



White Flint Sector Plan

midtown on the pike

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
Silver Spring, MD 20910-3760

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.

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Public Hearing 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.

contents



| | |
|--|-----------|
| Plan Vision | 8 |
| Background | 10 |
| Sector Plan Area | |
| County Wide Land Use and Transportation Policies | |
| Demographic Profile and Housing Resources | |
| Existing Land Uses and Zoning | |
| Making a Great Urban Place: | |
| Urban Form and the Public Realm | 17 |
| Urban Form and the Public Realm | |
| Core | |
| Mobility | |
| Buildings | |
| Public Open Spaces | |
| Compatibility | |
| Sustainability | |
| Land Use and Zoning | 26 |
| Area Wide | |
| Districts | |
| Sustainability | 50 |
| Mobility | 52 |
| Community Facilities and Cultural Resources | 60 |
| Public Parks | |
| Historic Resources | |
| Public Schools | |
| Fire, Rescue, and Emergency Medical Services | |
| Public Safety | |
| Satellite Regional Services Center | |
| Libraries | |
| Farmers' Market | |
| Art | |
| Implementation | 66 |
| Zoning | |
| Staging Plan | |
| Capital Improvement Projects (CIP) | |
| Administration | |
| Financing | |

List of Figures

- Figure 1: I-270/MD 355 Corridor
Figure 2: Sector Plan Area Boundary
Figure 3: 1992 Sector Plan Area Boundary and Metro Station Policy Area
Figure 4: Established Residential Neighborhoods
Figure 5: Existing Land Use
Figure 6: Existing Zoning
Figure 7: Concept Sketch
Figure 8: Rockville Pike Boulevard Cross Section
Figure 9: Business Street Cross Section
Figure 10: Market Street Promenade
Figure 11: Building Height Plan
Figure 12: Open Space Plan
Figure 13: Density and Height
Figure 14: Sustainability
Figure 15: Metro Proximity
Figure 16: White Flint Districts
Figure 17: Metro West District
Figure 18: Metro West District Density and Height
Figure 19: Metro West District Existing and Proposed Zoning
Figure 20: Metro East District
Figure 21: Metro East District Density and Height
Figure 22: Metro East District Existing and Proposed Zoning
Figure 23: Mid-Pike District
Figure 24: Mid-Pike District Density and Height
Figure 25: Mid-Pike District Existing and Proposed Zoning
Figure 26: NoBe District
Figure 27: NoBe District Density and Height
Figure 28: NoBe District Existing and Proposed Zoning
Figure 29: Maple Avenue District
Figure 30: Maple Avenue District Density and Height
Figure 31: Maple Avenue District Existing and Proposed Zoning
Figure 32: Nebel District
Figure 33: Nebel District Density and Height
Figure 34: Nebel District Existing and Proposed Zoning
Figure 35: NRC District
Figure 36: NRC District Density and Height
Figure 37: NRC District Existing and Proposed Zoning
Figure 38: White Flint Mall District
Figure 39: White Flint Mall District Density and Height
Figure 40: White Flint Mall District Existing and Proposed Zoning
Figure 41: White Flint Stream Conditions
Figure 42: Montgomery County Development Effects on Stream Quality
Figure 43: Existing and Proposed Street Network
Figure 44: Existing and Proposed Bikeways
Figure 45: Existing and Proposed Community Facilities and Historic Sites
Figure 46: Existing and Proposed Open Space System and Recreation Loop
Figure 47: Historic Montrose School
Figure 48: Proposed Zoning

List of Tables:

- Table 1: Proposed Development and Jobs-Housing Ratio
Table 2: Existing and Proposed Housing Units - June 2008
Table 3: Existing Zoning
Table 4: Road Facility and Segment
Table 5: Bikeway Facility and Segment
Table 6: Proposed Zoning
Table 7: Capital Improvement Projects

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.

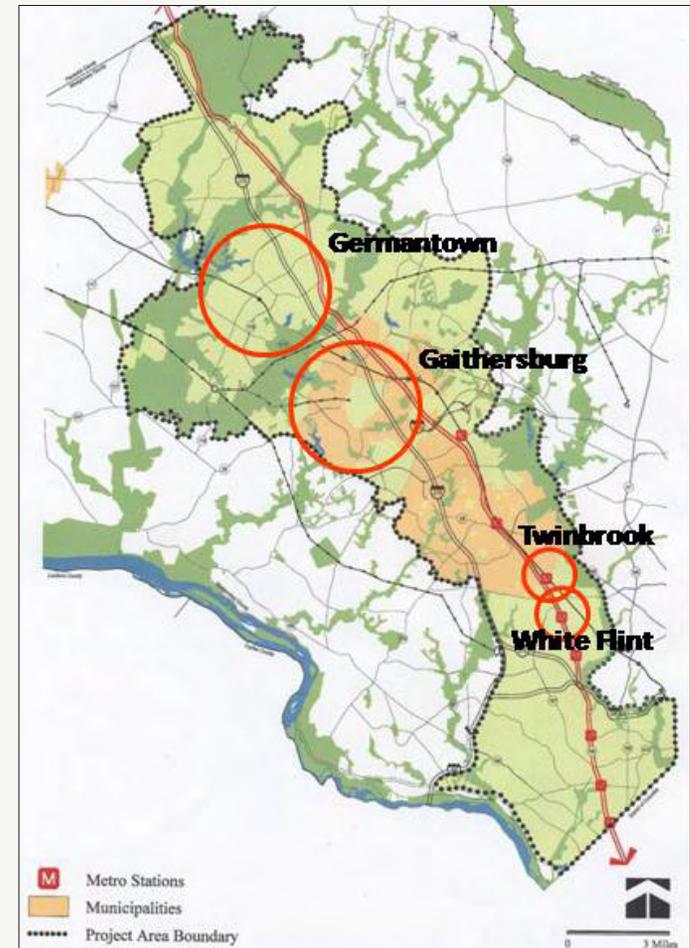
Given the reality of future energy constraints and the effects of climate change, growth must take advantage of existing infrastructure, especially transit, to create compact new communities where reliance on the automobile is unnecessary. Growth should be directed to those places where a reduction in 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 | 3.03/1 | 1.9/1 | 3.2/1 |

Figure 1



on the pike

background



Sector Plan Area

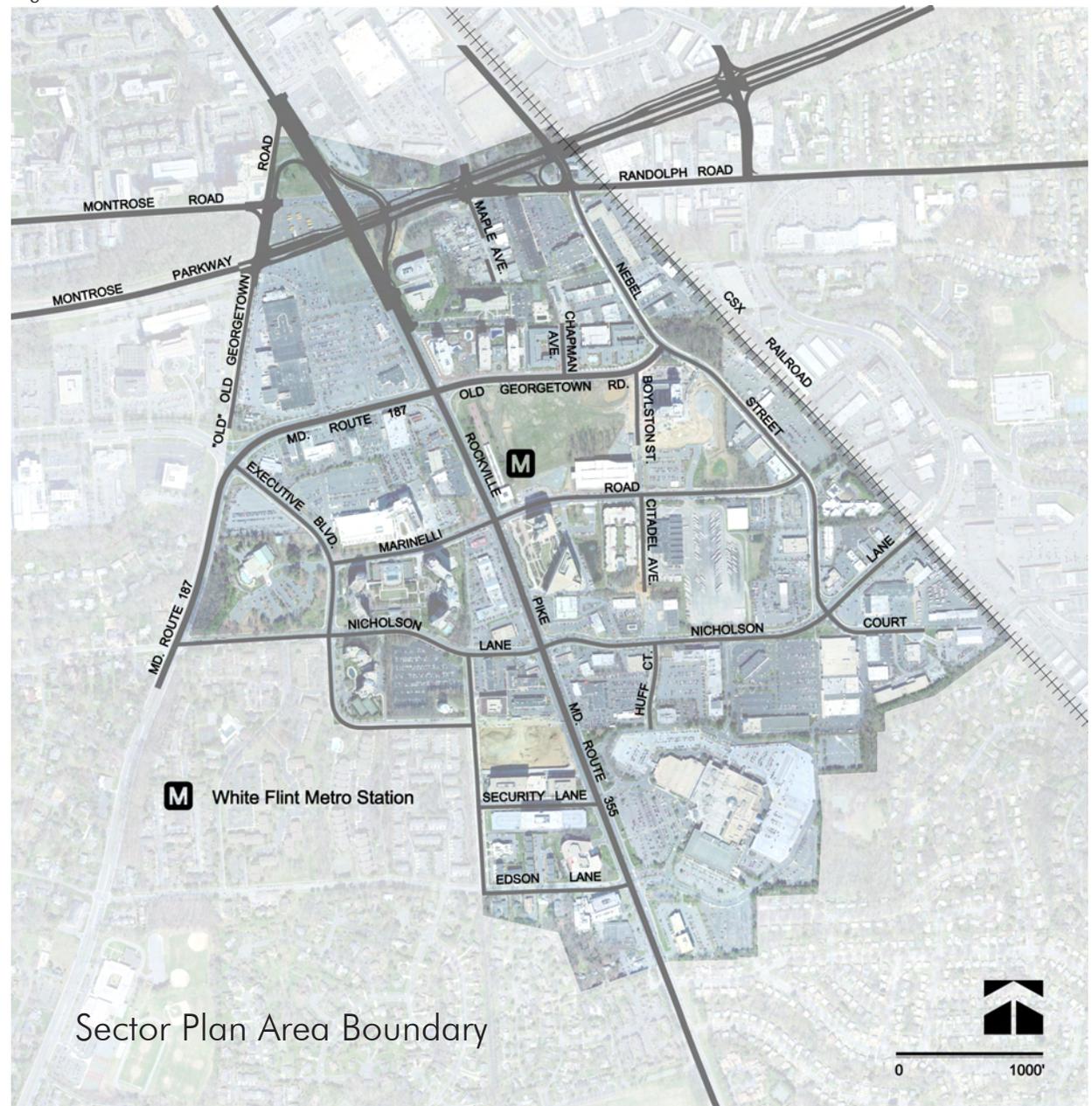
The Plan area covers 430 acres and is bounded by the CSX tracks, Montrose Parkway, Old Georgetown Road, and the White Flint Mall (Figure 2). All of the Plan area lies within a $\frac{3}{4}$ -mile radius of the Metro station, which, in an urban context, is a walkable distance.

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.

