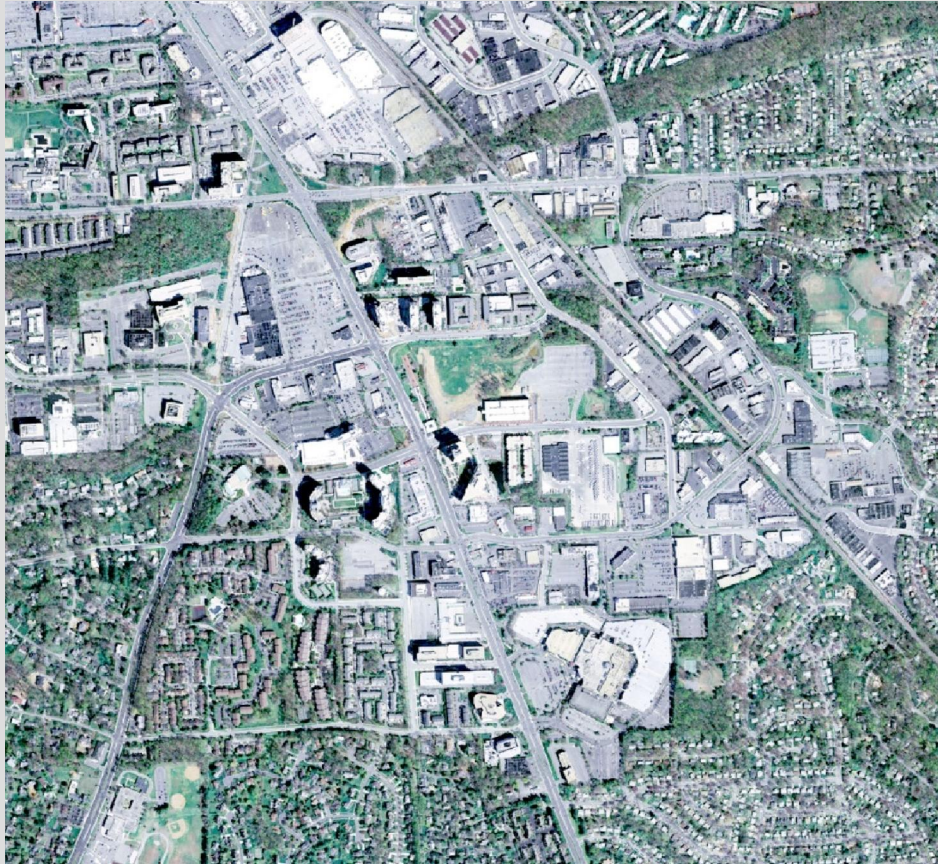


Presentation to White Flint Advisory Group

Brookside Gardens
July 22, 2008



Vision: North Bethesda's Urban Center

Pedestrian Scale
Street Grid

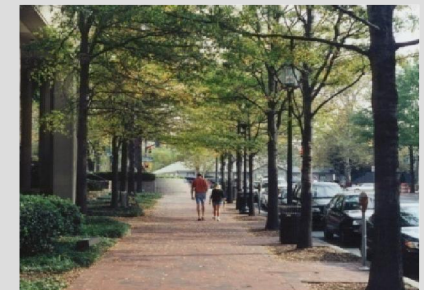
Mobility Options

Urban Form

Green

Public Amenities

Infrastructure Staging



Nearby Jurisdictions and Metro Stations



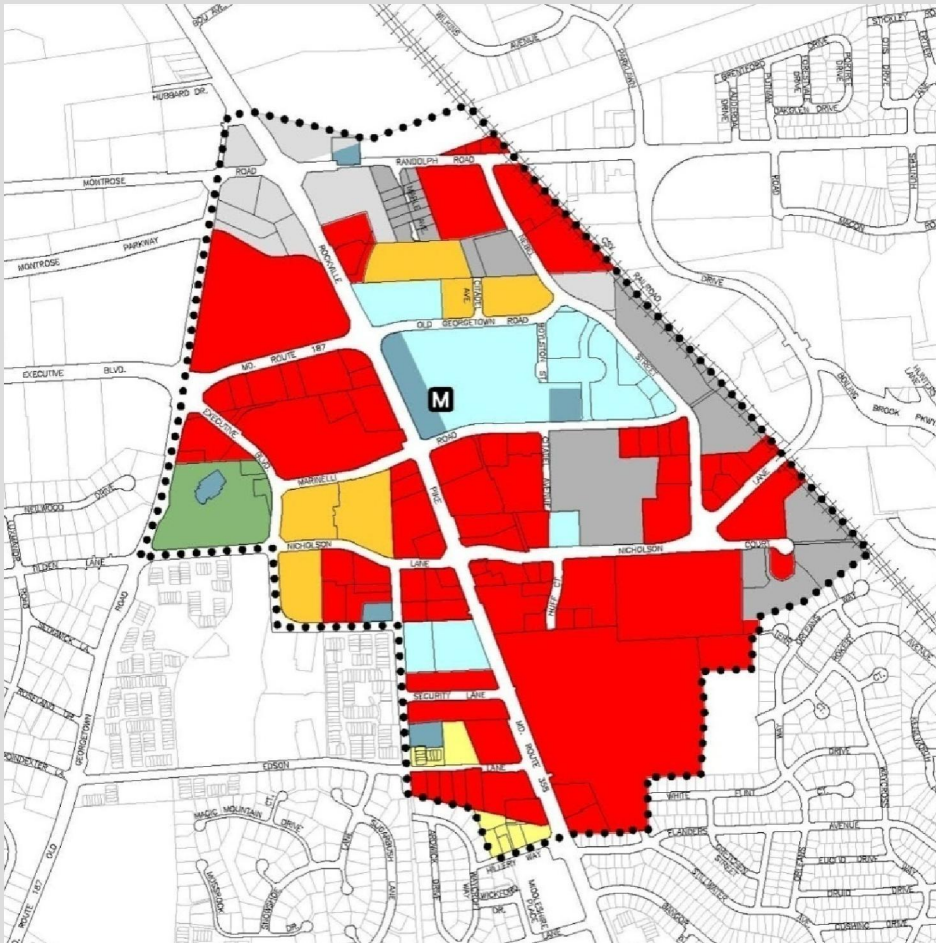
Context

Existing Conditions



Rockville Pike

Land Use



Primarily commercial uses
on large properties

Some mixed uses

Existing multi-family residential
(2200 units)

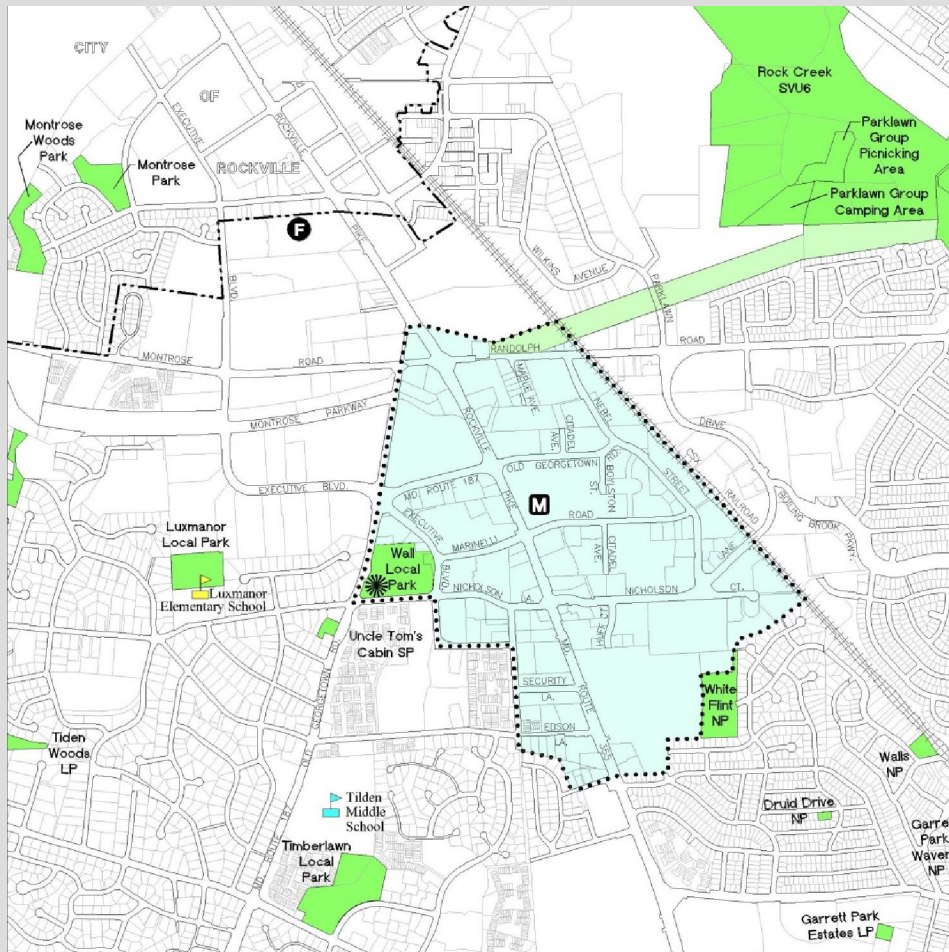
Multi-family under construction
(2200 units)

Public facilities

Major highways

Existing

Public Facilities



Existing

Wall Local Park

White Flint Neighborhood Park

Montgomery County Aquatic Center

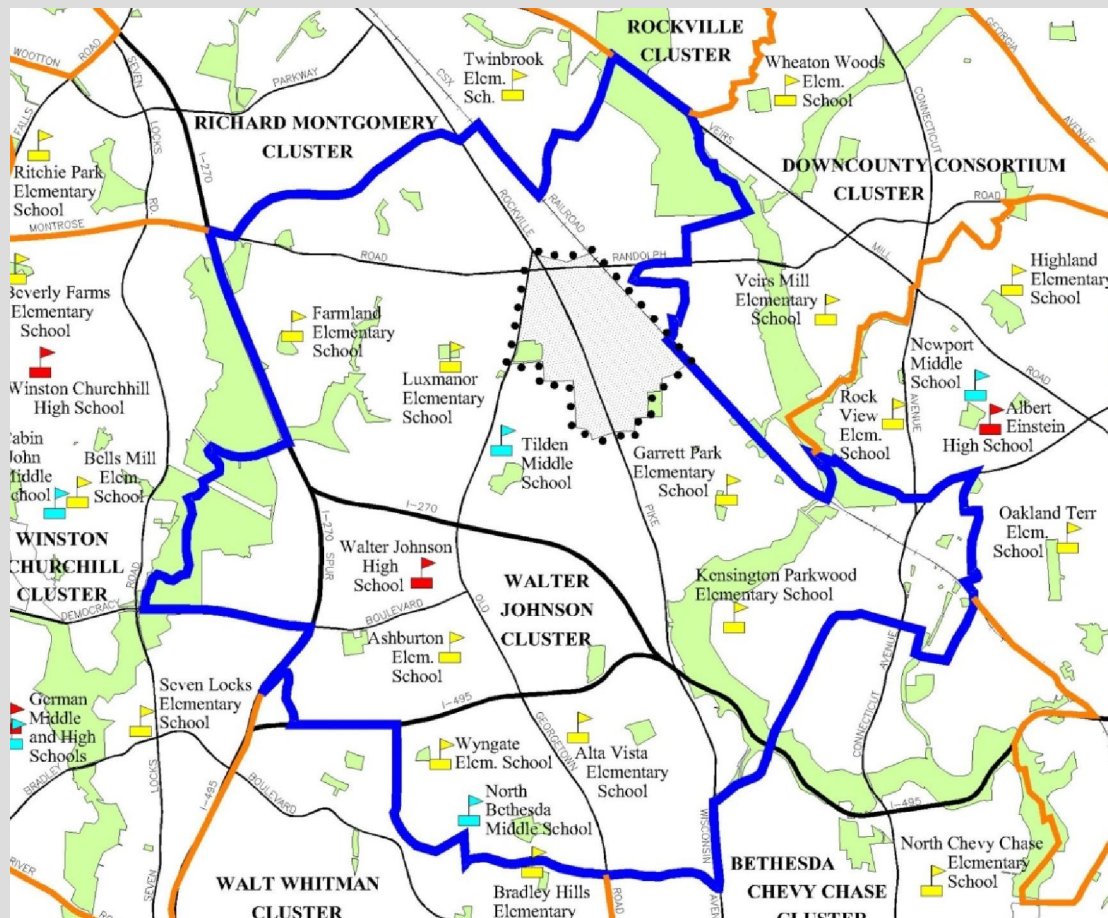
Montgomery County Pre-release Center

Bethesda North Conference Center

Josiah Henson Site/Uncle Tom's Cabin

Bethesda Trolley Trail

Public Facilities



High School-
Walter Johnson High School

Middle Schools-
North Bethesda Middle
Tilden Middle

Elementary Schools-
Ashburton
Farmland
Garrett Park
Kensington-Parkwood
Luxmanor
Wyngate

