

**MEMORANDUM**

DATE: April 22, 2005  
 TO: Montgomery County Planning Board  
 VIA: Rose Krasnow, Chief *RK*  
 Development Review Division  
 FROM: Michael Ma, Supervisor *Ma*  
 Development Review Division  
 (301) 495-4523



REVIEW TYPE: **Site Plan Review**  
 CASE #: **8-05019**  
 PROJECT NAME: **Royco's Addition to Derwood, Parcel E**  
 APPLYING FOR: Approval of 69,220 square feet of automobile dealership space  
 REVIEW BASIS: Automobile sale uses in the I-1 zone are subject to site plan review per Sec. 59-C-5.21 of the Zoning Ordinance

ZONE: I-1  
 LOCATION: On the east side of Frederick Road (MD 355), approximately 1,100 feet north of East Gude Drive.  
 MASTER PLAN: Shady Grove Sector Plan  
 APPLICANT: Royco, Inc.  
 FILING DATE: December 9, 2004  
 HEARING DATE: April 28, 2005

**STAFF RECOMMENDATION:** Approval of 69,220 square feet of automobile dealership space on 4.7 acres with the following conditions:

1. Preliminary Plan Conformance  
 The proposed development shall comply with the conditions of approval for Preliminary Plan 1-82064 as listed in the Planning Board opinion dated August 4, 1982.
2. Streetscape  
 The existing sidewalk along the Frederick Road frontage of the site shall be upgraded with appropriate setbacks and streetscape in accordance with the Planning Board Draft of the Shady Grove Sector Plan and coordinate with the Maryland State Highway Administration's Offices of Environmental Design and Highway Design.

3. Landscaping
  - a. Provide a landscape strip at least 10 feet in width with required landscaping along the east property line per Section 59-E-2.71 of the Zoning Ordinance.
  - b. Provide required landscaping on the top level of the proposed parking structure.
  
4. Lighting
  - a. Modify the lighting design to lower illumination levels in accordance with IESNA standards for commercial development.
  - b. All light fixtures shall be full cut-off fixtures.
  - c. Deflectors shall be installed on all fixtures causing potential glare or excess illumination, specifically those to be located on the top deck of the proposed parking structure.
  - d. The height of the light poles, which are located on the top deck of the proposed parking structure, shall not exceed 12 feet including the mounting base.
  
5. Transportation
  - a. Total development under the subject site plan is limited to 69,220 square feet of an automotive dealership facility.
  - b. Enter into and execute a Traffic Mitigation Agreement (TMA) with the Planning Board and Montgomery County Department of Public Transportation and Transportation (DPWT) prior to release of any building permit to satisfy the following:
    - i. Participate in the Greater Shady Grove Transportation Management District (TMD) when it is established by DPWT as required by the master plan.
    - ii. Implement a traffic mitigation program and operate it effectively for 12 years to mitigate the peak-hour trips generated by the 32,486-square-foot expansion that travel through the intersection of Frederick Road (MD 355) and East/West Gude Drive within the weekday morning peak period (6:30 to 9:30 a.m.) and the evening peak period (4:00 to 7:00 p.m.). The proposed traffic mitigation program is to satisfy Local Area Transportation Review (LATR) by establishing or enhancing the existing services that are: a) free shuttle service to the Shady Grove and Rockville Metrorail Stations and other nearby convenient destinations of customers and employees, b) free loaner cars to customers who leave their vehicles for repair and/or maintenance service, and c) expanded and enhanced customer waiting lounge to encourage them to stay on the site.
  - c. The applicant shall submit a revised traffic study for the approved development to establish a trip mitigation goal as part of TMA. The revised traffic study shall be approved by M-NCPPC staff prior to execution of the TMA.
  
6. Stormwater Management

The proposed development is subject to Stormwater Management Concept approval conditions dated November 19, 2004.
  
7. Development Program

Applicant shall construct the proposed development in accordance with a Development Program. The Development Program shall be reviewed and approved by M-NCPPC staff prior to approval of signature set of site plan. The Development Program shall include a phasing schedule as follows:

- a. Street trees and on-site landscaping shall be planted prior to occupancy of the proposed buildings, but no later than six months after completion of the buildings.
- b. Sidewalks along the Frederick Road frontage and within the subject property shall be completed as construction of the proposed building is completed.
- c. Landscaping associated with each parking facility and building shall be completed as construction of each facility is completed.
- d. Clearing and grading shall correspond to the construction phasing to minimize soil erosion.
- e. Phasing of stormwater management, sediment/erosion control, trip mitigation or other features.

