PROJECT PRESENTATION
NOBE II
20 JULY 2011
Buildings frame the public realm. They establish destinations and points of interest, and create a skyline that can give a place a unique identity. Buildings are the vertical extension of the street edge. They 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, interest, and rhythm along the streetscape.

The maximum building height in the White Flint Sector Plan is 300 feet nearest the Metro station. Elsewhere in the Sector Plan area, recommended building heights range from 50 to 250 feet (Map 8). Building heights should reflect existing conditions where existing building heights may be 40 feet or lower. Buildings should be sited and designed with sensitivity for their effect on light, shadows, and air circulation for the occupants and those of neighboring buildings. At the edges of the Sector Plan area, building heights must be compatible with surrounding residential neighborhoods. Building heights and distinctive architecture should accentuate important intersections along Rockville Pike. Within each district, signature buildings near the maximum height are allowed and desirable to create gateways or focal points.

Compatibility
White Flint Park, Garrett Park Estates, Crest of Wickford, Old Georgetown Village and Fallstone are single-family and townhouse communities that immediately surround the Sector Plan area. These neighborhoods have differing densities and scales. New development at the edges must be compatible with these neighborhoods in building height and scale and should accommodate 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. Development in accordance with this Plan should add value and enhance the quality of life that surrounds the area by providing increased services, better facilities, employment opportunities and greater housing opportunities. The proposed density and height map (Map 10) indicates the areas where heights and density transition to the surrounding neighborhoods.
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SENSE OF PLACE
NEW DESTINATION
WORLD CLASS ARCHITECTURE
PEDESTRIAN FOCUSED
CONNECTION TO NOBE I
INTEGRATION OF USES
STUDIOS / OLIN

CANAL PARK, WASHINGTON, DC

UC BERKELEY STADIUM, CALIFORNIA
SIGNATURE PLACES

1
STREET PLAZA

2
RESIDENTIAL PLAZA

LANDSCAPE CONCEPT

JBG - NOBE II

July 20, 2011
STREET PLAZA
JBG - NOBE II
July 20, 2011

SIGNATURE PLACES

17,980 SF
250 PEOPLE
500 PEOPLE

250 PEOPLE
500 PEOPLE
STREET PLAZA
JBG - NOBE II

June 14, 2011

JBG - NOBE II
strEEt plaza

signaturE placEs

comcast center, philadelphia, pa
westlake, seattle, wa
16th street transitway mall, Denver, CO

director park, portland, OR

July 20, 2011
**Street Plaza - Programming**

**JBG - NOBE II**

**July 20, 2011**

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**Signature Places**

**Civic-minded Programs**

**Set to a Calendar**

**Empty and Full**

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**Fire**

acts as a catalyst to start anew; Initiating or developing new ideas, bonds and relationships

**The Lady is on Fire**

**Daily Events**

- News
- City
- Maintenance
- Water Jugs
- Charis
- Flag Raised
- Vendors
- Endurance Events

**Weekly Events**

- Vine Conversations
- Intersect (service)
- Classical Music Concerts
- Broadway (Nrox)
- Movies
- Grow Up Clean Up
- Markets

**Warm Up with the Lady**

**March**

- Ice Wine
- Book and Cook
- Ice Concert
- St. Patrick’s Day Red Food
- Snow Clearing
- Ice Carving
- Electric Weekend
- Santa Policy
- Santa Place
- Santa Lay Hat

**April**

- Drop in Swing Begins
- Put the Fountain Diner: Red
- Hour Two: Red Jacket
- Two Hours: Red Jacket
- The West
- The Dot
- Identity Work
- Rain Day
- Living Healthy in Cincinnati

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Fountain Square, Cincinnati, OH
PLAZA PROGRAMS, MARKET DAY
JBG - NOBE II

June 14, 2011

July 20, 2011

41 TENTS (10’x10’)

SIGNATURE PLACES
PLAZA PROGRAMS, MARKET DAY WITH STREET CLOSED TO VEHICLES
JBG - NOBE II
July 20, 2011

20 TENTS (15'x15')
June 14, 2011

JBG - NOBE II

2011

plaza programs, large concert

July 20, 2011

32' x 24'
stage
AMENITY TERRACE
JBG - NOBE II
July 20, 2011

SIGNATURE PLACES

Comcast Center, Philadelphia, PA

Tagar Suites, Clifton, NJ
PUBLIC BENEFIT

TRANSIT PROXIMITY
* LEVEL 1 TRANSIT PROXIMITY

CONNECTIVITY AND MOBILITY
* NEIGHBORHOOD SERVICES
* MINIMUM PARKING
* THROUGH-BLOCK CONNECTION
* PUBLIC PARKING

DESIGN QUALITY
* STRUCTURED PARKING
* EXCEPTIONAL DESIGN
* PUBLIC ART
* TOWER SETBACK
* STREETSCAPE, OFF SITE

NATURAL ENVIRONMENTAL PROTECTION & ENHANCEMENT
* BUILDING LOT TERMINATIONS
* TREE CANOPY
* VEGETATED ROOF

July 20, 2011
**NoBe District**

The NoBe (North Bethesda) District (Map 25) contains office buildings, commercial properties, and the North Bethesda Market mixed-use development. The western edge adjoins existing residential development. North Bethesda Market development is consistent with the mixed-use urban concept envisioned in the Plan. 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.

The land use and zoning recommendations will provide opportunities for new mixed-uses and public use spaces while maintaining residential and office uses and ensuring a buffer for existing residential communities. The District is divided into five blocks: Water Tower, North Bethesda Market, Security Lane, Edson Lane, and Hillery Way. Security and Edson Lanes are well-landscaped streets 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 Washington Suburban Sanitary Sewer Commission (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.

Confirm the TS-R Zone on the existing Fallswood residential properties.

Rezone the R-90 properties along Nicholson Lane to CR 3: C 1.5, R 2.5, and H 200 on the northern portion along Nicholson Lane. The southern portion closer to Executive Boulevard should be zoned CR 3: C 1.5, R 2.5, and H 100. The height difference in this block is intended to allow taller heights opposite the Metro West District to the north and lower heights to the south where there is lower scale residential development.

If the WSSC site is no longer needed, the site should be considered for public parkland. This could be accomplished through assembly with adjoining properties or through a land transfer between public entities.

Locate a one-half acre neighborhood green on the Luttrell property. The Luttrell property is suitable as an alternative site for an elementary school. When there is an application for development of the Luttrell property, Montgomery County Public Schools must make a realistic assessment of whether an elementary school site is needed and whether MCPS and the County have the funds necessary to purchase the property in a timely manner. If the finding cannot be made, development should be permitted to proceed.