

White Flint Sector Plan

worksession #3 march 5, 2009



land use and zoning

property owners
presentations



White Flint Sector Plan

worksession schedule

- february 12: transportation background and analysis
- february 19: economic analysis – public funding of infrastructure
- march 5: land use and zoning issues
property owners presentations
- march 19: complete property owners presentations
complete land use and zoning
public facilities: schools, parks, MARC station
- april 9: environment and design guidelines
- april 23: transportation, staging and implementation

White Flint Sector Plan

january 12, 2009 public hearing

- spoken testimony
- power point
- video
- letters
- reports

complete set of all testimony available
at the information desk on request

staff summary and response to testimony
will be included in the march 19
planning board work session packet

White Flint Sector Plan

who testified ?

government agencies (5)

office of the executive
housing opportunities commission
city of rockville
national capital planning commission
metro/wmata

residential communities (5)

garrett park estates/ white flint park
Luxmanor
randolph hills civic association
crests of wickford

17 property owners

advocates (8)

mccpta walter johnson cluster
north bethesda chamber of commerce
sierra club
friend of rock creek environment
montgomery county civic federation
montgomery bicycle advocates (mobike)
washington area bicycle association
rockville bicycle advisory committee

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what are the issues?

density

- too much
- not enough
- affordable housing bonuses not calculated

building heights

- too tall and incompatible with surrounding communities
- too tall along rockville pike
- not tall enough

expanding metro station policy area to equal sector plan boundary

- allows more congestion than is acceptable
- necessary for redevelopment

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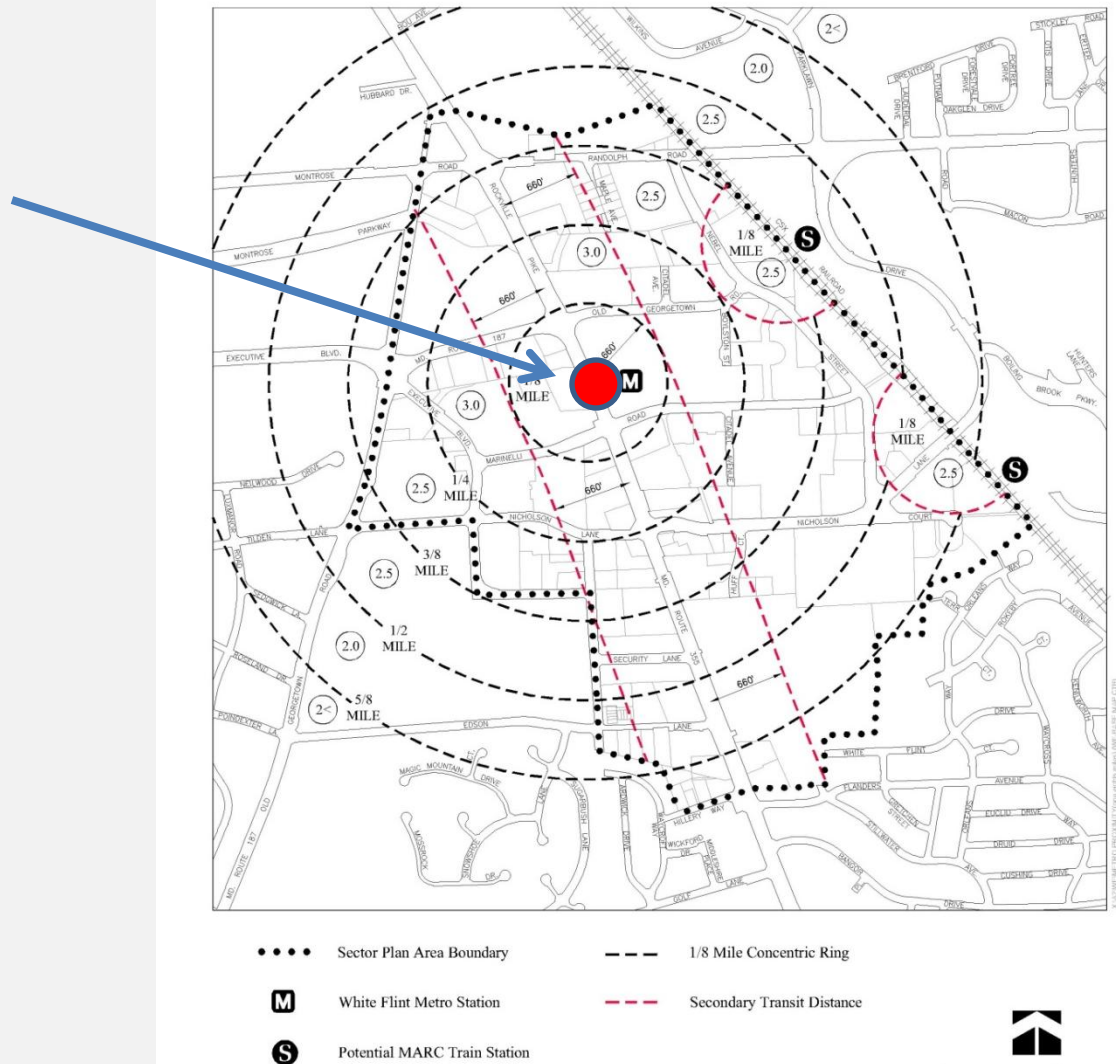
sector plan density concept

1/8 mile bands
centered between
two metro entrances

FAR 4.0	1 band
FAR 3.0	1 band
FAR 2.5	2 bands
FAR 2.0	2 bands

theoretical capacity
of concentric rings
42,700,000 sf

Metro Proximity and Maximum FAR



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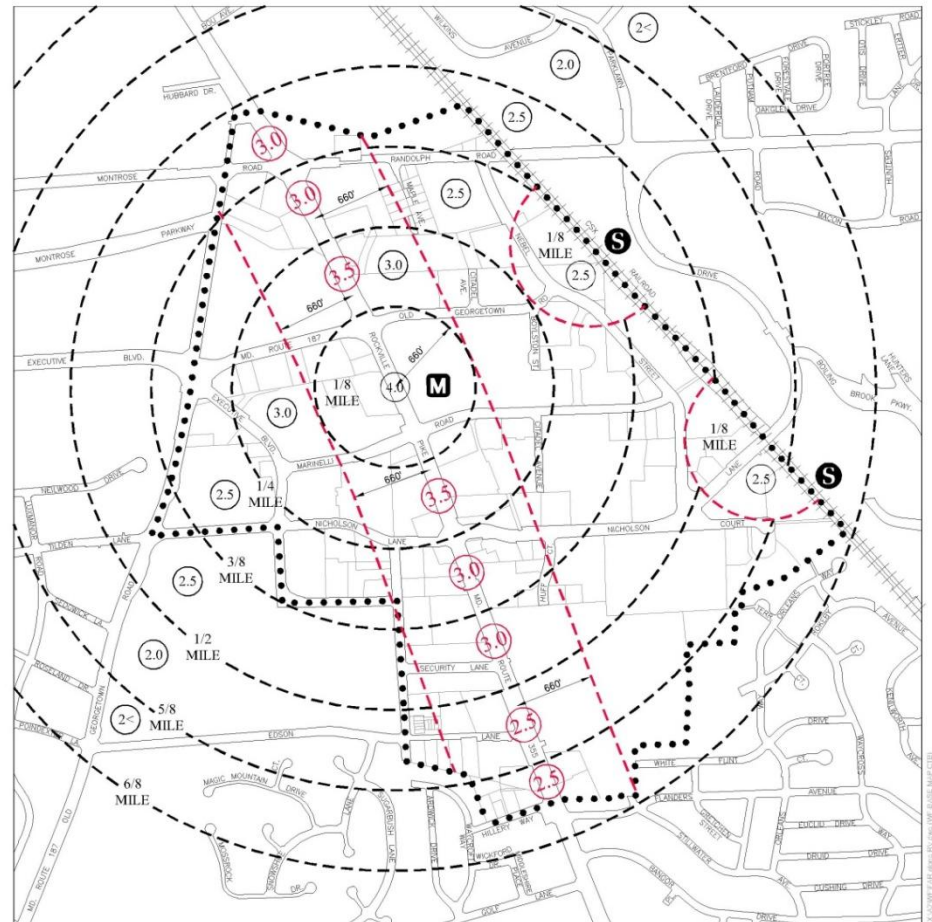
transfer band

transfer band 1/8 mile
along either side rockville
pike

0.5 FAR can be relocated
from elsewhere in sector
pan area

capacity: 1,600,000 sf

Transfer of FAR Along Rockville Pike



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

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zoning capacity

1. existing and approved development
12,600,000 sf

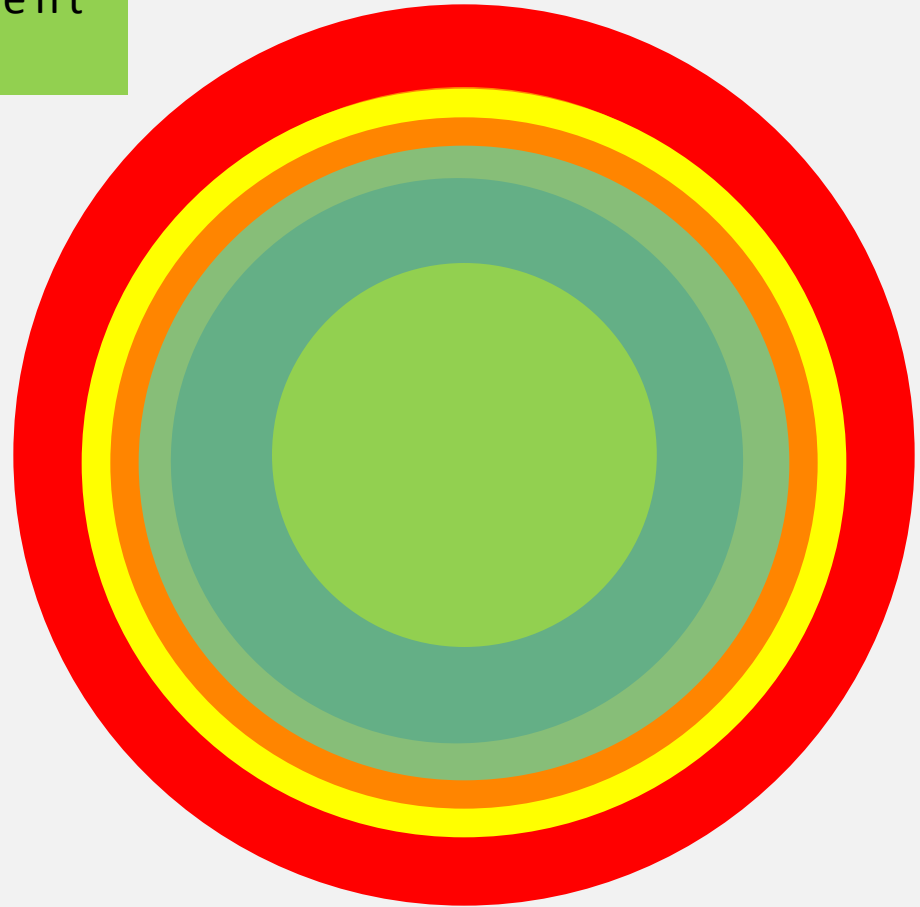
2. 1992 plan zoning build out
20,000,000 sf

3. proposed zoning capacity
32,450,000 sf

plus affordable housing
bonus (4,200,000 sf) equals
36,650,000 sf

4. concentric ring capacity
42,700,00 sf

5. development staging capacity
new 17,450,000 sf plus 12,600,000 sf existing
equals 30,000,000 sf



