



Community

Culture

Commerce

White Flint ^{C³} midtown on the pike

Public Hearing Draft ♦ December 2008

Public Hearing Draft White Flint Sector Plan

WHITE FLINT ABSTRACT

This plan for the area of White Flint surrounding the Metro station contains the text and supporting maps of a comprehensive amendment to the approved and adopted 1992 *North Bethesda/Garrett Park Master Plan*, as amended. It also amends *The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland–Washington Regional District in Montgomery and Prince George’s Counties*, as amended, the *Master Plan of Highways within Montgomery County*, as amended, and the *Master Plan of Bikeways*, as amended. This Plan makes recommendations for land use, zoning, urban design, transportation, and community facilities.

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The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910-3760

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The Commission is charged with preparing, adopting, and amending or extending *The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland–Washington Regional District in Montgomery and Prince George’s Counties*.

The Commission operates in each county through Planning Boards appointed by the county government. The Boards are responsible for all local plans, zoning amendments, subdivision regulations, and administration of parks.

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Public Hearing Draft of

The White Flint Sector Plan

Prepared by the Montgomery County Planning Department

8787 Georgia Avenue

Silver Spring, Maryland 20910-3760

Approved by the Montgomery County Council

Date

Adopted by the Maryland-National Capital Park and Planning Commission

Date

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The Plan Process

A plan provides comprehensive recommendations for the use of public and private land. Each plan reflects a vision of the future that responds to the unique character of the local community within the context of a countywide perspective.

Together with relevant policies, plans guide public officials and private individuals when making land use decisions.

The **PUBLIC HEARING DRAFT PLAN** is the formal proposal to amend an adopted master plan or sector plan. Its recommendations are not necessarily those of the Planning Board; it is prepared for the purpose of receiving public testimony. The Planning Board holds a public hearing and receives testimony, after which it holds public worksessions to review the testimony and revise the Public Hearing Draft Plan as appropriate. When the Planning Board's changes are made, the document becomes the Planning Board Draft Plan.

The **PLANNING BOARD DRAFT PLAN** is the Planning Board's recommended Plan and reflects its revisions to the Public Hearing Draft Plan. The Regional District Act requires the Planning Board to transmit a sector plan to the County Council with copies to the County Executive who must, within sixty days, prepare and transmit a fiscal impact analysis of the Planning Board Draft Plan to the County Council. The County Executive may also forward to the County Council other comments and recommendations.

After receiving the Executive's fiscal impact analysis and comments, the County Council holds a public hearing to receive public testimony. After the hearing record is closed, the Council's Planning, Housing, and Economic Development (PHED) Committee holds public worksessions to review the testimony and makes recommendations to the County Council. The Council holds its own worksessions, and then adopts a resolution approving the Planning Board Draft Plan, as revised.

After Council approval the plan is forwarded to the Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the plan officially amends the master plans, functional plans, and sector plans cited in the Commission's adoption resolution.

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Plan Vision

This Sector Plan explores how the urban center concept can be applied to new development in White Flint to achieve a more coherent urban form. An urban place is dependent on people and activity. People walk from their homes to work, shops and, transit; offices plazas are full of workers during the day. At night and on weekends people attend the theater, visit galleries, and eat out. In the summer, everyone is out enjoying the evening breezes. This is a place where different lifestyles converge to make urban living interesting, challenging, and exciting. The proposed cultural and retail destinations in and around the civic core, the open space system, and a walkable street grid combine to spark the energy that flows through White Flint. With this energy, White Flint will become a vibrant and sustainable urban center that can adapt and respond to future challenges.

There are few locations remaining in Montgomery County where excellent transit service and redevelopment potential coincide. Given the reality of future energy constraints and the effects of climate change, growth must take advantage of existing infrastructure, especially transit, to create compact new communities where reliance on the automobile is not necessary. Growth should be directed to those places where the reduction in the carbon footprint is possible, like White Flint, and where the infrastructure can support a sustainable, culturally interesting urban center outside of the well-established central business districts. As such, White Flint fits squarely into the County's General Plan and long range policies as the place to accommodate a substantial portion of the region's projected growth.

White Flint was first proposed as an urban, mixed-use community at the center of North Bethesda more than 30 years ago. The envisioned transformation from a suburban, car-oriented series of strip shopping centers into an urban, transit-oriented mixed-use area has begun, but slowly and in scattered pockets. The automobile still dominates, especially along Rockville Pike and the pedestrian experience in most of White Flint is barely tolerable. Recent projects, such as the Conference Center, The Sterling and the North Bethesda Town Center have created urban block patterns, provided destination uses with buildings facing streets and have improved pedestrian access. More needs to be done to connect these urban pockets, to introduce civic functions and open space, and to reduce conflicts between vehicles and pedestrians.

MD 355/I-270 Framework

The MD 355/I-270 Corridor is a historic travel and trade route that links communities in Montgomery County from Washington, D.C. to Frederick County. Over the last 30 years the corridor has emerged as a world class location for advanced technology and biotechnology industries and a regional shopping and cultural destination. This Plan recommends adding more residential capacity near existing transit facilities to help balance land uses in the MD 355/I-270 Corridor. A substantial housing resource at White Flint is well situated to support the planned expansion of federal facilities in White Flint (National Regulatory Commission) and Bethesda (National Institutes of Health/Base Realignment and Closure).

Transportation Policy Report

The Planning Board's January 2002 Transportation Policy Report (TPR) contained a comprehensive analysis of land use and transportation strategies to improve the jobs- housing balance in the I-270 Corridor, thereby reducing potential vehicular trips. The County Council's April 2003 10-year Transportation Plan supported an alternative land use policy that would promote new opportunities for residents to live closer to work, especially near Metrorail stations. The 2030 Council of Governments (COG) Forecast Round 7.0 proposed 2.17:1 jobs to household ratio while the Council's alternative land use policy proposed 1.18:1 jobs to household ratio for the White Flint Metro Station policy areas. This Plan, guided by that policy, proposes a jobs-housing balance of 2.87:1 as compared to the existing 8:1 ratio.

Figure 1

MD 355 / I-270 Corridor

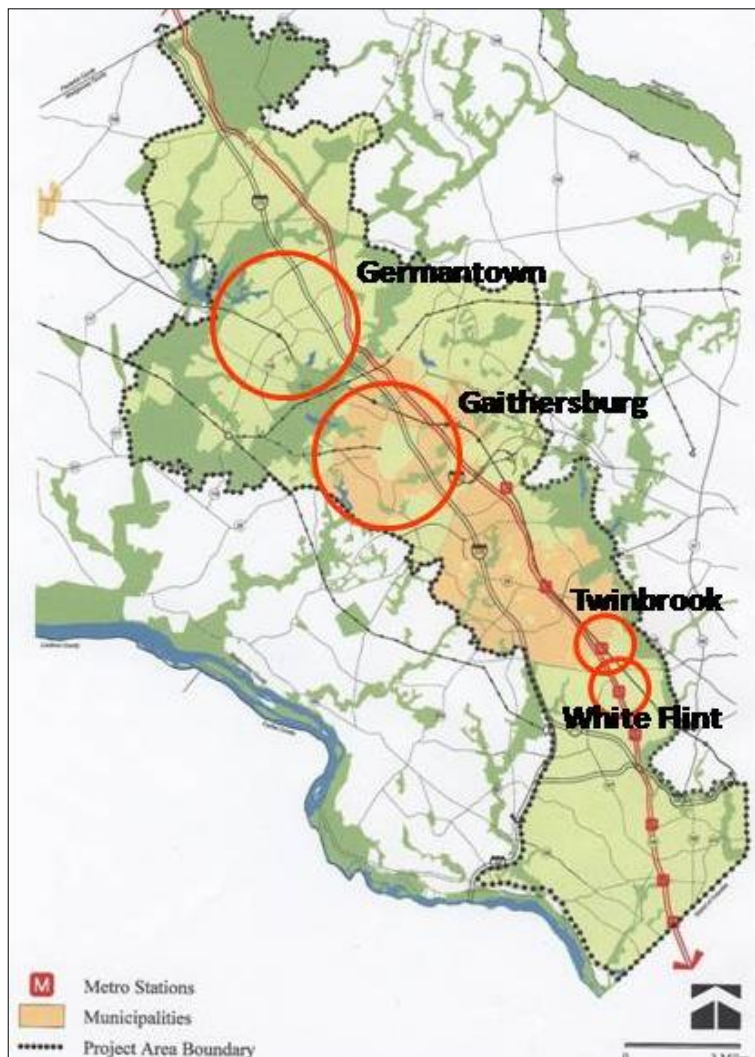
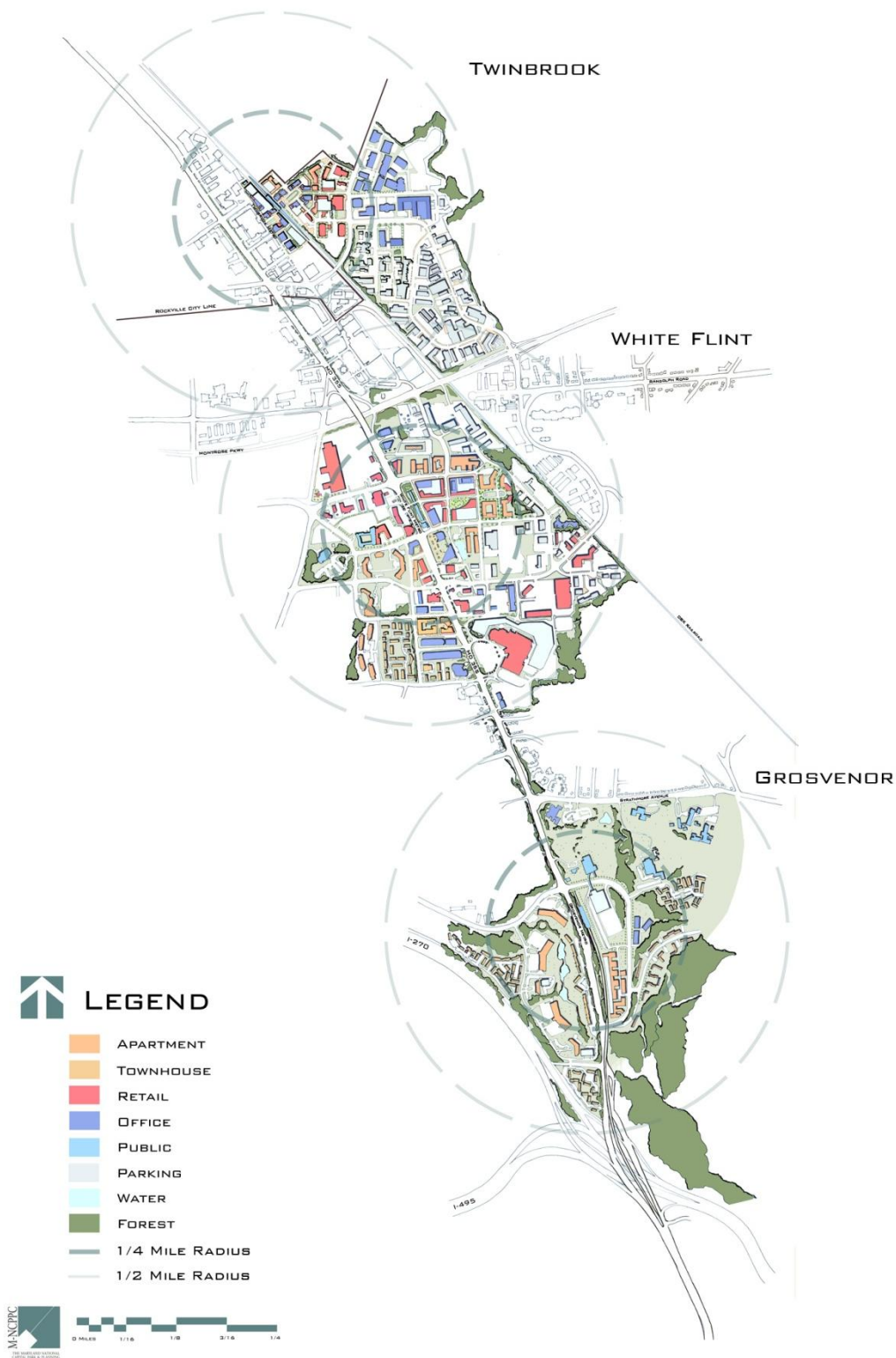


Figure 2

MD 355: North Bethesda



Background

A mixed-use center concept for White Flint was first conceived in 1978 in anticipation of the extension of the Metro system. At the time, approximately 63 percent of the land area within the 200-acre study area was zoned R-90, a low-density residential zone, and undeveloped. Mid-Pike Plaza was the E. J. Korvettes Shopping Center, and the Forum was the only high-rise residential development. The Plan recommended a density of 2.0 FAR under the transit mixed use floating zones (TS-R and TS-M) within a half-mile radius of the Metro station and used the C-2, I-1, and OM zones for properties not recommended for mixed-uses.

A 1992 re-examination of the same 200 acres added a street grid, expanded the use of the TS-R and TS-M zones to C-2 zoned properties, and rezoned I-1 properties to I-4 to limit the conversion of industrial uses to office uses. A few years later, in 1997, the County Council approved an amendment to advance the development of the Conference Center across the street from the Metro station as a centerpiece public/private partnership. These planning efforts established the skeletal framework for the urban center concept and placed an important public resource at the core.

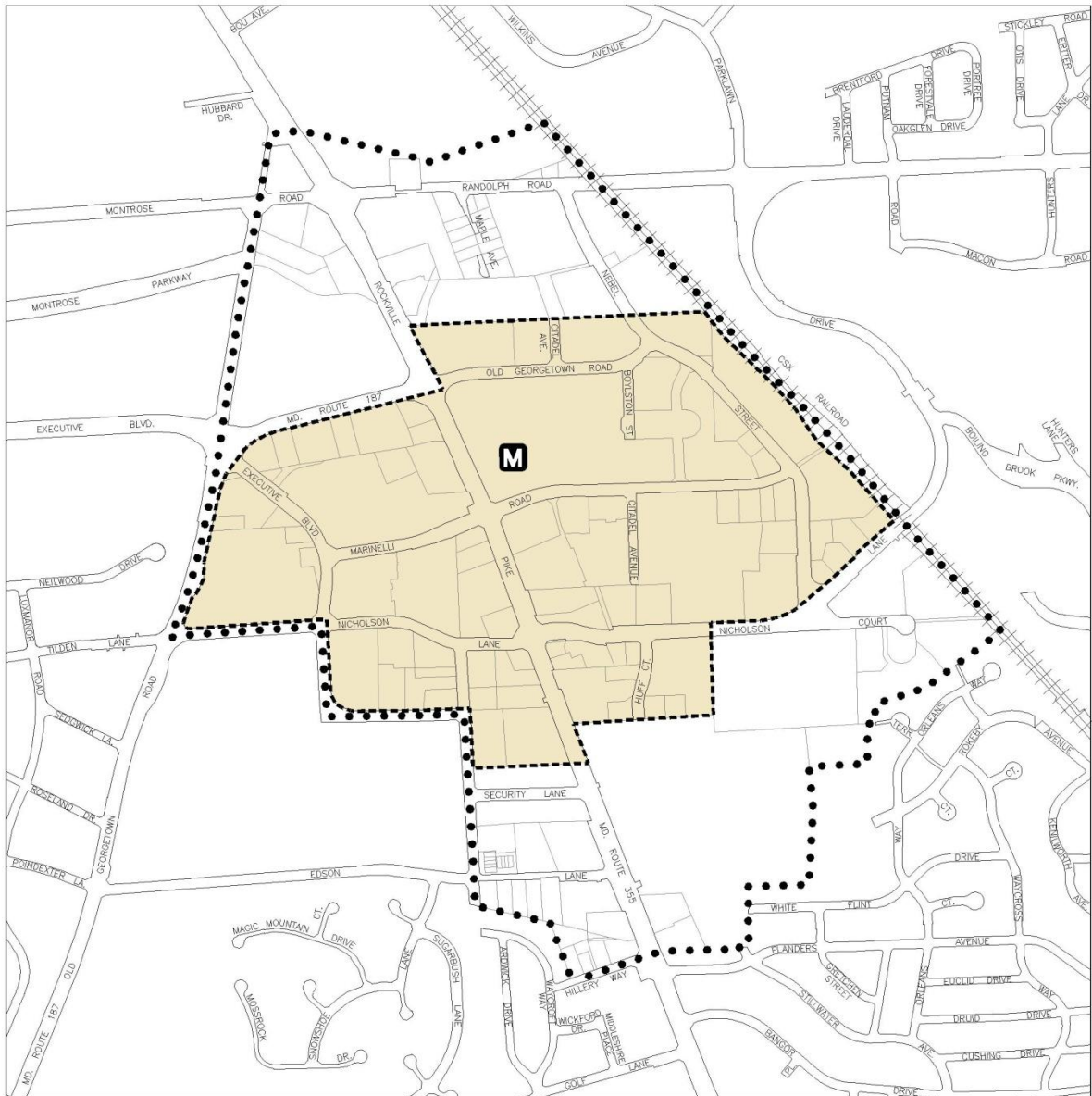
What has triggered this Sector Plan evaluation? The previous plans recommended floating zones to accomplish mixed-use development. There was little incentive to seek a change from the C-2 zone, although it has a 42-foot height limit, because it has few development standards and allows many uses. Market forces must remain strong for developers to risk a lengthy rezoning development process, which takes at least a few years. A recent text amendment allowing taller buildings for residential development in the C-2 zone exemplifies the desire to achieve mixed uses through other means. Once a zone, such as a C-2 zone, begins to evolve into a mixed-use zone, redevelopment may lead to desirable uses but undesirable development patterns because of the rigid development standards in the zone.

The Plan expands the study area to 430 acres bounded by the CSX tracks, Montrose Parkway, Old Georgetown Road and the White Flint Mall. Even though the study area has doubled, it all lies within a ¾-mile radius of the Metro station, which is a walkable distance. This Sector Plan reexamines whether more, if not all, of the Plan area should be zoned for mixed uses. There is ample space to establish edges and to ensure that new development transitions compatibly with adjoining residential communities.

The Sector Plan area is split by Rockville Pike, which follows a ridgeline dividing the Cabin John (west) and Rock Creek (east) watersheds. The land east and west of the Pike descends about 25 feet away from the ridge line. Since there is more contiguous underdeveloped land area east of Rockville Pike than west, the east has greater potential for the creation of new neighborhoods. Development constraints include a large water main and an 80-foot wide safety zone underneath Nicholson Lane, which limits the location of buildings, and the 50-foot WMATA tunnel easement along Rockville Pike, which has posed problems for building placement along the east side of Rockville Pike.

Figure 3

Plan Boundaries and Metro Station Policy Area



..... 2008 Sector Plan Area Boundary

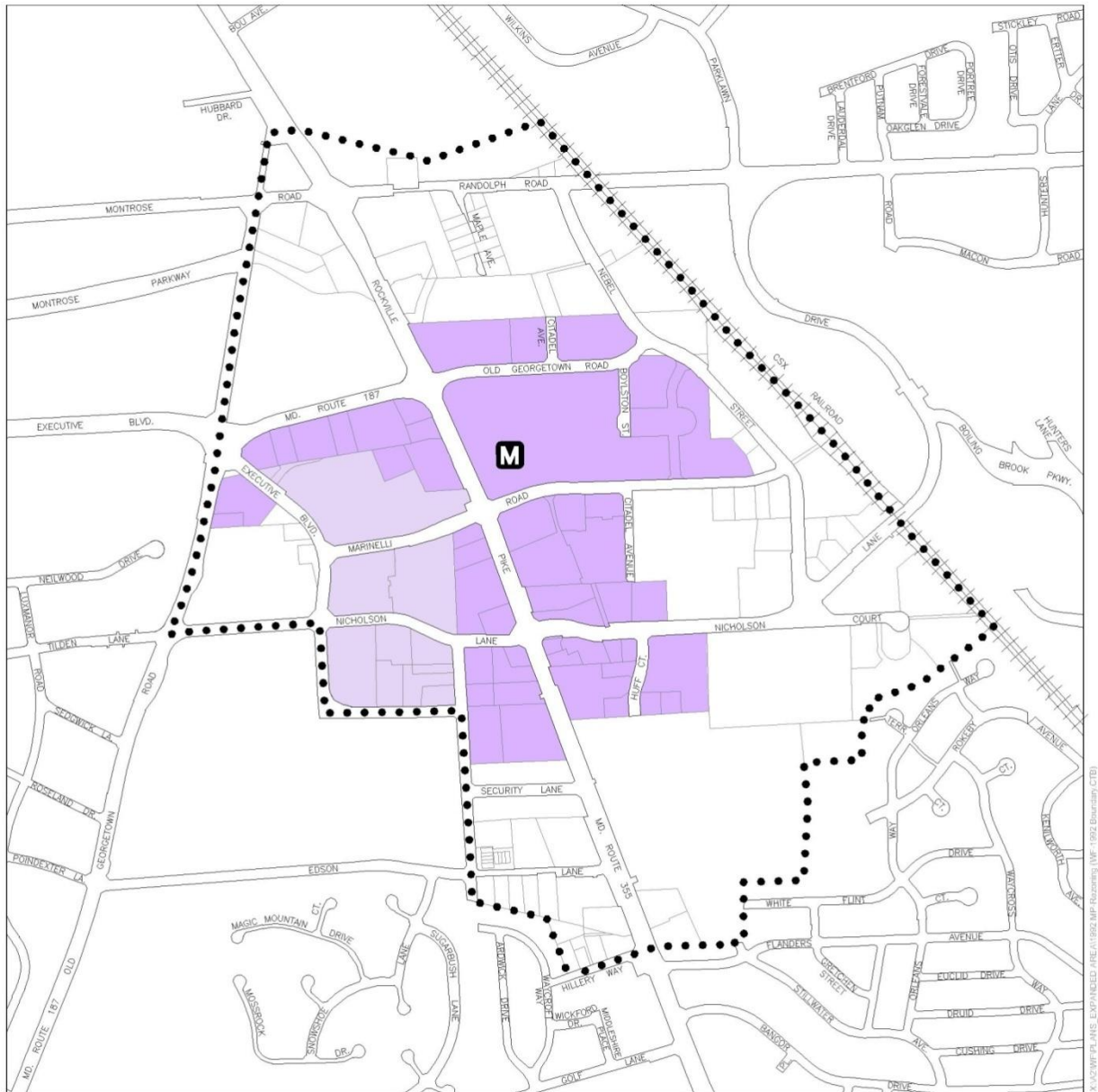
M White Flint Metro Station

1992 Sector Plan Boundary & Metro Station Policy Area



Figure 4

1992 Master Plan Rezoning Areas



..... Sector Plan Area Boundary



White Flint Metro Station



Transit Station Residential (TS-R)

