

Memorandum

By Electronic Mail

To:	Atul Sharma
From:	Patricia Harris
Date:	May 13, 2019
Re:	Rock Spring Urban Design Guidelines Comments on behalf of Erickson at Rock Spring – 10400 Fernwood Road

Introduction

Erickson Living, the owners of 10400 Fernwood Road (the existing Marriott Headquarters site) ("The Property") plans to redevelop the site with a continuing care retirement community ("CCRC") upon Marriott's relocation to downtown Bethesda.

Since December 2017, the Erickson development team has had numerous meetings with M-NCPPC Staff to review Erickson's development program and plan, including several recent meetings to review the draft Rock Spring Design Guidelines, with the objective of ensuring that the Guidelines support the redevelopment of the Property to accommodate the CCRC.

The Design Guidelines are helpful in furthering the vision of the Rock Spring Sector Plan and we are appreciative of Staff's efforts. In particular, the Human-Scale Design section provides useful guidelines and examples to ensure quality building design.

Comments and recommended revisions to particular provisions of the draft Design Guidelines are provided below and a redline of specific changes to several pages of the Design Guidelines are attached.

Guidelines Flexibility

Provision:

These are not rigid requirements... Design proposals and alternative solutions will be evaluated during the development review process based on surrounding context, site conditions, and how the project addresses the applicable Sector Plan goals and the intent of the Design Guidelines. (p.2)

Comment:

We appreciate the recognition that there is flexibility in the application of the Design Guidelines. The development program of certain uses, such as a CCRC, are driven by specific programmatic considerations, unique to a particular use. In the case of a CCRC, there are two driving considerations given the age of the population: 1. the distances between the residential living units and the amenities (dining, medical and social) and 2. the security of the residents. These two factors influence the design, scale, and footprint of the buildings and necessitate larger, not smaller, building areas (blocks).

Recommended Revision:

These are not rigid requirements... Design proposals and alternative solutions will be evaluated during the development review process based on surrounding context, site conditions, <u>programmatic considerations of a particular use</u> and how the project addresses the applicable Sector Plan goals and the intent of the Design Guidelines. (p.2)

Fernwood Road - Emphasis on Pedestrian Friendly Right-of-Way

Provisions:

Consider placing retail and other activating uses such as entrance lobbies at building corners. (p. 24)

Create a pedestrian friendly frontage along Fernwood Road with buildings opening directly on to the street with active uses. (p. 58)

Comments:

The Erickson development team agrees with the overall objective of activating Fernwood Road in a pedestrian friendly manner and designing it as a central spine through Rock Spring, but there needs to be a creative as well as realistic approach in regard to achieving a pedestrian friendly environment.

The Rock Spring Sector Plan is anchored by major retail on either end. There is more than 1 million square feet of retail space at Westfield Montgomery Mall on the western edge of the Sector Plan area and more than 200,000 square feet on the eastern edge at Georgetown Square and Wildwood Shopping Center.

The retail market is very competitive and attracting and retaining ground floor retail, especially in off-market areas, has become increasingly difficult. If it is determined that a limited amount of neighbored serving retail is viable, Erickson will evaluate the feasibility of incorporating this on the site to further this provision.

Recommended Revisions:

Consider placing retail, <u>when feasible</u>, and other activating uses such as entrance lobbies at <u>prominent/visible locations-building corners</u>. (p. 24)

Create a pedestrian friendly frontage along Fernwood Road with buildings opening directly on to the street with active uses, <u>when programmatically feasible</u>. (p. 58)

<u>Civic Green</u>

Provisions:

Figure 3.19, 3.20, and 3.21 (pp. 57, 58 and 59)

- Designation for Recommended Park or Open Space
- Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Figure 3.21 (p. 59)

- Civic Green along the central spine and across from the future Bus Rapid Transit Station
- Mid-block connection links civic green to existing open space.

Comments:

We recommend that Staff reconsider the nature and character of the Civic Greens. The Design Guidelines recommend three Civic Greens in the Rock Spring Sector Plan area. Generally in an even larger urban area, there would be one, or at most two, of these type of spaces, in order that the space that is provided may be meaningfully activated. When there are too many similarly designed spaces, they tend to cannibalize or weaken each other. Notably, the examples cited in the Design Guidelines are examples of one of a kind spaces in the given community or city. We are concerned that it will be hard to have three highly activated Civic Greens in such close proximity to each other and thus recommend that there should be more flexibility in the type, character and size of the open spaces provided.

With that said, the provision of open space (whether a Civic Green or otherwise) of meaningful size in a visible and accessible location along Fernwood Road is recognized by all, including Erickson, as an important component of the Sector Plan. The precise location of the Civic Green, whether toward the eastern side of the Property as recommended in the Sector Plan or further to the west as currently shown in the draft Design Guidelines, should not be specified in the Design Guidelines. Instead, the final location of the Civic Green should be determined in connection with the ultimate plan for the CCRC where the following factors will play a critical role: 1. The operational components of the CCRC; 2. The footprints of the buildings and thus the corresponding blocks (which is driven primarily by operational considerations); 3. The development phasing of the project; and 4. The desire to tie the Civic Green directly to the linear stream valley park to increase the functionality and accessibility of the linear park.

We appreciate the "Note" added to Figures 3.19, 3.20 and 3.21 and other Figures throughout the Design Guidelines stating that the Figures are intended for illustrative purposes only as it relates to site and building design. It is important to specify that the placement of the open spaces is also illustrative. The ultimate location of open space will be dictated by numerous factors. As noted above, in the case of a CCRC, the program ultimately drives the design, and the location of a sizable amount of open space, such as is required on the Property, can greatly influence the layout of the project.

The Design Guidelines recommend that the Civic Green be located along the central spine and across from the future Bus Rapid Transit Station. It is appropriate that the Civic Green be located along Fernwood Road to ensure that it is highly visible and easily accessible. There does not appear to be a strong basis for locating the Civic Green directly across from the Bus Rapid Transit Station ("BRT") and perhaps most critically, the location of the BRT Station has not yet been determined and likely will not be prior to the Property being developed and certainly not prior to the adoption of the Design Guidelines. Moreover, any crossing between the north side of the street and the south side of the street should only occur at the intersections; mid-block street crossings, especially given the senior population, should be highly discouraged.

The on-site mid-block connection between the Civic Green (in its currently proposed condition), and the existing stream valley park, occupies too much space and creates smaller building envelopes that do not support the Erickson CCRC programmatic requirements. Erickson recognizes that the existing stream valley park along the eastern Property line is an asset to the community and locating the Civic Green at the terminus of the stream valley park will capitalize on the existing park, promote its use, and provide a seamless connection from the Civic Green to the stream valley park. While the Civic Green and existing park will be available to the public, and the public use encouraged and promoted, it is not necessary for the public to traverse through the middle of the CCRC to access this stream valley park (irrespective of the ultimate location of the Civic Green).

Recommended Revisions:

Figure 3.19, 3.20, and 3.21 (pp. 57, 58 and 59)

- Designation for Recommended Park or Open Space
- Note: Diagrams are for illustrative purposes only. Actual site and building design <u>and</u> <u>locations of open spaces</u> will be evaluated during the regulatory review process

Figure 3.21 (p. 59)

- *Civic Green along the central spine and across from proximate to the future Bus Rapid Transit Station*
- Mid-block connection links civic green to existing open space.

Smaller Blocks, Mid-block connections

Provisions:

All infill and rebuild scenarios should break up the large property into smaller, more walkable blocks (p. 58)

New Streets creates smaller block sizes (p. 59)

Comments:

While Erickson recognizes the overall objectives of creating smaller blocks and internal connectivity, developing housing for a senior population presents a different set of priorities, with residents' safety (and sense of safety) being of primary concern.

Given the Property's location, there is no basis for the Property to provide connections to other streets; the site is an enclave located at the southern terminus of Rockledge Drive and Rock Spring Drive and the CCRC use will generate relatively little traffic. The overall Erickson program and design is intended to de-emphasize vehicular use. While the Property can be designed to visually provide a sense of connectivity, from an operational standpoint this connectivity is not needed and it is recommended that it be limited. In addition, the vehicular drives provided within the Property to accommodate the CCRC are not intended to be public roads. As noted, an important component of the CCRC is assuring residents' safety and it is Erickson's desire to discourage, not encourage, unnecessary vehicular travel through the Property.

Smaller blocks also make it more challenging to achieve site and building design efficiency. As a result, smaller blocks, and thus design inefficiency, unnecessarily increase the cost of development. Unlike a typical multi-family residential development, Erickson's goal is to provide quality, affordable healthcare as well as quality housing, and thus, unnecessary costs impose an additional burden.

In an effort to respond to MNCPPC staff's desire for a streetscape with smaller blocks, Erickson's proposed plan breaks up the facades along Fernwood Road into smaller sections. This creates an urban design presence of smaller blocks, while balancing the design efficiency requirements and security needs of the senior population.

Recommended Revisions:

All infill and rebuild scenarios should break up the large property into smaller, more walkable blocks (p. 58)

New Streets creates smaller block sizes (p. 59)

Attachment

cc: Steve Montgomery Scott Templin

1.1 How to Use the Guidelines

Purpose

One of the main goals of the Rock Spring and White Flint 2 Sector Plans (Plans) is to promote the transformation of auto-oriented, single use areas into vibrant, mixed use places served by a variety of transportation alternatives. Design guidelines illustrate appropriate relationships between buildings and the pedestrian realm, to ensure that walking, biking and transit are incorporated into the design of streets and to minimize impacts from redevelopment to surrounding lower-scale residential neighborhoods.

New development will enhance the quality of life for existing and future residents and workers in the area. These guidelines will provide clarity and certainty for stakeholders by illustrating how key properties within the two Plan areas may develop over time.

Applicability

This document should be used in conjunction with the Plan recommendations to guide development projects and improvements to the public domain in the two Plan areas. Standard Method and Optional Method projects under Site Plan review should substantially conform with the Sector Plans and Design Guidelines.

Guidelines Flexibility

Design guidelines provide a range of strategies to appropriately meet the intent of the Plans' recommendations. These are not rigid requirements, are provided to offer predictability for applicants about what will be expected during development review, and to provide planning staff and the Planning Board with a framework to guide the review process. Design proposals and alternative solutions will be evaluated during the development review process based on the surrounding context, site conditions, programmatic considerations of a particular use and how the project addresses applicable Sector Plan goals and the intent of the Design Guidelines.

Design Excellence

Design Excellence is a county wide effort to create and enhance attractive, safe and sustainable places to live, work and play. The two Plan areas are experiencing considerable growth and complex projects with architectural significance are being developed within their boundaries. Developers within the two Plan areas are strongly encouraged to go through the Concept Plan process and have an early meeting with Planning staff.

