

White Flint Sector Plan

worksession #5 march 30, 2009



property owners
presentations

community
presentations



White Flint Sector Plan

worksession schedule

- march 5: land use and zoning issues
property owners presentations
- march 19: property owners presentations
- march 30: complete property owner presentations
community presentations
- april 23: public facilities: schools
MARC station site
- april 30: public facilities: parks
environment and sustainability
- may 7: design guidelines
status of implementation

White Flint Sector Plan

march 5-property owners

metro west

- gables residential
- jbg companies
- nissan and vob

metro east

- LCOR
- jolles

maple avenue and nebel

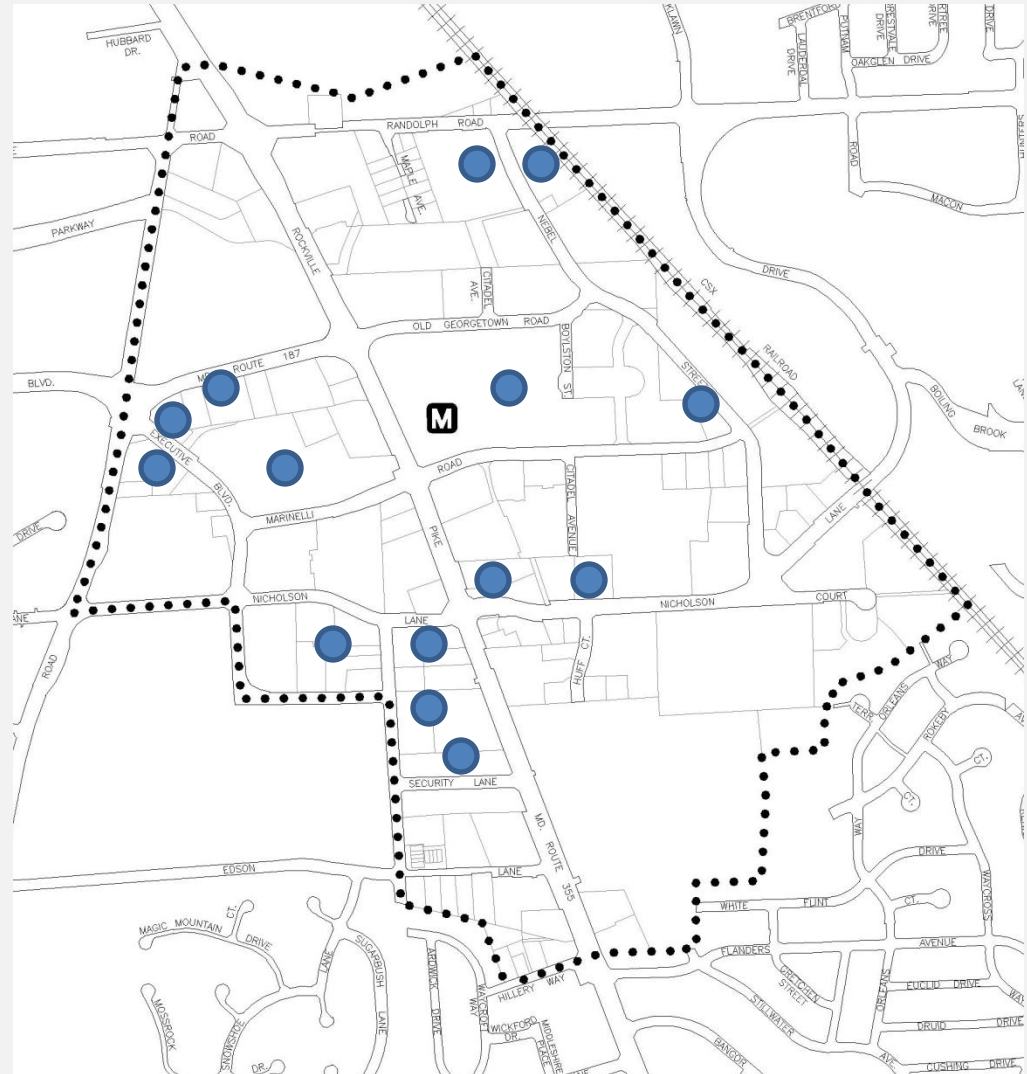
- writ properties

nrc

- JBG
- white flint view

NoBe

- jbg companies



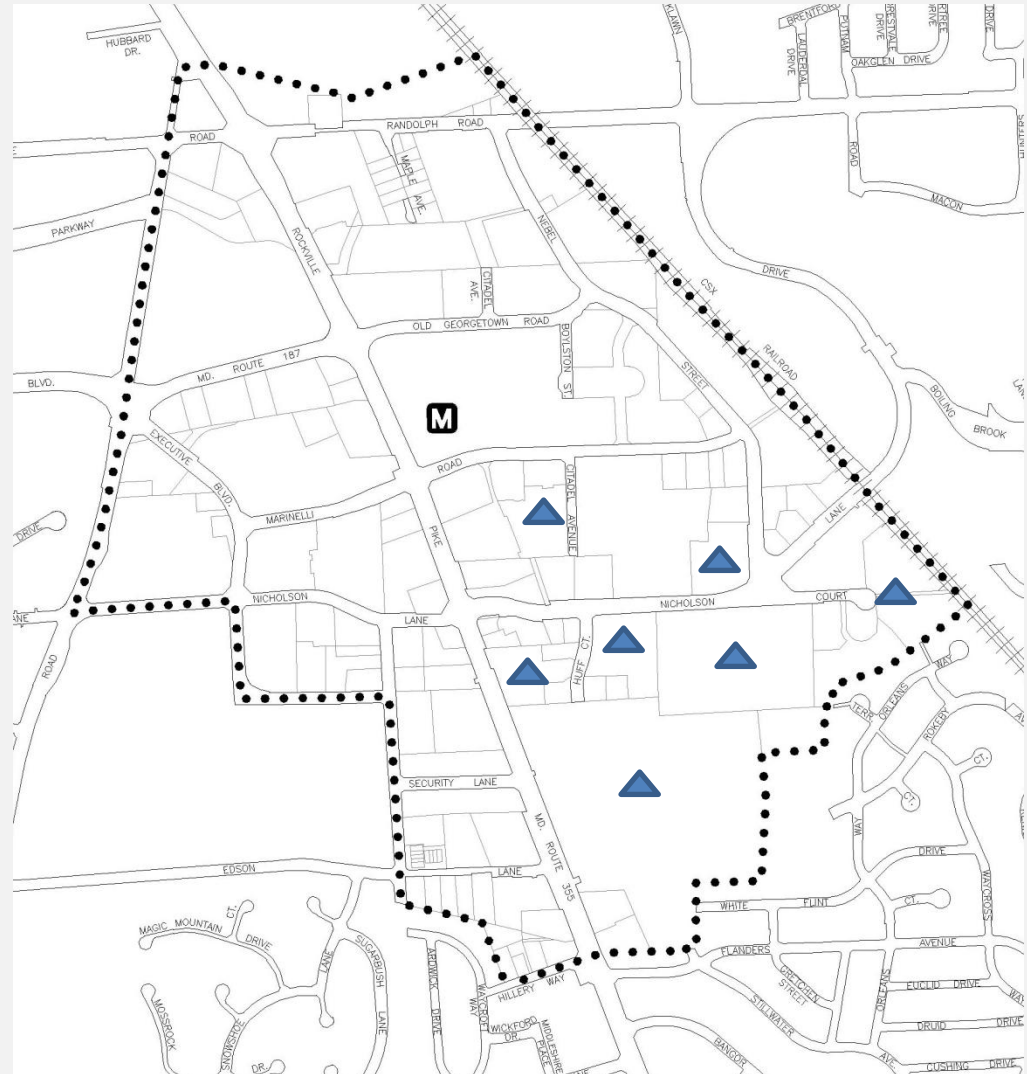
march 19-property owners

nrc

- strathmore court
- fitzgerald

white flint mall

- fitzgerald
- eisinger
- white flint plaza
- nicholson court
- white flint mall



White Flint Sector Plan

march 30-property owners

nebel

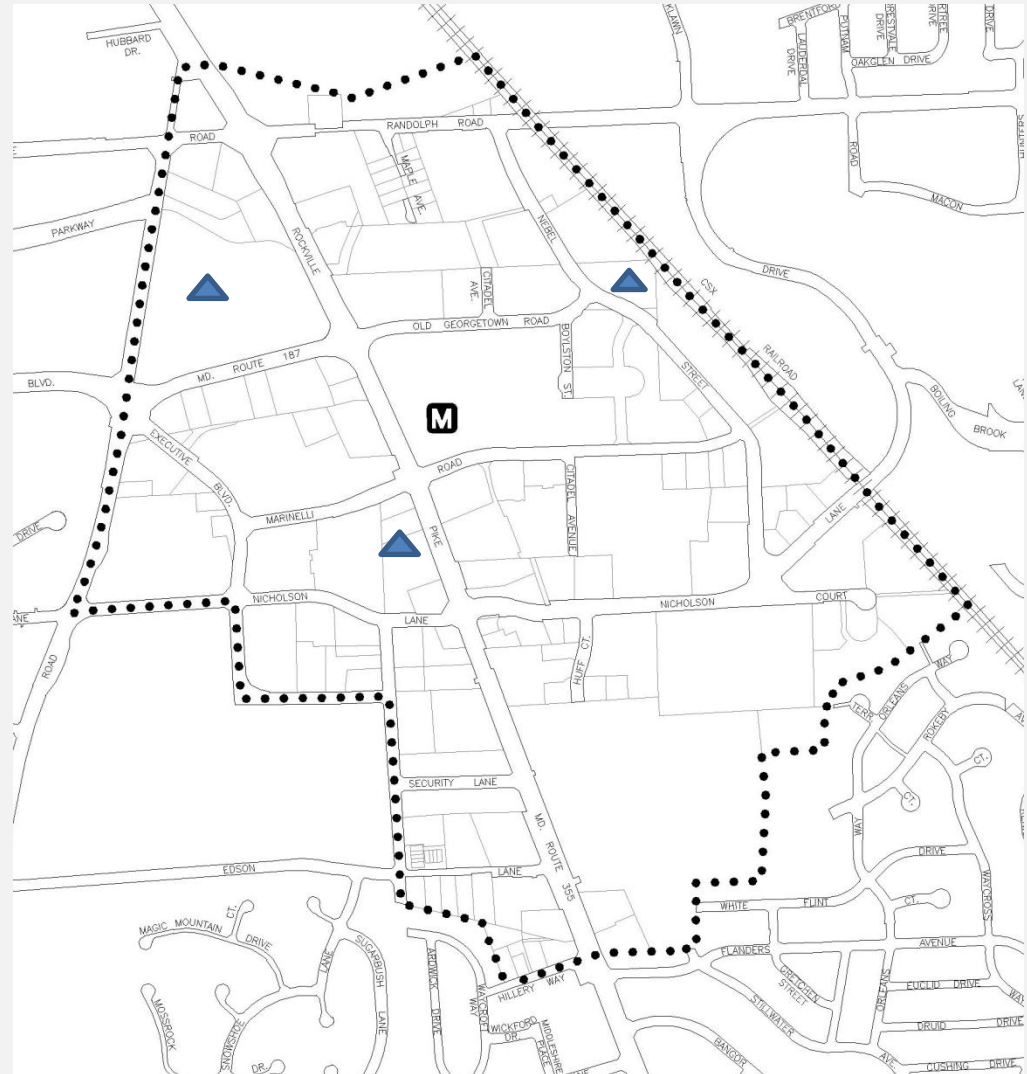
- montouri

metro west

- holladay

mid-pike

- mid-pike plaza



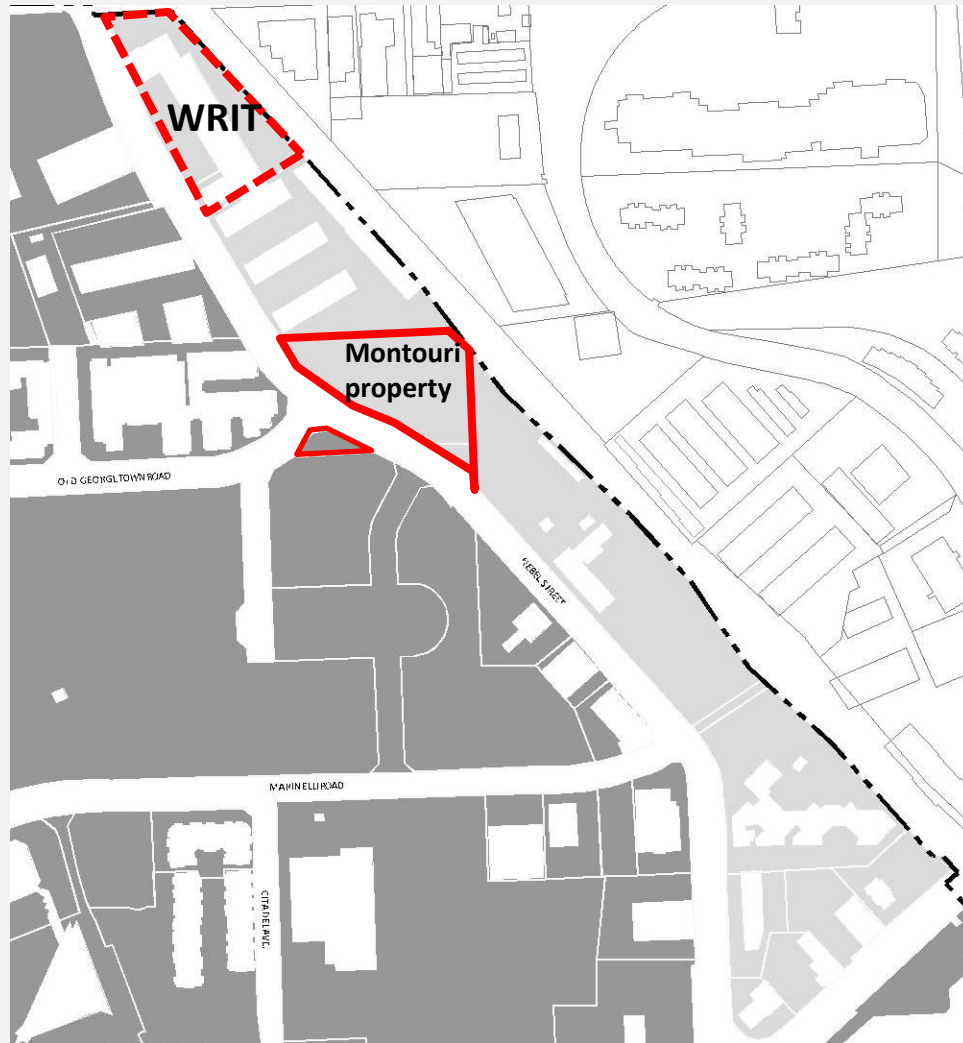
White Flint Sector Plan

nebel corridor district



White Flint Sector Plan

nebel corridor district



--- March 5, 2009
— March 30, 2009

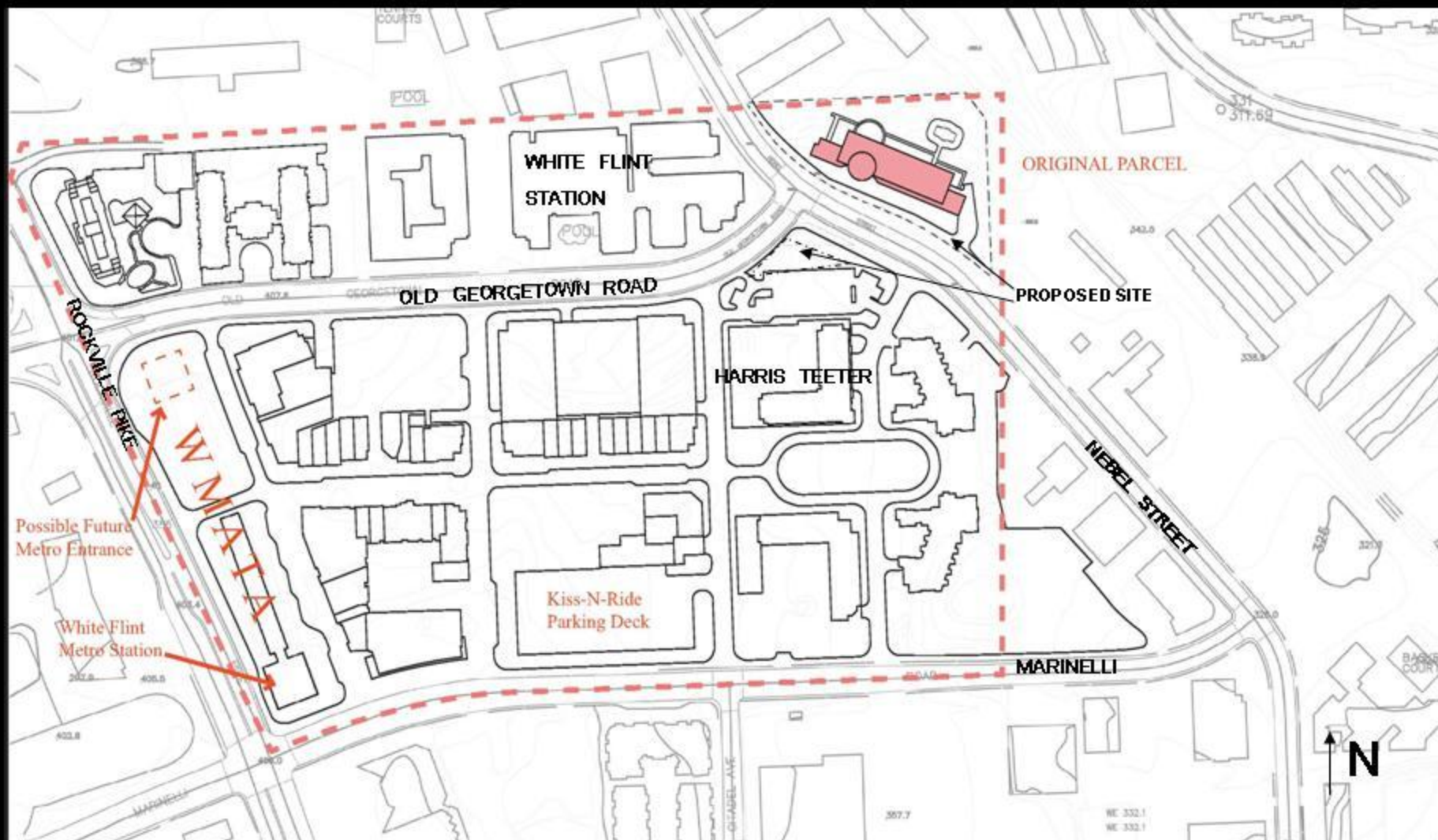


White Flint Sector Plan

nebel corridor district



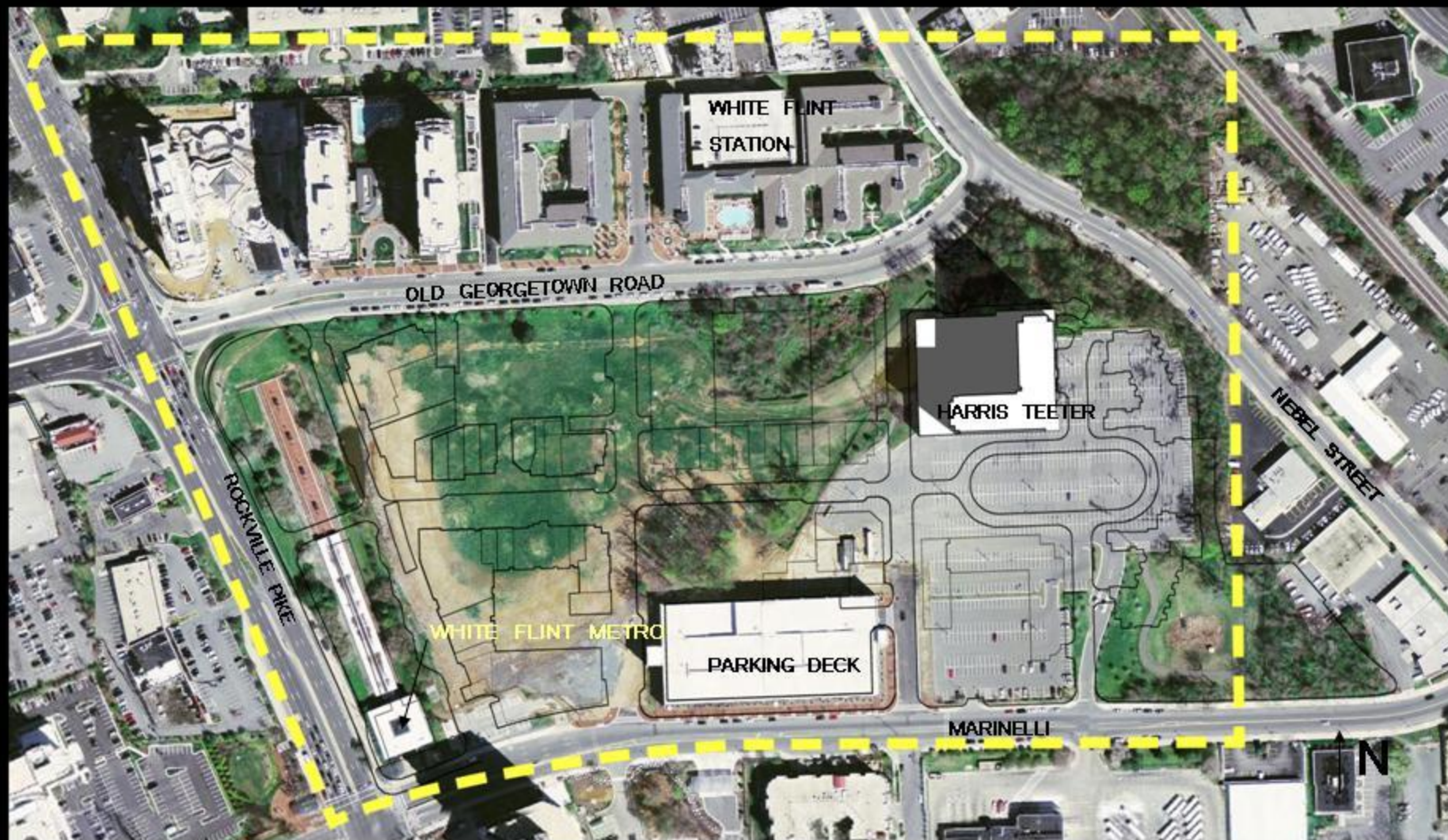
**the following slides are for the
montouri property**



