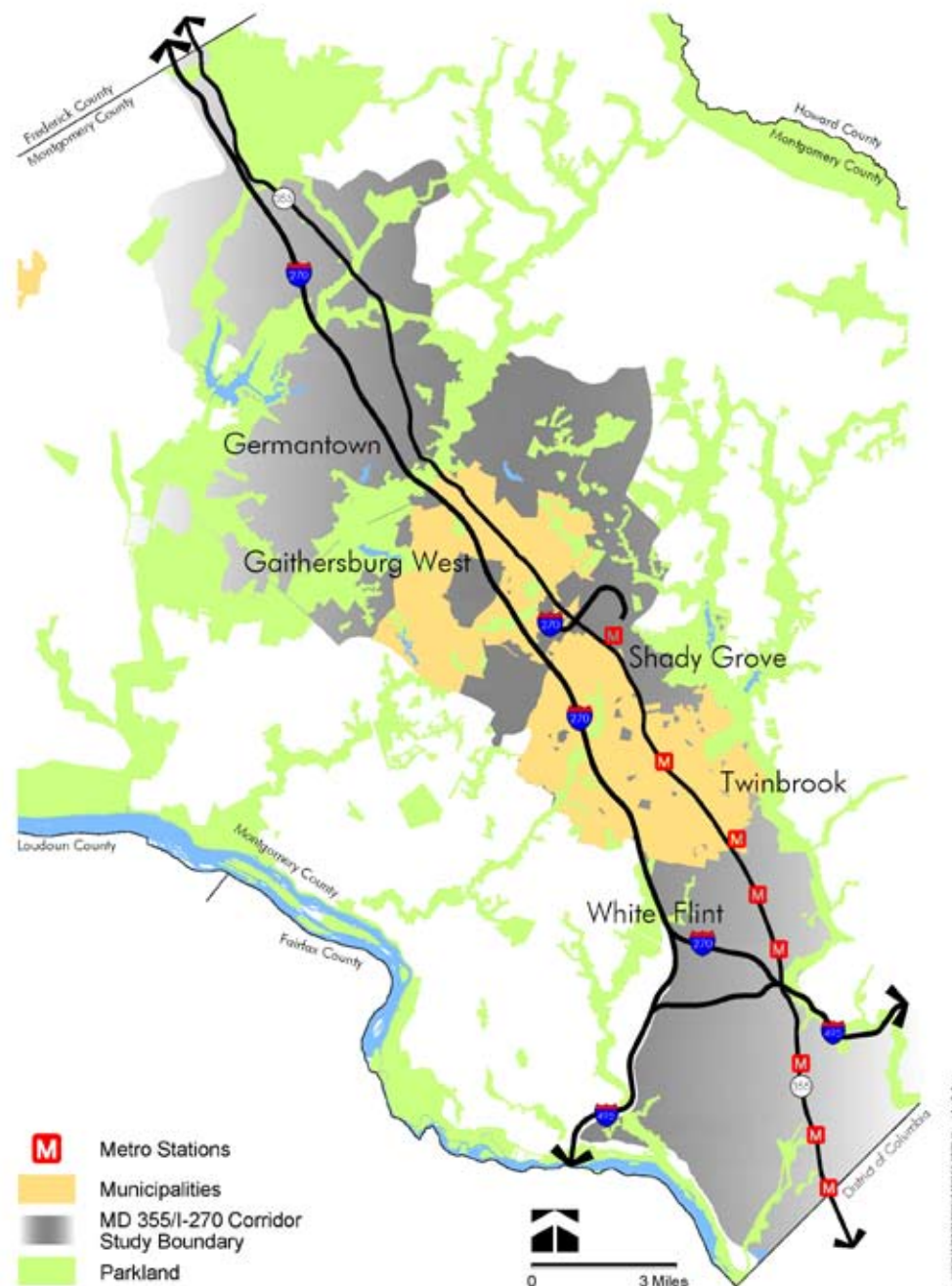

June 2010

White Flint

Urban Design Guidelines

Context

Montgomery County's General Plan envisioned urban centers along the I-270 corridor as places where compact, transit serviceable growth and employment opportunities could be concentrated. The County's Planning Department periodically undertakes sector planning efforts focusing on these areas, to serve as area-specific refinements to the vision outlined in the General Plan. The Urban Design Guidelines are companions to each sector plan, and provide greater detail for context-sensitive development to assist in the implementation of the Plan's vision.



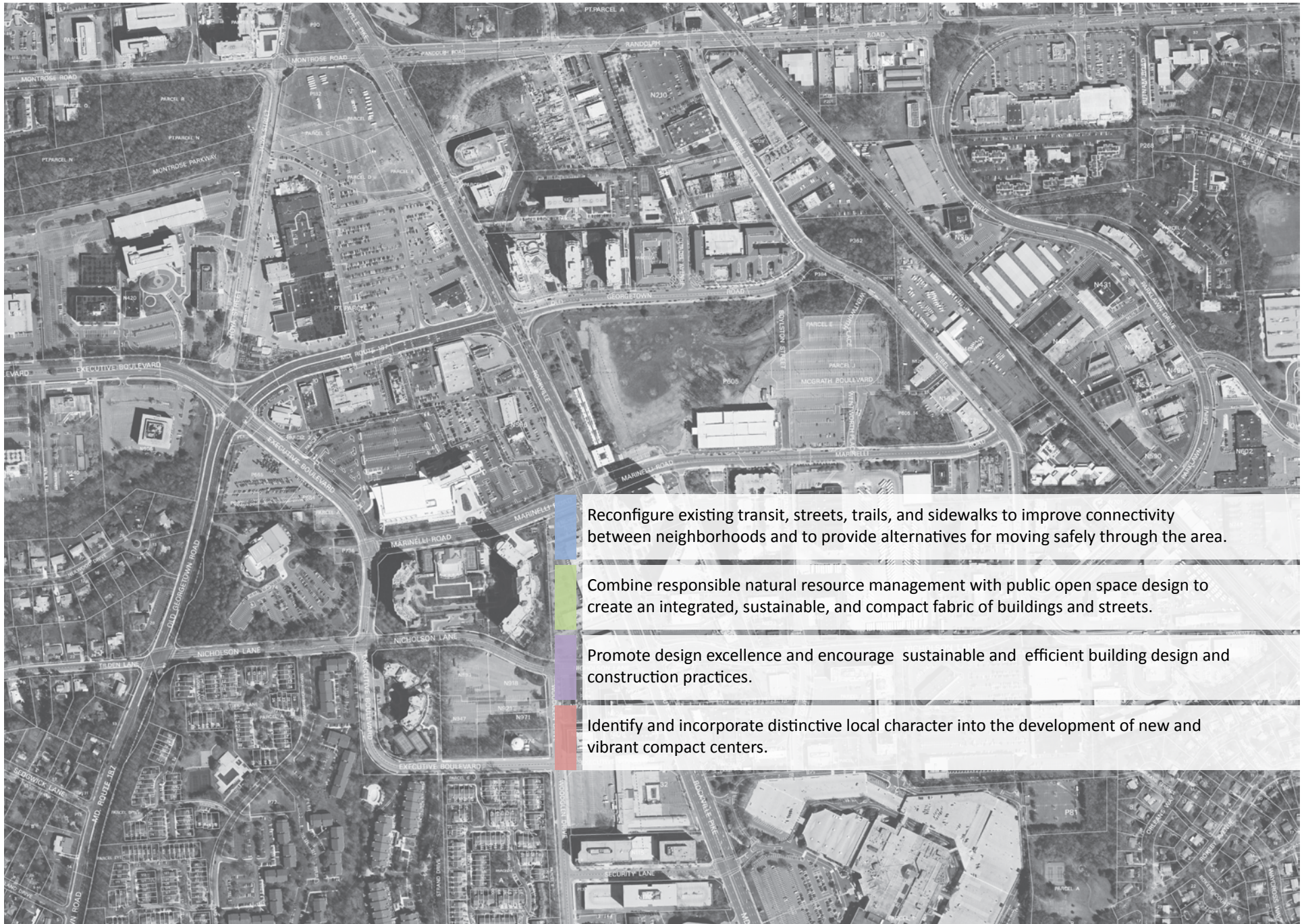
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How to Use the Guidelines

Urban Design Guidelines help implement the recommendations in approved and adopted master plans or sector plans. They provide information on how plan recommendations and Zoning Code requirements can be met, the area or district context for individual sites, and ideas about best practices in building and site design.

The planning process is structured in a hierarchy of decisions:

- Master and sector plan recommendations provide the vision for a specific area.
- Zoning Ordinance and other codes establish standards and regulations for development.
- Design Guidelines provide inspiration and suggestions to fulfill the plan's vision, and serve as a problem-solving tool.

The guidelines are developed through work with property owners, residents, institutions, interest groups, and Executive agencies. They are approved by the Planning Board for use by planning staff in developing and evaluating proposed building projects and other applications. They will be revised and updated as necessary.

With the exception of street standards and other specific recommendations included in the Sector Plan, the guidelines are not regulations that mandate specific forms and locations for buildings and open space. They illustrate how plan recommendations and principles might be met, and encourage applicants to propose designs that create an attractive and successful public realm.

The examples and case studies included are intended to frame discussions regarding building design in a flexible way without prescribing specific standards.

The 2009 White Flint Sector Plan is available online at montgomeryplanning.org/community/whiteflint

Principles

Connectivity

Environment

Design

Diversity

Vision

White Flint Sector Plan

The Plan seeks to unify White Flint around an urban core where active public spaces, streets, public parks, and plazas organize the built environment and give it character and style. This requires a connected street grid and a public open space system framed by buildings, creating walkable blocks with residences and local services. Increased pedestrian activity brings more people into the public spaces increasing safety for all.

The Plan guides how the parts fit together as development occurs. The Design Guidelines provide greater detail for context-sensitive development, to ensure implementation of the Plan's Vision.

The White Flint Sector Plan envisions a vibrant new urban center organized around the Metro station and along Rockville Pike (MD 355). The Plan's vision establishes policies for transforming an auto-oriented suburban development pattern into an urban center of residences where people walk to work, shops, and transit.



Bethesda Avenue, Bethesda, MD



The Adagio, Bethesda, MD



Mid-Plke Plaza Preliminary Public Use Space Concept

Design Objectives



Connectivity

Improve how people connect to transit, services, and entertainment, and open space by:

- establishing a grid of streets to improve access for vehicles, pedestrians, and bicyclists
- promoting continuous building facades along streets, to define and activate the public realm
- providing reduced vehicular speeds to increase safety
- improving safety at pedestrian crossings.

Environment

Reduce our impact on the natural environment by:

- creating walkable environments to reduce car use
- promoting innovative stormwater management techniques and reducing imperviousness
- promoting energy conservation and generation as a primary building and public space design consideration
- encouraging building massing distribution that improves air flow and access to natural light
- promoting the integration of sustainable components into the design of buildings and public places.

Design

Apply sustainable principles to the way we build and how we live by:

- promoting compact development and smarter buildings to reduce impact on the natural environment
- encouraging pedestrian activity by enhancing the connections between local institutions, services, open spaces, and transit.

Diversity

Create a true mix of choices in how and where we live by:

- recommending land use patterns that create a mix of homes, jobs, shopping, and public places
- recommending the creation of housing options that can accommodate a range of ages and family needs
- creating an attractive urban environment that will attract people of all ages, incomes and ethnicities.



Guidelines

Streets

White Flint Sector Plan

The key to transforming the area into a great urban place is re-configuring its mobility system. The existing street network will be reconstituted into a hierarchical grid system and the proposed new streets will form smaller grids that provide access into the new development. The transit system will expand to include local as well as circulator bus service and convenient pedestrian access.

Plan objectives include:

Hierarchical Street Grid

Establish a grid of streets to improve access for vehicles, pedestrians, and bicyclists.

Underground Utilities

Wet and dry utilities should be accommodated underneath the pavement or under the sidewalk paving, within right-of-way limits, and should be coordinated by MCDOT and utility companies.

Walkable Blocks

Create short blocks to expand pedestrian access, maximize building frontage, and increase sidewalk activity.

Walkable Rockville Pike

Transform Rockville Pike into an urban boulevard, lined with street facing buildings, a landscaped median, improved tree canopy, and safe crosswalks.

