

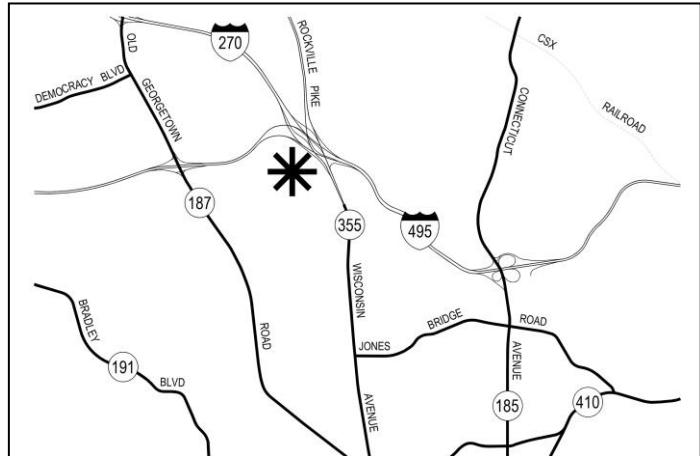
Pooks Hill Sketch Plan No. 320150060

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Completed: 7/17/2015

Description

- Residential: construction of a two residential buildings with up to 549,755 square feet of residential development for up to 650 units, including 15% MPDUs
- Hotel: existing 259,593 square feet of existing non-residential uses with a maximum 35,000 square foot expansion.
- Current use: Surface parking lots and existing hotel;
- Located at 5151 Pooks Hill Road, approximately 1,200 feet west of intersection with Rockville Pike; Size: 19.38 gross acres.
- Zoned CR 1.0 C 1.0, R 0.75, H 160
- Master Plan: 1990 Bethesda Chevy Chase;
- Applicant: Pooks Hill JV, LLC
- Filing date: May 1, 2015
- Reviewing Authority: Section 59-7.3.3 of 2014 Zoning Ordinance



Summary

- The Sketch Plan Application encompasses two components: a Hotel Unit developed as the Bethesda Marriott and Conference Center and the Multi-family Unit currently used as a surface parking lot. All residential development will occur on the Multi-family Unit; the Hotel Unit is proposing an expansion of 35,000 square feet for non-residential development.
- Staff recommends **approval** of the Pooks Hill Sketch Plan with conditions.
- Staff does not support the proposed 35,000 square foot hotel expansion at this time for the following reasons: no location of the square footage is shown, no massing of the proposed expansion was provided with the Application.

TABLE OF CONTENTS

SECTION 1: RECOMMENDATION.....	3
SECTION 2: SITE DESCRIPTION	5
Site Vicinity	
Site Analysis	
Regulatory Approvals	
Zoning History	
SECTION 3: PROJECT DESCRIPTION and ANALYSIS	9
Proposal	
Uses and Density	
Buildings	
Green Area/Public Open Space	
Environment	
Transportation	
Master Plan	
Community Outreach	
SECTION 4: PROJECT FINDINGS.....	23

SECTION 1: RECOMMENDATION AND CONDITIONS

Staff recommends approval of the Pooks Hill, Sketch Plan No. 320150060, for 809,348 square feet of development to include a maximum of 549,755 square feet of multi-family residential uses within two new residential buildings, including up to 650 multi-family residential units, and 259,593 square feet of non-residential uses within the existing hotel building on one lot consisting of 19.38 gross acres, zoned CR1.0 C 1.0, R 0.75, H 160. The following site development elements shown on the Sketch Plan stamped "Received" by the M-NCPCC on July 10, 2015 are binding on the Applicant under Section 59-7.3.3.B:

1. Maximum density and height;
2. Approximate location of forest conservation areas;
3. General location and extent of green space and internal open space;
4. General location of all vehicular access points;
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 development is limited to a maximum total density of 809,348 square feet, including a maximum of 549,755 square feet of multi-family residential density in the residential buildings, including up to 650 multi-family dwelling units, and a maximum of 259,593 square feet of commercial density in the hotel building.
2. **Height**
The development is limited to the maximum height of 160 feet.
3. **Incentive Density**
The development must be constructed with the public benefits listed below, unless modifications are made under Section 59-7.3.3.I at the time of Site Plan. Total points must equal at least 100 and be chosen from at least four categories as required by Section 59-4.5.4.A.2. The requirements of Division 59-4.7 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit proposed. Final points will be established at Site Plan approval.
 - a. Transit Proximity, achieved through location within a mile of the Grosvenor Metrorail Station;
 - b. Connectivity and Mobility, achieved through minimum parking;
 - c. Diversity of Uses and Activities, achieved through affordable housing;
 - d. Quality of Building and Site Design, achieved through structured parking, exceptional design, and architectural elevations; and
 - e. Protection and Enhancement of the Natural Environment achieved through building lot termination, vegetated wall, tree canopy, vegetated area, and cool roof.
4. **Building Lot Terminations (BLTs)**
Prior to release of any building permit, the Applicant must provide proof of purchase and/or payment for the required BLTs.

5. Moderately Priced Dwelling Units (MPDUs)

The development must provide a minimum of 15 percent MPDUs in accordance with Chapter 25A.

6. Green Area

The Applicant must provide on-site a minimum of 45% of the Net Lot Area (17.92 acres) as Green Area.

7. Design Improvements

At the time of Site Plan, the Applicant must address the following design elements:

- a. Further develop the relationships between the residential buildings and Pooks Hill Road, focusing on the pedestrian experience;
- b. Enhance the visual interest of the base of the residential buildings and promote pedestrian activity with architectural, landscape, and/or public art elements;
- c. Further refine the residential building elevations to modulate massing of long facades;
- d. Create direct and inviting visual and pedestrian access from Pooks Hill Road to the central plaza to include landscape, hardscape, and/or public art elements;
- e. Create opportunities for pedestrian activities within the landscaped area along Pooks Hill Road;
- f. Provide street level building entrances for each residential building; and
- g. Screen loading and service areas from Pooks Hill Road.
- h. Further develop the central plaza to:
 - i. More clearly delineate the limits of vehicular access and to define pedestrian and seating areas, through the use of bollards, paving, landscaping, lighting and similar methods.
 - ii. Identify opportunities for pedestrian paths to the required Green Area.
- i. All retaining walls should be designed to provide year round visual appeal through use of materials, plantings and/or public art.

8. Future Coordination for Site Plan

In addition to any other requirements for site plans under Chapter 59, the Applicant must address the following when filing a site plan:

- a. Demonstration of how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guideline requirements;
- b. Implementation of transportation improvements and mitigation measures;
- c. Forest Conservation requirements;
- d. Noise Analysis; and
- e. Streetscape details.

SECTION 2: SITE DESCRIPTION

The subject site (Subject Site or Site) is located at 5151 Pooks Hill Road in North Bethesda. The Site is recorded as one lot, Parcel K, in the county land records and comprises a gross tract area of 19.38 acres. In 2006, the Site was subject to a condominium regimen that created two land condominium units, the Development Parcel Unit and the Hotel Unit ("Hotel Unit"). See Figure 1 below.

For the purposes of this report the Development Parcel Unit will be known as the "Multi-family Unit". Both the Multi-family Unit and the Hotel Unit are included under this Sketch Plan Application. The entire Multi-family Unit contains new residential development; the Hotel is proposing an expansion of 35,000 square feet of non-residential development.

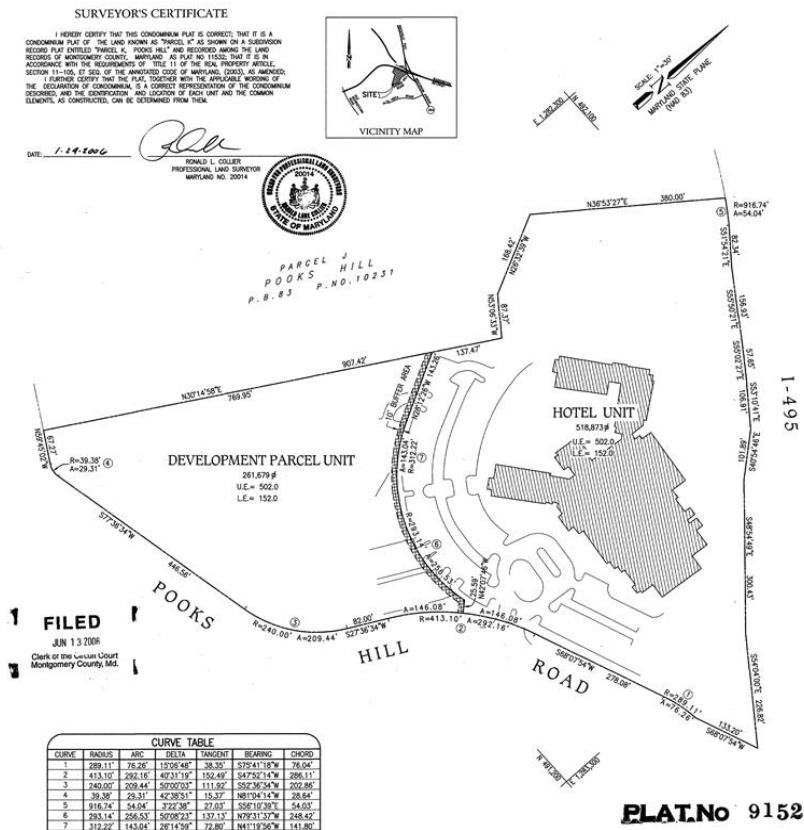


Figure 1 Recorded Condominium Regimen Plat #9152, Parcel K

Site Vicinity

The Subject Site is located in the Bethesda-Chevy Chase Master Plan (Master Plan) area. It contains the Multi-family Unit and the Hotel Unit which is developed as the Bethesda Marriott, a 15-story hotel, and Conference Center. The Site is located along the north side of Pooks Hill Road, approximately 1,200 feet west of its intersection with Rockville Pike (MD 355). It is bounded by MD 355 and Capital Beltway (I-495) to the north and east, a multi-family high-rise residential building, the Promenade, to the west and Pooks Hill Road to the south.

The neighborhood surrounding the Subject Site is a mix of primarily mid-rise and high-rise residential buildings. Across Pooks Hill Road and south of the Site, the confronting properties are improved with the following multi-family mid and high-rise residential complexes: Bristol Square, Bethesda Hill Apartments, and Pooks Hill Towers which are zoned R-H (Multiple Family high-rise planned residential). Further south and along Pooks Hill Road, the properties are developed with one-family detached residential units developed under the R-60 zone. To the west of the Site, is the Promenade, a high-rise multi-family building also zoned R-H. The properties confronting and south of the Promenade on Pooks Hill Road are developed under the R-10 (Multiple-Family high-density residential) Zone as the Bethesda Overlook development. Further west along Pooks Hill Road the properties are zoned R-30 and developed as the Whitley Park Condominium development.



