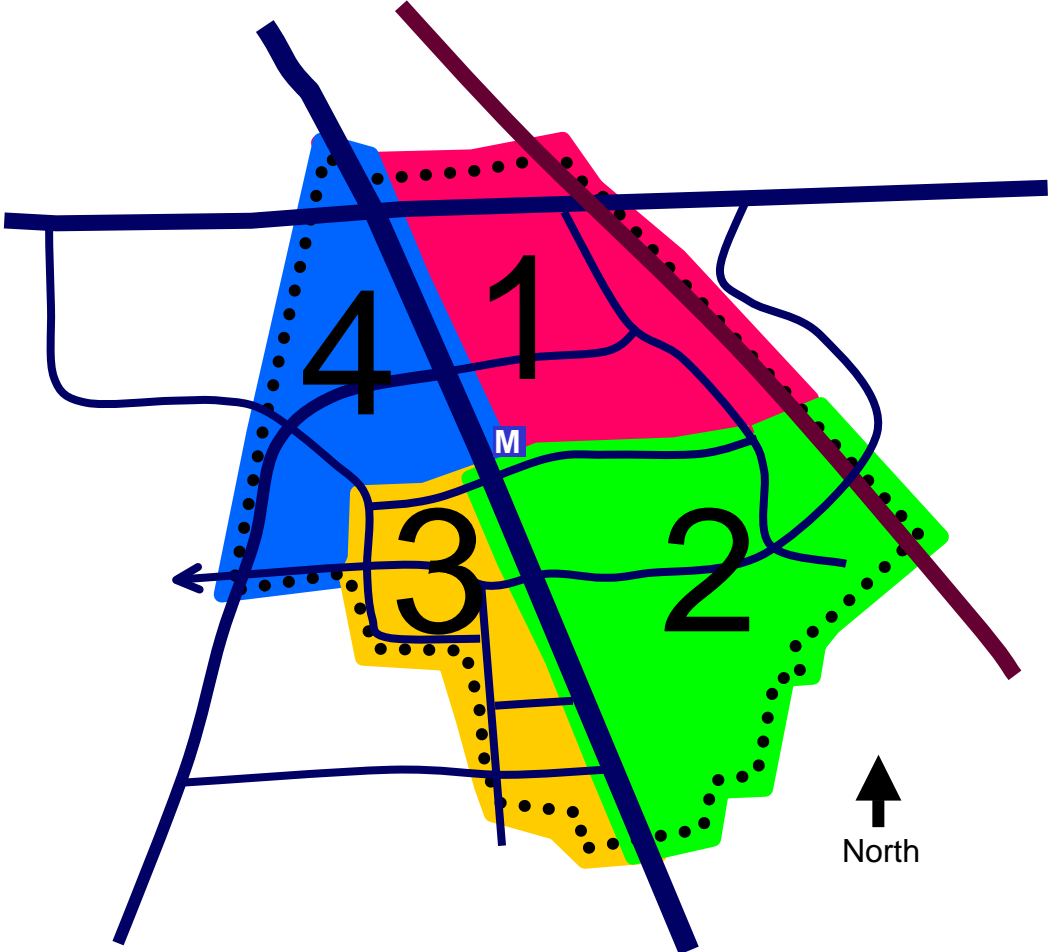


*White Flint Sector Plan*  
*December 12, 2006 - Advisory Group Meeting*  
*Neighborhood Area Planning*



# *White Flint Advisory Group Meeting*

## *December 12, 2006*

### *Summary of Meeting Activity*

The Planning Process for the White Flint Sector Plan continued with a second public meeting, the first meeting for the Advisory Group of interested participants who wish to be a part of this effort. The meeting was held at the offices of the M-NCPPC in Silver Spring. The Advisory Group, comprised of almost 50 individuals, was divided into four groups to work in a specific geographic quadrant of the plan area, with each comprised of a mix of area residents and those with a business interest in the area.

