



## Hillandale Gateway, Sketch Plan, 320180020



Lori Shirley, Planner Coordinator, Area 2 Division, [Lori.Shirley@montgomeryplanning.org](mailto:Lori.Shirley@montgomeryplanning.org), 301-495-4557



Luis R. Estrada Cepero, Planner Coordinator, Area 2 Division, [Luis.Estrada@montgomeryplanning.org](mailto:Luis.Estrada@montgomeryplanning.org), 301-495-4641



Khalid Afzal, Planning Supervisor, Area 2 Division, [Khalid.Afzal@montgomeryplanning.org](mailto:Khalid.Afzal@montgomeryplanning.org), 301-495-4650

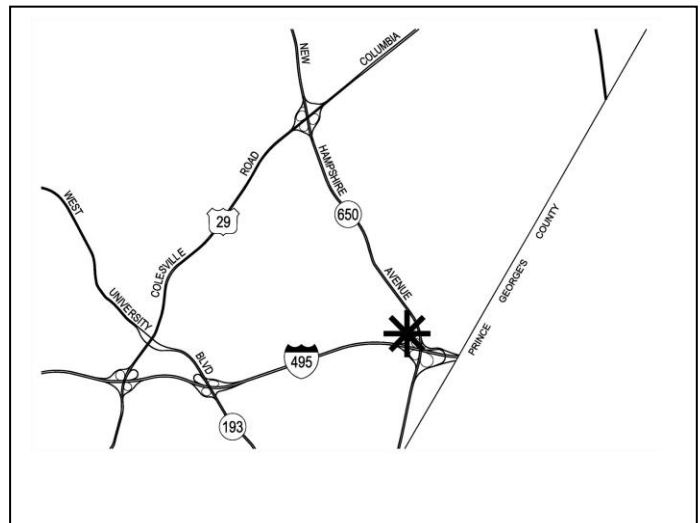


Carrie Sanders, Chief, Area 2 Division, [Carrie.Sanders@montgomeryplanning.org](mailto:Carrie.Sanders@montgomeryplanning.org), 301-495-4653

Completed: 11/6/2017

### Description

- Request to approve a Sketch Plan to allow up to 454,675 square feet including 430,175 square feet of residential with 500 units including 15% MPDUs and 24,500 square feet of retail floor area with a drive-thru window, related public open space, recreation amenities, hardscape, landscape and stormwater management improvements;
- 6.60 acres zoned CRT1.75, C0.5, R1.5, H-85;
- Location: 10110 and 10140 New Hampshire Avenue (MD 650) southwest corner of the Powder Mill Road intersection, Silver Spring;
- 2014 *White Oak Science Gateway Master Plan*;
- Applicant: Hillandale Gateway, LLC;
- Acceptance date: 8.14.17.



### Summary

- Staff recommends approval with conditions.
- The site comprises two lots: the South Lot, owned by the Housing Opportunities Commission, is currently developed as Holly Hall with 96 affordable, age-restricted apartment units; the North Lot, owned by Duffie Companies, is vacant but has an approved Site Plan No. 820080060 for a bank with drive-thru lanes.

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## SECTION 1: RECOMMENDATION AND CONDITIONS

Staff recommends approval of Hillandale Gateway Sketch Plan No. 320180020, with conditions. The following site development elements shown on the latest electronic version of the Sketch Plan as of the date of this Staff Report submitted via ePlans to the M-NCPPC are binding under Section 59-7.3.3.F:

1. Maximum density and height;
2. Approximate location of lots and public dedications;
3. General location and extent of public open space;
4. General location of vehicular access points; and
5. 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 total maximum gross floor area of 454,675 square feet of mixed-use development comprising 430,175 square feet of multi-family residential, with 500 units (including 15% MPDUs), and 24,500 square feet of retail space including 2,500 square feet as a free-standing building with a Drive-Thru. The final amount of non-residential floor area and exact number of market rate, MPDUs, and age-restricted, affordable units will be determined at Site Plan review.

2. Height

The development is limited to a maximum height of 110 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 at least 50 and must be chosen from at least three categories as required in Section 59.4.5.4.A.2. The requirements of Section 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. Transit Proximity, achieved through the Site's location within ½ to 1-mile of the existing Powder Mill Bus Transfer Station; and abutting a Master-planned BRT Station (planned at the New Hampshire Avenue/Powder Mill Road intersection).
- b. Diversity of Uses and Activities, achieved through the provision of a minimum of 15% Moderately Priced Dwelling Units on-site, and;
- c. Quality Building and Site Design, achieved through structured parking with most of the parking spaces in an above-grade garage; a portion of the parking garage will be below-grade.

4. Future Coordination for Preliminary and Site Plan Submission

In addition to any other requirements for Preliminary Plans under Chapter 50 and Site Plans under Chapter 59, the following must be addressed at Preliminary or Site Plan review:

- a. At Preliminary Plan, the Applicant will confirm the turning movement for full movement egress from the drive-thru lane;
- b. Corner turning radii must be as narrow as possible to foster greater pedestrian safety, where feasible. Provide turning diagrams if turning radii of 25 feet or greater is necessary;
- c. The Applicant must address comments from the Maryland State Highway Administration regarding the access easement/drive aisle from New Hampshire Avenue at Preliminary Plan.
- d. Submit a noise study at preliminary plan;
- e. At site plan, coordinate with the Montgomery County Department of Transportation (MCDOT's) Commuter Services Section regarding placement of a bikeshare station, if required.
- f. The Applicant must comply with all fire regulations at Site Plan. In the event the Applicant elects to utilize construction Type 5A on either building, material modifications to the building layouts may be required at the time of Site Plan review to assure appropriate fire access.

