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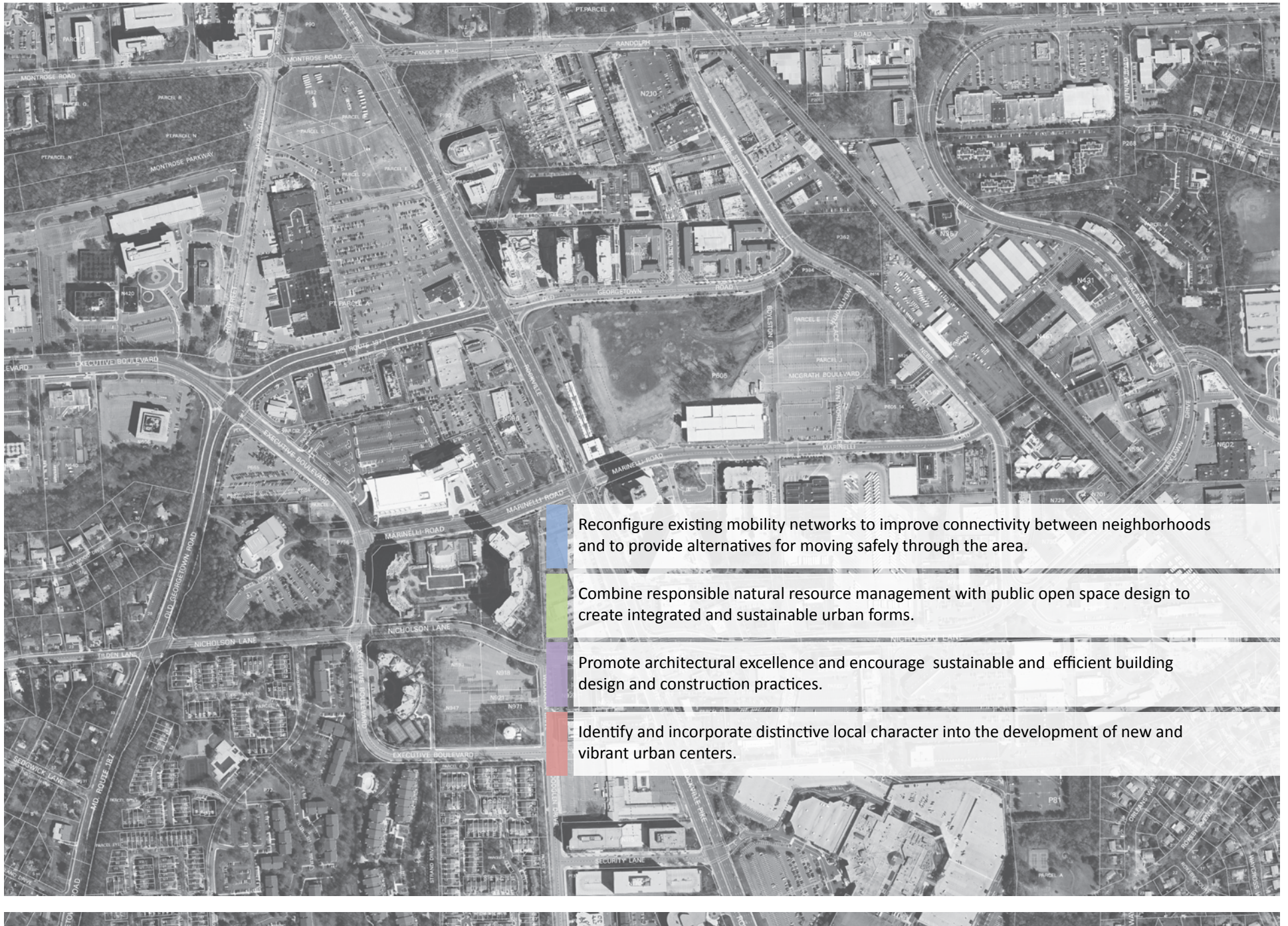
White Flint

Urban Design Guidelines

May 2010

Contents

How to use the Guidelines	05
Urban Design Principles	05
Introduction	06
Vision	06
Design Objectives	07
Guidelines	09
Streets	10
Open Space	14
Buildings	18
Districts	27
Metro West District	28
Metro East District	30
Mid-Pike Plaza District	32
NoBe District	34
Maple Avenue District	36
Nebel District	38
NRC District	40
White Flint Mall District	42



Reconfigure existing mobility networks to improve connectivity between neighborhoods and to provide alternatives for moving safely through the area.

Combine responsible natural resource management with public open space design to create integrated and sustainable urban forms.

Promote architectural excellence and encourage sustainable and efficient building design and construction practices.

Identify and incorporate distinctive local character into the development of new and vibrant urban centers.

How to Use the Guidelines

Urban Design Guidelines help implement the recommendations of approved and adopted master plans and sector plans. They provide information on how plan recommendations, Zoning Ordinance, and Road Code requirements can be met; the area or district context for individual sites; and best practice ideas for building and site design.

The planning process is structured in a hierarchy of decisions:

- Master and sector plan recommendations provide the vision for a specific area.
- Zoning Ordinance and other codes establish standards and regulations for development.
- Design Guidelines provide the inspiration and suggestions to fulfill the Plan’s vision, and serve as a problem-solving tool.

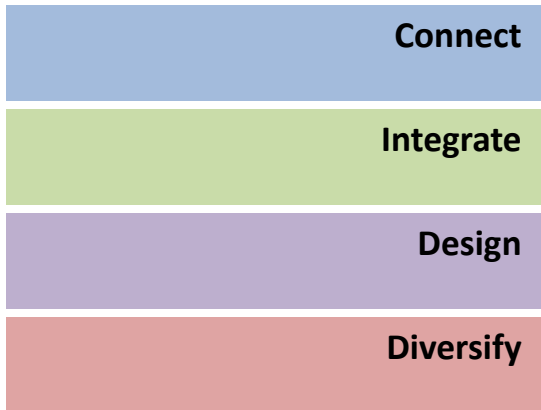
The guidelines are developed through work with property owners, residents, institutions, interest groups, and Executive agencies. They are approved by the Planning Board for use by planning staff in developing and evaluating proposed building projects and other applications. They will be revised and updated as necessary.

With the exception of street standards and other specific recommendations included in the plan, the Guidelines are not regulations that mandate specific forms and locations for buildings and open space. They illustrate how plan recommendations and principles might be met, and encourage applicants and public agencies to propose designs that create an attractive and successful public realm.

The examples included are intended to frame discussions regarding building design in a flexible way without prescribing specific solutions.

The 2009 White Flint Sector Plan is available online at montgomeryplanning.org/community/whiteflint

Urban Design Principles





Vision

The White Flint Sector Plan envisions a vibrant new urban center organized around the Metro station and along Rockville Pike (MD 355). The Plan's vision establishes policies for transforming an auto-oriented suburban development pattern into an urban center of residences where people walk to work, shops, and transit.

These guidelines describe the elements that will make the center a place. To that end, the guidelines:

- suggest techniques to create development that is sustainable and transit accessible
- create a grid of streets that will establish walkable blocks with local services within short distances
- establish design parameters for public spaces to serve all communities
- encourage excellence in the design of the buildings that form the streets and open spaces.

Introduction





Design Objectives

The Plan promotes mixed use, diverse communities clustered around transit service, variety of urban public spaces and protection of environmental resources. Walkable communities and an attractive public realm are high priorities. The priorities outlined in the White Flint Sector Plan can be summarized in four interconnected categories:

Connectivity

Improve how people connect to transit, services, and entertainment, and open space by:

- Establish a grid of streets to improve access for vehicles, pedestrians, and bicyclists
- Promoting continuous building facades along streets, to define and activate the public realm;
- Providing reduced vehicular speeds to increase pedestrian safety;
- Improving safety at pedestrian crossings.



Environment

Reduce our impact on the natural environment by:

- Improving air quality by creating walkable environments to reduce reliance on car usage;
- Promoting innovative stormwater management techniques and reducing imperviousness ;
- Promoting energy conservation and generation as a primary building and public space design consideration;
- Encouraging building massing distribution that improves air flow and access to natural light;
- Promoting the integration of recognizable sustainable components into the design of buildings and public places

Design

Apply sustainable principles to the way we build and how we live by:

- Promoting compact development and smarter buildings to reduce impact on the natural environment;
- Encouraging pedestrian activity by enhancing the connections between local institutions, services, open spaces, and transit.

Diversity

Create a true mix of choices in how and where we live by:

- Recommending land use patterns that create a mix of homes, jobs, shopping, and public places;
- Recommending the creation of housing options that can accommodate a range of ages and family needs;
- Creating an attractive urban environment that will attract people of all ages, incomes and ethnicities.

The Design Guidelines will use these categories to organize the descriptions of the various planning areas, and the descriptions of the urban design elements that will shape the future of White Flint.



Guidelines

Guidelines for Streets

White Flint Sector Plan

Page 19 - The Plan recommends transforming the area into a great urban place by reconfiguring its mobility system. The existing street network will be reconstituted into a hierarchical grid system and the proposed new streets will form smaller grids that provide access to new development. The transit system will expand to include local as well as circulator bus service and convenient pedestrian access.

The guidelines incorporate the Road Code's dimensional standards for street sections and go beyond to further describe street character that is not covered in the Road Code. **Any deviation from the Road Code standards will require a waiver.** Final route and right-of-way details will be determined through regulatory review. Design objectives will be:

Hierarchical Street Grid

Establish a grid of streets to improve access for vehicles, pedestrians, and bicyclists.

Underground Utilities

All utilities should be accommodated underneath sidewalk paving within the ROW limits, to be coordinated by MCDOT and utility companies.

Walkable Blocks

Create short blocks to expand pedestrian access, maximize building frontage and increase sidewalk activity.

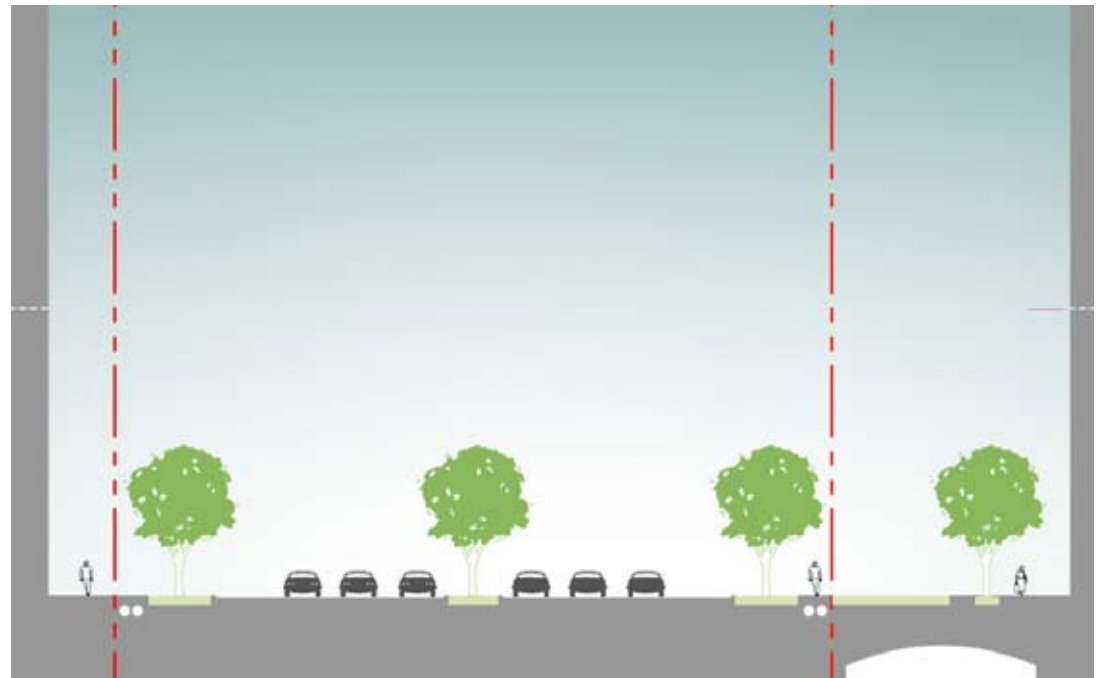
Walkable Rockville Pike

Transform Rockville Pike into an urban Boulevard lined with street facing buildings, a landscaped median, improved tree canopy, and safe crosswalks.

