



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Item # 6  
MCPB 10-09-03

**MEMORANDUM**

**DATE:** October 3, 2003  
**TO:** Montgomery County Planning Board  
**VIA:** Joe R. Davis, Chief  
Development Review Division  
**FROM:** Michael Ma, Supervisor *Ma*  
Development Review Division  
(301) 495-4523



**REVIEW TYPE:** Site Plan Amendment  
**CASE #:** 8-90055A  
**PROJECT NAME:** McDonald's-Derwood  
**APPLYING FOR:** Approval of site plan amendment to install a DVD vending machine

**ZONE:** C-3 zone  
**LOCATION:** On the east side of Frederick Road (MD 355), approximately 850 feet south of Redland Road  
**MASTER PLAN:** Shady Grove Sector Plan  
**APPLICANT:** McDonald's Corporation  
**FILING DATE:** August 19, 2003  
**HEARING DATE:** October 9, 2003

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**STAFF RECOMMENDATION:** Approval of site plan amendment to install a DVD vending machine with the following conditions:

1. The terms and conditions of all applicable prior regulatory approvals and agreements remain in full force and effect, except as affected by this site plan amendment.

**BACKGROUND**

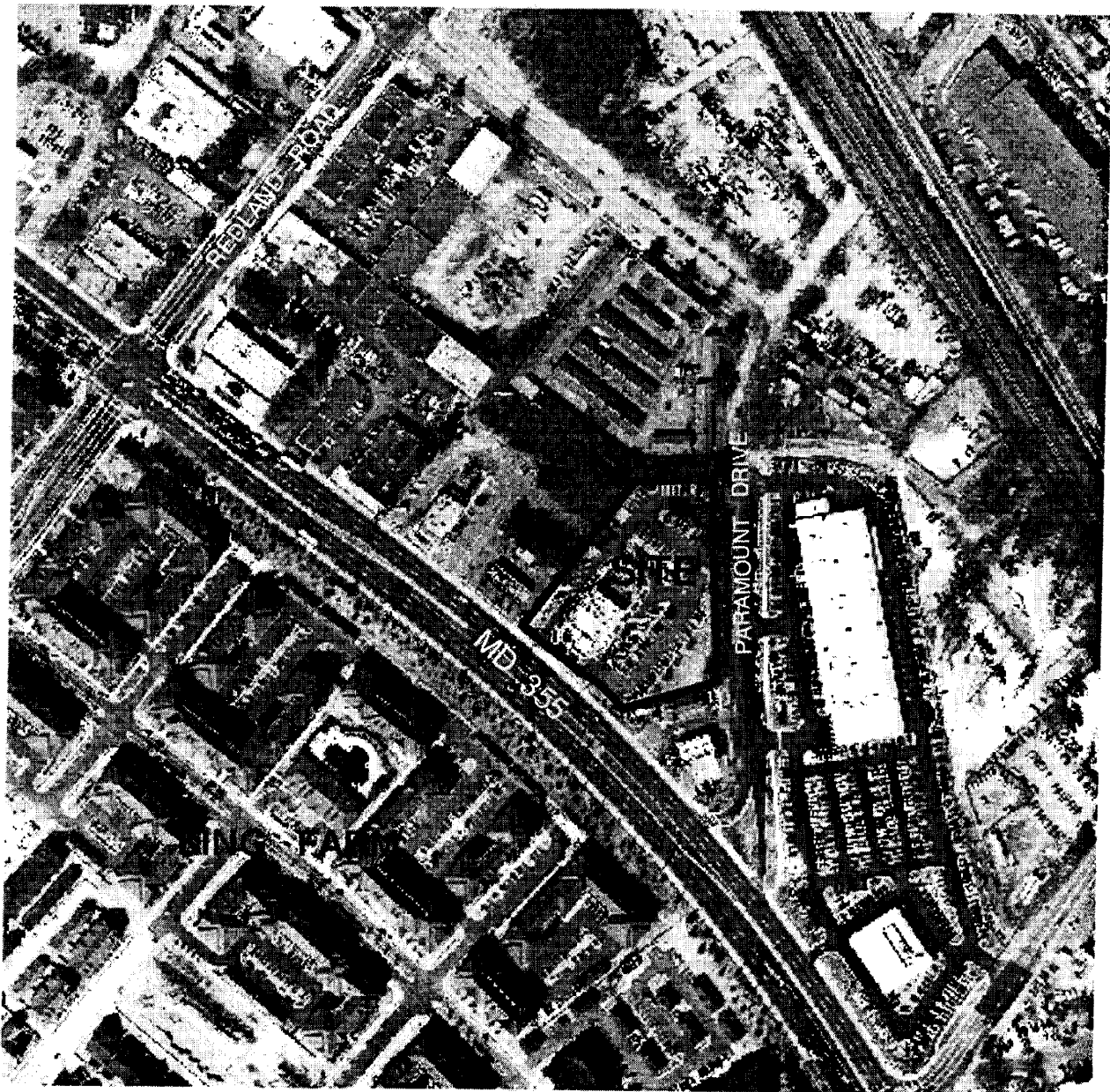
Site Plan 8-90055 for McDonald's at Derwood was approved by the Planning Board with conditions on February 21, 1991 for a 1,008-square-foot addition to the existing 3,000-square-foot restaurant. A copy of Planning Board opinion is attached.