8. Clearing and Grading

No clearing or grading prior to M-NCPPC approval of signature set of plans.

9. Signature Set

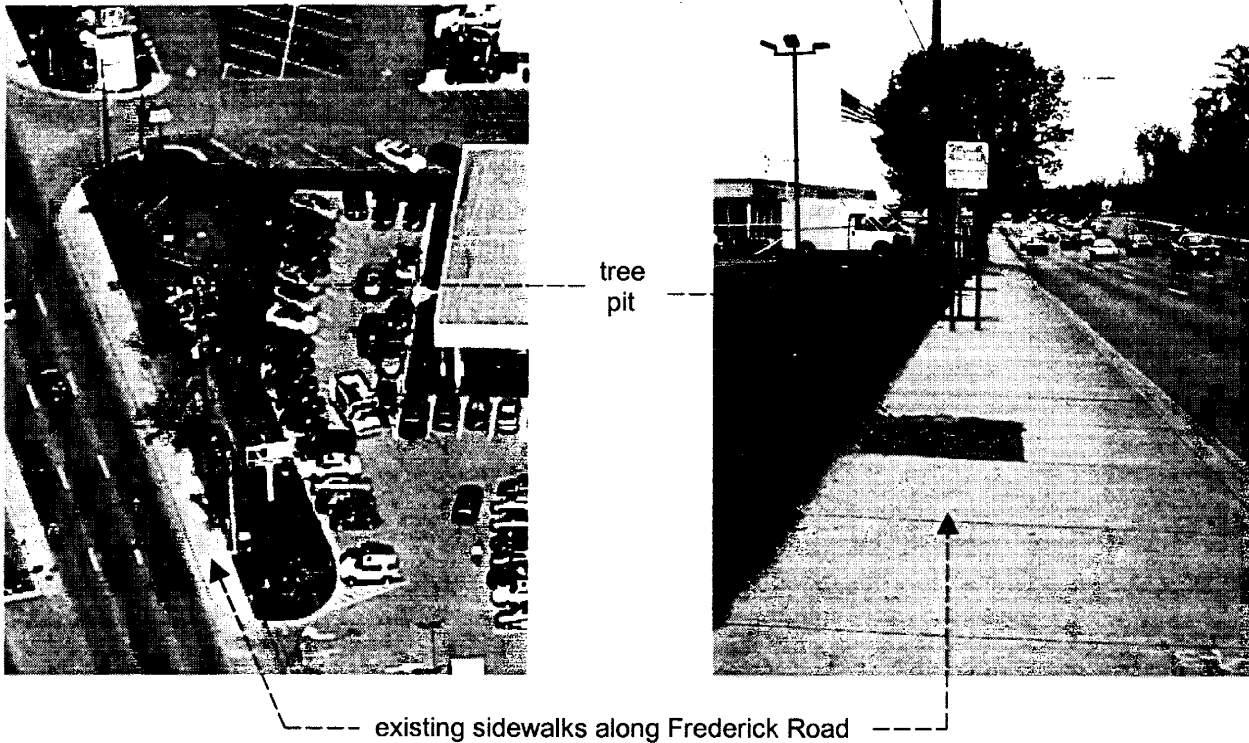
Prior to signature set approval of site and landscape/lighting plans the following revisions shall be included and/or information provided, subject to staff review and approval:

- a. Development program, inspection schedule, and Site Plan Opinion.
- b. Limits of disturbance.
- c. Note stating the M-NCPPC staff must inspect tree-save areas and protection devices prior to clearing and grading.
- d. Modifications required under Streetscape, Landscaping, and Lighting conditions above.

**SITE PLAN REVIEW ISSUES**

**Streetscape along Frederick Road**

There is an existing concrete sidewalk along the Frederick Road frontage of the site. The sidewalk is located along the curb with tree pits for street trees. Some of the street trees are missing.



Applicant's Proposal

The proposed site plan shows the existing sidewalk to remain and the missing street trees to be planted by the applicant.

