White Flint, MD
&
Tysons, VA
MAKE OVER MONTGOMERY CONFERENCE

MAY 9, 2014

Francine Waters,
SENIOR MANAGING DIRECTOR

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A TALE OF TWO CITIES:
Once upon a time…
A TALE OF TWO CITIES
CHARLES DICKENS

1770s
Peasantry DEMORALIZED by Aristocracy

White Flint, MD
Tysons, VA
MAY 9, 2014
Lead to **REVOLUTION** by Peasantry
A TALE OF TWO SUBURBS:
Once upon a time…
1960s
Negative perceptions of **LIFE** in DC...
Negative perceptions of TRAFFIC in DC...
Everyone was seeking the American Dream

White Flint, MD
Tysons, VA
MAY 9, 2014
So they revolted by...
...fleeing to **TYSONS CORNER**...
….and to **WHITE FLINT.**
And the suburban dream WORKED....
For a while...
Access to major roadway interchanges made for a desirable location...
...in WHITE FLINT...
...and **TYSONS CORNER**.
Soon the stores followed...
...in WHITE FLINT...
...and **TYSONS CORNER**.
And the jobs followed too…
...in WHITE FLINT...
…and TYSONS CORNER.
Both evolved into a new kind of major economic center...
With more employees than residents…
The WHITE FLINT Sector

- 430 acres
- 2,221 Households
- 18,100 jobs
- 5.49M square feet Commercial

White Flint, MD
&
Tysons, VA

MAY 9, 2014
The Edge City of **TYSONS CORNER**

- **4.9** Square Miles
- **19,936** Residents
- ~27 million square feet of office
- ~6 million square feet of retail
- ~105,000 jobs
Which caused **TRAFFIC** in White Flint...
...and in Tysons...
And then it didn’t work.
So they looked to TRANSPORTATION DEMAND MANAGEMENT as a solution.
And that addressed the **SYMPTOMS**...
But it didn’t address the CAUSE.
...in WHITE FLINT...
...or TYSONS.
This is where the story shifts to two suburbs’ efforts to become an Urban Core.
The community cried out for an identity…
Where ROCKVILLE PIKE is the spine that unifies White Flint
by establishing a **CONNECTION** between land use, motorists, transit and bicycles...
This meant **TRANSFORMING** it into a more walkable and urban environment.
With more **TRANSIT ORIENTED DEVELOPMENT** and access to more transportation choices…
It included a **GRID** of streets

**EXISTING ROAD NETWORK**

**APPROVED NETWORK**

10 Additional Lanes East/West
6 Additional Lanes North/South

Source: Glatting Jackson, et al
**DISTRICT INFRASTRUCTURE INVESTMENTS**

are necessary to achieve those goals...

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Georgetown Road (MD 187) Nicholson La./Tilden La. To Executive Blvd.</td>
<td>$17,774,000</td>
</tr>
<tr>
<td>Old Georgetown Road (MD 187): Hoya St. to Rockville Pike (MD 355)</td>
<td>$1,789,000</td>
</tr>
<tr>
<td>Hoya Street (formerly Old Old Georgetown Rd.) Executive to Montrose Pkwy.</td>
<td>$15,344,000</td>
</tr>
<tr>
<td>Rockville Pike (MD 355); Flanders Ave. to Hubbard Drive</td>
<td>$66,961,000</td>
</tr>
<tr>
<td>Nicholson Lane: Old Georgetown Rd. (MD 187) to CSX Tracks</td>
<td>$12,942,000</td>
</tr>
<tr>
<td>Executive Blv. Ext.: Marinelli Rd. to Old Georgetown Rd. (MD 187)</td>
<td>$23,500,000</td>
</tr>
<tr>
<td>Main St./Market St: Old Georgetown Rd. (MD 187) to Executive (Bikeway)</td>
<td>$1,713,000</td>
</tr>
<tr>
<td>Main St./Market St: Old Georgetown Rd. (MD 187) to Executive Ext.</td>
<td>$4,933,000</td>
</tr>
<tr>
<td>Main St./Market St: Executive Blvd. to Rockville Pike (MD 355)</td>
<td>$4,661,000</td>
</tr>
<tr>
<td>Market Street from Maryland Route 355 to Station Street</td>
<td>$7,200,000</td>
</tr>
<tr>
<td>Executive Blv. Ext (East): Rockville Pike (MD 355) TO Nebel St. Ext. (South)</td>
<td>$16,700,000</td>
</tr>
<tr>
<td>Nebel St. Ext. (South): Nicholson La. To Executive Blvd. Ext. (East)</td>
<td>$8,200,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$181,717,000</strong></td>
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</tbody>
</table>
PROPERTY OWNERS agreed to a development district tax to pay for those investments…
To provide MOBILITY throughout the Sector…
and transform Rockville Pike into a 21st CENTURY BOULEVARD
It changed perspective by looking at “PERSON TRIPS” rather than individual cars or vehicle miles traveled.

