

white flint r³
a rethink

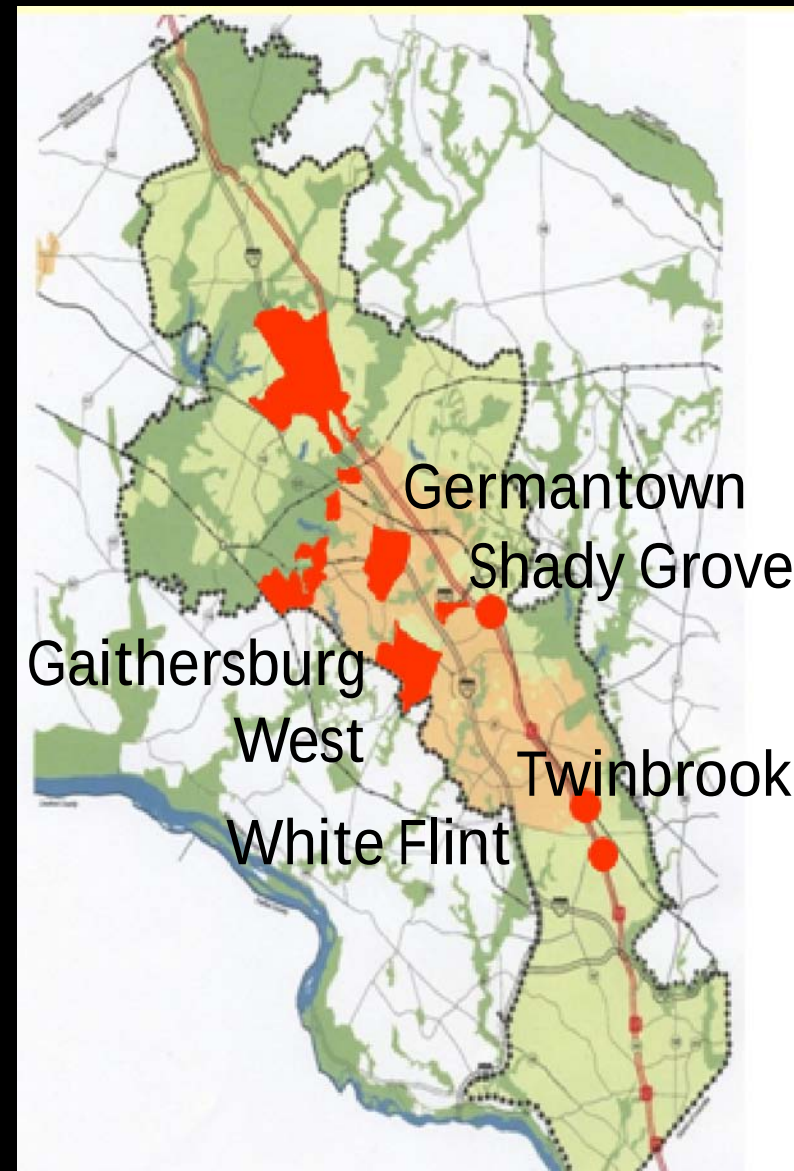
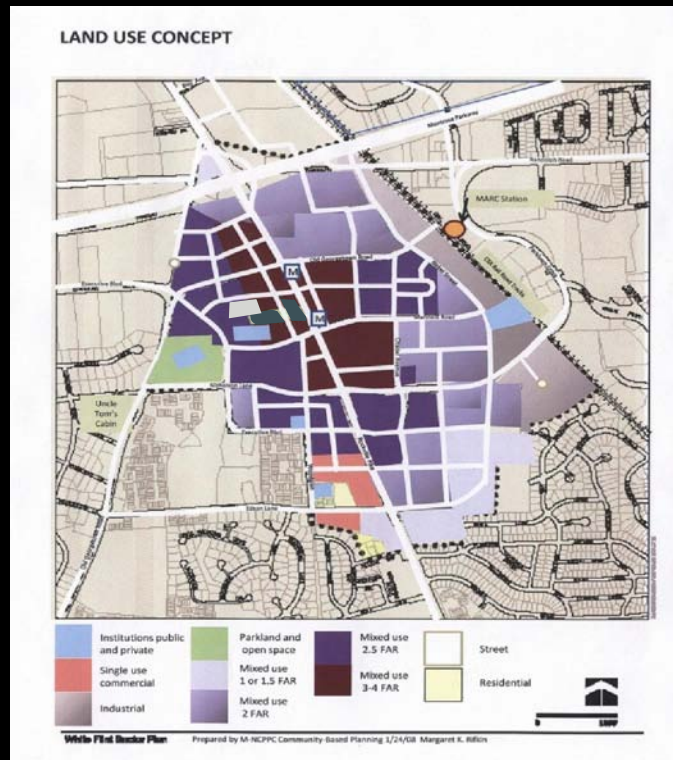
redevelopment