Safe Intersections

Recommend crosswalks at all intersections to improve pedestrian access and safety.

Rockville Pike



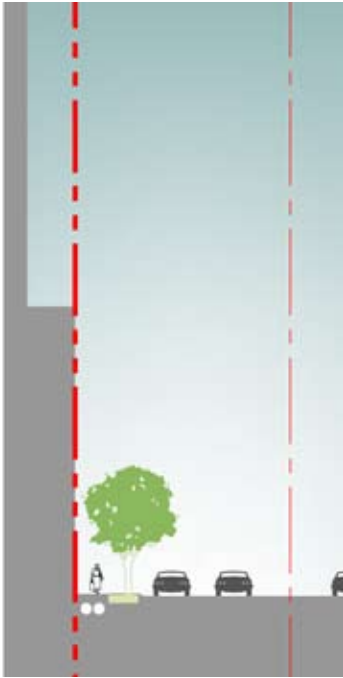
Sector Plan

Min. R.O.W.: 150 ft
Lanes: 6

Guidelines

Parking: Off-peak
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: 14 ft west side
WMATA Easement east side
Street Wall: 42-60' H. max
Median: Planted with turning lanes

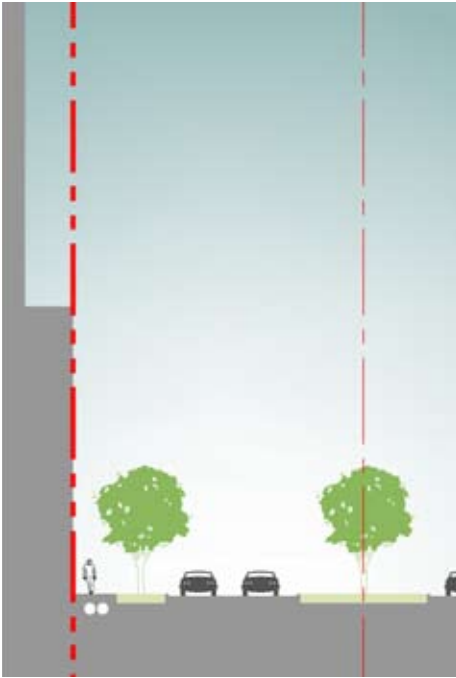
Nicholson Lane
Arterial Street



Sector Plan
Min. R.O.W.: 90 ft
Lanes: 4

Guidelines
Parking: None
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: None
Street Wall: 42-60' H. max
Median: Turning lane

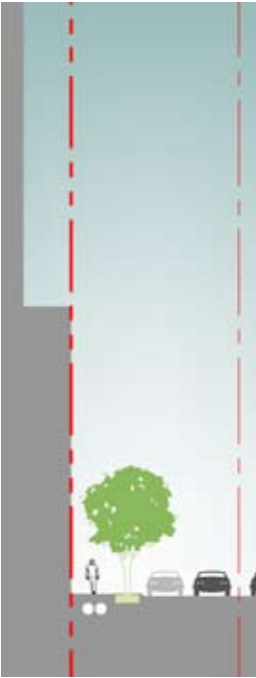
Old Georgetown Road
Arterial Street



Sector Plan
Min. R.O.W.: 120 ft
Lanes: 4

Guidelines
Parking: Off-peak
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: None
Street Wall: 42-60' H. max
Median: Planted with turning lanes

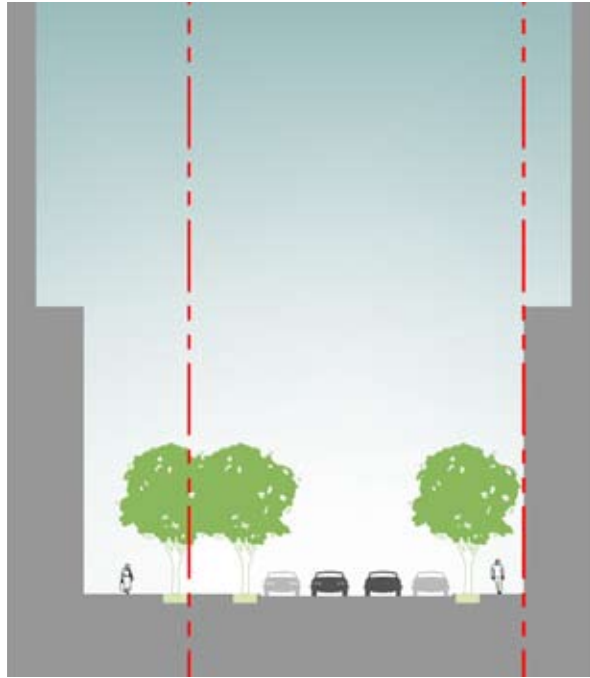
Business Street



Sector Plan
Min. R.O.W.: 70 ft
Lanes: 2

Guidelines
Parking: Both sides
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: None
Street Wall: 42-60' H. max
Median: None

Business Street
Market Street



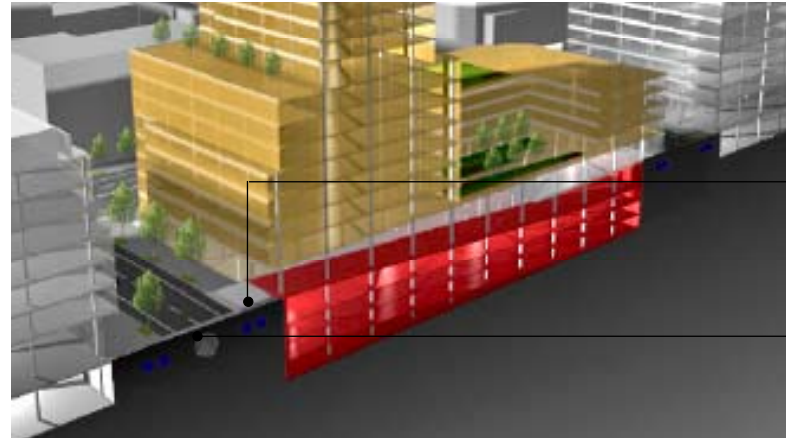
Sector Plan
Min. R.O.W.: 70 ft
Lanes: 2

Guidelines
Parking: Both sides
Trees: 40-45' o.c.
Sidewalk: Per RoadCode
Setback: 22 ft north side
Street Wall: 42-60' H. max
Median: None

Parking

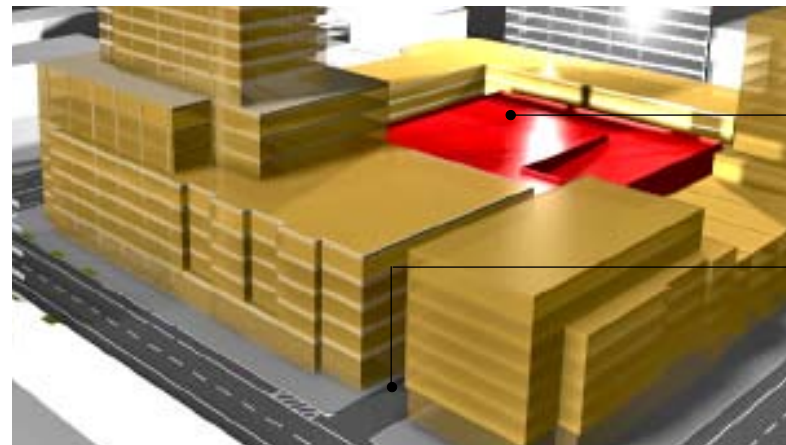
White Flint Sector Plan

Page 55 - The Plan recommends encouraging provision of public parking by private development through incentives in the CR Zone. It also recommends establishing a parking management authority to assist in the management of parking demand, and promote shared parking efficiencies.



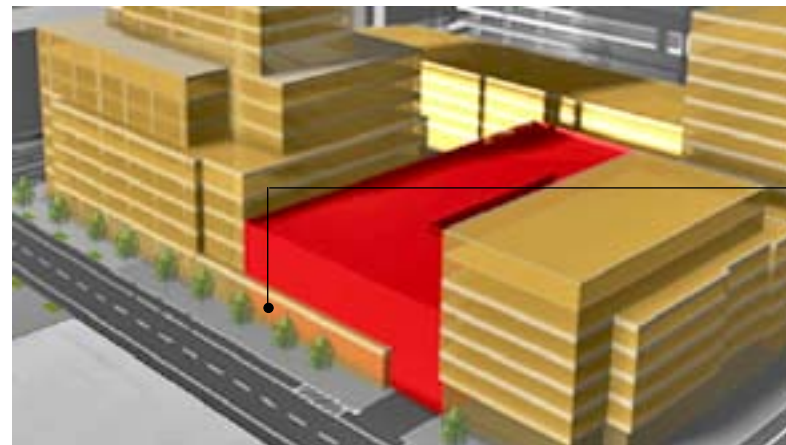
Narrow Entrance
Minimize width of entrance and egress lanes.

Access off Side Street
Provide side street access to minimize traffic impact



Wrapped Parking Deck
Place garage centrally within the block

Access off Alley
Minimize curb cuts, provide garage access from alley

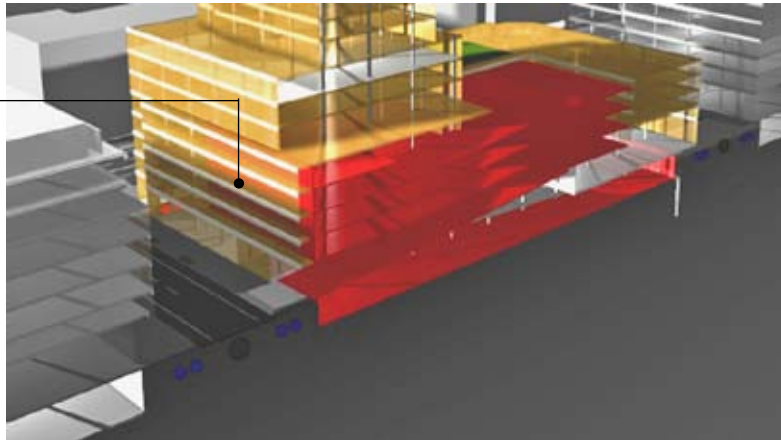


Minimize Street Exposure
Reduce the amount of the garage facade facing the street.

Ground Floor Frontage
If possible, activate ground floor with retail or other uses.

