

Westwood Shopping Center, Sketch Plan No. 320170010

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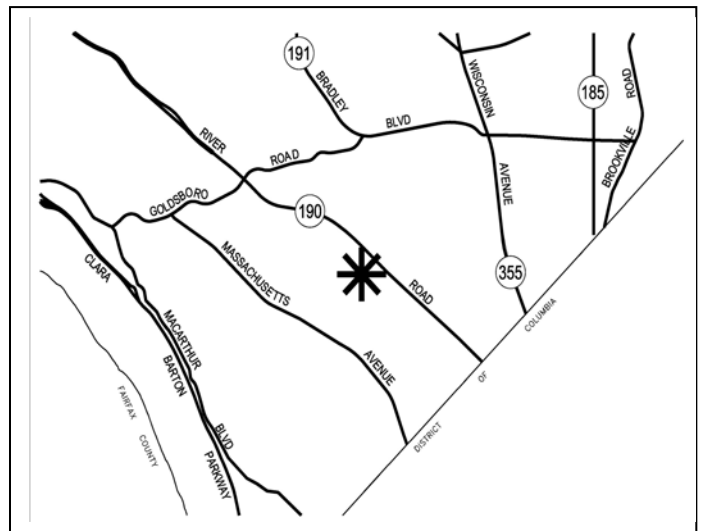
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Completed: 02/10/2017

Description

- Construction of a mixed-use development with up to 1,800,000 square feet total development (existing and proposed) with up to 1,290,000 square feet of residential uses, not including square footage associated with MPDUs, and up to 510,000 square feet of non-residential uses;
- Current uses: vacant two-story building, three-story commercial office building/retail building, a 15-story multi-family residential tower and associated structures, a one-story bowling center, a 104,695-square foot single-story retail shopping center, and associated parking;
- Located on Westbard Avenue in the southwest quadrant of the intersection with River Road (MD 190) and Ridgefield Road;
- 25.54 gross acres zoned:
 - 5400 Westbard Avenue - CRT 2.0: C 0.75, R 1.25, H 60; 5101 Ridgefield Road - CRT 1.0: C 0.25, R 1.0, H 45; 5110 Ridgefield Road - CRT 1.5, C 0.5, R 1.5, H 75; 5401 Westbard Avenue - CRT 3.0, C 0.5, R 3.0, H 165 and CRT 2.5, C 0.5, R 2.0, H 75; and 5353 Westbard Avenue - CRT 2.5, C 0.5, R 2.0, H 110;
- 2016 *Westbard Sector Plan*;
- Applicant: Equity One (Northeast Portfolio), Inc.;
- Acceptance date: July 11, 2016.



Summary

- Staff recommends Approval of the Westbard Shopping Center Sketch Plan with conditions. The approval does not include proposals for the HOC/Westwood Towers site for land use, access, or the Willett Branch but does include the overall density included in the Application. This portion of the Sketch Plan will need to be amended after archeological investigation of the possible historic cemetery site.
- The Application was accepted on July 11, 2016, and is being reviewed under the current Zoning Ordinance and the Approved and Adopted 2016 Westbard Sector Plan. Several extensions were granted by the Planning Board in an effort for the Applicant to address Sector Plan conformance regarding Public Amenities and Benefits.
- The proposed development will include a mix of commercial and residential uses including moderately priced dwelling units and public open space.
- The Applicant will dedicate a significant portion of its property for the naturalization of the Willett Branch, will implement a section of the Greenway/naturalization behind the Westwood II site, and will realign the intersection of Westbard Avenue and Ridgefield Road.

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Executive Summary

This Sketch Plan focuses on redevelopment of the Westwood Shopping Center and shows how public facilities, amenities and benefits support that new development. It highlights three major facilities and amenities, including: dedication and naturalization of Willett Branch; realignment of Westbard Avenue/Ridgefield Road; and provision of an interior community use space. These amenities will complement the new development and serve the entire Westbard community. Much time was given to the naturalization of Willett Branch, especially the amount of dedication that would be needed to accommodate the new Greenway.

Naturalization of this stream is one of the Sector Plan's most important recommendations and will provide an amenity that will improve an existing channelized stream and create an environmental asset for the community and the region. Evaluation of prospective dedication has included identification of cultural resources—specifically a cemetery—in the vicinity of the stream. A significant related issue is the possible historic cemetery near the Willett Branch and behind the HOC/Westwood Towers building. Staff has worked with the Applicant and the community to initiate the cemetery delineation, but the archeological work has not yet been done. Therefore, this report does not specifically address proposals on the HOC/Westwood Towers site related to land use, building mass, access or amenities, including the dedication/naturalization of Willett Branch in this portion of the site. This report does condition the Applicant to conduct a cemetery delineation and study prior to submitting an amendment to the Sketch Plan specifically to focus on the HOC site. Any results of the cemetery delineation will be incorporated into the Sketch Plan amendment and ultimately proceed concurrently with the Preliminary Plan.

The Application's building footprints are shown for context and they evaluate building height, mass and relationship to other sites. As such, building footprints are shown to guide the discussion regarding the character and interaction of activities.

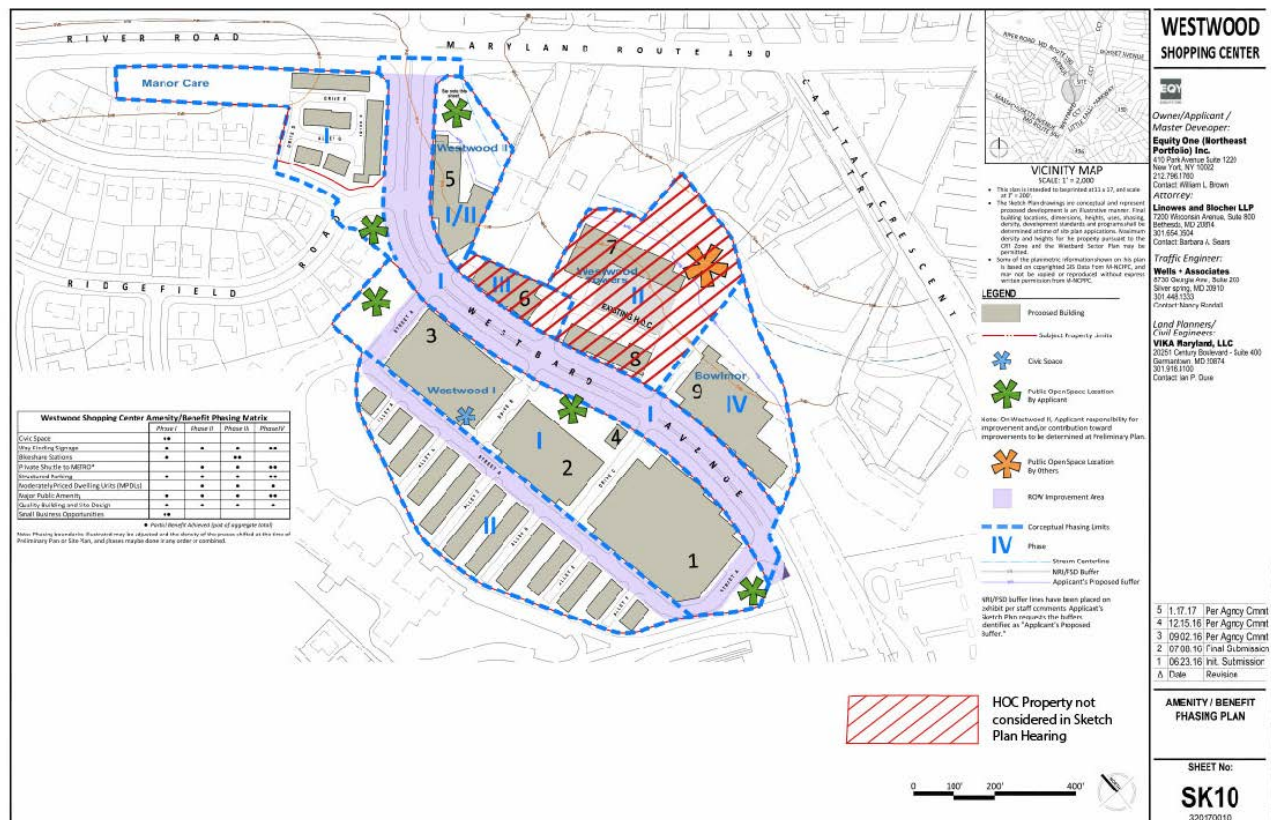
Again, it is important to reiterate, the portions of the site behind HOC/Westwood Towers buildings have been "hatched out" and this Sketch Plan is not acting on the location of buildings or the extent of dedication of the Willett Branch in this area. As conditioned, the archeological study/cemetery delineation of this area needs to be completed prior to Sketch Plan Amendment and Preliminary Plan. Any building or development within this area would be subject to the conditions of the Sketch Plan Amendment, including any dedication of the Willett Branch.

Another major public facility that was critical to the success of the Project is the realignment of the Westbard Avenue/Ridgefield Road intersection from River Road. The realignment will have an impact on the buildable envelopes for the Manor Care and Westwood II sites near River Road, as well as the intersection improvements for the Springfield neighborhood.

This Application is providing at least 15 percent MPDUs for the entire Property and an additional 15 percent affordable units specifically on the HOC/Westwood Towers site if HOC were to redevelop this portion of the Property. By providing the additional MPDUs an increase in height for the residential buildings is appropriate consistent with the zoning ordinance.

There are two issues that the Planning Board will need to consider and provide guidance on for the Preliminary Plan: 1) the reduction of the stream valley buffer proposed by the Applicant; and 2) the improvements associated with the Westwood II site for the Willett Branch Greenway. Details of these two issues are presented in the staff report for consideration after the proposal section.

Staff received a considerable amount of correspondence related to the Willett Branch, dedication, the cemetery delineation and study, appropriate density and building height, all of which are addressed in the body of the report.



SECTION 1: RECOMMENDATION AND CONDITIONS

Staff recommends Approval of Westwood Shopping Center, Sketch Plan No. 320170010, a mixed-use development including up to 1,800,000 square feet of total development with up to 1,290,000 square feet of residential uses, not including the square footage associated with the required MPDUs over 15 percent, and up to 510,000 square feet of non-residential uses on 25.45 gross acres including: 5400 Westbard Avenue zoned CRT 2.0: C 0.75, R 1.25, H 60; 5101 Ridgefield Road zoned CRT 1.0: C 0.25, R 1.0, H 45; 5110 Ridgefield Road zoned CRT 1.5, C 0.5, R 1.5, H 75; 5401 Westbard Avenue zoned CRT 3.0, C 0.5, R 3.0, H 165 and CRT 2.5, C 0.5, R 2.0, H 75; and 5353 Westbard Avenue zoned CRT 2.5, C 0.5, R 2.0, H 110. The following site development elements shown on the Sketch Plan stamped "Received" by the M-NCPPC on July 11, 2016 and updated submissions received on September 2, 2016, December 16, 2016 and January 17, 2017, are binding under Section 59-7.3.3.F, except as modified by conditions of approval:

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

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

This approval is subject to the following conditions:

1) Density

- a. The Sketch Plan is limited to a maximum total density of 1,800,000 square feet with up to 1,290,000 square feet of residential uses, which reflects the exemption of the gross floor area of all MPDUS on a project providing a minimum of 15 percent Moderately Priced Dwelling Units (MPDUs), and up to 510,000 square feet of non-residential uses. The maximum number and distribution of residential dwelling units and amount of non-residential uses will be determined at Preliminary Plan and Site Plan.
- b. A Sketch Plan Amendment is required for the HOC/Westwood Towers site (site 4a and 4b in the Sector Plan) specifically to incorporate any recommendations of the archeological assessment, address building massing and placement, access, dedication and improvements within the Willett Branch Greenway.

2) Height

Proposed buildings illustrated on the Sketch Plan are limited to the maximum heights for the following properties, not including any additional height needed to accommodate Moderately Priced Dwelling Units pursuant to Chapter 59, Section 4.7.3 of the Montgomery County Zoning Ordinance:

- a. Westwood I: Commercial Buildings limited to a maximum height of 60 feet; Residential buildings limited to a maximum height of 60 feet;
- b. Westwood II: Limited to a maximum height of 75 feet;
- c. Manor Care: Limited to a maximum height of 45 feet;
- d. Westwood Towers: Buildings along Westbard Avenue in front of the existing HOC building limited to a maximum height of 75 feet; Buildings on the side and rear of the existing HOC building, north and east respectively, are limited to a maximum height of 70 feet as measured from the base of the building facing the Willett Branch;
- e. Bowlmor: Limited to a maximum height of 110 feet.

3) Incentive Density

The development must be constructed with the public benefits listed below, unless modifications are made under Section 59.7.3.3.I. Total points must equal at least 50 and must be chosen from at least three categories as required by Section 59.4.5.4.A.2. The requirements of Division 59.4.7.1 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Final points will be established at Site Plan.

- a. Major Public Facility: Achieved through the following facilities: 1) by providing an interior community use space at the Westwood Shopping Center site; 2) dedication of portions of the Willett Branch Greenway; and 3) through the realignment and dedication of the Westbard Avenue/Ridgefield Road intersection;
- b. Connectivity and Mobility: Achieved through wayfinding, Bikeshare Stations, connection from Westbard Avenue to the Willett Branch, and Private Shuttle Service to Metro;
- c. Quality of Building and Site Design: Achieved through exceptional design and structured parking;
- d. Diversity of Uses and Activities: Achieved through the provision of Moderately Priced Dwelling Units throughout the Property; and
- e. Small Business Opportunities: Achieved through the provision of on-site space for small, neighborhood-oriented businesses in the commercial center on the Westwood I area of the Sketch Plan. In order to achieve the 20 points listed on the Public Benefits Table, SK2.1, Applicant must show the conceptual layout and location of proposed retail spaces and provide a narrative, per the Incentive Density Implementation Guidelines, page 32 at the time of Site Plan for this site.

4) Design, Building Form, and Environmental Improvements

- a. Manor Care Site:
 - i) Facades of the townhouse units along River Road must be predominantly masonry or similar high quality material to be evaluated at time of site plan for this site. Townhouse units should be facing Westbard Avenue and re-aligned Ridgefield Road and should contain the same building material proposed along River Road.
 - ii) The alley system serving the townhouses must include a circulation system that results in an internal loop and not a dead end turnaround for vehicles.
 - iii) No lots or units can be located in the stream valley buffer directly behind the existing single-family lot at 5507 Westbard Avenue, Lot number 4. No additional structures will be permitted behind the existing single-family homes between Westbard Avenue and River Road. Limited encroachment of the existing stream valley buffer will be permitted for the construction of townhouse units along River Road at the time of Preliminary Plan with the final location to be determined at Site Plan.
 - iv) The Applicant must make the following environmental enhancements including demolition and deconstruction of the linear parking lot, stream stabilization, invasive species removal, and re/afforestation. SHA coordination for work in the adjacent right-of-way will be needed.
- b. Westwood I site: Townhouses perpendicular to Street 'A'
At the time of Preliminary and/or Site Plan, as applicable, the Applicant must address the following issues to ensure compatibility with surrounding uses:
 - i) At Preliminary Plan and Site Plan, redesign buildings into shorter strings to provide appearance comparable to the larger homes in the adjacent single family neighborhoods.
 - ii) Buildings along Street A must have doors along that street.
 - iii) No garage doors may face onto Street A.
 - iv) The Applicant must provide space for buffer strips to accommodate stormwater management features recommended in Sector Plan.

