

# Presentation to White Flint Advisory Group

August 28, 2008



# Issues

Schools

Transportation

Overall Development

Density, FAR and Zoning

Parks and Open Space

Design Guidelines-  
Conference Center

Staging



## Program



# Vision: North Bethesda's Urban Center

Pedestrian Scale Street  
Grid

Mobility Options

Urban Form

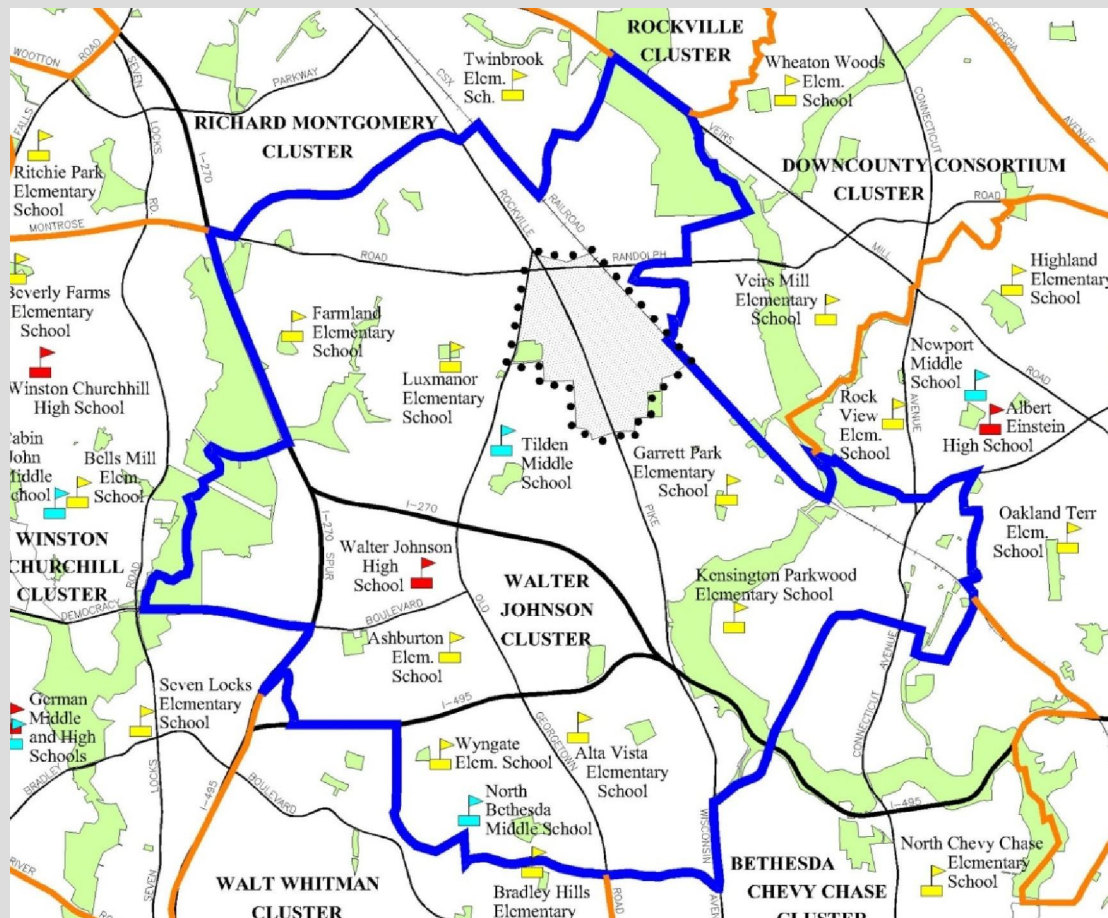
Green

Public Amenities

Infrastructure Staging



# Schools



High School-  
Walter Johnson High School

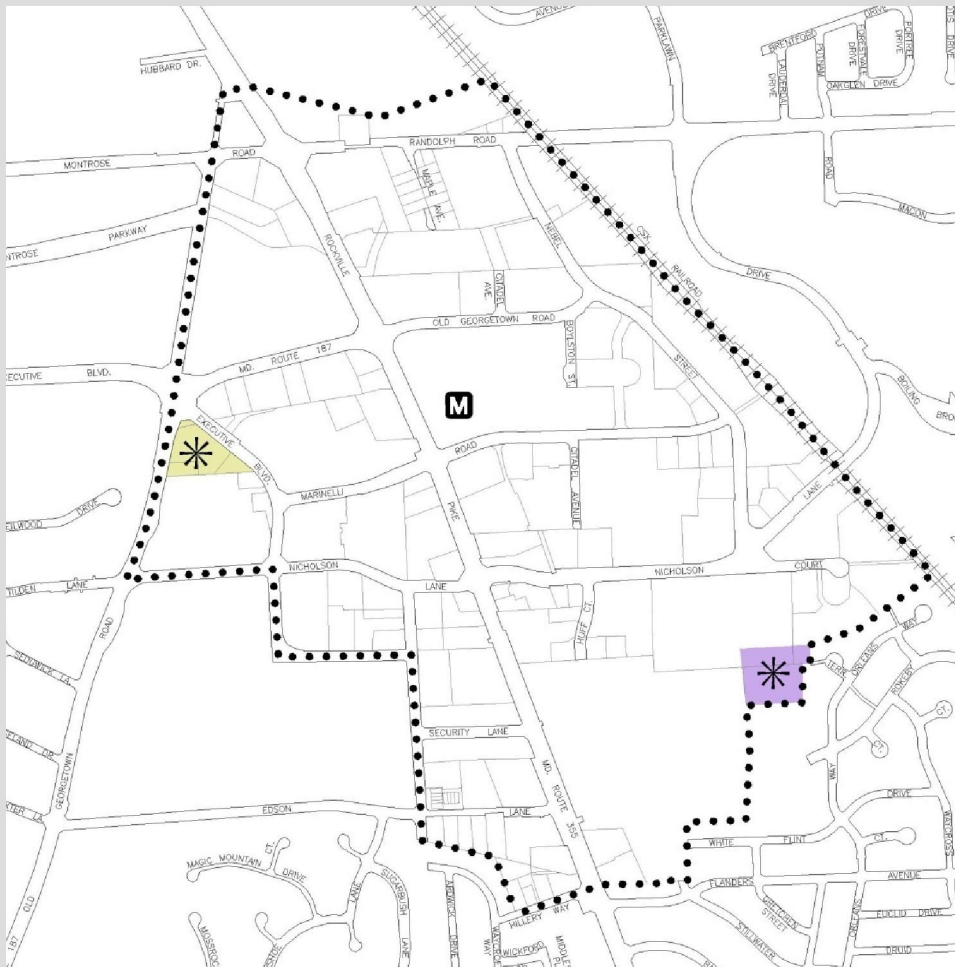
Middle Schools-  
North Bethesda Middle  
Tilden Middle

Elementary Schools-  
Ashburton  
Farmland  
Garrett Park  
Kensington-Parkwood  
Luxmanor  
Wyngate

Walter Johnson School Cluster



# Schools



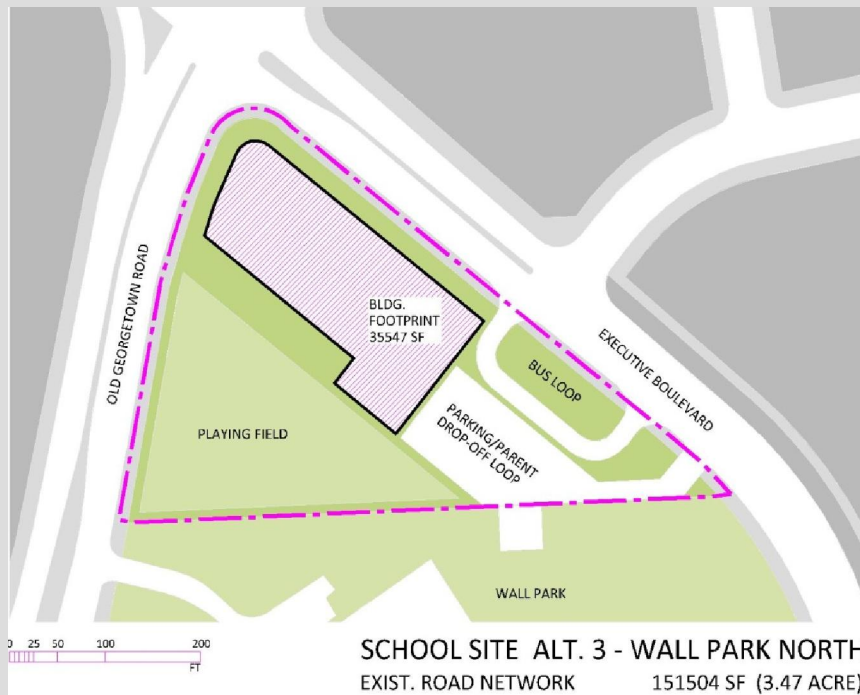
Potential locations:

The Gables

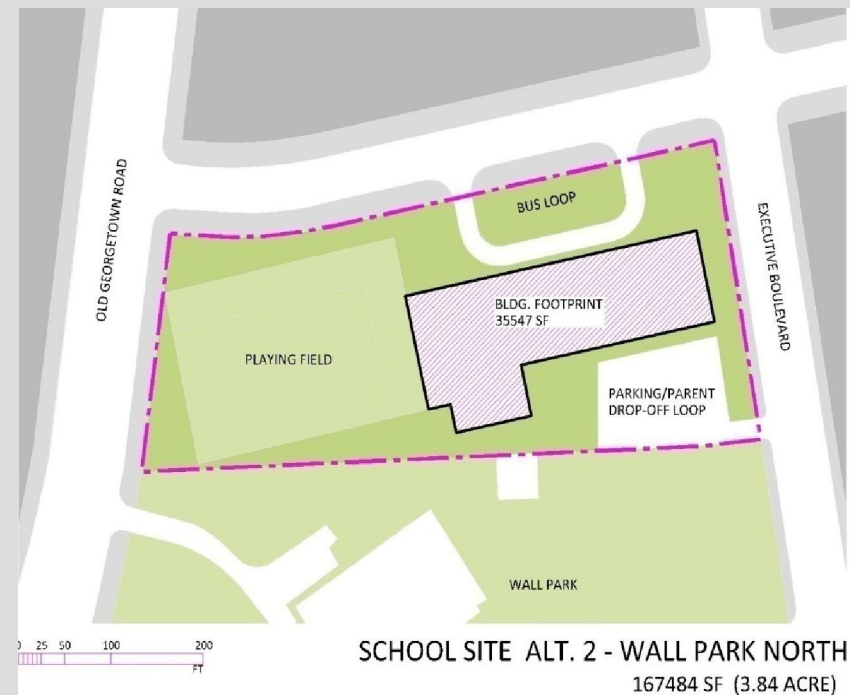
White Flint Mall and Plaza

Sites under consideration

# Schools



Gables/Executive Blvd-existing roadway

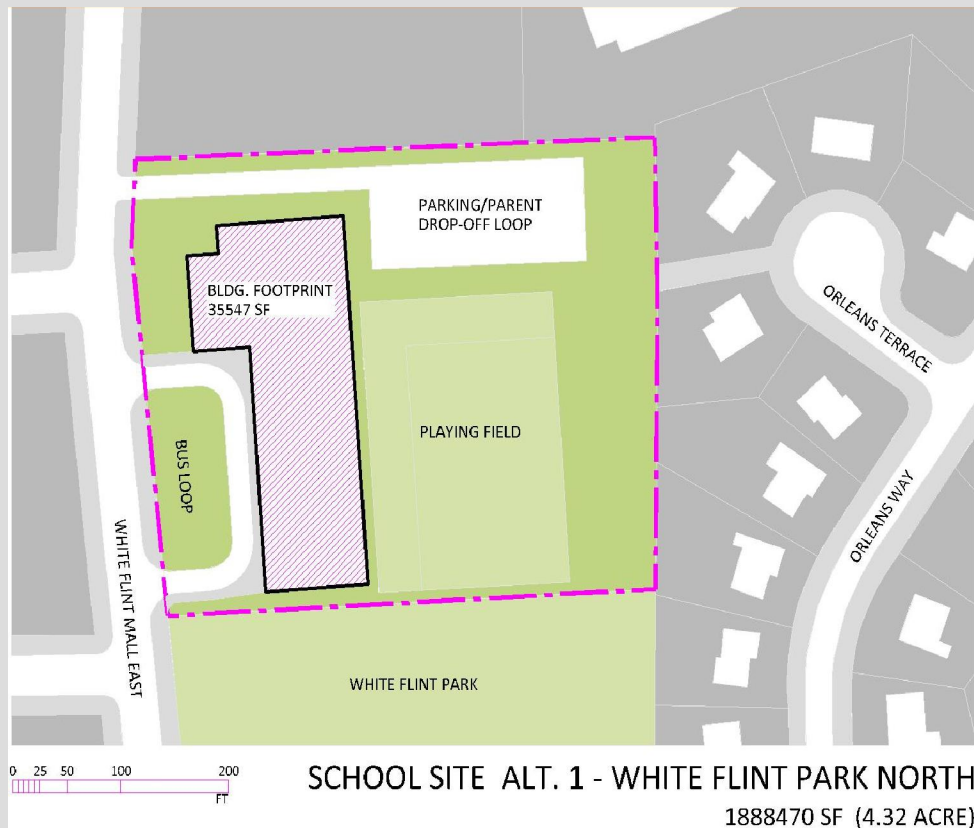


Gables/Executive Blvd-alternative alignment

Site Options



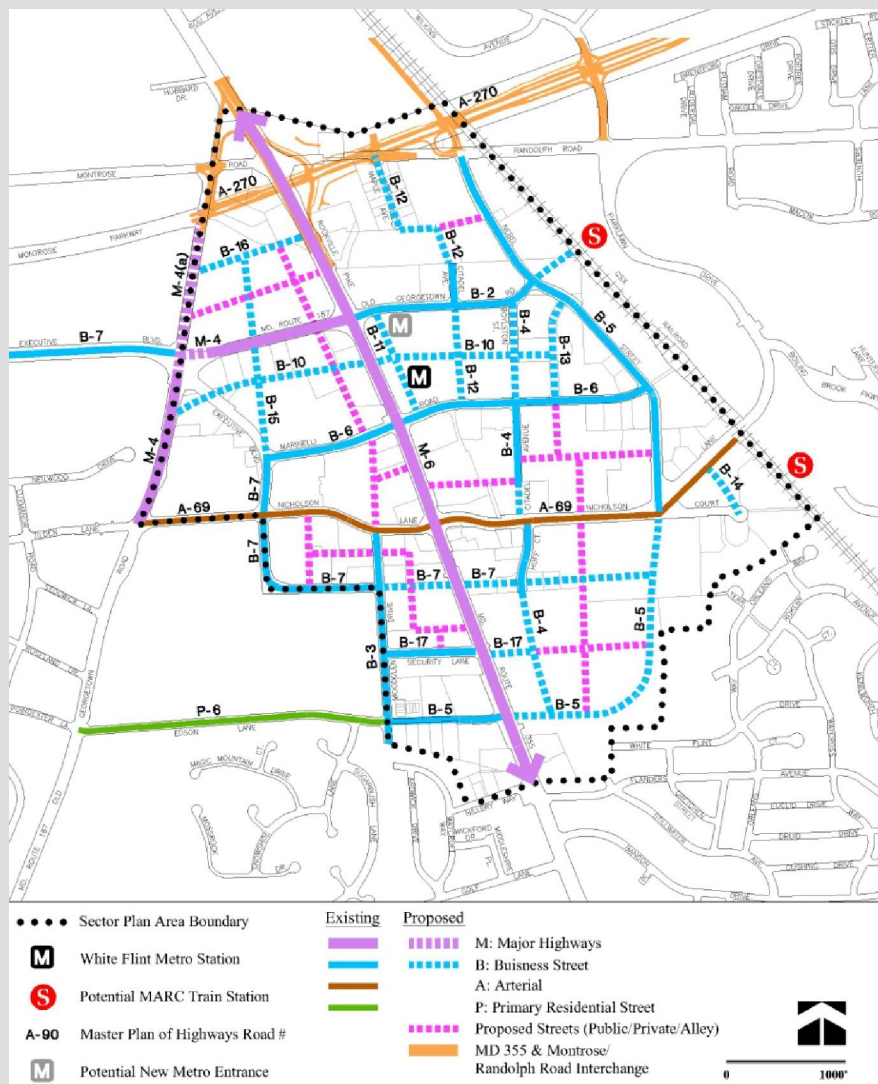
# Schools



White Flint Mall/Plaza

Site Options

## Mobility



## Walkable blocks

## New business streets

## Hierarchy of forms

"Rungs" are keys

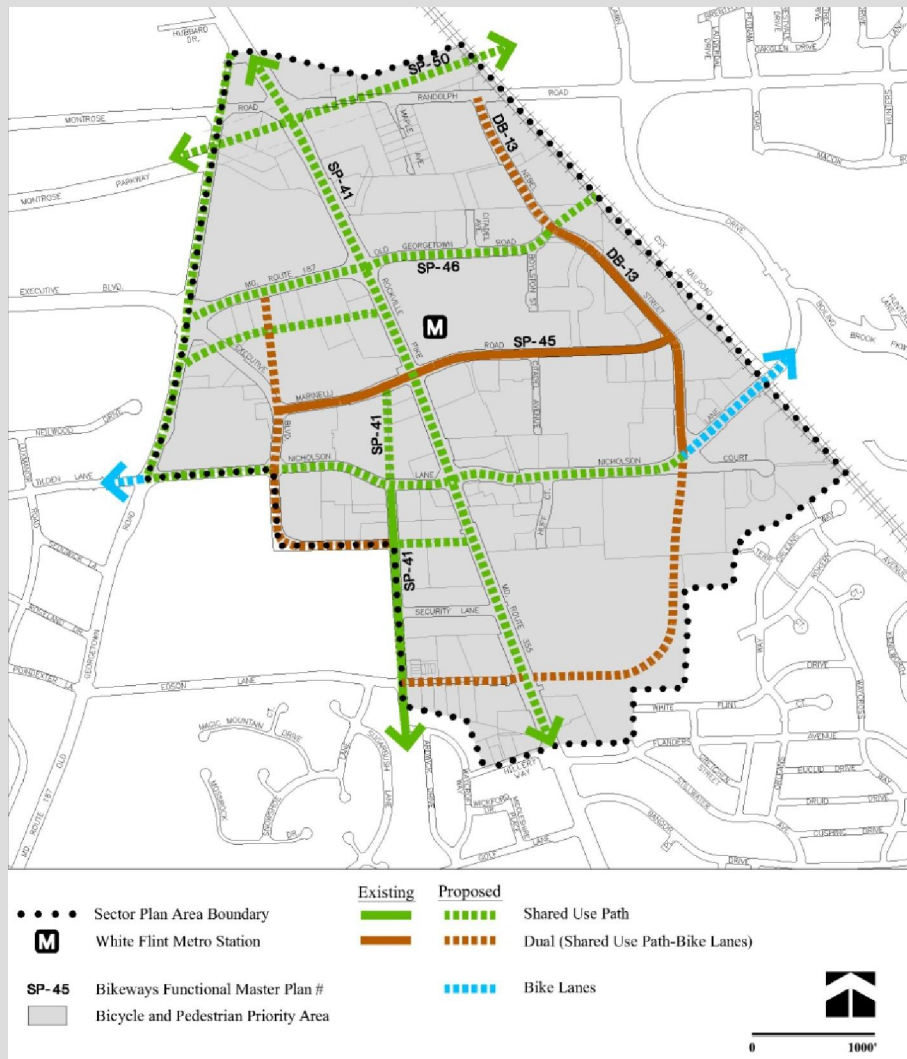
## Second Metro entrance

## Remove Nicholson interchange

# Roadway Network



# Mobility



Bicycle and pedestrian priority area

Regional trail connections

Integrated with street network

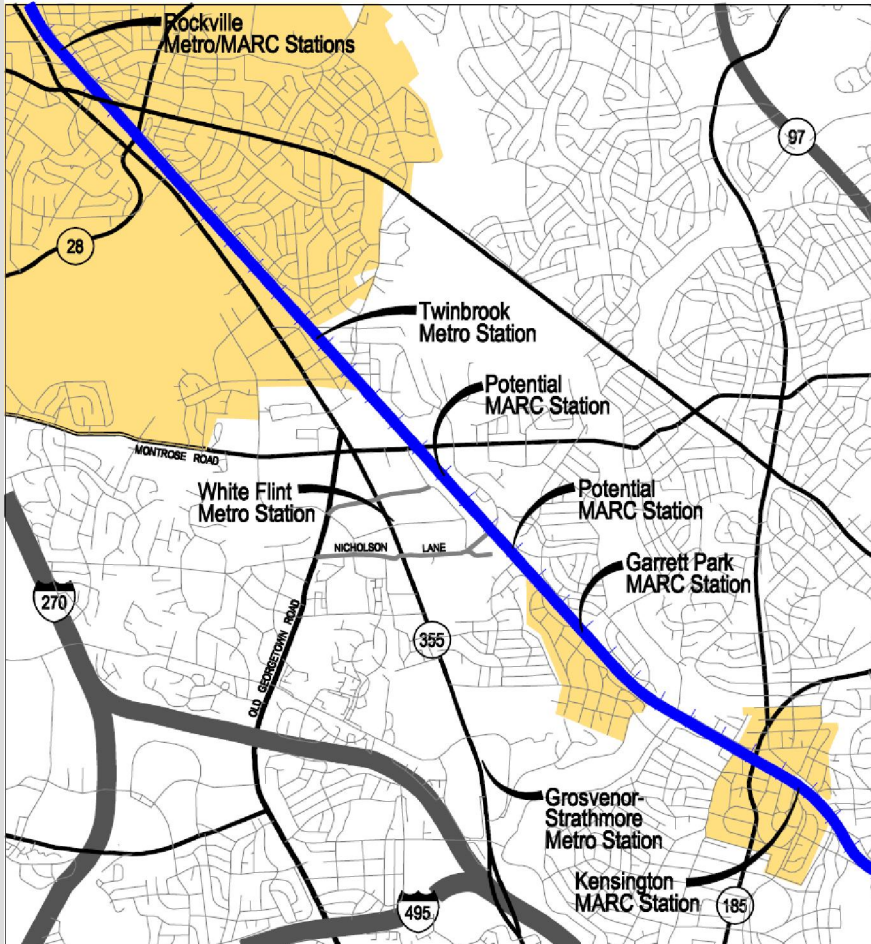
Supported by on-site facilities

Bike rental kiosks

## Bikeway Network

# Mobility

## MARC and METRO in WHITE FLINT AREA



## MARC Locations

Two potential locations

Coordination with MTA

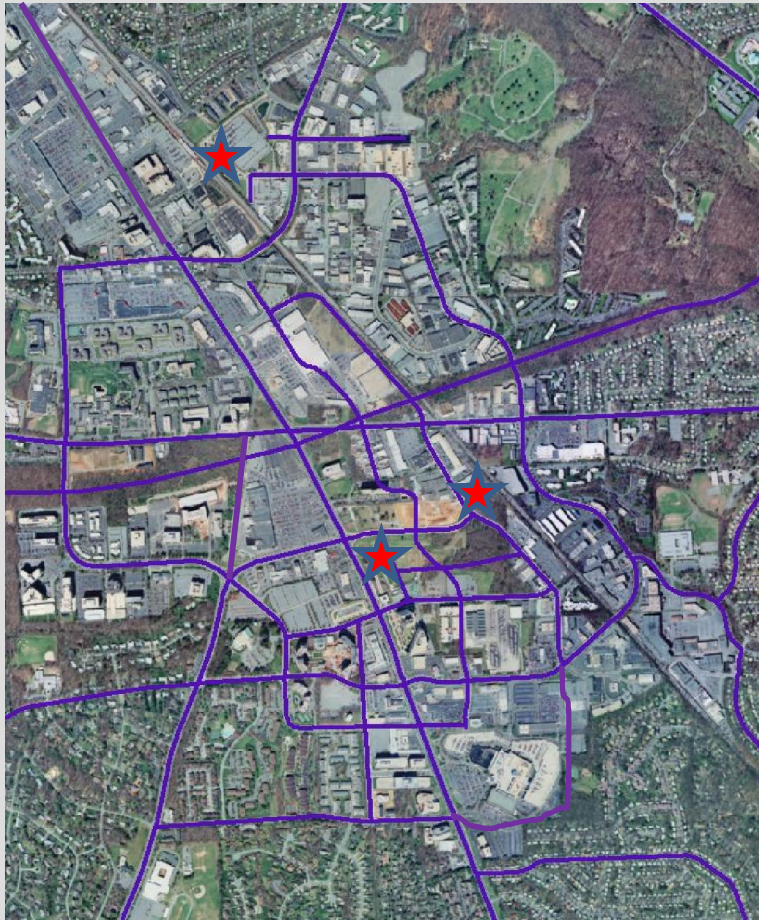
Central to White Flint “downtown”

Feasibility

Costs



# Mobility



Not just a White Flint concern

Services to Metrorail and MARC

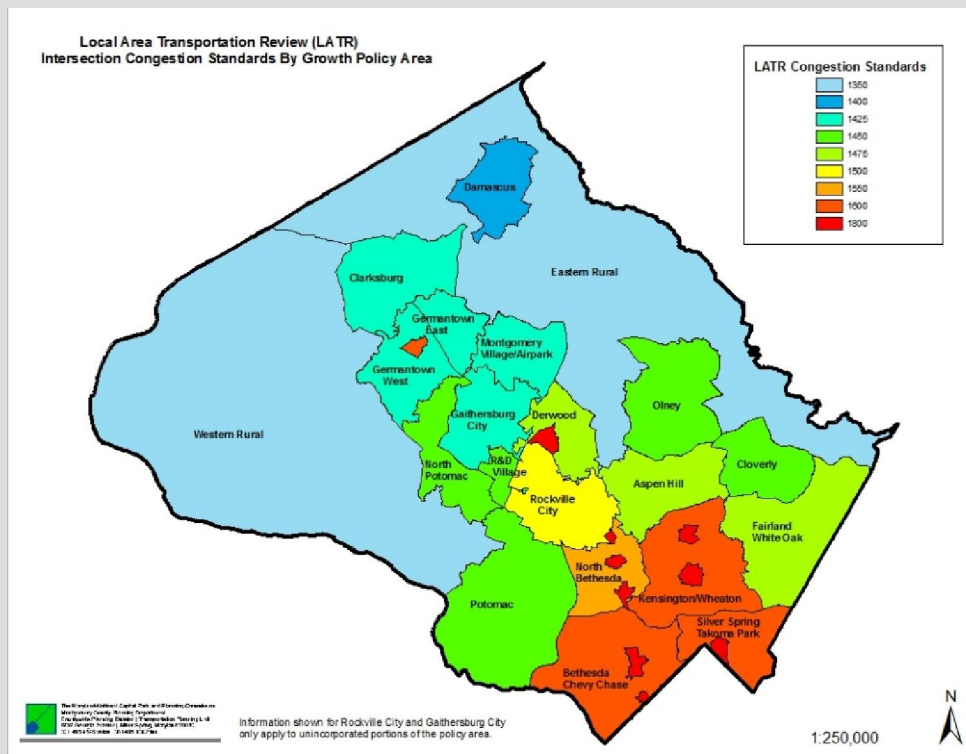
Feeders and circulators

Flexibility for:

- Public / private coordination
- Implementation and staging

Transit Services

# Mobility



Land use /transportation balance

County Council practice

Management of expectations

Opportunity to guide policy

Staff recommendations are:

- Aggressive
- Achievable
- Affordable

## Land Use / Transportation Balance



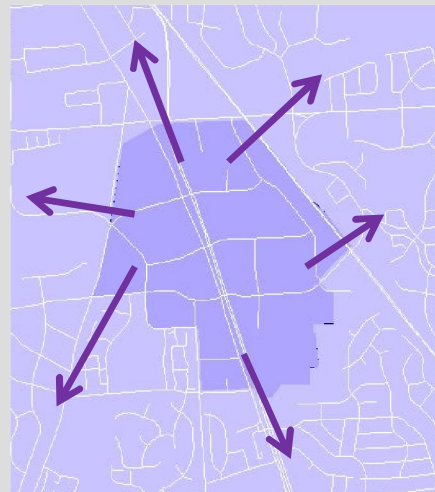
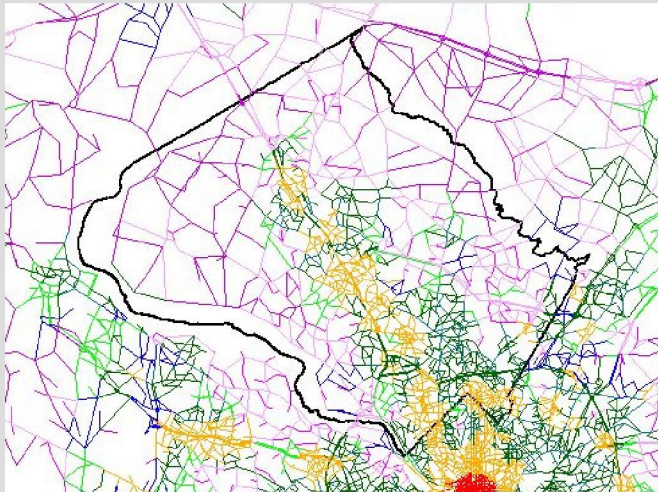
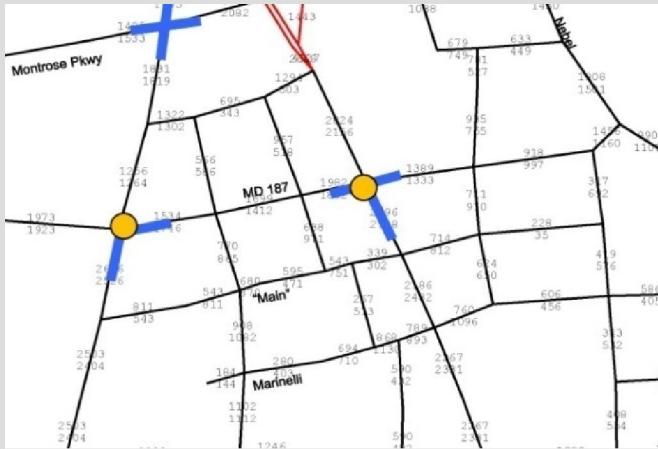
# Mobility

