



Ourisman Ford at Montgomery Mall, Sketch Plan No. 320170100

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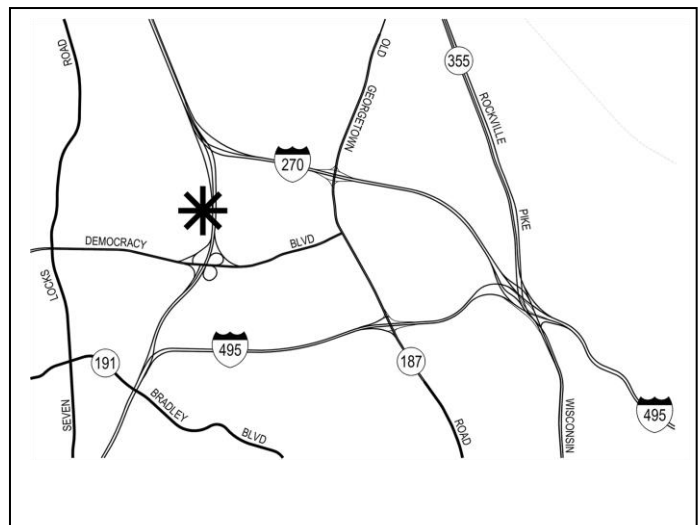
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Completed: 11/17/17

Description

- Request to approve a Sketch Plan to allow 355,822 square feet for a multi-unit, 75-foot high, apartment building with 12.5% MPDUs on a former automobile dealership site, with public open space, recreation amenities, structured parking, hardscape, landscape and stormwater management improvements;
- 4.08 acres zoned CRT-2.5, C-1.5, R-2.0, H-75;
- Location: 10401 Motor City Drive in the northeast corner of Westlake Terrace and Motor City Drive intersection;
- 2017 Rock Spring Master Plan area;
- Applicant: FP Whitro Westlake, LLC;
- Acceptance date: July 19, 2017.



Summary

- Staff recommends approval with conditions.
- The Property has a site plan approved in 2009 under the C-2 Zone for a mixed-use building with retail on the ground floor. That project was never built. The applicant is now proposing an all-residential building because the site's location is deemed unsuitable for retail. The Applicant wants to build the proposed project under the new CRT Zone, which requires a Sketch Plan for a project of this size before an amendment or a new site plan can be filed.
- Staff has received no correspondence from noticed parties as of the date of this report.

SECTION 1: RECOMMENDATION AND CONDITIONS

Staff recommends approval of Sketch No. 320170100. The following site development elements shown on the latest electronic version of the Sketch Plan as of the date of this report submitted via ePlans to the M-NCPPC are binding under Section 59-7.3.3.F:

1. Maximum density and height;
2. General location and extent of public open space;
3. General location of vehicular access points; and
4. Public benefit schedule.

All other elements of the Sketch Plan are illustrative.

This approval is subject to the following conditions:

1. Density
The Sketch Plan is limited to a maximum of 355,822 square feet of residential uses. The total number and distribution of units will be determined at Site Plan review.
2. Height
The building height must not exceed 75 feet.
3. Incentive Density
The development must be constructed with the public benefits listed below, unless modifications are made under Section 59-7.3.3.I. Total points must equal 50 and must be chosen from at least three categories as required in Section 59-4.5.4.A.2. The requirements of Division 59-4.7.1 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Final points will be established at Site Plan.
 - a. Major Public Facilities, achieved through provision of a bikeshare station;
 - b. Transit Proximity, achieved through Level 2 proximity to an existing transit center;
 - c. Connectivity and Mobility, achieved through minimum parking;
 - d. Diversity of Uses and Activities, achieved through providing enhanced accessibility;
 - e. Quality Building and Site Design, achieved through structured parking; and
 - f. Protection and Enhancement of the Natural Environment, achieved through a cool roof and vegetated areas.
4. Future Coordination for Site Plan
In addition to any other requirements for Site Plans under Chapter 59, the following must be addressed when filing a Site Plan:
 - a. Demonstrate how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guidelines requirements;
 - b. Submit a noise study for noise generated by traffic on the I-270 spur;
 - c. Coordinate with the Montgomery County Department of Transportation (MCDOT) Commuter Services Section regarding placement of a bikeshare station; and
 - d. Provide dedication to achieve 45 feet from centerline along Westlake Terrace in a deed of dedication.

SECTION 2: SITE DESCRIPTION

Site Vicinity and Description

The Property is surrounded by a mix of existing commercial, institutional, multi-family residential, office, and retail uses. Immediately to the north of the Property is an existing multi-story office building with a surface parking lot. To the east across the I-270 spur is the Rock Spring Office Park. To the south across Westlake Terrace is the Westfield Montgomery Mall site including the Transit Center with Metrobus and Ride On buses. A United States Post Office and Home Depot store are located to the northwest and west, respectively. Further to the west, condominiums and townhouses are located on the west side of Westlake Drive, along with the entrance to the Cabin John Regional Park (Figure 1).

