



# Washington Smart Growth Alliance

***For Immediate Release***

## **Washington Smart Growth Alliance Grants Preliminary Joint Recognition with ULI Terwilliger Center for Workforce Housing to Two Redevelopment Proposals in the National Capital Region**

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### **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**

**(Bethesda – December 9, 2010)** An independent jury formed by the Washington Smart Growth Alliance has granted Preliminary Joint Recognition with ULI Terwilliger Center for Workforce Housing to two redevelopment proposals in the National Capital Region: the Chelsea School Redevelopment in downtown Silver Spring by EYA, and the Mid-Pike Plaza Redevelopment at White Flint by Federal Realty Investment Trust. *Preliminary Recognition* is awarded to project proposals in the early stages of the local review and approval process, when all the details necessary for Final Recognition are not yet known. The recognition signifies that if the project proceeds in accordance with the preliminary plan, sketch plan or concept plan, it would likely qualify for Final Recognition. The Alliance encourages all recipients of Preliminary Recognition to submit a further application for Final Recognition when they reach the more detailed phases of the review process, such as site plan review. Both projects receiving recognition this quarter will incorporate a substantial number of moderately priced dwelling units and therefore qualify for the additional distinction of special 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."

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Each quarter the Smart and Sustainable Growth Recognition jury accepts for consideration proposals for development projects in the region that are subject to review by local authorities. Since 2002, the jury has recognized 60 proposals. To learn more, visit [www.SGAlliance.org](http://www.SGAlliance.org).

**Mid-Pike Plaza Redevelopment, Rockville Pike  
Montgomery County, Maryland  
Applicant: Federal Realty Investment Trust**

This project site is a 24-acre parcel on Rockville Pike between Montrose Parkway and Old Georgetown Road that is currently occupied by an existing 308,555 square foot retail center and a large surface parking lot. It is within the boundaries of the White Flint Metro Sector Plan, which designates 430 acres around the White Flint Metro station for redevelopment into a new urban area. The proposal is for development of up to 3.4 million square feet of mixed uses, including retail, office, residential and hotel, to be executed in phases.



Phase I will include 92,800 square feet of retail development and 322 dwelling units.



Among the many noteworthy qualities of the development proposal are its fine-grained mix of retail, office, residential and hotel uses, creation of a new grid of pedestrian- and bike-friendly urban streets that connect to existing and planned streets, and a substantial increase in density near existing and planned transit stations. Together, these attributes will encourage the use of alternative transportation modes, improve the jobs-housing balance and contribute to the urbanization and revitalization of an auto-dependent suburban area. The development will also utilize a number of environmentally sensitive site and building design practices such as green roofs and rain gardens to manage stormwater. As currently proposed, all office buildings will be certified LEED Silver. The project will meet the Montgomery County minimum requirement for Moderately Priced Dwelling Units (MPDUs) and therefore qualifies for the special joint recognition by the Alliance and the ULI Terwilliger Center for Workforce Housing. This recognition will be confirmed when the project is submitted for Final Recognition.

**Chelsea School Redevelopment, Downtown Silver Spring  
Montgomery County, Maryland  
Applicant: EYA**

This project site is the current home of the Chelsea School, located at 711 Pershing Drive, at the edge of the Silver Spring CBD. The school is under-utilized and seeks to relocate closer to the student populations it serves.

The 4.88-acre parcel is currently occupied by academic buildings, a gymnasium, a large surface parking lot and the historic Riggs-Thompson House. The site is surrounded by a high-rise multi-family building, commercial structures, a library, a park, and single-family homes. The site is 2-4 blocks from Whole Foods, the AFI Theater, the Discovery office building, the Silver Spring Metro station, and all that downtown Silver Spring has to offer. Because of the mix of uses that surround the site and the proximity to



employment, transportation, shopping, culture, and recreation, townhomes represent an ideal transition and density from the CBD to the adjacent mixed-use residential neighborhoods. The project is more in keeping with the neighborhood than would be a new, larger school and the housing type and density is more in keeping with its walkable, urban location than detached, single-family homes.

The proposal is to preserve the historic house and replace the other uses with 76 townhomes, along with three substantial public parks comprising approximately 15-20 percent of the site's total land area. The townhomes will be designed for compatibility with the single-family homes in the area (for example, the end units will be designed to resemble single-family units).

The project represents an appropriate density and housing type within walking distance of community and retail services, such as existing and proposed public transit stations, grocery stores, libraries, community and civic centers, and parks. In addition, new sidewalk and street connections will be provided through the development. Together,

these improvements will help reduce auto dependency and encourage the use of alternative transportation modes such as public transit, walking and biking. The development will also utilize environmentally sensitive site design practices such as bioretention facilities and rain gardens to manage stormwater. The project will seek LEED for Neighborhood Development and LEED for Homes designation. The development will exceed Montgomery County's minimum requirement for incorporating moderately priced homes into the project and therefore qualifies for the special joint recognition by the Alliance and the ULI Terwilliger Center for Workforce Housing. This recognition will be confirmed when the project is submitted for Final Recognition.

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