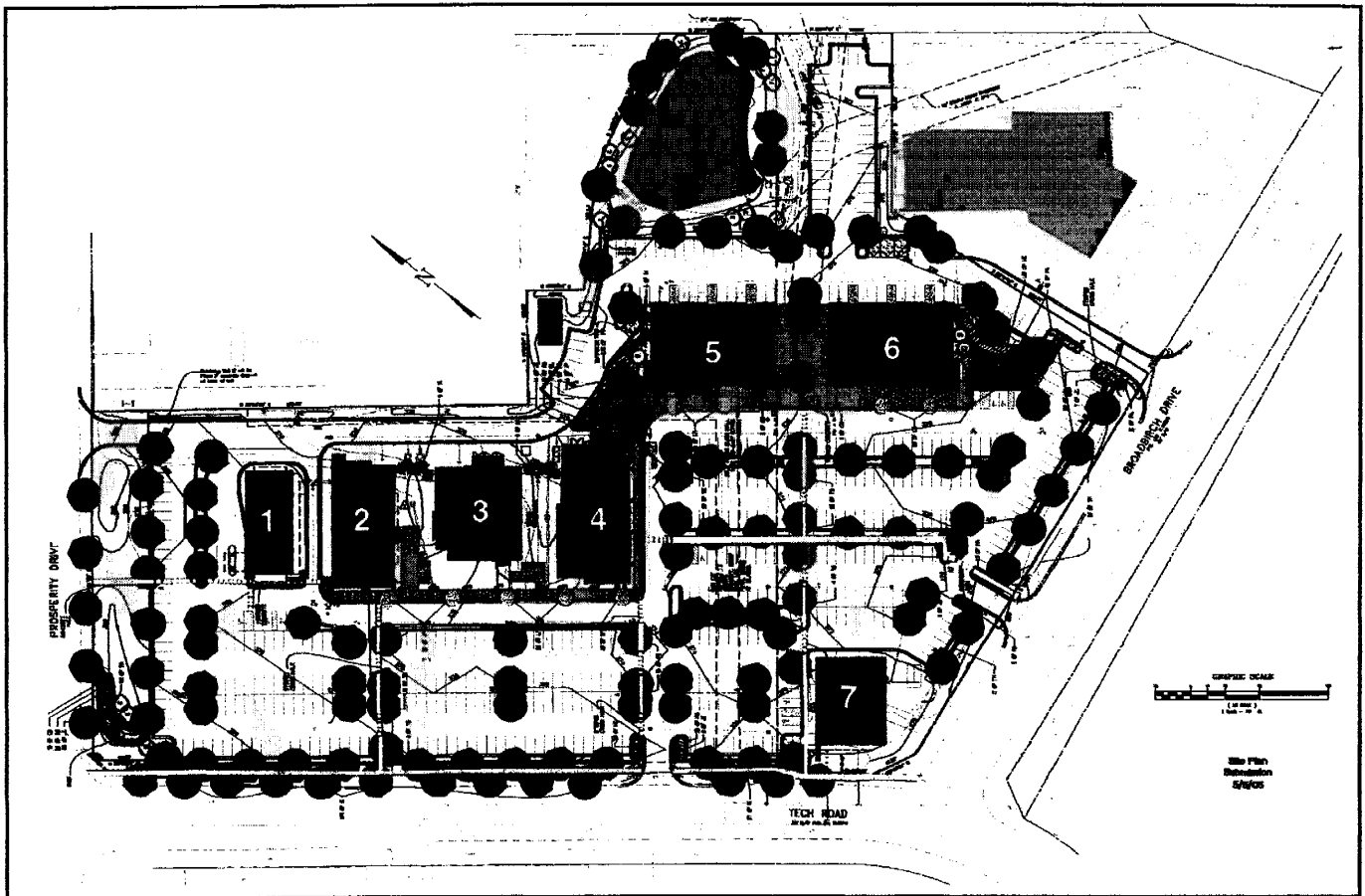


## PROJECT DESCRIPTION: Proposal

### Site Organization



Rendering of the proposed site plan for Westech Village Corner showing building locations, landscaping, parking, pedestrian connections, and site circulation. The red lines demarcate the lease spaces for the Casual Retail buildings. Note the storm water management facility at top; the gray building at the top right represents Lot 39 that will accommodate a future hotel. Rendering based on plan dated May 5, 2005.

