



MONTGOMERY COUNTY PLANNING DEPARTMENT  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB  
5/13/10  
Item #

**MEMORANDUM – Development Plan Amendment**

**DATE:** April 23, 2010

**TO:** Montgomery County Planning Board

**VIA:** Rose Krasnow, Chief, Development Review Division *Reb K*  
Ralph Wilson, Zoning Supervisor *RW*

**FROM:** Carlton W. Gilbert, Planner Coordinator *CG*  
(301) 495-4576

**SUBJECT:** **Development Plan Amendment No. 10-1:** Chevy Chase Land Company, applicant, - an amendment to the approved development plan associated with G-775.

**Master Plan:** Approved and Adopted March 1998 Friendship Heights Sector Plan

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**STAFF RECOMMENDATION: APPROVAL** of Development Plan Amendment (DPA) 10-1.

**SUMMARY**

The applicant, Chevy Chase Land Company, seeks to amend the approved Development Plan for the Chevy Chase Center in Friendship Heights. The property is split zoned CBD-1 and TS-M. Although split-zoned, the improvements on the CBD-1 portion of the property and the TS-M portion of the property function as one project.

The applicant proposes modifications to the public use space and amenity space for both the neighborhood retail and the retail area known as The Collection at Chevy Chase to enhance the seating and gathering areas, public and private outdoor dining areas, and landscaping and streetscaping. Due to the spit-zoning, the proposed modifications involve amendments to the approved project plan for the CBD-1 portion of the site and amendments to the approved development plan for the TS-M portion of the site. This report addresses the proposed development plan amendments.

The key changes to the development plan would allow: (1) an outdoor seating area (875 square feet) for the existing restaurant along the southern side of Farr Park closest to the restaurant; and (2) an extension of the existing surface parking lot for the project

into the empty taxi stand area as a replacement of the space and to provide additional landscaping. Staff finds that the proposed amendments satisfy all applicable standards for approval.

Unless there is public opposition, staff does not recommend that the Hearing Examiner conduct a public hearing on the proposed development plan amendment. The amendments do not alter the compatibility of the project with surrounding development or compliance with the purposes of the TSM zone.

## **BACKGROUND**

The subject property, known as the Chevy Chase Center, is 8.22 acres in size and located east of Wisconsin Avenue, north of Wisconsin Circle, and west of Western Avenue in Chevy Chase, Maryland. The property is currently improved with approximately 412,000 square feet of retail, office, and restaurant uses, along with public use space, and structured and surface parking.

The property was developed under the CBD-1 and TS-M zones. On September 22, 1999, the Montgomery County Planning Board approved Project Plan No. 9-99002 for the CBD-1 portion of the property, allowing development of 300,000 square feet of office, neighborhood retail, and restaurant uses under the optional method of development. On February 27, 2001, the District Council approved Local Map Amendment No. G-775 and the accompanying development plan for the TS-M zoned portion of the property, allowing 112,000 square feet of office, retail, and restaurant uses. Subsequently, on December 20, 2001, the Planning Board approved preliminary plan No. 1-99083 for the entire property, site plan No. 8-01013 for the CBD-1 zoned property and site plan No. 8-01021 for the TS-M zoned property. In order to improve the overall functioning of the project, the applicant seeks to amend the site plan approvals. However due to the split-zoning, the applicant must first amend both the Project Plan approval and the Development Plan approval.

The project has been operating for several years and the applicant is seeking these amendments to the prior approvals to improve the character, operations, and efficiency of the property. The proposed modifications do not propose changes to the building structures themselves, but rather focus on street frontages, streetscapes, and amenity plazas in order to improve the pedestrian experience, activate the public use spaces, and hopefully improve upon the success of the tenants.

## **PROPOSED DEVELOPMENT PLAN MODIFICATION**

### Wisconsin Avenue

According to the applicant, the streetscape along Wisconsin Avenue is lacking in greenery, and it is the experience of the applicant and visitors that the existing benches

are located too close to Wisconsin Avenue traffic for pedestrians to feel comfortable using them. Therefore, the DPA proposes to retain the street trees along Wisconsin Avenue, but introduce additional greenery through planters and pots, and realign the existing benches to allow for conversational seating angled away from traffic.

### Western Avenue

The only change that the DPA proposes along Western Avenue is in the area of the existing taxi stand. The taxi stand, located within the property along Western Avenue, has not been utilized as intended. Evidently, the County forced the relocation of the taxi queuing area from the taxi stand located within the property to the curb activity lane along Wisconsin Circle (where the revised taxi operations system and improvements are discussed in more detail in the Project Plan amendment staff report). Because these changes have made the taxi stand within the project obsolete, the applicant proposes to extend the existing surface parking lot for the project into the empty taxi stand area as a replacement of the space and to provide additional landscaping.