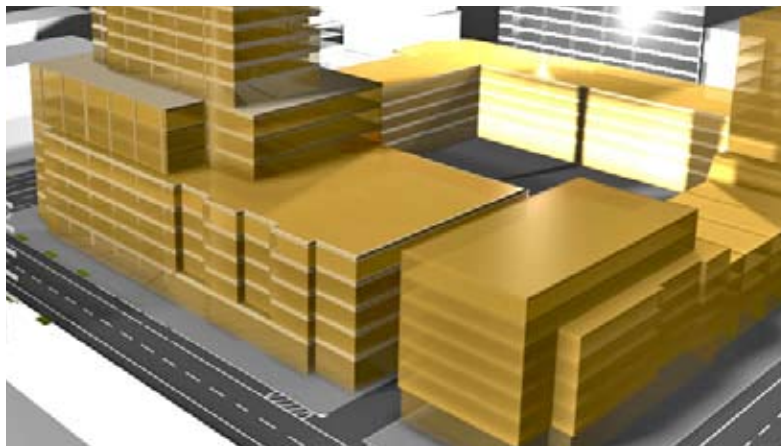
Integrated Building Facade

Garage and building are indistinguishable



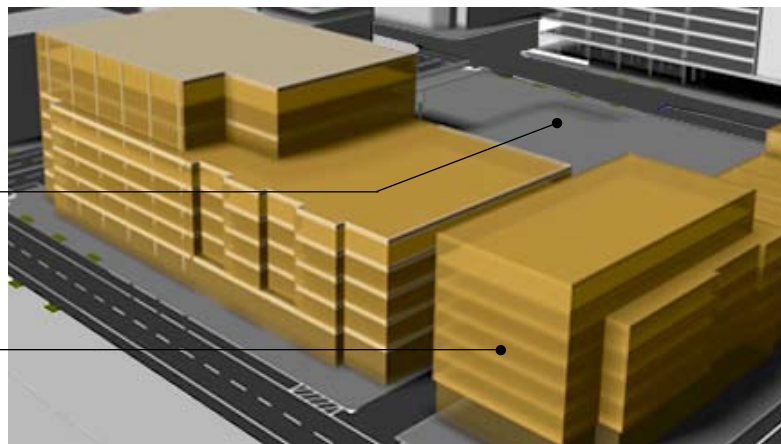
Access off Side Street

Provide side street access to minimize traffic impact



Parking Behind Building

Significant frontage shields cars from primary view points.



Building Anchors Corner

Building prominently located at point of highest visibility.

Parking Best Practices

Projects should seek to comply with the applicable parking best management practices.

Underground and Structured Parking

Parking should minimize its impact on the pedestrian environment and public realm.

- Locate entrances and exits on an alley or business district street.
- Minimize impact on building's architectural character. Buildings above structured parking should make no distinction between the facades of the garage and building unless they enhance the overall architectural quality of the building.
- Minimize the width and height of driveways and entrances.
- Where possible, combine loading dock and garage access.

Surface Parking

Locate parking on the back or side of building, with the building fronting the primary streets and sidewalks.

Guidelines for Open Space

White Flint Sector Plan

Page 22 - The Plan recommends a hierarchical open space system in which each space contributes variety in function and setting. A recreation loop connects the public use spaces, which will include:

- an active urban park
- a central civic green
- urban plazas at each cluster of offices, residences, or shops
- a neighborhood green for each neighborhood
- private recreation space for each building

A successful public space system is made up of a variety of spaces organized hierarchically; spaces of different size, use, and ownership. Large open green areas, frequent in suburban landscapes, are supplemented by smaller spaces in an urban environment. The White Flint public space system will provide a range of public spaces to meet a variety of needs. As the area develops, it is critical that meeting the public use space requirement works toward creating active urban places. Location and orientation of open space must reinforce the goal of creating spaces fronted with active uses.

All public use spaces should include some of the following design elements:

- High visibility from sidewalks, streets and buildings
- Accessible to all
- Sustainable design – native plants requiring minimal maintenance, manipulation of rainwater for natural irrigation, plants that provide pest control and require non-organic treatment
- Opportunities for shade or sun, with water elements to offer a sensory change and softening of urban noise and wind protection
- Range of active and passive uses with the necessary infrastructure to promote flexibility
- Opportunities for art placement
- Seamless integration with adjacent public right-of-way space.



Objectives

Central Civic Green

Primary open space for major celebrations and public gatherings.

Neighborhood Open Space

Meeting place and landmark open space serving as focus for each neighborhood or district.

Public Use Space

Plazas, small urban parks, and through block pedestrian ways provided and maintained by individual projects as part of the public use space requirement.

Amenities and Facilities

Roof gardens, recreation rooms, balcony/terrace/deck/patio, or day care facilities provided by individual properties for the use of building occupants.

Active Urban Park

A public park on the grounds of the Aquatic Center. New facilities will be identified and prioritized during the update of the Facility Master Plan for Wall Park. Design features should include:

- Provisions for a variety of sports and fitness activities
- Locations for public art
- Designated areas for passive recreation
- Preservation of existing trees and an augmented tree buffer zone along Old Georgetown Road and Nicholson Lane
- Pedestrian access to streets and sidewalks on all sides of the park
- Considerations for the relocation of the existing surface parking for the Aquatic Center.



Neighborhood Open Space

Privately developed public use space that will serve as focal point for mostly residential areas by providing a place for gatherings and informal activities. Design features should include:

- Provide as part of the public use space requirement for properties to be re-developed
- Approximately one half acre area
- Flexible space for a variety of public gatherings with focal points and softer areas
- Could be provided as part of a public use spaces system



Central Civic Green

The Central Civic Green will be a publicly owned open space to be located within the Metro West District, on the same block as the Conference Center. This space will be designed for both individual enjoyment and large public gatherings. The design of this space will require:

- Appropriation of a one to two acre area for this use
- Flexible space for a variety of public gatherings
- Locations for public art
- May incorporate the closing of adjacent streets for special events
- Decorative lighting and paving



Open Space Types

Urban Plazas

Amenities and Facilities

Recreation Loop

Guidelines for Buildings

White Flint Sector Plan

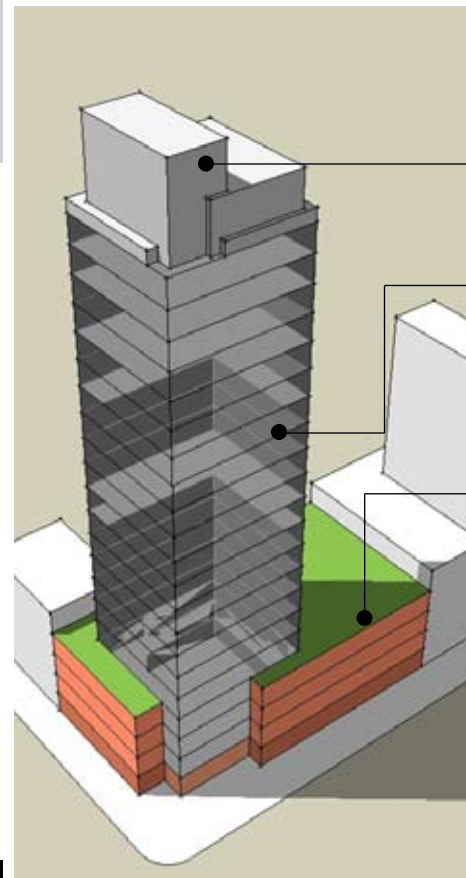
Page 21 - The Plan recommends a range of building heights to ensure compatibility with a variety of existing conditions, both within and adjacent to the sector plan area. Maximum building heights of 300 feet are permitted nearest the Metro station, tapering down to 40 feet or lower in close proximity to surrounding residential neighborhoods.

Buildings should be sited and designed with sensitivity for their effect on light, shadows, and air circulation for the occupants of those and neighboring buildings.

Building heights and distinctive architecture should accentuate important intersections along Rockville Pike. Within each district, signature buildings near the maximum height are allowed and desirable to create gateways or focal points.

Building design can enhance pedestrian activity. Various building components can work together to ensure that public spaces around a building are places where pedestrians can experience quality of place.

- **Build-to lines:** Establish minimum setbacks from the right-of-way where a percentage of the ground floor frontage must be located.
- **Podium height:** The podium is the lower massing component of a mixed-use structure. It is the portion of the building located closest to the street, and as such defines the pedestrian level space. It is the tallest part of a building the pedestrian can see – in White Flint the minimum should be three to five floors of active uses.
- **Stepback or Podium setback:** Distance the taller component of a building is set back into the property to separate it from the base or podium. Generally this distance should be 10' to 15'.
- **Width of the taller portion:** Reduces the perceived bulk of a building (discussed below)



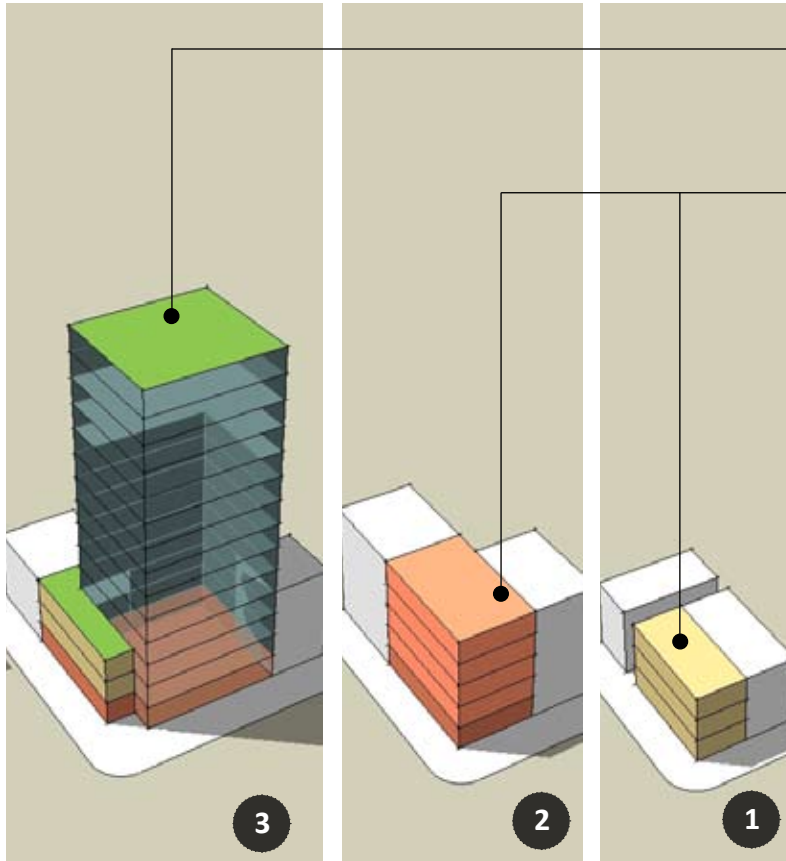
1. Building Tops - Distinctive building tops shall be encouraged in towers reaching maximum height levels, or depending on the prominence of their location in the area.

2. Towers - Any portion of a mixed-use structure extending above the podium floors. Can accumulate density and still allow for light and air flow. They shall be set back or located to reduce their impact on the streets below. Maximum height: 143 ft - see district diagrams for locations.

3. Podiums - The lower floors of a mixed use structure. This shall be the part of the structure establishing continuity with adjacent buildings. Height will vary: 2 to 5 stories, depending on location - see district diagrams.

Building Components

Mixed-use structures shall have a lower component (podium) that will define and contain the street and a taller component (tower), to concentrate density upward.

