



**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

**Staff Report: Sketch Plan #320110010, Mid-Pike Plaza**

**ITEM #:** \_\_\_\_\_

**MCPB HEARING**

**DATE:** January 20, 2011

**REPORT DATE:** January 10, 2011

**TO:** Montgomery County Planning Board

**VIA:** Rose Krasnow, Chief  
Robert Kronenberg, Supervisor

**FROM:** Joshua Sloan, Coordinator  
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**APPLICATION**

**DESCRIPTION:** Application for 1,726,642 square feet of residential and 1,716,246 square feet of non-residential development on 24.38 gross acres split-zoned CR3 C1.5 R2.5 H200 and CR4 C3.5 R3.5 H300. Located in the northwest quadrant of Rockville Pike and Old Georgetown Road within the White Flint Sector Plan Area.

**APPLICANT:** Federal Realty Investment Trust

**FILING DATE:** September 21, 2010

**RECOMMENDATION:** Approval with conditions.

**EXECUTIVE**

**SUMMARY:** The project would create a multi-phase, mixed-use development with residential, retail, and office uses on 24.5 acres split-zoned by two CR zones. In compliance with the CR-zone public benefit requirements, numerous new streets, recreation facilities, open spaces, and public amenities would be provided within the development. Access would be provided from Rockville Pike, Hoya Street, and Old Georgetown Road; all proposed parking would be along streets or within structures, No more than 50% of the proposed 3.44 million square feet will be developed with non-residential uses.

Approval signatures

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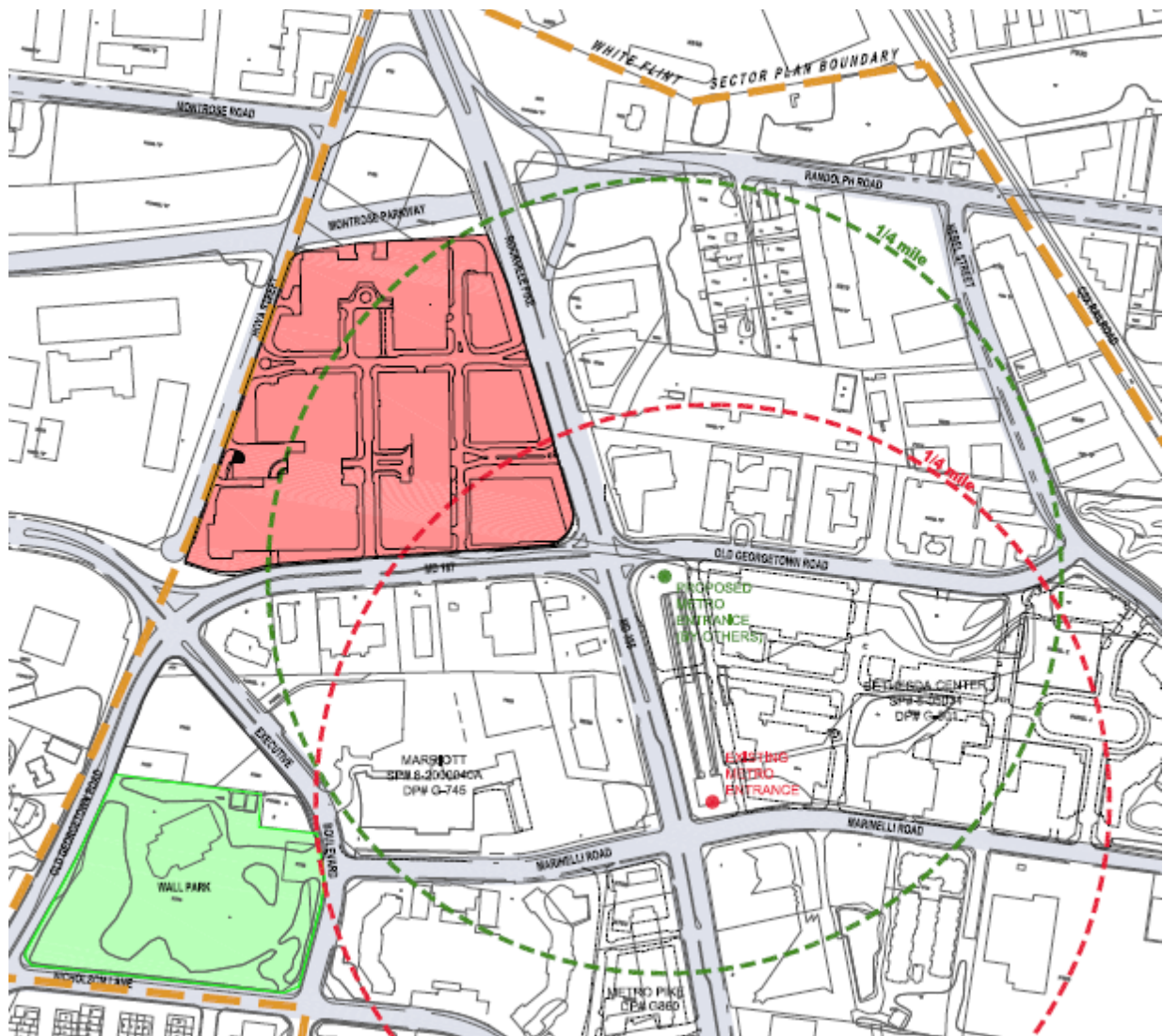
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## SITE DESCRIPTION

### Vicinity

The Mid-Pike Plaza Sketch Plan covers approximately 24.5 acres in the northeast section of the White Flint Sector Plan area. Rockville Pike (MD 355) borders the property to the east, with Old Georgetown Road (MD 187) to the south, Hoya Street to the west, and the recently realigned Montrose Parkway to the north. The State Highway Administration owns a commuter parking lot in the northeast corner of the site. Purchase of this site and possible replacement of the existing commuter parking spaces within the development is being negotiated by the Applicant.

The site is adjacent primarily to surface parking and commercial uses, including a car dealership, bank, retail stores, and offices, with a residential high-rise building to the east. The majority of the property sits between  $\frac{1}{4}$  and  $\frac{1}{2}$  mile of the existing White Flint Metro Station, with the southern end of the property within  $\frac{1}{4}$  mile of the station.



*Vicinity Map*

### **Site Analysis**

The site is split-zoned CR3 C1.5 R2.5 H200 and CR4 C3.5 R3.5 H300. Previously, the site developed under the C-2 zone and is currently improved with approximately 308,555 square feet of retail uses and large expanses of surface parking.

There are no known historic resources, wetlands, floodplains, endangered or threatened species or habitats, steep slopes, or other environmental or cultural features on site. Currently, in fact, there are no stormwater management facilities and only two trees with a caliper measurement greater than 24". On-site soils are classified as urban land. The site is within the Cabin John Creek watershed, a class I/I-P stream.