### Farr Park

The applicant, who submits that Farr Park is a very attractive park but lacking in activity and energy, is proposing to further integrate Farr Park into the other activity spaces within and along the perimeter of the project. The applicant believes that the improvements can be achieved through amendments to the public space and existing landscaping and through introduction of outdoor dining. The DPA proposes outdoor seating (875 square feet) for the existing restaurant use along the southern side of Farr Park closest to the restaurant. This proposed change would allow private dining to integrate with other public seating opportunities and amenities. Additional planters and greenery will be provided, as well as small lights strung overhead to create a more festive “ceiling effect” in the park. The existing public seating, fountain, and sculpture will remain. In order to integrate the Wisconsin Avenue streetscape with Farr Park, the paving treatment in Farr Park will be extended out into the Wisconsin Avenue sidewalk to lead pedestrians from Wisconsin Avenue into the park, allowing a seamless incorporation of the Wisconsin Avenue streetscape.

## **BINDING ELEMENTS**

Binding Element #2 – William Sharon Farr Park: With regards to the original DPA approval, Binding Element #2 requires the applicant to provide at least 9,000 square feet of urban park (Farr Park) between the two commercial buildings along Wisconsin Avenue. The parameters and physical size of Farr Park are not proposed to be amended. However, in order to improve the quality of the space and to activate it with the desire of increasing public use, several modifications are proposed by the applicant.

A portion of the park (875 square feet) is proposed to be utilized for outdoor seating for the existing restaurant along the southern side of Farr Park, closest to the restaurant. According to the applicant, permitting private dining to co-exist with public use of this

park will allow for a better overall public amenity much like that which has successfully occurred in Johnson Park where the outdoor seating for Clyde's restaurant has activated the remaining areas of the public space. In addition, other improvements are being proposed for Farr Park to improve upon the quality of the public space. Included are hardscape improvements intended to extend the plaza and to further integrate the park with the public spaces along Wisconsin Avenue, improved seating opportunities for the general public, lighting above the park to add festivity, and additional landscaping and planting.

The total minimum open space requirement in the TS-M zone is 10 percent. With the addition of the outdoor dining area, the remaining public use space is approximately 13 percent.

Staff supports the applicant's revised Binding Element #2(c), as follows:

2. William Sharon Farr Park

(c) Tables and chairs and other seating, including a proposed optional outdoor private dining area of no more than 875 square feet;

Binding Element #7 – Taxi Stand: As revised by the applicant, this binding element would require a staging area for at least five taxis on-site or adjacent to the CBD-1 zoned portion of the property but not in the area of the existing taxi stand. The taxi stand was constructed on site adjacent to Western Avenue where taxis queued until dispatched to Wisconsin Circle. With the changes to taxi operations unilaterally determined by the County, taxis are now queuing in the curb activity lane and not within the staging area provided by the applicant on-site. As a result, the taxi stand within the property is unnecessary and obsolete. Therefore, in response to the County requirements, the applicant requests a revision to the binding element for an on-site taxi area and proposes to reclaim this area for parking and additional landscape treatments. Staff believes that these operational modifications and improvements are an appropriate response to the County's revised operational requirement for taxis.

**MASTER PLAN**

The DPA is consistent with the Approved and Adopted March 1998 Friendship Heights Sector Plan. The requested modifications do not propose or result in changes to the approved and developed building square footage of the total project. The site improvements respond to County operational requirements for taxis and add streetscape and landscape enhancements to the project. (See attached Vision Division Memo)

**TRANSPORTATION**

Transportation Planning staff finds that no conditions are necessary to satisfy the APF transportation test for the subject development plan amendment application and project

plan amendment.

As noted above, one of the proposed changes is adding more outdoor dining area in front of a restaurant beyond what was already approved as part of the site plans. For Local Area Transportation Review (LATR) purposes, the traffic impact of the outdoor dining area was analyzed based on technical literature from the Institute of Transportation Engineers' (ITE) *Trip Generation Report* and the other Transportation Research Board references. Although the outdoor seating area does increase the restaurant's overall dining area, this area is not included in the overall gross floor area used to calculate ITE's trip-generation rates for restaurants.

Outdoor dining area is typically used during the warmer summer months when school is not in session. During the summer, people tend to take time off from work resulting in a lower number of weekday peak-hour vehicular trips. Thus only the enclosed dining area of restaurants is considered in calculating the number of peak-hour trips generated by the restaurant space. (See attached Transportation Division Memo)

## **Environment**

Environmental Planning staff has reviewed the above referenced development plan amendment (DPA) and the associated amendment to the approved final forest conservation plan. Staff recommends approval of the minor amendment to the final forest conservation plan (FFCP) subject to the following condition:

1. Prior to any disturbance of the site, the applicant must comply with all conditions of approval for the minor amendment to the approved final forest conservation plan per the attached approval letter to the applicant dated April 16, 2010. (See Attached Environmental Division Memo)

### **59-D-1.6 – Approval by District Council**

#### **59-D-1.61 – Findings**

Before approving an application for classification in any of these zones, the District Council must consider whether the application, including the development plan, fulfills the purposes and requirements in Article 59-C for the zone. In so doing, the District Council must make specific findings, in addition to any other findings which may be necessary and appropriate to evaluate the proposed reclassification.