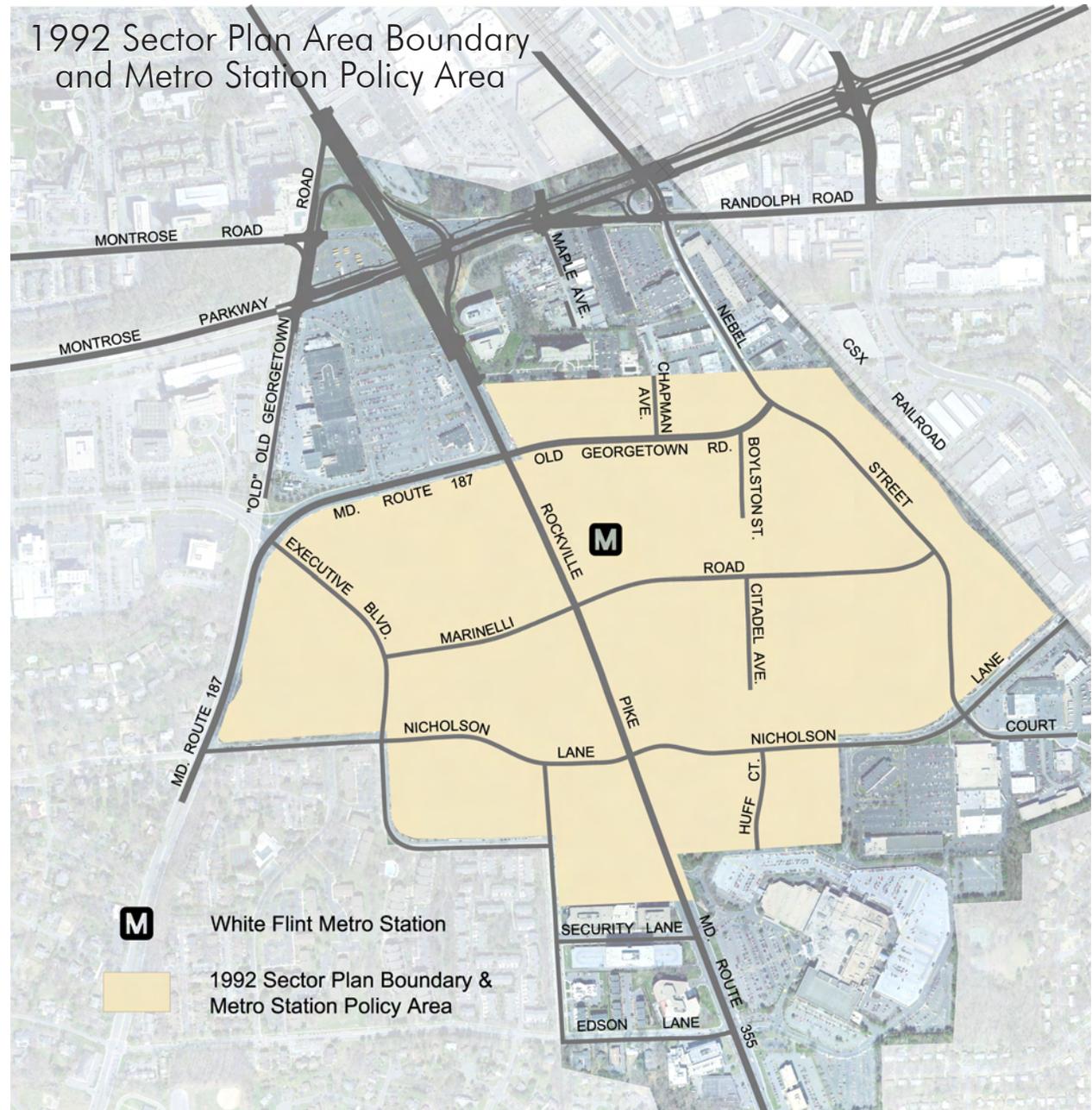
Figure 2



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



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

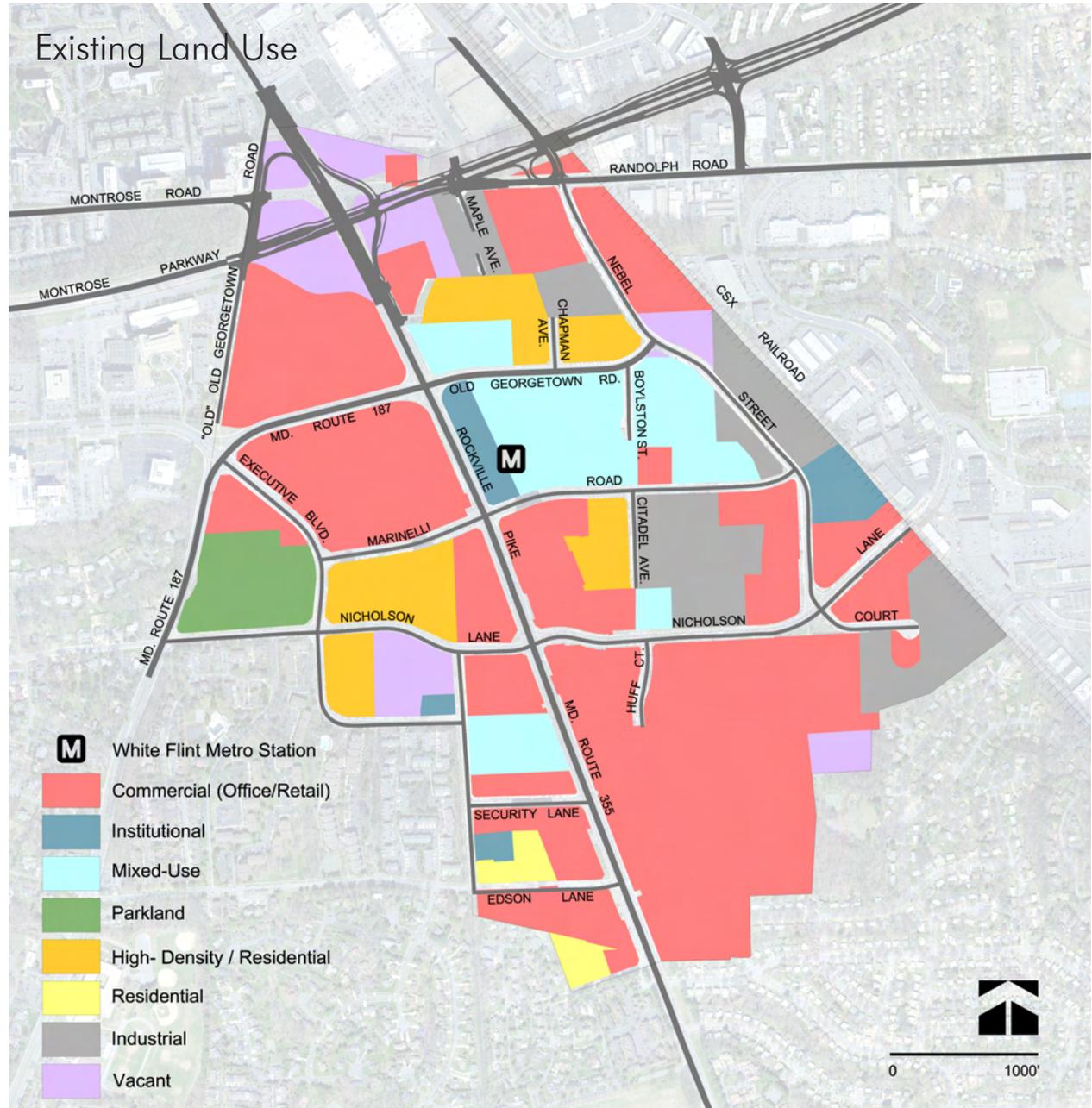
| | Total Existing | Existing MPDUs (for sale and rent) | Total Approved | Approved MPDUs | Total Proposed | Proposed MPDUs 12.5% | Proposed workforce (10%) | Total Affordable Housing Units |
|----------------|----------------|------------------------------------|----------------|----------------|----------------|----------------------|--------------------------|--------------------------------|
| 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 5). 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.

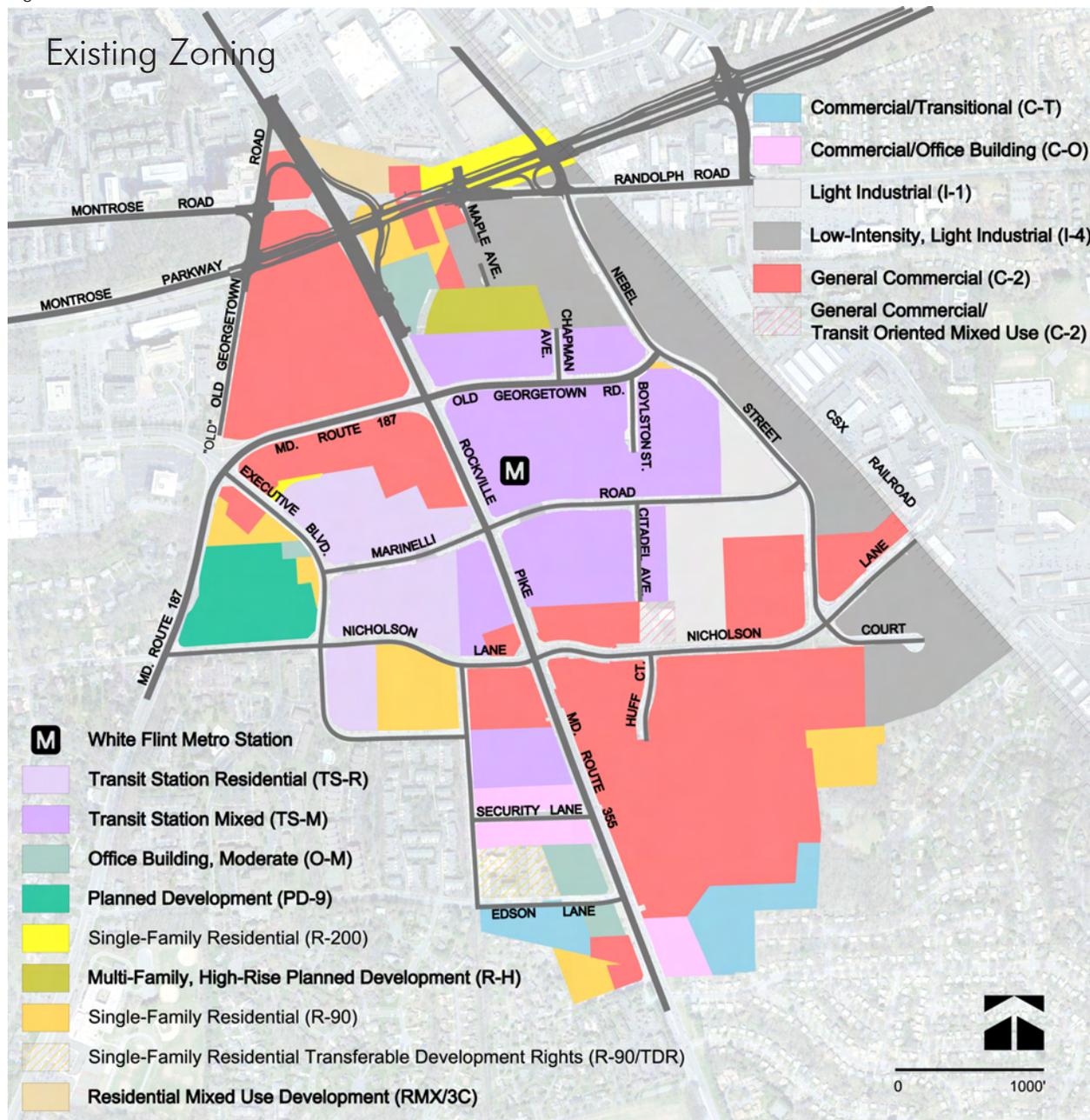
Figure 5



| 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 6 shows the distribution of zoning categories.