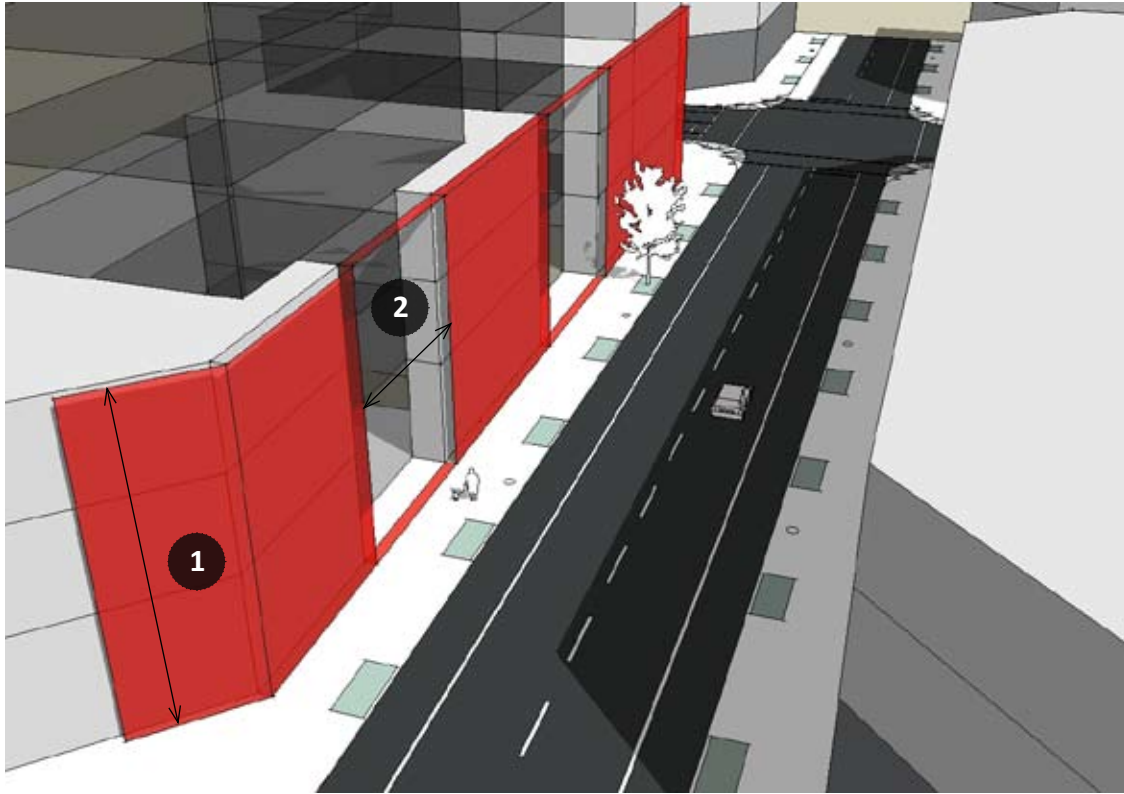


Larger Buildings: Podiums height shall range between 2 and 5 floors, and will connect and/or transition to adjacent buildings.

Smaller Buildings: Maintain continuity with adjacent building podiums, and use their lower scale as transition to lower density neighborhoods adjacent to most planning areas.

- 1. Transition Buildings**
Residential
3 Stories
35 to 48 feet high
- 2. Mixed-Use Buildings**
Retail ground floor
Office or residential above
3 to 5 stories high
- 3. Tower+ Base Mixed-Use**
Retail ground floor
Office or residential above
3 to 5 stories high
100 to 250 feet high tower

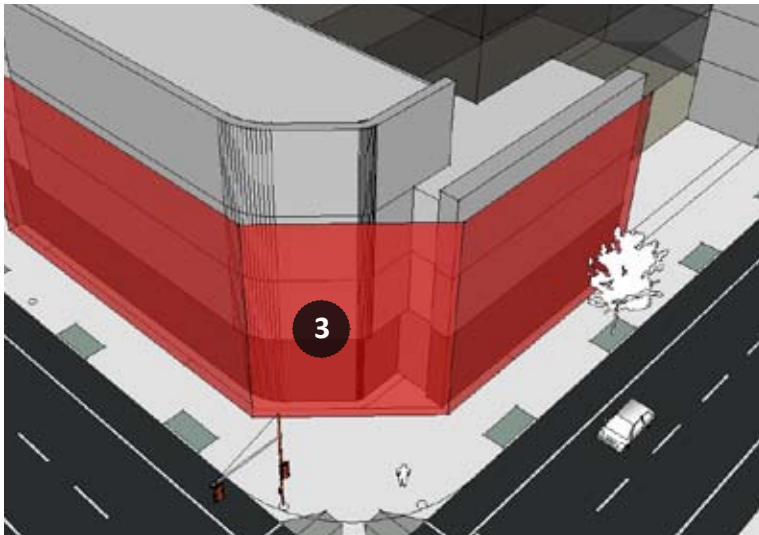
Mix of Building Types
Various building types will combine to for a single urban environment. Compatibility between building components in adajacent structures will be important to establish continuity in the urban realm.




1. Podium Height - Shall range between 3 and 5 stories, as indicated on street sections.

2. Street Wall - Permit breaks along street walls on block frontages 200 feet or longer. Breaks shall be away from block corners, and are not permitted on retail priority streets.

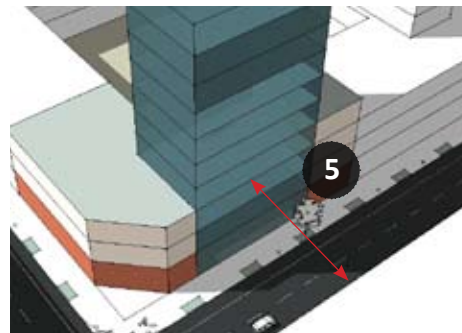
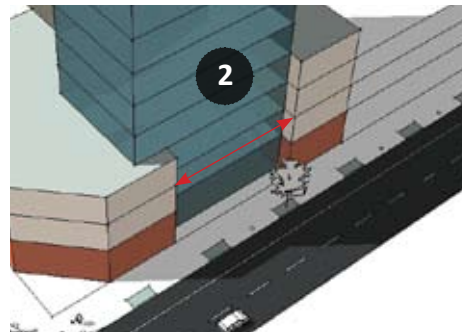
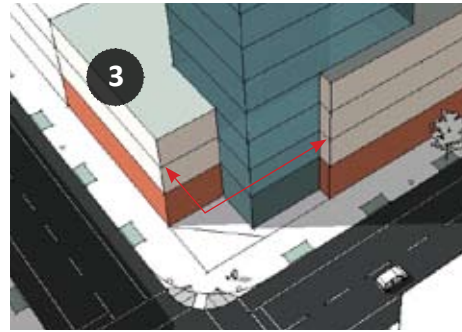
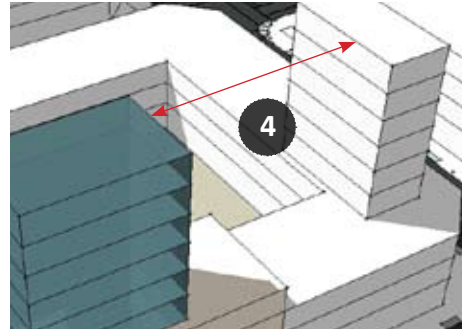
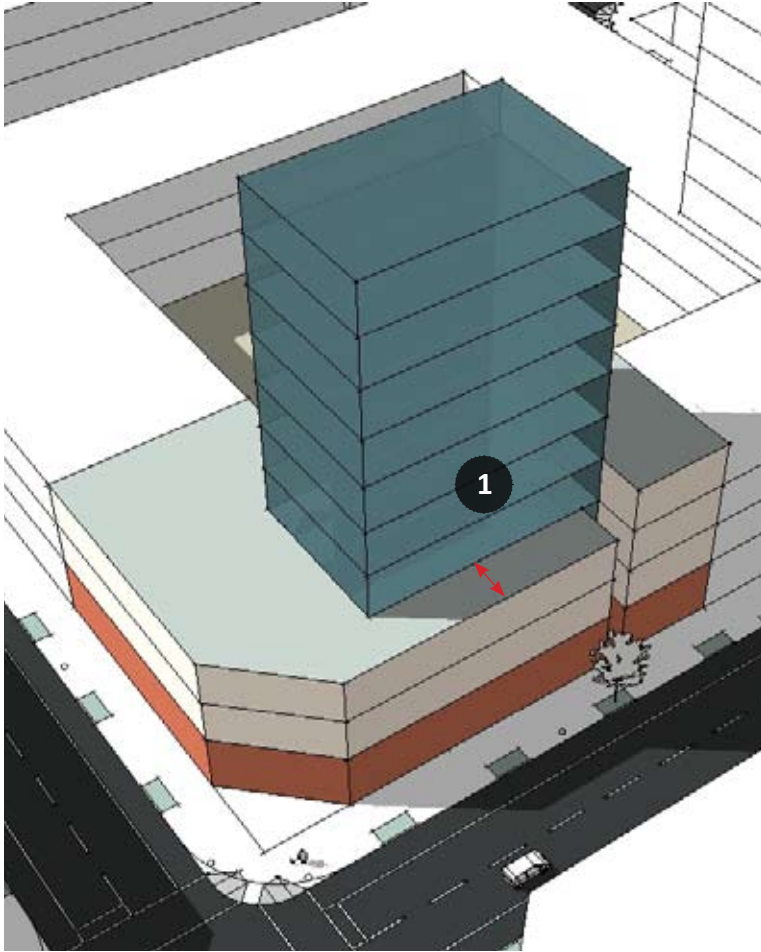
3. Podiums - Podiums should meet built-to walls at corners. Facade articulation is strongly encouraged



 Building street wall to meet built-to line.

Street Defining Buildings

Pedestrian priority streets will be defined by consistent street walls. Building podiums shall meet build-to lines on both sides of the street where indicated on district maps.



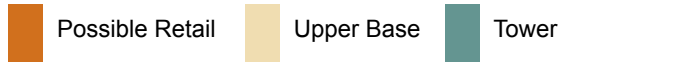
1. Setback - Encouraged on streets with right-of way of 70 feet or less. Amount of setback shall be determined by building's structure, but shall be no less than 15 feet.

2. Street Wall Recess - Tower full height may be fully shown in relation to frontal open space or setback from right-of-way.

3. Corners - Tower full height may be expressed at corners, as part of building articulation. Street wall continuity must be maintained through articulation.

