



Chevy Chase Lake Sector Plan

Chevy Chase Land Company Submission to Montgomery County Planning Board
October 18, 2012

THE CHEVY CHASE LAND COMPANY
OF MONTGOMERY COUNTY, MARYLAND
ESTABLISHED 1890

DAVID M. SMITH
PRESIDENT
dms@cclandco.com

October 18, 2012

The Honorable Francoise Carrier, Chair
and Members of the Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Chair Carrier and Members of the Planning Board,

We welcome the opportunity to share with you all the work that our team has accomplished over the past year on the Chevy Chase Lake Sector Plan. The Chevy Chase Land Company has taken time to hear community input and concerns, talk with community leaders, and incorporate many of those suggestions and ideas into our vision for the Chevy Chase Lake area. We appreciate the County Council and Planning Board providing us this additional time in order to work toward common ground with our neighbors and community stakeholders.

Chevy Chase Lake is well positioned to fill an important need, particularly for residential, transit oriented development, inside the beltway, close to existing job centers, along with local serving retail. One of the qualities that make Chevy Chase Lake particularly unique is its proximity to the federal institutions at the National Institutes of Health, National Naval Medical Center, and the Uniformed Services Universities of the Health Sciences, in addition to our neighbors at Howard Hughes Medical Institute. Chevy Chase Lake, in addition to Bethesda, could be a significant residential hub for science and technology workers at these locations. This convenient living environment will provide residents a choice of access to employment and meeting their daily needs.

Chevy Chase Lake, just one stop on the Purple Line to Bethesda, and three stops to downtown Silver Spring, will compliment, not compete with, the existing County job centers, by ***bringing workers closer to their jobs and providing alternative modes to reach those jobs other than by single occupancy vehicle***, and thus countering patterns of suburban sprawl.

We believe that the vibrancy of the Chevy Chase Lake area can be significantly enhanced now and in the future from an aged 61-year old strip shopping center to a small mixed-use town center with living, dining, shopping and pedestrian activity both during the day and the evening. We think this new enlivened Chevy Chase Lake will attract both those professionals who need to get to work each day, as well as our senior community, many of whom are downsizing and would like to remain in their community.

In order to achieve this important vision for Chevy Chase Lake, we respectfully request that the Planning Board consider the following as part of its deliberations on the Sector Plan:

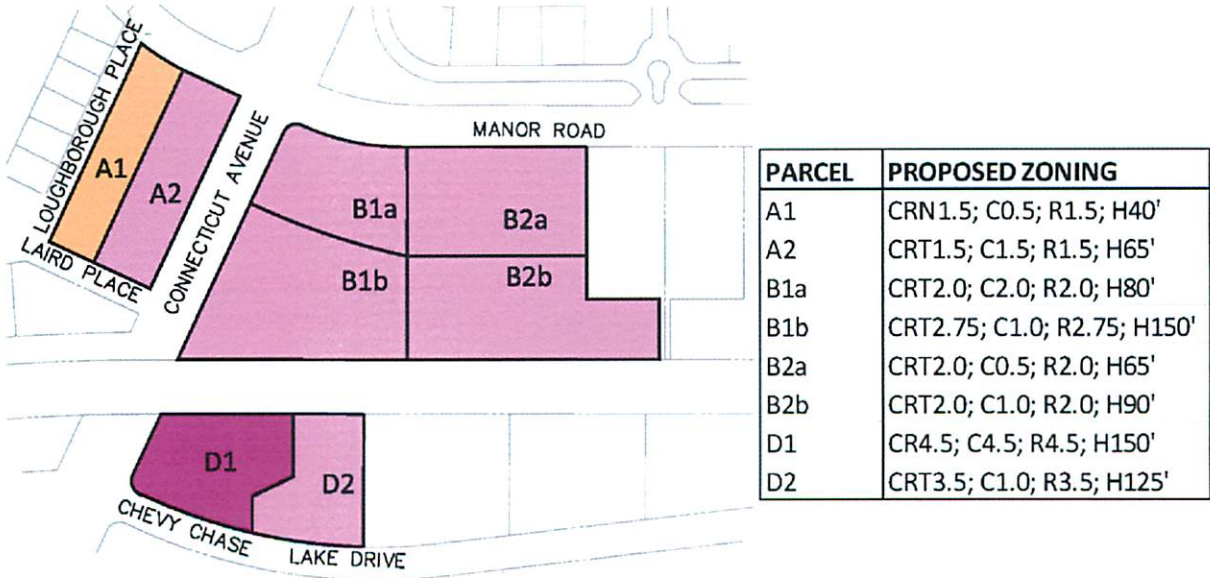
1. The Planning Board requested that Technical Staff evaluate whether additional development could be accommodated under Phase 1 in the Sector Plan. In particular, the Board directed that Staff focus on the Land Company's existing approval to determine if more development could occur within Phase 1 of the Plan without exceeding the trips generated from the already approved plan. The Land Company prepared a study within the parameters set by Staff (the results are included in this submission), that evaluated the amount of development that could be accommodated by converting the Land Company's existing office/retail preliminary plan approval into a CR zoned residential/retail development. By converting the proposed approval into a predominantly residential project, the study concludes, as carefully reviewed and thereafter confirmed by Staff, that the entire shopping center would be able to be redeveloped in the pre –purple line Phase 1, thus providing the Land Company with the ability to provide a completed mixed use town center concept on the entire B-1 and B-2 parcels (instead of fragmented development) – a result that the Board appeared to support in July and thereafter in September. An ability to redevelop both B Parcels together, at the same time, is critical from a design and engineering perspective. In order to realize key place-making priorities, comprehensively designed public use spaces, and a circulation plan which completes the road grid, both B blocks need to proceed together. In addition, the efficiency of parking structures and screening “back-of-house” services to the project are best facilitated in a single phase. Again, the predominantly residential development, including approximately 708 multi-family dwelling units and up to 120,000 gross square feet of commercial development, would generate fewer trips than the approved retail/office plan and would happen in Phase 1 – resulting in the redevelopment of a 61 year old center for the community and also achieving a significant economic development, smart growth opportunity for the County. We would respectfully request that the Board affirm its support for a recommendation that the entire shopping center site be included in Phase 1 of the Sector Plan.

2. We would respectfully ask that the Board confirm their position as articulated on September 6th regarding heights – an approach that recognizes that heights already exist in the Chevy Chase Lake planning area and that certain densities are needed to establish the transit oriented development that formulates the basis for the Sector Plan. Staff currently recommends height limits of 70 feet on the B-1 parcel with a 90 foot height limit adjacent to the proposed Purple Line. Staff also limits heights on the 8401 Connecticut Avenue parcel to 70 feet. Staff minimizes the point that 8401 exists and is built to approximately 150 feet (from Connecticut Avenue). The Hyatt Residence across Connecticut Avenue is 16-17 stories. These two buildings alone suggest that heights of greater than 90 feet for development in close proximity (*i.e.*, adjacent) to the Purple Line station are appropriate and should be recommended in the Plan. It is appropriate to introduce a building of approximately 150' on the B-1 parcel closest to the existing 8401 building and the proposed Purple Line station. We understand Staff and the Community's concern of somewhat reducing the height closest to Connecticut Avenue and increasing the height as the building steps back from Connecticut Avenue. Similarly, we also understand that the building should be designed to taper back from the major public open space. Staff's lower height recommendation will result in compressing the building down and thus threatening the viability of the public open space and certain

below grade parking.

3. As you know, the Purple Line is proposed to be elevated over Connecticut Avenue and onto the Land Company's property. As MTA indicated to the Board at the September 6th worksession, the line is being redesigned so as to include engineered fill underneath the elevated tracks. This redesign will have certain undesirable effects including creating a physical barrier between neighborhoods and also precluding certain road and pedestrian connections. In addition, the height of the elevated tracks also greatly impacts the discussion of height on the B-1 block closest to the station. The fourth or fifth residential floor will be at the same height as a passing train. This further supports our recommendations for a building height of up to 150 ft on this parcel. We look forward to working with all stakeholders on a mutually agreeable solution to this issue.
4. Staff's recommendation for Parcel D cuts the existing height on this parcel in half, and allows an increase in density so small that any redevelopment under their recommendation is highly unlikely. Our proposal maintains the current height and steps down to the East. Sufficient density is proposed to encourage redevelopment of the parcel compatible with the balance of our plan, and focuses the density at the station.
5. The Draft Sector Plan calls for the establishment of a central public park on the Chevy Chase Shopping Center parcels. The Land Company has spent a significant amount of time working with the various stakeholders on a public use and open space plan for the property. It is our understanding that the Montgomery County Parks Department is requesting that a park be dedicated for public use on the property – a park that would be owned, operated and maintained by the Parks Department. We strongly object to this recommendation and believe that it would detrimentally impact not only the Land Company but the community at large. As the Board pointed out in its recent round table discussion on urban parks, "not every park should be public." Our public use space will be highly complex, well designed and demanding to maintain from both cost and management perspectives. The Land Company, the community, and residents and retail tenants of the project cannot be subject to the uncertainty of budgetary constraints; having a park that could be poorly maintained and inconsistently operated in the middle of our transit oriented development risks the viability of the entire plan. There already are examples of parks that suffer because of funding and lack of manpower, even under the best of intentions. The Land Company is willing to provide high quality public open space that remains in private ownership and is privately maintained. We also are confident that arrangements can be put in place to satisfy Board concerns that the public use space remains in public use.
6. We have included herein our proposed zoning recommendations for each of the Land Company's parcels under consideration. These are also shown graphically below. Other than described above, most of our zoning recommendations generally follow Staff's recommendations with the exception of the most westerly parcel on the west side of Connecticut Avenue and certain heights identified above. Staff is recommending the RT-15 zone for Parcel A-1 and we are suggesting the CRN zone. This CRN zone will provide for the flexibility to redevelop the property with either townhouses or low rise

apartments. The RT-15 zone only will permit townhouses. We would urge the Planning Board to opt for flexibility in the recommendation.



The enclosed information is intended to guide you through our thoughts regarding our vision for the Chevy Chase Lake Sector Plan. We look forward to working with the Board, your staff, and the community to reach a common vision for this important area. Thank you in advance for your consideration.

Sincerely,

David M. Smith
 President & CEO
 The Chevy Chase Land Company

Cover Letter/Executive Summary

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CHEVY CHASE LAKE STATION & TOD TYPOLOGY

One of the The Chevy Chase Land Company's (the "Land Company") priorities is to understand the role this Purple Line station and the surrounding TOD development plays in the Purple Line network and the region. The Purple Line is positioned to be an east/west link for residents and employees who may live and work along the line by giving them access to housing of choice, employment opportunity and diverse shopping and recreational environments. This infrastructure, with a variety of TOD amenities, may offer the community a rich menu of lifestyle choices.

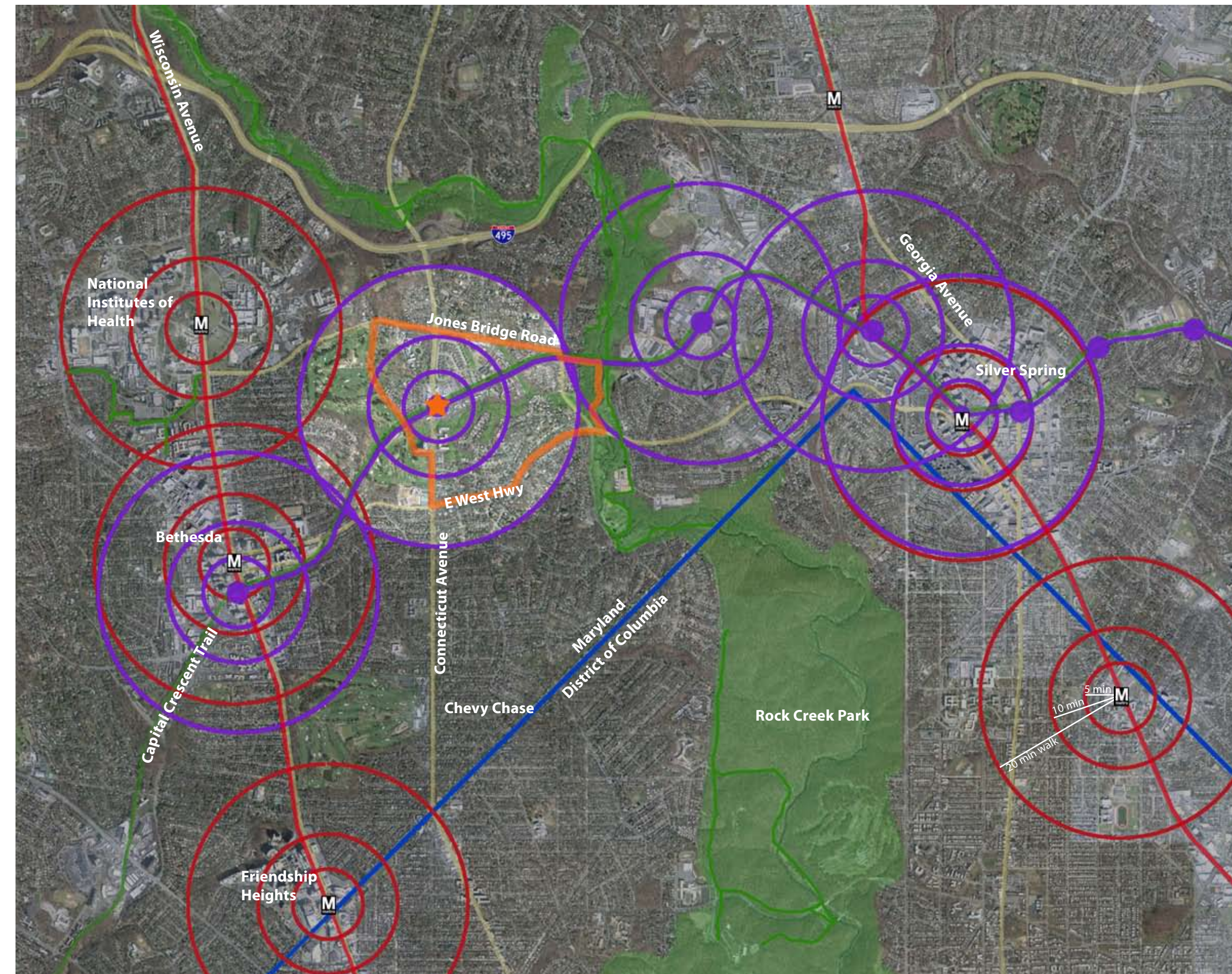
Chevy Chase Lake is geographically located between Bethesda and Silver Spring on Connecticut Avenue. This location can offer the region a TOD that is successful by providing a community-centered mixed use development within a high-quality, connective venue. The Land Company investigated this market environment to determine how this TOD mix of uses should have a local or regional influence; this focused on the type of residential and/or employment opportunities. The results of this analysis revealed the development at Chevy Chase Lake should be a residentially dominant development with local serving retail. This philosophy applies to any pre and post Purple line development.

REGIONAL CONNECTIONS

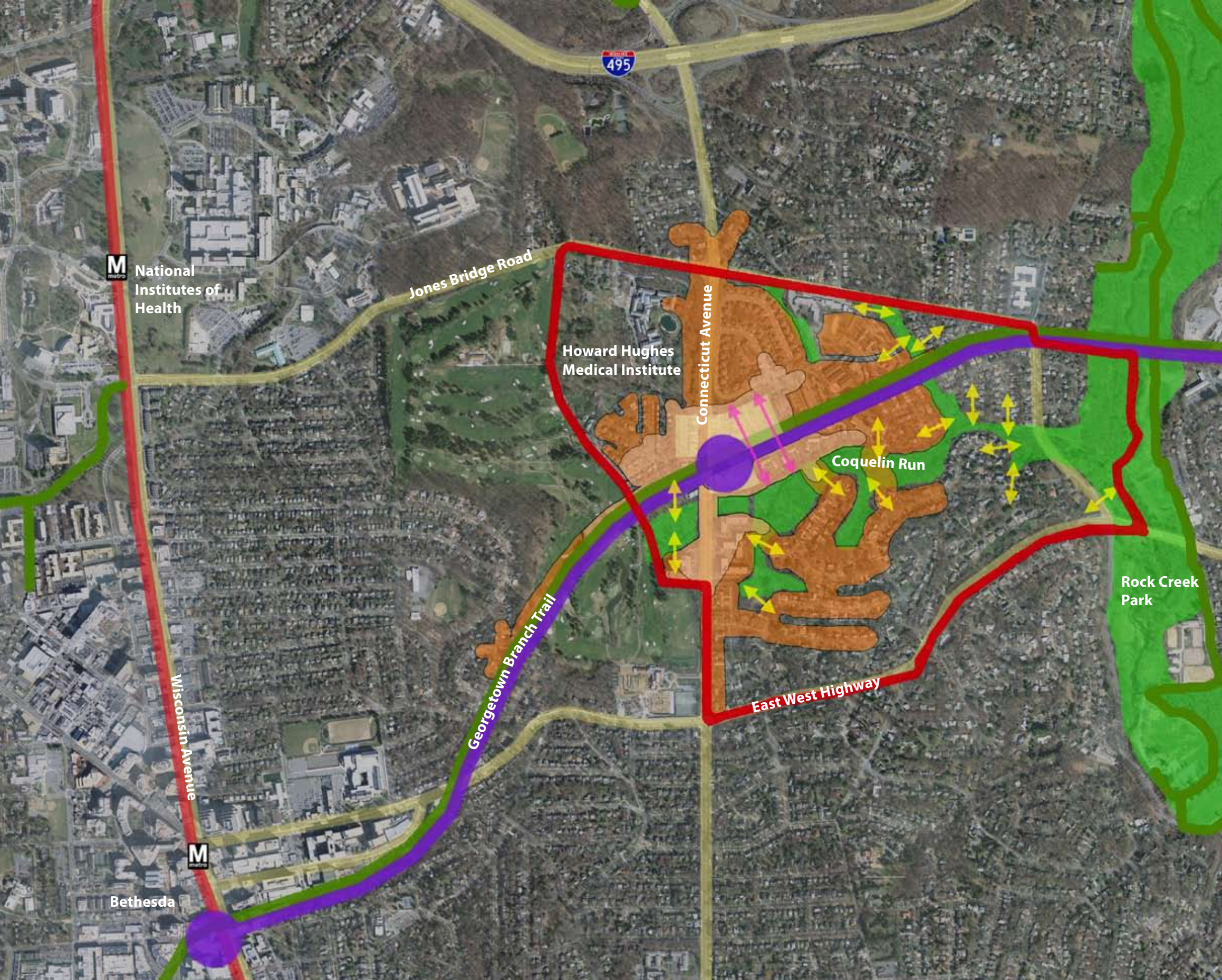
The site's location on Connecticut Avenue, just south of I-495 and along a future transit line makes it an attractive commercial location, but is not for intensive commercial development like regional retail or corporate office. Easy access to the site for surrounding residents makes it the perfect location for community retail and office that serve nearby families, corporate offices, and government agencies.

These characteristics create a quality of life for residents, employees, and visitors. Connected infrastructure of streets, sidewalks, retail, parks, and transit allows residents of the Chevy Chase Lake Sector to choose to walk, bike, ride, or drive for their daily needs.

- Sector Boundary
- Roads
- Rock Creek Park
- Trails
- Red Line
- Purple Line



regional connectivity



NEIGHBORHOOD CONNECTIVITY

The Chevy Chase Lake sector is a collection of disconnected single family residential neighborhoods with auto dominant commercial development. Unfortunately this does not promote a walkable community and residential interaction. On a 5-10 minute walk, a resident is rarely able to get out of one's own neighborhood. Present conditions, if left as is, would not provide safe and convenient connections to the Purple Line station. The Land Company is exploring solutions to this connectivity challenge that may improve and provide pedestrian access to the station and the TOD.

The Capital Crescent Trail, an east-west trail running parallel to the future Purple Line, provides recreation opportunities within walking distance from existing single family neighborhoods in the Chevy Chase Lake sector. Once the Purple Line is built, and a street network that enables multiple transportation modes is developed around the station, a greater extent of employment, retail, recreation, and entertainment is accessible within a walkable distance from these neighborhoods.

STATION TOD CONNECTIVITY

The station and proposed development will not function as well without a new grid of streets facilitating local connections for public transit, automobile visitors, and TOD workers/residents.

The proposed TOD mix of uses along with the public realm will offer services and gathering spaces that will accommodate the many daily trips of residents living and working in this new TOD community as well as existing Chevy Chase Lake sector residents.

- Chevy Chase Land Site
- 5 Minute Walk Area
- 10 Minute Walk Area
- Rock Creek Park
- Sector Boundary
- Roads
- Trails
- Purple Line
- Red Line
- Proposed Site Streets
- Easements

sector connectivity



Pedestrian Access Context Plan

The site of Chevy Chase Lake lies within the northern reach of Chevy Chase inside the capital beltway. The surrounding neighborhoods are suburban in character, with a variety of residential building types from single family homes to garden apartments to highrise towers. Some commercial and institutional land uses are found within a half mile radius of the site, typically associated with a ten minute walk time. All of the residents of these various land uses are potential riders of the Purple Line and thus will be in search of safe, comfortable, and convenient walking paths to the station from these neighborhoods. Many of the surrounding streets have existing sidewalks, but some do not. The street pattern in the adjacent neighborhoods is disconnected to the site, except for Connecticut Avenue, which will likely carry a substantial amount of new pedestrian trips to the station. Of interest also is the presence of the bicycle trail, which may likely also carry a new infusion of pedestrians destined for the station, as well as cyclists. Of note is the fact that there are a limited number of access points to the trail from the surrounding neighborhood, meaning those points of access need to be well marked and well lighted for optimal use. The intersection of the bicycle trail and Connecticut Avenue will be an important nexus for non-motorized traffic, both as a commuter route and also as a recreational amenity.





