White Flint Sector Plan: Creating a New Downtown for Montgomery County

Makeover Montgomery 2011

April 15, 2011
Federal Realty Properties in Rockville Pike Retail Brand Area

Rockville Town Square
Congressional Plaza
Federal Plaza
Mid-Pike Plaza
Wildwood Shopping Center
Bethesda Row
White Flint Existing Conditions

Cars Must Beware of Fast Moving Moms with Strollers!

Interesting Place to Meet for a Chat!
Advisory Board Asks: Where do we go from here?
The White Flint Partnership

1. Identify Problem
2. Fix Rockville Pike
3. Improve Traffic Flow
4. Improve Transit Accessibility
5. Create Community
1. IDENTIFY THE PROBLEM
1. Identifying the Problem

What it **is**…

Ordinary
Anywhere USA
Spread Out
Spontaneous
Contrived
Suburban
Shopping Convenient
Retail Cash Cow
Temporary
Disposable
Impersonal
Car-Focused
Sprawling
Congested
Unmanaged
Cluttered
Ethnic & Unbiased
Transit Accessible
Location

What it **isn’t**…

Memorable
Distinctive
Immersive
Organic
Authentic
Urban
Mixed Use Experienced Based
Prosperity Versus Profitability
Enduring
Sustainable & “Green”
Intimate
Walkable
Defined Edges
Vibrant
Connected
Managed
International & Inclusive
Transit Oriented
Address
2. TRANSFORM THE PIKE
2. Transform the Pike
3. IMPROVE TRAFFIC FLOW
3. Improve Traffic Flow

Source: Glatting Jackson, et al
What Can the Street Grid Tell Us?

Savannah, Georgia

Irvine, California

Source: Glatting Jackson, et al
Connected and Convenient: White Flint Street Grid

Sparse existing road network

Source: Glatting Jackson, etal

10 Additional Lanes East/West
6 Additional Lanes North/South
Connectivity in the North
Connectivity in the South
4. IMPROVE TRANSIT ACCESSIBILITY
4. Improved Public Transit with More Options and Access
Improve Public Transit: Existing Transit Conditions
Improve Public Transit: Metro and XRT
Improve Public Transit: Local Circulator
Improve Public Transit: Walkability & Bikability
Improve Public Transit: Walkability & Bikability
Transportation planning efforts
Changing perspective to look at “person trips” rather than individual cars or vehicle miles traveled

**PERSON TRIPS**
Most transportation planning is based on vehicle travel rather than moving people. The Denver STP uses “person trips.”

- Maximum number of cars on a street
- Distribution of people served by these cars
- The same number of people on a bus
- The same number of people on a pedestrian and bicycle-friendly street
5. CREATE COMMUNITY
Blog

A Note of Thanks

Dear Friends,

We want to thank you for your work and support that has been the driving force making the White Flint Sector Plan forward. Your dedication, emails and calls have resulted in yet another success. Last week The County Council’s Public Housing and Economic Development (PHED) Committee listened to you and concurred that Old Georgetown Road between Connecticut and Rockville Pike should remain four lanes, not the six that the staff recommended (paving this island in the middle), they accepted a Level Of Service (LOS) that allows the entire new White Flint to move forward without reductions or justification. Instead of a first phase approach and finally our community is a full expanded library as opposed to just the staff prepared a proposal library. We thank all of you who took the time, invested your energy and participated in this transformative opportunity. We are grateful to the County Council members who heard your calls to keep the new White Flint moving forward. We will continue to keep you posted.

WhiteFlintPartnership.com
Speaker Series: Targeted Community Outreach

The White Flint Partnership
Cordially extends an invitation to join us

Friday, May 1st at 8:30 A.M.
Dave & Busters @ White Flint

For a presentation on
Transit-oriented development, smart growth and the principles
of New Urbanism.

The presentation will focus on national trends, a case study highlighting Montgomery County and how these principles can be applied to create smart and livable environments in the future.