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staging timeline

	year 1	year 1 +	year 1++
approvals per phase	3000 units 2.0 mill. sf	3000 units 2.0 mill. sf	3800 units 1.9 mill. sf
	phase 1	phase 2	phase 3
public projects must be completed in each phase before next phase	• executive blvd reconstruction • main street • streetscape ¼ mile of metro • civic green • wall park parking • bus circulator • express library • feasibility study for rockville pike • 30% non auto mode share • circulator study	• evaluate school needs • second metro entrance • marc station • complete business street network • 35% non-auto mode share	• school if needed • complete all streetscapes, pedestrian and bicycle network • rockville pike reconstruction • 39% non-auto mode share • old georgetown road extension to marc

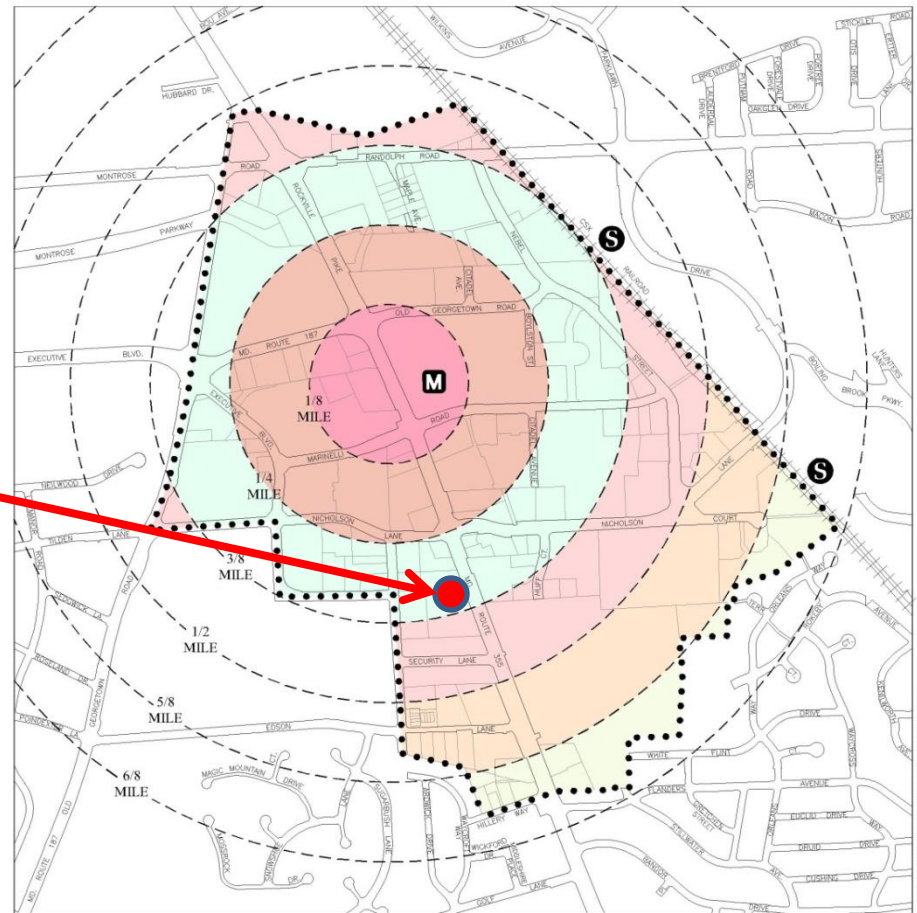
White Flint Sector Plan

existing building heights

289 foot building
under construction



Existing Building Heights



..... Sector Plan Area Boundary

M

White Flint Metro Station

S

Potential MARC Train Station

30'-75'

30'-100'

15'-130'

20'-190'

20'-280'

25'-160'



0 1000'

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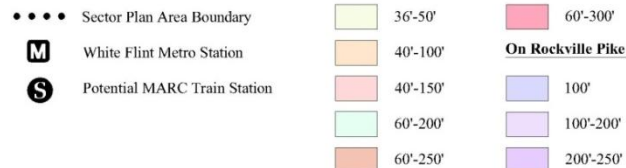
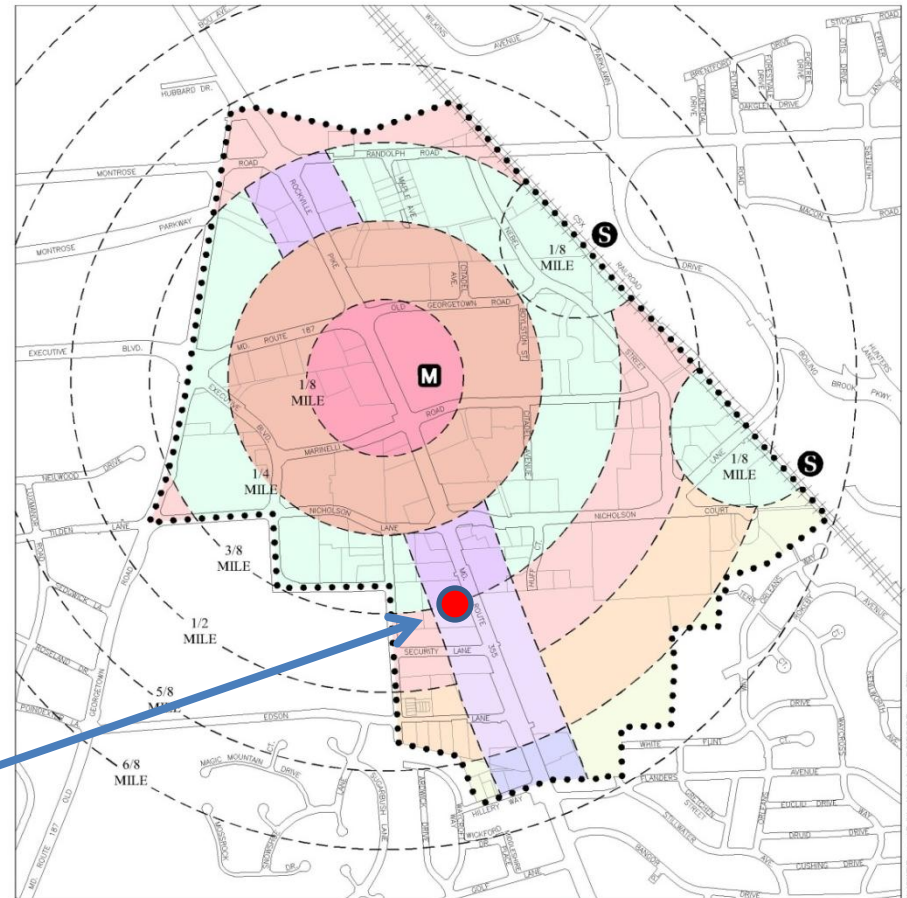
proposed building heights

maximum 300 feet
 60-250 feet band 2
 60-200 feet band 3
 40-150 feet band 4
 40-100 feet band 5
 36-50 feet band 6

along rockville pike
 100- 250 feet

289 foot building located
 in 200-250 foot band

Proposed Building Heights



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developers collaborative

who is the collaborative ?

