

# sustainability

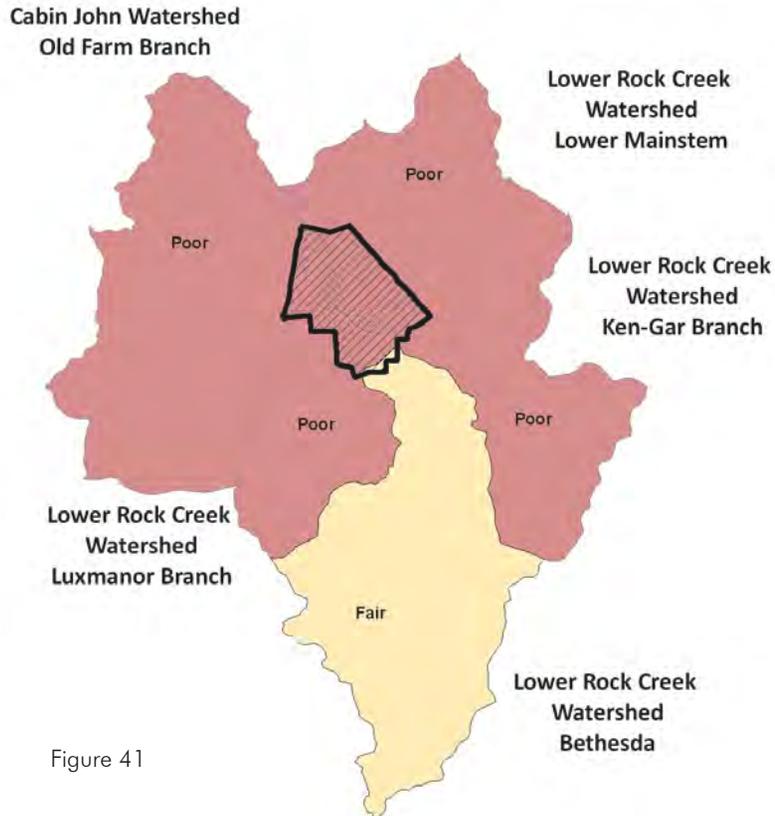


Figure 41

The compact, walkable, and green community envisioned for White Flint fully integrates all aspects of sustainability. It accommodates new residents and business while reducing land consumption and vehicle miles travelled, improving our carbon footprint, and water and air quality.

Redevelopment is an opportunity to improve environmental conditions and create a greener community, which conserves energy and uses roofs and green spaces to filter stormwater and purify the air. The CR Zone will provide incentives to incorporate green building technology and environmental site design while reinforcing current environmental regulations.

The Plan area spans a cluster of five headwater subwatersheds in the Lower Rock Creek basin and the Cabin John watershed. Most of the development occurred at a time before stormwater management regulations were in place, so all streams in the subwatersheds are degraded. Most of the subwatersheds are in fair condition and a portion of the southern Plan area is in poor condition. As development occurred, the smaller headwater streams were placed in pipes underground and covered over. There are almost no natural resources or environmental functions remaining in the Plan area, and there are no environmentally sensitive areas (stream buffers, wetlands, floodplains, or steep slopes) remaining to protect. Current tree canopy is approximately 10.5 percent and imperviousness is about 87 percent. The remaining pervious area is either in grass, gravel, or cleared earth.

The Plan's recommendations are aimed at maintaining the same amount of pervious land cover, increasing tree canopy and incorporating stormwater management into all new and redeveloped properties. This will decrease the amount and increase the quality of runoff from the Plan area, but it cannot completely offset the impacts of the existing and proposed development (Figures 41 and 42).

Stream conditions should stabilize and improve over time. Stream restoration and forest planting along streams near the sector plan area will be needed to achieve better stream conditions in the Rock Creek and Cabin John watersheds. Compact development that accommodates more people on less land avoids degradation in other stream systems in the County, reducing the total impact on the Chesapeake Bay.

The first goal is to minimize carbon emissions. The County's overall goal is to reduce the 2005 measured carbon emission levels by 80 percent by 2050. The land use pattern in White Flint will prevent the emission of approximately six to seven million metric tons of carbon equivalent over the lifetime of development. This reflects the physical savings of more compact building types and reduced vehicle miles traveled.

Recommendations to achieve further savings include:

- providing a safe, attractive and continuous network of sidewalks and bikeways to further reduce vehicle miles traveled
- reducing consumption of energy through site design and energy-efficient buildings:
  - site buildings to maximize natural lighting and ventilation and minimize thermal loss
  - use awnings and overhangs to block direct summer sunlight and use light shelves to reflect natural daylight farther into the building.
  - maximize use of on-site and off-site renewable energy sources
  - maximize the LEED or equivalent standards met in the Energy and Atmosphere category
- mitigating carbon emissions through maximizing the preservation and planting of trees and other vegetation.

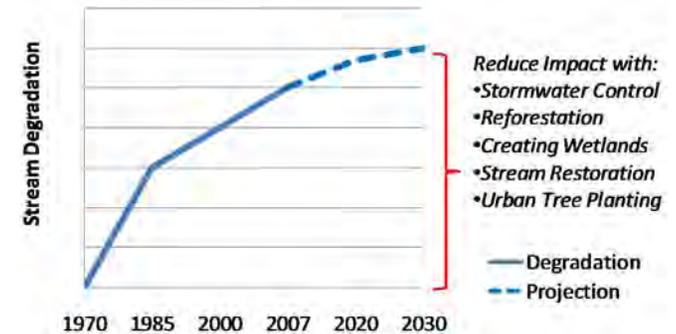
The second goal is to create a healthy, livable urban environment by improving air and water quality. The Plan area is currently approximately 87 percent impervious with only 10.5 percent tree canopy. Very little of the current development is served by stormwater management.

Recommendations to accomplish this goal include:

- maximizing the use of the environmental incentives, as described in the zoning code, on all properties. Environmental incentives should be chosen based on the individual sites and integrated into the design of the development. Environmental incentives should be used to:
  - improve air quality
  - improve water quality
  - increase carbon storage (sequestration)
  - decrease carbon production
  - decrease urban heat island effect
- adding stormwater treatment along Rockville Pike and along the new Market Street to reduce the impact of runoff as required by the Road Code
- using environmental site design to handle stormwater management. Appropriate techniques may include green roofs, bio-infiltration, innovative stormwater features, green streets, cisterns, and pervious paving. Recycling stormwater for beneficial uses is preferred.

Figure 42

### Montgomery County Development Effects on Stream Quality



# mobility



The Plan recommends a transit-focused, multi-modal mobility system that supports the proposed urban center and local neighborhoods. Street enhancements are necessary to fully use transit service. An improved street grid would allow better traffic flow. Improved pedestrian and bicyclist access to transit would provide incentives to reduce automobile use.

Two principles underpin the mobility recommendations.