Pedestrian Diagram

The public realm for Chevy Chase Lake consists of a series of streetscapes, parks, and plazas on two levels: ground level and station level. The intent is that all of these spaces are connected, horizontally and vertically, for continuous access and activation. The village green is the largest ground level space and lies in the center of the project, open to Connecticut Avenue on the west to welcome visitors. Broad 15'-20' wide sidewalks line the roadways around the village green, providing not only access but the ability to extend the retail experience to the outdoors. Across Connecticut Avenue is a small retail plaza that is some 60' square, and will serve a similar purpose: an auto-free zone for seating, gathering, and dining.

The station level features another set of open spaces that are equally rich in their quality. The station plaza lies on both sides of the Purple Line platform and serves to provide convenient pedestrian circulation, but also places to gather, rest, and dine for commuters and cyclists. A monumental archway is proposed in the residential building north of the station as a means of directing visitors to the center of the project from that level. A belvedere and public elevator lies on the north face of that building, providing a grand overlook of the village green and the heart of the project. It is envisioned that a restaurant with outdoor dining will be located on this level as well to further activate the space. To the south of station plaza is a grove of trees and stairway connection down to Connecticut Avenue, providing a quiet respite and green space for residents and commuters to share. The accessible route on this side will be provided by an elevator that is part of the light rail system, providing direct access to Connecticut Avenue.





Street and Block Concept

The plan for Chevy Chase Lake features a series of streets and blocks that are an extension of the grain of the adjacent community. The overall intent is to increase the accessibility through the site to the proposed Purple Line Station from the surrounding neighborhoods. To accomplish this, the existing retail superblock is replaced by a rational, small scaled set of urban blocks framed by public streets. In addition, a second set of pedestrian - only passages permeate the site. It is this secondary passageway system, both at grade and at station level, that distinguishes the site plan for Chevy Chase Lake, making it a model for the region.



TRANSIT ORIENTED DEVELOPMENT

The proposed Chevy Chase Lake TOD is designed to offer community gathering spaces that compliment the surrounding area and the proposed Purple Line station. The retail program will be the use that drives activity at the street, and will bring residents of the community face to face for social interaction.

TOD INFRASTRUCTURE

The blocks, streets and public realm are designed in a porous fashion with space between buildings offering a variety of large and intimate gathering areas with hard and soft materials. The uses above provide the captive audience for a safe, active and vibrant public realm.

TOD MIXED-USE DENSITY

It is important to vertically integrate these uses at the station because the station itself is not the generator of activity but a conduit to the activity. Without the compact TOD density, the Purple Line station becomes a mere pass-through event on the train. The collection of open space and mixed use development will ensure successful community activity. The Phase 1 redevelopment of the shopping center redevelopment parcel (B1 and B2) will create a town center environment that is highly desired for this community. Phase 2 will compliment this redevelopment activity.

- | | |
|--|--|
| ① Residential over Retail with a Below Grade Grocery | Ⓐ Village Green |
| ② Residential over Retail | Ⓑ Station Plaza |
| ③ Residential | Ⓒ Village Green Overlook |
| ④ Office over Retail | Ⓓ Retail Square |
| ⑤ Roof Top Public Park | Ⓔ Station Grove |
| | Ⓕ Tree-lined Entrance to Station Level |

*May be hotel location

illustrative



PHASING

The development of Chevy Chase Lake will take place in two phases. Phase 1 will come online before the Purple Line. This phase will include the Village Green, three buildings with street level retail, and a below-grade grocery. This will provide vibrant public amenities and mix of uses in the first phase of development. Blocks and streets will be constructed to accommodate appropriate densities and circulation before and after completion of the transit stop.

Once the Purple Line is funded for construction, Phase 2 will be redeveloped. This will complete a vibrant public realm at the station level and add new office and residential at the new station. A fine-grained, low scale development on the west side of Connecticut Avenue will compliment the existing single-family residential and provide a small amount of neighborhood-serving retail.

- Phase 1
- Purple Line
- Phase 2



phasing diagram



STREET LEVEL

Area 1	28,621 SF
Area 2	3,620 SF
Area 3	9,800 SF
Area 4	3,300 SF
Total	76,925 SF

*If size or configuration of building footprints, parking, roads, or other elements of plan change, amount of open space and layouts would be adjusted.

Street Level Open Space

street level public open space





STATION LEVEL

Area 6	21,785 SF
Area 7	8,200 SF
Area 8	19,296 SF
Total without station platform	49,281 SF
Station platform S	22,990 SF
Total with station platform	72,271 SF

*If size or configuration of building footprints, parking, roads, or other elements of plan change, amount of open space and layouts would be adjusted.

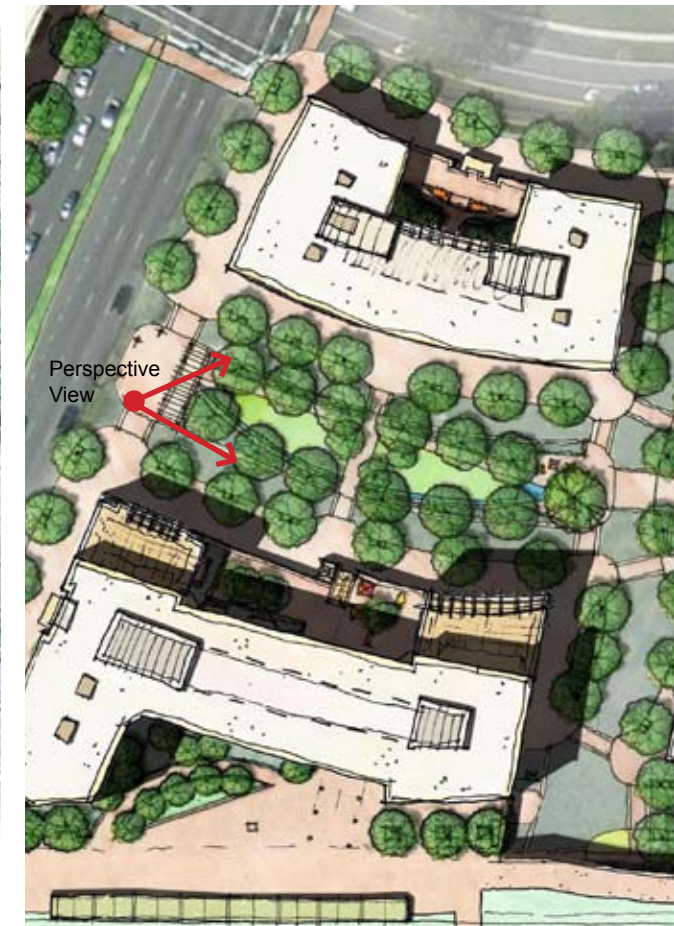
■ Station Level Open Space
■ Purple Line Station



station level public open space



View of Village Commons Plaza looking east



Village Commons Plaza plan



Key Plan

Village Green

This is the central public common area for the place, a green space some 50' wide by 280' long, flanked by a one-way pair roadway and lined by buildings with ground floor retail. As such, it is viewed as an extension of the retail experience and will include a variety of seating and gathering spaces, a central lawn panel, and a small linear water feature that courses from one end to the other. The green commences at Connecticut Avenue and is marked by a trellis that spans the width of the park. Its central bay offers a welcoming entry portal and the side bays are envisioned to include lawn swings, so that residents, shoppers, or visitors are encouraged to linger on this "front porch" to the project. The east end of the green is marked by a specimen shade tree with a wood deck underneath its broad canopy and furnished with informal, movable seating. Connecting these two gathering areas is a small man-made stream feature, edges by stones and lined with trees and seating boulders. This feature will be a delightful attraction for children of all ages to cool their feet or just listen to the soft rippling noise of the water. Taken together all of the elements of the Village Green are intended to suggest a comfortable outdoor room that is a perfect gathering spot for families, residents, and visitors.



Outdoor play area



Sitting and eating space

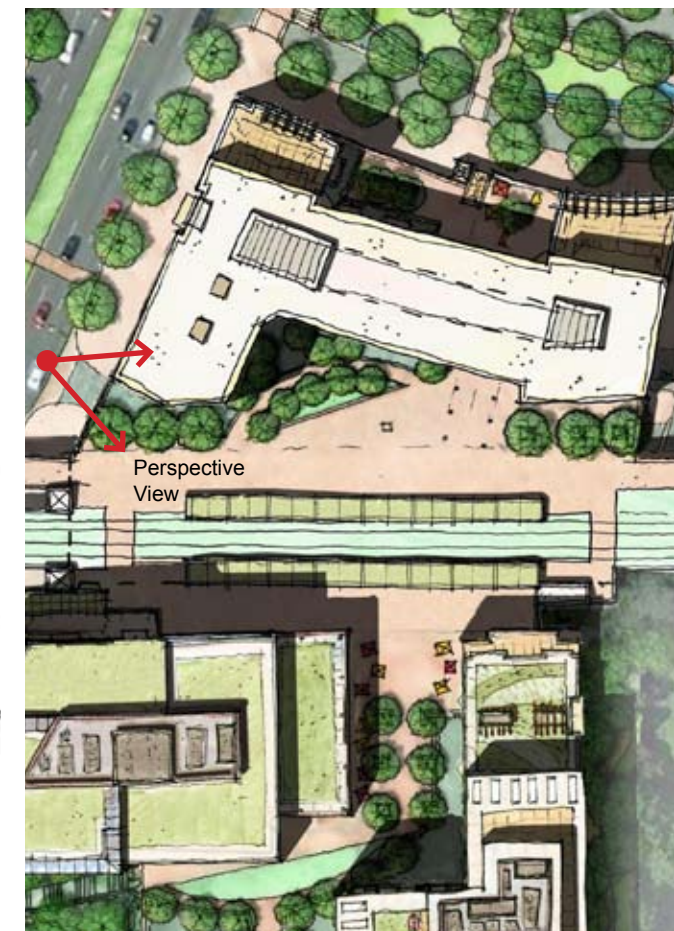


Pedestrian circulation and gathering space

village green



View of Chevy Chase Station looking east with Capital Crescent trail and Purple Line



Station plan



Key Plan

Station Plaza

At the platform level of the Purple Line station is proposed a plaza that welcomes both users of the light rail and cyclists to enter the project at that level. Paved pedestrian plazas with retail offerings are proposed both north and south of the station, so that this level is as vital as the ground level in terms of pedestrian activity. Given the length of the platform, the plaza is open to the loading zone, but funnels pedestrian traffic to two distinct ways down to ground level. On the south side, the plaza becomes a garden path between the residential and commercial building, ending in a delightful cascading stairway leading down to Connecticut Avenue. Elevators provided by the light rail system will serve as the accessible path. To the north, a generous paved plaza with a lawn panel offers a variety of seating opportunities for visitors and residents, both in shady groves and on a sunny lawn. The lawn panel is angled toward a monumental archway through the residential building, providing a dramatic way to traverse the space and emerge on the Village Green side of this building. Lighting, signage, and paving patterns will all reinforce this directionality, so that wayfinding is intuitive.

Features of the Station Plaza would include:

- Paved plaza to direct pedestrians to ground level
- Station level retail uses for convenience and dining
- Lawn panel for informal seating
- Seatwalls and benches for additional seating
- Bicycle racks temporary storage of bicycles
- Through-building passageway open to the public
- Pedestrian and decorative lighting
- Tree planters for shade
- Wayfinding signage



Variety of hard surfaces for walking and planting beds

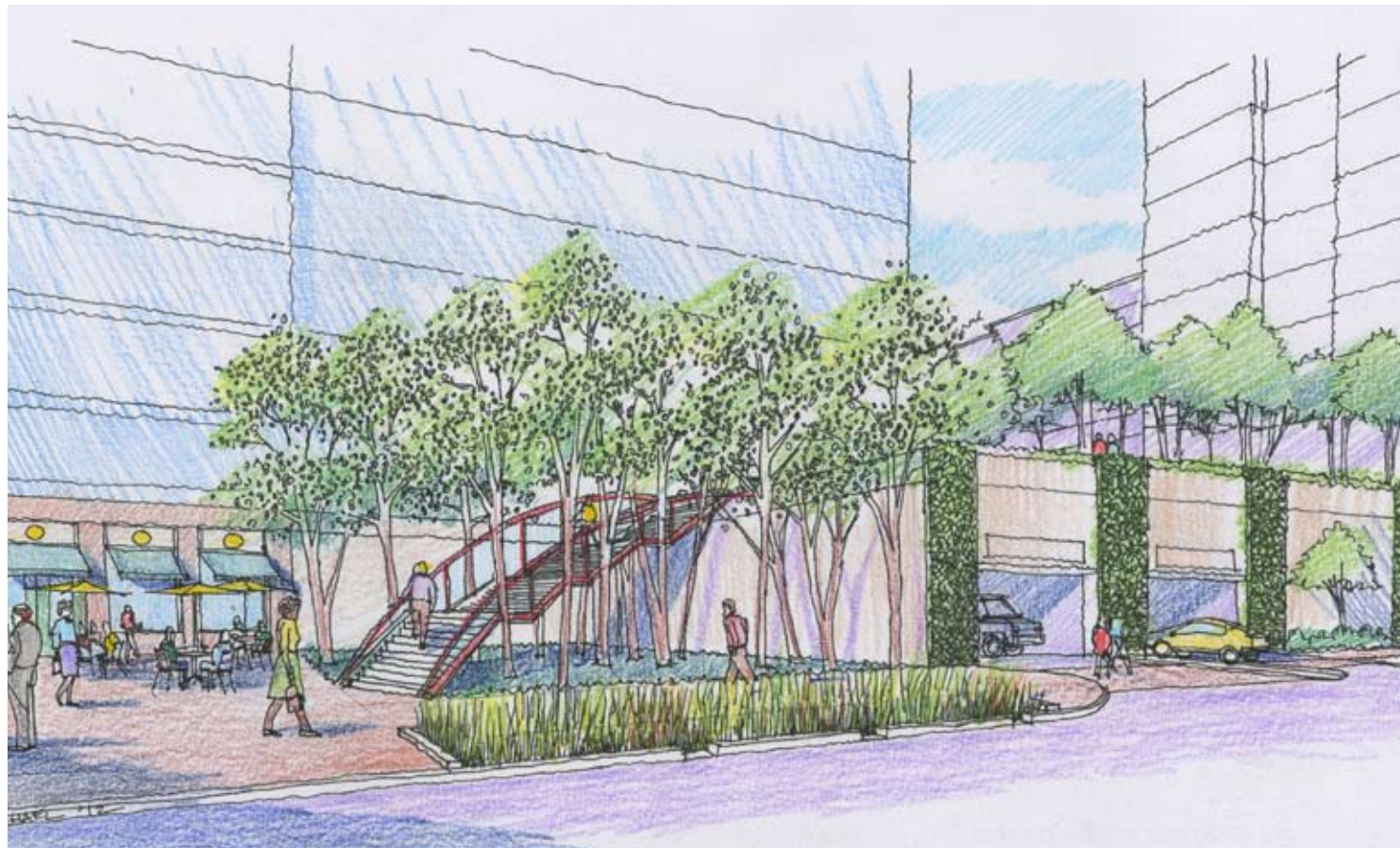


Groves of trees at station



Use of lawn panel as ground plane

station plaza



View of commercial building at Connecticut and Chevy Chase Lake, showing retail at base and cascading steps through tree canopy to station



The Grove plan



Key Plan

Station Grove

This landscape space between the office and residential buildings features a rich variety of tree canopy and understory plantings to evoke the image of the adjacent forest on Chevy Chase Lake Drive. At street level is proposed a suspended set of steps that rise through the canopy of a tree grove, making the ascent from the street to the station level an exciting and natural experience.

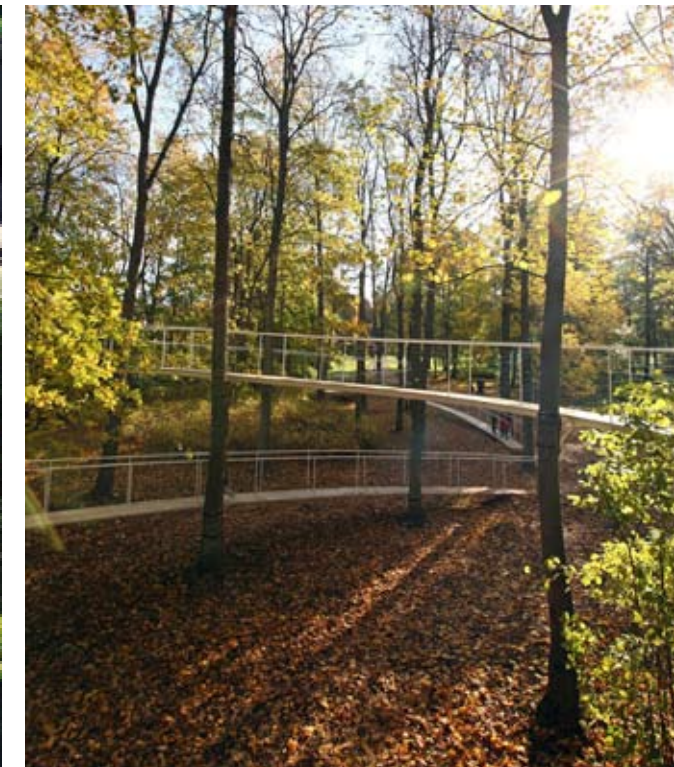
- Cascading steps through tree canopy
- Linkage to station plaza
- Variety of seating opportunities
- Seasonal understory plantings
- Quiet gathering areas in tree groves
- Station level retail with outdoor dining



Walkway through tree canopy



Cascading steps



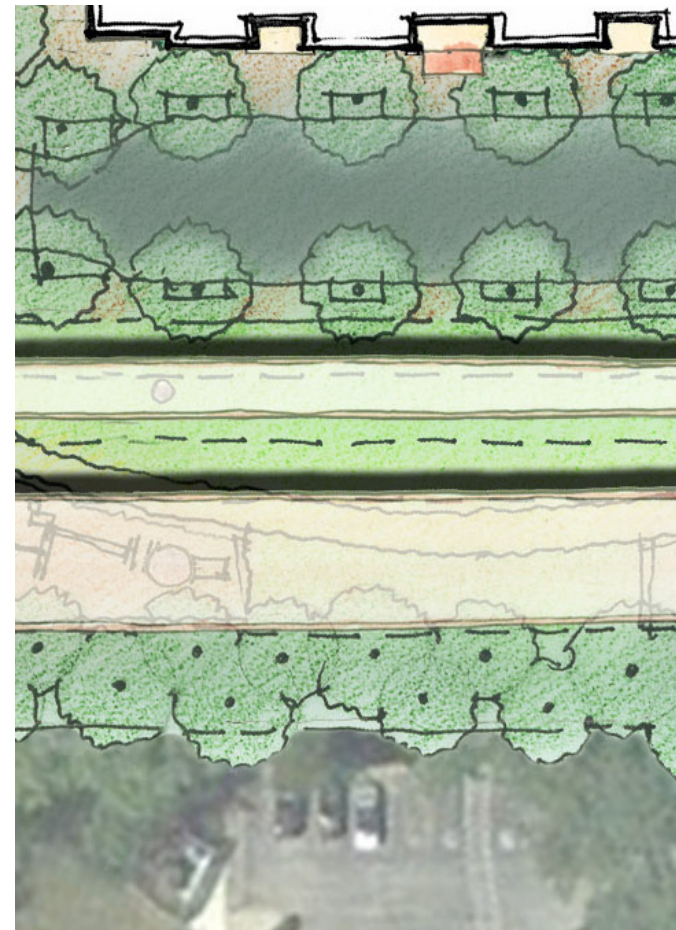
Elevated walkway through tree grove

station grove

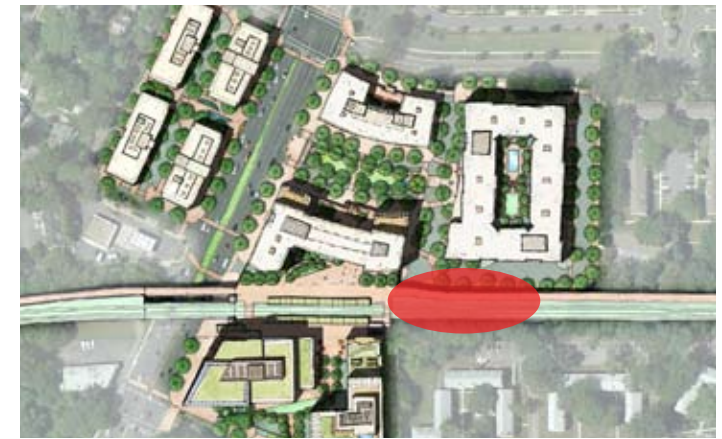




Mix of hard paving and planting areas underneath a similar light rail track



Linear Park plan



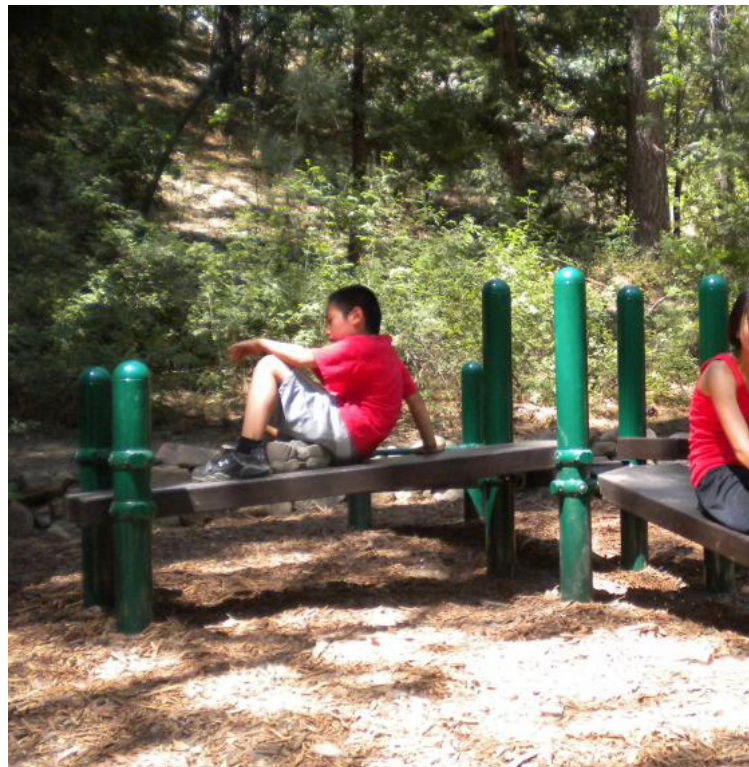
Key Plan

Linear Park

An active linear park located at the southern edge of the site, under the light rail and bicycle trail structures. It is envisioned that enough sunlight and rain fall will reach the ground under the spans that the space will support active recreation for all ages.