WJ School Cluster

Land Use Concept

Land Use

Mixed uses
Density = Activity

Mobility

Create a street grid
Street hierarchy
Transit options
Walkable Pike

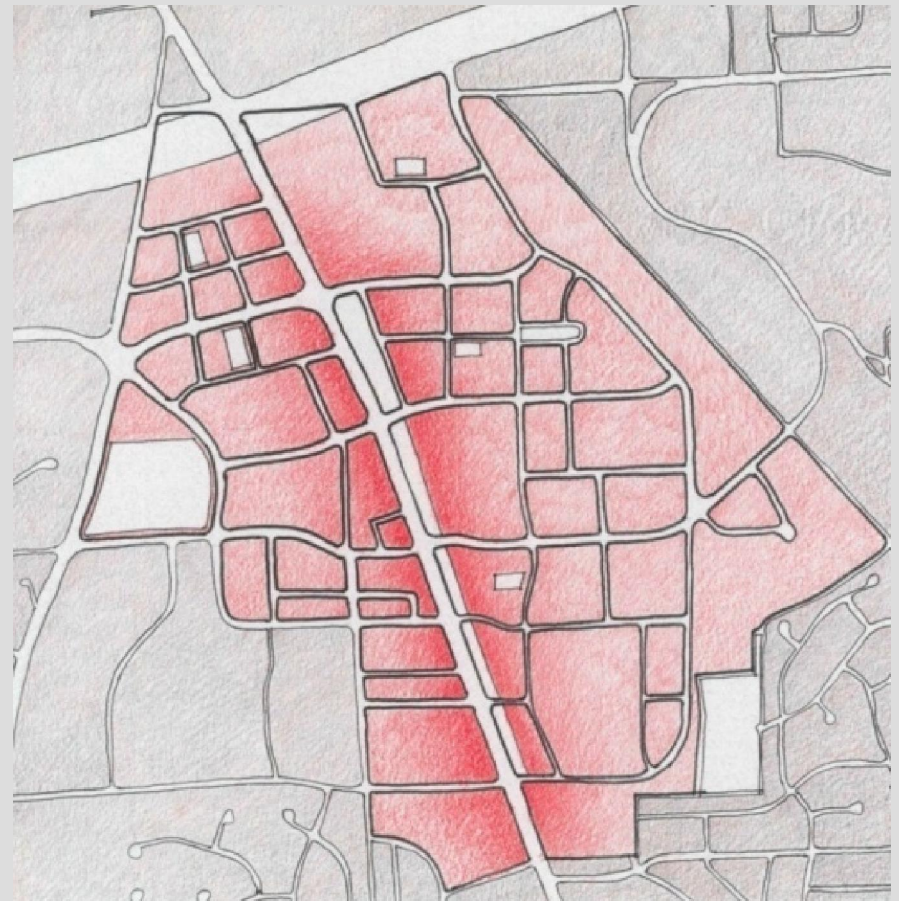


Intensity Principles

Highest density at the Metro Station

High density along Rockville Pike

Transition to existing communities



Density at the Metro core and along MD 355

Intensity Principles

Proposed public road network

Commercial business streets

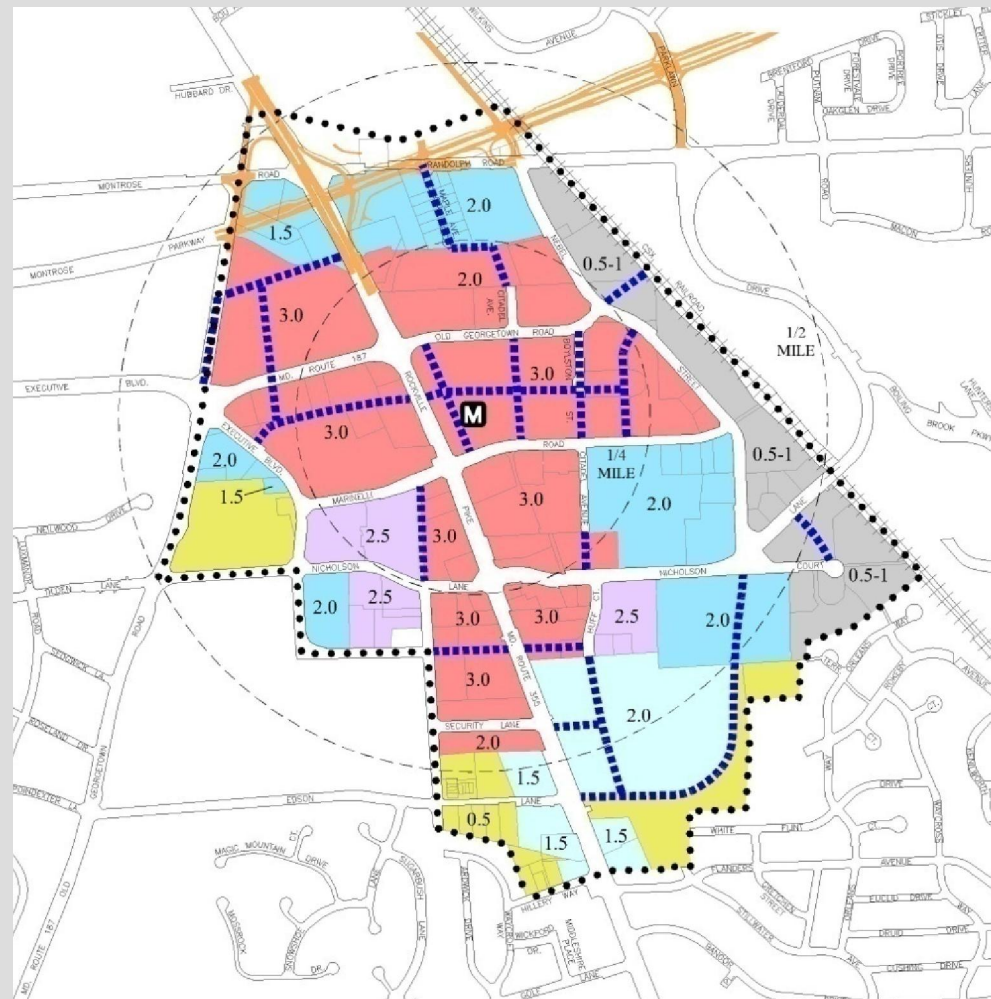
Pedestrians

Cyclists

FAR based on intensity principles

Transition to existing residential

Retain industrial uses at edges



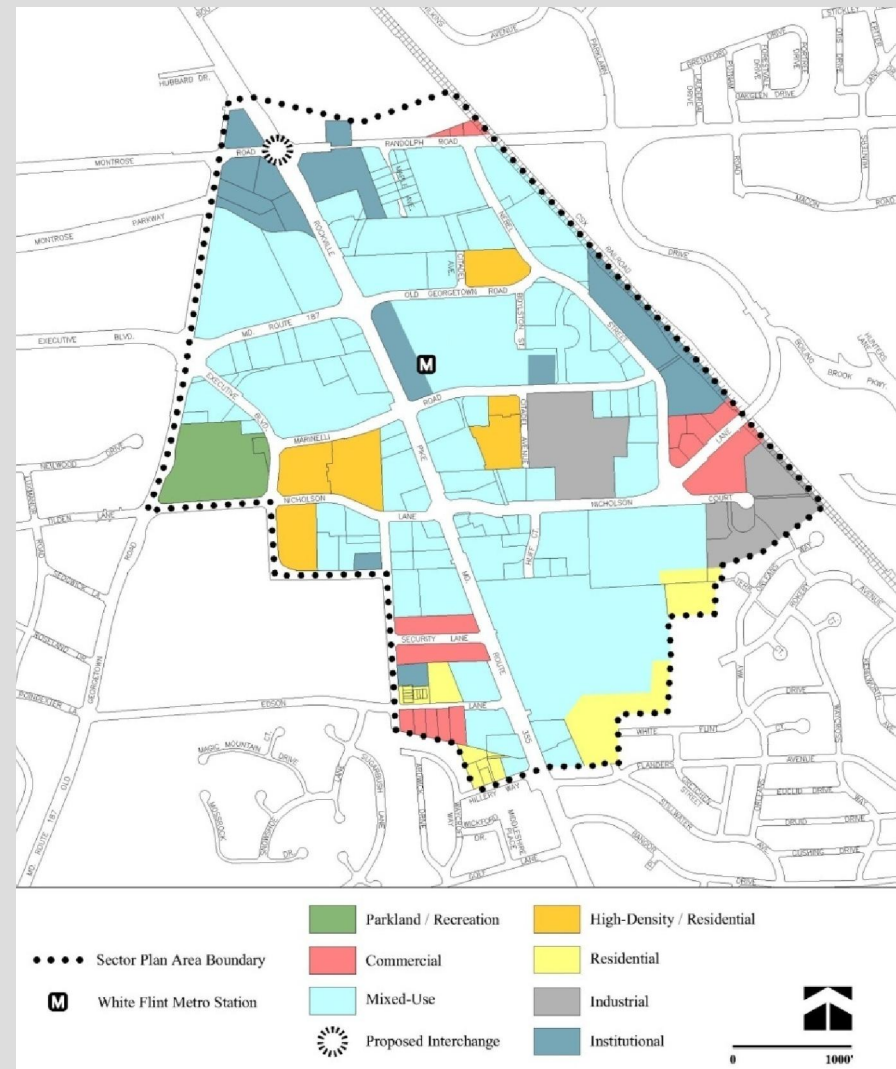
Density at the Metro core and along MD 355

Proposed Land Use

Denser mixed use development
at the Metro core and along MD 355

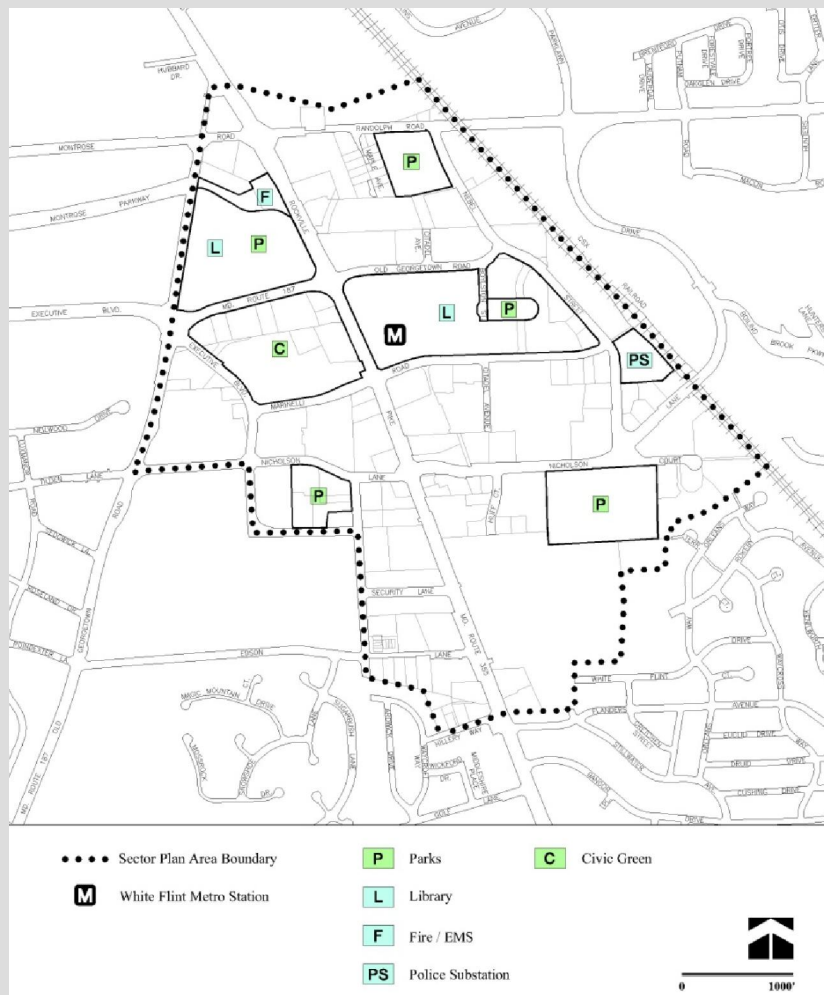
Less intense uses and densities
transitioning toward existing
neighborhoods