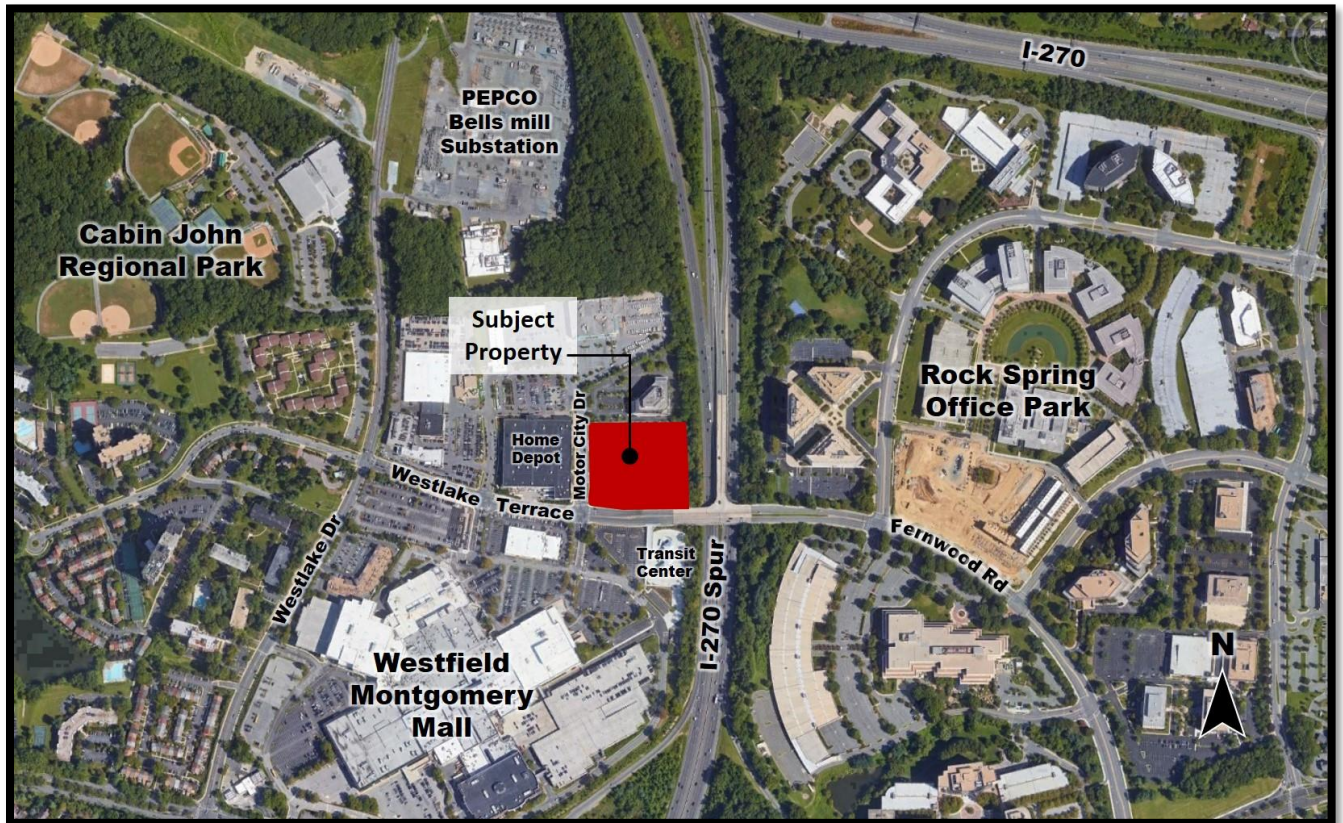


Figure 1: Vicinity Map

The Property is located at the northeast corner of the Motor City Drive and Westlake Terrace intersection and is the location of the former Ourisman Ford Automobile Dealership. It has a gross tract area of 117,911 square feet, or 4.08 acres, and is known as Parcel B of the Montgomery Mall Auto Park Subdivision, recorded in January 1980. It is currently improved with a 37,300-square-foot building and a surface parking lot (Figure 2). The Property slopes down from the southeast to the northwest. In 2014, the Countywide Zoning Rewrite and the subsequent comprehensive map amendment rezoned the Property from C-2 to CRT-2.5, C-1.5, R-2.0, H-75.

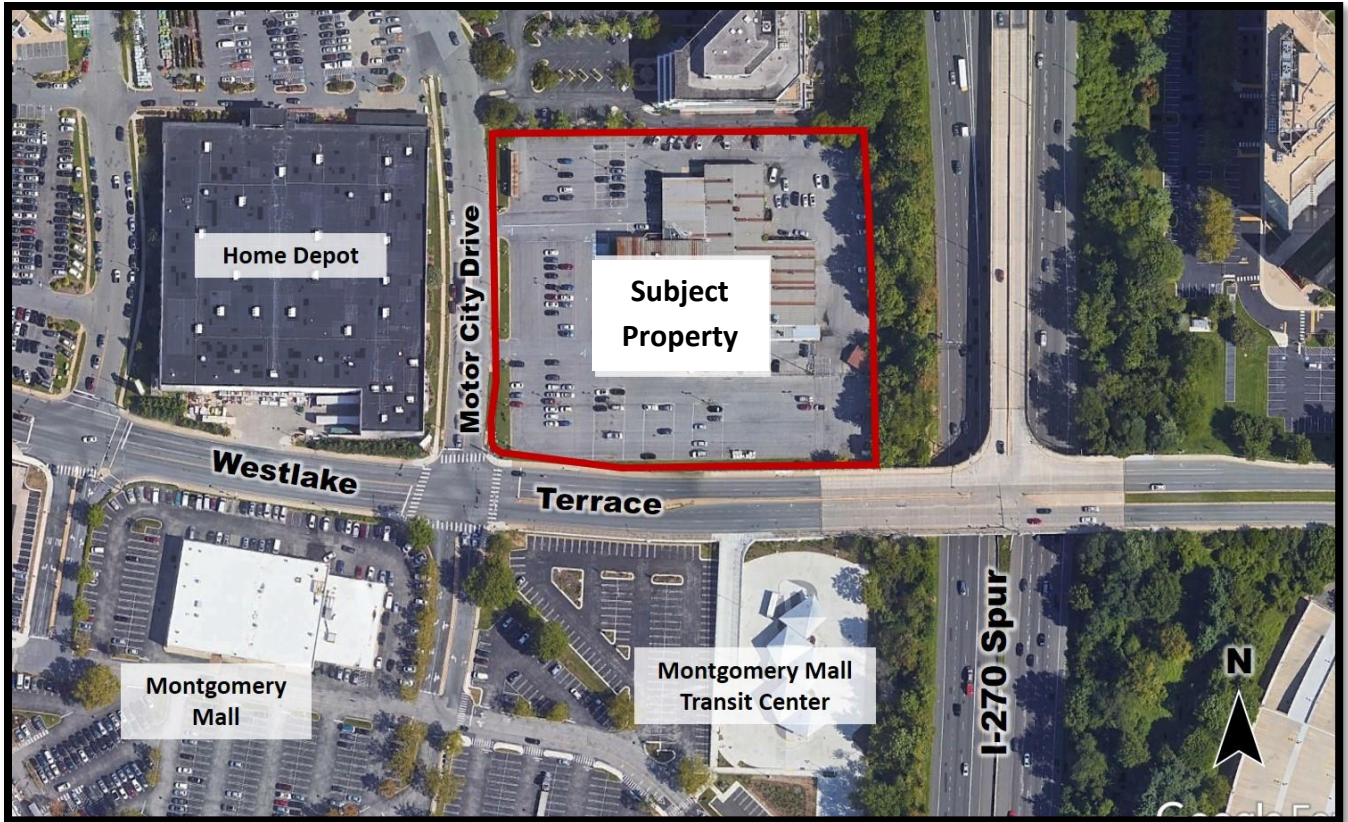


Figure 2: Subject Property

The Property contains no streams or stream buffers, wetlands or wetland buffers, hydraulically adjacent steep slopes, 100-year floodplains, or known occurrences of Rare, Threatened or Endangered species. The Proposed Application is in conformance with the Montgomery County Planning Department’s *Environmental Guidelines*.

In October 2009, the Planning Board approved Site Plan No. 820090140 for this Property to allow a mixed-use development under the (then) C-2 Zone for 340 dwelling units including 12.5% MPDUs, 42,000 square feet of retail, and 12,000 square feet of restaurant space in a 75-foot high building with a 645-space parking garage. This site plan was never implemented, partly because the amount and the location of the retail space was not marketable. Retail at this site must compete with the existing retail in the nearby Montgomery Mall, and the location of the proposed retail deep within the building with no exposure to the street made it even harder to be feasible. Since then, the Property’s zoning has been changed from C-2, (which requires that some retail must be built on the Property) to CRT-2.5, C-1.5, R-2.0, H-75, a mixed-use zone that allows both residential and non-residential uses, but does not mandate retail use. Therefore, the Applicant has decided to seek approval for an all residential building under the new CRT Zone, which requires a sketch plan for a building of this size before a site plan application can be filed.

SECTION 3: PROJECT DESCRIPTION

Proposal

The Project will replace the existing structures and surface parking lot associated with the former automobile dealership with a residential redevelopment of up to 355,822 square feet (approximately 340 residential units, including MPDUs) in a 75-foot high building. The proposed project will achieve the maximum allowed residential density of 2.0 FAR of residential use for the Property; no retail space is proposed.

The proposed building will be located close to the property lines along Motor City Drive and Westlake Terrace. Ground-level units are proposed on all four sides of the building with stoops and to encourage daily interaction and engagement among neighbors. At the street level, the facades will be mostly glass; however, final facade articulation will be determined at site plan review. The main pedestrian entrance to the building is from the plaza at the corner of Westlake Terrace and Motor City Drive.

The building will have a structured parking garage for approximately 373 vehicles and parking spaces for bicycles. The parking garage will have vehicular access from Motor City Drive; the service dock is on the north side of the building accessed via a short driveway from Motor City Drive (Figure 3).

Open Space

The proposed Public Open Space of 17,786-square feet equals 10% of the tract area and will be located at the corner of Motor City Drive and Westlake Terrace intersection (Figures 3 and 6). It will function as an entry space at the main entrance of the building, and includes hard and soft landscape areas, plants, seating and other open space amenities. It is designed to encourage pedestrian and bicycle connections to the surrounding existing uses.

In addition to the public open space, the Applicant proposes a vegetated area with a trail at the east and south sides of the Property that is not part of the public open space calculations. The trail is intended to provide active and passive recreation opportunities primarily for residents and will be accessible to the public only during daylight hours. The project also includes two private courtyards, one with an outdoor swimming pool open facing the I-270 spur, and the other entirely enclosed within the residential building.