- v) Any new development should make efforts to preserve the large trees along the entrance driveway to the Kenwood Place condominium and the property boundary between the condominium and Westwood Shopping Center.

5) Moderately Priced Dwelling Units (MPDUs)

- a. The Applicant must provide a minimum of 15 MPDUs on-site for the entire Property in accordance with Chapter 25A.
- b. If the Housing Opportunities Commission (HOC) purchases site 4a or 4b, any new building constructed on such land must provide a minimum of 30 percent affordable housing units.
- c. Additional height for each residential building may be granted to the residential sites providing at least 15 percent MPDUs pursuant to Section 59.4.7.3 of the Montgomery County Zoning Ordinance.
- d. With the exception of those sites not requesting additional height for the MPDUS, the affordable housing units must be evenly distributed throughout the entire Property and must include the minimum 15 percent within each residential site. Modest variations in the percentage of MPDUs among the parcels containing townhouses (Manor Care and Westwood I) in accordance with the Sector Plan and in consultation with the Department of Housing and Community Affairs (DHCA).

6) Cemetery Delineation and Archeological Assessment

- a. The Applicant perform an archeological assessment to determine if human remains exist on Parcel 175 due to the possibility of a former cemetery on that location, as described below:
 - i) The Assessment must include a Geophysical Survey, using ground-penetrating radar.
 - ii) The Assessment must be conducted by a 36 CFR 61 Qualified Professional Archaeologist or team experienced both in the use of ground penetrating radar and mechanical soil stripping and in African American burial practices to investigate potential unmarked grave locations.
 - iii) The Assessment must engage the descendant/historic community, including the River Road African Community.
 - iv) The Assessment must be in compliance with the approved Maryland State Guidelines for Archaeological Investigations.
 - v) The Assessment must include information on whether or not human remains exist in tested areas and provide recommendations pursuant to applicable Maryland laws.
 - vi) The Assessment must be completed prior to the hearing date for the Sketch Plan Amendment for the portion of property covering parcel 175 and the Preliminary Plan.
- b. Based on the outcome of the Assessment, Staff may recommend adjustments to the area of dedication shown on the Sketch Plan and design for the Willett Branch on Parcel 175 as part of the Preliminary Plan or Site Plan for this site, as applicable.

7) Public Open Space

- a. Civic Green at Westwood Shopping Center: The Applicant must construct a Civic Green, no less than 1/3 of an acre – not including street right-of-way, along the west side of Westbard Avenue at the Westwood Shopping Center site. This site will be privately owned and maintained. The exact shape, location and design will be determined at Site Plan in conformance with the specific Sector Plan recommendations.
- b. Streets on Westwood Shopping Center Site: The Applicant must provide streetscape on the new streets at time of Preliminary Plan(s) according to the Westbard Sector Plan.
- c. The Applicant must provide shade trees to implement a 50 percent canopy goal for all road and at grade parking lots.

8) Public Parks Dedication

- a. Springfield Neighborhood Green Park: The Applicant must dedicate, design, and construct a Neighborhood Green Urban Park, approximately ½ acre but no less than a 1/3 of an acre in size – not including sidewalks and streets.
- b. Willett Branch Greenway (“Willett Branch” or “Greenway”)
All proposals and conditions regarding the dedication, design and construction of the Willett Branch Greenway in portions other than Westwood II will be addressed as part of the future Sketch Plan Amendment.
- c. Westwood II Site
At the location referred to as the Westwood II site (Building 5), the Applicant must, in coordination with M-NCPPC Parks Department and under a Park Construction Permit, design and construct the Willett Branch Greenway between River Road and the American Plant Food culvert within the dedicated Parkland as described above. As part of the construction of the Greenway, the following conditions must be met:
 - i. The Willett Branch stream channel must be removed from the existing concrete culvert and directed into a more natural channel. The channel bottom must contain rough natural materials to the extent possible given the site constraints.
 - ii. The elevation and alignment of the reconstructed channel must work with both the existing American Plant Food culvert downstream and a future naturalized condition of the Willett Branch that currently runs under that culvert without the need for a significant reconstruction of this section.
 - iii. The Willett Branch stream channel must be contained within terraced walls that allow for native vegetation to exist along the channel.
 - iv. The face of the wall across the stream below the Kenwood Office building property shall be reconstructed with stonework to match the newly constructed terraced walls on the Westwood II side of the stream.
 - v. A rock cascade feature must be constructed near where the Manor Care/ Kenwood tributary enters Willett Branch. Final location of the rock cascade to be determined at Site Plan.
 - vi. A 10’ wide hard surface trail must be constructed above the right stream bank. The trail must tie into the realigned Westbard Avenue streetscape and allow for future continuation across the American Plant Food property to connect to the remainder of the Greenway trail.
 - vii. Native landscaping must be designed and installed to enhance the Park setting and provide environmental uplift.
- d. HOC (also referred to as “Westwood Towers”) Site
In coordination with M-NCPPC Staff, the following considerations must be evaluated as part of a future Sketch Plan Amendment:
 - i) After completion of the archeological assessment, the Applicant must dedicate property for the naturalization of the Willett Branch Greenway.
 - ii) After completion of the archeological assessment the Applicant must provide a phasing plan to be applied with future applications on this portion of the site to include: removal of all pavement, retaining walls, and other infrastructure except for the concrete channel (to be removed by Parks at a later date) from the land to be dedicated.
 - iii) Provision of temporary access from Westbard Avenue to the existing HOC bridge.

- iv) Provision of a permanent paved pedestrian connection from Westbard Avenue between Westbard Towers and the HOC building and extending into the Greenway.
- v) A contribution toward the naturalization of the Willett Branch to be applied directly to the naturalization of the Willett Branch Greenway through a Capital Improvement Program.
- vi) Appropriate maintenance access for all properties abutting areas of future Park Dedication, where reasonable. Locations and maintenance agreements must be identified at the time of Preliminary Plan review and finalized in detail at Site Plan

9) Westbard Re-alignment, Street B-1

- a. The Applicant must participate in implementation of the master planned realignment of Westbard Avenue, as specified in the 2016 Westbard Sector Plan. The final roadway design and Applicant's role in implementation will be determined at the time of Preliminary Plan, in coordination with the Montgomery County Department of Transportation (MCDOT), Montgomery County Department of Permitting Services and the Maryland State Highway Administration, as applicable, and is subject to the letter dated September 21, 2016 from the MCDOT.
- b. Westbard Streetscape Upgrade: The Applicant must show streetscape upgrades on Westbard Avenue at time of Preliminary plan(s) in accordance with the Westbard Sector Plan and Montgomery County Department of Transportation standards.

10) Vehicular/Pedestrian connection through American Plant Food /Roof Center site

The Preliminary Plan must show a curb cut on Westbard Avenue for future vehicular/pedestrian connection between Westbard Avenue and River Road.

11) Contribution to Willett Branch

The Applicant must provide a contribution toward the naturalization of the Willett Branch, the exact amount of which, and timing for contribution will be determined at Preliminary Plan. The Planning Board must apply any such financial contribution to the naturalization of the Willett Branch Greenway through a Capital Improvement Program.

12) Future Coordination for Preliminary Plan(s) and Site Plan(s)

In addition to any other requirements for Preliminary Plan(s) under Chapter 50 and Site Plan(s) under Chapter 59, the following must be addressed when filing a Preliminary or Site Plan, as applicable:

- a. Demonstration of how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guideline requirements;
- b. Add the Westbard Avenue/Ridgefield Road realignment and the dedication and contribution toward the Willett Branch naturalization to the public benefits as a major public facility;
- c. Financial contribution towards the implementation of the Willett Branch Greenway;
- d. Corrective Map Amendment to address changes in zoning boundaries that result from the realignment of Westbard Avenue.
- e. Fire and Rescue access and facility details;
- f. Streetscape details;
- g. Implementation of transportation improvements;
- h. Provide the separated bicycle facility on Westbard Avenue, as recommended in the Sector Plan;
- i. Necessary abandonment and right-of-way dedication for the Westbard Avenue re-alignment at River Road.
- j. Provide transportation mitigation strategies as determined at the time of Preliminary Plan(s) and Site Plan(s), to include a privately operated shuttle;
- k. Location of two bike share facilities;

- l. A noise analysis to be required at Site Plan submission which identifies the current and 20-year projected noise contours and implementation of any required mitigation for residential units; and
- m. Provide a canopy exhibit at time of Preliminary and Site Plan submission, demonstrating appropriate soil volumes and other necessary elements for meeting the Sector Plan canopy goals.

SECTION 2: SITE DESCRIPTION

Site Vicinity and Analysis

Site Vicinity

The subject site (Subject Property or Property) comprises several properties on Westbard Avenue, including parcels 325, 360, 143, Part of Parcel 143, Parcels 238, 240, 303 and 357, and Parcel A, Block H and G, on Ridgefield Road. The Subject Property is within *the 2016 Westbard Sector Plan*.

The Property is bound generally on the east by the Willett Branch Stream, on the north by River Road, and to the west by and the Springfield community.

The neighborhoods surrounding the Subject Property to the north and west include the single-family community of Springfield and the multi-family garden apartments of Kenwood Place. The Crescent at Westbard, a high-rise apartment building, and Westbard Mews, a townhouse community are located to the south and east of the Property. Westland Middle School is located directly southwest of the Property along with other institutional uses



Figure 2-Subject Properties

further south, including the Little Flower Catholic Church and the Little Falls Library. Light industrial uses are located predominately to the south and east of the Subject Property and directly to the east are office and retail uses including the Kenwood Office Building, the American Plant Food Company, the Roof Center and a McDonald's restaurant. These adjacent properties front onto River Road.

Combined, the Property has a net lot area of approximately 975,859 square feet or 22.40 acres. Including prior dedications, the Property has a total tract area of approximately 1,108,804 square feet, or 25.45 acres.

Site Analysis

Westbard Avenue is lined with predominately commercial structures from Ridgefield Road to the southern boundaries of the Westbard Shopping Center and the Bowlmor site. The shopping center backs onto Westbard Avenue with a significant amount of surface parking between the center and the Kenwood Place garden apartments to the west. To the east of Westbard Avenue is a series of low-rise commercial buildings and the 13-story high-rise residential building known as Westwood Towers (also identified as the HOC building). The intersection of Ridgefield Road and River Road houses the now- vacant 5-story Manor Care building to the north and the 2-story Westwood II office building to the south. The Willett Branch, a use class I-P ¹stream is channelized from the River Road/Ridgefield Road intersection to the Capital Crescent Trail, parts of which are included in the Site.

A Natural Resource Inventory Forest Stand Delineation (NRI/FSD) was approved for the Project on September 2, 2016. The NRI/FSD established the Stream Valley Buffer (SVB) associated with the application. The SVB as shown on a given side of the Willett Branch varies from 100 feet, up to 150 feet or more based on the relative slope gradients in various portions of the site. Currently, portions of the existing Westwood II building, the HOC/Westwood Towers building and the Bowlmor building, as well as ancillary parking and structures are located within the stream buffer established by the NRI/FSD. There are areas of forest settings along some portions of the SVB which generally occupy areas of steep slopes. Additionally, there are groves of trees not meeting forest definition and also extensive areas of existing buildings and paving within the SVB. The Maryland Department of Natural Resources has reported there are no known records of rare, threatened, or endangered species on or near the site.

There are no designated historic resources on the Property. During the sector plan process staff identified a potential cemetery site located proximate to the HOC building and parking within the stream valley buffer. A cemetery delineation and study is currently underway by the Applicant, in coordination with the consultant and community.

The Property has a significant amount of steep slopes ranging from 15-25+ percent primarily on the eastern property boundary proximate to the Willett Branch. Most of the steep slopes are contained within the established stream valley buffer.

¹ *Use I-P:*

WATER CONTACT RECREATION & PROTECTION OF AQUATIC LIFE, AND PUBLIC WATER SUPPLY

Waters that are suitable for: water contact sports: play and leisure time activities where the human body may come in direct contact with the surface water; fishing; the growth and propagation of fish (other than trout); other aquatic life, and wildlife; agricultural water supply, industrial water supply, and use as a public water supply.

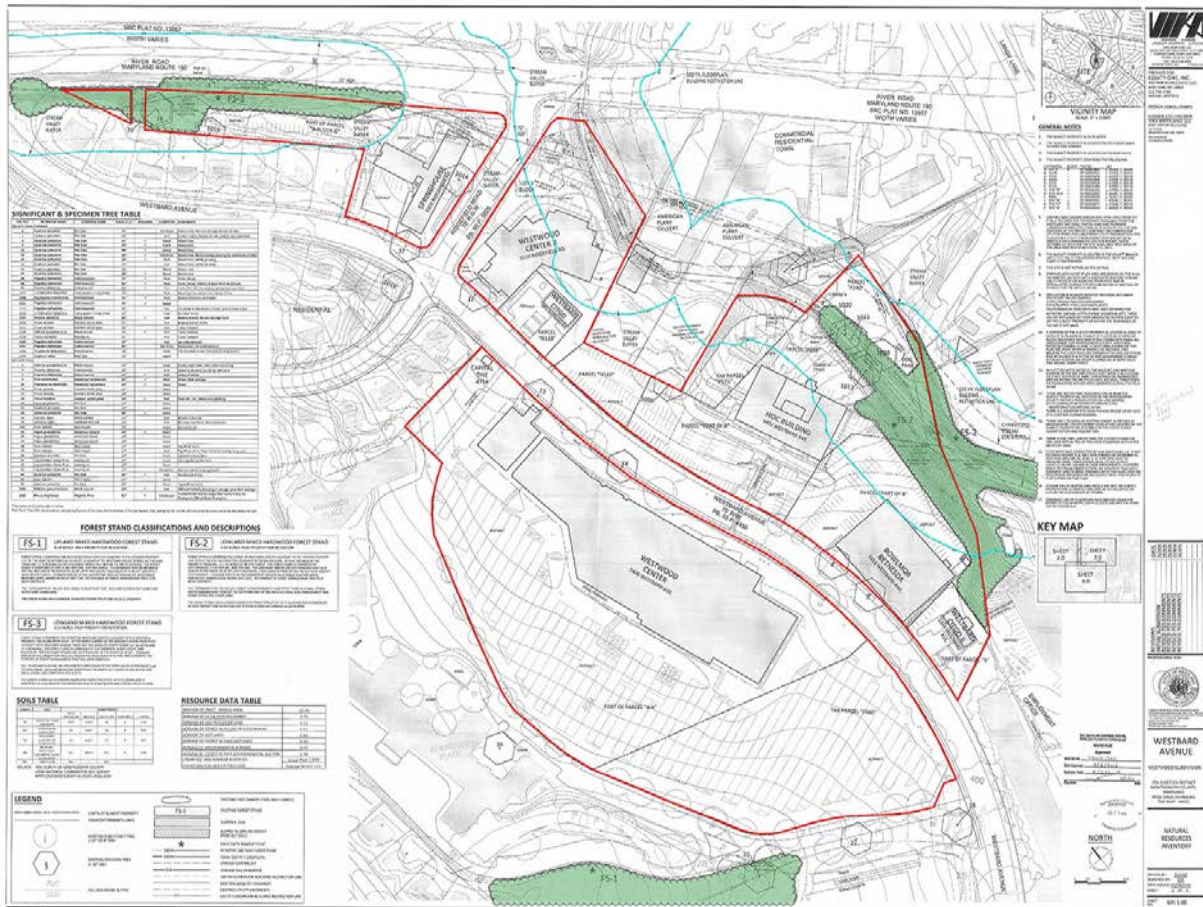


Figure 3 - NRI/FSD

SECTION 3: STAKEHOLDER OUTREACH

Stakeholder's Meetings

After the Council approved the Westbard Sector Plan, the M-NCPPC staff reached out to the Little Falls Watershed Alliance (LFWA) to continue the dialogue regarding the future of the Willett Branch Greenway. We established a stakeholder's group that included the LFWA, the Applicant, the Citizen's Coordinating Committee on Friendship Heights, Save Westbard, Macedonia Baptist Church, neighboring community groups, adjacent business and property owners, and other interested parties that wanted to continue the discussion and explore the reality of naturalizing the Willett Branch as envisioned in the Sector Plan.