The purpose of the subject amendment is to add a new product "Redbox" (a DVD vending machine) at this location.

**PROJECT DESCRIPTION:** Site Description

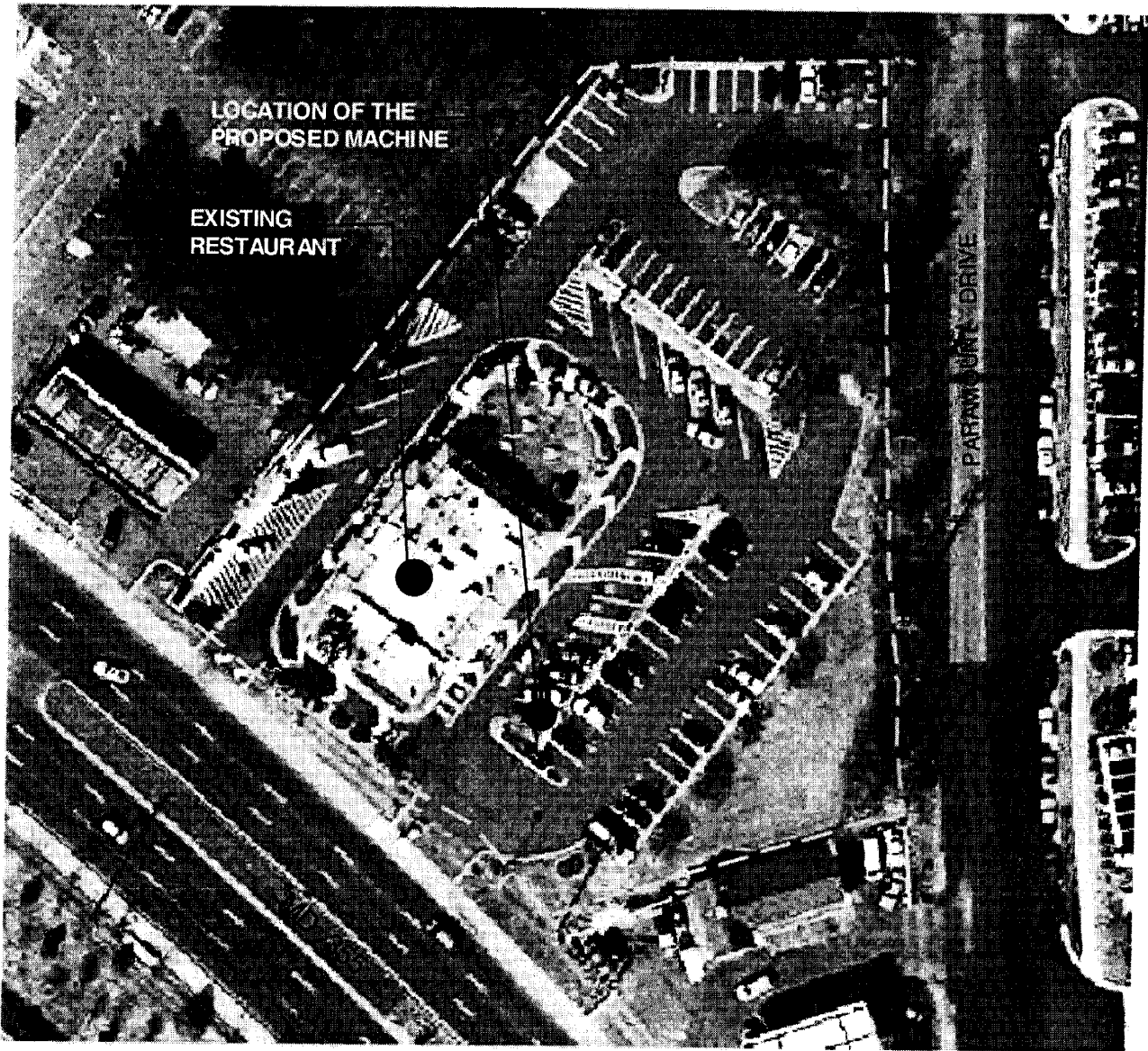
The subject property is located on the east side of Frederick Road MD 355, approximately 850 feet south of Redland Road. It consists of 1.83 acres of C-3 zoned land. The site is developed with a one-story, 4,008-square-foot restaurant with a drive-through lane and 94 parking spaces. The main vehicular access to the site is via Frederick Road (MD 355).