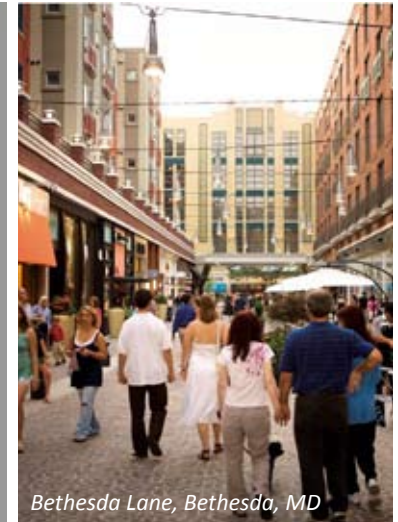
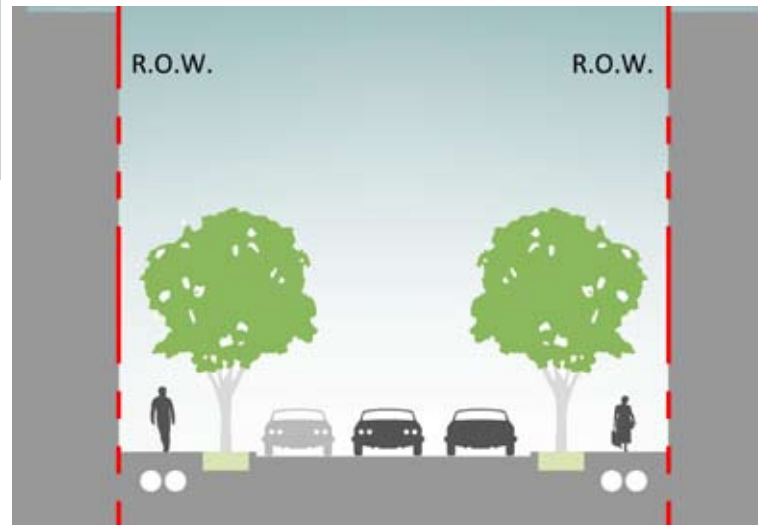
Safe Intersections

Recommend crosswalks at all intersections to improve pedestrian access and safety.

Road Code

The guidelines incorporate the Road Code's dimensional standards for street sections and describe street character that is not covered in the Road Code. **Except as provided in the Sector Plan, any deviation from the Road Code standards requires a waiver.** Final route and right-of-way details are determined through regulatory review.

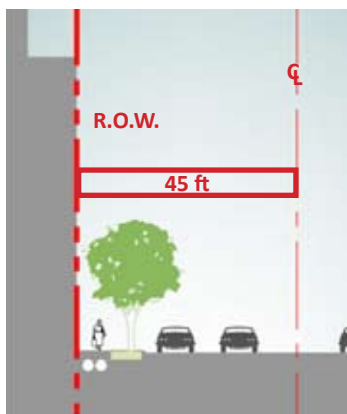
Local Streets



Local streets will expand the network of master planned streets to complete the finely grained grid of streets envisioned in the Plan to improve connectivity throughout the area. A priority of the Guidelines is establishing continuity in the public realm. Features for local streets might include:

- right-of-way of 60 feet or less
- streetscape components (sidewalk paving, tree spacing, lighting) compatible with adjoining public streets, and in conformance with MCDOT standards
- alternative roadway pavement materials (in conformance with MCDOT)
- ground floor active uses
- character elements to distinguish between neighborhoods
- limited on-street parking
- roadway width to be determined once streetscape requirements are met
- may be implemented as private streets, subject to the provisions in the Sector Plan.

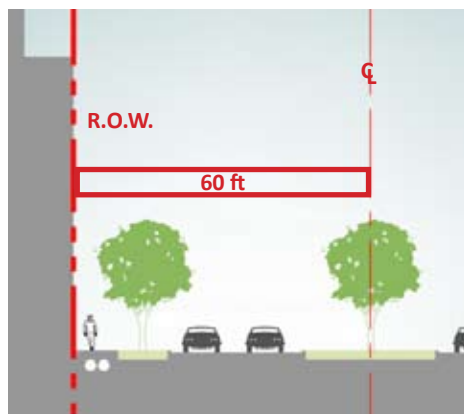
Nicholson Lane



Sector Plan
Min. R.O.W.: 90 ft
Lanes: 4

Guidelines
Parking: None
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: None
Street Wall: 42-60' H. max
Median: Turning lane

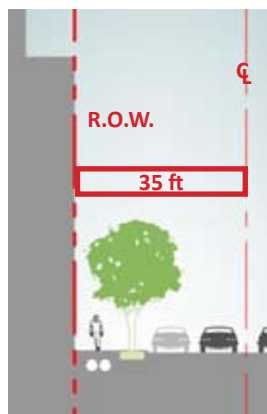
Old Georgetown Road



Sector Plan
Min. R.O.W.: 120 ft
Lanes: 4

Guidelines
Parking: Off-peak
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: None
Street Wall: 42-60' H. max
Median: Planted with turning lanes

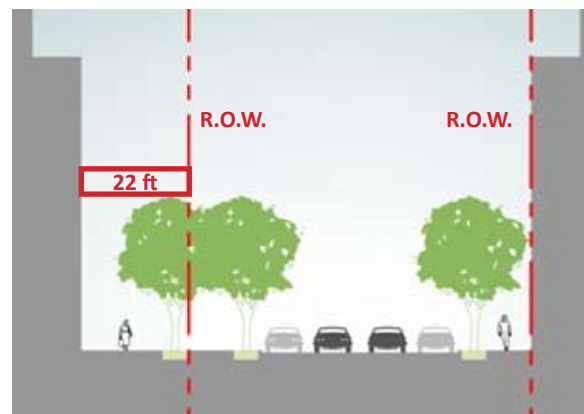
Business Street



Sector Plan
Min. R.O.W.: 70 ft
Lanes: 2

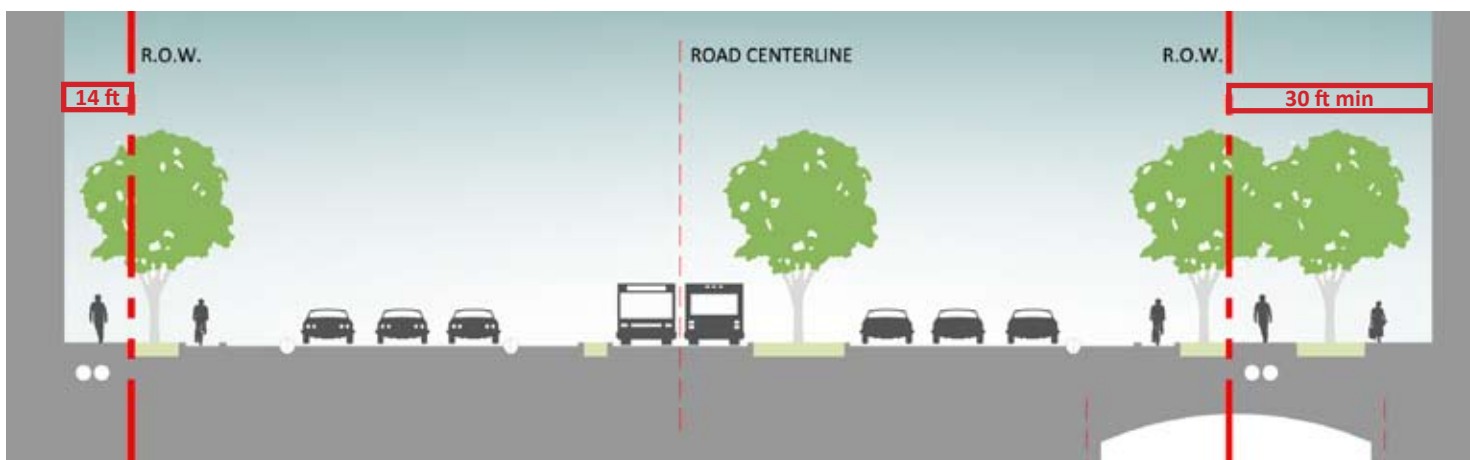
Guidelines
Parking: Both sides
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: None
Street Wall: 42-60' H. max
Median: None

Market Street



Sector Plan
Min. R.O.W.: 70 ft
Lanes: 2

Guidelines
Parking: Both sides
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: 22 ft north side
Street Wall: 42-60' H. max
Median: None



Rockville Pike

Sector Plan
Min. R.O.W.: 162 ft *
Lanes: 6

Guidelines
Parking: TBD
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: 14 ft west / Per WMATA
Easement east
Street Wall: 42-60' H. max
Median: Transitway/Turning Lanes/
Planted

* Might be revised to 150 ft after County Council's Public Hearing on Countywide BRT Study anticipated in 2011

Open Space

White Flint Sector Plan

Public Use Space

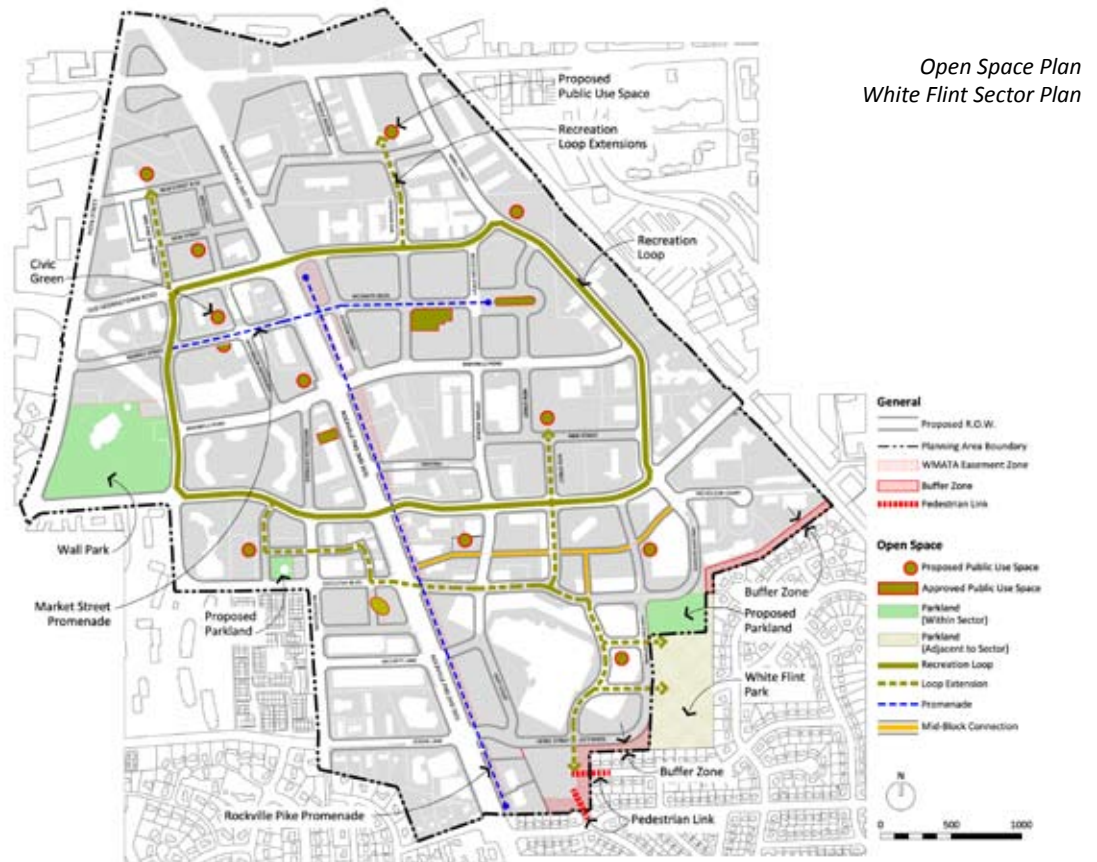
The Plan recommends a hierarchical open space system in which each space contributes variety in function and setting. A recreation loop connects the public use spaces, which include:

- an active urban park
- a central civic green
- urban plazas at each cluster of offices, residences, or shops
- a neighborhood green for each neighborhood
- private recreation space for each building.

A successful public space system is made up of a variety of spaces organized hierarchically; spaces of different size, use, and ownership. Large open green areas, frequent in suburban landscapes, are supplemented by smaller spaces in an urban environment. The White Flint public space system will provide a range of public spaces to meet a variety of needs. As the area develops, it is critical that meeting the public use space requirement works toward creating active urban places. Location and orientation of open space must reinforce the goal of creating spaces fronted with active uses.

All public use spaces should include (but not be limited to) some of the following design elements:

- high visibility from sidewalks, streets, and buildings
- accessible to all
- sustainable design – native plants requiring minimal maintenance, rainwater for natural irrigation
- opportunities for shade or sun, with water elements and wind protection
- range of active and passive uses with the necessary infrastructure to promote flexibility
- opportunities for art
- integration with adjacent public rights-of-way.



