PHASE 2 SITE PLAN & PRELIMINARY PLAN AMENDMENT PRE-SUBMISSION MEETING
December 10, 2012
PIKE & ROSE

WHITE FLINT’S MOST INSPIRING NEW ADDRESS.

Pike & Rose is more than a new neighborhood. Located at the intersection of Montrose Parkway, Rockville Pike and Old Georgetown Road, an exciting new urban area is blooming. It’s a place to live inspired, be connected to everywhere you want to be in the DC area. Step out of the White Flint Metro station and into a magical place that’s pedestrian-friendly, urban-minded and forward-thinking. It’s an inspiring mix of culture, entertainment, cuisine, and shopping designed to engage and enchant.
FEDERAL REALTY

Nearby Properties

Rockville Town Square
Congressional Plaza
Montrose Crossing
Federal Plaza
Pike & Rose
Wildwood Shopping Center
Bethesda Row
FULL BUILD-OUT PERSPECTIVE
PHASE 1 UPDATE
GRAND PARK AVENUE & OLD GEORGETOWN ROAD
GRAND PARK AVENUE & OLD GEORGETOWN ROAD
IPIC ENTERTAINMENT THEATER
PHASE 2A AND PHASE 2B
# Phase 1 & 2 Program Summary

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<th>Block</th>
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<th>Phase 1 Total</th>
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<td>157</td>
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BLOCK 7 HOTEL & RETAIL
BLOCK 6 RESIDENTIAL AND RETAIL
ROSE PARK & BLOCK 6
RESIDENTIAL & RETAIL
ROSE PARK, BLOCK 2 RESIDENTIAL & RETAIL, BLOCK 4 RETAIL
ROSE PARK LANDSCAPE PLAN
ROSE PARK RETAIL KIOSKS
BLOCK 2 RESIDENTIAL & RETAIL
BLOCK 8 RETAIL
BLOCK 9 OFFICE & RETAIL
PLACEMAKING
NOTE: This plan shows one potential layout of the placemaking amenity items to give a flavor for the quantity and quality of public space amenities being proposed by the Applicant. Movable and seasonal items will be placed in different spaces within the public realm depending upon the time of year and on-going events. Location of rotating art installations shall vary depending upon the needs of the individual art piece. Final location for more permanent placemaking amenity items shall be sent to Staff for approval prior to installation.
MUSE ALLEY PHASING

Phase 1: Per Phase 1 Site Plan

Phase 2: Interim During Block 7 Construction

Phase 3: Block 7 Under Construction

Phase 4: End of Block 7 Construction
FUTURE STREET GRID
PHASE 2A AND 2B PUBLIC BENEFITS

- Transit Proximity 14.4%
- Neighborhood Services 4.3%
- Minimum Parking 4.0%
- Through-Block Connection 5.0%
- Public Parking 3.3%
- Adaptive Building 1.6%
- Care Center 15.0%
PHASE 2A AND 2B PUBLIC BENEFITS

- Structured Parking 6.7%
- Tower Setback 0.8%
- Public Art 2.5%
- Exceptional Design 4.2%
- BLTs 2.2%
- Tree Canopy 5.0%
- Vegetated Roof 2.7%

Total 71.7%

Phase 2 Percent of Density 43.4%
TIMING

- Site Plan Submission: December 2012
- Planning Board Public Hearing: Winter/Spring 2013
- Start Construction: Winter/Spring 2014
- Delivery of Phase 1: Summer/Fall 2014
- Delivery of Phase 2a: 2016
- Delivery of Phase 2b: TBD
We took a long hard look at the White Flint District and saw something big coming down the Pike. This idea is what lives at the heart of inspiration—the inspiration to create Pike & Rose—and to inspire and revitalize the entire White Flint District. rePIKEalization is the realization that we are part of a truly genuine and unique place—not an address, not a development, not a project—but an authentic way for you to live inspired.

For the latest news and information about community events and happenings, please join us on Facebook, Twitter, and sign up for updates at pikeandrose.com