



# *RAIL ~ REVOLUTION 2011*

## **Public Private Partnership And The Sustainable Transportation Corridor**

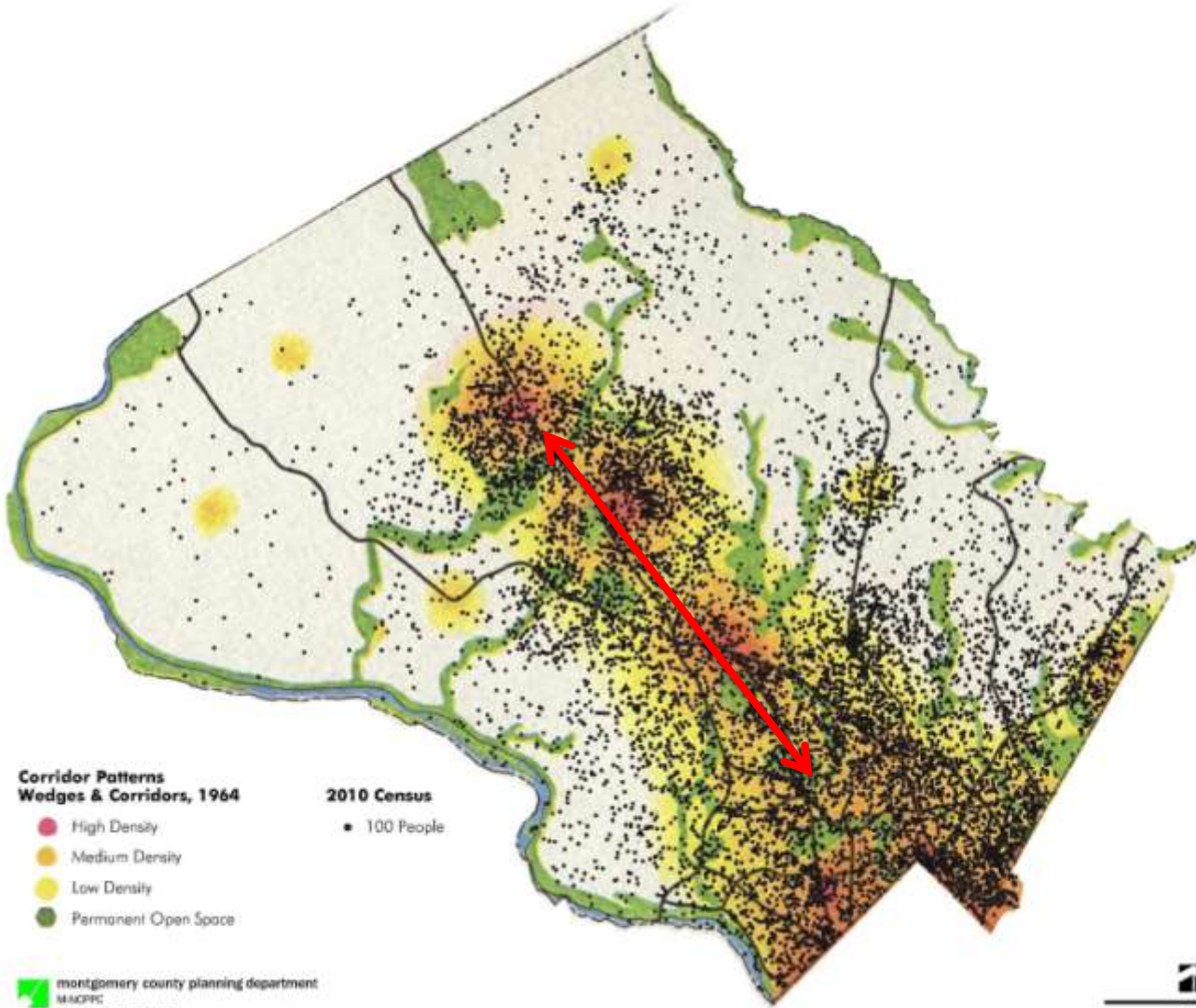
**October 19, 2011**

**Presented by  
Francine E. Waters**

# Montgomery County Population Distribution



## Population Distribution 2010

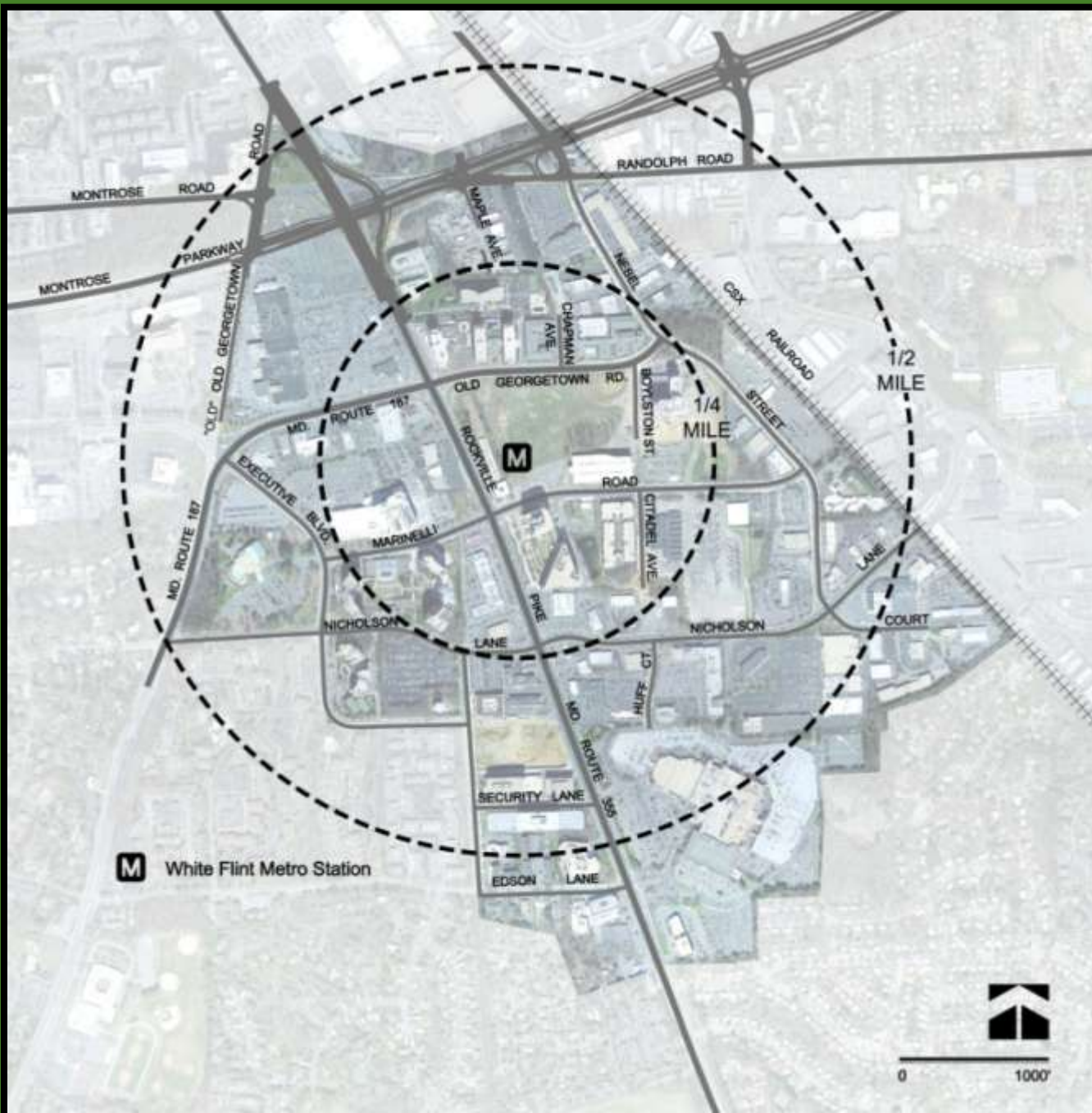


### Corridor Patterns Wedges & Corridors, 1964

- High Density
- Medium Density
- Low Density
