Working Draft Recommendations
Presentation Overview

I. Background and Context

II. Urban Design Framework and Concept

III. Key Recommendations

IV. Land Use and Zoning

V. Districts

VI. Housing

VII. Community Facilities

VIII. Parks and Open Spaces

IX. Sustainability

X. Mobility

XI. Implementation-Staging
Plan Context
Existing Land Use

<table>
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<tr>
<th>Built Development</th>
<th>Residential</th>
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<td>6.4 million sq.ft</td>
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</tbody>
</table>
Existing Plan Area Zones
Public Outreach

- Schools
- Parks and open spaces
- Transportation
- Property owners and civic/home associations
- Advocates
“...new development within districts focused around transit nodes....to establish a balance between auto and transit access by designing for non-auto movement within walking distance of transit stops.”

1992 North Bethesda/Garrett Park Master Plan
Working Draft Recommendations

2009 Twinbrook Sector Plan
Goal: Build a technology node using synergy between existing government agencies and maintaining existing industrial area for incubator activities.

2010 White Flint Sector Plan
Goal: Transform a car-oriented area into an urban and diverse mixed-use area centered on transit.

Rockville’s Pike Plan Update (2016 Draft)
Goal: Transform a portion of the Rockville Pike corridor into an attractive and vibrant neighborhood for shopping, living, and working.
Working Draft Recommendations

Recommendations:

- To transform a car-centric area into a mixed-use, pedestrian friendly location.
- Focus redevelopment along Rockville pike to extend ongoing efforts to transform the corridor north and south through the plan area.
- Improving the area for pedestrians by introducing activating uses along the Pike.
- Integrate into new development spaces for public use, connected to the Pike and accessible to existing and future residents.
Recommendations:

- New development should enhance Executive Boulevard for pedestrians and introducing street activating uses and open spaces for public use.
- Focus redevelopment to support ongoing County priorities, such as the realignment of Executive Blvd. and Old Georgetown Road.
- Develop vacant land north of Montrose Parkway to connect with northern part of the planning area.
- Introduce new uses that complement existing remaining uses, and that take advantage of existing natural resources.
Working Draft Recommendations

Recommendations:

- Redevelopment should incorporate the character of the adjacent industrial area, to create neighborhood serving centers that are unique to this cluster.
- Define and activate open spaces for community use.
- Promote the enhancement of bike and pedestrian connections related to potential redevelopment sites.
Working Draft Recommendations

Design Objectives:

Community

- Create a sense of place and identity
- Enhance the quality of life
- Foster a sense of belonging

Design

- Enhance the visual appeal of buildings
- Create a cohesive architectural language
- Promote sustainable design practices

First impression

- Establish a strong visual identity
- Create a welcoming and inviting environment
- Enhance the street level experience

Diversity

- Promote a variety of land use types
- Encourage a mix of housing options
- Foster a diverse community

Twinbrook

White Flint

Urban Design Guidelines

Design Objectives:

Community

- Enhance the sense of place
- Foster a strong sense of community
- Promote social interaction

Design

- Create a cohesive architectural style
- Enhance the visual appeal of buildings
- Promote sustainable design practices

First impression

- Establish a strong visual identity
- Create a welcoming and inviting environment
- Enhance the street level experience

Diversity

- Promote a variety of land use types
- Encourage a mix of housing options
- Foster a diverse community
Working Draft Recommendations

- Pedestrian Connection through buffer
- Improvements to bridge pedestrian "gap" between North and South sides of Montrose Pkwy
- Pedestrian connection through buffer
- Luxmanor School
- Potential mixed-use
- Potential public park
- Potential open space
- Light industrial to remain
- Retain light industrial uses
- Redevelopment to anchor Western Workaround
- Neighborhood Center with an industrial focus
- Neighborhood Center
Working Draft Recommendations

Land Use and Zoning

- Promote the transformation of single use commercial shopping centers into mixed-use places along Rockville Pike (MD 355).
- Integrate new residential and non-residential uses in the Executive Boulevard office park and promote mixed-use neighborhood centers at the Loehmann’s Plaza and Randolph Hills Shopping Centers.
- Retain existing multi-family residential development as an important resource of market rate affordable housing.
- Retain light industrial properties to provide important services to down County residents, offer opportunities for small scale businesses, entrepreneurs, and vocational and entry-level employment.
Working Draft Recommendations