The site is bounded by an I-1 zoned mini-warehouse development to the north, a C-3 zone fast food restaurant to the west, and a gas station to the south. Across MD 355 from the site to the southwest is King Farm development.



## PROPOSED AMENDMENT

The applicant, McDonald's Corporation, proposes to add a DVD vending machine (Redbox) to the existing restaurant site. The 14-square-foot machine will be installed on a concrete pad located near a landscape island opposite the southern corner of the restaurant building. A parking space will be removed to accommodate the machine. Three bollards (approximately 4 feet tall and 4 inches in diameter) will be installed around the space to protect pedestrians using the DVD machine from motorists. No other changes are proposed by this application.



### RedBox Machine

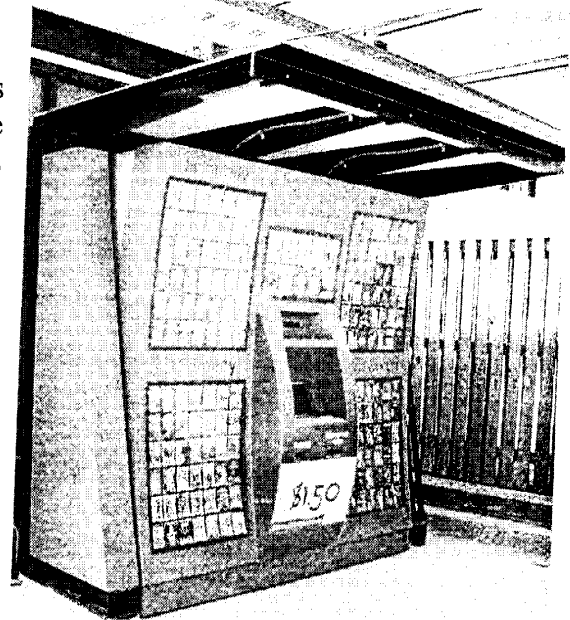
The RedBox DVD machine is a fully automated, self serve vending unit that dispenses Digital Video Disks (DVD's). It is similar in concept, operation and use to existing soft drink vending machines or banking Automated Teller Machines. The unit is slightly larger than the typical soft

drink vending machine. Installation includes a small canopy appropriate curbing or bollards to protect the customer and equipment. All transactions are credit card based.

The RedBox DVD machine displays 85 movie titles organized into 5 panels. The center panel above the touchscreen monitor shows the latest New Releases and the other 4 panels show 20 titles each. Each title shows the DVD box art and identifies the movie genre (comedy, action, etc) and the MPAA rating (G, PG etc.).

After the credit card is authorized the movie will pop out of a slot above the monitor. Current movie releases are stocked every week. The typical rental transaction time is approximately one minute. Return transaction time is approximately 20 seconds.

DVD's not returned after 21 days are considered lost and charged to the credit card. A toll free phone number is available 24 hours a day for any questions, complaints or suggestions.



## ANALYSIS

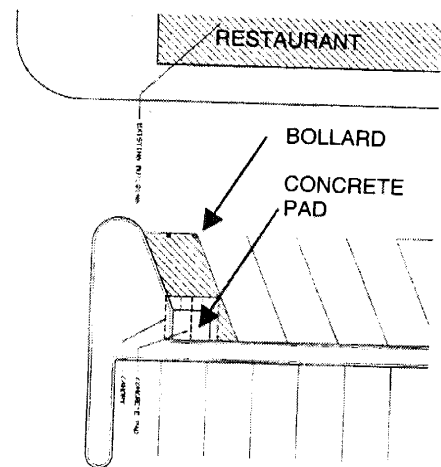
### Compatibility

The proposed DVD renting business is an additional service provided by the restaurant to its customers. It complements the restaurant's current food service business. The use is consistent with the commercial nature of this property and surrounding development. The proposed location of the machine is near the restaurant entrance and customer parking. Customers who use this machine will be protected by the proposed bollards.

