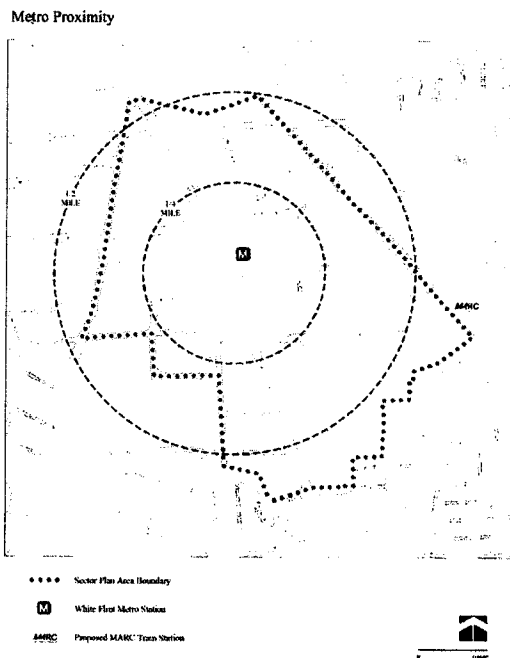


Land Uses and Zoning

Area wide

Density

Ten to twenty years ago, a 2.0 Floor Area Ratio (FAR) was enough to spur redevelopment in White Flint. Now, redevelopment to a higher FAR is necessary to encourage owners to abandon profitable income-producing properties and redevelop, given the amount of infrastructure required on each property.



The proposed density pattern in White Flint places the highest density and tallest buildings within ¼-mile of the Metro station. Densities and heights transition away from Rockville Pike and the Metro station. The lowest FAR density and lowest building heights are located at the edges of the Sector Plan area where lower density and heights are necessary to transition to the modest scale of the adjacent residential communities.

The Plan recommends the application of the Commercial Residential (CR) zone, a mixed use zoning category that permits the widest range of uses and will best achieve the urban center concept. The CR zone has three components: a total CR FAR, a C (Commercial) FAR, a R (Residential I) FAR and an H (Height) maximum. CR zoning has a standard

method allowing up to 0.5 FAR. Development greater than 0.5 FAR must use incentive based FAR bonuses to reach the maximum FAR designation. The incentives cover a wide variety of features that are intended to provide diversity, sustainability, improved access to transit and walkability and build better communities.

The Plan recommends that most mixed use development achieve a mix of 60 percent residential and 40 percent non-residential uses. This emphasis on residential development reduces overall trip generation and provides enough new residents to create neighborhoods and support an urban center.

Mixed Uses

In compact development, vertical and horizontal mixed uses provide variety in the urban environment. This Plan recommends that proposed development should include vertical integration of uses, so that there are few single-use buildings. This is not to suggest, however, that there are no suitable places for single-use vertical buildings.

Housing

- Affordable Housing Residential units in an urban environment may take many forms, but because space is at a premium, the units are typically multi-family apartments. In order to accommodate a variety of households, all new residential development should include different unit types and sizes, including options for the number of bedrooms per unit, and provide choices for all budgets. New residential development should yield 9,800 new units, of which at least 12.5 percent will be MPDUS and 10 percent workforce housing. In addition to the MPDUs and workforce housing required for private development in a Metro Station Policy Area, affordable housing is a suitable use for publicly owned land or land recommended for public use. Where new development is proposed adjacent to publicly owned land, consideration should be given to public/private ventures to provide more than the required affordable housing through land swaps, or whatever creative solution better accomplishes this objective at locations closest to transit.
- This Plan recommends that units for seniors and special populations be included in residential development, particularly in locations nearest local services and transit.

Child Daycare

- One difficulty working families face is finding good quality child daycare near work or home. Child daycare is an optional incentive in the CR zone. Child daycare should be incorporated in new office development and residential development near the transit facilities.

Hotels

- Hotels should be located close to transit, especially within the first 1/4 mile of the Metro station. Hotels at this location will support the Conference Center facilities and could be integrated with residential uses and ground floor retail.

