



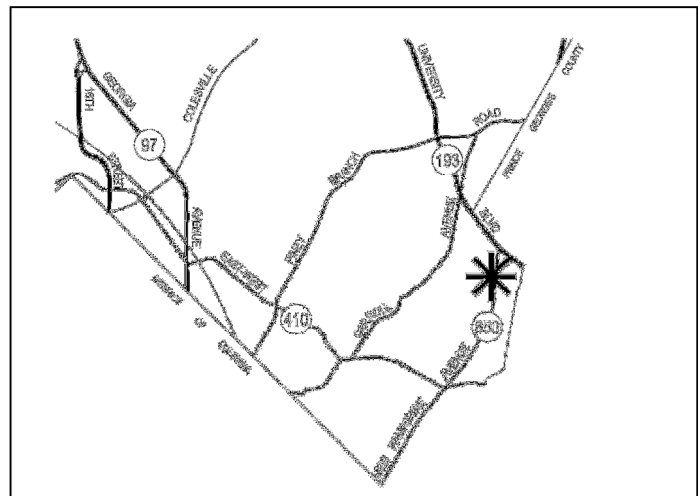
**Site Plan 820150150 Taco Bell Takoma Park**

- Neil Braunstein, Planner Coordinator, Area 1, [Neil.Braunstein@montgomeryplanning.org](mailto:Neil.Braunstein@montgomeryplanning.org), 301.495.4532
- Elza Hisel-McCoy, Supervisor, Area 1, [Elza.Hisel-McCoy@montgomeryplanning.org](mailto:Elza.Hisel-McCoy@montgomeryplanning.org), 301.495.2115
- Robert Kronenberg, Chief, Area 1, [Robert.Kronenberg@montgomeryplanning.org](mailto:Robert.Kronenberg@montgomeryplanning.org), 301.495.2187

**Description**

Staff Report Date: 12/24/2015

- 2,063-square-foot restaurant with drive-thru;
- Located in the northeast corner of the intersection of New Hampshire Avenue and Holton Lane in the City of Takoma Park;
- 0.56 gross acres zoned CRT 2.5 C 2.0, R 1.5, H 100 in the *Takoma Langley Crossroads Sector Plan* area;
- Application accepted August 28, 2015;
- Applicant: RJP Consulting, LLC and MUY Brands, LLC
- Review Basis: Chapter 59, Montgomery County Code



**Summary**

- **Staff recommendation: Approval of the site plan with conditions.**
- The application is under the standard method of development. A site plan is required because restaurant with a drive-thru is proposed, which is a limited use.
- In approving a site plan application for a drive-thru, the Planning Board must make a finding that a need exists for the proposed use due to an insufficient number of similar uses presently serving existing population concentrations in the County, and the uses at the location proposed will not result in a multiplicity or saturation of similar uses in the same general neighborhood.
- The application substantially conforms to the *Takoma Langley Crossroads Sector Plan*, based on the Sector Plan’s recommendation to accommodate interim development that does not compromise the Sector Plan’s ultimate objectives and recommendations.

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## SECTION 1: RECOMMENDATION AND CONDITIONS

Staff recommends approval of Site Plan 820150150 for up to 2,063 square feet of restaurant use with drive-thru on approximately 0.56 gross acres in the CRT 2.5 C 2.0, R 1.5, H 100 zone. All site development elements shown on the latest electronic version as of the date of this staff report submitted via ePlans to the M-NCPPC are required except as modified by the following conditions.

### Public Use Space, Facilities and Amenities

1. Public Open Space, Facilities, and Amenities
  - a. The Applicant must provide a minimum of 2,500 square feet of public open space (10% of net lot area) on-site.
  - b. Before the issuance of the final use and occupancy certificate, all public open space areas must be completed.
2. Maintenance of Public Amenities

The Applicant is responsible for maintaining all publicly accessible amenities including, but not limited to pedestrian pathways, landscaping, hardscape, and public open space.

### Transportation & Circulation

3. Pedestrian & Bicycle Circulation

The Applicant must provide two bicycle parking spaces for short-term use (one inverted “U” rack or approved alternative) as shown on the Certified Site Plan.
4. Transportation Policy Area Review

The Applicant must make a Transportation Policy Area Review (“TPAR”) mitigation Payment, equal to 25 percent of the General District Transportation Impact Tax, as required by the 2012-2016 Subdivision Staging Policy within the Silver Spring/Takoma Park Policy Area. The timing and amount of the payment will be in accordance with Chapter 52 of the Montgomery County Code.
5. Parking

The Applicant must make 16 of the parking spaces available to the general public, rather than reserved solely for the use of restaurant patrons, as required by Section 6.2.3.H.2 of the Zoning Ordinance.

### Agency Approvals

6. Stormwater Management

The Planning Board accepts the recommendations of the City of Takoma Park in its stormwater management concept letter dated May 12, 2015, and hereby incorporates them as conditions of the Site Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by the City of Takoma Park provided that the amendments do not conflict with other conditions of the Site Plan approval.
7. Right-of-Way Permitting

The Planning Board accepts the right-of-way permitting recommendations of the City of Takoma Park in its letter dated October 28, 2015, and hereby incorporates them as conditions of the Site Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be

amended by the City of Takoma Park provided that the amendments do not conflict with other conditions of the Site Plan approval.

## Site Plan

### 8. Building Height

The development is limited to the maximum height of 23 feet, as measured from the building height measuring point shown on the Certified Site Plan.

### 9. Site Design

The exterior architectural character, proportion, materials, and articulation must be substantially similar to the schematic elevations shown on the latest approved architectural drawings included in the Certified Site Plan, as determined by Staff.

### 10. Landscaping

- a. Before issuance of the final use and occupancy certificate for this Site Plan, all on-site amenities including, but not limited to, sidewalks/pedestrian pathways, hardscape, benches, trash receptacles, bicycle facilities, and public open space amenities must be installed.
- b. The Applicant must install the landscaping no later than the next growing season after completion of the site work.
- c. The applicant must retain the existing street trees along the property frontage on Holton Lane, as shown on the landscape plan.
- d. Before certification of the Site Plan, the Applicant, in consultation with a qualified tree care professional, must revise the notes on the landscape plan regarding the street trees to appropriately protect the subject trees. The notes may be further revised by the City of Takoma Park.

### 11. Lighting

- a. Before issuance of any above-grade building permit, the Applicant must provide certification to Staff from a qualified professional that the exterior lighting in this Site Plan conforms to the Illuminating Engineering Society of North America (IESNA) recommendations in effect on the date of this resolution for a development of this type. All onsite exterior area lighting must be in accordance with the latest IESNA outdoor lighting recommendations in effect on the date of this resolution.
- b. Deflectors must be installed on all up-lighting fixtures to prevent excess illumination and glare.
- c. Pole-mounted lights must not exceed the height illustrated on the Certified Site Plan.

### 12. Site Plan Surety and Maintenance Agreement

Before issuance of any building permit, the Applicant must enter into a Site Plan Surety and Maintenance Agreement with the Planning Board in a form approved by the M-NCPPC Office of General Counsel that outlines the responsibilities of the Applicant. The Agreement must include a performance bond(s) or other form of surety in accordance with Section 59.7.3.4.k.4 of the Montgomery County Zoning Ordinance, with the following provisions:

- a. A cost estimate of the materials and facilities, which, upon Staff approval, will establish the surety amount;
- b. The cost estimate must include applicable Site Plan elements including, but not limited to, entrance signage features, plant materials, on-site lighting, exterior site furniture, railings, curbs, gutters, sidewalks and associated improvements; and
- c. The bond or surety must be tied to the development program, and completion of plantings and installation of particular materials and facilities covered by the surety will be followed by inspection and release of the surety.



13. Development Program

The Applicant must construct the development in accordance with a development program table that will be reviewed and approved prior to the approval of the Certified Site Plan.

14. Certified Site Plan

Before approval of the Certified Site Plan, the following revisions must be made and/or information provided subject to Staff review and approval:

- a. Include the forest conservation exemption, stormwater management concept approval letter, development program, and Site Plan resolution on the approval or cover sheet(s).
- b. Add a note to the Site Plan stating that "M-NCPPC Staff must inspect all tree-save areas and protection devices before any land disturbance."
- c. Add a note stating that "Minor modifications to the limits of disturbance shown on the site plan within the public right-of-way for utility connections may be done during the review of the right-of-way permit drawings by the City of Takoma Park and/or the State Highway Administration."
- d. Modify data table to reflect development standards approved by the Planning Board.
- e. Ensure consistency of all details and layout between Site and Landscape plans.
- f. Show on the Site Plan a building height measuring location for the building.

**SECTION 2: SITE DESCRIPTION**

**Site Vicinity**

The subject property is located in the northeast quadrant of the intersection of New Hampshire Avenue and Holton Lane, in the City of Takoma Park. The surrounding uses consist primarily of single-story retail buildings with surface parking lots and one-family detached dwellings. A four-story office building is located on the opposite side of New Hampshire Avenue, and the Takoma Langley Crossroads Transit Center is under construction one-quarter mile away at the intersection of New Hampshire Avenue and University Boulevard.

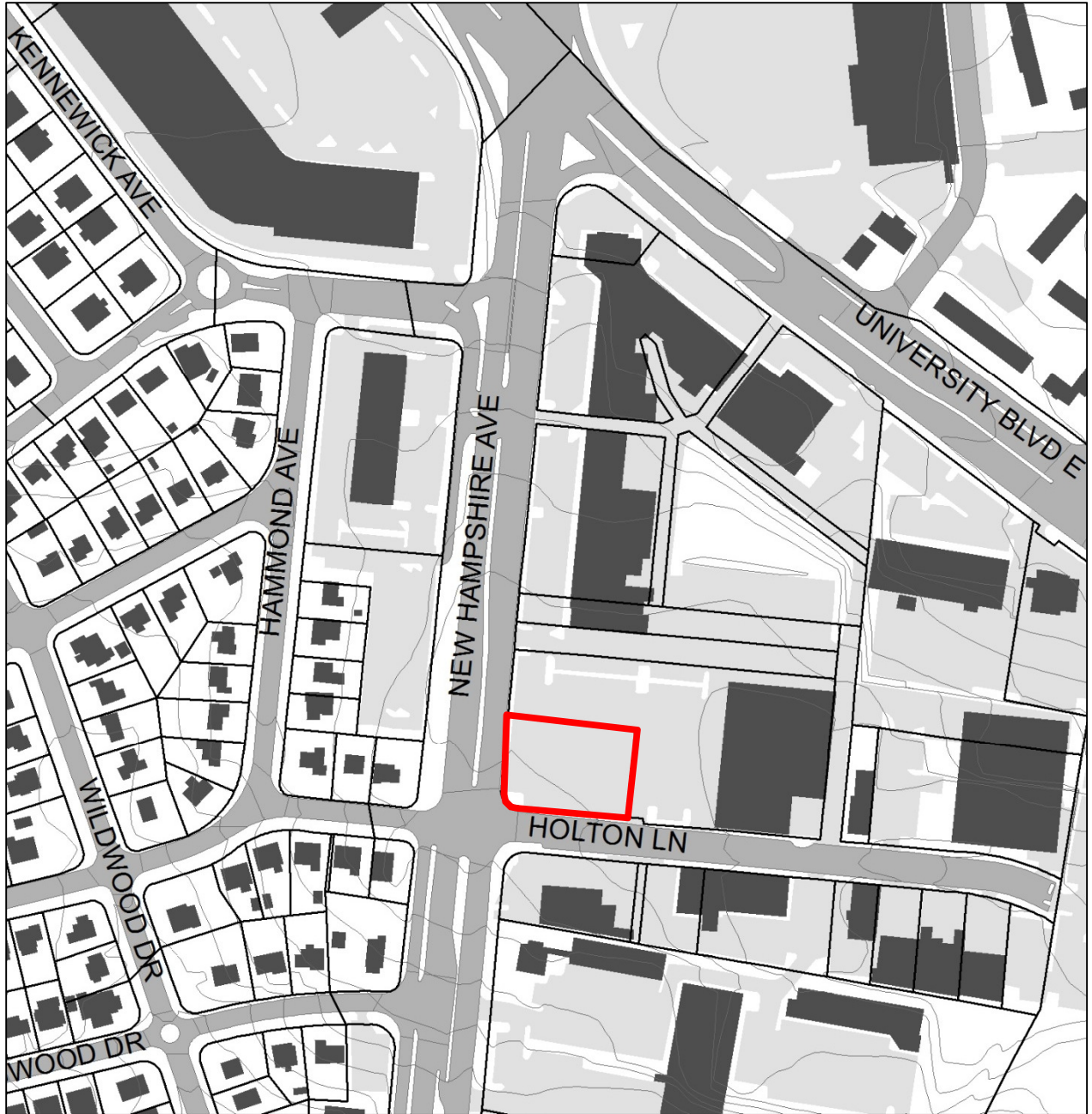


Figure 1-Vicinity Map

### Site Analysis

The property is currently developed with surface parking that serves the adjacent Aldi supermarket. There are no environmental features and no forest on the site. Vehicular access to the property is via an existing driveway from Holton Lane. The property consists of an existing platted lot that is 24,591 square feet in net area.



*Figure 2-Aerial View*

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

#### **Proposal**

The applicant proposes to develop the property under the standard method of development. The site plan application is required only because the proposed drive-thru is a limited use which may only be approved under a site plan. The applicant proposes to construct a 2,063-square-foot fast food restaurant with drive-thru service (Taco Bell). The building will be approximately 23 feet in height. The building will be placed at the southwest corner of the property, near the intersection of New Hampshire Avenue and Holton Lane. The building will be placed 25 feet from the New Hampshire Avenue right-of-way line, which is as close as possible while also accommodating future right-of-way dedication. The main building entrance will front onto New Hampshire Avenue. An outdoor dining area will be provided between the building and the sidewalk on Holton Lane. The drive-thru service area will be placed on the north side of the building (furthest from Holton Lane), between the building and the parking area. Parking will be provided for 27 vehicles.

The proposed Taco Bell replaces a Taco Bell restaurant that was displaced at intersection of New Hampshire Avenue and University Boulevard for construction of the transit center.



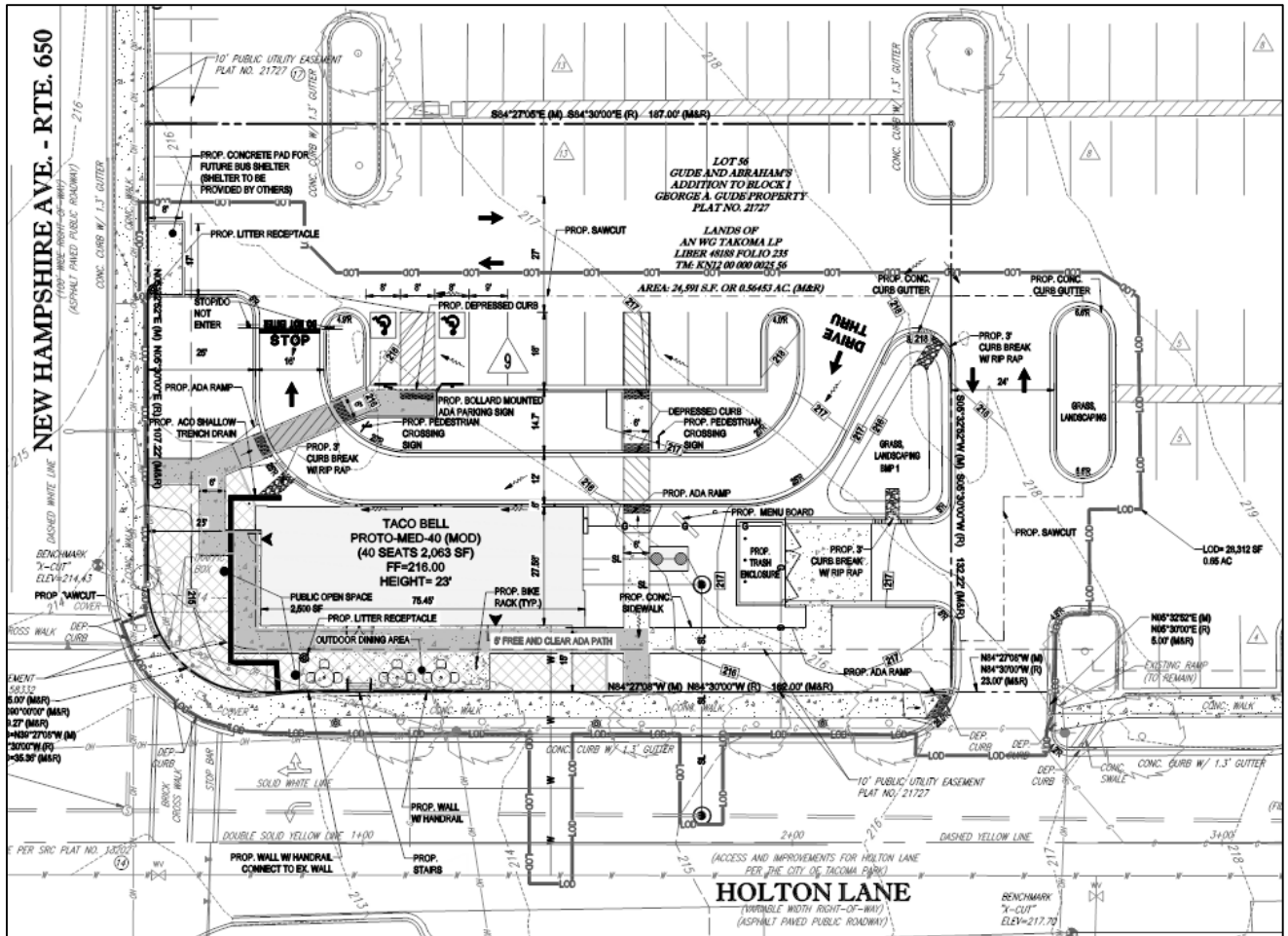


Figure 3-Site Plan



Figure 4-Illustrative Rendering of the Building

**Recommendation from the City of Takoma Park**

The subject property is located within the City of Takoma Park. Consistent with the Land Use Article of the Maryland Code, the City of Takoma Park has reviewed the site plan and has transmitted a City Council Resolution containing its recommendations (Attachment B). The City recommends approval of the site plan.

**Community Outreach**

The applicant has complied with all submittal and noticing requirements. As of the date of this staff report, staff has received 12 letters in support of the application and 17 letters in opposition. The letters in opposition raised concerns about conformance with the *Takoma Langley Crossroads Sector Plan* and the adequacy of the statement of need submitted in conjunction with the application. These issues are discussed further below.

**SECTION 4: SITE PLAN ANALYSIS AND FINDINGS**

- 1. *When reviewing an application, the approval findings apply only to the site covered by the application.*
- 2. *To approve a site plan, the Planning Board must find that the proposed development:*
  - a. *satisfies any previous approval that applies to the site;*

This finding is not applicable as there were no previous approvals that apply to the site.

- b. *satisfies under Section 7.7.1.B.5 the binding elements of any development plan or schematic development plan in effect on October 29, 2014;*

This finding is not applicable as there are no binding elements of an associated development plan or schematic development plan in effect on October 29, 2014.

- c. *satisfies under Section 7.7.1.B.5 any green area requirement in effect on October 29, 2014 for a property where the zoning classification on October 29, 2014 was the result of a Local Map Amendment;*

This finding is not applicable as the Property’s zoning classification on October 29, 2014 was not the result of a Local Map Amendment.

- d. *satisfies applicable use standards, development standards, and general requirements under this Chapter;*

- i. *Division 4.5. Commercial/Residential Zones*

Development Standards

The subject property is approximately 0.56 gross acres zoned CRT-2.5 C-2.0 R-1.5 H-100. The following table, Table 1, shows the application’s conformance to the development standards of the zone.

<b>Table 1-Site Plan Project Data Table – Standard Method</b>			
<b>Section</b>	<b>Development Standard</b>	<b>Permitted/ Required</b>	<b>Proposed in Site Plan</b>
<b>59 – 4</b>	<b>Gross Tract Area (sf)</b>	n/a	24,591
<b>4.5.3.C.2</b>	<b>Density</b> CRT2.5, C2.0, R1.5, H100 Commercial FAR/GFA Residential FAR/GFA <b>TOTAL FAR/GFA</b>	1.0/24,591 1.0/24,591 <b>1.0/24,591</b>	0.08/2,063 0/0 <b>0.08/2,063</b>
<b>4.5.3.C.4</b>	<b>Building Height (feet)</b> CRT2.5, C2.0, R1.5, H100	70	23
<b>4.5.3.C.3</b>	<b>Minimum Setback</b> From New Hampshire Ave R.O.W. From Holton Lane R.O.W. Side Rear	0' 0' 0' 0'	25' 15.5' 88' 8.5'
<b>4.5.3.C.3</b>	<b>Build to Area</b> From New Hampshire Ave R.O.W.  From Holton Lane R.O.W.	70% of façade within 30' max 35% of façade within 20' max	70% of façade within 27' 35% of façade within 15.5'
<b>4.5.3.C.1</b>	<b>Open Space</b> Public Open Space (%/sq. ft.)	10/2,459	10/2,500
<b>4.5.3.C.5</b>	<b>Transparency, for Walls Facing a Street</b> Ground Story, Front Ground Story, Side	40% 25%	40% 36%
<b>6.2</b>	<b>Parking spaces, minimum-maximum</b>	4-11	27 <sup>1</sup>

ii. *Standards for Approval of a Drive-thru*

Section 59-3.5.14.E specifies the following standards for approval of a drive-thru as a limited use:

- *A Drive-Thru, including the queuing area, must be located a minimum of 100 feet from any property that is vacant or improved with a residential use in the Agricultural, Rural Residential, or Residential Detached zones.*

There are no properties in the agricultural, rural residential, or residential detached zones within 100 feet of the drive-thru.

<sup>1</sup> Per Section 6.2.3.H.2, the maximum number of spaces may be exceeded if the spaces provided in excess of the maximum are made available to the public and not reserved for the restaurant.

- *For a Restaurant with a Drive-Thru, access to the site from a street with a residential classification is prohibited.*

Access to the site is from Holton Lane, which is classified as a business district road, and New Hampshire Avenue, which is a major highway.

- *A drive-thru service window, drive aisle, or queuing area located between the street and the front main wall of the main building is prohibited.*

The drive-thru service windows are located in the interior of the subject property, between the northern side wall of the building and the parking lot. No service window, drive aisle, or queuing area will be located between the building and the street.

- *A drive-thru service window, drive aisle, or stacking area may be located between the street and the side wall of the main building on a corner lot if permanently screened from any street by a minimum 3-foot-high wall or fence.*

The drive-thru service windows are located in the interior of the subject property, between the northern side wall of the building and the parking lot. No service window, drive aisle, or queuing area will be located between the building and the street.

- *Site plan approval is required under Section 7.3.4.*

Approval of this site plan application by the Planning Board will satisfy this requirement.

### *iii. Division 6.1. Site Access*

Access will be provided directly to the subject property via a driveway from Holton Lane and through the parking lot for the adjacent Aldi supermarket via a driveway from New Hampshire Avenue. These driveways will provide adequate site access.

### *iv. Division 6.2. Parking, Queuing, and Loading*

Adequate off-street parking will be provided in 27 on-site parking spaces. Although the Vehicle Parking Space table in Section 6.2.4.B of the Zoning Ordinance indicates that the maximum number of parking spaces for the proposed restaurant is 11, the maximum may be exceeded because the spaces provided in excess of the maximum will be made available to the public and not reserved for the restaurant, as specified in Section 6.2.3.H.2.

The drive-thru lane will provide seven queuing spaces. The queuing area will not interfere with public streets or sidewalks.