- Fitness stations
- Dog park
- Playground
- Seating areas
- Community gardens

We have been informed by the Maryland Transportation Administration that it intends to complete the Purple Line with fill wall that will preclude most pedestrian and vehicular pass-through activity underneath the station and rail line. The linear park would not be possible should the fill wall concept go forward. However, the Chevy Chase Land Company will continue to pursue the original design proposal for the Station so that the activities are able to occur.



Fitness Trail



Dog Park



Lawn space for gathering and passive recreation

linear park



STREET LEVEL PROGRAM USES

The primary goal of the TOD street is to provide community engaging activity in the public realm and through the community serving retail. The Land Company believes the proximity of the Capital Crescent Trail will create a demand for substantial recreational emphasis in the programming of open space and the provision of health related retail. The strategic placement of small but key residential and office populator street lobbies ensures face-to-face contact with TOD residents and workers with the community and transit visitors. This gives opportunity to both planned and spontaneous encounters with neighbors and new acquaintances.

The grocery plays an important role in this TOD configuration. It provides a critical neighborhood retail amenity at the epicenter of density. Here, it can serve residents via car, bike, foot, or transit.

- ⑥ Grocery
- ⑦ Office Lobby
- ⑧ Residential Lobby
- ⑨ Parking Entrance
- ⑩ Service Entrance
- ⑪ Public Vertical Circulation
- ⑫ Purple Line Station Entrance
- ⑬ Bike Share

*Alternate Professional Office

- Hotel
- Office
- Residential
- Retail
- Back of House

street level plan





STATION LEVEL PROGRAM USES

The Proposed Purple Line station and Capital Crescent Trail are approximately twenty seven feet above grade as they pass through the Chevy Chase TOD. Such a structure can divide a neighborhood if not carefully integrated into the surrounding built environment. The Chevy Chase TOD chooses to engage both the station and the trail to better knit the height difference back into the fabric of the neighborhood.

The station itself will have two street level entries, one at Connecticut Avenue and the other at Chevy Chase main street. The residential and retail building on the north side of the station engages the platform and incorporates a roof top park space adjacent to the elevated trail and tracks.

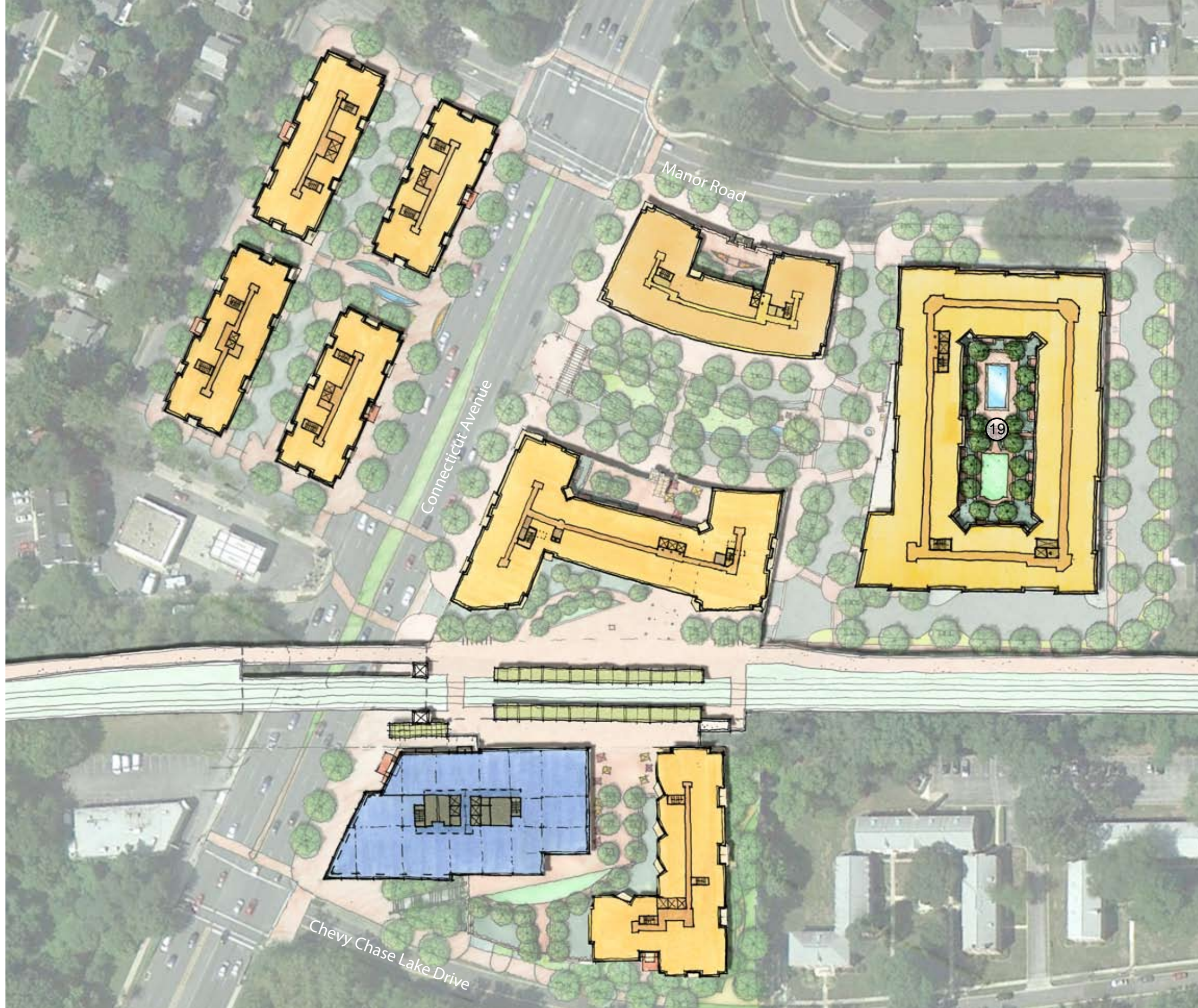
The station level will be activated by restaurants, neighborhood serving retail and connections to the streets and main plaza below. This will be treated as a primary access point to the Capital Crescent Trail and encouraging pedestrian activity that brings the visitor and resident/worker face to face.

- ① Public Vertical Circulation
- ③ Bike Share
- ④ Purple Line Station Platform
- ⑤ Capital Crescent Trail
- ⑥ Station Circulation
- ⑦ Residential Terrace
- ⑧ Public Terrace

*Alternate Professional Office

 Hotel	 Office
 Residential	 Retail
 Back of House	

station level plan



TYPICAL LEVEL PROGRAM USES

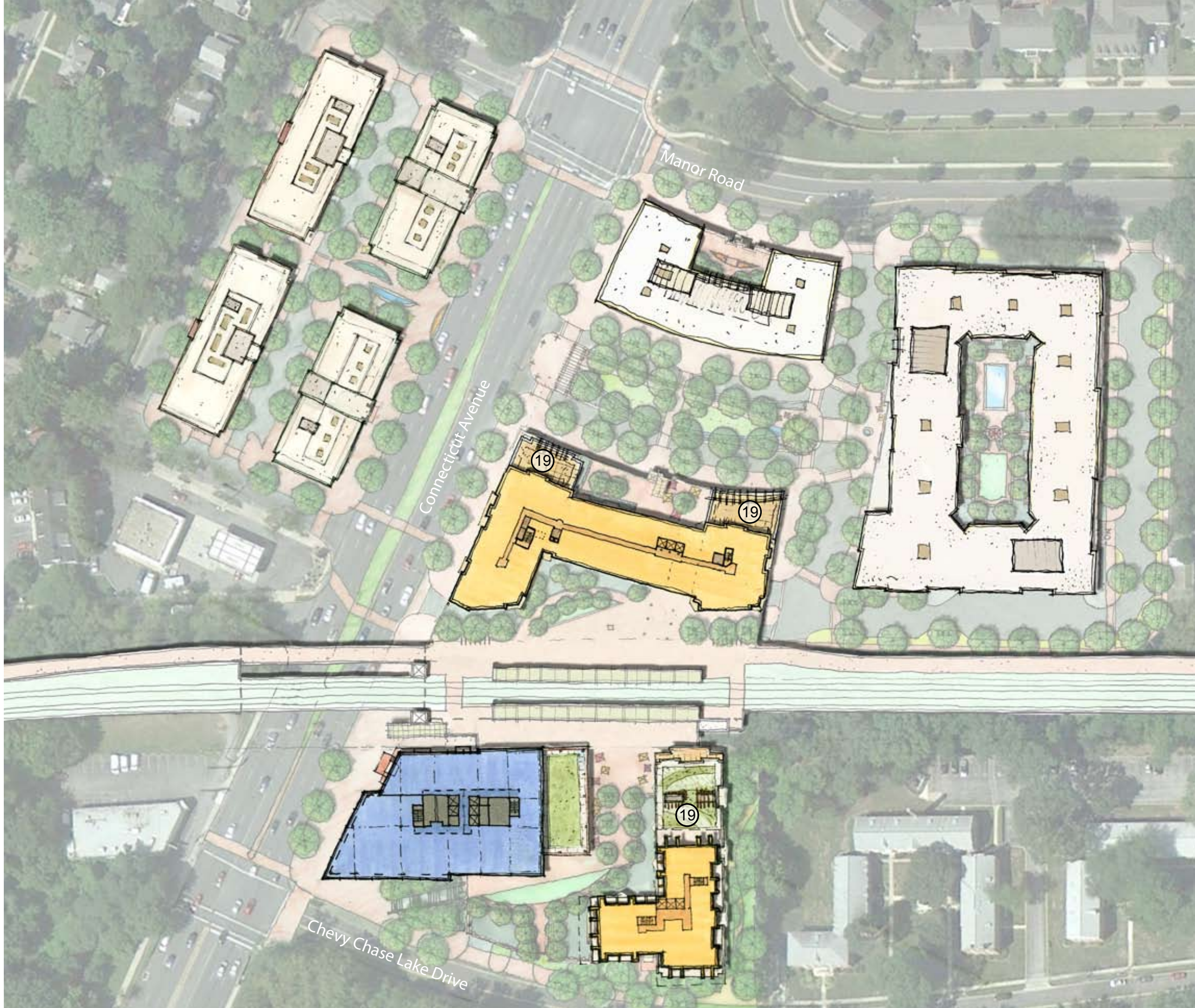
The typical floors of the upper level uses will host a diverse residential and office program. These will include low-rise, mid-rise and high-rise buildings. Building configurations will vary depending on their location within the TOD and their adjacency to the existing community uses. Buildings nearest the Purple Line station will be the tallest, while those nearer existing residential neighborhoods and farthest from the station will be lower in height.

①⁹ Amenity Decks

- Hotel
- Office
- Residential
- Retail
- Back of House

typical level plan





UPPER LEVEL PROGRAM USES

Because all the proposed buildings of the Chevy Chase TOD vary in height, roof design is important. Green roof technology will be incorporated into the building concept design, providing further open space for the residents at the TOD. The upper levels of the tallest buildings are smaller, adding a finer-grained massing to the architecture.

①⁹ Amenity Decks

-
 Hotel
 Office

-
 Residential
 Retail
 Back of House

upper level plan



BELOW GRADE TOD PROGRAM

Critical infrastructure decisions made include placing parking below grade. The first level below grade is primarily reserved for retail parkers in the development on all blocks. Access to the ground floor open space and retail environment is through centrally located public vertical transportation.

*This illustrative configuration is predicated on achieving the heights and density as proposed in the Chevy Chase Land Company's submission.

Garage B-1

Approximately 1,036 Spaces
4 Levels Below Grade:
Retail/ Residential

Manor Road

Connecticut Avenue

Garage A

Approximately 180 Spaces
1 Levels Below Grade: Retail/ Residential

Garage B-2

Approximately 374 Spaces
3 Levels Above Grade: Residential
1 Level Below Grade: Retail

Garage D

Approximately 1,008 Spaces
3 Levels Above Grade: Office/ Residential
4 Levels Below Grade: Residential

Chevy Chase Lake Drive

- ⑥ Grocery below
- ⑪ Public Vertical Circulation
- ⑳ Retail Parking
- ㉑ Residential Parking
- ㉒ Office Parking
- ㉓ Car Ramp

- Hotel
- Office
- Residential
- Retail
- Back of House

cellar plan mezzanine, garage plan 1

urban retail/ under ground parking



BELOW GRADE TOD PROGRAM

The primary destination grocery tenant is located on the second level of parking below grade. The parking on this level is mainly reserved for the grocery customers. This parking layout allows the creation of quality public space on the street level, a desired amenity near the station. It also enables uninterrupted retail space at the street, thereby creating an intimate, lively shopping experience.

Approximate Parking Counts

Garage A	180 spaces
Garage B -1	1,036 spaces
Garage B -2	374 spaces
Garage D	1,008 spaces
Total	2,598 spaces

*This illustrative configuration is predicated on achieving the heights and density as proposed in the Chevy Chase Land Company's submission.

Garage B-1

Approximately 1,036 Spaces
4 Levels Below Grade:
Retail/ Residential

Below Grade
Retail/ Residential
Parking Above

Below Grade
Retail Parking
Above

Garage A

Approximately 180 Spaces
1 Level Below Grade: Retail/ Residential

Garage B-2

Approximately 374 Spaces
3 Levels Above Grade: Residential
1 Level Below Grade: Retail

Garage D

Approximately 1,008 Spaces
3 Levels Above Grade: Office/ Residential
4 Levels Below Grade: Residential

- ⑥ Grocery
- ⑪ Public Vertical Circulation
- ⑳ Retail Parking
- ㉑ Residential Parking
- ㉒ Office Parking
- ㉓ Car Ramp

■ Hotel ■ Office
■ Residential ■ Retail ■ Back of House

cellar plan 1, garage plan 2

urban retail/ under ground parking

chevy chase lake chevy chase, md/ october 18, 2012

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CHEVY CHASE LAKE



Connecticut Avenue Plaza Entrance



PARKER RODRIGUEZ, INC.
Planning | Urban Design | Landscape Architecture

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CHEVY CHASE LAKE



Central Plaza



Loughborough Place View



TABLE COMPARING EXISTING ZONING, STAFF RECOMMENDATION, & CHEVY CHASE LAND COMPANY'S PROPOSAL

Parcel	Development Potential Under Existing Zoning		M-NCP&PC Staff Recommendation		Chevy Chase Land Company Proposal		Parcel
	Ex Zoning	Development Potential	Proposed Zoning	Development Potential	Zoning	Development Potential	
A-1	R-90	6 lots at 3,500 sf average/home = 21,000 gross sq. ft (potential for townhouse development)	RT-15	Fifteen Townhouses totaling approximately 33,000 gross sq ft to be rezoned in the 2nd SMA, after the Purple Line	CRN1.5 C0.5 R1.5 H40'	Garden Apartment or Townhouse development with up to 70,000 gross sq ft	A-1
A-2	C-1	63,000 gross sq ft of commercial	CRT2.0 C0.5 R2.0 H70'	Up to 148,300 gross sq ft to be rezoned in 2nd SMA, after Purple Line	CRT1.5 C1.5 R1.5 H65'	Flexible mixed use development potentially including retail and residential up to a total of 110,000 gross sq ft	A-2
					CRT2.0 C2.0 R2.0 H80'	Possible hotel site, mixed use up to a total of 115,000 gross sq ft	B-1a
					CRT2.75 C1.0 R2.75 H150'	Mixed use site with up to 367,000 gross sq ft, plus below grade non-FAR retail	B-1b
					CRT2.0 C0.5 R2.0 H65'	Predominately residential with possible ground floor retail, up to a maximum of 145,000 gross sq ft	B-2a
					CRT2.0 C1.0 R2.0 H90'	Predominately residential with possible ground floor retail, up to a maximum of 145,000 gross sq ft	B-2b
B-1 & B-2 Combined	C-1, C-2 & R-30	248,372 gross sq ft of commercial (prior approval) and approximately 83 dwelling units (83,000 sq ft) for a total of 331,372 gross sq ft	CRT2.0 C.0 R2.0 H70', CRT2.0 C.0 R2.0 H90' along rail	250,000 gross sq ft to be rezoned in the 1st SMA, pre-Purple Line, with additional 539,400 gross sq ft in the 2nd SMA, after Purple Line	CRT2.0 C2.0 R2.0 H80', CRT2.75 C1.0 R2.75 H150', CRT 2.0 C0.5 R2.0 H65', CRT 2.0 C1.0 R2.0 H90'	Mixed use residential and retail, up to a maximum of 772,000 gross sq ft, with a trip cap for Phase 1 not to exceed the existing approval	B-1 & B-2 Combined
			* Staff was directed by the Planning Board to include in the Public Hearing Draft the scenario that would allow the conversion (on the basis of trips) of the Land Company's existing approval to a CR zoned project. Accordingly, a traffic analysis indicates that approximately 708 units and 120,000 gross sq ft of retail would not exceed the prior trip approval. This would be rezoned under the first SMA at 2.0 FAR.				
					CR4.5 C4.5 R4.5 H 150'	Mixed use, likely office above retail, up to a maximum of 350,000 gross sq ft	D-1
					CRT3.5 C1.0 R3.5 H125'	Mixed use residential and retail up to a maximum of 176,000 gross sq ft	D-2
D-1 & D-2 Combined	C-1, I-1 & R-30	181,273 gross sq ft (existing development to remain as existing zoning will not support any additional floor area)	CRT2.0 C1.75 R2.0 H70'	Up to 262,600 gross sq ft to be rezoned in the 2nd SMA, after Purple Line	CR4.5 C4.5 R4.5 H150', CRT3.5 C1.0 R3.5 H125'	Mixed use retail, office and residential with up to a maximum of 526,000 gross sq ft	D-1 & D-2 Combined
Total		Approximately 596,645 gross sq ft (0.9 FAR)		Approximately 1,233,300 gross sq ft (1.89 FAR)		Approximately 1,478,000 gross square feet (2.26 FAR)	Total





A1

A2

B1a

B2a

B1b

B2b

D1

D2



Chevy Chase Lake Transportation Analysis Report

INTRODUCTION

The Montgomery County Planning Department has embarked on developing a sector plan for the Chevy Chase Lake area in anticipation of a purple line station in this area. This effort is well underway. The Sector Plan effort is in anticipation of the new Purple Line Light Rail station planned for the east side of Connecticut Avenue just north of Chevy Chase Lake Drive. The recommendation in the Purple Line Environmental Impact Statement (EIS) recognizes the need for a new station at Chevy Chase Lake to be developed at a higher level of mixed used “Transit Oriented Development” (TOD) to support the light rail station. This requires proactive planning to ensure a successful development around the station.

HISTORY

The Chevy Chase Lake community is located along both sides of Connecticut Avenue, between East-West Highway (MD 410) and Jones Bridge Road, south of the Capital Beltway. The proposed Sector Plan boundary is generally defined by Jones Bridge Road to the north, East-West Highway to the south, Rock Creek to the east, and Connecticut Avenue and the Howard Hughes Medical Institute to the west.

According to the Montgomery County Planning Department brief history of the Chevy Chase Lake area, this location used to be the northern terminus of the streetcar line that followed the extension of Connecticut Avenue north of Rock Creek in the District of Columbia. The community featured an amusement park and a lake that was used by area residents for boating and other recreational activities as late as the 1930s. The area was likened to Glen Echo as a summertime destination. The community is near many local institutions and services, including an established neighborhood shopping center, a public library, an elementary school, and near the Capital Crescent Trail that will be for the most part (east of Bethesda CBD), parallel to the future Purple Line. The Capital Crescent Trail provides access to Rock Creek Park, Bethesda, and Silver Spring. This trail provides a loop connecting Washington DC to Bethesda and Silver Spring.

TRANSPORTATION ANALYSIS

The Chevy Chase Lake area is conveniently connected to the major employment centers of Bethesda, Friendship Heights, Silver Spring, the National Institutes of Health, the National Naval Medical Center, White Flint, and the greater metropolitan region via a major roadway network including the Capital Beltway. As part of the Base Realignment and Closure (BRAC) action, the National Naval Medical Center (NNMC) was required to expand and that prompted the state and federal governments to fund several improvements at impacted intersections including the intersection of Connecticut Avenue and Jones Bridge Road.

The future Purple Line station at the Chevy Chase Lake area will provide fast and convenient transit access from this area to the Bethesda and Silver Spring Metro stations and extending throughout the Washington DC region via Metrorail. This transit link is estimated to provide an alternative mode of transportation that is faster than the automobile for commuting as well as non-work trips. Faster travel time makes it a more attractive mode of transportation than single occupancy vehicle for the future residents and workers in the Chevy Chase Lake area.