Considerations

Local Area Transportation Review

Policy Area Mobility Review

Cordon line volumes – a leading indicator



Land Use / Transportation Balance

# Mobility

## Strategies

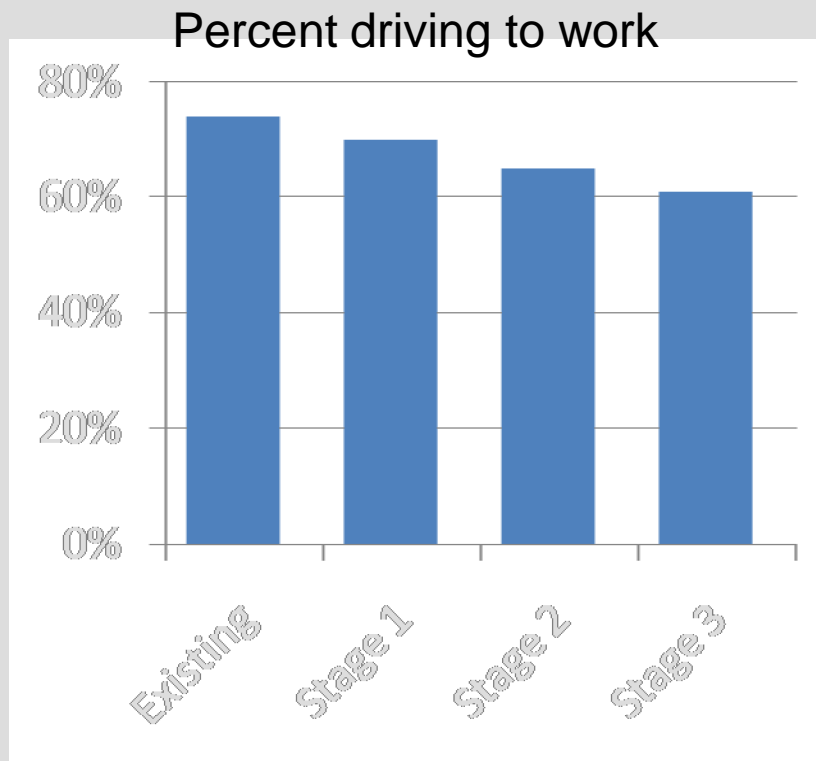
Travel demand management

Acceptance of more congestion

Local network options

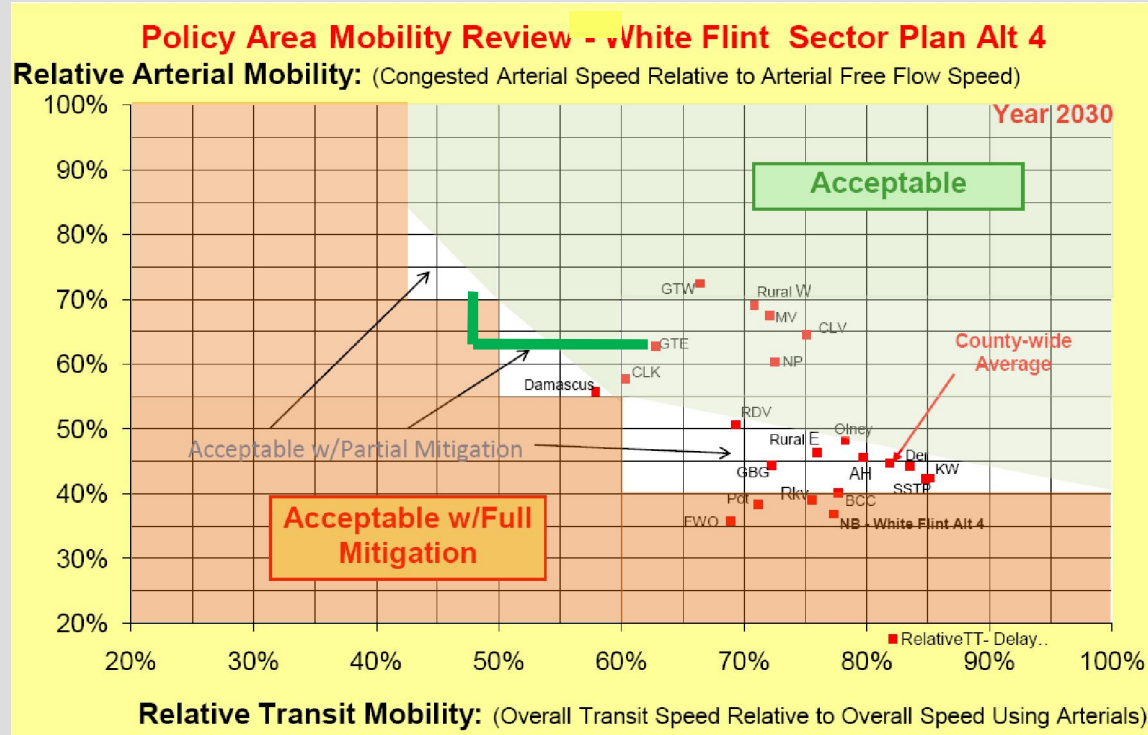
Regional connections

Land use alternatives



Land Use / Transportation Balance

# Mobility



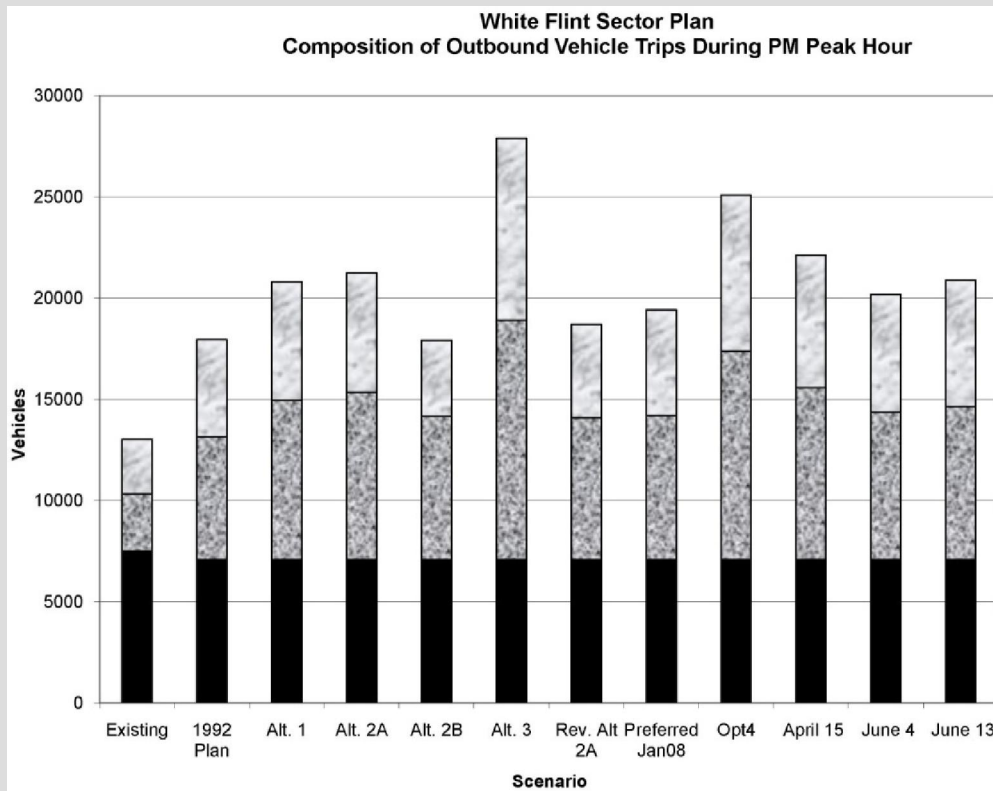
## Strategies

- Travel demand management
- Acceptance of more congestion
- Local network options
- Regional connections
- Land use alternatives

Land Use / Transportation Balance



# Mobility



## Strategies

Travel demand management

Acceptance of more congestion

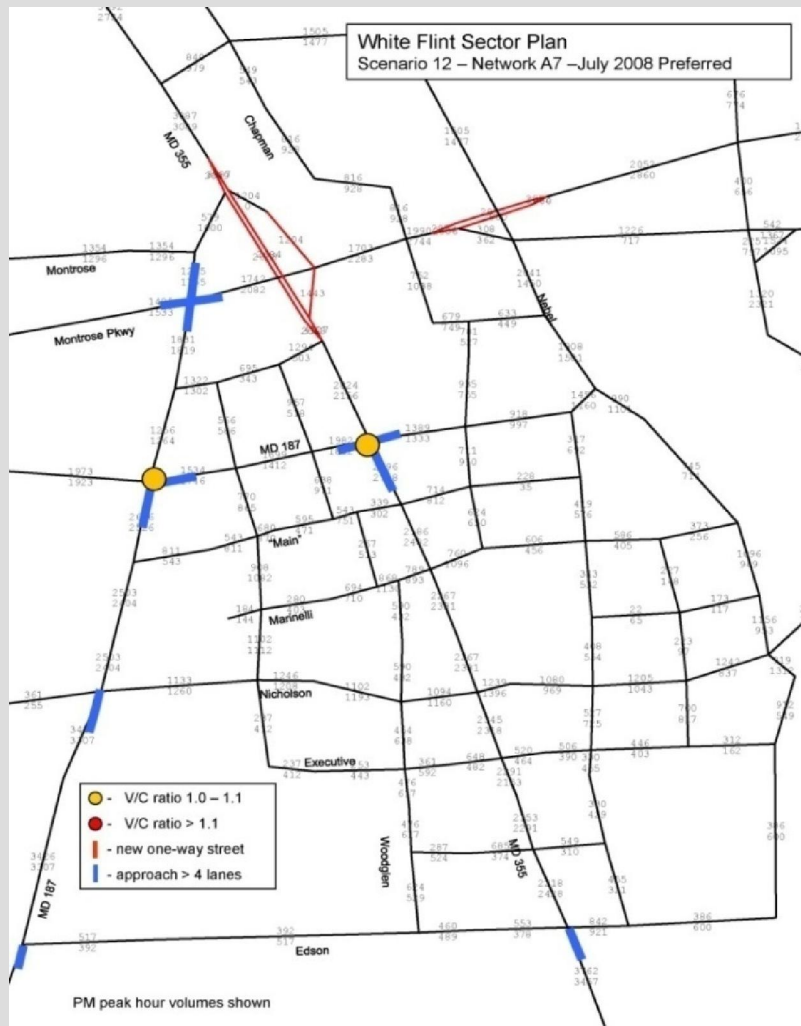
Local network options

Regional connections

Land use alternatives

Land Use / Transportation Balance

# Mobility



## Strategies

Travel demand management

Acceptance of more congestion

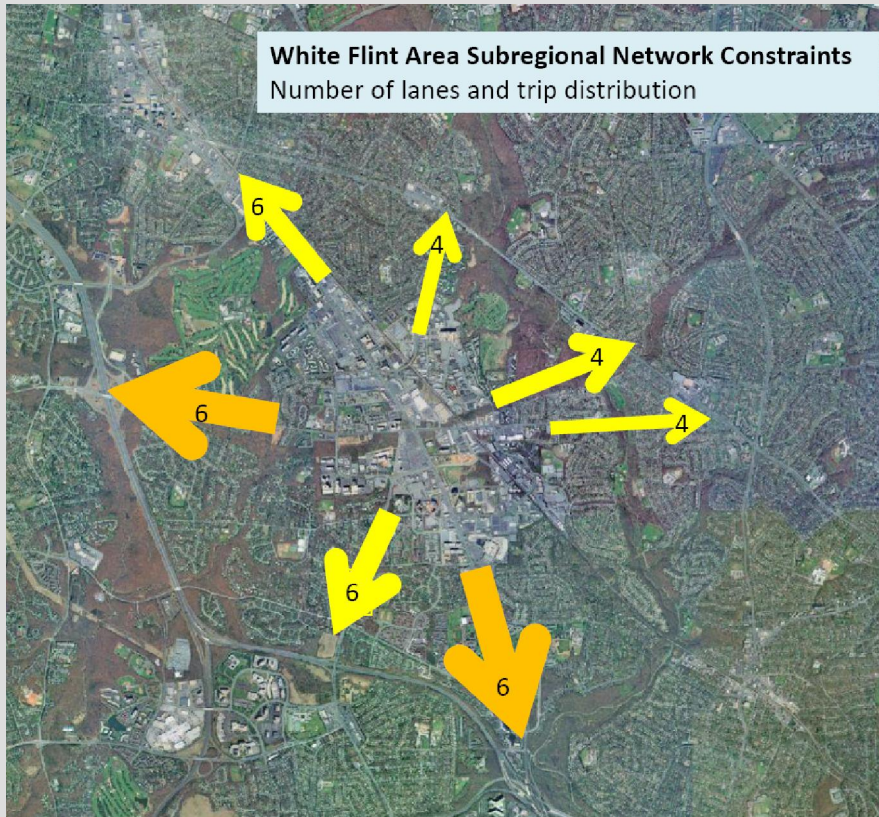
Local network options

Regional connections

Land use alternatives

Land Use / Transportation Balance

# Mobility



## Strategies

Travel demand management

Acceptance of more congestion

Local network options

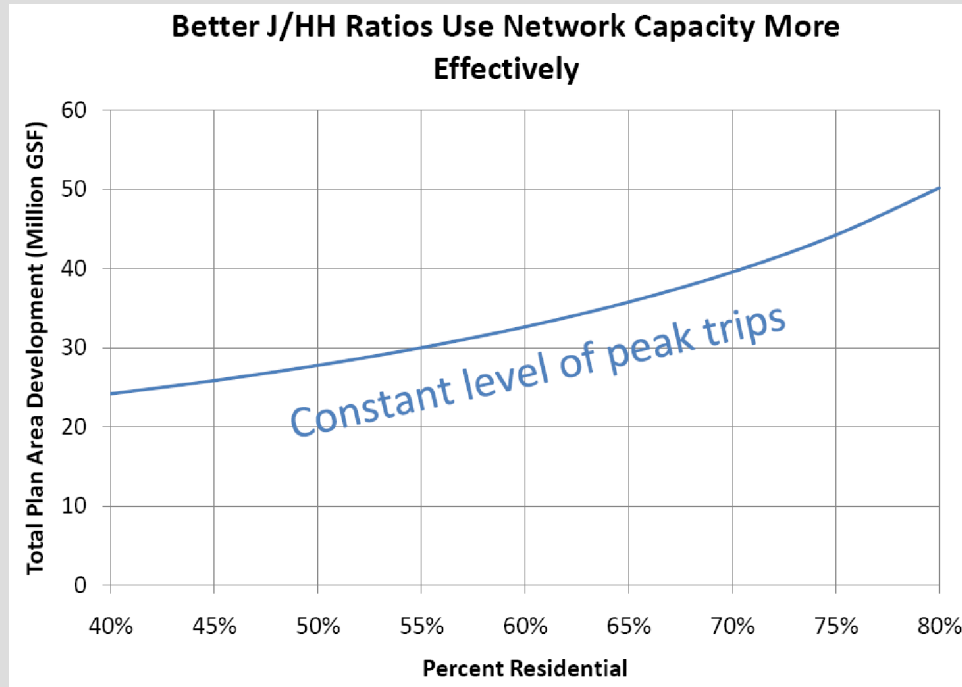
Regional connections

Land use alternatives

Land Use / Transportation Balance



# Mobility



## Strategies

Travel demand management

Acceptance of more congestion

Local network options

Regional connections

Land use alternatives

Land Use / Transportation Balance

# Level of Development

Amount of Development				
	Existing	Pipeline (Approved/ Under Construction)	August 2008 Recommendation	Totals
Dwelling Units	2,259 dus	2,220 dus	9, 800 dus *	14,279 dus
Residential Square Feet	2.7M	2.6 M	11.7 M*	17 M
Non- Residential Square Feet	5.5M	1.79 M	5.69 M	12.9 M
*Average dwelling unit size is 1, 200 sq.ft * Does not include MPDU bonus densities				