revitalization

renewal

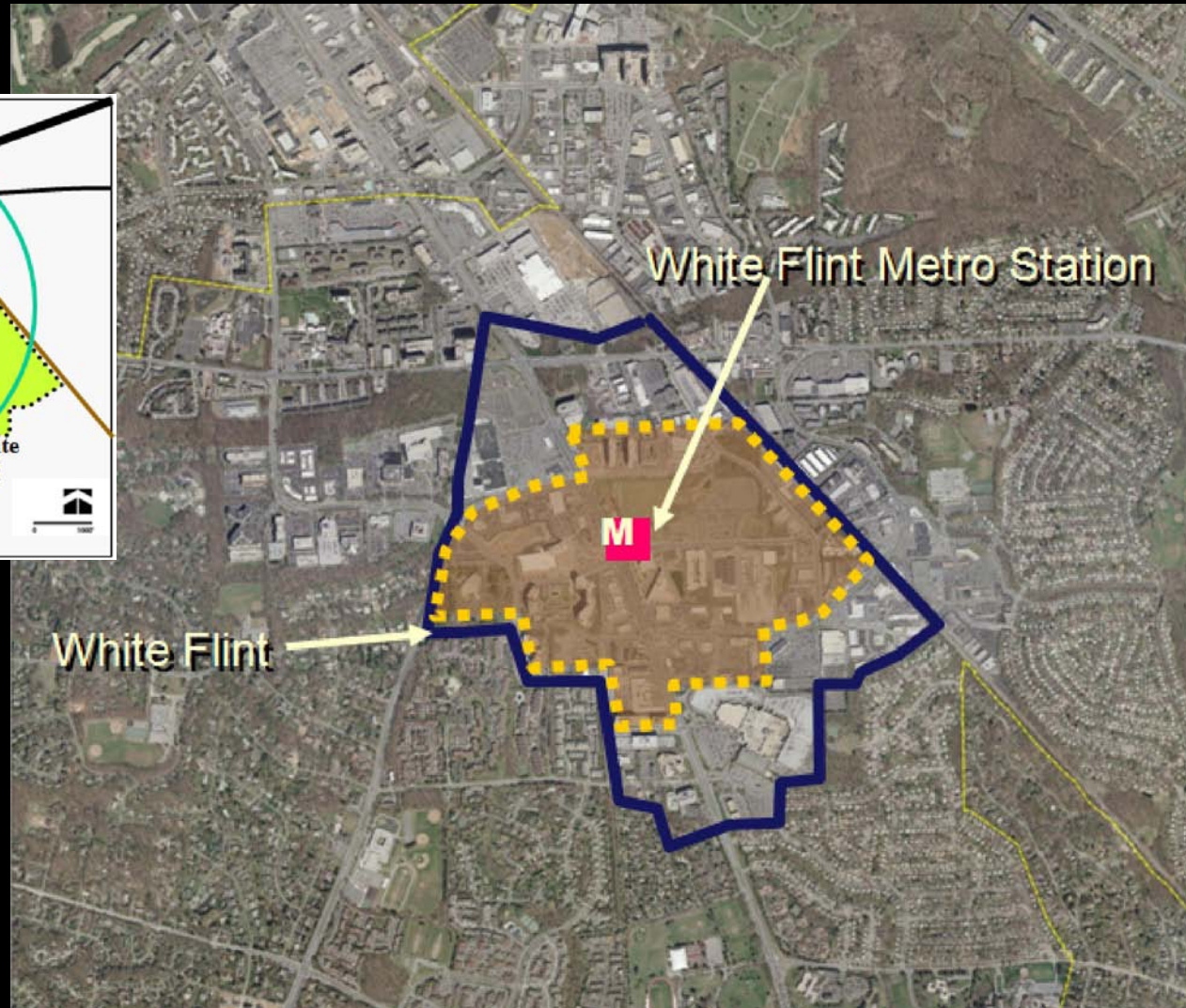
background
directions
progress
next

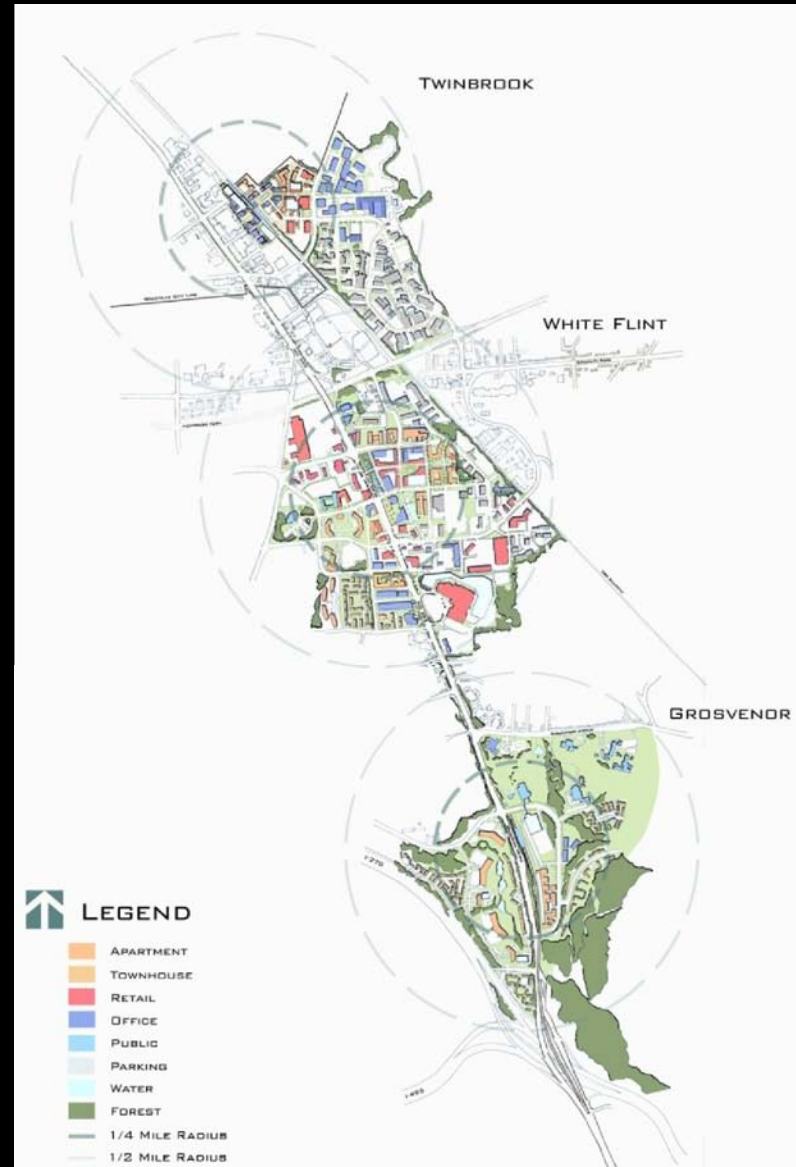
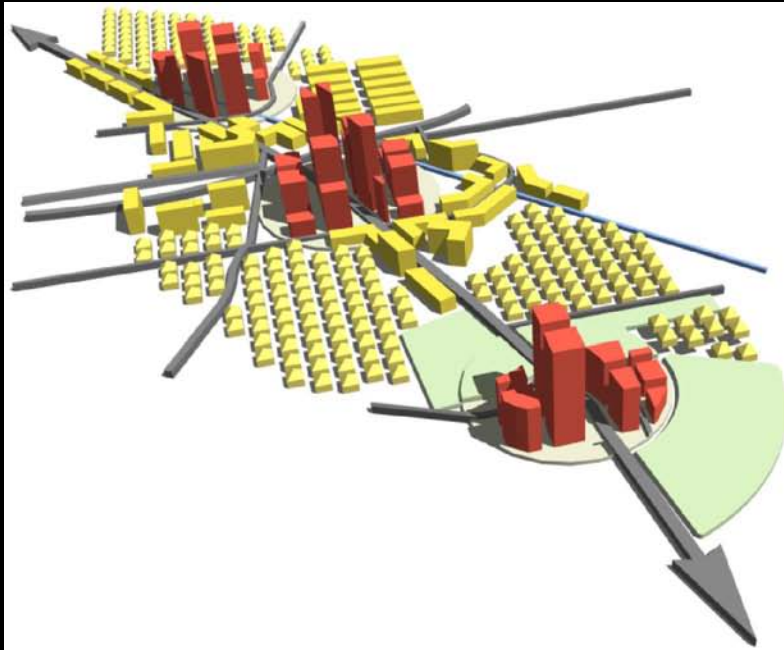