ORIGINAL MONTOURI PROPERTY



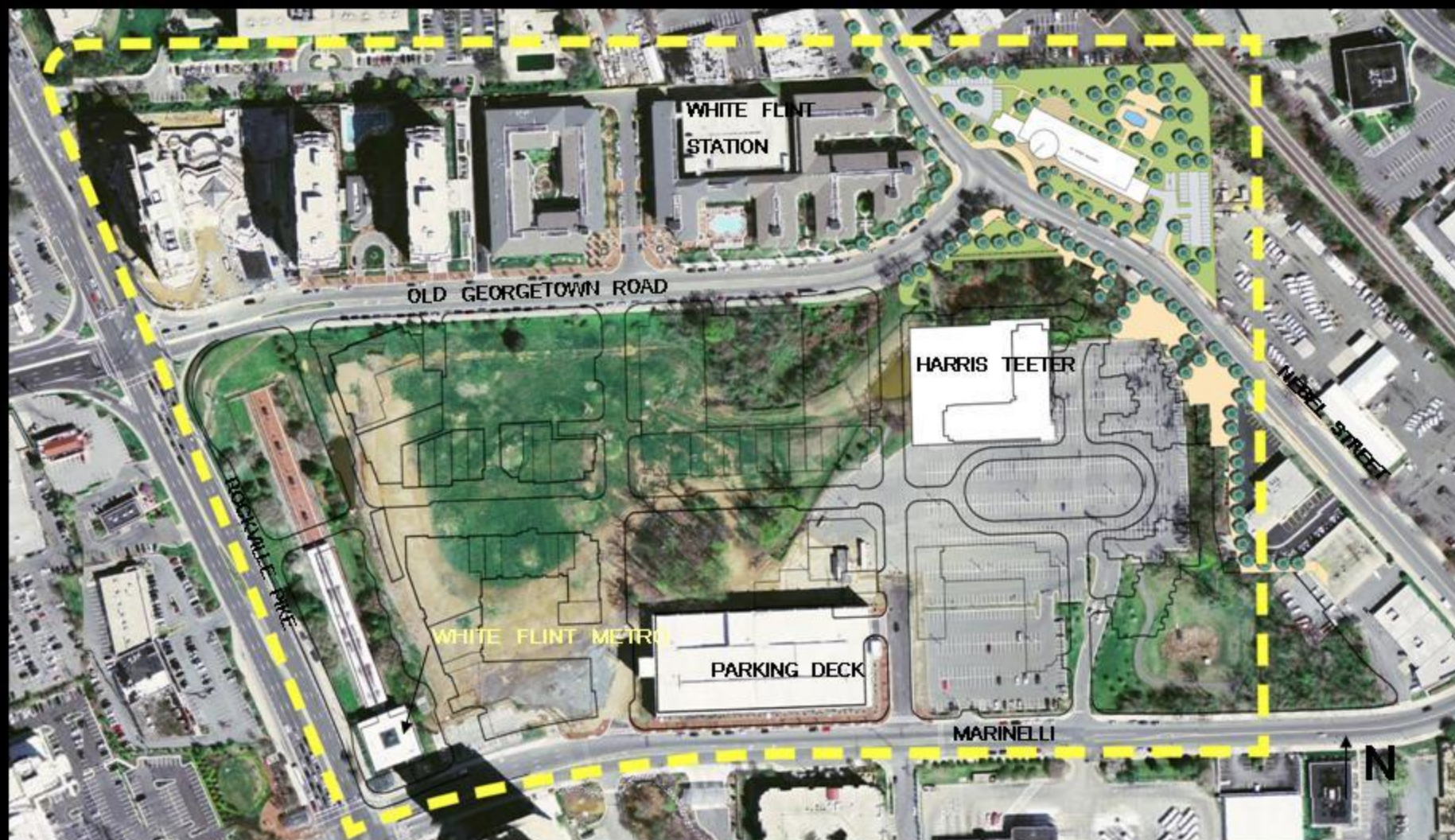
VOA



EXISTING SITE

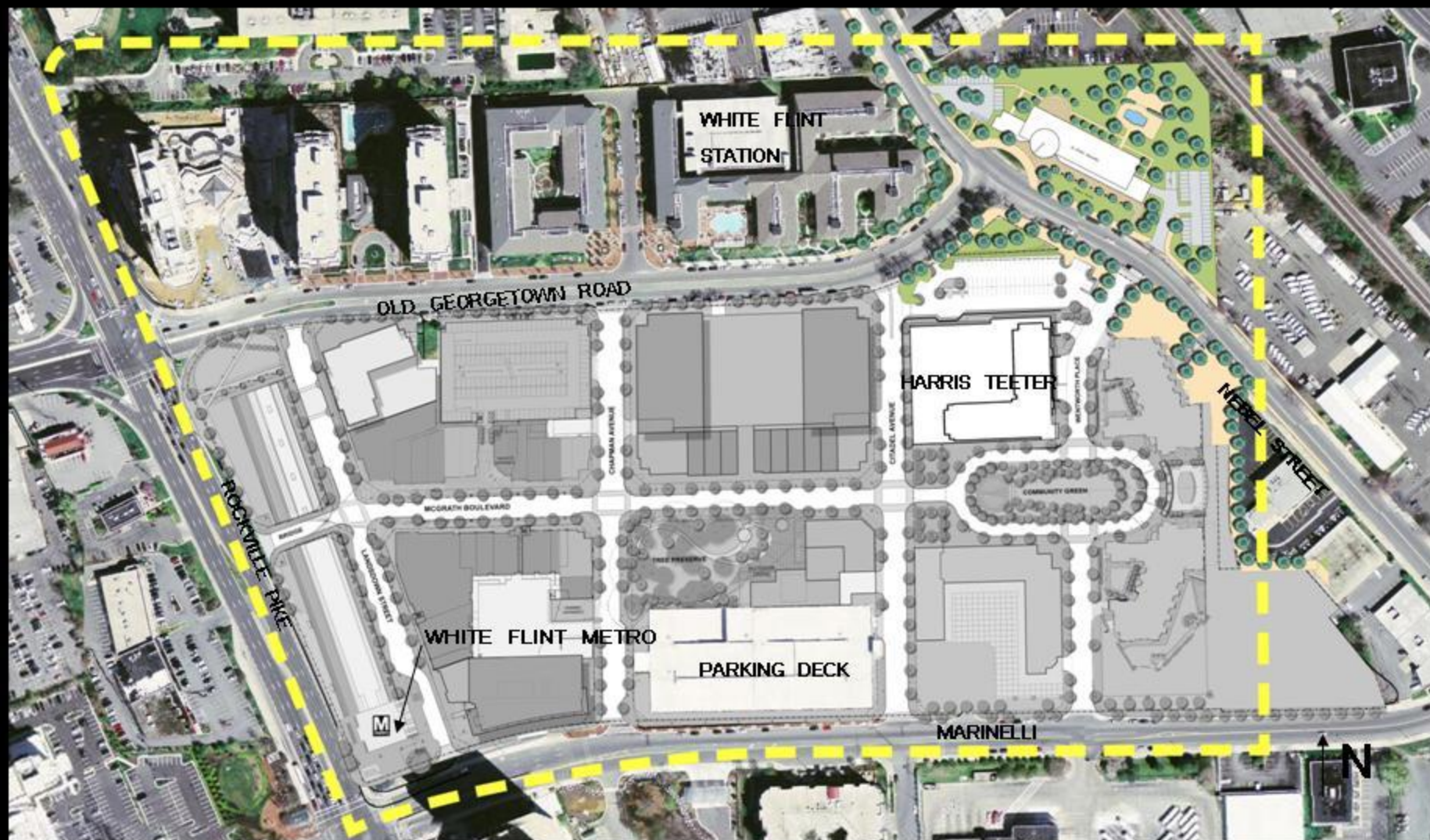


VOA



PROPOSED DEVELOPMENT





PROPOSED DEVELOPMENT



VOA



NEBEL STREET SITE PLAN

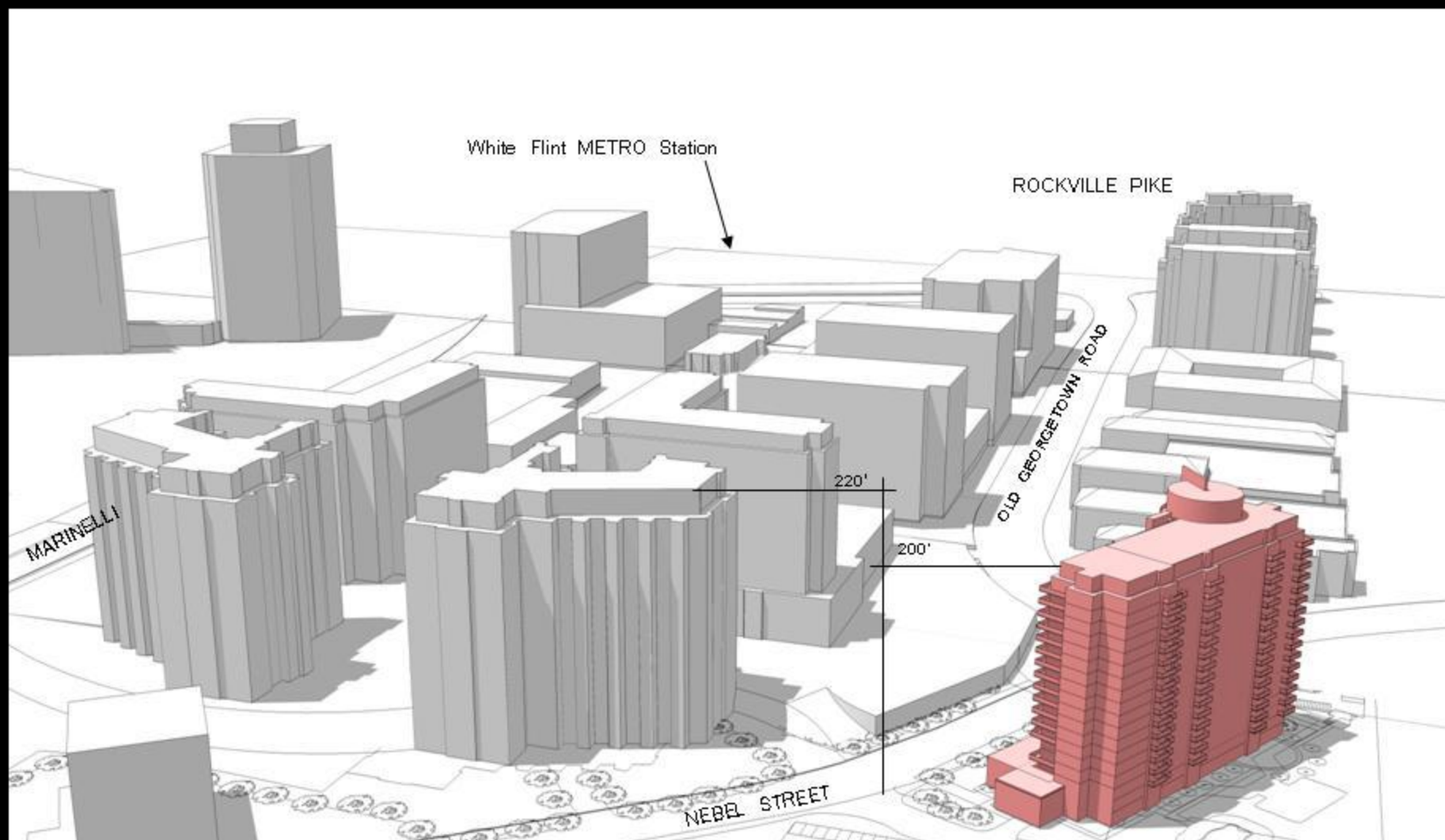


VOA

SITE DATA

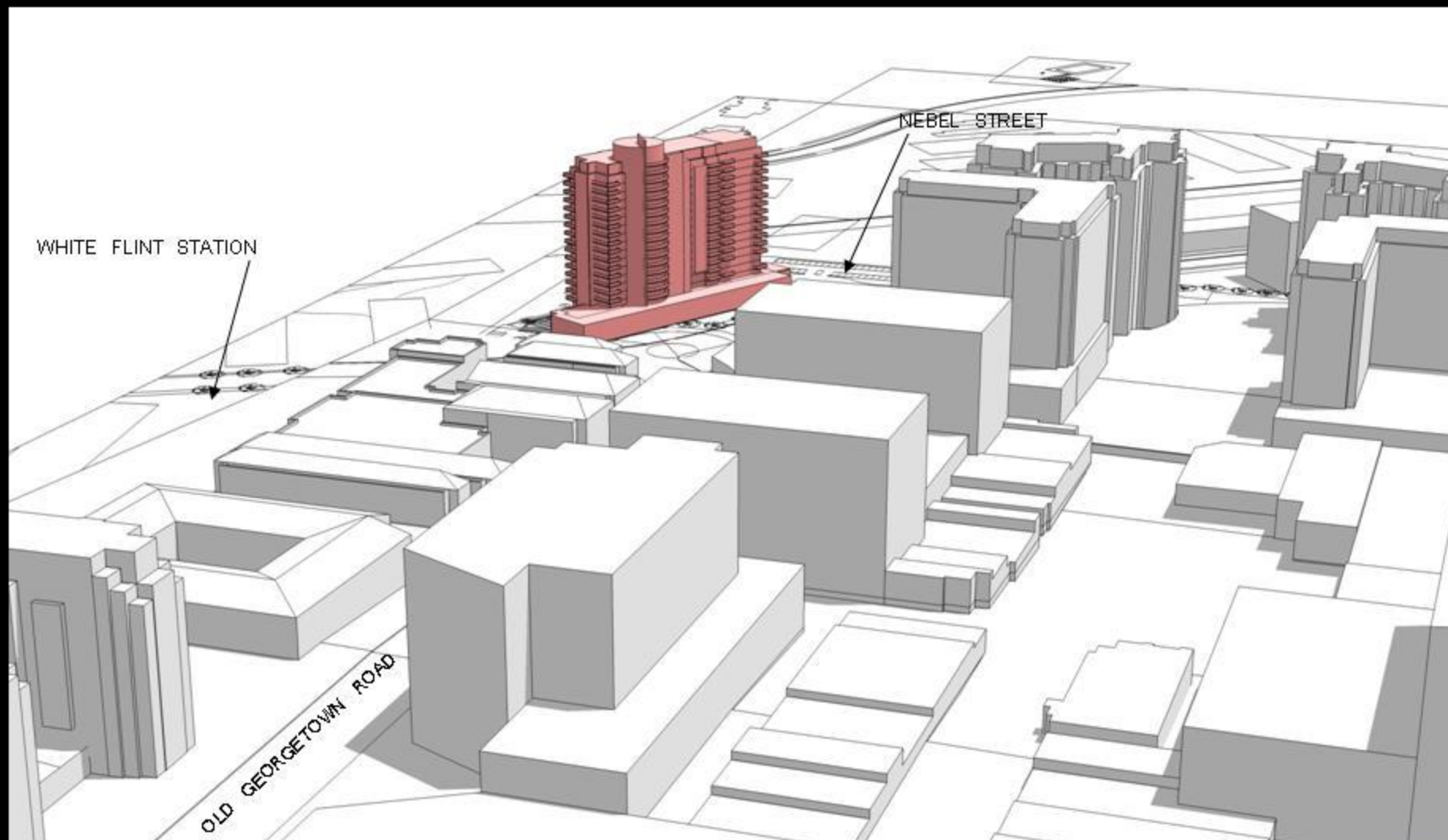
1. Gross Tract Area: 2.689 Acres, as follows

P362 = 2.409 ac.
P414 = 0.11 ac.
P394 = 0.17 ac.
(Per Tax Records)
2. Proposed Land Use: Residential - 300 Units
