

ReImagine Rock Spring

MASTER PLAN

ROCK SPRING MASTER PLAN

Planning Board Worksession #3: February 2, 2017

Planning Board Item #5

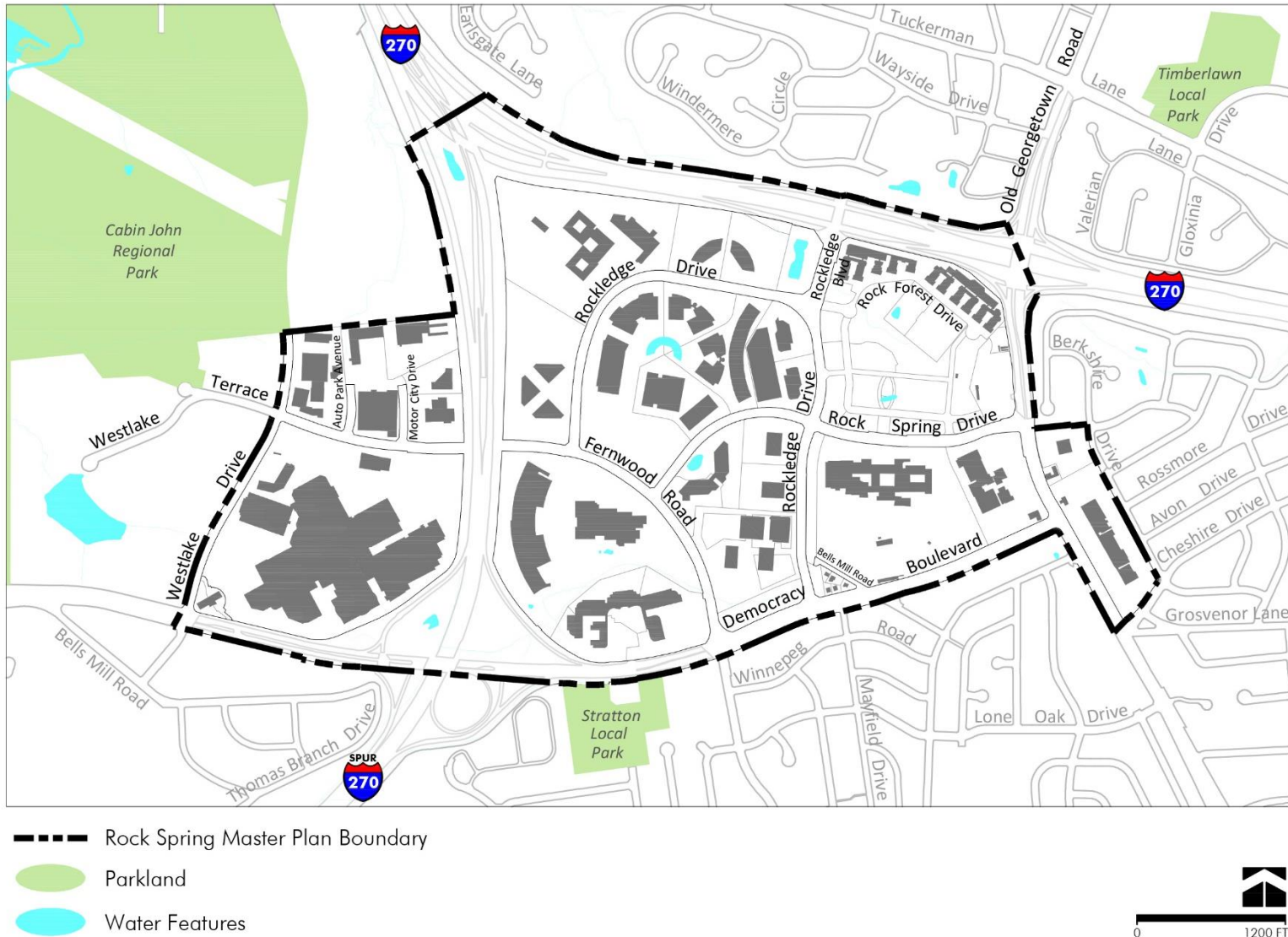
Area 2 Division

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www.montgomeryplanning.org/community/rockspring/

THE MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION



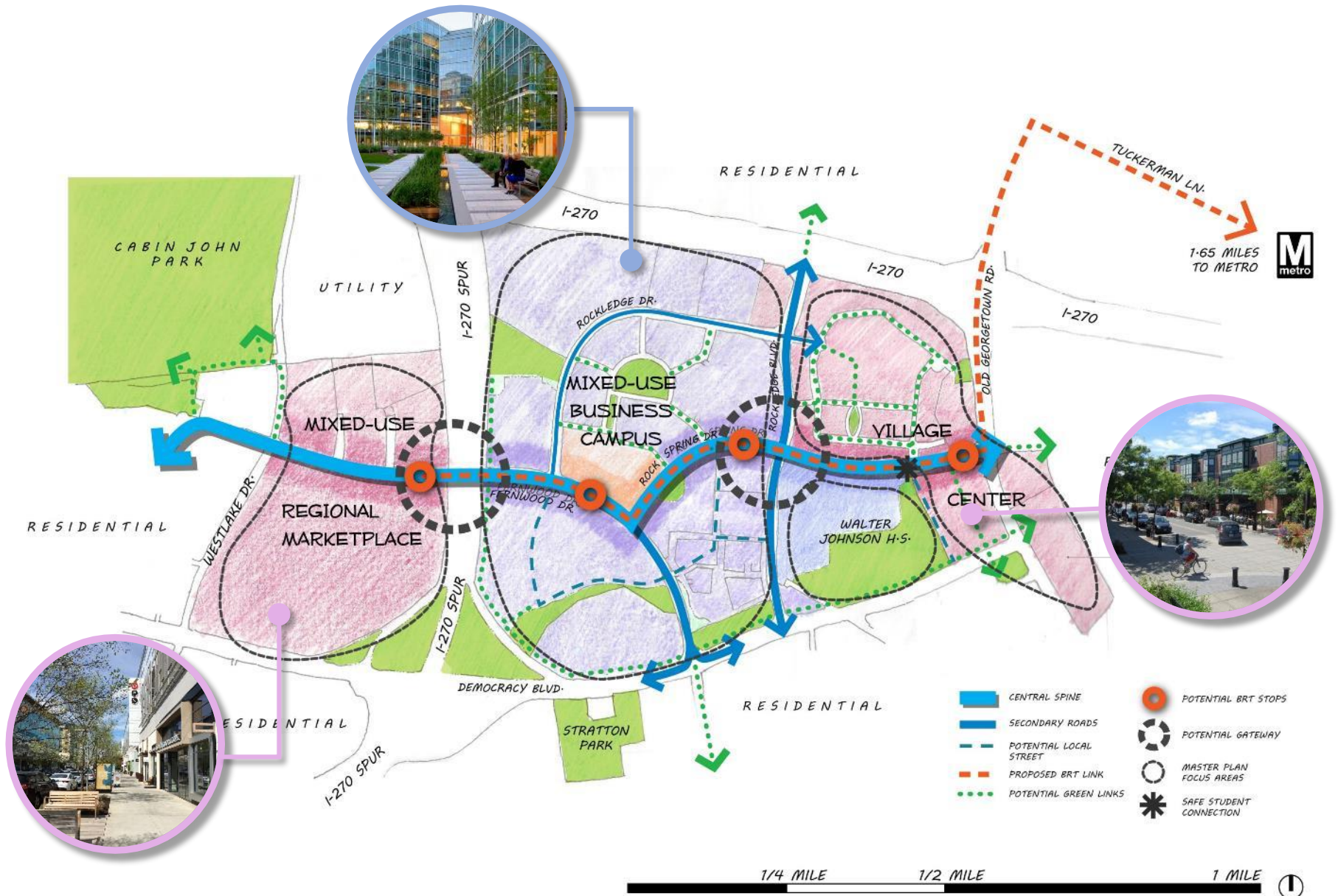
Plan Boundaries



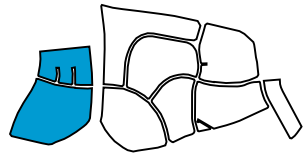
Rock Spring Worksession Schedule

Date	Topic
December 15, 2016	Worksession #1: Plan Overview, Concept Framework Place Comparisons
January 19, 2017	Worksession #2: Zoning options for core office park
February 2, 2017	Worksession #3: Revised zoning options
February 16, 2017	Worksession #4: Finalize zoning; Possible joint session on schools with White Flint 2 and MCPS
March 2, 2017	Worksession #5: Outstanding issues; wrap-up
March 16, 2017	Worksession #6: Approve Planning Board Draft
March 2017	Transmit Plan to County Executive and County Council

Concept

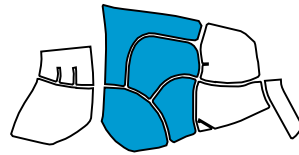


Development Character



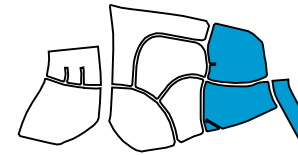
**Mixed-Use
Regional
Marketplace**

- Introduce residential uses to balance existing commercial/retail uses.
- Create a network of public open spaces and a pedestrian connections to link all uses.
- Prioritize development and enhancements along Westlake Terrace.



**Mixed-Use
Business
Campus**

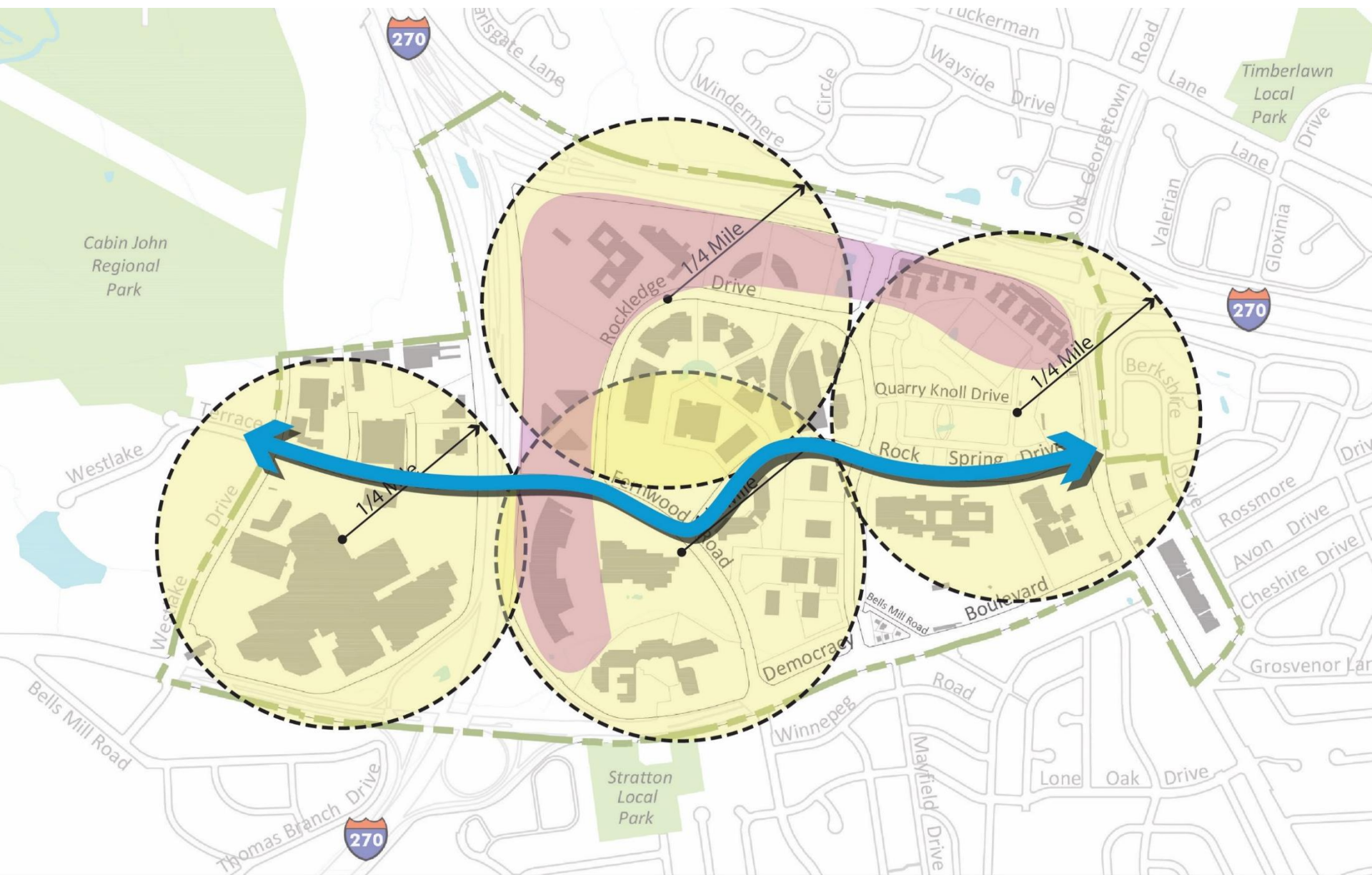
- Enhance existing green areas to provide amenities for current workers and visitors.
- Introduce residential and retail uses to balance office uses.
- Improve connections throughout, both internal and between the employment center and adjacent communities.



Village Center

- Develop pedestrian oriented environment with a mixed of uses that maintains existing retail.
- Create open spaces for public use accessible to residents and adjacent communities.
- Consider appropriate transition to lower-density adjacent residential neighborhoods.

Conceptual Approach



Rock Spring

Rock Spring is a major employment center, as well as a retail destination, that can evolve into a more diverse and cohesive community with new residential development projects.



