

Street Network

- Augment the master planned street network. Sector Plan streets should adhere to the design standards of the County Road Code.
- Implement non-master planned street and alley connections in conformance with the Montgomery County Zoning Ordinance and White Flint Design Guidelines. These streets may be public or private, and provide flexibility for operational functions including property access, loading, and parking.
- Target speeds for the Sector Plan roadways are 25 miles per hour except for Montrose Parkway, which has a targeted speed of 35 miles per hour.

Rockville Pike and Promenade

The primary purpose of Rockville Pike is to accommodate the movement of people and goods in all modes in a safe and efficient manner, and provide connectivity for travel to, from, and through all Sector Plan neighborhoods and adjacent communities.

The Sector Plan recommends retaining Rockville Pike as a six-lane major highway but stresses the need to redesign and reconstruct the Pike as an urban boulevard with both design elements and adjacent building lines reinforcing the need to lower travel speeds as appropriate for an urban environment.

The reconstruction of the Pike needs to include the following elements:

- Pedestrian elements that provide pedestrian comfort in both sidewalks and crosswalks
- Bicyclist accommodation both provided on-road and facilitated via the east-side sidewalk
- Bus priority lanes located to balance the needs for Metrorail feeder, circulator, and potential new line-haul services along Rockville Pike as would be found desirable to supplement Metrorail.

The design analysis for the Pike should be undertaken during the first phase of the Plan, with the support of the County Executive and Council as a priority study. The design analysis needs to reflect further study of:

- A BRT network beyond the Sector Plan area, to be examined by the County during the next year. In the interim, both barrier-separated median busway and curb-lane busway options should be preserved.
- Transit service concept planning
- Pedestrian demand studies focused on Metrorail access
- Metrorail tunnel structural load analyses
- Coordination with utility companies
- Operational analysis of the effect of on-street parking

Market Street

- The Planning Board, County Executive and County Council should initiate a CIP project as a public/private partnership with the property owners within in the Conference Center Block to select a road alignment and cross section for Market Street. When development occurs, each property can provide the needed right-of-way, locate driveways and loading areas, set back

buildings correctly and provide their share of the streetscape. Market Street should include ample space for pedestrian and bicycle use and be wide enough to support a mature tree canopy.

Travel Demand Management

- Establish a 39 percent non-auto driver mode share goal for employees in the entire Sector Plan area. The current non-auto driver mode share for the Plan area is 26 percent. The Plan goal is aggressive but achievable through the combination of land use (density, diversity, and design) and zoning requirements, transit improvements, supportive Travel Demand Management programs, and staging.

Parking Management

- Encourage provision of public parking by private development through incentives in the CR Zone.
- Establish a Parking Management Authority for the Sector Plan area to assist in the active management of parking demand and promote shared parking efficiencies, particularly relieving the requirement for smaller properties to self-park. Public-private parking agreements should be encouraged as private properties redevelop.

Growth Policy

- Amend the White Flint Metro Station Policy Area boundaries to be coterminous with the Sector Plan boundaries. The Sector Plan boundaries were developed in anticipation of amending the Policy Area boundaries. This would support transit-oriented development, including establishment of higher intersection congestion thresholds.
- Establish an alternative adequate public facilities (APF) review procedure with an exaction process based on the planned transportation infrastructure as proportioned to the traffic generated by each development. This will improve the efficiency of both the development review process (minimizing administrative costs) and infrastructure delivery (by avoiding “lumpy” infrastructure implementation).

Table 4: Road Facility and Segment

STREET	FROM	TO	ROAD NUMBER	ROW (FEET)	LANES*
MAJOR HIGHWAYS					
Old Georgetown Road (MD 187)	Tilden Lane/Nicholson Lane	Executive Boulevard (west)	M-4	150	6, divided
	Executive Boulevard (west)/"Old" Old Georgetown Road	Rockville Pike (MD 355)	M-4	120	4, divided
"Old" Old Georgetown Road	Executive Boulevard (west)	Montrose Parkway	M-4a	120	4, divided
Rockville Pike (MD 355)	Flanders Avenue/Hillery Way	Hubbard Drive	M-6	150	6, divided
ARTERIALS					
Montrose Parkway	"Old" Old Georgetown Road/Plan Area Western Boundary	CSX tracks/Plan Area Eastern Boundary	A-270	300	4, divided
Nicholson Lane	Old Georgetown Road (MD 187)	CSX tracks/Plan Area Western Boundary	A-69	90	4
BUSINESS ROADS					
Chapman Avenue (Maple Avenue)	Marinelli Road	Old Georgetown Road	B-12**	70	2
	Old Georgetown Road	Montrose Parkway	B-12**	70	2
Citadel Avenue/Boylston Street***	Nicholson Lane	Old Georgetown Road	B-4	70	2
Edson Lane	Woodglen Drive	Rockville Pike (MD 355)	B-5	70	2
Executive Boulevard/ Executive Boulevard Extended	Marinelli Road	Nicholson Lane	B-7	80	4
	Nicholson Lane	Nebel Street Extended (B-5)	B-7	80	4
	New Street (B-16)	Marinelli Road	B-15	80	4
Huff Court/ Huff Court Extended***	Nebel Street Extended (B-5)	Nicholson Lane	B-4	70	2
Landsdown Street	Marinelli Road	Old Georgetown Road	B-11	70	2
Marinelli Road	Executive Boulevard	Nebel Street	B-6	90	4
McGrath Boulevard/New Street	Old Georgetown Road (MD 187)	Wentworth Place (B-13)	B-10	70	2