l a n d u s e c o n c e p t

b a c k g r o u n d





advisory group
regional marketplace
multi use centre

public participation



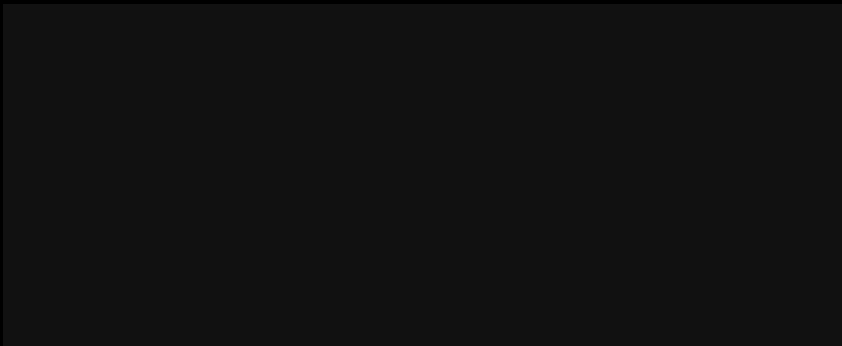
background

land use
transit / mixed uses
density = activity

circulation
street hierarchy
alternatives
role of the pike

background

public space
hierarchy
connections
guidelines

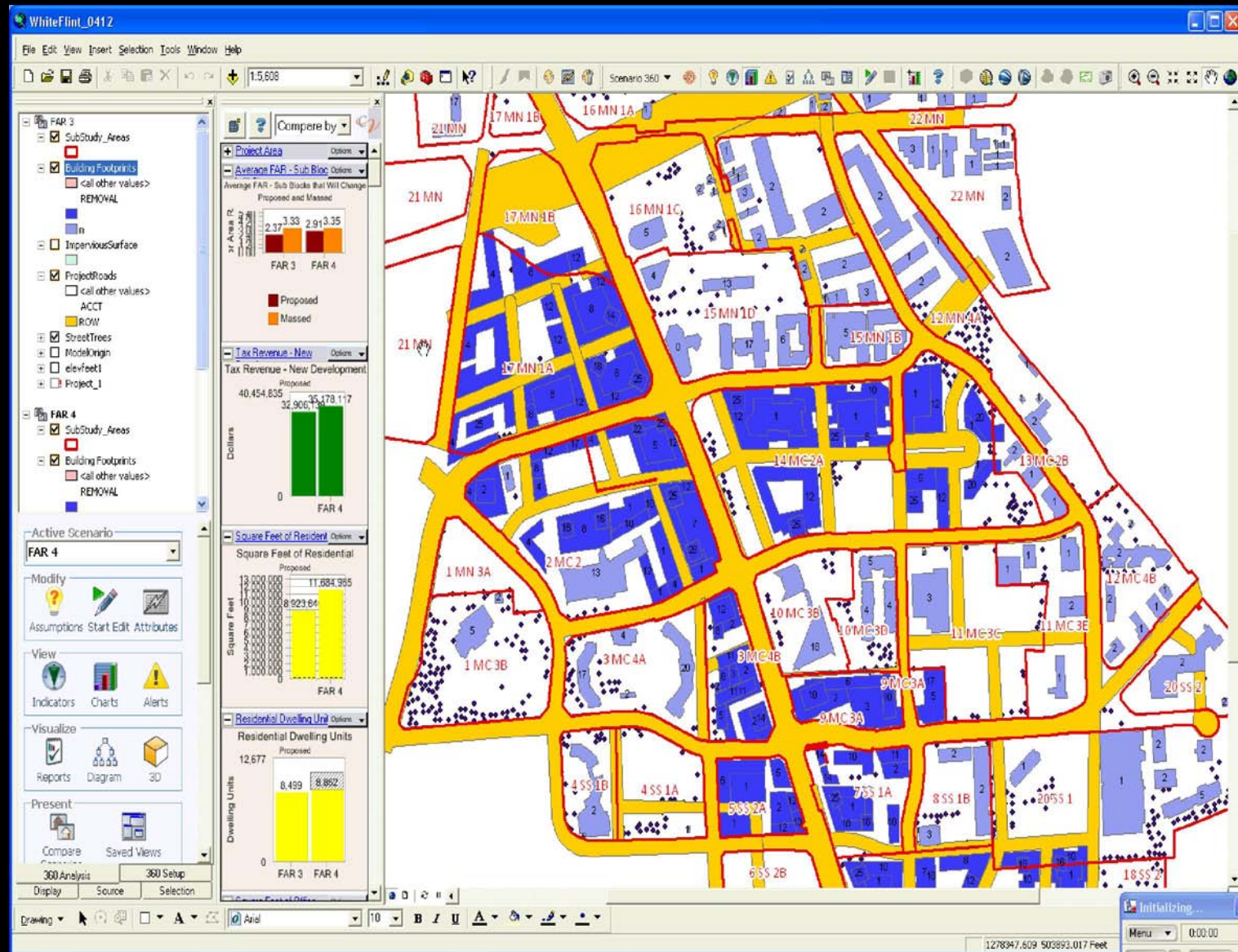


background

recent work
team effort
modeling
massing
economic
transportation
design



modeling



progress

create a vision
what will this place be like
who will live there
what can they do every day
how will they connect



vision

defining spaces
opportunities for people to meet
building relationships
built & natural environment
buildings & spaces
cars & people
people & cars & alternatives
daily activities
area & region



implementation
what comes first
who pays & how
level of service



a clear design vision can create
positive action on a scale that can
define the character of an area

strategic
connection
create quality of place



vision

design of urban areas is based
on the relationship between
mass / space / use

these relationships determine
the success of plans & designs—
defined through master plans /
guidelines



projections applied to past trends
surrender to an extrapolated future
which at best can be nothing more
than an extension of what existed
before



form + function



vision



form + function

vision

f o r m + f u n c t i o n



vision

think beyond design & circulation
establish volume of space in scale
to future needs



v o l u m e o f s p a c e

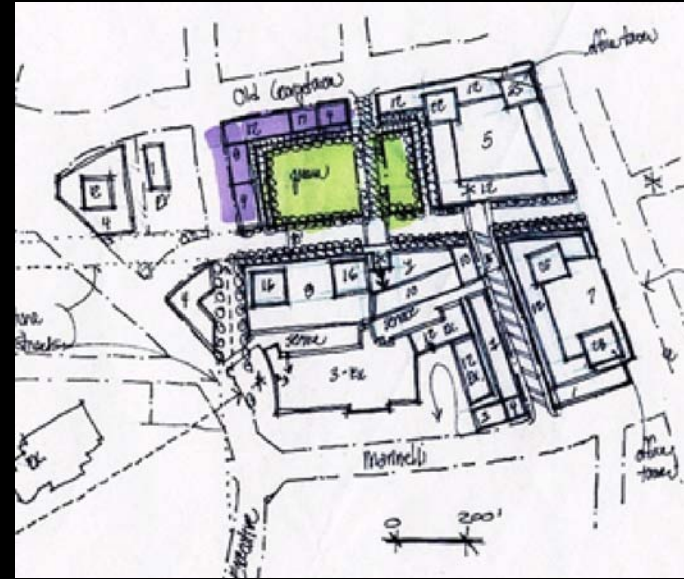
vision

zoning & guidelines
define the elements that create
the volume for design freedom &
establish the architectural
vernacular



v o l u m e o f s p a c e

z o n i n g



COLUMN A	COLUMN B	COLUMN C	COLUMN D
BLOCK	MAXIMUM NON-RESIDENTIAL GROSS FLOOR AREA (square metres)	MAXIMUM RESIDENTIAL GROSS FLOOR AREA (square metres)	MAXIMUM COMBINED FLOOR AREA (square metres)
block 18AB	21 127	0	21 127
block 18C	23 225	0	23 225
block 19	47 100	46 000	47 100
block 19A **1	12 242	0	12 242
block 20/23	30 650	103 593	107 909
block 21	88 709	92 160	96 000
block 22	40 900	44 160	46 000
block 28	36 458	35 000	36 458

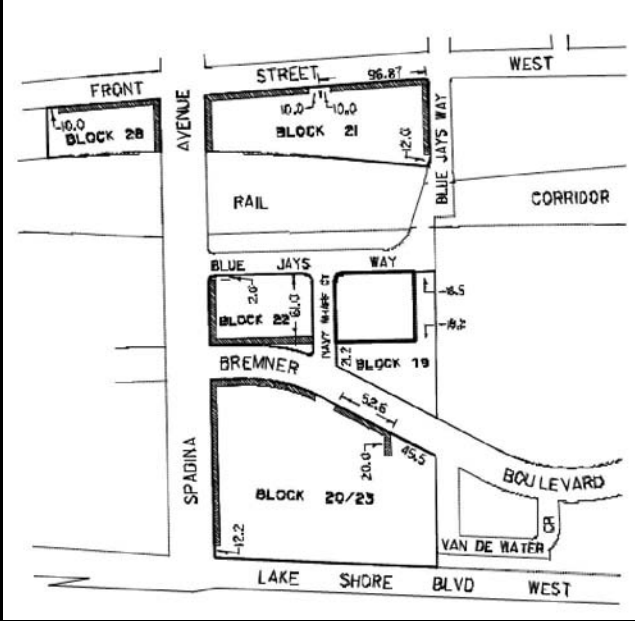
Amount of Development

	Existing	1992 Plan	Jan 2008 Proposal	April 2008 Study
Dwelling Units	2,140	7,080	14,000	17,000
Residential Square Feet	2.7M	8.8M	17.5M	17.8M *
Non-Residential Square Feet	5.5M	9.3 M	11.6M	18M
* Average DU Size Reduced from 1,250 to 1,050				