*Aerial Photo*

## PROJECT DESCRIPTION

### Previous Approvals

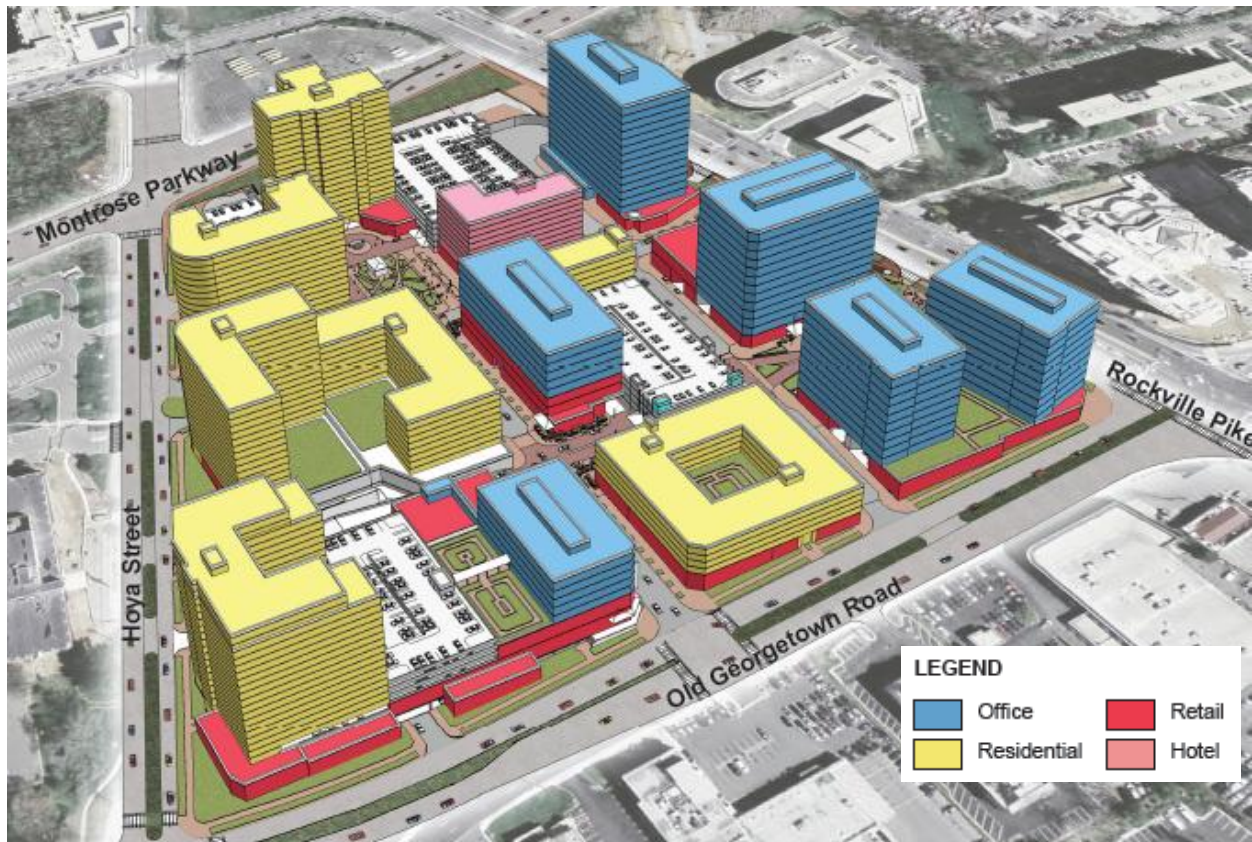
There are no previous approvals that encumber this site.

### Land Use

The subject sketch plan proposes to redevelop the site as a mixed-use center with residential, retail, and office uses established within a series of smaller blocks. Except for on-street spaces, all parking will be structured within or below buildings. No more than 50% of the proposed 3.44 million square feet will be developed with non-residential uses.

### Building Massing and Heights

The proposed buildings are arranged to create street walls along the streets and oriented with reduced tower floor plates situated to create open and sunny streets and views. Most of the buildings are arranged in a north/south direction or with reduced heights when south of prime open spaces to keep these areas bright and airy. Retail lines the primary streets; offices are placed primarily towards Rockville Pike; most residential is sited along Hoya Street; and the interior provides a true overlapping of uses. Illustrated heights range from a maximum of 200 feet to a minimum of 45 feet; the lowest buildings shown are actually in the center of the site with taller buildings facing Rockville Pike and the offices to the west.

