Planning Montgomery
Case Studies and Lessons Learned

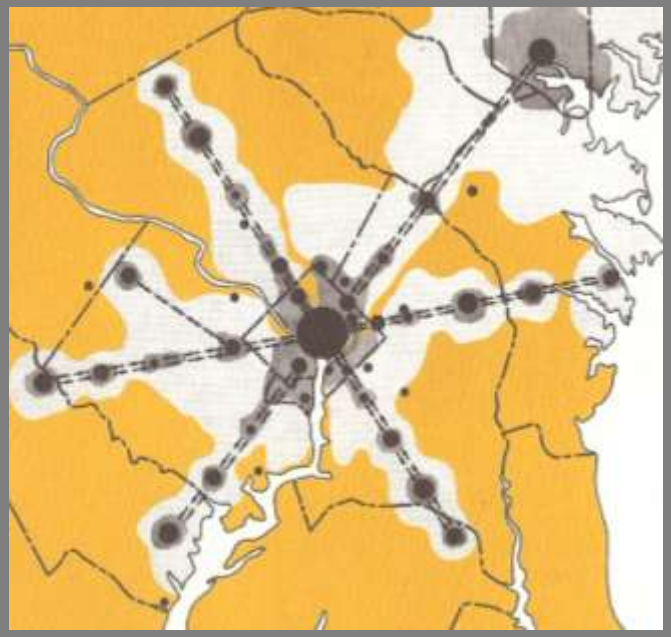
Presentation to the Reston Task Force

Reston Task Force

Outline

Case Studies:

- **General Plan … on wedges and corridors**
- **I-270 Corridor**
  Planning a transit corridor/tools
- **Friendship Heights CBD**
  Residential and Retail Center/Capacity and Incentive Zoning
- **BCC/Green Mile**
  Residential corridor/Neighborhood preservation
- **Bethesda CBD**
  Mixed-use CBD/Phasing and incentive zoning
- **White Flint**
  Mid-town on the Pike/high density mixed-use center
- **Twinbrook**
  Urban design and public amenities/design guidelines



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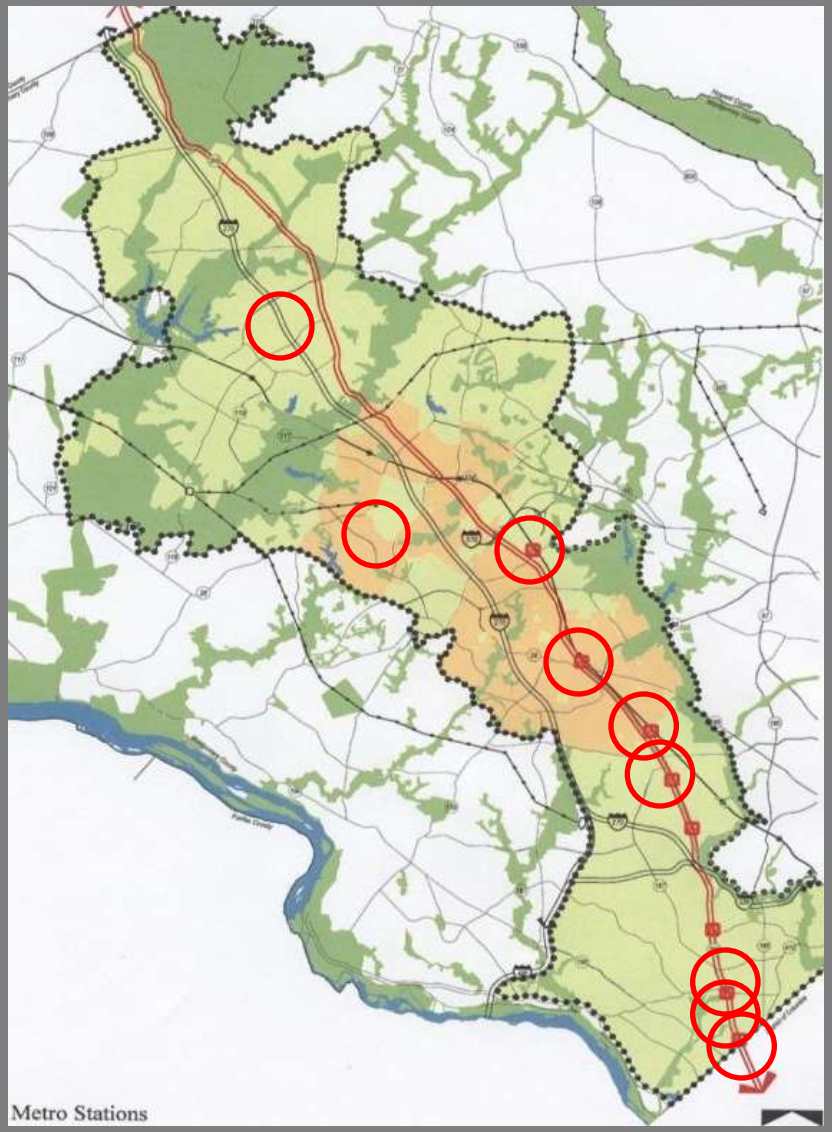
I-270 Corridor

