

midtown on the pike

White Flint Sector Plan

July 2009

WHITE FLINT ABSTRACT

This Plan contains the text and supporting maps for 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 Countywide Bikeways Functional Master Plan, as amended. This Plan focuses on land use, appropriate density, and mobility for 430 acres around the White Flint Metro Station, and makes recommendations for zoning; urban design; the transportation network including transit, streets and bikeways; and public facilities.

SOURCE OF COPIES

The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
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Available online at www.montgomeryplanning.org/community/whiteflint/

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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 preparing all local plans, zoning amendments, subdivision regulations, and the administration of parks.

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Planning Board Draft of
The White Flint Sector Plan
midtown on the pike

Prepared by the Montgomery County Planning Department
July 2009

Approved by the Montgomery County Council
DATE

Adopted by the Maryland-National Capital Park and Planning Commission
DATE

MontgomeryPlanning.org

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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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the vision



This Sector Plan vision establishes policies for transforming an auto-oriented suburban development pattern into an urban center of residences and businesses where people walk to work, shops and transit. Offices and 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, people are out enjoying evening activities. Rockville Pike will be transformed from a traffic barrier dividing the center into a unifying multi-modal boulevard. White Flint will be a place where different lifestyles converge to make urban living interesting and exciting. The proposed cultural and retail destinations in and around the civic core, the open space system, and the walkable street grid unite to energize White Flint. From this energy, White Flint will become a vibrant and sustainable urban center that can adapt and respond to existing and future challenges.

There are few locations remaining in Montgomery County where excellent transit service and redevelopment potential coincide. The MD 355/I-270 Corridor (Figure 1) is a historic travel and trade route that links communities in Montgomery County to those in Frederick County. In the last 30 years the corridor has emerged as a prime location for advanced technology and biotechnology industries with regional shopping and cultural destinations. White Flint fits squarely into Montgomery County's General Plan and long range policies as the place to accommodate a substantial portion of the region's projected growth, especially housing. This Plan recommends adding more residential capacity near existing transit facilities to 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 (Nuclear Regulatory Commission) and Bethesda (Walter Reed National Military Medical Center) and provide a sufficient supply of housing options to serve County residents throughout their stages of life.

White Flint was first proposed as an urban, mixed-use community at the center of North Bethesda more than 30 years ago with the extension of Metrorail service. Over the decades, the envisioned transformation from a suburban, car-oriented series of strip shopping centers into an urban, transit-oriented, mixed-use area has occurred slowly and in scattered pockets. The White Flint Mall, a regional shopping destination with three floors of shops and ample structured parking, was one of the early attempts to blend urban form with suburban needs. But, the automobile still dominates, especially along Rockville Pike and the pedestrian experience in most of White Flint is barely tolerable. Recent projects (the Conference

midtown

Center, The Sterling, and the North Bethesda Center) have created urban block patterns with buildings oriented toward the streets, destination uses and an improved pedestrian experience. 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.

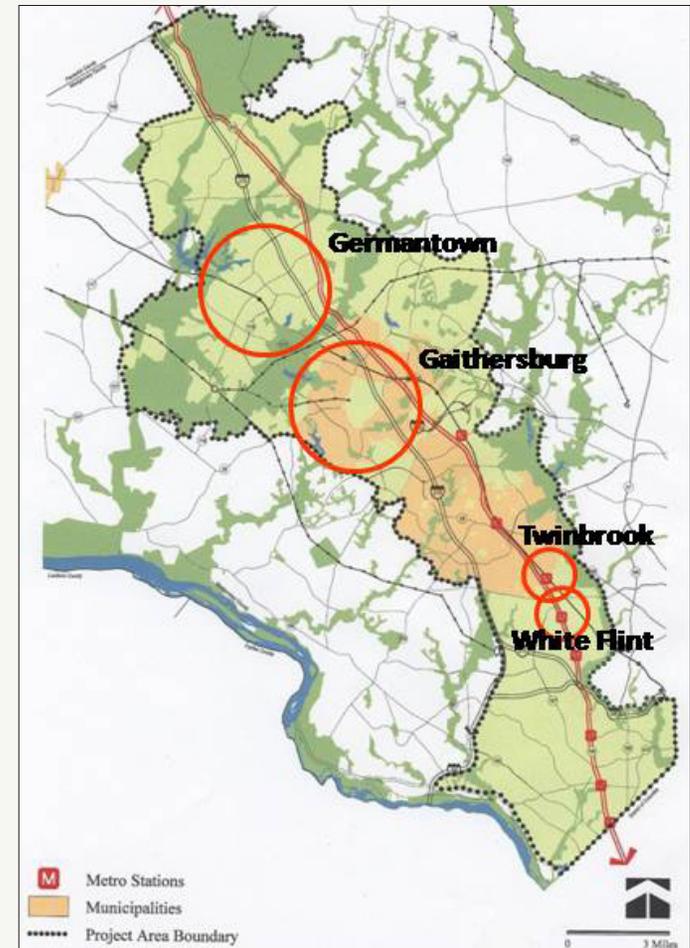
Given the reality of future energy constraints and the effects of climate change, growth must take advantage of existing infrastructure, especially transit, to create compact new communities where reliance on the automobile is unnecessary. Growth should be directed to those places where a reduction in the carbon footprint is possible, like White Flint, and where the infrastructure can support a sustainable, culturally diverse urban center outside the well-established central business districts.

This vision furthers the 2003 Ten-Year Transportation Policy Report, which supports land use policies that promote new opportunities for living closer to work, especially near Metrorail stations. Furthermore, this vision is consistent with regional planning efforts to improve the jobs-housing ratio. This Plan recommends the approval of 9,800 new units (Table 1), which is a substantial increase in housing resources in the I-270 Corridor. The projected jobs to housing ratio in White Flint will be about three jobs to one dwelling unit, an improvement over existing conditions.

Table 1: Proposed Development and Jobs Housing Ratio in the White Flint Sector Plan area

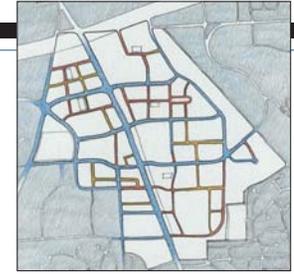
	Existing	Approved	Proposed	TOTAL
Residential Units	2,321	2,220	9,800	14,341
Non-residential SF	5.49 M	1. 8M	5.69M	12.98 M
Non-residential SF converted into jobs	22,800	6700	19,100	48,600
Jobs/Housing Ratio	9.85/1	3.0/1	1.9/1	3.4/1

Figure 1: I-270/MD 355 Corridor



on the pike

background



Sector Plan Area

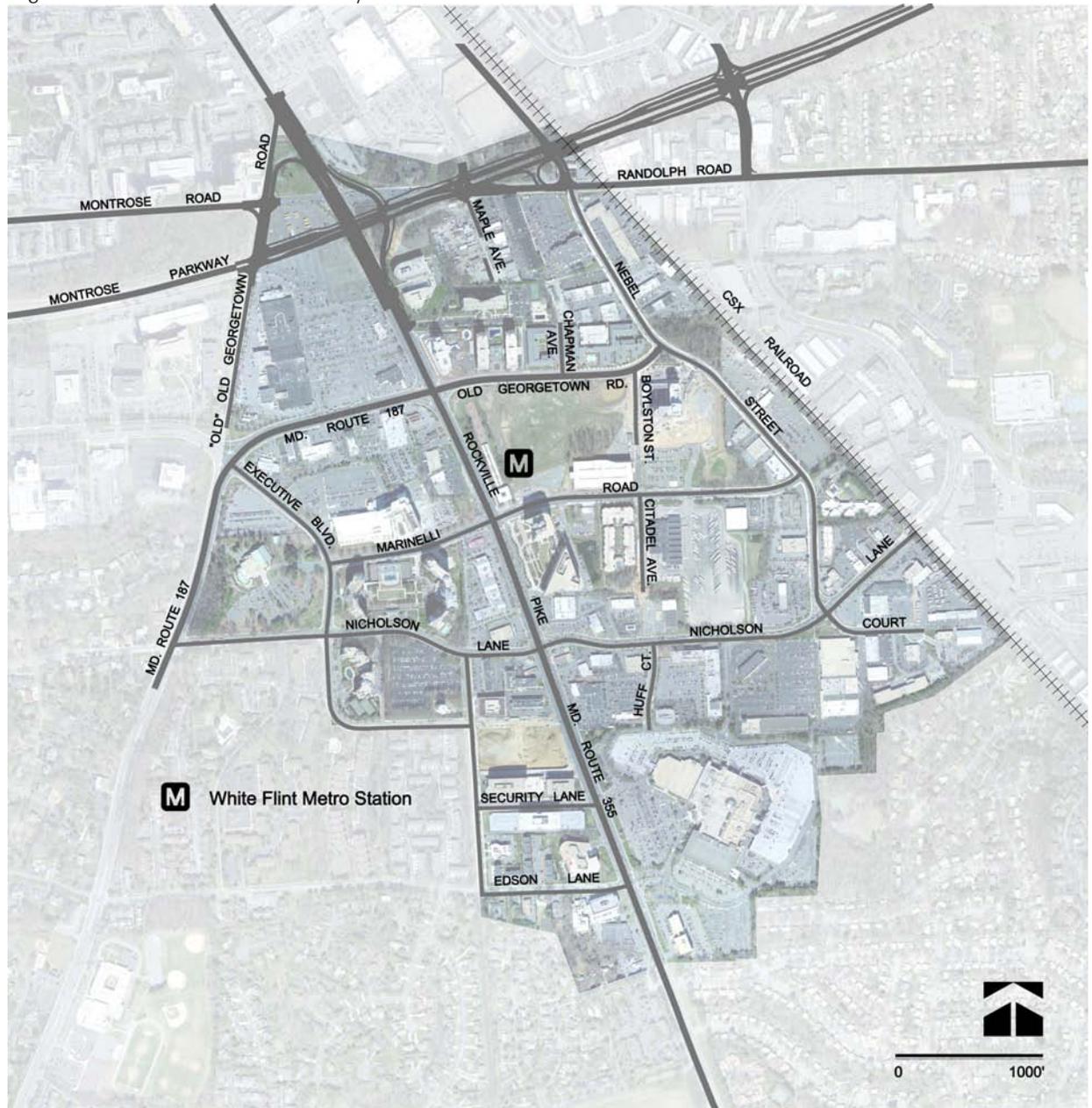
The Plan area covers 430 acres and is bounded by the CSX tracks, Montrose Parkway, Old Georgetown Road, and the White Flint Mall (Figure 2). All of the Plan area lies within a $\frac{3}{4}$ -mile radius of the Metro station, which, in an urban context, is a walkable distance.

Rockville Pike, which follows a ridge line dividing the Cabin John (west) and Rock Creek (east) watersheds, bisects the Plan area. The topography east and west of the Pike descends about 25 feet 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 80-foot wide safety zone underneath Nicholson Lane and the 50-foot Washington Metropolitan Area Transit Authority (WMATA) tunnel easement along Rockville Pike. Both of these facilities limit building placement.

High-density land uses were first considered in the White Flint Area when the Montrose Road/ Nicholson Lane area had been identified as a mass transit line/station primary impact area during the planning stages for the Metro rail system. By 1978, the planning concept evolved into a mixed-use center concept within a 200 acre area at the Metro station. At that time, approximately 63 percent of the 200 acre study area was zoned R-90, a low-density residential zone. Mid-Pike Plaza was the E. J. Korvettes Shopping Center and the high-rise Forum was the only residential development. The 1978 Plan recommended transit mixed use floating zones (TS-R and TS-M) at a 2.0 FAR density within a half-mile radius of the Metro station and the C-2, I-1, and OM zones for those properties not recommended for mixed-uses.

The 1992 re-examination of the same 200 acres added a street grid, extended 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 development of industrial zones with office uses. Five years later, in 1997, the County Council approved an amendment to advance the development of the Conference Center on the west side of Rockville Pike across from the Metro station as a centerpiece public/private partnership. These planning efforts established the framework for the urban center concept and placed an important public resource at the core.

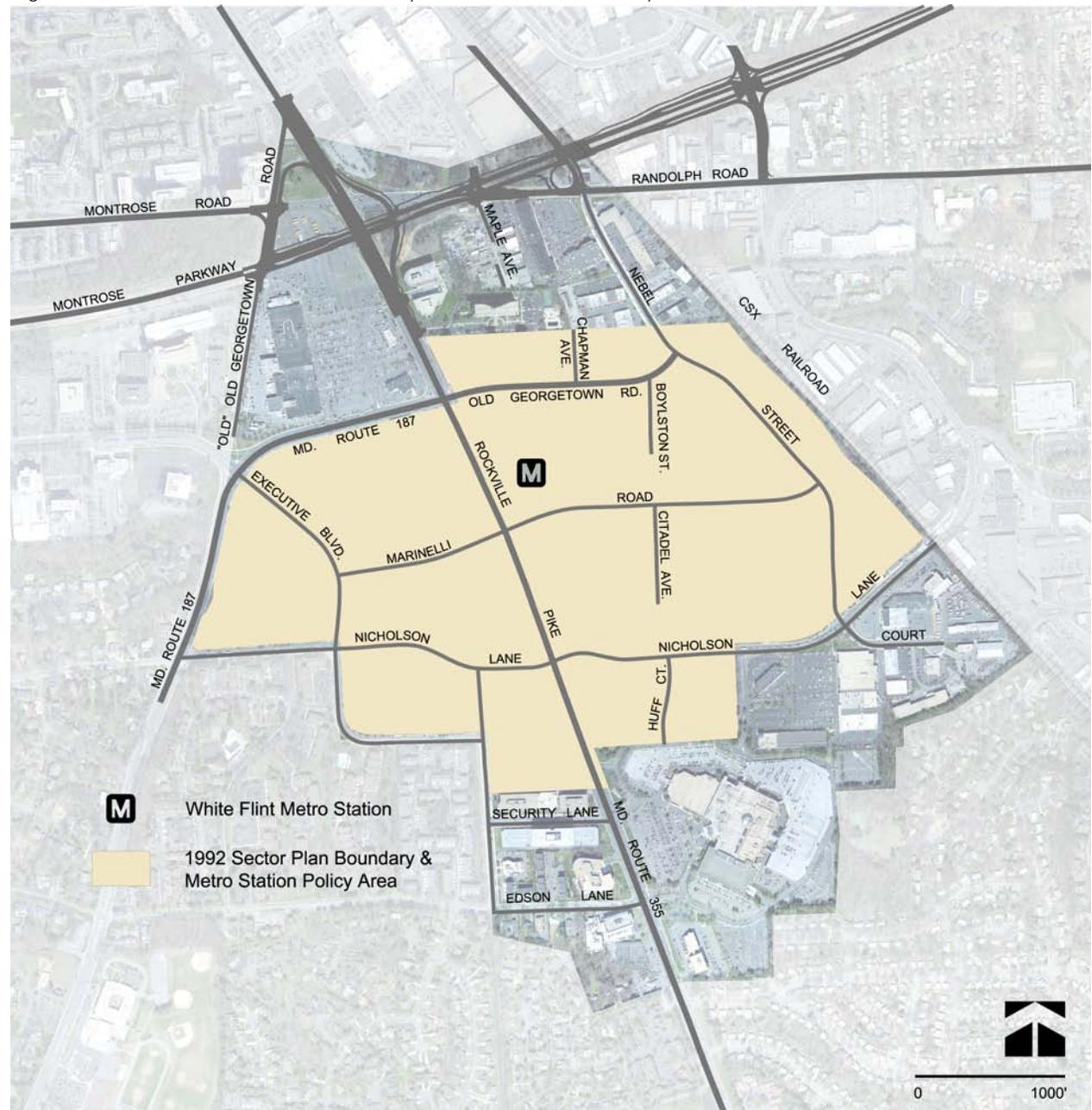
Figure 2: Sector Plan Area Boundary



What has triggered this Sector Plan evaluation? The 1978 and 1992 Plans recommended floating zones to accomplish mixed-use development. Several property owners pursued rezoning, most did not. There was little incentive for property owners to seek a change from the existing C-2 zoning. The C-2 Zone, although it has a 42-foot height limit, has few development standards and allows many uses. Market forces must remain strong for developers to risk a lengthy rezoning development process that typically takes at least a few years. A recent C-2 Zone text amendment (special development procedures for transit-oriented, mixed-use development) allowing residential development with taller building heights underscores the interest in achieving mixed uses without requiring rezoning.

This Plan doubles the 1992 Sector Plan area and examines whether more, if not all, of it should be zoned for mixed uses. There is ample space within the Sector Plan area to establish edges and to ensure that new development is compatible with adjoining residential communities.

Figure 3: 1992 Sector Plan Area Boundary and Metro Station Policy Area



Demographic Profile and Housing Resources

Compared to the residents of Montgomery County as a whole, residents of the White Flint Sector Plan area are generally older, less diverse, wealthier, highly educated, and more likely to live alone in a rental unit in a multifamily building. More than half of the residents of White Flint live and work in Montgomery County, 28 percent work in the District of Columbia and more than 20 percent use transit.

Households in White Flint spend on average 30 percent of their income on housing, which is less than the 47 percent spent by households County wide. White Flint has a larger percentage (40 percent) of non-family households than the County (26 percent). One half of the area's households are married-couples compared to 62 percent County wide and 38 percent of the householders live alone compared to 24 percent of householders County wide. Apartments are in high demand. There was a 3.5 percent apartment vacancy rate in 2006, compared to the County rate of 4.3 percent. There are no nursing homes or group homes within a half mile of the Metro station.



Table 2: Existing and Proposed Housing Units - June 2008

	Total Existing	Existing MPDUs (for sale and rent)	Total Approved	Approved MPDUs	Total Proposed	Proposed MPDUs 12.5%	Proposed workforce (10%)	Total Affordable Housing Units
Dwelling Units	2,321	211	2,220	258	9,800	1,225	980	2,674

The area for the demographic and housing analysis is twice the size of the Sector Plan area. Within the analysis area, there are about 18,720 residents, 3,000 detached units, 1,140 townhouses, 2,900 garden apartments, and 1,755 high-rise units. Within the Sector Plan area, there are 2,321 existing and 2,220 approved dwelling units, all of which are high rises (Table 2). More than 1,000 of the existing units in the Plan area are rental units. There are 211 existing moderately priced dwelling units (MPDUs) and 258 more affordable units have been approved.

Existing Land Uses and Zoning

There are more than 150 properties in the Plan area, ranging from 3,000 square feet to 40 acres. Much of the land is nonresidential (Figure 4). There are 5.3 million square feet of commercial and office buildings and many acres of surface parking. More than 4,500 residential units exist or have been approved. There is a local park, Wall Local Park, within the Plan area and a second local park, White Flint Neighborhood Park, at the southern edge of the Plan area's boundary. The neighborhood park is a buffer for two adjoining residential communities: White Flint Park and Garrett Park Estates. Two cultural and educational institutions, Georgetown Preparatory School and Strathmore Performing Arts Center, are south of the Plan area.

Figure 4: Existing Land Use

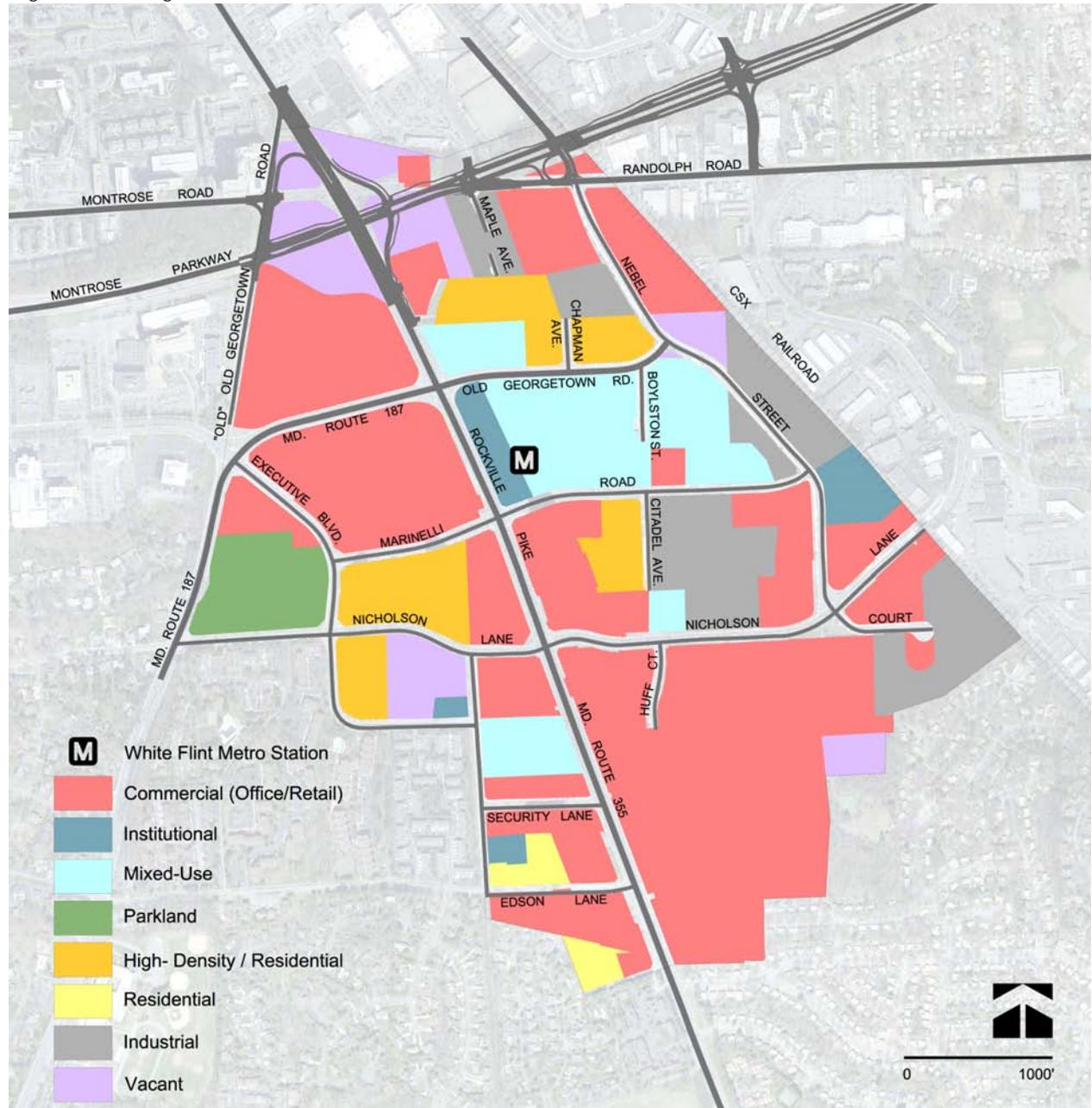
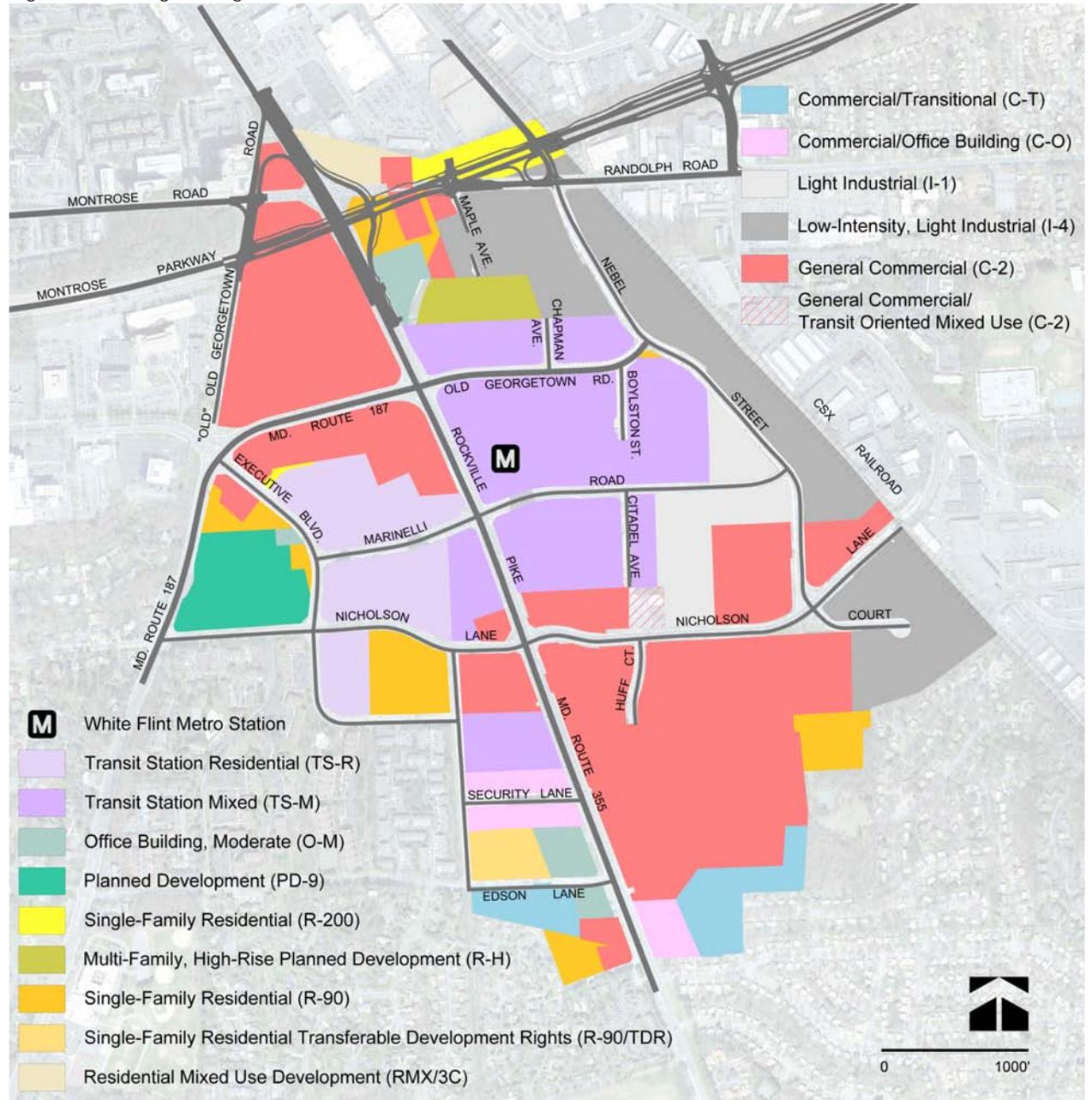