Mobility

- Extend the Rockville Pike (MD 355) Boulevard concept to the City limits of Rockville with Bus Rapid Transit (BRT).
- Provide new streets that permit alternative ways to navigate in the Plan area and to link to adjacent communities.
- Support the 2010 White Flint Sector Plan recommendation for a MARC Station but recognize that Maryland Department of Transportation (MDOT) must develop criteria for infill stations in Montgomery County.
- Support the expansion of the 2010 White Flint Sector Plan street network, where feasible.
- Accommodate new bikeways that link to the 2010 White Flint Sector Plan area and the City of Rockville.
Working Draft Recommendations

Parks and Open Space

- Create new parks and open spaces for public use to promote a livable environment for existing and future residents, visitors and employees, and to expand the network of interconnected open spaces envisioned by the 2010 White Flint Sector Plan.
- Link new parks and open spaces with existing and proposed bikeways and trails.
- Develop at least 9 acres of public use in the Plan area.
Public Facilities

- Support the community facilities recommended in the 2010 White Flint Sector Plan.
- Provide recommendations to address school capacity issues in the Walter Johnson cluster.
- Promote the co-location of public facilities to reduce public expenditures and minimize land area.
- Encourage new prototypes for public facilities that promote innovative design.

Working Draft Recommendations
Working Draft Recommendations

Sustainability

- Promote energy efficiency and encourage net zero energy building design.
- Improve the urban ecology, including goals to reduce heat island effect and promote Environmental Site Design (ESD) in stormwater management practices.
- Retain existing wooded areas where designated, and provide increased tree canopy throughout the Plan area.
- Include sustainable solutions in the design of an attractive public realm, to integrate green features, enhance mobility options, and promote walkability.
Working Draft Recommendations

Neighborhood Compatibility

- Provide adequate transitions between new development and existing neighborhoods through appropriate building heights and development intensities.
- Promote new pedestrian paths and bikeways between existing residential communities and new mixed-use development.
Working Draft Recommendations: Overall Height and Density
Working Draft Recommendations: Proposed Zoning
Working Draft Recommendations: Existing and Proposed Zoning
Overall Districts
Working Draft Recommendations

Area: Executive Boulevard North

- Employment Office
  - EOF 0.75, H-100'

- Commercial Residential
  - CR 2.5, C-1.0, R-2.0, H-200'

Executive Boulevard-North
Working Draft Recommendations

Area: Cherington
Working Draft Recommendations

Area: JCC

Floating CRT Zone for the JCC property
Working Draft Recommendations

Area: Federal Plaza
Working Draft Recommendations

Area: Loehmann’s Plaza

- R-60: Single-Family Residential
- R-30: Low Density Residential
- R-20: Medium Density Residential
- Employment Office (EOF): 1.5, H-75'
- Commercial Residential (CR): 1.75, C-0.5, R-1.5, H-75'

Not to Scale

Loehmann’s Plaza

Walnut Grove

11821 Parklawn Drive

Oxford Square
Working Draft Recommendations

District: Parklawn South

Parklawn Drive

Randolph Hills Shopping Center
### Working Draft Recommendations

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<td>5,938 dwelling units</td>
<td>2.98 million sq.ft</td>
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| Jobs to Housing Working Draft Recommendations | 1.49 |
Working Draft Recommendations

Existing Market Rate Housing

- Promote a diverse mix of housing options for residents at different stages of life.
- Retain existing multi-family residential development that furthers Montgomery County’s Housing Element of the General Plan (2011) to provide a broad range of affordable housing options.
- Encourage 15 percent Moderately Priced Dwelling Units (MPDUs) as the highest priority public amenity for new residential development, built under the optional method development.
Preliminary Recommendations: Existing Conditions