3. Proposed F.A.R.: 2.5 (292,800 sq.ft.)
4. Proposed Building Height: 200 Feet (20 Stories)
5. Proposed Building Coverage: 20% of Tract (23,500 sq.ft.)
6. Proposed Green Area: 20% Minimum
7. Proposed Pervious Area: 20% Minimum



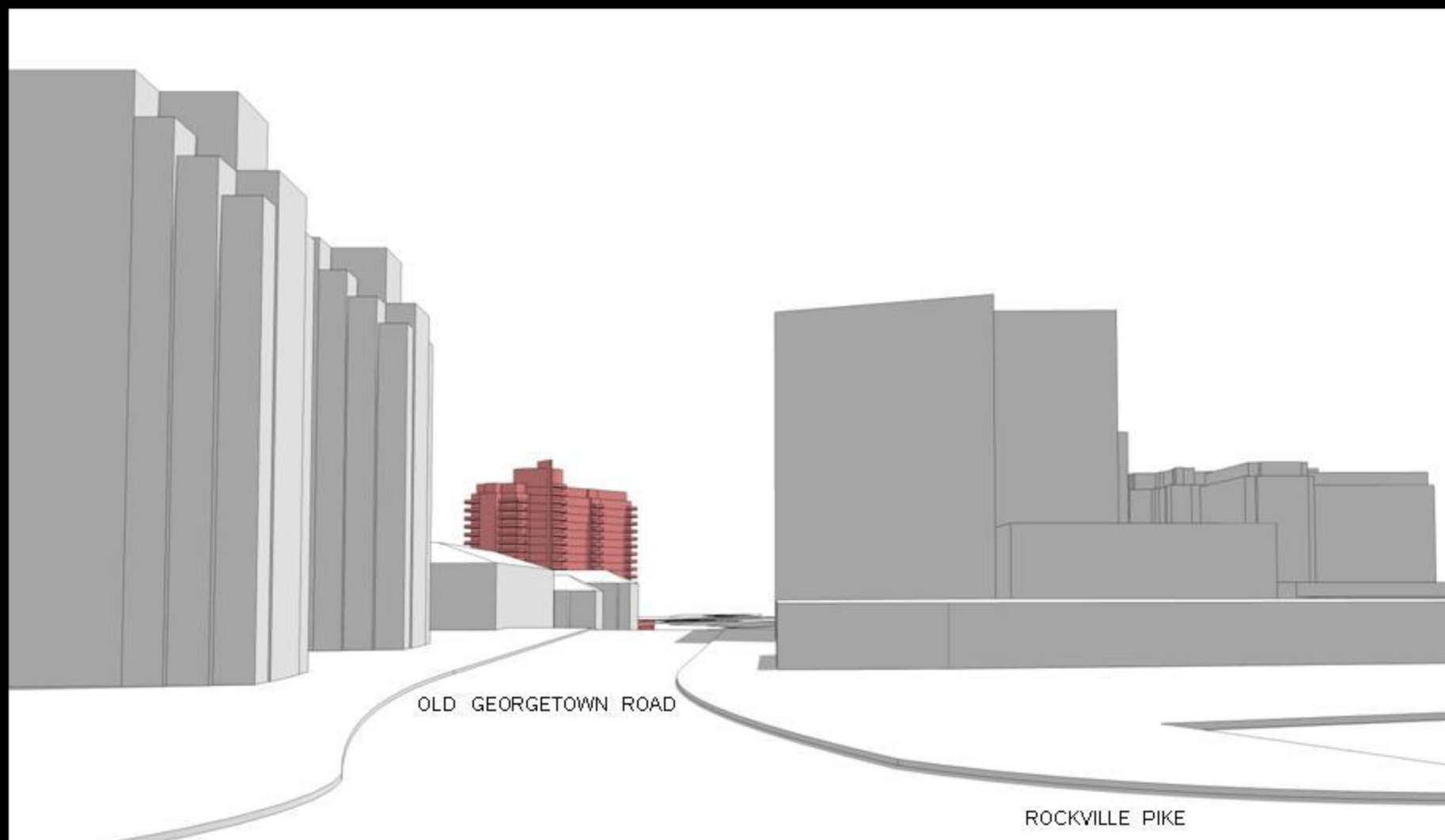
WSW Bird's Eye from behind Nebel Street





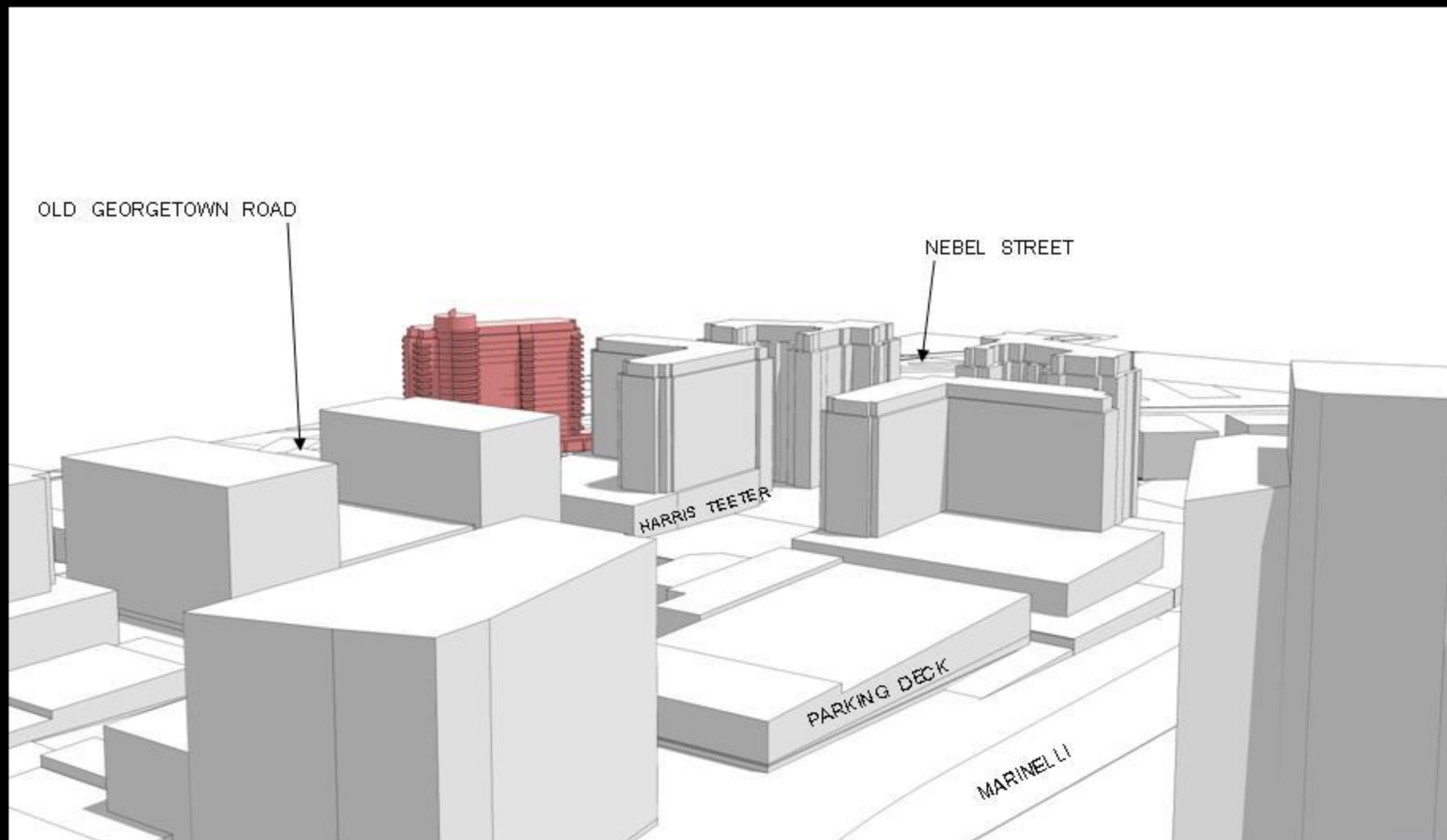
ENE Bird's Eye from Rockville Pike





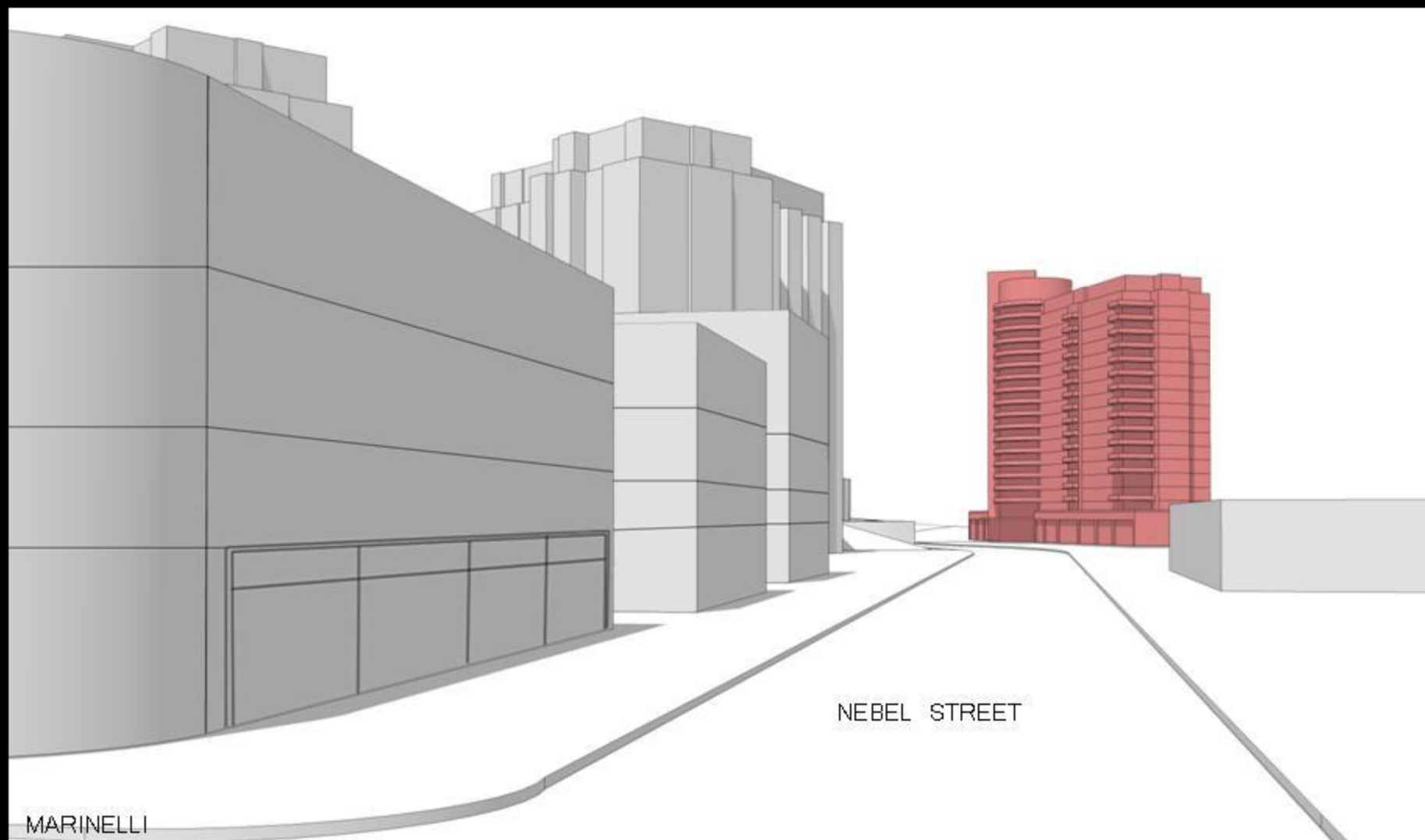
Street Level Looking East on Old Georgetown Road





