



Washington Sustainable Growth Alliance

For Immediate Release

Washington Sustainable Growth Alliance Grants Smart and Sustainable Growth Recognition to Second Phase of North Bethesda Market

ALLIANCE PARTNERS

Chesapeake Bay Foundation

Coalition for Smarter Growth

Enterprise Community Partners

Greater Washington Board of Trade

Metropolitan Washington Builders Council

ULI Terwilliger Center for Workforce Housing

ULI Washington

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(Bethesda – Aug 12, 2011) An independent jury formed by the Washington Sustainable Growth Alliance has granted Preliminary Smart and Sustainable Growth Recognition to a preliminary proposal for the North Bethesda Market, Phase II, located on Rockville Pike. By making more than ten percent of the proposed residential units affordable to households earning between 60 and 120 percent of the Area Median Income, this application also qualified for Joint Recognition by the Alliance and the ULI Terwilliger Center for Workforce Housing.

The Alliance is a partnership among seven diverse regional organizations including the Chesapeake Bay Foundation, the Coalition for Smarter Growth, Enterprise Community Partners, the Greater Washington Board of Trade, the Metropolitan Washington Builders' Council, ULI Washington, and the ULI Terwilliger Center for Workforce Housing. These groups traditionally held opposing views on growth issues, but now work together to promote smart and sustainable development and conservation in the National Capital Region. The region is projected to add 2 million more people and 1.6 million new jobs by 2030. The challenge is to find ways to accommodate this growth while enhancing our neighborhoods and protecting the environment.

Smart and Sustainable Growth Recognition provides a way for environmental and civic organizations to support development that is good for community and good for the environment. As jury member Lee Epstein noted, "The more smart growth projects get built, accommodating the demand for housing and commercial space in the region while energizing already urbanized areas, the less that demand will be felt in the rural areas and on the working lands that are most important to conserve."

North Bethesda Market, Phase II
North Bethesda, Maryland
Applicant: The JBG Companies

The North Bethesda Market, Phase II, is a redevelopment proposal for a suburban site currently occupied by four office buildings, one of which was built by JBG in 2004 and will remain, with some changes, as part of the redevelopment. The other three office structures are aging and will be demolished, to make way for the redevelopment.

The site is located along the west side of Rockville Pike, south of the intersection with Nicholson Lane and north of Executive Boulevard. This phase is across Executive Boulevard from Phase I of North Bethesda Market, a development previously recognized by the Washington Sustainable Growth Alliance that has delivered on its promise (see www.northbethesdamarket.com for more information).



Key among the smart and sustainable qualities of this phase of the development are a fine-grained mix of retail, office and residential uses and substantial increase in density close to transit. The project is within one-quarter mile of the White Flint Metro Station.

Proposed uses include over 400 residential units, restaurants and

other retail including a theater, for a total of about 673,000 square feet. Many features of the proposal will help promote pedestrian activities in this auto-dependent area, including a through-block connection between Woodglenn Drive and Rockville Pike, wide sidewalks, multiple points of access, reduced street parking, and a central urban plaza with outdoor seating and space for organized events. It is also significant that the project will add residential units in a commercial area, which will help improve the job-housing balance and increase the supply of Moderately Priced Dwelling Units. This project is one of several redevelopment projects along Rockville Pike that will contribute to the urbanization and revitalization of a suburban area.

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