



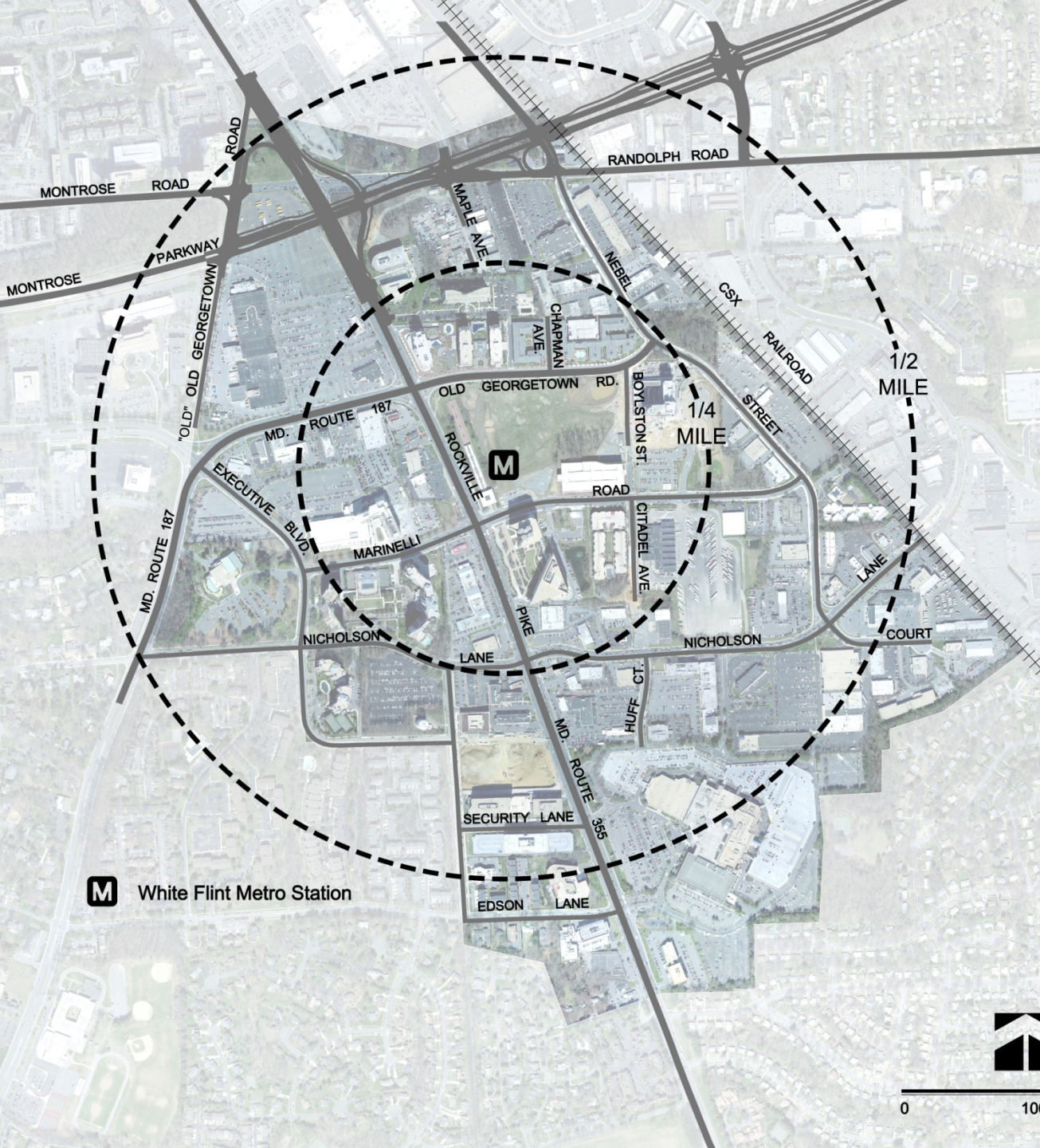
NEW PARTNERS FOR SMART GROWTH THE WHITE FLINT STORY

January 29, 2015

EXISTING CONDITIONS

THE WHITE FLINT PARTNERSHIP

White Flint
Sector Plan
Area:
430 Acres

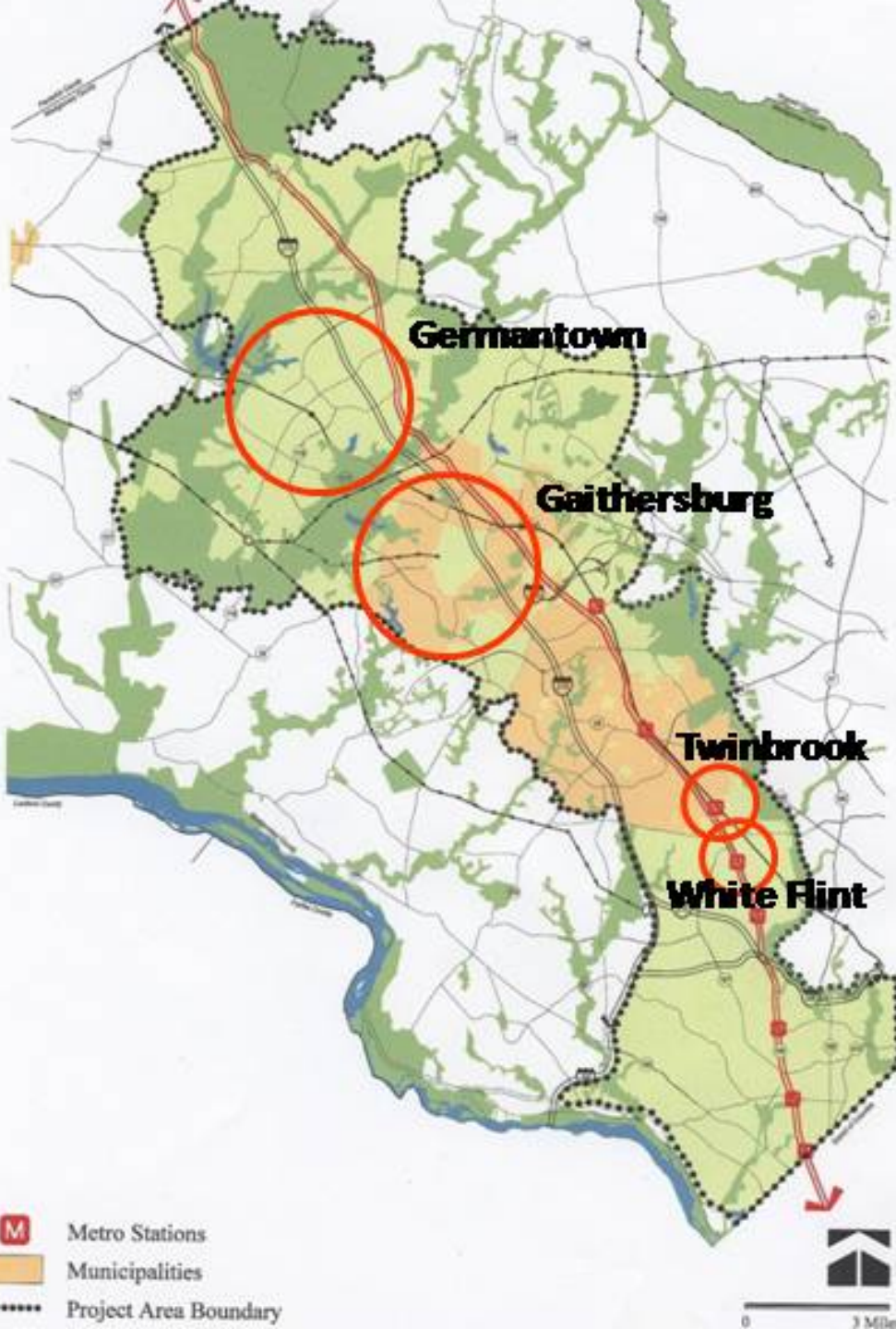


M White Flint Metro Station

0 1000

THE WHITE FLINT PARTNERSHIP

I-270
corridor
md 355



JANUARY 2008 - BEFORE

THE WHITE FLINT PARTNERSHIP



White Flint Existing Conditions

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Cars Must Beware of
Fast Moving Moms
with Strollers!



Interesting Place
to Meet for a
Chat!



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ROCK

