



White Flint Sector Plan



Planning Board Discussion

October 16, 2008

Density

Building Heights

Staging

Density

Original Proposal

Density Followed Property Lines/Roads

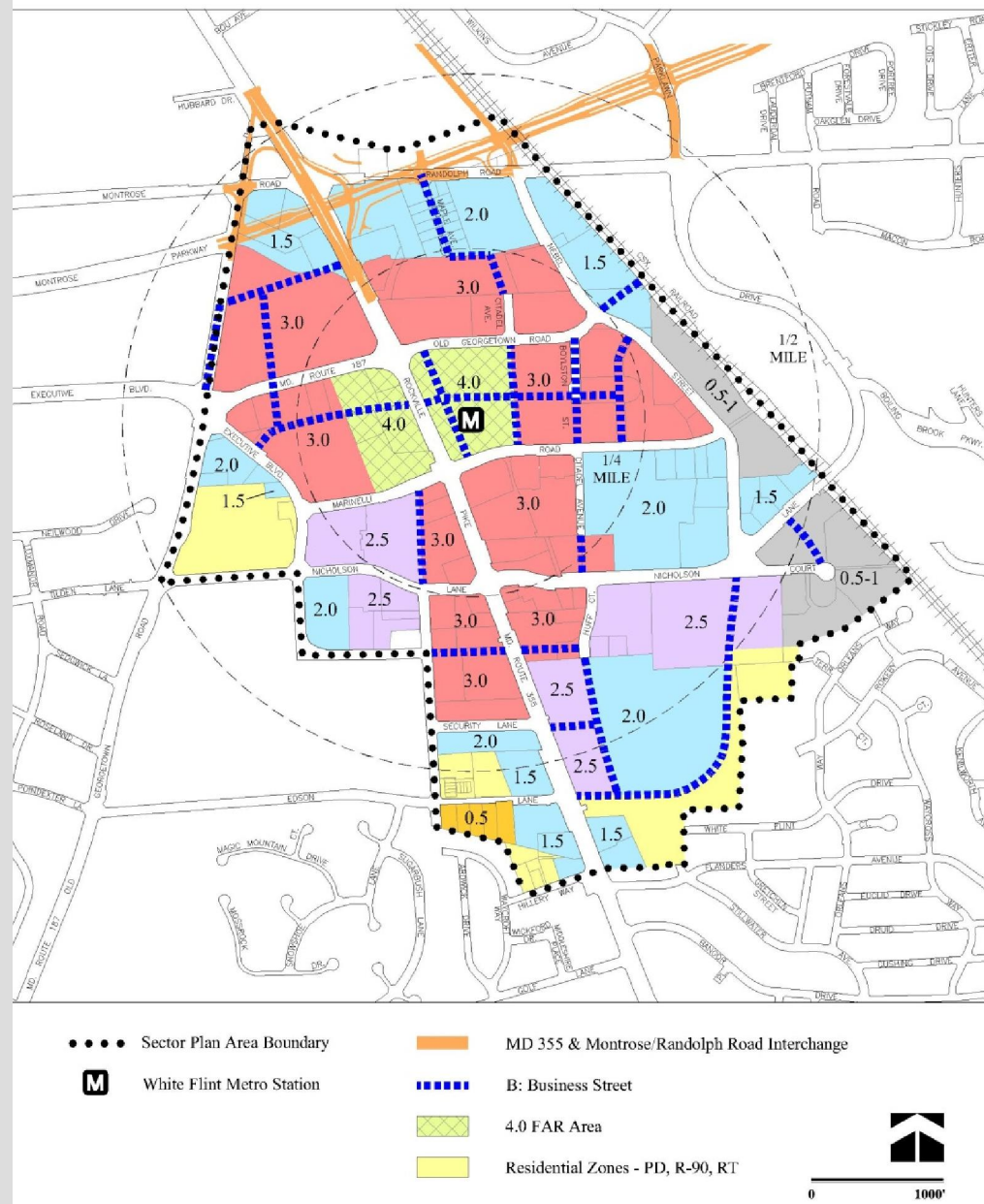
Same distance from METRO—different FAR

FAR 2.5 and 3.0 in $\frac{1}{4}$ radius
 Gradations not equal:

FAR 2.5 south of Marinelli Road, but
 not north

Zoning capacity = transportation
 capacity

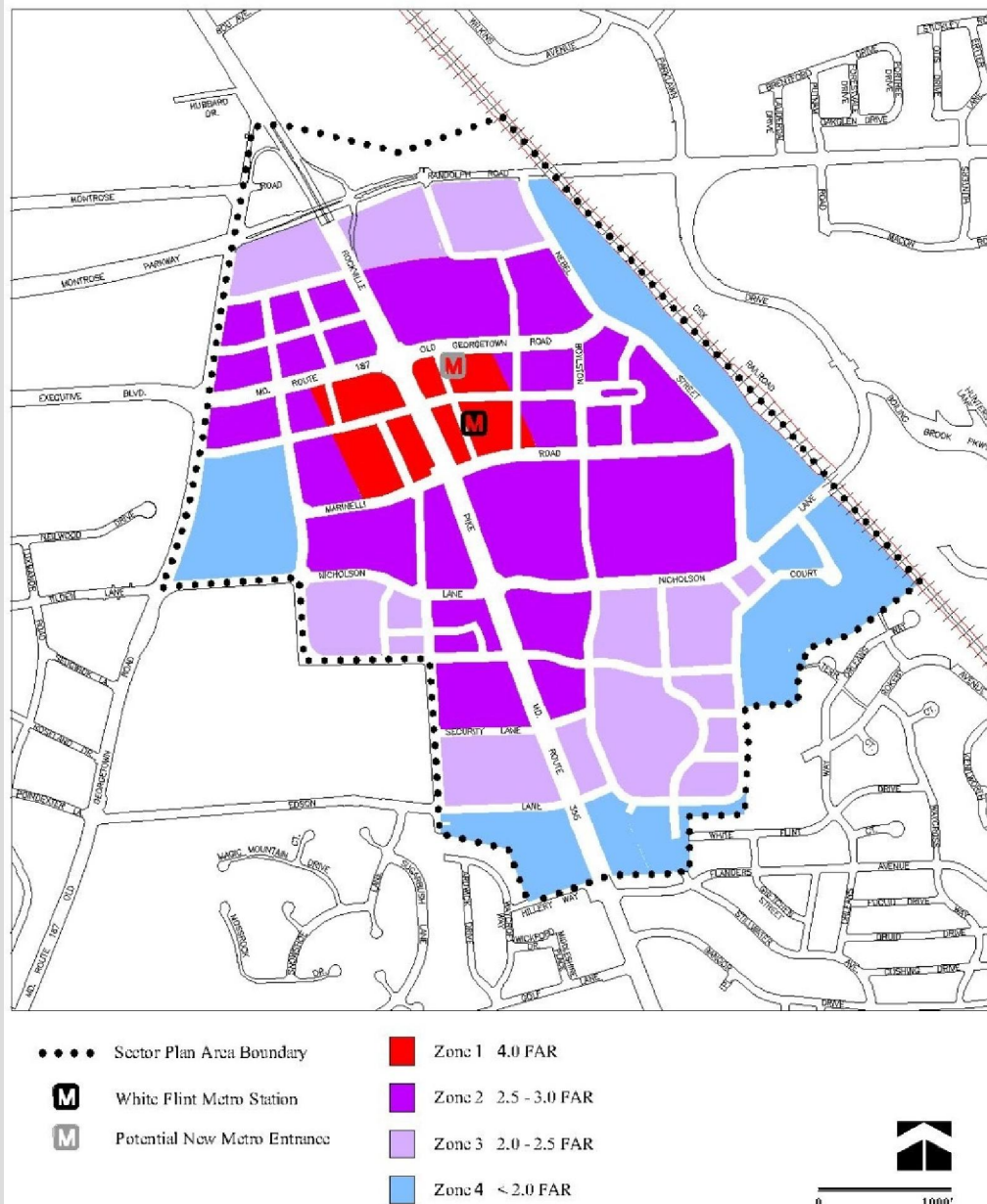
FAR Density By Blocks



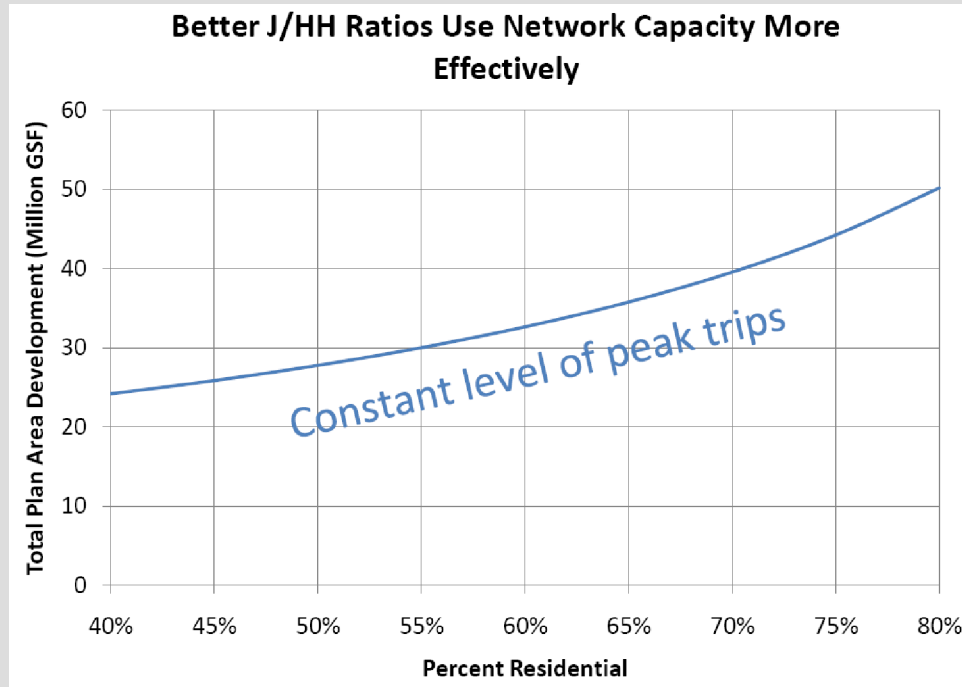
Density Followed Blocks

FAR not distributed evenly

Zoning capacity not related to transportation capacity



Land Use and Transportation



Strategies

Travel demand management

Acceptance of more congestion

Local network options

Regional connections

Land use alternatives

Density

New Proposal

Measured Distance / Transit Focus

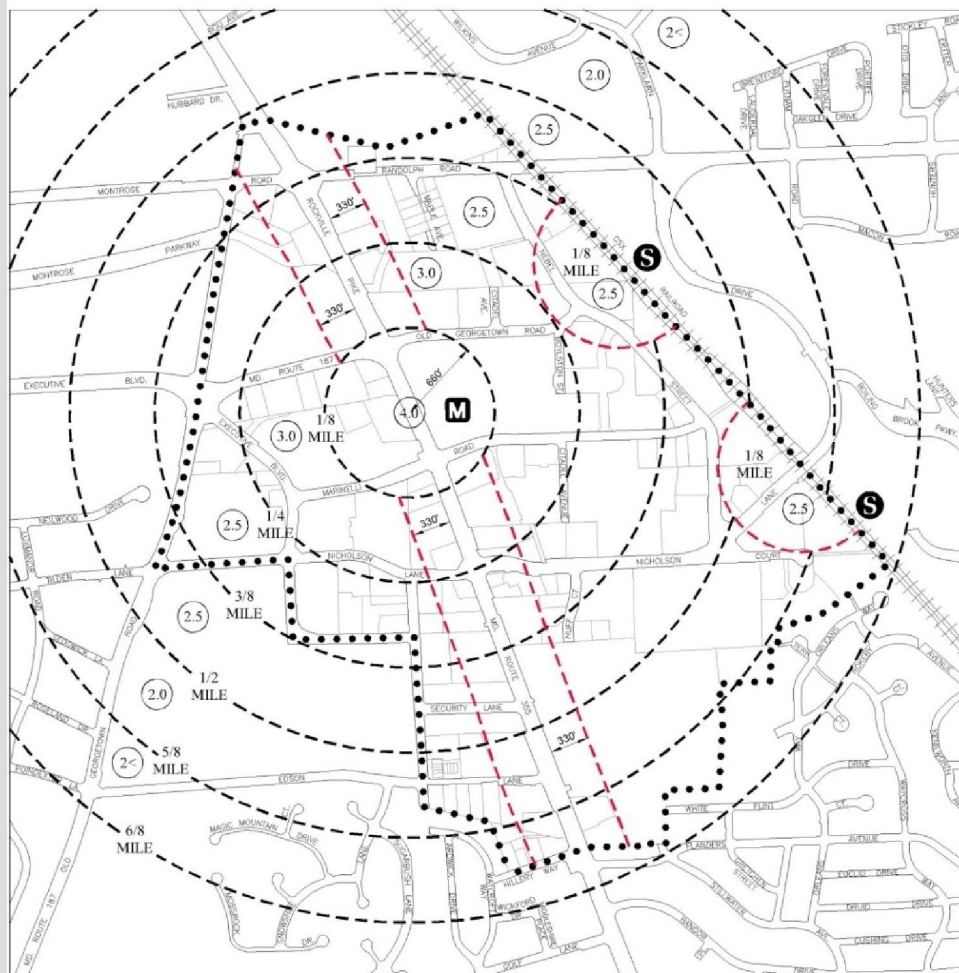
Concentric Equidistant 1/8 mile rings
Measured from one point

Rings for MARC station

Linear distance for Rockville Pike

Zoning capacity exceeds
transportation capacity

Metro Proximity and Maximum FARs



- • • • • Sector Plan Area Boundary
- M** White Flint Metro Station
- S** Potential MARC Train Station
- 1/8 Mile Concentric Ring
- - - Secondary Transit Distance