New public amenities and facilities



Direction

Public Facilities



Urban Parks and Open Spaces

Civic Green

Express/Urban Library

Police Sub-station

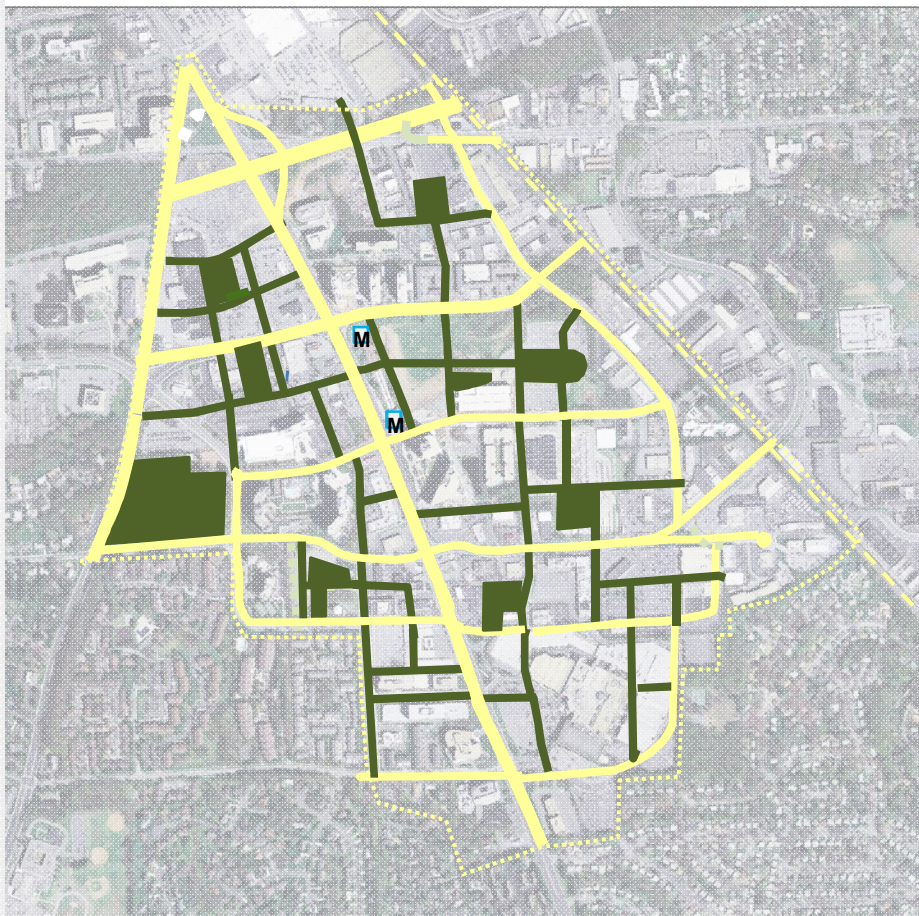
Farmer's Market

Elementary School

Fire and Emergency Services

Proposed

Public Facilities



Public space

Hierarchy

Connections

Guidelines

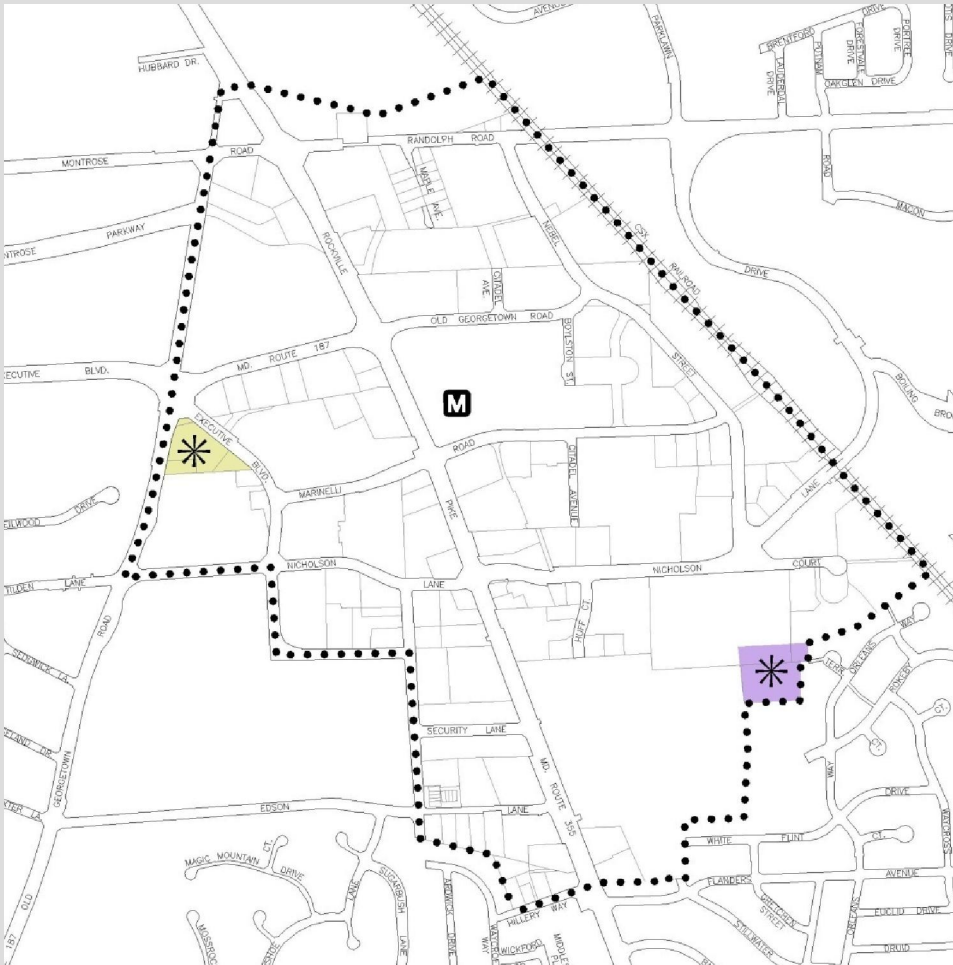
Open Space

Public Facilities

Potential locations:

The Gables

White Flint Mall and Plaza



Sites under consideration

White Flint Districts



- Mid-Pike Plaza
- Maple Avenue
- Metro West
- Metro East
- NRC
- White Flint Crossing
- White Flint Mall
- Nebel Corridor
- Nicholson Court

White Flint Districts



Mid-Pike Plaza: 3 FAR

Non-Residential: 1.04 million sq.ft (40%)

Residential: 1,300 dus (60%)-min.

New road network

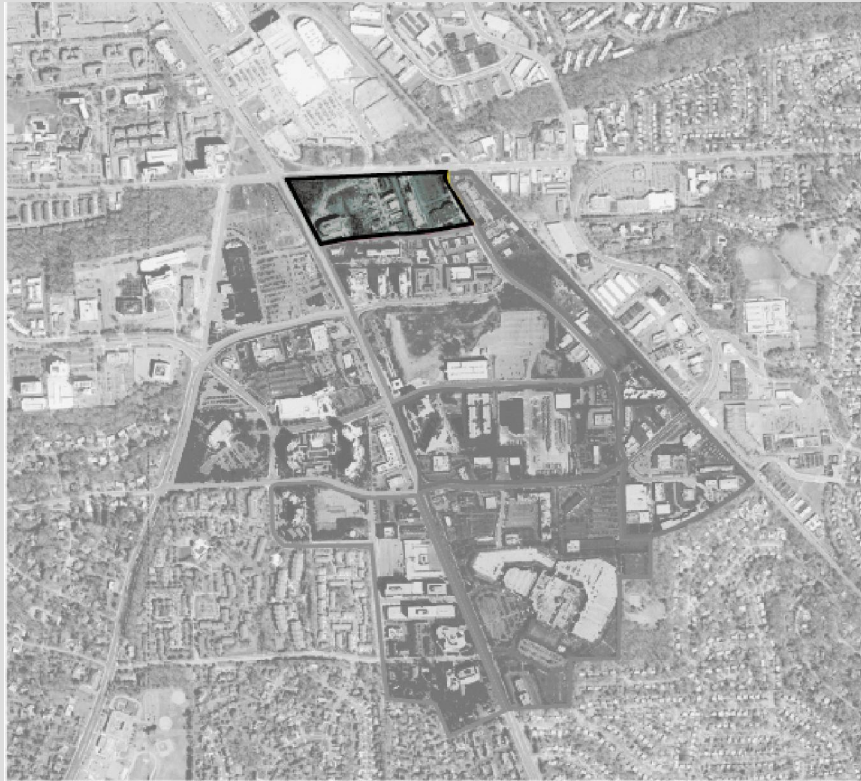
Amenity: 1 acre urban park

Public Facility: Express/urban library

SHA property: Relocated Fire and EMS station and community space

Mid-Pike District

White Flint Districts



Key Property

Montrose Shopping Center-2 FAR
Non-Residential: 176,679 sq.ft (30%)
Residential: 343 dus (70%)-min.

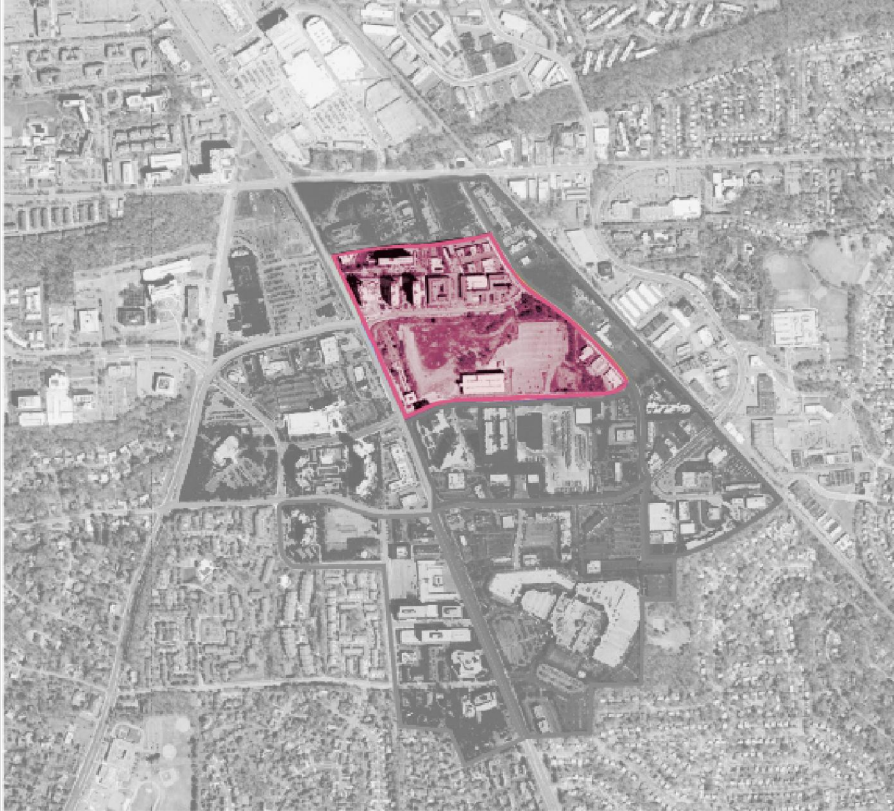
Maple Avenue Extended

New Montrose Parkway

Amenity: ½ acre urban park

Maple Avenue District

White Flint Districts



Key Properties

LCOR: 3 FAR

Residential: 1, 742 dus (50%)-min.

