



MCPB
Item No.
Date: 11/9/2017

8600 Georgia Avenue, Sketch Plan Amendment No. 32017005B and Site Plan No. 820170070

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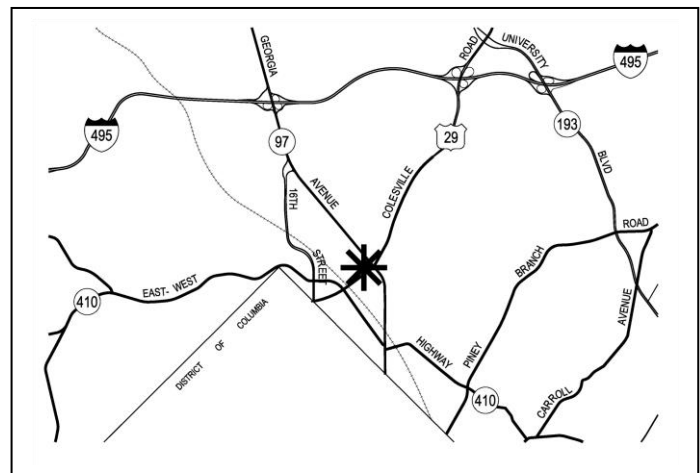
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Completed: 10/27/2017

Description

- Sketch Plan Amendment: Request to modify Condition 4 to add the Major Public Facility public benefit category and remove the vegetated roof public benefit category
- Site Plan: Request to construct 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: April 14, 2016



Summary

- In accordance with Section 59.7.3.4.C of the Zoning Ordinance, the Site Plan received two Planning Board extensions to the public hearing date, the first extension postponing the hearing date from July 13, 2017 to September 30, 2017 and the second extension postponing the hearing date from September 30, 2017 to November 17, 2017.
- The Planning Board previously approved Sketch Plan 320170050, by resolution dated November 22, 2016.
- The Planning Board previously approved Preliminary Plan 120170040, by resolution dated November 22, 2016.
- The proposed development will redevelop the site with a hotel with public benefits including minimum parking, public art, exceptional design, structured parking, and a vegetated wall.
- Staff has not received any correspondence from community groups or citizens as of the date of this report.
- Staff recommends approval of the 8600 Georgia Avenue Sketch Plan Amendment and Site Plan, with conditions.

TABLE OF CONTENTS

SECTION 1: RECOMMENDATION AND CONDITIONS	3
Sketch Plan Amendment	
Site Plan	
SECTION 2: SITE DESCRIPTION	8
Site Vicinity and Analysis	
SECTION 3: PROJECT DESCRIPTION	10
Previous Approvals	
Proposal	
Uses and Density	
Buildings	
Open Space	
Circulation	
Community Outreach	
SECTION 4: SKETCH PLAN AMENDMENT ANALYSIS AND FINDINGS	15
SECTION 5: SITE PLAN ANALYSIS AND FINDINGS	17

SECTION 1: RECOMMENDATION AND CONDITIONS

Sketch Plan Amendment 32017005B

Staff recommends approval of 8600 Georgia Avenue, Sketch Plan Amendment No. 32017005B, 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 condition supersedes Sketch Plan No. 320170050 Condition 4 and all other conditions remain in full force and effect:

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. Major Public Facility, achieved through payment of the installation of a new bike share station off-site.
- b. Transit Proximity, achieved through location within 1,000 feet of the Silver Spring Metro Station;
- c. Connectivity and Mobility, achieved through minimum parking, trip mitigation and wayfinding;
- d. Quality of Building and Site Design, achieved through structured parking, public art, exceptional design, and architectural elevations; and
- e. Protection and Enhancement of the Natural Environment, achieved through building lot terminations, energy conservation and generation, and a vegetated wall.

SITE PLAN 820170070

Staff recommends approval of 8600 Georgia Avenue, Site Plan 820170070, 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. All site development elements shown on the latest electronic version as of the date of this Staff Report submitted via ePlans to the M-NCPPC are required except as modified by the following conditions.

Conformance with Previous Approvals

1. Sketch Plan Conformance

The development must comply with the binding elements and conditions of approval for Sketch Plan No. 320170050 and 32017005B.

2. Preliminary Plan Conformance

The development must comply with the conditions of approval for Preliminary Plan No. 120170040 and any amendments.

Other Agencies

3. Stormwater Management

The Planning Board accepts the recommendations of the Montgomery County Department of Permitting Services (MCDPS) – Water Resources Section in its stormwater management concept letter dated June

12, 2017, and hereby incorporates them as conditions of the Site Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDPS – Water Resources Section provided that the amendments do not conflict with other conditions of the Site Plan approval.

Open Space, Facilities and Amenities

4. Public Open Space, Facilities, and Amenities

- a. The Applicant must construct the streetscape improvements including but not limited to paving, streetscape, streetlights along the Subject Property's frontage on Georgia Avenue and Colesville Road as shown on the Certified Site Plan.
- b. Prior to the issuance of final Use and Occupancy certificate, all streetscape on the Subject Property's frontages must be completed.
- c. Prior to the issuance of final Use and Occupancy certificate, the art mural on the west wall façade and public art incorporated into the building on the Colesville Road frontage must be completed.

5. Maintenance of Public Amenities

The Applicant is responsible for maintaining all publicly accessible amenities on the Subject Property including, but not limited to pedestrian pathways, landscaping, and hardscape.

6. Public Benefits

The Applicant must provide the following public benefits and meet the applicable criteria and requirements of the Zoning Ordinance and the 2012 *CR Zone Incentive Density Implementation Guidelines* for each one:

a. Major Public Facilities

The Applicant must provide payment for an off-site 19-dock bikeshare station, including capital costs and five years of operating expenses, as approved or as may be amended by MCDOT.

b. Transit Proximity

The Subject Property is located within one-quarter mile of the Silver Spring Transit Center and Metro Station, which allows the development to be eligible for Level 1 transit as defined in the Zoning Ordinance. Final distance calculations must be included on the Certified Site Plan.

c. Connectivity and Mobility

i. Minimum Parking

The Applicant must not construct more than 28 parking spaces.

ii. Trip Mitigation

a) 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.

b) 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.

iii. Wayfinding

The Applicant must coordinate with the Silver Spring Urban District and the State Highway Administration (SHA) to establish a way-finding circulation system. The Way-Finding Plan may include, but is not limited to internal and external signage, banners, lighting, and design elements that efficiently direct patrons through the Property. The Way-Finding Plan will be incorporated into the Certified Site Plan and will be approved by M-NCPPC Staff before

certification. The locations of the proposed signage shall be free of all obstructions and clearly visible from the directed routes.