Community Outreach

On May 25, 2017, the Applicant held a pre-submittal meeting at the Davis Library at 6400 Democracy Boulevard, Bethesda, which was attended by three people. The Applicant has complied with all submittal and noticing requirements. Staff has not received any correspondence as of the date of this report.



Figure 3: Proposed Sketch Plan



Figure 4: Proposed Building Massing

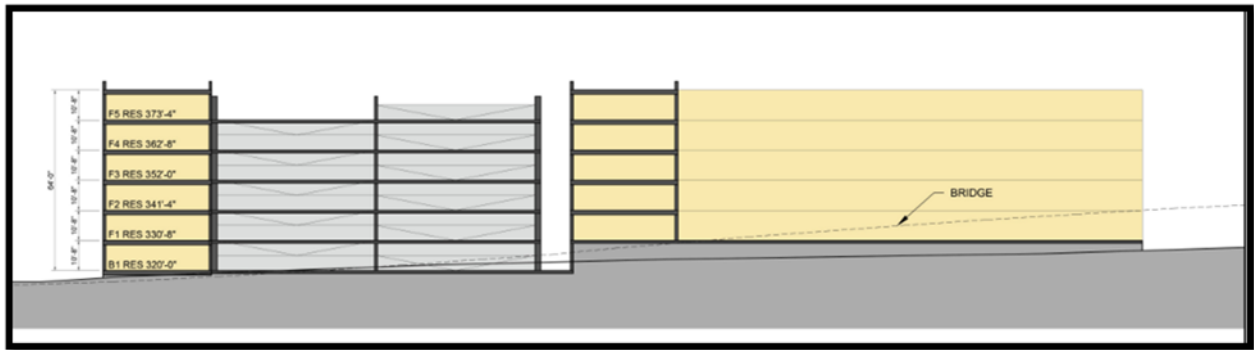


Figure 5: Building Cross-Section Facing North

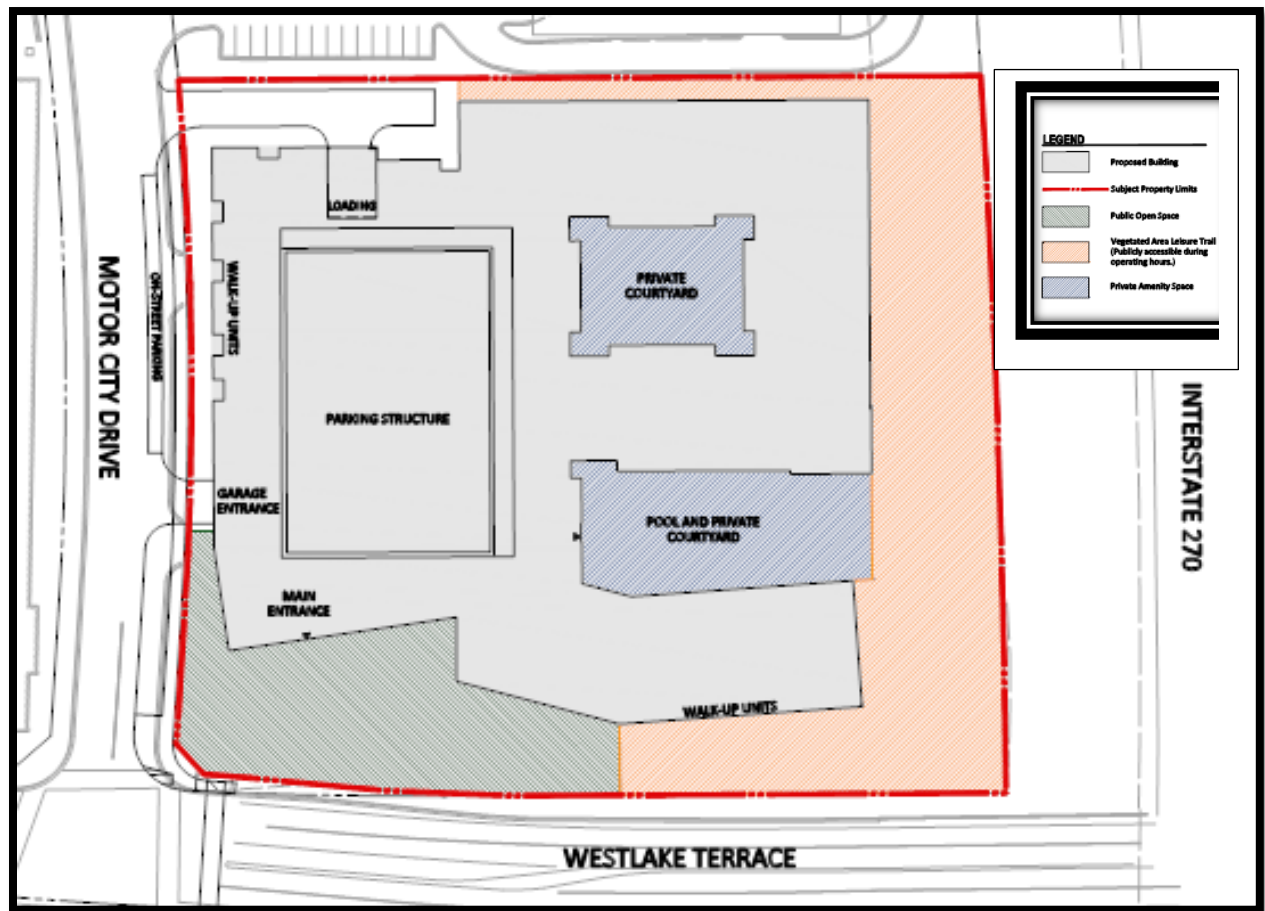


Figure 6: Public Open Space

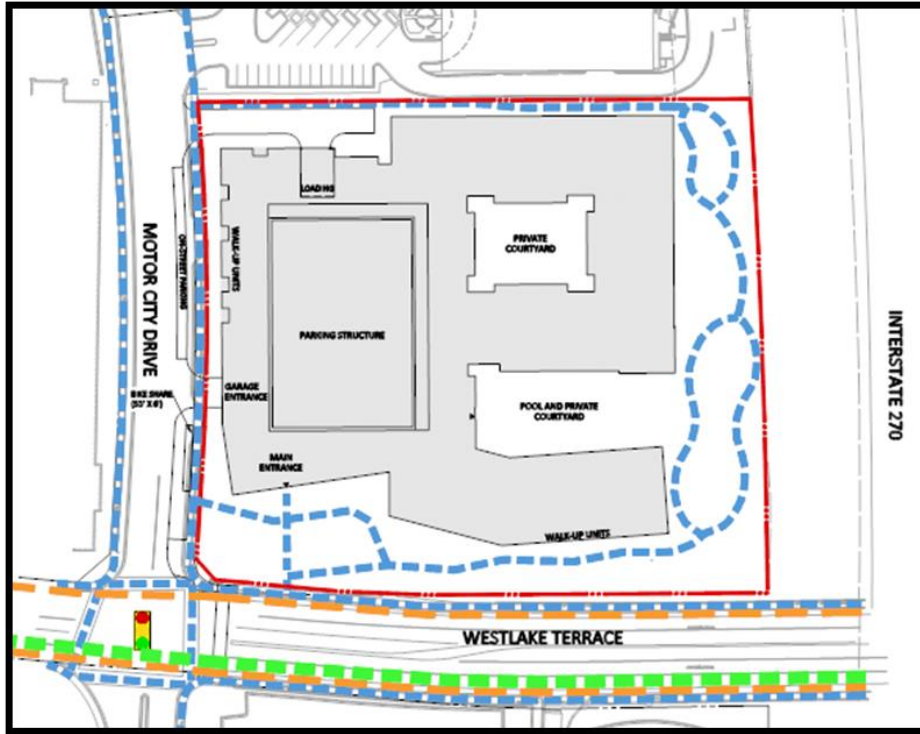


Figure 7: Bicycle and Pedestrian Circulation (Pedestrian paths = blue dashed lines, Existing On-street striped Bike Lanes = tan dashed lines, Future 2-way separated Bike Lanes = green dashed line)

