

White Flint Sector Plan

worksession #4 march 19, 2009



land use and zoning

property owners
presentations



White Flint Sector Plan

worksession schedule

february 12: transportation background and analysis

february 19: economic analysis – public funding of infrastructure

march 5: land use and zoning issues
property owners presentations

march 19: complete property owners presentations
select MARC station site

april 23: public facilities, school and parks
sustainability, zoning and design guidelines

may 7: staging and implementation, legislation

White Flint Sector Plan

march 5-property owners

metro west

- gables residential
- JBG companies
- nissan and VOB

metro east

- LCOR
- Jolles

maple avenue and nebel

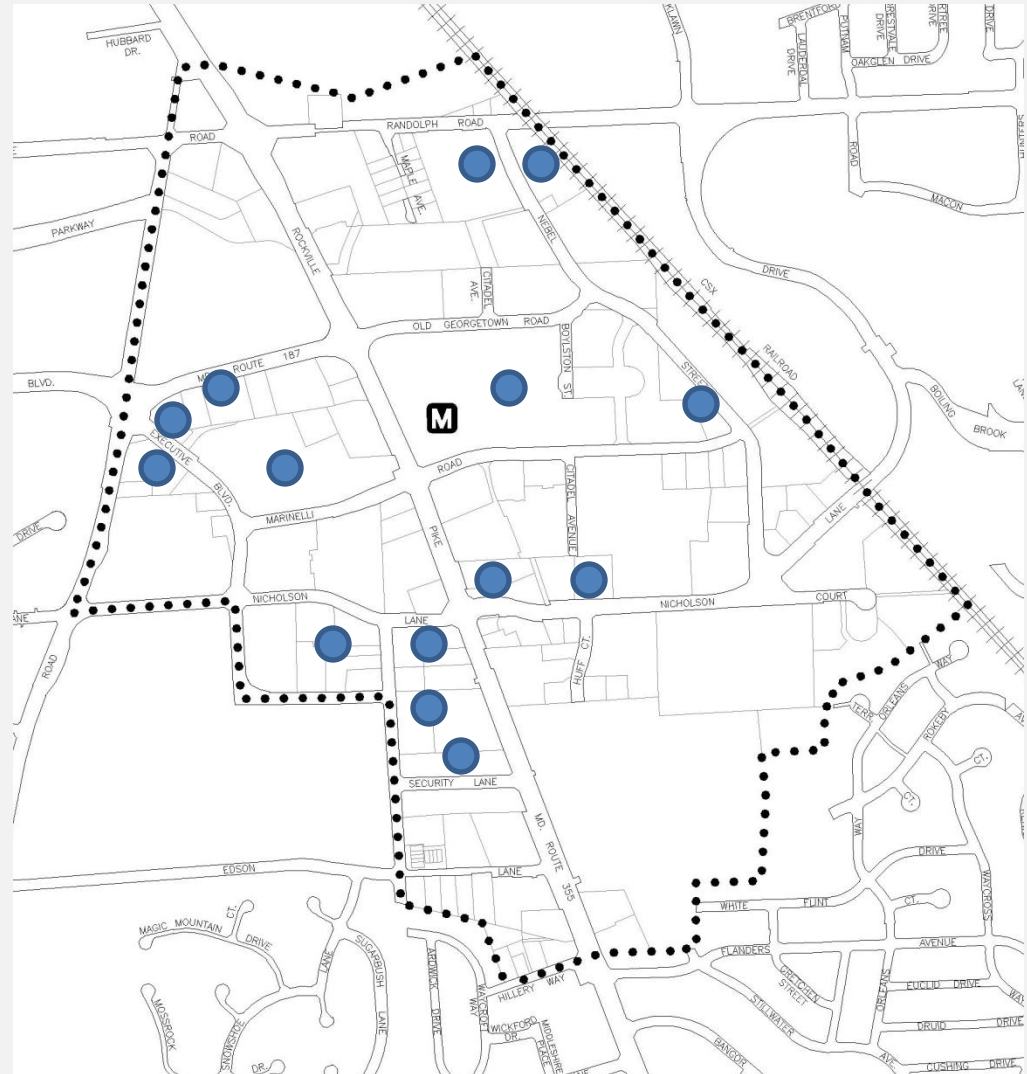
- Writ properties

nrc

- JBG
- White Flint View

NoBe

- JBG Companies



White Flint Sector Plan

march 12-property owners

nrc

- strathmore court
- fitzgerald

white flint mall

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

nebel

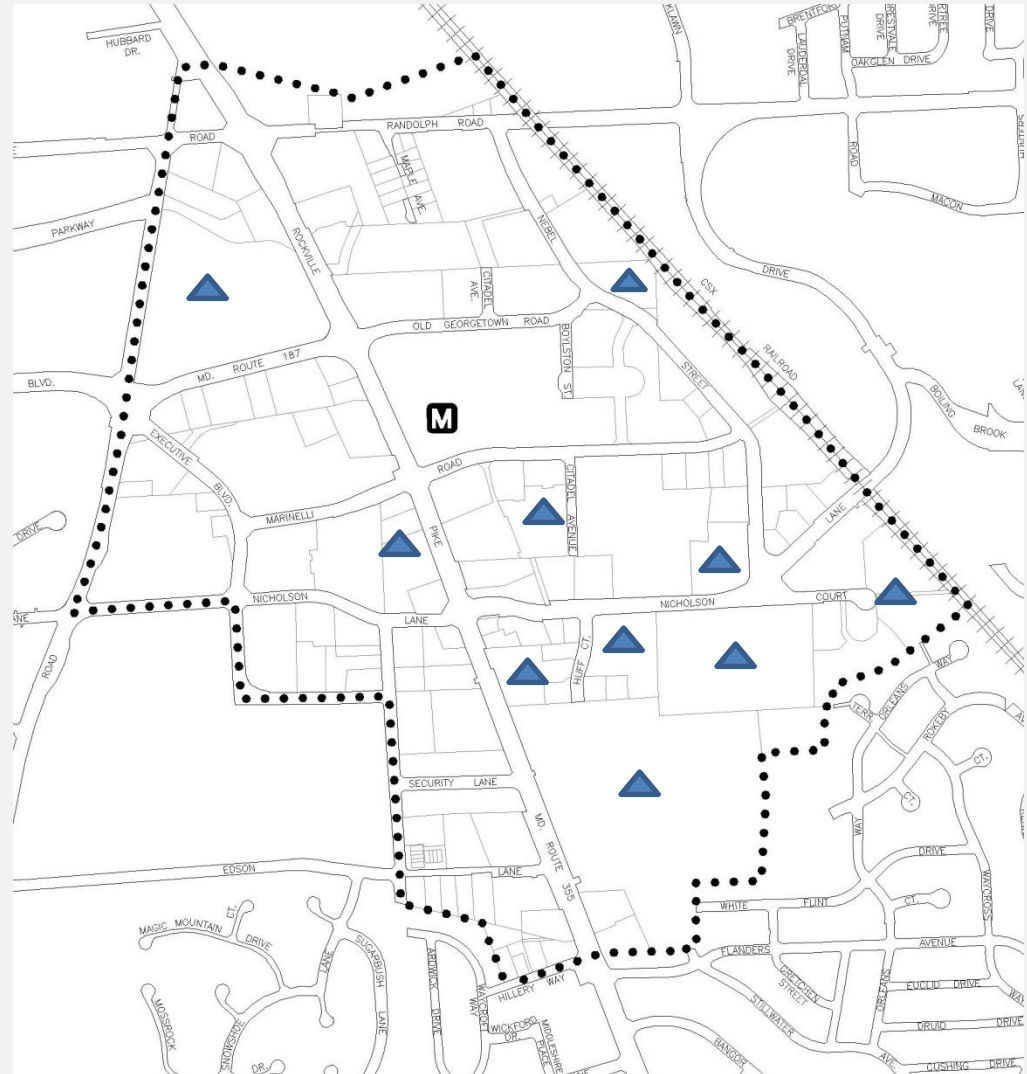
- montouri

metro west

- holladay

mid-pike

- mid-pike plaza



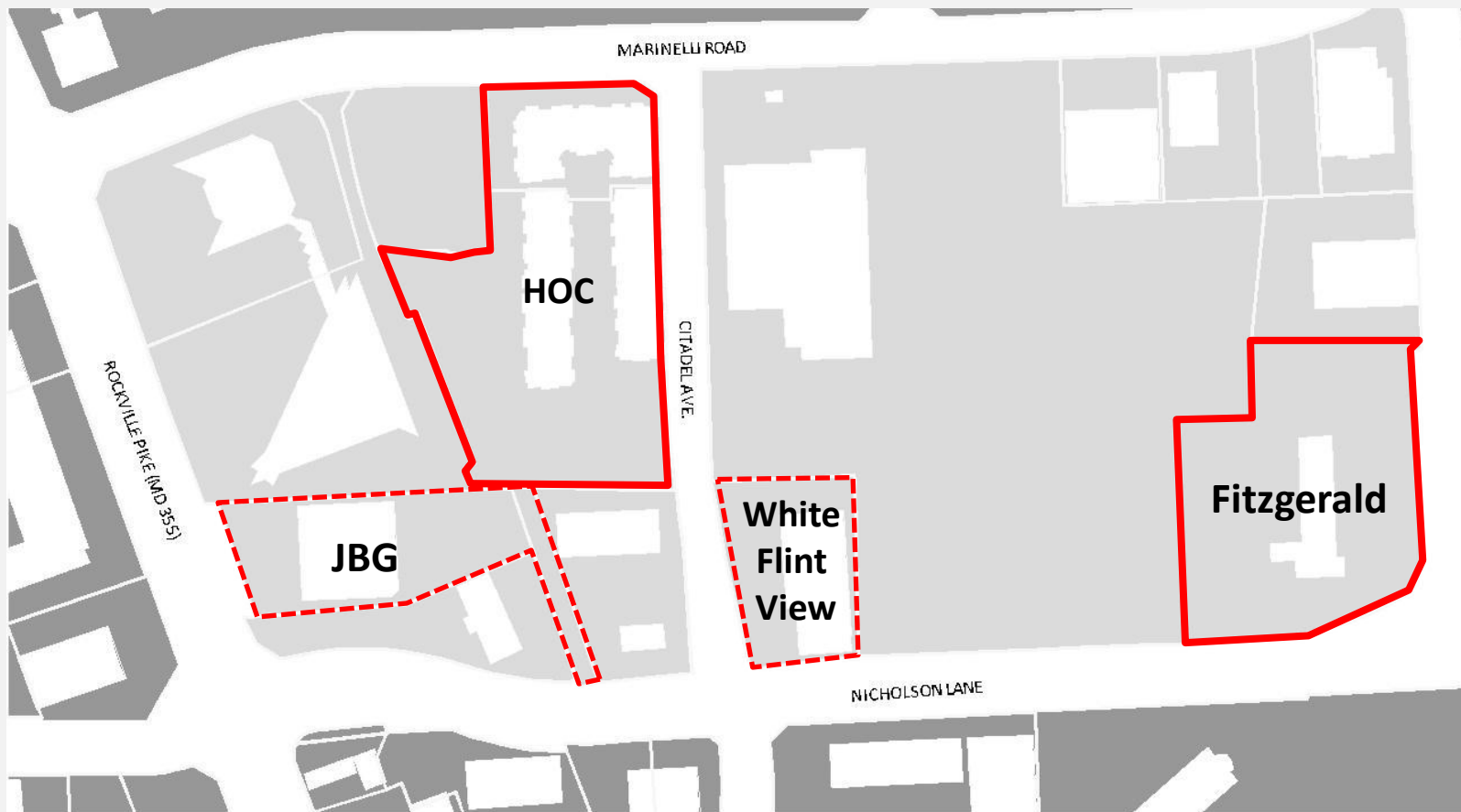
White Flint Sector Plan

nrc district



White Flint Sector Plan

nrc district

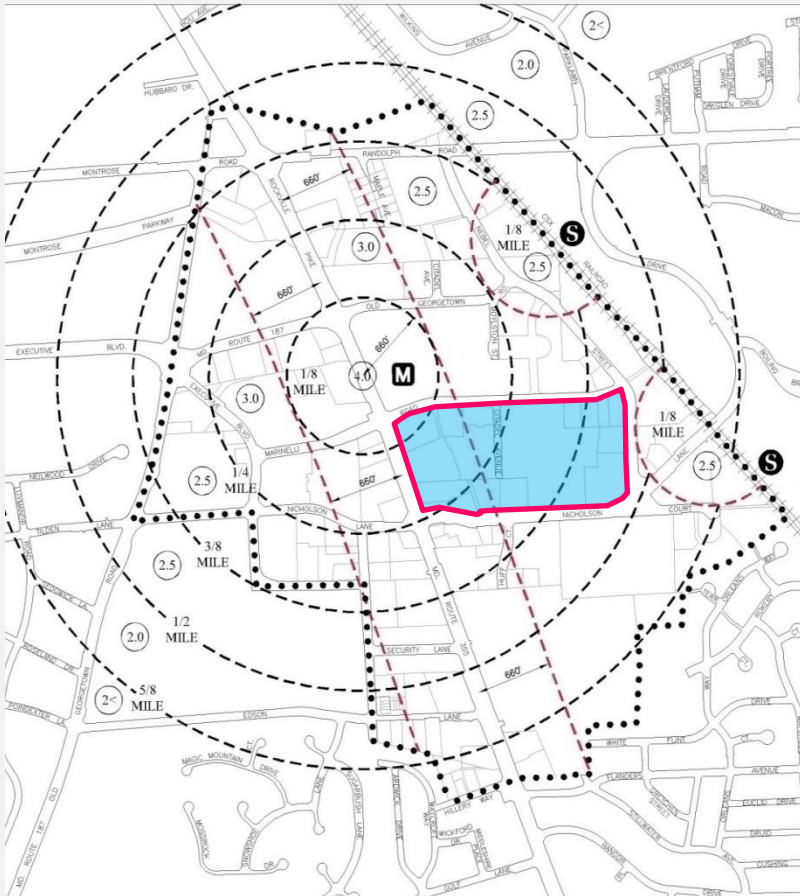


- March 5, 2009
- March 19, 2009



White Flint Sector Plan

nrc district



plan recommendation: 2.5-4 FAR

**NRC DISTRICT: 1,380 Units; 990,000 Square Feet;
311 Affordable Units**

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

White Flint Sector Plan

nrc district



White Flint Sector Plan

nrc district



strathmore court

residential: 202 dwelling units

151 market rate

51 affordable units

White Flint Sector Plan

white flint mall district



1. fitzgerald and eisinger

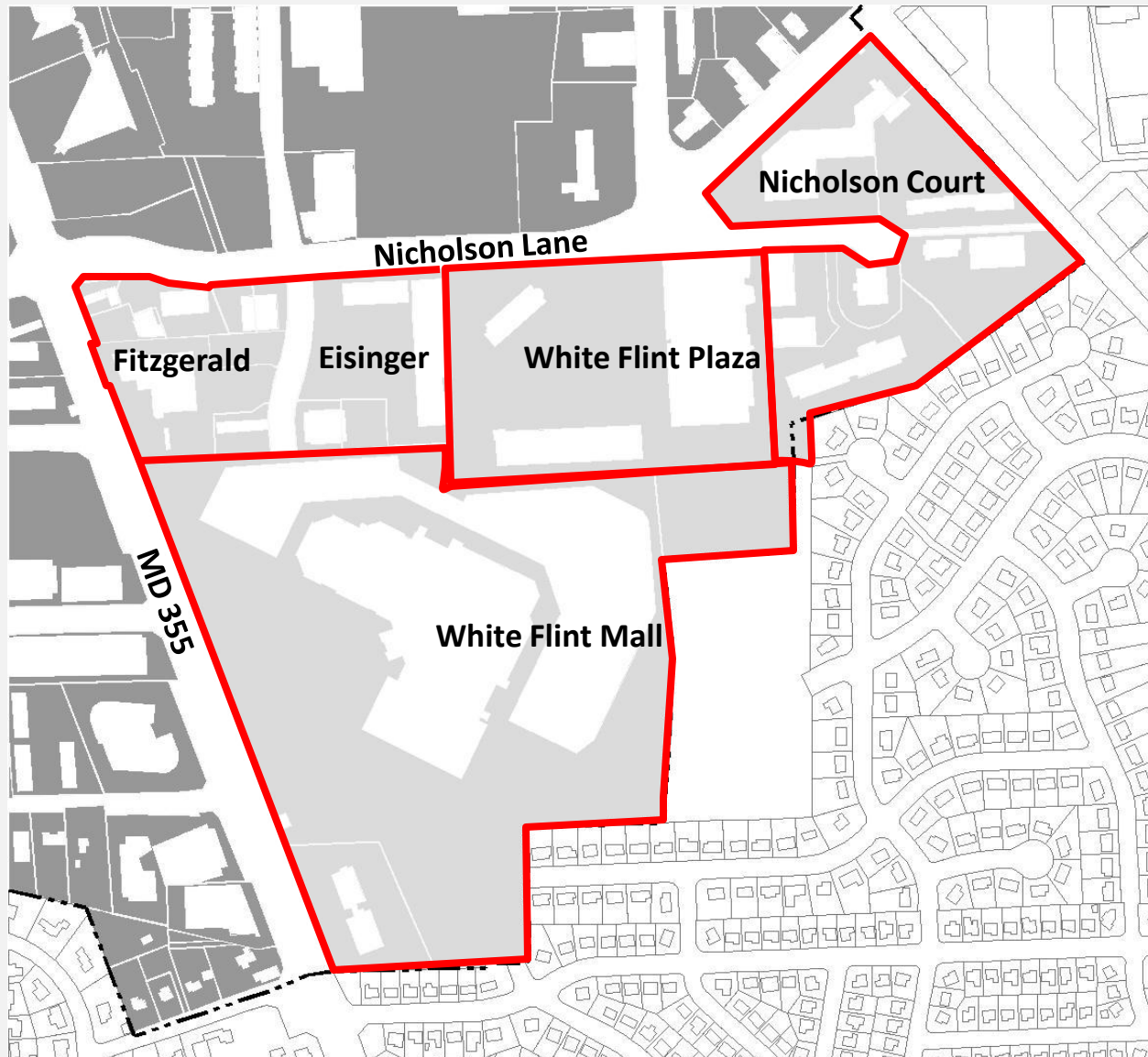
2. white flint plaza

3. nicholson court

4. white flint mall

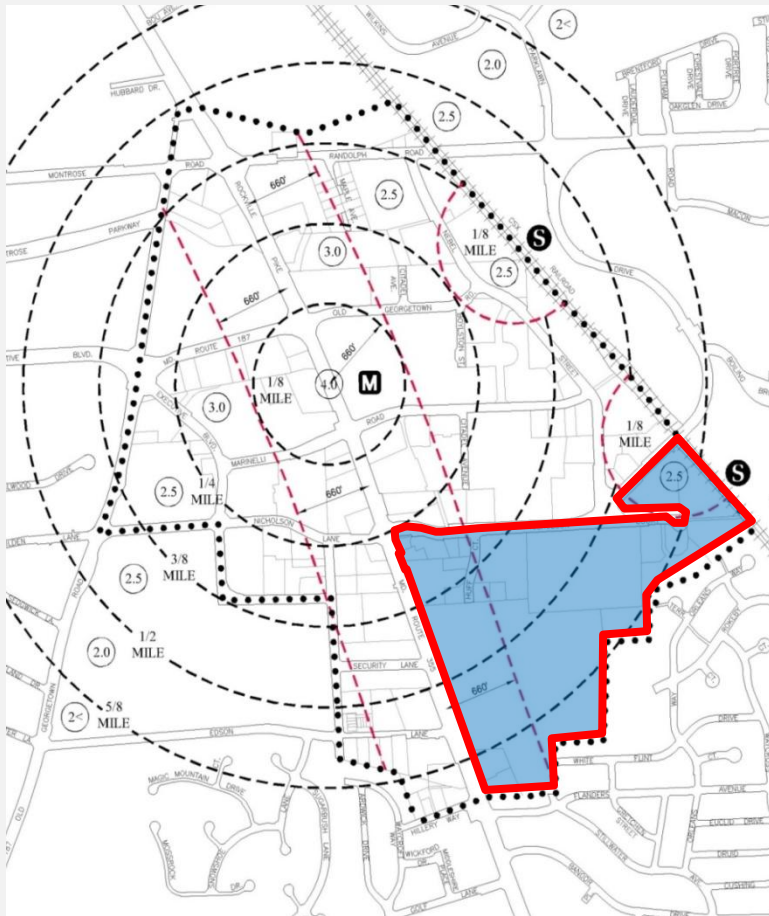
White Flint Sector Plan

white flint mall district



White Flint Sector Plan

white flint mall district



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

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

plan recommendation: 2-2.5 FAR

White Flint Sector Plan

white flint mall district



White Flint Sector Plan

white flint mall district



White Flint Sector Plan

white flint mall

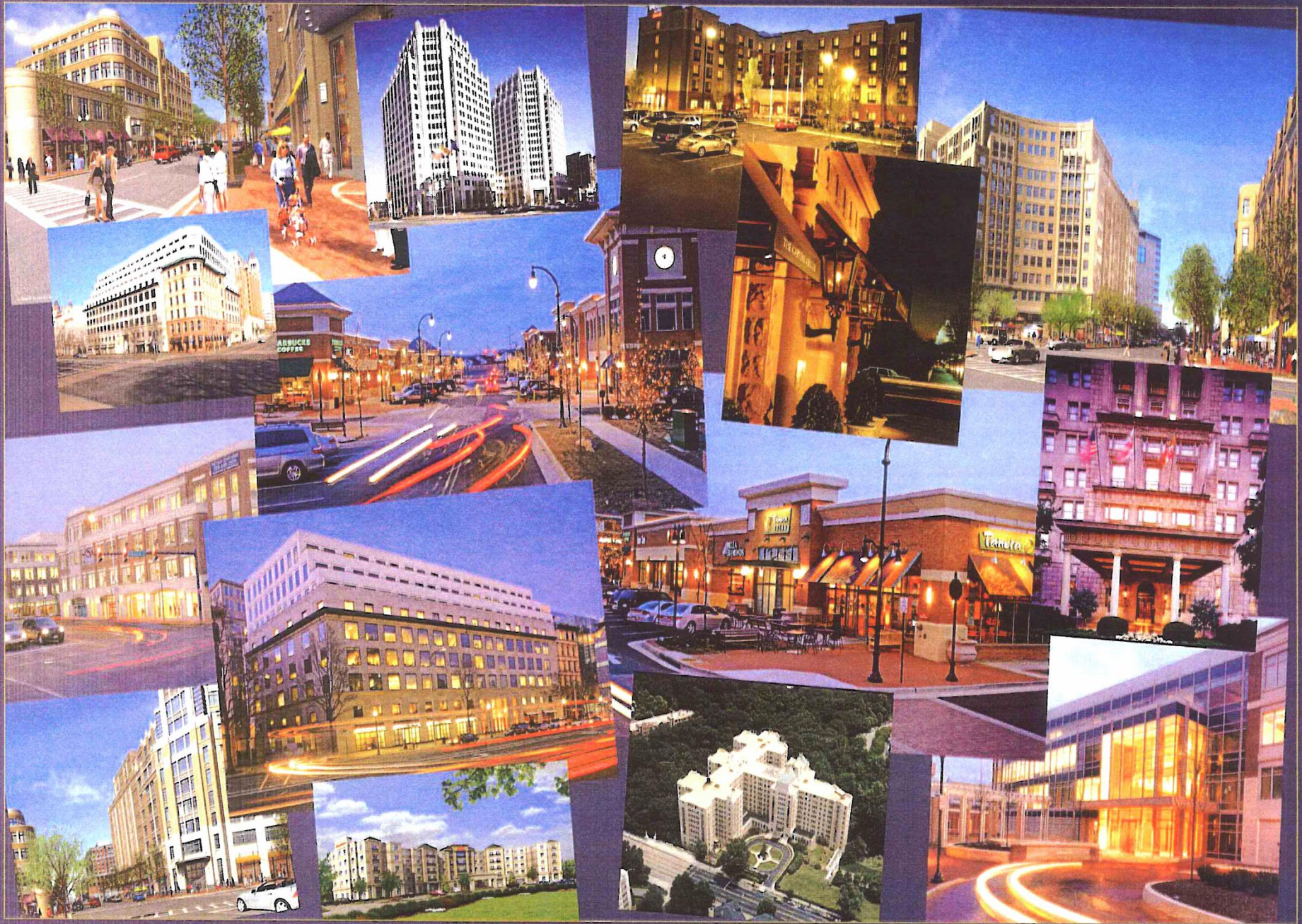


White Flint Sector Plan

white flint mall district



**the following slides are for the
fitzgerald properties**



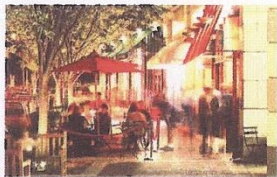
White Flint Sector Plan Testimony - 3/5/09