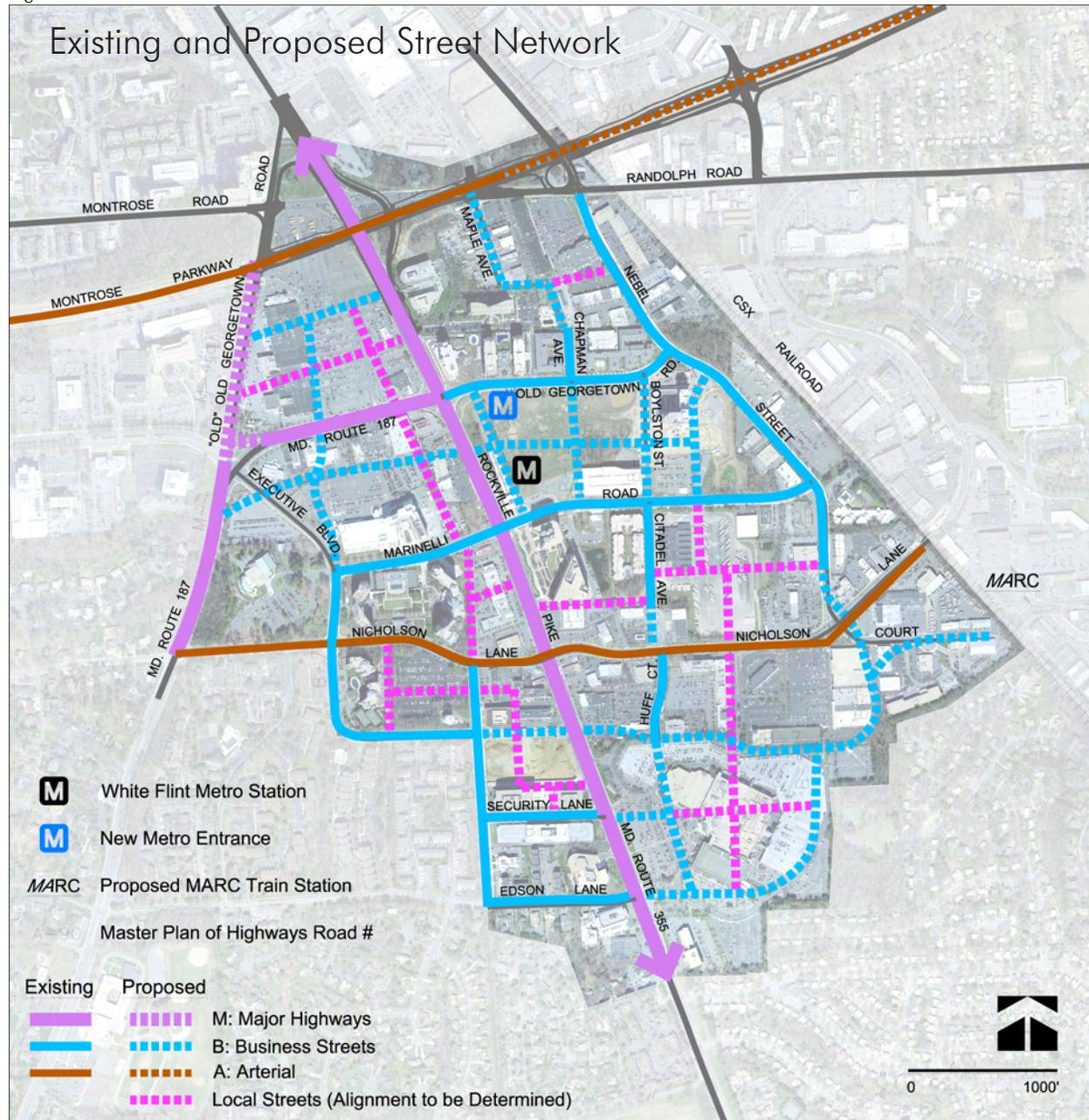
- An enhanced grid street network can diffuse congestion. The Plan recommends a grid street network that includes business district streets and a finer grained system of local connections, including private streets, for more direct vehicular and pedestrian circulation. This robust network relieves pressure on Rockville Pike and Old Georgetown Road, the two major highways that have the most congestion in the Plan area.
- Walkable streets with access to transit reduce reliance on the automobile.

The Plan incorporates the following regarding future trip generation.

- Development in Metro Station Policy Areas has a lower vehicle trip generation rate than development elsewhere in Montgomery County because of the availability of high-quality transit.
- Future commercial development in White Flint can be expected to have a lower vehicle trip generation rate because of the County's commitment to transportation demand management strategies including policies and programs designed to affect commuter behavior such as parking management, connected sidewalk and bikeway facilities, improved access to Metro and MARC, expanded circulator bus service, and efficient parking management.
- Residential development can generally be expected to have a lower vehicle trip generation rate than commercial development.

Based on these assumptions, Local Area Transportation Review (LATR) standards can likely be met if the Metro Station Policy Area boundary is expanded to encompass the entire Plan area.

Figure 43



### Transit

- Construct a northern entrance to the Metro station in the southeast quadrant of Rockville Pike and Old Georgetown Road.
- Construct a MARC station at Nicholson Court. The location replaces the Bou Avenue location recommended in the 1992 North Bethesda/Garrett Park Master Plan. The relocation is appropriate since White Flint will be the most intensely developed activity center in North Bethesda along the Brunswick line.
- Provide bus transit transfer facilities at the Metro and MARC stations. A minimum of ten bus bays should be provided at the Metro station and two bus bays at the MARC station.
- Support the development and maintenance of shuttle bus services serving both the Plan area and immediately adjacent commercial properties.
- Develop circulator bus routes to provide local service, particularly on the east and west cross streets.
- Examine opportunities for bus priority treatments for east-west routes along Montrose Parkway.

## Street Network

- Augment the master planned street network (Figure 43). Plan area streets should adhere to the design standards of the County Road Code. Nebel Street is to have a three-lane cross section to allow for a southbound travel lane and continuous left turn lane. Pedestrian refuge islands can be provided where Nebel Street forms a T intersection with B-2, B-13 and B-6, because there is no left turn lane.
- Implement non-master planned street and alley connections in conformance with the Montgomery County Zoning Ordinance, White Flint Urban Design Guidelines, and the County Road Code. These streets may be public or private and provide flexibility for operational functions including property access, loading, and parking.
- Target speeds for the Plan area roadways are 25 miles per hour except for Montrose Parkway, which has a target speed of 35 miles per hour.

## Rockville Pike and Promenade

The primary purpose of Rockville Pike is to accommodate the movement of people and goods in all modes in a safe and efficient manner, and provide connectivity for travel to, from, and through all Plan area neighborhoods and adjacent communities.

The Plan recommends retaining Rockville Pike as a six-lane major highway but stresses the need to redesign and reconstruct the Pike as an urban boulevard with both design elements and adjacent building lines reinforcing the need to lower travel speeds as appropriate for an urban environment.

The reconstruction of the Pike needs to include:

- elements that provide pedestrian comfort along sidewalks and in crosswalks
- on-road bicyclist accommodation facilitated by the east-side sidewalk
- bus priority lanes located to balance the needs for Metrorail feeder, circulator, and potential new line-haul services along Rockville Pike as would be found desirable to supplement Metrorail.

The design analysis for Rockville Pike should be undertaken during the first phase of the Plan as a priority study with the support of the County Executive and Council. During that time, there may be requests for development approval for projects fronting Rockville Pike. The recommended right-of-way is 150 feet, but additional right-of-way up to 162 feet should be reserved during the development process to accommodate the conclusion of the design analysis.

The design analysis needs to reflect:

- a BRT network north and south of the Plan area should be examined by the County during the next year. In the interim, both barrier-separated median busway and curb-lane busway options should be preserved
- transit service concept planning

- pedestrian demand studies focused on Metrorail access
- Metrorail tunnel structural load analyses
- coordination with utility companies
- operational analysis of the effect of on-street parking.

### **Market Street and Promenade**

- The Planning Board, County Executive, and County Council should initiate a CIP project as a public/private partnership with the property owners in the Conference Center Block to select a road alignment and cross section for Market Street. When development occurs, each property can provide the needed right-of-way, locate driveways and loading areas, set back buildings correctly, and provide their share of the streetscape. The promenade will include a wide sidewalk for pedestrian and bicycle use and a distinctive streetscape with a mature tree canopy.

### **Travel Demand Management**

- Establish a 39 percent non-auto driver mode share goal for employees in the entire Plan area. The current non-auto driver mode share for the Plan area is 26 percent. The Plan goal is aggressive but achievable through the combination of land use (density, diversity, and design) and zoning requirements, transit improvements, supportive travel demand management programs, and staging.

### **Parking Management**

- Encourage provision of public parking by private development through incentives in the CR Zone.
- Establish a parking management authority for the Plan area to assist in the active management of parking demand and promote shared parking efficiencies, particularly relieving the requirement for smaller properties to self-park. Public/private parking agreements should be encouraged as private properties redevelop.

### **Growth Policy**

- Amend the White Flint Metro Station Policy Area boundaries to be coterminous with the Sector Plan boundary. The Sector Plan boundary was developed in anticipation of amending the Policy Area boundary. This would support transit-oriented development, including establishment of higher intersection congestion thresholds.
- Establish an alternative adequate public facilities (APF) review procedure with an exaction process based on the planned transportation infrastructure as proportioned to the traffic generated by each development. This will improve the efficiency of both the development review process (minimizing administrative costs) and infrastructure delivery (by avoiding “lumpy” infrastructure implementation).