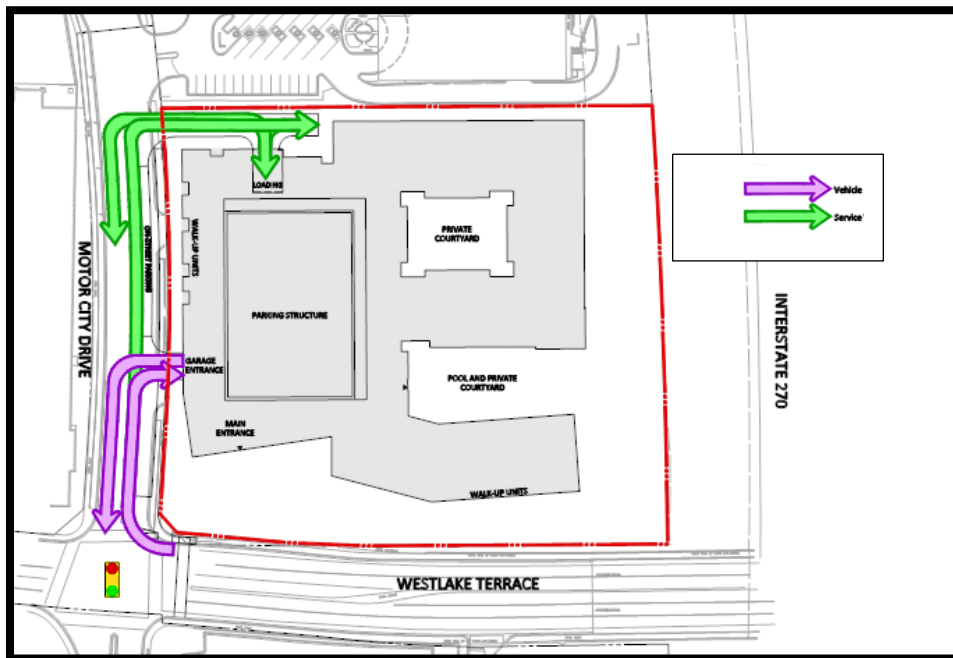


Figure 8: Vehicular Circulation



Figure 9: Solar Study

SECTION 4: ANALYSIS AND FINDINGS

The purpose of a Sketch Plan is to identify general land uses, development intensity, and public benefits for the optional method of development in the CR, CRT, EOF, or LSC Zones. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, heights and anticipated uses, the locations of open and public use spaces, the general circulation patterns for all modes of transportation, an estimated range of peak-hour trips and relationships between existing or proposed adjacent buildings and rights-of-way. Details of the proposed development are determined during Preliminary and Site Plan review.

Section 59-7.3.3.E of the Zoning Ordinance states: “To approve a sketch plan the Planning Board must find that the following elements are appropriate in concept and appropriate for further detailed review at site plan. The sketch plan must:”

1. *meet the objectives, general requirements, and standards of this Chapter;*

Section 4.51.C. *Commercial Residential Town (CRT)* states that, “*The CRT Zone is intended for small downtown, mixed-use, pedestrian-oriented centers and edges of larger, more intense downtown. Retail tenant ground floor footprints are limited to preserve the town center scale. Transit options may include light rail, Metro, and bus.*”

The proposed Sketch Plan meets the CRT Zone’s objectives by adding multi-unit residential uses to an area that currently is dominated by non-residential uses including Westfield Montgomery Mall, and Rock Spring office district to the east (the letter has recently added a townhouse development along Westlake Terrace/Fernwood Drive). The proposed entrance plaza at the corner of Westlake Terrace and Motor City Drive will add more pedestrian activity long these streets. The Project will put approximately 340 multi-unit apartments across the street from an existing transit center that provides rapid bus service to the Grosvenor Metro Station.

The development standards of the CRT Zone will be met as demonstrated in Table 1 below.

Table 1: Development Standards for the CRT 2.5, C1.5, R2.0, H75 Zone

Development Standard Section 59-4.5.4	Permitted/Required	Proposed
Gross Tract Area (sf)	177,911 sf	177,859 sf
Maximum Total Density (CR)	2.5 FAR (444,778 sf)	2.0 FAR (355,822 sf)
Maximum Non-residential (C)	1.5 FAR (266,867 sf)	0.0 FAR (0 sf)
Maximum Residential (R)	2.0 FAR (355,822 sf)	2.0 FAR (355,822 sf)
Maximum Building Height (feet)	75’	75’
Minimum Public Open Space	10% (or 17,786 sf)	10% (or 17,786 sf)
Minimum/Maximum Parking Multi-family	Minimum: 1 space/unit; Maximum: 1 space/studio, 1.25 space/one bedroom, 1.5/two bedroom = 323	TBD at Site Plan

2. *substantially conform with the recommendation of the applicable master plan;*

Rock Spring Master Plan

The Property is within the Rock Spring West District of the 2017 *Rock Spring Master Plan*. The Plan includes this property in the discussion of pipeline development in the area and describes how these approved but unbuilt projects would support the “*central spine*” concept in the plan by delivering “*a mix of uses and improvements to the public realm that will start to reshape the Plan area into a connected, cohesive community that is more pedestrian and bicycle friendly for employees, residents, students, and visitors*” (pgs.16 and 17) (Attachment 1).

The Applicant has incorporated the following applicable design guidance from the *Rock Spring Master Plan* in the proposed Sketch Plan:

Buildings (p. 22) (Attachment 1):

- *Concentrate development intensity along Westlake Drive and Westlake Terrace and proximate to the Transit Center on the West Side. To the extent possible, activate the frontage of Westlake Terrace.*
- *Implement quality building and site design considerations, such as building orientation to take advantage of passive heating, lighting, and ventilation.*
- *Prioritize consolidation of frontage along the central spine, and the introduction of residential uses to balance existing commercial uses.*

The proposed project adds new housing along Westlake Terrace across the street from the Transit Center. It provides a plaza and the main building entrance along Westlake Terrace that will activate this street. The applicant has conducted a solar study to demonstrate that the building orientation will maximize solar gain in the winter months and provide shade for the interior courtyards and the pool area in the summer (figure 9). The project will bring residential units to a predominantly commercial area directly across the street and from the Transit Center, and transform a former automobile dealership site into a block with urban street frontages and public and private open spaces.

Connectivity and Open Space (p.23) (Attachment 1):

- *Improve the public realm along existing connections with wider sidewalks and landscaped areas to enhance pedestrian access between developing properties, the central spine, and adjacent communities.*
- *Consolidate the areas designated for public open space as part of the development process into usable, substantial, active, programmed, and accessible spaces.*

The project proposes a public plaza at the corner of Westlake Terrace and Motor City Drive, which will also act as the main pedestrian entrance to the building. This space will be an attractive addition to the network of sidewalks and other open spaces in the surrounding neighborhood. The proposed project also improves an existing PEPCO easement along I-270 to

provide a walking loop around the site that will connect to the network of public sidewalks in the area.

3. *satisfy any development plan or schematic development plan in effect on October 29, 2014;*

The Sketch Plan is not subject to a development plan or schematic development plan.

4. *achieve compatible internal and external relationships between existing and pending nearby development;*

The proposed building height of 75 feet will be compatible with the existing Pinnacle Business Center to the north and to the buildings in the Rock Spring Office Park to the east on the other side of I-270 spur. The Pinnacle Business Center is approximately six-stories and the buildings across the I-270 spur are mid- to hi-rise. The Property is the first in the area to be developed under the CRT Zone, as recommended in the *Rock Spring Master Plan*. As several nearby sites undergo redevelopment in the future, they will have similar building heights as the proposed building and compatibility will be achieved as envisioned in the *Rock Spring Master Plan*.