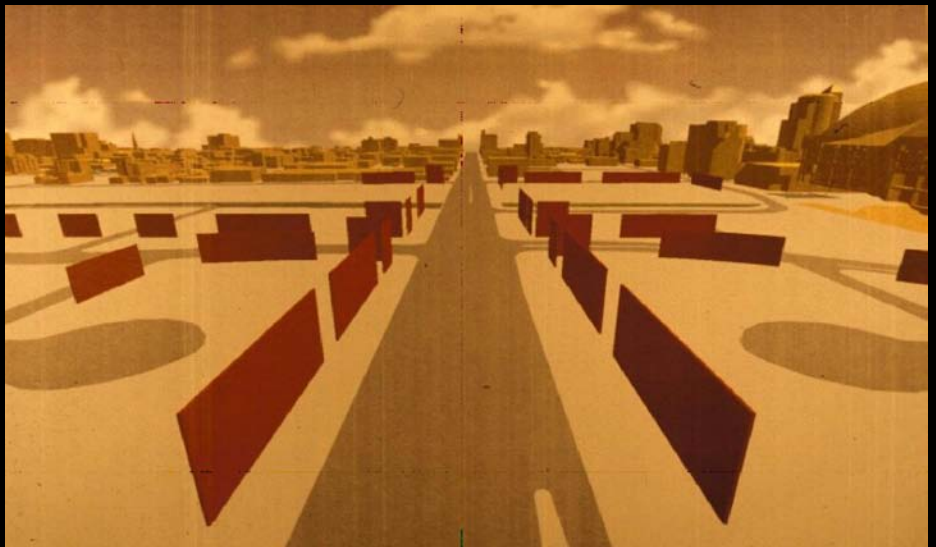
zoning



height

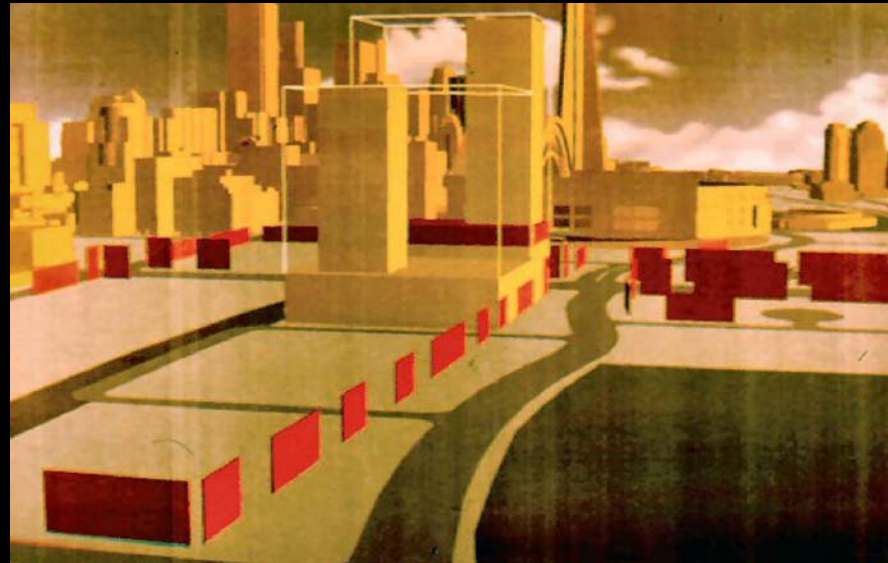


z o n i n g



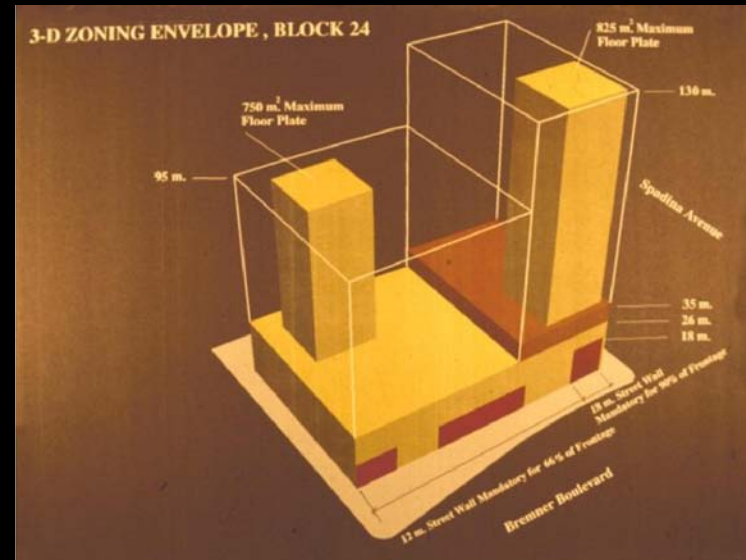
building walls

zoning



b u i l d i n g w a l l s

z o n i n g



f a c i n g w a l l s



z o n i n g

public space



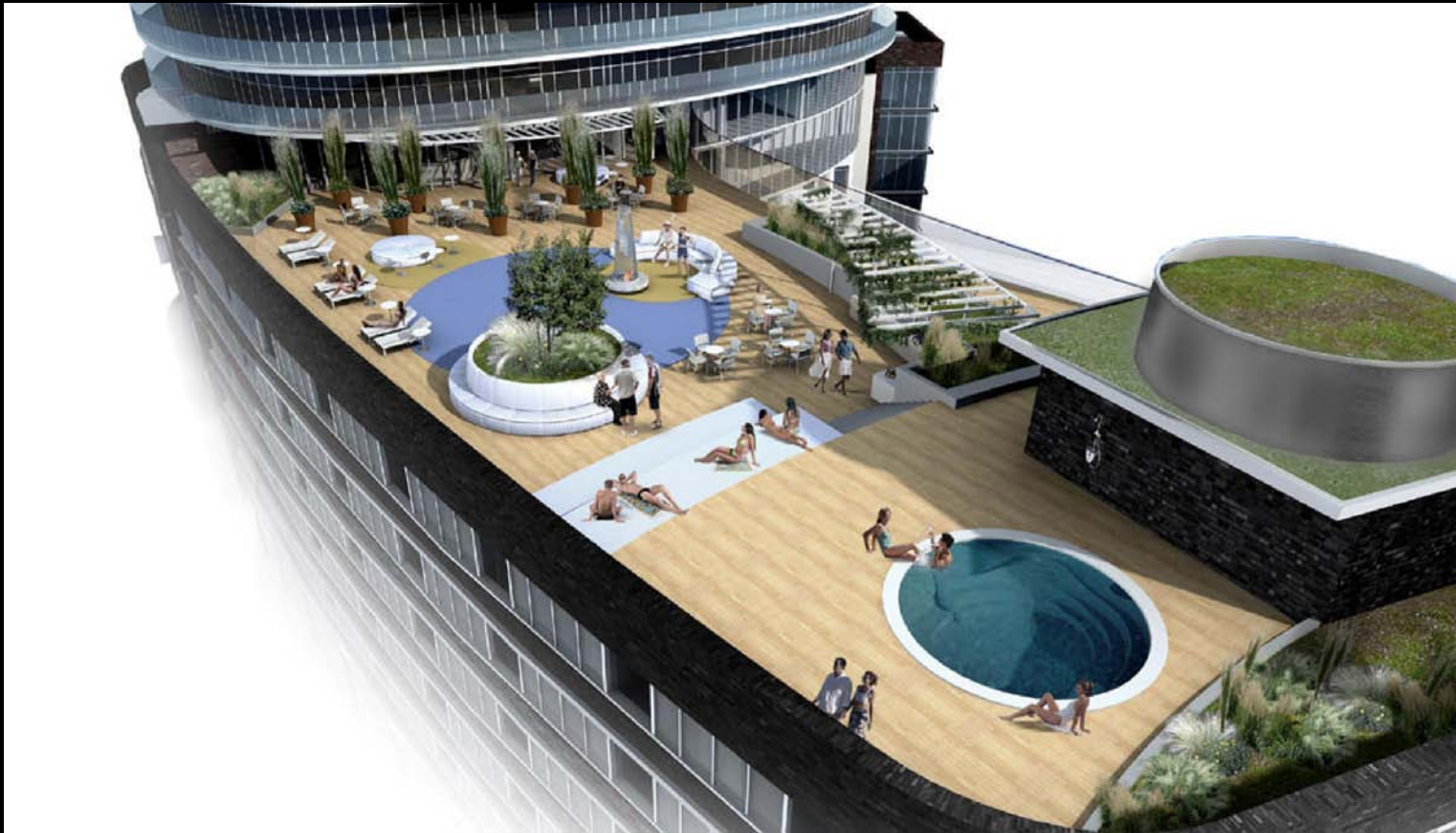
zoning

public space

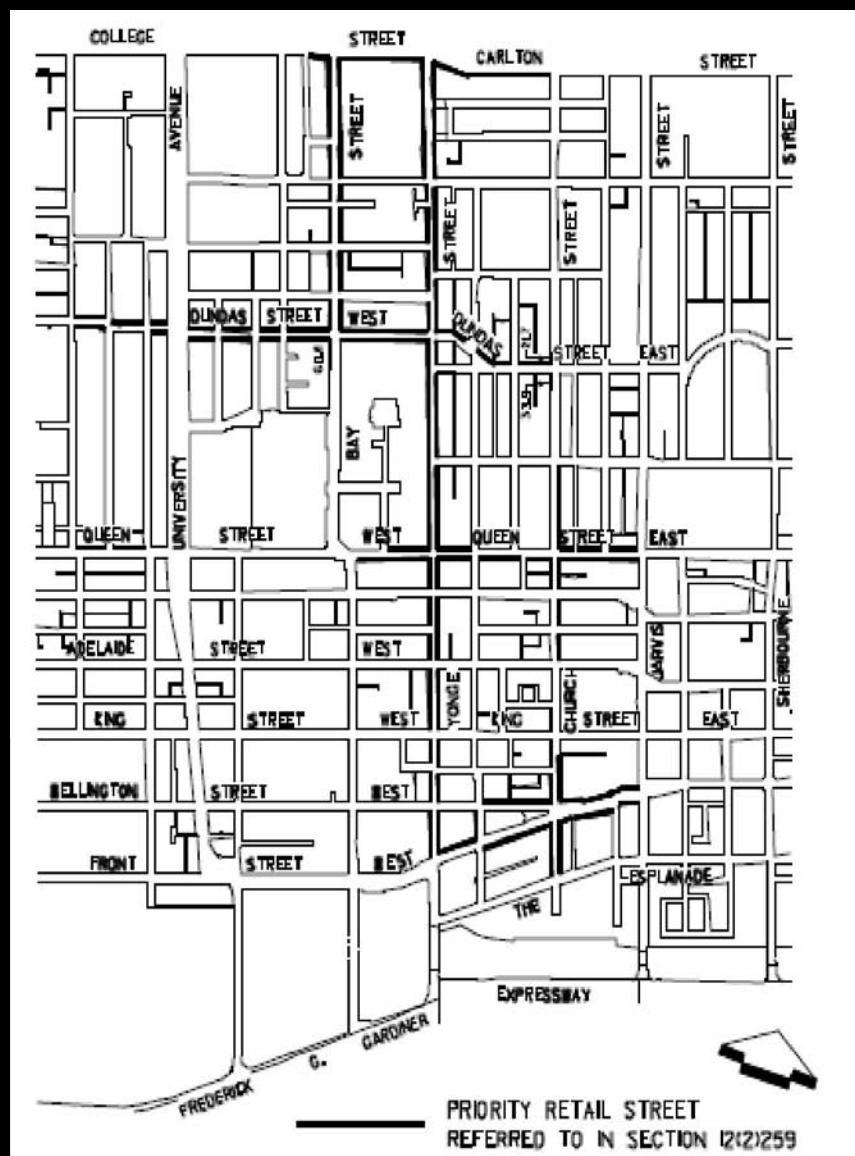


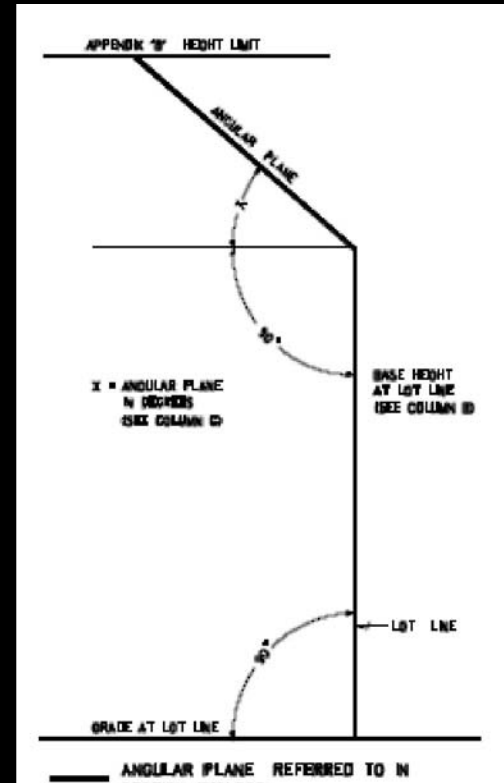
zoning

a m e n i t y s p a c e



z o n i n g





Market Rate Units

Unit
Type

Number of
Units

Parking Provided

