### Montgomery Planning WHEATON GATEWAY SKETCH PLAN NO. 320210060



#### Description

Request for up to 910,223 square feet of total development, comprised of up to 65,000 square feet of non-residential uses and up to 845,223 square feet of residential uses with 30% Moderately Priced Dwelling Units (MPDUs) ; including a minimum of 12% public open space and public benefits.

No. 320210060 Completed: 5-16-2022 MCPB Item No. 1 5-26-2022 Montgomery County Planning Board 2425 Reedie Drive, Floor 14 Wheaton, MD 20902

Montgomeryplanning.org

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#### LOCATION/ADDRESS

Southwest corner of Veirs Mill Road and University Boulevard.

#### MASTER PLAN

2012 Wheaton CBD and Vicinity Sector Plan.

#### ZONE

Zoned CR 5.0, C-4.5, R-4.5, H-130; CR 3.0, C-2.5, R-2.5, H-100; CRN 1.5, C-.25, R-1.5, H-45, R-60

#### PROPERTY SIZE

5.16 acres

#### APPLICANT

HOC at 11250 Veirs Mill Road, LLC.

#### ACCEPTANCE DATE

March 10, 2021

**REVIEW BASIS** 

Chapter 59

## Summary:

- Staff recommends approval of the Sketch Plan, with conditions.
- The Sketch Plan proposes up to 910,223 square feet of total development with 30% MPDUs; new public open space and public benefits.
- The CRN-zoned portion of the Site is being reviewed under the Standard Method Development but is part of the Sketch Plan to allow for a more comprehensive review of the project.
- The Sketch Plan review period was extended four times in accordance with Section 59.7.3.3.C of the Zoning Ordinance.
  - The Planning Board approved a three-month extension, from June 3, 2021 to September 16, 2021, on June 3, 2021.
  - The Planning Board approved a five-month extension, to February 24, 2022, on September 15, 2021.
  - The Planning Board approved a five-month extension, to April 28, 2022, on February 10, 2022.
  - The Board approved a 30-day extension to May 28, 2022 on April 21, 2022.
- Staff received community correspondence regarding the Subject Application stating concerns about height, traffic, and neighborhood compatibility. See Section 5 for further discussion.

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#### SECTION 1: RECOMMENDATIONS AND CONDITIONS

#### **SKETCH PLAN 320210060**

Staff recommends approval of Wheaton Gateway, Sketch Plan No. 320210060, for up to 910,223 square feet of density on 5.16 acres, zoned CR-5.0, CR-3.0, CRN-1.5, and R-60, in the *2012 Wheaton CBD and Vicinity Sector Plan*. The following site development elements shown on the latest electronic version of the Sketch Plan as of the date of this Staff Report submitted via ePlans to the M-NCPPC are required except as modified by the conditions below.

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

All other elements of the Sketch Plan are illustrative and subject to refinement at the time of Site Plan.

This approval is subject to the following conditions:

#### 1. Density

The Sketch Plan is limited to a maximum of 910,223 square feet of total development, comprised of up to 65,000 square feet of non-residential uses and up to 845,223 square feet of residential density. Residential density includes up to 603,727 square feet of mapped density and 241,494 square feet of MPDU Bonus Density.

#### 2. Height and Building Massing

The development is limited to a maximum building height as set forth below for each portion of the Project based on the mapped zone and the potential for additional height allowed by Section 59-4.5.2.C.7 for providing more than 12.5% MPDUs.

- a. The CRN-1.5, C-0.25, R-1.5, H-45 Zone Standard Method, the height is limited to 45 feet and up to 2 additional floors of height, a maximum of 69 feet, if the requirements of Section 59-4.5.2.C.7 are satisfied.
- b. The CR-3.0, C-2.5, R-2.5, H-100 Zone Optional Method, the height is limited to 100 feet and up to 2 additional floors of height, a maximum of 124 feet, if the requirements of Section 59-4.5.2.C.7 are satisfied.
- c. The CR-5.0, C-4.5, R-4.5, H-130 Zone Optional Method, the height is limited to 130 feet and up to 2 additional floors of height, a maximum of 154 feet, if eth requirements of 59-4.5.2.C.7 are satisfied.

#### 3. Moderately Priced Dwelling Units (MPDUs)

The Applicant must provide a minimum of 30% of the total units as Moderately Priced Dwelling Units. The development must provide MPDUs in accordance with Chapter 25A.

#### 4. Incentive Density

The development must be constructed with the public benefits listed below unless modifications are made under Section 59.7.3.3.1. and this Sketch Plan is amended. Per Section 59.4.7.3.D.6.e, a project that provides a minimum of 20% MPDUs does not have to satisfy any benefit category other than Affordable Housing under the Diversity of Uses and Activities category. The requirements of Division 59.4.7 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Final points will be established at Site Plan approval.

a. Diversity of Uses and Activities achieved by providing minimum 30% of the residential units as Moderately Priced Dwelling Units (MPDUs).

#### 5. Public Open Space

The Applicant must provide a minimum of 12% of the Site Area (207,635 square feet) as Public Open Space, totaling 24,655 square feet.

#### 6. Streetscape

The Applicant must underground all utilities along the Site frontages.

#### 7. Noise

A noise study showing existing noise impacts on the Property and projected noise impacts based on the proposed development must be submitted with the Preliminary Plan. The noise study must include recommendations for limiting projected noise impacts to no more than 65 dBA Ldn for the exterior public open spaces (to the extent feasible), and projected interior levels not to exceed 45 dBA Ldn.

#### 8. Validity

A site plan must be submitted within 36 months after the mailing date of the Sketch Plan resolution. Any request for an extension must be filed before the expiration of the 36-month validity date.

#### 9. Future Coordination for Preliminary Plan and Site Plan

In addition to any other requirements for Site Plans under Chapter 59, the following must be addressed in the Site Plan application:

a) The Applicant must submit and receive approval of a Preliminary/Final Forest Conservation Plan consistent with Chapter 22A of the Montgomery County Code.

- b) The Applicant must submit and receive approval of a Stormwater Management concept plan consistent with Chapter 19 of the Montgomery County Code.
- c) The CRN-zoned portion of the Site is subject to the Standard Method of Development criteria.
- d) The Applicant must underground utilities along all frontages and design the streetscape to the applicable design standards.
- e) The Applicant must meet the height compatibility, as established in Section 59-4.1.8.B. of the Zoning Ordinance, along East Avenue and Kensington Boulevard.
- f) Explore methods to further reduce the perceived bulk of the proposed building along East Avenue and foster a pedestrian friendly environment. Examples to be considered include:
  - i. Residential-scaled porches and stoops for all ground floor units with direct access to the abutting East Avenue sidewalk.
  - ii. A continuous row of street trees (placed 40 feet on-center with MCDOT approval), between the sidewalk and the curb along East Avenue.
  - iii. A maximum height of 35 feet for the projecting bays along the East Avenue façade.
  - iv. Setbacks above the sixth floor of the East Avenue façade.