These groups first identified what they felt were the most important items in the *Common Elements Survey* completed by participants at the November 6 meeting. That survey established a list of nine areas of particular importance for the White Flint planning process. The Advisory Group members further refined this list by indicating priorities for the Plan. The strongest support overall was shown for the “mixed use urban villages” element, along with “sense of place”, “walking and biking”, and “green”. Lower but general support was indicated for “transit options”, “metro access”, “new Rockville Pike”, “parking”, and “retail variety” – in that general order. Area residents indicated somewhat higher support for “green”, “walking and biking”, and “sense of place” than those with business or development interests.

The geographic groups then considered three elements critical to the Plan:

- Brainstorming elements of the appropriate “niche” for White Flint
- Identifying concepts for the White Flint vision and its characteristics
- Considering proposals for actions to achieve that vision, including a concept sketch drawing illustrating their ideas

The groups also nominated members of their groups to be a part of a smaller steering committee that will inform the process as it evolves through the review process with the Planning Board and County Council. After presenting their ideas, the meeting concluded with time for answering question and receiving general comments. *The members of each neighborhood group and the results of this collaborative effort during the meeting on December 12, 2006 are indicated on the pages below.*

*The next public meeting is anticipated in late winter, allowing time for the Advisory Group and the public to review the staff synthesis of the planning work from the December 12 and November 6 meetings, and the initial planning concepts for White Flint before presentations to the Planning Board for their consideration. Subsequent phases for the White Flint Plan are shown below:*

## **Next Steps**

The sequence for the White Flint Master Plan schedule is currently as follows:

### **Winter 2006/2007**

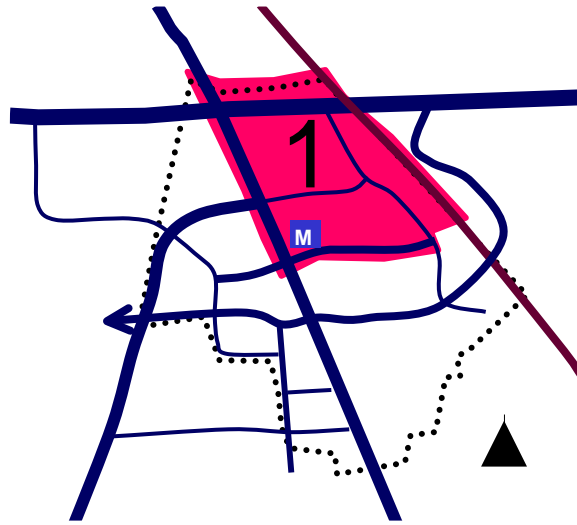
- Staff summarizes comments from Advisory Group and develops scenarios and recommendations
- Advisory Group Meeting to Comment on Proposals for Scenarios
- Staff Finalizes Scenarios and Recommendations
- Planning Board Discussion Item
  - Recommendations for Scenarios
  - Appointment of Advisory Group Steering Committee

### **Spring 2007**

- Staff Develops Staff Draft Document
- Advisory Group and Steering Committee Meeting to Comment on Initial Staff Draft Document
- Staff Finalizes Staff Draft Document
- Presentation of Staff Draft to Planning Board

# NEIGHBORHOOD GROUP ONE

## Northeast Quadrant



*Major Features: North Bethesda Town Center, Metro Station, Maple Avenue, The Gallery, The Sterling, Montrose Parkway and part of Nebel Street*

Residents	Development/Business Interest
Phil Robinson, The Gallery HOA Board	Mike Smith, LCOR North Bethesda Town Center
Karen Duvall, The Gallery, resident	Bob Stoddard, Washington Real Estate Investment Trust- Shopping Center on Nebel
John C. Alexander, Western Montgomery County Citizens Advisory Board	David Freishtat, Shulman Rogers... Law Offices
Matt Tifford, Randolph Hills Civic Association	Steve Robins, Lerch Early Brewer Law Offices
John Szczur, Wickford resident	Josh Wooldridge, Trammel Crow
Gary Houseknecht, Randolph Hills resident	William Holmes, White Flint Station (Toll Brothers)
Charles Berry, Garrett Park resident	
Scott Minton, Strathmore Court, HOC	STAFF: Kristin O'Connor and Rachel Newhouse

