



## 8600 Georgia Avenue, Sketch Plan No. 320170050 and Preliminary Plan No. 120170040

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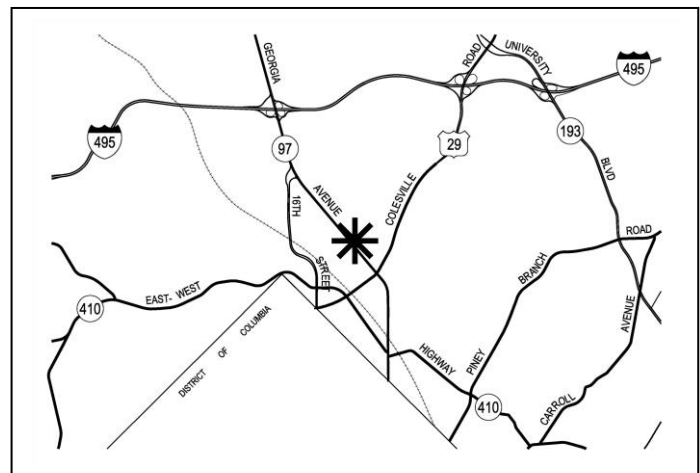
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Completed: 11/4/2016

### Description

- Sketch Plan: Construction of a hotel with up to 147,440 square feet of non-residential development; project includes a density transfer
- Preliminary Plan: One lot for construction of a hotel for up to 173 rooms and 4,206 square feet of retail uses; project includes a density transfer
- Current use: gas station
- Located at the northwest corner of the intersection of Georgia Avenue and Colesville Road
- 0.87 gross acres zoned CR 5.0: C 4.0, R 4.75, H 145T in the Silver Spring CBD Sector Plan
- Applicant: Starr Georgia, LLC
- Acceptance date: August 17, 2016



### Summary

- Staff recommends approval of the 8600 Georgia Avenue Sketch Plan and Preliminary Plan with conditions.
- Sketch Plan and Preliminary Plan include a density transfer.
- The proposed development will redevelop the site with a hotel with public benefits including minimum parking, public art, exceptional design, structured parking, a vegetated wall, and a vegetated roof.
- The Applications are being reviewed under the Zoning Ordinance in effect on October 30, 2014.

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## SECTION 1: RECOMMENDATION AND CONDITIONS

### Sketch Plan 320170050

Staff recommends approval of 8600 Georgia Avenue, Sketch Plan No. 320170050, for a hotel with up to 147,440 square feet of non-residential uses, including up to 173 hotel rooms and up to 4,206 square feet of retail uses on 0.87 acres, zoned CR 5.0, C 4.0, R 4.75, H 145T. The following site development elements shown on the Sketch Plan stamped "Received" by the M-NCPPC on September 21, 2016, are binding under Section 59-7.3.3.F:

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 Site Plan.

This approval is subject to the following conditions:

1. Density  
The Sketch Plan is limited to a maximum of 147,440 square feet of total non-residential development on the Subject Property.
2. Density Transfer  
Prior to record plat approval, the Applicant must state the gross square footage taken from any lot with reduced density in an instrument approved by the M-NCPPC Office of the General Counsel and must record the instrument in the Montgomery County Land Records. The density to be transferred under this Sketch Plan is measured in gross square feet and will total approximately 14,540 square feet. Final allocation of density will be determined at the time of Site Plan. The Sending Property will transfer and retain the following square feet of development potential base on the existing zoning:
  - a. Parcel I (Part of Lot 15, Block A) will be transferring up to 10,896 square feet of density and retaining at least 6,834 square feet of density.
  - b. Parcel II (Part of Lot 16, Block A) will be transferring up to 3,644 square feet of density and retaining at least 2,286 square feet of density.
3. Height  
The development is limited to a maximum height of 145 feet, as measured from the building height measuring point.
4. Incentive Density  
The development must be constructed with the public benefits listed below, unless modifications are made under Section 59-7.3.3.I. The CR Zone requires properties taking advantage of FAR Averaging to exceed the minimum public benefit points otherwise required in Section 59-4.5.4.A.2 by 50%. Total points must equal at least 150 and be chosen from at least four categories as required by Section 59-4.5.4.A.2. The requirements of Division 59-4.7 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Final points will be established at Site Plan approval.
  - a. Transit Proximity, achieved through location within 1,000 feet of the Silver Spring Metro Station;
  - b. Connectivity and Mobility, achieved through minimum parking, trip mitigation and wayfinding;
  - c. Quality of Building and Site Design, achieved through structured parking, public art, exceptional design, and architectural elevations; and

- d. Protection and Enhancement of the Natural Environment, achieved through building lot terminations, energy conservation and generation, vegetated wall, and a vegetated roof.

5. Public Art

- a. The Applicant must provide public art on-site, integrated into the overall site design. The public art components must be commensurate in size with the area of the building in which the art will be located.
- b. The Applicant must present final public art concepts to the Art Review Panel for review and comment prior to scheduling the Planning Board hearing for the Site Plan application.
- c. Final detail and design of the public art must be documented on the Certified Site Plan.

6. Building Lot Terminations (BLTs)

Prior to release of any building permit, the Applicant must provide proof of purchase and/or payment for the required BLTs.

7. Future Coordination for Preliminary and Site Plan

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

- a. Fire and Rescue access and facility details;
- b. Streetscape details;
- c. Demonstration of how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guideline requirements;
- d. Implementation of transportation improvements;
- e. Consideration of building-to-street interface to maximize activation and safety;
- f. Focus on energy efficiency in building design features;
- g. Dedication along Georgia Avenue and Colesville Road; and
- h. Traffic Mitigation Agreement.

**Preliminary Plan 120170040**

Staff recommends approval of Preliminary Plan No. 120170040 subject to the following conditions:

- 1. Approval is limited to one lot with a maximum density of up to 173 hotel rooms and up to 4,206 square feet of retail uses.
- 2. The Applicant must comply with the binding elements and conditions of approval for Sketch Plan No. 320170050 and any subsequent amendments.
- 3. The Planning Board accepts the recommendations of MCDPS – Water Resources Section in its stormwater management concept letter dated September 15, 2016, and hereby incorporates them as conditions of the Preliminary Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDPS – Water Resources Section provided the amendments do not conflict with other conditions of the Preliminary Plan approval.
- 4. The Planning Board accepts the recommendations of the Montgomery County Department of Transportation (MCDOT) in its letter dated September 21, 2016, and hereby incorporates them as conditions of the Preliminary Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDOT provided the amendments do not conflict with other conditions of the Preliminary Plan approval.

