



February 19, 2004

MEMORANDUM

TO: Robert Kronenberg, Planner/Coordinator
Development Review Division

VIA: Ronald C. Welke, Supervisor *E F for RW*
Transportation Planning

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

SUBJECT: Site Plan No. 8-04015
Fortune Parc
Potomac Policy Area

This memorandum is Transportation Planning staff's adequate public facilities (APF) review of the subject site plan in the I-3 zone. This site plan is Phase II of the development that was preceded by Site Plan No. 8-04012, approved by the Planning Board on February 12, 2004.

RECOMMENDATIONS

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

1. Limit the site plan to the following land uses:
 - a. The maximum of 450 multi-family, mid-rise apartments
 - b. 820,000 square feet of general office use
 - c. 15,000 square feet of general retail use
 - d. 15,000 square feet of high-turnover (sit-down) restaurant use or an equivalent increase in square feet of general office use (up to 15,000 square feet) and/or general retail use (up to 15,000 square feet) based on the weekday peak-hour trips generated by a high-turnover (sit-down) restaurant.

2. Per Section 59.E.2.3 of the Zoning Ordinance, provide one bicycle rack or locker per 20 automobile parking spaces not to exceed 20 bicycle racks or lockers for the subject site plan to be coordinated with Transportation Planning staff regarding their location and type prior to the signature set.
3. Satisfy the recommendation in the *Potomac Master Plan* (refer to Attachment No. 1 for the appropriate Master Plan pages) by enhancing Ride-On service now operating along Seven Locks Road and Montrose Road. Transit enhancements should include the following:
 - a. Provide two bus shelters (i.e., one on Montrose Road and the other on Seven Locks Road) both with real-time transit information signs. The bus shelters should be located at the bus stops to board buses traveling to the nearest Metrorail Station during the weekday morning peak period (6:30 to 9:30 a.m.) – the south side of Montrose Road and the west side of Seven Locks Road. The final location of the bus stops shall be coordinated with the Transit Services Division of the Montgomery County Department of Public Works and Transportation (DPWT) prior to occupancy of the first building (i.e., per site plan condition No. 1.a(7) where Park and Planning staff receives a copy of the use and occupancy permit filed with the Montgomery County of Permitting Services [DPS]) for the commercial buildings or multi-family buildings, which ever comes first.
 - b. Provide an escrow in the amount of \$75,000 to cover the cost of constructing two bus shelters with real-time transit information signs when extension of Ride-On service through the site is deemed feasible, locations to be coordinated with the Transit Services Division of DPWT.
 - c. To encourage transit use, enhance the Trip Reduction Agreement (TRA) previously required to satisfy the *I-3 Trip Mitigation Guidelines* for office development. Increase the trip reduction goal of reducing the peak-hour trips from six percent to eight percent. Such incentives could include transit fare subsidies, provision for reserved carpool and vanpool spaces, “live near your work” promotion.

Prior to release of the building permit for 350,000 square feet of office and retail development in the I-3 zone, monitoring shall commence to determine the achievement and sequential maintenance of the initial I-3 trip reduction goal. For the initial trip reduction goal, 350,000 square feet of development was based on 320,000 square feet of general office use, 15,000 square feet of general retail use, and 15,000 square feet of high-turnover (sit-down) restaurant use. The total number of vehicular peak-hour trips was determined using standard trip generation rates. The total vehicular peak-hour trips were reduced between 5 and 9 percent for trips generated between offices and retail uses to determine the number of external trips to and from the site. The initial I-3 trip reduction goal was to reduce these external vehicular peak-hour trips by eight percent. The total

number and the number reduced by eight percent of external vehicular peak-hour trips are as follows:

- During the weekday morning peak period, a total of 683 external vehicular peak-hour trips should be reduced to 628 trips to satisfy the I-3 trip reduction goal for the initial development.
- During the weekday evening peak period (4:00 to 7:00 p.m.), a total of 766 external vehicular peak-hour trips should be reduced to 705 trips to satisfy the I-3 trip reduction goal for the initial development.