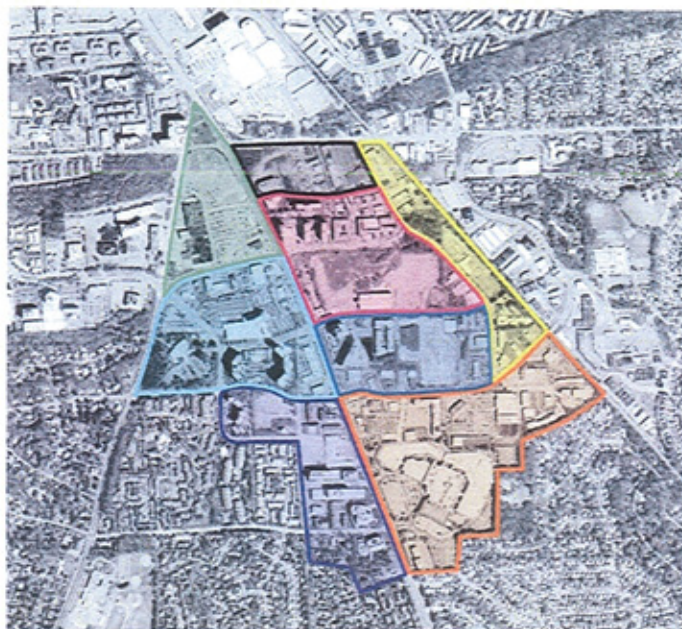
Industrial

- There are properties with existing low-intensity industrial uses at the edges of the Sector Plan where redevelopment is questionable or not in the foreseeable future. This Plan does not discourage the continuation of these uses.

Local Services

- Grocery stores, local retail and commercial services, such as hair salons, pharmacies, and dry cleaners make a neighborhood desirable. Local retail should be incorporated in the ground floor of buildings where streets cross Rockville Pike such as Old Georgetown Road, Executive Boulevard, Marinelli Road, Nicholson Lane or interior north/south roads such as Woodglen Extended and Nebel Street. Regional retail is best located along Rockville Pike where there is high visibility.

Districts



Each District:

- Has a neighborhood
- Includes a destination
- Has public open space
- Has local retail
- Has access to the recreation loop
- Is connected to the rest of White Flint

Figure 15

The new mixed-use urban center includes eight smaller districts: Metro East and Metro West, Nebel, Maple Avenue, NRC, Mid-Pike, NoBe and White Flint Mall.

The Metro West and Metro East Districts form the Core at the Metro Station and the North Bethesda Center, a new mixed use development, resembles the sustainable urban form envisioned in the Plan. . The Mid Pike District is envisioned as the regional marketplace. The White Flint Mall District has the greatest potential for a series of new neighborhoods including a transit oriented development centered at the proposed MARC Station. The NoBe District contains a series of mixed-use blocks, which contain existing office development and new mixed use development. . Some have long term public uses, such as the pre release center and Washington gas facility, or the NRC office buildings. There is potential in all the districts to unify existing and new developments into a more coherent urban pattern and create new neighborhoods.

A Height and Density Map accompanies the description of each district. These maps indicate dispersal of density around the recommended street grid, the location of public use spaces to create an interconnected public open space network and any other particular features. The heights shown on the maps demonstrate the intent to limit heights at certain locations in order to ensure compatibility with surrounding neighborhoods. Density areas shown on the maps indicate where transitions between areas within a district is important to achieve the vision of the plan and address compatibility with surrounding development. The Design Guidelines describes in greater detail the form that new development should take in order to create a distinctive character for each district.

Metro West District

This 54 acre district bounded by Old Georgetown Road, Nicholson Lane, and Rockville Pike and the Civic Core of the Sector Plan. There is substantial public investment in the Aquatic Center, Wall Local Park, and the Bethesda North Conference Center and Hotel. The realignment of Executive Boulevard and Old Georgetown Road will create a street grid within the district and will improve traffic circulation within the rest of the entire Sector Plan area. The District is divided into three blocks, Block 1: Conference Center, Block 2: Wall Local Park, and Block 3: Holladay.



The Plan recommends public investment in the Civic Green, Market Street Promenade and outdoor recreational facilities at Wall Local Park. Assemblage or combined developments would best create the proposed street grid and formation of blocks, especially in Blocks 1 and 2. When Executive Boulevard /Old Georgetown Road are reconfigured with Market Street constructed, Blocks 1 and 2 will be divided into smaller blocks. The density and height map indicates how future development in these smaller blocks should be organized; especially lower the building heights at the northwest corner of Old Georgetown Road and the realigned Executive Boulevard.

Block 1: Conference Center

- Rezone properties fronting Rockville Pike to CR 4, C3.5, R3.5 and H 300 feet and the remainder of the block CR 4, C2.0, R3.5 and H 250 feet. The lower height in the interior will be consistent with residential development across Marinelli Road that is 200 feet higher or greater. The zoning lines follow property lines.