Non-Residential: 2, 090,880 sq.ft (50%)

Public Facility: Express/Urban Library

Amenity: Green Commons/Tree Preserve

Retain the Gallery, Sterling, and
White Flint Station in TSM zone

Metro East District

White Flint Districts



Key Properties

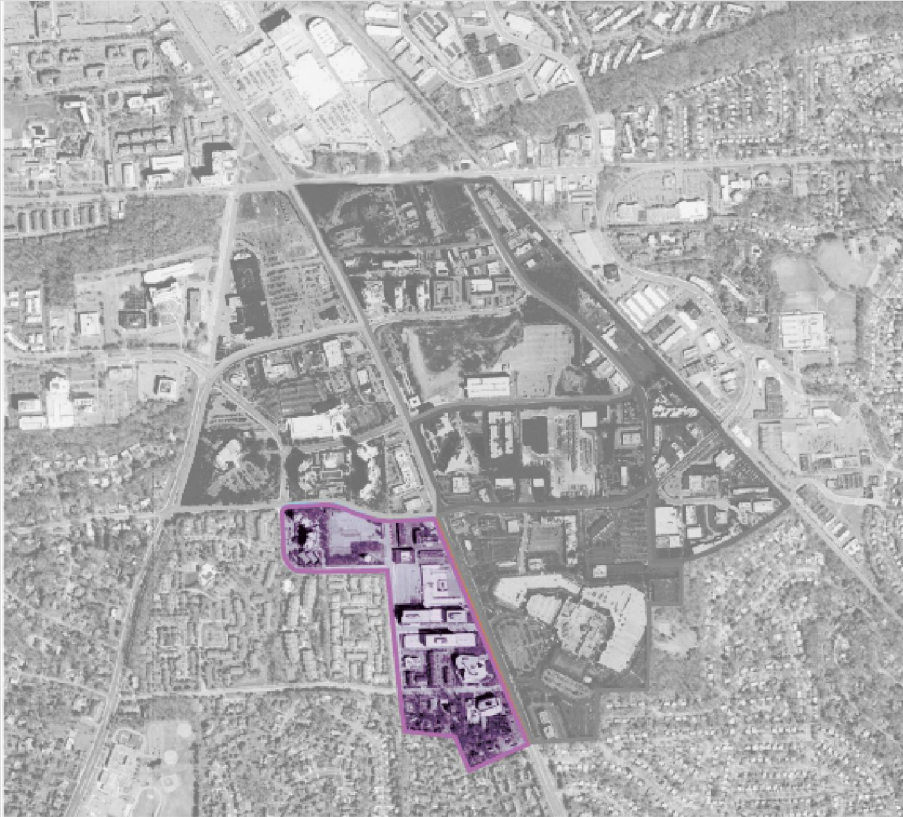
Conference Center: 3 FAR
New East-West Main street
Public Facility: Civic Green

Holladay: 3 FAR
Woodglen extended-Bethesda Trolley Trail
Retain: Grand and Wisconsin in TSR zone

Wall Park
Public Facility: MAC and Urban Park
Gables- 2 FAR/School site

Metro West District

White Flint Districts



Key Properties

North Bethesda Market: 3 FAR

JBG-II: 3 FAR

Hillery Way: Townhouses

Luttrell Property: 2.5 FAR

Non-Residential: 115,652 sq.ft (20%)

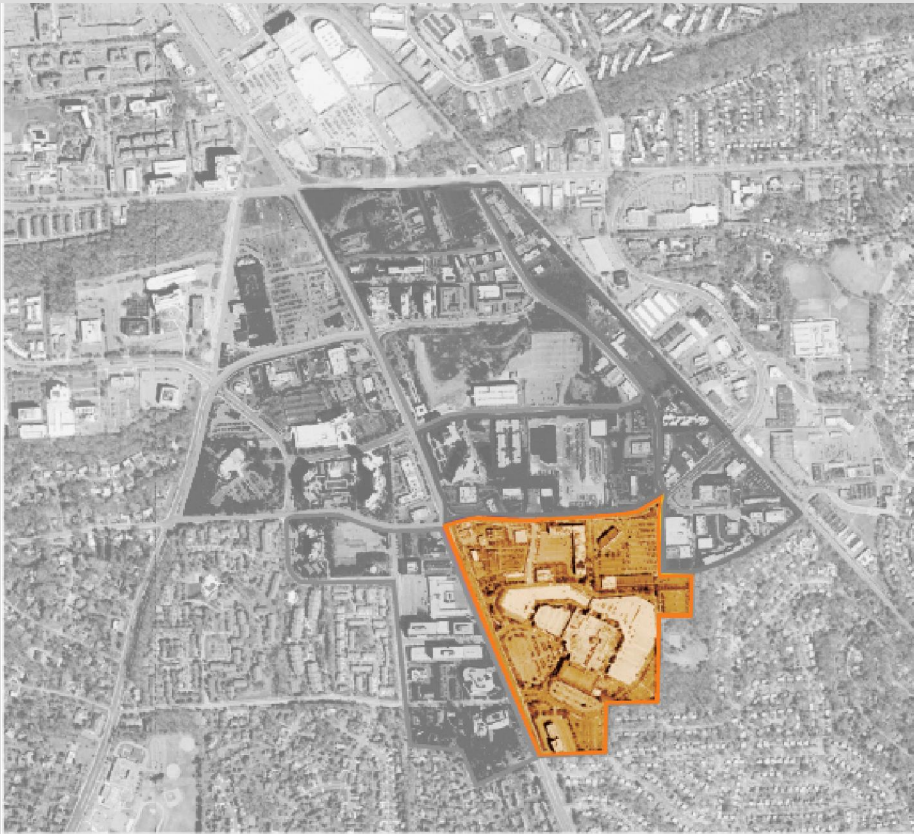
Residential: 385 dus (80%)-min.

Amenity: urban park

Retain: Commercial Transitional (CT)
and Residential Zones

White Flint Crossing District

White Flint Districts



Amenity: Promenade along MD 355
Public Facility: Elementary school

Key Properties

White Flint Mall: 2 FAR and RT-12.5
Non-Residential: 1.41 million sq.ft
Residential: 1, 277 dus

White Flint Plaza: 2 FAR
Non-Residential: 392, 562 sq.ft (30%)
Residential: 763 dus (70%)-min.

Fitzgerald Block: 3 FAR

Eisenger Block: 2.5 FAR

White Flint Mall District

White Flint Districts



Retain WMATA Bus Lot

Retain NRC

New street connection

Amenity: Promenade

Key Property

White Flint View-3 FAR

Non-Residential: 48,874 sq.ft (20%)

Residential: 163 dus (80%)-min.

NRC District

White Flint Districts



Retention of industrial properties

Retention of Washington Gas and
Montgomery County Pre-release Center

Key Properties

Randolph Shopping Center: 1 FAR

Montouri: 1 FAR

Nicholson Court

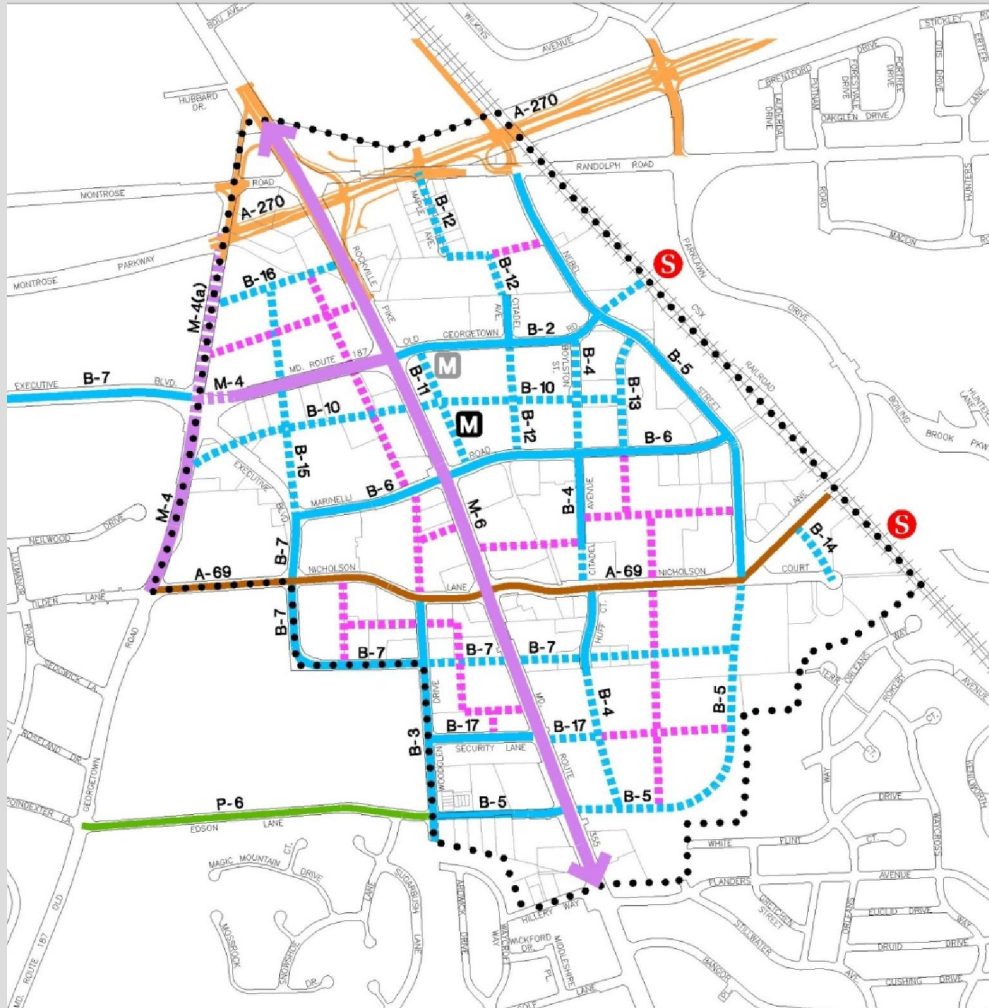
MARC Station site (two options)

Nebel and Nicholson Court Districts

Level of Development

Amount of Development			
	1992 Master Plan (Likely Build Out)	Existing	July (Likely Build Out- Existing and New)
Dwelling Units	7,080	2,259	12,100**
Residential Square Feet	8.8M	2.7M	14.6M
Non-Residential Square Feet	9.3M	5.5M	13.9M
*Average dwelling unit size reduced from 1,050 sq.ft			
**Average dwelling unit size reduced from 1, 200 sq.ft			