# Level of Development

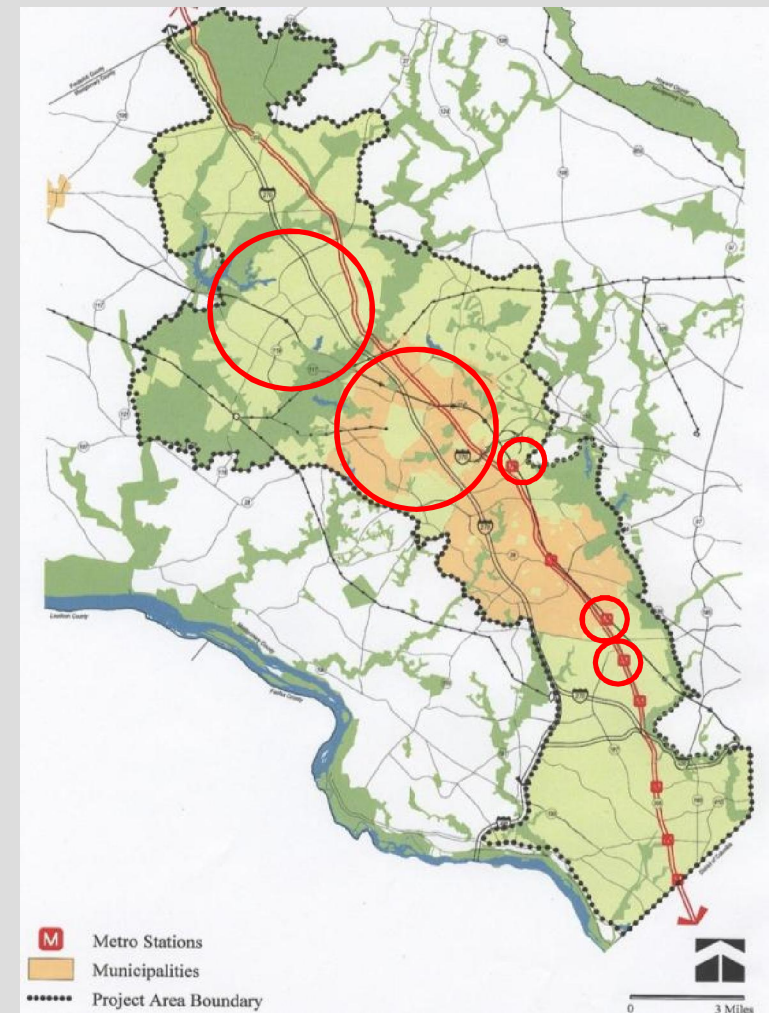
Housing and Agricultural Benefits	
Workforce Housing Units	750
Moderate Priced Dwelling Unit (MPDU)	1,060
Building Lot Termination (BLT)	TBD

Public Benefits



# Level of Development

White Flint	Existing	1992 Plan Likely Built-Out	Proposed August Recommendation
Jobs	18,050	32,200	41,400
Housing	2,140	6,700	14,200
JH Balance	8.43	4.8	2.87



Balance of jobs and housing

# White Flint Districts



- Mid-Pike Plaza
- Maple Avenue
- Metro West
- Metro East
- NRC
- White Flint Crossing
- White Flint Mall
- Nebel Corridor
- Nicholson Court