5. The Planning Board accepts the recommendations of the Maryland State Highway Administration (MSHA) in its letter dated September 8, 2016, and hereby incorporates them as conditions of the Preliminary Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MSHA provided that the amendments do not conflict with other conditions of the Preliminary Plan approval.
6. Prior to recordation of plat(s), the Applicant must satisfy the provisions for access and improvements, which are associated with each plat, as required by MSHA.
7. The Applicant must dedicate and show on the record plat(s) the following:
  - a. Georgia Avenue (MD 97): Dedication necessary to provide a width of 63 feet between the property line and right-of-way centerline in support of the master-planned future right-of-way of 126 feet.
  - b. Colesville Road: Dedication necessary to provide a width of 62 feet between the property line and right-of-way centerline in support of the master-planned future right-of-way of 124 feet.
8. The Applicant must provide a minimum 10-foot wide sidewalk along the Subject Property frontages on Georgia Avenue and Colesville Road, as shown on the Certified Preliminary Plan.
9. The Planning Board accepts the recommendations of the Montgomery County Department of Permitting Services (MCDPS) Fire Code Enforcement Section in its letter dated October 11, 2016, and hereby incorporates them as conditions of approval. The Applicant must comply with each of the recommendations as set forth in the letter, which MCDPS may amend if the amendments do not conflict with other conditions of Preliminary Plan approval.
10. The Applicant must provide public bicycle parking for short-term use near the main entrance to the hotel building. Secure, private bicycle parking for long-term use must be installed internal to the building, for guests and employees' use. The exact number and location of bicycle parking will be determined at the time of Site Plan.
11. Prior to Certified Site Plan, the Applicant must execute a Traffic Mitigation Agreement (TMAg) with the Planning Board and MCDOT to participate in the Silver Spring Transportation Management District (TMD). The TMAg must include trip mitigation measures recommended by MCDOT in its letter dated September 21, 2016.
12. The certified Preliminary Plan must contain the following note:

Unless specifically noted on this plan drawing or in the Planning Board conditions of approval, the building footprints, building heights, on-site parking, site circulation, and sidewalks shown on the Preliminary Plan are illustrative. The final locations of buildings, structures and hardscape will be determined at the time of site plan approval. Please refer to the zoning data table for development standards such as setbacks, building restriction lines, building height, and lot coverage for each lot. Other limitations for site development may also be included in the conditions of the Planning Board's approval.
13. The record plat must show necessary easements.
14. The Adequate Public Facility (APF) review for the Preliminary Plan will remain valid for eighty-five (85) months from the date of mailing of the Planning Board Resolution.
15. No clearing, grading, or demolition of the site, or recording of plats prior to Certified Site Plan approval.

16. Final approval of the location of the building, on-site parking, site circulation, and sidewalks will be determined at Site Plan.
17. Include the stormwater management concept approval letter, other agency recommendation letters, updated data table and the Preliminary Plan Resolution on the approval or cover sheet(s) of the Certified Preliminary Plan.
18. If a subsequent site plan approval substantially modifies the subdivision shown on the approved Preliminary Plan with respect to lot configuration or location or right-of-way width or alignment, the Applicant must obtain approval of a Preliminary Plan amendment prior to certification of the Site Plan.

## SECTION 2: SITE DESCRIPTION

### Site Vicinity and Analysis

#### *Subject Property*

The subject site (Subject Property or Property) is located at the northwest corner of the intersection of Georgia Avenue and Colesville Road. The Property has a gross tract area of approximately 33,225 square feet and is zoned CR-5.0, C-4.0, R-4.75, H 145T. In addition to the Property, this Application comprises the following sites for purposes of FAR averaging, as permitted by Section 4.5.2.B of the Zoning Ordinance: Parcel I, Part of Lot 15, Block A and Parcel II, Part of Lot 16, Block A on Colesville Road, and half of the 20' alley located behind Parcel I, Lot 15, Block A and Parcel II, Lot 16, Block A (collectively, the Sending Properties). The Sending Properties are zoned CR-5.0, C-4.0, R-4.75, H 145T. These Sending Properties are included with this Application, for purposes of FAR averaging, for a total gross tract area included in this Sketch Plan application of 37,957 square feet (0.87 acres).

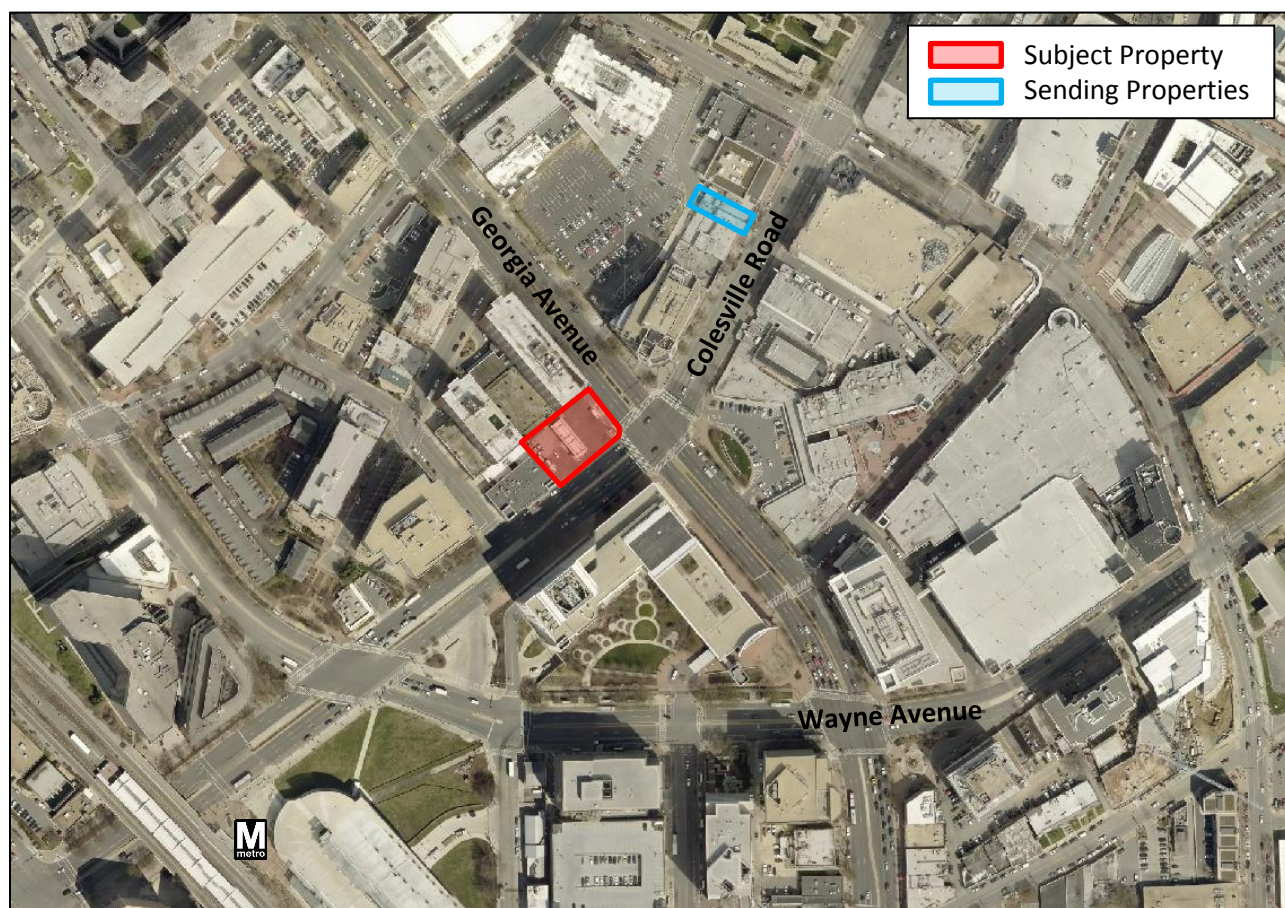


Figure 1-Aerial View

The Subject Property is located in the Silver Spring Central Business District (CBD) and is within the area encompassed by the *Silver Spring CBD Sector Plan* (Sector Plan). The Property is located within 1,000 feet of the Silver Spring Metro Station and falls within the Silver Spring Parking Lot District (PLD).

The Property currently is improved with a gas station and associated asphalt parking, with frontage on both Georgia Avenue and Colesville Road. The Sending Properties are currently improved with a 3,387-square foot commercial building.