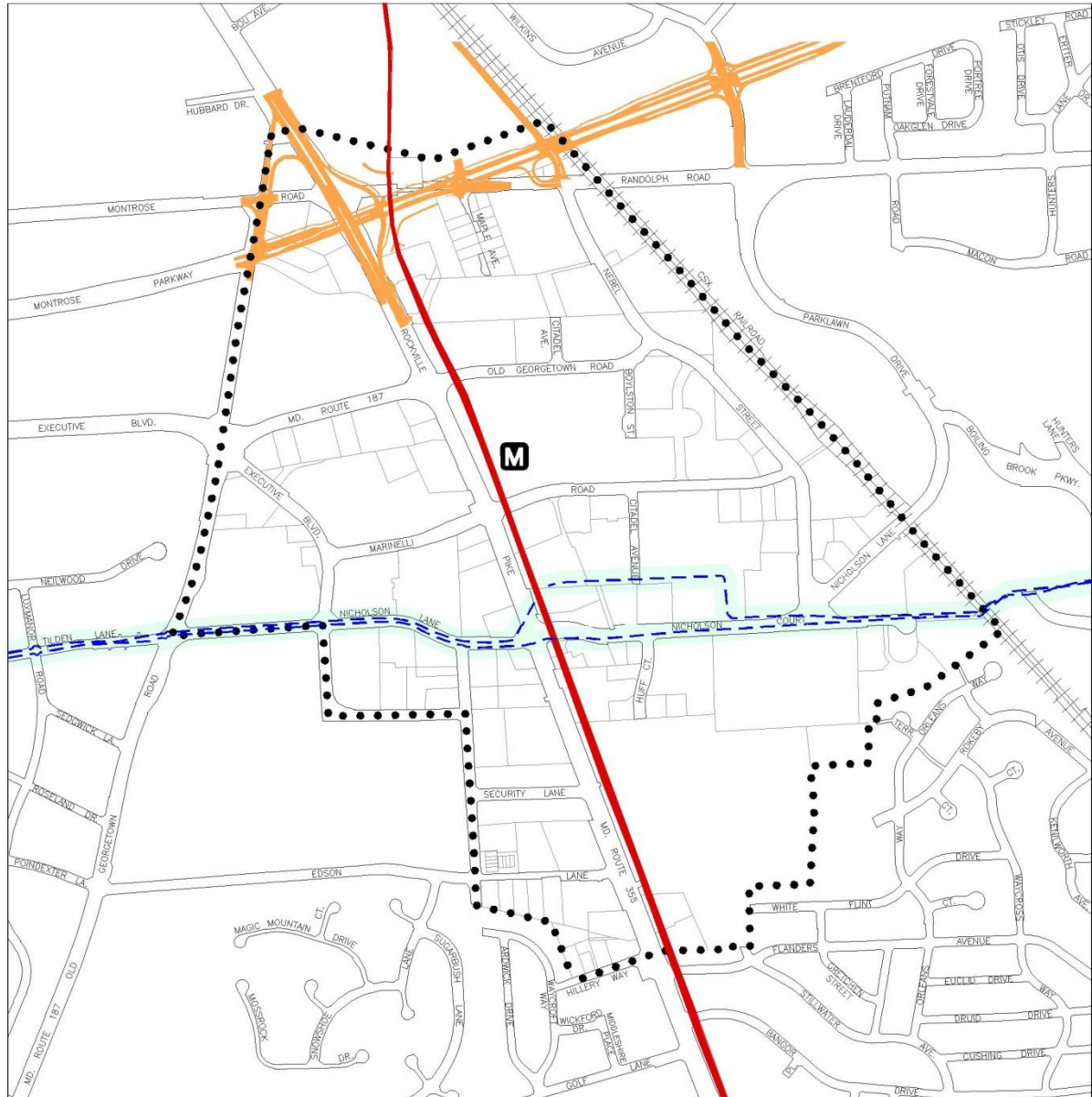


Transit Station Mixed (TS-M)



Figure 5

Major Infrastructure Elements



- • • • Sector Plan Area Boundary
- M** White Flint Metro Station
- MD 355 & Montrose/Randolph Road Interchange
- WSSC Water Main & Buffer
- Metro Tunnel Easement



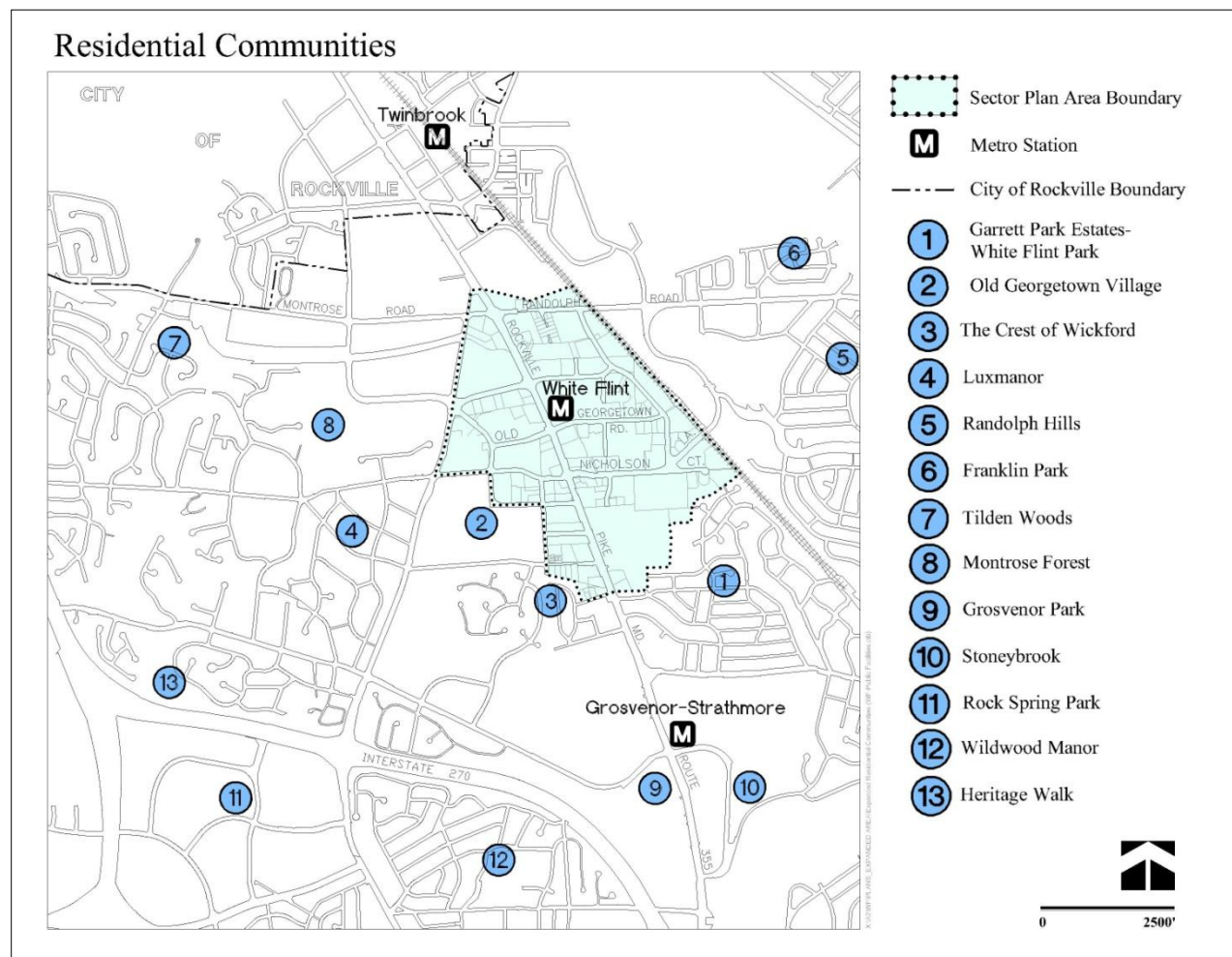


Figure 6

Existing Land Uses and Zoning

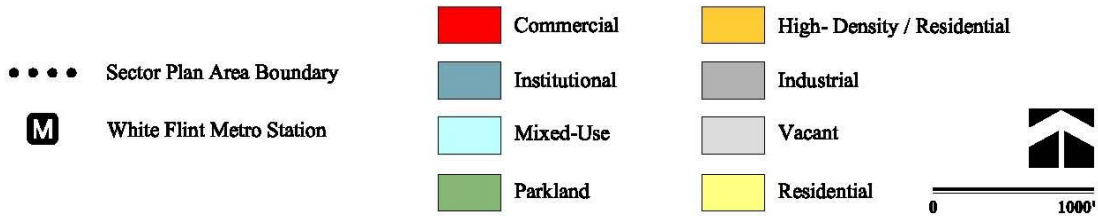
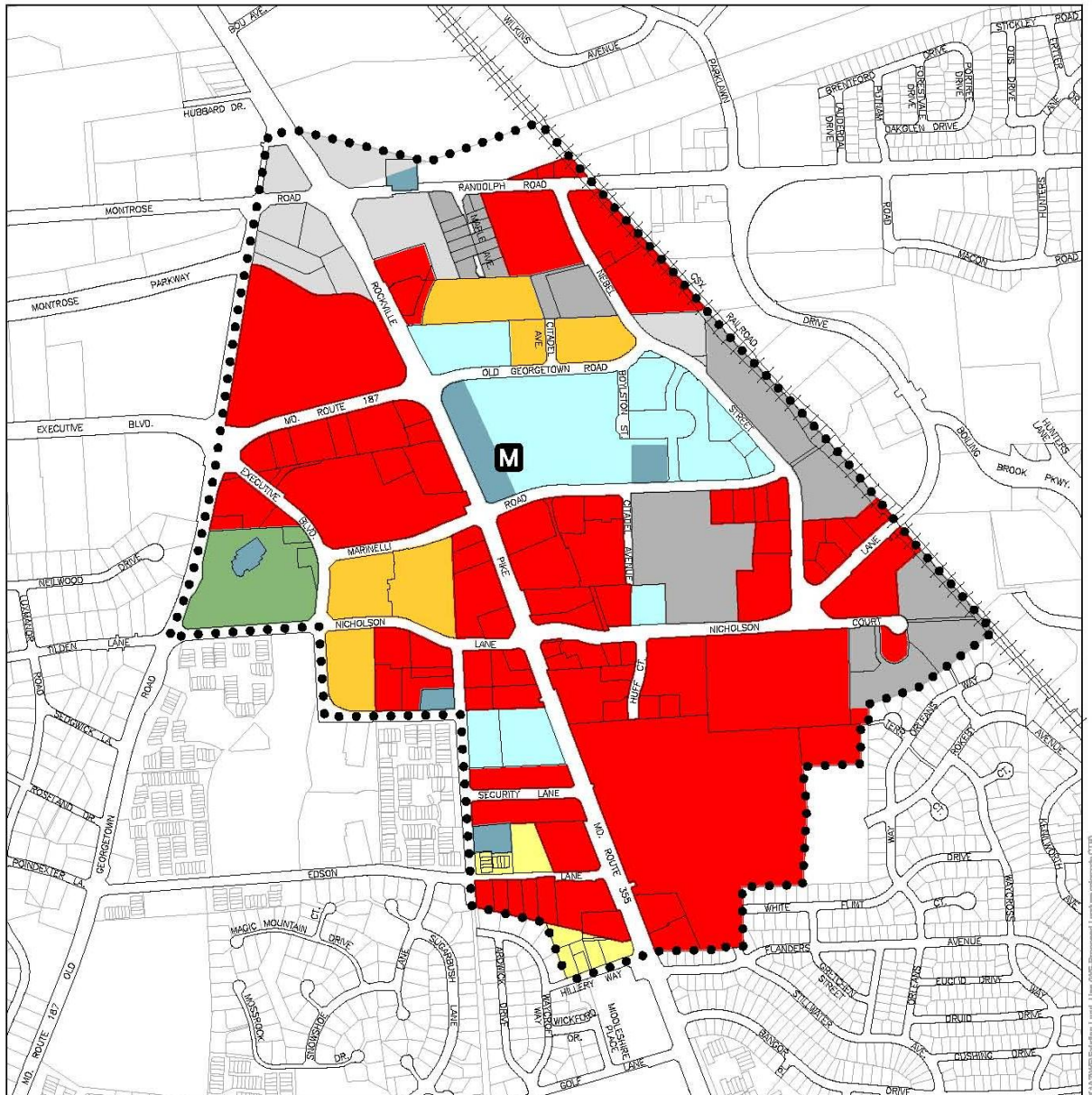
There are more than 150 properties in the area, ranging in size from 3,000 square feet to 42 acres. Much of the land is in non-residential use, about 5.9 million square feet of commercial and office buildings. About 4,000 residential units exist or have been approved. There is a local park, Wall Local Park, within the Sector Plan area. A second local park, White Flint Neighborhood Park, lies between the Plan area's southern boundary and Garrett Park Estates. South of the Plan area are two cultural and educational institutions, Georgetown Preparatory School and Strathmore Performing Arts Center.

Table 1: Existing Zoning

Zone	Description	Acreage
C-2	General Commercial	138
C-0	Commercial Office	8
CT	Commercial Transitional	7
RMX/3C	Residential Mixed-Use Development	3
RH	Multifamily, High Rise	5
I-1	Light Industrial	21
I-4	Low Intensity Light Industrial	49
TS-R	Transit Station Residential	42
TS-M	Transit Station Mixed	57
OM	Office Building Moderate	9
PD9	Planned Development	11
R-90	Single-Family Residential	7
R-90/TDR	Single-Family Residential/TDR	5
R-200	Single-Family Residential	5

Figure 7

Existing Land Use



Making a Great Urban Place

Urban Form and the Public Realm

White Flint will be more than the sum of its parts. The goal is to achieve an urban core where the public spaces, primarily the sidewalks and streets, drive design decisions. This environment can be achieved beginning with a connected street grid and open space system framed by buildings. New development should be compact, sustainable, and easily accessible to transit. The proposed street grid will create walkable blocks; each block has a residential component with local services within a short walking distance. All the components below increase the safety of the public and private spaces. Active sidewalks bring more people into public spaces

While the previous Sector Plans had an urban design component, there was no proposed public open space system or civic space. Successful realization of the urban center concept depends on ensuring that the parts are unified. White Flint today is still fragmented. The vision is a vibrant urban core centered along Rockville Pike, where the public realm is the primary focus of design and interaction. While land use defines the activity, success relies on the quality of urban spaces. The streets, buildings and open spaces flow block by block with a consistent approach to the street edge and public spaces, creating an environment where people interact in an active community.

Center	In the core, community, culture and commerce converge to express White Flint's personality. The highest density and tallest buildings at the Metro station will form an identifiable center as a regional marketplace and a place for knowledge and information exchange.
Circulation	White Flint will have a walkable street system. Rockville Pike, transformed into a grand boulevard, will visually tie together the east and west sides of the Sector Plan area. Sidewalks, bikeways, trails, and paths will provide options for pedestrian circulation.
Buildings	White Flint will have buildings with podiums and slender towers that line the streets and articulate the skyline. Architectural details should incorporate features that add interest at the ground level as well as the floors above.
Public Use and Open Spaces	Within a compact development pattern, White Flint will have a system of public and open spaces where people can gather.
Transitions	New development will include compatible transitions, especially with lower density surrounding neighborhoods.
Sustainability	New development will incorporate environmentally sensitive design to conserve and generate energy and manage stormwater. Building and street design will respond to climate, seasons, sun and shade, topography, and make maximum use of renewable resources with minimum disruption of the natural environment.

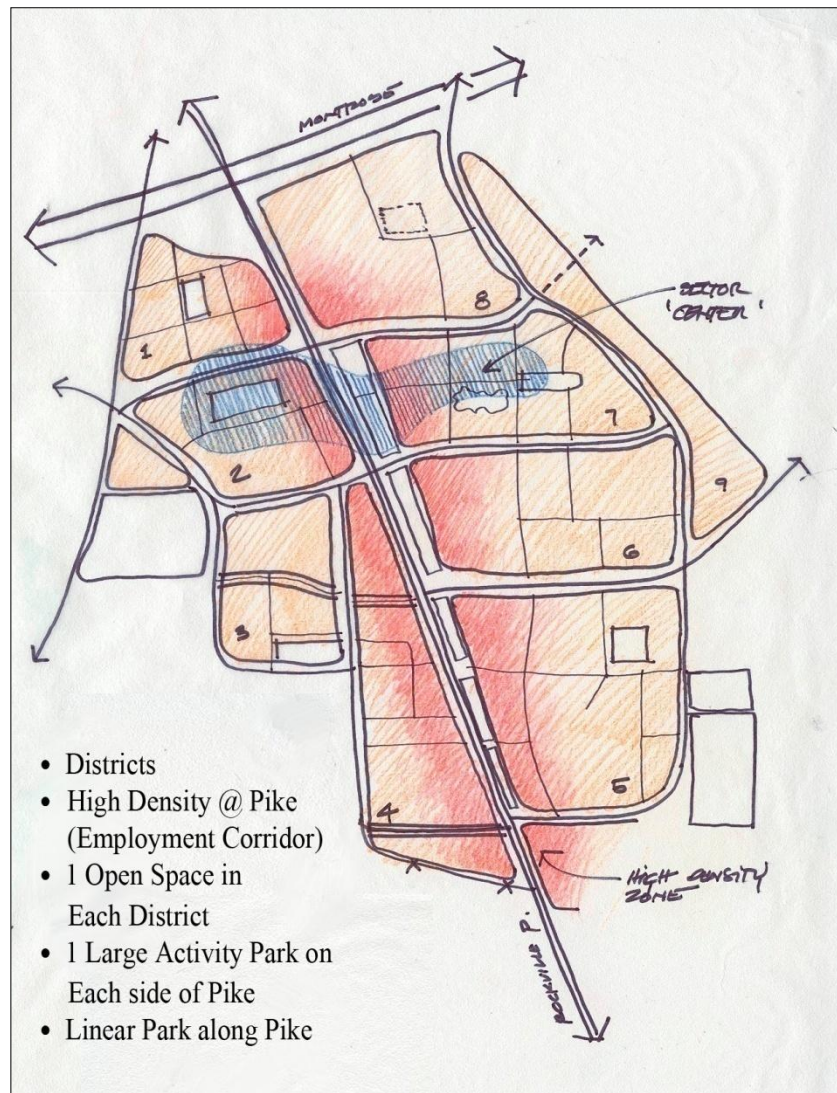
Redevelopment may take 20 years and will occur property by property. Therefore, it is essential that the Plan guide how the parts fit together as development occurs. A companion piece, the White Flint Urban Design Guidelines, will provide additional detail to guide new development and implement the recommendations of the White Flint Sector Plan.

Center

The core of White Flint is located within a ¼-mile of the Metro station. Here density is high and buildings tall. Buildings along Rockville Pike should take advantage of long views out as well as visibility from the northern and southern edges of the Sector Plan area. The Conference Center, Wall Local Park, and a civic green define the center on the west side of Rockville Pike as do the Metro station and North Bethesda Town Center on the east side. Main Street will provide access into the interior of the Conference Center block through to Rockville Pike.

Figure 9

Preliminary Density/Districts Concept Sketch

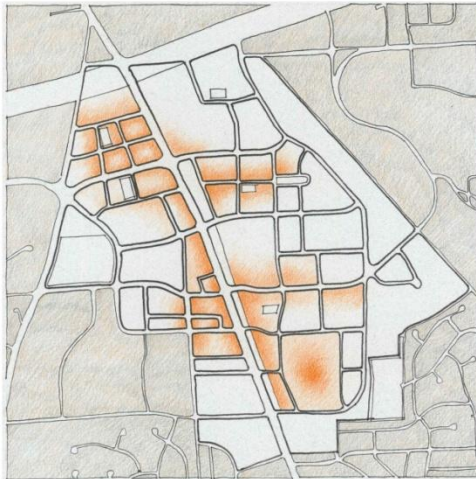




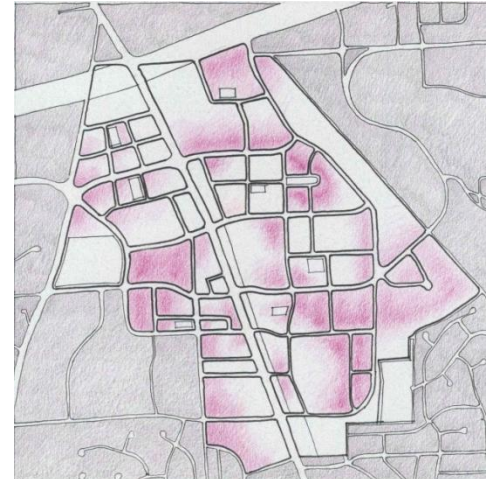
Road Network



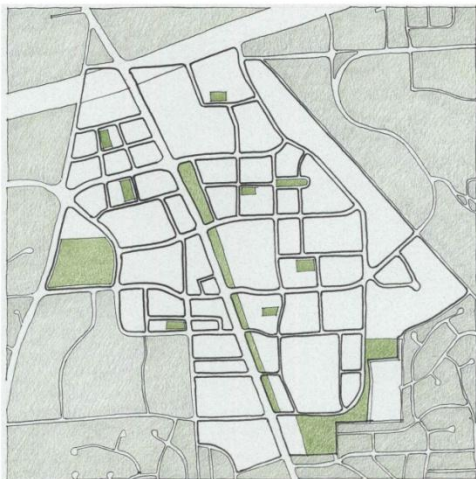
Density Distribution



Retail Distribution



Residential



Open Space



Area Diagram

Circulation

Streets

If the street network is the skeleton, the streets are the parts, each carrying a proportion of local and through traffic. Wider streets convey more traffic; as width decreases, streets support less traffic. There should be a clear division of function: loading and service functions should not hinder pedestrian movements. All streets must have ample space for pedestrians, bicyclists and street trees.

Undergrounding utilities and locating “wet” utilities under the pavement and “dry” utilities under the sidewalk will allow the street tree canopy the space to grow. On-street metered parking should be permitted on all local streets and on most of the major streets during non-peak hour traffic to reduce speeds, encourage turnover, and generate revenue.

Rockville Pike Boulevard

Rockville Pike carries the majority of traffic through the Sector Plan area. The existing width between the City of Rockville and Nicholson Lane measures 134 feet and expands to 150 feet south of Nicholson Lane. The Pike has three north and south bound through-lanes and turning lanes. There are no street trees, landscaped median, or on-street parking. Rockville Pike is a State road under the authority of the Maryland State Highway Administration (SHA).

This Plan recommends “taming the beast” by reconstructing the roadway as an urban boulevard, undergrounding utilities, adding a landscaped median and street tree panels and widening sidewalks to encourage walking and allow for safer crossings. A wider right-of-way makes bus priority lanes and on-street parking possible.



Figure 10 Proposed Rockville Pike Cross Section

Promenades

Promenades are streets where special or distinctive plantings and paving materials provide a unique pedestrian experience. There are two promenades in the Sector Plan area: the Main Street Promenade located in the Conference Center block and the East Rockville Pike Promenade on top of the WMATA Tunnel.

A portion of the proposed East Rockville Pike Promenade exists along the Nuclear Regulatory Commission frontage, where a series of paved walks and plantings sit on top of the Metro tunnel.

Pedestrian Priority Streets

These streets can be public or private and are intended to provide a distinctive streetscape internal to a development. The street cross sections emphasize pedestrian activity, but vehicles will have access at greatly reduced speeds.

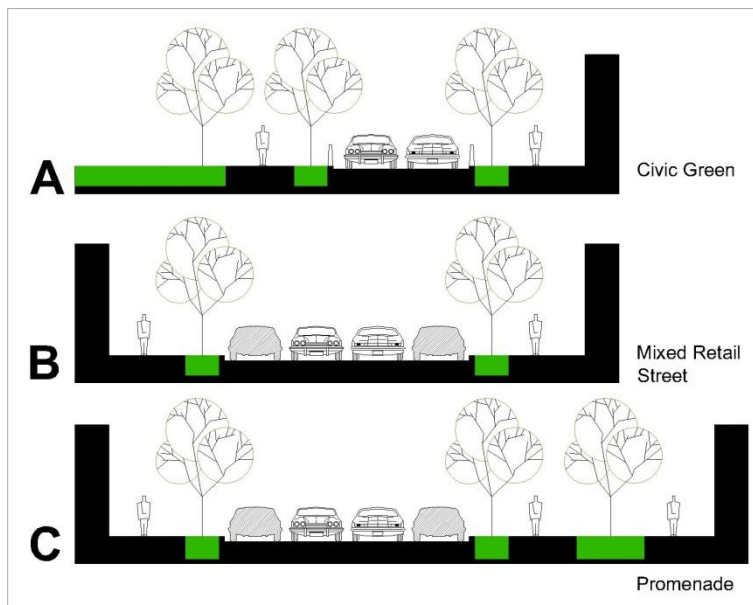


Figure 11 Promenades and Pedestrian Priority Streets

Bike Paths and Trails

This Plan proposes an integrated network of bike paths and trails. Two bike paths in White Flint are part of the regional pedestrian and bicycle circulation system: the planned Montrose Parkway bike path and The Bethesda Trolley Trail. The Montrose Parkway bike path provides east-west links to trails in Cabin John Regional Park and Rock Creek Regional Park. The Bethesda Trolley Trail should be extended along Woodglen Avenue to connect to Wall Local Park, the Main Street Promenade, and the Montrose Parkway bike path.