Mobility



Roadway Network

Walkable blocks

New business streets

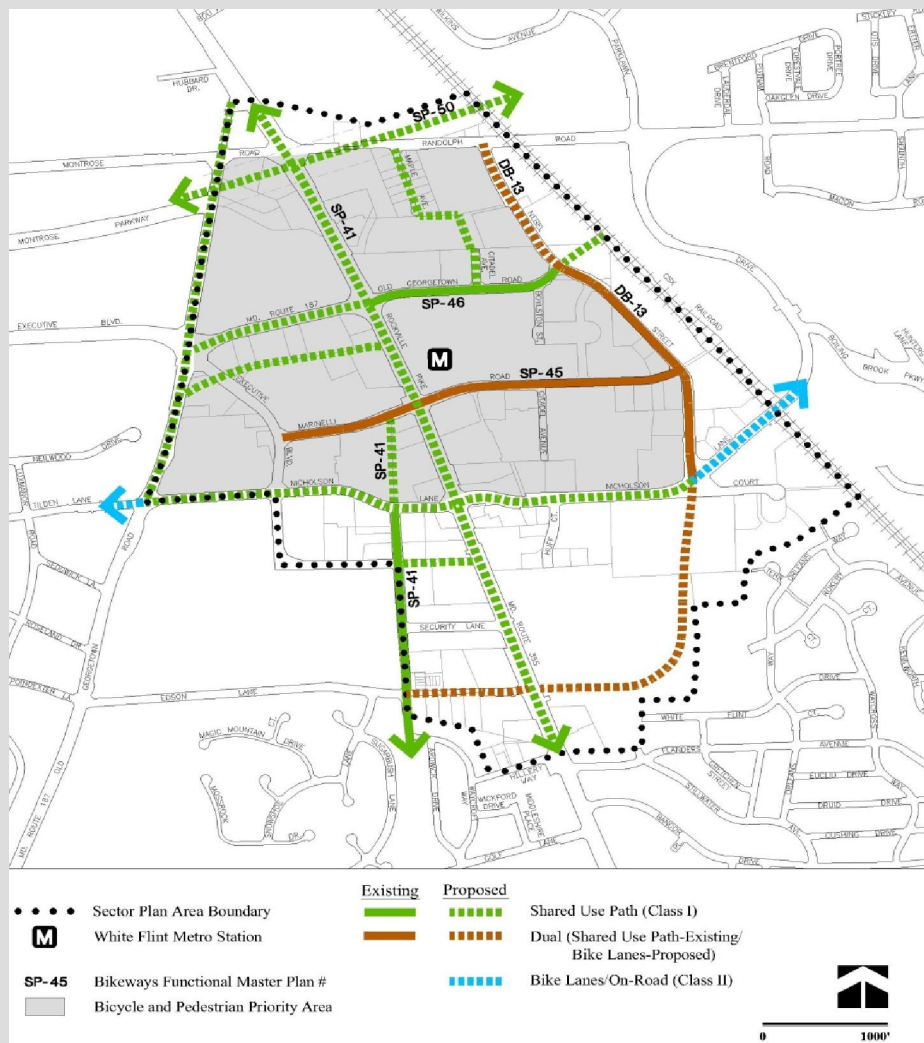
Hierarchy of forms

"Rungs" are keys

Second Metro entrance

Remove Nicholson interchange

Mobility



Bike-friendly district

Regional trail connections

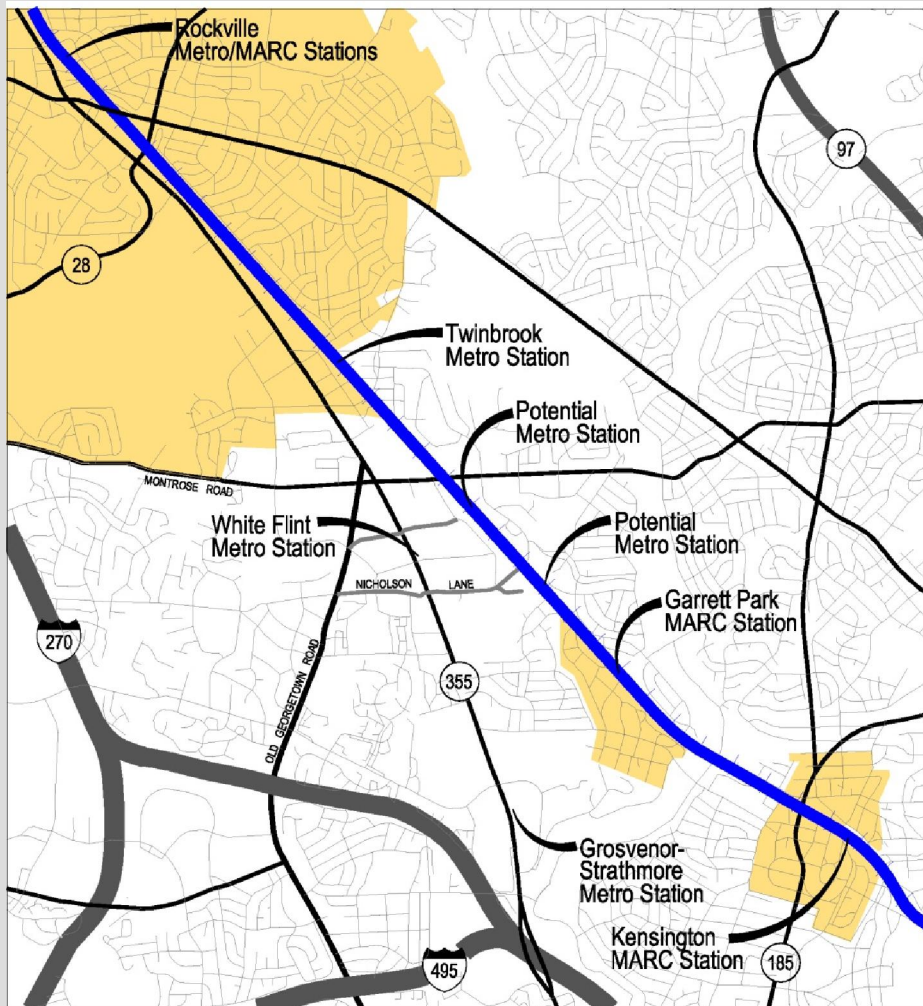
Integrated with street network

Supported by on-site facilities

Bike rental kiosks

Bikeway Network

Mobility



MARC Locations

Two potential locations

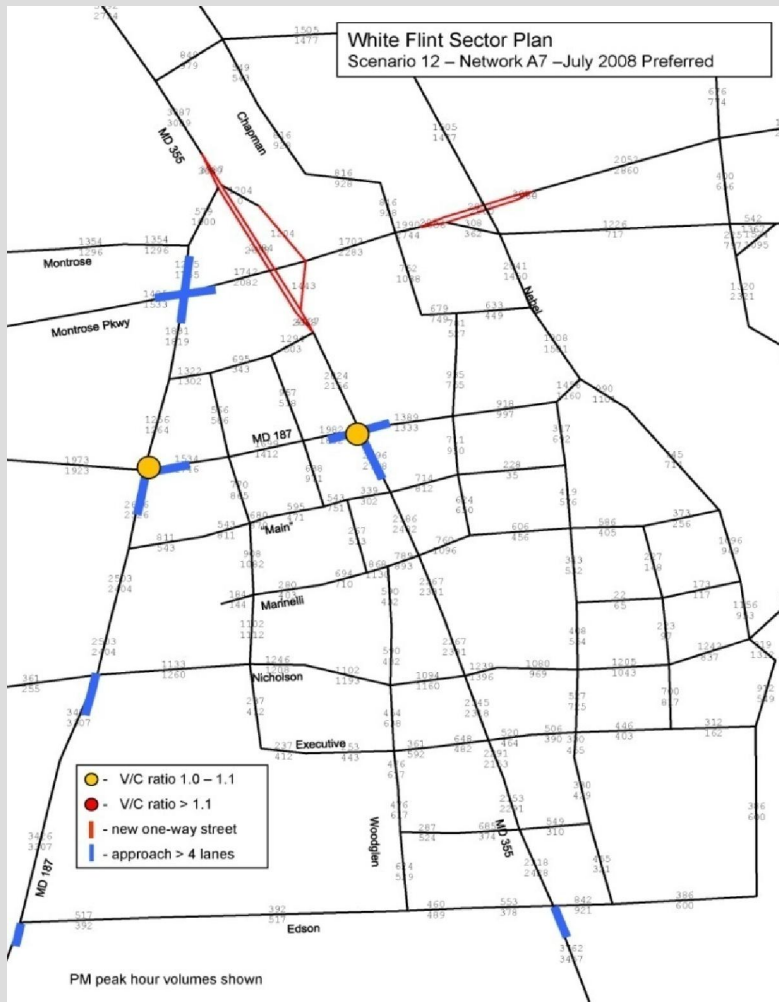
Coordination with MTA

Central to White Flint “downtown”

Feasibility

Costs

Mobility



Land use /transportation balance

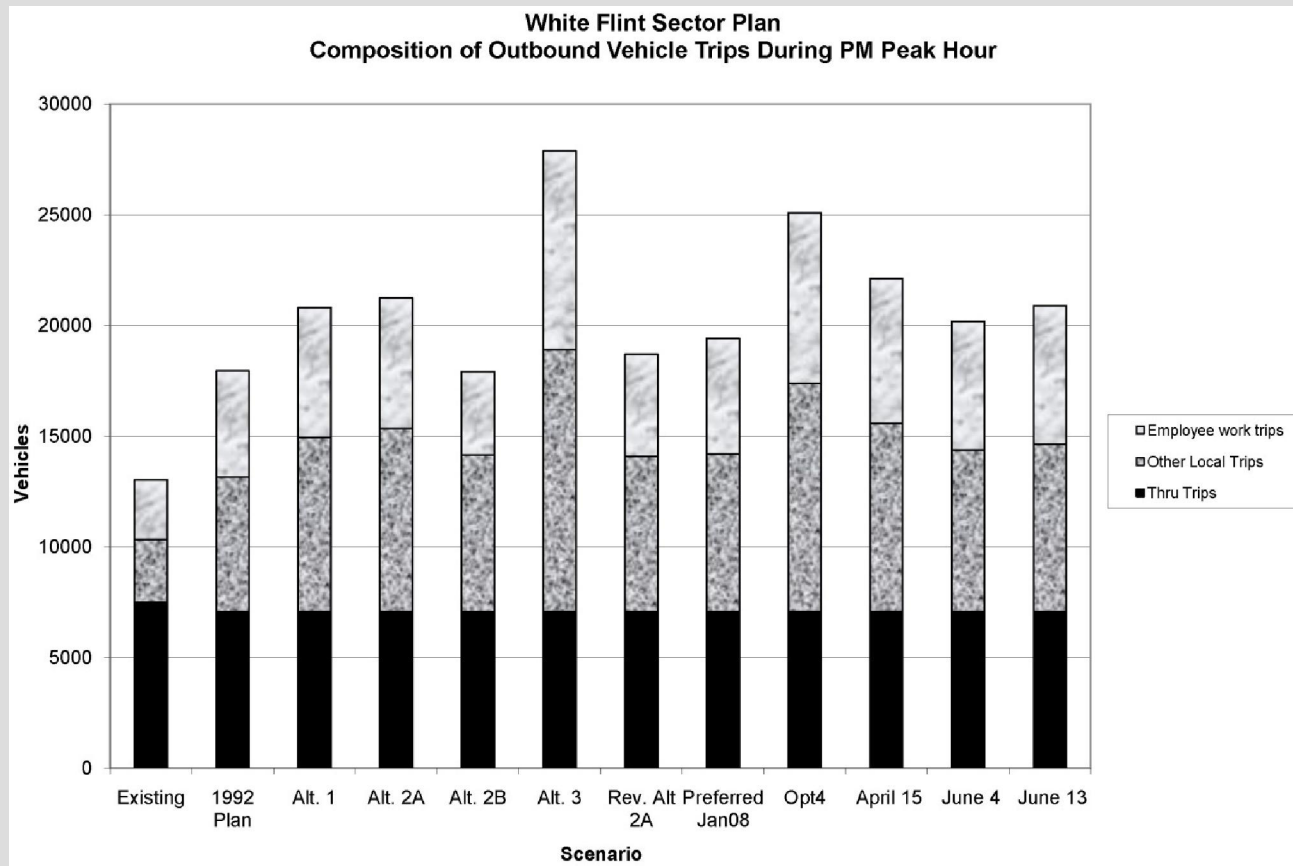
Robust network /dispersed trips

Reconstruct Pike

Curbspace management

Transportation Capacity

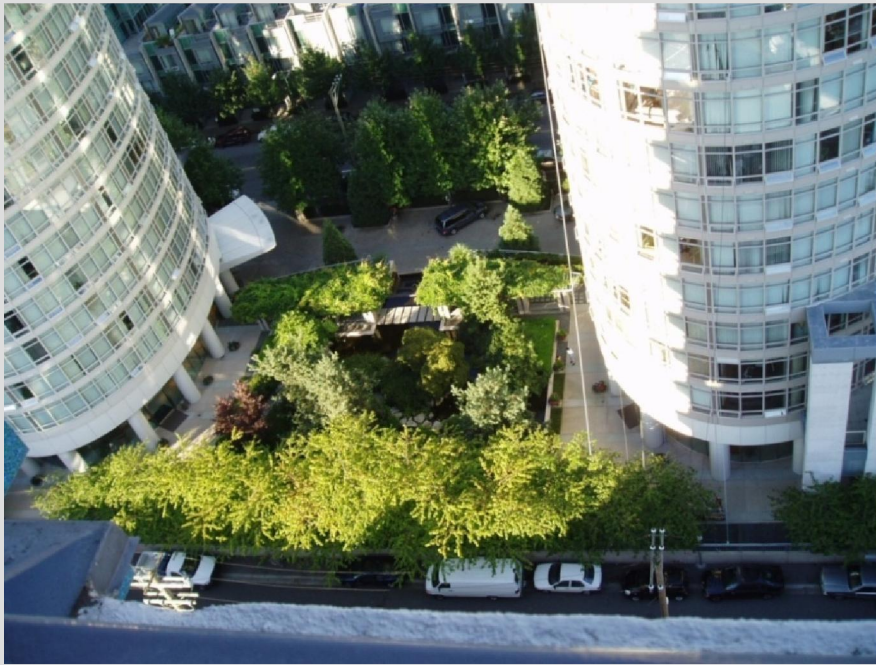
Mobility



Transportation Capacity

Sustainability

Use a diversity of native vegetation to establish community character and sense of place



Provide pervious areas



Use native plants and promote biodiversity

Tree Canopy

Sustainability

Provide a connected multi-functional green space system. Each space should be purposed with at least two of the following:

Recreation: Active or
Passive



Environmental:
Stormwater infiltration



Transportation: Attractive
and safe walking and biking
lanes



Cultural: Public art or
Historic reference

Pervious surface

Sustainability

Green buildings should emphasize:

Bicycle storage
and
shower facilities



Efficient energy
systems and
renewable
energy sources



Green roofs,
green walls, and
water
conservation



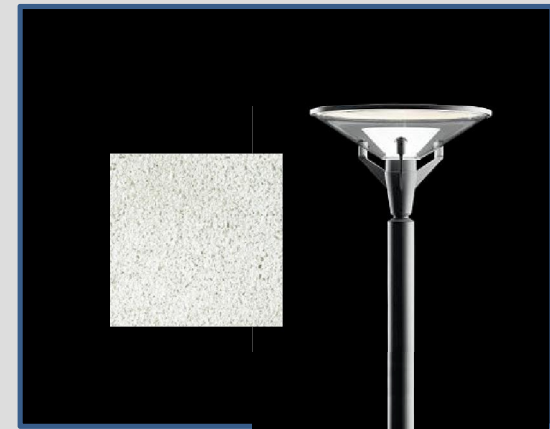
Recycled
materials from
existing
building
deconstruction