Fitzgerald/Saul Development Sites

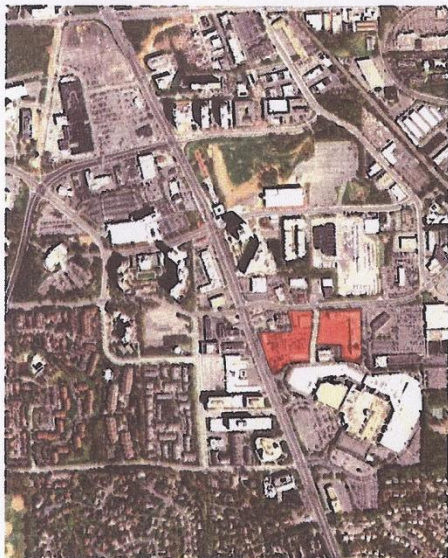
Corporate Gateway Site

Nicholson Site





HUFF COURT RETAIL STREETSCAPE




CONTEXT PLAN

IN NEGOTIATION WITH
LAND OWNER TO PURCHASE SITE
CORPORATE GATEWAY

TABULATION

Hotel:	150,000 sf
Neighborhood Retail:	80,000 sf
Class A Office:	536,000 sf

ADJACENT PROPERTY 

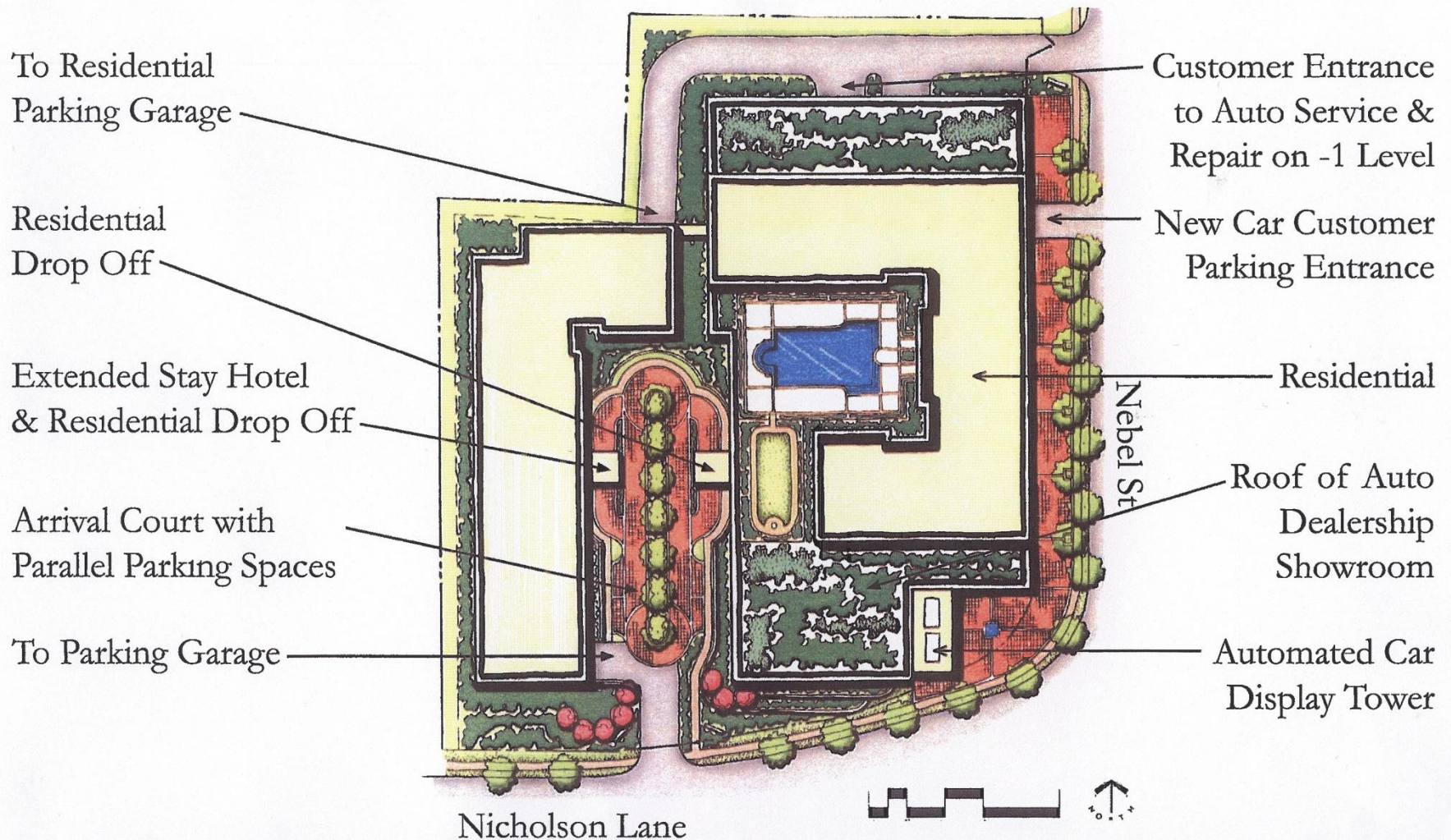


SITE PLAN

Land *Design*

CORPORATE GATEWAY
FITZGERALD / SAUL PROPOSAL | NORTH BETHESDA

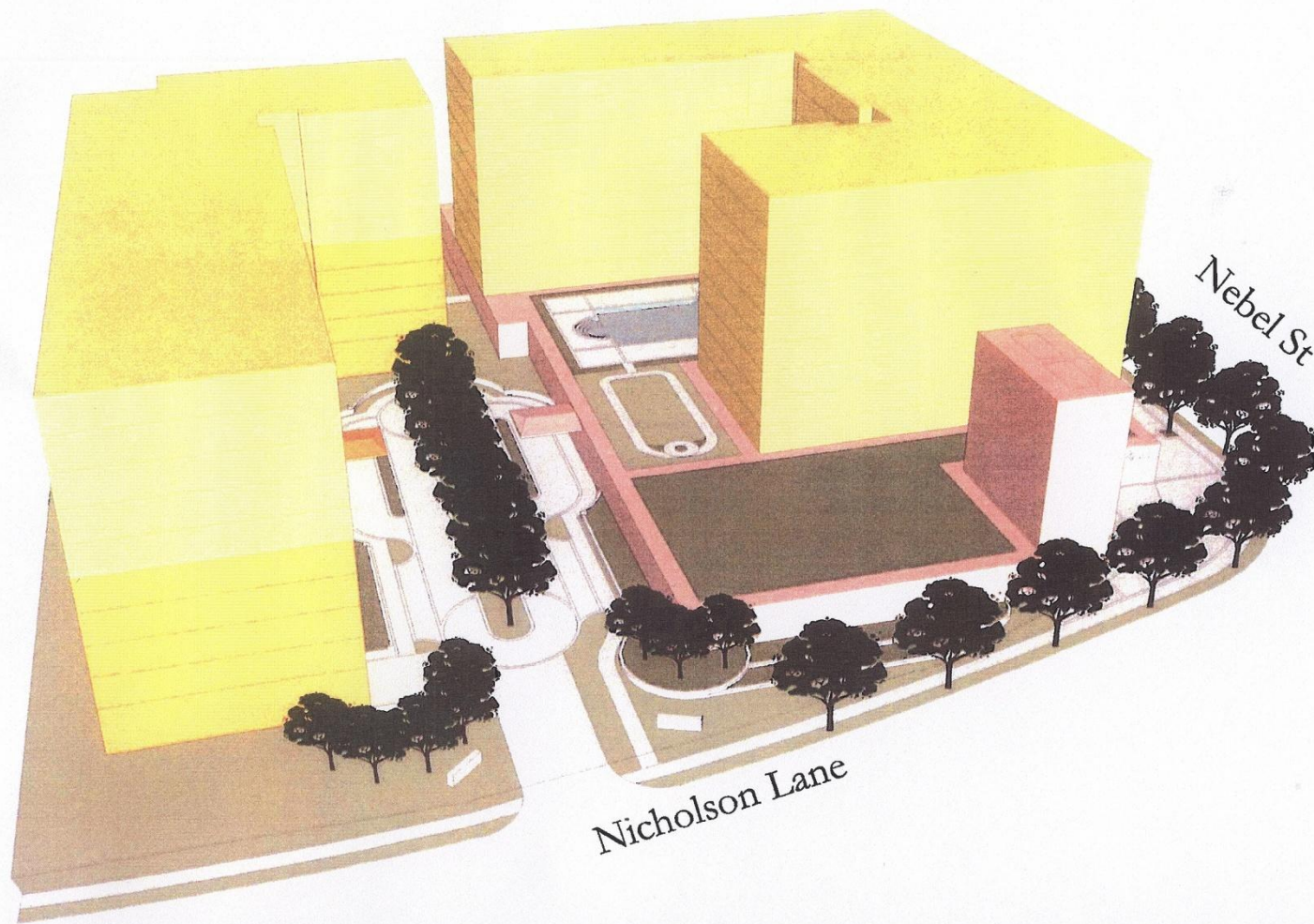
B.F. SAUL COMPANY



B. F. SAUL COMPANY

Lifestyle Residential Option A—Dealership

Plan View



B. F. SAUL COMPANY

Lifestyle Residential Option A—Dealership

3-D View

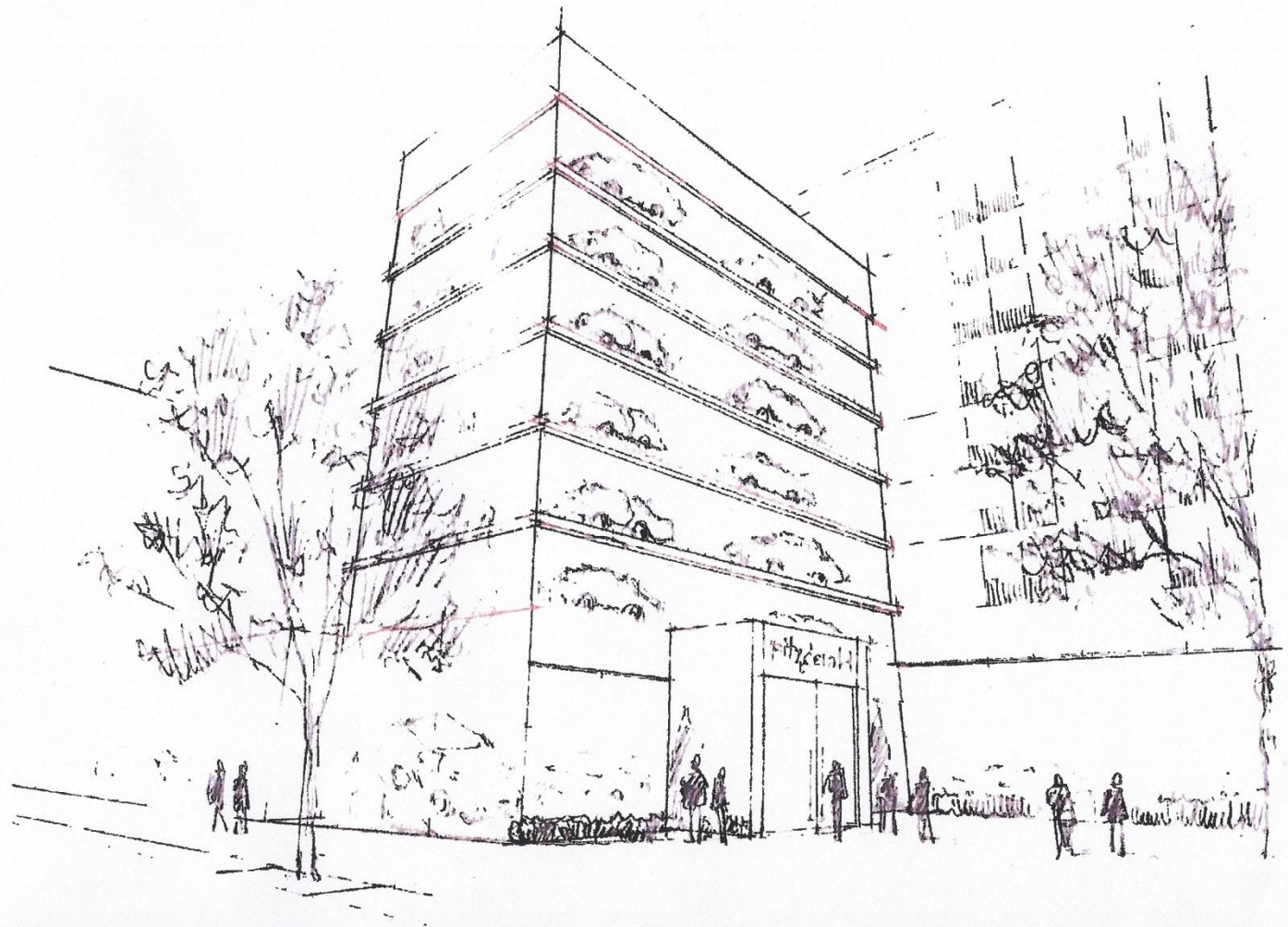


Land

FITZGERALD / SAUL PROPOSAL

CORPORATE GATEWAY | NORTH BETHESDA

B.F. SAUL COMPANY



B. F. SAUL COMPANY

Lifestyle Residential Option A—Dealership

Car Tower

next presentation is the eisinger property

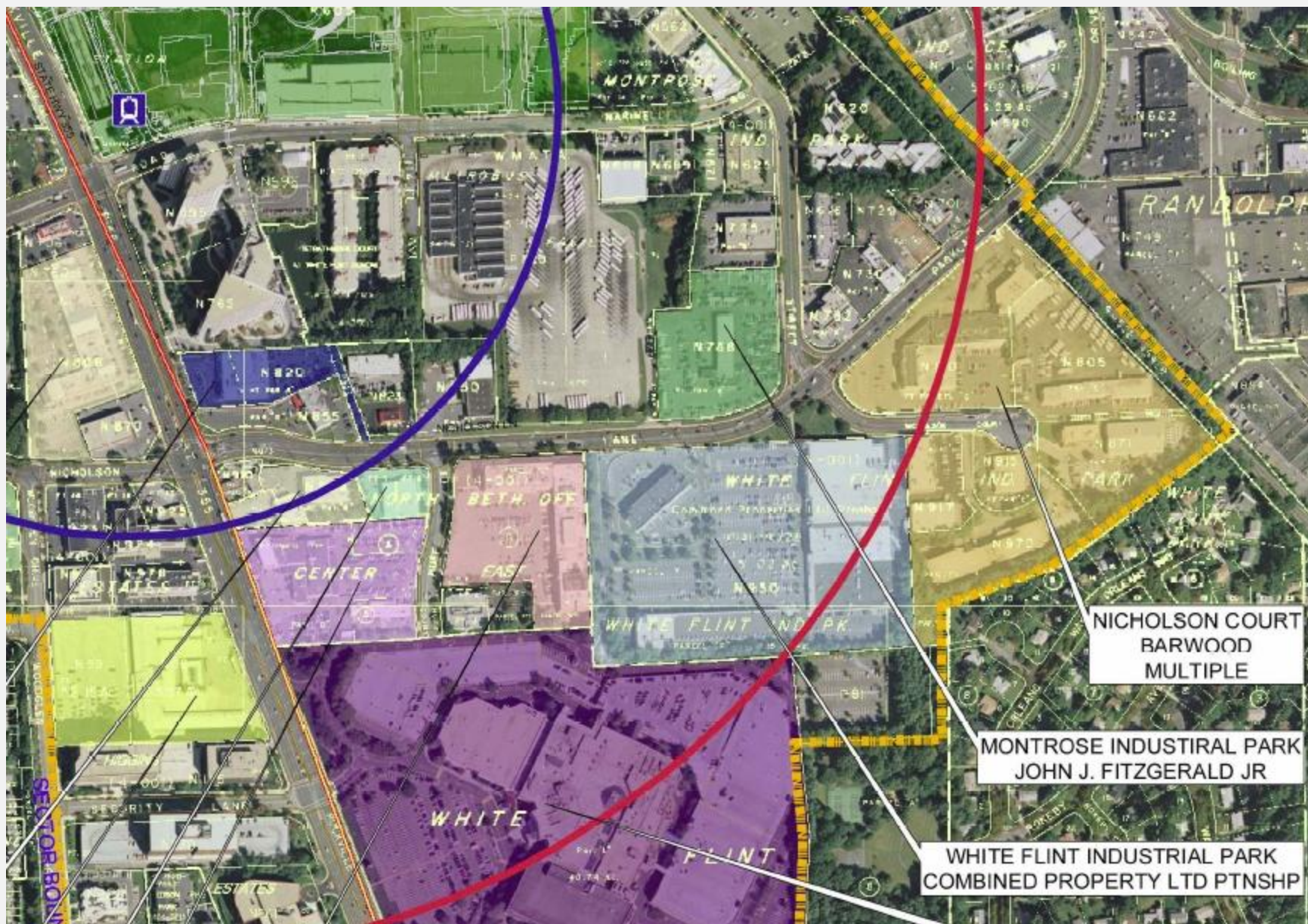
next presentation is the nicholson lane properties
perry berman

**the following slides are for the
nicholson court properties**

Nicholson Court

Our project serves 3 sector plan objectives:

1. **Transit.** If you put the MARC station *here*, you will actually get a MARC station.
2. **Green.** Today our 17-1/2 acres are 100% impervious. Redeveloped it will be at least 20% green space.
3. **Residential.** A residential enclave with some mixed use – an attractive urban neighborhood.



NICHOLSON COURT
BARWOOD
MULTIPLE

MONTROSE INDUSTRIAL PARK
JOHN J. FITZGERALD JR

WHITE FLINT INDUSTRIAL PARK
COMBINED PROPERTY LTD PTNSHP

SECTOR BOUNDARY