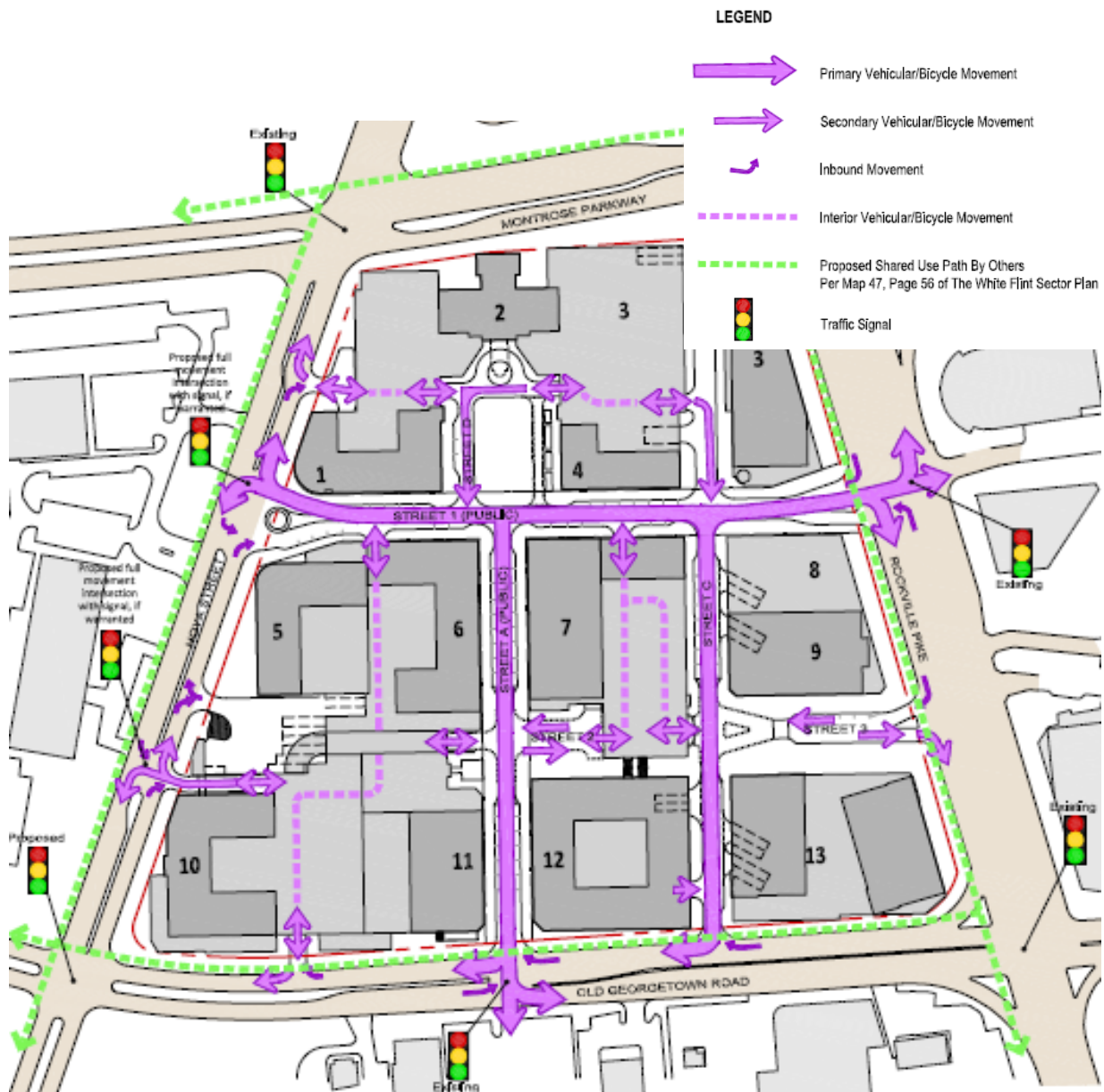


*Illustrative Massing Model*

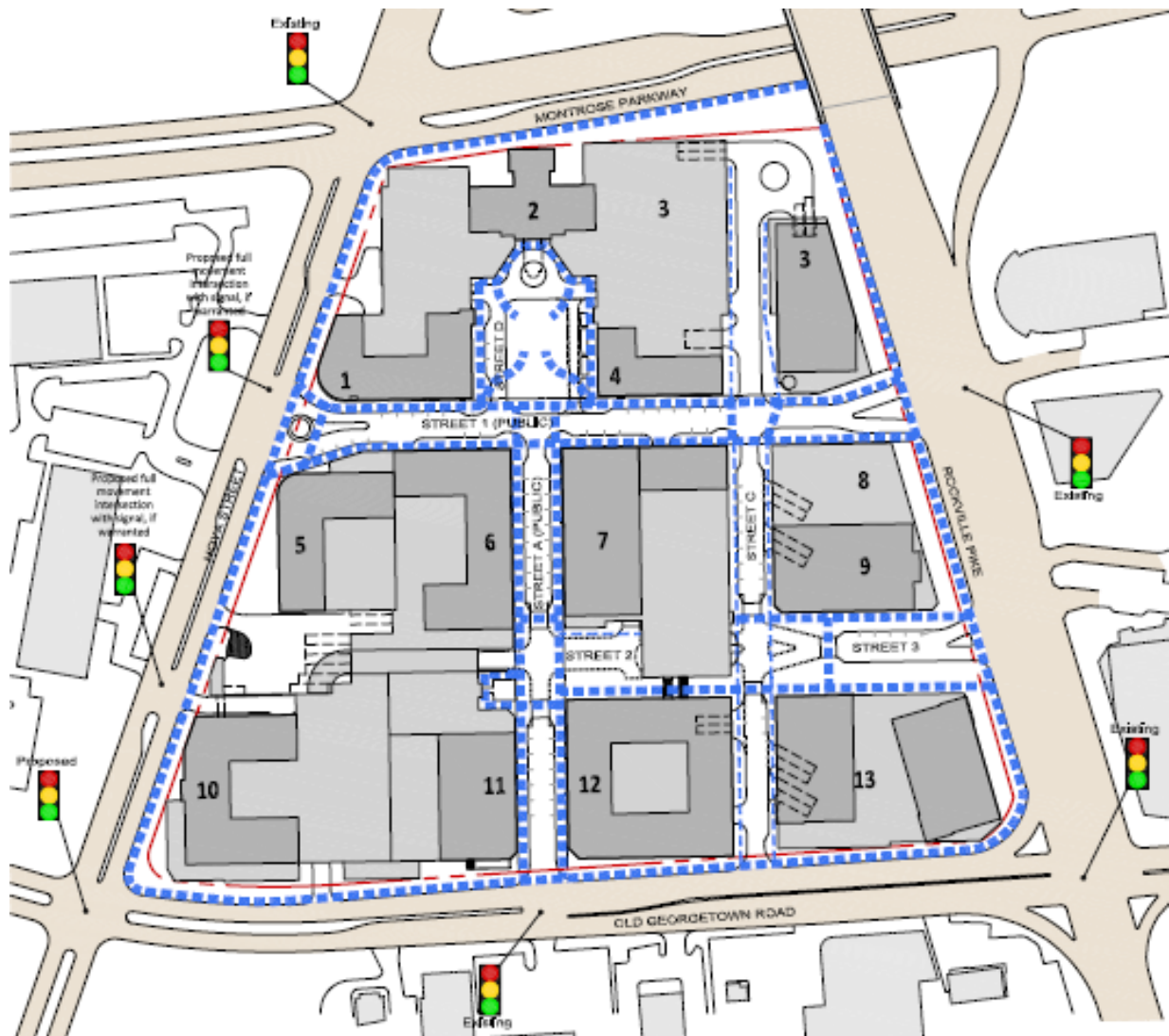
## Transportation

The subject property will be divided into several smaller blocks divided by two public streets and a few smaller private streets. The two public streets form a “T” and connect Rockville Pike, Hoya Street, and Old Georgetown Road creating, with the private streets, two street intersections on both Rockville Pike and Old Georgetown Road and one along Hoya Street. Minor entrances for parking and loading areas would also be provided along Old Georgetown Road and Hoya Street. The development can be built with or without the completion of the intersection of Hoya Street and Old Georgetown Road prior to construction of the final phase.

All of the blocks will be improved with wide sidewalks, interior pedestrian connections, and open spaces. Shared use paths will be developed along each of the fronting roads.



*Vehicular and Bicycle Circulation*



*Pedestrian Circulation*

### **Open Space and Environment**

In response to sector plan recommendations, code requirements, and design priorities, the site will be developed with a variety of open spaces incorporating a diversity of settings. The primary active spaces, as with most urban centers, will be situated along the wide, well-connected sidewalks with street trees, lighting, benches, and amenities.

Rockville Pike will be developed as a wide pedestrian promenade fronting the retail and office storefronts and, perpendicular to this, a promenade will run east/west along interior private streets to the north/south public street. This wide open space will provide seating, landscaping, amenities, and activities along its length. This main pedestrian route will terminate at a small pocket park tucked between retail, office, and residential uses. Turning right onto the public street from this promenade will lead one to the primary open space in the plan. This “neighborhood green” will provide up to 0.80 acres of space for passive recreation and community activities. Further private residential amenity space will be provided for each of the residential buildings - typically within the buildings and on rooftops.

To meet the new environmental site design stormwater requirements and provide public benefits required by the CR zones, the site will use micro-biofiltration stormwater devices, vegetated roofs, and tree canopy to mitigate environmental impacts.



*Open Space, Public Use Space, & Residential Amenity Space*

If the parcel in the northeast corner with the SHA commuter lot cannot be incorporated into the development, a revised sketch plan will be provided along with modifications to the phasing, density, and public benefits. At this stage, however, the commuter parking area is expected to be incorporated into the parking facilities of the proposed development. A legend and detailed notes follows.



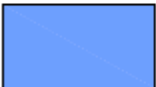
**LEGEND**

NET SITE AREA = 866,205 S.F. (Includes 155,990 sf in SHA parcel)



**PUBLIC USE SPACE AREA (Includes 27,700 sf in SHA parcel)**  
10% Required - 86,621 sf  
12% Illustrated - 106,000 sf  
03% Illustrated - 27,000 sf  
15% Total Illustrated

Note: Final Public Use Space may be modified but shall not be less than 10% of net lot area.



