

White Flint Sector Plan

Montgomery County Planning Board

September 11, 2008



Vision: North Bethesda's Urban Center



Walkable

Urban

Green

Livable

Marketplace

White Flint Today



Not Walkable

Especially MD 355

Not Urban

Transforming

Not Green

Surface parking lots

Few public amenities

Limited open space

Livable?

Marketplace

Regional and local shopping

Plan Concept



Walkable-Road network



Urban-Density



Green-Open Space



Livable-Residential



Marketplace-Retail

Plan Concept

Walkable: Multimodal

Urban: Density and street activating retail

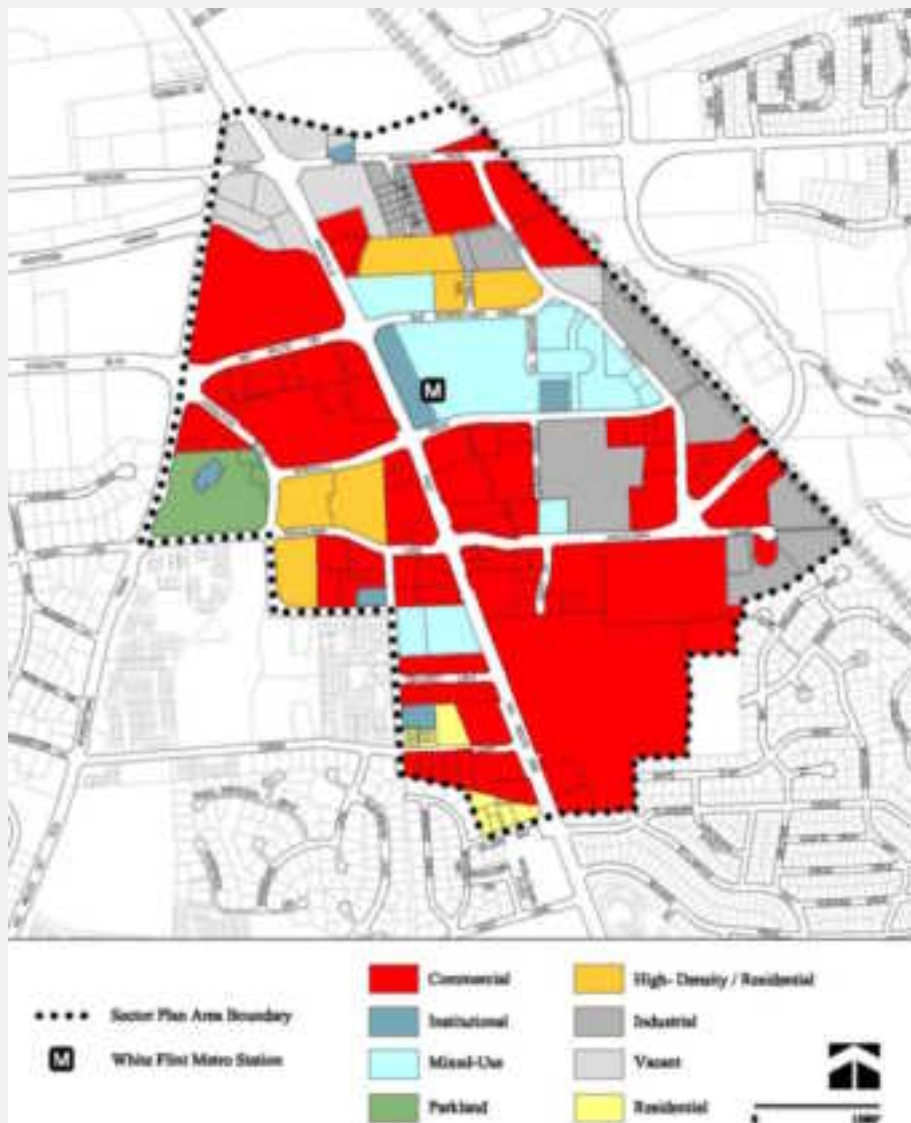
Green: Variety of parks and open spaces

Livable: A place where people live

Marketplace: Local and regional



Existing Land Use



Primarily commercial uses
on large properties

Some mixed uses

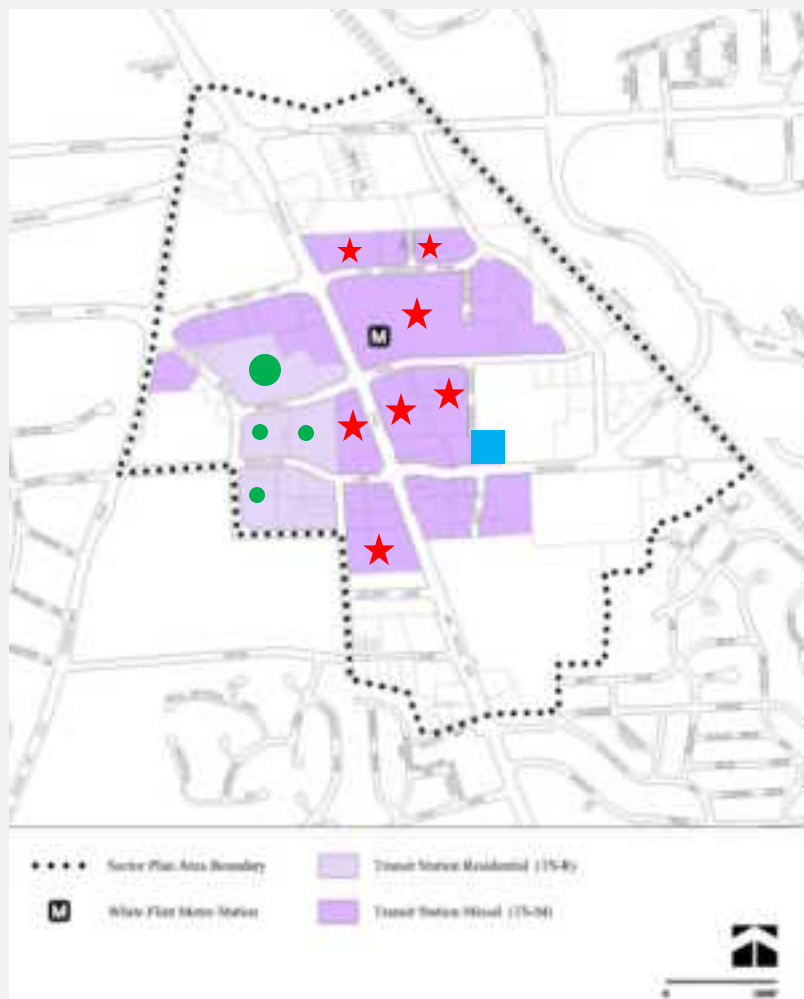
Existing multi-family residential
(2200 units)

Multi-family under construction
(2200 units)

Public facilities

Major highways

1992 Master Plan



Transit Station, Residential (TSR)
Maximum Density: 2.5 FAR

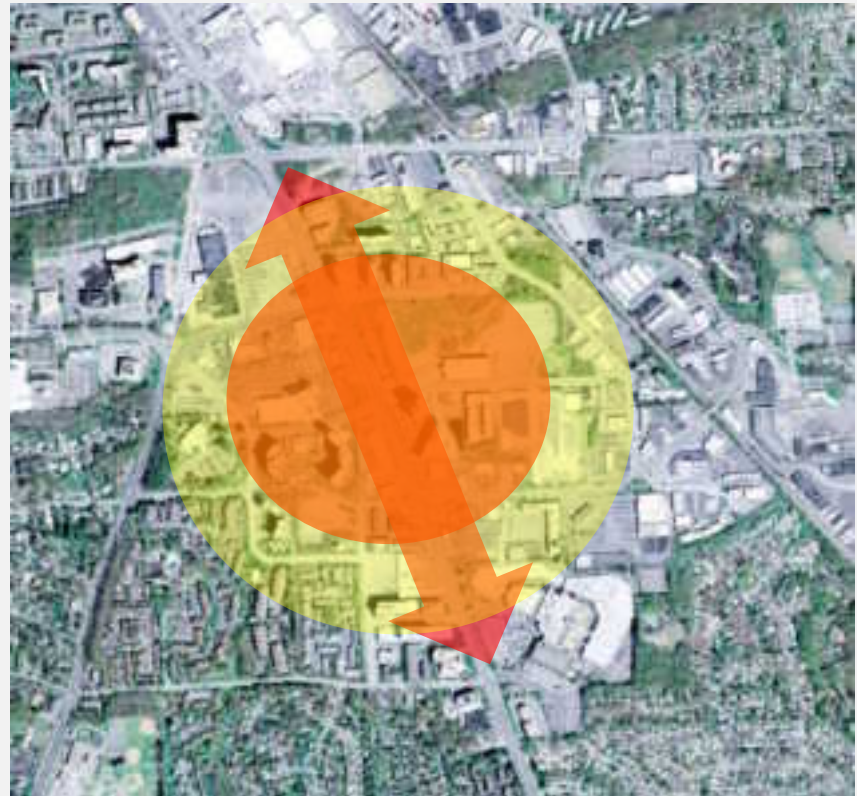
Transit Station, Mix (TSM)
Maximum Density: 2.4 FAR

- ★ Approved TSM development
- Approved TSR development
- Approved C-2 development

Density

Highest density at the Metro Station
and along Rockville Pike

Transition to existing communities



White Flint Districts



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

Level of Development

Amount of Development				
	Existing	Pipeline (Approved/ Under Construction)	August 2008 Recommendation	Totals
Dwelling Units	2,259 dus	2,220 dus	9, 800 dus *	14,279 dus
Residential Square Feet	2.7M	2.6 M	11.7 M*	17 M
Non- Residential Square Feet	5.5M	1.79 M	5.69 M	12.9 M
*Average dwelling unit size is 1, 200 sq.ft * Does not include MPDU bonus densities				