In 2017, the Montgomery County Planning Department created a Design Advisory Panel (DAP) to review and provide direction to the Planning Director and staff on Bethesda development applications submitted to the Planning Department. The goals of the DAP are to ensure the highest quality design for the planned and built environment, assist in resolving issues that arise in the regulatory process where urban design principles conflict with other county regulations by providing review and discussion earlier in the process, and prioritize the allocation of the CR public benefit points in the CR Guidelines and the applicable Plan.

Given the scale of development projects within the two Plan areas, it may be beneficial for projects

Corner Treatments

Goal: Anchor street intersections with a continuous building wall and unique design features.

- Provide signature design elements on prominent corners or intersections.
 Prominent locations include sites adjacent to open spaces and sites that terminate view corridors within the two Plan areas.
- The full height of tall buildings may be expressed at corners as a way to provide emphasis and variation along the building's facades.
- Consider placing retail, <u>when feasible</u>, and other activating uses such as entrance lobbies at <u>prominent/visible locations</u>. <u>building corners</u>



Corner expressed through tower element with unique geometry



Full height of tower expressed at key corner



A rounded archtectural treatment at the corner



Corner emphasized by a taller entry portal into the building











Figure 3.20: Illustrative Concept Drawing of Marriott International Headquarters Site Showing a Potential Redevelopment Scenario

Note: Diagrams are for illustrative purposes only. Actual site and building design <u>and locations of open</u> <u>spaces</u> will be evaluated during the regulatory review process

3.2.1 Key Properties

Marriott International Headquarters Site

The headquarters of Marriott International is currently located on 34 acres of property bounded by Fernwood Road to the north and east and the I-270 spur to the west. Marriott is currently in the process of relocating its employees to a new headquarter building in downtown Bethesda. Marriott is already in the process of finding a new owner for the building and the property in Rock Spring Park. This large property currently contains a 7-story tall office building, a structured parking garage, surface parking, as well as green areas. Given its large size, this property could accommodate a variety of scenarios that involve adaptive reuse, infill or tear-down-and-rebuild strategies.

Guidelines:

- All infill and rebuild scenarios should break up the large property into smaller, more walkable blocks.
- Adaptive reuse strategies should connect buildings to the surrounding streets through pedestrian friendly open spaces and streetscapes.
- Locate the tallest buildings on site towards the I-270 spur.
- Create a pedestrian friendly frontage along Fernwood Road with buildings opening directly on to the street with active uses, when programmatically feasible.
- Consolidate public open space and locate it in a highly visible area along Fernwood Road. Public Open Space should be designed as a Civic Green.
- Buffer the development from noise from the I-270 spur.



Note: Diagrams are for illustrative purposes only. Actual site and building design <u>and locations of open spaces</u> will be evaluated during the regulatory review process



Memorandum

BY HAND DELIVERY

- To: Atul Sharma
- CC: Chris Camalier John Davis Bob Buchanan Russ Gestl Joshua Sloan Trini Rodriguez
- From: Steven A. Robins Elizabeth C. Rogers

Date: May 13, 2019

Re: Comments on Parking Lots to Places – Urban Design Guidelines for Rock Spring & White Flint 2 Sector Plans (Draft March 2019)

The purpose of this memorandum is to provide Technical Staff with comments on the Draft Design Guidelines for the Rock Spring & White Flint 2 Sector Plans (the "Guidelines"). We are submitting these comments on behalf of the Camalier/Davis/Buchanan team.

General Comments:

- The Guidelines should be clear that they are just that guidelines and that they should be <u>flexible</u> in application. It also should be spelled out that the illustrations in the Guidelines are illustrative in nature. The comment also applies to specific uses for various sites. This should be confirmed on p. 2.
- 2. Removal of surface parking, while retaining commercial uses, is difficult to achieve even with shared parking arrangements. The Guidelines must be more accepting of surface parking in certain situations.



- 3. Staff should re-evaluate its recommendations regarding stormwater management. It may be that certain techniques do not necessarily comport with DPS' priorities or credits.
- 4. It appears that the BRT station locations in the Guidelines are not necessarily consistent with existing easements or between the various figures in the document.
- 5. The planting design call for natives, but an applicant should be able to plan natives <u>and</u> adapted species that are not invasive.
- 6. In the Guidelines, "active" versus "pedestrian-friendly" should be better defined. Furthermore, the reality of the difficulty of doing four side activation really should be better acknowledged.
- 7. Comments on the open spaces on Rock Spring Centre are as follows:

a. The number and sizes of the open spaces are problematic;
b. The recreation parcel (on the approved plan for Rock Spring Centre and better known as Parcel M) is still referenced on one of the maps. The Camalier/Davis/Buchanan team is proposing that this parcel should be returned to the owners in exchange for a different location within the Plan; and
c. The recommendation for trails and recreation in the forested area requires a change in the easement allowances or a change in the easement type, possibly to a Category II easement for some areas.

8. The Road Diet recommended in the Sector Plan should be re-evaluated, both in design and implementation. Along Rock Spring Drive, we would urge Staff to consider recommending in the Guidelines a proposal that essentially flips the location of the bike lanes and sidewalk so that they are able to be implemented now. A formal consideration of the road diet should be deferred until such time as the Transitway became a reality.

Specific Comments:

- 1. P. 3 Is an Applicant required to submit the application for review by the Design Advisory Panel? The DAP was specifically created for Bethesda, not other areas of the County. How "optional" is this process? Is it really needed?
- 2. P. 8 Under "Connectivity," "Vision Zero" is not defined.

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- LerchEarlyBrewer
 - 3. P. 10 Under "Transformation," we believe that there is a need to integrate drive-thrus in some locations. They are limited uses, they are desirable and should be allowed.
 - 4. The Guidelines should more realistically address parking needs, stormwater and utility locations and loading/service areas. Retail, especially grocery, still need good, convenient parking.
 - 5. P. 13 The statement referenced on Figure 2.5, "Street trees and landscaped buffer added to increase pedestrian safety" should be modified to replace the word "safety" with "comfort."
 - 6. P. 13 The Guidelines reference "The Octave" adaptive reuse project as having narrow floor plates. These are rare.
 - 7. The terms "active fronts" and "pedestrian-friendly" are both used and could be more carefully defined as distinct approaches. Frontage on blocks should allow an either/or approach to set priorities. For example, most buildings cannot be "active" on more than one or two sides (emphasis added). This often results in empty shops or unworkable footprints when an attempt is made to activate too many sides of the building. Instead, pedestrian-friendly strategies and other kinds of activation can be applied on the other sides.
 - 8. P. 25 Townhouse bays and balconies should be allowed to be either grounded or floating.
 - 9. P. 27 In the 4th bullet, should it state "floor plates" instead of "floor slabs?"
 - 10. P. 27 In the 7th bullet, does the illustration example fit the point made in this bullet?
 - 11. P. 30 In the 3rd bullet, should "share" be used rather than "combine"?
 - 12. P. 30 In the last bullet, what type of "uses" creates transparency? Too much retail space just ends up with posters of activity or artwork we question whether this is this better than a garage face?
 - 13. P. 31 In the 1st bullet, how much of the parking really needs to be screened? Ground plane elements really seem more important than substantial screening.

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- 14. P. 35 Civic Greens. It may not be practical to have multiple civic greens in this planning area (and be able to activate each of them). There should be more flexibility in the type, character and size of the open spaces.
- 15. P. 36 in the 5th bullet under "Urban Plaza," ¼ to ½ acre is more suitable to an urban plaza. Bigger does not necessarily mean better. These spaces need to be sized right for the location and for the adjacencies and uses.
- 16. P. 38 In the 1st bullet, limiting the use of stormwater management facilities within public open spaces really is not possible.
- 17. P. 38 and 40 all of the comments on stormwater management needs a DPS check so an Applicant is not caught between agencies. Facilities need to be incorporated in public spaces.
- 18. When referencing "native vegetation," the term "an adaptive" also should be included.
- 19. P. 41 Under the goal to promote energy conservation and on-site energy production, the words "and site" should be inserted in the 4th bullet after the word "building."

Comments for Rock Spring:

- 1. P. 45, Figure 3.8, the location of the transit stop changes from map to map. The Rock Spring Centre project already provided for future dedication of the transit easement.
- 2. P. 46, Figure 3.9, the recreation park has moved to the Kennedy Shriver Aquatic Center (Wall Park). Furthermore, recreational uses should not be shown at this location as the Applicant is seeking to relocate this use to a more centrally located area within the project.
- 3. P. 49, Figure 3.10, the transit easement already is provided at a somewhat different location for the station. For Rock Spring Centre, the Figure shows four sided activation that may be difficult to achieve. It could reference activated or pedestrian-friendly.
- 4. P. 52 The 3rd bullet regarding Georgetown Square should reconfirm that the proposed street can be public <u>or private</u>. This is consistent with the Sector Plan.

- 5. P. 53 Comment on Georgetown Square. The Sector Plan shows an illustrative plan that generally is viable. We are not sure why this illustration changed in the Design Guidelines.
- 6. P. 54 Comments on Rock Spring Centre

1st bullet – The highest intensity uses are near the intersection of Rock Spring Drive and Rockledge Drive, not Old Georgetown Road.

2nd bullet – We would suggest striking the language "and previously approved" as it relates to the grid of streets. The proposed amendment to Rock Spring Centre modifies the street grid.

3rd bullet – We question why buildings along Rock Spring Drive should be designed to create an appropriately designed base that responds to lower buildings on the Walter Johnson High School site. The Rock Spring Centre property is separated by a large right-of-way and the school use does not seem impacted by nearby height.

5th bullet - Strike. The Applicant is requesting that the Planning Board abandon this dedicated parcel along Old Georgetown Road in favor of a more central location.

6th bullet - Remove the language "community center" as the Council already has determined that a community center for the Rock Spring area will be provided at Kennedy Shriver Aquatic Center Park.

The open space along Rock Spring Drive, if provided, should be incorporated into the transit station easement.

- 7. P. 55 We agree with the concept of promoting pedestrian use of the forest conservation areas through trails, exercise stations, educational programs, etc.
- 8. We are concerned about the recommendation regarding the interim recreational field and would request that it be removed from the Guidelines.
- 9. P. 57 Figure 3.19, there is a reference to a "Built to area." What is this and where is it used? Also, what is the "Potential Gateway" reference?
- 10. P. 63 Figure 3.25, we continue to object to the "urban recreational park" shown on the Rock Spring Centre site.
- 11. We are continuing to evaluate the various street sections contained in the Guidelines.

Thank you for consideration of our comments. I am sure that as this process continues, we will be in a position to offer additional comments. In the meantime, feel free to contact me or others on our team and we would be happy to discuss this matter in further detail.



Memorandum

By Electronic Mail

To:	Atul Sharma
From:	Patricia Harris
Date:	May 13, 2019
Re:	Rock Spring Urban Design Guidelines Comments on behelf of Unibail-Rodamco-Westfield

The following comments on the draft Rock Spring Urban Design Guidelines are provided on behalf of Unibail-Rodamco-Westfield ("URW"), the owner of the Westfield Montgomery Mall.