Existing

386 Multi-family DUs (#3)

Under Construction

168 Townhomes (#2)

Approved Pipeline

340 DUs (#1)

864 DUs (#3)

Rock Spring Centre

1250 DUs approved

386 DUs built

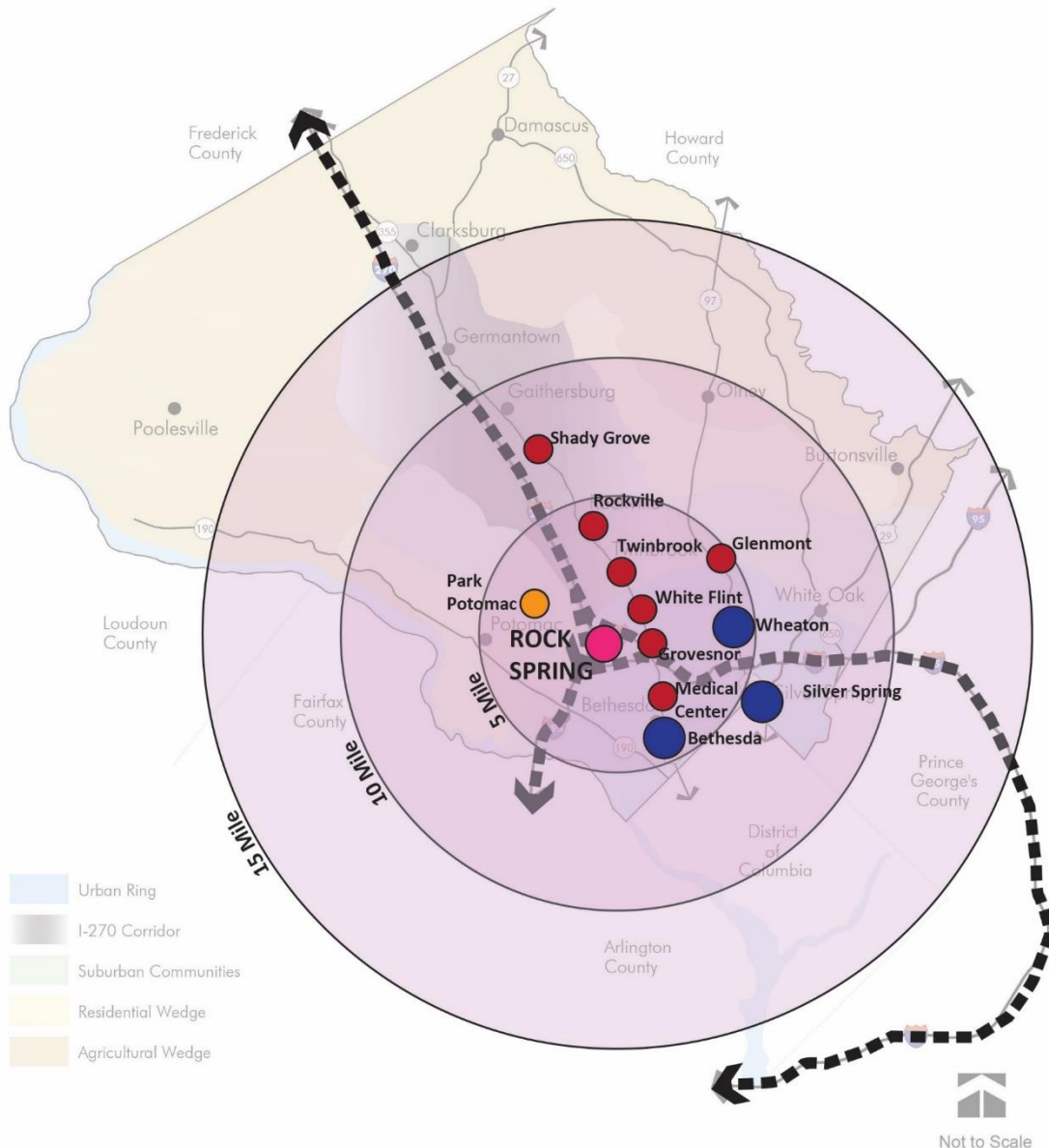
864 DUs in pipeline

58 DUs (#4)

Total DUs in Pipeline:

1,262

Regional Context



- Rock Spring Master Plan Area
- Metro Serviced CBD
- Metro Serviced Non-CBD
- Non Metro, Non-CBD

Location	Area	FAR	Height
Bethesda	450 Acres	0.5-8.0	35'-290'
Silver Spring	265 Acres	1.0-8.0	50'-200'
Wheaton	484 Acres	1.0-6.0	45'-250'
White Flint	430 Acres	0.5-4.0	50'-300'
Twinbrook	154 Acres	1.0-2.0	50'-145'
Glenmont	711 Acres	1.5-3.0	45'-120'
Rock Spring	535 Acres	0.5-1.5	35'-150'
Park Potomac	54 Acres	>1.0	100'
Mosaic	31.3 Acres	1.39	115'

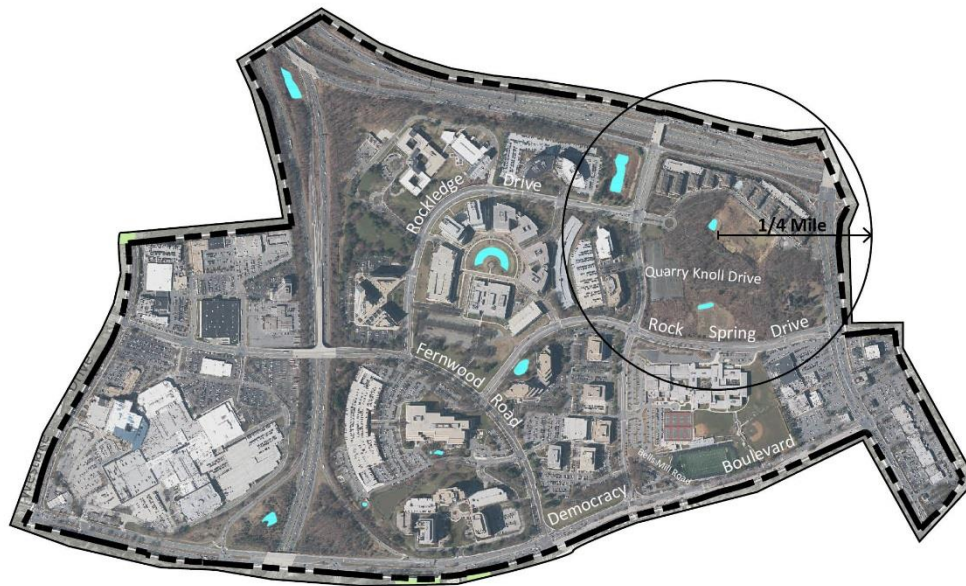
Non-Metro Station Centers

= 1 - 1.5 FAR (Floor Area Ratio)

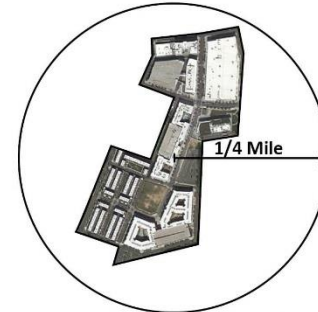
- Low- and Mid-rise buildings
- Fewer amenities (parks, parking structures, neighborhood retail and services)



Rock Spring Scale Comparison: Non Metro Non CBDs

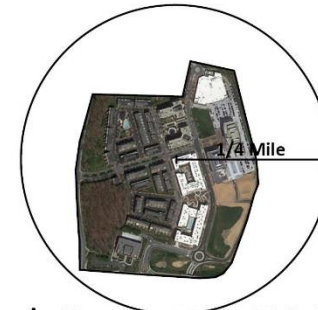


Rock Spring Master Plan Area: 535 Ac



Mosaic District: 31.3 Ac

- 170K Office
 - 520K Retail / Restaurant
 - 148 Room Hotel
 - 42,000 Movie Theater
 - 1 Million SF Residential
- 1.39 FAR
 - Max. Ht: 115'
 - Built: 75'



Park Potomac: 54.8 Ac

- 835K Office
 - 45K Retail / Restaurant
 - 156 Room Hotel
 - 1 Million SF Residential
- <1.0 FAR
 - Max. Ht: 100'
 - Built: 75'

Hierarchy of Place

Park Potomac



- 54 Acres
- < 1.0 FAR
- Max. Ht: 100'
- 600 Units
- 2.0 Million SF



Rock Spring Advantages

- Corporate headquarters space and nationally prominent tenants
 - (e.g. Host Hotels, Lockheed, Coventry Health)
- Strong medical office market
- Recent leasing activity
 - Total Wine & More (100,000+ SF)
 - NIH consolidation (630,000 SF)
- Primary vacancies are isolated
 - Two vacant buildings over 150K SF comprise 1/3 of office vacancy
- Overall rents still higher than County (+ 4%)



NIH Consolidation 2016



Medical Offices

Rock Spring's Future

- Value of buildings too high for redevelopment
 - Buildings are aging but not obsolete
 - Conversions/adaptive reuse difficult
 - Continued reinvestment on case-by-case basis

- Rock Spring still a competitive market
 - Strong location, value pricing and convenient parking
 - Landlords positive about area but with more modest expectations
 - Owners positive about mixed-use additions and connectivity links

- The Future
 - Rock Spring will likely retain a core office use with incremental mixed-use over time
 - Within 2miles of Rock Spring, there are 4,772 multi-family units within the development pipeline

Worksession #3: Overview

Approach is not to incentivize residential in order to demolish office buildings, but to sustain, fortify, and enhance the area by adding residential uses to create a more vibrant, interesting, marketable location.

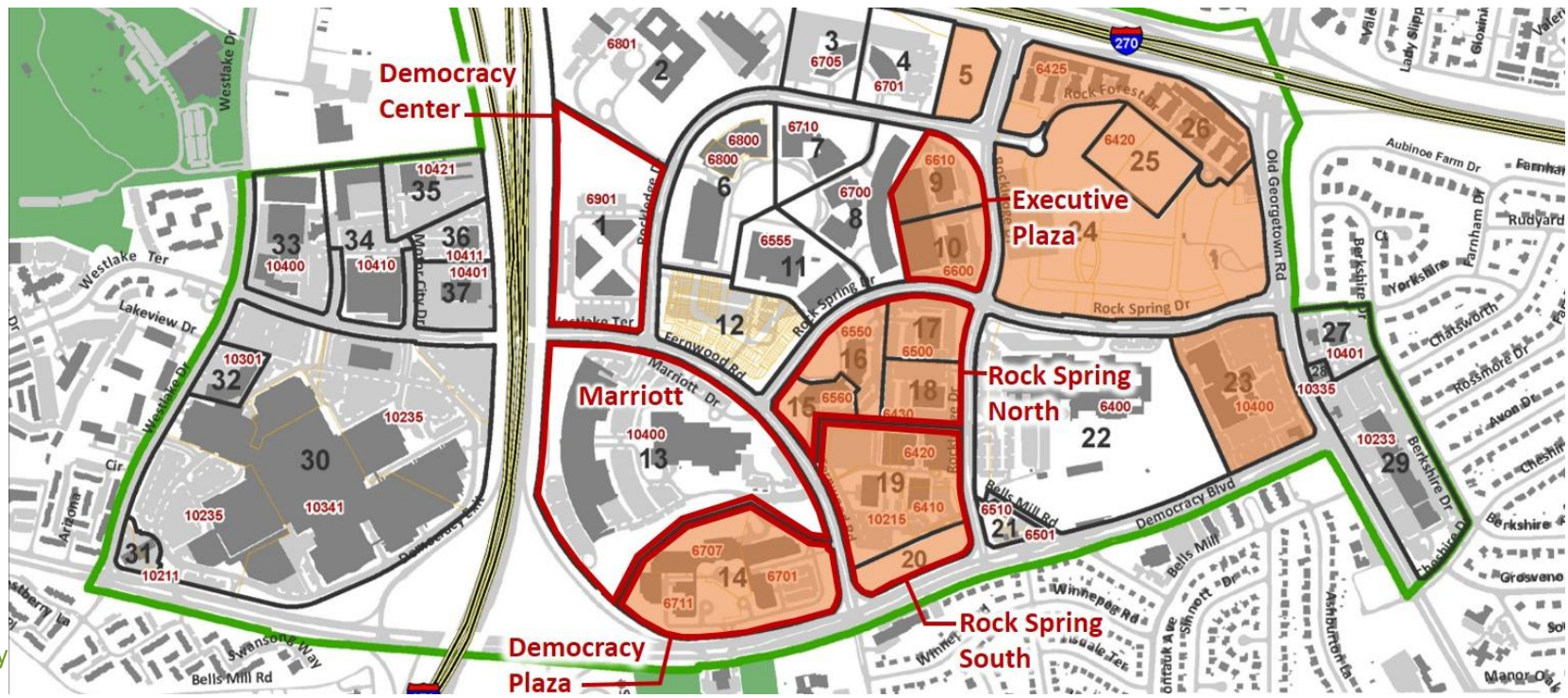
Based on Planning Board direction, revised zoning options for select properties to:

- Provide overall FAR of 1.5, as recommended in the Public Hearing Draft; CR zone
- Provide residential density recommended in the Public Hearing Draft; CR Zone
- Keep densities at amounts that were modeled

Overview of Potential Dwelling Units

Map #	Property	0.75 FAR
9-10	Ex. Plaza	236
15-20	RS North & South	739
14	Dem. Plaza	422
23	Geo. Square	268
29	Wildwood	303
30	Montgomery Mall	328
1	Dem. Center	400
13	Marriott	879
Total Potential New		3,575

Map #	Property	DUs
26	<i>Berkshires</i>	386
12	EYA	168
37	Ourisman	340
27	Aubinoe	58
24-25	RS Centre	864
Total Existing & Pipeline		1861