*The District Council approved Local Map Amendment No. G-775 and the accompanying development plan for the TS-M zoned portion of the property on February 27, 2001. At that time, the District Council had to make certain findings that the development plan satisfied the criteria for approval. Staff finds that the proposed improvements that are the subject of the current DPA are consistent with and remain in full compliance with the findings required to be made at the time of the original development plan approval.*

## **COMMUNITY CONCERNS**

The Friendship Heights Village Civic Association, Inc. submitted a letter in support of the Development Plan Amendment and the Limited Project Plan applications. (see attached letter)

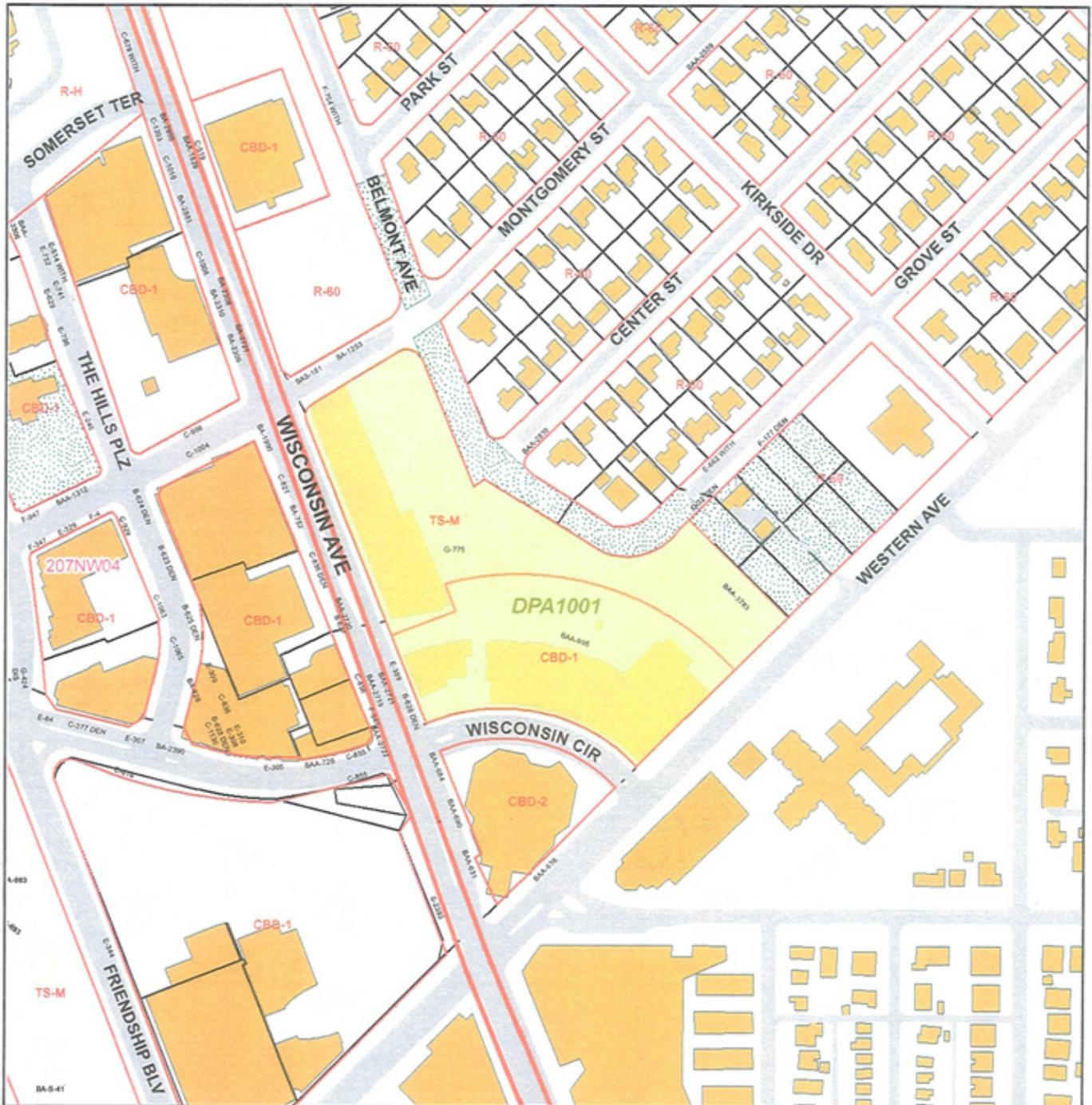
## **CONCLUSION**

The DPA is consistent with the Approved and Adopted March 1998 Friendship Heights Sector Plan. The proposed modifications would not change any building structures themselves, but rather focus on street frontages, streetscapes, and amenity plaza improvements. The proposed amendments do not alter the project's compliance with the purposes of the TS-M zone or the compatibility of the project with surrounding development, and satisfy all applicable standards for approval. For these reasons, staff recommends approval of DPA-10-1.