d. **Quality Building and Site Design**

i. **Architectural Elevations**

Final elevation design must be shown on the Certified Site Plan. The exterior architectural elements must be substantially similar to architectural elevations shown on the submitted architectural drawings, as determined by M-NCPPC Staff.

ii. **Exceptional Design**

The Applicant must construct the building in a manner consistent with the architectural elevations included in the Certified Site Plan.

iii. **Public Art**

The Applicant must provide public art on the Subject Property, in accordance with Condition 7, as shown on the Certified Site Plan.

iv. **Structured Parking**

The Applicant must provide up to 28 parking spaces in a below-grade structure as necessary to achieve 20 public benefit points using the following formula from the *Implementation Guidelines*: $[(A/P)/(A/R)]*10$, where A=the maximum allowed spaces, R=the minimum required spaces, and P=the proposed spaces.

e. **Protection and Enhancement of the Natural Environment**

i. **Building Lot Terminations**

Prior to issuance of the any above-grade building permit (excluding demolition), the Applicant must provide proof of purchase and/or payment equivalent to 0.305 of BLTs to the MCDPS.

ii. **Energy Conservation and Generation**

The Applicant must construct the building to exceed the energy-efficiency standards for the building type by 10%. Prior to issuance of final residential Use and Occupancy certificates, the Applicant must submit to Staff a Final Energy Performance Report.

iii. **Vegetated Wall**

The Applicant must install and maintain a vegetated wall that covers a minimum of 600 square feet of a wall/parking garage façade that is visible from a public street or open space.

7. **Public Art**

- a. The Applicant must provide public art integrated into the building façade along the Colesville Road frontage on the Subject Property, in accordance with Condition 6.d.iii.
- b. Prior to Certified Site Plan approval, the Applicant must present the revised public art to the Art Review Panel. The final public art design, as reviewed by the Art Review Panel and approved by M-NCPPC Staff must be included in the Certified Site Plan.
- c. The Planning Board accepts the recommendations of the Art Review Panel in its letter dated August 14, 2017, and hereby incorporates them as conditions of the Site Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter.

Transportation & Circulation

8. **Transportation**

- a. Prior to Certified Site Plan, the Applicant must enter into a Traffic Mitigation Agreement (TMAg) with the Planning Board and MCDOT to participate in the Silver Spring Transportation Management District (TMD).

9. Pedestrian & Bicycle Circulation

- a. The Applicant must provide at least 22 bicycle parking spaces for long-term private use and at least 2 bicycle parking spaces for short-term public use.
- b. Short-term public bicycle parking must be installed near the main entrance to the building and open space, as shown on the Certified Site Plan.
- c. Secure long-term bicycle parking must be installed, internal to the building, for employee use, and the short-term public bicycle parking spaces must be inverted-U racks, or Staff approved equal, installed in a location convenient to the main entrance (weather protected preferred).

Site Plan

10. Building Height

The development is limited to the maximum height of 145 feet, from the building height measuring point, as illustrated on the Certified Site Plan.

11. Architecture

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

12. Landscaping

- a. Prior to issuance of the final Use and Occupancy Certificate, all on-site amenities shown on the Certified Site Plan including, but not limited to, streetlights, sidewalks/pedestrian pathways, hardscape, benches, trash receptacles, and bicycle facilities must be installed.
- b. Prior to issuance of the final Use and Occupancy Certificate, all rooftop amenities must be installed.
- c. The Applicant must install landscaping no later than the next growing season after completion of site work.

13. Lighting

- a. Prior to Certified Site Plan, the Applicant must provide certification to Staff from a qualified professional that the exterior lighting in this Site Plan conforms to the latest Illuminating Engineering Society of North America (IESNA) recommendations (Model Lighting Ordinance-MLO: June 15, 2011, or as superseded) for a development of this type. All onsite exterior area lighting must be in accordance with the latest IESNA outdoor lighting recommendations (Model Lighting Ordinance-MLO: June 15, 2011, or as superseded).
- b. All onsite down-lights must have full cut-off fixtures.
- c. Deflectors will be installed on all fixtures to prevent excess illumination and glare.
- d. On the rooftop of the building, the light pole heights must not exceed the heights illustrated on the Certified Site Plan.

14. Site Plan Surety and Maintenance Agreement

Prior to issuance of any building permit and Sediment Control Permit, the Applicant must enter into a Site Plan Surety and Maintenance Agreement with the Planning Board in a form approved by the M-NCPPC Office of General Counsel that outlines the responsibilities of the Applicant. The Agreement must include a performance bond(s) or other form of surety as required by Section 59.7.3.4.G.1. of the Montgomery County Zoning Ordinance, with the following provisions:

- a. A cost estimate of the materials and facilities, which, upon Staff approval, will establish the surety amount.
- b. The cost estimate must include applicable Site Plan elements, including, but not limited to plant

material, on-site lighting, site furniture, mailbox pad sites, trash enclosures, art and associated improvements.

- c. The bond or surety must be tied to the development program, and completion of all improvements covered by the surety will be followed by inspection and potential reduction of the surety.
- d. The bond or surety must be clearly described within the Site Plan Surety & Maintenance Agreement including all relevant conditions and specific Certified Site Plan sheets depicting the limits of development.

15. Development Program

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

16. Certified Site Plan

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

- a. Include the forest conservation exemption letter, Art Review Panel letter, other applicable agency letters, development program, Sketch Plan resolution(s), Preliminary Plan resolution, and Site Plan resolution on the approval or cover sheet(s).
- b. Add a note stating that "Minor modifications to the limits of disturbance shown on the site plan within the public right-of-way for utility connections may be done during the review of the right-of-way permit drawings by the Department of Permitting Services."
- c. Modify data table to reflect development standards approved by the Planning Board.
- d. Ensure consistency of all details and layout between Site and Landscape Plans.

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).