### *v. Division 6.3. Open Space and Recreation*

The project has a 10 percent public open space requirement, which yields a requirement of 2,459 square feet of public open space. The project proposes to provide 2,500 square feet of public open space.

*vi. Division 6.4. General Landscaping and Outdoor Lighting*

Landscaping and lighting, as well as other site amenities, will be provided to ensure that these facilities will be safe, adequate, and efficient for year-round use and enjoyment by patrons. The application provides landscaping between the building and the New Hampshire Avenue frontage.

As shown in the Development Standards table, the site plan meets all of the general requirements and development standards of Section 4.5 of the Zoning Ordinance and the general development requirements of Article 59-6 of the Zoning Ordinance.

*e. satisfies the applicable requirements of:*

*i. Chapter 19, Erosion, Sediment Control, and Stormwater Management; and*

The City of Takoma Park approved the stormwater management concept on May 12, 2015. The stormwater management concept meets stormwater management requirements via environmental site design to the maximum extent practicable, through the use of micro bio-retention facilities and underground storage.

*ii. Chapter 22A, Forest Conservation.*

An exemption from submitting a forest conservation plan (Exemption 42015222E) was confirmed for the subject property on June 24, 2015, as a modification to an existing non-residential developed property under section 22A-5(t) of the Montgomery County Forest Conservation Law. The application meets the particular requirements of the exemption per the following:

- (1) no more than 5,000 square feet of forest is ever cleared at one time or cumulatively after an exemption is issued;
- (2) the modification does not result in the cutting, clearing, or grading of any forest in a stream buffer or located on property in a special protection area which must submit a water quality plan;
- (3) the modification does not require approval of a preliminary plan of subdivision; and
- (4) the modification does not increase the developed area by more than 50% and the existing development is maintained;

Existing street trees along Holton Lane, which are up to approximately 8" caliper, cannot readily be replaced due to the narrowness of the planting bed. Care should be taken to appropriately protect these trees. Therefore, conditions of approval are recommended regarding their protection.

*f. provides safe, well-integrated parking, circulation patterns, building massing and, where required, open spaces and site amenities;*

Parking will be provided on-site, to the north of the proposed building and drive-thru aisle. The parking will be not be placed between the building and either New Hampshire Avenue or Holton Lane. The parking lot aisles and drive-thru area will provide safe and well integrated circulation patterns, with traffic control signs and lane markings. Pedestrian access to the building will be provide from the sidewalks on New Hampshire Avenue and Holton Lane, as well as via marked pedestrian crossings from the parking lot. The building will be placed as close as possible to the intersection of New Hampshire Avenue and Holton Lane in order to create a presence on the street, while being set back far enough to



accommodate future widening of the New Hampshire Avenue right-of-way. Ten percent of the subject property will be provided as public open space, which will be located along the building's frontage on New Hampshire Avenue and Holton Lane. The public open space will be improved with landscaping and an outdoor dining area, which will enliven this corner of the intersection of New Hampshire Avenue and Holton Lane.

*g. substantially conforms with the recommendations of the applicable master plan and any guidelines approved by the Planning Board that implement the applicable plan;*

The subject property is located within the 2012 *Takoma Langley Crossroads Sector Plan* area, in the Crossroads District. The Sector Plan's vision is to create a transit-oriented, pedestrian-friendly community that reduces automobile dependency. The Sector Plan envisions redevelopment of existing shopping centers with mixed-use, multi-story buildings connected by a network of new streets. Sector Plan recommendations specific to the subject property include the following for New Hampshire Avenue: a 150-foot-wide right-of-way, a 15-foot-wide public improvement easement, and a low-speed access lane separated by a median from the main travel lanes.

However, the Sector Plan recognizes that redevelopment will not take place quickly, but rather that it will happen incrementally. Page 16 of the Sector Plan acknowledges that significant redevelopment of the Crossroad District is unlikely to occur until financing is secured for the construction of planned transit facilities, such as the Purple Line. It also acknowledges that major improvements to the right-of-way for New Hampshire Avenue are not likely to occur until significant redevelopment of the major shopping centers happens. On page 19, the Sector Plan specifically recommends allowing interim development that does not compromise the Sector Plan's ultimate objectives and recommendations if it provides for growth opportunities for existing businesses and uses. The proposed restaurant was previously existing at the intersection of New Hampshire Avenue and University Boulevard, but was removed to make way for construction of the transit center.

The proposed restaurant with drive-thru does not fully implement the vision of the Sector Plan. The type of development proposed, a single-story, single-use building with a drive-thru, does not advance the Sector Plan's vision of mixed-use redevelopment. Because the subject property is an existing platted lot, a preliminary plan of subdivision is not required, and there is no opportunity to require right-of-way dedication along the subject property's frontage. Further, the access lane adjacent to New Hampshire Avenue is not being provided.

The proposed restaurant with drive-thru is an interim use, and approval of the application will not compromise future realization of the Sector Plan's recommendations. The building and site design will not hinder the eventual development of the subject property and the surrounding area as a new mixed-use neighborhood because the small building does not represent such a significant investment in the property that would prevent it from being removed whenever a more significant project is proposed for the site. In addition, the building is sufficiently set back from New Hampshire Avenue to allow for the future right-of-way dedication called for in the Sector Plan.

The application does meet other recommendations of the Sector Plan. For example, the proposed landscape area between the building and the New Hampshire Avenue sidewalk is consistent with the recommendation on page 24 to provide landscape panels along New Hampshire Avenue. The placement of the parking spaces on the north side of the building, on the far side of the building from Holton Lane, is consistent with the recommendation on page 30 that surface parking be placed behind or to the side of development (instead of between buildings and the street).

Based on the interim nature of the proposed use and building, the application substantially conforms with the Sector Plan.

- h. will be served by adequate public services and facilities including schools, police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public facilities. If an approved adequate public facilities test is currently valid and the impact of the development is equal to or less than what was approved, a new adequate public facilities test is not required. If an adequate public facilities test is required the Planning Board must find that the proposed development will be served by adequate public services and facilities, including schools, police and fire protection, water, sanitary sewer, public roads, and storm drainage;*

A traffic study, dated June 19, 2015, was submitted for the application per the *Local Area Transportation Review (LATR)/Transportation Policy Area Review (TPAR) Guidelines* because the proposed development is estimated to generate 30 or more peak-hour trips during the typical weekday morning (6:30 a.m. – 9:30 a.m.) and evening (4:00 p.m. – 7:00 p.m.) peak periods. A trip generation summary for the proposed development, provided in Table 2, shows that the proposed development will generate 48 new morning peak hour trips and 33 new evening peak hour trips. Table 3 summarizes the Critical Lane Volume analysis for the application. The table shows that trips generated by the development will marginally increase traffic at the studied intersections, but will remain within the Policy Area congestion threshold of 1,600 CLV.

As a development within the Silver Spring/Takoma Park Transportation Policy Area, the application is considered to be inadequate under the Transportation Policy Area Review (TPAR) transit test and adequate under the TPAR roadway test. As a result, the proposed development must make a payment equal to 25% of the general district development impact tax to satisfy the 2012-2016 *Subdivision Staging Policy*. The proposed development satisfies the LATR and TPAR requirements of the APF review and will provide safe, adequate, and efficient vehicular and pedestrian access.

**TABLE 2  
SUMMARY OF SITE TRIP GENERATION  
PROPOSED TAKOMA PARK TACO BELL PROJECT**

Trip Generation	Morning Peak-Hour			Evening Peak-Hour		
	In	Out	Total	In	Out	Total
<b>Proposed Development</b>						
2,063 SF Fast Food Restaurant w/ Drive-thru Pass-By Credit (49% AM/ 50% PM)	48 (23)	46 (23)	94 (46)	35 (18)	32 (16)	67 (34)
<b>Proposed Development Subtotal</b>	<b>25</b>	<b>23</b>	<b>48</b>	<b>17</b>	<b>16</b>	<b>33</b>

Source: Lenhart Traffic Consulting, Inc. Traffic Study dated June 19, 2015.

**TABLE 3  
SUMMARY OF CAPACITY CALCULATIONS  
PROPOSED TAKOMA PARK TACO BELL PROJECT**

Intersection	Traffic Conditions					
	Existing		Background <sup>2</sup>		Total	
	AM	PM	AM	PM	AM	PM
New Hampshire Ave/ Kirklynn Ave/ Cntr Driveway	817	883	--	--	822	886
New Hampshire Ave/ Holton Ln	792	836	--	--	812	867

Source: Lenhart Traffic Consulting, Inc. Traffic Study dated June 19, 2015.

*Other Public Facilities*

Public facilities and services are available and will be adequate to serve the proposed development. The subject property is proposed to be served by public water and public sewer. The application has been reviewed by the Montgomery County Fire and Rescue Service who has determined that the subject property will have appropriate access for fire and rescue vehicles. Other public facilities and services, such as police stations, firehouses, and health services, are operating according to the *Subdivision Staging Policy* resolution currently in effect and will be adequate to serve the property. Electrical, telecommunications, and gas services are also available to serve the property.

- i. on a property in a Rural Residential or Residential zone, is compatible with the character of the residential neighborhood; and*

The property is not located in a Rural Residential or Residential zone.

- j. on a property in all other zones, is compatible with existing and approved or pending adjacent development.*

The proposed development is compatible with and will complement the existing uses in the adjacent development. The Crossroads District is predominately developed with low-density commercial and service uses. The applicant will improve the subject property with a building, streetscape, and stormwater management improvements and will add a use that will activate an underutilized surface parking lot. The introduction of the restaurant will activate this street corner. Additionally, the building location preserves the option to widen New Hampshire Avenue per the Sector Plan.

- 3. To approve a site plan for a Restaurant with a Drive-Thru, the Planning Board must also find that a need exists for the proposed use due to an insufficient number of similar uses presently serving existing population concentrations in the County, and the uses at the location proposed will not result in a multiplicity or saturation of similar uses in the same general neighborhood.*

Economic, Sector Plan, and traffic analyses do not indicate a saturation of similar uses in the existing population concentration where the subject property is located.

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<sup>2</sup> No pipeline developments impact this site location. Therefore, no background trips were factored into the CLV calculations.

The applicant submitted a needs study, dated October 15, 2015 (Attachment C), which presents market information that demonstrates that there is presently an insufficient number of quick service restaurants in the market area to satisfy the current market demand. The study concludes that there is an unmet demand of \$5.5 million annually for this type of establishment in the market area, with no oversaturation of quick service restaurants with drive-thrus.

As discussed in finding 2.g. above, as an interim use, the application is in substantial compliance with the Sector Plan. The interim restaurant use and building will not preclude eventual realization of the Sector Plan's vision for future development and will not lead to an oversaturation of such uses.

As discussed in finding 2.h. above, the proposed use will only marginally increase traffic at the studied intersections, and will not increase it above the congestion threshold for the Silver Spring/Takoma Park Transportation Policy Area. The proposed restaurant with drive-thru will not lead to an oversaturation of such uses.

## **CONCLUSION**

The project complies with the general requirements and development standards of Section 4.5 and the general development requirements of Article 59-6 of the Zoning Ordinance. The project substantially conforms with the goals and recommendations of the *Takoma Langley Crossroads Sector Plan*. Therefore, staff recommends approval of Site Plan No. 820150150 with the conditions specified at the beginning of this report.

## **ATTACHMENTS**

Attachment A: Proposed Site Plan

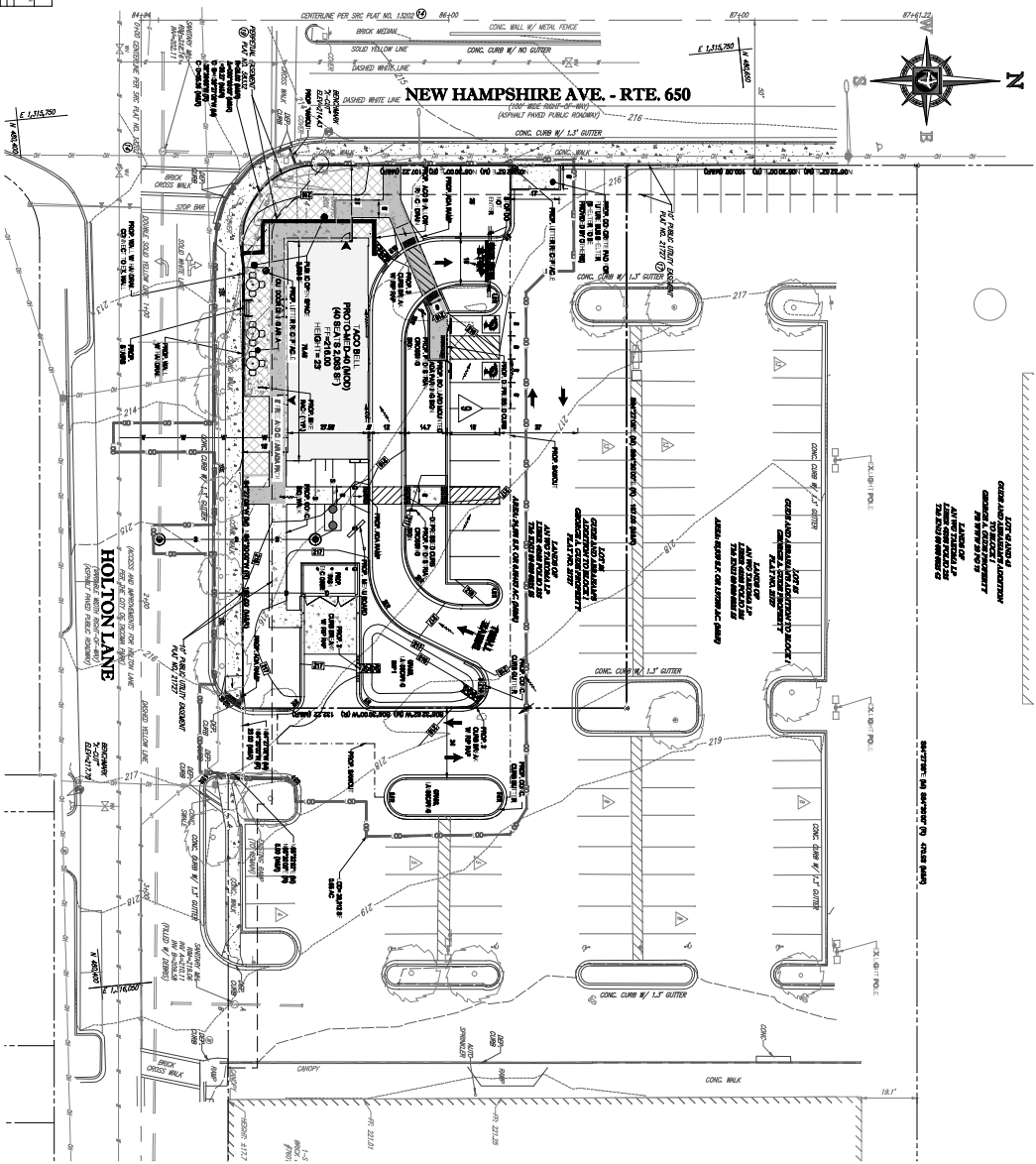
Attachment B: Recommendation from the City of Takoma Park

Attachment C: Needs Study

Attachment D: Agency Correspondence Referenced in the conditions

Attachment E: Citizen Correspondence

Attachment A



**PROJECT DATA TABLE: CRT 2.5 ZONE (C-2.0, R-1.5, H-100)**

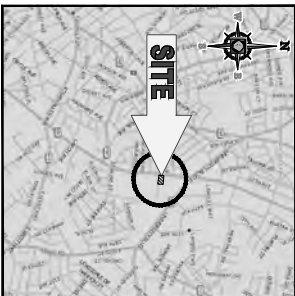
ITEM	DESCRIPTION	REQUIREMENT	COMPLIANCE
1.1	MINIMUM SETBACKS	10'-0"	10'-0"
1.2	MINIMUM FRONT YARD SETBACK	15'-0"	15'-0"
1.3	MINIMUM SIDE YARD SETBACK	10'-0"	10'-0"
1.4	MINIMUM REAR YARD SETBACK	10'-0"	10'-0"
1.5	MINIMUM FRONT SETBACK TO EXISTING TRAVEL LANE	5'-0"	5'-0"
1.6	MINIMUM SIDE/REAR SETBACK TO EXISTING TRAVEL LANE	5'-0"	5'-0"
1.7	MINIMUM FRONT SETBACK TO EXISTING DRIVEWAY	5'-0"	5'-0"
1.8	MINIMUM SIDE/REAR SETBACK TO EXISTING DRIVEWAY	5'-0"	5'-0"
1.9	MINIMUM FRONT SETBACK TO EXISTING DRIVEWAY	5'-0"	5'-0"
1.10	MINIMUM SIDE/REAR SETBACK TO EXISTING DRIVEWAY	5'-0"	5'-0"

**PERMITS REQUIREMENTS (GENERAL)**

PERMIT TYPE	ISSUING AGENCY	STATUS	DATE RECEIVED
CONCRETE CURB	RELEVANT AGENCIES	PENDING	
LANDSCAPE		PENDING	
PAVING		PENDING	
SEWER		PENDING	
WATER		PENDING	

**LEGEND**

- CONCRETE CURB
- PAVING
- LANDSCAPE
- SEWER
- WATER



**NOTE:**  
SEE SHEET FOR PERMITS  
**DEVELOPMENT SEQUENCE:**  
CONSTRUCTION OF DRIVE AND PAVEMENT  
CONSTRUCTION OF CURB AND GUTTERS  
CONSTRUCTION OF SIDEWALKS

**APPROVED FOR SUBMITTAL**  
DATE: 08/11/2021  
BY: [Signature]

**BOHLER ENGINEERING**  
1701 MILLFORD ROAD, SUITE 310  
TAKOMA PARK, MD 20912  
PHONE: (301) 306-6501  
FAX: (301) 306-6505  
WWW.BOHLENERG.COM

**M. K. JONES**  
PRINCIPAL

**SITE PLAN**  
SHEET NUMBER C-4 OF 5

**BOHLER ENGINEERING**

PROJECT: SITE PLAN  
DATE: 08/11/2021  
BY: [Signature]

**NOT APPROVED FOR CONSTRUCTION**

REASON: [ ]  
DATE: [ ]  
BY: [ ]

**TACO BELL**  
LOCATION OF SITE  
NEW HAMPSHIRE AVE  
TAKOMA PARK, MD 20912  
MONTGOMERY COUNTY

REV	DATE	COMMENTS
1	08/11/2021	ISSUED FOR PERMITS
2		
3		

**BOHLER ENGINEERING**  
1701 MILLFORD ROAD, SUITE 310  
TAKOMA PARK, MD 20912  
PHONE: (301) 306-6501  
FAX: (301) 306-6505  
WWW.BOHLENERG.COM

Introduced by: Councilmember Schultz

**CITY OF TAKOMA PARK, MARYLAND**

**Resolution No. 2015-60**

**Resolution Recommending the Approval of the  
Site Plan Application 820150150 for Taco Bell at the  
NE Quadrant of New Hampshire Avenue and Holton Lane**

WHEREAS, MUY Brands, LLC (the Applicant) has submitted a site plan (File 820150150) for review by the Maryland-National Capital Park and Planning Commission to facilitate the development of a one-story commercial building to be used for a Taco Bell quick service restaurant with a Drive-Thru aisle; and

WHEREAS, the Montgomery County Planning Board (Planning Board) is expected to review the site plan (File 820150150) in late December, 2015; and

WHEREAS, the Takoma Park Master Plan (2000) and the Takoma/Langley Crossroads Sector Plan (2012) recommend the revitalization of the Takoma/Langley Crossroads commercial district, which includes the subject site; and

WHEREAS, the Taco Bell site plan is the first development project to be reviewed in the Takoma/Langley Crossroads area after adoption of the Takoma/Langley Crossroads Sector Plan, and the first development project to be reviewed within the City of Takoma Park since the adoption of the updated Montgomery County Zoning Ordinance on October 30, 2014; and

WHEREAS, the City Council and community have expressed a strong interest in the revitalization and redevelopment of the New Hampshire Avenue corridor, with the adoption of the New Hampshire Avenue Concept Plan (2008), development of the Holton Lane Area Improvement Vision (2009), and New Hampshire Avenue Streetscape Standards (2012) which recommend the transformation of New Hampshire Avenue into a pedestrian friendly multi-way boulevard with a mix of retail, office, and residential uses; and

WHEREAS, the subject property is a recorded lot, not subject to a subdivision process whereby right-of-way dedications and public improvement easements are required; and

WHEREAS, the proposed building is set back 75' from the New Hampshire Avenue centerline, providing for the 150' right-of-way recommended in the Takoma Park Master Plan (2000) and Countywide Transit Corridors Functional Master Plan (2013); and

WHEREAS, the property is zoned Commercial Residential Town (CRT), a mixed use zoning designation with maximum floor area ratio (FAR) of 2.5, and as permitted under the CRT standard method of development, the applicant has proposed a single use building with a stated maximum FAR of approximately 0.1, based on the net lot area; and

WHEREAS, the Montgomery County Planning Department considers the site plan an interim development that would not preclude future implementation of the Takoma/Langley Crossroads Sector Plan, as the other lots and parcels on the site would require a subdivision process for the property as a whole to redevelop, thus triggering right-of-way dedication and public improvement easements; and

WHEREAS, the City of Takoma Park supports the expansion of business that provides local employment and investment in real property in the city; and

WHEREAS, the applicant has applied the Takoma/Langley Crossroads Sector Plan Urban Design Guidelines to place the Drive-Thru behind the building and screen it from the street using landscaping, screen dumpsters with a fence, and locate appropriately screened HVAC units on the roof; and

WHEREAS, the City of Takoma Park appreciates the application of the Holton Lane Area Improvement Vision and the New Hampshire Avenue Streetscape Standards to incorporate pedestrian-oriented urban design features including the siting of the building, use of attractive architectural details, outdoor seating on Holton Lane, multiple building entrances, abundant windows that provide transparency to activate the streetscape, and decorative street lighting on Holton Lane; and

WHEREAS, approval of an accessory Drive-Thru use must satisfy standards outlined in Section 3.5.14.E and Section 6.2.7 of the Montgomery County Zoning Ordinance; and

WHEREAS, the Montgomery County Planning Board must make a make a finding that a need exists for a Drive-Thru, “due to an insufficient number of similar uses presently serving existing population concentrations in the County, and the uses at the location proposed will not result in a multiplicity or saturation of similar uses in the same general neighborhood,” as outlined in Section 7.3.4.E.3 of the Montgomery County Zoning Ordinance; and

WHEREAS, the applicant provided a Need Study for a Taco Bell Restaurant with a Drive Thru, performed by Thomas Point Associates, which identified nine Quick Service Restaurants with Drive-Thru uses within the four-minute drive time radius of the proposed Taco Bell, as generated by the Nielson Company; and

WHEREAS, City staff identified two additional Quick Service Restaurants with active Drive-Thru uses (total of 11) within the four-minute driving radius of the proposed Taco Bell based on the Need Study provided by the applicant; and

WHEREAS, the City acknowledges the concerns of many residents that a drive-thru restaurant does not match the smart-growth vision of the Takoma/Langley Crossroads Sector Plan and the New Ave principles; and

WHEREAS, the City of Takoma Park supports provisions for promoting alternative transportation, including bicycle parking on the site, the installation of a concrete pad for a future bus shelter at an existing bus stop on New Hampshire Avenue, and the installation of a signalized pedestrian signal across the north leg of New Hampshire Avenue; and

WHEREAS, the City of Takoma Park commends the responsiveness of the applicant's representatives throughout the site plan application process, outreach conducted to area residents, and comprehensive public presentations to City Council; and

WHEREAS, the City of Takoma Park appreciates the applicant's stated intent, in response to community input, to provide ample indoor seating, earlier opening hours for the restaurant for serving breakfast, free wireless internet, and outlets for personal electronics to encourage patrons to linger at the location and consider it a local meeting place; and

WHEREAS, the City of Takoma Park acknowledges the applicant's stated commitment to maintaining the site of the future Taco Bell restaurant, mitigating current community concerns of litter and loitering; and

WHEREAS, the City of Takoma Park applauds the applicant's stated commitment to work with Takoma Park-based group Making A New United People (M.A.N.U.P.) to employ local youth at this Taco Bell location.