## LIST OF ATTACHMENTS

1. Location Map
2. Development Plan
3. Vision Division Memo
4. Transportation Planning Memo
5. Environmental Planning Memo
6. Urban Design Memo
7. Letter from Friendship Heights Village Civic Assoc.

General Location Map



LEGEND

- DPA Request
- Zone Boundary
- Parcel
- Lake and Pond
- Stream and River

NOTICE:

The planimetric, property, and topographic information shown on this map is based on copyrighted Map Products from the Montgomery County Department of Park and Planning of the Maryland-National Capital Park and Planning Commission, and may not be copied or reproduced without written permission from M-NPPC.

Property lines are compiled by adjusting the property lines to topography created from aerial photography and should not be interpreted as actual field surveys. Planimetric features were compiled from 1:14400 scale aerial photography using stereo photogrammetric methods.

This map is created from a variety of data sources, and may not reflect the most current conditions in any one location and may not be completely accurate or up to date. All map features are approximately within five feet of their true location. This map may not be the same as a map of the same area plotted at an earlier time as the data is continuously updated. Use of this map, other than for general planning purposes is not recommended.

1 inch = 300 feet  
Address: 11107 Valley View Ave, Silver Spring

Key Map  
NTS







**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

April 12, 2010

**MEMORANDUM**

TO: Carlton Gilbert, Planner  
Elza Hisel-McCoy, Site Planner  
Development Review Division

VIA: Shahriar Etemadi, Supervisor  
Transportation Planning Division

FROM: Ed Axler, Planner/Coordinator EA  
Transportation Planning Division

SUBJECT: Chevy Chase Center  
Zoning Application No. DPA-10-1  
Project Plan Amendment No. 91999002A  
Friendship Heights (Metrorail Station) Policy Area

This memorandum is Transportation Planning staff's Adequate Public Facilities (APF) review of the subject zoning application case and project plan amendment. The original Preliminary Plan No. 11999083 (Chevy Chase Center I & II), Site Plan No. 20010130 (Chevy Chase Center I), and Site Plan No. 20010210 (Chevy Chase Center II), were approved by the Planning Board on May 31, 2001. The Applicant is proposing to add 800 more square feet of outdoor dining area to activate the internal public use space, relocate the taxi stand on Wisconsin Circle, and add more landscaping and streetscaping.

**RECOMMENDATION**

Transportation Planning staff has no recommended conditions to satisfy the APF transportation test for the subject zoning application case and project plan amendment.

**DISCUSSION**

Site Location and Vehicular Access Points

The subject site is located on the north side of Wisconsin Circle between Wisconsin Avenue (MD 355) and Western Avenue. The vehicular access points are from Wisconsin Avenue, Wisconsin Circle, Western Avenue, and Montgomery Street.

### Master-Planned Roadways and Bikeways

In accordance with the *Friendship Heights Sector Plan*, the following master-planned roadways are:

1. Wisconsin Avenue is designated as a six-lane major highway, M-6, with a recommended right-of-way of 120 feet.
2. Western Avenue is within Washington DC borders, but listed in the Sector Plan as a four-lane roadway with a recommended right-of-way of 120 feet and a Class I bikeway. Accordance to the *Countywide Bikeways Functional Master Plan*, a shared use path, SP-7, is designated along Western Avenue.
3. Wisconsin Circle is designated as a two-lane roadway with a recommended right-of-way of 60 feet.
4. Montgomery Street is designated as a two-lane roadway with a recommended right-of-way of 60 feet and a Class 2/3 bikeway.
5. Belmont Avenue and Grove Street are business district streets with a Class 2/3 bikeway and no recommended rights-of-way.

### Pedestrian and Bicycle Circulation

The proposed changes by the subject zoning application case and project plan amendment do not have any adverse impact on pedestrian or bicycle circulation.

### Sector-Planned Transportation Demand Management

The Applicant is required to participate in the Friendship Heights Transportation Management District (TMD) to assist in achieving the non-auto-driver mode share goal for employees working and residents living in the Friendship Heights CBD. The Applicant had already signed and executed a Traffic Mitigation Agreement (TMAg) dated December 24, 2003, with the Planning Board and the Montgomery County Department of Transportation to participate in the Friendship Heights TMD. For the site plan amendment, the Applicant is not required to amend the 2003 Agreement.

