

**PIKE & ROSE**

**White Flint Sector Plan**  
A Model of Sustainability

COG  
November 20, 2013

Federal Realty

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**White Flint Master Plan Attributes:**

- Storm Water
- Transit Orientation
- Carbon Footprint
- Community Amenities
- Density & Zoning
- Affordable Housing
- Construction & LEED

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**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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**Rockville Pike Today**

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Where do we go from here?

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**The White Flint Partnership:**

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

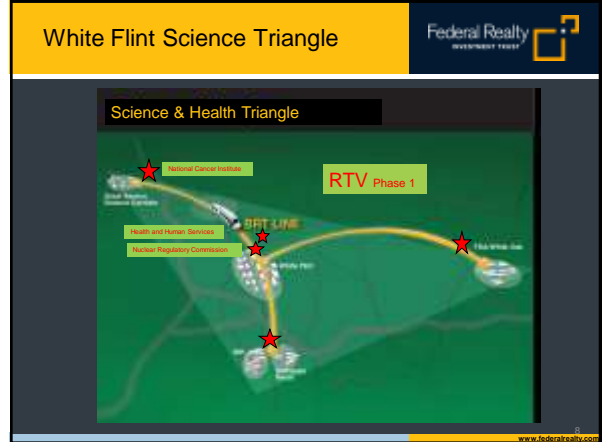
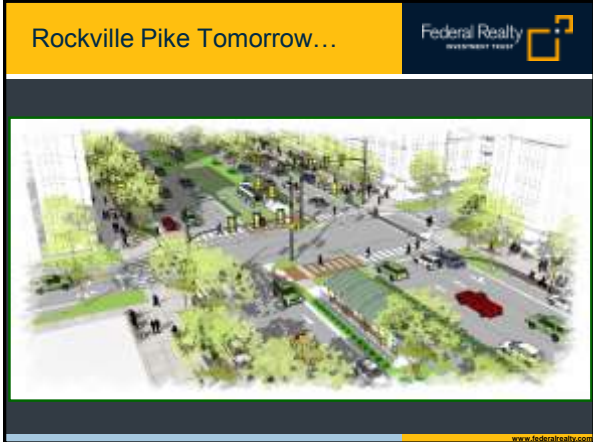
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**Transportation Network**

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Existing      Proposed

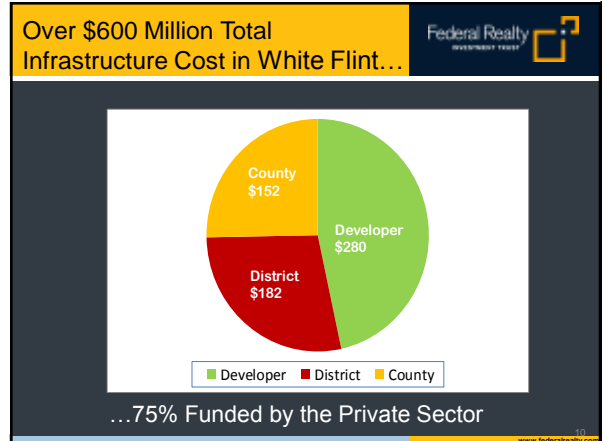
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### Mobility and Accessibility of Federal Jobs to Public Transportation

National Institutes of Health (14,000 new jobs)  
Bethesda Naval Medical (over 3,000 new jobs)  
Food and Drug Administration (largely without direct public transportation access)  
Health and Human Services  
Nuclear Regulatory Commission  
National Cancer Institute (Life Sciences Center)

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### Prior and Current Sector Plan Development

	Amount of Development			Totals
	Existing	Pipeline (Approved/Under Construction)	Plan Recommendation	
Dwelling Units	2,289 dus	2,220 dus	9,800 dus*	14,279 dus
Residential Square Feet	2.7M	2.6 M	11.7 M*	17 M
Non-Residential Square Feet	5.5M	1.79 M	5.69 M	12.9 M

\*Average dwelling unit size is 1,295 sq ft

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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

white flint sector plan | 2010

Speaker Series: Environmental Benefits of WF

14

Third Party Partners

15

Active Pedestrian Friendly Streetscapes

16

Active Pedestrian Friendly Streetscapes Even at Night

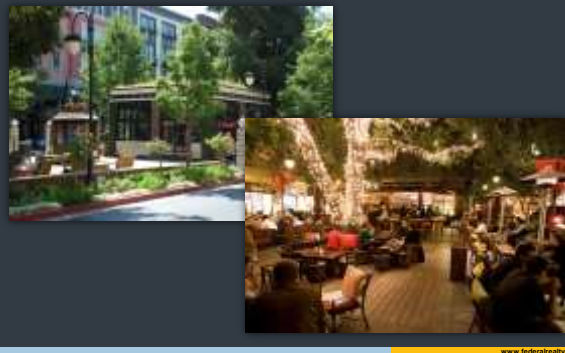
17

Streets as Part of Public Use Space

18

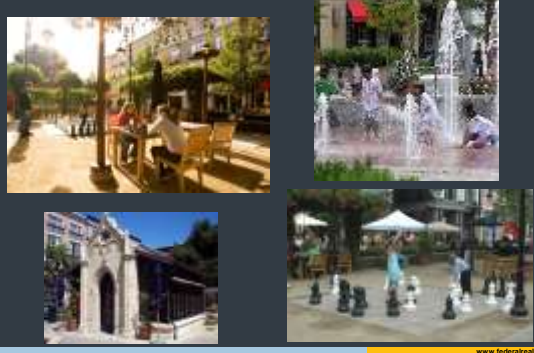


# The Outdoor Living Room

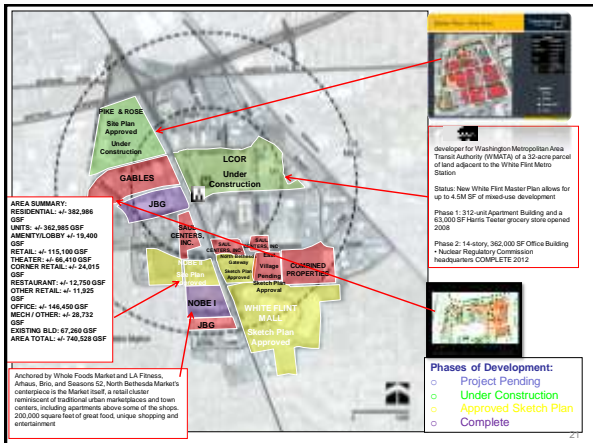


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# Design & Programming



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# FRIT: Pike and Rose Phase 1



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# FRIT: Pike and Rose Phase 2



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