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of Takoma Park recommends approval of the proposed site plan (File 820150150), recognizing that this site plan operates as an interim use, provides community amenities and pedestrian improvements, and includes a Drive-Thru that adheres to design standards set forth in the Montgomery County Zoning Ordinance.

BE IT FURTHER RESOLVED that the City Council of the City of Takoma Park requests the Montgomery County Planning Board to clarify the text of Section 7.3.4.E.3 of the Montgomery County Zoning Ordinance to include objective measures for making a finding that a need exists for a Restaurant with a Drive-Thru accessory use in advance of future site plan application submissions, with special consideration for historic districts and transit-oriented master plan and sector plan areas like Takoma/Langley Crossroads.

BE IT FURTHER RESOLVED that the City Council requests the Planning Board's careful consideration of the need for the drive-thru at this location, given that the community is currently served by eleven Quick Serve Restaurants with Drive-thrus within a four-minute drive time of the site.

BE IT FURTHER RESOLVED, that the City Council of the City of Takoma Park requests the Planning Board's careful consideration of whether a project with a maximum proposed FAR of 0.1 on a property zoned CRT-2.5 is in substantial conformance with a sector plan that prioritizes smart growth and transit-oriented development.

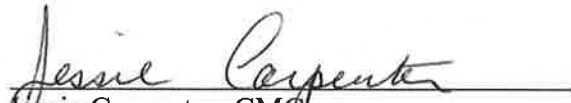


BE IT FURTHER RESOLVED, that the City Council of the City of Takoma Park requests a written commitment from MUY Brands, LLC and Taco Bell to:

1. manage litter on the site with new receptacles;
2. maintain the trees and landscaping on the site year-round;
3. hire and train local youth in cooperation with M.A.N.U.P. and similar programs;
4. actively participate in the Takoma/Langley Crossroads Development Authority;
5. continue to work with the community.

Adopted this 19th day of October, 2015.

Attest:

  
\_\_\_\_\_  
Jessie Carpenter, CMC  
City Clerk

# Need Study:

## Taco Bell Restaurant with Drive-Thru

### Takoma Park, Maryland

Prepared For:

MUY Brands, LLC

Thomas Point Associates, Inc.



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October 15, 2015

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## *Executive Summary*

This analysis evaluates whether a need exists for a Taco Bell restaurant at a site on New Hampshire Avenue in Takoma Park, Maryland due to an insufficient number of similar uses presently serving existing population concentrations in Montgomery County, and whether development of the proposed restaurant would result in a saturation of similar uses in the General Neighborhood. In order to address these issues Thomas Point Associates, Inc. conducted research on demographics and retail sales, visited all restaurants in and near Takoma Park, interviewed randomly selected individuals in the area about their dining patterns, and evaluated the distribution of "quick service restaurants" (QSR's) in Takoma Park and Montgomery County.<sup>1</sup>

The four-minute drive that defines the Market Area includes parts of Takoma Park, Langley Park, Hyattsville and surrounding communities (hereinafter the "General Neighborhood" or "Market Area"). We used a four-minute drive to define the General Neighborhood primarily because of the concentrated population and heavy traffic in this area, as described in more detail in Section 2.2.

The site proposed for the Taco Bell restaurant is at the center of this General Neighborhood, near the intersection of its two major roads (New Hampshire Avenue and University Boulevard). Specifically, the proposed Taco Bell will be located at the northeast corner of New Hampshire Avenue and Holton Lane. Within this defined Market Area:

- The population of 31,443 makes up 3% of the total population of Montgomery County.
- This is a growing population (by 3.3% between 2000 and 2010) and it is exactly the young demographic that makes up a large part of Taco Bell's market: median age is 33.5 years, and 28% of the residents are in the 18-34 year old age bracket. By contrast, the median age of the County population is 39 years and 22% of the County population is in the 18-34 year old age bracket.
- It is a relatively well-off population: average household income (\$79,222) is 11% higher than the national figure.
- The economy is diverse and includes 1,439 business establishments with over 10,400 employees.
- In addition to the resident population and area workforce, New Hampshire Avenue handles an average of over 37,600 vehicles near the site every day.

The McDonald's on New Hampshire Ave at the University Blvd. intersection is the only QSR with drive-thru at this intersection. This central and highly accessible location has high traffic volumes on two major thoroughfares and a large concentration of workers (many with limited time for lunch). The proposed site of the Taco Bell is well located with respect to this intersection and is especially well positioned in relation to traffic on New Hampshire Ave.

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<sup>1</sup> This analysis focuses on fast food restaurants, now known in the food industry as "quick service restaurants." The US government business classification system, North American Industry Classification System, published in 1997, does not distinguish between QSR's with and without drive-thrus since this distinction has become important only in the last decade. In 2010 the drive-thru windows of QSR's accounted for 70% of total sales for leading QSR brands, according to the National Restaurant Association (Bloomberg Business Weekly Mag., May 5, 2011).

Six QSR's with drive-thrus in the Market Area are located on University Blvd., west of the New Hampshire Ave. intersection and two are on New Hampshire Ave about two miles southwest of the proposed location. None of the QSR's in the Market area offer the same type of cuisine as Taco Bell and the proposed restaurant will be the only QSR in the area that features a Mexican menu. The efficient drive-thru feature will be essential to an important component of the Taco Bell clientele.

Intercept interviews, which are discussed in greater detail in Section 3.2, indicated a perceived need for more QSR's with drive-thrus in the area: 61% of respondents eat out in the area at least weekly, and 84% expressed the opinion that the area could support more QSR's with drive-thrus. There is a strong sense that there is a need for more convenient dining options in Takoma Park and a need to replace the Taco Bell that had been located at the northwest corner of the New Hampshire Ave/University Blvd. intersection, before it was condemned to make way for construction of the Langley Park Transit Center.

Based on census-derived information on actual sales and population, there is an "opportunity gap" (i.e., unmet demand) of \$5.5 million in the quick service restaurant business in the Takoma Park Market Area. With estimated sales of \$2-3 million per year at a typical establishment, this is the equivalent of approximately two additional QSR's in the Market Area. In addition to this gap at the local level there is a much larger County-wide gap estimated at \$151 million. The estimated 55-60 QSR's with drive-thrus in the County do not nearly fill the demand for this type of restaurant in Montgomery County.

In summary, there is a need for this type of restaurant in the County and there is no multiplicity or saturation of this type of use in the General Neighborhood.

# 1. Introduction

MUY Brands, LLC is proposing to construct an approximately 2,120 square foot Taco Bell restaurant with a drive-thru window on a property located at the intersection of New Hampshire Ave. and Holton Lane, in Takoma Park, Maryland. This analysis evaluates the need for this restaurant with drive-thru. It addresses the requirements of Montgomery County Zoning Ordinance Section 7.3.4.E.3 regarding whether there is a need for the proposed business to serve the existing population concentrations in the County and whether the use at the proposed location will not result in a multiplicity or saturation of similar uses in the same general neighborhood. As discussed herein, the proposed Taco Bell clearly meets the requirements of the Code.

MUY Brands proposes to develop a “quick-service restaurant” with a drive-thru; for the purposes of this study it may also be called a “fast-food restaurant” or a “limited service restaurant,” and these terms are used interchangeably.

In this report we evaluate the need for the proposed restaurant with drive-thru at this location based on the following factors:

- Needs of current residents, employees, and shoppers in the area and in Montgomery County.
- Supply of similar restaurants in the General Neighborhood and the County, and the extent to which these establishments meet existing and projected need.

In order to address these issues Thomas Point Associates, Inc. visited all quick service restaurants (“QSR’s) in and near Takoma Park. We analyzed information about sales and demand in the area. We also interviewed randomly selected individuals in the area about their use of QSR’s and the potential need for additional fast food restaurants with drive-thrus.

The information used in the study was obtained from the following sources:

- U.S. Census Bureau demographic information.
- Maryland State Highway Administration traffic counts.
- US Department of Agriculture data on food industry trends.
- The Nielsen Company information on population, employment and retail sales.
- Industry publications on trends and sales at quick service restaurants.
- Field study and consumer interviews.

This report presents findings in the following sections:

- Section 2. Demographics, employment and vehicular traffic in the Market Area.
- Section 3. Quick Service Restaurants in Takoma Park.
- Section 4. Analysis of need.

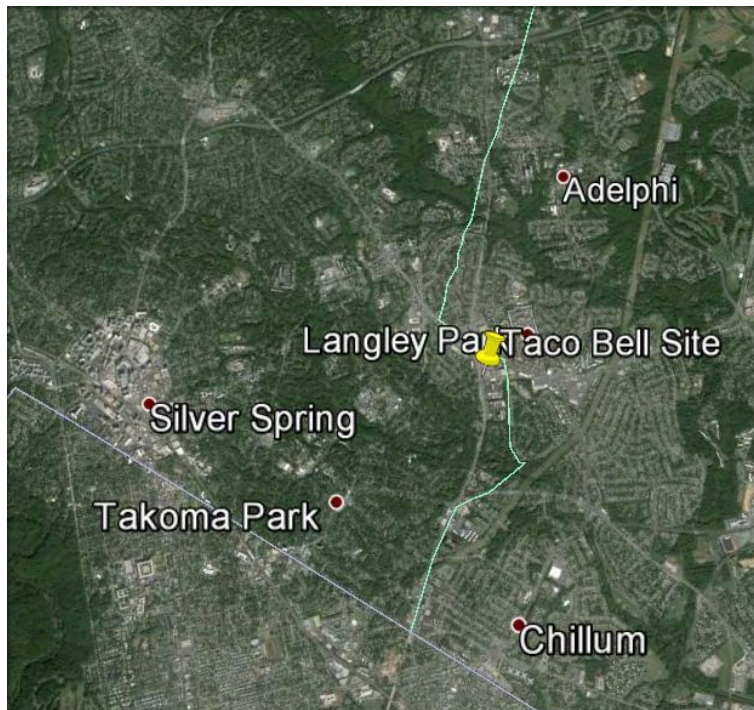
We conducted this analysis independently and the findings and conclusions do not reflect the standards or projections of MUY Brands.

## 2. The Market Area

This section describes the site of the proposed Taco Bell and the Market Area from which most of its business would be derived. We use a four-minute drive time from the proposed site to define the Market Area and the analysis below describes the resident population, workforce and vehicular traffic within this area. In addition we describe the population of Montgomery County as a whole.

### 2.1 Location

The site (Figure 2-1) is located on the east side of New Hampshire Avenue near its intersection with Holton Lane. The site is directly south of the intersection of New Hampshire Ave. and University Boulevard. This is a major intersection with extensive commercial development at all four corners and other commercial uses on both sides of the roads within a several blocks of the intersection.



*Fig. 2-1. Project Location*

The site is located in the northwest sector of the City of Takoma Park. The municipality is bordered by Washington, D.C. on the south, the unincorporated community of Silver Spring on the west, Langley Park to the north and Chillum, an unincorporated community in Prince George's County to the east. (In Fig. 2-1 the border with the District of Columbia is the purple line on the southeast; the border between Montgomery County and Prince George's County is the green line that roughly follows New Hampshire Ave.). Takoma Park is largely residential and includes a mix of single-family homes and apartment buildings. Its largest commercial

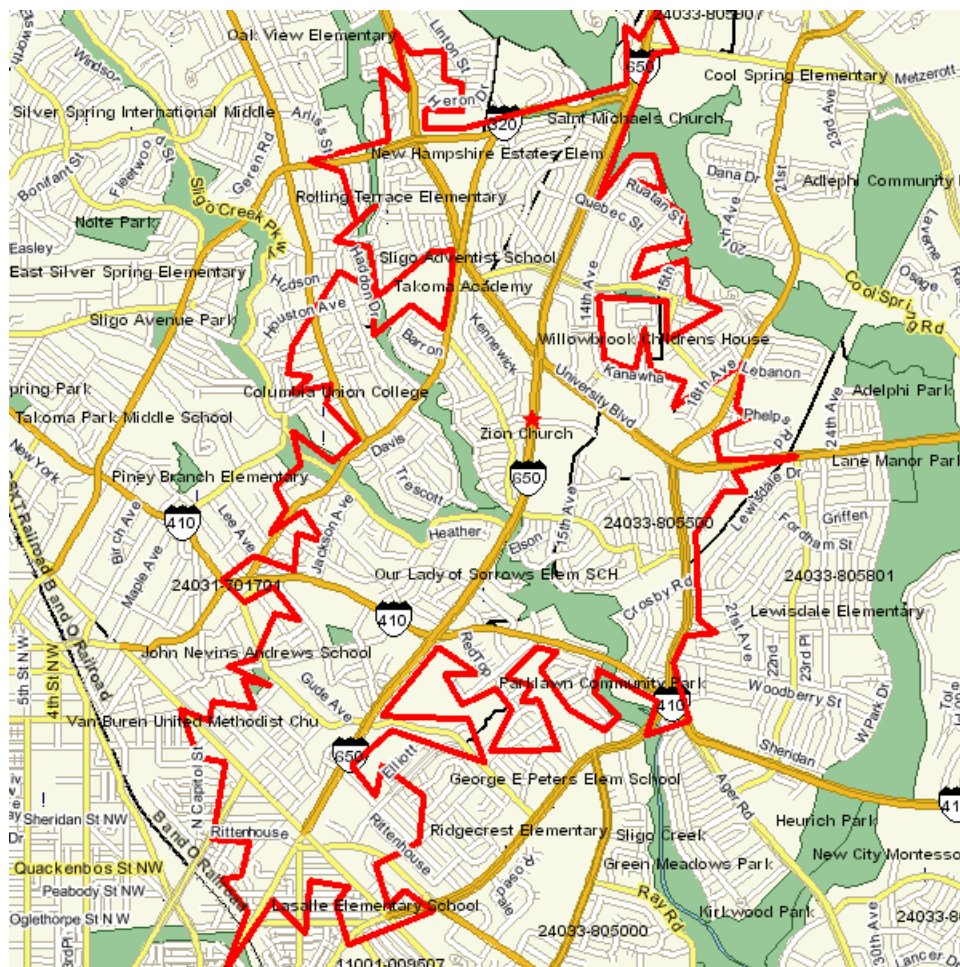


district is Takoma-Langley Crossroads, centered at the intersection of New Hampshire Ave. and University Blvd.

## 2.2 The Market Area

Market Areas vary in extent based on travel patterns, population densities, location of competitors, natural features and other factors. In this setting we see the Market Area as the area roughly defined by a four-minute drive from the proposed site. There are various natural man-made features that help to define the area and confirm that the drive time distance results in a reasonable boundary, notably the roads and linear parks to the east and west.

Figure 2-2 shows the four-minute drive distance and the proximity of the location to major roads including New Hampshire Ave. (Route 650) and University Blvd.



**Figure 2-2 The Market Area: Four-Minute Drive from Proposed Location**

## 2.3 Demographics

According to current estimates based on the most recent US Census (2010) there is a resident



population of 31,443 within the Market Area (Exhibit 2-1). This is nearly twice the population of the municipality of Takoma Park (17,000) and represents 3% of the total population of Montgomery County.

**Exhibit 2-1**

**Population Trends: Market Area and Montgomery Co.**

<b>Description</b>	<b>Market Area: 4-Minute Drive from Site</b>		<b>Montgomery Co.</b>
	<b>No.</b>	<b>% of County</b>	<b>No.</b>
<b>Population</b>			
2019 Projection	32,481	3.0%	1,094,570
2014 Estimate	31,443	3.0%	1,035,725
2010 Census	30,707	3.2%	971,777
2000 Census	29,804	3.4%	873,344
Growth 2000 - 2010		3.30%	5.68%
Growth 2010 - 2014		2.40%	6.58%
Growth 2014 - 2019		3.03%	11.27%

Source: The Nielsen Company; Thomas Point Associates, Inc.

The population in the Market Area grew by 3.3% between 2000 and 2010 and is projected to grow by 3.03% over the period 2014-2019. The Market Area is expected to grow significantly but at a rate below that of the County (11.27%).

The Market Area population is relatively well-off even in the context of an affluent County (Exhibit 2-2). Nearly two-thirds of households (60.8%) have annual household incomes over \$75,000. Average household income in the Market Area is 11% higher than the national household income figure (\$71,320) and is projected to increase to \$90,579 over the next 5 years; the projected figure at the national level is \$75,940.

The population in the Market Area is relatively youthful: median age is 33.5 years, and 28% of the residents are in the 18-34 year old age bracket. By contrast, the median age of the County population is 39 years and 22% of the County population is in the 18-34 year old age bracket.

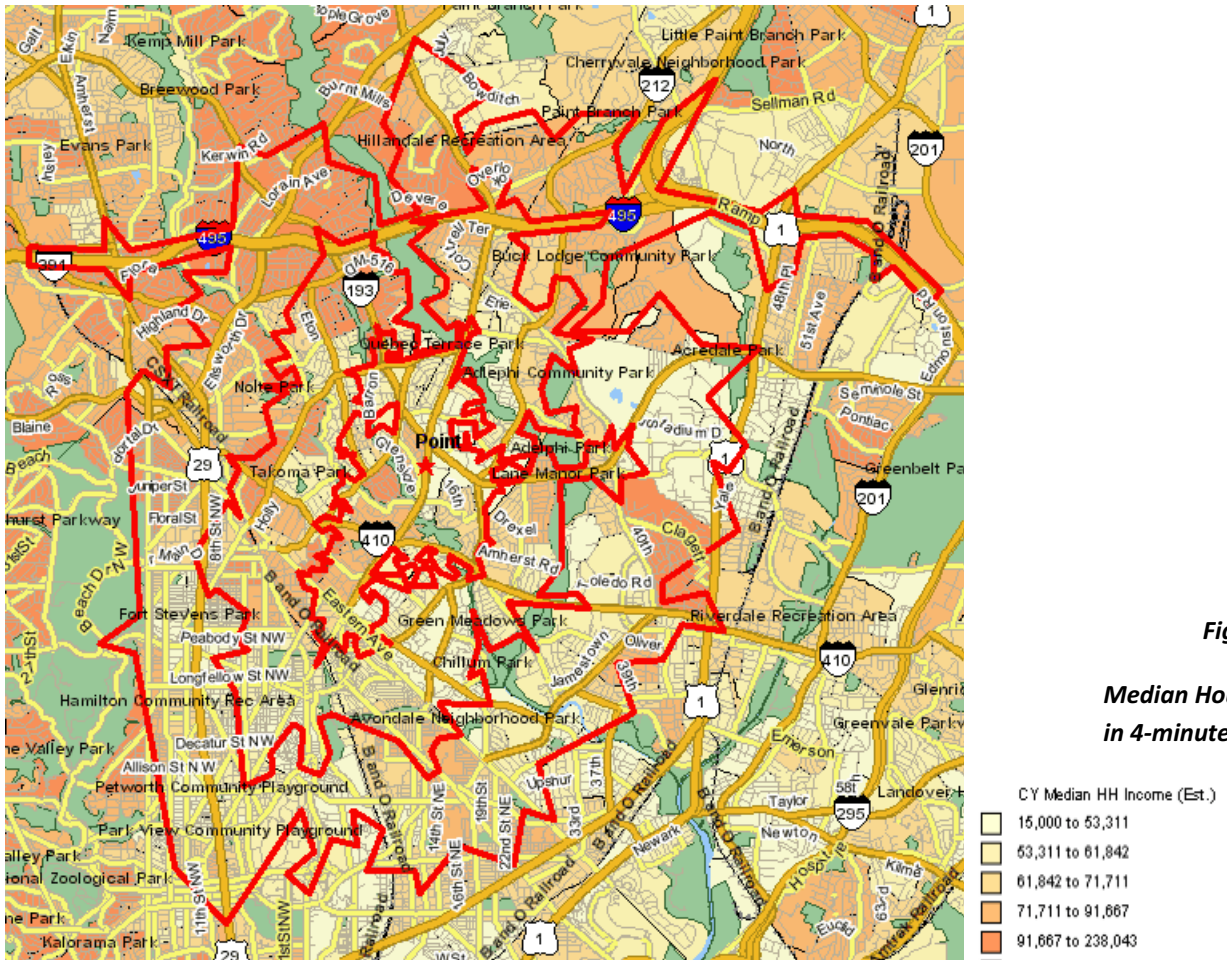
Exhibit 2-2

**Household Income (2014), Market Area and Montgomery Co.**

Description	Market Area: 5-Mile Radius from Site		Montgomery Co.	
	No.	%	No.	%
<b>Households by Household Income</b>	9,744		375,362	
Income Less than \$15,000	780	8.00	20,753	5.53
Income \$15,000 - \$24,999	917	9.41	17,450	4.65
Income \$25,000 - \$34,999	965	9.90	17,891	4.77
Income \$35,000 - \$49,999	1,460	14.98	33,898	9.03
Income \$50,000 - \$74,999	1,915	19.65	57,059	15.20
Income \$75,000 - \$99,999	1,218	12.50	44,422	11.83
Income \$100,000 - \$124,999	874	8.97	42,034	11.20
Income \$125,000 - \$149,999	467	4.79	32,223	8.58
Income \$150,000 - \$199,999	607	6.23	44,526	11.86
Income \$200,000 - \$249,999	250	2.57	19,346	5.15
Income \$250,000 - \$499,999	229	2.35	28,609	7.62
Income \$500,000 and over	61	0.63	17,151	4.57
<b>Avge. Household Income</b>	\$79,222		\$132,028	
<b>Median Household Income</b>	\$59,780		\$97,866	

Source: The Nielsen Company; Thomas Point Associates, Inc.

Figure 2-3 shows the pattern of median household income by location, based on census tracts in the Market Area. Household incomes are highest to the north, northwest and west of the site and are relatively lower in the southern parts of the area.



**Figure 2-3.**

**Median Household Income  
in 4-minute Drive of Site**

The family-based household is the prevalent model in this Market Area. Married couples comprise the largest share of households (57.2% of the total, compared to 77.7% of the County population). (Exhibit 2-3) Non-family households make up a larger portion of the Market Area population (32.6% vs. 31.9% in the County). In general the household composition is more diverse in the Market Area than in the County.

Exhibit 2-3

**Households by Type (2014), Market Area and Montgomery Co.**

Description	Market Area: 4-Minute Drive from Site		Montgomery Co.	
	No.	%	No.	%
<b>Households by Household Type</b>	9,744		378,821	
Family Households	6,570	67.43	258,023	68.11
Nonfamily Households	3,173	32.56	120,798	31.89
<b>Household Type By Presence Own Children</b>	6,570		258,023	
Married-Couple Family, own children	2,010	30.59	96,162	37.27
Married-Couple Family, no own children	1,750	26.64	104,459	40.48
Male Householder, own children	461	7.02	6,267	2.43
Male Householder, no own children	655	9.97	8,351	3.24
Female Householder, own children	839	12.77	22,310	8.65
Female Householder, no own children	855	13.01	20,474	7.93

Source: The Nielsen Company; Thomas Point Associates, Inc.