Objectives

- *Encourage consolidation* - With the exception of public use spaces designated by the Sector Plan or spaces that are part of already approved development, locations shown on the map above are suggestions of where neighborhood public use spaces could be located. The Guidelines recommend consolidating the space allocated by individual properties to meet zoning public use space requirements in locations central to each neighborhood to create substantial urban spaces for public use. Actual locations will be determined during the development review process.
- *Create pedestrian priority places* - Vehicular intrusions should be limited to maintenance or security vehicles, or to service vehicles required for programmed events.
- *Provide accessible spaces* - While neighborhood public use space should include large areas that can be programmed for special events, priority should be given to create substantial areas for unprogrammed use by residents, workers, and visitors.

Active Public Urban Park

New facilities will be identified and prioritized during the update of the Facility Master Plan for Wall Park. Design features should include (but not be limited to):

- improvements to the Aquatic Center
- co-location of a recreation center in conjunction with the expansion of the Aquatic Center
- preserving existing trees and an augmented tree buffer zone along Old Georgetown Road and Nicholson Lane
- pedestrian access to streets and sidewalks on all sides of the park
- relocating the existing surface parking for the Aquatic Center as adjacent properties are redeveloped.



Montgomery County Aquatic Center

Central Civic Green

The Central Civic Green will be a public park in the Metro West District, on the same block as the Conference Center. This space will be designed for both individual enjoyment and large public gatherings. Design features should include (but not be limited to):

- one to two acre area
- flexible space for a variety of public gatherings
- ability to close adjacent streets for special events
- lighting and seating
- exploring options to co-locate a building of exceptional design to house a library and a regional services center adjacent to the Civic Green
- integration with the Market Street Promenade.

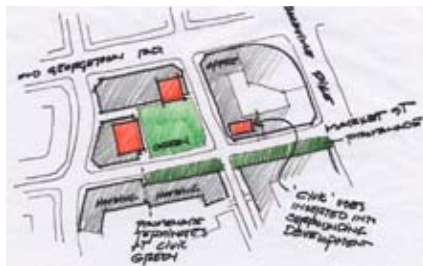


Rockville Town Center, Rockville MD



Boston Public Library, Allston MA

White Flint Civic Green Studies, M-NCPPC Staff



Worldwide Plaza Square, New York NY

Open Space Types

Urban Plazas

Privately developed public use space integrated into commercial or mixed-use development. Design features should include (but not be limited to):

- no minimum or maximum size or programmatic requirements
- surrounded by building walls with ground floor activating uses on at least two sides
- mostly paved--pervious surfaces are encouraged
- visibility from adjacent sidewalks, streets, and buildings
- trees and a variety of seating options.



North Bethesda Market, Rockville MD

Neighborhood Greens

Privately developed public use space provided as part of the public use space requirement that will serve as focal point for gatherings and informal activities in mostly residential areas. Design features should include (but not be limited to):

- grass and trees
- meaningful public use space with a minimum size of 1/4 acre (larger when feasible)
- flexible space for a variety of uses with focal points and softer areas
- connections to the public use space system.



Discovery Plaza, Silver Spring MD

Private Recreation Space

Roof gardens, recreation rooms, balcony/terrace/deck/patio, or day care facilities provided by individual properties for the use of building occupants. Design features should include (but not be limited to):

- common indoor and outdoor spaces for resident use included as part of development
- options for group and individual enjoyment



The Metropolitan, Bethesda MD

Recreation Loop

The Recreation Loop is a continuous recreational pathway connecting public use spaces to the Civic Green and Wall Local Park. It will be identified primarily by a signage program recommended by the Sector Plan as eligible for amenity fund support. Elements may include:

- wayfinding components orienting pedestrians to points of interest and transit, and to regional trail connections (i.e., The Bethesda Trolley Trail)
- identifiable paving at crossings of the Loop and major streets such as Rockville Pike
- signature landscape elements
- integration with adjacent bikeways on segments where both occur alongside each other (i.e., north side of Nicholson Lane, west side of Nebel Street, and south side of Old Georgetown Rd/MD 187).



Path Signage, ICT, Indianapolis IN



Pear Trees along Fifth Avenue, Brooklyn NY



MTA Wayfinding Medallions, New York , NY



Street Crossing Paving, ICT, Indianapolis IN

Buildings

White Flint Sector Plan

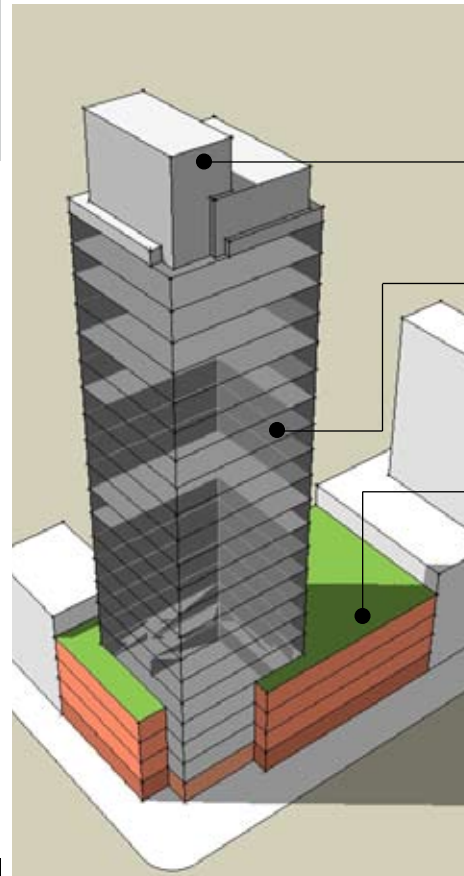
Buildings in urban settings combine horizontal elements - the podiums - and vertical elements - the towers - to provide variation, interest, and rhythm along the streetscape.

The maximum building height in the White Flint Sector Plan is 300 feet nearest the Metro Station. Elsewhere in the Plan area, recommended building heights range from 50 to 250 feet. Building heights should reflect existing conditions where existing building heights may be 40 feet or lower. Buildings should be sited and designed with sensitivity for their effect on light, shadow, and air circulation for the occupants of those and neighboring buildings.

Building heights and distinctive architecture should accentuate important intersections along Rockville Pike. Within each district, signature buildings near the maximum height are allowed and desirable to create gateways or focal points.

Building design can enhance pedestrian activity. Building components can work together to ensure that public spaces around buildings create a quality of place. Design features should include:

- *build-to lines* that establish minimum setbacks from the right-of-way where a percentage of the ground floor frontage must be located
- *podium heights* that define the pedestrian level space. The podium is the lower massing component of a mixed-use structure, located closest to the street. It is the tallest part of a building the pedestrian can see. In White Flint podiums should be at least three to five floors of active uses
- *stepbacks or podium setbacks* that distance the taller component of a building into the property to separate it from the podium, reducing the impact of its scale on the pedestrian space below. Subject to the CR incentive guidelines, this distance should generally be a minimum of 10 to 15 feet.
- *reduced floor plate sizes* for the taller building portions, to minimize the structure's perceived bulk.



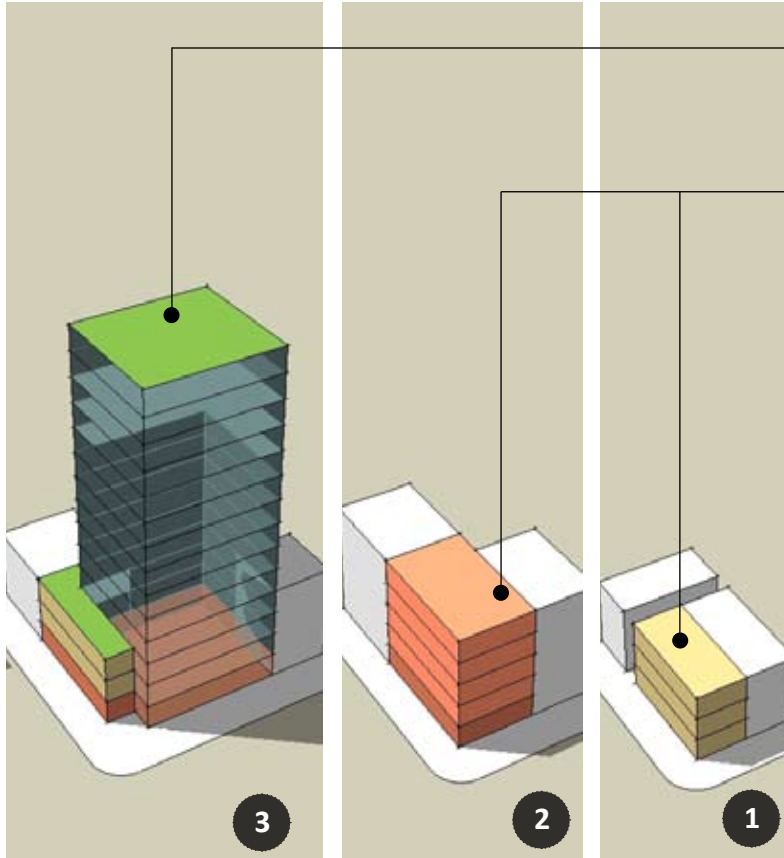
1. Building Tops - Distinctive building tops are encouraged in towers reaching maximum height levels, or depending on the prominence of their location.

2. Towers - Any portion of a mixed-use structure extending above the podium floors. Towers can accumulate density and still allow for light and air flow. They should be set back or located to reduce their impact on the streets below. Maximum height: 300 feet - see district diagrams for locations.

3. Podiums - The lower floors of a mixed-use structure. This part of the structure should establish continuity with adjacent buildings. Height will vary from three to five stories, depending on location.

Building Components

Mixed-use structures should have a lower component (podium) that will define and contain the street and a taller component (tower), to concentrate density vertically.



Larger Buildings: Podium heights should range between three and five floors, and connect or transition to adjacent buildings

Smaller Buildings: Maintain continuity with adjacent building podiums, and use their lower scale as a transition to adjacent, lower density neighborhoods

- 1. Transition Buildings**
Residential
3 Stories
35 to 48 feet high
- 2. Mixed-Use Buildings**
Retail ground floor
Office or residential above
3 to 5 stories high
- 3. Tower+ Base Mixed Use**
Retail ground floor
Office or residential above
3 to 5 stories high
100 to 250 feet high tower

Mix of Building Types

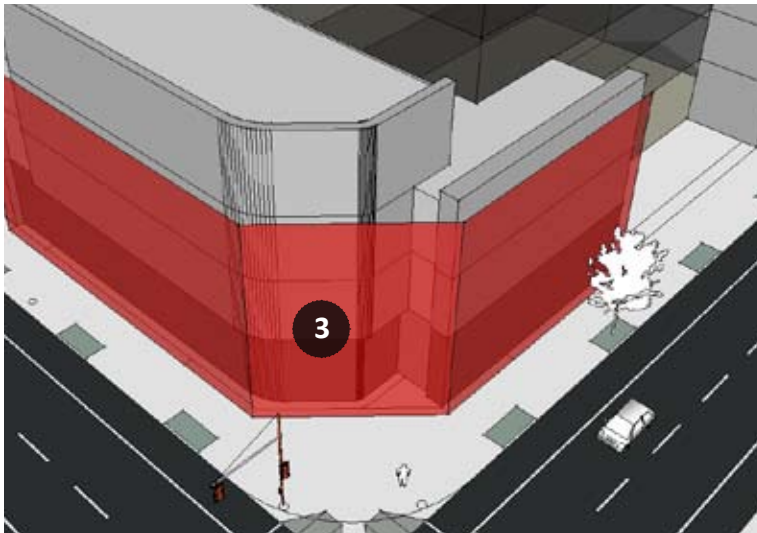
Various building types combine to form a single urban environment. Compatibility between building components in adjacent structures is important to establish continuity in the urban realm.



1. Podium Height -Range between three and five stories. Active ground floor uses where feasible will be a priority to establish a successful pedestrian realm.

2. Street Wall - Permit breaks along street walls on block frontages 200 feet or longer. Breaks should be away from block corners, and discouraged on retail priority streets.