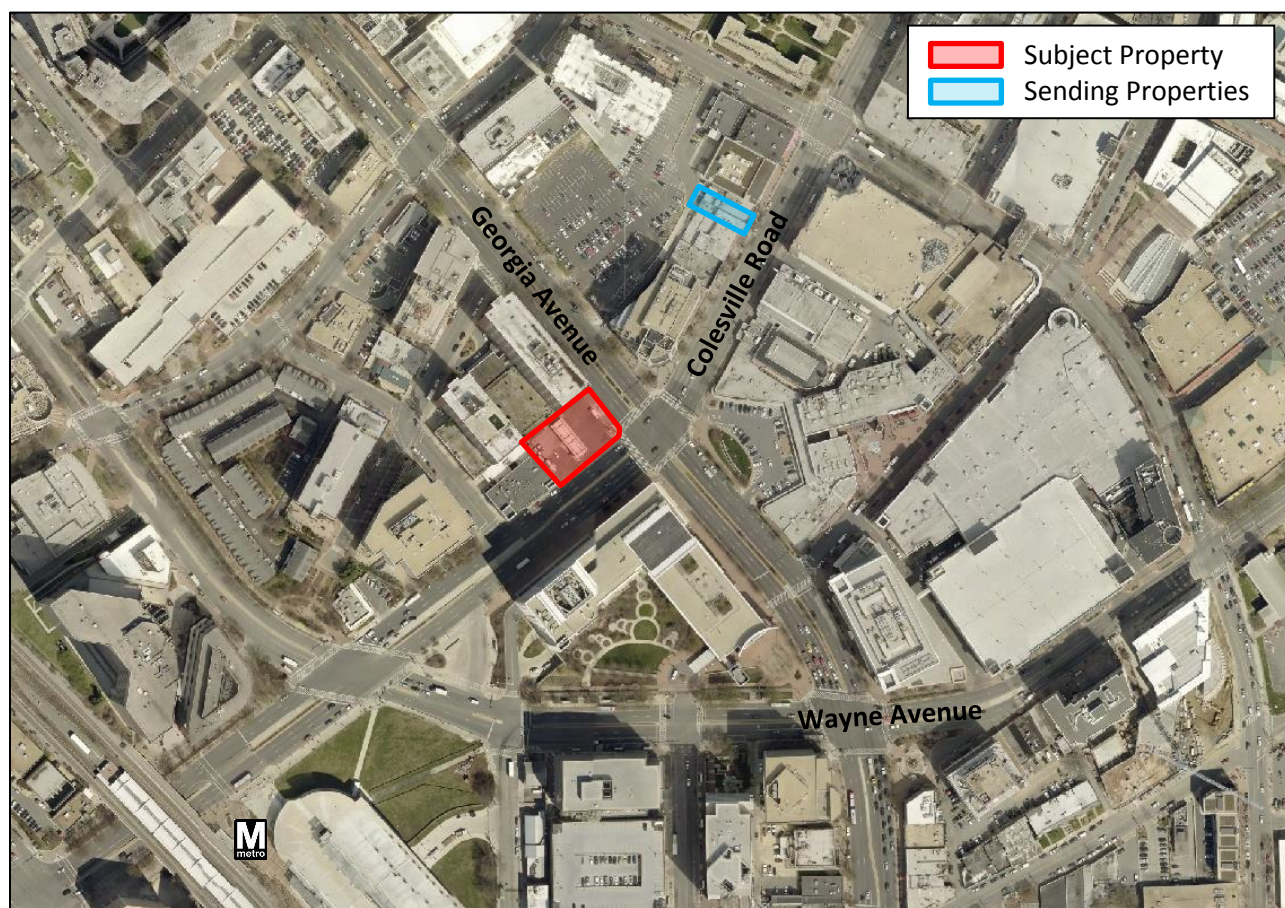


Figure 1-Aerial View

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 Receiving Property, is approximately 0.87 acres. In total, the Tract allows for a total maximum commercial density of 147,440 square feet.

Pursuant to Section 59.4.5.2.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. 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. These additional properties are included with the applications, for purposes of FAR averaging, for a total gross tract area included in the application of 0.87 acres. The Sending Properties will retain sufficient commercial density to cover the existing development. Furthermore, all properties covered by these Applications will conform to the maximum FAR limits allowed under the Commercial/ Residential Zones.