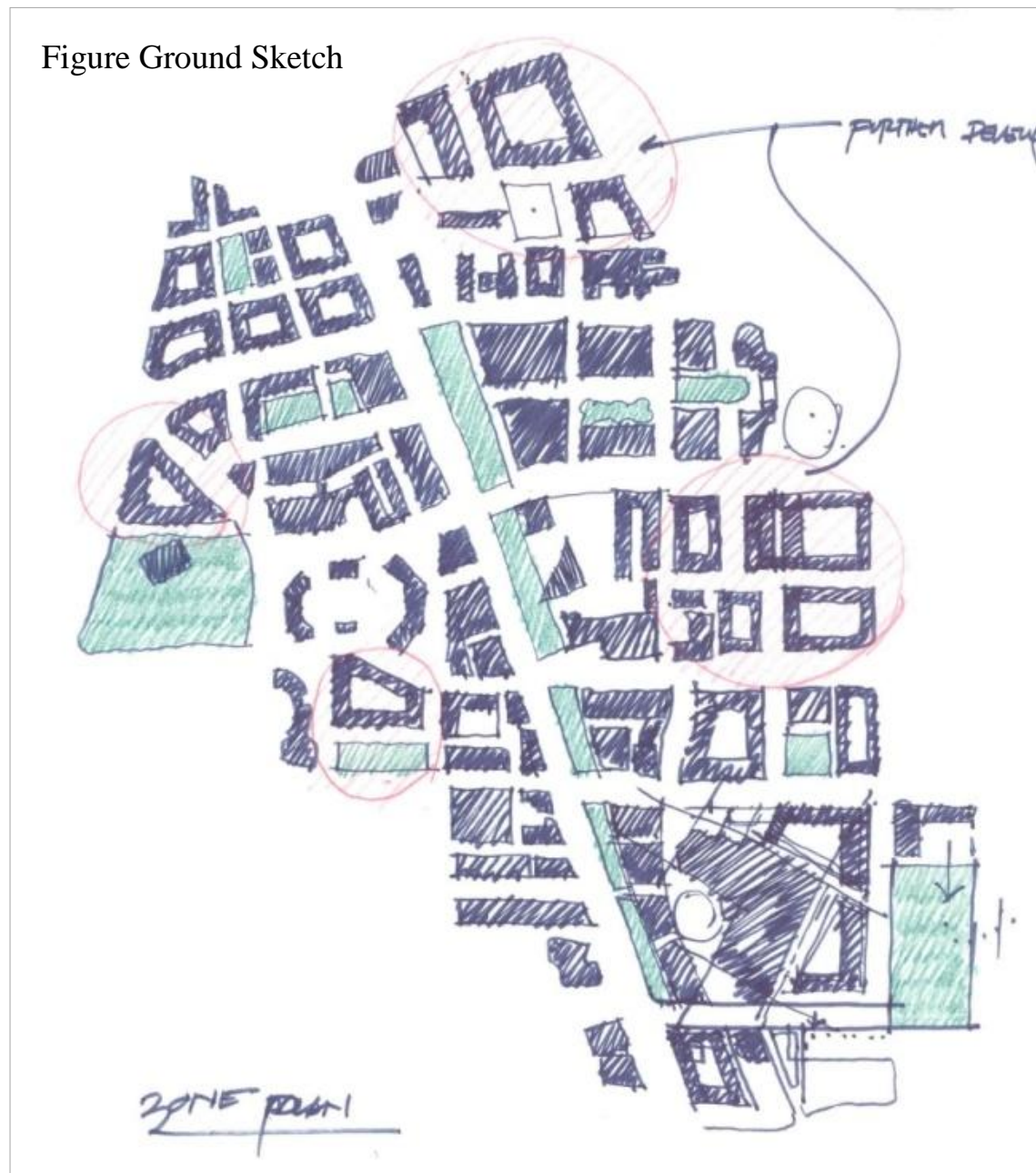
Recreation Loop

The recreation loop is a signed recreational pathway that connects neighborhood greens, the central civic green, and Wall Local Park. The continuous loop passes through the districts and across Rockville Pike using sidewalks, trails, and public use easements.

Buildings

The buildings are the vertical extension of the street edge. Buildings provide substance in mass and bulk, and enliven the vertical plane with windows, doors, and variations in height. Buildings in urban settings combine horizontal elements—the podiums—and vertical elements—the towers—to provide variation and rhythm along the streetscape.

Figure 12



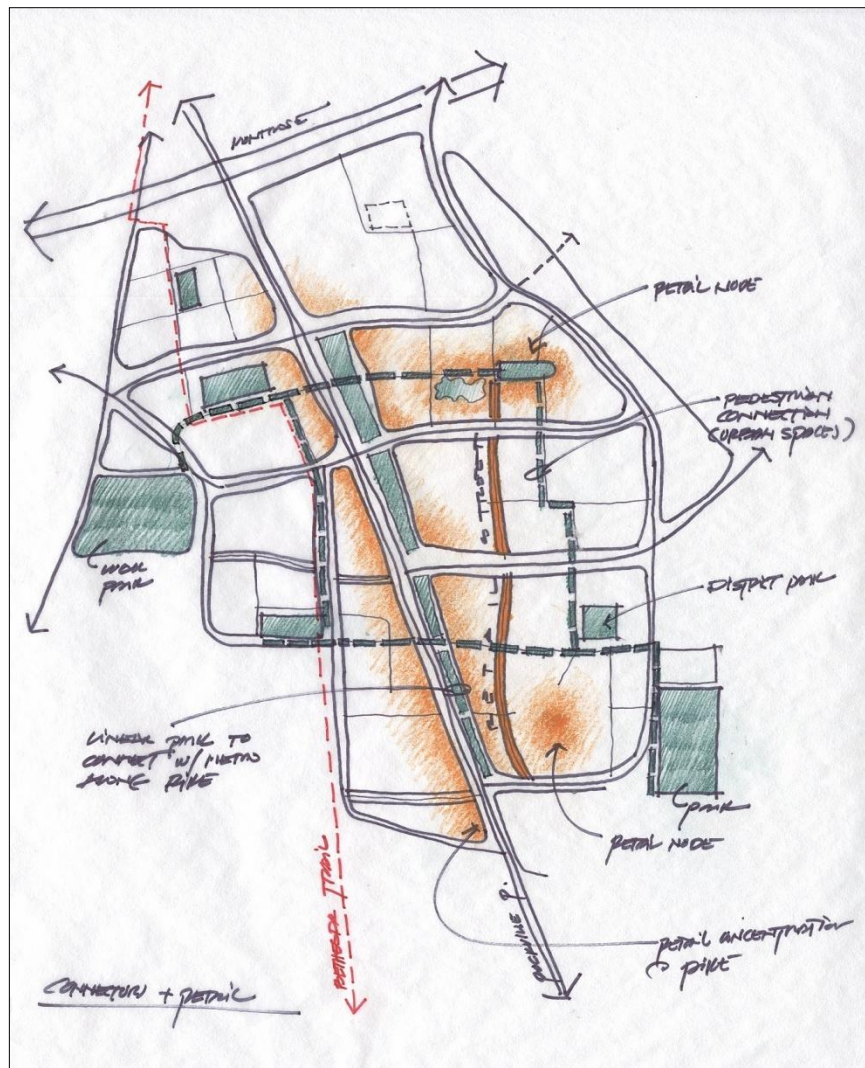
Public Use and Open Spaces

Each element of the White Flint public use and open space system is designed to have a specific

FOR THE CORRIDOR:	<i>an active urban park at the Aquatic Center and Wall Local Park</i> sports, recreation, and fitness activities
FOR ALL OF WHITE FLINT:	<i>a central civic green</i> gathering, ceremonies, and celebrations
FOR EACH NEIGHBORHOOD:	<i>a neighborhood green</i> meeting place and landmark
FOR EACH BLOCK:	<i>an urban square</i> at each cluster of offices, residences, and shops: plazas, pocket parks, green streets
FOR EACH BUILDING:	<i>recreation space</i> public use space, community garden, green roof
FOR EACH RESIDENCE:	<i>private outdoor space</i> balcony, terrace, patio, rooftop, deck, yard

function.

Figure 13
Connections and
Open Spaces Sketch



Urban Plazas

The urban plazas are centrally located spaces surrounded by active uses and generally paved. Trees and landscaping mark edges and provide shade. These plazas can be integrated into commercial development as part of a plaza, outdoor seating, or outdoor restaurant space. There are no minimum or maximum sizes or programmatic requirements for urban plazas.

Urban plazas along Rockville Pike should function as energy-capturing spaces like eddys or pocket parks to draw passersby off the Pike and into the interior of blocks. These plazas should be integrated into the streetscape and framed by the architecture.

Neighborhood Greens

The neighborhood green has grass and trees and functions as a neighborhood gathering place. About five percent of the Sector Plan area should be set aside for neighborhood greens. They can range in size from one quarter acre to one acre, depending on the type of development around the green: large enough to support outdoor activities but not so large as to require costly maintenance. These spaces provide environmental and recreational benefits, including stormwater infiltration and tree canopy for shade. These spaces could be located on top of parking structures.

Private Open Spaces

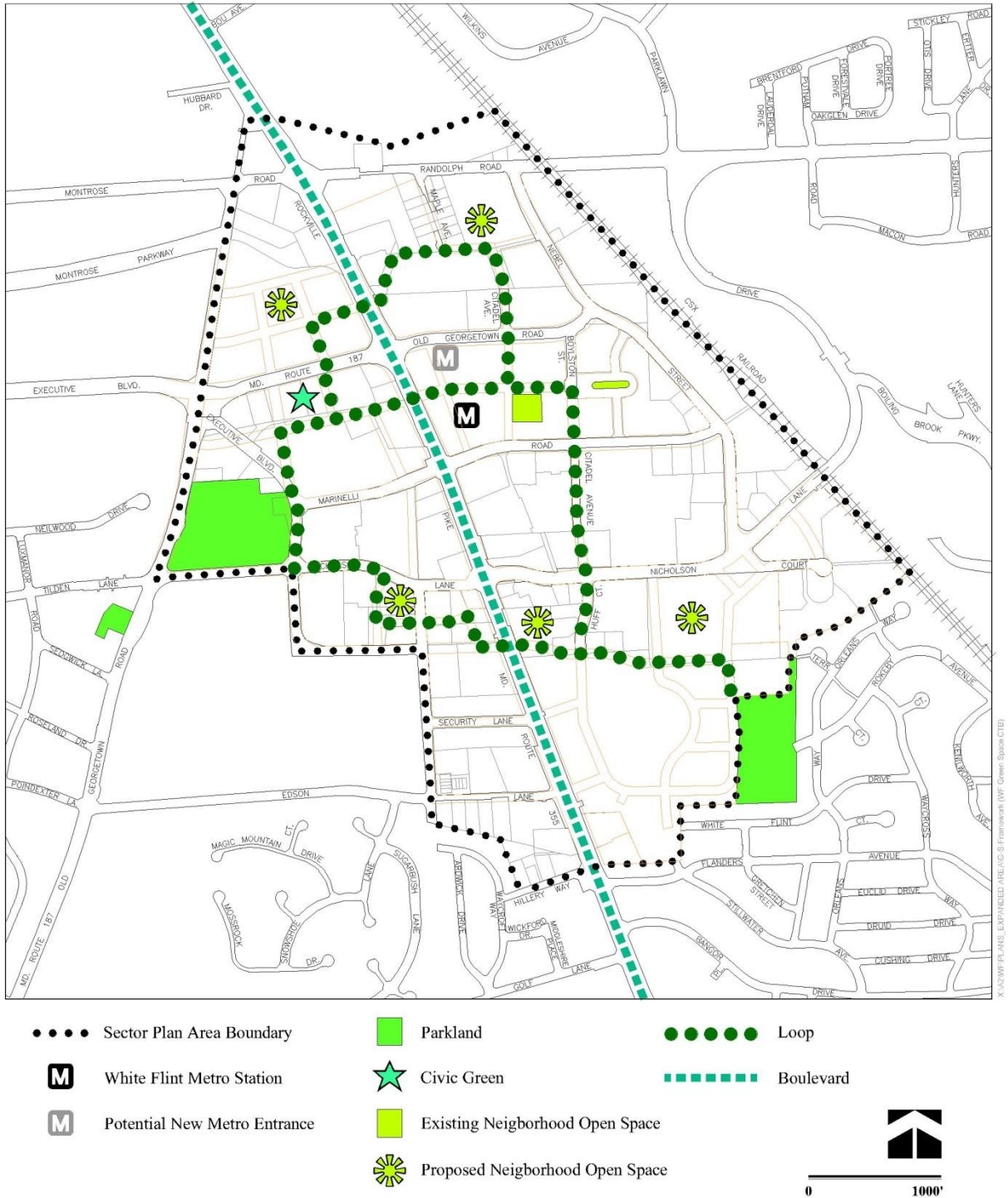
Residential development should include private outdoor spaces for each unit as well common outdoor recreational facilities. Private spaces can be decks, balconies, rooftops, or terraces. Outdoor communal recreational spaces can include swimming pools, tennis courts, or other facilities.

Transitions

White Flint is surrounded by residential developments of differing densities and scales. New development at all the edges must be compatible with respect to building height, scale and density, and allow pedestrian and bicycle access from existing neighborhoods. Landscaped buffers, compatible uses, and buildings of appropriate bulk and height should be located adjacent to existing communities.

Figure 14

Green Space System



Land Use and Zoning

Areawide Recommendations

Density

Ten to twenty years ago, a 2.0 FAR was enough to spur redevelopment in White Flint. Now, redevelopment to a higher FAR is necessary to encourage owners to abandon profitable income-producing properties and redevelop, given the amount of infrastructure required on each property.

The proposed density pattern in White Flint places the highest density and tallest buildings within ¼-mile of the Metro station. Densities and heights transition away from Rockville Pike and the Metro station. The lowest FAR density and lower building heights are located at the edges of the Sector Plan area where transitions are necessary to accommodate the lower density and modest scale of the adjacent residential communities.

The gradations in density are based on proximity to three transit facilities: Metro and MARC provide rail transit; Rockville Pike provides the most extensive bus service. The density categories are based on a walking distance of 1/8 mile (660 feet). There are three

different FAR areas: a series of 1/8 mile concentric rings emanating from the Metro Station, a 1/8 mile ring around the proposed MARC Station and a 1/8 mile band along each side of Rockville Pike.

- Enhanced transit use
- Energy efficient
- New supply of residential units
- Environmentally responsible development
- Preservation of the Agricultural Reserve

The FAR for concentric rings around Metro is shown in Table 1. FARs of 4.0 and 3.0 are within the first two rings, a 2.5 FAR in the next two rings, and 2.0 FAR in the last two rings. The FAR around the MARC ring is 2.5 FAR. The density associated with the bands along Rockville Pike, shown in Table 2, involves transferring density from the edges of the Sector Plan area to the Pike where bus transit is available.

Figure 15

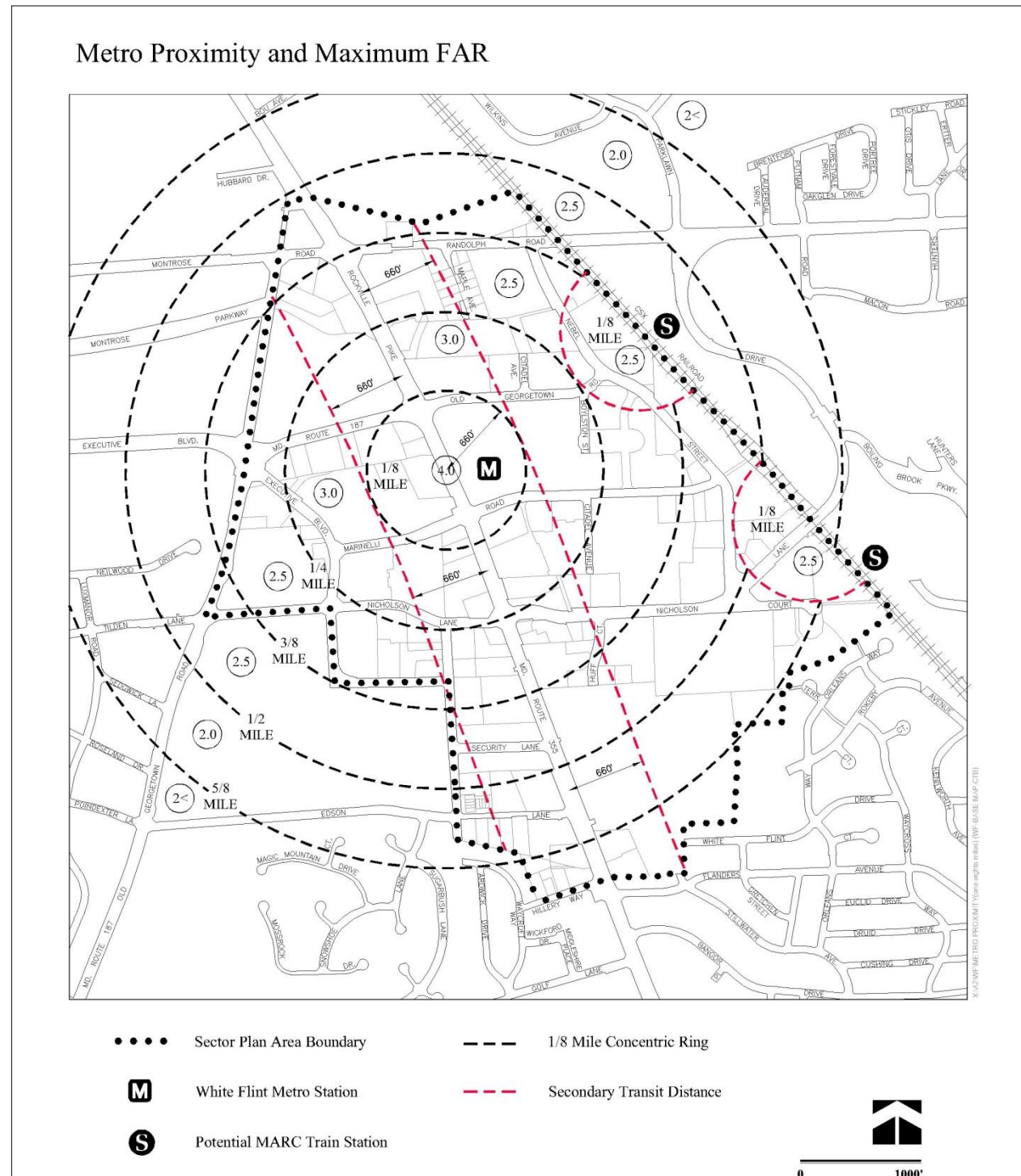


Table 2: FAR in Rings from Metro

Distance	Maximum FAR	Area in Ring (in sf)	Development Capacity (in sf)
1/8 mile	FAR 4.0	1,050,000	4,200,000
2/8 mile	FAR 3.0	4,850,000	14,550,000
3/8 mile	FAR 2.5	4,800,000	12,000,000
4/8 mile	FAR 2.5	1,900,000	4,750,000
5/8 mile	FAR 2.0	2,350,000	4,700,000
6/8 mile	FAR 2.0 or less	1,250,000	2,500,000
TOTAL		16,200,000	42,700,000

The Plan recommends the Transit Mixed-Use Zone (TMX) for properties within the Sector Plan area because it permits the widest range of uses and will best achieve the urban center concept. The TMX zone requires a greater percentage of public use space in the optional method than the TS-M and TS-R zones: 20 percent rather than 10 percent. The public use space requirement enables the building of the public use and open space system. When used for nonresidential development, the TMX Zone has the added public benefit of retiring building lots in the Agricultural Reserve, thereby ensuring the continuation of this important County resource. The TMX Zone requires gradations in density and building heights with distance from transit facilities building height and density decrease near single-family residential communities.

Density Transfer

The TMX Zone allows density transfers if recommended in the plan. The Sector Plan recommends that every property, regardless of size, should be able to transfer density. Density transfers may be used to increase FAR up to .5, but only along Rockville Pike. Densities may be combined from more than one site and redistributed to properties along Rockville Pike to take advantage of proximity to transit. A property from which density is transferred must have a recorded easement or restriction in the land records stating the transfer had occurred.

Calculating Density

This Sector Plan recommends density by rings that ignore property lines. This is a departure from applying a specific zone and FAR on a property by property basis. If a property lies across two density rings, its density is based on the proportion of the gross land area in each density category added together to arrive at a total, which can then be distributed anywhere on the property as approved through the development process. Density bonuses for MPDUs or to accommodate workforce housing would be considered during the development process and may increase the final FAR total.

How much FAR can be transferred is derived from the difference between the standard method and the recommended FAR for the sending property. Two calculations are done, one for the standard method and the second for the optional method. The difference between the two calculations is the amount that can be transferred. At least a .5 FAR should remain on the sending property. The transferrable FAR total is added to the FAR total for the receiving property and should not exceed the FAR recommended in the transfer band. Fulfilling the MPDU and workforce housing requirements may involve additional density.

