



MONTGOMERY COUNTY PLANNING DEPARTMENT
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB
Item #
1/31/08

January 24, 2008

MEMORANDUM

TO: Montgomery County Planning Board

VIA: John A. Carter, Chief *JAC*
Community-Based Planning Division

Judy Daniel, Team Leader, Bethesda-Chevy Chase/North Bethesda Team
Community-Based Planning Division *JDS*

Dan Hardy, Acting Chief, Transportation Planning Section
Countywide Planning Division

FROM: Margaret K. Rifkin, RLA AICP, Urban Designer/Planner Coordinator *MKR*
Community-Based Planning Division (301.495.4583)

SUBJECT: White Flint Sector Plan Status Report

INTRODUCTION

The purpose of the update of the White Flint Sector Plan is to increase mixed-use near the Metro station. This status report is to brief the Planning Board on the main recommendations that will be in that update.

The Planning Board received a status report on October 8, 2007. At that time, the Planning Board agreed that scenario two with modifications be carried forward. The Planning Board asked for intensity near the Metro station to be higher than today's limits allow.

The following are the issues for this update:

- What White Flint's role will be in the 355/270 Corridor.
- How much transit-oriented mixed-use development should be included.
- How to improve Rockville Pike for pedestrians and transit users while making sure the entire circulation system works adequately.
- How to sharpen tools and planning strategies to achieve the desired outcome.
- How to make this new downtown both compact and green at the same time.
- How to complete the plan within the desired time frame.

VISION

White Flint will become a 21st Century urban center that provides a healthy, fully serviced place to work and live. It will be distinct along the 355/270 Corridor as a regional marketplace with a conference center district. Rockville Pike will be a boulevard. There will be mixed-use neighborhoods that provide choices for all ages and incomes. There will be a variety of housing, recreation, shopping and entertainment. It will be a place where people can go on a Friday night and find something to do and run into friends. It will have a well-connected system that makes it easy for people to walk, bike, take transit and drive. There will be good links to other centers. It will have excellent design and improve the public realm, reduce carbon emissions, and provide for clean water and air. It will be green.

RECOMMENDATIONS

Land Use

1. **Expand transit-oriented mixed-use** to include Mid Pike Plaza, White Flint Mall, White Flint Plaza, the WMATA Bus Facility block, and the Maple Avenue area to attract more people to live in White Flint.
2. **Focus the highest intensity near the Metro station** and increase intensity along Rockville Pike to a floor area ratio of 3.0 to 4.0 to bring even more people closer to Metro and to stimulate redevelopment. Discourage low intensity development near Metro.
3. **Increase dwelling units** from 6,800 in the existing plan to 14,000 in the proposed plan to cluster the county's growth around infrastructure, absorb more TDRs, stimulate redevelopment, achieve a balance of housing and employment, and provide more units for people who would not otherwise be able to afford to live in White Flint.
4. **Increase all other uses** from 9.5 million square feet in the existing plan to 11.6 million square feet in the proposed plan to provide employment, retail, culture, entertainment, and services for all ages.
5. **Retain land for industrial uses** so they are nearby and require shorter travel time and less fuel consumption for customers, workers and service providers.

Circulation

1. **Add new entrances to the Metro station** to make it more convenient and pleasant for larger numbers of people to reach the station on foot.
2. **Enhance the bus stops on Rockville Pike at Metro** for higher visibility, easier access, and stronger connections between east and west sides of MD 355.

3. **Require right-of-way of 150 feet instead of 134 feet, for Rockville Pike north of Nicholson Lane**, to provide space for a median, buses, parking, and enhanced streetscape.
4. **Improve the current network of streets with several changes for flow and character:**
 - Extend Old Georgetown Road for a possible bridge over the tracks.
 - Provide alleys that consolidate service access instead of having many service areas that will interrupt sidewalks.
 - Reserve space to realign Executive Boulevard and Old Georgetown Road near the Conference Center to improve design and circulation.
 - Shift Nicholson Court so industrial traffic has a route to Nicholson Lane.
5. **Reserve a site for a MARC Station** near Old Georgetown Road and the tracks, for high visibility and convenience for pedestrians and buses.
6. **Enhance the network for pedestrians and cyclists** by adding promenades, green loops and pedestrian priority streets.
7. **Provide parking** in structures to avoid surface lots. Reduce minimum parking requirements and establish maximums to encourage alternatives to the car.

Open Space, Public Realm and Community Facilities

1. **Create an attractive public realm** that provides for connecting people with one another and with nature. It must also contribute to community identity, mobility and a good pattern of development.
2. **Create a system of open spaces** for community health that includes recreation, trees, and stormwater infiltration. Provide:
 - a. **An urban park for active recreation** for all ages which could include water play, skating, skateboarding and climbing as well as features that make this place special, such as references to local history and Uncle Tom's Cabin. Replace the parking lot at Wall Park.
 - b. **A civic green for public assembly and shared experience:** a landmark, a rain filter, a people crossroads, a place to meet, and green relief. Two acres in the conference center block.
 - c. **Neighborhood open spaces** for play, relaxation, chance meetings. One acre.
 - d. **Green spaces within each block** to provide respite for people and improve water quality.

- e. **Two promenades and measured walking loops** connecting open spaces.
 - f. **Local and regional trails** including “footsteps in the corridor” and a trail between Rock Creek and Cabin John parks.
3. **Provide excellence in design** to attract people to live in a compact community; and to contribute to their health and that of the environment. Provide green design on all streets to invite walking and biking and improve the environment.
- a. **Transform Rockville Pike into a boulevard** with a green median, on-street parking to shield pedestrians, and support retail.
 - b. **Create “green streets”** with many street trees to include a pattern of new pedestrian priority streets.
 - c. **Provide architectural excellence.** Design buildings and their open spaces to use less energy and contribute to an inviting public realm.
4. **Provide community facilities:** Provide for an elementary school, a small library, and an expansion to the aquatic center.

Implementation

1. **Use TOMX/TDR, and TOMX Zones** for mixed use, replacing TS-M and TS-R. Promote mixed-use that has excellent design and amenities, simplifies the review and amendment processes, and increases the demand for TDRs.
2. **Enhance design guidelines to encourage excellence, green the community, and reduce its carbon footprint.** Place guidelines in the plan and then take them to a higher level of detail in a separate guide to help with design and review.
3. **Establish a parking district** that includes the designation of specific sites and provides the opportunity for joint use.
4. **Improve the staging of development** to ensure that public improvements are built before growth occurs. The first stage should limit development until an Urban District and a Parking District are in place.
5. **Create public/private funding strategies** that use ideas from tax increment financing.

Additional Information

This status report will also include a PowerPoint presentation.