Alternative Standard

Efficiencies

37

1 space/ unit= 37 spaces

.5 space/unit =19 spaces

One-bedroom

206

1.25space/ unit = 258 spaces

.75 space/unit= 155 spaces

Two-bedroom

122

1.5 space/unit = 183 spaces

1 space/unit = 122 spaces

Three-bedroom

9

2 space/ = 18 spaces

1.25 space/unit = 11 spaces

Total Parking

Spaces (Market)

374 parking spaces

307 parking spaces



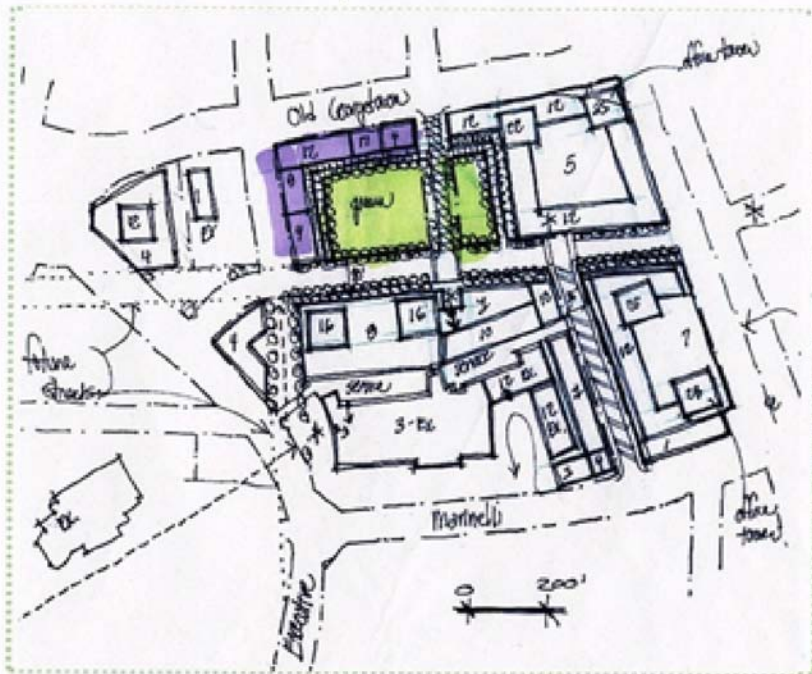
quality of space
defining the space & animating it
through use, form, light, texture
& colour is critical



