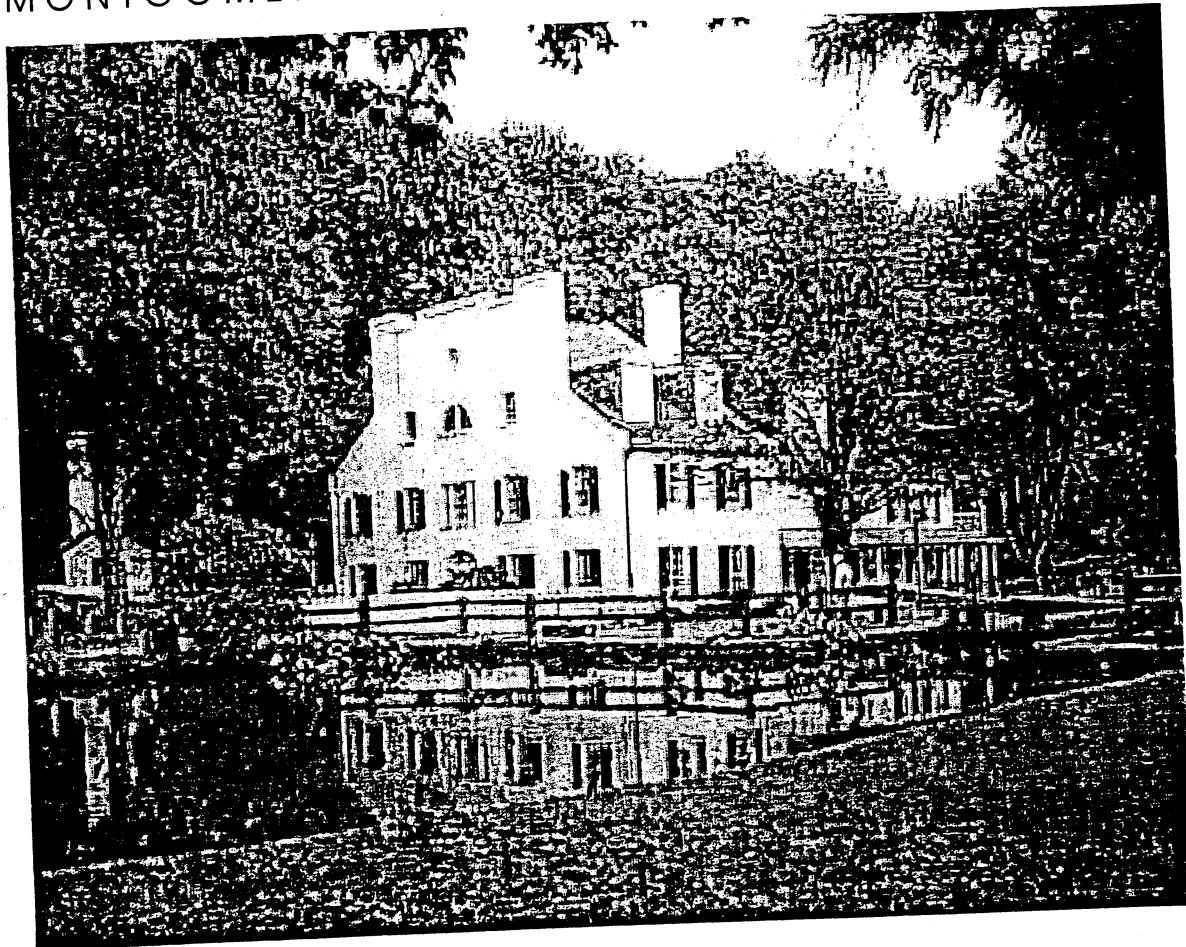


POTOMAC SUBREGION MASTER PLAN

MONTGOMERY COUNTY PLANNING DEPARTMENT



*An Amendment to the Master Plan for the Potomac Subregion,
May 1980, as amended; the Gaithersburg Vicinity Master Plan,
January 1985, as amended; the Master Plan of Bikeways, May 1978,
as amended; the Master Plan of Highways
within Montgomery County, as amended.*