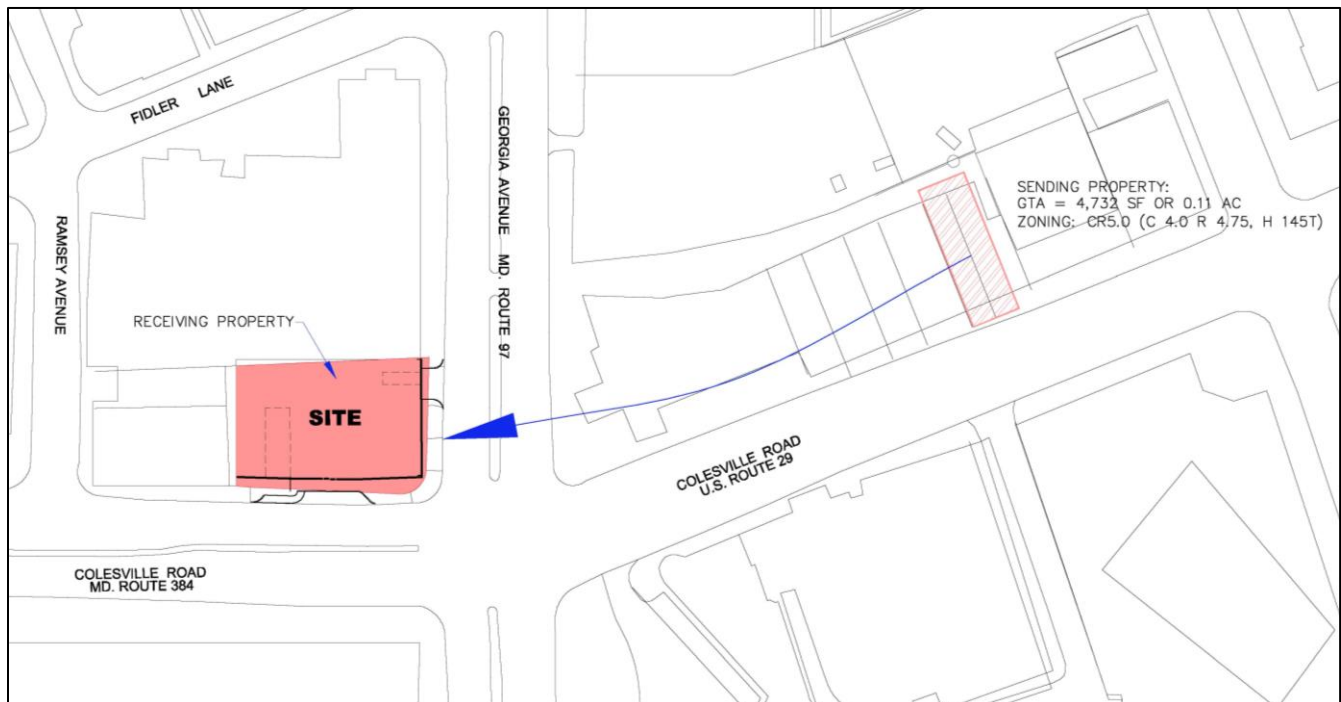


Figure 2-FAR Averaging/Sending Property

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

Previous Approvals

On November 22, 2016, the Planning Board approved Sketch Plan 320170050 (MCPB 16-126) and Preliminary Plan 120170040 (MCPB 16-125), which created one lot for a maximum total density of 147,440 square feet of non-residential development for construction of a 173-room hotel, including up to 4,206 square feet of retail uses, with a maximum building height of 145 feet. The approval included a density transfer, which transferred 14,540 square feet of non-residential floor area to the Subject Property. The adequate public facilities (APF) approval for the Preliminary Plan was approved for the uses noted above.

Proposal

Uses and Density

The Sketch Plan Amendment and Site Plan applications propose to redevelop the Property with up to 147,440 square feet of non-residential uses for a 173-room extended-stay hotel with retail uses on the ground level.

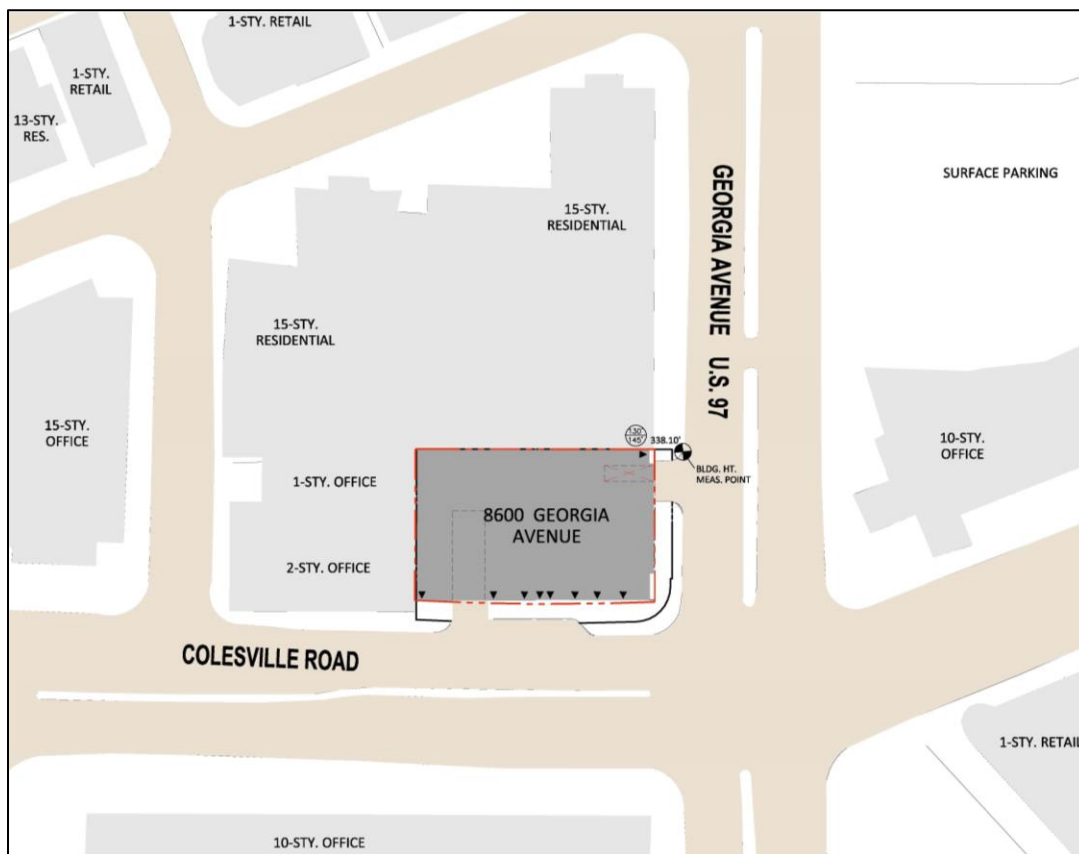


Figure 3-Sketch Plan

Buildings

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 up to 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 use of the meeting rooms will be available to the public for events through reservation with the concierge or hotel sales office and payment of all applicable rental and associated fees. 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.



Figure 4- Illustrative Northeast Elevation-corner of Colesville Road and Georgia Avenue

At the pedestrian level, the façades are primarily glass, to provide ample transparency into the ground floor uses and to activate the street. The base of the building has been strengthened by extending it up two floors, making the base an integral part that supports the tower mass above. The massing of the Project has been arranged to maximize both street frontages. The Applicant has integrated the fenestration of the windows and façade panels into elevations that have a recognizable hierarchy of primary, secondary and tertiary vertical and horizontal elements which brings a vitality to the overall composition of the building. (Figure 4)



Figure 5- Illustrative Southeast Elevation view from Silver Spring Metro Station

The Applicant proposes to provide art at two locations on the exterior facade of this hotel. The first location, on the west façade is proposed to have an art mural on a portion of it, and the rest of the wall will have a pattern of reveals that mimics the reveals on the main facades. The mural image of penguins diving into water, or a different penguin themed mural, would harken back to Silver Spring's penguin themed mural at the Silver Spring Metro Station (Figure 5). The mural is not counted as “public” art, as the placement of the mural has the potential to be semi-permanent if the adjacent property were to redevelop. However, the Applicant and Staff believe the mural is an important component to the Project and it will be visible from the Transit Center along Colesville Road.

The other location for art is along the building façade fronting Colesville Road. The public art concept for this location was presented to the Art Review Panel on July 11, 2017. Currently, the Applicant proposes art at the garage entry to engage the pedestrian experience and link back to the large mural. The art at the garage entry will be painted in a colorful abstract. In addition, the colors of the abstract artwork will be incorporated into the glass of the hotel canopy that also extends over the southwest retail and wraps the corner onto Georgia Avenue. This will be close to the pedestrians using the sidewalk in front of the hotel. The Applicant is required to go back to the Art Review Panel prior to Certified Site Plan for further refinement and to determine the exact location along the frontage for the art (Attachment A).