Street | NE Bird's Eye from Rockville Pike





MARINELLI

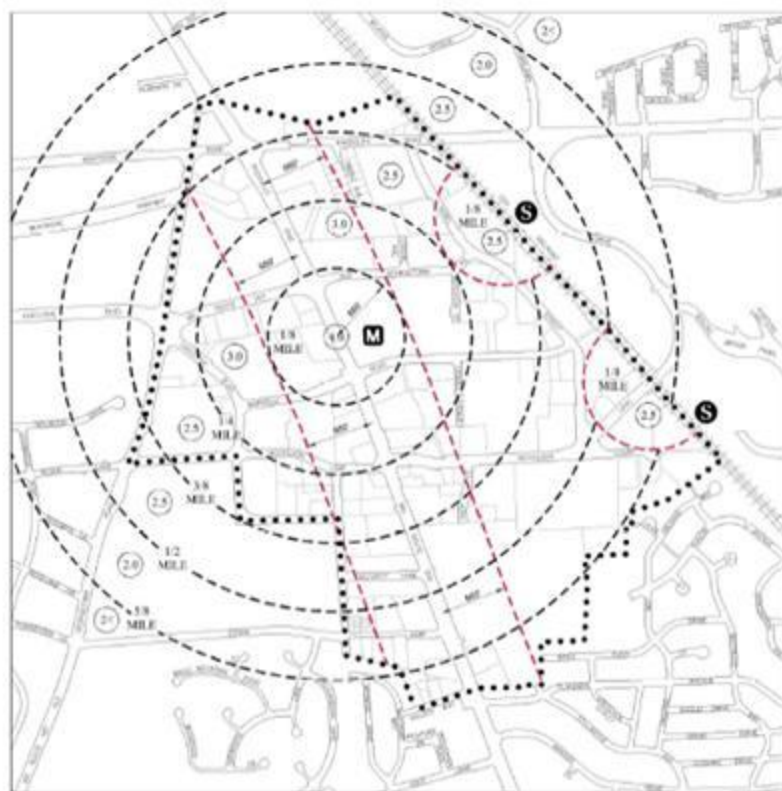
NEBEL STREET

Street Level Looking North on Nebel Street



VOA

Metro Proximity and Maximum FAR



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



Existing Building Heights



- Sector Plan Area Boundary
- M White Flint Metro Station
- S Potential MARC Train Station
- 30'-75'
- 75'-100'
- 100'-150'
- 150'-200'
- 200'-250'
- 250'-300'



White Flint Sector Plan

Draft - September 2008

Potential MARC Train Station





WMATA Map



White Flint Sector Plan

metro west district



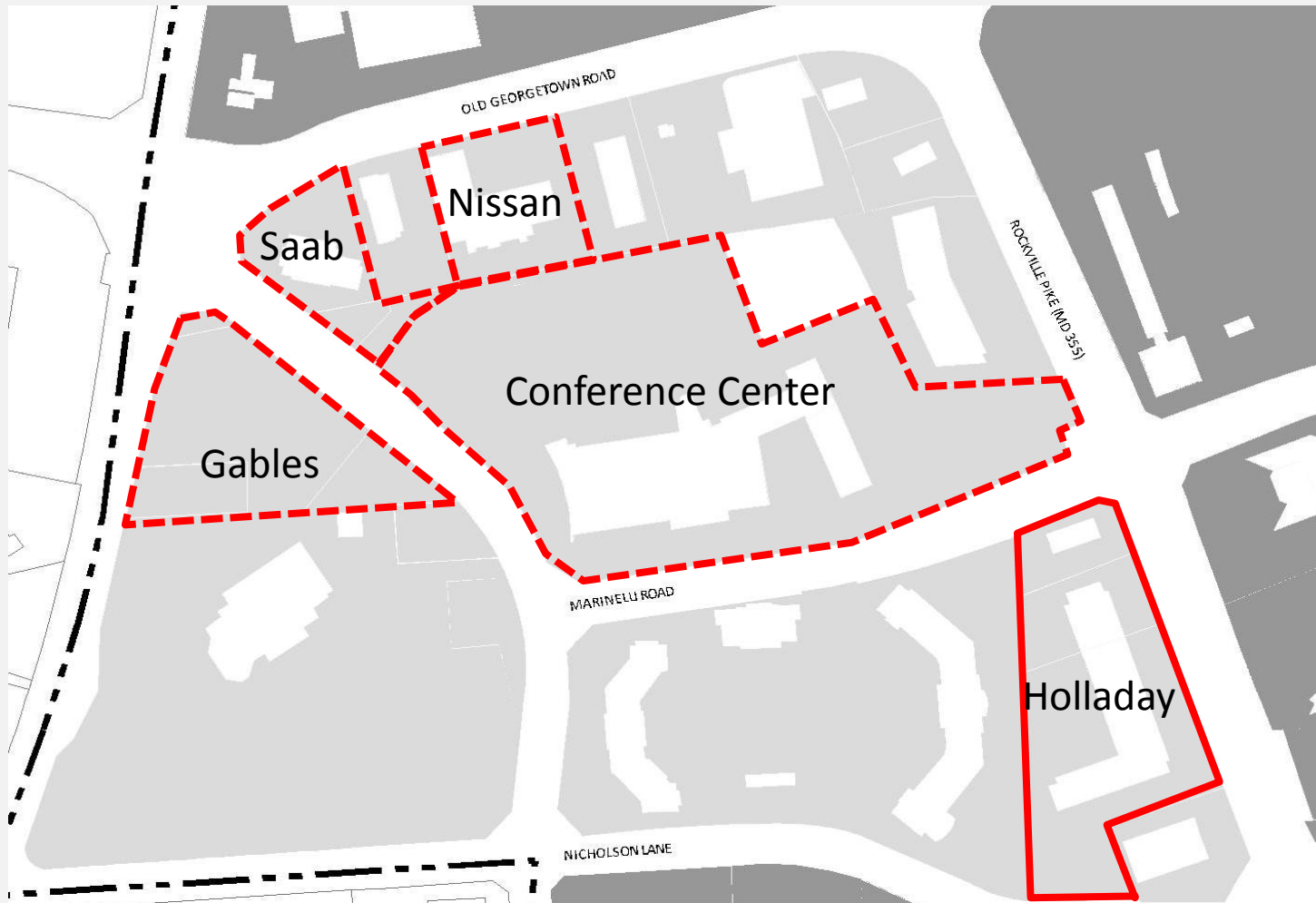
1. conference center

2. wall park

3. holladay

White Flint Sector Plan

metro west district

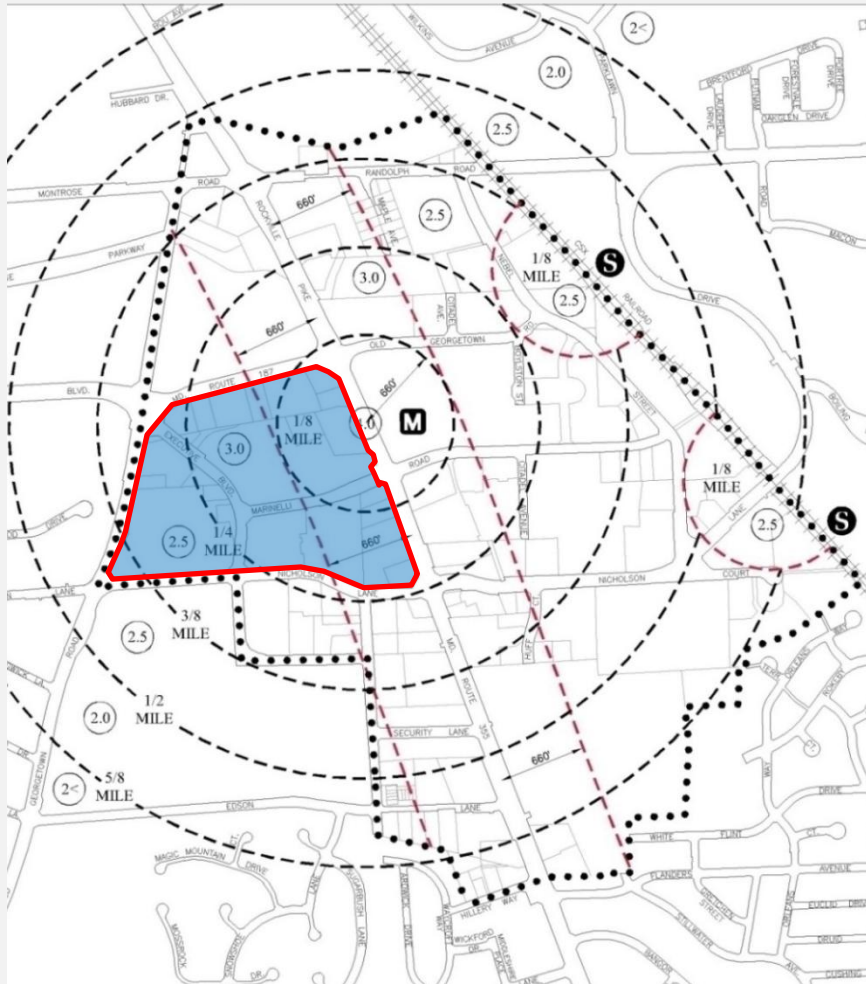


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White Flint Sector Plan

metro west district



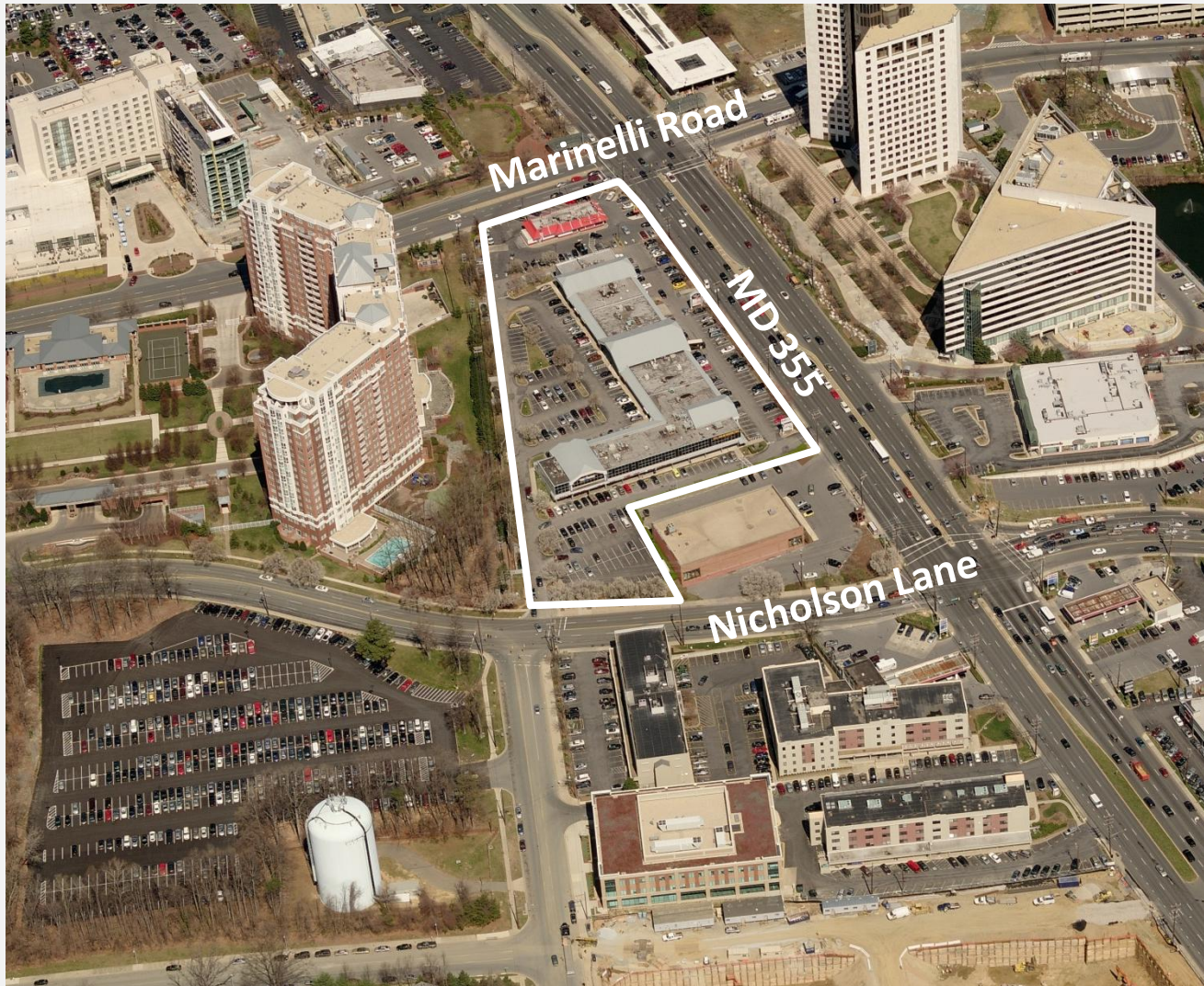
plan recommendation: 2.5 - 4 FAR

**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		

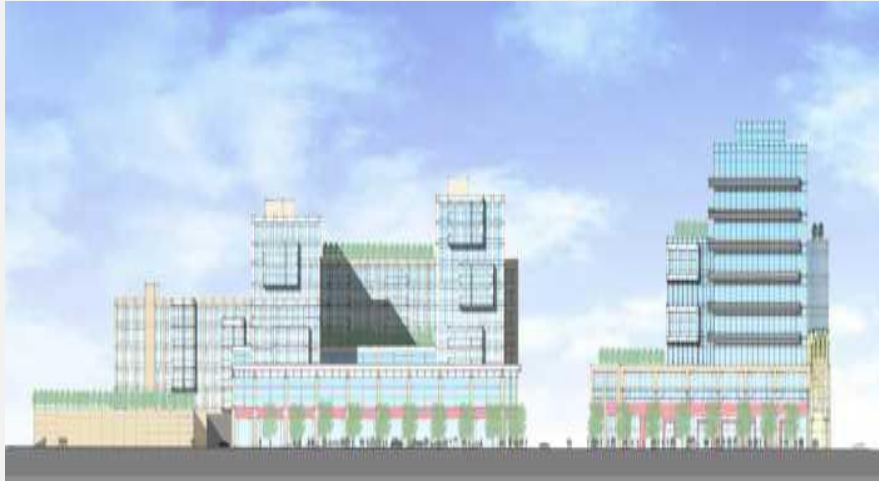
White Flint Sector Plan

metro west district



White Flint Sector Plan

metro west district



Metro Pike/Holladay

Approved Development Plan (G-860)