1 inch equals 100 feet
Not to scale. All dimensions are approximate.

ILLUSTRATIVE LAYOUT PLAN - ALTERNATE 1
NICHOLSON CT
 MONTGOMERY COUNTY, MARYLAND

200 100 0 100 200 Feet

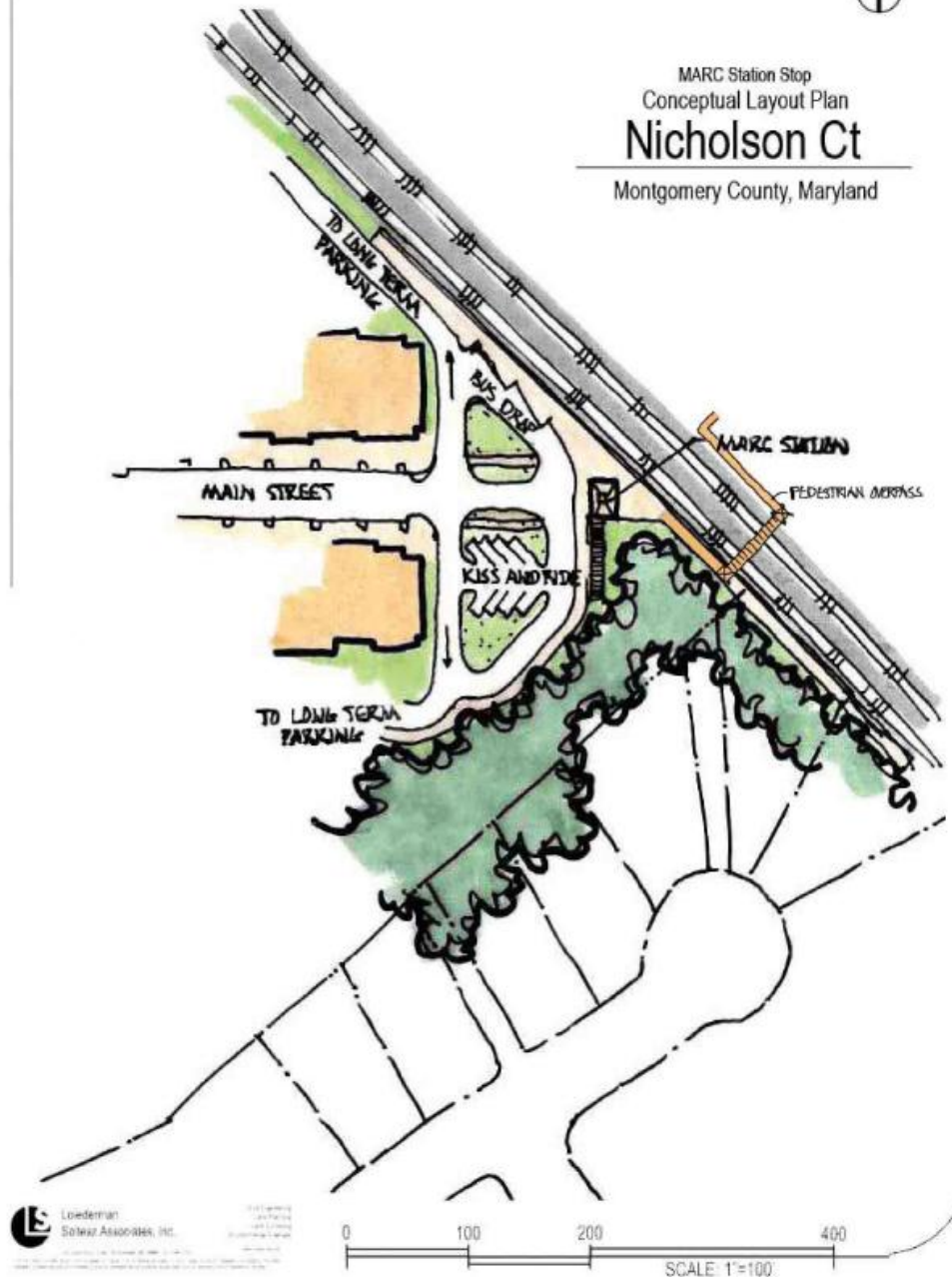


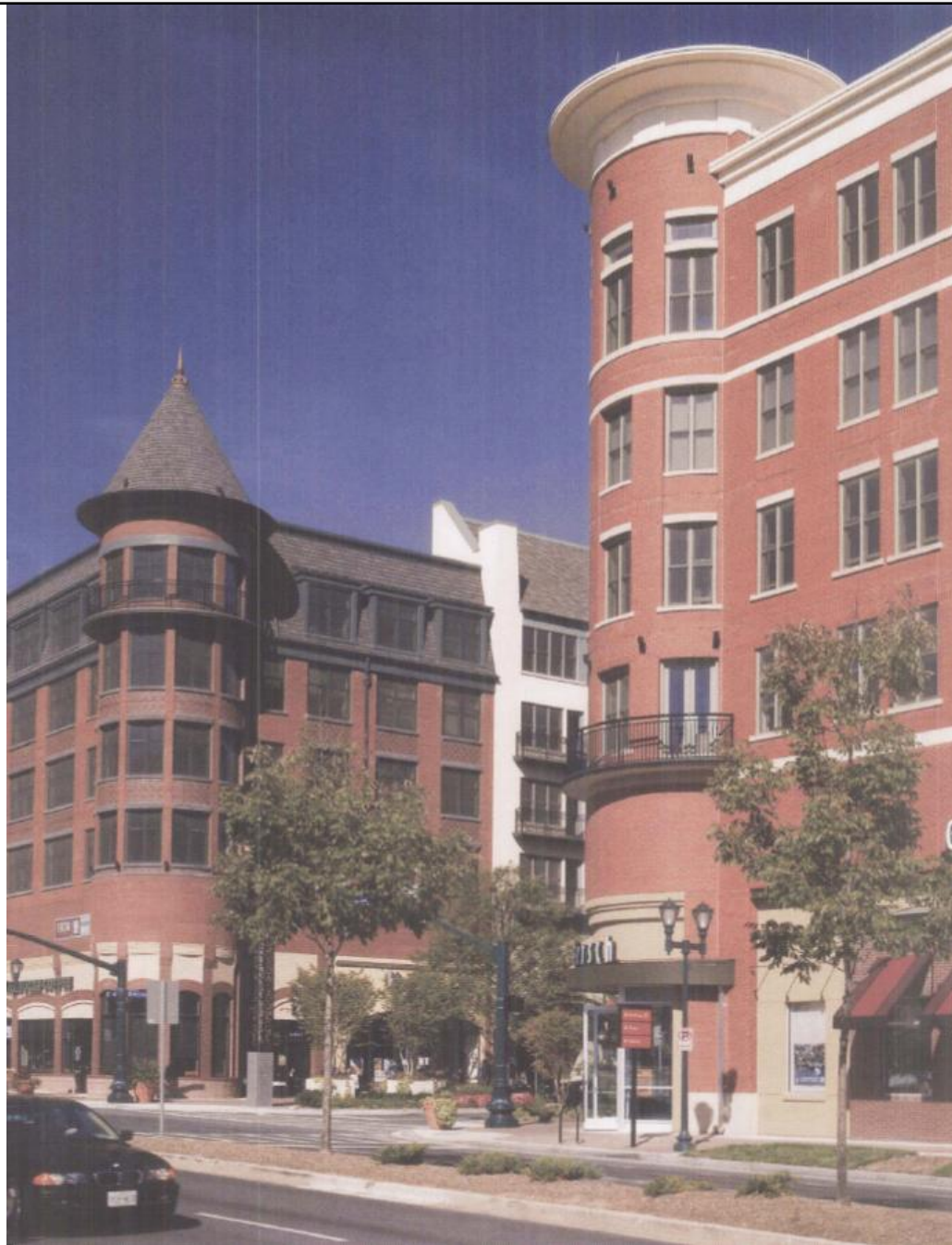
Loiederman
 Soltz Associates, Inc.

2 Research Place Rockville, Maryland 20850
 p. 301.940.2199 f. 301.940.9667



MARC Station Stop
Conceptual Layout Plan
Nicholson Ct
Montgomery County, Maryland





Current Draft vs. Our Proposal

<i>Draft (p. 45) :</i> “a residential enclave with local services”	We agree.
“a candidate for the MARC station”	Place the future MARC station here.
“Rezone the entire block to the TMX zone”	We agree.

Current Draft vs. Our Proposal

Draft (pp. 27-28):

FAR 2.5 if MARC station
is located here.

Without a MARC station,
FAR 2.0 on western
portion and FAR 2.0 or
less on eastern portion

We need FAR 2.5

Our ability to meet exactions and design guidelines

At FAR 2.5 we *believe* we can provide:

60% residential (probably more)

12.5% MPDUs

BLTs or 10% workforce housing (not both)

20% pervious area/green space

20% public use space

Structured parking

Nicholson Court

Our project serves 3 sector plan objectives:

1. **Transit.** If you put the MARC station *here*, you will actually get a MARC station.
2. **Green.** Today our 17-1/2 acres are 100% impervious. Redeveloped it will be at least 20% green space.
3. **Residential.** A residential enclave with some mixed use – an attractive urban neighborhood.

Contact Information

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Venable, LLP

(301) 466-0715 (cell)