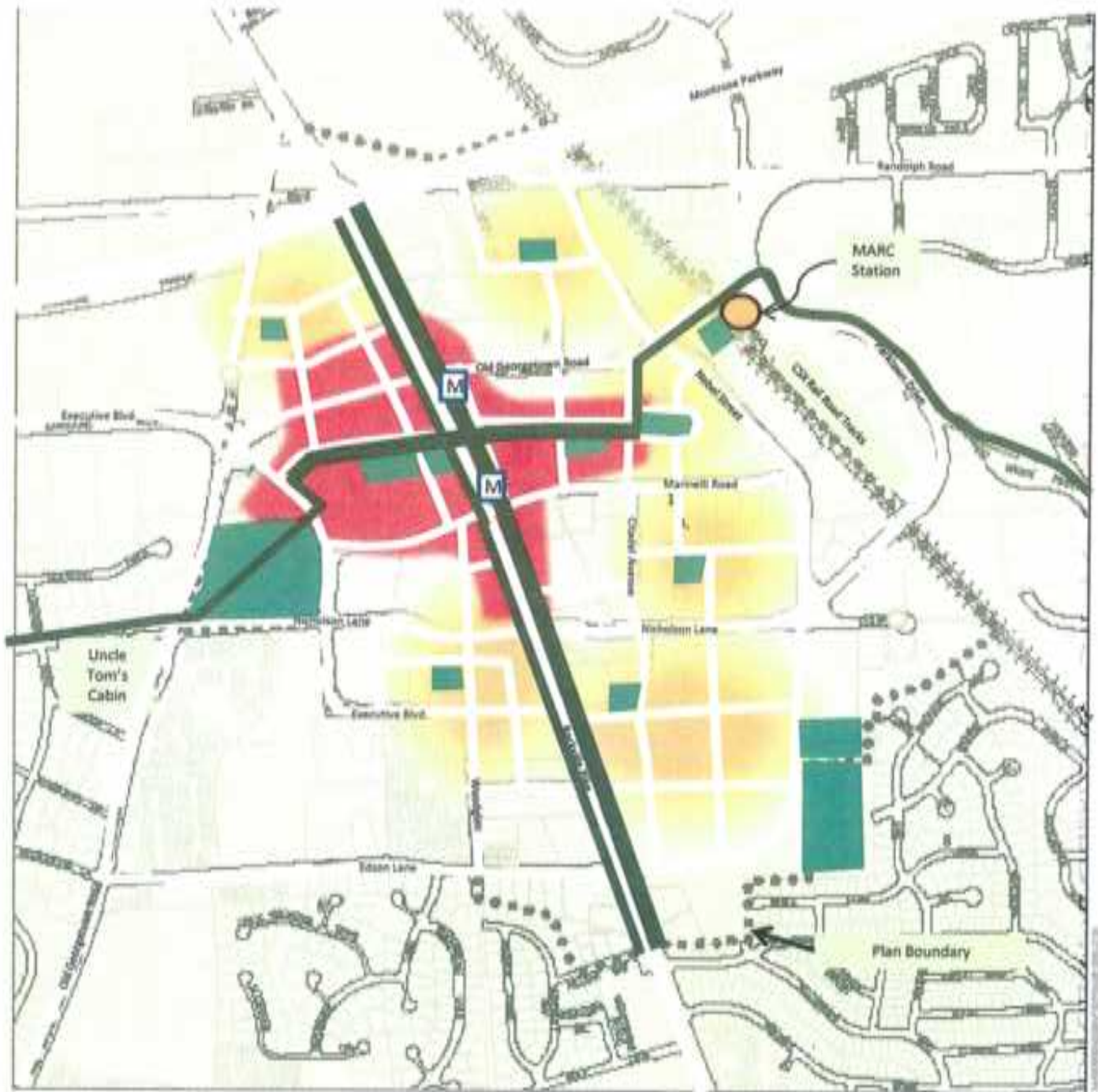
MKR:ha: g:\rifkin\White Flint Staff Report

Attachments:

1. Concept
2. Land Use Concept
3. Existing and Proposed Road Network
4. Open Space, Public Realm and Community Facilities
5. Policy Area Mobility Review
6. Staff Report and Presentation from October 8, 2007 Status Report