I. Westlake Terrace – Recommended Road Section

We note that our comments focus exclusively on the issue of the Westlake Terrace road diet. As a result of Staff and URW working closely and cooperatively for more than the past year, we are in agreement with respect to the other aspects of the Design Guidelines that relate to the Mall property.

As has been discussed with Staff, URW's primary concern is with the recommended section for Westlake Terrace that would reduce the current section containing two east bound through lanes and turning lanes and two westbound through lanes and turning lanes to one eastbound and westbound through lane and a center turn lane. While this "road diet" extends from Westlake Drive to Old Georgetown Road via Westlake Terrace, Fernwood Road and Rock Spring Drive, the land uses and the character of the overall built environment are significantly different in that area west of the I-270 spur, along Westlake Terrace. Montgomery Mall itself contains more than 1.2 million square feet of retail density, is one of two regional shopping centers in Montgomery County and is zoned GR, distinguishing it from the office park character that dominates most of Rock Spring.

URW's transportation consultant, Wells + Associates, has prepared the attached preliminary analysis (<u>Attachment A</u>) of the effects of the road diet on the Mall property. Please note that this analysis focuses on overall Synchro HCM delay and Synchro queue calculations for the intersections along the property frontage on Westlake Terrace, given that the requested study

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area is still under discussion with Staff, and details on background developments and site distributions were only recently approved. Wells will provide MNCPPC Staff with a complete analysis prior to the end of May, which will include the CLV analysis for the "yellow" policy area intersections along with all supporting figures and analysis files and materials. Nonetheless, what the summary of this preliminary analysis shows is that with the currently approved but unbuilt developments in the area, as well as the proposed development at the Montgomery Mall site, the proposed lane reduction for the road diet will result in overall intersection delays in excess of the congestion standard at the intersections of Westlake Terrace/Motor City Drive and Westlake Terrace/Fernwood Road/I-270 HOV Ramp during Saturday peak hour. This analysis includes a development program that is forecasted to generate *less* external vehicle traffic than what was analyzed under the previously approved development program for the Westfield Montgomery Mall.

With the existing roadway layout on Westlake Terrace, the delays forecast at these intersections with total future volumes can be mitigated through signal phasing changes such as the introduction of a protected left turn phase. With the proposed road diet, the reduction in lane capacity results in future delays that cannot be mitigated through operational upgrades. The initial analysis also indicates that removing through lane capacity will result in excessive through queues through the corridor, which results in blocking and spillback queue impacts. From this initial summary, it appears that there is sufficient existing roadway capacity on Westlake Terrace to serve the currently approved but unbuilt development in the study area, as well as the currently proposed development program on the Westfield Montgomery Mall Sears property; however, removal of vehicular capacity under the proposed road diet will result in an intersection that exceeds the congestion standard, as well as operational queue issues throughout the corridor.

Notably, the Wells' analysis did not consider the increased traffic congestion that occurs during the holiday season. While it is recognized that the traffic analysis technically should not focus on the higher than usual traffic congestion that occurs during the holiday season (October through January), it would be unrealistic to totally ignore the consequences of the proposed road diet on these four months of the year. This is especially true given that more than 50 percent of the Mall's revenues are incurred during this period. Pursuant to the ITE, retail traffic has been observed to increase approximately 50 percent during the holiday season. While it is recognized that the increased traffic does not have a linear impact on the intersections and queues, it nonetheless goes without saying that the results of the road diet -- the excessive congestion standards at the intersections and operational queue issues -- will only be exacerbated during the holiday season.

The December 2017 Rock Spring Sector Plan, in recommending the road diet, provides that the "land use/traffic analysis prepared for this Sector Plan indicates that roads with four travel lanes *may* not be necessary to support existing and potential development." [Emphasis added]. The Sector Plan continues that the road diet should be considered as a "test case." Importantly, Staff conducted an analysis based on a local refinement of the regional model, which included some increase in development density and change in use in the Sector Plan area, but does not appear to have captured the full impact of currently approved development at all

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intersections. Staff's analysis did not include Westlake Terrace/Auto Park Drive or Westlake Terrace/Motor City Drive, and for the intersections that Staff did study, they only considered overall intersection delay and did not look at queues or any other operational issues.

The Sector Plan provides that the road diet should be *considered*. It does not state that the road diet should be automatically implemented. The Wells' analysis provides MNCPPC with a more complete evaluation of the effects of the road diet and suggests that the existing travel lanes are necessary to support the Mall. Westfield Montgomery Mall is a significant asset to Montgomery County and a decision on the ultimate road section that could potentially reduce the number of travel lanes by half, should be based on a comprehensive analysis, not solely on the initial preliminary study that was done as part of the Sector Plan. It is important to note that implementation of a road diet that unduly constrains access to the Mall will likely drive customers elsewhere to more convenient shopping alternatives – a result that is undesirable for the County, for the residents and for URW.

Finally, URW questions the rationale for locating the separated bike lane on the south side of West Lake Terrace and recommends that it be relocated to the north, given the minimal number of curb cuts along the northern frontage of Westlake Terrace. The bike lane could remain along the northern frontage eastward until Rock Spring Drive to Old Georgetown Road. It is noted that this northern location is more consistent with the May 2018 Bicycle Master Plan and would be preferred from an operational standpoint,

Importantly, URW understands the importance of enhancing the pedestrian experience and providing a bike lane along Westlake Terrace and believes that both of these can be accommodated within a modified Westlake Terrace section that at the same time accommodates the Mall's access needs. In connection with the complete analysis to be submitted prior to the end of May, a modified road section will be proposed.

II. Additional Design Guideline Comments

We have attached additional comments on the Design Guidelines unrelated to the Westlake Terrace road diet issue and request a meeting to further discuss these recommendations (See <u>Attachment B</u>). In the interim, we highlight the following:

- 1. Page 69 Due to grades as well as current ownership interests of the Mall property, future development of the southwest portion of the site would not be oriented toward Westlake Drive. The build to line along Westlake Drive should be eliminated.
- 2. Page 72 As has been discussed, it is not possible to extend Autopark Avenue and Motor City Drive through the Mall property. This bullet should be eliminated.
- 3. Page 73 As noted, there are no internal public streets within the Mall property and references should clarify the status of these internal access ways.
- 4. Page 73 The development in the southwest corner of the Mall property is unrealistic due to grades and existing ownership interests. Moreover, URW does not own or have any interest in the gas station that occupies the corner of Westlake Drive and Democracy Boulevard.

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III. Conclusion

Unlike any other site within the Rock Spring Sector Plan area, the Westfield Montgomery Mall property is zoned GR – General Retail. This zone recognizes that retail is the primary use of the Property and it is intended to remain as such. All of the comments provided herein are intended to promote the continued retail viability of the Mall property and to ensure that the recommendations do not otherwise diminish this important retail asset.

We look forward to continuing to work with Staff to resolve the issues identified.

Attachments

cc: Jim Agliata Andrea Hidalgo Maggie Ross Barbara Mosier

MEMORANDUM

TO:	Andrea Hidalgo Jim Agliata Unibail-Rodamco-Westfield
FROM:	Barbara Mosier, PE, PTOE
COPY:	Patricia Harris, Learch Early & Brewer
RE:	Westfield Montgomery Mall – Road Diet Assessment Summary
DATE:	5/13/2019



1110 Bonifant Street Suite 210, Silver Spring, MD 20910 301-448-1333 WellsandAssociates.com

Wells and Associates has assessed the operations of Westlake Terrace between Westlake Drive and the I-270 HOV Ramp to determine the impact of the proposed road diet along Westlake Terrace with the proposed development program at the Westfield Montgomery Mall.

The Westfield Montgomery Mall site is located in the Bethesda area of Montgomery County, north of Democracy Boulevard, west of the I-270 spur, east of Westlake Drive and south of Westlake Terrace. Access to site parking structures and the internal ring road is provided at two one-way access points on Democracy Boulevard, multiple driveways on Westlake Drive, and two signalized intersections on Westlake Terrace. The site is currently improved with approximately 1.3 million square feet of retail space, and it was previously approved for a 500,000 SF expansion of retail space, which was later amended to include an additional parcel for a total of 1,767,177 SF of retail space (with potential for a portion of that space being used as a hotel). The traffic study conducted at that time utilized a site-specific trip generation rate derived from site driveway counts gathered in 2004. Based on the previously approved and applied trip generation rates from the 2004 traffic study, the proposed 1.76M SF of retail space was projected to generate 1,590 AM and 5,832 PM total peak hour vehicular trips.

The current proposal for the site includes removing a portion of the existing retail and constructing a new mixed-use area adjacent to the remaining existing mall including a smaller retail expansion than previously contemplated for a total of 1,548,079 SF of retail on site, 717 mid-rise dwelling units, a 261-room hotel and 26,260 SF of office space. Based on current MNCPPC trip generation procedures, including the application of ITE 10th edition rates, ITE internal trip reductions for mixed-use developments and the MNCPPC LATR policy area trip conversion factors, the future development is expected to generate 1,278 AM, 2,812 PM and 4,280 Saturday total peak hour vehicular trips. Please note a substantial proportion of these trips are existing trips, and only net new trips are applied to the roadway network.

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The *Rock Spring and White Flint 2 Design Guidelines* recommend a road diet along Westlake Terrace. As shown in the Westlake Terrace and Fernwood Drive cross-sections on pages 75-76 of the draft Design Guidelines, the proposal includes removal of a through lane in each direction, to result in a single travel lane in each direction with a center left-turn lane. This memo summarizes the impact of this proposed road diet on Westlake Terrace along the Montgomery Mall property frontage with the proposed development plan.

The scope and assumptions for this analysis have been reviewed by MNCPPC staff, as shown in the attached scoping correspondence. Though the full scope for this study remains under discussion, the technical assumptions in the analysis summarized here have been reviewed and approved. For this summary analysis the following intersections have been included:

- 1. Westlake Terrace/Westlake Drive
- 2. Westlake Terrace/Auto Park Avenue
- 3. Westlake Terrace/Motor City Drive
- 4. Westlake Terrace/Fernwood Road/I-270 HOV Ramp

Existing vehicular, pedestrian and bike volume and geometric data was collected for each of these intersections during both weekday and Saturday peak hours on Tuesday, April 9, 2019 and Saturday, April 13, 2019. The intersection of Westlake Terrace/Fernwood Road//I-270 HOV Ramp is located on the boundary of the North Bethesda policy area; the remaining study intersections are located within the Potomac policy area.

Existing peak hour delays were estimated at the study intersections based on: the existing lane use and traffic control; existing traffic signal phasing/timing obtained from Montgomery County Department of Transportation (MCDOT); the existing bicycle, pedestrian, and vehicular peak hour traffic volumes; and the Highway Capacity Manual (HCM) 2000 methodologies, using Synchro 9. The existing results are attached to this memo and summarized in Table 1.