Figure 16

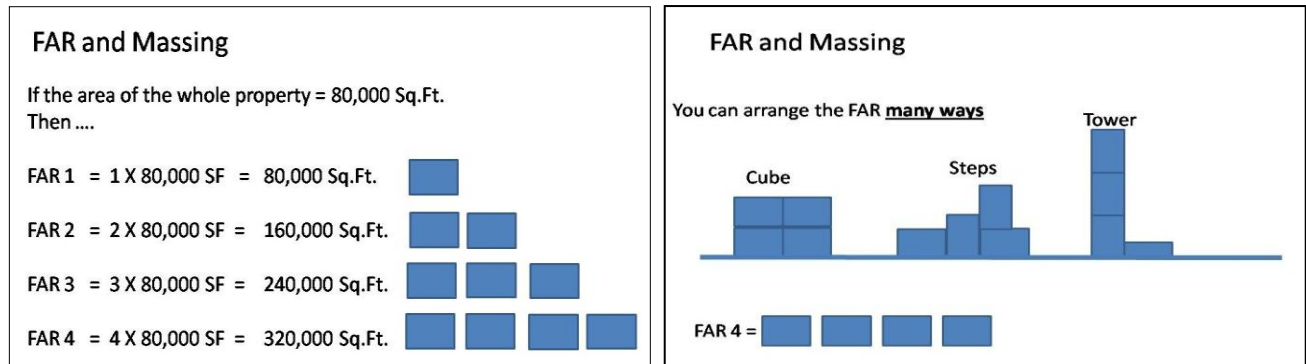


Figure 17

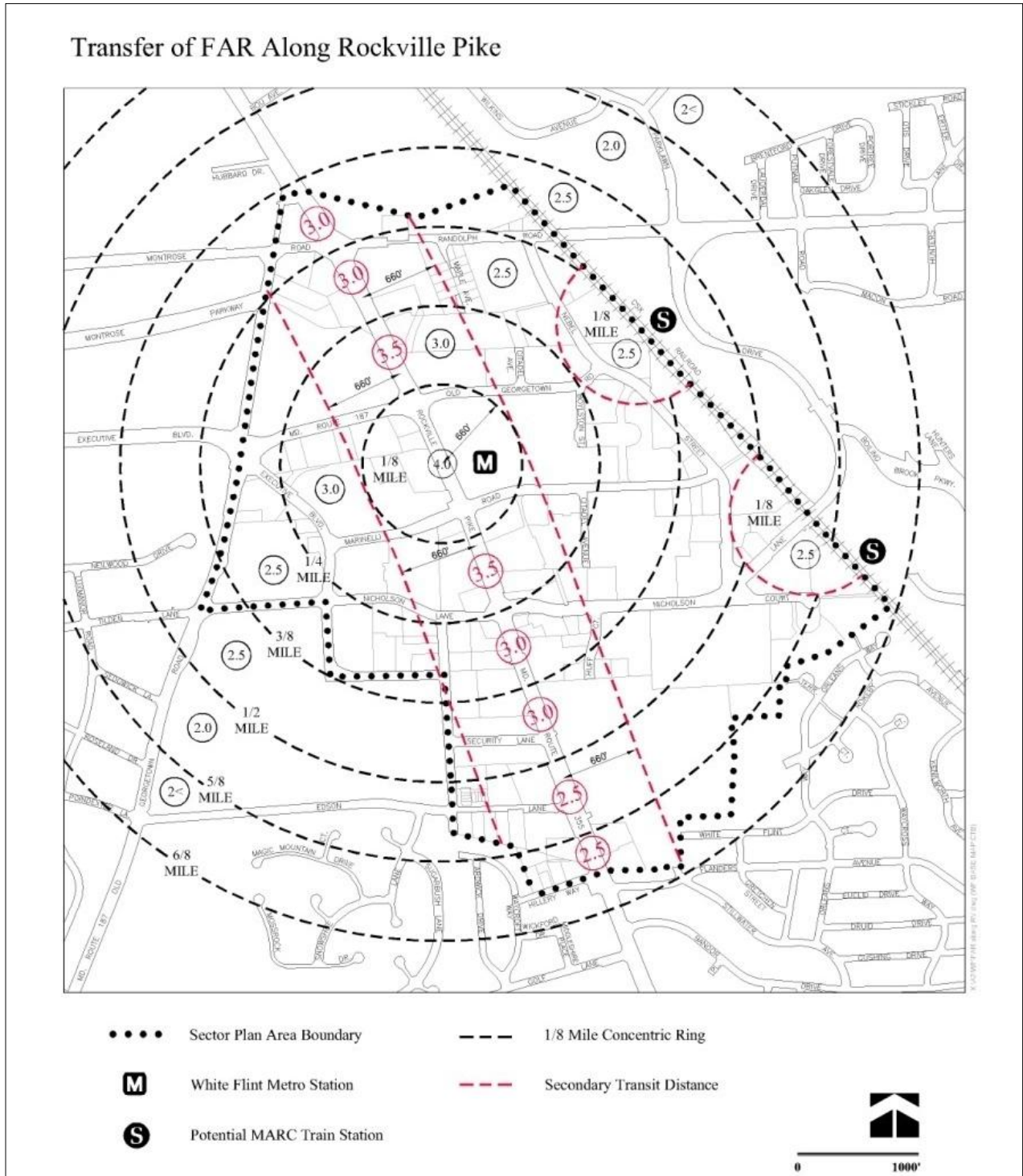
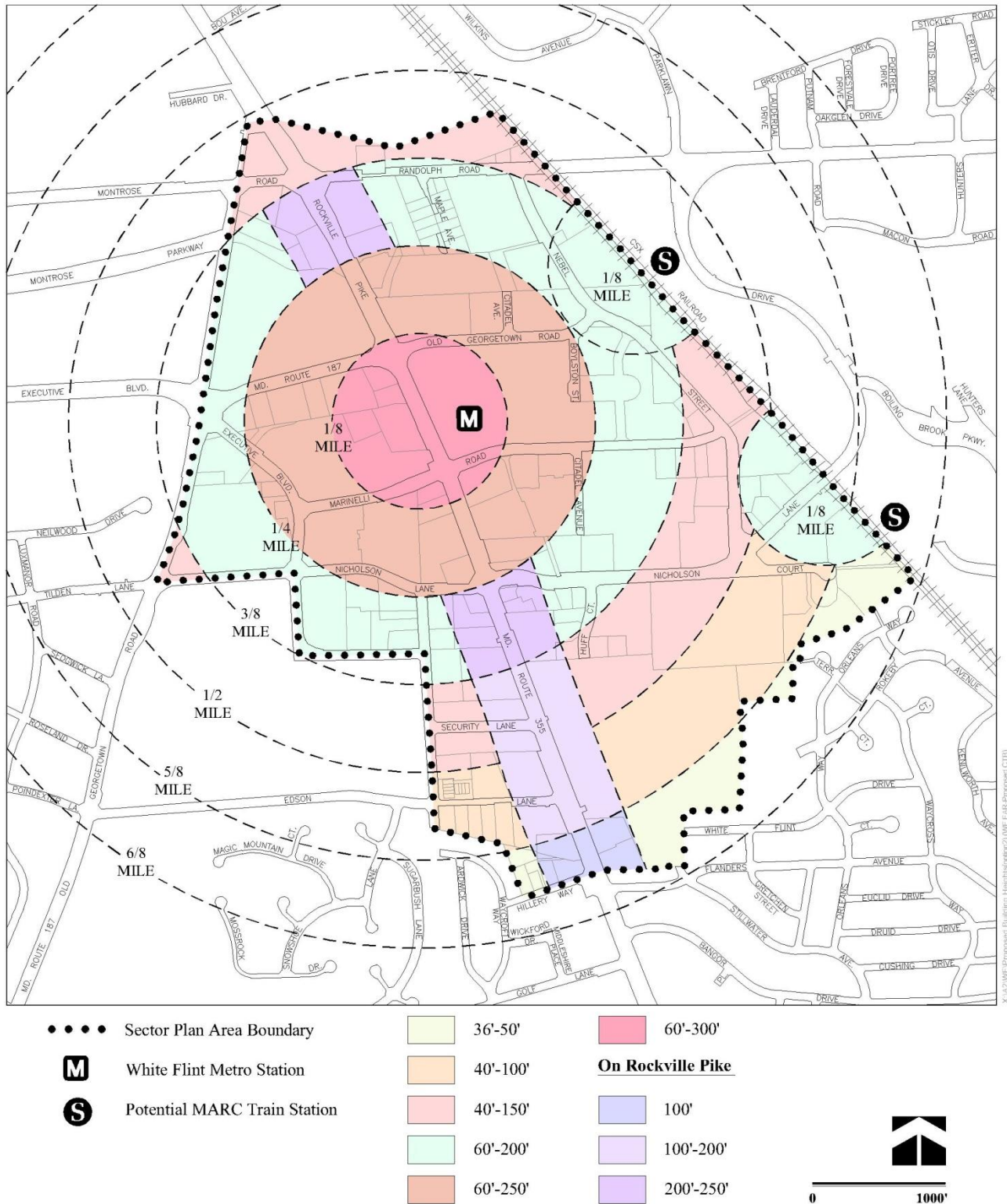


Figure 18
Proposed Building Heights



Building Heights

The standard method of development in the TMX Zone sets a maximum height of 42 feet; there is no maximum height limit for the optional method. Heights for the optional method are established though the master or sector plans. The Plan recommends a building height range to ensure the projects have height variation and are compatible with adjoining properties, especially residential communities where building heights may be less than 40 feet. Setting a building height range reinforces the urban design principle of height differentiation for the structural parts of building: the street-framing portion, podiums, structured parking, and towers. Building heights along Rockville Pike should accentuate important intersections where distinctive architecture may be desirable.

Figure 19
Existing Building Heights

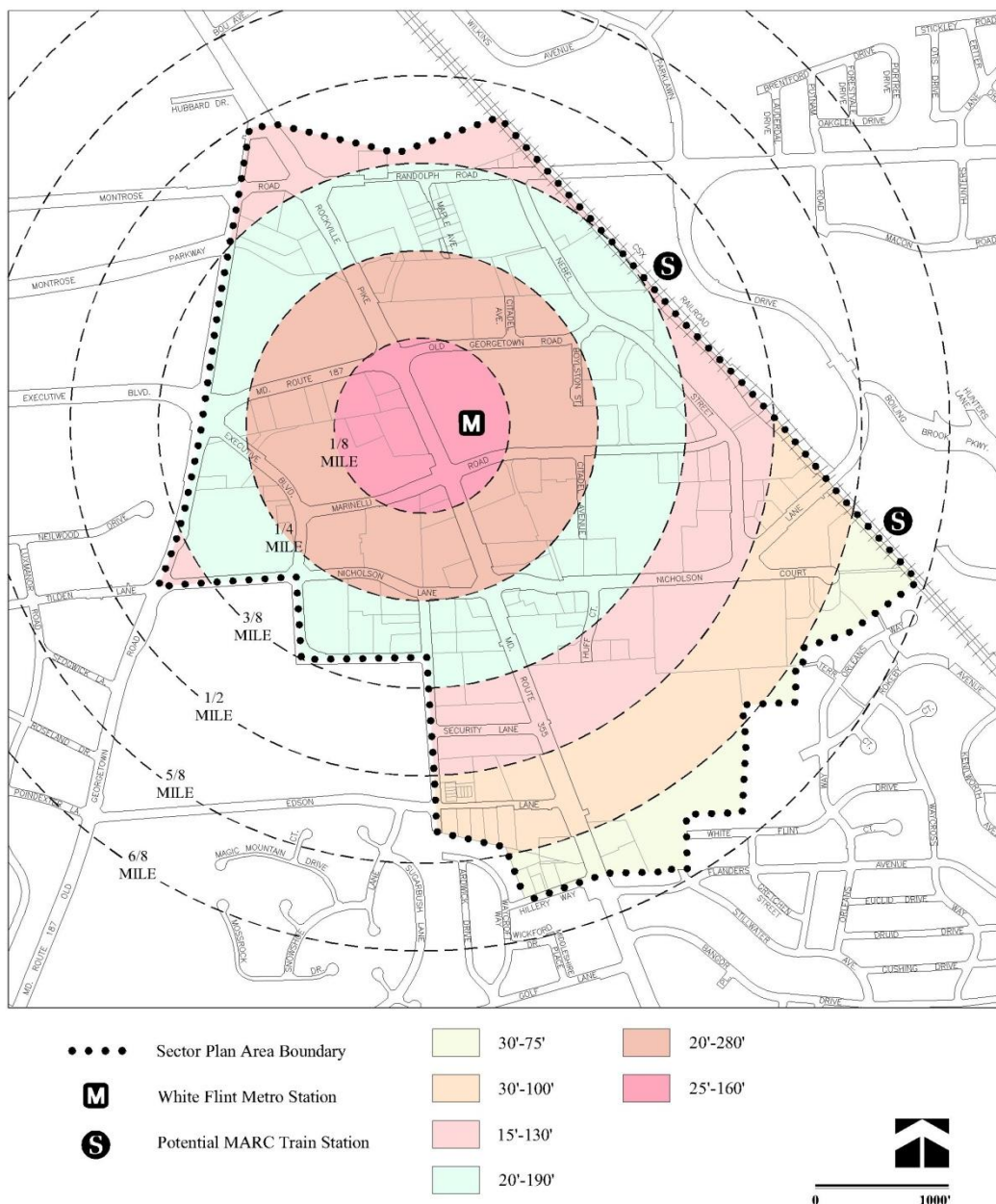


Table 3: Proposed Range of Building Heights			
Ring	Existing Heights	Proposed Height	Proposed Height along Rockville Pike
Ring 1: 1/8 mile	25-160 feet	60-300 feet	300 feet
Ring 2: 2/8 mile	20-280 feet	60-250 feet	less than 300 feet
Ring 3: 3/8 mile	25-285 feet	60-200 feet	200-285 feet
Ring 4: 4/8 mile	25-130 feet	40-150 feet	100-200 feet
Ring 5: 5/8 mile	30-100 feet	40-100 feet	100-200 feet
Ring 6: 6/8 mile	30-75 feet	36-50 feet	100 feet

Mixing the Uses

Vertical and Horizontal Mixed Uses

In compact development, vertical and horizontal mixed uses provide variety in the urban texture. This Plan recommends that proposed development should include vertical integration of uses, so that there are few single-use buildings. This is not to suggest, however, that there are no suitable places for single-use buildings.

Residential

Residential units in an urban environment may take many forms, but because space is at a premium, the units are typically multi-family apartments. In order to accommodate a variety of households, all new residential development should include different unit types and sizes, including options for the number of bedrooms per unit, and provide choices for all budgets.

New residential development should yield 9,800 new units, of which at least 12.5 percent will be MPDUS and 10 percent workforce housing. The Plan recognizes that affordable housing, in addition to the MPDUs and workforce housing required for new development in a transit station policy area, is a suitable use for publicly owned land or land recommended for public use. Where new development is proposed adjacent to publicly owned land, consideration should be given to public/private ventures to provide more than the required affordable housing through land swaps or density transfers, whichever better accomplishes this objective at locations closest to transit.

Housing for seniors and special populations is a permitted use in the TMX Zone. This Plan recommends

Table 4: Proposed Development

	Existing and Approved	Proposed	New MPDUs (12.5%)	New Workforce Housing (10%)	BLTs
Residential Units	4,479	9,800	1,225	980	
Nonresidential SF	7.29M	5.69M			70-80

that units for seniors and special populations be included in residential development, particularly in locations nearest local services and transit.

Child Daycare

One difficulty faced by families is finding good quality child daycare near work or home. Child daycare is a permitted use in the TMX Zone. Child daycare should be incorporated in new office development and residential development near the transit facilities.

Hotels

Hotels should be located close to transit, especially within the first 1/8 mile of the Metro station. Hotels at this location will support the Conference Center facilities and could be integrated with residential uses and ground floor retail.

Industrial

While this Plan endorses mixed-use development, it may not be possible for all properties. There are properties with existing low-intensity industrial uses at the edges of the Sector Plan where redevelopment is questionable or not in the foreseeable future. This Plan does not discourage the continuation of these uses.

Retail

Grocery stores, local retail and commercial services, such as hair salons, pharmacies, and dry cleaners make a neighborhood desirable. Local retail should be incorporated in the ground floor of buildings along the roads that cross the Pike such as Old Georgetown Road, Executive Boulevard, Marinelli Road, Nicholson Lane or interior north/south roads such as Woodglenn Extended and Nebel Street. Regional retail, such as White Flint Mall, is best located along Rockville Pike where there is high visibility.

Table 4 indicates the amount of proposed development proposed in the Sector Plan. The proposed development equals the amount of development allocated in the three phases of the Staging Plan and supported by the transportation analysis and network recommendations (see pages 73-75).

Recommendations by District



Figure 20 Districts

Each District:

- Has a neighborhood
- Includes a destination
- Has open space
- Has local retail for daily and weekly errands
- Has access to the recreation loop
- Is connected to the rest of White Flint

Seven districts composed of smaller blocks comprise the new mixed-use urban center in North Bethesda: Metro East and Metro West, Nebel Corridor, NRC, Mid-Pike Plaza, NoBe, and White Flint Mall. Some of these districts have new mixed-use development that resembles the sustainable urban form envisioned in the Plan. Most of the districts have the potential to unify existing and new developments into a more coherent urban fabric. Districts with more than one block may redevelop into multiple neighborhoods with unique characteristics. Two districts, Mid-Pike Plaza and White Flint Mall, offer the most potential for mixed-use development because they are large and contain few property owners.

This Plan recommends that most development build to the 60 percent residential and 40 percent nonresidential split envisioned at the end state. This mixed-use split reduces overall trip generation, will allow the creation of neighborhoods, and generate the population growth needed to support an urban center. This Plan recognizes that not all properties are desirable for residential uses and in some instances, nonresidential development may be more appropriate.

Garrett Park Estates, Crest of Wickford, Old Georgetown Village and Luxmanor are single-family and town house communities that surround the Plan area. Transitional areas to residential communities are within the southwestern and southeastern segments of the Plan area, including the Wall Local Park, White Flint Mall, White Flint Plaza, and the Nicholson Court block.

The following recommendations address use mix, open spaces, the transportation network, and urban form for the districts. A companion document, The White Flint Urban Design Guidelines, will address specific streetscape, building and massing, and other urban design guidelines for each district.

- Locate new development with buffers and pedestrian connections adjacent to existing communities to achieve a compatible transition between existing and new development.
- Contribute to improving Rockville Pike as an urban boulevard with landscape median and wide sidewalks.
- Build the planned urban street grid and reconstruct existing streets with wider sidewalks, street trees, and street furnishings.
- Provide on-street parking along new and existing streets.
- Consolidate service and loading entrances.
- Locate the tallest buildings at the Metro station and along Rockville Pike.
- Break up building mass along streets with different façade treatments and create distinctive entrances, windows, and facades.
- Develop a smaller walkable block pattern on larger properties.
- Orient buildings to the streets.
- Provide safe pedestrian crossings at all roadways.
- Incorporate sustainable design practices, such as solar orientation, native landscaping, and permeable pavement in redevelopment of properties.

METRO WEST



The public event hub for the Sector Plan area:

- Conference Center
- Wall Local Park
- Civic Green
- Main Street Promenade
- Farmers' Market

Figure 21

Wall Local Park, the Montgomery Aquatic Center, Bethesda North Conference Center and Hotel, and the Grand and Wisconsin multifamily development are located in this 54-acre district bounded by Old Georgetown Road, Nicholson Lane, and Rockville Pike. There are four different zones: Transit Station, Residential (TS-R), Planned Development (PD), Single-Family Residential (R-200) and General Commercial (C-2).

The area comprises three blocks, Conference Center, Wall Local Park, and Holladay and there is substantial public investment in the Aquatic Center, Wall Local Park, and the Conference Center. The realignment of Executive Boulevard and Old Georgetown Road will improve through traffic movements for the entire Sector Plan area. This district, especially the Conference Center block, will be the civic core of White Flint. The Plan recommends substantial residential development, additional public investment including the Civic Green, Main Street Promenade, and outdoor recreational facilities in Wall Local Park. Marinelli Road should be reconstructed to provide wider sidewalks and street trees to make walking between the Metro station and Wall Local Park a less daunting experience.

Block 1: Conference Center

The Bethesda North Conference Center and Hotel is the main feature in this block surrounded by automobile sales and other commercial uses. These properties are in the C-2 and Transit Station TS-R zones.

The new civic green, public use spaces and an east-west Main Street will create the backdrop for future private redevelopment. The intersection of Rockville Pike and Marinelli Road at the Metro station underpass should have a significant public use space.

- Rezone all properties to TMX zone.
- Secure dedication of the Civic Green through the development process, or if necessary, acquire at least one acre for that purpose.
- Develop a new walkable block network, including the interior Main Street (B-10) between Executive Boulevard and Rockville Pike.
- Provide a Class I Bikeway along Old Georgetown Road.

Block 2: Wall Local Park

This block contains the 11-acre Wall Local Park and Montgomery Aquatic Center. There are two other properties, the Gables (now used as a parking lot) and a bank. The land area remaining after the intersection realignment of Old Georgetown Road and Executive Boulevard will be reconfigured into rectangular blocks in sizes more conducive to redevelopment. Wall Local Park should be redesigned with more active outdoor facilities through developer contributions. This area should be primarily residential in character and use.

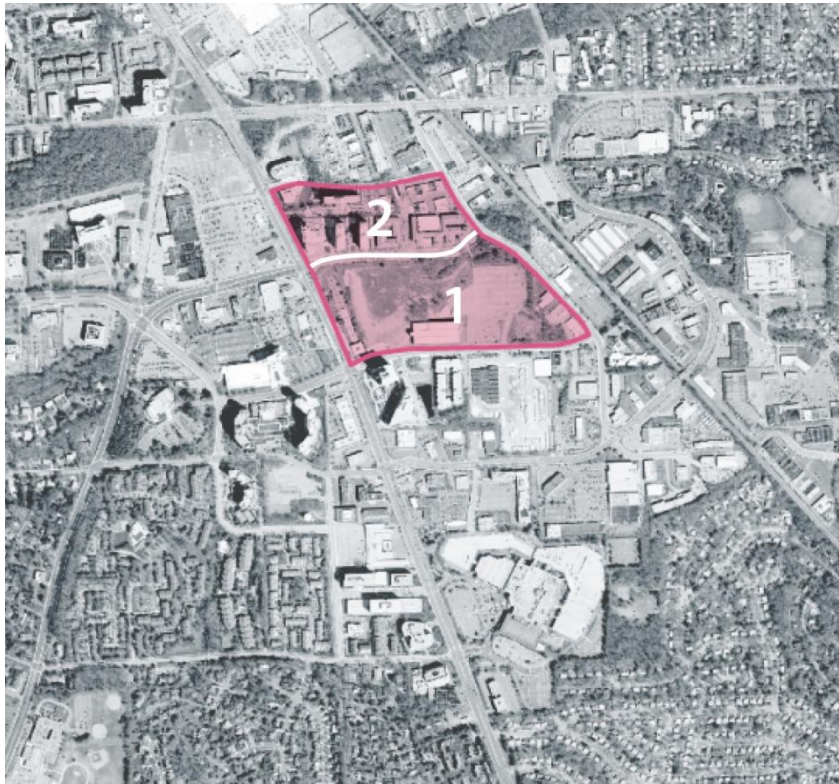
- Confirm the Planned Development (PD-9) Zone for Wall Local Park. The PD-9 Zone on this property was approved as part of a larger planned development local map amendment application. The park was dedicated to the M-NCPPC in conjunction with the subdivision approvals following the rezoning. Density associated with the land area of the park was absorbed on rest of the development, and there is no remaining density associated with the park property.
- Rezone the Gables and Reiver properties to the TMX Zone.
- Reconstruct the intersection of Old Georgetown Road, Executive Boulevard, and 'Old' Old Georgetown Road.
- Ensure that building heights and massing along Old Georgetown Road transition to the existing residential community.

Block 3: Holladay

This 15-acre block is bounded by Marinelli Road, Nicholson Lane, Executive Boulevard, and Rockville Pike. Properties are zoned TS-M, TS-R, and C-2. The Wisconsin and Grand multifamily developments reflect earlier success with high-rise residential development, while the Metro Pike/Holladay development along Rockville Pike represents the type of mixed-use envisioned in this Plan. There is already substantial residential development in this block and redevelopment should focus on employment and retail uses.

- Reconfirm the Grand, Wisconsin, and Fallswood properties in the TS-R Zone.
- Rezone Metro Pike/Holladay and Anthropologie properties to the TMX Zone.
- Dedicate the Woodglen Drive extension between Nicholson Lane and Marinelli Road.
- Extend the Bethesda Trolley Trail to Marinelli Road.
- Develop a smaller walkable block pattern on larger properties.
- Orient buildings to the streets.
- Provide safe pedestrian crossings at all roadways
- Incorporate sustainable design practices, such as solar orientation, native landscaping, and permeable pavement in redevelopment of properties.

METRO EAST



Retail and entertainment destination

- A Metro station
- A landmark bridge over the Metro tracks
- Two urban green spaces
- A grocery store

Figure 22

Metro East contains properties located at the Metro station, including the 32-acre North Bethesda Town Center project on the Washington Metropolitan Area Transit Authority (WMATA) property. The Forum, the oldest residential highrise, and the recently built Sterling, Gallery, and White Flint Station contain residential and mixed-use high-rise development along Old Georgetown Road, between Rockville Pike and Nebel Street. There is little redevelopment potential in this district. However, the TMX Zone allows more density than has already been approved and can facilitate site plan amendments to enhance existing development.

Block 1: North Bethesda Town Center

The 32-acre North Bethesda Town Center development is a planned mixed-use development with high-rise multifamily residential, child daycare, and office and retail development on the WMATA site. The Town Center, because of its location at the Metro station, should take advantage of the higher FAR allowed in the TMX Zone and provide additional residential and office development. There are four other properties along Nebel Street that could redevelop into mixed uses.

- Rezone the North Bethesda Town Center to the TMX Zone. This allows air rights development over the Metro tunnel and more intense development on the undeveloped blocks. Rezone the I-1 property used for stormwater management to the TMX Zone; this property could redevelop or transfer its density.
- Rezone the 0.17-acre Montouri property at Old Georgetown Road and Nebel Street to the TMX Zone. This property may be suitable for transferring density.

- Rezone the three properties at 11800 Nebel Street, 11720 Nebel Street, and 5301 Marinelli Road at the northwestern intersection of Nebel Street and Marinelli Road to the TMX Zone.
- Locate an express library in the North Bethesda Town Center development.

Block 2: Sterling

The Sterling block contains high-rise and low-rise residential development. There is little redevelopment potential on this block.

- Confirm the TS-M Zone for the Sterling, Gallery, and White Flint Station developments.
- Confirm the Montrose Metro Office building in the Office Building Moderate (OM) Zone.
- Confirm the Forum multifamily residential development in the High Rise Multifamily (RH) Zone.
- Rezone the properties at 12100 and 12200 Nebel Street to the TMX Zone.
- Extend Citadel Avenue from Old Georgetown Road to Randolph Road.

MAPLE AVENUE



Low-scale commercial industrial use area

Figure 23

The 24-acre Maple Avenue District contains low scale industrial and commercial uses, including automobile repair, the historic Montrose School, the Montrose Shopping Center, and excess right-of-way for the Montrose Parkway. Existing zones in this district are Low-Intensity, Industrial (I-4), General Commercial (C-2), Office Building, Moderate (OM), and Single-Family Residential (R-90). Many of the properties are small and redevelopment is unlikely in the near term.

The Montrose Parkway interchange affects the desirability for residential uses for properties along Rockville Pike and Randolph Road. The extension of Maple/Citadel Avenue to Old Georgetown Road will provide new access to the Metro station. It is anticipated that some light industrial and commercial properties may redevelop with mixed-uses.

- Provide a new public street connection between Maple Avenue extended and Randolph Road.
- Rezone the State of Maryland owned properties to the TMX Zone. Any property remaining from the Montrose Parkway should be considered for public uses, including affordable housing.
- Retain OM Zone on 11921 Rockville Pike since redevelopment is unlikely.
- Rezone Maple Avenue properties and the 6.76-acre Montrose Shopping Center at the southwestern intersection of Randolph Road and Nebel Street to the TMX Zone. The shopping center has the most potential for residential uses.