Most transportation planning is based on vehicle travel rather than moving people. The Denver STP uses “person trips.”
The community’s collaboration led to an award winning Sector Plan for White Flint...
TDM is one piece of the puzzle to achieving these goals.
It also involved CONNECTING White Flint with the rest of the County via transit.
Including **EMPLOYMENT OPPORTUNITIES** in the White Flint Health & Science Triangle
As well as **TRANSIT ACCESSIBILITY** within White Flint.
And creating a BIKEWAY Network...
Montgomery County also requires all new developments to sign a Transportation Management Agreement (TMAg) as a condition of plan approval.
A TMAg is required to assist in achieving and maintaining the Non-Auto Driver Mode Share goals (NADMS)
White Flint projects are required to pay TRANSPORTATION MANAGEMENT FEES which are set by Council each year. (Currently $0.10 per gross square foot)
The TMAAg and White Flint Sector Plan tie the phasing of development within White Flint to NADMS goals…
## PHASE I
- **3,000 dwelling units**
- **2 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 substantially all of the street frontage within one-quarter mile of the Metro station: Old Georgetown, Marinelli Road, and Nicholson Lane.**

**Fund and complete the design study for Rockville Pike to be coordinated with SHA, MCDOT and M-NCPPC.**

**Archive 34 percent of non-auto driver mode share for the Plan area.**

**The planning Board should assess whether the build out of the Sector Plan is achieving the Plan's housing goals.**

## PHASE 2
- **3,000 dwelling units**
- **2 million square feet non-residential**

**Construct streetscape improvements, sidewalk improvements, and bikeways for substantially all of the street frontage within one-quarter mile of the Metro Station: Old Georgetown Road, Marinelli Road, Nicholson Lane.**

**Complete realignment of Executive Boulevard and Old Georgetown Road.**

**Construct the portion of Market Street as needed for capacity.**

**Fund the second entrance to the White Flint Metro Station.**

**Explore the potential for expediting portions of Rockville Pike where sufficient right-of-way exists or has been dedicated. It should be constructed once the "work-around" roads are open to traffic.**

**Increase non-auto driver mode to 42 percent.**

**The planning Board should assess whether the build out of the Sector Plan is achieving the Plan’s housing goals.**

**The Planning Board must develop a plan to determine how to bring the mode share to 51 percent NADMS for residents and 50 percent NADMS for employees during Phase 3.**

## PHASE 3
- **3,800 dwelling units**
- **1.69 million square feet non-residential**

**Complete all streetscape improvements, sidewalks, and bikeways outside one-quarter mile from the Metro.**

**Reconstruct any remaining portion of Rockville Pike not constructed during prior phases.**

**Achieve the ultimate mode share goals of 51 percent NADMS for residents and 50 percent NADMS for employees.**
Development Continues to Be APPEALING in White Flint
TYSONS CORNER
Northern Virginia Business Leaders garnered political support and financing for Metro Rail Extension.
Then in 2004...
Four Stations were identified for the **SILVER LINE** in Tysons.
20 REDEVELOPMENT PROPOSALS
in Tysons submitted under county's Area Plan Review process.
Comprehensive Plan needed revisions to account for specific locations of four stations...
…so the Planning Commission deferred all rail-related projects to be reviewed in Special Study of Tysons Corner Urban Center.
Finally on June 22, 2010...
THE BOARD ADOPTED TYSONS PLAN
with 20 Follow-on Motions, directing County staff on elements of Plan implementation.
The PlanAcknowledged that
“Transportation Demand Management is a critical component of this Plan. Traffic needs to be minimized to decrease congestion within Tysons, to create livable and walkable spaces, and to minimize the effects of traffic on neighboring communities.”
...and that Post-Metrorail stations in Tysons ....
“A broad, systematic, and integrated program of TDM strategies throughout Tysons can further REDUCE PEAK PERIOD SINGLE OCCUPANCY VEHICLE TRIPS, as well as increase the percentage of travelers using transit and non-vehicular modes of transportation.”
So Fairfax County began requiring TDM in Development Review Process.
**Tysons Corner Trip Reduction Goals**

<table>
<thead>
<tr>
<th>SQUARE FEET OF GSA IN TYSONS</th>
<th>Distance from Metro Station</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 to 1/8 Mile</td>
<td>1/8 to 1/4 Mile</td>
<td>1/4 to 1/2 Mile</td>
<td>Beyond 1/2 Mile</td>
<td></td>
</tr>
<tr>
<td>Up to 65,000,000</td>
<td>45%</td>
<td>35%</td>
<td>30%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>65,000,000</td>
<td>50%</td>
<td>40%</td>
<td>35%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>84,000,000</td>
<td>55%</td>
<td>45%</td>
<td>40%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>90,000,000</td>
<td>58%</td>
<td>48%</td>
<td>43%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>96,000,000</td>
<td>60%</td>
<td>50%</td>
<td>45%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>105,000,000</td>
<td>63%</td>
<td>53%</td>
<td>48%</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>113,000,000+</td>
<td>65%</td>
<td>55%</td>
<td>50%</td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>
# TDM REQUIREMENTS

