Mid-Town on the Pike

2009 Rail Volution
Montgomery County, MD

Overview

Planning Framework: Wedges and Corridors

Land Area: 496 square miles

Population: 968,000

Median Household Income: $91,600

Transit Use to Work
Drive Alone 72%
Public Transit 16%
Carpool 5%
Worked at Home 4%
Other 3%
12 Redline Stations in Montgomery County
Existing Conditions
430 acres

Primarily commercial uses on large properties

Some mixed uses

Some industrial

Existing multi-family residential

Multi-family under construction

Public facilities

Major highways
1992 Plan

New development
Vision

Future

Compatibility

Public Use Spaces

Buildings

Core

Mobility

Sustainability

Vision

Future

Compatibility

Public Use Spaces

Buildings

Core

Mobility

Sustainability
Existing street network

Major highway: Rockville Pike

East-west streets

Limited north-south streets

Big blocks
Existing and proposed street network

New public streets: 70'-80' r-o-w

Local service

Breaks up large blocks
Mobility

Rockville Pike
View looking north along Rockville Pike (MD 355)
White Flint Partnership Proposal
Transit

Second entrance to the Metro Station
Mobility

Strategies

Travel demand management
Parking management
Car sharing
Mobility

Existing and proposed bikeway network

- Existing
- Proposed

- White Flint Metro Station
- Local Bikeway/Path
- Bikeways Functional Master Plan #

Legend:
- Orange: Dual (Shared Use Path-Bike Lanes)
- Green: Shared Use Path
- Blue: Bike Lanes
Density

Proposed

Highest Floor Area Ratio (FAR) at Metro Core

Lower density towards existing neighborhoods
Buildings will form the streets and public open spaces.

Tallest buildings at the Metro Station.

Lowest buildings adjacent the existing neighborhoods.

Recommended Building Heights:
- Red: 300'
- Brown: 250'
- Purple: 200'
- Pink: 150'
- Light purple: 100'
- Yellow: 70'
- Light yellow: 50'
- Gray: Existing
Compatibility

Transition

Lower building heights and density towards existing communities
Parks and Open Space

**Proposed**

**Parkland**
- Civic Green - 1 acre
- Active Urban Park – 11 acre Wall Park
- White Flint Neighborhood Park extension

**Proposed Public Use Space**
- Designated open spaces
- On-site or off-site public use space
- Public open space- ¼ acre or more

**Private Recreation Space**
- Indoor and outdoor recreational facilities

**Recreation Loop**
- Pedestrian linkage between public use spaces
Community Facilities

Proposed

Satellite Regional Services Center
Library
Fire and Emergency Services
Police Substation
Elementary School
Proposed

- Stormwater treatment along Rockville Pike and along new streets
- Maximize the planting of trees and other vegetation
- Efficient energy buildings and use of renewable energy sources
- Environmental incentives in the proposed zone
- Environmental site design, including green roofs, pervious paving and water conservation
## Level of Development

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Pipeline (Approved/Under Construction)</th>
<th>Recommendation</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dwelling Units</strong></td>
<td>2,259 dus</td>
<td>2,220 dus</td>
<td>9,800 dus *</td>
<td>14,279 dus</td>
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<tr>
<td><strong>Residential Square Feet</strong></td>
<td>2.7M</td>
<td>2.6 M</td>
<td>11.7 M*</td>
<td>17 M</td>
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<tr>
<td><strong>Non-Residential Square Feet</strong></td>
<td>5.5M</td>
<td>1.79 M</td>
<td>5.69 M</td>
<td>12.9 M</td>
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</tbody>
</table>

*Average dwelling unit size is 1,200 sq.ft*
Districts

Proposed

- Metro West
- Metro East
- Mid-Pike
- No-Be
- Maple Avenue
- Nebel
- NRC
- White Flint Mall
**Districts**

**Mid-Pike and White Flint Mall**

- **Proposed density and building height for Mid-Pike Plaza**
- **Property owner concept for Mid-Pike Plaza**

- **Proposed density and building height for White Flint Mall District**
- **Developer concept plan for White Flint Mall**
<table>
<thead>
<tr>
<th></th>
<th>Residential</th>
<th>Non-Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1</td>
<td>3000 dus</td>
<td>2.0 million sq.ft</td>
</tr>
<tr>
<td>Stage 2</td>
<td>3000 dus</td>
<td>2.0 million sq.ft</td>
</tr>
<tr>
<td>Stage 3</td>
<td>3800 dus</td>
<td>1.69 million sq.ft</td>
</tr>
</tbody>
</table>
Staging

Prerequisites

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) to increase to 1800

Establish the Sector Plan area as a State of Maryland Bicycle Pedestrian Priority Area

Create public entities or financing mechanism 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.
## Plan Phases

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
</tr>
</thead>
</table>
| 3,000 dwelling units  
2 million square feet non-residential | 3,000 dwelling units  
2 million square feet non-residential | 3,800 dwelling units  
1.69 million square feet  
non-residential |

| 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 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. |

| 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 to 35 percent. |
| Limit long-term parking spaces to capacity established in the Annual Growth Policy. |

| 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 to 0.61 per employee. |
Implementation

Administration and Financing

- Urban service district
- Redevelopment office or similar entity
- Tax increment financing
- Development impact taxes and other excise taxes
- Special assessment districts
Proposed Zoning

Commercial Residential (CR) Zone

Mixed uses

Maximum nonresidential FAR

Maximum residential FAR

Maximum building height

Standard and optional method

Sectional map amendment
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## Final Thoughts

### A New Place

- Focus on creating a livable community/place; intergenerational living
- Improve the public realm: new streetscapes, parks and open spaces
- Enhance public health: emphasis on pedestrians, bicyclists, and walking
- Provide public facilities: civic center, library, schools, farmers’ market etc.
- Vertical mixed uses; integrate green elements within all elements
- Focus on all phases of mobility: not about intersections but a system
- Develop implementation strategies, including public-private partnership
- Communicate with the public and provide realistic examples
- Create and maintain a big idea: something to attract public and private interest
- Educate the public, including elected officials
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