As shown in Table 1, based on the criteria established for the North Bethesda and Potomac policy areas, the study intersections currently operate below their respective congestion standard during the AM, PM and Saturday peak hours, with the exception of Westlake Terrace/Motor City Drive during the Saturday peak hour.

The following six (6) pipeline developments (currently approved and/or pending approval within the area surrounding the site) were identified by the M-NCPPC during the scoping process for inclusion in this study:

1. Rock Spring Park (Plan No. 11998093B)

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- 2. WMAL (Plan No. 120160290)
- 3. Rock Spring Center (Plan No. 11998092B)
- 4. Cabin John Village (Plan No. 120180120)
- 5. Ourisman Property Redevelopment (Plan No. 82009014)
- 6. Wildwood Manor (Plan No. 82008024B)

Collectively these developments are projected to generate 2,068 AM peak hour trips, 2,488 PM peak hour trips and 2,484 Saturday peak hour trips. With the exception of the Ourisman Property Redevelopment, the majority of these trips are not forecast to travel through this study area.

The background peak hour delays with these forecast background trips were calculated based on the existing lane use and traffic control as outlined previously. The results are summarized in Table 1. These background volumes were also used to calculate background future delays with the proposed road diet, which is also summarized on Table 1.

Because only a single cross section was provided for each roadway, the following assumptions were made regarding the Road Diet scenario intersection lane use:

- Eastbound and Westbound approaches were assumed to consist of a single shared through-right lane and a left-turn lane.
- Northbound and southbound approaches were assumed to remain as currently existing
- The split phased westbound approach at the intersection of Westlake Drive/Westlake Terrace was assumed to consist of a left-turn lane and a shared left-through-right lane. Removal of the dedicated right-turn lane also results in removal of the right-turn overlap phase currently provided. Because of these changes, under the road diet scenario, all signal splits were optimized, but phasing was held constant.

As shown on Table 1, similar to existing conditions, both with and without the road diet, all intersections will operate with delays within the congestion standard, with the exception of Westlake Terrace/Motor City Drive during the Saturday peak hour.

The net trips to be generated by the proposed development at the Westfield Montgomery Mall as described previously were distributed to the area roadways based on the distributions as approved by staff, with driveway assignments based on area travel patterns and existing driveway utilization. These site trips were added to the background traffic forecast as discussed previously to produce the total future traffic volumes. These total future traffic volumes were applied to both the existing roadways as well as the Road Diet scenario, and the resulting intersection vehicular delays are summarized in Table 1.

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As shown in Table 1, with the existing roadway layout and total future volumes, the intersection of Westlake Terrace/Motor City Drive will continue to operate above the congestion standard during the Saturday peak hour. The intersection of Westlake Terrace/Fernwood Road/I-270 HOV Ramp will also exceed the standard during the Saturday peak hour. The following signal phasing and timing improvements were tested to improve these intersections:

- Southbound and eastbound permitted/protected left turn phases at Westlake Terrace/Motor City Drive
- An eastbound protected left-turn phase at Westlake Terrace/I-270 HOV Ramp
- Increase the cycle length at the I-270 HOV Ramp to 120, and optimize the corridor offsets and splits for better coordination

With these operational improvements, all intersections are projected operate within the congestion standard.

Under the Road Diet scenario, with total future volumes, the intersections of Westlake Terrace/Motor City Drive and Westlake Terrace/I-270 HOV Ramp will exceed the congestion standard during the Saturday peak hour. The same phasing improvements as identified above were also tested under this scenario, and *do not* improve the intersection delay at Westlake Terrace/Motor City Drive such that it operates within their respective policy area congestion standard.

The 95th percentile queues as calculated by Synchro 9 were also analyzed for the scenarios outlined above and are summarized in Table 2. As shown in Table 2, with the proposed road diet, queues are projected to exceed the available storage in multiple eastbound and westbound through movements in the corridor in both the PM and Saturday peak hours. These excessive queues have the potential to cause blocking delays and spillback through adjacent intersections.

Based on this preliminary analysis, the Road Diet as outlined in the draft Rock Spring and White Flint 2 Design Guidelines would reduce roadway capacity such that it could not serve the currently approved but unbuild development without causing intersections to operate with excessive queues and vehicle delays in excess of their congestion standard. The reduction in roadway capacity would be likely to cause additional congestion and delay during the winter season when the ITE *Trip Generation Manual* seasonal variation data for use code 820 indicates that the shopping center could experience up to a 52% traffic volume increase in December over a typical April day.

Table 1 Westfield Montgomery Mall - Road Diet Analysis Intersection Delays Summary

Background Conditions (with Road Total Future Conditions (with Road Background Conditions (with Total Future Conditions (with **Existing Conditions** Existing Roadway) Existing Roadway) Diet) Diet)³ Critical Congestion Standard Intersection AM PM Saturday AM Saturday AM Saturday AM PM Saturday AM PM Saturday Intersection/Corridor Control Movement 1. Westlake Terrace/Westlake Drive Signal OVERALL 55 27.3 38.8 35.1 29.6 48.5 39.2 32.1 46.7 44.4 32.4 33.4 37.8 32.0 32.4 44.7 2. Westlake Terrace/Auto Park Avenue OVERALL 55 Signal 39.6 31.9 40.3 37.1 30.0 37.5 36.4 40.1 36.0 27.6 37.6 36.0 30.4 44.8 30.3 3. Westlake Terrace/Motor City Drive OVERALL 55 25.3 101.2 12.9 28.0 180.1 13.8 30.5 162.2 31.1 184.2 16.8 25.9 191.7 Signal 11.0 14.2 with Signal Phasing and Timing Improvements 18.4 40.5 32.4 93.6 4. Westlake Terrace/Fernwood Road/I-270 Spur Ramps Signal OVERALL 71 16.8 6.0 10.2 16.4 6.4 25.8 16.9 7.1 77.6 19.1 8.2 60.1 20.7 10.6 173.3 27.2 with Signal Phasing and Timing Improvements 20.9 25.6 63.6

Notes:

(1) Delays are presented as units of seconds.

(2) Synchro 10.2 (build 0, rev 45) was used to determine vehicle delays, unless otherwise specified.

(3) Road Diet scenario includes signal split optimization while maintaining signal phasing and cycle length.

Table 2 Westfield Montgomery Mall - Road Diet Analysis Intersection Queue Summary

				<u>E</u>	isting Conditio	ons	Existing	Volumes with I	Road Diet	<u>Total Futur</u>	e Conditions w <u>Roadway</u>	vith Existing	Total Future Conditions with Road Diet			
Intersection	Intersection Control	Critical Movement	Storage Length/Link Distance	AM 95th Percentile	PM 95th Percentile	SAT 95th Percentile	AM 95th Percentile	PM 95th Percentile	SAT 95th Percentile	AM 95th Percentile	PM 95th Percentile	SAT 95th Percentile	AM 95th Percentile	PM 95th Percentile	SAT 95th Percentile	
1. Westlake Terrace/Westlake Drive	Signal	EBL	135 1000+	59 129	60 83	54 102	59 129	60 83	54 102	59 129	60 83	54 102	59 129	60 83	54 102	
		WBL	190	142	197	255	208	125	298	175	190	323	228	207	542	
		WBT/WBLTR	480	141	200	255	104	149	133	178	185	325	122	256	216	
		WBR	480	56	176	94	n/a	n/a	n/a	68	239	119	n/a	n/a	n/a	
		NBL	130	18	194	228	108	251	256	18	216	278	125	288	39	
		SBL	245	191	117	153	213	157	178	292	157	350	290	218	413	
		SBTR	1000+	60	87	94	67	118	109	63	92	95	71	122	117	
2. Westlake Terrace/Auto Park Avenue	Signal	EBL	240 460	167 260	130	328 187	185	113 364	182 469	164 322	140 234	343 327	210 430	138 518	264 767	
		WBL	160	29	28	109	35	20	117	69	59	220	81	41	231	
		WBTR	350	61	107	142	176	202	353	86	230	201	242	616	477	
		NBL	190	21	71	110	21	71	114	67	103	246	67	103	246	
		SB	400	30 60	65	104	30 60	65	106	52 60	63	108	52 60	63	108	
3. Westlake Terrace/Motor City Drive	Signal	EBL	160	15	74	53	45	67	88	23	99	133	29	58	82	
		EBTR	350	28	215	83	477	437	543	53	276	137	470	578	599	
		WBL	150	54 41	79	147	54 146	101	328	78	93	320	71 260	132	675 536	
		NBL	190	25	63	76	25	56	61	36	75	205	37	61	205	
		NBTR	190	55	77	107	55	67	86	62	81	141	64	65	141	
		SBL	260	138	258	419	138	196	300	204	346	549	212	236	549	
		SBTR	500	53	62	108	53	54	83	54	64	115	56	52	115	
with Signal Phasing and Timing Improvements	Signal	EBL	160	n/a	n/a	na	n/a	n/a	n/a	n/a	59	87	n/a	37	156	
		EBTR	350	n/a	n/a	na	n/a	n/a	n/a	n/a	121	413	n/a	421	875	
		WBL	150	n/a	n/a n/a	na	n/a n/a	n/a n/a	n/a n/a	n/a n/a	24	126	n/a n/a	82	445	
		NBL	190	n/a	n/a	na	n/a	n/a	n/a	n/a	82	106	n/a	67	108	
		NBTR	190	n/a	n/a	na	n/a	n/a	n/a	n/a	91	126	n/a	92	217	
		SBL	260	n/a	n/a	na	n/a	n/a	n/a	n/a	195	325	n/a	241	388	
		SBTR	500	n/a	n/a	na	n/a	n/a	n/a	n/a	56	110	n/a	69	122	
4. Westlake Terrace/Fernwood Road/I-270 Spur HOV Ramp	Signal	EBL	315	67	121	394	78	137	416	107	302	527	119	349	635	
		EBT	540	133	65	88	370	158	205	190	91	209	370	242	450	
		WBR	270	115	25	7	18	25	6	145	27	9	16	27	6	
		SBLR	1000+	307	79	103	286	79	90	333	86	237	354	86	289	
with Signal Phasing and Timing Improvements	Signal	EBL	315	n/a	n/a	n/a	n/a	n/a	n/a	n/a	315	443	n/a	361	441	
	1	EBT	540	n/a	n/a	n/a	n/a	n/a	n/a	n/a	203	260	n/a	261	278	
		WBT	635	n/a	n/a	n/a	n/a	n/a n/a	n/a	n/a	360	482	n/a	974	1273	
		SBLR	1000+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	117	120	n/a	117	120	

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 Notes:
 (1) Synchro 10.2 (build 0, rev 45) was used to calculate 95th percentile queues, unless otherwise specified.

 (2) Queues are reported in units of feet. In general, one vehicle length approximates to 25 feet.
 (3) Road Diet scenario includes signal split optimization while maintaining signal phasing and cycle length.