Integrated Planning Program:

- **General Plan**
- **I-270 Corridor Program**
- **Master Plans:**
  - Friendship Heights CBD, BCC/Green Mile, Bethesda CBD, White Flint, Twinbrook, and Shady Grove
  - City of Rockville
  - Gaithersburg and Germantown
- **Zoning Code Revisions**
- **Design Guidelines**



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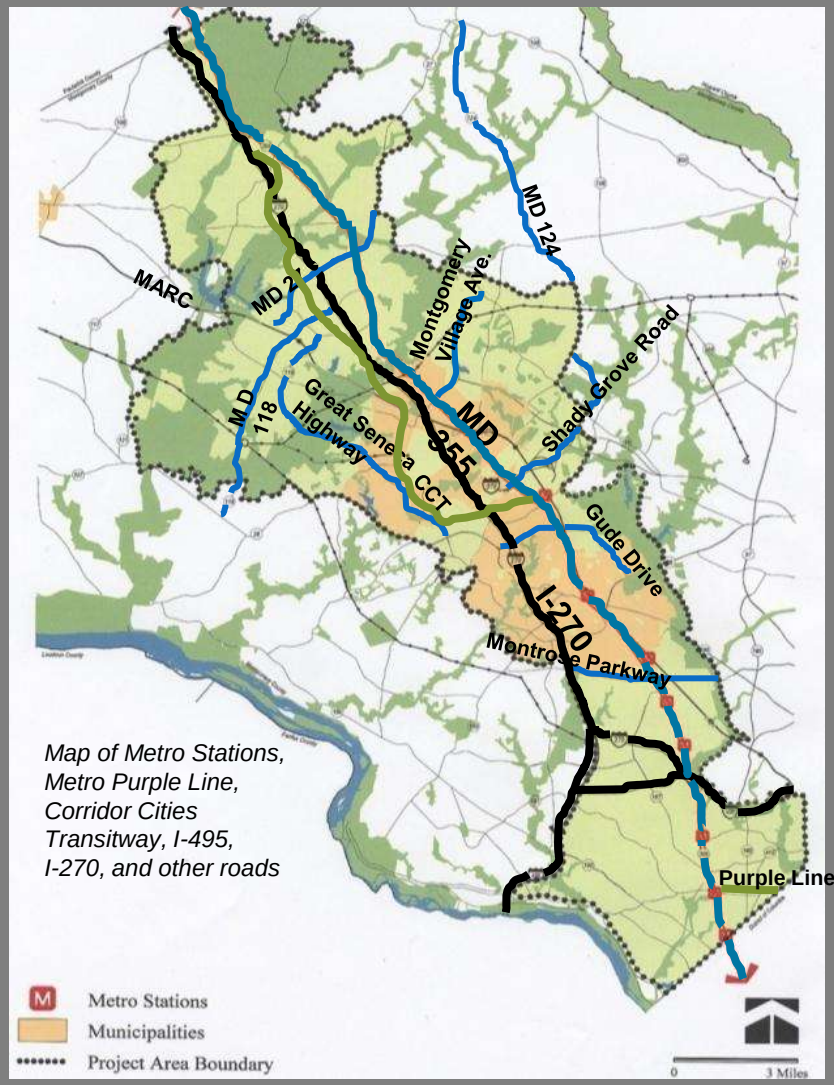
I-270 Corridor

Planning for the MD 355/I-270 Corridor:

Vision - Transform the Corridor into a coordinated series of connected, and livable centers.