- Permanent Open Space

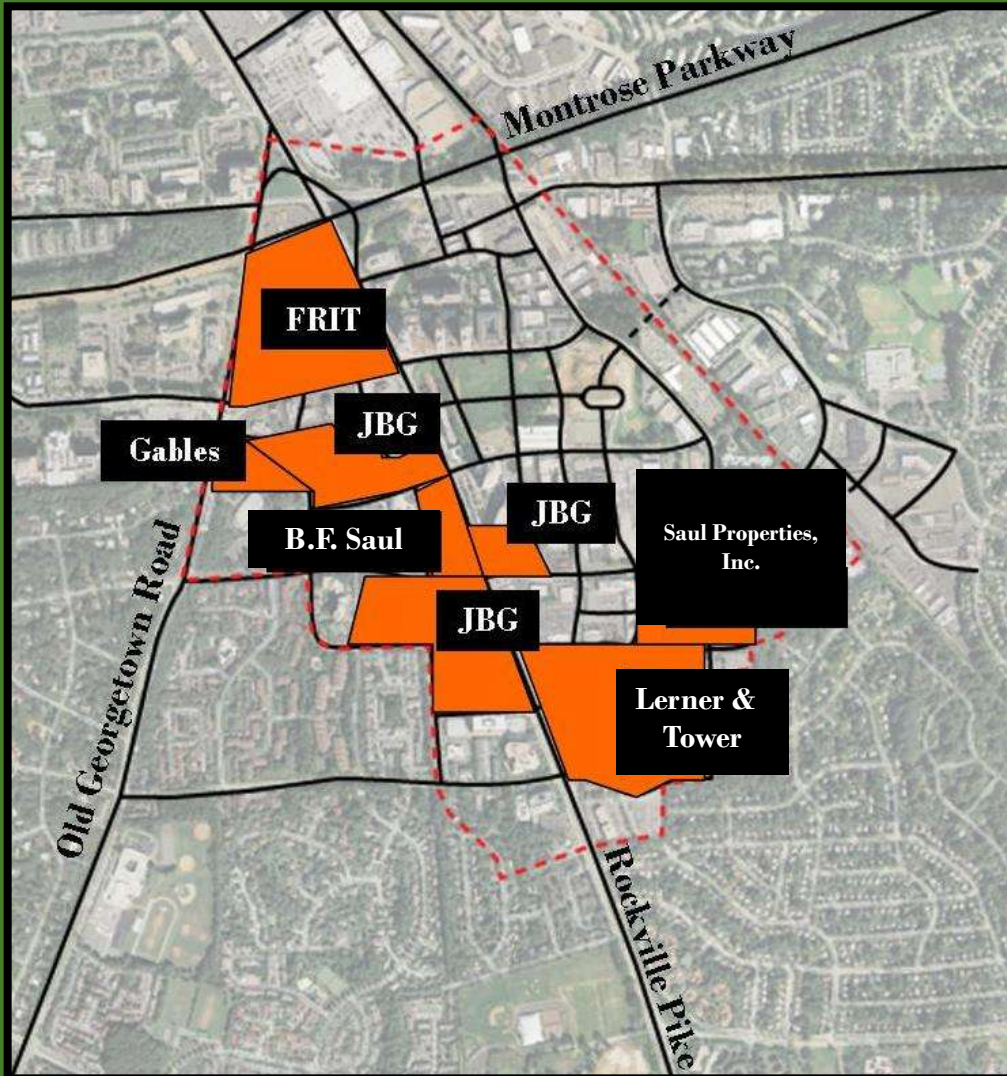
### 2010 Census

- 100 People



White Flint  
Sector Plan  
Area:  
430 Acres

# White Flint Partnership Members



Saul Properties, Inc.  
Federal Realty  
Gables Residential  
The JBG Companies  
Lerner Enterprises  
The Tower Companies

# White Flint Existing Conditions



*Image From MNCPPC Planning Staff Presentation*