Density

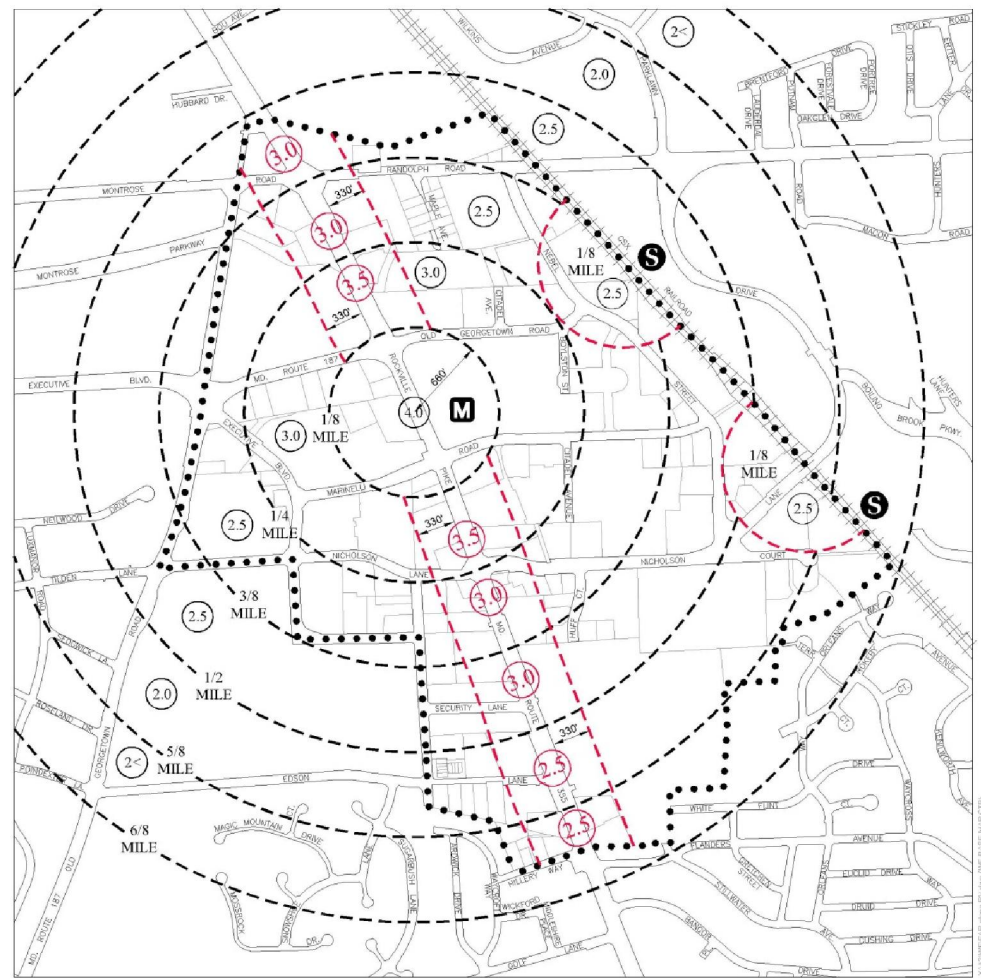
Transfer Option

Transfer to Rockville Pike

Requires transferring property to have transfer easements

Meshes with building heights

Transfer of FAR Along Rockville Pike



- Sector Plan Area Boundary
- 1/8 Mile Concentric Ring
- M** White Flint Metro Station
- Secondary Transit Distance
- S** Potential MARC Train Station



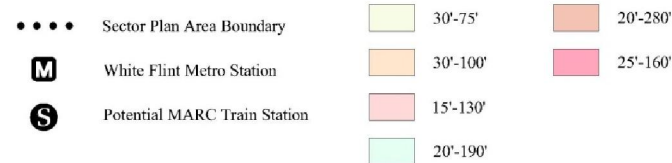
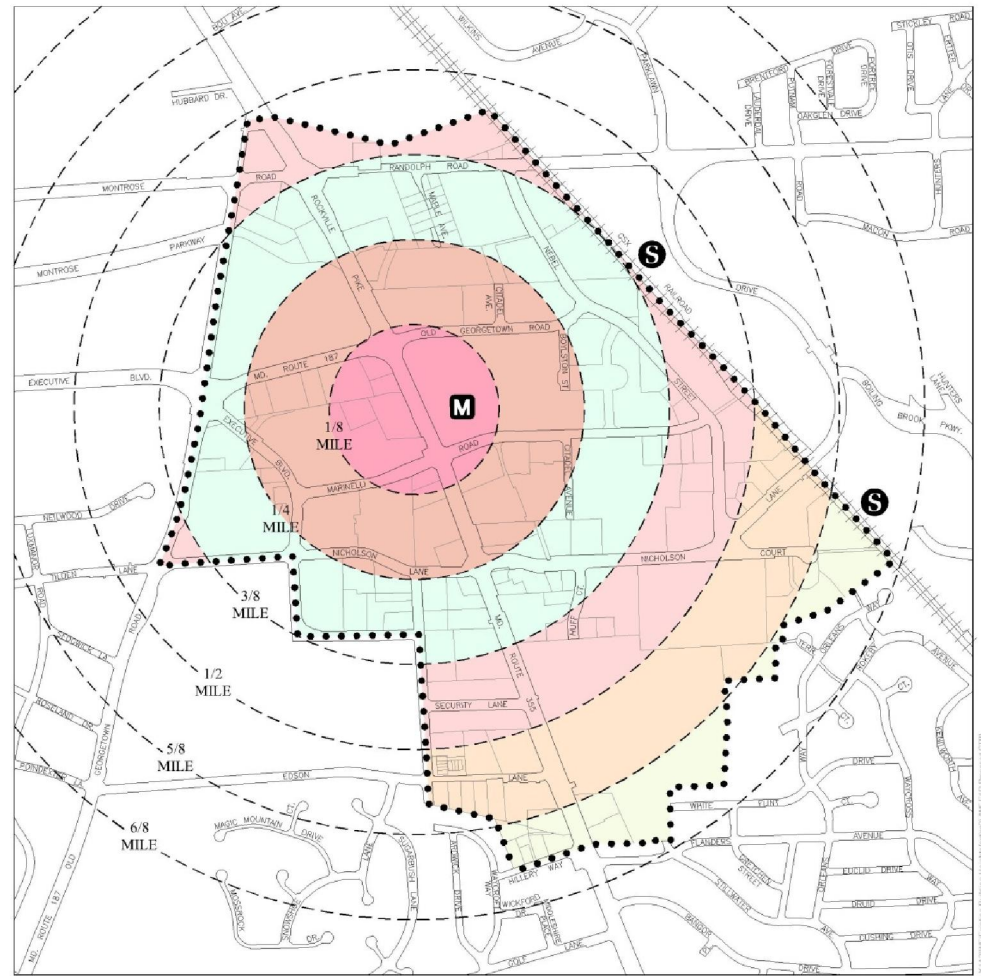
Building Heights