### Adequate Public Facilities Review

One of the proposed changes is adding more outdoor dining area in front of restaurants beyond what was already approved as part of the site plans. For Local Area Transportation Review (LATR) purposes, the traffic impact of outdoor dining area was analyzed based on technical literature from the Institute of Transportation Engineers' (ITE) *Trip Generation Report* and the other Transportation Research Board references. Although the outdoor seating area does increase the restaurant's overall dining area, this area is not included in the overall gross floor area used to calculate ITE's trip-generation rates for restaurants. Outdoor dining area is typically used during the warmer summer months when school is not in session. During the summer,

people tend to take time off from their work resulting in a lower number weekday peak-hour vehicular trips. Thus only the enclosed dining area of restaurants is considered in calculating the number of peak-hour trips generated by the restaurant space.

Please note that restaurant space is not explicitly listed as approved land uses in the Planning Board Opinion mailed December 20, 2001 for the 2001 approval of Preliminary Plan No. 119990930. The restaurant space was considered one of the permitted land uses under general retail space. Therefore, the additional restaurant patron area created by the outdoor seating area will not effectively increase the square footage in general retail space for LATR purposes.

The Policy Area Mobility Review test is satisfied as a previously approve development with no net increase in new weekday peak-hour trips.

EA:tc

cc: Sandra L. Brecher  
C. Robert Dalrymple  
Elza Hisel-McCoy

mno to Gilbert re Chevy Chase Center DPA-10-1.doc



**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

April 27, 2010

MEMORANDUM

TO: Carlton Gilbert, Planner Coordinator  
Zoning Team  
Development Review Division

VIA: Bill Barron, Team Leader   
South Central Transit Corridor  
Vision Division

FROM: Ronald Cashion, RA, AICP, Planner Coordinator, Urban Designer   
North Central Transit Corridor Team  
Vision Division

SUBJECT: Development Plan Amendment for Approved Local Map Amendment G-775  
DPA 10-1 for Chevy Chase Center, The Chevy Chase Land Company:  
Modifications for Enhancements to the Public Use Spaces Friendship Heights Sector  
Plan

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**RECOMMENDATION:** Vision staff recommends approval of the Applicant's requested modifications including enhanced seating and gathering areas, public and private outdoor dining areas, added landscape and streetscape treatments and other site improvements ("Proposed Improvements").

The Application and requested modifications do not propose or result in changes to the approved and developed building square footage of the total project. The site improvements respond to County operational requirements for taxis and add streetscape and landscape enhancements to the project.

**BACKGROUND**

For the total 8.22 acre, mixed use 412,000 sq. ft. Chevy Chase Center project the Applicant, The Chevy Chase Land Company, is requesting concurrent reviews for the proposed site improvements that require a Project Plan amendment for the southern CBD-1 zoned portion and a Development Plan Amendment for the northern TS-M zoned portion of the project.

Consistent with the Approved and Adopted March 1998 Friendship Heights Sector Plan and prior project approvals, Chevy Chase Center "the project" comprises two (2) zones, CBD-1 as the southern, Wisconsin Circle frontage, and TS-M as the northern segment:

- In 1999 the Planning Board approved the Project Plan for the CBD-1 area under the optional method for 300,000 sq. ft. of office, retail and restaurant uses;

- In 2001 the County Council approved Local Map Amendment G-775 and the Development Plan for the TS-M area for 112,000 sq. ft. for office, retail, and restaurant uses; and
- In 2001 the Planning Board approved a Preliminary Plan for the entire property and Site Plans for both the CBD-1 and the TS-M areas.

For the proposed modifications involving the unified project, and because of the two zones, the Applicant is requesting amendments to the Project Plan approval for the CBD-1 area, and the Development Plan Approval for the TS-M area, and the two (2) Site Plans. Consistent with the previous approval sequence the current amendment applications will be followed by concurrent Site Plan amendments. Because the current application amendments are equivalent to site plan detail, and if the proposed modifications are approved, the Applicant is requesting that the later site plan amendments be approved administratively by staff or as consent items by the Board.

## **PROPOSED SITE IMPROVEMENTS**

The Applicant is requesting the site enhancements “to improve the character, operations, and efficiency of the project.” Reasons given for initiating the modifications include:

- community, customer, and tenant feedback and owner experiences gained over several years from stabilized and continued operations of the overall project;
- changes in the area required by Montgomery County; and
- improvements needed for streetscapes and plazas for better pedestrian experience, activation of public use space, and a desired improvement for tenant success.