# Moving People as Well as Cars



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

# Developing a new Road Network for cars, pedestrians and bicyclists



**Sparse**



**Dense**



**Sparse existing road network**

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



# The Power of Vision

# DESIGN - Placemaking



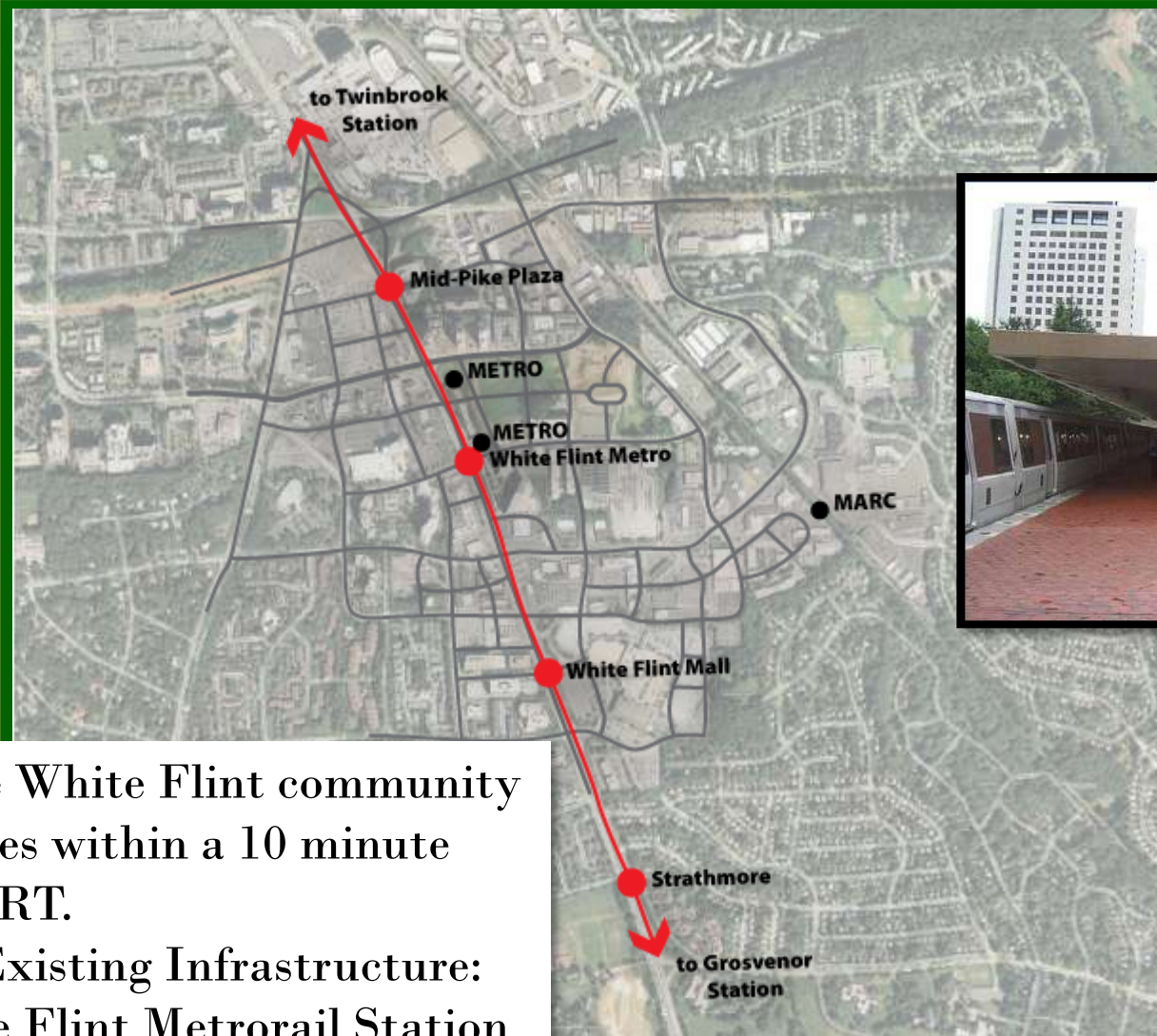
Establish a connection between land use,  
motorists, transit and bicycles