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STREET	FROM	TO	ROAD NUMBER	ROW (FEET)	LANES*
Nebel Street Extended	Rockville Pike (MD 355)	Nicholson Lane	B-5	90	3
Nebel Street	Nicholson Lane	Randolph Road	B-5	90	3
Nicholson Court (Realigned)	Nebel Street Extended	Approx. 875 feet east of Nebel Street Extended	B-14	70	2
Old Georgetown Road	Rockville Pike (MD 355)	Nebel Street	B-2	90	4
Security Lane/ Security Lane Extended	Woodglen Drive	Huff Court (B-4)	B-17	70	2
Wentworth Place	Marinelli Road	Nebel Street	B-13	70	2
Woodglen Drive	Edson Lane	Nicholson Lane	B-3****	70	2
New Street (now in Mid-Pike Plaza)	"Old" Old Georgetown Road	Rockville Pike (MD 355)	B-16	80	2
*These are the number of planned through travel lanes for each segment, not including lanes for turning, parking, acceleration, deceleration, or other purposes auxiliary to through travel.					
**This section of roadway is labeled B-4 in the 1992 North Bethesda/Garrett Park Master Plan					
***B-4 is Huff Court south of Nicholson Lane and Citadel Avenue north of Nicholson Lane					
****The roadway limits are Nicholson Lane to Marinelli Road in the 1992 North Bethesda/Garrett Park Master Plan. North of Nicholson Lane, Woodglen Drive is needed for connectivity purposes but will not be constructed as a typical business street due to right-of-way constraints.					
The Target Speed for all master planned roadways in the Sector Plan Area is 25 MPH, except for Montrose Parkway which has a target speed of 35 MPH in the Plan Area.					

Bikeway Network

- Provide links to existing and proposed public transit as well as to the outlying bicycle and trails network.
- Designate the Sector Plan area a Bicycle/Pedestrian Priority Area, an official State of Maryland designation that facilitates the allocation of funds for bicycle and pedestrian improvements on state roads.

Existing and Proposed Bikeways

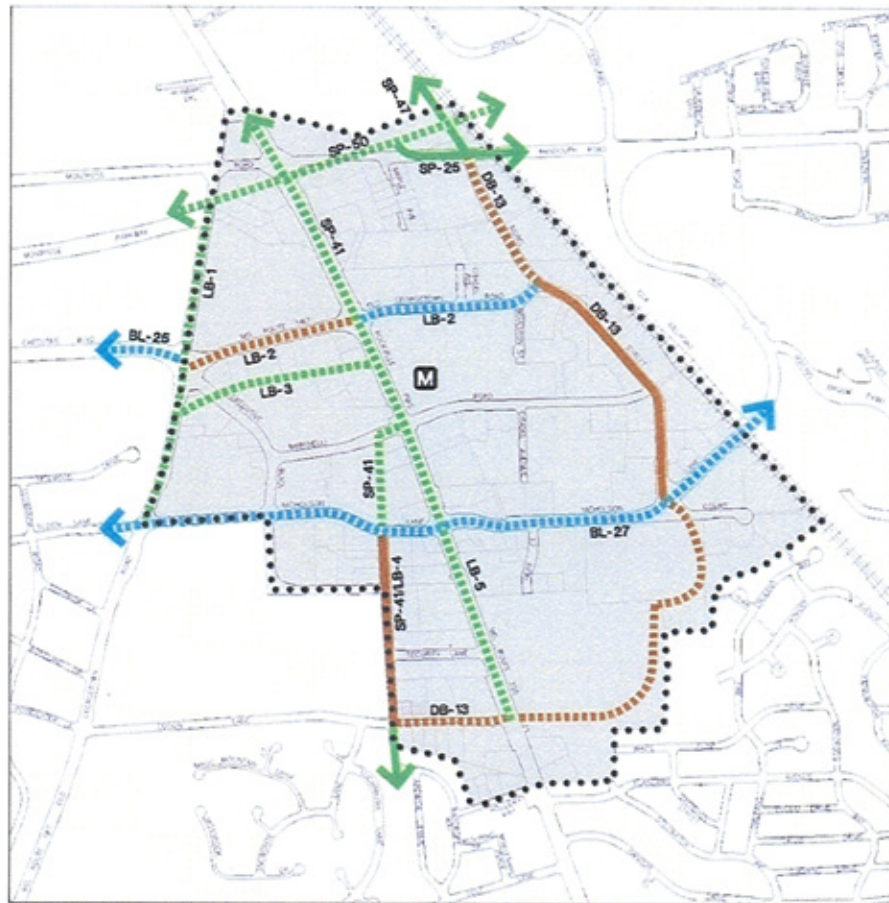


Figure 28: Existing and Proposed Bikeways



Table 5: Bikeway Facility and Segment

Roadway	Limits	Route Number	Existing Type	Proposed Type	Comments
Nebel Street	Randolph Road to Old Georgetown Road	DB-13	Shared Use Path/ Signed Shared Roadway, BL-26	Dual Bikeway: shared Use Path/ Bike Lane	Reclassify bikeway segment dual proposed shared use path/proposed bike lane classification
	Old Georgetown Road to Nicholson Lane	DB-13	Dual Bikeway: Shared Use Path/ Bike Lane, DB-13	Dual Bikeway: Shared Use Path/ Bike Lane	
	Nicholson Lane to Rockville Pike	DB-13		Dual Bikeway: Shared Use Path/ Bike Lane	New Bikeway
Edson Lane	Rockville Pike to Woodglen Drive	DB-13		Dual Bikeway: Shared Use Path/ Bike Lane	New Bikeway
Old Georgetown Road	Nicholson Lane to Executive Blvd West	LB-1	Shared Use Path , SP-46	On-Road Bikeway	Reclassify bikeway from Shared Use Path, SP-46 to on-road bike lanes
Old Old Georgetown Road	Executive Blvd West to Montrose Pkwy	LB-1		On-Road Bikeway	New Bikeway
North Bethesda Trolley Trail:					
Woodglen Drive	Edson Lane to Nicholson Lane	SP-41	Shared Use Path	Shared Use Path	
	Nicholson Lane to Marinelli Road	SP-41		Shared Use Path	
Marinelli Road	Woodglen Drive to Rockville Pike	SP-41		Shared Use Path	New Bikeway
Rockville Pike	Marinelli Road to Plan Area Northern Boundary	SP-41		Shared Use Path	New Bikeway
Nicholson Lane	Old Georgetown to Nebel Street	BL-27	Shared Use Path , SP-37	On-Road Bikeway	Reclassify bikeway from Shared Use Path, SP-37 to on-road bike lanes
Montrose Parkway	Old Old Georgetown Road to CSX Tracks	SP- 50		Shared Use Path	Functional Master Plan
Marinelli Road	Executive Blvd to Nebel Street		Shared Use Path, SP-45	None	Delete shared use path , SP-45
Randolph Road	Montrose Pkwy Pike to CSX Tracks	SP-25	Shared Use Path	Shared Use Path	Connect to SP-50 on Montrose Pkwy instead of the existing Rockville Pike