Block 2: Wall Park

- Confirm the PD 9 and R-90 zones on Wall Park
- Rezone the rest of the block to CR3, C1.5, R2.5, and H 70 feet to ensure a transition in height and density from the area directly around the Metro Station and the existing development.

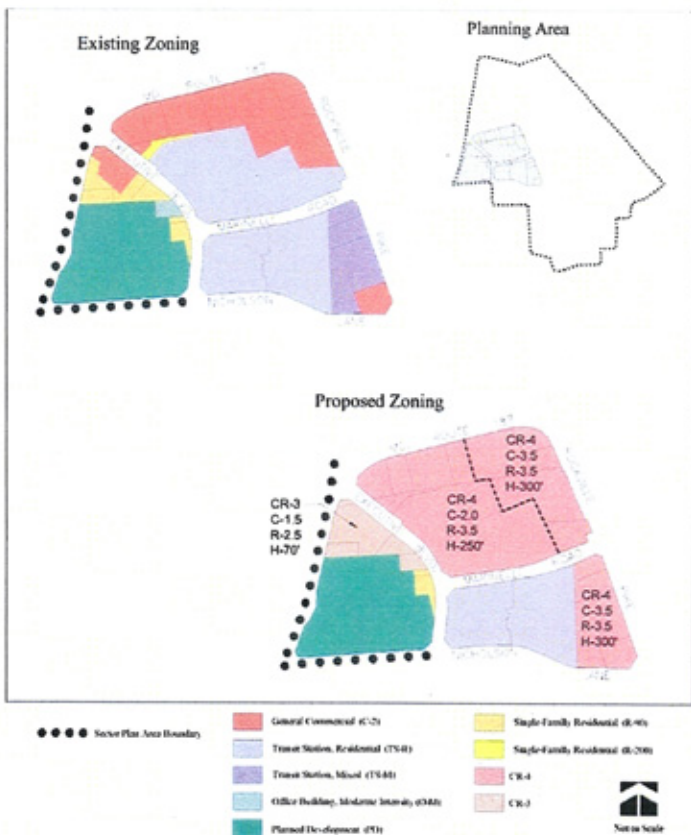
Block 3: Holladay

- Confirm existing residential development (Grand and Wisconsin) in the TS-R zone since redevelopment with mixed uses is unlikely.
- Rezone the Holladay property and the property at the corner of Nicholson Lane and Rockville Pike to CR4, C3.5, R3.5, and H 300 feet. The Holladay property is currently subject to a Development Plan with a maximum 2.2 FAR. If the owners choose to take advantage of the greater potential FAR of the CR zone, the new plan will be subject to the requirements of the CR zone.

White Flint Planning Board Draft Plan



Metro West District - Existing and Proposed Zoning



Metro East District

Metro East forms the eastern half of the Core area and contains: the 32-acre North Bethesda Center project on the Washington Metropolitan Area Transit Authority (WMATA) property; the Forum, an older residential high-rise; and recently built Sterling, Gallery, and White Flint Station residential and mixed-use high-rise development along Old Georgetown Road, between Rockville Pike and Nebel Street.



Block 1: North Bethesda Center

- A development plan and preliminary plan govern the TS-M zoned North Bethesda Center. Some of the parcels have received site plan review approval. TS-M zoned properties between Rockville Pike and Citadel Street Extended (Chapman/Oak Grove Street) should be rezoned to CR 4, C3.5, R3.5, and H 300 feet. This will allow more density at the Metro station.
- Rezone TS-M zoned properties between Citadel Road Extended (Chapman/Oak Grove) and Wentworth Place (at the end of the Commons) to CR 4, C2.0, R 3.5, and H 250 feet. This will allow more residential development at the Metro but not directly on Rockville Pike and there should be slightly lower building heights to transition between the core and the Nebel District.
- Rezone remaining TSM zoned properties east of the Commons at Wentworth Place to CR3, C 1.5, R 2.5, and H 200 feet.
- Rezone three properties on the south end along Nebel Street to the same zone, CR 3, C1.5, R2.5, and H 200 feet. This will allow for assemblage or independent redevelopment.