Where do we go from here?

Help is on the Way:

WHITE FLINT SECTOR PLAN PROCESS

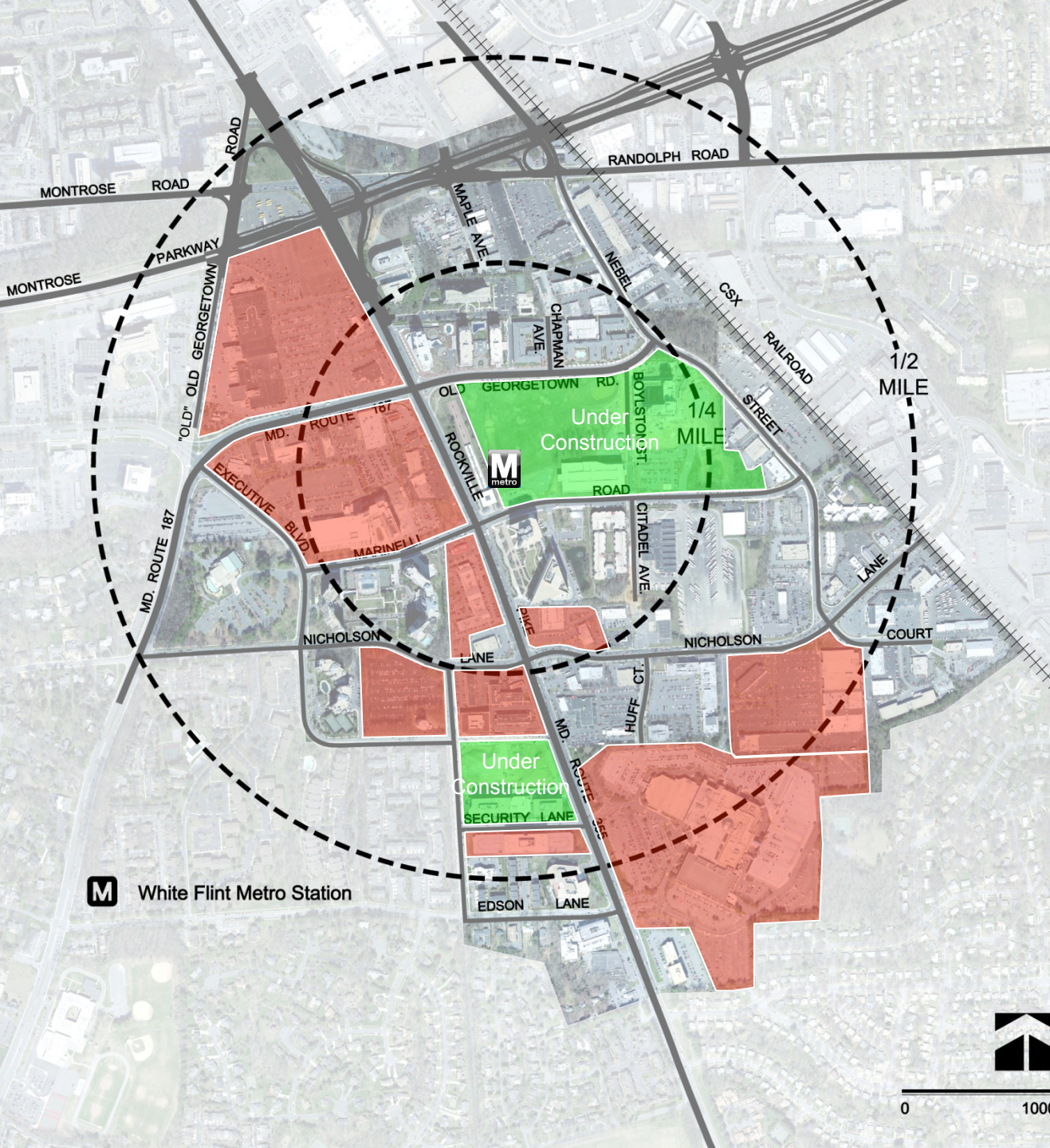
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white flint sector plan | 2010

THE WHITE FLINT PARTNERSHIP

The White Flint Partnership:

Federal Realty
JBG Companies
Lerner Enterprises
Tower Companies
Saul Centers
Holladay Corporation
Gables Residential
Combined Properties



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Sparse existing road network



10 Additional Lanes East/West
6 Additional Lanes North/South

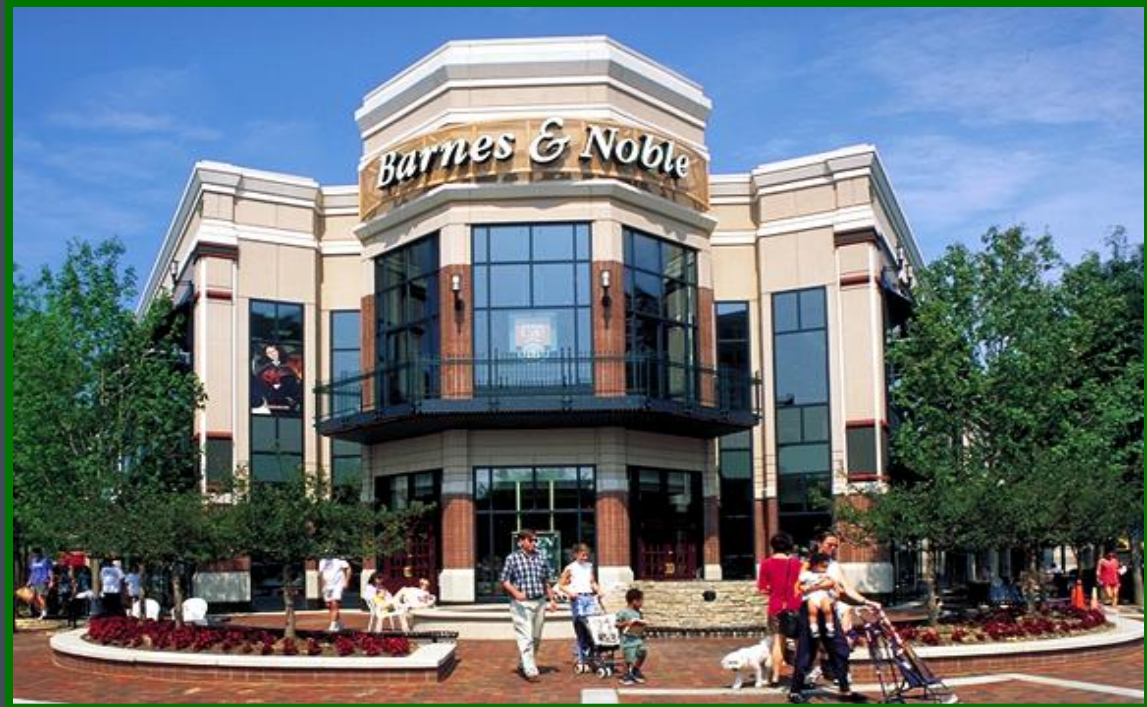
SPREADING THE WORD:

Education and Outreach

- RESEARCH
- LISTEN & INCORPORATE IDEAS
- EDUCATE
- ACTIVATE
- ALWAYS BE TRANSPARENT

Created Easy to Understand Outreach Presentation

THE WHITE FLINT PARTNERSHIP



Creating a sense of place and community in White Flint - a neighborhood you are proud to call home.

Active Pedestrian Friendly Streetscapes

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Active Pedestrian Friendly Streetscapes Even at Night

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Streets as Part of Public Use Space

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The Outdoor Living Room

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Connected and Convenient: Moving People as Well As Cars

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Transportation planning efforts
Changing perspective to look at “person trips”
rather than individual cars or vehicle miles
traveled

PERSON TRIPS

Most transportation planning is based on vehicle travel rather than moving people. The Denver STP uses “person trips.”



Maximum number of cars on a street



Distribution of people served by these cars



The same number of people on a bus



The same number of people on a pedestrian and bicycle-friendly street

- Read the White Flint Sector Plan
- Attend the Public Hearings and Write Letters
 - October 20th, 2009 7:30pm
 - October 22nd, 2009 7:30pm
- Become a Friend!
- Feel free to contact us w www.friendsofwhiteflint.org
Phone: 301-998-8300
E-mail: alison@whiteflintpartnership.com

FOR MORE INFORMATION...

www.whiteflintpartnership.com

THE WHITE FLINT PARTNERSHIP

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Sustainability
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Calendar
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White Flint Partnership Building a new sense of community

The Montgomery County Council Needs to Hear From YOU!

If you are in favor of a new White Flint and a solution to the hodge-podge of suburban sprawl and traffic **CLICK HERE now!**

Take Action! **CLICK HERE!**

Newsflash

IMPORTANT COUNCIL ACTION THIS WEEK

Monday, Feb. 22nd:
2:00 – PHED Capital Improvements Program – Park & Planning

Tuesday, Feb. 23rd:
9:50 – White Flint Sector Plan Worksession before Full Council
11:30 – MFP/PHED Infrastructure

Imagine the possibilities...

...a sense of community for a new White Flint in the heart of Montgomery County.

White Flint's renaissance begins with a sense of community. The creation of a home with a better network of streets, more sidewalks and fewer cars...more walking and biking with less time spent in the automobile.

A neighborhood bursting to life with vibrant shops, outdoor cafes, bistros, and galleries lining wide tree lined sidewalks. A community

Latest News & Reports

Click to play

White Flint's renaissance begins with a sense of community. The creation of a home with a better network of streets, more sidewalks and fewer cars...more walking and biking with less time spent in the automobile.

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Blog

A Note of Thanks

Dear Friends,

We want to thank you for your work and support that has been the driving force moving the White Flint Sector Plan forward. Your dedication, emails and calls have resulted in yet another success. Last week The County Council's Public Housing and Economic Development (PHED) Committee listened to you and concurred that Old Georgetown Road between Executive and Rockville Pike should remain four lanes not the six that the staff recommended (saving the island in the middle), they accepted a Level Of Service (LOS) that allows the entire new White Flint to move forward without reductions or just a first phase approach and finally our community won a full expanded library as opposed to just the staff proposed express library. We thank all of you who took the time, invested your energy and participated in this transformative opportunity. We also are grateful to the County Council members who heeded your calls to keep the new White Flint moving forward. We will continue to keep you posted.

Subscribe

Newsflash

The White Flint Partnership

CORDIALLY EXTENDS AN INVITATION TO JOIN US

FRIDAY, FEBRUARY 19TH AT 8:00 A.M.

DAVE & BUSTERS @ WHITE FLINT

Events

February 2010

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

facebook

The White Flint Partnership

Wall Info Photos Discussions Reviews Boxes

The White Flint Partnership + Fans The White Flint Partnership Just Fans

The White Flint Partnership Looking forward to a fascinating talk with Dr. Stephen Fuller <http://bit.ly/bLs9dx&> and CEO Jim Dinegar <http://bit.ly/8gTTYw> this Friday, 8 AM at Dave and Busters-White Flint Mall.

White Flint – Jobs and Opportunities

regional job trends and opportunities with implementation of the new White Flint Sector Plan

Location: Dave & Buster's White Flint
Time: 8:00AM Friday, February 19th

February 16 at 2:46pm · Share

Evan Goldman likes this.

Evan Goldman This is going to be a great event!
February 18 at 5:16pm · Report

William Seth Resnick I didn't get a chance to attend. I just wanted to see how the event went?
February 19 at 2:24pm · Report

David Schiff What a huge surprise Evan!
Sun at 6:05pm · Report

The White Flint Partnership The Washington Post reported today on our efforts to build the "civic green" at White Flint. We encourage you to read it!

White Flint groups help guide growth around area's Metro station - washingtonpost.com

With a goal of fostering trust and building a cohesive vision, some residents and developers have come together to design the civic green they think should be the centerpiece of the White Flint Sector Plan.

February 11 at 5:35pm · Share

Fans 6 of 163 fans See All

Jennifer Andrew Sarah K.

Washington Post Invited to Meetings

THE WHITE FLINT
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The Washington Post

High-tech helps developers open doors in Montgomery
White Flint team goes directly to residents to add them to the lobbying corps



By Miranda Spivak
Washington Post Staff Writer
Sunday, November 29, 2009

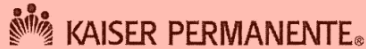
Speaker Series: Targeted Community Outreach

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Third Party Partners

THE WHITE FLINT PARTNERSHIP



Mid-Atlantic Regional Office
2101 East Jefferson Street
Rockville, MD 20852
301-816-5879
301-816-7113 (fax)

Comment on behalf of Kaiser Permanente of the Mid-Atlantic States On Proposed White Flint Sector Plan October 23, 2009

Thank you for the opportunity to present comments in response to the proposed White Flint Sector Plan.