dpberlage@venable.com

the following slides are for the white flint mall property

White Flint Mall

White Flint Sector Plan

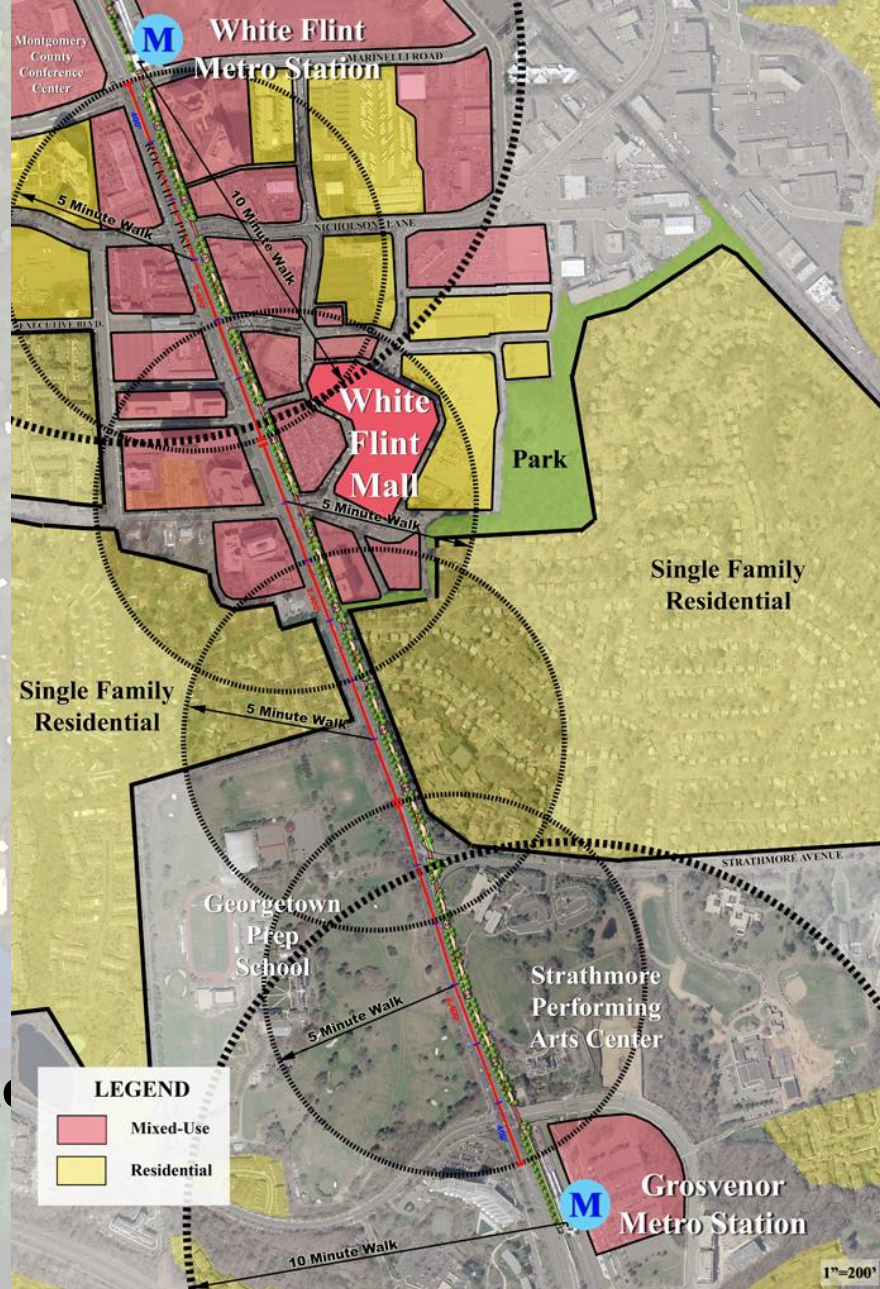
March 19, 2009



WHITE FLINT


THE TOWER COMPANIES

 LERNER



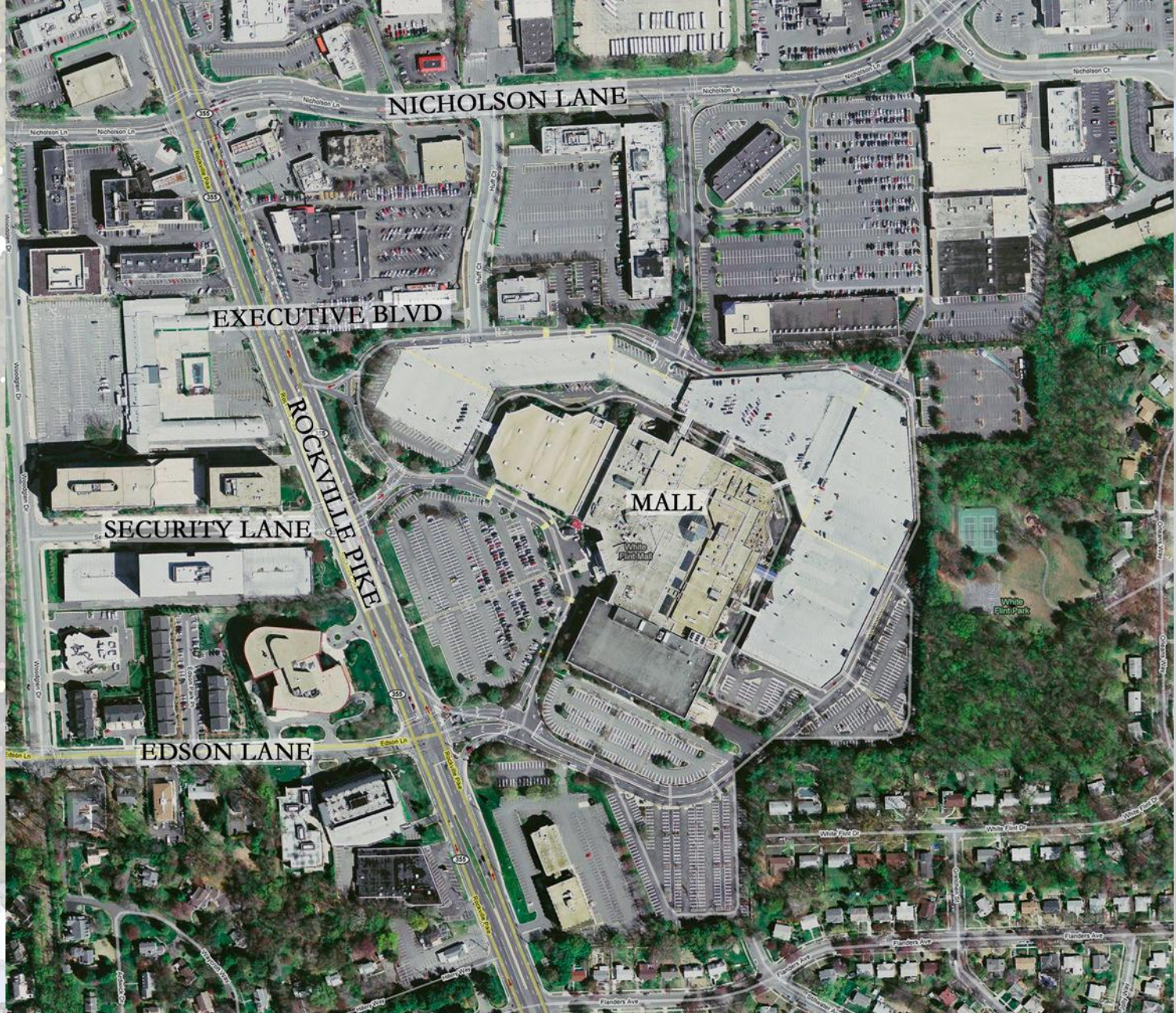
Sect



WHITE FLINT


THE TOWER COMPANIES

 LERNER

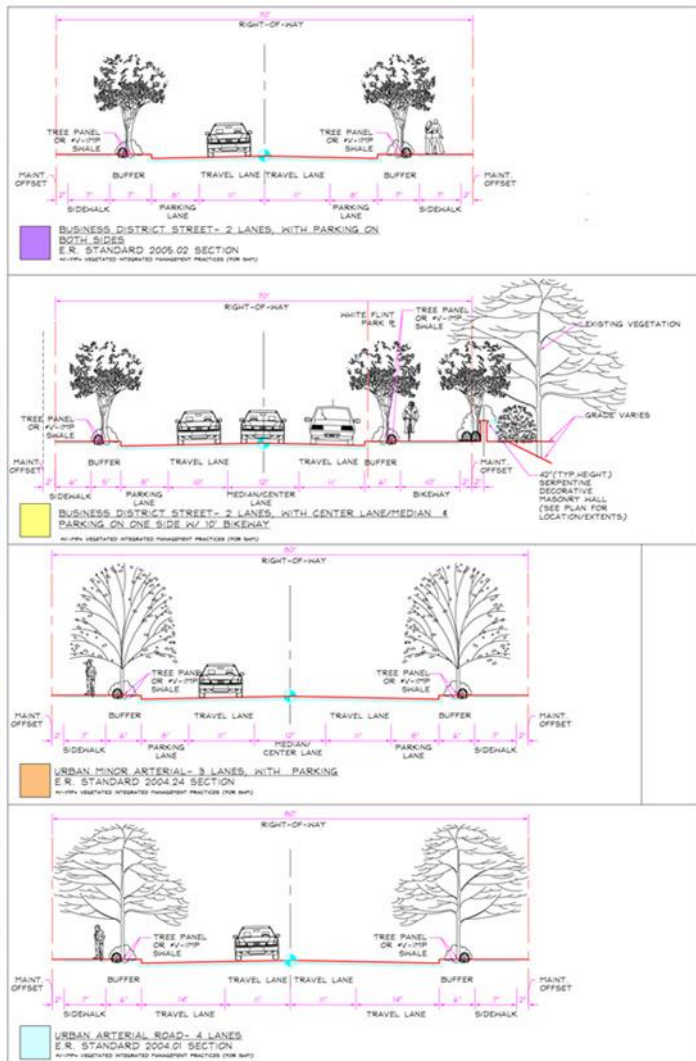


WHITE FLINT

Existing Mall and Plaza Plan


THE TOWER COMPANIES

 LERNER



WHITE FLINT QUADRANT
SCHEMATIC TRUNK ROAD GEOMETRY & TYPICAL CROSS SECTIONS

REV. 03/12/09

RODGERS CONSULTING

Rodgers Consulting, Inc.
1000 North 17th Street, Suite 200
Arlington, VA 22209
703.261.1100
www.rodgersconsulting.com



WHITE FLINT

Road Sections

THE TOWER COMPANIES

LERNER

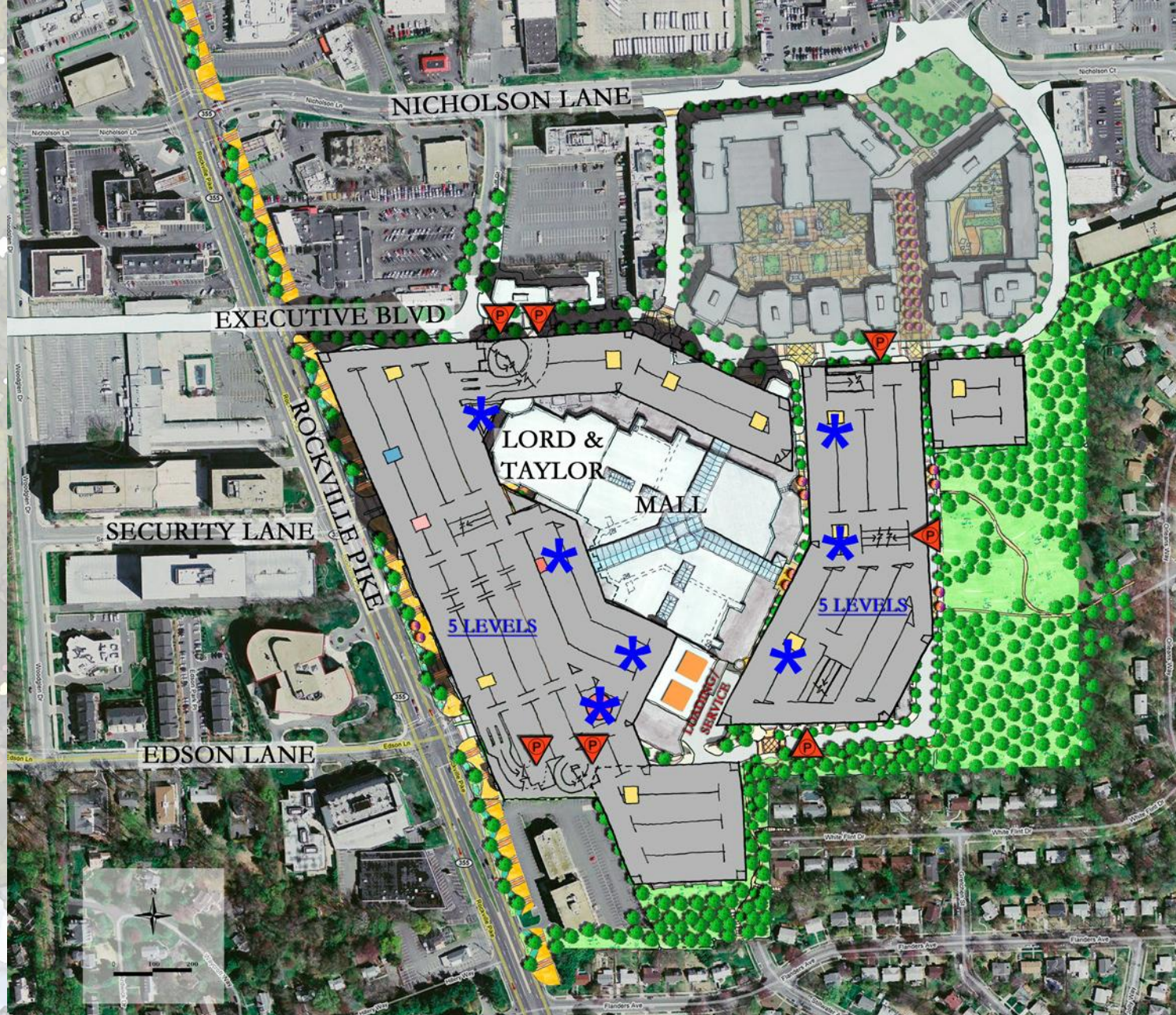


WHITE FLINT

2009 Mall and Plaza Plan


THE TOWER COMPANIES

 LERNER

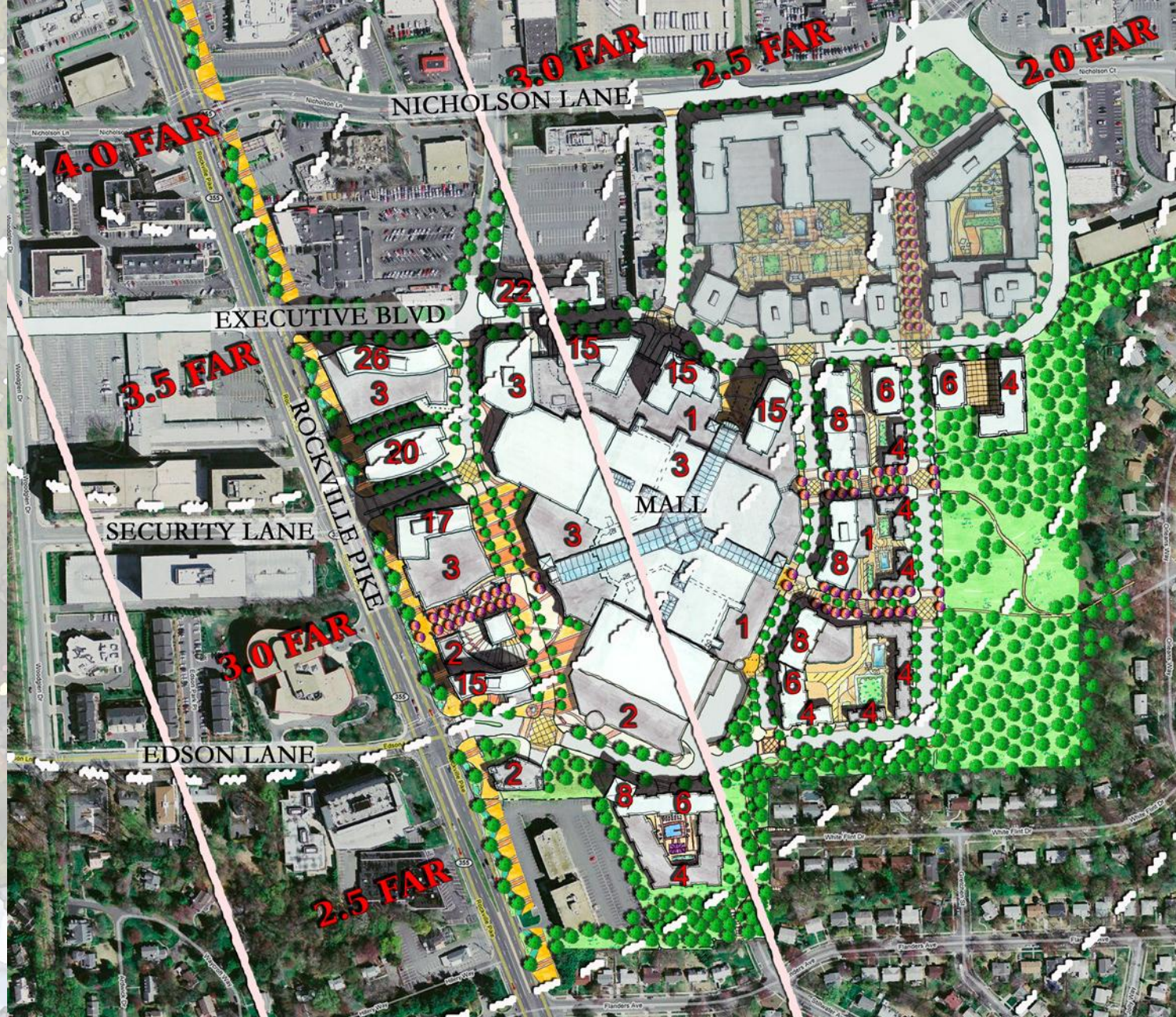


WHITE FLINT

2009 Mall and Plaza Parking Access Plan


THE TOWER COMPANIES

 LERNER

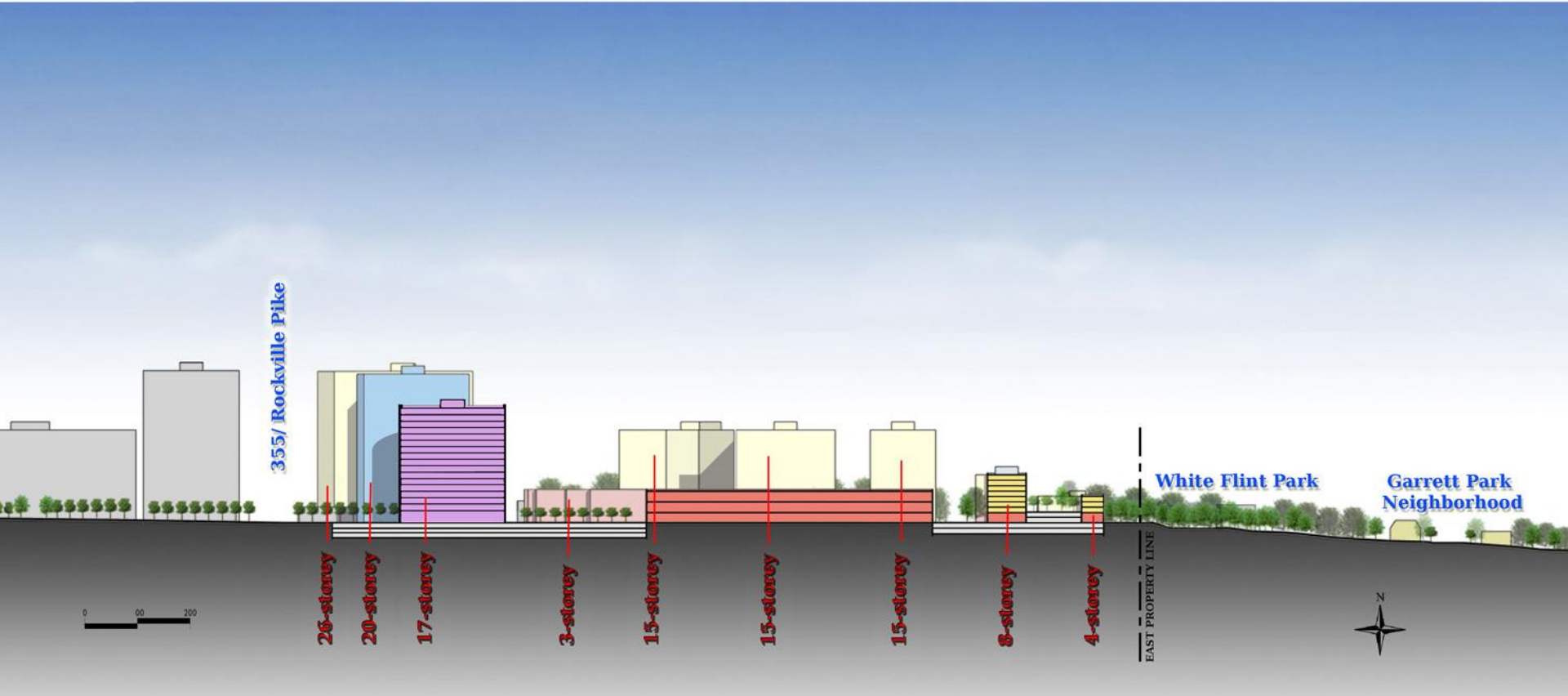


WHITE FLINT

Building Density and Heights

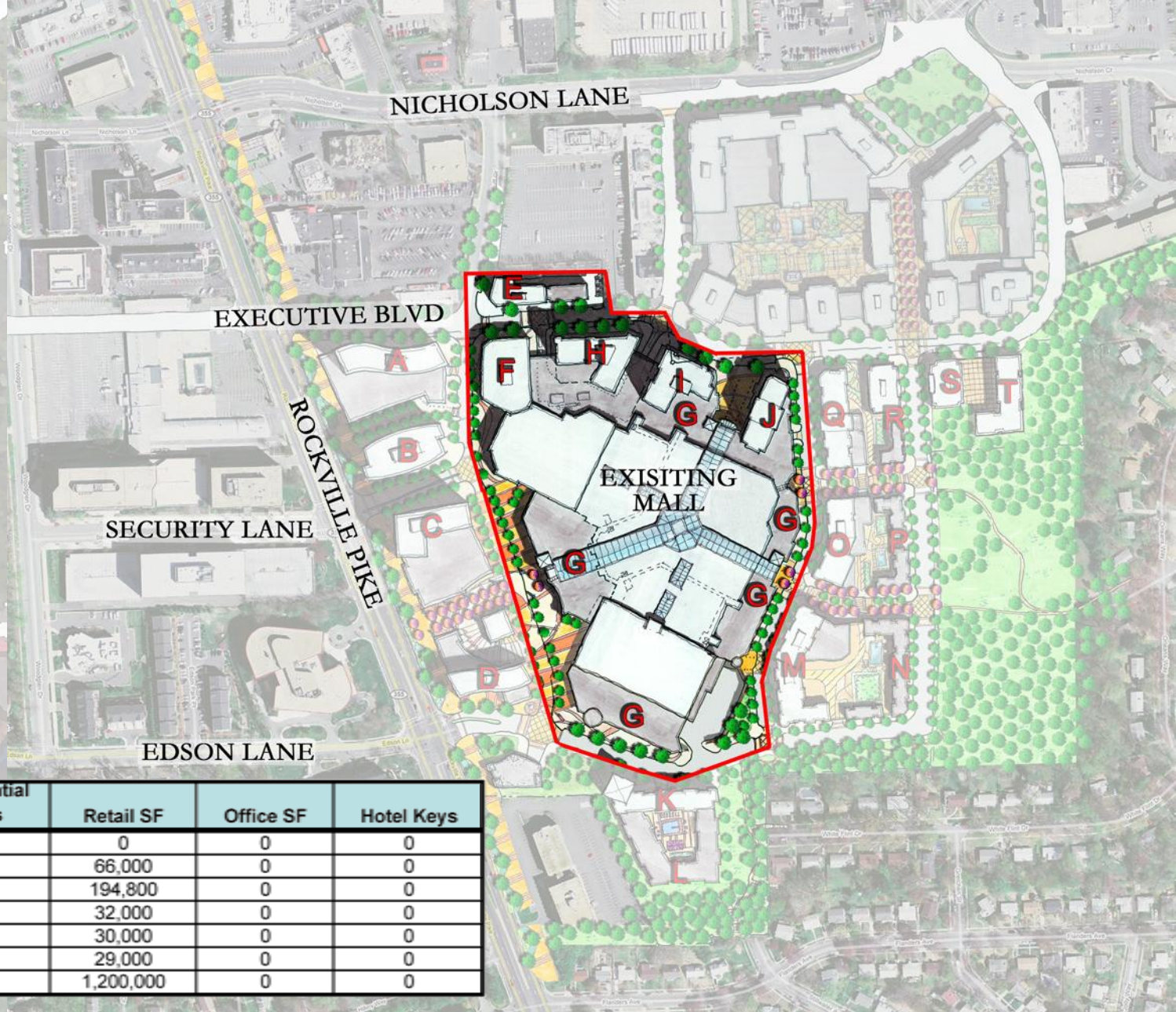

THE TOWER COMPANIES

 LERNER





Building Number	Residential Units	Retail SF	Office SF	Hotel Keys
A	446	42,000	0	0
B	0	20,000	456,000	0
C	0	40,000	0	552
D	307	24,000	0	0