THE MARYLAND-NATIONAL CAPITAL PARK & PLANNING COMMISSION

The following guidelines apply to the optional method of development:

- Provide public facilities and amenities, such as a green park.
- To achieve a more compatible site layout that accommodates a significant residential component, the required building setbacks may be reduced to 50 feet with appropriate landscaping in the following locations (See Figure 1.): along Cabin John Park, and along Coddle Harbor Lane if residential townhouses are provided.
- Locate the housing for the elderly in proximity to Cabin John Park and integrate it with other residential projects on the site.
- Ensure compatibility of housing for the elderly with the adjacent townhouses at Inverness Knolls in terms of setbacks, landscape, height, bulk, and architectural details.

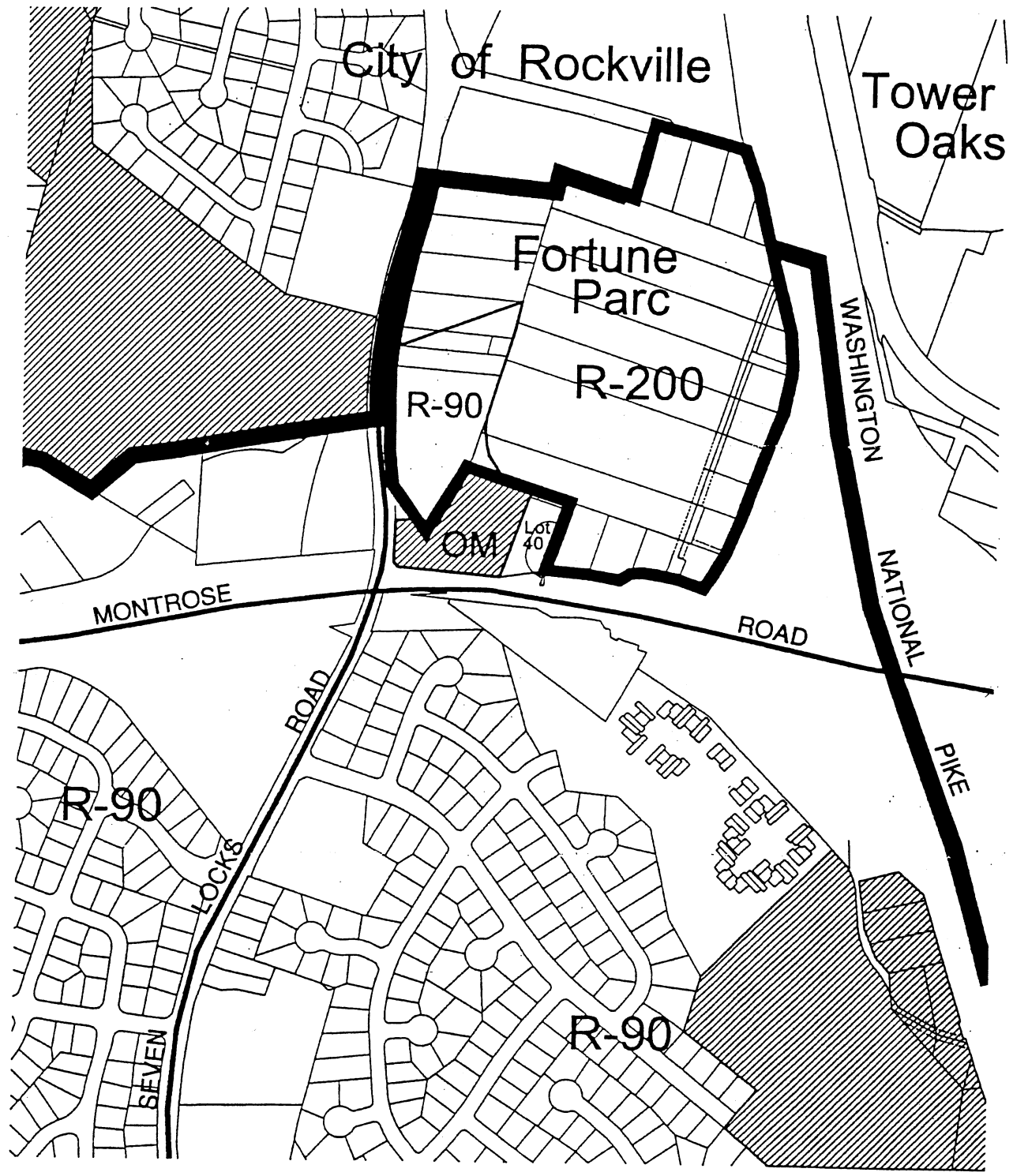
Fortune Parc

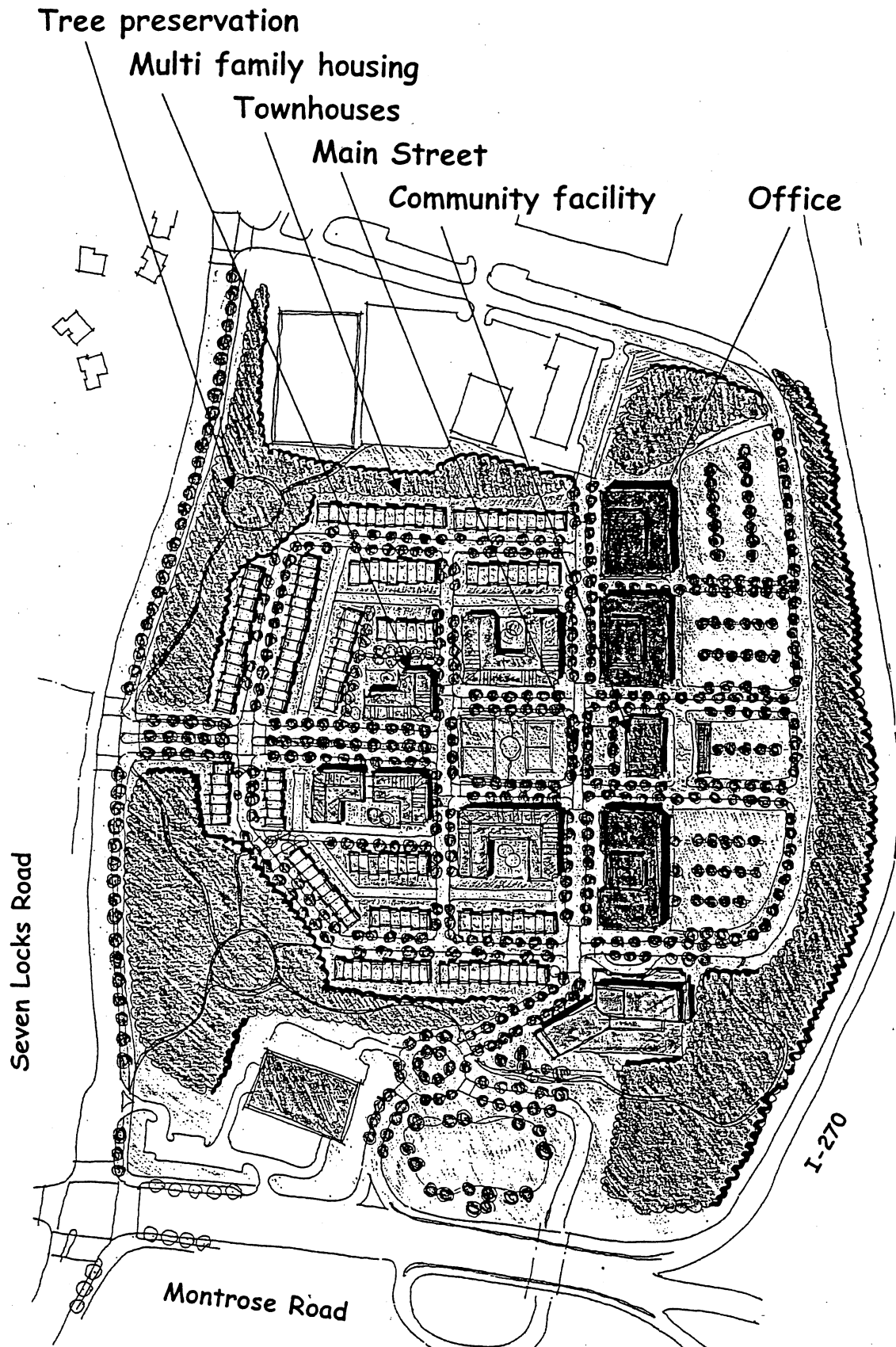
This wooded, 50.91-acre site is located at the northwest quadrant of I-270 and Montrose Road and includes the adjacent 1.85-acre Cohen site on Montrose Road (Lot 40, zoned O-M) and land south of Montrose Road that will remain undeveloped. (See Map 8.) Agreements between Fortune Parc, the State Highway Administration, and the abutting property owner to the south have included land purchases and exchanges, and construction of an access road system and underpass from Fortune Parc to Montrose Road and I-270.