Figure 2 Vicinity and Zoning Map (Entire Site highlighted in red)



Figure 3 Aerial View of Entire Site

Site Analysis

The gross tract area of the Subject Property is 19.38 acres. The Property is improved with surface parking lots on the Multi-family Unit, which comprise 6.0 acres. The Bethesda Marriott and Conference Center on the Hotel unit, comprises 11.92 acres and previous dedications account for 1.46 acres.

Currently, the Multi-family Unit is developed with terraced surface parking lots and drive aisles which connect to the existing parking lots for the abutting hotel. The Multi-family Unit has a rolling topography with changes in elevation, as the southwest portion of the Property is approximately 90 feet higher than the elevation at the east side of the Property. It is heavily forested along western property line. There are no historic properties on site.

Regulatory Approvals

Record Plat

The Site was recorded as Parcel K (Plat book 102, Plat No #115-32) in the county Land records on April 19, 1977. Parcel K contained 17.91 acres in the H-M Zone.

Site Plans

On November 11, 1976, the Planning Board approved a Site Plan for the construction of a hotel tower 15 floors high with 248 guest rooms, a low-rise motel unit with 53 guest rooms, a 220 seat restaurant, convention and conference center and various recreational facilities. A parking facility for 515 cars with two access points along Pooks Hill Road was also approved. Research of the files and subsequent site plan approvals for Parcel K property did not yield the case number for this initial site plan.

On January 6, 1978, the Planning Board approved Site Plan 819770490, to increase the size of the existing onsite restaurant, incorporate additional parking on Site and add a new access point along Pooks Hill Road. No conditions of approval were included in the Board's approval.

On November 2, 1978, the Planning Board approved Site Plan 819780420 for a three story wing to the existing hotel and a reduction in parking spaces

On February 15, 1983, the Planning Board approved Site Plan 819820980 to add a second wing to the hotel and to increase the number of parking spaces.

On August 28, 2009, Site Plan Amendment 81982098A was filed to modify the parking layout, reconfigure pedestrian walkways, modify landscape and lighting, modify green area requirements, add parking pay boxes, and add a stormwater management facility. On July 1, 2013, The Planning Department sent a letter to the Applicant noting that the Amendment was being withdrawn due to the Applicant's failure to address issues identified by staff in the review of the Amendment.

Zoning History

The Montgomery County Council approved Countywide District Map Amendment (G-956) on July 15, 2014, and it became effective on October 30, 2014. Under G-956, the Property was rezoned from H-M (Hotel-Motel) to Commercial Residential (CR-1.0 C-1.0 R-0.75 H-160). The existing hotel structure and associated site design are deemed conforming under Section 59-7.7.1.A.1 of the Zoning Ordinance and thus are not required to comply with the current CR zoning on the Site. Additionally, the County Council approved zoning text amendment (ZTA 14-09) on September 30, 2014 that included the following provision under Section 59- 7.7.1.5 b of the 2014 Zoning Ordinance, entitled Exemptions and Nonconformities:

- b. Any development on a property that was zoned H-M on October 29, 2014 must include 45% green area, under the zoning in effect on October 29, 2014, until the property is subject to a Sectional Map Amendment or rezoned by Local Map Amendment. The green area required under this provision satisfies, and is not in addition to, any open space requirement of the property's zoning on October 30, 2014.*

Therefore, the Property will need to fulfill a green area requirement of 45% and is not subject to open space requirements of the Optional Method of Development as set forth in Section 59-4.5.4.B.1 of the Zoning Ordinance.

SECTION 3: PROJECT DESCRIPTION AND ANALYSIS

Proposal

The Sketch Plan Application (“Application”) covers the total gross tract area of 19.38 acres, which is divided into the Hotel Unit, which covers 11.92 acres and is located on the northern portion of the site, and the Multi-family Unit, which covers 6.0 acres and is located on the southern portion of the site; the remaining 1.46 acres consist of previous dedications.

Multi-family Unit

The Application proposes to redevelop the 6.0 acre Multi-family Unit with two residential buildings totaling 549,755 square feet of residential density with up to 650 multi-family residential units, 15% of which will be developed as MPDU’s. Under this Application each building will be 160 feet in height and slightly angled in shaped. The Project will be constructed in two phases.

Hotel Unit

The Application also includes 259,593 square feet of existing non-residential uses on the Hotel Unit and a request for 35,000 square feet of additional non-residential density to accommodate a future hotel expansion. Despite the request for additional density, the Application did not include illustrative plans showing the location of this proposed expansion or the massing of the hotel with the additional density, or plans showing possible changes in, among other things, site circulation, parking, and loading. In other words, the Application failed to provide the information required under Section 59-7.3.3.B.3.h of the Zoning Ordinance for all sketch plan applications, which deprives the Board of the ability to make the findings necessary to approve the hotel expansion portion of the Application under Section 59-7.3.3.E of the Zoning Ordinance. Accordingly, staff cannot recommend approval of the requested 35,000 square feet of additional density for a hotel expansion. At the time of Site Plan, the Applicant can seek the additional density by also filing a complete sketch plan amendment application.

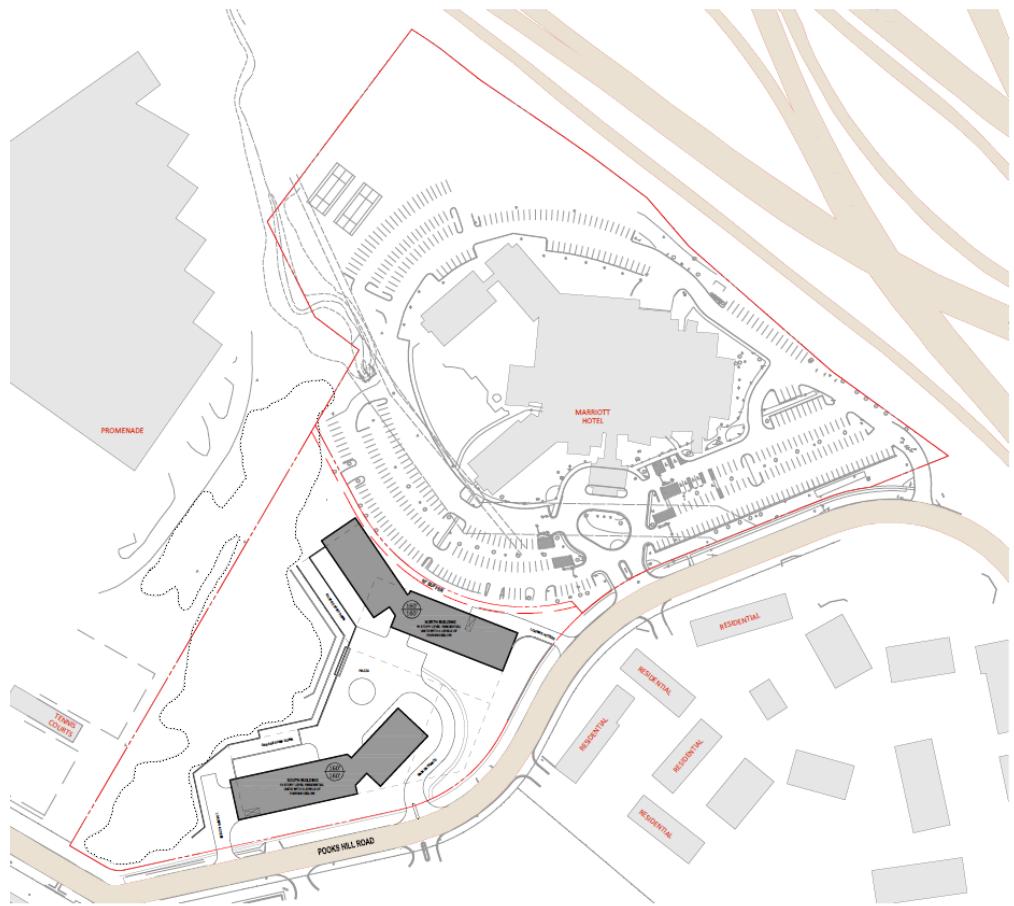


Figure 4 Proposed Sketch Plan

Uses and Density

Multi-family Unit

The proposed redevelopment of the Property will be located on the Multi-family Unit which consists of 6.0 acres of the 19.38 acre tract. The Applicant proposes up to 549,755 square feet of residential uses with up to 650 multi-family residential units, including 15 percent MPDUs. Underground parking, on-site amenities and a green area for residents will be provided on the Multi-family Unit. The proposed 15% MPDU's will be approximately 97,000 square feet. The Property is zoned CR 1.0, C 1.0, R 0.75, H 160. For projects providing a minimum of 15% MPDUs, the Gross Floor Area (GFA) of all MPDUs are exempt from the calculation of Floor Area Ratio (FAR) under Section 4.7.3.D.6.c.iii of the Zoning Ordinance. With the exclusion of the MPDU square footage the residential FAR will be 0.65 for this Site. If the MPDU's were included, the FAR for this site would be 0.77. Thus, by providing MPDU's the Applicant is allowed to exceed the residential density FAR of 0.65. The unit count will be finalized at the time of Site Plan.

Hotel Unit

The Sketch Plan also includes the Hotel which consists of 259,593 square feet of non-residential uses and is developed as the Bethesda Marriott Hotel and Conference Center. The existing Hotel density is included as part of the non-residential component of the Application. The Property is zoned CR 1.0, C 1.0, R 0.75, H 160. Under this Application, an expansion of 35,000 square feet is proposed on the hotel site. As stated previously, the

location of this proposed square footage or the massing of the proposed structure is shown on submitted Sketch Plan. Based on these deficiencies, Staff cannot review or recommend approval of the 35,000 square foot expansion at this time.

Buildings

Multi-family Unit

The Multi-family Unit will be developed with two slightly angled shaped buildings. The buildings will be sited along the northern and southern edges of the Multi-family Unit. Both buildings on the Multi-family Unit are comprised of multi-family residential units.

Primary building materials for the towers are glass and masonry articulated in a vertical orientation on each facade. The two lower floors of each tower will be articulated to define a base upon which the body of the tower sits. The slightly angled towers are split at the middle with increased glazing to define vertical circulation and break the length of the towers. This break in the middle also provides sunlight into and views at the elevator core of each building. The proposed configuration of each building also minimizes impacts on the views from the adjacent Promenade complex. The building's facades are animated with alternating and projected recessed balconies to reduce the overall building mass. Projecting canopies define the entrance to each tower and offer weather-protected access to the buildings' lobbies. As discussed on page 22, under the Urban Design text, Staff recommends additional design development to further minimize the perceived buildings massing.