**2.4 Businesses and Employment**

While most of the Market Area is residential, there are major commercial centers and significant numbers of employees. The Takoma-Langley Crossroads and surrounding commercial area is the center of business activity but there are other business locations on New Hampshire Avenue, University Boulevard and other major thoroughfares. The economy in this area is diverse.

In total there are 1,439 businesses that employ 10,419 workers in the defined area. The largest number is in healthcare, reflecting the presence of the Washington Adventist Hospital complex approximately a mile east of the proposed site. The Hospital has plans to relocate its hospital facilities to the White Oak area of Montgomery County, six miles from the present location. It will leave a number of health services on the Takoma Park campus, including a rehabilitation center, urgent care services, prenatal services, wound care, laboratory services and its in-patient adult psychiatric care center. The relocation plan is currently under State review.

Healthcare, including the hospital complex as well as health care providers and health service businesses in the area, makes up the largest share of the employment base (36.3% of the total) and the largest share of sales (25% of total sales). Retail businesses are second in terms of both employment and sales. There are 10 businesses with 100 or more employees. Businesses in health care and educational services lead in this measure with 5 large establishments. While healthcare is a major employer there is a diversity of high-tech, retail and construction businesses in the area.

## 2.5 Traffic

New Hampshire Avenue (Maryland State Route 650) is a four-lane highway that connects downtown Washington, D.C. and Takoma Park with Colesville as well as other suburban communities farther north. It functions as a major arterial, carrying an average of over 33,000 vehicles near the site every day. The average annual daily traffic (“AADT”) counts on this road at four locations are shown in Exhibit 2-4. AADT figures are less but generally high on University Blvd; traffic is greater on this road both east and west of New Hampshire Ave. Traffic counts are usually the best measure of activity at any particular location, and the high numbers in the immediate vicinity of this easily accessible site are positive indicators for the proposed project.

### Exhibit 2-4

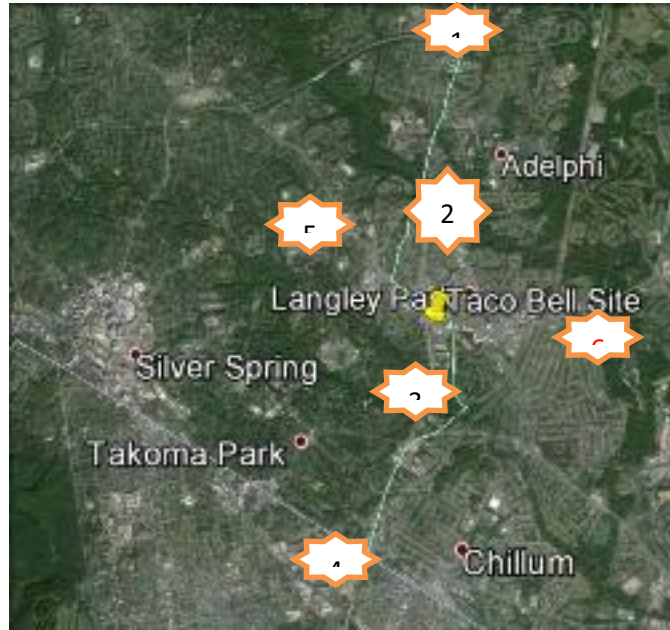
#### Traffic in the Takoma Park Market Area: Selected Locations, 2008 and 2013

Street	Location	2008	2013	Map ID #
<b>New Hampshire Avenue</b>				
	South of I 495	72,632	69,031	1
	North of University Blvd.	35,542	34,731	2
	South of University Blvd.	37,605	33,771	3
	South of East-West Highway	37,692	39,651	4
<b>University Boulevard</b>				
	East of Carroll Ave.	38,954	35,241	5
	West of Riggs Road	39,962	34,771	6

Source: Md. State Highway Admin.; Thomas Point Assocs., Inc.

Note: AADT is average annual daily traffic.

There is a new Transit Center under construction in the Northwest corner of the New Hampshire Ave/University Blvd. intersection. The Maryland Transportation Authority is developing this facility in order to centralize the 11 bus routes in the area under a single building and to accommodate the busiest bus transfer location in the region. The Center will serve approximately 12,000 travelers daily. In addition, it is designed to provide a transfer point for the future “Purple Line,” a light rail corridor that will eventually connect Bethesda and New Carrollton.



**Fig. 2-5. Location of Traffic Counts (Exh. 2-4)**

## **2.6 Conclusions**

The four-minute drive that defines the Market Area takes in an area of roughly six square miles, near the intersection of its two major roads (New Hampshire Avenue and University Blvd).

There is a resident population of 31,443 within this Market Area, comprising 3% of the total population of Montgomery County. This is a growing population (3.3% growth between 2000 and 2010) that is expected to continue to grow between 2014 and 2019 (3.03%). It is a youthful and heavily Hispanic population; median age is 33.5 years (28% of the residents are in the 18-34 year old age bracket and 54% of Market Area residents are Hispanic or Latino, compared to 18.5% of the County population. It is also a relatively well-off population with a median household income (\$79,222) that is 11% higher than the national figure.

The economy is diverse but healthcare establishments and employment represent the largest share. Of the 1,439 businesses in the defined area the largest number is in healthcare. Retail trade is second in both employment and total sales. While healthcare is a major employer there is a diversity of other businesses in the area.

In addition to the resident population and workforce, there is also a significant level of traffic on several major roads in the area. New Hampshire Avenue handles an average of over 35,000 vehicles near the site every day. There are also high traffic volumes on University Blvd east and west of the site (35,241 and 34,771 vehicles). The new Transit Center will consolidate bus travel for approximately 12,000 passengers daily and will be the transfer point for the “Purple Line” light rail system.

These demographic, economic and traffic factors suggest a favorable environment for small

business development and positive conditions for a quick service restaurant with drive-thru service. The significant numbers of existing trips that are already on the road and pass by the proposed Taco Bell site on a daily basis support the conclusion that there is a present need for an additional QSR with a drive-thru at this location. The proposed QSR with a drive-thru will capture pass-by trips by providing a convenient drive-thru restaurant for patrons traveling along the major thoroughfares. Additionally, the high concentration of families with children in the Market Area supports the need for an additional QSR with drive-thru. Although there are other QSRs in the Market Area, many elderly families with children desire the convenience of purchasing food at a restaurant without having to exit their vehicle. This convenience is an important feature of the Taco Bell restaurant and will serve an unmet demand in the Market Area.



### 3. Quick Service Restaurants in the Market Area

Thomas Point Associates conducted field research to identify and evaluate the various eating places in the Market Area. We visited quick service restaurants with drive-thru service in the area and evaluated locations and market positions. We also interviewed diners at QSR's in the area in order to understand the market picture from the user perspective. Our purpose was to evaluate the competitive environment and the need for the proposed Taco Bell in the context of the Takoma Park Market Area.

#### 3.1 Field Survey

##### 3.1.1 Existing Environment

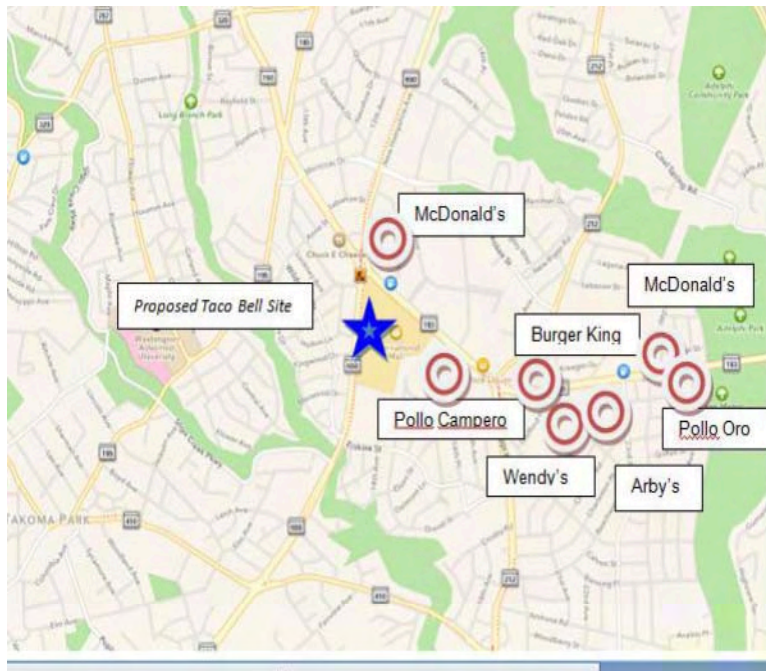
There are nine QSRs in the Market Area with drive-thrus (Exhibit 3-1) Figure 3-1 shows the locations of seven that are closest to the proposed site; two others are south on New Hampshire Ave. near the District of Columbia border. These nine restaurants vary widely in type of food, service and other respects, as discussed below.

Exhibit 3-1

#### Quick Service Restaurants with Drive-Thrus in Takoma Park Market Area

Location/Name	Address
Arby's	2001 University Blvd., Hyattsville
Burger King	2208 University Blvd., Hyattsville
McDonald's	7911 New Hampshire Ave., Langley Park
McDonald's	2306 University Blvd., Hyattsville
McDonald's	6301 New Hampshire Ave., Takoma Park
Pollo Campero	1355 University Blvd., Adelphi
Pollo Oro	2065 University Blvd, Langley Park
Popeye's	6350 New Hampshire Ave., Takoma Park
Wendy's	1461 University Blvd., Hyattsville

Source: Thomas Point Associates, Inc.



**Figure 3-1 Location of Quick Service Restaurants with Drive-Thrus Near Proposed Location**



One of these is the McDonald's on New Hampshire Ave at the University Blvd. intersection. This is the only competition to Taco Bell in the core of the defined Market Area. It appears to be a well-maintained, high-volume business. The fact that it is the only QSR with drive-thru in the immediate area is an important feature in view of the high traffic volumes on the major streets, the large number of workers (many with limited time for lunch) and the large number of travelers passing through the area by car and bus.



**Fig. 3-2 McDonald's, New Hampshire Ave.**

There is a second McDonald's, located on University Blvd. approximately a mile east from the New Hampshire Ave. intersection.



**Fig. 3-3 McDonald's, University Blvd.**

Other QSR's with drive-thrus in the Market Area are located on University Blvd., west of the New Hampshire Ave. intersection. Of the six on University Blvd., four are sited on the south side of the road and two on the north.



**Fig. 3-4 Wendy's, University Blvd.**

It is apparent in visiting these QSR's that three of the nine present significant conflicts with traffic moving around them. This is evident with the Wendy's, shown in Fig. 3-4, above, where vehicles circulating through the drive-thru are sharing rights-of-way with vehicles in the parking lot of the shopping center. A different problem exists with the drive-thru at the Arby's (Figure 3-5), where access from the University Blvd./Riggs Road intersection and a significant



**Fig. 3-5 Arby's, University Blvd.**

grade change make circulation through the drive-thru especially difficult. The drive-thru situation at the Pollo Campero is discussed below.

Two other QSR's with drive-thrus are located approximately two miles southwest of the proposed Taco Bell site, on New Hampshire Ave near the District of Columbia border.



***Figs. 3-5, 3-6  
McDonald's and  
Popeye's, New  
Hampshire Ave.  
(photos from  
Google)***

The proposed site of the Taco Bell is well located with respect to this competition and is especially well positioned in relation to vehicular movements along New Hampshire Ave.

### **3.1.2 The Taco Bell Brand in the Market Area**

There are six major divisions of types of QSR's that account for roughly 90% of total sales in the fast food market place. Five of these six categories are represented in the Takoma Park Market area:

- Burgers
- Sandwiches
- Pizza
- Chicken
- Mexican
- Coffee

Taco Bell fits in the category of "Mexican" and is unique in terms of its brand and market orientation:

- It features a "basic menu" based on Mexican cuisine (tacos, quesadillas, burritos) as well as "proprietary" dishes (e.g. Cheesy Gordita Crunch, Chalupa Supreme).
- Its target market is the "millennial" generation (age 18-34). This group places highest value on convenience and consistency.
- Its marketing is humorous and youth-oriented, directed to the target audience.

There are two QSR's in the area that feature chicken dishes in an overall Latin cuisine. Pollo Campero features "authentically Latin food" with fried chicken as the main dish. This is another situation where the drive-thru is heavily used and presents significant conflicts with vehicular circulation in the surrounding parking areas.



**Fig. 3-6 Pollo Campero, University Blvd.**

Pollo Oro is an independent restaurant that features “pollo a la brasa,” chicken roasted Peruvian-style. Its menu combines Latin and Caribbean dishes.



**Fig. 3-7 Pollo Oro, University Blvd.**

The only category that is not represented in the area is the Mexican cuisine that Taco Bell proposes to bring.

### **3.1.3 Drive-Thru Service**

An essential feature of the proposed Taco Bell Restaurant is its drive-thru service. The drive-thru feature has emerged as “the operational heart of the fast food industry” in recent years, accounting for 70% of the \$168 billion in fast food sales in 2010, according to the National Restaurant Association (Bloomberg Business Weekly Mag., May 5, 2011). According to a recent study in Quick Service Magazine, drive-thrus account for 60-70% of sales for the leading fast food brands (Oct., 2013). The study evaluated a benchmark group of the seven “best brands,” three of which are present in the Takoma Park Market Area, in terms of “the two leading measure of drive-thru health, speed and accuracy”:

- Burger King
- Chick-fil-A
- Krystal
- McDonald’s
- Taco Bell
- Wendy’s

Taco Bell ranked second in accuracy among the six. It was also second in terms of speed of service. Taco Bell’s drive-thru capability at the proposed location is likely to be far superior to those QSR drive-thrus in the Takoma Park Market Area where major circulation problems already exist.

### **3.2 Intercept Interviews**

Thomas Point Associates, Inc. conducted field research in July, 2014 that included intercept interviews with randomly selected individuals who were dining at QSR’s in the Market Area. The interviews included questions on the following matters:

- Trip purpose.
- Frequency of visits to the area.
- Zip code of residence.
- Means of travel.
- Frequency of use associated with food establishments in the area.
- Opinion on whether the area could support an additional QSR with a drive-thru.

The consultant completed 25 interviews in the market area. Principal results may be summarized as follows:

- Almost all subjects (84%) traveled to the QSR by vehicle.
- Most respondents reside in and around the market area: 36% of the respondents (9 individuals) live in the Langley zip code (20783). An additional 32% come from Takoma Park. There were three respondents from Hyattsville and one from Laurel.
- Frequency of visitation for dining in the area is high: 60% eat out in the area at least once per week, including 28% who dine in the area at least 3 times per week.
- Most respondents (20 of 25) expressed the opinion that the area could support an additional QSR.
- Five respondents specifically referred to the loss of the Taco Bell that had been located in the northwest quadrant of the New Hampshire Ave./University Blvd

intersection and the gap in the availability of this type of food that needed to be filled.

There is a strong sense that diners in the area feel that there is a need for additional QSR choices in Takoma Park. Moreover, most respondents agreed that drive-thru service would be an important feature of a new restaurant. Since convenience is the main reason consumers choose a QSR dining option, and since this area is almost completely a vehicular environment, the convenient drive-thru feature would be an essential component of the proposed development.

This information is interesting in relation to industry-wide research on dining. According to a recent national study (1,000 respondents, March, 2008 by the Kantar Group), convenience was the main reason consumers chose a limited service establishment food dining option.

### **3.3 Conclusions**

The findings of our analysis demonstrate that there is a need for an additional QSR with drive-thru service in Takoma Park. The McDonald's on New Hampshire Ave at the University Blvd. intersection is the only QSR with drive-thru in the core of the defined Market Area. This central and highly accessible location has high traffic volumes on two major streets and a large concentration of workers (many with limited time for lunch). The proposed site of the Taco Bell is well located with respect to this intersection and is especially well positioned in relation to traffic on New Hampshire Ave.

Six QSR's with drive-thrus in the Market Area are located on University Blvd., west of the New Hampshire Ave. intersection. There are two other QSR's two miles southwest of the proposed site, near the District of Columbia border. None of the QSR's in the Market area offers the same type of cuisine as Taco Bell and the proposed restaurant will be the only QSR in the area that features a Mexican menu. The efficient drive-thru feature will be essential to an important segment of Taco Bell's clientele.

Diners interviewed at QSR's in the market area indicated a need for more dining choices in the area: 61% of respondents eat out at least weekly, and most expressed the opinion that the area could support an additional QSR with a drive-thru. The area is a vehicular environment and there is a strong sense that there is a need for more eating options with drive-thrus in the area.

In summary, the Market Area offers a limited selection of QSR's with drive-thrus. As such, we have concluded that a need exists for an additional fast-food restaurant with a drive-thru at this location, and that there will not be a multiplicity or oversaturation of similar uses in the neighborhood.



## 4. Need

In this analysis of need we consider the characteristics of the Market Area as described in earlier sections of this report and calculate whether a potential sales gap exists in the fast food sector. We use two different methods to estimate potential need. The first relies on retail census data as reported by The Nielsen Company, a private firm that compiles statistics on market conditions. The second is based on field research and the application of standard industry sales figures to the Takoma Park Market Area. The two methods lead to different estimates of the extent of demand but the same conclusion.

### 4.1 The Retail Opportunity Gap

Exhibit 4-1 summarizes the retail situation for food service and drinking places with respect to the defined Market Area and all of Montgomery County. The data come from compilations of demographic and retail census information (for existing population concentrations) by the private firm, The Nielsen Company, and indicate its estimate of potential market support for a specific type of retail activity; the estimate is known as “Retail Market Power.” Data sources for Nielsen sales estimates include the following:

- Census Bureau: Census of Retail Trade (CRT).
- Annual Survey of Monthly Retail Trade.
- Nielsen Business Facts.
- Bureau of Labor Statistics: Census of Employment and Wages.
- State Sales Tax reports.
- Trade Associations.

The estimates of demand are based on the following sources:

- Census Bureau: Census of Retail Trade.
- Bureau of Labor Statistics: Consumer Expenditure Survey (CEX).
- Bureau of Economic Analysis: Personal Consumption Expenditures.
- Trade Associations.

The figures in Exhibit 4-1 relate to food service; the full range of calculations for other types of retail activity is included in Appendix B. The “opportunity gap” shown in the Exhibit is a measure of the difference between supply and demand. In this situation the gap is a positive figure for all four types of “foodservice and drinking places” for the Market Area and for all four types in Montgomery County as a whole. The category of interest in this case is the “limited-service eating place.” The gap for this category is \$5.5 million for the Market Area. Based on estimated sales of \$2-\$3 million per year at a typical establishment, this gap is the equivalent of approximately two establishments of this type. This data indicates that there is a significant unmet demand for fast food in the Takoma Park Market Area.

Exhibit 4-1

**Retail Opportunity (1/) for Fast Food Restaurants, 2014,  
Takoma Park Market Area and Montgomery County**

Retail Stores	Opportunity by Area	
	Market Area	Montgomery County
Foodservice and Drinking Places-722	18,482,955	423,045,680
Full-Service Restaurants-7221	6,211,558	166,430,652
Limited-Service Eating Places-7222	5,471,002	151,459,408
Special Foodservices-7223	5,029,948	39,517,220
Drinking Places -Alcoholic Beverages-7224	1,770,447	65,638,400

Source: The Nielsen Company; Thomas Point Associates, Inc.

1/ Opportunity is difference betw. actual sales and demand; positive figure represents sales gap.

2/ Department store sales, not included in specific categories.

Source: The Nielsen Company; Thomas Point Associates, Inc.

There is also a significant opportunity gap in the food services and drinking place category for Montgomery County as a whole. The figures indicate a sales gap of \$151.5 million in the limited service category. The estimated 55-60 QSR’s with drive-thrus in Montgomery County do not fill the gap for this type of service in the County.

Exhibit B in the Appendix shows the same data for all major retail categories, again for the four-minute drive time Market Area and Montgomery County as a whole. The data suggest that Takoma Park is a strong retail center when sales are compared to the buying power of the community. Not surprisingly, most residents of nearby areas travel into the area for many goods. There are retail opportunity gaps in all retail categories.

This data base and calculation are widely used in business decision-making. According to the Nielsen Company:

“The Nielsen Retail Market Power (RMP) database provides an actionable portrait of sales opportunity for site and market analysis, so marketers can maximize growth strategies by accurately targeting the sales gaps that exist in the marketplace. By using sales potential to depict supply, and geography-based estimates of potential annual consumer expenditures to depict demand, Retail Market Power® enables an opportunity gap analysis of the retail environment.”

**4.2 Total Sales Potential**

For comparative purposes, we estimated sales per square foot at each eating establishment in the area and the total sales by type of establishment. Sources included industry figures on average sales per person and by establishment category.

Total sales in 2014 amounted to \$13.4 million in this analysis (from the Nielsen estimate of reported sales). We next projected the sales potential using a per capita fast food sales figure of \$525.40 (the most recent estimate available from the US Census) and applied this to the Market

Area population (Exhibit 2-1). Based on this calculation we would expect resident QSR sales of \$16.5 million in the Market Area. We estimate that resident sales are 70% of the total sales potential (\$23.1 million). The difference between total sales potential and actual is \$10.2 million.

This figure suggests that there is strong demand for additional limited service restaurants in the area. With the right product and location the community could support a range of additional establishments. The difference in result between this analysis and the Nielsen approach may reflect different definitions of the QSR category. However, the conclusion that there is a gap is clear from both calculations.

### **4.3 Conclusion**

Based on census-derived information on actual sales and population, there is an “opportunity gap” (i.e., unmet demand) of \$5.5 million in the limited service restaurant business in Takoma Park. With estimated sales of \$2.5 million per year at a typical establishment this is the equivalent of approximately two fast food restaurants. At \$550 in sales per square foot, the gap represents a market-based need for an additional 9,950 square feet of space in this category. In addition to a gap at the local level there is a much larger County-wide gap estimated at \$151.5 million.

Alternatively, assuming that the population in the Market Area purchased fast food to the same extent as the US population (at a per capita value of \$525) one finds a sales gap of \$10.2 million.

While they have different results these calculations lead to the same fundamental conclusion. Under either approach there is clearly a significant sales gap and need in the QSR category in both Takoma Park and Montgomery County.

The gap is also conspicuous when one considers the Taco Bell brand and the market niche that this QSR serves. There is no other fast food in the Takoma Park Market Area in the Mexican cuisine sector. The nearest is several miles east in College Park, well outside the market area.

The market information demonstrates that there is presently an insufficient number of limited service restaurants in the Market Area to satisfy the current population. There is just one QSR with a drive-thru at the New Hampshire Ave/University Blvd. intersection, and six others along University Blvd. that serve the area population and the heavy traffic. There are two QSR’s within the four-minute drive on New Hampshire Ave. approximately two miles south of the site. The addition of a QSR with drive-thru at the proposed location will not result in a multiplicity or saturation of similar uses in the General Neighborhood, considering the sales gap and need discussed above. Lastly, according to interviews at QSR’s in the area, people in Takoma Park want more dining choices, including the cuisine and convenient drive-thru service for which Taco Bell is known, and they want a new Taco Bell in the area to replace the one that was lost in construction of the Transit Center.