ATTACHMENT 1

CONCEPT



main North
Bethesda
center



open space:
neighborhood
and larger

street network



smaller centers
with retail



boulevard with
promenade on one side

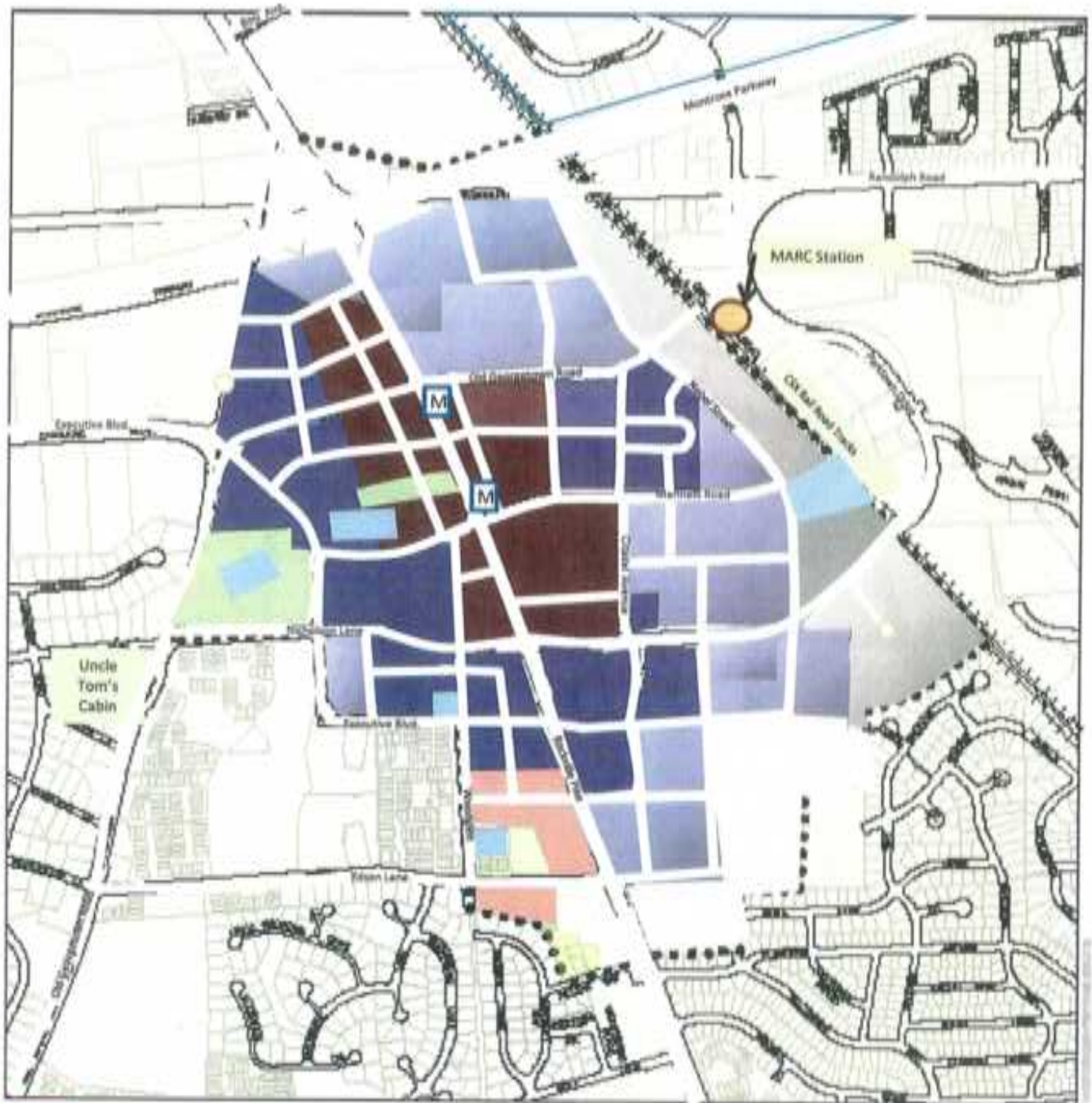


trail with promenade
in center blocks



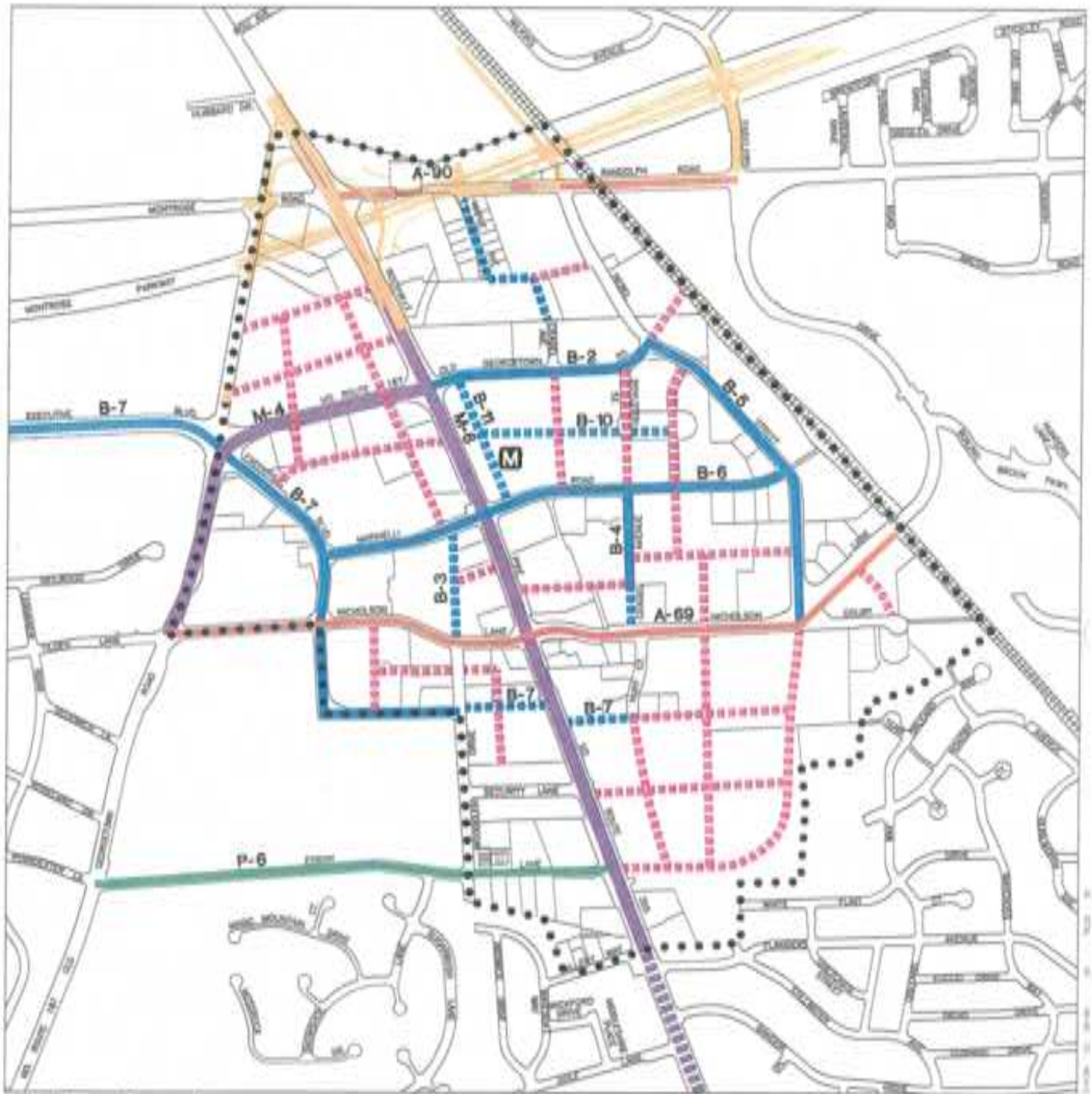
ATTACHMENT 2

LAND USE CONCEPT



ATTACHMENT 3

Existing and Proposed Road Network



- | | | | |
|-----------------|-----------------|--|--|
| Existing | Proposed | M: Major Highways | A-90 Master Plan of Highways Road # |
| | | | |
| | | B: Business Street | • • • • • Sector Plan Area Boundary |
| | | A: Arterial | |
| | | P: Primary Residential Street | White Flint Metro Station |
| | | MD 355 & Montrose/Randolph Road Interchange | |
| | | Proposed Streets (Public/Private/Alley) | |



OPEN SPACE, PUBLIC REALM and COMMUNITY FACILITIES

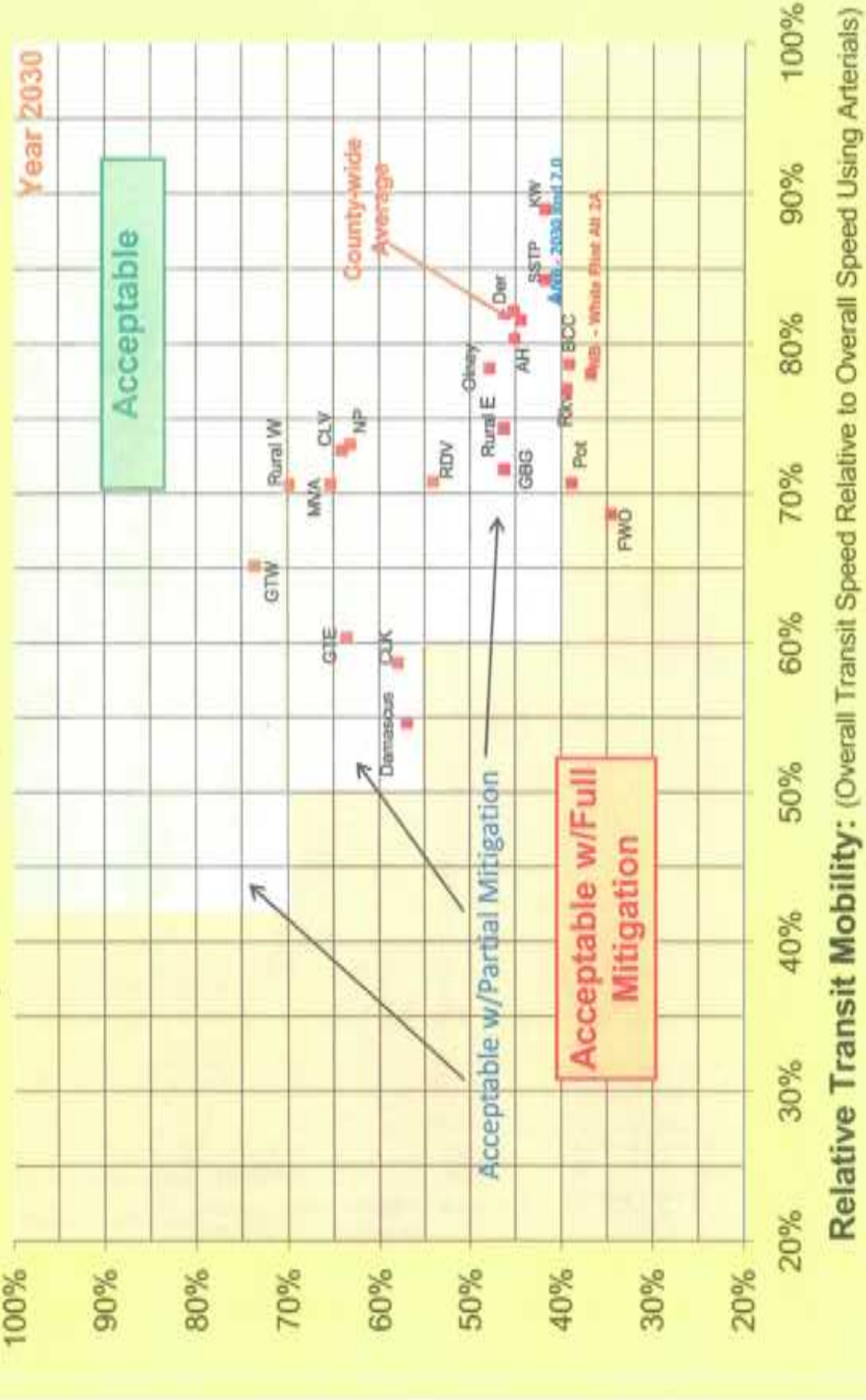


- 1. Conference center and civic green for public assembly
- 2. Aquatic Center and urban park for active recreation
- 3. Small library
- 4. Pre-release center
- 5. Luxmanor Elementary School
- 6. Neighborhood open space (open space in each block not shown)

	open space		boulevard promenade		streets
	measured loops for walking		trail with promenade in center blocks		
	regional trail				
	pedestrian priority streets possible locations				