Building Number	Residential Units	Retail SF	Office SF	Hotel Keys
E	282	0	0	0
F	0	66,000	0	0
G	0	194,800	0	0
H	371	32,000	0	0
I	186	30,000	0	0
J	167	29,000	0	0
Existing Mall	0	1,200,000	0	0



Building Number	Residential Units	Retail SF	Office SF	Hotel Keys
K	167	0	0	0
L	139	0	0	0
M	168	23,720	0	0
N	86	0	0	0
O	104	14,920	0	0
P	46	0	0	0
Q	118	8,800	0	0
R	51	0	0	0
S	61	0	0	0
T	30	0	0	0

Building Number	Residential Units	Retail SF	Office SF	Hotel Keys
A	446	42,000	0	0
B	0	20,000	456,000	0
C	0	40,000	0	552
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I	186	30,000	0	0
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K	167	0	0	0
L	139	0	0	0
M	168	23,720	0	0
N	86	0	0	0
O	104	14,920	0	0
P	46	0	0	0
Q	118	8,800	0	0
R	51	0	0	0
S	61	0	0	0
T	30	0	0	0

Total White Flint Mall Property	
Office GSF	456,000
Retail GSF	1,725,240
Residential GSF	2,865,925
Dwelling Units	2,729
Hotel GSF	345,000
Hotel Keys	552
Total Acreage	44
Total GSF (new and existing)	5,392,165
Total FAR	2.8

Obstacles to Development

Public Hearing Draft

- Density (approximately 2.25 FAR) is too low to enable redevelopment
- Building heights overall are too low to accommodate density
- School site proposal is not appropriate for this site
- BLT component of TMX zone (as currently drafted)



WHITE FLINT


THE TOWER COMPANIES

 LERNER

Obstacles to Development

Public Hearing Draft

- Requirement for 20% pervious surfaces
- Requirement for 20% on-site power generation
- Requirement for 30% tree canopy
- Requirement for private open space for every individual residential unit



WHITE FLINT


THE TOWER COMPANIES

 LERNER

Proposed Corrective Measures

- Density based on ellipse concept to yield 2.8 FAR overall for Mall property
- Building height based on ellipse concept to cluster building heights on the western, northern and central parts of the Mall property
- School site located at former Rocking Horse Elementary School or Tilden Middle School sites



WHITE FLINT


THE TOWER COMPANIES

 LERNER

Proposed Corrective Measures

- Revise BLT component to be one of several exaction choices for redevelopment projects
- Remove or modify environmental mandates regarding pervious surfaces, on-site power generation, tree canopy, and individualized units' private open space



WHITE FLINT


THE TOWER COMPANIES

 LERNER

Support Key Sector Plan Positions of Collaborative

- District approach to infrastructure financing, Sector Plan implementation
- Staging that promotes Rockville Pike reconstruction in the early stages and long term certainty for property owners' redevelopments
- Traffic policy decisions which promote Sector Plan implementation—Metro Station Policy Area designation; cordon line analyses; modification or removal of PAMR



WHITE FLINT


THE TOWER COMPANIES

 LERNER

Support Key Sector Plan Positions of Collaborative

- User friendly and practical road sections for new Rockville Pike
- Reduced required parking ratios
- Flexible design guidelines