Public Facilities, Historic Preservation and Community Amenities

Public facilities demonstrate public investment and interest in ensuring quality of life and public safety. Historic sites represent our local cultural heritage and enhance our quality of life and understanding of place.

Parks, schools, libraries, fire, rescue and emergency services will be needed to support the planned population. Because space is at a premium in an urban area, public facilities in White Flint will have to be located on smaller properties and efficiencies may be achieved in multi-use buildings.

Public Parks

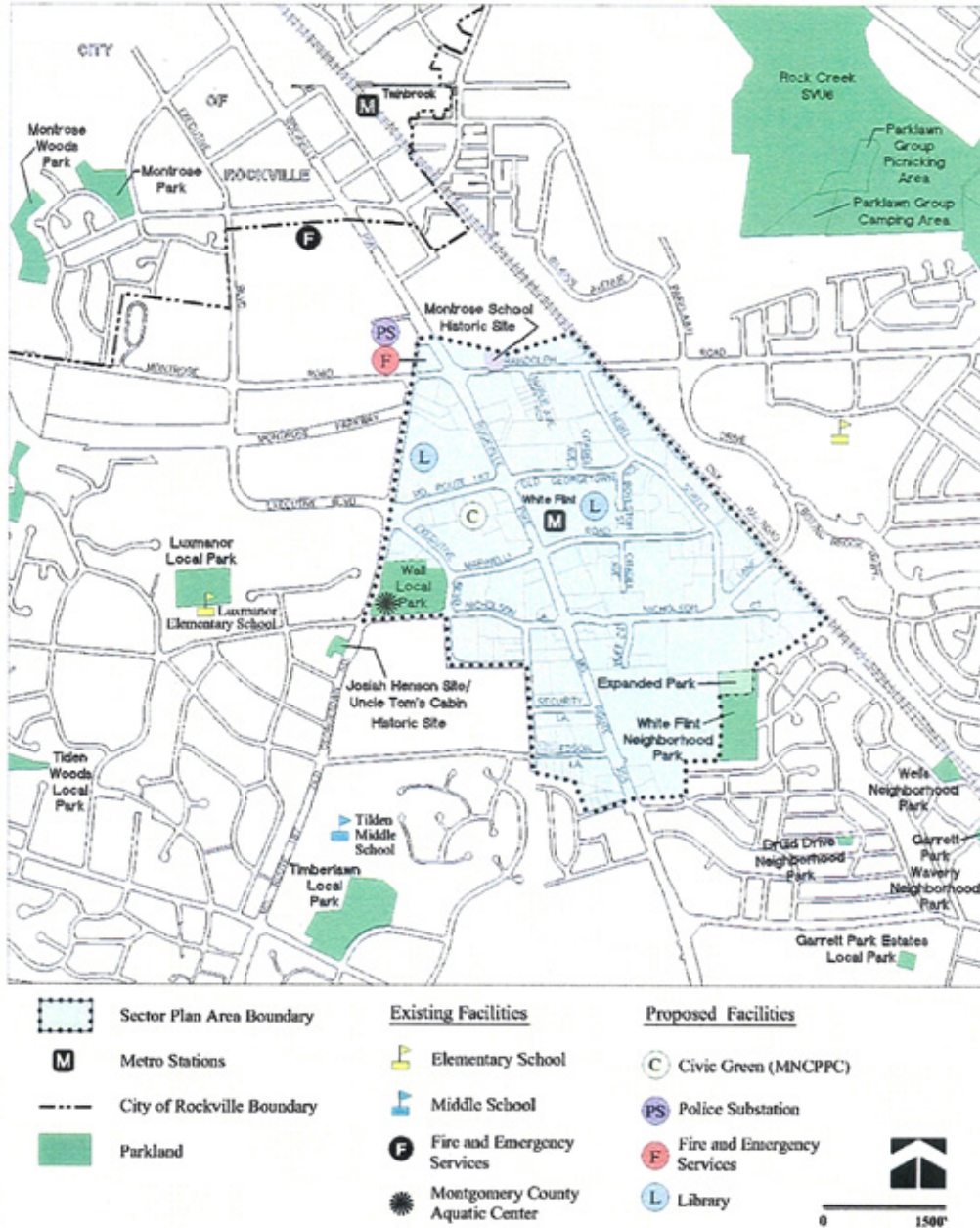
The Civic Green

This is the public open space for outdoor community-wide activities and events and should be centrally located within the Conference Center Block. There are two ways to obtain land for the Civic Green: through dedication, if there is assemblage of properties within the Conference Center Block, or acquisition with public funds. Whether acquired or dedicated, the Civic Green must be at least 1 acre and designed to:

- Accommodate major outdoor activities public events, gatherings and celebrations.
- Allow for local street closures to provide more event space.
- Draw people from the surroundings to participate in local events.
- If assemblage is not possible, there are properties within the Conference Center Block large enough and in an appropriate location to function as the Civic Green that should be acquired with public funds.
- After public acquisition occurs, it may be that the adjoining property owners become interested in redevelopment. They may wish to enter into a public/private venture to accomplish better the public purpose of the civic green. In that event, it may be prudent to consider land swaps or other options to achieve the desired outcome.