Appendix A: Intercept Interviews

*Interviews conducted in QSR's in Market Area., 11:30 AM-6 PM, Fri., Jan. 30, 2015.*

<b>Location</b>		<b>Weather was clear, 35 degr.</b>	
McDonald's	6		
Burger King	2		
Wendy's	1		
Pollo Campero	5		
Other	11	<b>Total</b>	<b>25</b>
1. What is the primary purpose of your trip to this area?			
Dining at this restaurant	19		
Shopping	6		
Business			
Other			
2. How did you travel here?			
Car	21		
Bus	1		
Walk	3		
Bike			
3. What is the zip code of your residence?			
20783	9	Langley Park	
20903	2	Takoma Park	
20782	3	Hyattsville	
20912	3	Takoma Park	
20901	3	Takoma Park	
20707	1	Laurel	
	3	Other	
4. How often do you dine out in Takoma Park?			
Daily	3		
Weekly 1x	4		
Weekly 2x	1		
Weekly 3x	7		
1x/mo	2		
2x/mo	3		
5. In your opinion, could Takoma Park support <b>another fast food restaurant with drive-thru?</b>			
Yes	20		
No	3		
No opinion/not sure	2		
6. Do you have any thoughts on the idea of a fast food restaurant in Takoma Park with a drive-thru?			
1 The Taco Bell that was in this area was successful (4 comments).			
2. There is a need for a fast food restaurant that is open all night (3).			
3. This is a busy area; it could easily support another restaurant.			
4. The drive-thru at Pollo Campero is always crowded---long waits there.			

Appendix B

**Retail Opportunity (1/), 2014,  
Takoma Park Market Area and Montgomery County**

*Opportunity Gap/ Surplus by  
Area*

<b>Retail Stores</b>	<b>Takoma Park Market Area</b>	<b>Montgomery County</b>
Total Retail Sales Incl Eating and Drinking Places	226,687,436	7,841,019,873
Motor Vehicle and Parts Dealers-441	61,918,986	556,162,855
Furniture and Home Furnishings Stores-442	4,543,024	271,510,287
Electronics and Appliance Stores-443	4,067,815	128,176,201
Building Material, Garden Equip Stores -444	31,135,455	859,969,208
Food and Beverage Stores-445	22,345,865	658,465,949
Health and Personal Care Stores-446	<b>(8,532,056)</b>	369,949,426
Gasoline Stations-447	1,004,892	1,164,245,465
Clothing and Clothing Accessories Stores-448	5,739,281	617,614,796
Sporting Goods, Hobby, Book, Music Stores-451	6,953,385	258,058,389
General Merchandise Stores-452	34,629,382	1,608,344,304
Miscellaneous Store Retailers-453	7,508,880	213,580,697
Non-Store Retailers-454	36,889,573	711,896,616
Foodservice and Drinking Places-722	18,482,955	423,045,680
Full-Service Restaurants-7221	6,211,558	166,430,652
Limited-Service Eating Places-7222	5,471,002	151,459,408
Special Foodservices-7223	5,029,948	39,517,220
Drinking Places -Alcoholic Beverages-7224	1,770,447	65,638,400
GAFO *	59,225,166	2,961,360,466
General Merchandise Stores-452	34,629,382	1,608,344,304
Clothing and Clothing Accessories Stores-448	5,739,281	617,614,796
Furniture and Home Furnishings Stores-442	4,543,024	271,510,287
Electronics and Appliance Stores-443	4,067,815	128,176,201
Sporting Goods, Hobby, Book, Music Stores-451	6,953,385	258,058,389
Office Supplies, Stationery, Gift Stores-4532	3,292,280	77,656,489

1/ Opportunity is difference betw. actual sales and demand; positive figure represents sales gap.

2/ Department store sales, not included in specific categories.

Source: The Nielsen Company; Thomas Point Associates, Inc.



## Appendix C

**Thomas J. Flynn**

tomflynn@thomaspoint.com

### Planner/Economist:

Consultant to government and private sectors on economic development issues and opportunities, specializing in development and redevelopment planning for downtowns and industrial properties. Evaluates all types of development programs and projects for feasibility, identifying market, financial, design and structural issues and recommending preferred development approaches. Expert in project planning, financing and implementation. Consults on the organization and management of development and redevelopment entities.

### Professional Experience

*Thomas Point Associates, Inc.*  
Maryland

Annapolis,

1991: President

This specialized development consulting firm addresses joint public/private opportunities, focusing on the economics of development and redevelopment of downtowns and industrial properties. TPA combines skills of its principal staff with associated expertise in transportation, urban design, engineering, law, architecture, cost estimating, environmental sciences and other specialized disciplines, as needed. Areas of concentration are:

- Development planning and programming.
- Job-development strategies for military properties.
- Market research on project feasibility and reuse of commercial and industrial properties.
- Development studies on layout, phasing/schedule, operations and management.
- Financing strategies to combine public and private investment.
- Project packaging and developer solicitation.
- Development impact evaluation.
- Client representation in negotiations.
- Expert advice and testimony in litigation.

TPA/s recent and current work includes development and redevelopment assignments in California, Florida, Maryland, New York, Pennsylvania, Texas, Utah, Virginia and West Virginia. The firm recently completed commercial site development projects in Bakersfield, California; Lakeland, Florida; and Norfolk, Virginia.

Specific project achievements have included:

- Needs analysis for quick service restaurants and gas stations in Montgomery County, Maryland including Wendy's (two) and Taco Bell fast food chains, and EXXON, FreeState and Costco gas stations.

- Recommended reuse programs for over ten million square feet of industrial and commercial space in twenty states.
- Conducted planning and implementation for \$200 million downtown redevelopment program in Charleston, West Virginia.
- Prepared reuse plan for former Piper Cub factory, a 400,000 square foot, four-building complex in Clearfield County, Pennsylvania.
- Prepared reuse plan for Fafnir Bearing factory, a 600,000 square foot complex with more than 100 structures, located in New London, Connecticut.
- Prepared reuse plan for 14-acre Allied Chemical industrial site on the Inner Harbor in Baltimore, Maryland.
- Prepared reuse program for 35-acre BASF site in Rensselaer, New York.
- Conducted market research and project planning for major waterfront hotel/visitor's center project (\$20 million) in Hampton, Virginia.
  - o Carried out developer solicitation/negotiation for construction of a \$50 million residential/mixed use project in air rights over a 1200-car public parking garage in Bethesda, Maryland.

***Zuchelli Hunter and Associates, Inc.***

1987-1991: Partner; 1981-1987: Senior Associate  
Maryland

Annapolis,

Advised public and private clients on all aspects of development activities. Work encompassed full spectrum of public/private partnerships including facilities development, real estate, strategic economic planning, tourism and downtown redevelopment. Advised on financing, including private investment, tax increment funding, revenue bonding and other approaches. Conducted development solicitations.

***Public Technology, Inc.***

1978-1980: Technical Representative

San Juan, Puerto Rico

Advised City staff and Mayor on planning and implementation of development projects, including redevelopment of historic district, land reclamation, transportation planning and adaptation of new technologies in local government operations.

***Real Estate Research Corporation***

1981: Senior Associate

Washington, D.C.

Conducted research on commercial and residential development support for projects throughout the United States, including international exhibit center, hotels, condominiums, shopping centers and office buildings. Prepared development strategies addressing tourism, job training, downtown redevelopment, growth control and various types of policies and programs.

## **Education**

*American University*, 1981, Advanced course work in real estate finance.

*Harvard University*, 1974-1975, M.C.P. Degree with specialization in economic development.

*Holy Cross College*, 1967, B.A.

## **Speeches and Publications**

- Fostering Entrepreneurialism, Maryland Industrial Dev. Assn., June, 2003.
- Real Estate Development Training Session, City of Detroit, Planning Department, 2000.
- Downtown Redevelopment Principles, American Planning Assn. Conf., Chicago, 1995.
- Mixed-Use Development Handbook, Management and Operations, ULI, Wash., D.C., 1988.
- Principles in Negotiating Easements, National Assn. of Coop/Condominium Owners.
- Development of Private Space in Public Garages, Intl. Parking Mgmt. Congress, 1987.
- "Foreign Manufacturers Reveal U.S. Location Decisions," Urban Land, May 1982.

## **Memberships and Professional Associations**

Member: Urban Land Institute, American Inst. of Certified Planners ("AICP"), Lambda Alpha Land Economics Fraternity.

Board Member (2000-2005): International Economic Development Council, a full service organization of over 5,000 economic development professionals. Chair of the Accredited Economic Development Organization ("AEDO") Subcommittee of the IEDC

# City of Takoma Park

DEPARTMENT OF PUBLIC WORKS  
Telephone: 301-891-7633  
5/12/2015 May 12, 2015 FAX: 301-  
585-2405



31 Oswego Avenue  
Silver Spring, MD 20910

Mr. Bradford Fox, P.E.  
Bohler Engineering  
16701 Melford Blvd.  
Bowie, MD 20715

May 12, 2015

Re: SWC 15-03-01 Takoma  
7681 New Hampshire Avenue,  
Takoma Park MD (Taco Bell)

Dear Mr. Fox:

This is to inform you that the above reference application has been reviewed. The referenced Concept Approval application and response package submitted on 5/12/2015 were found acceptable. A tree protection plan approved by the City Arborist, if required for this project should be obtained as a condition of this approval.

Please refer to Takoma Code title 16 for complete description of Stormwater Management Plan Permit requirements. A summary expert of SWM Permit requirement documents is listed below for your convenience.

1. SWM Permit application,
2. Three (3) Copies of the final SWM plans
3. Sediment and Erosion Control set of plans approved by MC DPS.
4. Construction cost estimate of SWM facilities for the propose of setting the Bond
5. A Permit fee Equal to 10 % of the total cost of SWM facilities
6. A performance Bond equal to the approved construction cost of the SWM facilities
7. Declaration of Covenants inspection/Maintenance of Stormwater Management System
8. Maintenance schedule developed for the life of SWM facilities installed on the Plans
9. Schedule for staged inspection and reports (Takoma Code 16.04.210, 16.04.260).
10. Takoma Park Code Section 16.04.30 provides that “

*“The City Manager, in his or her sole discretion, may accept the certification of a registered professional engineer licensed in Maryland in lieu of any inspection during construction required by this chapter”.*

Under this option, the owner shall in a letter name the professional engineer registered in Maryland who would be providing inspection and certification for all the stages of construction described in the referenced section of Takoma Code including preparation and presentation of the final As- Built plans and certifications.

Upon Completion of the project and prior to Bond release, an as-built plan of the SWM facilities along with certification by a professional engineer shall be submitted to this department. I appreciate the opportunity to be of service; should you require additional assistance please call the undersigned at 301-8917620.

Sincerely,

A handwritten signature in cursive script that reads "Ali Khalilian".

Ali Khalilian, P.E.

City Engineer

City of Takoma Park

cc: Daryl Braithwaite

Todd Bolton

File

# City of Takoma Park

## Housing and Community Development

Telephone: (301) 891-7119  
Fax: (301) 270-4568



7500 Maple Avenue  
Takoma Park, MD 20912

October 28, 2015

Neil Braunstein, Planner Coordinator  
Area One Planning Division  
Maryland-National Capital Park and Planning Commission  
8787 Georgia Avenue  
Silver Spring, Maryland 20910

Re: Site Plan No. 820150150  
Taco Bell at New Hampshire Avenue and Holton Lane

Dear Mr. Braunstein,

The City of Takoma Park has completed its review of site plan file 820150150. The applicant has incorporated all of the City's comments from the September 14 Development Review Committee meeting with regards to right-of-way in their September 29 site plan resubmittal.

Installation and maintenance of a public bus shelter by the City's contractor on the proposed concrete bus pad on New Hampshire Avenue within the LOD will require a License Agreement between JBGR (property owner) and the City of Takoma Park.

The proposed LOD extends into Holton Lane, a City of Takoma Park right-of-way. Applicant shall obtain a permit to work in the right-of-way from the City of Takoma Park Public Works Department. Please contact Ian Chamberlain, Construction Manager, at (301) 891-7611 to obtain necessary permits.

Enclosed is Resolution 2015-60 adopted by the Takoma Park City Council on October 19, 2015 with regards to the site plan, to be transmitted to the Planning Board. Also enclosed is all electronic and written correspondence received by the City Clerk with regard to the project.

Thank you for the opportunity to review this site plan. If you have any questions or comments regarding this letter, please contact me at [ErkinO@takomaparkmd.gov](mailto:ErkinO@takomaparkmd.gov) or (301) 891-7213.

Sincerely,

A handwritten signature in black ink, appearing to read "Erkin Ozberk".

Erkin Ozberk, Senior Planner

cc: Sara Daines, Director, Housing and Community Development Department  
Ian Chamberlain, Construction Manager, Public Works Department  
Stacy Silber, Lerch, Early, & Brewer



**From:** Iris Packman <iris.packman@gmail.com>  
**To:** <talishasearcy@gmail.com>, <shultz@starpower.net>  
**CC:** <brucew@takomaparkmd.gov>, <JessieC@takomaparkmd.gov>  
**Date:** Monday, May 11, 2015  
**Subject:** Please oppose the Taco Bell development

Dear Ms. Searcy and Councilmember Schultz,

I am a resident of New Hampshire Gardens and I strongly oppose the proposed Taco Bell development at the Takoma-Langley Crossroads. There are many low-end, poor-paying, unhealthy food options already up and down New Hampshire Avenue that are bad for our residents (who must deal with the traffic exhaust and congestion) as well as the community (earning poor wages, facing litter and a lack of recycling), for starters. This development should be an opportunity for the city to begin transforming the Crossroads into a more pedestrian, family-friendly area. To do this, we should seek out businesses that will not increase car traffic (such as drive-thru fast food joints), but will attract families from the surrounding area to eat healthier foods and shop at places that treat their employees well and participate in the community. Taco Bell and its parent corporation have a terrible track record with labor abuses in their supply chain and pay dismal wages that will not help lift our residents out of poverty. The food is poor quality and unhealthy and redundant with other nearby offerings.

I urge you to oppose this development and to seek out alternatives that will be better for our residents.

Thank you,

Iris

Glenside Drive



**Essex House Apartments Tenants Association**  
7777 Maple Avenue, Takoma Park, MD 20912

September 18, 2015

City Clerk  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, MD 20912

Dear Councilmembers,

We are writing in support of the approval for the drive-through Taco Bell restaurant proposed for the New Hampshire Avenue location at Holton Lane. We hope that the City Council will support a variety of restaurant options for the diverse population, family budgets and schedules in our city and vote affirmatively for this restaurant construction.

Furthermore, we understand that this Taco Bell franchise has committed to employment opportunities for local residents and we are supportive of this commitment to our community. Employment is a foundation of self-sufficiency, providing opportunity to develop and enhance skills and values such as teamwork and cooperation, hallmarks of our Takoma Park community. We hope that some of our residents, especially our young people, may benefit from such an opportunity.

We support the continued presence of a drive-through Taco Bell for the convenience it offers Takoma Park residents and families, who lead busy lives and may wish to make the choice for a quick, accessible, affordable prepared meal at this establishment.

Yours truly,

/s/

Aleksandra Miskovic  
President  
Essex House Apartments Tenants' Association

Cc: Carlton Malcom, Vice-president  
Denise Jones, Secretary  
John Kavyavu, Treasurer  
Yibeltal Belichew, Director  
Loretta Long, Director  
Mahlet Bedaine, Director  
Jarrett Smith, Councilmember, Ward 5

Gladys Harvey  
151 Ritchie Avenue  
Takoma Park, MD 20910

September 21, 2015

Mayor Bruce Williams and Council  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, MD 20912

In Care of:  
City Clerk, Jessie Carpenter

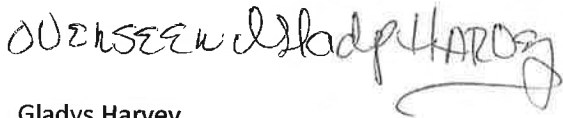
Dear Mayor and Council:

My name is Gladys Harvey and I have been a resident of Takoma Park for over 30 years. I stay very active in my community and I am involved with many church and civic organizations. I am supporting the new Taco Bell because they have an interest in the community. They have already made commitments to support local organizations and upcoming community events.

There is a definite benefit to have a wide mix of types of businesses in our community, and I ask that you support the new Taco Bell.

With all my activities, I find the drive thru very convenient and will definitely eat there with friends and family.

I am,



Gladys Harvey

CC: Councilmember Seth Grimes, Ward 1  
Councilmember Tim Male, Ward 2  
Councilmember Kate Stewart, Ward 3  
Councilmember Terry J. Seamens, Ward 4  
Councilmember Jarrett Smith, Ward 5  
Councilmember Fred Shultz, Ward 6

Avery Huggins  
Washington Adventist University  
Morrison Hall Men's Residence  
7600 Flower Avenue  
Takoma Park, MD 20912

September 21, 2015

Mayor Bruce Williams and City Council  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, MD 20912

Attention:  
Jessie Carpenter  
City Clerk

Re: New Taco Bell, New Hampshire Avenue and Holton Lane

Dear Mayor and Council:

My name is Avery Huggins and I am the current Student Body President at Washington Adventist University. I support the new Taco Bell because I know that it could assist students in a number of ways including employment, internships, and scholarships. Taco Bell is a great option for students like me. It is affordable, and there is a ton of variety in their menu. As a student, I am always looking for different places to study with Wi-Fi.

I have seen images of the inside of their new restaurants. Their new restaurants have plugs near their tables, and Taco Bell offers free Wi-Fi.

My friends and I are excited about Taco Bell choosing to come to the City of Takoma Park and I know that I will be a frequent customer.

Sincerely,

  
Avery Huggins

cc: Councilmember Seth Grimes, Ward 1  
Councilmember Tim Male, Ward 2  
Councilmember Kate Stewart, Ward 3  
Councilmember Terry J. Seamens, Ward 4  
Councilmember Jarrett Smith, Ward 5  
Councilmember Fred Shultz, Ward 6





**TAKOMA  
LANGLEY  
CROSSROADS  
DEVELOPMENT  
AUTHORITY, INC.**

**EXECUTIVE DIRECTOR**  
**MELANIE ISIS**  
misis@takomalangley.org

**BOARD**

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Director, At Large

**PRITI SHETH**  
Director, At Large

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Professional Building

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Maryland Dept. of Housing  
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Representative,  
Montgomery County

**FRED SCHULTZ**  
Takoma Park Council Ward 6

**ERWIN H. MACK**  
Director Emeritus

September 21, 2015

Stacy P. Silber, Esq.  
Lerch, Early & Brewer, Chtd.  
3 Bethesda Metro Center, #460  
Bethesda, MD 20814

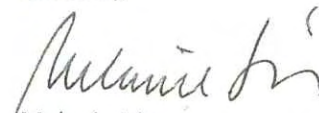
Dear Stacy,

The Board of Directors of the Takoma/Langley Crossroads Development Authority (CDA) voted electronically and approved MUY Brands, LLC's site plan to construct a 2,063 square foot Taco Bell in the ALDI parking lot at the corner of New Hampshire Avenue and Holton Lane, in a CRT-2.5 mixed-used zone.

MUY Brands designed the restaurant to conform to the 2012 Takoma/Langley Crossroads Sector Plan and Design Guidelines, and 2009 Holton Lane Area Improvement Vision. The project will add green spaces to the parking lot and occupy an area previously serving as a lot for cars offered illegally "for sale". The new restaurant model that this Taco Bell will offer has more community resources: open for breakfast, free Wi-Fi with outlets, an evolving menu to meet changing consumer preferences and "fresco" low-calorie options, as well as outdoor dining. The new building will be more attractive than traditional Taco Bells, with a muted exterior profile and contemporary appearance, linear design elements and stone veneer. Large windows on the sides facing New Hampshire Avenue (40% windows and doors) and Holton Lane (36% windows and doors) will help activate the street and give the building increased visibility to passersby, as well as access.

The CDA met twice with MUY Brands representatives, and attended their April 29 required pre-submission meeting at the Takoma Park Community Center. We believe the project will be a positive development for the Takoma/Langley Crossroads community.

Sincerely,

  
Melanie Isis  
Executive Director

Phillip Malcolm  
12331 Old Gunpowder Road  
Beltsville, MD 20705

September 21, 2015

Mayor Bruce Williams and Council  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, MD 20912

Attention:  
Jessie Carpenter, City Clerk

Dear Mayor and Council:

My name is Phillip Malcolm and I am supporting the new Taco Bell because of its new and innovative Fresco Menu. I am the former Student Body President of Washington Adventist University and while president, I had a number of programs focused on finding foods that are fast, but still good for you.

With the drive thru, and fresco menu, students with cars will have a convenient healthy option to eat. They will also enjoy the new restaurant style and have the option of eating in or going through the drive thru. With classes, study, and work – a quick and enjoyable meal is very helpful to many students.

I ask that you please support the new Taco Bell, and by doing so, further support the students of Washington Adventist University.

Sincerely,



Phillip Malcolm

cc: Councilmember Seth Grimes, Ward 1  
Councilmember Tim Male, Ward 2  
Councilmember Kate Stewart, Ward 3  
Councilmember Terry J. Seamens, Ward 4  
Councilmember Jarrett Smith, Ward 5  
Councilmember Fred Shultz, Ward 6

Terrill J. North  
7333 New Hampshire Avenue, #402  
Takoma Park, MD 20912

September 21, 2015

Mayor Bruce Williams and City Council  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, MD 20912

ATTN:  
Jessie Carpenter, City Clerk

Dear Mayor and Council:

My name is Terrill North and I live within five minutes walking distance from the proposed site. I am supporting the new Taco Bell because it has the capacity to support youth employment opportunities.

On a personal note, I am excited that Taco Bell is choosing to invest millions in my neighborhood. I am very familiar with the Aldi Shopping Center. It is right down the street from where I live. The front lot and the sidewalks along New Hampshire Avenue and Holton Lane are not an inviting place. It is pretty much all asphalt. Taco Bell is going to change that. The new restaurant has large windows, which will let in light, and they are offering a place where we can eat outside or drive thru. With their breakfast menu, tables and Wi-Fi, I now have a place where I can have breakfast meetings in my own neighborhood. My family lives on New Hampshire Avenue close to businesses, but because ALDI is poorly lit at night, there is this wide surface parking lot exposed and I am not comfortable with me or my family walking to our local bank or other nearby establishments past ALDI's. With this new restaurant, pulled up to the street, with the new sidewalks, and more activity – we will definitely have an option to drive or walk in the evenings to our local stores.

We are excited to have Taco Bell invest in my neighborhood, and I ask that you support this new business.

Yours truly,



Terrill J. North

cc: Councilmember Seth Grimes, Ward 1  
Councilmember Tim Male, Ward 2  
Councilmember Kate Stewart, Ward 3  
Councilmember Terry J. Seamens, Ward 4  
Councilmember Jarrett Smith, Ward 5  
Councilmember Fred Shultz, Ward 6

**From:** Casey Brennan <casey420brennan@yahoo.com>  
**To:** "Brucew@takomaparkmd.gov" <Brucew@takomaparkmd.gov>, "SethG@takomaparkmd.gov" <SethG@takomaparkmd.gov>, "TimM@takomaparkmd.gov" <TimM@takomaparkmd.gov>, "KateS@takomaparkmd.gov" <KateS@takomaparkmd.gov>, "TerryS@takomaparkmd.gov" <TerryS@takomaparkmd.gov>, "JarrettS@takomaparkmd.gov" <JarrettS@takomaparkmd.gov>, "FredS@takomaparkmd.gov" <FredS@takomaparkmd.gov>, "JessieC@takomaparkmd.gov" <JessieC@takomaparkmd.gov>  
**CC:** Holly Robertson <hollyrobertson21@gmail.com>  
**Date:** Wednesday, September 23, 2015  
**Subject:** Proposed Taco Bell on New Hampshire Ave

I am writing to express my frustration and disapproval of the proposed Taco Bell in Takoma Park.