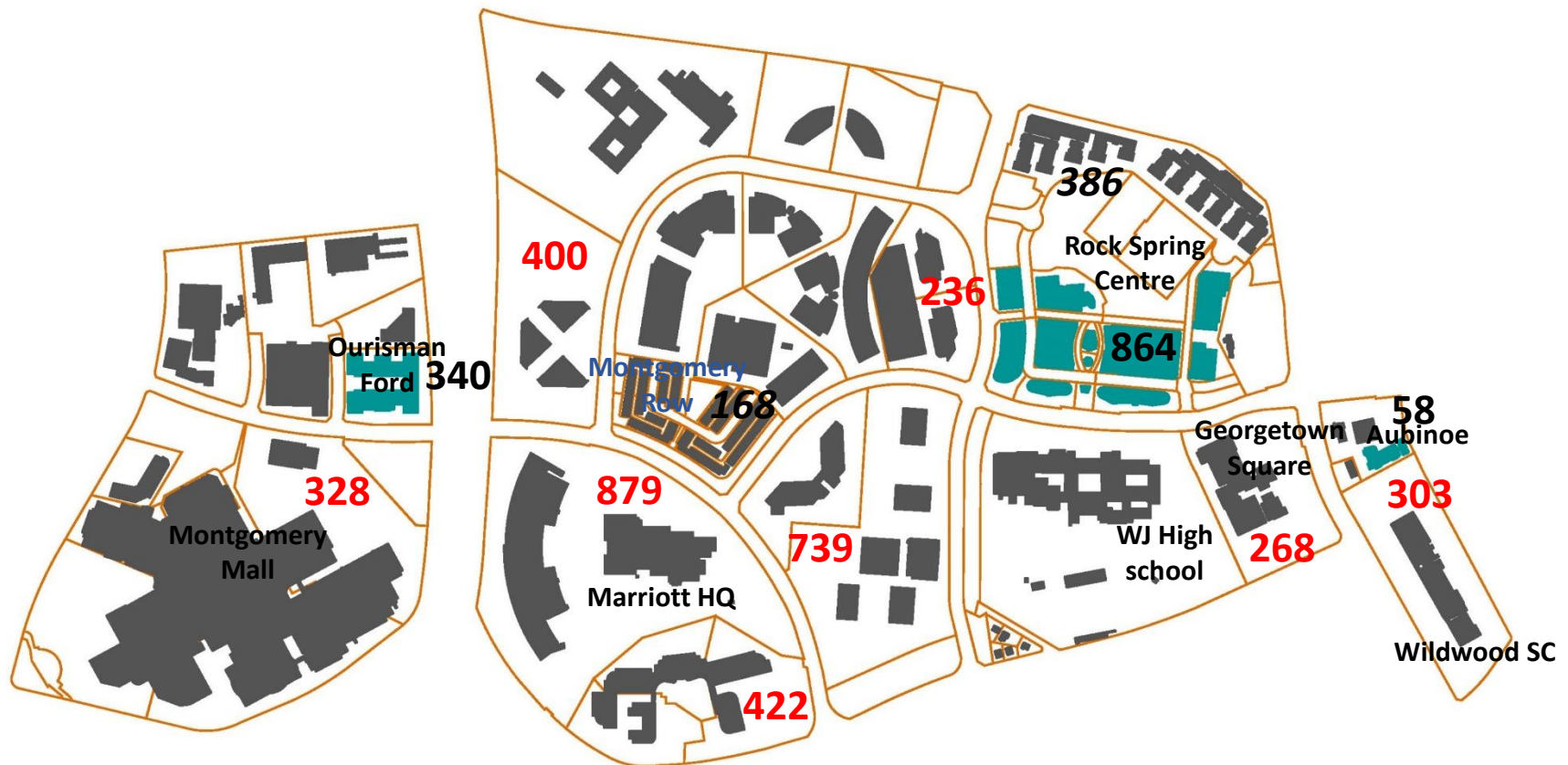
Rock Spring: Potential Dwelling Units at 0.75 FAR

CR Zone, R-0.75

Potential New DUs: **3,575** 75% = 2,681
Existing & Pipeline: **1,816** 1,816
5,391 4,497

Modeled (Traffic & Schools)

Potential New DUs: 2,387
Existing and Pipeline: 1,816
4,203



Rock Spring Modeling

CR Zone, R-0.75

Potential New DUs: **3,575** 75% = 2,681

Existing & Pipeline: **1,816** 1,816

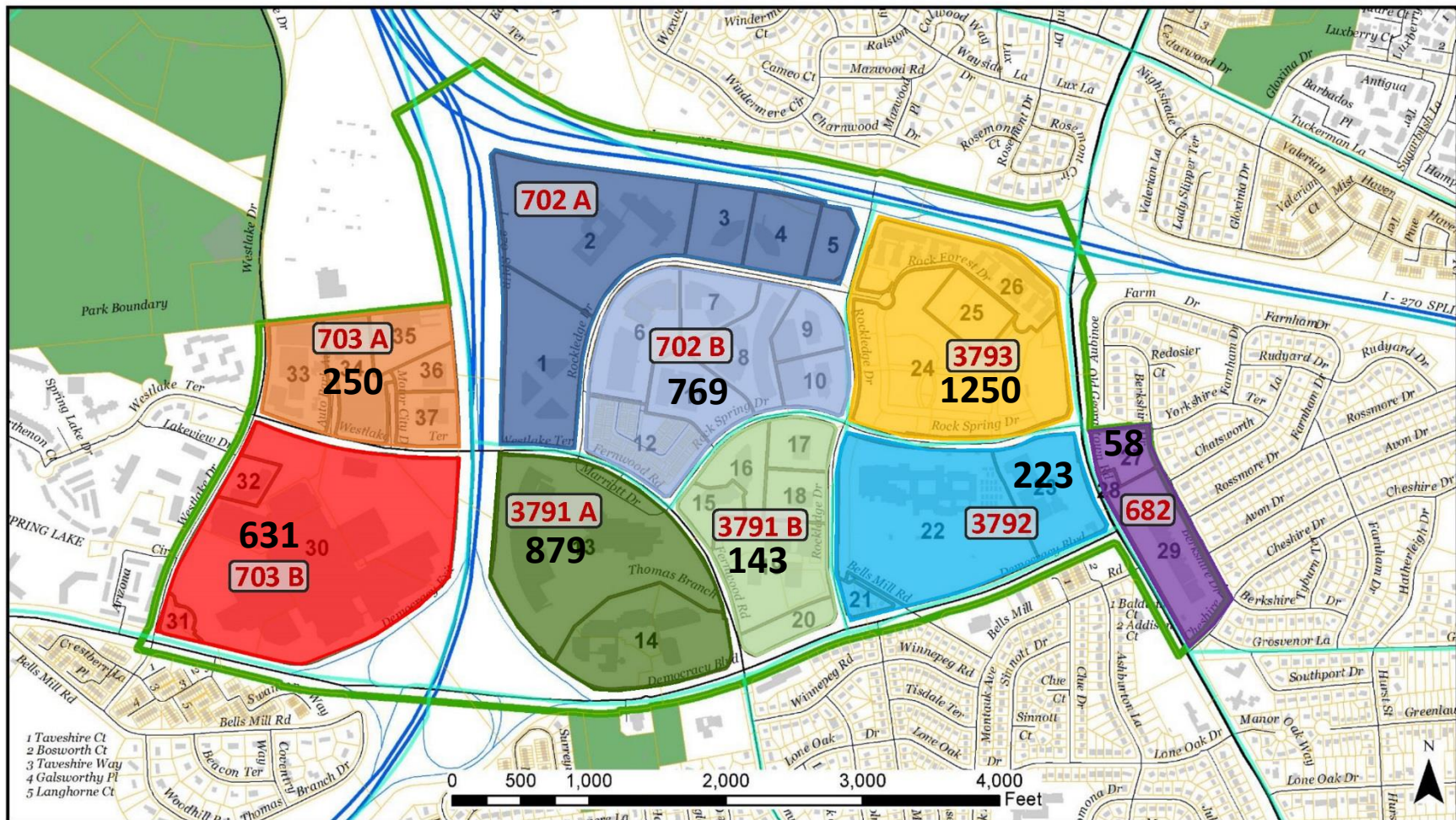
5,391 4,497

Modeled (Traffic & Schools)

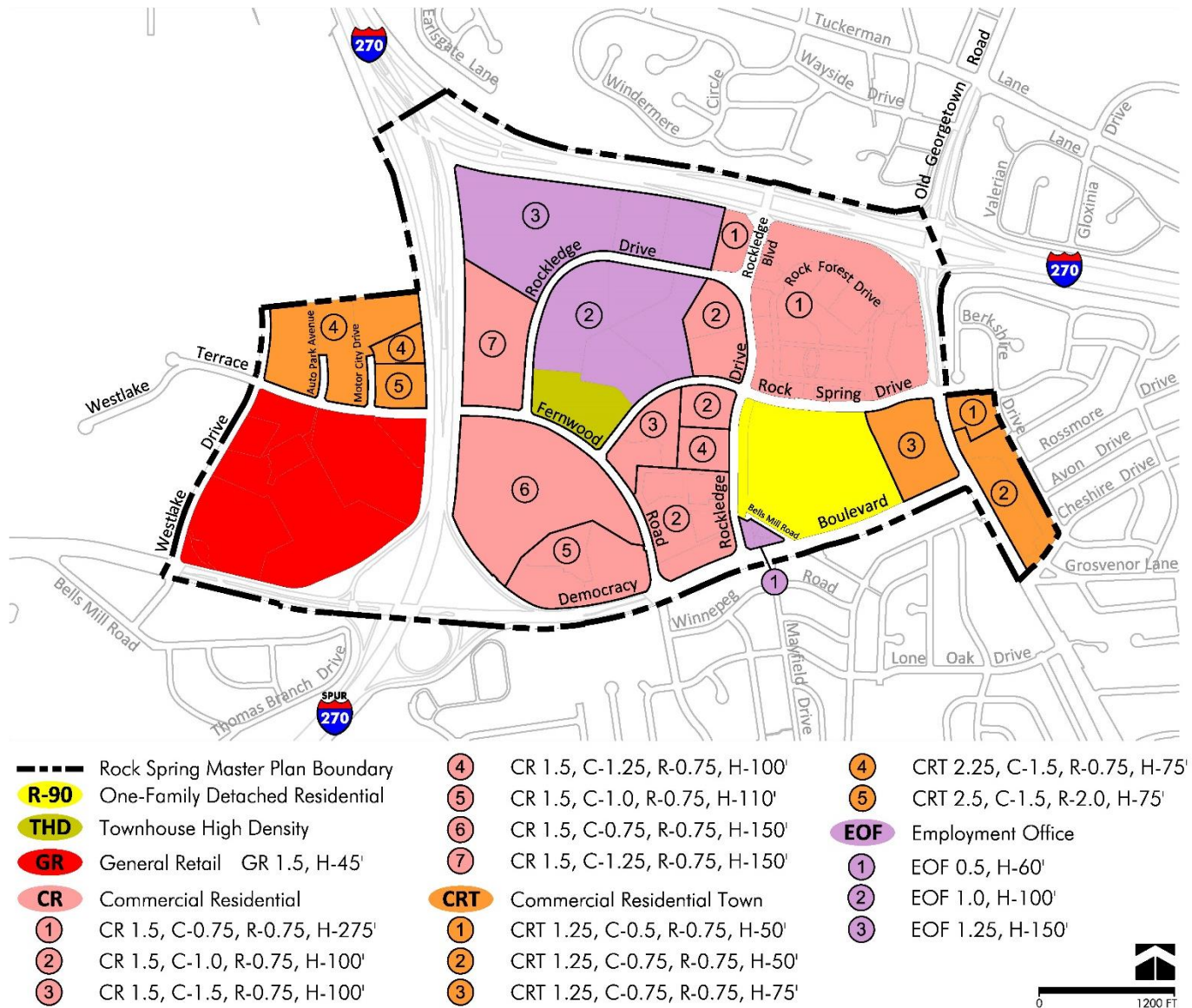
Potential New DUs: 2,387

Existing and Pipeline: 1,816

4,203

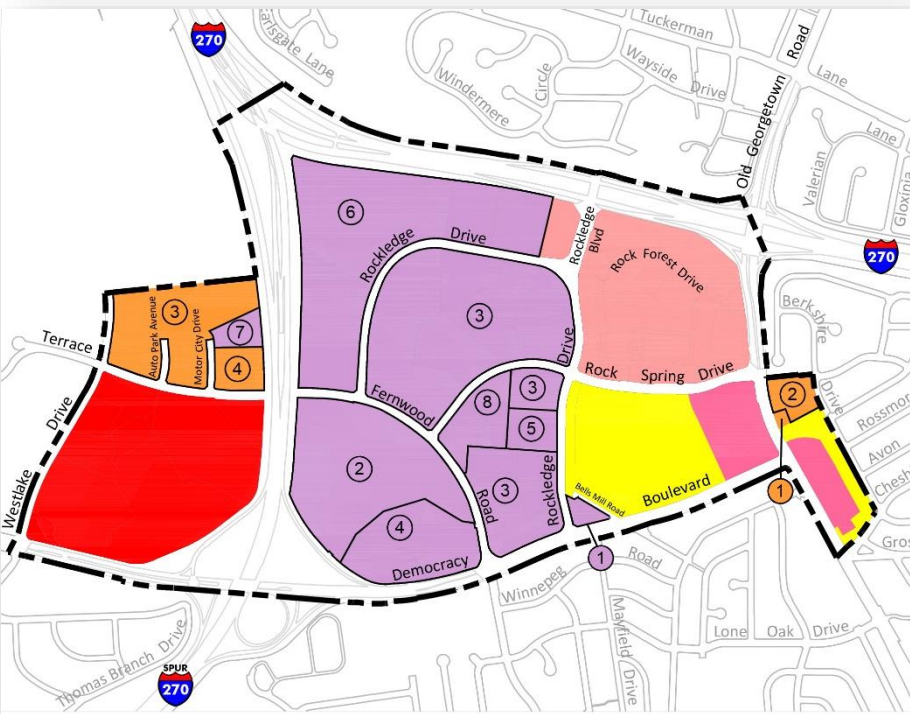


Revised Zoning



Existing and Revised Zoning

Existing Zoning

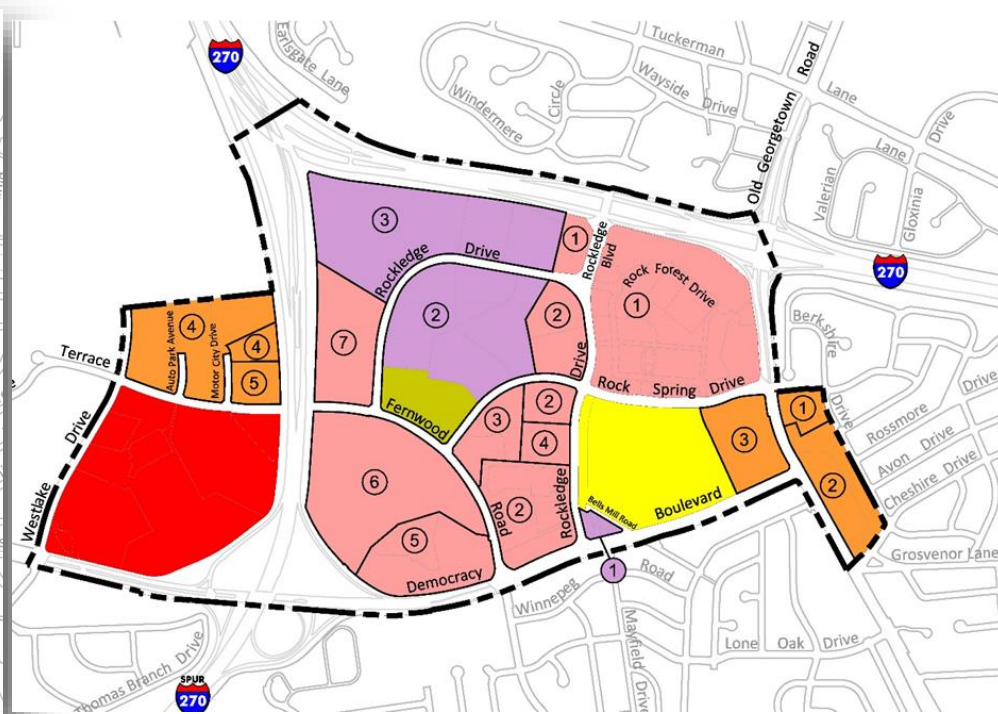


- Rock Spring Master Plan Boundary
- R-90** One-Family Detached Residential
- GR** General Retail
GR 1.5, H-45'
- NR** Neighborhood Retail
NR 0.75, H-45'
- CR** Commercial Residential
CR 1.5, C-0.75, R-0.75, H-275'