The first meeting was in August 2016 and set out to provide introductions and an overview of the process and next steps. At the same time the stakeholder's meeting was established, the Parks Department contracted with Ecotone Inc., an environmental consultant, to study the effects of the current and expanded floodplain conditions associated with the Willett Branch.

The second stakeholder's meeting was held in October of 2016 and included many of the same attendees with a focus on expanding the sector plan list of features to be included in the Greenway that materialized into a more comprehensive list of program requirements. The group identified several different categories, including: proposed encroachments and activity in the stream buffer; the program of requirements; cultural resources; property dedication; and building relationship to the Greenway. After this meeting, Staff continued to work with the Applicant on the overall needs of the Greenway and ultimate dedication that would be required to facilitate the future park activities, development and cultural resources. Many different options were explored by Staff and the Applicant, and presented to some of the stakeholders.

The third stakeholder's meeting was held in December 2016 to show the process by which staff engaged the Applicant on establishing an approximate dedication line. The meeting attendees expanded to include members from the Macedonia Baptist Church and the potential owner of the Galway site opposite the Willett Branch from the rear of the HOC building. The discussion resulted in the steps necessary to investigate a potential cemetery and archeological site; a discussion that started with the Planning Board in December 2015 prior to Council review of the Planning Board draft of the Sector Plan. The Applicant agreed to perform the initial study, in coordination with the consultant and community.

A fourth stakeholder's meeting was held on January 11, 2017 as a continuation of the previous discussion involving the cemetery delineation and study as well as feedback on images provided by the Applicant of the Greenway. Stakeholder meetings will continue throughout the course of the regulatory applications with the intent to make the Willett Branch one of the best park amenities in this region.

Community Outreach

On June 1, 2016, the Applicant held a pre-submittal meeting at the Ballroom, 5521 Landy Lane Bethesda, MD 20816. The Applicant has complied with all submittal and noticing requirements.

Community Correspondence

Staff received many form letters (Attachment B) from various individuals in the surrounding Westbard community raising similar issues that were addressed in the Sector Plan about the impacts of the Sketch Plan on the neighboring community. The first series of form letters titled "Comments on the Equity One Sketch Plan" oppose the Sketch Plan application but offer the following comments: 1) the massing shown on the application is bulky and unattractive; 2) the application indicates that full build-out of the sector plan will be achieved; and 3) the area of dedication is less than what was shown in the Sector Plan. The sketch plan is not at a detailed design phase where buildings and spaces are complete and finalized and the comment regarding build out of the Plan does not apply solely to this application. Even though Equity One owns the largest amount of property in the Plan area there are other sites that will submit applications to fulfill the vision of the Plan, and there may be some properties that choose not to develop. The dedication shown on the original Sketch Plan application did not include the Willett Branch nor did it show the realigned Westbard Avenue. Staff commented on this during the initial review. The Application was subsequently resubmitted to modify the amount of dedication being shown. The Applicant proposes dedicating 92,600 square feet (2.13 acres) of their land for Willett Branch naturalization.

The second set of form letters titled “Equity One Sketch Plan is Deeply Flawed” opens with language regarding a pending lawsuit that involves Montgomery County and is tied to the Sector Plan. These writers, some of which are the same from the first letter, also oppose the Sketch Plan but offer the following comments: 1) too much density which will place stress on both the schools and roads; 2) too little open space for the civic green; 3) opposition to on-street parking and the need for a traffic study; 4) opposition to any above-grade parking in the rear of the HOC property as it will greatly impact the Willett Branch and stream buffer; and 5) that a complete archeological study be undertaken to identify any potential cemeteries. The letters also provide a statement about the build-out of the Sector Plan.

Staff notes that the density proposed is 247,131 square feet less than what the Sector Plan identified for the Equity One properties. In fact, the proposed development is decreased considerably on the Westwood II site due to the realignment of Westbard Avenue and dedication of property for the Willett Branch Greenway. The green space is consistent with the recommendations of the Sector Plan will be evaluated in greater detail at Site Plan. A traffic analysis has been submitted and is currently under review with the Preliminary Plan. The traffic patterns including the on-street parking will be evaluated by the M-NCPPC, the Montgomery County Department of Transportation, and the Montgomery County Department of Permitting services for compliance with the Sector Plan, as well as operational considerations. Regarding the above-grade parking, Staff is coordinating with the Applicant to understand the current parking and vehicular needs that exist today, as well as plan for the needs of future naturalization of the Willett Branch, being inclusive of the ultimate program of requirements needed for the Greenway. Staff has advocated for an improved architectural character for development of the Greenway, which could include residential units. A discussion of the potential cemetery was initiated during the Sector Plan process with the Planning Board and County Council and is being conditioned as part of the recommendation for this Application.

The third set of form letters reference an on-line survey that was conducted between April 28th and May 1st, 2016 to provide evidence that a “overwhelming majority” of residents in the Westbard area oppose the Plan. It states that of 700 local community members surveyed, 73 percent support the zoning from the 1982 Sector Plan. However, Staff was contacted by other members of the community that point out the survey used does not describe sample size, statistical significance, survey design and self-selection bias, and therefore, cannot be used to support the claim that an “overwhelming majority” oppose the plan. This development implements the zoning and other recommendations from the approved and adopted 2016 Westbard Sector Plan.

Staff received other correspondence with a greater focus on the naturalization of the Willett Branch and the potential cemetery near the rear of the HOC building. Staff also received comments regarding the proposed parking garage on the rear of the HOC building with respect to the parking, activity, circulation and potential cemetery as mentioned above.

Letters from the Little Falls Watershed Alliance, Citizen’s Coordinating Committee on Friendship Heights (CCCFH) and the Macedonia Baptist Church are also included and cover many of the same concerns regarding the Willett Branch, cemetery and archeological study, density, height and public facilities and amenities.

SECTION 4: PROJECT DESCRIPTION

Proposal

The Applicant is proposing to redevelop the Property, on a phased basis, with a mixed-use development of up to 1,800,000 square feet of total development (existing and proposed) with up to 1,290,000 square feet of residential uses and up to 510,000 square feet of non-residential uses on 25.54 gross acres.

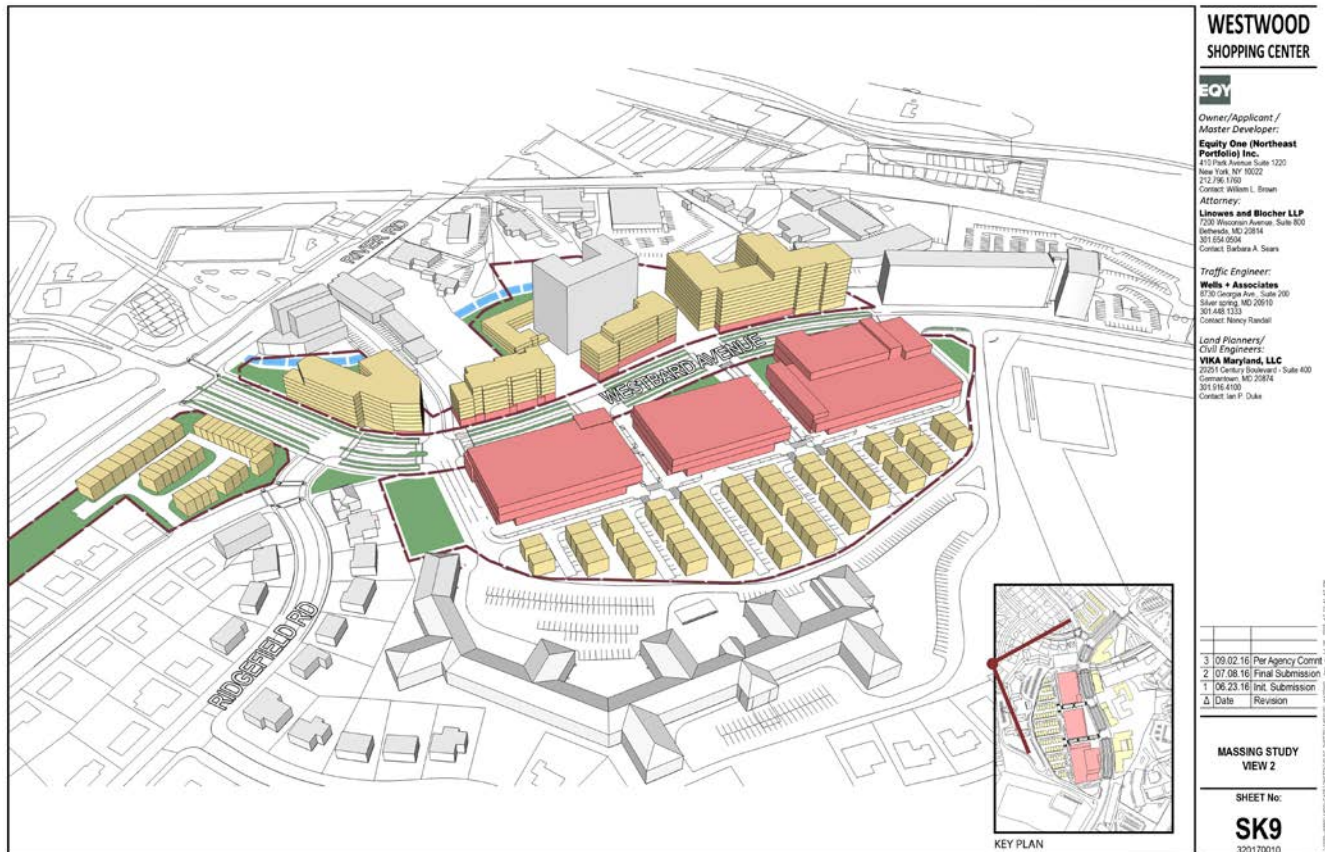


Figure 4 - Applicant's massing study of the entire Project area (the tall building in the middle background is the existing HOC building, and the Sketch Plan Amendment would specifically address this portion of the site)

The residential component of the project will include multi-family housing and townhouses, including a minimum of 15% MPDUs throughout the development. The Project will provide ground-floor retail and restaurant uses, a grocery store to replace the existing Giant grocery store, a potential fitness center, open space including a sector-planned Central Civic Green, a new street network on the Westwood Shopping Center site, new vehicular and pedestrian connections between Westward Avenue, River Road and the Capital Crescent Trail, cycle tracks along Westward Avenue, landscaping and streetscape improvements, and required public benefits and amenities.

As part of this Sketch Plan application, the Applicant is requesting approval for the maximum development on the Property to allow flexibility in the distribution of residential and non-residential density between the Blocks with subsequent development applications. Within the maximum development cap of 1,800,000 square feet, any given combination of uses on the Property will not exceed 1,290,000 square feet of residential development or 510,000 square feet of non-residential use, respectively. Staff is recommending a Sketch Plan Amendment be

filed for the HOC/Westwood Towers site (sites 4a and 4b in the Sector Plan) to specifically address building mass and layout, dedication, access and the naturalization of the Willett Branch after the completion of the archeological assessment and the recommendations from the report. The final allocation of residential and non-residential density will be determined at Preliminary Plan and Site Plan(s) review.

Phased Development

The Project will be implemented in multiple phases. While the Sketch Plan encompasses the entire Project, and the Applicant has submitted one Preliminary Plan for approval for the entire Project as well, the Applicant will seek Site Plan approval for each phase, when the respective development is ready to proceed.



Figure 5- Amenity and Phasing Plan

The building massing, layout and design is conceptual and is subject to change throughout the process through site plan and final design. Building footprints and conceptual illustrations were submitted to provide Staff and the public an understanding of the Applicant's proposal in context with the surrounding uses. Likewise, building forms were contextually provided for the discussion regarding the Willett Branch naturalization to understand where the ultimate line of dedication would land as well as to engage in a conversation regarding other improvements to the Greenway and the cultural resources that are tied to the development proposal.

Buildings 1, 2 & 3 and Townhouse lots 1-74 (Westwood I)

As part of the first phase of development, the Westwood Shopping Center will be entirely redeveloped under the CRT-2.0, C-0.75, R-1.25, H-60' with a new grocery store, smaller retail shops and the central civic green and

neighborhood urban park. The townhouses in Westwood I are part of phase II but could be constructed in conjunction with the commercial development. The redevelopment of this strip shopping center and associated parking will include a network of new streets, some of which may be private, and two public parks; a Central Civic Green and a Neighborhood Urban Park. They will be a minimum of 1/3 acre in size. The development will include three separate buildings containing a maximum of 1,081,048 square feet of total gross floor area, with up to 405,393 square feet of commercial uses and up to 675,655 square feet of residential construction above and in town houses to the west. The Applicant is pursuing a grocery store tenant for the ground floor of the building at the south end of Westwood I that is anticipated to comprise of approximately 45,000-60,000 square feet of floor area. The commercial buildings along Westbard Avenue will be approximately 60 feet tall. The Applicant proposes to construct new internal streets, some of which may be private, a cycle track on Westbard Avenue and an approximately 1/3-acre Central Civic Green in the center of the Project facing Westbard Avenue, and a Neighborhood Urban Park at the north end of the site at the intersection of Ridgefield Road and Westbard Avenue.