**R/W STREETScape**  
12% Illustrated - 106,000 sf  
Note: Not included in 10% Public Use Area above.



**PASSIVE/ACTIVE OUTDOOR RECREATION SPACE (PRIVATE)**  
(Will be provided at all residential buildings)  
Notes:  
• Residential Amenity Space will vary, based upon actual number of units built, per CR Zone section 59-C-15.75.  
• Outdoor requirement: 1,351 Market Rate Units x 20 sf = 27,020 sf total  
• Indoor Recreation/Amenity Space will be provided at 20sf/DU, not to exceed 5,000 sf per building (can be in common areas or private balconies).



**LIMITS OF PUBLIC USE SPACE/PARK AREA**  
Note: Requirement from White Flint Sector Plan = 1.0 acre total for Mid Pike Site  
See chart below for detailed analysis.











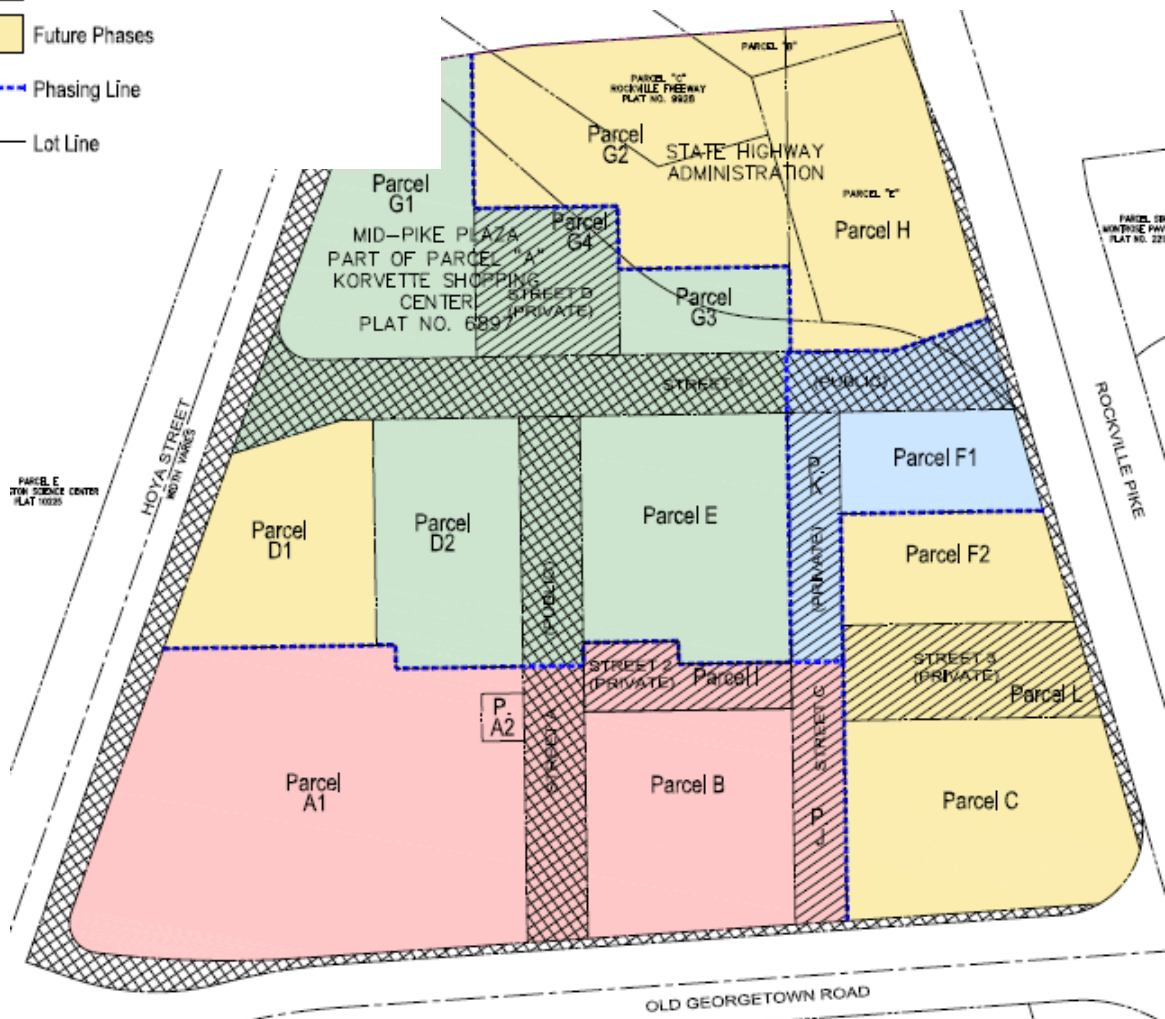
**PUBLIC USE SPACE/PARK AREA LOCATIONS**

## Phasing

The proposed development will be built in 3 or more phases. Phase 1 will consist of the redevelopment of the southwestern section of the site adjacent to Old Georgetown Road and a pad site midway along Rockville Pike. There are two alternatives for phase 1 allowing for either office uses in conjunction with retail and residential uses or only residential and retail uses. Phase 2 will consist of the interior and northwestern sections of the site. Later phases will fill in around these earlier phases and complete the development to the southeast and northeast of the site. Roads will be built along with the development and integrated with existing parking layouts and drive aisles as the project progresses.

### LEGEND

-  Proposed Public R/W Dedication
-  Proposed Private Roadway/Amenity Parcel Area
-  Phase 1A
-  Phase 1B
-  Phase 2
-  Future Phases
-  Phasing Line
-  Lot Line










*Phasing of Properties and Roads*

Gross Floor Area per Phase							
Phase	Retail (sf)	Office (sf)	Residential (sf)	Residential (units)	Hotel (sf)	Total New (sf)	Cumulative (sf)
1	188,200	80,000	523,942	462		792,142	1,019,329
2	126,900	140,000	562,500	500	90,000	919,400	1,949,804
Future	118,800	972,346	640,200	582		1,731,346	<b>3,442,888</b>

Legend for all phasing illustrations:

**LEGEND**

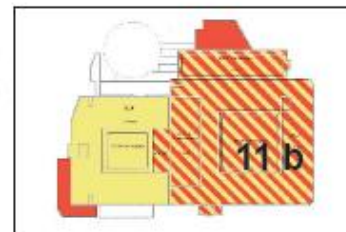
-  Office
-  Structured Parking
-  Residential
-  Hotel
-  Retail
-  Public Open Space





Phase 1

Phase	1
Retail:	188,200 sf
Office:	80,000 sf
Residential:	523,942 sf
Dwelling Units:	462 du
*Existing Retail:	227,357 sf
<b>Total Phase 1 of (less existing):</b>	<b>792,142 sf</b>



② **PHASE 1: Alt.**



*Phase 2*



*Later Phases*

**Incentive Density and Public Benefits**

Public benefits must be provided for any optional method of development in the CR zones. In particular, building lot terminations (BLTs) must be provided per a formula provided by the ordinance. Beyond the purchase/payment of BLTs, projects must provide public benefits that equal 100% of their incentive density as provided in the criteria in the ordinance and the Planning Board’s Incentive Density Implementation Guidelines.