NEBEL



Figure 24

- Public facilities and uses
- Low-scale industrial use area

Washington Gas and the Montgomery County Pre-Release Center are two public uses within this 23-acre district adjacent to the CSX tracks zoned Low-Intensity, Light Industrial (I-4) and General Commercial (C-2). A potential MARC station in this district will enhance transit options. Some properties in this district, including the Randolph Shopping Center, have potential to redevelop.

- Rezone the Montouri property, Nebel Center and Randolph Shopping Center, and commercial properties at northeastern intersection of Nebel Street and Nicholson Lane to the TMX zone.
- Confirm the I-4 Zone for the Washington Gas and Montgomery County Pre-Release Center properties.
- Extend Old Georgetown Road to the CSX rail line, if a MARC station is chosen for this location.
- Orient new buildings toward Nebel Street.

NRC



- Federal facility
- WMATA bus facility

Figure 25

The NRC District, approximately 38.5 acres, is bounded by Rockville Pike, Nicholson Lane, Nebel Street, and Marinelli Road. The headquarters of the Nuclear Regulatory Commission (NRC); Strathmore Court, a Housing Opportunities Commission (HOC) multifamily residential development; and a WMATA bus facility are located within the district. Properties are zoned Transit Station, Mixed (TS-M), Light Industrial (I-1), and General Commercial (C-2). The WMATA site has the greatest potential for future redevelopment and could add a substantial amount of residential uses should the bus facility no longer be needed. If the bus facility remains, the property may be appropriate to transfer density to properties along Rockville Pike.

- Confirm the NRC properties in the TS-M Zone.
- Confirm Strathmore Court in the TS-M Zone.
- Rezone the WMATA bus facility, properties along southern segment of Marinelli Road, properties at the northeastern intersection of Rockville Pike and Nicholson Lane, and properties along the western portion of Nebel Street between Nicholson Lane and Marinelli Road to the TMX Zone.
- Extend the Rockville Pike promenade from the NRC to Nicholson Lane.
- Extend Citadel Avenue to Nicholson Lane.
- If the WMATA bus facility redevelops, the street network should be extended across the property to provide inter-block connections north and south.

MID-PIKE PLAZA

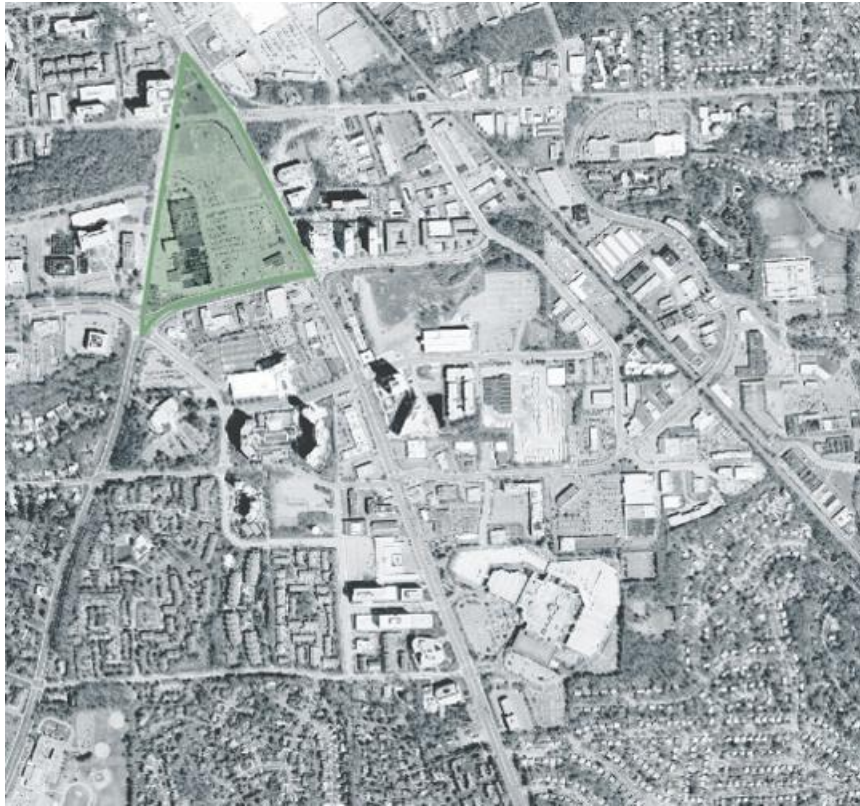


Figure 26

- A major shopping and entertainment destination
- The Northern gateway of the regional marketplace

Mid-Pike Plaza is a 20-acre C-2 zoned strip shopping center with surface parking and one-story buildings. The State of Maryland owns approximately 9.5 acres immediately north of the shopping center, much of which will be used for Montrose Parkway. Redevelopment of the property should retain its regional marketplace function and include residential and civic uses. Building heights should frame Rockville Pike and Old Georgetown Road. An urban square or neighborhood green and a civic or cultural attraction, such as a community playhouse or theater in conjunction with an express/electronic library, will provide reasons to gather and encourage evening activity.

- Rezone all properties to the TMX Zone.
- After the Montrose Parkway interchange is constructed, any remaining State-owned property north of the road should be considered for local public uses, including a relocated fire and emergency services and police sub-station. Land located south of the road may be suitable for affordable housing. A public/private partnership may achieve economies of scale for affordable housing and the civic uses.
- Provide a one-acre urban square or neighborhood green.
- Provide an express library with community meeting room space.

WHITE FLINT MALL



A place for new
residential
neighborhoods

Figure 27

The White Flint Mall, at 88 acres, is the Plan area's largest district. It contains office, commercial, and industrial uses, including the White Flint Mall and White Flint Plaza. The White Flint Neighborhood Park and the Garrett Park Estates community are on the southern boundary and the CSX tracks form the eastern boundary. Rockville Pike is the western boundary and Nicholson Lane, the northern boundary. Properties in this district are zoned Low Intensity, Light Industrial (I-4); Commercial Transition (CT); General Commercial (C-2); and Single-Family Residential (R-90). There are no residential units.

The district is divided into the Nicholson Court, Eisinger and Fitzgerald, White Flint Plaza, and White Flint Mall blocks and can be further divided into walkable blocks by extending the existing road network and adding lateral connections. Redevelopment can provide a considerable number of new residential units organized into discrete neighborhoods. Some blocks may redevelop more than the targeted 60 percent residential use. Possible public uses in this district include the MARC station at Nicholson Court and a new elementary school located in the interior. There should be a substantial amount of public use space generated by new development. It is important for the public use spaces to be well distributed and connected among the blocks.

- Locate an elementary school within this district, preferably in the interior. The White Flint Mall and White Flint Plaza are two adjacent properties that through assemblage may be able to dedicate the necessary acreage.
- Public use spaces in each neighborhood should be connected throughout the district.

Block 1: Eisinger/Fitzgerald

This C-2 zoned block contains commercial properties located at the northwestern and northeastern corners of the intersection of Huff Court and Nicholson Lane. The Fitzgerald block has frontage along Rockville Pike while the Eisinger block is located at the northeastern intersection of Nicholson Lane and Huff Court. Uses include an automobile sales center, office buildings, and a commercial shopping center. New mixed-use development is anticipated for both blocks. The Eisinger block is anticipated to develop with more residential than nonresidential development.

- Rezone the entire block to the TMX Zone.

Block 2: White Flint Plaza

East of the Eisinger block is White Flint Plaza, a commercial shopping center zoned C-2. The shopping center has surface parking and several single story buildings. There are some long-term leases in this shopping center that may affect the timing of redevelopment.

A new neighborhood green is proposed when the shopping center is redeveloped. This block will contribute a portion of its property to an elementary school site, if a school is located within the Plan area.

- Rezone the entire block to the TMX Zone.

Block 3: Nicholson Court

Light industrial and commercial uses, including a Ride On bus parking facility and warehouses, are the primary uses in this block. Redevelopment in this district is likely to take place in the long-term. This block could redevelop as a residential enclave with local services. The block is a candidate for the MARC station and there may be some interest in a combination of Ride On bus storage and MARC parking facilities. Nicholson Lane, the northern boundary, crosses the CSX tracks and will provide excellent east-west access to the MARC station. Any new development must provide transitions in height and density to the adjacent single-family residential community.

- Rezone to the entire block to the TMX Zone.
- New development to transition to the adjoining residential neighborhood.

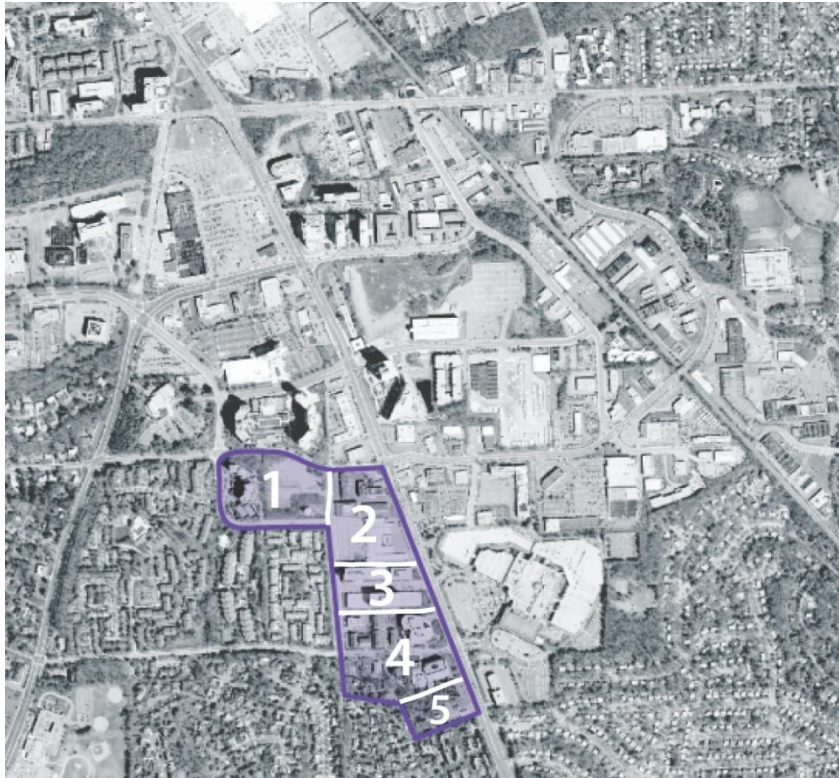
Block 4: White Flint Mall

The White Flint Mall is the Plan area's largest property and has been home to premier department stores for 40 years. Two of the stores, Bloomingdale's and Lord and Taylor, own their respective buildings, which has implications for redevelopment. The property is zoned General Commercial (C-2) and Commercial Transition (CT). There are two medical office buildings zoned Commercial Office (C-O) along Rockville Pike and south of the mall. White Flint Neighborhood Park is to the immediate east and Garrett Park Estates is to the immediate south.

New vertical residential and nonresidential uses will transform this property. New public amenities and facilities, public uses, neighborhood greens, and an expanded road network will create walkable blocks. Using the WMATA tunnel as a pedestrian promenade will enhance this block and improve pedestrian access. This property could accommodate an elementary school. Development along Rockville Pike may be denser and the buildings taller than the eastern segment of the property.

- Rezone to entire block to the TMX Zone.

- Building heights should not exceed 50 feet at the rear to be compatible with the adjoining Garrett Park Estates. Any redevelopment of the medical office buildings should be compatible with the homes along Flanders Street.
- Landscape buffers may be necessary along the eastern and southern boundaries to transition to the existing single-family detached homes. The school location may also be considered for compatibility.
- Extend Executive Boulevard through White Flint Mall to White Flint Plaza with lateral extensions to Nicholson Lane.

NOBE

New multifamily
mixed uses

Figure 28

The NoBe (North BEthesda) District offers a blend of multifamily and townhouse residential development, offices along Edson and Security Lanes, commercial uses along Rockville Pike, a religious institution, and the North Bethesda Market development. The Bethesda Trolley Trail will draw pedestrians and bicyclists along Woodglen Drive and new residential uses will transition between the existing residential communities and the commercial uses along Rockville Pike.

Land use recommendations for this district revolve around providing new mixed uses and urban open spaces, maintaining residential and office uses, and providing a buffer for existing residential communities. The Security Lane, North Bethesda Market, Water Tower, Edson Lane, and Hillery Way blocks are located in this district. Security and Edson Lanes are attractive streets and well landscaped with a full tree canopy along the sidewalk.

Block 1: Water Tower

The 10-acre Water Tower block is bordered by Executive Boulevard, Woodglen Drive, and Nicholson Lane and has little redevelopment potential. This block should be primarily residential. The 18-story Fallswood multifamily residential building and the WSSC water storage facility will remain. The Luttrell property has redevelopment potential and should provide a local street network between Executive Boulevard and Nicholson Lane.

- Rezone WSSC property to the TMX zone. If the WSSC water facility use ends, this property should be acquired for parkland.
- Confirm the TSR Zone for the Fallswood residential development.

- Rezone the Luttrell property to the TMX Zone.
- Locate a ½-acre neighborhood green on the Luttrell property.
- Building heights along Executive Boulevard should be compatible with the residential community to the immediate south.

Block 2: North Bethesda Market

This block, approximately 10 acres, contains a signature mixed-use building at the intersection of Executive Boulevard and Rockville Pike. Existing zones are Transit Station, Mixed (TS-M) and General Commercial (C-2). Particularly combined with adjacent properties, this site is a significant redevelopment opportunity and could include a hotel, retail, residential, and offices. Development in this block should activate adjacent roadways, including Rockville Pike, Nicholson Lane, Woodglen Drive, and Executive Boulevard.

- Rezone the North Bethesda Market property and properties at the northeastern corner of Woodglen Drive and Nicholson Lane to the TMX Zone.
- Properties north of Executive Boulevard extended may be more suitable for nonresidential, mixed-use development.
- Widen the west sidewalk to accommodate the extension of the Bethesda Trolley Trail.

Block 3: Security Lane

Two office buildings with associated parking garages are the primary uses along Security Lane between Rockville Pike and Woodglen Drive. Security Lane is a business street with on-street parking.

- Retain the Rockwall and Cascade office buildings in the C-O Zone.

Block 4: Edson Lane

Office buildings, residential townhouses, a religious institution, and commercial properties comprise the Edson Lane block. This block is surrounded by the Crest of Wickford and Old Georgetown Village residential communities south and east, respectively. Commercial properties are west of Rockville Pike. Edson Lane connects Woodglen Drive to Rockville Pike. The entrance to the Bethesda Trolley Trail is located at Edson Lane and Woodglen Drive.

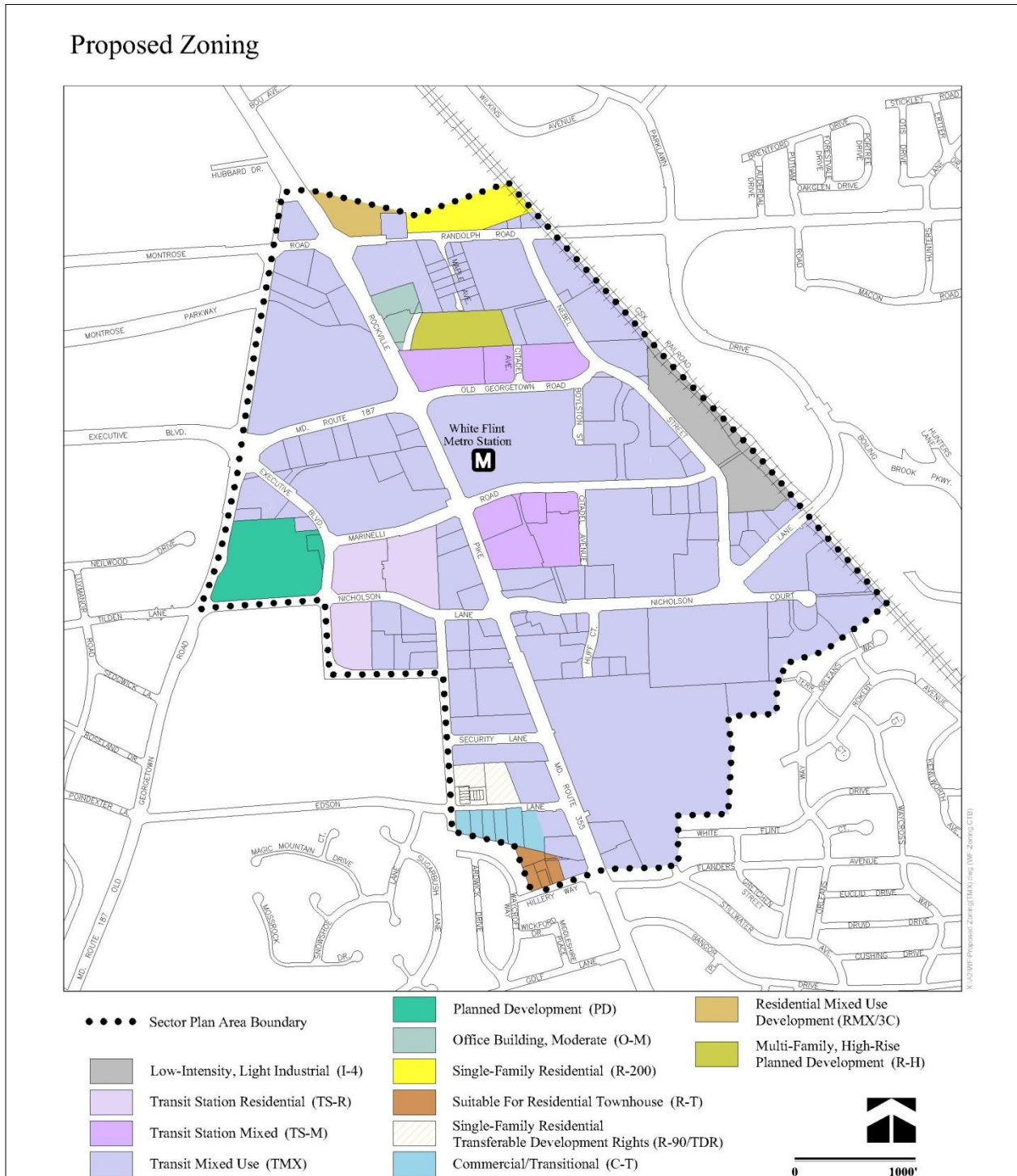
- Rezone the office buildings at 11140 Rockville Pike, 11200 Rockville Pike, and 11130 Rockville Pike to the TMX Zone.
- Confirm the C-T Zone for properties between 5420 and 5510 Edson Lane.
- Confirm the R-90/TDR Zone for the Edson Park townhouses and Agen David Synagogue.
- New development should ameliorate impacts to residential neighborhoods and be located in structures of compatible density and height.

Block 5: Hillery Way

This block is under single ownership and transitions to residential communities to the immediate south and west. Hillery Way provides the only access to the residentially-zoned areas. The 1992 Master Plan recommended retaining the R-90 Zone. Townhouse development will make a transition to the existing community.

- Confirm the R-90 Zone for the properties under single-ownership. These properties are suitable for the Residential Townhouse (RT-12.5) as transitional development to existing residential community.
- Rezone the property at the northwestern intersection of Rockville Pike and Hillery Way to the TMX Zone.

Figure 29



Sustainability

The White Flint Sector Plan area is located within the “urban ring” described in the 1993 *General Plan Refinement of the Goals and Objectives for Montgomery County*. It also falls within a Priority Funding Area designated by the state to encourage growth. The area is highly urbanized and all except a marginal amount of acreage has been developed, much of it before stormwater management was required.

The Sector Plan area spans a cluster of five headwater stream sub watersheds in the Lower Rock Creek basin and the Cabin John watershed. Most of the development occurred at a time before stormwater management regulations were in place, so the sub watersheds are degraded. Most of the streams were in fair condition in 1998. As development occurred, the smaller headwater streams were placed in pipes underground and covered, and now all the streams, except those in a small portion of the southernmost tip of the Sector Plan area, are in poor condition. There are almost no natural resources remaining in the Sector Plan area and there are no environmentally sensitive areas (stream buffers, wetlands, floodplains or steep slopes) remaining to protect. Current tree canopy is approximately 10.5 percent and imperviousness is about 72 percent. Land areas that are not built or paved are either in grass, gravel or cleared earth.

Figure 30
White Flint Stream Conditions

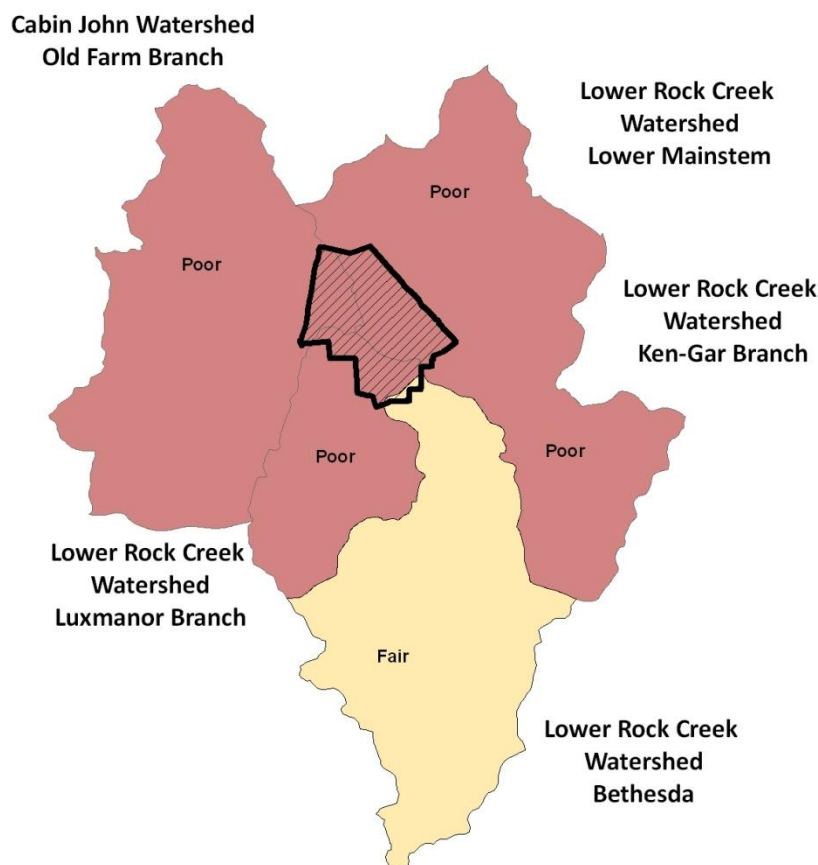
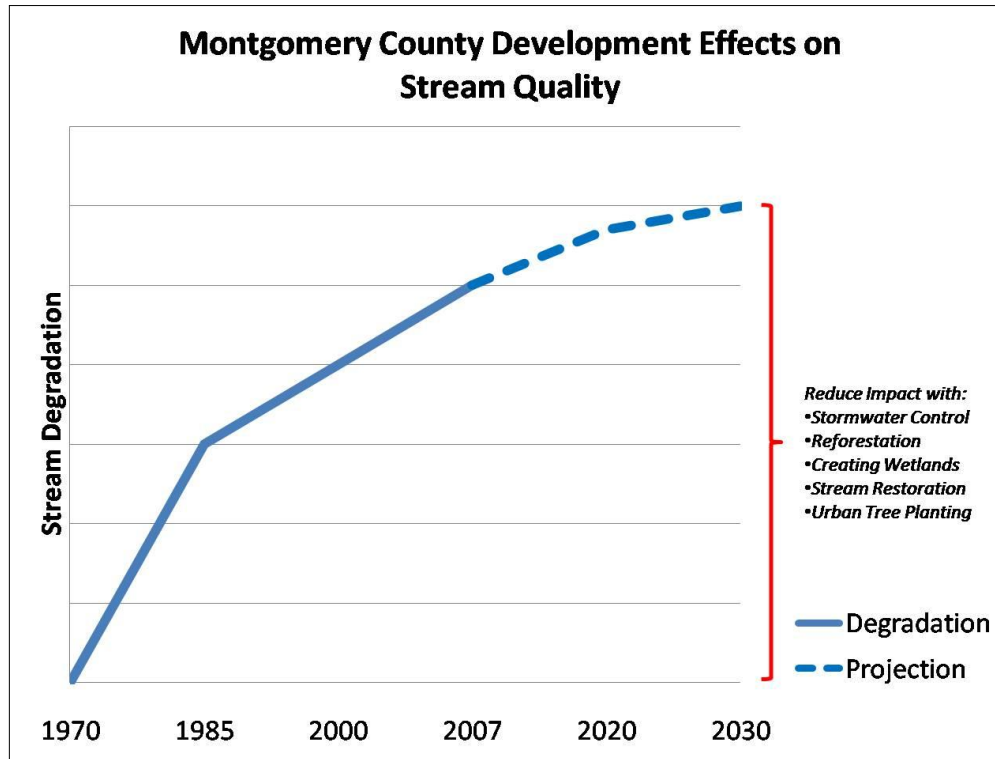
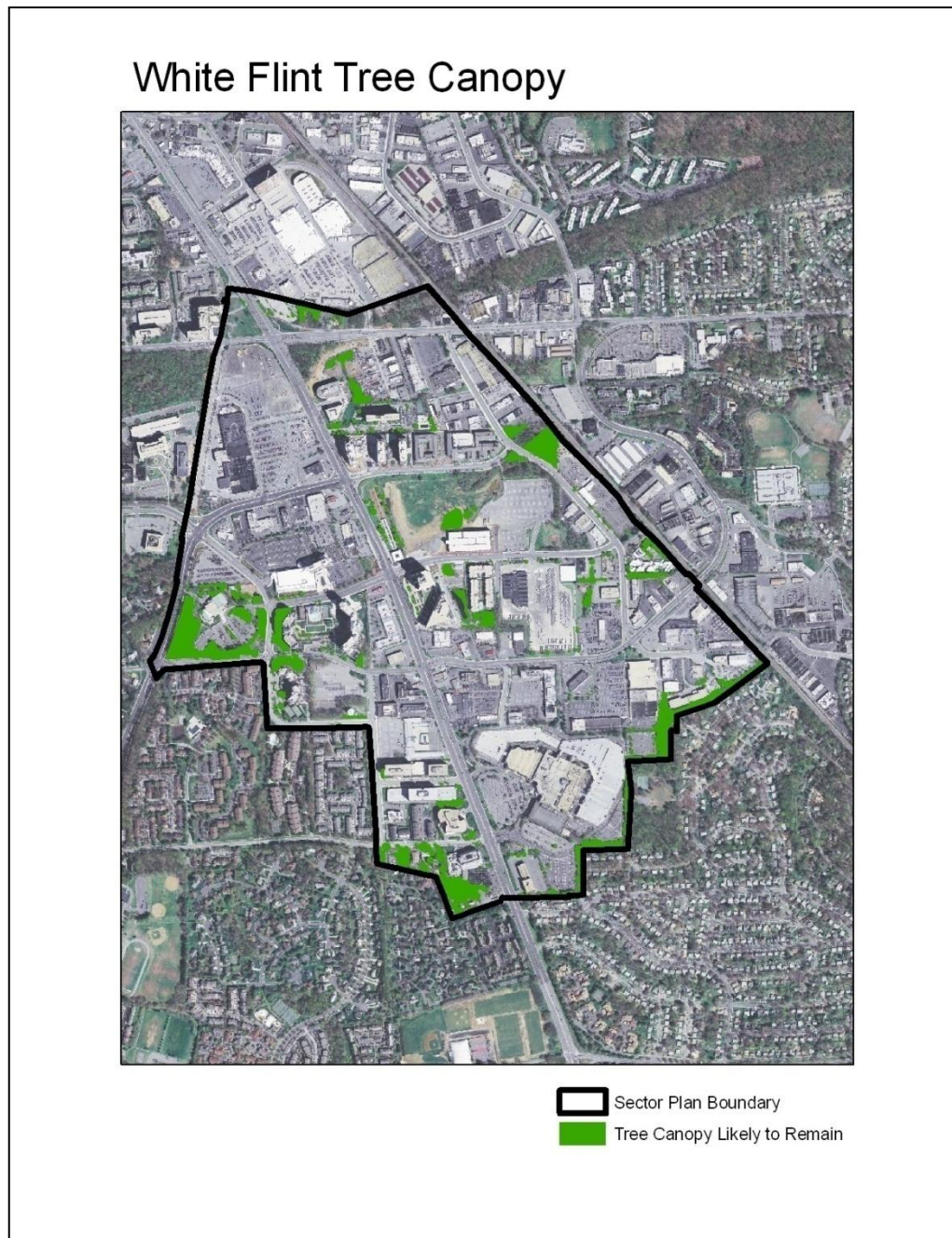


