Facts
Description: Mixed-use development

Project Owner: Federal Realty Investment Trust

Architect:
Design Collective (Blocks 10 & 12)
WDG (Blocks 7 & 11)
R2L (Blocks 1a, 4, 6)
Hickok Cole (Block 3a)
Callison (Block 8)

Completion Date:
LEED ND 2018 2019

Certifications
LEED ND Gold 2018

Gold:
3a - LEED NC Retail 2018

Silver:
4 - LEED CS 2018
7 - LEED NC 2018
11 - LEED CS 2016

Certified:
1a - LEED CS 2018
6 - LEED NC 2018
8 - LEED CS 2018
10 - LEED NC 2017
12 - LEED NC 2015

Pike & Rose Development, North Bethesda, MD

Built on the site of a former strip mall and parking lot, the Pike & Rose project is entitled for 3.4 million square feet of transit-oriented, mixed-use development in North Bethesda, MD. Upon full buildout, Pike & Rose will consist of 450,000 square feet of ground floor retail, more than one million square feet of office space, 1500 residential units, and 250,000 square feet of hotel space on a 24-acre site that is walking distance to the White Flint station on Washington Metropolitan Area Transit Authority’s Red line.

Formerly anchored by Toys R Us under the name Mid-Pike Plaza, Federal Realty Investment Trust (NYSE: FRT) purchased the shopping center property in the 1980s. Plans were underway for a major redevelop in the early 2000s. The rebranding of the site was inspired by two boundary roads, Rockville Pike and Montrose Parkway, which paved the way for the innovative, forward thinking neighborhood that is now Pike & Rose.

The project was among the first to break ground as part of Montgomery County, Maryland’s White Flint Sector Plan. Located in the heart of the Pike District (formerly White Flint), the neighborhood was designed by Streetworks, in partnership with WDG Architecture and Design Collective.

Paladino was engaged to support the sustainability strategies to meet the goal of at least LEED Certified for all office buildings, and at least LEED Certified Neighborhood Development for the development overall.

Paladino also acted as commissioning authority, and oversaw commissioning of HVAC, plumbing, and lighting and lighting controls. The Pike & Rose Garage offers EV charging stations and produces 350,875 kWh per year through rooftop solar panels.

When the project kicked off, the goal was set at LEED ND Certified with a stretch goal of achieving Silver. FRIT’s priorities to create a walkable, sustainable community fit naturally with the LEED ND program. Because of FRIT and the...
extended team’s commitment to sustainable practices, the project was able to exceed its stretch goal and achieve LEED ND at the Gold level.

The project was not without its challenges. Pike & Rose is a global leader as one of the first to achieve LEED ND at the Gold level. Being any early adopter automatically means that the team will have a learning curve. The team went into the project expecting there to be challenges, and rather than be discouraged, each failure provided an opportunity to grow and learn. The lineup of services and retail that ended up in the project had some turnover, for example, but each change to the mix created an opportunity to further improve the community experience. On the residential side, affordability was a challenge that was important to the team. Pike & Rose infused the market with new supply at a time when county job growth had stagnated – our team had to optimize the project to find the exact right balance between affordability and experience.

The integrated master plan team included FRIT, Paladino and Company, Streetworks Studio, Gaines and Company, Davis Construction, and Clark Construction. The team was motivated by a clear vision established by the owner to deliver a sustainable and vibrant community.

In addition to being the first U.S. REIT to achieve LEED ND Stage 3 Gold certification, this project is one of the few in the world that has certified every building. While this achievement illustrates the high aspiration of the project, it also demonstrates the extraordinary value that sustainability, back-checked by certification, brings to FRIT and the Pike & Rose development.

FRIT is always planning for the future. Being able to anticipate what’s needed next is an art, and having the ability to make good decisions comes from experience. FRIT’s headquarters is down the street from Pike & Rose, so they understand the local community particularly well. The team applied institutional knowledge of what it takes to build exceptional neighborhoods and gave Pike & Rose the advantage of knowing exactly what the community values and wants.

The project accommodates future changes in development, planning, building use, organizational change, and structure. In fact, the second phase of the project was still under construction when planning started for the 909 Rose office building. For example, the team recognized that increased daytime traffic must be accommodated to ensure future success.

Community engagement was an important part of the process. Pike & Rose and Federal Realty are committed to being leaders in sustainable development. To do that, the values of the community are reflected through the neighborhood.