### Notes:

White Flint's Niche – brainstorming  
 Vision and Characteristics for White Flint  
 Action Proposals

## **Group One Notes:**

### **White Flint's Niche – brainstorming:**

- Value small businesses- make sure they are not forced out
- Focus on Transit – provide multi-modal opportunities (MARC, Ride-on, WMATA)
- Provide for a new transit node opportunity in the I-1 area near the CSX line.
- Provide a hiker/biker trail along CSX tracks
- Provide a new entrance to Metro at Old Georgetown Road and MD-355
- Make White Flint friendly to pedestrians
- Realign/straighten Nebel Street so that it is closer to the CSX line
- Make sure to remember pedestrians in redevelopment
- Remove parking from the Pike
- Bring buildings closer to the streets
- Realize that the new interchange at Montrose Parkway and Rockville Pike will have substantial impact on this area
- Make sure that the Plan considers the pre-release center during the planning process
- Provide more pleasant experiences for the pedestrian to walk along MD-355 such as the one created by the Sterling
- Protect neighborhoods from cut-through traffic. New traffic patterns could affect neighborhoods like Randolph Hills

### **Vision and Characteristics for White Flint**

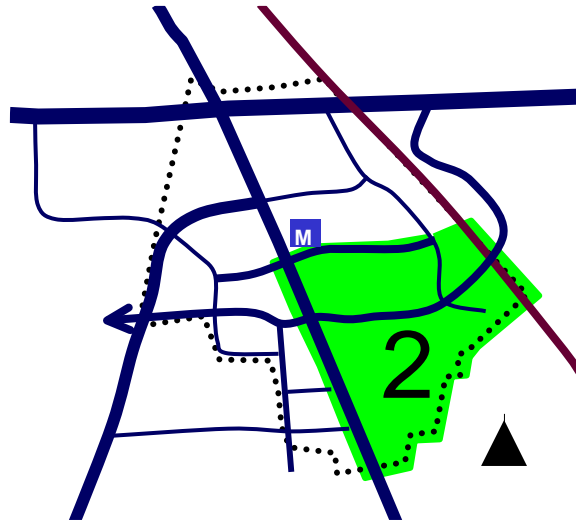
Neighborhood One/White Flint should be a vibrant, dense village destination with a mix of uses around the Metro hub that welcomes pedestrians.

- Need to establish a sense of place with a new name
- Provide the area as a destination
- Provide good pedestrian access
- Center the area around Metro
- Montrose will be a barrier
- Need to provide a map that shows the entire road network
- Like it or not, the focus is on the Pike
- Re-create the Pike modeled after Arlington Blvd.
- Create a village
- Create an experience along the streets
- Create a place like Eastern Market, where you can walk around and discover new things

### **Action Proposals**

- Create a parking District – BID like downtown Bethesda
- Provide maintenance to replace bulbs, collect trash, add landscaping
- Need new development zones
- Eliminate the FAR cap
- Maintain good views for existing buildings
- Provide for multiple heights to create visual interest
- Make sure the village does not develop to all high-rise buildings
- Need flexible zoning overlay so the vision can be implemented, zoning like the ones created for Shady Grove

## NEIGHBORHOOD GROUP TWO Southeast Quadrant



*Major Features: White Flint Mall, Nuclear Regulatory Commission (NRC), WMATA Bus Lot*

<b>Residents</b>	<b>Development/Business Interest</b>
Natalie Goldberg, Garrett Park Estates-White Flint Park Citizens Association	Peter Rosen, White Flint Mall, Lerner Enterprises
Daniel Hoffman, Randolph Hills Civic Association	Perry Berman, Jack Fitzgerald Auto Mall
Randy Auerbach, Town of Garrett Park*	Jennifer Nettles, Shopping Center next to Mall*
Mark Fortune, Strathmore Place HOA	Allen Kronstadt, Realty Investors and property on Boiling Brook Parkway
Michael L. Springer, Nuclear Regulatory Commission	Marc "Kap" Kapastan, Noland Property
Barbara Wilson, Bethesda resident	Lee Barnes, Nicholson Properties / Barwood Taxi
Lawrence Thrower, Kensington resident	Dr. John W. Bigelow, White Flint Dental Associates
	<i>STAFF: Judy Daniel and Leslie Saville</i>