Figure 29: Existing and Proposed Public Facilities

Existing and Proposed Public Facilities and Historic Sites



Wall Local Park

Wall Local Park is approximately 11 acres and within ½ mile of the Metro station. The Montgomery Aquatic Center and a large surface parking lot (250 spaces) occupy almost half the site. If the surface parking were to be relocated, Wall Local Park could include more outdoor recreational options for the surrounding community and the future residents.

This Plan envisions a public/private partnership with adjacent properties to relocate the surface parking within a parking structure built in conjunction with new residential development such as a public/private agreement. This would help redirect public sector funds from building structured parking on-site to improving Wall Local Park. The redesign of Wall Local Park should incorporate the sizable trees and include a pedestrian connection to Josiah Henson/"Uncle Tom's Cabin" site, a cultural site of international significance, about ¼ mile south on Old Georgetown Road and ½ mile from the Metro station. The Facility Plan for Wall Local Park should consider:

- An outdoor splash park
- An expanded indoor pool area
- Skateboarding facilities
- Playgrounds for young children
- Level grass areas for leisure and informal play to serve people of all ages
- Flexible space for adults, children, teens, and young adults
- Paths
- A pedestrian connection to Josiah Henson/"Uncle Tom's Cabin" site

Expansion of White Flint Neighborhood Park

The White Flint Neighborhood Park lies adjacent to the southern and eastern boundaries of the sector plan. The Plan recommends that an additional 2.5 acres located on the White Flint Mall property and be dedicated to expand the existing park boundaries. The dedication should include the existing parking lots. These areas will provide enough space for additional recreational facilities, such as rectangular fields that will benefit the future and surrounding neighborhoods. The Facility Plan for the park should consider:

- Rectangular fields
- Pedestrian and bicycle connections
- Upgrade and improvement to the existing facilities
- Storm water management and drainage on the adjoining existing single-family community

Historic Preservation

The Montrose School (1909) (Resource #30/2) located within the Maple Avenue District (see page 41) is the only historic site designated on the Master Plan for Historic Preservation in the Sector Plan area.

Thomas C. Groomes designed the Montrose School house with its classic detailing and pebbledash walls. As completed in 1909, the school has two rooms, augmented by a third in 1948. The school closed in 1965 and is now owned by Peerless Rockville. Designation in the Master Plan for Historic Preservation provides protection for the site under Montgomery County's Historic Preservation ordinance, Chapter 24a of the County Code. The site's environmental setting encompasses the entire one-acre parcel on which the school is located. The property is also listed in the National Register of Historic Places.

Just outside the Sector Plan area south of Wall Local Park is Josiah Henson Site /Uncle Tom's Cabin (Resource #30/6). The building is an 1800-1815 frame structure with an 1850 log wing. The building and site are associated with Josiah Henson, a slave whose 1849 autobiography inspired Harriett Beecher Stowe to write her fictional book, "Uncle Tom's Cabin." Henson was a slave on the property for most of the years 1795-1830. The property is designated as a historic site in the Master Plan for Historic Preservation. The environmental setting at the time of acquisition was just over an acre. The property is managed by the Montgomery County Department of Parks.

- New development in the Maple Avenue District should provide a pedestrian connection to the Montrose School.
- Improve pedestrian access through the Sector Plan to the Josiah Henson Site/Uncle Tom's Cabin historic site.

Figure 30: Historic Montrose School



Public Schools

The proposed residential development in the Sector Plan area will generate new students at each level, but primarily at the elementary school level. Projections from proposed development indicate the need for an additional elementary school, whereas new middle and high school students can be accommodated at the existing high school and middle school facilities.

There is no site large enough for a typical 10- to 12- acre elementary school within the Plan area. Montgomery County Public School (MCPS) may consider reopening one of the former elementary schools in the Walter Johnson cluster: the former Alta Vista, Arylawn, Kensington, and Montrose elementary schools. Alta Vista and Arylawn are owned by Montgomery County and leased to private schools. Kensington is owned by the County and leased to the Housing Opportunities Commission (HOC). Montrose Elementary School is owned by the Board of Education and leased to a private school. MCPS operates the former Grosvenor Elementary School as a holding school for elementary schools undergoing modernization and it is not a likely candidate for reopening. Garrett Park Elementary School is slated for complete modernization to expand the capacity to 640 students from the existing capacity of 450 students by the 2012.

MCPS should consider locating an elementary school site on the Rockinghorse Road facility in the Randolph Hills neighborhood, or explore redistricting to accommodate the new students generated by future development in the Sector Plan area.

Fire, Rescue, and Emergency Medical Services

The Plan area is serviced by Rockville Volunteer Fire Department Station 23 on Rollins Avenue and Bethesda Station 20 at West Cedar Lane and Old Georgetown Road. Bethesda Station 26 on Democracy Boulevard and Kensington Station 21 along Veirs Mill Road also provide emergency services to the Plan area. Montgomery County Fire and Rescue Service (MCFRS) have determined that relocating Station 23 farther south on Rockville Pike would improve service to the White Flint Plan area.

- Locate a new fire, rescue, and emergency medical services (EMS) station on the excess right-of-way for the Montrose Parkway owned by the SHA.

Public Safety

The White Flint Sector Plan area is within the Montgomery County Department of Police 2nd District in Bethesda and adjacent to District 1 in Rockville. There are six police districts and one special operations unit in the County. The Bethesda Station is located at 7359 Wisconsin Avenue in Bethesda and Rockville Station is at 1451 Seven Locks Road.

- Locate a new police substation with other public uses, with the new Fire and Emergency Services on excess SHA property.

Libraries

The Montgomery County Department of Public Libraries has determined that a new express library should be located within the Plan area. The new library will be smaller than a traditional library and integrated with residential or nonresidential development. It will be designed to serve existing and future residents and employees who can walk to the library from adjacent residential development or from Metro and public transportation.