Incentive density is defined as the square-foot difference between the allowed standard method density (0.5 FAR for all CR zones) and the proposed density, which may equal or be less than the density allowed by the zone. In this case, the allowed density is 3,442,888 square feet. This square footage may be averaged over the entire site; heights, however, may not exceed those established by the zone. The calculation is based on the area's zone and gross tract area, which is split for this property:

<b>Total Density and Incentive Density Allowed</b>					
<i>Zone</i>	<i>Gross Tract Area (sf)</i>	<i>Allowed Standard Method Density (sf)</i>	<i>Allowed Density (FAR)</i>	<i>Allowed Optional Method Density (sf)</i>	<b>Incentive Density</b>
CR4.0 C3.5 R3.5 H300	256,855	128,427	4.0	1,027,420	
CR3.0 C1.5 R2.5 H200	805,156	402,578	3.0	2,415,468	
<b>Total</b>	<b>531,005</b>		<b>Total</b>	<b>3,442,888</b>	
					<b>2,911,883</b>

Five percent (5%) of the incentive density, or 145,594.15sf, must be obtained through the purchase of BLTs at a rate of 1 BLT per 20,000sf. The remaining incentive density must be obtained by providing public benefits equal to 95%. The following table details the specific public benefits proposed and the percent incentive density requested.

<b>Public Benefits Table</b>			
<i>Category</i>	<i>Public Benefit</i>	<i>% Requested</i>	<i>Notes</i>
Transit Proximity		33.09	Calculated as a weighted average per the ordinance.
Connectivity	Neighborhood Services	10.00	Project provides or is within ¼ mile of 10 different retail services.
	Minimum Parking	6.32	Project provides less than maximum allowed parking.
	Through-Block Connection	10.00	Pedestrian access within a block between streets.
	Public Parking	7.62	Project provides publicly accessible parking spaces.
Diversity	Adaptive Buildings	4.37	Project provides buildings with minimum specified floor-to-floor ratios and open floor plans.
	Care Center	15.00	Adult or child care center per the ordinance.
	Dwelling Unit Mix	2.19	Project provides units with a range of bedroom counts.
Design	Structured Parking	14.32	Project provides parking in below- and above-grade structures.
	Tower Setback	1.53	Building towers for some buildings area stepped back from the street-level façade.
	Public Art	5.00	Project provides public art program.
	Exceptional Design	6.70	Project provides buildings and open spaces per the ordinance and guidelines.
Environment	BLTs	5.00	Purchase of 7.28 BLTs.
	Tree Canopy	10.00	Canopy coverage of at least 25% of the open space.
	Vegetated Roof	4.48	Project provides a vegetated roof on some buildings.

Advance Dedication	3.72	Advance dedication of 39,504sf of right-of-way.
<b>Total</b>	<b>139.34</b>	

For the Connectivity, Diversity, Design, and Environment categories, no more than 30% incentive density is allowed; in this case, although greater numbers are shown in the Connectivity category, the limit imposes a 30% cap. In this case, benefits in the Connectivity category exceed 30% and Staff recommends a reward of only 6.06% for this benefit due to the higher importance of the through-block connection, reduced parking, and public parking to the objectives of the *White Flint Sector Plan*. Because this development proposes a set of public benefits that is still greater than 100%, any modifications to the list of public benefits in future site plans will have to maintain a sum greater than 100% and the Board will have to find that removal of one or more of the benefits will not alter the findings of approval for this Sketch Plan. As conditioned by this recommendation, all of the public benefits listed will have to be provided and any modification or point reduction to those proposed will have to be reanalyzed with each phase.

Last, in order to determine the appropriateness of the public benefits, the ordinance and guideline criteria must be met and the public benefits must be provided proportionally during construction phasing. The following table indicates the total amount of percentages met per phase and per category.

<b>Public Benefits per Phase</b>				
<i>Category</i>	<i>Phase 1 (%)</i>	<i>Phase 2 (%)</i>	<i>Future Phases (%)</i>	<i>Total (%)</i>
Transit Proximity	7.6	8.8	16.6	33.09
Connectivity	7.5	11.74	14.7	33.94
Diversity	0.6	16.76	4.2	21.56
Design	5.4	8.9	13.15	27.55
Environment	5.6	5.4	8.9	19.48
Advance Dedication	3.7	0	0	3.72
<b>% Benefits Built per Phase</b>	<b>30.4</b>	<b>51.6</b>	<b>57.55</b>	<b>139.34</b>
<b>% Density Built per Phase</b>	<b>23.0</b>	<b>26.7</b>	<b>50.3</b>	<b>100.0</b>

### **Community Outreach**

The Applicant has met all proper signage, noticing, and submission meeting requirements. Staff has not received correspondence on this matter.

## PROJECT ANALYSIS & FINDINGS

### Purpose of the Sketch Plan

The purpose of the Sketch Plan is to identify land uses, proposed development and any public benefits for the optional method of development. The Plan is intended to be conceptual in nature with an emphasis on building massing and height, varying densities and heights, the general circulation patterns for all modes of transportation and the locations of open and public use spaces. Sketch Plans are required in the CR zones in the White Flint, Wheaton, Kensington and Shady Grove Life Sciences planning areas. Details of the proposed development occur at Site Plan.

In approving a Sketch Plan, the Planning Board must find that the following elements are appropriate in concept and appropriate for further detailed review at site plan:

### Requirements, Standards, and Objectives of the Division, the Sector Plan, and Optional Method Development

1. *The plan: (a) meets the requirements and standards of this Division; (b) will further the objectives of the applicable master or sector plan; and (c) will provide more efficient and effective development of the site than the standard method of development;*

The subject site is located within the White Flint Sector Plan area and is split-zoned CR3.0 C1.5 R2.5 H200 and CR4.0 C3.5 R3.5 H300. The proposed development will be built under the optional method of development with uses permitted in the CR zones.

(a) Requirements and standards of the Division:

The objectives of the CR zones enumerated in section 59-C-15.2 are to:

- Implement the policy recommendations of applicable master and sector plans;
- Target opportunities for redevelopment of single-use areas and surface parking lots with a mix of uses;
- Reduce dependence on the automobile by encouraging development that integrates a combination of housing types, mobility options, commercial services, and public facilities and amenities;
- Encourage an appropriate balance of employment and housing opportunities and compatible relationships with adjoining neighborhoods;
- Establish the maximum density and building height for each zone, while retaining appropriate development flexibility within those limits; and
- Standardize optional method developments by establishing minimum requirements for the provision of the public benefits that will support and accommodate density above the standard method of development.

The proposed development satisfies these objectives by:

- Furthering the policy recommendations of the White Flint Sector Plan, as detailed in (b) below;

- Replacing a strip-mall development and excessive surface parking with a high-density, mixed use project;
- Integrating housing, commercial services, employment uses, public facilities and amenities within less than ½ mile of metro service, numerous parks, trails, and services;
- Providing a balance of commercial and residential uses appropriate for this area of the core of White Flint;
- Meeting the density and building height limits for the zones with a flexible response to protect and enhance open spaces, pedestrian comfort, and views; and
- Providing public benefits per the ordinance and guideline criteria to create an environment sufficiently able to accommodate density above the standard method density allowed.