### Traffic

The attached traffic statement dated August 13, 2003, was prepared after conducting a marketing survey of over 500 DVD/Red Box customers of the 12 current machines across the Washington Metropolitan region. The survey results were that there was an average of 20 transactions per day per DVD machine. Given that this McDonald's restaurant walk-in hours are from 5:00 a.m. to 12:00 midnight on weekdays (and drive-through window hours are 24hours), the 20 transactions per day average approximately one transaction per walk-in restaurant hour.

Further interviews of customers determined 80% (or 16) of the users were also patrons of the McDonald's restaurant while the other 20% (or 4) were DVD machine customers only. The four



daily DVD machine customers who are not McDonald's customers may occur within the six hours of the weekday peak periods (6:30 to 9:30 a.m. and 4:00 to 7:00 p.m.) or may occur the remaining 18 hours during the non-peak periods (i.e., equaling three quarters of the average daily trips). In addition, the DVD machine-only customers typically do not make a primary or new trip (similar to a home-to-work trip), but a pass-by or diverted trip on the way or from another primary destination.

Since the proposed DVD machine does not generate any new peak-hour trips during weekday morning and evening peak periods on a daily basis, a traffic study is not required to satisfy Local Area Transportation Review (LATR).



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

MONTGOMERY COUNTY PLANNING BOARD  
OPINION

Site Plan Review #8-90055  
Project: McDonald's - Derwood

Date Mailed: February 25, 1991

Action: (Motion was made by Commissioner Floreen, seconded by Commissioner Keeney, with a vote of 3-0, Commissioners Bauman, Floreen, and Keeney voting for and no Commissioner voting against. Commissioners Henry and Hewitt were absent.)

On December 5, 1990, Patton, Harris & Rust submitted an application for the approval of a site plan for property in the C-3 zone. The application was designated Site Plan Review #8-90055.

On February 21, 1991, Site Plan Review #8-90055 was brought before the Montgomery County Planning Board for a public hearing. At the public hearing, the Montgomery County Planning Board heard testimony and received evidence submitted in the record on the application. Based on the testimony and evidence presented by the staff and on the staff report with modifications to the conditions hereby adopted by the Montgomery County Planning Board, which is attached hereto and made a part hereof, the Montgomery County Planning Board finds:

1. the Site Plan meets all of the requirements of the zone in which it is located;
2. the locations of the buildings and structures, the open spaces, the landscaping, and the pedestrian and vehicular circulation systems are adequate, safe, and efficient; and
3. each structure and use is compatible with other uses and other site plans and with existing and proposed adjacent development.

The Montgomery County Planning Board approves Site Plan Review #8-90055 as follows:

1,008 square feet - commercial - retail (addition to existing  
3,000 s.f.)

subject to the following conditions:

1. Submit a Site Plan Enforcement Agreement and Development Program for review prior to approval of the initial building permit.
2. Final landscape plan to be approved by Urban Design staff prior to building permit.



**Baltimore Washington Region**  
7600 Wisconsin Avenue, Bethesda Place II, Ninth Floor  
Bethesda, Maryland 20814  
Tel: (240) 497-3600 / Fax: (240) 497-1079

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August 13, 2003

Mr. Michael Ma  
Development Review Division  
Maryland-National Capital Park  
& Planning Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910

Re: McDonald's Corporation  
DVD machines

Dear Mr. Ma:

In coordination with your review of McDonald's proposed installation of a 14.08 square foot DVD machine by several of its restaurant locations, I am writing to provide you with background information on usage. The information, which I provide below, is based on interviews with over 500 DVD/Red Box customers across the Washington Metropolitan region. The research was conducted as part of an internal marketing study.

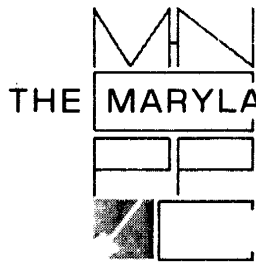
We currently have a combination of 12 DVD and DVD/Red Box machines in the Washington Metropolitan region. We have found that on average each machine experiences 20 transactions per day. We interviewed the customers utilizing the machines, and determined that of the 20 transactions, 20% (4 users) were new customers to the property, and 80% of the users (16 users) used the DVD/Red Box, because they were eating at the McDonald's restaurant.

As you can see, the traffic impact resulting from adding the DVD machines, if any, is minimal in nature. Please feel free to contact Stacy Silber (301 664-7621) or me should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "A. James Frattini". The signature is fluid and cursive, with a long horizontal stroke at the end.

A. James Frattini



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

October 3, 2003

**MEMORANDUM**

TO: Michael Ma, Supervisor  
Development Review Division

VIA: Ronald C. Welke, Supervisor *DWH for*  
Transportation Planning

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

SUBJECT: Site Plan No. 8-90055-A  
McDonald's Derwood  
Shady Grove Policy Area

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This memorandum is Transportation Planning staff's adequate public facilities (APF) review of the subject site plan on Parcel G in the C-3 zone.