WHITE FLINT


THE TOWER COMPANIES

 LERNER

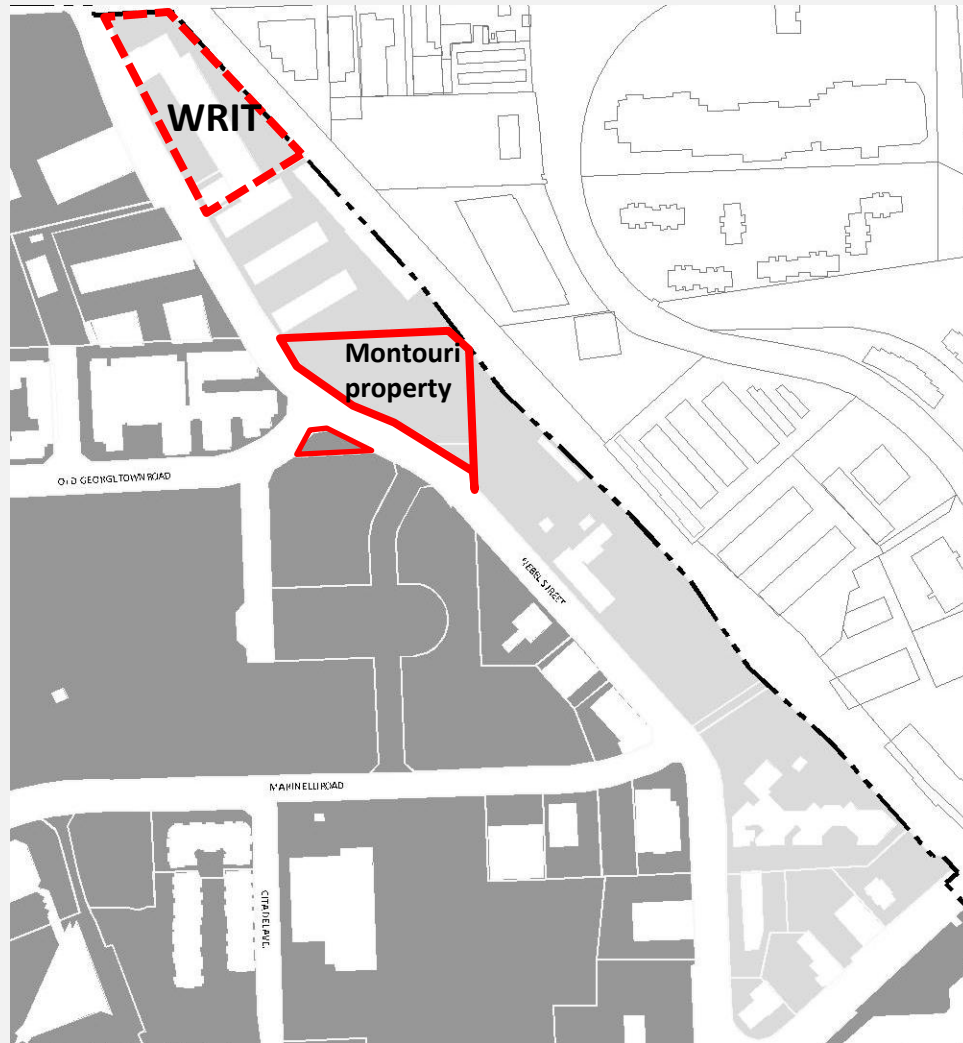
White Flint Sector Plan

nebel corridor district



White Flint Sector Plan

nebel corridor district

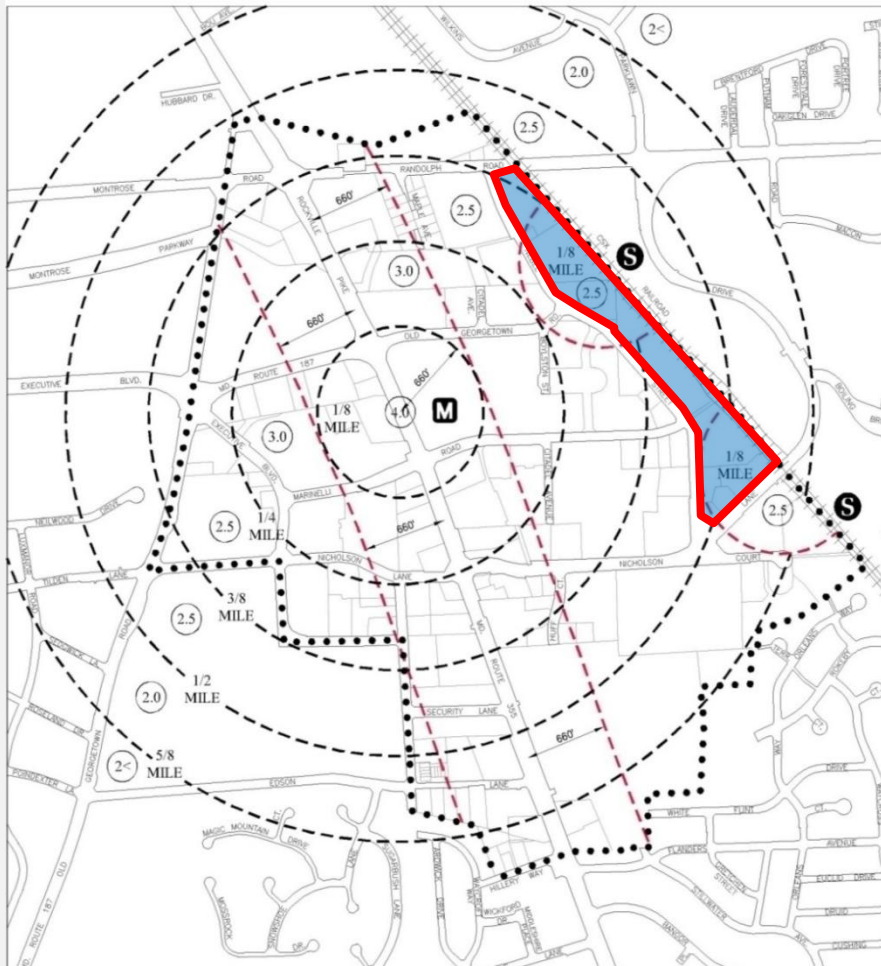


--- March 5, 2009
— March 19, 2009



White Flint Sector Plan

nebel corridor district



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

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

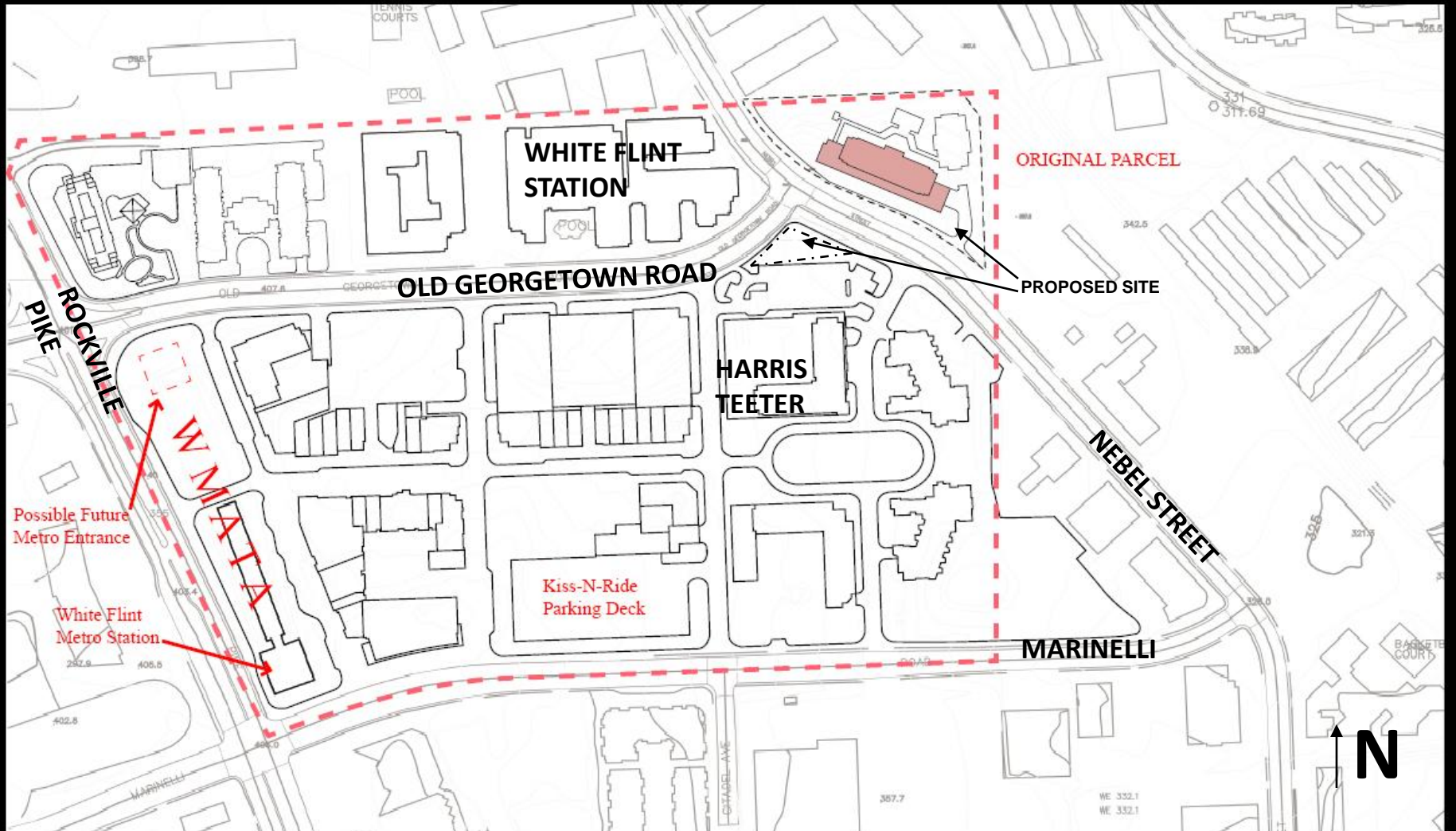
plan recommendation: 2-2.5 FAR

White Flint Sector Plan

nebel corridor district



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



ORIGINAL MONTOURI PROPERTY

PARCELS
362.414

iss

VOA



EXISTING SITE

isi

VOA



PROPOSED DEVELOPMENT

iss

VOA



PROPOSED DEVELOPMENT

ISS

VOA



NEBEL STREET SITE PLAN

PARCELS
362 . 414

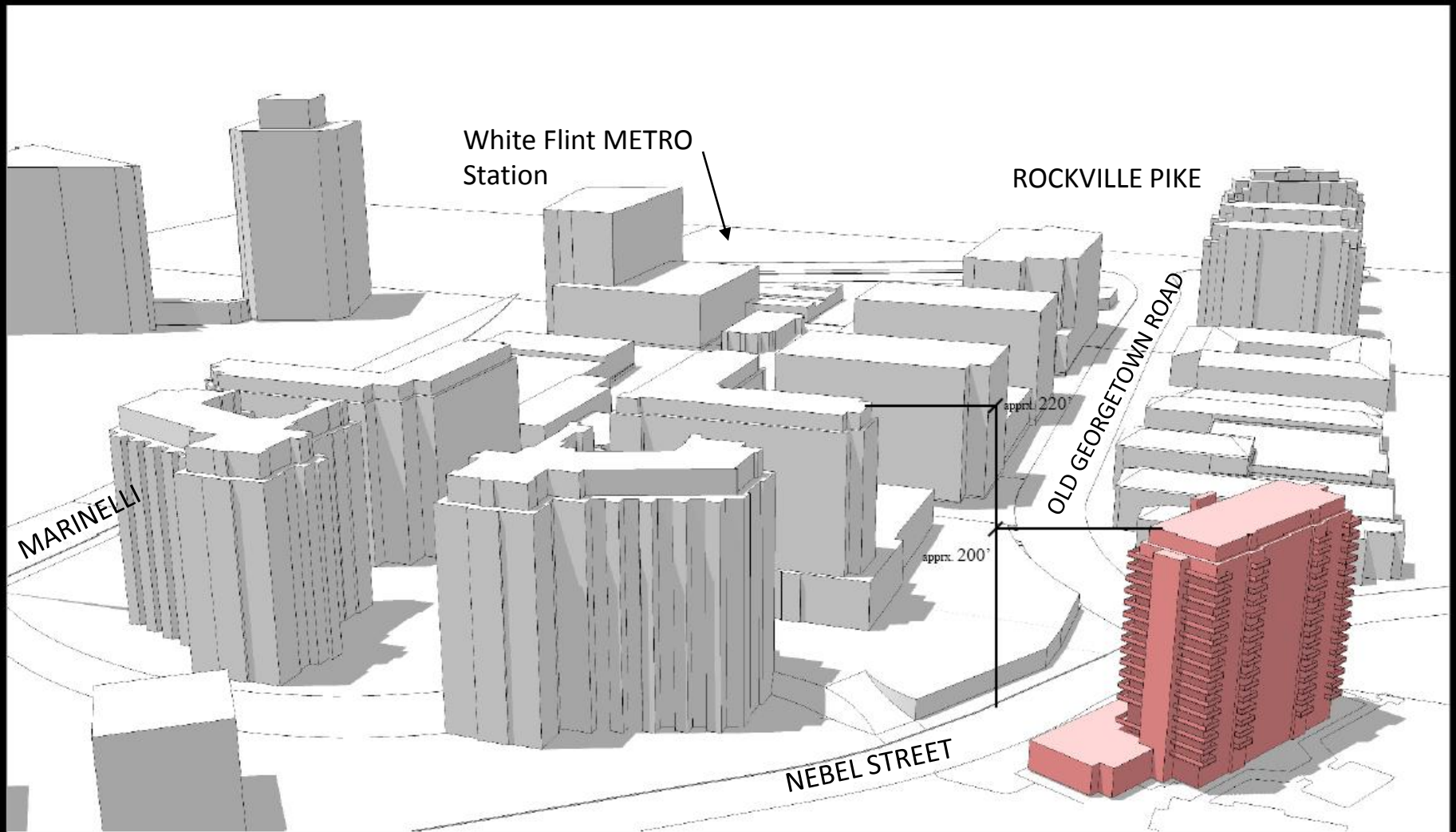
iss

VOA

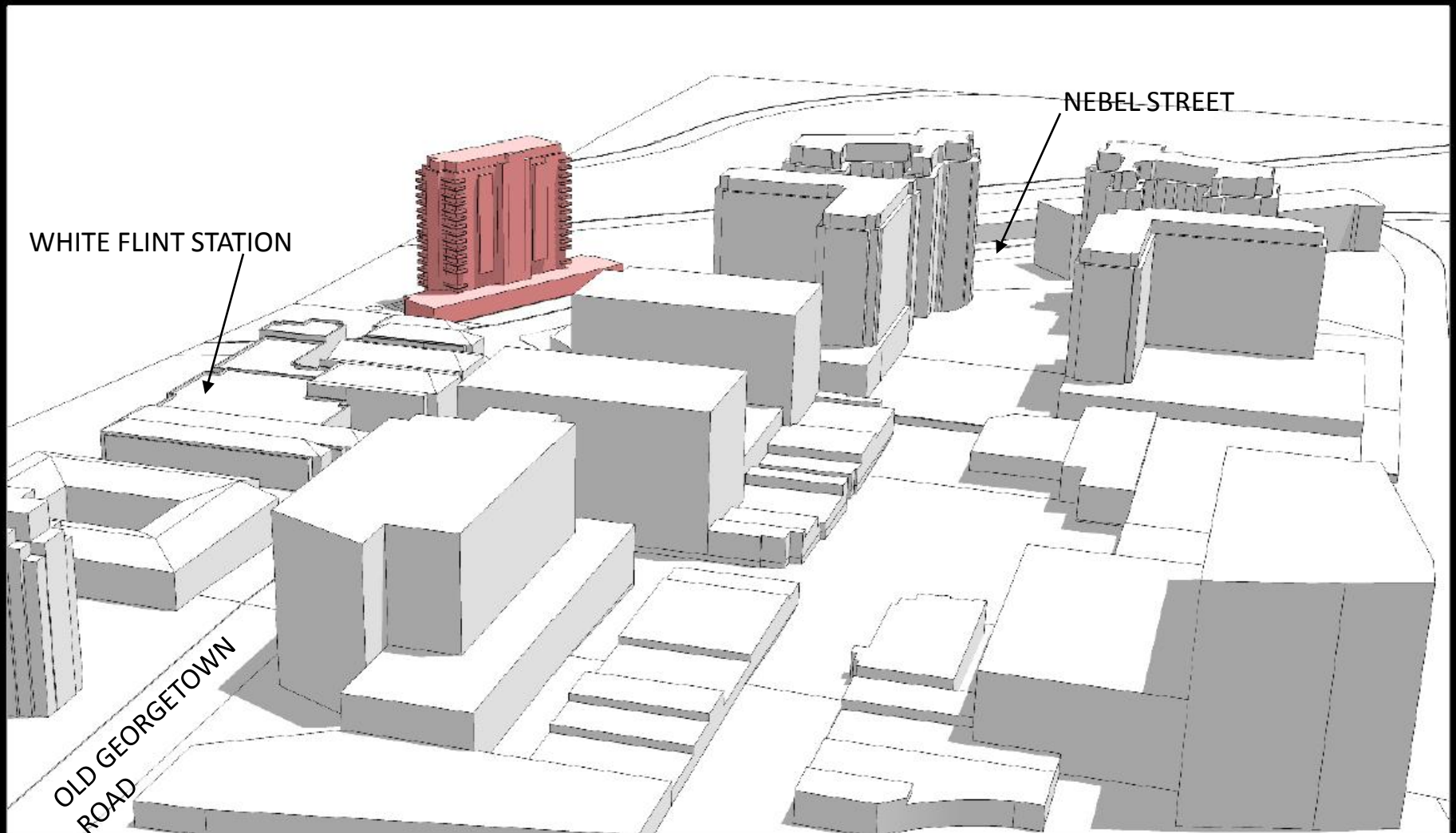
SITE DATA

1. Gross Tract Area: 2.689 Acres, as follows

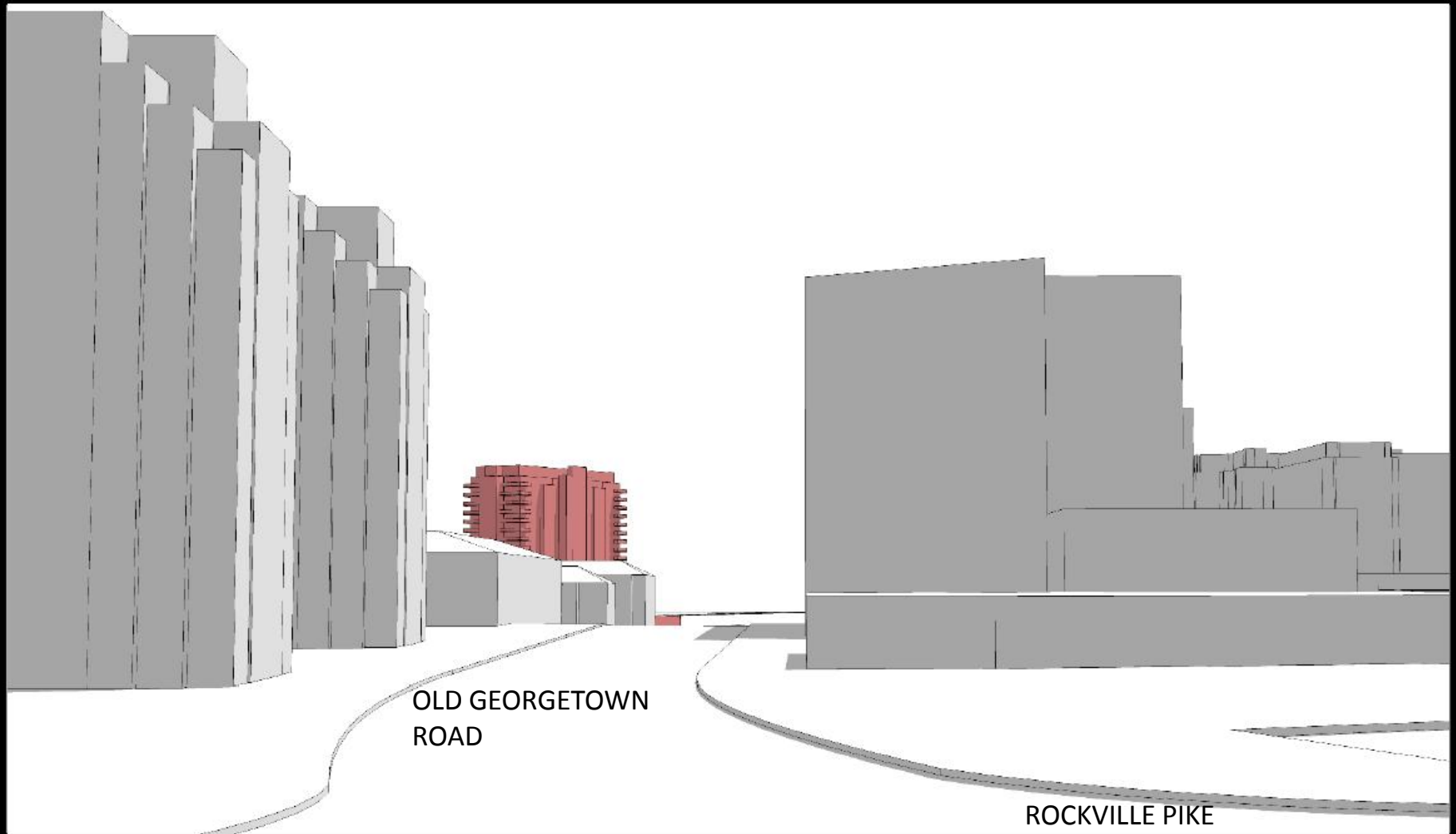
P362 = 2.409 ac.
P414 = 0.11 ac.
P394 = 0.17 ac.
(Per Tax Records)
2. Proposed Land Use: Residential - 300 Units
3. Proposed F.A.R.: 2.5 (292,800 sq.ft.)
4. Proposed Building Height: 200 Feet (20 Stories)
5. Proposed Building Coverage: 20% of Tract (23,500 sq.ft.)
6. Proposed Green Area: 20% Minimum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



