



The Hellman Company, inc.

7725 Old Georgetown Road

Office tower with ground floor retail

Award application 16 June 2008
The Washington Smart Growth Alliance

The Woodmont Triangle “Petri dish”

How to grow a Metro-rail-served urban area in a smart-growth TOD manner without destroying it at the same time

Government’s job is to write the rules so that the private sector finds it easier to make money doing the right thing rather than the wrong thing.

The job is 90% done conceptually: errors need be fixed; job must be completed.

Three major tools were created by the Montgomery County Council in Resolution 15-1316, January 31, 2006.

- * eliminated “Minimum Lot Size” — *excellent*.
- * enabled clustering — *must correct*.
- * created an Amenity Fund — *must complete this job properly*.

- 1) **Fix clustering mechanism** to transfer all density above what actually exists in buildings worth preserving. Have “bonus density” fund the Amenity Fund and improve the existing building.
- 2) **Focus the Amenity Fund on the public realm**: Improve the sidewalks and streets including underground utilities at lowest possible cost (i.e. NOT one building at a time!) and finance it with the cheapest money (tax exempt county bond) and re-pay it with Amenity Fund contributions and with a “front foot benefits” tax.
- 3) **Building Height**: no absolute # within walking distance of Metro-rail. Design and context are what really count. The elevator is the most environmentally-friendly way to deliver pedestrians to sidewalks and Metro. This is also key to ensuring maximum diversity of streetfront retail. The sprawl alternative requires carbon-polluting congestion-increasing cars or buses.
- 4) **Raise FAR in CBD-2 to 5.0 for office just like residential** (from 4.0 ??) *Look at Vancouver experience; look at Trammell Crow data on Class A shortage; BALANCE!*
- 5) **Parking Garage cooperation: eliminate garage entries / ADD retail stores**
- link adjoining new towers 4900 Fairmont and 7725 Old Georgetown Road (must increase building heights by the 4 or 5 floors of parking that will be on 2 thru 5 or 6)
- 6) **Revise map definition of the Woodmont Triangle** so that the Tastee Diner and Woodmont Grill (“Houston’s”) are included!!!!