#### **SECTION 2: SITE DESCRIPTION**

#### VICINITY

The 5.16-acre Property ("Subject Property" or "Property" or "Site"), outlined in red in Figure 1, is located at the intersection of Veirs Mill Road and University Boulevard. The Property is 1/3 mile northwest from the Wheaton Metro Station and confronts the Westfield Wheaton Mall to the south, across University Boulevard. The Property is approximately 1 mile from Brookside Gardens to the northeast and ½ mile from Albert Einstein High School to the northwest. There are a number of residential neighborhoods surrounding the Project comprised of mostly single-family detached homes, within the neighborhoods of Kensington View, Wheaton Hills College View, and Monterrey Village. The Wheaton Triangle district is adjacent to the east of the project and provides a number of commercial, retail, and restaurant services within the Wheaton Central Business District. The Property is within the boundaries of *the 2012 Wheaton CBD and Vicinity Sector Plan* (Sector Plan). The Sector Plan delineates five districts based on character and development potential; the Subject Property is within the Kensington View/Wheaton Hills district.

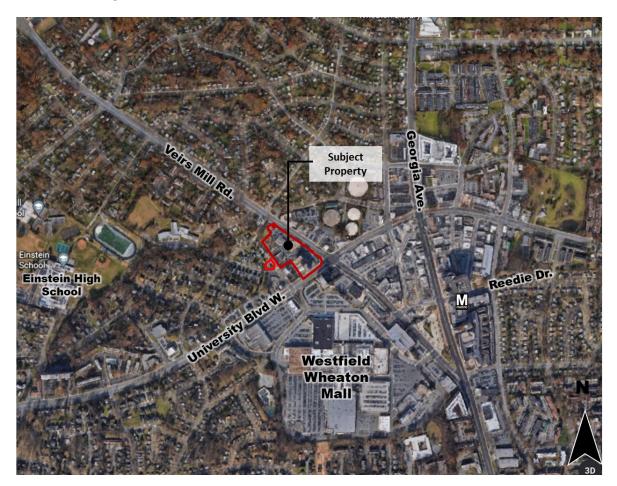


Figure 1 – Vicinity Map

#### **PROPERTY DESCRIPTION**

The Property is comprised of approximately 5.16 acres of tract area and is made up of ten lots and parcels. The Property is zoned CR-5.0, C-4.5, R-4.5, H-130 and CR-3.0, C-2.5, R-2.5, H-100 along Veirs Mill Road and University Boulevard. The rear of the Property is zoned CRN-1.5, C-0.25, R-1.5, H-45 and fronts along East Avenue, which is adjacent to single-family homes in the R-60 zone. Also, the Site includes of a 9,606 square foot lot zoned R-60 located at the intersection of Upton Drive and East Avenue.

The Property is currently being used as a Lindsay Ford used car lot and repair shop. It is also the former location of the Ambassador (former Western Ambassador Inn that was converted into the Ambassador Apartments, providing 162 affordable rental units) and Mattress Firm. The Property slopes down from Veirs Mill Road to East Avenue. The grade at the intersection of Veirs Mill Road is approximately forty (40) feet above the grade at the intersection of East Avenue and Kensington Boulevard. The grade from Veirs Mill Road to East Avenue along University Boulevard slopes down approximately twenty (20) feet. The Subject Property is located in the *2012 Wheaton CBD and Vicinity Sector Plan* and within the Kensington View Civic Association (KVCA) community.



Figure 2 – Subject Property

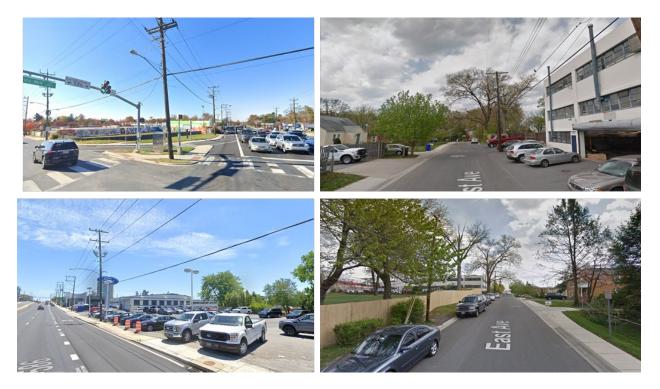


Figure 3 – Photos of the Existing Property and Neighborhood



Figure 4 – Zoning Map

#### **SECTION 3: PROJECT DESCRIPTION**

#### PROPOSAL

The Project is a mixed-use development providing affordable and market rate residential units in a multi-family development with ground floor commercial uses. At this time, the Applicant anticipates constructing the Project over two phases. The Project is planned to encompass a mix of uses, including a maximum of up to 845,223 square feet of residential uses and a maximum of 65,000 square feet of non-residential uses for a total of up to 910,223 square feet of development.

The residential portion of the Project is anticipated to provide approximately 800 residential dwelling units comprising a variety of unit types (i.e., 1, 2, and 3-bedroom units) priced for a variety of income levels with final determination of unit mix at Site Plan. The Project will provide a minimum of 30% Moderately Priced Dwelling Units ("MPDUs"), which allows the developer an opportunity to utilize MPDU bonus density and height in accordance with Section 59-4.6.2.C of the Zoning Ordinance.

The commercial portion of the Project will be concentrated on the first floor along the Veirs Mill Road and University Boulevard frontages. Parking will be provided in both underground and above grade structured parking facilities, which will be integrated within the Site to address site topography and accommodate site circulation needs. The overall Project will provide a minimum of 12% open space (only required to provide 10%) for the public open space located internal to the site on a central green adjacent to the commercial uses and a pocket park located on the R-60 zoned parcel adjacent to the single-family homes.

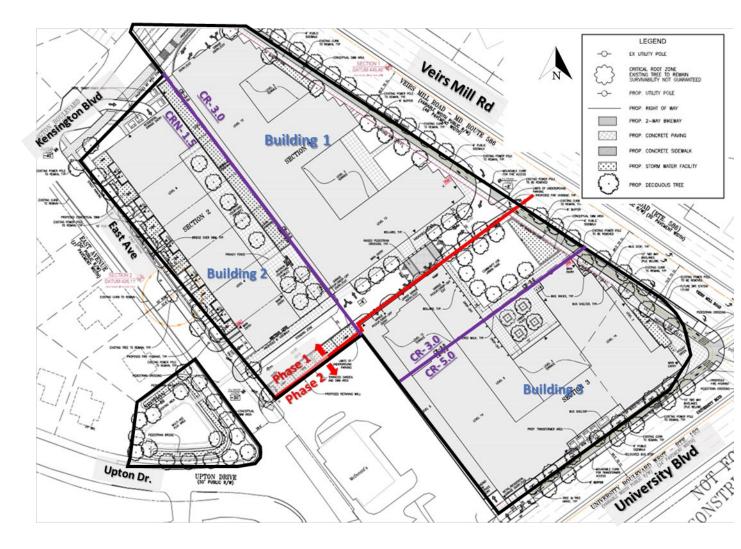


Figure 5 – Sketch Plan

#### Zoning Methodology and MPDU Bonus Density

This Application was evaluated using both the optional method of development, for the CR zoned portions of the site, and the standard method development for the CRN and R-60 zoned portions of the Site. The CRN and R-60 portions of the Site were included within the limits of the Sketch Plan to provide a more holistic approach to the site design review and as an opportunity for the community involvement. Although the CR zoned portions of the Site is limited to a standard method density with an MPDU bonus density for the amount of MPDUs provided within the CRN portion of the Site. The R-60 parcel is proposed to be public open space.