The proposed site plan is organized as linear arrangement of six buildings placed in a loose orthogonal order that corresponds to the site's internal longitudinal axis. Essentially, the parcel shape emulates a fat "L" shape, with the short leg extension of land accommodating the storm water management facility and future hotel site. The subject site plan places its buildings almost like beads on a necklace along this major north-south axis that is stipulated by the primary vehicular route that bisects the property. A single building stands alone at the intersection of Tech Road and Broadbirch Drive (lower right hand corner). The six structures shown at the top vary modestly in size and scale and, despite a somewhat irregular building line, serve to create a "main street" type character that reinforces the attempt to create a pedestrian environment and mitigate the effects of substantial amounts of surface parking area.

The development proposes the following uses:

- |   |   |
|---|---|
| 1 | Bank with Drive-through                 |
| 2 | Mexican Restaurant                      |
| 3 | Italian Restaurant                      |
| 4 | American Restaurant                     |
| 5 | Mixed Use – Casual Retail or Restaurant |
| 6 | Mixed Use – Casual Retail or Restaurant |
| 7 | Restaurant                              |

The variation in size and leasing space of these structures offers useful alternatives for tenant choices that include full-service restaurants, casual eateries, and lunch carryout services, in addition to general retail. A zoning amendment addressing this site, recently adopted by the District Council, excludes drive-through restaurants.

### Open Spaces

The internal open spaces of the site, interspersed between structures, create interest within the plan, establishing a rhythm of solid-void that will enliven this “internal street,” encourage pedestrian activity, and provide space for groups of customers. These plaza areas will be paved in scored concrete with brick banding accenting the curb edges, tree boxes, seating areas and restaurant entrances. The spatial differentiation between these mini-courtyards offers the opportunity to create attractive, interesting spaces for public use, such as diners queuing for restaurant reservations. Landscape treatment includes substantial streetscape along Tech Road that proposes a double row of street trees, newly installed sidewalks, and a bus shelter. Street trees and sidewalks will be provided for Broadbirch Road as well.

The final design for these areas are to be developed in detail in the future, as individual tenants specify a building type, to be the subject of future site plan amendment applications. It is hoped that these open spaces will fulfill their potential as attractive, mini-plazas for public activity.