Figure 31



The recommendations in the Sector Plan are aimed at maintaining the same amount of pervious land cover, increasing tree canopy and incorporating stormwater management into all new and redeveloped properties. This will decrease the amount and increase the quality of runoff from the Sector Plan area, but it cannot completely offset the impacts of the existing and proposed development. Stream degradation will continue, but at a decreasing rate. In order to make positive progress and improve stream quality, corrective measures such as stream restoration, improved control of stormwater from existing development, and forest planting along streams will be needed.

Figure 32



Recommendations

Urban development served by transit has the capacity to conserve energy and reduce greenhouse gas emissions because it is not dependent on the automobile.

The first goal to achieve sustainability is minimizing gas emissions. The County's overall goal is to reduce the 2005 measured carbon emission levels by 80 percent by 2050. This can be done by avoiding and sequestering carbon emissions through reducing dependency on fossil fuel-based transportation systems, and efficient energy practices. Carbon dioxide, the gas most responsible for global warming, can be reduced in the most significant amounts by decreasing the number of automobile trips, designing "green" or "high performance" buildings, and increasing the use of renewable energy sources.

- Design new buildings to reduce carbon emissions through energy efficiency, on-site sources of renewable energy and recycling of waste materials from construction and demolition to the fullest extent possible as part of compliance with County law to achieve Leadership in Energy and Environmental Design (LEED) certification level or equivalent.
- Supply 20 percent of energy needs with on-site generation using renewable resources such as geothermal heating and cooling or wind powered electricity.
- Provide a safe, attractive and continuous network of sidewalks and bikeways throughout the White Flint Sector Plan area.
- Sequester carbon by increasing tree canopy coverage.

The second goal is "no net loss" of pervious land surface, which is currently at 23 percent of the Sector Plan area. New development should provide space for stormwater infiltration of stormwater and trees. Much of the existing pervious land is in Wall Local Park, the North Bethesda Town Center property and developed residential and federally owned properties. Although future development will be compact, imperviousness should be reduced to the minimum necessary. This can be done by establishing a minimum pervious area in conjunction with other requirements: public use space, stormwater management treatment, or streetscapes.

- Require 20 percent pervious area for all newly developing properties.
- Create a system of pervious open spaces for environmentally sensitive stormwater infiltration.
- Increase overall tree canopy to 30 percent.
- Add pervious areas along Rockville Pike and along the new Main Street to reduce the impact of stormwater.
- Use environmentally sensitive design stormwater management techniques such as green roofs, bio-infiltration, innovative stormwater features, underground stormwater management, green streets, cisterns and pervious paving.

The third goal is to establish community character with native vegetation. Vegetation is a highly visible factor in any urban or suburban landscape and can be a defining element in the cityscape. Native trees, shrubs, and perennials are effective expressions of the uniqueness of the ecosystem and can bring substantial visual quality of place.

- Create sustainable landscape guidelines for biodiversity, native plant materials, water conservation and appropriate soil regimes to establish a unique character for the Plan area.

Mobility

The Plan recommends a transit-focused, multi-modal mobility system that supports the proposed urban center and local neighborhoods. Street enhancements are necessary to fully utilize the transit service. An improved street grid would allow better traffic flow. Improved pedestrian and bicyclist access to transit would provide incentives to reduce automobile use.

Two principles underpin the mobility recommendations:

- An enhanced grid street network can diffuse congestion. The Plan recommends a grid street network that includes business district streets and a finer grained system of local connections, including private streets, for more direct vehicular and pedestrian circulation. This robust network relieves pressure on Rockville Pike and Old Georgetown Road, the two major highways that have the most congestion in the Plan area, and alternatives within the Plan area.
- Walkable streets with access to transit reduce reliance on the automobile.

The Plan incorporates the following regarding future trip generation:

- Development in Metro Station Policy Areas has a lower vehicle trip generation rate than development elsewhere in Montgomery County because of the availability of high-quality transit.
- Future commercial development in White Flint can be expected to have a lower vehicle trip generation rate because of the County's commitment to transportation demand management strategies including policies and programs designed to affect commuter behavior such as: parking management, connected sidewalk and bikeway facilities, improved access to Metro and MARC, and expanded circulator bus services and efficient parking management.
- Residential development can generally be expected to have a lower vehicle trip generation rate than commercial development.

Based on these assumptions, Local Area Transportation Review (LATR) standards can likely be met with a proposed expansion of the Metro Station Policy Area boundary to encompass the full Plan area. The Policy Area Mobility Review (PAMR) analysis indicates that there will be higher levels of congestion than allowed in the current Growth Policy and, therefore, the Sector Plan should be designated a Metro Station Policy Area and able to support higher area-wide congestion levels.

Recommendations

Transit

- Construct a northern entrance to the Metro station in the southeast quadrant of Rockville Pike and Old Georgetown Road.
- Construct a MARC station. This MARC station replaces the Bou Avenue location recommended in the 1992 North Bethesda/Garrett Park Master Plan. The relocation is appropriate since White Flint will be the most intensely developed activity center along the Brunswick line. There are two possible locations: the Old Georgetown Road site because it maximizes the potential development within walking distance to the MARC station and the Nicholson Court site, because the road network will not need to be expanded to provide access.

- Provide bus transit transfer facilities at the Metro and MARC stations. A total of eight bus bays should be provided at the Metro station and two bus bays at the MARC station.
- Support the development and maintenance of shuttle bus services serving both the Sector Plan area and immediately adjacent commercial properties.
- Develop circulator bus routes to provide local service, particularly on the east and west cross streets.

Street Network

- Augment the master planned street network. Master planned streets should adhere to the design standards of the County Road Code.
- Implement non-master planned street and alley connections in conformance with the Montgomery County Zoning Ordinance and White Flint Design Guidelines. These streets may be public or private, and provide flexibility for operational functions including property access, loading, and parking.
- Target speeds for the Sector Plan roadways are 25 miles per hour except for Montrose Parkway, which has a targeted speed of 35 miles per hour.

Rockville Pike and Promenade

Approving a comprehensive solution and design treatment for Rockville Pike requires coordination between SHA, Montgomery County Department of Transportation (MCDOT), and the utility companies. It is important that this project be initiated soon after the adoption of this Plan. Private development should not be stopped because of the lengthy time required for such large public sector projects take. Property owners with frontage along the west side who are interested in pursuing development will be required to set aside the 150-foot wide right-of-way as soon as they enter the development process, which may be well before the public agencies complete the Rockville Pike project design. Developers will be required to participate in the reconstruction at some point. Such participation would be better done after a cross section is chosen; otherwise there will be an unnecessary waste of private and public funds. Development must accommodate the width of the right-of-way and may be required to underground utilities before the final design is selected and the project fully funded.

- Increase the Rockville Pike right-of-way, north of Nicholson Lane, to 150 feet.
- Reconstruct Rockville Pike to provide a consistent design treatment including a wide landscaped median, three through travel lanes in each direction, and a separate curb lane that can provide multiple functions. During peak periods, the curb lane should serve as a through lane for transit vehicles only and a right turn lane for other vehicles. During off-peak periods the curb lane can accommodate parallel parking.
- The Planning Board, County Executive, and County Council should initiate a Capital Improvements Project (CIP) in conjunction with the State Consolidated Transportation Program once this Plan is adopted. The reconstruction project should be funded through a combined county/state/private joint venture.
- Extend the Promenade streetscape south of the NRC property to the edges of the Sector Plan area on top of the Metro tunnel easement.

Main Street and Promenade

- The Planning Board, County Executive and County Council should initiate a CIP project as a public/private partnership with the property owners within in the Conference Center Block to select a road alignment and cross section for Main Street. When development occurs, each property can provide the needed right-of-way, locate driveways and loading areas, set back buildings correctly and provide their share of the streetscape. Main Street should include ample space for pedestrian and bicycle use and be wide enough to support a mature tree canopy.

Figure 33

Existing and Proposed Street Classification

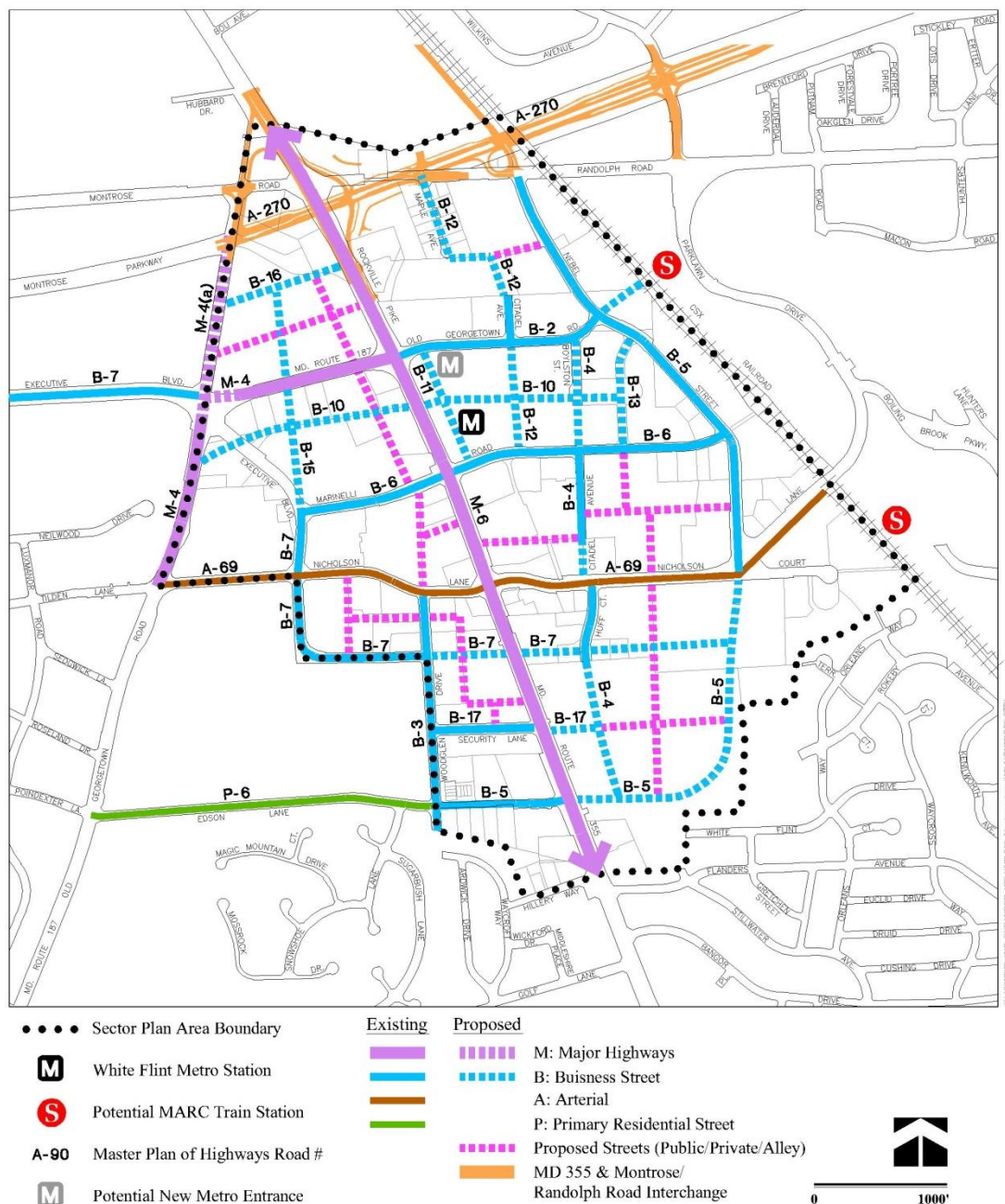


Table 5: Road Facility and Segment					
Street	From	To	Road #	ROW (ft)	Lanes*
MAJOR HIGHWAYS					
Old Georgetown Road (MD 187)	Tilden Lane/Nicholson Lane	Executive Boulevard (west)	M-4	150	6, divided
	Executive Boulevard (west) / "Old" Old Georgetown Road	Rockville Pike (MD 355)	M-4	120	4, divided
"Old" Old Georgetown Road	Executive Boulevard (west)/Old Georgetown Road	Montrose Parkway	M-4a	120	4, divided
Rockville Pike (MD 355)	Flanders Avenue	Hubbard Drive	M-6	150	6, divided
ARTERIAL ROADS					
Montrose Parkway	"Old" Old Georgetown Road/Plan Area Boundary	CSX tracks/Plan Area Boundary	A-270	300	4, divided
Nicholson Lane	Old Georgetown Road (MD 187)	CSX tracks/Plan Area Boundary	A-69	90	4
BUSINESS ROADS					
Chapman Avenue (Citadel Avenue/Maple Avenue)	Marinelli Road	Old Georgetown Road	B-12**	70	2
	Old Georgetown Road	Montrose Parkway/Plan Area Boundary	B-12**	70	2
Citadel Avenue***	Nicholson Lane	Old Georgetown Road	B-4	70	2
Edson Lane	Woodglen Drive	Rockville Pike (MD 355)	B-5	70	2
Executive Boulevard	Marinelli Road	Nicholson Lane	B-7	90	4
	Nicholson Lane	Nebel Street Extended (B-5)	B-7	70	2
Huff Court***	Nebel Street Extended (B-5)	Nicholson Lane	B-4	70	2
Main Street	Old Georgetown Road (MD 187)	New Street (B-13)	B-10	70	2
Marinelli Road	Executive Boulevard	Nebel Street	B-6	90	4
Montrose Parkway	"Old" Old Georgetown Road/Plan Area Boundary	CSX tracks/Plan Area Boundary	A-270	300	4, divided
Nebel Street Extended	Rockville Pike (MD 355)	Nicholson Lane	B-5	90	4
Nebel Street	Nicholson Lane	Plan Area Boundary	B-5	90	4
Nicholson Court (Realigned)	Nebel Street Extended	500 feet east of Nebel Street Extended	B-14	70	2
Old Georgetown Road	Rockville Pike (MD 355)	Nebel Street	B-2	80	4
	Nebel Street	CSX tracks/Plan Area Boundary	B-2	150	4
Security Lane	Woodglen Drive	Huff Court (B-4)	B-17	70	2

Table 5: Road Facility and Segment					
Street	From	To	Road #	ROW (ft)	Lanes*
Station Street	Marinelli Road	Old Georgetown Road	B-11	70	2
Woodglen Drive	Edson Lane	Nicholson Lane	B-3****	80	2
New Street	Marinelli Road	Nebel Street	B-13	70	2
Mid-Pike Spine Street	Marinelli Road	Old Georgetown Road	B-15	90	4
	Old Georgetown Road	New Street (B-16)	B-15	70	2
New Street	"Old" Old Georgetown Road	Rockville Pike (MD 355)	B-16	70	2
*These are the number of planned through travel lanes for each segment, not including lanes for turning, parking, acceleration, deceleration, or other purposes auxiliary to through travel.					
**This section of roadway is labeled B-4 in the 1992 North Bethesda/Garrett Park Master Plan					
***B-4 is Huff Court south of Nicholson Lane and Citadel Avenue north of Nicholson Lane					
****The roadway limits are Nicholson Lane to Marinelli Road in the 1992 North Bethesda/Garrett Park Master Plan. North of Nicholson Lane, Woodglen Drive is needed for connectivity purposes but will not be constructed as a typical business street due to right-of-way constraints.					
The Target Speed for all master planned roadways in the Sector Plan Area is 25 MPH, except for Montrose Parkway which has a target speed of 35 MPH in the Plan Area.					

Bikeway Network

- Provide links to existing and proposed public transit as well as to the outlying bicycle and trails network.
- Designate the Sector Plan area a Bicycle/Pedestrian Priority Area, an official State of Maryland designation that facilitates the allocation of funds for bicycle and pedestrian improvements on state roads.

Figure 34
Existing and Proposed Bikeways

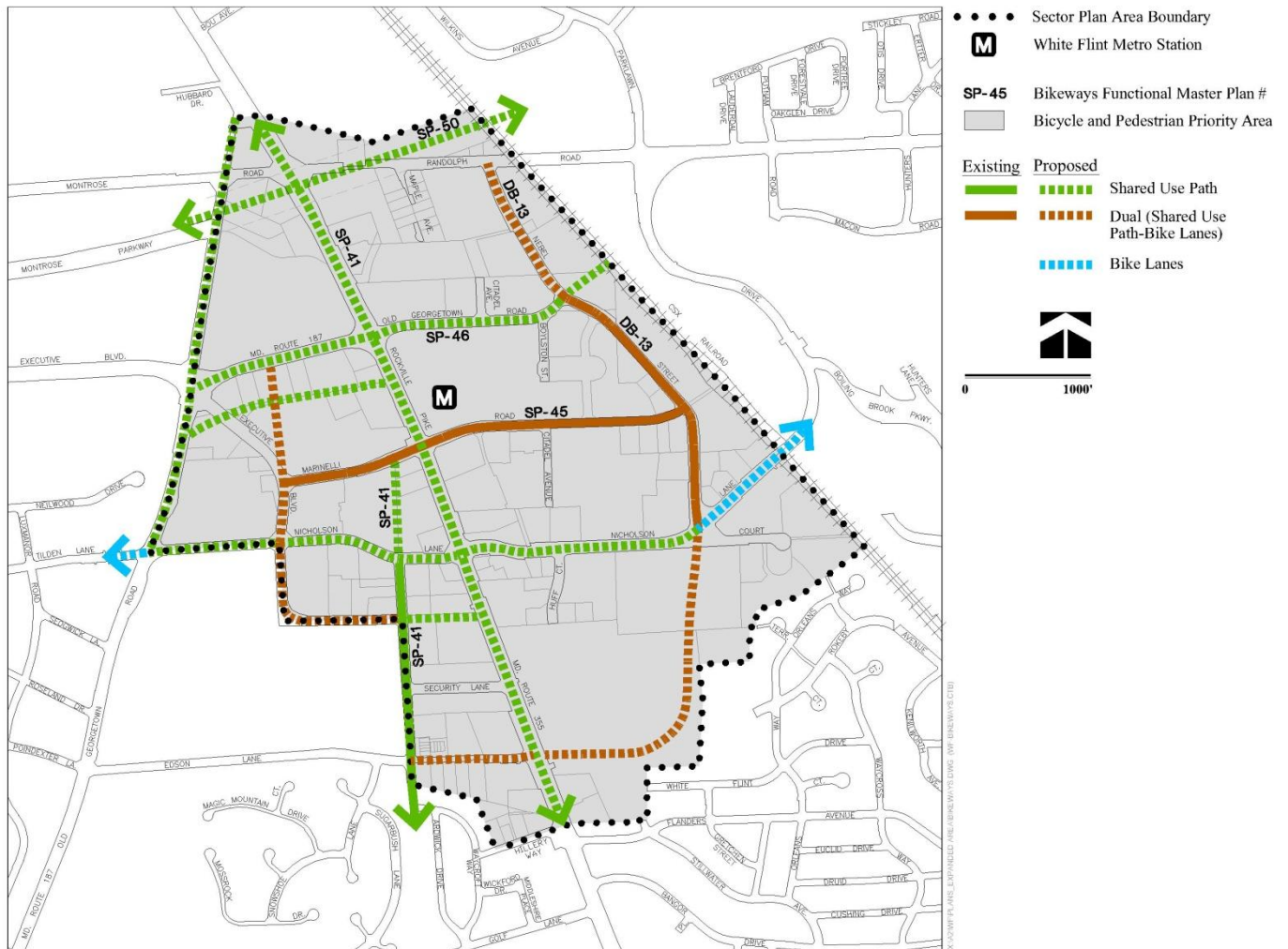


Table 6 : Bikeway Facility and Segment

		Route Number	Existing Type	Proposed Type	Comments
Rockville Pike	Marinelli Road to Nebel Street extended			Shared Use Path	New Bikeway
Nebel Street	Randolph Road to Old Georgetown Road	DB-13	Shared Use Path/ Signed Shared Roadway	Dual Bikeway: shared Use Path/ bicycle lane	Reclassify bikeway segment dual proposed shared use path/proposed bike lane classification
	Plan Boundary to Rockville Pike	DB-13	Shared Use Path	Shared Use Path/ bicycle lane	
	Rockville Pike to Woodglan Drive			Dual Bikeway: Shared Use Path/bike lane	New Bikeway
Old Georgetown Road	Nicholson Lane to Rockville Pike			Shared Use Path	New Bikeway
North Bethesda Trolley Trail	Edson Lane to Nicholson Lane	SP-41	Shared Use Path	Shared Use Path	
	Nicholson Lane to Marinelli Road	SP-41		Shared Use Path	
	Marinelli Road to Montrose Road	SP-41		Shared Use Path	
Nicholson Lane	Old Georgetown to Nebel Street	SR-37	On-Road Bikeway	Shared Use Path	Reclassify bikeway from On-Road classification to Shared Use Path
Montrose Parkway	Old Georgetown Road to CSX Tracks	SP- 50		Shared Use Path	Functional Master Plan
Marinelli Road	Executive Blvd to Nebel Street	SP-45	Shared Use Path	Dual: Shared Use Path/Bike Lane	Reclassify bikeway from shared use path to dual: shared use path/bike lane classification
Randolph Road	Rockville Pike to CSX Tracks	SP-25	Shared Use Path	Shared Use Path	
Old Georgetown Road	Executive Blvd to Nebel Street	SP-46		Shared Use Path	Extend SP-46 to Executive Blvd. Existing segment does not meet minimum requirement
Parklawn Drive	Nebel Street to CSX Tracks	BL-27		Bike Lane	
Executive Blvd	Nicholson Lane to Old Georgetown Road			Shared Use Path	New Bikeway