Figure 5 Proposed Buildings (looking west into the Property)

Amenities for future residents will be provided at the penthouse level of each building and will include a club room, catering kitchen, fitness center, changing and showering facilities, an outdoor pool and green roof sundeck. Other residential amenities will include a business center, library and concierge services on the ground level of each building adjacent to the lobbies.



Figure 6 Proposed Buildings (view from Pooks Hill Road, looking west into Site)

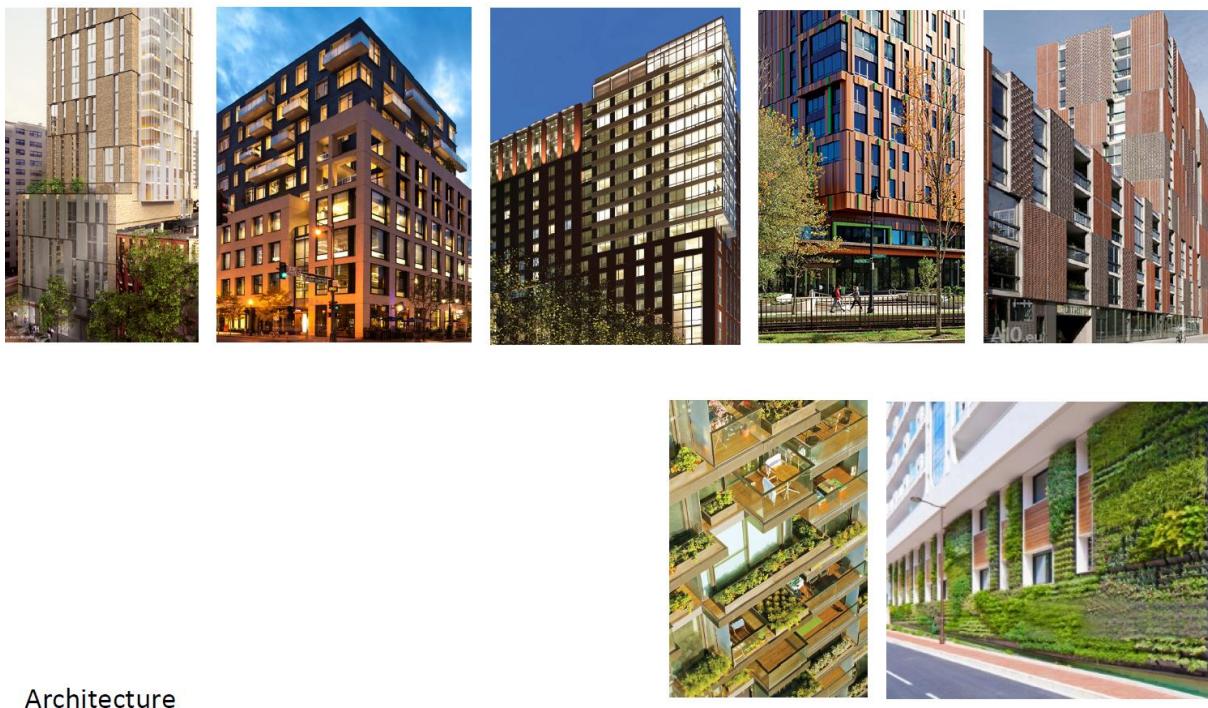


Figure 7 Applicant's Precedents for Styles of Architecture

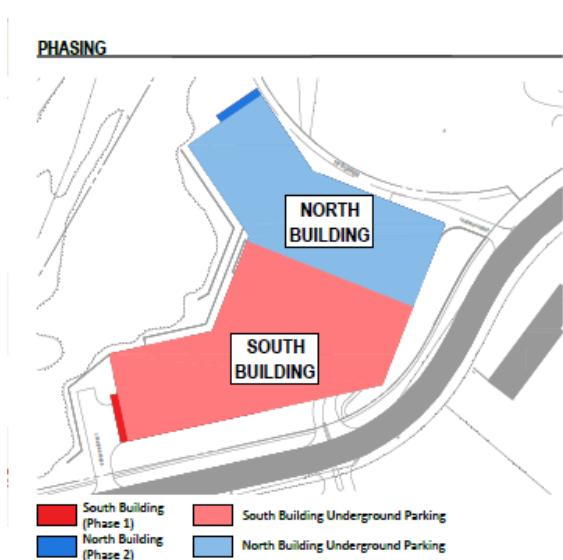


Figure 8 Central Plaza Area

The main entrance to the new multi-family buildings will be from a driveway on Pooks Hill Road which aligns with a driveway entrance to the multi-family units south of and across Pooks Hill Road. This curvilinear driveway leads up an incline to the shared plaza area that each building faces. The central plaza area is paved and features a central garden, a water feature surrounded by landscaped plantings, groundcover and perennials and multi-tiered landscaped retaining walls along the western edge of the plaza area.

Hotel Unit

The non-residential component for this project is located in the Bethesda Marriott and Conference Center. The existing hotel includes a total of 259,593 square feet.



Phasing

Multi-family Unit

The multi-family buildings will be developed in two Phases. The South Building will be constructed as part of Phase one and will include the underground parking structure for the building, the main driveway entrance from Pooks Hill Road, paved central plaza with the water feature, landscaped gardens, bioretention areas, and paved pedestrian sidewalk from Pooks Hill Road. Phase Two will consist of constructing the North Building and the associated underground parking structure and the remaining bioretention areas and landscaped garden.

Figure 9 Multi-family Unit Phasing

Parking, Loading and Circulation

Multi-family Unit

Each building will have an underground parking garage. There will be several short term surface visitor parking spaces located within the plaza area. Each building will have its own vehicular service drive from Pooks Hill Road for deliveries. The North building service entrance is located at the northern property line abutting the Bethesda Marriott. Service entrance for the South building is located past the main entrance at the southwestern edge of the property. The existing sidewalk on Pooks Hill Road will link to a proposed sidewalk along the curvilinear driveway and provide pedestrian access into the Property and up to the paved plaza area.

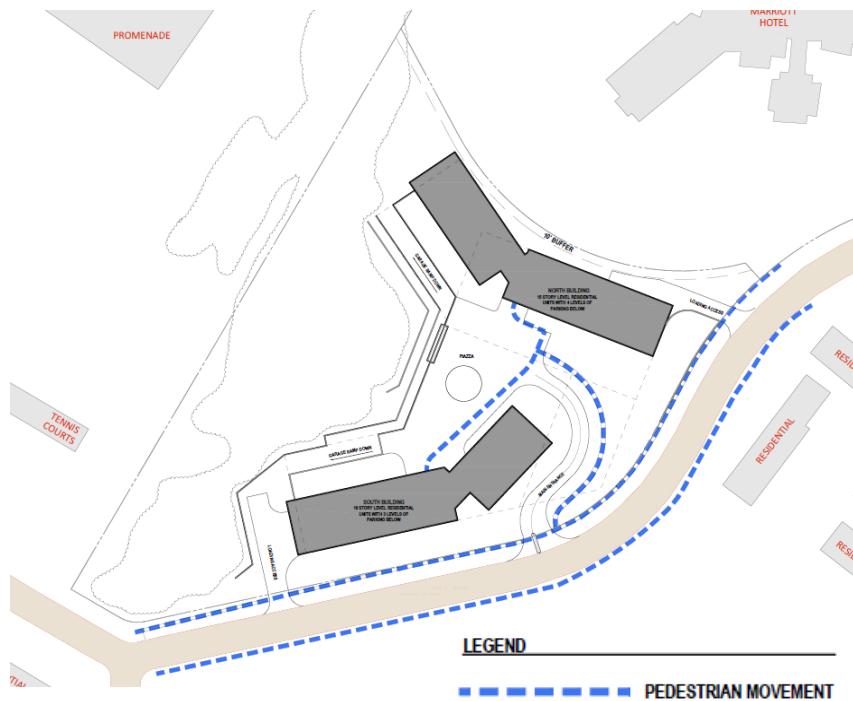


Figure 10 Proposed Multi-family Unit Pedestrian Circulation

Hotel Unit

Existing concrete sidewalks run along both sides of Pooks Hill Road for the entire length of the Hotel Unit's frontage. These sidewalks connect with sidewalks along both sides of the hotel building's main vehicular entrance extending to a porte-cochere at the front of the building and the lobby. Secondary pedestrian circulation is accommodated by concrete sidewalks located along the inner perimeter of the parking facility with lead walks providing access to hotel facilities including the conference center, service area, and pool deck.

There are two vehicular entrances serving the hotel, the main entrance serving guests and visitors, is located near the western frontage of the property along Pooks Hill Road. A secondary entrance serving primarily service vehicles is located at the eastern edge of the Site. The main entrance has a median accommodating separate ingress and egress. Both entrances allow full turning movements for ingress and egress. These entrances access the hotel parking facility which is comprised of surface parking spaces located off central drive aisles within two separate rings. The inner ring, closest to the hotel, maintains two-way vehicular movement for most of its length before separating into a second ring of parking, each than maintaining one-way movement. All parking access is controlled by gates. Loading and servicing facilities are located on the north side of the hotel and accessible from the inner parking ring.

Green Area/Open Space

While CR-zoned optional method projects of this size are required to provide on-site Public Open Space, this Project is not required to provide Public Open Space because it was zoned H-M on October 29, 2014. Instead, Section 59- 7.7.1.5 b of the Zoning Ordinance states that:

Any development on a property that was zoned H-M on October 29, 2014 must include 45% green area, under the zoning in effect on October 29, 2014, until the property is subject to a Sectional Map Amendment or rezoned by Local Map Amendment. The green area required under this provision satisfies, and is not in addition to, any open space requirement of the property's zoning on October 30, 2014.

Therefore, based on the net tract area of 17.92 acres which encompasses both the Multi-family Unit and the Hotel, a 45% green area requirement would be 8.1 acres. Figure 11 shows that the 45% green area requirement will be accommodated on both the Multi-family Unit and the Hotel Unit.

