

Pike & Rose Mixed-Use  
Rockville, MD

**PRACTICE AREA**

Planning / Urban Design

**CLIENT**

Federal Realty Investment Trust

**STATUS**

Completed

**SERVICES**

Architecture, Planning



**PROGRAM**

Master planning of three blocks in a 3,000,000-sf new mixed-use development.

**DESCRIPTION**

Pike and Rose is transforming the Rockville Pike corridor with 24 acres of new transit-oriented development. 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 7, 9 and 11 – express chronology while respecting urbane design. They include:

**Block 7:** 328,000-sf, 20-story mixed-use building with 172-key hotel and 104 condo units above a 650 car garage.

**Block 9:** 264,000-sf, 12-story office building above a 450-car garage.

**Block 11:** 240,000-sf, 8-story mixed-use project with 86,000-sf of Class A office space, 39,000-sf retail/ entertainment podium with a 63,000-sf movie theater and 32,000-sf fitness center, and parking for 613 cars.