Figure 6

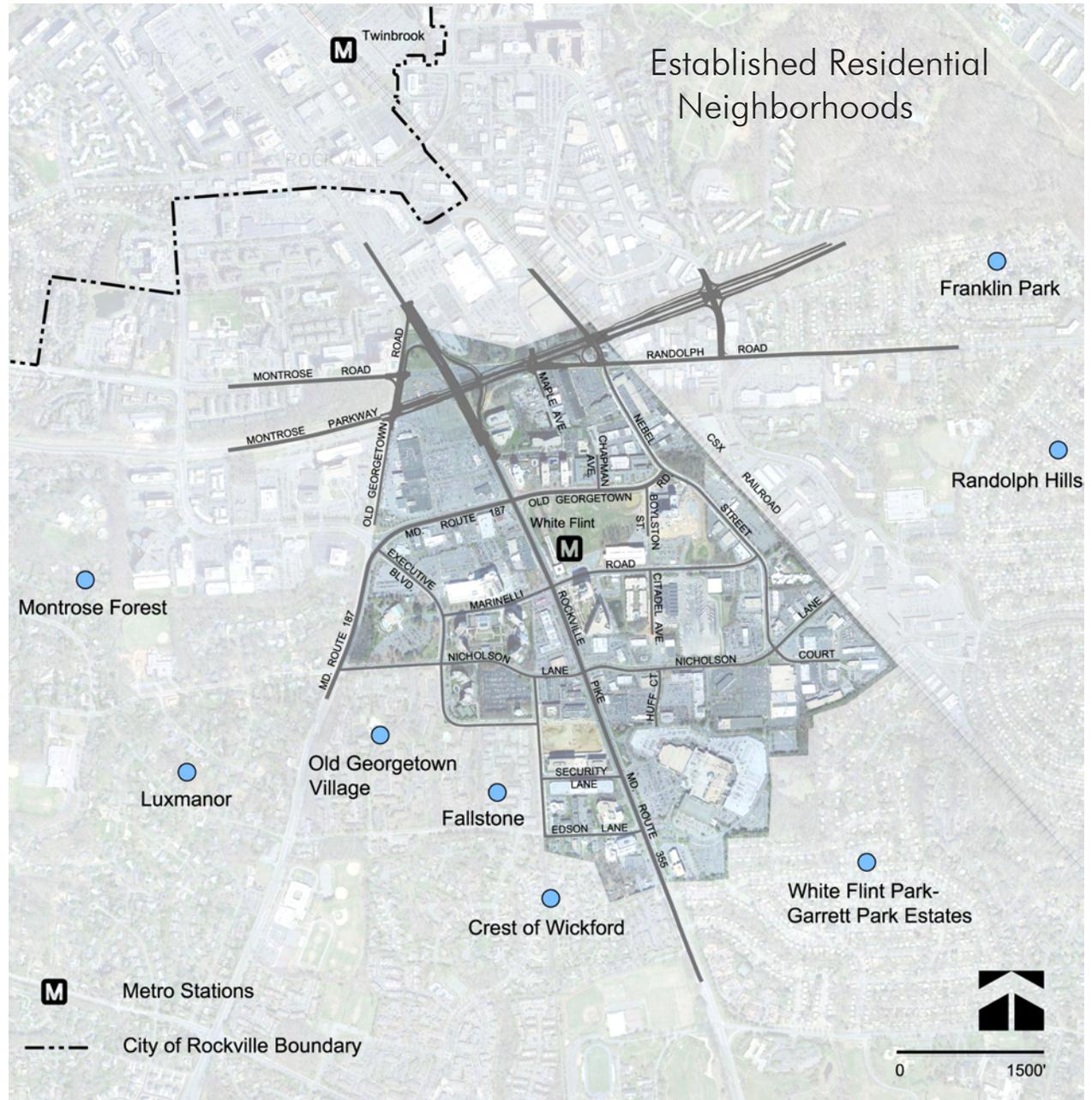


Residential Neighborhoods Outside the Sector Plan Area

A number of established residential communities surround the Plan area (Figure 4). 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 4



urban place

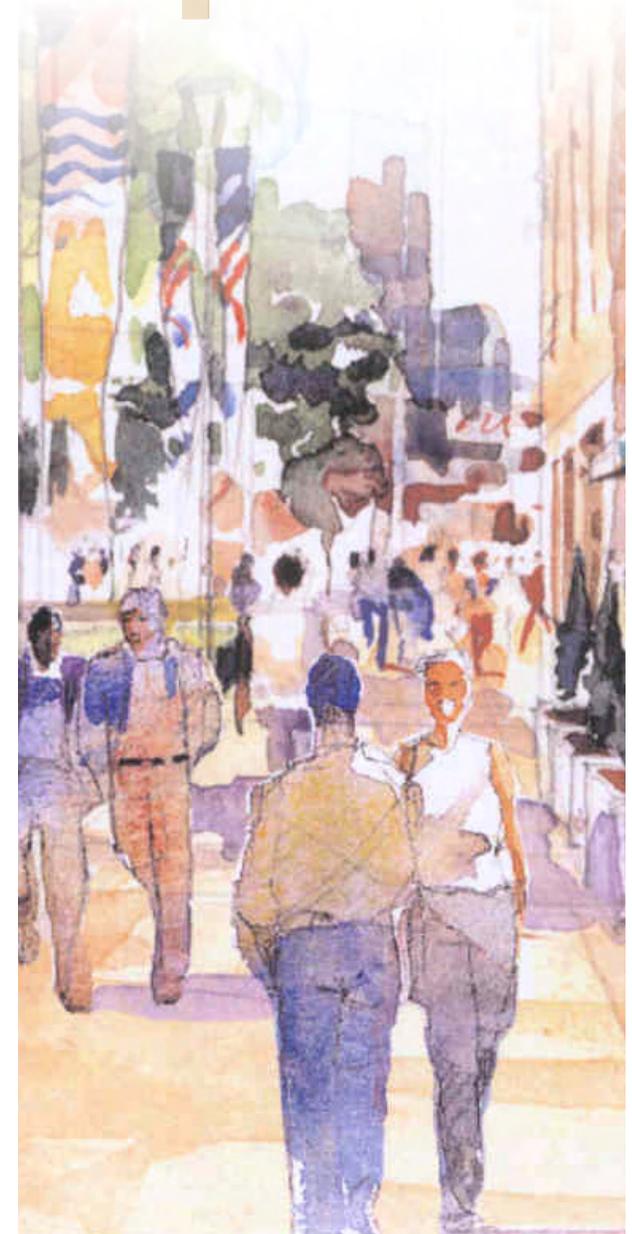


Urban Form and the Public Realm

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 Open Spaces | The compact development pattern includes a system of public open 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).

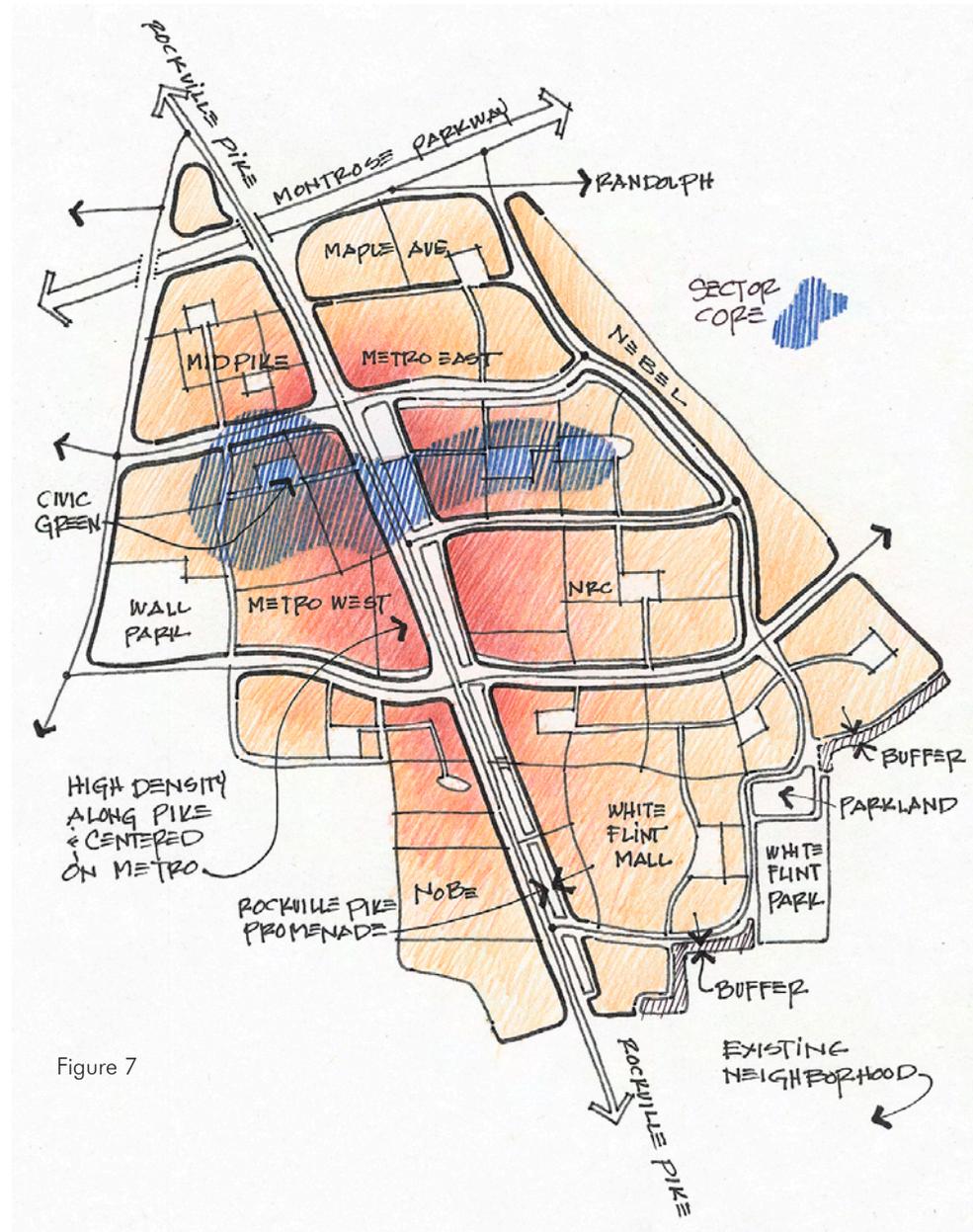


Figure 7

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.