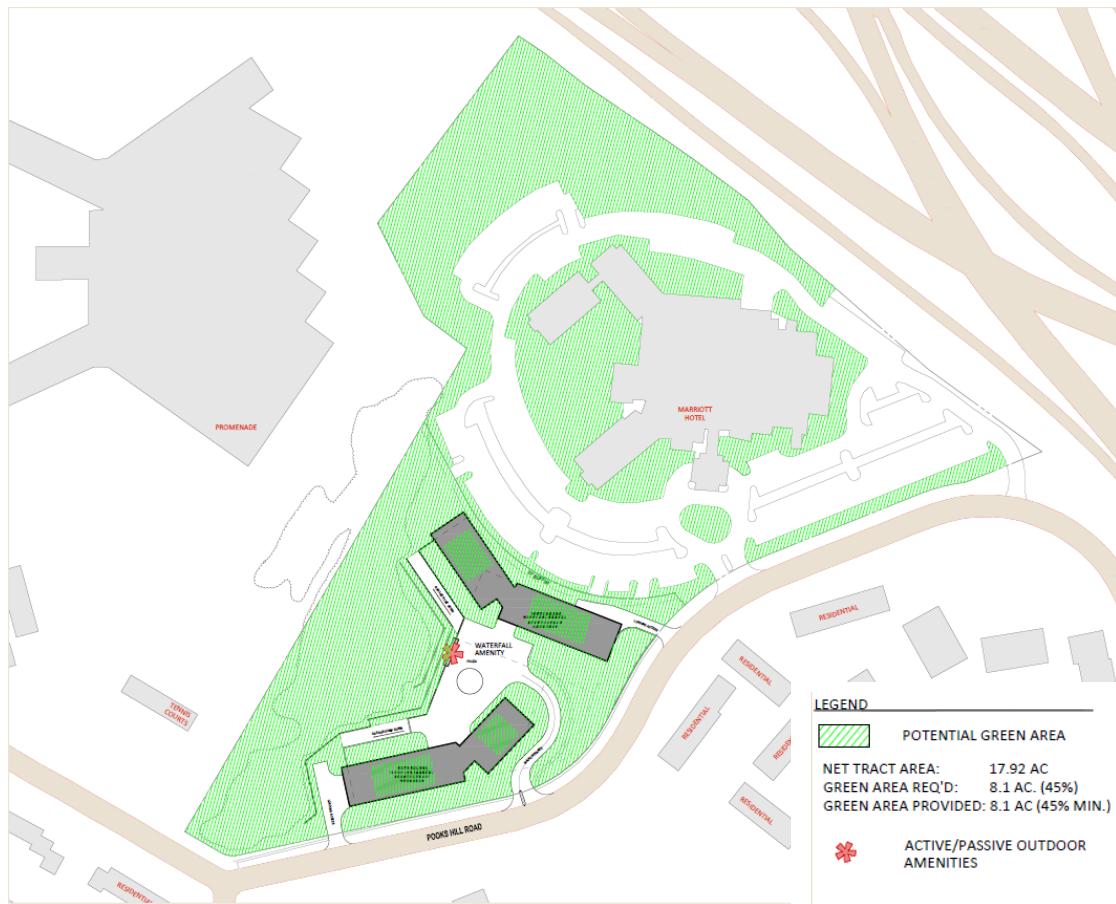


Figure 11 Proposed Green Area

Open Space

Multi-family Unit

Although this project is exempt from open space requirements, the project will provide active and passive outdoor amenities. The outdoor amenities include the central plaza area which will be paved and include landscaped gardens, a water feature, and landscaped multi-tiered retaining walls. The plaza area is intended as a gathering and seating area for residents and visitors to the Site with its landscaped plantings, groundcover, and perennials. The Applicant is proposing to upgrade the streetscape along the north side of Pooks Hill Road adjacent to the Multi-family Unit only with street trees and lighting. As stated on page 11 under the Building

text, Staff is recommending the Applicant develop the site design to improve the relationship between the buildings and the street and to clarify the usability of the central plaza area.



Figure 12 Applicant's Precedents for the Plaza Area



Figure 13 Applicant's Precedents for Streetscape and Functional Open Space

Hotel Unit

No open space is proposed by the requested 35,000 square foot addition to the existing Hotel Unit. Nor is any streetscape proposed along Pooks Hill Road in front of the Hotel Unit at this time.

Environment

Environmental

Forested areas located within the entire 17.92 acre property generally occurring along the western and northern portions of the Site. The forests are associated with considerable areas of steep slopes and minor portions of a stream valley buffer (SVB) and highly erodible soils. A tributary to the mainstem of Rock Creek borders the northwest portion of the Property, near the Marriott Hotel. This tributary enters an onsite culvert near the northern end of the proposed development and the stream flows underground in a southeast direction for approximately 800 feet, it then emerges into a natural stream channel on the south side of Pooks Hill Road opposite the Property. The associated SVB occurs within the Subject Property along the northwestern and northeastern boundaries of Parcel K which encompasses both the Multi-family Unit and the Hotel Unit. The exact location of the SVB is still under review.

Forest Conservation

A Natural Resource Inventory Forest Stand Delineation (NRI/FSD) is not required at the Sketch Plan Stage. However, an NRI/FSD [420152120](#) has been submitted and is currently under review. Applications are not subject to Chapter 22A Montgomery County Forest Conservation Law at Sketch Plan submission... A Preliminary Plan is not required for the project as the lot is recorded. At the time of Site Plan submittal, the entire Parcel K, approximately 17.92 acres, excluding previous dedications, will be subject to the forest conservation review. There are approximately four acres of forest within the property; three acres existing on the Multi-family Unit and one acre existing on the Hotel Unit. At this time, there does not appear to be any 100-year floodplain or associated buffers on the Subject Site. The exact location of these environmental features will be finalized at time of Forest Conservation Plan submission. No rare threatened or endangered species (RTES) are known to be located on or near the Property. There are specimen trees $\geq 30"$ diameter at breast height (DBH) and significant trees between 24" and <30"DBH that are associated with the onsite forest areas and landscape plantings.

Noise

The adjacent I-495 will likely generate some level of noise impacts to the Subject Property. A noise analysis will be required at the time of Site Plan submission to identify and address any vehicular noise issues.

Stormwater Management

The Applicant has submitted a Stormwater Management Concept Plan to the Department of Permitting Services (DPS). Approval of the Stormwater Management Concept Plan is not required at the time of Sketch Plan. Further details on the concept and its approval will be required at the time of Site Plan.

Transportation

Access and Circulation

The Project is accessed from the surrounding region by Rockville Pike (MD 355) via Pooks Hill Road, a public arterial roadway. All peak-hour traffic to the site must travel along MD 355. There are peak-hour vehicular access restrictions which prohibit cut-through traffic from MD 187 (Old Georgetown Road) to and from the Property. These access restrictions are located at the intersections of Pooks Hill Road and Linden Avenue at the southwest boundary of the Property and Beech Avenue and Linden Avenue approximately 1,200 feet west of

the Property. The restrictions are in effect between the hours of 7:00 AM – 9:00 and 4:00 PM – 6:00 PM Monday through Friday.

Vehicular access to the multi-family building parking garage is proposed to occur at a new driveway on Pooks Hill Road, which is directly aligned with the monumental entrance to Pooks Hill Towers opposite the Property. The driveway leads to a forecourt between the two residential buildings, where vehicles will have the option of picking-up or dropping-off passengers or continuing directly into one of two underground structured parking facilities internal to each residential building. Loading for the Multi-family Unit is proposed adjacent to each building, with each loading driveway having access directly from Pooks Hill Road. Vehicular access to the Hotel is from driveways on Pooks Hill Road.

Pedestrian and bicycle access to the Multi-family Unit will be maintained along the property frontage sidewalk and public roadway. Internal pedestrian and bicycle circulation will be accommodated by the existing sidewalk on Pooks Hill Road and new pathways through the site's proposed green area. Pedestrian access to the existing Hotel can be accommodated from sidewalks along Pooks Hill Road and the sidewalks and paths on the Hotel Unit. Bicycle travel for both the Multi-family Unit and the Hotel Unit will be accommodated along Pooks Hill Road as shared lanes.

Transit

Transit service from the Subject Property to the immediate area includes the following bus stops:

- Ride-On Route 30 (NIH Medical Center – Bethesda Metrorail Station) along the site's frontage on Pooks Hill Road.
- Ride-On Route 46 (Montgomery College/ Rockville – NIH Medical Center) at the intersection of Pooks Hill Road/ Rockville Pike.

As measured by Staff, the Grosvenor Metrorail Station is located approximately 1.4 miles from the site's proposed entrance on Pooks Hill Road via MD 355. However, there are no sidewalks on that portion of MD 355 that cross I-495 and the roadway is not suited for pedestrian travel. The most "direct" pedestrian route to the Grosvenor Metrorail station is approximately 2.2 miles and requires travel west on Pooks Hill Road and Whitley Park Terrace to the Bethesda Trolley Trail, which has a pedestrian and bicycle trail bridge over I-495 and along Fleming Avenue to Grosvenor Lane and MD 355. This circuitous route makes it unlikely that future residents will walk directly to the Metrorail station.

Additionally, the Medical Center and NIH Metrorail Station is approximately 1.4 miles from the Property's entrance on Pooks Hill Road and is accessible via a sidewalk on the west side of southbound MD 355.

Adequate Public Facilities

Adequate Public Facilities ("APF") review will be conducted for each subsequent Site Plan. Although the Application is not eligible for formal APF transportation review, Staff is including the following preliminary analysis of traffic impacts associated with the proposed development. The proposed residential development will generate 200 new morning peak-hour trips and 233 new evening peak-hour trips and the potential future hotel expansion, subject to a separate Site Plan application, will generate 39 morning peak-hour trips and 38 evening peak-hour trips. The total estimated trip generation for both the proposed residential and the existing hotel and proposed hotel expansion is 239 morning peak hour trips and 271 evening peak-hour trips (Table 1).

Table 1
Summary of Site Trip Generation
Pooks Hill

Trip Generation	Morning Peak Hour			Evening Peak Hour		
	In	Out	Total	In	Out	Total
Proposed						
650 High Rise Apartments	50	150	200	142	91	233
35,000 SF Hotel Expansion ⁱ	20	19	39	19	19	38
	70	169	239	161	110	271

Source: Kimley Horn, Inc. Traffic Statement, dated June 3, 2015, revised July 10, 2015.

ⁱ Trip generation based on a 13.5% increase in the existing 407 unit hotel; ITE Land Use Code 310 "Hotel"

As a result of the proposed transportation impacts, a traffic impact study evaluating a single tier of intersections will be submitted with the Site Plan application in accordance with the *Local Area Transportation Review (LATR) Guidelines*. The Property is located within the Bethesda/Chevy Chase Policy Area, which is determined to be "inadequate" under both the Transportation Policy Area Review (TPAR) transit and roadway tests. Based on current mitigation criteria, the Applicant would be required to make a one-time payment, valued at 50% of the applicable development impact tax, to satisfy the TPAR test. Final determination of this payment amount and other transportation mitigation requirements will be determined at the time of Site Plan.

Master Plan

The Property is located within the *Bethesda–Chevy Chase Master Plan* approved and adopted April 1990. The Master Plan provides a limited discussion of the Pooks Hill area (p. 63), and does not contain specific recommendations for the Subject Property. However, the Plan's overall goals and objectives offer some salient points that are relevant to redevelopment of this Site.

Land Use

- *The Plan recommends the reconfirmation and the containment of the existing zoning on Pooks Hill, thereby maintaining the boundary between higher and lower density zoning, and recommends against the encroachment of higher density zoning into the adjacent single family neighborhood.*

The Sketch Plan proposes a project consisting of two high-rise buildings with up to 650 multi-family residential units with 15% on-site MPDUs divided between the two buildings. The final unit count and unit mix will be determined at Site Plan. Under this application, the non-residential component is the Bethesda Marriott Hotel and Conference Center which consists of approximately 259,593 square feet and is located on the Hotel Unit.