density: 2.22 FAR

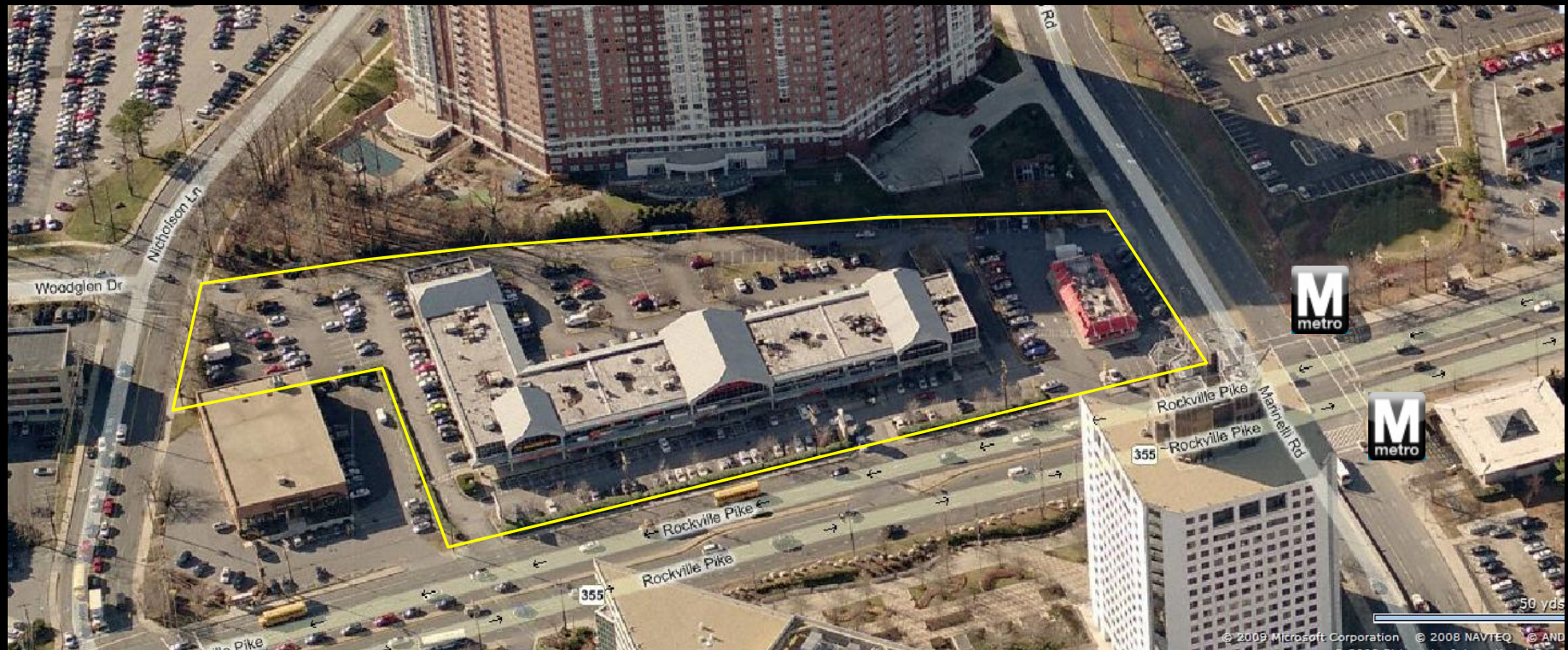
residential: 247 dwelling units

non-residential: 201,822 sq.ft.



**the following slides are for the
holladay/metro pike property**

METRO PIKE CENTER



Planning Board Land-Use Work Session

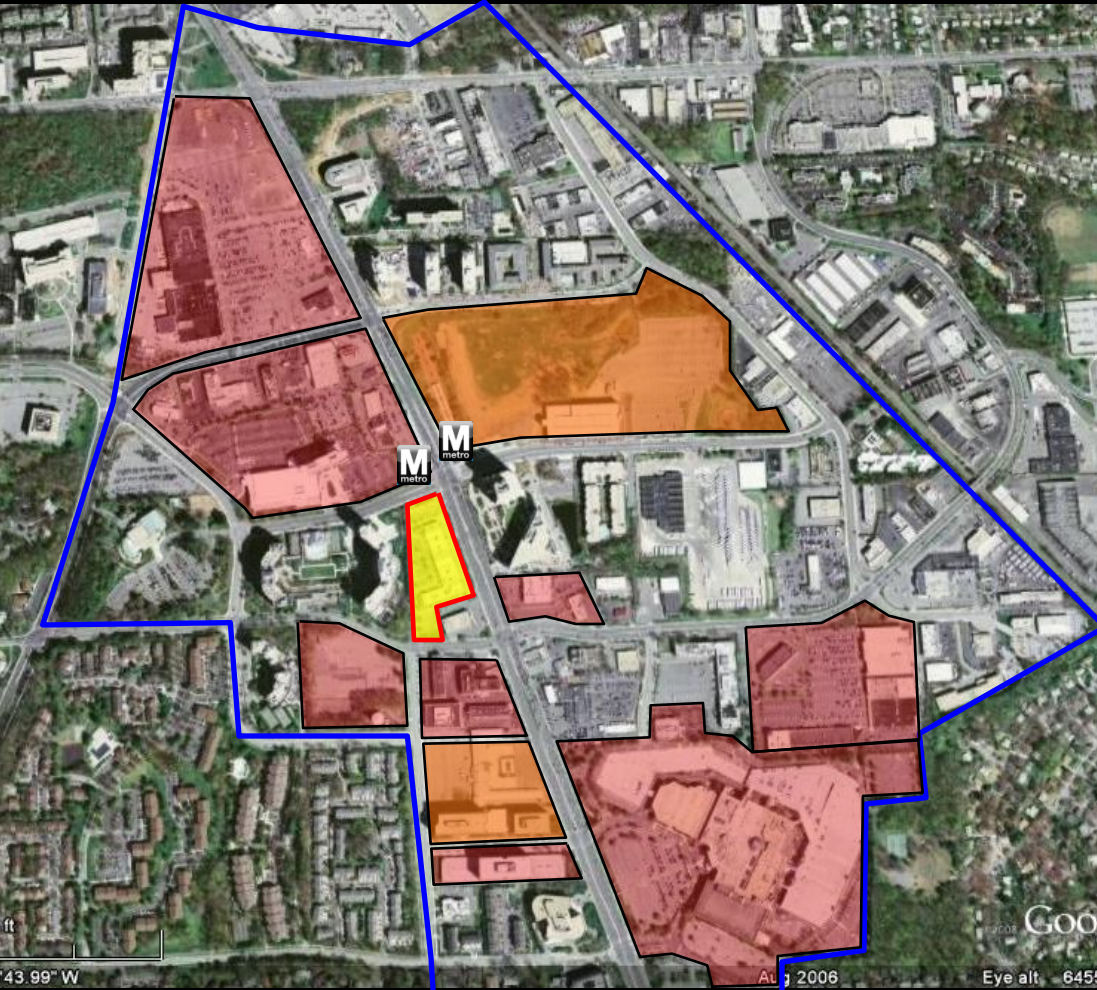
March 19, 2009

Existing Condition



- 65,000 SF retail center on 4.5 acre site
- Dated, car-centric, suburban design
- Less than 100 ft from Metro entrance

Vital Location for White Flint's Redevelopment

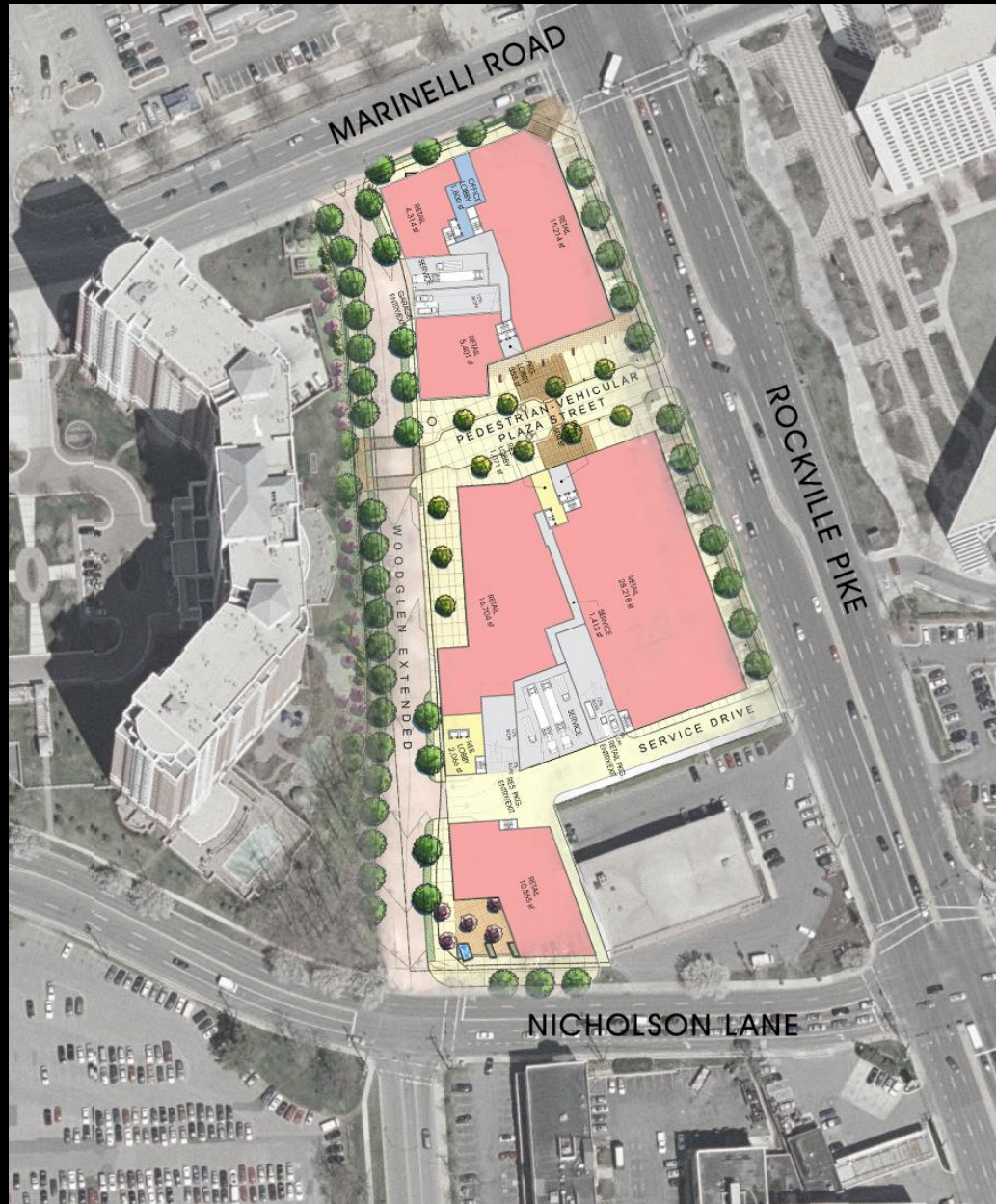


With its proximity to the Metro station, Metro Pike occupies a prime corner of an intersection that is the very heart of the new White Flint community, and provides a vital link between future developments to its north and south.

Our Goal

- To redevelop Metro Pike into a vibrant mixed-use project that appropriately places density within 100 ft of a Metro entrance and provides vital connectivity within a new walkable White Flint community.

Potential Redevelopment Under Current Zoning



- Build Woodglen Drive from Nicholson Ln to Marinell Rd creating a key connection between the Metro station and the southern developments as well as increasing the street network.
- Strategically placed service road and loading dock to provide service connection for future Anthropologie site redevelopment and conceals loading docks for both properties so as not to blight the streetscapes

Potential Redevelopment Under Current Zoning



Plan for 2.2 FAR under the current TSM zoning

2.2 FAR heights are 145' for the office/retail component at Marinelli Road and 130' for the residential/retail component

Redevelopment Concepts Under New Sector Plan



Required 4.0 Density would allow

- Taller, signature office building at the corner of Marinelli Road and Rockville Pike
- Taller, more architecturally appealing residential building
- A project that is more in scale with surrounding land uses
- Commercial uses concentrated near Metro and Rockville Pike, while residential uses and neighborhood retail centered on the new Woodglen Drive extension
- Building mass to step down from Marinelli Road at the Metro Station south toward Nicholson. New east/west connection from Woodglen Drive to Rockville Pike also breaks up the large block appearance of the current center and dramatically increases walkability

Obstacles to Redevelopment

- Need Minimum 4.0 Density
- Limit ROW Dedication on West Side of Rockville Pike
- Need both Commercial and Residential Uses and the Flexibility to Determine Their Mix
- 20% Pervious, 30% Tree Canopy Unworkable