**Table 4: Roadway Facility and Segment**

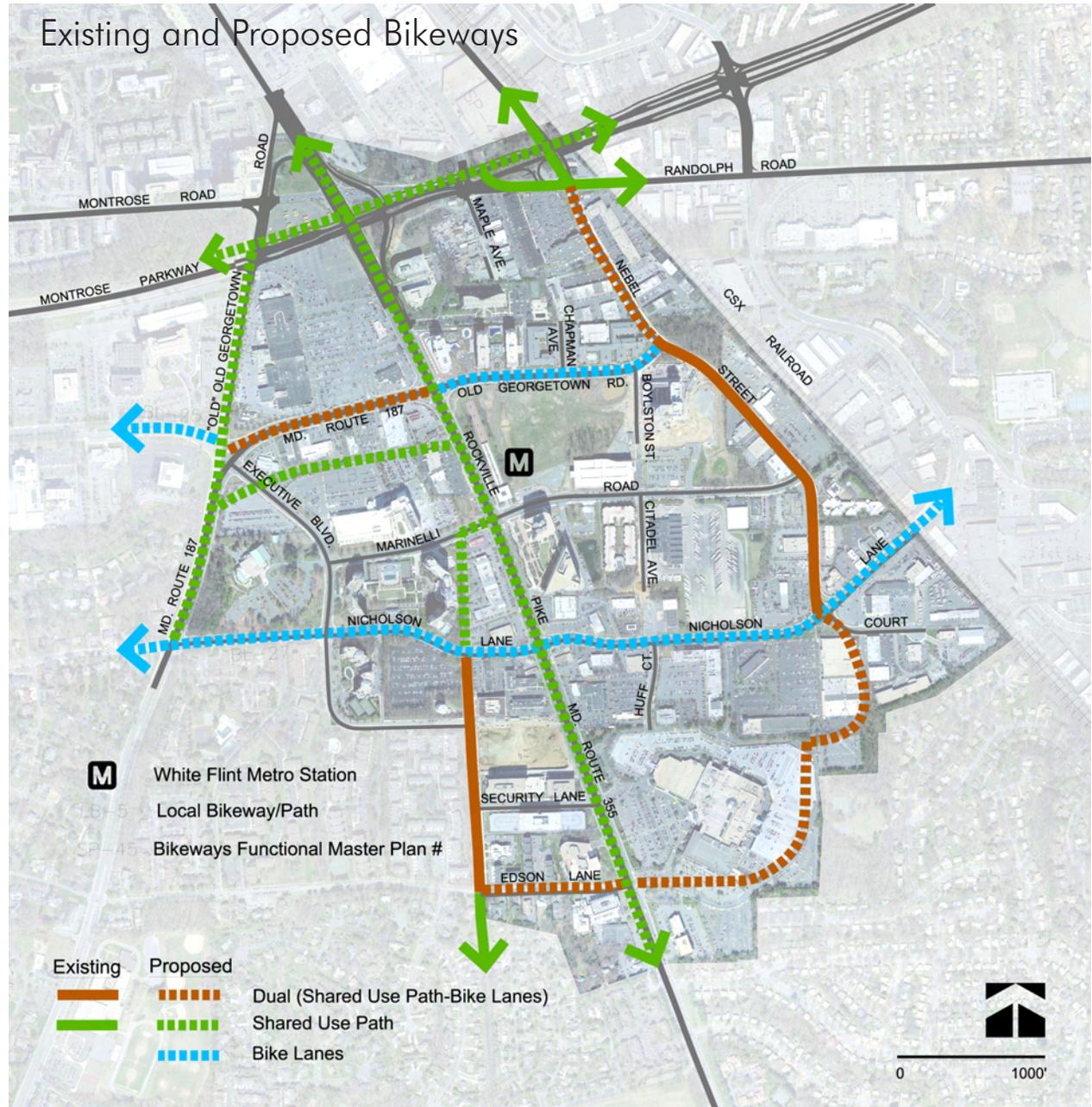
Street	From	To	Road Number	ROW (feet)	Lanes*
<b>Major Highways</b>					
<b>Old Georgetown Road (MD 187)</b>	Nicholson Ln	Executive Blvd	M-4	150	6, divided
	Executive Blvd	Rockville Pike (MD 355)	M-4	120	4, divided
<b>“Old” Old Georgetown Road</b>	Executive Blvd	Montrose Pkwy	M-4a	120	4, divided
<b>Rockville Pike (MD 355)</b>	Sector Plan southern boundary	Sector Plan northern boundary	M-6	150 (162**)	6, divided
<b>Arterials</b>					
<b>Montrose Parkway</b>	“Old” Old Georgetown Rd	Sector Plan eastern boundary	A-270	300	4, divided
<b>Nicholson Lane</b>	Old Georgetown Rd (MD 187)	Sector Plan eastern boundary	A-69	90	4
<b>Chapman Ave (Maple Ave)</b>	Marinelli Rd	Old Georgetown Rd	B-12***	70	2
	Old Georgetown Rd	Montrose Pkwy	B-12***	70	2
<b>Citadel Ave/Boylston St***</b>	Nicholson Ln	Old Georgetown Rd	B-4	70	2
<b>Edson Ln</b>	Woodglen Dr	Rockville Pike (MD 355)	B-5	70	2
<b>Executive Blvd Extended</b>	Woodglen Dr	Nebel St Extended	B-7	80	4
	Marinelli Rd	Nicholson Ln	B-7	80	4
	Nicholson Ln	Nebel St Extended (B-5)	B-7	80	4
<b>Huff Ct/ Huff Ct Extended</b>	Nebel St Extended (B-5)	Nicholson Lane	B-4	70	2
<b>Lansown St</b>	Marinelli Rd	Old Georgetown Road	B-11	70	2
<b>Marinelli Rd</b>	Executive Blvd	Nebel St	B-6	90	4
<b>Market St</b>	Old Georgetown Rd (MD 187)	Rockville Pike (MD 355)	B-10	70	2
<b>McGrath Blvd</b>	Old Georgetown Rd (MD 187)	Wentworth PI (B-13)	B-10	70	2
<b>Mid-Pike spine street</b>	Marinelli Rd	Old Georgetown Rd (MD 187)	B-15	80	4
	Old Georgetown Rd (MD 187)	New Street (Mid-Pike rung) (B-16)	B-15	70	2

Street	From	To	Road Number	ROW (feet)	Lanes*
<b>Business Roads</b>					
<b>Nebel Str</b>	Nicholson Ln	Sector Plan northern boundary	B-5	80	3
<b>Nebel St Extended</b>	Rockville Pike (MD 355)	Nicholson Ln	B-5	80	3
<b>New St (Mid-Pike rung)</b>	"Old" Old Georgetown Rd	Rockville Pike (MD 355)	B-16	80	2
<b>Nicholson Ct (realigned)</b>	Nebel St Extended	900 feet east of Nebel St Extended	B-14	70	2
<b>Old Georgetown Rd</b>	Rockville Pike (MD 355)	Nebel St	B-2	90	4
<b>Security Ln/Security Ln Extended</b>	Woodglen Dr	Huff Ct Extended (B-4)	B-17	70	2
<b>Wentworth Pl</b>	Marinelli Rd	Nebel St	B-13	70	2
<b>Woodglen Dr</b>	Edson Ln	Nicholson Ln	B-3	70	2
*The planned through travel lanes for each segment, not including turning, parking, acceleration, deceleration, or other auxiliary lanes.					
** The Rockville Pike 150-foot right-of-way can be expanded to 162 feet (the additional feet to be obtained through reservation) (see page 44)					
***North of Nicholson Lane, Woodglen Drive is needed for connectivity but will be constructed as a private street because site constraints limit the availability of needed right-of-way.					
The target speed for all master planned roadways in the Plan area is 25 m.p.h., except for Montrose Parkway with a target speed of 35 m.p.h. in the Plan Area.					

## Bikeway Network

- Provide links to existing and proposed public transit facilities as well as to the outlying bicycle and trails network (Figure 44).
- Designate the Plan area as a Bicycle/ Pedestrian Priority Area, an official State designation that facilitates the allocation of funds for bicycle and pedestrian improvements on State roads.