- **Respond to Global and Local Forces**
- **Create Centers at Metro Stations**
- **Connect the Corridor**
- **Balance Jobs and Housing**
- **Design**

Corridor Access



Map of Metro Stations, Metro Purple Line, Corridor Cities Transitway, I-495, I-270, and other roads

Friendship Heights CBD

Residential and Retail Center/Capacity and Incentive Zoning

Friendship Heights

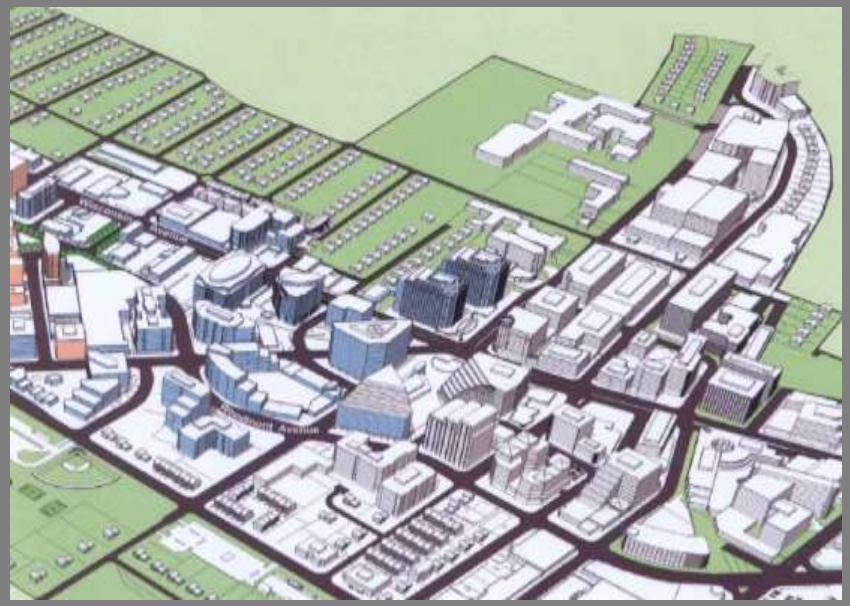
BCC/Green Mile

Residential Corridor/Neighborhood Preservation

Green Mile

Bethesda CBD

Mixed-Use CBD/Staging Development and Incentive Zoning



Bethesda CBD

Bethesda CBD

Mixed-Use CBD/Staging Development and Incentive Zoning

Bethesda CBD

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White Flint

White Flint

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White Flint Composite

- Existing Public Roads
- Proposed Street Grid
- New Public Roads
- Proposed Roads
- Public Open Space
- Promenades
- Recreation Loop
- Local Trails
- Historic Sites
- Regional Trails
- Development Proposals