design guidelines

Conference Center Area

CIVIC Green Edges + Lane

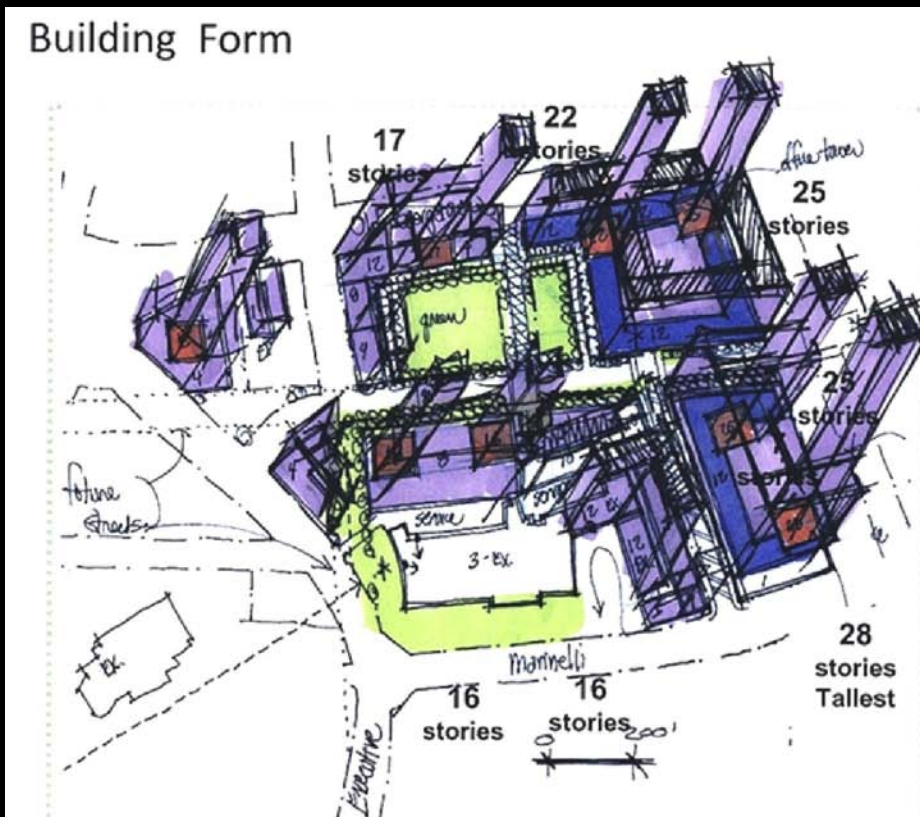


buildings
height
setbacks
step backs
buildings
base
middle
exterior

design guidelines

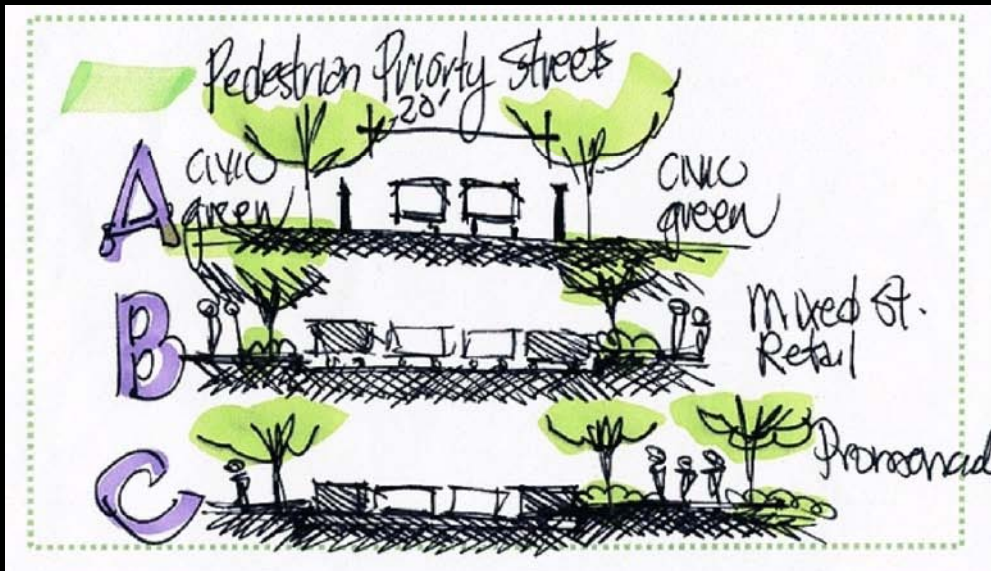
spaces
mid block
street eddies
open space
shadows
sky views
gateways
key sites / views

Building Form

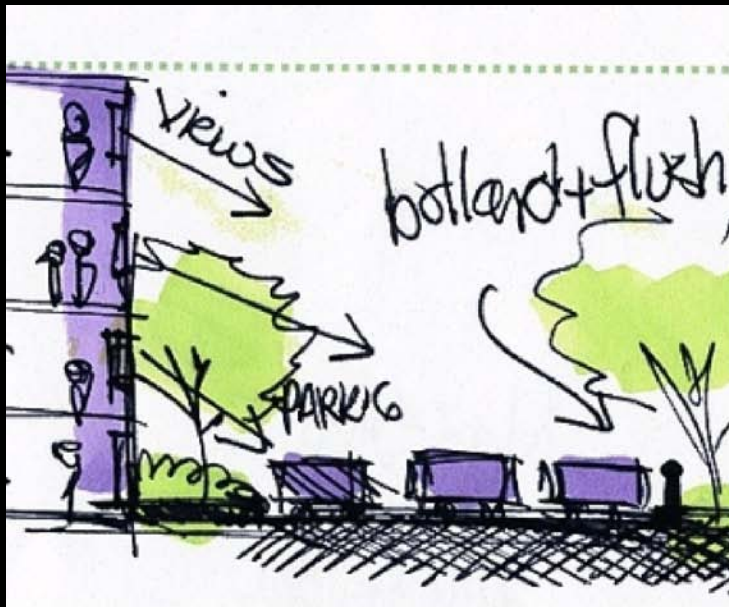


design guidelines

streets
boulevard
e / w main street
civic green lane
woodglen drive
alleys
pedestrians