4. Tower Separation - Podiums should meet built-to walls at corners. Facade articulation is strongly encouraged

5. Tower Alignment - Tower face may align with podium face along streets with right-of-way 80 feet or greater.

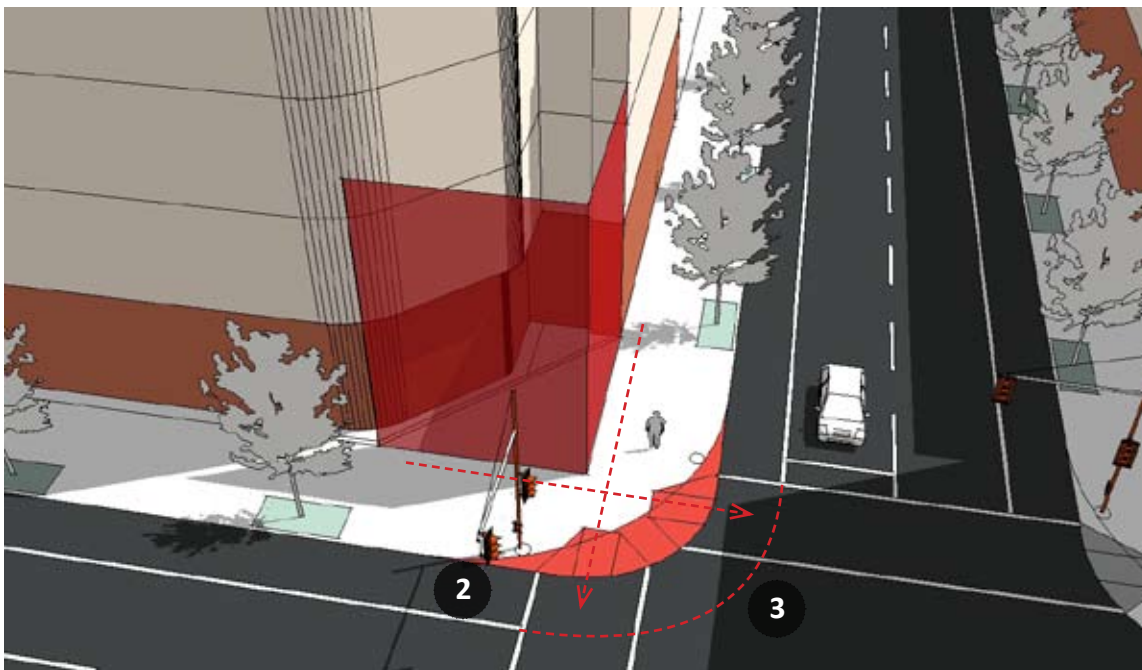


Building Towers

Location of building towers shall be carefully considered to reduce their visual impact on pedestrian priority streets.




1. MCDOT -Highlighted area indicates sidewalks and required corner truncation per MCDOT standards at the intersection of two hypothetical streets. A corner radius of 30 ft is shown. This standard requires a single handicapped ramp (not shown) oriented towards the center of the intersection.



2. Design Guidelines - Guidelines recommend a tighter corner radius (15 feet shown), a double ramp at the corner, and to waive the truncation requirement in most urban streets. Ramps should align with path of pedestrian travel and street crossings.

3. Vehicle turning radius - After clearing on-street parking, effective turning radius should be 30 feet in the recommended configuration.

 Focus Elements

Urban Corners

Design Guidelines include recommendations for creating urban corners that are safer for pedestrian and convenient for safety and service vehicles.

Additional Objectives

Facade Articulation

Facades shall be articulated to promote pedestrian activity and enhance overall urban environment.

Guidelines:

1. Ground floor shall incorporate the building's most public and active spaces to activate the street.
2. Facade organization should allow for active ground floor uses to be visible from the street. Frontages for retail use shall be as transparent as feasible. Avoid long stretches of blank walls; if required, provide articulation to minimize their impact on the pedestrian realm.
3. Provide vertical articulation along street walls to reduce their visual length.
4. Design building entrances to be prominent elements in the street frontage.



Sustainability

Design new buildings for optimizing energy performance and resource conservation. All new development shall meet LEED standards.



- Wind generally accelerates down the face of a building making a podium a necessary component to divert downward winds before reaching pedestrian areas, therefore increasing comfort levels within the pedestrian zone.
- Long base walls can create a “wind tunnel” type of effect if no articulation is provided along with building elements to interrupt and disperse the wind flow.
- Wider spacing between the taller building portions allows for sunlight to reach between buildings.
- Taller buildings with narrower floor plates will cast a longer shadow than a building that is shorter and wider. A longer shadow moves faster across any single point on the ground, reducing the impact of the building on adjacent pedestrian areas— meaning taller narrower buildings have less impact than wider, shorter buildings of similar floor area.
- Anchoring corners should be an integral building function

Design Excellence

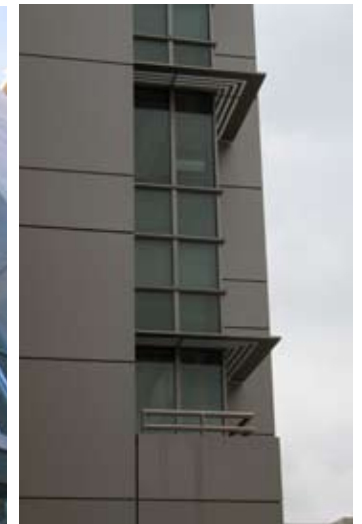
Design Strategies

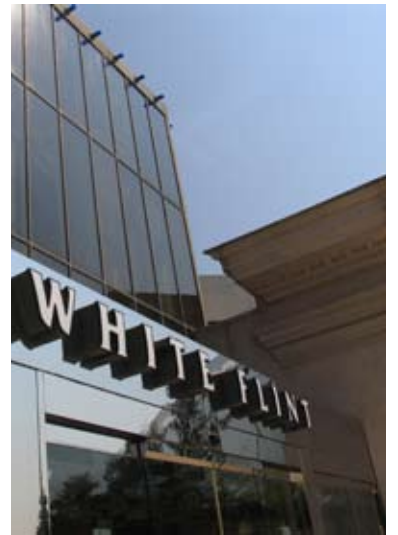
- Use contemporary building materials
- Create walls with higher percentages of glass to both lighten the structure and improve building performance.
- Require excellence in the design of all public structures

Architectural design quality must improve beyond what has been built recently in the County, particularly in the residential sector. Good design enhances building sustainability, as more people will choose to live in attractive and accessible structures. This will be especially important in the early stages of White Flint growth, when it will compete for users with more established areas in the region.

To achieve this, a diverse building product is needed to attract the growth that has gone or may go to other jurisdictions. Modern design, loft structures, and innovative building materials would aide in advancing the cause of better design.

To achieve a higher design standard, discussions between planning design staff and property owners will be strongly encouraged early in the design process. Buildings must always be considered in the context of the street and established design goals for the sector. Owners must consider these goals when potential tenants are courted. The “pad lot” parcels are no longer viewed as sites for single story fast food national chains or drug stores. The architecture of these uses needs to fit in with the vision outlined in the Sector Plan.





General Notes

Streets

1. Refer to the **Guidelines for Streets** (page 10) for general guidelines regarding urban streets, parking, and pedestrian links.
2. Guidelines recommendations within the public R.O.W. require coordination with the Montgomery County Department of Transportation.
3. Proposed streets should be compatible in character with business streets, and be constructed to similar standards.
4. Actual locations where retail operations are feasible will be discussed during the project review process.

Open Spaces

1. Refer to the **Guidelines for Open Space** (page 14) for general guidelines regarding privately developed public use space that serves as neighborhood gathering space.
2. The Sector Plan may recommend a certain amount of open space to be allocated for neighborhood open space, as part of the open space required by zoning.

Buildings

1. Refer to **Guidelines for Buildings** (page 18) for general guidelines regarding location of street walls along built-to lines, building mass distribution, facade articulation, and urban corners.
2. Locate maximum building heights along Rockville Pike, closest to the Metro Station (see district diagrams).
3. Prioritize the establishment of consistent street walls along public streets. Character at other adjacent streets should be compatible.
4. Consider signature structures or significant building gestures at prominent locations
5. Locate and size taller building components to reduce the impact of their cast shadows on streets and public use spaces.

White Flint Sector Plan

Page 26 - The Plan describes White Flint as an urban center including eight districts: Metro West, Metro East, Mid-Pike, Nobe, Maple Avenue, Nebel, NRC, and White Flint Mall. It also describes individual districts as follows:

- Metro West and Metro East Districts: will form the core of White Flint at the Metro Station
- Mid-Pike District: envisioned as a regional marketplace
- White Flint Mall District: has the greatest potential for a series of new neighborhoods, including transit oriented development centered at the proposed MARC station
- Nobe District: five blocks that contain existing office development and new mixed-use development
- Maple Avenue, NRC, and Nebel Districts: house long term public uses such as the Montgomery County Pre-release center, Washington Gas facility, or the Nuclear Regulatory Commission

All districts have potential to unify existing and new developments into a more coherent urban pattern, and create new neighborhoods.

Districts

Metro West District



Boundaries

North - Old Georgetown Road between Rockville Pike and "Old" Old Georgetown Road
 East - Rockville Pike between Old Georgetown Road and Nicholson Lane
 West - "Old" Old Georgetown Road between Old Georgetown Road and Nicholson Lane
 South - Nicholson Lane between "Old" Old Georgetown Road and Rockville Pike

Features

North Bethesda Conference Center
 Wall Park and the Aquatic Center
 The Wisconsin and The Grand Apartments

Area

54 Acre (approx)



Streets



1. Allow for on-street parking along both sides of new business streets, and along Old Georgetown Road (to be approved by MCDOT).
2. Re-align Executive Blvd. to meet Mid-Pike Spine Street to the north.
3. Create Market Street running east-west, north of the Conference Center. Allow for a 22 ft setback from the public R.O.W to create the Market Street Promenade.

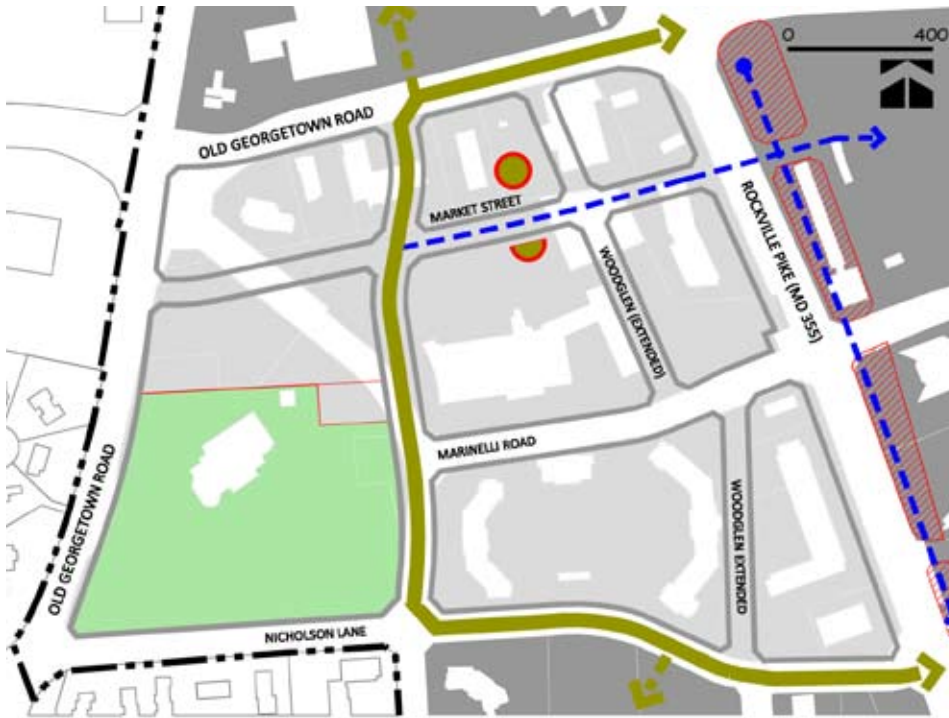
General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary
- Retail

Streets

- Highway
- Business
- Arterial
- Proposed

Open Space



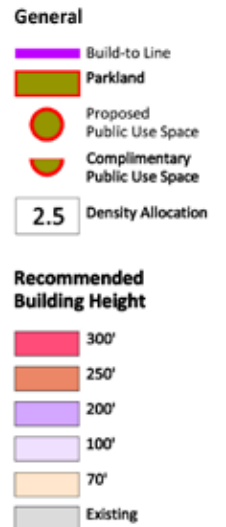
1. Allow space along Executive Blvd, Old Georgetown Rd, and Nicholson Lane for the creation of the inner ring of the Recreation Loop.
2. Use setbacks along northern edge of Market Street for the Market Street Promenade.
3. Coordinate Promenade with final location of Civic Green.
4. Provide signage as needed to indicate connections between the recreation loop and its extensions into neighboring districts.