The ability to utilize MPDU Bonus density is set forth in Section 59.4.5.2.C., which states "For **any application** that includes more than 12.5% of the gross residential floor area as Moderately Priced Dwelling Units (MPDUs), qualified under <u>Chapter 25A</u>," the density and height provisions apply. The CRN Standard Method Zone is utilizing MPDU bonus density per Section 4.5.2.C., since this application is providing 30% MPDUs. Furthermore, ZTA 18-06 bonus density opinion revision no.5 states:

5) further revise Section 4.5.2 concerning density in the **CR family of zones** to apply the bonus provisions noted in 1) a, b, and c above to areas outside of the Bethesda Overlay zone and adding the following provision:

The ZTA 18-06 referenced the "CR family of zones", which includes CRN Standard Method Zone as an eligible zone to use bonus density. Because Section 4.5.2.C. does not explicitly exclude CRN Standard Method Zone from the bonus density provision, it is eligible due to providing more than 12.5% MPDUs. In addition to the allocation of MPDU bonus density, the application will still be held to the requirements of Section 4.1.8.B. (height compatibility discussed on page 15) and Staff will continue to enhance the neighborhood compatibility through design as conditioned at the time of future Site Plans.

#### ABANDONMENT

The Planning Director approved a memorandum on September 3, 2021 regarding "Comments on Right-of-Way Abandonment 770 - Kensington Boulevard". Planning Staff have reviewed the petition for abandonment and determined that the Department supports the abandonment of this right-of-way as amended. Planning Staff also determined a vehicle connection to Veirs Mill may not be feasible due to existing easements with utilities and high topography within a short distance. Planning Staff acknowledge the collaboration with the adjacent property owners to establish a proposed shared use connection with concrete stairs and bicycle runnels that is associated with the anticipated Wheaton Gateway development application, with final design being determined at site plan. The application is pending a County Council Hearing Date at this time. The current application is being recommended for approval based on the abandonment not being approved. A future Preliminary Plan will determine the final lot lines. With or without the abandonment, the Project will need to satisfy the height compatibility and other requirements.

#### Building/Architecture

The development contains new ground floor commercial space adjacent to functional public outdoor space for use by all, including the existing surrounding community. In addition to the commercial space at the main intersection, there are a series of loft spaces along Veirs Mill Road which have been envisioned as possible artists' studio residences. These spaces are prominently located at the Project's northern edge and highly visible along with the public realm.



Figure 6 – Rendering of Massing from Veirs Mill Rd



Figure 7 – Rendering of Massing from Veirs Mill Rd and University Blvd



Figure 8 – Rendering of Streetscape along East Ave

#### Phasing

As presented in the Sketch Plan application, the Project construction is anticipated to be phased with the first phase of the Project redeveloping the Lindsay Ford portion of the Site in two sections.

<u>Building 1</u> - will feature a mixed-use building at the Project's northern boundary along Veirs Mill Road.

<u>Building 2</u> - will include a residential building confronting the existing single-family homes along East Avenue. Building 2 is significantly lower in height than Buildings 1 and 3 in compliance with the Sector Plan. In addition to being a lower height, the design of Building 2 will be a lower scale with building entrances and human-scale architectural elements to further articulate the East Avenue frontage and transition down in height from east to west. This stepping-down in height and lower scale are features intentionally incorporated to address compatibility with the neighborhood to the west. As conditioned, the Applicant will work with Staff during the subsequent Site Plan application to explore methods of reducing the perceived bulk of the building along East Avenue.

<u>Building 3</u> - which is anticipated to be delivered in a second, future phase will create an iconic building at the northern gateway to Wheaton's Core District, both where the Sector Plan calls for the most height and density and farthest from the lower density residential community to the West. The Applicant envisions an interim condition, following the completion of Phase 1 but prior to the commencement of Phase 2, which is largely dominated by a multifunctional open space in lieu of Building 3. This space will be activated by programming to become an asset to the community until there is a market demand for Phase 2.

#### HEIGHT

The height will be related to the different levels of density across the Site, and the proposed buildings step down in height as they transition from Veirs Mill Road back to East Avenue. As the densest zoning designations are located at the intersection, the project placed its highest and most dense development at this prominent corner. Also, rather than construct buildings to the property line along East Avenue, the lower building has a deeper setback along the East Avenue frontage to help address the transition to the adjacent residential community.

#### Height Compatibility

The Subject Property confronts R-60 zoned property across East Avenue and Kensington Boulevard. In accordance with Section 59.4.1.8.B., Height Compatibility, the Project "may not protrude beyond a 45-degree angular plane projecting over the subject property, measured from a height equal to the height allowed for a detached house in the confronting zone at the front or side street setback line". The following illustration shows how the front elevation along East Avenue will accommodate the height compatibility requirement (Figure 9).

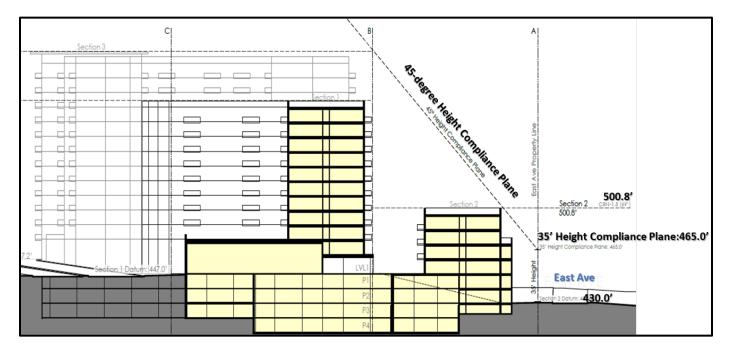
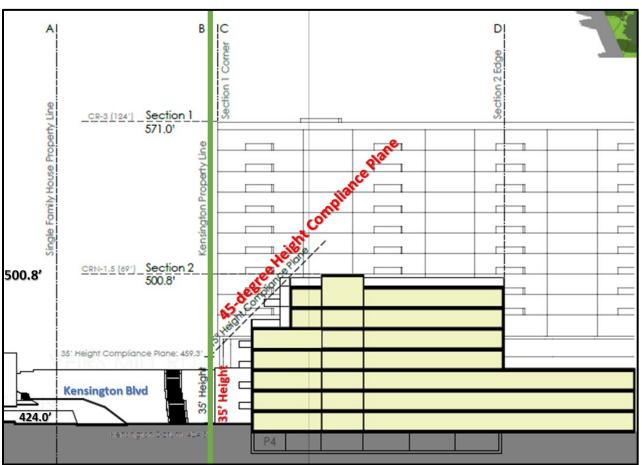


Figure 9 – Height Compatibility along East Ave

The Applicant is presenting two alternatives regarding the height compatibility along Kensington Boulevard. This is due to the pending abandonment application which may determine a different property line along the frontage (Figures 10-13).