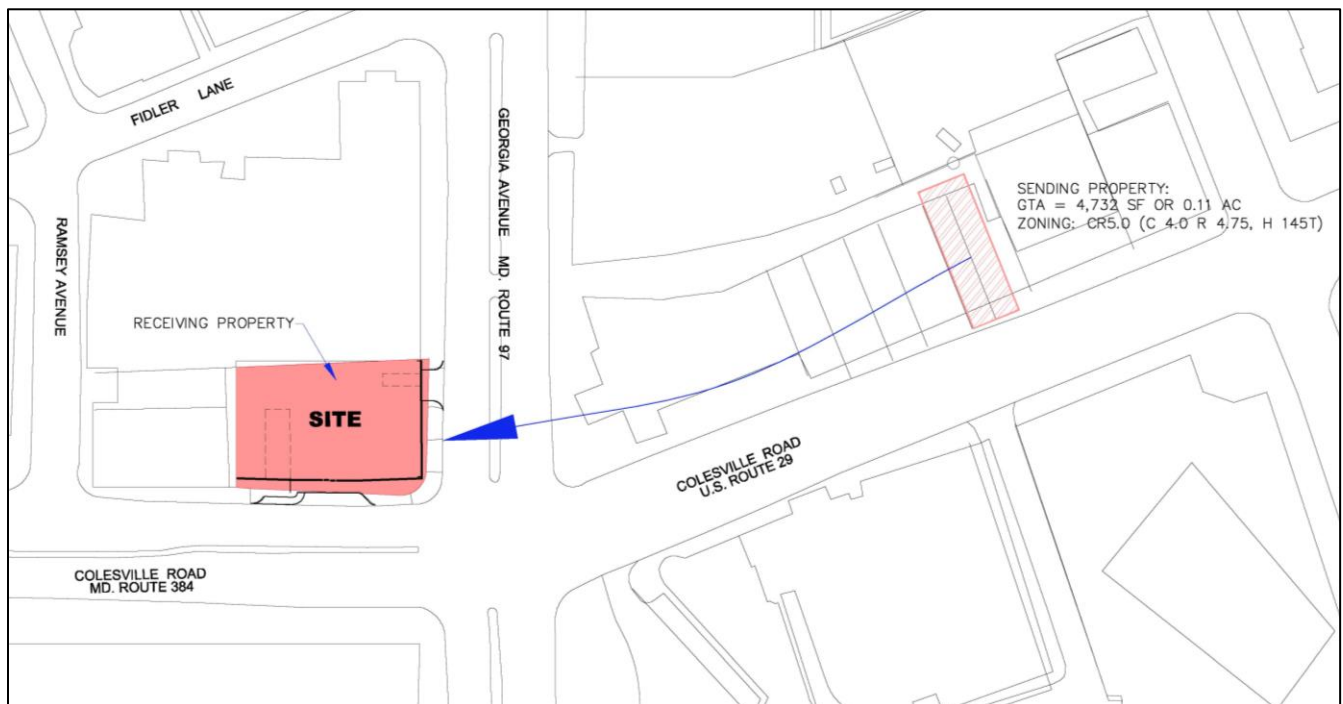


The site contains no forest, streams, wetlands, or environmental buffers. There are no known rare, threatened, or endangered species on site; there are no 100-year floodplains, stream buffers, or wetlands on site. There are no historic properties on site.

#### *Site Analysis*

The aggregate site area (Tract), including the Sending Properties and the Property, is approximately 0.89 acres. In total, the Tract allows for a total maximum commercial density of 147,440 square feet.

In total, 14,540 square feet of commercial density will be transferred to the Subject Property from the Sending Properties via the FAR averaging provisions of the Zoning Ordinance (Attachment A). The Sending Properties will retain sufficient commercial density to cover the existing development, as conditioned above. Furthermore, all properties covered by this Application will conform to the maximum FAR limits allowed under the Commercial/Residential Zones.



*Figure 2-FAR Averaging/Sending Property*

#### *Surrounding Uses*

The Property is surrounded by a mix of commercial, office, retail and residential uses. Directly to the northeast, is the 15-story Twin Tower apartment complex, zoned CR-8.0, C-6.0, R-7.5, H 200T, with multiple commercial tenants. On the southwest is a small commercial complex zoned CR-5.0, C-4.0, R-4.75, H 145T. Further to the southwest is the Silver Spring Transit Center the Silver Spring Metro Station, the Marc Train and the future Silver Spring Purple Line station. Across Georgia Avenue to the north is the 12-story Lee Office Building, zoned CR-8.0, C-6.0, R-7.5, H 200T. To the south across Colesville Road is the Discovery Communications Headquarters Building, zoned CR-5.0, C-4.0, R-4.75, H 200T. Diagonally across the intersection of Georgia Avenue and Colesville Road is Downtown Silver Spring, zoned CR-5.0, C-4.0, R-4.75, H 200T.



## SECTION 3: PROJECT DESCRIPTION

### Proposal

#### Uses and Density

The Sketch Plan application (Project) proposes to redevelop the Property with up to a maximum of 147,440 square feet of non-residential uses for a 173-room extended-stay hotel with retail uses on the ground level.

As detailed in Section 2 above, pursuant to Section 4.5.2.B of the Zoning Ordinance – FAR Averaging for Commercial/Residential Zones, the Project will utilize averaged density from other non-contiguous properties located within 1/4 mile of the Property. A total of 14,540 gross square feet will be allocated to the Property from the Sending Property.



*Figure 3-Proposed Sketch Plan*

#### Subdivision

The Applicant proposes to create one 14,342-square-foot lot, transfer development rights from the Sending Properties and construct a 13-story extended-stay hotel, containing up to 173 hotel rooms and up to 4,206 square feet of retail uses. The proposed development is expected to be built in one phase.

#### Buildings

The Property is located in the northern portion of the Silver Spring CBD. The Project will provide an extended stay hotel with ground-level retail and significant public benefits, all within walking distance of the Silver Spring Metro Station and Transit Center.

The proposed building will be a 13-story structure with a penthouse level. The floor plan of the building is "L" shaped and frames the corner of Georgia Avenue and Colesville Road. The cellar level will have 28 parking spaces as well as bike storage and motorcycle parking. Electrical, water and communication utility rooms to serve the building will also be on the cellar level. The first floor of the building will include the hotel lobby, a coffee shop, retail space, back of house hotel service spaces, and loading dock and dumpsters for trash and recycling. The second floor will have the hotel breakfast room and kitchen, and several meeting rooms. The ground floor and second floor are connected with a grand stair. Floors three to thirteen will accommodate 15 to 16 guestrooms on average, for a total of 173-room hotel. The penthouse level will house a fitness center, rooftop terrace, and mechanical spaces and equipment.

The Project will provide streetscape improvements along the Property's frontages on Georgia Avenue and Colesville Road, consistent with the Silver Spring Streetscape Standards. At the pedestrian level, the façades are primarily glass, to provide ample transparency into the ground floor uses and to activate the street. The massing of the Project has been arranged to maximize both street frontages.