Policy Area Mobility Review - White Flint Sector Plan Alt 2A

Relative Arterial Mobility: (Congested Arterial Speed Relative to Arterial Free Flow Speed)





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October 8, 2007

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FROM: Margaret K. Rifkin, RLA AICP *MKR*
Urban Designer/Planner Coordinator (301.495.4583)
Community-Based Planning Division

SUBJECT: White Flint Sector Plan Round Table Discussion

INTRODUCTION

On March 8, 2007, the Planning Board held a round table discussion on the White Flint Sector Plan. The discussion covered existing conditions, outreach and major ideas. The Planning Board requested another discussion as work progressed. This is an update on the staff work on the following issues:

- White Flint's role.
- Whether to recommend transit-oriented, mixed-use development on commercial properties.
- How to improve Rockville Pike for pedestrians and transit users while maintaining an acceptable level of mobility in the entire system.
- How to sharpen tools and strategies to ensure the desired outcome.

The work on these issues is presented below beginning with a discussion of land use, followed by transportation, and then retail.

SCENARIOS

Common Features

The scenarios are based on White Flint's role as a regional marketplace, and main urban center for North Bethesda with a conference center district. The concept is for a green, mixed-use downtown with excellent design where intensity is concentrated nearest the Metro station. Rockville Pike continues to carry large amounts of traffic and Mid Pike Plaza and White Flint Mall become mixed-use neighborhoods which are retail/entertainment destinations. There is greater connectivity between east and west sides of the Pike. There is an enhanced local street network and a second entrance to the Metro station. All the scenarios create pressure on schools. Two scenarios would require a site for a new elementary school.

The following are also common features:

- Six complete neighborhoods with grocery stores, open spaces and car-lite/mixed streets
- A hierarchy of green spaces/open spaces, walking loops, and streets which include a central civic green and an east-west promenade
- A fine grained network of streets and pedestrian routes, on-street parking and public garages
- Pedestrian scale, an attractive identity and a clarity provided by landmarks, sight lines and building form
- Tools for implementation which focus on sustainability, design excellence and making the review process more effective

Comparisons

The following analysis highlights the differences between the scenarios. The land use numbers represent what would actually be built. They assume that any density bonuses have already been earned.

- **Scenario One – Minimal:** Intensity increases only on two shopping centers which become mixed-use: Mid Pike Plaza and White Flint Mall. Whether this is enough to trigger redevelopment is a topic of debate. There is an increase in the number of dwelling units to 10,898 from the current plan's 7,083. The 13.8 million square feet of non-residential tops the 9.3 in the current plan.

- **Scenario Two – Moderate:** More dwelling units and less commercial use than Scenario One and industrial use remains the same. Additional intensity is placed near the Metro station. More properties become mixed-use. The number of dwelling units increases to 12,600 with 13.9 million square feet of non-residential. There is an increase in the costs for transportation. Some property owners have stated a concern that this scenario does not provide the incentive to stimulate redevelopment of the profitable auto-oriented commercial into transit-oriented development.
- **Scenario Three – Great:** This has the largest number of dwelling units at 20,500. Non-residential rises to 20.1 million square feet, however there is a reduction in industrial. There is a significant increase in costs for transportation facilities, operations and new programs. There are taller buildings which affect scale, character and sunlight. There are more amenities.

TRANSPORTATION

The main challenge is making it easier and more attractive for people to walk, bike and use transit while maintaining acceptable levels of circulation. This relates to the Planning Board's discussion of the Annual Growth Policy (AGP) and what acceptable levels of congestion are in urbanizing centers such as White Flint. Decisions about the AGP will inform the work on the White Flint Sector Plan.

Measures to improve circulation are required for all the scenarios. One of the most important measures is the creation of a more aggressive Travel Demand Management program. This includes creating a second Metro station entrance and adding local streets to improve the pedestrian network.

A major challenge is walking across Rockville Pike. The road carries 50,000 trips on an average day with six through lanes plus turn lanes. To create a circulation system that tames the Pike, there are several options. They include enhanced medians at crosswalks, fewer turn lanes, enhanced streetscape, grade-separation of the Pike, improving intersections, traffic circles, wider streets, and a multi-way boulevard design. A one-way couplet was also considered. It would divide the middle stretch of the Pike into two parallel streets, one in each direction. The streets can be crossed one at a time and the block between the two can be developed.

To encourage transit use, White Flint needs an improved Metro station arrival experience. The experience is affected by the design of the street system. Bus riders should not have to cross eight lanes of traffic. Southbound buses should be able to get to the station without delay. They also need space to lay over. There should be good sightlines between the station and the attractions of White Flint. The main challenge is locating the bus stops where they do not block important sight lines. The work on this continues.

RETAIL STUDY

White Flint is a major marketplace today. There is more retail than in either downtown Silver Spring or downtown Bethesda. White Flint's future as a marketplace is supported by a study by shopping center consultant Robert Gibbs. He found that the market area is currently underserved. Demand is strong. There is between 1.5 and 2 billion dollars leakage of retail sales. The demand is for moderate, mainstream retail like JC Penney's, Kohl's and Target, big box retail, and small local businesses. As Montrose Parkway extends eastward, it will enlarge the market area and increase the primary market area. According to Gibbs' study, between now and 2011, the market area can support the *addition* of up to 100 corner stores; up to six neighborhood shopping centers with grocery stores; and up to two community shopping centers. In this environment, if retail fails, it is more likely to be the result of poor planning and design than of the market.

Some types of retail helps attract people to live in more compact, walkable areas for the convenience. Retail also affects the attractiveness of the public realm. Empty, failed shop fronts will not attract people who have the means to choose where they live. Because retail is the most unpredictable and risky of the uses in mixed-use development, and because it is so important, a retail concept and strategy for the area should be created with the participation of the private sector. This will advance the concept of clustering retail into designated walkable areas, accommodating more than one retail/entertainment focus, and advancing the synergy between them.

CONCLUSION

Scenario Two should be carried forward with recommendations that can be implemented *without* major new capital and operational expenditures for infrastructure. A modified Scenario Three could also be carried forward and evaluated carefully in terms of urban design, if accompanied by recommendations that can be implemented which include major new expenditures for infrastructure.

MKR:ha: g:\rifkin\White Flint MCPB Roundtable 2

Attachments

1. Concepts
2. Comparison of Scenarios
3. Transportation
4. Retail

ATTACHMENT 1

CONCEPTS

Common Features of All Scenarios

Role: Regional Marketplace

North Bethesda's Downtown

with a Conference Center District

Concept: Green Downtown

Sustainable

Excellent Design

Mixed Use

Intensity near Metro

Rockville Pike Carries Traffic

Neighborhoods at Mid Pike Plaza & Mall

East-West Connections

Local networks to walk, bike, drive

Second entrance to Metro

CONCEPTS

For All Scenarios

Neighborhood Concept
Five to seven complete neighborhoods
each with a grocery store, a neighborhood green and
one or more pedestrian streets



CONCEPT

Urban Open Spaces in White Flint

FOR THE CORRIDOR

A Large Urban Green at Wall Park
With Special Features for Sports, Recreation and Fitness Activities

FOR ALL OF WHITE FLINT

A Central Urban Green
for Gathering Everyone in the Community: A Place for Ceremonies and Celebrations

FOR EACH NEIGHBORHOOD

A Neighborhood Green that is a Meeting Place and a Landmark
Pedestrian Streets

FOR EACH BLOCK

A Green Space for each Cluster of offices/residence/shops
Green Plazas & Pocket Parks
Green Streets