*\*Absent from December 12, 2006 Meeting*

### **Notes:**

White Flint's Niche – Brainstorming  
Vision and Characteristics for White Flint  
Action Proposals

## Group Two Notes:

### White Flint's Niche - Brainstorming:

- Plan White Flint as a central place - a retail center, a commercial center, a Metro center.
- Currently housing without services, and areas of opportunities on the edge
- The history of the Pike is of Big Box Retail
- Compared to Bethesda or Tysons Corner: Bethesda has Metro but no mall, Tysons has a mall but no Metro
- Not necessarily a CBD, it has industrial and residential edges and is not as extensive as Bethesda or Silver Spring. (Reactions: it's inevitable that it will become a CBD. Housing is unbalanced)

### Vision and Characteristics for White Flint

- MD 355 should be special, but it is a commuter route and should include a transitway
- Bus rapid transit is an affordable option that could replace cars
- Sink the Pike, or add collector lanes for people doing errands
- Show the grade-separated interchange at Nicholson Lane in the current master plan.
- Congestion is a major issue, by addressing transportation we can address the rest
- Create more human, neighborhood-scaled options, make destinations
  
- For Randolph Hills and Garrett Park estates with many longterm residents: protect property values, keep and improve access for the community, protect them from traffic and loss of mobility
  
- The dental offices near the mall would like to expand and improve access for their patients, including better pedestrian access
  
- The Noland property has just been reviewed by the M-NCPPC Development Review Committee, and is required to make significant land dedication in order to develop
  
- The Common Elements list from the last meeting is a good list, and selecting the top three is difficult – but walkability will be very important
  
- The NRC has almost 3,000 employees and they need more ways for pedestrians to cross the Pike, so discuss underpasses and overpasses
  
- Strathmore Place has traffic concerns, and there is no retail within walking distance, which contributes to the traffic
  
- There were good things in the 1992 Plan so in this Plan make White Flint a CBD so that it can have a Parking District and a Maintenance District
  
- Countywide, 60 percent of the auto dealerships are on the Pike, perhaps in the White Flint area create an urban auto mall with parts of the operations moved offsite
  
- White Flint must be a regional shopping destination, where you can live, work, and own property
  
- The group should be planning for 20 to 30 years from now, planning for an urban center. Consider moving the sector plan boundary outward

- What is “urban”?
  - A mix of uses with more residential.
  - Having all of the amenities of urban *life*, being part of a city
  - Recognizing that transportation is key
  - Combining residential with supporting uses, such as grocery stores
  - A mini-city where you can live, work, and spend your leisure
  - A neighborhood, with street level retail
  - A walkable area that is a transit node (expand commuter rail)

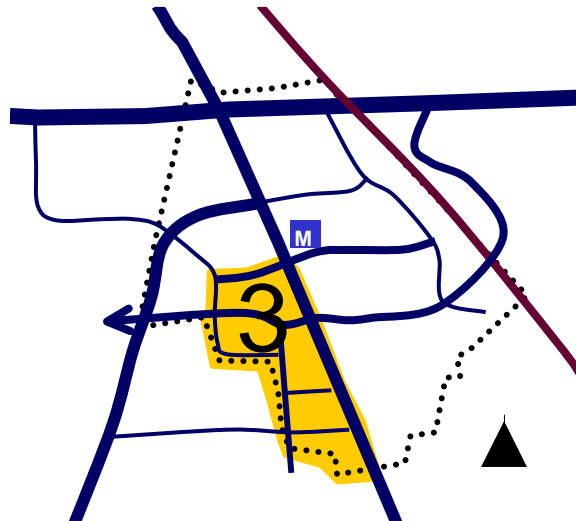
## Action Proposals

- White Flint should have a parking district like Bethesda
- The definition of transportation should include walking
- The White Flint Mall ring road should have a sidewalk
- There should be a sidewalk to the White Flint North shopping center
- The roads should be a web with safe connections for pedestrians, by creating local lanes
- Tie areas into the grid - carry Edson Road through to a grid
- The railroad tracks and MD 355 are barriers, need the ability to cross those barriers
- Consider a crossing of the railroad on Old Georgetown Road
- Improve the Mall circulation, you cannot go west from the Mall
- Plan for White Flint Mall site in 30 years
- White Flint must be a transit center with bus, light rail, a commuter train and Metro
- Land use should be flexible, but focus on transportation
- Consider how Metro will hold up in 30 years, given funding questions, design capacities
- Need a new MARC station
- White Flint should have multiple centers
- The Metro lot should become a shared parking garage
  