The Langley Park / Takoma Park 'cross roads' area is something of the stepchild of our proud city it seems. When new restaurants like Rosco's, or Republic come into the city they are greeted with fanfare and support because of what they represent - High quality, property value increasing businesses that improve our city. Taco Bell does not do this. And if the Taco Bell was instead trying for a location in the 'nice area' of the city, I don't believe it would have a chance of getting support from the council. Can you imagine a Taco Bell next door to Roscos? But down in the cross roads area, well that makes sense somehow?

I believe it is time for the City to stop looking at the crossroads area as a part of the city where a Taco Bell 'makes sense'. Instead it is time to take a long term view of the area and see it for what it is.... the area of the city with the largest potential for growth and development. The Recreation Center may well get rebuilt and revitalized. The Purple line will be built and it will stop at the crossroads. This area of our city will change and we (you all) have the ability to start saying what we want that change to be. Do we want strip malls, parking lots and drive throughs that are frequented by commuters? I know I do not want that. And I know the various planning documents don't call for that either. So lets not start down that path by saying 'yes, we want a drive through fast food restaurant' in the area!

Please vote against this proposal!  
Thank you,  
-Casey-1118 Lancaster Road



**From:** <linlander@gmail.com>  
**To:** "nhgca@yahoogroups.com" <nhgca@yahoogroups.com>  
**CC:** Frederick <fshultz@starpower.net>, Senator Jamie Raskin <senatorjamieraskin@gmail.com>, Jessie Carpenter <JessieC@takomaparkmd.gov>, Talisha Searcy <talishasearcy@gmail.com>, Seth Grimes <grimes@altaplana.com>, Bruce Williams <brucewtakoma@gmail.com>, Diana Kohn <diana@takoma.com>  
**Date:** Sunday, October 11, 2015  
**Subject:** Re: Your support needed - City Council work session - Monday 10/12 at 7

I'm dreaming of a NEW Hampshire  
just like the one they promised us.  
With some B corporations  
and community elation,  
it sure would be a boon for us!

I'm dreaming of a pasta restaurant  
With sauces fresh and deliciosas.  
No offense to talking chihuahuas,  
!But a pasta place would be fabulosa!

\*\*\*\*\*

19 fast-serve restaurants, 13 with drive throughs, within 2 miles or 5 minute drive of the Holton/NH Aves proposed site of Taco Bell - !YA BASTANTE!

Linette Lander  
Ward 6/Lancaster Rd

1105 Lancaster Rd.  
Takoma Park, MD 20912

October 12, 2015

To the Council of the City of Takoma Park  
c/o Jessie Carpenter, Clerk of the City

RE: **Proposed relocation of Taco Bell to New Hampshire Avenue**

I am writing as a resident of Ward 6 since 2009 (and resident of nearby Ward 4, Takoma DC since 1983) to urge you to consider my perspective on the proposed relocation of the Taco Bell to New Hampshire Ave. The reason I am taking the time to write is that I am concerned that the Council (and the County too) may place a label on the New Hampshire Avenue (“the New New Hampshire Avenue”) without taking the steps necessary to ensure that there is anything new there, namely **pedestrian-friendly, mass transit-centric, trash-free, innovative development**.

I have been in communication with Melanie Isis of the Crossroads Development organization and with Councilmember Schultz via the New Hampshire Gardens community listserv. From those discussions that have also included other taxpaying residents in my neighborhood, I have learned that there is a very high demand and interest in commercial space at the Crossroads area, that the businesses there pay market rate, and remain located in the Crossroads for a fairly long period (an average of 11-15 years). Accordingly, it is critical that when there is a rare vacancy in that location that the neighborhood and the City (and County) benefit from the new opportunity to the maximum extent possible. It is disappointing to me to realize that one of those rare vacancies may be occupied into the foreseeable future with a drive-through fast food restaurant relocating from the opposite side of University Blvd.

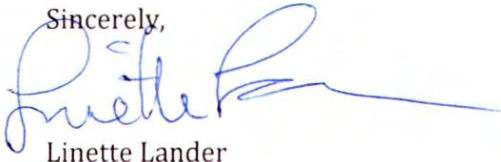
Recently I was approached by a very successful DC-based restaurateur while I dined in his 14<sup>th</sup> St NW area taqueria. When he heard where I lived, he expressed his interest in investigating opportunities to expand his organic, gluten-free taqueria, with a full bar, local and Mexican draft beers and delicious aguas frescas in numerous fruit flavors outside of DC and said that he had been encouraged by colleagues and friends to consider Takoma Park. Tacos are \$2.99 – \$3.99. Other basic and fresh Mexican-style items are also on the menu. The business seems to operate on a low-disposable model. The décor inside the taco place is attractive, as is the garden dining out front with native plants and a small fountain, among other landscape features. The owner and his partner have operated two very successful higher-end businesses in Adams Morgan, Dupont Circle, and Capital Hill DC.

What can the City do to draw such businesses to areas of Takoma Park outside the OTB-district, where numerous dining options already exist? What can residents do to connect interested business owners to opportunities in under-utilized portions of Takoma Park such as New Hampshire Avenue (at least relative to innovative operations) and Takoma Junction?

I do not underestimate the value of the low-cost meals, added vegetarian offerings, job training, above-minimum wage jobs, and scholarships that Taco Bell has described, to the extent those would all be widely enough available to be of any significance to our community. But if car-oriented fast food restaurants with drive-through windows continue to prevail along New Hampshire Avenue to the exclusion of other fare, I think we need to drop the "New New Hampshire Avenue" slogan in favor of "NH Ave - Same Old, Same Old."

Thank you for considering my input.

Sincerely,

A handwritten signature in blue ink, appearing to read "Linette Lander", with a long horizontal flourish extending to the right.

Linette Lander

PS - Because I have heard that the Council puts more stock in in-person testimony, I am including the attached graphic in the sign-bearing tradition of my first neighbor in Takoma Park, MD (Mayor Sammie Abbott), in lieu of in-person testimony in hopes of drawing the Council's attention and capturing your support. (I have problems with favoring in-person over other public comment if true, because we all know that those who can most easily appear before the Council and wait their turn to testify are the paid staff of businesses and organizations, people without children, full-time or evening jobs, or other commitments. I encourage the Council to give all input in all forms equal weight in this internet age.)

cc: Melanie Isis

Attachment



Reduce traffic

Make

Keep NH  
trickle,  
walkable

Real New  
Hampshire

Don't trash  
neighborhood.

Open for  
Business

Reduce  
Traffic

What's new  
for  
Summer?

Don't trash  
New  
Hampshire

Transit -  
center!

Save  
the  
Pedestrians.

Can  
you  
change  
the  
end

Innovate  
the  
end

Better  
freedom

no  
drive  
through



**From:** "Lawson, Lichelle" <llawson@cbmove.com>  
**To:** <JessieC@takomaparkmd.gov>  
**Date:** Monday, October 12, 2015  
**Subject:** Taco Bell Proposal

I want to express my support of the Taco Bell which is proposed for the location on Holden Lane and New Hampshire Avenue. I frequented the previous location and feel that there is a need for the restaurant in the Langley-Takoma area.

Regards,

Lichelle Lawson 6418 Sligo Mill Rd

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**Jessie Carpenter - Taco Bell proposal**

---

**From:** Amanda Hungerford <amanda.p.hungerford@gmail.com>  
**To:** <Brucew@takomaparkmd.gov>, <SethG@takomaparkmd.gov>, <TimM@takomaparkmd.gov>, <KateS@takomaparkmd.gov>, <TerryS@takomaparkmd.gov>, <JarrettS@takomaparkmd.gov>, <FredS@takomaparkmd.gov>, <JessieC@takomaparkmd.gov>, <MCP-Chair@mncppc-mc.org>  
**Date:** 10/14/2015 12:04 PM  
**Subject:** Taco Bell proposal

---

Dear Council and Planning Board Members,

I am writing in opposition to the proposed Drive-Thru Taco Bell in Takoma Park. I believe that a single-use, standalone building such as this would increase traffic on the road, and is in opposition to the forward-looking Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision. We should be encouraging more pedestrian- and bike-friendly development, and the Taco Bell is not it.

Less auto-reliant urban development is better for our planet, and our community. A drive-thru decreases walkability, and discourages patrons from stopping, shopping, and supporting the local businesses in the area.

I urge the Takoma Park City Council and Montgomery County Planning Board to requires any developer of this site to develop the site in a way more in line with the Crossroads Sector Plan. Particularly, I believe we do not need to saturate this area with restaurant drive-thrus. Please help capitalize on this highly visible corner with better density development, and an eye toward walkability.

Thank you for your consideration.

Sincerely,

Amanda Hungerford  
212 Dogwood Avenue  
Takoma Park

**From:** Holly Robertson <hollyrobertson21@gmail.com>  
**To:** <Brucew@takomaparkmd.gov>, <SethG@takomaparkmd.gov>, <TimM@takomaparkmd.gov>, <KateS@takomaparkmd.gov>, <TerryS@takomaparkmd.gov>, <JarrettS@takomaparkmd.gov>, Fred Schultz <FredS@takomaparkmd.gov>, Jessie Carpenter <JessieC@takomaparkmd.gov>  
**CC:** <suzannel@takomaparkmd.gov>  
**Date:** Monday, October 19, 2015  
**Subject:** We Can Do Better than a drive-thru Taco Bell petition  
**Attachments:** WeCanDoBetter-TB-petition-final.pdf; Part.002

Councilmembers,

Please find attached the current signatures of a petition encouraging you to believe that we can do better than a drive-thru Taco Bell in Takoma Park, especially a drive-thru in the thoroughly drive-thru saturated area of the Takoma Langley Crossroads. Eighty-three members of the Takoma Park community signed the petition over the past three weeks; I simply set up the petition online, announced it on a couple neighborhood lists, and it took on a life of its own. Signatures are arranged by Ward, and the comments included are worth your review.

Holly

Holly Robertson  
Glenside Drive / Takoma Park

First Name	Last Name	Street Number	Street Name	Takoma Park Ward Number	Comments
Dorothy	Fox	212	Philadelphia Ave	Ward 1	
Tony	Camilli	402	Tulip Ave	Ward 1	A drive-thru taco bell would severely diminish the desirability of this area for future businesses. A slippery slope that we should not risk.
Ashley	Flory	7116	Willow	Ward 1	
Lindsey	Parsons	228	Grant Ave.	Ward 1	
Kate	Killberg	7313	Maple Ave	Ward 1	
Jen	Davitt	615	Boston	Ward 1	
David	O'Leary	500	Albany Ave.	Ward 1	More junk food in areas with high levels of obesity and diabetes; it's the wrong direction for Takoma Park and the wrong direction for this neighborhood.
Ken	Firestone	226	Park	Ward 1	
Douglas	Parsons	228	Grant Ave.	Ward 1	
Ruth	McGoff	208	Hodges Lane	Ward 1	
Sandra	Egan	9	Valley View Avenue	Ward 1	
Bob	Guldin	7309	Willow Ave.	Ward 1	I support the idea of a more pedestrian and transit-oriented Takoma/Langley crossroads.
Ellen	Zelinsky	7124	Willow Ave	Ward 1	
Amy	Turim	7713	Takoma Ave.	Ward 1	
Michael	Reust	227	Park Ave.	Ward 1	
Priscilla	Labovitz	7303	Birch Ave.	Ward 1	
Emily	Stevenson	7118	Cedar Ave	Ward 1	Letting Taco Bell build a restaurant here will only cause more strip mall type businesses to locate in the area. Please deny the application of Taco Bell and re-focus on other businesses that create an interesting mix of businesses.
Ben	Bederson	7200	Maple Ave.	Ward 1	
Amanda	Hungerford	212	Dogwood Avenue	Ward 1	
Leslie	Milofsky	7207	Flower Ave.	Ward 2	Chipotle would offer much healthier, but similar cuisine at affordable prices.
Catherine	Cummings	7209	Central Ave	Ward 2	Dear Councilmembers, Let's welcome a food retailer who prioritizes health and the environment.
Karen	Krueger	500	Lincoln Avenue	Ward 2	Catherine Cummings
Sarah	Corcoran	841	Linden Circle	Ward 2	
Kelly	O'Keefe	603	Elm Ave	Ward 2	Taco Bell - regardless of the drive through - just doesn't offer any healthy food options at all. We can do better when seeking businesses.
pat	curran	410	circle	Ward 2	
Candice	Broda	410	Circle Avenue	Ward 2	I'd like to see a restaurant that is more walker friendly and that causes less traffic congestion in the TL Crossroads area and NH corridor.
Matthew	O'Malley	433	Ethan Allen Avenue	Ward 2	
Rachel	lettee	6802	prince George's ave	Ward 2	
Wendy	Beach	431	Ethan Allen Ave	Ward 2	
Allison	Belemvire	400	Beiford Pl	Ward 2	



Joe	Edgell	1001 Elm	Ward 2	Walk in Chipotle. Sounds much better! taco bell is gross! Let's keep better businesses in Takoma park and create healthier restaurants for residents! When and where will the "New Ave" be? It's not showing up on New Hampshire Ave with development like this.
Naomi	Gottlieb-Miller	705 Auburn Ave	Ward 2	
Patricia	Barden	905 Larch Ave	Ward 2	
Sara	Lewis	214 Spring ave	Ward 3	
Marjorie	Rouse	7429 Carroll Ave.	Ward 3	
Jesse	Steppler	6427 Orchard Ave	Ward 3	
Steve	Smith	6617 Westmoreland ve	Ward 3	
Andrea	main	7408 Carroll Ave	Ward 3	
Jenee	weeda	6413 4 th ave	Ward 3	
Lea	Chartock	6414 Sligo Mill Road	Ward 3	We don't really need another Taco Bell in the area. There is a shift in thinking, shift in healthy living, and healthy lifestyle. A drive thru Taco Bell really does not address these needs. Moreover, we don't need additional traffic on the already congested New Hampshire Avenue. I hope we can find a better solution or this space.  Thank you for your time!
Mila	Antova	6426 Sligo Mill Rd.	Ward 3	Regards, Mila
Paul	Weeda	6413 4th avenue	Ward 3	
Greg	Smith	30 Hickory	Ward 3	
Martha	Hohh	7014 Sycamore	Ward 3	
Nicholas	Kowalski	6425 4th Ave.	Ward 3	Agree with this 100%. We need to de-incentivize cars at that intersection.  Please do not entertain the idea of a drive through taco bell in Takoma Park. We can do better than an automobile-focused fast food place at this site, which is the busiest non-Metro station transit point in the region and has the highest fatality rate of pedestrians in the state.
Lacy	Alison	7736 Maple Ave	Ward 4	
Reuben	Snipper	705 Erie Ave	Ward 5	
Deb	Friedman	8501 Garland Ave.	Ward 5	
Brian	Datsko	722 Kennebec Ave	Ward 5	
Karen	Conley	8413 Piney Branch Road	Ward 5	
Elizabeth	McMeekin	8213 Flower Ave.	Ward 5	I have strong concerns about opening a drive-thru Taco Bell in the Takoma Langley Crossroads area. The traffic congestion through there is already extremely bad; adding something that will likely create more cause for congestion makes no sense. But more importantly, pedestrian safety is a serious concern. I strongly urge the Takoma Park City Council to reject this proposal. Thank you ~ Elizabeth McMeekin
Alisa	O'Brien	1105 Merwood	Ward 6	
Holly	Robertson	7402 Glenside Drive	Ward 6	
Jumana	Musa	1119 Lancaster Rd	Ward 6	
Brandon	Butler	7402 Glenside Dr	Ward 6	

Dawn	Reeves	7904 Glenside Drive	Ward 6	<p>We do not need or want a drive through in Takoma Park, especially a Taco Bell, when there is plenty of genuine and good Latin American food available.</p>
Margareta	Kalka	1100 Merwood Dr	Ward 6	
Adam	Smith	1100 Merwood Dr	Ward 6	
James	DiLuigi	7106 Thirteenth Ave	Ward 6	<p>If our City Council and City Planning Staff do not have the the strength and foresight to follow the New Avenue concept that they themselves have helped to create, then it would seem that we are wasting our tax dollars by spending more to have a local government.</p>
Brian	Rostron	8000 Wildwood Dr	Ward 6	
Gianna	Van Schoick	1101 Merwood Dr	Ward 6	
Kerry	Stone	1303 Elson Court	Ward 6	
Mikejjon	Nikolitch	7324 Glenside Drive	Ward 6	<p>I do not oppose new businesses in the Crossroads, particularly new restaurants, but we really don't need another drive-thru here!</p> <p>Let's not miss this opportunity to maximize the gains of the new transit hub. Change is possible. Thank you.</p> <p>I realize we may not be able to stop the construction of a Taco Bell, but at the very least, it should NOT be a drive-through. A slightly "nicer" fast food place that encourages sit-down dining would be preferable, such as a Panera Bread.</p> <p>Taco Bell is welcome---but the design should fit the vision for this area, and a drive-through does not. Please don't junk up my neighborhood just to make a buck, Muiy. Thanks!</p> <p>As a resident, I do not support this development.</p>
Linette	Lander	1105 Lancaster Rd.	Ward 6	
Deborah	Grossman	7801 Glenside	Ward 6	
Melanie	Fosnaught	1207 Elson Pl	Ward 6	
H	Miller	7333 New Hampshire Ave	Ward 6	
Tim	Anderegg	7218 13th Ave	Ward 6	
Temika	Cage	7333 New Hampshire	Ward 6	
Jennifer	waldman	7404 Glenside Drive	Ward 6	
Christopher	Dame	8104 Hammond Ave	Ward 6	
Tom	Huizenga	7313 Wildwood	Ward 6	<p>Taco Bell &lt; Chipotle.</p> <p>Please reconsider this drive through proposal and restrict Taco Bell from constructing one. Like the restaurant itself, it is unneeded and unwanted.</p> <p>I'm very concerned that a restaurant with a drive through in the Aldi parking lot will create additional traffic and make the intersection at Holton Lane &amp; New Hampshire Avenue more dangerous. Already this intersection is not safe for pedestrians, and I worry a person just trying to cross New Hampshire Ave at Holton Lane may be injured or killed. I do not think I am being dramatic, and I dare anyone who thinks I am being hyperbolic to cross this intersection during rush hour or on a weekend when the car wash has an extensive line of cars backed up on New Hampshire Avenue. People I care about use this intersection and I want it to be safer. Constructing a drive through restaurant in the Aldi parking lot will make this intersection more dangerous, not safer.</p>
Sylvia	Borenstein	1121 Holton Lane	Ward 6	<p>I strongly object to having yet another drive through will unhealthy food choices and possibility to increase already heavy traffic and trash problems.</p>
Justin	Jones	1106 Jackson Ave.	Ward 6	
Lisa	Morris	1117 Lancaster road	Ward 6	
Doriann	Asch	1117 Lancaster Road	Ward 6	
Lisa	Corwin	7333 New Hampshire Ave	Ward 6	
John	Seelke	703 Richmond Ave	Ward 6	

I do not want taco bell in my community! I believe we can do better that that. I would like a restaurant where I can sit outside. what about the Chesapeake factory?

Karina  
Bea  
Robin

Baumblit  
Zuluaga  
Dewar

1502 Elson  
8301 Haddon Drive  
7615 16th Avenue

Ward 6  
Ward 6

Jennifer Shanko  
7309 Trescott Avenue  
Takoma Park, MD 20912

Mayor Williams and City Council  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, MD 20912

Re: Support for New Taco Bell

Date: October 19, 2015

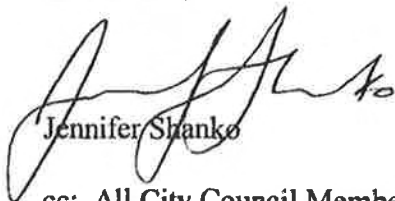
Dear Mayor and Council:

Please accept this letter of support for the new Taco Bell proposed for New Hampshire Avenue and Holton Lane. My home is within the City and I have previously enjoyed visiting the former site.

I understand that the new interior will be very inviting. I look forward to using the drive thru and having many sit down meetings with friends and family.

I am asking for your full support of this worthy business endeavor.

All the best,



Jennifer Shanko

cc: All City Council Members  
Montgomery County Planning Board

# PETITION IN SUPPORT OF NEW TACO BELL

NEW HAMPSHIRE AND HOLTON LANE (TAKOMA PARK, MD)




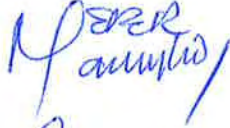

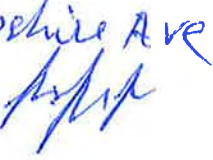
BY SIGNING MY NAME BELOW, I CERTIFY THAT I AM A TAKOMA PARK RESIDENT AND SUPPORTER OF THE NEW TACO BELL WITH DRIVE THRU.

Name	Address	Signature	Date
MESMER AYCAN	7401 NEW HAMPSHIRE	Mesmer	9-28-15
Reynorio Molina	7401 New Hampshire	[Signature]	9/28/15
Tsega	7401 New Hampl Sriet Ave	Tsega	9/28/15
Solomon Odetu	7401 New Hampshire Ave	[Signature]	9/28/15
Kath Wilder	7401 NEW Hampshire Ave.	[Signature]	9/28/15
Fatmata Kamara	7401, N Hampshire Ave.	Fikama	9/28/15
Muhammed Jumneh	7401 New Hampshire Ave	[Signature]	9/28/15
Name of Petitioner	Che Sayles	Date Circulated	9/25/15

# PETITION IN SUPPORT OF NEW TACO BELL

NEW HAMPSHIRE AND HOLTON LANE (TAKOMA PARK, MD)

BY SIGNING MY NAME BELOW, I CERTIFY THAT I AM A TAKOMA PARK RESIDENT AND SUPPORTER OF THE NEW TACO BELL WITH DRIVE THRU.

Name	Address	Signature	Date
TIM DEEN	7401 New Hampshire Shire 20912 Takoma Park		9/28/15
MUNA ALEMU	7401 New Hampshire	MUNA	9/28/15
Diana Perry	7401 New Hampshire Ave		9/28/15
REGENE KOLDENARIC	7401 New Hampshire Ave		9/28/15
Peter Monyanko	7401 New Hampshire Ave		9/28/15
George McLain	7401 New Hampshire Ave		9-28-15
Nicholas Timio	7401 New Hampshire Ave		9-28-15
Name of Petitioner	Oke Syles	Date Circulated	9/28/15



November 23, 2015

Mr. Casey Anderson  
Chair  
Montgomery County Planning Board  
8787 Georgia Avenue  
Silver Spring, Maryland 20910

Re: Letter of Support for Taco Bell  
New Hampshire Avenue and Holton Lane

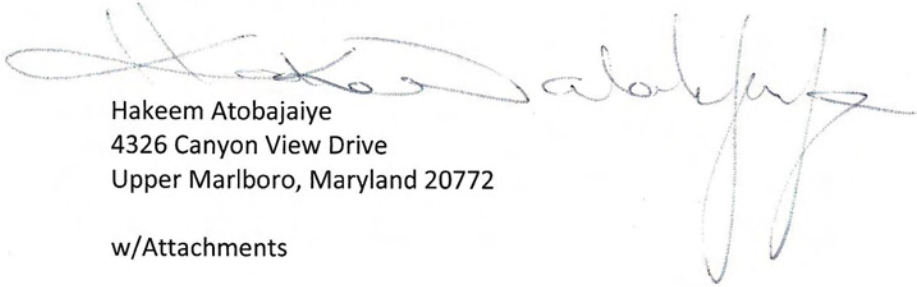
Dear Chairman Anderson and Members of the Planning Board

I have been an employee of Taco Bell for over 17 years now and I have nothing but great things to say about the company. My career began as a team member at one of the local locations and I am now a District Manager. My District includes the proposed Taco Bell on New Hampshire Avenue and Holton Lane. I look forward to serving as the point of contact in the community and a long term community partnership, including hiring locally.