# Development Framework

*July 22, 2008 Presentation*

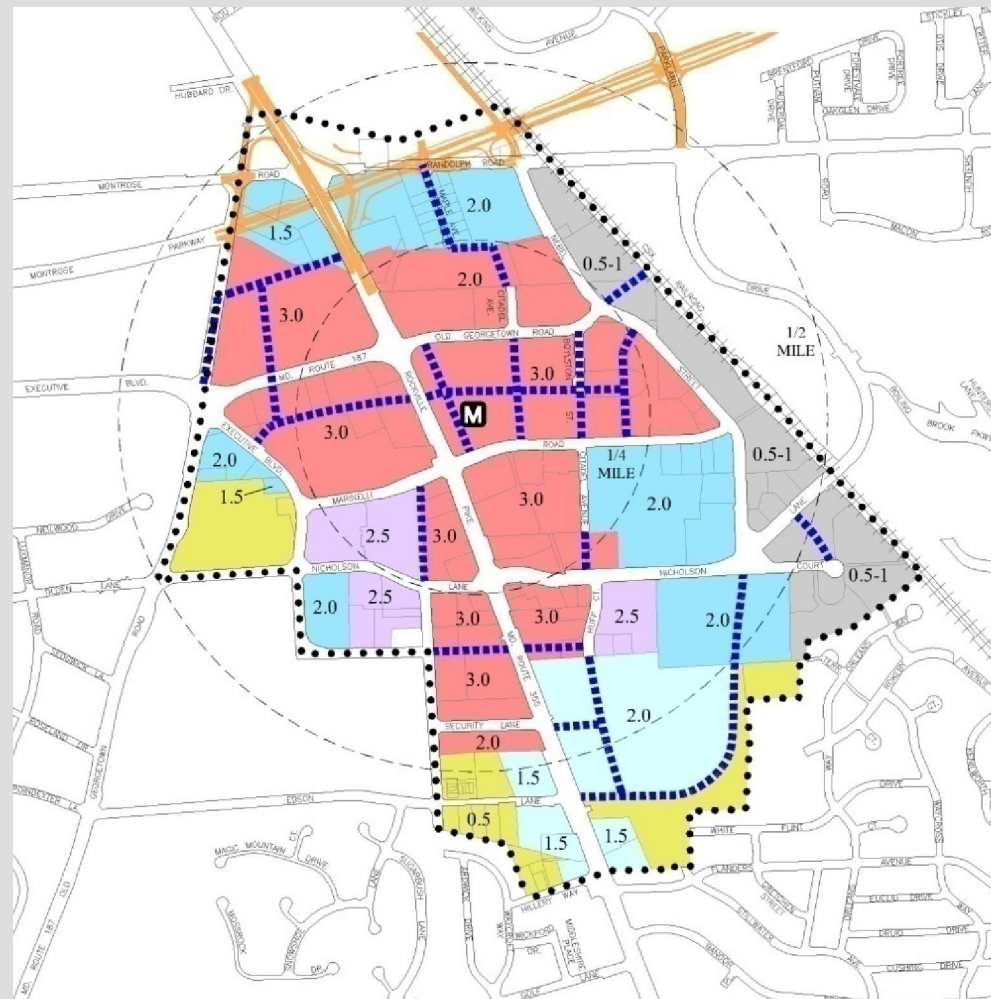
Proposed public road network

Commercial business streets  
Pedestrians  
Cyclists

FAR based on intensity principles

Transition to existing residential

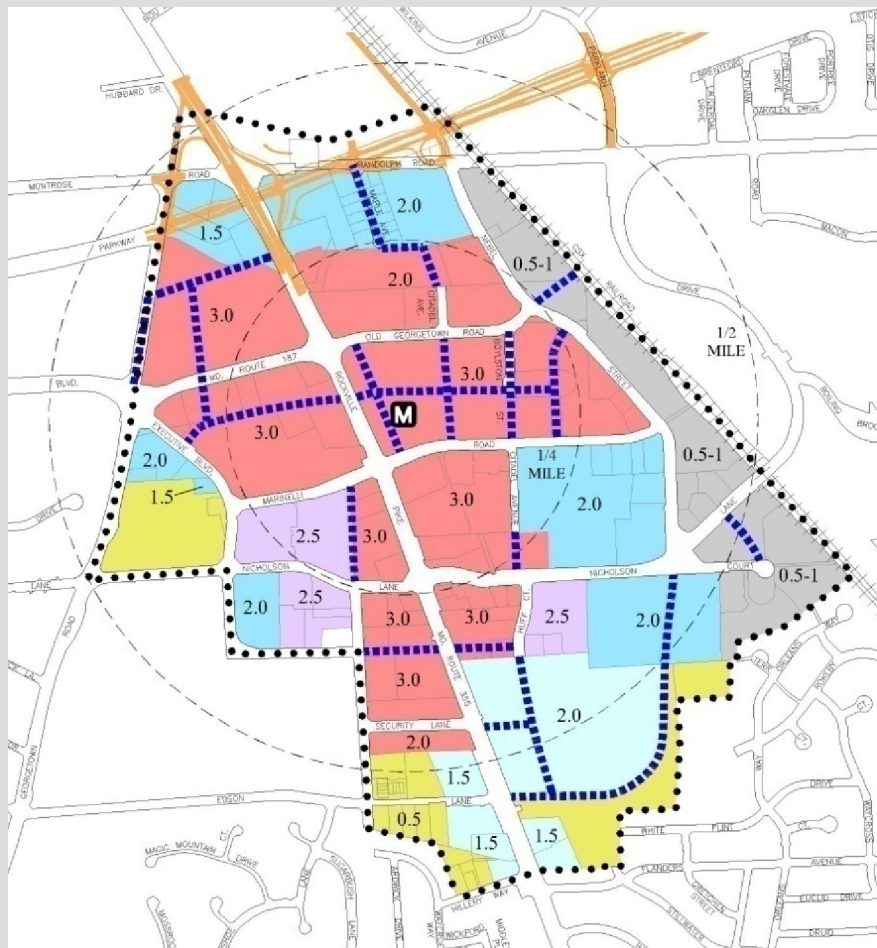
Retain industrial uses at edges



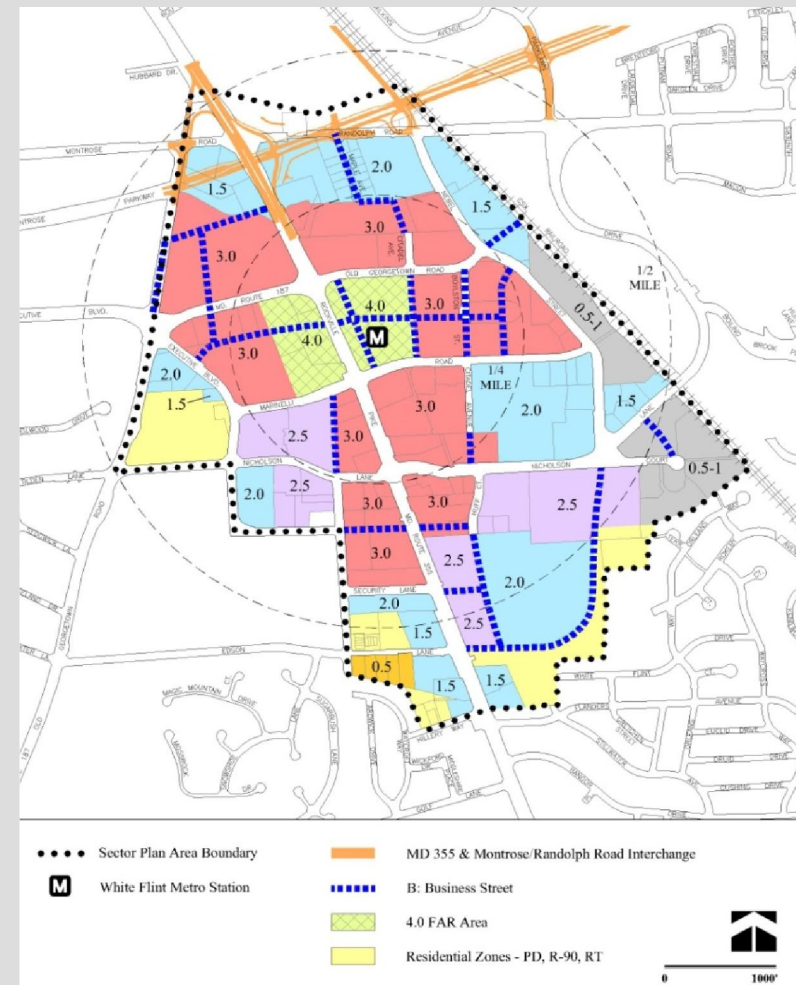
Density at the core and along MD 355



# Development Framework



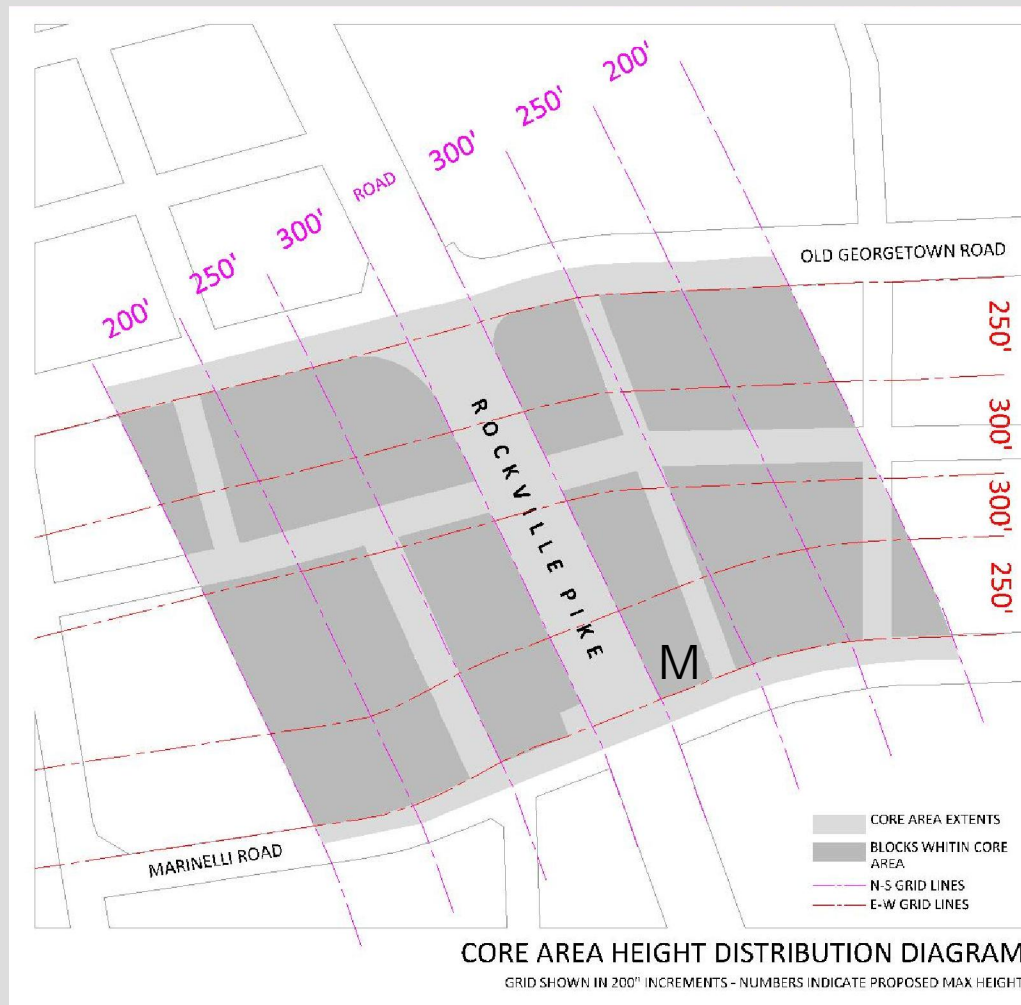
July, 2008



August 2008

Density at the core and along MD 355

# Development Framework

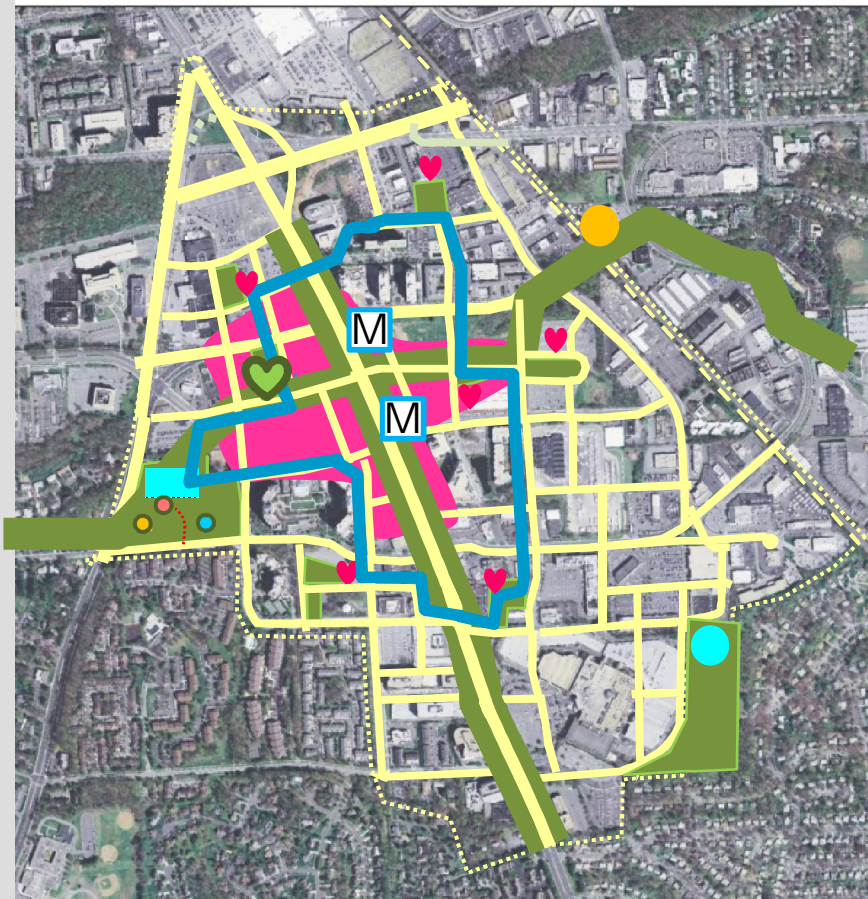


4 FAR at Metro Station-East and West

Height associated with density and street network

Density at the Metro block

# Public Realm

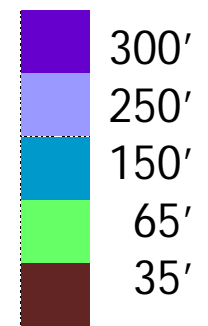
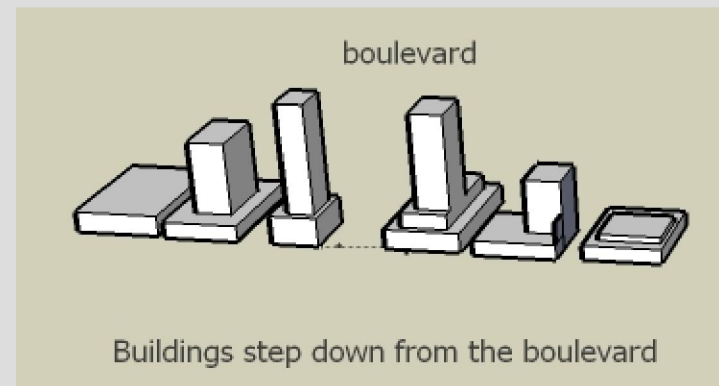
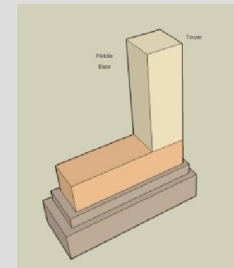
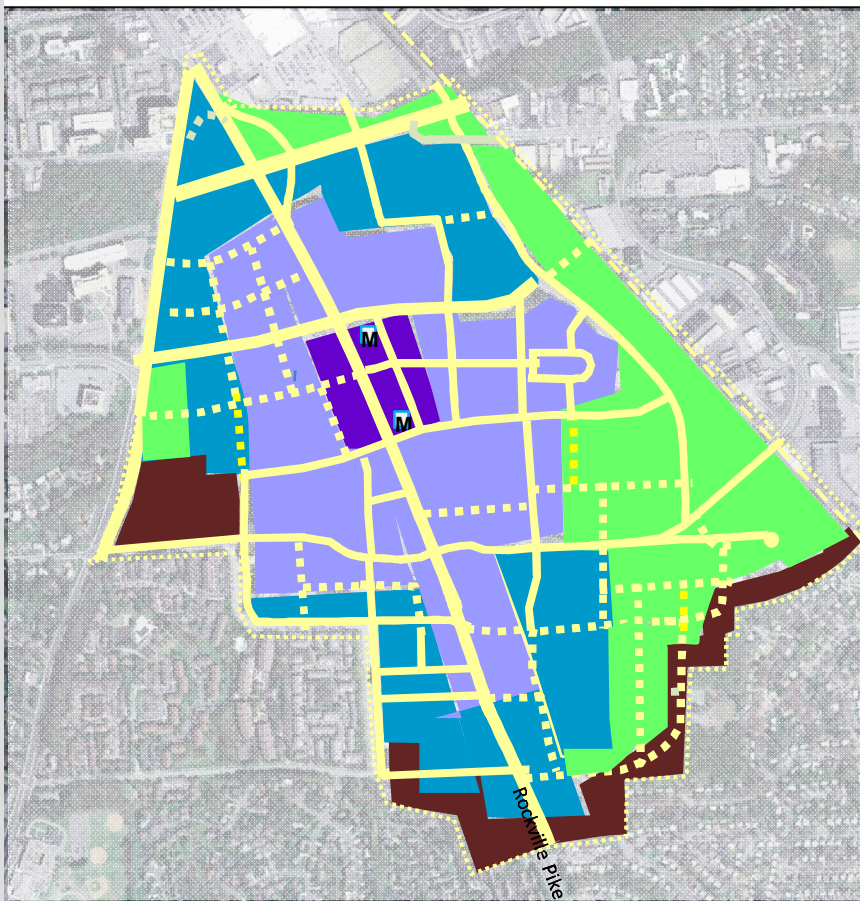


Civic Green  
Urban park  
Neighborhood greens  
Recreation Loop  
East West Green Trail  
Promenades  
Boulevard  
Streets  
Pedestrian priority streets  
Eddies  
Public art

Parks, public use spaces and streets



# Design Guidelines



Heights



# Design Guidelines

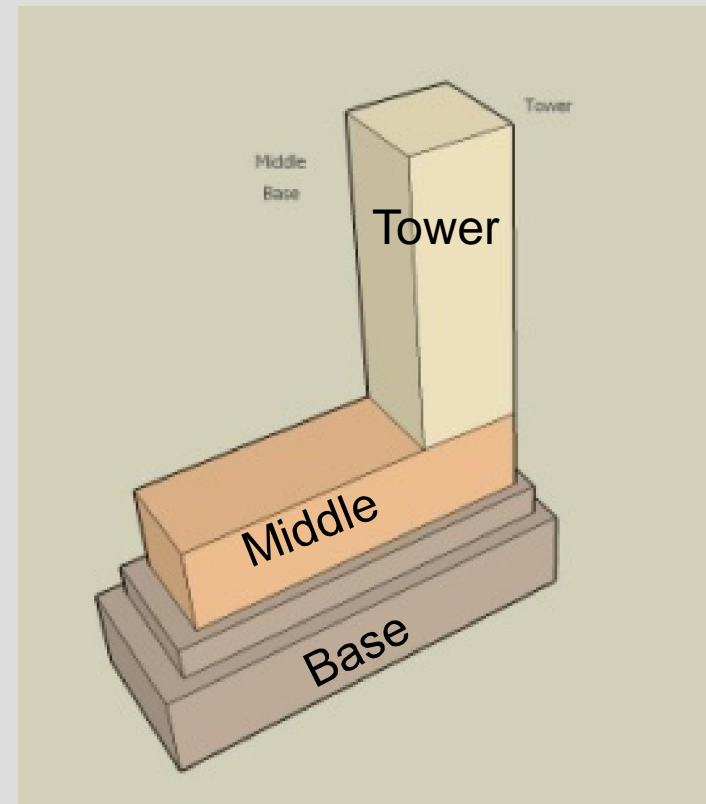
Typical Height per  
Story:

Retail: 14-20 feet

Office: 12 feet

Residential: 9-10 feet

Parts of a Building:



Heights

# Design Guidelines

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National Naval Medical Center Tower	264 feet
U.S. Capitol	289 feet
The Old Post Office Building	314 feet
The Washington Monument	555 feet

Comparison of Heights

# Nuclear Regulatory Commission

## 240 Feet

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Height Examples

# Rockwall Office Building

## 97 Feet



Height Examples



# The Grand 228 Feet

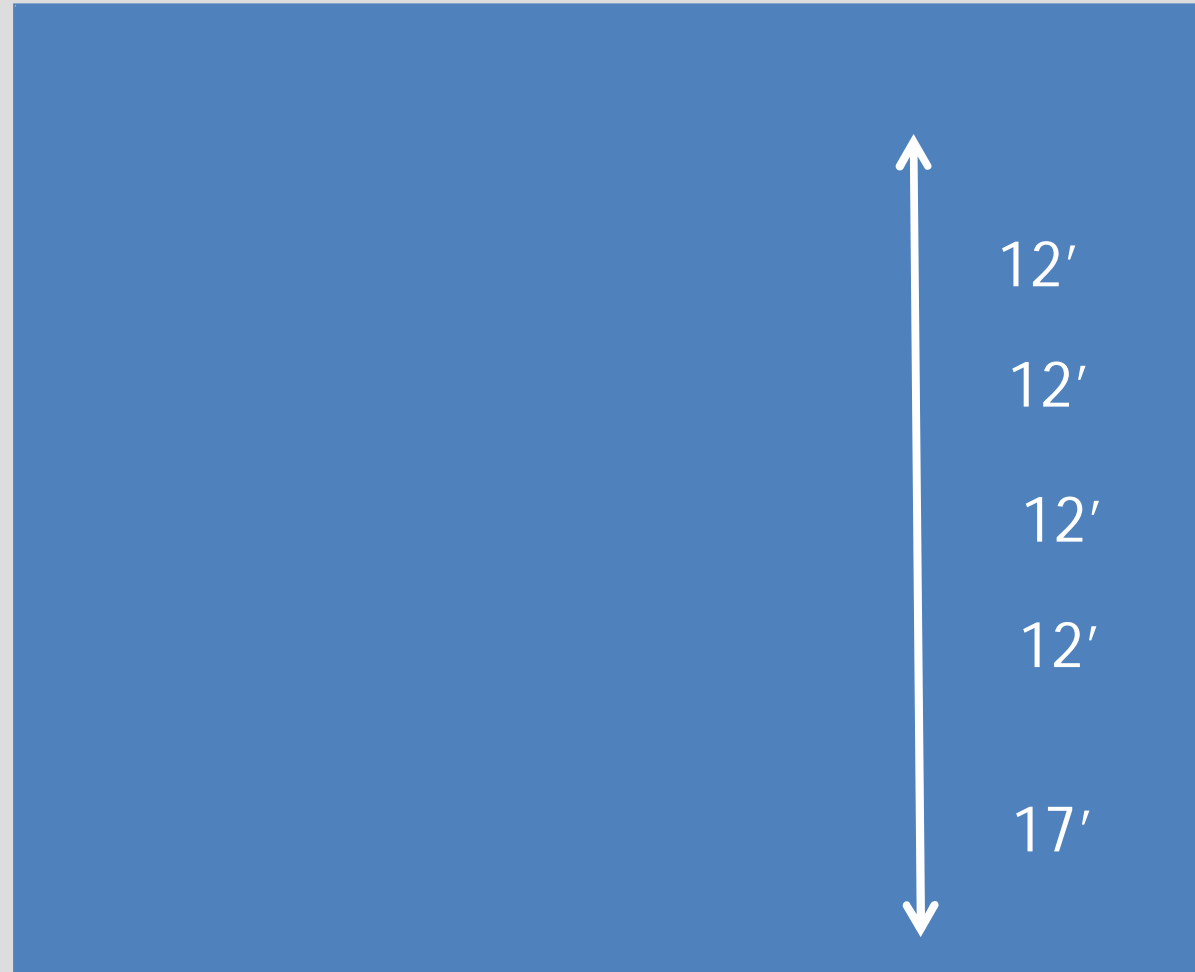


Height Examples

# Height Examples



# Bethesda Row 65 Feet



Height Examples



# Silver Spring-Cameron Hills

27- 35 Feet



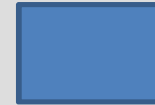
Height Examples



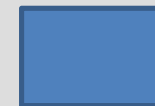
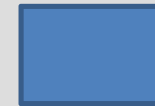
# Design Guidelines

If the area of the whole property = 80,000 Sq.Ft.  
Then ....

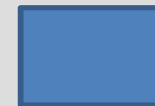
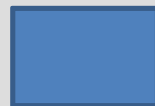
FAR 1 = 1 X 80,000 SF = 80,000 Sq.Ft.



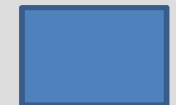
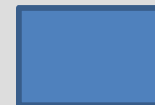
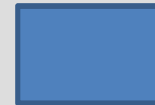
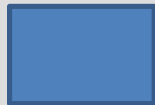
FAR 2 = 2 X 80,000 SF = 160,000 Sq.Ft.



FAR 3 = 3 X 80,000 SF = 240,000 Sq.Ft.



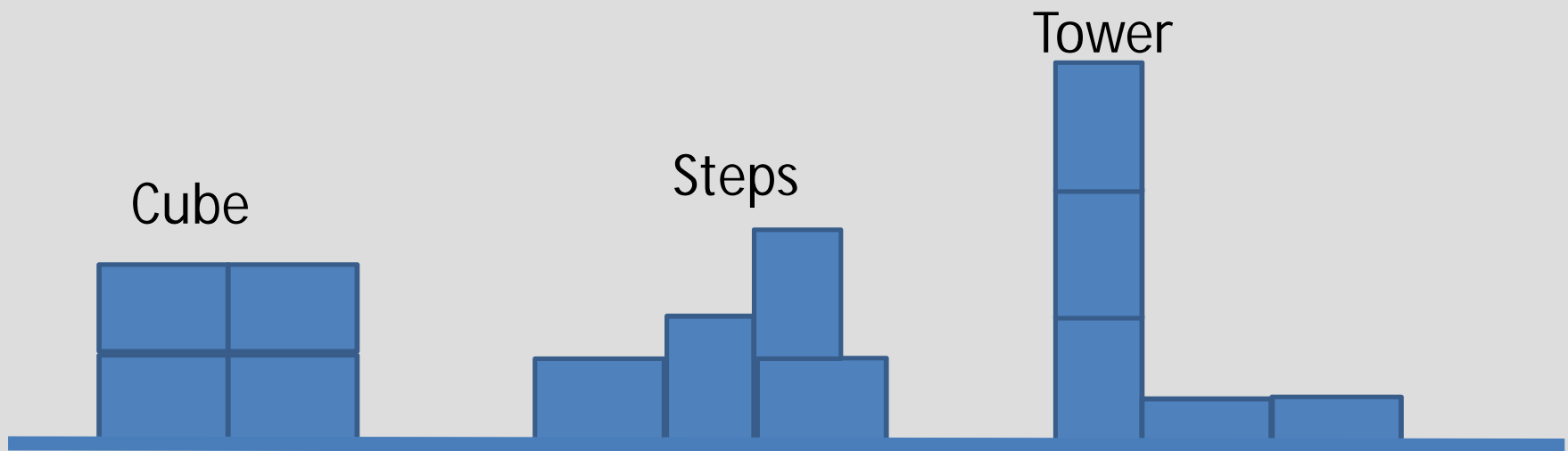
FAR 4 = 4 X 80,000 SF = 320,000 Sq.Ft.