Travel Demand Management

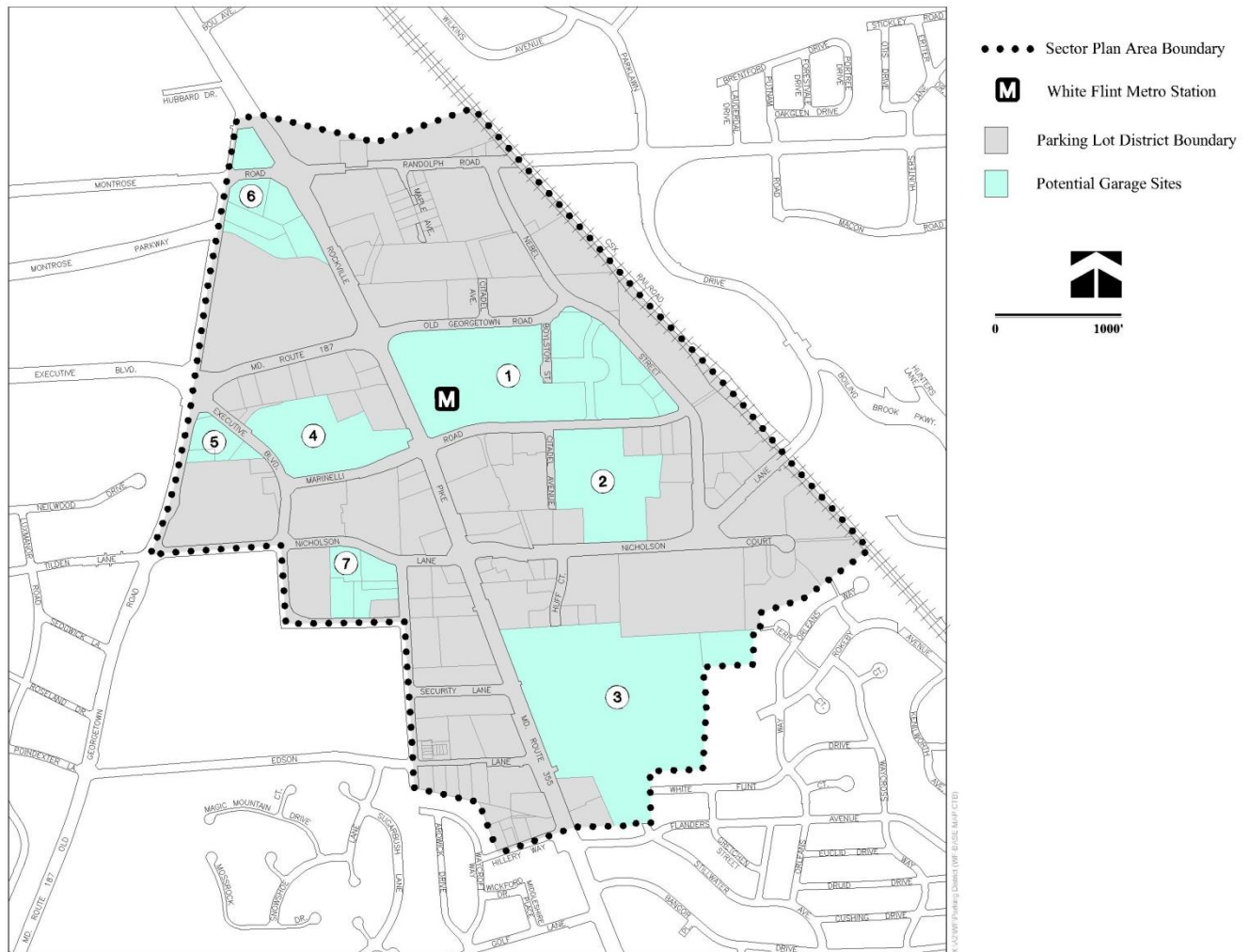
- Establish a 39 percent non-auto driver mode share goal for employees in the entire Sector Plan area. The current non-auto driver mode share for the Plan area is 26 percent. The Plan goal is aggressive but achievable through the combination of land use (density, diversity, and design) and zoning requirements, transit improvements, supportive Travel Demand Management programs, and staging.

Parking Districts

- Establish a Parking Lot District for the Sector Plan area to assist in the active 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 considered and encouraged as private properties redevelop.

Figure 35

Potential Public Parking Garages / Parking Lot District



Growth Policy

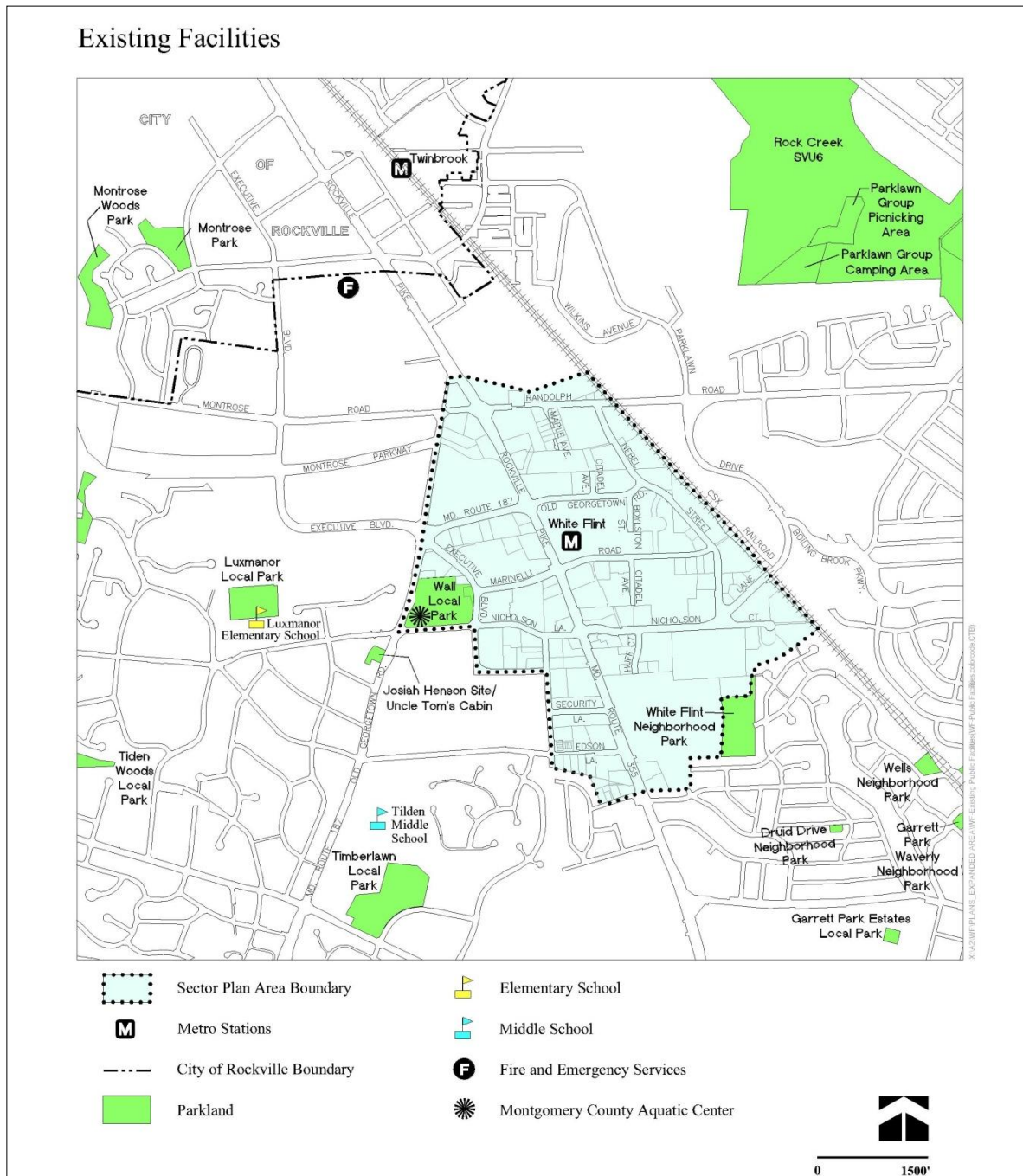
- Amend the White Flint Metro Station Policy Area boundaries to be coterminous with the Sector Plan boundaries. The Sector Plan boundaries were developed in anticipation of amending the Policy Area boundaries. This would support transit-oriented development, including establishment of higher intersection congestion thresholds.
- Establish an alternative adequate public facilities (APF) review procedure with an exaction process based on the planned transportation infrastructure as proportioned to the traffic generated by each development. This will improve the efficiency of both the development review process

(minimizing administrative costs) and infrastructure delivery (by avoiding “lumpy” infrastructure implementation).

Public Facilities

Public facilities demonstrate public investment and interest in ensuring quality of life and safety. Parks, schools, libraries, fire, rescue and emergency services will be needed to support the planned population. Because space is at a premium in an urban area, public facilities will have to be located on smaller properties and efficiencies may be achieved in multi-use buildings.

Figure 36



Public Parks

The Civic Green

This is the public urban green for outdoor community-wide activities and events and should be centrally located within the Conference Center Block. There are two ways to obtain land for the civic green: through dedication, if there is assemblage of properties within the Conference Center Block, or acquisition with public funds. Whether acquired or dedicated, the Civic Green must be large enough and appropriately designed to:

- Accommodate major outdoor activities public events, gatherings and celebrations.
 - Allow for local street closures to provide more event space.
 - Draw people from the surroundings to participate in local events.
- If assemblage is not possible, there are properties within the Conference Center Block large enough and in an appropriate location to function as the Civic Green that should be acquired with public funds.
 - After public acquisition occurs, it may be that the adjoining property owners become interested in redevelopment. They may wish to enter into a public/private venture to accomplish better the public purpose of the civic green. In that event, it may be prudent to consider land swaps or other options to achieve the desired outcome.

Wall Local Park

Wall Local Park is approximately 11 acres and within ½ mile of the Metro station. The Montgomery Aquatic Center and a large surface parking lot (250 spaces) occupy almost half the site. If the surface parking were to be relocated, Wall Local Park could include more outdoor recreational options for the surrounding community and the future residents.

This Plan envisions a public/private partnership with adjacent properties to relocate the surface parking within a parking structure built in conjunction with new residential development such as a public/private agreement. This would help redirect public sector funds from building structured parking on-site to improving Wall Local Park. The redesign of Wall Local Park should incorporate the sizable trees and include a pedestrian connection to Josiah Hensen/“Uncle Tom’s Cabin” site, a cultural site of international significance, about ¼ mile south on Old Georgetown Road and ½ mile from the Metro station. The Facility Plan for Wall Local Park should consider:

- An outdoor splash park
- An expanded indoor pool area
- Skateboarding facilities
- Playgrounds for young children
- Level grass areas for leisure and informal play to serve people of all ages
- Flexible space for adults, children, teens, and young adults
- Paths
- A pedestrian connection to Josiah Hensen/“Uncle Tom’s Cabin” site

Public Schools

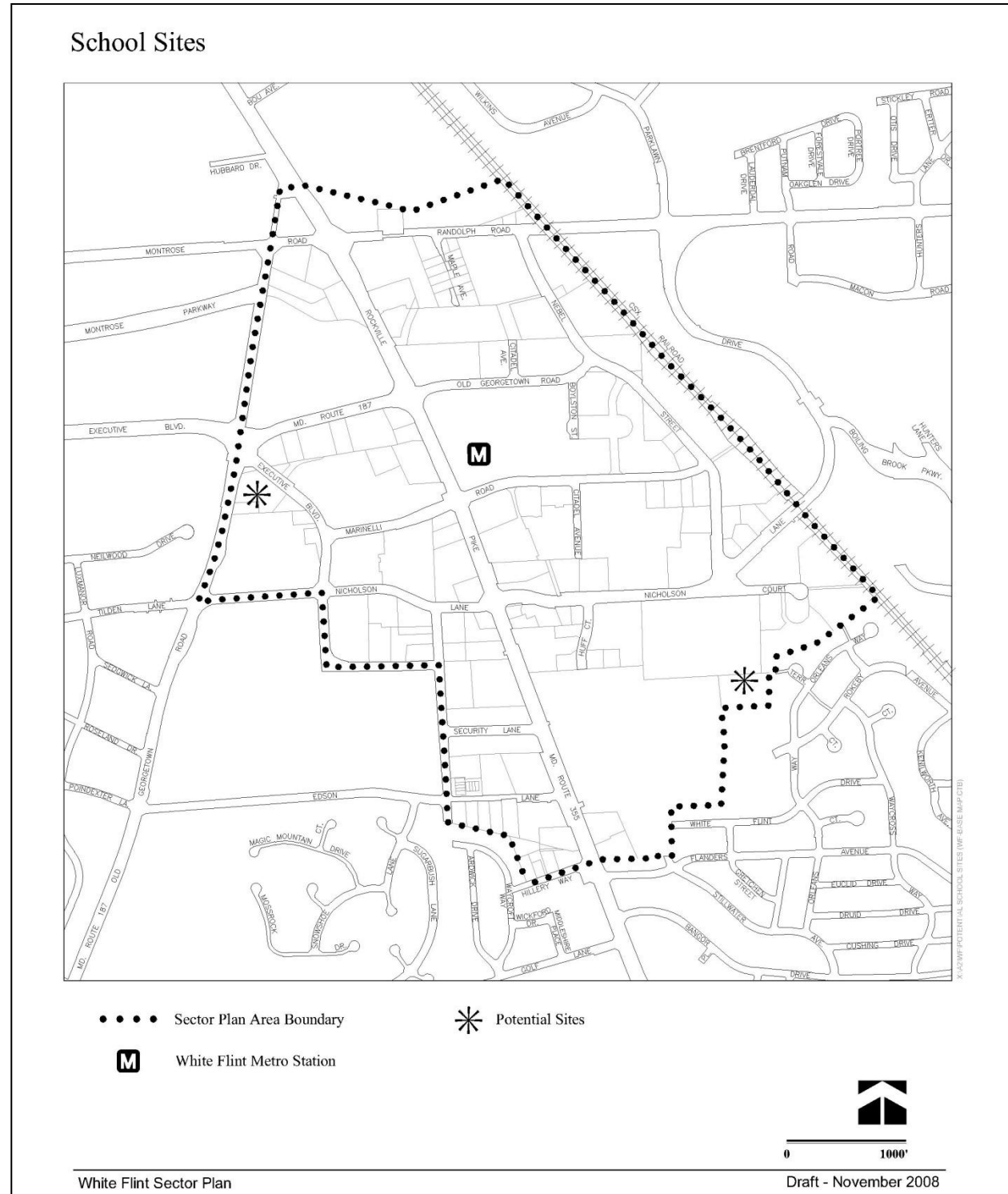
The proposed residential development in the Sector Plan area will generate new students at each level, but primarily at the elementary school level. Projections from proposed development indicate the need for an additional elementary school, whereas new middle and high school students can be accommodated at the existing high school and middle school facilities.

There is no perfectly situated site large enough for a typical 10- to 12- acre elementary school within the Plan area. There may be opportunities to develop a new urban prototype for an elementary school using a multi-level building with roof top play areas. If dedication or acquisition of a site is not feasible, Montgomery County Public School (MCPS) could reopen one of the former elementary schools in the Walter Johnson cluster. These include the former Alta Vista, Arylawn, Kensington, and Montrose elementary schools. Alta Vista and Arylawn are owned by Montgomery County and leased to private schools. Kensington is owned by the County and leased to the Housing Opportunities Commission (HOC). Montrose Elementary School is owned by the Board of Education and leased to a private school. In addition to these facilities, MCPS operates the former Grosvenor Elementary School as a holding school for elementary schools undergoing modernization and not a likely candidate for reopening. Garrett Park Elementary School is slated for complete modernization to expand the capacity to 640 students from the existing capacity of 450 students by the 2012.

- If MCPS is unable to reclaim a former school site or expand an existing school within the cluster, an elementary school should be located on approximately five to six acres on properties owned by White Flint Plaza and White Flint Mall. The land can be dedicated through the Optional Method of Development under the 20 percent public use requirement when one or both properties redevelop. Dedication from each property should be proportional to the net land area, but, in the aggregate, total five-six acres. The new school site should have access to a primary road.

If none of the options above are practical, then MCPS may have to explore redistricting to accommodate the new students generated by new development in the Sector Plan area.

Figure 37



Fire, Rescue, and Emergency Medical Services

The Plan area is serviced by Rockville Volunteer Fire Department Station 23 on Rollins Avenue and Bethesda Station 20 at West Cedar Lane and Old Georgetown Road. Bethesda Station 26 on Democracy Boulevard and Kensington Station 21 along Veirs Mill Road also provide emergency services to the Plan area. Montgomery County Fire and Rescue Service (MCFRS) have determined that relocating Station 23 farther south on Rockville Pike would improve service to the White Flint Plan area.

- Locate a new fire, rescue, and emergency medical services (EMS) station on the excess right-of-way for the Montrose Parkway owned by the SHA.

Public Safety

The White Flint Sector Plan area is within the Montgomery County Department of Police 2nd District in Bethesda and adjacent to District 1 in Rockville. There are six police districts and one special operations unit in the County. The Bethesda Station is located at 7359 Wisconsin Avenue in Bethesda and Rockville Station is at 1451 Seven Locks Road.

- Locate a new police substation with other public uses, with the new Fire and Emergency Services on excess SHA property.

Libraries

The Montgomery County Department of Public Libraries has determined that a new express library should be located within the Plan area. The new library will be smaller than a traditional library and integrated with residential or nonresidential development. It will be designed to serve existing and future residents and employees who can walk to the library from adjacent residential development or from Metro and public transportation.

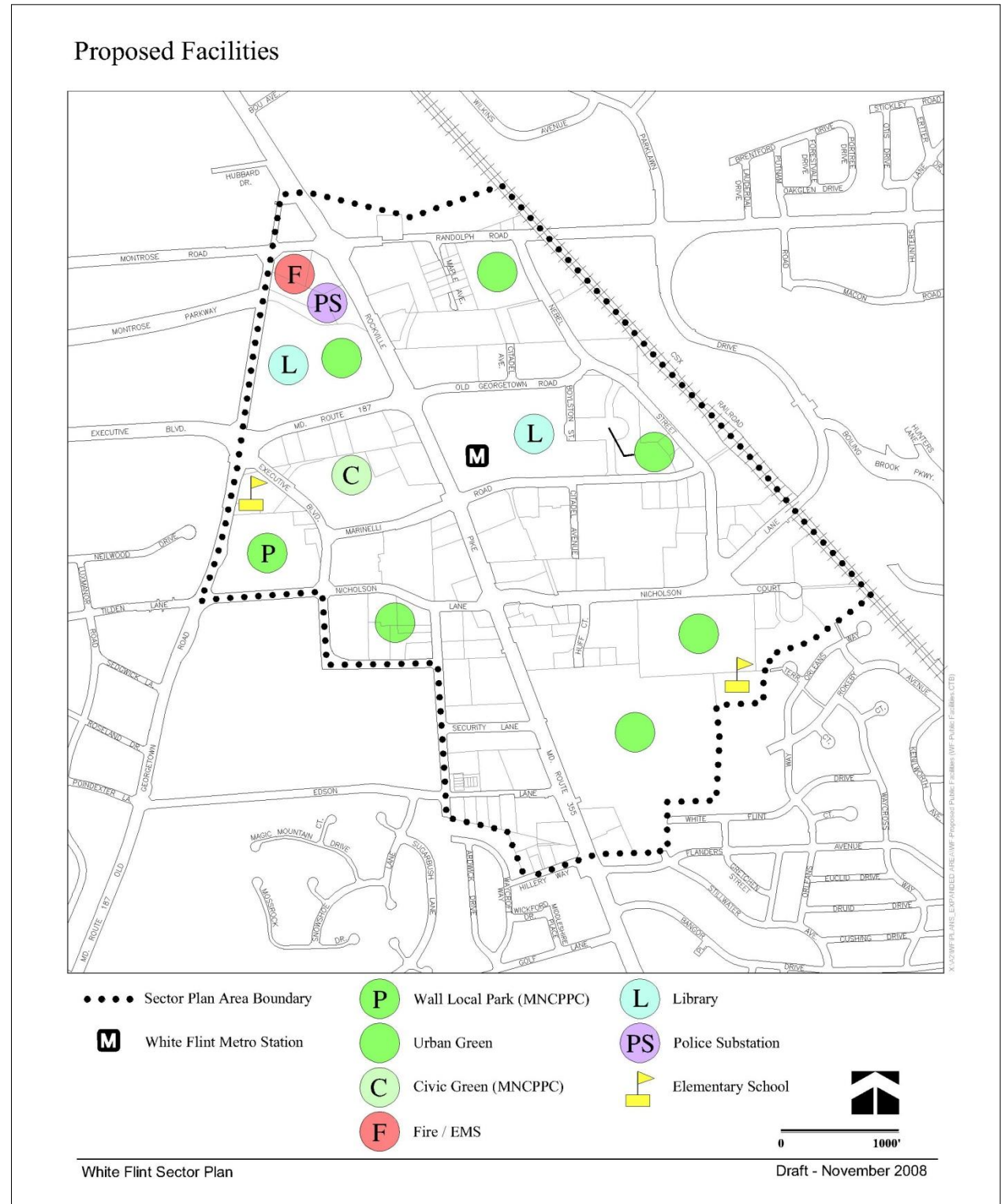
- Locate a new express library at North Bethesda Town Center or Mid-Pike Plaza closest to the high-density urban core.

Farmers' Market

Farmers' markets provide economic opportunities for local farmers, promote public health, activate public space and create a stronger sense of community. Montgomery County's Agricultural Services Division operates several farmers markets throughout the County. Because farmers markets are located in places with other uses on non-market days, the location is flexible and requires little infrastructure.

- Locate a site for a farmers' market within the Civic Core.