FOR EACH BUILDING

Recreation Space
Common Open Space
Community Garden
Green Roof

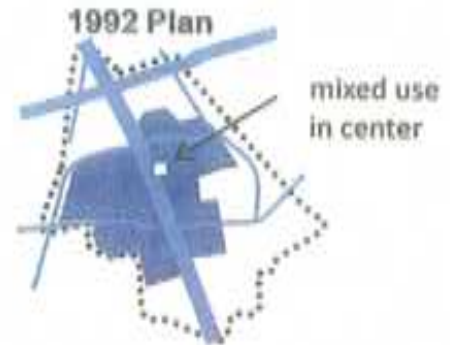
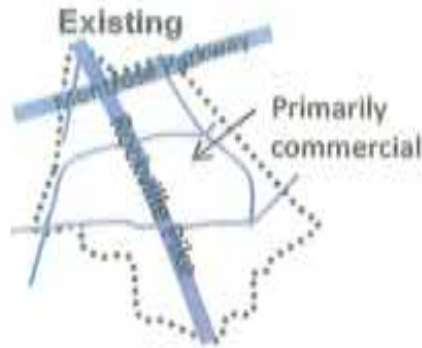
FOR EACH PERSON

Private Open Space: Balcony, Terrace, Patio, Rooftop, Deck, Yard

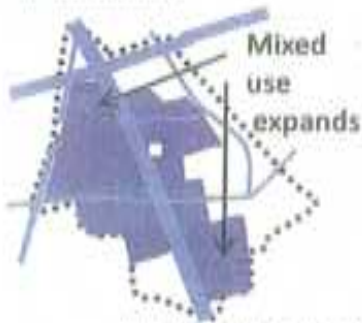
ATTACHMENT 2

LAND USE Comparison of Scenarios

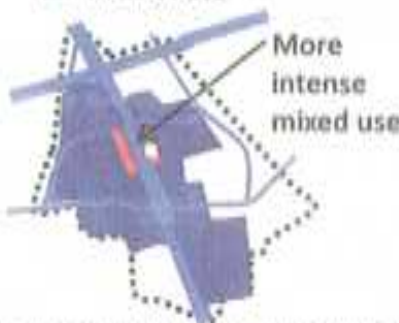
- single use
- mixed use
- More intense mixed use
- Metro station



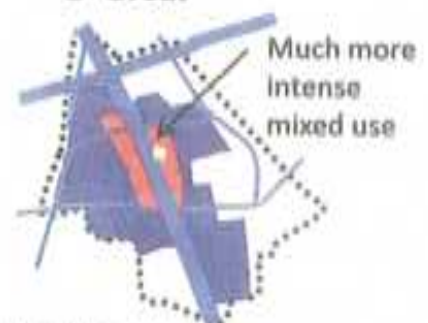
1 Minimal



2 Moderate



3 Great

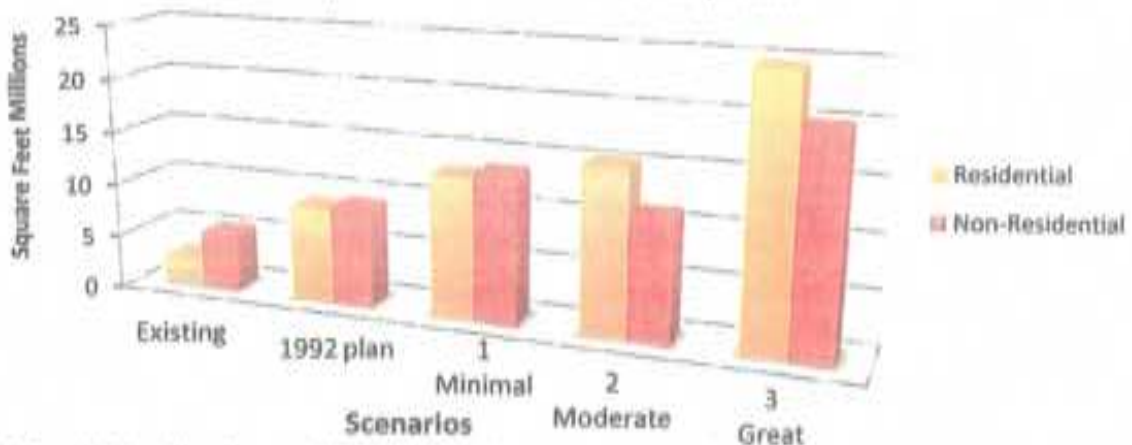


These diagrams are symbolic. There is more detailed information for each scenario.

Table: Comparison of Amount of Development

	Existing	1992 Plan	1 Minimal	2 Moderate	3 Great
Dwelling Units	2,140	7,080	10,900	12,600	20,490
SF of Non-Residential	5.5M	9.3M	13.8M	11.5M	20.1M

Chart: Comparison of Amount of Development



ATTACHMENT 3

TRANSPORTATION

Comparison of Circulation Networks Tested with Scenario 2



A

Local Streets

- Complete master planned local street network (Montrose Parkway, Nebel and Chapman)
- Additional local streets on redeveloping blocks
- Additional capacity needed along MD 355 – could include wider median



B

MD 355 Couplet

- Start with local street network in Network A
- Convert Rockville Pike to Northbound only
- Construct/convert Woodglen Drive to southbound only



C

East-West Couplets

- Start with local street network in Network A
- Convert east-west local business streets to one-way couplets: Main Street/Marinelli Nicholson/Executive

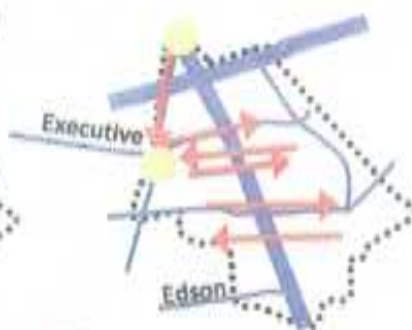


D

Retail Core + MD 187 Link

- Start with local street network in Network C
- Shift westbound one-way street from Main to Old Georgetown
- Provide high-capacity direct connection for MD 187 along Old Old Georgetown
- Marinelli westward extension through Wall deleted
- Additional capacity needed along new MD 187 connection

10/3/2007

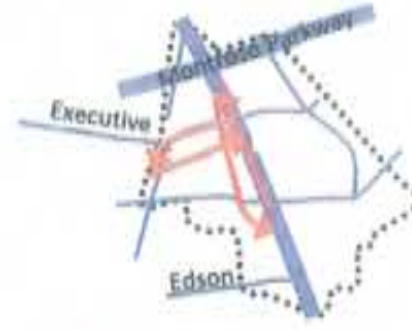


E

East-West MD 187 couplets

- Start with local street network in Network C
- Convert MD 187 into one-way pair northeast of Executive: SB via Old Old Georgetown extended
- NB via Old Georgetown
- Marinelli westward extension through Wall LP deleted

Round Table 10/9/07



F

Intersection analysis of this network will be presented 10/8/07

MD 355 Couplet with Old Georgetown Splitting into Couplet

- Intersection Congestion
- Greater Intersection Congestion

ATTACHMENT 4

Last saved by Margaret.RifkinD:\1Area - White Flint Bethesda Chevy Chase Team\Robert Gibbs.docLast printed 7/17/2007 5:00 PMPage 1 of 1

Gibbs - Summary of Retail Study for White Flint

The study is based on 2000 U.S. Census data and ESRI forecasts for 2006 and 2011.

