

## White Flint Sector Plan Implementation Advisory Committee

June 13, 2011

Montgomery County Planning Department

Summary Notes

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Members in attendance: Evan Goldman, Michael Springer, Greg Trimmer, David Freishtat, Todd Lewers, Ruwan Salgado, Daniel Hoffman, Meredith Josef, Barnaby Zall, Natalie Goldberg, Peggy Schwartz, Mike Coveyou, Anne Root, Diane Schwartz Jones, Kurt Meeske, John King, Della Stolsworth, and Chad Salganik

Members absent: Francine Waters, Edward Rich, Arnold Kohn, and Mike Smith

Guests: Bill Carey (Strathmore), Drew Morrison (County Executive Office), Cindy Gibson (Council Member Berliner Office) and Mayra Bayonet (City of Rockville)

Summary Notes

### Updates

The Committee received updates on several items.

- *Vacancy*: Paul Meyer and Dr. Mary Ward will fill the positions vacated by John Fry and Karl Girshman.
- *WF Guidelines*: The completion of the White Flint Guidelines is anticipated by July.
- *Public facilities charette*: Diane provided an overview of the June 1 *charette*. She believed that the meeting was successful with more than 100 attendees. The second community meeting will take place on June 30.

Ruwan noted that a future library could focus on innovation or provide an innovation center since innovation is an important driver for development in the 21<sup>st</sup> Century.

Dan Hoffman noted that NRC has a technical library and they may be future opportunities to partner with local universities

- *White Flint Tax District*: The tax rate has been set at .0107 per \$100
- *Urban District*: Ken Hartman has started an ad hoc urban district working group of residents and property owners. The group has met once and the two top priorities are: branding/consistency of maintenance of streetscape.

Natalie asked when the urban district will be created. Ken noted there is no funding for an urban district at this time, and the structure is likely to be different than existing urban districts in Silver Spring and Bethesda.

Barnaby inquired about the branding effort. Ken noted that the discussion focused on how to promote and market the area, as well as creating an icon image for the area.

Barnaby also asked about what is the name of the area-North Bethesda or White Flint. Evan noted that White Flint is associated with the Mall and Greg noted that the JBG's marketing efforts lead JBG away from White Flint but towards North Bethesda.

Meredith spoke about the need for a specific zip code for White Flint, which will contribute towards its identity. Barnaby said he spoke to the store manager at the U.S. postal service at White Flint Mall and the postal service intends to stay there until their lease runs out.

### **Discussion:** Guidelines to review new plans

Nkosi provided an overview to proposed review elements for the committee. He noted that Evan had brought up this issue in March and some members have exchanged thoughts about creating a list or criteria, but no resolution came from those discussions. Francine and Greg had expressed some reservation to the proposed review elements, prior to the meeting.

Some committee members thought a list was productive while others thought it was not necessary. Diane suggested adding consistency with the Sector Plan and impacts on neighborhood to the list. Natalie stated that the list was dry and it did not address livability issues that are beyond the particular plan.

Greg suggested it was more important to focus on the bigger implementation picture rather than a check list. Barnaby noted that there should be some objective criteria to judge the different plans, while Ruwan suggested a pass/fail option. Dan stated using a quantitative approach will be challenging given the perspectives on the Committee.

### **Presentation**

Evan Goldman (Federal Realty Investment Trust) presented the Phase I site plan for Mid-Pike Plaza redevelopment. This phase will take place along the western portion of the property at the existing traffic light on Old Georgetown Road. The first phase will consist of Blocks 10-12 on the overall development plan.

Evan indicated that site plan will include residential and non-residential development, including a movie theatre and 60,000 square feet of office. Heights on the development will vary with taller buildings to the west at Hoya Street and Old Georgetown and lower buildings at the intersection of realigned Executive Blvd and Old Georgetown Road.

Several committee members asked Evan questions about the proposal. Natalie inquired about the distribution of Moderately Priced Dwelling Unit (MPDU) between the high-rise and mid-rise buildings. Evan indicated that the more MPDUs will be in mid-rise building than the high-rise

building. Discussions with the Department of Housing and Community Affairs (DHCA) will further determine the distribution of the MPDUs.

Natalie later asked where Phase I and II is on the development plan. Evan said Phase I is near Old Georgetown Road at the existing traffic light, while the second phase is further north.

Evan noted that Federal Realty is still exploring the potential of placing retail at the intersection of Hoya Street and Executive Blvd since the existing cul-de-sac will change in the future. Meredith asked about the location of the cinema's garage and its relationship to the Civic Green. Evan indicated that the garage is further west along Old Georgetown Road from the proposed area of the Civic Green.

Greg inquired if any modifications will be done to Old Georgetown Road and Barnaby asked about the right turn lane at MD 355 and Old Georgetown. Evan noted that existing curb will be retained with new streetscape added, and the MD 355 intersection will be addressed as part of the State's design review of the Pike.

### **Next Meeting**

Greg Trimmer will present JBG's North Bethesda Market II at the July 11 meeting.

Approval of minutes: On a motion by Natalie Goldberg and seconded by David Freishtat, the June 13 meeting was approved by all members present on July 11, 2011.