# Partnership contracted with Glatting Jackson to design with the Partnership and Community a working plan for Rockville Pike in the White Flint Sector



# Rapid Transit on a Sustainable Corridor – Rockville Pike



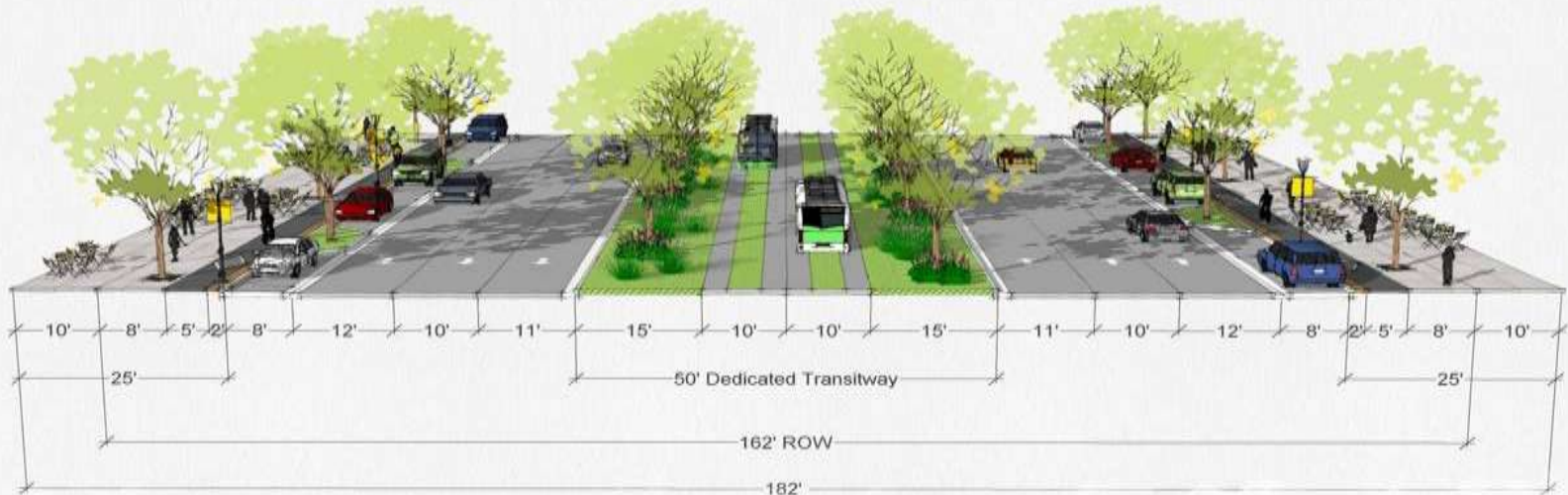
The entire White Flint community of 430 acres within a 10 minute walk of BRT.

Support Existing Infrastructure:  
The White Flint Metrorail Station

# Rockville Pike – 21<sup>st</sup> Century Boulevard

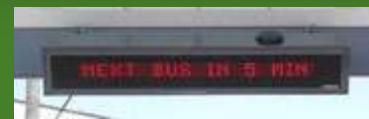


A 21<sup>st</sup> Century Boulevard with street front retail, dedicated bike lanes and center lane dedicated rapid transit.