- Five multi-family dwelling buildings
  - 1,133 units
    - 5% efficiencies, 36% 1-bedrooms, 51% 2-bedrooms, 8% 3-bedrooms
    - 2% MPDUs (20 units)
  - Average age of 38 years
- Of the 5 buildings in White Flint 2, 4 are wholly market-rate affordable
- Rent levels for White Flint 2’s multi-family dwelling units are affordable to households who earn between 60% - 109% AMI
  - Average affordability of 83% of AMI

White Flint 1 Comparison

- Apartments in White Flint 2 have lower rents and are more affordable than apartments in White Flint 1
- Average building age in White Flint 1 is only 8 years old
  - 16% of units in White Flint 1 are MPDU units
- Typical with newer construction, multifamily in White Flint 1 skew to smaller units
  - 8% efficiencies, 60% 1-bedrooms, 36% 2-bedrooms, 5% 3-bedrooms
  - Contrast in affordability in greatest in larger units
Effective Rent Per SF in White Flint 1 and White Flint 2 2000-Current

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<td>White Flint 2</td>
<td>1.2%</td>
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<tr>
<td>White Flint 1</td>
<td>3.4%</td>
</tr>
<tr>
<td>US Inflation Rate</td>
<td>1.8%</td>
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Source: CoStar
Working Draft Recommendations: Community Facilities

- Support the community facilities recommended in the 2010 White Flint Sector Plan.
- Different sites for an elementary school.
- Promote the co-location of public facilities to reduce public expenditures and minimizes land.
- Encourage new prototypes for public facilities that promotes innovate design.
Working Draft Recommendations: Public Schools

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Existing Parks and Trails near the White Flint 2 Planning Area

The existing parks, trails and open space in the area are provided through the following network of spaces:

- Rock Creek Regional Park to the east.
- Cabin John Regional Park to the west.
- Luxmanor Local Park is along the southern boundary of the Plan area, adjacent to the Executive Boulevard district.
- Rocking Horse Road Center is within the plan area and adjacent to the Randolph Hills neighborhood.
Working Draft Recommendations: Parks and Open Space

- Create new parks and open spaces for public use to promote a livable environment for existing and future residents, visitors and employees, and to expand the network of interconnected open spaces envisioned by the 2010 White Flint Sector Plan.

- Link new parks and open spaces with existing and proposed bikeways and trails.
Public Outreach

What we heard:
- Lack of quality open space in the area.
- Space needed for residents that are 55 years and older.
- Need for grass and trees, rather than bricks and benches.
- Lack of amenities for existing employees.
HIERARCHY

For Everyone
- Rocking Horse Center
  Active recreation, community gardens
- Montrose Bike Trail
  Major trail connection
- Full Sized Rectangular Ball Field

For the Sector Plan Area residents
- An urban greenway along Montrose Parkway
  Connectivity, active recreation, social interaction
- A civic green at Montrose Crossing
  Gathering, ceremonies, and celebrations
- A civic green at Wilco/Wilgus properties
  Gathering, ceremonies, and celebrations

For Each Neighborhood
- Five neighborhood greens at Randolph Hill, Loehmann’s Plaza, Federal Plaza and Pike Center
  Daily recreation, meeting place, access to green
- A trail connection north to the urban greenway and trail and east to the center of Pike and Rose

For Each Block
- An urban plaza
  Meeting place, social gathering

For Each Building
- Private recreation space
  Public use space, community garden, green roof
Working Draft Recommendations

Parks, Trails and Open Space Goals

Parks, trails and open space recommendations are framed by the following goals:

- Provide linkages and signature gateways to the major trail systems and major gathering areas.
- Create livable communities by providing walk to open spaces with amenities for all ages.
- Create green parks within the plan area.
- Improve the function of existing publicly accessible open spaces.
Working Draft Recommendation: Linear Park/Greenway along Montrose Parkway

Existing

- Cherington townhouses and gas station
- Forest
- Montrose Bikeway
Proposed

- Size – 3.5 acres
- Major function – Active recreation, connectivity, and forest buffer protection.
- Site location – along Montrose Parkway in the un-developed forested buffer.
- Amenities for existing townhouse residents, for workers along Executive Blvd. and those needed in PROS Plan.
Regional Linear Park Models