Building Heights Study

Records existing conditions

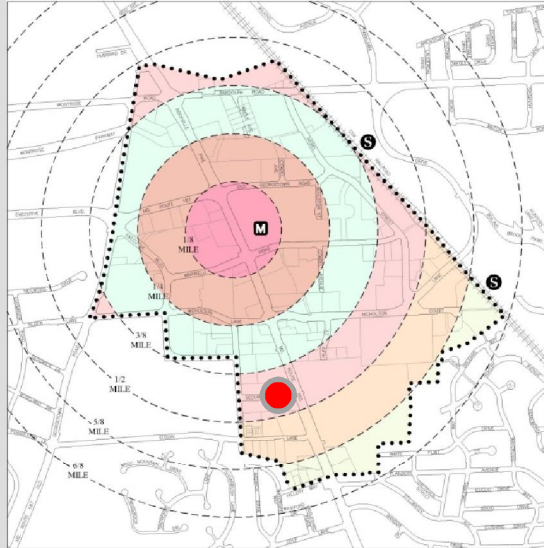
Useful for setting ranges

Existing Building Heights



North Bethesda Market

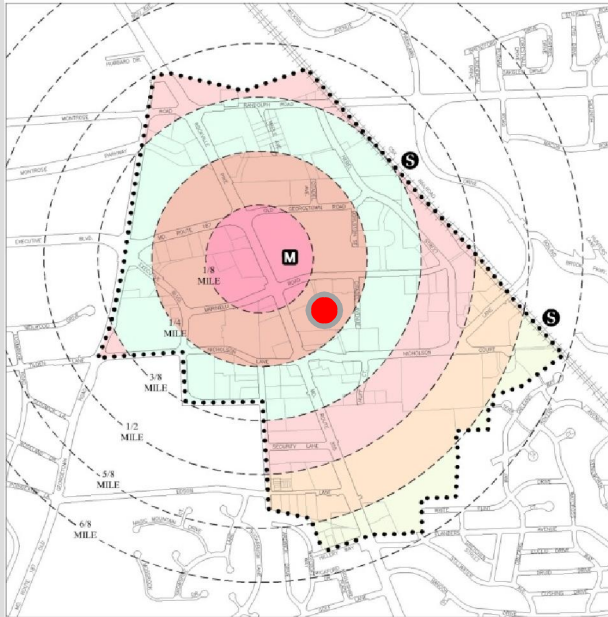
Existing Building Heights



289 Feet

Nuclear Regulatory Commission

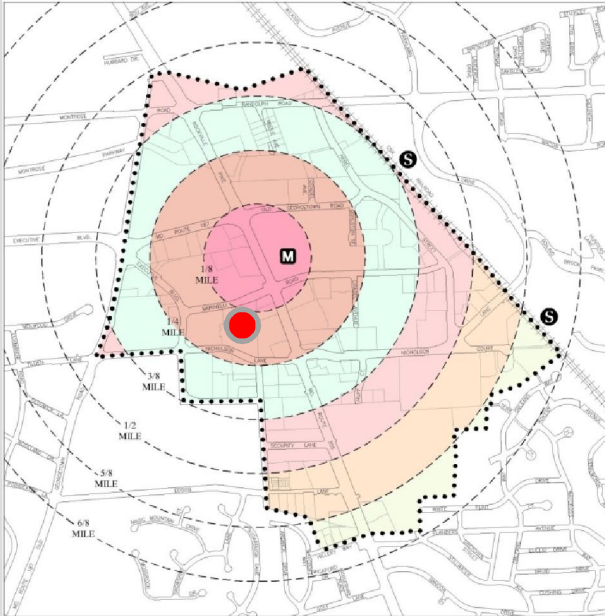
Existing Building Heights



276 Feet

The Grand

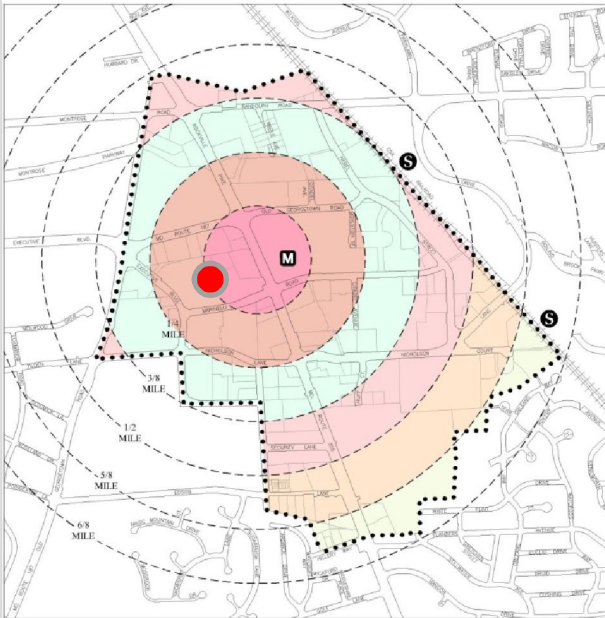
Existing Building Heights



228 Feet

Bethesda North Conference Center and Hotel

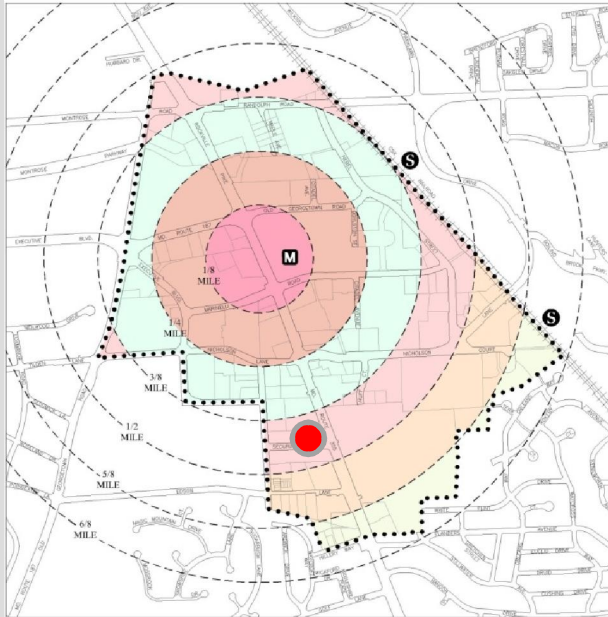
Existing Building Heights



120–130 Feet

Rockwall Office Building

Existing Building Heights



97 Feet

Building Heights

Proposed Building Heights

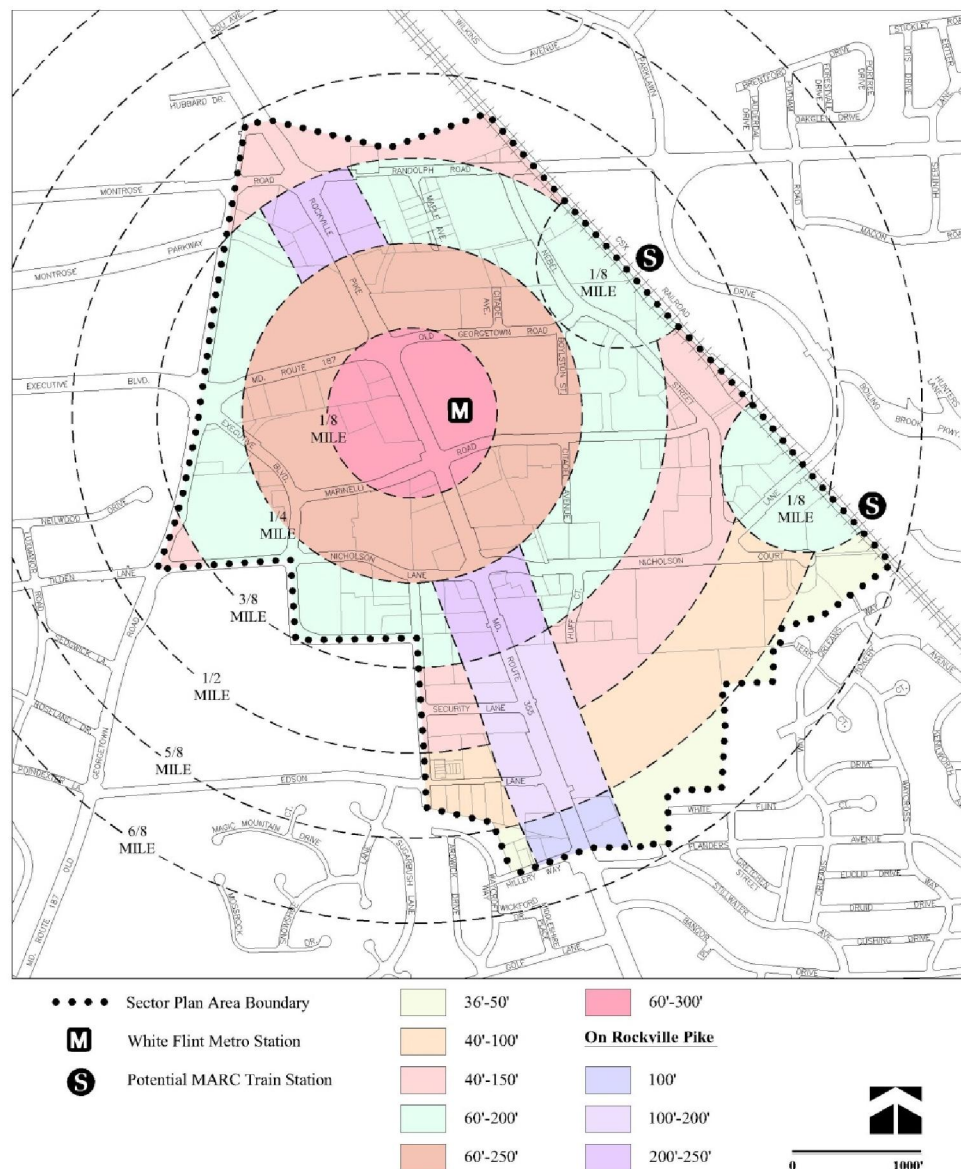
No height limit in optional method
TMX Zone