# New Transit Supportive Development

## BUS RAPID TRANSIT (BRT)



# Bicycles & Pedestrians



# White Flint Partnership Commissioned VIKA at their expense . . .



## ROCKVILLE PIKE BOULEVARD ALIGNMENT STUDY



Prepared By:

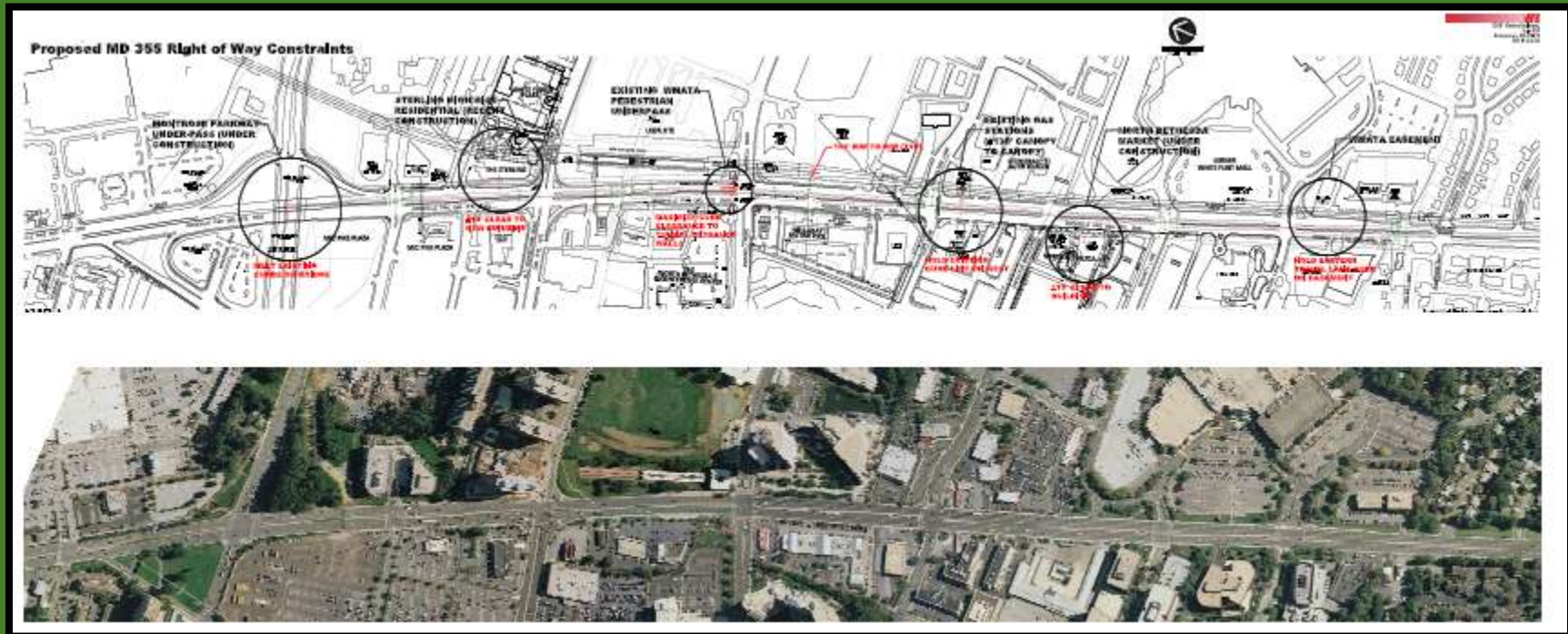
  
20251 Century Boulevard, Suite 400  
Germantown, MD 20874  
301.916.4100  
[www.vika.com](http://www.vika.com)

  
150 North Orange Avenue, Suite 200  
Orlando, FL 32801  
407.843.6552  
[www.aecom.com](http://www.aecom.com)

White Flint Partnership

2011.1.20

# VIKA/White Flint Rockville Pike Alignment Study Sample -But will it fit?





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# The Power of Inclusiveness

# White Flint Partnership Website



[about](#) [vision](#) [resources](#) [galleries](#) [news](#) [contact](#)

## LATEST NEWS

July 25, 2011 - Park & Planning Cuts Ribbon on White Flint

July 22, 2011 - White Flint makeover set to move forward

July 8, 2011 - Second Charrette Narrows Amenities Wish List

June 28, 2011 - Eirich Talks Rapid Transit with Wheaton - Kensington Chamber of Commerce

[View all news](#)



## CREATING AN ENGAGING COMMUNITY THAT IS ACCESSIBLE, CONNECTED, CONVENIENT, GREEN, SAFE AND VIBRANT. ND

A new White Flint is essential to restoring a sense of community. By replacing Rockville Pike with a 21st century boulevard lined with outdoor cafes, colorful new shops and beautiful green spaces, White Flint will be transformed from the disjointed urban sprawl we see today into a destination spot for visitors and a true hometown for residents.

[Take Action Now!](#)

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# Partnership in the Washington Post



## 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

# Partnership's Community Outreach - Twitter



Home Profile Find People Settings Help Sign out

**New\_White\_Flint**

That's you! Lists

**Name** Andrew@WFP  
**Location** Rockville, MD  
**Web** <http://www.whitef...>  
**Bio** White Flint Partnership: Building A New Sense of Community,

1,156 following 360 followers 11 listed

**Tweets** 37

**Favorites**

**Following**

View all...