## SECTION 2: SITE DESCRIPTION

### Site Vicinity and Analysis

#### Site Vicinity

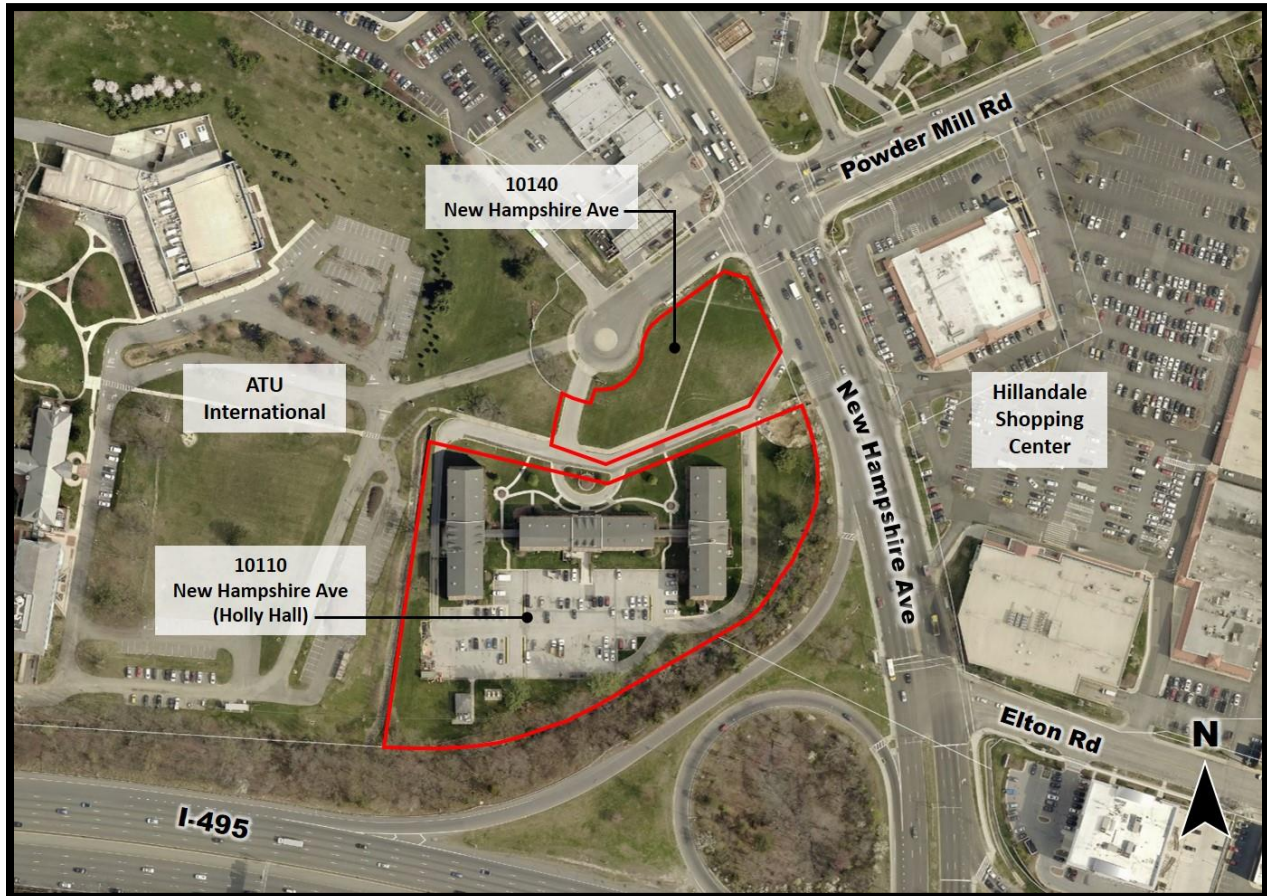
The Property is surrounded by a mix of existing office, retail commercial and residential uses. To the north across Powder Mill Road is an Exxon Gas Station zoned CRT. On the east side of New Hampshire Avenue is the Hillandale Shopping Center zoned CRT, with a variety of retail commercial users. Across New Hampshire Avenue, on the south side of Elton Road are two office buildings zoned CRT. The Capital Beltway's westbound on-ramp from southbound New Hampshire Avenue marks the southern boundary of the Property. To the west is the Amalgamated Transit Union (ATU)-owned site (the former National Labor College) zoned CRT. The Hillandale residential neighborhoods to the north and northwest are zoned R-90 (Figure 1).

Figure 1: Vicinity Map





Figure 2: Site Location Map



### Subject Property

The Subject Property is located at the southwest quadrant of the New Hampshire Avenue/Powder Mill Road intersection. It has a gross tract area of 287,744-square feet, or 6.6 acres, and is zoned CRT-1.75, C-0.05, R-1.5, H-85. The western segment of Powder Mill Road is a cul-de-sac. The site comprises two lots as shown in Figure 2. The 4.35-acre South Lot is the Holly Hall Apartments at 10110 New Hampshire Avenue. It consists of three apartment buildings developed in the 1950's with a surface parking lot behind the buildings. There are landscaped areas around these buildings and a wooded area separates the South Lot from the Capital Beltway's westbound on-ramp from southbound New Hampshire Avenue. The South Lot slopes up toward the Beltway's on-ramp. The North Lot (10140 New Hampshire Avenue) was previously owned by Capital One Bank.

The two lots are separated by an access easement with varied width owned by the ATU, which owns the former National Labor College site. The access easement is currently used only by the Holly Hall residents and their visitors to access New Hampshire Avenue. The access easement's square footage, when added to the two lots, brings the Subject Property's tract area to 6.60 acres.

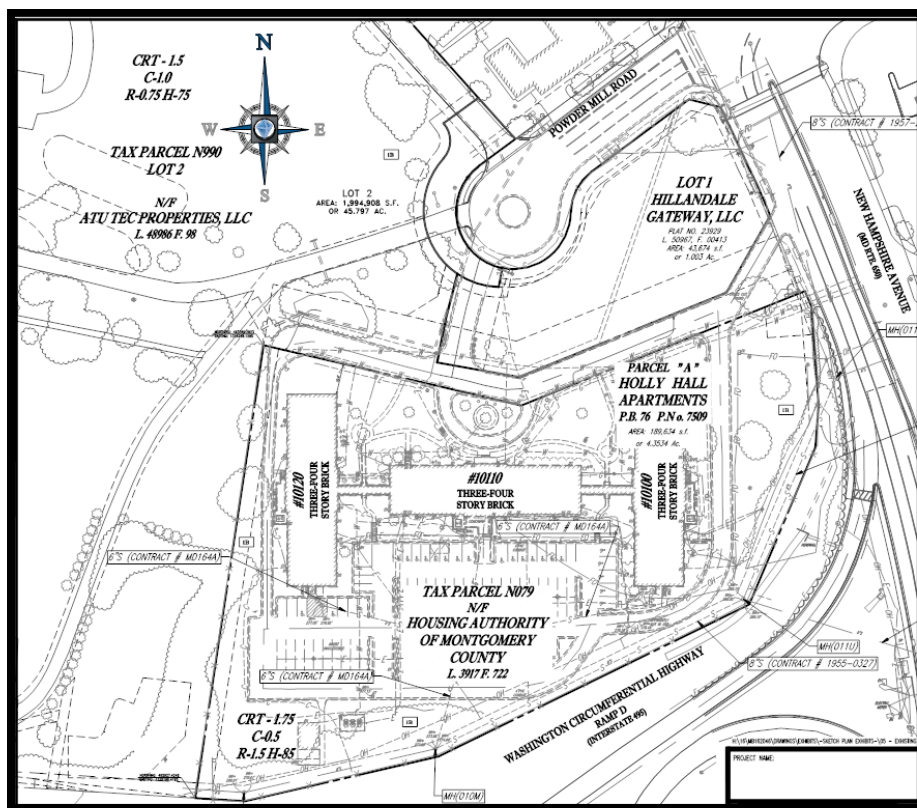
## Environment

Staff approved a Natural Resources Inventory/Forest Stand Delineation (NRI/FSD) for the Property on August 4, 2017 (NRI/FSD No. 420180100). 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 (RTE) species.

Natural Resources Inventory/Forest Stand Delineation No. 420180100 indicates there is no forest on-site. At the time of Preliminary Plan and Site Plan submission, the Applicant will submit the necessary forest conservation plans.

The Property's stormwater runoff drains untreated to a public storm drain system. At the Preliminary Plan submission, the Applicant will address stormwater management requirements to implement micro-scale Environmental Site Design (ESD) practices to the maximum extent practicable.

**Figure 3: Existing Conditions**



## **SECTION 3: PROJECT DESCRIPTION**

### **Proposal**

The Applicant proposes to replace the existing 96-unit Holly Hall with a maximum of 430,175-square feet of multi-family residential apartments (approximately 500 units, including 15% MPDUs), approximately 22,00 square feet of retail on the ground floor, a free-standing building of 2,500 square feet with a drive-thru is proposed on the North Lot. The HOC will temporarily relocate Holly Hall residents to other HOC residential properties for the duration of construction of the new building.