Carbon Emissions

Design Guidelines

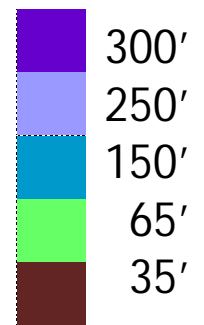
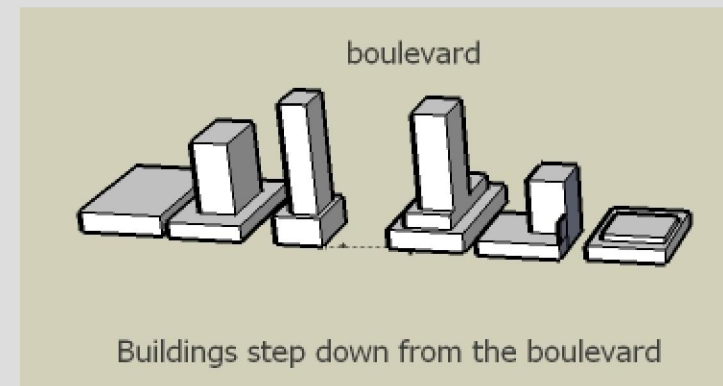
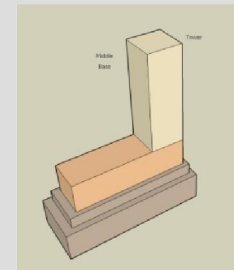
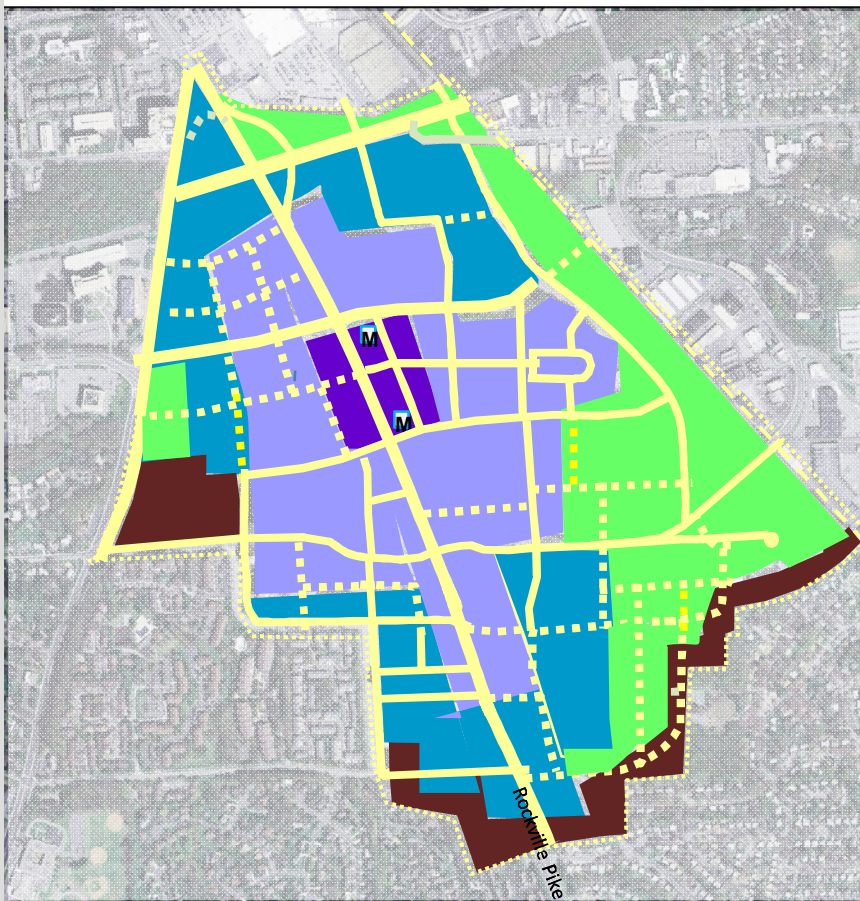
Vision +
Requirements +
Guidelines +
Talent =
Excellence

- Promote Great Design
- Create Character
- Clarify Expectations
- Preserve Flexibility



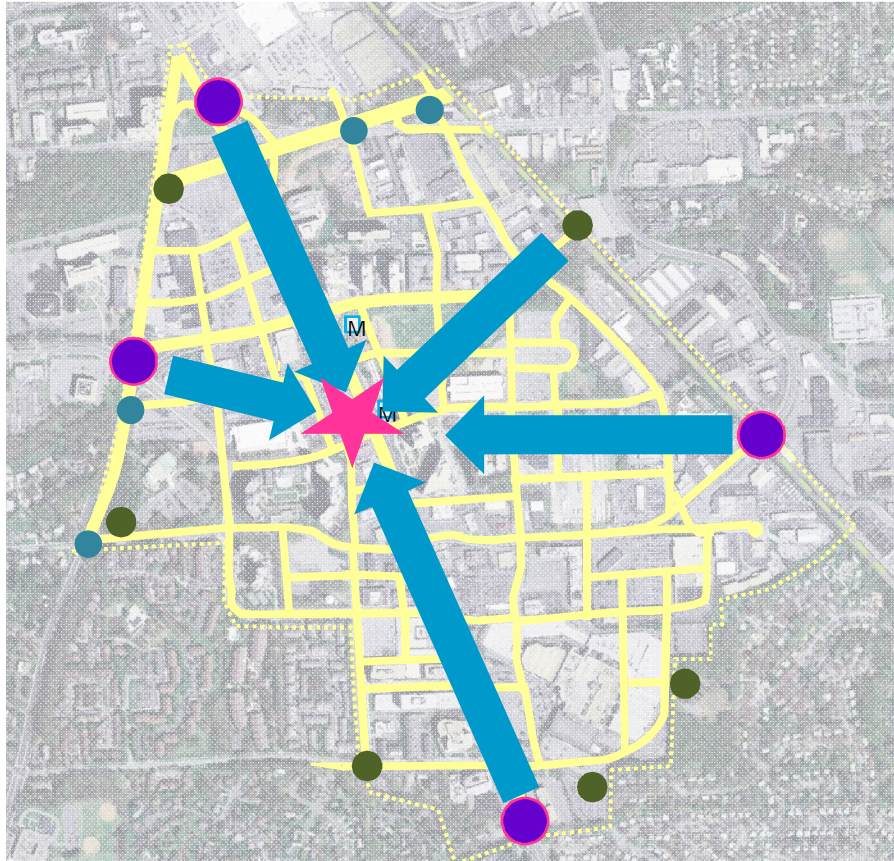
Purpose

Design Guidelines



Heights

Design Guidelines



Gateways and Landmarks

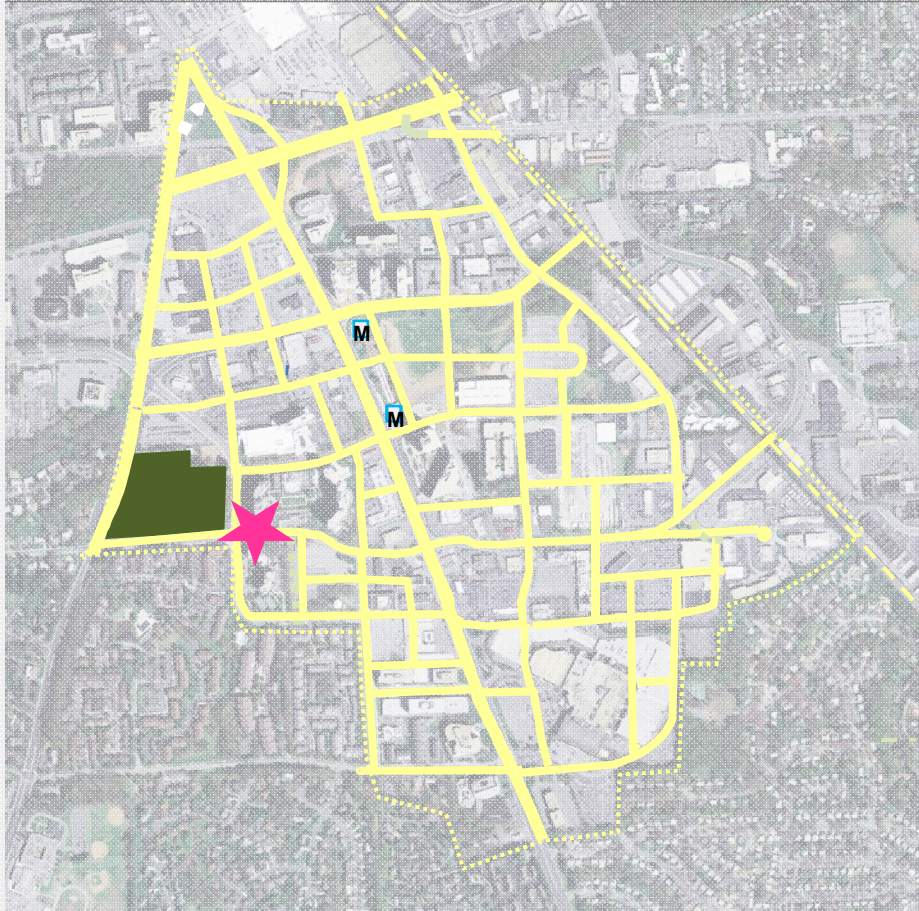
Gateway
Features



Landmark
Building



Design Guidelines



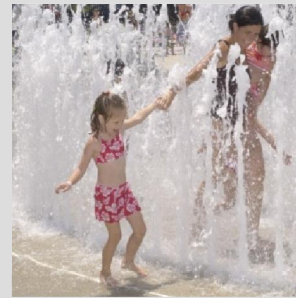
Green

Design Guidelines



Green

Design Guidelines



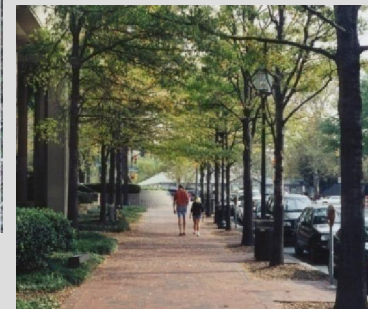
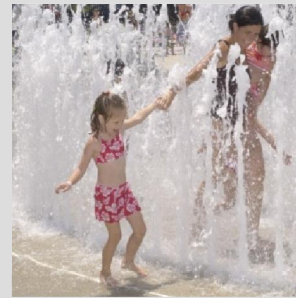
Green

Green



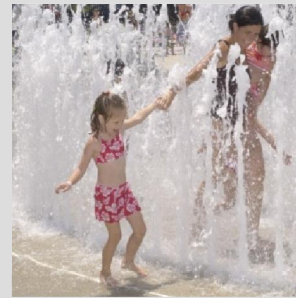
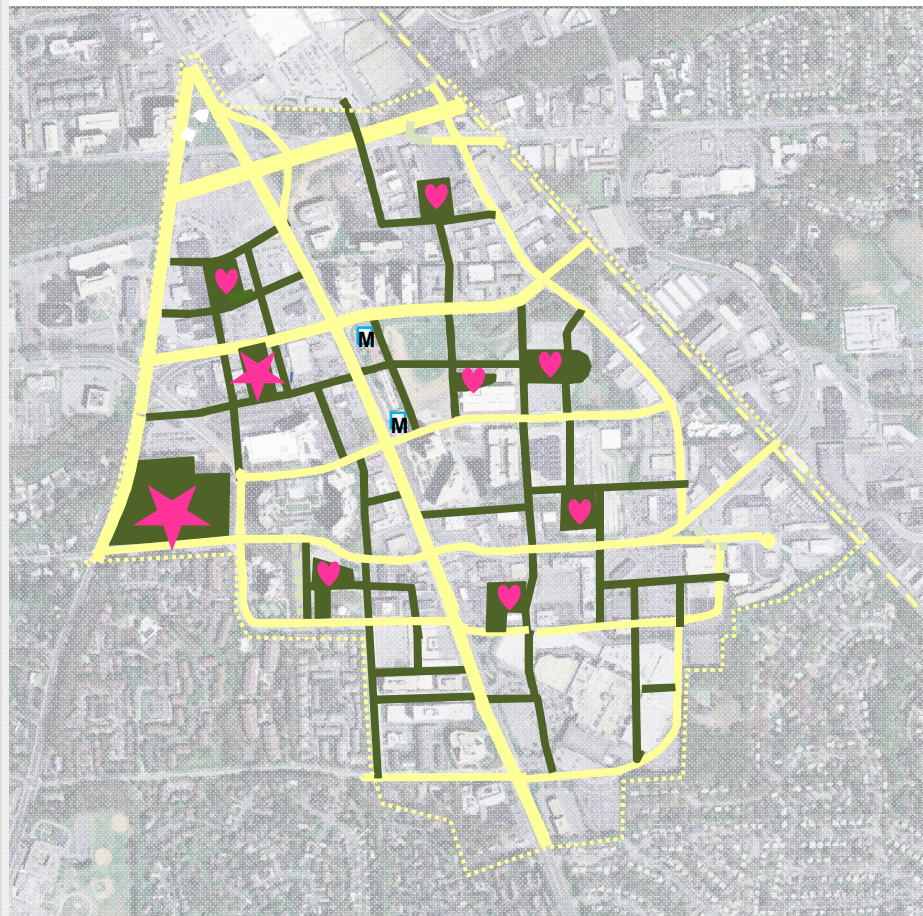
Design Guidelines