**RSS feed of New\_White\_Flint's tweets**

Speaker series w/ Dr Stephen Fuller <http://bit.ly/bLs9dx>& CEO Jim Dinegar <http://bit.ly/8gTTyw> Fri, 8am, at Dave&Buster's in #WhiteFlint  
2:37 PM Feb 16th via web

#followfriday Councilors @RogerBerliner, @GeorgeLeventhal, @nancy\_navarro and @Duchy\_T for active #MoCo updates  
1:29 PM Feb 12th via web

reports @WashingtonPost on our efforts to build "the civic green" at White Flint <http://bit.ly/bG32Zr>  
5:31 PM Feb 11th via web

Speaker series Pt III: Job trends & opportunities of White Flint Sector Plan Fri 2/19 w MC MoCo Council Pres. @nfloreen <http://bit.ly/d4O67e>  
10:40 AM Feb 9th via web

@RogerBerliner @GeorgeLeventhal re budget worries: New White Flint will garner \$1.5B in increased property tax revenue

# Partnership's Free Speaker Series outreach to the Community



**THE WHITE FLINT PARTNERSHIP**

CORDIALLY EXTENDS AN INVITATION TO JOIN US

**FRIDAY, MAY 1<sup>ST</sup> AT 8:30 A.M.**  
DAVE'S BUSINESS @ 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 White Flint and Rockville Park in the future.

Speakers:

**Christopher Zastrow**  
[www.azastrow.com](http://www.azastrow.com)

Member, Arlington County Board and Chairman, Board of the directors of the New Urban Partnership, Arlington County

**Larry Lockwood**  
[www.lockwood.com](http://www.lockwood.com)

Principal  
Gilling, Johnson, Fisher, Andri, Inc.

**Christopher D. Leibenberg (invited)**  
[www.cdleibenberg.com](http://www.cdleibenberg.com)

The Rockville Institution

SPONSORED BY:

 **THE GREATER BETHESDA CHEVY CHASE CHAMBER OF COMMERCE**

 **THE PRINCIPLES OF WHITE FLINT™**

**CONTINENTAL BREAKFAST & EVENTS**

THE POWER OF YOUR BELLY SHOULD BE GREATLY APPRECIATED BY THURSDAY, APRIL 26, 2009-10.

CALL CALVIN@CBE  
301-480-2277





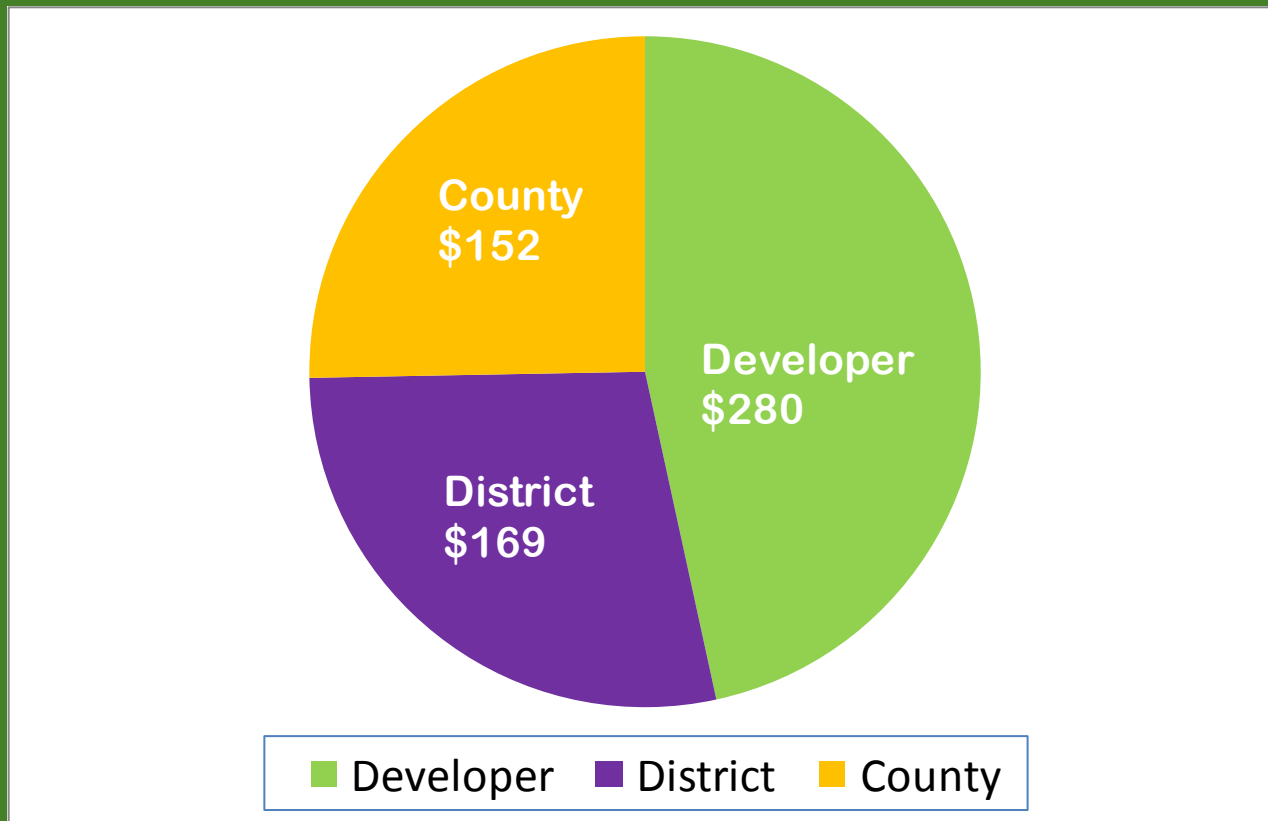
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# Sustainable Economic Development