There is a mix of zoning categories and land uses in Pooks Hill from single-family uses to a variety of multi-family uses which makes the housing stock and character unique in the Plan area. The zoning on the Subject Site was changed comprehensively from R-H to CR 1.0 C-1.0 R0.75 H 160, under G-956. This new CR zone is consistent with the height and density limits of the previous R-H zoning. Additionally, there are high-density residential development to the west as well as mid and high rise apartments south of the site across Pooks Hill Road from both the Multi-family Unit and the Hotel Unit. The proposed residential development does not encroach into nearby single-family neighborhoods; a recommendation of the Plan.

Redevelopment of this Site defines the separation between the existing higher density (R-H zoned multi-family uses) and the lower density(R-60 zoned one-family uses) in the surrounding area. Moreover, height and density of the proposed multi-family building is consistent with the existing development patterns of other nearby multi-family residential uses. Thus, the proposed high-rise multi-family residential development is compatible with the surrounding Pooks Hill area. The Application conforms to the Master Plan recommendations for Land Use.

- *This Master Plan encourages a wider variety of housing types to meet the varied needs of the population. This Plan supports measures to provide affordable housing in the Planning Area and recommends continuing to seek ways to fulfill this need. (page 26)*
- *Retain and expand the supply of affordable housing (p.19)*

The proposed development will convert underutilized surface parking into much needed residential development. This will provide for not only additional housing supply but also affordable housing through the MPDU program. The Applicant has agreed to provide 15% MPDUs as part of its Optional Method of Development for the Subject Property. For projects providing 15% MPDU's, the Gross Floor Area (GFA) of all MPDU's is exempt from the calculation of the Floor Area Ratio (FAR) under Section 4.7.3.6.ciii of the Zoning Ordinance. The Application stated that approximately 97,000 square feet devoted to MPDU's is above the FAR of 1.0 for the entire site. These new units could also provide housing for people in various stages of life and for populations with special housing needs. The Department of Housing and Community Development has issued a letter supporting this project. This Application conforms to the housing recommendations contained in the Master Plan.

Transportation and Pedestrian

The Plan seeks to shift new travel patterns in the planning area from auto use to transit and other mobility alternatives through the following recommendations: (p.19)

- *Provide an expanded and vigorous program of expanded transit and other mobility services and facilities.*
- *Provide improved access and safety for pedestrians and bicyclists*

The site is in close proximity to Grosvenor Metrorail station offering residents mobility options beyond the private automobile. A Ride-On bus stop is located on Pooks Hills Road directly in front of the Multi-family Unit which offers residents another mode of transportation. There are existing sidewalks along Pooks Hill Road abutting the Multi-family Unit and the Hotel. The Project proposes new streetscaping on Pooks Hill Road that will enhance and create a safe pedestrian environment for residents and visitors to the area. Shared bike lanes along Pooks Hill Road can also accommodate bicyclists.

Environmental Resources

The Plan outlines goals and objectives to "protect the natural resources and environmental qualities of the planning areas: (p.20)

- *Identify conservation areas having natural features that should be preserved protected or enhanced.*
- *Endorse corrective measures to reduce flooding impacts and improve stream quality.*
- *Design new projects to limit impacts of roadway traffic noise.*

The environmental features of this property include both the Multi-family Unit and the Hotel Unit and equal approximately 17.92 net acres, minus previous dedications. Minor portions of an existing SVB are present on the Site. The Applicant is proposing not to disturb the heavily wooded area and vegetation along the western lot lines of the both the Multi-family Unit and the Hotel Unit. This wooded area has been identified as having

features that should be protected and as such will be placed into a conservation easement at the time of Site Plan.

Based on the Property's size, reforestation requirements can be met on-site to buffer, reforest and improve the quality of the SVB. Given the Project's proximity to I-495 and MD 355, noise generated by these roadways may impact future residents. At the time of Site Plan review, the Applicant will be required to submit a noise study to address these roadway noise impacts. The Application supports the Plan's goals of identifying conservation areas, improving stream quality and limiting impacts of roadway noise on new development.

Urban Design

The Master Plan does not provide urban design goals and guidelines for future development in the Pooks Hill area. Staff offers the following comments related to building siting, massing, relationship to the public realm and the central plaza area based on the submitted Sketch Plan with recommendations for revisions and greater refinement at the time of Site Plan.

Massing

The submitted design for the multi-family buildings consists of two towers, each with two wings angled off a glazed circulation core. While this design begins to break -up the massing of these larger footprint buildings, additional refinements are needed to reduce the visual impact of the long facades.

Relation to Public Realm

As proposed, there is a weak relationship between the Site's design and Pooks Hill Road, especially for pedestrians. Staff has prepared recommended Development Conditions to highlight the following specific areas for improvement:

- Create direct and inviting, visual and pedestrian access from Pooks Hill Road to the central plaza to include landscape, hardscape, and/or public art elements;
- Enhance the visual interest of the base of the residential buildings and promote pedestrian activity with architectural, landscape, and/or public art elements;
- Create opportunities for pedestrian activities within the landscaped area along Pooks Hill Road;
- Provide street level building entrances for each residential building; and
- Screen loading and service areas from Pooks Hill Road.

Central Plaza

Currently, as proposed the central plaza appears to function as a more auto-centric space serving as the entry point for both garage entrances and deliveries of packages. Potential opportunities exist for this space to better accommodate pedestrians and vehicles. In the recommended development conditions, Staff identified the following issues to be resolved at Site Plan:

- More clearly delineate the limits of vehicular access and to define pedestrian and seating areas, through the use of bollards, paving, landscaping, lighting and similar methods.
- Identify opportunities for pedestrian paths to the required Green Area.

Community Outreach

The Applicant has met all signage, noticing, and submission meeting requirements. On December 15, 2014, the Applicant held a pre-submittal public meeting at the Bethesda Marriott. To date, Staff has received correspondence on the proposed project related to increased traffic congestion along Pooks Hill Road, the increased density resulting from the redevelopment of the surface parking lots environmental impacts to the

Site from the proposed development and the increased demand on emergency services and the existing utility infrastructure. These issues will be addressed at the time of Site Plan review.

SECTION 4: PROJECT FINDINGS

The purpose of a Sketch Plan is to identify general land uses, development intensity, and public benefits for the optional method of development in the CR, CRT, EOF or LSC Zones. The Sketch Plan is intended to be conceptual in nature with an emphasis on: building densities; massing; heights and anticipated uses; the locations of 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 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:"

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

The Sketch Plan meets the development standards of Section 59-4.5.4, as shown in the Data Table below:

Project Data Table for the CR1.0 C1.0 R0.75 H160 Zone		
Development Standard Section 59 4.5.4	Permitted/Required	Recommended for Approval
Gross Tract Area (sf)	n/a	844,348sf (19.38 ac)
Previous Dedications (r-o-w)	63,797 sf (1.46 ac)	0
Proposed Dedications (r-o-w)	0	0
Net Lot Area	n/a	780,595 sf (17.92ac)
Maximum Density (CR)	1.0 FAR (844,348 sf)	Up to 0.96 FAR (809,348 sf)
<i>Multi-family Unit</i>	0.75 FAR (633,261 sf)	Up to 0.65 FAR (549,755 sf)
<i>Residential</i>		
<i>Hotel Unit</i>	1.0 FAR (844,348)	Up to 0.31 FAR (259,593 sf) ¹
<i>Non-Residential</i>		
MPDU's Gross Floor Area	12.5%	15% (97,000 sf) ²
Building Height (feet)	160'	160'
Green Space Requirement (%) of Net Lot	45%	45% (8.1 acres) ³
Parking (spaces)		
<i>Multi-family</i>	Baseline Maximum: 1 space/studio; 1.25 space/one bedroom, 1.5/two bedroom; 2.0 / three bedroom ²	TBD at Site Plan ⁴
<i>Hotel</i>	602	<i>TBD at Site Plan</i> ⁴

¹The 259,593 square footage includes the existing Bethesda Marriott Hotel. It does not include the Applicant's requested 35,000 square foot addition to the hotel unit, as no information on location and massing was submitted with the Sketch Plan Application.

²For projects providing 15% MPDU's, the Gross Floor Area (GFA) of all MPDU's is exempt from the calculation of FAR under Section 4.7.3.D.6.c.iii (646,755 GFA of total building minus the 97,000 GFA for MPDU's =549,755 sf)

³ Per Section 7.3.3 E.4 of the Zoning Ordinance, the property is required to satisfy only a green area requirement of 45% of lot area, based on the property's zoning in effect on October 30, 2014 and the open space requirement set forth for CR zoned property is not required. The 45% requirement is based upon the entire 19.38acres which includes both the Multi-family Unit of 6.0 acres and the hotel unit parcel of 11.92 acres, plus previous dedications

⁴ The property qualifies as a reduced parking area because of its CR zoning and the maximum requirement for parking spaces is shown for informational purposes. The actual number of parking spaces will be determined at Site Plan.

- a) *Implement the recommendations of applicable master plans.*

Multi-family Unit

The Master Plan recommends providing new housing opportunities and increasing the supply of affordable housing, expanding mobility choices for residents, improving pedestrian and bicyclists safety and access, and identifying and protecting environmental features. These goals and objectives will be accomplished in the following manner. The Project will upgrade the physical environment along Pooks Hill by replacing underutilized surface parking lots with two residential buildings that increase the amount of housing in the area, including the provision of new MPDU's. Safety and access for pedestrians will be improved through upgraded and improved streetscape and lighting along Pooks Hill Road and new pedestrian paths into the Subject Site. Pooks Hill Road can accommodate shared bikes lanes which will further increase bicyclist's safety when traveling through the surrounding area. The existing on-site environmental features will be protected through the placement of forest conservation easements and enhancements to the stream valley buffer at the time of Forest Conservation Plan approval. Finally, the Master Plan reconfirms higher density zoning and land use patterns for the Subject Site which is in keeping with the CR1.0 C.1.0 and R0.75 H 160 currently in place. The Application substantially conforms to the general objectives and recommendations of Bethesda-Chevy Chase Master Plan.

Hotel Unit

The Master Plan recommends the existing hotel in this location. Environmental features of the Hotel Unit will be protected as part of the Forest Conservation Plan approval. Thus the Application meets the land use and environmental objectives of the Master Plan.

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

Multi-family Unit

Presently, the site is developed with surface parking lots that accommodate employee, visitor and overflow parking for the Bethesda Marriott and Conference Center. The Application will redevelop the Property into a higher density development with underground parking which provides residential development in close proximity to the Grosvenor Metrorail Station. The Application also includes recreational amenities and green space for residents and visitors to the site. Thus, Application has satisfied this finding.