Although Kaiser Permanente does not specifically advocate as strong proponents of smart land development, we support plans that are friendly to non-motorized modes of transportation and healthy lifestyles.

Kaiser Permanente has a strong social mission in the community that aim to meet the complex health care needs. Each year, we invest millions of dollars and other resources to create healthy communities, reduce obesity and health inequities.

The patterns of land use, density, transportation, and other factors have a significant impact on the health and well-being of the community. Numerous benefits to smart growth strategies, including **Physical Activity**, **Environmental Health and Injury Prevention**, and **Health Equity**.

Physical Activity

Americans who fail to meet recommended guidelines for physical activity experience increased morbidity and mortality. If communities are designed to encourage safely walk or bicycle to work and generally encourage active living, residents will have more opportunities to incorporate physical activity into their daily lives. Evidence of the health benefits of walkable communities include:

- People living in highly walkable, mixed-use communities are more than twice as

AARP Testimony before the Montgomery County Council In support of the White Flint Sector Plan

Delivered by Adam Goldberg
October 20, 2009

On behalf of AARP's 850,000 members in Maryland, and as a resident of Montgomery County myself, I am pleased to testify tonight in support of the principles embodied in the White Flint Sector Plan.

One of AARP's priorities is to encourage 'livable communities' – places where people of all ages and abilities have affordable and accessible housing choices, as well as public buildings, retail and services, parks, and a range of travel choices to get safely where they want to go. A livable community enables its residents to stay safe and comfortable in both their homes and neighborhoods. Travel choices including driving, biking, walking and public transportation further enable people to stay connected and healthy.

FLOG: Friends of White Flint Blog

THE WHITE FLINT PARTNERSHIP



NEWS: Friends of White Flint releases Report to Montgomery County Council on the White Flint Sector Plan, including twelve recommended improvements. Council members can find [more information here](#).

White Flint Sector Plan - A Photo Essay

Did the Schools Issue Affect the WF Community Coalition? [Transportation Issues »](#)

Rumors are leaking about a big fight in the White Flint Community Coalition. www.whiteflintcommunity.org. The Coalition is a group of seven or eight neighborhoods, mostly from the south of the White Flint Sector, which wants changes in the current White Flint Sector Plan.

FLOG - the Friends of White Flint Blog

Promoting a Sustainable, Walkable and Engaging Community

« [White Flint is now....Award Winning!](#) [Sigh. Even Good News Neglects White Flint](#) »
Whew! Council Finishes Public Hearings on WF Plan

Last night the Montgomery County Council finished its public hearings on the White Flint Sector Plan proposed by the Planning Board. Almost 90 witnesses testified to the Council, in panels of six, with statements limited to three minutes apiece.

The public hearings began on Tuesday, with representatives of many organizations, including Friends of White Flint, presenting views to the Council. (The 40-page Friends of White Flint Report

RESULTS

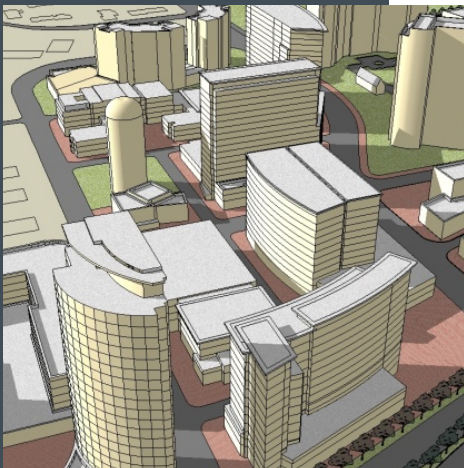
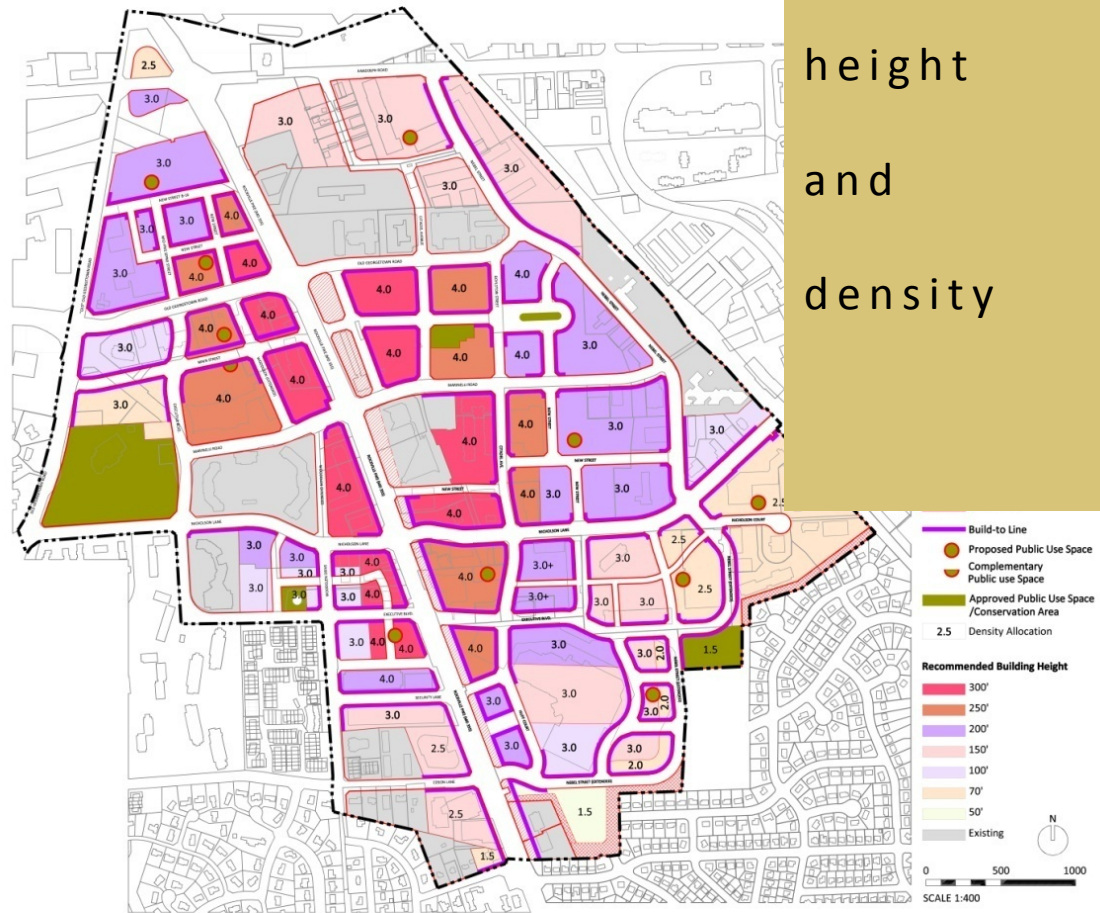
- Public Hearing Turnout
 - January 2009 Planning Board
 - 50% negative testimony (50 speakers total)
 - 90% of residents negative testimony
 - October 2010 County Council
 - 85% positive testimony (91 speakers total)
 - 60% of residents positive testimony
- 400 of 491 letters in support of Sector Plan