42 feet limit in standard method

Proposed range based on existing
building heights and compatibility

Allows taller buildings along
Rockville Pike

Proposed Building Heights



White Flint Sector Plan

Draft - September 2008

Staging

White Flint Staging Principles

Ensure fiscal responsibility

Coordinate development with public infrastructure

Promote particular uses – add more residential and mixed uses

Promote a “Sense of Place” – Civic Core and Rockville Pike Boulevard

Staging

Pre-Requisites

- Approve Sector Plan

- Approve Sectional Map Amendment

- Approve Zoning Text

- Expand Metro Station Policy Area

 - workforce housing

 - reduces Transportation Impact tax

 - change CLV levels

- Public Private Partnership

 - Urban District

 - Development District

 - Business Improvement District

 - Parking Lot District

- Monitoring Program

 - regular transportation monitoring

 - Steering Committee

Staging

Projects serve Sector Plan
and larger area

Connect Old Georgetown Road
and realign intersection

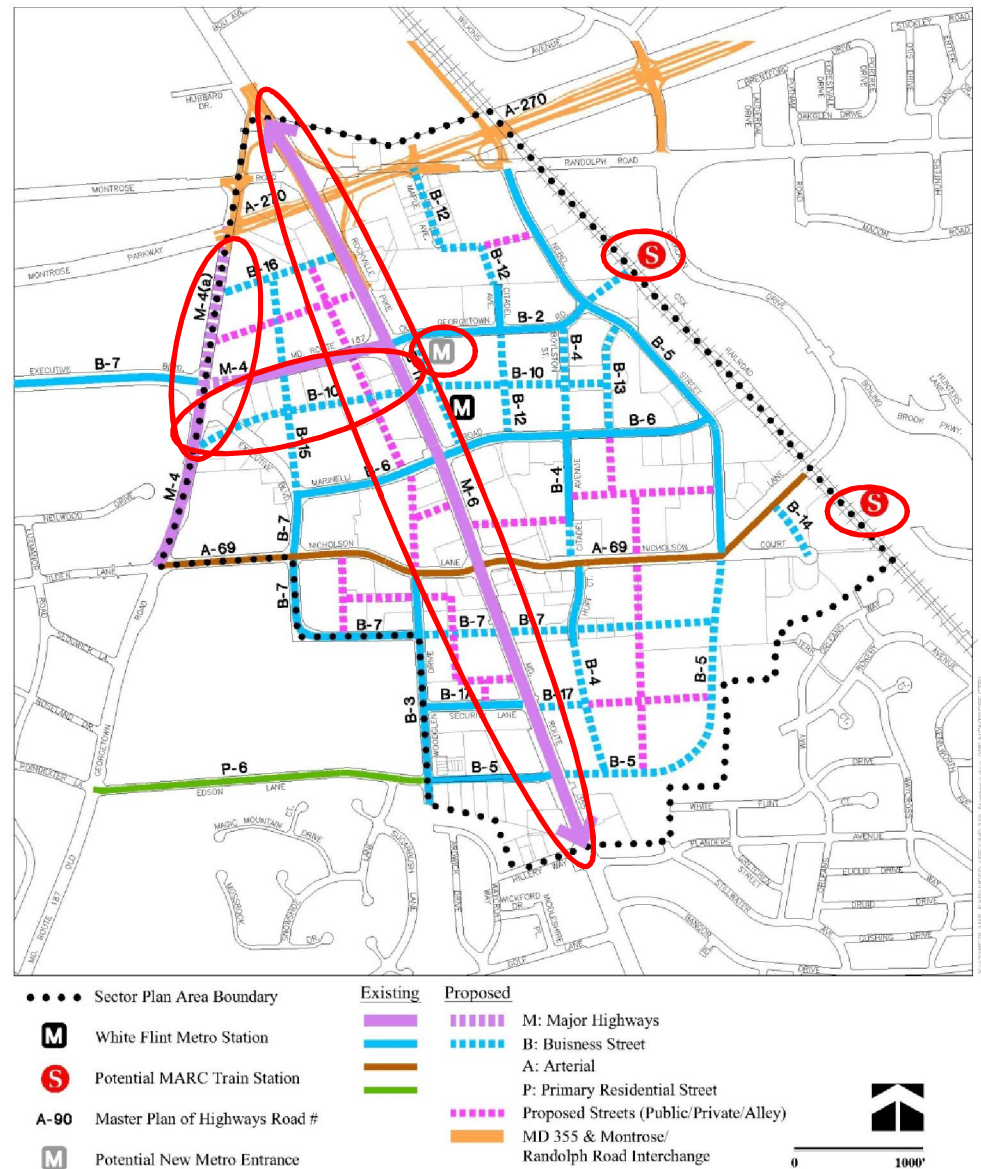
Main Street

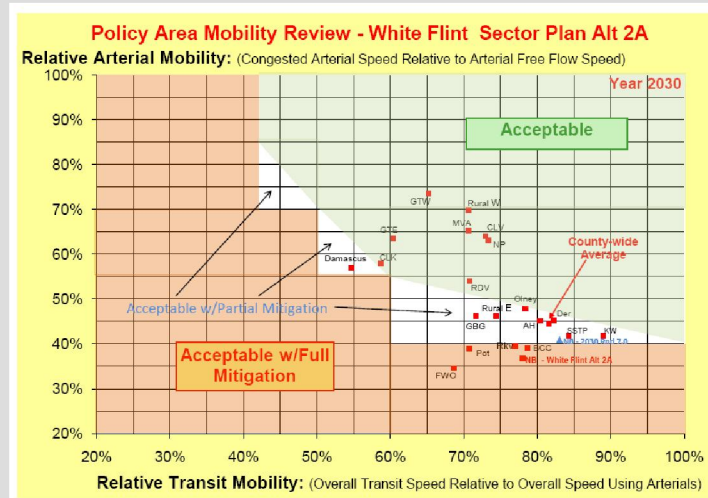
