



## PHASE 2 SITE PLAN & PRELIMINARY PLAN AMENDMENT PRE-SUBMISSION MEETING

December 10, 2012

A close-up photograph of a woman's face, focusing on her eyes and mouth. She is wearing dark blue sunglasses that reflect a modern, multi-story urban building with large windows and a mix of brick and concrete. She has red lipstick and is wearing small, gold, flower-shaped earrings. The background is a soft, out-of-focus green.

## WHITE FLINT'S MOST INSPIRING NEW ADDRESS.

Pike & Rose is more than a new neighborhood. Located at the intersection of Montrose Parkway, Rockville Pike and Old Georgetown Road, an exciting new urban area is blooming. It's a place to live inspired, be connected to everywhere you want to be in the DC area. Step out of the White Flint Metro station and into a magical place that's pedestrian-friendly, urban-minded and forward-thinking. It's an inspiring mix of culture, entertainment, cuisine, and shopping designed to engage and enchant.



# FEDERAL REALTY

## Nearby Properties

Rockville Town Square

Congressional Plaza

Montrose Crossing

Federal Plaza

Pike & Rose

Wildwood Shopping Center

Bethesda Row



PIKE & ROSE



# FULL BUILD-OUT PERSPECTIVE



PIKE & ROSE





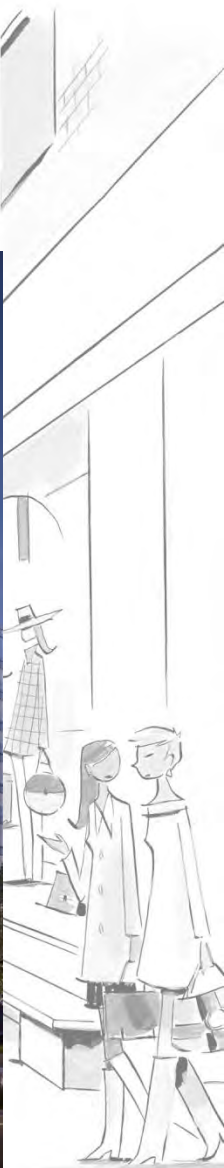
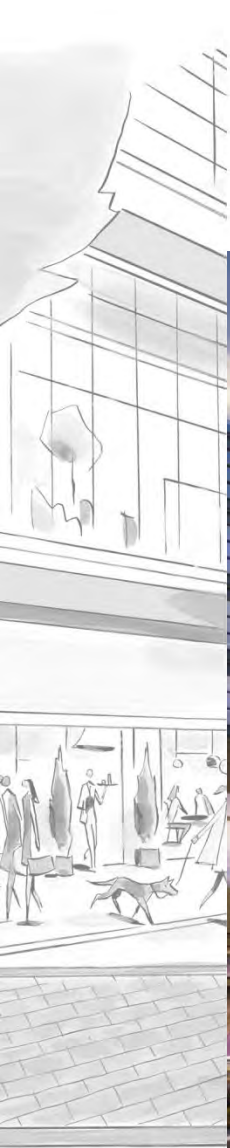
## PHASE 1 UPDATE