Staff Recommendation

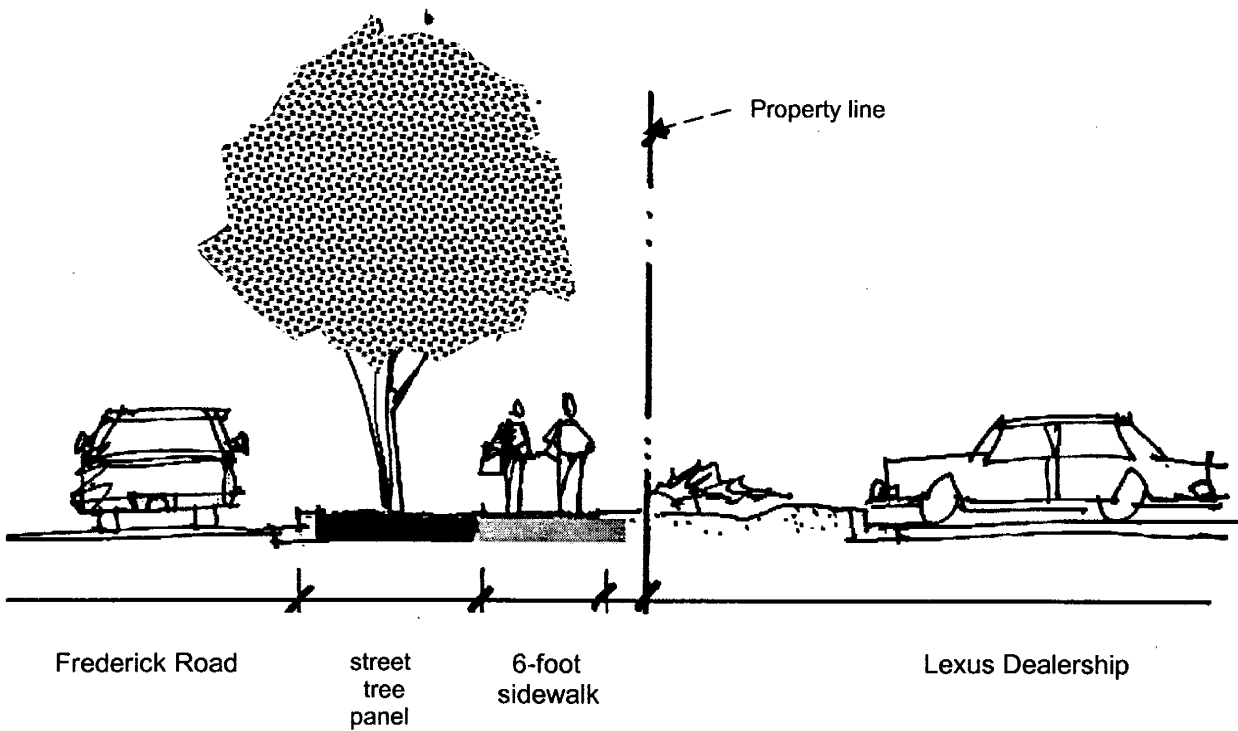
Staff recommends relocation of the sidewalk to provide a six-foot-wide grass panel for street tree planting and to provide a safe pedestrian walkway from highway traffic (see street section diagram on page 5). Street trees should be planted within the six-foot grass panel adjacent to the curb.

Staff Analysis

The proposed redevelopment of the site represents an opportunity to rebuild the pedestrian environment along MD 355 in accordance with county standards. The frontage along MD 355 is approximately 390 linear feet, over the length of a football field.

The Planning Board (2004) Shady Grove Sector Plan recommends upgrading the streetscape along the entire MD 355 corridor given the proximity to Metro, need for safer pedestrian access and the importance of MD 355 as a “Main Street” within Montgomery County. In MD 355 South Corridor, the Planning Board Plan endorses a “curbside lawn panel to separate pedestrians from moving traffic” and to “provide a six-foot wide sidewalk at a minimum” (p.77).

staff recommended streetscape section



**PROJECT DESCRIPTION:** Site Vicinity

The subject property is located on the east side of Frederick Road (MD 355), approximately 1,100 feet north of East Gude Drive, within the Shady Grove planning area. The property lies within the MD 355 South Corridor identified in the proposed Sector Plan. It is a little over one half a mile from the Shady Grove Metro Station. The property is bounded by a Honda dealership to the northwest and Darcars Nissan to the southeast. Marc rail and Metro transit lines border the site on the east. Celera lies directly across MD 355 from the subject site within the city limits of Rockville.