Although the Development Plan Amendment is required only for the TS-M project segment, the proposed modifications relate to the entire unified project and are all reviewed. Modifications associated with the TS-M area and the Amendment are reviewed first. The improvements are reviewed following the Applicant’s referenced binding elements from prior approvals.

### **Improvements within the TS-M Zoned Plan Amendment Area**

#### **1. William Sharon Farr Park**

Prior approvals require a minimum of 9,000 sq. ft. of urban park space between the two retail buildings fronting on Wisconsin Avenue. Proposed additions to the park to improve the quality of the space and activate it include:

- 875 sq. ft. for outdoor seating;
- paving improvements to extend the plaza to Wisconsin Avenue;
- added improved seating areas along the Wisconsin Avenue frontage;
- lights above the park to add festivity; and
- additional plantings along Wisconsin Avenue.

The area of the park appears to be close to the approximate 9,000 sq. ft. requirement as set forth in the Friendship Heights Sector Plan (pg.47). The area delineated on the submitted plans should be verified.

Regarding the area between buildings on Wisconsin Avenue, the Sector Plan also states:

“Enliven and enrich the space with such elements as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated into the floor or vertical surfaces or be free standing elements.” (pg. 48).

While the Applicant’s modifications as proposed do not include some of the specific Sector Plan provisions they do appear to be appropriate enhancements for the space.

Submitted Plan Exhibit 6 indicates new Marquee Signage at the Wisconsin Avenue frontage. The Applicant has indicated that this is not included in the proposed modifications.

## **2. Taxis**

A prior binding element required a staging area for at least five taxis on site. The stand was constructed on a site adjacent to Western Avenue from where the taxis were dispatched to Wisconsin Circle. County changes in taxi operations require queuing in the curb activity lane and not in the onsite location. In response to the County requirements the Applicant requests removal of the binding element for an on-site taxi area and proposes to reclaim this area for parking and additional landscape treatments.

The Applicant’s operational modifications and landscape improvements in the vacated taxi area appear as an appropriate response. An opportunity for a small pocket park at this area of Western Avenue could be created if some of the designated kiss-and-ride spaces in the vacated taxi area can be removed.

## **Improvements within the CBD-1 Project Plan Area**

### **1. Streetscape**

The CBD-1 Project Plan required a streetscape plan with specific elements which were met with the development. Proposed streetscape modifications to the CBD-1 area include:

- outdoor private dining areas; and
- additional planting areas

### **2. Wisconsin Circle**

This modification for the taxi operations is described in item 2 above and requires the north side curb lane to accommodate drop-offs and deliveries and relocation of the taxis to this central location. The Applicant states that this operational change complies with County requirements for taxi operations, however also points out that this change is detrimental to curb activity by retail patrons and pedestrian use at Wisconsin Circle. Additional plantings and benches are proposed as a buffer to the taxi activity lane.

Vision staff assumes that this operational change for the relocation of taxis is a County requirement.

### **3. Internal Mixed Street**

The Applicant proposes improvements to the requirement for continuous sidewalks, seasonal planting, lighting and street furniture at the internal street adjacent to the storefronts. Improvements include:

- added seating and plantings to further activate this area

The notes related to these additions for the internal street and referring to seating, planting areas, and an optional dining area do not show detail and clarification is needed.

For these CBD-1 Project Plan modifications the Applicant states that no related binding elements will require changes since requirements have been met and are exceeded with the site improvements. The CBD-1 project area modifications appear to be appropriate enhancements.

## **CONCLUSION**

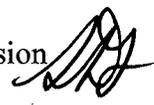
Pending added detailed findings and conditions that may be needed as determined by Development Review staff, the proposed site modifications and enhancements appear appropriate for the Chevy Chase Center project.



**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

**MEMORANDUM**

TO: Carlton Gilbert, Planner Coordinator, Development Review Division

VIA: Stephen D. Federline, Master Planner, Environmental Planning Division 

FROM: Lori Shirley, Planner Coordinator, Environmental Planning Division 

SUBJECT: Development Plan Amendment #DPA-10-1 Chevy Chase Center  
5433 Wisconsin Avenue, Chevy Chase

DATE: April 19, 2010

**RECOMMENDATION**

Environmental Planning staff has reviewed the above referenced development plan amendment (DPA) and the associated amendment to the approved final forest conservation plan. Staff recommends **approval** of the minor amendment to the final forest conservation plan (FFCP) subject to the following condition:

1. Prior to any disturbance of the site, Applicant must comply with all conditions of approval for the minor amendment to the approved final forest conservation plan (FFCP) per the attached approval letter to the Applicant dated April 16, 2010.