PIKE & ROSE



# GRAND PARK AVENUE & OLD GEORGETOWN ROAD



PIKE & ROSE



# GRAND PARK AVENUE & OLD GEORGETOWN ROAD





# IPIC ENTERTAINMENT THEATER



PIKE & ROSE



# PALLAS



PIKE & ROSE



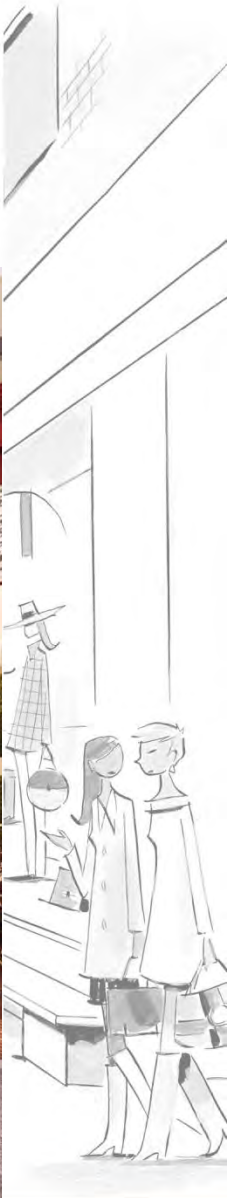
# PERSEI



PIKE & ROSE



# MUSE ALLEY



PIKE & ROSE





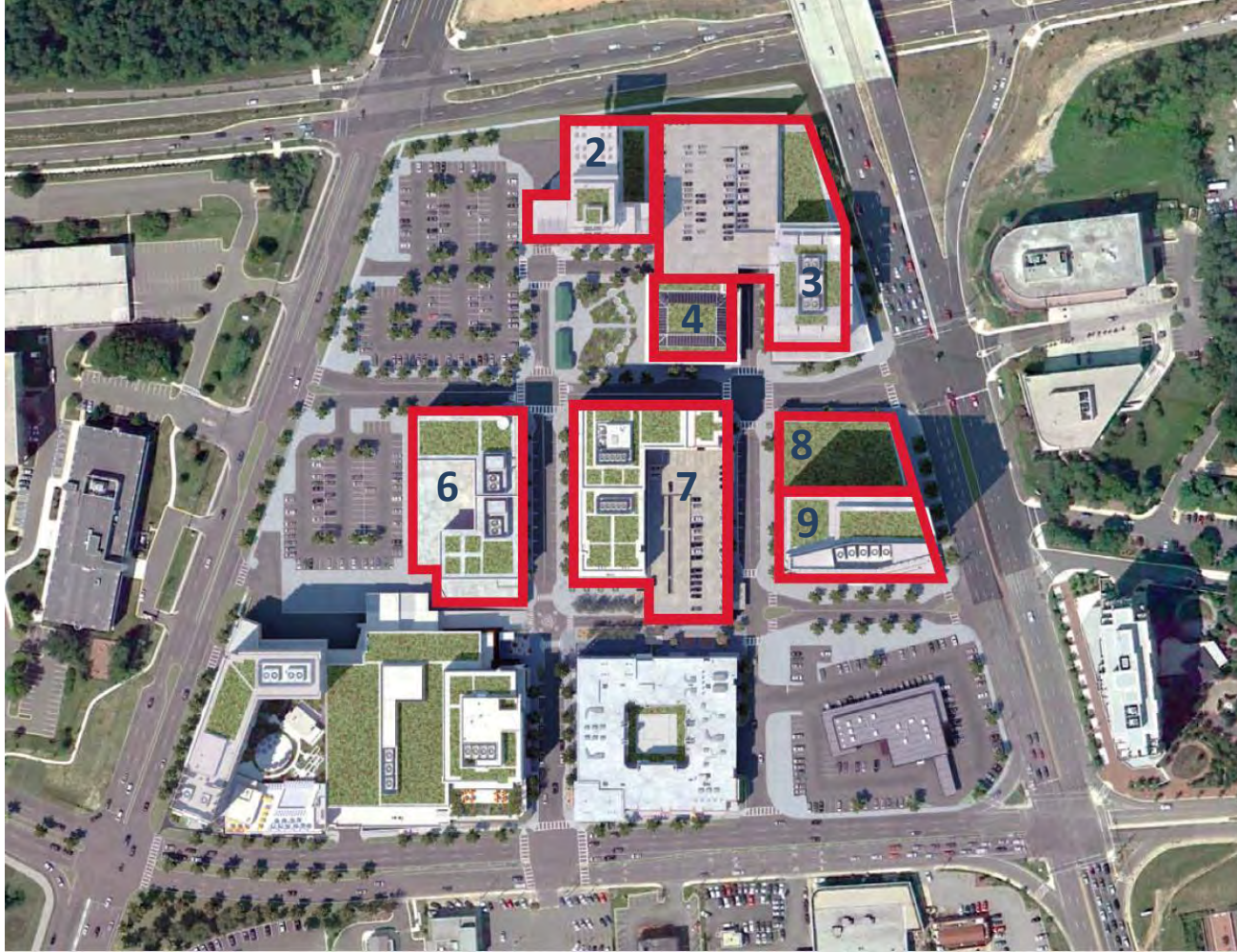
## PHASE 2A AND PHASE 2B



PIKE & ROSE



# PHASE 2 SITE PLAN





# PHASE 1 & 2 PROGRAM SUMMARY

Block	10	11	12	Phase 1 Total	2	3	4	6	7	8	9	Phase 2 Total