The population of Chevy Chase Lake area is estimated at approximately 8,200. The population here is slightly older than the County average. The average income and education levels are substantially higher than the County average. Single-family houses are located beyond the commercial area and only 20 percent of the households live in multifamily dwellings.

The community has seen modest development in the last 20 years. There has been development of a 17-story Hyatt Classic Residence senior living facility built in 1990 between Connecticut Avenue and the Columbia Country Club. The 22-acre Howard Hughes Medical Institute headquarters, inaugurated in 1993, is located on the southwest quadrant of the intersection of Connecticut Avenue and Jones Bridge Road. The 13-story office building at Connecticut Avenue and Chevy Chase Lake Drive, and the Chevy Chase Lake Shopping Center, at Connecticut Avenue and Manor Drive, were completed in 1971 and 1952 respectively.

DISCUSSION

The Montgomery County Planning Department issued its Staff Draft Chevy Chase Lake Sector Plan in July 2012 and the Planning Board thereafter issued its Public Hearing Draft in September 2012. The Chevy Chase Land Company held numerous meetings with area citizens and property owners have been contacted to solicit their input in this planning exercise. The Chevy Chase Land Company owns properties located immediately adjacent to the future light rail station. The Purple Line Environmental Impact Statement (EIS) recommends high density mixed used “TOD” for areas currently owned by The Chevy Chase Land Company. The EIS calls the property an “Excellent Potential for TOD” and the properties owned by the Land Company “represents a great opportunity to “get the ball rolling” for TOD”...the need “to ensure design, density and orientation of development that welcomes the future transit resource better than the existing plan. The EIS acknowledges that the development currently approved for the properties near the station is a “density that does not consider transit” and “developing a design that can work well with Purple Line station will be critical.”

The Chevy Chase Land Company has retained Wells and Associates to conduct a comprehensive transportation analysis of the future light rail transit line and other planned and funded transportation improvements that would accommodate the future TOD at this location. The goal of this exercise is to ensure that the future transportation system will be in balance with future development. The goal for a sustainable TOD Community in response to national, state and county Guidelines shall be the creation of a place where people of diverse incomes can live and work with more transportation options, giving them the choice to take care of their daily needs by using transit, walking and biking rather than driving.

Wells' analytical process began by conducting an extensive literature review and research in result of studies conducted around the country at similar transit stations to determine a realistic travel behavior and trip rates for TODs that could be applied here at Chevy Chase Lake Sector Plan.

Secondly, Wells conducted traffic counts at impacted intersections in the study area, and cross checked the data with previous records to ensure accuracy of the existing traffic counts. The BRAC traffic study as well as other past studies conducted in the area were reviewed and cross referenced to ensure reliable assumptions are applied to the comprehensive transportation study of this area.

The methodology used by the Montgomery County Planning Department to assess traffic impact of land use was one of the methodologies used to evaluate the impact of future TOD at the site. Wells also utilized other traffic and transportation methodologies such as the Highway Capacity Manual (HCM) and SYNCHRO model to help determine the overall traffic operation relating to delay and travel time within the sector plan area. Transportation opportunities and constraints were explored and applied for projection of future transportation capacity to accommodate future land use.

The report offers a catalog of specific findings and recommendations as how a quality TOD with mixed used development can be planned and implemented with high use of transit vs. single occupancy vehicle modes of transportation to ensure that future transportation system would accommodates future land use recommendations.

The Chevy Chase Land Company has shared the results of the transportation analysis with Staff and the community. Input from Staff and the community has been considered and incorporated in the subsequent analysis that was presented to them again.

Existing Conditions

The subject area designated for future TOD currently contains 94,000 square feet of retail that includes a grocery store, two coffee shops, a restaurant, a gas station and an 180,000 square foot office building. These retail uses have significant "pass-by trips" and "internal capture rate trips". This means that trips counted at the site entrances are not all new trips. These trips are already on the road but stop at these establishments for shopping purposes and then continue on their path; therefore, they do not have additional impact on the intersections or on the transportation corridors that carries them through the sector plan area. In this report, a 40% pass-by trips for the PM period in addition to internal capture rates of retail use has been assumed for the AM and PM peak periods. This is a conservative assumption since studies have shown that a significantly higher pass by trips are attracted to places like a gas station or coffee shops in both AM and PM peak.

Future Conditions

The Chevy Chase Lake area will be transformed with the new light rail station planned at the location east of Connecticut Avenue, north of Chevy Chase Lake Drive. Consequently, this area will afford a great potential for high density Transit Oriented Development. This is one of the main

reasons for the Montgomery County Planning Department to embark on crafting a sector plan for the area to ensure that an orderly and appropriate development will occur in the area. The new development will take full advantage of the light rail transit station at this location as a significant mode of transportation for work and non-work trips for area residents and employees.

The Chevy Chase Land Company has proposed a land use that is realistic in relation to other TOD experiences around the country. The proposed land uses and its associated trip rates according to LATR/PAMR Guidelines are presented on the enclosed exhibits and tables.

Preliminary Plan No. 12002020 was approved by the Planning Board on October 17, 2002, and subsequently amended, for development of up to 174,016 square feet of commercial retail and 74,356 square feet of office uses replacing the existing 67,009 square feet of general retail uses. These uses would be in two and three story buildings with both underground and surface parking. The property that is the subject of the approval contains approximately 8.08 acres of land and is zoned C-1, C-2, R-30 and I-1. The approval is for the southeast quadrant of the intersection of Connecticut Avenue and Manor Road. The property currently is developed as the Chevy Chase Lake Shopping Center, a parking lot and retail lumber yard. The property, when combined with the small gas station parcel at the northeast corner of Connecticut Avenue and the Capital Crescent Trail, is identified as Parcels B-1 and B-2 on the proposed plans.

As part of its review of the Staff Draft Sector Plan, the Planning Board instructed Staff and The Chevy Chase Land Company to evaluate a proposal that would convert the above reference office/retail approval into a CR zoned residential/retail development. This study has been completed (results are in the attached Exhibit) and was submitted first to Staff for extensive review and thereafter to the Planning Board. The Board discussed the proposed conversion and included it in their Public Hearing Draft. The study confirms that the CR zoned residential/retail proposal will generate fewer trips than the already approved plan. By converting the proposed development into a predominantly retail project, the entire shopping center is able to be redeveloped in the Phase I, pre-purple line phase, thus providing the Land Company with the ability to provide a completed mixed use town center concept on the entire shopping center parcel (i.e., B-1 and B-2 parcels). The converted proposal will have less impact on the road network than the already approved preliminary plan. This is a critically important point.

Thus, this study assumes that Phase I, Blocks B1 and B2 development of the Chevy Chase Lake proposal was assumed to occur prior to the Purple Line and therefore does not assume any non auto driver mode share reductions in trip generation as a result of the Purple Line.

Assumptions Used in Transportation Analysis of Future Development

Trip reductions associated with the proposed development was based on assumptions used in the M-NCPPC staff's analysis of traffic for the Chevy Chase Lake Sector Plan. These assumptions are corroborated by many studies around the country as well as here in the Washington, DC region.

In many cases, trip reductions at TOD are shown to be much higher than what the planning staff has assumed for this area in their analysis.

The following factors are considered the most effective reasons for use of transit and other modes of transportation rather than single occupancy vehicle users in the major metropolitan areas of the United States, including the Washington region:

1. Proximity to station
2. Travel time of transit use vs. Automobile
3. Frequency and reliability of transit services
4. Parking cost
5. Proximity of retail, office and residential uses to facilitate what is called “Trip Chaining”
6. Direct and easy access by bike and walking to the station from residential and nearby retail and office buildings
7. TDM measures
8. Regions with “extensive” transit system such as Washington, DC is helpful to the success of TOD and trip reduction
9. Other factors such as an “environmentally conscious” individual being attracted to TOD locations as a choice of their residency as well as non-work trips to restaurants and entertainment areas of TOD are secondary factors for reduction of trips and Vehicle Miles Traveled (VMT). Usually, younger families without children are attracted to TOD locations. 15% of elderly are also likely to live in these locations for the reason of less auto dependency.

Unrealistic assumptions about future travel behavior results in an over-estimation of the traffic impact that leads to over expansion of roadways system. Over expansion of roads for vehicular traffic may be detrimental to safe pedestrian and bicycling on our roadway system and does not help with creating a sustainable and lively community such as the Chevy Chase Lake area. Over expansion of roadways will unnecessarily increase the negative impact on the environment. Over designing and over expansion of roadways may certainly encourage more automobile use and underutilization of the light rail.

Purple Line EIS findings and Predictions:

The alternative mode chosen for Purple Line is “Medium Investment LRT” and based on this alternative, the following projections are made in the EIS:

1. Total daily ridership in year 2030 will be 62,500. At the Connecticut Avenue station, there will be 900 boardings per day and this is based on existing land uses. This does not consider the increased housing, office, and retail at the station as proposed by The Chevy Chase Land Company, Planning Staff or ultimately what kinds of development will be approved by

the Montgomery County Planning Board and Montgomery County Council. The Environmental Impact Statement defines all future daily trips (62,500 trips) on the Purple Line to include those trips in which any portion of a trip will be made on the Purple Line. Therefore, this includes trips that also use additional forms of transit in addition to the Purple Line, including Metro and MARC.

2. In year 2030, the reduction in daily automobile trips at the Connecticut Avenue station district will be 1,278 as compared with no build option. 'A measurable reduction in auto trip in adjacent districts is also projected.'
3. As many as 3,400 daily auto trips reduced projected for the entire region as compared to the no build alternative. This translates to about 183,603 daily vehicle miles traveled.
4. Reduced travel time between Silver Spring and Bethesda from 35 minutes to 9 minutes during the peak period in 2030. This is a significant factor in reducing single occupancy vehicle trips according to studies in other parts of the Country. Between Chevy Chase Lake and Bethesda, the travel time will be 2.4 minutes. The travel time between Chevy Chase Lake and Silver Spring will be about 6 minutes. To be able to access locations in the Washington region via Metro Stations at Bethesda and Silver Spring with such a speed will make the Chevy Chase Lake area one of the most attractive places for reducing commute time during the peak hours. Studies have shown that if the travel time by transit is less than by the auto, the result will be a significant shift to transit use, especially if the subject site (in this case Chevy Chase Lake) is adjacent to the transit station. This factor makes it extremely attractive to use transit as opposed to using the automobile that takes 15 to 20 minutes for the same distance during the peak periods reaching stations in Silver Spring or Bethesda.
5. Another equally important factor is the frequency and reliability of the transit services that result in significant shift from auto to transit. In this case, the frequency of services is projected to be six (6) minutes during the peak periods. The reliability of the system is due to the Purple Line being on a dedicated right of way and not mixing with other traffic; therefore, be relied on to be on time. Again, with these factors, the transit use will be very attractive to citizens living in the Chevy Chase Lake.
6. The facts about the Chevy Chase Lake Station indicated in the Purple Line EIS Documents:
 - a. "Chevy Chase Lake is the site of a proposed redevelopment project. This development represents a great opportunity to "get the ball rolling" for TOD."
 - b. "The State and Montgomery County will need to work closely with The Chevy Chase Land Company, the developer of the proposed redevelopment project to ensure a

design, density and orientation of development that welcomes the future transit resources better than the existing plan.”

- c. Current “development at maximum density [that] does not consider transit.”
- d. EIS recommends the need for high density TOD at this location multiple times in document.

The Chevy Chase Land Company proposes a high quality mixed used TOD on its site. It includes predominantly residential, with office and retail uses, and possibly a hotel. The proposed land use at the build out of the site with its associated trip generation based on MNCPPC LATR/PAMR Guidelines is included in the attached exhibits and tables. Again, proposed Phase I can be accommodated well within the afforded trip cap associated with the already approved preliminary plan.

Delay and Travel Time Analysis

As mentioned above, other traffic and transportation methodologies such as Highway Capacity Manual, SYNCHRO model and travel time runs were performed to determine the overall traffic operation relating to delay and travel time within the sector plan area. Included are the results of the analysis.

Conclusion

The Chevy Chase Land Company has proposed a two phased development of its site. Phase I of the development is planned to occur prior to the opening of the Purple Line station at Chevy Chase Lake on what is known as Parcels B1 and B2 (i.e., the entire shopping center site on the east side of Connecticut Avenue). This phase of the development includes approximately 708 mid-rise residential units, and about 120,000 square feet of retail including a 65,000 square feet of grocery store, for a net increase of approximately 50,993 square feet of retail, (and possibly a 120 room hotel that if included in the plan, would reduce the residential component), to replace existing buildings and an already approved preliminary plan for B1 and B2 blocks. The conversion analysis for the approved plan illustrates that the proposed Phase I will generate fewer trips than was previously approved for the retail/office plan (i.e., Phase I will be under the trip cap established by the previous approval).

Phase two comprises the completion of The Chevy Chase Land Company holdings – that is the potential redevelopment of Parcel D with approximately 305,676 square feet of office (a net increase of approximately 125,676 square feet) and of approximately 153 residential units and the redevelopment of Parcel A on the west side of Connecticut Avenue with approximately 51,432 square feet of retail (a net gain of approximately 22,935 square feet) and approximately 139 residential units (Wells actually tested 301 residential units for Parcels A and D).

A comprehensive transportation analysis of Phase I and the ultimate build out of the Chevy Chase Land Company site (Phase II) resulted in the findings stated below:

1. Phase I of the development can occur without deterioration of the traffic operation for a number of reasons. First, The Chevy Chase Land Company will convert its existing approval to accommodate the entire Phase I development (i.e., the Phase I development is below the trip cap established under the existing approval). Also, the planned and funded intersection improvements at Connecticut Avenue and Jones Bridge Road will further assist in accommodating this proposed Phase I development. In addition, the Chevy Chase Land Company is committed to improving the intersection of Connecticut Avenue and Manor Road to accommodate its additional traffic if the community, DOT and MNCPPC desire such an improvement. For Phase I, all twelve intersections within the Sector Plan area would operate within the congestion standard of 1,600 Critical Lane Volume established for this area by the County Council. This methodology is used by the Planning Board to test for the adequacy of public facilities when considering approval of a development plan. Accordingly, Phase I of the development satisfies the Adequate Public Facilities Ordinance for transportation under the conversion analysis, and under the methodologies employed by MNCPPC in its analysis of development applications.
2. The full Phase II build out of The Chevy Chase Land Company's site can be accommodated particularly with the improvements described above. And, with the Purple Line in place, the traffic will operate better as a portion of residents and employees will use the transit line as their primary mode of transportation.
3. The Chevy Chase Land Company, in its collaboration with area citizens, instructed its transportation engineers to utilize other engineering tools to assess the travel times and delays on major corridors in the Chevy Chase Lake area. Travel time or delay-based assessment of traffic operation is not a methodology that the Planning Board requires of applicants to assess their impact when considering their request for development approval. However, The Land Company recognizes that delays on Connecticut Avenue and Jones Bridge Road during peak hours are a factor affecting the mobility of area citizens. Therefore, three different methods of travel time and delay studies were conducted to cross reference and ensure accurate measurement of traffic operations within this area. Highway Capacity Manual software, Synchro software, and GPS recorded travel times within these corridors were used to evaluate travel time, speed, and delays during the peak periods.

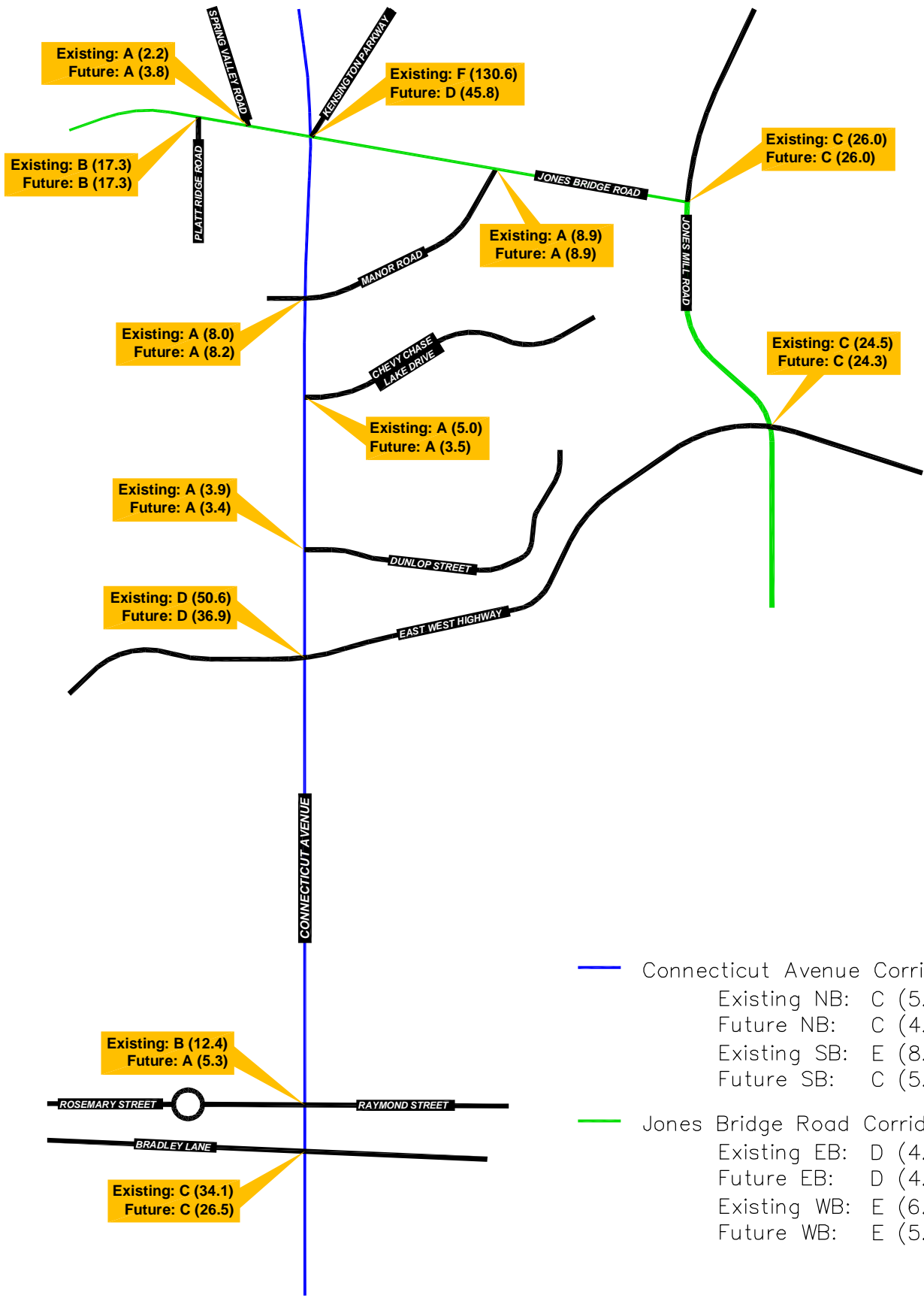
The results illustrate that with the full build-out of The Chevy Chase Land Company's site, the addition of the Purple Line, and implementation of the intersection improvements described above, the future travel time and delays would not result in unacceptable conditions.

4. The Chevy Chase Land Company has prepared plans to possibly improve the intersection of Connecticut Avenue and East-West Highway, if desired by area stakeholders. There is sufficient right-of-way available to make additional improvements at this location if deemed necessary, and these improvements should be considered.

5. Other studies and possible improvements could be considered for providing better pedestrian and bike facilities in the vicinity of the Purple Line transit station. Field reconnaissance was conducted for an area encompassing more than half a mile from the station location. Existing and possible future safe and easy access points to connect from surrounding neighborhoods to the station were identified and mapped. These are locations where the residents could safely walk or bike to the trail along the light rail path and reach the station or the Chevy Chase Lake shopping and employment center.
6. Extensive research also has been conducted in the area of Transit Oriented Development (TOD) and Transportation Demand Management (TDM) to assess future travel behavior in this area. As part of its site development, The Chevy Chase Land Company is committed to pursuing a vigorous TDM program that provides incentives for employees and residents to use transit, walk, bike and carpool instead of using single occupancy vehicle as their main mode of transportation. These programs have proven to be very effective to modify travel behavior and therefore, lessen the impact of additional traffic on the road. TDM measures and strategies are listed in the report.

The comprehensive and rigorous transportation analysis of the Chevy Chase Lake area conducted has been almost unprecedented and provides useful information as how the overall transportation system would work after implementation of the proposed development on the Chevy Chase Land Company site. The results have shown that Phase I can not only be accommodated through the conversion of the existing approval to the CR zoned development for the shopping center parcel (and bolstered given the improvements that are underway), but also because it satisfies the transportation tests on its own, and the future transportation infrastructure will accommodate all of the proposed land uses at full build-out and therefore, the two will be in balance, particularly with the future transportation improvements and Purple Line reflected in this study.