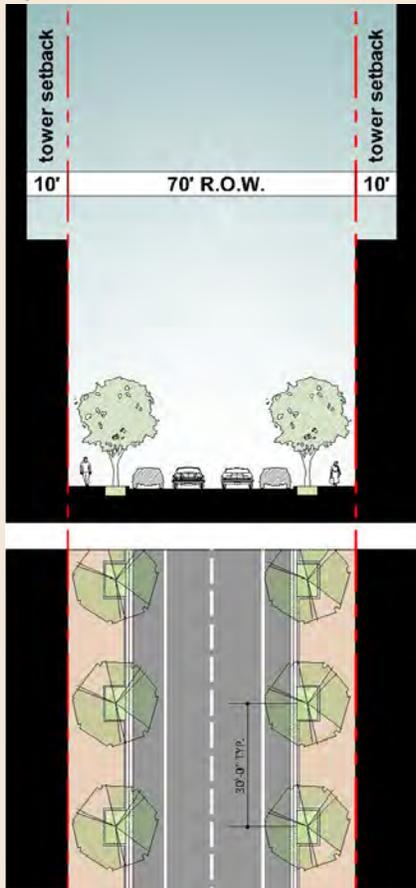
This Plan recommends reconstructing the “Pike” as an urban boulevard, placing utilities underground, and adding a median wide enough to accommodate turn lanes, street trees, and possibly buses or light rail. Street tree panels and wider sidewalks will promote walking (Figure 8).

| Street Hierarchy |
|--------------------------|
| Rockville Pike Boulevard |
| Business streets |
| Local streets |
| Promenades |
| Bike paths and trails |
| Recreation loop |



Figure 8

Figure 9: Business Street



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.

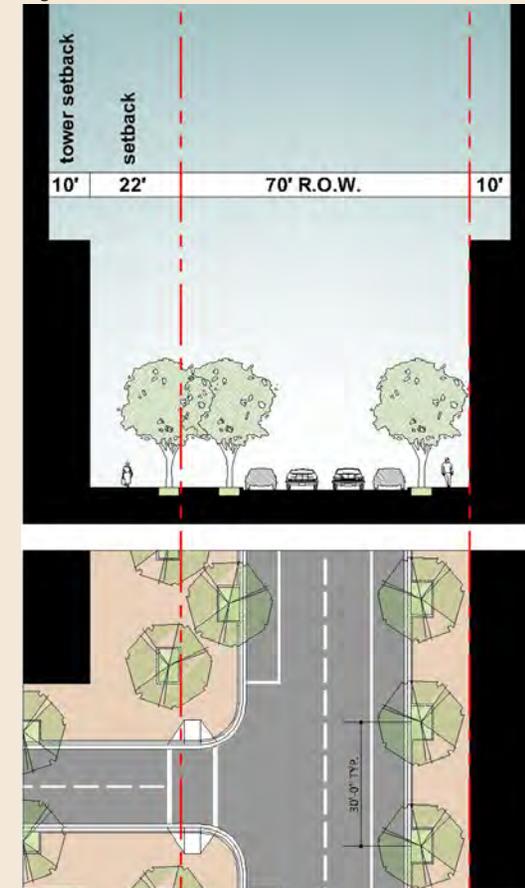
Local Streets

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) running between Civic Green in the Metro West District to the "Circle" in North Bethesda Center 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.

Figure 10: Promenade



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).

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

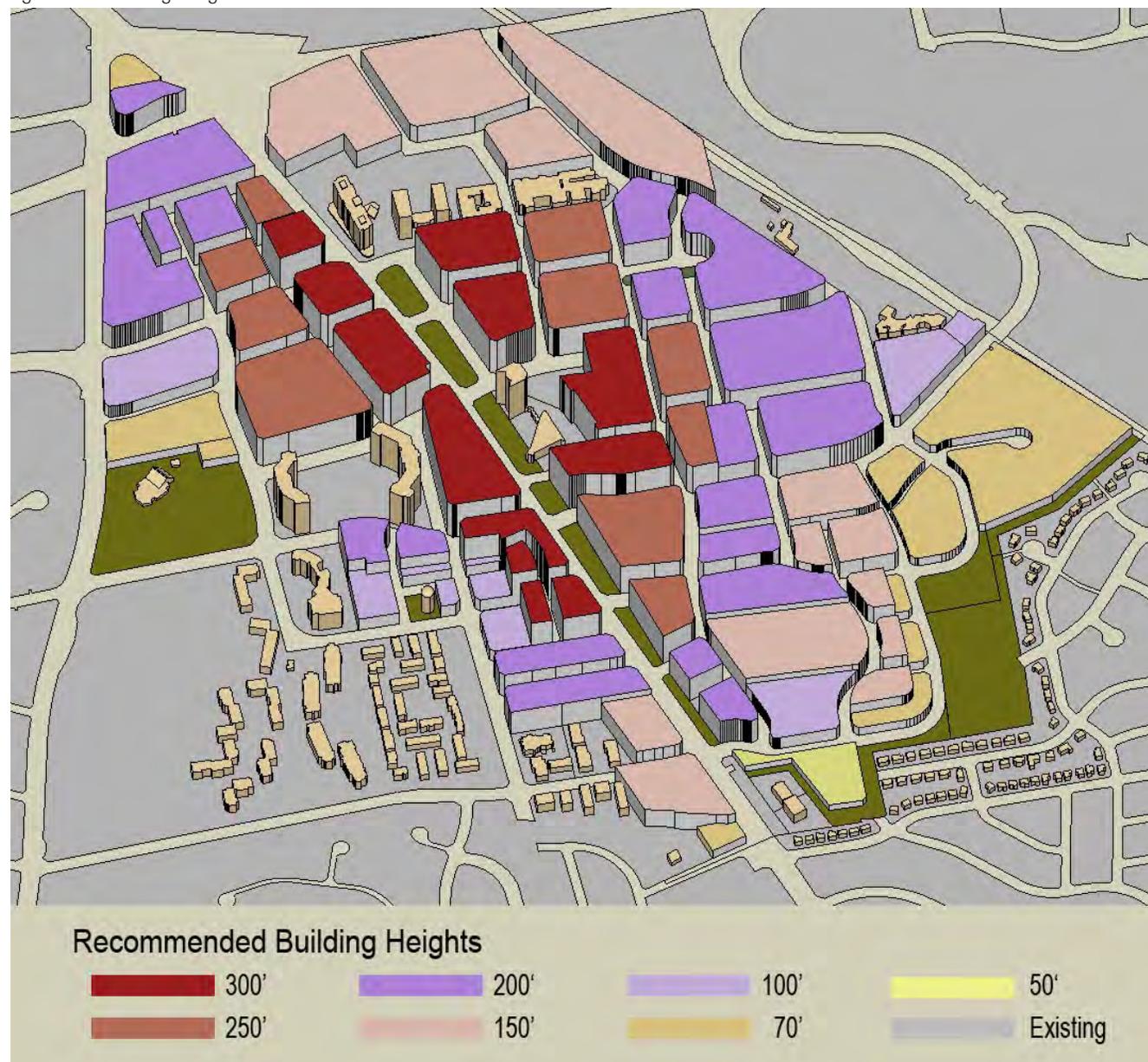
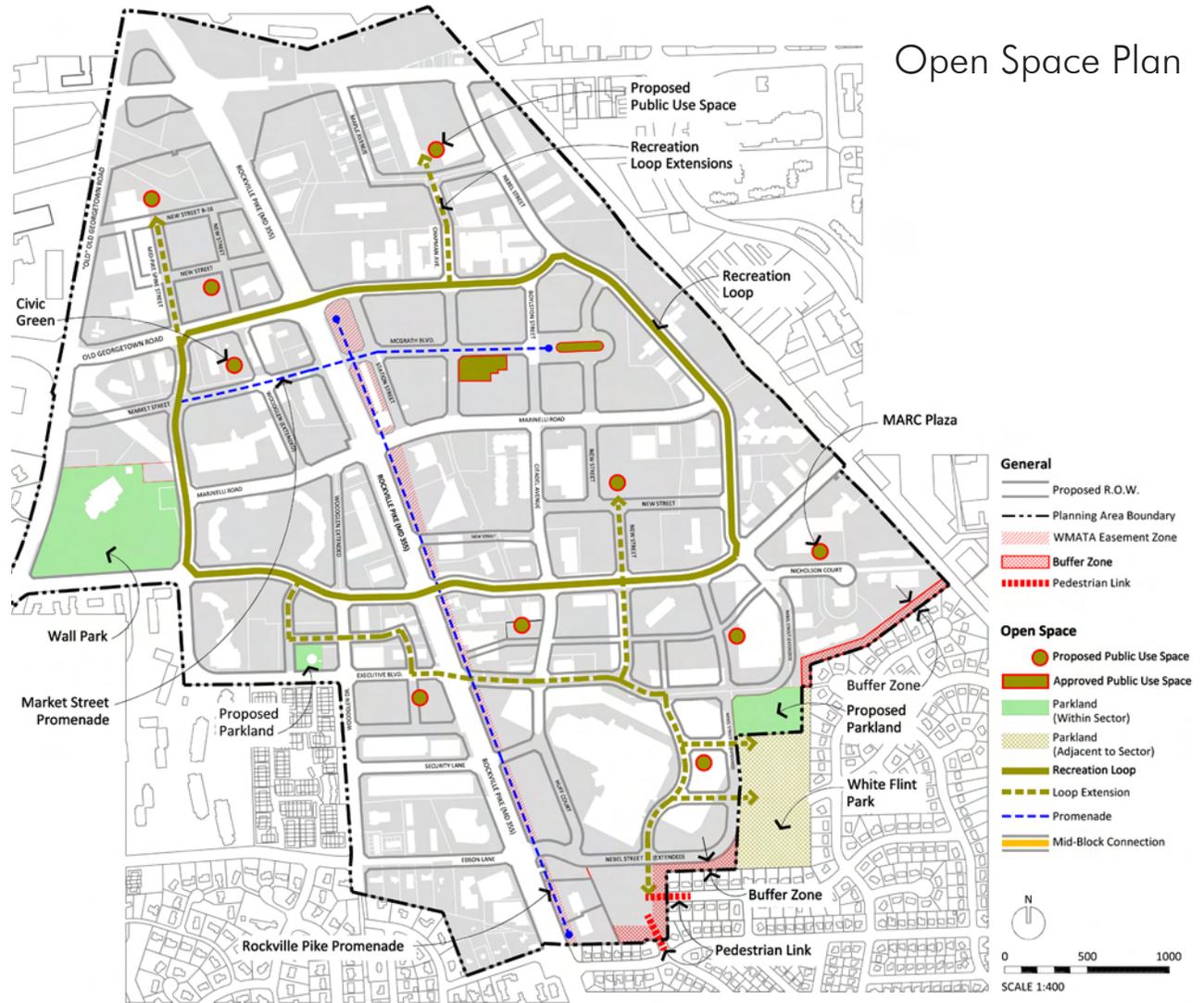