**Option 1** - shows the Project reducing the massing at the corner to meet height compatibility.

Figure 10 – Option 1 Height Compatibility along Kensington Blvd



Figure 11– Option 1 Height Compatibility Rendering along Kensington Blvd

**Option 2**- shows the Project meeting height compatibility by establishing a new property line pending the approval of the abandonment. This option may also provide more land to the Applicant at the time of Preliminary Plan and Site Plan which will affect the final FAR calculation but not the density proposed of the Project.

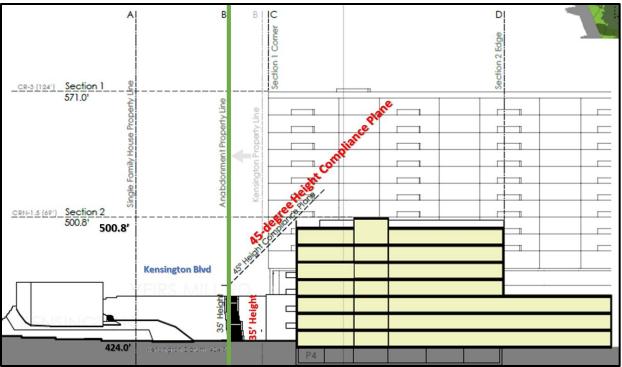


Figure 12 – Option 2 Height Compatibility along Kensington Blvd



Figure 13 – Option 2 Height Compatibility Rendering along Kensington Blvd

Final determination of either option will be determined at a future Preliminary and/or Site Plan.

#### **OPEN SPACE**

The Project is providing 12% of the Site Area as Public Open Space. The open space is located in two areas of the Site: the first area is along Veirs Mill Road and is centrally located to the Project; and the second area is oriented toward the adjacent R-60 neighborhood.

The first open space area, identified as an urban park and plaza, will be designed to invite passers-by from the public sidewalk and bus stop and will serve as an amenity for residents of the Wheaton Gateway project, surrounding community, and customers of the future commercial space. The second open space area, identified as a park and play area, will be designed as a new pocket park that will provide an amenity for both the future residents of the Wheaton Gateway project and residents of the existing single-family community. The design elements of these spaces will be refined during subsequent site plan application(s).



Figure 14 – Open Space Locations

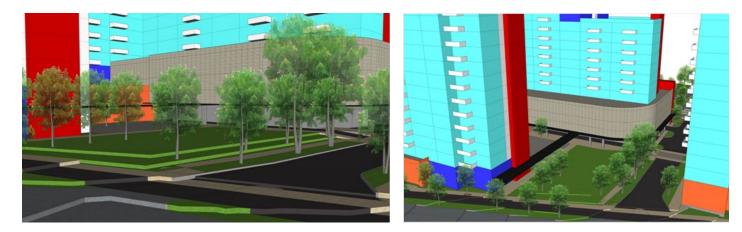


Figure 15 – Renderings of the Public Open Space along Veirs Mill Road

#### SECTOR PLAN

The Property is within the boundaries of the 2012 Wheaton CBD and Vicinity Sector Plan. The Sector Plan delineated five districts based on character and development potential with the Subject Property located within the Kensington View/Wheaton Hills District. This District includes properties along the north side of University Boulevard, both sides of Veirs Mill Road and transitions to residential communities to the north.

#### Applicable Sector Plan Guidance

The Subject Application advances the following Sector Plan goals:

#### Public Open Space:

The Project will deliver a significant public open space fronting onto Veirs Mill Road, completely framed by the proposed development, accessible by improved sidewalks and connections to the surrounding community. An additional public open space is provided within the adjacent community, immediately adjacent to the development.

Sector Plan reference: "To have active public use spaces in the right locations" (Sector Plan p. 23, also p. 79) through redevelopment and/or public/private partnerships, to create the desirability needed to expand the local real estate market. Also, "to increase livability by integrating natural features into the built environment, while optimizing land use within the existing development footprint" (Sector Plan p. 73).

#### Street Level Activity:

The Subject Application includes activating uses along the Veirs Mill Road and University Boulevard frontages, as well as artist's studios on the Veirs Mill Road frontage. Together with the proposed public open space, the proposal strongly activates pedestrian areas around the building.

Sector Plan reference: Encourage that "street level uses should be a variety of retail types" (Sector Plan p. 23) and other active uses to promote pedestrian activity and community interaction.

#### Develop a Nighttime Economy:

The Subject Application proposes commercial spaces that may include uses supporting an expanded nighttime economy, as envisioned by the Sector Plan.

Sector Plan reference: Introduce uses that expand the nighttime economy and "create the initial foot traffic that will support expanded shopping hours and reduces crime". (Sector Plan p.24)

#### Urban Design:

The Subject Application satisfies the Sector Plan goal of promoting mixed-use development and creating a landmark structure at the intersection of University Boulevard West and Veirs Mill Road.

Sector Plan reference: To improve the quality of the public realm by (Sector Plan p. 29):

- Creating an identifiable center focused on Wheaton's triangle (see Design Guidelines, p.10);
- Enhancing the street system by promoting visual integration and expansion of the local network of sidewalks, bikeways, trails, and paths (see Design Guidelines, p.11-22);
- Creating a network of public use spaces for the Plan area (see Sector Plan p. 79), and;
- Promoting sustainability in building and street design.

#### <u>Mobility</u>:

The Subject Application expands connectivity by introducing a through-block connection, and by improving pedestrian and bicycle access around the Subject Property.

- Evaluate the extension of Kensington Boulevard.
  - Include a through-block connection.
- Improve pedestrian and bikeway connectivity.

#### Environment:

The Subject Application proposes to achieve higher sustainability ratings via a prefabricated construction system advances this goal.

Plan Reference: To increase tree canopy cover, mitigate impervious surfaces, and reduce energy consumption through sustainable site and building design techniques (Sector Plan p. 73-74).

#### <u>Health</u>:

The Subject Application proposes consolidating public open space and providing a small park for the adjacent community that could create places with opportunities for outdoor recreation.

Sector Plan reference (Sector Plan p.77):

- Provide opportunities for active and passive recreation.
- Promote walking and biking on safe complete streets.
- Promote safe routes to schools.
- Encourage green roofs, green walls, and innovative urban stormwater management in all new buildings.