Second Metro Entrance

MARC Station

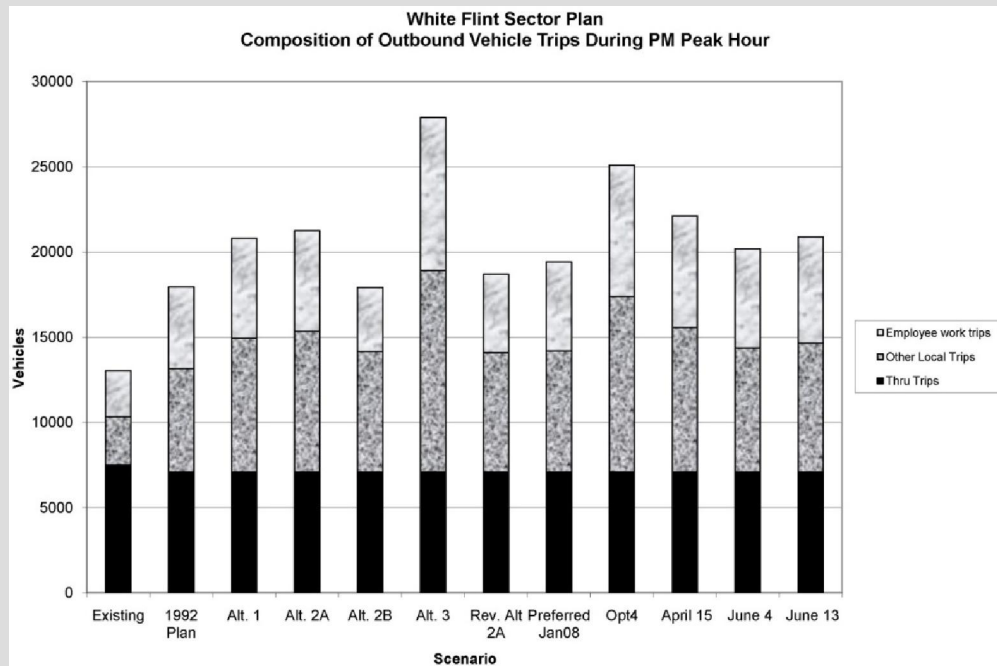
Rockville Pike Boulevard

Existing and Proposed Street Classification





Alternative 2 – Single stage / cordon line



Pay for cordon line capacity

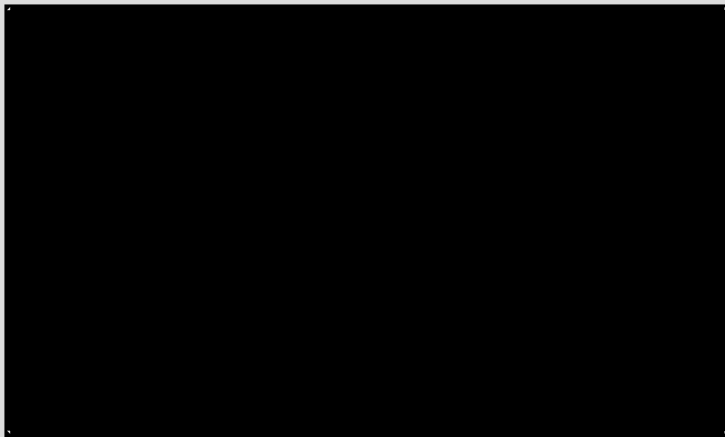
No LATR/PAMR tests

Cost allocated proportionally by trip generation

Infrastructure gaps filled by public sector

Alternative 3

“Beauty Contest” Best Advances Public Policy



Dispense limited capacity by stage, rather than first-come, first-served

Incentivize creativity

Infrastructure proffers part of competition

Infrastructure gaps filled by public sector

Would be 180-degree shift from collaborative process to date

Alternative 4 – Civic Core

Location of Proposed Public Facilities
Concentrated on West Side

Old Georgetown Road Connection

Main Street

Wall Park

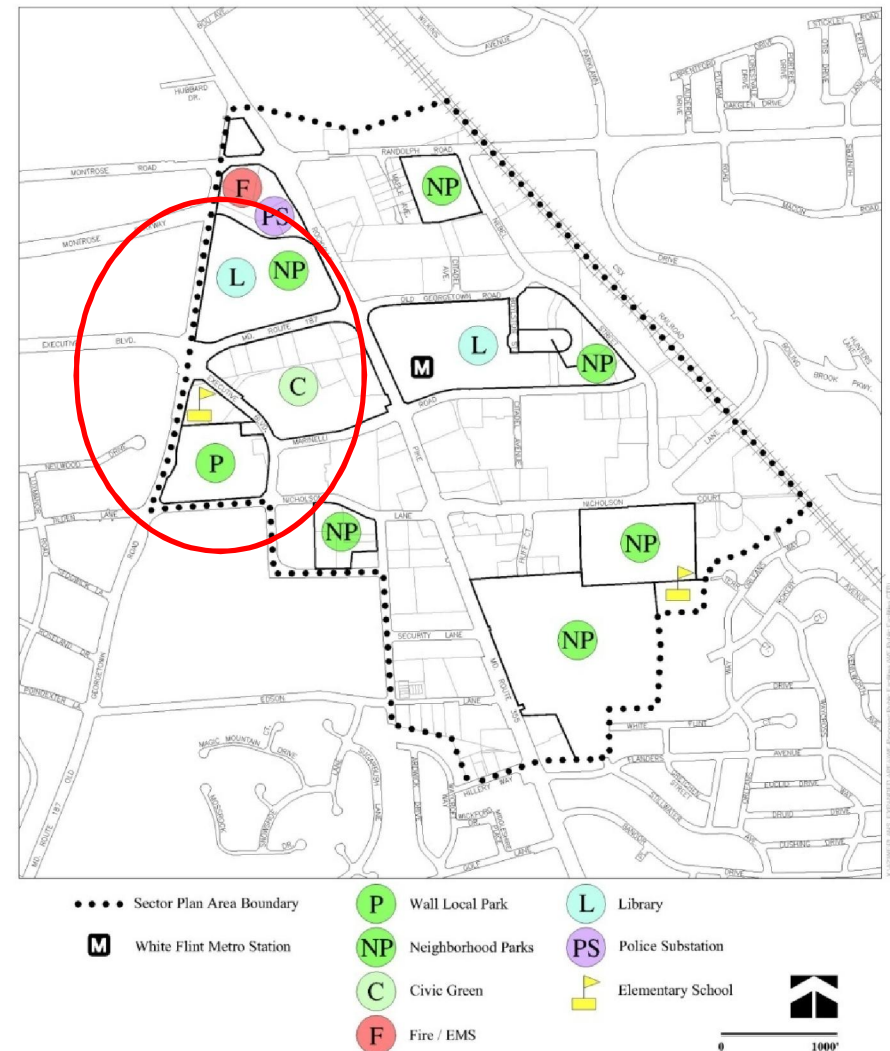
Civic Green

Fire Station

Police Station

Library

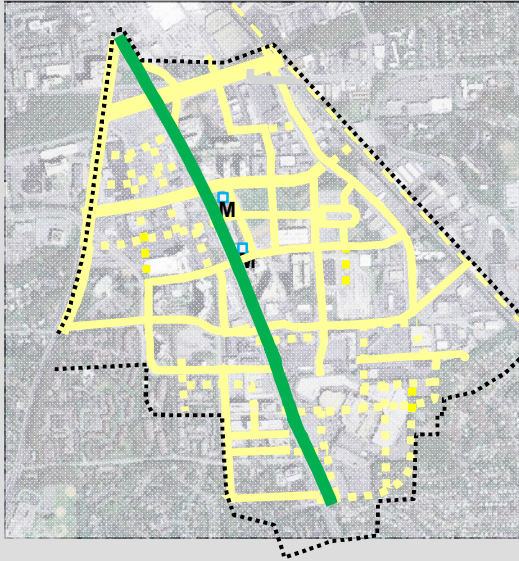
Proposed Public Facilities



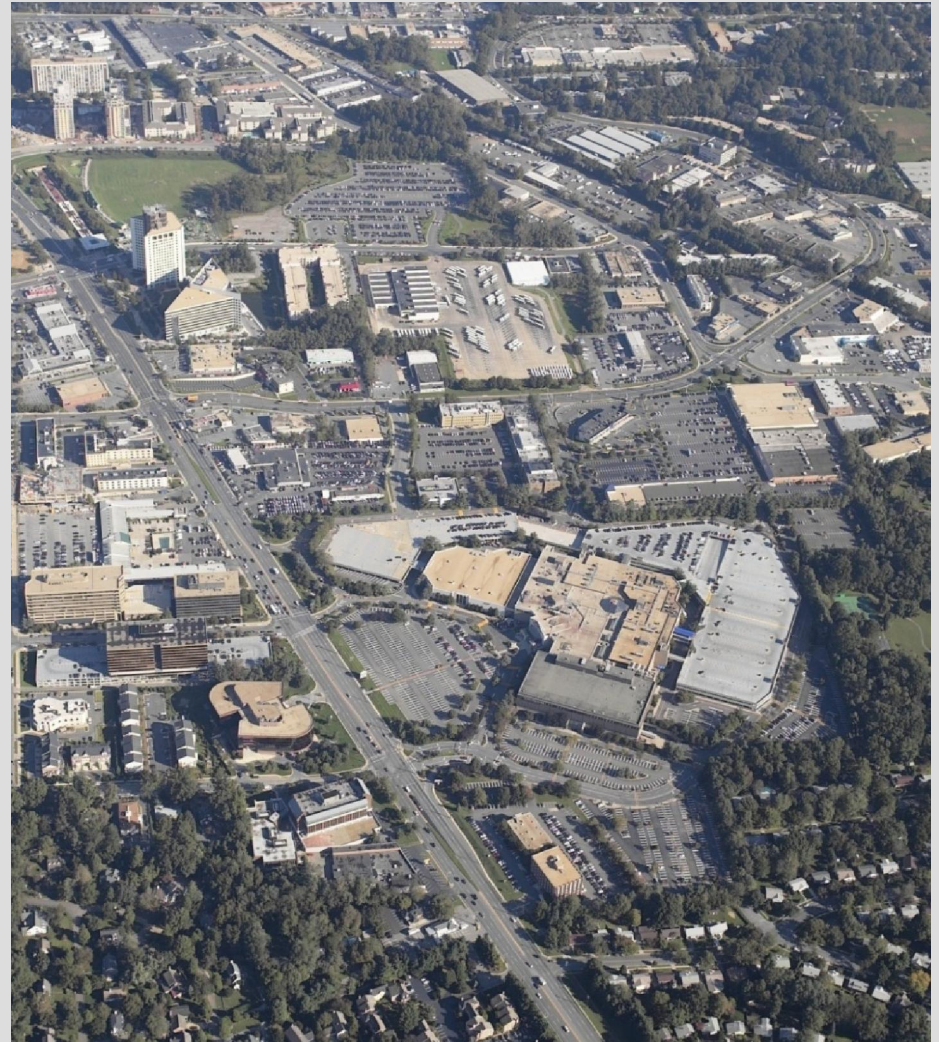
White Flint Sector Plan

Staff Draft - March 2008