<table>
<thead>
<tr>
<th>TDM COMPONENTS</th>
<th>TYSONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TMA Contribution</strong></td>
<td></td>
</tr>
<tr>
<td>OFFICE</td>
<td>$0.10/sq ft (one time)</td>
</tr>
<tr>
<td>RESIDENTIAL</td>
<td>$0.05/sq ft (one time)</td>
</tr>
<tr>
<td><strong>Incentive Fund</strong></td>
<td></td>
</tr>
<tr>
<td>OFFICE</td>
<td>$0.02/sq ft (one time)</td>
</tr>
<tr>
<td>RESIDENTIAL</td>
<td>$0.02/sq ft (one time)</td>
</tr>
<tr>
<td><strong>Remedy Fund</strong></td>
<td></td>
</tr>
<tr>
<td>OFFICE</td>
<td>$0.40/sq ft (one time)</td>
</tr>
<tr>
<td>RESIDENTIAL</td>
<td>$0.30/sq ft (one time)</td>
</tr>
<tr>
<td><strong>Penalty Fund</strong></td>
<td></td>
</tr>
<tr>
<td>OFFICE</td>
<td>$0.10/sq ft (one time)</td>
</tr>
<tr>
<td>RESIDENTIAL</td>
<td>$0.05/sq ft (one time)</td>
</tr>
<tr>
<td><strong>Non-Compliance Fee</strong></td>
<td>$100/Day</td>
</tr>
<tr>
<td><strong>TMA Membership</strong></td>
<td>Optional</td>
</tr>
<tr>
<td><strong>Trip Counts</strong></td>
<td>Annually</td>
</tr>
<tr>
<td><strong>Surveys</strong></td>
<td>Every 3 Years, unless otherwise approved by FCDOT</td>
</tr>
<tr>
<td><strong>Report</strong></td>
<td>Annually</td>
</tr>
<tr>
<td><strong>End of Applicant Control Period</strong></td>
<td>Post build-out, after 3 consecutive counts show goal has been met</td>
</tr>
</tbody>
</table>
At first there was reluctant compliance...
Towers Crescent Offices

“I just need to check the box for this TDM requirement. It’s just not a priority for me. Do whatever you need to do to help us comply and nothing more.”
Then property owners started receiving recognition for their efforts...
Tysons Corner awarded Best Work Site!
Four TDM Coordinators Recognized
Then the business community began embracing TDM...
DISCOVER TOWERS CRESCENT

Please click on individual buildings for more info

TOWERS CRESCENT DESIGNATED
"BEST WORKPLACES FOR COMMUTERS"

White Flint, MD
Tysons, VA
MAY 9, 2014
“the Towers Crescent Commuting Program… is a free service to …help your employees find a better, faster, cheaper way to work. Since parking is one of your biggest problems, I was hoping you could get corporate involved in this to push it out to the masses….As I told you in person… I would be losing the additional garage revenue. My job and my goal is always to do what is best for my tenants and I think that this program has significant benefits to you all.”
### A Comparison: White Flint & Tysons

<table>
<thead>
<tr>
<th></th>
<th>WHITE FLINT SECTOR PLAN</th>
<th>TYSONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measurement of Success</strong></td>
<td>Non-Auto Driver Mode Share (NADMS)</td>
<td>Trip Reduction Percentage off ITE Standards</td>
</tr>
<tr>
<td><strong>Numeric Goal for that Measurement</strong></td>
<td>Sector Wide</td>
<td>Development Specific</td>
</tr>
<tr>
<td></td>
<td>• 34% at Phase 1</td>
<td>• Scaled based on distance from Metro and level of development in Tysons.</td>
</tr>
<tr>
<td></td>
<td>• 42% at Phase 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 51% at Phase 3</td>
<td></td>
</tr>
<tr>
<td><strong>How Measurement is Monitored and Enforced</strong></td>
<td>Surveys</td>
<td>Trip Counts</td>
</tr>
<tr>
<td><strong>How Measurement is Applied</strong></td>
<td>Entire Sector</td>
<td>Each Development</td>
</tr>
<tr>
<td><strong>Penalties for Non-Compliance</strong></td>
<td>Delay Future Phases of Development throughout the Sector</td>
<td>Upfront payment per building.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• $0.62/sq ft for office</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• $0.42/ sq ft for residential</td>
</tr>
</tbody>
</table>
Conclusion:
Two different models for Success with TDM, TOD and the Development Review Process