- The area is currently under-served. Demand is strong. \$2B leakage of retail sales (2006): Demand includes:
 - Moderate, mainstream retail like JC Penney's, Kohl's & Target
 - Big box retail
 - Small local businesses
- Montrose Parkway will further increase demand by enlarging trade area.
- The area can support the addition of the following currently/by 2011:
 - Up to 100 corner stores
 - Up to 6 neighborhood centers with grocery stores
 - Up to 2 community centers
- One of the three regional malls, such as White Flint, is likely to convert to another type of center.
- One Life Style Center on each side of the Pike is easy; however, one large one straddling the Pike is more difficult, but still achievable.

Key Points from Heapes' Presentation – Street-Works: Heapes: The Five Simple Things

1. Balance of uses (Live, work, learn, play) that are tailored to the needs, desires and habits of the community
2. Retail + Public Space = Address. Mixed-use programs are driven by retail. When focused around an immersive place it adds value to all other uses.
3. It's not just a project! It's best when it grows out of the existing context. It should be thought of as a district or neighborhood.
4. It must be real, authentic and local. Public uses are important to ensure authenticity and create a sense of community ownership and familiarity.
5. You have to partner with community. MXD's require private/public partnerships. Private capital leads with public infrastructure underwriting.

Heapes' "Messy Vitality" per Venturi. Desirable: Vibrant, organic, retail -based places are market driven not form-driven. article NewUrbanNews2005:Design Principles for Retail: Variety and Contrast.

Freedman Critique of Alt. A: 5 Big Ideas from White Flint Critique

Concentrate retail in one area, focus on one quadrant, and provide curbside parking.

1. Use 2-way boulevard and make it great rather than 1-way couplet.
2. Unify east and west sides with boulevard design and building type rather than retail
3. Line the boulevard with residential and office with access only from side streets to help thru put.
4. Many small public spaces are better than big ones. Limit width of green main street median to 50'-60' to make retail work.

Note from Freedman: Good solutions for a specific place cannot be formulaic/one-size fit all. They require an in depth look that goes beyond this quick critique. Freedman works primarily on revitalization projects for the public sector.

TYPES OF SHOPPING CENTERS: International Society of Shopping Centers (from 7/10/07 course)

Type	SF	Characteristics	Location	Trade Area-miles	Homes	Example
Corner Store	2,000-5,000 (1,000)	New urbanism 7Eleven	A corner in a neighborhood	1/4	500-1000	
Convenience Shops	15,000-25,000	Each business may own its premises including the entire building	Between 2 neighborhoods On a major road	1	1,500-2500	across from WF Metro
Neighborhood Center	150,000 (80,000-100,000)	Anchored by a super-market (50,000sf),	Intersection of major roads. Several can locate at one		8,000	Loehman's Plaza
Community Center	500,000 (300,000-600,000)	discount store; name brands at low prices. 80% of shops are Jr. Anchors 10-20,000 sf	On a major road at an intersection.	5-7	30,000-50,000	Montrose Crossing
Power Center						
Regional Center	1,000,000+	Fashion malls often enclosed but can be open air		12	100,000-150,000	White Flint Mall
Lifestyle Center	200,000	Walkable. Open air. Authenticity is important.		5-7	60,000-100,000	Bethesda Row
Town Center		Life Style Center mixed with residential & office				

WHITE FLINT SECTOR PLAN

Round Table Discussion:

Part 1

October 6, 2007



White Flint and the 355/270 Corridor Sustainability and Design Excellence



White Flint and the 355/270 Corridor Sustainability and Design Excellence



Nearby Jurisdictions and Metro Stations



Major Roads



Recent Projects

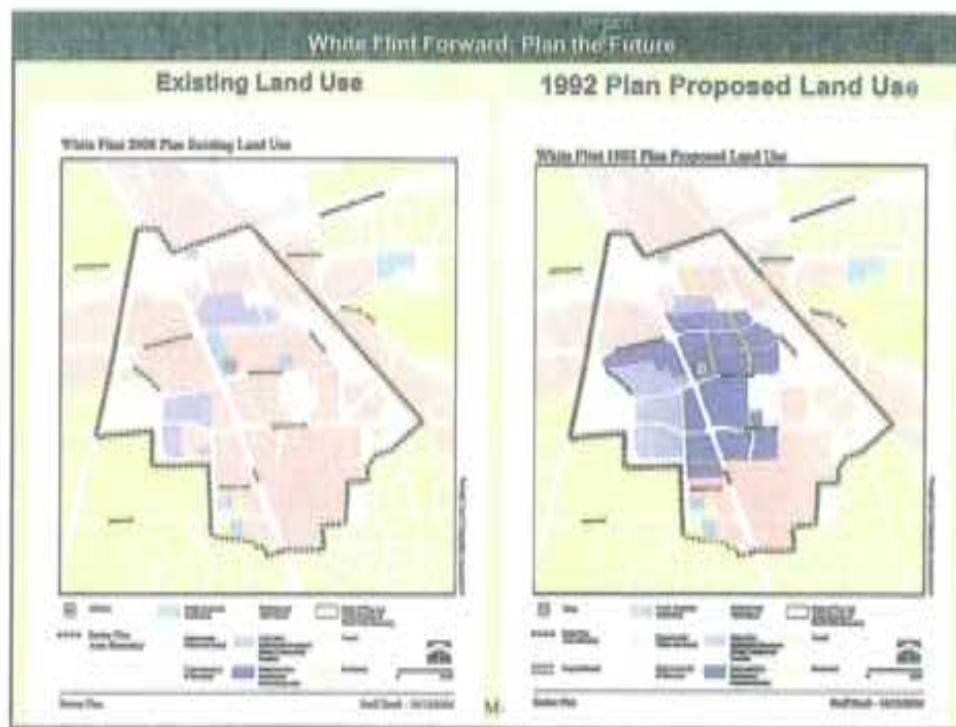
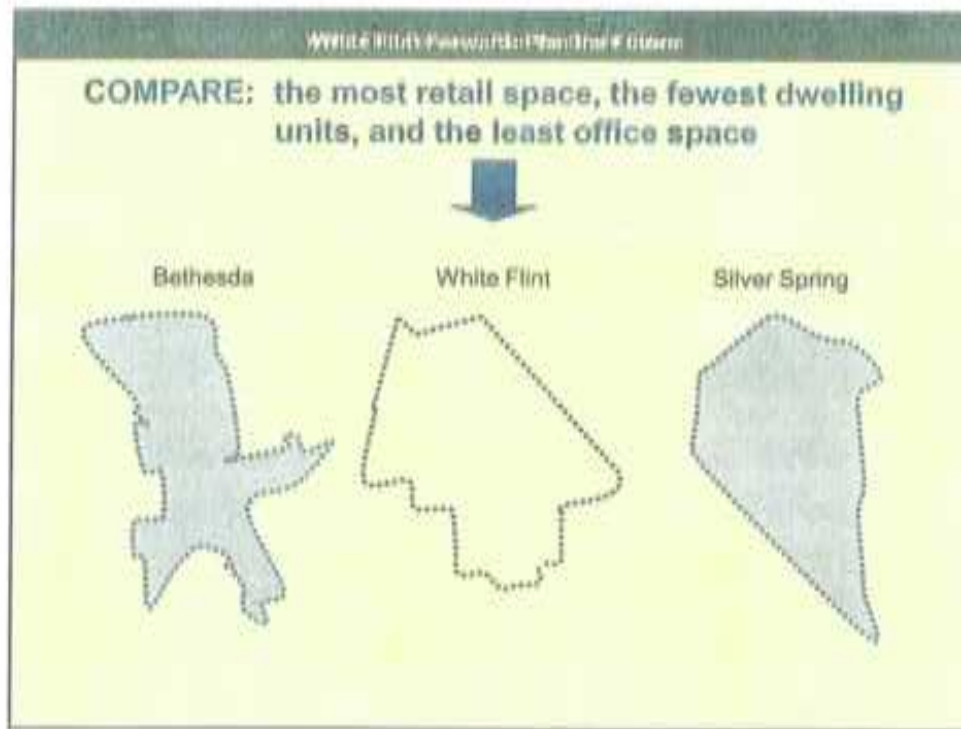


Conference Center



Residential



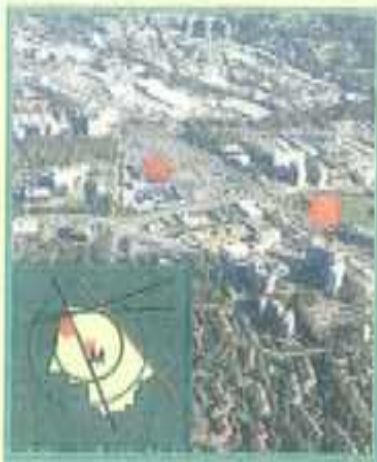


TONIGHT's Round Table:

1. Big Picture
2. Concepts
3. Land Use - Comparison of Scenarios
4. Transportation
5. Retail

September 4, 2007 DRAFT for Discussion

Why are we doing this Plan? More Opportunities for Mixed Use near Metro?



