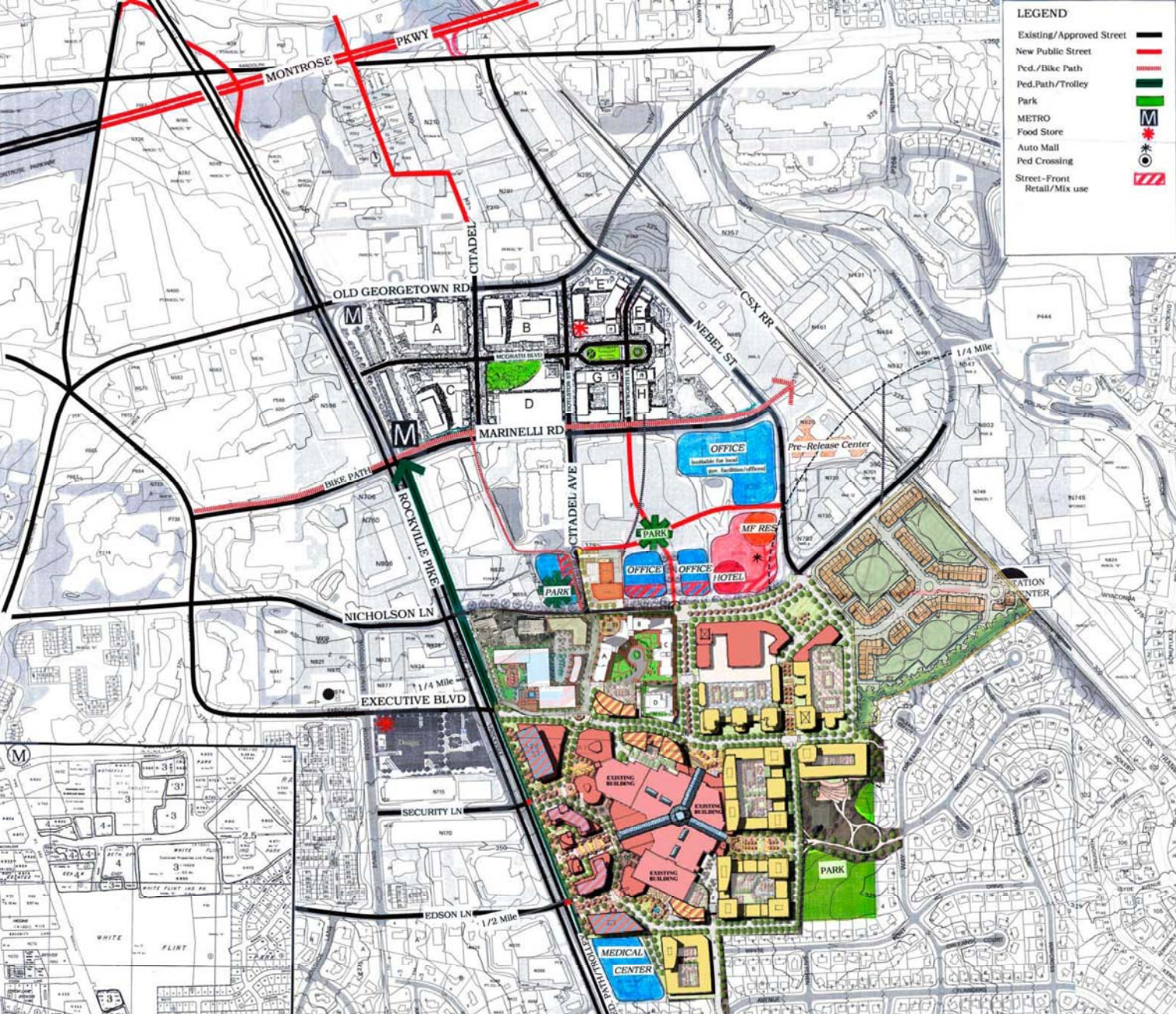


Nicholson Lane Properties

Perry Berman, Steering Committee Member, 3.19.09



PUBLIC BENEFITS

Combined Impacts: Fitzgerald and Eisinger Properties

Financial

- \$43.3 million in impact fees
- 3,500 FTE transit oriented jobs
- Potential location for a Fortune 500 headquarters

PUBLIC BENEFITS

Combined Impacts: Fitzgerald and Eisinger Properties

Transportation

- 30% relief of the traffic congestion at the intersection of Rockville Pike and Nicholson Lane
 - Private sector construction of Executive Blvd
- Road will be built 7-10 years sooner than current master plan draft
 - Safer access to White Flint Mall
- Completion of the east-side of Rockville Pike road grid

PUBLIC BENEFITS

Combined Impacts: Fitzgerald and Eisinger Properties

Land Use

- A balanced 52% to 48% housing to jobs project
- Creation of the Huff Court retail district for local and regional needs
 - 10 acre mixed use complete community or neighborhood
 - 1920 transit oriented housing units
- 1.6 million sf of LEED certified development

PUBLIC BENEFITS

Combined Impacts: Fitzgerald and Eisinger Properties

Design

- Street oriented retail
 - Most parking at or below grade
- 500 feet to Rockville Pike Promenade
 - 9 acre integrated community
- Our plans are compatible with those of neighboring developer and do not abut any residential communities

PUBLIC BENEFITS

Combined Impacts: Fitzgerald and Eisinger Properties

Environment

- Significant improvement in storm water management over current conditions
 - 2 acres of public open space
- One of the largest smart growth, transit-oriented mixed-use developments in the region

PUBLIC BENEFITS

Jack Fitzgerald's Rockville Pike Site

Financial

- \$17.9 million in impact taxes
- BLT program will cost an additional \$3.5 million ($\$40/\text{sf} \times 87,117 \text{ sf}$)
- Provides for the relocation and construction of an auto dealership

Transportation

- Dedication of ROW and fund construction of Executive Blvd
- 500' Rockville Pike Promenade
- Street trees and sidewalks

PUBLIC BENEFITS

Jack Fitzgerald's Rockville Pike Site

Land Use

- Corporate gateway signature office and hotel complex
 - Large office floor plate
- Could reduce office pressure from Bethesda and NIH
 - Create symbiotic jobs/housing project

Design

- Gateway entrance to White Flint
- One acre of public open space

Environment

- Removal of 4 acres of impervious parking lot without storm water management

PUBLIC BENEFITS

Bob Eisinger / ProMark

Financial

- \$21.9 million in impact taxes
- \$3 million in net revenues to the County annually
- \$497.6 million to the value of good and services in the County during construction
- \$86 million contributed annually to the County's economy from spending by residents and users of the project

Transportation

- Largest affordable TOD project in the County
 - Helps fund Executive Blvd
- 4 acre site for public parking garage
- Limited parking for residents

PUBLIC BENEFITS

Bob Eisinger / ProMark

Land Use

- Provides for the need of an underserved area of our housing needs
 - 240 MPDUs in a TOD location
 - 190 Workforce Units
- 1,490 market-rate units at 380 sf, affordable to workforce residents
 - Contribute to Huff Ct retail district

Design

- Removal of 4 acres of impervious parking lot without storm water management
 - A storm water/ water quality urban model

Environment

- Nicholson Lane streetscape
- One acre public park with native vegetation