Table 3: Existing Zoning		
Zone	Description	Acreage
C-2	General commercial	138
C-0	Commercial, office bldg.	8
CT	Commercial, transitional	7
RMX/3C	Residential mixed-use, regional center, commercial base	3
RH	Multi-family, high rise, planned residential	5
I-1	Light Industrial	21
I-4	Low-intensity, light industrial	49
TS-R	Transit station, residential	42
TS-M	Transit station, mixed	57
O-M	Office building, moderate intensity	9
PD-9	Planned development	11
R-90	Residential, one-family	7
R-90/TDR	Residential, one-family/TDR	5
R-200	Residential, one family	5

Table 3 indicates the amount and type of zoning in the Plan area and Figure 5 shows the distribution of zoning categories.

Figure 5: Existing Zoning

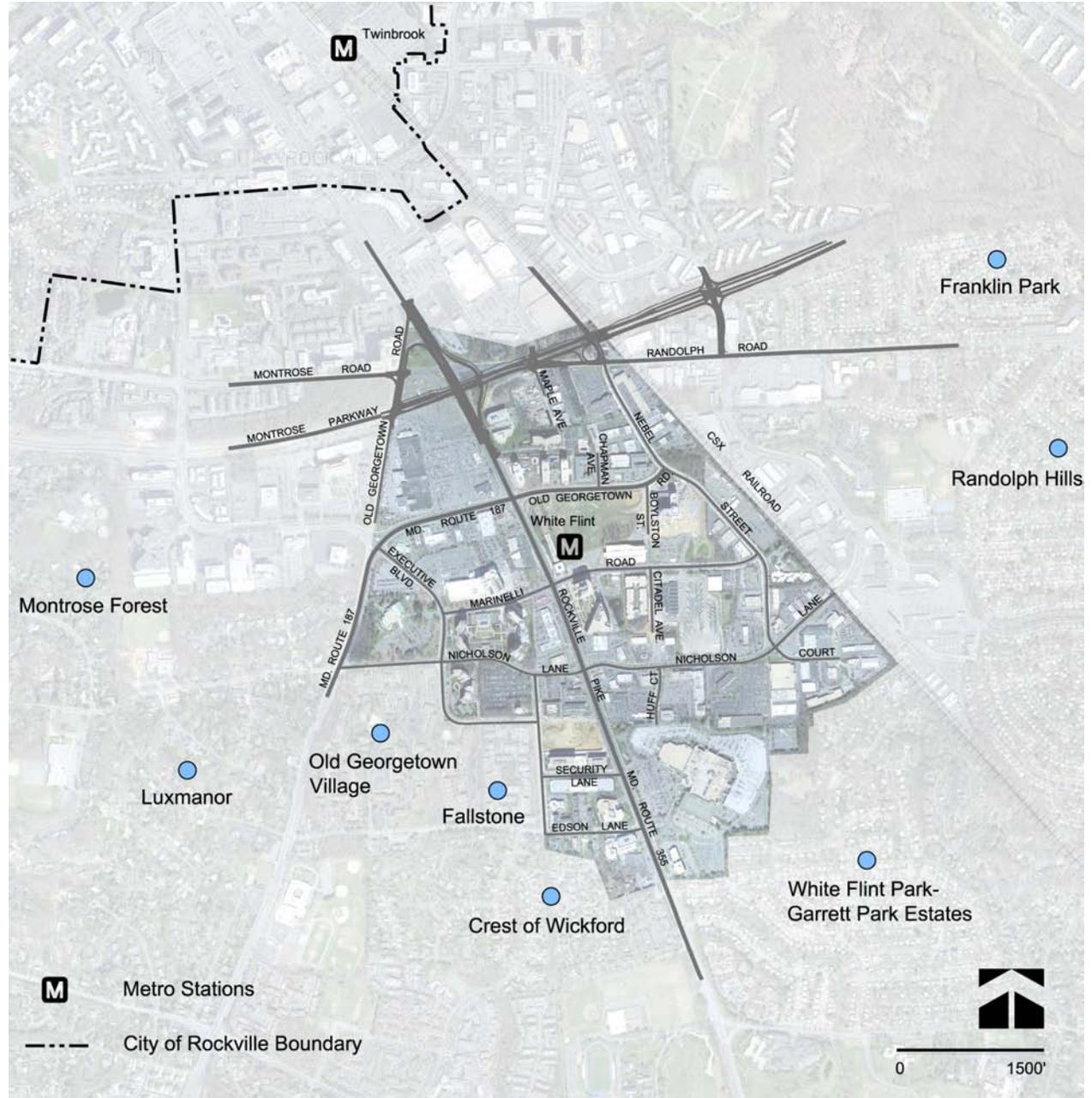


Residential Neighborhoods Outside the Sector Plan Area

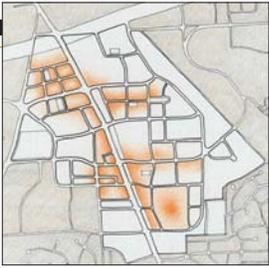
A number of established residential communities surround the Plan area (Figure 6). Single-family residential neighborhoods, especially to the southwest and southeast, are the primary land uses just outside the Plan area. White Flint Park and Garrett Park Estates are neighborhoods to the immediate south. To the southwest are the neighborhoods of The Crest of Wickford (townhouses), Old Georgetown Village (multifamily) and Fallstone (townhouses). Single-family residential neighborhoods a bit farther from the Plan area are Luxmanor, west of Old Georgetown Road, and Randolph Hills, east of the CSX tracks. The neighborhoods were built from the late 1950s through the 1990s.



Figure 6: Established Residential Neighborhoods



urban place

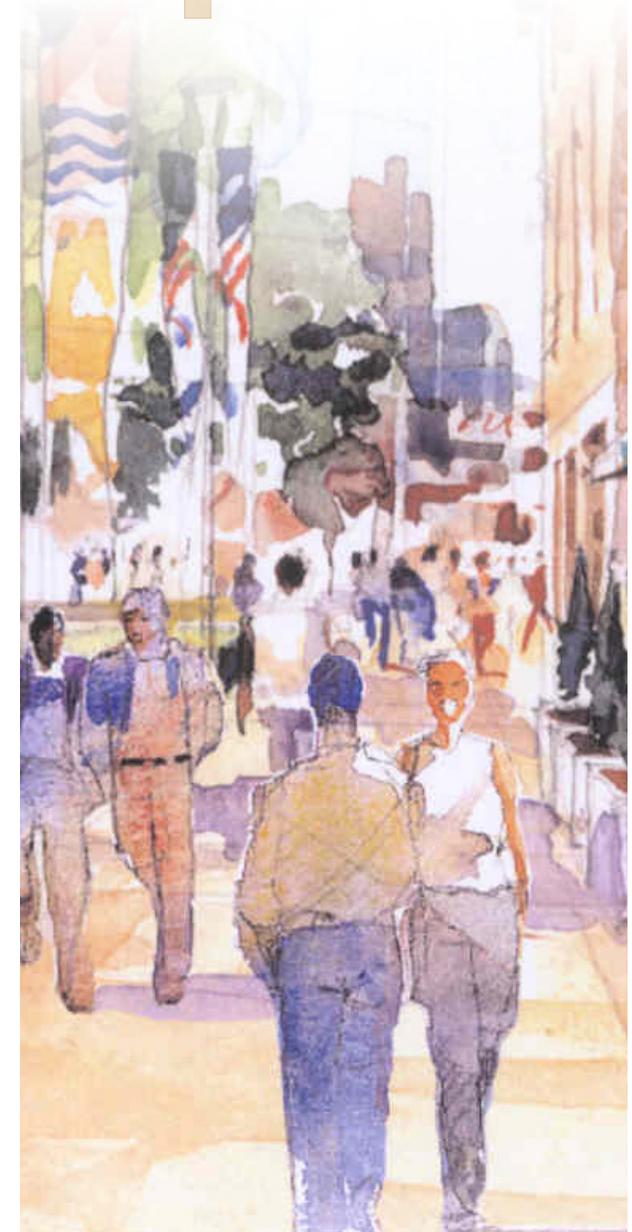


Urban Form and the Public Realm

White Flint will be more than the sum of its parts. This Plan seeks to unify White Flint around an urban core where active public spaces, streets, public parks, and plazas organize the built environment and give it character and style. Land use may define the activity, but successful places rely on the quality of urban spaces and buildings. This requires a connected street grid and public open space system framed by buildings. The street grid creates walkable blocks with residences and local services. Two intersecting promenades, an east-west section along Market Street and a north-south section along Rockville Pike, will provide a unique environment for walking and biking throughout the sector plan. Pedestrian activity brings more people into the public spaces and increases the safety of all.

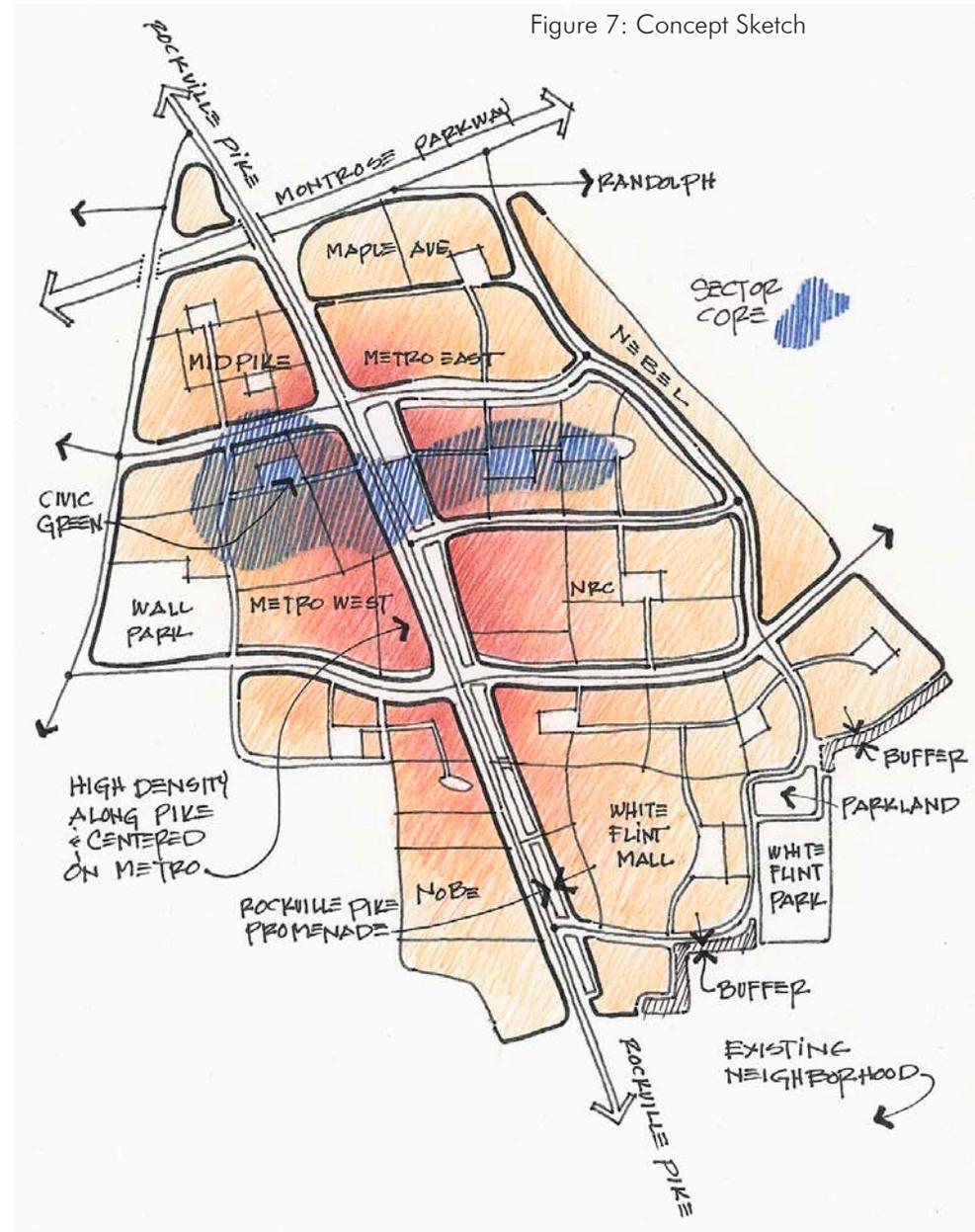
Redevelopment in the Plan area may take 20 years or more and will occur property by property. Therefore, the Plan guides how the parts fit together as development occurs. The Planning Board must adopt the White Flint Urban Design Guidelines that provide greater detail for context-sensitive development, such as build-to lines, placement of sidewalks and streetscape, utilities, and other special features, to ensure implementation of the Plan vision.

Core	In the core, the community, the conference center, and commerce converge to express White Flint's special character. The highest density and tallest buildings at the Metro station will form an identifiable center.
Mobility	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 and connections to the existing and new neighborhoods and surrounding communities.
Buildings	White Flint will have buildings with podiums that line the street and slender towers that articulate the skyline. Architectural details will incorporate features that add interest at the ground level as well as the floors above.
Public Use Spaces	The compact development pattern includes a system of public use spaces where people can gather for events or enjoy recreational activities.
Compatibility	New development will decline in height and density from the center and Rockville Pike, providing compatible transitions as it approaches the surrounding neighborhoods.
Sustainability	New development must incorporate environmentally sensitive design to conserve and generate energy and make maximum use of resources and minimize disruption of the natural environment.



Core

The core of White Flint is located between Marinelli Road and Old Georgetown Road and within a ¼-mile of the Metro station. Here density is high and buildings are tall. Two districts define the core: the Metro West District with the Conference Center, Wall Local Park, and civic green on the west side of Rockville Pike, and the Metro East District with two Metro entrances, a bridge over the Metro tunnel, and the North Bethesda Center development. Market Street connects the two districts across Rockville Pike. A secondary focal area lies along both sides of Rockville Pike between Montrose Road and Executive Boulevard, where existing and planned retail centers will continue to serve the regional market. Buildings along Rockville Pike take advantage of long views out as well as visibility from the northern and southern edges of the Plan area (Figure 7).



Mobility

The key to transforming White Flint into a great urban place is reconfiguring its mobility system. The existing street network will be reconstituted into a hierarchical grid system and the proposed new streets will form smaller grids that provide access into the new development. The transit system will expand to include local as well as circulator bus service and convenient pedestrian access.

The success of White Flint as an urban center requires attention to the pedestrian experience. Existing conditions, high volumes of traffic, lack of streetscape, narrow sidewalks, and multiple turning lanes at wide intersections inhibit pedestrian movement. Reconstructing the existing street network, especially along Rockville Pike, and using pedestrian-friendly cross sections will significantly improve the pedestrian environment. All the streets will be pedestrian-oriented and walkable. Rockville Pike, transformed into a grand boulevard, will visually tie together the east and west sides of the Plan area. Sidewalks, bikeways, trails, and paths provide options for pedestrian circulation and connections to other communities.

Street Hierarchy

A hierarchical street network accommodates local and through circulation. The wider streets convey more through traffic and the narrower streets accommodate local traffic. The street network is designed so that loading and service functions do 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 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. On-street metered parking will reduce speeds and generate revenue.

Rockville Pike Boulevard

Rockville Pike (MD 355) carries the majority of through traffic and thus divides the Plan area. Rockville Pike has three north and three southbound through lanes, plus turning lanes. There are no street trees, landscaped median, or on-street parking. The utilities are on poles located in the middle of narrow sidewalks. It is a classic suburban commercial strip highway.

This Plan recommends reconstructing the “Pike” as an urban boulevard, placing utilities underground, and adding a median wide enough to accommodate turn lanes, street trees, and possibly buses or light rail. Street tree panels and wider sidewalks will promote walking (Figure 8).

Street Hierarchy

Rockville Pike Boulevard
Business streets
Local streets
Promenades
Bike paths and trails
Recreation loop



Figure 8: Rockville Pike Boulevard and Promenade Cross Section

Business Streets

These public streets (Figure 9) vary from 70 to 90-foot wide right-of-ways with a minimum ten-foot sidewalk, street trees, and two or more lanes for traffic.

Local Streets

These streets provide access into the interior of the blocks and can have special features to distinguish the different enclaves of development from each other, such as special paving materials. The streets are intended to have narrower cross-section and should emphasize pedestrian activity. Vehicles should operate at greatly reduced speeds.

Promenades

Promenades are designated for those streets where a distinctive streetscape lends character and importance to the pedestrian experience. There are two intersecting promenades in the Plan area: the Market Street Promenade (Figure 10) and the Rockville Pike Promenade over the WMATA Tunnel. A portion of the proposed Rockville Pike Promenade exists along the Nuclear Regulatory Commission frontage and should be extended north and south to create a unique walking environment.

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 Woodglenn Drive to connect to Wall Local Park, the Market Street Promenade, and the Montrose Parkway bike path. The Plan recommends providing connections to these regional trails.

Recreation Loop

The recreation loop is a continuous signed recreational pathway that connects the public open spaces to the civic green and Wall Local Park. The loop is intended to link new and existing neighborhoods (see Open Space Plan, Figure 12).

Figure 9: Business Street Cross Section

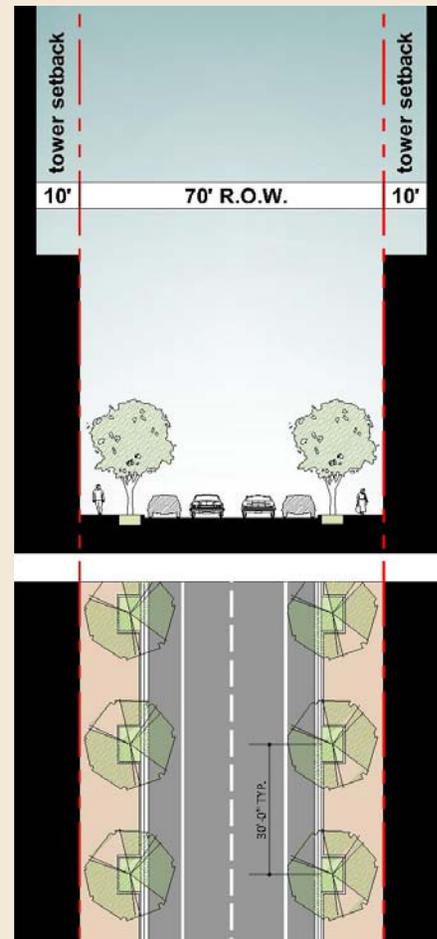
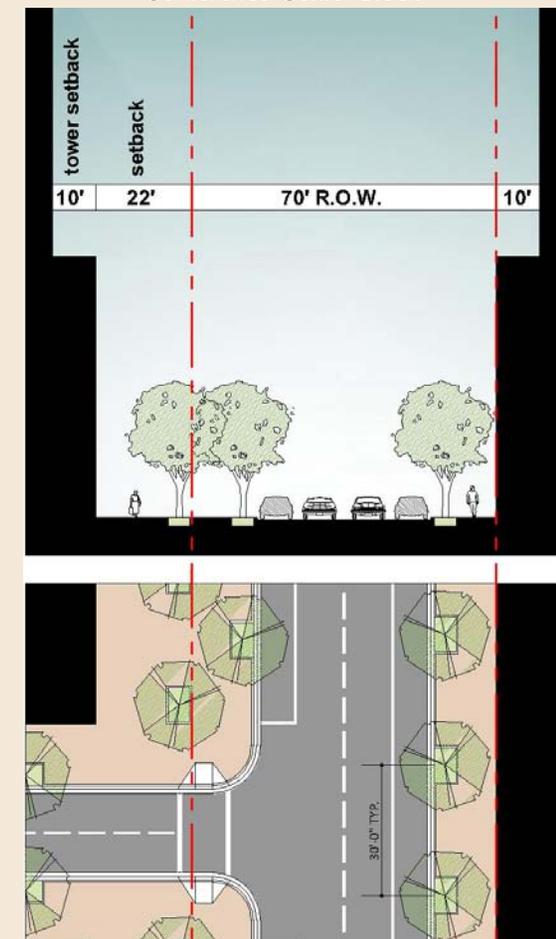


Figure 10: Market Street Promenade - Conference Center Block



Buildings

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 Plan area, recommended building heights range from 50 to 250 feet (Figure 11). 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 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.