- Locate a new express library at North Bethesda Center or Mid-Pike Plaza closest to the high-density urban core.

Farmers' Market

Farmers' markets provide economic opportunities for local farmers, promote public health, activate public space and create a stronger sense of community. Montgomery County's Agricultural Services Division operates several farmers markets throughout the County. Because farmers markets are located in places with other uses on non-market days, the location is flexible and requires little infrastructure.

- Locate a site for a farmers' market within the White Flint Core area.

Implementation

Zoning

Implementing the Sector Plan vision is best accomplished with a mixed-use zone. The 1992 Sector Plan recommended the floating transit station mixed-use zones for redevelopment projects. Floating zones require local map amendments. The Sector Plan recommends using the Commercial/ Residential (CR) Zone. The CR Zone promotes a mix of commercial and residential uses at varying densities to provide sustainable development where people can live, work, and find services and amenities while minimizing automobile use.

CR Zones

The purpose of the CR zone is:

- Implement the goals and objectives of applicable master and sector plans;
- Provide opportunities for the redevelopment of strip malls and surface parking lots with a sustainable mix of uses;
- Reduce dependence on the automobile by providing a mix of uses, including a range of housing opportunities, mobility options, services, and amenities;
- Provide for a range of context-sensitive densities to achieve an appropriate balance of “jobs to housing”;
- Provide certainty with regard to maximum density and building height in each zone but flexibility with regard to site design and the mix of uses; and
- Define the facilities and amenities required by private development to support the allowed optional method densities and heights.

The CR Zone allows a broad range of uses similar to the CBD zones and requires the designation of four elements: a total allowed floor area ratio (FAR), a maximum non-residential (C) FAR, a maximum residential (R) FAR, and a maximum building height (H). The CR zone is applied through a sectional map amendment consistent with the recommendations of a sector or master plan.

The CR Zone has two methods, standard and optional. The standard method requires compliance with a specific set of development standards and the optional method allows for greater density and height when supported by additional public benefits, facilities and amenities. The additional density may be achieved through a series of incentive bonuses that can be bundled to earn the maximum allowable density.

Properties within the White Flint Sector Plan area will have the benefit of incentives based on proximity to transit as well as incentives for providing a range of housing types, additional affordable housing,

incorporating community facilities into mixed-use developments, environmental sustainability features and innovative design.

Moderately Priced Dwelling Units (MPDUs) are required in all residential development in Montgomery County with more than 20 units. The Plan includes a recommendation to expand the current Metro Station Policy Area to include all properties within the Sector Plan boundary. When that action has been taken, residential development within the Sector Plan will be required to comply with the County's workforce housing requirements.

Public Open Space Requirements

The CR zone requires public open space for all development under either the standard and optional methods, based on the lot area, frontages and size of the lot. Public open space may be privately owned but accessible to the public. It is preferable for the public use space to be located on site and combined with adjoining development to create useful and connected places. This Plan assumes that much of the public open space system will be obtained through this requirement. If all the properties recommended for CR zoning were to redevelop, the public use space requirement could yield approximately between 20-30 acres. For example, the following three large properties could yield significant public open space.

- Mid-Pike Plaza (20 acres) would yield about two acres.
- The Lutrell Property (five acres) would yield a one-half acre which could become a neighborhood green or two smaller urban squares.
- The White Flint Mall Property (43 acres) would yield at least four acres.

FAR Incentives

The CR District zone allows development above the standard method if certain public facilities and amenities features are provided. There are four categories of incentives: Connectivity and Mobility, Diversity, Design and Environment. The prime focus of this Plan is creating walkable neighborhoods proximate to transit facilities and recommends development provide features associated with the Connectivity and Mobility and Diversity categories.

Amenity Fund

The CR district allows contributions for off-site amenities that advance the building of the public realm. These projects must be identified in a plan and appear in the CIP to enable contributions. The following is a list of recommended projects:

- Underground utilities and provide a streetscape on all existing public streets, including, but not limited to Old Georgetown Road, Nicholson Lane and Marinelli Road, Nebel Street, Nicholson Court, and Maple Avenue.
- Fund a Community Meeting Room
- Contribute to the acquisition of the Civic Green.

- Fund a Facility Plan for the design and construction of the Civic Green to be overseen by the Department of Parks.
- Fund a Facility Plan for design and construction of Wall Local Park to be overseen by the Department of Parks in coordination with the Montgomery County Department of Recreation.
- Dedication and construction of Market Street.
- Improve Woodglen Drive for bicyclist and pedestrian access between the Bethesda Trolley Trail and Nicholson Lane including public art, benches, bicycle racks and trash receptacles.
- Construct a landscaped promenade on top of the Metro access tunnel easement between the Metro East District and the White Flint Mall District.
- Build mid-block pedestrian connections between Mid-Pike and Metro West Districts and the NRC and White Flint Mall Districts.

There may be other projects, not identified in this Sector Plan, that emerge as potential candidates. This Sector Plan recommends that the Advisory Committee described in the Staging Plan identify these projects in their periodic report to the Planning Board.