# Cost for the New White Flint



\$601 million Total Infrastructure Cost in White Flint...

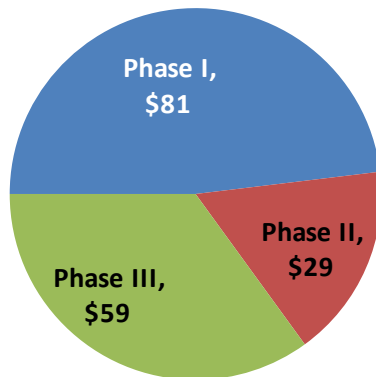


...75% Funded by the Private Sector

# District Transportation Infrastructure Costs



**District Costs by Phase  
(millions)**



Ph I

Ph II

Ph III

#	Improvement	Estimate	Complete
1	Rockville Pike (Md 355) - Phase 1	\$5,000,000	2013
2	Reopening of Old Old Georgetown Rd	\$34,907,000	2013
2	Market St & realignment of Executive Blvd	\$24,817,000	2014
3	Executive Blvd Ext (east)	\$16,700,000	2016
3	Nebel Street	\$8,200,000	2020
4	Bridge over Metro station	\$7,500,000	2020
5	Nicholson Lane <sup>1</sup> (streetscape)	\$12,942,000	2024
1	Rockville Pike (Md 355) - Phase 3	\$59,261,000	2026
<b>Total</b>		<b>\$169,327,000</b>	<b>2026</b>

Western Workaround  
Eastern Workaround

<sup>1</sup> 40% of estimated costs as an allowance to cover 40% of streetscape improvements (assumes remaining 60% covered by private sector)

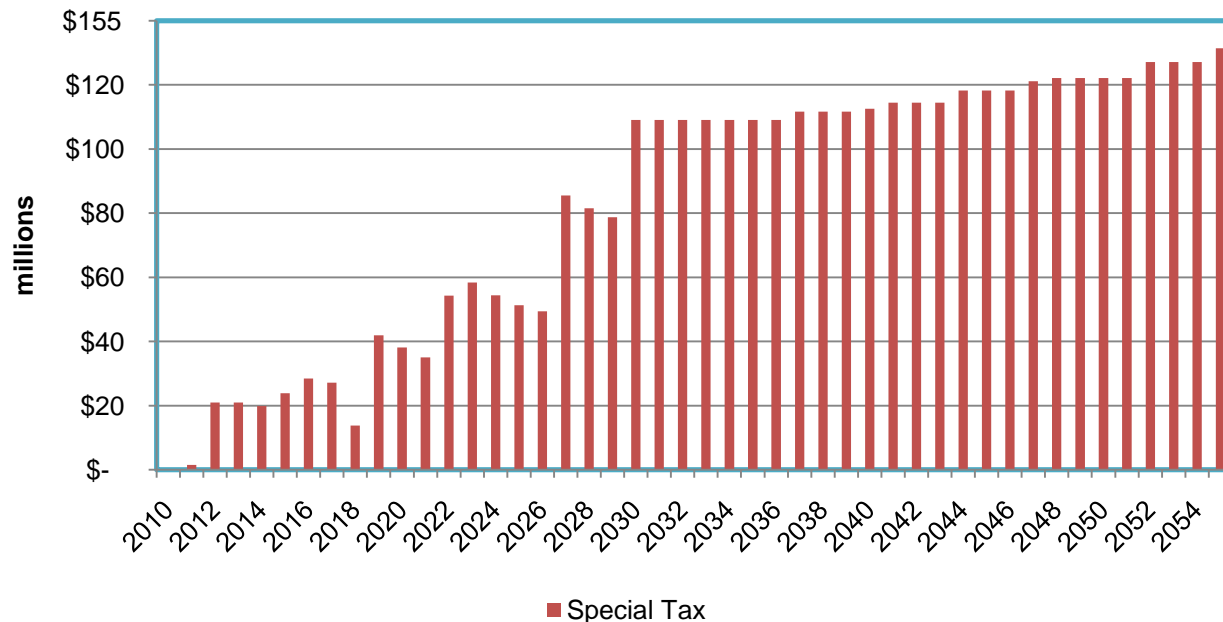
<sup>2</sup> Assumes utilities are publicly constructed. If privately constructed, utility work will cost approximately 33% more