Buildings



1. Taller building components should be concentrated close to the Metro station.
2. Locate and size taller building components to reduce the impact of their cast shadows on streets and public use spaces below.
3. Lower building components should meet built-to lines in areas shown. Small pocket urban spaces, and facade articulation are encouraged, and will be reviewed during the plan review process.



Metro East District



Boundaries

North - Southern boundary of Maple Avenue district
 East - Nebel Street between Marinelli St. and Maple Avenue
 West - Rockville Pike between Marinelli St. and the southern boundary of Maple Avenue district.
 South - Marinelli Street between Rockville Pike and Nebel Street

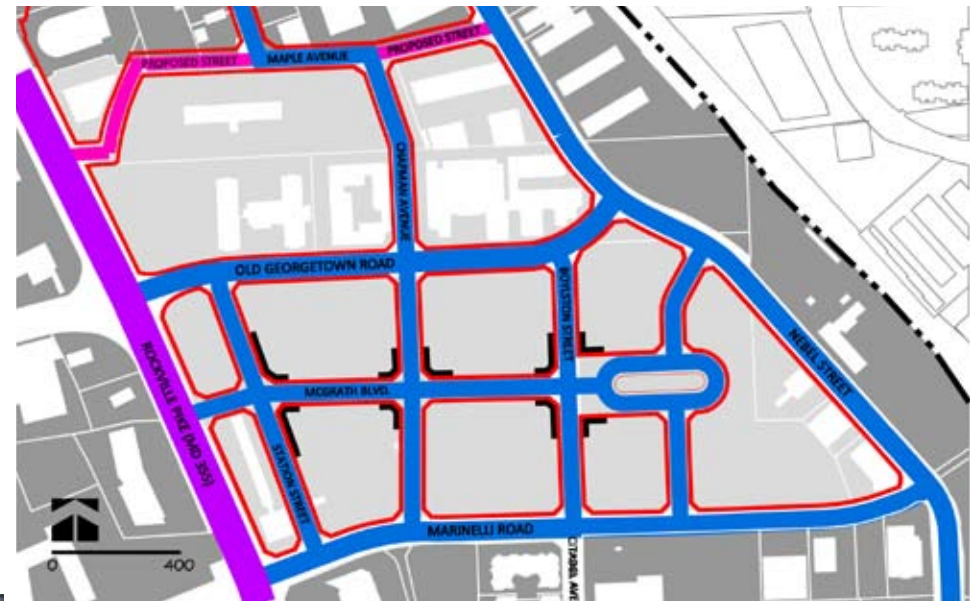
Features

White Flint Metro Station.
 Market Street will run east-west through the center of the district.

Area



Streets



1. Coordinate new streets around Metro station with proposed northern Metro Entrance work.
2. Ensure continuity of streetscape around district's perimeter.

General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary
- Retail

Streets

- Highway
- Business
- Proposed

Open Space



1. Coordinate continuity of recreation loop around district, and its alignment with segments adjoining neighboring districts.
2. Coordinate Promenade along McGrath Blvd with Market Street Promenade on the western side of Rockville Pike.
3. Provide termination for the Rockville Pike Promenade in coordination with proposed new Metro station northern entrance.

General



Open Space



Buildings



1. Activating uses should line areas designated as built-to lines to ensure pedestrian activity along the outer perimeter of the district.

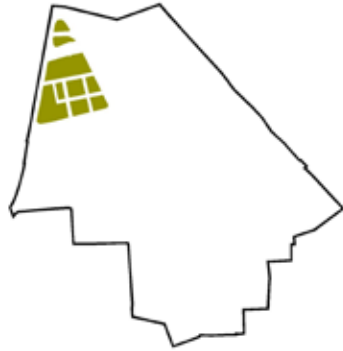
General



Recommended Building Height



Mid-Pike Plaza District



Boundaries

North - Montrose Parkway
 East - Rockville Pike between Montrose Parkway and Old Georgetown Road
 West - "Old" Old Georgetown Road between Montrose Parkway and Old Georgetown Road
 South - Old Georgetown Road

Features

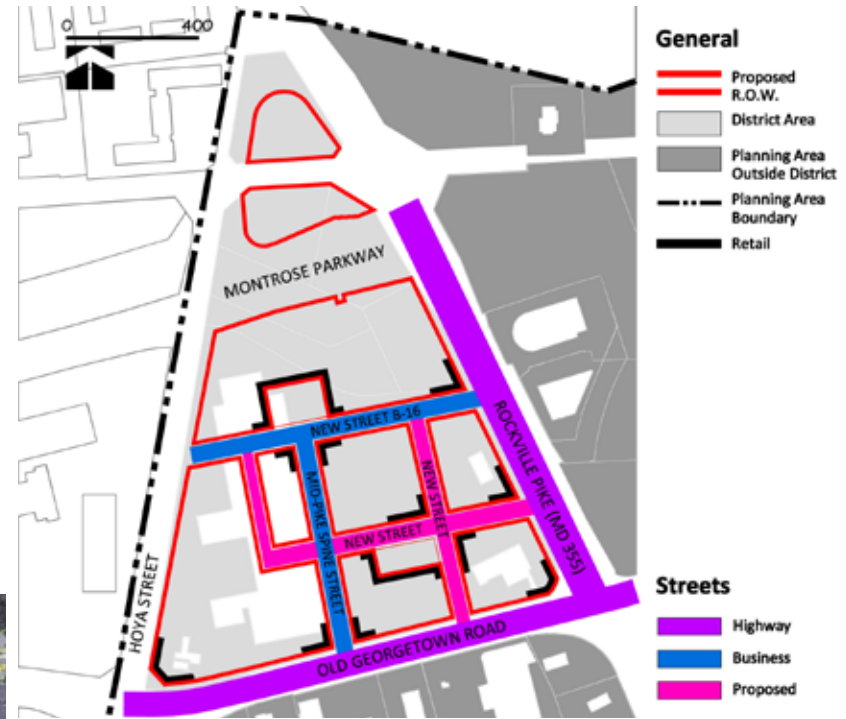
Direct access to Montrose Parkway to the north

Area

29 Acre (approx)

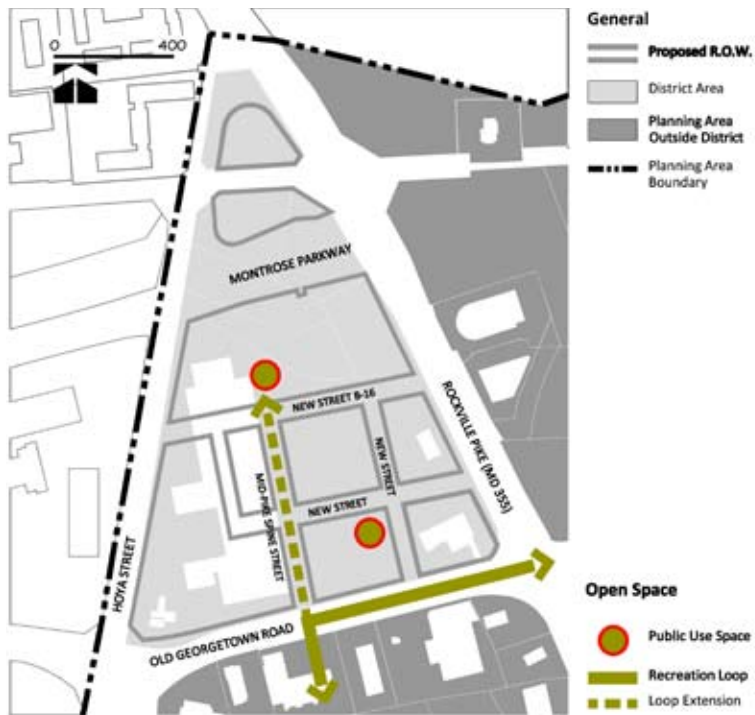


Streets



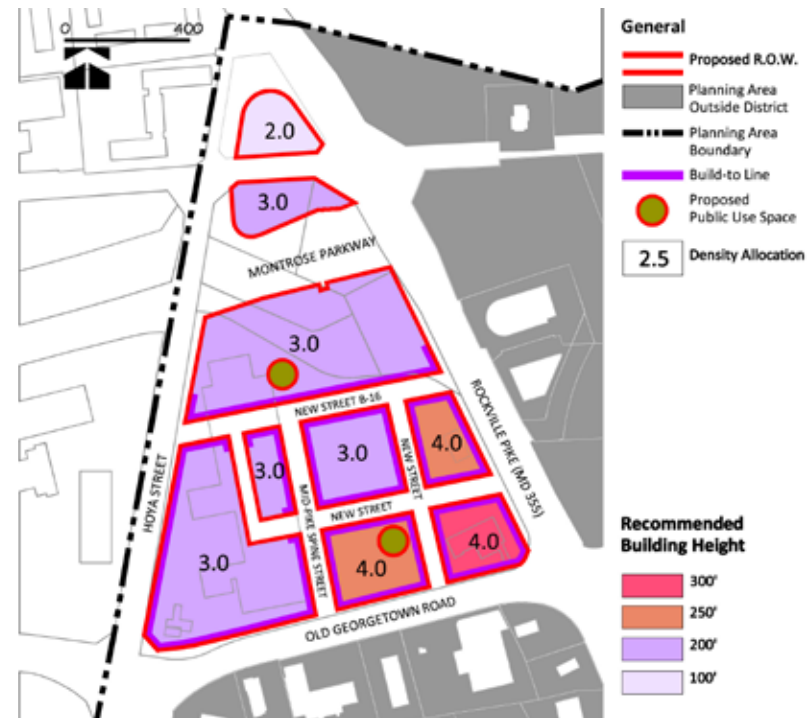
1. Proposed streets should be compatible in character with business streets, and be constructed to similar standards.
2. Allow for on-street parking along both sides of new business streets, and along Old Georgetown Road (to be approved by MCDOT).
3. Retail locations indicated on diagram are intended to illustrate the need for retail activity to anchor development at key block corners. Market forces will dictate actual locations where retail operations are feasible; these will be discussed during the project review process.

Open Space



1. The Sector Plan recommends a combined total of one acre to be used as public open space for this district. Symbols designate approximate locations for possible prominent public use spaces. Final locations for these, and also opportunities for supplementary (smaller) urban plazas and amenity spaces, should be established during the project review process.
2. Neighborhood open spaces should be defined by surrounding building walls on at least three sides on a mid-block location, or two sides on a corner location.
3. Spaces for public use should be located to reduce extended periods of shadow coverage from surrounding buildings.
4. Provide signage along Mid-Pike Spine Street's sidewalk (either side) to indicate connections to the Recreation Loop to the south, and the various public use spaces within the district.

Buildings



1. Locate maximum building heights along Rockville Pike. Concentrate tallest elements around the south eastern corner of the district.
2. Prioritize the establishment of consistent street walls along public streets. Character at other adjacent streets should be compatible.
3. Consider signature structures or significant building gestures at prominent locations, such as the corner of Rockville Pike and Old Georgetown Road, the corner of Old Georgetown Road and "Old" Old Georgetown Road, or the northern terminus of Mid-Pike Spine street.
4. Locate and size taller building components to reduce the impact of their cast shadows on streets and public use spaces below.