- CRT** Commercial Residential Town
- ① CRT 0.75, C-0.75, R-0.25, H-35'
- ② CRT 1.25, C-0.5, R-0.75, H-50'
- ③ CRT 2.25, C-1.5, R-0.75, H-75'
- ④ CRT 2.5, C-1.5, R-2.0, H-75'
- EOF** Employment Office
- ① EOF 0.5, H-60'
- ② EOF 0.75, H-100'

- ③ EOF 1.0, H-100'
- ④ EOF 1.0, H-110'
- ⑤ EOF 1.25, H-100'
- ⑥ EOF 1.25, H-150'
- ⑦ EOF 1.5, H-75'
- ⑧ EOF 1.5, H-100'

Revised/Proposed Zoning



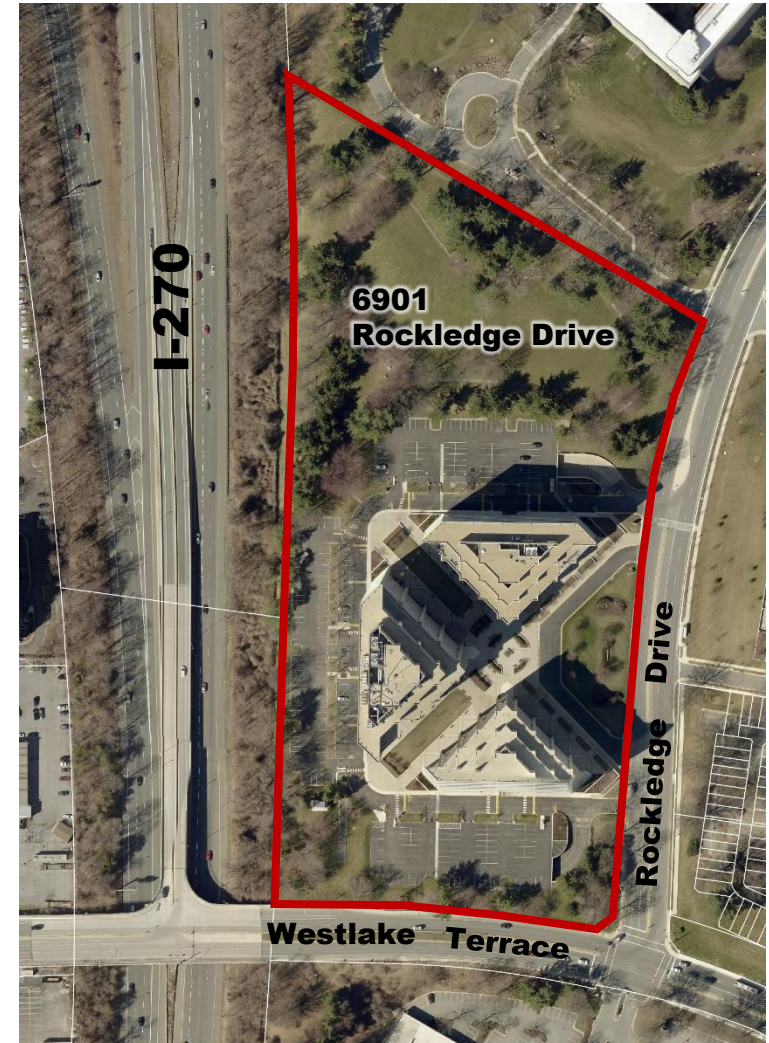
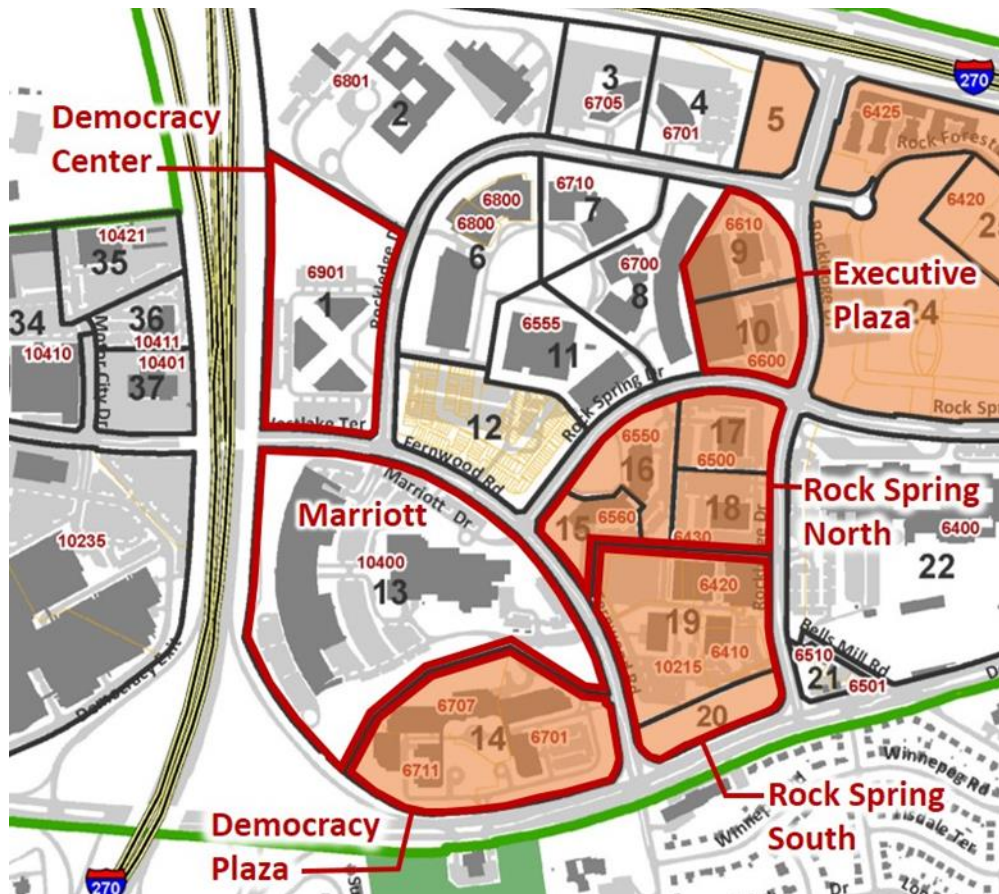
- Rock Spring Master Plan Boundary
- R-90** One-Family Detached Residential
- THD** Townhouse High Density
- GR** General Retail GR 1.5, H-45'
- CR** Commercial Residential
- ① CR 1.5, C-0.75, R-0.75, H-275'
- ② CR 1.5, C-1.0, R-0.75, H-100'
- ③ CR 1.5, C-1.5, R-0.75, H-100'

- ④ CR 1.5, C-1.25, R-0.75, H-100'
- ⑤ CR 1.5, C-1.0, R-0.75, H-110'
- ⑥ CR 1.5, C-0.75, R-0.75, H-150'
- ⑦ CR 1.5, C-1.25, R-0.75, H-150'
- CRT** Commercial Residential Town
- ① CRT 1.25, C-0.5, R-0.75, H-50'
- ② CRT 1.25, C-0.75, R-0.75, H-50'
- ③ CRT 1.25, C-0.75, R-0.75, H-75'

- ④ CRT 2.25, C-1.5, R-0.75, H-75'
- ⑤ CRT 2.5, C-1.5, R-2.0, H-75'
- EOF** Employment Office
- ① EOF 0.5, H-60'
- ② EOF 1.0, H-100'
- ③ EOF 1.25, H-150'

Democracy Center 6901 Rockledge Drive (#1)

Existing Zoning: EOF-1.25, H-150
Owner's Request: CRT or modified EOF zone
Revised Zoning: CR-1.5, C-1.25, R-0.75, H-150
Potential DUs: 400



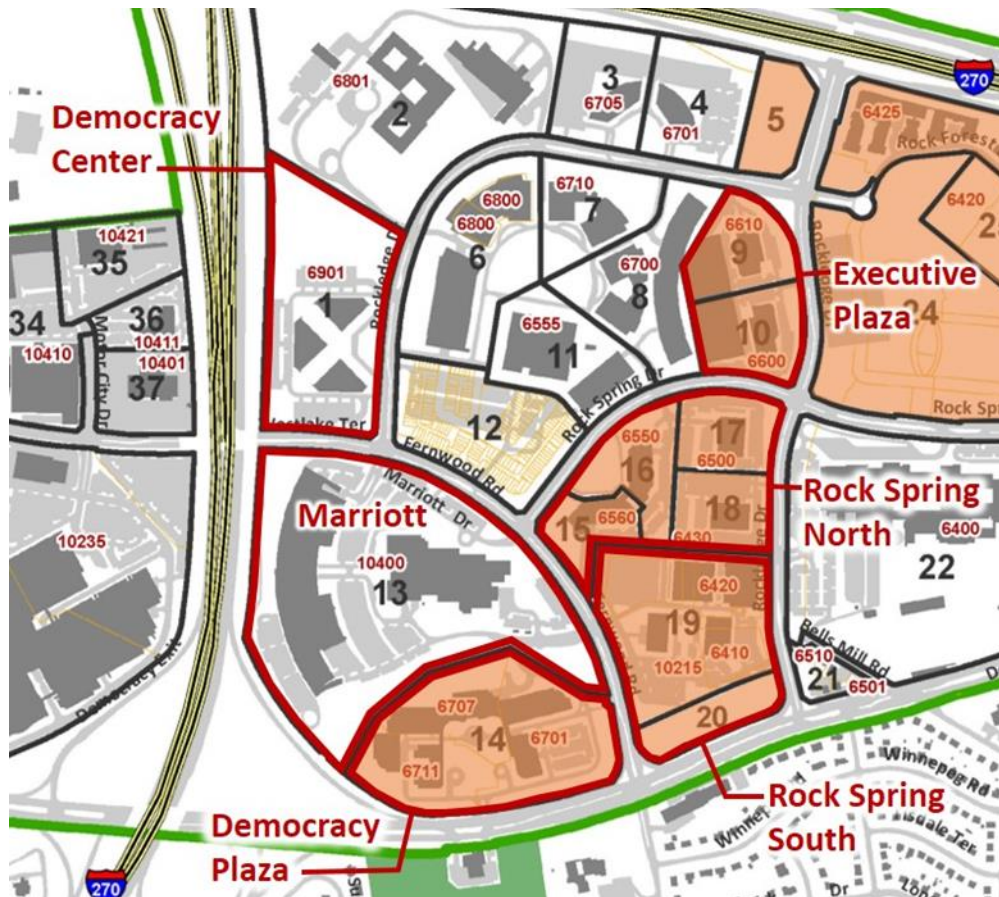
Rockledge Executive Plaza 6610 Rockledge Drive (#9)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-275