The penthouse level will house a fitness center, rooftop terrace, and mechanical spaces and equipment. The rooftop terrace provides space for planned events, outdoor grilling, social gatherings and lounging with outdoor seating, and dining furnishings. A cornice was added to create a stronger roof element and the pergola will also provide shade and canopy for the users of the space. (Figure 6)



Figure 6- Illustrative Rooftop of Hotel

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, a roof top terrace and a fitness center.

The Project will provide streetscape improvements along the Property's frontages on Georgia Avenue and Colesville Road, consistent with the Silver Spring Streetscape Standards.

Circulation

Street access to the Subject Property is provided from Georgia Avenue and Colesville Road. A driveway from Colesville Road will provide vehicular access to the structured below-grade parking garage containing up to 28 parking spaces. 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. 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.

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.

Community Outreach

On February 8, 2017, 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

Project Analysis

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.

The Planning Board approved Sketch Plan No. 320170050 under the 2014 Zoning Ordinance. The Sketch Plan Amendment includes the following changes:

- a. Amending the public benefit schedule to add Major Public Facilities and to eliminate vegetated roof.

The Application includes public benefits that address the general incentive and density considerations required by Section 59.4.7.1.B. The public benefits table has been updated, adding public benefit points for Major Public Facilities and removing public benefit points for the vegetated roof. Regarding Major Public Facilities, the Applicant is making a financial contribution to provide a 19-dock bikeshare station off-site, including capital costs and five years of operating expenses and therefore is requesting public benefit points. Regarding the vegetated roof, the Applicant is no longer providing this public benefit due to design constraints and stormwater management requirements. The Application continues to exceed the required number of benefit categories (4 categories) and the minimum number of public benefit points (150 points) as detailed below. This Amendment does not alter the intent, objectives, or requirements in the originally approved Sketch Plan and all previous findings remain in effect.

Major Public Facilities

Bike share station: The Applicant requests 10 points for the payment of the installation of a 19-dock bikeshare station off-site and associated costs. The payment will be used to increase the number of bikeshare facilities at a site nearby the Property. Staff supports the Applicant's request at this time, with final calculations determined at the time of Site Plan.

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 270, 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 5 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. 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 10 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 Art Review Panel. 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, with final calculations determined at Site Plan.

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 15 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 Wall: 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.

Public Benefits Calculations		
Public Benefit	Incentive Density Points	
	Max Allowed	Requested
59.4.7.3.A: Major Public Facilities	70	10
59.4.7.3B: Transit Proximity	50	40
59.4.7.3C: Connectivity and Mobility		
Minimum Parking	10	10
Trip Mitigation	20	10
Wayfinding	10	5
59.4.7.3E: Quality of Building and Site Design		
Architectural Elevations	20	10
Exceptional Design	10	10
Public Art	15	10
Structured Parking	20	20
59.4.7.3F: Protection and Enhancement of the Natural Environment		
BLTs	30	5
Energy Conservation and Generation	30	15
Vegetated Wall	10	10
TOTAL		153.7

SECTION 5: SITE PLAN ANALYSIS AND FINDINGS

ANALYSIS AND FINDINGS

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

The Site Plan conforms to all bindings elements of Sketch Plan No. 320170050 and Sketch Plan Amendment 32017005B.

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

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

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

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

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

- i. Division 4.5. Commercial/Residential Zones

Development Standards

The Subject Project is approximately 0.87 acres, zoned CR-5.0, C-4.0, R-4.75, H-145T. The following data table shows the Application's conformance to the development standards of the zone.

Site Plan 820170070 Project Data Table			
Section 59.4	Development Standard	Permitted/Required	Proposed
	Net Lot Area (sf)	n/a	14,342
	Dedications (sf)	n/a	18,883
	Sending Sites (sf)	n/a	4,732
	Gross Tract Area (sf)	n/a	37,957
4.5.4.B.2.b	Density (CR-5.0, C-4.0, R-4.75, H-145T)		
	Commercial FAR/GFA	4.0/151,828 sf	Up to 3.88/147,440 sf
	Residential FAR/GFA	4.75/180,295 sf	0
	Total FAR/GFA	5.0/189,785 sf	Up to 3.88/147,440 sf
	Hotel rooms	n/a	Up to 173
4.5.4.B.2.b	Building Height (feet)	145	145
4.5.4.B.1	Minimum Public Open Space (%)	0%	0%
4.5.4.B.3	Min. Building Setbacks (feet)		
	East Side	0	0
	West Side	0	0
	North Side	0	0
	South Side	0	0
6.2	Parking Spaces, minimum-maximum¹		
	Hotel	58-173	27
	Meeting Space	9-42	0
	Hotel Dining	6-28	0
	Retail	15-26	0
	Van Accessible Parking	1	1
	TOTAL	89-270	28
	Loading, Car-share, Electric Charging Spaces, Motorcycle & Bicycle		
	Loading	1	1
	Bicycle-Public (short-term)	0	2
	Bicycle-Private (long-term)	22	22

¹The Project is located within the Silver Spring Parking District and will be subject to the parking district tax regulations in lieu of providing the full minimum parking.

Section 4.1.7.C.2.a – Building Height in Commercial/Residential, Employment, and Industrial Zones

Pursuant to Section 4.1.7.C.2.a of the Zoning Ordinance, the Applicant is requesting approval of an alternative building height measuring point to locate the point of measurement at the curb grade along Georgia Avenue at the corner of the Subject Property closest to the adjacent development to the north (as opposed to the curb grade opposite the middle of the building facade along Colesville Road). The height of the proposed building from the proposed measuring point, as shown on the Site Plan, is compatible with adjacent, nearby development and will not negatively impact the surrounding neighborhood. The difference in height from the proposed measuring point compared to the height from the curb grade opposite the middle of the building facade along Colesville Road is only 4.5 feet. The additional height, however, is critical to the viability of the project, both to the hotel and to the ancillary retail. Staff recommends approval of the alternate building height measuring point.

Section 4.5.4.B.4 - Form Standards

The Site Plan conforms to the intent of the form standards, including transparency, blank walls and active entrances. The Project proposes significant glass features at the ground-level for transparency as well as activating features on the ground-floor level, including street activating retail uses along Georgia Avenue and Colesville Road. The west wall on the property line is not allowed by code to have windows and therefore is a solid wall. This solid wall is proposed to have an art mural on a portion of it, and the rest of the wall will have a pattern of reveals that mimics the reveals on the main facades. As conditioned, the exterior architectural character, proportion, materials, and articulation must be substantially similar to the schematic elevations shown on the architectural drawings included in the Certified Site Plan, as determined by Staff.

ii. *Division 4.7. Optional Method Public Benefits*

In accordance with the Zoning Ordinance, Section 59.4.7.1, the Site Plan proposes the following public benefits to satisfy the requirements: Major Public Facilities, Transit Proximity; Connectivity and Mobility; Quality Building and Site Design; and Protection and Enhancement of the Natural Environment.

