



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!!!!