Revised Zoning: **CR-1.5, C-1.0, R-0.75, H-100**

Potential DUs: 116



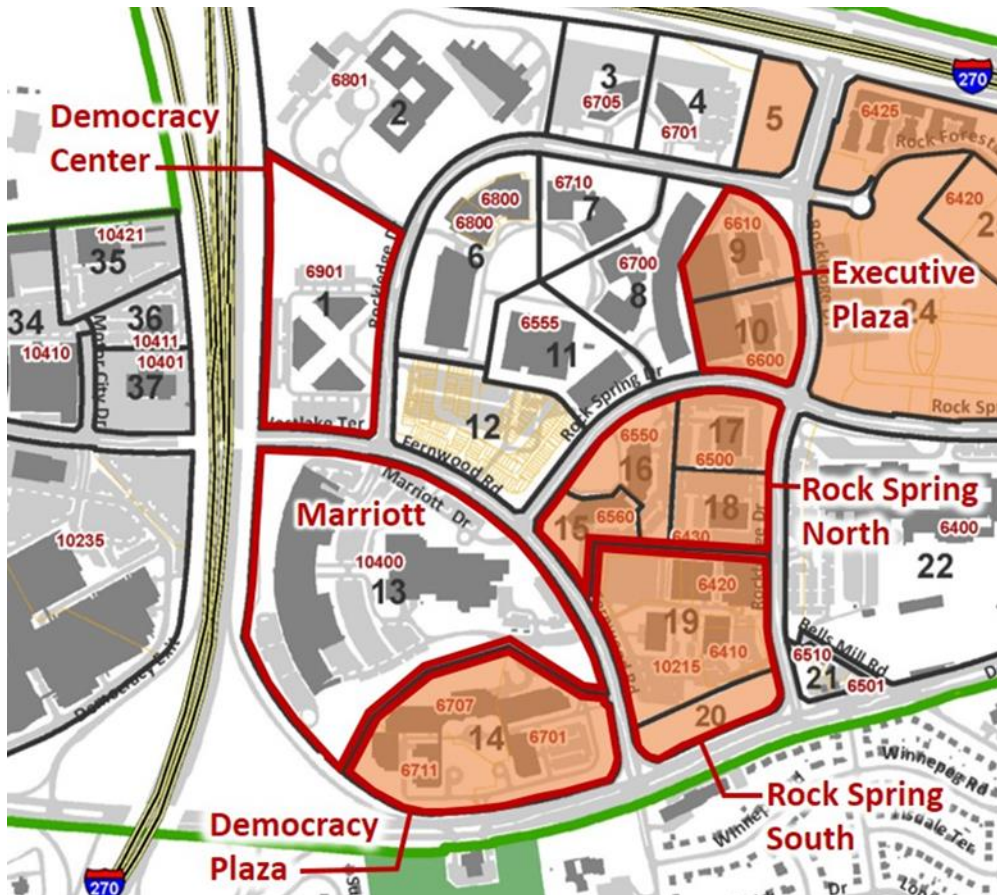
Rockledge Executive Plaza 6600 Rockledge Drive (#10)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-275

Revised Zoning: CR-1.5, C-1.0, R-0.75, H-100

Potential DUs: 120



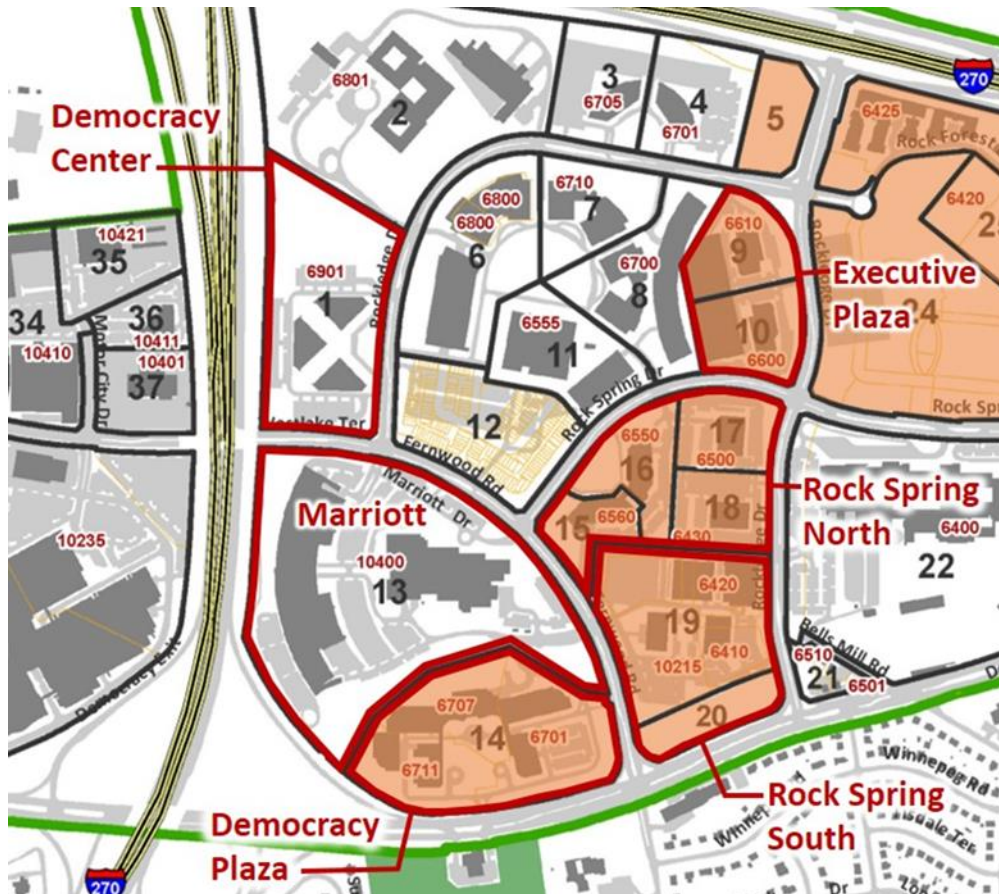
Rock Spring North 6560 Rockledge Drive (#15)

Existing Zoning: EOF-1.5, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-225

Revised Zoning: **CR-1.5, C-1.5, R-0.75, H-100**

Potential DUs: **81**



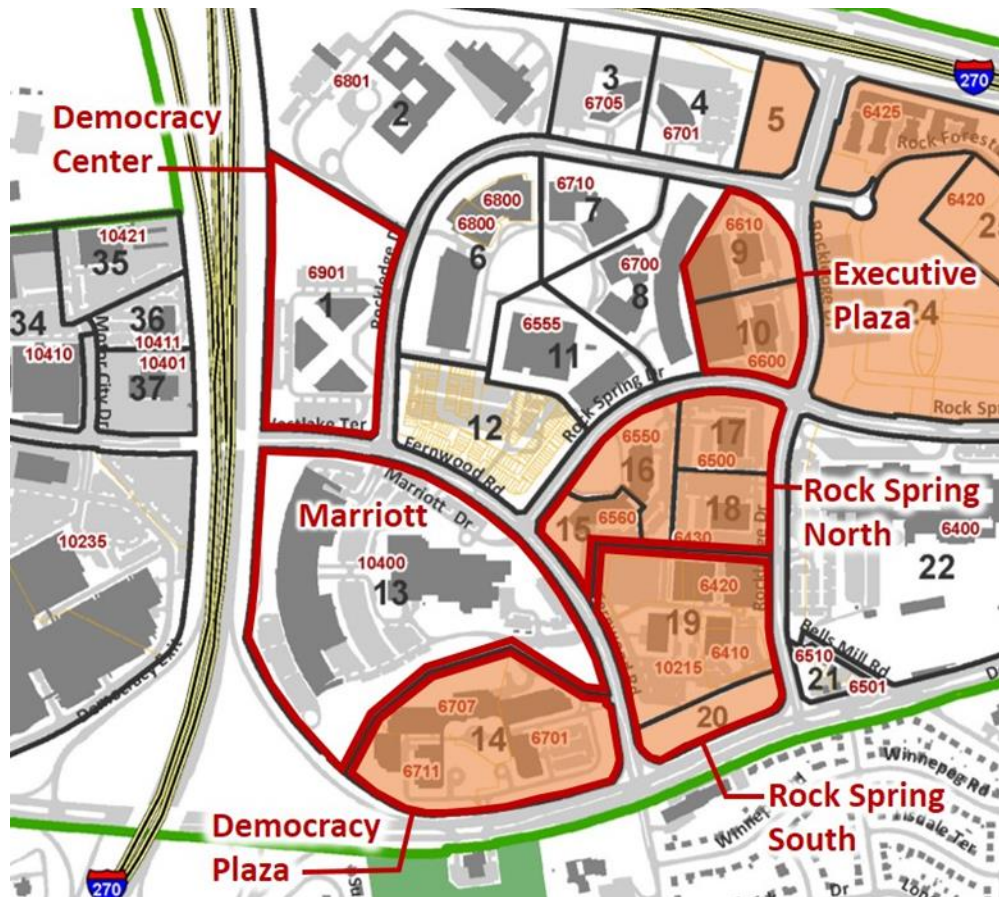
Rock Spring North 6550 Rock Spring Drive (#16)

Existing Zoning: EOF-1.5, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-225

Revised Zoning: **CR-1.5, C-1.5, R-0.75, H-100**

Potential DUs: 115



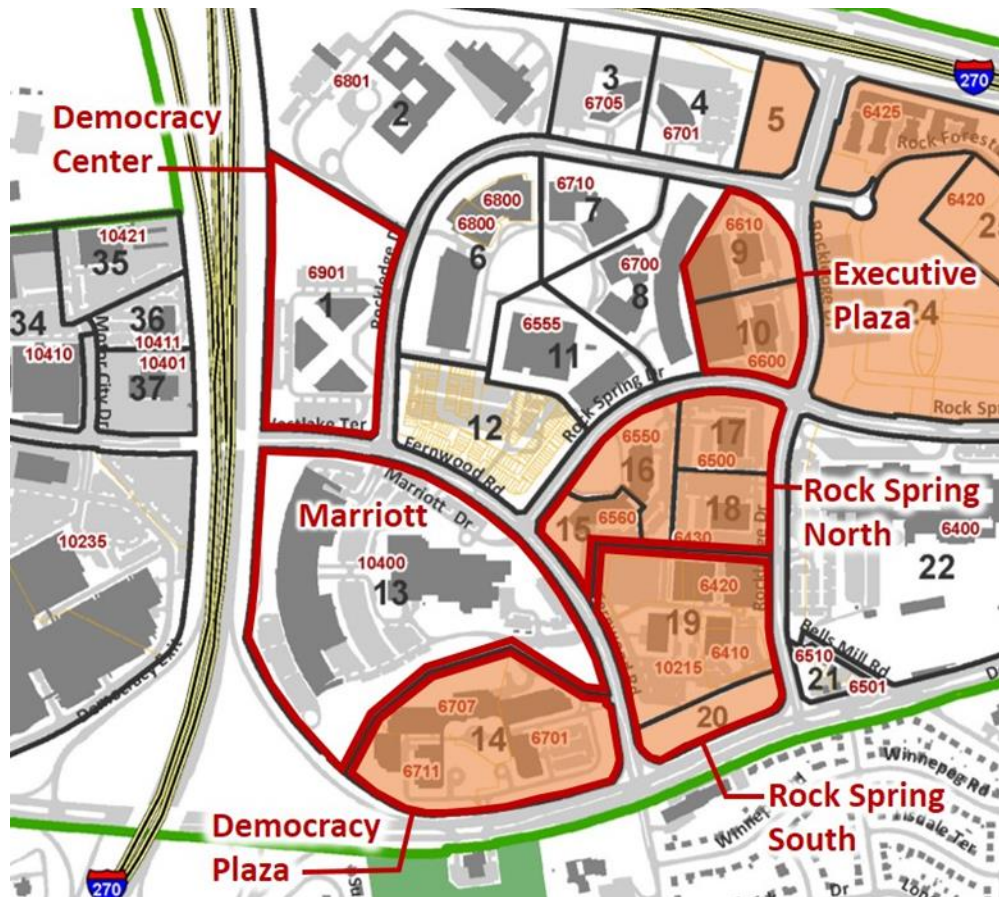
Rock Spring North 6500 Rockledge Drive (#17)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-225

Revised Zoning: **CR-1.5, C-1.0, R-0.75, H-100**

Potential DUs: **102**



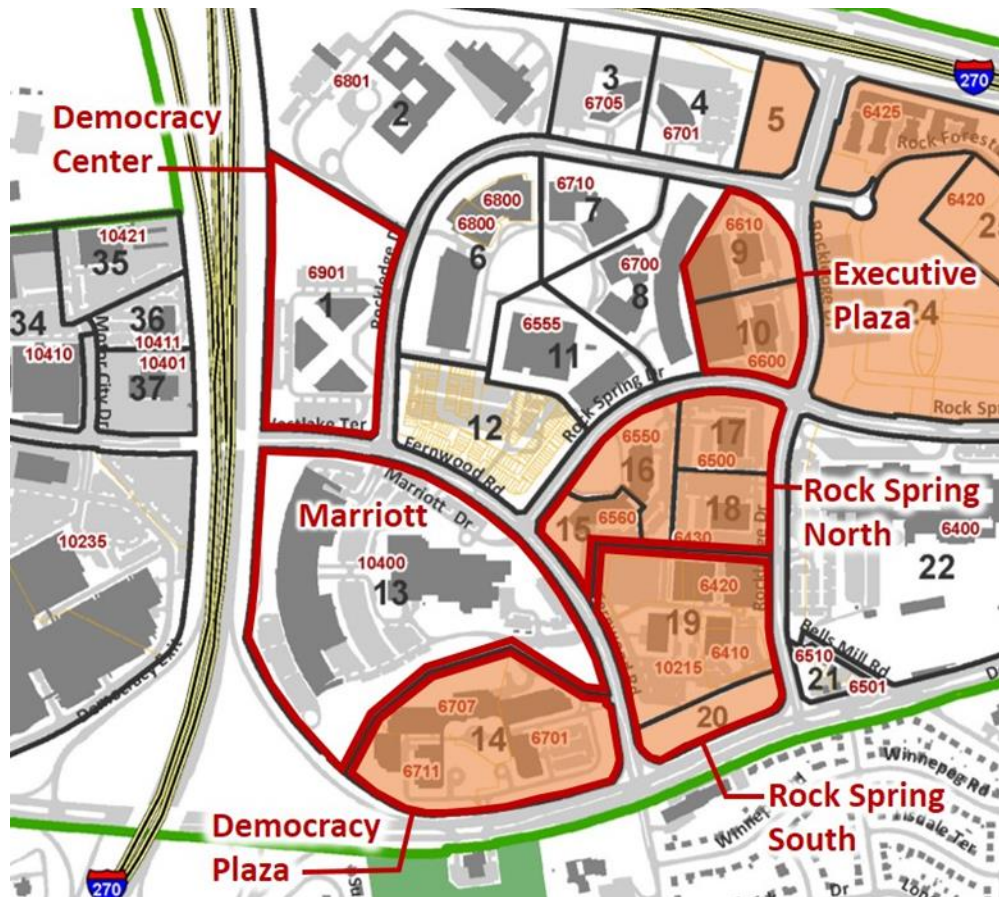
Rock Spring North 6430 Rockledge Drive (#18)

Existing Zoning: EOF-1.25, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-225