Floor Area Ratio

# Design Guidelines

You can arrange the FAR many ways

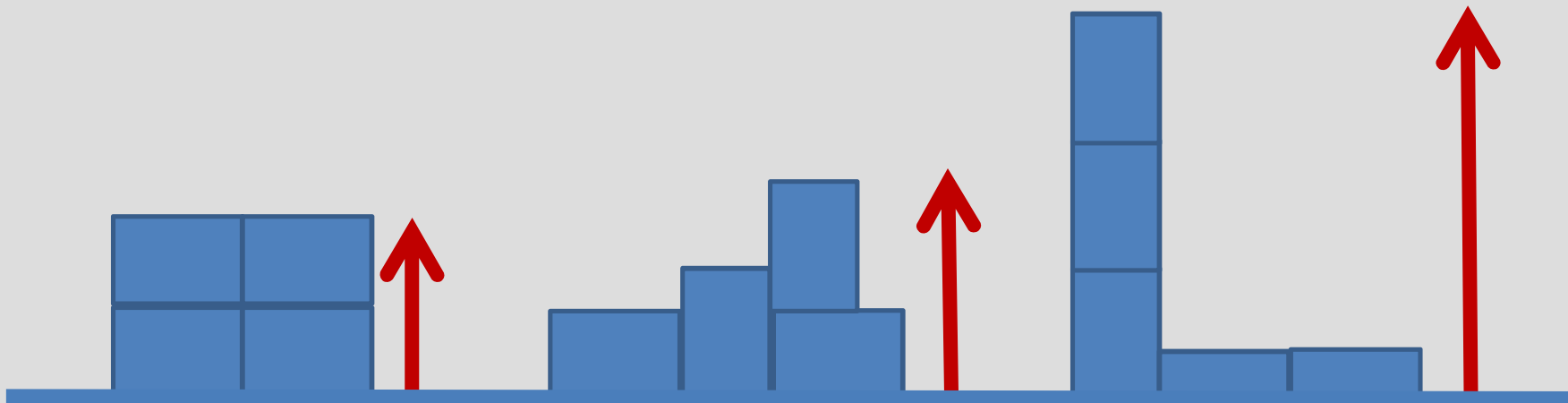


FAR 4 = 

Floor Area Ratio

# Design Guidelines

Buildings **can be different heights** and still have the same FAR

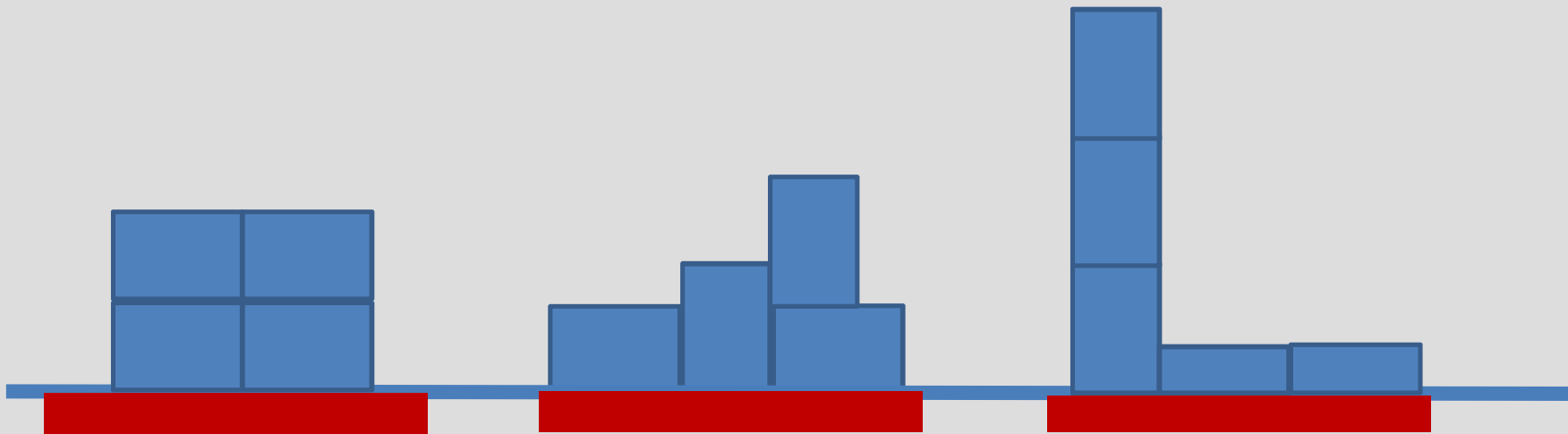


Floor Area Ratio

# Design Guidelines

Parking is not included in the FAR

If it is underground: then it will not change the height of the building.

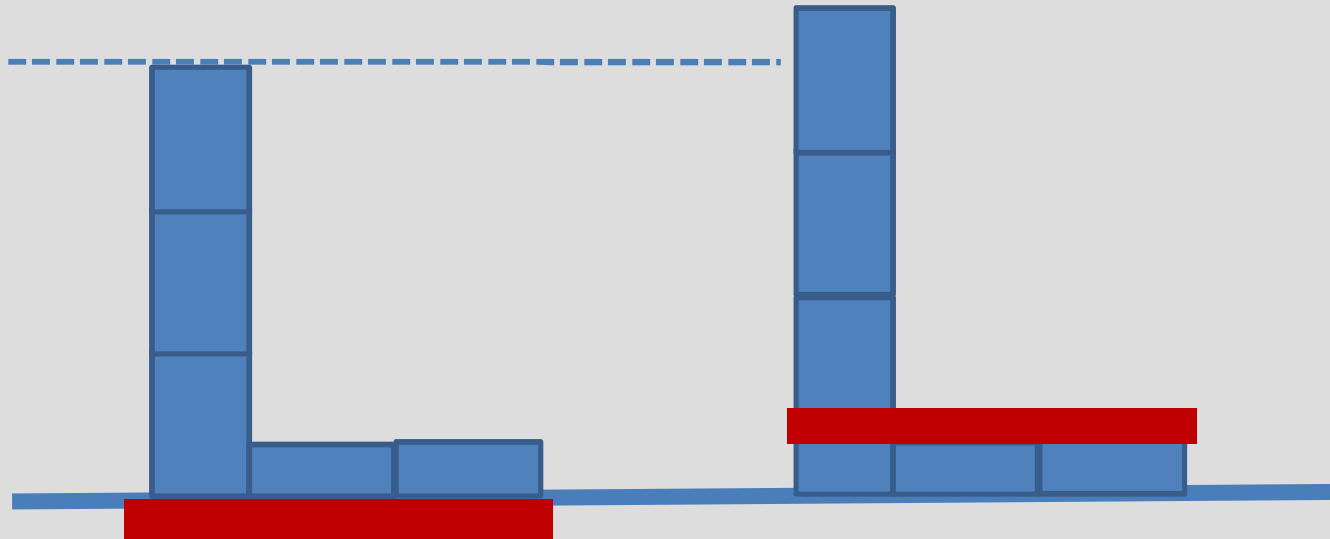


Floor Area Ratio/Height



# Design Guidelines

If it is above ground: Then it will change the height



Floor Area Ratio/Height

# Public Use Space

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Urban

Public Enjoyment

Access for Everyone

Paved or Planted

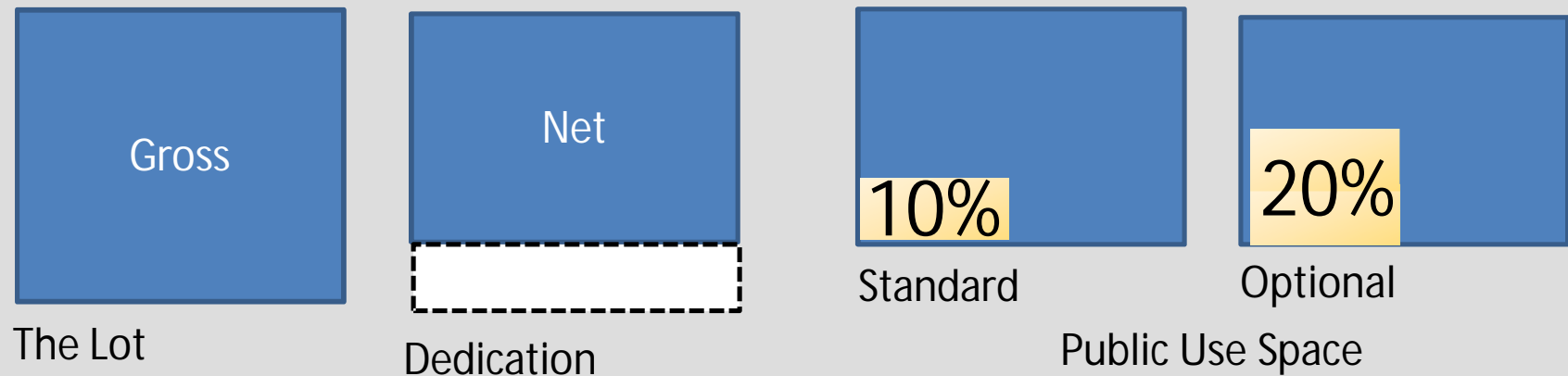
Private Development



# Design Guidelines

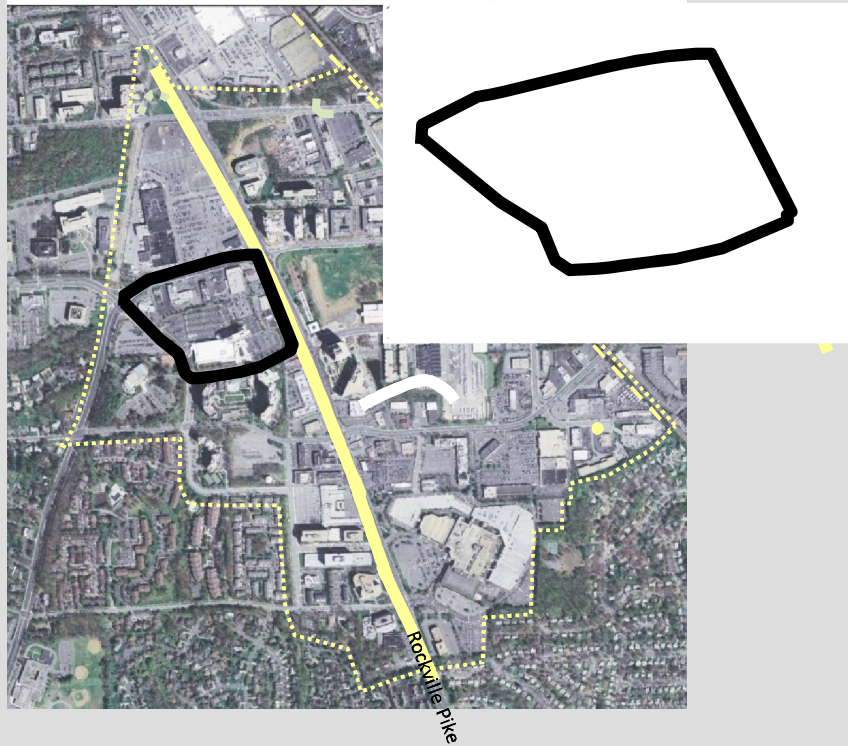
Every private development must provide "Public Use Space"

Calculation for public use space is on the net lot area

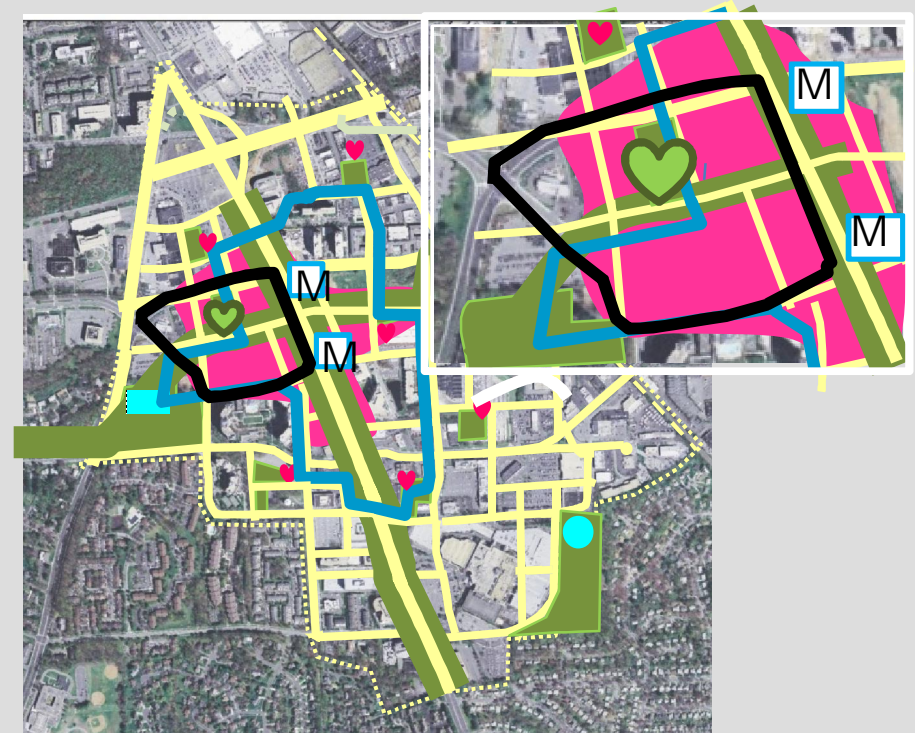


Public Use Space

# Conference Center Area



Today

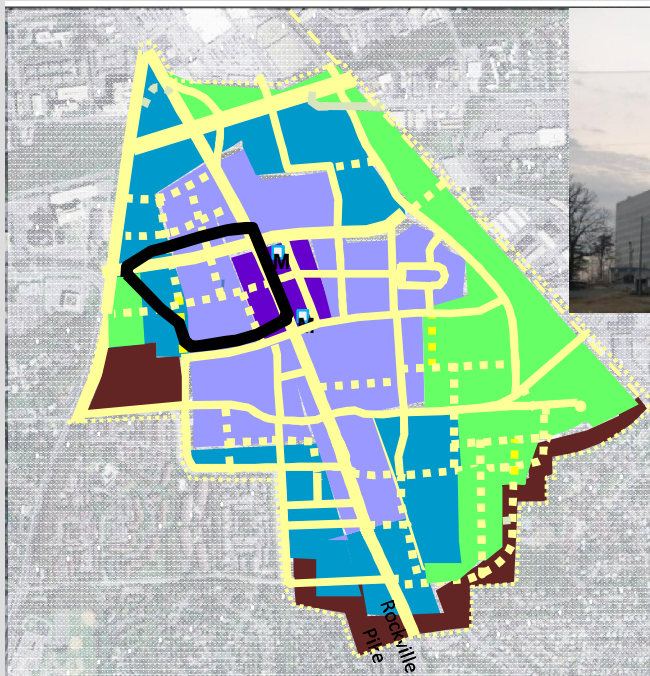


Concept

Example



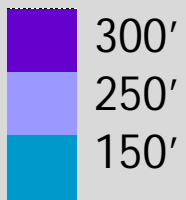
# Conference Center Area



240'