C:\PROJECTS\4501-5000\4708 CHEVY CHASE LAKE\GRAPHICS\4708 RPT GRAPHICS 10-8-2012.DWG



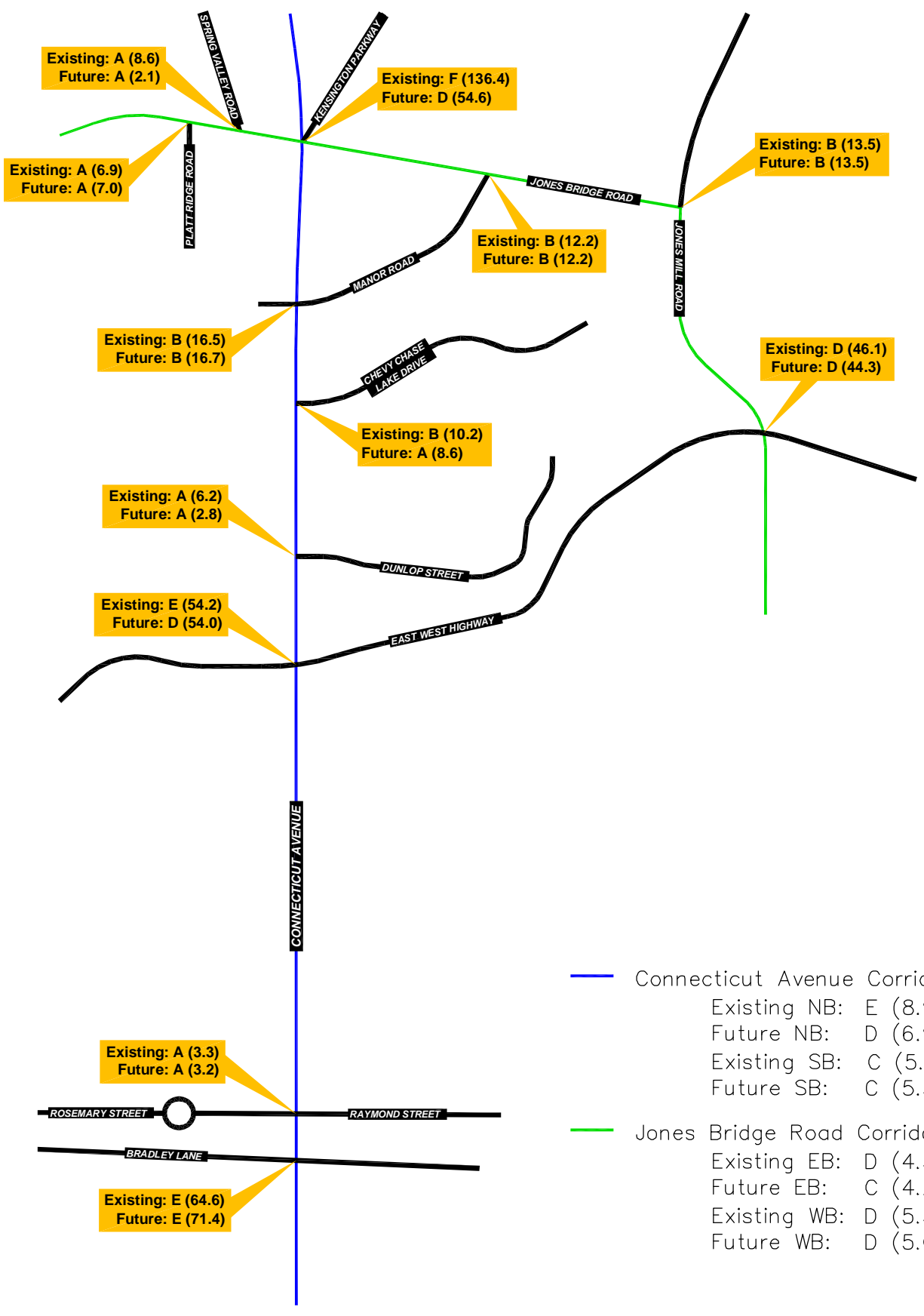
- Connecticut Avenue Corridor
 - Existing NB: C (5.3 MIN)
 - Future NB: C (4.3 MIN)
 - Existing SB: E (8.2 MIN)
 - Future SB: C (5.2 MIN)
- Jones Bridge Road Corridor
 - Existing EB: D (4.8 MIN)
 - Future EB: D (4.8 MIN)
 - Existing WB: E (6.2 MIN)
 - Future WB: E (5.6 MIN)

AM Intersection Levels of Service



North

C:\PROJECTS\4501-5000\4708 CHEVY CHASE LAKE\GRAPHICS\4708 RPT GRAPHICS 10-8-2012.DWG



- Connecticut Avenue Corridor
 - Existing NB: E (8.9 MIN)
 - Future NB: D (6.9 MIN)
 - Existing SB: C (5.1 MIN)
 - Future SB: C (5.5 MIN)

- Jones Bridge Road Corridor
 - Existing EB: D (4.3 MIN)
 - Future EB: C (4.2 MIN)
 - Existing WB: D (5.3 MIN)
 - Future WB: D (5.0 MIN)

PM Intersection Levels of Service



Trip Generation for Existing Approved Plan

Land Use	Amount	Unit	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
Office	74,356	S.F.	103	15	118	22	105	127
Subtotal			103	15	118	22	105	127
Retail								
Proposed (174,016) - Existing (69,007)								
Net Increase	105,009	S.F.	134	123	257	534	493	1,027
<u>Pass-By Reduction*</u>	<u>0% / 40%</u>		<u>-</u>	<u>-</u>	<u>-</u>	<u>(214)</u>	<u>(197)</u>	<u>(411)</u>
Subtotal			134	123	257	320	296	616
Existing Approved Plan Trips			237	138	375	342	401	743

Trip Generation for Phase I

Residential								
high rise	708	Units	54	162	216	154	99	253
Retail + Grocery								
Proposed (120,000) - Existing (69,007)								
Net Increase	50,993	S.F.	81	75	156	326	300	626
<u>Pass-By Reduction*</u>	<u>0% / 40%</u>		<u>-</u>	<u>-</u>	<u>-</u>	<u>(130)</u>	<u>(120)</u>	<u>(250)</u>
			81	75	156	196	180	376
Subtotal (Retail + Residential)			135	237	372	350	279	629
Internal Capture Rate**			3.00%	3.00%	3.00%	14.00%	14.00%	14.00%
Phase I New Trips (Conversion Plan)			131	230	361	301	240	541

Trip Generation for Phase 2

Residential								
high rise	301	Units	25	73	98	70	44	114
Office								
Proposed (305,676) - Existing (180,000)								
Net Increase	125,676	S.F.	179	27	206	34	167	201
Retail								
Proposed (51,432) - Existing (28,497)								
Net Increase	22,935	S.F.	22	20	42	88	81	169
<u>Pass-By Reduction*</u>	<u>0% / 40%</u>		<u>-</u>	<u>-</u>	<u>-</u>	<u>(35)</u>	<u>(32)</u>	<u>(68)</u>
			22	20	42	53	49	101
Subtotal (Retail + Residential + Office)			226	120	346	157	260	416
w/ NADMS***			141	67	209	91	161	252
Phase 2 New Trips			141	67	208	91	161	252

Trip Generation for Total Future (Phase I & Phase 2)

Residential	1,009	Units	79	235	314	224	143	367
Office	125,676	S.F.	179	27	206	34	167	201
Retail+Grocery	50,993	S.F.	81	75	156	326	300	626
Retail	22,935	S.F.	22	20	42	88	81	169
<u>Pass-By Reduction*</u>	<u>0% / 40%</u>		<u>-</u>	<u>-</u>	<u>-</u>	<u>(166)</u>	<u>(152)</u>	<u>(318)</u>
			103	95	198	248	229	477
Subtotal (Retail + Residential + Office)			361	357	718	506	539	1,045
w/ NADMS***			221	198	419	295	326	621
Internal Capture Rate**			4.00%	4.00%	4.00%	13.00%	13.00%	13.00%
Commercial w/ Int Cap			173	75	248	158	220	378
Residential w/ Int Cap			39	115	154	99	63	162
Total Future Trips (Phase I & 2)			212	190	402	257	283	540

Sources:

*Passby Trips - MNCPPC

**Internal Capture Rates - <http://tti.tamu.edu/documents/5-9032-01-1.pdf> (AM) and the ITE Trip Generation Handbook (PM).

Approved methodology by MNCPPC.

***NADMS percentages (36% Commercial and 49% Residential) - MNCPPC

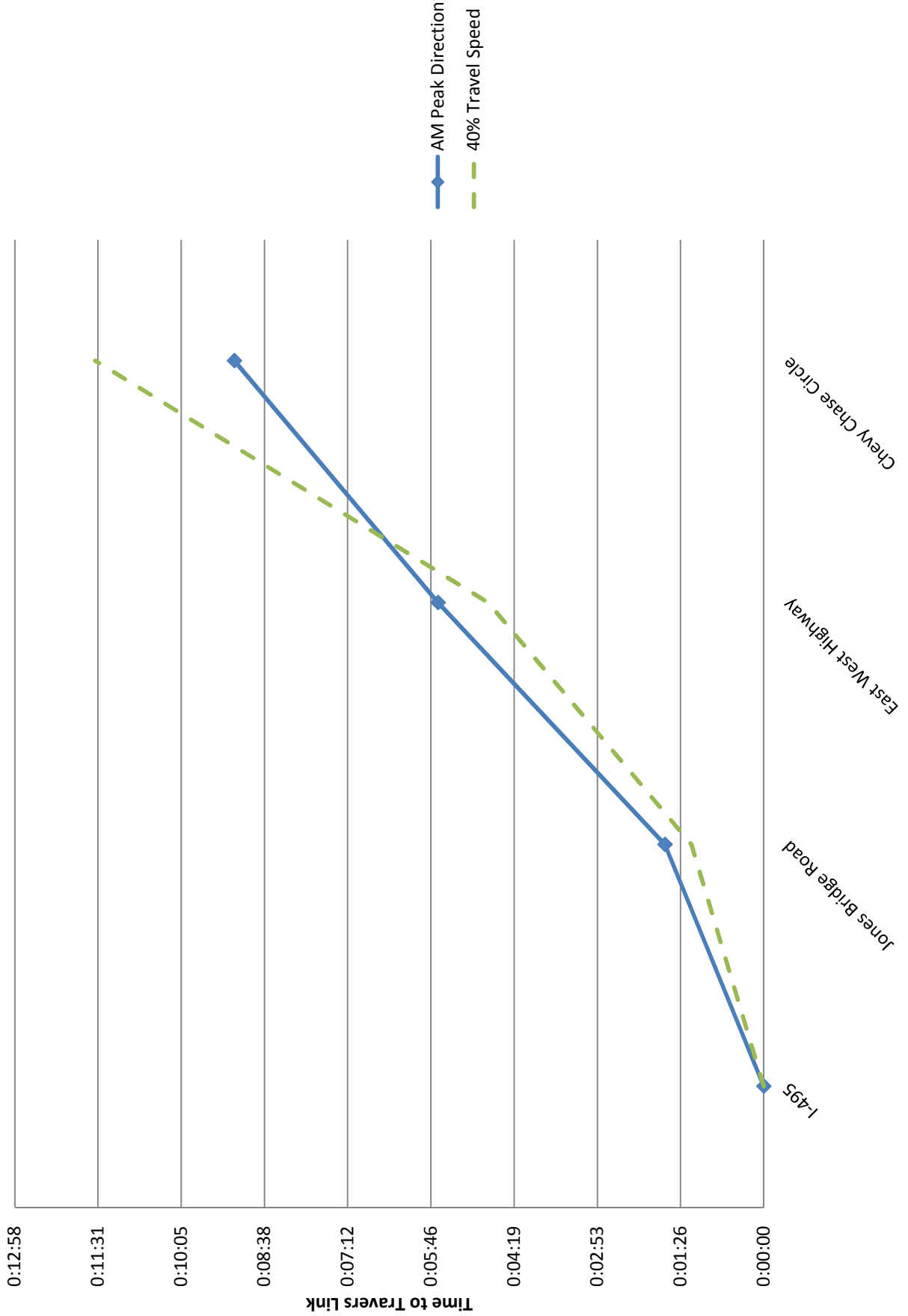
Intersection	Congestion Standard	Existing Conditions (w/o improvements)		Approved Plan*		Phase I*		Total Future with Phases I and 2*		Total Future with 13%** Increase*	
		AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
1. Connecticut Avenue and Jones Bridge Road	1,600	1,780	1,690	1,478	1,416	1,445	1,375	1,467	1,386	1,652	1,560
2. Connecticut Avenue and Manor Road	1,600	993	1,174	993	1,275	1,002	1,223	999	1,226	1,128	1,377
3. Connecticut Avenue and Chevy Chase Lake Drive	1,600	822	1,206	838	1,239	870	1,250	860	1,242	967	1,399
4. Connecticut Avenue and East-West Highway	1,600	1,475	1,363	1,509	1,422	1,527	1,422	1,526	1,416	1,718	1,591
5. Manor Road and Jones Bridge Road	1,600	621	841	621	950	621	948	621	947	702	1,069
6. Jones Mill Road and Jones Bridge Road	1,600	1,000	711	1,005	718	1,004	718	1,004	717	1,134	809
7. Jones Mill Road and East-West Highway	1,600	1,164	1,362	1,175	1,381	1,171	1,375	1,175	1,377	1,326	1,554
8. Platt Ridge Road and Jones Bridge Road	1,600	769	910	769	921	769	922	769	920	869	1,038
9. Spring Valley Road and Jones Bridge Road	1,600	855	831	833	829	833	830	833	847	941	847
10. Connecticut Avenue and Raymond Street	1,600	965	724	969	734	987	746	982	742	1,107	836
11. Connecticut Avenue and Bradley Lane	1,600	1,373	1,216	1,377	1,228	1,395	1,232	1,390	1,231	1,568	1,389
12. Connecticut Avenue and Dunlop Street	1,600	936	1,023	952	1,055	984	1,067	973	1,059	1,095	1,192

Notes:

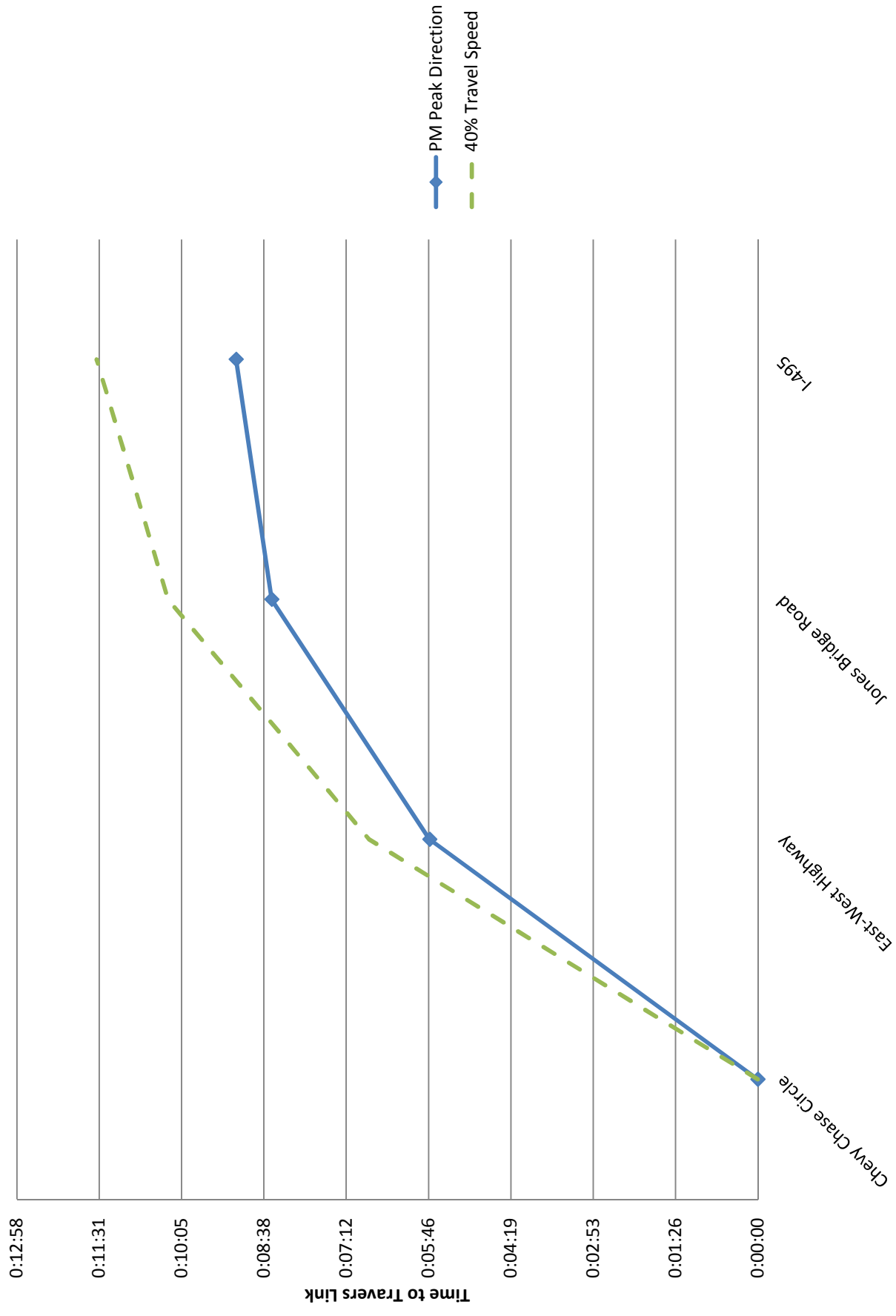
*w/ BRAC improvements

**The MNCPPC total future traffic analysis assumes a 13% overall increase in through traffic for the Chevy Chase Lake Sector Plan area. This CLY analysis incorporates trip reduction for NADMS and Internal Capture Rate.

Existing AM Link Travel Times Along Connecticut Avenue



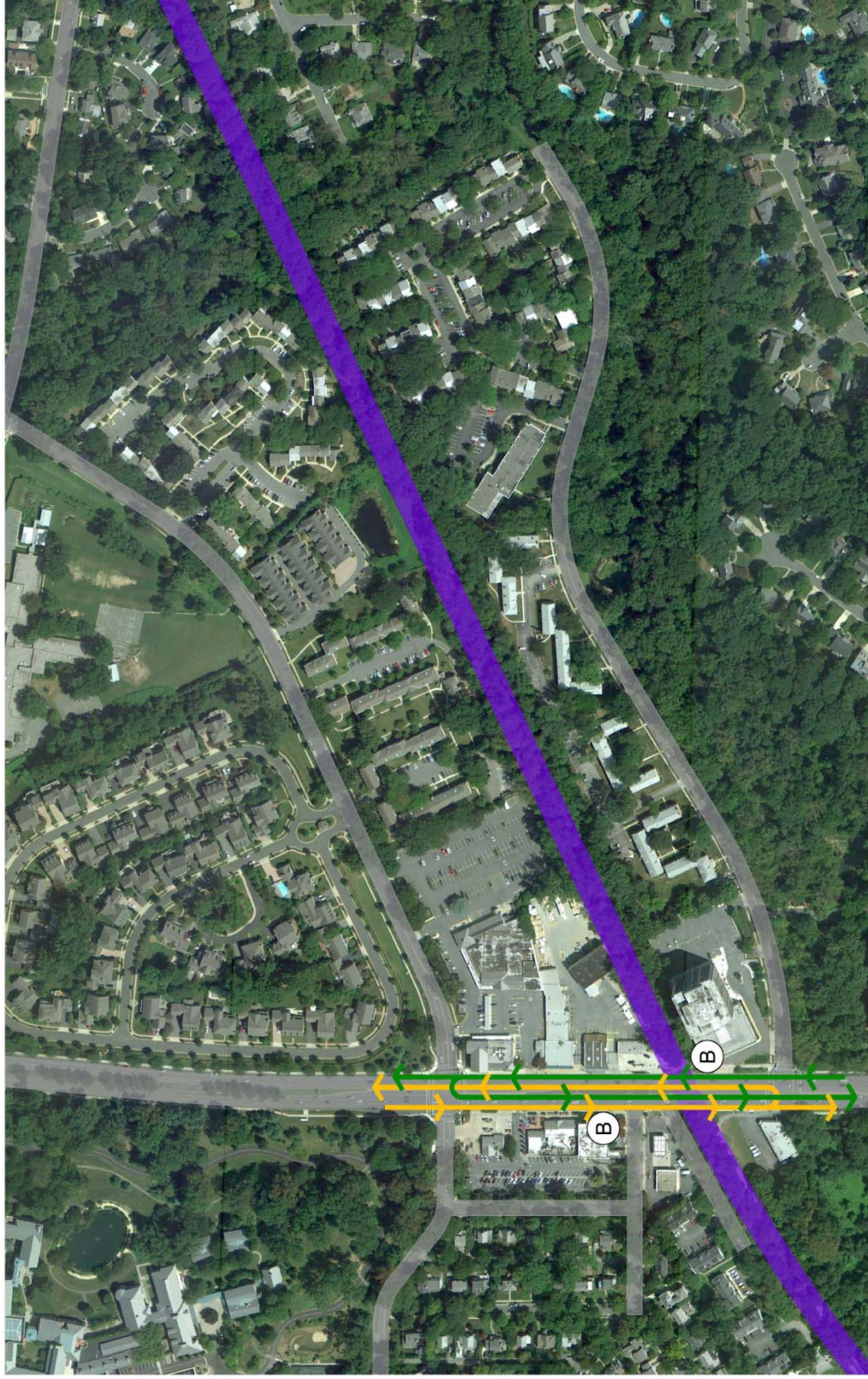
Existing PM Link Travel Times Along Connecticut Avenue