The Sketch Plan proposes three new buildings at the Property. The two mixed-use buildings will be five-stories in height with building massing to frame the Property's southern edge at the Capital Beltway's westbound on-ramp at New Hampshire Avenue. The proposed siting of the three buildings creates a small node at this highly visible site at the crossroads of two major transportation facilities (the Capital Beltway Interstate I-495) and New Hampshire Avenue (MD 650).

Structured parking will be located along the southern property of the Beltway's westbound on-ramp. Approximately two-thirds of the 750 parking spaces in the garage will be at and above-grade; approximately one-third of the spaces will be below-grade. The project's parking is for Hillandale Gateway residents and visitors, and the retail commercial users and patrons. On-street parking is also proposed in front of the two mixed-use buildings on both sides of the mutual access easement (see Figure 4). A loading area and trash disposal and pick-up provisions (dumpsters) are proposed inside the parking garage.

The proposed apartment unit mix includes replacement of the 96-affordable, age-restricted Holly Hall apartments, plus 404 units including a minimum of 15% Moderately Priced Dwelling Units (MPDUs) and the rest as market-rate units for a combined total of approximately 500 units. The Project will provide streetscape improvements along its New Hampshire Avenue frontage to create an active pedestrian environment. At the pedestrian-level, the coffee shop will have a build-to-line on New Hampshire Avenue. Architectural renderings will be included in the Site Plan application. The two residential buildings situated internal to the Property will have frontage along New Hampshire Avenue and Powder Mill Road. The two buildings are designed as separate structures to break up the building massing for visual interest. The third building is proposed on the North Lot as a free-standing, pad site on New Hampshire Avenue as a coffee shop with drive-thru window. The coffee shop's proposed building height and massing provide an unobstructed view of the two mixed-use buildings.





**Figure 5: Building Massing View from the NW**



## **Open Space**

The Project's Public Open Space totals 12% of the tract (25,906-square feet) and is proposed predominantly in the center and on the North Lot as shown in Figure 6.

This public open space will have interconnected sidewalks from New Hampshire Avenue and Powder Mill Road to the three proposed buildings, a design to activate the public realm. The Project includes residential amenities in a courtyard at the west side of the residential building near the ATU property, a sidewalk is proposed around the outer edges of the residential buildings' east, south and west sides and public use space on the North Lot. The coffee shop's south side will have an outdoor seating/patio area for patrons. Examples of amenities proposed in the Public Use Space are shown in Figure 7.



Figure 6: Public Open Space



Figure 7: Precedent Open Space Images



## **Circulation**

Street access to the Property is provided from New Hampshire Avenue and Powder Mill Road. The mutual access easement at New Hampshire Avenue will provide access to the parking garage for the mixed-use residential buildings. Access to the proposed coffee shop's drive-thru window is from Powder Mill Road. Pedestrian and bicycle access will be provided by sidewalks on New Hampshire Avenue, Powder Mill Road and the mutual access easement (Figures 8 and 9).

Motorists traveling to the drive-thru window will access a drive aisle from Powder Mill Road behind the coffee shop. Motorists exiting the drive-thru lane will proceed onto the mutual access easement. The coffee shop's loading space and trash dumpster locations will be determined at Site Plan review.

## **Community Outreach**

On May 4, 2017, the Applicant held a pre-submittal public meeting at 10501 New Hampshire Avenue, Silver Spring. Approximately 16 people signed in as attending the meeting. The Applicant has complied with all submittal and noticing requirements. Staff has not received correspondence from community groups or citizens as of the date of this report.



Figure 8: Pedestrian Circulation Plan

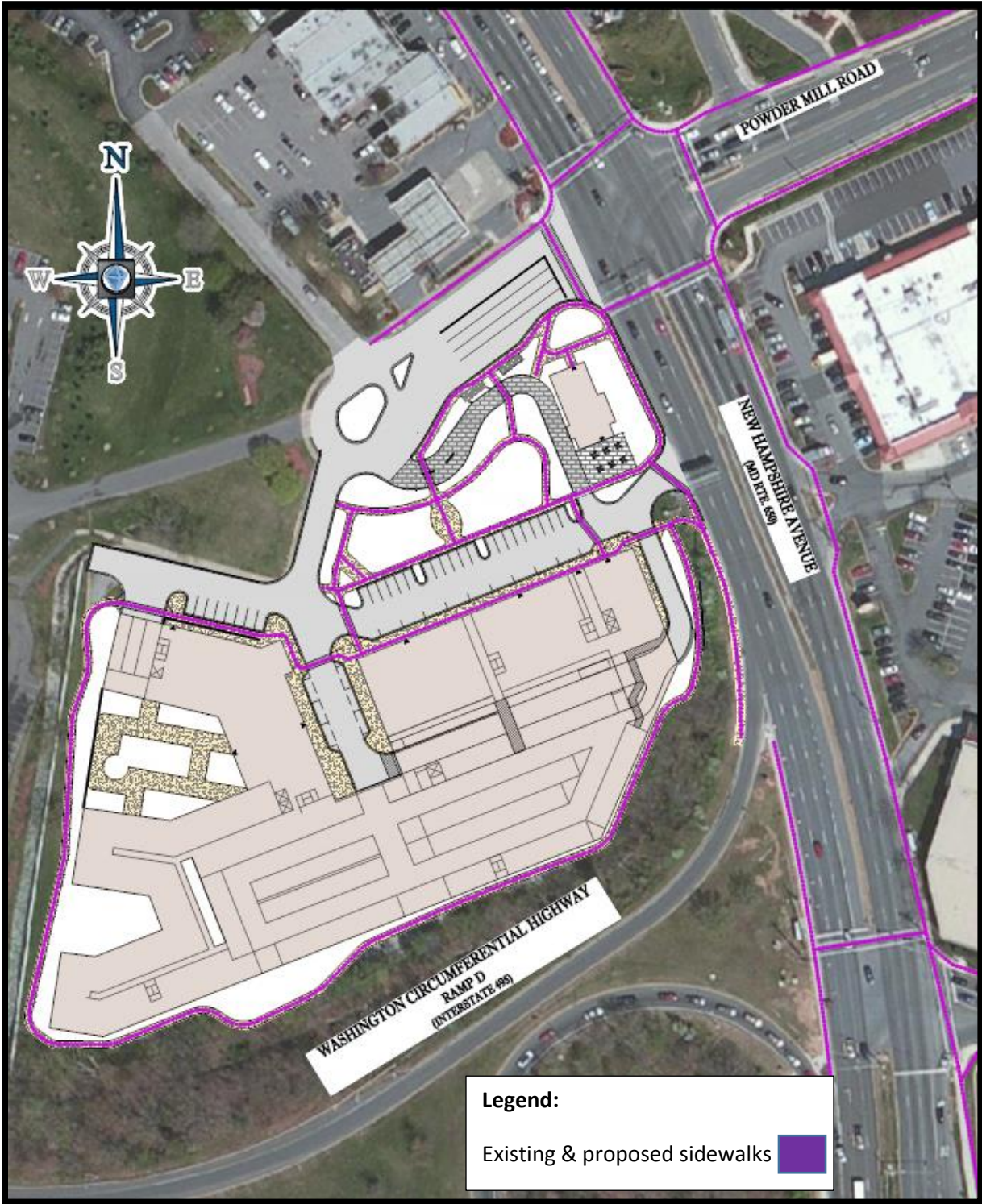
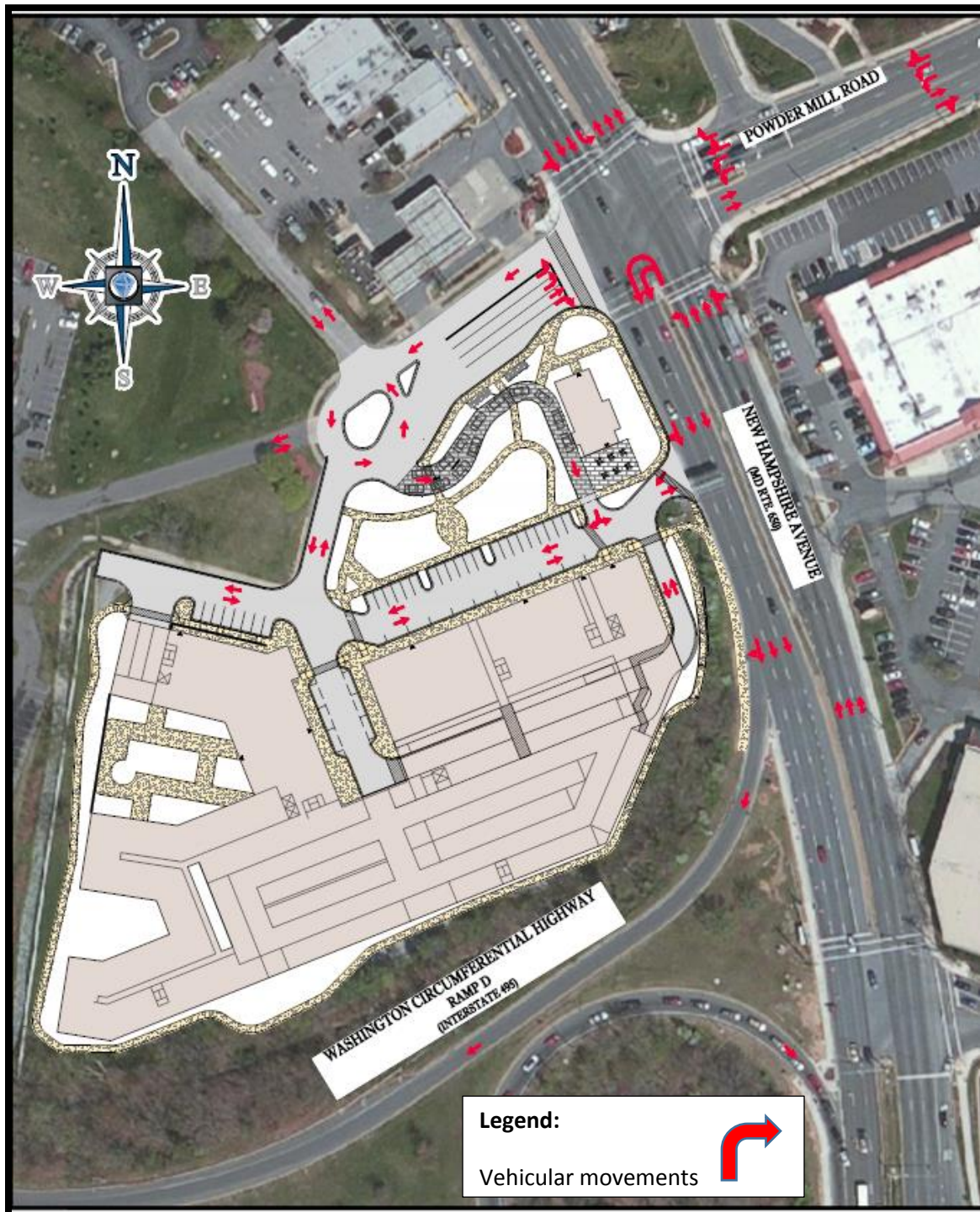