Potomac Yards Linear Park

- Next to mixed-use residential
- 3-1/2 mile long park with regional trail
- Variety of widths allowing a variety of recreational amenities
Working Draft Recommendations: Civic Greens

Existing

- Office park
- Strip center development
- Large surface parking areas
- Some multi-family residential and next to single family residential
**Working Draft Recommendations: Civic Greens**

**Proposed**

- **Size** - Minimum 1 acre
- **Major function** – Socialization and community-wide events
- **Site location** - Located in the center of the re-development, next to activating uses such as retail, along major bikeways and within a 5 minute walk of the new residents
- **Amenities** - Event spaces and lawns, play spaces, art, lots of trees
**Working Draft Recommendations: Neighborhood Greens**

**Commercial Centers**

Randolph Hills Shopping Center, Federal Plaza, Pike Center and Loehmann’s Plaza

- Light industrial development
- Strip commercial center development
- Large surface parking areas
- No residential, but next to existing residential
Working Draft Recommendations: Neighborhood Greens

Commercial Centers
Federal Plaza, Pike Center and Loehmann’s Plaza

- Size - Minimum ½ - ¾ acre
- Major function – daily recreation and socialization
- Site location - 5-minute walk from residents
- Amenities - Picnic areas, play spaces, flexible green space, activating uses and lots of trees

Mosaic District Central Green, Merrifield VA

Columbia Heights Plaza, Washington DC
Working Draft Recommendations: Neighborhood Greens

Commercial Center
Randolph Hills Shipping Center

- Size – Minimum - ¾ acre
- Major function – daily recreation and socialization
- Site location - 5-minute walk from residents
- Amenities - Picnic areas, play spaces, flexible green space, activating uses and lots of trees

TAXI Development, Denver CO (Converted Freight Yard)
Existing

- Office park
- Large surface parking areas
- Next to single family residential – Luxmanor
- Forested stream and open space behind buildings
Working Draft Recommendations: Executive Boulevard Trail

- Major function – connectivity and recreation
- Site location – within existing open space behind office buildings
- Amenities – Trail, bridge and exercise equipment
Existing Conditions

- Former Elementary School Building used for offices
- 60 plot community gardens
- Open space

Proposed

- Rectangular field
Summary

- The existing plan area has 0 parks and 1 public open space.
- The existing plan area has 1 trail/bikeway.
- The new plan proposes 8 new parks and open spaces for a total of 9+ new acres of open space.
- The new plan proposes 3 major trail linkages and new bikeways on all major roads.
Background: Sustainability

White Flint 2 Imperviousness by sub-watershed: approximately 56 percent for the Plan area

Existing Tree Canopy: 29 percent
Preliminary Recommendations: Sustainability

- Promote energy efficiency and encourage net zero energy building design.
- Improve the urban ecology, including goals to reduce heat island effect and promote Environmental Site Design (ESD) in stormwater management practices.
- Retain existing wooded areas where designated, and provide increased tree canopy throughout the Plan area.
- Include sustainable solutions in the design of an attractive public realm, to integrate green features, enhance mobility options, and promote walkability.
Preserving and Enhancing Natural Resources

- Preserve the existing forested stream buffer south and west of Executive Boulevard.
- Preserve portions of the existing forest north of Montrose Parkway and integrate it into the setting of a shared use path connecting to the existing shared-use path to the west along the Parkway.
- Establish green connections east to Rock Creek Stream Valley Park, west to Cabin John Stream Valley Park, and south to the Luxmanor Elementary School and Park.