Design Guidelines



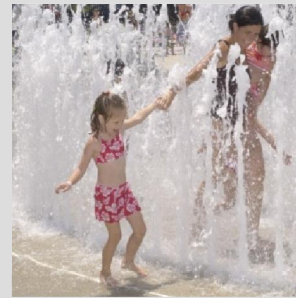
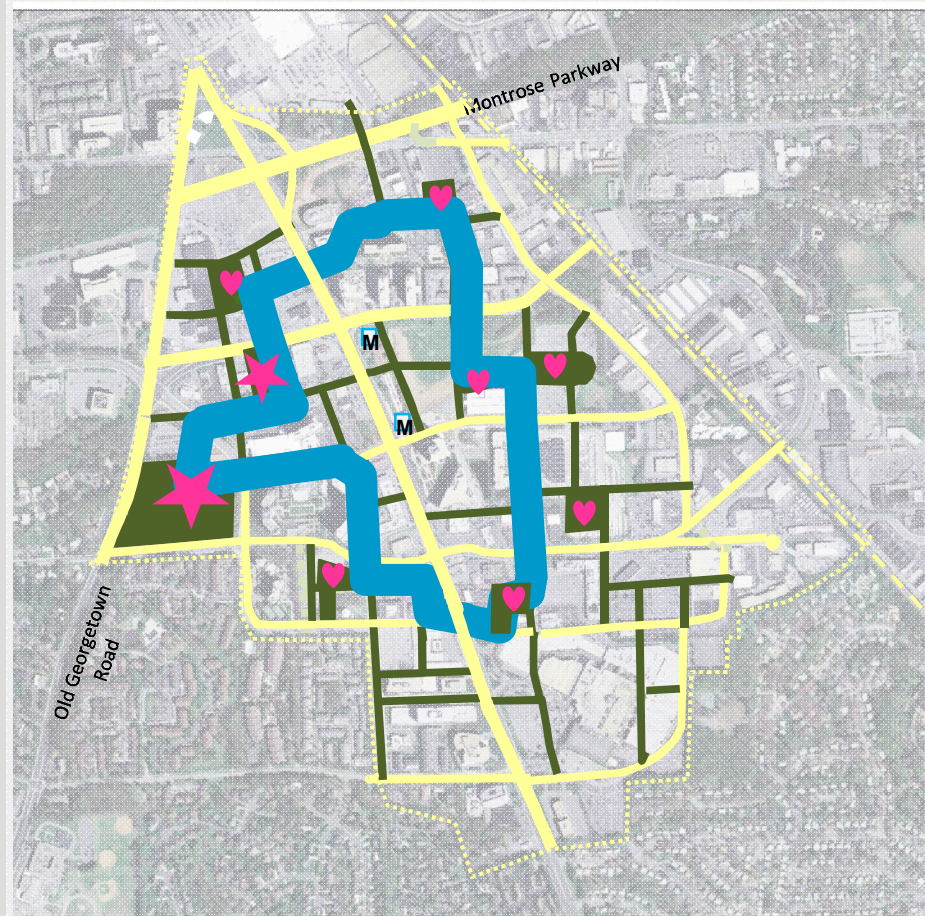
Green

Design Guidelines



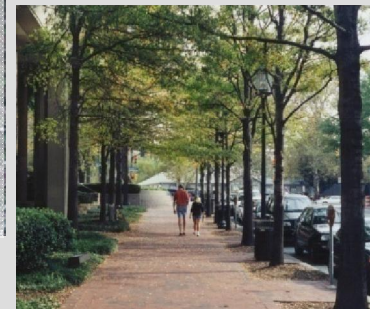
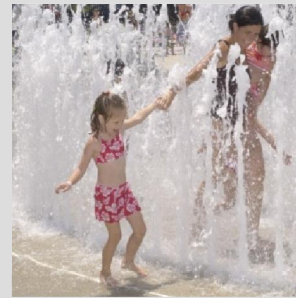
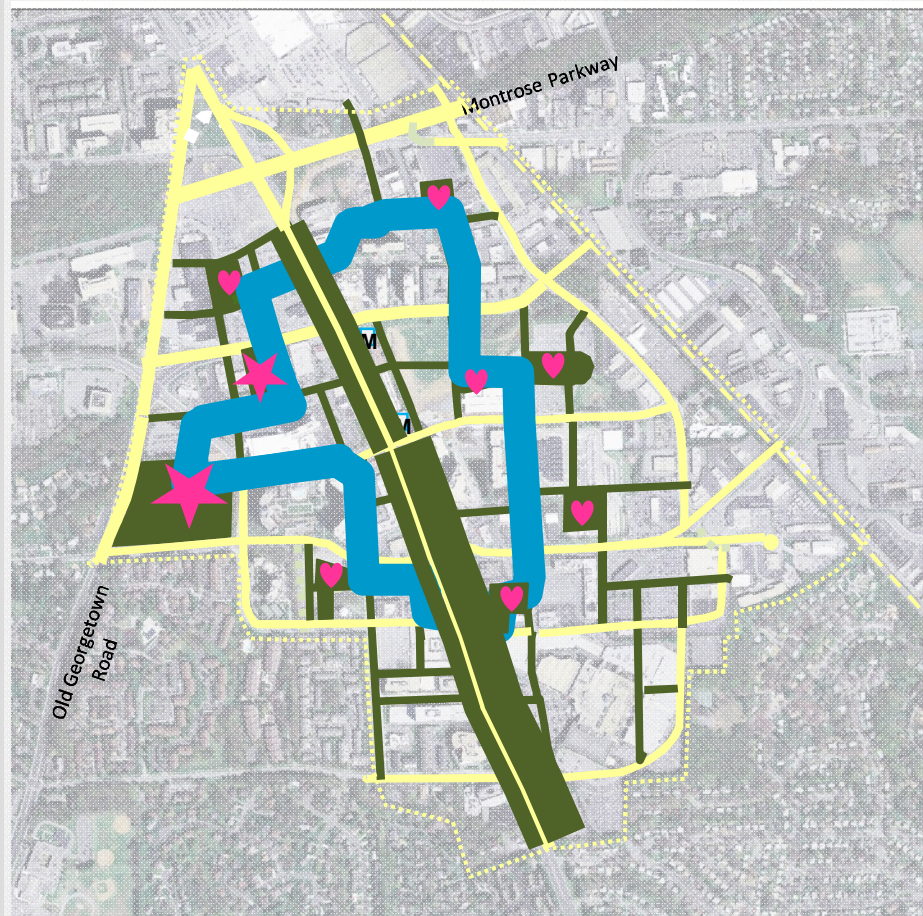
Green

Design Guidelines



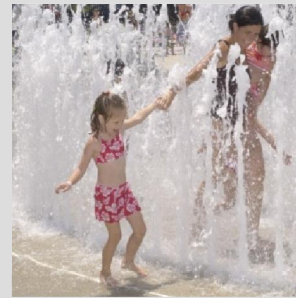
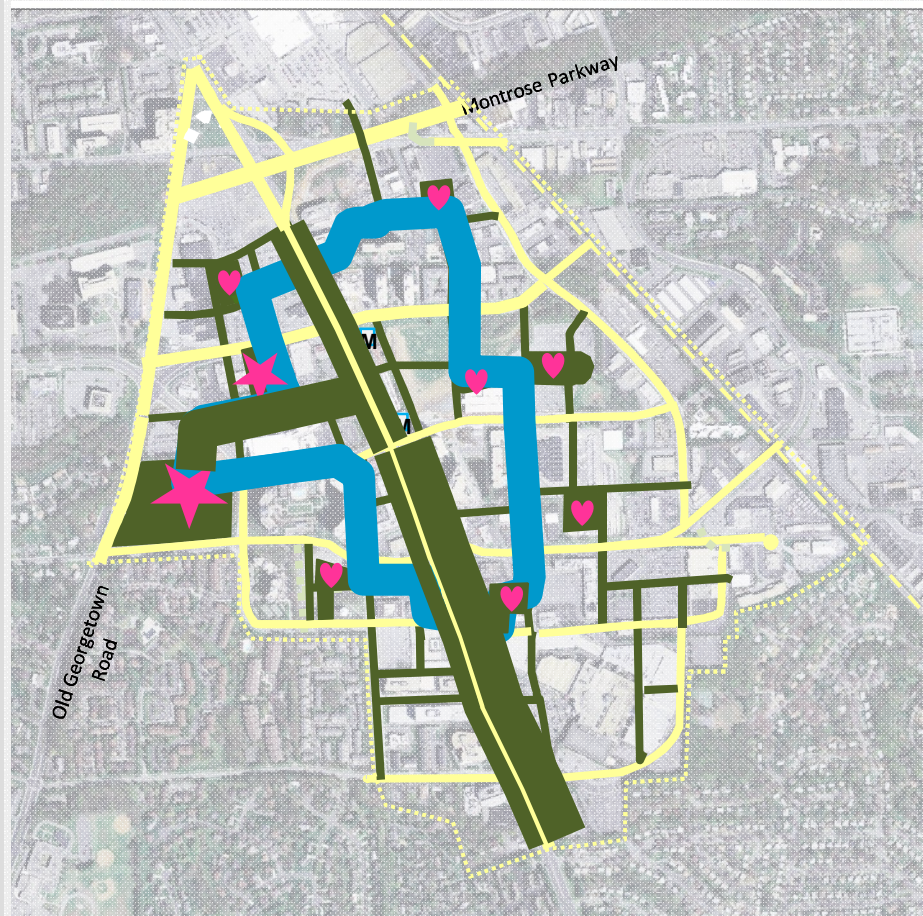
Green