NoBe District



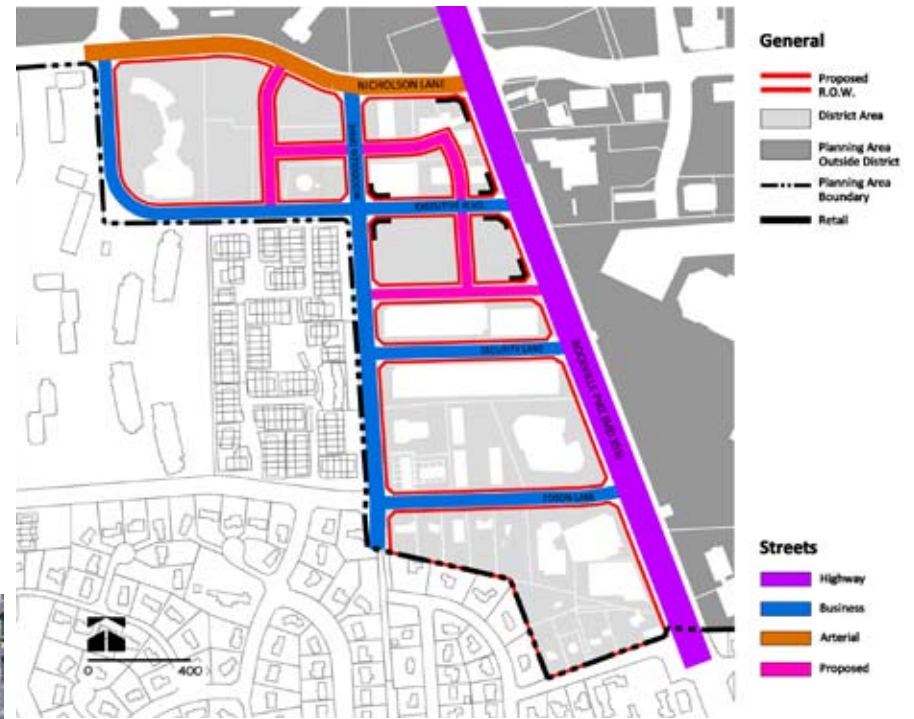
Boundaries
 North - Nicholson Lane between Executive Blvd. and Rockville Pike
 East - Rockville Pike, between Nicholson Lane and Hillery Way
 West - Woodglen Drive from Nicholson Lane to southern sector plan boundary
 South - Southern sector plan boundary

Features
 North Bethesda Market Project
 WSSC water storage facility

Area



Streets



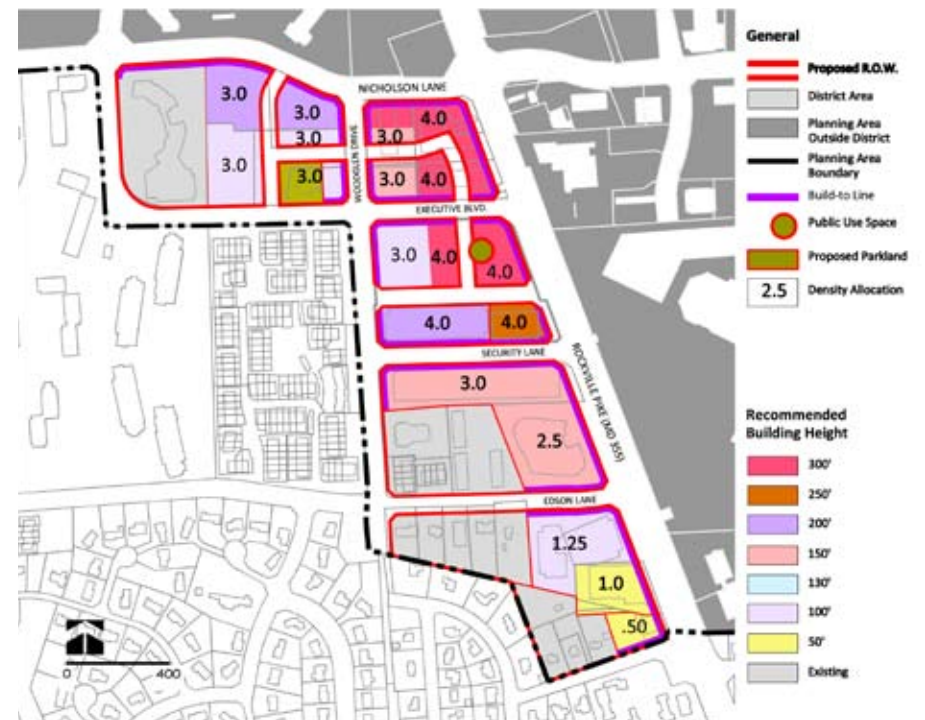
1. Streetscape elements along business streets should extend into proposed streets to ensure pedestrian continuity.
2. Encourage compatibility of and alignments of streetscape elements between newly constructed and future developments along Rockville Pike.

Open Space



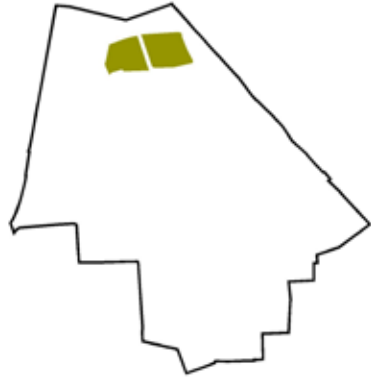
1. Provide signage along designated recreation loop extensions Spine Street's sidewalk (either side) to indicate connections to the main ring of the Recreation Loop to the north, and public use spaces in adjacent districts.

Buildings



1. Distribute activating uses along designated built-to line to ensure pedestrian activation along the more dense areas of the district, and to encourage pedestrian activity along Rockville Pike.

Maple Avenue District



Boundaries
 North - Montrose Parkway
 East - Nebel Street between Montrose Parkway and extended Maple Avenue
 West - Rockville Pike south of Montrose Parkway
 South - Maple Avenue Extended

Features
 Direct access to Montrose Parkway

Area
 24 Acre (approx)



Streets



General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary
- Retail

Streets

- Highway
- Business
- Proposed

Open Space



1. Provide neighborhood open space to attract pedestrian activity from neighboring districts, and to serve future residents and

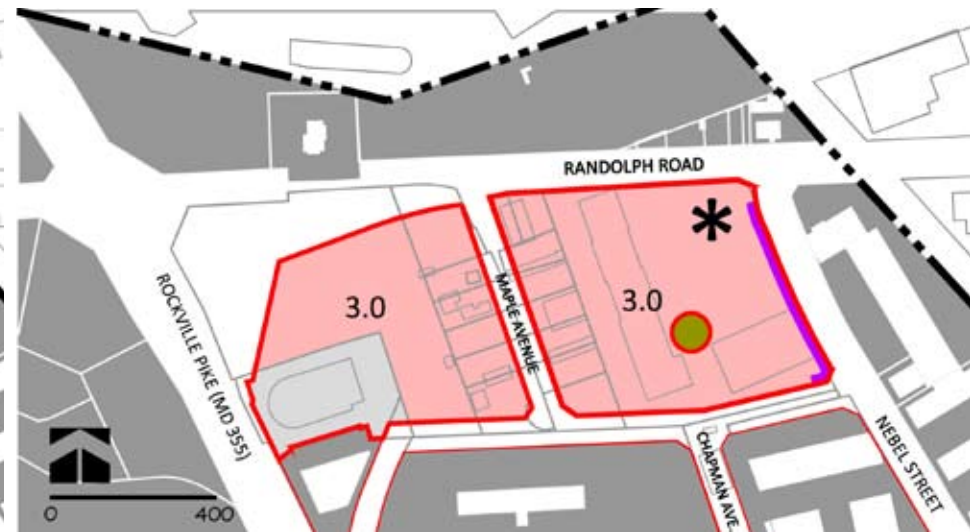
General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary

Open Space

- Proposed Public use Space
- Loop Extension

Buildings



1. Allow a signature element to be located on the corner of Randolph Road and nebel Street, to serve as gateway to the sector.

General

- Proposed R.O.W.
- Planning Area Outside District
- Planning Area Boundary
- Build-to Line
- Public Use Space

2.5 Density Allocation

Recommended Building Height

- 150'
- Existing
- Signature Building (200')

Nebel District



Boundaries

North - Montrose Parkway
East - CSX Transportation tracks
West - Nebel Street between Montrose Parkway and Nicholson Lane
South - Nicholson Lane

Features

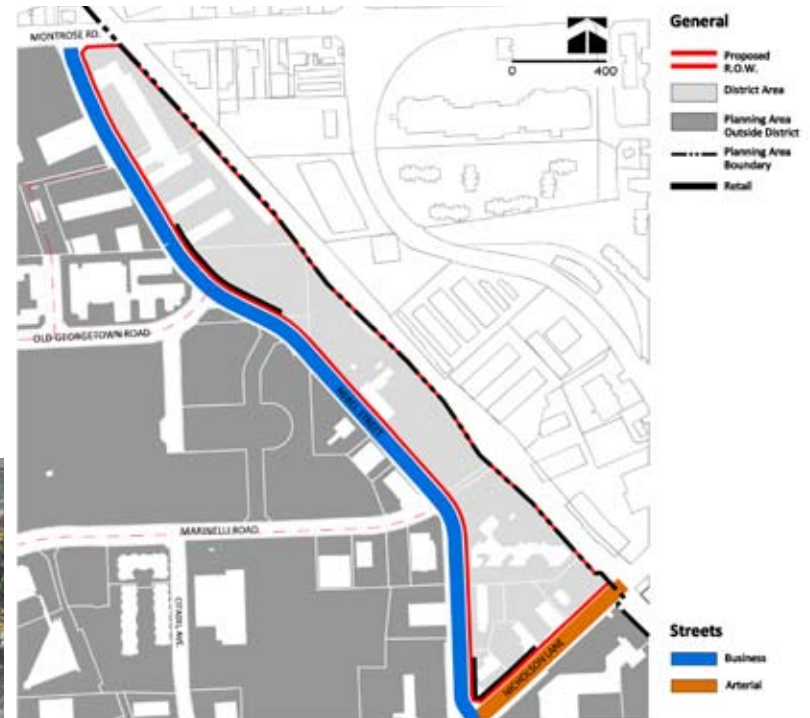
Close access to proposed MARC station

Area

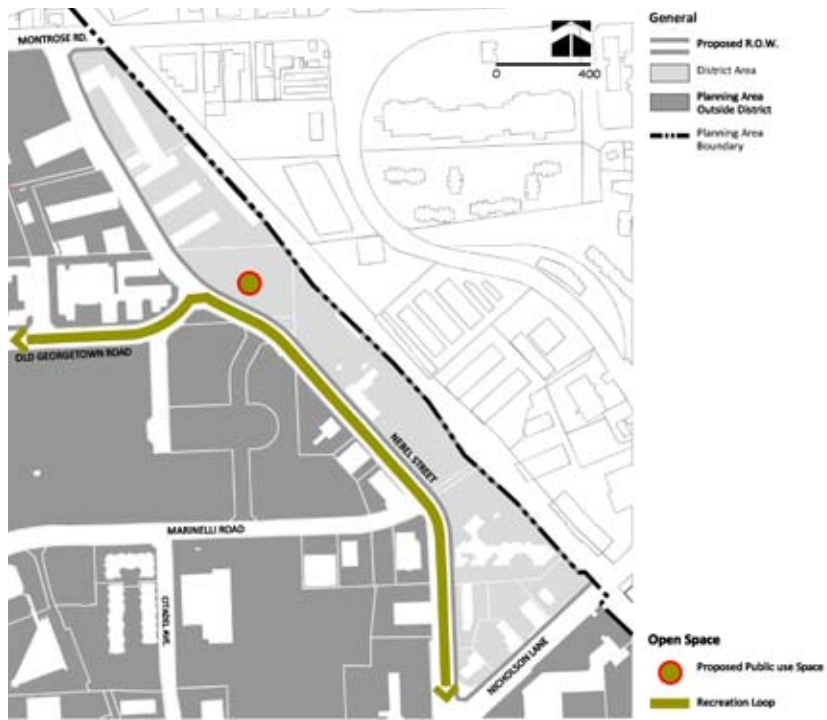
23 Acre (approx)