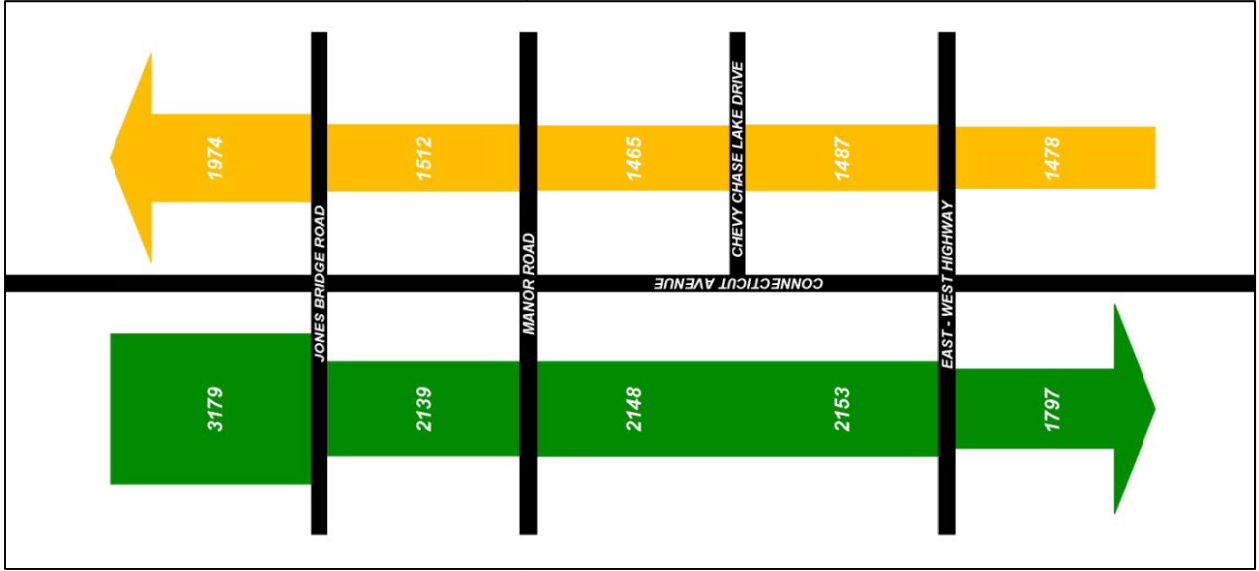
Chevy Chase Land Company

Summary of Transportation Findings



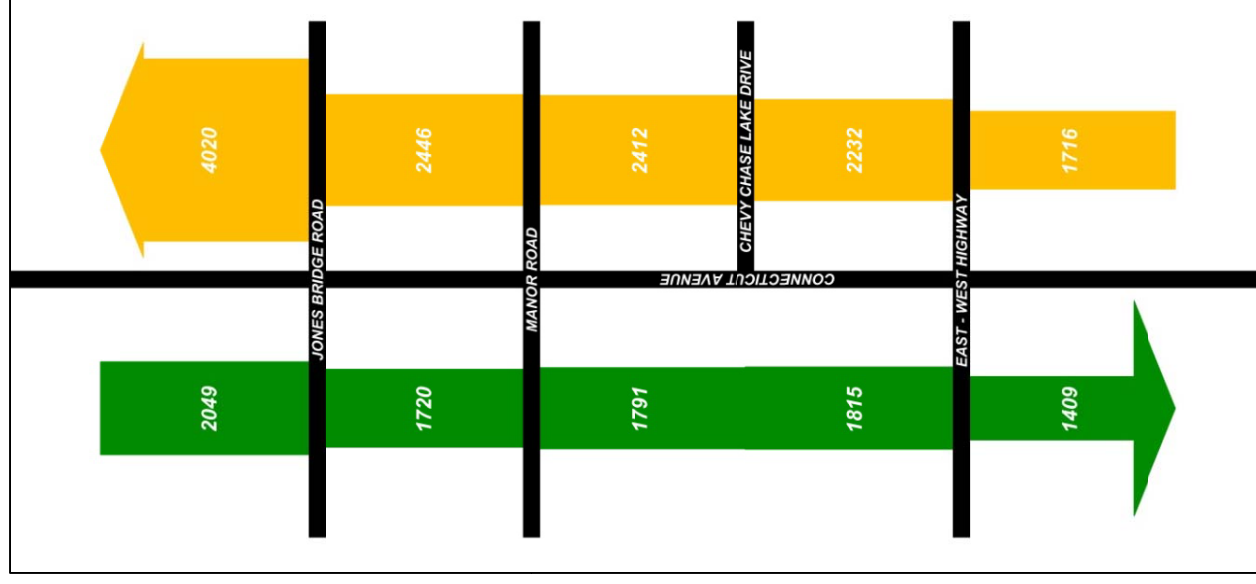


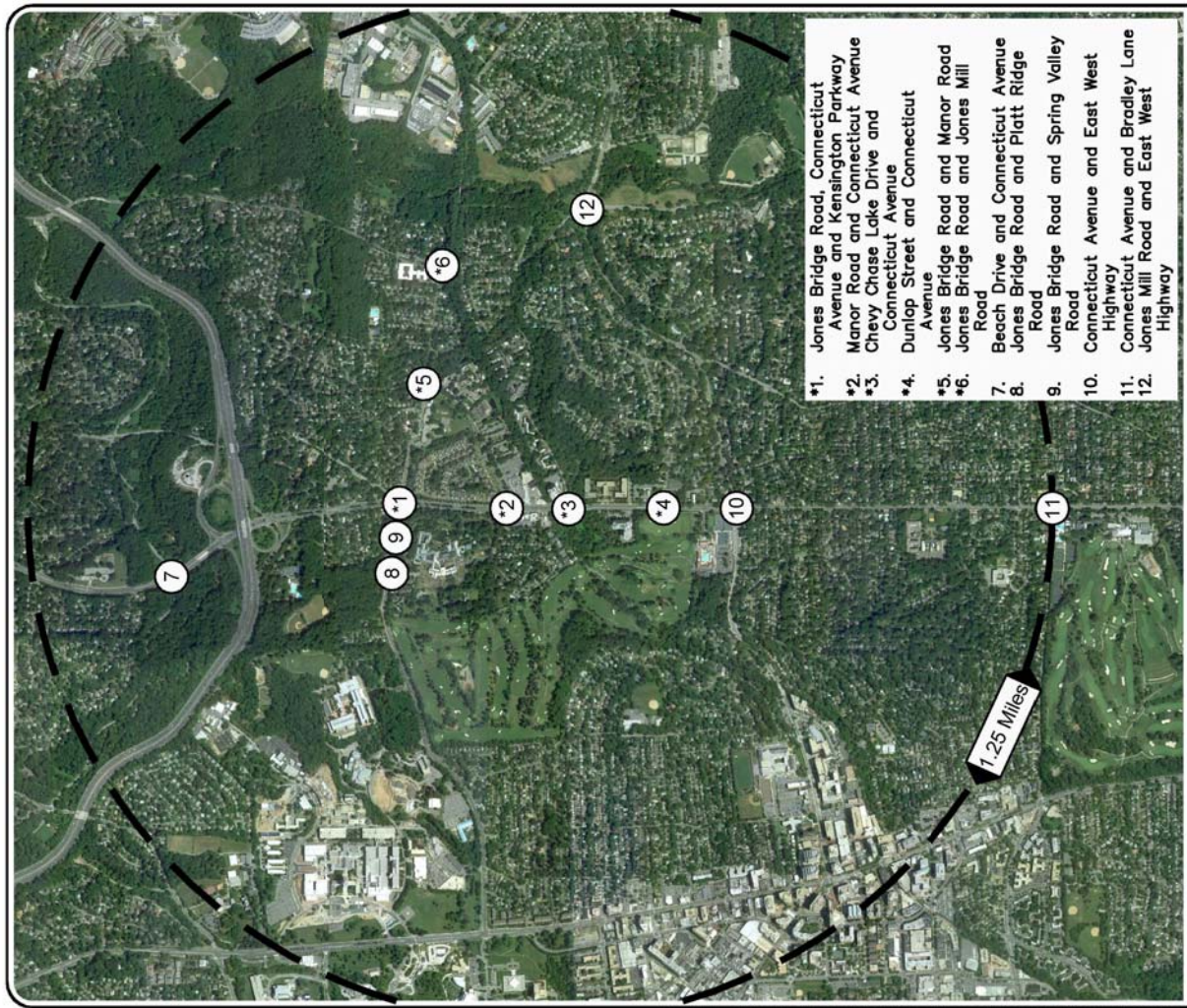
Location map for the Chevy Chase Land Company site. Purple Line, Metro bus and Ride-On Bus Lines are shown. Exhibit shows buses would have to U-turn on Connecticut Avenue if Purple Line station is the end of the bus line.



Existing AM peak hour traffic on Connecticut Avenue; southbound (green) and northbound (yellow) directions. As shown, AM trips decrease along Connecticut Avenue as vehicles turn onto Jones Bridge Road and East West Highway. Traffic along the property frontage remains relatively consistent.

Existing PM peak hour traffic on Connecticut Avenue southbound (green) and northbound (yellow) directions. As shown, PM trips increase along northbound Connecticut Avenue as vehicles turn from East West Highway and Jones Bridge Road. Traffic along the property frontage remains relatively consistent.





This is the Montgomery County Planning Board's designated traffic study area for the Chevy Chase Lake Sector Plan. There are 12 intersections within 1.25 mile radius of the Chevy Chase Land Company site. All of these intersections have been counted since the transfer of 2,500 employees from Walter Reed Army Hospital to the National Naval Medical Center was completed.

All intersection analysis is done with current traffic counts.

Land Use

Existing Approved Plan	
• Office	– 74,356 ft ²
• Retail	– 174,016 ft ² Proposed – 69,007 ft ² Existing – 105,009 ft ² Net Increase

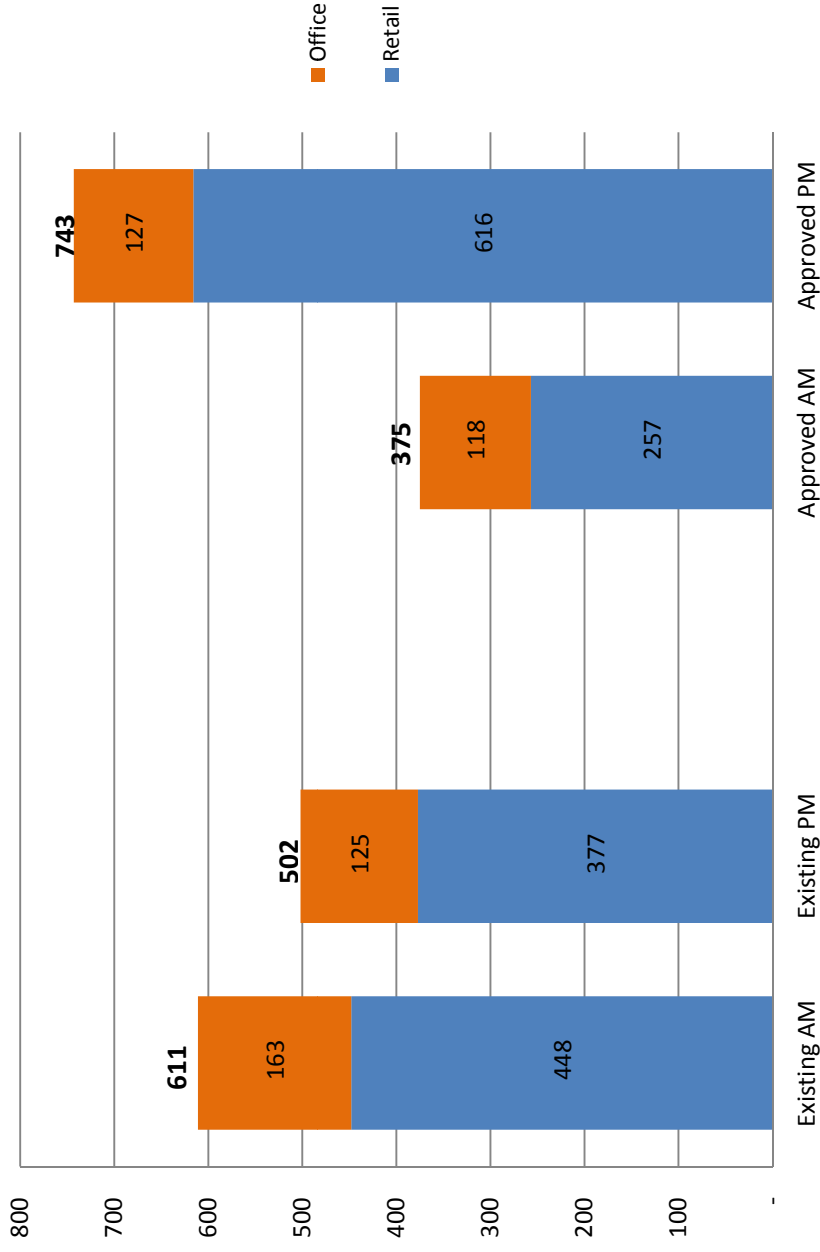
Phase I (Conversion)	
• Residential	– 708 units
• Retail + Grocery	– 120,000 ft ² Proposed – 69,007 ft ² Existing – 50,993 ft ² Net Increase

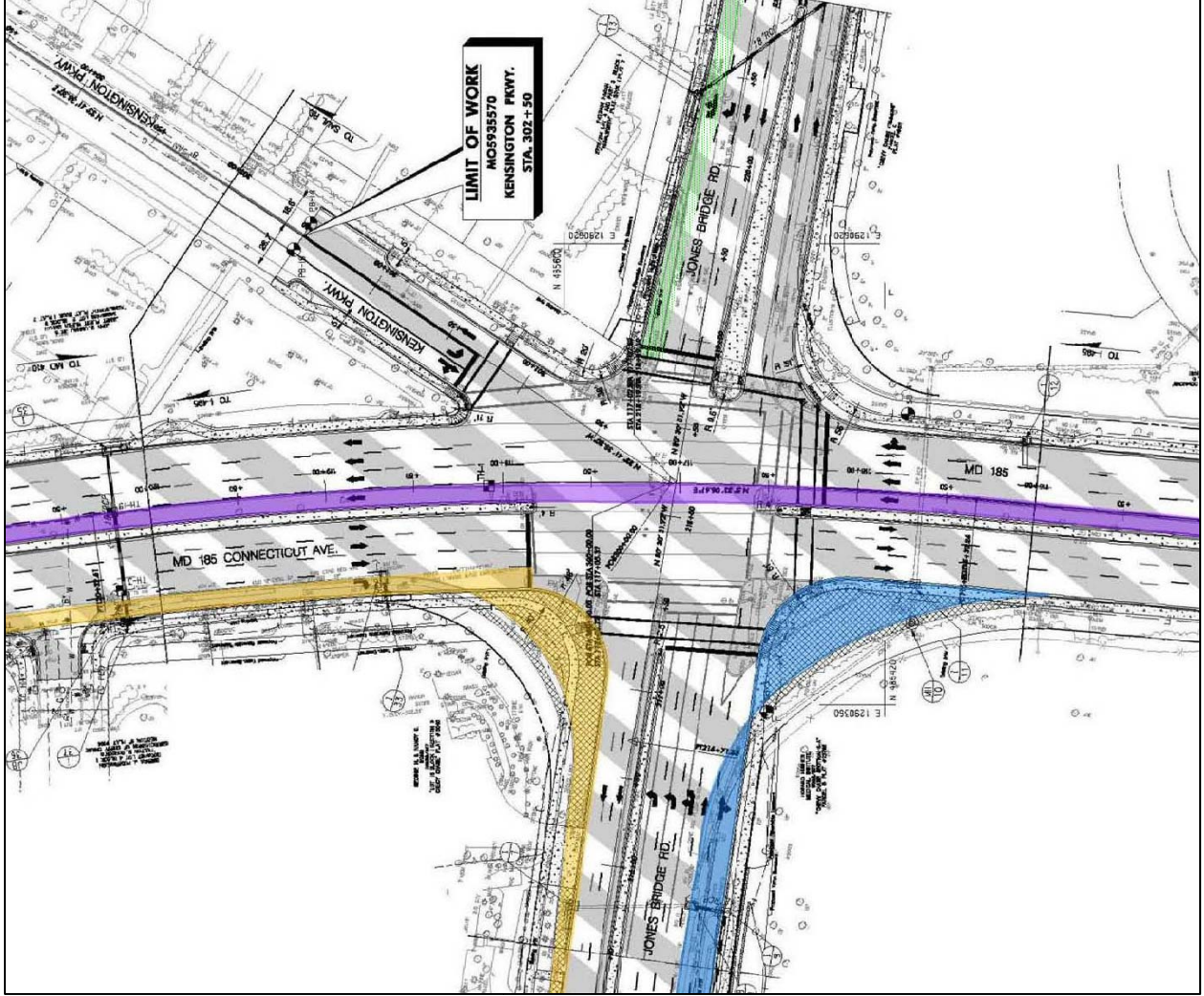
Phase II	
• Residential	– 301 units
• Office	– 305,676 ft ² Proposed – 180,000 ft ² Existing – 125,676 ft ² Net Increase
• Retail	– 51,432 ft ² Proposed – 28,497 ft ² Existing – 22,935 ft ² Net Increase

Existing AM and PM trip generation are shown on the left bar charts. The existing uses on site generate a total of 611 weekday AM trips and 502 weekday PM trips according to actual driveway counts; retail is shown in blue and office is shown in orange.

The approved land use replacing a portion of the existing development is shown in blue for retail and orange for office uses on the right bar charts. The net additional development generates a total of 375 weekday AM trips and 743 weekday PM trips.

Existing and Approved Development Peak Hour Trip Generation





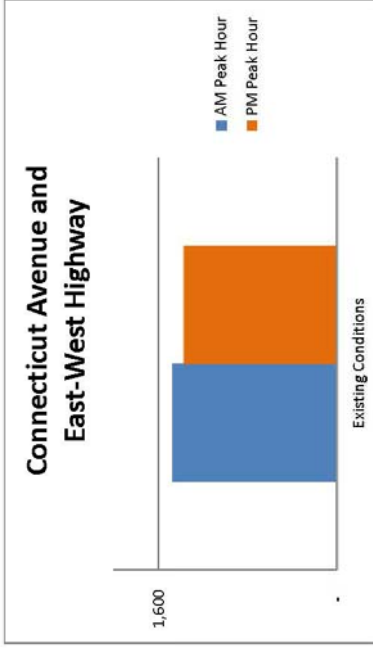
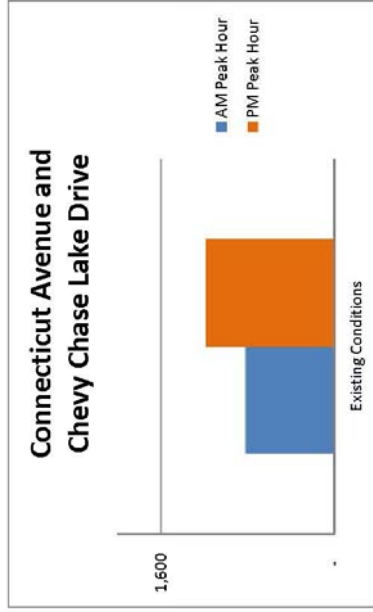
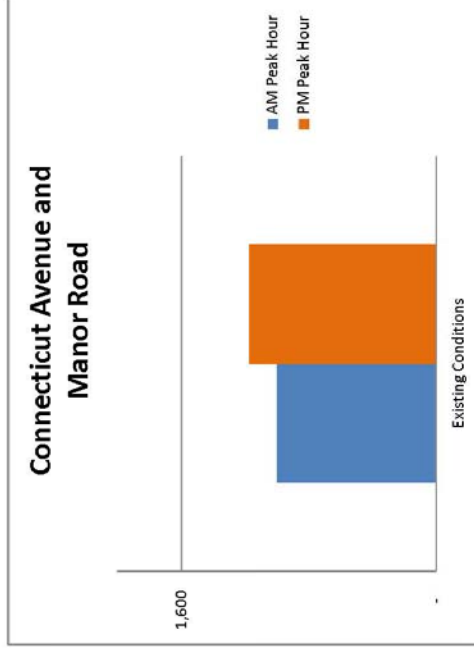
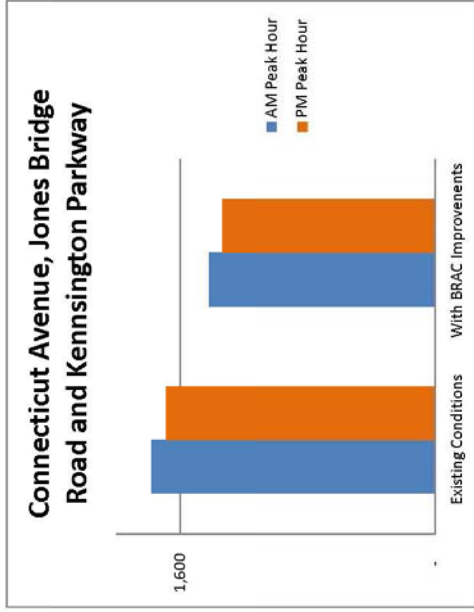
The recommended BRAC improvements at the Connecticut Avenue/Jones Bridge Road/Kensington Parkway intersection include three phases:

Phase 1 Improvements; a southbound right turn lane on Connecticut Avenue to westbound Jones Bridge Road. This improvement is funded and will be under construction in the near future.

Phase 2 Improvements; a 4th northbound through lane on Connecticut Avenue that begins south of Jones Bridge Road to the on-ramp for eastbound I-495. This improvement is funded and will be under construction in the near future.

Phase 3 Improvements is adding an additional turn lane on westbound and on eastbound Jones Bridge Road. This improvement will be funded through an \$18.3 million grant requested from Department of Defense (DOD). This grant has already been approved by DOD but not appropriated. Maryland State Highway Administration has expressed confidence that DOD grant will be available to complete the third phase of this improvement.

