



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

MCPB
Item # 7
7/16/09

July 10, 2009

MEMORANDUM

TO: Montgomery County Planning Board

VIA: Glenn Kreger, Acting Chief
Vision Division

FROM: Piera Weiss, *Piera Weiss* Master Planner (301.495.4728)
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South Central Transit Corridor Team
Vision Division

SUBJECT: Worksession #14: White Flint I Sector Plan
Approve Planning Board Draft Plan for Transmittal to the County Council

STAFF RECOMMENDATION: Approve the Planning Board Draft Plan for transmittal to the County Council.

The attached Planning Board Draft contains changes approved by the Board during the June 18 worksession. Since June 18, staff received a telephone call from the Executive Branch staff regarding public hearing testimony for a satellite regional services center and the Planning Board has received C-Track correspondence from the Friends of White Flint (FWF) requesting changes to text in the Plan.

The following is a summary of the list of the changes to the Draft Plan presented on June 18, including responses to the aforementioned conversation and correspondence:

1. Plan Vision (pages 8-9): The first sentence has been edited to underscore the transformation envisioned in the Plan. The vision statement incorporates the text previously found in the section entitled, County-wide Land Use and Transportation Policies and that title has been deleted.
2. Background (pages 10-16): Two paragraphs, which were originally found later in the section, were moved to the beginning so that the reader could identify the Sector Plan area and boundary before reading the details concerning existing conditions. A new paragraph (page 16) was added to describe the surrounding neighborhoods. The figure showing the neighborhoods has the Sector Plan area centered so that the eastern neighborhoods are shown better.
3. Making a Great Urban Place (pages 17-25):
 - a. Core (page 18): Minor edits.
 - b. Mobility (pages 19-20): Has two new paragraphs describing mobility and emphasizing the pedestrian experience. The sentence "All the streets will be pedestrian-oriented and walkable" has been inserted in the second paragraph.

- c. Staff added a box displaying the street hierarchy that corresponds to the text for each category: Rockville Pike Boulevard, Business Streets, Local Streets, Promenades, Bike Paths and Trails, and Recreation Loop. Pedestrian-oriented streets are re-titled Local Streets.
- d. Buildings (page 21) rewritten to describe better the role of the buildings in creating the public realm.
- e. Public Open Space (pages 22-23) rewritten so that the text matches the proposed hierarchy indicated in the text box. Descriptions for Wall Park and the Central Civic Green have been added.
- f. Compatibility (page 24) has a second paragraph that expands the idea that development should add value, more services, and better facilities for the surrounding neighborhoods as well as the new residents. The map has been enlarged.
- g. Sustainability (page 25): A fuller description of the components of sustainability has been added accompanied by a Venn diagram.
- 4. Land Uses and Zoning
 - a. Area Wide (pages 26-27):
 - i. Density (page 24) – a few sentences have been added to explain the relationship of FAR and height as suggested by the Friends of White Flint.
 - ii. On June 18, the Board added language in the section on housing (page 27) stating that affordable housing provided under the bonus incentives would not be subject to the staging plan. Staff thinks that this language would be better placed in the staging plan (page 71).
 - b. Recommendations by District (pages 28-49): Added descriptions of blocks and the maps identify individual properties discussed in text.
- 5. Sustainability (pages 50-51): Added sentence on stream restoration as suggested by FWF.
- 6. Mobility (pages 52-59): Minor edits.
- 7. Community Facilities and Cultural Resources (pages 60-65):
 - a. Added satellite regional services center in response to Executive Branch testimony (page 65)
 - b. Added section on art (page 65) as suggested by the Friends of White Flint.
- 8. Implementation:
 - a. Zoning (pages 66-68) - minor edits
 - b. Staging Plan (pages 69-73): Follows text approved by Planning Board on June 18. Staff added the sentence regarding affordable housing bonus to be exempt from the staging plan (page 71).
 - c. Table 7 (page 74): Amended to indicate projects not in the staging plan as approved by the Planning Board's approval on June 18.
 - d. Administration and Financing (page 75): Reflects Planning Board discussion of June 18.

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Attachments:

- 1. Detailed Summary of Staff Proposed Changes in Response to Material Received After June 18.
- 2. Summary of June 18 Worksession
- 3. Planning Board Draft Sector Plan

ATTACHMENT 1
Detailed Summary of Staff Proposed Changes in Response to Material Received
After June 18

1. Satellite Regional Services Center.

At the January 12 Sector Plan Public Hearing, the County Executive requested that a satellite services center be located in the sector. Ken Hartman, Director of the Bethesda-Chevy Chase Regional Services Center in a phone call reminded staff that the issue had not been addressed.

Staff proposes a section to the Public Facilities Section recommending that a satellite center be located in or near the core. Staff notes that providing space for this use would qualify for an incentive bonus as a Community Facility since the purpose of the office is to provide services to the community. The proposed language is on page 60. Figure 45 indicates possible locations.