Major Public Facilities

Bike share station: The Applicant requests 10 points for the payment of the installation of a 19-dock bikeshare station off-site. In accordance with Section 59.4.7.3.A.c. of the Zoning Ordinance, the Planning Board may approve incentive density for making a partial or full payment for a major public facility that is accepted by an appropriate public agency. The Applicant has agreed with MCDOT's request to pay the costs associated with 19-dock bikeshare station, including capital costs and 5 years of operating expenses, in lieu of providing a bikeshare facility on-site because the site is too small and building is brought to the edge of the property line. MCDOT will use the financial contribution to increase the number of bikeshare facilities at a site nearby the Property. After further review of the calculations, Staff supports 8.7 points for the payment of the installation of a 19-dock bikeshare station off-site.

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 270, and the Applicant is proposing to provide 28 parking spaces. Staff supports granting 10 points.

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 5 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 has worked closely with the Silver Spring Urban District on the wayfinding signage and placemaking for this Project. The Silver Spring Urban District issued a letter of support for the proposed wayfinding (Attachment B). Staff supports the Applicant's request.

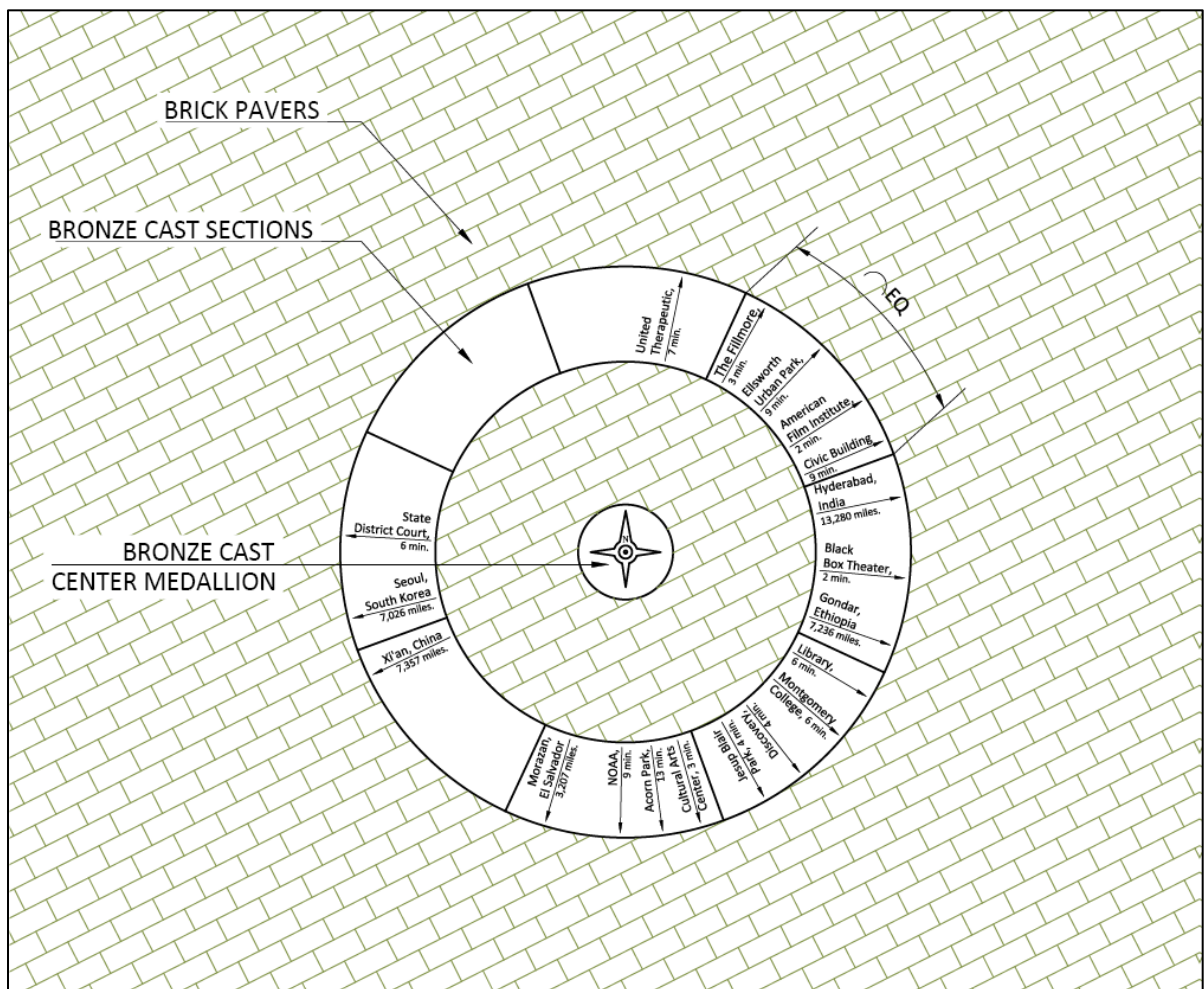


Figure 7- Wayfinding Medallion

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. As conditioned, the exterior architectural elements must be substantially similar to architectural elevations shown on the submitted architectural drawings, as included in the Certified Site Plan. Staff supports the Applicant's request.

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. As described below and as conditioned, the Site Plan meets the necessary requirements and Staff supports 10 points.