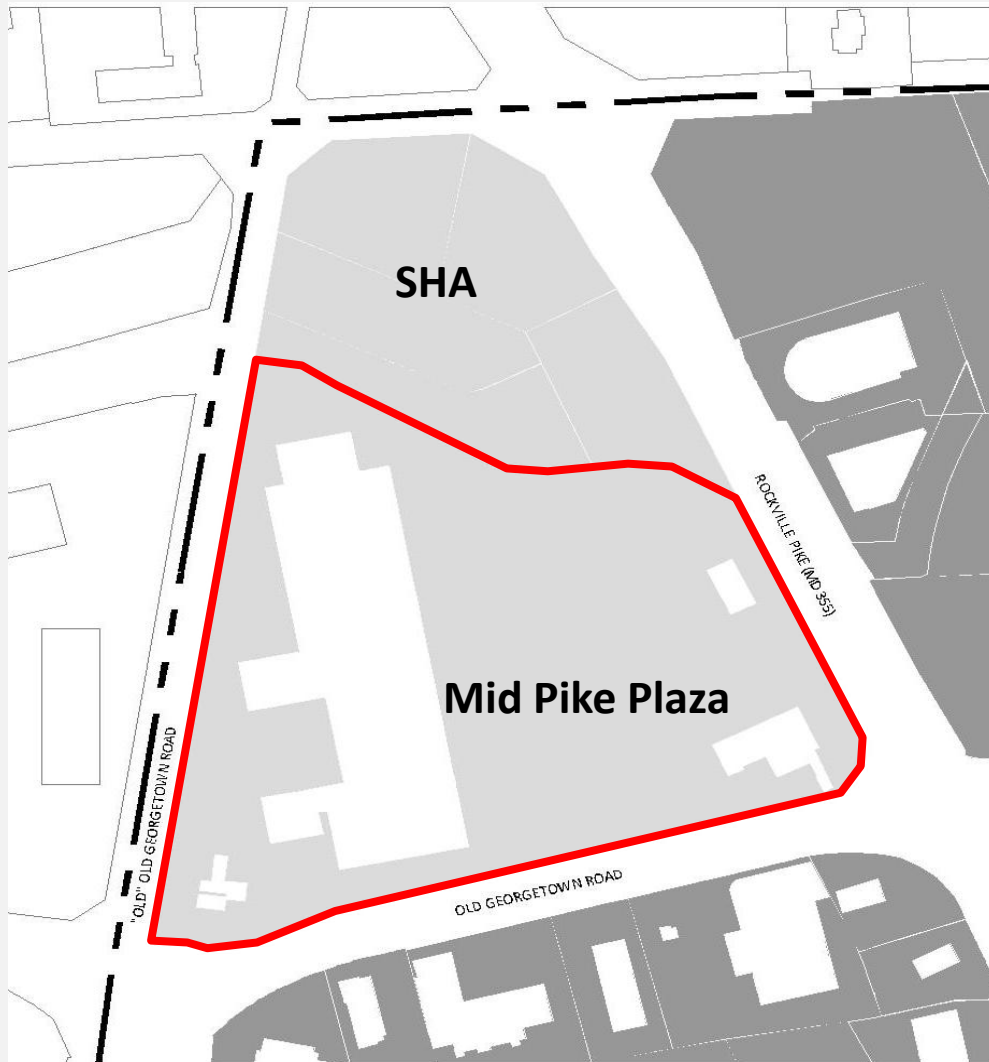
White Flint Sector Plan

mid pike plaza district



White Flint Sector Plan

mid pike plaza district

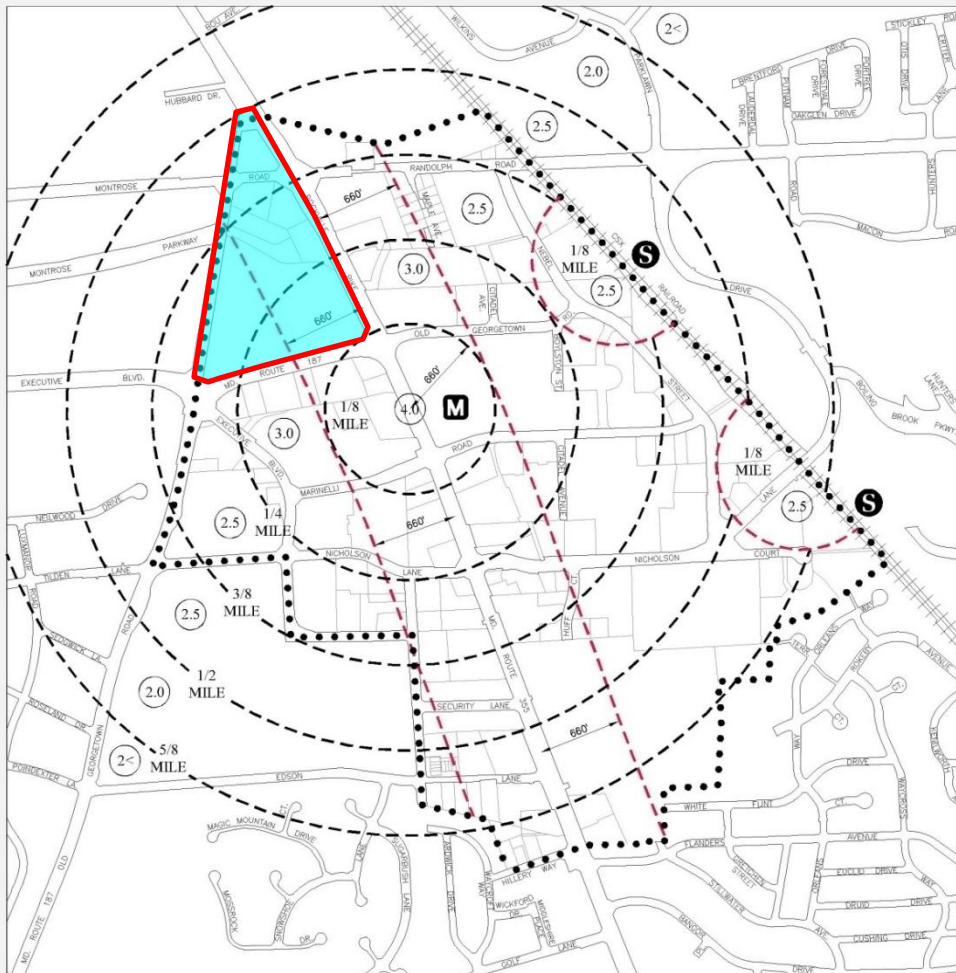


— March 30, 2009



White Flint Sector Plan

mid pike plaza district



plan recommendation: 2.5-3 FAR

MID PIKE DISTRICT: 1,198 Units; 958,320 Square Feet; 270 Affordable Units	
Units	1,198
Non Res SF	958,320
MPDUs/WFH	150 + 120= 270
Infrastructure	Rockville Pike Boulevard
	Private Streets
	Neighborhood Green
	Express Library

White Flint Sector Plan

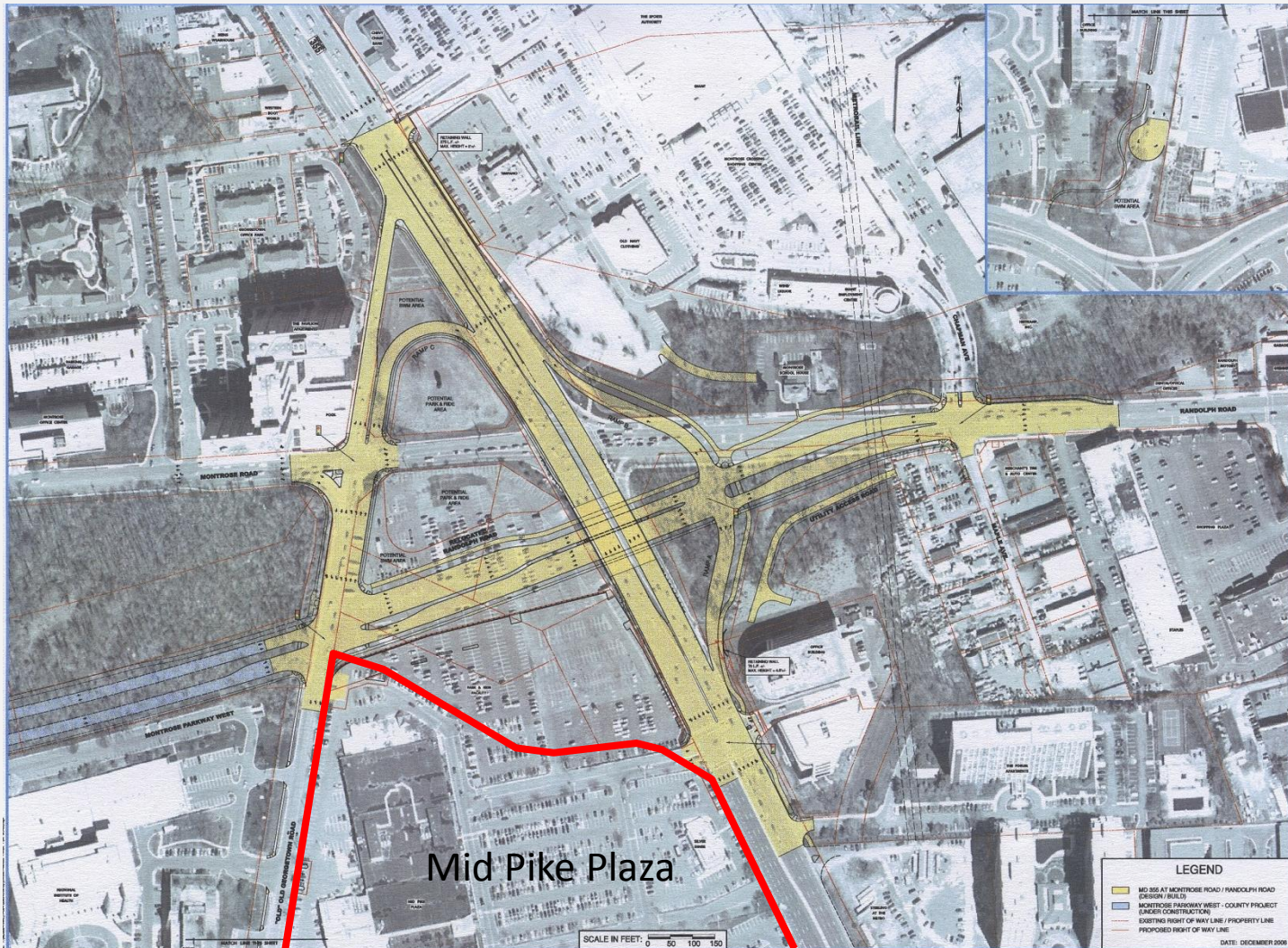
mid pike plaza district



White Flint Sector Plan

mid pike plaza district

Montrose Parkway



mid-pike property presentation is next

White Flint Sector Plan

residential communities

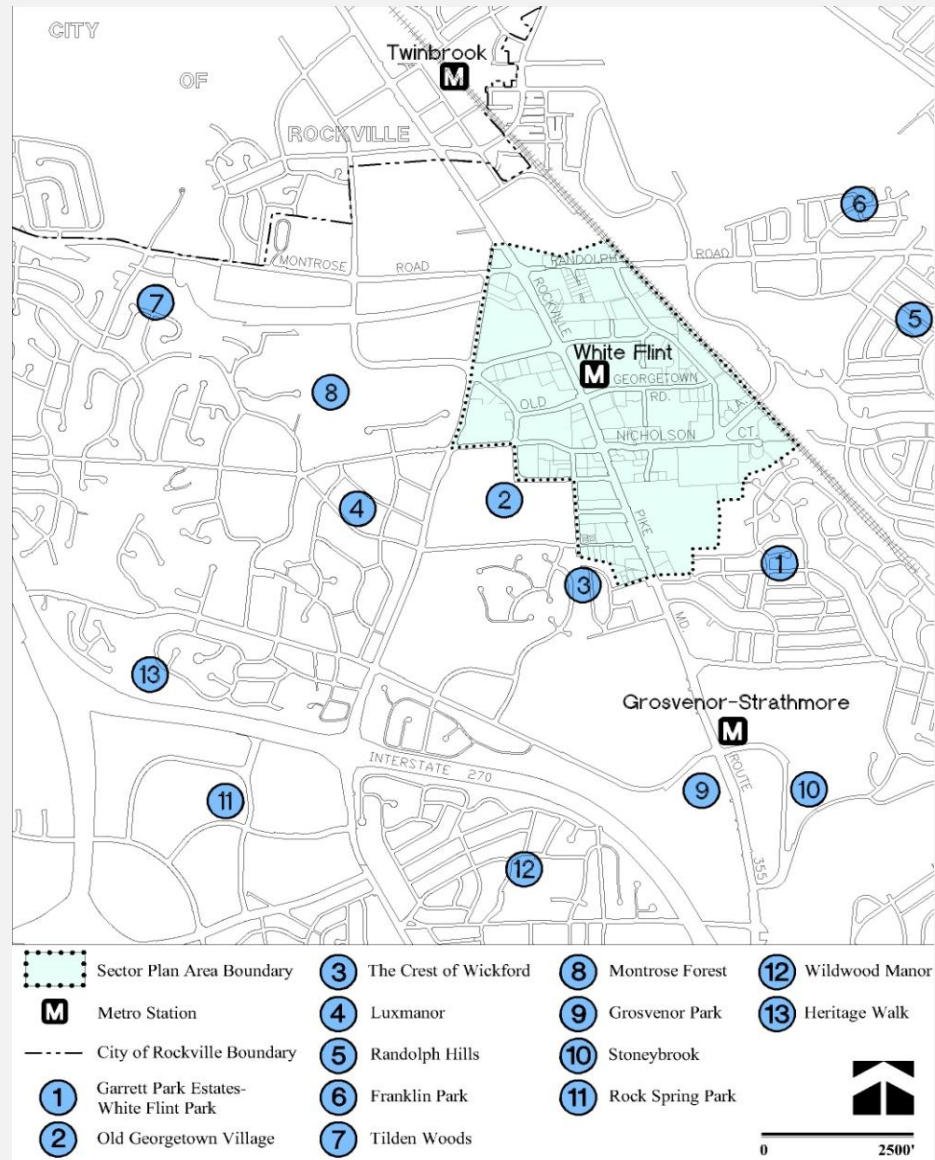
fallswood

luxmanor

randolph hills

crest of wickford

white flint park-garrett park estates



community presentations are next



GARRETT PARK ESTATES - WHITE FLINT PARK CITIZENS' ASSOCIATION

Smart Core, Not Strip High-Rise:

**Response to Developer Proposals and Plan Materials
for the White Flint Sector**

**Presentation to the Montgomery County Planning Board
March 30, 2009**

What Makes a “Smart” Core?

- **Destination**
- Walkability
- Mobility: Balancing Density and Infrastructure
- Compatibility with Existing Communities
- Sustainability

“Smart” Core: Destination

- Sense of place
 - Mixed Use Activity Center
 - Easily available for work and non-work activities
 - Accessibility to activities
-
- Are we creating a Destination?
 - Are we building a “Smart “Core?

“Smart” Core: Destination

- Urban core, not Strip High-Rise
- Community support for original concept of central core, urban village focused on Main Street and Civic Green
- Balance between jobs and housing
- Quality library (like Rockville)
- Density/activities emanate 360° from epicenter
- Areas of highest density around the core, stepping down as distance from core increases

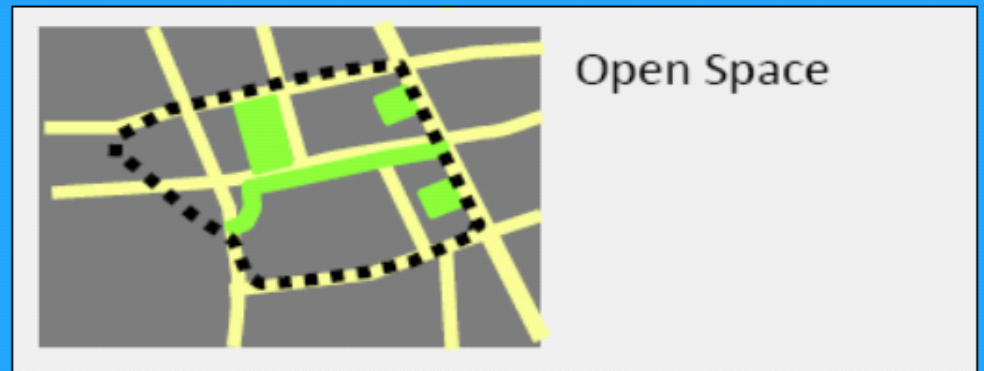
“Smart” Core: Destination

- “Main Street” is east/west axis
- Centered between existing Metro Station entrance and planned new northern entrance
- Pike is N-S axis for walkable distance
- Sector epicenter at intersection of “Main Street” and Pike