*Figure 4- Illustrative Northeast Elevation*

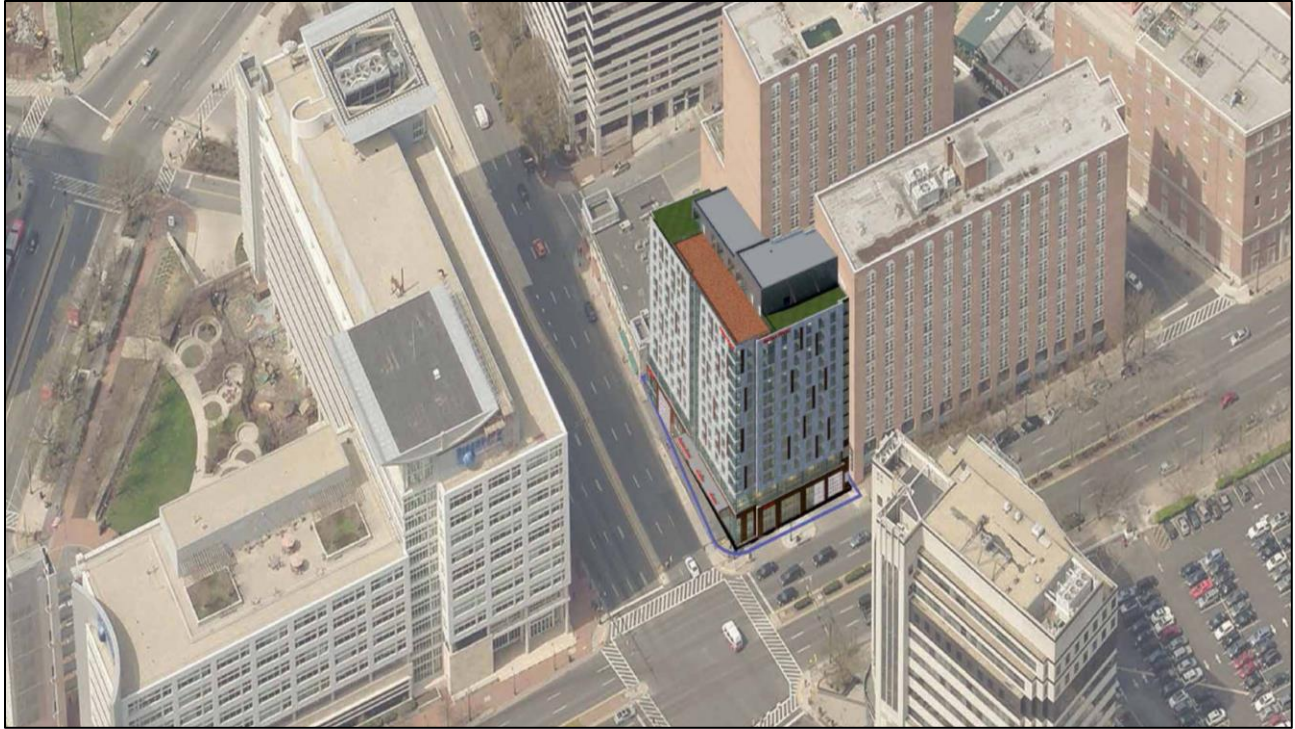


*Figure 5- Illustrative Southeast Elevation*



*Figure 6- Illustrative Southeast Elevation*





*Figure 7-Conceptual Massing*

#### Open Space

Under the Optional Method of Development in the CR Zone (given that the lot area for each property is under one acre and only two existing right-of-way frontages), the Applicant is not required to provide on-site public open space.

The Project will provide amenities for hotel guests and visitors, including meeting spaces, roof top terrace and fitness center.

#### Environment

##### *Forest Conservation*

Chapter 22A, Montgomery County Forest Conservation Law, is not applicable at the sketch plan stage, but it is applicable for Preliminary Plan submission being concurrently reviewed. However, an exemption from the requirement to submit a Forest Conservation Plan under Section 22A-5(s)(1) has already been confirmed through forest conservation exemption application 42016155E because the proposed activity occurs on a tract of land less than 1.5 net acres with no existing forest, or existing specimen or champion tree, and the afforestation requirements are not in excess of 10,000 square feet. (Attachment B)

##### *Stormwater Management*

A Stormwater Management Concept Plan is not required at the time of Sketch Plan, but is applicable for the Preliminary Plan submission being currently reviewed. The MCDPS Stormwater Management Section approved the stormwater management concept on September 15, 2016 (Attachment E). Per the approval letter, the stormwater management concept meets stormwater management requirements via ESD to the MEP via the use of green roof.

### Circulation

Street access to the Subject Property is provided by Georgia Avenue and Colesville Road. A driveway from Colesville Road will provide vehicular access to the structured below-grade parking garage containing approximately 28 parking spaces. The number of parking spaces will be determined at Site Plan. A second driveway from Georgia Avenue, at the northeast corner of the site will provide loading access. Both movements will be restricted to “right-in/right-out” operation due to the existing median on both frontage roadways (Figure 8). In addition to the site access points described above, the development proposes a 10-foot wide lay-by on Colesville Road to permit drop-off and pick-up of the hotel’s guests. This lay-by will also provide a means of ingress directly into the parking garage entrance without the need for vehicles in the lay-by to re-enter southbound travel lanes of Colesville Road. Pedestrian and bicycle access will be provided by sidewalks on Georgia Avenue and Colesville Road (Figure 9).