Figure 11: Building Height Plan

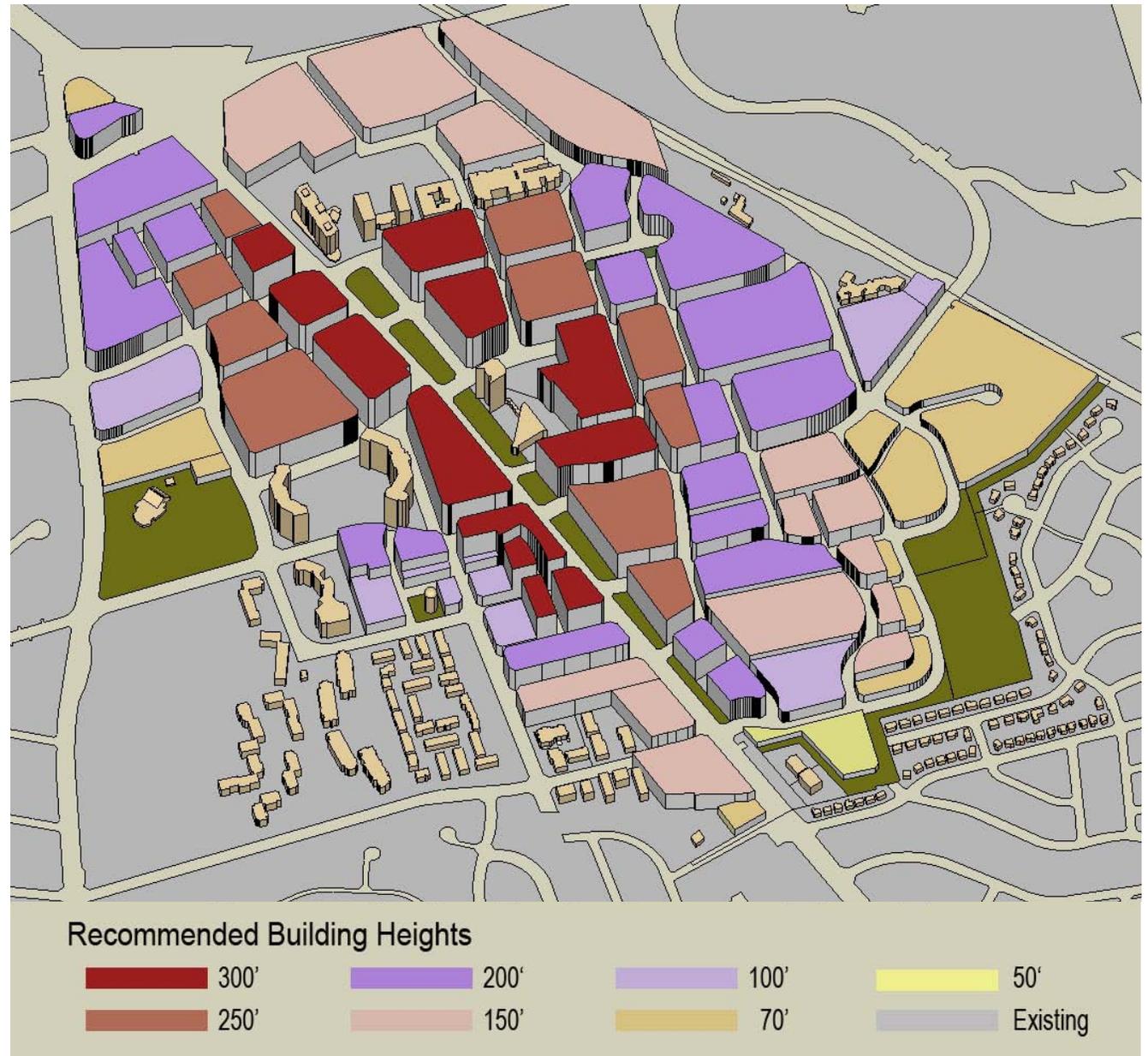
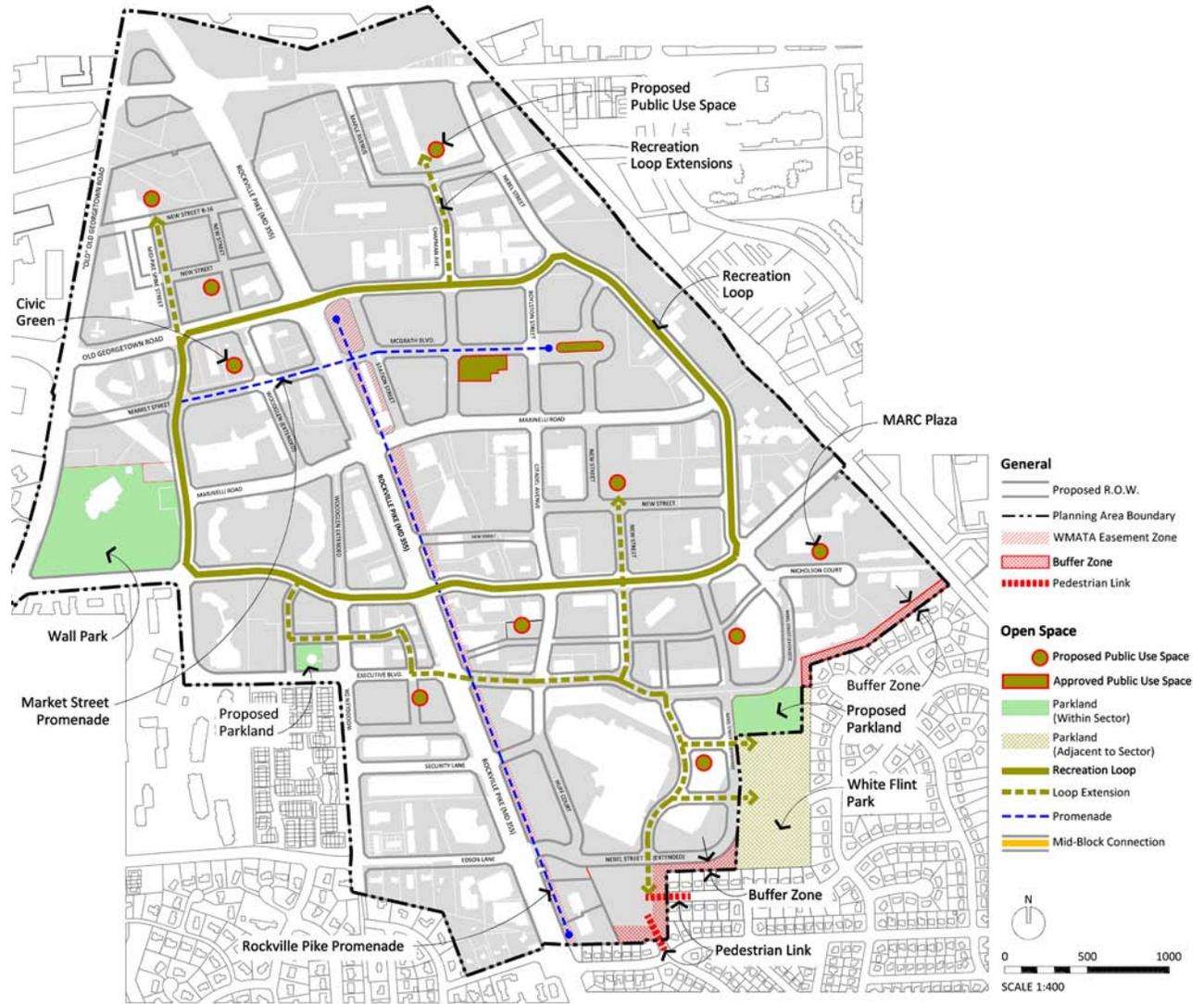


Figure 12: Open Space Plan

Public Open Space

The Plan recommends a hierarchical open space system in which each space contributes variety in function and setting (Figure 12). A recreation loop connects the public use spaces.

<p>For Everyone Wall Park swimming sports, recreation, and fitness activities</p>
<p>For the Sector Plan Area a central civic green gathering, ceremonies, and celebrations</p>
<p>For Each Block an urban plaza at each cluster of offices, residences, and shops provide plazas, pocket parks, green streets</p>
<p>For Each Neighborhood a neighborhood green meeting place and landmark</p>
<p>For Each Building private recreation space public use space, community garden, green roof</p>



Wall Park

Wall Park will function both as a regional destination (the Aquatic Center) and as a local park. When the surface parking is relocated, there will be space for outdoor recreational facilities.

The Central Civic Green

This centrally located public park is to be located along Market Street in the core of White Flint. The civic green is intended to function as the major outdoor civic space for public activities, ceremonies, and gatherings.

Urban Plazas

Urban plazas are public use 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 outdoor seating or outdoor restaurant space. There are no minimum or maximum sizes or programmatic requirements for urban plazas. Plazas along Rockville Pike should function as energy-capturing spaces to draw passersby off the Pike and into the interior blocks. These plazas should be integrated into the streetscape and framed by buildings.

Neighborhood Greens

The neighborhood green is a public use space with grass and trees that functions as a gathering place. About five percent of the Plan area should be set aside for neighborhood greens. These spaces range in size from one quarter acre to one acre, depending on the type of development around the green. They should be 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. Some of these spaces could be located on top of parking structures.

Private Recreation Space

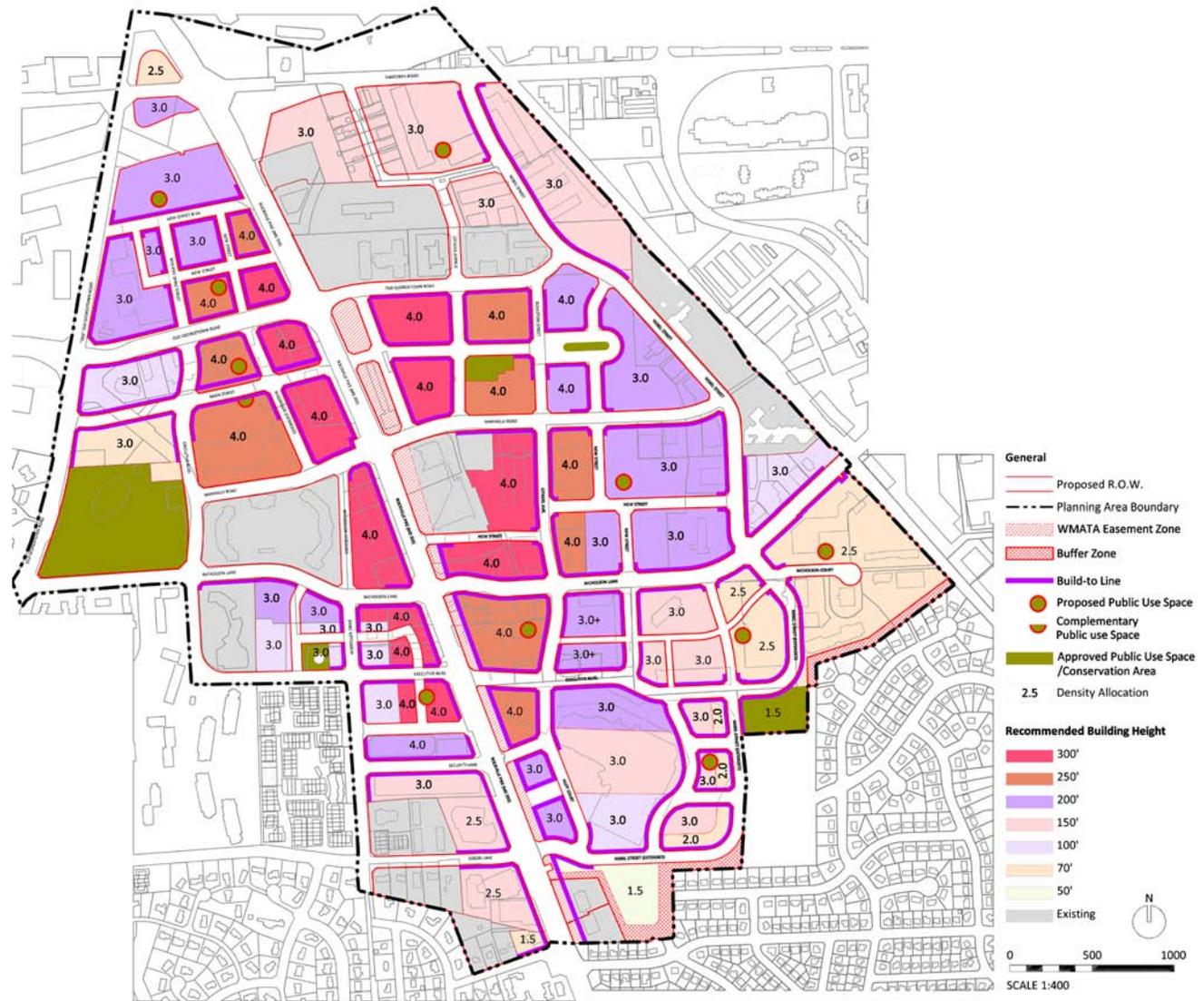
Residential development should include common indoor spaces as well as common outdoor recreational facilities. Private spaces can be decks, balconies, rooftops, or terraces. Outdoor communal recreational spaces can include swimming pools, tennis courts, or other facilities.

Figure 13: Density and Height

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 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 (Figure 13) indicates the areas where heights and density transition to the surrounding neighborhoods.



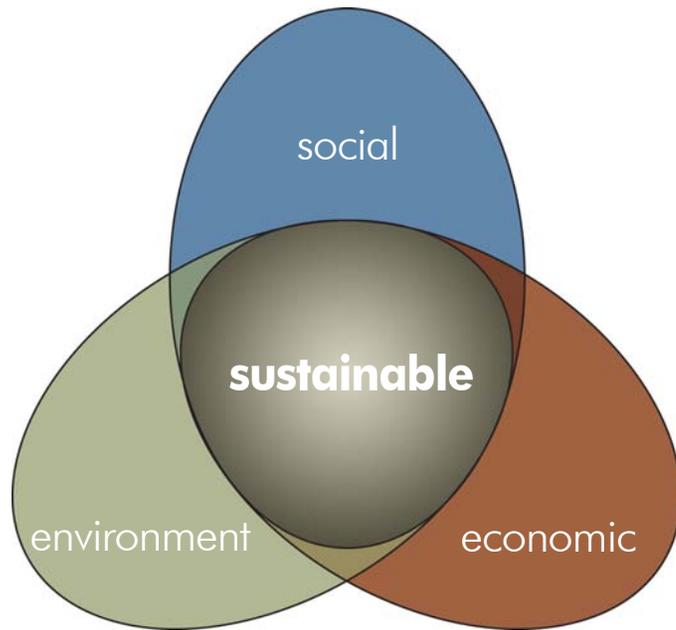


Figure 13: Sustainability

Sustainability

Sustainability is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. A sustainable environment integrates economic viability, environmentally conscious design, social equity and renewable energy sources. The compact, walkable and green community envisioned for White Flint integrates many aspects of sustainability. It accommodates new residents and businesses while reducing land consumption and vehicle miles travelled, thereby reducing the carbon footprint from new development.



Urban development patterns served by transit can reduce dependence on the automobile. An expanded street grid with adequate sidewalks and street trees can encourage people to walk or bicycle to local services or destinations. Energy conservation, on-site energy generation, or renewable energy sources will reduce the costs of energy transmission. Energy efficient building design reduces energy costs for building materials and energy usage. On-site stormwater management improves water quality and quantity. Street trees add to the tree canopy and reduce the heat island effect. Vertically integrated mixed uses put services in easy reach of residents. Emphasis on residential development will provide more affordable housing and expand opportunities for economic diversity located near transit and services.

land uses and zoning

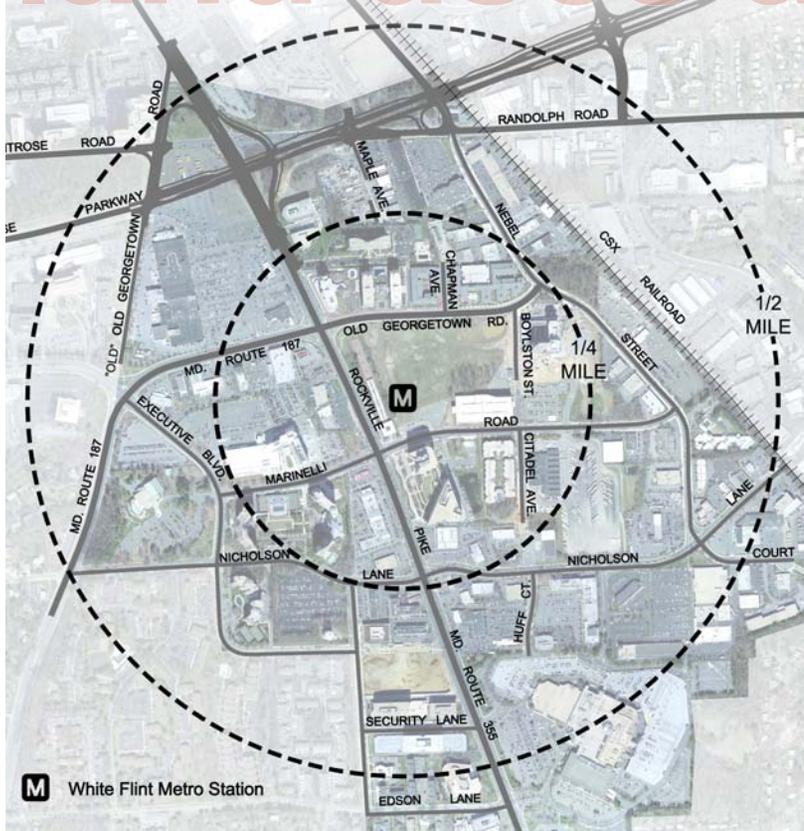


Figure 15: Metro Proximity

Area Wide

Density

The measure of density used in the White Flint Plan is Floor Area Ratio (FAR). The greater the FAR, the more development would be permitted on a property. Density, however, does not automatically translate to taller buildings. A shorter, wider building may have more FAR than a taller narrower building.

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

The recommended FAR in White Flint will range from 1.5 FAR to 4.0 FAR. Maximum heights in the White Flint Plan range from 300 feet in the core to 50 feet near the residential area. The proposed density pattern in White Flint places the highest density and tallest buildings within 1/4-mile of the Metro station (Figure 15). Densities and heights transition away from Rockville Pike and the Metro station. The lowest FAR density and lowest building heights are located at the edges of the Plan area where they provide a compatible transition to the modest scale of adjacent residential communities.

The Plan recommends applying the Commercial Residential (CR) zone, a mixed-use zoning category that permits the widest range of uses and will best achieve the urban center concept. The CR zone has three components: a total CR FAR, a maximum commercial (C) FAR, a maximum residential (R) FAR and a height (H) maximum. CR zoning has a standard method allowing up to 0.5 FAR. Development greater than 0.5 FAR must use the optional method that allows the use of incentive based FAR bonuses to reach the maximum FAR designation. The incentives cover a variety of features including diversity, sustainability, improved access to transit and walkability, and better designed communities.

The Plan's goal is to achieve overall, a mix of 60 percent residential and 40 percent nonresidential uses. This emphasis on residential development reduces overall trip generation and provides enough new residents to create neighborhoods and support an urban center. It also improves the County's goal of improving the jobs-housing balance in the I-270/MD 355 Corridor.

Mixed Uses

In compact development, vertical and horizontal mixed uses provide variety in the urban environment. Vertically-integrated uses will provide fewer single-use buildings. This does not suggest, however, that there are no suitable places for single-use buildings.

Housing

Affordable housing in an urban environment takes many forms, but because space is at a premium, the units are typically multifamily apartments. 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 according to current law (Chapter 25A). In addition to the MPDUs, new residential development in a Metro Station Policy Area must include Workforce Housing units (Chapter 25B).

Affordable housing is a suitable use for publicly owned land or land recommended for public use. Where new private 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 other creative solutions. This Plan recommends that units for seniors and special populations be included in residential development, particularly in locations nearest local services and transit.

Child Daycare

One difficulty working families face is finding child daycare near work or home. Child daycare is an optional incentive in the CR zone. Child daycare should be incorporated in new office and residential development, especially near transit facilities.

Hotels

Hotels generally should be located close to transit, especially within the first one quarter 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. They can also accommodate visitors to the Walter Reed National Military Medical Center and NIH, just two stops south on Metro's Red Line.

Industrial

There are properties with existing low-intensity industrial uses at the edges of the Plan area where redevelopment is unlikely in the immediate future. This Plan does not discourage the continuation of these uses.

Local Services

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

Districts

The White Flint mixed-use urban center includes eight districts: Metro West, Metro East, Mid-Pike, NoBe, Maple Avenue, Nebel, NRC, and White Flint Mall (Figure 16).