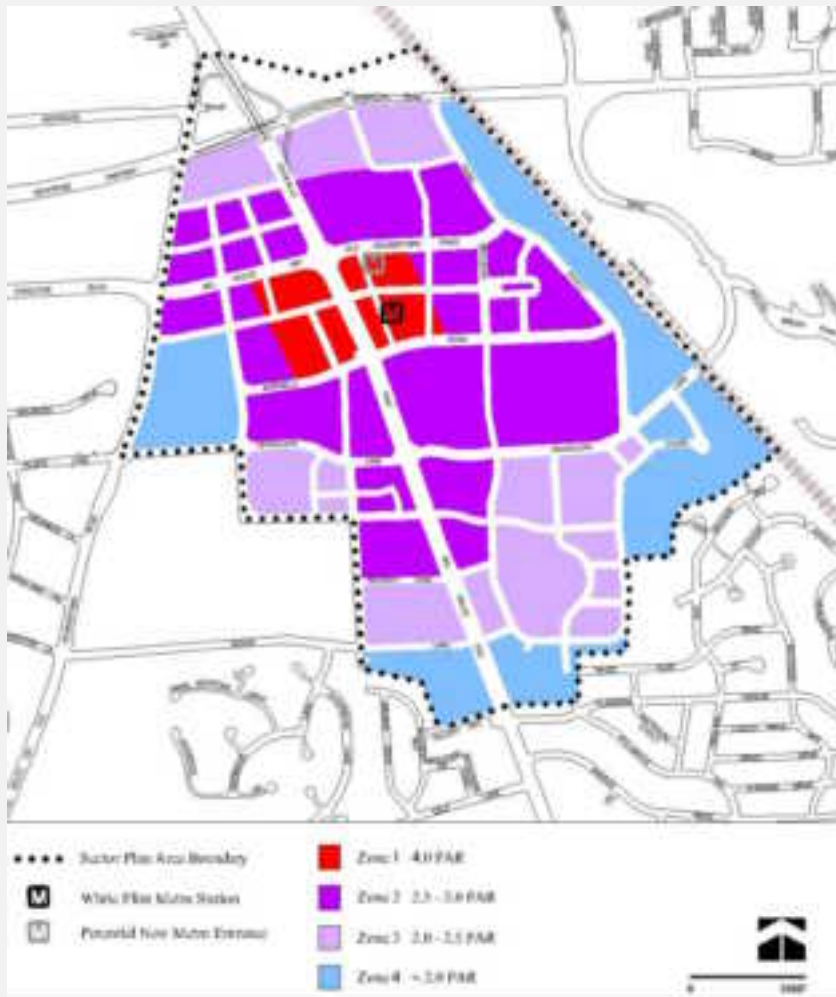
Density Distribution

Allocation of density

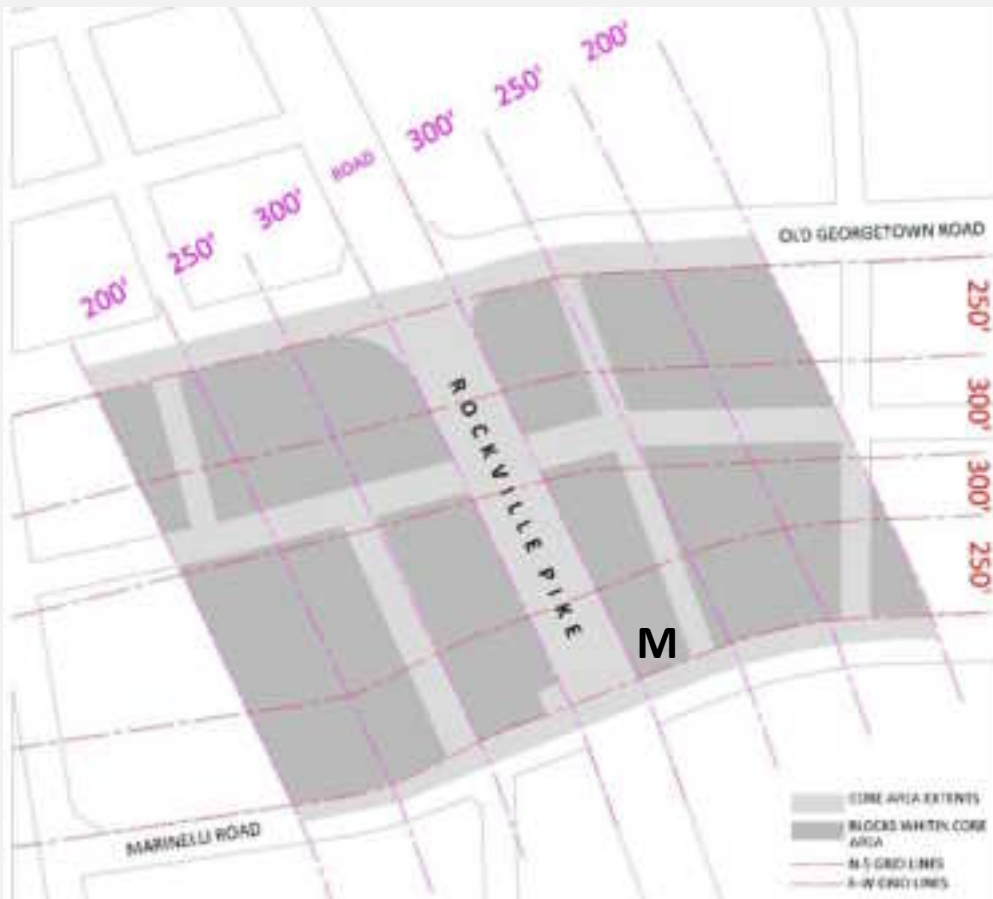
Metro and transit locations

Proposed road network

Edges



Density and Height



4 FAR at Metro Station-East and West

Height associated with density and Rockville Pike

Based on measured distance from Rockville Pike R-O-W

Density Plan

Change in densities

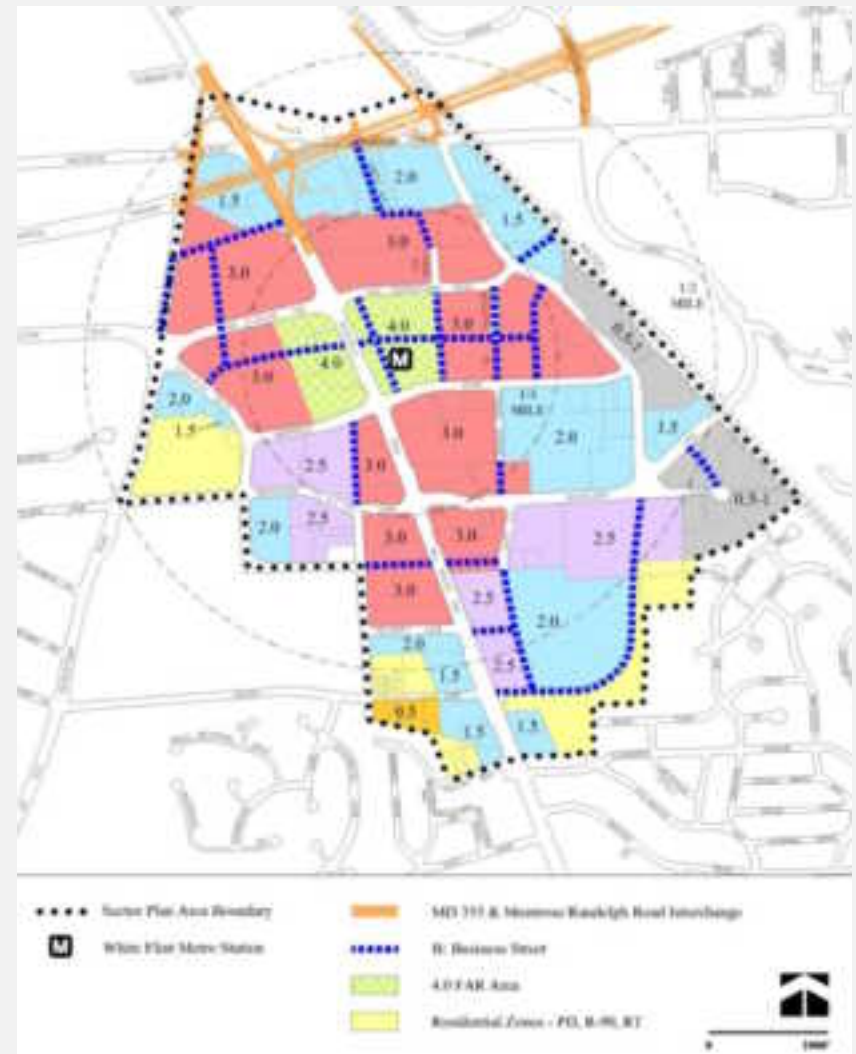
Defined edges:

roadways

properties

FAR based on density principles

Transition to existing residential communities



Transportation Network

Major Highways

Commercial Business Streets

Arterials

Pedestrian Priority Streets

Private Streets

Metro and MARC Stations



Bikeway Network



Bicycle and pedestrian priority area

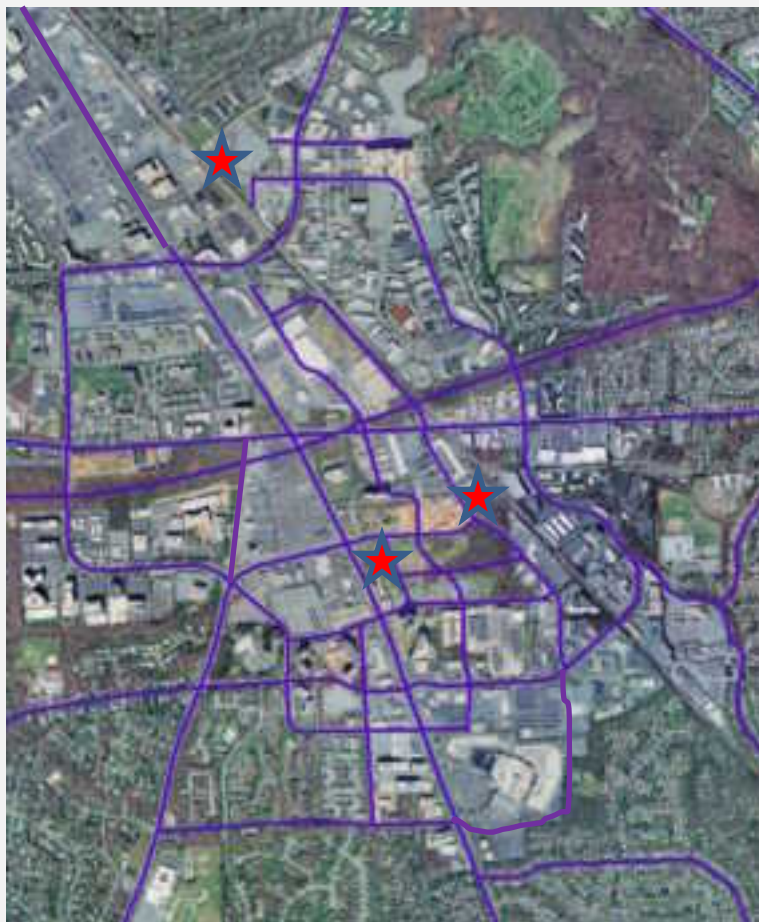
Regional trail connections

Integrated with street network

Supported by on-site facilities

Bike rental kiosks

Transit



Not just a White Flint concern

Services to Metrorail and MARC

Feeders and circulators

Flexibility for:

- Public / private coordination
- Implementation and staging

Sustainability

Plan for Sustainability

Mobility



Compact mixed use



Open Space



Green

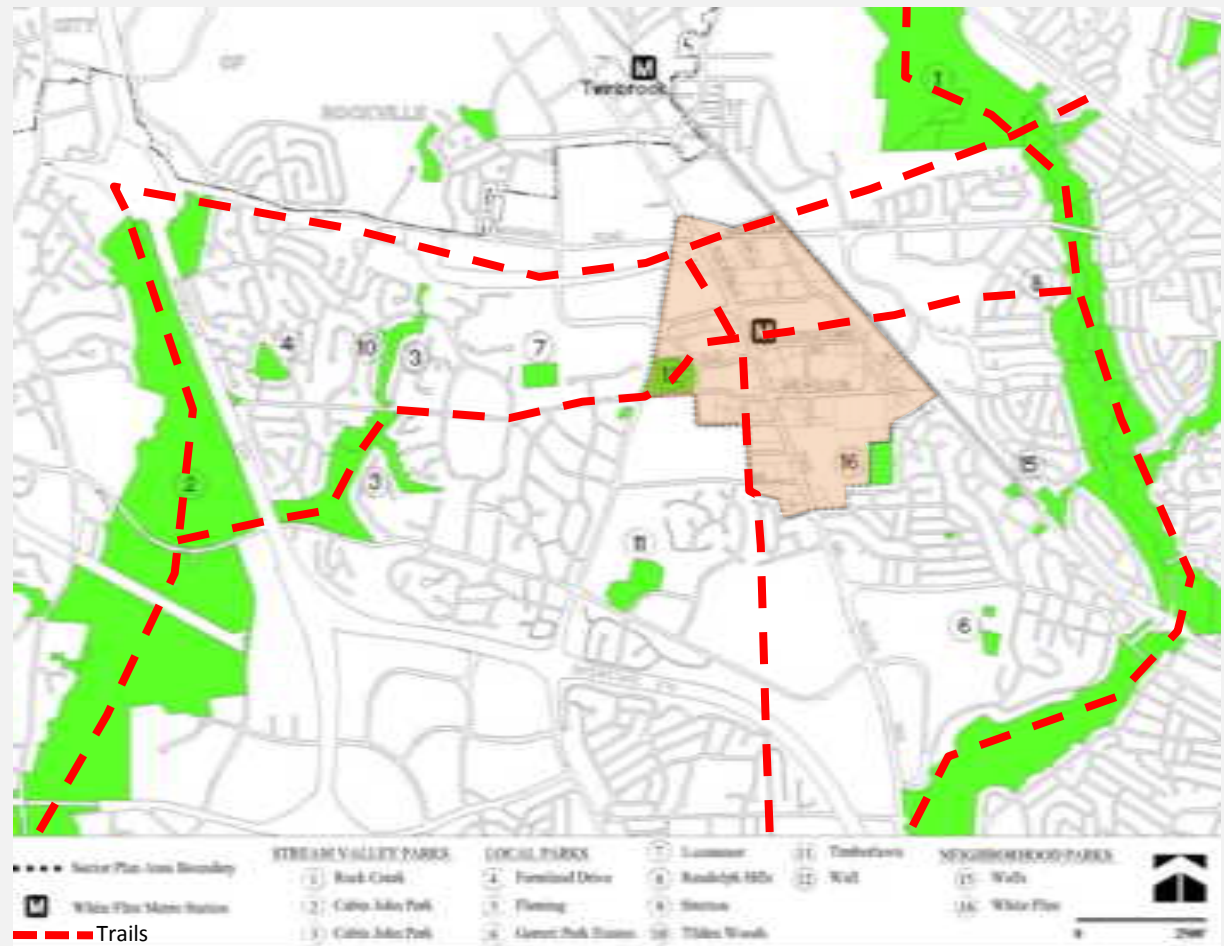


Connections

Located between
Rock Creek
and Cabin John
Stream Valleys

Montrose Parkway

Bethesda Trolley Trail



Open Space Framework

Active urban park

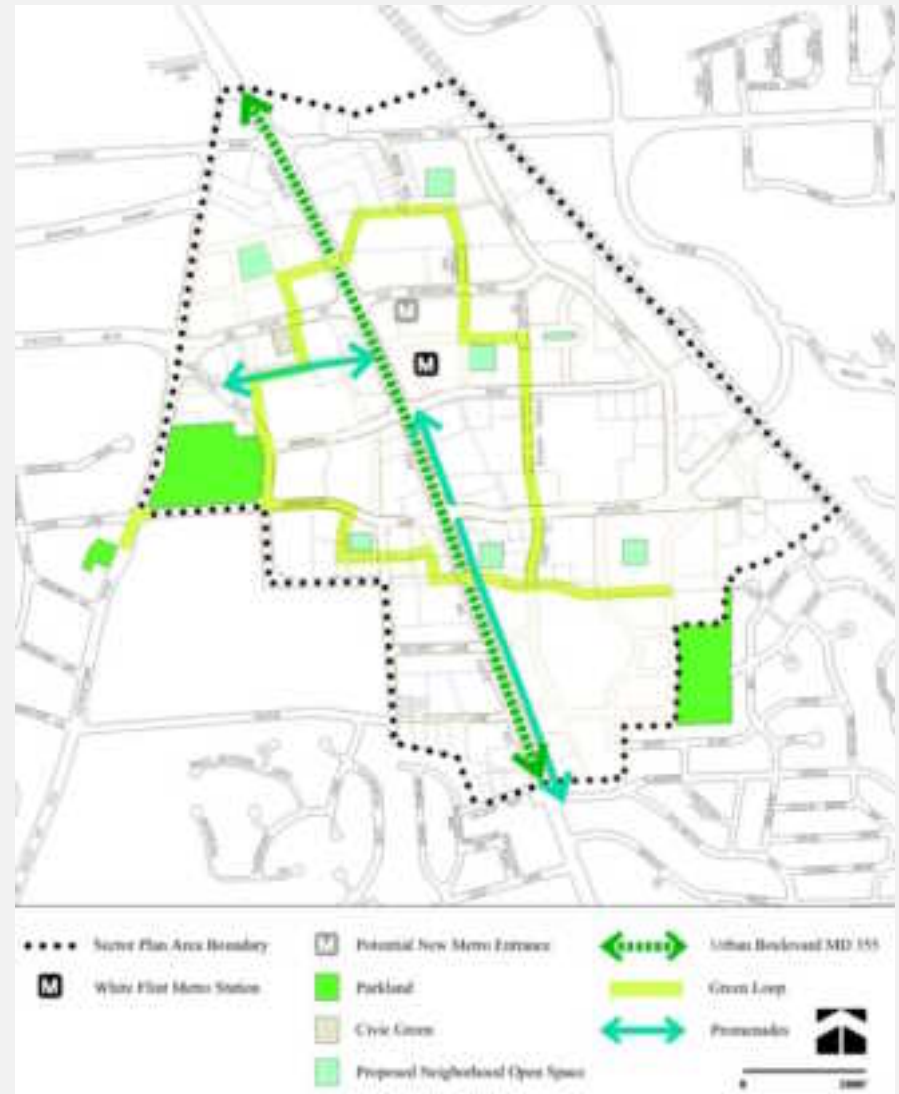
Neighborhood open spaces

Civic Green

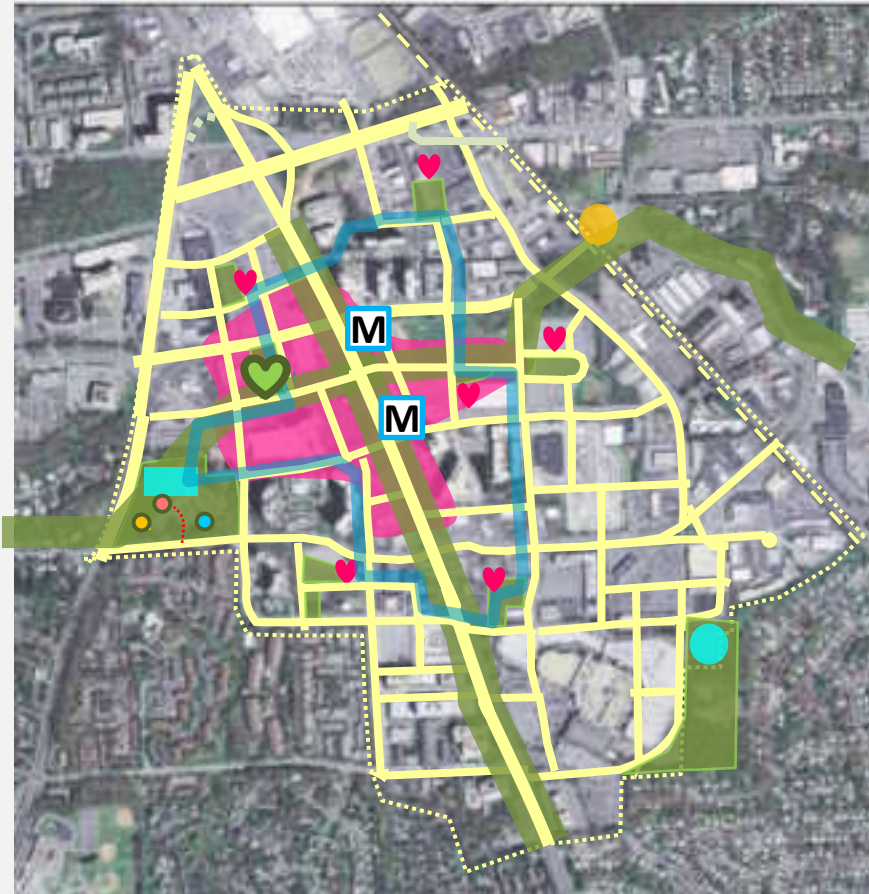
Recreation loop

Promenades

Urban Boulevard



Public Realm



Civic Green
Urban park
Neighborhood greens
Recreation Loop
East West Green Trail
Promenades
Boulevard
Streets
Pedestrian priority streets
Eddies
Public art

Green

Design to avoid, reduce and sequester carbon emissions.

Green Buildings should emphasize:

Efficient energy systems and use of renewable energy sources



Bicycle storage and shower facilities



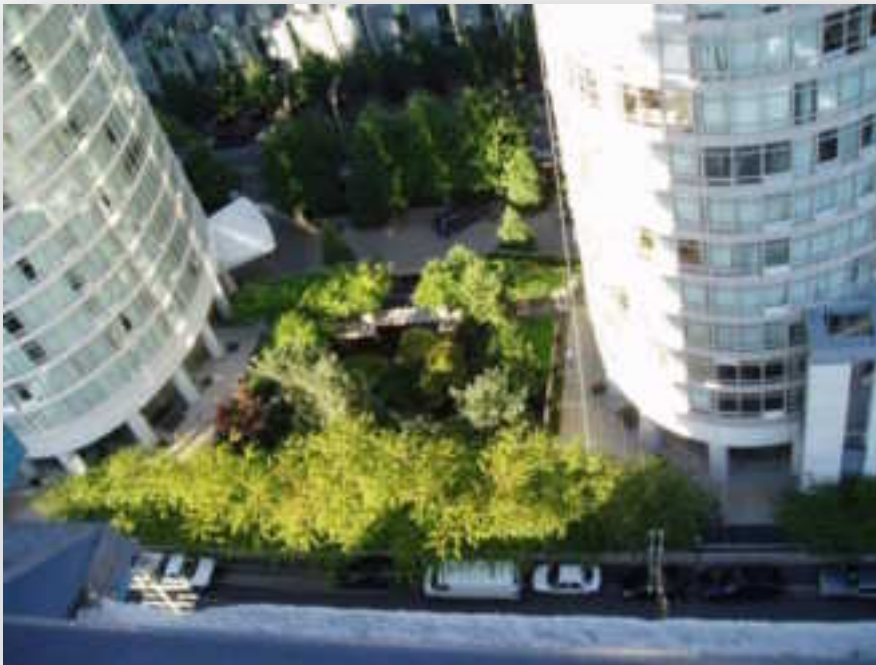
Green roofs, green walls, and water conservation



Recycle materials from existing building deconstruction

30% Tree Canopy Coverage

Native vegetation for community character
Clean air, reduce heat island, filter water



Provide pervious areas



Use native plants and
promote biodiversity

Green

No net loss of pervious land surface

Provide a connected multi-functional green space system that also achieves

Recreation: Active or
Passive



Environmental:
Stormwater infiltration



Transportation: Attractive
and safe walking and biking
lanes



Cultural: Public art or
Historic reference

Public Facilities

Urban Parks and Open Spaces

Civic Green

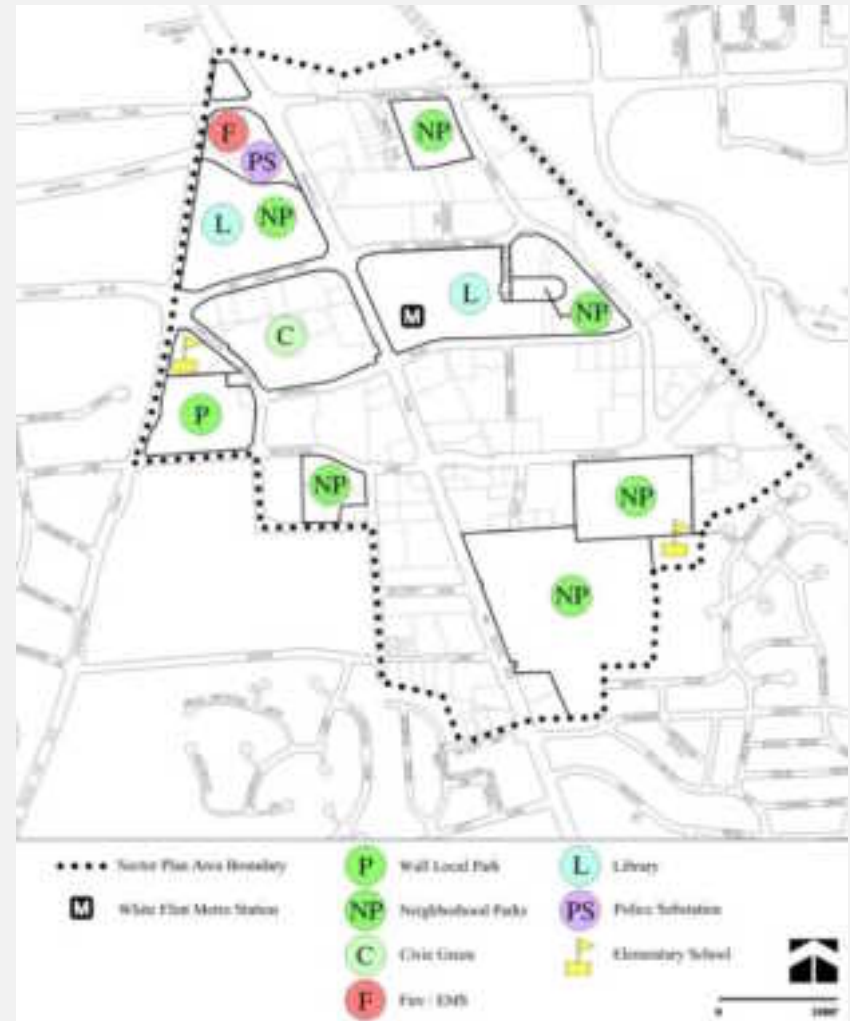
Express/Urban Library

Police Sub-station

Farmer's Market

Elementary School

Fire and Emergency Services



Balance of jobs and housing

White Flint	Existing	1992 Plan Likely Built-Out	Proposed August Recommendation
Jobs	18,050	32,200	41,400
Housing	2,140	6,700	14,200
JH Balance	8.43	4.8	2.87



Implementation

Design Guidelines

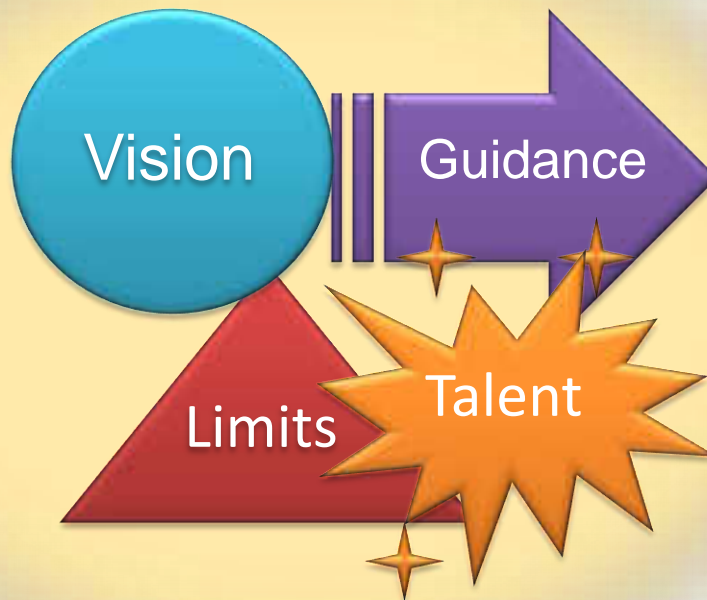
Staging

Financing



Design Guidelines

Design Excellence

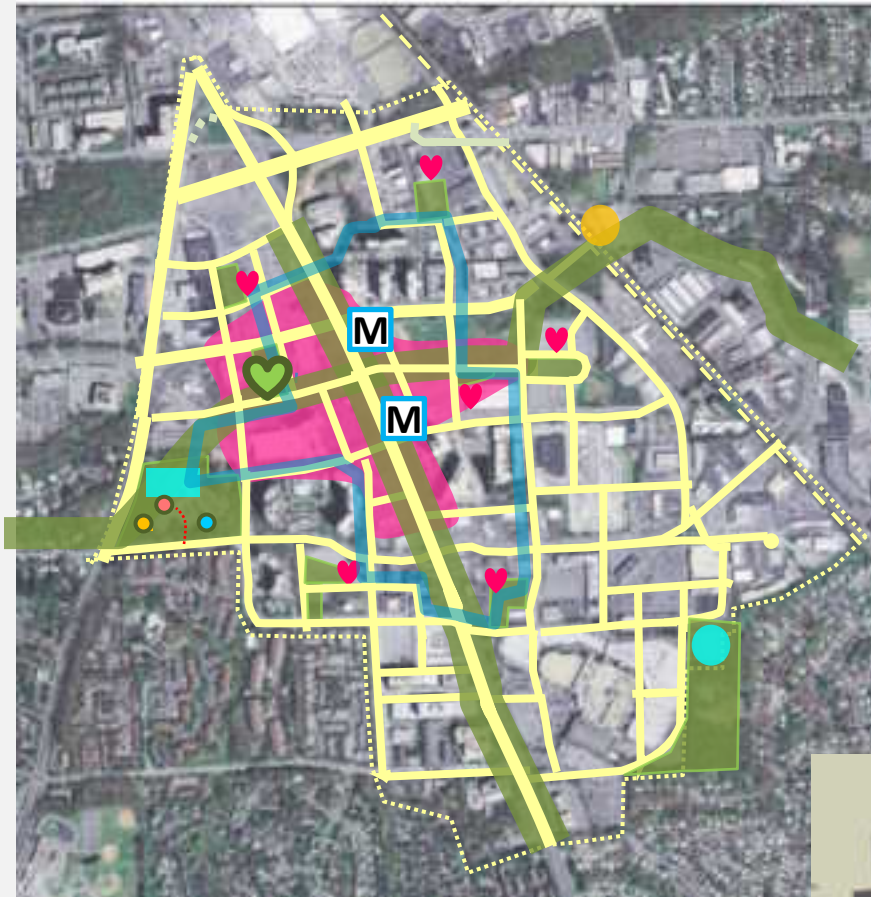


- PROMOTE Great Design
- CREATE Character
- CLARIFY Expectations
- PRESERVE Flexibility

- Streets, Spaces & Connections
- Architecture: Character, Massing, Signs
- Sun and Shade
- Parking
- Retail
- Stormwater Management
- Homeland Security

Overall - Streets, Spaces and Connections

Concept



Civic green
Urban park
Neighborhood
greens
Recreation Loop
East West Green
Trail
Promenades
Boulevard
Streets
Pedestrian priority
streets
Eddies



Design Guidelines

Overall - Streets, Spaces and Connections

Public Use Space

- Urban
- Public Enjoyment
- Access for Everyone
- Paved or Planted
- Private Development