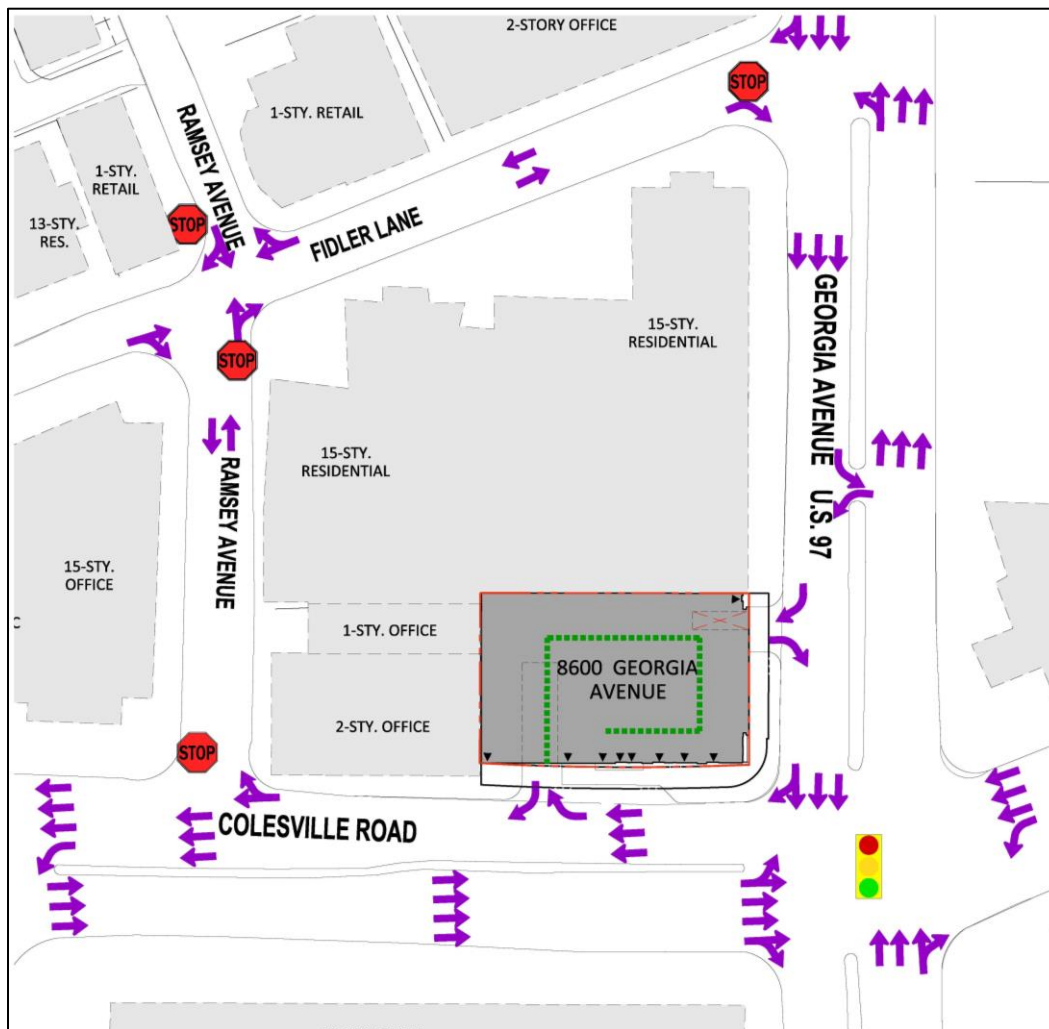


Figure 8-Vehicular Circulation

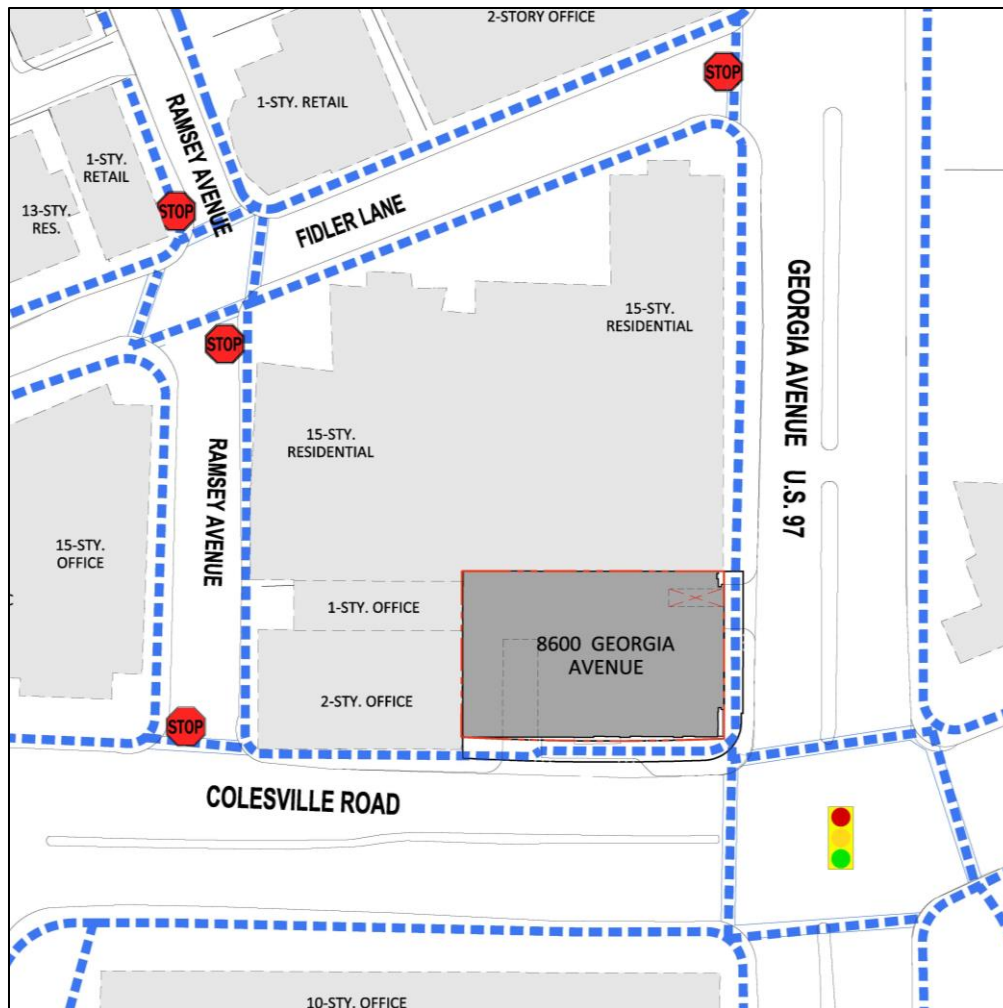


Figure 9-Pedestrian Circulation

### Community Outreach

On August 1, 2016, the Applicant held a pre-submittal public meeting at the Silver Spring Civic Center. The Applicant has complied with all submittal and noticing requirements, and Staff has not received correspondence from community groups or citizens as of the date of this report.

## SECTION 4: SKETCH PLAN 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;*

The Sketch Plan meets the development standards of Section 59-4.5.4, as shown in Table 1:

Table 1: Project Data Table				
Zone	CR	C	R	H
Subject Property	5.00	4.00	4.75	145T
Sending Property <sup>1</sup>	5.00	4.00	4.75	145T
DEVELOPMENT STANDARD (59-4.5.4)	PERMITTED/REQUIRED		PROPOSED	
Tract Area	SF	Acres	SF	Acres
Subject Property	n/a	n/a	33,225	0.76
Sending Property	n/a	n/a	4,732	0.11
Total	n/a	n/a	37,957	0.87
Dedications	SF	Acres	SF	Acres
Subject Property	n/a	n/a	2,829	0.06
Sending Property	n/a	n/a	0	0
Total	n/a	n/a	2,829	0.06
Site Area	SF	Acres	SF	Acres
Subject Property	n/a	n/a	30,396	0.70
Sending Property	n/a	n/a	4,732	0.11
Total	n/a	n/a	35,128	0.81
Height (maximum)	Feet		Feet	
Subject Property	145	n/a	130	n/a
Sending Property	145	n/a	As existing	n/a
Total Density (maximum)	SF	FAR	SF	FAR
Subject Property	166,125	5.00	132,900	4.0
Sending Property	23,660	5.00	14,540 <sup>2</sup>	3.0
Total	189,785	5.00	147,400	3.88
Total Commercial Density (maximum)	SF	FAR	SF	FAR
Subject Property	132,900	4.00	132,900	4.0
Sending Property	18,928	4.00	14,540 <sup>3</sup>	3.0
Total	151,828	4.00	147,400	3.88
Total Residential Density (maximum)	SF	FAR	SF	FAR
Subject Property	157,819	4.75	0	0
Sending Property	22,477	4.75	0 <sup>4</sup>	0
Total	180,296	4.75	0	0
Setbacks - All Properties (minimum)	Feet		Feet	
Street	0	n/a	0	n/a
Side	0	n/a	0	n/a
Public Open Space (minimum)	SF	Acres	SF	Acres
Subject Property	0	0	0	0
Sending Property	0	0	0	0
Total	0	0	0	0

<sup>1</sup> Parcel I, Part of Lot 15, Block A and Parcel II, Part of Lot 16, Block A on Colesville Road, and half of the 20' alley located behind Parcel I, Lot 15, Block A and Parcel II, Lot 16, Block A (collectively, the Sending Property).

<sup>2</sup> Total existing density to remain on the Sending Property is 9,120 square feet.

<sup>3</sup> Total commercial density to remain on the Sending Property is 4,388 square feet.

<sup>4</sup> Total residential density to remain on the Sending Property is 22,477 square feet.



Parking	Minimum	Maximum	Proposed
Subject Property	90	276	28

The Application will provide the minimum required number of bicycle parking spaces for hotel guests within the building, which will be determined at the time of Site Plan. The final number of vehicular parking spaces will be determined at Site Plan based on the number of hotel rooms.

#### Density Transfer

Section 59-4.5.2.B.3 of the Zoning Ordinance provides that density may be averaged over two or more non-contiguous properties in the CR Zone if:

- a. *Each provision under Section 4.5.2.B.2 is satisfied, including:*
  - i. *The properties are under the same site plan or sketch plan; and, if a sketch plan is required, the density averaging must be shown on the sketch plan;*

All Sending and Receiving Properties are encompassed by this Sketch Plan Application.

- ii. *The resulting properties are created by the same preliminary subdivision plan or satisfy a phasing plan established by an approved sketch plan;*

All Sending and Receiving Properties are included in this Application and will satisfy the phasing plan approved as part of the Sketch Plan. The Sending Properties also will be referenced in the concurrently filed Preliminary Plan No. 120170040. The Project will be constructed in one phase.