Hotel Unit

The Hotel Unit is not recommended for redevelopment at this time.

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

Multi-family Unit

The Project encourages such development by providing a variety of unit types as well as 15% MPDUs. The Multi-family Unit's proximity to the Grosvenor Metrorail Station, the existing bus service along the Pooks Hill Road, adjacent to the site, creates mobility options for future

residents, beyond the private automobile. As designed, the Project places all required parking underground thereby eliminating the need for parking between the building and the street.

Hotel Unit

The Hotel Unit also provides proximity to the Grosvenor Metrorail Station and offers existing bus service along the Pooks Hill Road that creates mobility options for hotel users and visitors, beyond the private automobile. However, the existing parking located between the existing hotel and the street is not proposed to change under this Application.

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

As shown on the submitted Sketch Plan, on the Multi-family Unit, the proposed buildings will be up to 160 feet in height. Placement of both buildings was designed to maintain views to and from the abutting property and buildings to the west and to minimize impacts to the site's natural topography. The uses, densities, and heights are compatible with the adjoining neighborhoods to the south and west as these properties are developed with higher density multi-family residential buildings with similar heights.

Hotel Unit

The existing Hotel maintains compatible relationships with adjoining neighborhoods through existing its building height and densities. Staff is not recommending approval of the Applicant's requested Hotel expansion of 35, 000 square feet because information on building location and massing was not provided, as previously discussed on page 9 of this report.

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

The Project proposes up to 650 multi-family units with 15% of the units to be developed at MPDUs. The proposed residential buildings increases the County's supply of MPDU's in close proximity to public transit (bus stops and a Metrorail station). New housing near the Metrorail station offers residents greater public transportation access to employment opportunities in the county and surrounding metropolitan area.

Hotel Unit

No new housing or employment opportunities are proposed at this time under this Application.

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

As discussed in Finding 7 below, the Application will provide the required public benefits from four categories to achieve the desired incentive density above the standard method limit.

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

Multi-family Unit

The Application substantially conforms to the intent and recommendations of the Master Plan by providing new housing including the provision of affordable housing through the construction of MPDU's; prohibiting

higher density residential development from encroaching on one family residential areas by redeveloping only those properties that are zoned for higher densities; protecting environmental resources through the use of forest conservation easements and stream restoration efforts; and by ensuring safe and adequate access for pedestrian and bicycle circulation patterns through new sidewalks into the Site and bikes lanes on Pooks Hill Road.

Hotel Unit

Staff is not recommending approval of the requested hotel expansion under this Application. As built, the Hotel unit will continue to substantially conform to recommendations of the master plan with respect to land use, density and no disturbance to existing environmental resources.

3. *satisfy under Section 59-7.7.1.B.5 of the Zoning Ordinance, of the binding elements of 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. *Under Section 7.7.1.B.5 for a property where the zoning classification on October 29, 2014 was the result a Local map Amendment, satisfy any green area requirement in effect on October 29, 2014; any green area under this provision includes and is not in addition to any open space requirement of the property's zoning on October 30, 2014.*

Although the zoning classification of R-H for this property on October 29, 2014, was not the result of a Local Map Amendment, Section 59-7.7.1.5 (b) of the 2014 Zoning Ordinance contains a specific open space requirement applicable to this site. This section requires that any property with a green area requirement under the Zoning Ordinance in effect on October 29, 2014 must continue to meet the green area standard and is not required to fulfill the open space requirement of the zoning designation in place on October 30, 2014. The proposed green area of 45%, (8.1 acres) will satisfy this requirement.

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

Development Unit

As conditioned, the proposed multifamily development is compatible in height and scale with the existing hotel and high-rise multi-family developments nearby. The recommended development conditions for improvement to the site design along Pooks Hill Road will create a welcoming pedestrian space as it transitions to the mid-rise residential developments across the street.

The Project will upgrade the physical environment along Pooks Hill Road by replacing surface parking lots with a development, providing new residential units and a street presence and creating pedestrian linkages between the Site and the surrounding residential developments.

Hotel Unit

The Hotel is existing. Staff is not recommending any expansion of the Hotel under this Sketch Plan Application.

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

Multi-family Unit

As conditioned to more clearly delineate the limits of vehicular access and to define pedestrian and seating areas, through the use of bollards, paving, landscaping, lighting and similar methods, the Application provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading. Automobile and service access to the Multi-family Unit is separated. Automobile and bicycle access to each building will be from the main driveway via Pooks Hill Road into the paved plaza. Each building will have a separate access point for trucks and loading located off of Pooks Hill Road and away from the main driveway to ensure safe and efficient vehicular circulation to and from the site. All residential parking will be located in garages underneath each tower and accessible from the paved plaza area via the main driveway. Additionally, proposed streetscape improvements along Pooks Hill Road and the new pedestrian sidewalk leading from the roadway into Property will create a new pedestrian experience for residents and visitors. This new pedestrian connection will activate the previously undeveloped site.

Hotel Unit

Two vehicular entrances are located off of Pooks Hill Road. The main entrance to the parking facility has a median accommodating separate ingress and egress. Both entrances allow full turning movements for ingress and egress. All parking access is controlled by gates. Loading and servicing facilities are located on the north side of the hotel unit and accessible from the parking area closest to the building. A secondary entrance for service vehicles is located at the eastern edge of the Site away from the vehicular entrance which ensures safe and efficient vehicular circulation on the Site.

Pedestrian access is via existing concrete sidewalks along Pooks Hill Road which connect with sidewalks along both sides of the hotel building's vehicular entrance and extend to the hotel's entrance and lobby. Additional pedestrian circulation is accommodated by concrete sidewalks located in the parking facility which leads to sidewalks that provide access to hotel.

Both the proposed residential buildings and the Hotel meet this finding by providing satisfactory vehicular, pedestrian and bicycle access and circulation, and parking and loading.

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

The Application includes public benefits that address the general incentive and density considerations required by Section 59-4.7.1.B. The public benefits:

- a. Take into consideration "the recommendations of the applicable master plan" by providing the diversity of housing, general sustainability measures, connectivity improvements and quality of building and site design.
- b. Meet the *2012 Commercial/Residential Zones Incentive Density Implementation Guidelines (CR Guidelines)* by providing the proper calculations and criteria for each public benefit;
- c. Meet "any design guidelines adopted for the applicable master plan area";
- d. Are appropriate for "the size and configuration of the site" by replacing the existing surface parking lots with a mixed-use project containing multifamily residential units and commercial uses, structured parking, and green space public open spaces;

- e. Adequately address “the relationship of the site to adjacent properties” by designing the building at an appropriate scale for the surroundings with heights and creating new pedestrian open spaces that links the adjacent properties to the Property.
- f. Consider “the presence or lack of similar public benefits nearby” through the provision of affordable housing, environmental benefits, pedestrian open space, which will enhance the surrounding area; and
- g. Provide “enhancements beyond the elements listed in an individual public benefit that increase public access to, or enjoyment of, the benefit” which will be developed and assessed during Site Plan reviews.

Public Benefits Calculations			
Public Benefit	Incentive Density Points		
	Max Allowed	Requested	Recommended
59-4.7.3B: Transit Proximity	20	20	20
59-4.7.3C: Connectivity and Mobility			
Minimum Parking	10	7	7
59-4.7.3D: Diversity of Uses and Activities			
Affordable Housing (MPDUs)	No limit	30	30
59-4.7.3E: Quality of Building and Site Design			
Structured Parking	20	19.7	19.7
Exceptional Design	10	5	5
Architectural Elevations	20	10	10
59-59-4.7.3F: Protection and Enhancement of the Natural Environment			
Building Lot Terminations	30	8.3	8.3
Vegetated Wall	10	5	5
Tree Canopy	15	7.5	7.5
Vegetated Area	10	5	5
Vegetated Roof	15	7.5	7.5
Cool Roof	10	5	5
TOTAL	130.0	130.0	

Final determination of public benefit point values will be determined at Site Plan(s)

All of the Public Benefit Points cited in the above table and discussed more fully in the subsequent paragraphs pertain to the proposed multi-family residential development only. No public benefit points were proposed for the Hotel expansion.

Transit Proximity

The Property is located within one mile of the Grosvenor Metrorail Station. At this time Staff supports the Applicant's request for 20 points based on the transit proximity criteria contained in Section 59-4.7.3 of the Zoning Ordinance. At the time of Detailed Site Plan, the Applicant will need to submit a revised final and detailed transit proximity map showing the Grosvenor Metrorail station and the Subject Property. All distances for transit proximity are measured from the nearest transit station entrance. All calculations for distance need to be included on the final transit proximity map.

Connectivity and Mobility

Minimum Parking: The Applicant proposes to provide fewer than the maximum number of parking spaces permitted under the Zoning Ordinance, and at this time anticipates achieving 7 points. Staff supports the Applicant's request.

Diversity of Uses and Activities

Affordable Housing: The Applicant requests 30 points for providing 15% of the multi-family units as MPDUs. The incentive density points for MPDUs are calculated as a percentage of the total number of dwelling units (assuming 621 multi-family units). The Applicant's initial estimate of providing 94 MPDUs yields 30 points. Final number of MPDU units to be determined at Site Plan. Staff supports the Applicant's request.

Quality of Building and Site Design

Structured Parking: The Applicant requests 19.7 points for structured parking. The Application proposes 755 parking spaces to be provided in two below-ground parking garages with 10 surface parking spaces. The final parking counts will be determined at Site Plan. Staff supports the 19.7 points for this benefit.

Exceptional Design: The design and placement of the two proposed multi-family buildings seeks to minimize impacts to the site's topography and to attain visual compatibility with the surrounding residential communities. As discussed in finding 5 above and as stated in the Development Conditions, the current site design does not maximize the connection between the buildings and the larger public realm. However, while staff supports the Applicant's requested 5 points at this time, at Site Plan the Applicant will need to further develop this relationship in order to achieve the requested points.

Architectural Elevations: As discussed in finding 5, at the time of Site Plan, the applicant must further develop the design to break-up the massing of the building facades. However, while staff supports the Applicant's requested 10 points at this time, at Site Plan, the Applicant will need to further develop these design elements in order to achieve the requested points.

Protection and Enhancement of the Natural Environment

BLTs: Up to 30 points can be granted for the purchase of Building Lot Termination (BLT) easements or payment to the Agricultural Land Preservation Fund (ALPF). BLT's equals 31, 500 square feet. The difference between the Application's proposed GFA and standard Method GFA times the incentive density equals 29,038 square feet or 0.92 or 8.3 points. The Applicant is requesting 8.3 points for the purchase of BLT's and Staff supports this request.