5. *provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking and loading;*

Available Transit Service

Five Ride On bus routes and two Metrobus routes operate along Westlake Terrace with stops at the Montgomery Mall Transit Center that is across Westlake Terrace from the proposed project.

Pedestrian Facilities

The Applicant will upgrade the existing sidewalks along Westlake Terrace and Motor City Drive with handicap ramps, crosswalks, and other pedestrian improvements, which will provide a safe pedestrian connection from the site to Montgomery Mall, the Transit Center, and other pedestrian facilities in and around the area.

Master-Planned Roadways and Bikeways

The following master plans have recommendations for planned transportation facilities adjacent to the proposed project:

- 2005 *Countywide Bikeways Functional Master Plan*,
- 2013 *Countywide Transit Corridors Functional Master Plan*
- 2017 *Rock Spring Master Plan*, and
- The Current Bicycle Master Plan update.

Westlake Terrace is designated as a business district street, B-3, in the *Rock Spring Master Plan*, with a recommended 90-foot right-of-way. The current right-of-way is smaller than 90 feet; the Applicant must dedicate nine more feet of additional right-of-way at Site Plan review. The *Countywide Bikeways Functional Master Plan* recommends a bikeway along the south side. The *Bikeways Master Plan* update recommends a separated, two-way bikeway on the south side. The *Countywide Transit Corridors Functional Master Plan* recommends Corridor 6, North Bethesda Transitway, along Westlake Terrace.

Dwight Eisenhower Highway (I-270) West Spur is designated as a freeway, F-1a, with a recommended 300-foot right-of-way. The Maryland State Highway Administration (SHA) has two on-going projects along the segment of I-270 adjacent to the Property: 1) the I-270 Congestion Management Project; and 2) Capital Improvements Program (CIP) Project No. AW518B11, West Side Mobility Study for express toll lanes along I-270 between I-495 and I-370.

Motor City Drive is a designated business district street, B-7, in the *Rock Spring Master Plan* with a recommended 70-foot right-of-way. It currently has 35 feet from its centerline to the Property's edge. No bikeway is recommended in the applicable master plans.

The existing and proposed vehicular, bicycle, and pedestrian circulation facilities will be appropriate. The proposed parking and loading will be adequate to serve the proposed development. The total number of parking spaces will be determined at Site Plan review.

6. *propose an outline of public benefits that supports the requested incentive density and is appropriate for the specific community;*

Taking into account the considerations in Section 59-4.7.1.B., including the recommendations and objectives of the Master Plan and any applicable design guidelines, the Incentive Density Implementation Guidelines, the size and configuration of the Site and its relationship to adjacent properties, similar public benefits nearby, and additional enhancements related to the individual public benefits, Staff finds that the following outline of public benefits supports the Applicant's request for incentive density and is appropriate for the community surrounding the site, as described below.

For optional method developments in the CRT Zone, the Zoning Ordinance requires a minimum of 50 points in at least three categories. Although at the time of Sketch Plan review, only the categories need to be approved, Table 2 below shows both the categories and points for public benefits requested in the Application to demonstrate the project's ability to meet the requirement to provide sufficient public benefits points. The Site Plan review will include the specific details of each requested subcategory, demonstrate how each will be implemented, and make recommendations to the Planning Board for the number of points that should be granted for each public benefit.

The recently approved *Rock Spring Master Plan* recommends that all optional method projects in the master plan area should provide 15% MPDUs as the highest priority public amenity for new residential developments, unless the property is required to dedicate land for a school site or athletic fields that can be used by Montgomery County Public Schools (MCPS) and approximate the size of a local park. The proposed project was initiated and reviewed by Staff long before the Council's PHED Committee added this recommendation to the Planning Board Draft of the Master Plan, and therefore does not include 15% MPDUs as a public amenity to earn benefit points; nor does it dedicate land for a school or athletic fields. Staff agrees with the Applicant's assertion that this recommendation was added to the Draft Master Plan at a very late stage in the development review process (approximately one week before the publication

of this report), and that the Sketch Plan application has gone through significant Staff review, including the Development Review Committee (DRC) without consideration of this eleventh hour revision to the Draft Master Plan. Instead, Staff has been working with the Applicant to provide appropriate amenities to help the project achieve needed benefit points. Therefore, Staff is recommending that the Applicant not be required to provide 15% MPDUs.

Table 2: Public Benefit Calculations

Public Benefit Categories/Amenities	Max Points Allowed	Points Requested
59-4.7.3.A: Major Public Facilities		
Bikeshare Station	40	5
59-4.7.3.B: Transit Proximity		
Level 2 Transit Proximity	25	15
59-4.7.3.C: Connectivity and Mobility		
Minimum Parking	10	5
59-4.7.3.D: Diversity of Uses and Activities		
Enhanced Accessibility	20	6
59-4.7.3.E: Quality Building and Site Design		
Structured Parking	20	10
59-4.7.3.F: Protection and Enhancement of the Natural Environment		
Cool Roof	10	5
Vegetated Area	10	10
TOTAL	135	56

Major Public Facility

Bikeshare Station: Bikeshare stations provide public amenity at a convenient location where increased density creates a greater need for civic uses and greater demands on public infrastructure. The Applicant is proposing a bikeshare station and requesting 5 points in this category; Staff supports the request at this time.

Transit Proximity

The Property is adjacent (across Westlake Terrace) to the Westfield Montgomery Mall Transit Center for the master planned bus line running along Westlake Terrace, which is defined as Level 2 transit in the Zoning Ordinance. The Applicant is requesting 15 points in this subcategory; Staff supports the request at this time.

Connectivity and Mobility

Minimum Parking: The Applicant is requesting points for providing fewer than the maximum allowed number of parking spaces. Points for this incentive are granted on a sliding scale from no points for providing the maximum allowed to 10 points for providing no more than the minimum number of required parking spaces on-site. The minimum required number of on-site spaces is 323 and the Applicant is proposing 373 parking spaces. The final number of parking spaces will be determined at Site Plan. The Applicant is requesting 5 points in this subcategory; Staff supports the request at this time.

Diversity of Uses and Activities

Enhanced Accessibility for Seniors or the Disabled: Points in this category are granted for a development that increases the mix of land uses, types of housing, economic variety and community activities; contributes to development of more efficient and sustainable communities; reduces the necessity of automobile use; and facilitates healthier lifestyles and greater social interaction. Up to seven of the proposed ground-level units will be constructed with interiors that satisfy American National Standards Institute A117.1 Residential Type A standards, or an equivalent County standard. The Applicant is requesting 6 points in this subcategory; Staff supports the request at this time.

Quality Building and Site Design

Structured Parking: Points are granted in this category for high quality design that is especially important in urban, integrated-use settings to ensure that buildings and uses are visually compatible with each other and adjacent communities, and the pattern of development is harmonious. Due to increased density in these settings, buildings tend to be highly visible and high-quality design helps attract residents, patrons, and businesses to these areas. The Applicant is proposing to include all off-street parking in a parking garage, which will be wrapped around on all sides with residential units. The Applicant is requesting 10 points in this subcategory; Staff supports the request at this time.

Protection and Enhancement of the Natural Environment

Cool Roof: Up to 10 points are granted in this subcategory for constructing any roof area (that is not covered by a vegetated roof) with a minimum solar reflectance index (SRI) of 75 for roofs with a slope at or below a ratio of 2:12, and a minimum SRI of 25 for slopes above 2:12. The Applicant is proposing a cool roof and is requesting 5 points in this subcategory; Staff supports the request at this time.