- iii. *The maximum total, nonresidential, and residential FAR limits apply to the entire development, not to individual properties;*

As shown on the Sketch Plan Data Summary Table, the density of development on the combined lots does not exceed the total density permitted on separate lots. The entire development, including the Sending Properties and the Subject Property, is limited to a maximum non-residential FAR of 3.8.

- iv. *The total allowed maximum density on a resulting property that is abutting or confronting a property in an Agricultural, Rural Residential, or Residential Detached zone that is vacant or improved with an agricultural or residential use, does not exceed that allowed by the property's zone; and*

This provision is not applicable, as the Property does not abut or confront a property in an Agricultural, Rural Residential, or Residential Detached zone that is vacant or improved with an agricultural or residential use.

- v. *Public benefits are required to be provided under any phasing element of an approved sketch plan.*

The Project will be developed in one phase and will provide adequate public benefits.

- b. *The properties are within ¼ mile of each other or in a designated master-planned density transfer area;*

The Sending and Receiving Properties are located within ¼ mile of each other.

- c. *The minimum public benefit points required under Section 4.5.4.A.2 are exceeded by at least 50%; and*

The Project will exceed the minimum public benefit points otherwise required by at least 50%.

- d. *The applicable master plan does not specifically prohibit the averaging of density between non-contiguous properties.*

The *Silver Spring CBD Sector Plan* does not prohibit the averaging of density between non-contiguous properties.

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

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

The Approved and Adopted Silver Spring Sector Plan is organized around six themes, five of which are applicable to the Project, including a transit oriented downtown, commercial downtown, green downtown, civic downtown, and pedestrian friendly downtown. (Sector Plan, pp. 14-25)

The Sector Plan identifies Silver Spring as a transportation center where regional train, bus, road and trail systems come together. (Sector Plan, p. 13) The Project will be less than a mile walking distance from the Silver Spring Metro and from the multi-modal Paul S. Sarbanes Transit Center that includes the MARC commuter rail station, WMATA Metrobus, Montgomery County Ride-On Bus service, and the University of Maryland bus. The future Purple Line stop will be located near the Silver Spring Metro Station. The Project is also within walking distance to the proposed Purple Line Station that will be located adjacent to the new Silver Spring Library, approximately 1,530 feet from the site.

Improved and varied community facilities add value to existing businesses and residences in the CBD and help implement one of the Plan's stated Community Goals: "Silver Spring should be an active place with mixed uses attracting people at all times of the day, week and year" (Sector Plan, p. 15). The Sector Plan also identifies four specific revitalization areas in the CBD: Ripley, South Silver Spring, Fenton Village and the Core, as vital strategic target areas in which to achieve the public goal of downtown revitalization (Sector Plan, p. 14). The Plan is quite specific throughout its text regarding the Core, which includes the Property, noting its objective "to recreate the Core as the active center of downtown Silver Spring, ensuring that development contributes to the Plan's vision for downtown Silver Spring" (Sector Plan, p. 4). The location of the Property in the Core of the CBD makes it an appropriate candidate for a mixed-use project. The Project will help to create a vibrant, more active atmosphere with street level retail. Visitors to the hotel will arrive at all times of the day and night, creating activity at this prominent corner.

The Project will contain several "green elements", including a vegetated roof and a vegetated wall. The building's "L" shape plan will frame a third floor courtyard that will contain a green roof to filter rain water from the roofs, as required for stormwater management, as well as the vegetated wall. While not directly accessible for guest use, this space will assure air and light for guest rooms facing the courtyard, as well as an improved view from these rooms and the adjacent

Twin Towers apartment complex. In addition, the Project is being designed to exceed the energy efficiency standards for its building type by 17.5%, through such features as a highly efficient building envelope system, the main mechanical system will be a VRF system, a Variable Refrigerant Flow system, and energy efficient lighting.

The Sector Plan also includes some very specific Urban Design Guidelines one of which applies to the Property "Redevelopment of the northwest corner of the intersection of Georgia Avenue and Colesville Road should recognize that site's critical visual significance and make safe and attractive connections to the Urban Renewal site and to the Silver Triangle" (Sector Plan. p. 83). The proposed hotel recognizes the visual significance of the site by providing a building that carefully addresses the urban context and streetscape. The building design incorporates a two-story base to help establish a pedestrian-friendly scale along the frontages. The retail space provided along both roadways, will also help to activate the sidewalk with more pedestrian activity. The facades include punched windows for hotel guestrooms facing the streets and interior courtyard. The southwest facade along the property line has no windows and rises above the single-story retail buildings on the adjoining site. A mural is planned for this southwest wall. As envisioned, the mural will have an image of importance to Silver Spring and will also serve as a wayfinding marker for the urban context, especially for those approaching from the Metro or Transit Center along Colesville Road, whether by foot or by vehicle.

In addition, the proposed development will make safe attractive connections to the "Core" area, described in the Urban Design Guidelines as the Urban Renewal Site and Silver Triangle. Pedestrian circulation will be greatly enhanced by new sidewalks along both street frontages, replacing the existing substandard sidewalks. Furthermore, the existing curb cuts on Georgia Avenue and Colesville Road will be consolidated into two points of ingress and egress. The Project will provide an entrance ramp into a parking garage and a loading area with "right-in" access from Colesville Road, which has a divided median accommodating traffic in an east-west direction in this area. The proposed addition and enhancement of sidewalks, and the consolidation of four vehicular entrances, will be of immense benefit to the surrounding community, increasing the ease and safety of traversing the frontages of the Property. In addition, the proposed lay-by along Colesville Road, which can accommodate two vehicles, will offer a refuge for guests and visitors to the Property and are intended to prevent congestion along the roadway from those stopping or being dropped off at the hotel. These improvements will help to reduce pedestrian and vehicular conflicts, making for a more "pedestrian-friendly downtown," and will increase the efficiency of vehicular circulation in the area.

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

The Project will redevelop the existing gas station and associated surface parking with a higher-density extended stay hotel with ground floor retail and underground parking to maximize development in close proximity to the Metro. 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 proposed use as an extended stay hotel, while not a traditional "housing type", serves as a home away from home for business people and/or individuals and families who may need a place

to stay for an extended period of time. Its location close to public transportation options, entertainment, restaurants, and shopping areas make it a development that complies with the spirit of the Sector Plan requirement. In addition, the Project will provide new employment opportunities and commercial services in close proximity to transit. The Project facilitates all modes of transit – pedestrian, bicycle, and vehicular – proximate to the Metro and bus service by improving the streetscape. The Project proposes separated access points for vehicular parking and loading access. The Project does not propose any parking between the building and the street frontages.

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

The Project will provide a new commercial hotel and ground floor retail for small-scale business opportunities with a building height of up to 145 feet, as allowed in the CR-5.0, C-4.0, R-4.75, H-145T zone. The introduction of a hotel and retail uses at this location will be compatible with existing commercial and residential uses within the block, as well as the surrounding blocks. The new uses will also contribute to a more vibrant "Core" area as it is anticipated that guests, visitors, and employees will expand the existing customer base of service businesses located in the "Core" area and bring enhanced business opportunities to existing restaurants, shops and service providers. The provision of improved streetscape will also help to promote pedestrian circulation and generate additional opportunities.

Through the use of density averaging, the Sending Property will remain as an existing small-scale development, while simultaneously allowing for the development of a larger mixed-use project on the Property. The height and densities proposed by the Project are compatible with the desired character of the Silver Spring CBD area.

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

Although the Project does not include any residential uses, it will provide a desirable combination of uses that will support the surrounding development. The majority of recent development in the Silver Spring CBD has been residential and the proposed development will support the residential, entertainment, and office uses nearby. The hotel will offer employment opportunities for those in the CBD to work in close proximity to these residences.