- Mixed-use communities of smaller neighborhoods around services like grocery stores
  
- Establish connectivity to Metro for pedestrians as a priority: Distances north—south on 355 are important for pedestrians who need more east—west connections
  
- Use the model of three walking circles from the last meeting, build strategically located parking centers within each circle so people can walk to multiple destinations
  
- Establish connections to all of the surrounding neighborhoods, but when considering connections, consider the history of crime when the access was better in the past
  
- Need parallel roads, a mini-grid carefully integrated with the surrounding residential neighborhoods and businesses
  
- Do not remove the grade-separated interchange at Nicholson on the master plan, and add interchanges where roads cross the tracks
  
- Fitzgerald Auto is a key parcel for this quadrant. Support connecting Executive Blvd. to Huff Court.



- The North Bethesda Transitway was once proposed as a monorail from Montgomery Mall to Rock Spring to Tuckerman Lane, consider other options including new technology such as light rail
- White Flint should have a program like Bethesda Urban Partnership to establish shuttles from Mid-Pike Plaza to White Flint Mall
- Must create an organization to establish transit and other elements - a transportation management district or urban partnership
- Priorities: Improve the road grid, more transit options, smart parking, minimize barriers at MD 355 and the railroad
- Economics drive land uses, need to provide flexibility for market changes over time – mixed-use zoning - but correct intensity of land uses is important
- Change MD 355 so that pedestrians can walk safely, bring stores to the road with sidewalks, put parking in garages or clustered or behind stores, remove surface lots
- Link Edson Lane to the Mall ring road to White Flint North, and Metro surface lots should become a parking garage for Metro and the public
- Consider parking garages against neighborhoods carefully—they might not be compatible if too tall
- A comprehensive transportation network is key for this area - a multi-modal network that includes sidewalks and bike paths, shuttle bus loops within the area, and a new MARC station, in addition to the existing Metro and bus networks
- Rockville Pike should have service roads for local traffic, need other parallel roads to minimize local traffic on Rockville Pike
- Build a tighter grid of streets with shorter blocks, and connect residential areas to retail and commercial areas in safe ways
- Add public parking garages located off MD 355 so that people can park and walk to multiple destinations

## NEIGHBORHOOD GROUP THREE Southwest Quadrant



Major Features: White Flint Crossing, The Wisconsin, The Grand, Woodglan Drive, Metro Pike Shopping Center (Stella’s Bakery & Kinko’s) and Metro Station

Residents	Development/Business
Paula Bienenfeld, Luxmanor Civic	John Kraus, JBG Companies
Kevin Pope, Town of Garrett Park	Evan Goldman, Holladay Corporation, Metro Pike Shopping Center
John Fry, Fallstone HOA	Barnaby Zall, law offices
Bea Chester, Old Georgetown Village, resident	Yvette Chisholm, real estate agent
Francis Koh, Luxmanor resident, Georgetown Road law office	
Tom Murphy, Wickford resident	
Dr. Alex Livnat, Wickford, resident	<i>STAFF: Sandy Tallant and Cherian Eapen</i>

**Notes:**

White Flint’s Niche – Brainstorming  
 Vision and Characteristics for White Flint  
 Action Proposals