THE WHITE FLINT PA

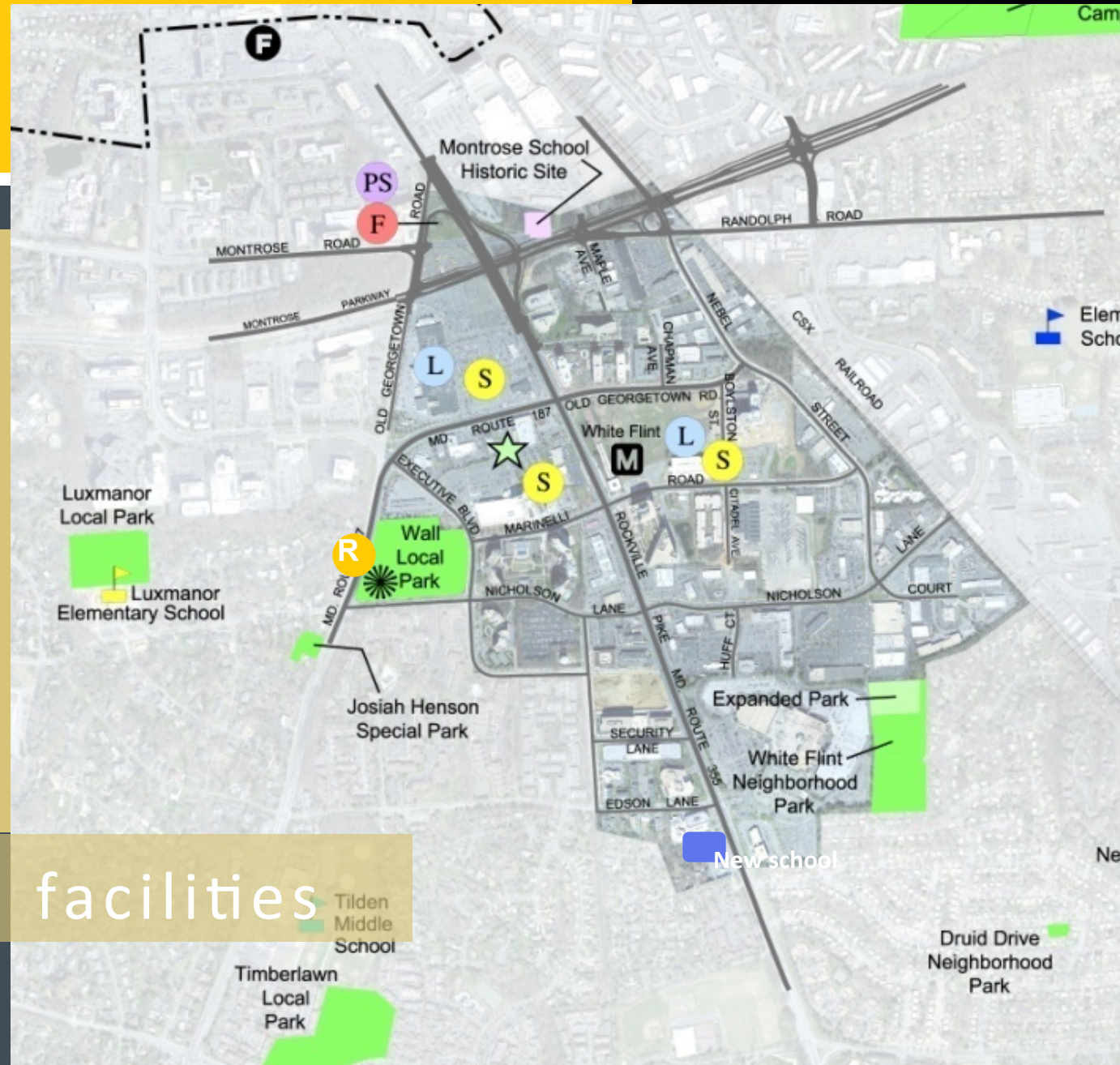
proposed
building
height
and
density

white flint



satellite regional
 services center
 library
 recreation center
 civic green
 fire and
 emergency
 services
 police substation
 urban park
 neighborhood park
 elementary school
 farmers' market