ATTACHMENT I Scope of Work





Local Area Transportation Review

TRANSPORTATION IMPACT STUDY SCOPE OF WORK AGREEMENT

Contact Information											
Transportation Consultant (company, contact name, email, and phone number)	Wells + Associates Barbara Mosier, <u>bjmosier@wellsandassociates.com</u> , 301.971.3425										
Name of Applicant / Developer	Montgomery Mall Owner, LLC										
Project Information Include Tables/Graphics, As Needed											
Project Name (include plan no. if known)	Westfield Montgomery Mall (12005018C)										
Project Location (include address if known)	7101 Democracy Bouleva	7101 Democracy Boulevard Bethesda MD 20817									
Policy Area(s) (subdivision staging policy map)	Potomac		Master F Sector P	Plan(s) / Plan Area(s)	Rock Spr	ing					
Application Type(s)	☑ Preliminary Plan	te Plan	□ Sketch/Conc Preliminary	cept/Pre- (Optional)	□ Amendment						
	□ Conditional Use (formerly special exception)	□ Lo Amer	cal Map Idment	□ APF at B Permit	uilding	Other:					
Project Description & Previous ApprovalsThe applicant proposes to redevelop a portion of the existing retail space to become a mixed used development. Upon completion the full site will include approximately 717 n rise dwelling units, a 261 room hotel, 26,260 SF of office, and 1,548,079 SF of retail. (which includes the existing retail to remain)(proposed land uses, zoning, no. of units, square footage, construction phasing, prior approvals and proposals, existing uses, site operations, year built, status of Adequate Public Facilities [APF], other relevant info)The applicant proposes to redevelop a portion of the existing retail space to become a mixed used development. Upon completion the full site will include approximately 717 n rise dwelling units, a 261 room hotel, 26,260 SF of office, and 1,548,079 SF of retail. (which includes the existing retail to remain) This site currently has active APF approval for 1,767,177 total SF of retail space, which included several required traffic mitigation measures which have since been constructed. The proposed development plan will generate less auto driver trips than were studied under the previous approval; therefore, a full LATR study should not be required. In ord to reflect the potential changes to roadway use patterns along the northern edge of the site due to the change in the uses on that sector of the development, as well as to understand the impact of the proposed road diet, a study of the Westlake Terrace fronta											
1.Site Access (proposed access location(s), existing/adjacent/opposite curb cuts, interparcel connections, access configurations and restrictions, internal circulation, private roads, parking/loading areas, other relevant info) Access to the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will continue to be provided from the existing access points on the property will be provided from the existing access points on the property will be provided from the existing access points on the property will be provided from the existing access points on the property will be provided from the existing access points on the property will be provided from the existing access points o											

🗆 Transı	portation In	npact Study	□ Transportation Study Exemption						
Generates <u>50</u> hour person to	<u>or more</u> tota rips (vehicula	II weekday peak	Generates 49 or fewer total weekdav peak						
bicycle, and/o	r pedestrian) with no	hour person trips (vehicular, transit, bicvcle.						
reductions oth	ier than a cr	edit for existing	and/or	pedestrian) with no reductions other					
developments	over 12 yea	rs old, <u>AND</u> is	than a d	credit for existing developments over					
Policy Areas	White Flint a Fill out remai	and White Oak	12 years old, <u>OR</u> within White Flint and White						
form and inclu	ide in transp	ortation impact	generation sections below, and include with						
study appendi	х.		exempt	ion statement.					
	ΔR		R	Exempt (no square footage					
(1/1/13 - 1)	2/31/16)	(11/15/07 - 12/3	31/12)	increase or fewer than 3 new trips)					
0, 25, 50%:	_, • _, _ • ,	0-50%:	-,,	or 1/1/17 or later)					
(TPAR = Transpo	rtation Policy	(PAMR = Policy Area	a Mobility	\square NO PAR (//1/03 – 11/14/0/)					
Area Review)	,	Review)	,	(PATR = Policy Area Transportation Review)					
	(25+ Employ	wees and in Transpo	ortation	Amend Existing TMAg					
	Managemen	t District [TMD])							
	M Tes								
study Assun	nptions	Inc	clude Ta	bles/Graphics, As Needed					
Existing Year:	2019	Phases / Build-ou	ut Year(s): Not Yet Known						
☑ AM ☑ P	M 🗆 Mid	-day 🗹 Saturo	rday 🗆 Sunday 🗆 Other:						
# of tiers of intersections to study (refer current LATR Guidelines):1*									
For the purpose of determining the number of tiers of study intersections, trip calculation for the									
should be taken	in this calcula	tion other than a cr	redit for existing developments over 12 years old.						
1) Westlake Te	rrace/Westla	ake Drive	7)						
2) Westlake Te	rrace/Auto P	Park Drive	8)						
3) Westlake Te	rrace/Motor	City Drive	9)						
4) Westlake Te	rrace/I-270	Ramps	10)						
5)			11)						

b)			*Study area based on road diet impacts.						
			,						
	 □ Transpector □ Transpector □ Generates 50 hour person the bicycle, and/or reductions othe developments outside of the Policy Areas. If form and inclustudy appendia □ TP (1/1/13 - 1 0, 25, 50%: (TPAR = Transpo Area Review) □ No □ Study Assum Existing Year: □ AM □ P # of tiers of inter For the purpose subject site should be taken 1) Westlake Tee 2) Westlake Tee 3) Westlake Tee 5) 	□ Transportation In Generates 50 or more total hour person trips (vehicula bicycle, and/or pedestrian) reductions other than a cride developments over 12 yea outside of the White Flint a Policy Areas. Fill out remain form and include in transportation Policy Area Review) □ No □ Yes Charles Transportation Policy Area Review) □ No □ Yes Charles Transportation Policy Area Review) □ No □ Yes Charles Transportation Policy Area Review) □ No □ Yes Charles Termosortation Policy Area Review) □ No □ Yes Charles Termosortation Policy Area Review) □ No □ Yes Charles Termosortation Policy Existing Year: 2019 ☑ AM	□ Transportation Impact Study Generates 50 or more total weekday peak hour person trips (vehicular, transit, bicycle, and/or pedestrian) with no reductions other than a credit for existing developments over 12 years old, <u>AND</u> is outside of the White Flint and White Oak Policy Areas. Fill out remainder of this form and include in transportation impact study appendix. □ TPAR (1/1/13 - 12/31/16) 0, 25, 50%: 0, 25, 50%: 0-50%: (TPAR = Transportation Policy Area Review) PAIS □ No □ Yes (25+ Employees and in Transportation Impact Study Area Review) Imply □ No □ Study Assumptions Imply Existing Year: 2019 Phases / Build-ou # of tiers of intersections to study (refer curr For the purpose of determining the number of the subject site should also include nearby unbuilt proshould be taken in this calculation other than a curr should be taken in this calculation other than a curr should be taken in this calculation other than a curr should be take Terrace/Westlake Drive 2) Westlake Terrace/Motor City Drive 4) Westlake Terrace/I-270 Ramps 5) 5)	□ Transportation Impact Study □ Generates 50 or more total weekday peak hour person trips (vehicular, transit, bicycle, and/or pedestrian) with no reductions other than a credit for existing developments over 12 years old, <u>AWD</u> is outside of the White Flint and White Oak Policy Areas. Fill out remainder of this form and include in transportation impact study appendix. General hour per and/or than a or Oak Pol generat exempt □ TPAR (1/1/13 – 12/31/16) 0, 25, 50%: □ PAMR (11/15/07 - 12/31/12) 0-50%: 0, Z5, 50%: 0 PAMR (11/15/07 - 12/31/12) 0-50%: Oak Pol generat exempt (TPAR = Transportation Policy Area Review) □ Yes (25 + Employees and in Transportation Management District [TMD]) Nor □ No ☑ Yes (25 + Employees and in Transportation Management District [TMD]) Nor 5 Mod PM Mid-day ☑ Saturday □ I Yes TMD Name:Nor 5 Mod PM Mid-day ☑ Saturday □ # of tiers of intersections to study (refer current LATF For the purpose of determining the number of tiers of stud, subject site should also include nearby unbuilt properties in should be taken in this calculation other than a credit for exit 1) Westlake Terrace/Motor City Drive 9) 3) 3) Westlake Terrace/I-270 Ramps					

9.Trip Generation	Total Person Trips AM/PM (Net)	Vehicle Trips* (Auto Driver) AM/PM(Net) 70 AM/-111 PM	Transit Trips* AM/PM(Net)	Walking Trips* (non-motorized + transit) AM/PM(Net)	Bicycling Trips* (non-motorized) AM/PM(Net)							
(clearly cite sources and methodology including use of average rates vs. equation; include trip generation for existing site, current approvals, proposed uses, and net changes)	* Only required if to	(312AM/1037PM Previously approved)										
	of all vehicle, transi the end of the form	uivalent of total perso for mode breakout.	<i>n trips. Use table at</i>									
10.Trip Reductions (include justification and supporting documentation for internal capture, pass-by, diverted, Transportation Demand Management)	Internal trip reduce Previous approve	nternal trip reductions and pass-by trip calculations based on ITE Trip Generation Manual. revious approved trip numbers based on approved traffic study for original APF approval.										
11.Trip Distribution % (include a map of the proposed project in addition to a list or table)	Commercial: 35% North via I-270 10% North via Westlake Terrace 15%South via I-270 20% East via Democracy Blvd or Fernwood 20% West via Democracy Blvd Residential: 40% North via I-270 5% North via Westlake Terrace 20%South via I-270 25% East via Democracy Blvd or or Fernwood 10% West via Democracy Blvd											
12.Pipeline Developments to be considered as background traffic (include name, plan #, land uses, and sizes for approved but unbuilt developments or concurrently pending applications; info can be obtained from the M-NCPPC Pipeline website: - website is updated quarterly)	 Rock Spring Park – 11998093B 168 Townhomes General Office 1,554,983 SF Daycare 18,000 SF WMAL (120160290) – 150 townhomes, 159 SF DU. Rock Spring Center (11998092B) Apartments 1,250 DU (less 386 DU built) General Office 549,900 SF General Retail 210,000 SF Retail – Entertainment 90,000 SF Community Center 30,000 SF Hotel 200 Rooms Cabin John Village (120180120) – 59 Townhomes, 300,000 SF retail Oursiman Property Redevelopment (82009014) – 344 Multifamily DU 											

13.Pipeline Transportation	Though it is not yet funded, this study will consider the effect of the proposed road diet on
Projects to be considered	the subject site, both with and without the planned redevelopment. The road diet concept
as background condition	being studied is based on Rock Spring plan and the associated draft Urban Design
(fully funded for construction in County Capital Improvement Program, State Consolidated Transportation Program, developer projects, etc. within the next 6 years)	Guidelines.

