



THE JBG COMPANIES®

WHITE FLINT PROPERTIES CONTROLLED BY JBG



EATZI'S

11503 ROCKVILLE PIKE – EXISTING CONDITIONS



A one-story retail strip center.

VISION AND BENEFITS



The redevelopment of this corner could replace low density, dated retail strip centers with a vibrant mixed-use project at a primary corner in the Sector Plan area.

This may require assemblage.

WHITE FLINT SECTOR PLAN:

OBSTACLES TO IMPROVEMENT

Retail centers along Rockville Pike are very successful, and subsequently have high land values – density can help incentive assemblage and redevelopment.

Staff's recommendation for a 3.0 FAR base density, and up to 3.5 through transfer is not sufficient to accomplish this goal.

This corner, less than 1/8th of a mile from Metro, is appropriate for a base density of 4.0 FAR, which will accomplish this goal.

WHITE FLINT SECTOR PLAN:

THE POSSIBILITY



WHITE FLINT SECTOR PLAN:

CORRECTIVE MEASURES

Recommend density according to “ellipse” proposal submitted by Development Collaborative to incentivize assembly and redevelopment of this critical corner.