Height



Gateways and Landmarks

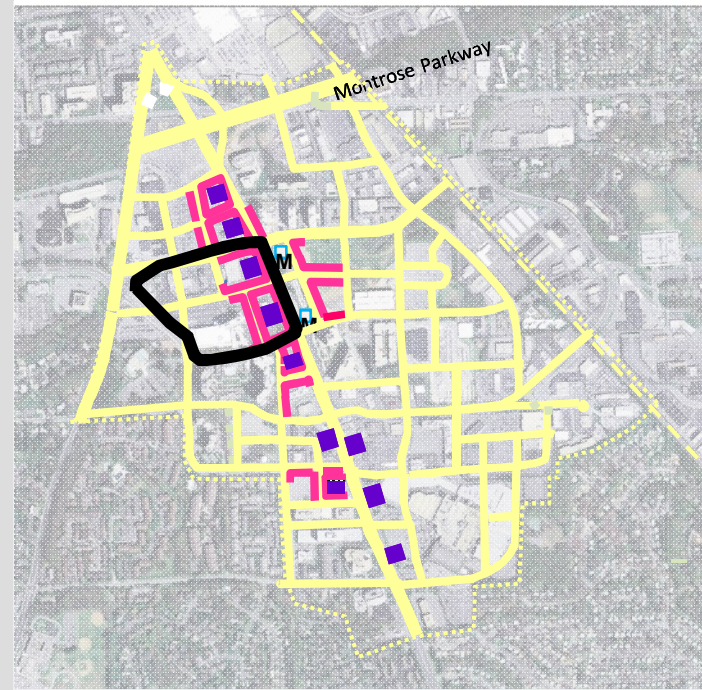




# Conference Center Area



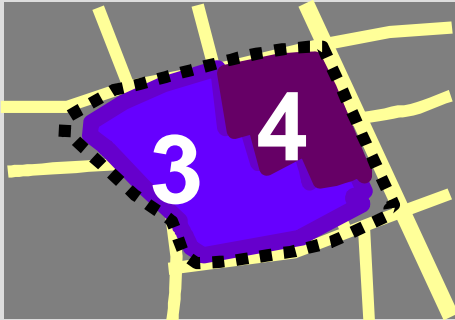
Green



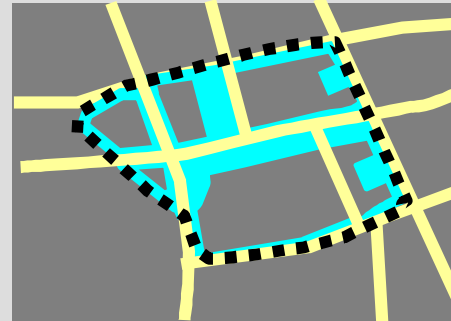
Retail and Eddies



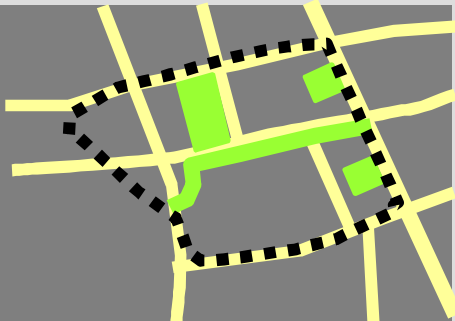
# Conference Center Area



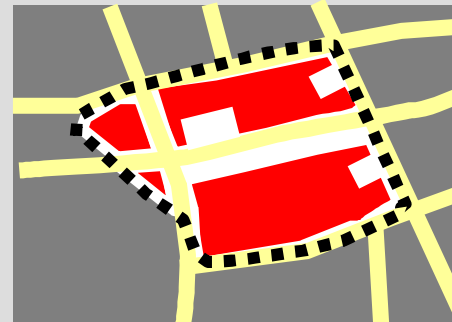
Intensity



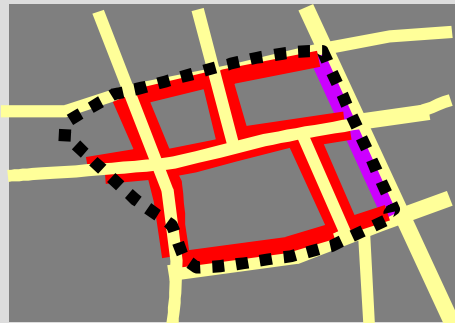
Perviousness



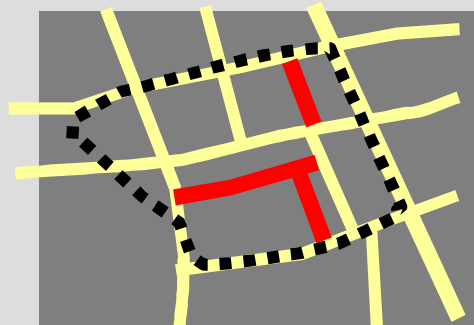
Open Space



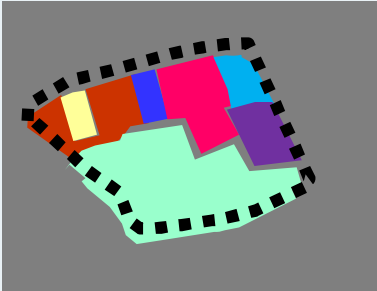
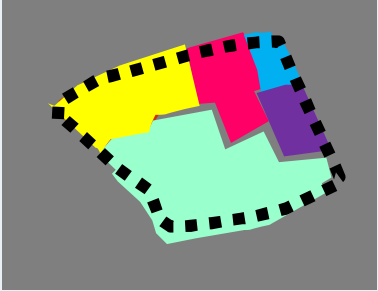
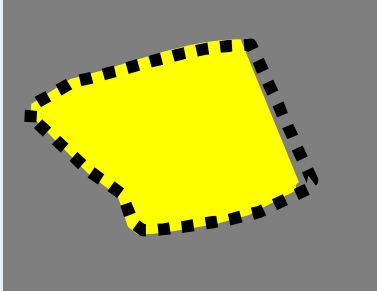
Underground  
Parking Envelope



Street Parking



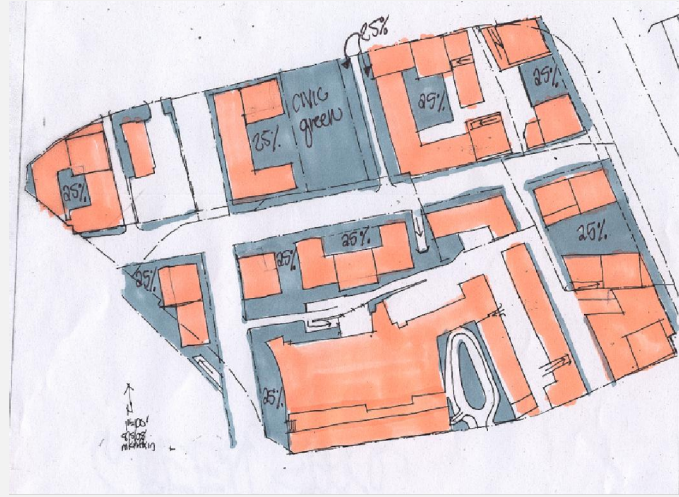
Service Access

Assembly	None	Some	All
			
Feasibility	High	Moderate	Low
Civic Green Cost	1 acre Purchased	0.8 acres Dedicated	1 acre Dedicated
Civic Green Siting	OK	Better	Better + Options
Sidewalk continuity	OK	Better	Best
Perviousness	OK	Better	Best

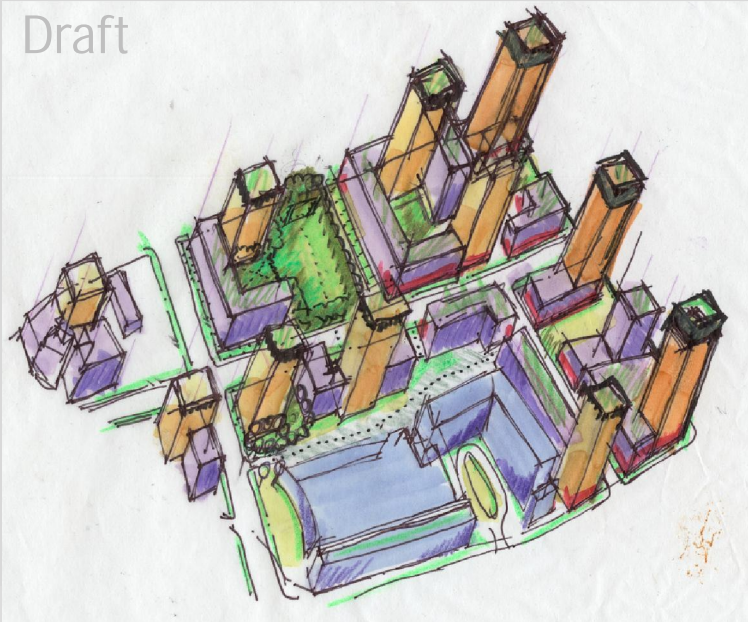
Conference Center Area

Compare

## No Assembly Scenario



## Draft



Summary

Civic Green & Eddies

Street Oriented Retail

Promenade

Pedestrian Priority Street

Landmark @ Boulevard

Great Grid

Connected

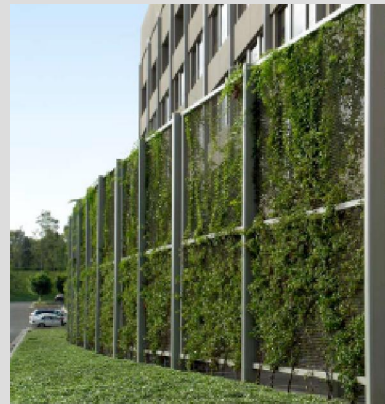


# Sustainability

Design to avoid, reduce and sequester carbon emissions

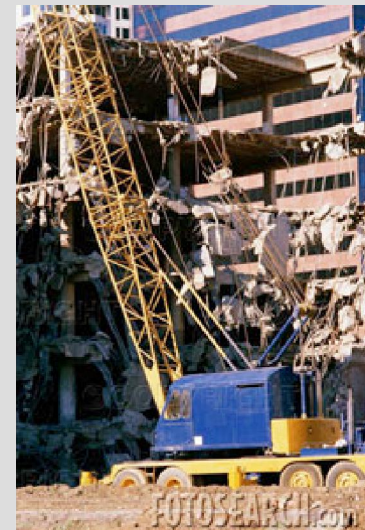
Green Buildings should emphasize:

Bicycle storage  
and  
shower facilities



Green roofs,  
green walls, and  
water  
conservation

Efficient energy  
systems and  
use of renewable  
energy sources



Recycle materials  
from existing  
building  
deconstruction

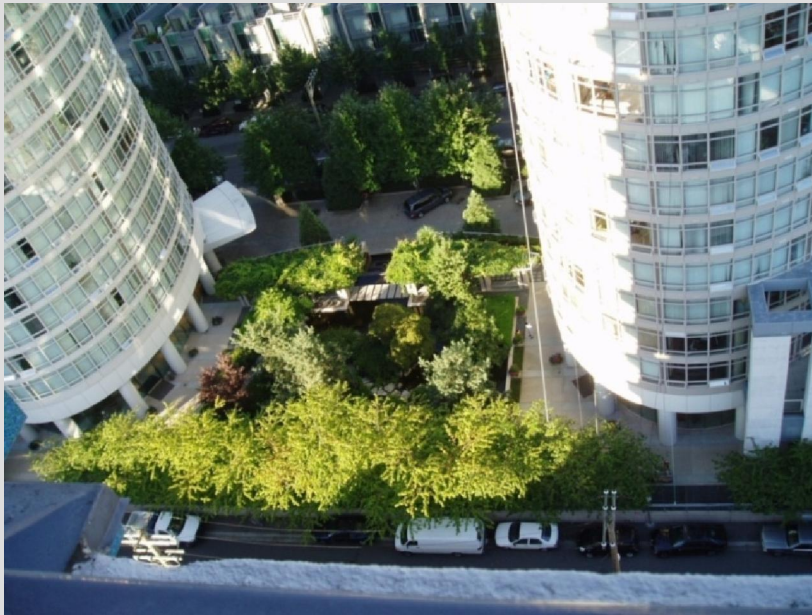
## Carbon Emissions



# Sustainability

## 30% Tree Canopy Coverage

Use native vegetation to establish community character and sense of place.



Use pervious areas to plant trees



Promote biodiversity

## Tree Canopy

# Sustainability

No net loss of pervious land surface (currently at 23%)

Each space in a connected system has two or more of the following:



Transportation: Attractive and safe walking and biking lanes



Environmental:  
Stormwater infiltration



Cultural: Public art or Historic



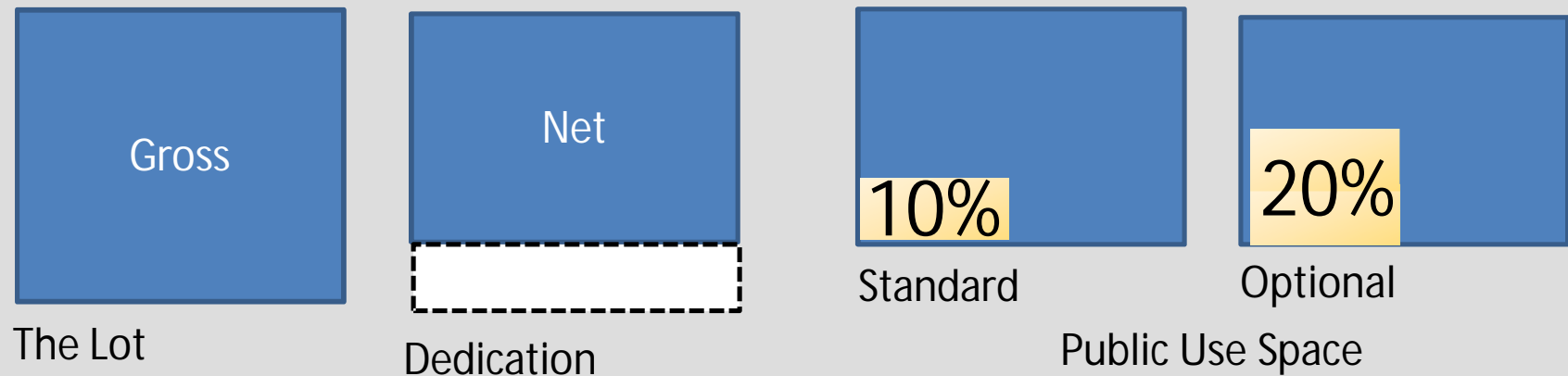
Recreation: Active or Passive

Pervious surface

# Sustainability

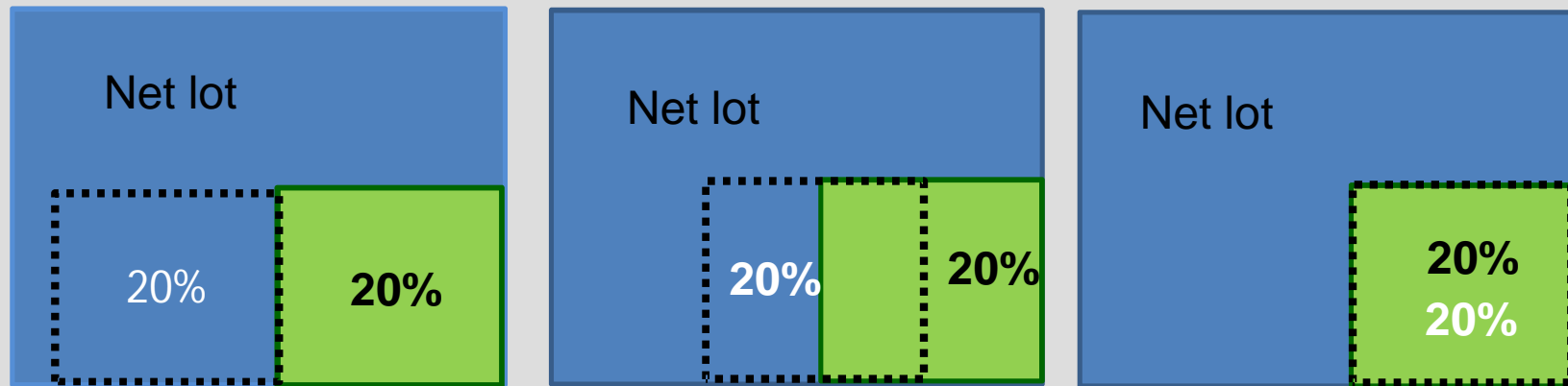
Every private development must provide "Public Use Space"