community facilities

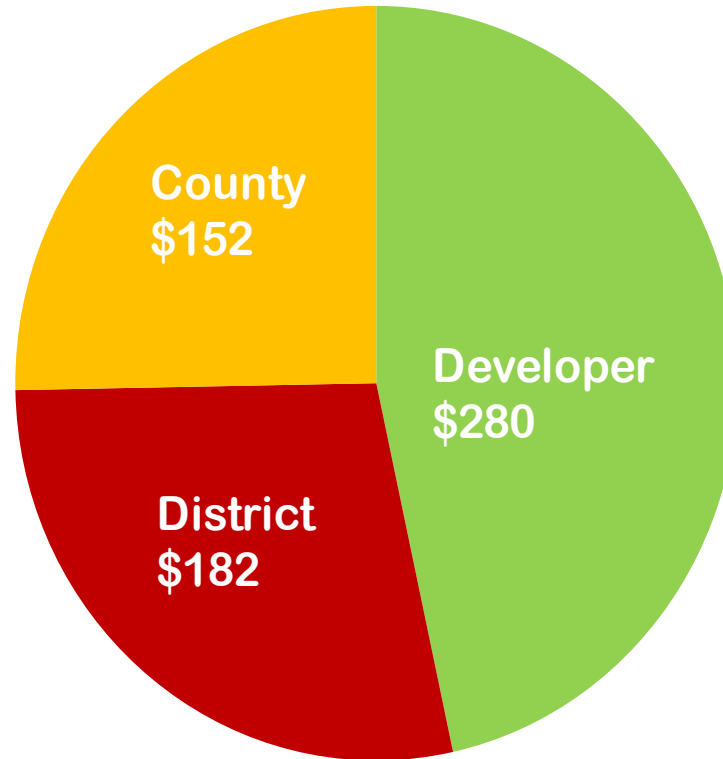


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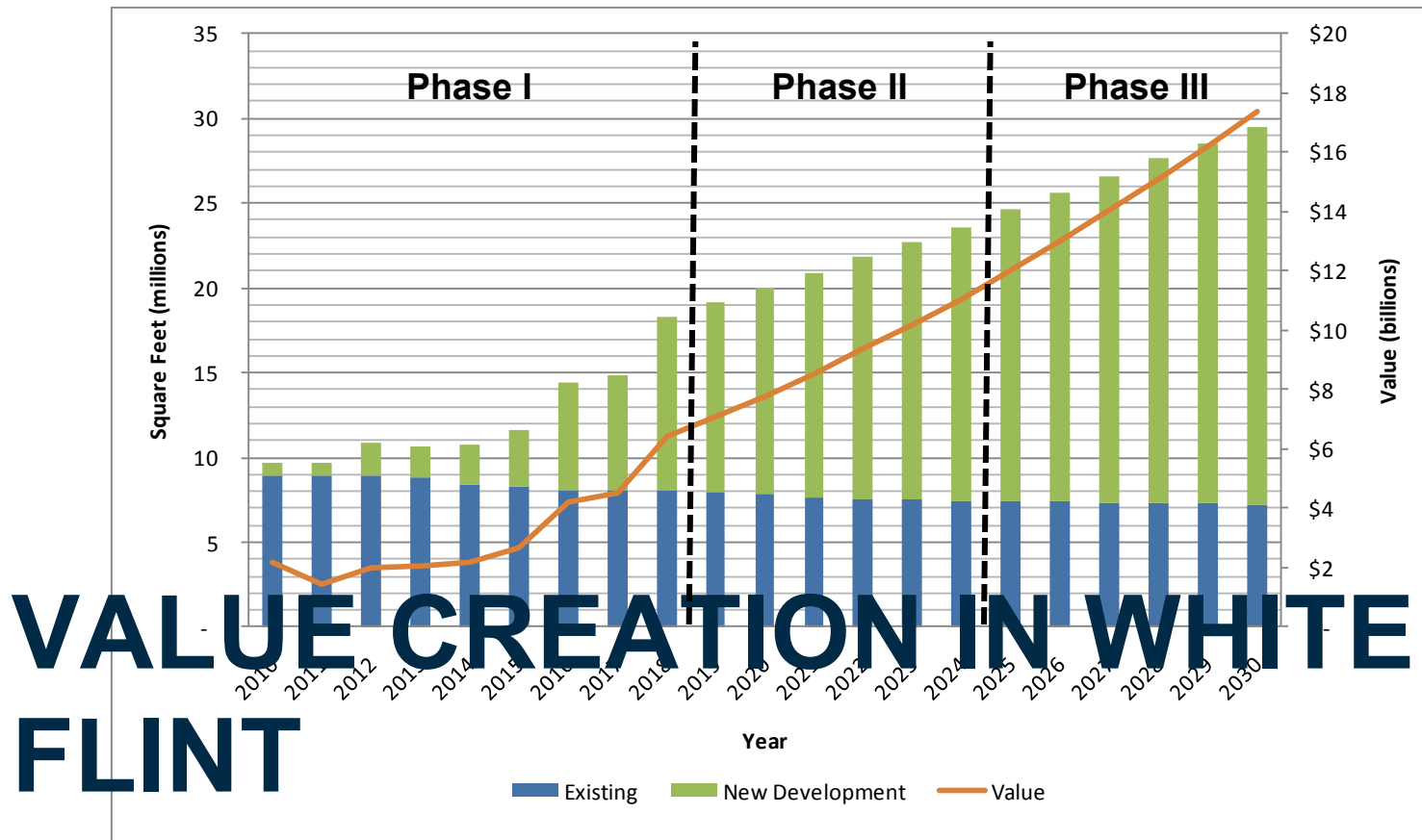
Over \$600 Million Total Infrastructure Cost in White Flint...

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■ Developer ■ District ■ County

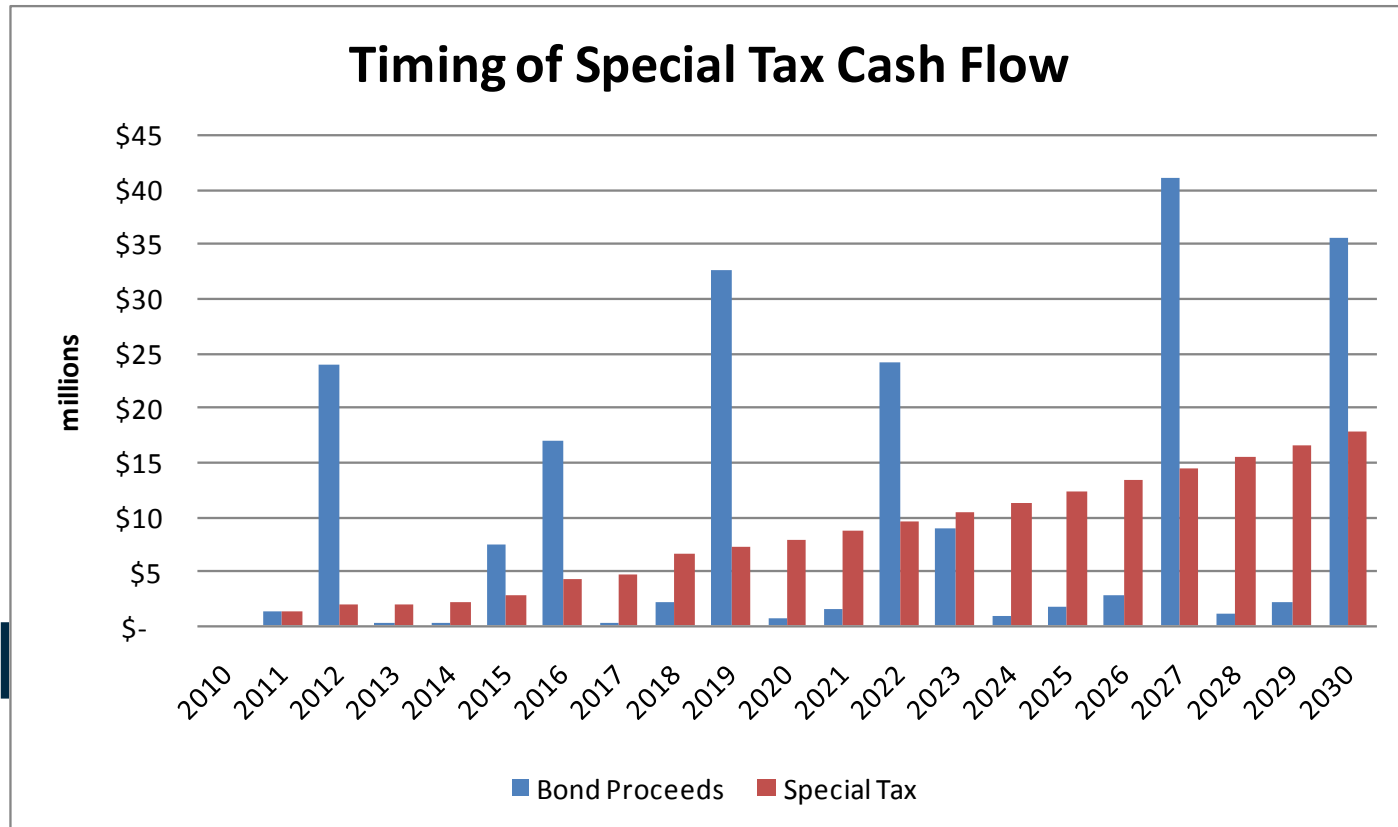
...75% Funded by the Private Sector



\$6.9 Billion Net New Property Tax Revenue Generated (PV)