Retail	13,300	164,400	50,300	<b>228,000</b>	12,000	56,600	32,550	52,750	37,250	61,000	16,500	<b>268,650</b>
Office	-	86,800	-	<b>86,800</b>	-	158,150	-	-	-	-	317,000	<b>475,150</b>
Hotel	-	-	-	-	-	-	-	-	289,500	-	-	<b>289,500</b>
Residential SF	440,400	-	195,800	<b>636,200</b>	235,500	-	-	235,600	-	-	-	<b>471,100</b>
<i>Residential Units</i>	<i>319</i>	<i>-</i>	<i>174</i>	<b><i>493</i></b>	<i>198</i>	<i>-</i>	<i>-</i>	<i>207</i>	<i>-</i>	<i>-</i>	<i>-</i>	<b><i>405</i></b>
<b>Total</b>	<b>453,700</b>	<b>251,200</b>	<b>246,100</b>	<b>951,000</b>	<b>247,500</b>	<b>214,750</b>	<b>32,550</b>	<b>288,350</b>	<b>326,750</b>	<b>61,000</b>	<b>333,500</b>	<b>1,504,400</b>
Parking	349	609	163	<b>1,121</b>	178	616	-	157	720	-	365	<b>2,036</b>



### Legend

- Cinema
- Health Club
- Parking
- Hotel
- Retail
- Residential
- Office
- Retail Customer
- Parking Exits



SKETCH PLAN, DEC 2010



CURRENT PLAN, DEC 2012



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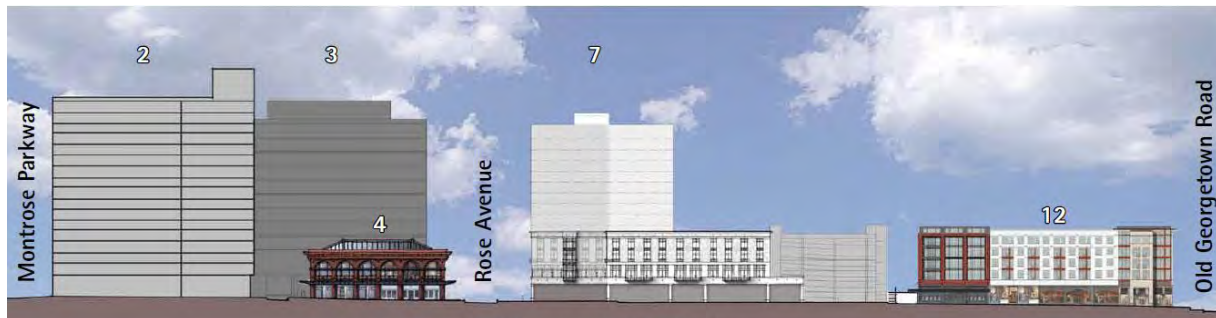
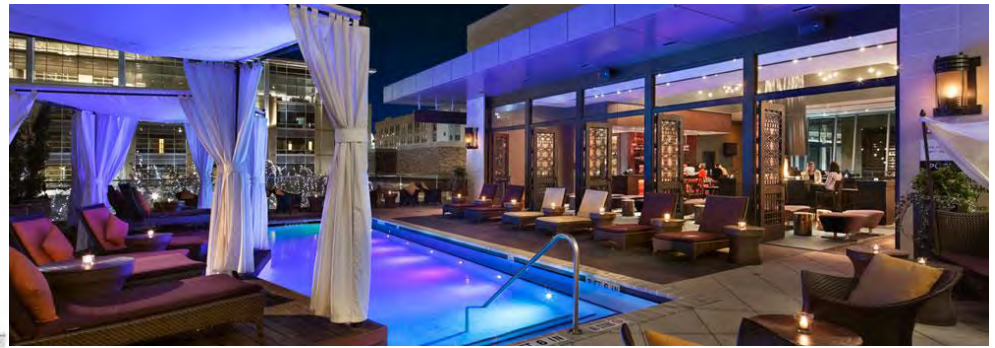
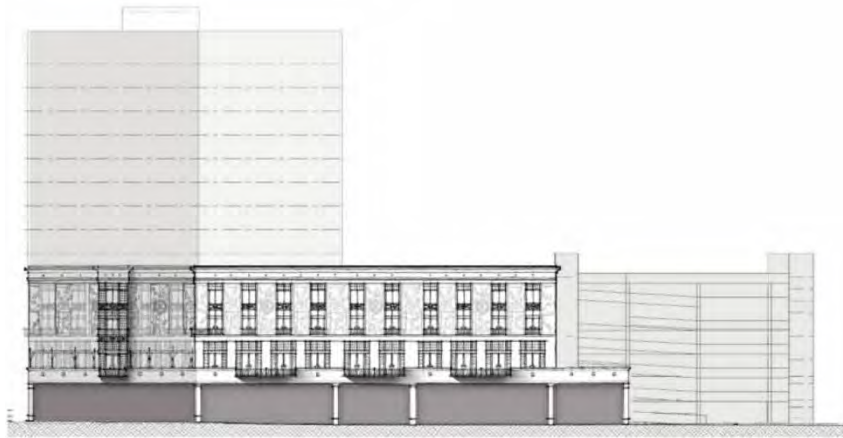
SKETCH PLAN, DEC 2010