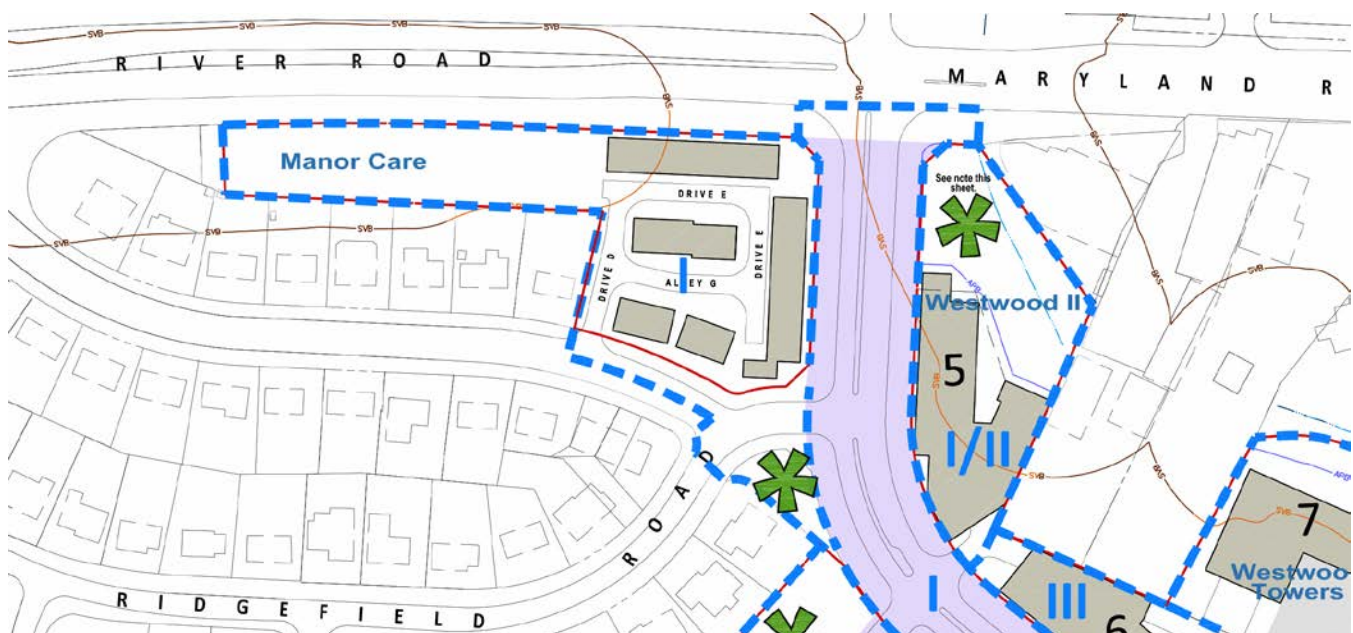
Lot G -Townhouse lots 1-34 (Manor Care Site)

The Manor Care site will be redeveloped under the CRT 1.0, C-0.25, R-1.0, H-45' zone with townhouses. There is an existing stream valley buffer that is part of the Kenwood Tributary and parallels River Road. The property will



include the construction of townhouses containing a maximum of 117,033 square feet of total gross floor area. The Sector Plan strongly discourages commercial development on this site, which is not included in the

Applicant's proposal. Staff recommends the proposed site have an internal loop circulation and face onto Westbard Avenue re-aligned and Ridgefield Road. The exact design, layout, total number of units and circulation arrangement of townhouses will be determined at Preliminary Plan and/or Site Plan, as applicable. Furthermore, per the recommendations generally described on pages 75 and 76 of the Sector Plan (along with other general references in the Sector Plan) the redevelopment at Manor Care site will also provide a comprehensive environmental enhancement which includes deconstruction of the linear parking lot, stream stabilization, invasive species removal, and re/afforestation. SHA coordination for work in the adjacent right-of-way will be needed.



Building 5 (Westwood II)

The Westwood II site will be redeveloped under the CRT 1.5, C-0.5, R-1.5, H-75' zone with a mixed-use building. The existing building will be demolished to make way for Westbard Avenue re-aligned and the naturalization of the Willett Branch. The proposal is for a mixed-use building will contain a maximum of 190,920 square feet of total gross floor area, with up to 63,640 square feet of commercial uses and up to 127,280 square feet of residential construction above. The square footage of the building may be reduced from what was originally submitted based upon the road realignment. As conditioned, the Applicant is implementing the modified naturalization and associated Greenway trail section of Willett Branch corridor that runs through a portion of the property, under the guidance of the Parks Department program of requirements.

Buildings 6, 7, 8 (Westwood Towers (formerly HOC building and sites 4a and 4b in the Sector Plan))

The Westwood Towers (existing HOC building, parcels 238 and 240) will remain as existing under the CRT 3.0, C-0.5, R-3.0, H-165' zone and CRT 2.5, C-0.5, R-2.0, H-75' zone. The Application for Sketch Plan proposes two buildings in front of the existing HOC building along River Road and an addition to the parking garage with units on top of the structure, near the area Staff was negotiating for dedication of the Willett Branch. Early on in the Sector Plan process Staff identified a potential cemetery within the stream valley buffer and the need to

investigate this area as a cultural resource, which is appropriate to assess at the earliest regulatory phase. Staff requested the initiation of the archeological assessment, which ultimately was agreed upon by the Applicant to be conducted by a qualified consultant with expertise in this field of study. We expect the study to be completed by the consultant with recommendations for next steps in consultation with the community. Once the assessment is complete, we expect the filing of a Sketch Plan Amendment for this portion of the Property that would address and/or incorporate any cultural resources “respectful of the site history” as well as the proposed land uses, access, dedication for the Willett Branch and the naturalization of the Greenway. Future consideration of the Applicant’s proposal will need to consider existing parking in the building, which is provided at three separate levels from the side and rear of the building. There is no internal vehicular circulation to the three levels of parking.

Development on this site could include mixed-use buildings containing a maximum of 116,920 square feet of total gross floor area, with up to 23,384 square feet of commercial uses and up to 93,536 square feet of residential construction above, consistent with the zoning recommendations in the Sector Plan.



Figure 6 - Proposed Development with Willett Branch Dedication area – Hatched Area indicates HOC site and potential cemetery subject to Sketch Plan Amendment

Building 9 (Bowlmor)

The Bowlmor site will be redeveloped under the CRT 3.5, C-0.5, R-2.0, H-110' zone. It will include a mixed-use residential building containing a maximum of 313,703 square feet of total gross floor area, with up to 62,741

square feet of commercial uses and up to 250,962 square feet of residential construction above. It is important to note that the ultimate building massing, layout and design are not being reviewed at the Sketch Plan stage. Those important considerations will be reviewed at time of Preliminary Plan and Site Plan review along with the associated review of the Forest Conservation Plans. The buildings are proposed to be pulled up to the edge of Westbard Avenue, creating a pedestrian friendly environment activated by street-level retail. The Project will provide streetscape improvements for pedestrians and cyclists along Westbard Avenue. As envisioned in the



Figure 7 - Proposed Open Spaces

Sector Plan, the ground level should include retail fronts onto wide sidewalks providing good visibility access to the shops, cafes and restaurants within. The predominant use above the commercial venues will be multi-unit residential, units.

Public Space and Public Parks

The Project includes approximately 12.6% of the net lot area of the Property, or 25 acres, as public use space pursuant to CRT zone requirements. The Applicant proposes an additional 92,600 square feet, or approximately 12.7% of the Property, as public amenity space.

The Application is proposing three open spaces to be located on the Subject Property, available for use by all residents of the greater community, as well as visitors to and new residents of the proposed development: a Civic Green along the west side of Westbard Avenue, no less than 1/3 of an acre; a Neighborhood Green Park in between the Project and the Springfield Neighborhood, approximately one-half acre; and the Willett Branch Greenway, which includes land dedication as well as future contributions to the design and construction of portions of the Greenway. These open spaces will provide a mixture of active and passive green open space, programmable space for small-scale events like movies and farmers markets, recreational facilities such as a playground, and improve connectivity, and cultural identity through features like the Willett Branch Greenway trail. The final design and mix of facilities will be determined at Site Plan.

CIVIC GREEN



DILWORTH PARK, PHILADELPHIA, PA



ATLANTIC STATION, ATLANTA, GA



TARGET FIELD STATION, MINNEAPOLIS, MN



OVERALL AREA MAP
SCALE: 1" = 400'



DESIGN PRINCIPLES

- FLEXIBLE SPACES FOR DIFFERENT GROUP SIZES
- PROGRAMMABLE FOR COMMUNITY EVENTS
- PROVIDES HARDSCAPE & LAWN AREAS FOR DIVERSITY OF ACTIVE
- INCLUDES SHADED AREAS, SITE AMENITIES, & DISTINCT FEATURES
- ACCESSIBLE TO ALL AGE GROUPS & ABILITIES

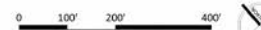


Figure 8 - Precedents for Civic Green

Willett Branch Greenway and Stream Naturalization

The vision for Willett Branch Greenway includes the removal of the existing concrete channel and full naturalization of Willett Branch as an environmental, economic, aesthetic, cultural community, and safety improvement to the area. More in-depth discussion of the dedication, design, and construction will occur during the review of the Sketch Plan Amendment once the archeological assessment/cemetery delineation is completed and there is a better understanding of where the Greenway boundaries will be.

At the Westwood II site, the redevelopment footprint, existing conditions such as utilities, the River Road and American Plant Food culverts, and the Kenwood office building and wall make this portion of stream and greenway highly constrained and thus a more structural channel design is required. This area is extremely constricted and channel modifications after the Westwood II redevelopment construction would be difficult if not impossible. Due to the proximity of the right bank of the Willett Branch to the structural elements of the redevelopment, these features should all be designed and constructed together to ensure long-term structural stability of both the stream and the redevelopment infrastructure. M-NCPPC Staff and the Applicant have agreed to a compromised naturalized channel – less constricted than the current scenario but not fully naturalized – on the condition that the Applicant be fully responsible for channel design and construction in conjunction with the Westwood II development (under a Park Construction Permit from M-NCPPC Montgomery Parks). The Applicant has not completely agreed to all of the work in this area as described in the discussion of issues, specifically anything beyond the structural work. The details of the design and construction of this portion by the Applicant can be determined at the time of Preliminary Plan and Site Plan and further controlled by the Park Construction Permit.

As a natural space in a highly-developed area, the Greenway is intended to provide exposure to a natural Park-like setting. In some cases, (e.g., steep slopes) the existing native vegetation may remain but invasive species shall be removed. In disturbed areas, landscaping will consist of native trees, shrubs, and herbaceous vegetation appropriate for a stream valley buffer.

Implementation of the Westwood Shopping center redevelopment will make a major contribution to the naturalization of the Willett Branch, a major amenity recommended by the Sector Plan. It will undertake a modified naturalization of the stream at River Road and the realignment of Westbard Avenue. The Applicant will need to realign this road segment in conjunction with the redevelopment of the Westwood II office, the Manor Care site and shopping center. The Applicant will dedicate a portions of their property behind the Westwood II site, HOC/Westwood Towers, and Bowlmor for the naturalization of the Willett Branch. The naturalization will include the removal of the concrete channel, introduction of rock lined channels that approximate a natural condition; the installation of native trees shrubs and perennials and the creation of trails that parallel the naturalized stream. It will also include formalized access points to the Willett Branch and bridges that provide pedestrian access over the Willett Branch. The parkland is to be owned and operated by M-NCPPC Montgomery Parks. The exact shape, location and design will be determined at Preliminary and Site Plan and through the Park Construction Permit process. All constructed elements on land to be dedicated must be reviewed and approved by M-NCPPC Parks staff.

Cultural and Historic Resources

Historical research of the Westbard area conducted by Park and Planning staff revealed that the region has a deep and significant history. Once divided into large plantations typical of colonial Montgomery County, the area was settled by freed slaves after the Civil War, and an African American community grew and thrived. By the mid-1930's the community included a beer garden, swimming hole at the quarry, semi-pro baseball team, a church, Rosenwald school, and a cemetery managed by a benevolent society called White's Tabernacle #39, a Tenleytown chapter of the Ancient United Order of Sons and Daughters, Brothers and Sisters of Moses (AUOSDBSM). The 1911 tax assessment recorded that Parcels 175 (currently owned by Equity One) and 177 (currently owned by Bethesda Self Storage Partners, LLC), together made a single 1.04-acre parcel, and it was "used as grave yard." There may also may have been graves located on adjacent property owned by the Rivers Family (P238 and P240).

White's Tabernacle sold what is now P175 and P177 in 1958, and eventually the land was developed. Authors, writing after the fact, believed the burials located within the cemetery site and nearby were moved, and several possible locations are named. However, no official records for the removal of the graves can be found, and some

or all of the burials may still be present on the property. The number of burials once within the parcel is unknown – research shows as many as 192 may have been moved from White’s Tabernacle’s original cemetery in Tenleytown, D.C. and that the cemetery continued to receive burials, possibly until the land was sold. Uncertainty over the presence of human remains within the current Equity One property dictates that a cemetery delineation study be conducted to identify the presence of human remains.

During the Sector Plan process, Parks Cultural Resources Staff identified for the Planning Board the history of the cemetery and the potential for human remains and recommended that a cemetery delineation study be conducted as early as possible in the process and that archaeological best practices be followed. This information was summarized in the Sector Plan Appendix. The Sector Plan calls for the proposed Willett Branch Greenway project to highlight and protect Westbard’s past through placemaking opportunities and commemoration as appropriate. “respectful of the site history”. History will be honored by working with stakeholders through the consultation process to develop a plan for two community interpretation spaces. One of these should be honorific and memorialize the former cemetery. The memorial must be located on land that was once within the original cemetery property.

The second community interpretation space should be located across the Willett Branch from the memorial area and provide an opportunity to educate the public and emphasize the larger history of the Westbard area, including the other above-named features of the River Road community. Interpretive signs, historically-related art, places to sit, and open areas should be included in the space.

As conditioned, the Applicant must complete the study. If remains are discovered through this study further archeological assessments will be required to determine the overall impacts to the site.

Recreational Facilities

Each phase of the Project will provide recreational components for future residents, including amenities such as a pool, roof top decks, interior courtyards and a shared fitness center. The Applicant's recreation and amenity analysis, as required by M-NCPPC's Recreation Guidelines and the CR Zone, will be submitted at the time of Site Plan(s).