I am very proud of Taco Bell's drive thru establishments and food choices. Over the years, Taco Bell has made significant improvements to the quality of the food offerings. Taco Bell's fresco menu allows patrons to order several of our popular menu options with up to 50% less fat and calories. As a life-long vegetarian, I enjoy eating and working at Taco Bell. Taco Bell was recently awarded certification by the American Vegetarian Association and is the first Quick Service Restaurant to offer certified vegetarian menu items.

Taco Bell is a great company, and I ask for your vote and support of a drive thru location at New Hampshire Avenue and Holton Lane.

Respectfully yours,



Hakeem Atobajaiye  
4326 Canyon View Drive  
Upper Marlboro, Maryland 20772

w/Attachments

RECEIVED  
0946  
OCT 01 2015

**MCP-CTRACK**

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

**From:** Jumana Musa <jumana\_m@hotmail.com>  
**Sent:** Thursday, October 01, 2015 1:35 PM  
**To:** Brucew@takomaparkmd.gov; SethG@takomaparkmd.gov; TimM@takomaparkmd.gov; KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov; FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair  
**Subject:** reject development with drive throughs

The proposed Taco Bell with drive-thru is the first new development proposed for the Takoma-Langley Crossroads district since the implementation of the Crossroads Sector Plan. A stand-alone, single-use building whose success depends on attracting automobile traffic such as the proposed drive-thru Taco Bell is at odds with the transit-oriented, pedestrian- and bike-friendly vision outlined in the Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision.

I have crossed this road as a pedestrian complying with all traffic signals and still have had to work to avoid being hit by cars that do not take heed of lights or crosswalks - we need LESS not MORE incentive for automobile traffic in the area. I don't believe that people who are already passing through will be the only ones patronizing a new drive through - people will and do make the trip to pick up food without having to get out of their car. To believe that the only cars at the drive through will be incidental to those already transiting on New Hampshire is a self serving logic and does not reflect reality. As the mother of 2 small kids this concerns me.

We need City and County leaders to set the tone for future development at the Crossroads and guide smart, sustainable growth that acknowledges the transit-oriented area (the largest non-Metrorail station transfer point in the Washington region and a major stop on the soon-to-be-built Purple Line). The proposed Taco Bell with drive-thru hinges its success on automobile traffic, increasing congestion at the already busy Crossroad. The very nature of a drive-thru discourages patrons to stop, shop, and support the many local businesses nearby.

Instead of accepting the plan as-is, we urge the Takoma Park City Council and Montgomery County Planning Board to challenge any developer of this site to offer an option more in line with the Crossroads Sector Plan — one that doesn't further saturate this area with restaurant drive-thrus. MUY! Companies could offer a multi-level "Cantina-style" restaurant (<https://www.tacobell.com/news/taco-bell-new-urban-restaurant-concept-redefines-fast-food-experience>) that is a better fit to the urban, international neighborhood and focuses on the eat-in experience. Capitalize on this highly visible corner with density development that conforms to the vision of the Crossroads Sector Plan. The jobs will be better, space for our growing community will be better, and future development at the Crossroads will be better.

Sincerely,  
Jumana Musa  
Lancaster Rd

*"Never separate the lives you live from the words you speak." Senator Paul D. Wellstone*



*"For here, where we are, is the tent for wandering meanings and words gone astray and the orphaned light, scattered and banished from the center." Mahmoud Darwish*

**MCP-CTRACK**

RECEIVED  
0946  
OCT 02 2015

**From:** jill nado <jillnado@hotmail.com>  
**Sent:** Thursday, October 01, 2015 6:00 PM  
**To:** Brucew@takomaparkmd.gov; SethG@takomaparkmd.gov; TimM@takomaparkmd.gov; KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov; FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair  
**Subject:** A drive through Taco Bell in Takoma-Langley is a bad idea

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

Hello!

Please don't allow a Taco Bell with a drive thru in the Takoma-Langley Crossroads district. There are far too many cars in that area, and we don't need any more.

*The proposed Taco Bell with drive-thru is the first new development proposed for the Takoma-Langley Crossroads district since the implementation of the Crossroads Sector Plan. A stand-alone, single-use building whose success depends on attracting automobile traffic such as the proposed drive-thru Taco Bell is at odds with the transit-oriented, pedestrian- and bike-friendly vision outlined in the Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision.*

*We need City and County leaders to set the tone for future development at the Crossroads and guide smart, sustainable growth that acknowledges the transit-oriented area (the largest non-Metrorail station transfer point in the Washington region and a major stop on the soon-to-be-built Purple Line). The proposed Taco Bell with drive-thru hinges its success on automobile traffic, increasing congestion at the already busy Crossroad. The very nature of a drive-thru discourages patrons to stop, shop, and support the many local businesses nearby.*

*Instead of accepting the plan as-is, we urge the Takoma Park City Council and Montgomery County Planning Board to challenge any developer of this site to offer an option more in line with the Crossroads Sector Plan – one that doesn't further saturate this area with restaurant drive-thrus. MUY! Companies could offer a multi-level "Cantina-style" restaurant (<https://www.tacobell.com/news/taco-bell-new-urban-restaurant-concept-redefines-fast-food-experience>) that is a better fit to the urban, international neighborhood and focuses on the eat-in experience. Capitalize on this highly visible corner with density development that conforms to the vision of the Crossroads Sector Plan. The jobs will be better, space for our growing community will be better, and future development at the Crossroads will be better. We can do better!*

**MCP-CTRACK****RECEIVED**  
OCT 02 2015OFFICE OF THE CHAIRMAN  
THE MARYLAND NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

**From:** Tony Camilli <anthony.camilli@gmail.com>  
**Sent:** Friday, October 02, 2015 12:56 PM  
**To:** brucew@takomaparkmd.gov; Seth Grimes; TimM@takomaparkmd.gov;  
KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov;  
FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair  
**Subject:** Taco Bell in Takoma Park

*The proposed Taco Bell with drive-thru is the first new development proposed for the Takoma-Langley Crossroads district since the implementation of the Crossroads Sector Plan. A stand-alone, single-use building whose success depends on attracting automobile traffic such as the proposed drive-thru Taco Bell is at odds with the transit-oriented, pedestrian- and bike-friendly vision outlined in the Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision.*

*We need City and County leaders to set the tone for future development at the Crossroads and guide smart, sustainable growth that acknowledges the transit-oriented area (the largest non-Metrorail station transfer point in the Washington region and a major stop on the soon-to-be-built Purple Line). The proposed Taco Bell with drive-thru hinges its success on automobile traffic, increasing congestion at the already busy Crossroad. The very nature of a drive-thru discourages patrons to stop, shop, and support the many local businesses nearby.*

*Instead of accepting the plan as-is, we urge the Takoma Park City Council and Montgomery County Planning Board to challenge any developer of this site to offer an option more in line with the Crossroads Sector Plan – one that doesn't further saturate this area with restaurant drive-thrus. MUY! Companies could offer a multi-level "Cantina-style" restaurant (<https://www.tacobell.com/news/taco-bell-new-urban-restaurant-concept-redefines-fast-food-experience>) that is a better fit to the urban, international neighborhood and focuses on the eat-in experience. Capitalize on this highly visible corner with density development that conforms to the vision of the Crossroads Sector Plan. The jobs will be better, space for our growing community will be better, and future development at the Crossroads will be better. We can do better!*

Best Regards,  
Tony Camilli  
402 Tulip Ave

## MCP-CTRACK

RECEIVED  
0966  
OCT 05 2015

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

**From:** Brian Rostron <brianrostron@gmail.com>  
**Sent:** Saturday, October 03, 2015 9:44 PM  
**To:** Brucew@takomaparkmd.gov; SethG@takomaparkmd.gov; TimM@takomaparkmd.gov; KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov; FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair  
**Subject:** Taco Bell Drive-Through in Crossroads Sector

I oppose the approval of the current Taco Bell development plan at Holton Lane, as presently proposed for the following reasons: a) the proposed development with a drive-through is inconsistent with the stated vision of the Takoma-Langley Crossroads Sector Plan and b) the franchisee MUY! has not made reasonable efforts to make their proposal consistent with this vision.

The Sector Plan states that the area "will be a transit-oriented, pedestrian-friendly community.... Smart growth and transit-oriented development support the integration of mixed land uses into communities as a critical component of achieving a better place to live. The Plan reduces automobile dependency ..." ("Vision", page 17 - [http://www.montgomeryplanning.org/community/takoma\\_langley\\_crossroads/documents/takoma\\_langley\\_crossroads\\_sector\\_plan\\_adopted\\_approved\\_web.pdf](http://www.montgomeryplanning.org/community/takoma_langley_crossroads/documents/takoma_langley_crossroads_sector_plan_adopted_approved_web.pdf)).

I fail to see how an automobile-oriented drive-through is consistent with the transit-oriented, pedestrian-friendly smart growth development practices designed to reduce automobile dependency that are specified by the Sector Plan.

Moreover, I fail to see how MUY! has made a reasonable effort to comply with the vision of the Sector Plan. It has been demonstrated that Taco Bell has development concepts specifically designed for pedestrian-oriented areas that do not include drive-throughs. In fact, Taco Bell touts the absence of drive-throughs in these designs as a sign of their being attentive to the needs of these types of environments. Even so, MUY! has failed to include these design elements in their proposal and in fact has deemed their incorporation to be non-negotiable.

MUY!'s approach is rather regrettable, given that an automobile drive-through is thoroughly unnecessary at this location. Taco Bell boasts that most of its restaurant are now equipped for online ordering. As such, even those customers who would insist on driving in a sector designated for transit- and pedestrian-oriented development would need only drive to the Taco Bell, place their order on a mobile device or a touchscreen at the location, wait a few minutes, and then walk inside the restaurant or to a pickup window to pick up their food. I cannot imagine that anyone would view walking 20 feet in a pedestrian- and transit-oriented sector to be an excessive burden.

I am also professionally obligated as a chronic disease epidemiologist to note that this area of Takoma Park as well as the adjacent Long Branch area have the highest diabetes rates in Montgomery County, with rates more than double that of the county overall - <http://communitycheer.org/indicators/health/healthy-montgomery-data-reveals-local-health-disparities/>. I am honestly a bit incredulous that I have to point out to the city council that placing yet another fast food restaurant, this type with an automobile drive-through, in an area known to be a diabetes "hot zone" may not be the best course of action with regard to the public health of the community.

Finally, on a personal level, I note that as an individual with a disability I expect the city and council to actually follow the sector plan that they have agreed to. I have lived in the city of Takoma Park since 2008, first renting an apartment on Lee Avenue and now owning a home on Wildwood Drive (I live near Fred!). I also have a congenital visual condition that has deteriorated to the point that I can no longer safely operate an automobile. One of the reasons that I chose to buy a house in the New Hampshire Gardens neighborhood near

the Crossroads area is the city's stated intention to develop the area in a manner more amenable to pedestrians and public transportation. My understanding is that the Sector Plan was developed in large part to reduce the alarming number of pedestrian injuries and fatalities caused by automobile traffic in the area. As an individual with a visual impairment who relies exclusively on walking and public transportation for mobility and access, I have a vested interest in supporting the implementation of the reasonable Sector Plan and its vision for a more walkable and livable community that reduces dependence on automobiles.

Given the provisions of the development vision specified by the Sector Plan, I reasonably expect the council to abide by that vision and not approve the Taco Bell proposal, as currently presented with an automobile drive-through.

Brian Rostron



**MCP-CTRACK**

RECEIVED  
0980  
OCT 06 2015

**From:** Sarah Corcoran <sia2210@yahoo.com>  
**Sent:** Tuesday, October 06, 2015 2:44 PM  
**To:** Brucew@takomaparkmd.gov; SethG@takomaparkmd.gov; TimM@takomaparkmd.gov; KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov; FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair  
**Subject:** Concerns about Taco Bell in Takoma Park

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

All:  
I don't know that I can state my thoughts any more clearly than they are stated below in the letter composed by one of our Takoma Park residents. However, I would like to add a couple of concerns that I think are worth strong consideration.

As a resident of Ward 2 who lives near New Hampshire Avenue, I am excited about 'The New New Hampshire Avenue' and what this development could bring to our already wonderful community. To let a drive-thru Taco Bell be one of the first developments along this route sets the tone for future development, and not in a good way. Fast-food is already well represented in the vicinity of the proposed site. The proposed Taco Bell restaurant is an uninspired use of a high visibility location.

This business is slated to be open until 2am. Unfortunately, as opposed to providing a community benefit, in reality this serves as an attractive nuisance. The late hours operation is a magnet for crime and disturbance that is incompatible with the adjacent neighborhoods. I believe this is unsafe for pedestrians in an already dangerous area, as well as for our residential neighbors living across the street. Arguably, cars visiting a Taco Bell drive-thru in the wee hours of the morning are often putting themselves and others in danger.

If this development is inevitable, I believe we should at least consider ways to make it pedestrian friendly and safe for our community.

Thank you all for your time and consideration,  
Sarah Corcoran  
Linden Circle

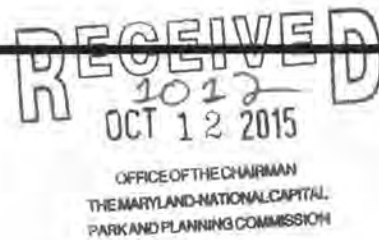
*The proposed Taco Bell with drive-thru is the first new development proposed for the Takoma-Langley Crossroads district since the implementation of the Crossroads Sector Plan. A stand-alone, single-use building whose success depends on attracting automobile traffic such as the proposed drive-thru Taco Bell is at odds with the transit-oriented, pedestrian- and bike-friendly vision outlined in the Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision. We need City and County leaders to set the tone for future development at the Crossroads and guide smart, sustainable growth that acknowledges the transit-oriented area (the largest non-Metrorail station transfer point in the Washington region and a major stop on the soon-to-be-built Purple Line). The proposed Taco Bell with drive-thru hinges its success on automobile traffic, increasing congestion at the already busy Crossroad. The very nature of a drive-thru discourages patrons to stop, shop, and support the many local businesses nearby. Instead of accepting the plan as-is, we urge the Takoma Park City Council and Montgomery County Planning Board to challenge any developer of this site to offer an option more in line with the Crossroads Sector Plan – one that doesn't further saturate this area with restaurant drive-thrus. MUY! Companies could offer a multi-level "Cantina-style" restaurant (<https://www.tacobell.com/news/taco-bell-new-urban-restaurant-concept-redefines-fast-food-experience>) that is a better fit to the urban,*

*international neighborhood and focuses on the eat-in experience. Capitalize on this highly visible corner with density development that conforms to the vision of the Crossroads Sector Plan. The jobs will be better, space for our growing community will be better, and future development at the Crossroads will be better. We can do better!*

## MCP-CTRACK

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**From:** Mike Reust <msreust.dc@gmail.com>  
**Sent:** Sunday, October 11, 2015 7:24 PM  
**To:** MCP-Chair  
**Subject:** Written Testimony



Dear Montgomery County Planning Board,

*The proposed Taco Bell with drive-thru is the first new development proposed for the Takoma-Langley Crossroads district since the implementation of the Crossroads Sector Plan. A stand-alone, single-use building whose success depends on attracting automobile traffic such as the proposed drive-thru Taco Bell is at odds with the transit-oriented, pedestrian- and bike-friendly vision outlined in the Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision.*

*We need City and County leaders to set the tone for future development at the Crossroads and guide smart, sustainable growth that acknowledges the transit-oriented area (the largest non-Metrorail station transfer point in the Washington region and a major stop on the soon-to-be-built Purple Line). The proposed Taco Bell with drive-thru hinges its success on automobile traffic, increasing congestion at the already busy Crossroad. The very nature of a drive-thru discourages patrons to stop, shop, and support the many local businesses nearby.*

*Instead of accepting the plan as-is, we urge the Takoma Park City Council and Montgomery County Planning Board to challenge any developer of this site to offer an option more in line with the Crossroads Sector Plan – one that doesn't further saturate this area with restaurant drive-thrus. Companies could offer a multi-level "Cantina-style" restaurant that is a better fit to the urban, international neighborhood and focuses on the eat-in experience. Capitalize on this highly visible corner with density development that conforms to the vision of the Crossroads Sector Plan. The jobs will be better, space for our growing community will be better, and future development at the Crossroads will be better. We are counting on you to voice our concerns.*

*Respectfully,*

*Michael Reust & Ann Maxwell  
227 Park Ave.  
Takoma Park, MD 20912*



**MCP-CTRACK**

RECEIVED  
1022  
OCT 13 2015

**From:** Charlotte <cs@earthclot.com>  
**Sent:** Tuesday, October 13, 2015 2:24 PM  
**To:** BruceW@takomagov.org; Seth Grimes; TimM@takomaparkmd.gov; Kate Stewart; TerryS@takomaparkmd.gov; FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair; JarrettS@takomaparkmd.gov  
**Subject:** urban plan for taco bell

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

Dear Bruce, Seth, Tim, Kate, Jarrett, Jessie, Terry & Fred

*The proposed Taco Bell with drive-thru is the first new development proposed for the Takoma-Langley Crossroads district since the implementation of the Crossroads Sector Plan. A stand-alone, single-use building whose success depends on attracting automobile traffic such as the proposed drive-thru Taco Bell is at odds with the transit-oriented, pedestrian- and bike-friendly vision outlined in the Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision.*

*We need City and County leaders to set the tone for future development at the Crossroads and guide smart, sustainable growth that acknowledges the transit-oriented area (the largest non-Metrorail station transfer point in the Washington region and a major stop on the soon-to-be-built Purple Line). The proposed Taco Bell with drive-thru hinges its success on automobile traffic, increasing congestion at the already busy Crossroad. The very nature of a drive-thru discourages patrons to stop, shop, and support the many local businesses nearby.*

*Instead of accepting the plan as-is, we urge the Takoma Park City Council and Montgomery County Planning Board to challenge any developer of this site to offer an option more in line with the Crossroads Sector Plan – one that doesn't further saturate this area with restaurant drive-thrus. MUY! Companies could offer a multi-level "Cantina-style" restaurant (<https://www.tacobell.com/news/taco-bell-new-urban-restaurant-concept-redefines-fast-food-experience>) that is a better fit to the urban, international neighborhood and focuses on the eat-in experience. Capitalize on this highly visible corner with density development that conforms to the vision of the Crossroads Sector Plan. The jobs will be better, space for our growing community will be better, and future development at the Crossroads will be better. We can do better!*

*Sorry for the cut & paste, but I couldn't have said it better,  
Charlotte*

--  
Charlotte Schoeneman  
Earthclot Design & Property Management:  
Finding the Space You Need in the House You Have

Landline - please call and leave VM here: 301.270.1801  
Mobile: 240.350.1482  
Google voice/text: 240.668.4302  
Fax: 857.559.7704  
Skype: c.schoeneman

When you serve yourself, you serve all others; and when you serve others, you serve yourself. - Richard Miller

RECEIVED  
2029  
OCT 14 2015

**MCP-CTRACK**

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

**From:** Nicholas Kowalski <nick.kowalski@gmail.com>  
**Sent:** Wednesday, October 14, 2015 11:31 AM  
**To:** Brucew@takomaparkmd.gov; SethG@takomaparkmd.gov; TimM@takomaparkmd.gov; KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov; FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair  
**Subject:** Taco Bell MUST encourage pedestrian traffic, not discourage

*Takoma Park City Council -*

*Listen, I know you've previously seen the letter below because there is a grassroots movement to affect the Taco Bell development. But the origins of the letter don't matter -- the sentiment and sincerity behind it do. I urge you to measure the weight of our neighborhoods convictions against those of development to make the right decision.*

*The proposed Taco Bell with drive-thru is the first new development proposed for the Takoma-Langley Crossroads district since the implementation of the Crossroads Sector Plan. A stand-alone, single-use building whose success depends on attracting automobile traffic such as the proposed drive-thru Taco Bell is at odds with the transit-oriented, pedestrian- and bike-friendly vision outlined in the Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision.*

*We need City and County leaders to set the tone for future development at the Crossroads and guide smart, sustainable growth that acknowledges the transit-oriented area (the largest non-Metrorail station transfer point in the Washington region and a major stop on the soon-to-be-built Purple Line). The proposed Taco Bell with drive-thru hinges its success on automobile traffic, increasing congestion at the already busy Crossroad. The very nature of a drive-thru discourages patrons to stop, shop, and support the many local businesses nearby. The intersection is already a nightmare and now developers want to add the disruption of stop and go of a drive thru. Does that really make sense?*

*Instead of accepting the plan as-is, we urge the Takoma Park City Council and Montgomery County Planning Board to challenge any developer of this site to offer an option more in line with the Crossroads Sector Plan – one that doesn't further saturate this area with restaurant drive-thrus. MUY! Companies could offer a multi-level "Cantina-style" restaurant (<https://www.tacobell.com/news/taco-bell-new-urban-restaurant-concept-redefines-fast-food-experience>) that is a better fit to the urban, international neighborhood and focuses on the eat-in experience. Capitalize on this highly visible corner with density development that conforms to the vision of the Crossroads Sector Plan. The jobs will be better, space for our growing community will be better, and future development at the Crossroads will be better. We can do better!*

*Sincerely,  
Nicholas Kowalski*

--  
-----  
Nicholas F. Kowalski  
mobile: (206) 850-6179  
other; (312) 798-9838  
email: [nick.kowalski@gmail.com](mailto:nick.kowalski@gmail.com)  
-----

RECEIVED

OCT 14 2015

**MCP-CTRACK**

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

**From:** Amanda Hungerford <amanda.p.hungerford@gmail.com>  
**Sent:** Wednesday, October 14, 2015 12:04 PM  
**To:** Brucew@takomaparkmd.gov; SethG@takomaparkmd.gov; TimM@takomaparkmd.gov;  
KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov;  
FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov; MCP-Chair  
**Subject:** Taco Bell proposal

Dear Council and Planning Board Members,

I am writing in opposition to the proposed Drive-Thru Taco Bell in Takoma Park. I believe that a single-use, standalone building such as this would increase traffic on the road, and is in opposition to the forward-looking Takoma Langley Crossroads Sector Plan and the Holton Lane Area Improvement Vision. We should be encouraging more pedestrian- and bike-friendly development, and the Taco Bell is not it.

Less auto-reliant urban development is better for our planet, and our community. A drive-thru decreases walkability, and discourages patrons from stopping, shopping, and supporting the local businesses in the area.

I urge the Takoma Park City Council and Montgomery County Planning Board to requires any developer of this site to develop the site in a way more in line with the Crossroads Sector Plan. Particularly, I believe we do not need to saturate this area with restaurant drive-thrus. Please help capitalize on this highly visible corner with better density development, and an eye toward walkability.

Thank you for your consideration.

Sincerely,

Amanda Hungerford  
212 Dogwood Avenue  
Takoma Park



**MCP-CTRACK****RECEIVED**  
2047  
OCT 19 2015

**From:** Terrill North <terrillnorth@hotmail.com>  
**Sent:** Friday, October 16, 2015 6:03 PM  
**To:** Brucew@takomaparkmd.gov; SethG@takomaparkmd.gov; TimM@takomaparkmd.gov; KateS@takomaparkmd.gov; TerryS@takomaparkmd.gov; JarrettS@takomaparkmd.gov; FredS@takomaparkmd.gov; JessieC@takomaparkmd.gov  
**Cc:** Anderson, Casey; MCP-Chair  
**Subject:** LTR on Taco Bell/ MANUP and Personal  
**Attachments:** Letter of Support--Terrill North--MANUP and personal.pdf

OFFICE OF THE CHAIRMAN  
THE MARYLAND NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

Dear Mayor and City Council Members,

I am writing to you today as both a resident of Ward 6 at 7333 New Hampshire Avenue and the Board Chairman of Making a New United People (MANUP), to express my enthusiastic support for the Taco Bell project proposed at the intersection of Holton Lane and New Hampshire Avenue. I have lived on New Hampshire Avenue, one block away from the proposed Taco Bell site, for over five years now, having previously lived on Kennebec Road. The Taco Bell will be an asset to the community and will significantly improve existing conditions – the parking lot that the building will replace is currently used to park used cars left for sale.

