

White Flint Implementation Advisory Committee

March 14, 2011

Wall Local Park/MAC

7:30 p.m.

Members in attendance: Evan Goldman, Michael Springer, Arnold Kohn, David Freishtat, Todd Lewers, Ruwan Salgado, Dan Hoffman, Meredith Josef, Barnaby Zall, Natalie Goldberg, Peggy Schwartz, Francine Waters, Mike Coveyou, Anne Root, Diane S. Jones, John King, and Della Stolsworth.

Guests: Tim Dugan (Shulman Rogers); Ken Hartman (Bethesda Chevy Chase Regional Service Center); and Jeff Bourne (Recreation Department)

Updates

Nkosi noted that meeting minutes from February had a technical issue, so it will be sent out later. Meredith

- Nkosi noted that there is one vacancy on the Committee since Karl Girshman has resigned. Paul Meyer has submitted a letter of interest to the Planning Board chair to replace Mr. Girshman. He will wait another week for additional names.
- Growth Policy/Subdivision Staging-Planning staff is continuing its work on Growth Policy amendments for White Flint. These amendments have been sent to the Council for introduction. Discussions are ongoing. The Committee's meeting in April will address the White Flint staging/implementation guidelines.
- When we meet in April, the guidelines will incorporate more details that were stripped out of the amendment as well as other technical guidelines. Tim Dugan asked if the goal is to pass the amendment before the Council begins deliberations on the budget. Nkosi said that is the goal.

MD 355

Della drafted a letter that reflects the issues of the Committee on the City of Rockville MD 355 Draft Plan. Dan Hoffman said the Committee's comments will be transmitted to the Planning Board. Diane said the County's Advisory Committees role is to report to County Executive or a Board. Nkosi noted that the Planning Board received a briefing on Rockville's Plan. Evan asked for letter to be sent to the city of Rockville as soon as possible because they haven't gotten much letters and feedback. Only three or four people testified.

Action: David moved for action and Barnaby second the motion.
Passed by unanimous voice vote.

Implementation or Advisory Committee

Barnaby asked, what is the name of our committee? In some instances the group is referenced either was the White Flint Advisory Committee or the White Flint Implementation Committee. Dan Hoffman said he believes that having a new name makes sense. The committee agreed that the name of the group is the White Flint Implementation Advisory Committee.

Public Facilities Charrette

Diane S. Jones provided an overview of the County's public facilities initiative. She noted that when the county does a public project, 'we go out to the public to find out what are the needs of the community, what is the composition of the community, and how should we deliver the services. Now we are getting to a point where we need a better understanding what these facilities want to be, and where they should they be and what size should they be.' As major density gets locked into place, we need a better understanding of what the public amenities identified in the master plan are going to be.

The recreation center, Wall Park, the library, civic green and the regional services center are the facilities under consideration.

She noted that the County will engage a consultant; meet with department leaders; and the public. Diane noted that County is not 'looking at a pedestrian recreation center, but maybe we are looking at something that is more of a destination.'

In the end, she noted, we will end up with a White Flint Implementation strategy. Diane said that the County is not re-opening master plan but implementing it. Projects that aren't providing public benefits may contribute to the amenity fund. It won't happen overnight but we will have a road map.

Committee Questions and comments

Natalie asked if schools will be part of the charrette. Diane said no. Barnaby noted the following: 'I am in favor of the master plan and I wonder if we are opening up a huge can of worms since we already have it in the master plan. Are the expectations consistent with what the planning board has already said?'

Diane remarked that the Planning Board doesn't deliver library services, the County does. She said this will guide the kinds of things that will be delivered. Jeff Bourne (Department of Recreation) said it is the elements and components with more details.

Barnaby noted that he met with Brooke and the people down there for three years for all the parks. He said, 'We must have had thousands of people at the meeting. Let's talk about the details and function. But will people be expecting more?' Diane thought they will be able to manage it.

Jeff Bourne stated that typically we can open that dialogue of the community by starting with this is what is here now and here are unique traits of the site. Now let's talk about what can go there. We start with a shopping list of what people are interested in. It's a little different.

Diane declared that the meeting is not a steering committee meeting, rather a public engagement and discourse. Della noted that she was involved in the Josiah Henson project and the Parks Department did an excellent job in having these open community meetings that helped them be better informed but with a different vision. Diane remarked that the young people need to be part of this too. For the Silver Spring library, they went out multiple times to meet with the community.

Arnold suggested that White Flint Park should not be part of the amenities discussion since it is not in the sector plan, and the Mall has been working with residents for a solution.

Meredith asked, what is the timeline? Diane said she is working with developers to help fund this charrette. 'We are short of money in the county and we are hoping the developers would help. I have spoken with the White Flint Partnership and I have spoken with ProMark. And they have agreed to share. They would each come up with \$10,000. County has \$20,000 and there is a budget of \$100,000. It's a mini contract and we think we could get it in place pretty quickly. Planning Board is hoping to get this completed by early July. This is our objective but I can't promise it will be done by then.'