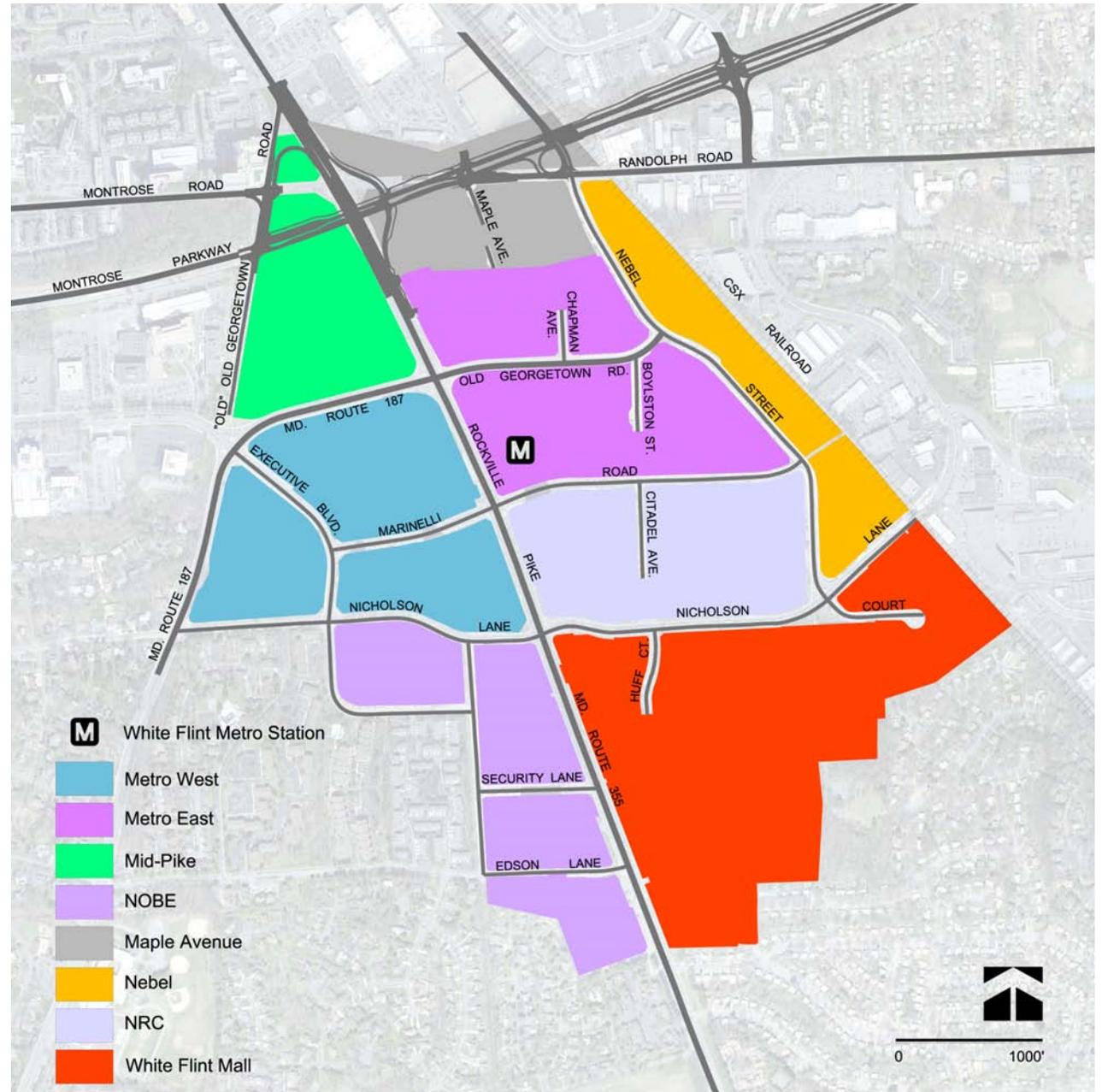
The Metro West and Metro East Districts form the White Flint core at the Metro station. The Mid-Pike District is envisioned as a regional marketplace. The White Flint Mall District has the greatest potential for a series of new neighborhoods including a transit-oriented development centered at the proposed MARC station. The NoBe District has five blocks that contain existing office development and new mixed-use development. Other districts have long term public uses, such as the Montgomery County Pre-release Center, Washington Gas facility, or the National Regulatory Commission complex. There is potential in all the districts to unify existing and new developments into a more coherent urban pattern and create new neighborhoods. The promenades that run through the core and along Rockville Pike coupled with the public use space will draw the neighborhoods together and create a sector-wide character.

Three maps accompanying each district. The location map identifies blocks and properties and special features. The height and density map indicates how density should be dispersed through the recommended street grid and the location of public use spaces to create an interconnected public open space network. It also indicates where heights should be limited to ensure compatibility with surrounding neighborhoods and where transitions in both density and height within a district are important to achieve the Plan's vision. The Urban Design Guidelines, a separate document, describe in greater detail the form that new development should take to create a distinctive character for each district. The zoning maps identify recommended zoning changes.

Figure 16: White Flint Districts

For Each District:

- a destination
- public use space
- local retail
- access to the recreation loop
- connection to the rest of White Flint



Metro West District



This 54-acre district, bounded by Old Georgetown Road, Nicholson Lane and Rockville Pike, forms the western part of the Sector Plan core. There is substantial public investment in the Aquatic Center, Wall Local Park, and the Bethesda North Conference Center and Hotel. The realignment of Executive Boulevard and Old Georgetown Road will create a street grid within the district and improve traffic circulation in the entire Sector Plan area. The District is divided into three blocks: Conference Center, Wall Local Park and Holladay (Figure 17).

The Plan recommends public investment in the Market Street Civic Green promenade, and outdoor recreational facilities at Wall Local Park (see pages 55, 61, and 62). Assembly or combined development would best create the proposed street grid, especially in Blocks 1 and 2. When Executive Boulevard and Old Georgetown Road are reconfigured and Market Street is constructed, Blocks 1 and 2 will be divided into smaller blocks. Development in the smaller blocks should be organized with lower building heights at the northwest corner of the Old Georgetown Road and the realigned Executive Boulevard intersection.

Block 1: Conference Center

The Bethesda North Conference Center and Hotel ((TS-R Zone), surrounded by automobile sales and other commercial uses, is the main feature in this block. These properties are in the C-2 and TS-R Zones. The new civic green, public use spaces, and Market Street will create the backdrop for future private redevelopment. Development at the intersection of Rockville Pike and Marinelli Road at the Metro station entrance should have a significant public use space.

- Properties zoned C-2 and TS-R fronting Rockville Pike should be rezoned to CR 4: C 3.5, R 3.5, and H 300 with the remainder of the block CR 4: C 2.0, R 3.5, and H 250. The lower height in the block's interior will be consistent with residential development across Marinelli Road, which is 200 feet or greater. The proposed zoning lines follow property lines.
- The proposed street alignment will create smaller blocks. The one-acre civic green is to be located on the north side of Market Street. When the Conference Center site redevelops, there should be a complementary public use space on the south side of Market Street to anchor the civic green.

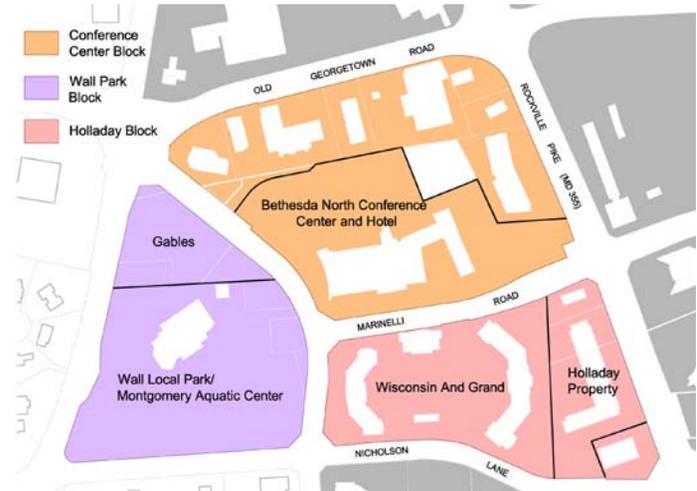


Figure 17: Location



Figure 18: Density and Height

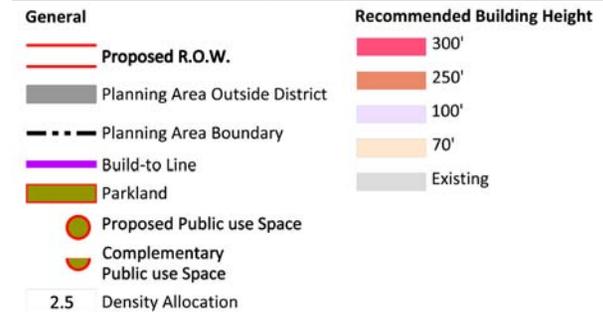
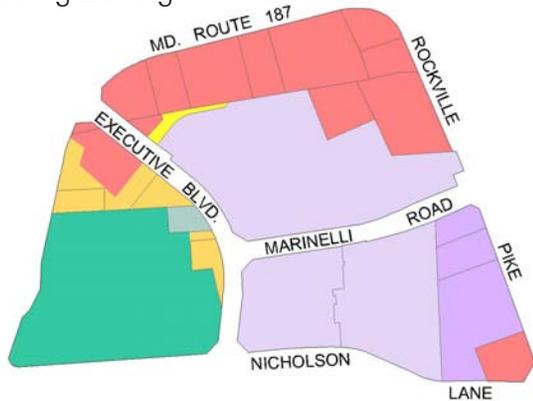


Figure 16
Existing Zoning

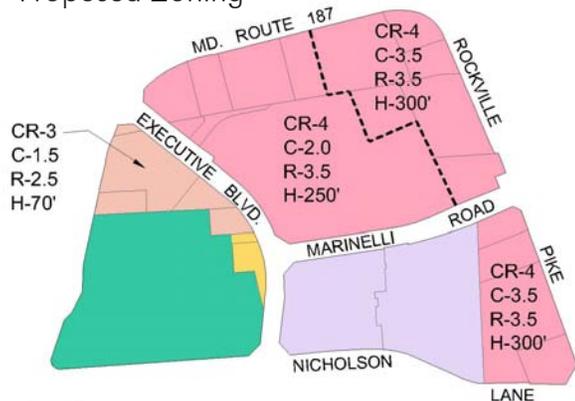


Block 2: Wall Park

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 PD-9 and R-90 zones on Wall Park.
- Rezone the rest of the block to CR 3: C 1.5, R 2.5, and H 70 to ensure a transition in height and density between Block 1 at the Metro station and the existing residential development across Old Georgetown Road.

Proposed Zoning



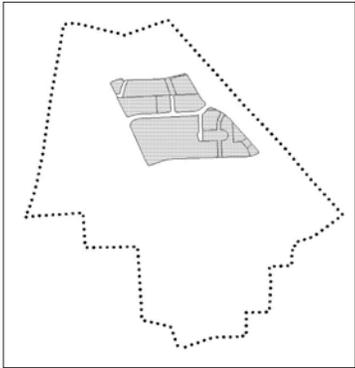
Block 3: Holladay

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 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.

- Confirm existing residential development (Grand and Wisconsin) in the TS-R zone since redevelopment with mixed uses is unlikely.
- Rezone the TS-M zoned Holladay property, located at Marinelli Road and Rockville Pike, and the C-2 property at the corner of Nicholson Lane and Rockville Pike to CR 4: C 3.5, R 3.5, and H 300. The Holladay property is currently subject to a development plan with a maximum 2.2 FAR. If the owners choose to take advantage of the greater potential FAR of the CR zone, the new plan will be subject to the requirements of the CR zone.



Metro East District



Metro East forms the eastern half of the core area and contains the 32-acre North Bethesda Center project on the Washington Metropolitan Area Transit Authority (WMATA) property and the Forum, an older residential high rise. Along Old Georgetown Road, between Rockville Pike and Nebel Street, are the recently built Sterling, Gallery, and White Flint Station mixed-use, high-rise developments (Figure 20).

Block 1: North Bethesda Center

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

- A development plan and preliminary plan govern the TS-M zoned North Bethesda Center. Some of the parcels in the project have received site plan review approval. Rezone the TS-M area between Rockville Pike and Citadel Street Extended (Chapman/Oak Grove Street) to CR 4: C 3.5, R 3.5, and H 300. This will create potential for more density at the Metro station than is currently approved under the existing TS-M Zone. McGrath Boulevard (the eastern extension of Market Street) has an approved streetscape plan, building setbacks, and cross-section. Figure 10 on page 20 does not apply to McGrath Boulevard.
- Rezone the TS-M land between Citadel Road Extended (Chapman/Oak Grove) and Wentworth Place to CR 4: C 2.0, R 3.5, and H 250. This will allow more residential development at the Metro, but not directly on Rockville Pike. In this section, building heights should be lower, allowing a transition to the Nebel District.

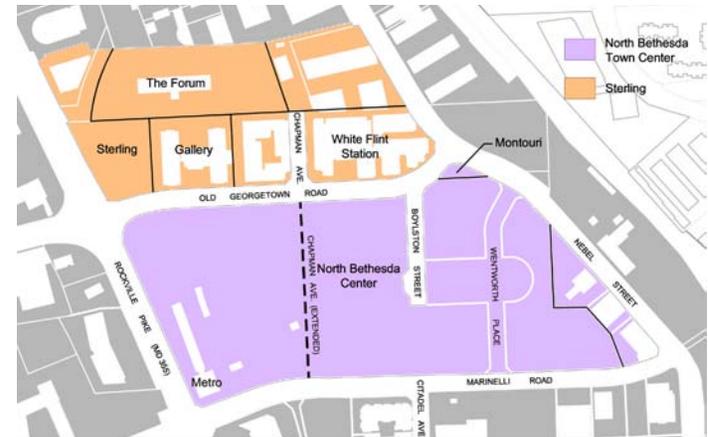


Figure 20: Location

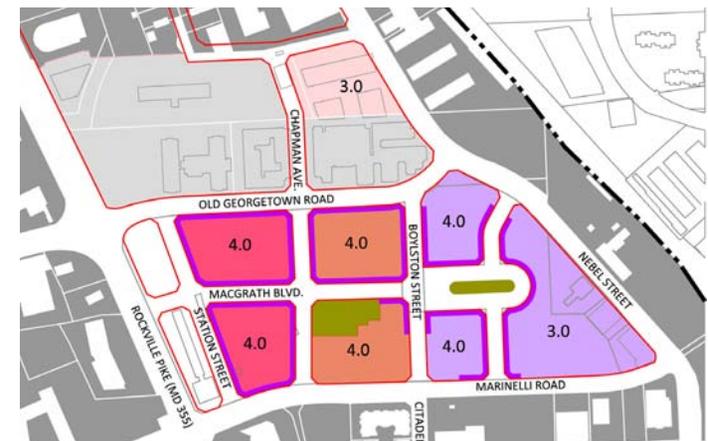


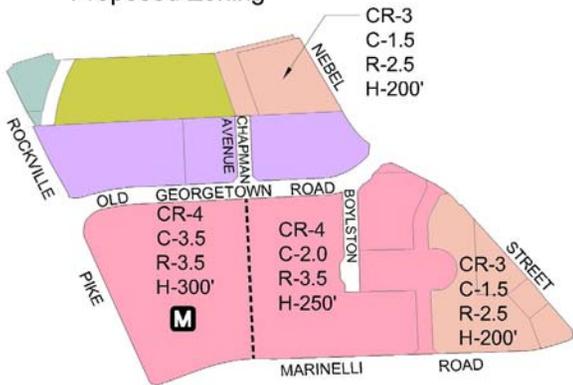
Figure 21: Height and Density

General		Recommended Building Height	
	Proposed R.O.W.		300'
	Planning Area Outside District		250'
	Planning Area Boundary		200'
	Build-to Line		150'
	Approved Public Use Space / Conservation Area		Existing
	2.5 Density Allocation		

Figure 22
Existing Zoning



Proposed Zoning



- M** White Flint Metro Station
- CR-4
- CR-3
- Single-Family Residential (R-90)
- Light Industrial (I-1)
- Low-Intensity, Light Industrial (I-4)
- Transit Station, Mixed (TS-M)
- Office Building, Moderate Intensity (O-M)
- Multi-Family, High-Rise Planned Development (R-H)

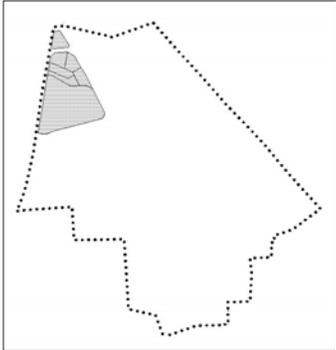


- Rezone the remaining TS-M area and the I-1 parcel east of Wentworth Place (once used for stormwater management) in the North Bethesda Center project to CR 3: C 1.5, R 2.5, and H 200. Rezone the 0.17-acre, R-90 Montouri property to CR 3: C 1.5, R 2.5, and H 200.
- Rezone the three properties on the south end along Nebel Street to the same zone, CR 3: C 1.5, R 2.5, and H 200 feet. This will allow for assembly or independent redevelopment.

Block 2: Sterling

- Confirm TS-M Zone on properties along the north side of Old Georgetown Road. The mixed-use development is recent and there is little likelihood of redevelopment over the Plan's lifetime.
- Confirm the O-M Zone on the existing office buildings and the R-H Zone on the Forum property.
- Rezone the I-4 properties to CR 3: C 1.5, R 2.5, and H 200. This will allow existing properties to continue in their current uses, but if future redevelopment is desirable, mixed use is possible.

Mid-Pike District



The Mid-Pike District contains the Mid-Pike Plaza Shopping Center and excess right-of-way for Montrose Parkway. This District will function as a regional retail magnet with a substantial residential component and public services (Figure 23.) Mid-Pike Plaza is a 20-acre strip shopping center with surface parking and one and two-story buildings in the C-2 Zone. 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 in the district should retain its regional marketplace function and include residential and civic uses. Building heights of 300 feet should frame the corner of Rockville Pike and Old Georgetown Road. Public use space, such as an urban plaza or neighborhood green, 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 all day activity.

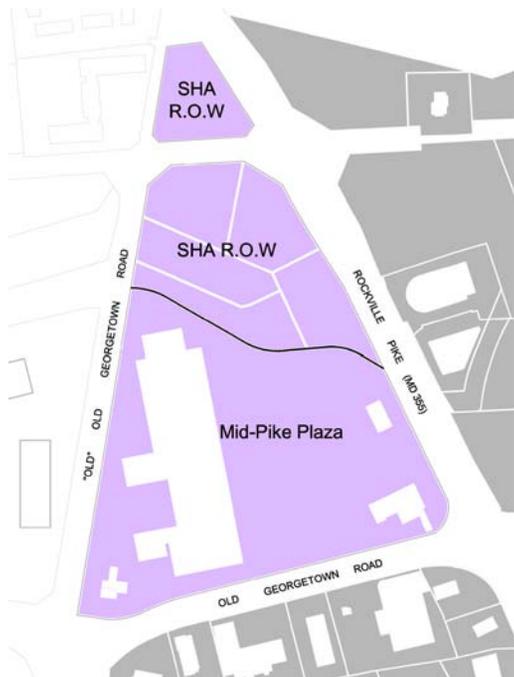


Figure 23: Location

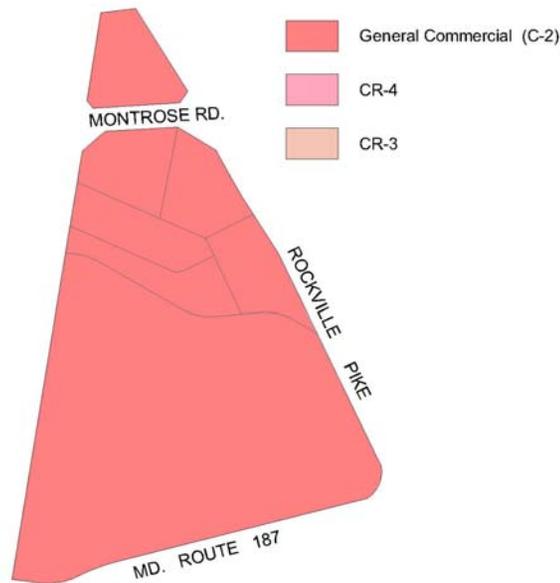


Figure 24: Height and Density

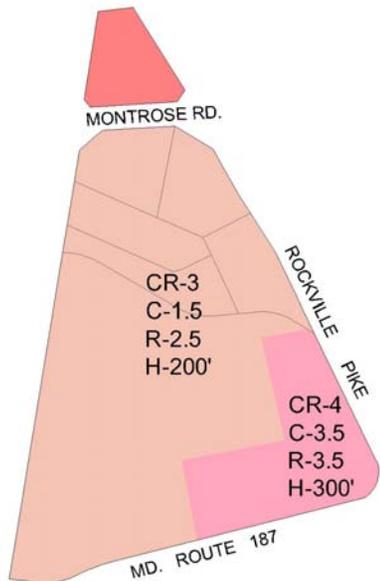


Figure 25

Existing Zoning

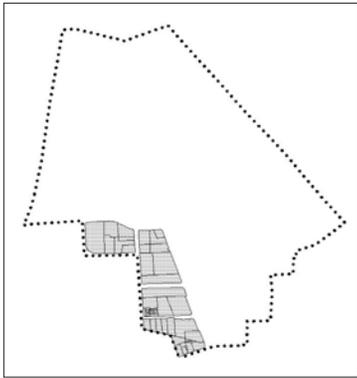


Proposed Zoning



The new internal road network at the corner of Rockville Pike and Old Georgetown Road creates a high visibility corner and should be developed with mostly nonresidential uses. This Plan recommends taller buildings and greater FAR at the corner and along Rockville Pike.

- Rezone the corner at Rockville Pike and Old Georgetown Road of the Mid-Pike Plaza property to CR 4: C 3.5, R 3.5, and H 300. This allows more nonresidential use, if necessary.
- Rezone remainder of the Mid-Pike Plaza property CR 3: C 1.5, R 2.5 and H 200. This mix allows the property to develop at a mix of 50 percent each residential and nonresidential, although the maximum FAR cannot be reached without mixed uses.
- Rezone the portion of SHA property south of Montrose Parkway the same as the Mid-Pike Plaza property to CR 3: C 1.5, R 2.5, and H 200 so that assembly is possible. Affordable housing and public facilities are appropriate and desirable in this area, possibly in conjunction with private development.
- Retain the C-2 zoning on the SHA property north of Montrose Parkway. Public facilities, such as EMS, fire and rescue, and police services are suitable uses. Surface parking is not an appropriate use at this location, since much of the Plan's emphasis is to reduce the amount of surface parking.
- Provide a minimum one-acre public use space that can be divided into smaller areas, such as urban plazas or neighborhood greens, on the Mid-Pike Plaza property.



NoBe District

The NoBe (North Bethesda) District (Figure 26) 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 5 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.



Figure 26: Location

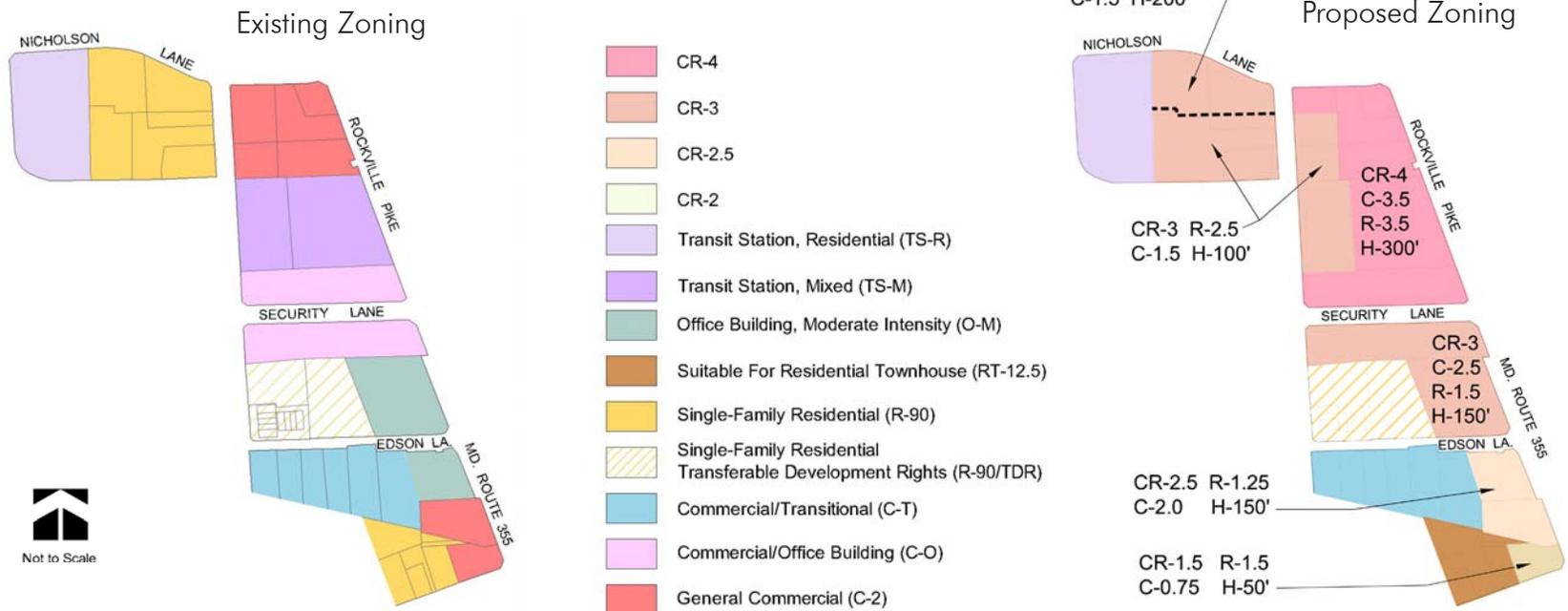
Figure 27: Height and Density

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 Fallstone 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.