Figure 9: Vehicular Circulation Plan



## SECTION 4: ANALYSIS AND REQUIRED 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 open 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 Sketch Plan meets these objectives because it contains a small, mixed-use, pedestrian-oriented center, it includes a mix of uses, and will be alongside the future Bus Rapid Transit (BRT) corridor on New Hampshire Avenue. The Sketch Plan also meets the general requirements of Section 59.4.5.4.A., and the development standards of Section 59.4.5.4.B., Optional Method Development for the CRT Zone, as shown in Table 1:

*Table 1: Development Standards Data Table – CRT1.75, C0.5, R 1.5, H-85 Zone*

Development Standard Section 59-4.5.4.	Permitted/Required	Proposed
<b>Gross Tract Area (sf)</b>	287,744	287,744
<b>Maximum Density (CRT)</b>	<b>1.75 FAR (503,552 sf)</b>	<b>1.50 FAR (431,616 sf)</b>
<b>Non-residential (C)</b>	<b>0.5 FAR (143, 872 sf)</b>	<b>0.09 FAR (24,500 sf)</b>
<b>Residential (R)</b>	<b>1.50 FAR (431,616 sf)</b>	<b>1.49 FAR (430,175 sf)</b>
<b>Max Building Height (feet)</b>	85	110 <sup>1</sup>
<b>Minimum Public Open Space (%) of Net Lot</b>	10% (22,432 sf)	12% (25,906 sf)
<b>Parking (spaces)</b> <i>Multi-family</i>	Minimum 1 space/unit; Maximum 1 space/studio, 1.25 space/one bedroom, 1.5/two bedroom	TBD at Site Plan
<i>Retail/service establishment</i>	Minimum 3.5 space/1,000 sf GLA; Maximum 6 space/1,000 sf of GLA	

<sup>1</sup> Pursuant to Section 59-4.7.3.D.6.c.i: If a project exceeds 12.5% MPDUs, the height limit of the applicable zone or master plan does not apply to the extent required to provide the MPDUs. The additional height is calculated as the floor area provided for MPDUs above 12.5% divided by the average residential floor plate area, where each whole number and each remaining fraction allows an increase of 12 feet.

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

The proposed Project substantially conforms to the overriding goal and recommendations of the 2014 *White Oak Science Gateway* Master Plan and its Design Guidelines. “This Plan’s overriding goal is to transform the built environment from auto-oriented single-purpose nodes into vibrant mixed-use centers” (page 23) (Attachment 1). From the Plan’s ‘Land Use and Zoning’ section, *Map 5, Activity Centers* states the following for this property: “The Plan seeks to change and transform these communities over time, with the support of a future BRT system. Mixed-use developments with walkable centers that bring employment, housing, and shopping opportunities together are desirable for these centers as well” (page 29) (Attachment 1). Page 30 of the Plan in the ‘Proposed Development and Zoning Overview’ states: “The recommended CR Zones are designed to encourage a mix of uses in the Plan’s centers, where BRT routes and stations are planned. The Plan proposes CR zones at sufficient densities to provide incentives for private reinvestment, promote transit, and provide needed public amenities in redeveloping areas, including open space, recreation, day care centers, better building design, and affordable housing” (Attachment 1).