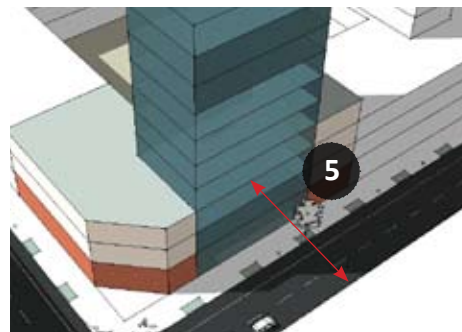
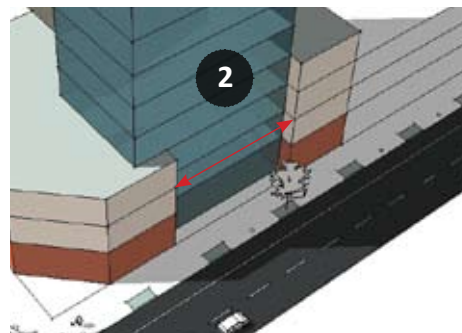
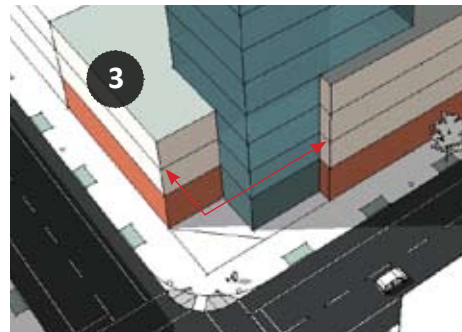
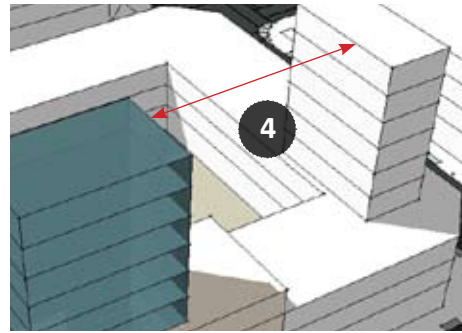
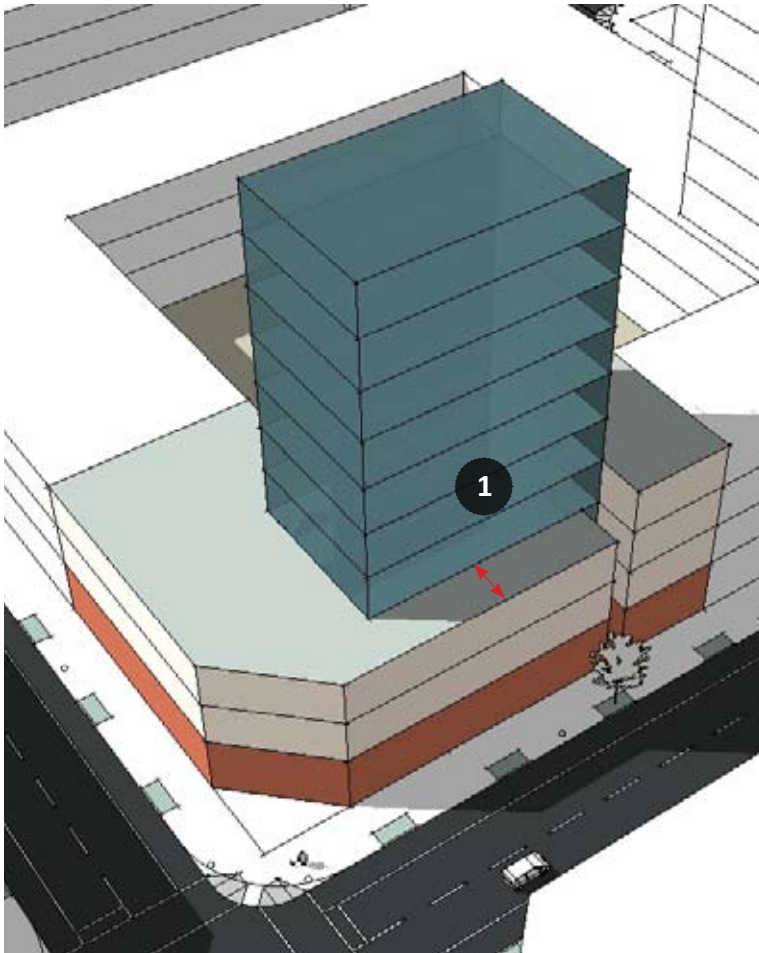
3. Podiums - Podiums should meet build-to lines at corners. Facade articulation is strongly encouraged.



Building street wall to meet build-to line

Street Defining Buildings

Pedestrian priority streets are defined by consistent street walls. Building podiums should meet build-to lines on both sides of the street where indicated on district maps.



1. Setback - Encouraged on streets with right-of way of 70 feet or less. Amount of setback shall be determined by building's structure, but should be no less than 10 feet.

2. Street Wall Recess - Tower full height may be fully expressed at street level if related to a frontal open space or setback from right-of-way.

3. Corners - Tower full height may be expressed at corners, as part of building articulation. Street wall continuity must be maintained through articulation.

4. Tower Separation - Separation between adjacent towers is encouraged to allow for natural light and air flow.

5. Tower Alignment - Tower face may align with podium face along streets with right-of-way 80 feet or greater, or as needed to achieve market size floorplates on limited size parcels.

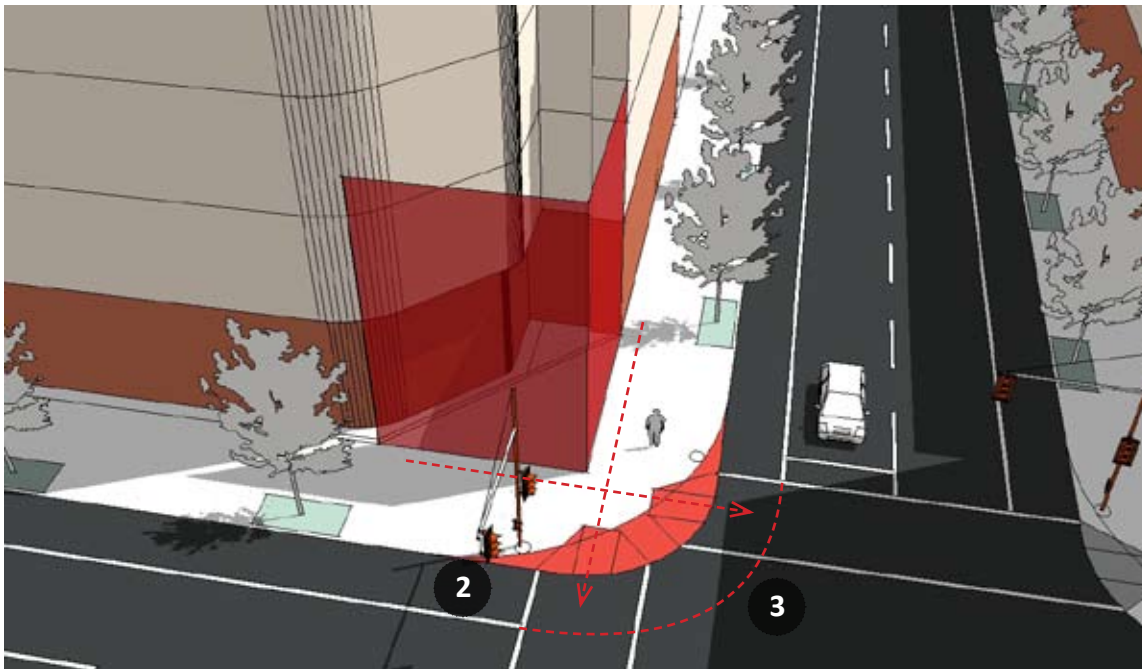


Building Towers

Location of building towers should be carefully considered to reduce their visual impact on pedestrian priority streets.

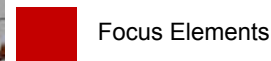


1. MCDOT - Highlighted area indicates sidewalks and required corner truncation per MCDOT standards at the intersection of two hypothetical streets (30 foot radius shown). This standard requires a single handicapped ramp (not shown) oriented toward the center of the intersection.



2. Design Guidelines - Guidelines recommend a tighter corner radius (15 feet shown), a double ramp at the corner, and waiving the truncation requirement in most urban streets. Ramps should align with pedestrian travel paths and street crossings.

3. Vehicle turning radius - After clearing on-street parking, effective turning radius should be 30 feet in the recommended configuration.



Urban Corners

Urban street corners should be designed to preserve pedestrian safety and to accommodate public safety and other service vehicles.



Bethesda Row, Bethesda, MD



Focus Elements

Retail Corners

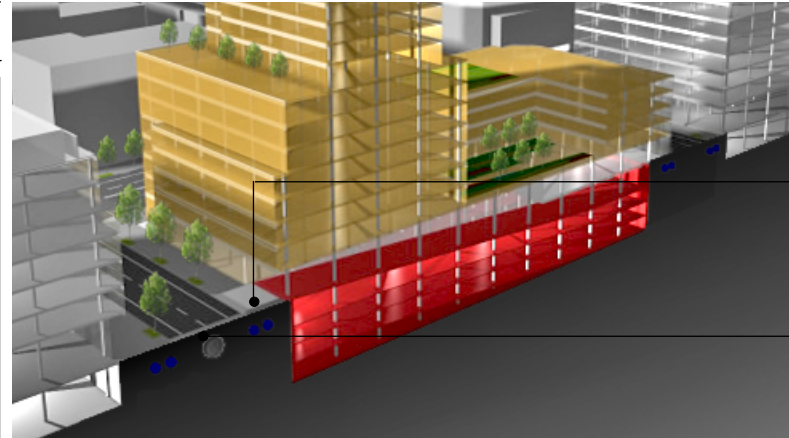
Establish block corners with architectural articulation and activating uses. While market forces will dictate actual locations where retail operations are feasible, anchoring key block corners by including activating uses such as retail is encouraged.

Parking

White Flint Sector Plan

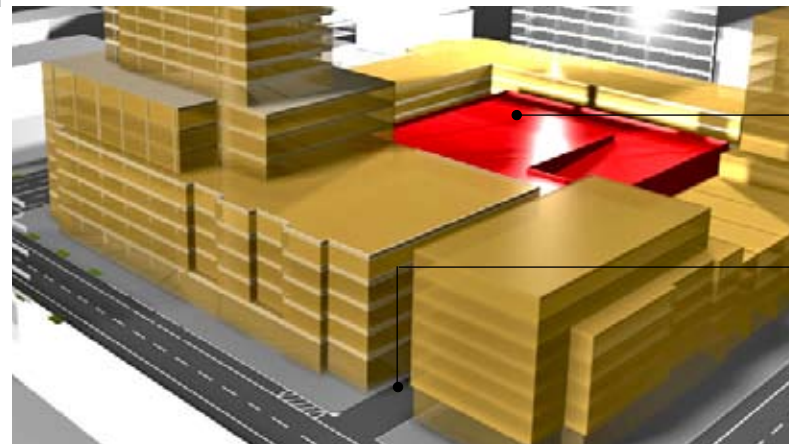
Parking Management

- Encourage provision of public parking by private development through incentives in the CR Zone
- Establish a parking management authority to assist in the management of parking demand and promote shared parking efficiencies, particularly relieving the requirement for smaller properties to self park. Public/private parking agreements should be encouraged as private properties redevelop.



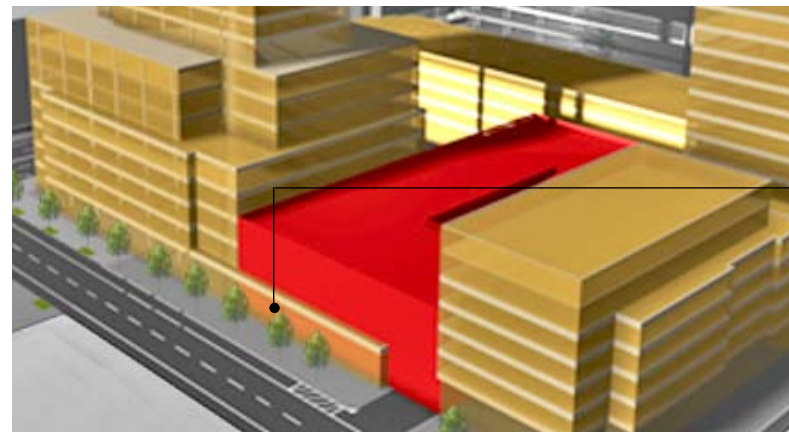
Narrow Entrance
Minimize width of entrance and egress lanes.