As subsequent building permits for the office and retail development in the I-3 zone are released, the trip mitigation goal shall increase until the remaining 500,000 square feet of development obtained building permits. For the full build out of the proposed non-residential land uses, the total number and the number reduced of external vehicular peak-hour trips was determined by the same method as for the initial trip reduction goal and are as follows:

- During the weekday morning peak period, a total of 1,499 external vehicular peak-hour trips should be reduced to 1,379 trips to satisfy the I-3 trip reduction goal for the full build out.
 - During the weekday evening peak period, a total of 1,437 external vehicular peak-hour trips should be reduced to 1,322 trips to satisfy the I-3 trip reduction goal for the full build out.
- d. Provide safe and accessible pedestrian connections within and adjacent to the site to the bus shelters located on the south side on Montrose Road – connecting the townhouse section approved in Phase I and the mid-rise apartments proposed in Phase II and across from the development and on the west side of Seven Locks Road – across from the development. This shall include consideration of safe and adequate sidewalks and/or bikepaths on both sides of Montrose Road and Seven Locks Road.

DISCUSSION

Refer to Transportation Planning memorandum for Site Plan No. 8-04012 revised, dated February 6, 2004 (Attachment No. 2), for the following:

1. Site Location, Vehicular Access Points, and Pedestrian Facilities
2. Potomac Springs' Access via Twin Oaks Drive at Seven Locks Road
3. Master Plan Roadways and Bikeways
4. On-Going Transportation Project

Existing Transit Routes Serving Site

Two existing Ride-On routes operate along the adjacent roadways, both having one-half hour headways:

1. Ride-On route 47 runs along both Montrose Road and Seven Locks Road and connects between the Rockville Metrorail station and the Bethesda Metrorail Station.
2. Ride-On route 38 runs along Montrose Road and connects between Montgomery Mall and the Wheaton Metrorail Station with a stop at the White Flint Metrorail Station.

The scheduled travel time is less than 15 minutes between the intersection of Montrose Road and Seven Locks Road, and the nearest Metrorail Station along the Ride-On routes.

Alternative Proposal to Satisfy the *Potomac Master Plan*'s Transit Service Recommendation

The *Potomac Master Plan* recommends that a private shuttle service, or other transit connections to Metrorail Stations, be provide to the residents living in and employees working in Fortune Parc. The transit alternative described in Recommendation No. 3 was developed to optimize the use of the applicant's funds to optimize the transit connection to a Metrorail Station. The applicant coordinated with the Park and Planning staff and DPWT staff to develop the alternative proposal. However, a private shuttle would only duplicate the two existing Ride-On routes, provide service to four Metrorail Stations, and would not be economically reasonable. A transit center within the proposed commercial office area is currently planned, but its construction cost could be better spent on the following:

1. Two bus shelters with real time transit information signs at existing bus stops located on the adjacent streets within a quarter mile walking distance of the proposed buildings. In addition, two on-site bus shelters with real time transit information signs, when Ride-On service is extended through the subject site.
2. The applicant's funds could also be used to increase the transit fare subsidies and other related traffic mitigation measures to support the reduction in external vehicular peak-hour trips from six percent to eight percent (i.e., where the peak-hour trips are determined using standard trip-generation rates for the proposed land uses located on I-3 zoned land within the site). An eight percent trip reduction goal that is less than the ten percent standard that could be approved by the Planning Board, based on the language in the first full paragraph on page 3 of the *I-3 Trip Reduction Guidelines* approved on September 11, 1992 (refer to Attachment No. 3):

“Recent amendments to the I-3 Zone enable the Planning Board to vary the trip reduction goal at a rate less than the ten percent standard on a case by case basis, if the Board determines that a lower trip reduction is warranted due to peculiar facts and circumstances.”

Adequate Public Facility Review

As similarly analyzed for Site Plan No. 8-04012, the APF review was approved by the Planning Board with its approval of Preliminary Plan No. 1-03029 on September 3, 2003, for the whole development. The Planning Board approved Site Plan No. 8-04012 on February 12, 2004, for Phase I or 150 single-family attached units.

The approved preliminary plan land uses include Phases I and II for the non-residential I-3 zoned land uses and the O-M (non-I-3) zoned land uses. The total vehicular peak-hour trips generated by the approved preliminary plan land uses is compared below with the Phase II land uses proposed for the subject site:

1. During the weekday morning peak period, a total of 1,640 peak-hour trips compared with 1,577 total peak-hour trips.
2. During the weekday evening peak period, a total of 1,563 peak-hour trips compared with 1,472 total peak-hour trips.

EA:RCW:gw

Attachments

cc: Mary Goodman
Wes Guckert
Chuck Kines
Yael Klejman
Larry Marcus
Peggy Schwartz
Barbara Sears

mno to kronenberg re Fortune Parc - 804015