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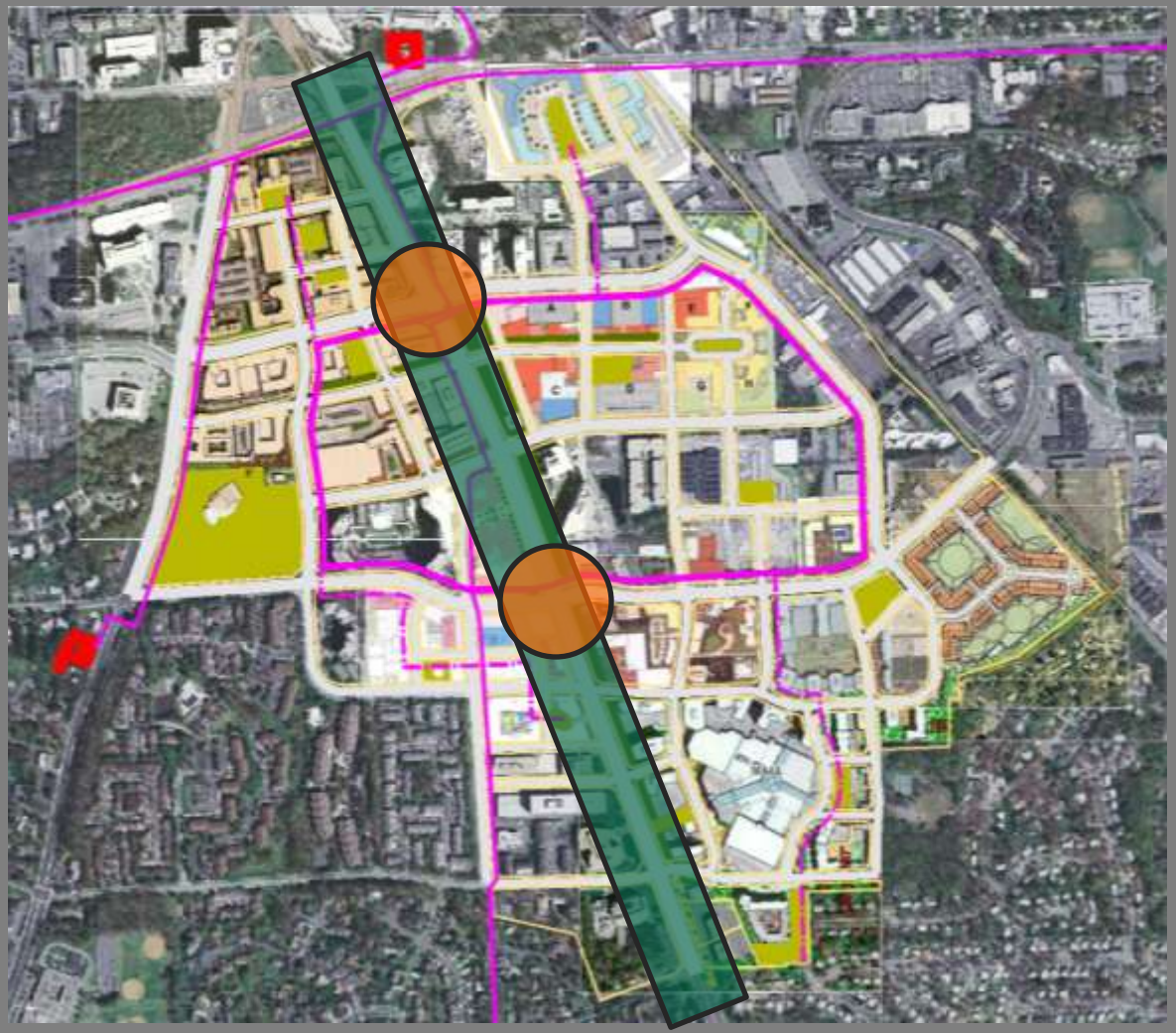
White Flint – walk

White Flint

Area 1
Improving the pedestrian environment along Rockville Pike

Area 2
Intersection of MD 355 with Old Georgetown Road

Area 3
Intersection of MD 355 with Nicholson Lane



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Twinbrook

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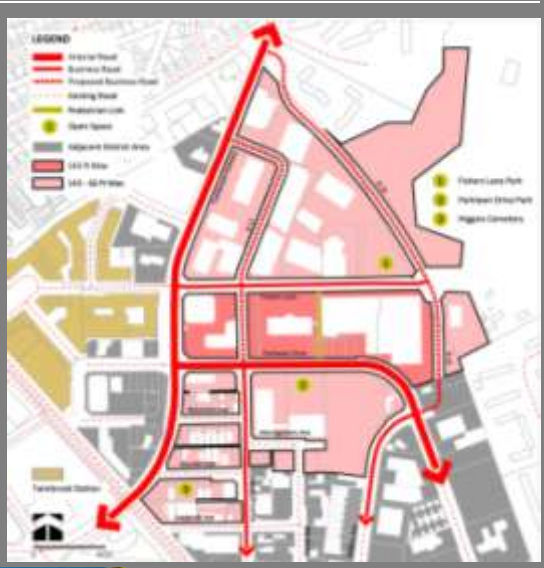
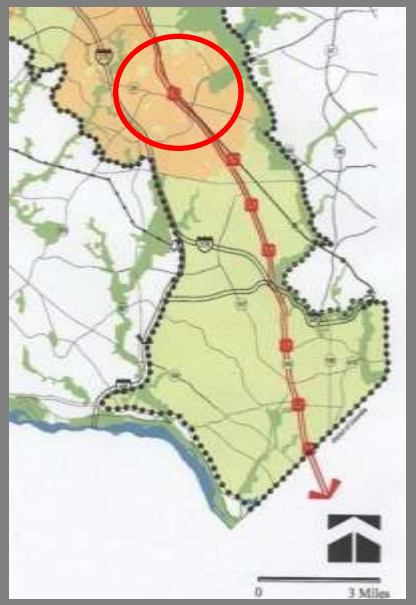
Twinbrook



City of Rockville

Rockville



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Lessons Learned

General Planning:

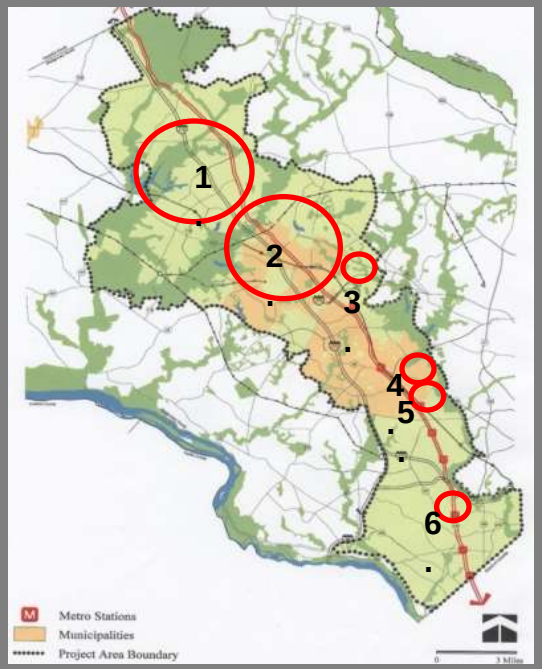
- **Integrated Planning Program:**
  - General Plan and Corridor Plan
  - Comprehensive and visionary area plans

- **Capacity analysis and staging:**
  - Capacity for traffic and schools
  - Open v. Geographic

- **Identify a special character for each Metro station area**

- **Balance jobs and housing**

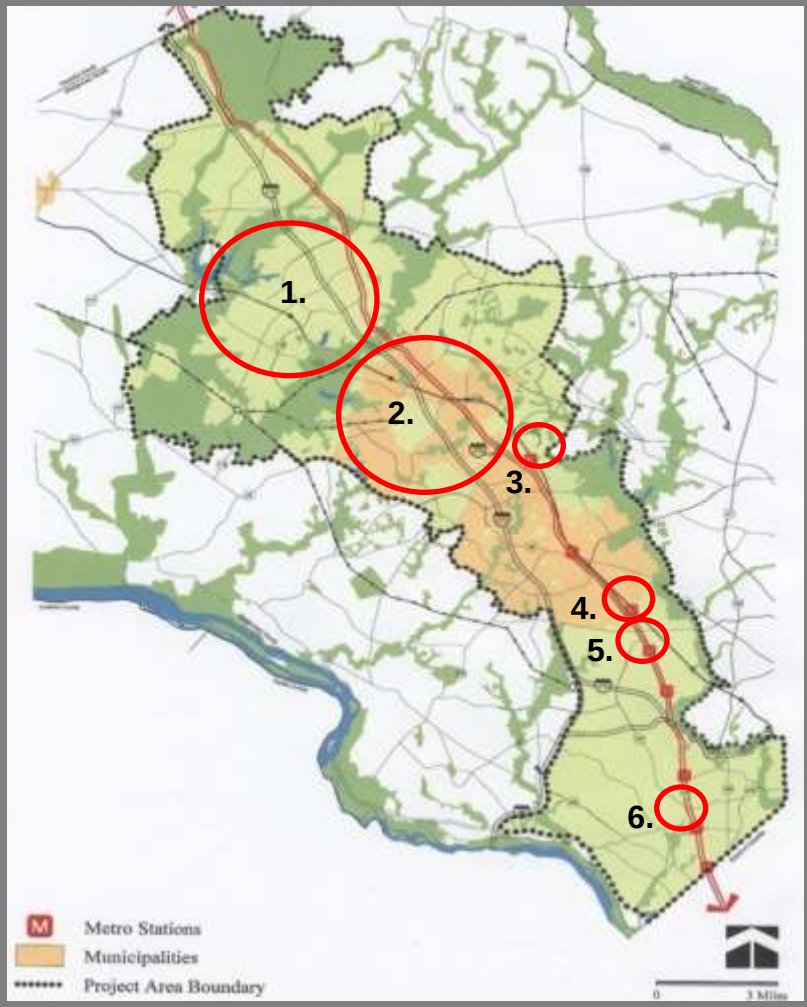
- **Comparison of places or centers**



Balance of Jobs and Housing

Balance of jobs and housing through Master Planning

Name of Center	Existing	Existing Master Plans	Pending or Approved Master Plans
1. Germantown	3.70	8.31	4.43
2. Gaithersburg West	6.42	10.01	8.61
3. Shady Grove	32.55	10.62	1.44
4. Twinbrook	**9.45**	**9.19**	**5.69**
5. White Flint	8.43	4.81	2.87
6.Woodmopnt/ Bethesda	2.50	2.10	1.33
I-270 Totals	**2.48**	**2.18**	**2.05**