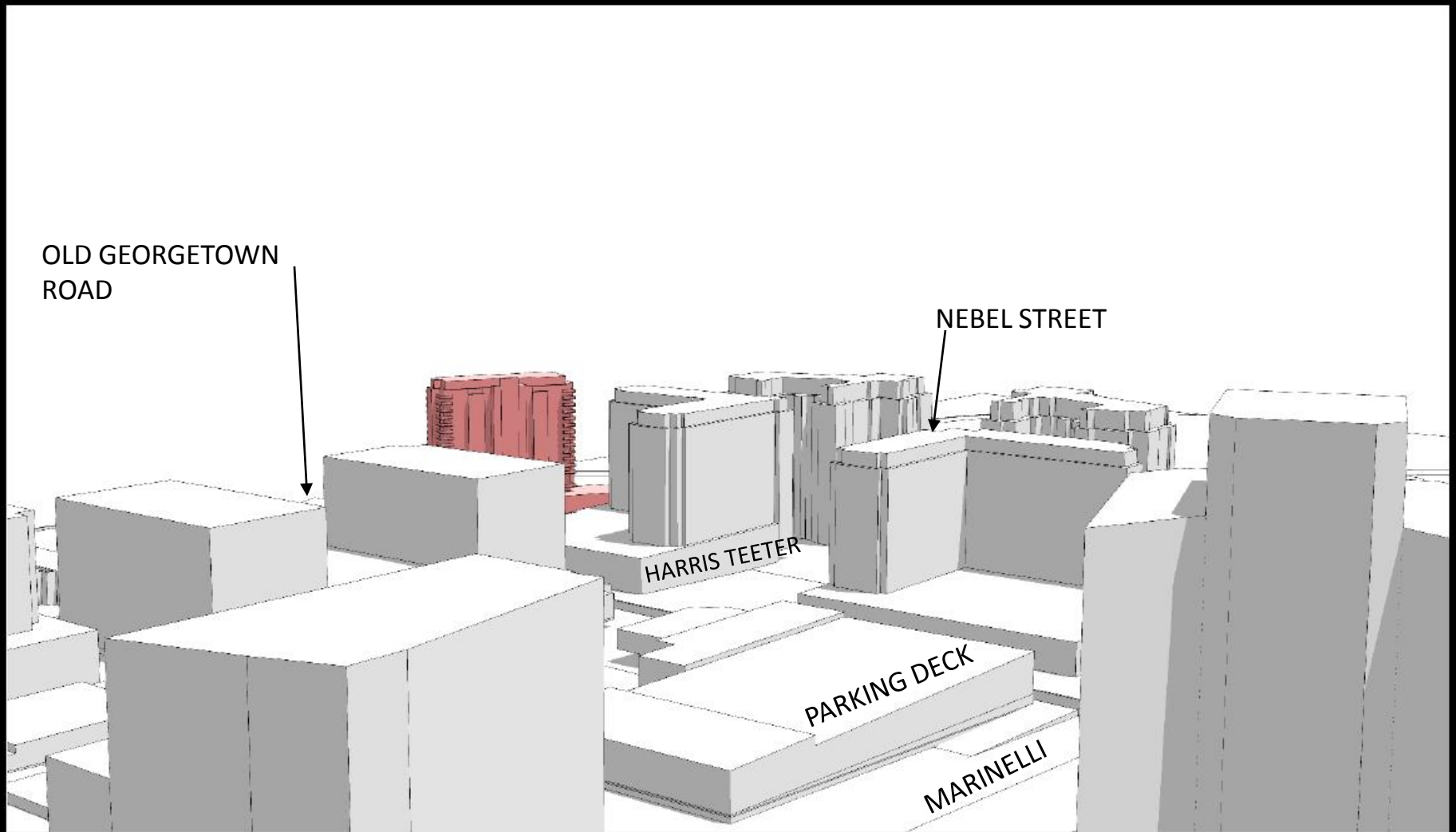
WSW Bird's Eye from behind Nebel Street



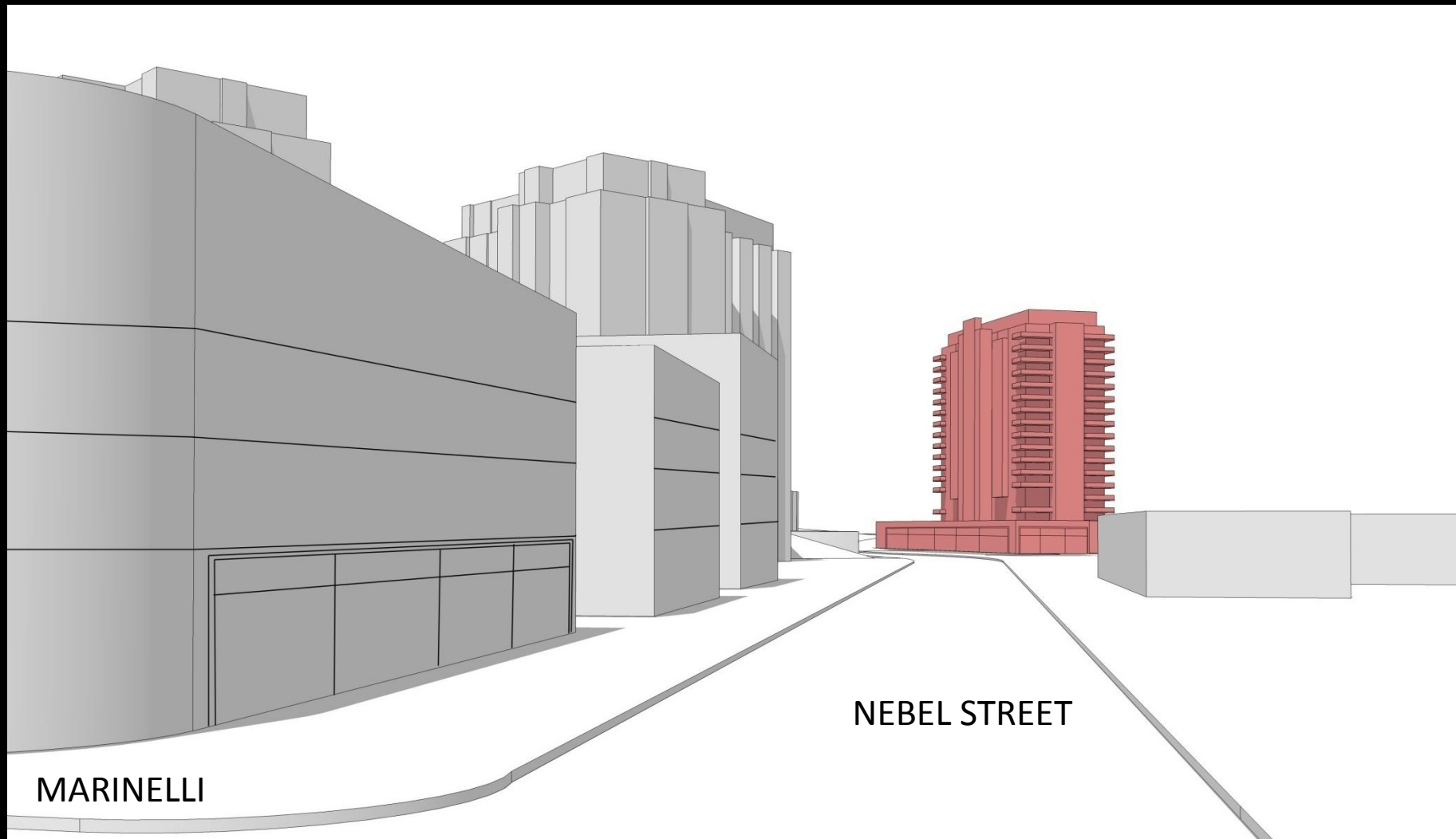
ENE Bird's Eye from Rockville Pike



Street Level Looking East on Old Georgetown Road



NE Bird's Eye from Rockville Pike



Street Level Looking North on Nebel Street

Draft - September 2008

8

VOA

White Flint Sector Plan

metro west district



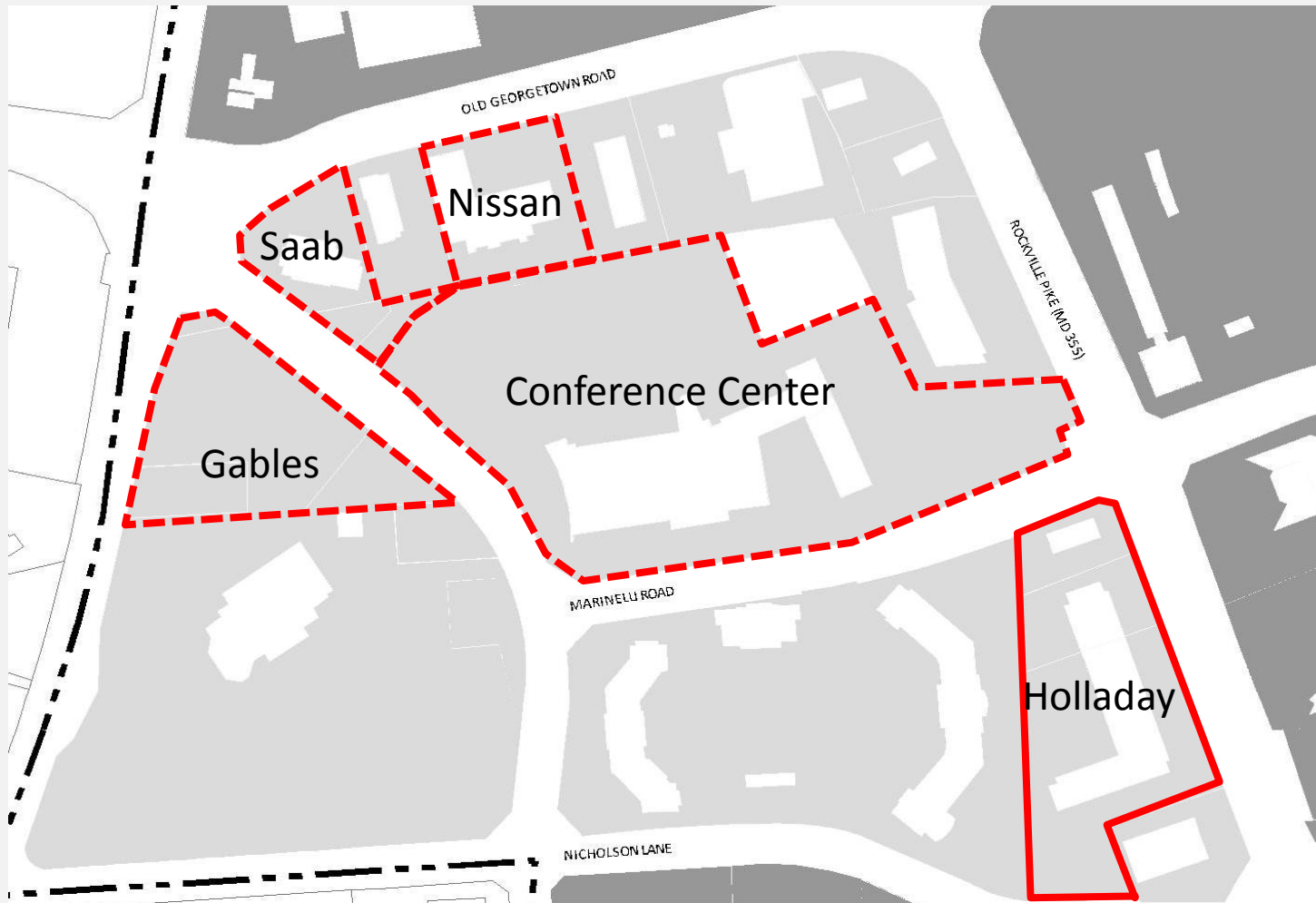
1. conference center

2. wall park

3. holladay

White Flint Sector Plan

metro west district

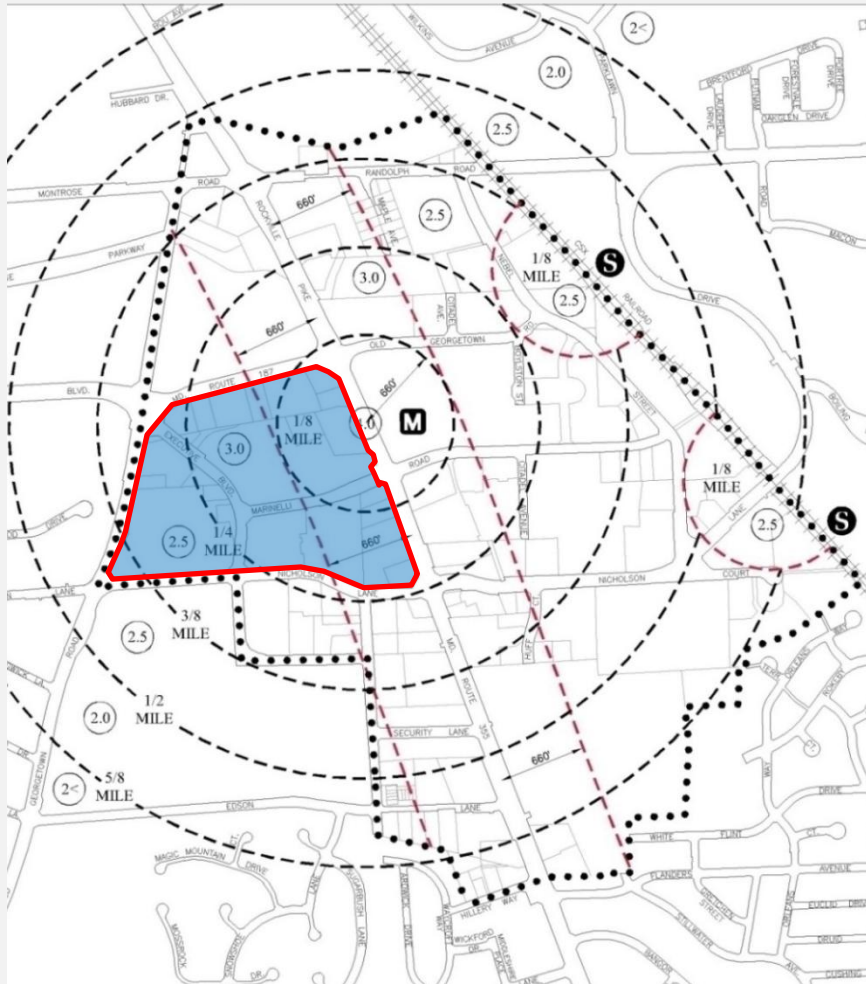


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White Flint Sector Plan

metro west district



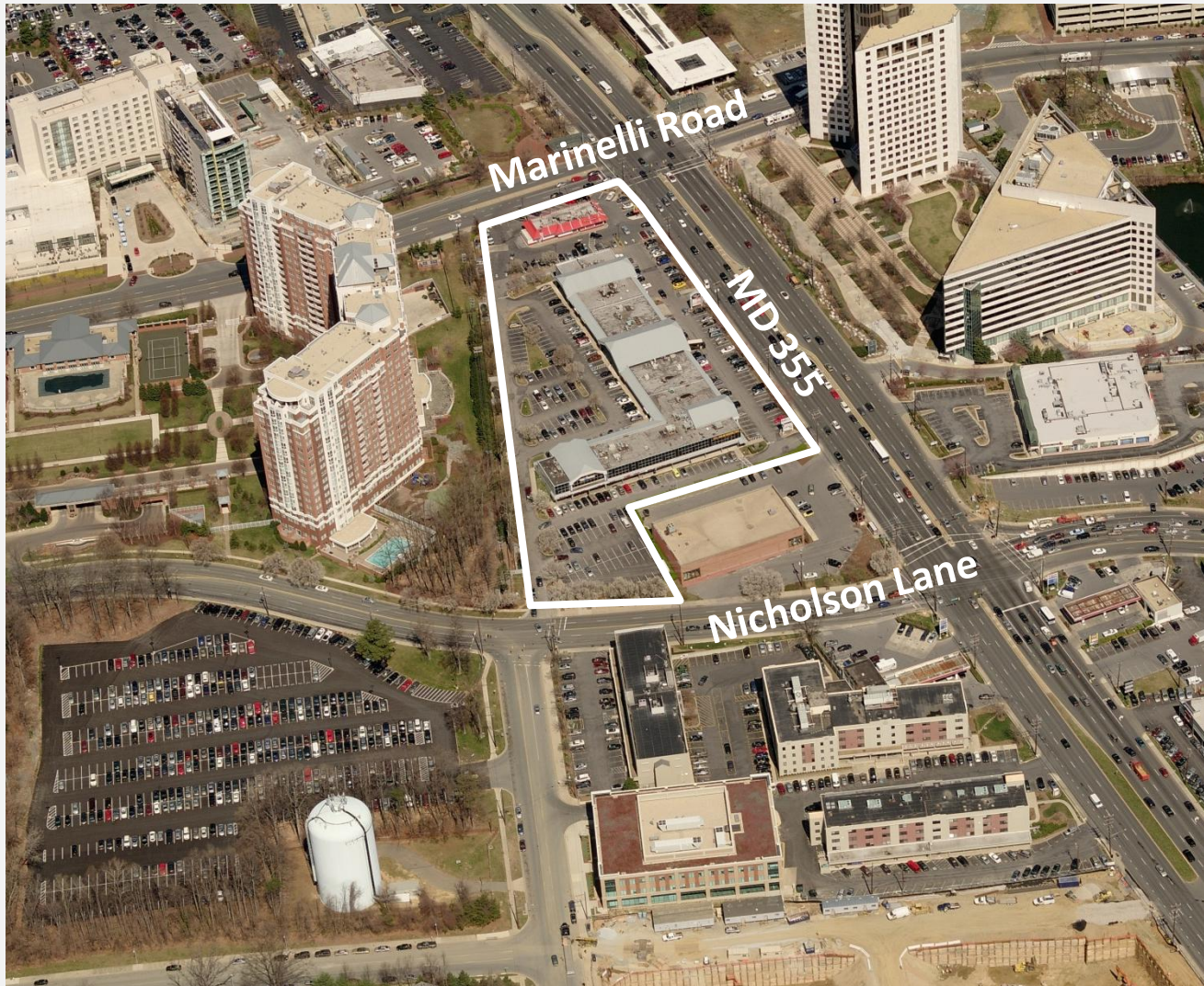
plan recommendation: 2.5 - 4 FAR

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

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

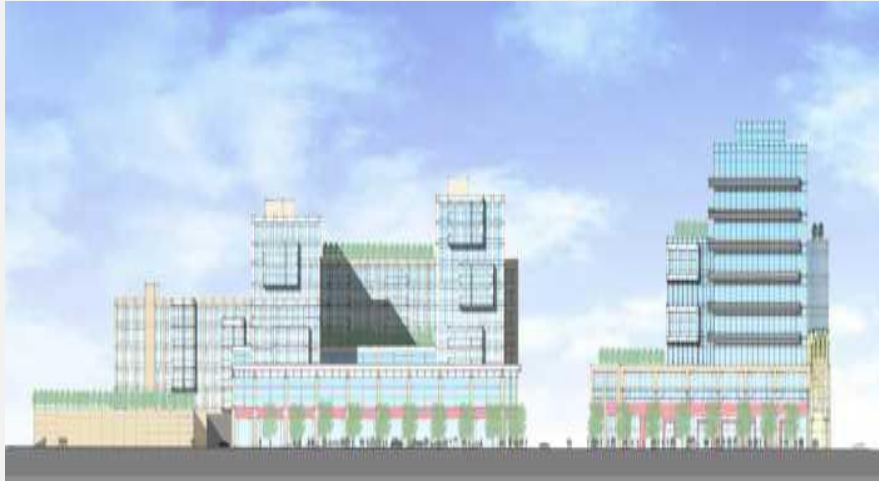
White Flint Sector Plan

metro west district



White Flint Sector Plan

metro west district



Metro Pike/Holladay

Approved Development Plan (G-860)

density: 2.22 FAR

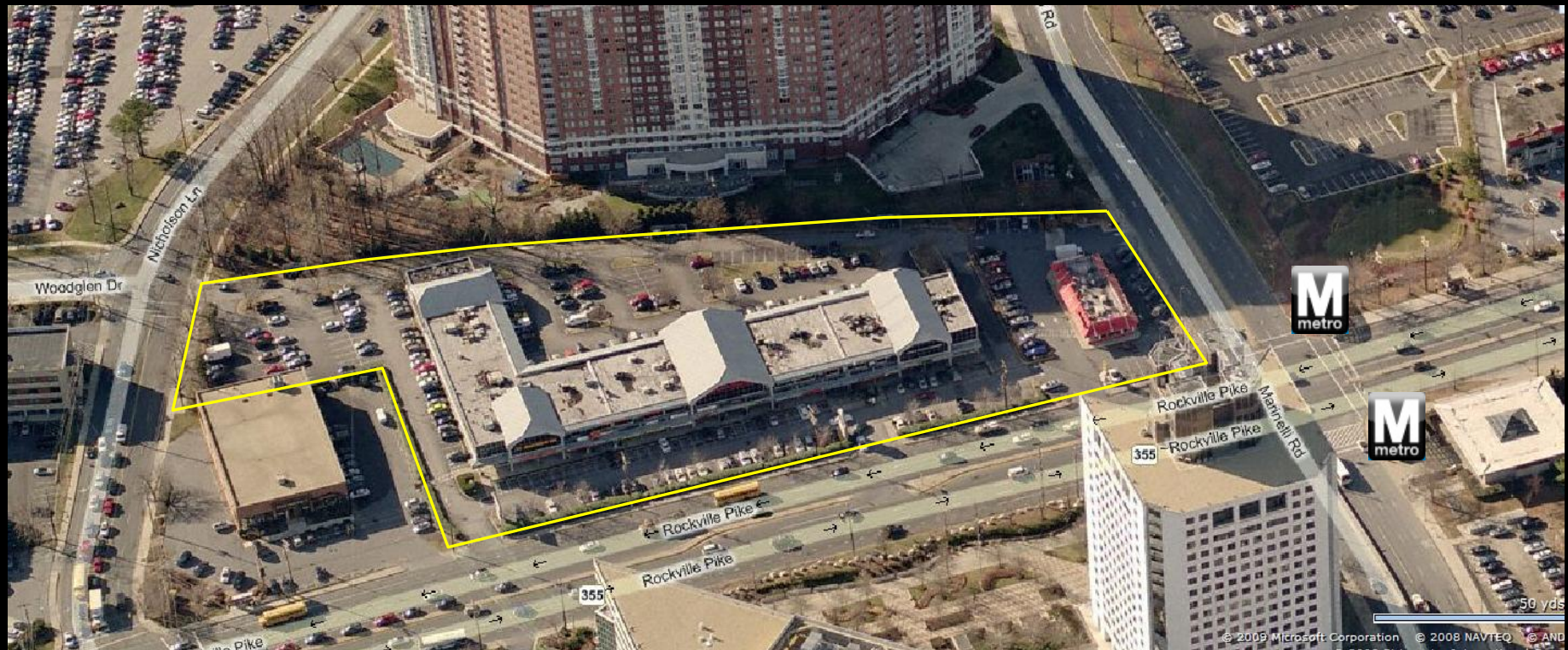
residential: 247 dwelling units

non-residential: 201,822 sq.ft.