CURRENT PLAN, DEC 2012



# BLOCK 7 HOTEL & RETAIL



Grand Park Avenue Looking East





# BLOCK 6 RESIDENTIAL AND RETAIL



PIKE & ROSE



# ROSE PARK & BLOCK 6 RESIDENTIAL & RETAIL



PIKE & ROSE



# ROSE PARK, BLOCK 2 RESIDENTIAL & RETAIL, BLOCK 4 RETAIL



PIKE & ROSE

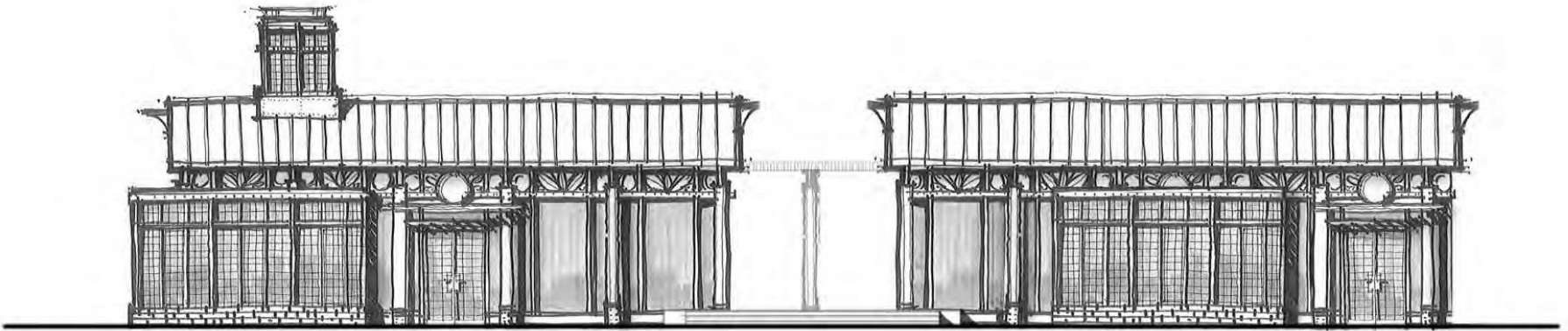


# ROSE PARK LANDSCAPE PLAN



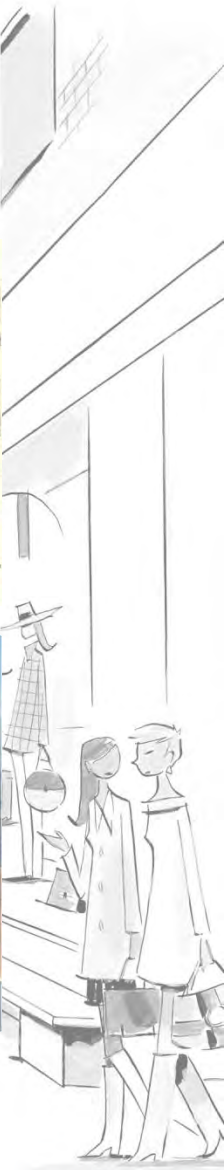


# ROSE PARK RETAIL KIOSKS





# BLOCK 2 RESIDENTIAL & RETAIL



PIKE & ROSE



# BLOCK 3 OFFICE & RETAIL



PIKE & ROSE

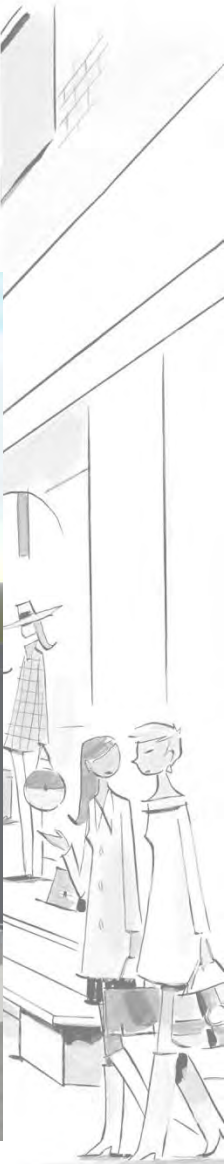


# BLOCK 8 RETAIL



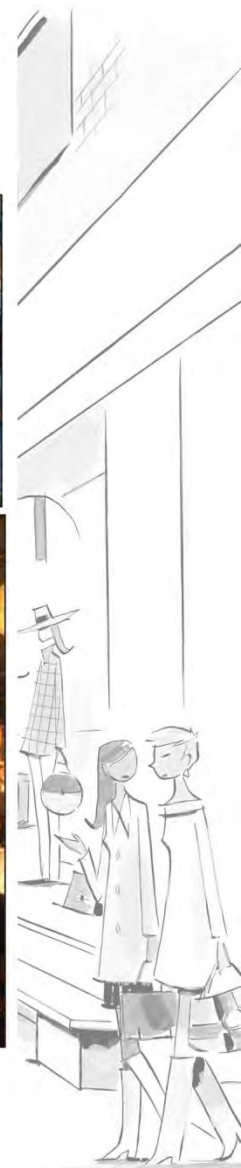


