



THE JBG COMPANIES®

WHITE FLINT PROPERTIES CONTROLLED BY JBG



NORTH BETHESDA MARKET DISTRICT



Goal: Transform North Bethesda Market into a vibrant pedestrian-oriented community.

Sixteen acres of mixed-use projects anchored by a Grand Paseo, Whole Foods Market, and the Rockwall office buildings that bridges the gap between established neighborhoods and Metro.

NORTH BETHESDA MARKET (NoBe)



NOBE PHASE II

EXISTING CONDITIONS



The site consists of three low density 40 year old office and retail buildings, and one recently completed office and retail building.

VISION AND BENEFITS

NoBe PHASE II



The continuation of the Paseo north to Phase II and west to Phase III, and the introduction of office uses, additional retail, and other residential unit types.

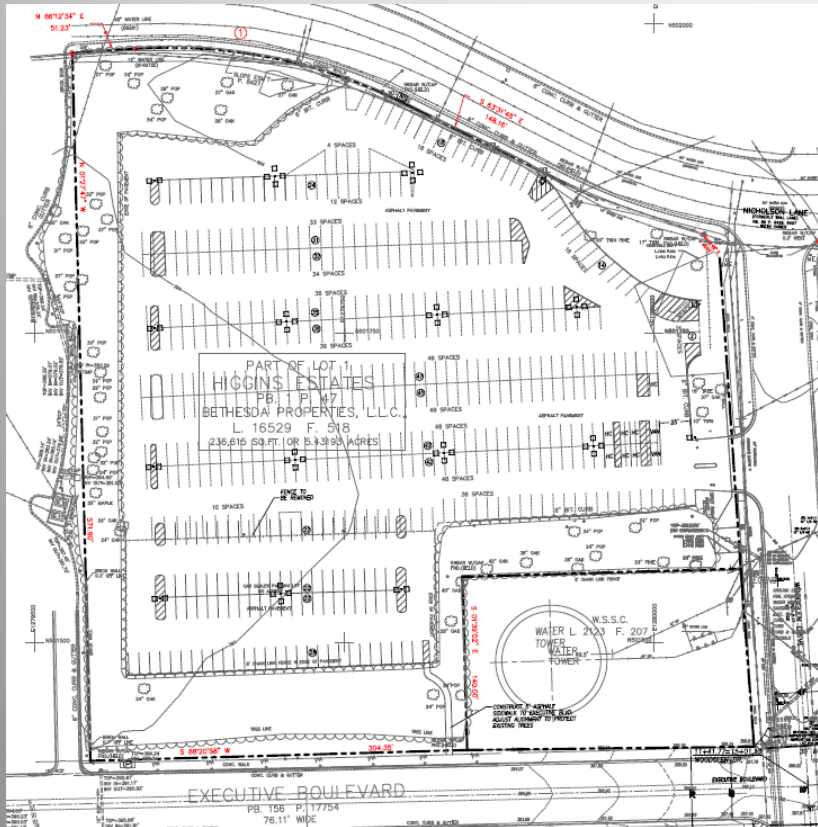
WHITE FLINT SECTOR PLAN:

NoBe PHASE II: OBSTACLES TO IMPROVEMENT

- Phase II contains four, fully-leased office buildings which requires sufficient density to incentivize redevelopment.
- Staff recommends 2.5 FAR with the ability to get to 3.0 through a transfer.
- The minimal base density requisite for redevelopment at this site is 3.5, an appropriate amount for a site that is less than a quarter mile from Metro

NoBe PHASE III

EXISTING CONDITIONS: LUTTRELL PARCEL (ADJACENT TO WATER TOWER)



A large surface parking lot serving the office buildings across Woodglen

VISION AND BENEFITS

NoBe PHASE III



A predominately residential development with heights tapering to adjacent multi-family developments

Ground floor, community retail

Engaging WSSC to better utilize Water Tower

Improved streetscape and walkability along Woodglen

WHITE FLINT SECTOR PLAN:

NoBe PHASE III: OBSTACLES TO IMPROVEMENT

This site currently parks the Woodglen office buildings, so its redevelopment is linked with development of NoBe Phase II (and the Sector Plan's density recommendation)

WHITE FLINT SECTOR PLAN:

NoBe PHASE III: CORRECTIVE MEASURES

Recommend density according to “ellipse” proposal submitted by the Development Collaborative to provide requisite density to incentivize development at both NoBe Phase II and III and allow the vision of North Bethesda Market to continue north towards Metro