- Providing innovative solutions in response to the immediate context:
While the massing of the building fills out the building envelope in an expected fashion, desirably defining this important urban corner in Downtown Silver Spring, the façade design attempts to tap into the history of Silver Spring for a thoughtful and interesting facade. The upper facade includes punched windows and material patterns that flip and undulate up the building, recalling the changing patterns of the shimmering rocks of the spring. The exterior wall panels will include a rain-screen system that uses three different finish ceramic tiles, which range from textured flat, to honed, and to polished. The tiles are gray, but in the three finishes that reflect light differently, all accented with a terracotta colored tile. These tiles will be installed in random pattern on the facade. As the sun moves over the facade, different effects of light reflectance will give the facade interest, and evoke the shimmering spring rock. The design of the building draws from its context and provides an attractive and innovative facade.
- Creating a sense of place that serves as a landmark:
The hotel is located at the "100% corner" for Downtown Silver Spring: Georgia Avenue and Colesville Road. The Applicant worked diligently with Staff in strengthening the 100% corner. Currently the Lee Building and Discovery Chanel have taken advantage of emphasizing the corner with unique corner and roof elements at this intersection. The hotel now does something similar with accentuation of the corner through the use of sun shading devices and a projecting cornice element at the roof. The first-floor canopy will also be extended around the corner at the pedestrian level. As described above, the hotel massing and façade design fill in the existing "missing tooth" with a building that defines the corner and presents an evocative face to the important civic space of this central intersection.
- Enhancing the public realm in a distinct and original manner:
In addition to the primary building facades, the project will contribute significantly to the public realm by enhancing the identity of Silver Spring from the pedestrian vantage point, both far and near. The western building façade is a party wall where windows are prohibited by building code. Upon this wall the project will implement a large mural that will be visible from

the Silver Spring Metro and Transit Station, greeting folks arriving in Silver Spring with another of the art projects for which Silver Spring is known. For pedestrians moving past the building, the lower level facades feature colored glass elements that echo the theme of the building façade above, providing a unique experience in the public realm.

- Introducing materials, forms or buildings methods unique to the immediate vicinity or applied in a unique way:

As described above, the façade design uses materials that will visually present subtle differences with changes in the amount and quality of sunlight and precipitation, evoking the eponymous “silver spring”.

- Uses design solutions to make compact infill development living, working and shopping environments more pleasurable and desirable:

The project site is relatively small, with building sides on two edges and main thoroughfares on the others. One of the challenges on such a site is the balance of the “back of house” service elements and the parts that attract and welcome patrons and visitors. This project achieves this balance by minimizing the individual service elements and locating them at the edges of the facades and presenting the remainder of the public realm at this important corner as a glazed, visually open pedestrian experience with entrances for the hotel and potential retail uses, made further enjoyable by the previously discussed artwork.

- Integrates low-impact development methods into the overall design of the site and building, beyond green building or site requirements:

A particular challenge to the redevelopment of small urban infill sites is the extent to which the design can maximize stormwater management while providing on the limited site area the other services and amenities the building and market demand. This project is providing a green roof 8 inches deep over more than 3,500 sf. of the building as well as integrating planters onto the roof and terrace patios to capture rainwater and provide visual interest.

Public Art: The Applicant requests 10 points for installing public art on-site. The Applicant proposes public art to be integrated into the building façade along the Colesville Road frontage. The Applicant proposes the main garage entry to be painted in a colorful abstract. This will be close to the pedestrians using the sidewalk in front of the hotel. The colors of the artwork will also be incorporated into the glass of the hotel entry canopy that extends over the southwest retail and wraps the corner onto Georgia Avenue. The glass will have colorful tints that sunshine will project down into the sidewalks and building façade at different times of the day. The public art concept for this location was presented to the Art Review Panel on July 11, 2017. The Applicant is required to go back to the Art Review Panel prior to Certified Site Plan for further refinement and to determine the exact location along the frontage for the art. As conditioned, Staff supports the Applicant’s request.

Structured Parking: The Applicant requests 20 points for structured parking for the parking that will be below grade. The Application proposes all 28 parking spaces to be provided in a below-ground parking garage. Staff supports 20 points for this benefit.

Protection and Enhancement of the Natural Environment

Building Lot Termination (BLT): Up to 30 points can be granted for the purchase of Building Lot Termination (BLT) easements or payment to the Agricultural Land Preservation Fund (ALPF). After further review of the calculations, the Applicant must purchase of 0.305 BLT easements for 2.75 public benefit points. Staff supports this request.

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 has been designed to exceed the energy efficiency standards for its building type by up to 17.5%. The building construction will include a highly efficient envelope system. The exterior wall will be designed with a continuous air barrier thus eliminating air leaks and energy leaks. The main exterior wall will incorporate a rain screen which allows ventilation of air behind its skin thus assisting in the cooling during the summer. The building will have exterior insulation that meets or exceeds energy code requirements. The glazing will be insulating glass with E-coating which effectively increases its insulating value. The majority of roofs will include a green roof of lightweight soils and sedum. This system of roofs adds to the building's insulation and helps to alleviate the heat island effect of the building. The VRF is an HVAC technology that uses refrigerant as the cooling and heating medium. The refrigerant is conditioned by a single outdoor condensing unit and circulated within the building to multiple fan coil units (FCUs). Heat recovery VRF technology allows indoor units to heat or cool as required, while the compressor load benefits from the internal heat recovery. Energy savings up to 55% are predicted over comparable unitary equipment. This also results in greater control of the building's interior temperature by the building's occupants. In addition, one section of the hotel may require cooling and another section may require heating. The VRF system allows this to happen. The system can transfer the energy from one area of a building to another as needed, thus reusing the energy created. LED lights will be installed in the building. Lights in various rooms will be on occupancy sensors and off when not used. Staff supports the Applicant's request.

Vegetated Wall: 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. The Applicant proposes a 600-square foot vegetated wall along the northwest side of the 3rd level roof through the use of greenscreen planters with 8-foot screens. On the southwest side of the terrace, greenscreen planters will be supplemental with alternating tree planters to provide vertical relief, seasonal interest, and canopy. Staff supports the Applicant's request.

Public Benefits Calculations			
Public Benefit	Incentive Density Points		
	Max Allowed	Requested	Recommended
59.4.7.3.A: Major Public Facilities	70	10	8.7
59.4.7.3B: Transit Proximity	50	40	40
59.4.7.3C: Connectivity and Mobility			
Minimum Parking	10	10	10
Trip Mitigation	10	10	10
Wayfinding	10	5	5
59.4.7.3E: Quality of Building and Site Design			
Architectural Elevations	20	10	10
Exceptional Design	10	10	10
Public Art	15	10	10
Structured Parking	20	20	20

59.4.7.3F: Protection and Enhancement of the Natural Environment			
BLTs	30	5	2.75
Energy Conservation and Generation	30	15	15
Vegetated Wall	10	10	10
TOTAL		155	151.45

iii. *Division 6.1. Site Access*

Access for bicyclists and pedestrians will be provided along the Property frontages on Georgia Avenue and Colesville Road. Drivers will access the parking garage via the driveway off Colesville Road. Both 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 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. The Project provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading.