Figure 28



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 TS-M and C-2. This block contains a significant redevelopment opportunity north of Executive Boulevard and could include a hotel, retail, residential uses, and offices.

- Rezone C-2 properties fronting Nicholson Lane and Rockville Pike to CR 4: C 3.5, R 3.5, and H 300.
- Rezone the North Bethesda Market development (TS-M Zone) to CR 4: C 3.5, R 3.5, and H 300. This is the location of a signature 289-foot tall building on Rockville Pike in the North Bethesda Market project. New development should transition between this building to the lower scale residential development located west along Woodglen Drive.
- Rezone the remainder of the C-2 and TS-M properties along Woodglen Drive Extended to CR 3: C 1.5, R 2.5, and H 100 to transition to existing residential development and the proposed rezoning in Block 1.

Block 3: Security Lane

Two office buildings, Rockwall and Cascade, 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.

- Rezone the C-O Rockwall property on the north side of Security Lane to CR 4: C 3.5, R 3.5, and H 300. This designation will accommodate the existing office buildings, which are already in excess of a 3.0 FAR, and allow for some additional square footage if buildings are converted to mixed uses. Redevelopment on the north side of Security Lane should transition between the 300-foot height in Block 2 and the 150-foot height recommended on the south side of Security Lane.
- Rezone the C-O Cascade property on the south side of the Security Lane to CR 3: C 2.5, R 1.5, and H 150 to continue the transition from the higher densities north to the lower densities south.

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.

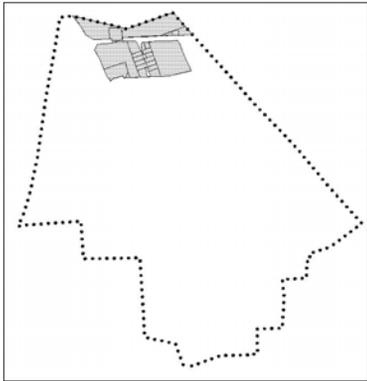
- Rezone the O-M properties north of Edson Lane to CR 2.5:, C 2.9, R 1.25, and H 150 to continue the transition established on Block 3.
- Confirm the residential development and religious institution in the R-90/TDR Zone.
- Confirm the C-T Zone south of Edson Lane.
- Rezone the O-M property south of Edson Lane to CR 2.5: C 2, R 1.25, and H 150. The lower density and heights will provide a transition to the C-T Zone and residential uses to the south.
- Rezone the C-2 property to CR 2.5: C 2, R 1.25, and H 150 to continue the transition to the less dense commercial and residential uses at the southern boundary of the Plan area.

Block 5: Hillery Way

This block transitions to residential communities to the immediate south and west. Hillery Way provides the only access to the residentially-zoned areas. Townhouse development will allow a transition to the existing community.

- Recommend RT 12.5 Zone as suitable for the R-90 zoned properties.
- Rezone the C-2 property at the corner of Rockville Pike to CR 1.5: C 0.75, and R 1.5, and H 50 to complete the density transition to the Plan's southern boundary. This zone allows for all residential development if desirable.

Maple Avenue District



The 30-acre Maple Avenue District has three sections. Along Rockville Pike is an office building and excess right-of-way for the Montrose Road interchange. In the interior on either side of Maple Avenue are small lots with low-scale industrial and commercial uses, including automobile repair. Many of these properties are small and redevelopment is unlikely in the near term. The Montrose Shopping Center is located at the intersection of Nebel Street and Randolph Road. The historic Montrose School is located on the north side of Montrose Parkway. Existing zones in this district are I-4, C-2, O-M, and R-90 (Figure 29).

The Montrose Parkway interchange limits the desirability for residential uses for properties along Rockville Pike and Randolph Road. However, the extension of Maple/Chapman Avenue to Old Georgetown Road will provide new access to the Metro station and residential redevelopment may be appropriate. Some light industrial and commercial properties may redevelop with mixed uses along Maple/Chapman Avenue.



Figure 29: Location

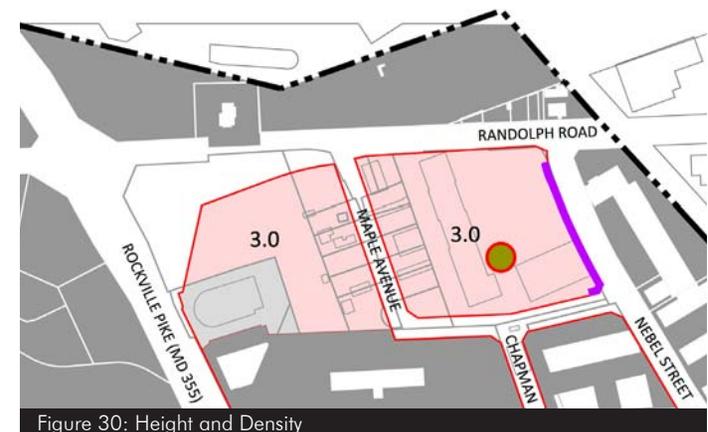


Figure 30: Height and Density

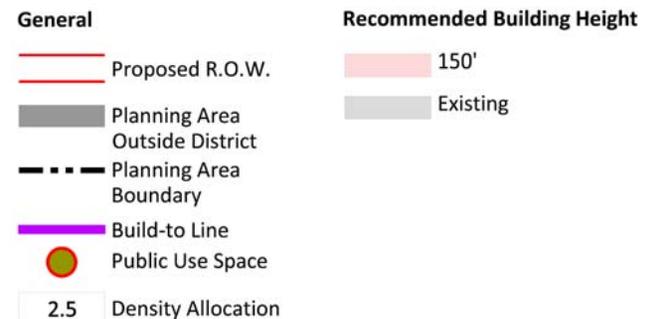
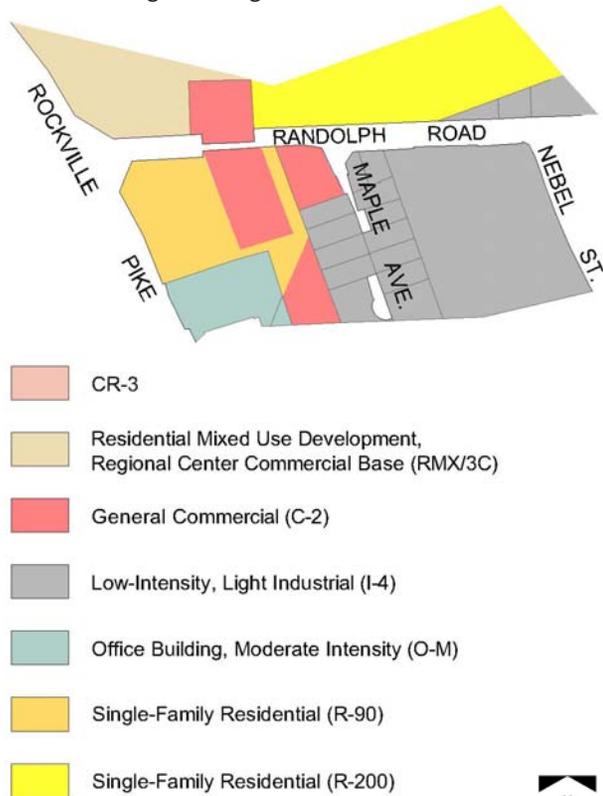


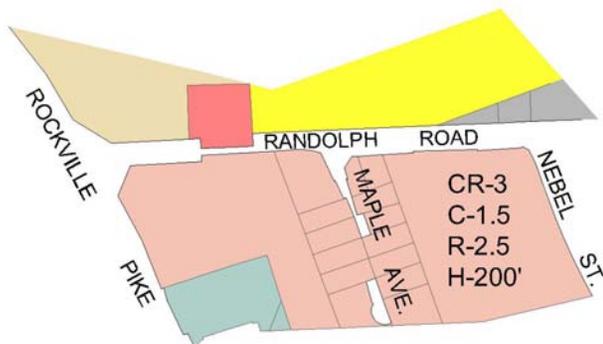
Figure 31
Existing Zoning



- CR-3
- Residential Mixed Use Development, Regional Center Commercial Base (RMX/3C)
- General Commercial (C-2)
- Low-Intensity, Light Industrial (I-4)
- Office Building, Moderate Intensity (O-M)
- Single-Family Residential (R-90)
- Single-Family Residential (R-200)

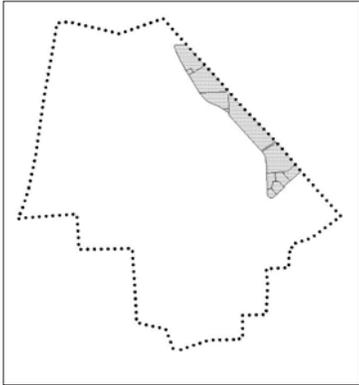


Proposed Zoning



- Confirm the O-M, R-200, and RMX/3C zoned properties.
- Confirm the I-4 zoning on the three properties located on the north side of Randolph Road; redevelopment of these small properties is unlikely.
- Confirm the C-2 Zone on the historic Montrose School property. Montrose Parkway will alter access to the site: pedestrians will have access from the south and north, but vehicular access is from the north only. There is no potential for creating mixed uses on the property. The property owner is not interested in relocating the structure under any circumstances.
- Rezone the remaining I-4 properties (Montrose Shopping Center and the properties on Maple Avenue) to CR 3: C 1.5, R 2.5, and H 200. The density map indicates that lower heights, 150 feet, are generally intended for this area. Building heights should transition down from the core, but it may be desirable to have a taller building define the corner of Randolph Road and Nebel Street.

Nebel District



The Washington Gas facility and the Montgomery County Pre-Release Center are two public uses within this 23-acre district, which lies alongside the CSX tracks. The district is zoned I-4 and C-2. Some properties in this district, including the Randolph Shopping Center, have potential redevelopment potential (Figure 32).

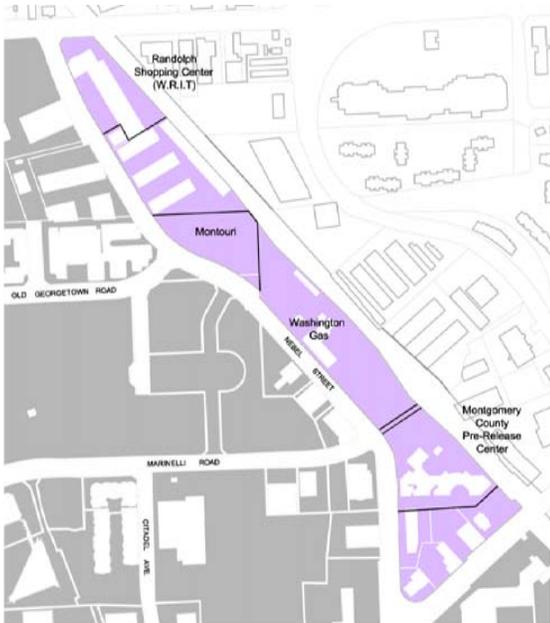


Figure 32: Location

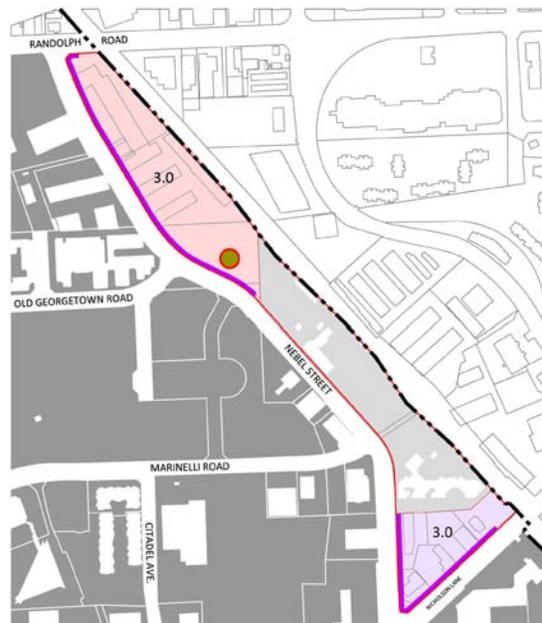


Figure 33: Height and Density

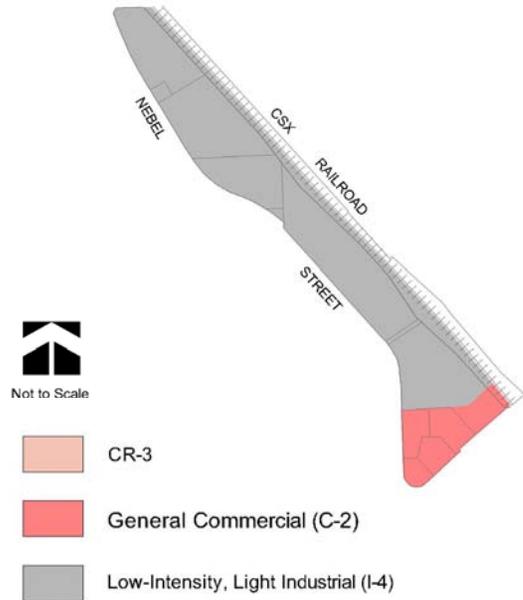
General

-  Proposed R.O.W.
-  Planning Area Outside District
-  Planning Area Boundary
-  Build-to Line
-  Public Use Space
-  2.5 Density Allocation

Recommended Building Height

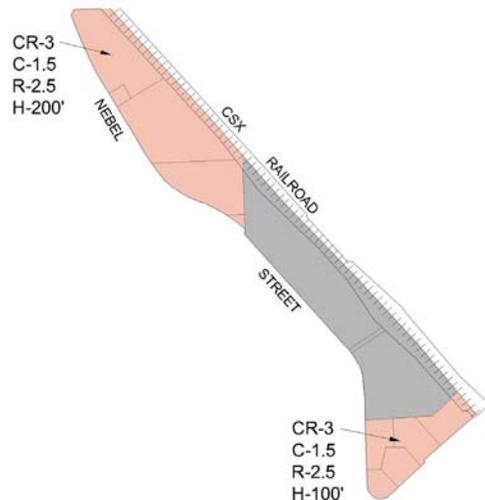
-  150'
-  100'
-  Existing

Figure 34
Existing Zoning

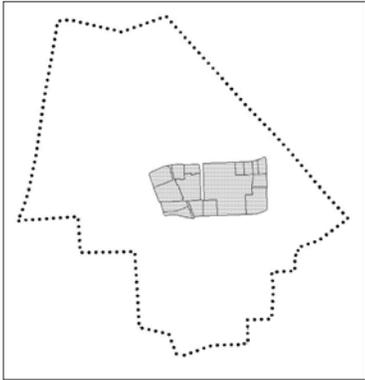


- Confirm the Montgomery County Pre-Release Center and the Washington Gas facility in the I-4 Zone.
- The I-4 zoned Montouri and Washington Real Estate Trust properties north of the Washington Gas Company should be re-zoned CR 3, C 1.5, R 2.5, and H 200 to encourage as much residential development as possible. Signature buildings, between 150 and 200 feet tall may be located at the terminus of Old Georgetown Road and Nebel Street or at the intersection of Randolph Road and Nebel Street, in conjunction with development in the Maple Avenue District.
- Rezone the five C-2 properties at the southern end of the Nebel Street and Nicholson Lane to CR 3, C 1.5, R 2.5, and H 100 to allow for mixed uses.

Proposed Zoning



NRC District



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 TS-M, I-1, and 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 (Figure 35).

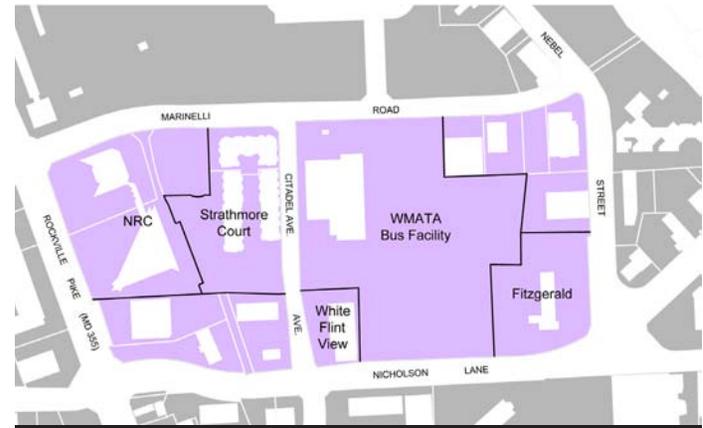


Figure 35: Location



Figure 36: Height and Density

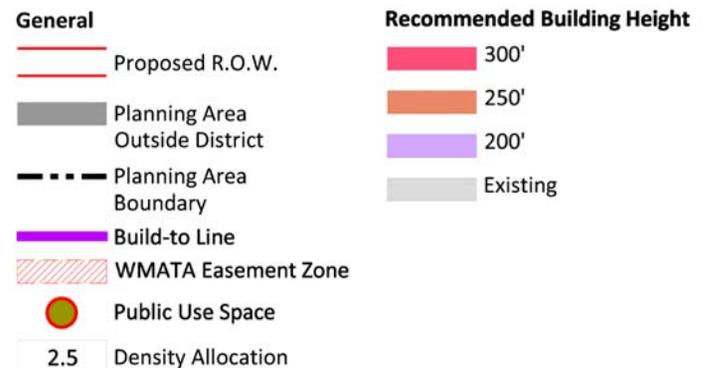
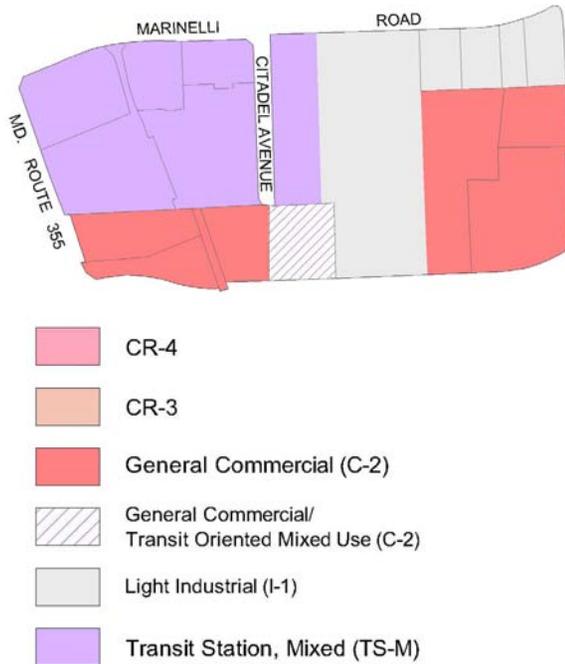


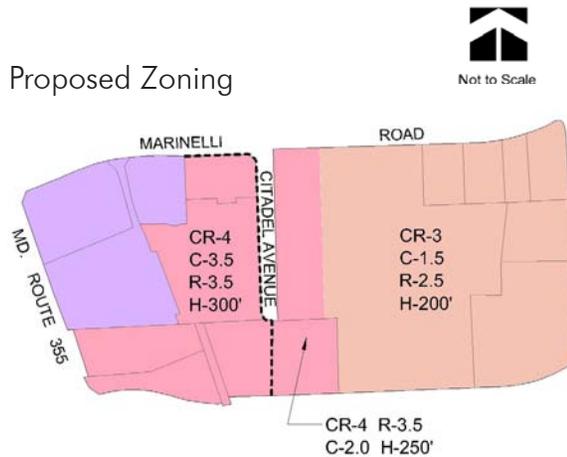
Figure 37

Existing Zoning



- Confirm TS-M zone on the three NRC properties.
- Rezone the TS-M properties (Strathmore Court) on the west side of Citadel Avenue to CR 4: C 3.5, R 3.5, and H 300 to encourage residential development.
- Rezone C-2 properties along Rockville Pike south of the NRC and west of Citadel Avenue to CR 4: C 3.5, R 3.5, and H 300. These properties may be more appropriate for primarily nonresidential uses.
- White Flint View, east of Citadel Avenue extended, is zoned C-2 and has an approved preliminary plan. To the north is a portion of the WMATA facility zoned TS-M. Both properties should be rezoned CR 4: C 2.0, R 3.5 and H 250 to accommodate approved residential development and to encourage more residential development. The remaining WMATA property (zoned I-1 and C-2) and the properties at the corner of Nicholson Lane and Nebel Street should be rezoned CR 3: C 1.5, R 2.5 and H 200.

Proposed Zoning



White Flint Mall District



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, White Flint 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 is the northern boundary. Properties in this district are zoned I-4, C-T, C-2, and R-90. There are no residential units in the district (Figure 38).

The district is divided into four blocks: Eisinger and Fitzgerald, White Flint Plaza, Nicholson Court, and White Flint Mall. Each of these blocks can be further divided into smaller 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 with more than the targeted 60 percent residential use. A MARC station is planned in the Nicholson Court block. There should be a substantial amount of public use space generated by new development. It is important for the public use spaces to be distributed and connected through the blocks. Each block should have connecting public use spaces as indicated on the Density and Height Map.