# White Flint Development District Tax

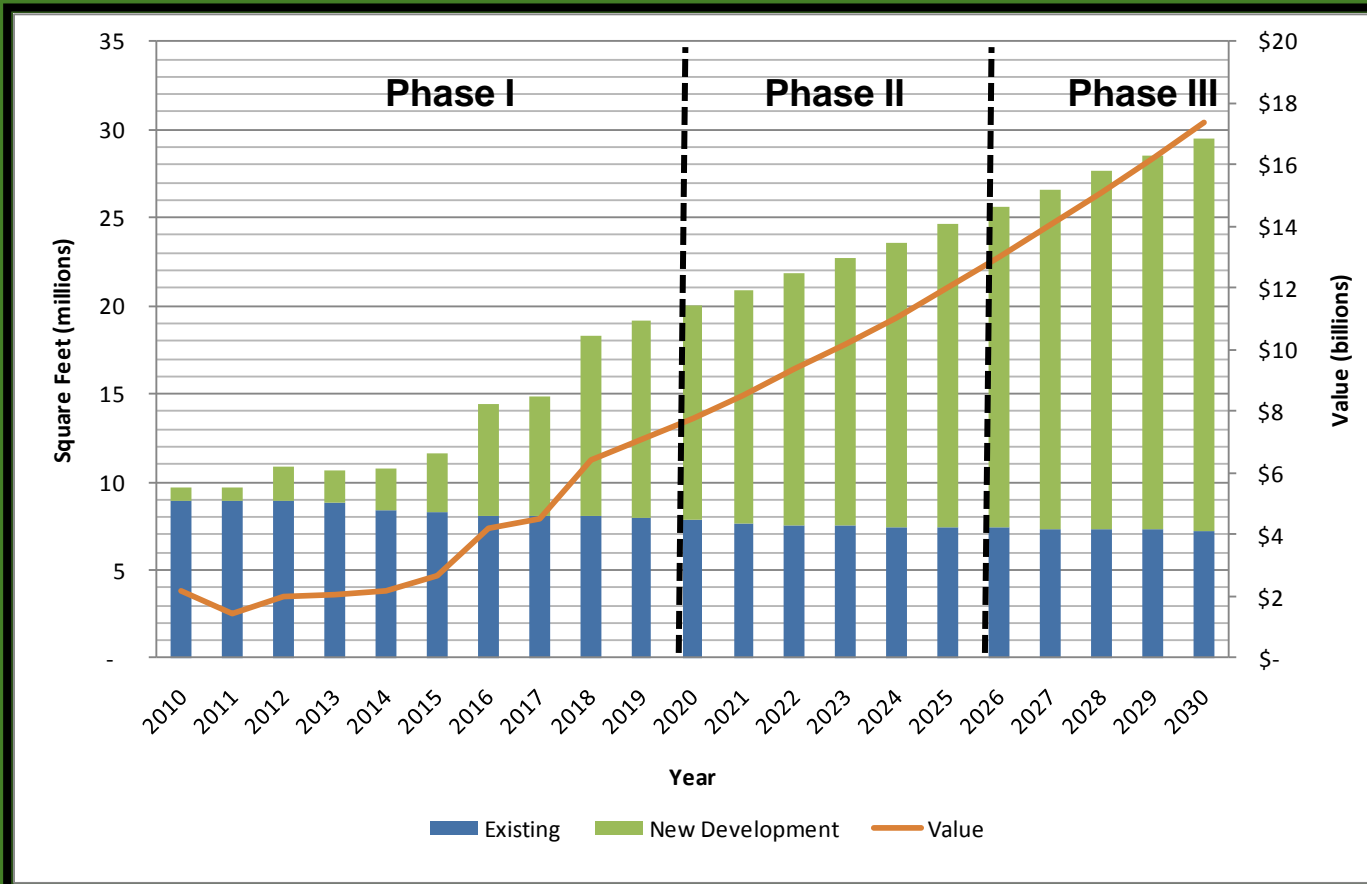


- **The White Flint Development District Tax Generates \$154 million (present value) and/or \$169 million (in future dollars). It is an *ad valorem* property tax to fund specific transportation infrastructure within White Flint billed at a rate of 10 cents per \$100 of assessed value which began in July 2011.**

### Cumulative Cash Flow



# Value Creation in White Flint



**\$1.3 Billion Net New Property Tax Revenue Generated (PV)**

**39,000 New Jobs**

Note: Value assumes market rate per square foot of: existing retail \$220, residential \$375, office \$440, hotel \$450, retail \$550. Assumes 3% annual growth rate

# Rockville Pike – 21<sup>st</sup> Century Boulevard



Tree lined boulevard with wide sidewalks and permeable surfaces



# Thank You!

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## White Flint Partnership

Francine E. Waters

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[www..whiteflintpartnership.com](http://www..whiteflintpartnership.com)