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Place Comparisons

Montgomery County

Items	Neighborhoods				

	Friendship Heights	Bethesda CBD	White Flint	Twinbrook	City of Rockville
Max. FAR	3.0	4.0	4.0	1.5 - 1.9	2.5
Bldg Hgt.	143 feet	200 feet	300 feet	143 feet	150 feet
Public Space	20%	20 %	20 %	20%	NA

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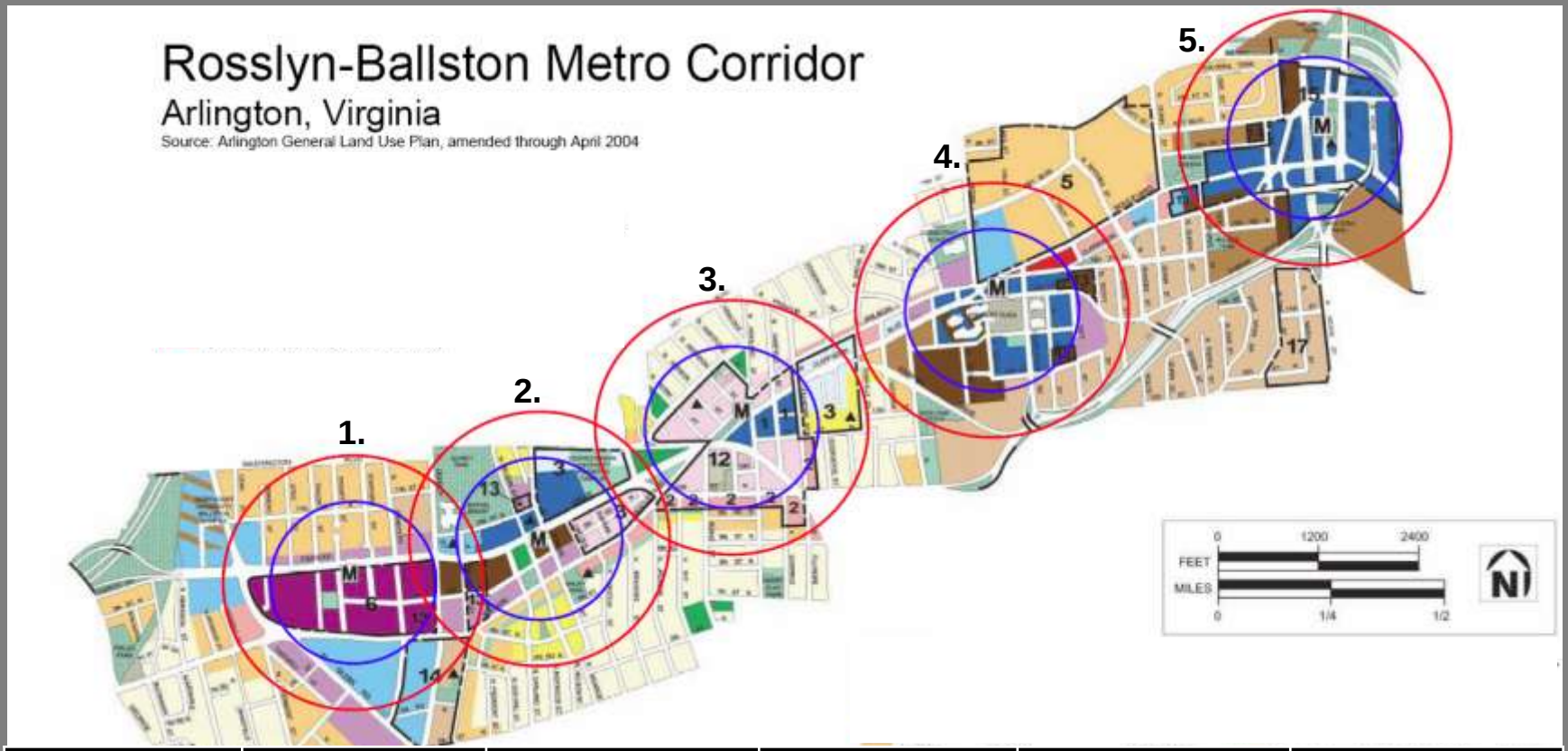
Place Comparisons