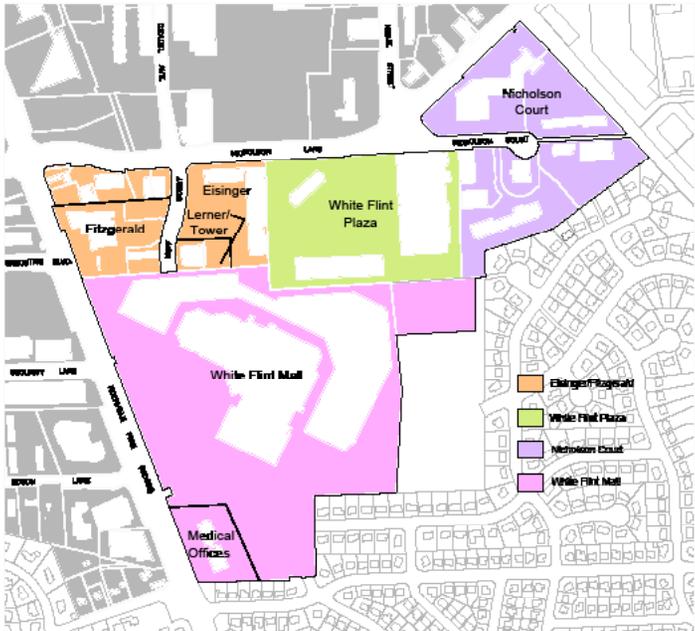


Figure 38: Location

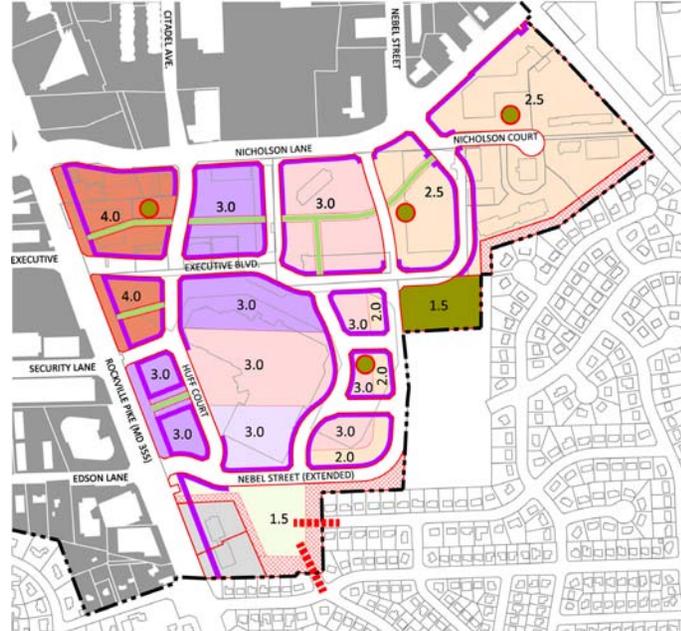
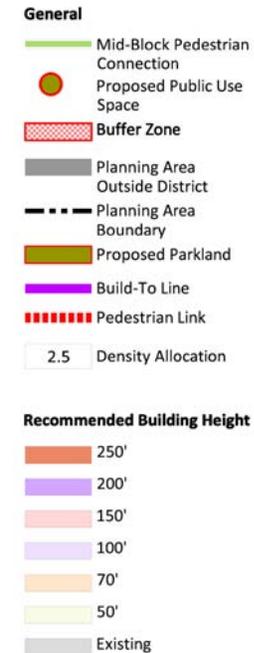


Figure 39: Height and Density



Block 1: Fitzgerald and Eisinger

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 property has frontage along Rockville Pike while the Eisinger property 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 property is anticipated to develop with more residential than nonresidential development.

- Rezone land west of Huff Court (Fitzgerald property, a closed gas station, and some smaller properties) to CR 4: C 3.5, R 2.0, and H 250. Residential uses may not be as desirable along Rockville Pike as offices or hotel uses.
- Rezone land east of Huff Court (Eisinger property and two lots owned by Lerner/Tower) to CR 3: C 1.5, R 2.5, and H 200 to encourage residential development. Affordable housing, especially Workforce Housing, may be appropriate at this location in conjunction with redevelopment of the western portion of Block 1.

Block 2: White Flint Plaza

White Flint Plaza is 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 up to one half acre is proposed when the shopping center is redeveloped. This block is under single ownership.

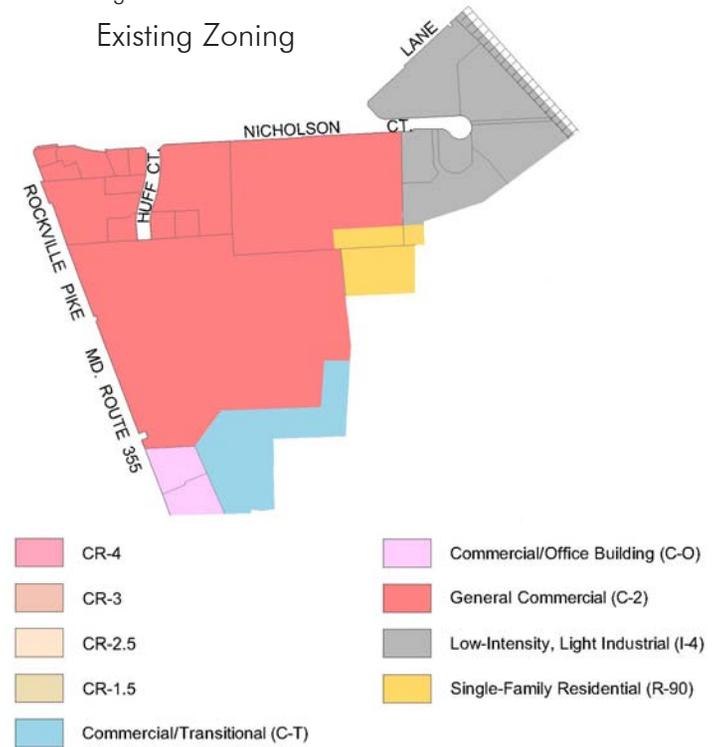
- A proposed local street will divide the property. Rezone the western portion to CR 3: C 1.5, R 2.5, and H 200. Rezone the eastern portion to CR 2.5: C 1.25, R 2.0 and H 70. The C 1.5 and C 1.25 designations will accommodate the existing shopping center. As shown on the Density and Height map, development on this property should transition between Block 1 and Block 3. Development on the western half should have 150-foot heights to ensure a transition between Block 1 and the eastern portion. The eastern portion should have a density of 2.5 and a maximum height of 70 feet to ensure compatibility with Block 3.

Block 3: Nicholson Court

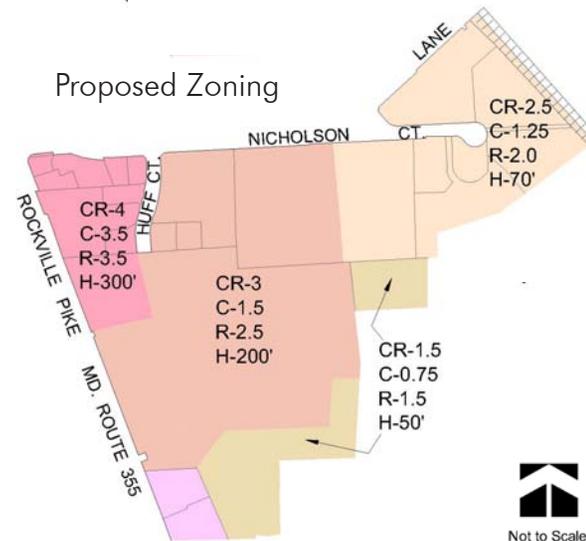
Light industrial and commercial uses, including a Ride On bus parking facility and warehouses, are the primary uses in this block. Redevelopment in this district is likely to take place in the long-term. This block could redevelop as a residential enclave with local services. The MARC station will be located in this block and there may be some interest in combining 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 the entire block to CR 2.5: C 1.25, R 2.0, and H 70 for a transit-oriented neighborhood centered on the MARC station. The C 1.25 will accommodate existing commercial FAR on individual properties. A public use space to be provided as shown in Figure 39.

Figure 40
Existing Zoning



Proposed Zoning



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 buildings, which has implications for redevelopment. The property is zoned C-2 and CT. There are two medical office buildings zoned C-O along Rockville Pike 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.

- The White Flint Mall property will be split zoned to provide appropriate transitions between Rockville Pike, the expanded White Flint Neighborhood Park, and residential communities to the south and east.
- Dedicate approximately 2.3 acres to expand the White Flint Neighborhood Park.
- Rezone four C-2 acres adjacent to Block 1 to CR 4: C 3.5, R 2.0, and H 250.
- Rezone the existing R-90 and C-T portions to CR 1.5, C 0.75, and R 1.5, and H 50. Lower density and height limits will ensure compatibility with the park and adjoining single-family detached residential communities.
- Rezone the central portion to CR 3.0: C 1.5, R 2.5, and H 200. The Density and Height map indicates height bands across the central portion, with the taller buildings at the north, lower buildings in the middle (150 feet) and the southern portion (100 feet) as shown in the height and density maps. The heights shown on the map demonstrate this Plan's intent that heights decline as buildings move from the north and west of the site toward the southern and eastern edges of the zone. Some variation from the lines on the map may be necessary to accommodate a carefully organized and thoughtful design, but the overall effect should be that buildings within each height band not exceed the height indicated.
- Confirm the C-O zoning on the medical office building properties.

sustainability

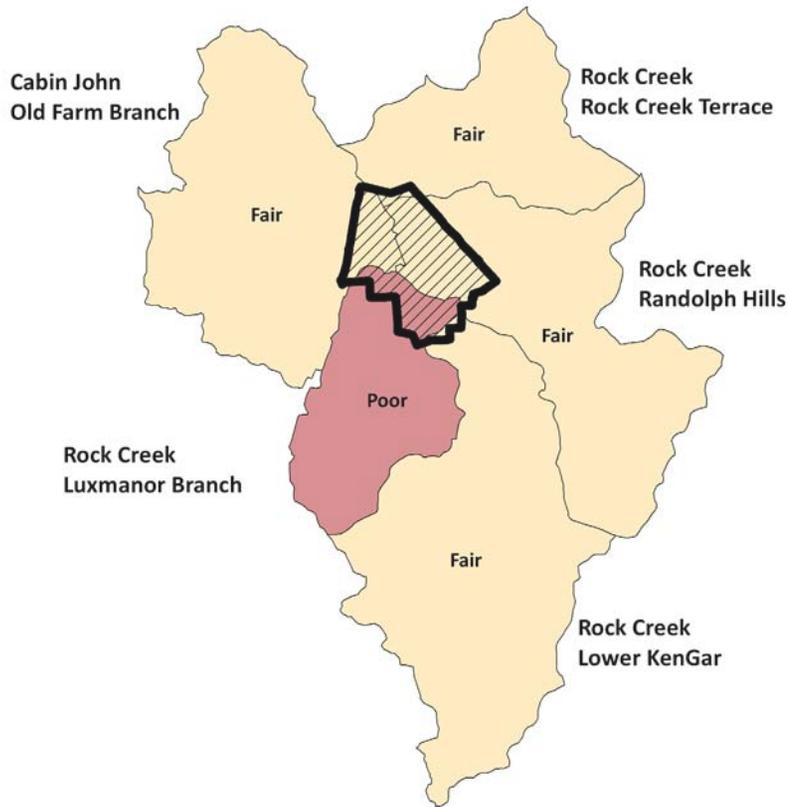


Figure 41:
White Flint Stream Conditions

The compact, walkable, and green community envisioned for White Flint fully integrates all aspects of sustainability. It accommodates new residents and business while reducing land consumption and vehicle miles travelled, improving our carbon footprint, and water and air quality.

Redevelopment is an opportunity to improve environmental conditions and create a greener community, which conserves energy and uses roofs and green spaces to filter stormwater and purify the air. The CR Zone will provide incentives to incorporate green building technology and environmental site design while reinforcing current environmental regulations.

The Plan area spans a cluster of five headwater subwatersheds 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 all streams in the subwatersheds are degraded. Most of the subwatersheds are in fair condition and a portion of the southern Plan area is in poor condition. As development occurred, the smaller headwater streams were placed in pipes underground and covered over. There are almost no natural resources or environmental functions remaining in the 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 87 percent. The remaining pervious area is either in grass, gravel, or cleared earth.

The Plan's recommendations 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 Plan area, but it cannot completely offset the impacts of the existing and proposed development (Figures 41 and 42).

Stream conditions should stabilize and improve over time. Stream restoration and forest planting along streams near the sector plan area will be implemented to achieve better stream conditions in the Rock Creek and Cabin John watersheds. Compact development that accommodates more people on less land avoids degradation in other stream systems in the County, reducing the total impact on the Chesapeake Bay.

The first goal is to minimize carbon emissions. The County's overall goal is to reduce the 2005 measured carbon emission levels by 80 percent by 2050. The land use pattern in White Flint will prevent the emission of approximately six to seven million metric tons of carbon equivalent over the lifetime of development. This reflects the physical savings of more compact building types and reduced vehicle miles traveled.

Recommendations to achieve further savings include:

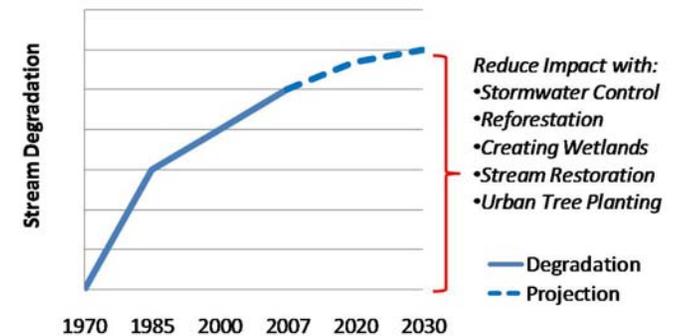
- providing a safe, attractive and continuous network of sidewalks and bikeways to further reduce vehicle miles traveled
- reducing consumption of energy through site design and energy-efficient buildings:
 - site buildings to maximize natural lighting and ventilation and minimize thermal loss
 - use awnings and overhangs to block direct summer sunlight and use light shelves to reflect natural daylight farther into the building.
 - maximize use of on-site and off-site renewable energy sources
 - maximize the LEED or equivalent standards met in the Energy and Atmosphere category
- mitigating carbon emissions through maximizing the preservation and planting of trees and other vegetation.

The second goal is to create a healthy, livable urban environment by improving air and water quality. The Plan area is currently approximately 87 percent impervious with only 10.5 percent tree canopy. Very little of the current development is served by stormwater management.

Recommendations to accomplish this goal include:

- maximizing the use of the environmental incentives, as described in the zoning code, on all properties. Environmental incentives should be chosen based on the individual sites and integrated into the design of the development. Environmental incentives should be used to:
 - improve air quality
 - improve water quality
 - increase carbon storage (sequestration)
 - decrease carbon production
 - decrease urban heat island effect
- adding stormwater treatment along Rockville Pike and along the new Market Street to reduce the impact of runoff as required by the Road Code
- using environmental site design to handle stormwater management. Appropriate techniques may include green roofs, bio-infiltration, innovative stormwater features, green streets, cisterns, and pervious paving. Recycling stormwater for beneficial uses is preferred.

Figure 42: Montgomery County Development Effects on Stream Quality



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 use 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.

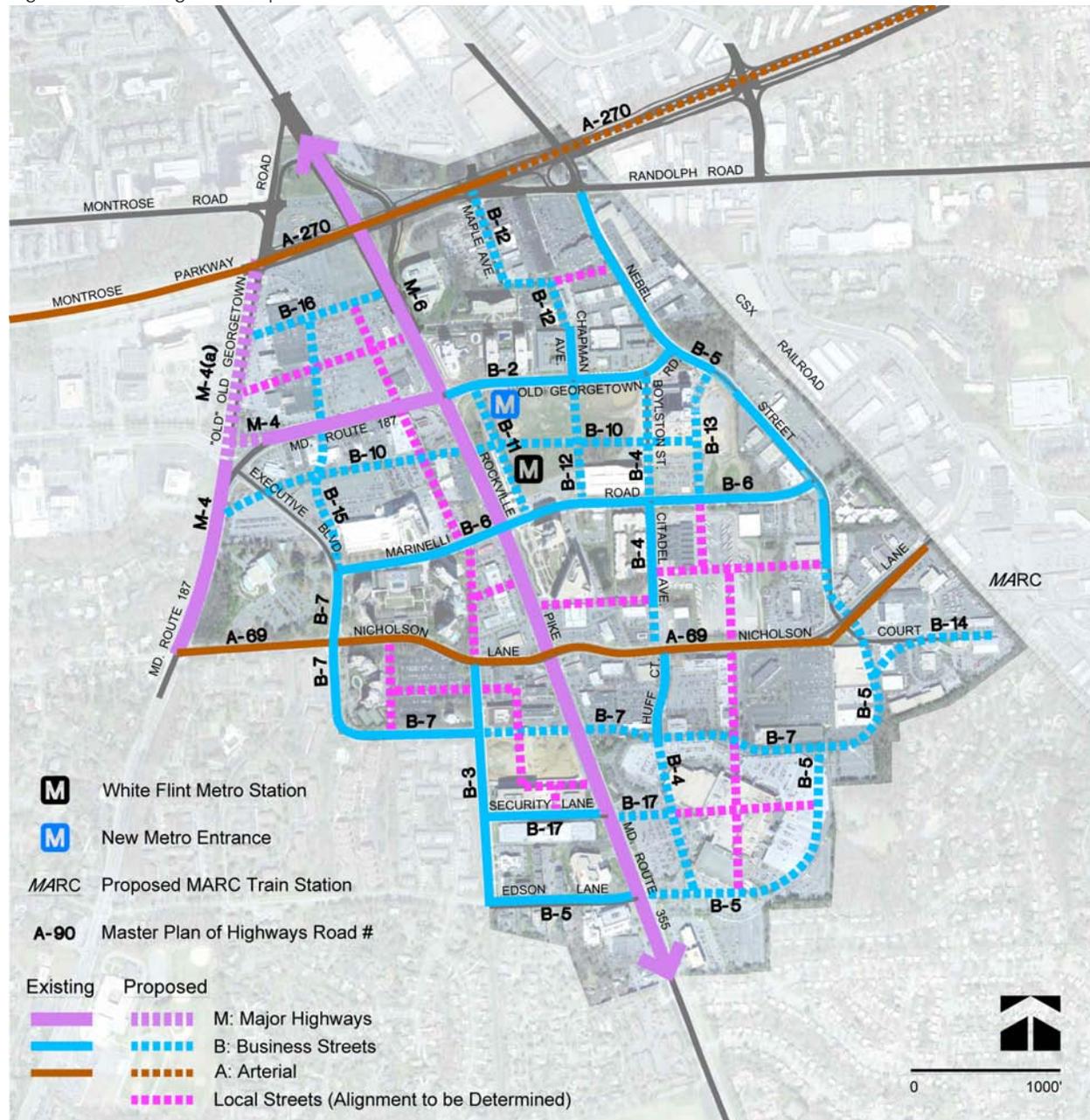
- An enhanced grid street network can diffuse congestion. The Plan recommends a grid street network that includes business district streets and a finer grained system of local connections, including private streets, for more direct vehicular and pedestrian circulation. This robust network relieves pressure on Rockville Pike and Old Georgetown Road, the two major highways that have the most congestion in the Plan area.
- 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, expanded circulator bus service, 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 if the Metro Station Policy Area boundary is expanded to encompass the entire Plan area.

Figure 43: Existing and Proposed Street Network



Street Network

- Augment the master planned street network (Figure 43). Plan area streets should adhere to the design standards of the County Road Code. Nebel Street is to have a three-lane cross section to allow for a southbound travel lane and continuous left turn lane. Pedestrian refuge islands can be provided where Nebel Street forms a T intersection with B-2, B-13 and B-6, because there is no left turn lane.
- Implement non-master planned street and alley connections in conformance with the Montgomery County Zoning Ordinance, White Flint Urban Design Guidelines, and the County Road Code. These streets may be public or private and provide flexibility for operational functions including property access, loading, and parking.
- Target speeds for the Plan area roadways are 25 miles per hour except for Montrose Parkway, which has a target speed of 35 miles per hour.

Transit

- Construct a northern entrance to the Metro station in the southeast quadrant of Rockville Pike and Old Georgetown Road.

- Construct a MARC station at Nicholson Court. The location 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 in North Bethesda along the Brunswick line.
- Provide bus transit transfer facilities at the Metro and MARC stations. A minimum of ten 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 Plan area and immediately adjacent commercial properties.
- Develop circulator bus routes to provide local service, particularly on the east and west cross streets.
- Examine opportunities for bus priority treatments for east-west routes along Montrose Parkway.

Rockville Pike and Promenade

The primary purpose of Rockville Pike is to accommodate the movement of people and goods in all modes in a safe and efficient manner, and provide connectivity for travel to, from, and through all Plan area neighborhoods and adjacent communities.

The Plan recommends retaining Rockville Pike as a six-lane major highway but stresses the need to redesign and reconstruct the Pike as an urban boulevard with both design elements and adjacent building lines reinforcing the need to lower travel speeds as appropriate for an urban environment.

The reconstruction of the Pike needs to include:

- elements that provide pedestrian comfort along sidewalks and in crosswalks
- on-road bicyclist accommodation facilitated by the east-side sidewalk
- bus priority lanes located to balance the needs for Metrorail feeder, circulator, and potential new line-haul services along Rockville Pike as would be found desirable to supplement Metrorail.

The design analysis for Rockville Pike should be undertaken during the first phase of the Plan as a priority study with the support of the County Executive and Council. During that time, there may be requests for development approval for projects fronting Rockville Pike. The recommended right-of-way is 150 feet, but additional right-of-way up to 162 feet should be reserved during the development process to accommodate the conclusion of the design analysis.

The design analysis needs to reflect:

- a BRT network north and south of the Plan area should be examined by the County during the next year. In the interim, both barrier-separated median busway and curb-lane busway options should be preserved
- transit service concept planning

- pedestrian demand studies focused on Metrorail access
- Metrorail tunnel structural load analyses
- coordination with utility companies
- operational analysis of the effect of on-street parking.

Market 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 in the Conference Center Block to select a road alignment and cross section for Market 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. The promenade will include a wide sidewalk for pedestrian and bicycle use and a distinctive streetscape with a mature tree canopy. (Figure 10)

Travel Demand Management

- Establish a 39 percent non-auto driver mode share goal for employees in the entire 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 Management

- Encourage provision of public parking by private development through incentives in the CR Zone.
- Establish a parking management authority for the 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 encouraged as private properties redevelop.

Growth Policy

- Amend the White Flint Metro Station Policy Area boundaries to be coterminous with the Sector Plan boundary. The Sector Plan boundary was developed in anticipation of amending the Policy Area boundary. 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).