**Proposal/Background**

Chevy Chase Land Company is proposing modifications to the existing Chevy Chase Center (Phase One) public use spaces for enhanced seating areas, outdoor dining circulation and improved overall space function including minor parking lot changes. The site contains 8.22 acres; is zoned TS-M; and is located north of Wisconsin Circle in the north quadrant of the Wisconsin/Western Avenue intersection in the Bethesda CBD. Minor amendments to the previously-approved final forest conservation plan (FFCP) are proposed in a parking lot at the west side of Western Avenue. The proposed parking lot modifications represent a minor amendment to the site's FFCP.

**Forest Conservation**

The property is subject to Chapter 22A Montgomery County Forest Conservation Law. A FFCP was previously approved in site plan #820010130. No existing forest, specimen and/or champion trees are associated with the site. The approved FFCP's forest conservation requirement was met with 1.27 of acres of tree and landscaping credit. Parking lot modifications include the removal of two existing shade trees for a new parking configuration. These two trees will be replaced with three shade trees of similar native species. A third existing shade tree will be shifted slightly for relocation of a bike rack. One new (fourth) shade tree not previously planted but shown in the Phase One planting was omitted. Planting of this fourth shade tree will be rectified in the proposal. The proposed amendment will not result in a reduction of trees planted for credit in the FFCP.

Attachment



**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

April 16, 2010

Ms. Michele Cornwell  
Chevy Chase Land Company  
8401 Connecticut Avenue, Penthouse Suite  
Chevy Chase, Maryland 20815

SUBJECT: Final Forest Conservation Plan Minor Amendment: #DPA-10-1  
Project Name: Chevy Chase Center  
Date Received: March 24, 2010

Dear Ms. Cornwell:

Based on the review by Environmental Planning Division staff of the Montgomery County Planning Department, a recommendation of **approval** of a minor amendment to the Final Forest Conservation Plan (FFCP) has been forwarded to the Planning Board for the plan referenced above with the following condition:

1. Prior to any disturbance on the site the applicant must comply with conditions of the Final Forest Conservation Plan as specified below:
  - a. Approval of amended Final Forest Conservation Plan (FFCP) consistent with all final FCP regulatory requirements of Section 109B – Forest Conservation Regulations (COMCOR 22A.00.01.09B) prior to any clearing, grading or demolition on the site.
  - b. Provide the tree schedule to identify the proposed tree species with corresponding symbol on the plan and the quantity and caliper of the new trees to be planted.
  - c. Add the Developer's Certificate (attached) and have it completed and signed in non-black ink.
  - d. After these revisions have been addressed, the signature of the qualified professional who prepared the plan shall be affixed in non-black ink.

If you have any questions regarding these actions, please contact me at 301-495-4551 or electronically at: [lori.shirley@mncppc-mc.org](mailto:lori.shirley@mncppc-mc.org).

Sincerely,

A handwritten signature in cursive script that reads "Lori Shirley".

Lori Shirley  
Planner Coordinator  
Environmental Planning Division

Letter to Ms. Michele Cornwell, Chevy Chase Center, DPA-10-1 - Final Forest Conservation  
Plan Minor Amendment

Cc: Kathleen Kulenguski, VIKA, Inc. (with attachment)  
FCP #DPA-10-1 – Chevy Chase Center file ✓



## MONTGOMERY COUNTY PLANNING DEPARTMENT

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

April 28, 2010

**TO:** Carlton Gilbert, Planner Coordinator  
Build Division

Elza Hisel-McCoy, Planner Coordinator  
Build Division

**VIA:** John Carter, Chief *JAC*  
Urban Design and Preservation

**FROM:** Margaret Rifkin, Urban Designer/Planner Coordinator *MR*  
Urban Design and Preservation

**SUBJECT:** Chevy Chase Place DPA 10-1, and Project Plan 9-1999002A

In response to your request the following comments are included.

### STAFF FINDINGS

The addition of outdoor dining will provide desirable activation of the public use space along Wisconsin Avenue with the following revisions.

- **Public Use Space** - The proposed outdoor dining area (1,475 square feet in the TS-M Zone) and other spaces (CBD-1 Zone) will reduce the public use space approved in the Site Plan. An equivalent amount of public use space should be identified in the plan prior to approval of the amendment to the Site Plan.
- **Farr Park** - The remaining public use space between the two retail buildings should be CLEARLY public.

### URBAN FRIENDSHIP HEIGHTS SECTOR PLAN

The proposed plan with modifications will conform to the recommendations in the Friendship Heights Sector Plan on page 44, of the Friendship Heights Sector Plan in the graphic Figure 23, this space is clearly shown as an Urban Park.

On page 47, item #3 the plan states about this site (Parcel 10A):

#### **3. Create an Urban Park between the buildings along Wisconsin Avenue (See Figure 46).**

On page 48

“Encourage public enjoyment and comfort by providing tables and chairs, shade trees, special paving, lighting, and other features.” and

“Enliven and enrich the space with such elements as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated into the floor or vertical surfaces or be free standing elements.”