Figure 44



**Table 5: Bikeway Facility and Segment**

Street	From	To	Road Number	ROW (feet)
<b>Nebel St</b>	Randolph Rd	Nicholson Ln	DB-13	Dual Bikeway: Shared Use Path/Bike Lanes
<b>Nebel St Extended</b>	Nicholson Ln	Rockville Pike	DB-13	Dual Bikeway: Shared Use Path/Bike Lanes
<b>Edson Ln</b>	Rockville Pike (MD 355)	Woodglen Dr	DB-13	Dual Bikeway: Shared Use Path/Bike Lanes
<b>Randolph Rd</b>	Montrose Pkwy	CSX tracks	SP-25	Shared Use Path
<b>Nebel St Extended</b>	Randolph Road	Sector Plan northern boundary	SP-47	Shared Use Path
<b>Montrose Pkwy</b>	“Old” Old Georgetown Rd	CSX Tracks	SP- 50	Shared Use Path
<b>Nicholson Ln</b>	Old Georgetown Rd	CSX Tracks	BL-27	Bike Lanes
<b>Old Georgetown Rd (MD 187)</b>	Nicholson Ln	Executive Blvd	LB-1	Shared Use Path
<b>“Old” Old Georgetown Rd</b>	Executive Blvd	Montrose Pkwy	LB-1	Shared Use Path
<b>Old Georgetown Rd</b>	Executive Blvd/“Old” Old Georgetown Rd	Rockville Pike	LB-2	Dual Bikeway: Shared Use Path/Bike Lanes
	Rockville Pike	Nebel St	LB-2	Bike Lanes
<b>Market St</b>	Old Georgetown Rd	Rockville Pike	LB-3	Shared Use Path
<b>Rockville Pike (MD 355)</b>	Edson Ln/Nebel St Extended	Marinelli Rd	LB-5	Shared Use Path
<b>North Bethesda Trolley Trail</b>				
<b>Woodglen Dr</b>	Edson Ln	Nicholson Ln	SP-41 & LB-4	Dual Bikeway: Shared Use Path & Bike Lanes
	Nicholson Ln	Marinelli Rd	SP-41	Shared Use Path
<b>Marinelli Rd</b>	Woodglen Dr	Rockville Pike	SP-41	Shared Use Path
<b>Rockville Pike (MD 355)</b>	Marinelli Rd	Sector Plan Northern boundary	SP-41	Shared Use Path

# community facilities & cultural resources



Public facilities demonstrate public investment and interest in ensuring quality of life and public safety. Cultural resources, such as historic sites, represent our local heritage and enhance our quality of life and understanding of place.

Parks, schools, libraries, fire, rescue and emergency services will be needed to support the planned population. Because space is at a premium in an urban area, public facilities in White Flint will have to be located on smaller properties and efficiencies may be achieved in multi-use buildings (Figure 45). The proposed public use spaces will be connected to the parks and cultural resources (Figure 46).

## Public Parks

The Sector Plan recommends one new park, an expansion of an existing park and enhancements to a third park. The new park, the Civic Green will be located in the core area. White Flint Neighborhood Park will be expanded and Wall Park will be enhanced by relocating the surface parking to provide space for more recreational uses. The park facilities will be connected through a series of paths and trails including the Recreational Loop.

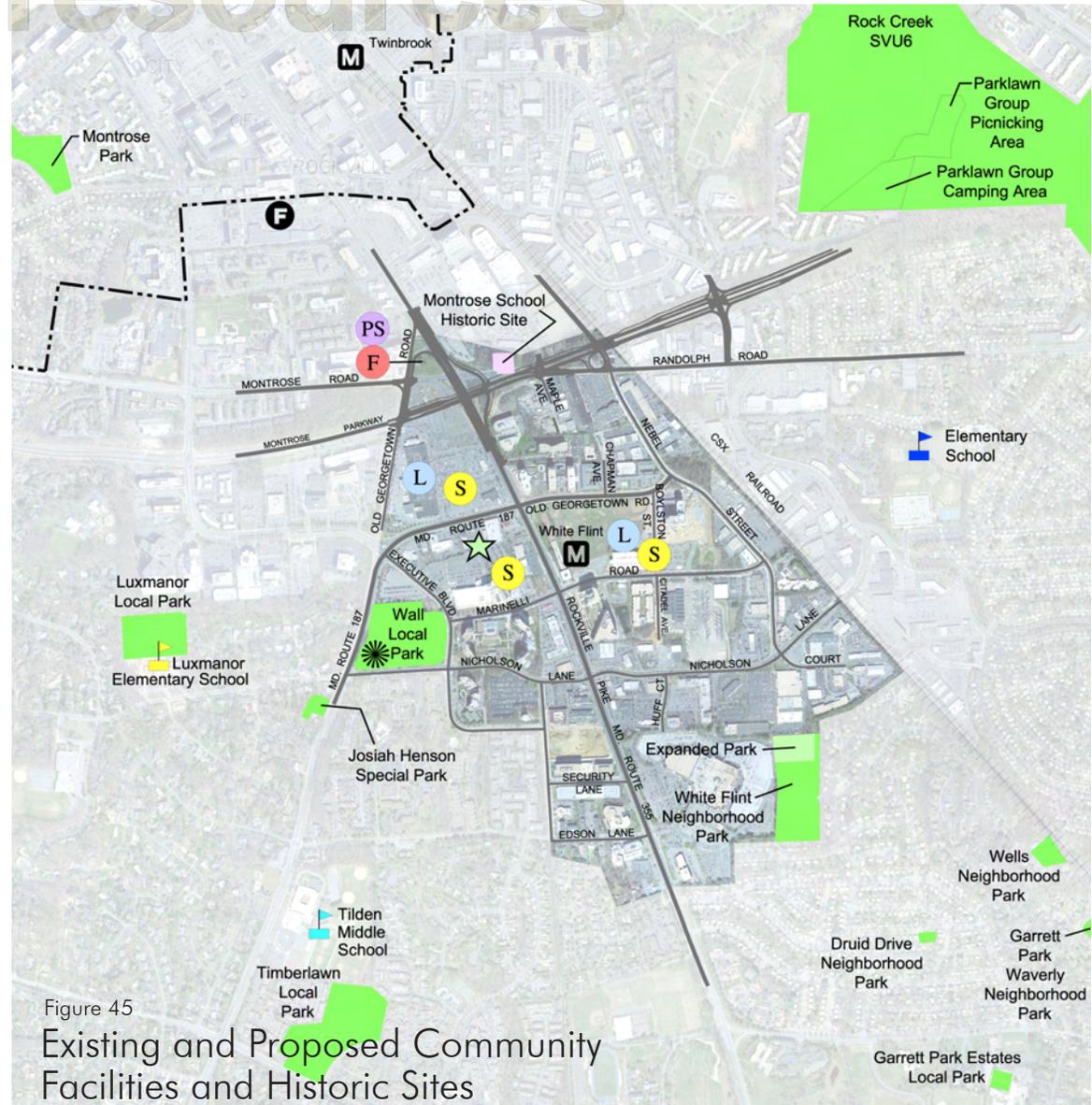
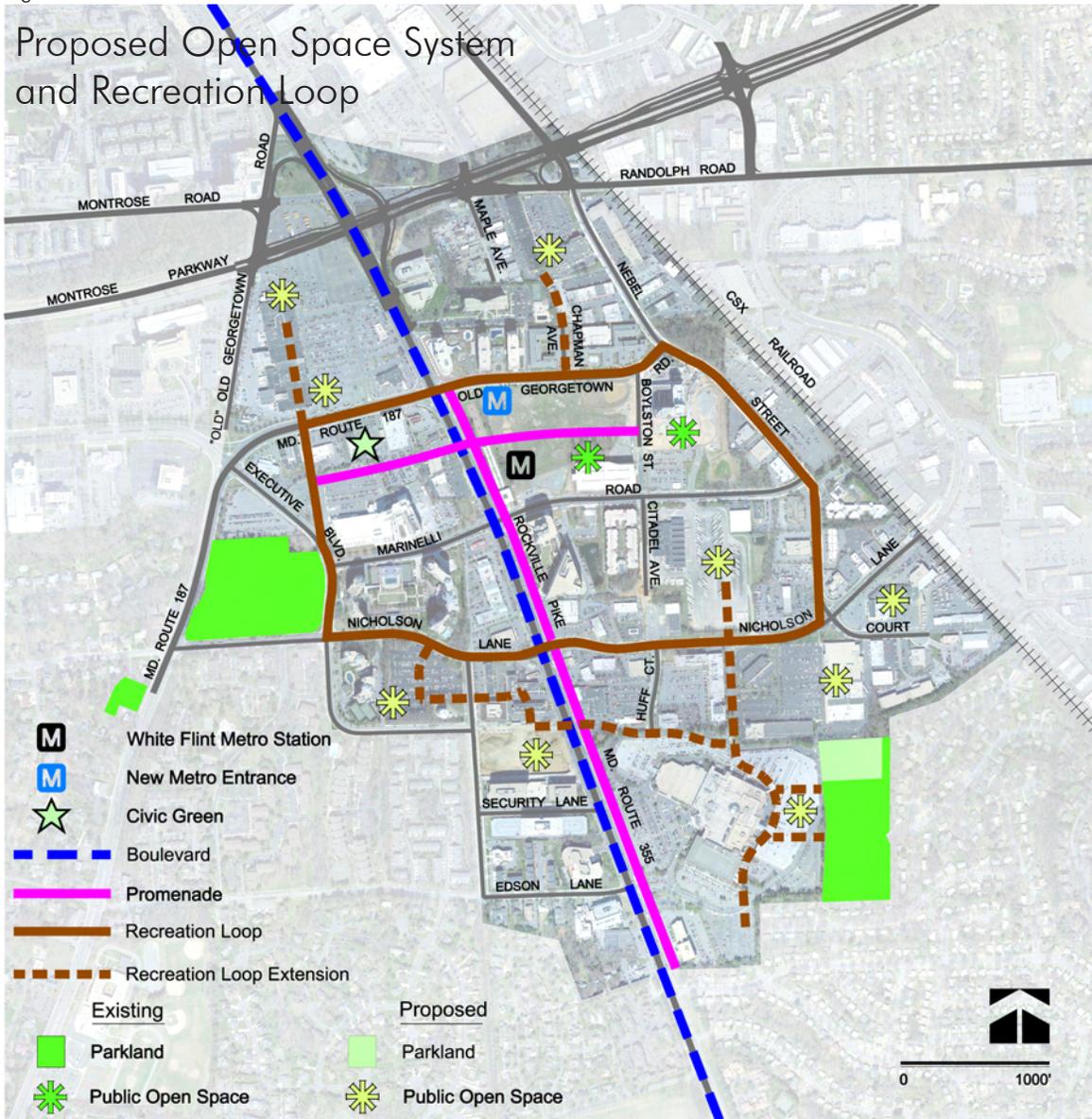