- 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 four categories to achieve the desired incentive density above the standard method limit and will exceed the minimum public benefit points by at least 50%, as required for density averaging.

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

As discussed earlier in the Sector Plan Conformance Section, the Project substantially conforms to recommendations of the *Silver Spring CBD Sector Plan*. The Project will provide opportunities to retain existing businesses and expand opportunities for new businesses, and provide connectivity improvements that improve the safety and character of the existing streets.

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

The building is compatible in height and scale with the existing and pending nearby development in the downtown Silver Spring area. The Project achieves compatibility with the building heights and the street edge already established by the surrounding development.

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

The Project provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading. The Project appropriately locates activating pedestrian uses along the Georgia Avenue and Colesville Road frontages. The lobby is located along Colesville Road and retail spaces are located on both Georgia Avenue and Colesville Road. Vehicular access will be from Colesville Road and loading is off Georgia Avenue.

6. *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 introducing a hotel and retail uses at this location, providing opportunities to retain existing businesses and expanding opportunities for new businesses, connectivity improvements, and enhancing the pedestrian environment;
- 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 streetscape improvements along Georgia Avenue and Colesville Road that will activate the street and support the ground-floor retail included as part of the Project;
- d. Are appropriate for “the size and configuration of the site” by improving the existing configuration of automobile service station and surface parking lot and providing structured parking;
- e. Adequately address “the relationship of the site to adjacent properties” by designing the building at an appropriate scale for the surroundings with heights and creating a Project that complements the existing character of the area;
- f. Consider “the presence or lack of similar public benefits nearby” through the provision of environmental benefits and enhanced pedestrian connections, 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 reviews.

For the proposed development, the zoning code requires 150 points in four categories. Although at the time of the Sketch Plan review only the categories need be approved, the following table, 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 Calculations			
Public Benefit	Incentive Density Points		
	Max Allowed	Requested	Recommended
<b>59-4.7.3B: Transit Proximity</b>	<b>50</b>	<b>40</b>	<b>40</b>
<b>59-4.7.3C: Connectivity and Mobility</b>			
Minimum Parking	10	10	10
Trip Mitigation	20	10	10
Wayfinding	10	10	10
<b>59-4.7.3E: Quality of Building and Site Design</b>			
Architectural Elevations	20	20	20
Exceptional Design	10	10	10
Public Art	15	15	15
Structured Parking	20	20	20
<b>59-4.7.3F: Protection and Enhancement of the Natural Environment</b>			
BLTs	30	5	5
Energy Conservation and Generation	30	15	10
Vegetated Roof	15	15	15
Vegetated Wall	10	10	10
<b>TOTAL</b>		<b>180</b>	<b>180</b>

#### Transit Proximity

The Property is located within ¼ mile of the Silver Spring Metro Station, which allows the development to be eligible for Level 1 transit as defined in the Zoning Ordinance. Staff supports 40 points as suggested in the *2015 Commercial/Residential Zones Incentive Density Implementation Guidelines* (CR Guidelines).

#### Connectivity and Mobility

*Minimum Parking:* The Applicant requests 10 points for providing fewer than the maximum allowed number of parking spaces. Points for this incentive are granted on a sliding scale from no points for providing the maximum allowable number of on-site spaces to 10 points for providing no more than the minimum numbers of spaces on site. The maximum allowable number of on-site spaces is 276, and the Applicant is proposing to provide 28 parking spaces. Based on the initial calculation, Staff supports granting 10 points with final parking counts to be determined at Site Plan.

*Trip Mitigation:* The Applicant will enter into a binding Traffic Mitigation Agreement to reduce the number of weekday morning and evening peak hour trips to the site in excess of any other regulatory requirement and the agreement must result in a reduction of at least 50% for trips attributable to the site. Staff supports the Applicant's request of 10 points.

*Way-finding:* The Applicant requests 10 points for providing a way-finding system that orients pedestrians and cyclists to transit facilities, downtown Silver Spring, the Silver Spring Library, the nearby Metropolitan Branch Trail, and public open spaces. The Applicant will work the Silver Spring Urban District on the wayfinding signage and placemaking for this Project. Staff supports the Applicant's request.

#### Quality of Building and Site Design

*Architectural Elevations:* The Applicant requests 10 points for providing architectural elevations as part of the certified site plan showing particular elements in the façade including minimum amount of transparency

on the first floor, minimal spacing between operable doors, and design priorities of the applicable master plan or implementing design guidelines. The Project includes a two-story base expressing the public functions of the building which in turn support the guestrooms above. The proposed hotel's ground floor level storefront includes tall framed glass areas for retail and hotel lobby spaces. The second floor houses meeting rooms and dining areas that have windows which create a horizontal band of glazing that separates the lower level and the hotel tower. The hotel tower is made of two areas of solid wall with windows that are separated by a vertical slash of glass above the main entrance. The slash of glass is a metaphor for the Silver Spring water coming through the rocks of the original spring. At the top of this glass fissure through the facade will be the hotel's roof terrace for visitors to use and enjoy all the views of downtown Silver Spring. The eleven stories of solid wall areas include a window at each guestroom. There are special treatments of these windows at corners where the glazing is increased. The three main corners of the building on the streets of Georgia Avenue and Colesville Road are notched back creating a framework for the solid walls, and represent the peeling back or erosion of rock created by the "Silver Spring". 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.

*Exceptional Design:* The Applicant requests 10 points for building or site design that enhances the character of a setting. Per the CR Guidelines, incentive density of 10 points is appropriate for development that meets all of the guideline criteria. The Applicant asserts that the Project provides innovative solutions in response to the immediate context; creates a sense of place and serves as a landmark; enhances the public realm in a distinct and original manner; introduces materials, forms, or building methods unique to the immediate vicinity or applied in a unique way; uses design solutions to make compact infill development living, working and shopping environments more pleasurable and desirable; and integrates 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.

*Public Art:* The Applicant requests 15 points for installing public art on-site. The public art concept will be developed during the Site Plan process and will be presented to the Public Arts Trust Steering Committee. The Applicant asserts that the artwork will meet the goals outlined in the CR Guidelines and the final points will be determined at the time of Site Plan. Staff supports the Applicant's request at this time.

*Structured Parking:* The Applicant requests 20 points for structured parking for the parking that will be below grade. The Application proposes all parking spaces to be provided in a below-ground parking garage with final parking counts to be determined at Site Plan. Staff supports 20 points for this benefit.

#### Protection and Enhancement of the Natural Environment

*Building Lot Termination (BLT):* The Applicant requests 5 points for the purchase of BLT easements to be purchased or equivalent payment made for every 31,500 square feet of gross floor area comprising the 7.5% incentive density floor area. Points are granted by the calculation of BLTs as provided in Section 59-4.7.3.F of the Zoning Ordinance. Staff supports 5 points for this benefit at this time.

*Energy Conservation and Generation:* Up to 15 points can be granted for constructing buildings that exceed the energy-efficiency standards for the building type by 17.5% for new building. The Project is being designed to exceed the energy efficiency standards for its building type by 17.5%, through such features as a highly efficient building envelope system, the main mechanical system will be a VRF system, a Variable Refrigerant Flow system, and energy efficient lighting. The Applicant anticipates achieving 10 points in this public benefit



category with further details and refinement to be provided at the time of Site Plan. Staff supports the Applicant's request.

*Vegetated Roof:* The Applicant requests 15 points for providing vegetated roofs with a soil depth of at least 4 inches and covering at least 33% of the total roof excluding space for mechanical equipment. The CR Guidelines recommend 7.5 points for development that meets the Zoning Ordinance requirements; with additional points granted if other criteria are met, including: greater coverage, greater soil depth, plant species that provide habitat and native plant species. At the time of Site Plan, the Applicant will provide additional details on meeting the vegetated roof criteria. Staff supports the Applicant's request at this time.