## Group Three Notes:

### White Flint's Niche - Brainstorming:

- White Flint is not a single 'place' (focal point) – it is a series of 'places'
- Concession for people going 'green'
- Enjoy walking – enjoyment
- How do we provide incentives to redevelop
- Can there be frontage/service streets/roads that would parallel the Pike
- Transportation service has to improve
- The service road has to be pleasing
- Extension of Woodglen Drive to Old Georgetown Road as a fun street
- Trail could be extended
- Safe, efficient pedestrian access to Metro
- Should be able to get to the "fun places"
- A more environmentally friendly area
- An 'English Grid' – not cul-de-sacs
- Streetscaping
- Shops – Accessible
- Blocks are big – need connections
- Needs to be balanced in block sizes
- Connecting the blocks
- Use of recycled materials
- Can parking lots be more green to reduce heat transfer
- Impact of through traffic on residents/workers in White Flint
- Provide transit accessibility to all users
- Provide parallel streets to reduce traffic on the MD 355
- Manage available parking
- Provide safe crossings of MD 355
- Woodglen Drive should be wide enough to have park benches
- Look at pocket parks (small parks throughout the area)
- Park settings – park benches on sidewalks
- Pocket parks could be hard scape or active open spaces with cafes
- Identify who would use pocket parks
- Provide a small area with a large meeting place
- Need play areas for small children – relationship to residential areas
- Outdoor restaurants, seating, public performance, street acts
- Character of Woodglen Drive – rain gardens
- Parks areas
- MAC (Montgomery Aquatic Center) is greatly underutilized
- Underground utilities
- Creating a town
- Slow down traffic

## Vision and Characteristics for White Flint

### Characteristics

- Crossing MD 355 – ability to cross rather than being stranded in the median
- More time to cross
- No incentives along MD 355 now to slow down and look
- Create a comfortable place
- Provide priority to pedestrians
- Provide parking along the MD 355
- Want to change the character of the MD 355
- Look at the feasibility of providing a bypass for some of the MD 355 traffic
- Bike trail, a connectivity cross section
- Separate the bike trail from pedestrian traffic
- More green buildings could attract clientele who are environmentally friendly
- Re-examine cut through traffic issues (example: along Woodglen to Edson)
- Entry features with a mix of uses

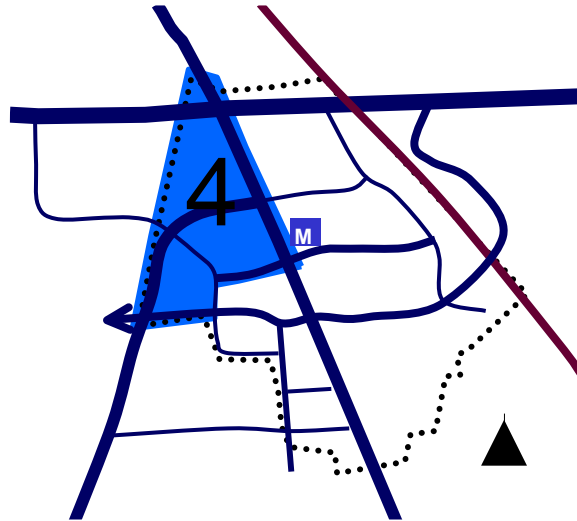
### Vision

- Green mixed-use urban village
- White Flint seems to be much more residential than other areas
- Mix of uses is important
- Take focus off Rockville Pike – spread traffic to other connected areas
- Take advantage of new development within White Flint to channel traffic and shift focus off of the Pike
- Green Parks walkable
- Connection of Area 3 to other areas, and establish MD 355 as a walkable, vibrant street
- Smaller blocks
- Retain the residential character while integrating other uses
- White Flint as a place to live, work, shop, and enjoy yourself
- Area 3 will be walkable, have green buildings, and have trails
- Area 3 will be a gateway for White Flint and its uniqueness will be as a place to work and shop, and it will have a restaurant district, and it will provide services to the surrounding residential area

### Action Proposals

- Metro needs to be connected – should be opened up to the center of White Flint
- Tax incentives to provide landscaping along the Pike
- Through traffic has to be addressed, there is a need for balance
- On Hillary Way behind Addies, rezone to allow townhouses
- Sink the Pike in a sub-grade level with access to service roads at select intersections to reduce traffic on the Pike, improving pedestrian circulation