Revised Zoning: **CR-1.5, C-1.25, R-0.75, H-100**

Potential DUs: **101**



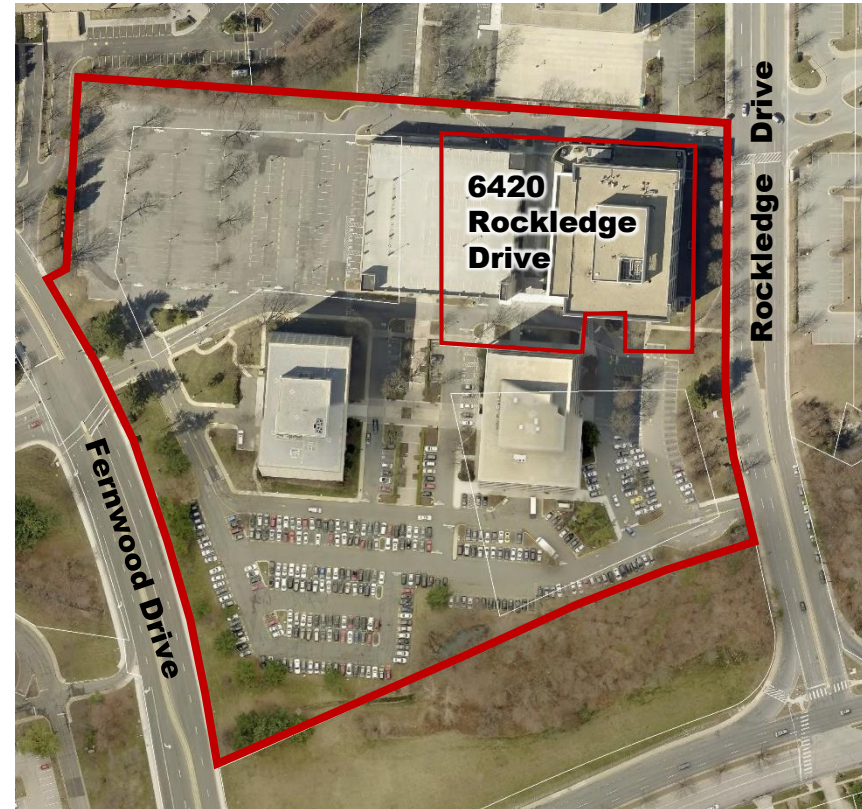
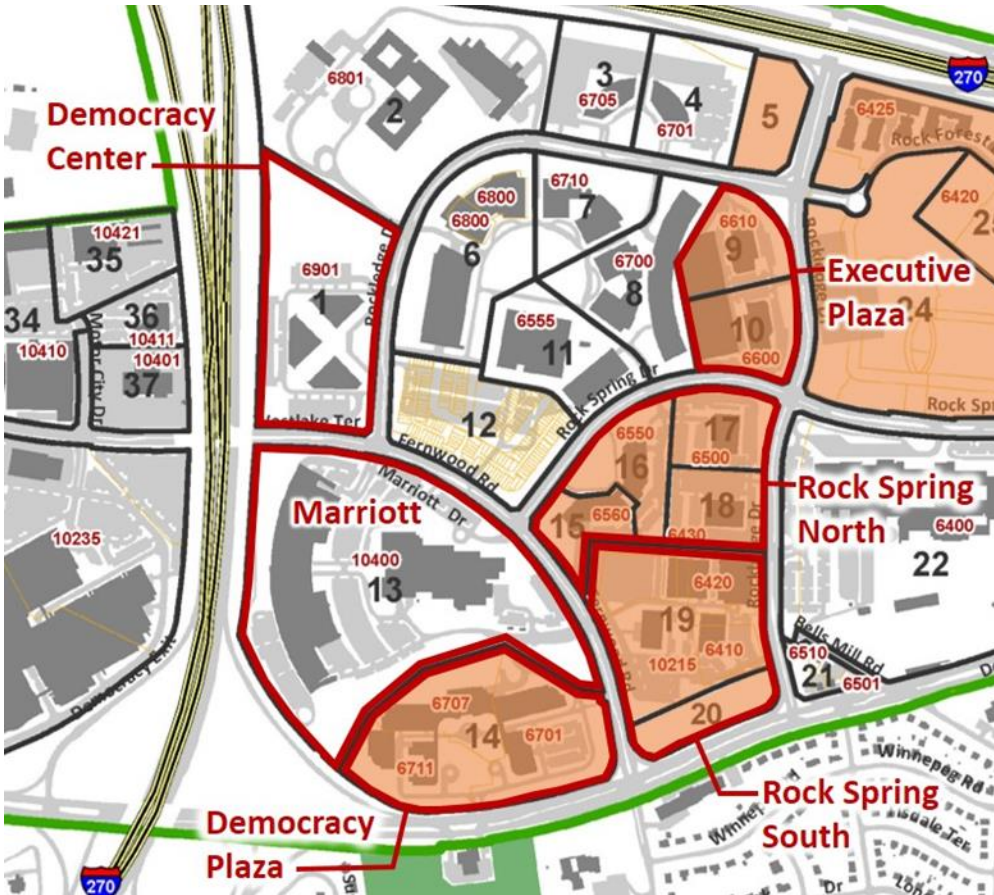
Rock Spring South 6420 Rockledge Drive (#19)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-150

Revised Zoning: CR-1.5, C-1.0, R-0.75, H-100

Potential DUs: 75



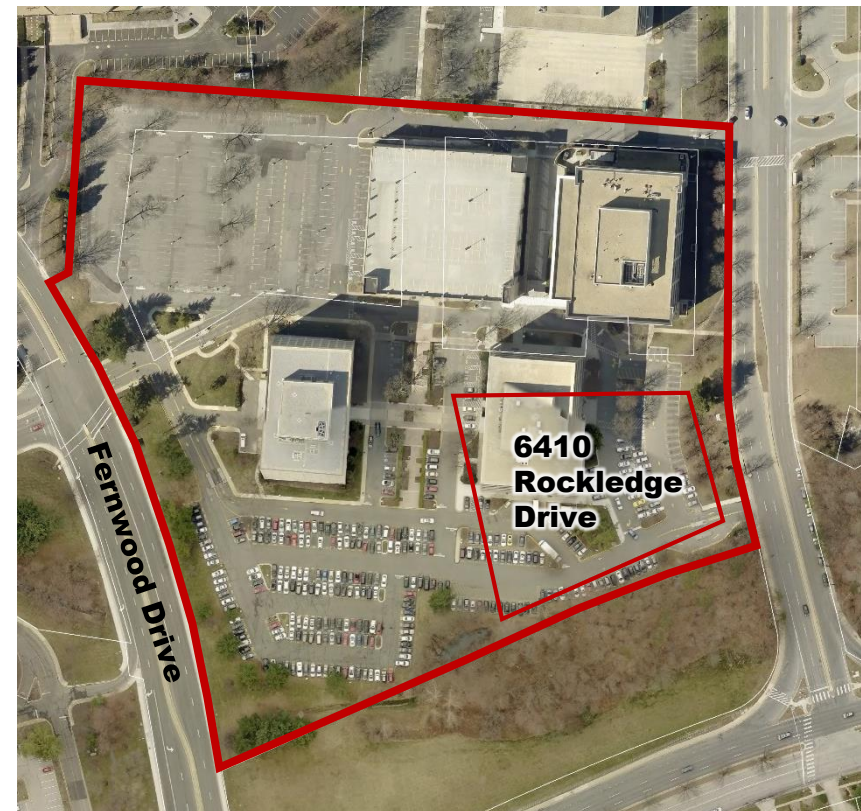
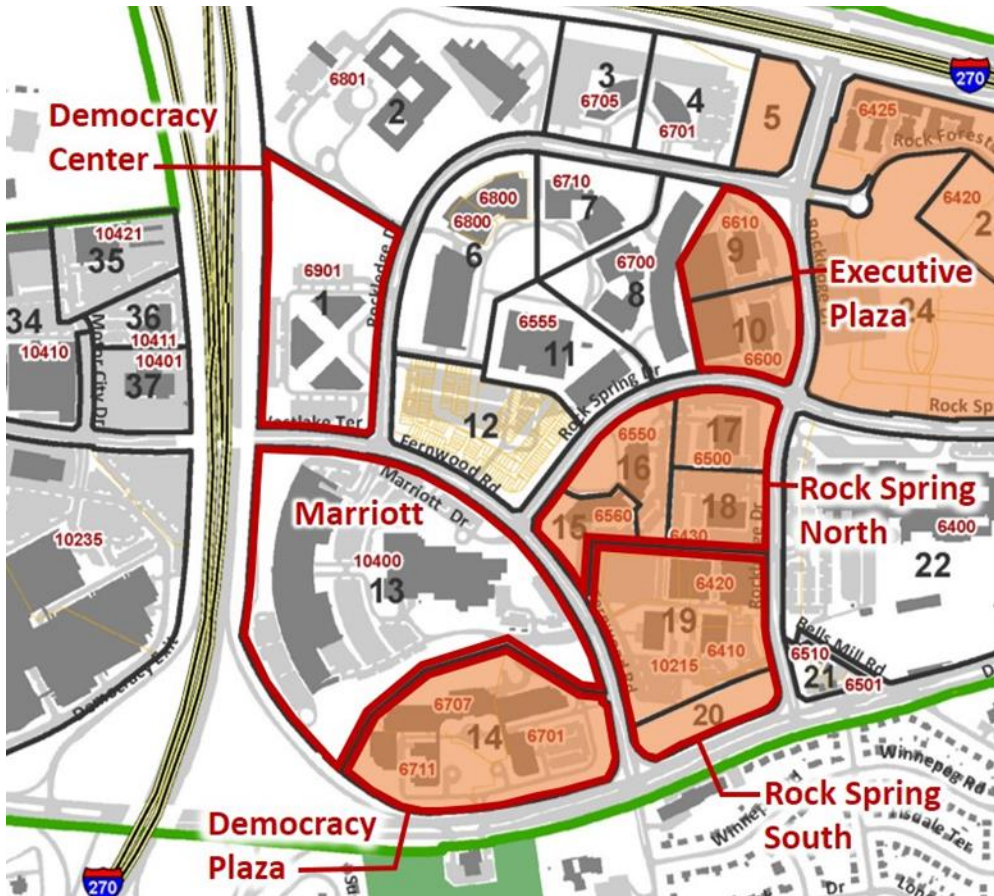
Rock Spring South 6410 Rockledge Drive (#19)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-150

Revised Zoning : CR-1.5, C-1.0, R-0.75, H-100

Potential DUs: 84



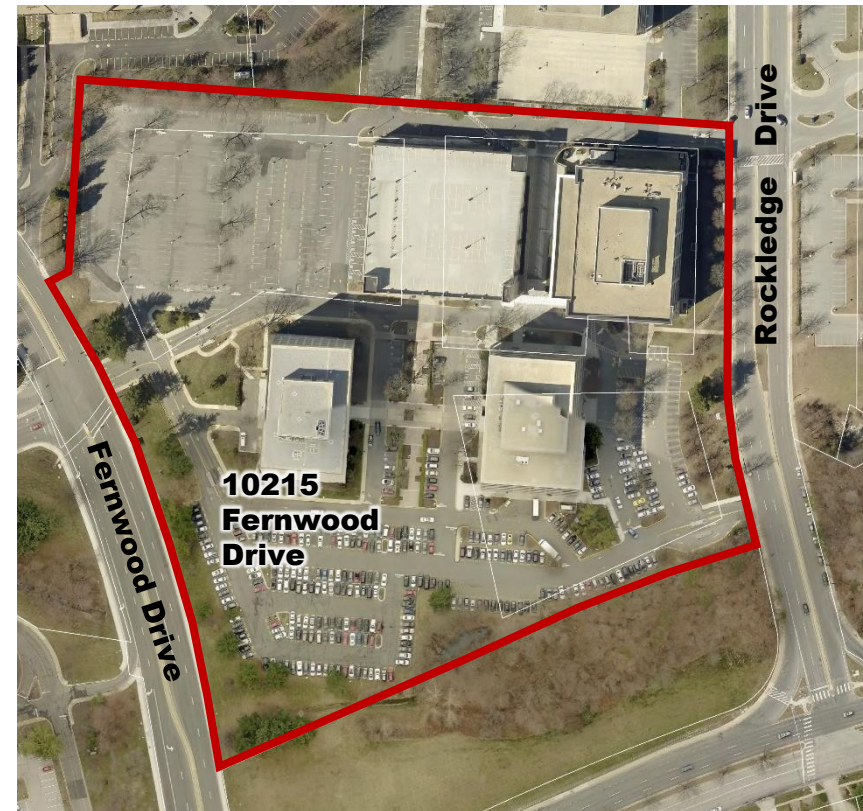
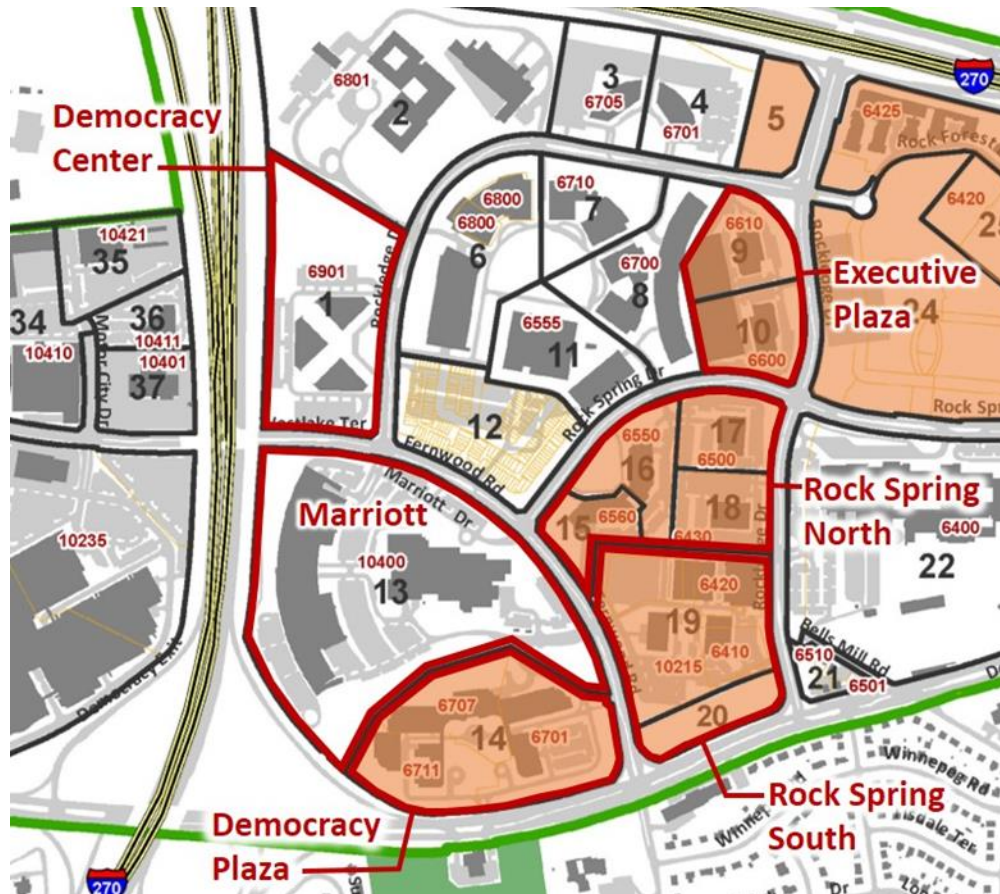
Rock Spring South 10215 Fernwood Drive (#19)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-150