	1. Ballston	2. Virginia Square	3. Clarendon	4. Courthouse Square	5. Rosslyn
FAR	6.0	4.3	4.0	4.0	10.0
Building Hgt.	216 feet	90-180 feet	75-110 feet	180 feet	300 feet +

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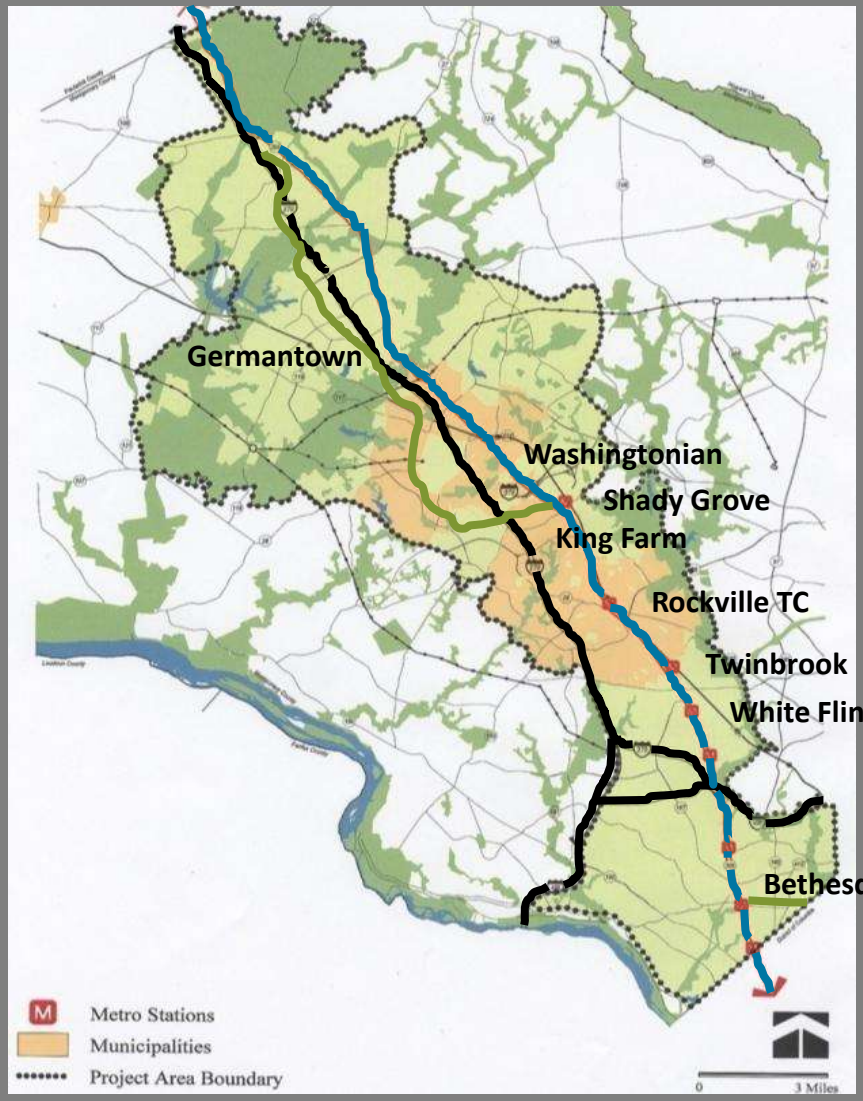
Comparison of Place



Place	FAR	Building Height
Rosslyn	10.0 FAR	300’
Ballston	6.0 FAR	216”
Virginia Square	4.3 FAR	180’
Courthouse Square	4.0 FAR	180’
Clarendon	4.0 FAR	110’
Bethesda	4.0 FAR*	200’
Rockville TC	2.5 FAR	150’
Reston TC	2.0 FAR	250’
Southeast/Navy Yard	6.0 FAR	90’
Carlyle	2.0 FAR	200’
Twinbrook	1.9 FAR*	143’
Shady Grove	1.5-2.0 FAR*	143’
Germantown	1.0-2.0 FAR*	143’
King Farm	0.4 FAR	NA