federal realty investment trust

mid-pike plaza

jbg

north bethesda market

rockwall1and 2

lutrell

eatzi's

conference center

gables

gables residential

tower/lerner

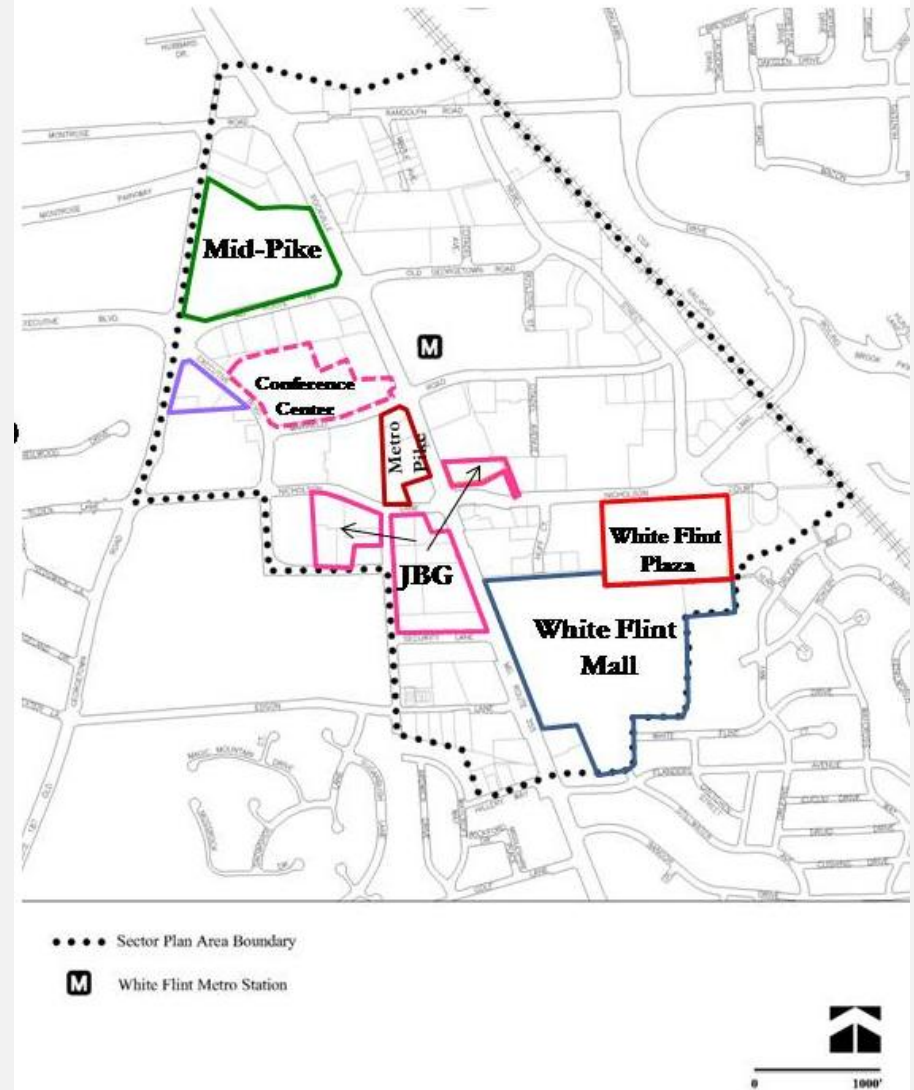
white flint mall

combined

white flint plaza

holladay

metro pike



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developers collaborative

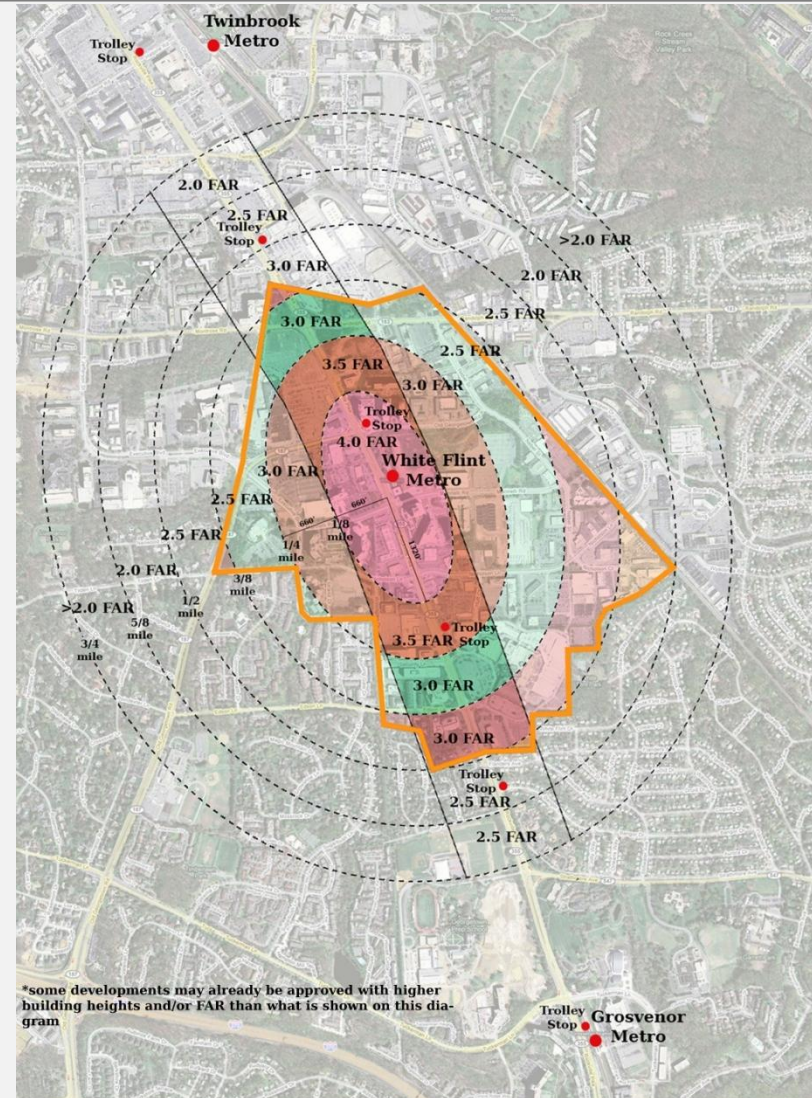
the ellipse proposal and FAR

5 bands centered on existing metro station

first ellipse is 660 x 1320 feet
other ellipses add 660 feet

4.0 FAR	band 1
3.0 FAR	band 2
2.5 FAR	band 3
2.5 FAR	band 4
2.0 FAR	band 5

theoretical capacity
44,000,000 sf



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developers collaborative

staff comments:

- collaborative requests about 2 million sf more
- other properties would like 700,000 sf more
- staging capacity controls how much can be approved
- raising density will not affect staging capacity

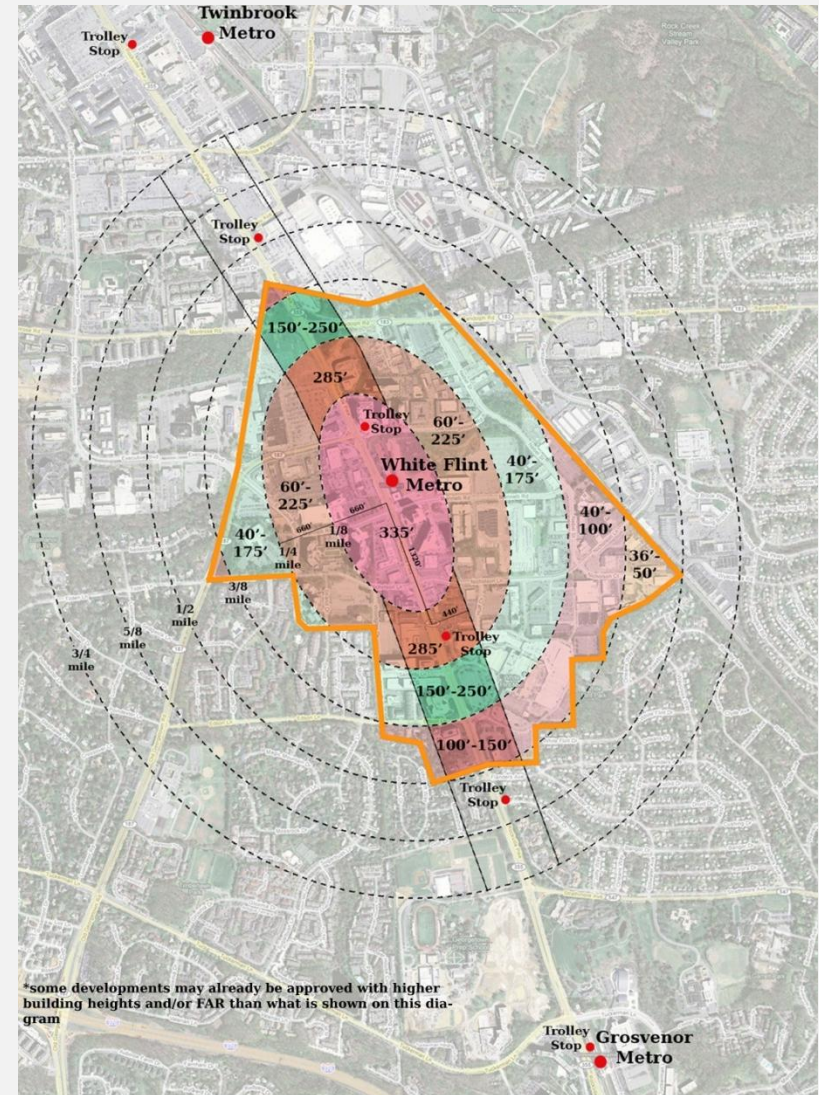
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building heights

maximum 335 feet
60-225 feet band 2
40-175 feet band 3
40-100 feet band 4
35-50 feet band 5

additional height along
rockville pike
100- 285 feet



WHITE FLINT COMMERCIAL PROPERTY OWNERS' COLLABORATIVE
ALTERNATIVE TO FIGURE 18

January 12, 2009

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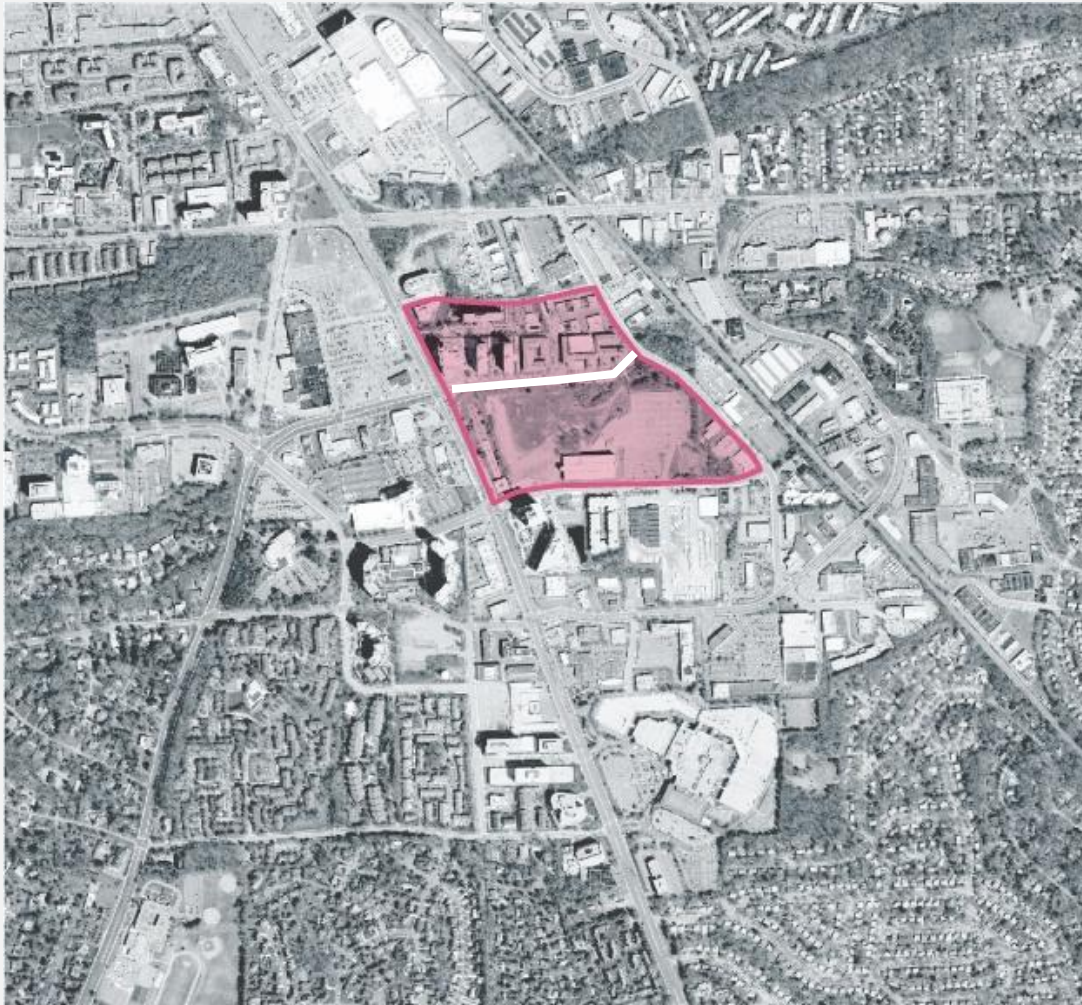
developers collaborative

staff comments:

- proposed building heights incorporate existing conditions
- tallest building is 289 feet
- 300 feet is reasonable in the core