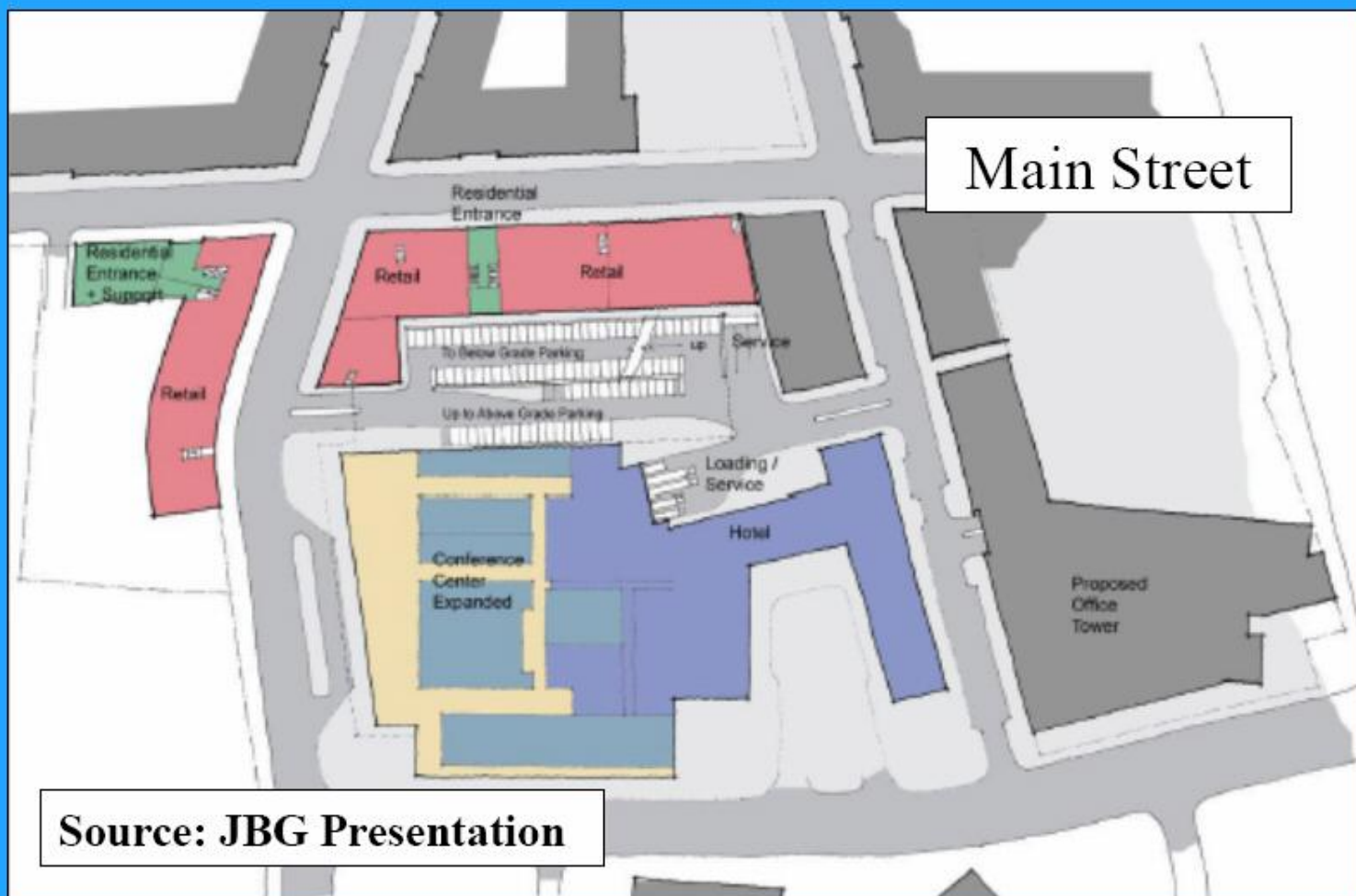
“Smart” Core: Destination

- Metro West District at Sector's heart
- Sense of place
- Main Street, Civic Green are focus of District's design
- Active recreation: Wall Park, Aquatic Center



“Smart” Core: Destination

Where’s the core?



“Smart” Core: Destination

- Three developers presented on Metro West (JBG, Gables, Nissan-VOB)
- None embraced Main Street/Civic Green focus
- JBG Presentation
 - Five of ten slides focus on Rockville Pike Tower
 - No separate slide on Main Street and Civic Green
 - Brief reference: Community Street Retail...Along Main”
- Location at heart of sector places important responsibility on these developers
- Civic Green and Main Street must be “Iconic Landmarks” incorporated into their designs

“Smart” Core: Destination

- Main Street: Major axis and focus for design or after-thought?
- Civic Green: How assembled? Design focus?
- Planning Board should step up to ensure design and implementation of Sector's core

What Makes a “Smart” Core?

- Destination
- **Walkability**
- Mobility: Balancing Density and Infrastructure
- Compatibility with Existing Communities
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“Smart” Core: Walkability

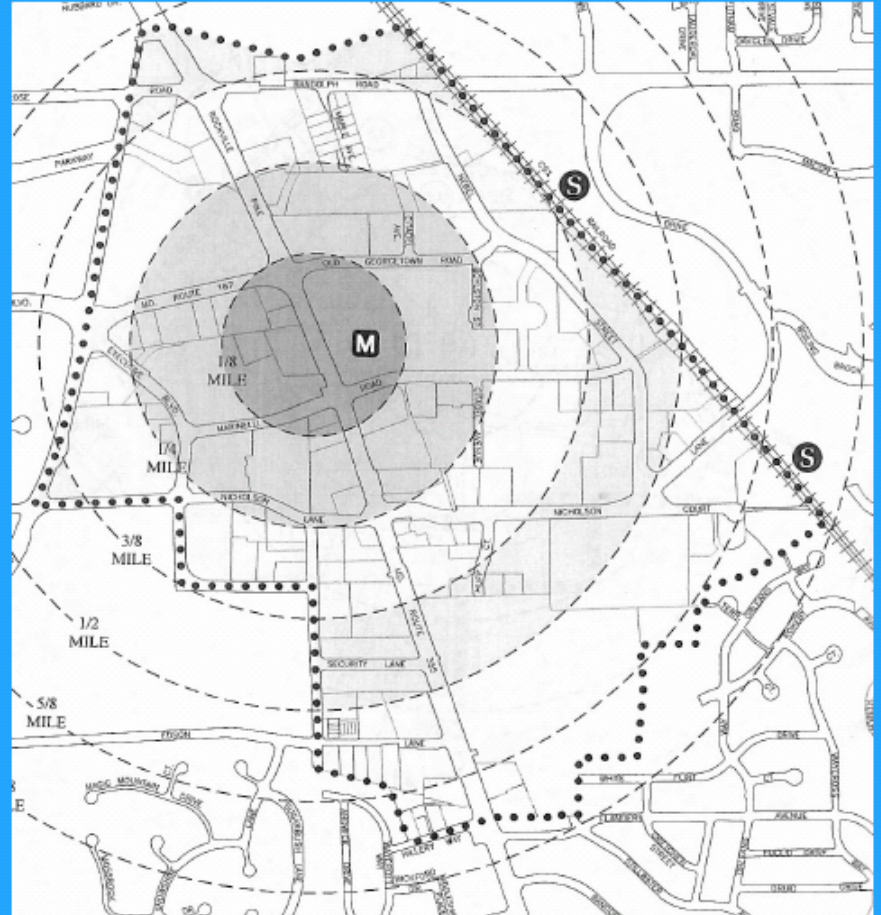
- Supports the Smart Core
- Primary factor in achieving mixed-use activity
- Primary factor in maintaining mobility
- Reduces need for additional transportation infrastructure
- Contributes to environmental sustainability, carbon emission reduction
- 360° walkability helps break legacy of Pike’s linear development
- Main Street axis capitalizes on walkability

“Smart” Core: Walkability

- Sector Plan: walkable = $\frac{3}{4}$ mile from Metro
- But, Dan Burden (Executive Director, Walkable Communities, Inc.) says...
- Walkable communities have:
 - Intact town centers, pleasant Main Street, hearty healthy set of stores, places to conduct civic business’ ...
 - All within **$\frac{1}{4}$ mile (5 minutes)** of absolute center...
 - From most homes possible to get to most services in $\frac{1}{4}$ mile (*actual walked distance*)...

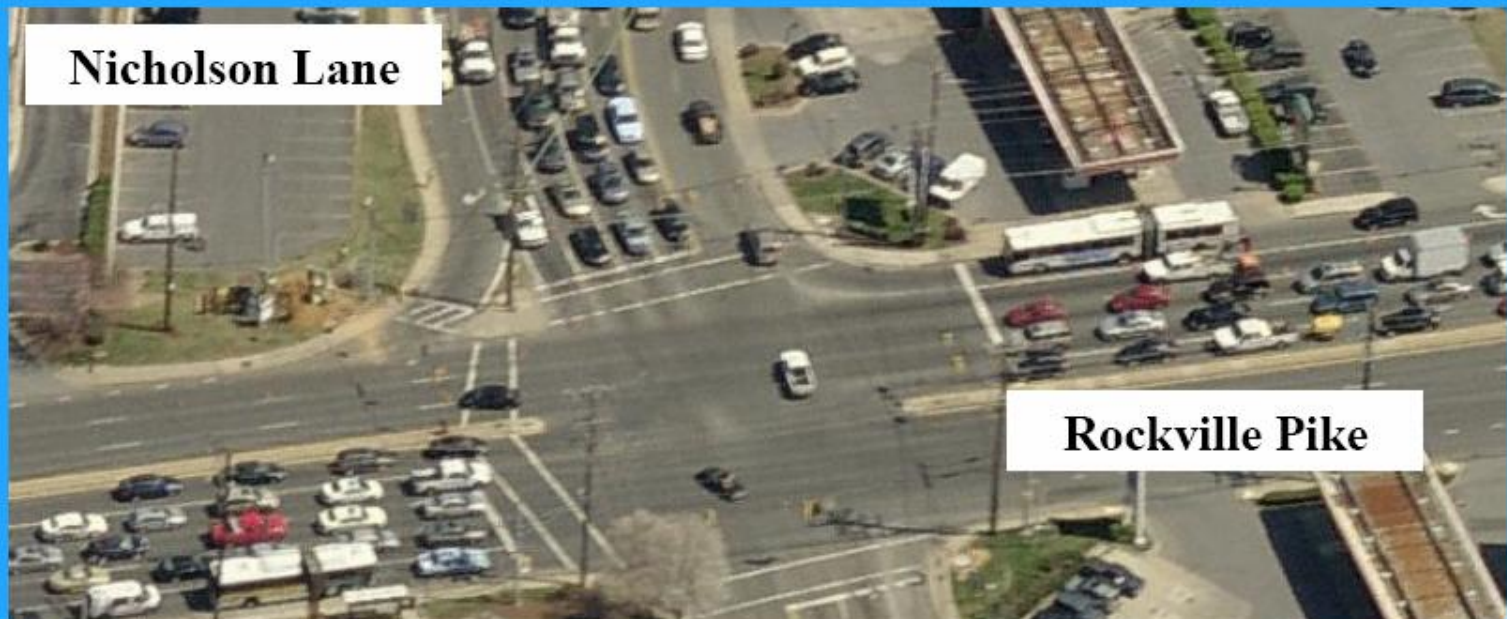
“Smart” Core: Walkability

- Support concentric circle approach to evaluating walkability
- Center at mid-point between existing and proposed Metro exits
- Focus highest density at core to maximize walkability
- Density drops substantially with transition from center
- Owners spanning density ranges may combine and divide to get average density for development



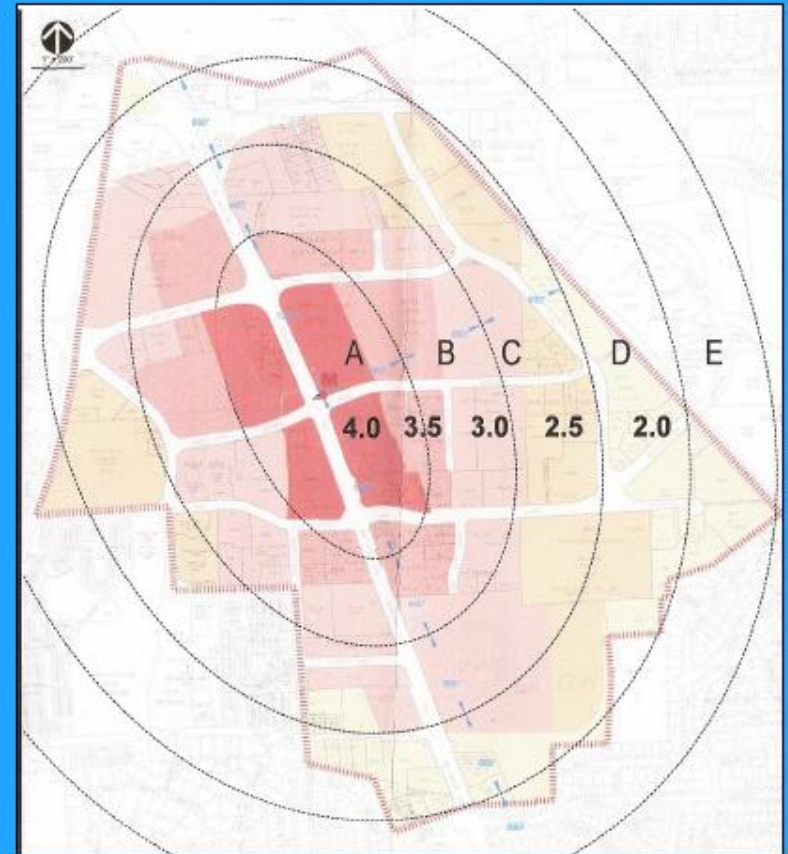
“Smart” Core: Walkability

- Consider pedestrian safety:
 - Crossing major intersections takes additional time
 - Making Pike into Boulevard enhances pedestrian safety
 - Enhance Metro underpass to make it user-friendly



“Smart” Core: Walkability

- Oppose Elliptical concept:
- Moves centerpoint south to existing Metro exit, away from Main Street east-west axis
- Allocates density by developer, not by distance or walkability
- Extends urban sprawl south along Pike



What Makes a “Smart” Core?

- Destination
- Walkability
- **Mobility: Balancing Density and Infrastructure**
- Compatibility with Existing Communities
- Sustainability

“Smart” Core: Mobility

- Balance between density and infrastructure necessary to maintain mobility
- Rockville Pike continues as major transportation corridor, vital link for local residents
 - Grid structure critical for local traffic, but inconsistencies:
 - Example: Woodglen crossing Marinelli
- Smart Core must work during non-rush hours and weekends
- Pedestrian activity supporting walkability reduces the need for additional infrastructure

“Smart” Core: Mobility

- Maximum density should match what is supported by an improved Transportation Analysis
- Major concerns with traffic analysis and density:
 - Capacity of Metro based on questionable assumptions
 - Strathmore Avenue and Rockville Pike - projected gridlock
 - Raising the congestion level masks the problem, does not solve it
- Imbalance between analysis and density: we either need more infrastructure, less density or both

“Smart” Core: Mobility

- Transportation Analysis - Capacity of Metro
 - Assumes 8-car trains, 2½ minute headways
 - Currently during rush hour:
 - 8-car trains, 5 min headway at White Flint
 - 6-car trains, 2½ min headways turn around at Grosvenor
 - To provide capacity in traffic analysis requires **96 additional Metro cars**
 - Who will fund expansion (fixed investment in cars, storage; ongoing operational costs (workers, maintenance)?
 - Expenditure not part of financial analysis
 - Metro expansion must be part of the staging plan

“Smart” Core: Mobility

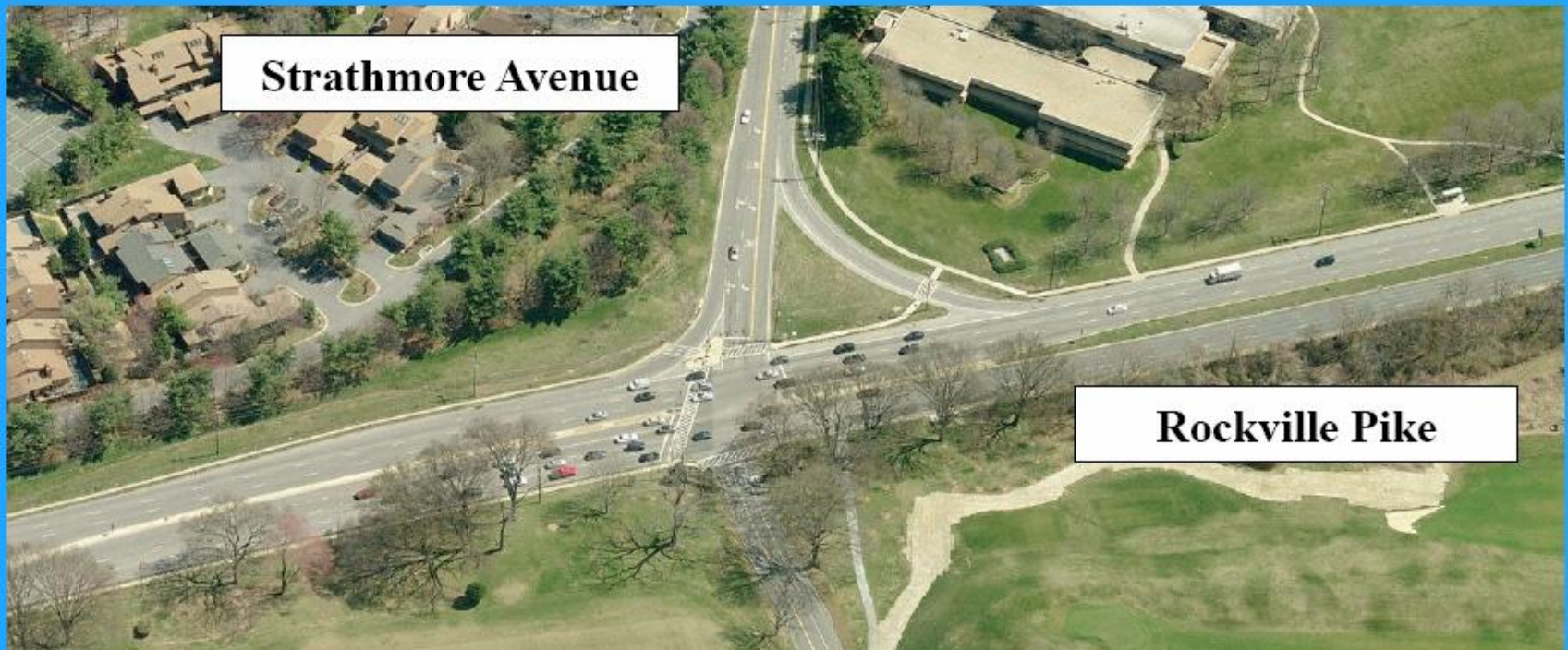
- Transportation Analysis - Strathmore Ave. and Rockville Pike
 - “At ...Strathmore Avenue (MD 547) the peak hour forecast CLV is **1852...**”

“These forecasts are higher than the current CLV congestion standard....They are typical, however of CLV forecasts for intersections on heavily traveled arterial routes in Sector Plans where smart growth development is being encouraged by County Policy, including the **Silver Spring CBD** Sector Plan in 2000, the **Bethesda CBD** Sector Plan staging analysis in 2004...”