Table 4: Roadway Facility and Segment

Street	From	To	Road Number	ROW (feet)	Lanes*
Major Highways					
Old Georgetown Road (MD 187)	Nicholson Ln	Executive Blvd	M-4	150	6, divided
	Executive Blvd	Rockville Pike (MD 355)	M-4	120	4, divided
“Old” Old Georgetown Road	Executive Blvd	Montrose Pkwy	M-4a	120	4, divided
Rockville Pike (MD 355)	Sector Plan southern boundary	Sector Plan northern boundary	M-6	150 (162**)	6, divided
Arterials					
Montrose Parkway	“Old” Old Georgetown Rd	Sector Plan eastern boundary	A-270	300	4, divided
Nicholson Lane	Old Georgetown Rd (MD 187)	Sector Plan eastern boundary	A-69	90	4
Chapman Ave (Maple Ave)	Marinelli Rd	Old Georgetown Rd	B-12***	70	2
	Old Georgetown Rd	Montrose Pkwy	B-12***	70	2
Citadel Ave/Boylston St***	Nicholson Ln	Old Georgetown Rd	B-4	70	2
Edson Ln	Woodglen Dr	Rockville Pike (MD 355)	B-5	70	2
Executive Blvd Extended	Woodglen Dr	Nebel St Extended	B-7	80	4
	Marinelli Rd	Nicholson Ln	B-7	80	4
	Nicholson Ln	Nebel St Extended (B-5)	B-7	80	4
Huff Ct/ Huff Ct Extended	Nebel St Extended (B-5)	Nicholson Lane	B-4	70	2
Lansown St	Marinelli Rd	Old Georgetown Road	B-11	70	2
Marinelli Rd	Executive Blvd	Nebel St	B-6	90	4
Market St	Old Georgetown Rd (MD 187)	Rockville Pike (MD 355)	B-10	70	2
McGrath Blvd	Old Georgetown Rd (MD 187)	Wentworth PI (B-13)	B-10	70	2
Mid-Pike spine street	Marinelli Rd	Old Georgetown Rd (MD 187)	B-15	80	4
	Old Georgetown Rd (MD 187)	New Street (Mid-Pike rung) (B-16)	B-15	70	2

Street	From	To	Road Number	ROW (feet)	Lanes*
Business Roads					
Nebel St	Nicholson Ln	Sector Plan northern boundary	B-5	80	3
Nebel St Extended	Rockville Pike (MD 355)	Nicholson Ln	B-5	80	3
New St (Mid-Pike rung)	"Old" Old Georgetown Rd	Rockville Pike (MD 355)	B-16	80	2
Nicholson Ct (realigned)	Nebel St Extended	900 feet east of Nebel St Extended	B-14	70	2
Old Georgetown Rd	Rockville Pike (MD 355)	Nebel St	B-2	90	4
Security Ln/Security Ln Extended	Woodglen Dr	Huff Ct Extended (B-4)	B-17	70	2
Wentworth Pl	Marinelli Rd	Nebel St	B-13	70	2
Woodglen Dr	Edson Ln	Nicholson Ln	B-3	70	2
*The planned through travel lanes for each segment, not including turning, parking, acceleration, deceleration, or other auxiliary lanes.					
** The Rockville Pike 150-foot right-of-way can be expanded to 162 feet (the additional feet to be obtained through reservation) (see page 54)					
***North of Nicholson Lane, Woodglen Drive is needed for connectivity but will be constructed as a private street because site constraints limit the availability of needed right-of-way.					
The target speed for all master planned roadways in the Plan area is 25 m.p.h., except for Montrose Parkway with a target speed of 35 m.p.h. in the Plan Area.					

Bikeway Network

- Provide links to existing and proposed public transit facilities as well as to the outlying bicycle and trails network (Figure 44).
- Designate the Plan area as a Bicycle/ Pedestrian Priority Area, an official State designation that facilitates the allocation of funds for bicycle and pedestrian improvements on State roads.

Figure 44: Existing and Proposed Bikeways

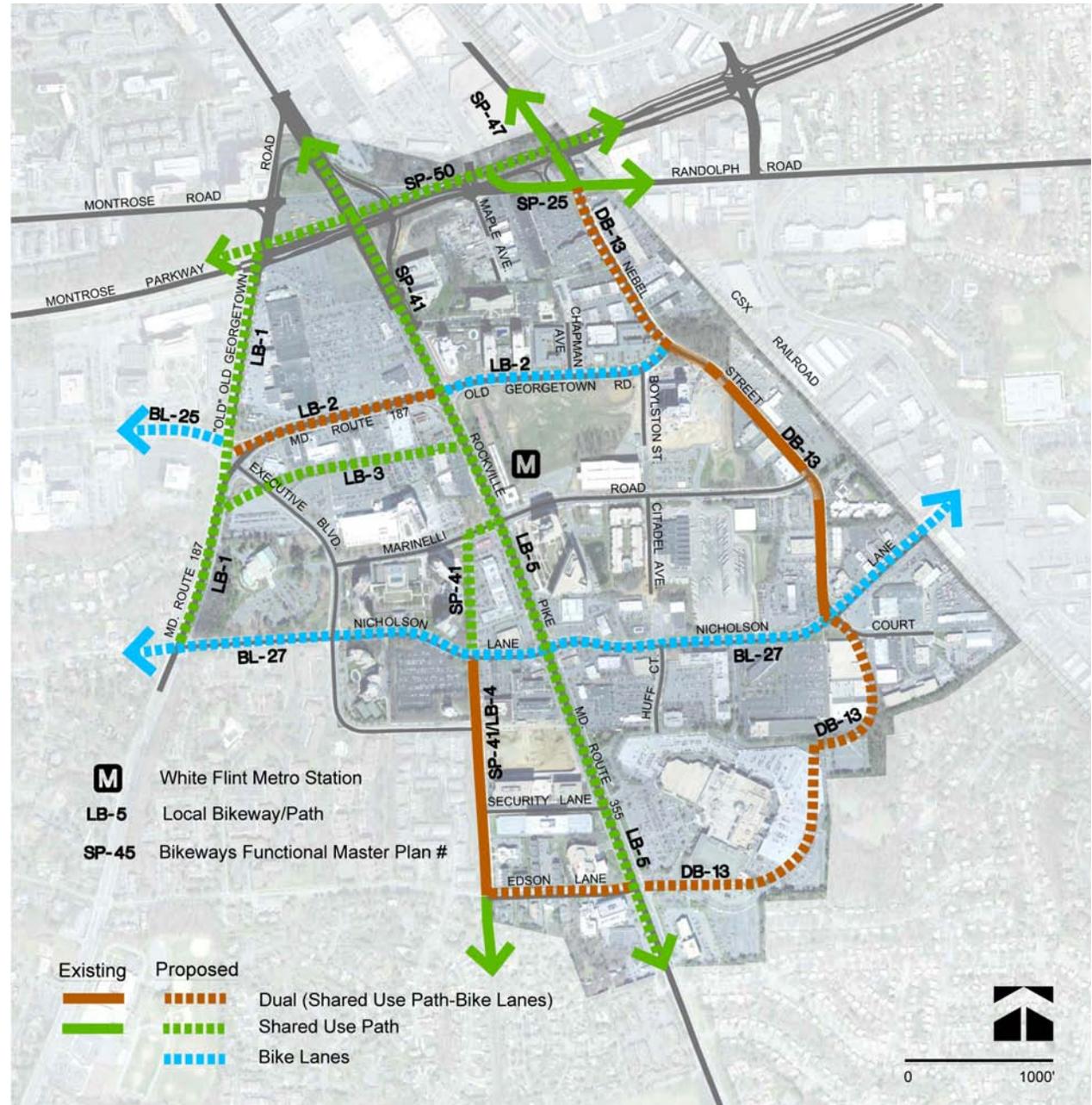


Table 5: Bikeway Facility and Segment

Street	From	To	Road Number	ROW (feet)
Nebel St	Randolph Rd	Nicholson Ln	DB-13	Dual Bikeway: Shared Use Path/Bike Lanes
Nebel St Extended	Nicholson Ln	Rockville Pike	DB-13	Dual Bikeway: Shared Use Path/Bike Lanes
Edson Ln	Rockville Pike (MD 355)	Woodglen Dr	DB-13	Dual Bikeway: Shared Use Path/Bike Lanes
Randolph Rd	Montrose Pkwy	CSX tracks	SP-25	Shared Use Path
Nebel St Extended	Randolph Road	Sector Plan northern boundary	SP-47	Shared Use Path
Montrose Pkwy	“Old” Old Georgetown Rd	CSX Tracks	SP- 50	Shared Use Path
Nicholson Ln	Old Georgetown Rd	CSX Tracks	BL-27	Bike Lanes
Old Georgetown Rd (MD 187)	Nicholson Ln	Executive Blvd	LB-1	Shared Use Path
“Old” Old Georgetown Rd	Executive Blvd	Montrose Pkwy	LB-1	Shared Use Path
Old Georgetown Rd	Executive Blvd/”Old” Old Georgetown Rd	Rockville Pike	LB-2	Dual Bikeway: Shared Use Path/Bike Lanes
	Rockville Pike	Nebel St	LB-2	Bike Lanes
Market St	Old Georgetown Rd	Rockville Pike	LB-3	Shared Use Path
Rockville Pike (MD 355)	Edson Ln/Nebel St Extended	Marinelli Rd	LB-5	Shared Use Path
North Bethesda Trolley Trail				
Woodglen Dr	Edson Ln	Nicholson Ln	SP-41 & LB-4	Dual Bikeway: Shared Use Path & Bike Lanes
	Nicholson Ln	Marinelli Rd	SP-41	Shared Use Path
Marinelli Rd	Woodglen Dr	Rockville Pike	SP-41	Shared Use Path
Rockville Pike (MD 355)	Marinelli Rd	Sector Plan Northern boundary	SP-41	Shared Use Path

community facilities & cultural resources

Public facilities demonstrate public investment and interest in ensuring quality of life and public safety. Cultural resources, such as historic sites, represent our local heritage and enhance our quality of life and understanding of place.

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 in White Flint will have to be located on smaller properties and efficiencies may be achieved in multi-use buildings (Figure 45). The proposed public use spaces will be connected to the parks and cultural resources (Figure 46).

Public Parks

The Sector Plan recommends one new park, an expansion of an existing park and enhancements to a third park. The new park, the Civic Green will be located in the core area. White Flint Neighborhood Park will be expanded and Wall Park will be enhanced by relocating the surface parking to provide space for more recreational uses. The park facilities will be connected through a series of paths and trails including the Recreational Loop.

Existing Facilities	Proposed Facilities
Elementary School	Elementary School
Middle School	Library (Alternative Location)
Fire and Emergency Services	Satellite Services Center (Alternative Location)
Montgomery County Aquatic Center	Fire and Emergency Services
	Police Substation
	Civic Green

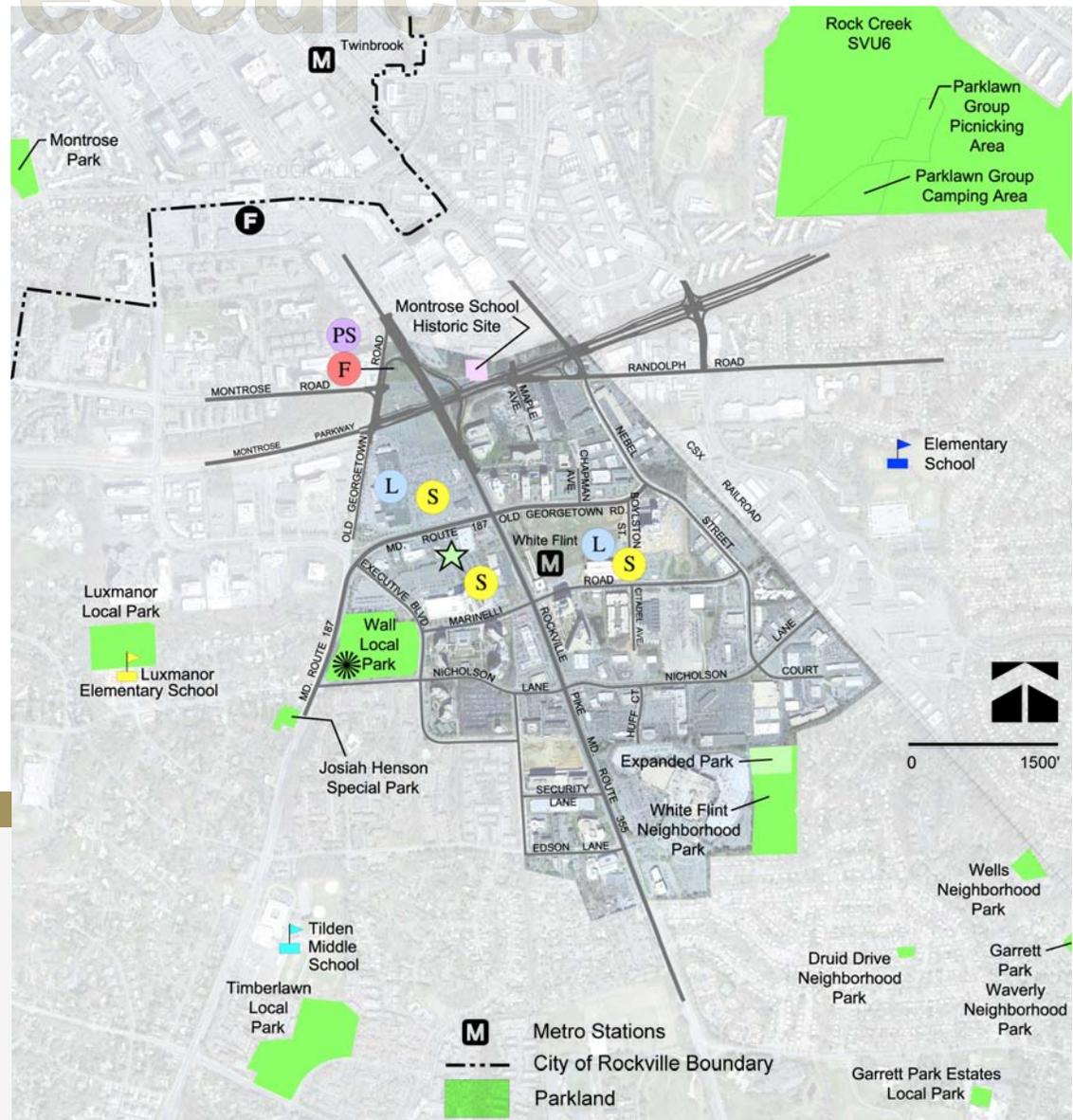
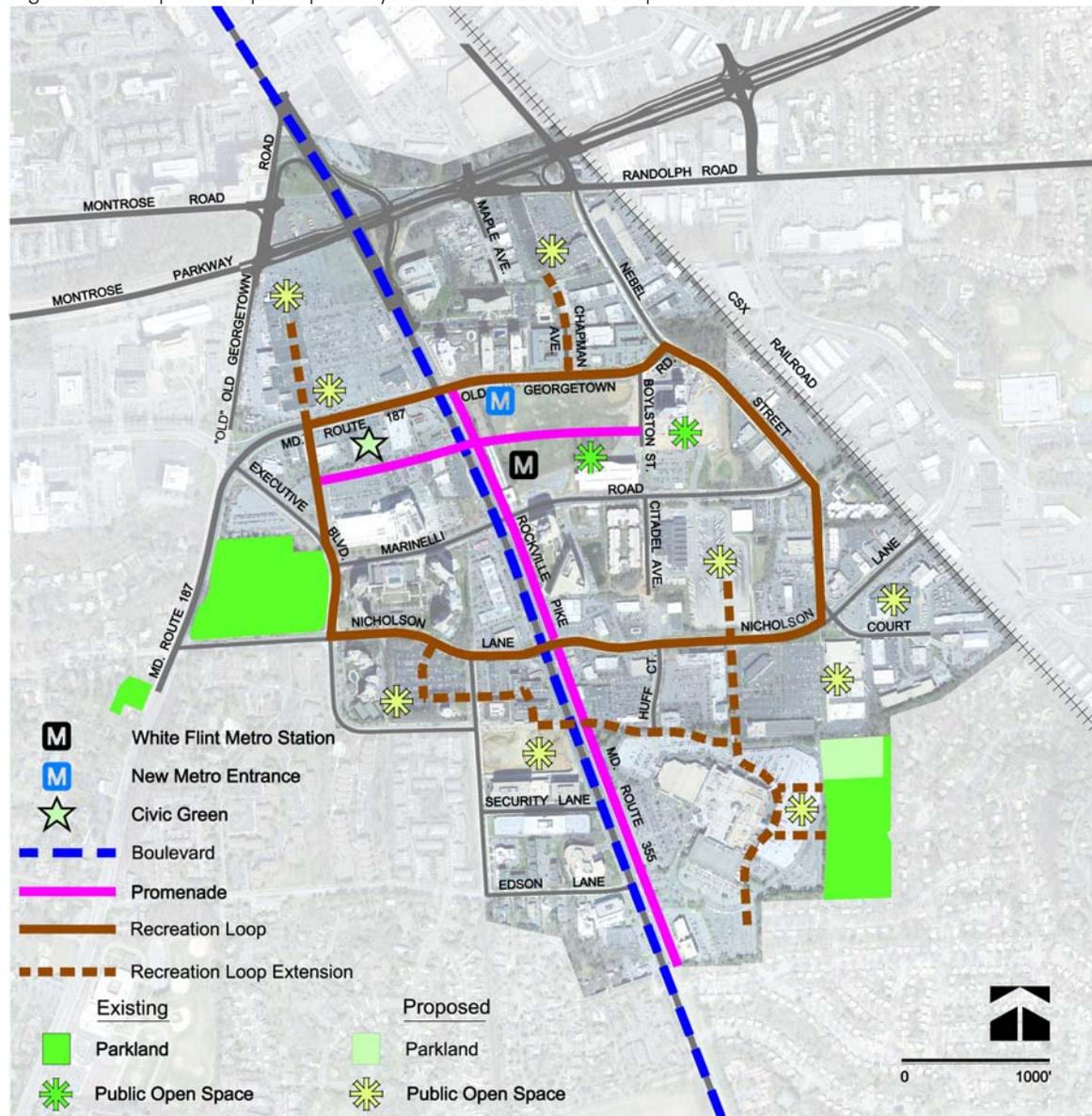


Figure 45: Existing and Proposed Community Facilities and Historic Sites

Figure 46: Proposed Open Space System and Recreation Loop



The Civic Green

This is the public park 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 through acquisition with public funds.

Whether acquired or dedicated, the civic green must be approximately one acre and 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 one half-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 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 the Josiah Henson/Uncle Tom's Cabin site, a cultural site of international significance, about one quarter-mile south on Old Georgetown Road and one half-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 Henson/Uncle Tom's Cabin site.

Expansion of White Flint Neighborhood Park

The White Flint Neighborhood Park lies adjacent to the southern and eastern boundaries of the Plan area. The Plan recommends that an additional 2.3 acres located on the White Flint Mall property be dedicated to expand the existing park boundaries. The dedication should include the existing parking lots. These areas will provide enough space for additional recreational facilities, such as rectangular fields that will benefit the future and surrounding neighborhoods.

The facility plan for the park should consider:

- rectangular fields
- pedestrian and bicycle connections
- upgrading the existing facilities
- stormwater management and drainage impacts on the adjoining existing single-family community.

Recreation Loop

The Recreation Loop is a signed pathway that is to be incorporated into the street right-of-way as part of the sidewalk. There are two components. The main loop (indicated as a solid brown line in Figure 46) connects Wall Park to the Civic Green via Executive Boulevard Relocated, turns east on Old Georgetown Road, crosses Rockville Pike to Nebel Street, turns south on Nebel Street, turns west on Nicholson Land and ends at Wall Park. The loop extensions, shown on Figure 46 as a brown dashed line, consist of short segments that link major public use spaces in the districts to the main loop. The Recreation Loop and extensions should be constructed during street improvements as part of a development project or in a CIP project. Signage for the loop is included as an amenity fund project (see page 68).

Historic Resources

The Montrose School (1909) (Resource #30/2) in the Maple Avenue District (see page 40) is the only historic site designated on the Master Plan for Historic Preservation in the Plan area (Figure 45). Thomas C. Groomes designed the Montrose School with its classic detailing and pebbledash walls. As completed in 1909, the school has two rooms, augmented by a third in 1948. The school closed in 1965 and is now owned by Peerless Rockville. Designation in the Master Plan for Historic Preservation provides protection for the site under Montgomery County's Historic Preservation ordinance, Chapter 24a of the County Code. The site's environmental setting encompasses the entire one-acre parcel on which the school is located. The property is also listed in the National Register of Historic Places.



Figure 47: Historic Montrose School

Just outside the Plan area south of Wall Local Park is Josiah Henson Site/Uncle Tom's Cabin (Resource #30/6). The building is an 1800-1815 frame structure with an 1850 log wing. The building and site are associated with Josiah Henson, whose 1849 autobiography inspired Harriet Beecher Stowe to write her novel, *Uncle Tom's Cabin*. Henson was a slave on the property for most of the years 1795-1830. The property is designated as a historic site in the Master Plan for Historic Preservation. The environmental setting at the time of acquisition was just over an acre. The property is managed by the Montgomery County Department of Parks.

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

Public Schools

The proposed residential development in the 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 site large enough for a typical 10 to 12 acre elementary school within the Plan area. As a result, the Plan recommends that Montgomery County Public Schools (MCPS) consider utilizing Rocking Horse Center, a closed elementary school on 18 acres of land approximately one half-mile from the center of the Plan area and located on Macon Road.

MCPS may consider reopening one of the former elementary schools in the Walter Johnson cluster: 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. MCPS operates the former Grosvenor Elementary School as a holding school for elementary schools undergoing modernization and it is not a likely candidate for reopening.

- Locate an elementary school site on the Rocking Horse Road facility in the Randolph Hills neighborhood or explore redistricting to accommodate the new students generated by future development in the Plan area.

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 between White Flint and I-495.

- 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

There are six police districts and one special operations unit in the County. The Plan area is within the Montgomery County Department of Police 2nd District in Bethesda and adjacent to District 1 in Rockville. 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 in the Mid-Pike Plaza District.

Satellite Regional Services Center

The Montgomery County Bethesda-Chevy Chase Regional Services Center, which will serve the Plan area, has determined that a satellite office should be located in the core area. The services center should include space to house the public entities that will manage redevelopment in White Flint (see page 57, bullet 5 in the Staging Plan), a community meeting room, and a transit store. The facility can be integrated with nonresidential or residential development.

- Locate a satellite services center in the Metro East, Metro West, or Mid-Pike Districts.

Libraries

The Montgomery County Department of Public Libraries has recommended 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 in the Metro East or Mid-Pike Plaza Districts close 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 strong 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, their location is flexible and requires little infrastructure.

- Locate a site for a farmers' market within the Metro West District, possibly at Wall Park.

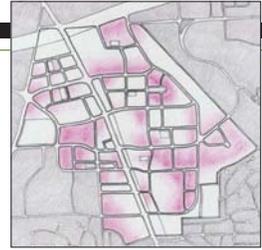
Art

Art in public spaces adds value to development and provide an enhanced experience for residents and visitors. The CR zone has incentives for public art. New development should consider integrating art into public use space.

Child Day Care

Child day care is a necessity for many working families. Child day care should be incorporated in new office and residential development, especially near transit facilities.

implementation



Zoning

Commercial Residential Zone (CR Zone)

Implementing the Plan's vision is best accomplished with a mixed-use zone. The 1992 Sector Plan recommended the floating transit station mixed-use zones (TS-M and TS-R) for redevelopment projects. These zones require District Council approval of a local map amendment. This Plan recommends using the Commercial/Residential (CR) Zone, which promotes mixed commercial and residential uses at varying densities to provide sustainable development where people can live, work, and find services and amenities while minimizing automobile use.