The Subject Application is in substantial conformance with the recommendations of the 2012 *Wheaton CBD and Vicinity Sector Plan.* 

#### TRANSPORTATION

#### Access and Circulation

The Project aims to strengthen the Property's connection to nearby communities by facilitating both internal and external multimodal circulation. The development includes a new private street connection by proposing to construct a street between Veirs Mill Road (MD 586) and East Avenue, facilitating the use of internal points of access and reducing the amount of existing curb cuts from each respective public right-of-way. Along Veirs Mill Road, six existing curb cuts will be consolidated into two right-in and right-out access points. Likewise, three existing curb cuts along University Boulevard (MD 193) will be consolidated into one vehicular egress and ingress point into the parking garage and one ingress for the internal loading docks. Existing head-in parking along East Avenue, which previously supported repair garages as part of the automobile dealership, are proposed to be removed in favor of a consistent, defined street edge and on-street parallel parking.

Additionally, an ingress point for the residential parking garage levels is proposed adjacent to a new turnaround at the terminus of Kensington Boulevard. Evocative of urban areas throughout the County, the proposed development is envisioned to implement and expand the street grid identified by the 2012 *Wheaton Central Business District (CBD) and Vicinity Sector Plan*, by consolidating access, constructing wider sidewalks, installing street buffers with street trees, and implementing bidirectional bikeways. Conducive to the street network connectivity goals recommended in the *Sector Plan*, the Applicant's proposed internal street and frontage improvements provide opportunities to extend to adjacent properties as the development evolves and surrounding properties are redeveloped.

The proposed private street bifurcates the site into two halves, connected through an underground garage which proposes to shift all loading, parking, and deliveries out of the public right-of-way. In subsequent phases, the design of the proposed internal street and public street frontages will be reviewed to ensure it meets requirements of Chapter 49 and the adopted and approved Design Guidelines.

#### Parking and Loading

The Sketch Plan shows the construction of three levels of below-grade garage parking within each mixed-use building in addition to at-grade and one level of above-grade parking. The Applicant stipulates that the final overall parking count will be determined during the preliminary and site plan stages. While the Applicant outlines a proposed overall program of 845,223 square feet of residential development and 65,000 square feet of retail development, the composition of the number of bedrooms in individual dwelling units and mixture of tenants is not yet determined. The Applicant will further refine parking numbers as the project moves forward in the context of Section 6.2.4. of the Zoning Ordinance and in context with minimum and maximum rates specified by the Wheaton Area Parking Lot District.

Vehicular loading and drop-off are proposed to occur internally within the garage structure with final specifications provided at the time of Site Plan.

Similarly, the rates related to the number of long-term and short-term bicycle parking spaces, as well as their respective locations will be fine-tuned as the project progresses through the subsequent preliminary and site plan application processes.

#### Master Plan Roadways and Pedestrian/Bikeway Facilities

The Sector Plan, the 2018 *Master Plan of Highways and Transitways*, and the 2018 *Bicycle Master Plan* designate the following requirements for each applicable roadway:

- Veirs Mill Road (M-13) is located along the Property's northern frontage, identified as a Major Highway with Planned BRT, with a minimum right-of-way width of 129-feet (64.5-feet from center line) and two-way separated bicycle lanes along both sides of the road.
- University Boulevard (M-19) is along the Property's eastern frontage, identified as a Major Highway with a minimum right-of-way width of 120-feet (60-feet from center line) and two-way separated bike lanes along both sides of the road.
- East Avenue is identified as a Primary Residential Street (P-8), with a minimum right-of-way width of 60-feet (30-feet from center line). A two-way separated bikeway is planned along the western frontage of the street.
- Upton Drive is identified as a Primary Residential Street (P-7), with a minimum right-of-way width of 50-feet (25-feet from center line). Per the Bicycle Master Plan, it is planned as a neighborhood greenway, with future traffic calming improvements intended to slow vehicular traffic and in turn, facilitating comfortable travel by bicycle and foot.

An extension of Kensington Boulevard, planned to connect existing segments to the south and north across Veirs Mill Road is identified along the Property's northern edge. It is identified in the Sector Plan as a Planned Primary Residential Street with a minimum right-of-way width of 70-feet (35-feet from center line). The 70-foot needed for its planned construction has already been dedicated to the County as public right-of-way as noted in Plat No. 6798. In July of 2021, the property owner adjacent to the north of the Subject Site along Veirs Mill Road submitted a Road Abandonment Application (Abandonment 770 - Kensington Boulevard), proposing to abandon the existing public right-of-way and conveying its extents between their property and the Subject Property.

In a memorandum prepared on September 3, 2021, Staff exhibited support for the requested abandonment and acknowledged the potential infeasibility of the construction of a vehicular connection citing the presence of existing utility easements and challenges in grade. While Staff has shown support for the proposed Abandonment application, further coordination is needed between the Applicant, Planning, DPS, and MCDOT with regards to access into the Subject Property and multimodal circulation between Veirs Mill Road and East Avenue. Nevertheless, the Applicant has shown a commitment to providing a 10-foot trail connection for people walking and runnels to assist in the movement of bicycles.

Staff supports the Applicant's proposal to construct an internal street, which helps to meet the intent of planned Kensington Boulevard extension within the *Sector Plan* and the *Master Plan of Highways and Transitways*, as a private street. As indicated on the submitted plan sheets, the Applicant

proposes to construct the roadway connection as a means to serve as a new multimodal connection between East Avenue and Veirs Mill Road, as well as helping to continue the street grid network established by surrounding existing neighborhoods in the immediate area. The Applicant will review the project as it pertains to the implementation of the *Wheaton CBD Streetscape Standards* and *Complete Streets Design Guidelines* for the internal street's design and form at preliminary and site plan.

#### Pedestrian and Bicycle Facilities

Pedestrian access to the Property is proposed directly from the existing sidewalks along the public rights-of-way, which are each proposed to be enhanced in accordance with the *Complete Street Design Guidelines*. On the internal private street, the proposed streetscape includes a six-foot wide planting zone and eight to ten-foot pedestrian through zones, consistent with the recommendations for a Downtown Street (i.e. 6-8-foot planting zone and 8-10-foot pedestrian through zone). People riding bicycles will access the Property via proposed bidirectional separated bicycle lanes along Veirs Mill Road and University Boulevard. Additionally, a new sidepath is proposed along the western Property line, adjacent to Kensington Boulevard, measuring 10-feet-wide, as a means to facilitate active mobility from existing neighborhoods to the Veirs Mill BRT corridor. The Applicant will continue to coordinate with MCDOT staff, and the Project will incorporate the master-planned separated bicycle lanes into subsequent designs and will participate in their implementation. Additional specific design solutions, connections to surrounding areas, and bicycle parking requirements will be finalized at the time of Site Plan.

#### Transit Connectivity

The immediate area is well served by transit that includes the Wheaton Metrorail Station (located within a ¼ mile of the site), Ride On, Metrobus, and the future Veirs Mill Road and University Boulevard Bus Rapid Transit (BRT) stations. The Applicant is committed to constructing and/or funding the implementation of a BRT stop along the Veirs Mill Road Property frontage as identified within the 2013 *Countywide Transit Corridors Functional Master Plan*. The Applicant is aware of the on-going design work associated with the Veirs Mill Road BRT (CIP Project No. 0501913) and will continue to coordinate with MCDOT during the subsequent preliminary plan and site plan processes.