The Project furthers the Master Plan’s goal of enhancing the New Hampshire Avenue/Powder Mill Road intersection by including active uses and public open space accessible from the Avenue. The proposed mix of uses supports the future Bus Rapid Transit (BRT) along New Hampshire Avenue. Distribution of uses on the Property effectively uses the parking garage to buffer residential uses from traffic noises from I-495, and by wrapping the parking structure with residential and commercial uses minimizes the impact of parking on the areas intended for public use. The building massing will be broken into smaller components, which will reduce the visual scale of the buildings and achieve the “village center” character and scale envisioned by the master plan for this activity center. The Proposal creatively interprets the direction provided by the Design Guidelines to consolidate frontages along the Avenue to improve the area for pedestrians (Attachment 1 – Design Guidelines, page 14). The smaller coffee shop pad site fronting on New Hampshire Avenue effectively creates a street edge, contains the proposed public open space, and allows visibility to the larger buildings beyond. Locating the public open space in the front portion of the Property creates a view shed to the buildings beyond, to establish visual connections between future developments at the Hillandale Shopping Center and the ATU property. It also provides a visual connection across the intersection to the existing (Our Savior Episcopal Church) chapel, a local landmark, furthering the Plan’s goal of using it as a focal point for development.

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

The Subject Property 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 buildings will be compatible in height, building massing and scale in relation to existing and pending nearby development in the Hillandale Activity Center of the 2014 *White Oak Science Gateway Master Plan* area. It's anticipated that adjacent properties (i.e., the ATU, Hillandale Shopping Center, and the Exxon Gas station) and properties to the north on New Hampshire Avenue will redevelop at similar heights, building mass and scale as envisioned in the 2014 WOSG Master Plan. The Subject Property is the first among the Hillandale Activity Center properties to undergo Sketch Plan review to implement the Plan's vision in this part of the *White Oak Science Gateway Master Plan* area.

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

The Project will provide satisfactory vehicular, pedestrian and bicyclist access, circulation, parking and loading. The drive-thru will be screened from the public ROW to address required development standards at Site Plan review. Designated loading space for the coffee shop will be shown at Site Plan review. Pedestrian and bicyclist access and circulation on New Hampshire Avenue will include a shared-use path as recommended in the *Countywide Bikeways Functional Master Plan*. Provision of this public facility along with the required ROW for the planned BRT station will be determined as BRT facility planning moves forward and these provisions will be shown at the required preliminary plan and site plan reviews.

The proposed parking garage and on-street parking spaces will meet the applicable zoning requirements at site plan review. Truck circulation for the proposed coffee shop are adequate and will be further reviewed at site plan.

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 a development of this size in the CRT Zone, the Zoning Ordinance requires 50 points in at least three categories. Although at the time of Sketch Plan review, only the categories need to be approved, the following table shows both the categories and points for public benefits requested at Sketch Plan to demonstrate the project's ability to meet the requirement to provide sufficient public benefits points. The Applicant's three proposed public benefits for Transit Proximity, Diversity of Uses and Activities, and Quality Building and Site Design are as follows:

#### Transit Proximity

The proposed Project abuts the master-planned BRT Route (New Hampshire Avenue Corridor) with a dedicated right-of-way, as defined in Section 59.4.7.3.B.1.b., because it shares a property line with a right-of-way for a master-planned transit station, and 100% of the tract is within a quarter-mile of the transit portal. Transit proximity for the master-planned BRT is considered a Level 2 category per Section 59.4.7.3.B.1.a.ii. Therefore, the proposed Project qualifies for up to 15 points for transit proximity. The Applicant is requesting the full 15 points. The redevelopment includes provision of a BRT station at New Hampshire Avenue and Powder Mill Road to implement public transit opportunities for residents and employees as envisioned in the Master Plan.

#### Diversity of Uses and Activities—Moderately Priced Dwelling Units

Pursuant to the approved October 2015 Commercial/Residential and Employment Zones *Incentive Density Implementation Guidelines*, 12 points are to be granted for every 1% of MPDUs greater than 12.5%, and any fraction of 1% increase in MPDUs entitles the Applicant to an equal fraction of 12 points. There is no limitation on the number of points for providing more than 12.5% of the residential units as MPDUs as required under Chapter 25A. The Project is providing a minimum of 15% MPDUs and therefore, qualifies for 30 points based on the following formula:  $(15\% - 12.5\%) * 12 = 30$  points.

#### Quality Building and Site Design—Structured Parking

The Project is providing approximately 750 parking spaces in a parking structure that is largely above-grade. Approximately 630 spaces will be in the above-grade portion of the garage and an estimated 70 spaces will be below-grade. In this sub-category up to 20 points can be achieved for placing parking in an above or below grade parking structure. Thus, an estimated 10 points will be achieved based on the following formula:  $[(630/750) * 10] + [70/750 * 20] = 10.26$ . At site plan review, the Master Plan's design guidelines will be addressed to implement the New Hampshire Avenue Streetscape. The Plan's vision requires such sites to activate the street and provide a predominantly pedestrian-oriented environment that is adequate, safe and efficient. The proposal adequately addresses "the relationship of the site to adjacent properties" in a proposed design and building massing as envisioned in the Master Plan for sites in the CRT zone.



Table 2: Public Benefits

Public Benefits Calculations		
Public Benefit	Incentive Density Points	
	Max Allowed	Requested
<b>59-C-15.852.: Transit Proximity</b>		
Transit Proximity	<b>25</b>	<b>15</b>
<b>59-C-15.854.: Diversity of Uses and Activities</b>		
Moderately Priced Dwelling Units	<b>No limit</b>	<b>30</b>
<b>59-C-15.855.: Quality of Building and Site Design</b>		
Structured Parking	<b>20</b>	<b>15</b>
<b>Total Points</b>	Min./required: <b>50</b>	<b>60</b>

In summary, the Applicant anticipates, and Staff agrees, that redevelopment of the Property in the Hillandale area with these public benefits will likely be a catalyst for adjacent properties to also undergo redevelopment in this part of the county in the foreseeable future.

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 2014 *White Oak Science Gateway* Master Plan. Comments from review agencies were received and considered in the analysis and recommended conditions (Attachment 2). Therefore, Staff recommends approval of Sketch Plan No. 320180020 with conditions at the beginning of this report.

## Attachments

1. Master Plan and Design Guidelines pages
2. Agency letters

# ATTACHMENT 1

## THE PLAN

### Opportunities and Challenges

This Plan reflects the aspirations that many people have for White Oak. Some community members feel that this area is under-served with retail amenities and services as well as jobs. Residents have to travel to Silver Spring, Bethesda, Rockville, or other locations for quality restaurants and retail shopping. Others have expressed frustration that the area has not been allowed to achieve its potential and has been held back by County policies, including a development moratorium (from 1986-2002) due to a lack of transportation capacity. Many want to see reinvestment in this community and are hopeful that the public and private sectors will work together to turn things in an upward direction. There is great interest in seeing “things happen” in the east County.