Figure 45  
Existing and Proposed Community Facilities and Historic Sites

Figure 46



### The Civic Green

This is the public open space for outdoor community-wide activities and events and should be centrally located within the Conference Center Block. There are two ways to obtain land for the civic green: through dedication, if there is assemblage of properties within the Conference Center Block, or through acquisition with public funds.

Whether acquired or dedicated, the civic green must be approximately one acre and designed to:

- accommodate major outdoor activities, public events, gatherings, and celebrations
- allow for local street closures to provide more event space
- draw people from the surroundings to participate in local events

If assemblage is not possible, there are properties within the Conference Center Block large enough and in an appropriate location to function as the civic green that should be acquired with public funds. After public acquisition occurs, it may be that the adjoining property owners become interested in redevelopment. They may wish to enter into a public/private venture to accomplish better the public purpose of the civic green. In that event, it may be prudent to consider land swaps or other options to achieve the desired outcome.

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### *Wall Local Park*

Wall Local Park is approximately 11 acres and within one half-mile of the Metro station. The Montgomery Aquatic Center and a large surface parking lot (250 spaces) occupy almost half the site. If the surface parking were relocated, Wall Local Park could include more outdoor recreational options for the surrounding community and the future residents.

This Plan envisions a public/private partnership with adjacent properties to relocate the surface parking within a parking structure built in conjunction with new residential development such as a public/private agreement. This would help redirect public sector funds from building structured parking on-site to improving Wall Local Park. The redesign of Wall Local Park should incorporate the sizable trees and include a pedestrian connection to the Josiah Henson/Uncle Tom's Cabin site, a cultural site of international significance, about one quarter-mile south on Old Georgetown Road and one half-mile from the Metro station.

The facility plan for Wall Local Park should consider:

- an outdoor splash park
- an expanded indoor pool area
- skateboarding facilities
- playgrounds for young children
- level grass areas for leisure and informal play to serve people of all ages
- flexible space for adults, children, teens, and young adults
- paths
- a pedestrian connection to Josiah Henson/Uncle Tom's Cabin site.

### *Expansion of White Flint Neighborhood Park*

The White Flint Neighborhood Park lies adjacent to the southern and eastern boundaries of the Plan area. The Plan recommends that an additional 2.3 acres located on the White Flint Mall property be dedicated to expand the existing park boundaries. The dedication should include the existing parking lots. These areas will provide enough space for additional recreational facilities, such as rectangular fields that will benefit the future and surrounding neighborhoods.

The facility plan for the park should consider:

- rectangular fields
- pedestrian and bicycle connections
- upgrading the existing facilities
- stormwater management and drainage impacts on the adjoining existing single-family community.

### Historic Resources

The Montrose School (1909) (Resource #30/2) in the Maple Avenue District (see page ) is the only historic site designated on the Master Plan for Historic Preservation in the Plan area (Figure 47). Thomas C. Groomes designed the Montrose School with its classic detailing and pebbledash walls. As completed in 1909, the school has two rooms, augmented by a third in 1948. The school closed in 1965 and is now owned by Peerless Rockville. Designation in the Master Plan for Historic Preservation provides protection for the site under Montgomery County's Historic Preservation ordinance, Chapter 24a of the County Code. The site's environmental setting encompasses the entire one-acre parcel on which the school is located. The property is also listed in the National Register of Historic Places.

Just outside the Plan area south of Wall Local Park is Josiah Henson Site/Uncle Tom's Cabin (Resource #30/6). The building is an 1800-1815 frame structure with an 1850 log wing. The building and site are associated with Josiah Henson, whose 1849 autobiography inspired Harriett Beecher Stowe to write her novel, Uncle Tom's Cabin. Henson was a slave on the property for most of the years 1795-1830. The property is designated as a historic site in the Master Plan for Historic Preservation. The environmental setting at the time of acquisition was just over an acre. The property is managed by the Montgomery County Department of Parks.

- New development in the Maple Avenue District should provide a pedestrian connection to the Montrose School.
- Improve pedestrian access through the Plan area to the Josiah Henson Site/Uncle Tom's Cabin historic site.



Figure 47: Historic Montrose School

## Public Schools

The proposed residential development in the Plan area will generate new students at each level, but primarily at the elementary school level. Projections from proposed development indicate the need for an additional elementary school, whereas new middle and high school students can be accommodated at the existing high school and middle school facilities.

There is no site large enough for a typical 10 to 12 acre elementary school within the Plan area. As a result, the Plan recommends that Montgomery County Public Schools (MCPS) consider utilizing Rocking Horse Center, a closed elementary school on 18 acres of land approximately one half-mile from the center of the Plan area and located on Macon Road.

MCPS may consider reopening one of the former elementary schools in the Walter Johnson cluster: the former Alta Vista, Arylawn, Kensington, and Montrose elementary schools. Alta Vista and Arylawn are owned by Montgomery County and leased to private schools. Kensington is owned by the County and leased to the Housing Opportunities Commission (HOC). Montrose Elementary School is owned by the Board of Education and leased to a private school. MCPS operates the former Grosvenor Elementary School as a holding school for elementary schools undergoing modernization and it is not a likely candidate for reopening.