Design Guidelines



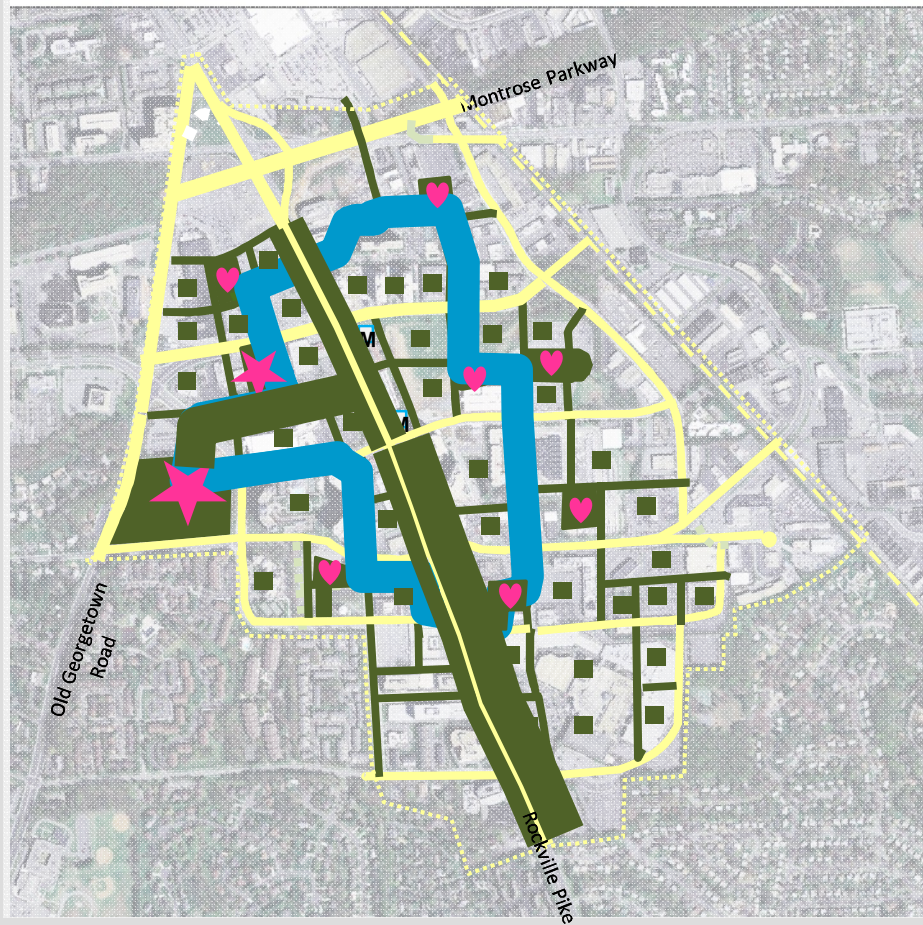
Green

Design Guidelines



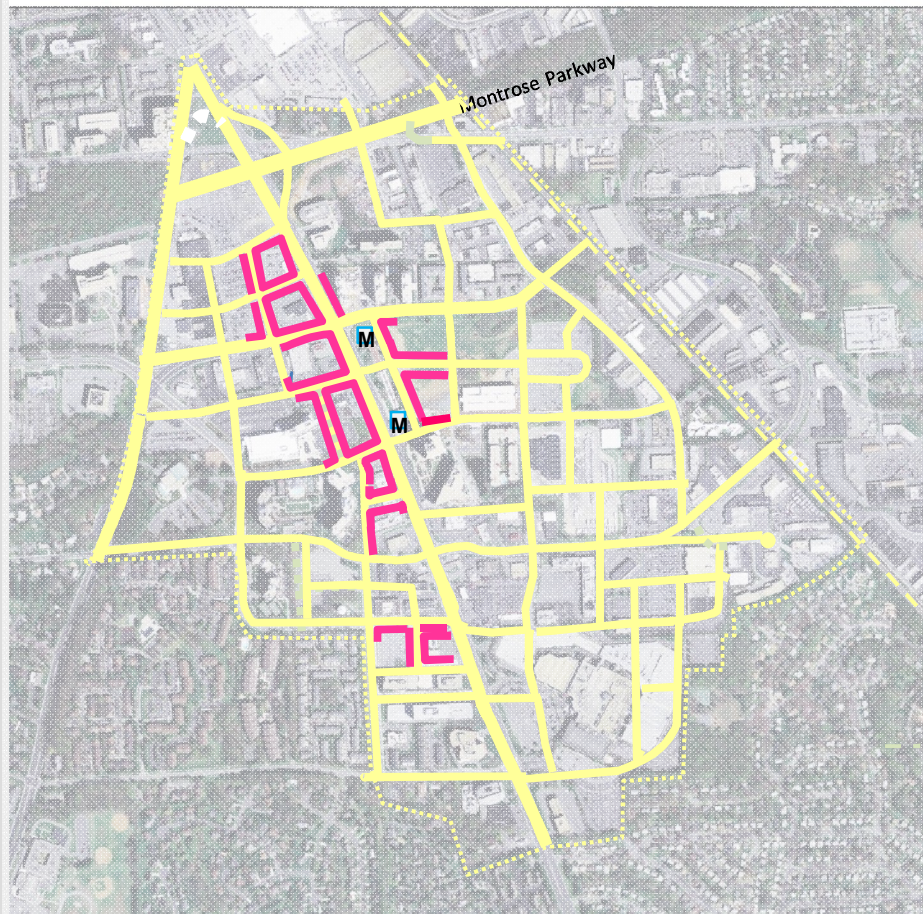
Green

Design Guidelines



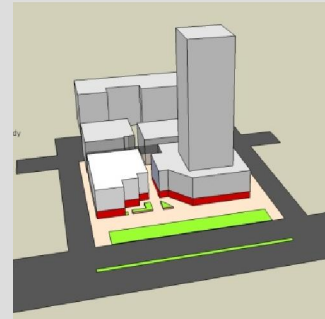
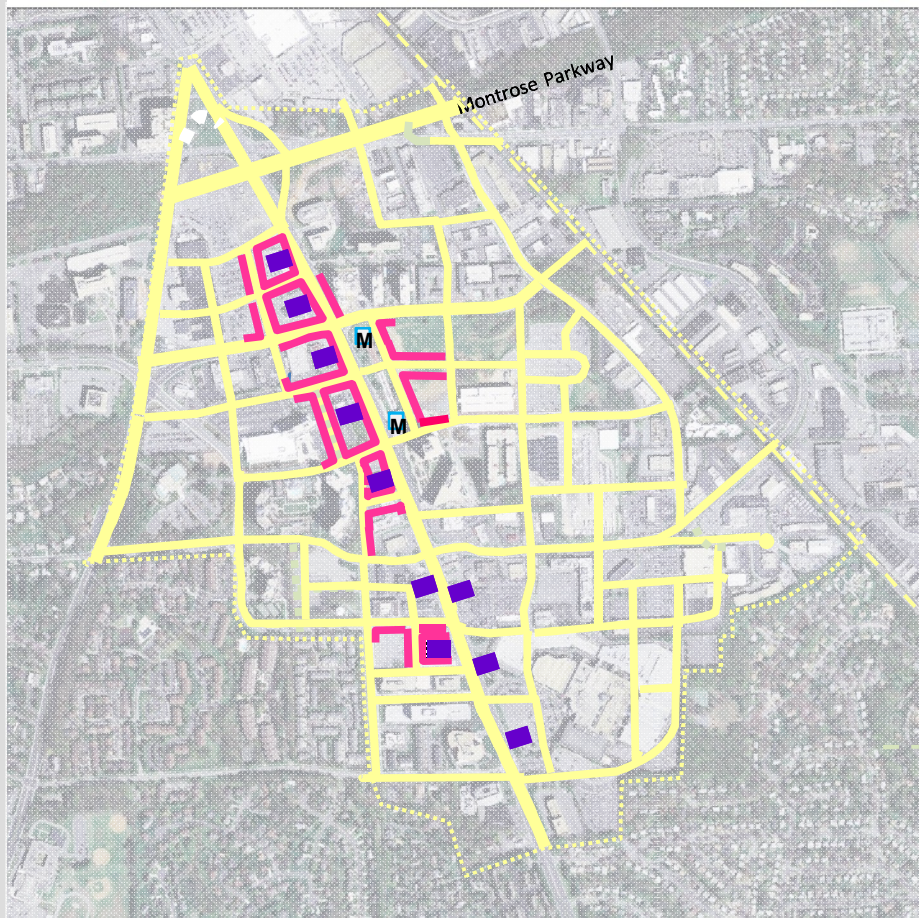
Green

Design Guidelines



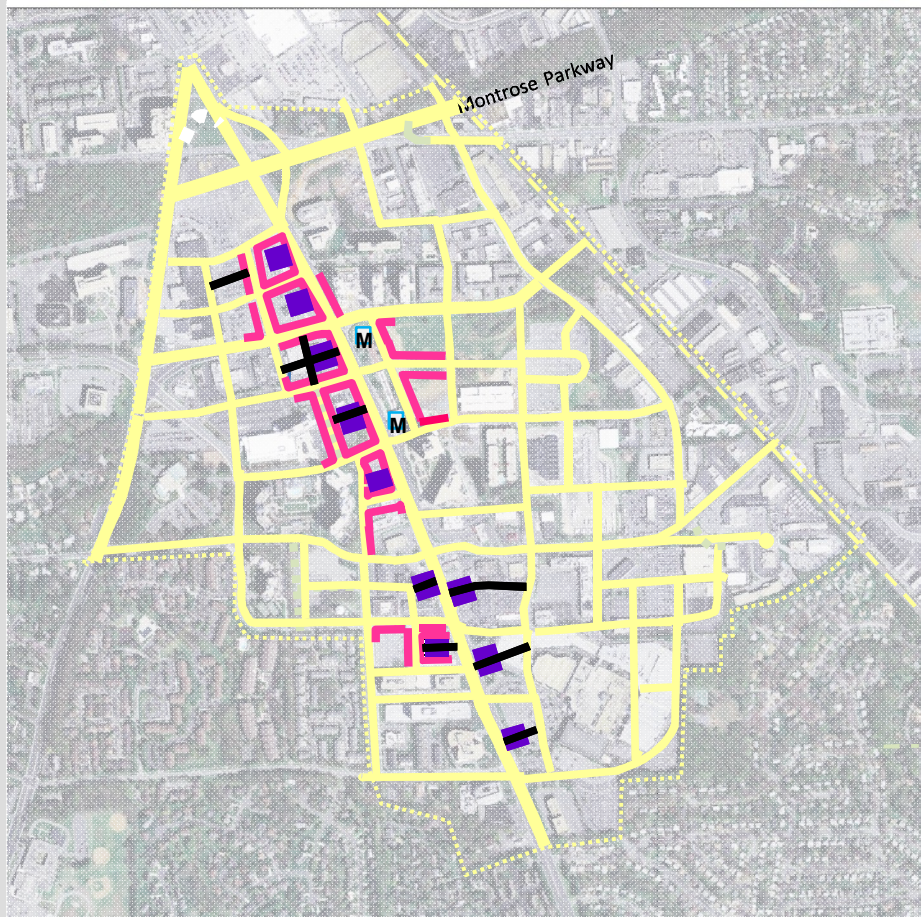
Retail Activity

Design Guidelines



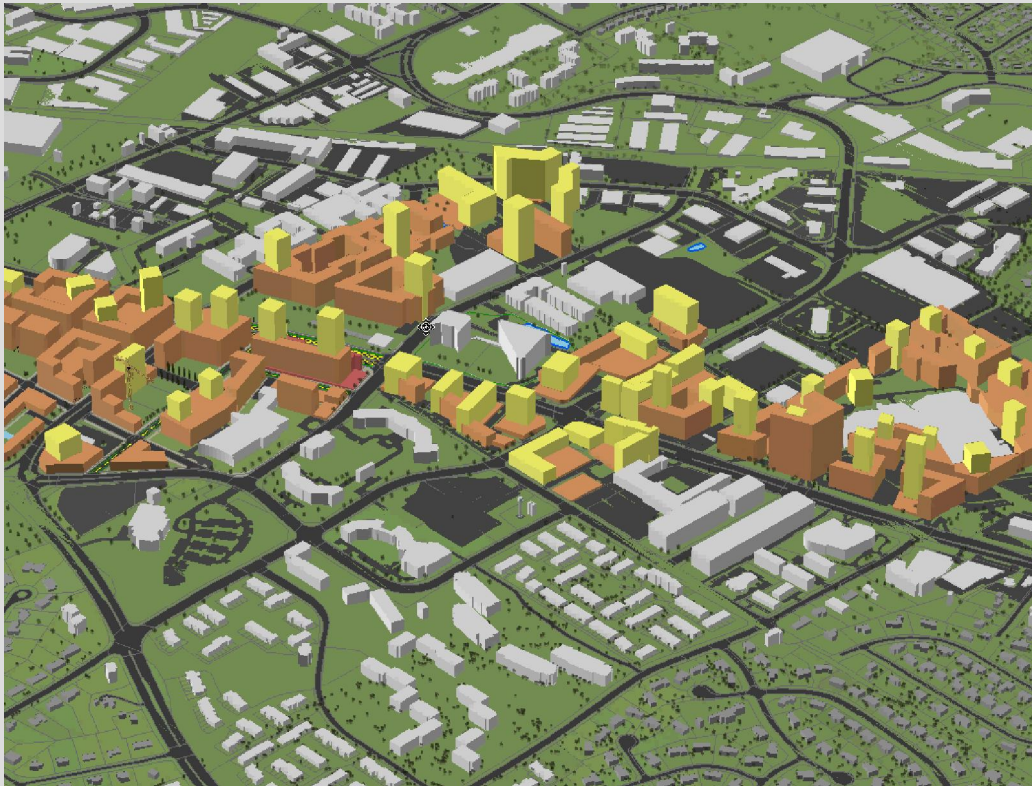
Activity

Design Guidelines



Activity

Implementation



Transit Mixed Use Zone
standard/optional
public use space
various uses

Amenity Fund

Public-Private Partnerships

White Flint and Extended Community
Partnerships:

Beautification

Cultural activities

Special Events

Community Service Opportunities

Zoning

Implementation



Travel Demand Management

- Public/private partnerships
- Programs and services
- Transit priority treatments
- Achieve 39% NADMS
- Monitor through staging



Parking Lot District

- Manage travel demand
- Leverage public sites
- Optimize shared spaces
- Consider condo opportunities
- Coordinate with zoning ordinance

Maximum parking

Transportation

Implementation



feasibility

fiscal

financial

phasing



Economics

Next Steps

Schedule

July 22	2008	advisory committee
Sept 11	2008	draft recommendations to planning board
Oct	2008	planning board public hearing
Nov	2008	planning board worksessions
Dec	2008	transmit planning board draft to executive and county council
Winter	2009	executive and council review council public hearing PHED worksessions council worksessions
Summer	2009	sectional map amendment (comprehensive zoning)