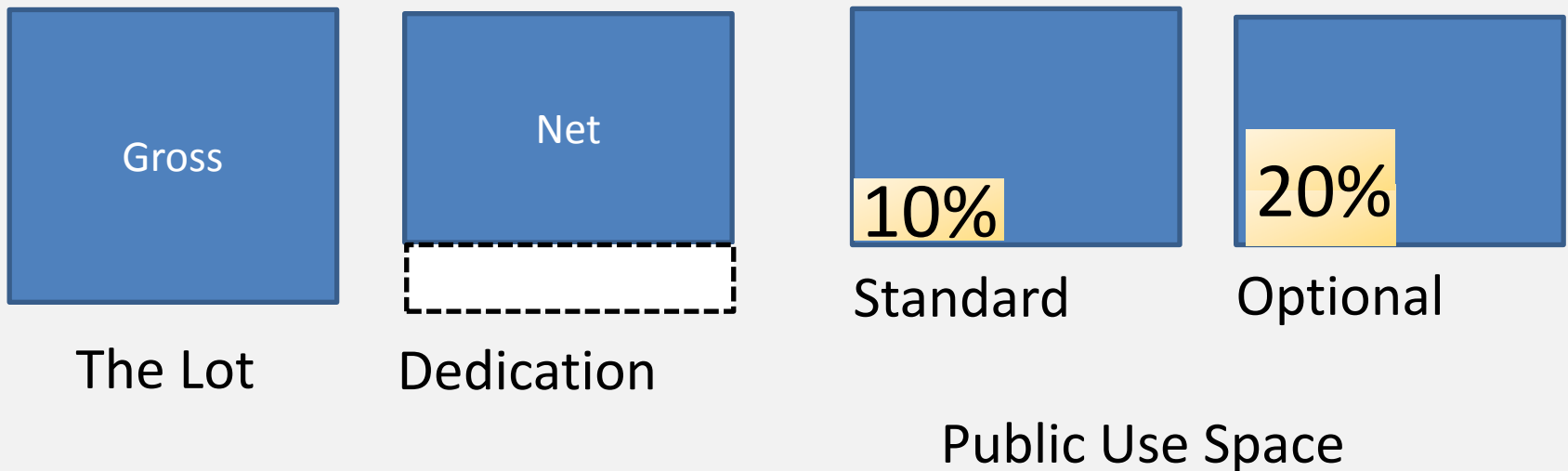


Design Guidelines

Overall - Streets, Spaces and Connections

Public Use Space

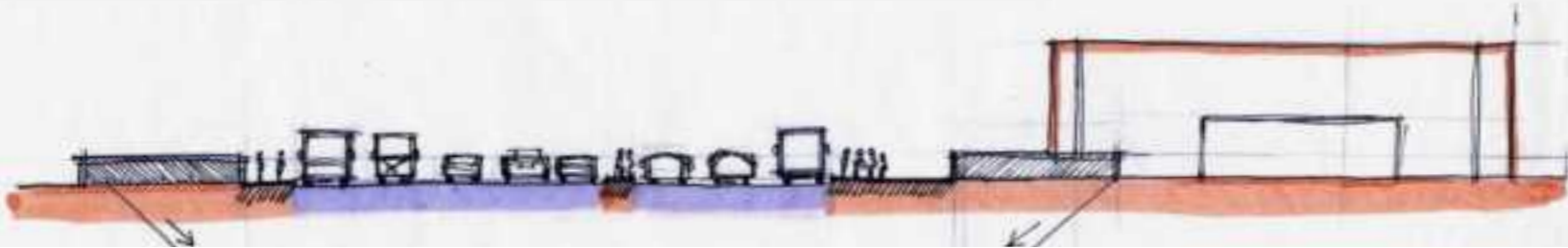
- Every private development must provide “Public Use Space”
- Calculation for public use space is on the net lot area



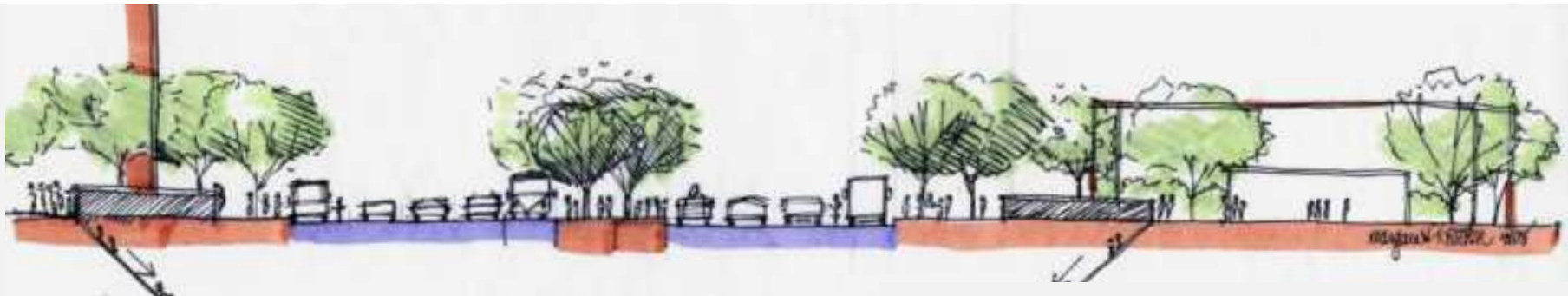
Overall: Streets, Spaces and Connections

Existing

Rockville Pike Boulevard



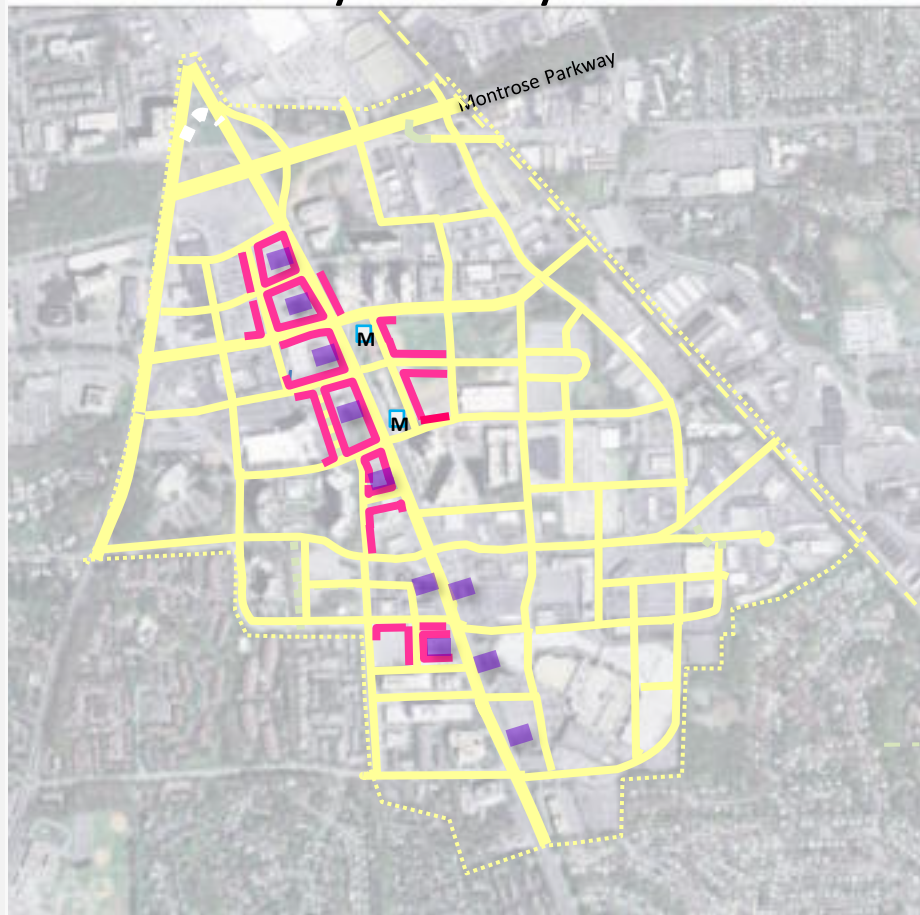
Proposed



Design Guidelines

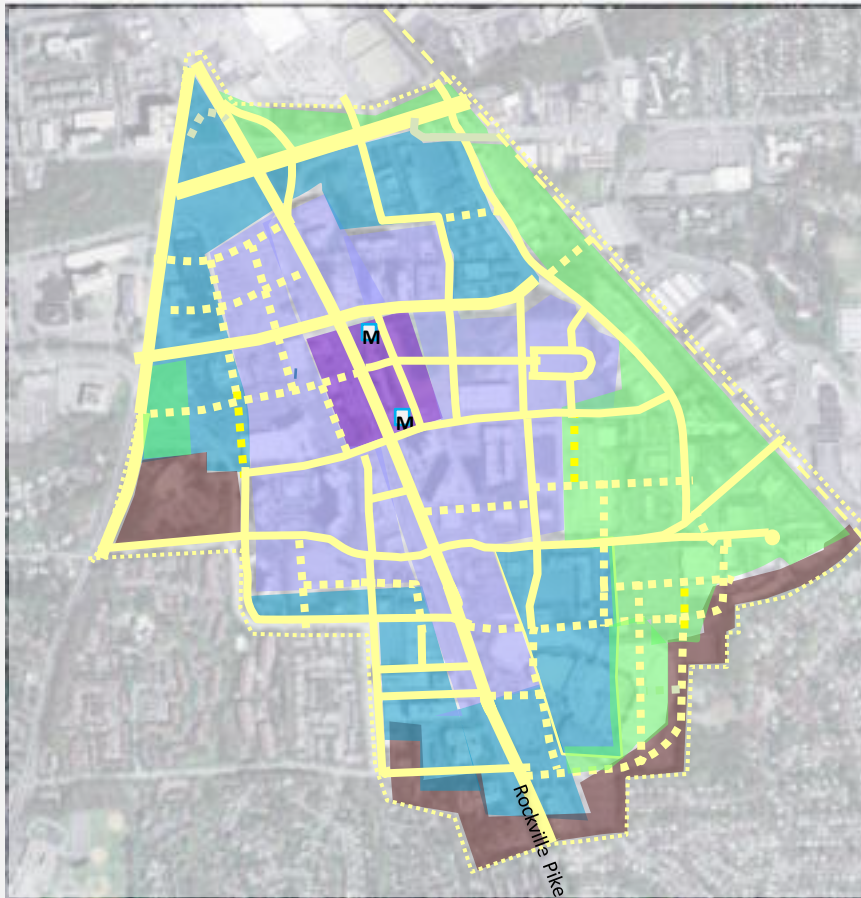
Overall – Retail

Retail Activity Priority

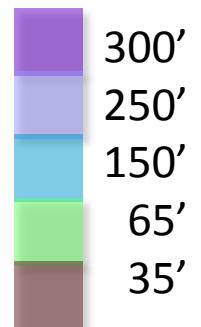
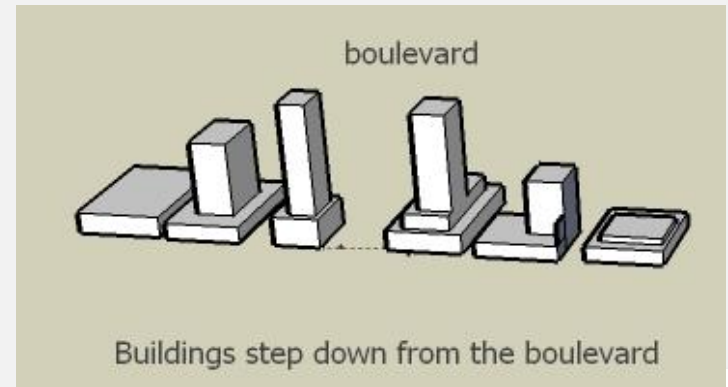
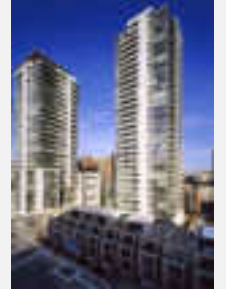
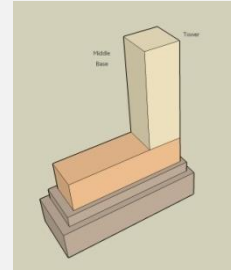


Design Guidelines

Overall - Architecture: Character, Massing, Signs



Height



Overall - Architecture: Character, Massing, Signs

Height

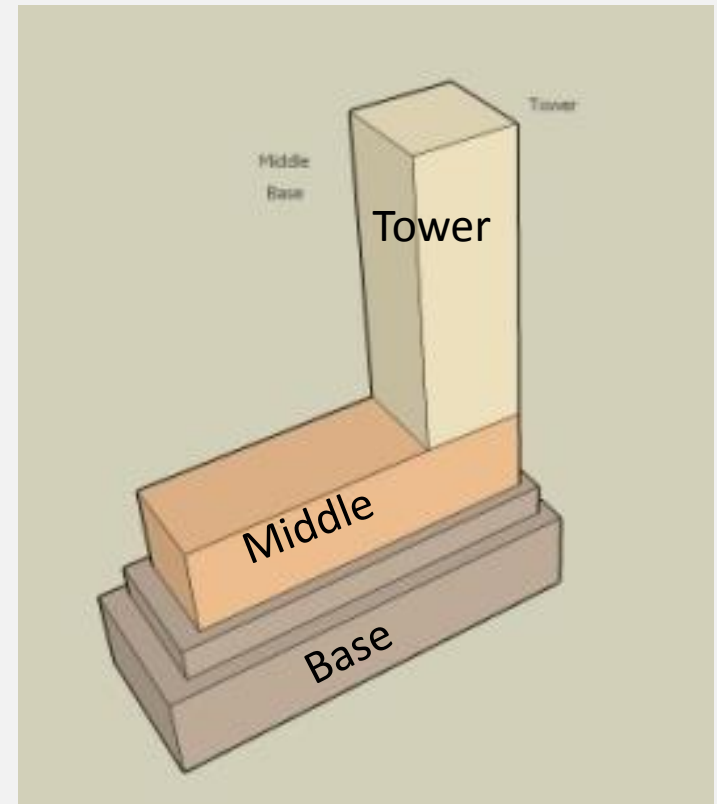
Typical per Story:

Retail: 14-20 feet

Office: 12 feet

Residential: 9-10 feet

Parts of a Building:



Overall - Architecture: Character, Massing, Signs

Comparison of Heights

National Naval Medical Center Tower	264 feet
U.S. Capitol	289 feet
The Old Post Office Building	314 feet
The Washington Monument	555 feet

Overall - Architecture: Character, Massing, Signs

Nuclear
Regulatory
Commission
240 Feet



Design Guidelines

Overall - Architecture: Character, Massing, Signs

FAR and Massing

If the area of the whole property = 80,000 Sq.Ft.