- Locate an elementary school site on the Rocking Horse Road facility in the Randolph Hills neighborhood or explore redistricting to accommodate the new students generated by future development in the Plan area.

## Fire, Rescue, and Emergency Medical Services

The Plan area is serviced by Rockville Volunteer Fire Department Station 23 on Rollins Avenue and Bethesda Station 20 at West Cedar Lane and Old Georgetown Road. Bethesda Station 26 on Democracy Boulevard and Kensington Station 21 along Veirs Mill Road also provide emergency services to the Plan area. Montgomery County Fire and Rescue Service (MCFRS) have determined that relocating Station 23 farther south on Rockville Pike would improve service between White Flint and I-495.

- Locate a new fire, rescue, and emergency medical services (EMS) station on the excess right-of-way for the Montrose Parkway owned by the SHA.

## Public Safety

There are six police districts and one special operations unit in the County. The Plan area is within the Montgomery County Department of Police 2nd District in Bethesda and adjacent to District 1 in Rockville. The Bethesda Station is located at 7359 Wisconsin Avenue in Bethesda and Rockville Station is at 1451 Seven Locks Road.

- Locate a new police substation with other public uses, with the new Fire and Emergency Services on excess SHA property in the Mid-Pike Plaza District.

### **Satellite Regional Services Center**

The Montgomery County Bethesda-Chevy Chase Regional Services Center, which will serve the Plan area, has determined that a satellite office should be located in the core area. The services center should include space to house the public entities that will manage redevelopment in White Flint (see page 57, bullet 5 in the Staging Plan), a community meeting room, and a transit store. The facility can be integrated with nonresidential or residential development.

- Locate a satellite services center in the Metro East, Metro West, or Mid-Pike Districts.

### **Libraries**

The Montgomery County Department of Public Libraries has recommended that a new express library should be located within the Plan area. The new library will be smaller than a traditional library and integrated with residential or nonresidential development. It will be designed to serve existing and future residents and employees who can walk to the library from adjacent residential development or from Metro and public transportation.

- Locate a new express library in the Metro East or Mid-Pike Plaza Districts close to the high-density urban core.

### **Farmers' Market**

Farmers' markets provide economic opportunities for local farmers, promote public health, activate public space, and create a strong sense of community. Montgomery County's Agricultural Services Division operates several farmers' markets throughout the County. Because farmers' markets are located in places with other uses on non-market days, their location is flexible and requires little infrastructure.

- Locate a site for a farmers' market within the Metro West District, possibly at Wall Park.

### **Art**

Art in public spaces adds value to development and enhanced experience for residents and visitors. The CR zone has incentives for public art. New development should consider interating art into public open use space.

# implementation



## Zoning

### Commercial Residential Zone (CR Zone)

Implementing the Plan's vision is best accomplished with a mixed-use zone. The 1992 Sector Plan recommended the floating transit station mixed-use zones (TS-M and TS-R) for redevelopment projects. These zones require District Council approval of a local map amendment. This Plan recommends using the Commercial/Residential (CR) Zone, which promotes mixed commercial and residential uses at varying densities to provide sustainable development where people can live, work, and find services and amenities while minimizing automobile use.

The CR Zone allows a broad range of uses similar to the CBD Zones and requires the designation of four elements: a total allowed floor area ratio (FAR), a maximum nonresidential (C) FAR, a maximum residential (R) FAR, and a maximum building height (H). The CR Zone is applied through a sectional map amendment consistent with the recommendations of a sector or master plan.

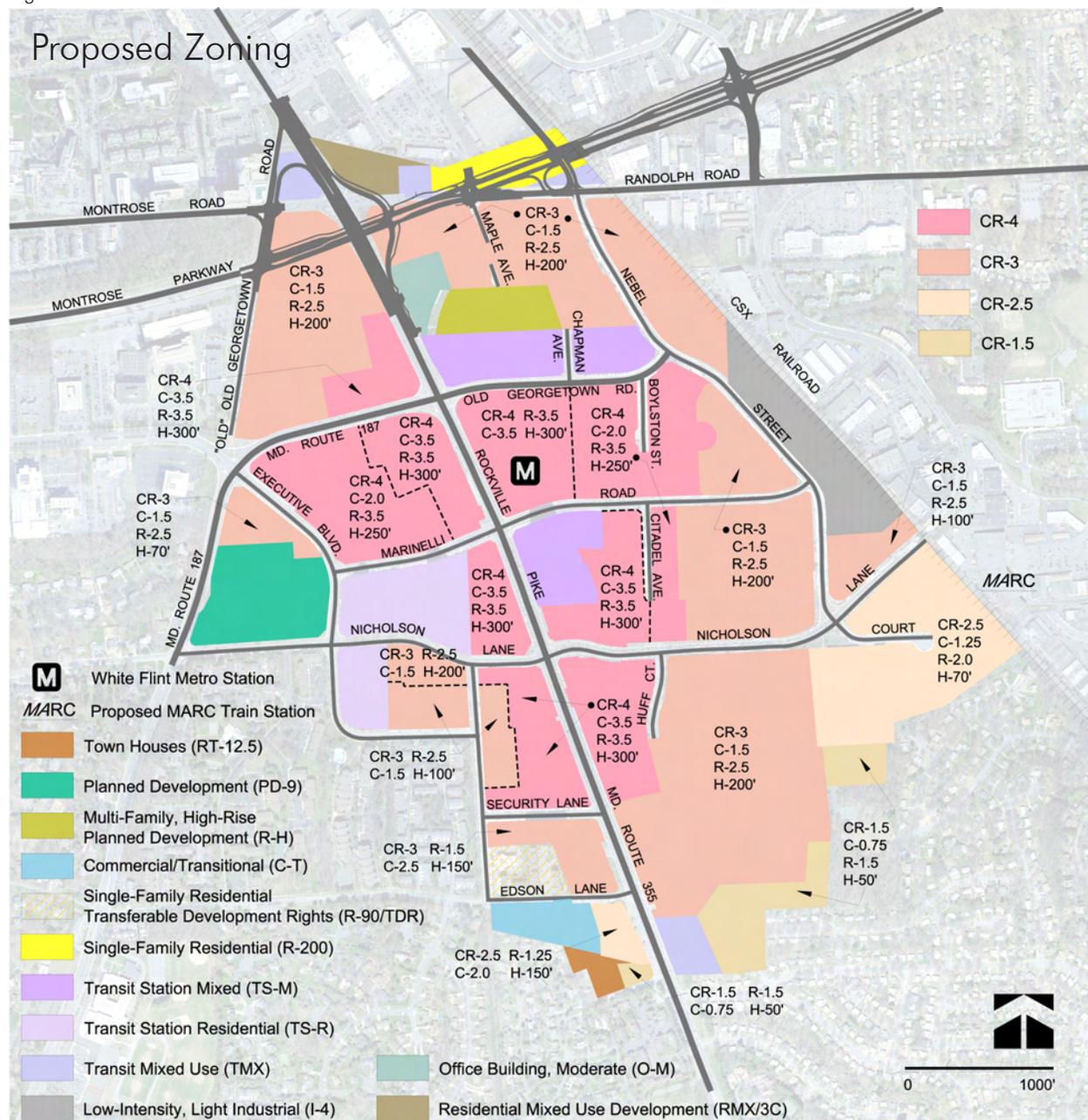
There are two methods for development: standard and optional. The standard method requires compliance with a specific set of development standards and the optional method allows for greater density and height when supported by additional public benefits, facilities and amenities. The additional density may be achieved through a series of incentive bonuses that can be bundled to earn the maximum allowable density.

Properties within the Plan area will have the benefit of incentives based on proximity to transit as well as incentives for providing a range of housing types, additional affordable housing, incorporating community facilities into mixed-use developments, environmental sustainability features, and innovative design.