Sustainability means going further than building LEED certified buildings, and the project incorporates unique connections between the neighborhood and the community. The Farm at Pike & Rose is a great example of how that. Great real estate is created upon the fundamental relationship between responsible development and accountability to the communities and people being served.

The process that led to the plan’s adoption featured an extraordinary collaboration between elected officials, developers, and residents. The community involvement program has received awards from the Maryland Sustainable Growth Commission.
and the National Association of Counties. The official process was led by the Maryland-National Capital Park and Planning Commission (M-NCPPC) and featured more than 100 meetings, each focusing on an aspect of the plan, over a two-year period.

Concurrently, two organizations, the Friends of White Flint and the White Flint Partnership, were formed to represent the constituencies with an interest in the planning process. Friends of White Flint includes residents, developers and small-business owners. The White Flint Partnership represents the major land owners in White Flint whose property was the subject of the planning debate. Federal Realty was a founding member of both organizations and continues to serve on both boards. These organizations stimulated community involvement and provided the support needed to adopt and implement the plan. Friends of White Flint has served as hub of information and community participation in the planning process. They maintained a blog with regular summaries of public meetings, information on upcoming events, and analysis of how the proposals being debated might impact the community. They also provided a forum for anyone to provide their opinion. A great example of this role is the White Flint Town Hall that the organization hosted in September 2009, where more than 120 residents turned out to discuss the draft White Flint Sector Plan with the Planning Board Chair, elected officials, developers, and fellow residents.

Design emphasized creating a walkable community that offered spaces to live, work, and play. The location is close to public transportation and diverse employment opportunities.

Strong community outreach and involvement influenced the design results including affordable dwelling units and access to public parks. The neighborhood also supports local food production through a farmers market and a rooftop farm. The neighborhood is home to the Mid-Atlantic's largest rooftop farm, a 17,000-square foot farm above a residential building which produces 20,000 pounds of fruits and vegetables that are sold as part of a Community Supported Agriculture (CSA) membership, directly to neighborhood restaurants and donated to Manna Food Center, the local food bank.

The farm is ideal for Pike & Rose — or any project with a green roof for that matter — because the buildings are LEED certified and the stormwater infrastructure necessary for green roofs lends itself well to a conversion to urban farming. The rooftop farm fits in with FRIT’s larger goal, which is to integrate its buildings into the local community.

The tree-lined streets reduce the heat island effect and create a pleasant atmosphere for tenants and visitors.

There are several features to Pike & Rose that contribute to the health and wellness of the community. Notably, the site is designed to be walkable and pedestrian-friendly; the rooftop garden hosts a farmer’s market and offers a biophilic benefit; and FRIT has implemented green cleaning policies and sustainable pest management for all areas that they control. During construction the contractor kept duct work covered, had a no smoking policy, properly stored absorbable materials, and preplaced air filters before occupancy to protect indoor
air quality during construction. The project also achieved low emitting adhesives/sealants, paints/coatings, and flooring on most building projects.

Community wellness is supported by bike sharing and parking on-site, EV charging stations to promote low emissions vehicles for better air quality, and the solar panels which promote cleaner air through reduced pollution. The site is also close to transit including bus and metro stations. Further, there are community events promoting health and wellness, such as Mommy/Daddy & Me events, a farmers’ markets, outdoor fitness classes, public playgrounds, and a man-made beach.

FRIT believes solar power is a key component of the U.S. energy future, as evidenced by the twenty-three previous solar installations they own at properties around the country. They knew from the start they wanted to showcase the positive impact of solar power, so FRIT installed an impressive 855-panel solar array on the parking garage’s roof.

As of publishing this case study, Pike & Rose is one of only two LEED ND Stage 3 certified project owned and developed by a U.S. REIT and one of only 10 LEED ND Stage 3-certified projects in the U.S. as well as only 18 worldwide. The LEED ND Gold certification was achieved in November 2018. Paladino is also managing the LEED certification efforts for Block 3b.

“Earning this important certification demonstrates Federal Realty's commitment to improving performance and creating a more resilient and sustainable future by minimizing our environmental footprint through energy and resource-efficient buildings,” said Ronald J. Becker, CRX, CSM, Vice President National Operations & Sustainability. “As leaders in the industry, we believe we have a responsibility and an opportunity to positively impact our communities, employees, investors, tenants and the environment, which are all critical components to long-term success.”

Pike & Rose was awarded USGBC’s Innovative Project of the Year: Neighborhood Development and NAIOP DC | MD Chapter’s Award of Excellence | Best Sustainable Project in 2019.