# BLOCK 9 OFFICE & RETAIL



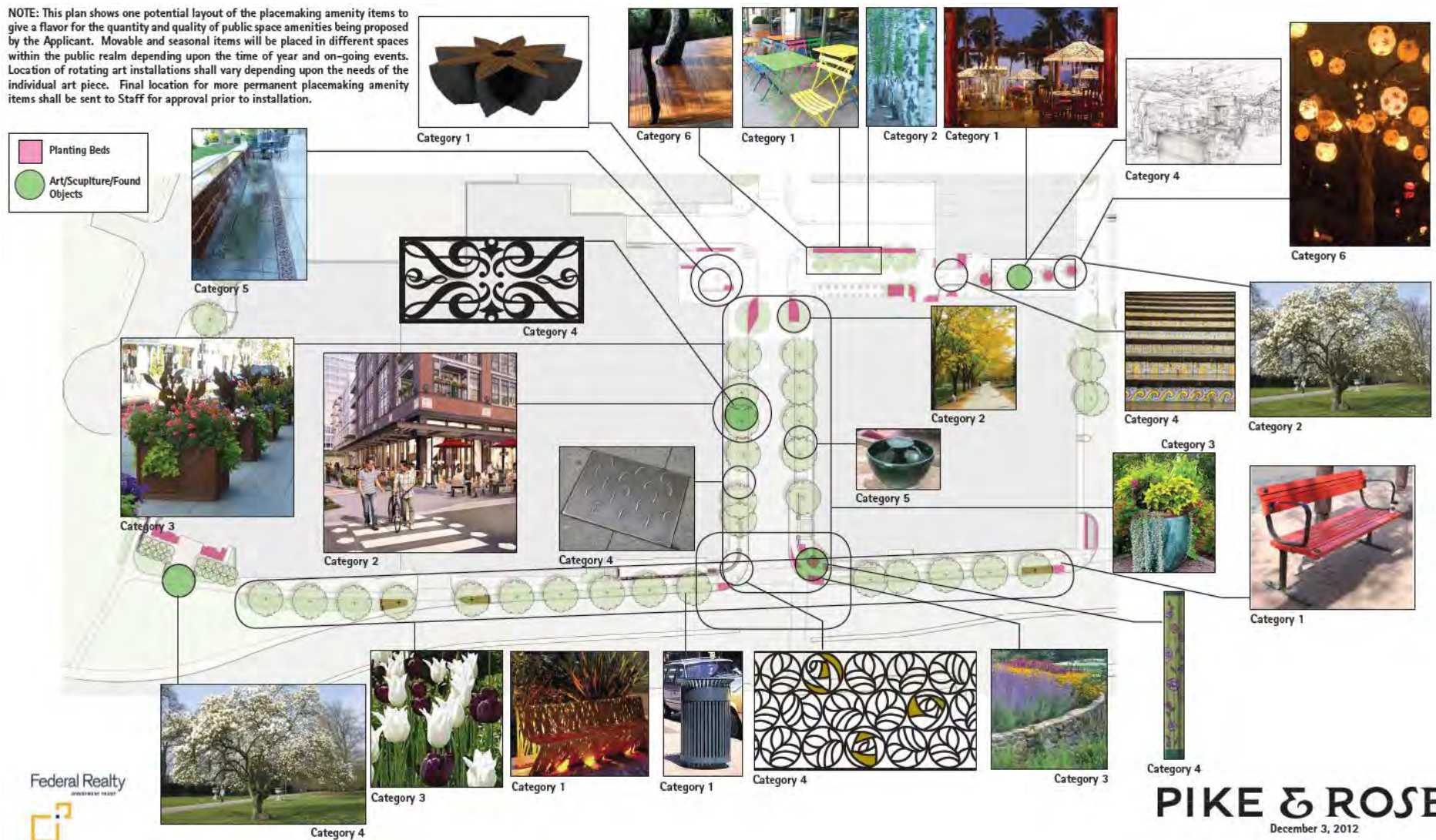


# PLACEMAKING





**NOTE:** This plan shows one potential layout of the placemaking amenity items to give a flavor for the quantity and quality of public space amenities being proposed by the Applicant. Movable and seasonal items will be placed in different spaces within the public realm depending upon the time of year and on-going events. Location of rotating art installations shall vary depending upon the needs of the individual art piece. Final location for more permanent placemaking amenity items shall be sent to Staff for approval prior to installation.