#### Transportation Demand Management

As a project within the Wheaton CBD Local Area Transportation Review (LATR) red policy area, that is greater than 40,000 square feet of gross floor area, the development is required to develop a Level 3 Results Transportation Demand Management (TDM) Plan.

#### Adequate Public Facilities

The Applicant submitted a traffic statement in accordance with Sketch Plan filing requirements. As such, the initial anticipated transportation impact of the Subject Application is estimated to be 369 total new peak hour person trips in the morning and 443 total new peak hour person trips in the evening. Montgomery County measures traffic impacts in the form of person trip calculations, which take into account automobile, passenger, walking, bicycling, and transit trips, based on trip generation rates established by the Institute of Traffic Engineers. After accounting for a reduction of the overall trip generation with the removal of the existing vehicular trips from the former automobile sales structures, the Project is estimated to generate 282 net new morning peak hour person trips and

331 net new evening peak hour person hour trips. A more detailed analysis of Adequate Public Facilities and multimodal adequacy will be conducted at the time of the Preliminary Plan review.

The agglomeration of parcels that make up the Project Site is located within the Wheaton Central Business District Red Policy Area, established under the 2020-2024 Growth and Infrastructure Policy. Planning and MCDOT Staff, along with colleagues at the State Highway Administration, will review the future traffic study, pursuant to trip generation rates when they are finalized by the subsequent Preliminary Plan submission. The Applicant will be required to prepare a traffic study that takes into account mitigation priorities for bus transit, pedestrian, and bicycle system adequacy along each respective Property frontage and off-site along adjacent properties, in addition to addressing ADA deficiencies and recommending safety improvements in support of Vision Zero. Based on the aforementioned net new peak hour person trips that are subject to change, it is anticipated that the traffic study will be required to conduct adequacy analyses for walking and bicycling within a 900-foot radius and for three bus stops within a 1,300-foot radius of the Property. Per the 2020-2024 Growth and Infrastructure Policy, a motor vehicle adequacy test is not required in Red Policy Areas and the Project will not be subject to an LATR motor vehicle mitigation determination.

#### ENVIRONMENT

#### **Environmental Guidelines**

A Natural Resources Inventory/Forest Stand Delineation (NRI/FSD) for the Subject Property was approved on April 12, 2021 (NRI/FSD No. 420210760). The tract area for the NRI/FSD is 5.16 acres. The Property contains no wetlands, streams or stream buffers, 100-year floodplains, or known occurrences of Rare, Threatened, and Endangered species. The Site does have steep slopes. The Site is located within the Lower Creek Watershed and is not located within a special protection area or primary management area. There is no forest onsite or immediately adjacent to the Site. There is a small portion of canopy from the properties along East Avenue. There are total of 4 significant (24 to 29 inches d.b.h.) and 5 specimen trees (30 inches d.b.h. or greater) that were identified onsite and within 100 feet of the Subject Property. As designed, the Sketch Plan proposal will result in possible impacts to protected trees. The forest conservation requirements will be addressed through the Preliminary and Site Plan processes.

#### <u>Noise</u>

The Project proposes residential units to be built adjacent to two major rights-of-way. As conditioned, a noise analysis must be submitted for review at time of Preliminary Plan submission.

#### Stormwater Management

A Stormwater Management Concept Plan is not required at the time of Sketch Plan. Submission of the concept to the Montgomery County Department of Permitting Services (MCDPS) and approval will be required at the time of Preliminary Plan.

#### SECTION 4: SKETCH PLAN 320210060 FINDINGS AND ANALYSIS

The purpose of a Sketch Plan is to identify general land uses, development intensity, and public benefits for the optional method of development in the CR, CRT, EOF or LSC zones. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, heights and anticipated uses, the locations of open and public use spaces, the general circulation patterns for all modes of transportation, an estimated range of peak hour trips and relationships between existing or proposed adjacent buildings and rights-of-way. Details of the proposed development are determined during Preliminary and Site Plan review. Section 59-7.3.3.E of the Zoning Ordinance states: "To approve a Sketch Plan the Planning Board must find that the following elements are appropriate in concept and appropriate for further detailed review at Site Plan. The Sketch Plan must:

#### 1. Meet the objectives, general requirements, and standards of this Chapter

Overall Project Data Table (Section 59.4.5) <sup>1</sup>			
Development Standard	Permitted/ Required	Proposed	
Tract Area (Square Feet/ Acres)			
CR-5.0, C-4.5, R-4.5, H-130'		60,885 SF (1.40)	
CR-3.0, C-2.5, R-2.5, H-100'		98,407 SF (2.26)	
CRN-1.5, C-0.25, R-1.5, H-45'		55,820 SF (1.28)	
R-60	n/a	9,605 SF (0.22)	
	n/a		
Optional Method Tract Area		159,292 SF (3.66)	
Standard Method Tract Area		65,425 SF (1.50)	
Tract Area <sup>2</sup>		224,717 SF (5.16)	
Site Area (Square Feet/ Acres)			
Prior Dedication	n/2	n/a	
Proposed Dedication	n/a	17,082 SF (0.39)	
Site Area		207,635 SF (4.77)	
Mapped Optional Method Density (CR FAR)			
Residential Density	519,999 SF (3.26)	519,999 SF (3.26)	
Commercial Density	519,999 SF (3.26)	65,000 SF (0.41)	
Total Optional Method Density	599,646 SF (3.76)	584,999 SF (3.67)	
Mapped Standard Method Density (CRN FAR)			
Residential Density	83,730 SF (1.5)	83,730 SF (1.5)	
Commercial Density	13,955 SF (0.25)	0 SF (0.0)	
Total Standard Method Density	83,730 SF (1.5)	83,730 SF (1.5)	
Total Mapped Density (Total Tract FAR)			
Residential Density	603,729 SF (2.69)	603,729 SF (2.69)	
Commercial Density	533,954 SF (2.38)	65,000 SF (0.29)	
Total Mapped Density	767,106 SF (3.41)	668,729 SF (2.98)	
MPDU Bonus Density <sup>3</sup> (Total Tract FAR)			
Optional Method MPDU Density	n/a	208,002 SF (0.93)	
Standard Method MPDU Density	,	33,492 SF (0.15)	
Maximum Total Project MPDU Density		241,494 SF (1.07)	
Total Project Density <sup>1</sup>	n/a	910,223 SF (4.05)	
Public Open Space (min)	10% (20,764 SF)	12% (24,655 SF)	

#### Table 1: Overall Wheaton Gateway Project Data Table

<sup>1</sup> Density may not be transferred between the CR and CRN portions of the Site.

<sup>2</sup>Tract Area includes the Standard Method CRN and R-60 zoned portions for the purposes of calculating open space.

<sup>3</sup> 241,494 square feet is the maximum MPDU bonus density based on the satisfaction of the MPDU bonus density provisions set forth in Section 59.4.5.2.C.7. MPDU Bonus Density to be finalized at the time of Site Plan.