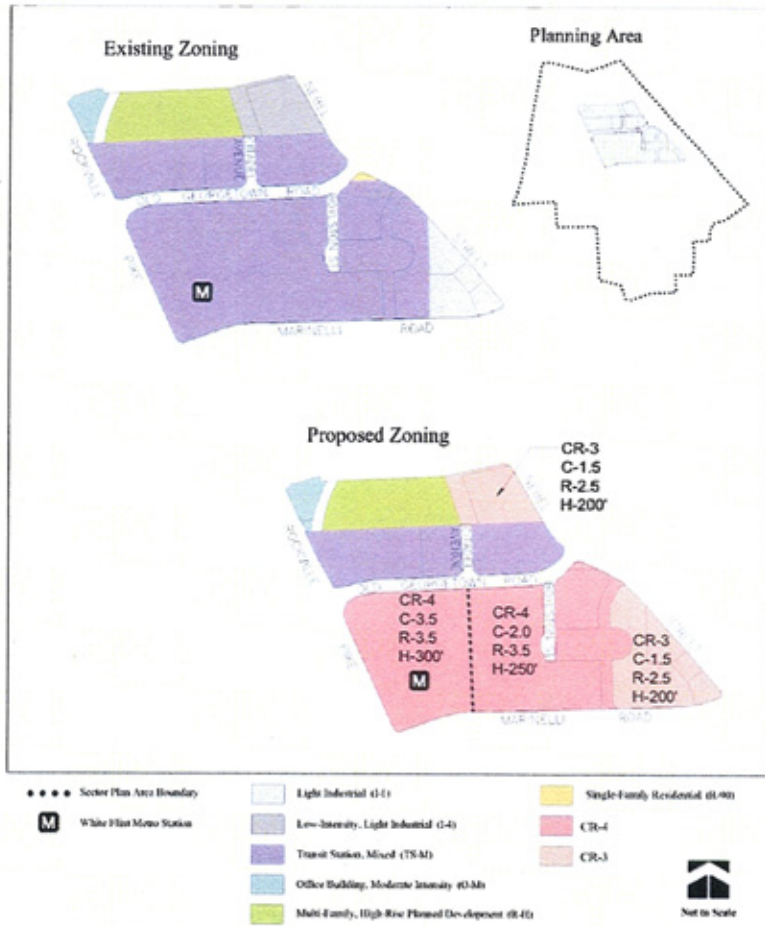
Block 2: Sterling

- Confirm TS-M zone on properties north of Old Georgetown Road. The mixed-use development is recent and there is little likelihood of redevelopment over the life time of the sector plan.
- Confirm O-M, R-H zones.
- Rezone the I-4 zoned properties to CR 3, C 1.5, R 2.5, and H 200 feet. This will allow existing properties to continue in current uses, but if future redevelopment is desirable, mixed use is possible.