The intent of the Sector Plan is that this space be public and that enhancements to the space reinforce that message. The “proposed new marquee signage” shown on this plan is a concern in that it will communicate that this is a private space associated with the private enterprises in the buildings, and not for public use.

G: Rifkin/Chevy Chase Place

Urban Design Division, 301-495-4545, Fax: 301-495-1304  
8787 Georgia Avenue, Silver Spring, Maryland 20910  
[www.MontgomeryPlanning.org](http://www.MontgomeryPlanning.org)

**FRIENDSHIP HEIGHTS VILLAGE CIVIC ASSOCIATION, INC.**  
**4450 South Park Avenue, #417 - Chevy Chase, Maryland 20815**

April 21, 2010

The Chairman and Members of  
The Montgomery County Planning Board  
8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

RE: Project Plan Amendment 91999002A  
Development Plan Amendment DPA-10-1

Gentlemen:

This statement is submitted on behalf of the Friendship Heights Village Civic Association (FHVCA) in support of the Limited Project Plan and the Development Plan Amendment Applications (referenced above) proposed by the Chevy Chase Land Company (CCLCO). Please accept this statement for consideration at the consolidated Board hearing scheduled on May 13, 2010.

The FHVCA was established in 1973 as an independent voice in the Village of Friendship Heights. The Association's mission is to identify, inform, educate, and address issues of interest to the community by working with various levels of government, with organizations, and with private industry. Since its founding, it has tried to make the greater Friendship Heights community a better place to live, work, and shop. The FHVCA has been actively involved in various local development plans to propose ideas and to express concerns about projects that affect the people who come to this locality. The current CCLCO proposal is consistent with the interests of the community and will make The Chevy Chase Center and The Collection a better place to visit in the Friendship Heights CBD.

Abutting Streets (CBD-1; TS-M)

The proposed amendments relate to improvements along Wisconsin Avenue (MD 355), Western Avenue, and Wisconsin Circle. These streets are primarily major arterials that are heavily used by motorists. The Applicant's proposal to enhance the sidewalks abutting these streets by adding shrubs and plants will result in environmental benefits that will mitigate continuous traffic noise. Additional greenery will also improve air quality by reducing the affect of vehicular emissions and help to lower seasonally high temperatures that are magnified by hard surfaces.

Public Use Spaces (CBD-1; TS-M)

The Applicant's proposals to modify places that people walk will greatly enhance pedestrian's usage and experience on the wide sidewalks of Wisconsin Avenue. Adding streetscape improvements with more greenery in planters and pots and realigning benches in more conversational arrangements, facing away from traffic flows, will make people want to stop or congregate. Placing additional greenery and adding public benches on Wisconsin Circle will help to screen the traffic and reduce the negative effects of the new taxi stand location. Increasing opportunities for outdoor restaurant seating along Wisconsin Circle will help to make the location safer and a destination, rather than just a sidewalk to hurry along. A combination of more greenery and benches will help to activate internal streets within the Applicant's property.

Montgomery County Planning Board  
April 21, 2010

Farr Park (TS-M)

The location of Farr Park, between two retail buildings, helps to break up a continuous line of hard facades. While it is well-maintained, it needs to be more inviting and active. The Applicant's proposal to permit outdoor seating at the existing restaurant for a portion of the space would greatly improve the Park. Outdoor restaurant eating space, along the southern side of the Park, would enliven the area. Adding special lighting will make the entire location a more desirable and safer place to stop or to congregate. The Applicant's proposal to extend Farr Park's paving treatment onto the Wisconsin Avenue streetscape will draw people into the locality for dining or to use the public seating areas. The combination of enhanced lighting and outdoor dining will encourage more pedestrian activity in that location, which is now used only by a few during the day and not at all in the evening or at night.

Taxi Holding Area (TS-M)

The history of the taxicab waiting area, near Western Avenue, has been fully explained by the Applicant. Because of a decision by the Montgomery County Department of Transportation to move the taxi stand to Wisconsin Circle, the County's original binding condition for a staging area on the Applicant's property is no longer relevant and should be removed. The space should be returned to the Applicant for extending existing parking, that will be landscaped. The CCLCO should be officially relieved of the condition that was mandated in 2001.

All of the Applicant's proposals in these amendments are consistent with the original concepts set forth in the Friendship Heights Sector Plan of 1998. The Applicant has re-affirmed its intention to abide by the restrictions contained in the Montgomery County Planning Board Opinion of 2001 and to conform with all County ordinances.

The Applicant, CCLCO, has been a good neighbor to the Friendship Heights community. Its current proposal to enhance public use space in this urban location will greatly benefit the community with a safer, more welcoming, lively, and environmentally friendly development. We urge the Montgomery County Planning Board to approve the Applicant's amendments.

Barbara G. Tauben  
President