The site is within the City of Rockville's Urban Growth Area Limit and could be annexed to the City. The majority of Fortune Parc lies within the City of Rockville sewer service district. State law requires the Montgomery County Council to consent to annexation if the proposed land use is not substantially different from that recommended by the County master plan. In this case, the *City of Rockville Master Plan* (1993) recommends that Fortune Parc be developed as campus-like offices with visual buffers and height limits. This Plan recognizes the site's commercial potential, but envisions an environment developed with mixed uses and a compact pedestrian-friendly development pattern, interspersed with open spaces.

Fortune Parc is currently zoned R-200, but was recommended for I-3 in the 1980 Plan in response to the site's size, location, and increasing development in the I-270 Corridor. In 1980, the maximum density in the I-3 Zone was 1.5 FAR, which could have yielded 3,326,459 square feet of development on Fortune Parc. The I-3 Zone was subsequently amended to reduce the FAR to 0.5, yielding a maximum of 1,108,820 square feet.

This Plan's recommendations set density limits consistent with the current I-3 Zone. While employment uses are highly desirable along the I-270 corridor, it is also important to create a mix of uses rather than the sterile environment of a single-use office park.





Recommendations

- Create an option in the I-3 Zone adding housing and retail uses to create a mixed-use development with a commercial component having an employment emphasis, when recommended by the applicable master plan. A TDRS program should be part of this option. Housing for the elderly should be a permitted use.
- Create a mixed-use center that provides employment, housing, and retail opportunities configured to minimize environmental impact.
- Including the adjacent Lot 40, the allowable density on the site will not exceed 850,000 square feet (0.39 FAR) of commercial space; office, street retail, and hotel, 300 apartments, and 150 single family homes. An additional 150 dwelling units may be provided as part of a TDRS program. The final combination of densities must not exceed trip generation rates equal to an office project at 0.5 FAR.
- Include the property in the Washington Suburban Sanitary District (WSSD).
- This development must provide a shuttle service to Metro. Additional trip mitigation measures such as the provision of a park-and-ride facility, or financial contribution to such a facility, should be considered at site plan.