Access off Side Street
Provide side street access to minimize traffic impact



Wrapped Parking Deck
Place garage centrally within the block

Access off Alley
Minimize curb cuts, provide garage access from alley

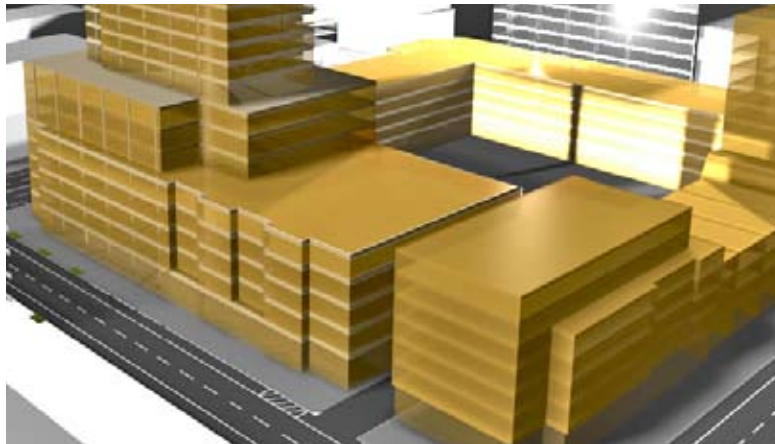
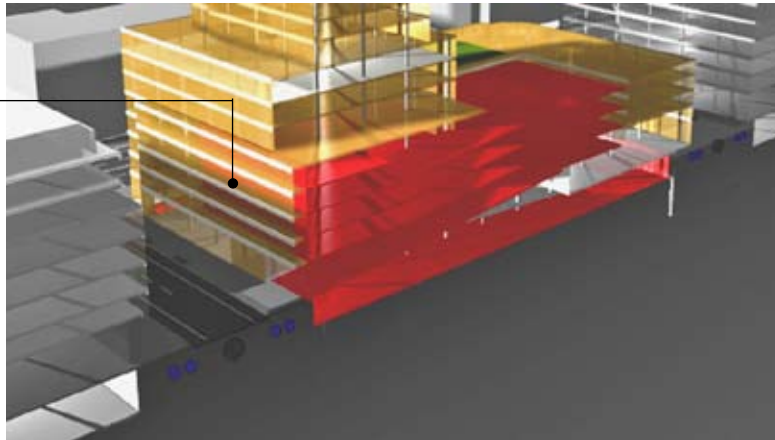


Minimize Street Exposure
Reduce the amount of the garage facade facing the street.

Ground Floor Frontage
If possible, activate ground floor with retail or other uses.

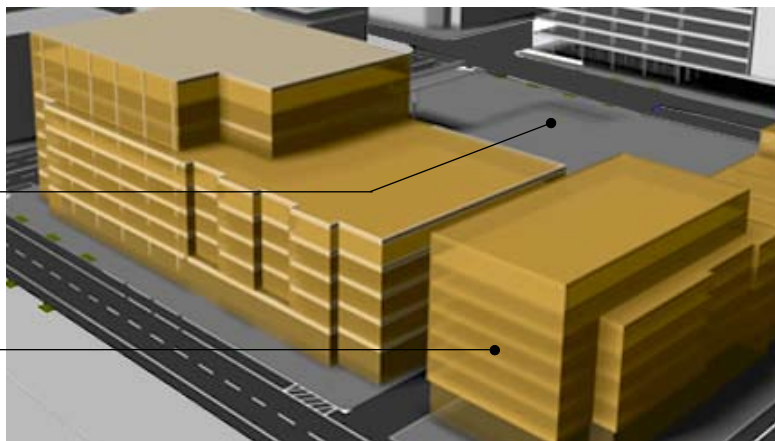
Integrated Building Facade

When building above structured parking, garage and building facade should be compatible.



Access off Side Street

Provide side street access to minimize traffic impact



Parking Behind Building

Significant frontage shields cars from primary view points.

Building Anchors Corner

Building prominently located at point of highest visibility.

Parking Best Practices

Projects should seek to comply with the applicable parking best management practices.

Underground and Structured Parking

Parking should minimize its impact on the pedestrian environment and public realm.

- Locate entrances and exits on an alley or business district street.
- Buildings above structured parking should make facades of the garage portion of the building compatible with the rest of the structure, in order to enhance the overall architectural quality of the building
- Minimize the width and height of driveways and entrances.
- Where possible, combine loading dock and garage access.

Surface Parking

Locate parking on the back or side of building, with the building fronting the primary streets and sidewalks.

Additional Objectives

Facade Articulation

Facades should be articulated to promote pedestrian activity and enhance overall urban environment.

1. Ground floors should incorporate a building's most public and active spaces.
2. Facade organization should allow for active ground floor uses to be visible from the street. Retail frontages should be as transparent as feasible. Avoid long stretches of blank walls; if required, provide articulation to minimize their impact on the pedestrian realm.
3. Provide vertical articulation along street walls to reduce their visual length.
4. Design building entrances to be prominent elements in the street frontage.



Sustainability

Design new buildings to optimize energy performance and resource conservation. All new development should obtain the highest possible LEED certification.



- Wind generally accelerates down the face of a building; building podiums should divert downward winds before they reach pedestrian areas.
- Long base walls can create a wind tunnel effect unless building elements are provided to interrupt and disperse the wind flow.
- Wider spacing between building towers allows for sunlight to reach between buildings.
- Tall buildings with narrow floor plates will cast longer shadows that move faster across any single point on the ground, reducing the impact of the building on adjacent pedestrian areas. Encourage taller narrower buildings that have less impact than wider, shorter buildings of similar floor area.
- Anchoring street corners should be an integral building function.

Design Excellence

Design Strategies

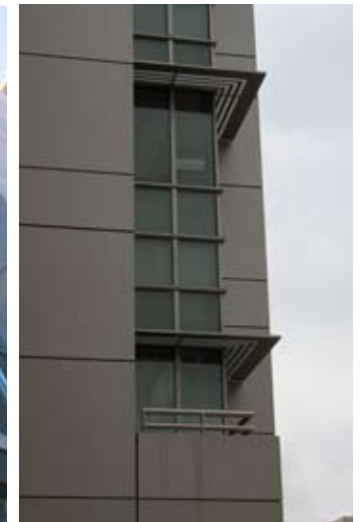
- Innovative use of building materials is encouraged.
- Create exterior wall systems that improve building performance.
- Encourage the pursuit of excellence in the design of all public structures.

To achieve the Plan vision, high quality architectural design is encouraged. Good design enhances building sustainability, as more people will choose to live in attractive and accessible structures. This is especially important in the early stages of White Flint growth, when it will compete for users with more established areas in the region.

To achieve this, a diverse building product is encouraged to attract the growth that may otherwise go to other jurisdictions. Contemporary design, loft structures, and innovative materials can advance the cause of better design.

Pad lot parcels should no longer be viewed as sites for single-story chain stores. The architecture of these uses should fit in with the vision outlined in the Plan.

To achieve better design, discussion between Planning staff and property owners should begin early in the design review process. Buildings should always be considered in the context of the street and established design goals for the Plan area; owners should consider these goals when potential tenants are courted.





Metro West



Metro East



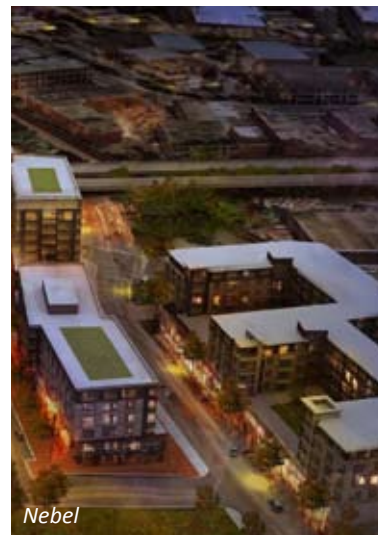
Mid-Pike Plaza



NoBe



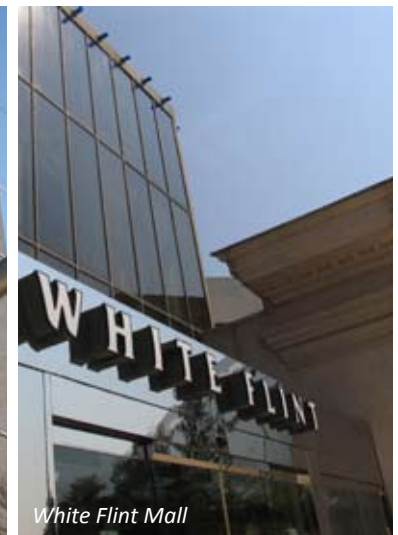
Maple Avenue



Nebel



NRC



White Flint Mall

General Notes

Streets

1. Refer to guidelines for **Streets** (page 10) for general guidelines regarding urban streets, local streets, and parking
2. Guideline recommendations within the public right-of-way require coordination with the Montgomery County Department of Transportation.
3. Local streets should be compatible in character with business streets, and be constructed to similar standards.

Open Spaces

1. Refer to guidelines for **Open Space** (page 12) for general guidelines regarding privately developed public use space that serves as neighborhood gathering space.
2. The Plan may recommend a certain amount of open space to be allocated for neighborhood open space, as part of the open space required by zoning.

Buildings

1. Refer to guidelines for **Buildings** (page 16) for general guidelines regarding location of street walls along built-to lines, building mass distribution, facade articulation, and urban corners.
2. Locate maximum building heights along Rockville Pike, closest to the Metro Station (see district diagrams).
3. Prioritize the establishment of consistent street walls along public streets. Character at adjacent streets should be compatible.
4. Consider signature structures or significant building features at prominent locations.

White Flint Sector Plan

The Sector Plan describes White Flint as a mixed-use urban center of eight districts: Metro West, Metro East, Mid-Pike, Nobe, Maple Avenue, Nebel, NRC, and White Flint Mall.

- Metro West and Metro East Districts form the core of White Flint at the Metro Station
- Mid-Pike District is envisioned as a regional marketplace
- White Flint Mall District has the greatest potential for a series of new neighborhoods, including transit oriented development centered at the proposed MARC station
- Nobe District's five blocks contain existing office development and new mixed-use development
- NRC and Nebel Districts will house long term public uses such as the Montgomery County Pre-release Center, Washington Gas, and the Nuclear Regulatory Commission
- Maple Avenue has potential for mixed-use development that includes signature structures that can serve as the area's northern gateway

All districts have potential to unify existing and new developments into a more coherent urban pattern, and create new neighborhoods.

Districts

Metro West District



Boundaries

North - Old Georgetown Road between Rockville Pike and "Old" Old Georgetown Road
 East - Rockville Pike between Old Georgetown Road and Nicholson Lane
 West - "Old" Old Georgetown Road between Old Georgetown Road and Nicholson Lane
 South - Nicholson Lane between "Old" Old Georgetown Road and Rockville Pike

Features

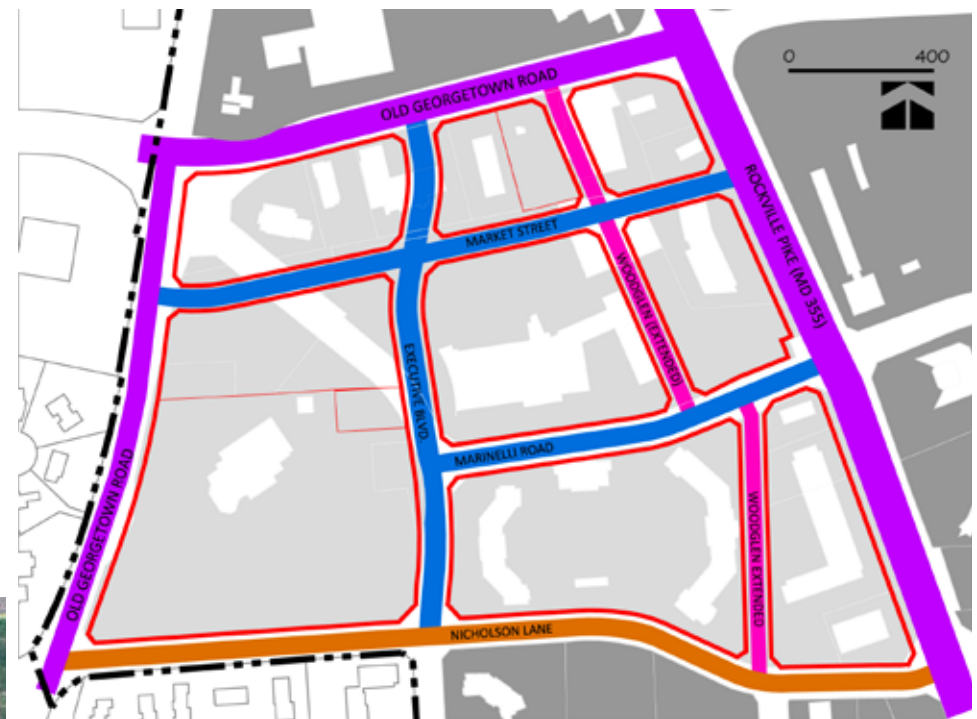
North Bethesda Conference Center
 Wall Park and the Aquatic Center
 The Wisconsin and The Grand apartments

Area

54 acres (approximately)



Streets



1. Allow for on-street parking along both sides of new business streets, and along Old Georgetown Road (to be approved by MCDOT and MCFRS).
2. Realign Executive Boulevard to meet Mid-Pike spine street to the north.
3. Create Market Street running east-west, north of the Conference Center. Allow for a 22-foot setback from the public right-of-way to create the Market Street Promenade.