Vegetated Area: Up to 10 points for installation of plantings in a minimum of 12 inches of soil, covering at least 5,000 square feet. This area does not include vegetated roofs or stormwater

management facilities. The Applicant is proposing a vegetated area on the eastern part of the Site and is requesting 10 points in this subcategory; Staff supports the request at this time.

7. *establish a feasible and appropriate provisional phasing plan for all structures, uses, rights-of-way, sidewalks, dedications, public benefits, and future preliminary and site plan applications.*

The Project will be built in one phase.

Conclusion

The Sketch Plan application satisfies the findings under Section 59.4.5.4 of the Zoning Ordinance and substantially conforms to the recommendations of the 2017 *Rock Spring Master Plan*. Comments from review agencies were received and considered in the analysis and recommended conditions (Attachment 2). Staff recommends approval of Sketch Plan No. 320170100 with conditions at the front of this report.

ATTACHMENTS

1. Master Plan pages (16, 17, 22 and 23)
2. Agency letters of approval

- Reduce the real and perceived distances between the east and west sides of the Plan area by unifying activity nodes along the spine.
- Provide areas of interest for future residents and commercial employees.
- Encourage a safe and inviting pedestrian and bicycle street environment along the spine and around future transitway stops.
- Enhancing connectivity between the Rock Spring Plan area and surrounding residential neighborhoods, adjacent parks, and nearby community facilities.
- Creating linkages between existing trails and green spaces, and establishing new open spaces through redevelopment.

Rock Spring Concept

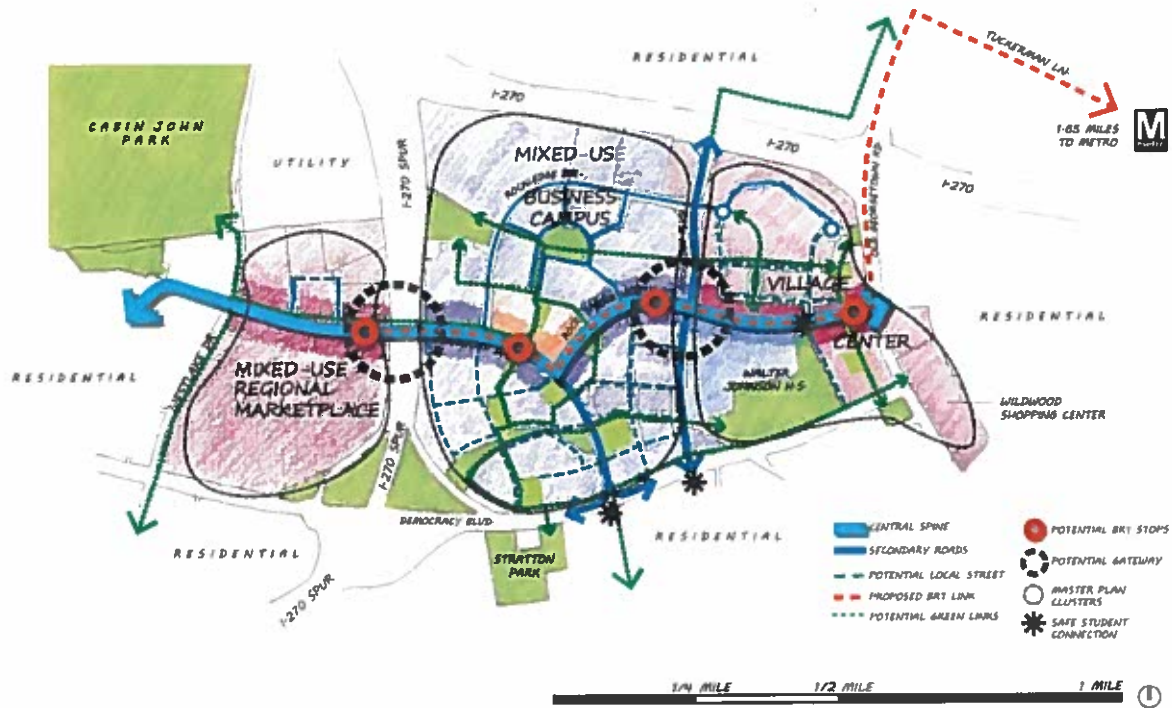
The 1992 Plan's concept of Rock Spring as a mixed-use urban village, connected by a central axis – Fernwood Road/Rock Spring Drive – continues to be a major unifying design element for the area. (See Figure 7.) Two separate Urban Land Institute (ULI) studies (2013 and 2016) supported and elaborated on this idea, confirming that the recommendation of the 1992 Plan remains relevant. Building on this concept, the proposed central axis or spine provides the foundation for this Plan's design and connectivity recommendations.

The 1992 Plan's recommendation for the redesign of Fernwood Road and Rock Spring Drive intended a reconstruction of the two roads to straighten the alignment, but this project was never executed. The 1992 Plan recommended that the "V-shaped" intersection where Fernwood Road and Rock Spring Drive meet, be rebuilt to remove the "V" and create a straight alignment "as the main visual organizing element, with improved sidewalks, street trees, the transitway, station stops, and a bikeway." (See page 136 of the 1992 Plan.)

To straighten the road in this way would have meant rebuilding it across the southern corner of what is now the Montgomery Row townhouse site (see #2 on Figure 6), which had been approved for another IBM office building at the time the 1992 Plan was prepared. This proposed realignment would have had significant impact on the privately owned property where the road reconstruction was intended; the possibility of straightening the axis has now been precluded by the townhouse project that is nearing completion. Nevertheless, the proposed North Bethesda Transitway is still viable; much of the right-of-way has been reserved through easements and dedications, including along the frontage of the Montgomery Row townhouse project. East-west connectivity was also improved significantly through Rock Spring with the construction of the Fernwood Road bridge over the I-270 spur in 1994.

The central spine, shown on Figure 7, includes the proposed North Bethesda Transitway, as recommended in the 1992 Plan and the 2013 *Countywide Transit Corridors Functional Master Plan*. The 2013 Functional Plan recommends four potential bus rapid transit stations along the central spine, which this Plan supports. As shown on the concept diagram, these proposed transit nodes will concentrate activity and thread together the east and west sides of the Plan area. In addition, the four pipeline projects – one is under construction and three are approved, but unbuilt – have frontage along the spine. (See Figures 6 and 7.) These proposed developments will bring a mix of uses and improvements to the public realm that will start to reshape the Plan area into a connected,

Figure 7 Rock Spring Concept Diagram



cohesive community that is more pedestrian and bicycle friendly for employees, residents, students, and visitors.

The 1992 Plan’s vision of Rock Spring as a “mixed-use urban village” was decidedly aspirational. Twenty-five years later, Rock Spring is not an “urban village,” but it is growing more diversified in its land uses and more connected as a community. Based on established development patterns and the existing road network, the Rock Spring Master Plan area has three distinct clusters that present different challenges and opportunities for growth and improvement. Today, the clusters are distinct and separate from one another, but over time, the area has the potential to become connected and cohesive. This Plan seeks to advance the evolution of Rock Spring as a community that offers more amenities for employees as well as existing and future residents.

The three clusters are shown on Figure 7 and include:

- Rock Spring East/Village Center, which includes the properties east of Rockledge Drive/ Rockledge Boulevard.
- Rock Spring Central/Mixed-Use Business Campus, which includes the office park, located between the I-270 spur and Rockledge Drive.
- Rock Spring West/Mixed-Use Regional Marketplace, which includes the regional mall and retail uses west of the I-270 spur and north and south of Westlake Terrace.

The following design guidelines, addressing buildings, connections, and open spaces, are intended to assist developers and regulatory staff in implementing projects consistent with the vision of this Plan.

Design Guidelines: Buildings

The three clusters in the Plan are characterized by retail/institutional/residential, office, and retail/commercial uses. Given that many of the existing structures and uses in these clusters will remain viable in the foreseeable future, new infill development should be well integrated within and around these existing uses.