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metro east district

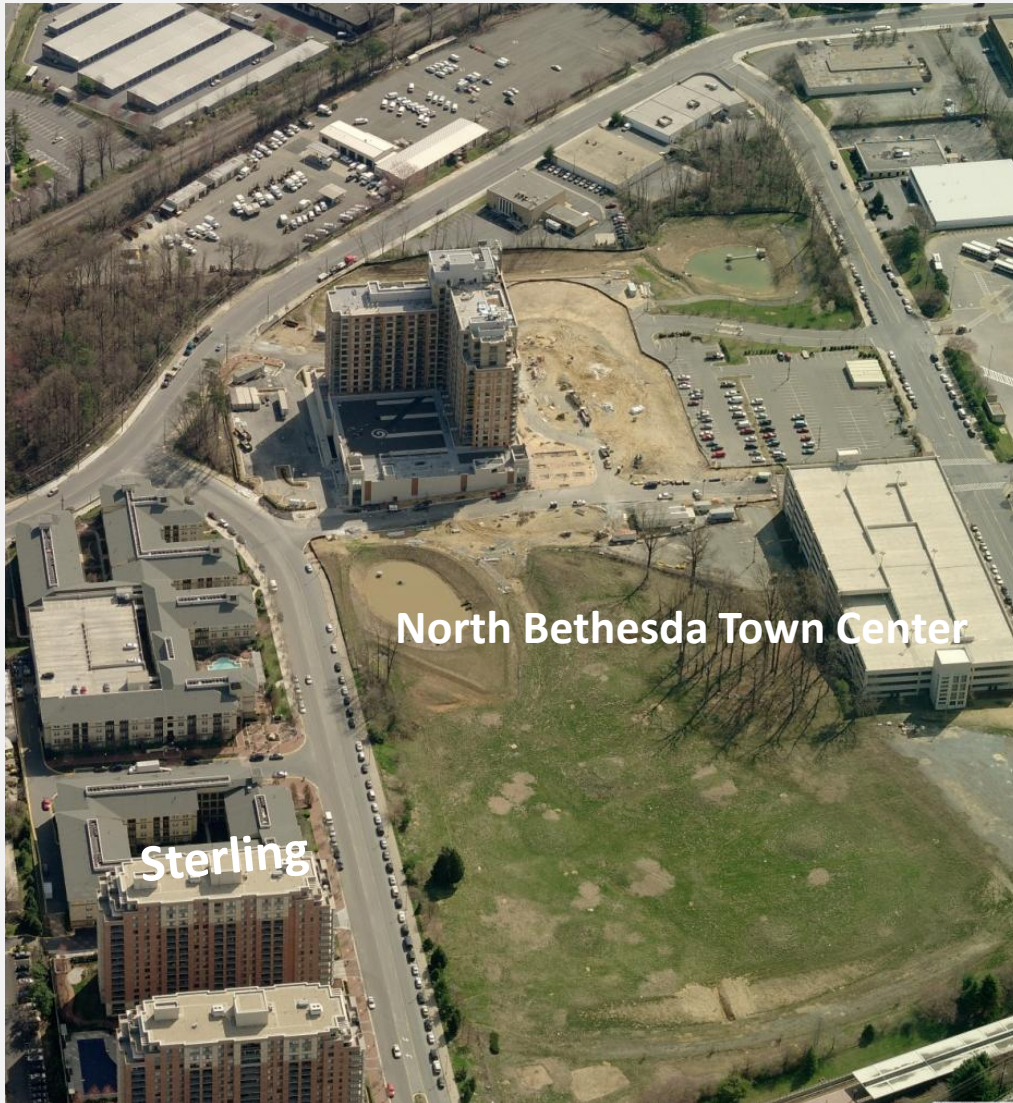


north bethesda
town center

sterling

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metro east district



North Bethesda Town Center

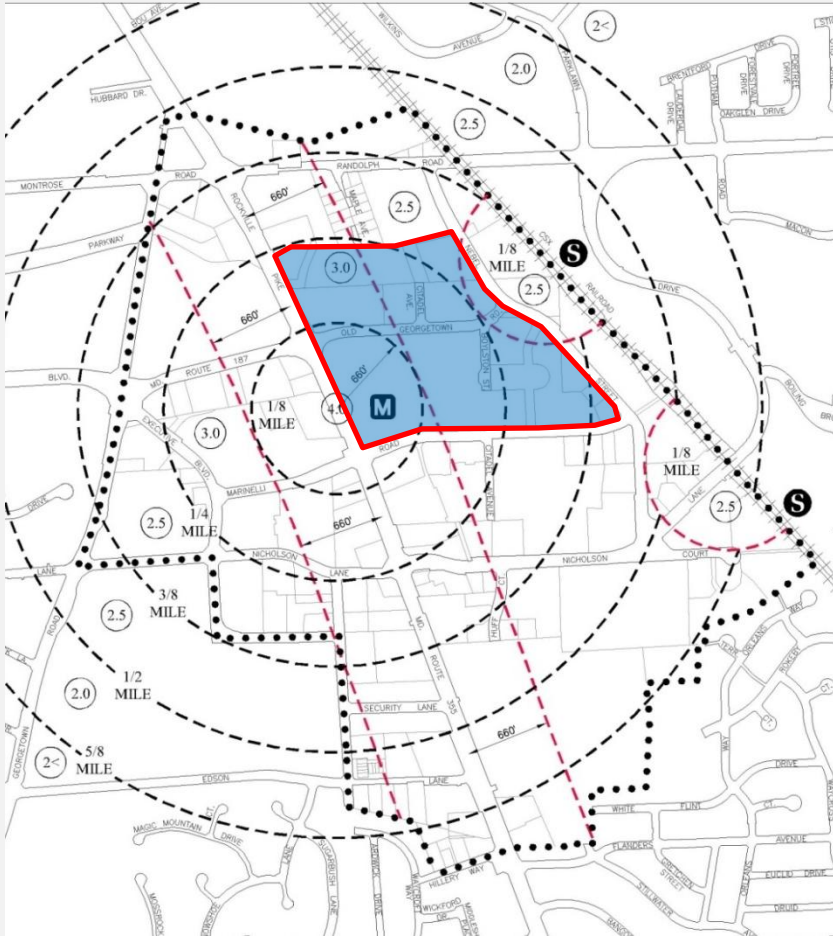
Sterling

north bethesda
town center

sterling

White Flint Sector Plan

metro east district



plan recommendation: 2.5-4 FAR

**METRO EAST DISTRICT: 1,183 Units; 574,300 Square Feet;
265 Affordable Units**

	Block 1 North Bethesda Town Center	Block 2 Sterling
New Units	990	193
Non Res SF	420,000	154,300
MPDUs/WFH	124+98=222	24+19=43
Infrastructure	Private Streets	Citadel Avenue Extension
	Public Streets B-10, B-4, B-13, B-11, B-6, B-2 B- 12	
	Space for Express Library	
	Bridge	