Natalie noted that none of the people are here that will live here and that is worry some. People haven't moved in yet. And, we are making decisions for people we think that are going to be here.

Dan asked, 'would there be a precedent of market research? Is this going to define the details?' Diane observed that consultants normally look at the best practices around the country for examples.

Meredith requested that public meetings occur before the schools are out. Evan asked if \$100,000 covered only three meetings? Diane answered it is based on other ones that we have done with three or four public sessions. She also said that outreach efforts also help to understand what areas to focus on. Barnaby observed that a two day charette on traffic calming sponsored by Friends of White Flint with Ian Lookwood (AECOM/Glatting Jackson) cost less than \$5000.

Capital Improvement Program

Diane provided an update on WF CIP items, including the redevelopment program and traffic analysis. She said that the Council will take up the redevelopment program, and white flint transportation east and west. The LCOR bridge will be part of this so there will be an amendment on that. And the last piece is the White Flint traffic analysis and mitigation will occur in April.

Committee Review of Projects

Evan is exploring developing standards for evaluating sketch and site plans for the committee. He noted that the group had talked about property owners bringing in the sketch plans to the committee prior to the planning board review. The committee could score then pass the grade on to the planning board. It could be generic like Rosslyn Renaissance. I feel like the only problem with that then it's hard to gauge how things are doing. If we want to create a subcommittee, it could come up with the metric.

Natalie asked what is the timing? He said when a developer files an application they could get feedback from the committee, and the committee would provide comments back to the planning staff before the planning board hearing. Natalie noted that 'before you could make some intelligent comments, you have to be into it from some degree. You need a chance to come back and look at it after seeing it in writing.'

Dan Hoffman said a subcommittee should be residents only because developers might not want to comment. Evan expects a site plan submission for Mid-Pike within 45 days that could be used as a test case. Co-Chair David Freishtat said he and Dan will noodle this item but as soon as there is a site plan filed then we will create a subcommittee.

Ken Hartman remarked that there is an existing master plan advisory group in Woodmont Triangle (Bethesda CBD). He suggested that what is developed could be the same process for consistency-sake.

CR Zone Update

Natalie asked what implementation rules Park and Planning are coming up with? And, what are the design guidelines we need to know about at site plan? Nkosi said the sketch plan rules are already in the zone, and the urban design guidelines frame those issues. He also noted that CRN and CRT were created for Kensington, Long Branch, Wheaton and Langley. There were some discussion and modifications on what can the board essentially amend and change.

Josh Sloan, (Planning Board staff and CR lead) said the CR guidelines were approved by the planning board and then we were asked to amend the CR zone. Diane noted that three sketch plans have major assumptions about land dedication.

Josh said that at sketch plan public hearing, there was significant discussion about public facilities. The planning board was following sector plan because locations were set. He said that the 'board made the decision that it can make the developer change the public benefit -- that they can reject or require a change to the public benefit. Staff is on record that it wasn't the intent of the council. It takes away from the developer confidence. They voted 3-2 that the sketch plans are no longer binding.'

Evan said that the changes are on lines 296-306 of the draft ZTA. He noted that the Planning Board gives no assurance to the residents or the property owners. 'Why have a sketch plan, if it's not binding? Most property owners will not make money in phase one but in later in phases. It's

a fairness issue. I don't know how I could sell the risk to my board. The Council voted decisively 7-2 that the sketch plans are binding.'

Natalie asked, what happens if you are over 100 percent for public amenities? I didn't see this in this language. My opinion is that I expect you to bring in 142% you should do 142%. There has to be a little wiggle room.

Josh said that the board can change its mind in the site plan by rejecting it.

Tim Duggan (land use lawyer) noted that in Great Seneca, the proposed amendments, as it pertains to transit proximity, will affect several properties in that Plan area. He said that the zone was only completed 'not even 14 months out and we are back looking at things. There are things that affecting that master plan as well with the proposed changes to CR Zone.'

Nkosi said that the final resolutions for the sketch plans have not been written. He noted that Bob Cope (Friendship Heights) had submitted a letter to Board requesting reconsideration of the sketch plans.

Regarding the ZTA process, he noted that CR zone will be sent up to the council for introduction, then it comes back to planning board who will have a public hearing on the ZTA. The Council will also have a public hearing.

Branding

Meredith would like to see some consistency in the naming – sometimes we say White Flint, Rockville, North Bethesda. 'Buildings are going up with different names. It would be nice to see one name designated for the area.' Ken Hartman stated that the Urban District will develop a series of limited services. An Ad Hoc committee should be set up as early as May. They will look at this issue not the White Flint Implementation Advisory Committee.

Noise Issue

Natalie noted that a year ago they introduced a noise control bill for arts and entertainment activity (6-10). And it was really related to Strathmore...and they had a public hearing. Then it was re-written for performance activities in urban districts. And there are no noise controls and no public notification, except the RSC. Ken said that the County Executive has agreed to peel off the urban district portion. He indicated that the goal is to come up with a system and that be the subject of the bill.

Adjournment

The meeting adjourned at 9: 20 p.m.