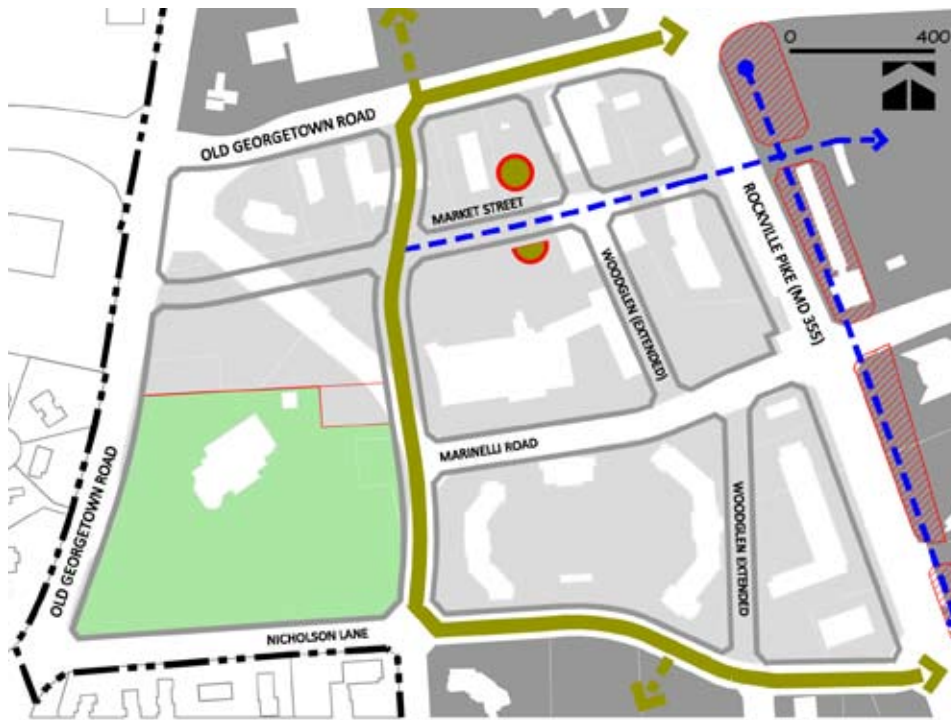
General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary

Streets

- Highway
- Business
- Arterial
- Local

Open Space



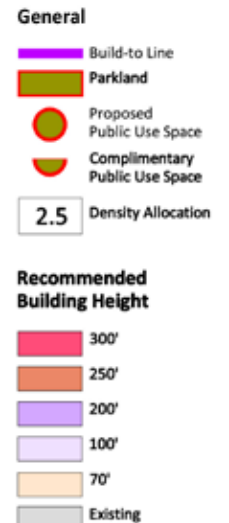
1. Allow space along Executive Boulevard, Old Georgetown Road, and Nicholson Lane for the inner ring of the Recreation Loop.
2. Use setbacks along northern edge of Market Street for the Market Street Promenade.
3. Coordinate Promenade with final location of the Civic Green.
4. Provide signage as needed to indicate connections between the Loop and its extensions into neighboring districts.



Buildings



1. Taller building components should be concentrated close to the Metro station.
2. Locate and size taller building components to reduce the impact of their shadows on streets and public use spaces.
3. Lower building components should meet build-to lines in areas shown. Smaller pocket urban spaces and facade articulation are encouraged, and will be reviewed during the development review process.
4. Provide a building of exceptional design adjacent to the Civic Green to co-locate a library and a regional services center.
5. Co-locate a recreation center in conjunction with improvements to the Aquatic Center.



Metro East District



Boundaries

North - Southern boundary of Maple Avenue district
 East - Nebel Street between Marinelli Street and Maple Avenue
 West - Rockville Pike between Marinelli Street and the southern boundary of Maple Avenue District.
 South - Marinelli Street between Rockville Pike and Nebel Street

Features

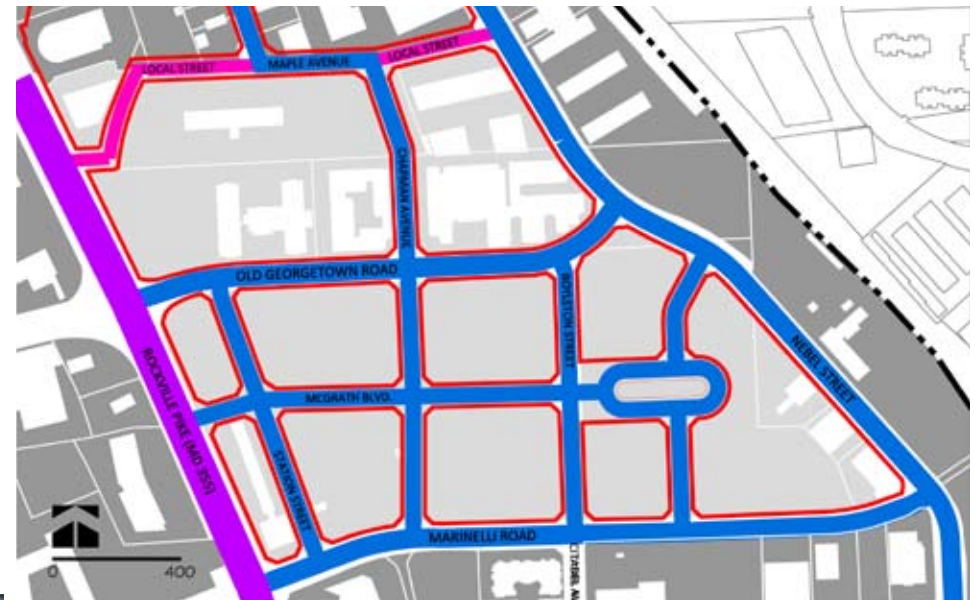
White Flint Metro Station
 Market Street will run east-west through the center of the district.

Area

53 acres (approximately)



Streets



1. Coordinate new streets around the Metro station with proposed northern Metro entrance work.
2. Ensure continuity of streetscape around district's perimeter.

General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary
- Retail

Streets

- Highway
- Business
- Local

Open Space



1. Coordinate continuity of the recreation loop around the district, and its alignment with segments adjoining neighboring districts.
2. Coordinate Promenade along McGrath Boulevard with the Market Street Promenade on the western side of Rockville Pike.
3. Provide termination for the Rockville Pike Promenade in coordination with proposed new Metro station northern entrance.

General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary

Open Space

- Approved Public Use Space
- WMATA Easement
- Recreation Loop
- Loop Extension
- Promenade

Buildings



1. Activating uses should line areas designated as build-to lines to ensure pedestrian activity along the outer perimeter of the district.

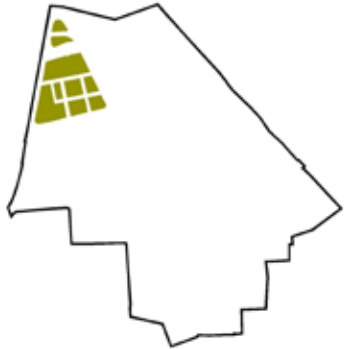
General

- Proposed R.O.W.
- Planning Area Outside District
- Planning Area Boundary
- Build-to Line
- Approved Public Use Space
- 2.5 Density Allocation

Recommended Building Height

- 300'
- 250'
- 200'
- 150'
- Existing

Mid-Pike Plaza District



Boundaries

North - Montrose Parkway
 East - Rockville Pike between Montrose Parkway and Old Georgetown Road
 West - "Old" Old Georgetown Road between Montrose Parkway and Old Georgetown Road
 South - Old Georgetown Road

Features

Direct access to Montrose Parkway to the north

Area

29 acres (approximately)

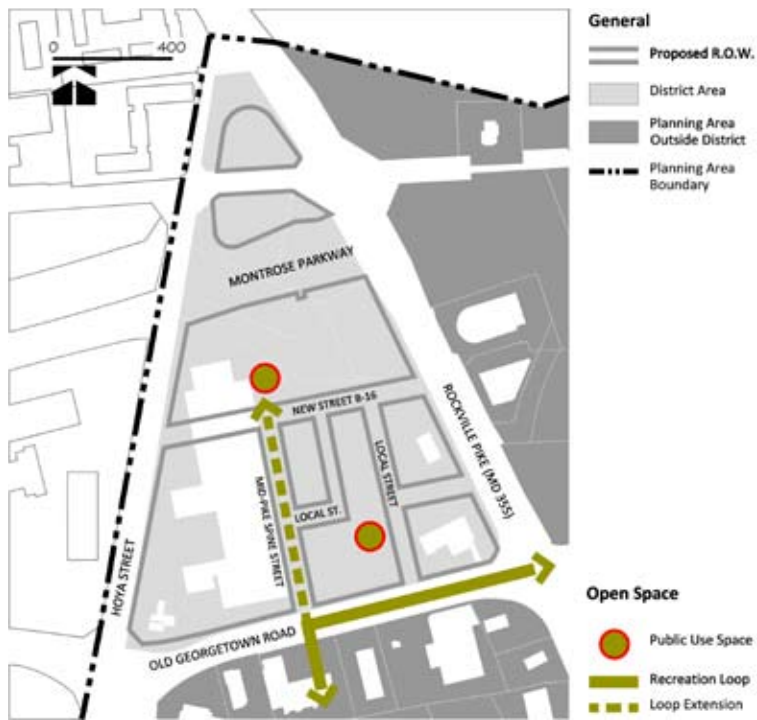


Streets



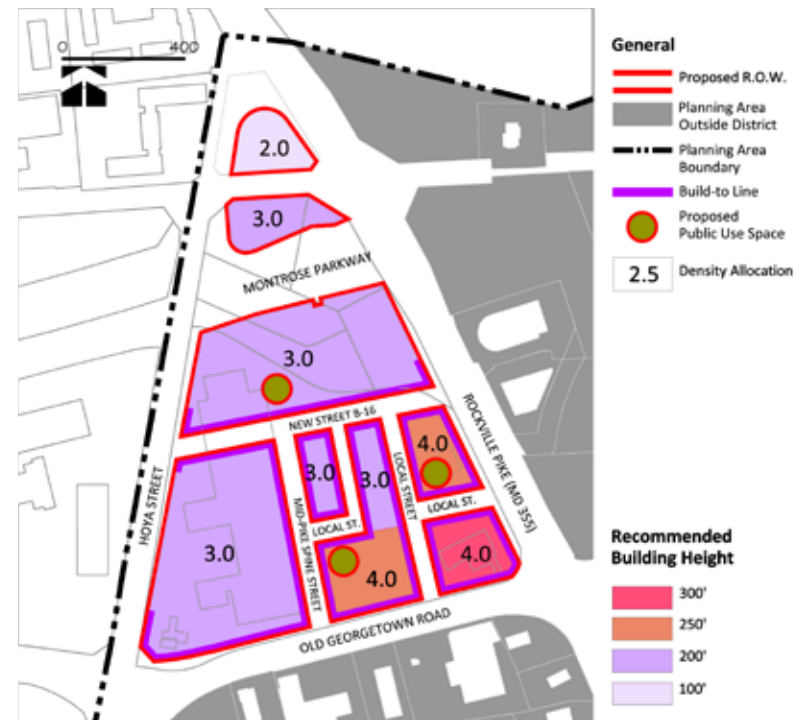
1. Local streets should be compatible in character with business streets, and be constructed to similar standards.
2. Allow for on-street parking along both sides of new business streets, and along Old Georgetown Road (to be approved by MCDOT).

Open Space



1. The Sector Plan recommends a combined total of one acre to be used as public open space. Symbols designate approximate locations for possible prominent public use spaces. Final locations for these, and opportunities for smaller urban plazas and amenity spaces, should be established during development review.
2. Neighborhood open spaces should be defined by surrounding building walls on at least three sides on a mid-block location, or two sides on a corner location.
3. Public use spaces should be located to reduce extended periods of shadow coverage from surrounding buildings.
4. Provide signage along Mid-Pike spine street's sidewalk (either side) to indicate connections to the Loop to the south, and the various public use spaces within the district.

Buildings



1. Locate maximum building heights along Rockville Pike. Concentrate tallest elements at the district's the southeastern corner.
2. Prioritize the establishment of consistent street walls along public streets. Character along adjacent streets should be compatible.
3. Consider signature structures or significant building features at prominent locations, such as the corner of Rockville Pike and Old Georgetown Road, the corner of Old Georgetown Road and "Old" Old Georgetown Road, or the northern terminus of Mid-Pike spine street.
4. Locate and size taller building components to reduce the impact of their shadows on streets and public use spaces.