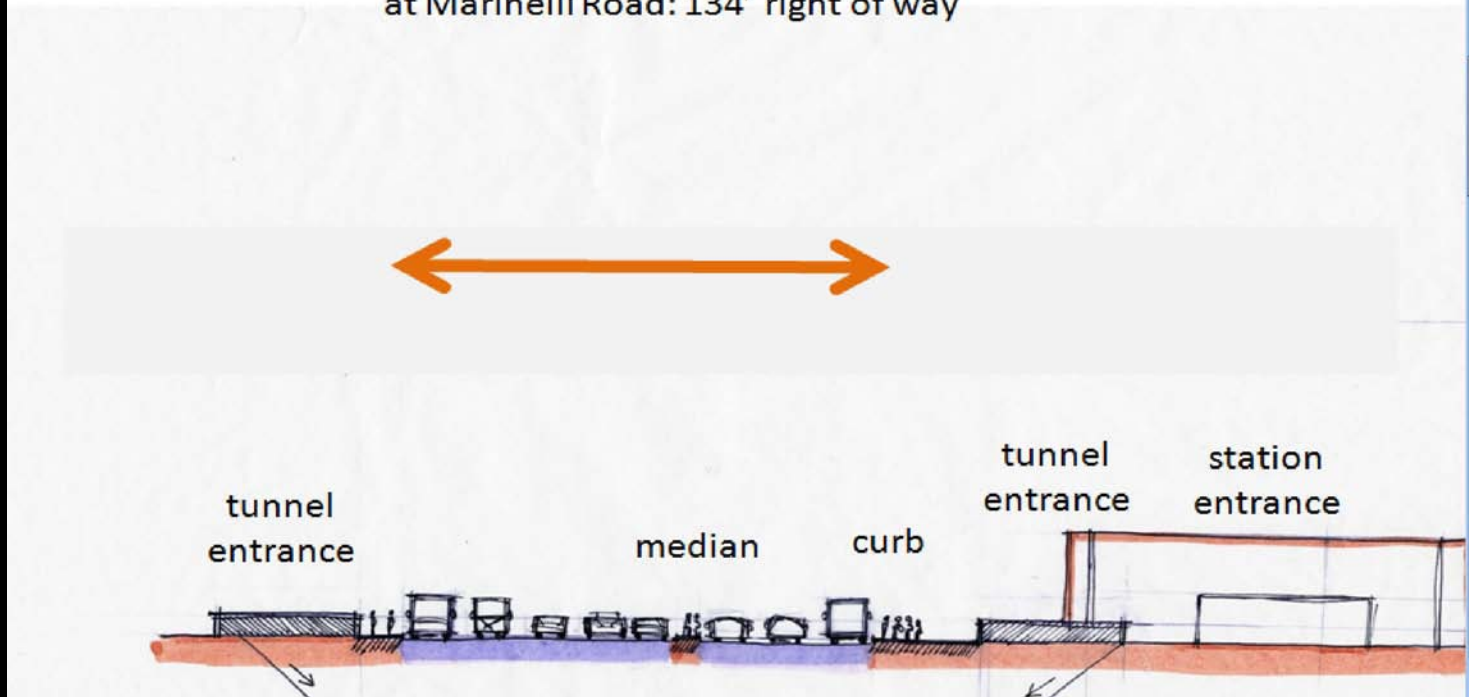
design guidelines



design guidelines

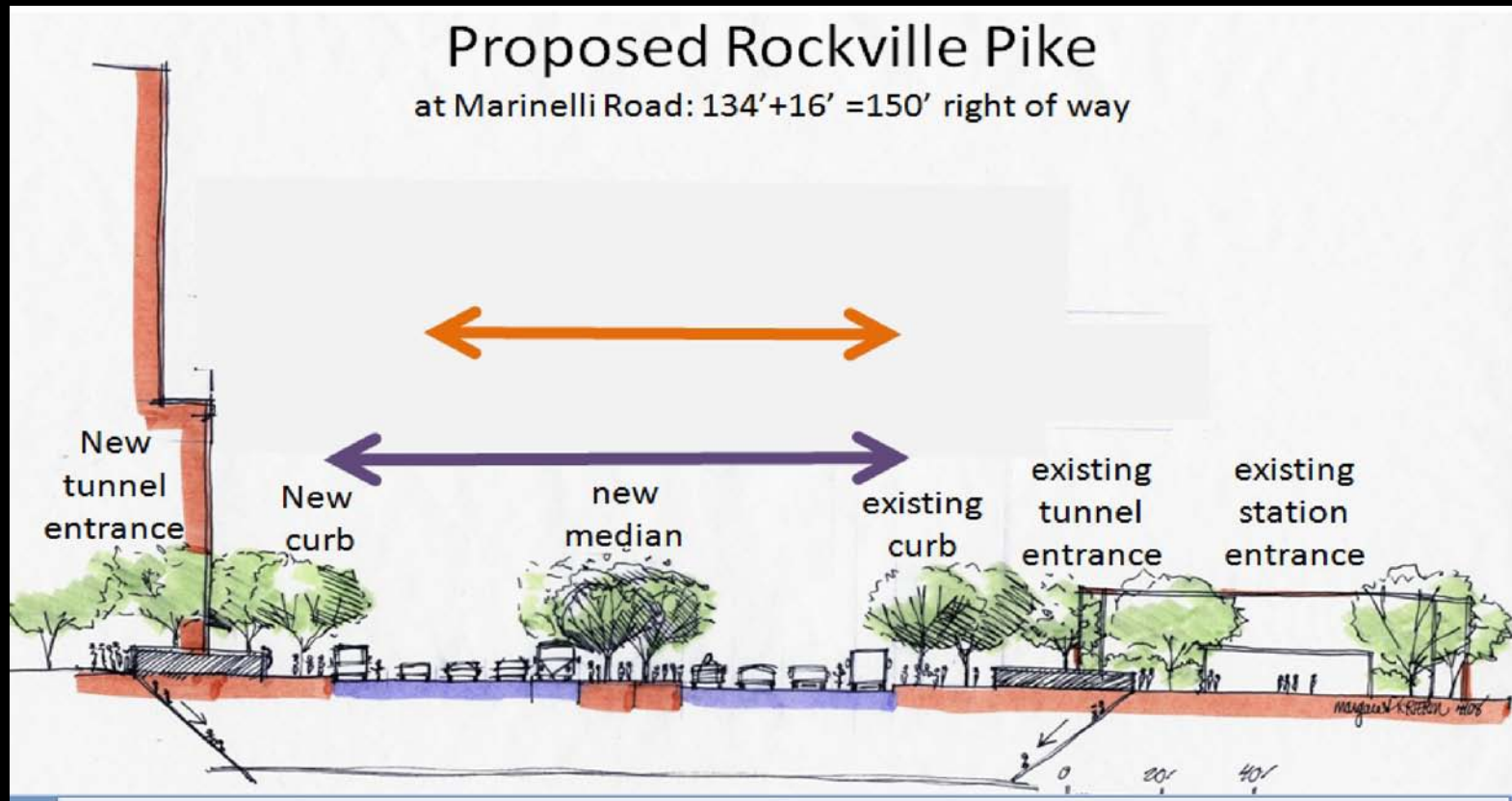
Existing Rockville Pike

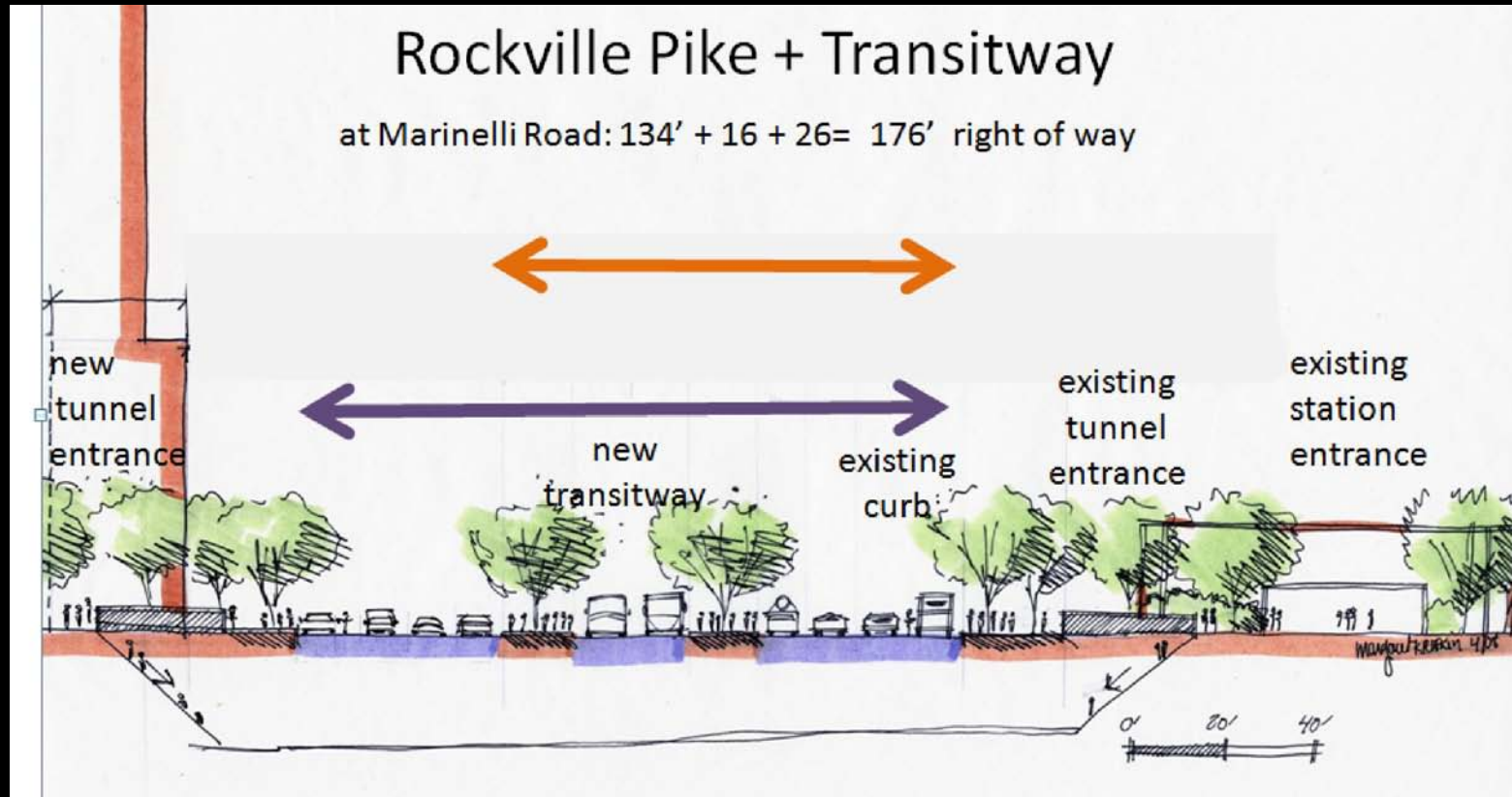
at Marinelli Road: 134' right of way



street layout

design guidelines

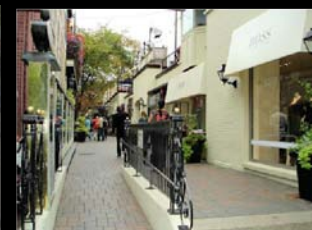




design guidelines



connections



open space

design guidelines

hierarchy
public
private as public
private



design guidelines

i n t e r i o r s p a c e s



d e s i g n g u i d e l i n e s

interior spaces

design guidelines



f l a n k i n g s t r e e t s

d e s i g n g u i d e l i n e s

loading & access



design guidelines



urban infrastructure



design guidelines

bio better



b i o b e t t e r



b i o b e t t e r





b i o b e t t e r

modeling
land use
implemenation
feasibility
fiscal
financial
practical



progress
cost / benefits
strategies
financing
partnerships
administrative
testing

1		
37	Existing Commercial (SF)	
38	Retail	0
39	Office	0
40	Industrial	0
41		
42	REVENUES	
43	<i>Residential Property Tax Revenues (Existing)</i>	<i>1,651</i>
44	For-Sale Multifamily	\$0
45	For-Rent Multifamily	\$0
46	Single Family/TH	\$0
47	<i>Residential Property Tax Sub Total (Existing)</i>	
48		
49	<i>Residential Property Tax Revenues (Under Four Years Old)</i>	<i>6</i>
50	For-Sale Multifamily	\$195.00
51	For-Rent Multifamily	\$195.00
52	Single Family/TH	\$195.00
53	<i>Residential Property Tax Sub Total (Under Four Years Old)</i>	
54		
55	<i>Residential Impact Fee</i>	