White Flint Planning Board Draft Plan



Metro East District - Existing and Proposed Zoning



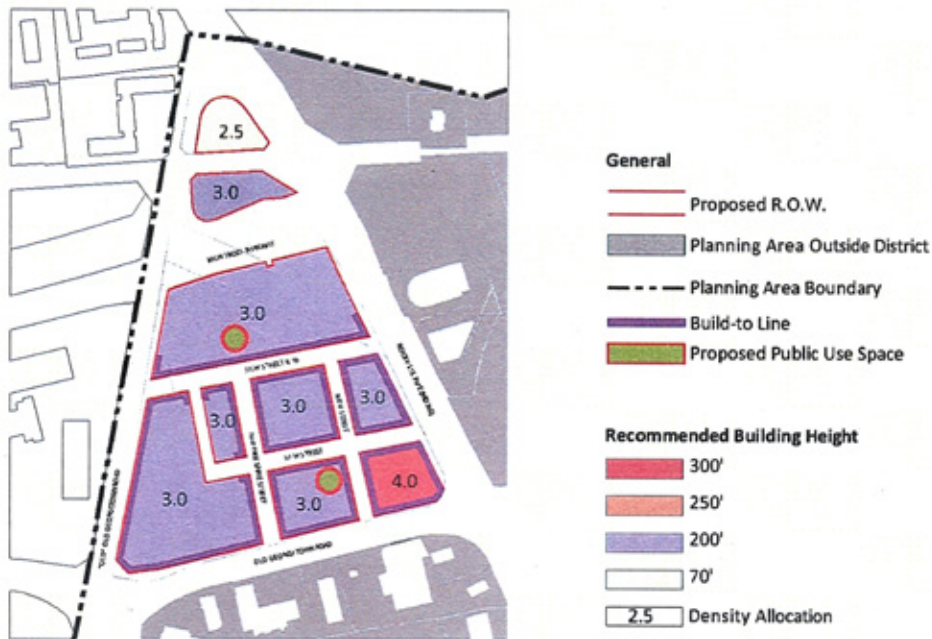
Mid-Pike District

Mid-Pike Plaza is a 20-acre C-2 zoned strip shopping center with surface parking and one-story buildings. This District will function as a regional retail magnet and with substantial residential component and public services. The State of Maryland owns approximately 9.5 acres immediately north of the shopping center, much of which will be used for Montrose Parkway. Redevelopment of the property should retain the regional marketplace function and include residential and civic uses. Building heights of 300 feet should frame the corner of Rockville Pike and Old Georgetown Road. Public open space, such as an urban square or neighborhood green and a civic or cultural attraction, such as a community playhouse or theater in conjunction with an express/electronic library, will provide reasons to gather and encourage all day activity. The recommended CR zone encourages retail by allowing as much as a 50/50 split between non-residential and residential uses.

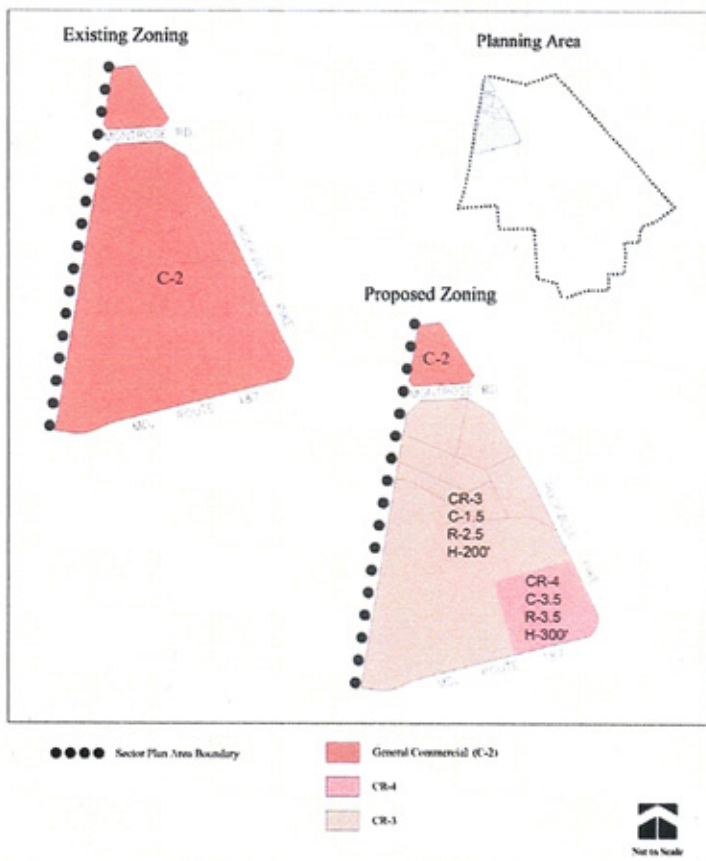


The new internal road network at the corner of the Rockville Pike and Old Georgetown Road creates a high visibility corner and should be developed with mostly non-residential uses. This Plan recommends a taller buildings and greater FAR at the corner.

- Rezone the corner portion of the Mid-Pike Plaza Property to CR 4, C 3.5, R 3.5, and H300 feet. This allows more non-residential use if necessary.
- Rezone remainder of the Mid-Pike Plaza property CR 3, C1.5 R, 2.5 and H 200 feet. This mix allows the property to develop at a mix of 50 percent residential and non-residential, although the maximum FAR can't be reached without some residential use.
- Rezone the portion of SHA property south of Montrose Parkway the same as the Mid-Pike Plaza property so that assemblage is possible, CR 3, C1.5, R2.5 H 200 feet. Affordable housing and public facilities are appropriate in this area, possibly in conjunction with private development.
- Retain the C-2 zoning on the SHA property north of Montrose Parkway. Public facilities, such as EMS, fire and rescue, and police services are suitable uses. Surface parking is not an appropriate use at this location, since much of the emphasis of the plan is to reduce the amount of surface parking.
- Provide minimum 1 acre public open space on the Mid-Pike Plaza property, which can be divided into smaller areas.