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metro east district

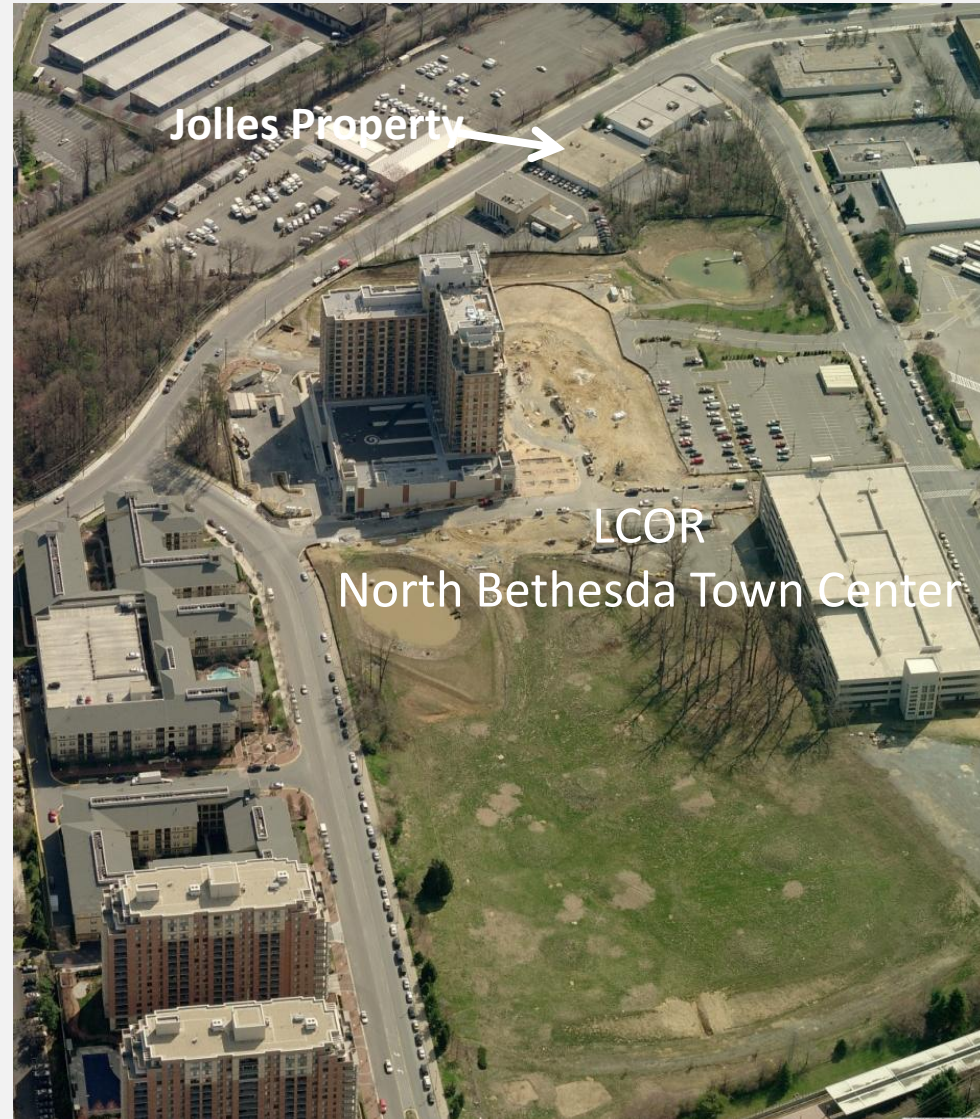
north bethesda town center

density: 2.0 FAR

residential: 1350 dwelling units

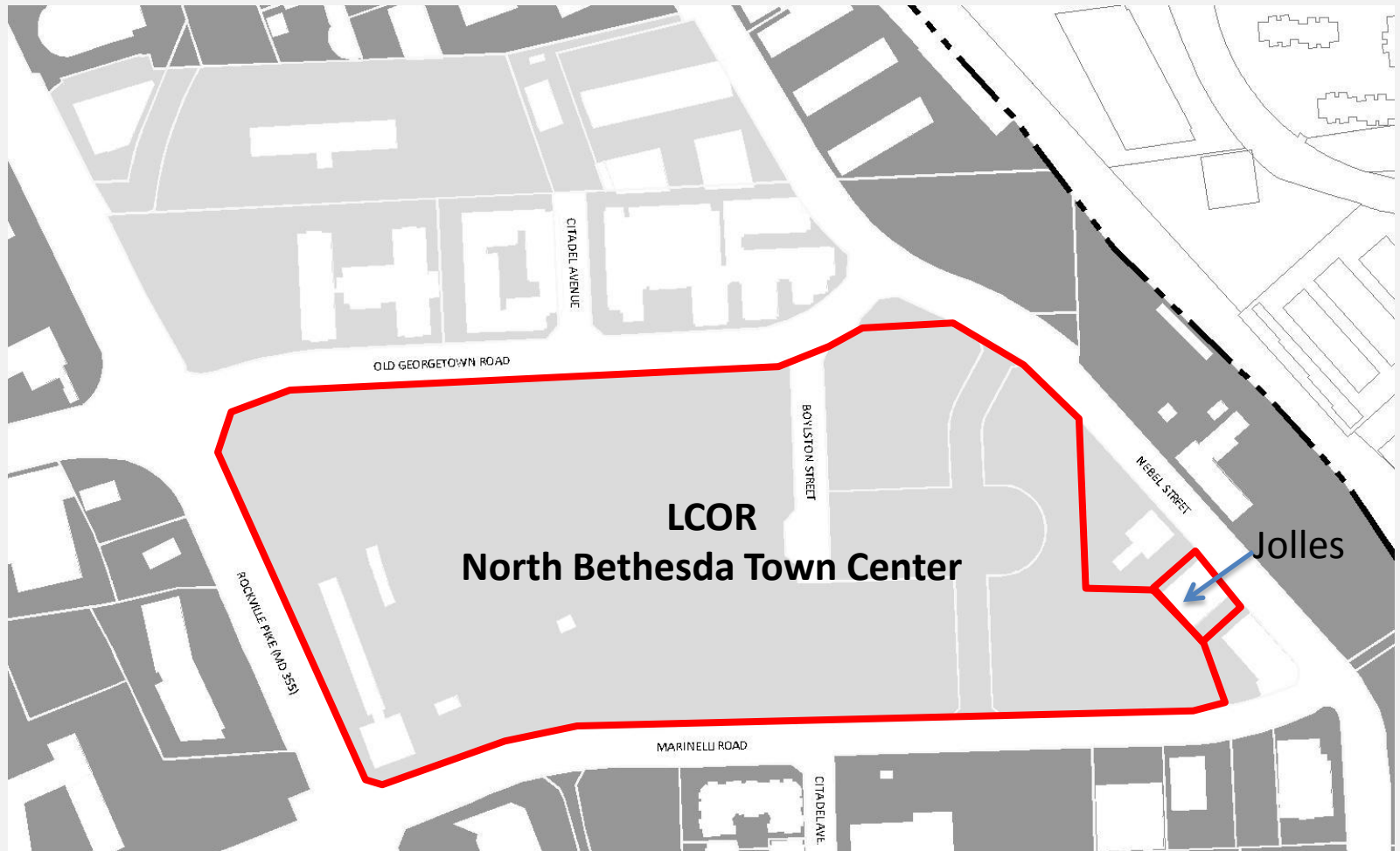
non-residential: 1.34 million sf

building e is complete



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metro east district



White Flint Sector Plan

nebel corridor district



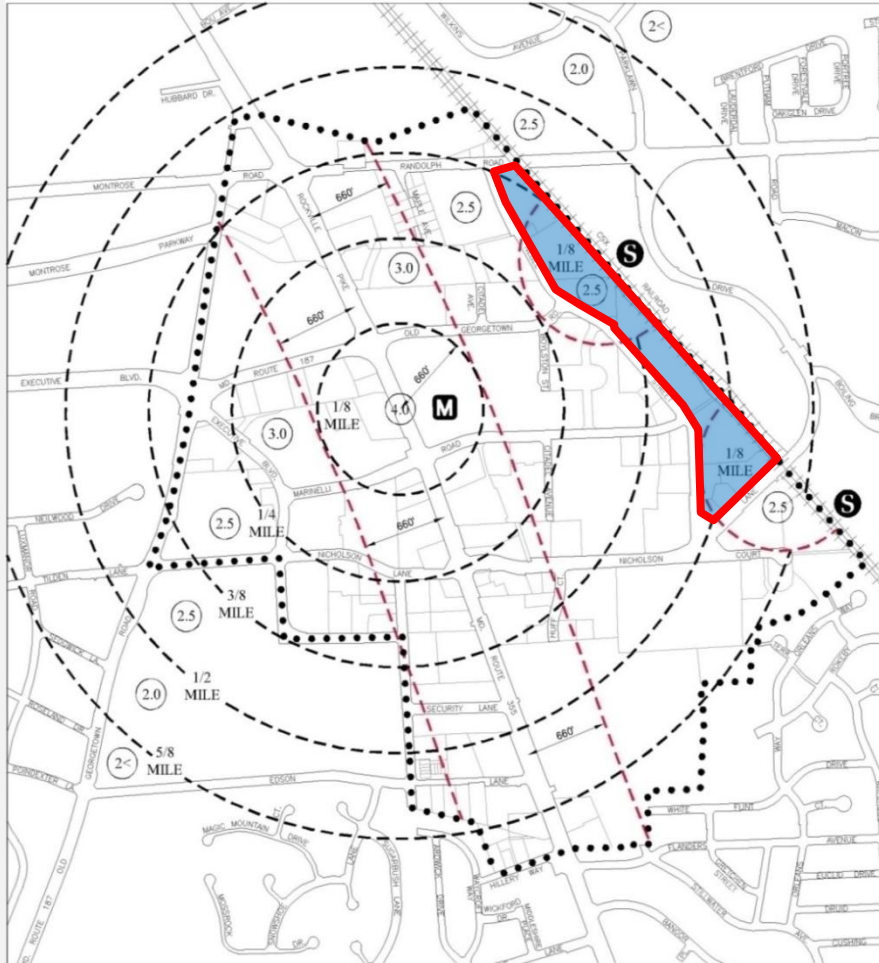
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nebel corridor district



White Flint Sector Plan

nebel corridor district



plan recommendation: 2-2.5 FAR

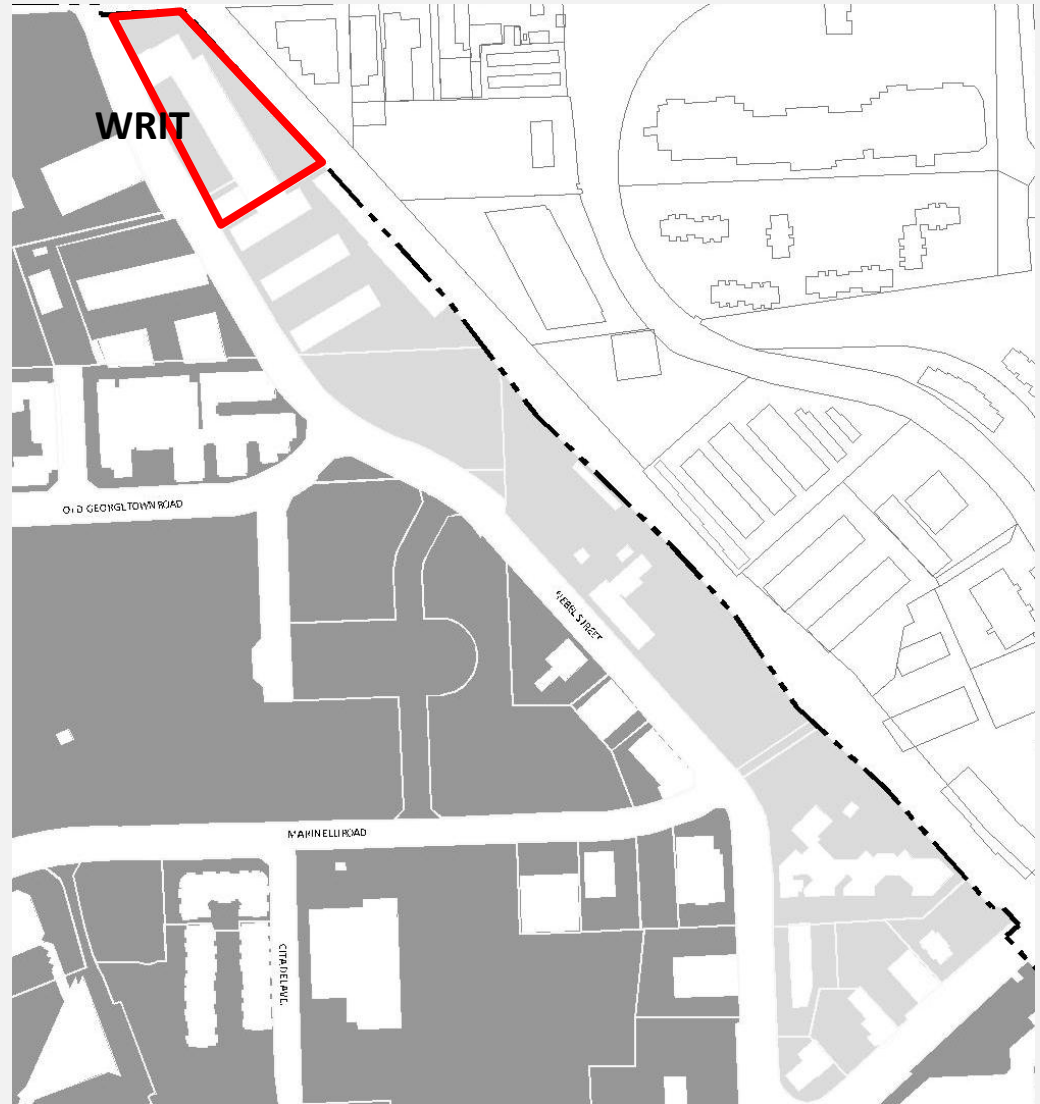
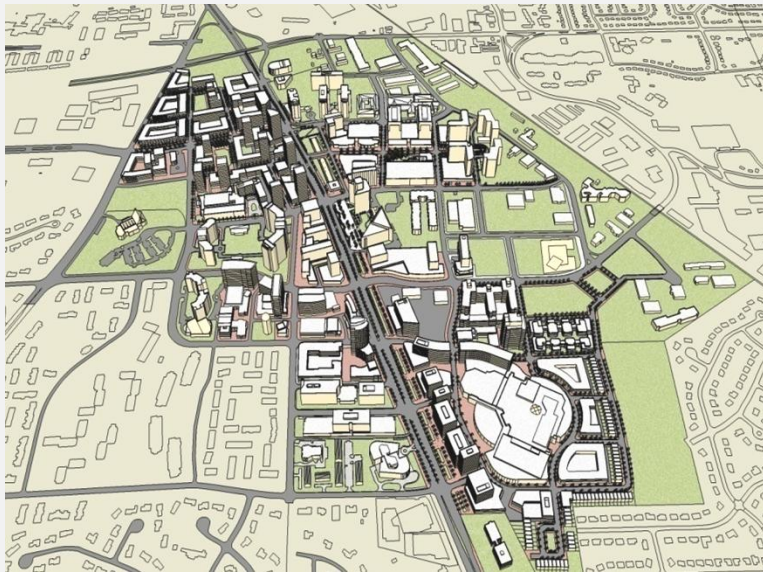
**NEBEL DISTRICT: 700 Units;
567,000 Square Feet; 157 Affordable Units**

Units	700
Non Res SF	567,000
MPDUs/WFH	88+70=157
Infrastructure	Land for MARC Station Extension of Old Georgetown Road

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nebel corridor district

randolph shopping center



White Flint Sector Plan

maple avenue district



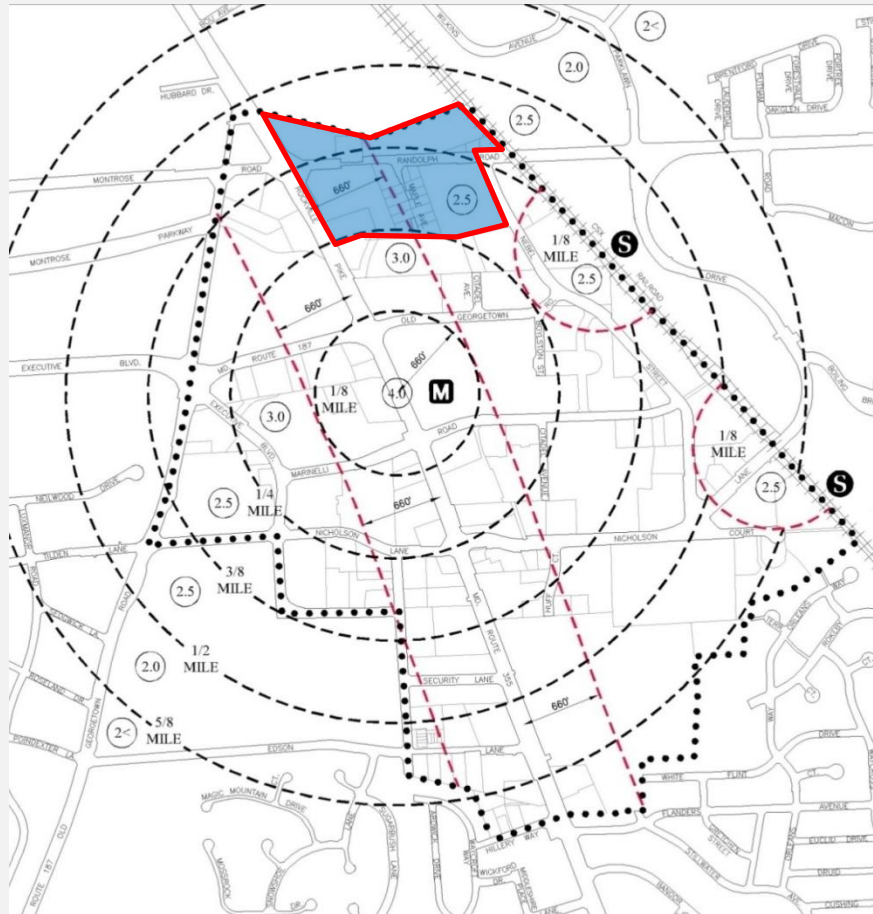
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maple avenue district



