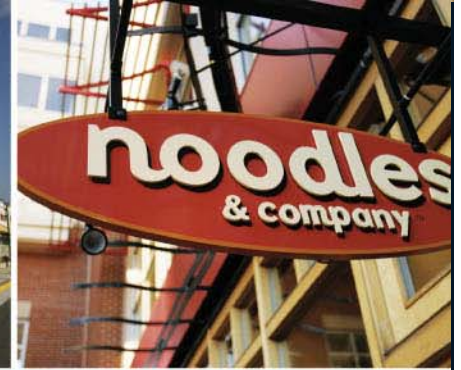




PIKE & ROSE



Retrofitting Suburbia for Walkability

Lessons from Pike & Rose

MWCOG
April 28th, 2015

Federal Realty
INVESTMENT TRUST
NYSE: FRT



FOUNDATIONS OF OPPORTUNITY



Starting Point: White Flint

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Rockville Pike Today



Where do we go from here?

White Flint Existing Conditions

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Cars Must Beware of
Fast Moving Moms with
Strollers!

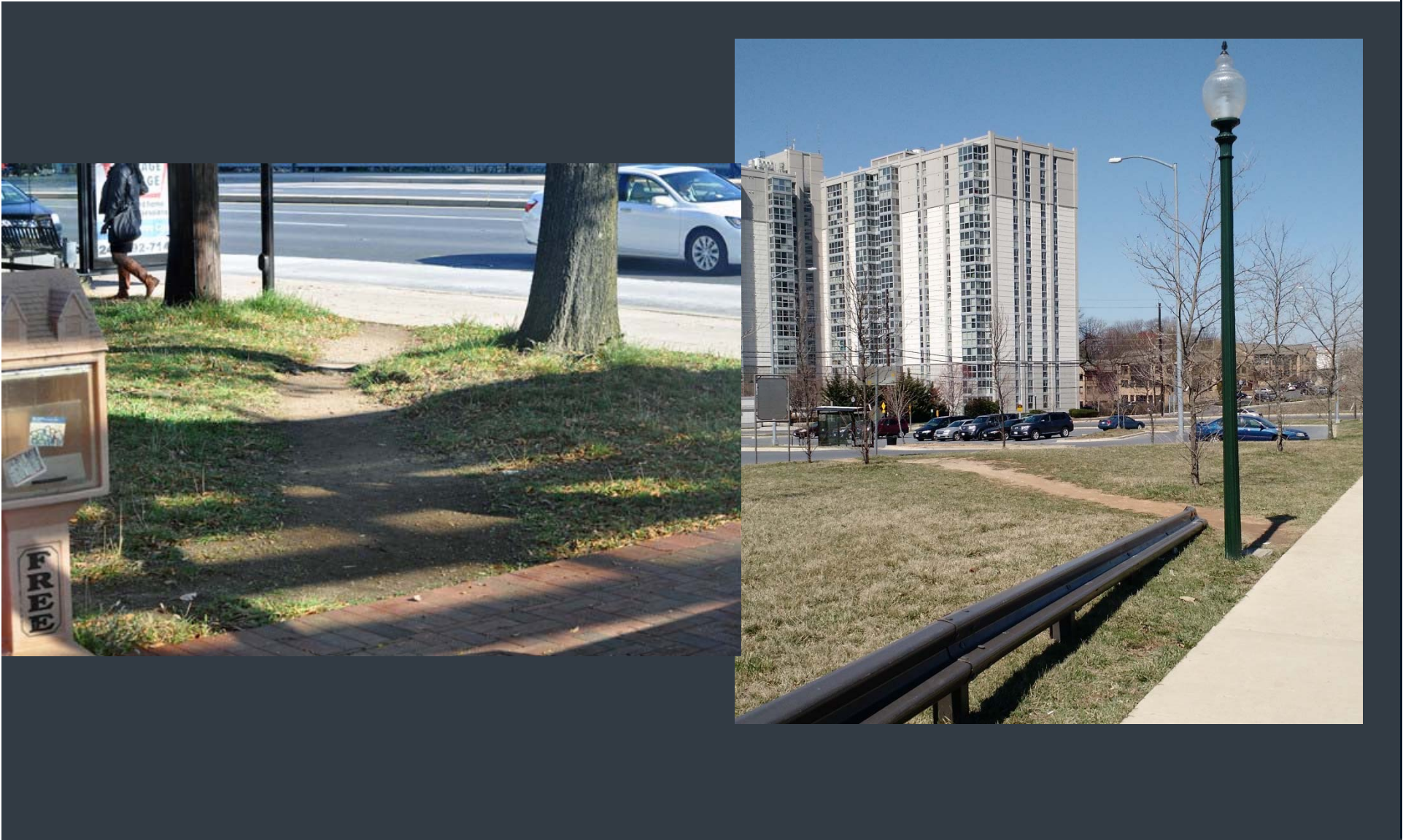


Interesting Place
to Meet for a Chat!



White Flint Existing Conditions

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Mid Pike Plaza



Mid Pike Plaza

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Mid Pike Plaza



Rockville Pike Tomorrow...



Connected and Convenient: Rockville Pike – 21st Century Boulevard



Increased width with street front retail, bike paths and a dedicated bus lane



Connected and Convenient: Road Network

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Sparse