Vegetated Wall: For the Multi-family Unit, garage and retaining walls visible from a public street will be at least 30% covered in vegetation. Staff supports the Applicant's request of 5 points.

Tree canopy: This Project will provide and retain a tree canopy that meets the coverage requirements set forth in Section 59.4.7.3.F of the Zoning Ordinance for protecting tree canopy coverage with at least 15% years of growth. Staff supports the requested 7.5 points for this benefit.

Vegetated Area: The Project will provide planting areas covering at least 5,000 square feet in a minimum of 12" soil. The Applicant is requesting 5 points for this vegetated area. Staff supports this request.

Vegetated Roof: The Project proposes the installation of vegetated roofs on each proposed residential building. The vegetated roof will cover at least 33% of each roof and excluding the area for mechanical

equipment with adequate soil depth in excess of 2 inches. Staff supports the applicant's request of 7.5 points.

Cool Roof: The Multi-family Unit proposes to provide a cool roof on each proposed residential building with a minimum solar reflectance index (SRI) of 75 for roofs with a slope at or below a ratio of 2:12, and a minimum of SRI of 25 for slopes above 2:12. The Applicant has requested 5 points in this public benefit category. The final design will be determined at the time of Site Plan. Staff supports 5 points for this benefit.

8. *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 new residential buildings on the Multi-family Unit will be built in two phases. A more detailed phasing plan will be provided at time of Site Plan.

CONCLUSION

The Application satisfies the findings under Section 59-4.5.4 of the Zoning Ordinance and substantially conforms to the recommendations of the 1990 *Bethesda-Chevy Chase Master Plan*. Therefore, Staff recommends approval of the Sketch Plan with the development conditions specified at the beginning of this report.

Staff does not recommend approval of the 35,000 square foot hotel expansion at this time based on insufficient information submitted with the subject Sketch Plan Application.

ATTACHMENTS

- A. Sketch Plan
- B. Agency Letters
- C. Community Correspondence

MARRIOTT
HOTEL

POOKS
HILL

Applicant/Owner:

Pooks Hill JV, LLC
c/o Quadrangle
Development
Corporation
1001 G Street NW
Suite 700W
Washington, D.C.
(202) 777-0720
Contact: Troy Balkema

Miller, Miller & Canby
200-B Monroe Street
Rockville, MD 20850

Civil Engineer:
Contact: Soo Lee-Cho, Esq.
(301) 762-5212

Vika Maryland, LLC
20251 Century Boulevard
Suite 400

Kimley-Horn, Inc. 2001
301.916.4100
Contact: William Landfair
Traffic Engineer:

11700 Commerce Park Drive
Suite 400
Reston, VA 20191
(703) 674-1307

1

ISSUE DATE

DETAIL

LEGEND

- Proposed Building
- Existing Property Line
- Adjacent Existing Buildings
- Height Proposed
- Height Allowed
- Building Height
- Open Space
- LOADING ACCESS
- MAIN ENTRANCE
- PIAZZA
- GARAGE RAMP DOWN
- LOADING ACCESS
- MAIN ENTRANCE
- PIAZZA
- GARAGE RAMP DOWN
- To BUFFER
- RESIDENTIAL
- RESIDENTIAL
- TENNIS COURTS
- PROMENADE
- MARRIOTT HOTEL

POOKS HILL ROAD
Pooks Hill Rd. to maintain a 70' min ROW.

DATA TABLE

Area		PERMITTED/REQUIRED PER ZONING ORDINANCE		
GROSS TRACT		FAR	SF	
Density	Total FA/V/GFA	1.00	844,348	Marriott Ho
	Commercial FA/V/GFA	1.00	844,348	Max. Com
	Residential FA/V/GFA	0.75	633,261	Developme
				Max. Combined Residential & Comm
				Max. Residential if no o
				Max. Commercial if convenient
Building Height	Feet	160	SF	% of Site
Open Space	Total Open Space (ft ²)	21,140	SF	% of Site

VICINITY MAP - 1"=2000'

SOUTH

0.0 0.1 0.2 0.3 0.4 MILES

MD RT 355
ROCKVILLE PKWY

MD RT 357
GEORGIA RD

WEST CEDAR LANE

ALTA RD.

VISTA RD.

HILL RD.

BEECH LANE

MD GEORGIA RD

0.0 0.1 0.2 0.3 0.4 MILES

KINGSMOOR RD.

GROSVENOR AVE.

ELMINGTON LANE

1.495

MD RT 357

ROCK CREEK PARK

ROCK CREEK

HARPER BRIDGE TR.

SITE

Note: The Sketch Plan drawings are conceptual only and represent proposed development in an illustrative manner. Final building locations, dimensions, heights, uses, phasing, density, green area, development standards, and programs shall be determined at time of site plan applications. Maximum density and heights for the property pursuant to the CR-1.O-C-1.O-R-0.75-H-160 Zone may be permitted.

LAYOUT: SK5 Full Size Detail, Plotted By: crisis

this plan is based on copyrighted GIS Data from M-NCPPC,
K:\1000-1500\1391\cadd\sketch plan\1391100_SKETCH.dwg ~ July 2, 2011



DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

Isiah Leggett
County Executive

Clarence J. Snuggs
Director

July 15, 2015

Ms. Kathleen Reilly
 Area 1 Division
 Maryland-National Capital Park and Planning Commission
 8787 Georgia Avenue
 Silver Spring, Maryland 20910

Re: Pooks Hill
 Sketch Plan No. 320150060

Dear Ms. Reilly:

The Montgomery County Department of Housing and Community Affairs (DHCA) has reviewed the above-referenced Sketch Plan and recommends Approval.

Please note that an MPDU Agreement that is in compliance with Chapter 25A must be executed between the applicant and DHCA prior to the release of any residential building permits.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa S. Schwartz".

Lisa S. Schwartz
 Senior Planning Specialist

cc: William Landfair, VIKA Maryland, LLC
 Troy Balkema, Quadrangle Development Corporation

S:\Files\FY2014\Housing\MPDULisa Schwartz\Pooks Hill Sketch Plan DHCA Letter 7-15-2015.doc

Affordable Housing Program FAX 240-777-3709	Multifamily Housing Programs FAX 240-777-3691	Division of Housing Landlord-Tenant Affairs FAX 240-777-3691	Licensing & Registration Unit 240-777-3666 FAX 240-777-3699
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100 Maryland Avenue, 4th Floor • Rockville, Maryland 20850 • 240-777-0311 • www.montgomerycountymd.gov/dhca

320150060 Pooks Hill
MCDOT Reviewer: Rebecca Torma
240-777-2118

MNCPPC Reviewer: XXXXXXX

1. MCDOT does not object to the applicant submitting a preliminary plan for this project.
2. Pay the MCDOT Development Review fee as required under the Montgomery County Executive Regulation 28-06AM Schedule of Fees for Transportation-related Reviews of Subdivision Plans and Documents.
3. Show all existing topographic details (paving, storm drainage, driveways adjacent and opposite the site, sidewalks and/or bikeways, utilities, rights of way and easements, etc.) on the preliminary plan.
4. TPAR payment of 50%
5. Storm Drain analysis
6. Design exception if driveway is less than 100' from driveway on opposite side of road
7. Remove any unused entrances
8. Maintain a minimum 5 ft continuous open sidewalk (no grates) along all public streets.
9. Upgrade pedestrian facilities at intersections along the site frontage & at adjacent intersections to comply with current ADA standards.
10. Pooks Hill Road
 - a. 60' for secondary residential
 - i. Plan shows less than 60' although plats show 60'
 - b. Secondary residential street
 - c. Dedicated by property to the south of the road in 1949
11. Coordinate with Stacy Coletta and Deanna Archey on bus stops in the area.
12. At the preliminary plan stage, submit a completed, executed MCDOT Sight Distances Evaluation certification form, for all existing and proposed site entrances onto County-maintained roads, for our review and approval.
13. A traffic impact study shall be submitted and the Improvements along the county roads shall be determined at the preliminary plan stage after the review of the traffic impact study.
14. Storm drainage and/or flood plain studies, with computations. Analyze the capacity of the existing public storm drain system and the impact of the additional runoff. If the proposed subdivision is adjacent to a closed section street, include spread computations in the impact analysis.
15. On the preliminary and site plans, delineate the location and dimensions of the proposed

truck loading and dumpster spaces.

16. For safe simultaneous movement of vehicles, we recommend a driveway pavement width of no less than fourteen (14) feet.

17.

1 - 1 - WSSC Plan Review Comments

Created by: Adan Rivera
On: Thursday, May 14, 2015 5:25:48 PM

Pooks Hill - 320150060

----- 0 Replies -----

2 - 2- WSSC Standard Comments

Created by: Adan Rivera
On: Thursday, May 14, 2015 5:24:43 PM

1. WSSC comments are made exclusively for this plan review based on existing system conditions at this time. We will reevaluate the design and system conditions at the time of application for water/sewer service.
2. Coordination with other buried utilities:
 - a. Refer to WSSC Pipeline Design Manual pages G-1 and G-2 for utility coordination requirements.
 - b. No structures or utilities (manholes, vaults, pipelines, poles, conduits, etc.) are permitted in the WSSC right-of-way unless specifically approved by WSSC.
 - c. Longitudinal occupancy of WSSC rights-of-way (by other utilities) is not permitted.
 - d. Proposed utility crossings of WSSC pipelines or rights-of-way that do not adhere to WSSCs pipeline crossing and clearance standards will be rejected at design plan review. Refer to WSSC Pipeline Design Manual Part Three, Section 3.
 - e. Failure to adhere to WSSC crossing and clearance standards may result in significant impacts to the development plan including, impacts to proposed street, building and utility layouts.
 - f. The applicant must provide a separate Utility Plan to ensure that all existing and proposed site utilities have been properly coordinated with existing and proposed WSSC facilities and rights-of-way.
 - g. Upon completion of the site construction, utilities that are found to be located within WSSCs rights-of-way (or in conflict with WSSC pipelines) must be removed and relocated at the applicants expense.
3. Forest Conservation Easements are not permitted to overlap WSSC existing or proposed easements. Potential impacts to existing Forest Conservation Easements (due to proposed water and/or sewer systems) must be reviewed and approved by County staff.
4. Unless otherwise noted: ALL extensions of WSSCs system require a request for Hydraulic Planning Analysis and need to follow the System Extension Permit (SEP) process. Contact WSSCs Development Services Center at (301-206-8650) or visit our website at www.wsscwater.com/Development Services for requirements. For information regarding connections or Site Utility (on-site) reviews, you may visit or contact WSSCs Permit Services at (301) 206-4003.

----- 0 replies -----

----- 0 Replies -----

3 - Gov#01 Critical Comments

Created by: Adolfo Carpio
On: Tuesday, May 19, 2015 3:57:23 PM

WATER

* Existing and/or proposed water mains and service connections are not shown on the plan. Water and sewer lines as well as proposed connections need to be included on the plan in order for WSSC to be able to comment.