Then

FAR 1 = 1 X 80,000 SF = 80,000 Sq.Ft.



FAR 2 = 2 X 80,000 SF = 160,000 Sq.Ft.



FAR 3 = 3 X 80,000 SF = 240,000 Sq.Ft.



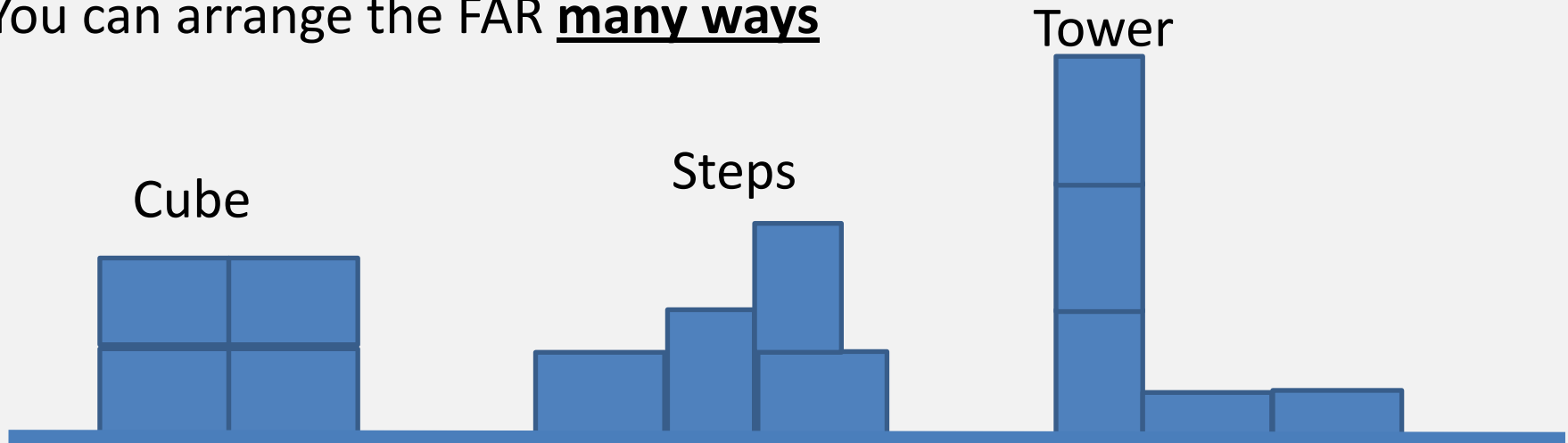
FAR 4 = 4 X 80,000 SF = 320,000 Sq.Ft.



Overall - Architecture: Character, Massing, Signs

FAR and Massing

You can arrange the FAR many ways

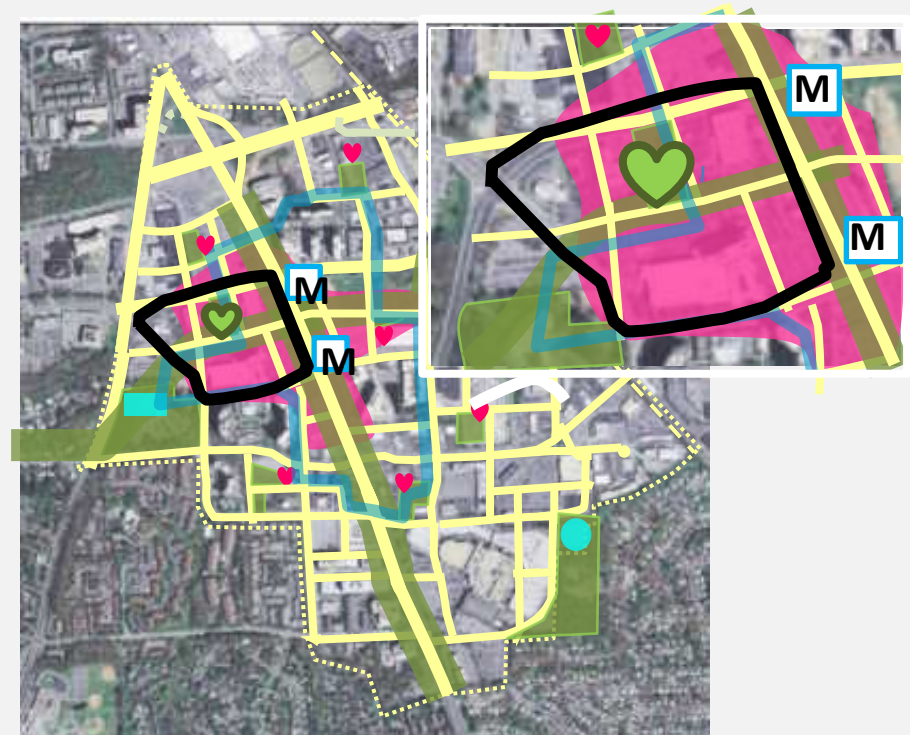


FAR 4 = 

District- Metro West: Conference Center Area



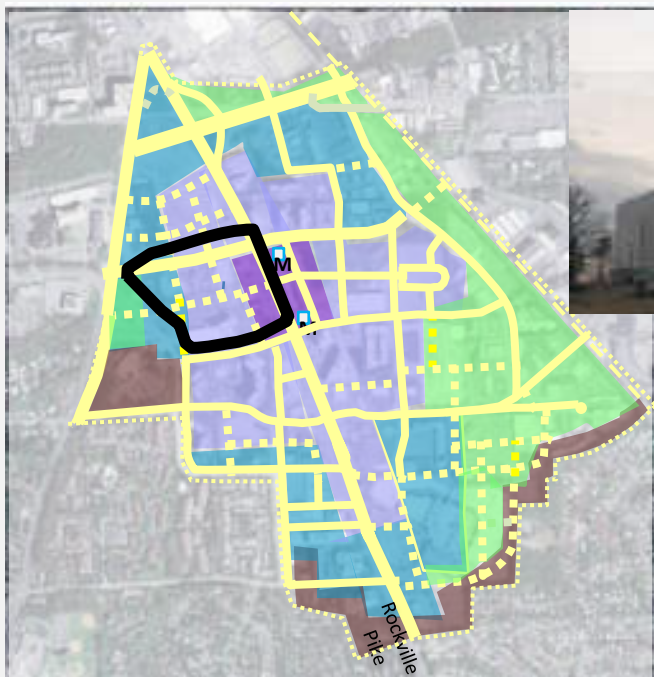
Today



Concept

Design Guidelines

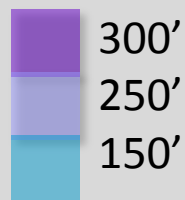
District- Metro West:Conference Center Area



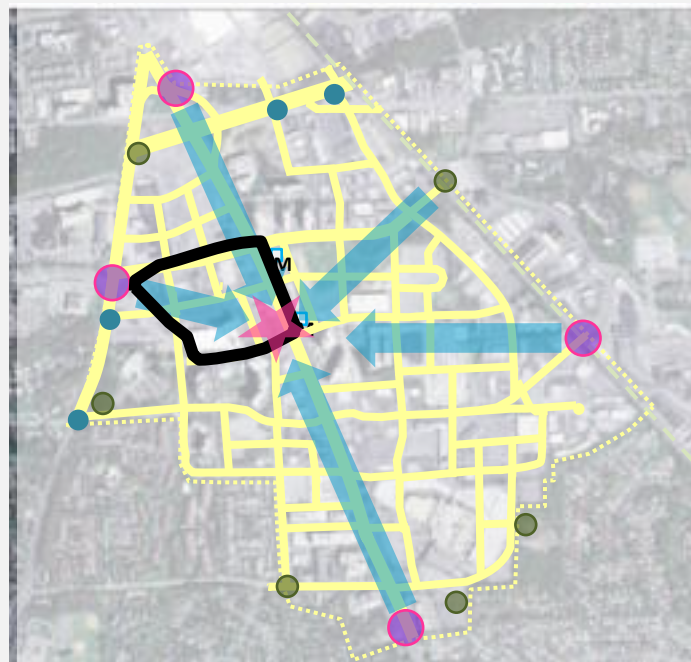
240'



Height



Design Guidelines



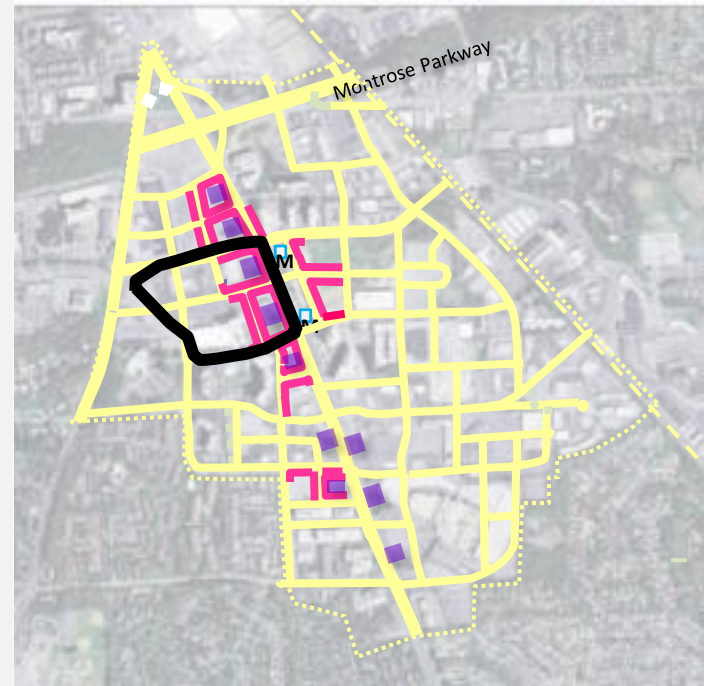
Gateways and Landmarks



District-Metro West:Conference Center Area



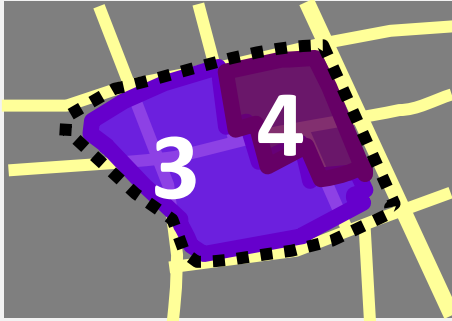
Green



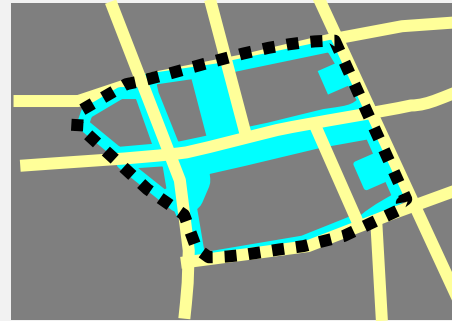
Retail and Eddies



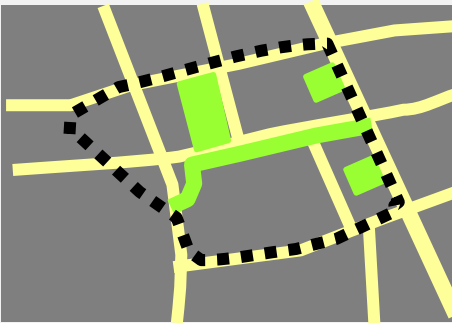
District: Metro West- Conference Center Area



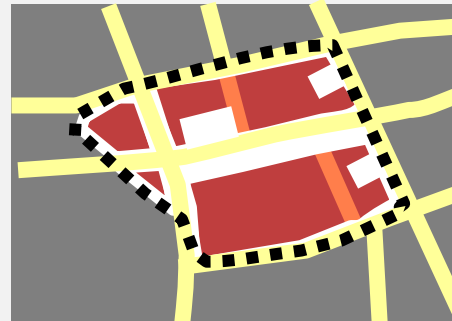
Intensity



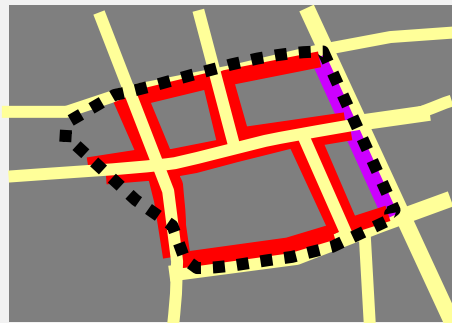
Perviousness



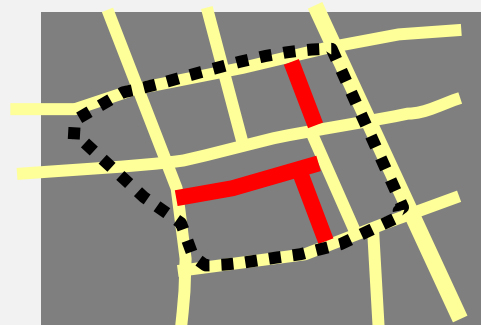
Open Space



Underground
Parking Envelope

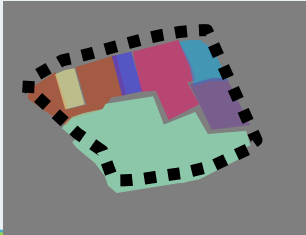
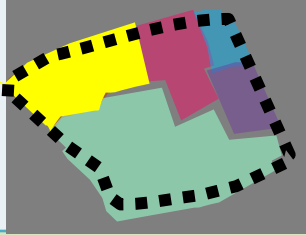
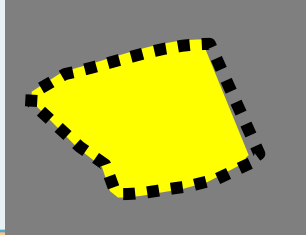