Revised Zoning: CR-1.5, C-1.0, R-0.75, H-100

Potential DUs: 99



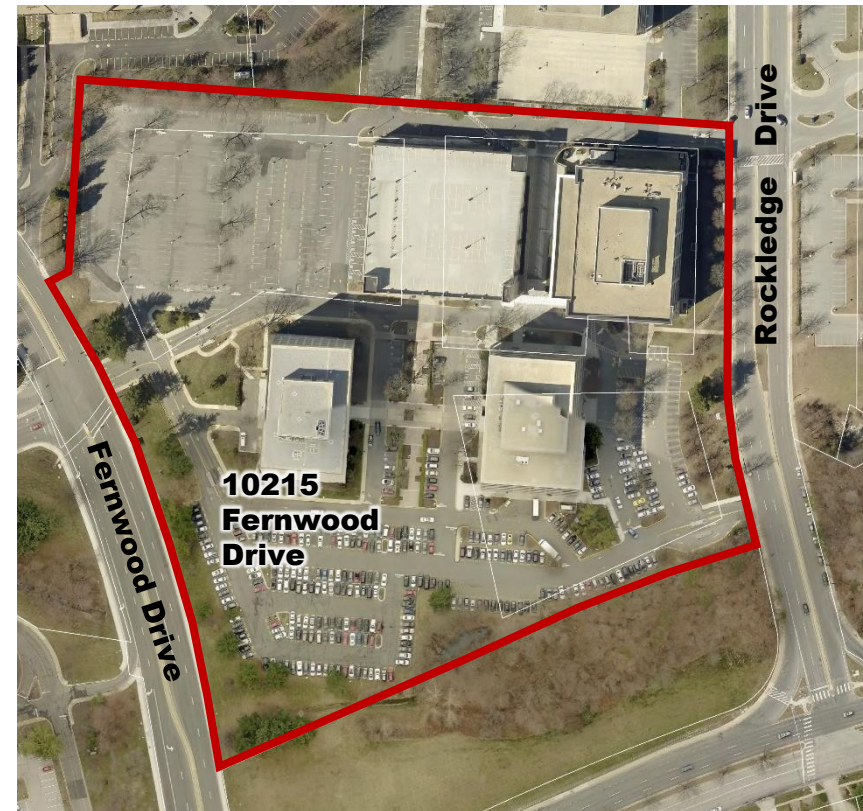
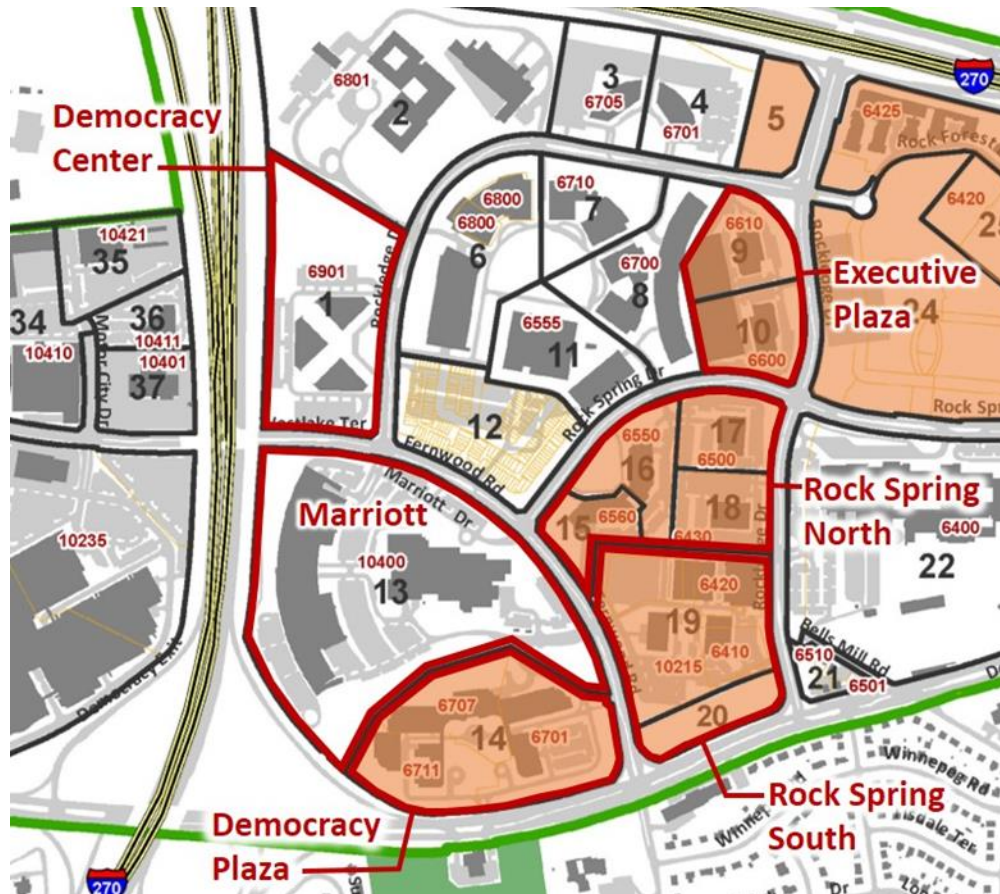
Rock Spring South Vacant Site (#20)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.0, R-2.0, H-150

Revised Zoning: **CR-1.5, C-1.0, R-0.75, H-100**

Potential DUs: **81**



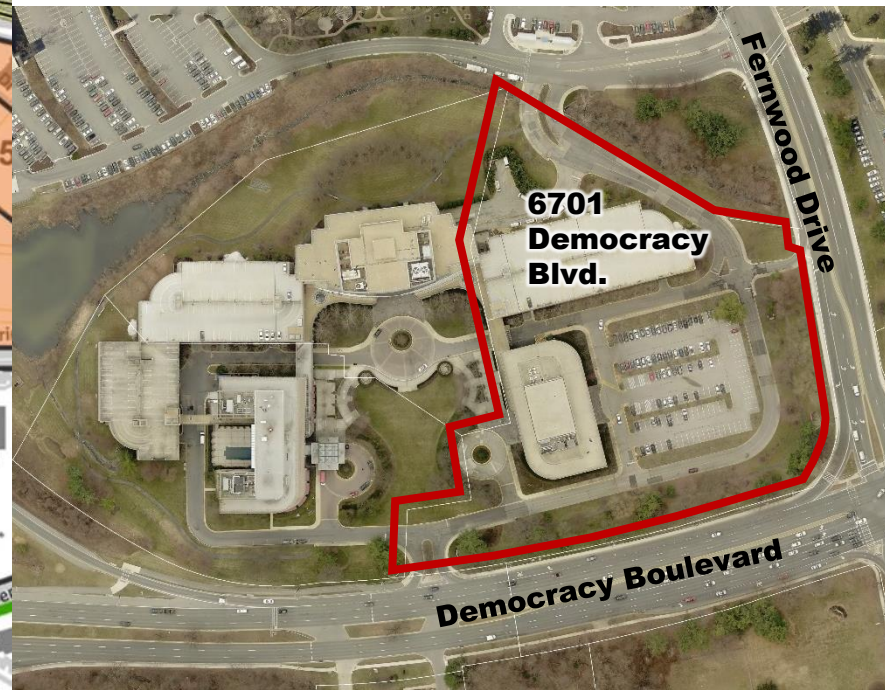
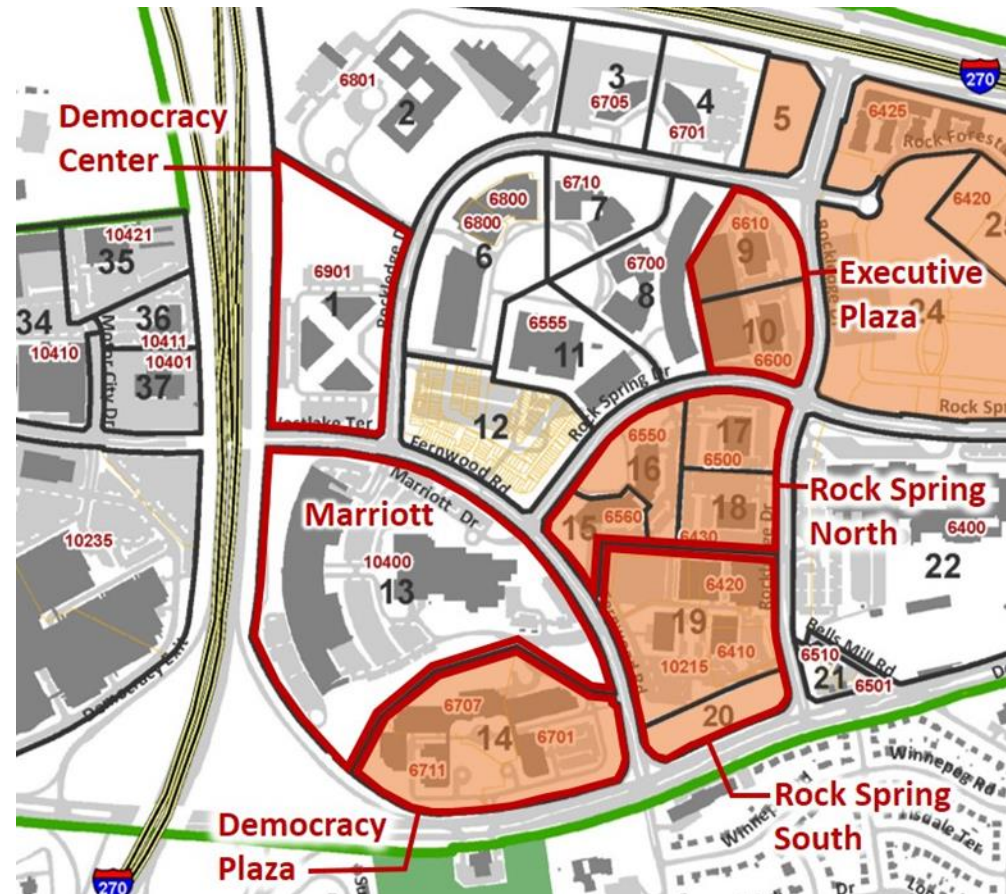
Democracy Plaza 6701 Democracy Blvd. (#14)