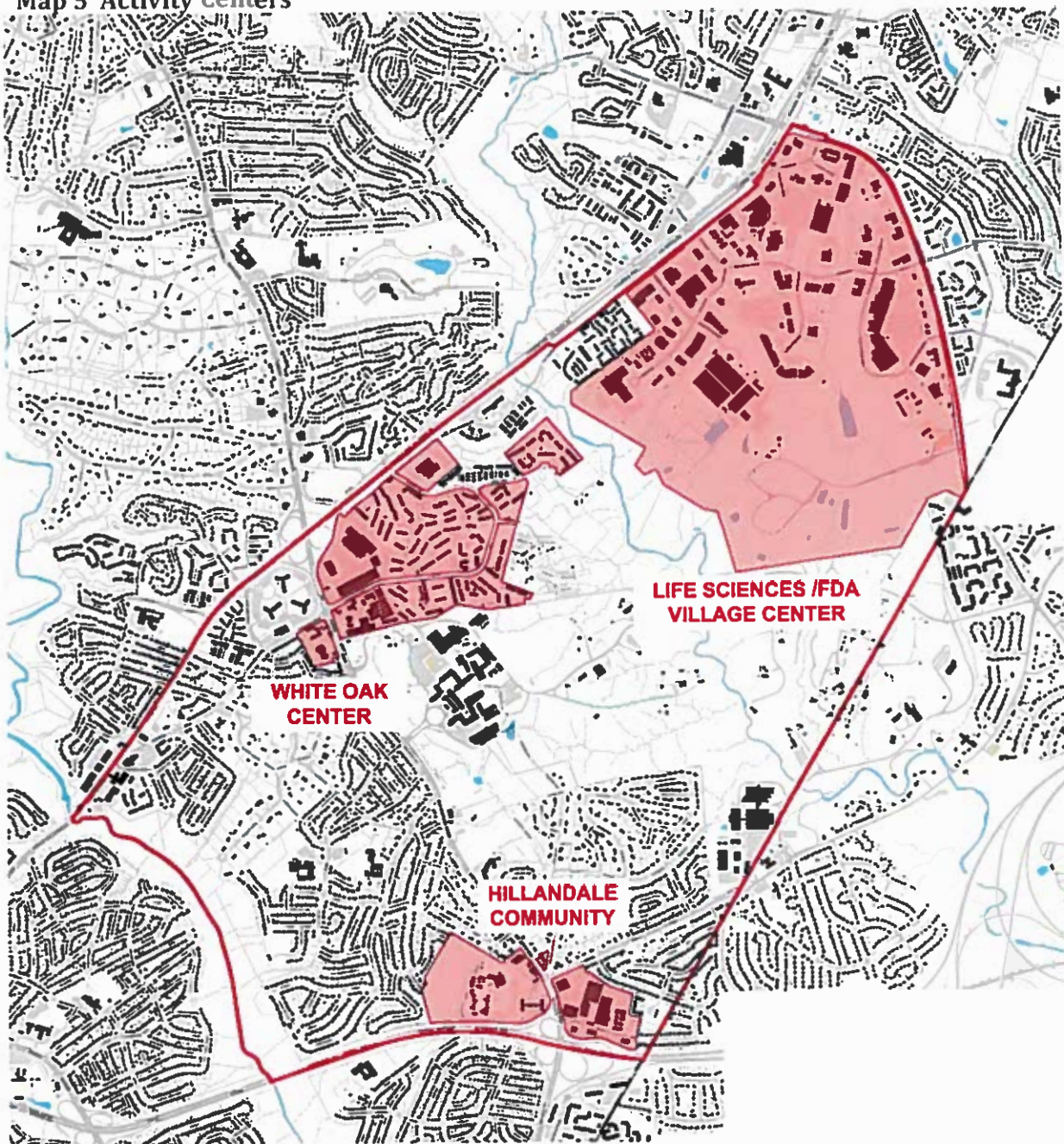
At the same time, there are significant challenges. The area is not currently served by high-quality transit. Traffic congestion is a persistent problem and a possible deterrent to growth. US 29, the east County corridor that parallels I-95, carries heavy volumes of regional traffic, including significant amounts from Howard County. Funding for expanding transportation infrastructure is not available now or in the foreseeable future. Although I-495 and I-95 are nearby, physical constraints limit opportunities to improve local circulation as well as connectivity to other areas. Streets wind through the residential neighborhoods with few through streets to interconnect communities, which forces local traffic onto the major roads. The large Federal Research Center, which includes the FDA headquarters campus, does not allow public access through the property. With the exception of the Plan’s recommendation to rebuild and reopen the Old Columbia Pike bridge over the Paint Branch, there are no options for additional, new vehicular crossings of the Paint Branch, Northwest Branch, and I-495.

The area does not have a central core, but has several separate centers. With the exception of the FDA, there is no critical mass of a particular employment sector, such as life sciences, technology, or media and communications that serve to attract similar businesses. There is no significant academic presence. Market demand for new offices in the area has been limited.

Increasing opportunities for new economic development and reinvestment in existing centers are critical elements to enhancing this area and improving its quality of life. Ideally, the FDA will be a catalyst for additional development. The County is pursuing development of a major life sciences center on its 115-acre Site 2 property, and has partnered with Percontee, owners of the adjacent 185-acre site, to create the potential for a 300-acre mixed-use development. Adjacent to both these parcels is a nearly 50-acre property for the planned relocation of Washington Adventist Hospital (WAH).

This Plan’s overriding goal is to transform the built environment from auto-oriented single-purpose nodes into vibrant mixed-use centers. Some stakeholders believe new job creation in White Oak should emphasize life sciences or biotechnology. Such employment is certainly welcome, hence the Plan’s name; however, new opportunities for high quality jobs should not be limited to a particular sector. The best approach for this area is land use and zoning that is

**Map 5 Activity Centers**



Reshaping and redeveloping the two older shopping centers into sustainable, complete communities is both challenging and necessary. The Plan seeks to change and transform these areas over time, with the support of a future BRT system. Mixed-use developments with walkable centers that bring employment, housing, and shopping opportunities together are desirable for these centers as well. It is especially important that the redevelopment of these sites not result in the long term loss of retail uses that serve the community, and new commercial office uses would also be particularly desirable. This Plan's zoning and infrastructure recommendations strive to encourage the private sector to redesign, redevelop, and reinvest in older centers.