Water Quality

- Prioritize environmental public benefit points for tree canopy cover in the CR, CRT and EOF Zones.
- Promote the use of environmental site design (ESD) techniques to reduce impervious areas.
- Minimize imperviousness/maximize pervious areas wherever feasible.
- Increase forest and tree cover.
- Use native plants that require less watering and fertilization in landscaped areas and rainwater for watering planted areas.
- Encourage green features (softscaping) in required open space areas and the public realm.
Preliminary Recommendations: Sustainability

Air Quality and Carbon Emissions

- Increase forest and tree cover.
- Construct buildings with either a green roof or cool roof.
- Encourage green features in required open space areas and the public realm.
- Prioritize environmental public benefit points for tree canopy cover and energy conservation.
- Seek opportunities for on-site renewable energy generation.
- Promote site and building design for energy conservation.
  - Consider block and building orientation to maximize passive solar heating and lighting, and to offer optimal siting for solar energy generation.
  - Consider building and construction design, materials and systems to save energy.
- Provide improvements and facilities that encourage non-auto oriented mobility options.
  - Provide links to transit.
  - Improve bikeability and walkability through human-scale block sizes, through-block connections, paths and sidewalks, and an attractive bicycle network.
- Consider using solar panels on parking lots to shade parking spaces and generate clean energy.
- Strive to achieve a net-zero energy balance.
Preliminary Recommendations: Sustainability

Specific Property/District Recommendations

Executive Boulevard
- Retain the existing woodland/trees in the southern and western area in Executive Boulevard South, adjacent to the Luxmanor residential community, as well as the Neilwood-Old Farm stream.
- Develop a path/trail in the Executive Boulevard South area and minimize any encroachment into the stream and environmental buffer.
- Encourage/promote the incorporation of sustainable/green design principles and sustainability initiatives, including but not limited to STAR Communities, Eco District, and LEED ND.

Randolph Hills Shopping Center
- Use infill development to introduce stormwater treatment at Randolph Hills Shopping Center.
- Increase tree canopy.

Wilgus
- Retain a portion of the existing wooded area on the Wilgus property.
Background: Mobility

2010 White Flint Sector Plan

Western Workaround
Background: Bikeway Network

2015 White Flint Separated Bike Lane Network

Woodglen Drive

Nebel Street
Working Draft Recommendations: Street Network

- White Flint 2 Sector Plan Boundary
- 2010 White Flint Sector Plan
- City of Rockville
- 2009 Twinbrook Sector Plan
- Parkland

Existing Proposed

- Major Highway
- Business Streets
- Arterial
- Primary Residential
- Local Streets (Alignment to be determined)
Working Draft Recommendations: Bikeway Network
Working Draft Recommendations: Executive Boulevard

Existing Conditions

Recommendations
Working Draft Recommendations: East Jefferson Street

**East Jefferson Street** (3-lane section North of Montrose Road, looking North)
Proposed Section: Repurposed outer lane into Separated Bike Lanes

**Recommendation**
Working Draft Recommendations: Conceptual Roadway Realignment
Working Draft Recommendations: BRT
Working Draft Recommendations: Transportation Policy

- Proposed White Flint 2-1600 CLV
- CLV standards vary by area
  - North Bethesda – 1550 CLV
  - White Flint 1 MSPA – 1800 CLV
  - Rockville – 1500 CLV
  - Twinbrook MSPA -1800 CLV
Working Draft Recommendations

<table>
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<tr>
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<td>5,938 dwelling units</td>
<td>2.98 million sq.ft.</td>
</tr>
</tbody>
</table>

Analysis

Vehicle/ Capacity Ratio

- AM: 6 a.m.-9 a.m.
- PM: 3 p.m.-7 p.m.
Working Draft Recommendations: Public Benefits

- 15 percent Moderately Priced Dwelling Units (MPDUs) as the highest priority public amenity for new residential development, built under the optional method development.

- The provision of major public facilities, including but not limited to, a dedicated elementary or middle school site; new neighborhood parks and open spaces; bike share stations; public transportation (new Metro Station entrance); and undergrounding of public utilities.

- Quality building and site design, including but not limited to, exceptional design and public open space.

- Connectivity and mobility, including but not limited to, advanced dedication, streetscape improvement, minimum parking, trip mitigation and transit access improvement.

- Diversity of uses and activities, including but not limited to, care centers, moderately priced dwelling units, dwelling unit mix, and enhanced accessibility for seniors or the disabled.

- Protection and enhancement of the natural environment, including but not limited to, tree canopy, energy conservation and generation, and habitat preservation and restoration.
Working Draft Recommendations: Staging

Several important pre-staging items are considered for the draft White Flint 2 Sector Plan.