Intersection Critical Lane Volumes without Chevy Chase Land Co. Development

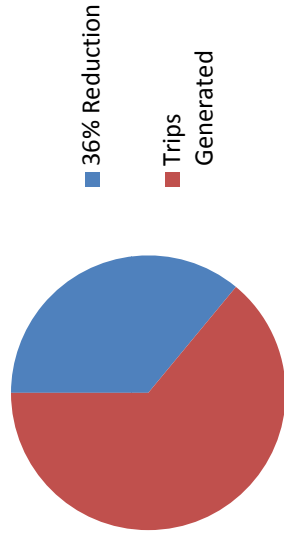


The intersection Critical Lane Volume (CLV) methodology contained in the Montgomery County Planning Board's LATR/PAMR Guidelines were used to assess the existing capacity analysis at four of the most effected intersections within the Sector Plan area in the vicinity of the site.

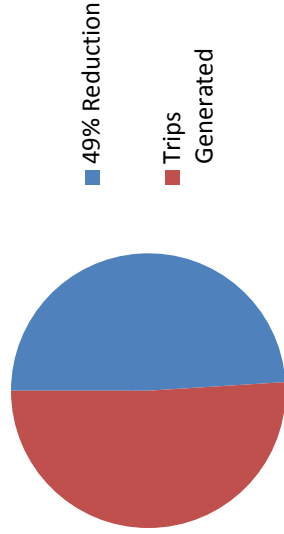
The CLV results are shown in these diagrams. Three of the four intersections are operating within the congestion standard of 1,600 for the Bethesda/Chevy Chase Policy Area. The Connecticut Avenue/Jones Bridge Road/Kensington Parkway intersection operates beyond the standard. This intersection however, will be operating within the congestion standard with the planned BRAC improvements.

Non-Auto Driver Mode Share

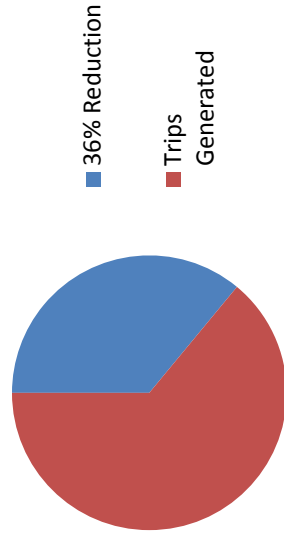
Office



Residential



Retail



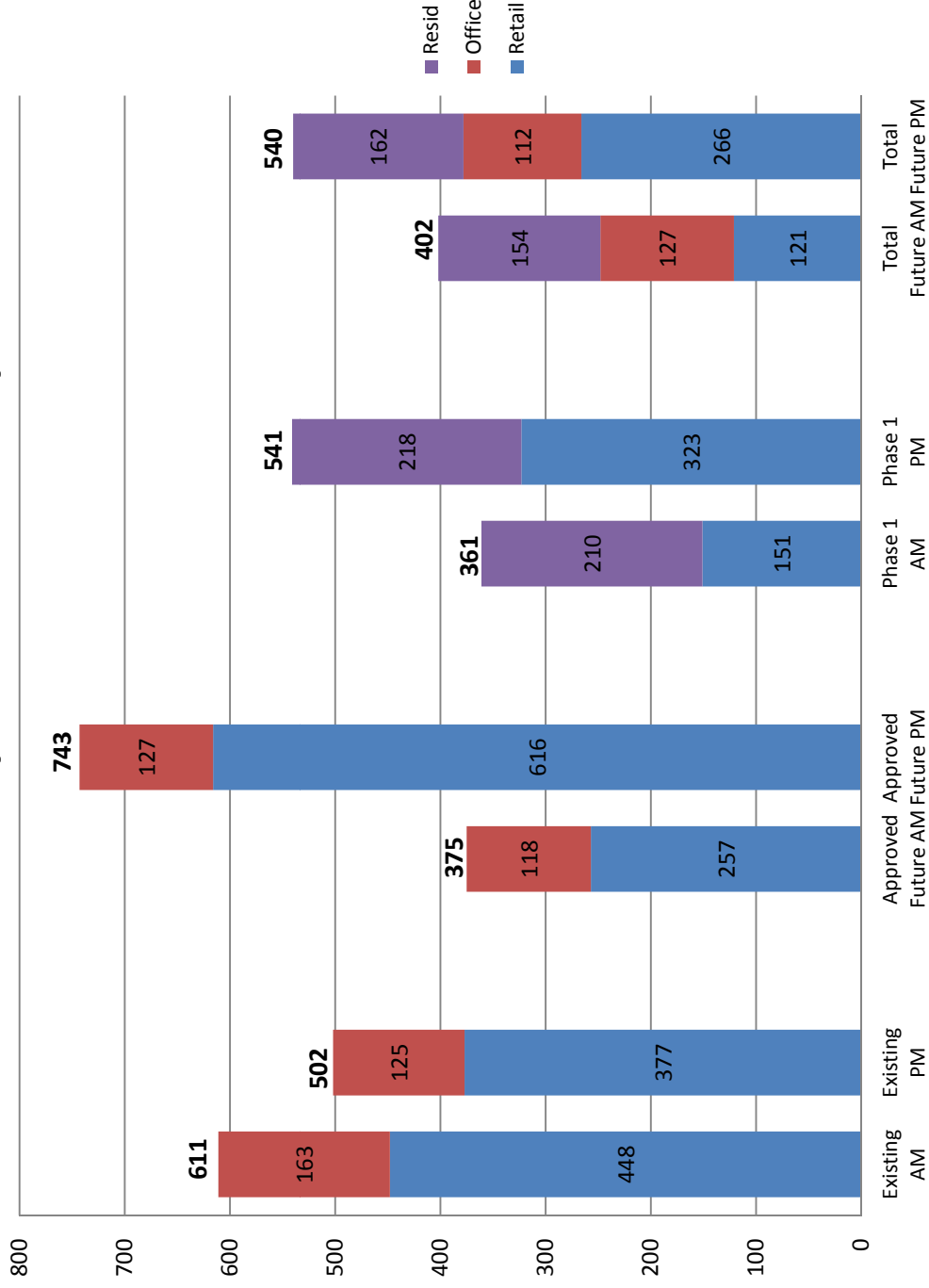
Source: MNCPPC

These diagrams indicate the M-NCPPC assumptions of Non-Auto Driver Mode Share (NADMS) for office, residential, and retail uses in the Chevy Chase Lake Sector Plan Future traffic analysis. The same assumptions are used to evaluate the impact of the Chevy Chase Land Company's Total future development in this area.

The NADMS for:

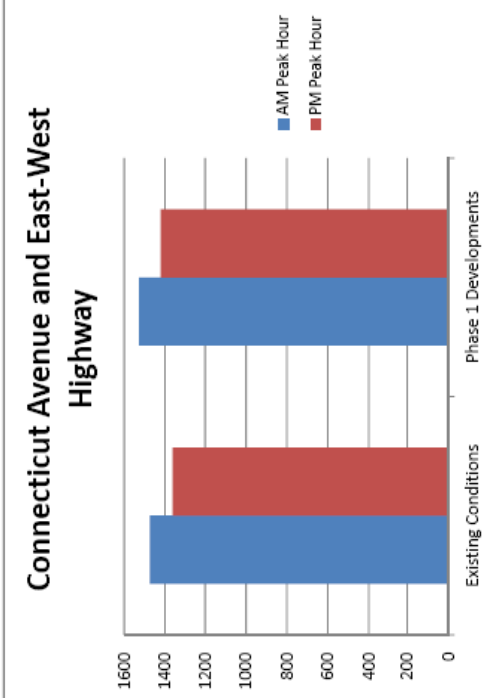
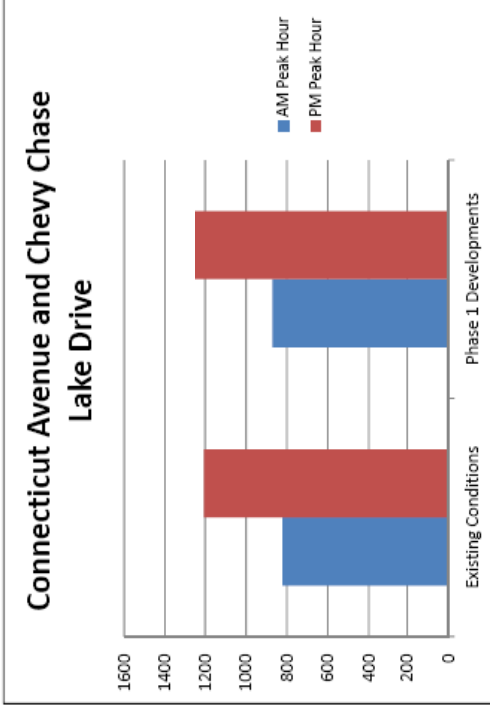
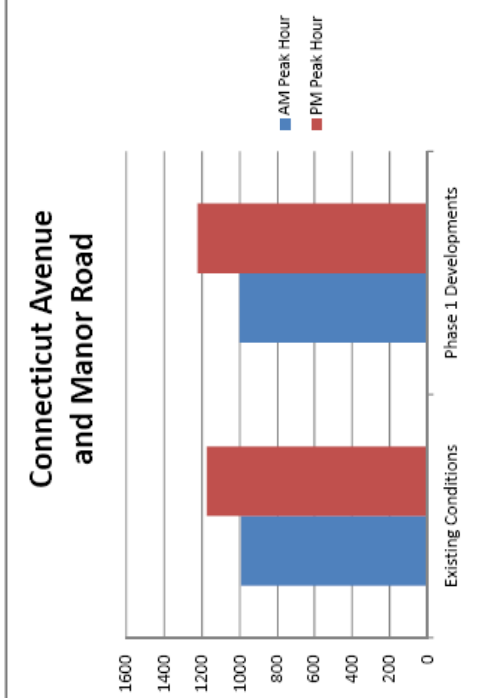
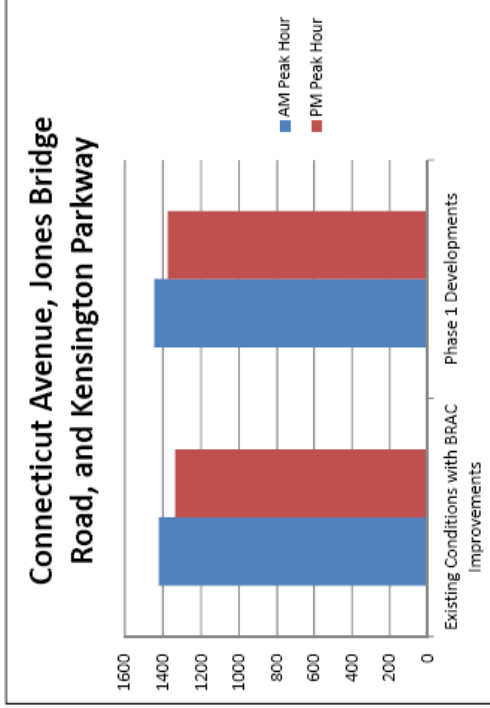
Office	36%
Residential	49%
Retail	36%

Total Future Development Peak Hour Trip Generation



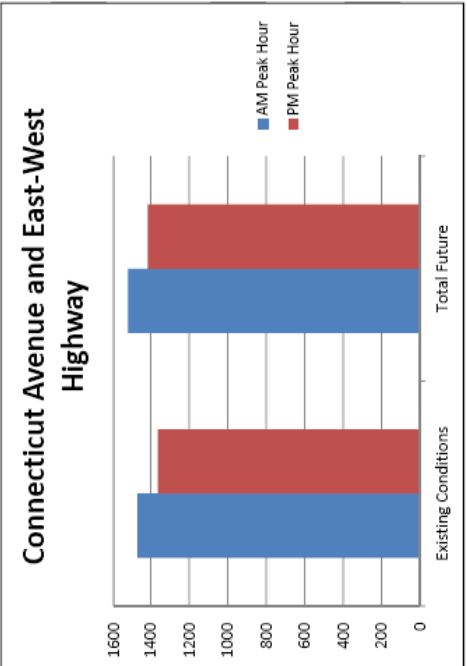
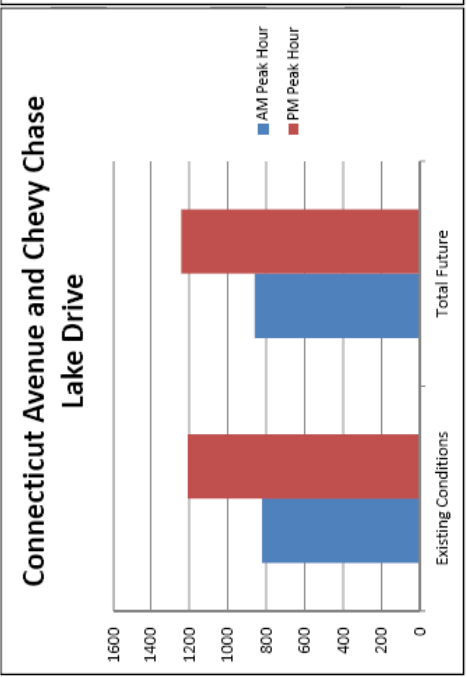
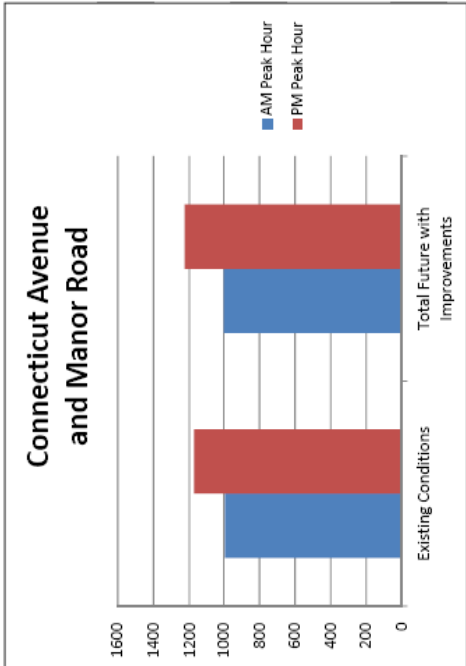
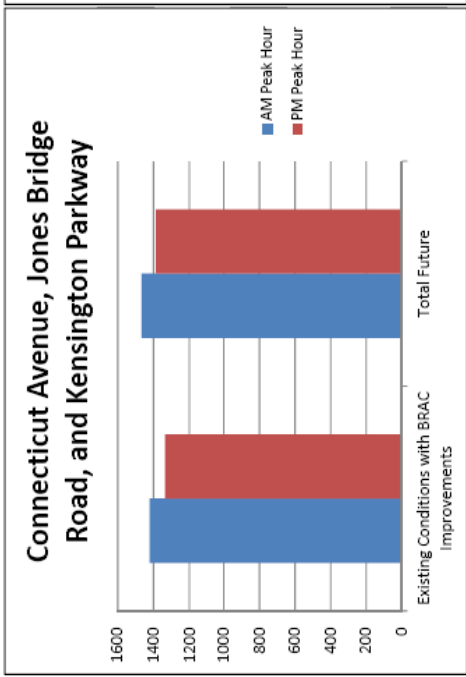
This diagram shows Existing, Approved, Phase I, and Total Future Development Trip generation based on build out of the Chevy Chase Land Company site. The total future development includes the M-NCPPC's NADMS assumptions and internal captured rate trip reduction. The total future build out of the site (phases I and 2) including office, commercial, and residential use is expected to generate a net 402 AM and 540 weekday PM trips.

Phase I Intersection Critical Lane Volume with Chevy Chase Land Co. Development and BRAC Improvements



This diagram shows Phase I development impact with all planned BRAC improvements at the Connecticut Avenue/Jones Bridge Road/Kensington Parkway intersection. All four major intersections operate within the congestion standard of 1,600 CLV.

Total Future (Phases I and 2) Intersection Critical Lane Volumes with Chevy Chase Land Co. Development and Improvements (BRAC and Land Co.)



This diagram shows total future development impact with all planned BRAC improvements at the Connecticut Avenue/Jones Bridge Road/Kensington Parkway intersection and Chevy Chase Land Company's proposed improvements at the Connecticut Avenue/Manor Road intersection. All four major intersections operate within the congestion standard of 1,600 CLV.

Intersection	Congestion Standard	Existing Conditions (w/o improvements)		Approved Plan ^a		Phase I ^b		Total Future with Phases I and 2 ^c		Total Future with 13% ^{as} Increase [*]	
		AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
1. Connecticut Avenue and Jones Bridge Road	1,600	1,780	1,690	1,478	1,416	1,445	1,375	1,467	1,386	1,652	1,560
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10. Connecticut Avenue and Raymond Street	1,600	965	724	969	734	987	746	982	742	1,107	836
11. Connecticut Avenue and Bradley Lane	1,600	1,373	1,216	1,377	1,228	1,395	1,232	1,390	1,231	1,568	1,389
12. Connecticut Avenue and Dunlop Street	1,600	936	1,023	952	1,055	984	1,067	973	1,059	1,095	1,192

This table depicts the result of Critical Lane Volume Analysis for existing conditions, approved plan, Phase I, Total Future (Phases I and 2) with an MNCPPC assumption of Future through traffic increase of 13% in the Sector Plan area. As shown in the table, with full build out (Phase I and II without the 13% future traffic increase) of the Chevy Chase Land Co. Site, BRAC improvements, and the Purple Line, all intersections would operate within the congestion standard of 1,600 CLV.

Notes:

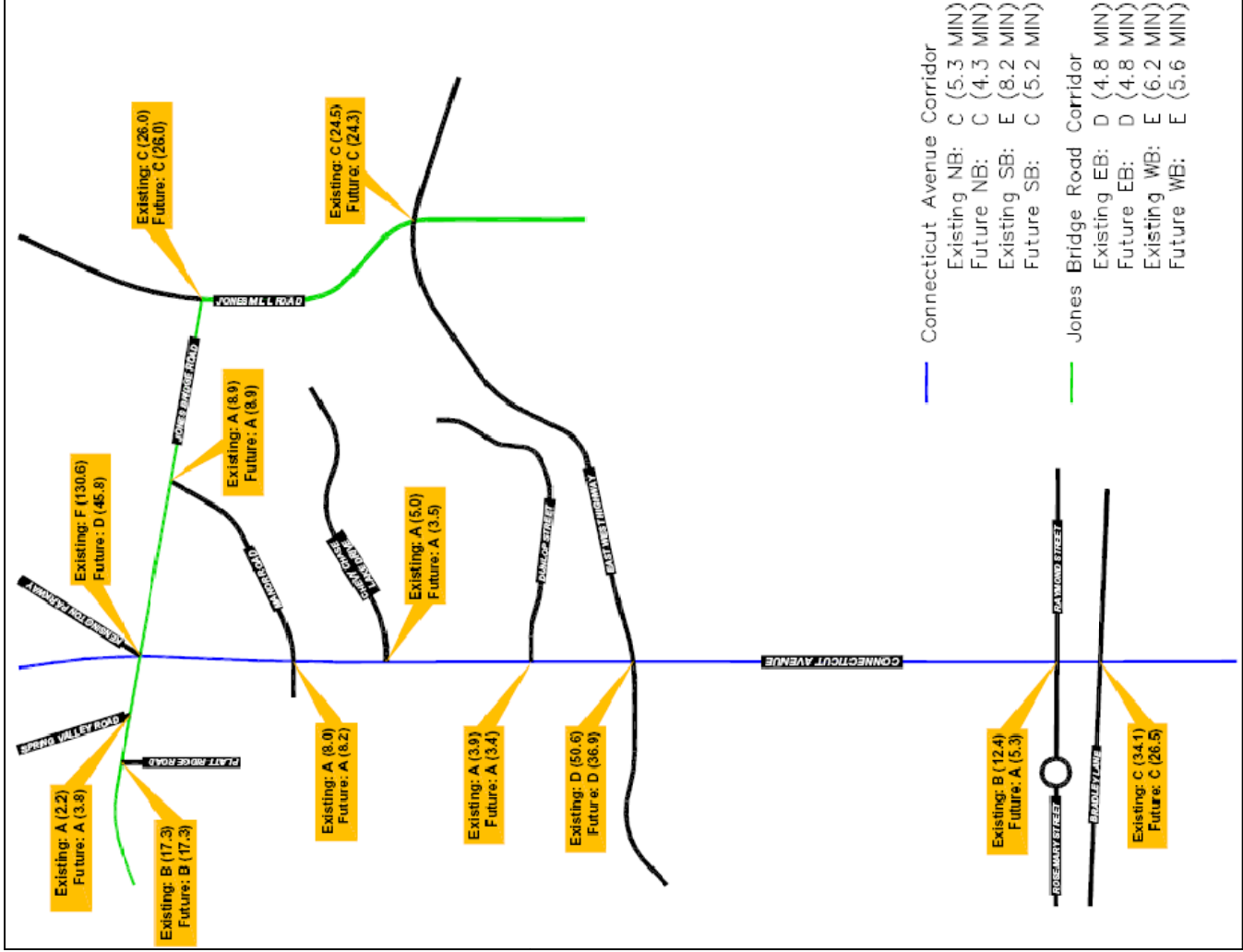
^aw/ BRAC improvements

^{as}The MNCPPC total future traffic analysis assumes a 13% overall increase in through traffic for the Chevy Chase Lake Sector Plan area.