“Smart” Core: Mobility

- **Transportation Analysis - Strathmore Ave. and Rockville Pike**

Silver Spring CBD or Bethesda CBD?



“Smart” Core: Mobility

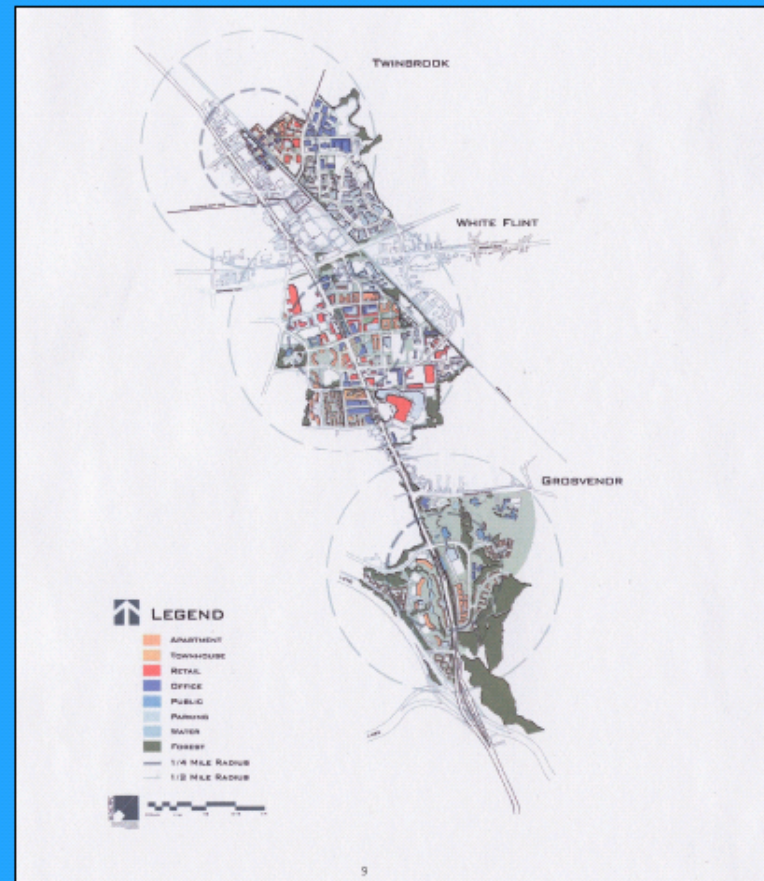
- Transportation Analysis - Strathmore Ave. and Rockville Pike
- Essential entrance and exit for communities
- Strathmore Ave. not in Sector Plan, but impact of increased traffic is vital concern



Strathmore and Kenilworth Aves, Garrett Park

“Smart” Core: Mobility

- Transportation Analysis – Raising congestion level masks, does not solve problem
 - Strathmore Ave last signalized intersection in Grosvenor MSPA. LOS is set at 1800
 - Raising congestion standards at Edson and Security converts entire area from Beltway to Rockville into one Metro area
 - Follow I-270 Corridor study: Confine centers and maintain space between them



“Smart” Core: Mobility

- Location of MARC station
 - Most effective where it serves jobs and residences
 - Close to central core, not $\frac{3}{4}$ mile away at Nicholson Court
 - Support staff recommendation for Montouri property
 - If not possible, keep station at 1992 Master Plan location

“Smart” Core: Mobility

- Increase infrastructure, support Bus Rapid Transit
 - BRT on Rockville Pike provides reliable express transit service, improvement over negative perception of standard buses
 - BRT includes east-west North Bethesda Transitway
 - Not just a promise, but dedicated funding for BRT within Sector

“Smart” Core: Mobility

- Balance density and infrastructure
- With current provisions, 30 million sf too much
- Leave determination of appropriate number until revision of transportation analysis:
 - Reevaluates Metro capacity
 - Minimizes impact to Pike and Strathmore Ave
 - Manages congestion rather than raises standards
 - Considers additional infrastructure or less density
- Maintain highest density at core

“Smart” Core: Mobility

- Staging Plan:
 - Overall zoning envelope greater than maximum density
 - Allows density and infrastructure to develop in a non-cohesive manner
 - First-come, first-served density allocation defeats orderly Sector development
 - Important to develop core first, so that place identification can begin
 - Developers’ proposals to add additional density to the zoning envelope exacerbate problem
 - Support staging allowances based on infrastructure

“Smart” Core: Mobility

- Staging Plan:
 - Phase 3 is too late for Rockville Pike.
 - What if County decides to use money for something else?
 - All development can still complete without the Pike.
 - Support MPDUs and Workforce housing
 - However they are provided (exactions, bonus) in end they count as part of the density allocation set in the Staging Plan

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- **Compatibility with Existing Communities**
- Sustainability

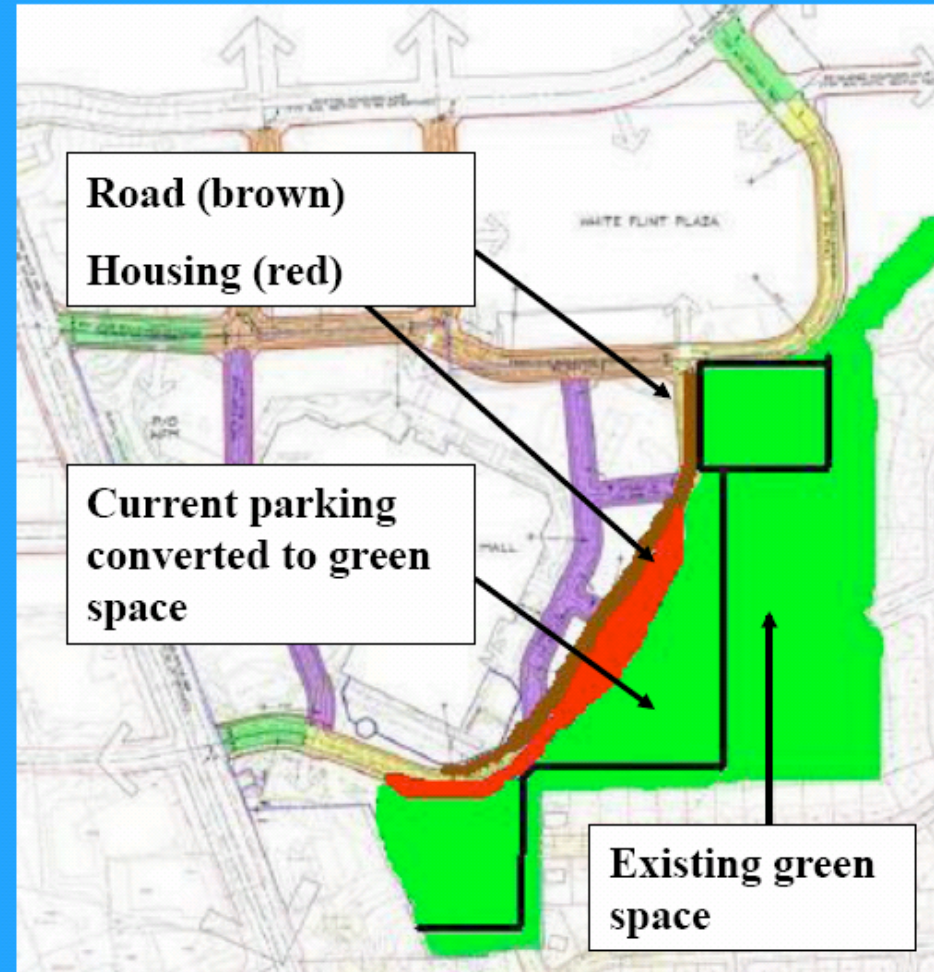
“Smart” Core: Compatibility

- All agree: “Compatibility with existing neighbors”
- Depends on what definition of “compatibility” is
 - Mall owners want to push road and development to the edge of our community



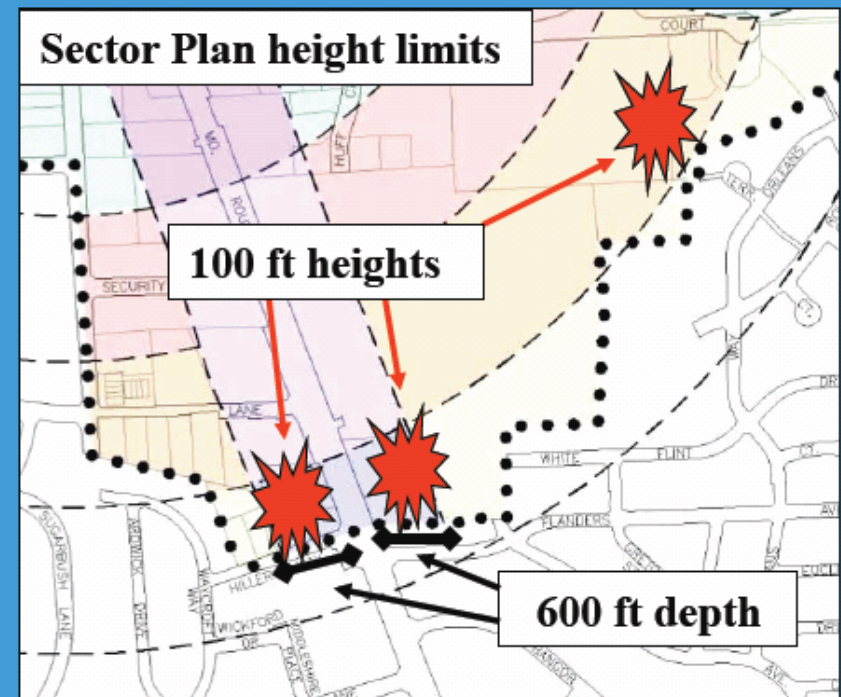
“Smart” Core: Compatibility

- Community Proposal
 - Want to retain existing distances between community and buildings, currently codified in C-T zone, redesigned as green buffer
 - Retain green buffer at Combined Properties and Nicholson Court
 - Town houses separate road and mall from proposed green buffer
 - Nebel Street extended exits at Executive Blvd



“Smart” Core: Compatibility

- Compatible building heights
 - Object to allowing 100 ft buildings adjacent to communities on both sides of Pike
 - Object to envelope extending 600 feet in from Pike
 - Existing medical bldg 75 ft high, extends ~67 ft deep
 - 36 ft – 50 ft maximum height at border



What Makes a “Smart” Core?

- Destination
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- Mobility: Balancing Density and Infrastructure
- Compatibility with Existing Communities
- **Sustainability**

“Smart” Core: Sustainability

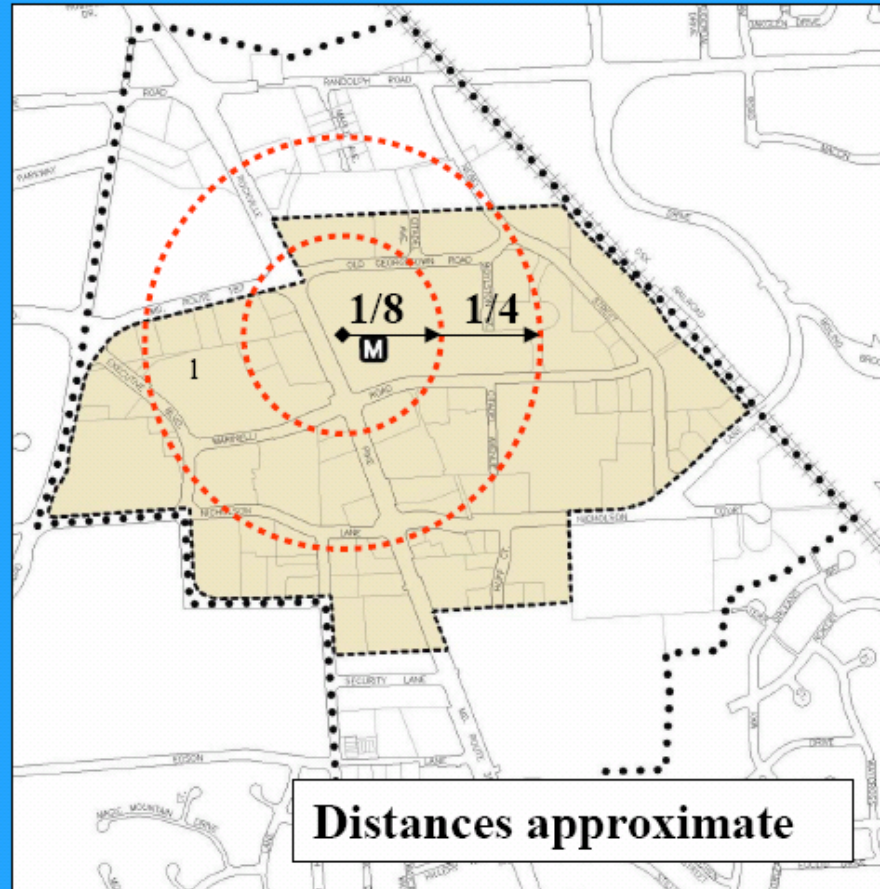
- New development must include substantial increases in pervious surfaces and tree canopy
- “No net loss” of pervious surface is not “smart” development; Sector Plan must do better
- Stormwater management must minimize dangers to existing streams, watershed, and Chesapeake Bay, enhance and restore our streams and soils.
- New development and traffic management must measurably and rapidly reduce carbon emissions from both buildings and automobiles.
- Developers fail to mention plans to achieve sustainability goals

Conclusion: For a “Smart Core”

- We love Sector Plan’s commitment to core; want to see it implemented!
- Want landmark destination, “public realm” to transform White Flint and create “destination”
- Want walkable core: valuable in itself, will also reduce vehicular traffic elsewhere in sector
- Density and height step down rapidly from core
- Balance density and infrastructure
- Improve existing community buffers

Conclusion: Compact Urban Core is Smart!

- Sector Plan's vision more faithfully realized with compact envelope akin to current MSPA, revised to reflect walkable distances



Conclusion: “Trust, But Verify”

- Communities entitled to some clarity on CR zone: What implications for Sector Plan? When?
- All features safeguarding communities must be in Sector Plan itself, using mandatory, not permissive language (“must” instead of “should”)