Transportation

Vehicular access to the Property is proposed directly from Westbard Avenue and Ridgefield Road. The Application envisions new intersections on Westbard Avenue to consolidate site access points and create a walkable grid of streets. Each of these intersections will be evaluated with future Preliminary Plan and Site Plan applications. The project envisions automobile garage and loading access via internal streets to limit potential conflicts on Westbard Avenue. Bicycle access to the site will be via new separated bike lanes on Westbard Avenue, which will help facilitate bicycle travel within and through the Westbard area and ultimately connect with the Capital Crescent Trail via new trails recommended in the Sector Plan (not part of this application). Pedestrian access will be

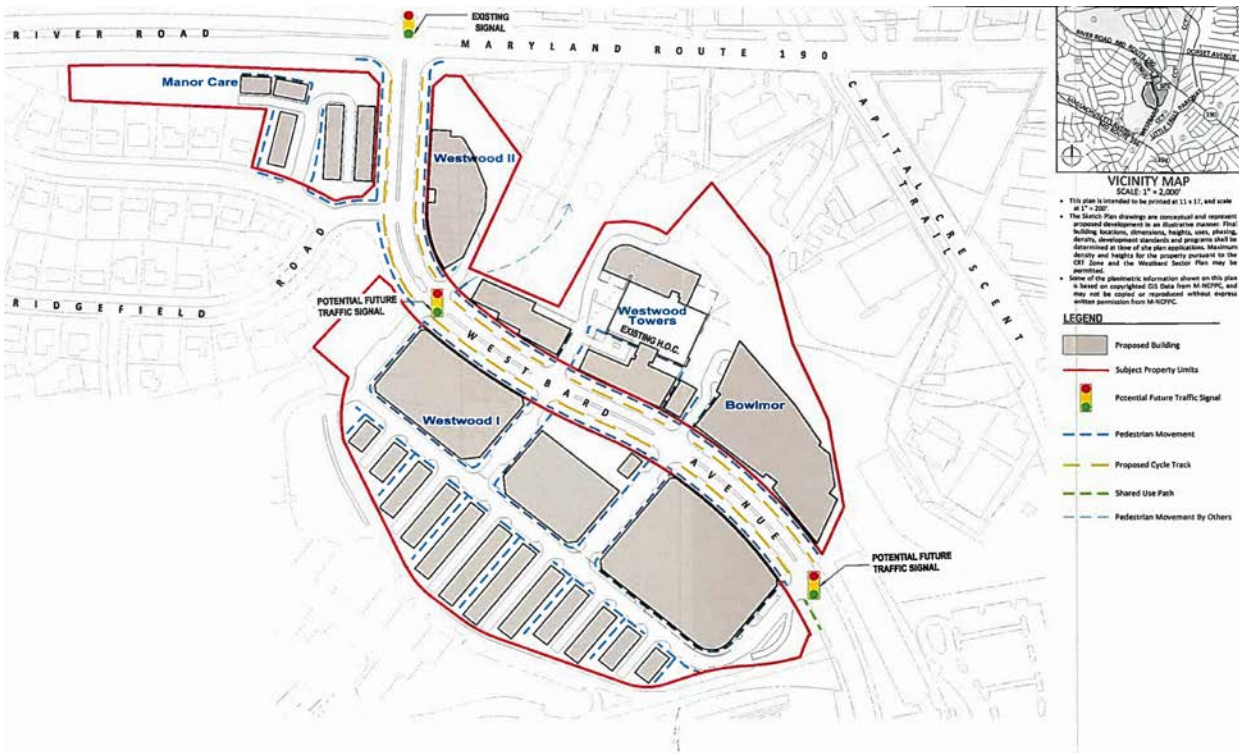


Figure 9 Bicycle and Pedestrian Circulation Plan

facilitated by frontage enhancements and new sidewalks throughout the site. The Applicant will also promote pedestrian activity by locating entrances along the street frontages to help activate the ground floor.



Figure 10 Vehicular Circulation Plan

Environment

Environmental Guidelines

As previously mentioned, the Natural Resource Inventory Forest Stand Delineation (NRI/FSD) (# [420161340](#)), was approved on September 2, 2016 (refer to Site Analysis section of report for additional information). Although the NRI/FSD approval is not a required element at the Sketch Plan stage the NRI/FSD in this case has been particularly useful for the Sketch Plan review, since the overarching vision from the Sector plan is to provide an appropriate balance of environmental protection/enhancement while also accommodating the proposed redevelopment.

Stream Valley Buffer (SVB):

The location of the SVB is established during the review/approval of the NRI/FSD. Ideally, the extents of the SVB are naturalized/planted and protected within a Conservation Park, or a Category I Easement on privately owned land. However, there are provisions in the Environmental Guidelines (and also in the Westward Sector Plan) to allow encroachments into the SVB. See the next page and discussion of issues regarding the SVB.

Forest Conservation

A forest conservation plan will be required for the Preliminary Plan of subdivision and for each subsequent Site Plan on the Property. Retention of the high priority forest areas and (per the Sector Plans pages 11 & 58, along with other regulatory protocols) opportunities will be sought to improve, expand and enhance existing forest in the area.

Noise

The project includes residential units near arterial roadway(s). A noise analysis will be required at the time of Preliminary Plan and Site Plan to determine the existing and 20-year projected noise impact levels, and any mitigation techniques that may be needed.

Stormwater Management

A Stormwater Management Concept Plan is not required at the time of Sketch Plan. Submission of the concept to the Department of Permitting Services (DPS) and subsequent approval will be required at the time of Preliminary Plan. Furthermore, Staff notes the Sector Plans have several recommendations relative to SWM which are listed below. The recommendations will likely result in an increased level of SWM treatment, beyond what would be typically required in a redevelopment scenario.

Page 11 *"Promote green roofs on buildings."*

Pages 36-42 of the Sector Plans establish roadway cross sections which include pervious surfaces and BMPs which will need to be addressed as part of the Preliminary Plan submission.

Page 58 "...To maximize potential benefits, SWM treatment should be done on-site wherever feasible, and the use of waivers should be limited."

Page 76 of the Sector Plan states "Address the currently unmitigated storm flows that drain from the Kenwood Place condominiums in to the Giant Food site (parcels 235 and 360) by installing storm water buffer strips along and within the perimeter of the Westwood Shopping center site."

Discussion of Issues

Staff have identified two topics of concern that need discussion and direction by the Planning Board, including the Applicant's proposal to reduce and eliminate portions of the Stream Valley Buffer and the contribution of work proposed within the future Greenway behind the Westwood II site.

Issue 1: Stream Valley Buffer (SVB)

The location of the SVB is established during the review/approval of the NRI/FSD. Ideally, the extents of the SVB are naturalized/planted and protected within a Conservation Park, or a Category I Easement on privately owned land. However, there are provisions in the Environmental Guidelines (and also in the Westward Sector Plan) to allow encroachments into the SVB.

Page 57, 75 & 101 of the Sector Plans states: "...The improvements to the Willett Branch need to balance and complement the goals of improving stream quality, while also allowing recommended redevelopment to proceed. Accordingly, at the time of regulatory review, stream buffer areas may be modified and/or reduced if necessary to achieve the balance described above."

The Applicant is proposing significant encroachments into the SVB, which in a broader perspective of the Sector Plan were envisioned by both the Planning Board and County Council. The Greenway and ultimate dedication in tandem with new development was clearly a goal of the Sector Plan. The Applicant worked with Staff to identify what the Applicant envisioned as a new buffer so that any new development on the Westwood II, HOC and Bowlmor sites would be free and clear of a stream buffer, eliminating the need to reevaluate modifications for each site as it was submitted for development. The Applicant has stated there are implications for developing buildings in an environmental buffer, even for areas not within the floodplain and floodplain building restriction line, if the portion of the buffer recommended by the Applicant is not reduced and modified.

Although Staff is supporting significant encroachments into the SVB, Staff believes the Applicant has misinterpreted the meaning/intent of the language above, and is insisting that the buffer will no longer exist in the areas beyond the ultimate park dedication line.

In the context of the Sector Plan wording (page 57, 75 & 101), the buffer is modified or reduced in the sense that portions of the SVB will be encroached for building/development rather than naturalization/ecological purposes. Furthermore, there is no regulatory framework or precedent for *removing* a SVB as proposed by the Applicant (the buffer may be encroached upon but would continue to exist). Furthermore, Page 76 of the Sector Plan states: "Balance the goals of improving stream quality with the objective of allowing recommended redevelopment to proceed, which is likely to necessitate modifications to stream buffer requirements on some properties." This reference more clearly demonstrates that the default *buffer requirements*, which are intended to protect the SVB may be modified, rather than eliminating/reducing *the buffer itself* where encroachment is approved by the Planning Board. Although the ultimate buildout and Greenway implementation will have impacts to the SVB, the modifications will provide significant environmental enhancements and be vastly superior to the existing conditions, which largely consist of commercial/industrial uses and paving along the streambanks.

We ask that the Planning Board provide direction on the reduction/modification of the SVB versus the encroachment that Staff is supporting.

Issue 2: Contribution of the Willett Branch Greenway behind Westwood II site

The area of the future Greenway behind the Westwood II site is the initial segment of the Willett Branch Greenway that will run from the realigned Westbard Avenue/Ridgefield Road intersection with River Road to the existing structure that crosses over the American Plant Food and Roofing Center site.

At the Westwood II site, the redevelopment footprint, existing conditions such as utilities, the River Road and American Plant Food culverts, and the Kenwood office building and wall make this portion of stream and greenway highly constrained and thus a more structural channel design is required. This area is extremely constricted and channel modifications after the Westwood II redevelopment construction would be difficult if not impossible. Due to the proximity of the right bank of the Willett Branch to the structural elements of the redevelopment, these features should all be designed and constructed together to ensure long-term structural stability of both the stream and the redevelopment infrastructure. M-NCPPC Staff and the Applicant have agreed to a compromised naturalized channel – less constricted than the current scenario but not fully naturalized – on the condition that the Applicant be fully responsible for channel design and construction in conjunction with the Westwood II development (under a Park Construction Permit from M-NCPPC Montgomery Parks). The Applicant has not completely agreed to all of the work in this area as described in the discussion of issues, specifically anything beyond the structural work. The details of the design and construction of this portion by the Applicant can be determined at the time of Preliminary Plan and Site Plan and further controlled by the Park Construction Permit.

As a natural space in a highly-developed area, the Greenway is intended to provide exposure to a natural Park-like setting. In some cases, (e.g., steep slopes) the existing native vegetation may remain but invasive species shall be removed. In disturbed areas, landscaping will consist of native trees, shrubs, and herbaceous vegetation appropriate for a stream valley buffer.

Sector Plan Conformance

As conditioned, the Project substantially conforms to the recommendations for the Property included in the *Westbard Sector Plan*, as discussed in detail in the following Project Analysis and Findings section.

Community Outreach

On June 1, 2016, the Applicant held a pre-submittal public meeting at The Ballroom, located at 5521 Landy Lane, Bethesda, Maryland 20816. The Applicant has complied with all submittal and noticing requirements.

Staff has received several letters from community associations and organizations including Citizens Coordinating Committee for Friendship Heights (CCCFH), Springfield Citizens Association, Sumner Citizens Association and the Kenwood Citizens Association. Their concerns center around proposed density and height of buildings, new construction within the Stream Valley Buffer (SVB), above-ground utilities, the amount of proposed green space and parking.

Staff has also received form letters written and distributed by The Little Falls Watershed Alliance and SaveWestbard. The former opposes any development for buildings within the Stream Valley Buffer, while the latter opposes the Sector Plan in general and specifically claims the Equity One application proposes too much density, too little open space, on-street parking on Westbard Avenue, development within the SVB, above ground utilities and any development before the historic cemetery site is investigated for potential remains.

SECTION 5: PROJECT ANALYSIS AND FINDINGS

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

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

Section 4.5.4 of the Zoning Ordinance sets forth the development standards for the Optional Method of Development within the CRT Zone.

Table 1: Sketch Plan 320170010 Data Table

Project Data Table				
Zone	CRT	C	R	H
Manor Care	1.00	0.25	1.00	45'
Westwood II	1.50	0.50	1.50	75'
Westwood Towers (HOC Parcels P238, P240, P175)	3.00	0.50	3.00	165'
Westwood Towers (HOC p/o Parcel B)	2.50	0.50	2.00	75'
Bowlmor	2.50	0.50	2.00	110'
Westwood I	2.00	0.75	1.25	60'

Section 59 - 4	Development Standard	Permitted/ Required	Proposed
	Gross Tract Area (sf)		
	Manor Care		117,033
	Westwood II		127,280
	Westwood Towers (HOC Parcels P238, P240, P175)		151,718
	Westwood Towers (HOC p/o Parcel B)		46,768
	Bowlmor		125,481
	Westwood I		540,524
	TOTAL		1,108,804
	Gross Tract Area (sf)		1,108,804
	Area Dedicated to Public Use (sf)		73,514
	Area Previously Dedicated to Public Use (sf)		132,945
	Total Net Lot Area of Sketch Plan (sf)		902,345
4.5.4.B.2.b	Density		
	Manor Care		
	Commercial FAR/GFA	0.25/29,258	
	Residential FAR/GFA	1.0/117,033	
	Westwood II		
	Commercial FAR/GFA	0.5/63,640	
	Residential FAR/GFA	1.5/190,920	
	Westwood Towers (HOC Parcels P238, P240, P175)		
	Commercial FAR/GFA	0.5/75,859	
	Residential FAR/GFA	3.0/455,154	
	Westwood Towers (HOC p/o Parcel B)		
	Commercial FAR/GFA	0.5/23,384	
	Residential FAR/GFA	2.0/93,536	
	Bowlmor		
	Commercial FAR/GFA	0.5/62,741	
	Residential FAR/GFA	2.0/250,962	
	Westwood I		
	Commercial FAR/GFA	0.75/405,393	
	Residential FAR/GFA	1.25/675,655	
	TOTAL FAR/GFA¹		
	Commercial FAR/GFA	0.6/660,275	0.46/510,000
	Residential FAR/GFA	1.61/1,783,260	1.16/1,290,000

4.5.4.B.2.b	Building Height (feet)		
	Manor Care	45	45
	Westwood II	75	85 ²
	Westwood Towers (HOC Parcels P238, P240, P175)	165	165
	Westwood Towers (HOC p/o Parcel B)	75	85 ²
	Bowlmor	110	122 ²
	Westwood I	60	60
4.5.4.B.1	Open Space (minimum)³		
	Common Open Space-Townhouses (%/sq. ft.)	10/24,933.8	10/24,933.8
	Public Open Space-Multi-Family (%/sq. ft.)	10/48,898	10/48,898

¹Density proposed may be transferred between parcels, but will not exceed a combined maximum of 1,800,000 square feet total GFA: 510,000 square feet total commercial GFA and 1,290,000 square feet total residential GFA. These amounts do not include GFA of all MPDUs, which are exempt from inclusion, pursuant to the Zoning Ordinance, Section 59.4.7.3.D.6.c.iii.

² Per Zoning Ordinance Section 59.4.7.3.D.6.c.i, an additional 12 feet in building height is permitted to accommodate MPDUs in excess of 12.5%. Final height to be determined at the time of Site Plans.

³ Final open space may be allocated over one or more parcels and will be constructed at least proportionally with each phase. Final open space totals are based on the net lot area (10 % of 249,238 square feet of townhouses and 10% of 488,980 square feet of Multi-family) and will be finalized at the time of Site Plans. The net lot square footage does not include the square footage of the Willet Branch Dedication to be dedicated by the Applicant.

The Sketch Plan meets the development standards of Section 59-4.5, as shown in the Data Table above. The Application will provide at least the minimum required number of bicycle parking spaces for residents and visitors, and commuter shower/change facilities within the building, which will be determined at the time of Site Plan(s). As conditioned, the Applicant is also providing two bikeshare facilities on the Property. The number of vehicular parking spaces will be determined at Site Plan(s) based on the number of residential dwelling units.