Street Parking



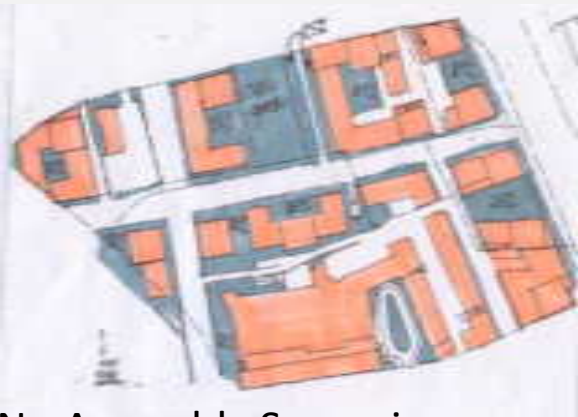
Service Access

District: Metro West- Conference Center Area

Assembly	None	Some	All
			
Feasibility	High	Moderate	Low
Civic Green Cost	1 acre Purchased	0.8 acres Dedicated	1 acre Dedicated
Civic Green Siting	OK	Better	Better + Options
Sidewalk continuity	OK	Better	Best
Perviousness	OK	Better	Best

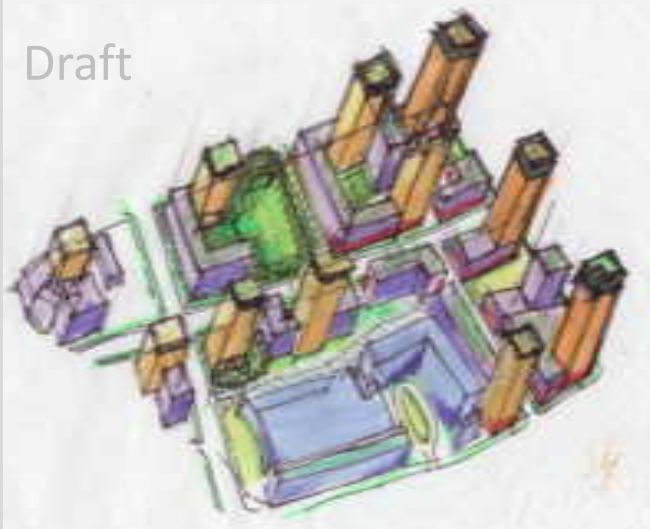
Design Guidelines

District: Metro West- Conference Center Area



No Assembly Scenario

Draft



Summary

Civic Green & Eddies

Street Oriented Retail

Promenade

Pedestrian Priority Street

Landmark @ Boulevard

Great Grid

Connected

Design Guidelines

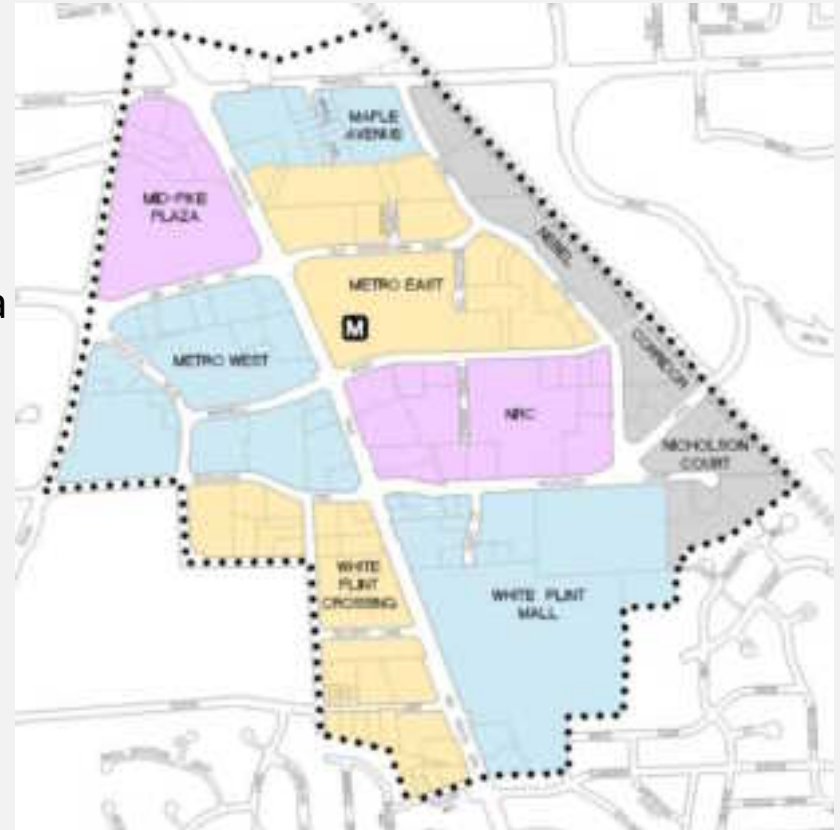
Staging of Development

Pre-Requisites for Stage 1

Approval of the Sector Plan and
Sectional Map Amendment (SMA)
Expansion of Metro Station Policy Area
Establishment of Bicycle Pedestrian Priority Area

Create a public-private partnership
Urban District
Development District
Business Improvement District
Parking Lot District
Special taxing district

Creation of Biennial Monitoring Program
Monitoring by Planning Board
Establishment of an advisory committee



Staging of Development

Infrastructure and public facilities staging

Stage 1

West of the Metro Station

Stage 2

East of the Metro Station

Stage 3

Further away from the Metro Station



Staging of Development

Stage 1

Metro West and Mid-Pike Districts

Level of Development

3,200 residential dwelling units

1.77 million sq.ft of non-residential

Requirements

Fund the realignment of Executive Blvd
and Old Georgetown Road

Fund the east-west Main Street

Establish a bus circulator system

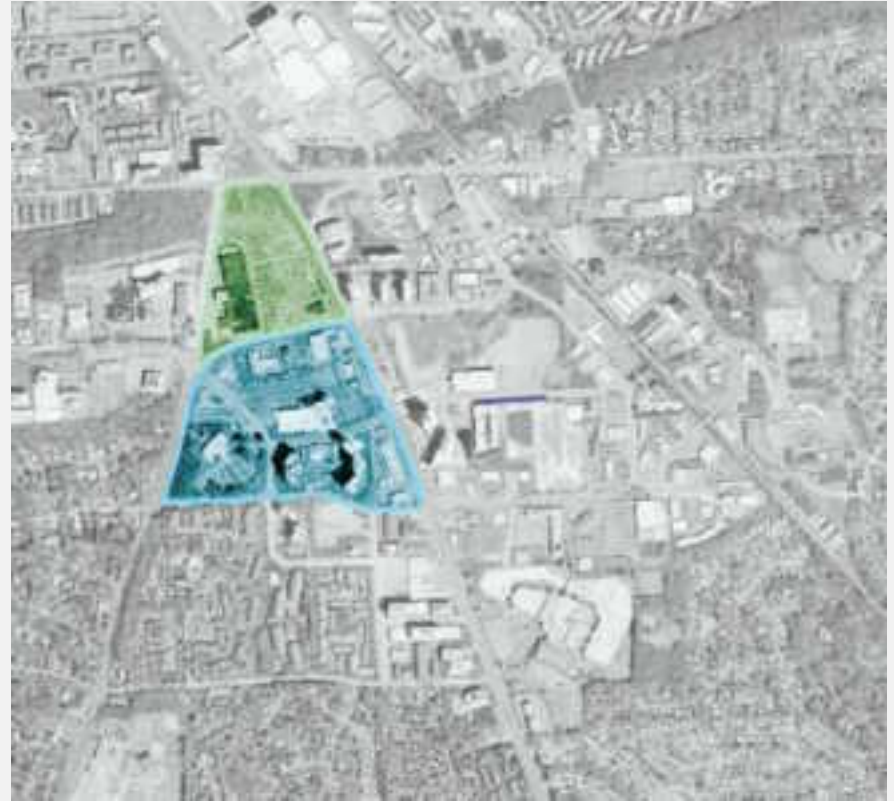
Fund the acquisition/dedication/
building of Civic Green

TMD goal of 30% non-automotive drive share

Public-private partnership to redevelop Wall Park

Locate an express/urban library

Pre-planning for Rockville Boulevard with SHA



Staging of Development

Stage 2

Metro East, Maple Avenue
and NRC Districts

Level of Development

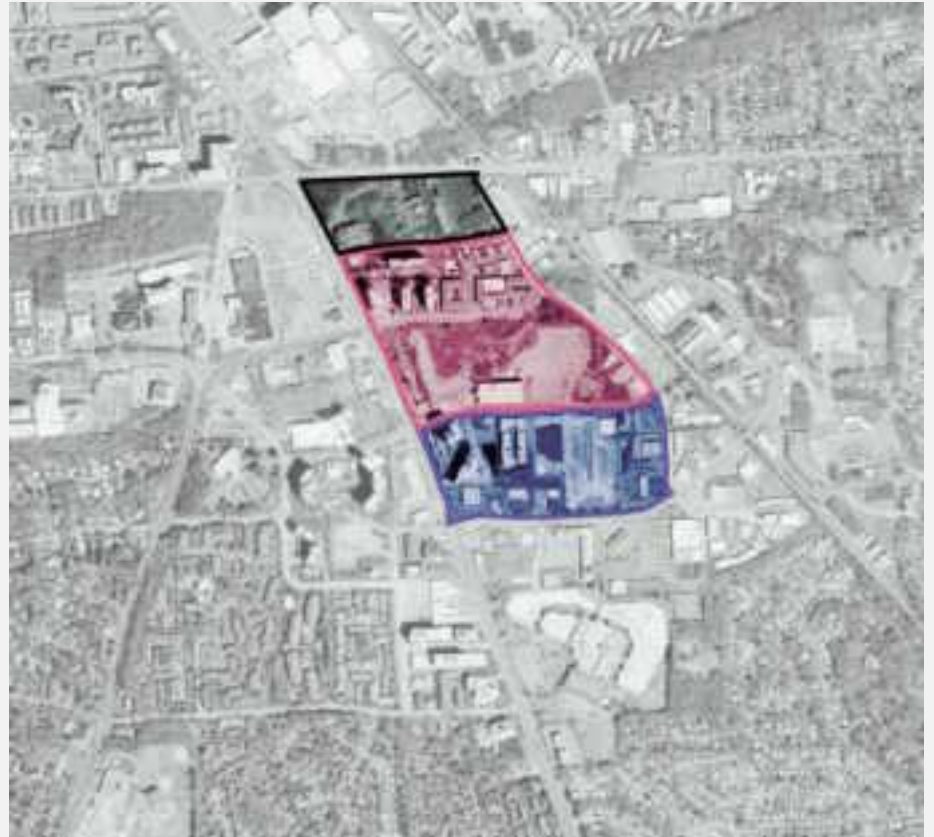
2,600 residential dwelling units

1.6 million sq.ft of non-residential

Requirements

Increase non-automotive drive share to 35%
MCPS to evaluate the status of an
elementary school