ISSUES

#1 What is White Flint's role?

- Employment Center ?
- Housing Center ?
- Cultural Center?
- Downtown ?
- Marketplace ?

#2 Should there be more mixed-use ?

What ratio of residential to commercial?

What intensity?



#3 What is Rockville Pike's role?

Main Street?

Highway?

Transitway?

Grand Boulevard ?

Retail Street ?



#4 How do we get what we want? Sharper Tools & Strategies

Urban Design Guidelines ?
Retail Concept and Strategy ?
Business Improvement District ?
Parking District ?
The Right Zones ?



White Flint Forward: Plan the Future

WHITE FLINT SECTOR PLAN
Round Table Discussion:
Part 2 Common Elements
October 8, 2007



The M-NCPPC

1

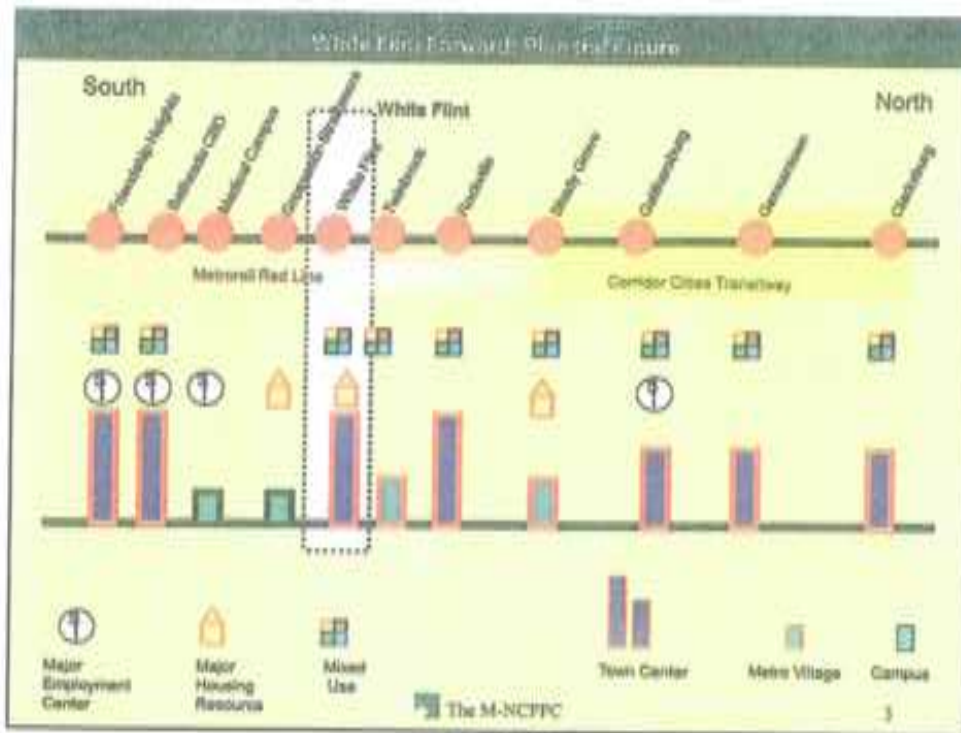
White Flint Forward: Plan the Future

Role
Regional Marketplace
North Bethesda's Downtown
with a Conference Center District



The M-NCPPC

2



White Flint Forward: Plan the Future

Concept

Green Downtown

Sustainable

Excellent Design

Mixed Use

Intensity near Metro

The M-NCPPC

4

Rockville Pike Carries Traffic
Neighborhoods at Mid Pike Plaza & Mall
East-West Connections
Local Networks to Walk, Bike, Drive
Second Entrance to Metro

Concept
Neighborhoods



Concept: Neighborhoods



Concept Neighborhoods with Pedestrian Priority Streets

Type	Each Neighborhood will have:
Mixed Street	2 or more blocks
Classic Two Lane	2 or more blocks
Three+ Lane	as needed

A variety of designs are possible for each street type subject to either the pending Road Code revisions to County street standards or private street designations.

Concept

Neighborhoods with Pedestrian Priority Streets

Mixed Street – Ellsworth Drive in Silver Spring



- Mix of walkers, bikers, motorists
- No parking
- Bollards not curbs
- Closable
- 1-2 lanes: no turn lanes

Pedestrians	Motor Vehicles moving	Trees	Retail street with space to dine
Bicyclists	Motor Vehicles Parked on street	Green permeable landscape	Bollards

Concept

Neighborhoods with Pedestrian Streets

Classic Two Lane- 20 MPH or less

Retail



Residential

Replace on-street parking with green.



LEGEND			
Pedestrians	Motor Vehicles-moving	Trees	Retail street with space to dine
Bicyclists	Motor Vehicles-Parked on street	Green permeable landscape	Bollards

Concept: Urban Open Spaces

FOR THE CORRIDOR

*A Large Urban Green at Wall Park
With Special Features for
Sports, Recreation and Fitness Activities*

FOR ALL OF WHITE FLINT

*A Central Urban Green
For Gathering Everyone in the Community:
A Place for Ceremonies and Celebrations*



FOR EACH NEIGHBORHOOD

*A Neighborhood Green that is a
Meeting Place and a Landmark
Pedestrian Streets*

FOR EACH BLOCK

*A Green Space for Each Cluster
of offices/residences/shops
Green Plaza and Pocket Parks
Green Streets*



FOR EACH BUILDING

*Recreation Space
Common Open Space
Community Garden
Green Roof*

FOR EACH PERSON

*Private Open Space
Balcony, Terrace, Patio, Rooftop, Deck, Yard*



Concept: Urban Open Spaces

Types of Open Space

Design, Size, Imperviousness & Tree Canopy

- Large Urban Green I
*Active
Sports, Recreation, Fitness*
- Large Urban Green II
*Gathering
Community Gathering,
Civic Assembly*
- Neighborhood Green
- Green Plaza



Concept: Urban Open Spaces

Types of Open Space

- Pocket Greens
- Community Gardens
- Private Recreation Space for People in a Building
- Personal Outdoor Space
- Specialized Spaces-Dog Parks, Sacred Spaces

Types of Directional Open Space

- Measured Loops for Walking
- Promenades
- Regional Trails
- Streets – Boulevard, Mixed Street, Pedestrian Streets & others



WHITE FLINT SECTOR PLAN

Round Table Discussion:

Part 3 Compare Scenarios

October 8, 2007



LAND USE

Comparison of Scenarios



LAND USE Comparison of Scenarios

1 Minimal

2 Moderate

3 Great



- Single use
- Mixed use
- More intense mixed use
- Metro station

1992 Plan



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LAND USE Comparison of Scenarios Amount of Development

	Existing	1992 Plan	1 Minimal	2 Moderate	3 Great
Dwelling Units	2,140	7,080	10,900	12,600	20,490
SF of Non-Residential	5.5M	9.3M	13.8M	11.5M	20.1M