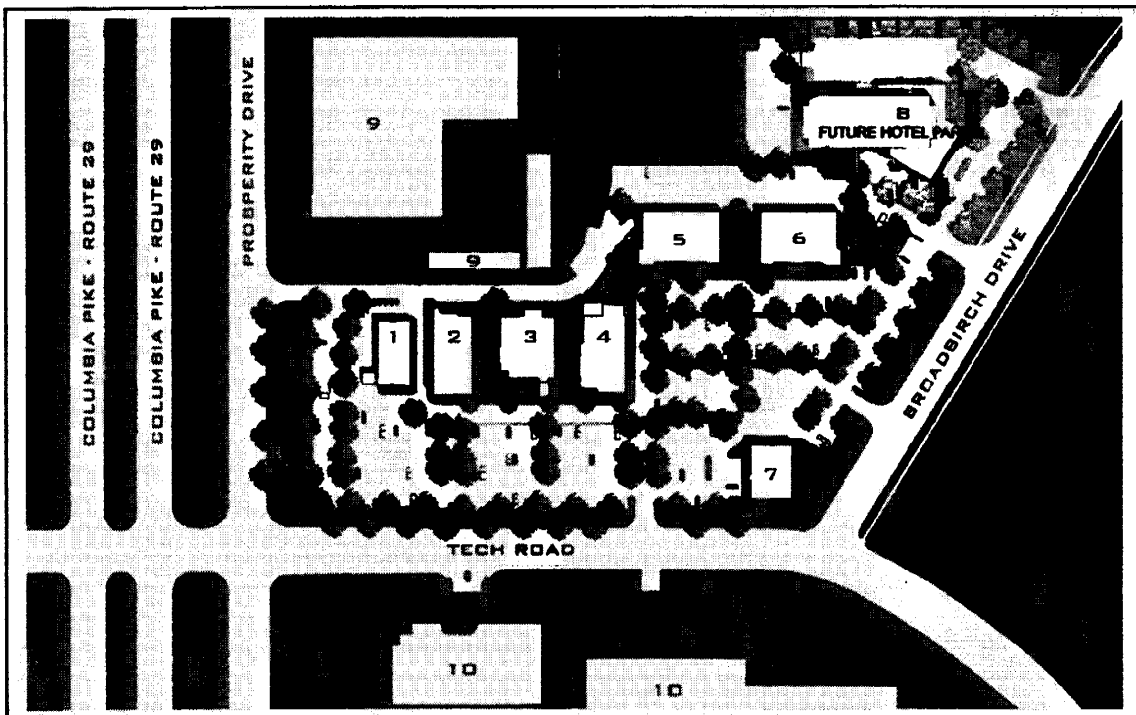
### Circulation

Vehicular access is provided at four points: two entrances from Broadbirch Drive, one entrance on Tech Road, and one entrance from Prosperity Drive. The primary internal drive, as described above, established the “main street,” forming essentially the building line that runs lengthwise, with a jog, the entire length of the site, from the entrance on Broadbirch Drive to the bank at the north end. The site circulation features a rear drive aisle that accommodates loading and delivery, while completing “a loop” vehicular pattern—a crucial functional aspect of the site’s design that, by the way, additionally incorporates the bank’s drive through service and queuing.

Pedestrian connections are provided for each public street into the site, along the “main street” and via a logical pattern marked clearly through the surface parking areas.

### Stormwater Management

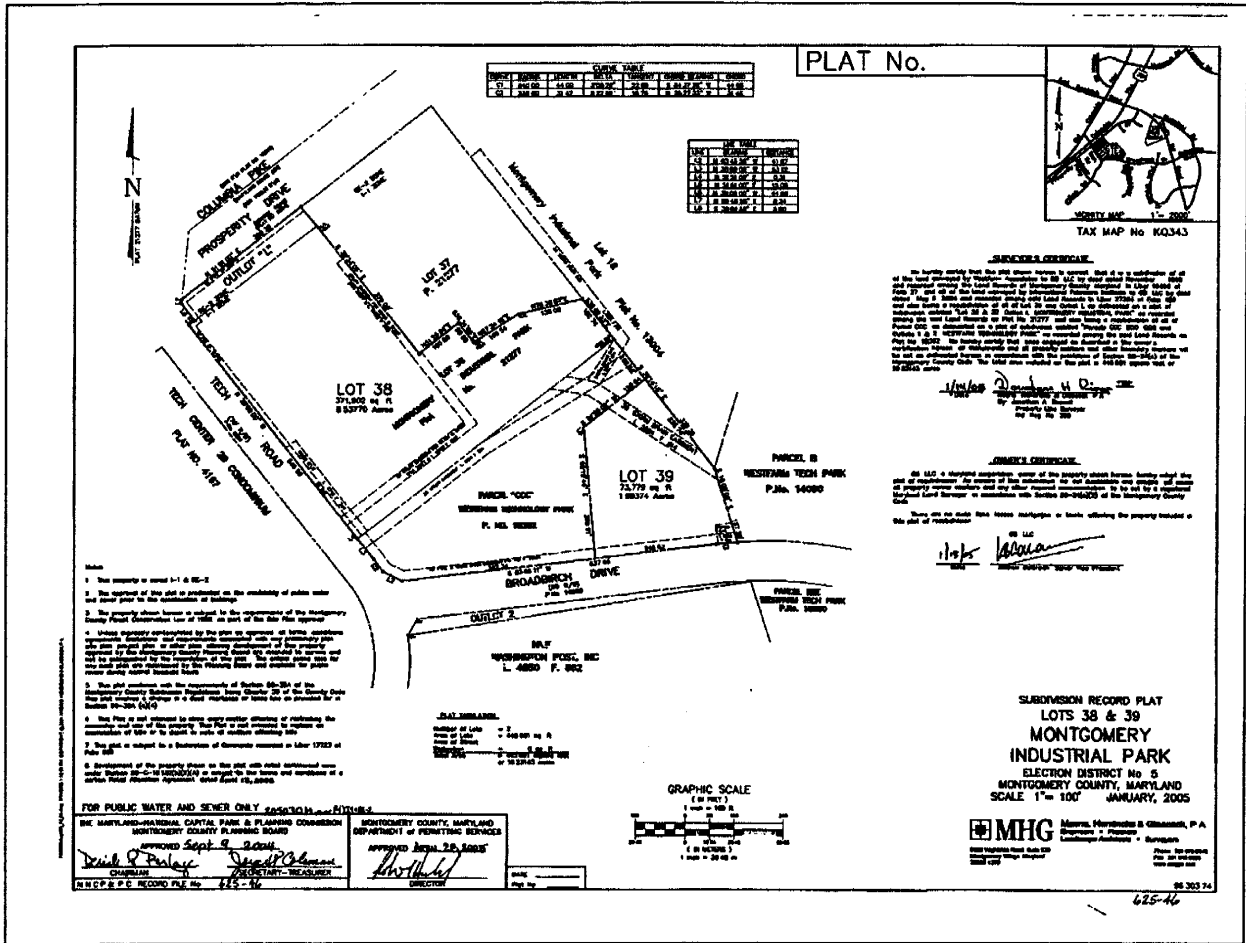
Stormwater management is provided via the facility shown within the northeast portion of the above drawing. Additional storm water treatment is provided by natural swales within the landscape islands amidst the surface parking.