56	For-Sale Multifamily	\$0
57	For-Rent Multifamily	\$0
58	Single Family/TH	\$0
59	<i>Total Residential Impact Fee</i>	
60		
61	TOTAL RESIDENTIAL TAXES	
62		
63	<i>Commercial Property Tax Revenues (Existing)</i>	<i>1,651</i>
64	Retail	0
65	Office	0
66	Industrial	0
67	<i>Commercial Property Tax Total (Existing)</i>	
68		
69	<i>Commercial Property Tax Revenues (Under Four Years Old)</i>	<i>0</i>

factors

new development

existing structures

infrastructure costs

absorption rates



e c o n o m i c s

p h a s i n g



e c o n o m i c s

services
schools
libraries
recreation
health clinics
emergency services



mobility needs rise
with development
parking / tdm linkage
ongoing work
feasibility
alternatives



t r a n s p o r t a t i o n

what we know
street grid
interchanges
no nicholson
parkway



t r a n s p o r t a t i o n

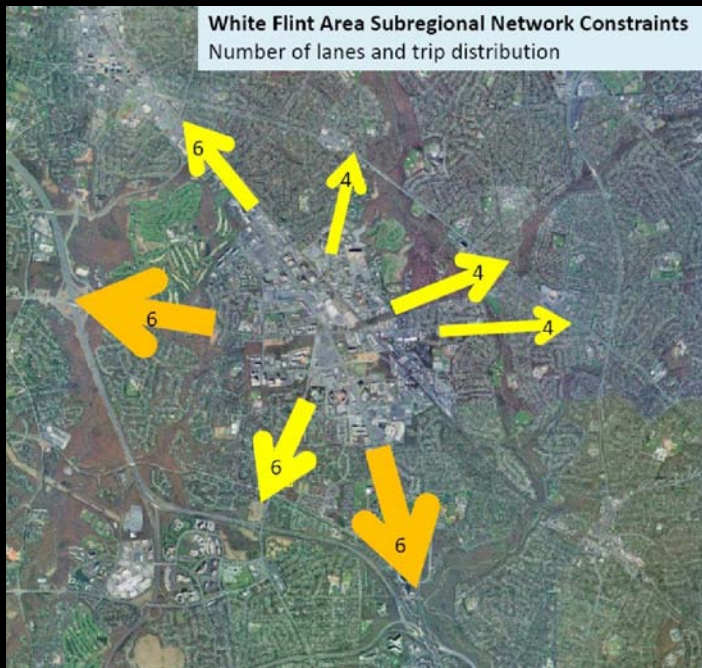
alternatives

o p p o r t u n i t y



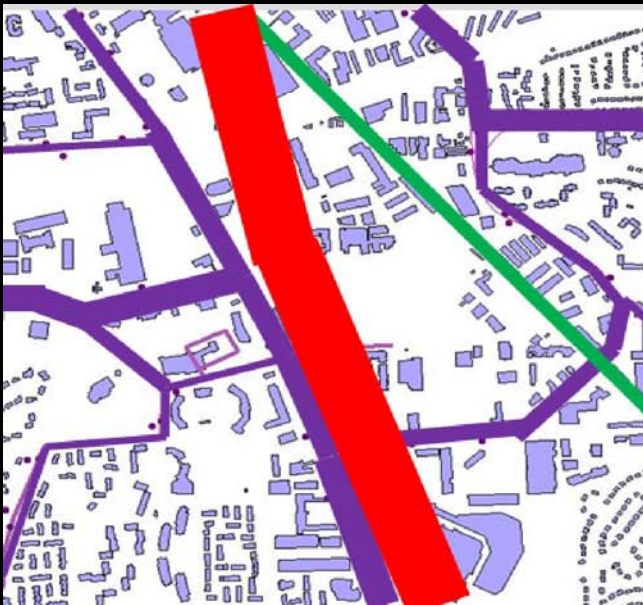
circulation

working on
streets to north / east
regional connections
staging priority
travel demand
marc location



transportation

bus network
feeder / circulator
service changes
land use
network additions
sector plan



t r a n s p o r t a t i o n

what's next
additional modeling
economic projections
phasing
writing



schedule

april 22	advisory group
april 24	planning board
june 08	advisory bd review
	planning bd review
sept 08	draft - planning bd
oct 08	worksessions
dec 08	submit to council



winter 09 county review
summer 09 amendments*

*budget conditional