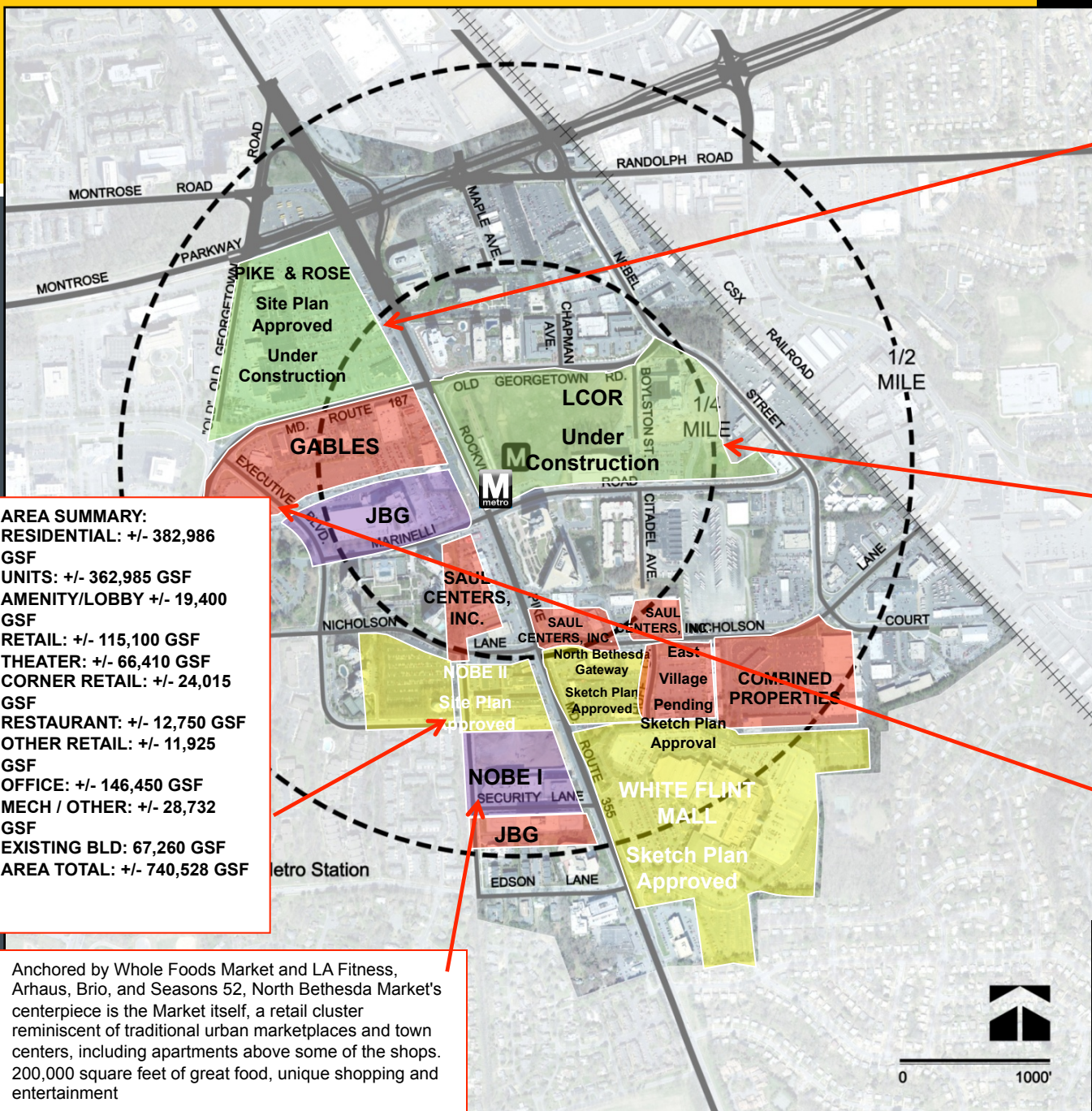
39,000 New Jobs

Annual Cash Flows after Bonding the Special Tax



Smooth and predictable cash flow from special tax allows bonding to generate capital earlier to pay for improvements when needed

- CR Zone Approval in White Flint
- Community Support for:
 - Four Approved Sketch Plans
 - Two Sketch Plan Pending
 - Two Approved Site Plans
- Close to \$600M in investment from private sector since 2010
- County & State focused on designing roads to be funded by taxing district (\$200M in additional investment)
- County Urban Design Guidelines Adopted for Transit Areas
- Support Building for County-wide Rapid Transit System



AREA SUMMARY:
RESIDENTIAL: +/- 382,986 GSF
UNITS: +/- 362,985 GSF
AMENITY/LOBBY +/- 19,400 GSF
RETAIL: +/- 115,100 GSF
THEATER: +/- 66,410 GSF
CORNER RETAIL: +/- 24,015 GSF
RESTAURANT: +/- 12,750 GSF
OTHER RETAIL: +/- 11,925 GSF
OFFICE: +/- 146,450 GSF
MECH / OTHER: +/- 28,732 GSF
EXISTING BLD: 67,260 GSF
AREA TOTAL: +/- 740,528 GSF

Anchored by Whole Foods Market and LA Fitness, Arhaus, Brio, and Seasons 52, North Bethesda Market's centerpiece is the Market itself, a retail cluster reminiscent of traditional urban marketplaces and town centers, including apartments above some of the shops. 200,000 square feet of great food, unique shopping and entertainment

Sketch Plan - First Floor

Program	
Retail	433,900 sf
Office	1,192,346 sf
Residential	1,726,642 sf
	1,544 du
Hotel	90,000 sf
	125 keys
Total	3,442,886 sf
FAR	3.24

Legend
■ Retail
■ Office
■ Residential
■ Hotel

LCOR

developer for Washington Metropolitan Area Transit Authority (WMATA) of a 32-acre parcel of land adjacent to the White Flint Metro Station

Status: New White Flint Master Plan allows for up to 4.5M SF of mixed-use development

Phase 1: 312-unit Apartment Building and a 63,000 SF Harris Teeter grocery store opened 2008

Phase 2: 14-story, 362,000 SF Office Building • Nuclear Regulatory Commission headquarters COMPLETE 2012



- Phases of Development:**
- Project Pending
 - Under Construction
 - Approved Sketch Plan
 - Complete



