

White Flint Sector Plan

Land Owner Presentation: 10/02/08

FRIT

JBG

Holladay Corp

Lerner

The Tower Companies

Combined Properties

WRIT



ROCKVILLE PIKE

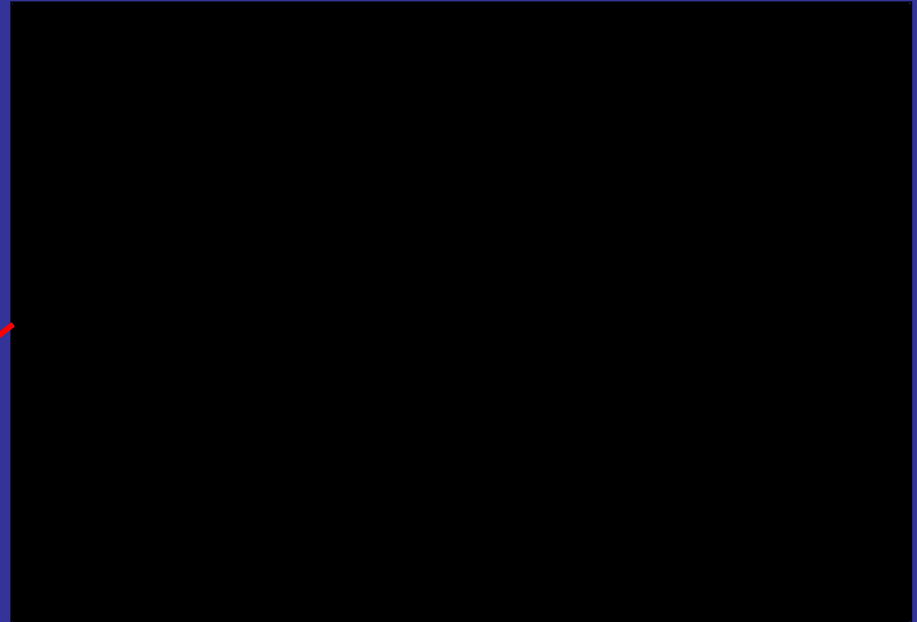
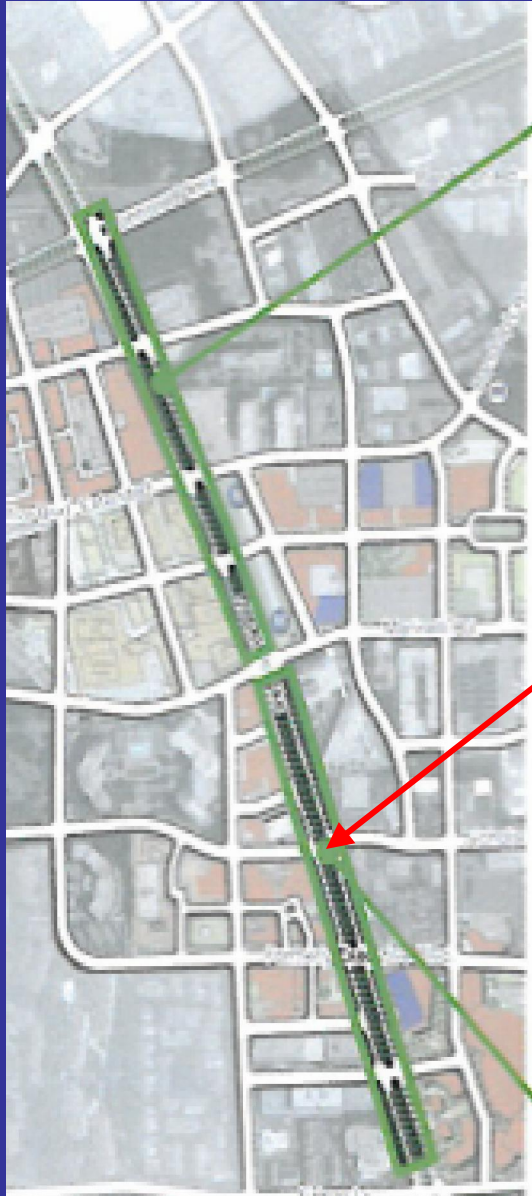
- Rockville Pike is the signature address of White Flint
- Redevelop parcels:
 - Bring buildings close to the street
 - Add street trees and furniture
 - Widen sidewalks and add café's
 - Address road with building entries and active uses
- ON STREET PARKING MUST BE PART OF DESIGN





ROCKVILLE PIKE

- Need to Understand Road Section and Impact on Land Owners



DENSITY

- Advisory Board & Staff have varied opinions on this issue
- KEY TO SUCCESS:
 - FIRST, Land owners must get enough density to give them the incentive to redevelop in the first place
 - SECOND, it must be enough to pay for infrastructure improvements which will support the density
 - THIRD, there must be an additional amount of density to cover the costs of other public benefits which the community requires
 - MUST BE INNOVATIVE IN THE WAY WE ADDRESS TRAFFIC!
 - General concern about floating density concept

DENSITY

- Agree With Staff on Key Issues
 - Greatest density should be focused at Metro Core and along Rockville Pike.
 - Density at Core should be greater than current 4.0 proposed
 - 300' height as proposed is reasonable.





TRAFFIC

- Cordon Line in Lieu of PAMR LATR is a Must for District Buy-in
 - Land owners will not vote to tax ourselves and pay for infrastructure improvements if there is not predictability
- Revision to Traffic Model
 - We would like to see a traffic model that takes into account realistic assumptions about what actually redevelops
 - This model should mirror the economic phasing analysis that staff is working with the land owners on
- 60%/40% Residential/Commercial Split Being Driven by Traffic Model not by Realistic Assumption of Likely Redevelopment or Demand
- Revision of Parking Code as a Device to Control Congestion

SUSTAINABILITY

- Today's Suburban Model is Unsustainable
- White Flint is the Last Large Underdeveloped Transit Oriented Area in the County. Incredible Potential to Develop it RIGHT!
- Dense Mixed Use Transit Oriented Development is HEALTHY!
 - 30% tree canopy in an urban district is NOT
 - 20% permeability requirement on top of 20% public use space is NOT REASONABLE
 - Green roofs serve water filtration goals!
 - Create water quality standards not arbitrary permeable requirements
- Balance Must be Sought Between Various Stakeholder Goals and What is on the Ground Today

TMX Zone

- Development Community Endorses a Zone that is Specific to White Flint – not a one-size-fits-all Zone Originally Developed for Completely Different Geographic Areas
- BLT Requirement
 - Solving a Public Policy Issue in an Area that is Already Going to Shoulder an Incredible Cost for Infrastructure Improvements.
 - Is this the right place?
 - How much should it be?
- C-2 Properties Deserve Grandfathering Given they have no Site Plan
 - 1.5 FAR as Base Density on C-2
 - 2.0 FAR as Base Density on those slated for TSR TSM
- Standard Method of Development
 - Should mirror existing zone density
 - Provide realistic height limits

Summary – Where are We Today?

- White Flint Suffers From Mobility Problems that Harm Quality of Life:
 - Lack of Street Network
 - Perceived Gridlock
 - Missing Sidewalks and Crosswalks
 - Limited Travel Routes
 - Aging Suburban Sprawl Development Pattern
- Despite all of This, White Flint Sector Plan Area Continues to be a Valuable Asset to Montgomery County

Summary – White Flint's Future

- Despite Economy, Majority of Business Community Poised to Move Forward
- Large Engaged Resident Pool Eager for Benefits of the Vision Outlined by the Advisory Group
- Unprecedented Cooperation Between Development Community and Residents has Resulted in Unified Vision.