### **Proposed Development and Zoning Overview**

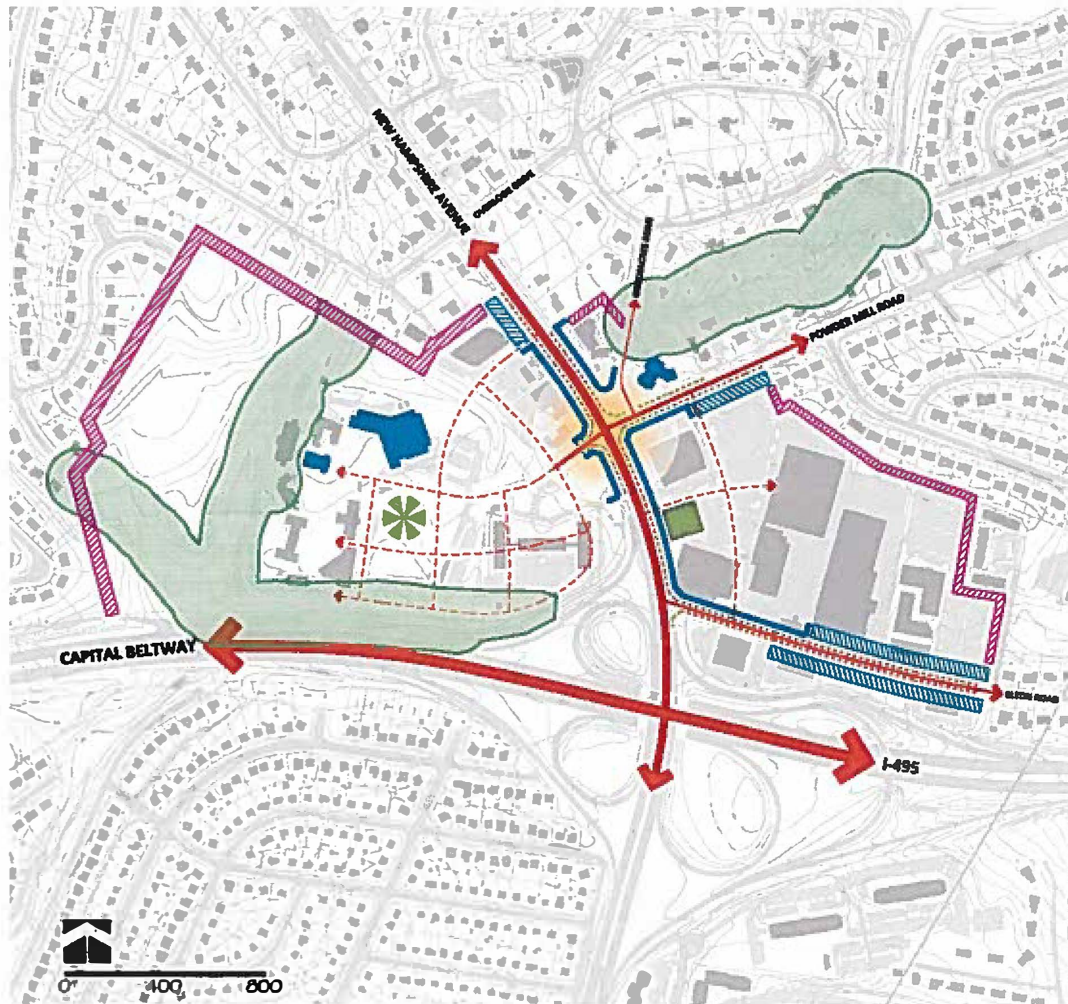
The Plan's proposed land use and zoning framework is based on a development scenario (that was modeled and tested for traffic implications) involving specific alternatives provided by commercial property owners as well as input from the residential communities. Existing development in the Plan area includes 7,118 dwelling units and approximately 11 million square feet of commercial uses. The traffic model tested a total land use amount - existing and projected development – of approximately 25 million square feet of commercial development and 15,000 dwelling units (see Table 1 below), supported by a transit system and additional road infrastructure.

The Plan recommends rezoning most commercial properties to the Commercial/Residential (CR) Zone or the Commercial/Residential Town (CRT) Zone (see Table 2 and Maps 6 and 7). The CR Zones allow a range of uses and require the designation of four elements: total allowed floor area ratio (FAR), maximum commercial/non-residential (C) floor area ratio, maximum residential (R) floor area ratio, and maximum building height (H). The Plan recommends removing narrow bands of "buffer strips" that are in the RE-2, I-4, and R-90 zones and applying the CR zoning that is recommended for the adjacent properties to these buffer strip areas.

The recommended CR Zones are designed to encourage a mix of uses in the Plan's centers, where BRT routes and stations are also planned. The Plan proposes CR zones at sufficient densities to provide incentives for private reinvestment, promote transit, and provide needed public amenities in redeveloping areas, including open space, recreation, day care centers, better building design, and affordable housing. For commercial properties unlikely to redevelop in the near term, the Plan proposes CR zoning designations that are comparable to the existing zoning.

The Plan also seeks to preserve and protect the character of the single-family neighborhoods by confirming existing uses and zoning. Properties zoned for and used as single-family dwellings (in the R-90, RE-1, and RE-2 zones) and properties with townhouse zoning (RT-6, RT-8, RT-10, RT-12.5) will not be rezoned. All properties zoned R-H and R-20 (with the exception of the Holly Hall site) are recommended to retain these zones.





## Legend

- Existing Road
- Potential Road
- Build-to-line
- ▨ Build-to-area
- ▨ Streetscape
- ▨ Transition Area
- ▨ Environmental Area (\*)
- Urban Plaza
- ✱ Potential Open Space
- Landmark | Gateway Structure
- Enhanced Intersection

(\*) Delineation of environmentally sensitive areas is shown for illustrative purposes. Actual extent of environmental buffers will be established during the regulatory review process.

## Hillandale Center

The introduction of a mass transit alternative, with a likely stop within the area, should promote redevelopment that consolidates existing commercial frontages (south of Overlook Drive, north of I-495). The existing Our Savior Episcopal Church should remain a local landmark, given its prominent location. If redeveloped, adjacent larger properties (Hillandale Shopping Center, National Labor College) should include a mix of uses, and should create public open spaces to focus community life. All redeveloping properties should contribute to the enhancement of the public realm at the intersection of New Hampshire Avenue and Powder Mill Road.



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October 30, 2017

Ms. Lori Shirley  
Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring, MD, 20910

Dear Ms. Shirley:

Thank you for the opportunity to review the sketch plan for the proposed Hillandale Gateway development – 17APMO019XX, located on New Hampshire Avenue (MD 650) in Montgomery County, Maryland. The State Highway Administration (SHA) Access Management review is complete and we are pleased to respond.

After discussions with and reviews by the SHA District 3 Traffic Office, the SHA District 3 Access Management Office would be willing to issue an access permit for a right-in/ right-out at this location once a thorough review of the detailed engineering plans has been completed. The plans will have to meet all the necessary SHA standards before they can be officially approved and the Access Permit issued.

If you have any questions or require additional information please contact Mr. Kwesi Woodroffe at 301-531-7347, by using our toll-free number (in Maryland only) at 1-800-749-0737 (x7347), or via email at [kwoodroffe@sha.state.md.us](mailto:kwoodroffe@sha.state.md.us).

Sincerely,



Brian W. Young  
District Engineer

BWY/kw

cc: Mr. Ed Axler, Montgomery County Planning Department  
Mr. Peter Campanides, SHA – ADE, District 3 Traffic  
Mr. Kwesi Woodroffe, SHA – Regional Engineer, District 3 Access Management



DEPARTMENT OF TRANSPORTATION

Isiah Leggett  
*County Executive*

Al R. Roshdieh  
*Director*

October 9, 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 Letter  
Sketch Plan No. 320180020  
Hillandale Gateway

Dear Ms. Shirley:

We have completed our review of the revised Sketch Plan dated September 19, 2017 on e-plans. This plan was reviewed by the Development Review Committee at its meeting on September 5, 2017. We recommend approval for the plan based to the following comments:

All Planning Board Opinions relating to this plan or any subsequent revision, project plans or site plans should be submitted to the 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. MCDOT does not object to the applicant submitting a preliminary plan for this project.
2. New Hampshire Avenue (MD-650):
  - Necessary dedication for New Hampshire Avenue (MD-650) in accordance with the master plan. The proposed additional right of dedication along the property frontage to accommodate the BRT, BRT station and the separated bikelanes should meet the recommended ultimate 168-ft right of way width as shown in the revised plans.