NoBe District



Boundaries

North - Nicholson Lane between Executive Boulevard and Rockville Pike
 East - Rockville Pike, between Nicholson Lane and Hillery Way
 West - Woodglenn Drive from Nicholson Lane to the Plan's southern boundary
 South - Plan's southern boundary

Features

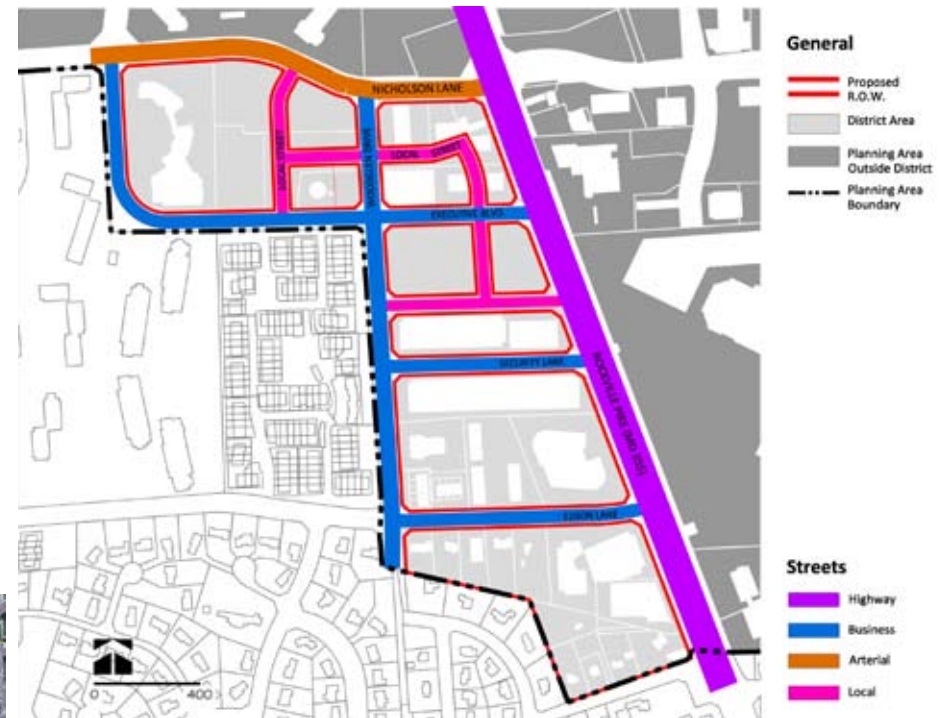
North Bethesda Market Project
 WSSC water storage facility

Area

40 acres (approximately)



Streets



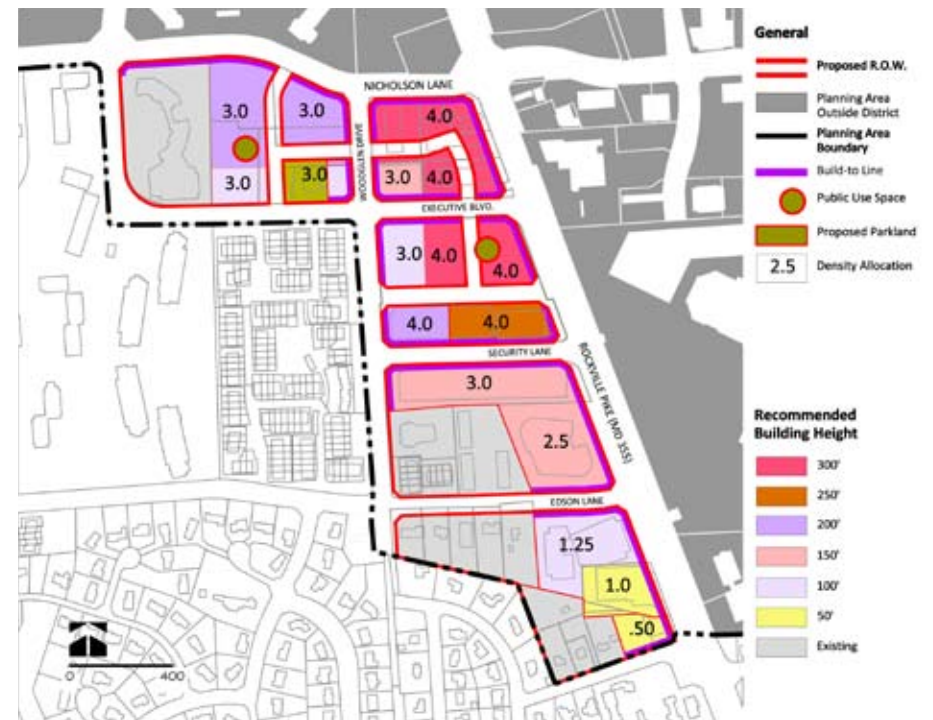
1. Streetscape elements along business streets should extend into proposed streets to ensure pedestrian continuity.
2. Encourage compatibility of streetscape elements between newly constructed and future developments along Rockville Pike.

Open Space



1. Provide signage along designated recreation loop extensions Spine Street's sidewalk (either side) to indicate connections to the main ring of the Recreation Loop to the north, and public use spaces in adjacent districts. CLARIFY

Buildings



1. Distribute activating uses along the designated build-to line to ensure pedestrian activation in the more dense areas, and to encourage pedestrian activity along Rockville Pike.
2. The Lutrell property should be considered as an alternative location for an elementary school.

Maple Avenue District



Boundaries

North - Montrose Parkway
East - Nebel Street between Montrose Parkway
and Maple Avenue Extended
West - Rockville Pike south of Montrose Parkway
South - Maple Avenue Extended

Features

Direct access to Montrose Parkway

Area

24 acres (approx)



Streets



General

-  Proposed
 R.O.W.
 District Area
 Planning Area
 Planning Area
 Boundary
 Retail

Streets

-  Highway
 Business
 Local

Open Space



1. Provide neighborhood open space to attract pedestrian activity from neighboring districts and to serve future residents and ...?

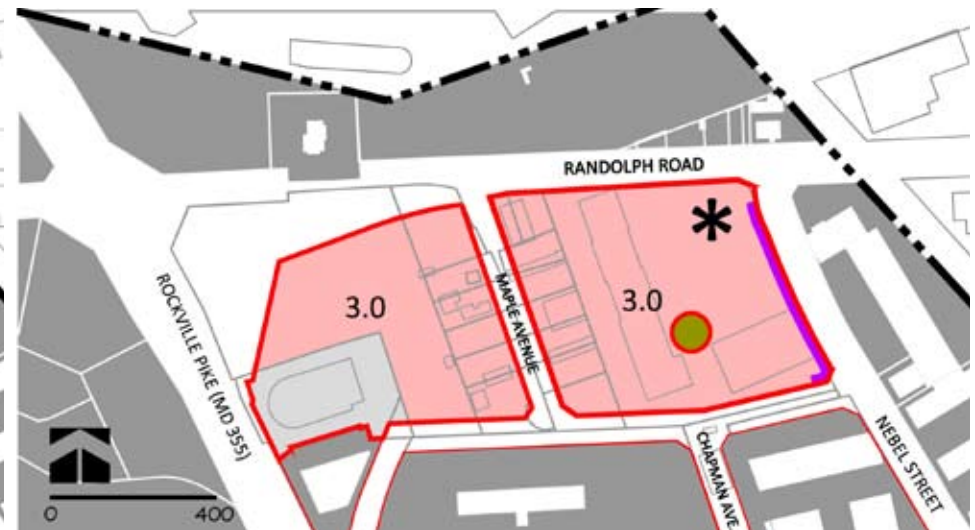
General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary

Open Space

- Proposed Public use Space
- Loop Extension

Buildings



1. Encourage a signature element on the corner of Randolph Road and Nebel Street, to serve as gateway to the district.
2. Locate a new fire and emergency services facility on the State Highway Administration right-of-way east of Rockville Pike and south of Randolph Road.

General

- Proposed R.O.W.
- Planning Area Outside District
- Planning Area Boundary
- Build-to Line
- Public Use Space

2.5 Density Allocation

Recommended Building Height

- 150'
- Existing
- Signature Building (200')

Nebel District



Boundaries

North - Montrose Parkway
 East - CSX tracks
 West - Nebel Street between Montrose Parkway and Nicholson Lane
 South - Nicholson Lane

Features

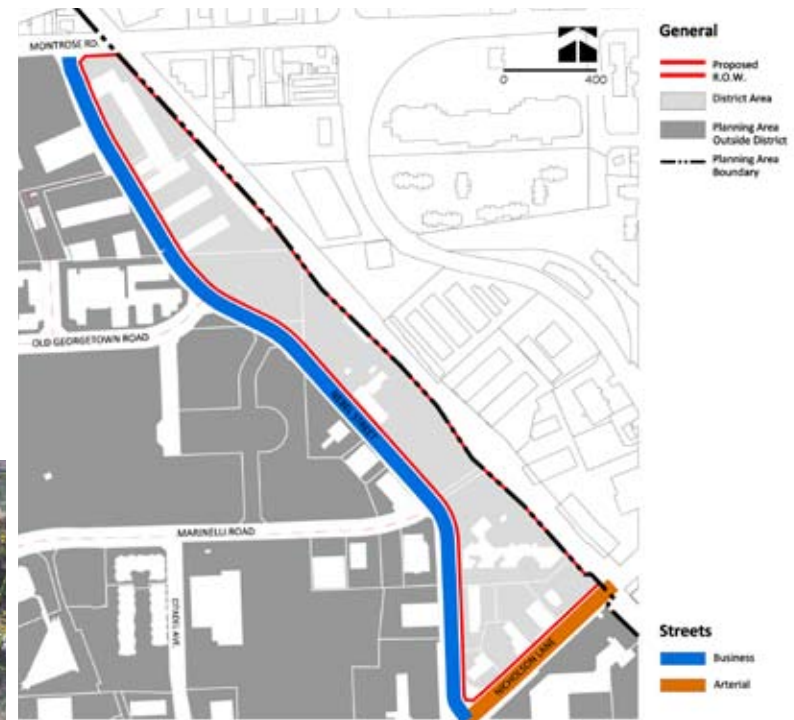
Close access to proposed MARC station

Area

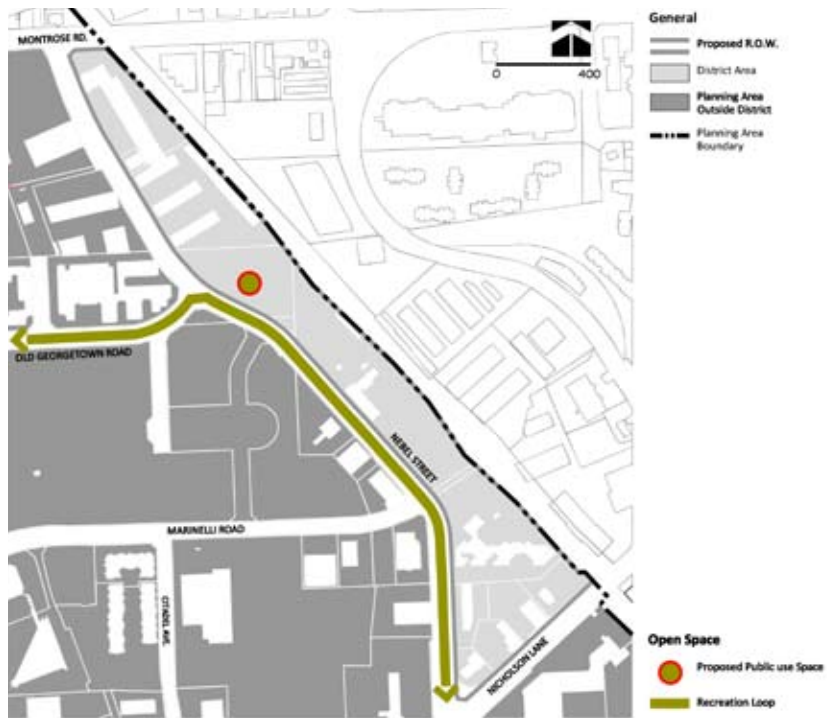
23 acres (approximately)



Streets

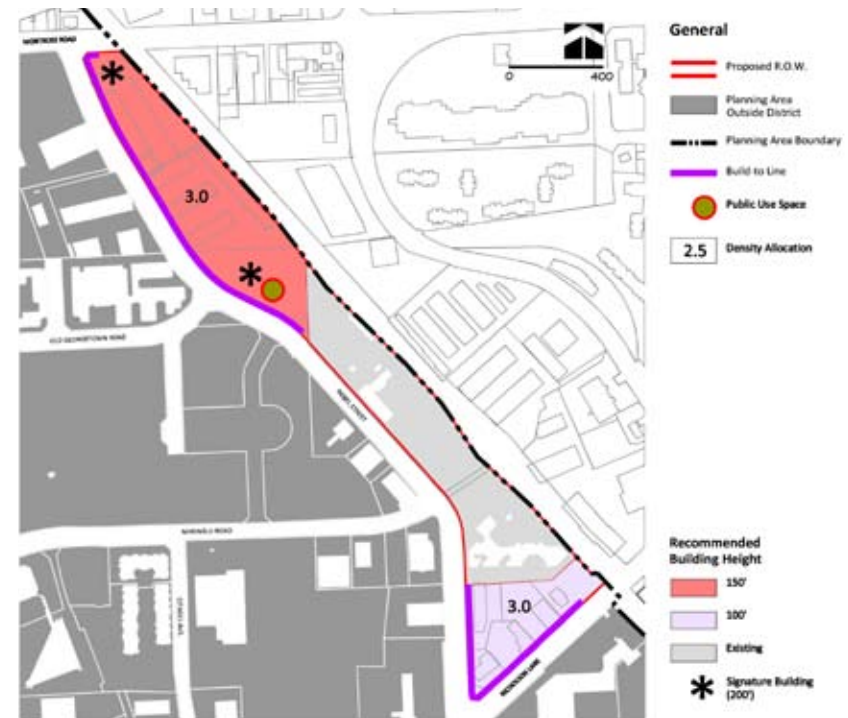


Open Space



1. Include public use space as part of new development to terminate Old Georgetown Road's east end.
2. Reconstruction of Nebel Street should include provisions for the recreation loop's inner ring.