Land Use and Design Guidelines

- Development on this site shall meet this Plan's general design principles.
- Preserve the mature upland forest on the southwest portion of the site and, to the maximum extent possible, the steep slopes along Seven Locks Road.
- Create a public "Main Street" through the site that connects to existing office development on Montrose Road and with commercial development at Fortune Terrace. This axial street should be lined with retail uses, including restaurants and sidewalk cafes that animate the street. (See Figure 2.)
- Provide a public street to connect "Main Street" to Seven Locks Road.
- Locate a residential neighborhood with a variety of housing types and adequate community and recreation facilities on the site's west side.
- Locate offices on the site's east side, between the "Main Street" and I-270, with buildings defining the street and structured parking to the rear. Buildings should not exceed eight stories and should include ground floor retail.

parking structure must be designed with compatibility features that minimize its bulk such as landscaped building elevations, wall offsets, and architectural articulation. The shelter shall be designed to shelter grocery store shoppers from inclement weather.

Page 47: Amend the bullet language under "Cabin John Center guidelines" as follows:

Second bullet:

- To achieve a more compatible site layout that accommodates a significant residential component, the required building setbacks may be reduced to 50 feet with appropriate landscaping in the following locations (See Figure 1.): along Cabin John Park, along the R-90 zoning boundary line at the stormwater management pond, and along Coddle Harbor Lane if residential townhouses are provided.

Page 47: Amend the third paragraph under the heading "Fortune Parc" as follows:

Fortune Parc is currently zoned R-200 and R-90, but was recommended for I-3 in the 1980 Plan in response to the site's size, location, and [increasing] development trends in the I-270 Corridor.

Page 50: Amend the bulleted language under the heading "Recommendations" as follows:

- Create an option in the I-3 Zone adding housing and retail uses to create a mixed-use development with a commercial component having an employment emphasis, when recommended by the applicable master plan. A TDR program should be part of this option and housing for the elderly should be a permitted use. In the event that the County Council does not adopt a zoning text amendment to create such an option, this master plan recommends the I-3 zone at time of sectional map amendment and the floating MXPD Zone as the ultimate zone for the property.
- Create a mixed-use center that provides employment, housing, and retail opportunities configured to minimize environmental impact.
- Including the adjacent Lot 40, the allowable density on the site will not exceed 850,000 square feet (0.39 FAR) of commercial space or, without Lot 40, 800,000 square feet; office, street retail, and hotel, 300 apartments, and 150 single family homes. An additional 150 to dwelling units may be provided as part of a TDR[S] program. The final combination of densities must not exceed trip generation rates equal to an office project at 0.5 FAR.
- Should Lot 40 not be incorporated into the development plan for the Fortune Parc tract, this plan reconfirms the O-M Zone existing on the property.
- Include the property in the Washington Suburban Sanitary District (WSSD).
- [This development must provide a] A shuttle service or other transit connection should be provided to Metro when development supports the service as determined at time of development plan approvals. Additional trip mitigation measures such as the provision of a park-and-ride facility, or financial contribution to such a facility, should be considered at site plan.

Page 50: Amend the bulleted language under the heading "Land Use and Design Guidelines" as follows:

Third Bullet:

- Create a public "Main Street" through the site that connects to existing office development on Montrose Road and with commercial development at Fortune Terrace. This axial street should [be lined] contain buildings with ground floor retail uses where appropriate, including restaurants and sidewalk cafes that animate the street.

Sixth Bullet:

- Locate offices on the site's the east side, between the "Main Street" and I-270, with buildings defining the street and structured parking to the rear. Buildings should [not exceed] be limited to eight stories unless the Planning Board finds during development review that additional height would be compatible with surrounding development. Buildings [and] should include ground floor retail where appropriate.

Page 54: Amend the bulleted language under "Giancola Quarry" as follows:

Second bullet:

- Retain the adjoining parcel 616, owned by the Quarry, as a forest conservation area as part of future development. This Plan also recommends that River Road remain the primary access point. Access may be problematic and the number of units may be reduced if these problems cannot be addressed at subdivision.