Sparse existing road network

Dense



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

Source: Glattig Jackson, et al

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From this...



Mid-Pike Plaza

..to this



Pike & Rose

Pike & Rose



Street Level Plan

- Legend**
- Entertainment
 - Health Club
 - Parking
 - Hotel
 - Retail
 - Residential
 - Office
 - Retail Customer Parking Exits



Second Level Plan

Program

Retail:	450,000 sf
Office:	1,006,958 sf
Residential:	1,737,867 sf
Dwelling Units:	1,602 du
Hotel:	248,063 sf
Full Build-out sf:	3,442,888 sf
Parking Spaces:	4,468 ps
FAR	3.242

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Examples: Block 13



Before

Examples: Block 13



After

Example: Block 13



Issues:

- **Physical:**
 - Removing parking
 - Adding new pedestrian pathways
 - Providing more seating
- **Philosophical:**
 - Legitimizing pedestrian movements
 - Managing parking to encourage turnover

Examples: Federal Plaza



Example: Federal Plaza



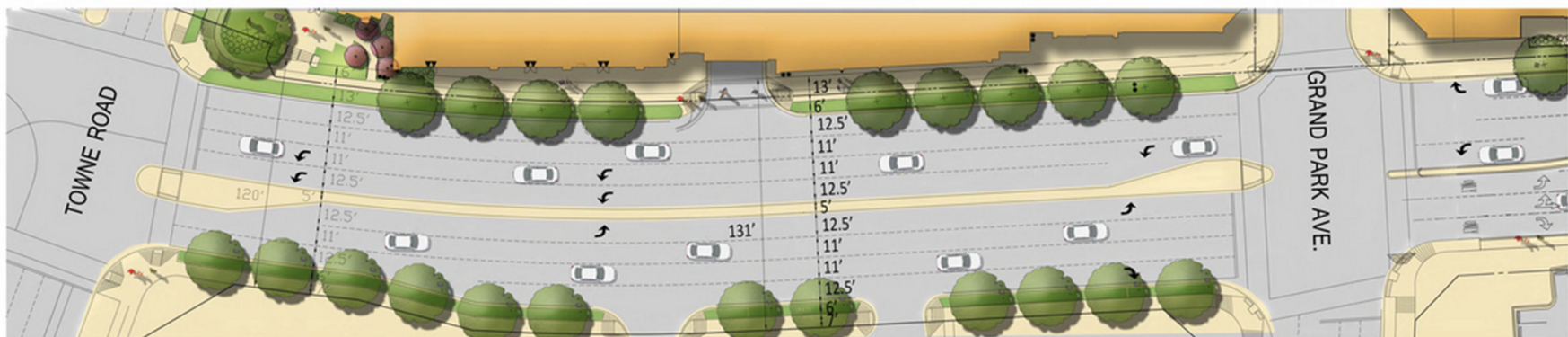
Issues:

- **Physical:**
 - Formal walkways across parking lots
 - Removing fence barrier
- **Philosophical:**
 - Rethinking relationship between adjacent properties
 - Formalizing informal pathways

Examples: Old Georgetown Road

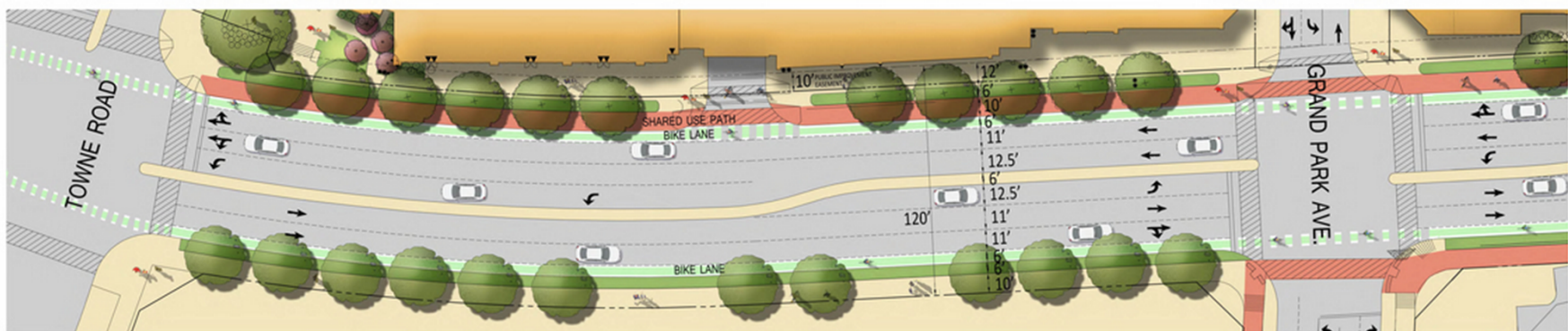


Examples: Old Georgetown Road



COUNTY STREET SECTION

131' R/W
8 LANES OF TRAFFIC
94' OF VEHICULAR LANE WIDTH
NO BIKE LANES
NO SHARED USE PATH



MASTER PLAN STREET SECTION

110' R/W WITH 10' PIE
5 LANES OF TRAFFIC
58' OF VEHICULAR LANE WIDTH
2 BIKE LANES
1 SHARED USE PATH

Examples: Old Georgetown Road

Glendening, White Flint Advocates Show Room For Pedestrian Improvements

NEWS

by Aaron Kraut – October 27, 2014 at 2:05 pm

287 7 Comments



Add a former governor to the group calling for a more pedestrian-friendly road network in White Flint.

Bethesda

MAGAZINE

BETHESDA BEAT | MAGAZINE | FOOD & DRINK | BEST OF | HEALTH | HOME & GARDEN

Bethesda Beat / 2014 / Old Georgetown Road Design Causes Controversy

BETHESDA BEAT

Old Georgetown Road Design Causes Controversy

White Flint nonprofit says design is inhospitable to pedestrians and bikers, doesn't conform to the sector plan.

ANDREW METCALF

Published: 09/25/14



The county is attempting to quell controversy over what a redesigned Old Georgetown Road will look like in White Flint.

It all started Tuesday after a [blog post on the Friends of White Flint website](#) was published that claimed



Example: Old Georgetown Road



Issues:

- **Physical:**

- Narrowing travel lanes and reducing turn lanes
- Integrating road design with adjacent land-uses

- **Philosophical:**

- Rethinking traffic forecasting
- Role of community in road design
- Relationship between planning and transportation agencies.



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