The Rock Spring East/Village Center and Rock Spring West/Mixed-Use Regional Marketplace clusters include existing retail centers and properties with existing approvals for mixed-use development. Developers of property in these clusters should:

- Support future transit and create mixed-use centers that will continue to serve adjacent residential communities:
 - Concentrate development intensity along Westlake Drive and Westlake Terrace and proximate to the transit center on the west side. To the extent possible, activate the frontage of Westlake Terrace.
 - Concentrate development around the intersection of Rock Spring Drive and Old Georgetown Road on the east side.
- Create compact development patterns that include short blocks and building frontages close to the street.
- Create recognizable activity centers, with identifiable edges scaled to be compatible with the adjacent community.
- Implement quality building and site design considerations, such as building orientation, to take advantage of passive heating, lighting, and ventilation.

Infill redevelopment of several properties in the Rock Spring Central/Mixed-Use Business Campus cluster may be possible. Existing development patterns could be replaced with a more comprehensive restructuring of the area into a more mixed-use community. Developers of property in this cluster should:

- Prioritize the consolidation of frontages along the central spine, and the introduction of residential uses to balance existing commercial uses.
- Consider infill locations that take advantage of and help transform existing driveways and surface areas, to enhance access to and reduce the size of larger blocks.
- Explore innovative infill strategies, such as repurposing existing structures, creative additions to existing buildings, or surrounding existing utilitarian structures (e.g., structured parking garages) with new uses.

If developers of properties with the CR Zone in the Rock Spring Central cluster redevelop, they should also ensure that the development:

- Creates compact development patterns to define a new neighborhood structure that includes internal streets, small blocks, and interconnected open spaces.
- Concentrates higher densities at future transit station locations.

- Ensures adequate scale transitions to adjacent development.

Design Guidelines: Connectivity

The Plan area is crossed by significant roads that connect to major highways and communities, and help to define the clusters of large commercial properties. Opportunities for expanding the network of public streets to and from the area are limited, but improving internal connectivity to define the structure of a future mixed-use neighborhood and improve access to the central spine appears feasible. Developers of property throughout this Plan area should:

- Expand the existing street network with new internal public or private streets that are walkable and well connected. On large commercial properties, developers could create new internal streets from existing driveways and parking lanes.
- Consider implementing shared streets or other innovative mobility alternatives when incorporating private streets into new development.
- Create distinctive local character by exploring shared streets or other innovative mobility alternatives when considering private streets as part of redevelopment projects.
- Improve the public realm along existing connections with wider sidewalks and landscaped areas to enhance pedestrian access between developing properties, the central spine, and adjacent communities.

Developers of property away from the central spine should also provide improvements that enhance the proposed pedestrian/bicyclist-orientation envisioned for the area, such as:

- Completing a missing link in the sidewalk, pedestrian path, or bicycle network.
- Providing public art that contributes to community identity and sense of place.
- Linking the proposed project to an existing bicycle or pedestrian path along the spine.
- Improving a pedestrian/bicyclist crossing.

Design Guidelines: Open Spaces

Creating an interconnected network of open spaces is encouraged by this Plan. The Plan seeks to preserve and enhance natural areas with the potential to serve as amenities for the existing and emerging community. New open spaces should:

- Leverage existing open space as an amenity for existing workers, and as a way to begin to establish a network of usable outdoor areas that could start to delineate the structure and scale of a future, mixed-use area.
- Consolidate the areas designated for public open space as part of the development process into usable, substantial, active, programmed, and accessible spaces.
- Provide alternatives for recreation and leisure in mixed-use settings by:
 - Creating places for community use that are framed and activated by surrounding development and uses, where the public feels welcome to gather and linger.
 - Including alternatives for seating and options for individual and group activities within each space.
 - Utilizing combinations of hardscaped and landscaped areas, depending on the size and location of the space.
- Incorporate Crime Prevention through Environmental Design (CPTED) strategies.



DEPARTMENT OF TRANSPORTATION

Isiah Leggett
County Executive

Al R. Roshdich
Director

August 24, 2017

Ms. Lori Shirley, Planner Coordinator
Area 2 Planning Division
The Maryland-National Capital
Park & Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

RE: Sketch Plan No. 320170100
Ourisman Ford

Lori
Dear Ms. Shirley:

We have completed our review of the above-referenced sketch plan dated July 14, 2017. This plan was reviewed by the Development Review Committee (DRC) at its meeting on August 8, 2017. We recommend approval of the sketch plan based on the following comments:

All Planning Board Opinions relating to this plan or any subsequent revision, site plans should be submitted to the Montgomery County Department of Permitting Services in the package for record plats, storm drain, grading or paving plans, or application for access permit. Include this letter and all other correspondence from this department.

1. At the site plan stage:

- a. Show the dedication along Westlake Terrace to provide the minimum of 90 feet of right-of-way.
- b. Provide typical section for Westlake Terrace and Motor City Drive.
- c. Submit a storm drainage study if any portion of the subject site drains to the Montgomery County public storm drain system.
- d. Submit a completed, executed MCDOT Sight Distances Evaluation certification form, for all existing and proposed site entrances onto County-maintained roads, for our review and approval.
- e. Submit a truck circulation for review by the M-NCPPC and MCDPS. This plan should delineate the proposed movements on-site between the anticipated access locations, the proposed truck loading spaces, and the proposed dumpsters. The truck circulation pattern and loading position should be designed for counter-clockwise entry and a left-side backing maneuver. Passenger vehicle travelways should be separated from the expected truck circulation patterns and storage areas. The applicant may also need to provide documentation of their proposed delivery schedules.
- f. Provide a "channelized" access point for the loading area along Motor City Drive to prevent vehicles from using Auto Park Avenue.

Office of the Director

101 Monroe Street 10th Floor · Rockville Maryland 20850 · 240-777-7170 · 240-777-7178 FAX
www.montgomerycountymd.gov
Located one block west of the Rockville Metro Station

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- g. Show all existing topographic details (paving, storm drainage, driveways adjacent and opposite the site, sidewalks and/or bikeways, utilities, rights of way and easements, etc.) on the site plan.
 - h. Provide a minimum five (5) feet wide sidewalk in accordance with Americans with Disabilities Act (ADA) along the property frontages.
 2. The public roadways are subject to context sensitive design standards.
 - a. Westlake Terrace shall meet the MC-2005.02 (modified, with bike facilities) standard with a minimum right-of-way width of 90 feet.
 - b. Motor City Drive shall meet the MC-2005.02 standard.
 3. Street frontage improvements along Westlake and Motor City Drive to be determined at site plan stage.
 4. Improvements in the public rights-of-way will need to comply with Executive Regulation No. 31-08AM ("Context Sensitive Road Design"). The site plan submission should address how this Executive Regulation has been satisfied – particularly with respect to target speeds, typical sections for the existing and proposed public streets, locations of existing and proposed public utilities, and stormwater management within the public rights-of-way.
 5. For safe simultaneous movement of vehicles, we recommend a driveway pavement width of no less than twenty-four (24) feet to allow vehicles to enter and exit the site without encroaching on the opposing lanes. This width will permit an inbound lane width of fourteen (14) feet and an exit lane width of ten (10) feet.
 6. On the site plan, delineate the location and dimensions of the proposed truck loading and dumpster spaces.
 7. Recorded covenant for the operation and maintenance of private streets, storm drainage systems, and/or open space areas.
 8. Recorded Maintenance and Liability Agreement for proposed streetscaping within the public rights-of-way. This Agreement is to remain in effect until an Urban District has been created (for such maintenance).
 9. Relocation of utilities along existing roads to accommodate the required roadway improvements shall be the responsibility of the applicant.
 10. We recommend that the applicant coordinate with Ms. Patricia Shepherd of our Transportation Engineering Section regarding bikeway improvements along Westlake Terrace. Ms. Shepherd at patricia.shepherd@montgomerycountymd.gov or at 240-777-7231.
 11. Prior to the approval of the site plan, coordinate with Mr. Devang Dave of our Division of Traffic Engineering and Operations regarding traffic operations and controls within the County-maintained rights-of-way. Mr. Dave may be contacted at 240-777-2190 or at Devang.Dave@montgomerycountymd.gov or.
 12. Prior to the approval of the site plan, coordinate with Mr. Benjamin Morgan of our Division of Parking Management regarding the proposed project impacts on the existing meter parking space

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along Motor City Drive. Mr. Morgan may be contacted at 240-777-8704 or at benjamin.morgan@montgomerycountymd.gov.