The Sketch Plan conforms to the intent of the CRT zone as described below.

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

Land Use

The Sector Plan ("Plan") provided specific recommendations for the development of the Subject Property, which incorporates the following provisions:

Westwood Shopping Center-Westwood I-Buildings 1, 2, 3 and townhouses (CRT2.0, CO.75 R1.75, H60)

The Plan recommends a maximum building height of 60 feet which is on the western side of Westbard Avenue. The Plan vision was for a mix of commercial and residential uses specifically to revitalize the aging shopping center. Residential uses do not currently exist on this portion of the Property. The Sketch Plan proposes three commercial buildings with fronts onto Westbard Avenue served by an internal loop road the provides access to both the commercial buildings as well as the proposed townhouses on the portion of the Westwood I adjacent to the existing Kenwood Place garden apartments. The Sketch Plan proposes building heights of 60 feet for the commercial uses and 50 feet for the townhouses, an appropriate scale given the proximity to the adjacent garden apartments. The Project's scale will provide a sense of enclosure along Westbard Avenue and will indicate that the section of Westbard Avenue between Ridgfield Road and Westbard Circle is a distinct and identifiable Center.

The Plan recommends that the site include a public open space, to be approximately 1/3-acre in size, which will be privately owned and maintained. This space should serve as a gathering place for existing as well as new residents and should have the amenities necessary to make it an appealing destination for the entire

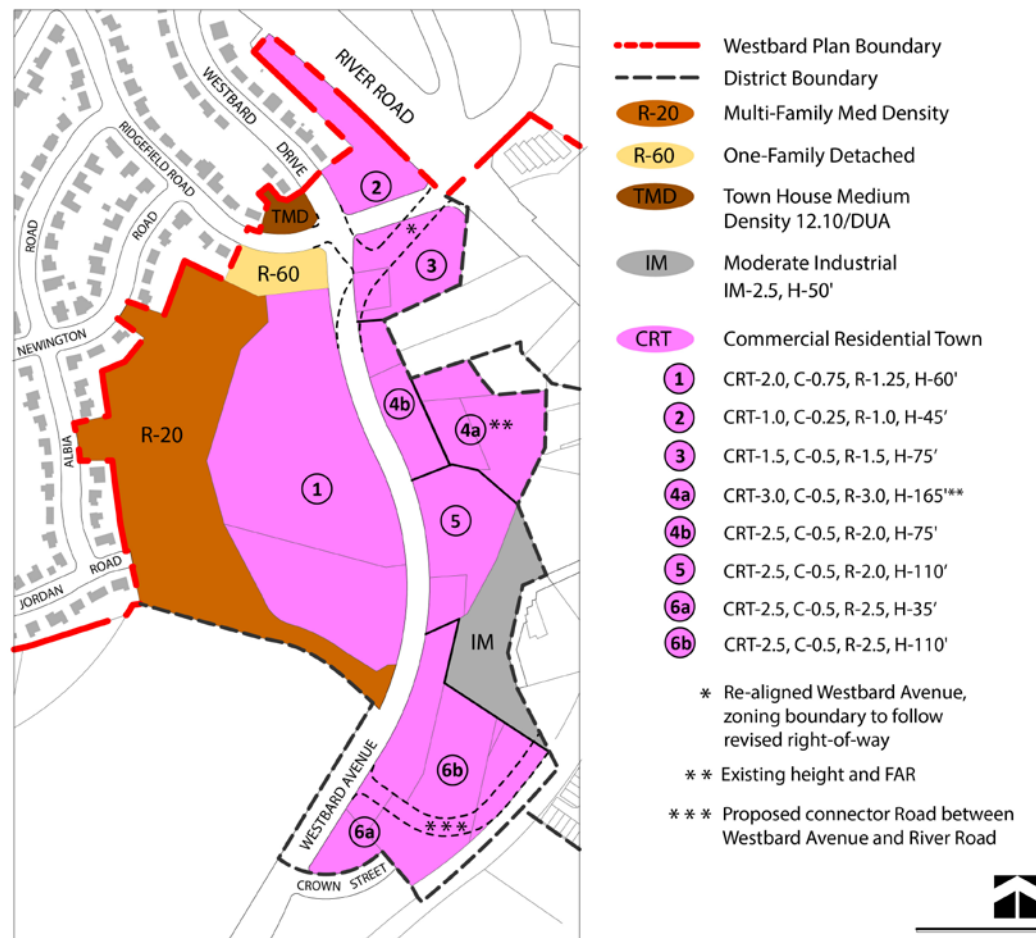


Figure 11-Zoning Map (Sector Plan, page 71)

community. The Project conforms to the recommendation by providing an approximately 1/3-acre new public open space (Central Civic Green) with attractive amenities, to be determined at the time of Site Plan, and the Central Civic Green will be located central to the Block, fronting directly onto Westbard Avenue.

The Sector Plan recommends improvement of Westbard Avenue as a multi-modal road, with wide sidewalks, street trees, off-street cycle tracks, off-peak, on-street parking and a planted median with pedestrian refuge. The Sector Plan also recommends the creation of a grid of streets on the site of the Westwood Shopping Center. This grid will facilitate the creation of short blocks, sidewalks for walking, shopping and outdoor dining while also providing canopy and SWM features in the roadways (per the Sector Plans recommendations). The Applicant has proposed a network of streets consistent with the Sector Plan goals.

The development on the Westwood I site conforms to the recommendations of the Sector Plan.

Manor Care (CRT1.0, CO.25, R1.0, H45)

The Sector Plan recommends residential development for the Manor Care Site and strongly discourages commercial uses. The 45-foot building height maximum will further allow the development of four story townhouses. As conditioned, the Project will not include units behind the existing single family houses and will allow only minor encroachment into the Stream Valley Buffer around the Kenwood Tributary, except for temporary impacts associated with environmental work, such as removal of existing paved areas is necessary to mitigate and replant the northerly strip along River Road.

The proposed development on the Manor Care site conforms to the recommendations of the Sector Plan.

Westwood II – Building 5 (CRT1.5, CO.5, R1.5, H75)

The Plan recommends a maximum building height of 75 feet with a mixed-use development and the naturalization of the Willett Branch which runs through the northern portion of the property. The Plan also recommends the realignment of Ridgefield Road and Westbard Avenue, increasing the size of the Manor Care site and decreasing the Westwood II site, as well as providing a small amount of open space near the current intersection.

As conditioned, the siting of the proposed Westwood II building minimizes the impact to the stream buffer given the realignment of Westbard Avenue/Ridgefield Road but allows us to establish a future line of dedication to occur with the Preliminary Plan.

As conditioned, the proposed development on the Westwood II site conforms to the recommendations of the Sector Plan.

Westwood Towers – HOC Parcels

Buildings 6 and 8 (CRT 3.0, CO.5, R 3.0, H165)

Building 7 (CRT 2.5, CO.5, R 2.0, H75)

The Plan recommends a maximum building height of 165 feet to keep the existing HOC building in conformance with the proposed zoning. The existing site layout includes the current 14- story tower with surface parking along Westbard Avenue, on the north side of the building and parking in the rear of the building and across the Willett Branch. In addition to the surface parking, the existing tower contains three levels of structured parking however the structure is not accessed independently within the levels. All three levels are accessed at three separate entry points from the side and rear.

The Applicant proposed three different buildings on this site, one of which wraps the north and eastern side of the existing HOC building. During the initial analysis, there was a considerable amount of discussion regarding the building addition and the two buildings along Westbard Avenue, as well as the possible cemetery, and dedication of the Greenway. However, as noted previously in the report Staff is requiring the cemetery delineation which the Applicant is willing to conduct and then file a subsequent Sketch Plan Amendment specifically for this portion of the Project once the delineation is complete. The naturalization of the Willett Branch is an important priority of the plan and the Applicant has made a commitment to dedicating the portions of the land through which the Willett Branch runs as well as making a contribution towards it's naturalization.

The portions of the site behind the HOC/Westwood Towers buildings have been “hatched out” and this Sketch Plan application is not acting on the location of buildings or the extent or dedication of the Willett Branch in this area until the archeological study/cemetery delineation is complete. Any building or development within this area would be subject to the conditions of the Sketch Plan Amendment, including any dedication of the Willett Branch.



Figure 12 - Hatched area of HOC property subject to Sketch Plan Amendment

Bowlmor – Building 9 (CRT 2.5, CO.5, R 2.0, H110)

The Plan recommends mixed use development of up to 110 feet on this site. The buildings are proposed to be pulled up to the edge of Westbard Avenue, creating a pedestrian friendly environment activated by street level retail. The Project will provide streetscape improvements for pedestrians and cyclists along Westbard Avenue. Along the rear of the Property the Applicant will provide a minimum 20' wide access/maintenance easement for the naturalized Willett Branch. The high priority forest associated with the property will be dedicated to Parks, and any portion outside of the dedicated area may be protected in a Category I easement area. Future evaluation of the forest conservation plan and additional coordination with Parks Staff will be required.

The proposed improvements on the Bowlmor site are generally consistent with the recommendations of the Sector Plan.

Transportation Network

The Applicant proposes to construct the re-aligned Westbard Avenue (Street B-1), which will replace the Ridgefield Road connection at River Road, straighten out this intersection and funnel traffic into the commercial area of Westbard away from the residential area of the Springfield neighborhood. This re-aligned street (B-1) will be a segment of the local business district street recommended in the Sector Plan that will enhance connectivity by providing wide sidewalks and separate bike lanes (cycle tracks) on both sides of Westbard Avenue. This will be a key bicycle-oriented amenity in the Westbard Sector Plan area.

Open Space

The proposed public open spaces are consistent with the Sector Plan recommendations. The Sector Plan recommends a new, approximately 1/3-acre, Central Civic Green, to be located on the Westwood I site. The Sector Plan recommends this public open space should serve as a gathering place for existing and new residents and should have the amenities necessary to make it an appealing destination for the entire community. The Project also includes an approximately 1/3-acre new neighborhood green park, privately owned and maintained, located at the intersection of Ridgefield Road and Westbard Avenue re-aligned and will include attractive amenities. As conditioned, the Applicant will be constructing a portion of the Willett Branch at Westwood II site, dedication of land and making a contribution to the naturalization of Willett Branch on the Westwood Towers/HOC site. The ultimate dedication and contribution will be decided when the Preliminary Plan is presented to the Planning Board.

Environment

The Sector Plan contains several recommendations to preserve, restore and enhance particular environmental features while minimizing the impact of future development including the naturalization of the Willett Branch as discussed above; adding to the almost non-existent SWM facilities, and reducing the heat island effect by meeting tree canopy goals and promoting green roofs. The Project provides for the dedication of applicable sections of the Willett Branch Greenway and illustrates green space throughout the Property and anticipates vegetated roofs on the proposed buildings.

- b) *Encourage development that integrates target opportunities for redevelopment of single-use commercial areas and surface parking lots with mix of uses.*

The Project will redevelop the existing low-density commercial shopping centers and associated surface parking, along with a multi-phased commercial and residential development. The 2-3-story shopping center will replace the existing Giant food store with a new grocery store and ancillary commercial retail stores to compliment the center. As a transition to the Kenwood Place garden apartments, the application is proposing to include townhouse units that will be compatible in use, height and mass. The Westwood II building is proposed to be a higher-density mixed-use development with underground parking to maximize development while constructing a portion of the Willett Branch greenway from River Road to the American Plant Food site. Opposite the realigned Westbard Avenue at the location of the former Manor Care site, the Application proposes to incorporate single-family attached housing and removing surface parking to provide for new planting and other environmental enhancements. The Project proposes and encourages retail, residential units, service, office uses, and public open space. As conditioned, the Project meets the objective of this finding.

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

The Project will offer diverse multi-family units and possible townhouses units targeted to a wide variety of incomes, including MPDUs, near existing transit, retail services, employment centers, and recreational amenities. The development will include a new Central Civic Green and construct a network of streets on the Westwood Shopping Center site, the ownership of which will be determined at the time of preliminary plan approval. The proposed non-residential uses (retail and/or office) on the ground floor provide commercial services for the residents and surrounding neighborhood. As conditioned, the Project facilitates all modes of transit – pedestrian, bicycle, and vehicular.

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

As conditioned the Project will provide a mix of uses on-site, including a significant amount of new residential development, ground floor retail and possible office uses. The heights and densities proposed by the Project are compatible with the desired character of the Westbard area and will provide appropriate transitions to the surrounding residential communities. Further evaluation of the HOC/Westwood Towers site will be required as part of a Sketch Plan Amendment once the archeological study/cemetery delineation is completed.

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

As recommended in the Sector Plan, the Project provides a substantial amount of new residential development through a variety of housing options with both market-rate units and MPDUs. The Project also provides new ground-floor retail, as well as possible office uses to create a mixed-use development.

- f) *Standardize optional method development by establishing minimum requirements for the provision of public benefits that will support and accommodate density above the standard method limit.*

The Project will provide the required public benefits from a minimum of three categories to achieve the desired incentive density above the standard method limit.

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

As discussed earlier in the Sector Plan Conformance Section, the Project as conditioned substantially conforms to recommendations of the *Westbard Sector Plan*. The Project will increase the supply of housing to serve a variety of income levels, provide opportunities for neighborhood retail and service uses, including restaurants that will support surrounding residential communities, provide connectivity improvements that improve the safety and character of the existing streets, construct the new sector-planned re-alignment of Westbard Avenue and provide public open space.

3. *satisfy any development plan or schematic development plan in effect on October 29, 2014;*

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

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

The Property's zoning classification on October 29, 2014 was not a result of a Local Map Amendment.

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

As discussed earlier in the Sector Plan Conformance Section, the buildings are compatible in height and scale with the existing development in the Westbard Sector Plan area. The structures will step down in height from a maximum of 110 feet at the Bowlmor site along Westbard Avenue to 75 feet at the Westwood II property, to 60 and 45 feet at the Westwood I and Manor Care sites, respectively. The commercial uses will be concentrated along Westbard Avenue, with strictly residential uses adjacent to the Springfield neighborhood to the north and west. As conditioned, the Project achieves compatibility through the architectural design that will create a residential and pedestrian-friendly scale that complements the surrounding neighborhood.

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

As conditioned, the Project provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading. The Project will significantly improve vehicular access and circulation by providing new internal streets and significant streetscape improvements. The design of the internal streets will promote a safe pedestrian environment by incorporating ample sidewalks, street trees, street furnishings, and on-street parking. Adequate parking will be provided on-site to accommodate all users of the Property, and access to parking and loading has been strategically located to minimize pedestrian-vehicular conflicts.