Fund the second entrance
to the Metro Station



Staging of Development

Stage 3

Nebel, Nicholson, White Flint Mall and White Flint Crossing Districts

Level of Development

4,000 residential dwelling units

2.30 million sq.ft of non-residential

Requirements

Increase non-automotive drive share to 39%

Implement MARC station

Complete all streetscape improvements

Construct an elementary school, if needed

Reconstruction of Rockville Pike



Implementation

Public-Private Partnerships

An Urban District

Silver Spring

Bethesda

Wheaton

Development District

Special Taxing District

Kingsview Village Center

West Germantown

Clarksburg Town Center

Tax Increment Financing

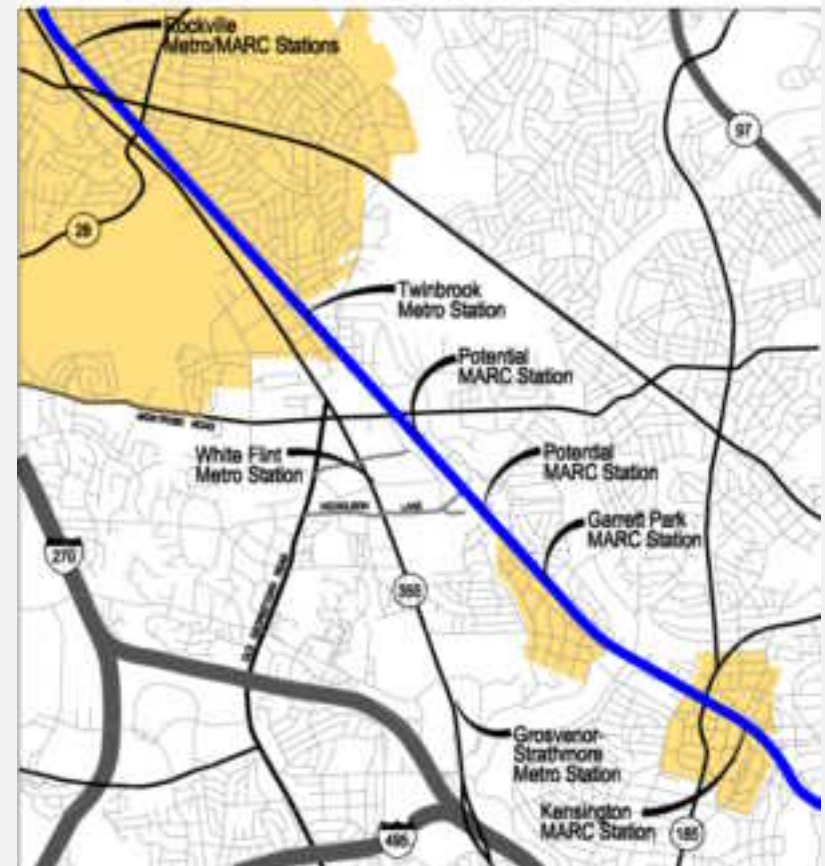


Intermission

Issue 1A:MARC Station Options



MARC and METRO in WHITE FLINT AREA



Issue 1B: Schools

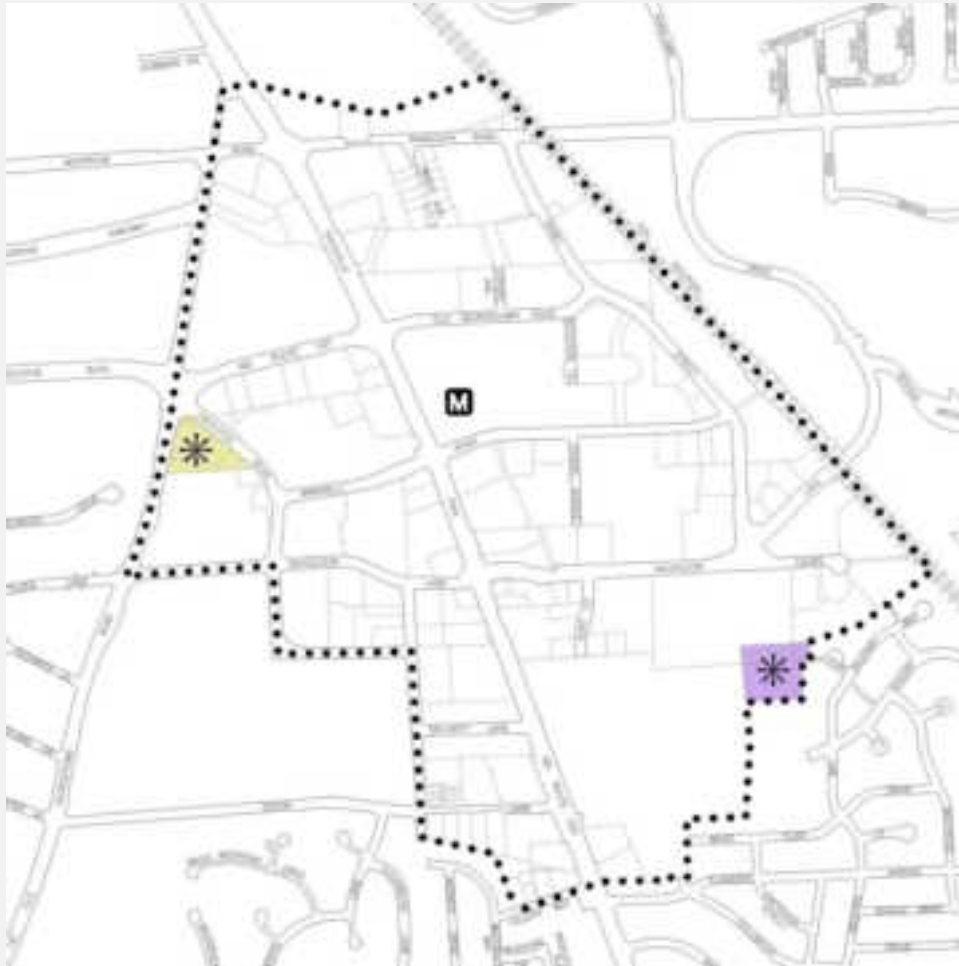


High School-
Walter Johnson High School

Middle Schools-
North Bethesda Middle
Tilden Middle

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

Issue 1B: Schools



Potential locations:

The Gables

White Flint Mall and Plaza

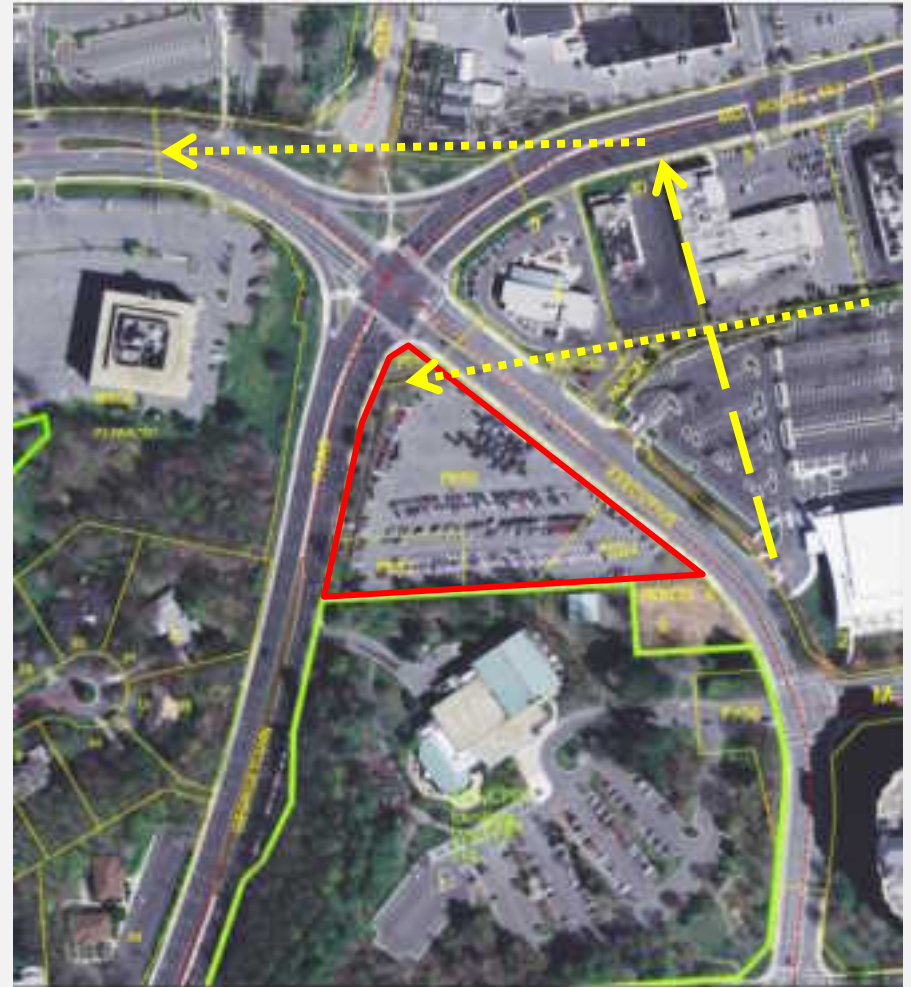
Issue 1B: Schools



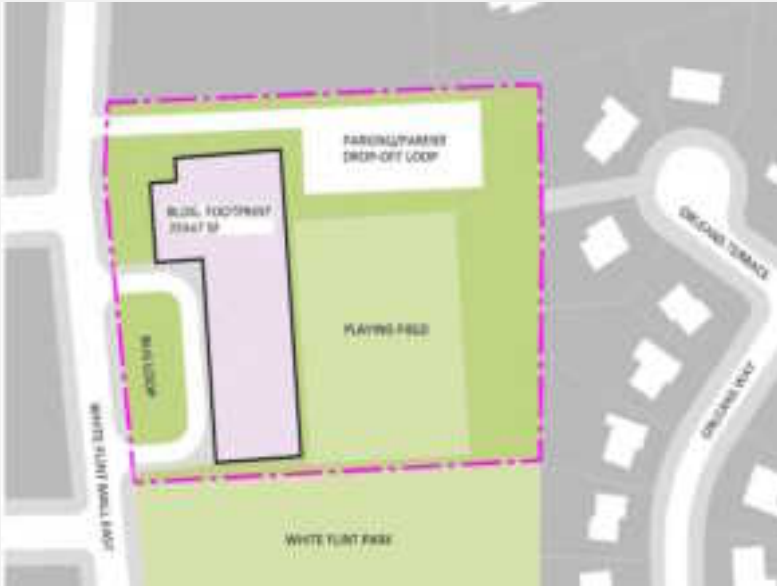
Roadway realignment

Acquisition of property

Limits potential public-private partnership to redevelop Wall Park parking lot into a future urban park



Issue 1B: Schools



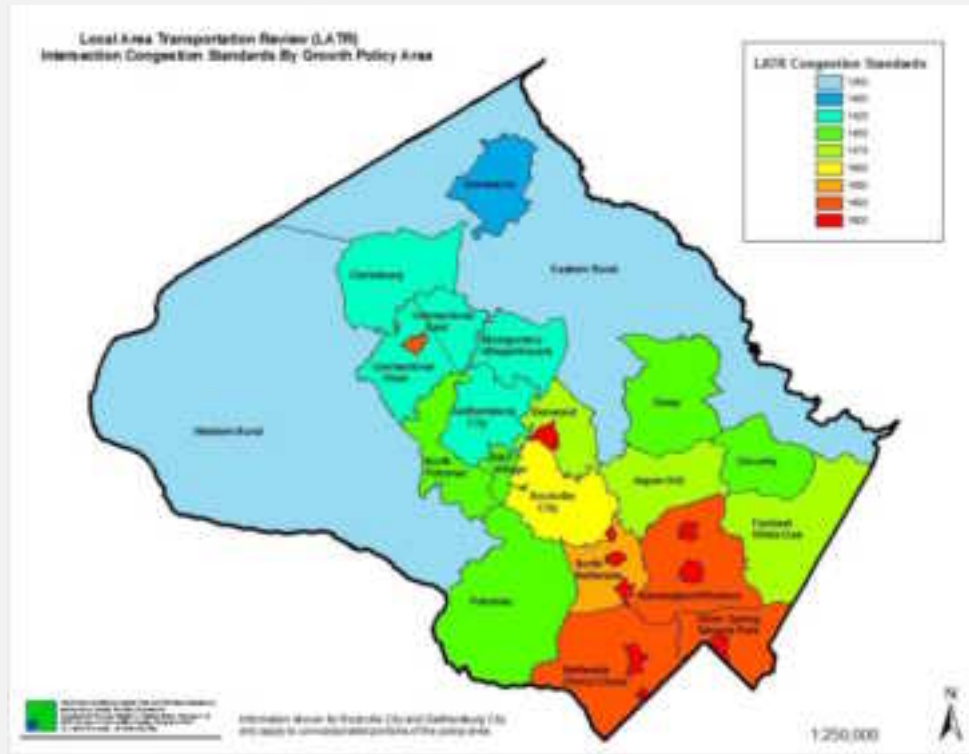
White Flint Mall/Plaza

Needs public roadway access

Potential dedication



Issue 2: Land Use /Transportation Balance



Land use /transportation balance

County Council practice

Management of expectations

Opportunity to guide policy

Staff recommendations are:

- Aggressive
- Achievable
- Affordable

Issue 2: Land Use /Transportation Balance

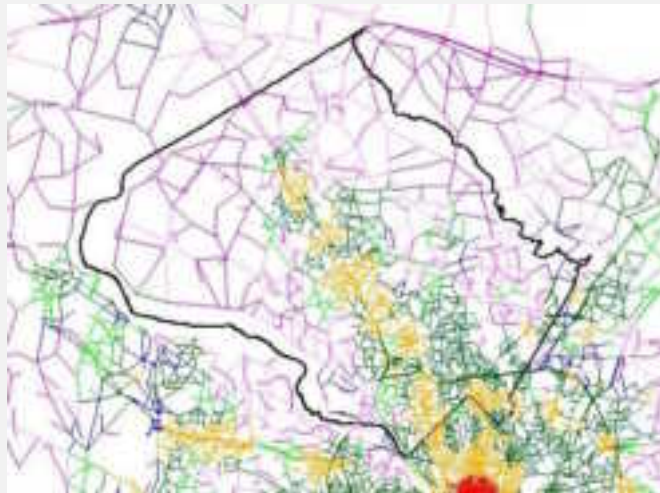


Considerations

Local Area Transportation Review

Policy Area Mobility Review

Cordon line volumes – a leading indicator



Issue 2: Land Use /Transportation Balance

Strategies

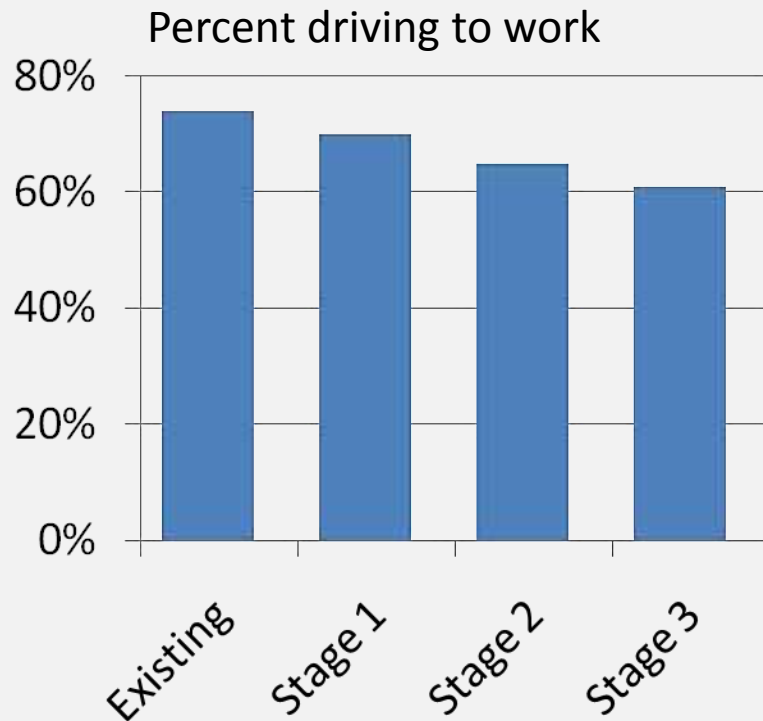
Travel demand management

Acceptance of more congestion

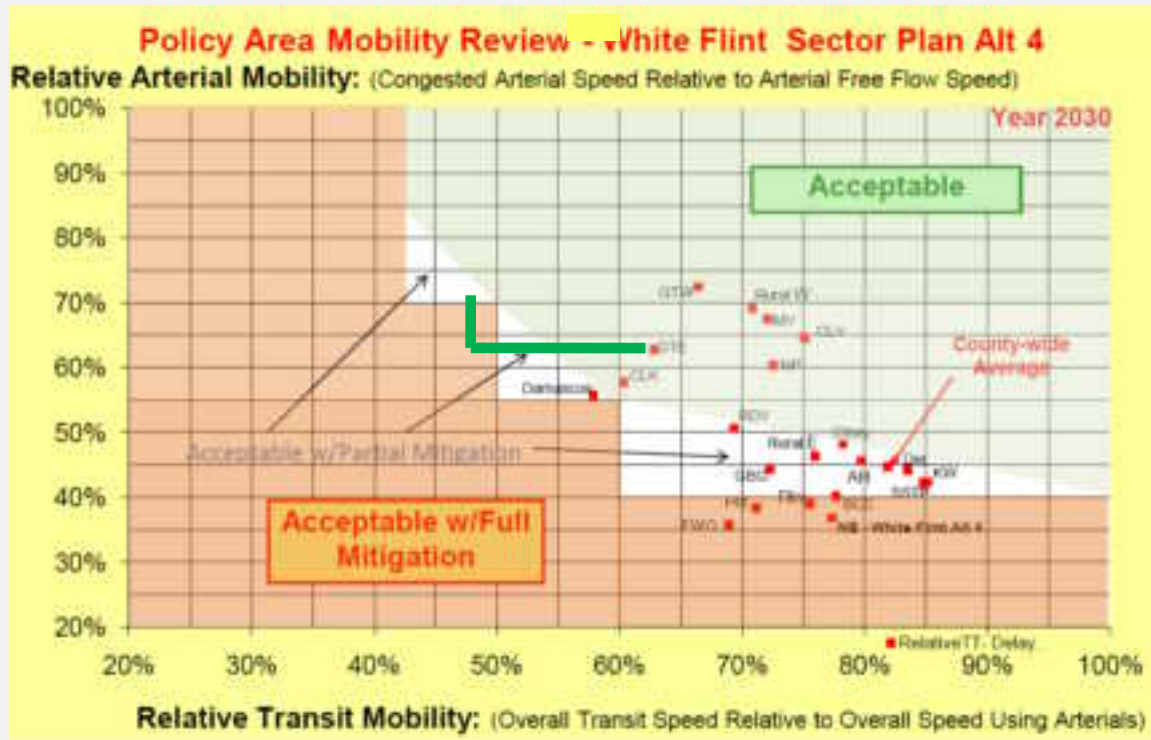
Local network options

Regional connections

Land use alternatives



Issue 2: Land Use /Transportation Balance



Strategies

Travel demand management

Acceptance of more congestion

Local network options

Regional connections

Land use alternatives

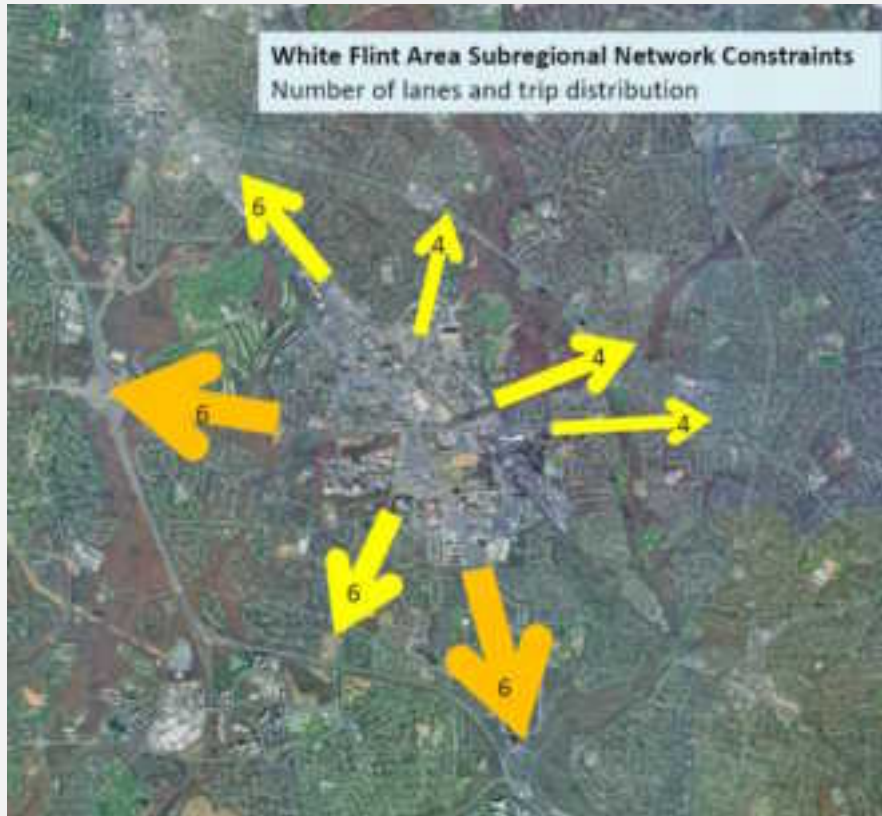
Issue 2: Land Use /Transportation Balance



Strategies

- Travel demand management
- Acceptance of more congestion
- Local network options
- Regional connections
- Land use alternatives

Issue 2: Land Use /Transportation Balance



Strategies

Travel demand management

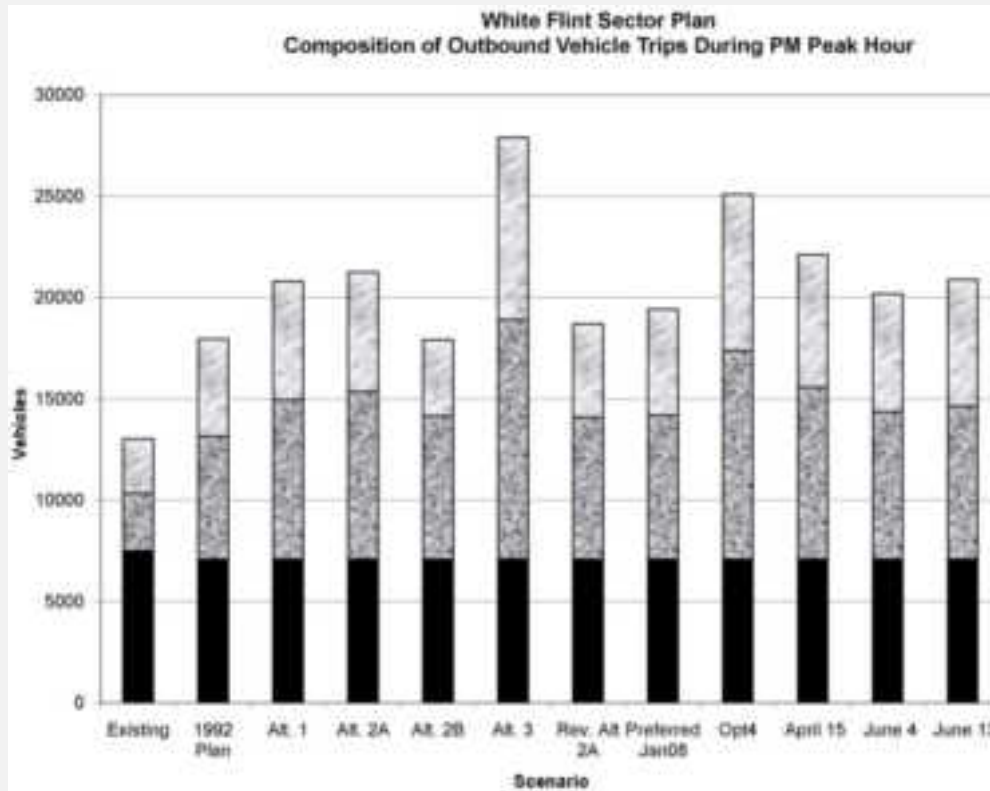
Acceptance of more congestion

Local network options

Regional connections

Land use alternatives

Issue 2: Land Use /Transportation Balance



Strategies

Travel demand management

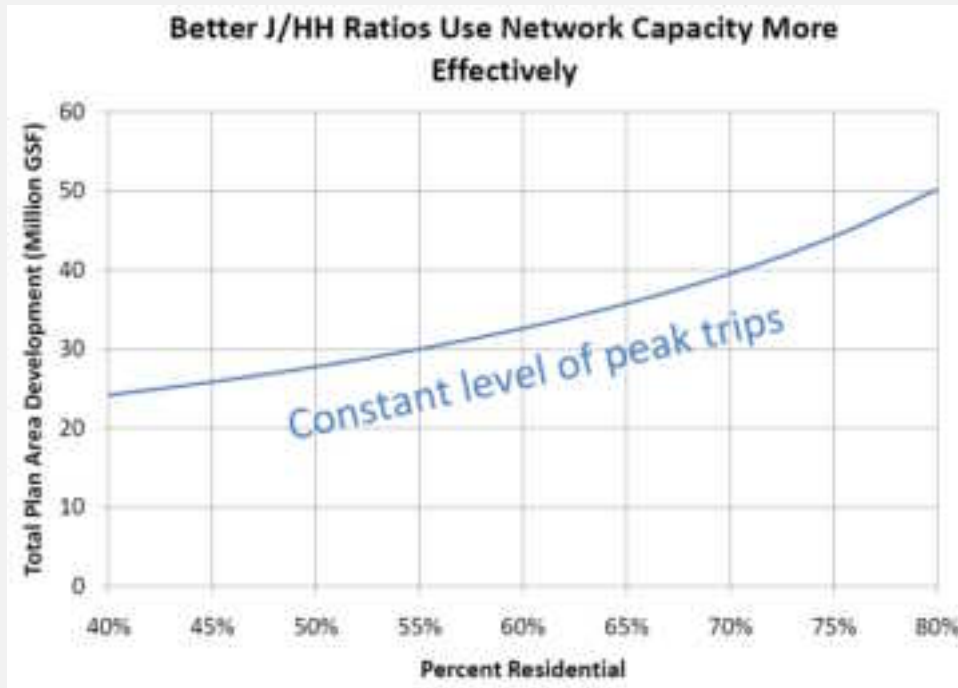
Acceptance of more congestion

Local network options

Regional connections

Land use alternatives

Issue 2: Land Use /Transportation Balance



Strategies

Travel demand management

Acceptance of more congestion

Local network options

Regional connections

Land use alternatives

Issue 2: Land Use /Transportation Balance

Is more density possible?

Congestion assumptions prove conservative

TMX properties develop at less than full potential

Residential mix higher than assumed

Can more density be allocated through staging without need for master Plan amendment?

Issue 3: Land Use

Is .5 FAR appropriate standard method for TMX zone?

PHED Committee is reviewing TMX zone

.5 FAR appears to be the chosen standard method density

Issue 4: Staging

Infrastructure and public facilities staging

Stage 1

West of the Metro Station

Stage 2

East of the Metro Station

Stage 3

Further away from the Metro Station

Proposed Public Facilities



Issue 5: Staging

Stage 1 is west of MD 355



Issue 6: Financing

Cost/Benefit Analysis

Transportation Costs

February estimate: \$280M, including

- Public transit = \$60M
- Montrose Parkway = \$70M
- Rockville Pike = \$70M
- Local streets = \$80M (in addition to those already in CIP, but including some that might be conditions of development approval)

Many public dollars are:

- Already committed (e.g. state funding for Montrose),
- Proposed (e.g., Chapman Avenue), or
- From negotiable sources (e.g., MARC/WMATA)



Issue 6: Financing

Cost/Benefit Analysis

Total Property Tax Benefits (30 years)

Total Property Taxes (including General Fund): \$871 M

Avg. Annual Amount Collected: \$29 M

General Fund Property Taxes: \$659 M

Avg. Annual Amount Collected: \$22 M

Total Impact Taxes (30 years)

Commercial: \$40 M

Residential: \$23 M



Issue 6: Financing

Background

Conventional infrastructure finance and delivery

- Public sector debt finances infrastructure and builds it up front
- Private sector provides infrastructure “one development at a time”
- Impact taxes

...And a full spectrum of innovative alternatives



Issue 6: Financing

Background

The Problems

Lumpiness

Cost

Certainty



Issue 6: Financing

Cost/Benefit Analysis

Transportation Costs (cont'd)

February estimate: \$280M, including

Public transit = \$60M

Montrose Parkway = \$70M

Rockville Pike = \$70M

Local streets = \$80M (in addition to those already in CIP, but including some that might be conditions of development approval)

Many public dollars are:

Already committed (e.g. state funding for Montrose),

Proposed (e.g., Chapman Avenue), or

From negotiable sources (e.g., MARC/WMATA)



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Goal in selecting innovative alternative

Predictability for developers

Minimal additional public sector costs/risks

Where incidence of benefit is broad, incidence of cost should also be broad

Solution

Create a district that can:

Deliver infrastructure projects on time (in phase) and in their entirety

Spread the costs of Rockville Pike broadly over the Sector Plan

Target public sector dollars for up-front mobility

Create monitoring system with broad representation/accountability



Issue 6: Financing

Funding the District

Impact Taxes

Should be reduced or phased out

Should be captured

May be more appropriate for residential uses than a special assessment

Special Assessment

Must be at level acceptable to existing uses

Must cover most of the cost of infrastructure

Other Possibilities

Some public money up-front

TIF-like financing, if necessary, for Pike



Issue 6: Financing

Next Steps

Engage sister agencies

Coordinate with property owners

Refine a preferred approach



Next Steps

Another worksession with the Planning Board
or presentation of a completed draft plan

Advisory Committee comments

Set a public hearing date