Speakers:
Christopher Zimmerman
www.simonz.com
Member, Sargent Cosmo Team and Chairman, board of directors of the Leadership Montgomery County Transit Committee

Ian Bickford
www.bickford.com
Principal
Steering, Barton & Finkler Architects

Christopher D. Leinberger (Invited)
www.r2l.com
The Brookings Institution

The President of White Flint

Gail Galvani
White Flint

Your reply will be much appreciated. Thank you!

Gail Galvani
7/19/2007

White Flint Sector Plan - A Photo Essay

Did the Schools Issue Affect the WF Community Coalition?

Rumors are leaking about a big fight in the White Flint Community Coalition. www.whiteflintcommunity.org. The Coalition is a group of seven or eight neighborhoods, mostly from the south of the White Flint Sector, which wants changes in the current White Flint Sector Plan.

FLOG - the Friends of White Flint Blog

White Flint is now Award Winning! Sigh. Even Good News Neglects Whew! Council Finishes Public Hearings on WF Plan

Last night the Montgomery County Council finished its public hearings on the White Flint Sector Plan proposed by the Planning Board. Almost 90 witnesses testified to the Council, in panels of six, with statements limited to three minutes apiece.

The public hearings began on Tuesday, with representatives of many organizations, including Friends of White Flint, presenting testimony. (See: Friends of White Flint Released the Final Draft of the White Flint Sector Plan.)
## Proposed Development

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Pipeline (Approved/Under Construction)</th>
<th>Plan Recommendation</th>
<th>Totals</th>
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<tbody>
<tr>
<td>** Dwelling Units</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>** Residential Square Feet</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>** Non-Residential Square Feet (Millions)**</td>
<td>5.5m</td>
<td>1.79 m</td>
<td>5.69 m</td>
<td>12.9 m</td>
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*Average dwelling unit size is 1,200 sq.f.*
community facilities

- satellite regional services center
- library
- recreation center
- civic green
- fire and emergency services
- police substation
- urban park
- neighborhood park
- elementary school
- farmers’ market

white flint sector plan | 2010
urban park
civic green
promenade
recreation loop
neighborhood park

Open Space

General
- Proposed R.O.W.
- Planning Area Boundary
- WMATA Easement Zone
- Buffer Zone
- Pedestrian Link

Open Space
- Proposed Public Use Space
- Approved Public Use Space
- Parkland (Within Sector)
- Parkland (Adjacent to Sector)
- Recreation Loop
- Loop Extension
- Promenade
- Mid-Block Connection

Map of White Flint Sector Plan 2010
Active Pedestrian Friendly Streetscapes
Active Pedestrian Friendly Streetscapes Even at Night
Streets as Part of Public Use Space
The Outdoor Living Room
Design & Programming
Existing Conditions: Mid-Pike
Existing Mid-Pike Plaza
First Floor Plan

<table>
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<tr>
<th>Program</th>
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<tbody>
<tr>
<td>Retail</td>
<td>433,900 sf</td>
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<tr>
<td>Office</td>
<td>1,192,346 sf</td>
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<tr>
<td>Residential</td>
<td>1,726,642 sf</td>
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<tr>
<td></td>
<td>1,544 du</td>
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<tr>
<td>Hotel</td>
<td>90,000 sf</td>
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<tr>
<td></td>
<td>125 keys</td>
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<tr>
<td>Total</td>
<td>3,442,888 sf</td>
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Legend
- Retail
- Office
- Residential
- Hotel
Mid-Pike Massing Diagram
Measures of Success

- Public Hearing Turnout
  - January 2009 Planning Board
    - 50% negative testimony (50 speakers total)
    - 90% of residents negative testimony
  - October 2010 County Council
    - 85% positive testimony (91 speakers total)
    - 60% of residents positive testimony
- 400 of 491 letters in support of Sector Plan
Feel Free to Contact with Questions:
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www.federalrealty.com
www.whiteflintpartnership.com