**PROJECT DESCRIPTION: Prior Approvals**

Preliminary Plan 1-91038 was recently amended via minor subdivision procedure to create two lots (38 and 39). The Planning Board approved the plat on September 9, 2004; the Department of Permitting Services approved the plat on April 28, 2005.

The Planning Board approved the original Preliminary Plan on July 18, 1991. The most recent previous site plan (8-84088) was approved on July 26, 1984 to address street conditions.



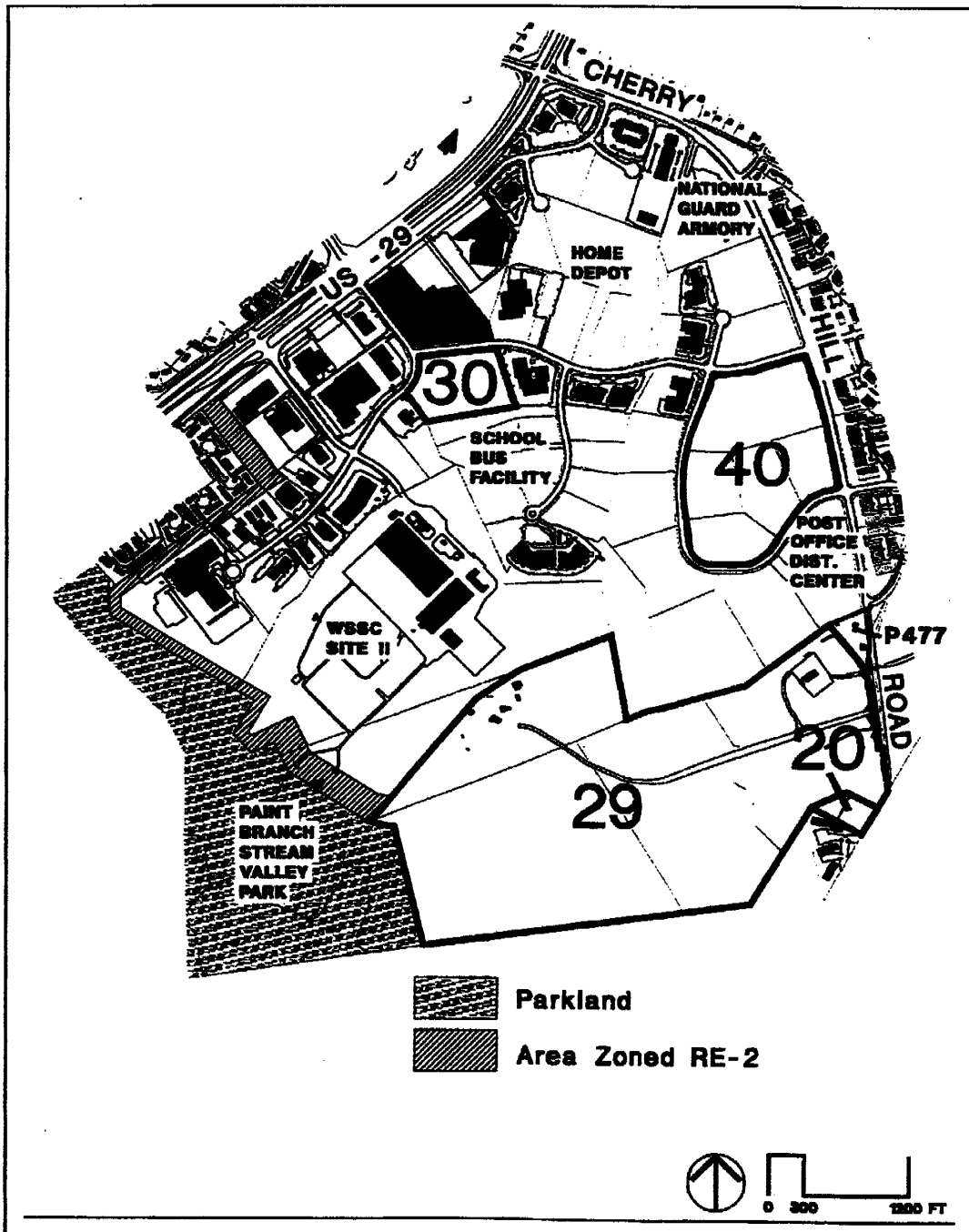
**ANALYSIS: Conformance to Development Standards**