White Flint Sector Plan

maple avenue district



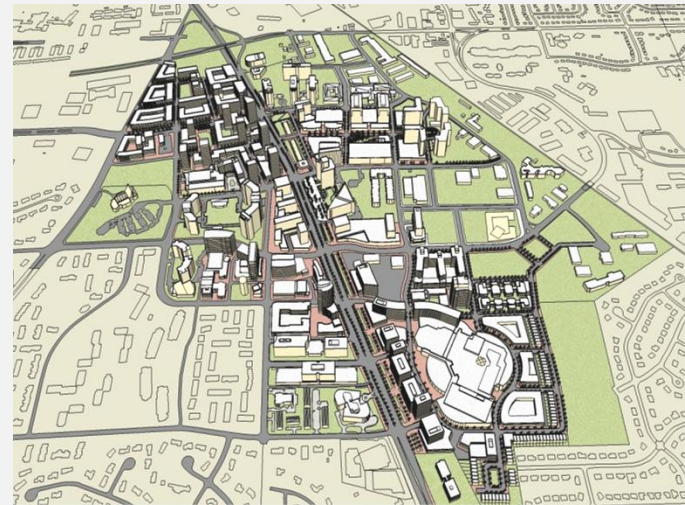
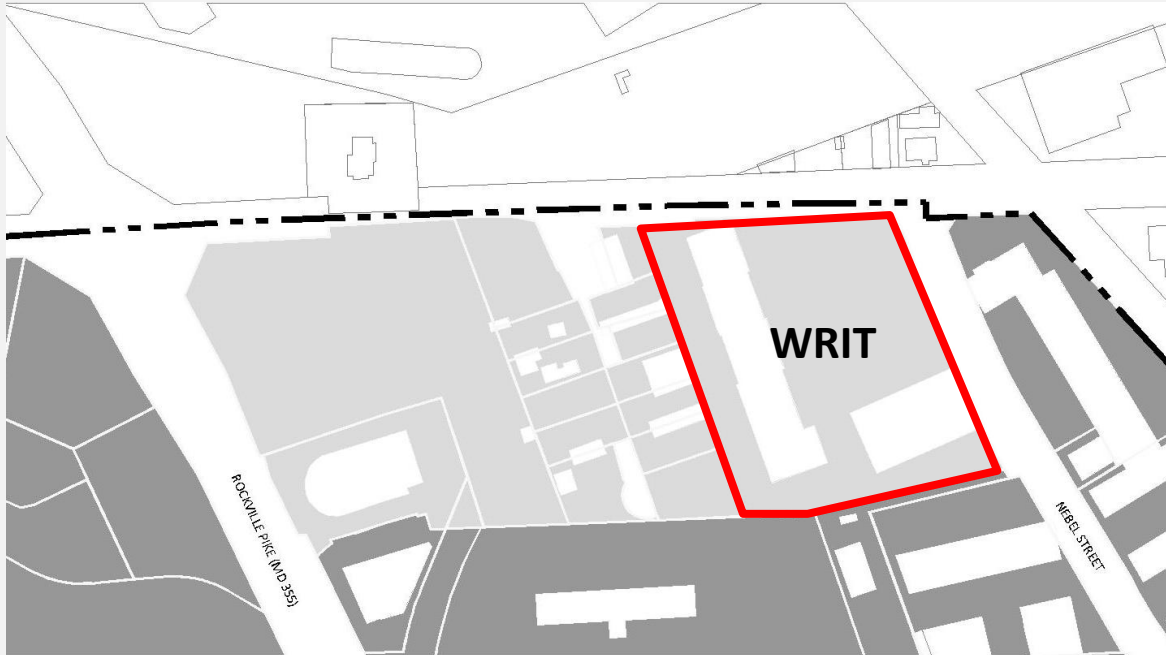
plan recommendation: 2.5 FAR

**MAPLE AVENUE DISTRICT: 630 Units;
314,000 Square Feet; 142 Affordable Units**

Units	630
Non Res SF	314,000
MPDUs/WFH	79+63=142
Infrastructure	Maple Avenue /Randolph Road connection

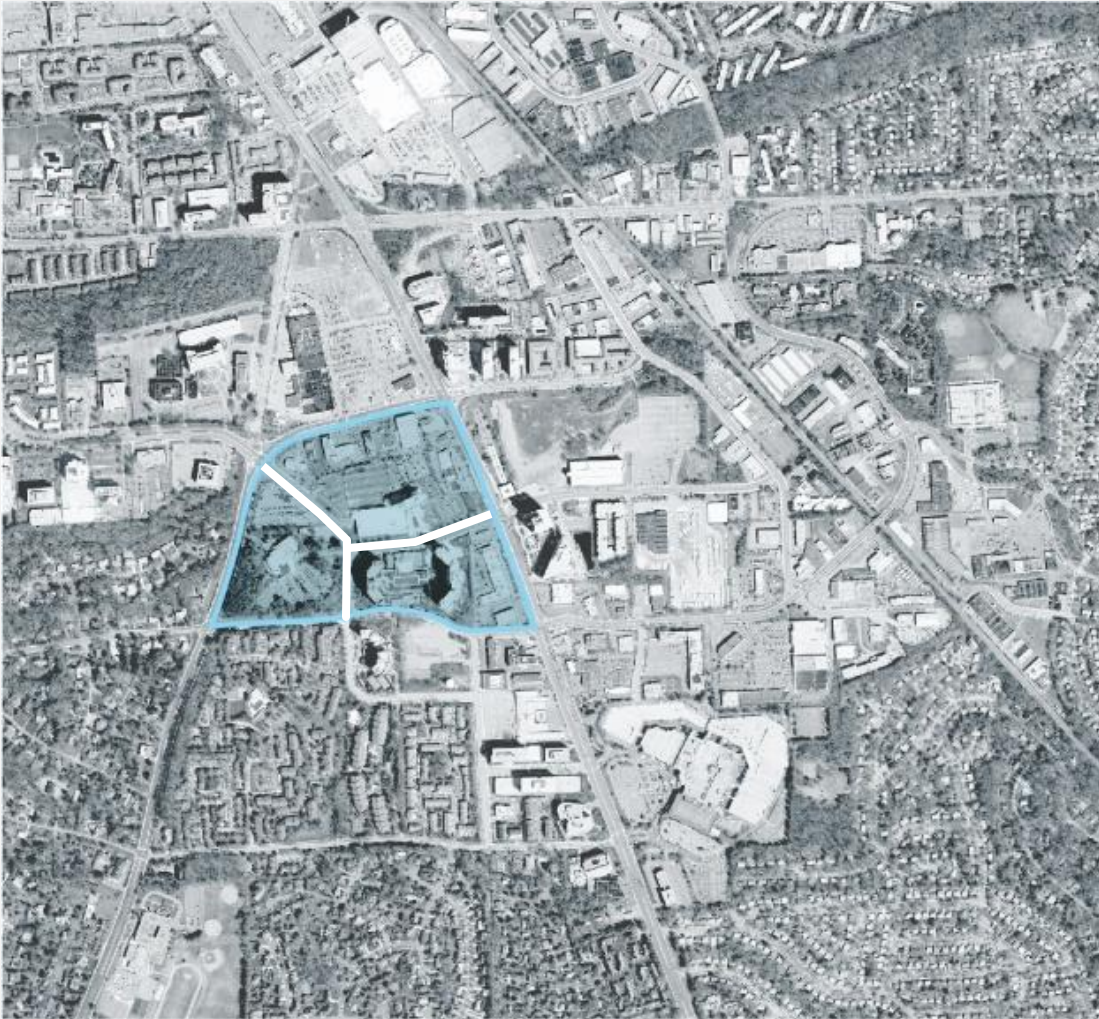
White Flint Sector Plan

maple avenue district



White Flint Sector Plan

metro west district



conference center

wall park

holladay

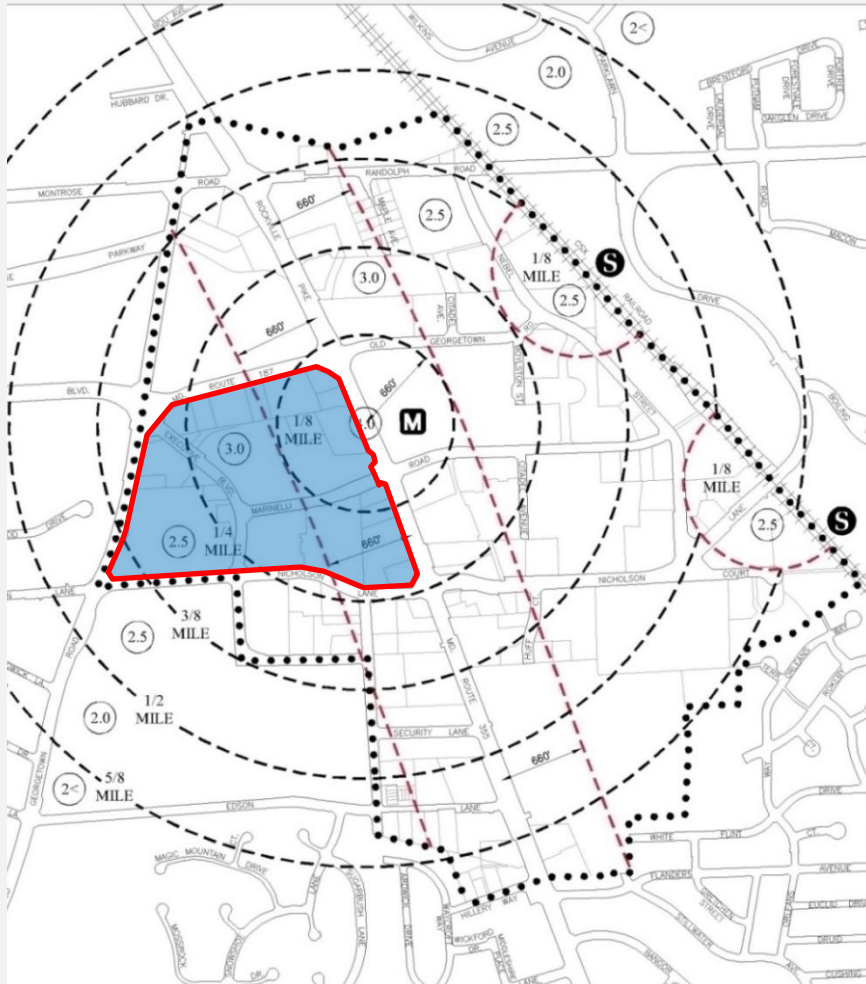
White Flint Sector Plan

metro west district



White Flint Sector Plan

metro west district



plan recommendation: 2.5 - 4 FAR

**METRO WEST DISTRICT: 1,966 Units; 1,227,685 Square Feet;
441 Affordable Units**

	Block 1 Conference Center	Block 2 Wall Park	Block 3 Holladay
Units	1,686	170	110
Non Res SF	885,085	134,600	208,000
MPDUs/WFH	210+168=378	21+17=38	14+11=25
Infrastructure	Private Streets	Private Streets	Private Streets
	Space for Farmers Market	Wall Park Structured Parking	B-15 Woodglen Extended
	Land for Civic Green	ROW for Reconstruction of Old Georgetown/ Executive Blvd.	Bethesda Trolley Trail
	Land for B-10 (Main Street)		
	B-6 Marinelli Road Reconstruction		
	Bikeway along Old Georgetown Road		