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

METRO PIKE CENTER



Planning Board Land-Use Work Session

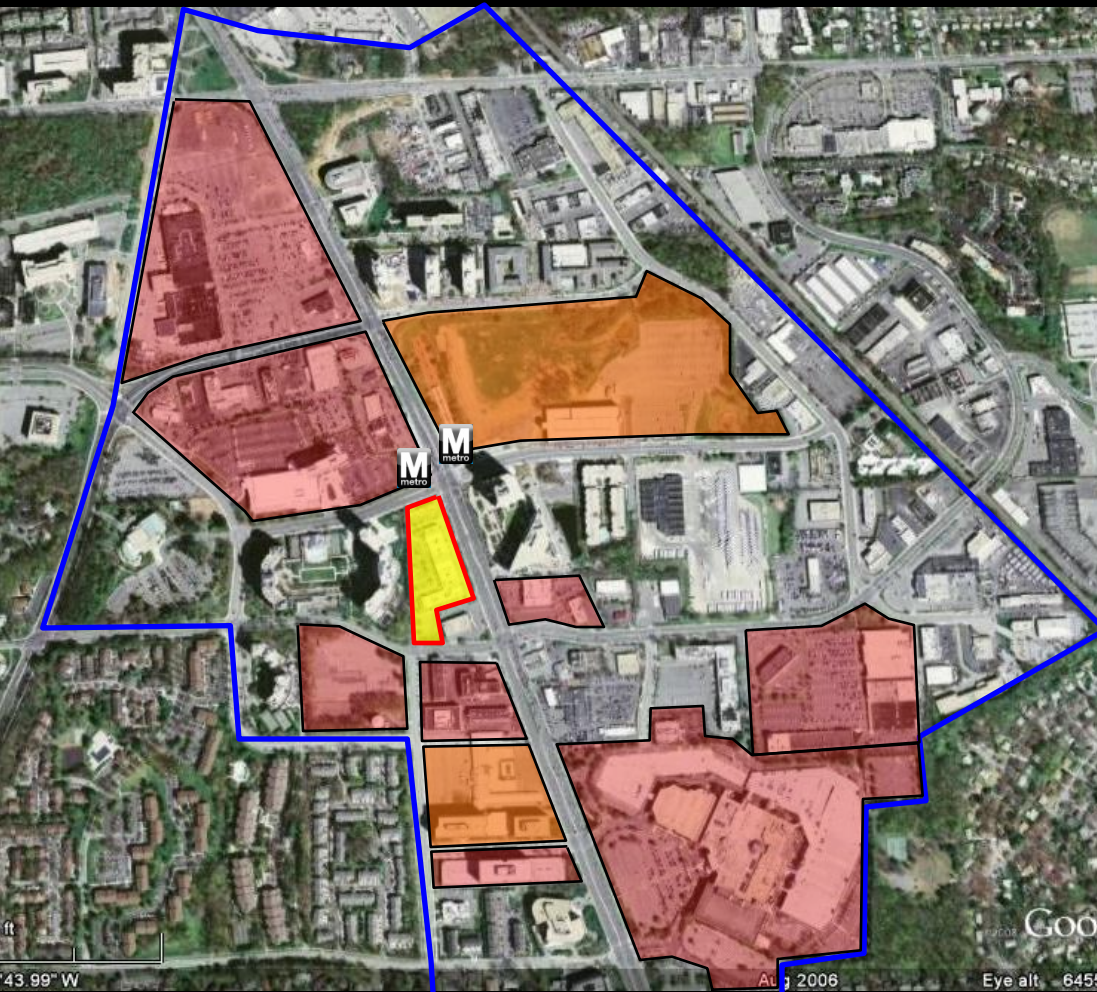
March 19, 2009

Existing Condition



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

Vital Location for White Flint's Redevelopment



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

Our Goal

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

Potential Redevelopment Under Current Zoning



Plan for 2.2 FAR under the current TSM zoning

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

Redevelopment Concepts Under New Sector Plan



Required 4.0 Density would allow

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

Obstacles to Redevelopment

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

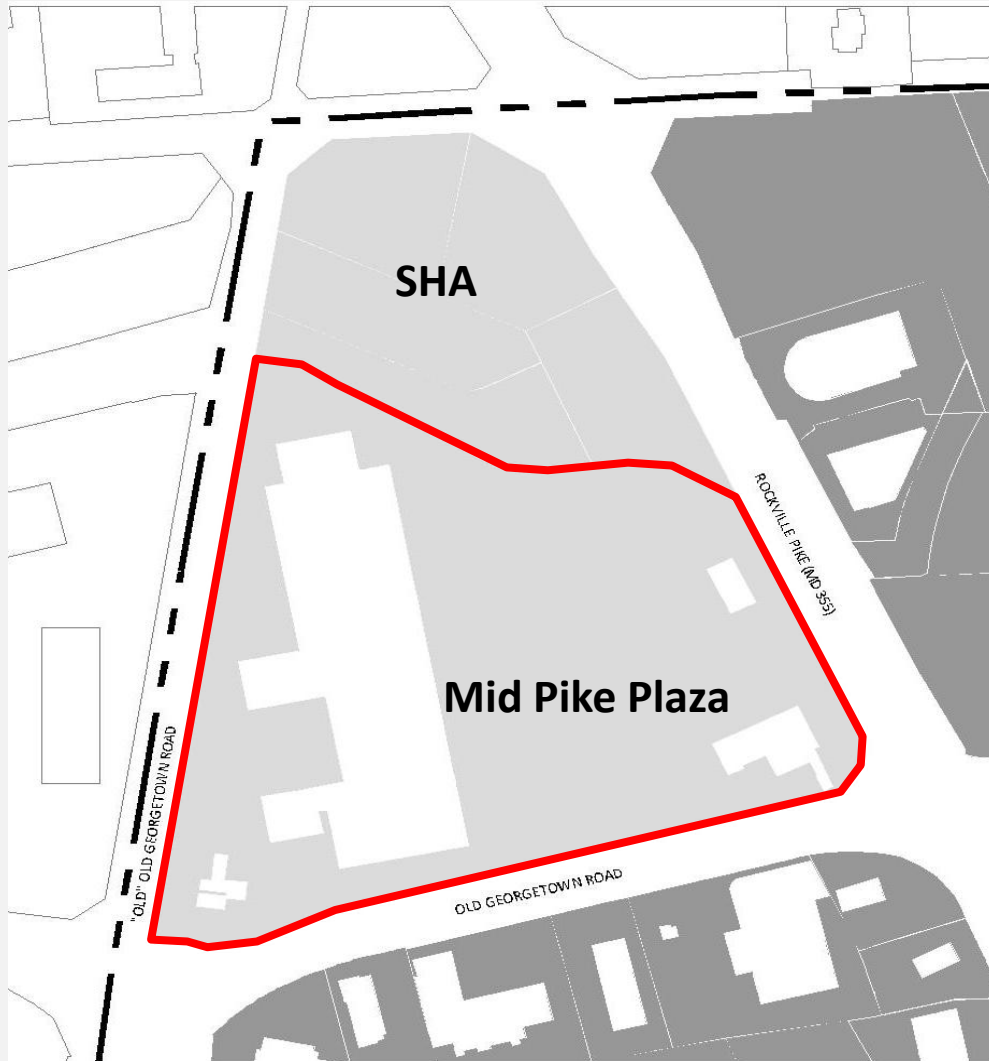
White Flint Sector Plan

mid pike plaza district



White Flint Sector Plan

mid pike plaza district

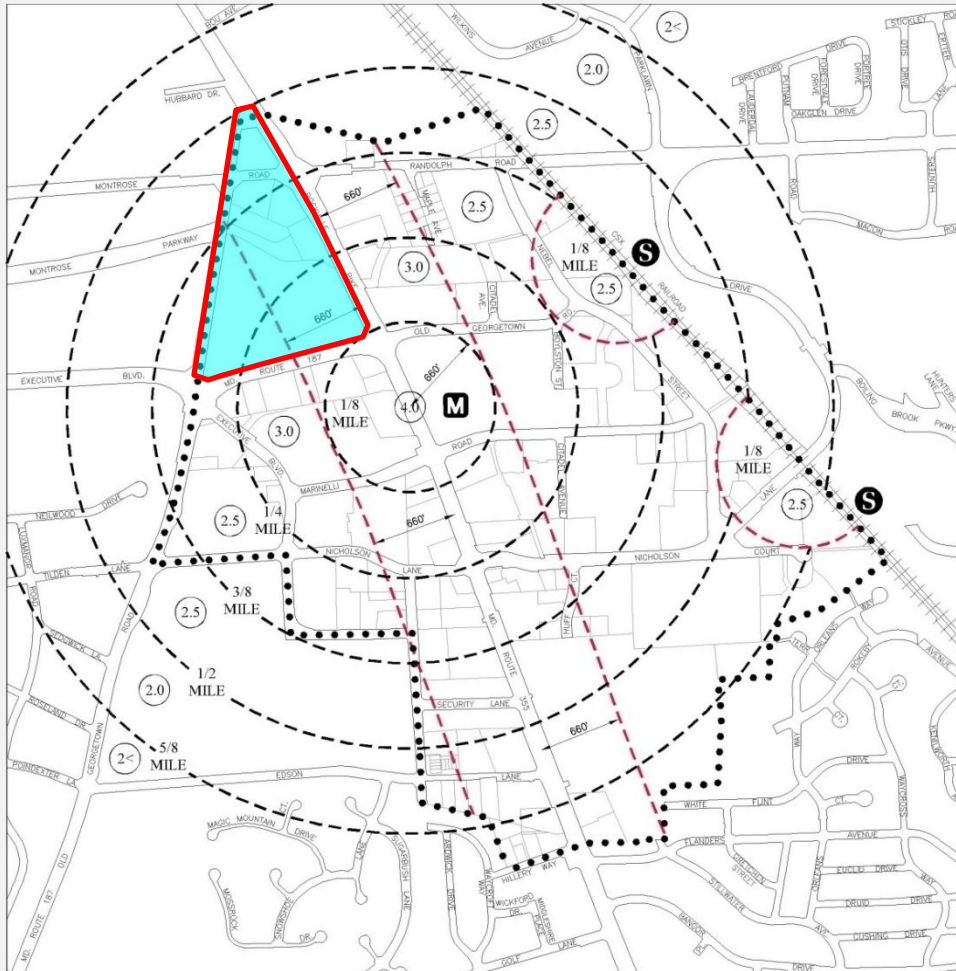


March 19, 2009



White Flint Sector Plan

mid pike plaza district



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

plan recommendation: 2.5-3 FAR

White Flint Sector Plan

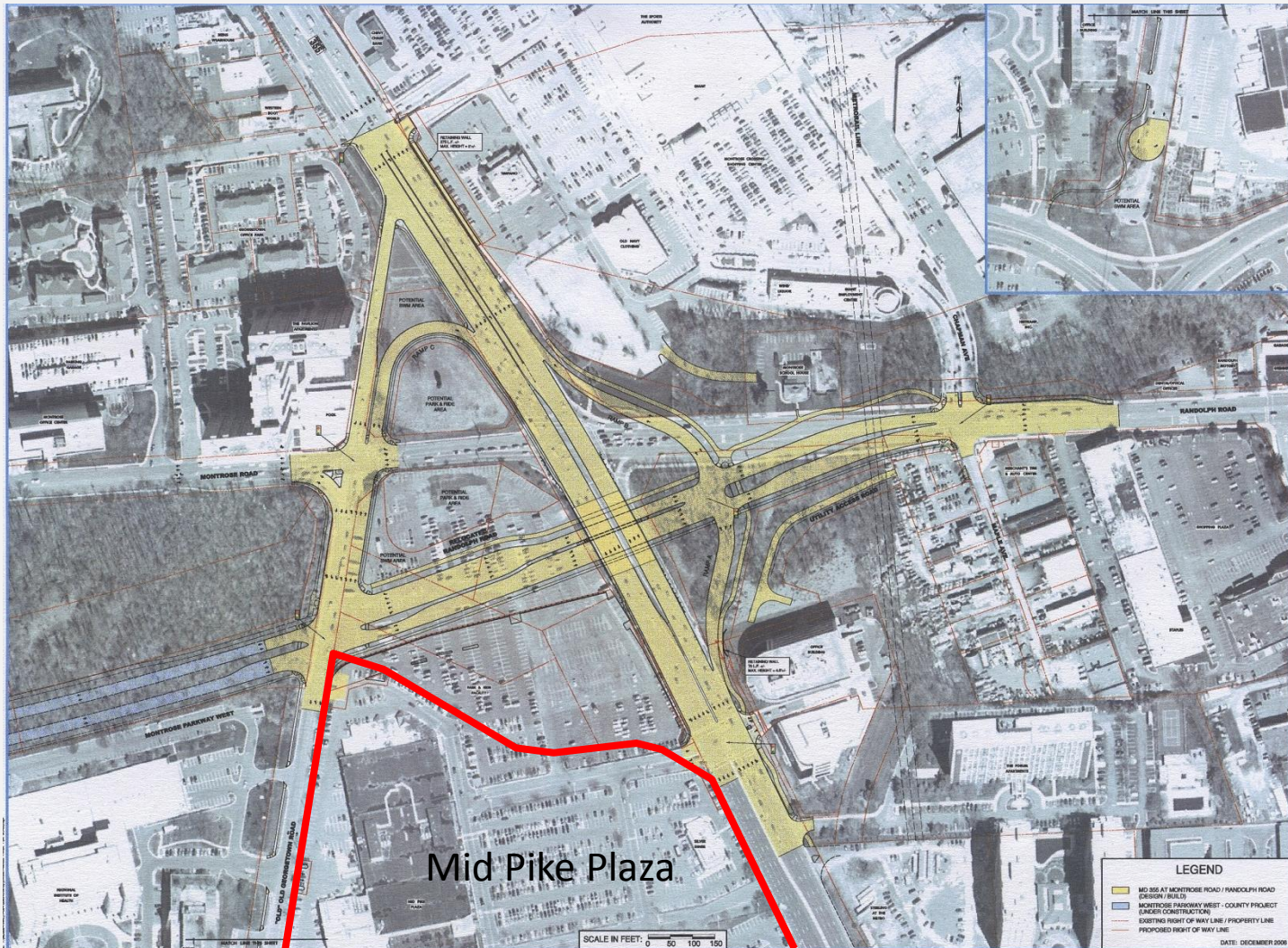
mid pike plaza district



White Flint Sector Plan

mid pike plaza district

Montrose Parkway



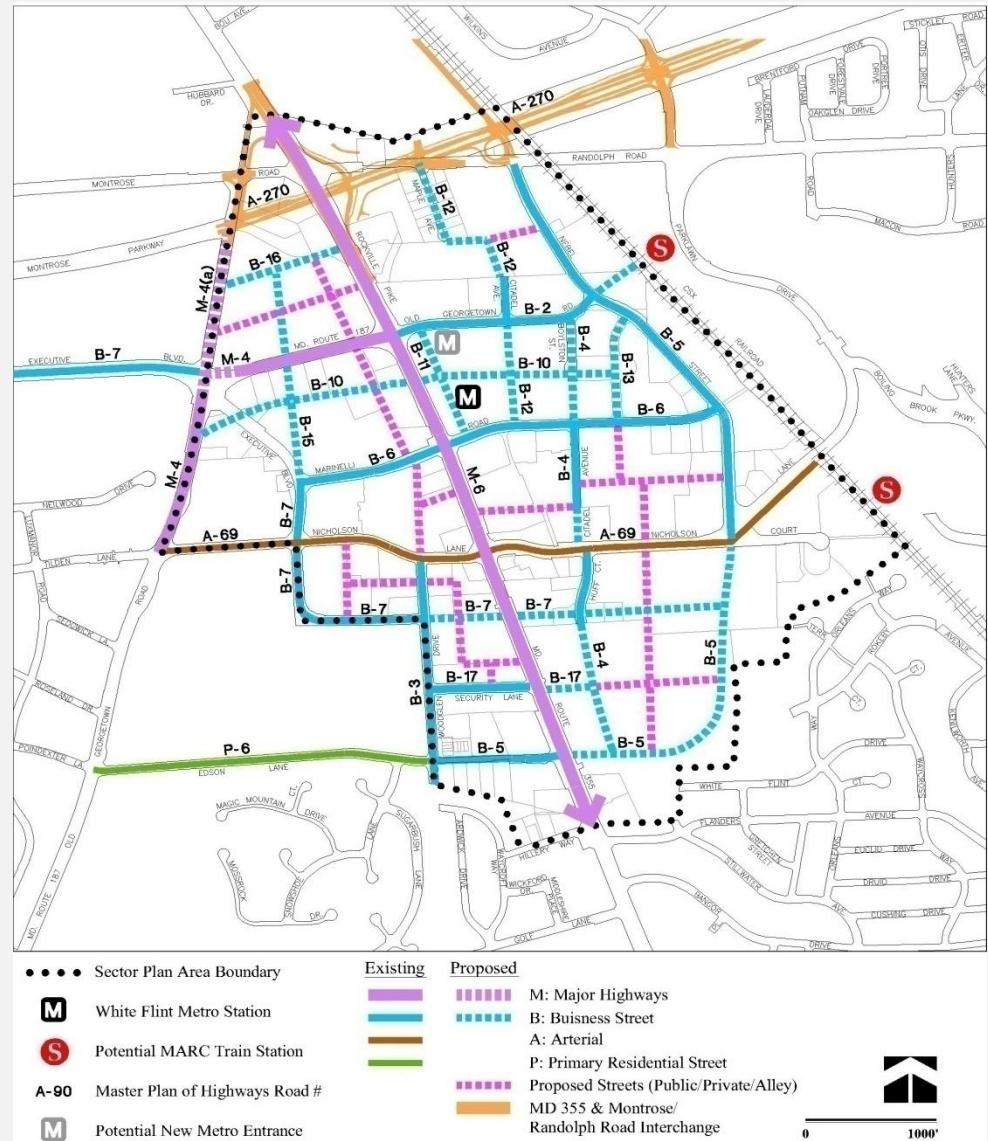
mid-pike property presentation is next

White Flint Sector Plan

marc station

Montouri Property

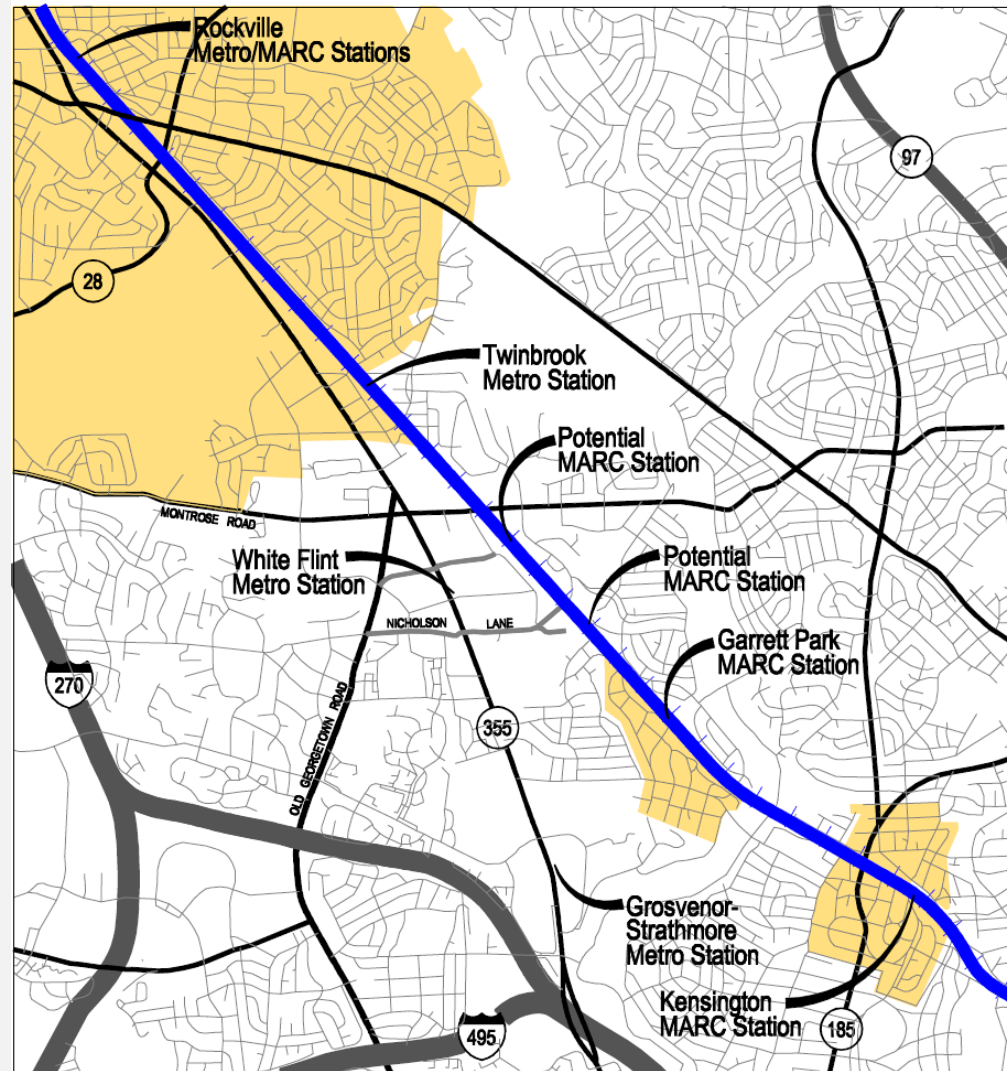
Nicholson Court



White Flint Sector Plan

marc station

MARC and METRO in WHITE FLINT AREA



White Flint Sector Plan

marc station

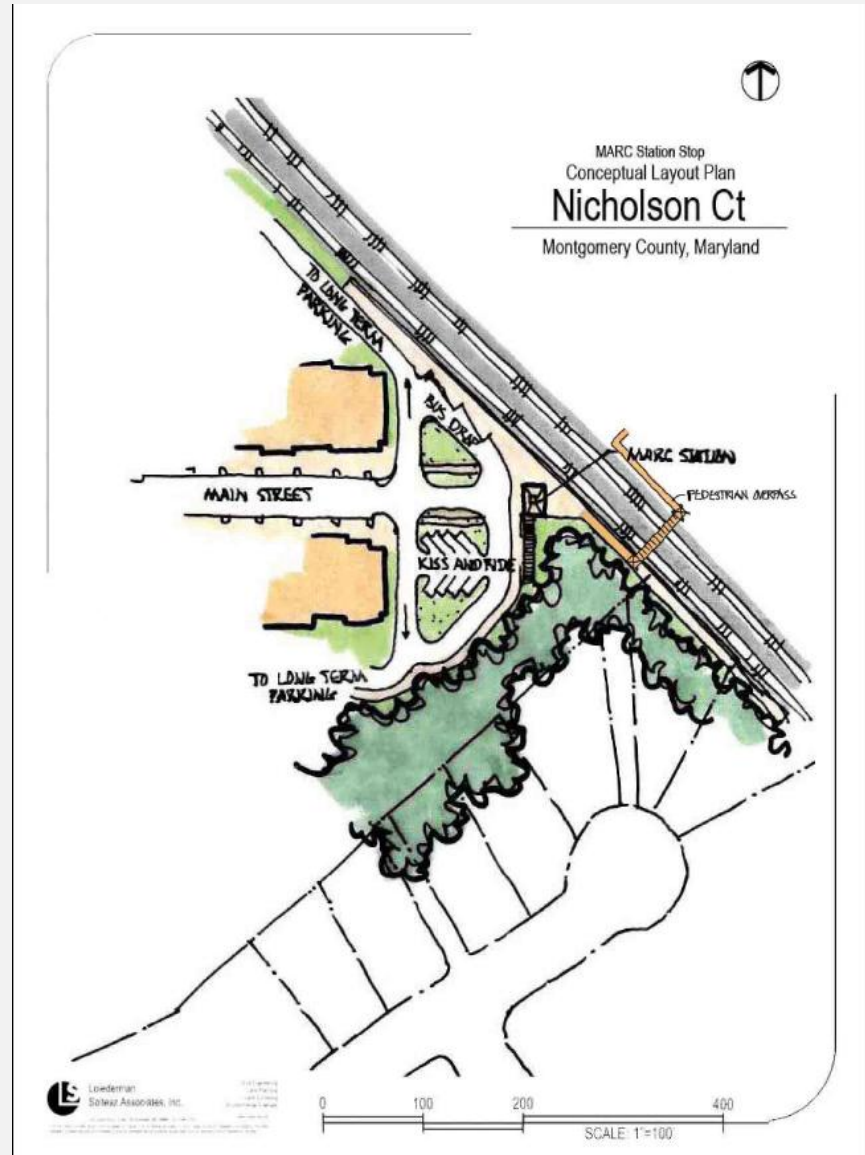
Nicholson Court



White Flint Sector Plan

marc station

proposed marc station layout by
nicholson court property owners



White Flint Sector Plan

marc station

Montouri property