Figure 12

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

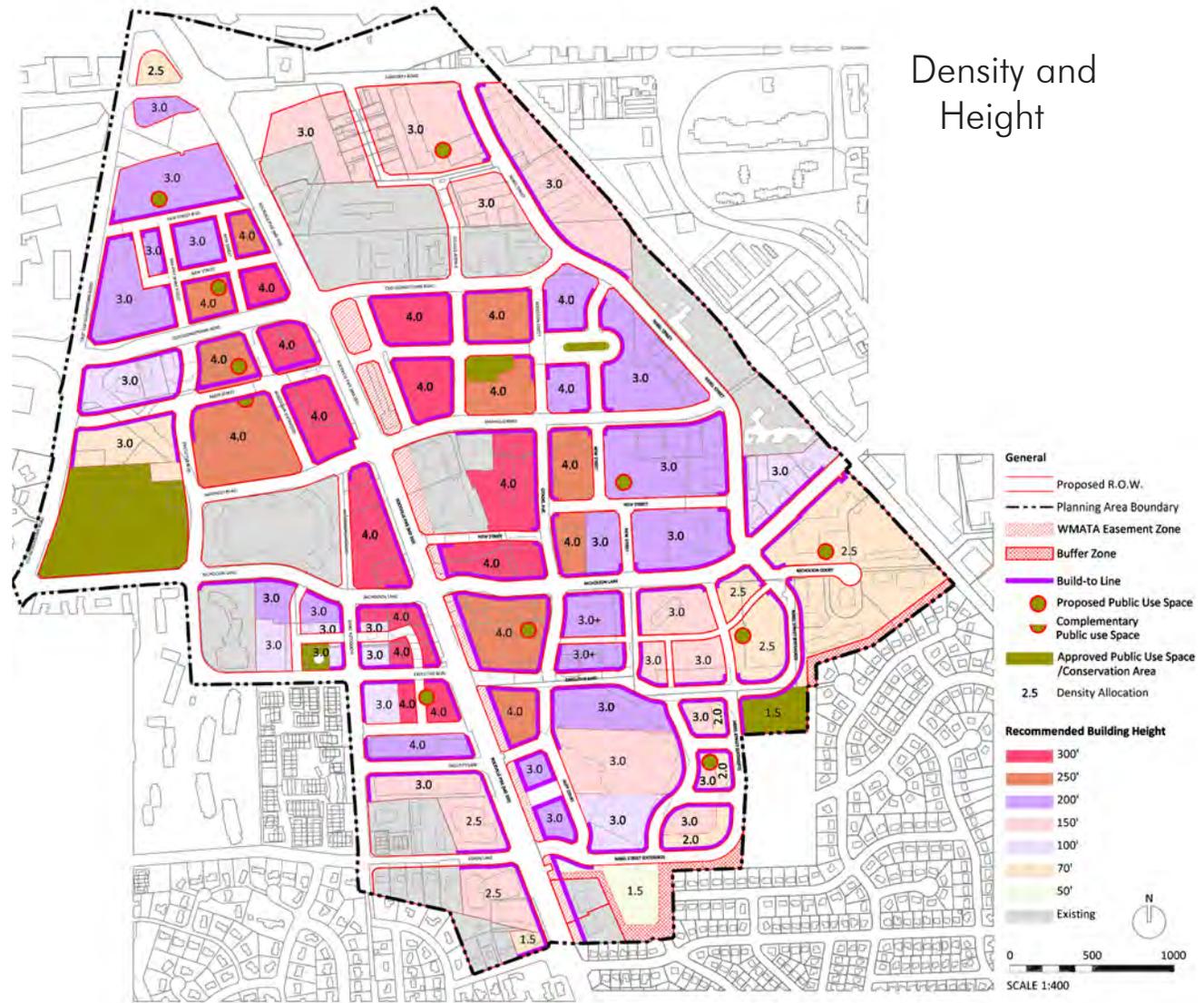
Residential development should include common indoor spaces as well as common outdoor recreational facilities. Private spaces can be decks, balconies, rooftops, or terraces. Outdoor communal recreational spaces can include swimming pools, tennis courts, or other facilities.

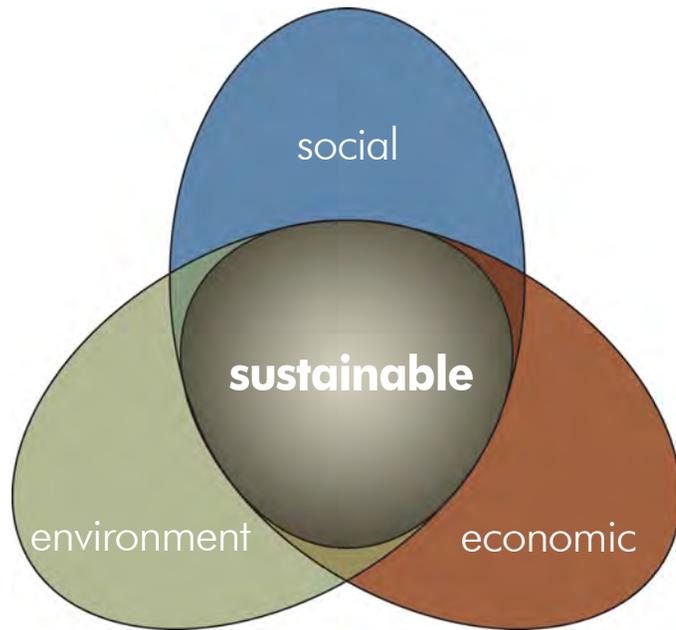
Figure 13

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.





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

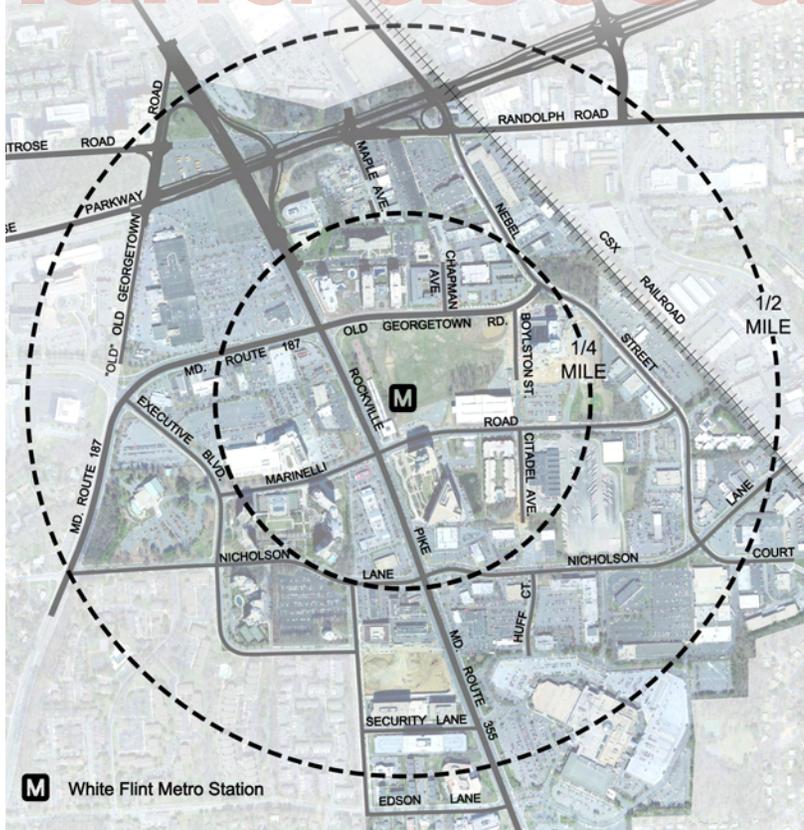


Figure 15

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) zones, 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. In addition to the MPDUs, 10 percent of new residential development in a Metro Station Policy Area must include Workforce Housing units.

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 the 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 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).

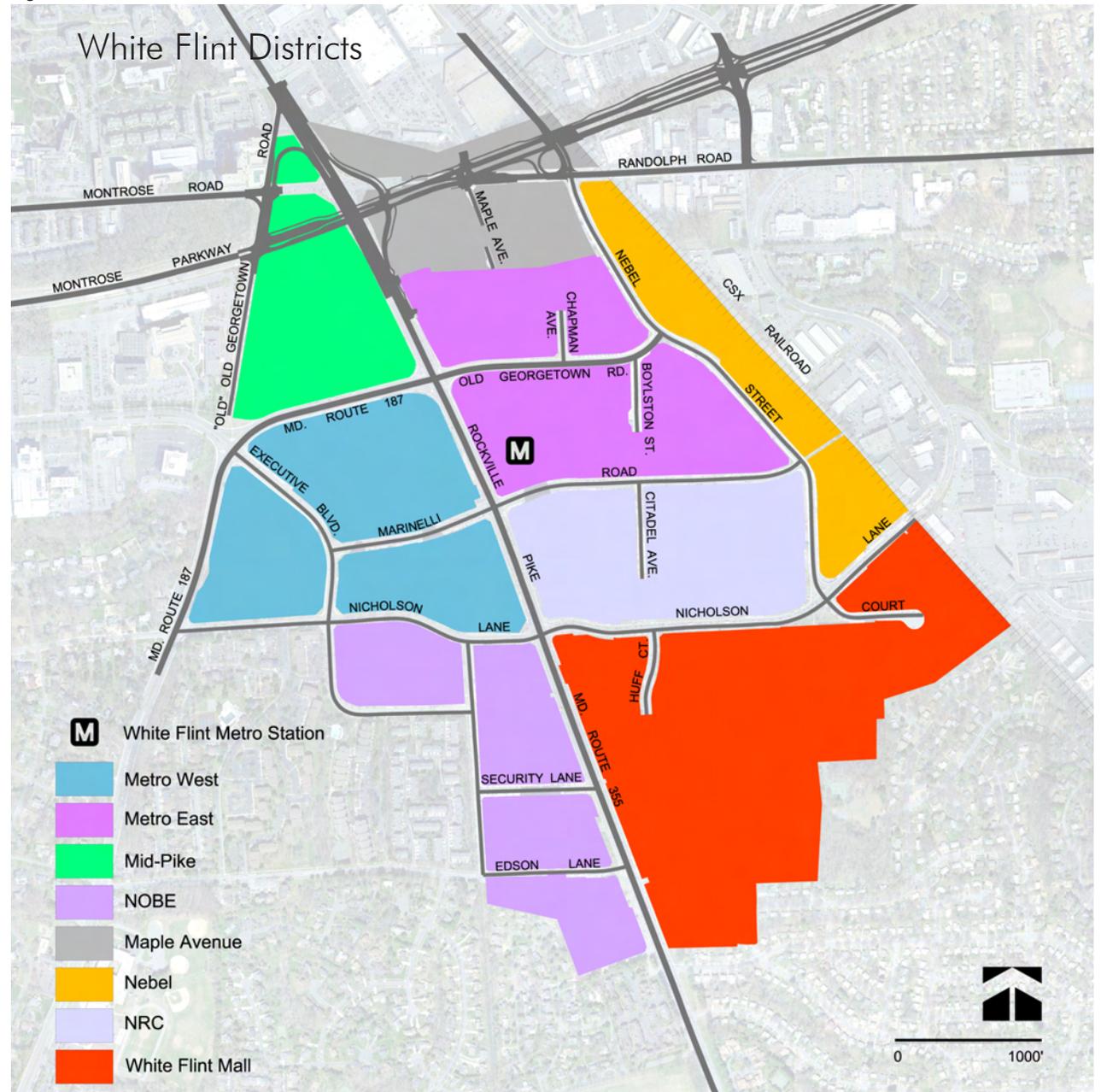
The Metro West and Metro East Districts form the White Flint core at the Metro station. The Mid-Pike District is envisioned as a regional marketplace. The White Flint Mall District has the greatest potential for a series of new neighborhoods including a transit-oriented development centered at the proposed 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 open 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.