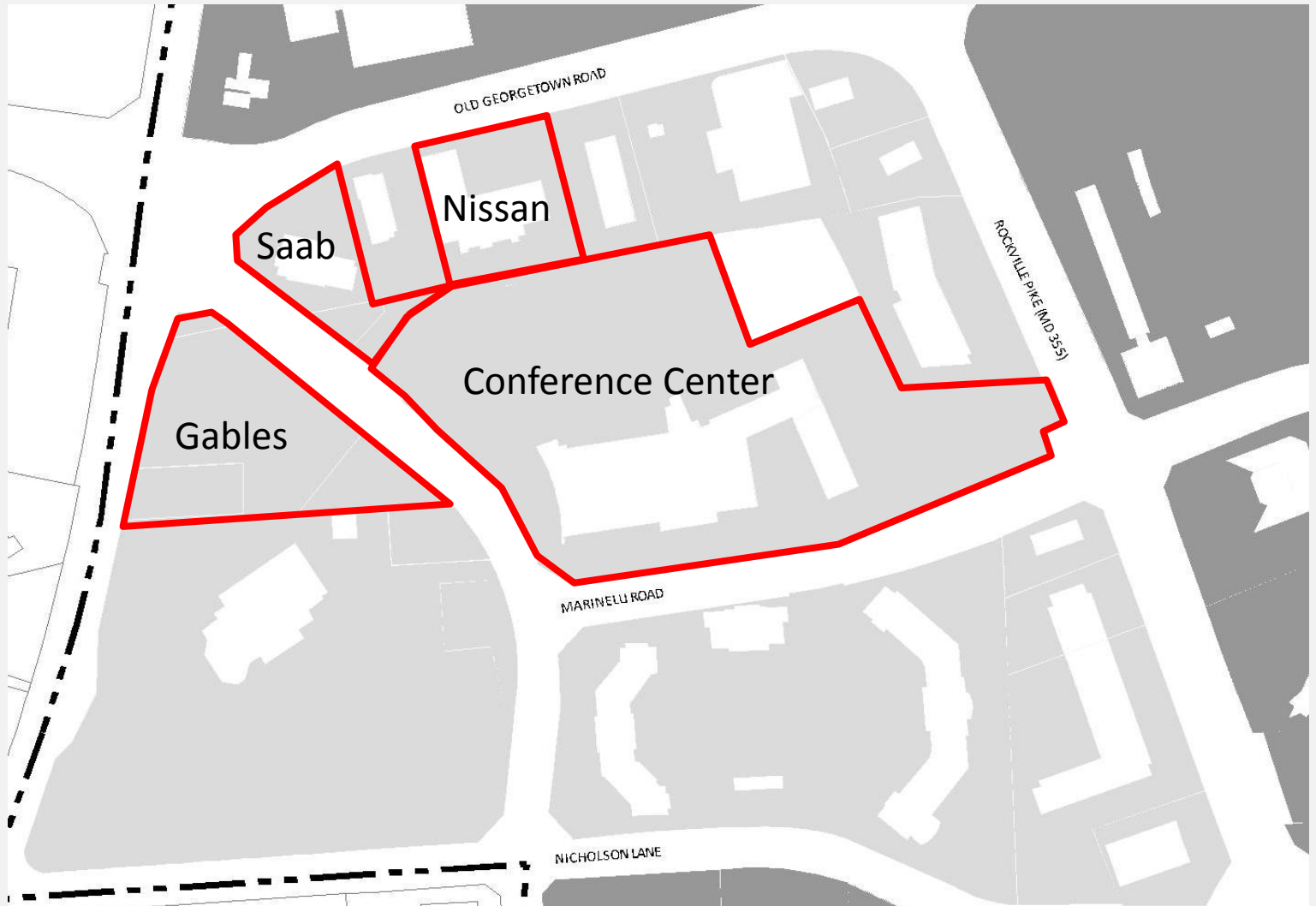
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metro west district



White Flint Sector Plan

metro west district



White Flint Sector Plan

nobe district



water tower

north bethesda market

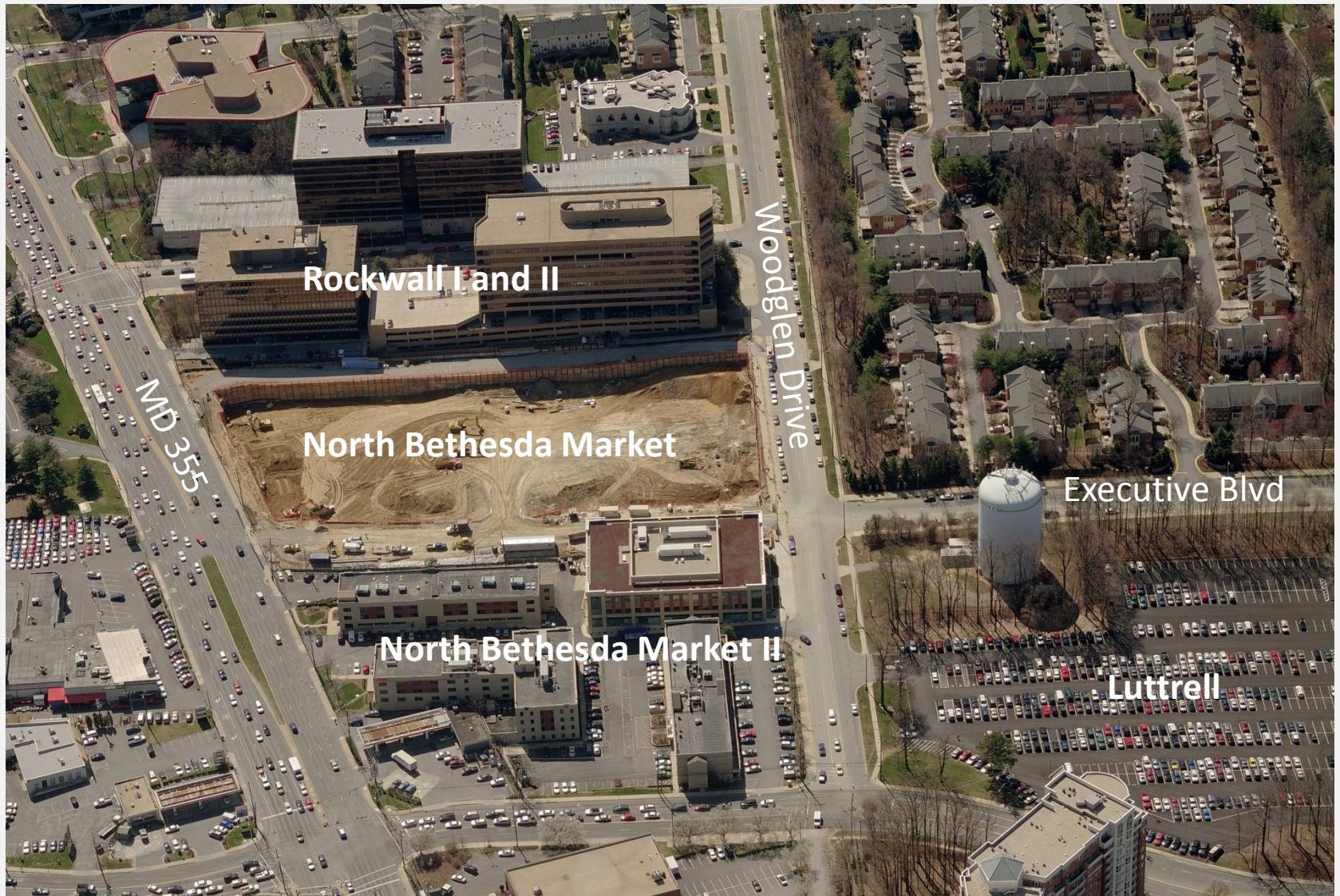
security lane

edson lane

hillery way

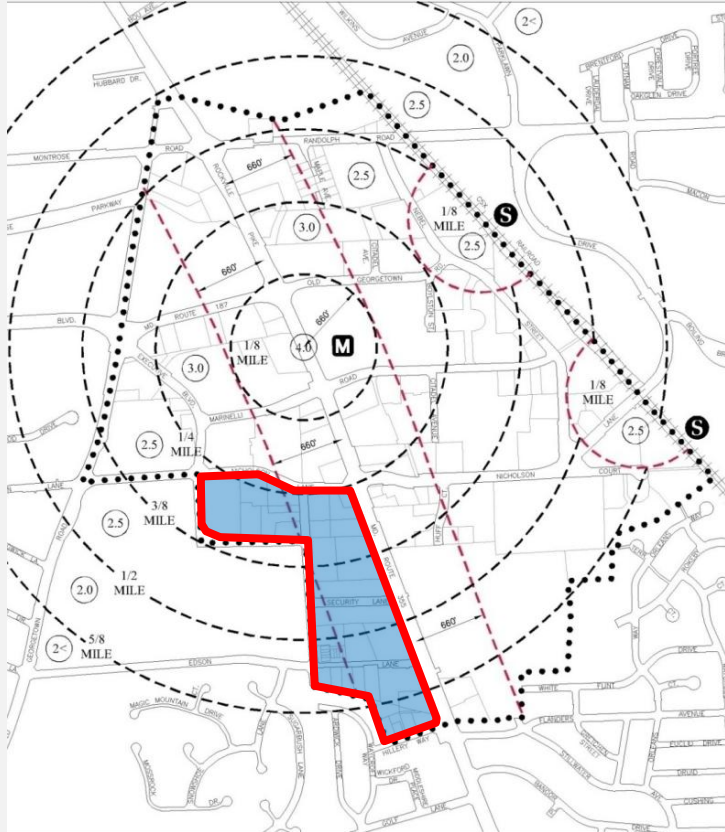
White Flint Sector Plan

nobe district



White Flint Sector Plan

nobe district



NOBE DISTRICT: 616 Units; 646,947 Square Feet; 135 Affordable Units

	Block1 Water Tower	Block 2 North Bethesda Market	Block 3 Security Lane	Block 4 Edson Lane	Block 5 Hillery Way
Units	290	245		50	30
Non Res SF	231,000	221,747	87,100	84,100	23,000
MPDUS/WFH	36+29=65	31+24=55		6+5=11	4
Infrastructure	WSSC property for Park	Bethesda Trolley Trail			
	½ acre neighborhood green				