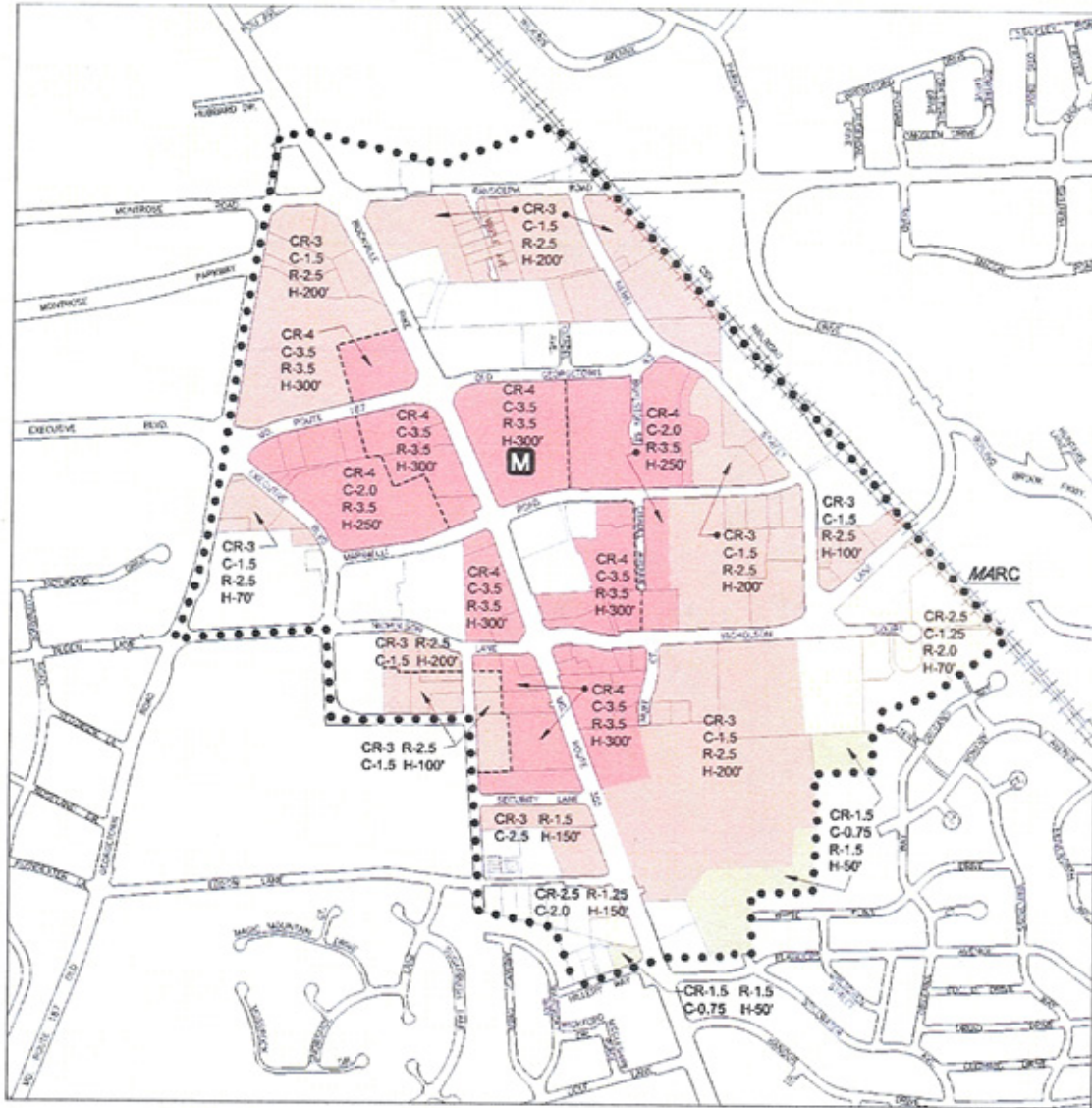
Proposed Zoning Map

The proposed zoning is shown in Figure 32. The map indicates all four elements of the zone, the total maximum density, CR, the total C (commercial) and R (residential) components and H, the maximum height. There are nine discrete CR zones proposed (Table 6).

Maximum Total FAR	C	R	H	Application
CR 4	C 3.5	R 3.5	300	At Metro- Office
CR 4	C 2	R 3.5	250	At Metro- Residential
CR 3	C 3	R1.5	200	Existing Office
CR 3	C 1.5	R 2.5	200	½ mile Metro Tall
CR 3	C1.5	R 2.5	100	½ mile Metro Medium
CR 3	C 1.5	R 2.5	70	½ mile Metro Low
CR 2.5	C2	R 1.25	150	Existing Office Medium
CR 2.5	C 1.25	R 2	70	Residential Low
CR 1.5	C .75	R 1.5	50	Transitional

Figure31: Proposed CR Zones

Draft CR Zone - White Flint Sector Plan Area



- Sector Plan Area Boundary
- M** White Flint Metro Station
- MARC** Proposed MARC Train Station
- CR-4
- CR-3
- CR-2.5
- CR-1.5



Staging Plan

A staging plan addresses timing of new development and public facilities within the lifetime of the Sector Plan. A successful staging plan should be elastic enough to respond to market forces without losing the vision of the Plan or requiring amendments. It must also make realistic assumptions about the facilities needed to support development while minimizing negative impacts on surrounding development. In White Flint, staging must include increasing transit ridership as a means to reduce traffic congestion. The White Flint staging plan is guided by the following:

- Ensuring fiscal responsibility. Timing and sequence of development should be matched to capital improvement funding. Funding for the capital improvements required by new growth will come from a variety of public and private sources. Private development should provide for those public facilities needed to support the new development and not burden existing facilities.
- Coordinating development with public infrastructure. Public facilities should be provided in conjunction with private land development, including dedication of land for public use in order to reduce the costs to the public.
- Promoting balance. The Sector Plan recommends substantial residential development to create neighborhoods in White Flint. Nonresidential development should not preempt residential development by absorbing available capacity or land.
- Promoting a sense of place. The reconstruction of Rockville Pike as a Boulevard and the creation of a Civic Core area are both fundamental to creating a sense of community and place in White Flint. The sequence in which these projects are developed, especially the construction phases for Rockville Pike, is critical to traffic management and minimizing disruption to commerce and impacts to surrounding communities.

The proposed zoning envelope contains more potential density than will be used over the life of the Sector Plan. The Mobility Chapter outlined the requirements for accommodating new development, such as the desired mode split, the enhanced street network and more emphasis on multi-family residential development since it generates less traffic than nonresidential development. The Plan recommends a staging plan that meters development approvals to ensure that the transportation infrastructure is in place when needed. The amount of development that can be accommodated by the proposed infrastructure and transit is approximately 75 percent of the zoning envelope capacity.