Pike & Rose



PIKE & ROSE

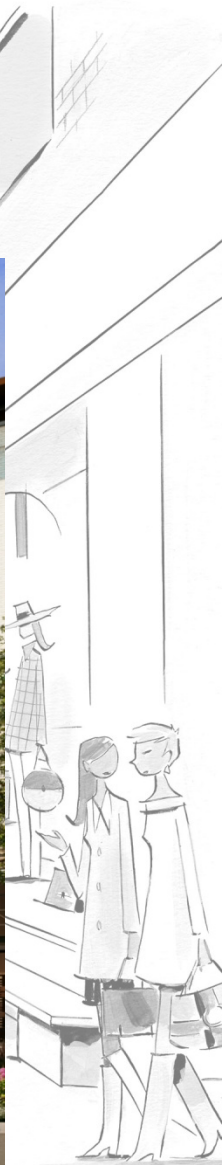
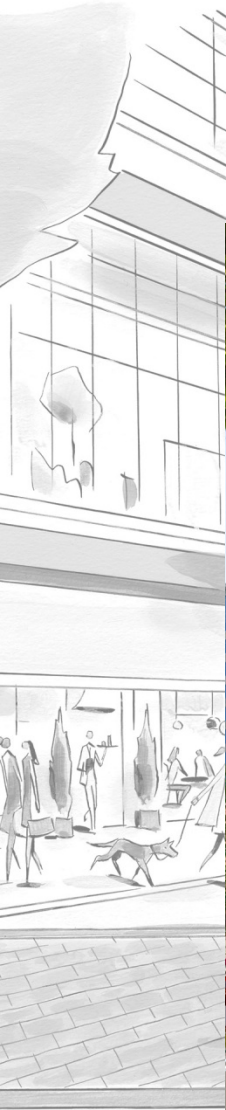


Phase 1 Update



PIKE & ROSE

Grand Park Avenue & Old Georgetown Road

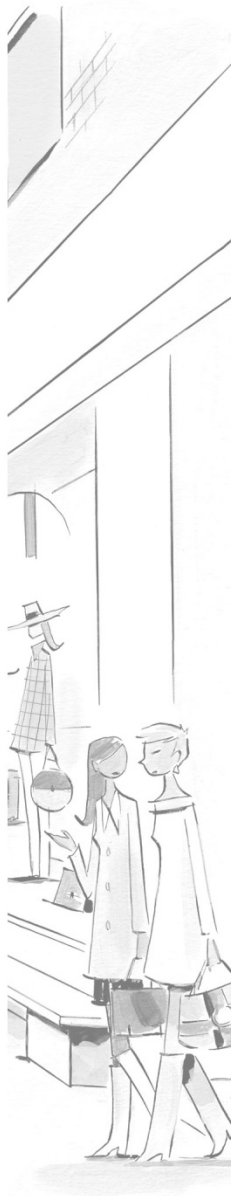
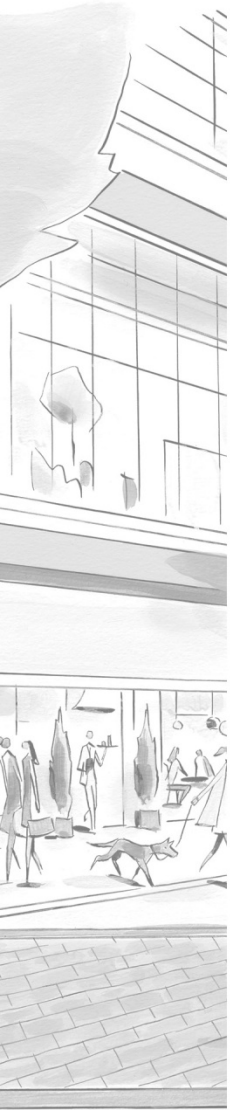


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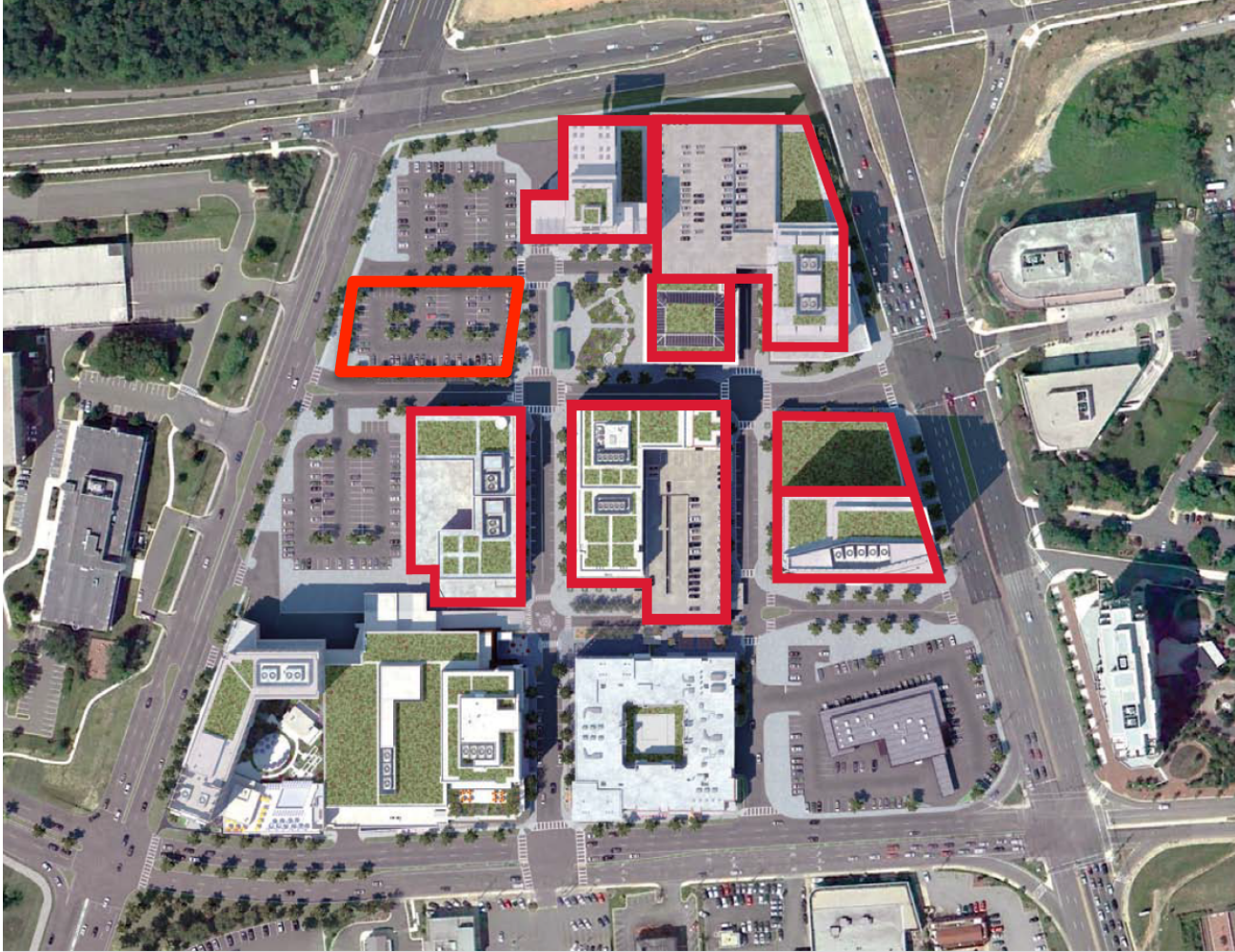
PIKE & ROSE

PALLAS



PIKE & ROSE

Phase 2 Site Plan



Block 7 Hotel & Retail



PIKE & ROSE

Rose Park & Block 6 Residential & Retail



Block 4 Retail