I shop at both the Aldi's and Red Apple ethnic markets and I bank at the Citibank. I walk past the beauty supply store that features two posters advertising skin-bleaching cream for black women on my way to my barber shop. I remember the massive gang fight that broke out in the Aldi's parking lot at 3:00 a.m. two years back. I remember calling the police last month to help a boy being beaten up a block north, only to be bounced back and forth between the PG and Montgomery County police (ultimately a Takoma Park officer helped the boy). I have attended the midnight baby showers and funerals held by African immigrants at the Lutheran church across the street that the neighbors always call the police to complain about.

I point these things out because as I listen to people comment at public meetings about the Taco Bell development, these things are never mentioned. Of the 5-6 members of the New Hampshire Gardens Citizens Association (NHGCA) who spoke against the Taco Bell on October 11th, only one – the only person of color in the group – stated that they actually shop at the center.

I like to claim that I live in a diverse community, but the truth is that I live in a divided community. My block was home to the Hampshire Towers Crew, once the largest black gang in Montgomery County. As recently as 2012, my intersection featured the highest concentration of crime in the city of Takoma Park. Of course, Hampshire Tower has been in the news more recently because new owner's attempted to impose 70% rent increases on residents. Similarly, my condo association is suing our developer (Tenacity) over a variety of issues. A few blocks south, the tenants at Hillwood Manor are working diligently to preserve their affordable housing by working with Montgomery Housing Partnership to purchase their dilapidated buildings.

My point is that my community has serious problems and progress is sometimes slow. At the same time, my building, Hampshire Tower, Hillwood Manor, and the location of the Taco Bell do not appear on the map of New Hampshire Gardens included on the NHGCA newsletter. My community's concerns are not usually the concerns of the NHGCA members.

MANUP was founded 2009 to address our community's issues with gang violence. We take great pride in the significant reduction in gang affiliation among local youth and crime overall, first of Maple Avenue and later on New Hampshire Avenue. We believe that it was a mix of increased police support and community activism that have improved conditions. Our next step has been to focus on college and career readiness among local youth. To that end, MANUP now runs mentorship programs with three MCPS middle schools, one PGCPHS high school, and the cities of Greenbelt and Takoma Park. This current direction is the primary reason MANUP supports the opening of a Taco Bell at the corner of New Hampshire Avenue and Holton Lane.

Importantly, Taco Bell will bring between 30 and 50 jobs to the community. I am excited that Taco Bell has committed to working with MANUP identify 20 young people in our program who would be able to work at the proposed Taco Bell. I do not think of these jobs as career positions for most of our youth. My primary focus is getting youth excited about and prepared to enter college. For our students, need-based grants and scholarships cover tuition, but many also rely on part-time jobs to cover transportation, make ends meet, and help with household bills. In these situations, Taco Bell becomes a partner in a young person's effort to achieve the American Dream.

Consider Lisa (not her real name), she came to America at 17 speaking little English. After intense intervention from the African Immigrant Refugee Foundation, Liberty's Promise, Passion for Learning, and MANUP, Lisa completed high school for a second time and is now in college studying to be a psychologist. A grant covers her tuition while a part-time job at the Popeye's drive-thru window on New Hampshire Avenue pays her transportation costs, helps her mother with the bills, and leaves a little left over to enjoy life with. It's not an unusual path and can be highly preferable to taking on extensive debt.

On October 11, an opponent of the Taco Bell living on the single-family side of New Hampshire Avenue talked about a sense of place or community. He said that the decisions around Taco Bell reflected our beliefs about what kind of community we wanted to be. He's right. I don't know what percentage of employees Bread & Chocolate hired locally or Republic hired locally. But in Ward 6, Taco Bell is working to make 50% of its staff local youth. That, quite frankly, reflects the kind of community I want to be a part of.

Another resident from that side of New Hampshire talked about his 15 year old daughter and what kind of neighborhood we were creating for her. I applaud that gentleman for investing his time in being a father to his child. MANUP largely exists to support young people without the luxury of a father in the home. We create structure for teens and reinforce lessons through partners like Taco Bell. I would prefer that the disciplinarian take the form of a work schedule or demanding boss than the police.

These are not considerations the opponents of the Taco Bell take into account. They don't understand how economic development brings dignity to a neighborhood and its people. One said Taco Bell as a step back, while I know it can be a hand up – especially in our community.

I do not claim to speak for every resident, but neither can the opponents. New Hampshire Gardens is 380 households of 2,000 residents. NHGCA surveyed 76 residents with 74% not supporting the Taco Bell. That is only 56 people, not including anyone from the more than 400 households at Hampshire Tower and Takoma Overlook who were not included (one block away from the development).

Many of you visited the Lunch & Learn program MANUP managed with ACSGW this summer. Over 60 of those children live in Hampshire Tower. Please consider the fight necessary to keep those children in their homes over the past months. Now think about the fight it will still take to get most of those 60 children out of that building the right way – into college and/or a career. When a multi-million dollar fast food chain comes to Takoma Park, we leverage its resources to help young people reach their maximum potential. That is the Takoma Park and Montgomery County that I believe in.

I urge you to support the Taco Bell with its drive-thru window for the jobs it will bring and the futures it will support (and the litter removal, new crosswalk, and bus shelter). Thank you for your time and dedication to figuring out the right thing.

Regards,

Terrill North  
Board Chair



October 15, 2015

Mayor and Council of the  
City of Takoma Park  
7500 Maple Avenue  
Takoma Park, Maryland 20912

Re: Letter of Support for Taco Bell  
New Hampshire Avenue and Holton Lane

Dear Mayor and City Council Members,

I am writing to you today as both a resident of Ward 6 at 7333 New Hampshire Avenue and the Board Chairman of Making a New United People (MANUP), to express my enthusiastic support for the Taco Bell project proposed at the intersection of Holton Lane and New Hampshire Avenue. I have lived on New Hampshire Avenue, one block away from the proposed Taco Bell site, for over five years now, having previously lived on Kennebec Road. The Taco Bell will be an asset to the community and will significantly improve existing conditions – the parking lot that the building will replace is currently used to park used cars left for sale.

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I point these things out because as I listen to people comment at public meetings about the Taco Bell development, these things are never mentioned. Of the 5-6 members of the New Hampshire Gardens Citizens Association (NHGCA) who spoke against the Taco Bell on October 11<sup>th</sup>, only one – the only person of color in the group – stated that they actually shop at the center.

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I urge you to support the Taco Bell with its drive-thru window for the jobs it will bring and the futures it will support (and the litter removal, new crosswalk, and bus shelter). Thank you for your time and dedication to figuring out the right thing.

Regards,



Terrill North  
Board Chair

cc: Casey Anderson, Esq.  
Marye Wells-Harley  
Norman Dreyfuss  
Natali Fani-Gonzalez  
Amy Presley  
Jessie Carpenter  
Erkin Ozberk

RECEIVED  
2205  
NOV 19 2015  
OFFICE OF THE CHAIRMAN  
MONTGOMERY COUNTY PLANNING COMMISSION

November 2, 2015

Mr. Casey Anderson  
Montgomery County Planning Board  
8787 Georgia Avenue  
Silver Spring, Maryland 20910

Re: Letter of Support for Taco Bell at the New Hampshire Avenue and  
Holton Lane Location

Dear Chairman Anderson and Members of the Planning Board,

I am writing to you as a resident of the Takoma-Langley Crossroads area, to express my support for the relocation of the Taco Bell. I have lived in the area for the past thirty eight years. Based on my experience with the Crossroads, I believe that it makes sense to locate the Taco Bell at the intersection of Holton Lane and New Hampshire Avenue. The Taco Bell will result in much needed improvements to the design and usefulness of the Holton Lane area.

In my mind it's really very simple. The proposed Taco Bell is a wise move that is good for the city, the residents and the business community. The restaurant will make the neighborhood safer and support the community with additional jobs. The Taco Bell will also serve a need of the community and will incorporate many amenities and food options that are currently not provided in the Crossroads area. For example, I understand that the restaurant will be designed to provide a place for residents to gather and will be open for breakfast.

I hope you will consider my opinion and support the proposed Taco Bell.

Respectfully yours,



Erwin Mack



Erwin H Mack  
8107 Chester St  
Takoma Park MD 20912

**From:** Brian Rostron <brianrostron@gmail.com>  
**Sent:** Wednesday, December 02, 2015 10:20 PM  
**To:** Braunstein, Neil; MCP-Chair  
**Subject:** Re: Revised Needs Study / Site Plan No. 820150150 (Taco Bell / Takoma Park)  
**Attachments:** PlanningCommission.docx

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

Great. Attached is my letter. In all honesty, the matter appears to be pretty clear cut. We have been told by Gwen Wright that Planning staff and the Planning Commission will consider conformance with established development plans and effects on traffic congestion in their analysis of need and resulting recommendation and decision. The unfortunate reality is that the proposed automobile-oriented development with drive through is completely inconsistent with the adopted Takoma Langley Crossroads Sector Plan, which specifies pedestrian- and transit-oriented redevelopment in the area. Moreover, the drive-through will only exacerbate traffic congestion in the area, which unfortunately has already resulted in the highest rates of pedestrian accidents and fatalities in the state.

Brian

On Fri, Nov 13, 2015 at 4:16 PM, Braunstein, Neil <[neil.braunstein@montgomeryplanning.org](mailto:neil.braunstein@montgomeryplanning.org)> wrote:

Ms. Robertson,

Thank you for writing about the Taco Bell Application in Takoma Park. The revised needs analysis has been added to the documents that are available on DAIC. It is the last item at the bottom of the list. It can be accessed here: <http://eplans.montgomeryplanning.org/daiclinks/pdoxlinks.aspx?apno=820150150>

The Planning Board's public hearing for this item is scheduled for January 7, 2016. Submitting comments by letter or by testimony at the hearing are equally effective. If you wish to send a letter, it should be addressed to the Planning Board Chair, Casey Anderson. You can send letters to our mailing address at 8787 Georgia Avenue, Silver Spring, MD 20910 or by email to [mcp-chair@mncppc-mc.org](mailto:mcp-chair@mncppc-mc.org). Letters need to be received no later than 48 hours before the public hearing.

Please contact me if you have any other questions.

Neil Braunstein, AICP  
Planner Coordinator  
Area One  
Montgomery County Planning Department - M-NCPPC  
8787 Georgia Avenue  
Silver Spring, Maryland 20910  
Phone: [\(301\) 495-4532](tel:(301)495-4532)



Fax: (301) 495-1306

Email: [neil.braunstein@montgomeryplanning.org](mailto:neil.braunstein@montgomeryplanning.org)

**From:** Holly Robertson [mailto:[hollyrobertson21@gmail.com](mailto:hollyrobertson21@gmail.com)]

**Sent:** Friday, November 13, 2015 12:09 PM

**To:** Braunstein, Neil <[neil.braunstein@montgomeryplanning.org](mailto:neil.braunstein@montgomeryplanning.org)>; Braunstein, Neil <[neil.braunstein@montgomeryplanning.org](mailto:neil.braunstein@montgomeryplanning.org)>

**Cc:** Gretchen Kapuscik <[gretchenkapuscik@gmail.com](mailto:gretchenkapuscik@gmail.com)>; Mikeljon Nikolich <[mikeljonn@gmail.com](mailto:mikeljonn@gmail.com)>; Brian Rostron <[brianrostron@gmail.com](mailto:brianrostron@gmail.com)>; Jason Small <[Smalljb@gmail.com](mailto:Smalljb@gmail.com)>; Gogi Kalka <[gogikalka@gmail.com](mailto:gogikalka@gmail.com)>; Alisa Obrien <[alisaobrien10@yahoo.com](mailto:alisaobrien10@yahoo.com)>; Brandon Butler <[ymasp82@gmail.com](mailto:ymsp82@gmail.com)>; Doug O'Brien <[dougjpbrien@gmail.com](mailto:dougjpbrien@gmail.com)>; Linette Lander <[linlander@gmail.com](mailto:linlander@gmail.com)>; Christopher Victoria <[christopher.victoria@gmail.com](mailto:christopher.victoria@gmail.com)>; Donna Victoria <[donnavictoria@gmail.com](mailto:donnavictoria@gmail.com)>; James DiLuigi <[jdiluigi@aacinc.net](mailto:jdiluigi@aacinc.net)>; MB . <[mburaimoh@hotmail.com](mailto:mburaimoh@hotmail.com)>

**Subject:** Revised Needs Study / Site Plan No. 820150150 (Taco Bell / Takoma Park)

Mr. Braunstein,

Gwen Wright provided your contact information for questions about the site plan application of Taco Bell for Holton Lane and New Hampshire Avenue in Takoma Park (820150150). We are a group of residents from nearby neighborhoods who are following this development, and we're hoping that you will be able to provide us with two pieces of information that would help us better understand the Planning Board's review process and the developer's plan for this site.

First, we understand from an announcement at the Takoma Park City Council meeting on Monday 10/19 by the site applicant's attorney that a second and revised Needs Study would be submitted to the Planning Board. We've been watching the DAIC website and no additional documentation has been added since late September. We have a copy of the Thomas Point Needs Study from February 2015, but we'd like to review this second Needs Study given the importance of the need / saturation criteria in the Planning Board's decision. Will you share this revised Needs Study with us?

Second, we're trying to better understand how (and when) our concerns about this development may best be shared with the Planning Board. Do letters of concerns receive equal consideration from the Planning Board, or is in-person testimony at Planning Board hearings given more weight? To whom should letters of concern be addressed? And finally, we know about the estimated schedule for this application from the DAIC website:

[http://mcatlas.org/Development\\_Info/GanttChart.aspx?apno=820150150](http://mcatlas.org/Development_Info/GanttChart.aspx?apno=820150150)

Given that this review and hearings will overlap the very busy holiday season and many of us travel, would you be able to give us a better idea of when letters of concern would be most effective, and a better guess as to when public hearings might take place?

Thanks for your help and insight,

Holly

Holly Robertson

7402 Glenside Drive / TkPk, MD 20912

202-374-1181

December 2, 2015

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

Mr. Anderson,

I am writing to ask that the Planning Board reject the application for a Taco Bell fast food restaurant with drive-through at the corner of New Hampshire Avenue and Holton Lane in Takoma Park (Plan #820150150). This action is well justified given that the proposed development with automobile-oriented drive-through is inconsistent with the adopted Takoma Langley Crossroads Sector Plan and that the traffic-congested Crossroads area is already saturated with an excessive number of fast food restaurants with drive-throughs that contribute to traffic congestion. This decision is particularly needed by the Montgomery and Prince George's County communities, given that the Crossroads area has the highest number of pedestrian accidents and fatalities in the state.

The county's relevant zoning provisions and stated criteria for evaluation of these provisions require rejection of the proposal. Section 7.3.4.E.3 of the Zoning Ordinance states, *"To approve a site plan for a Restaurant with Drive-thru, the Planning Board must also find that a need exists for the proposed use due to an insufficient number of similar uses presently serving existing population concentrations in the County, and the uses at the location proposed will not result in a multiplicity or saturation of similar uses in the same general neighborhood."* Gwen Wright, Director of the Montgomery County Planning Department, has affirmed through letter to the City on Takoma Park on this proposal that Planning Department staff and the Planning Board will consider all relevant aspects of saturation of similar uses including traffic conditions and compliance with the standards of adopted development plans. She wrote on October 16, 2015, *"Ensuring that public streets are not overburdened by traffic generated by a proposed drive-thru helps answer the question of a saturation of uses. Ensuring conformance with the master plan will help answer the question of the sufficiency of the number of existing similar uses and saturation of those uses, by comparing the existing conditions with those envisioned by the master plan's future land use and urban design goals."*

The proposed development with automobile-oriented drive-through is thoroughly inconsistent with the area's Sector Plan, which was approved and adopted by the county in 2012. The Plan states, *"Takoma/Langley Crossroads will be a transit-oriented, pedestrian-friendly community that celebrates and builds on the cultural diversity of the Crossroads community. Smart growth and transit-oriented development support the integration of mixed land uses into communities as a critical component of achieving a better place to live. This Plan reduces automobile dependency by locating a mix of uses*



*convenient to homes and adjacent to transit, and by providing alternatives for walking, cycling, and transit within a physical environment that meets the community's needs"* (page 17). Simply put, an automobile-oriented restaurant with drive-through represents the antithesis of the county's stated vision of pedestrian- and transit-oriented smart growth development for the area. As such, the proposal should be rejected.

The proposal should also be rejected according to the provided criteria given that a drive-through is inappropriate for the Crossroads area due to existing traffic congestion in the sector. New Hampshire Avenue and University Boulevard are already heavily trafficked and densely congested roadways. Such congestion will only intensify with the imminent construction of the Purple Line along University Boulevard, which will involve the permanent removal of two lanes of automobile traffic. Allowing another drive-through will only direct more traffic to the area and exacerbate traffic congestion. Such an outcome is highly undesirable, especially given that the Crossroads area already has the highest levels of pedestrian accidents and fatalities in the state, a situation due in large part to residents who rely on public transportation crossing busy and congested roadways. Adding another drive-through will only worsen this condition.

The revised needs analysis submitted by the applicant supports these objections. It points out that there are already 6 fast food restaurants with drive-throughs on University Boulevard and another 3 on New Hampshire Avenue in the immediate vicinity of the proposed development. It notes that several of these existing restaurants serve authentic Latin American cuisine, in contrast to the proposed development, in the highly diverse Crossroads area, which has a large Latino population. The report also repeatedly notes existing problems with traffic flow and congestion caused by the presence and design of automobile drive-throughs at these restaurants.

The applicant's proposal is thus inconsistent with the relevant zoning provisions and the stated criteria for their evaluation. Planning staff has confirmed that compliance with the adopted sector plan and contribution to good traffic flow and safety are essential for approval of the proposal. The sector plan specifies redevelopment to promote pedestrian- and transit-oriented uses. Construction of yet another automobile-oriented fast food restaurant with a drive-through would only undermine and delay such much-needed redevelopment. The applicant's own analysis has already demonstrated that there is an excess number of restaurants with drive-throughs in the Crossroads area, and the excessively high number of pedestrian accidents and fatalities in the sector attests to the results of this type of automobile-oriented development. As a result, the Planning Commission should reject the submitted proposal.

Respectfully submitted,

Brian Rostron

8000 Wildwood Dr

Takoma Park, MD 20912

**MCP-CTRACK**

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RECEIVED

DEC 04 2015

OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

1273

**From:** Linette Lander <linlander@gmail.com>  
**Sent:** Friday, December 04, 2015 1:57 PM  
**To:** MCP-Chair  
**Cc:** Braunstein, Neil  
**Subject:** Fwd: Taco Bell Proposal - Plan #820150150, New Hampshire & Holton Lane  
**Attachments:** Document (214).pdf

Please find my submission on the referenced proposal attached.

Thank you.

Linette Lander

1105 Lancaster Rd.  
Takoma Park, MD 20912

December 4, 2015

**VIA EMAIL - mcp-chair@mncppc-mc.org**

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

RE: Plan #820150150: Taco Bell Fast Food/Drive-Through Application, New Hampshire Ave. and Holton Lane

Dear Mr. Anderson:

I am writing to urge that the Planning Board REJECT the referenced development plan for the following reasons:

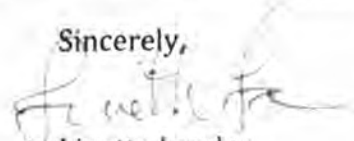
- **INCONSISTENCY WITH THE TAKOMA/LANGLEY CROSSROADS SECTOR PLAN:** The Sector Plan calls for a “transit-oriented, pedestrian-friendly” focus that “support[s] the integration of mixed land uses . . . [to] achiev[e] a better place to live . . . [and] provid[es] alternatives for walking, cycling, and transit within a physical environment that meets the community’s needs.” The proposed development misses an opportunity to add smart, transit-oriented development at a location that is being transformed into a mass-transit hub with lessened reliance on automobiles, and disregards the clear thrust of the relatively newly adopted Sector Plan.
- **INCREASED TRAFFIC CONGESTION AND RISKS TO PEDESTRIANS:** As someone who previously commuted by Ride-On bus that travelled along New Hampshire Avenue, I am well familiar with the speed of vehicles along this corridor, and the dangers presented to pedestrians. Siting another fast food restaurant with a drive-through in a location where pedestrian safety has not been properly addressed to date is unwise at best. A mapped overlay of pedestrian injuries together with the locations of existing fast food restaurants (including those with drive-throughs) clearly demonstrates the dangers that already exist in/around the New Hampshire/University Blvd. intersection without the addition of yet another such establishment.
- **FAILURE TO MEET THE COMMUNITY’S NEEDS WITH ANOTHER FAST FOOD RESTAURANT:** Though the referenced applicant submitted a revised (they called it “Supplemental”) Needs Study that attempted to dilute the clear saturation of such fast food establishments with drive-throughs in a scant 4 minute drive time by

extending the area to 7 minutes, the fact remains that there are abundant fast food options in a very short distance. There is no "gap" in these offerings. The local market area is already replete with establishments serving a range of food types, including those that would be sold at Taco Bell. And some of the existing establishments, in the words of the Sector Plan, better "build[] on the cultural diversity of the Crossroads community."

- **UNDESIRABLE ADDED CONGESTION IN AN AREA ALREADY BACKED UP:** The existing businesses in the immediate area of the proposed project already create traffic and parking congestion, according to the accounts of some who live there.
- **THE "NEW" NEW HAMPSHIRE AVENUE NEEDS REAL CHANGE AND INNOVATION:** Given the opportunity to fill the location with an innovative, business that might fill actual gaps and that is consistent with changes said to be coming to the corridor, in addition to the investments the affected counties, State and federal governments will be making for transit-related developments, it would be regrettable if the County did not take advantage of these opportunities, consistent with the considerations mentioned above.

Thank you for considering the perspective of this member of the affected community.

Sincerely,



Linette Lander

cc: Neil Braunstein, Montgomery Planning (by email)

**MCP-CTRACK**

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**RECEIVED**

DEC 15 2015  
OFFICE OF THE CHAIRMAN  
THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

1356

**From:** Dan Reed <justupthepike@gmail.com>  
**Sent:** Tuesday, December 15, 2015 8:51 AM  
**To:** MCP-Chair  
**Cc:** Ronit Dancis; Nick Brand; Ben Ross  
**Subject:** Taco Bell in Takoma-Langley

Dear Mr. Anderson:

The Action Committee for Transit supports, with conditions, construction of the proposed Taco Bell restaurant near the new Takoma-Langley Transit Center. This will provide a convenient food option for bus riders at the Transit Center and, if properly designed, will contribute toward an improved Langley Park.

We believe the Planning Board should require the restaurant to meet the following conditions:

- 1) The building should not be set back from the sidewalk.
- 2) The main pedestrian entrance to the restaurant should face the sidewalk, not the parking lot.
- 3) The lease should not unreasonably obstruct the future redevelopment of this site at greater density.

Thank you for your time and consideration!

Sincerely,  
Dan Reed  
Vice President, Land Use  
Action Committee for Transit

Dan Reed  
justupthepike.com  
justupthepike@gmail.com  
202/256-7238