Preliminary Mitigatio	n Analysis	*Refer to the LATR Guidelines for details on how to mitigate
14.Vehicular Analysis	 Vehicular Analysis Anticipated (Vehicular mitigation to be determined after study) 	 TEST: HCM Analysis is required to be provided for all intersections analyzed in studies for: 1) "Red & Orange" policy areas, and 2) intersections with a CLV of more than 1,350 in "Yellow & Green" policy areas. 3) CLV analysis required for all intersections regardless of policy area. CLV assessment and signal timing worksheets are to be included in the study appendix. MITIGATION: Required if HCM delay analyses exceed policy area standard
15.Pedestrian Analysis	 Pedestrian Mitigation Anticipated 	 TEST: If the plan generates 50 or more pedestrian peak hour trips, mitigation of surrounding pedestrian conditions is required MITIGATION: Required if ADA non-compliance issues within 500 foot radius of site boundary and if pedestrian crosswalk delay at LATR intersections within 500 feet of site boundary is lower than Level of Service (LOS) D
16.Bicycle Analysis	 Bicycle Mitigation Anticipated 	 TEST: If the plan generates 50 or more bicycle peak hour trips and is within 0.25 miles of an existing educational institution or existing/planned bikeshare station, mitigation of surrounding bicycle conditions is required MITIGATION: Required to make improvements to provide a low Level of Traffic Stress to any existing similar facility within 750 feet of the site boundary; Alternatively, project may provide a master planned improvement that provides an equivalent improvement in the level of traffic stress for cyclists
17.Transit Analysis	 Transit Mitigation Anticipated 	 TEST: If the plan generates 50 or more transit peak hour trips and the peak load of bus routes at bus stops within 1,000 feet of site boundary exceeds (or is worse than) peak load of LOS D (1.25 transit riders per seat during the peak period in the peak direction), mitigation of transit conditions is required MITIGATION: Required to provide or fund improvements that would mitigate the trips exceeding the standard that are attributable to the development
Additional Analysis or Software Required	 ☑ Queuing Analysis □ Signal Warrant Ar □ Weaving/Merge A 	□ Accident Analysis □ VISSIM nalysis □ Synchro □ CORSIM nalysis □ SIDRA □ Other

M-NCPPC Clarifications

- Transportation impact study will comply with all other requirements of the LATR Guidelines not listed on this form.
- If physical improvements are proposed as mitigation, the transportation impact study will demonstrate feasibility with regards to right-of-way and utility relocation (at a minimum).
- In the event that the development proposal significantly changes after this transportation impact study scope has been agreed to, the Applicant will work with M-NCPPC staff to amend the scope to accurately reflect the new proposal.
- A receipt from MCDOT showing that the transportation impact study review fee has been paid will be provided to M-NCPPC DARC at the time the development application is submitted.
- Minimum of seven paper copies (more if near the County line or an incorporated City) and two PDF copies of the transportation impact study and appendices will be provided.

Additional Assumptions / Special Circumstances for Discussion

Note – see attached trip generation table for detailed trip calculations, comparison to existing development trips and comparisons to previously approved study trips.

Montgomery Mall Trip Generation

								Trip Generation by Mode													
Land Use	LUC	Amount	Unit	AN In	Л Peak Hou Out	r Total	Pi In	M Peak Ho Out	ur Total	Auto Driver	Auto Passenger	AN Transit	A Peak Hour Non-Motorized Including Bicycle Trips	Pedestrian	Person Trips	Auto Driver	Auto Passenger	PM Transit	Peak Hour Non-Motorized Including Bicycle Trips	Pedestrian	Person Trips
Approved Development Program - 2004 St Total Approved Total Built REMAINING Approved Trips	u dy Rates TTG - 2004 TTG - 2005	1,767,177 1,342,550 424,627	SF SF	986 <u>749</u> 237	604 <u>459</u> 145	1590 <u>1208</u> 382	2,799 <u>2,126</u> 673	3,033 <u>2,304</u> 729	5,832 <u>4,430</u> 1,402												
Proposed Quantities - ITE 10th Edition Rate General Office Mid-Rise General Retail Hotel	710 221 820 310	26,260 717 1,548,079 261	SF DU SF Rooms	44 67 574 74	7 191 352 51	51 258 926 125	5 192 1,980 87	27 123 2,146 83	32 315 4,126 170	50 250 889 123	13 107 327 32	1 16 23 3	3 26 34 6	4 42 57 9	67 399 1,274 164	31 306 3961 167	8 131 1458 43	1 20 102 5	2 32 153 8	3 52 255 13	42 489 5,675 223
Subtotal				759	601	1,360	2,264	2,379	4,643	1312	479	43	69	112	1,904	4465	1640	128	195	323	6,429
INTERNAL TRIP REDUCTIONS Office Person Trips Office External Person Trips	710 less internal capture	26,260	SF	58 <u>(6)</u> 52	9 <u>(3)</u> 6	67 <u>(9)</u> 58	7 <u>(6)</u> 1	35 <u>(8)</u> 27	42 <u>(14)</u> 28	43	11	1	2	3	58	21	5	1	1	2	28
Residential Person Trips Residential External Person Trips	221 less internal capture	717	DU	104 <u>(2)</u> 102	295 <u>(5)</u> 290	399 <u>(7)</u> 392	298 <u>(138)</u> 160	191 <u>(90)</u> 101	489 <u>(228)</u> 261	245	105	16	25	41	392	163	70	11	17	28	261
Retail Person Trips Retail External Person Trips	820 less internal capture	1,548,079	SF	790 <u>(15)</u> 775	484 <u>(4)</u> 480	1274 <u>(19)</u> 1255	2724 <u>(104)</u> 2620	2951 <u>(158)</u> 2793	5675 <u>(262)</u> 5413	876	323	23	34	57	1,255	3778	1391	97	146	243	5,413
Hotel Person Trips Hotel External Person Trips	310 less internal capture	261	Rooms	97 <u>0</u> 97	67 <u>(11)</u> 56	164 <u>(11)</u> 153	114 <u>(25)</u> 89	109 <u>(17)</u> 92	223 <u>(42)</u> 181	114	30	3	6	9	153	135	35	4	7	11	181
Total Proposed External Auto-Driver Trips General Office Mid-Rise General Retail <i>less pass</i> - Retail Non-Pass-by Trips Hotel	710 221 820 by (34% PM/26% SAT) 310	26,260 717 1,548,079 261	SF DU SF Rooms	37 64 543 67	6 181 333 47	43 245 876 114	3 99 1,813 <i>(616)</i> 1,197 69	18 64 1,965 <i>(668)</i> 1,297 66	21 163 3,778 (1,285) 2,493 135												
Total Proposed External Trips Total Proposed External Auto-Driver Non-Passby Trips				711 711	567 567	1278 1278	1,984 1,368	2,113 1,445	4097 2812												
APPROVED PROGRAM Total Built less pass-	820 by (34% PM/26% SAT) Total Exis	1,342,550 Sting New Trips	SF	749 749	459 459	1208 1208	2,126 <i>(723)</i> 1,403	2,304 <i>(783)</i> 1,521	4,430 (1,506) 2,924												
Total Approved less	820 pass-by (34% PM/26% . Total Previously Approv	1,767,177 <i>SAT)</i> ved New Trips	SF	986 986	604 604	1590 1590	2,799 <i>(952)</i> 1,847	3,033 (1031) 2,002	5,832 <i>(1983)</i> 3,849												
	REMAINING APP	PROVED TRIPS		237	145	382	444	481	925												
Comparison																					
NET NEW TRIPS (Proposed - Existing)				-38	108	70	-36	-76	-111												
Remaining Approved Trips - NET				275	37	312	480	557	1037												

Note:

1. Trip Generation based on rates and equations established in the ITE Trip Generation Manual 10th Edition

2. ITE Vehicle-Trip Generation Rate Adjustment Factors and mode splits used for Potomac Area

3. Person Trips converted based on MNCPPC adjustment factors.

4. Internal trip reductions calculated based on ITE rates and methodology.



Attachment B

Urban Plaza

- Service Area: Sector Plan
- Main program: Public use space integrated into commercial or mixed-use development, to serve as focal point for community activity.
- Key Features: Central hardscape as focal point, with seating, trees and shade structures. Defined by building walls containing ground floor activating uses. Include visitor amenities and interactive public art. Design as inclusive space for all ages.
- Site Placement: Locate in area of highest concentration of commercial and civic uses. Should be centrally placed and highly visible

from the main street frontages.

• Size: ½ acre minimum, 1 acre ideal



Seating areas with shade structures along the edges



- Service Area: Sector Plan and beyond.
- Main Program: Local and regional destination with a focus on active play.
- Key Features: Primarily recreational program such as a playground, a basketball court, a dog park/spot or a skate park/spot. Design as inclusive space for all ages.
- Site Placement: Locate near community facilities such as schools, libraries etc. when possible. Should be highly visible from the main street frontages.
- Size: varies based on community served.



Play courts for active recreation



Active recreation facilites along a walking path



Urban Plaza with central hardscaped area surrounded by active ground floor uses

Introduction

The Rock Spring Sector Plan envisions three distinct mixed-use districts connected by a Central Spine, which includes the proposed North Bethesda Transitway. The 2013 Functional Plan recommends four potential bus rapid transit stations along the central spine, which will become nodes for concentrated development set within walkable and bikeable streets. The three districts are:

- 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.

Note: The Sector Plan recommends that every development proposal within this Sector Plan Area should be evaluated for the provision of a school site or recreational fields. The urban design recommendations for districts and key properties within the master plan do not cover the provision of a school site. General principles for providing a school and / or recreational fields are covered in the Vision Chapter under Urban Design Principles. The layout of the school / recreational fields, if provided, will be evaluated during the regulatory review or mandatory referral process, in coordination with MCPS.

Urban Design Opportunities

- Large sized properties can accommodate a broad range of interventions, including infill, adaptive reuse and tear-down-and-rebuild projects.
- Underutilized assets like swaths of land currently used for surface parking, general landscaping and surface stormwater facilities can support substantial infill development.
- Well-built, Class A office buildings have adequate structural strength to undergo extensive renovations and adaptive reuse operations.
- Plan area is near local and regional parks.
- Plan area consists of large parcels that are undeveloped and large users that are in the process of vacating existing facilities, creating opportunities for large scale transformation.

Urban Design Challenges

- Wide roads that make it hard to move around on foot or bike.
- Large concrete office buildings are expensive to tear down, making rebuild scenarios challenging.
- Large office building floorplates make conversion to residential uses difficult.
- Retail uses while performing well, are isolated and difficult to access on foot or by bike.



Well-built, Class A office buildings have adequate structural strength to undergo extensive renovations and adaptive reuse operations.



Underutilized assets like swaths of land currently used for surface parking, general landscaping, and surface stormwater facilities can support substantial infill development.