ROCKWALL

5515 SECURITY LANE



Two office buildings totaling
approximately 356,000 SF

ROCKWALL

EXISTING CONDITIONS

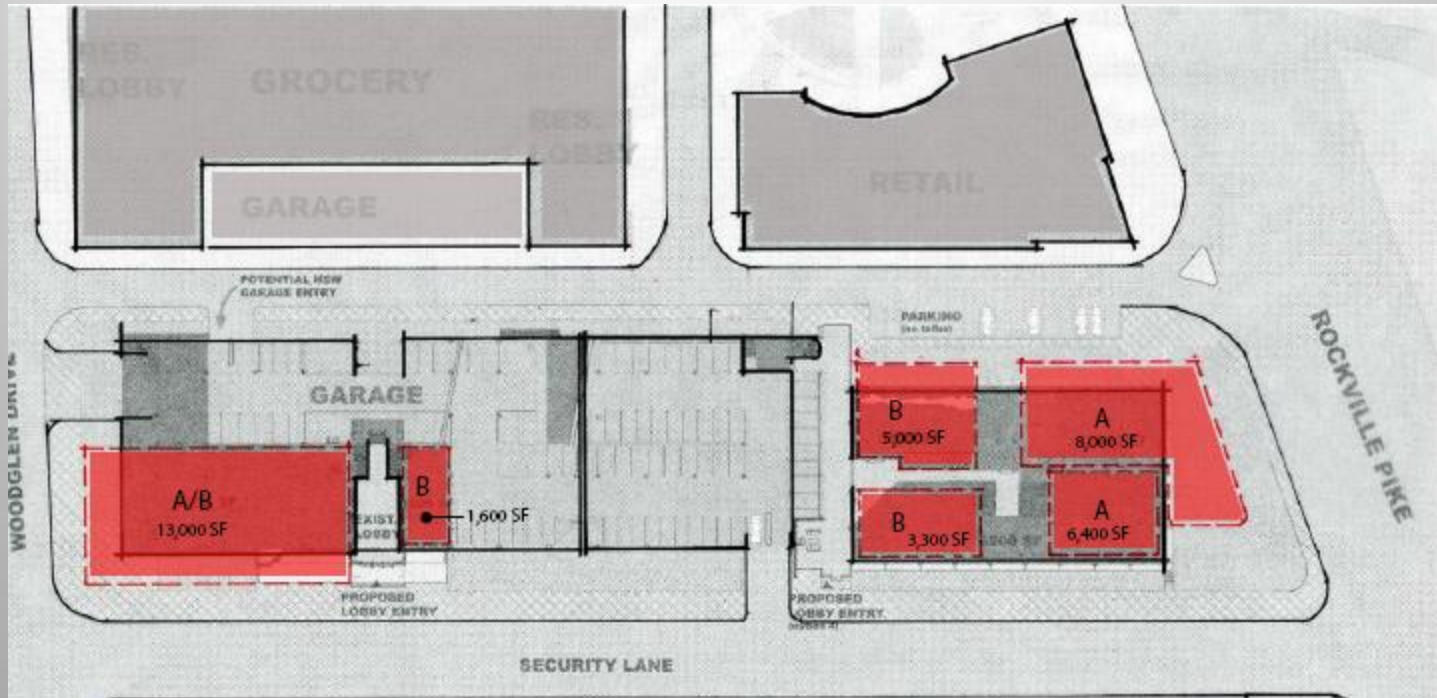


Lack of retail and a grade separation acts as a pedestrian barrier between existing neighborhoods and NoBe

Suburban office buildings built under the C-O zone which required internally focused (and failed) retail – precludes street serving retail

VISION AND BENEFITS

ROCKWALL OFFICE BUILDINGS



- Activate pedestrian experience by adding street retail to the existing office buildings.
- Provide north-south mid-block pedestrian link between the new NoBe and Security Lane.
- Provide aesthetic upgrade to the north façade of the existing Rockwall garage.

WHITE FLINT SECTOR PLAN:

ROCKWALL OFFICE BUILDINGS: OBSTACLES TO IMPROVEMENT

Staff's recommendation to maintain the C-O zone precludes the addition of ground floor retail.

Density caps prevent the minimal addition of density (<10,000 SF) outside of the footprint of the building in order to build to the street.

WHITE FLINT SECTOR PLAN:

ROCKWALL OFFICE BUILDINGS: CORRECTIVE MEASURES

Rezone the Rockwall office buildings to TMX (or other mixed-use zone as part of White Flint Sectional Map Amendment).

Provide for minimal additional density to accommodate ground floor retail outside of the building footprint, particularly along Rockville Pike.