* Not including any density bonus (e.g. 30 percent) for MPDUs or Workforce housing)

Community Building Blocks

- **Pedestrian oriented street system or grid:**
  - Street character/design
  - Multi-modal

- **Great and successful public spaces:**
  - Environmental buffers
  - Public use space
  - Public facilities
  - Public art

- **Buildings to shape streets and open spaces**
  - Design excellence and public space
  - LEED

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Lessons Learned

Focus on Community Design:

- **Flexible approach - one size does not fit all**
- **Successful incentives/density**
  - bonus
  - proffers
- **Focus on design quality**
- **Design Guidelines Program**
- **Focus on Sustainability**
  - Neighborhoods
  - Blocks
  - Buildings

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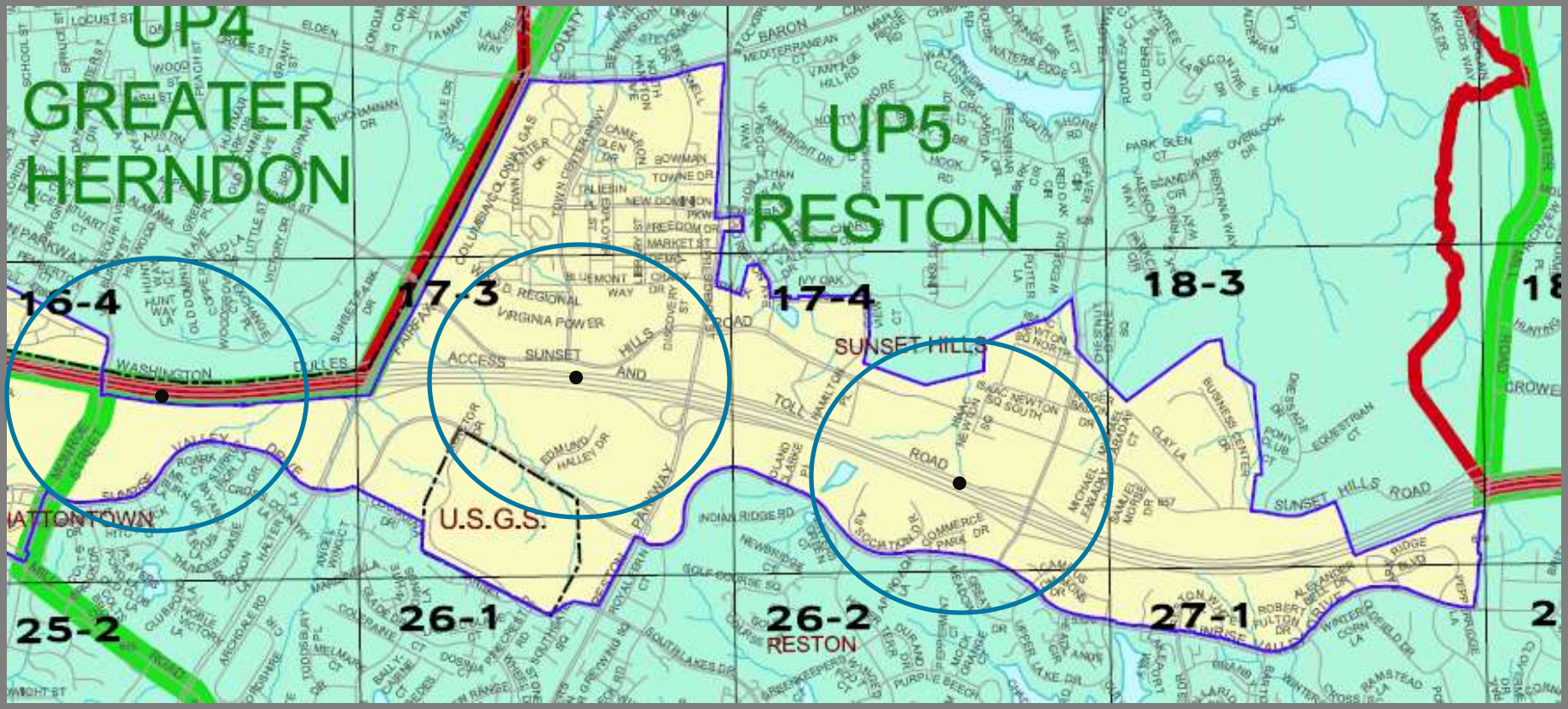
Special Study



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Planning and Design