Of primary importance is managing traffic congestion, which can be accomplished by building the proposed street grid and improving and enhancing access to transit. The critical part of the road network that provides for through traffic flow is the realignment of Old Georgetown Road and Executive Boulevard to provide alternatives to Rockville Pike and to diffuse traffic in the Sector Plan area.

Second is ensuring that proposed civic uses intended to create the vitality within the urban core are built and constructed early within the life of the Sector Plan.

Finally, reconstruction of Rockville Pike will require additional right-of-way, which cannot be obtained all at once, since development will occur property by property. It may be necessary to have an interim solution, such as locating a drive-aisle in the setback area or setting aside vaults for the undergrounding of utilities outside the limits of the future reconstruction. Regardless of when the reconstruction occurs, there will be disruption to adjacent businesses. Efforts should be made to address that possibility such as local bus shuttles and an evening construction schedule.

Pre-Requisites

Before any development can be approved, the following actions must be taken:

- Approval and Adoption of the Sector Plan.
- Approval of Sectional Map Amendment.
- Council resolution to expand the Metro Station Policy Area to include the entire Sector Plan boundary.
 - Requires workforce housing
 - Propose legislative changes to allow impact fees to be captured in a Metro Station Policy Area
 - Reduces Transportation Impact Tax
 - Allows Critical Lane Volume (CLV) Standard to increase to 1,800
- Coordinate with SHA/MCDOT to develop a Rockville Pike Boulevard Feasibility Study.
- Establish the Sector Plan area as a State of Maryland “Bicycle Pedestrian Priority Area.”
- Create public entities necessary for the implementation of the Sector Plan including, 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.
 - Planning Board to 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, the Capital Improvements Program (CIP) and Annual Growth Policy (AGP) as it relates to White Flint with the LATR/PAMR process replaced by an alternative financing and exaction process. The program should conduct a regular assessment of the staging plan and determine if any modifications are necessary.
 - Establish an advisory committee of property owners and interested groups that support the redevelopment of the White Flint Plan area, to evaluate the assumptions made regarding congestion levels, transit use, etc. The committee’s responsibilities should include monitoring the Plan recommendations, identifying new projects for the Amenity Fund, monitoring the Capital Improvements Program (CIP) and Annual Growth Policy (AGP), and ensuring that issues are addressed by the Planning Board and/or Council.
 - 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 Sector Plan area.

Phasing

Development may occur anywhere within the Sector Plan area, however, all projects will be required to fund or at a minimum defray total transportation infrastructure costs. The phases of the Staging Plan are set at 30 percent, 15 percent, 15 percent and 40 percent respectively of the 17.6 million square feet of new development.

Phase 1: 3,000 dwelling units and 2.0 million square feet nonresidential development

During Phase 1, the Planning Board may approve both residential and nonresidential development until either of the limits above is reached. Work-around road projects west of Rockville Pike should be contracted for construction during Phase 1 and completed before commencement of Stage 2b. The following objectives or projects must be underway met during Phase 1 as a prerequisite to moving to Phase 2a.

- Contract for the construction of the realignment of Executive Boulevard and Old Georgetown Road.
- Contract for the construction of Market Street (B-10) in the Conference Center block.
- Achieve 30 percent non-auto driver mode share for the Plan area.
- Fund streetscape improvements; pedestrian systems improvements and bicycle network/plan for all streets within a ¼ mile of the Metro Station: Old Georgetown Road, Marinelli Road and Nicholson Lane
- Establish a bus circulator system linked to surrounding office districts and residential neighborhoods.
- Conduct a North Bethesda residential areas circulation study.
- Construct a police/fire and rescue facility.
- Fund an express library
- Limit long-term parking spaces to capacity established in Growth Policy.
- Fund and complete the design study for Rockville Pike to be coordinated with SHA, MCDOT and M-NCPPC.

Phase 2a: 1,500 dwelling units and 1.0 million square feet nonresidential development

Phase 2 has two phases. Before development beyond the limits set in Phase 1 can be approved, the Planning Board must determine that all the public projects listed in Phase 1 have been completed. The amount of development that could be approved in Phase 2a is set at approximately one sixth of the planned development.

During Phase 2a, the Planning Board may approve both residential and nonresidential development until either of the limits above is reached. The following must be reached or projects completed during Phase 2a as prerequisites to move to Phase 2b.

- Acquire land for the Civic Green through purchase or dedication.
- Construct streetscape improvements; pedestrian systems improvements and bicycle network/plan for all streets within a ¼ mile of the Metro Station: Old Georgetown Road, Marinelli Road and Nicholson Lane.
- Construct an express library.
- Complete realignment of Executive Boulevard and Old Georgetown Road.
- Construct Market Street.

Phase 2b : 1,500 dwelling units and 1.0 million square feet nonresidential development

Before development beyond the limits set in Phase 2b can be approved, the Planning Board must determine that all the public projects listed in Phase 2a have been completed. The amount of development that could be approved in Phase 2b is set at approximately one sixth of the planned development. The following must be met or projects completed as prerequisites to move to Phase 3.

- Increase non-auto driver mode share to 35 percent.
- Montgomery County Public Schools (MCPS) to evaluate the need and/or status of an additional elementary school within the cluster. MCPS to evaluate locating an elementary school on land already owned by MCPS large enough and more appropriate for a school.
- Fund the second entrance to the White Flint Metro Station.
- Construct Nebel Street Extended between Nicholson Lane and Rockville Pike.
- Limit long-term parking spaces to capacity established in Growth Policy.

Phase 3: 3,800 dwelling units and 1.9 million square feet non-residential development.