13. If the proposed development will alter or impact any existing County maintained transportation system management component (i.e., traffic signals, signal poles, handboxes, surveillance cameras, etc.) or communication component (i.e., traffic signal interconnect, fiber optic lines, etc.), please contact Mr. Kamal Hamud of our Transportation Systems Engineering Team at (240) 777-2190 for proper executing procedures. All costs associated with such relocations shall be the responsibility of the applicant.

14. A Bus Rapid Transit (BRT) is proposed along Westlake Terrace per the approved 2013 Countywide Transit Corridors Functional Master Plan. We recommend that the applicant coordinate with Ms. Joana Conklin, of Montgomery County DOT regarding the Bus Rapid Transit along Westlake Terrace. Ms. Conklin can be reached at 240-777-7195 or at joana.conklin@montgomerycountymd.gov.

15. Transportation Demand Management (TDM) Comments for Sketch Plan

- a. Minimize Parking: Commuter Services (CSS) encourages the Applicant to continue with plans to provide structured vehicle parking at a ratio of 1 space per dwelling unit per Zoning Ordinance.
- b. Bike/Pedestrian Facilities: The Project's proposed "leisure trail" as described in the statement of justification and the bike and pedestrian circulation as shown on the circulation sheet of the Sketch Plan appear to provide efficient and safe movement throughout the development.
- c. Building Design: Building frontages/lobbies should be designed to provide two-way visibility for shuttles and transit vehicles, as well as taxis, etc.
- d. Displays and Communication of TDM Information: CSS recommends that the following be incorporated into the Project:
 - i. Provide pavilions in busy outdoor settings to enable outreach events to be stage more readily. These should have electric and water connections.
 - ii. Provide kiosks in busy outdoor areas to provide opportunity for information displays and assistance.
 - iii. Incorporate display space into lobbies and other high pedestrian activity areas and opportunity for information on each level of parking facilities.
 - iv. Provide opportunity and connections for electronic (LCD) display screens and Real Time Transit Information Signs in lobbies, elevators, and parking facilities. This will enable outreach to building tenants, employees, visitors, etc.
 - v. Provide concierge/reception desk with an area where transit information and pass sales can be transacted – e.g., obtaining transit information, loading of SmarTrip cards.

16. TDM Comments related to the Site Plan

- a. Submit draft Traffic Mitigation Agreement (TMAg). To facilitate review of the draft, submit an editable redline using the most recent template for residential development. To obtain a template, contact Ms. Sande Brecher at (240) 777-8383 or at Sandra.brecher@montgomerycountymd.gov or Ms. Beth Dennard at (240) 777-8384 or at Beth.Dennard@montgomerycountymd.gov. The TMAg may include but not be limited to the following:

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- b. Static and Dynamic Information Displays - Incorporate static (permanent) display space into residential lobby, retail locations and other high pedestrian activity areas, to provide opportunity for display of transit and other alternative transportation information. Provide opportunity for dynamic Real Time Transit Information.
Car Sharing Parking. Provide two (2) car sharing vehicle parking spaces, or the number required by law, whichever is greater, in highly visible, preferentially-located spots.
- c. Electric Vehicle Car Charging Stations. Provide two (2) electric car charging stations on site, or the number required by law, whichever is greater, or other EV charging arrangements acceptable to MCDOT.
- d. Bicycle Facilities. Provide bike racks/lockers in weather-protected, highly visible/active locations, as required by the Zoning Ordinance. Consider providing secure bicycle storage area in garage for resident use (bike cage) as well as a small bicycle repair station.
- e. Bike Sharing Station. See comment below.

17. Bikesharing

The Department is pleased to see a bikeshare station included in the sketch plan drawings and fully integrated into the Project's overall program for a transit-oriented residential development. The proposed location for a bikeshare station on Westlake Terrace is highly visible, convenient, and provides sufficient solar exposure, important criteria for siting a bikeshare station. A typical bikeshare station requires a site that is 53' by 12' in size with four to six hours of solar exposure per day and the proposed location takes these aspects into account. However, MCDOT's bikeshare technical team has identified a major challenge with the location. It would be difficult for the service vehicle to rebalance the station from Westlake Terrace. Therefore, at Site Plan, CSS recommends that the station be **moved approximately 50' closer to Motor City Drive than shown**, along the Westlake Terrace curbside where the rebalancing van can stop at an open on-street parking space. The Applicant will be required to pay the capital costs of the bikeshare station and five (5) years of operating expenses. Payments must be made to the County or its designee. The applicant must allow MCDOT or its contractors access to the Project to install, service and maintain the bikeshare stations. The Applicant will be required to assist MCDOT in the promotion of bikeshare among residents, employees and visitors at the Project, to accomplish the objectives of the TMD.

18. Permit and bond will be required as a prerequisite to MCDPS approval of the building permit. The permit will include, but not necessarily be limited to the following improvements:

- A. Improvements to the public right of way will be determined at the Site Plan stage based on a review of the additional information requested earlier in this letter.
- B. Enclosed storm drainage and/or engineered channel in all drainage easements.
- C. Streetscaping.
- D. Street lights.
- E. Street trees in amended soil panels.
- F. Permanent monuments and property line markers.

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Thank you for the opportunity to review this sketch plan. If you have any questions or comments regarding this letter, please contact Ms. Rebecca Torma, our Development Review Senior Planning Specialist, at (240) 777-2118 or rebecca.torma@montgomerycountymd.gov.

Sincerely,



Gregory M. Leck, Manager
Development Review Team
Office of Transportation Policy

Sharepoint/DOT/directors office/development review/Rebecca/developments/Potomac subregion/Ourisman Ford/320170100
Ourisman Ford Sketch Plan ltr.docx

cc: Brigg Bunker Owner
 Jamie Chapman VIKA Maryland, LLC
 Barbara Sears Linowes and Blocher LLP
 Edward Axler M-NCPPC Area 2

cc-e: Sam Farhadi MCDPS RWPR
 Sandra Brecher MCDOT CSS
 Beth Dennard MCDOT CSS
 Stacy Coletta MCDOT DTS
 Joana Conklin MCDOT DO
 Kamal Hamud MCDOT DTEO
 Devang Dave MCDOT DTEO
 Benjamin Morgan MCDOT DPM
 Rebecca Torma MCDOT OTP

ATTACHMENT 2

Shirley, Lori

From: Schwartz, Lisa <Lisa.Schwartz@montgomerycountymd.gov>
Sent: Thursday, October 05, 2017 5:24 PM
To: Shirley, Lori
Subject: Ourisman Ford at Montgomery Mall Sketch Plan

Lori,

I have completed DHCA's review in eplans of the Ourisman Ford at Montgomery Mall Sketch Plan (#320170100) as follows:

Status: Revisions Requested

1. Please include the percentage of MPDUs to be provided on the Sketch Plan (SK2). (Note: this comment is repeated from DHCA's previous review.)
2. At site plan, please provide the unit mix for the MPDUs and market rate units.

Lisa

Lisa S. Schwartz
Senior Planning Specialist
Montgomery County Department of Housing and Community Affairs
1401 Rockville Pike, 4th Floor
Rockville, MD 20852
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We've moved! Our new location is:
1401 Rockville Pike, 4th Floor; Rockville, Maryland 20852