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

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

- a. Take into consideration "the recommendations of the applicable master plan" by providing the diversity of housing, providing retail and possible office uses, encouraging the retention of small locally owned businesses, general sustainability measures, and connectivity improvements;
- b. Meet "the CR Zone Incentive Density Implementation Guidelines" by providing the proper calculations and criteria for each public benefit;
- c. Meet "any design guidelines adopted for the applicable master plan area" by providing residential units within walking distance of a publicly available shuttle service that will connect to the Friendship Heights and Bethesda Metro stations, retail and possible office uses, public open space, and safe pedestrian-friendly connections;
- d. Are appropriate for "the size and configuration of the site" by rebuilding the existing configuration of surface parking lot and existing buildings and providing structured parking to allow for public open space close to transit;
- e. Adequately address "the relationship of the site to adjacent properties" by designing the buildings at an appropriate scale for the surroundings with heights and creating areas of open space that complements the existing character of the area;
- f. Consider "the presence or lack of similar public benefits nearby" through providing transit access improvements, environmental benefits, public open space, and pedestrian connections, all of which are currently needed in this area; and

- g. Provide “enhancements beyond the elements listed in an individual public benefit that increase public access to, or enjoyment of, the benefit” which will be developed and assessed during Preliminary and Site Plan(s) reviews.

The development must be constructed with the public benefits listed in Table 2, unless modifications are made under Section 59.7.3.3.I. Total points must equal at least 50 and be chosen from at least three categories as required by Section 59.4.5.4.A.2. The requirements of Division 59.4.7.1 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Although at the time of the Sketch Plan review only the categories need be approved, Table 2, shows both the categories and points for the public benefits recommended at Sketch Plan to demonstrate the project’s ability to meet the requirement to provide sufficient benefit points.

Table 2 - Public Benefits		
Public Benefit	Max Allowed	Total Points
Major Public Facility		
Civic Space and Parks Dedication	40	23
Willett Branch Naturalization		10*
Westbard Avenue/Ridgefield Road Realignment		7*
Connectivity and Mobility		
Way Finding Signage	10	5
Bikeshare Stations		10
Private Shuttle Service to Metro	20	20
Quality Building and Site Design		
Structured Parking	20	20
Exceptional Design	10	10
Diversity of Uses and Activities		
Moderately Priced Dwelling Units (MPDU’s)		30
Small Business Opportunities	20	20
TOTAL POINTS		138

*The Applicant did not request that the categories under major public facilities nor Points associated with those categories be included in the public benefits, however Staff has conditioned the naturalization and realignment as part of the application And public benefits.

Major Public Facility

Major Public Facilities provide services at convenient locations where increased density creates a greater need for civic uses and greater demands on public infrastructure. These facilities can include, but are not limited to schools, libraries, recreation centers, parks, county service centers, public transportation or utility upgrades or other resources delineated in a Sector Plan. Incentive density is limited to a maximum of 40

points in the CRT zone and can be applied if an applicant conveys land and/or floor area for the facility, constructs the facility, or makes a payment towards the construction of the facility.

The Applicant has only chosen to take advantage of the Civic Space and Parks dedication for their contribution toward this category, however, Staff has conditioned that both the realignment of Westbard Avenue/Ridgefield Road and the dedication and future contribution toward the naturalization of the Willett Branch be included in the major public facility category. Since these two infrastructure projects were a significant portion of the Sector Plan, they should be added as facilities. Although no points were requested for these two categories, Staff included the categories and additional points to total 40.

Civic Space and Parks Dedication: The Applicant will construct the following: a minimum 1/3-acre Sector-Planned Central Civic Green; a minimum 1/3-acre Neighborhood Green Park; a network of new streets with wide, tree-lined sidewalks, and/or plaza areas fronting onto the Westbard Avenue right-of-way. Staff supports the Applicant's requests for 23 points and the additional points to total 40 for the additional items under this public benefit category.

Connectivity and Mobility

Wayfinding: The Applicant requests 5 points for providing a way-finding system that orients pedestrians and cyclists to the history of the Westbard area, the nearby Capital Crescent Trail, bike share stations, bus stops, retail services and public open spaces. Staff supports the Applicant's request at this time with further details and refinement to be provided at the time of Site Plan.

Bike share station: The Applicant requests 10 points for the payment of the installation of two bike share station(s) on the Property. This is a particularly appropriate benefit given its location adjoining the Capital Crescent Trail, since bike share will promote circulation to, from and through the Project without use of a motor vehicle and can provide readily-available non-auto access to the Project's uses and the ultimate Bethesda Metro Station located along the Capital Crescent trail. Staff supports the Applicant's request.

Transit Access Improvement: The Applicant requests 20 points for providing a private shuttle service to the Friendship Heights and Bethesda Metro Stations. Staff supports the Applicant's request now with further detailed improvements to be provided at the time of Site Plan.

Quality of Building and Site Design

Exceptional Design: The Applicant requests a total of 30 points for building or site design that enhances the character of a setting. Per the CR Guidelines, incentive density of 5 points is appropriate for development that meets at least four of the guideline criteria and 10 points is appropriate for development that meets all six criteria. The Applicant asserts that the Project will meet all 6 of the criteria: The Project will 1) provide innovative solutions in response to the immediate context; 2) create a sense of place and serves as a landmark; 3) enhance the public realm in a distinct and original manner; 4) introduce materials, forms, or building methods unique to the immediate vicinity or applied in a unique way; 5) use design solutions to make compact infill development living, working and shopping environments more pleasurable and desirable and 6) Integrate low-impact development methods into the overall design of the site and building, beyond green building or site requirements. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, and heights. Staff supports the Applicant's request at this time with further details and refinement to be provided at the time of Site Plan(s).

Structured Parking: The Applicant requests 20 points for structured parking as all the proposed parking will either be in underground or above ground structured parking. This incentive is granted on a sliding scale

based on the percentage of spaces provided above and below grade, and the Applicant anticipates all the proposed parking will be structured with final parking counts to be determined at Site Plan(s). Staff supports 20 points for the structured parking at this time.

Diversity of Uses and Activity

Moderately Priced Dwelling Units (MPDUs): The Applicant requests 30 points for providing 15% MPDUs across the entire development. The Sector Plan required all optional method projects to include 15 percent MPDUs as well as a commitment for 30 percent affordable on the HOC/Westwood Towers site. As conditioned, all residential sites within the Property will include a minimum 15 percent MPDUs and the if HOC purchases sites 4a and 4b, HOC will provide a minimum of 30 percent affordable units. Staff supports 30 points for the affordable housing. As conditioned, a Sketch Plan Amendment is required for the HOC/Westwood Towers site upon completion of the archeological study/cemetery delineation.

Small Business Opportunities: The Applicant requests 20 points for providing on-site space for small, neighborhood-oriented businesses. This will be achieved through the provision of on-site for small, neighborhood-oriented businesses in the commercial center on the Westwood I area of the Sketch Plan. At Site Plan, the Applicant must show the conceptual layout and location of proposed retail spaces and provide a narrative consistent with the CR Density Implementation Guidelines.

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

The Applicant expects to develop the Property in multiple phases. Phase One will include the redevelopment of the Westwood I Shopping Center (existing Giant grocery store) with construction of three buildings containing commercial uses, along with the approximately 1/3-½-acre Westbard Central Civic Green, the Springfield Neighborhood Green Urban Park and the realigned Westbard Avenue/Ridgefield Road intersection (Street B-1) required by the Sector Plan. Phase One also includes the Manor Care site and the Westwood II site but this can only occur once the Westbard Road is realigned. Phase Two will include the residential development on the Westwood I site, however this development could also occur during the Phase I construction, and any development associated with the Westwood Towers (existing HOC building) site. Phase Three will redevelop the northwestern portion of the Westwood Towers site which is the area between the American Plant Food/Roofing Center properties and Westbard Avenue. Phase Four includes redevelopment of the Bowlmor site. Phases One and Two may be sequenced in any order or combined, phase boundaries may be adjusted, and the density of phases shifted at the time of Preliminary Plan or Site Plan approval. The phasing may be re-evaluated for the HOC/Westwood Towers site once the Sketch Plan Amendment is filed.

CONCLUSION

As conditioned the Sketch Plan application satisfies the findings under Section 59-4.5.4 of the Zoning Ordinance and substantially conforms to the recommendations of the *Westbard Sector Plan*. Therefore, Staff recommends approval of the Sketch Plan with the conditions specified at the beginning of this report. Staff also recommends a Sketch Plan Amendment to further reevaluate the proposal for the HOC/Westwood Towers property based upon the archeological assessment for the potential cemetery.

ATTACHMENTS

- A. Agency Letters
- B. Community Correspondence

Attachment 1



DEPARTMENT OF TRANSPORTATION

Isiah Leggett
County Executive

Al R. Roshdieh
Director

September 21, 2016

Mr. John Marcolin, Planner Coordinator
Area 1 Planning Division
The Maryland-National Capital
Park & Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

RECEIVED

SEP 23 2016

MONTGOMERY PLANNING/Area 1

RE: Sketch Plan No. 320170010
Westwood Shopping Center


Dear Mr. Marcolin:

We have completed our review of the July 8, 2016 sketch plan for this project. The following comments are tentatively set forth for the subsequent submission of the preliminary plan:

All Planning Board Opinions relating to this plan or any subsequent revision, preliminary plans or site plans should be submitted to the Department of Permitting Services in the package for record plats, storm drain, grading or paving plans, or application for access permit. Include this letter and all other correspondence from this department.

1. In regards to Westbard Avenue, the Department of Transportation (MCDOT) has significant concerns about the proposed roadway cross-sections, right-of-way widths, traffic operations, and pedestrian/bicycle safety. Prior to submission of the preliminary plan, the applicant will need to work with MCDOT staff to address the following concerns
 - a. Locations of the proposed traffic signals: Signal warrant studies, based on projected traffic volumes and turning movements, will need to be reviewed and conceptually approved by our Division of Traffic Engineering & Operations. As noted in the attached EXHIBIT 1, we recommend these studies consider installing signals on realigned Westbard Avenue with relocated Ridgfield Road and proposed private street C.
 - b. Location and spacing of median breaks and provision for left-turn storage.
 - c. The master plan recommendation to consider allowing on-street parking during off-peak hours and its potential impact of traffic operations.
 - d. Maintain the three (3) northbound approach lanes and at least one (1) southbound departure lane between the intersections with relocated Ridgfield Road and River Road (MD190).

Office of the Director

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- e. Provide with current Road Code design practices for a Business District street between River Road and Westbard Circle.
 - f. Confirm the typical section(s) and rights-of-way.
 - g. The applicant is proposing the 110' R/W ("Option B" as shown on p. 30 of the Westbard Sector Plan).
 - h. Consider using "Option A" with a 100' R/W and underground utilities.
2. At the preliminary plan stage, provide a typical section in accordance with the latest master plan.
 - a. Consider modifying the section (p. 30 of the Westbard Sector Plan) to combine the two green space sections into a single eight (8) foot SWM/landscaping section, with a two (2) foot parking landing on one side and a one (1) foot separation between the cycle track. All other dimensions would remain the same. See attached EXHIBIT 2.
 - b. If the applicant is not proposing to relocate utilities underground or relocate the existing utility poles, provide information to certify adequate separation from the travel way.
3. The applicant must pay the Transportation Policy Area Review (TPAR) mitigation payment that is equivalent to 50% of the Transportation Impact Tax prior to issuance of the building permit. (Bethesda-Chevy Chase policy area: transit – inadequate, roadway – adequate)
4. Median Spacing
 - a. Per current MCDOT policy and proposed SRA 16-01, the minimum median break spacing is six hundred (600) feet. Any reductions in median break spacing will require submission of a design exception with site-specific queueing analyses (based upon projected ultimate traffic volumes and turning movements) for MCDOT approval. Traffic simulations may be required as part of those analyses.
 - b. Submit a design exception and queueing analysis for any median breaks proposed to be spaced closer than six hundred (600) feet.
5. We defer to Maryland State Highway Administration (MSHA) for improvements along MD Route 190 (River Road).
6. At or before the preliminary plan stage, submit a Traffic Impact Study (TIS) if required by the Planning Department.
7. Traffic Signals
 - a. Submit signal warrant analyses in advance of submitting the TIS and/or preliminary plan;
 - b. We anticipate a maximum of two signals along Westbard Avenue in the vicinity of this site; and

- c. Analyze the Westbard Avenue/Ridgefield Road intersection in the existing location as well as proposed location for signalization. If both signals are justified, they would have to operate on a single controller.
- 8. Transit Hub – Please see “Commuter Services” items for more detailed information in addition to the following:
 - a. Provide a transit hub with real time transit information as recommended in the Sector Plan.
 - b. This shelter should provide real-time passenger information.
 - c. If the hub is on the proposed internal private street(s), the street(s) must be designed to business district standards and to accommodate the transit movements.
- 9. Site access locations are to be confirmed at the Preliminary Plan stage. For building “Westwood II”, reconsider the building layout to provide access through the proposed Westbard Ave/Ridgefield Rd intersection rather than the current proposed location.
- 10. Provide justification for the use of the proposed internal private streets, in accordance with county code and policies, at or before the preliminary plan stage.
- 11. Commuter Services

Coordinate with Beth Dennard (beth.dennard@montgomerycountymd.gov 240-777-8384) and Sandra Brecher (sandra.brecher@montgomerycountymd.gov 240-777-8383) of Commuter Services regarding the following:

a. Parking

General comments:

- i. Minimize Parking: Review the number of spaces provided versus the number required; provide no more than the minimum number of parking spaces required.
- ii. Shared Parking and Flexibility in Parking Design: Provide flexibility in design of parking areas to enable mixed uses to share parking areas making the most efficient use of them. This also strengthens the incentive to reduce drive-alone commuting and parking among employees, since doing so frees up spaces for other uses including retail customers. That approach will only work if the unused parking areas for employees can be made available once a decrease in demand is realized.
- iii. Pay Parking: For any office use, plan to make pay parking available to employees at price points at or above market rates to discourage the use of single-occupancy vehicles for commuting to the Project. Plan to engage in voluntary parking reduction programs by: (a) charging market rates for parking in the facility, (b) encouraging employers of the office component not to pay for

parking for employees who drive to work alone (c) encourage employers to subsidize parking for vanpools and carpools, not requiring that tenant leases commit to a minimum number of parking spaces as a precondition to leasing space in the office building.

At the Preliminary Plan stage, indicate locations for:

- iv. **Car Sharing Parking:** Provide at a minimum, the number of car sharing vehicle parking spaces required by law, in multiple highly visible, preferentially-located spots throughout the residential and commercial areas of the development.
- v. **Electric Car Charging:** Provide two electric car charging stations in the parking facility of each major multi-family residential and non-residential project component, or the number required by law, whichever is greater.

b. **Pedestrian/Bike** - Provide excellent pedestrian & bike circulation, amenities & accommodations throughout the development such as:

- i. Circulation paths in locations with high activity to provide “eyes on the street” to enhance the experience of biking or walking and to enhance safety
- ii. Countdown pedestrian signals at major crossing points
- iii. Bike racks in weather-protected, highly visible/active locations
- iv. Bike lockers and long-term bicycle parking
- v. Provide paths, benches, trash and recycling containers, lighting, attention to landscaping that enhances safety

c. **Bikesharing** – In accordance with the Westbard Sector Plan, and to receive the requested incentive density under the optional method of development in the CRT Zone (in the Connectivity and Mobility category), provide space in the Project at full build out for (4) bikesharing docking stations to enable this form of transportation to be used by employees, residents and visitors at the Project. These stations are envisioned to be installed in accordance with project phasing. At preliminary plan, show the proposed locations of the docking stations. In identifying locations, take into consideration how bike riders would access and use bike infrastructure in the area. The final locations will be coordinated between the Applicant and MCDOT, based upon the requirements of the bikesharing system and in a highly-visible, convenient and well-lit location on the Project. A typical bikeshare station requires a site that is 52’ by 12’ in size with four to six hours of solar exposure per day. The Applicant will be required to pay the capital cost of bikeshare facilities and 5 years of operating expenses. The Applicant will be required to work with MCDOT to promote use of bikeshare among employees and visitors at the development.