## NEIGHBORHOOD GROUP FOUR Northwest Quadrant



Major Features: Mid Pike Plaza, Marriott Hotel/Conference Center, Aquatic Center, and Metro Station

Residents	Development/Business Interest
Carl Girshman, The Wisconsin and The Grand	Chris Weber, Federal Realty, Mid Pike Plaza
Suzanne Hudson, Garrett Park Estates-White Flint Park Civic Association	Rod Lawrence, JBG Companies, Marriott Hotel
Ed Rich, Old Farm Civic Association	Tim Dugan, VOB Car Dealerships
Peggy Schwarz, Executive Director, North Bethesda Transportation Center	Lenny Greenberg, Shopping Center opposite Metro Station
Miry Livnat, Wickford resident	Richard S. Cohen, Willco Companies
Aichan Jones, The Gallery resident *	Andrew Shulman, Greater Bethesda Chevy Chase Chamber of Commerce
Ken Hurdle, Luxmanor resident	<i>STAFF: Sue Edwards and Marion Clark</i>

\* Absent from December 12, 2006 meeting

**Notes:**

White Flint's Niche – Brainstorming  
 Vision and Characteristics for White Flint  
 Action Proposals

## **Group Four Notes:**

### **White Flint's Niche - Brainstorming**

- Rockville Pike becomes a Boulevard
- CBD – a microcity
- Walkability – a people place
- Socialization in real neighborhoods
- Physical integration of pieces
- Greenery – pocket parks, playgrounds
- Cars not visible – sink the road
- Good scale, human scale
- Good quality design and urban villages
- Pedestrian and bike destinations for neighborhoods
- Practical approach, not utopian
- Culture and art – vibrant lifestyle
- Create a Business Improvement District
- Livable and walkable
- Transit oriented, but safe
- Identifiable district, mixed-use

### **Vision and Characteristics for White Flint**

#### **Vision**

- Smaller blocks
- Metro access is a given
- Mixed-use urban village containing pocket parks
- Center and quadrants – Metro as the bulls eye, concentric circles
- Parking district – part metered/part monitored
- Towers along the boulevard – but stepped back (mixed support)
- Rockville Pike lowered – few crossings, change the character of Rockville Pike
- New York urban neighborhoods – villages, multiple focal points, gathering spaces, connect to bike trail

#### **Characteristics**

- Increased walkability, finer grain street grid
- Dispersed green space, not concentrated, creating a vibrant area for living and working
- Do not add pressure to schools and roads
- Create destination shopping, green space, walkability
- Need MD 355 cross streets and traffic mitigation
- Identify a signature piece of property for national model, make it green
- Making a CBD is alluring, but staging, phasing, execution are very important
- Cannot separate geographically the system and transportation
- Get North Bethesda Plan back on track, protecting the environment is important
- Turn MD 355 into a boulevard like Wisconsin Avenue.
- Create finer grain, small blocks, more open space, height is not a major issue
- Remake Mid-Pike Plaza using mixed-use, gridded streets

- Carving out a section of MD 355 called White Flint is difficult as the area from the Beltway through Montrose Road should be included
- Need a focus for the Town Center, similar to Ballston, Clarendon – Do not use suburban solutions to urban problems
- Need retail on Nebel Street, see the area as a neighborhood: walkable, live, shop, small pocket parks
- Reflect people - Pocket parks, great attention to architectural detail, safety for pedestrians, citywide sidewalks, trees - connect to the suburbs
- Create a vibrant walking community with bikes and trees, but need traffic mitigation, commuting options, walkability to Town Center
- Excited about urban development, high densities, activity, residential and retail around conference center
- Walkable series of neighborhoods, with more pocket parks, safe, walkability, wide (10 foot) sidewalks, trees
- Turn suburbs around, change MD 355 from a highway to a boulevard, provide smaller blocks, and add more open space
- Mixed-use, boulevard with trees, 24/7 life, gridded streets, create neighborhoods as district, like Bethesda CBD
- Walkability, street grids, Boston Commons rather than dispersed green space
- Concerned about pressure on infrastructure, excited about growth potential at White Flint Town Center, urban/shops/walkability

### **Action Proposals**

Specific actions not considered by the group