Optional Method Project Data Table (Section 59.4.5)			
Development Standard	Permitted/ Required	Proposed	
Tract Area (Square Feet/ Acres)			
CR-5.0, C-4.5, R-4.5, H-130'		60,885 SF (1.40)	
CR-3.0, C-2.5, R-2.5, H-100'	n/a	98,407 SF (2.26)	
Optional Method Tract Area		159,292 SF (3.66)	
Residential Density (GFA/ FAR)			
CR-5.0, C-4.5, R-4.5, H-130'	273,982 SF (4.5)	273,982 SF (4.5)	
CR-3.0, C-2.5, R-2.5, H-100'	246,017 SF (2.5)	246,017 SF (2.5)	
Subtotal Optional Method	519,999 SF (3.26)	519,999 SF (3.26)	
Commercial Density (GFA/ FAR)			
CR-5.0, C-4.5, R-4.5, H-130'	273,982 SF (4.5)	25,000 SF (0.41)	
CR-3.0, C-2.5, R-2.5, H-100'	246,017 SF (2.5)	40,000 SF (0.41)	
Subtotal Optional Method	519,999 SF (3.26)	65,000 SF (0.41)	
Total Mapped Optional Method Density (GFA/FAR)			
CR-5.0, C-4.5, R-4.5, H-130'	304,425 SF (5.0)	298,982 SF (4.91)	
CR-3.0, C-2.5, R-2.5, H-100'	295,221 SF (3.0)	286,017 SF (2.91)	
Total Optional Method	599,646 SF (3.76)	584,999 SF (3.67)	
MPDU Density (4.5.2.C) (Optional Method FAR)	n/a	208,002 SF (1.31)	
Total Optional Method GFA/ FAR	n/a	793,001 (4.98) <sup>2</sup>	
Building Height (4.5.2.C) <sup>3</sup>	· · ·		
CR-5.0, C-4.5, R-4.5, H-130'	130 ft	154 ft	
CR-3.0, C-2.5, R-2.5, H-100'	100 ft	124 ft	

Table 2: Wheaton Gateway Sketch Plan Data Table f	for CR Zone. Optional Method. Section 59.4.5

<sup>2</sup> 208,002 square feet is the maximum MPDU bonus density based on the satisfaction of the MPDU bonus density provisions set forth in Section 59.4.5.2.C.7

<sup>3</sup> Maximum height in the CR zoned portion of the Site based on the satisfaction of the MPDU bonus height provisions set forth in Section 59.4.5.2.C.7

Standard Method Project Data Table (Section 59.4.5 and 59.4.5.3.C)			
Development Standard	Permitted/ Required	Proposed	
Tract Area (Square Feet/ Acres)			
CRN-1.5, C-0.25, R-1.5, H-45'		55,820 SF (1.28)	
R-60 <sup>1</sup>	n/a	9,605 SF (0.22)	
Standard Method Tract Area		65,425 (1.50)	
Residential Density (GFA/ FAR)			
CRN-1.5, C-0.25, R-1.5, H-45'	83,730 SF (1.5)	83,730 SF (1.5)	
R-60	n/a	0 SF	
Subtotal	83,730 SF (1.5)	83,730 SF (1.5)	
Commercial Density (GFA/ FAR)			
CRN-1.5, C-0.25, R-1.5, H-45'	13,955 (0.25)	0 SF	
R-60	n/a	n/a	
Subtotal	13,955 (0.25)	0 SF (0.00)	
Total Mapped Standard Method Density (GFA/FAR)			
CRN-1.5, C-0.25, R-1.5, H-45'	83,730 SF (1.5)	83,730 SF (1.5)	
R-60	n/a	n/a	
Total	83,730 SF (1.5)	83,730 SF (1.5)	
MPDU Density (4.5.2.C) (Standard Method CRN FAR)	n/a	33,492 SF <sup>2</sup> (0.60)	
Total Standard Method GFA/ FAR	n/a	117,222 SF (2.1)	
Building Height (4.5.2.C) <sup>3</sup>			
CRN-1.5, C-0.25, R-1.5, H-45'	45 ft	69 ft	
Placement (min)			
Front Setback	0 ft	35 ft	
Side Street Setback	0 ft	TBD at Site Plan	
Build to Area			
(max setback and min % of Building Façade)	30 ft	TBD at Site Plan	
Front Setback	70%	TBD at Site Plan	
Building in Front Street	30 ft	TBD at Site Plan	
Side Street Setback	35 ft	TBD at Site Plan	
Building in Side Street			
Building Orientation			
Entrance Facing Street or Open Space	Required	East Avenue (Street)	
Entrance Spacing (max)	100 ft	TBD at Site Plan	
Transparency			
Ground Story, front (min)	20%	TBD at Site Plan	
Ground Story, side/ rear (min)	20%	TBD at Site Plan	
Upper Story (min)	20%	TBD at Site Plan	
Blank Wall, front (max)	35 ft	TBD at Site Plan	

Table 3: Conceptual CRN Zone Standard Method Data Table Section 59.4.5.3 and 59.4.4.9<sup>1</sup>

<sup>1</sup> R-60 is included as open space only; No density is attributed to the R-60 portion of the Site.

<sup>2</sup> 33,492 square feet is the maximum MPDU bonus density in the CRN zoned portion of the Site based on the satisfaction of the MPDU bonus density provisions set forth in Section 59.4.5.2.C.7.

<sup>3</sup> 69 feet is the maximum height in the CRN zoned portion of the Site based on the satisfaction of the MPDU bonus height provisions set forth in Section 59.4.5.2.C.7

<sup>&</sup>lt;sup>1</sup> This table is being provide to show that the CRN Zone aspect of the project was reviewed prior to submission of the the future site plan.

#### a) Implement the recommendations of applicable master plans

As described in the Sector Plan section of this Staff Report, the proposed development implements the recommendation of the 2012 Wheaton CBD and Vicinity Sector Plan.

### b) Target opportunities for redevelopment of single-use commercial areas and surface parking lots with a mix of uses.

The Subject Project is currently being used as automotive dealership and will be developed into a mixed use with 3 buildings and ground floor commercial fronting on a major throughfare.

# c) Encourage development that integrated a combination of housing types, mobility options, commercial services, and public facilities and amenities, where parking is prohibited between the building and the street.

The proposed development will provide mixed-income housing with 30% MPDUs and structured parking. The Property is located close to the Wheaton Metrorail Station and future BRT Stop.

### *d)* Allows a flexible mix of uses, densities, and building heights appropriate to various settings to ensure compatible relationships with adjoining neighborhoods.

The proposed building height, of up to 154 feet and as low as 69 feet, will be compatible with confronting single-family homes along East Avenue, as shown in the height compatibility section of this Staff Report and conditioned with further design requirements at site plan. These buildings are a mix of high-rise residential with ground floor commercial along Veirs Mill Road. As conditioned, staff will continue to work with the Applicant to enhance the design along all frontages, with a focus on East Avenue, to ensure compatible relationships with adjoining neighborhoods.