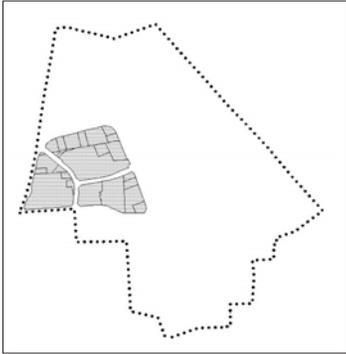
Figure 16

For Each District:

- a destination
- public open 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 civic green, Market Street promenade, and outdoor recreational facilities at Wall Local Park (see page 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, 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 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.

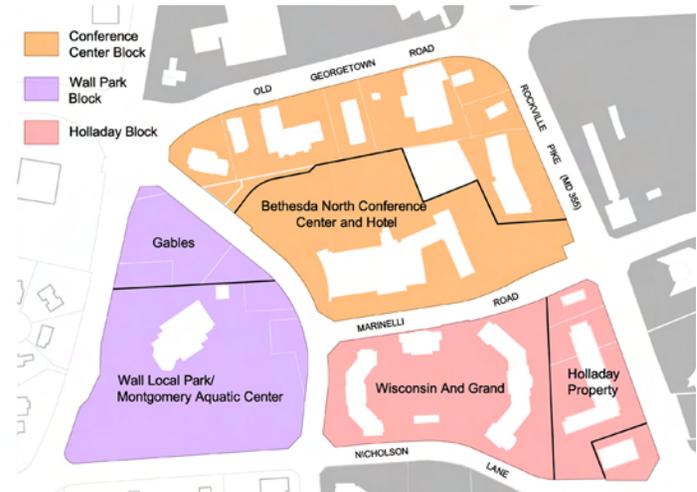


Figure 17: Location



Figure 18: Density and Height

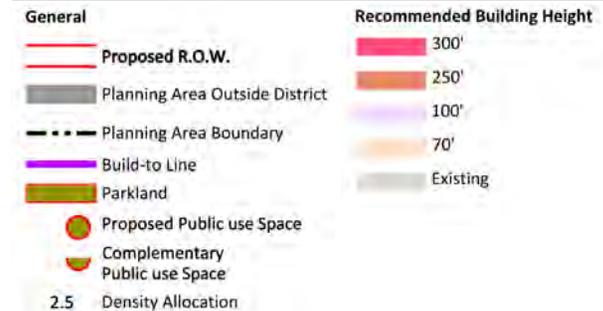
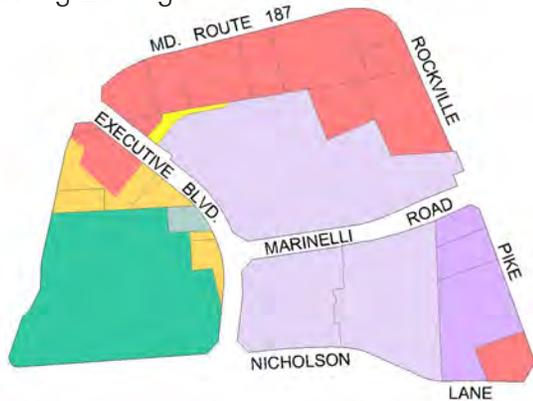


Figure 16
Existing Zoning

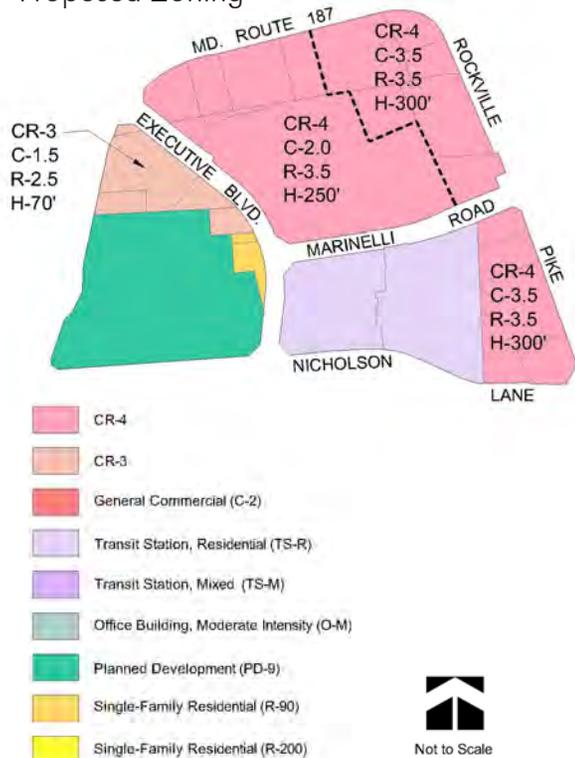


Block 2: Wall Park

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

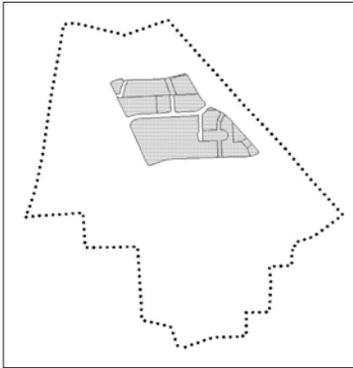


Block 3: Holladay

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 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.
- 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.

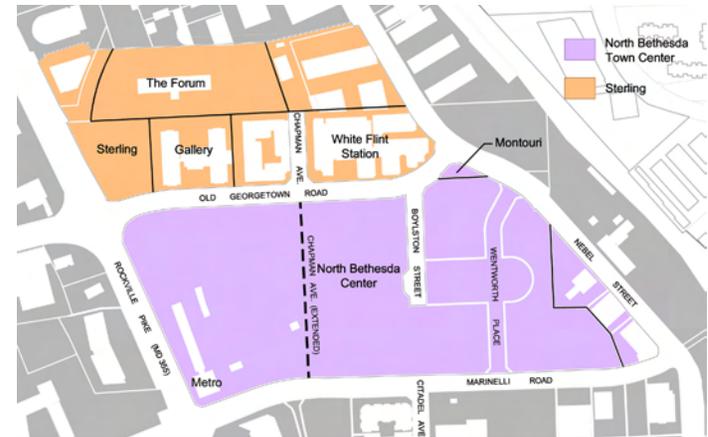


Figure 20: Location



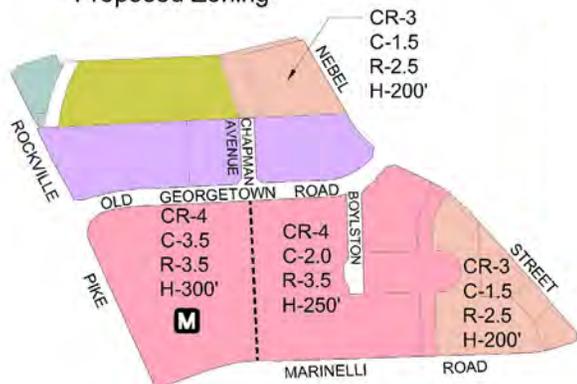
Figure 21: Height and Density

| 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

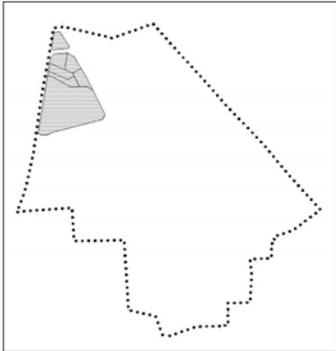


- Rezone the remaining TS-M area and the I-1 parcel east of Wentworth Place (once used for stormwater management) in the North Bethesda Center project to CR 3: C 1.5, R 2.5, and H 200. Rezone the 0.17-acre, R-90 Montouri property to CR 3: C 1.5, R 2.5, and H 200.
- Rezone the three properties on the 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 open 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.

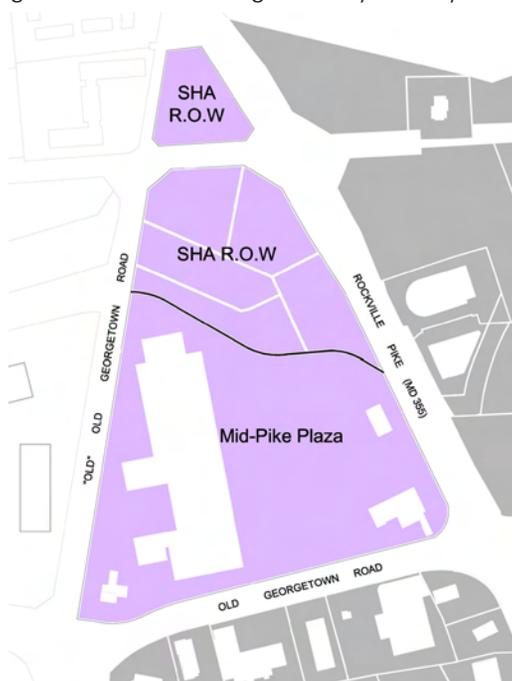


Figure 23: Location



Figure 24: Height and Density

General

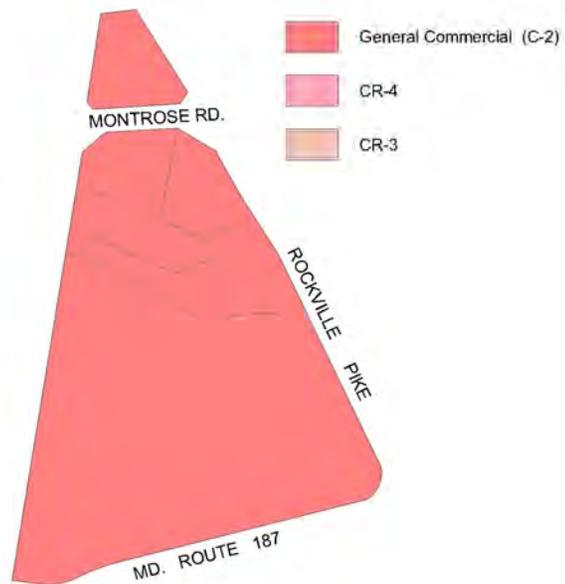
-  Proposed R.O.W.
-  Planning Area Outside District
-  Planning Area Boundary
-  Build-to Line
-  Proposed Public Use Space
- 2.5 Density Allocation