* There is a 12- inch diameter water main located on or near this property. WSSC records indicate that the pipe material is Cast Iron (CI). Prior to submittal of Phase 2 System Integrity review, it is the applicant's responsibility to test pit the line and determine its exact horizontal and vertical location as well as to verify the type of pipe material. The applicant's engineer is responsible for coordinating with WSSC for monitoring and inspecting test pits for this project..

SEWER

* Existing and/or proposed sewer mains and service connections are not shown on the plan. Water and sewer lines as well as proposed connections need to be included on the plan in order for WSSC to be able to comment.

SITE UTILITY

* COMMERCIAL SITES: Proposed water systems (greater than 3-inch diameter) with a developed length of more than 80 feet will require an outside meter setting in a vault. Show and label vault and required WSSC right-of-way.

RIGHTS-OF-WAY

* WSSC easements must be free and clear of other utilities, including storm drain systems, with the exception of allowed crossings designed in accordance with the WSSC Pipeline Design Manual. Under certain conditions (and by special request) storm drains may be permitted within the WSSC easement. However, this will be evaluated on a case by case basis and if allowed, will require execution of a special agreement between WSSC and the developer.

GENERAL

* Any grading, change in pipe loading (including but not limited to proposed fill or excavation), adjustment to manhole rims, fire hydrant relocations, placement of access roads or temporary haul roads, temporary sediment control devices, paving construction or construction related activity of any kind over an existing WSSC water or sewer main or within an existing WSSC right-of-way requires advance approval by WSSC. Any proposed public street grade establishment plan (GEP) with an existing WSSC water or sewer main of any size located within the existing or proposed public street right-of-way requires WSSC approval directly on the original GEP prior to approval of the GEP by the County Department of Public Works and Transportation. Any work (design, inspection, repair, adjustment, relocation or abandonment of existing WSSC facilities) is done at the sole expense of the applicant/builder/developer. Contact WSSC Relocations Unit at (301) 206-8672 for review procedures and fee requirements. See WSSC Design Manual, C-5.1 and Part Three, Section 11.

* WSSC facilities/structures cannot be located with a public utility easement (PUE) however

WSSC pipelines may cross over a PUE. Revise the plan to relocate any pipeline, valve, fire hydrant, meter vault and any other WSSC facilities/structures outside of the PUE.

----- 0 Replies -----

4 - Gov#02 Std Comments

Created by: Adolfo Carpio
On: Tuesday, May 19, 2015 3:57:40 PM

WATER

- * Add the proposed pipeline alignment(s) with water house connection(s) to the plan. Additionally, if easements are required, their limits and locations must be shown. See WSSC Design Manual C-2.1
- * Align water and/or service connection(s) to avoid environmental, storm water management facilities, ESD Devices, other utilities, landscaping, tree boxes and structures or paving impacts for future maintenance. See WSSC Design Manual C-3.1
- * Existing mains shown on plan should be labeled with correct pipe size, material and WSSC contract number.

SEWER

- * Add the proposed pipeline alignment(s) with sewer house connection(s) to the plan. Additionally, if easements are required their limits and locations must be shown. See WSSC Design Manual C-2.1
- * Existing mains shown on plan should be labeled with correct pipe size, material and WSSC contract number.
- * Align sewer service connection(s) to avoid environmental, storm water management facilities, ESD Devices, other utilities, landscaping, tree boxes and structures or paving impacts for future maintenance. See WSSC Design Manual C-3.1

ON-SITE

- * A single service connection for two or more buildings in a single lot/parcel requires a covenant. Should the property be subdivided or sold in the future, individual water/sewer connections for each building will be required.

RIGHTS-OF-WAY

- * WSSC easements must be free and clear of other utilities, including storm drain systems, with the exception of allowed crossings designed in accordance with the WSSC Pipeline Design Manual. Under certain conditions (and by special request) storm drains may be permitted within the WSSC easement. However, this will be evaluated on a case by case basis and if allowed, will require execution of a special agreement between WSSC and the developer.
- * A private water house connection easement will be required and must be recorded. Delineate the easement and label the horizontal width on the plan.

* WSSCs minimum easement width for a normal (14-inch diameter or less) pipeline (water or sewer at normal depth) is 20-feet. When both water and sewer (normal diameter and depth) are installed in the same easement, the minimum width is 30-feet. Installation of deep or large water/sewer will require additional easement width.

* Balconies or other building appurtenances must not encroach within WSSC easements. Water/Sewer pipeline alignment should maintain a minimum 5-foot horizontal clearance from storm-drain pipeline/structures and other utilities. Review of plan submitted does not meet these requirements.

ENVIRONMENTAL

* A Phase-1 Environmental Site Assessment report may be required for the proposed site.

GENERAL

* Any grading, change in pipe loading (including but not limited to proposed fill or excavation), adjustment to manhole rims, fire hydrant relocations, placement of access roads or temporary haul roads, temporary sediment control devices, paving construction or construction related activity of any kind over an existing WSSC water or sewer main or within an existing WSSC right-of-way requires advance approval by WSSC. Any proposed public street grade establishment plan (GEP) with an existing WSSC water or sewer main of any size located within the existing or proposed public street right-of-way requires WSSC approval directly on the original GEP prior to approval of the GEP by the County Department of Public Works and Transportation. Any work (design, inspection, repair, adjustment, relocation or abandonment of existing WSSC facilities) is done at the sole expense of the applicant/builder/developer. Contact WSSC Relocations Unit at (301) 206-8672 for review procedures and fee requirements. See WSSC Design Manual, C-5.1 and Part Three, Section 11.

* Show and label all existing nearby water and/or sewer service connections that may be impacted by the proposed development.

* WSSC facilities/structures cannot be located with a public utility easement (PUE) however WSSC pipelines may cross over a PUE. Revise the plan to relocate any pipeline, valve, fire hydrant, meter vault and any other WSSC facilities/structures outside of the PUE.

HYDRAULICS

* Submit a hydraulic planning analysis package for review.

* Site Utility System reviews are required for projects with proposed water connections greater than 2-inch or sewer connections greater than 4-inch. Contact the WSSC Permit Services Unit on (301) 206-4003 for submittal requirements or view our website.

* Hydraulic Planning Analysis may be requested from WSSC for pre-review of a proposed onsite system to address adequate flow and/or capacity concerns.

Water Information

* A 12-inch water main is available to serve the proposed site. Contact the Permit Services Unit at 301-206-4003 for details regarding applying for service connections or visit our website.

Sewer Information

* A 8-inch gravity sewer main is available to serve the proposed site. Contact the Permit

Services Unit at 301- 206-4003 for details regarding applying for service connections or visit our website.

----- 0 Replies -----

5 - Gov#03

Created by: Adolfo Carpio
On: Tuesday, May 19, 2015 3:59:11 PM

No proposed water and sewer pipe linework is shown on this plan and therefore WSSC cannot complete the review of these plans. Applicant needs to submit another package, with plans showings locations of existing and proposed water and sewer mains and service connections, for further review.

----- 0 Replies -----

From: Dawn Adair Johnson [mailto:dawnadair@verizon.net]
Sent: Sunday, May 17, 2015 7:01 PM
To: Reilly, Kathy
Subject: Plan # 320150060

Thank you for speaking to me on Thursday regarding the above-noted sketch plan. As I mentioned in our discussion, our Board sent a letter of concern to the County Council regarding this zoning plan revision when it was under consideration last year. Upon receipt of the plan, I consulted with the Board, the concerns about the strain on additional traffic, infrastructure and emergency services that this 625 unit rental complex would put on already maxed out resources. Please see attached letter, outlining these concerns which are still present.

The Board wanted me to emphasize that increasing the density by so much in one tiny area would have a negative impact on our environment and increase our zip code's carbon footprint exponentially. Traffic also was articulated as a major concern, and based on my 8 years of service to the Streets & Roads Commission in Mount Airy, I completely agree. I would welcome the chance to speak with the traffic specialist you mentioned, to further articulate these concerns.

Also, thank you for being so generous in explaining the planning process to me. I'll reach out to other Associations in the area, passing along your contact information, and asking them to join with Pooks Hill Condominium Association and share their concerns with you as well. I look forward to working with you, and hope we can find the best solution possible. Please feel free to contact me at the points noted below for any additional follow up.

Thanks,

Dawn Adair Johnson, President

Pooks Hill Condominium Association

C-240.315.8856

Please consider the environment before printing this email.

Pooks Hill Condominium Association
5204 Pooks Hill Rd.
Bethesda, MD 20814

June 5 2014

An Open Letter to the Montgomery County Council regarding change of the Zoning Ordinance Map to allow greater density in the Pooks Hill Road area by altering the open space requirement

Distinguished members of the Council:

On behalf of the Pooks Hill Square community, I want to express my serious concerns about the proposed change in the County's Zoning Ordinance Map to allow for further development of the Marriott parking lots on Pooks Hill Road.

According to the rezoning that was adopted in 1973 that allowed the current hotel facility, and the subsequently approved hotel plans, this area is now completely "full". Our community enjoys the lovely aspects of the neighborhood—chatting on the street, dog-walking and exercising in a lovely green neighborhood that has wonderful open space,-aside from the traffic issues noted below. Allowing additional residential development in this area would compromise the currently active plan and would erode the quality of life of the current residents in several respects. Specifically:

- Though certain proposals suggest that the proposed development is to be transportation-friendly, one can't safely walk to either Grosvenor or Medical Center Metro stops. It is over a mile each way, and 355 is certainly not pedestrian-friendly. Even if the transportation is improved along 355, it still does not speak to the already congested area encompassing Pooks Hill Road, Linden Avenue and the adjacent streets. It usually takes several cycles of the light at Pooks Hill Road/355 just to make it out of the street—a very common occurrence. Although various mass transit options have been proposed, realistically they won't be implemented for 15-20 years at the earliest. The transportation options—even if implemented at some future point--won't support additional growth.
- Our infrastructure is already strained, as various utility failures have already shown. Our community experiences significant power outages that show a strain on the electrical grid; the roads are in horrible shape and the stress on water resources is evident with the

intermittent interruptions of water pressure. Our infrastructure can't take additional stress.

- As a community of homeowners, there are concerns about the additional emergencies such as criminal activity, fire and EMS that comes with high-density rentals as has been proposed. There is no indication that there will be any plans to increase police, fire or EMS support. This additional burden can't be supported by our emergency services personnel.

The Pooks Hill Square community urges the Council to retain the current density, and reject this change in the Zoning Ordinance Map. This action will ensure the continued quality of life of the residents of District 1. Thank you for your serious consideration of these important factors in your decision-making process.

Sincerely,

Dawn Adair Johnson, President, on behalf of the
Pooks Hill Condominium Association