Public Use Space

The Plan recommends a hierarchical public use space system in which each space contributes variety in function and setting (Map 9). A recreation loop connects the public use spaces.

For Everyone
Wall Local Park
swimming, sports, recreation, and fitness activities

For the Sector Plan Area
a central civic green
gathering, ceremonies, and celebrations

For Each Block
an urban plaza
at each cluster of offices, residences, and shops; provide plazas, pocket parks, green streets

For Each Neighborhood
a neighborhood green
meeting place and landmark

For Each Building
private recreation space
public use space, community garden, green roof
TILDEN PLACE

Acreage: 2.70 Acres
Cross Track: 3.345
EXISTING CONDITIONS/ON SITE
RETAILING CHALLENGES
EXISTING RETAIL
M AR INF L E I R O A D / W M A T A B U S D E P O T
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 redevelopment potential (Map 33).
DESIGN OBJECTIVES

WHITE FLINT
Urban Design Guidelines (June 2010)

THE WHITE FLINT SECTOR PLAN
Midtown On The Pike (2010)

• Improve/ facilitate access to transit, services, entertainment and open space

• Activate the public realm with continuous building facades

• Consider energy conservation

• Incorporate sustainable principles

• Encourage pedestrian activity

• Provide attractive housing options and an inviting environment

• Attract people of all ages, incomes, and ethnicities
**NRC DISTRICT**

- The site is located within the NRC District
- Site is zoned at CR-3 to promote residential growth and development
- 3.0 FAR Max. allowed / 2.5 actual
- 200 ft. Max. Building Height allowed / 80 ft. actual
- Public Use Space nearby
- According to The White Flint Sector Plan, the NRC District has “the greatest potential for future redevelopment”
<table>
<thead>
<tr>
<th>Building</th>
<th>GSF (w/ Amenity)</th>
<th>Units</th>
<th>Parking Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building 1</td>
<td>156,508 GSF</td>
<td>156</td>
<td>138</td>
</tr>
<tr>
<td>Building 2</td>
<td>207,780 GSF</td>
<td>206</td>
<td>190</td>
</tr>
<tr>
<td>Total</td>
<td>364,288 GSF</td>
<td>362</td>
<td>328</td>
</tr>
</tbody>
</table>

**Cross Track Area:** 145,715 SF

**FAR:** 2.5

**MPDUs:** 46

*NOTE: TOTAL UNIT AND MPDU COUNT SUBJECT TO MINOR REDUCTIONS AS A RESULT OF FINAL DESIGN.*
RESIDENTIAL

- Tilden Place Concept
- Shifting Consumer Attitude
- Home Design
WHO IS THE RENTER?
There is a new housing demographic... the Dawdlers

- Average age for American men marrying for the first time is now 28. (That’s up 5 years since 1970)

Children come later...
Women are waiting to have children.
- more than 4 years since 1970.
- Having children later makes it possible to live in a wider range of city neighborhoods.
RENTAL SELECTION CRITERIA

What was the most important factor influencing your decision to rent at your community?

- Location: 36%
- High Quality Apartments/Units: 26%
- Price Point: 19%
- Other: 6%
- Community Amenities: 5%
- Referral from Friend: 3%
- None of the Above: 2%
- Positive Online Reviews about the Community: 2%

**By Generation**

- **Millennial Generation**
  - Location: 33%
  - High quality units: 22%
  - Price point: 27%

- **Generation X**
  - Location: 37%
  - High quality units: 28%
  - Price point: 18%

- **Baby Boomer Generation**
  - Location: 42%
  - High quality units: 22%
  - Price point: 13%

- **Silent Generation**
  - Location: 39%
  - High quality units: 25%
  - Price point: 17%
## PROJECT MILESTONE SCHEDULE

<table>
<thead>
<tr>
<th>Start of Construction</th>
<th>4&lt;sup&gt;th&lt;/sup&gt; QTR. 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit Delivery</strong></td>
<td></td>
</tr>
<tr>
<td>Building 2 (Phase I)</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; QTR. 2016</td>
</tr>
<tr>
<td>Building 1 (Phase II)</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; QTR. 2017</td>
</tr>
</tbody>
</table>
3D VIEWS