



June 4, 2010

TO: Montgomery County Planning Board

VIA: John A. Carter, Chief *JAC*
Urban Design and Preservation Division

FROM: Luis Estrada, Project Planner/Urban Designer *LE*
Urban Design and Preservation Division

SUBJECT: White Flint Urban Design Guidelines

STAFF RECOMMENDATION

Approve the White Flint Urban Design for final publication

SUMMARY OF PROPOSED CHANGES

In response to the testimony and discussion with the Planning Board during the worksession on May 27, 2010, the following changes have been incorporated into the White Flint Urban Design Guidelines:

- Provide a street section and additional text for Rockville Pike that incorporates an illustrative drawing of the future transitway
- Provide additional guidelines for the Local Streets throughout the White Flint Planning Area
- Include additional information on the hierarchy of open spaces including urban plazas, amenities and facilities, and the recreation loop as described in the Sector Plan
- Include the description of retail corners within the building diagrams, remove the reference to specific locations in the district diagrams
- Continue to clarify that the Design Guidelines are not regulations that mandate specific forms and locations for buildings and open space. They illustrate how Master Plan recommendations and principles might be met
- Respond to the testimony from representatives of property owners in accordance with the directions from the Planning Board

The revised White Flint Guidelines incorporate the recommendations of the Planning Board. These changes have been marked in the Design Guidelines.

URBAN DESIGN GUIDELINES

The Planning Department developed the Urban Design Guidelines to assist in implementing the recommendations in the Approved and Adopted White Flint Sector Plan. The attached document is the revised report for review and discussion by the Planning Board. In accordance with the Planning Department practice:

- The document will go through final layout, design and production in accordance with the recommendations from the Planning Board
- The document has been edited for tone, organization and consistency with the Design Guidelines for Twinbrook, Germantown, and Great Seneca Science Corridor
- Illustrations and renderings are integral to the recommendations and help tell the story
- A useful, interactive web site for each of the design guidelines will be created and located on the M-NCPPC site

The Planning Board reviewed the Staff Draft of the White Flint Design Guidelines prior to sending the Master Plan to the County Council, and received limited testimony. A worksession to review a Draft of the Design Guidelines and receive testimony was held on May 27, 2010. This hearing, on June 10, 2010, provides the opportunity for the Planning Board to finalize comments prior to final publication.

How to Use the Urban Design Guidelines

With the exception of street standards and specific recommendations for open spaces included in the Sector Plan, the Design Guidelines are not regulations that mandate specific forms and locations for buildings and open space. They illustrate how Sector Plan recommendations and principles might be met, and encourage applicants to propose designs that create an attractive and successful public realm. The examples and case studies are intended to frame discussions regarding street, open space, and building design in a flexible way, without proscribing specific standards.

The structure of the planning process includes:

- Master Plans and Sector Plans - Provide the vision for a specific geographic area
- Zoning Ordinance - Establish the regulations and implementation tools
- Design Guidelines - Provide the inspiration and provide an illustration of the vision

NEXT STEPS

- Approve the Urban Design Guidelines with all modifications recommended by the Planning Board
- Publish the White Flint Urban Design Guidelines including the following:
 - Printed document
 - Useful interactive, web design resource to be located on the M-NCPPC site

Attachments

- White Flint Urban Design Guidelines

G: White Flint Design Guidelines June 10