Figure 38



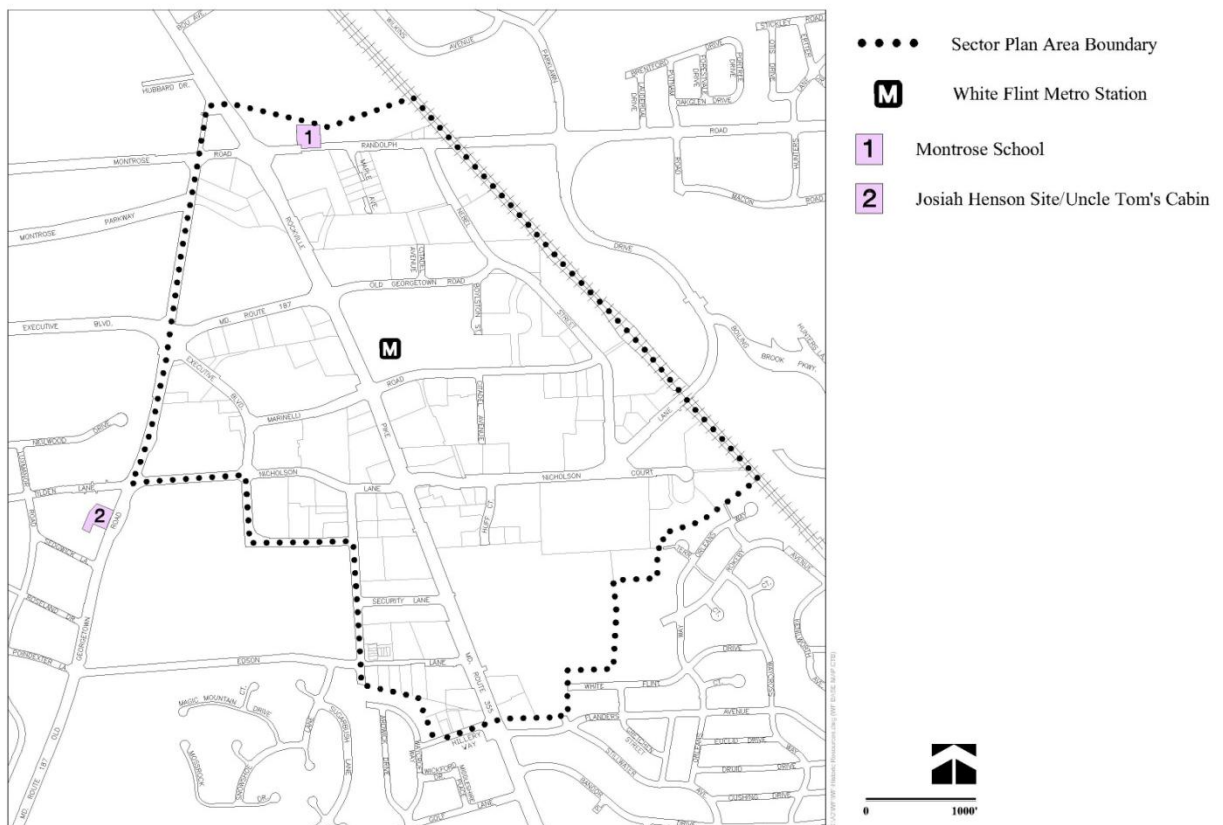
Historic Preservation

The Montrose School (Atlas #30/2) is the one historic site within the Sector Plan area. The 1909 two-room frame structure is a vestige of the Montrose and Randolph communities and illustrative of early rural educational buildings. This property is on the Master Plan for Historic Preservation and the National Register of Historic Places and located in the Maple Avenue District. The environmental setting is the entire one-acre parcel. The structure is owned by Peerless Rockville Historic Preservation Limited, a non-profit historic preservation organization.

Just outside the Sector Plan area south of Wall Local Park is Josiah Henson Site /Uncle Tom's Cabin (Atlas #30/6). This building is a late 18th century farmhouse that was built in several stages. The log cabin kitchen is associated with Josiah Henson, Harriet Beecher Stowe's "Uncle Tom," who lived on the Riley plantations for 30 years as a slave. The property is designated as a historic resource in the Master Plan for Historic Preservation. The environmental setting is one acre. The property is owned by the M-NCPPC Parks Department.

- New development in the Maple Avenue District should provide a pedestrian connection to the Montrose School.
- Improve pedestrian access through the Sector Plan to the Josiah Henson Site/Uncle Tom's Cabin historic site.

Figure 38
Historic Resources



Implementation

Zoning

Implementing the Sector Plan vision is best accomplished with a mixed-use zone. The 1992 Sector Plan recommended the floating transit station mixed-use zones for redevelopment projects. Floating zones require local map amendments. To simplify the development process, this Plan recommends using the TMX Zone, which can be applied through the Sectional Map Amendment Process, eliminating the need for a local map amendment. The TMX Zone has a number of features: a maximum 4.0 FAR, a public use space requirement, a broad range of uses similar to the CBD zones, and an added benefit of protecting the Agricultural Reserve. The zone has two methods of development: standard and optional.

The TMX Zone requires optional method projects to help reduce the number of buildable lots in the Agricultural Reserve by acquiring development rights or Building Lot Terminations (BLTs) from agriculturally zoned land. The number of BLTs required is based on a percentage of the total FAR above the standard method of development.

Moderately Priced Dwelling Units (MPDUs) are required in all residential development in Montgomery County with more than 20 units. In addition, because White Flint is a Transit Station Development Area, workforce housing may be required if residential densities exceed 40 units per acre. An FAR of 2.0 or greater may generate the threshold units/acre for triggering the workforce housing requirement. The County Code allows additional densities for workforce housing and MPDUs.

Public Use Space Requirements of the TMX Zone

The TMX Zone, like the CBD zones, requires public use space for all development, calculated at 20 percent for optional method and 10 percent for standard method. Public use spaces may be privately owned but must be accessible to the public. The public use space should be located on site, but if necessary, located off-site. This Plan assumes that much of the open space system will be obtained through the public use space requirement.

If all the properties (about 340 acres) were to redevelop under the TMX Zone, the public use space requirement could yield approximately 34 to 68 acres. For example, the following three large properties could yield significant public use space.

- If Mid-Pike Plaza (20 acres) developed under the optional method, it would yield about four acres and under the standard method, two acres. This could be used as a large neighborhood urban green or a series of smaller urban squares.
- Under the optional method, the Lutrell Property (five acres) would yield about one acre which could become a large neighborhood green or two smaller urban squares. Under the standard method, ½ acre would be required.
- Similarly, the White Flint Mall Property (39 acres) would yield more than seven acres, some of which could be applied to a school site, with the remainder in a series of urban squares and neighborhood greens. Under the standard method, the public use requirement would be about three acres.

Public Facilities and Amenities Requirements of the TMX Zone

In addition to public use space, the TMX Zone requires optional method projects to provide public facilities and amenities on-site, or contribute an equivalent to an off-site amenity project. In White Flint, reconstructing the existing public streets to accommodate pedestrians and street trees and placing utilities underground is an important public facility and amenity that benefits the entire Plan area. Another benefit is funding the facility plans for the Civic Green or Wall Local Park and constructing the facilities.

Amenity Fund

The TMX Zone allows the creation of a contributory fund so that optional method projects may provide all or part of a project's public use space and public amenities and facilities off-site. The following is a list of such projects:

- Underground utilities and provide a streetscape on all existing public streets, including, but not limited to Old Georgetown Road, Nicholson Lane and Marinelli Road, Nebel Street, Nicholson Court, and Maple Avenue.
- Fund a Community Meeting Room
- Contribute to the acquisition of the Civic Green.
- Fund a Facility Plan for the design and construction of the Civic Green to be overseen by the Department of Parks.
- Fund a Facility Plan for design and construction of Wall Local Park to be overseen by the Department of Parks in coordination with the Montgomery County Department of Recreation.
- Dedication and construction of Main Street.
- Improve Woodglenn Drive for bicyclist and pedestrian access between the Bethesda Trolley Trail and Nicholson Lane including public art, benches, bicycle racks and trash receptacles.
- Construct a landscaped promenade on top of the Metro access tunnel easement between the Metro East District and the White Flint Mall District.
- Build mid-block pedestrian connections across Rockville Pike between Mid-Pike and Metro West Districts and NRC District and White Flint Mall District.

There may be other projects, not identified in this Sector Plan, that emerge as potential candidates. This Sector Plan recommends that the Advisory Committee described in the Staging Plan identify these projects in their periodic report to the Planning Board.

Staging Plan

A staging plan addresses timing of new development and public facilities within the lifetime of the Sector Plan. A successful staging plan should be elastic enough to respond to market forces without losing the vision of the Plan or requiring amendments. It must also make realistic assumptions about the facilities needed to support development while minimizing negative impacts on surrounding

development. In White Flint, staging must include increasing transit ridership as a means to reduce traffic congestion. The White Flint staging plan is guided by the following:

- Ensuring fiscal responsibility. Timing and sequence of development should be matched to capital improvement funding. Funding for the capital improvements required by new growth will come from a variety of public and private sources. Private development should provide for those public facilities needed to support the new development and not burden existing facilities.
- Coordinating development with public infrastructure. Public facilities should be provided in conjunction with private land development, including dedication of land for public use in order to reduce the costs to the public.
- Promoting balance. The Sector Plan recommends substantial residential development to create neighborhoods in White Flint. Nonresidential development should not preempt residential development by absorbing available capacity or land.
- Promoting a sense of place. The reconstruction of Rockville Pike as a Boulevard and the creation of a Civic Core area are both fundamental to creating a sense of community and place in White Flint. The sequence in which these projects are developed, especially the construction phases for Rockville Pike, is critical to traffic management and minimizing disruption to commerce and impacts to surrounding communities.

The proposed zoning envelope contains more potential density than will be used over the life of the Sector Plan. The Mobility Chapter outlined the requirements for accommodating new development, such as the desired mode split, the enhanced street network and more emphasis on multi-family residential development since it generates less traffic than nonresidential development. The Plan recommends a staging plan that meters development approvals to ensure that the transportation infrastructure is in place when needed. The amount of development that can be accommodated by the proposed infrastructure and transit is approximately 75 percent of the zoning envelope capacity.

Of primary importance is managing traffic congestion, which can be accomplished by building the proposed street grid and improving and enhancing access to transit. The critical part of the road network that provides for through traffic flow is the realignment of Old Georgetown Road and Executive Boulevard to provide alternatives to Rockville Pike and to diffuse traffic in the Sector Plan area.

Second is ensuring that proposed civic uses intended to create the vitality within the urban core, the Civic Green, Wall Local Park and Main Street, are built and constructed early within the life of the Sector Plan.

Finally, reconstruction of Rockville Pike will require right-of-way from the west side, which cannot be obtained all at once, since development will occur property by property. It may be necessary to have an interim solution, such as locating a drive-aisle in the setback area or setting aside vaults for the undergrounding of utilities outside the limits of the future reconstruction. Regardless of when the reconstruction occurs, there will be disruption to adjacent businesses. Efforts should be made to address that possibility such as local bus shuttles and an evening construction schedule.

Pre-Requisites

Before any development can be approved, the following actions must be taken:

- Approval and Adoption of the Sector Plan.
- Approval of Sectional Map Amendment.
- Council resolution to expand the Metro Station Policy Area to include the entire Sector Plan boundary.
 - Requires workforce housing
 - Propose legislative changes to allow impact fees to be captured in a Metro Station Policy Area
 - Reduces Transportation Impact Tax
 - Allows Critical Lane Volume (CLV) Standard to increase to 1,800
- Coordinate with SHA/MCDOT to develop a Rockville Pike Boulevard Feasibility Study.
- Establish the Sector Plan area as a State of Maryland “Bicycle Pedestrian Priority Area.”
- Create a public entity consistent with the goals of the Sector Plan and the general principles of the staging plan to oversee the timely implementation of the recommended infrastructure. The structure may include oversight through the following:
 - Urban Service District
 - Development District
 - Business Improvement District
 - Public Parking Lot District
- Develop a Transportation Approval Mechanism and Monitoring Program.
 - Planning Board to develop biennial monitoring program for the White Flint Sector Plan area. This program will include a periodic assessment on development approvals, traffic issues, public facilities and amenities, the status of new facilities, the Capital Improvements Program (CIP) and Annual Growth Policy (AGP) as it relates to White Flint. The program should conduct a regular assessment of the staging plan and determine if any modifications are necessary.
 - Establish an advisory committee of property owners and interested groups that support the redevelopment of the White Flint Plan area, to evaluate the assumptions made regarding congestion levels, transit use, etc. The committee’s responsibilities should include monitoring the Plan recommendations, identifying new projects for the Amenity Fund, monitoring the Capital Improvements Program (CIP) and Annual Growth Policy (AGP), and ensuring that issues are addressed by the Planning Board and/or Council.

Phasing

Development may occur anywhere within the Sector Plan area, however, all projects will be required to fund or at a minimum defray total transportation infrastructure costs. The three phases of the Staging Plan are set at 30 percent, 30 percent and 40 percent respectively of the 17.6 million square feet of new development.

Phase 1: 3,000 dwelling units and 2.0 million square feet nonresidential development

- Fund the realignment of Executive Boulevard and Old Georgetown Road.
- Fund the construction of an east-west Main Street (B-10) in the Conference Center block.
- Achieve 30 percent non-auto driver mode share for the Plan area.
- Provide streetscape improvements; pedestrian systems improvements and bicycle network/plan for all streets within a ¼ mile of the Metro station: Old Georgetown Road, Marinelli Road, and Nicholson Lane.
- Establish a Parking Lot District for the Sector Plan area.
- Acquisition or dedication of the Civic Green.
- Relocate surface parking on Wall Local Park in cooperation with an amenity fund project or with private development funding in order to create the recreational anchor for the Town Center core.
- Establish a bus circulator system linked to surrounding office districts and residential neighborhoods.
- Conduct a North Bethesda residential areas circulation study.
- Construct an express library.

Phase 2: 3,000 dwelling units and 2.0 million square feet nonresidential development

Before development beyond the limits set in Phase 1 can be approved, the Planning Board must determine that all the public projects listed in Phase 1 have been completed. The amount of development that could be approved in Phase 2 is set at approximately one third of the planned development. Development can occur anywhere within the Sector Plan area; however, development will be required to defray the costs of the projects associated with Phase 1 as well as projects associated with Phase 2.

- Increase non-auto driver mode share to 35 percent.
- Montgomery County Public Schools (MCPS) to evaluate the need and/or status of an additional elementary school within the cluster and determine if a school site is necessary in the Sector Plan area.
- Fund the second entrance to the White Flint Metro Station.
- Fund MARC station.
- The reconstruction of Rockville Pike (between Edson Road/Executive Boulevard and Montrose Parkway) requires a comprehensive state project. During Phase 2, the critical elements of a business street network that relieves Rockville Pike will be completed.

Phase 3: 3,800 dwelling units and 1.9 million square feet nonresidential development

Before development beyond the limits set in Phase 2 can be approved, the Planning Board must determine that all the public and private projects listed in Phase 1 have been completed and that projects listed in Phase 2 have been approved, under construction or completed.

In Phase 3, the remaining transportation capacity could be committed. As in Phases 1 and 2, development may be required to help defray the costs of necessary infrastructure projects in all three phases. At the end of Phase 3, the development should total 14,500 units (17.4 million square feet) 12.9 million nonresidential square feet. This is a 58/42 split and close to the desired 60/40 split.

- Increase non-auto driver mode share to 39 percent.
- Fund the Old Georgetown Road extension to the CSX tracks within the State Consolidated Transportation Program, the County Capital Improvements Programs, public/private joint venture, or privately.
- Complete all streetscape improvements, pedestrian systems improvements and bicycle network/plan outside a ¼ mile from the Metro.

Phase 4: Raising the Transportation Cap

The Plan recommends a level of development and a mix of uses that can be accommodated by the road network and transit facilities. The proposed road infrastructure supports the proposed development and it is important to note that there are no additional roads within the boundaries of the Plan area that would further improve vehicular mobility.

There is growing evidence in other parts of the country that urban scale, transit-served development does not always result in higher traffic congestion. Detailed monitoring of traffic conditions over time will indicate if transit use results in fewer than anticipated vehicle trips. If that is the case, the Transportation Cap of 9,800 dwelling units and 5.9 million square feet of development should be reexamined. The TMX Zone as applied in the Sector Plan allows a greater zoning capacity than can be served by the proposed mobility infrastructure. This was done so that if assumptions regarding the Transportation Cap proved conservative, the County Council would not have to revisit the zoning envelope to allow more development and could confine their review to the transportation issue. The proposed monitoring program should include provisions for alternative transportation analyses, such as a cordon line cap, to evaluate how much additional density could be supported.

Capital Improvement Projects (CIP)

Proposed CIP Projects

The following table contains the infrastructure projects that should be publicly funded through the CIP. There are other master planned public streets that should be built by private developers. These are identified as such.

Table 7: Capital Improvement Projects Organized by Category								
Phase *	Project Name (alphabetical)	Category	Road #	Priority Level (HML)	Lead Agency	Coordinating Agency/Group	Cost Est.	Cost Share
1	Civic Green Acquisition	Civic Core		H	MNCPPC	Private Sector		
1	Library	Civic Core		H	MCPL	Private Sector		
1	Main Street and Promenade Feasibility Study	Civic Core	B10	H	MCDOT	MNCPPC/Private Sector		
1	Main Street and Promenade Construction	Civic Core	B10	H	MCDOT	Private Sector		
1	Wall Local Park Facility Plan	Civic Core		H	MNCPPC	Private Sector		
1	Fire and Rescue	Public Facilities		M	County			
1	Police	Public Facilities		M	County			
3	School	Public Facilities		M	MCPS			
1	Circulator Shuttle Stage One	Transit		H	MCDOT			
2	Circulator Shuttle Stage Two	Transit		H	MCDOT			
2	MARC Station	Transit		M	MARC	MCDOT		
2	Metrorail Station North Entrance	Transit		H	WMATA	MCDOT		
3	Pedestrian Bridge over CSX Tracks at MARC Station	Transit		M	MARC	MCDOT		
1	Chapman Avenue Extended	Transportation	B12	H	MCDOT	Private Sector		
1-2	Citadel Avenue Extended	Transportation	B4	H	MCDOT	Private Sector		
1-3	East Jefferson Street Extended (MD 187) east of the MD355	Transportation	B2	M	MCDOT	Private Sector		
1-3	Edson Lane Extended	Transportation	B5	L	MCDOT	Private Sector		
1	Executive Boulevard Extended	Transportation	B 7	H	MCDOT	Private Sector		
1-2	Huff Court Extended	Transportation	B-4	H	MCDOT	Private Sector		

Table 7: Capital Improvement Projects Organized by Category

Phase *	Project Name (alphabetical)	Category	Road #	Priority Level (HML)	Lead Agency	Coordinating Agency/Group	Cost Est.	Cost Share
1	Marinelli Road Streetscape	Transportation	B 6	H	MCDOT	Private Sector		
1-2	Mid Pike Plaza Way	Transportation	B16	H	MCDOT	Private Sector		
1-2	Nebel Street Extended (South) Streetscape	Transportation	B5	H	MCDOT	Private Sector		
1-3	Nebel Street Extended North Streetscape	Transportation	B5	L	MCDOT	Private Sector		
1	Old Georgetown Rd (MD 187)	Transportation	M 4	H	SHA	MCDOT/ Private Sector		
1	Old Old Georgetown Road	Transportation	M4a	H	SHA MCDOT	MCDOT /Private Sector		
1	Rockville Pike Boulevard Project Feasibility Study	Transportation	M6	H	SHA	MCDOT/MNCP PC		
2	Rockville Pike Boulevard Reconstruction	Transportation	M6	H	SHA	MCDOT/Private e Sector		
1-2	Security Lane Extended	Transportation	B17	H	MCDOT	Private Sector		
1-3	Woodglen Drive Extended	Transportation	B3	L	MCDOT	Private Sector		
<ul style="list-style-type: none"> Stage 1-2 or 1-3 means that the road(s) will be extended through new development and paid for by the private sector in conjunction with MCDOT. Development applications could be filed at any time (see Staging Plan). 								

Administration

This Plan recommends an administrative structure, the White Flint Redevelopment Implementation Authority, to oversee the orderly implementation of the public infrastructure and other aspects of the White Flint Sector Plan. The Authority would have broad and carefully defined powers, as well as numerous responsibilities. These powers and responsibilities would be greater than currently authorized for entities such as the Bethesda Urban Partnership. The Authority would be similar to a municipality in that it would perform a number of varied functions.

Creating the White Flint Redevelopment Implementation Authority will require enabling legislation and amendments to existing legislation at both the County and State level.

At a minimum, the Authority should be authorized to perform the following functions:

- Hire or contract for administrative, legal, and accounting staff.
- Contract with architects, engineers and other technical professionals for the purpose of designing or coordinating projects deemed necessary for successful master plan implementation.
- Enter into contracts to purchase, sell, or lease real property and personal property.
- Collect revenues from taxes and assessments, make any necessary disbursements, and issue bonds as necessary for successful master plan implementation.
- Sue or be sued, and file any necessary legal actions (including eminent domain).
- Prepare a capital program designating facilities to be constructed, estimated costs of each facility, and prioritize those facilities consistent with the goals of the Plan.
- Enter into contracts, agreements, or memoranda of understanding for the construction of capital facilities.
- Participate in the ongoing affairs of the Sector Plan area, including maintenance, security and branding/marketing efforts.

In addition to those powers, the Authority would possess certain responsibilities. The responsibilities of the Authority should include:

- Maintain accurate records of revenues and expenditures, including an annual audit of its operations and accounts.
- Prepare an annual operating report, to be transmitted along with the annual audit, to the Planning Board for review and then to the County Council.
- Prepare an annual report of development activity and traffic congestion levels to transmit to the Planning Board and the County Council.
- Establish a protocol for receiving public input, including open hearings and work sessions.
- Review and comment on project plans and other pertinent actions that come before the Planning Board.
- Governance by a board with representatives from a broad group of stakeholders and County agencies.

- Establish a protocol for determining which infrastructure projects should be funded in each stage of development, as established in this Plan, as well as a protocol for changing the infrastructure staging to reflect emerging realities.
- Establish a protocol for determining that enough development has occurred to merit the issuance of bonds for the next stage of infrastructure projects.

Some portion of the revenues from the Parking Lot District, recommended in the Staging Plan, could be made available to support the transportation-related capital and operating budget of the Authority.

Financing

Successful implementation of the White Flint Sector Plan will require substantial public and private investment in infrastructure and other public facilities, as well as timely delivery of key infrastructure. In White Flint, as elsewhere, the public and private sectors will share the costs of the necessary infrastructure and facilities. Certain capital costs may be financed entirely by the private sector, others may be financed entirely by the public sector, and others still may be financed by the public and private sectors together.

Excessive reliance on piecemeal private sector delivery of capital facilities can result in haphazard, “Swiss-cheese” development patterns. Excessive dependence on public sector capital improvement programming can often result in infrastructure delivery that is slowed by politics or bonding capacity, and which favors projects that add lane capacity over those that improve aesthetic qualities of place. As such, finding the proper balance between public and private sector financing and delivery of infrastructure can prove critical to successful implementation of complex redevelopment plans.

Montgomery County has a number of tools available to close financing gaps for needed capital improvements; those tools work either by channeling private-sector capital into public projects or by reinvesting revenues generated by development in White Flint to improvements within White Flint. Impact taxes and adequate public facilities payments are two significant mechanisms the County uses to direct private money to finance capital facilities. These tools allow government to recoup costs associated with growth at the time that new development occurs.

However, other tools may be more appropriate in situations in which timeliness of delivery is an important consideration, when the cost of the project is disproportionate to the benefit for any individual property owner, and when the class of property owners receiving benefit is large. Examples of effective tools include:

- Tax-Increment Financing (TIF) Districts
- Special Taxing Districts and Special Assessment Districts

Using any one of these financing mechanisms, or a combination of these financing mechanisms, the County could create a mechanism capable of repaying bonds issued to pay for certain infrastructure/public facility projects.

The following principles were established to guide the development of the financing mechanism:

- *Value capture*: To the extent possible, capture impact taxes paid by development in the district to spend on projects within the district. To the extent possible, capture a portion of the incremental property tax revenue to spend on projects within the district.
- *Leverage future private sector revenues*: To the extent possible, allow future private sector revenues to pay for current projects. Eliminate, reduce or phase-out transportation impact taxes on commercial uses, and replace the impact taxes with a special assessment on commercial uses that can be used to meet the financial obligations of the district, including retiring the debt issued to pay for “district” infrastructure costs.
- *Leverage future public sector revenues*: To the extent necessary, leverage future incremental property tax revenues to cover a portion of the cost of up-front mobility projects that are necessary precursors of the planned improvements to Rockville Pike.

Those principles are reflected in the following implementation strategy:

- Expand the Metro Station Policy Area boundary to be coterminous with the Sector Plan boundary. Within the Sector Plan boundary, all non-exempted transportation impact fees on new development will be captured and applied to pay down debt on bonds issued for designated public infrastructure and facilities projects within the Sector Plan.
- Fund the district through a special assessment or special tax. Levy an annual special assessment or special tax of not more than 10 percent of the total ad valorem real property tax bill, which would be applied to all commercial uses within the Sector Plan boundary from such time as the first bond is issued to finance designated public infrastructure and facilities projects and continuing until such time as the last bond financing a capital project designated in the Sector Plan is retired.
- In order to create a transportation network capable of accommodating the future disruption to mobility along Rockville Pike resulting from the Rockville Pike improvement projects, the County should contribute to the financing of key up-front mobility projects. County participation should be in the form of General Obligation debt to be paid out of the County’s General Fund and supported by the net new revenue generated by the White Flint redevelopment; alternatively, Tax-Increment Financing would be an appropriate tool to meet the public sector’s share of the cost of district projects.

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