Mid-Pike Plaza District - Existing and Proposed Zoning



NoBe District

The NoBe (North Bethesda) District contains office buildings, commercial properties, the North Bethesda mixed use development and the western edge adjoins existing residential development. North Bethesda Market development is consistent with the mixed use urban concept envisioned in the plan. The Bethesda Trolley Trail will draw pedestrians and bicyclists along Woodglen Drive and new residential uses will transition between the existing residential communities and the commercial uses along Rockville Pike.



Land use and zoning recommendations provide for new mixed uses and urban open spaces while, maintaining residential and office uses, and providing a buffer for existing residential communities. The District is divided into 5 blocks; Security Lane, North Bethesda Market, Water Tower, Edson Lane, and Hillery Way. Security and Edson Lanes are attractive streets and well landscaped with a full tree canopy along the sidewalk.

Block 1: Water Tower

- Confirm the TS-R zone on the existing Fallswood residential properties.
- Rezone the properties to CR 3, C1.5, 2.5, H 200 feet on the northern portion along Nicholson Lane. The southern portion closer to Executive Boulevard should be zoned CR 3, C1.5, R 2.5, and H 100 feet. The height difference on this block is to intend to ensure that the new development is compatible with the existing development to the south.

Block 2: North Bethesda Market

- Rezone C-2 zoned properties fronting Nicholson Lane and Rockville Pike to CR 4, C3.5, R3.5, and H 300 feet.
- Rezone the North Bethesda Market development developed under the TS-M zone to CR4, C3.5, R3.5, and H 300 feet. This area contains a building 289 feet in the North Bethesda Market project. The height and density maps indicate that heights and density should not reach the maximum allowed in the zone.
- The remainder of the C-2 and TS-M zoned properties should be rezoned to CR3, C 1.5, R 2.5, H 100 feet to transition to existing residential development and proposed rezoning in Block 1.

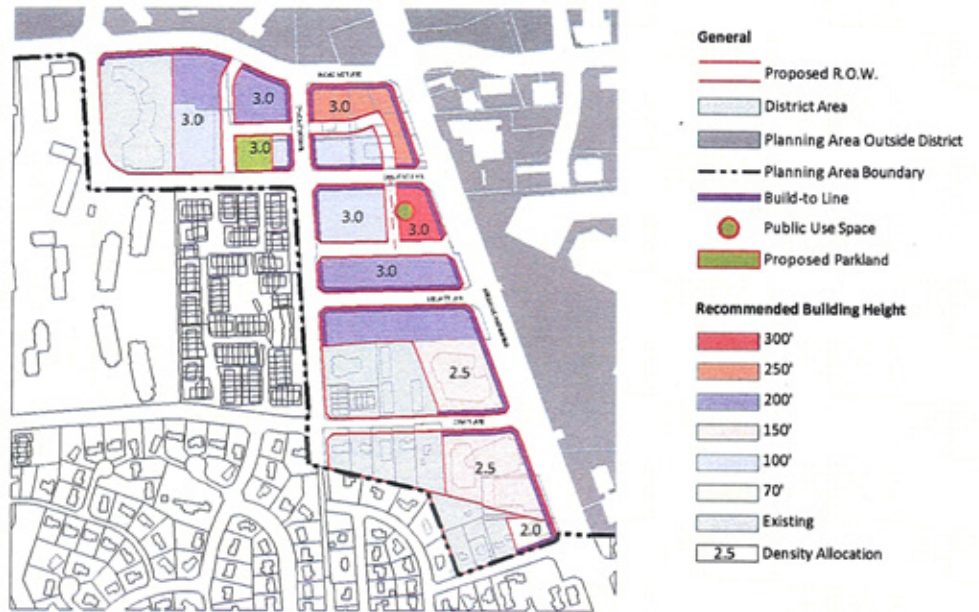
Block 3: Security Lane

- Rezone C-O zoned property on the north side of Security Lane from the C-O zone to CR4, C3.5, R3.5, and H 300 feet. This should accommodate existing office buildings and allow for some additional square footage if buildings are converted to mixed uses.
- Rezone C-O property on the south side of the Security Lane to CR3, C 2.5, R 1.5, and H 150 feet to transition from the higher densities north to the lower densities south.

Block 4: Edson Lane

- Rezone the OM zoned properties north of Edson Lane to CR 2.5, C2.9, R1.25 and H 150 feet to continue the transition established in Block 3.
- Confirm the residential development in the R-90/TDR zone.
- Confirm the CT zone south of Edson Lane.