<b>PROJECT DATA TABLE</b>				
<b>Westech Village Center 8-05022</b>		<b>Permitted/Reqd</b>	<b>Permitted/Reqd</b>	<b>Proposed</b>
<b>Development Standard</b>	<b>Total Areas</b>	<b>I-1 Zone</b>	<b>Overlay Zone</b>	<b>Site Plan 8-05022</b>
<b>Gross Lot Area: Lot 38</b>	8.54 ac.	NA	NA	8.54 ac [371,902 sf]
Lot Area RE-2 Zone	0.35 ac.	NA	NA	0.35 ac [15,393 sf]
Lot Area I-1 Zone	8.19 ac.	NA	NA	8.19 ac [356,509 sf]
<b>Net Lot Area Lot 38</b>	8.54 ac.	NA	NA	8.54 ac [371,902 sf]
<b>Floor Area Ratio</b>	0.12 FAR		0.12 FAR	
<b>Gross Floor Area</b>	44,000 sf			44,000 sf
Retail - Bank	3,700 sf			3,700 sf
Retail - Restaurant <sup>1</sup>	24,000 sf			24,000 sf
Casual Retail - Restaurant <sup>1</sup>	8,500 sf			8,500 sf
Casual Retail - Retail	6,500 sf			6,500 sf
<b>Total FAR sf</b>	No Maximum		LATR Analysis	10,200 sf
<b>Density</b>				
Retail commercial	Base Zone (I-1)		50,000 sf max. <sup>1</sup>	LATR Analysis, p. 17
Retail commercial	Single Lot		15,000 sf max. <sup>1</sup>	Not to Exceed 15,000 sf <sup>1</sup>
Single Tenant Structure	Free-standing Bldg		10,000 gsf max. <sup>1</sup>	Approx. 7,500 sf
<b>Green Space</b>				
Green Space %	prevails	10% min.	35% min.	136,849 or 36.8%
Internal Green Space - Parking		5% [9,241 sf]		10% [19,062 sf]
<b>Building Height</b>	prevails	42 feet (3 stories)	40 feet	Not to Exceed 40 feet
<b>Setbacks §59-C-5.33 [I-1 Zone]</b>				
From Street ROW	Master Plan	10 ft from ROW		16 feet
From Street ROW	Non-Master Plan	60 ft from CL		N/A
<b>Setbacks §59-C-18.132(a)(1)(C)(i) [Overlay Zone at US 29]</b>				
Overlay Zone boundary	RE-2: Prosperity Dr.		0 feet	1 foot
Rt 29 Service Road	Prosperity Drive		50 feet	51 feet
Adjoining I-1			0 feet	36 feet
<b>Perimeter Landscaping</b>				
At ROW		10 feet		16 feet
At interior lot line #		4 feet		4 feet
<b>Parking</b>				
	<b>Standard</b>			
Retail - Bank	5 spaces/1,000 sf	19 spaces		19 spaces
Retail - Rest. [13,200 sf patron area]	sf	330 spaces		330 spaces
area]	sf	128 spaces		138 spaces
<u>Casual Retail - Retail</u>	5 spaces/1,000 sf	<u>29 spaces</u>		<u>29 spaces</u>
		506 spaces		516 spaces
<b>Parking Surface Area §59-C-18.132(a)(1)(C)(i)</b>				
Off-street surface parking area		45% max	45% max	46.9% <sup>2</sup>
		167,356 sf	167,356 sf	174,376 sf
<sup>1</sup> Per §59-C-18.132(b)(2)(A): Any square footage devoted to eating and drinking establishment use is considered in addition to this amount. <sup>2</sup> Per §59-C-18.132(a)(1)(C)(ii): In unusual circumstances the Planning Board may waive this requirement at the time of site plan approval upon a finding that a more compatible arrangement of uses would result				