**Table 6: Proposed Zoning**

Maximum Total FAR	C	R	H	Application
CR 4	C 3.5	R 3.5	H 300	At Metro-Office Tall
CR 4	C 2	R 3.5	H 250	At Metro-Residential Tall
CR 3	C 3	R 1.5	H 200	Existing Office Tall
CR 3	C 1.5	R 2.5	H 200	½ mile Metro Tall
CR 3	C 1.5	R 2.5	H 100	½ mile Metro Medium
CR 3	C 1.5	R 2.5	H 70	½ mile Metro Low
CR 2.5	C 2	R 1.25	H 150	Existing Office Medium
CR 2.5	C 1.25	R 2	H 70	Residential Low
CR 1.5	C .75	R 1.5	H 50	Transitional Low

Figure 48



Moderately Priced Dwelling Units (MPDUs) are required in all residential development in Montgomery County with more than 20 units. The Plan includes a recommendation to expand the current Metro Station Policy Area to include all properties within the Sector Plan boundary. Workforce Housing is required for residential development with more than 40 dwelling units per acre within a Metro Station Policy Area. When that action has been taken, residential development within the Plan area must comply with the County's Workforce Housing requirements.

Figure 48 maps all four elements of the CR Zone: the total maximum density (CR), the total commercial (C) and residential (R) components, and the maximum height (H). There are nine discrete CR Zones proposed (Table 6). Also mapped are other recommended changes to zoning or confirmation of the existing zoning as described in the text accompanying the recommendations for each District, pages 28-49.

## Public Open Space Requirements

The CR Zone requires public open space for all development under either the standard and optional methods, based on the lot area, frontages and size of the lot. Public open space may be privately owned, but must be accessible to the public. It is preferable for the public use space to be located on site and combined with adjoining development to create useful and connected places. This Plan assumes that much of the public open space system will be obtained through this requirement (Figure 46). If all the properties recommended for CR zoning were to redevelop, the public use space requirement could yield approximately between 20 and 30 acres.

For example, the following three large properties could yield significant public open space.

- Mid-Pike Plaza (20 acres) would yield about two acres.
- The Lutrell property (five acres) would yield a one-half acre which could become a neighborhood green or two smaller urban squares.
- The White Flint Mall property (43 acres) would yield at least four acres.

## Priority Projects Eligible for Amenity Fund Support

The CR Zone allows contributions for off-site amenities that advance the building of the public realm. These projects must be identified in a sector or master plan and appear in the CIP to enable contributions.

The following projects are recommended for White Flint:

- underground utilities and streetscape on all existing public streets, including, but not limited to Old Georgetown Road, Nicholson Lane and Marinelli Road, Nebel Street, Nicholson Court, and Maple Avenue
- a community meeting room
- the civic green
- facility plan for design and construction of Wall Local Park
- Market Street
- improve Woodglen Drive for bicyclist and pedestrian access between the Bethesda Trolley Trail and Nicholson Lane including public art, benches, bicycle racks, and trash receptacles.
- the landscaped promenade on top of the Metro access tunnel easement between the Metro East District and the White Flint Mall District.
- mid-block pedestrian connections between Mid-Pike and Metro West Districts and the NRC and White Flint Mall Districts.
- signage for the Recreation Loop.

The advisory committee described in the staging plan should identify additional projects in their periodic reports to the Planning Board.

## Staging Plan

A staging plan addresses timing of new development and public facilities within the lifetime of a sector or master plan. A successful staging plan should be elastic enough to respond to market forces without losing the plan's vision or requiring amendments. It must also make realistic assumptions about the facilities needed to support development while minimizing negative impacts on surrounding development. In White Flint, staging must include increasing transit ridership as a means to reduce traffic congestion.

The White Flint staging plan is guided by the following.

- Ensuring fiscal responsibility. Timing and sequence of development should be matched to capital improvement funding. Funding for the capital improvements required by new growth will come from a variety of public and private sources. Private development should provide for those public facilities needed to support the new development and not burden existing facilities.
- Coordinating development with public infrastructure. Public facilities should be provided in conjunction with private land development, including dedication of land for public use in order to reduce the costs to the public.
- Promoting balance. The Plan recommends substantial residential development to create neighborhoods in White Flint. Nonresidential development should not preempt residential development by absorbing available capacity or land.
- Promoting a sense of place. The reconstruction of Rockville Pike as a boulevard and the creation of a civic core area are both fundamental to creating a sense of community and place in White Flint. The sequence in which these projects are developed, especially the construction phases for Rockville Pike, is critical to traffic management and to minimizing disruption to commerce and impacts on surrounding communities.

The proposed zoning envelope contains more potential density than will be used over the life of the Plan. The Mobility chapter outlined the requirements for accommodating new development, such as the desired mode split, the enhanced street network, and more emphasis on multifamily residential development since it generates less traffic than nonresidential development. The Plan recommends a staging plan that meters development approvals to ensure that the transportation infrastructure is in place when needed. The amount of development that can be accommodated by the proposed infrastructure and transit is approximately 75 percent of the recommended zoning envelope capacity.

Of primary importance is managing traffic congestion, which can be accomplished by building the proposed street grid and improving and enhancing access to transit. The realignment of Old Georgetown Road and Executive Boulevard is the critical part of the road network that will provide an alternative for through traffic on Rockville Pike and diffuse traffic through the Plan area.

Second is ensuring that proposed civic uses, intended to create vitality within the urban core, are built and constructed early in the life of the Plan.

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Finally, reconstruction of Rockville Pike will require additional right-of-way, which cannot be obtained all at once, since development will occur property by property. The Plan recommends dedication to the 150 foot right-of-way and an additional reservation to 162 feet to accommodate the design of the multi-modal cross section. An interim solution may be necessary, such as locating a drive-aisle in the setback area or setting aside vaults for the undergrounding of utilities outside the limits of the future reconstruction. Regardless of when the reconstruction occurs, there will be disruption to adjacent businesses. Efforts should be made to address that disruption, such as local bus shuttles and an evening construction schedule.

Before any additional development can be approved, the following actions must be taken.

- Approval and adoption of the Sector Plan.
- Approval of sectional map amendment.
- Council resolution to expand the Metro Station Policy Area to encompass the entire Sector Plan boundary, which:
  - requires workforce housing
  - proposes legislative changes to allow impact fees to be captured in a Metro Station Policy Area
  - reduces Transportation Impact Tax
  - allows Critical Lane Volume (CLV) Standard to increase to 1,800.
- Establish the Sector Plan area as a State of Maryland Bicycle Pedestrian Priority Area.
- Create public entities or financing mechanisms necessary to implement the Sector Plan within 12 months of adopting the sectional map amendment. These include, as appropriate, the following:
  - parking management authority
  - urban service district
  - redevelopment office or similar entity
  - tax increment financing district
  - special assessment district.
- Develop a transportation approval mechanism and monitoring program within 12 months of adopting the sectional map amendment.
  - Planning Board must develop biennial monitoring program for the White Flint Sector Plan area. This program will include a periodic assessment on development approvals, traffic issues, public facilities and amenities, the status of new facilities, and the Capital Improvements Program (CIP) and Annual Growth Policy (AGP) as they relate to White Flint. The program should conduct a regular assessment of the staging plan and determine if any modifications are necessary.
  - The Planning Board must establish an advisory committee of property owners and interested groups that support the redevelopment of the Plan area, to evaluate the assumptions made regarding congestion levels, transit use, and parking.

The committee's responsibilities should include monitoring the Plan recommendations, identifying new projects for the Amenity Fund, monitoring the CIP and AGP, and recommending action by the Planning Board and County Council to address issues that may arise.

- Any development approvals that proceed before the public entities are in place are subject to existing regulatory review requirements including LATR and PAMR.

### **Phasing**

Development may occur anywhere within the Plan area, however, all projects will be required to fund or, at a minimum, defray total transportation infrastructure costs. The phases of the staging plan are set at 30 percent, 30 percent, and 40 percent respectively of the 17.6 million square feet of new development. This Plan recommends that affordable housing units provided under the CR Zone incentives and are in addition to those required by Chapter 25A may be excluded from the staging capacity.

#### *Phase 1: 3,000 dwelling units and 2.0 million square feet nonresidential development*

During Phase 1, the Planning Board may approve both residential and nonresidential development until either of the limits above is reached. Work-around road projects west of Rockville Pike, including the streets for the civic core, should be contracted for construction during Phase 1 and completed before commencement of Phase 2.

The following prerequisites must be met during Phase 1 before to moving to Phase 2.