plan recommendation: 2.0-2.5 FAR

White Flint Sector Plan

nobe district



north bethesda market

project under construction

density: 2.29 FAR

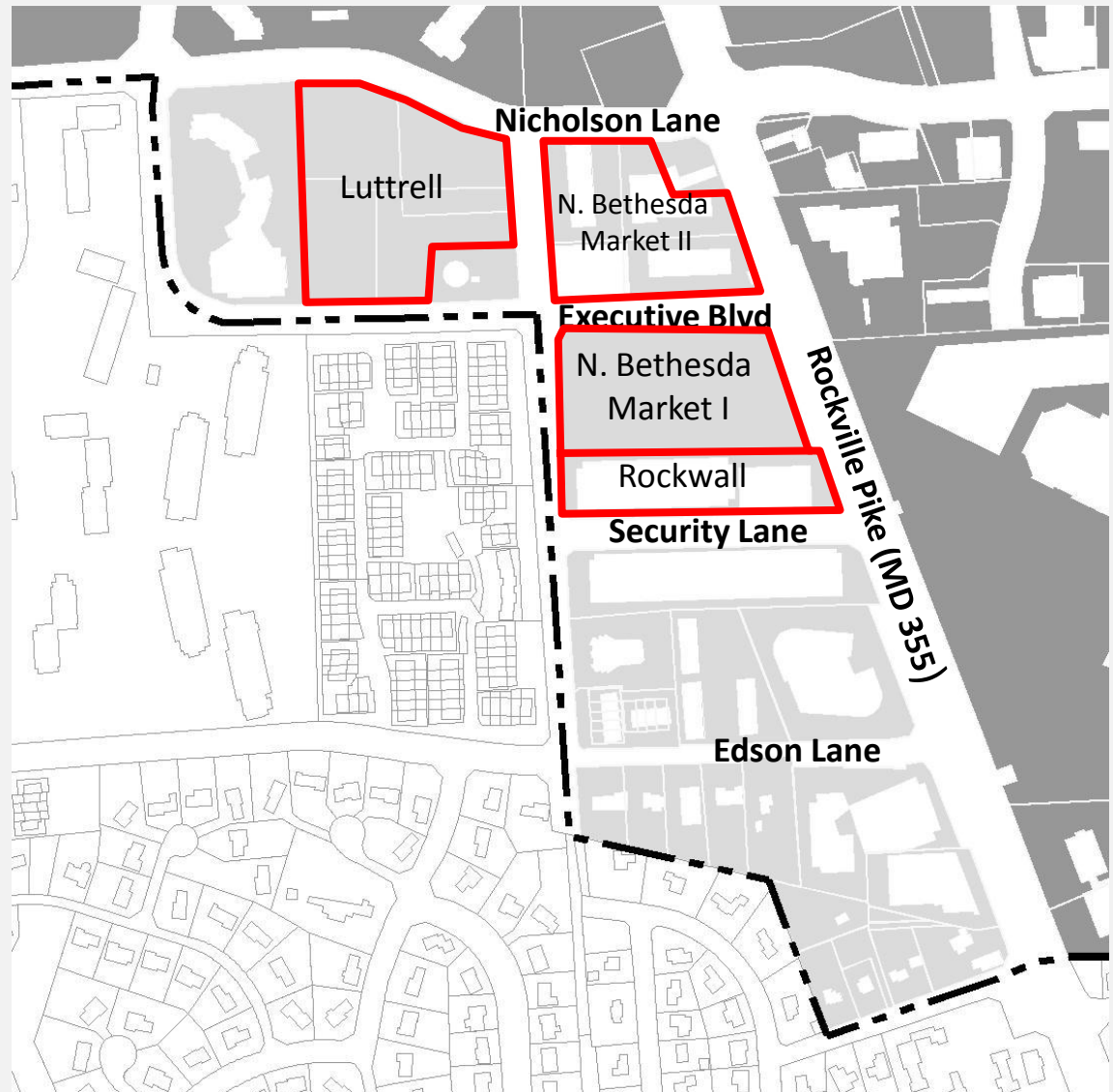
residential: 440 dwelling units

non-residential: 223,000 sf

White Flint Sector Plan

nobe district

jbg properties



White Flint Sector Plan

nrc district



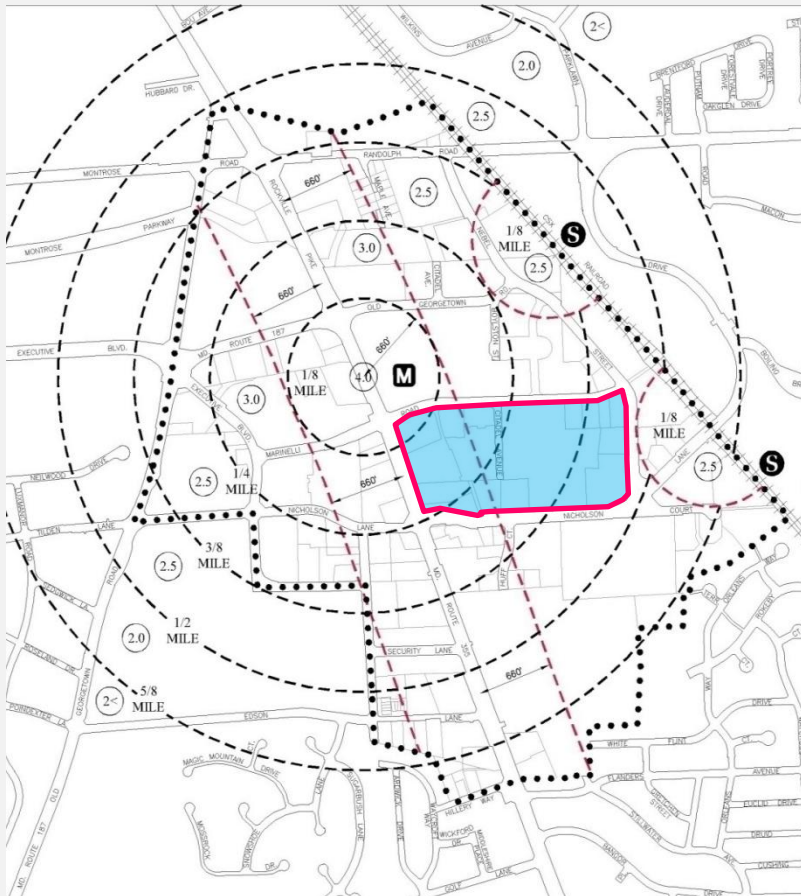
White Flint Sector Plan

nrc district



White Flint Sector Plan

nrc district



NRC DISTRICT: 1,380 Units; 990,000 Square Feet; 311 Affordable Units	
Units	1,380
Non Res SF	990,000
MPDUs/WFH	173+138=311
Infrastructure	Rockville Promenade
	Citadel Avenue Extension
	Private Streets (WMATA Site)

plan recommendation: 2.5-4 FAR

White Flint Sector Plan

nrc district



white flint view

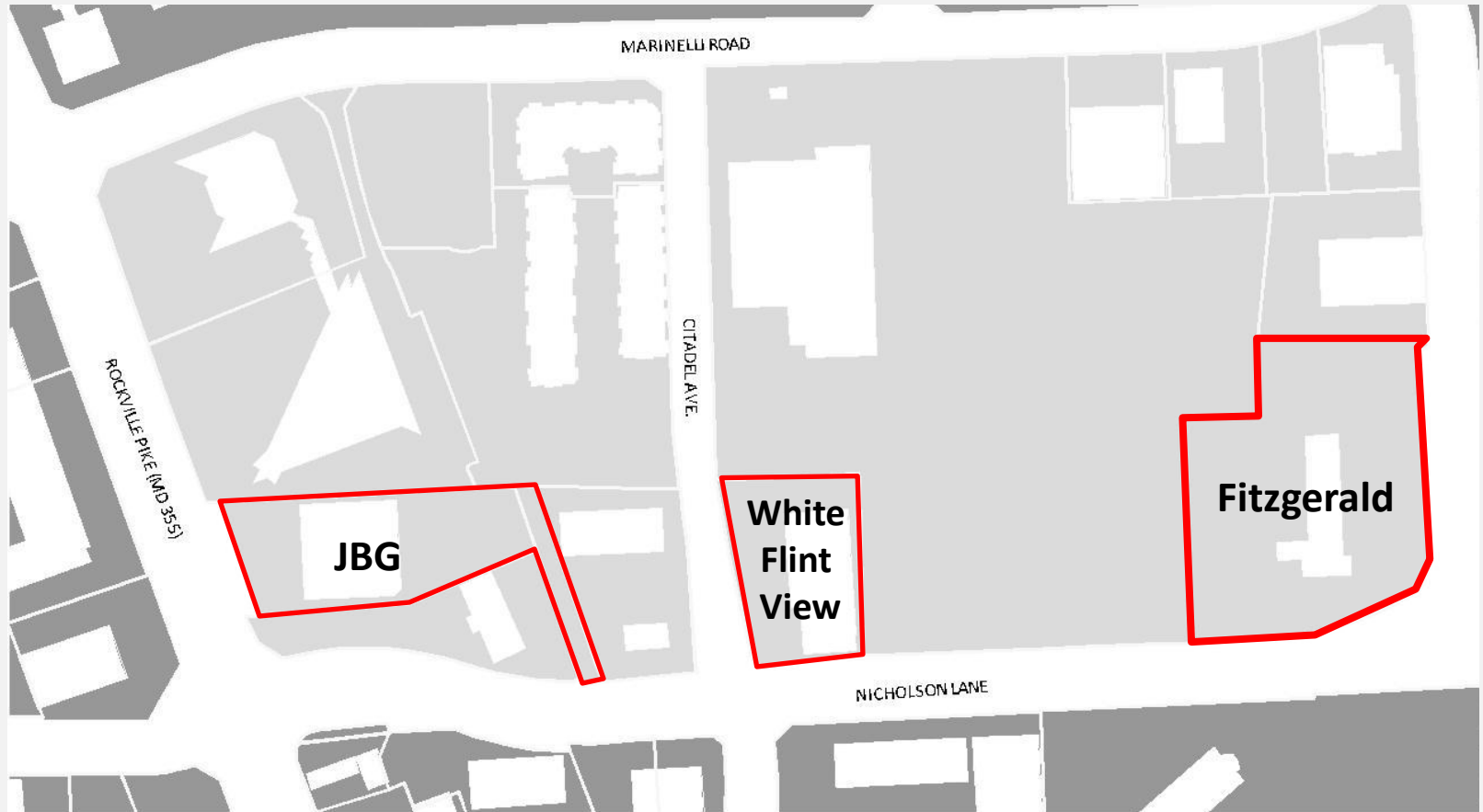
density: 2.4 FAR

residential: 183 dwelling units

non-residential: 29,500 sq.ft.

White Flint Sector Plan

nrc district



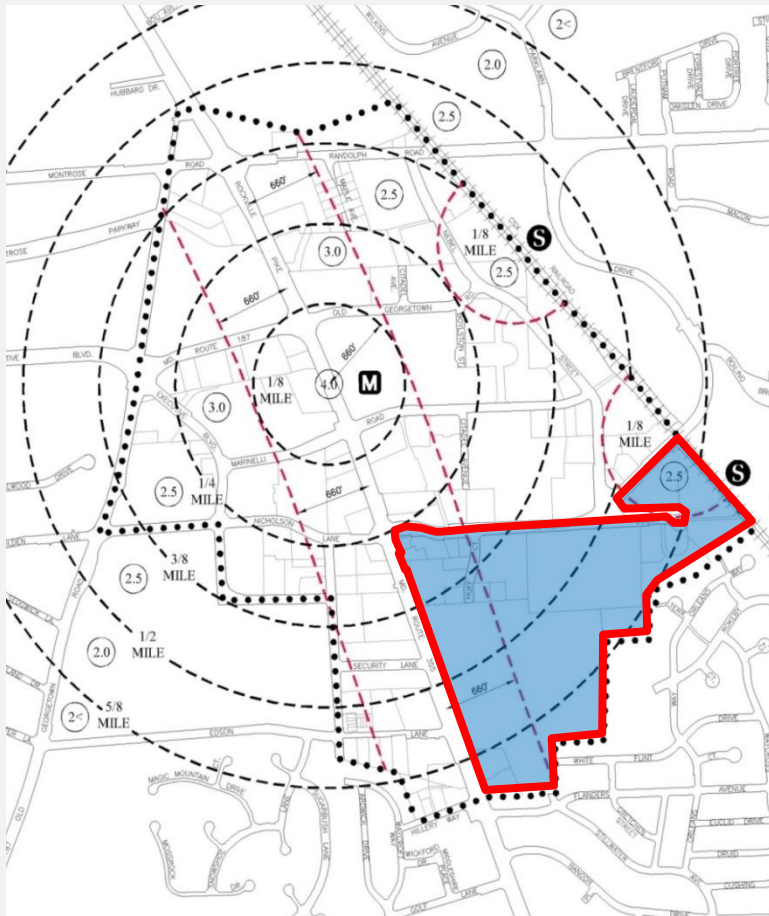
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white flint mall district



White Flint Sector Plan

white flint mall district



plan recommendation: 2-2.5 FAR

**WHITE FLINT MALL DISTRICT: 3,860 Units; 2,090,000 Square Feet;
869 Affordable Units**

	Block 1 Eisinger Fitzgerald	Block 2 White Flint Plaza	Block 3 Nicholson Ct	Block 4 White Flint Mall
Units	600	740	820	1700
Non Res SF	422,000	396,000	652,000	620,000
MPDUS/WFH	76+60=136	92+74=166	102+82=184	213+170=383
Infrastructure	Private Streets	Private Streets	Private Streets	Private Streets
	Connected Public Use Space	Connected Public Use Space	Connected Public Use Space	Connected Public Use Space
	Rockville Pike Promenade	Neighborhood Green	Space for MARC Station	Rockville Pike Promenade
		Land for School		Land for School

White Flint Sector Plan

white flint mall district



White Flint Sector Plan

white flint mall district