Recommended Building Height

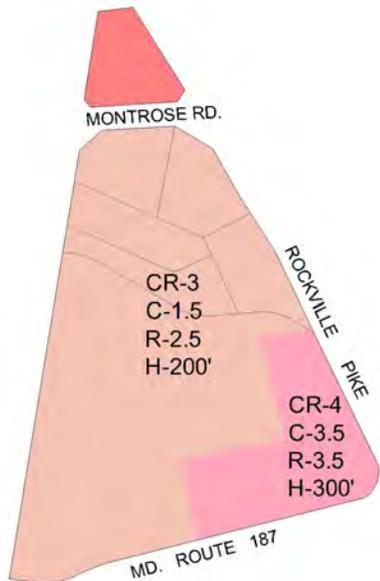
-  300'
-  250'
-  200'
-  70'

Figure 25

Existing Zoning

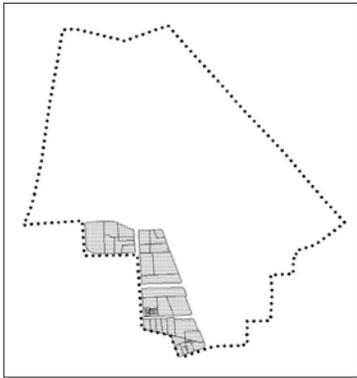


Proposed Zoning



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 open 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 urban open 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

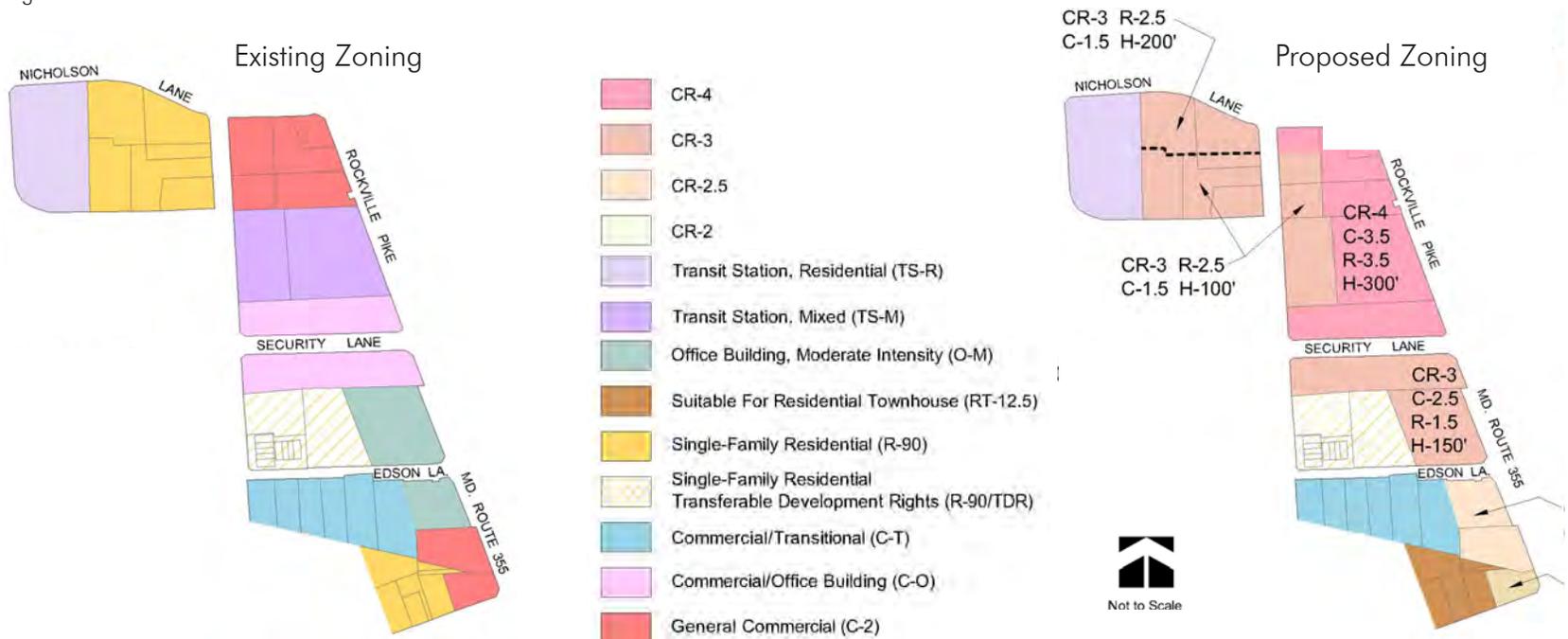
Figure 27: Height and Density

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.

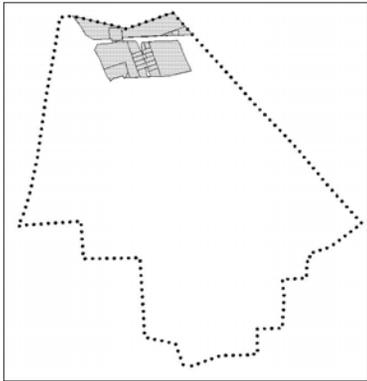
- Rezone the O-M properties north of Edson Lane to CR 2.5:, C 2.9, R 1.25, and H 150 to continue the transition established on Block 3.
- Confirm the residential development and religious institution in the R-90/TDR Zone.
- Confirm the C-T Zone south of Edson Lane.
- Rezone the O-M property south of 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 is under single ownership and 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.



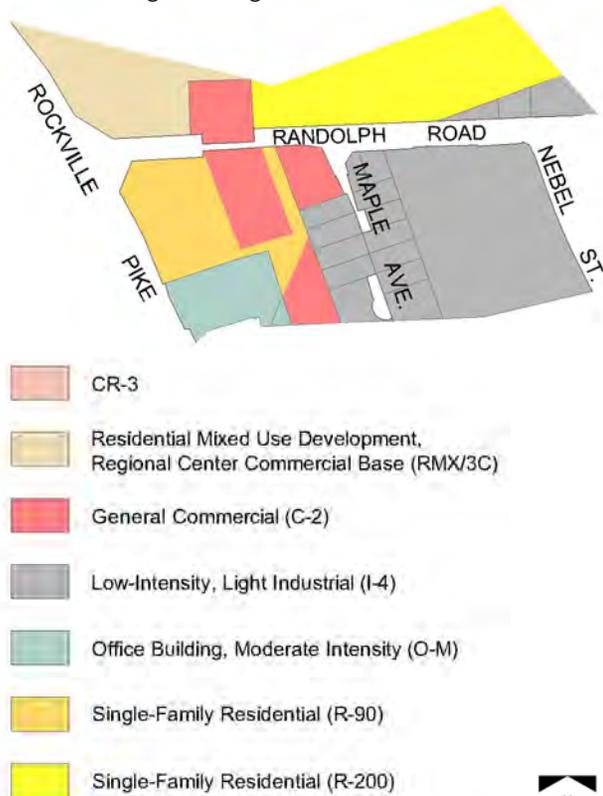
Figure 29: Location



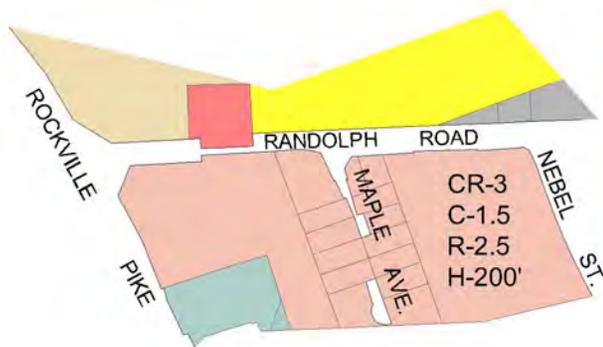
Figure 30: Height and Density



Figure 31
Existing Zoning

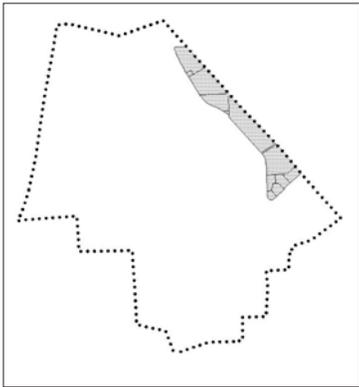


Proposed Zoning



- 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).

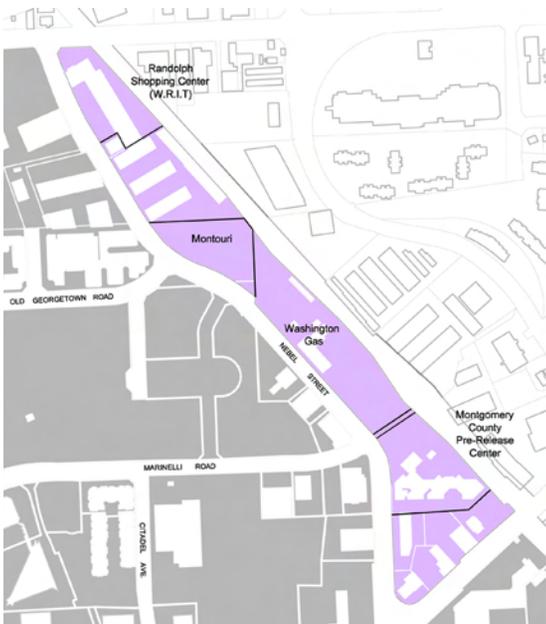


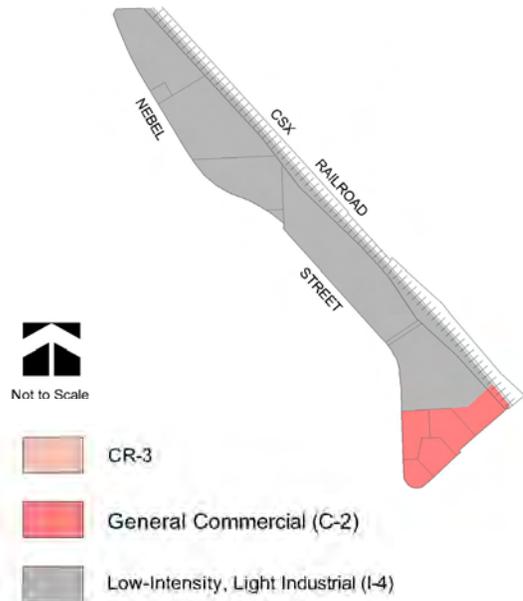
Figure 32: Location



Figure 33: Height and Density

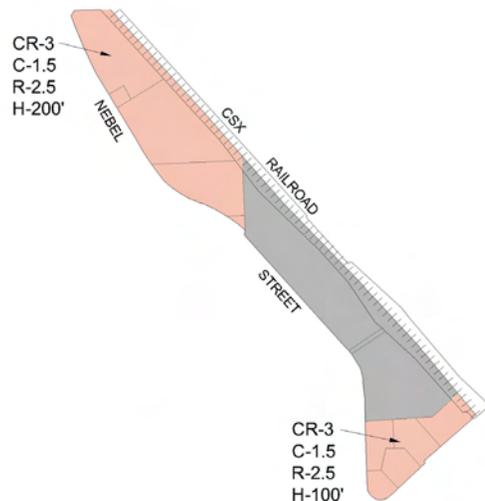
- General**
- Proposed R.O.W.
 - Planning Area Outside District
 - Planning Area Boundary
 - Build-to Line
 - Public Use Space
 - 2.5 Density Allocation
- Recommended Building Height**
- 150'
 - 100'
 - Existing

Figure 34
Existing Zoning

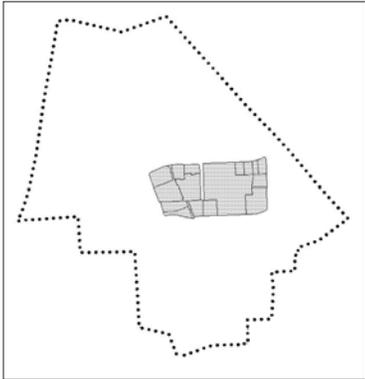


- Confirm the Montgomery County Pre-Release Center and the Washington Gas facility in the I-4 Zone.
- The I-4 zoned Montouri and Washington Real Estate Trust properties north of the Washington Gas Company should be re-zoned CR 3, C 1.5, R 2.5, and H 200 to encourage as much residential development as 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).