- d. **Transit Hub and Shuttle** - To increase the use of transit in the Westbard area, the draft Westbard Sector Plan recommends a transit hub in the redevelopment on Westbard Avenue. At preliminary plan, identify the location for the transit hub.
 - i. Shuttle: As noted in the Statement of Justification (SOJ), to improve access to nearby public transportation, the Sector Plan calls for the provision of a “private shuttle bus service between Westbard and the Metrorail stations in Bethesda and Friendship Heights to supplement the existing public transit system.” The shuttle proposed by the Project will need to be inter-timed with Ride On and WMATA service, therefore, coordination with MCDOT Transit Services and WMATA will be required.
 - ii. The following design guidelines will maximize access to and use of the shuttle:
 - 1. Design streets in front of major buildings with pull-offs for buses and shuttles and other multi-passenger vehicles such as vanpools and taxis.
 - 2. Design building frontages and lobbies to provide two-way visibility for shuttles and transit vehicles, etc.
 - 3. Where port-cocheres (covered entryways) are used, ensure height is adequate to accommodate buses.
- e. **Displays and Communication of TDM Information** (in indoor locations and outdoor Civic Spaces): To receive the requested incentive density in the area of Quality Building and Site Design:
 - i. Provide pavilions in public space to enable outreach events to be stage more readily. These should have electric and water connections.
 - ii. In lobbies of the multi-family residential building and office building:
 - 1. incorporate display space for standing display case
 - 2. provide opportunity and connections for electronic (LCD) display screens and Real Time Transit Information Signs in lobbies. This will enable outreach to building tenants, employees, visitors, etc.
 - 3. provide concierge/reception desk with an area where transit information and pass sales can be transacted – e.g., obtaining transit information, loading of SmarTrip cards
- f. **Traffic Mitigation Agreement (TMAg)** - The Applicant should be required to submit a draft TMAg with the preliminary plan application for the following reasons: 1) the project’s proposed density; 2) the stated intent to make the project transit and alternative mode-oriented; and 3) the Westbard Sector Plan (2.3.4 Transportation Demand Management) recommends TDM as a part of any development in the Westbard area and

a TMAg is the binding mechanism for ensuring that a project implements TDM strategies. To obtain a copy of the most recent template for mixed use development, contact Sande Brecher or Beth Dennard in Commuter Services.


The draft TMAg should reflect the phased nature of the project and include (but not be limited to) the following mix of TDM provisions:

- i. Information Displays (permanent and real time information in multi-family, retail and office buildings)
- ii. Employee parking (paid parking)
- iii. Car/Vanpool parking
- iv. Car Sharing spaces
- v. Electric Vehicle Charging Stations
- vi. Live Near Your Work
- vii. Bicycle Facilities
- viii. Bikesharing
- ix. Shower Facilities

12. Provide access and improvements along River Road (MD190) as required by the Maryland State Highway Administration.
13. The plan should be designed to provide access to truck loading docks only from adjacent private streets and/or private driveways.
14. Pay the MCDOT plan (and Traffic Impact Study, if a TIS is required) review fee(s) prior to submission of same to the Planning Department.
15. Provide concept sight distance studies for all existing and proposed entrances and intersections along realigned Westbard Avenue at the preliminary plan stage.
16. Submit an analysis of the capacity of the downstream County-maintained storm drain system and the impact of the site's post-development runoff on same, in accordance with the MCDOT Drainage Criteria, as part of the preliminary plan package.
17. Coordinate with Stacy Coletta for proposed transit-related improvements. Ms. Coletta can be reached at Stacy.Coletta@montgomerycountymd.gov and 240-777-5836.
18. Improvements to the county rights-of-way and easements are to be determined at the preliminary plan stage, based upon a review of the information requested in this letter.

Mr. John Marcolin
Sketch Plan No. 320170010
September 21, 2016
Page 7

Thank you for the opportunity to review this sketch plan. If you have any questions or comments regarding this letter, please contact William Whelan, our Development Review Area Engineer for this project, at (240) 777-2190 or at william.whelan@montgomerycountymd.gov.

Sincerely,

Gregory M. Leck, Manager
Development Review
Office of Transportation Policy

M:\corres\FY17\Traffic\Active\320170010 Westwood Shopping Center – MCDOT FINAL sketch plan review ltr.docx

cc:	William Brown	Equity One, Inc.
	Charles Irish	Vika Maryland, LLC
	Mark Morelock	Vika Maryland, LLC
	Ian Duke	Vika Maryland, LLC
	William Robinson	Vika Maryland, LLC
	Joshua Sloan	Vika Maryland, LLC
	Sandy Silverman	Perkins Eastman
	Barbara Sears	Linowes and Blocher, LLP
	Robert Kronenberg	M-NCPPC Area 1
	Matthew Folden	M-NCPPC Area 1
	Pranoy Choudhury	MSHA District 3
	Preliminary Plan folder	
	Preliminary Plan letters notebook	
cc-e:	Atiq Panjshiri	MCDPS RWPR
	Sam Farhadi	MCDPS RWPR
	Chris Conklin	MCDOT OTP
	Gary Erenrich	MCDOT OTP
	Andrew Bossi	MCDOT OTP
	Sandra Brecher	MCDOT OTP
	Beth Dennard	MCDOT OTP
	Stacy Coletta	MCDOT OTP
	Rebecca Torma	MCDOT OTP
	Mark Terry	MCDOT DTEO
	Dan Sanayi	MCDOT DTEO
	Kyle Liang	MCDOT DTEO
	Kamal Hamud	MCDOT DTEO
	Venu Nemani	MCDOT DTEO
	William Whelan	MCDOT OTP

EXHIBIT 1: INTERSECTION SCHEMATIC

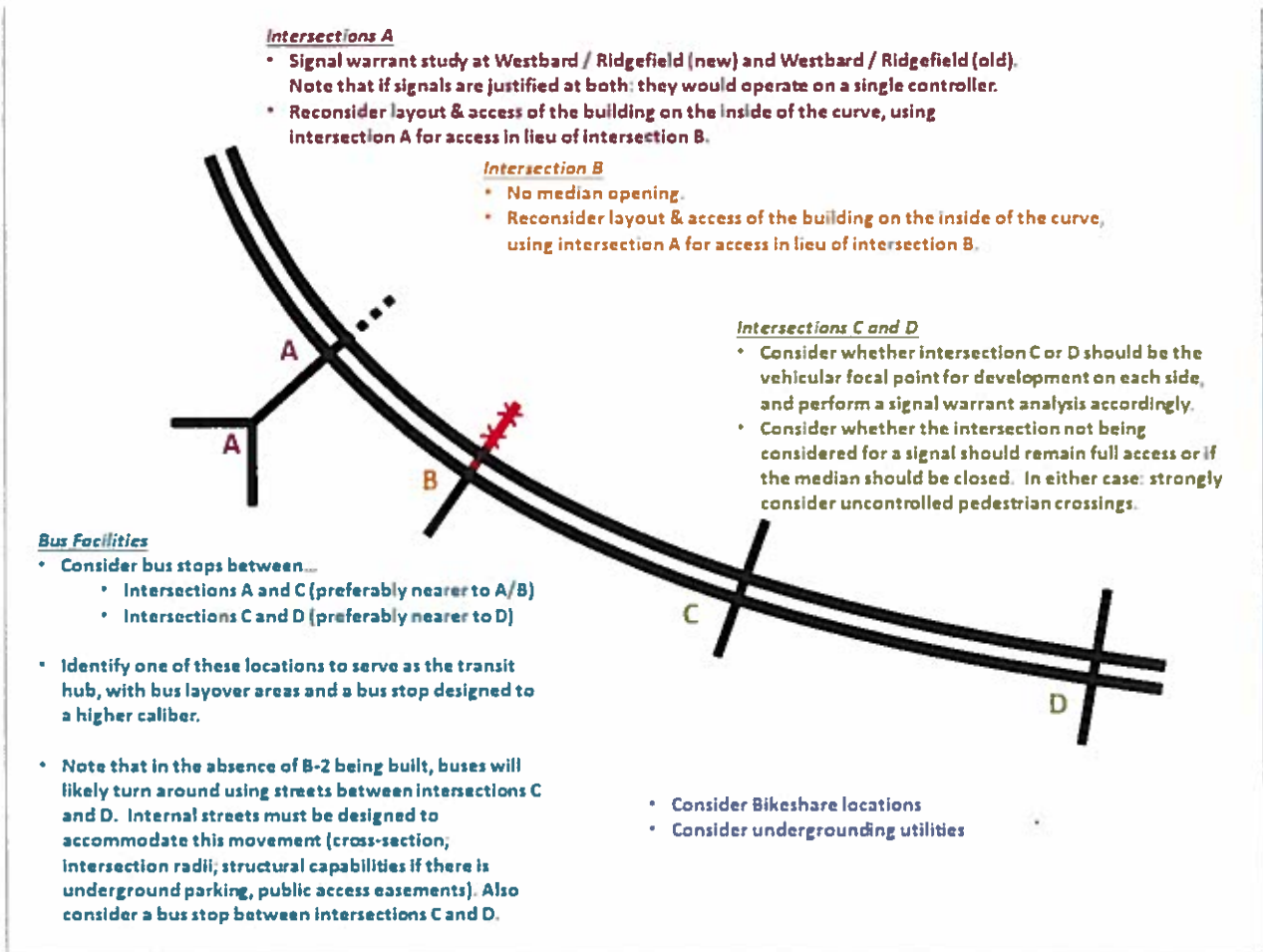
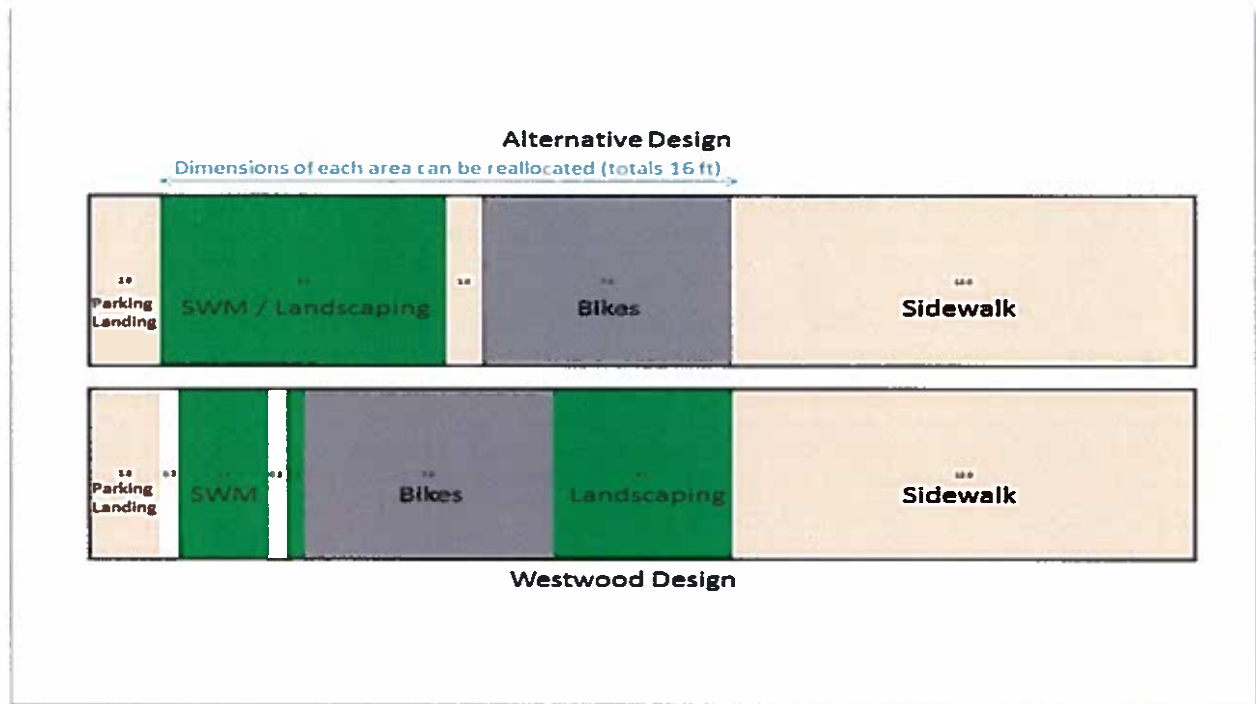


EXHIBIT 2: ALTERNATIVE RIGHT-OF-WAY CROSS SECTION





6801 Industrial Road
Springfield, Virginia 22151

August 8th, 2016

Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, MD 20910

**Montgomery County
RECEIVED**

AUG 11 2016

Re: Request for Additional Resources for Review and Design
Project: Westwood Shopping Center
Requestor ID#: 320170010
WGL BCA#: 282034

Planning Department

To whom it may concern,

Per your Request, I have reviewed the sketch plans of "Westwood Shopping Center", dated July 8, 2016. There are gas facilities in the area that may be affected by this proposed project; however I will require additional resources, as they become available, from you in order to complete my review. These resources are outlined below:

- Site Plans in PDF & .DWG form. A full set is requested so that all possibly relevant information including profiles, cross sections, and details are included.
- Test Pit Data: Any test pits needed to confirm the presence or lack of a conflict will be requested, however, to expedite the process, these should be done at any proposed utility crossings or where proposed structures will be within 5' of the existing gas line. Significant grade changes will also require test pits.
- Schedule/Timeframe: Please provide a milestone schedule of your proposed work. Please call out when you need a relocation design done by, when you need gas facilities moved by, and when you intend to start your construction efforts.
- Owners/Responsible Parties: Please provide a list of individuals responsible for this project; their positions and contact information.

I have attached to this letter the layout of the area with our GIS system information. As-builts of the facilities in the area can be provided as needed. If you decide to deviate from the plans detailed above, be sure to provide Washington Gas with an updated copy before performing any work. Be advised that updated plans will be subject to a full review. Please use caution when excavating near or paralleling with Washington Gas Facilities. Be sure to notify "MISS UTILITY" (811) at least 48 hours prior to the start of an excavation for confirmation. Should you have any questions regarding potential conflicts, questions, or concerns, do not hesitate to contact me via the methods listed herein.

Sincerely,

A handwritten signature in blue ink, appearing to read "Stephen Lincoln".

STEPHEN LINCOLN

SP Engineer II/System Replacement
Washington Gas
(703) 750-4739
slincoln@washgas.com