

Pike & Rose, Block 11
North Bethesda, MD

PRACTICE AREA

Office, Mixed Use

CLIENT

Federal Realty Investment Trust

STATUS

Completed 2015

LEED

Certified LEED Silver



SERVICES

Architecture

AWARDS

NAIOP DC | MD Award of Merit, Best Mixed Use Project



PROGRAM

8-story, 80,000-sf office building with 117,000-sf of ground and first floor retail, including a 63,000-sf movie theater, and parking for 597 vehicles.

DESCRIPTION

Pike and Rose is transforming the Rockville Pike corridor with 24 acres of new transit-oriented development, located within a half mile walk from the White Flint Metro Station. Inspired by New Urbanist principles, it is a vibrant mixed-use community in stark contrast to the existing suburban White Flint neighborhood. Ground level retail anchors soaring office, multifamily and hospitality buildings. Designed to resemble a walkable, historic city with incremental growth, each building at Pike and Rose contributes to the vitality of the site; the WDG designed Blocks -3, 7, 9 and 11 – express chronology while respecting urbane design.

Formal in character, Block Eleven’s retail podium draws inspiration from New York City’s 19th century mercantile buildings. Its historically-based vernacular is articulated by distinct storefront windows, decorative cornices and a vertically expressive second story. The base, broken down into twin segments, mimics the scale of a city block. Attractive amenities, including retail, dining and a movie theater, drive pedestrian circulation in this new urban center.

Horizontally expressive curtain walls hang from a central stone armature; the banded glass sets the aesthetic standard for Block 11’s upper half. 80,000-sf of Class-A office space sits atop the retail podium. A gasket separates “old” from “new,” creating stylistic clarity and the illusion of flotation. Its contemporary, sleek character – defined by metal and glass – oppose the base’s distinguished presence. A series of layers allows the tower to ascend to eight

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stories without imposing on the pedestrian scale. Planar façades step back to the structure's core and flow to the ground level through recessed channels.