Streets

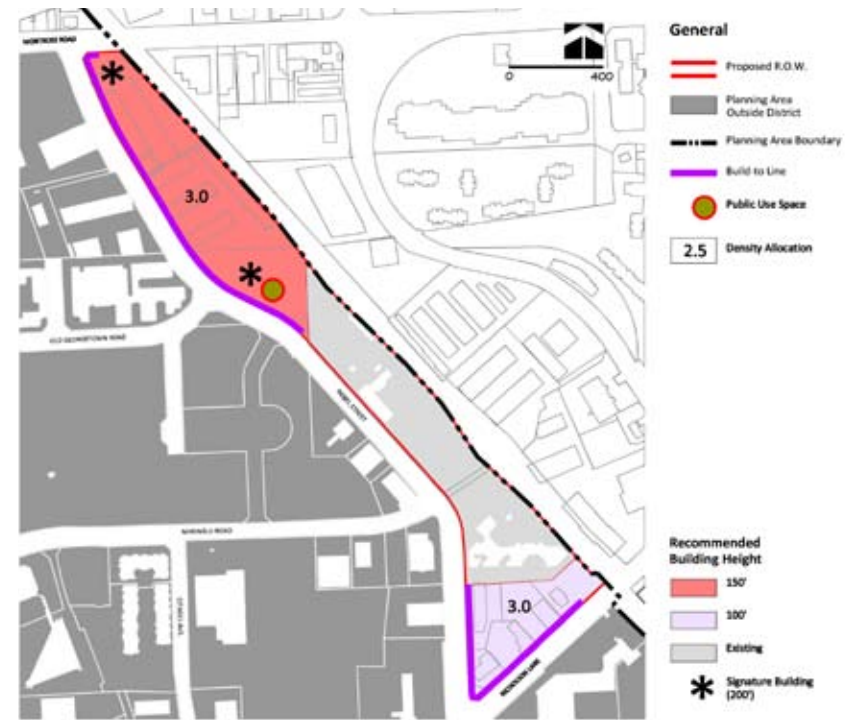


Open Space



1. Include public use space as part of new development to serve as termination of Old Georgetown Road's east end.
2. Reconstruction of Nebel street should include provisions for the recreation loop's inner ring.

Buildings



1. Encourage signature building elements as part of new development at the intersection between Nebel street and Old georgetown Road, and at the corner of Nebel and Randolph Road.

NRC District



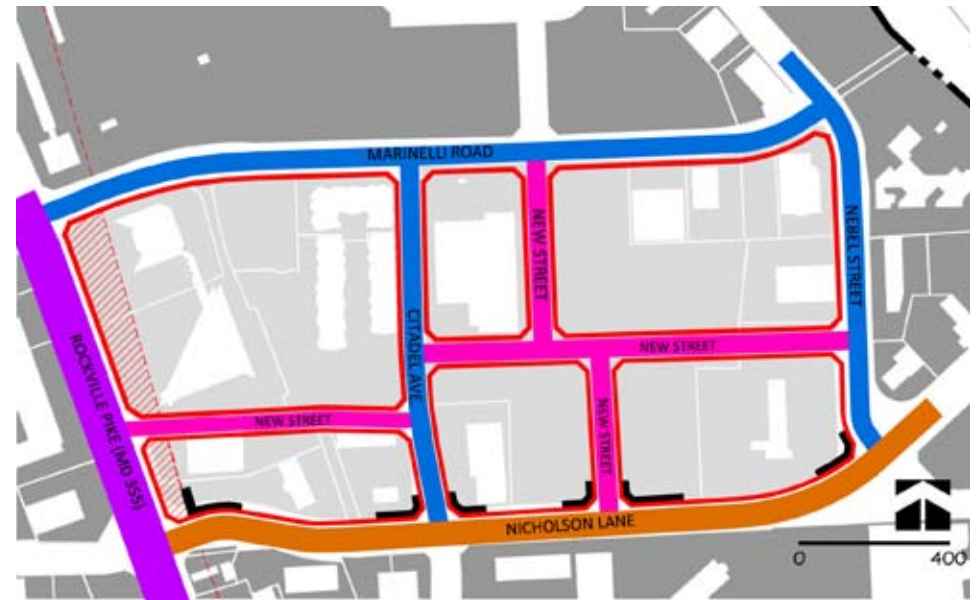
Boundaries
 North - Marinelli Road between Rockville Pike and Nebel Street
 East - Nebel Street between Marinelli Street and Nicholson Lane
 West - Rockville Pike between Marinelli Street and Nicholson Lane
 South - Nicholson Lane between Rockville Pike and CSX Transportation tracks

Features
 Home to the Nuclear Regulatory Commission
 Strathmore Court Residential Development
 WMATA Bus facility

Area
 38 Acre (approx)



Streets



- General**
- Proposed R.O.W.
 - District Area
 - Planning Area Outside District
 - Planning Area Boundary
 - Retail
 - WMATA Easement

- Streets**
- Highway
 - Business
 - Arterial
 - Proposed

Open Space



General

- Proposed R.O.W.
- District Area
- Planning Area Outside District
- Planning Area Boundary

Open Space

- Proposed Public use Space
- WMATA Easement
- Recreation Loop
- Loop Extension
- Promenade

Buildings



General

- Proposed R.O.W.
- Planning Area Outside District
- Planning Area Boundary
- WMATA Easement Zone
- Public Use Space
- Density Allocation

Recommended Building Height

- 300'
- 250'
- 200'
- Existing

White Flint Mall District



Boundaries

North - Nicholson Lane, from Rockville Pike to CSX tracks
 East - CSX Transportation tracks
 West - Rockville Pike between Nicholson Lane and Hillery Way
 South - Hillery Way west of Rockville Pike, and the northern edge of Garret Park Estates to the east of Rockville Pike

Features

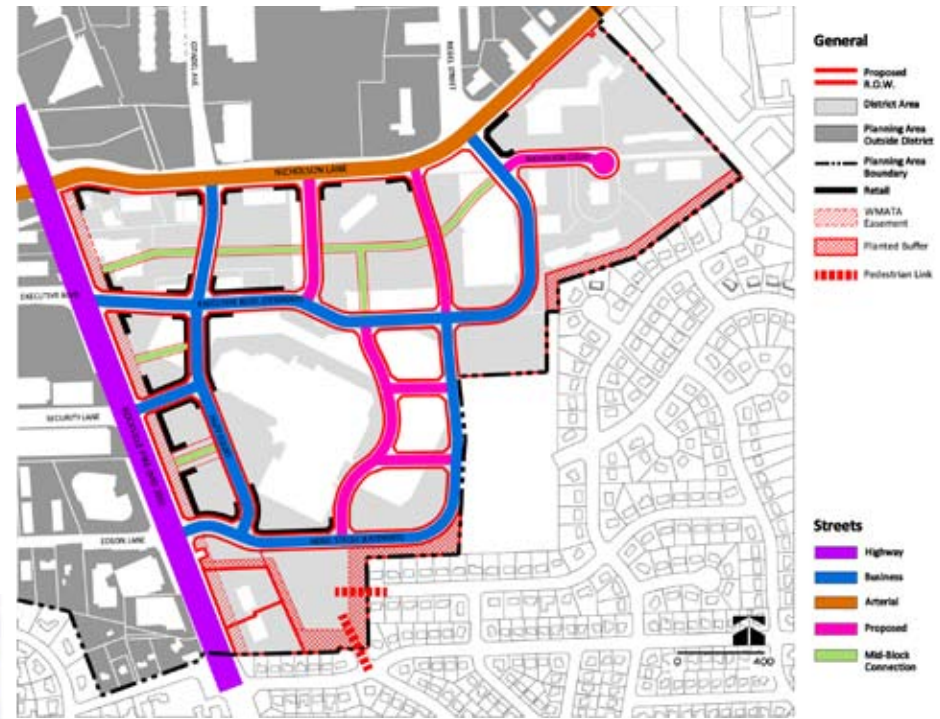
WMATA Easement along western district edge
 White Flint Mall's main building
 White Flint Park on the southeastern corner

Area

88 Acre (approx)

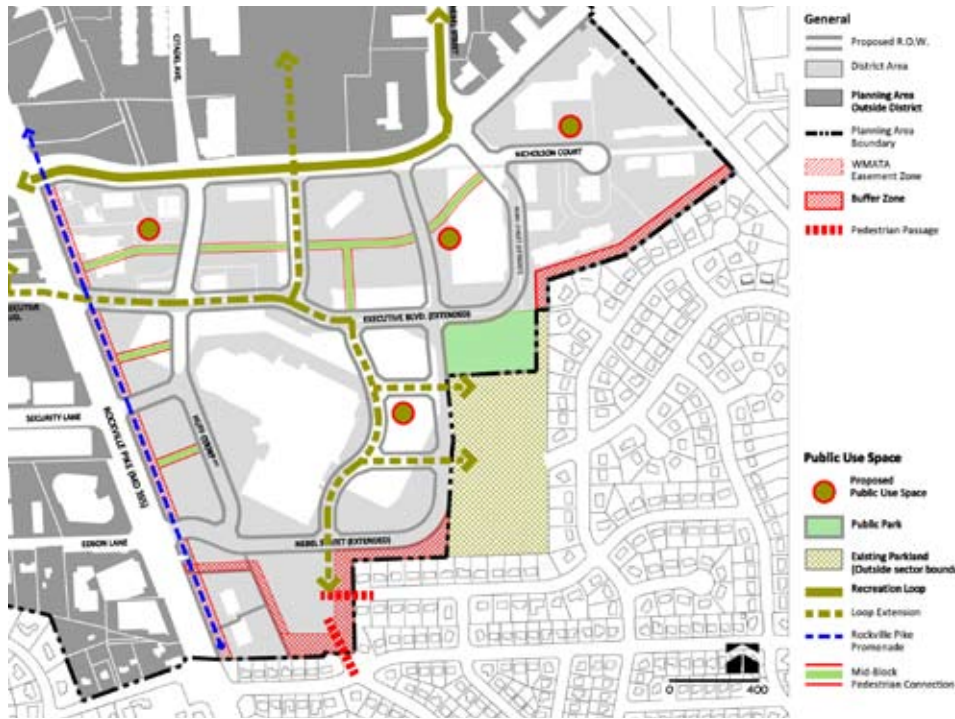


Streets



1. Encourage new development to include pedestrian connections to bridge between the proposed Rockville Pike Promenade, and retail activity along extended Huff Court.
2. Encourage development of a pedestrian link to connect the Rockville Pike Promenade with the proposed location of the MARC station along the eastern edge of the district.

Open Space



Buildings