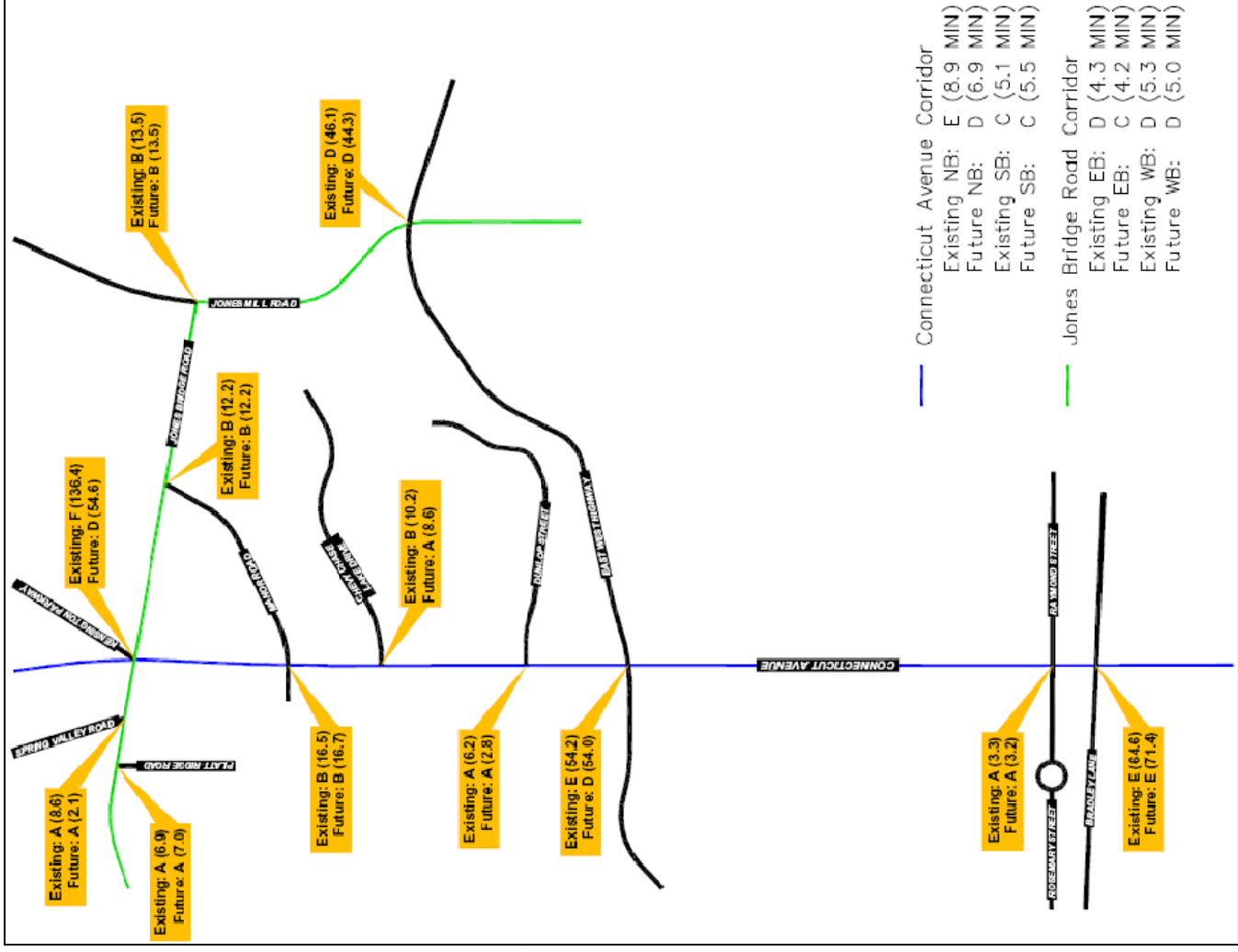
This CLV analysis incorporates trip reduction for NADMS and Internal Capture Rate.

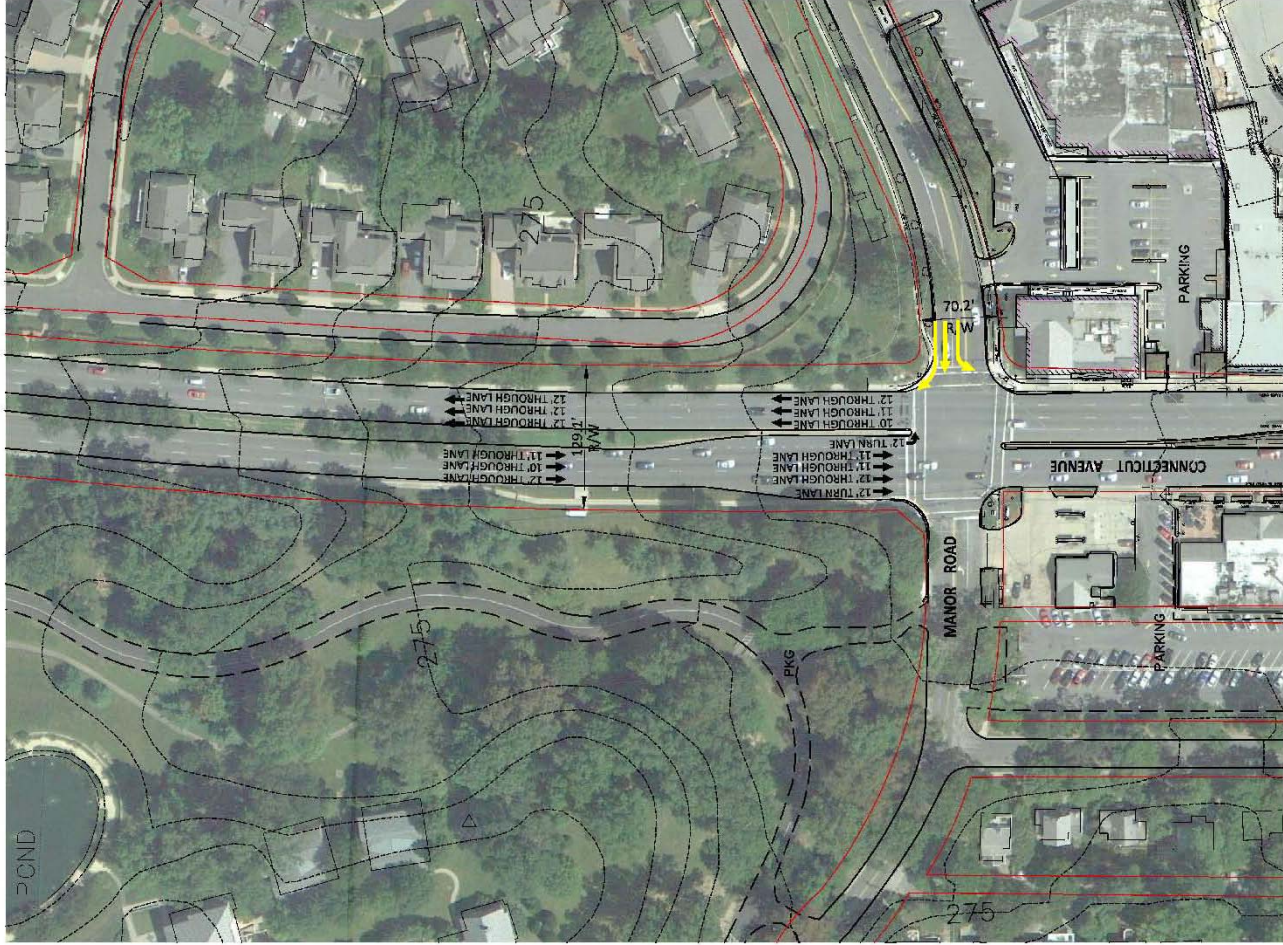
This diagram shows the result of the AM peak period delay/LOS study. All intersections would operate within congestion standard and pass the County's Adequate Public Facilities test. The delay and travel time on the two major corridors in the Chevy Chase Lake area is another measure of congestion but not required by the Montgomery County ordinances. However, the travel time and delay study was conducted to determine how much delay is experienced by travelers in this area. Two studied corridors were Connecticut Avenue from the Capital Beltway to Chevy Chase Circle and Jones Mill/Jones Bridge Road from East-West Highway to Platt Ridge Road in both directions for AM and PM Peak periods. The result for exiting as well as future Level of Service and overall average vehicle travel time is shown for this corridors

The LOS "E" usually translates into average vehicle speed of 40% of the free flow speed. This has been recognized by one of M-NCPPC studies as an acceptable LOS for just a few hours a day when compared to the cost of widening and considering the environmental and community impact of expanding roads. Both corridors would operate at LOS "E" or better during the AM and PM peak hours.



This diagram shows the result of same analysis for the PM peak period. The corridor would operate at LOS "E" or better during the AM and PM peak hours.





This diagram shows the right of way, lane configuration, lane width and the proposed future improvement at the Connecticut Avenue/Manor Road intersection. As shown, the Chevy Chase Land Company is proposing to add a westbound lane on Manor Road to provide for an exclusive right, a through and a left turn movement. This improvement can be accommodated within the existing right of way and future design would enhance the safety of pedestrian crossings at this location by providing a wide median and reduced curb radius.

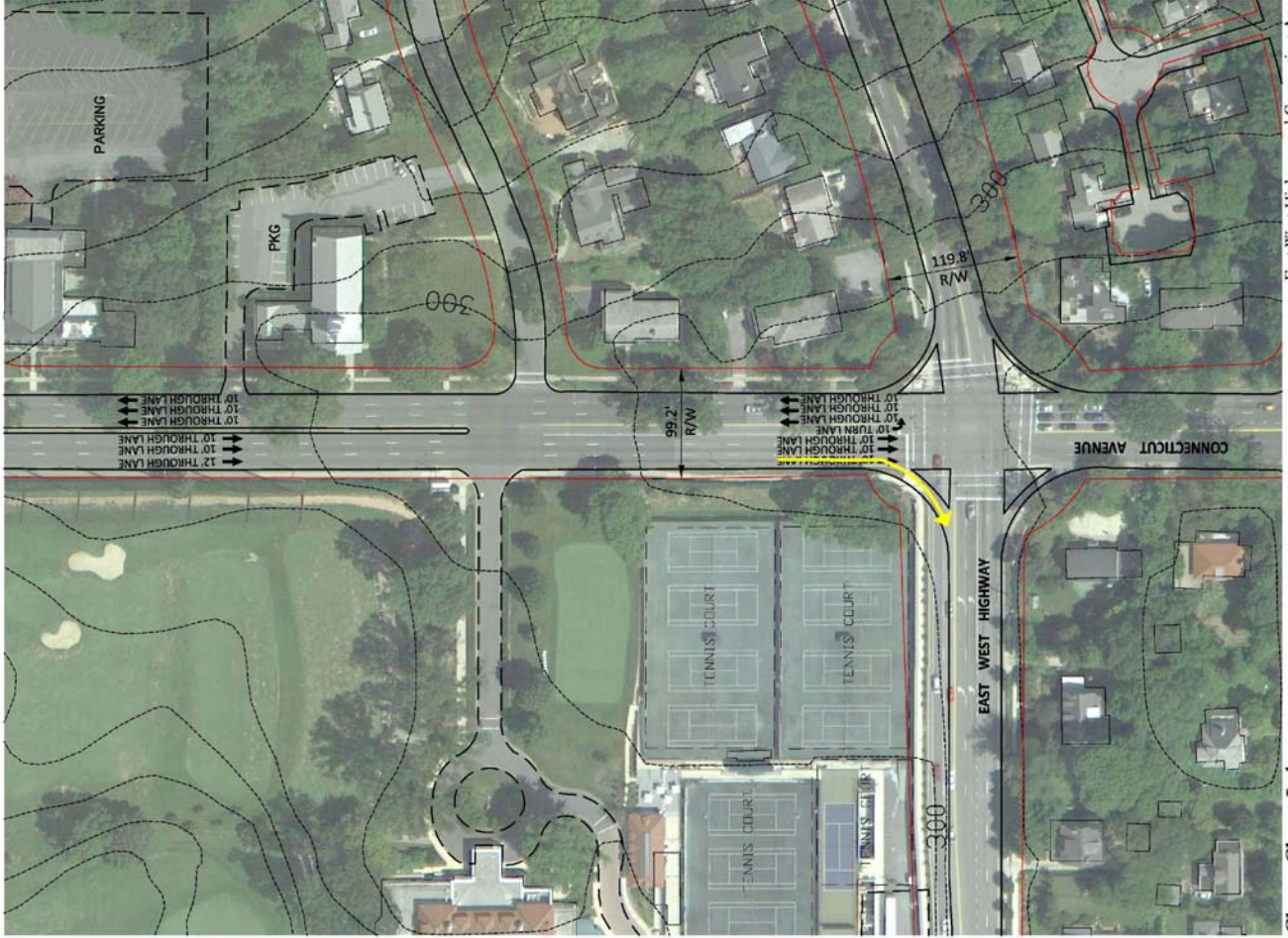
Chevy Chase Lake
 Chevy Chase, Maryland
 Prepared by NECA
 December 28, 2011

Manor Road and Connecticut Ave.

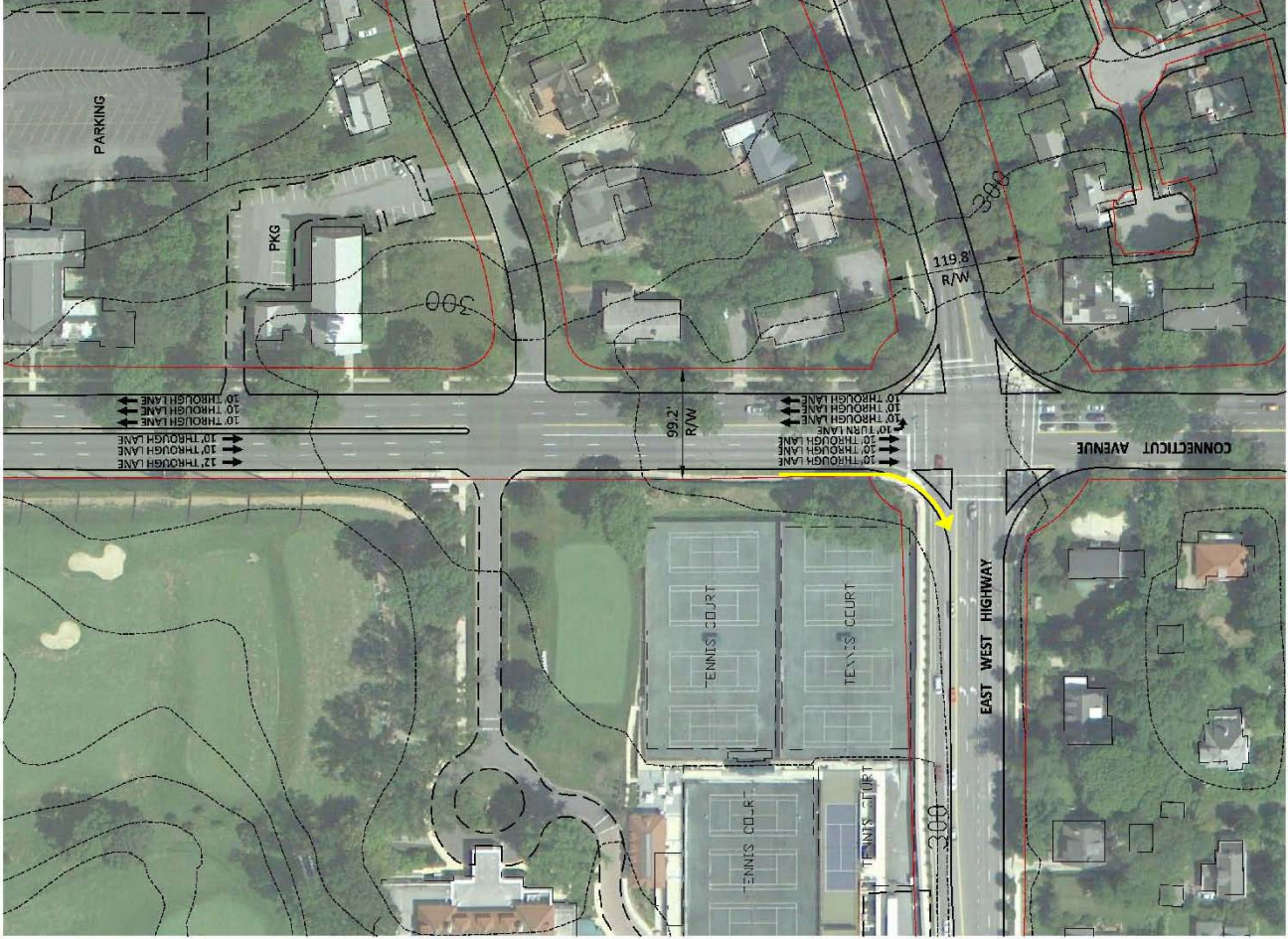
DRAFT

The aerial information shown on this plan was derived from subject property records and other sources within jurisdiction from the best available information. The images of coverage areas shown on this plan were obtained using Google Maps and Bing Maps.

Scale: 1" = 30'



Two options envisioned for possible improvements at the Connecticut Avenue/East-West Highway intersection as shown on this and the next slide. One option as shown in this diagram, is to convert the southbound curb lane on Connecticut Avenue to an exclusive right turn lane, provide two southbound through lanes and retain the southbound left turn lane.



Chevy Chase Lake
 Chevy Chase, Maryland
 Prepared by: PKVA
 December 28, 2011

The electronic information shown on this plan for a road layout shall not be construed as a guarantee of the accuracy of the information shown. The information shown on this plan is based on the best information available to the engineer at the time of preparation and is not intended to be a contract. The engineer shall not be held responsible for any errors or omissions on this plan.

DRAFT

East West Highway and Connecticut Ave.

Another option is to add a separate southbound right turn lane to Connecticut Avenue. Sufficient right of way exists according to GIS data obtained from M-NCPPC. These improvements will result in significant reduction of delay at this intersection.

Transportation Demand Management (TDM) Measures by Type

Type	Measures
Alternative Modes of Transportation	<ul style="list-style-type: none"> • Carpool program • Vanpool program • Transit service/shuttle service • Bicycle/pedestrian facilities and site improvements
Economic	<ul style="list-style-type: none"> • Fuel Tax • Road user charging • Parking charges • Tradable permits (combined with regulation by quantity) • Public transportation subsidization
Land Use	<ul style="list-style-type: none"> • Land use and transportation strategies such as: car free developments and location of new developments • Park and Ride facilities
Information for Travelers	<ul style="list-style-type: none"> • Travel information provided before a trip is taken
Substitution of Communications for Travel	<ul style="list-style-type: none"> • Teleworking • E-shopping
Administrative Measures	<ul style="list-style-type: none"> • Parking controls • Pedestrianized zones • Alternative working patterns such as variable work hours, flex-time, compressed work week and staggered work hours

TDM Strategies:

- Establish TDM program management (TPM)
- Provide for bus stops improvements
- Provide shower and locker facilities for bicyclists and walkers
- Provide secure and weatherproof bicycle parking
- Provide carpool and vanpool preferential parking
- Establish on-site car-sharing vehicle
- Provide car sharing incentives
- Establish on-site bike share program
- Establish employee shuttle/circulator
- Provide carpool and vanpool matching service
- Provide Guaranteed Ride Home Program
- Develop TDM program branding
- Establish commuter information center (website, brochure display, bulletin board, etc.)
- Encourage flexible or alternative work hours
- Provide transit and vanpool subsidies
- Provide SmarTrip cards to employees, residents, visitors and patrons
- Encourage pre-tax deduction of transit and vanpool fares to tenants
- Encourage telework program to tenants
- Develop a comprehensive parking demand management plan
- Facilitate development of employer/residential Transportation Coordinators
- Provide new-resident or tenant commuter information package
- Promote real-time transit information
- Create site-based transportation guide
- Participate in Ozone Action Days and similar regional activities
- Conduct commute surveys
- Conduct traffic counts



COMMUNITY OUTREACH

The Chevy Chase Land Company has undertaken a significant community outreach effort as a part of the Sector Planning process. The following details the Land Company's outreach efforts.

Community Survey:

In January 2012, the Chevy Chase Land Company sent out an online survey which covered all of the 20815 zip code, along with some addresses in Kensington and East Bethesda, which border Chevy Chase Lake. Ultimately, we had 581 respondents, 76% of whom lived in the 20815 zip code. We tabulated their responses regarding their preferences for the Chevy Chase Lake area, and have found the responses very helpful as we formulated our plan.

Meetings in Communities:

Lisa Fadden, Senior Vice President for Public Relations, visited every community (some on multiple occasions) that she was able to make contact with in order to keep the municipal governments and homeowners associations apprised of the Land Company's vision and keep the neighborhoods updated on the process. These included:

Chevy Chase Hills

Section 3

Kensington

Chevy Chase View

Chevy Chase Park

The Town of Chevy Chase Long Range Planning Committee

Coquelin Run Citizens Association

Hamlet Place and Hamlet House

8101 Connecticut Avenue

Classic Residence Senior Facility

North Chevy Chase

Rock Creek Hills

Meetings with the Connecticut Avenue Corridor Committee

Section 5

Meetings with Connecticut Avenue Corridor Committee

The Chevy Chase Land Company met with the Connecticut Avenue Corridor Committee approximately every two weeks from November through March, and structured our meetings so that we dealt with a variety of important topics including: height and density, open space, pedestrian accessibility and traffic. After March, these meetings continued generally with the Coalitions' representatives and still are ongoing. High quality working relationships have been established with this group.

Regularly scheduled Happy Hours at Tavira

We hosted several happy hours at Tavira where residents had an opportunity to come and ask questions in an informal environment.

February 23rd Happy Hour – Approximately 85 attendees.

April 24th Happy Hour – approximately 30 attendees.

May 9th Happy Hour – approximately 30 attendees

Meetings with various interest groups:

Action Committee for Transit

GROWS (Grass Roots Organization for the Well Being of Seniors)

PTAs from North Chevy Chase and Rosemary Hills

Western Montgomery Citizens Advisory Board

Bethesda Chevy Chase Chamber of Commerce

The Chevy Chase Land Company's outreach was as comprehensive as possible, and we think has built a strong foundation for a long term community conversation in Chevy Chase Lake as the changes within the sector plan move forward.