The CR Zone allows a broad range of uses similar to the CBD Zones and requires the designation of four elements: a total allowed floor area ratio (FAR), a maximum nonresidential (C) FAR, a maximum residential (R) FAR, and a maximum building height (H). The CR Zone is applied through a sectional map amendment consistent with the recommendations of a sector or master plan.

There are two methods for development: standard and optional. The standard method requires compliance with a specific set of development standards and the optional method allows for greater density and height when supported by additional public benefits, facilities and amenities. The additional density may be achieved through a series of incentives that can be bundled to earn the maximum allowable density.

Figure 48: Proposed Land Use

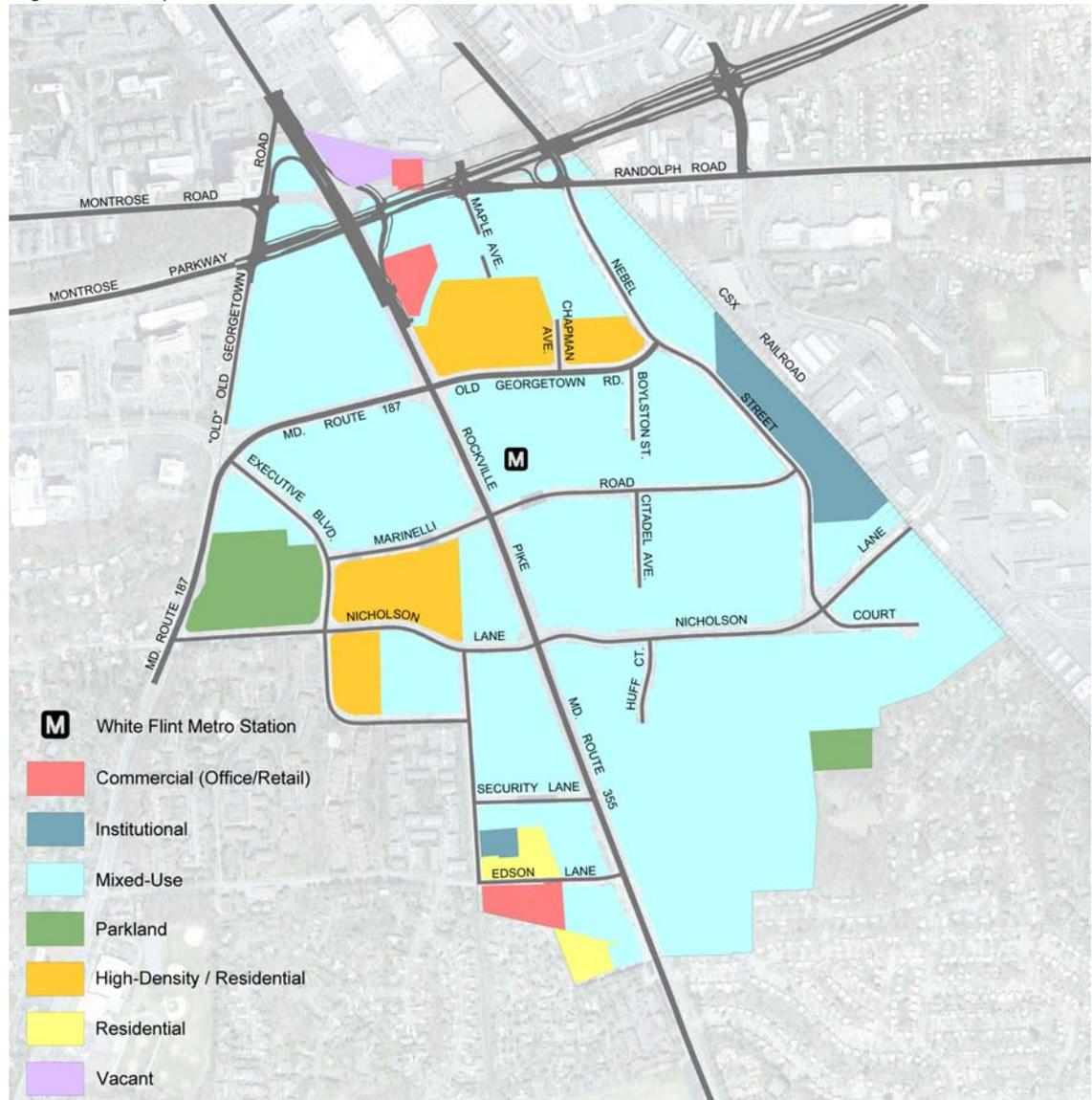
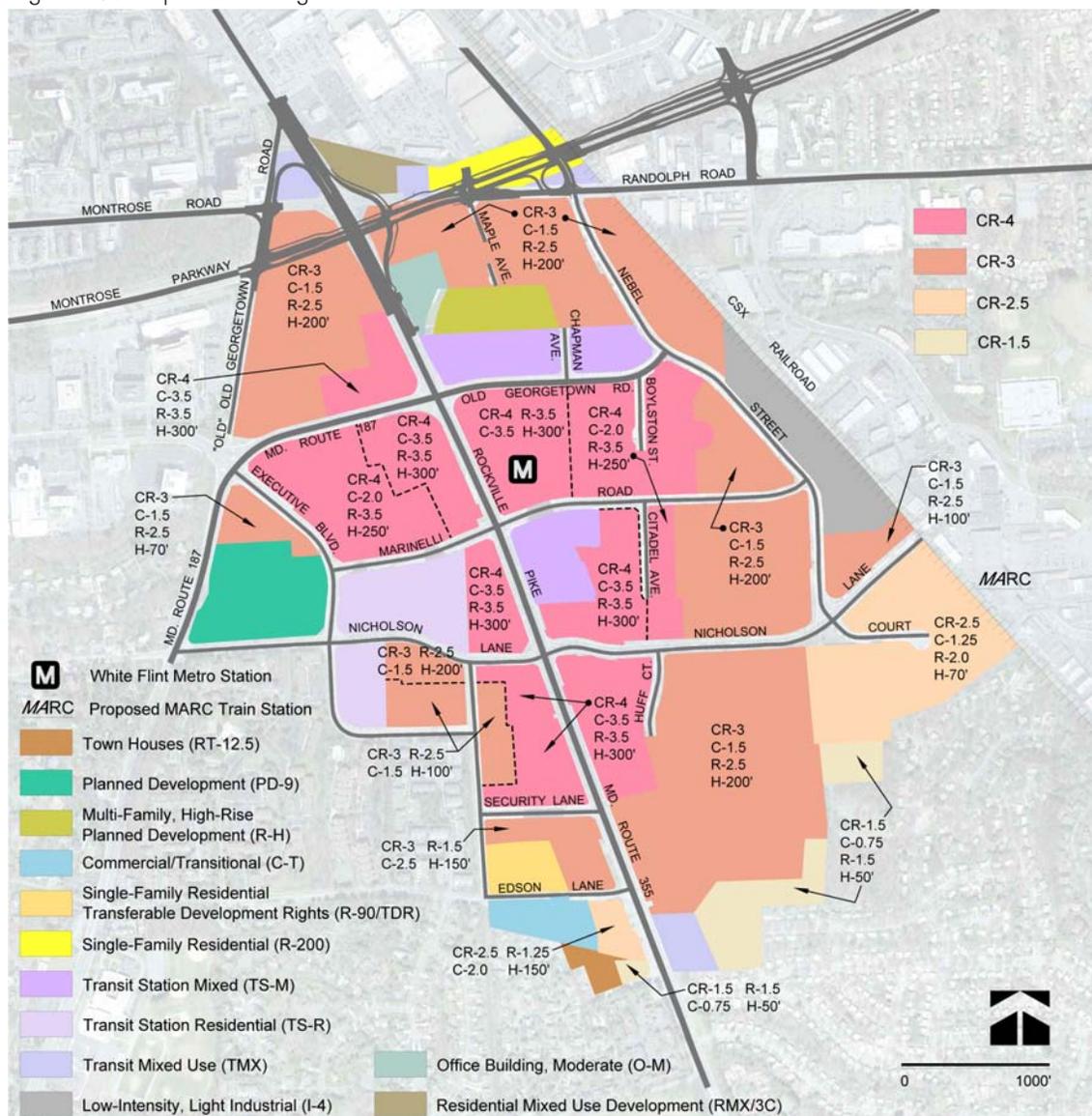


Figure 49: Proposed Zoning



Properties within the Plan area will have the benefit of incentives based on proximity to transit as well as incentives for providing a range of housing types, additional affordable housing, incorporating community facilities into mixed-use developments, environmental sustainability features, and innovative design.

Moderately Priced Dwelling Units (MPDUs) are required in all residential development in Montgomery County with more than 20 units. The Plan includes a recommendation to expand the current Metro Station Policy Area to include all properties within the Sector Plan boundary. Workforce Housing is required for residential development with more than 40 dwelling units per acre within a Metro Station Policy Area. When that action has been taken, residential development within the Plan area must comply with the County's Workforce Housing requirements.

Figure 49 maps all four elements of the CR Zone: the total maximum density (CR), the total commercial (C) and residential (R) components, and the maximum height (H). There are nine discrete CR Zones proposed (Table 6). Also mapped are other recommended changes to zoning or confirmation of the existing zoning as described in the text accompanying the recommendations for each District, pages 28-49.

Public Use Space Requirements

The CR Zone requires public use space for all development under either the standard and optional methods, based on the lot area, frontages and size of the lot. Public use space may be privately owned, but must be accessible to the public. It is preferable for the public use space to be located on site and combined with adjoining development to create useful and connected places. This Plan assumes that much of the public use space system will be obtained through this requirement (Figure 46). If all the properties recommended for CR zoning were to redevelop, the public use space requirement could yield approximately between 20 and 30 acres.

For example, the following three large properties could yield significant public use space.

- Mid-Pike Plaza (20 acres) would yield about two acres.
- The Lutrell property (five acres) would yield a one-half acre which could become a neighborhood green or two smaller urban squares.
- The White Flint Mall property (43 acres) would yield at least four acres.

Priority Projects Eligible for Amenity Fund Support

The CR Zone allows contributions for off-site amenities that advance the building of the public realm. These projects must be identified in a sector or master plan and appear in the CIP to enable contributions.

The following projects are recommended for White Flint:

- underground utilities and 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
- a community meeting room
- the civic green
- facility plan for design and construction of Wall Local Park
- Market Street
- improve Woodglan Drive for bicyclist and pedestrian access between the Bethesda Trolley Trail and Nicholson Lane including public art, benches, bicycle racks, and trash receptacles.
- the landscaped promenade on top of the Metro access tunnel easement between the Metro East District and the White Flint Mall District.
- mid-block pedestrian connections between Mid-Pike and Metro West Districts and the NRC and White Flint Mall Districts.
- signage for the Recreation Loop.

The advisory committee described in the staging plan should identify additional projects in their periodic reports to the Planning Board.

Table 6: Proposed CR Zones

Maximum Total FAR	C	R	H	Application
CR 4	C 3.5	R 3.5	H 300	At Metro-Office Tall
CR 4	C 2	R 3.5	H 250	At Metro-Residential Tall
CR 3	C 3	R 1.5	H 200	Existing Office Tall
CR 3	C 1.5	R 2.5	H 200	½ mile Metro Tall
CR 3	C 1.5	R 2.5	H 100	½ mile Metro Medium
CR 3	C 1.5	R 2.5	H 70	½ mile Metro Low
CR 2.5	C 2	R 1.25	H 150	Existing Office Medium
CR 2.5	C 1.25	R 2	H 70	Residential Low
CR 1.5	C .75	R 1.5	H 50	Transitional Low

Staging Plan

A staging plan addresses timing of new development and public facilities within the lifetime of a sector or master plan. A successful staging plan should be elastic enough to respond to market forces without losing the plan's vision 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 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 to minimizing disruption to commerce and impacts on surrounding communities.

The proposed zoning envelope contains more potential density than will be used over the life of the 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 multifamily 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 recommended 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 realignment of Old Georgetown Road and Executive Boulevard is the critical part of the road network that will provide an alternative for through traffic on Rockville Pike and diffuse traffic through the Plan area.

Second is ensuring that proposed civic uses, intended to create vitality within the urban core, are built and constructed early in the life of the Plan.

Finally, reconstruction of Rockville Pike will require additional right-of-way, which cannot be obtained all at once, since development will occur property by property. The Plan recommends dedication to the 150 foot right-of-way and an additional reservation to 162 feet to accommodate the design of the multi-modal cross section. An interim solution may be necessary, 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 disruption, such as local bus shuttles and an evening construction schedule.

Before any additional 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 encompass the entire Sector Plan boundary, which:
 - requires workforce housing
 - proposes 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.
- Establish the Sector Plan area as a State of Maryland Bicycle Pedestrian Priority Area.
- Create public entities or financing mechanisms necessary to implement the Sector Plan within 12 months of adopting the sectional map amendment. These include, as appropriate, the following:
 - parking management authority
 - urban service district
 - redevelopment office or similar entity
 - tax increment financing district
 - special assessment district.
- Develop a transportation approval mechanism and monitoring program within 12 months of adopting the sectional map amendment.
 - Planning Board must 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, and the Capital Improvements Program (CIP) and Annual Growth Policy (AGP) as they relate to White Flint. The program should conduct a regular assessment of the staging plan and determine if any modifications are necessary.

- o The Planning Board must establish an advisory committee of property owners and interested groups that support the redevelopment of the Plan area, to evaluate the assumptions made regarding congestion levels, transit use, and parking. The committee's responsibilities should include monitoring the Plan recommendations, identifying new projects for the Amenity Fund, monitoring the CIP and AGP, and recommending action by the Planning Board and County Council to address issues that may arise.
- Any development approvals that proceed before the public entities are in place are subject to existing regulatory review requirements including LATR and PAMR.

Phasing

Development may occur anywhere within the Plan area, however, all projects will be required to fund or, at a minimum, defray total transportation infrastructure costs. The 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. This Plan recommends that affordable housing units provided under the CR Zone incentives and are in addition to those required by Chapter 25A may be excluded from the staging capacity.

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

During Phase 1, the Planning Board may approve both residential and nonresidential development until either of the limits above is reached. Work-around road projects west of Rockville Pike, including the streets for the civic core, should be contracted for construction during Phase 1 and completed before commencement of Phase 2.

The following prerequisites must be met during Phase 1 before moving to Phase 2.

- Contract for the construction of the realignment of Executive Boulevard and Old Georgetown Road.
- Contract for construction of Market Street (B-10) in the Conference Center block.
- Fund streetscape improvements, sidewalk improvements, and bikeways for all streets within one quarter-mile of the Metro station: Old Georgetown Road, Marinelli Road, and Nicholson Lane.

-
- Fund and complete the design study for Rockville Pike to be coordinated with SHA, MCDOT, and M-NCPPC.
 - Establish a bus circulator system linked to surrounding office districts and residential neighborhoods.
 - Establish an inventory of long-term parking spaces to set requirements for Phase 1 and Phase 2 parking caps that provide a progressive achievement of the end-state limitation of 0.61 long-term parking spaces per employee in the Plan area.
 - Limit long-term parking spaces to capacity established in the Annual Growth Policy.
 - Achieve 30 percent non-auto driver mode share for the Plan area.

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 Phase 1 public projects have been completed. The amount of development that could be approved in Phase 2 is set at approximately one third of the planned development. During Phase 2, the Planning Board may approve both residential and nonresidential development until either of the limits above is reached.

The following prerequisites must be completed during Phase 2 before proceeding to Phase 3.

- Construct streetscape improvements, sidewalk improvements, and bikeways for all streets within one quarter-mile of the Metro station: Old Georgetown Road, Marinelli Road, and Nicholson Lane.
- Complete realignment of Executive Boulevard and Old Georgetown Road.
- Construct the portion of Market Street as needed for road capacity.
- Fund the second entrance to the White Flint Metro Station.
- Construct Nebel Street Extended between Nicholson Lane and Rockville Pike as needed for road capacity.
- Conduct a North Bethesda residential areas circulation study.
- Increase non-auto driver mode share to 35 percent.
- Limit long-term parking spaces to capacity established in the Annual Growth Policy.

Phase 3: 3,800 dwelling units and 1.69 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 Phase 2 public and private projects have been completed. In Phase 3, the remaining transportation capacity could be committed. At the end of Phase 3, the development should total 14,500 units (17.4 million square feet) and 12.9 million nonresidential square feet. This is a 58/42 percent residential/nonresidential mix and close to the desired 60/40 percent residential/nonresidential mix.

- Complete all streetscape improvements, sidewalk improvements and bikeways outside one quarter-mile from the Metro.
- Reconstruct Rockville Pike.
- Fund MARC station.
- Increase non-auto driver mode share to 39 percent.
- Limit long-term parking spaces to 0.61 per employee.

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 Plan boundaries that would further improve vehicular mobility.

There is growing evidence from 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 CR Zone as applied in the 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.

Table 7 : Staging Plan

Phase 1 3,000 dwelling units 2 million square feet non-residential	Phase 2 3,000 dwelling units 2 million square feet non-residential	Phase 3 3,800 dwelling units 1.69 million square feet non-residential
<p>Contract for the construction of the realignment of Executive Boulevard and Old Georgetown Road.</p> <p>Contract for construction of Market Street (B-10) in the Conference Center block.</p> <p>Fund streetscape improvements, sidewalk improvements, and bikeways for all streets within one quarter of the Metro station: Old Georgetown Road, Marinelli Road, and Nicholson Lane.</p> <p>Fund and complete the design study for Rockville Pike to be coordinated with SHA, MCDOT and M-NCPPC.</p> <p>Establish a bus circulator system linked to surrounding office districts and residential neighborhoods.</p> <p>Establish an inventory of long-term parking spaces to set requirements for Phase 1 and Phase 2 parking caps that provide a progressive achievement of the end-state limitation of 0.61 long-term parking spaces per employee in the Plan area.</p> <p>Limit long-term parking spaces to capacity established in the Annual Growth Policy.</p> <p>Achieve 30 percent non-auto driver mode share for the Plan area.</p>	<p>Construct streetscape improvements, sidewalk improvements, and bikeways for all streets within one quarter-mile of the Metro station: Old Georgetown Road, Marinelli Road, and Nicholson Lane.</p> <p>Complete realignment of Executive Boulevard and Old Georgetown Road.</p> <p>Construct the portion of Market Street as needed for road capacity.</p> <p>Fund the second entrance to the White Flint Metro Station.</p> <p>Construct Nebel Street Extended between Nicholson Lane and Rockville Pike as needed for road capacity.</p> <p>Conduct a North Bethesda residential areas circulation study.</p> <p>Increase non-auto driver mode to 35 percent.</p> <p>Limit long-term parking spaces to capacity established in the Annual Growth Policy.</p>	<p>Complete all streetscape improvements, sidewalk improvements and bikeways outside one quarter mile from the Metro.</p> <p>Reconstruct Rockville Pike.</p> <p>Fund MARC station.</p> <p>Increase non-auto driver mode share to 39 percent.</p> <p>Limit long-term parking to 0.61 per employee.</p>

Capital Improvement Projects (CIP)

Proposed CIP Projects

Table 8 contains the infrastructure projects that should be publicly funded through the CIP. CIP projects that are not in the Staging Plan are indicated. Staff estimates of capital costs for projects that may require public financing and implementation. Projects may also include private sector participation. Projects already fully funded in CIP or CTP such as Montrose Parkway, Citadel Avenue, and Chapman Avenue are not included.

Table 8: Capital Improvement Projects								
Phase	Project Name	Location/Limits	Road #	Right-of-way		Construction		
				Acreage	Estimated Cost (\$m)	Length (miles)	Estimated Cost (\$m)	Total Cost (\$m)
2	Civic green *			1.0	\$ 6.5			\$ 6.5
1	Library *				\$ -		\$ 5.0	\$ 5.0
1	Market Street and promenade	MD 187 to MD 355		3.2	\$ 20.8	0.3	\$ 7.5	\$ 28.3
1	Police and Fire/Rescue*			1.5	\$ 9.8		\$ 10.0	\$ 19.8
1	Streetscape improvements				\$ -	3.0	\$ 15.0	\$ 15.0
1	MD 187/Executive Blvd intersection	M-4/M-4(a) junction		0.5	\$ 3.3	0.3	\$ 7.5	\$ 10.8
1	"Old" Old Georgetown Rd	Executive Blvd to Montrose Pkwy	M-4(a)	0.2	\$ 1.3	0.3	\$ 7.5	\$ 8.8
1	Executive Blvd realignment		B-15	2.6	\$ 16.9	0.3	\$ 7.5	\$ 24.4
2	Nebel St Extended (south)	MD 355 to Nicholson Ln	B-5	5.2	\$ 33.8	0.5	\$ 12.5	\$ 46.3
2	Metrorail northern station entrance				\$ -		\$ 25.0	\$ 25.0
2	Streetscape improvements				\$ -	5.4	\$ 27.0	\$ 27.0
3	Rockville Pike boulevard	Montrose Rd to Edson Ln	M-6	2.4	\$ 15.6	1.2	\$ 66.0	\$ 81.6
3	MARC station/access improvements	Nicholson Ct			\$ -		\$ 15.0	\$ 15.0
	Phase 1 Subtotal				\$ 58.5		\$ 60.0	\$ 118.5
	Phase 2 Subtotal				\$ 33.8		\$ 64.5	\$ 98.3
	Phase 3 Subtotal				\$ 15.6		\$ 81.0	\$ 96.6
	TOTAL				\$ 107.9		\$ 205.5	\$ 313.4

* not in the staging plan

Administration

This Plan recommends the creation of an urban service district, as well as a redevelopment office or similar entity, both of which will work in coordination with the Bethesda-Chevy Chase Regional Services Center.

The urban service district will provide increased maintenance of the streetscape and its amenities; provide additional public amenities such as plantings, seating, shelters, and works of art; promote the commercial and residential interests of the community; and program cultural and community activities.

The redevelopment office, or similar entity, would provide specific redevelopment expertise. A redevelopment office would serve as an interface between developers and County agencies regulating development, utilities, State Highway Administration, WMATA, and other affected public sector entities.

Financing

Implementing the White Flint Sector Plan will require substantial public and private investment in infrastructure and public facilities. The infrastructure necessary to advance phases of the staging plan should be financed through general fund revenues appropriated in the regular CIP process, as well as through the creation of a tax Increment financing district and a special assessment district.

Recognizing that the Council and the Executive will decide how to implement the Plan using these or other tools, the following principles are applicable:

- Leverage the substantial tax increment generated by redevelopment in the Plan area.
- Be sensitive to the limits of the private sector's capacity to fund public infrastructure in light of the requirements to provide public benefits and amenities.
- Provide maximum certainty regarding the timing and extent of public sector investments.
- Expand the Metro Station Policy Area boundary to be coterminous with the Plan boundary.
- To the extent possible, capture impact taxes or similar excise taxes paid by development in the district and spend those revenues within the Plan boundary.
- To the extent possible, residential condominium developments' share of the financing burden should be met by one-time payments rather than recurring obligations.
- Direct private sector funds to improvements within the Plan boundary, to the extent that the benefits of those improvements accrue within the Plan boundary.
- Direct public sector funds to improvements within the Plan boundary to the extent that the benefits of those improvements accrue outside boundary or to the public sector as a property owner.

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