Page 54: Amend the last two sentences in the first paragraph and the bulleted text as follows:

Because of its unique configuration and topography, the site is appropriate for multifamily residential development, including housing for the elderly. This should not be considered precedent for multifamily development in the surrounding areas because they do not have the topographic features unique to this site.

- The zone of the site RMX-1/TDR-6 to create a residential community. Housing for the elderly is a suitable special exception use for the site. [Public and institutional] Development for transportation, communication and utilities, commercial, services, cultural, entertainment and recreational, and other non-residential uses [are also] would not be appropriate [for the site given at its road accessibility. Commercial development is] and are not recommended.
- The maximum density on this site must not exceed 80 single family-units (including MPDUs) under the standard method. A waiver of the requirement for 15 percent

Item # 2

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-----Original Message-----

From: Israel, Benjamin L.
Sent: Tuesday, February 04, 2003 12:16 PM
To: 'Imoran@ci.rockville.md.us'
Cc: 'DJenkins@ci.rockville.md.us'
Subject: Fortune Parc Development
Importance: High

My name is **Benjamin Israel** and I am the newly-elected President of the **Potomac Springs Civic Association** (the "Civic Association"). Our community is located in the City of Rockville (the "City") on the west side of Seven Locks Rd. north of Montrose Rd and south of Wooten Pkwy., with access to Seven Locks Rd. via Twin Oak Dr. There is no other road access to our community, which otherwise backs up to Potomac Woods Park (the "Park"). Our Civic Association represents 109 families.

I am writing to you as a surrogate for the Mayor and Council regarding our concern regarding the proposed Fortune Parc mixed use development (the "Proposed Project") currently before the Montgomery County Planning Board ("MCPB") for approval. To date I have spoken with or otherwise have been in direct or indirect contact with Dwayne Jenkins, Scott Parker, Dean Mulander, Bob Spaulding, and Burt Hall of the City of Rockville. I have also spoken with Callum Murray of the MCPB. Finally, I have spoken with Bob Youngentob, one of the developers of the Proposed Project, and his counsel. Over the past two and one-half months I have received professional responses from all of the City employees mentioned above, but have essentially been told that as the Proposed Project is not within city limits the City has no authority over the Proposed Project. However, most -- if not all -- of the City employees I spoke with acknowledged that as the Proposed Project is in the City's Water District, requires access to Fortune Terrace (and therefore modifications at the east end of that street), and now proposes to have access to the Park (and therefore requires the paving of a pathway with a new entrance to the Park via Seven Locks Rd. for these new non-City residents), and therefore the City has some leverage over the Proposed Project vis-à-vis the MCPB approval process. Without that leverage, as City residents our Civic Association has little standing with the MCPB and the developers, *i.e.* we are stuck in a jurisdictional no man's land.

On behalf of the 109 families represented by our Civic Association I am writing to solicit the City's support before the MCPB to protect our community's safety, beauty, and use of the Park. Specifically, I am soliciting the City's support on the following issues:

- **Traffic Impacts.** We are extremely concerned regarding increased traffic, particularly South-bound traffic, on Seven Locks Rd. The developers have commissioned a traffic warrant study which indicates the need for a new traffic light at the proposed entrance to the Proposed Project on Seven Locks Rd. That appears to validate our concern regarding increased traffic, and therefore increased safety hazards, on Seven Locks Rd. Without the benefit of traffic experts we somewhat modestly suggest the following proposals: (a) the addition of a new traffic light at the intersection of Twin-Oak and Seven Locks Rd. (tripped by traffic on Twin Oak approaching Seven Locks); (b) limiting in-coming and out-going traffic at the proposed new intersection at the proposed Seven Locks Rd. entrance to the Proposed Project to residential traffic only (by posting signs with occasional police presence if warranted for enforcement); (c) closing off the east end of Fortune Terrace to prevent over-load traffic on Fortune Terrace; and (d) changing the proposed traffic pattern to accommodate west-bound traffic from the Proposed Project at Montrose Rd.