Calculation for public use space is on the net lot area



Public Use Space

## Pervious land cover and Public Use Space

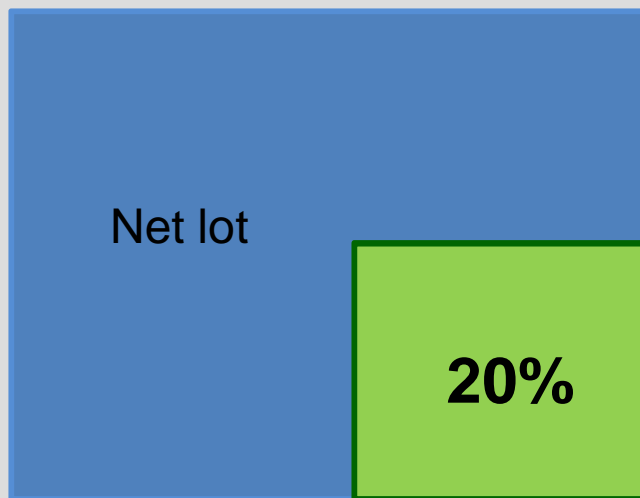


Optional Method

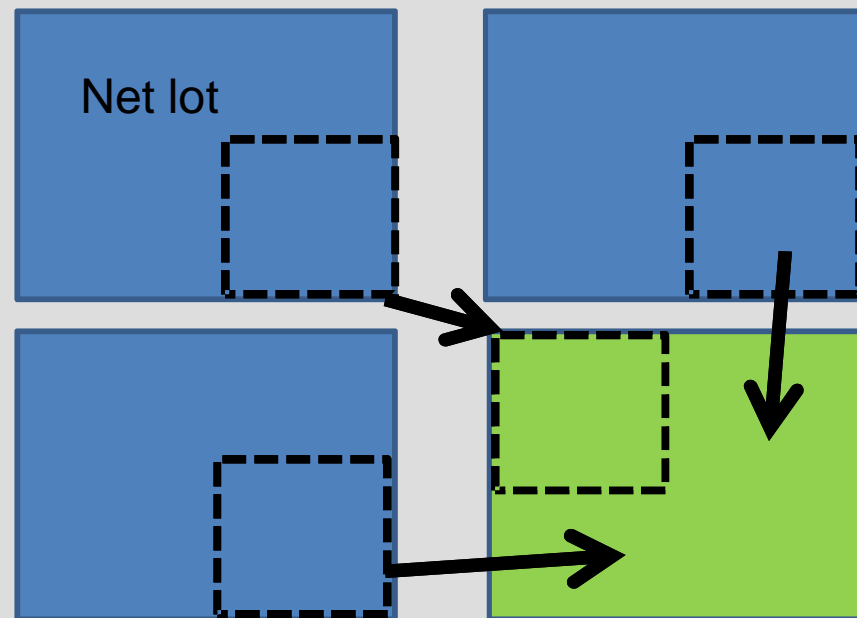
Pervious surface



## Transfer Option



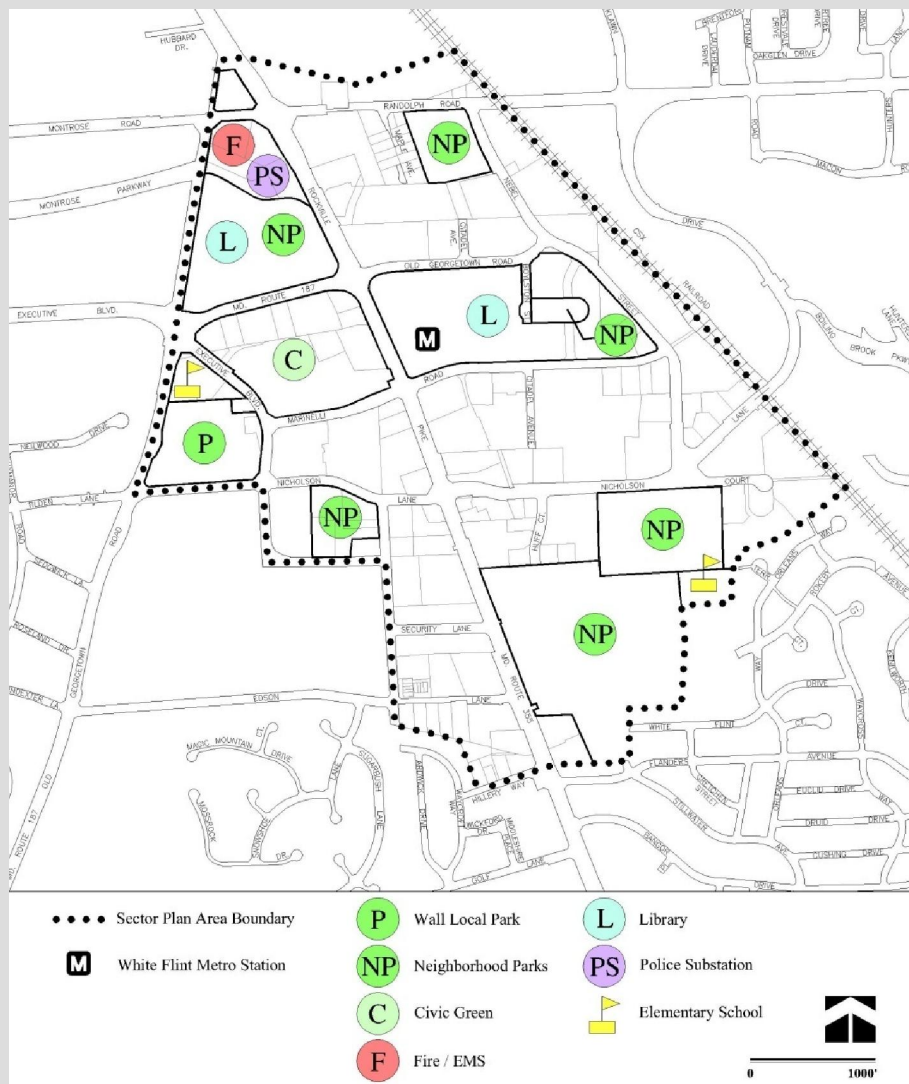
On each lot



Or transferred and combined

Pervious surface

# Public Facilities



Urban Parks and Open Spaces

Civic Green

Express/Urban Library

Police Sub-station

Farmer's Market

Elementary School

Fire and Emergency Services

# Implementation

## Transit Mixed Use Zone

A Euclidean zone

Minimum density: .25-FAR. 5 FAR (standard method)

Maximum Density: 4 FAR (optional method)

18,000 sq.ft land area required for optional method

Public use space: 10% (standard); 20% (optional)

Various permitted uses

Approval procedure: site plan; site /project plan

Building Lot Termination (BLT)-requires 12.5% of optional method (purchase/contribution)

Exempts residential development if  
workforce housing is required

Many issues

Next Step: PHED Committee-September 8, 2008



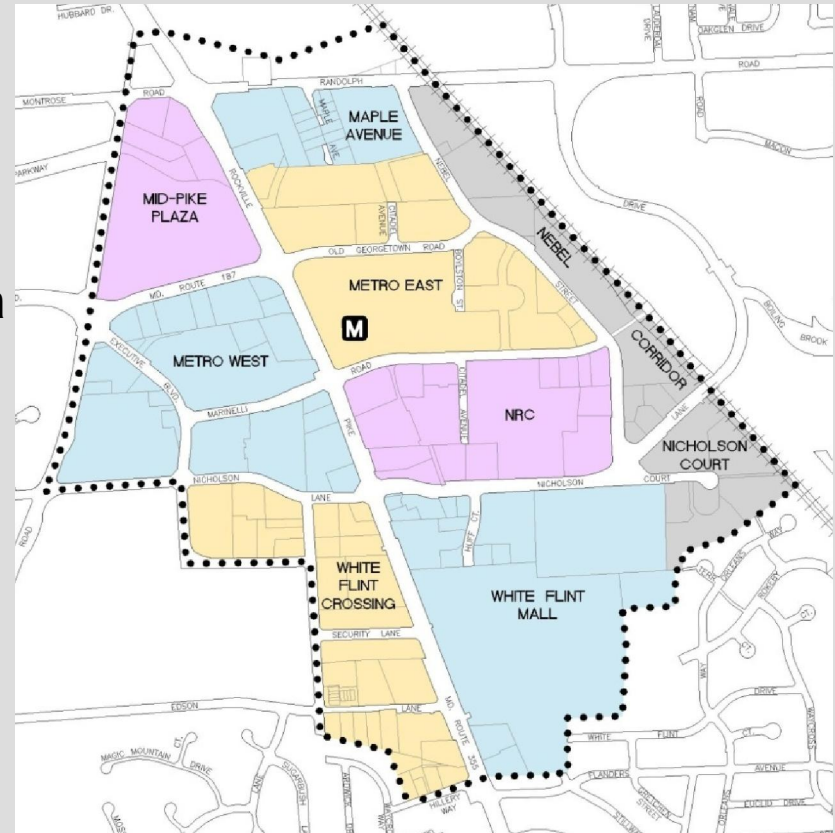
# Implementation

## Pre-Requisites for Stage 1

Approval of the Sector Plan and  
Sectional Map Amendment (SMA)  
Expansion of Metro Station Policy Area  
Establishment of Bicycle Pedestrian Priority Area

Create a public-private partnership  
Urban District  
Development District  
Business Improvement District  
Parking Lot District

Creation of Biennial Monitoring Program  
Monitoring by Planning Board  
Establishment of an advisory committee



## Staging of Development



# Implementation

## Stage 1

Metro West and Mid-Pike Districts

### Level of Development

3,200 residential dwelling units

1.77 million sq.ft of non-residential

### Requirements

Fund the realignment of Executive Blvd  
and Old Georgetown Road

Fund the east-west Main Street

Establish a bus circulator system

Fund the acquisition/dedication/  
building of Civic Green

TMD goal of 30% non-automotive drive share

Public-private partnership to redevelop Wall Park

Locate an express/urban library

Pre-planning for Rockville Boulevard with SHA



## Staging of Development

# Implementation

## Stage 2

Metro East, Maple Avenue  
and NRC Districts

## Level of Development

2,600 residential dwelling units

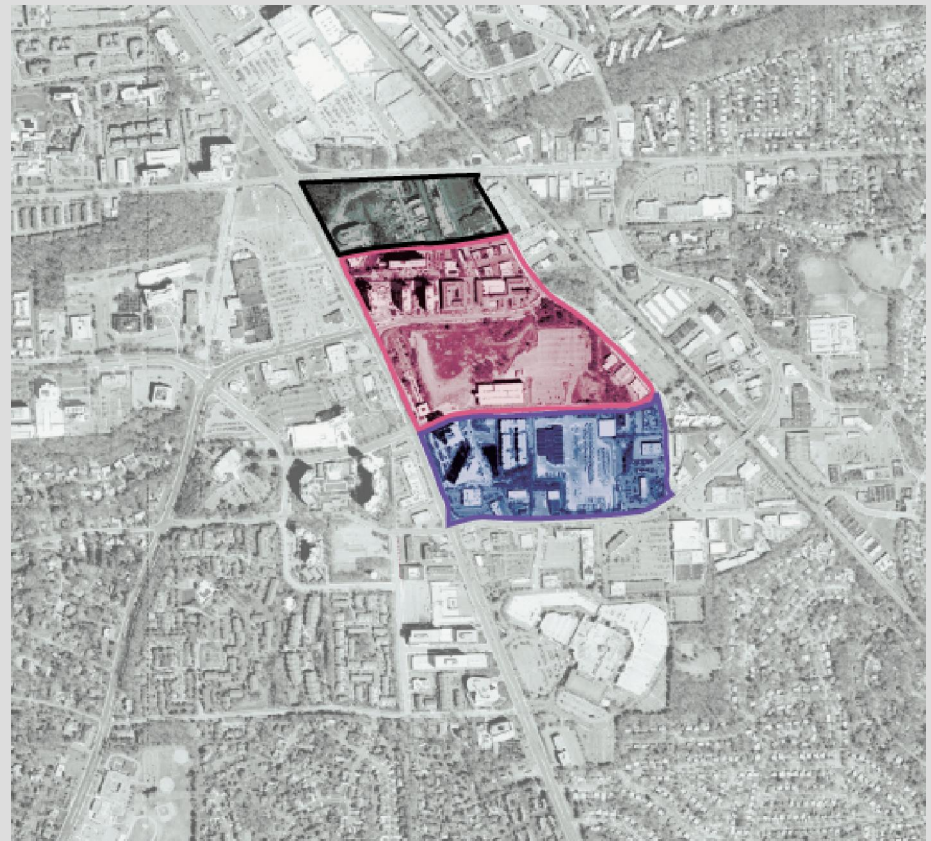
1.6 million sq.ft of non-residential

## Requirements

Increase non-automotive drive share to 35%

MCPS to evaluate the status of an  
elementary school

Fund the second entrance  
to the Metro Station



Staging of Development

# Implementation

## Stage 3

Nebel, Nicholson, White Flint Mall and  
White Flint Crossing Districts

## Level of Development

4,000 residential dwelling units

2.30 million sq.ft of non-residential

## Requirements

Increase non-automotive drive share to 39%

Implement MARC station

Complete all streetscape improvements

Construct an elementary school, if needed

Reconstruction of Rockville Pike



## Staging of Development



# Next Steps

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## Schedule

August 28	2008	advisory committee
Sept 11	2008	preliminary recommendations to planning board
Oct	2008	planning board public hearing
Nov	2008	planning board worksessions
Dec	2008	transmit planning board draft to executive and county council
Winter	2009	executive and council review council public hearing phed worksessions council worksessions
Summer	2009	sectional map amendment (comprehensive zoning)



# White Flint Advisory Group

August 28, 2008