- Contract for the construction of the realignment of Executive Boulevard and Old Georgetown Road.
- Contract for construction of Market Street (B-10) in the Conference Center block.
- Fund streetscape improvements, sidewalk improvements, and bikeways for all streets within one quarter-mile of the Metro station: Old Georgetown Road, Marinelli Road, and Nicholson Lane.
- Fund and complete the design study for Rockville Pike to be coordinated with SHA, MCDOT, and M-NCPPC.
- Establish a bus circulator system linked to surrounding office districts and residential neighborhoods.
- Establish an inventory of long-term parking spaces to set requirements for Phase 1 and Phase 2 parking caps that provide a progressive achievement of the end-state limitation of 0.61 long-term parking spaces per employee in the Plan area.
- Limit long-term parking spaces to capacity established in the Annual Growth Policy.
- Achieve 30 percent non-auto driver mode share for the Plan area.

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### *Phase 2: 3,000, dwelling units and 2.0 million square feet nonresidential development*

Before development beyond the limits set in Phase 1 can be approved, the Planning Board must determine that all the Phase 1 public projects have been completed. The amount of development that could be approved in Phase 2 is set at approximately one third of the planned development. During Phase 2, the Planning Board may approve both residential and nonresidential development until either of the limits above is reached.

The following prerequisites must be completed during Phase 2 before proceeding to Phase 3.

- Construct streetscape improvements, sidewalk improvements, and bikeways for all streets within one quarter-mile of the Metro station: Old Georgetown Road, Marinelli Road, and Nicholson Lane.
- Complete realignment of Executive Boulevard and Old Georgetown Road.
- Construct the portion of Market Street as needed for road capacity.
- Fund the second entrance to the White Flint Metro Station.
- Construct Nebel Street Extended between Nicholson Lane and Rockville Pike as needed for road capacity.
- Conduct a North Bethesda residential areas circulation study.
- Increase non-auto driver mode share to 35 percent.
- Limit long-term parking spaces to capacity established in the Annual Growth Policy.

### *Phase 3: 3,800 dwelling units and 1.9 million square feet nonresidential development*

Before development beyond the limits set in Phase 2 can be approved, the Planning Board must determine that all the Phase 2 public and private projects have been completed. In Phase 3, the remaining transportation capacity could be committed. At the end of Phase 3, the development should total 14,500 units (17.4 million square feet) and 12.9 million nonresidential square feet. This is a 58/42 percent residential/nonresidential mix and close to the desired 60/40 percent residential/nonresidential mix.

- Complete all streetscape improvements, sidewalk improvements and bikeways outside one quarter-mile from the Metro.
- Reconstruct Rockville Pike.
- Fund MARC station.
- Increase non-auto driver mode share to 39 percent.
- Limit long-term parking spaces to 0.61 per employee.

#### *Phase 4: Raising the Transportation Cap*

The Plan recommends a level of development and a mix of uses that can be accommodated by the road network and transit facilities. The proposed road infrastructure supports the proposed development and it is important to note that there are no additional roads within the Plan boundaries that would further improve vehicular mobility.

There is growing evidence from other parts of the country that urban scale, transit-served development does not always result in higher traffic congestion. Detailed monitoring of traffic conditions over time will indicate if transit use results in fewer than anticipated vehicle trips. If that is the case, the transportation cap of 9,800 dwelling units and 5.9 million square feet of development should be reexamined. The CR Zone as applied in the Plan allows a greater zoning capacity than can be served by the proposed mobility infrastructure. This was done so that if assumptions regarding the transportation cap proved conservative, the County Council would not have to revisit the zoning envelope to allow more development and could confine their review to the transportation issue. The proposed monitoring program should include provisions for alternative transportation analyses, such as a cordon line cap, to evaluate how much additional density could be supported.

#### **Capital Improvement Projects (CIP)**

##### *Proposed CIP Projects*

Table 7 contains the infrastructure projects that should be publicly funded through the CIP. CIP projects that are not in the Staging Plan are indicated. Staff estimates of capital costs for projects that may require public financing and implementation. Projects may also include private sector participation. Projects already fully funded in CIP or CTP such as Montrose Parkway, Citadel Avenue, and Chapman Avenue are not included.

**Table 7: Capital Improvement Projects**

Phase	Project Name	Location/Limits	Road #	Right-of-way		Construction		
				Acreeage	Estimated Cost (\$m)	Length (miles)	Estimated Cost (\$m)	Total Cost (\$m)
2	Civic green *			1.0	\$ 6.5			\$ 6.5
1	Library *				\$ -		\$ 5.0	\$ 5.0
1	Market Street and promenade	MD 187 to MD 355		3.2	\$ 20.8	0.3	\$ 7.5	\$ 28.3
1	Police and Fire/Rescue*			1.5	\$ 9.8		\$ 10.0	\$ 19.8
1	Streetscape improvements				\$ -	3.0	\$ 15.0	\$ 15.0
1	MD 187/Executive Blvd intersection	M-4/M-4(a) junction		0.5	\$ 3.3	0.3	\$ 7.5	\$ 10.8
1	"Old" Old Georgetown Rd	Executive Blvd to Montrose Pkwy	M-4(a)	0.2	\$ 1.3	0.3	\$ 7.5	\$ 8.8
1	Executive Blvd realignment		B-15	2.6	\$ 16.9	0.3	\$ 7.5	\$ 24.4
2	Nebel St Extended (south)	MD 355 to Nicholson Ln	B-5	5.2	\$ 33.8	0.5	\$ 12.5	\$ 46.3
2	Metrorail northern station entrance				\$ -		\$ 25.0	\$ 25.0
2	Streetscape improvements				\$ -	5.4	\$ 27.0	\$ 27.0
3	Rockville Pike boulevard	Montrose Rd to Edson Ln	M-6	2.4	\$ 15.6	1.2	\$ 66.0	\$ 81.6
3	MARC station/access improvements	Nicholson Ct			\$ -		\$ 15.0	\$ 15.0
	Phase 1 Subtotal				\$ 58.5		\$ 60.0	\$ 118.5
	Phase 2 Subtotal				\$ 33.8		\$ 64.5	\$ 98.3
	Phase 3 Subtotal				\$ 15.6		\$ 81.0	\$ 96.6
	<b>TOTAL</b>				<b>\$ 107.9</b>		<b>\$ 205.5</b>	<b>\$ 313.4</b>

\* not in the staging plan

## **Administration**

This Plan recommends the creation of an urban service district, as well as a redevelopment office or similar entity, both of which will work in coordination with the Bethesda-Chevy Chase Regional Services Center.

The urban service district will provide increased maintenance of the streetscape and its amenities; provide additional public amenities such as plantings, seating, shelters, and works of art; promote the commercial and residential interests of the community; and program cultural and community activities.

The redevelopment office, or similar entity, would provide specific redevelopment expertise. A redevelopment office would serve as an interface between developers and County agencies regulating development, utilities, State Highway Administration, WMATA, and other affected public sector entities.

the life of the Plan.

## **Financing**

Implementing the White Flint Sector Plan will require substantial public and private investment in infrastructure and public facilities. The infrastructure necessary to advance phases of the staging plan should be financed through general fund revenues appropriated in the regular CIP process, as well as through the creation of a tax Increment financing district and a special assessment district.

Recognizing that the Council and the Executive will decide how to implement the Plan using these or other tools, the following principles are applicable:

- Leverage the substantial tax increment generated by redevelopment in the Plan area.
- Be sensitive to the limits of the private sector's capacity to fund public infrastructure in light of the requirements to provide public benefits and amenities.
- Provide maximum certainty regarding the timing and extent of public sector investments.
- Expand the Metro Station Policy Area boundary to be coterminous with the Plan boundary.
- To the extent possible, capture impact taxes or similar excise taxes paid by development in the district and spend those revenues within the Plan boundary.
- To the extent possible, residential condominium developments' share of the financing burden should be met by one-time payments rather than recurring obligations.
- Direct private sector funds to improvements within the Plan boundary, to the extent that the benefits of those improvements accrue within the Plan boundary.
- Direct public sector funds to improvements within the Plan boundary to the extent that the benefits of those improvements accrue outside boundary or to the public sector as a property owner.

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Planning Board Draft  
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