The general requirements of the CR zones enumerated in section 59-C-15.6 of the ordinance are met as the following list illustrates.

- The project conforms to the sector plan and design guidelines as detailed in (b) below;
- The streetscapes along each frontage will be improved per the sector plan and design guidelines as finalized by each site plan;
- Allowances for space for bicycle parking and shower facilities, which will be finalized by each site plan, are provided; and
- As the data table below shows, parking will be provided above the minimum required and below the maximum allowed.



The development standards of the CR zones enumerated in section 59-C-15.7 are met as detailed in the data table below.

<b>Project Data Table for the CR Zones</b>		
<b>Development Standard</b>	<b>Permitted/Required</b>	<b>Proposed for Approval</b>
<b>Gross Tract Area (sf)</b>		
Zone 1: CR3.0 C1.5 R2.5 H200	n/a	805,156
Zone 2: CR4.0 C3.5 R3.5 H300	n/a	256,855
Total	n/a	1,062,011
<b>Density (sf)</b>		
<i>Total (CR)</i>		
Zone 1	2,415,468	n/a
Zone 2	1,027,420	n/a
Total	3,422,888	3,422,888
<i>Non-residential (C)</i>		
Zone 1	1,207,734	n/a
Zone 2	898,992	n/a
Total	2,106,726	1,716,246 maximum
<i>Residential (R)</i>		
Zone 1	2,012,890	n/a
Zone 2	898,992	n/a
Total	2,911,882	1,726,642 minimum
<b>Building Height (feet)</b>		
Zone 1	200	Up to 200
Zone 2	300	Up to 300
<b>Setbacks</b>	n/a	n/a
<b>Parking Spaces</b>		
Minimum Required	2,396	
Maximum Allowed	6,546	
Proposed		5,234 (approximate)
<b>Public Use Space (%)</b>	10	10
<b>Residential Amenity Space (sf)</b>	Determined at site plan based on final unit count.	

(b) The objectives of the applicable master or sector plan:

The Mid-Pike Plaza property is in the Mid-Pike Plaza District within the Approved and Adopted (2010) *White Flint Sector Plan*. The Plan notes that “redevelopment in the district should retain its regional marketplace function and include residential and civic uses. Building heights of 300 feet should frame the corner of Rockville Pike and Old Georgetown Road. Public use space, such as an urban plaza or neighborhood green or a civic or cultural attraction, will provide reasons to gather and encourage all day activity (p.32). Specifically for public use space, the Plan states the following: “provide a minimum one-acre public use that can be divided into smaller areas, such as urban plazas or neighborhood greens, on the Mid-Pike Plaza property” (p.33). A new public commercial business street (B-16), recommended 80 feet right-of-way, will connect Rockville Pike to Hoya Street. And, realigned Executive Boulevard (B-15), between Old Georgetown Road and B-16, is a commercial business street with a 70 right-of-way.

### Density and Building Height

The proposed development is consistent with the Sector Plan's recommendations Commercial Residential (CR-4, C-3.5, R-3.5, H-300 and CR-3, C-1.5, R-2.5, H-200) zones. The highest density is located at the intersection of Old Georgetown Road and Rockville Pike.

### Transportation

The revised plan street network is consistent with the Sector Plan recommendation for public and private streets. The Sector Plan classifies B-16 as a commercial business street between Rockville Pike and Hoya Street with a right-of-way of 80 feet and B-15 with a right-of-way of 70 feet. The revised plan shows most of the street as a 70 foot cross-section with the areas near Hoya Street and MD 355 as a wider cross-section.

The Sector Plan envisions the reconstruction of Rockville Pike into an urban boulevard with improved pedestrian sidewalks, on-road bicyclist accommodation, and bus priority lanes (p.53). Rockville Pike is classified as a major highway with a 150 foot right-of-way. The right-of-way for MD 355 can be increased to 162 feet with the additional dedication placed in reservation (p.55). Montgomery County Department of Transportation has initiated a Countywide Bus Rapid Transit (BRT) Study that will inform the location of BRT along the Pike, either in the median or curb lane.

### Bikeway Network

Several roads that front the property have bikeway recommendations. Old Georgetown Road, between Hoya Street and Rockville Pike, is classified as a dual bikeway: i.e., a shared use path with bike lanes (LB-2). Rockville Pike is classified as a shared use path (SP-41) and Hoya Street is also classified as a shared use path, LB-1. At site plan, these bikeways should be delineated.

### Public Use Space

The submitted sketch plan illustrates several areas intended to meet the CR zone public use requirement and the Sector Plan recommendation. The revised sketch plan illustrates a neighborhood green and several linear promenades adjacent to Street 2 and 3.

### White Flint Design Guidelines

The Approved White Flint Urban Design Guidelines provide specific recommendation for each district, including building design and public open space. The design guidelines illustrate buildings with a build-to-line instead of a setback from the property line. Regarding public use spaces, the design guidelines state that "neighborhood open spaces should be defined by surrounding building walls on at least three sides on a mid-block location" and public use spaces "should be located to reduce extended periods of shadow coverage from surrounding buildings" (p.33). Since the area south of the public street, B-16, has a southern as well as east-west sun exposure, a significant public use space in this area would receive ample sunshine throughout the year.

### Environment

The Sector Plan establishes several recommendations to create an environmentally sustainable district. Minimization of carbon emissions; reduction of energy through site design and energy-efficient buildings; improving air and water quality; and usage of environmental site design are some of the Plan's recommendations. At site plan, the applicant must demonstrate how each recommendation in the Plan will be achieved.

### Considerations at Preliminary and Site Plan Review

- Orient buildings closer to the property line for Rockville Pike and Old Georgetown Road, if SHA releases the easement along MD 355. If the easement is retained, provide a detailed concept plan for MD 355 frontage that includes a double row of trees and street furnishings.
- Provide an 80-foot right-of-way for Street 1, which is classified as a public street, or demonstrate need for modification.
- Establish a primary or secondary pedestrian connection between Executive Boulevard and Hoya Street (Building 5-6 and 10-11).
- Ensure proper dedication of recommended street right-of-way for Rockville Pike, Old Georgetown Road and Hoya Street as well as internal public streets.
- Undergrounding of utilities within all public rights-of-way.
- Demonstrate how the proposal will achieve sustainability recommendations, including increased tree canopy; maximization of LEED standards; and environmental site design techniques as recommended in the Sector Plan.
- Complete Sector Plan bikeways for Rockville Pike, Old Georgetown Road and Hoya Street.
- Implement the recreation loop, as recommended in the Sector Plan and Design Guidelines, along Old Georgetown Road.

- (c) More efficient and effective development of the site than the standard method of development:

This optional method of development is more efficient and effective than the standard method of development because it provides more public benefits, places higher density in an area that can sustain growth using existing infrastructure, provides more affordable housing options, and creates a more environmentally sustainable pattern of development.