*Vegetated Roof:* The Applicant requests 10 points for the installation and maintenance of a vegetated wall that covers at least 30% of any blank wall or parking garage that is at least 300 square feet in area and visible from a public street or open space. The CR guidelines recommend 5 points for development that meets the requirement and additional points if other criteria are met including: greater percent of coverage, southern or western exposure, plants with varying flowering seasons, and integration into an overall energy or environmental site design program. At the time of Site Plan, the Applicant will provide additional details on meeting the vegetated wall criteria. Staff supports the Applicant's request at this time.

7. *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 Project will be built in one phase.

## **SECTION 5: PRELIMINARY PLAN ANALYSIS AND FINDINGS**

### **Sector Plan Conformance**

The Application substantially conforms to the recommendations for the Subject Property included in the *Silver Spring CBD Sector Plan*. As discussed in the concurrently filed Sketch Plan No. 320170050, the Preliminary Plan substantially conforms with the recommendations of the Sector Plan.

### **Transportation**

#### *Access and Circulation*

Vehicular access to the Property is proposed directly from Georgia Avenue (MD 97) and Colesville Road (MD 384) in the following configuration: loading access via Georgia Avenue at the northeast corner of the building, and garage access via Colesville Road. Both of these movements will be restricted to "right-in/right-out" operation due to the existing median on both frontage roadways. In addition to the site access points described above, the development is proposed to have a 10-foot wide lay-by on Colesville Road to permit drop-off and pick-up of the hotel's guests. This lay-by will also provide a means of ingress directly into the parking garage entrance without the need for vehicles in the lay-by to re-enter southbound travel lanes of Colesville Road. Pedestrian and bicycle access to the Property will be provided along both the Georgia Avenue and Colesville Road frontage.

#### *Transit Connectivity*

The immediate area is well served by transit that includes the Red Line Silver Spring Metrorail Station, MARC Rail, Metrobus, RideOn, and the Silver Spring VanGo Circulator. Future transit in the area includes a proposed Purple Line station at the existing Silver Spring Metrorail Redline station, to the southwest, and a Purple Line station at the new Silver Spring Library, to the southeast. Specific transit routes near the Site include:

1. RideOn Bus Routes 1, 2, 5, 8, 9, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 28, 70, 79
2. WMATA Metrobus Routes F4, Q1, Q2, Q4, S2, S4, Y2, Y7, Y8, Y9, Z2, Z6, Z7, Z8, Z9, Z11

#### *Master Plan Roadways and Pedestrian/Bikeway Facilities*

The following summarizes recommendations included in the 2000 Silver Spring Central Business District Sector Plan and the 2005 Countywide Bikeways Functional Master Plan:

1. Georgia Avenue (MD 97; M - 8), along the Site's eastern frontage, as a six lane median divided major highway roadway within a minimum right-of-way width of 126 feet.
2. Colesville Road (MD 384; M - 10), along the Site's southern frontage, as a six lane median divided major highway within a minimum right-of-way width of 124 feet.

#### *Sector-Planned Transportation Demand Management*

As a mixed-use development within the Silver Spring Transportation Management District (TMD), the Applicant is required to enter into a Traffic Mitigation Agreement to participate in the Silver Spring TMD.

#### *Adequate Public Facilities*

A traffic statement, dated August 2, 2016 was submitted for the subject application per the LATR/TPAR Guidelines since the proposed development was estimated to generate fewer than 30 peak-hour trips during the typical weekday morning (6:30 a.m. – 9:30 a.m.) and evening (4:00 p.m. – 7:00 p.m.) peak periods.

A Site trip generation summary for the proposed development, provided in Table 3, estimates that the project will generate 20 net new peak-hour trips during the weekday morning peak period and 21 net new peak-hour trips during the weekday evening peak period. This trip generation estimate is based on the addition of up to 173 hotel rooms and up to 4,206 square feet of retail.

Table 3: SUMMARY OF SITE TRIP GENERATION-PROPOSED 8600 GEORGIA PROJECT

Trip Generation	Morning Peak Hour			Evening Peak Hour		
	In	Out	Total	In	Out	Total
<b>Existing</b>						
10 Pump Gas Station	60	53	113	77	74	150
Pass-by/ Diverted Reduction	(51)	(45)	(96)	(65)	(63)	(128)
<b>Existing Subtotal</b>	<b>9</b>	<b>8</b>	<b>17</b>	<b>11</b>	<b>11</b>	<b>22</b>
<b>Proposed</b>						
173 Hotel Rooms	21	14	35	19	16	35
4,206 SF Retail	1	1	2	4	4	8
<b>Proposed Subtotal</b>	<b>22</b>	<b>15</b>	<b>37</b>	<b>23</b>	<b>20</b>	<b>43</b>
<b>Net New Trips</b>	<b>13</b>	<b>7</b>	<b>20</b>	<b>12</b>	<b>9</b>	<b>21</b>

Source: Wells + Associates Traffic Statement, dated August 2, 2016.

#### *Transportation Policy Area Review (TPAR)*

Since the proposed development is within the Silver Spring CBD Policy Area, the Application is exempt from both the roadway and transit tests set forth in the 2012-2016 Subdivision Staging Policy. As a result, the proposed development is not required to make a payment to satisfy the TPAR requirement.

### **Other Public Facilities**

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

### **Compliance with Zoning Ordinance and Subdivision Regulations**

This application has been reviewed for compliance with the Montgomery County Code, Chapter 50, the Subdivision Regulations. The application meets all applicable sections. The size, width, shape, and orientation of the proposed lot are appropriate for the location of the subdivision taking into account the recommendations included in the applicable master plan, and for the type of development or use contemplated. As discussed in the Sketch Plan section of this report, the application substantially conforms to the *Silver Spring CBD Sector Plan*. The application complies with the land use recommendations for the site as well as the applicable urban design, roadway, and general recommendations outlined in the Sector Plan. As evidenced by the Preliminary Plan, the site is sufficiently large to efficiently accommodate the proposed mix of uses.

Under Section 4.5.4 of the Zoning Ordinance, the dimensional standards for the lot will be determined with approval of the subsequent site plan. The Application has been reviewed by other applicable county agencies, all of whom have recommended approval of the Preliminary Plan.

### **Environment**

#### *Forest Conservation*

An exemption from the requirement to submit a Forest Conservation Plan under Section 22A-5(s)(1) has been confirmed through forest conservation exemption application 42016155E because the proposed activity occurs on a tract of land less than 1.5 net acres with no existing forest, or existing specimen or champion tree, and the afforestation requirements are not in excess of 10,000 square feet. (Attachment X)

#### *Stormwater Management*

The MCDPS Stormwater Management Section approved the stormwater management concept on September 15, 2016 (Attachment E). According to the approval letter, the stormwater management concept meets stormwater management requirements via ESD to the MEP via the use of green roof.

### **CONCLUSION**

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 *Silver Spring CBD Sector Plan* area. Therefore, Staff recommends approval of Sketch Plan 320170050 with the conditions specified at the beginning of this report.

The Preliminary Plan application satisfies the findings of the Subdivision Regulations and substantially conforms to the recommendations of the *Silver Spring CBD Sector Plan* area. Access and public facilities will be adequate to serve the proposed lot, and the application has been reviewed by other applicable county agencies, all of whom have recommended approval of the plan. Staff recommends approval of the Preliminary Plan No. 120170040 with the conditions specified at the beginning of this report.

**ATTACHMENTS**

- A. FAR Averaging
- B. Sketch Plan
- C. Preliminary Plan
- D. FCP Exemption Letter
- E. Stormwater Concept Approval Letter
- F. Agency Letters