**Office of the Director**

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101 Monroe Street 10<sup>th</sup> Floor · Rockville Maryland 20850 · 240-777-7170 · 240-777-7178 FAX

[www.montgomerycountymd.gov](http://www.montgomerycountymd.gov)

*Located one block west of the Rockville Metro Station*

- We defer to Maryland State Highway (MDSHA) for access and improvements along New Hampshire Avenue (MD-650).
3. Powder Mill Road:
    - Based on plat #11235 and the available right-of-way of seventy (70)-ft., Powder Mill Road shall be classified as Business District Street. Powder Mill Road is subject to context sensitive standard and should meet the MC-2005.02 (Business District Street-2 Lanes with Parking on Both Sides). If the roadway cross section is modified from the standard, the applicant shall submit a Design Exception for our review.
  4. Pay the Montgomery County Department of Transportation plan review fee in accordance with Montgomery County Council Resolution 16-405 and Executive Regulation 28-06AM (“Schedule of Fees for Transportation-related Reviews of Subdivision Plans and Documents”).
  5. *At the preliminary plan* stage:
    - a. Submit a storm drain study if any portion of the subject site drains to the Montgomery County public storm drain system.
    - b. Provide a roadway cross section for Powder Mill Road and New Hampshire Avenue.
    - c. The cul-de-sac island should be continuous without a break for the traffic flow to be counter clockwise.
  6. We recommend that the applicant coordinate with Ms. Joana Conklin, of Montgomery County DOT regarding the Bus Rapid Transit (BRT) on New Hampshire Avenue (MD-650) and the location of future BRT station. Ms. Conklin can be reached at 240-777-7195 or at [joana.conklin@montgomerycountymd.gov](mailto:joana.conklin@montgomerycountymd.gov).
  7. We recommend that the applicant coordinate with Mr. Matt Johnson of our Transportation Engineering Section at [matt.johnson@montgomerycountymd.gov](mailto:matt.johnson@montgomerycountymd.gov) or at 240-777-7237 regarding the Bikeway and Pedestrian Improvement (BIPPA) project along New Hampshire Avenue (MD-650).
  8. Hillandale Transit Center is located at the intersection of New Hampshire Avenue and Powder Mill Road. This location is served by seven (7) routes and the terminus for some routes and a major stop for others. Hillandale serves as an eastside connection between two transit providers and creates transit options for the Hillandale community travelling to adjacent jurisdictions as

well as options within the County. The need for better circulation and an operator restroom would be key for this location. Today, the operation functions; however, as future growth is planned, less interaction with additional traffic would be desirable. Listed below are key points:

- Check turning radius of the circle. This area has been reconfigured in the concept plans.
- Impeding traffic that appears to be one way in and out could become problematic.
- Suggest utilizing space adjacent to the current pull off area on Powder Mill Road to expand area.

At the preliminary plan stage, please coordinate with Ms. Stacy Coletta of our Division of Transit Services to coordinate improvements to the RideOn bus facilities in the vicinity of this project. Ms. Coletta may be contacted at 240-777-5800.

9. The development is subject to the White Oak Local Area Transportation Improvement Program (LATIP) fee. We recognize that a traffic analysis has been submitted with the intent to construct LATIP-identified treatments at MD 650 and Powder Mill Road for credits to LATIP (up to \$5,000,000) and possibly Development Impact Tax. Proposed treatments at MD-650/Elton Road may similarly be eligible. At present, the analysis is under review for MCDOT concurrence on its findings.
10. The developer should note that the Hillandale Transit Center is also included in the LATIP Fee and is therefore eligible, if constructed, for LATIP credits up to \$500,000.
11. We recommend that the applicant coordinate with Mr. Andrew Bossi of our Office of Transportation Policy at [andrew.bossi@montgomerycountymd.gov](mailto:andrew.bossi@montgomerycountymd.gov) or at 240-777-7170 regarding the White oak LATIP Fee and credits for this development.

## **12. Traffic Mitigation Agreement**

This project is located in the White Oak Transportation Management District (TMD) and the White Oak Science Gateway Master Plan area. The Non-Auto Driver Mode Share (NADMS) goal is 30% for all new development, residential and commercial, based on the area's future transit service and connectivity opportunities.

Per Resolution No. 18-26, "DOT and the Planning Board may jointly impose reasonable transportation demand management measures as conditions on the Board's approval of development in the White Oak TMD. These measures can include the requirement of traffic

mitigation agreements in accordance with Chapter 42 A of the County Code.” MCDOT recommends that a Traffic Mitigation Agreement be required to be submitted as part of the preliminary plan. Applicant may contact Sande Brecher or Beth Dennard (240) 777-8380 for a template for mixed used developments.

**Design Guidelines** – at Sketch Plan, for any building with frontage on New Hampshire Avenue, design building frontages to provide two-way visibility for transit vehicles, as well as taxis, etc.

**Displays and Communication of TDM Information**

Incorporate display space into lobbies of the multi-family building(s) and other high pedestrian activity areas.

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 residents, tenants, employees, visitors, etc.

Provide a concierge/reception desk in residential building(s) with an area where transit information and pass sales can be transacted – e.g., obtaining transit information, loading of SmarTrip cards.

**Parking**

Car Sharing Parking. Provide at a minimum, the number of car sharing vehicle parking spaces required by law, in highly visible, preferentially-located spots.

Electric Car Charging. Provide two electric car charging stations, or the number required by law, whichever is greater, on site.

**Bikeshare**

Bikeshare can provide a non-auto connection between the project and the Hillandale BRT station (proposed to be located near the Hillandale Shopping Center) and other nearby destinations where bikeshare is ultimately planned. At Sketch Plan, show the location for a bikeshare station on site. A typical bikeshare station (19 docks in size) requires a site that is 53-feet by 12-feet with four to six hours of solar exposure per day. Applicant must pay the capital cost of bikeshare facilities. Applicant will be required to assist MCDOT in the promotion of bikesharing among residents, employees and visitors at the Project, in order to accomplish the objectives of the TMD.



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. At the preliminary plan stage, submit a Traffic Impact Study if required by the Planning Department.
15. The applicant needs to submit a truck circulation plan 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 for a left-side backing maneuver. Passenger vehicle travel ways should be separated from the expected truck patterns and storage areas. The applicant may also need to provide documentation of their proposed delivery schedules.
16. Relocation of utilities along existing roads to accommodate the required roadway improvements shall be the responsibility of the applicant.
17. Permit and bond for required public improvements (to be determined at the preliminary plan stage) will be required prior to approval of the record plat.

Thank you for the opportunity to review this preliminary plan. If you have any questions or comments regarding this letter, please contact Deepak Somarajan, our Development Review Team for this project at [deepak.somarajan@montgomerycountymd.gov](mailto:deepak.somarajan@montgomerycountymd.gov) or (240) 777-2194.

Sincerely,



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

Ms. Lori Shirley  
Sketch Plan No. 320180020  
October 9, 2017  
Page 6

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cc: Shane Pollin Hillandale Gateway, LLC  
Zachary Marks Housing Authority of Mont County  
Brad Fox Bohler Engineering  
William Kominers Lerch, Early & Brewer  
Preliminary Plan folder  
Preliminary Plan letters notebook

cc-e: Ed Axler M-NCPPC Area 2  
Atiq Panjshiri MCDPS RWPR  
Sam Farhadi MCDPS RWPR  
Marie LeBaw MCDPS FRS  
Kwesi Woodroffe MDSHA District 3  
Venu Nemani MCDOT DTEO  
Dewa Salihi MCDOT DTEO  
Khursheed Bilgrami MCDOT DTEO  
Kamal Hamud MCDOT DTEO  
Matt Johnson MCDOT DTE  
Christopher Conklin MCDOT OTP  
Joana Conklin MCDOT RTS  
Deanna Archey MCDOT DTS  
Stacy Coletta MCDOT DTS  
Andrew Bossi MCDOT OTP  
Sandra Brecher MCDOT OTP  
Beth Dennard MCDOT OTP  
Deepak Somarajan MCDOT OTP