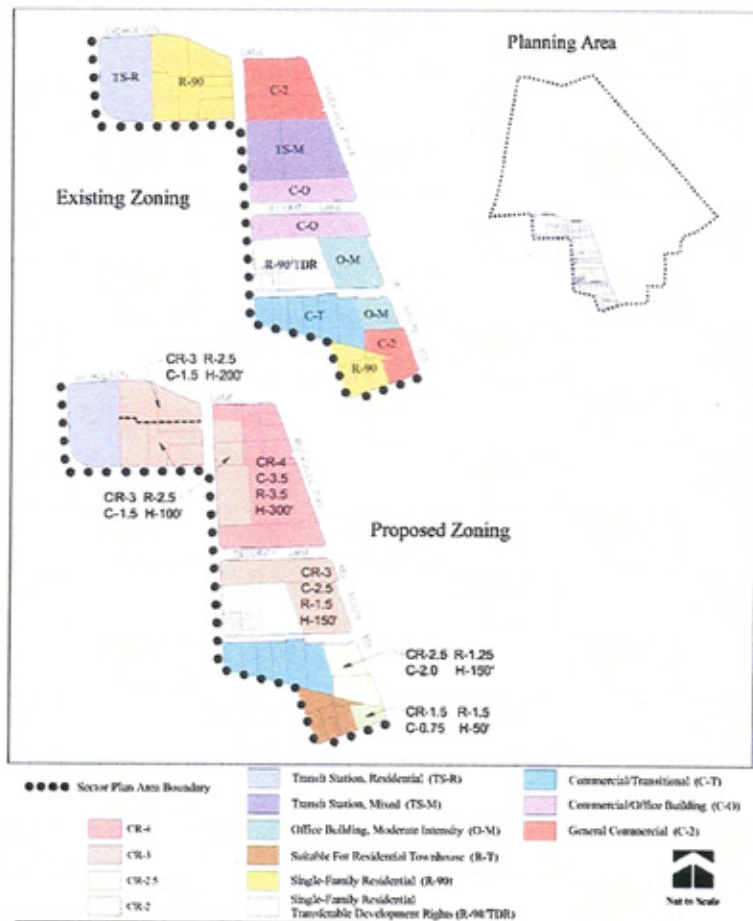
- Rezone the OM south of Edson Lane to CR 2.5, C2, R1.25, and H 150 feet to transition to the CT zone and residential uses to the south.
- Rezone the property zoned C2 to CR 2.5, C 2, R1.25, and H150 feet to continue the transition to the less dense and residential uses at the southern boundary of the Sector Plan.



Block 5: Hillery Way

- Recommend RT 12.5 Zone as suitable for the R-90 properties.
- Rezone the C-2 Zone to CR1.5, C 0.75, and R 1.5 and H 50 feet to complete the density transition in the District. This zone allows for all residential development if desirable.

NOBE District - Existing and Proposed Zoning



Maple Avenue District

The 30-acre Maple Avenue District contains small lots along Maple Avenue in low-scale industrial and commercial uses, including automobile repair. The historic Montrose School, the Montrose Shopping Center, and excess right-of-way for the Montrose Parkway are also located in the district. Existing zones in this district are Low-Intensity, Industrial (I-4), General Commercial (C-2), Office Building, Moderate (OM), and Single-Family Residential (R-90). Many of the properties are small and redevelopment is unlikely in the near term.



The Montrose Parkway interchange affects the desirability for residential uses for properties along Rockville Pike and Randolph Road. The extension of Maple/Citadel Avenue to Old Georgetown Road will provide new access to the Metro station. It is anticipated that some light industrial and commercial properties may redevelop with mixed-uses.

- Confirm the O-M, R-200, RMX/3C zoned properties.
- Confirm C-2 zone on the historic Montrose School Property. Montrose Parkway will alter access to the site: pedestrians will have access from the south and north, but vehicular access is from the north only. There is no potential for creating mixed uses on the property. The property owner is not interested in relocating the structure under any circumstances.
- Rezone the remaining properties to CR 3, C 1.5, R 2.5, and H 200 feet. The density map indicates that lower heights, 150 feet, are generally intended for this area. Building heights should transition down from the core, but it may be desirable to have a taller building define the corner of Randolph Road and Nebel Street.



Maple Avenue District - Existing and Proposed Zoning