THE DESIGN GUIDELINES SHOULD FACILITATE ACCESS TO - RETAIL USES FOR ALL METHODS OF TRANSPORTATION -INCLUDING AUTOS

Park, Trail, and Open Space System

The following outlines parks, trails, and open space goals for the Plan area, as envisioned by the Sector Plan:

- Increase the amount of publicly accessible green and open spaces within the Plan area, including privately owned public spaces and public parkland.
- Improve the utility of existing publicly accessible open spaces.
- Strengthen pedestrian and cyclist connections to parkland and trail networks surrounding the Plan area.
- Improve pedestrian and cyclist connections between existing and proposed open spaces within the Plan area.

SHIFT PLAZA LOCATION





- Potential green link
- ---- Section Boundary
- Master Plan Boundary

3.3 District: Rock Spring West

This district includes properties located west of the I-270 spur and north and south of Westlake Terrace. The area is linked to the office park by Westlake Terrace/Fernwood Road, which bridges the I-270 spur. This district comprises destination retailers, with Westfield Montgomery Mall located on the south side of Westlake Terrace. Across from Westfield Montgomery Mall, on the north side of Westlake Terrace, there is a Home Depot, as well as automobile sales and service uses, including Jim Coleman Toyota/Infinity/Cadillac, and the former site of Ourisman Ford.

Infill and redevelopment within this district should:

 Supplement existing retail uses by introducing compatible uses including residential, hotel and new format office uses such as co-working and incubator spaces.

- Focus new development intensity along Westlake Terrace and prioritize its transformation into a pedestrian-friendly environment.
- Infill development should be designed in a way that fronts on to the network of existing and proposed streets, while creating connections between existing uses and these street frontages.
- Create highly visible open spaces for public use along the Central Spine and streets that are easily accessible to workers, residents, and neighboring communities.
- Enhance the existing intersections along Westlake Terrace and Westlake Drive to improve crossing conditions for pedestrians, improve access to Cabin John Regional Park, and improve connectivity between north and south areas of this district.



THE DESIGN GUIDELINES SHOULD FACILIATE ACCESS TO RETAIL USES FOR ALL METHODS OF TRANSPORTATION -INCLUDING AUTOS

Infill development around the Pentagon City Mall seamlessly connects to surrounding community through a central open space



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process

Westfield Montgomery Mall

This site includes the Westfield Montgomery Mall, a small shopping center called Westlake Crossing, and a gas station. As a means to continue expanding the regional shopping mall, possible additions to Westfield Montgomery are being explored by the owner, including residential uses and / or a hotel. Such development at the mall site should address the following guidelines:

- New buildings should front Westlake Terrace with active uses, frequent entrances and provide direct connections through pedestrian friendly spaces to the existing mall uses.
- Extend Autopark Avenue and Motor City Drive through the site to create compact blocks that expand the existing street grid.
- Create open spaces lined with active uses that front on to Westlake Terrace.
- New development should create an architecturally significant corner at the intersection of Westlake Terrace and Motor City Drive.
- New development should create a strong pedestrian connection to the transit center.
- Coordinate the frontage along Westlake Terrace to incorporate the design for the future BRT connection and recommendations from the Countywide bicycle masterplan.



Figure 3.33: Illustrative Concept Drawing of Westfield Montgomery Mall

Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



Note: Diagrams are for illustrative purposes only. Actual site and building design will be evaluated during the regulatory review process



6 DEMOCRACY BOULEVARD Westlake Drive to Bells Mill Road Rock Spring Sector Plan THIS SHOULD **BE THE MALL** SIDE OF THE SECTION 11 • 5' **- 1**0' - 1 - 10' 22' - 10' - 10' 11' 7' 10' 10' 11' 10' 11 TRAVEL SIDEWALK I SIDEWALK PLANTING TRAVEL L TRAVEL TRAVEL TRAVEL TRAVEL MEDIAN TRAVEL 1 SETBACK LANE PLANTING SETBACK SEPARATED LANE LANE LANE LANE LANE LANE **BIKE LANE** Proposed curb to curb width: apx. 94' SHY ZONE - 150'ROW -



- The existing curb-to-curb width varies from approximately 100' near I-270 to approximately 90' at Old Georgetown Road.
- The Bicycle Master Plan recommends a breezeway on the north side of the street. Specifically, a shared use path.
- The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.
- The setback may contain buildings, hardscape, or landscape depending on the context.

SCALE: 1"= 15' 7.5' |+++++++





- The Bicycle Master Plan calls for a sidepath on the east side and bikeable shoulders.
- · The Sector Plan recommends reclassification from a two-lane primary residential to a two-lane minor arterial.
- As an interim condition, this section could be implemented within the existing curb-to-curb width if the bikeable shoulders
 were eliminated.
- The existing curb-to-curb width shown is an estimate for planning purposes. Field verification is needed. The right-of-way (ROW) shown corresponds to the design standard identified for this street in the Sector Plan.

SCALE: 1" = 10'



200-B MONROE STREET, ROCKVILLE, MARYLAND 20850 P: 301.762.5212 F: 301.762.6044 WWW.MILLERMILLERCANBY.COM All attorneys admitted in Maryland and where indicated.

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SLCHO@MMCANBY.COM

May 9, 2019

Casey Anderson, Chair Montgomery County Planning Board 8787 Georgia Avenue Silver Spring, MD 20910

> RE: Urban Design Guidelines for Rock Spring and White Flint 2 Sector Plans; Comments re Loehmann's Plaza Site Related Recommendations (Randolph Hills District); 5200-5290 Randolph Road

Dear Chair Anderson and Members of the Planning Board:

This office represents Mr. Rob Rosenfeld and Rosenfeld Investment LLC, the owners of property located at 5200-5290 Randolph Road, commonly known as Loehmann's Plaza.

First, on behalf of our clients, thank you for this opportunity to provide comments on the Draft Urban Design Guidelines for Rock Spring and White Flint 2 Sector Plans ("Draft Guidelines"). We agree with the Draft Guidelines that due to its prominent corner location at the intersection of Randolph Road and Parklawn Drive – redevelopment of the Loehmann's Plaza site presents a unique opportunity to "establish an architectural gateway for the area." (Draft Guidelines, pg. 103).

We would also note that much of the Draft Guideline's recommendations and figures depicting a potential future redevelopment concept for the Loehmann's Plaza site appear to be derived from the preliminary layouts/concepts that the property owner's design team had developed and shared with Planning Board Staff during the review/adoption of the White Flint 2 Sector Plan ("Sector Plan"). In particular, the location of the "civic green" is depicted and repeatedly described on pages 102-104 of the Draft Guidelines as a "centralized" public open space that is insular to the site. This is not inconsistent with what the property owner's design team originally had in mind as a likely layout for the site.

Since the adoption of the White Flint 2 Sector Plan, however, the design team has continued to evaluate and evolve the initial layouts – inclusive of studying whether a "civic green" that either engages Randolph or possibly the "northwestern curve" of the property might be more preferable to being fully interior to the site. The ability to locate the "civic green" more toward the current northwestern curved portion of the site may depend on whether the recommendation found in Chapter 8: Mobility of the Sector Plan (on pg. 79-80, excerpted below) to re-align the Parklawn/Randolph intersection is implemented.

8.1.5 Intersections

Roadway intersections in the Plan area should emphasize pedestrian and bicyclist accommodations while minimizing additional roadway widening in order to promote walkability and achievement of the Non-Auto Driver Mode Share (NADMS) goals. Results from the transportation forecast conducted in support of this Plan indicated that two intersections are forecast to exceed the Local Area Transportation Review (LATR) standard. Multi-modal mitigation approaches to address this situation, including trip mitigation measures to reduce vehicular demand, rather than roadway widening, should be given a high priority.

This Plan recommends the following intersection modifications:

 Realign the curved Parklawn Drive section of the intersection with Randolph Road to form a traditional four-way intersection. Realignment on Parklawn Drive will improve pedestrian and bicyclist safety and slow vehicular traffic. It will also support the redevelopment of Loehmann's Plaza, which is located at the southeastern intersection of Parklawn Drive and Randolph Road. That possibility, however, has opened up some intriguing design options with respect to the overall public open space scheme for the site that the property owner would like to keep on the table. To that end, we would request consideration of the following modifications to the Draft Guidelines:

- While we realize that the Draft Guidelines are just that guidelines and its design recommendations are not set in stone, we would nonetheless suggest that the term "usable" replace the terms "central" and "centralized" wherever they appear on pages 102-104 in describing the future public open space for the Loehmann's Plaza site.
 - a. The terms "central" and "centralized" are locational in nature and quite specific such that when coupled with the depiction on Figure 4.44 on page 103, could be interpreted more literally in the future to restrict consideration of other possible alternatives as discussed herein.
- 2) In addition, we would recommend that additional text be included in Note #2 on page 103 clarifying that the location of the "civic green" as shown is *illustrative only and is not intended to limit future design alternatives that achieve an accessible and usable public open space on the site*.

Thank you for your consideration of these comments. Attached hereto is a mark-up of pages 102-104 of the Draft Guidelines consistent with these comments.

Sincerely yours,

MILLER, MILLER & CANBY

Soo Lee-Cho

Attachment

cc: Atul Sharma Rob Rosenfeld Jack Hollon Jim Voelzke Brian Szymanski

4.4 Randolph Hills District

This area is a primarily a single-family residential subdivision anchored by a retail strip at the corner of Parklawn Drive and Randolph Road. The area also includes multi-family complexes and institutional uses. Single-family residential areas and institutional uses are not expected to change, but the retail strip has the potential to build a greater presence on Randolph Road, and to deliver amenities, connections and services to the immediately surrounding community. There is also the possibility that at least one of the multi-family complexes in the cluster might explore redevelopment, which will also create opportunities for increased connectivity through the district.

Redevelopment within this cluster should:

- Introduce a mix of uses, new connections, and public open space.
- Focus new development intensity on the

intersection of Randolph Road and Parklawn Drive and prioritize its transformation into a pedestrian-friendly environment.

- Infill development should be designed in a way that fronts on to the network of existing and proposed streets, while creating connections between existing uses and these street frontages.
- Create highly visible open spaces for public use along the Central Spine and streets that are easily accessible to workers, residents, and neighboring communities.
- Enhance the existing intersections along Westlake Terrace and Westlake Drive to improve crossing conditions for pedestrians, improve access to Cabin John Regional Park, and improve connectivity between north and south areas of this cluster.



Loehmann's Plaza today.



Figure 4.44: Map 5.2.5: Randolph Hills District - Design Elements Diagram



Potential redevelopment is limited to properties close to the intersection of Randolph Road and Parklawn Drive.

7. Existing entrance to Oxford Square, to remain

also consider aditional connections to

Parklawn Drive, closer to Boiling Brook

8. Sector Plan recommends considering a public garden on the Grounds of the International Center.

Parkway.