Alternative 5 – Rockville Pike First



Rockville Pike is approximately 1
mile long in Sector Plan



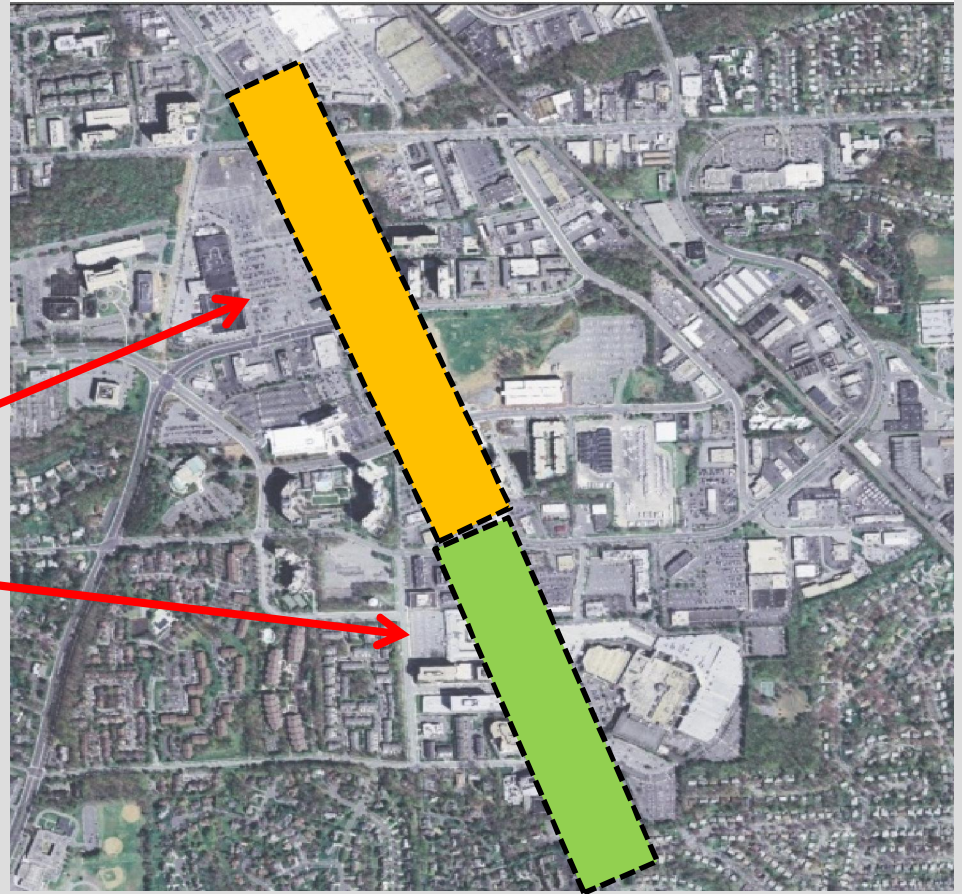
Alternative 5– Rockville Pike First

1992 Sector Plan Recommendations:

2 Right of Way lengths

134 feet north of Nicholson Lane

150 feet south of Nicholson Lane



Alternative 5 – Rockville Pike First

East



Right of Way increase on the west side

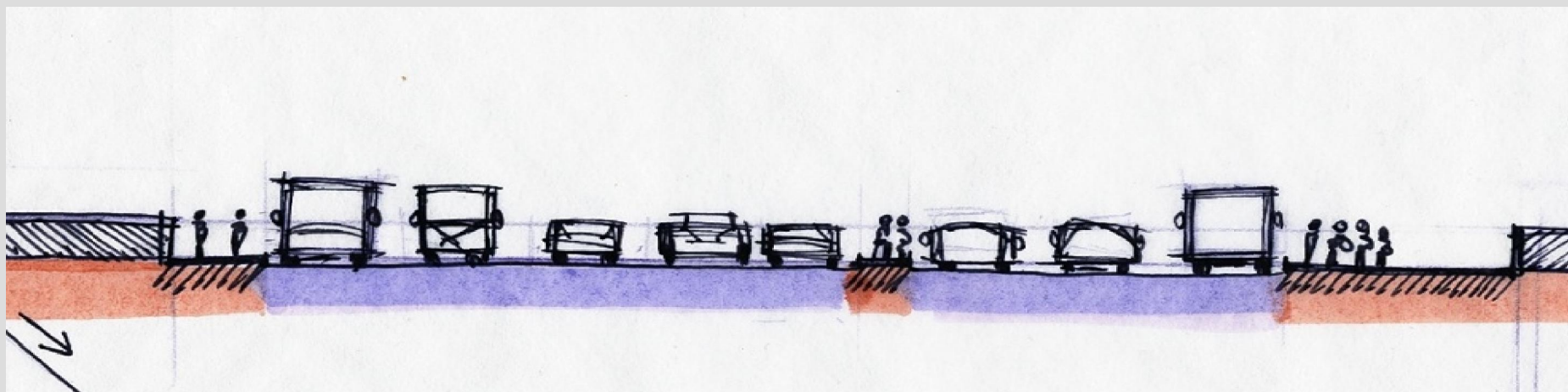
West



Alternative 5 – Rockville Pike First



Existing right-of-way 120-150 feet
no trees
narrow median
above ground utilities
pedestrian/bicycle unfriendly





Alternative 5 – Rockville Pike First



Rockville Pike Vision

- street trees
- underground utilities
- wider median for refuge area
- pedestrian/bicycle friendly
- off-peak on-street parking
- peak hour bus priority



Schedule

Future Planning Board Sessions

Financing	October 30
Complete Draft	November 20
Public Hearing	January

Density

FAR Comparison CBD Zones

	Standard	Optional	*Acres
CBD 3	4.0	8.0	37
CBD 2	3.0	5.0	141
CBD 1	2.0	3.0	169
CBD R2	1.0	5.0	55
CBD R1	1.0	3.0	18
CBD 0.5	1.0	1.5	12