Buildings



1. Encourage signature elements as part of new development at the intersection between Nebel Street and Old Georgetown Road, and at the corner of Nebel and Randolph Road.

NRC District



Boundaries

North - Marinelli Road between Rockville Pike and Nebel Street
 East - Nebel Street between Marinelli Street and Nicholson Lane
 West - Rockville Pike between Marinelli Street and Nicholson Lane
 South - Nicholson Lane between Rockville Pike and CSX tracks

Features

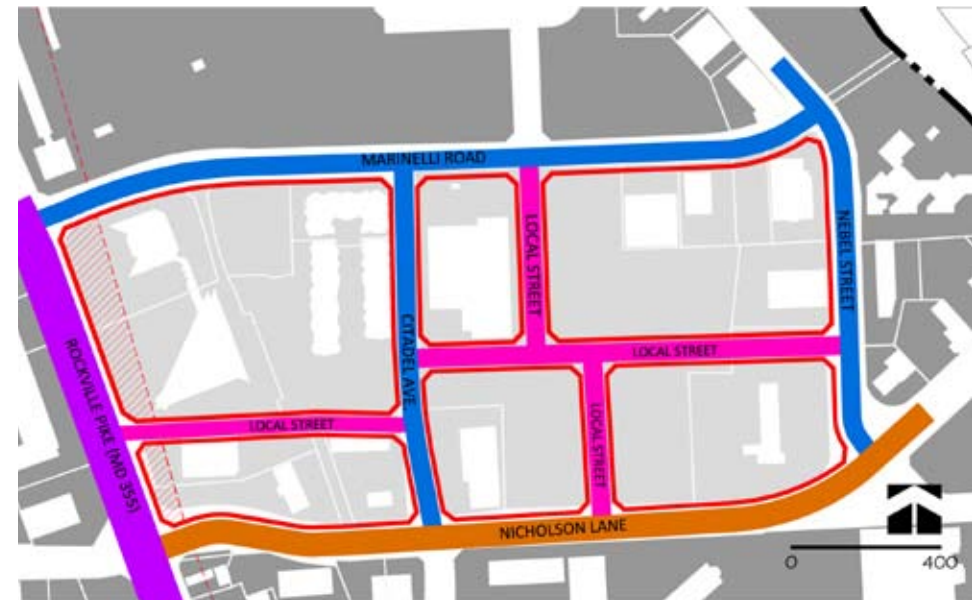
Home to the Nuclear Regulatory Commission
 Strathmore Court Residential Development
 WMATA Bus facility

Area

38 acres (approx)



Streets



General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary
- Retail
- WMATA Easement

Streets

- Highway
- Business
- Arterial
- Local

Open Space



General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary

Open Space

- Proposed Public use Space
- WMATA Easement
- Recreation Loop
- Loop Extension
- Promenade

Buildings



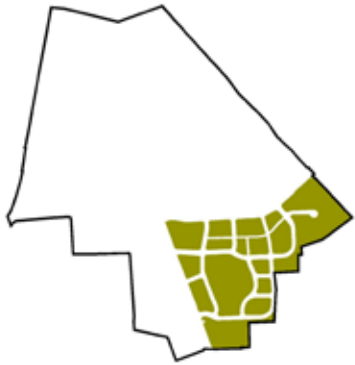
General

- Proposed R.O.W.
- Planning Area Outside District
- Planning Area Boundary
- Build-to Line
- WMATA Easement Zone
- Public Use Space
- Density Allocation

Recommended Building Height

- 300'
- 250'
- 200'
- Existing

White Flint Mall District



Boundaries

North - Nicholson Lane, from Rockville Pike to CSX tracks
 East - CSX tracks
 West - Rockville Pike between Nicholson Lane and Hillery Way
 South - Hillery Way west of Rockville Pike, and the northern edge of Garret Park Estates to the east of Rockville Pike

Features

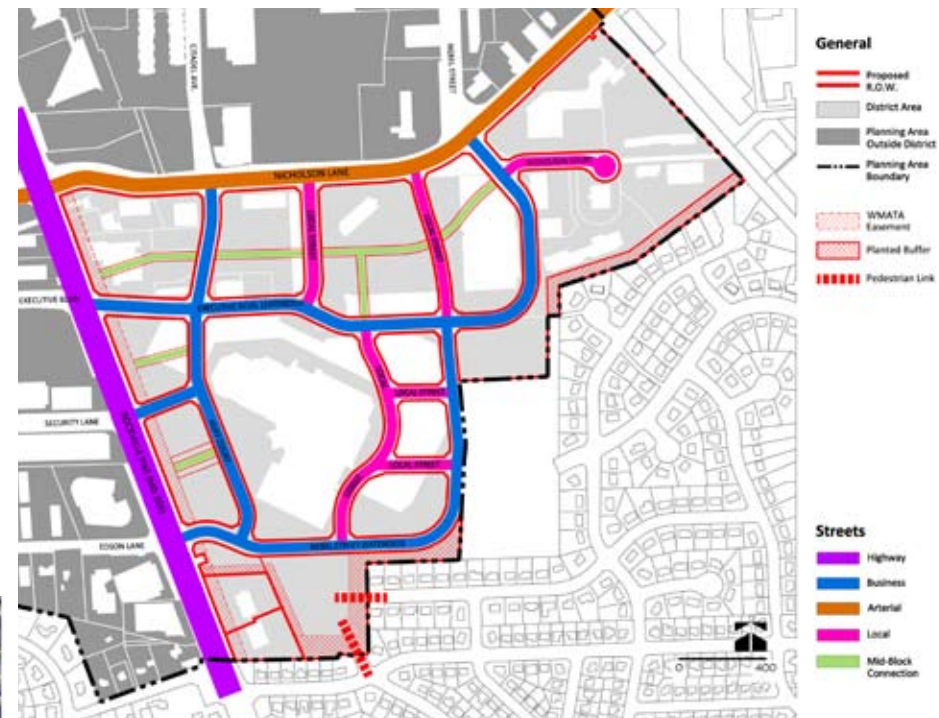
WMATA Easement along western district edge
 White Flint Mall's main building
 White Flint Park on the southeastern corner

Area

88 acres (approximately)

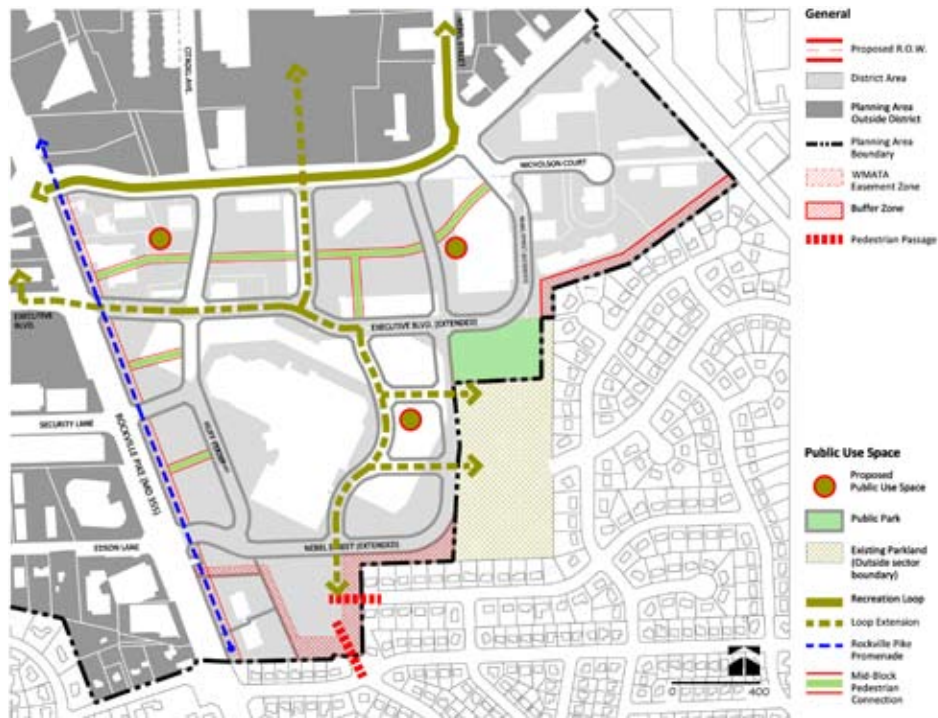


Streets

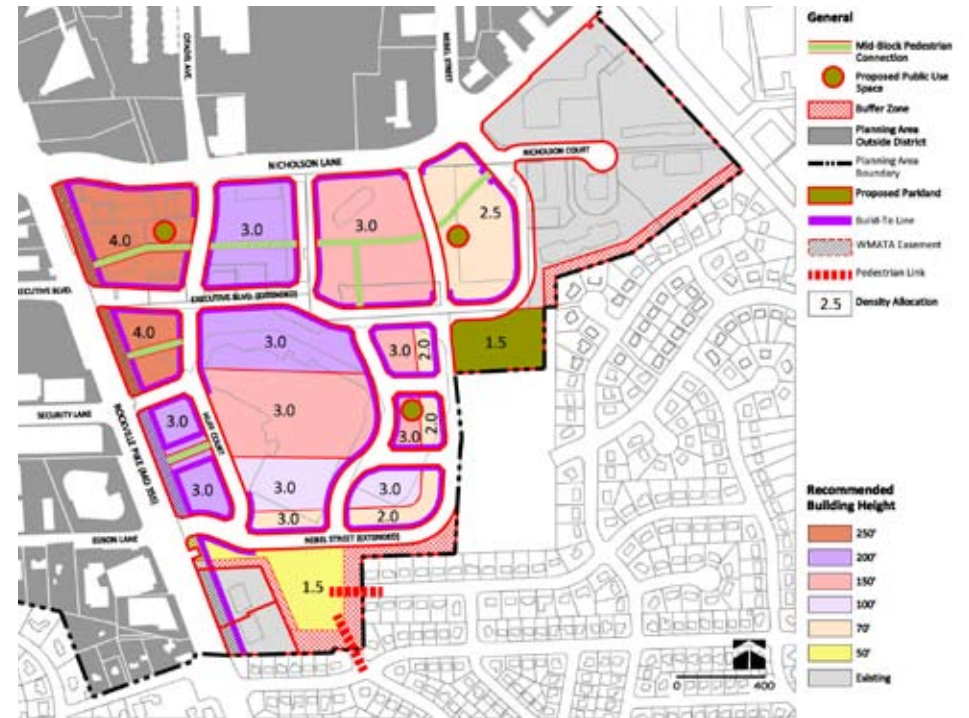


1. Encourage new development to include pedestrian connections to bridge between the proposed Rockville Pike Promenade, and retail activity along extended Huff Court.
2. Encourage development of a pedestrian link to connect the Rockville Pike Promenade with the proposed MARC station location along the eastern edge of the district.

Open Space



Buildings



1. Allocate the southern part of the White Flint Mall property, south of Nebel Street (extended), as a site for an elementary school.