Key Properties

Loehmann's Plaza

This strip center formerly anchored by a Safeway grocery store is located at a prominent corner with potential to establish an architectural presence for the cluster. Redevelopment could deliver amenities that would allow the property to continue serving as a neighborhood center into the future.

Guidelines:

- Redevelopment should create a gateway to the area at Randolph Road that integrates a possible BRT station.
- Development should improve pedestrian areas along Randolph Road and create c Replace with into the surrounding community. "usable"
- Create an accessible central open space within the property.
- Create active frontages around the edges of the property.

Figure 4.45: Loehmann's Plaza - Potential Development





Redevelopment of this property should establish a gateway for the area with retail and residential uses.

Replace with 1. Maximum building height in this area- corner of Randolph Rd. and Parklawn Drive.

"usable"

- 2. Provide an accessible and centralized public open space.
- 3. Create through streets to improve connectivity; align with existing streets if possible.
- 4. Activate frontages along pedestrian areas.
- 5. Redevelopment should transition in scale to residential adjacent communities.
- 6. Conceal parking structures.



Memorandum

BY ELECTRONIC MAIL

- To: Atul Sharma
- CC: Scott Peel Denise Peel Joshua Sloan

From: Steven A. Robins

Date: May 13, 2019

Re: Comments on Parking Lots to Places – Urban Design Guidelines for Rock Spring & White Flint 2 Sector Plans (Draft March 2019)

The purpose of this Memorandum is to provide Technical Staff comments on the Draft Design Guidelines for the Rock Spring & White Flint 2 Sector Plans (the "Guidelines") on behalf of Peel Properties, the owners of property located at 6006 Executive Boulevard. I also have submitted general comments related to the Guidelines as applied to both Rock Spring and White Flint 2. The one comment that must be carried forward throughout the Guidelines is the need for flexibility. This Memorandum addresses comments related to 6006 Executive Boulevard, located in the Executive Boulevard District.

- 1. P. 88 We fully support the concept of transforming single-use districts into mixed-use districts.
- 2. P. 91 Figure 4.38 shows potential interior connections running horizontally and vertically through the site. This is something that we will need to review in further detail to determine whether this can be achieved, particularly with adjoining property owners. We also question the need/location for certain public open space particularly at the location shown on Figure 4.38. There are three public open spaces shown on three adjoining properties, and it doesn't appear if any are shown on the west side of Executive Boulevard (recognizing that there is a

civic green on the west side).

LerchEarlyBrewer

- 3. P. 94 The Guidelines discuss attempting to link properties in the Executive Boulevard District with adjacent single-family neighborhoods to the south. The Guidelines should recognize that a stream separates these two areas.
- 4. P. 95 Figure 4.39, we offer the same comment as above regarding the neighborhood greens.
- 5. P. 96 Figure 4.40, please take a look at the scale of the drawing. The buffer to the east appears larger than that evaluated as part of the Sector Plan.
- 6. We continue to evaluate the various street sections contained in the Guidelines.

Thank you for consideration of our comments specific to 6006 Executive Boulevard. I am sure that as this process continues, we will be in a position to offer additional comments. In the meantime, feel free to contact me or others on our team and we would be happy to discuss this matter in further detail.

Steve

89 P



MEMORANDUM

By E-mail and First Class Mail

Atul.Sharma@montgomeryplanning.org

To: Mr. Atul Sharma, Maryland National-Capital Park and Planning Commission, Planning Staff, Area 2 8787 Georgia Avenue Silver Spring, Maryland 20910

From: Stuart R. Barr, Lerch Early & Brewer, Chtd.



Date: May 24, 2019

Re: Home Depot Bethesda Store – 7111 Westlake Terrace, Bethesda, Maryland 20817 10410 Auto Park Avenue, Bethesda, Maryland 20817 (SDAT address) Parcel N436, Tax Map GP43, Plat 13039 (7.51 acres; Tax ID #10-02005743)

Comments Regarding Proposed Rock Spring Sector Plan Urban Design Guidelines

Introduction and Background Information

On behalf of our client Home Depot USA, Inc. ("Home Depot"), the owner of the property located at 7111 Westlake Terrace, Bethesda, Maryland 20817 on the north side of Westlake Terrace in between Auto Park Avenue and Motor City Drive (the "Property"), ¹ we submit these comments on the proposed Urban Design Guidelines for the Rock Spring Sector Plan. The Property is approximately 7.51 acres in size and is identified as Parcel N436, Tax Map GP43 (7.51 acres; Tax ID #10-02005743). It was previously zoned C-2 and is currently zoned CRT (Commercial Residential Town) 2.25, C-1.5, R-0.75, H-75 Commercial Base.

¹ The store address is 7111 Westlake Terrace, Bethesda, Maryland 20817. The Maryland State Department of Assessments and Taxation reflects the address as 10410 Auto Park Avenue, Bethesda, Maryland 20817.

The Property is improved with a one-story Home Depot home improvement retail store on the south side of the Property (approximately 109,000 square feet in size), additional retail on the north side with various tenants, and associated surrounding surface parking spaces. Access to the Property is provided from both Auto Park Avenue and Motor City Drive. The Pepco Bells Mill Substation located in the R-90 zone adjoins the Property to the north. The Westfield Montgomery Mall shopping center in the GR (General Retail) zone adjoins the Property to the south across Westlake Terrace. The Property is surrounded by commercial uses on the west and east (along with a U.S. Post Office building) in the CRT and Employment Office zones.

General Comments and Preferences

The Bethesda Home Depot store has always been in very high demand. To meet the challenge from the significant customer demand, Home Depot's goal over the years has been to improve the customer's shopping experience and specifically, to improve vehicle circulation and make more parking spaces readily available. Parking and vehicle circulation are at such a premium that Home Depot recently removed approximately 16,000 square feet of retail space on the north side of the Property just in order to reconfigure and increase the total number of parking spaces on the Property. The Planning Board approved that Site Plan Amendment last year (Plan Number 81980017A). In connection with that Site Plan Amendment and in recognition of the fact that a Home Depot retail store does not generate any meaningful volume of pedestrian or bicycle traffic, the Planning Board granted a partial waiver of bicycle and motorcycle stall requirements.

Home Depot generally opposes any changes that would reduce the vehicular transportation capacity within the surrounding area, would reduce the ability of vehicles to enter or exit the Property or circulate within the immediate area, or would reduce the amount of parking surrounding the store. Given the nature of the store, Home Depot does not generate any meaningful volume of bicycle or pedestrian traffic either from customers or employees given the types of products sold and the nature of the business conducted at the store. The retail uses on the north side of the Home Depot property also historically have not generated any meaningful volume of bicycle or pedestrian activity. We believe the same is true for the Post Office property and virtually all of the other surrounding uses.

With that general context, Home Depot offers the following specific comments on the draft Rock Spring Urban Design Guidelines (the "Guidelines"):

Westlake Terrace (Guidelines, page 76)

Westlake Terrace next to the Home Depot store currently contains two westbound lanes, two eastbound lanes, and a center turn lane. The Guidelines recommend a reconfiguration to one westbound, one eastbound, and a center turn lane (a reduction of two lanes, one in each direction). Home Depot does not support the elimination of vehicle travel lanes, which are necessary for customers to get in and out of the store. Additionally, the Home Depot store delivery/loading area faces Westlake Terrace. While there is some space within the loading area behind the store, delivery trucks occasionally need to stop and wait temporarily on Westlake Terrace. Currently, since there are two westbound lanes, vehicles can use the other available lane if the lane closest to the store is occupied by a delivery truck. The elimination of a westbound lane would create a much more difficult condition under these circumstances. We ask that the Guidelines recommend continuing the existing number of vehicle lanes for Westlake Terrace.

Motor City Drive (Guidelines, page 84)

For Motor City Drive, the Guidelines propose a 11' northbound travel lane, a 15.5' southbound travel lane, and parking, planting strip, and sidewalk on either side. Home Depot supports the wider southbound travel lane, given the nature of the vehicles using that lane. Home Depot also does not oppose the proposed Motor City Drive street section provided it does not change the existing conditions. Currently, the west side of Motor City (the east side of Home Depot's building) has a sidewalk, grass strip, and then parking alongside Motor City for about two-thirds of the northern side of the Home Depot building. As a vehicle approaches the Westlake Terrace intersection from Motor City, parking is no longer available and there are no parking signs. Motor City then provides a left turn lane and a through/right turn lane at Westlake Terrace. What is unclear about the proposed street section from the Guidelines is whether it is proposing to change the existing condition of Motor City. Home Depot supports the continuation of the existing conditions on the west side (Home Depot side) of Motor City.

Most importantly, changes need to be made to the Westlake Terrace/Motor City Drive traffic signal. Currently, vehicles attempting to turn eastbound (left turn movements) from Motor City on to Westlake Terrace experience unreasonable queuing delays because there is not a dedicated left turn signal, and vehicles have to yield to vehicles exiting the Mall property. Motor City Drive will become even more important and this situation will be exacerbated further once the Ourisman property redevelops and additional vehicles need to

access Westlake Terrace from Motor City Drive. Thus, Home Depot strongly encourages the County to modify the Westlake Terrace/Motor City Drive traffic signal to allow cars to exit Motor City on to Westlake Terrace more efficiently and avoid unreasonable delays.

Auto Park Avenue (Guidelines, page 85)

The section of Auto Park Avenue next to the Home Depot store currently allows onstreet parking for most of the length of the store, similar to Motor City Drive. The Guidelines effectively propose to replace the on-street parking with a separated bicycle lane. As mentioned, the Home Depot store and other retail on the Property do not generate enough bicycle traffic to warrant a bicycle lane at this location. We do not envision bicyclists using a bicycle lane along Auto Park and it would have no connectivity. The existing sidewalk and planting strip along Auto Park, which are in good condition and function adequately for all purposes, can accommodate any light pedestrian or bicycle activity safely and efficiently along the Home Depot frontage. Thus, Home Depot supports maintaining the existing condition and does not support the elimination of the on-street parking on Auto Park Avenue.

Conclusion

Home Depot recognizes the general objectives of the Sector Plan and Guidelines. But Home Depot is constantly striving to meet the challenge of the public's demands on the store and enhance the customer's shopping experience. Simply put, that experience primarily depends on efficient vehicle circulation and parking. Please do not change Westlake Terrace, Motor City Drive, or Auto Park Avenue so as to reduce vehicle circulation and parking or increase vehicle congestion or delays.

We appreciate the Staff's and Board's consideration of Home Depot's position on the proposed Guidelines. If you have any questions or need any additional information, please do not hesitate to contact us. Thank you very much.

Attachments:

- 1. Westlake Terrace (Guidelines, page 76)
- 2. Motor City Drive (Guidelines, page 84)
- 3. Auto Park Avenue (Guidelines, page 85)

cc (by e-mail): Gwen Wright, Planning Director Carrie Sanders, Chief, Area 2 Division



Attachment 1









SCALE: 1" = 10' 5' 10'

6 S'