Before development beyond the limits set in Phase 2 can be approved, The Planning Board must determine that all the projects listed in Phase 2 have been completed. In Phase 3 the remaining transportation capacity could be committed. At the end of Phase 3, development should total 14,500 units (17.4 million square feet- residential) and 12.9 million non-residential square feet. This translates into a 58/42 residential/non-residential mix and is close to the desired 60/40 residential/non-residential mix.

- Increase non-auto driver mode share to 39 percent.
- Complete all streetscape improvements, pedestrian systems improvements and bicycle network/plan outside a ¼ mile from the Metro.
- Reconstruct Rockville Pike.
- Fund MARC station.
- Limit long-term parking spaces to 0.61 per employee.

Phase 4: Raising the Transportation Cap

The Plan recommends a level of development and a mix of uses that can be accommodated by the road network and transit facilities. The proposed road infrastructure supports the proposed development and it is important to note that there are no additional roads within the boundaries of the Plan area that would further improve vehicular mobility.

There is growing evidence in other parts of the country that urban scale, transit-served development does not always result in higher traffic congestion. Detailed monitoring of traffic conditions over time will indicate if transit use results in fewer than anticipated vehicle trips. If that is the case, the Transportation Cap of 9,800 dwelling units and 5.9 million square feet of development should be reexamined. The CR Zone as applied in the Sector Plan allows a greater zoning capacity than can be served by the proposed mobility infrastructure. This was done so that if assumptions regarding the Transportation Cap proved conservative, the County Council would not have to revisit the zoning envelope to allow more development and could confine their review to the transportation issue. The proposed monitoring program should include provisions for alternative transportation analyses, such as a cordon line cap, to evaluate how much additional density could be supported.

Capital Improvement Projects (CIP)

Proposed CIP Projects

The following table contains the infrastructure projects that should be publicly funded through the CIP.

Table 7. Capital Improvement Projects

Staff estimates of capital costs for projects that may require public financing and implementation. Projects may also include private sector participation. Projects already fully funded in CIP or CTP such as Montrose Parkway, Citadel Avenue, and Chapman Avenue are not included

Phase	Project Name	Location/Limits	Road #	Right-of-way		Construction		Total Cost (\$M)
				Acres	Estimated Cost (\$M)	Length (mi)	Estimated Cost (\$M)	
1	Civic Green			1.0	\$ 6.5			\$ 6.5
1	Library				\$ -		\$ 5.0	\$ 5.0
1	Market Street and Promenade	MD 187 to MD 355		3.2	\$ 20.8	0.3	\$ 7.5	\$ 28.3
1	Police and Fire/Rescue			1.5	\$ 9.8		\$ 10.0	\$ 19.8
1	Streetscape improvements				\$ -	3.0	\$ 15.0	\$ 15.0
1	MD 187 / Executive intersection	M-4 / M-4(a) junction		0.5	\$ 3.3	0.3	\$ 7.5	\$ 10.8
1	Old Old Georgetown Road	Executive to Montrose	M-4(a)	0.2	\$ 1.3	0.3	\$ 7.5	\$ 8.8
1	Executive Boulevard realignment		B-15	2.6	\$ 16.9	0.3	\$ 7.5	\$ 24.4
2	Nebel Street Extended (south)	MD 355 to Nicholson Lane	B-5	5.2	\$ 33.8	0.5	\$ 12.5	\$ 46.3
2	Metrorail Northern Station Entrance				\$ -		\$ 25.0	\$ 25.0
2	Streetscape improvements				\$ -	5.4	\$ 27.0	\$ 27.0
3	Rockville Pike boulevard	Montrose to Edson	M-6	2.4	\$ 15.6	1.2	\$ 66.0	\$ 81.6
3	MARC Station / access improvements	Nicholson Court			\$ -		\$ 15.0	\$ 15.0
	Phase 1 Subtotal				\$ 58.5		\$ 60.0	\$ 118.5
	Phase 2 Subtotal				\$ 33.8		\$ 64.5	\$ 98.3
	Phase 3 Subtotal				\$ 15.6		\$ 81.0	\$ 96.6
	TOTAL				\$ 107.9		\$ 205.5	\$ 313.4

Administration

This Plan recommends the creation of an Urban Service District, as well as a Redevelopment Office or similar entity, both of which will work in close coordination with the Bethesda-Chevy Chase Regional Services Center.

The Urban Service District will perform the following: provide increased maintenance of the streetscape and its amenities; provide additional public amenities such as plantings, seating, shelters, and works of art; promote the commercial and residential interests of the community; and program cultural and community activities.

The Redevelopment Office, or similar entity, would provide specific redevelopment expertise. A redevelopment office would serve as an interface between developers and County agencies regulating development, utilities, State Highway Administration, WMATA, and other affected public sector entities.

Financing

Implementation of the White Flint Sector Plan will require substantial public and private investment in infrastructure and public facilities. The infrastructure necessary to advance phases of the Staging Plan should be financed through general fund revenues appropriated in the regular CIP process, as well as through the creation of a Tax Increment Financing District and a Special Assessment District.

In choosing the appropriate tool or tools for financing certain infrastructure and public facility projects, plan implementation should be guided by the following principles:

- Leverage the substantial tax increment generated by redevelopment in the Sector Plan.
- Be sensitive to the limits of the private sector's capacity to fund public infrastructure in light of the requirements to provide public benefits and amenities.
- Provide maximum certainty regarding the timing and extent of public sector investments.
- Expand the Metro Station Policy Area boundary to be coterminous with the Sector Plan boundary.
- To the extent possible, capture impact taxes or similar excise taxes paid by development in the district and spend those revenues within the Sector Plan boundary.
- To the extent possible, residential condominium developments' share of the financing burden should be met by one-time payments rather than recurring obligations.
- Direct private sector funds to improvements within the Sector Plan boundary, to the extent that the benefits of those improvements accrue within the Sector Plan boundary.
- Direct public sector funds to improvements within the Sector Plan boundary to the extent that the benefits of those improvements accrue outside boundary or to the public sector as a property owner.

White Flint Planning Board Draft Plan
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