2. Correspondence from the Friends of White Flint dated July 1, 2009 (C-Track 2009-0678).

The Friends of White Flint is an umbrella organization and according to their letter are composed of "the largest community organizations, businesses, employers, and property owners in the White Flint area..."

The correspondence suggests a number of changes to the text. Some of these points were brought to the Planning Board during worksessions. Staff has reviewed the entire document, and agrees with much of the suggestions and proposes some additional text. What follows is a review of the points raised, Planning Board's responses where applicable, and staff's recommendations.

- Promenade:
 - Add text in Urban Form and Public Realm. Staff agrees.
 - Figure 8: Staff disagrees. The intent of the sketch is to show the core.
 - Figure 12 has been revised to show the intersecting of the Market Street and Rockville Pike promenades.
 - Rewrite promenades under Mobility. Staff agrees.
- Utilities:
 - Add language requiring utilities in the right-of-way. Staff disagrees. The Resolution 16-394 (December 4, 2007), Designation of other Urban Areas for Chapter 49 of the County Code, included almost all of the White Flint Sector Plan area, outside of the existing Metro Station Policy Area, thereby allowing undergrounding of utilities consistent with the Road Code. Language specifying undergrounding utilities in the right-of-way was brought to the Planning Board in a slightly different form at the June 18 worksession. A letter from the White Flint Partnership requested more definitive language regarding undergrounding utilities. Staff does not think

that there is any need for more language regarding utilities. The Plan is clear that utilities should be placed underground. Staff believes that this issue is better resolved through the development review process when the details regarding the particular circumstances of project and street are reviewed. Staff believes that the general statement on page 19 of the Plan coupled with the designation under the Resolution is sufficient.

- Rockville Pike Cross-section: Add Glatting Jackson Cross Section for Rockville Pike. The Planning Board discussed this in the June 4 worksession and did not add the cross-section to the Plan.
- New Public Parks: Describe Wall Park and the Civic Green. Staff agrees.
- Private Outdoor Spaces: The reference to each unit has been eliminated.
- Proposed Open Space Plan:
 - The intent of Figure 13 is to show clearly the open space plan recommendations within the Sector Plan area. The details will be lost if the map is enlarged to include a bigger area.
 - Figure 4 has been reset to locate the Sector Plan area in the center and to capture more of the surrounding area on the east side, in response to the Randolph Hills Civic Association comments at the June 18 worksession.
 - Add language regarding Wall Park and the Civic Green. Staff agrees.
- Residential neighborhoods: Add communities' names. Staff agrees.
- Height and Density Map needs to be readable. Staff agrees.
- Density does not equal height. Add language explaining that density does not equal height. Staff agrees.
- Grandfathering: The Planning Board discussed this on June 18 and decided the language in the staging plan addressed the issue sufficiently.
- Encourage day care anywhere. Staff notes that the word "especially" has been added before the words "near transit facilities," which implies that day care could be anywhere.
- Public Investment in the Core: Add more language regarding public investment in the Core. Staff agrees.
- Water Tower beautification: Staff thinks the text as written is sufficient.
- Maple Avenue District Road Extension: Staff disagrees. This issue was raised at a worksession on the Glatting Jackson street plan. Transportation Planning staff concluded that acquiring the right-of-way to achieve that connection might require acquisition of land from three different properties (two office buildings and a residential high-rise building). The Planning Board approved the street network as shown in the June 18 draft.
- Improve stream conditions. Add language regarding stream improvements. Staff agrees.
- Sidewalks: Design of sidewalks are addressed in the Design Guidelines.
- Parking Lot District: The Planning Board discussed this on June 4 and decided to eliminate the Parking Lot District recommendation and used a recommendation for a Parking Management Authority instead.

- Bicycle-friendly engineering: Design should be in the Design Guidelines.
- School Site: FWF is proposing the same text the Planning Board reviewed on June 18. The Board amended the text.
- Art: Add language describing art in public space. Staff agrees.

ATTACHMENT 2

Summary of June 18 Worksession

During the morning session, the Planning Board discussed the staging plan with Gary Stith from the Executive Branch. Before recessing for lunch, the Board asked staff to rewrite the staging plan to reflect the decisions the Board had made.

At the afternoon session, the Planning Board approved the rewritten staging plan with an additional change requested from Dan Hardy, Chief of Transportation, to insert a 12-month time limit for the creation of public entities, financing mechanisms and a monitoring program.

The Planning Board also reviewed Addenda 1 and 2, which contained correspondence commenting on the Planning Board Draft Plan. The Board made the following decisions:

1. Staff to reconcile the maps and text for the NoBe District as per the JBG request.
2. Staff to amend the CR 4 zoning in the Mid Pike District as per the Federal Realty request.
3. Amended language regarding vertical and horizontal mix.
4. Added language to the Plan to have the affordable housing units approved under the incentive bonuses not count in the units allowed in the phases of the staging plan. Staff notes that this language appears in the staging plan section.
5. Added 162-foot right-of-way to Table 4.
6. Added with changes the proposed language from Randolph Hills Civic Association regarding schools.
7. Staff to amend maps to center the Sector Plan area and to show communities equidistant on either side.