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LAND USE

Comparison of Scenarios Amount of Development



LAND USE Comparison

1992 PLAN



SCENARIO 2



- FAR
- < 1
 - 1-1.9
 - 2-2.4
 - 2.5-3.0
 - Industrial @ FAR < 1

Scenario 1 FAR include up to 2.5

Example of FAR 1-2



Bethesda Row
Bethesda

Example of FAR 2-3



Discovery Headquarters
Silver Spring

Scenario 2 includes up to FAR 3.1

Example of FAR 2-3



Sterling Apartments
White Flint

Example of FAR 3-4



Edgemoor Apartment
Bethesda

Scenario 3 includes up to FAR 6

Example of FAR 4-5



Chevy Chase Bank
Building in Bethesda

Example of FAR 5-6



Metro Plaza
Silver Spring

WHITE FLINT SECTOR PLAN

Round Table Discussion:

Part 4 Transportation

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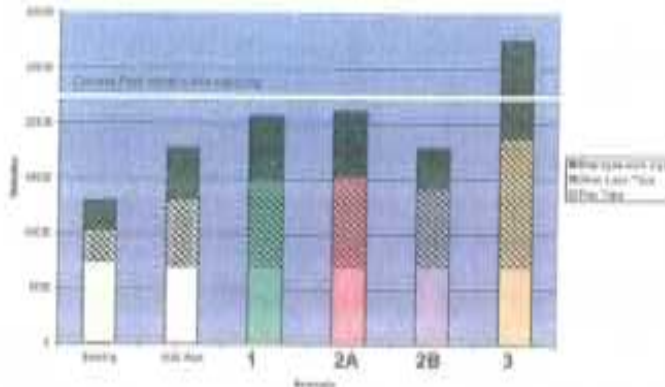
Where are we today?

- Superblocks
- Wide Pike
- Sufficient capacity
- Poor design



What are the travel demands?

White Flint Sector Plan
Composition of Outbound Vehicle Trips During PM Peak Hour

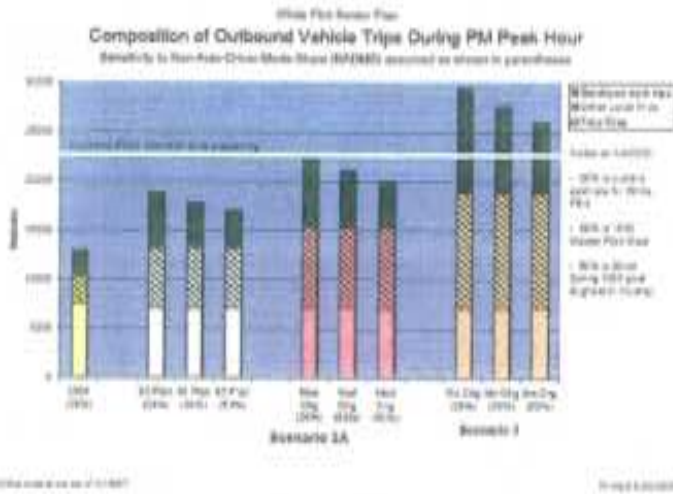


What are our tools?

- Demand Management
- Transit Services
- Local Street Network
- Policies

	Opportunities	Challenges	Potential
Demand Management	Reduce parking demand	Reduce parking demand	High
	Reduce parking demand	Reduce parking demand	High
Transit Services	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
Local Street Network	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
Policies	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High
	Reduce transit demand	Reduce transit demand	High

What can TDM do?



What can a grid of streets do?

- Walkable blocks
- Wide Pike
- Insufficient capacity
- Design opportunity



How else can we tame the Pike?

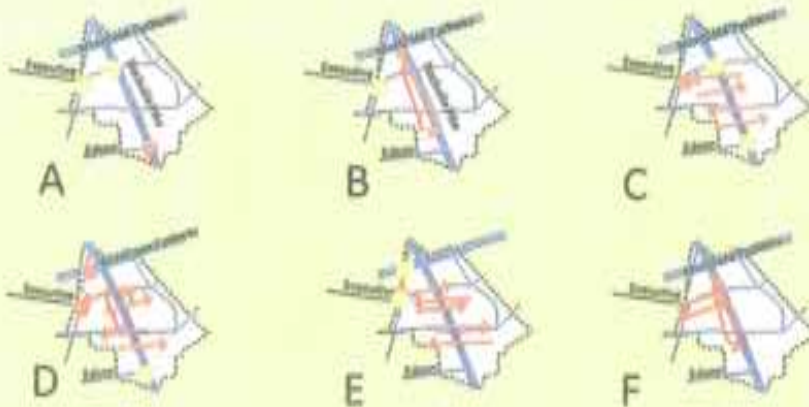
Comparison of Alternative Treatments for Rockville Pike
(assumes converting center from 720 Georgetown to 430000) - June 25, 2007 DRAFT ver 2

Alternative	Description	Peak Capacity	Safety and Efficiency	Residential Acceptance	Character	Community Alignment	Cost*	Most appropriate for
Do nothing	8 lanes	Fair	Good	Good	Good	Good	\$0	
Widening	10 lanes, 2-way, 2-way	Fair	Good	Fair	Fair	Good	\$20000	
Widening	12' shoulder for widening, perhaps 4-way 2000'	Good	Good	Good	Good	Good	\$100000	
Add lanes	8 lanes	Good	Fair	Fair	Fair	Medium	\$200000	
"One-way pair"	1 pair on Pike plus 1 pair on 430000'	Good	Good	Good	Good	Suboptimal	\$100000	CAI land uses and corridors with good street amenity
Median Redesign	8 lanes + 11' lanes and parking in 2000' (200000)	Good	Fair	Good	Good	Medium	\$100000	Live locally land uses requiring frontage parking
Grade separate (Pike select)	Single intersection interchange	Good	Good	Good	Good	Medium	\$10000	High volume arterial "taper" located adjacent 430000'
Opposed Pike lanes (200000' - 200000')	200' Georgetown - 200000'	Good	Good	Good	Good	Medium	\$20000	

* Subject estimates based on existing or nearby comparable projects.
* Cost estimate for this table reflects the commonly accepted values contained in the table.

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What local street concepts did we consider?



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Where are we headed?

- Walkable blocks
- Crossable streets
- Sufficient capacity
- Design excellence

Implementation and staging plans needed



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WHITE FLINT SECTOR PLAN
Round Table Discussion Part 5 - Retail
October 8, 2007



October 4, 2007
DRAFT

WHITE FLINT SECTOR PLAN
Round Table Discussion:
Part 5 Retail
October 8, 2007



RETAIL STUDY

Some Types of Shopping Centers Being Developed Today

- Corner Store – 7-Eleven
- Convenience Shops - owner occupied
- Neighborhood Center - grocery store anchor
- Community Center/Power Center- Jr. anchors
- Regional Center- fashion mall department store anchors
- Lifestyle Center – quality of shopping experience no anchor

September 4, 2007 DRAFT for Discussion

RETAIL STUDY

- Regional Center
- Community Center
- Neighborhood Center
- Convenience Retail
- Hidden
- Single Lot Single Use

A Mid Pike Plaza,
20 acres, 332,000 GFA

B White Flint Mall,
43 acres, 1.67 M GFA



RETAIL STUDY REVEALS:

- Demand for
 - Local
 - Big box
 - Moderate mainstream (Kohl's, Penney's).
- By 2011, Trade Area can add:
 - 6 'neighborhood centers' with grocery stores
 - 100 corner stores
 - 2 community centers

RETAIL STUDY

- Montrose Parkway increase trade area & demand
- Conversion of one regional mall is likely
- One big 'Life Style Center' spanning the Pike is difficult but achievable.