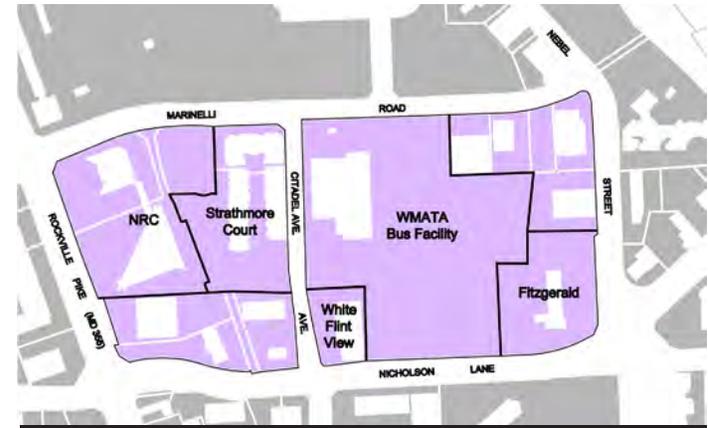


Figure 35: Location

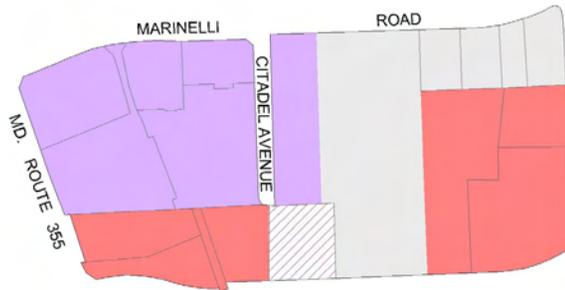


Figure 36: Height and Density



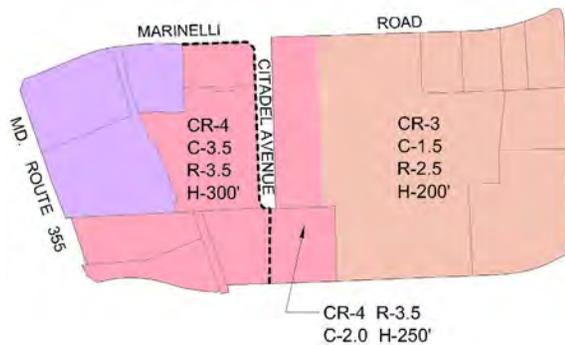
Figure 37

Existing Zoning

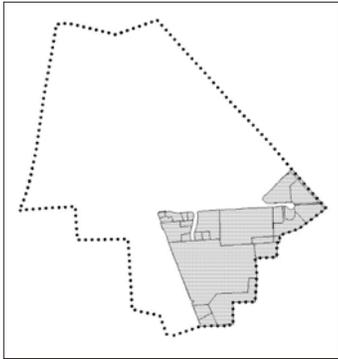


- Confirm TS-M zone on the three NRC properties.
- Rezone the TS-M properties (Strathmore Court) on the west side of Citadel Avenue to CR 4: C 3.5, R 3.5, and H 300 to encourage residential development.
- Rezone C-2 properties along Rockville Pike south of the NRC and west of Citadel Avenue to CR 4: 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 open spaces as indicated on the Density and Height Map.

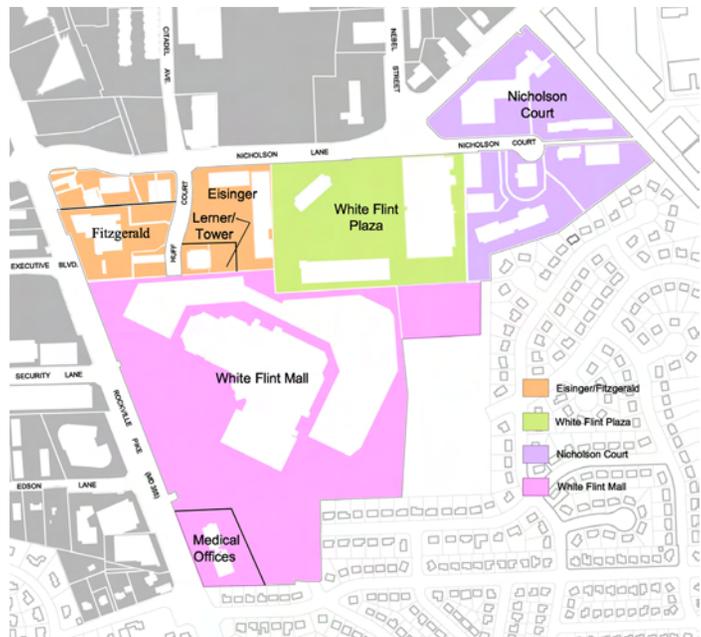


Figure 38: Location

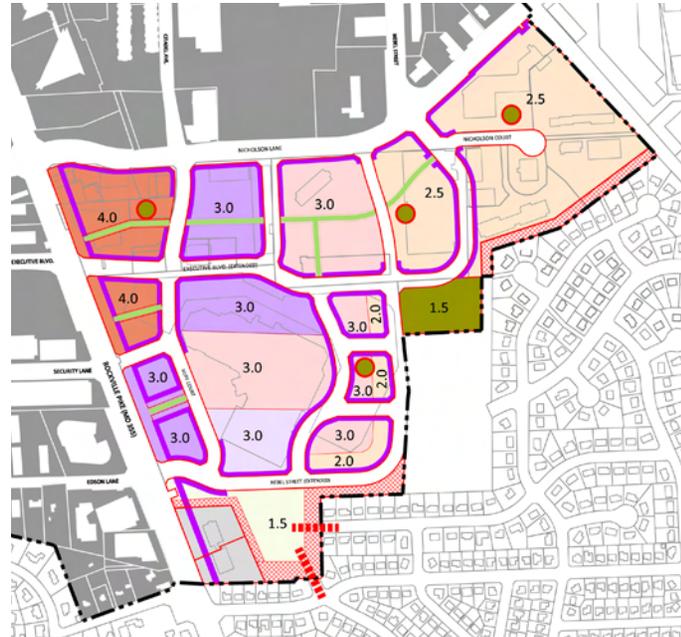
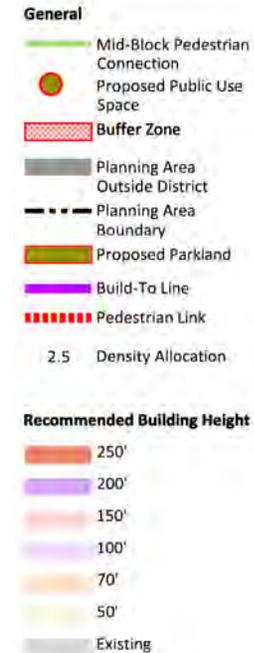


Figure 39: Height and Density



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 is proposed when the shopping center is redeveloped. This block is under single ownership.

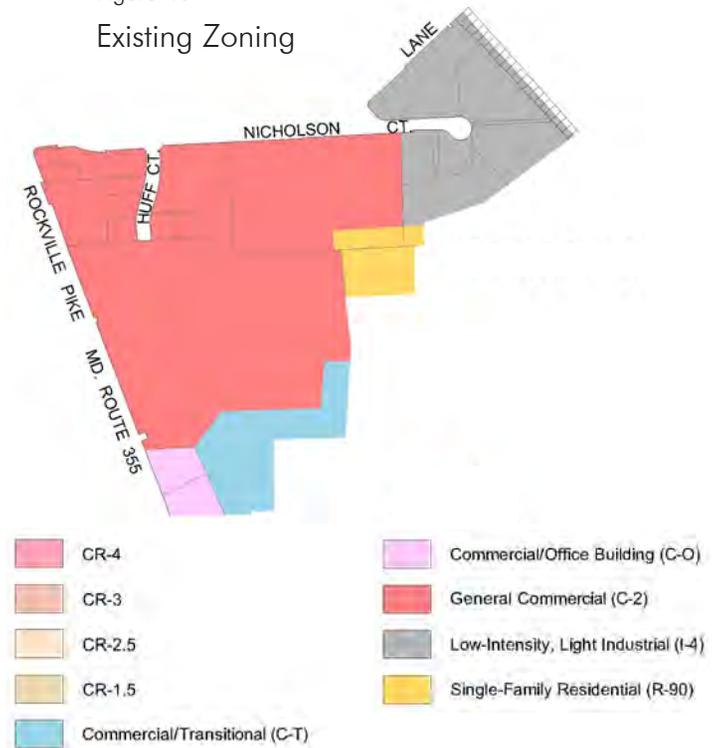
- Nebel Street extended will divide the property. Rezone the western portion to CR 3: C 1.5, R 2.5, and H 200. Rezone the eastern portion to CR 2.5: C 1.25, R 2.0 and H 70. The C 1.5 and C 1.25 designations will accommodate the existing shopping center. As shown on the Density and Height map, development 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

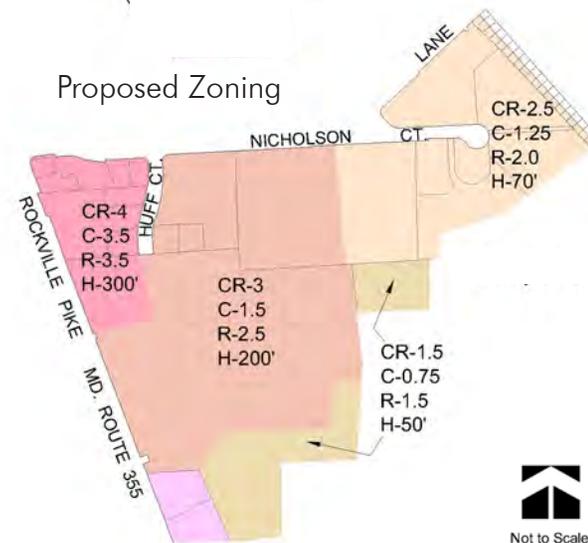
Light industrial and commercial uses, including a Ride On bus parking facility and warehouses, are the primary uses in this block. Redevelopment in this district is likely to take place in the long-term. This block could redevelop as a residential enclave with local services. The MARC station will be 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.

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.