**ANALYSIS:**

Conformance to Master Plan

Site Plan 8-05022 proposes a restaurants/retail development within the Cherry Hill US 29 Employment Area. The property is zoned I-1 and lies with the US 29 Cherry Hill Employment Area Overlay Zone. Under the provisions of the Overlay Zone, the proposed uses are permitted through the site plan approval process. The 1997 Approved and Adopted Fairland Master Plan stated that: "... a strategy to guide future development, such as creating a special district through an overlay zone, could unify the area by permitting supportive services such as restaurants and banks." The proposed site plan conforms to the intent of the master plan to provide supportive services within the employment area.



## Local Area Transportation Review

### **Background**

With the approval of Preliminary Plan No. 1-91039 for all of the original WestFarm I-3 lots and the approval of Preliminary Plan No. 1-91038 for all of the original WestFarm I-1 lots (both approvals extended to July 31, 2009 by the Planning Board at its November 4, 1999 public hearing), a traffic study for this Site Plan to analyze the traffic impact at nearby intersections (per the Local Area Transportation Review Guidelines) is not required. However, the applicant is required to submit a traffic statement stating that the density currently proposed on the I-3/I-1 zoned parcels does not exceed the previously approved general office density ceiling. The applicant's consultant submitted a traffic statement dated December 10, 2004, documenting the above. (See Attachment No. 1; Letter from David A. Nelson, P.E.).

### **Retail Commercial Area**

As established by the WestFarm Development Administration Agreement dated May 11, 1990 (and considering Site Plan No. 8-04001 in place of Site Plan No. 8-04002), currently, there is approximately 393,237 square feet of total density, and 30,408 square feet of GBLLC-owned remaining approved I-3 zoned density, for those properties subject to the 1990 Agreement. Similarly, as established by the WestFarm Trip Reduction Agreement dated May 15, 1990 (and considering Site Plan No. 8-04001 in place of Site Plan No. 8-04002), currently, there is approximately 690,558 square feet of total, and 258,297 square feet of GBLLC-owned remaining approved I-1 zoned density for those properties subject to the 1990 Agreement. [See attachment with numerical analysis.]

### **Capacity Analysis**

To determine the I-1 office density "draw-down" associated with the subject Site Plan, the total weekday evening peak hour trips for the site with the retail/restaurant components were compared with that for an equivalent general office density. After accounting for "pass-by"/"diverted"/"linked" trips associated with the proposed retail and restaurant uses on the site, staff determined that the proposed uses on the site would generate evening peak hour trips that are generally equivalent to that generated by a 176,000 square feet office use. Based on the above analysis, and with a credit for the 24,899 square feet for the existing International Fabricare Institute office building on the site (being demolished as part of this Site Plan), the "draw-down" associated with the subject Site Plan was set at 151,101 square feet (176,000 – 24,899 square feet) of general office. This indicated that there is adequate remaining approved I-1 zoned density available for the required "draw-down" for the subject Site Plan (see Attachment No. 2; Letter dated January 31, 2005 from William Kominers, Esq.).

## Environmental Planning

### **Site analysis**

The 8.54-acre site lies within the Paint Branch watershed (Use III). About 2.16 acres of forest exist on the site. There are no streams, wetlands, floodplains, or environmental buffers on the site.