**RECOMMENDATIONS**

Transportation Planning staff recommends the following conditions as part of the APF test for transportation requirements related to approval of the subject site plan:

Limit the site plan to add a DVD vending machine (i.e., the Red Box) in the parking area of the existing fast food restaurant (with a drive-through window) of 5,589 square feet.

**DISCUSSION**

**McDonald's Site Location and Vehicular/Pedestrian Accesses**

The site is located in the northern quadrant of Frederick Road (MD 355) and Paramount Drive. The two existing vehicular accesses are as follows:



1. A two-way curb-cut along Frederick Road
2. A one-way only egress curb-cut along Frederick Road

Pedestrian access to the site is accommodated via the existing sidewalk along Frederick Road. Transit service is provided by Ride-On routes 46 and 55 and Metrobus route Q-2 along Frederick Road and Ride-On route 63 along Paramount Drive.

#### DVD Machine Site within the McDonald's Parcel

The DVD machine is located within the first angled parking space opposite the southern corner of the restaurant building. The parking space is to be striped-out and would have three raised metal poles (approximately 4 feet tall and 4 inches in diameter) to protect pedestrians using the DVD machine from motorists.

#### Master Planned Roadways and Bikeway

Frederick Road (MD 355) is a six-lane divided, north-south roadway with a sidewalk adjacent to the curb of the paved travel way. Frederick Road is designated as a major highway, M-6, according to the following plans:

1. The *Gaithersburg Vicinity Master Plan* (approved and adopted in January 1985, and amended in May 1988 and July 1990). This major highway is recommended for four to six lanes and a 120-foot right-of-way between Great Seneca Creek and Rockville City boundary.
2. The *Gaithersburg Vicinity Master Plan Stage III, Shady Grove Study Area* (approved and adopted July 1990). This major highway is recommended for six lanes and a 150-foot right-of-way between I-370 and Gude Drive.
3. The Staff Draft of the *Shady Grove Sector Plan* (as presented at the Planning Board hearing on October 9, 2003). This major highway is recommended for six lanes divided and a 120-foot right-of-way between Ridgemont Avenue and Indianola Drive. This Staff Draft includes an existing bikeway, referenced as number B-I, for a shared-use path (Class I) along the west side of Frederick Road for the length of the planning area. This bikeway is included in the City of Rockville's Master Plan.

Paramount Drive between Frederick Road and Somerville Drive is not currently designated in the first two plans above. According to the tax map, the existing right-of-way measures 60 feet and has a sidewalk on the east side with a grass panel between the sidewalk and paved travel way. Paramount Drive was previously known as Old Redland Road after the alignment of Redland Road between Frederick Road and the CSX tracks was relocated to the north. The Staff Draft of the *Shady Grove Sector Plan* recommends that Paramount Drive (or Street "E") be designated as a two-lane commercial business district street, B-8, with a 70-foot right-of-way.

### Prior Subdivision Action

The Planning Board approved Site Plan No. 8-90055, McDonald's (Derwood), on February 21, 1991 for a McDonald's fast food restaurant.

### Site-Generated Traffic

The attached traffic statement dated August 13, 2003, was prepared after conducting a marketing survey of over 500 DVD/Red Box customers of the 12 current machines across the Washington Metropolitan region. The survey results were that there was an average of 20 transactions per day per DVD machine. Given that this McDonald's restaurant walk-in hours are from 5:00 a.m. to 12:00 midnight on weekdays (and drive-through window hours are 24hours), the 20 transactions per day average approximately one transaction per walk-in restaurant hour.

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Since the proposed DVD machine does not generate any new peak-hour trips during weekday morning and evening peak periods on a daily basis, a traffic study is not required to satisfy Local Area Transportation Review (LATR).

### Policy Area Review/Staging Ceiling

As of July 31, 2003, the remaining capacity for non-residential development is positive 785 jobs in transportation staging ceiling in the Shady Grove Policy Area. The DVD machine canopy covers only 9-feet/10-inches by 8-feet/2.5-inches or 80.7 square feet. The machine is located in a 22-foot by 10-foot angled parking space or 220 square foot area. This area used by the DVD machine would be equivalent to approximately one additional job (i.e., 250 square feet per job), although new peak-hour trips would not be generated during weekday morning and evening peak periods on a daily basis.

EA:kcw

Attachment

cc: Mary Goodman  
Dan Hardy  
Ki Kim  
Stacy Silber