2. *The proposed building massing and height and public use and other open spaces are located and scaled to achieve compatible relationships with each other and with existing and proposed buildings and open space adjacent to the site and with adjacent communities;*

With respect to density, building height, and public use space the proposed development meets, is under the maximum standards, and exceeds the minimum standards, respectively.

The buildings and structures of the proposed development are laid out throughout the site, with the greatest densities towards the core of the metro station area, which is appropriate for the character envisioned by the sector plan. The layout shown provides easy access to the buildings from adjoining sidewalks and internalized parking. The locations of the buildings and structures provide compatible relationships internally and to buildings on confronting properties, while meeting the aesthetic standards of the area. The groundwork for the open spaces, landscaping, and site details is provided through appropriate building massing, heights, and orientation and will provide a safe and comfortable environment.

With respect to proposed open and public use spaces, the development provides a number of different outdoor areas, including promenades, pocket parks, and a larger neighborhood green. Sidewalks and through-block connections allow for visual and physical connections between these spaces and to/from the surrounding properties. This layout of interconnected open spaces and corridors will allow for a greater public benefit and compatible relationships with each other and with existing and proposed buildings and adjacent development.

#### Considerations at Preliminary and Site Plan Review

The details of the proposed building and open space layout will be reviewed in greater detail with each site plan. In particular, the following objectives from the design guidelines will be analyzed more critically.

- (a) Streets (Page 10):
  - (1) Establish a hierarchical grid of streets to improve mobility;
  - (2) Underground wet and dry utilities within right-of-way limits;
  - (3) Create short blocks to expand pedestrian access and maximize building frontage;
  - (4) Transform Rockville Pike into an Urban Boulevard;
  - (5) Improve pedestrian safety at all street intersections.
    - Consider alternatives for façade articulation along the outer facing perimeter of the development, particularly along Hoya Street and Montrose Parkway.
    - Consider alternatives for eliminating the building setbacks shown along Rockville Pike and Old Georgetown Road.
    - Consider alternatives to minimize the impact of vehicular access on designated public use spaces.
  
- (b) Open Space (Page 12):
  - (1) Consolidate the space allocated to meet zoning public use space requirements in locations central to each neighborhood to create substantial urban spaces for public use ;
  - (2) Create pedestrian priority spaces, where vehicular intrusions are kept to a minimum;
  - (3) Provide spaces that include substantial areas for un-programmed use by residents, workers, and visitors.
    - Consider consolidating all "fragments" of green area designated as public use space into more substantial areas for public use.
    - Consider alternatives to provide pedestrian connections between open spaces,

particularly between spaces located along street 2 and street 3.

- Consider making pedestrian usage central to the organization of public space on street 2.
- Consider consolidating fragments of public use space shown along street c in a location where they could become part of the network of open spaces envisioned by the Sector Plan.

(c) Buildings (Page 16): (1) Build-to lines that establish minimum setbacks from the right-of-way; (2) Podium heights that define the pedestrian level space; (3) Upper setbacks that distance the taller component of the structure from the podium, reducing the impact of its scale on the pedestrian space below; (4) Reduced tower floor plate sizes to reduce the structure's perceived bulk.

- Consider providing a signature building at the corner of Old Georgetown Road and Rockville Pike.
- Consider sun orientation when adjusting the location of taller building components in close proximity to public use spaces.
- Consider alternatives to break down the scale of the structure composed of buildings 5, 6, 10 and 11.

3. *The general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading areas are adequate, safe and efficient;*

#### Site Location and Vehicular Access Points

The subject development is located on the north side of Old Georgetown Road between Rockville Pike (MD 355) and Hoya Street (i.e., previously known as Old Old Georgetown Road) with Montrose Parkway along the northern property line. The vehicular access points are proposed from Old Georgetown Road, Rockville Pike, and Hoya Street. Given the relatively close proximity of the proposed access points on Hoya Street to the signalized intersections of (existing) Montrose Parkway and (future) Old Georgetown Road, the access may be limited to right-in/right-out movements pending further study of traffic queuing and volume numbers.

#### Available Transit Service

Ride-On routes 5, 26, 38, 46, and 81 operate along the site's adjacent roadways. The entire subject site is within ½ mile of the White Flint Metrorail Station. These transit options provide adequate and efficient transportation choices and may be safely accessed.

#### Transportation Demand Management

This site is within the boundary of the North Bethesda TMD. As a new development, the Applicant must enter into a traffic mitigation agreement to participate in the North Bethesda Transportation Management District (TMD). The *White Flint Sector Plan* recommends that the TMD achieve a 39% non-auto driver mode share (NADMS) goal for employees that consist of a 26% transit mode share, 5% ridesharing, and 8% non-automobile commuting modes of transportation.

### Sector Plan Roadways and Bikeways

In accordance with the *White Flint Sector Plan* and *Countywide Bikeways Functional Master Plan*, the sector-planned roadways and bikeway are as follows:

- (a) Rockville Pike (MD 355) is designated as a major highway, M-6, with a recommended 150-foot right-of-way, reservation for 12 more feet (i.e., for a total of 162 feet), and a recommended shared use path, Local Bikeway, LB-5.
- (b) Old Georgetown Road (MD 187) is designated as a major highway, M-4, with a recommended 120-foot right-of-way and a recommended Dual Bikeway, LB-2, bike path on north side.
- (c) Hoya Street is designated as a major highway, M-4(a), with a recommended 120-foot right-of-way and a recommended shared use path, LB-1. MCDOT's Capital Improvements Program Project No. 501116, White Flint District West Transportation, includes construction of Hoya Street between Executive Boulevard and Montrose Parkway.
- (d) Montrose Parkway is designated as an arterial, A-270, with a recommended 300-foot right-of-way and a recommended shared use path, SP-50.
- (e) Public Street A is designated as a business street, B-15, with a recommended 70-foot right-of-way.
- (f) Public Street 1 is designated as a business street, B-16, with a recommended 80-foot right-of-way.
- (g) Public Street C, Public Streets 2, and Public Street 3 are internal streets not listed in the Sector Plan.

### Transportation Adequate Public Facilities Review

In lieu of the typical Local Area Transportation Review and Policy Area Mobility Review tests, the transportation Adequate Public Facilities test can be satisfied for new developments in the *White Flint Sector Plan* area by participating in the special taxing district.

### Transportation Staging [White Flint Only]

Transportation staging in the White Flint Sector Plan area replaces the LATR and PAMR requirements for Adequate Public Facilities. Specific transportation improvements are identified in the Sector Plan relative to the site and density being approved, both of which are regulated by the impact from the development on the surrounding road network. Improvements will be constructed by both the District through taxes and by the developer, as regulated by the phasing plan proposed by the Applicant and approved by the Planning Board. Staging for the White Flint area is tied to the amount of density approved and is regulated through site plan approvals and release of building permits.

The Staging Plan timing of new development and public facilities needs to support existing and proposed development. The objectives of the Staging Plan intend to ensure fiscal responsibility, timing and sequence, coordination with the public infrastructure and promoting a sense of place.