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

A driveway from Colesville Road will provide vehicular access to the structured below-grade parking garage containing up to 28 parking spaces. A second driveway from Georgia Avenue, at the northeast corner of the site will provide loading access. All of the parking for the Project is proposed to be located underground, and the Applicant anticipates that there will be one level of parking. The Project meets the bicycle parking requirements, providing 22 long-term spaces and two short-term spaces along Georgia Avenue.

v. *Division 6.3. Open Space and Recreation*

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.

Since the proposed development is a commercial use, it is not required to provide recreation facilities. Amenities will be provided for hotel guests, including meeting spaces, rooftop terrace and fitness center. The rooftop terrace provides space for planned events, outdoor grilling, social gatherings and lounging through the use of outdoor seating, and dining furnishings. A pergola will also provide shade and canopy for the users of the space.

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

Landscaping and lighting, as well as other site amenities, will be provided to ensure that these facilities will be safe, adequate, and efficient for residents and visitors to the Project. The Project will include new streetscaping along the Georgia Avenue and Colesville Road frontages, with widened sidewalks, street trees, and lighting. Brick paving, planting, and outdoor lighting will comply with the Silver Spring Streetscape Guidelines.

As shown in the Development Standards table, the Site Plan meets all of the general requirements and development standards of Section 4.5 of the Zoning Ordinance, the optional method public benefits provisions of Division 4.7 of the Zoning Ordinance, and the general development requirements of Article 59-6 of the Zoning Ordinance.

e. *satisfies the applicable requirements of:*

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

The MCDPS Stormwater Management Section approved the stormwater management concept on June 12, 2017. According to the approval letter, the stormwater management concept meets stormwater management requirements via ESD to the MEP via the use of green roof.

ii. *Chapter 22A, Forest Conservation.*

This Application is subject to the Chapter 22A, Montgomery County Forest Conservation Law, but is exempt from the requirement to submit a Forest Conservation Plan under Section 22A-5(s)(1) because the proposed activity occurs on a tract of land less than 1.5 acres with no existing forest, or existing specimen or champion tree, and the afforestation requirements would not exceed 10,000 square feet.

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

The Project provides adequate, safe, and efficient parking and circulation patterns. Access for bicyclists and pedestrians will be provided along the Property frontages on Georgia Avenue and Colesville Road. Vehicular access to the parking garage is provided via the driveway on Colesville Road. A second driveway from Georgia Avenue, at the northeast corner of the site will provide loading access. All of the parking for the Project is proposed to be located underground, and the Applicant anticipates that there will be one level of parking. The Project is located within the Silver Spring Parking District and will be subject to the parking district tax regulations in lieu of providing the full minimum parking. The Project meets the bicycle parking requirements, providing 22 long-term spaces and two short-term spaces along Georgia Avenue. The Project will improve upon the existing street frontages along Georgia Avenue and Colesville Road adjacent to the Property, through new, wider sidewalks and attractive streetscaping features.

The Applicant's proposed infill development, building form, orientation, and massing effectively integrates with the Project's amenities. Although, no on-site open space is required for the proposed development because the Property is less than one acre in size and has only two existing right-of-way frontages, amenities will be provided for hotel guests, including meeting spaces, rooftop terrace and fitness center. The rooftop terrace provides space for planned events, outdoor grilling, social gatherings and lounging with outdoor seating, and dining furnishings that will allow hotel guests to enjoy views of the Silver Spring CBD. A pergola will also provide shade and canopy for the users of the space. The Project provides a safe and well-integrated building, open spaces and site amenities.

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

The Approved and Adopted *Silver Spring CBD 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 green roof for stormwater management 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.

The Site Plan substantially conforms with the recommendations of the Sector Plan.

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

The proposed development in the Site Plan will be served by adequate public facilities, including police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public facilities. Additionally, health clinics, police and fire rescue services are currently operating within the standards set by the Growth Policy Resolution currently in effect. The Property is served by public water and sewer and is assigned WSSC categories W-1 and S-1. The existing water and sewer lines will be adequate to serve the additional development proposed by the Project. Dry utilities including electricity, gas, and telephone are also available to the Property.

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

The Subject Property is not located in a Rural Residential or Residential zone.

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

The Project will provide a new commercial hotel and retail uses close to various transportation opportunities, complementing the nearby residential and commercial uses. The Project's design and scale is compatible with the existing buildings and approved or pending adjacent development, including the various nearby high-rise commercial and multifamily residential buildings. The Property is adjacent to the existing Twin Towers apartment complex, zoned CR-8.0, C-6.0, R-7.5, H-200T. On the southwest is a small commercial complex zoned CR-5.0, C-4.0, R-4.75, H-145T. Across Georgia Avenue to the north is the 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 is Downtown Silver Spring, zoned CR-5.0, C-4.0, R-4.75, H-200T. The new hotel and retail uses on the Property 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 Site Plan is compatible with other uses and other site plans, as well with existing and proposed adjacent development.

- 3. To approve a site plan for a Restaurant with a Drive-Thru, the Planning Board must also find that a need exists for the proposed use due to an insufficient number of similar uses presently serving existing population*

concentrations in the County, and the uses at the location proposed will not result in a multiplicity or saturation of similar uses in the same general neighborhood.

Not applicable, this Site Plan does not include a restaurant with a drive-thru.

4. *For a property zoned C-1 or C-2 on October 29, 2014 that has not been rezoned by Sectional Map Amendment or Local Map Amendment after October 30, 2014, if the proposed development includes less gross floor area for Retail/Service Establishment uses than the existing development, the Planning Board must consider if the decrease in gross floor area will have an adverse impact on the surrounding area.*

Not applicable, the Subject Property is not zoned C-1 or C-2.

CONCLUSION

The Sketch Plan Amendment 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 Amendment 32017005B with the conditions specified at the beginning of this report.

The Site Plan complies with the general requirements and development standards of Section 4.5, the optional method public benefits provisions of Division 4.7, and the general development requirements of Article 59-6 of the Zoning Ordinance. The Project substantially conforms with the goals and recommendations of the *Silver Spring CBD Sector Plan*. Therefore, Staff recommends approval of Site Plan No. 820170070 with the conditions specified at the beginning of this report.

ATTACHMENTS

- A. Art Review Panel Letter
- B. Silver Spring Urban District Letter-Wayfinding
- C. Sketch Plan 320170050 Resolution
- D. Site Plan
- E. FCP Exemption Letter
- F. Stormwater Concept Approval Letter