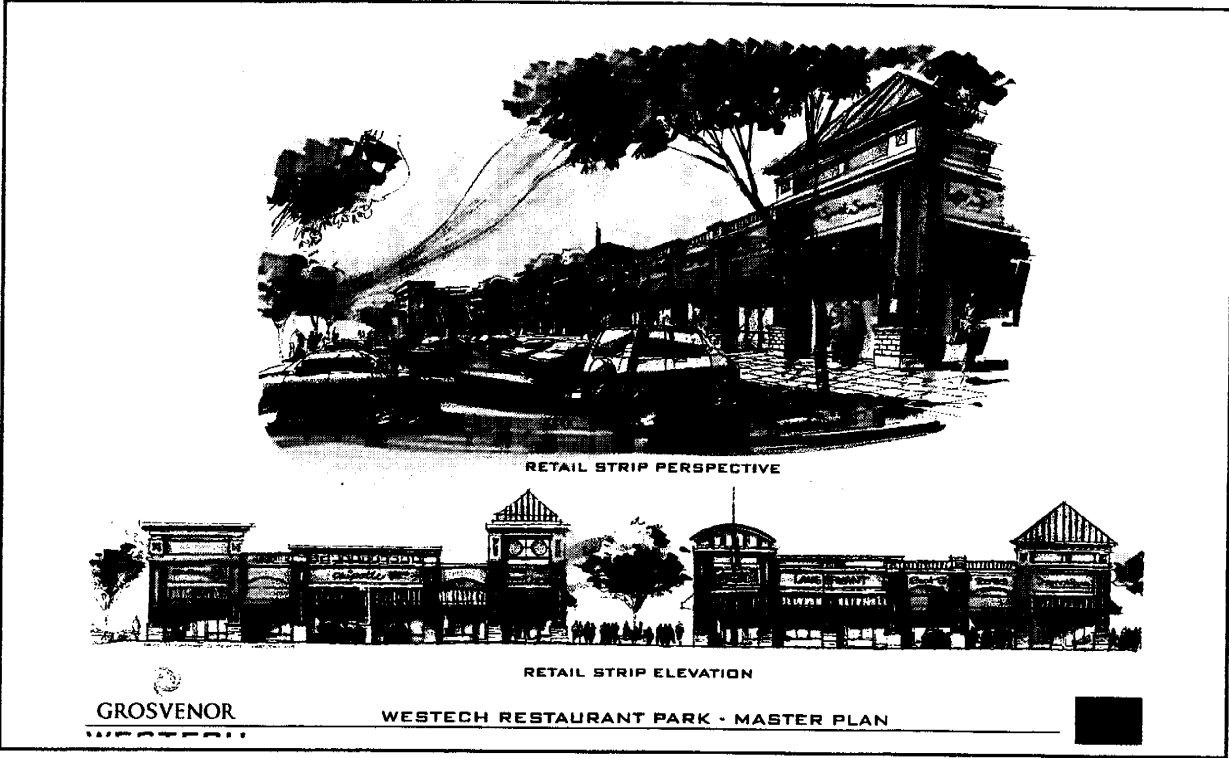
### **Remediation of Soil Contamination**

The Maryland Department of the Environment (MDE) has required monitoring and remediation work since the 1990's to remove tetrachloroethylene. This is a hazardous chemical that was generated from the dry-cleaning-related activities at the International Fabricare Institute, which had been located on this site. MDE authorized the shutdown of the remediation system in April 2003, but monitoring of the groundwater continues. The applicant has submitted a proposal to MDE to scale back the groundwater-monitoring program. MDE is reviewing the proposal at this time. In addition, the MDE project manager has indicated to staff that the proposed site plan would not cause any conflicts or concerns with any requirements MDE may impose to continue groundwater monitoring on the subject site. MDE has indicated that it can work with the proposed site plan to locate any future groundwater monitoring wells. It is undetermined at the time of this staff memorandum whether a vapor barrier as part of building construction will be required at the state or county level.

Based on data generated from soil and groundwater monitoring, MDE has determined that the levels of contaminants in soil and groundwater in the area influenced by the remediation system have reached

asymptotic levels and further treatment will not be effective. Based on this determination, MDE will allow the remediation system to be removed. Continued monitoring will continue to track the levels in soil and groundwater and assure conditions remain stable. MDE has no objections to the proposed use of the site for commercial purposes.

MDE has reviewed the stormwater management concept plan for the proposed site plan. It has no objections to the stormwater management plan and believes that the proposed stormwater management facilities would not create adverse impacts on human health or the environment due to the chemicals, if any, that might still be present in the soils or groundwater.