# PIKE & ROSE

December 3, 2012

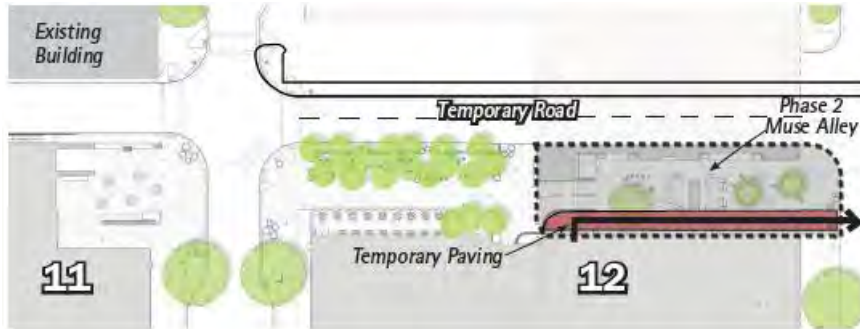


# LANDSCAPE PLAN

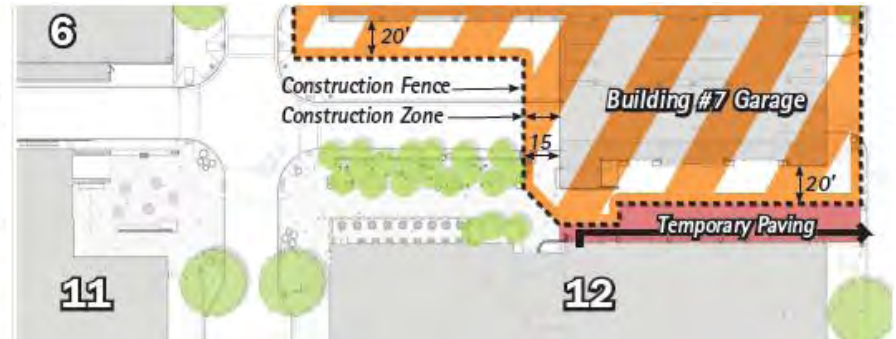




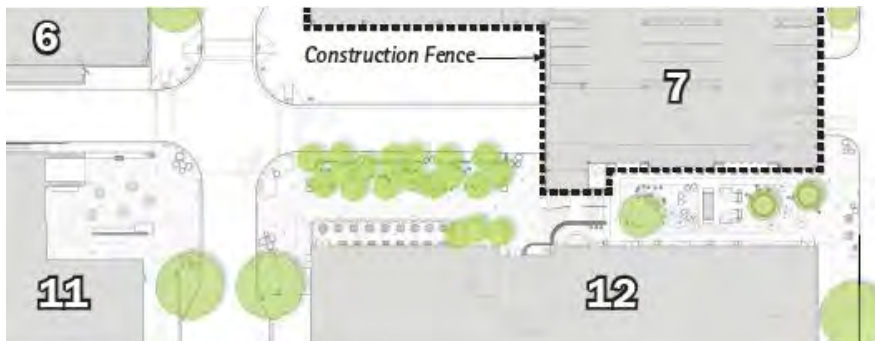
# MUSE ALLEY PHASING



Phase 1: Per Phase 1 Site Plan



Phase 2: Interim During Block 7 Construction



Phase 3: Block 7 Under Construction



Phase 4: End of Block 7 Construction



# FUTURE STREET GRID





## PHASE 2A AND 2B PUBLIC BENEFITS

- Transit Proximity 14.4%
- Neighborhood Services 4.3%
- Minimum Parking 4.0%
- Through-Block Connection 5.0%
- Public Parking 3.3%
- Adaptive Building 1.6%
- Care Center 15.0%



## PHASE 2A AND 2B PUBLIC BENEFITS

• Structured Parking	6.7%
• Tower Setback	0.8%
• Public Art	2.5%
• Exceptional Design	4.2%
• BLTs	2.2%
• Tree Canopy	5.0%
• Vegetated Roof	2.7%
<hr/>	
<b>Total</b>	<b>71.7%</b>
Phase 2 Percent of Density	43.4%

# TIMING

- Site Plan Submission: December 2012
- Planning Board Public Hearing: Winter/Spring 2013
- Start Construction: Winter/Spring 2014
- Delivery of Phase 1: Summer/Fall 2014
- Delivery of Phase 2a: 2016
- Delivery of Phase 2b: TBD





## REPIKEALIZATION

We took a long hard look at the White Flint District and saw something big coming down the Pike. This idea is what lives at the heart of inspiration—the inspiration to create Pike & Rose—and to inspire and revitalize the entire White Flint District. rePIKEalization is the realization that we are part of a truly genuine and unique place—not an address, not a development, not a project—but an authentic way for you to live inspired.



For the latest news and information about community events and happenings, please join us on Facebook, Twitter, and sign up for updates at [pikeandrose.com](http://pikeandrose.com)



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