- The Planning Board should expand the existing White Flint Sector Plan Implementation Advisory Committee to include property owners, residents and other stakeholders from the White Flint 2 Sector Plan area.
- The Planning Board should expand the White Flint Sector Plan biennial monitoring report to include staging recommendations in this Plan.

Prior to approval of any new development in the Plan area, the following actions must be taken:

- Amend the North Bethesda Policy Area to create a new Local Area Transportation Review (LATR) Policy Area for the White Flint 2 Sector Plan area, within six months of adopting the Sectional Map Amendment (SMA).
- Within 12 months of adopting the Sectional Map Amendment (SMA), determine if a public financing mechanism will be established to fund public infrastructure recommended for the White Flint 2 Sector Plan area.
- The Planning Board must create a staging allocation procedure for new development in the Plan area or modify the existing White Flint Sector Plan Implementation Guidelines.
## Working Draft Recommendations: Staging

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**Non-Residential:** 900,000 square feet | **Residential:** 1,800 dwelling units  
**Non-Residential:** 900,000 square feet | **Residential:** 2,100 dwelling units  
**Non-Residential:** 900,000 square feet |

Achieve 27% Non-Automotive Driver Mode Share (NADMS) for the Plan area.

Fund the Executive Boulevard and East Jefferson protected bikeway.

Fund and complete the design study for Rockville Pike Bus Rapid Transit (BRT) that will be coordinated with SHA, MCDOT, M-NCPPC and the City of Rockville.

Complete the implementation of Western Workaround, including the realignment of Executive Boulevard, Towne Road and Old Georgetown Road (MD 187) for vehicular travel.

Fund the roadway realignment of Parklawn Drive and Randolph Road.

Montgomery County Public Schools (MCPS) must evaluate the need for a new elementary school within the Walter Johnson cluster and determine how and when a new elementary school will be programmed.

Maryland Department of Transportation (MDOT) must conduct a feasibility study for an infill MARC station along the Brunswick Line and determine if a MARC station should be located in the Plan area.

The Planning Board must assess that the Sector Plan is achieving its goals and that all the infrastructure items for this Stage 1 are completed, prior to proceeding to Stage 2.

Achieve 35% Non-Automotive Driver Mode Share (NADMS) for the Plan area.

Fund a shuttle or circulator that serves the Plan area, adjacent to residential communities, and Metro station areas.

Fund the acquisition or dedication of a new public park for the plan area.

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 and Nicholson Lane.

Fund the second entrance to the White Flint Metro Station.

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

The Planning Board must assess that the Sector Plan is achieving its goals and that all the infrastructure items for Stage 2 are completed, prior to proceeding to Stage 3.

Achieve 42% Non-Automotive Driver Mode Share (NADMS) for the Plan area.

Fund and implement the Parklawn Drive Shared Use Path.

Montgomery County Public Schools (MCPS) must construct an elementary school for the Walter Johnson School Cluster or determine how elementary school needs will be addressed for the Cluster.

Construct a new MARC station, if MDOT determines that a MARC station will be located within the plan area.
Project Team

Area 2
Luis Estrada
Steve Findley
Nancy Sturgeon
Emily Tettelbaum
Nkosi Yearwood

Functional Planning
Tom Autrey
Eric Graye
Jaesup Lee

Research and Special Projects
Lisa Govoni
Rick Liu

Parks Department
Brooke Farquhar
Rachel Newhouse

Mapping and Graphics/Communications
Deborah Dietsch
Brian Kent
Bridget Schwiesow
Working Draft Recommendations

Adjustments to the Working Draft for the Public Hearing Draft

- Update recommended numbers to reflect adjustments made prior to finalizing the draft.
  - School enrollment forecast.
- Clarify bikeway and road network tables and maps.
  - Include proposed cross-section of East Jefferson, Executive Boulevard and Rockville Pike.

Staff Recommendation

Approve the Working Draft of the White Flint 2 Sector Plan as the Public Hearing Draft and set the public hearing date for January 12, 2017.