There are three overall phases in the White Flint Sector Plan, each of which limits the amount of non-residential and residential uses:

<b>Staging Plan for the White Flint Sector Plan</b>		
<i>Phase</i>	<i>Maximum residential development (units)</i>	<i>Maximum non-residential development (sf)</i>
Phase I	3,000	2 million
Phase II	3,000	2 million
Phase III	3,800	1.69 million
Total	9,800	5.69 million

Each phase within the staging plan contracts for, funds or constructs specific roadways, achieves non-auto driver mode shares and furthers housing goals for the District. The Planning Board must decide when a Phases has been completed in order to allocate density in the next phase.

The proposed development will be required to improve frontage along each of the property’s existing boundaries as well as to construct the internal private streets.

Phasing of Density

As noted above in the staging plan, the phasing is set at 30 percent, 30 percent and 40 percent, irrespectively of new development. Affordable housing is not included in the staging capacity. Tracking of the total density approved and applied for with building permit applications is an important component to the success of the staging plan. The following table indicates the development proposed as of January 10, 2011.

<b>Density of Pending Sketch Plans</b>				
<i>Sketch Plan Name</i>	<i>Sketch Plan #</i>	<i>Total residential development proposed (sf)</i>	<i>Total non-residential development proposed (sf)</i>	<i>Total development proposed (sf)</i>
Mid-Pike Plaza	320110010	1,726,642	1,716,246	3,422,888
North Bethesda Gateway	320110020	666,110	1,034,131	1,700,241
North Bethesda Market II	320110030	372,528	368,000	740,528
Total		2,765,280	3,118,377	5,863,657

Considerations at Preliminary and Site Plan Review

- (a) Submit documentation to seek approval from reviewing agencies for a right-of-way width reduction from 80 feet to 70 feet for Public Street “1”, sector-planned business street B-16.

- (b) Pay the special taxes in lieu of satisfying the transportation Adequate Public Facilities tests when the taxing district in the White Flint Sector Plan area is established.
  - (c) Provide an additional 6-foot right-of-way reservation along Rockville Pike for a sidewalk.
  - (d) Prepare and submit traffic signal warrant studies for the Rockville Pike/Street 1 and Old Georgetown Road/Street “A” intersections.
  - (e) Coordinate and gain acceptance from the Montgomery County Department of Transportation (MCDOT) regarding the adequacy of vehicular queuing along Hoya Street at the site’s access point.
  - (f) Provide inverted-U bike racks in front of the main entrances to the buildings and bike lockers in the garages.
  - (g) Agree to comply with requirements of participating in the Transportation Management District.
4. *The proposed public benefits and associated requested incentive density will further the objectives of the applicable master or sector plan and the objectives of the CR zones; and*

The proposed public benefits and associated requested incentive density are appropriate for the site and the applicable CR zones, and meet the objectives of the White Flint Sector Plan.

There are a variety of benefits proposed – from 6 of the 7 categories available, and an appropriate amount of incentive density is requested for each of the benefits. As the table on page 13 indicates, 15 public benefits are proposed with incentive density calculations that exceed the total minimum required. Further, no category sum exceeds the 30% maximum allowed except transit proximity, which is not subject to a category limit.

Final figures and adjustments are expected with each site plan, but no development may be approved if it is determined that the total minimum public benefit requirement cannot be met.

5. *The general phasing of structures, uses, public benefits, and site plans is feasible and appropriate to the scale and characteristics of the project.*

The Project’s general phasing of structures, uses, public benefits, and site plans is feasible and appropriate to the scale and characteristics of the project. The proposed development consists of at least three phases as enumerated in the following table. Phasing of roads, parking, and public benefits are also proportionally appropriate to the scale and characteristics of the project as well as to ensure functional and civic accessibility and use.

<b>Density per Phase</b>			
<i>Phase</i>	<i>Commercial Density (sf)</i>	<i>Residential Density (sf)</i>	<i>Total Density (sf)</i>
1	268,200	523,942	792,142
2	356,900	562,500	919,400
Future	1,091,146	640,200	1,731,346



The correspondence between the White Flint transportation staging phasing and the development phasing will depend on other approvals and improvements. Site plans and building permits will be approved based on available capacity as determined by existing and/or funded approvals and improvements during the applicable review.

## RECOMMENDATION AND CONDITIONS

During site plan review, the Planning Board may approve modifications to the binding elements or conditions of an approved sketch plan:

- (1) If changes to a sketch plan are requested by the applicant, notice of the site plan application must identify those changes requested. The applicant has the burden of persuading the Planning Board that such changes should be approved.
- (2) If other changes are recommended after the application is made, notice of the site plan hearing must identify changes requested.
- (3) In acting to approve a sketch plan modification as part of site plan review, the Planning Board must make the findings required in Section 59-C-15.42(c) in addition to those required by Section 59-D-3.

Staff recommends approval of sketch plan 320110010, Mid-Pike Plaza, for 1,726,642 square feet of residential and 1,716,246 square feet of non-residential development on 24.38 gross acres. All site development elements shown on the sketch plans stamped “Received” by the M-NCPPC on December 9, 2010 subject to modification per the conditions below and at Site Plan per the restrictions enumerated in section 59-C-15.42(d), quoted above.

1. Density

The proposed development is limited to a maximum of 1,716,246 square feet of non-residential and a total of 3,442,888 square feet of total development.

2. Incentive Density

The proposed development must be constructed with the following public benefits unless the Planning Board finds, during site plan review, that alternative public benefits are more appropriate and the incentive density requested is equally acceptable.

Transit Proximity	
Connectivity	Neighborhood Services
	Minimum Parking
	Through-Block Connection
	Public Parking
Diversity	Adaptive Buildings
	Care Center
	Dwelling Unit Mix
Design	Structured Parking
	Tower Setback
	Public Art
	Exceptional Design
Environment	BLTs
	Tree Canopy
	Vegetated Roof
Advance Dedication	

3. Public Use Space  
The proposed “neighborhood green” must provide a minimum of 0.55 acres non-vehicular area and 0.80 acres of total area for special events.
4. Building Lot Terminations  
Prior to building permits for the first 5% of incentive density square footage, the Applicant must provide proof of purchase (or payment to the Agricultural Land Preservation Fund) for a minimum of 7.28 BLTs.
5. Moderately Priced Dwelling Units (MPDUs)  
The proposed development must provide MPDUs in accordance with Chapter 25A.
6. Phasing Program  
Unless a modification is approved by the Planning Board during site plan review, the Applicant must construct the proposed development in accordance with the phasing program enumerated in the cited Application.
7. Future Coordination for Preliminary and Site Plan  
The following must be addressed prior to filing the preliminary or site plan applications, as applicable:
  - a. Request for waiver of standard truncation for all applicable intersections.
  - b. Site details, recreation facility exhibits, and detailed development program and inspection schedules.
  - c. Public art program reviewed by the Public Arts Trust Steering Committee.
  - d. Considerations for preliminary and site plan reviews outlined in the findings of this staff report.
  - e. Issues enumerated in the letter from the Montgomery County Department of Transportation, dated January 4, 2011 and obtaining necessary approvals or modifications to said letter prior to the hearing on any preliminary plan.
  - f. Specifics on the public benefits proposed to achieve the incentive density.

## **APPENDICES**

- A. MCDOT letter dated January 4, 2011.