* RTC, May 2007, Acres by Zone

Density

CBD Sector Plan Area Comparison

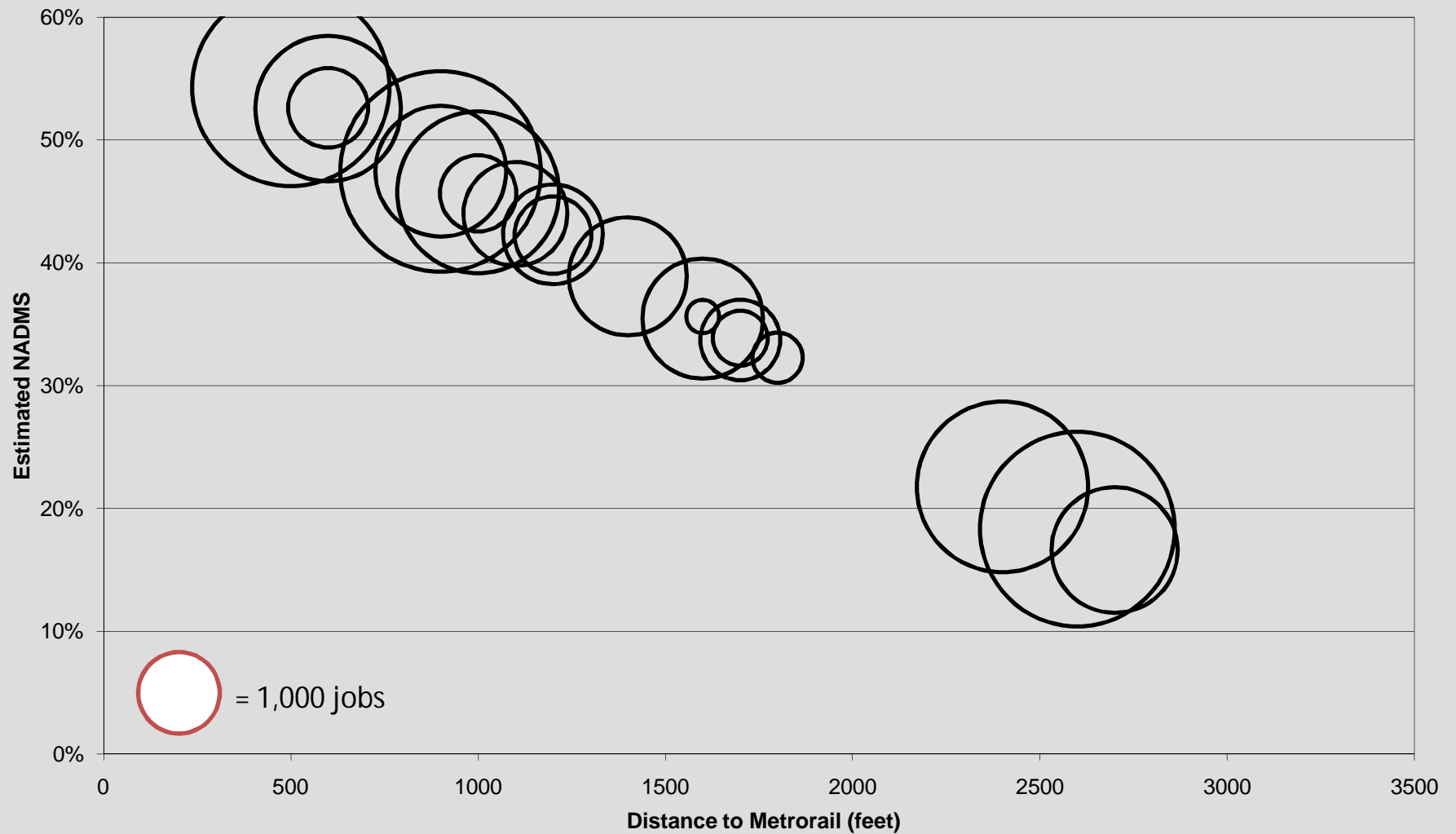
CBD Plan Areas	Acres
Bethesda	405
Friendship Heights	92
Silver Spring	265
Wheaton	484
White Flint	430

Density

Comparison CBD Zoned Land/TMX in White Flint

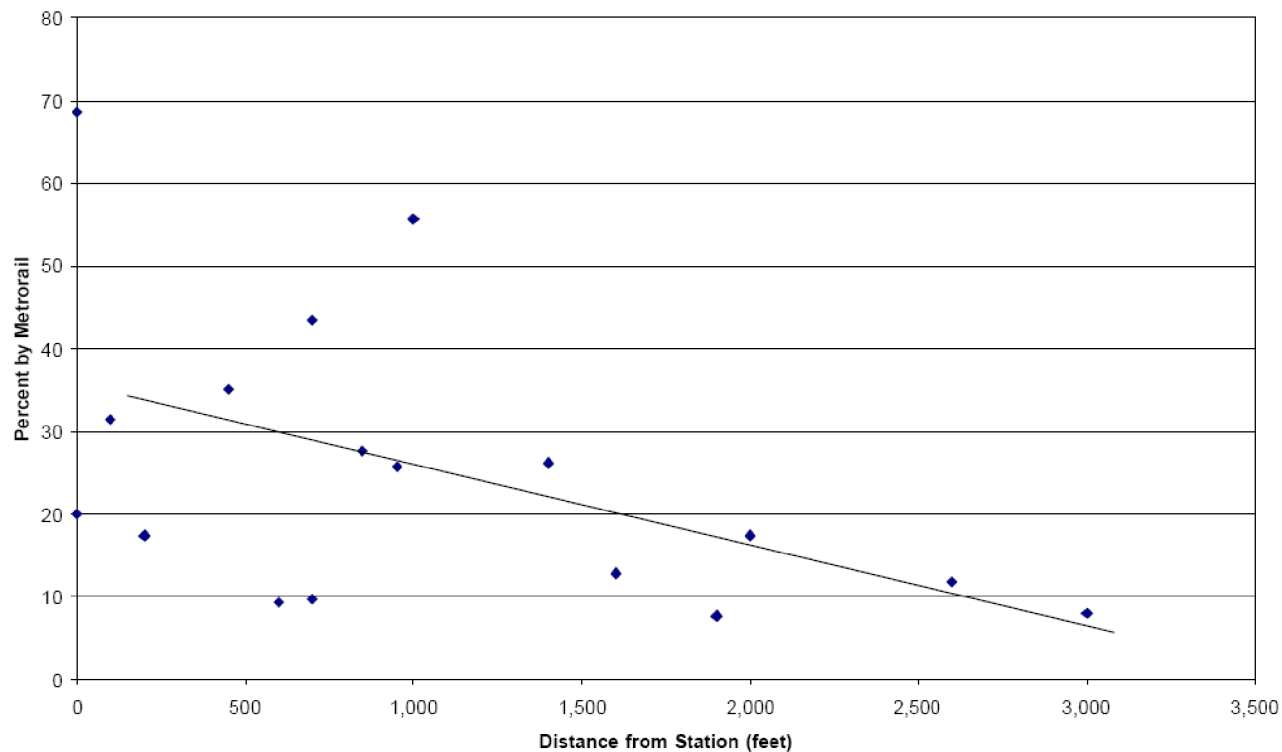
Zone	*Acres	TMX	Acres
CBD 3	37	FAR 4.0	24
CBD 2	141	FAR 3.0	111
CBD 1	169	FAR 2.5	110
CBD R2	55	FAR 2.5	43
CBD R1	18	FAR 2.0	54
CBD 0.5	12	FAR 2.0 or less	29
TOTAL	432	TOTAL	371

**White Flint Sector Plan
Recommended Land Use, Northern Entrance,
and TDM with 39% Non-Auto Driver Mode Share (NADMS) by Block**



Metrorail mode share for office employees

Figure 14
Office Commute Metrорail Usage by Distance from Station



Transportation Capacity