**Rendering showing building types and façade style for the proposed Westtech Village Corner retail and restaurant development.**

## **FINDINGS: For Site Plan Review**

1. *The site plan is consistent with an approved development plan or a project plan for the optional method of development, if required. None required.*
2. *The Site Plan meets all of the requirements of the zone in which it is located. See project Data Table above.*
3. *The location of the building and structures, the open spaces, the landscaping, recreation facilities, and the pedestrian and vehicular circulation systems are adequate, safe and efficient.*

a. Buildings

The locations of buildings proposed, are adequate, safe and efficient. The site layout provides functional use typical of the older style of shopping center with street front surface parking and linear arrangement of buildings set farther back from the major public streets. However, the use of the separate building structures, modestly varied in size and scale, along with a looser building line along the internal drive, in this case, breaks the strip mall stereotype expected, and refreshingly defines the intermittent open spaces as something attractive, public, and semi-urban.

[See **Proposal Description**, *Site Organization*, page 11.]

b. Open Spaces

The streetscape treatment proposed for Tech Road promises to provide an attractive, shady street edge that will offer a pleasant view for pedestrians and drivers alike. The double row of Red Maples that straddle the 5-foot sidewalk, along with the green hedge that screens the parking, will soften the public view of the surface parking and enhance the pedestrian experience.

The open spaces that serve as little “plazas” between the restaurant and retail buildings offer an opportunity for creative landscape design in defining public spaces. Staff encourages the applicant to enhance these spaces, in area, materials, lighting and seating, as a means to articulate a better public realm of the development and marketability of the businesses.

The larger plaza public area between Building 5 and Building 6 is optimally placed to serve the Casual Restaurant and Retail proposed, that is, the potential sandwich shops and lunch services expected.

[See **Proposal Description**, *Site Organization*, page 11.]

c. Landscaping and Lighting

The extensive amount of parking required, the unusual shape of the site, and the prescribed ingress and egress points create a significant challenge to achieving a compatible, attractive environment across the expanse of parking proposed. In lesser hands, such a landscape design could easily render a bleak, forbidding result. However, this plan has been handled with thought, skill, and talent, and achieves far more than might be expected. The “loading” of the street frontage with an abundance of full crown shade trees, along with ground plantings and hedges strategically placed will provide an effective measure of green relief.

d. Recreation

The proposal is exempt from recreation requirements.



e. Vehicular and Pedestrian Circulation

The vehicular systems are adequate, safe and efficient. The two main vehicular entrances offer efficient and safe site ingress and egress. Each entrance links logically to the “main street” drive that forms the spine of the development. Although the drive aisles are tightly dimensioned on visual review, that is, minimum width at 20 feet, the modulated rows of parking and intermediate connecting drives provide adequate maneuvering opportunities. The loop drives for the Bank service are protected by dedicated curbing that shields the pedestrians and bank customers.

Pedestrian circulation is adequate, safe and efficient. The pedestrian circulation proposed essentially follows the lines of shade trees that give the pedestrian directional cues—enhancing safety and efficiency of the pedestrian routing. Staff recommends that the crosswalks across all the drive aisles be striped and painted according to Best Practice techniques.

4. *Each structure and use is compatible with other uses and other Site Plans and with existing and proposed adjacent development.*

The proposed buildings themselves are placed to provide compatible relationships between structures and the extensive surface parking. The strength of this site design is the placement of the new structures in a loose, linear form that respects orthogonal relationships. The tiny courtyard amenity space that alternates as void-versus-solid provides interesting and functional relief from a retail typology of the ubiquitous strip mall. The success of this alternative model relies on the effectiveness of these pocket plazas, defined by the surface treatment, final footprints, materials, landscaping, and amenities provided. These design elements, to be reviewed as future site plan amendments, will determine the extent to which this model succeeds.

5. *The Site Plan meets all applicable requirements of Chapter 22A regarding forest conservation.*

The forest conservation plan meets the requirements of the Forest Conservation Law. The forest conservation plan shows all of the existing forest to be cleared. A total of 2.78 acres of reforestation is required. Of this, 0.56 acre will be met through on-site landscaping with trees. The remaining 2.22 acres will be met through off-site reforestation or a forest bank.