NEW PARTNERS FOR SMART GROWTH
THE WHITE FLINT STORY
January 29, 2015
EXISTING CONDITIONS
White Flint Sector Plan
Area: 430 Acres
THE WHITE FLINT PARTNERSHIP

I-270 corridor md 355
White Flint Existing Conditions

Cars Must Beware of Fast Moving Moms with Strollers!

Interesting Place to Meet for a Chat!
Where do we go from here?
Help is on the Way:

WHITE FLINT SECTOR PLAN PROCESS

Outreach Process

white flint sector plan | 2010
The White Flint Partnership:

Federal Realty
JBG Companies
Lerner Enterprises
Tower Companies
Saul Centers
Holladay Corporation
Gables Residential
Combined Properties
Sparse existing road network

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

Source: Glatting Jackson, et al
SPREADING THE WORD:

Education and Outreach
Education and Outreach

- RESEARCH
- LISTEN & INCORPORATE IDEAS
- EDUCATE
- ACTIVATE
- ALWAYS BE TRANSPARENT
Created Easy to Understand Outreach Presentation

Creating a sense of place and community in White Flint - a neighborhood you are proud to call home.
Active Pedestrian Friendly Streetscapes
Active Pedestrian Friendly Streetscapes Even at Night
Streets as Part of Public Use Space
The Outdoor Living Room
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 20\textsuperscript{th}, 2009 7:30pm
  • October 22\textsuperscript{nd}, 2009 7:30pm
• Become a Friend!
• Feel free to contact us with questions!
  Phone: 301-998-8300
  E-mail: alison@whiteflintpartnership.com

FOR MORE INFORMATION...

www.fRIENDSOFWHITEFLINT.ORG

www.WHiteflintpartnership.com
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.

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

New_White_Flint

That's you!


Support to Friends

The White Flint Partnership was...
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

The White Flint Partnership
Cordially extends an invitation to join us
Friday, May 1st at 8:30 A.M.
Dave & Buster's @ White Flint
For a presentation on
Transit-oriented development, smart growth and the principles of New Urbanism
The presentation will focus on national trends, a case study highlighting Arlington County and how these principles can be applied to create better and sustainable communities in the future.

Speakers:
Christopher Zimmerman
Managing Director
Kendall, St潟eby, Case & Laxalt
Chairman of the Board of the Washington Metro's public, non-profit entity.

Jan Lockwood
President
Karl Mayer & Associates
Member of the Advisory Board of the Washington Area Regional Transportation Partnership.

The Greater Bethesda/Chevy Chase Chamber of Commerce
The Premier of White Flint
Conference to be held in May.

Your reply would be greatly appreciated by June 1st, 2023.
Gail Elkan
202-729-1810
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 specify itself as one of the primary stakeholders, we would like to briefly express our agreement with the goals of the plan as well as the need for better design and development of infrastructure that is friendly to non-motorized modes of transportation. We applaud the effort to promote healthy lifestyles.

Kaiser Permanente has a strong social mission to improve the health of the communities we serve. Each year, we invest millions of dollars and other resources into initiatives that can help create healthier communities, reduce obesity and other chronic diseases, and decrease health inequities.

The patterns of land use, density, transportation, and development have a significant impact on the health and well-being of residents. The benefits of compact, walkable communities are numerous benefits to smart growth strategies, including improved health, reduced energy consumption, reduced transportation emissions, and improved social equity.

Physical Activity
Americans who fail to meet recommended guidelines for physical activity see increased morbidity and mortality. If communities are designed to make it safe and convenient for people to walk or bicycle to work and generally around the community, 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 likely to walk for exercise as those living in low-walkability communities.

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.

Livable communities mean upper mobility choices, which are a key to living in the White Flint Sector Plan.

Mid-Atlantic Regional Office
2101 East Jefferson Street
Rockville, MD 20852
301-816-5879
301-816-7113 (fax)
NEWS: Friends of White Flint releases Recommendations to County Council on the White Flint Sector Plan, providing twelve recommended improvements. Details can be found here.

White Flint Sector Plan - A Photo Essay

Did the Schools Issue Affect the WF Community Coalition?

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

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. (White Flint Sector Plan)
RESULTS
Civic Measures of Success

- 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 PARTNERSHIP

proposed building height and density
urban park civic green promenade recreation loop neighborhood park

OPEN SPACE

Proposed Public Use Space
Recreation Loop Extensions
Recreation Loop

General
Proposed R.O.W.
Planning Area Boundary
WMATA Easement Zone
Buffer Zone
Pedestrian Link

Open Space
Proposed Public Use Space
Approved Public Use Space
Parkland (Within Sector)
Parkland (Adjacent to Sector)
Recreation Loop
Loop Extension
Promenade
Mid-Block Connection
Over $600 Million Total Infrastructure Cost in White Flint…

…75% Funded by the Private Sector

Developer: $280
District: $182
County: $152
VALUE CREATION IN WHITE FLINT

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

39,000 New Jobs
Smooth and predictable cash flow from special tax allows bonding to generate capital earlier to pay for improvements when needed.
Implementation: Measures of Success

• 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
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

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

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

**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

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

**Residential Development:**
- 382,986 GSF
- 362,985 GSF
- 19,400 GSF

**Retail Development:**
- 66,410 GSF
- 24,015 GSF
- 115,100 GSF

**Office Development:**
- 362,000 GSF
- 312-unit Apartment Building
- 63,000 SF Harris Teeter grocery store

**Other Development:**
- Nuclear Regulatory Commission headquarters

**Total Area:** +/- 740,528 GSF
Phase 1 Update
Block 7 Hotel & Retail
Rose Park & Block 6 Residential & Retail
Block 4 Retail