#### e) Integrate an appropriate balance of employment and housing opportunities.

The proposed development creates new affordable housing and market rate units in the area. There are a number of retail, commercial office, multi-family and single family homes in the vicinity of the Property that generate employment opportunities. Given the proximity to wellestablished employment uses near the Property, the additional housing provided by the Project will create an opportunity for individuals to live, work, and play in the Wheaton area.

f) Standardize optional method development by establishing minimum requirements for the provision of public benefits that will support and accommodate density above the standard method limit. A project that provides a minimum of 20% MPDUs does not have to satisfy any benefit category other than Affordable Housing under the Diversity of Uses and Activities category, per Section 59.4.7.3.D.6.e. The Project is providing 30% MPDUs. The final determination of public benefit points will be determined at the time of Site Plan. The Areas zoned CRN and R-60 standard method zones will not be used to calculate the points for Public Benefits.

#### 2. Substantially conforms to the recommendations of the applicable master plan

As discussed in the Sector Plan section of this Staff Report, the Project substantially conforms to recommendations of the 2012 Wheaton CBD and Vicinity Sector Plan.

#### 3. Satisfy any development plan or schematic development plan in effect on October 29, 2014

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

### 4. Achieve compatible internal and external relationships between existing and pending nearby development

The Sketch Plan successfully achieves compatibility with the residential uses to the west and adjacent commercial properties. The Project meets the intent of Sector Plan and CR, CRN, and R-60 zoning requirements. It will be compatible with the newer and existing developments while setting a precedent for future developments in Wheaton.

## 5. Provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading

As discussed in the transportation section of this Staff Report, the Project provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading. There will be further refinement and enhancement at the time of Preliminary and Site Plan applications.

## 6. Propose an outline of public benefits that supports the requested incentive density and is appropriate for the specific community

Taking into account the considerations in Section 59.4.7.1.B, including the recommendations and objectives of the Sector Plan and any applicable design guidelines, the Incentive Density Implementation Guidelines, the size and configuration of the site and its relationship to adjacent properties, similar public benefits nearby, and additional enhancements related to the individual public benefits, the following outline of public benefits supports the Applicant's request for incentive density and is appropriate for the community surrounding the Subject Property, as described below.

For developments of this size in the CR zone, the Zoning Ordinance requires 100 points in a minimum of four categories. However, per Section 59.4.7.3.D.6.e, a project that provides a minimum of 20% MPDUs does not have to satisfy any benefit category other than Affordable Housing under the Diversity of Uses and Activities category. The Applicant is proposing to provide 30% MPDUs. Although at the time of Sketch Plan review, only the categories need to be approved, the following table shows both the categories and points for public benefits requested at Sketch Plan to demonstrate the project's ability to meet the requirement to provide sufficient public benefit points. The final calculations and benefit points earned will be further refined and ultimately determined as part of a future Site Plan submission. Table 4 shows the Applicant's proposed public benefits in the following one category: Diversity of Uses and Activities. Staff supports the proposed public benefit at this time.

Public Benefits	Incentive Density		
	Max Allowed	Requested	
59.4.7.3.D: Diversity of Uses and Activit	ies		
Affordable housing-30% MPDUs	n/a	210	
TOTAL		210	
*Points are only based on the areas zoned CR for an	optional method development, CF	RN and R-60	
areas are not included within the calculations			

#### Table 4: Wheaton Gateway Public Benefit Calculations

Table 5: Wheaton Gateway Public Benefit Point Phases				
Public Benefits Phased	Incentive Density			
	Phase 1	Phase 2	Totals	
59.4.7.3.D: Diversity of Us	es and Activities			
Affordable housing-30% MPDUs	105	10	5	210

\*Points are only based on the areas zoned CR for an optional method development, CRN and R-60 areas are not included within the calculations.

#### CATEGORY

#### **Diversity of Uses and Activities**

Affordable housing-30% MPDUs: The Applicant seeks to gain approval for 210 points for providing 30% MPDUs. Twelve (12) points are allowed for every percentage point over the required 12.5% MPDUs as demonstrated in the calculation below. Staff supports the Applicant's request at this time.

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

The Project is expected to be developed over two phases, with Building 1 and Building 2 being constructed in Phase 1; and Building 3 being constructed in Phase 2 (Figure 5).

#### **SECTION 5: COMMUNITY OUTREACH**

The Applicant held a pre-submittal public meeting on December 3, 2021 virtually per COVID-19 Guidelines and has complied with all submittal and noticing requirements. In addition to the required public meeting, the Applicant has conducted additional community outreach in the form of virtual meetings and in person.

Staff received community correspondence throughout the review of the Subject Application. In addition to the Applicant's community outreach, Planning staff held two virtual meetings, on April 30, 2021 and January 27, 2022 at the community's request. Staff responded to a letter submitted by the Kensington View Civic Association (KVCA), in writing to address concerns regarding the Project height conformance with the Sector Plan, Project design, and compatibility with the surrounding community. A brief summary of Staff's response to those concerns is provided below and the full correspondence is included in Attachment D.

#### Height and MPDU Bonus Density

Community is concerned the project is exceeding the mapped and sector plan max height of 45 ft for the CRN zoned area and is using MPDU Bonus density within a CRN Zone.

• <u>Staff Response:</u> The CRN Zone does not permit optional method of development and does not allow FAR averaging. The portion of the Subject Property zoned CRN is utilizing the standard method of development and is not averaging the FAR from the CR zoned portion of the Site. The CRN portion of the Site was included within the Subject Sketch Plan Application to ensure a more holistic approach to the site design review and as an opportunity for the community involvement. The additional height and density is permitted through the provision of more than 12.5% MPDUs. The language that allows additional height and density for providing more than 12.5% MPDUs is in Section 59-4.5.2.C Since the project is providing 30% MPDUs it is allowed a density increase throughout the project. As result, the Project can also increase its height in order accommodate the additional MPDUs. Although there is no limit in the Zoning Code with regard to this bonus height, Staff is proposing a limit of 2 additional floors which results in a maximum of 69 ft in the CRN zone while still meeting the Height Compatibility requirement, per Section 59.4.1.8.B.

#### **Neighborhood Compatibility**

Concerned the project doesn't relate to the existing single family

• Staff Response: Planning Staff has worked with the applicant to provide step backs in the façade and setback to the building from the property on East Ave to allow for an enhanced streetscape. The project will remove the existing automotive use and convert it to new open spaces and a residential multiple family building with landscaped streetscape that will have townhouse façade elements at the ground level.

#### **SECTION 6: CONCLUSION**

As conditioned, Sketch Plan No. 320210060, Wheaton Gateway, satisfies the findings under Section 59.7.3.3 and the applicable Standard Method and Optional Method standards of the Zoning Ordinance, and substantially conforms to the recommendations of the 2012 *Wheaton CBD and Vicinity Sector Plan.* Staff recommends approval of Sketch Plan No. 320210060, Wheaton Gateway with the conditions specified at the beginning of this report.

#### ATTACHMENTS

Attachment A: Sketch Plan Attachment B: Agency Letters Attachment C: NRI/FSD Attachment D: Community Correspondence