Existing Zoning: EOF-1.0, H-110

Owner's Request: CR-2.5, C-2.0, R-2.0, H-150

Revised Zoning: **CR-1.5, C-1.0, R-0.75, H-110**

Potential DUs: **186**



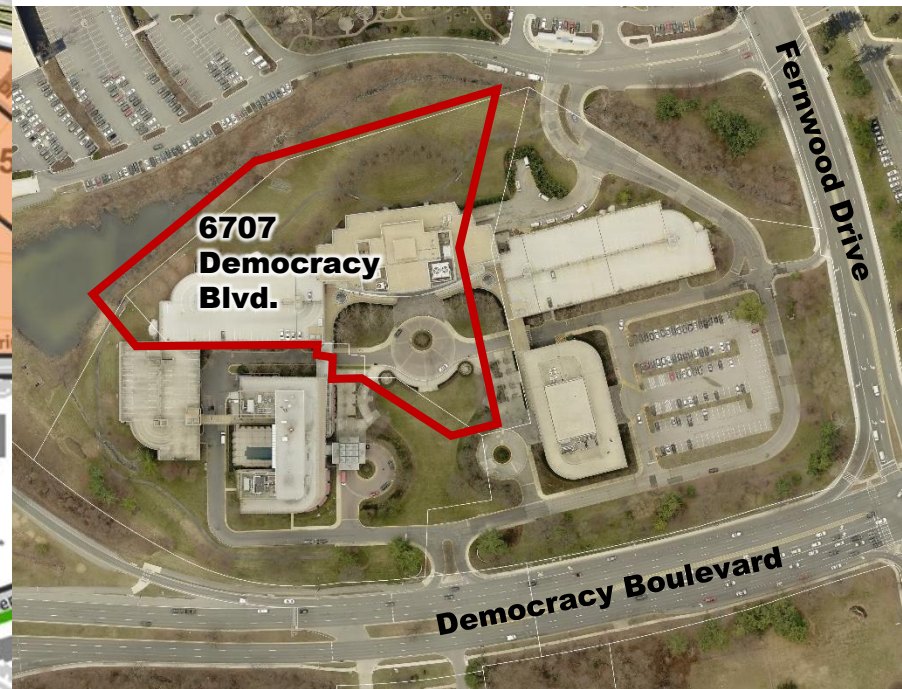
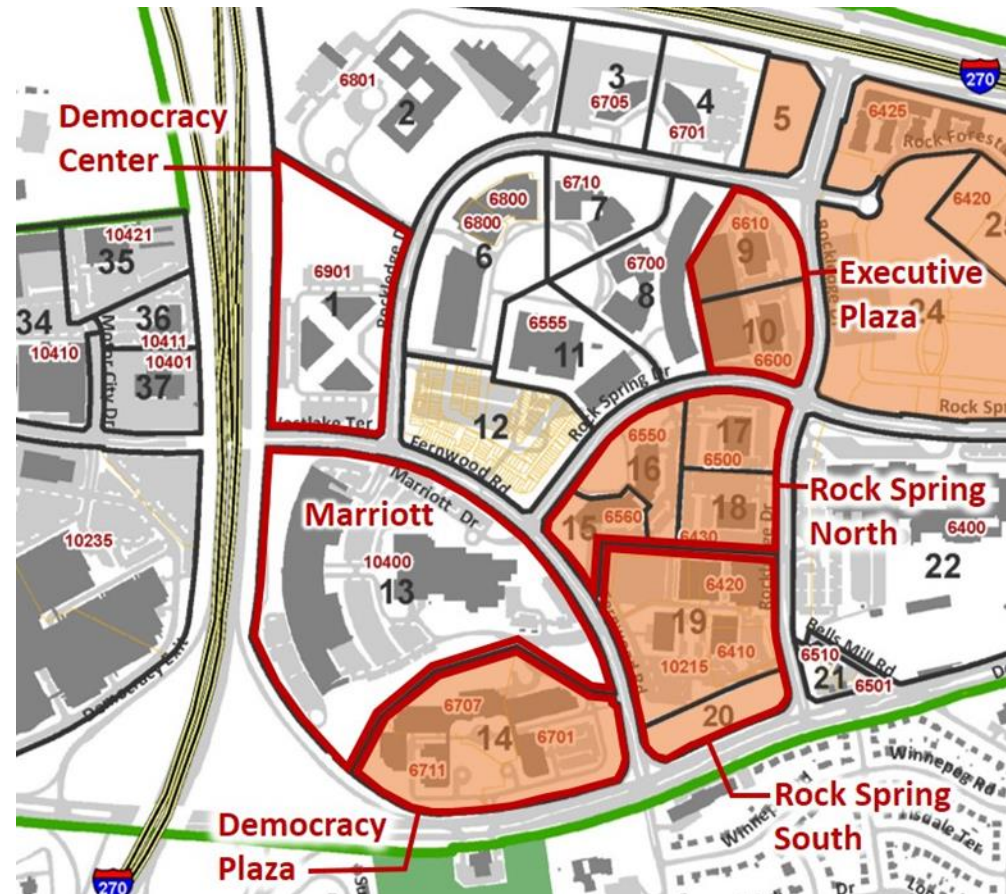
Democracy Plaza 6707 Democracy Boulevard (#14)

Existing Zoning: EOF-1.0, H-110

Owner's Request: CR-2.5, C-2.0, R-2.0, H-150

Revised Zoning: **CR-1.5, C-1.0, R-0.75, H-110**

Potential DUs: 114



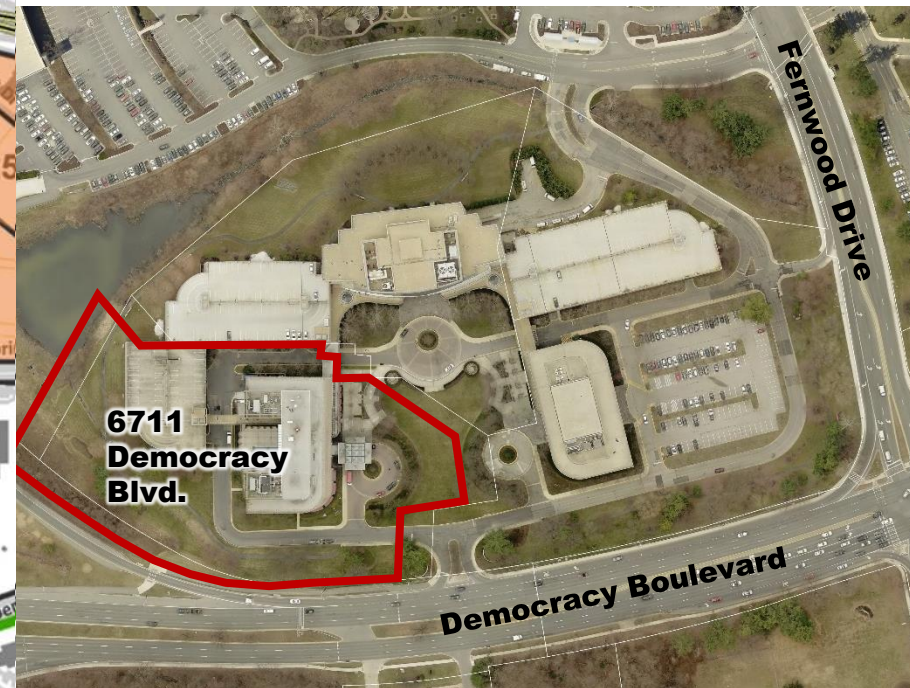
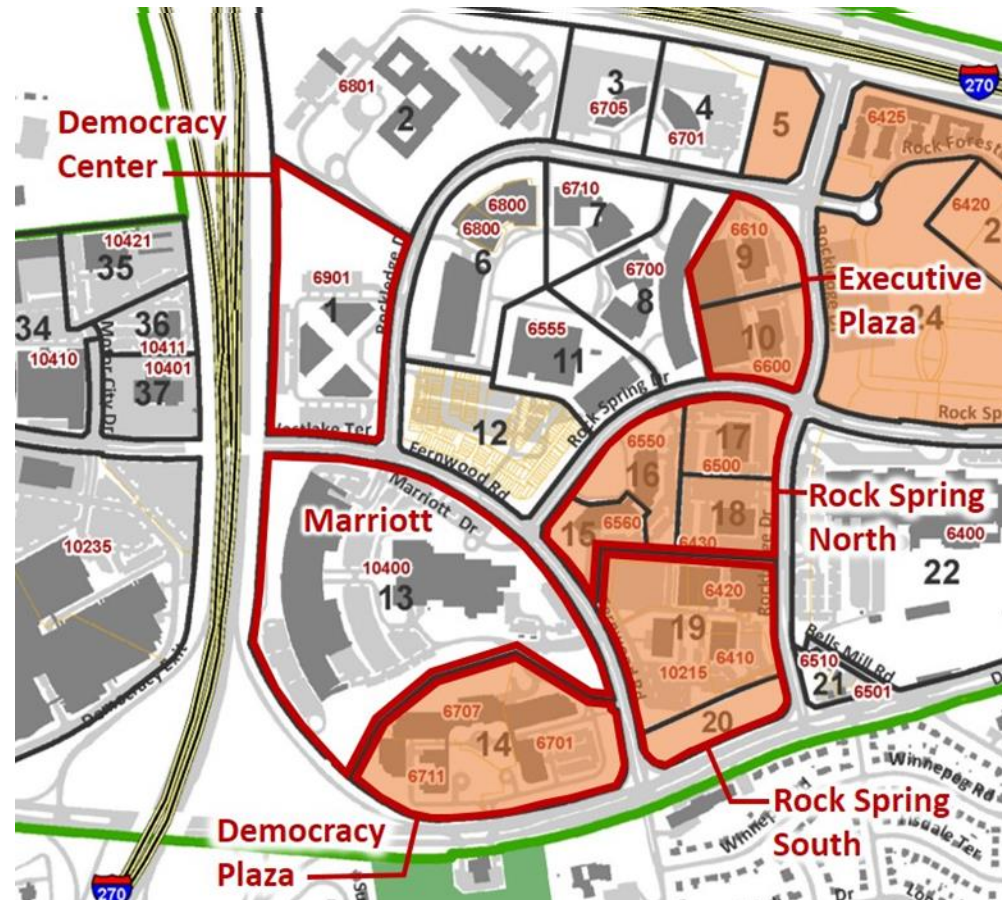
Democracy Plaza 6711 Democracy Blvd. (#14)

Existing Zoning: EOF-1.0, H-110

Owner's Request: CR-2.5, C-2.0, R-2.0, H-150

Revised Zoning: **CR-1.5, C-1.0, R-0.75, H-110**

Potential DUs: **122**



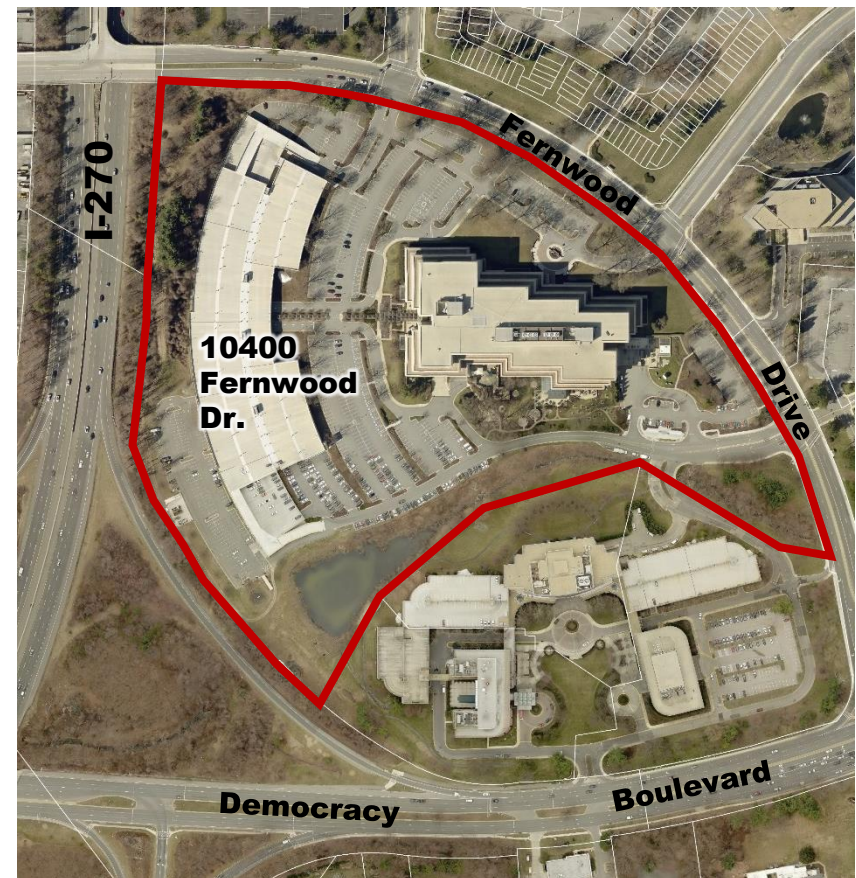
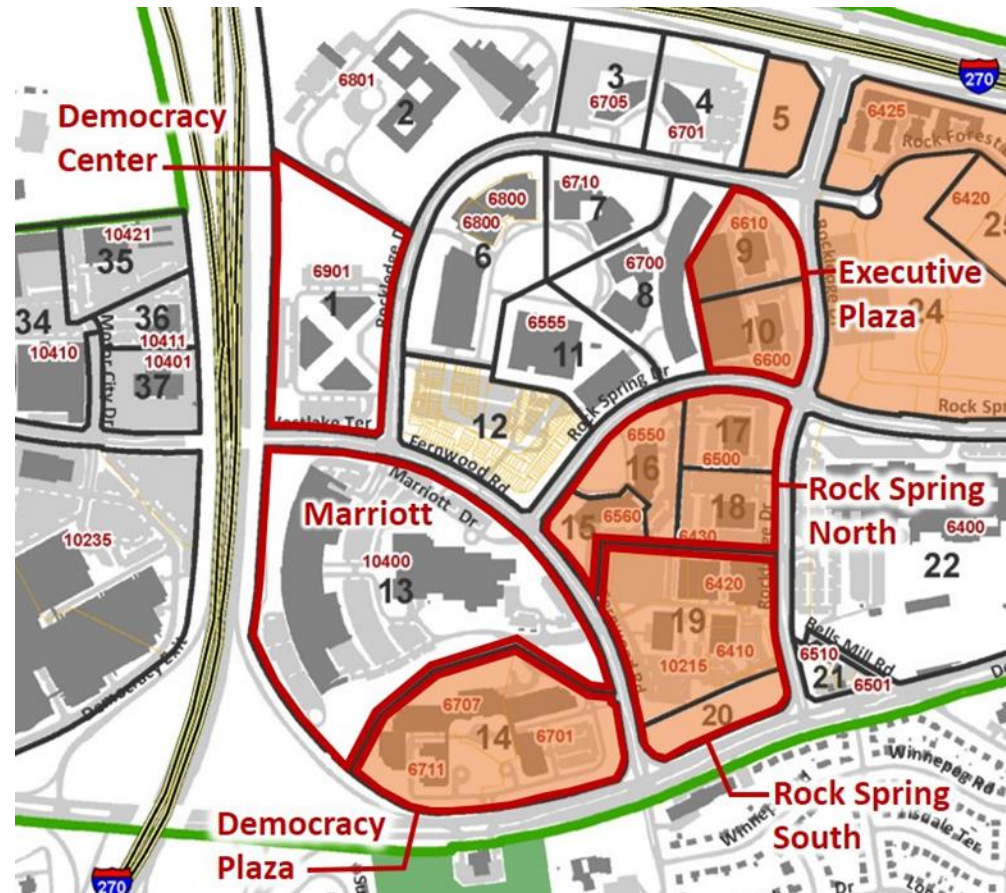
Marriott Site 10400 Fernwood Road (#13)

Existing Zoning: EOF-0.75, H-100

Owner's Request: CR-1.5, C-1.5, R-1.0, H-150 (or Modified EOF zone)

Revised Request: **CR-1.5, C-0.75, R-0.75, H-150***

Potential DUs: 879



Rock Spring Centre (#24, 25)

Existing Zoning: CR-1.5, C-0.75, R-0.75, H-275

Owner's Request: CR-2.0, C-1.5, R-1.5, H-275

Staff Response: maintain existing zoning

May 1999 - Rock Spring Centre Preliminary Plan approved by Planning Board for:

1 million SF commercial - Pipeline

1250 DUs Total

386 DUs Built

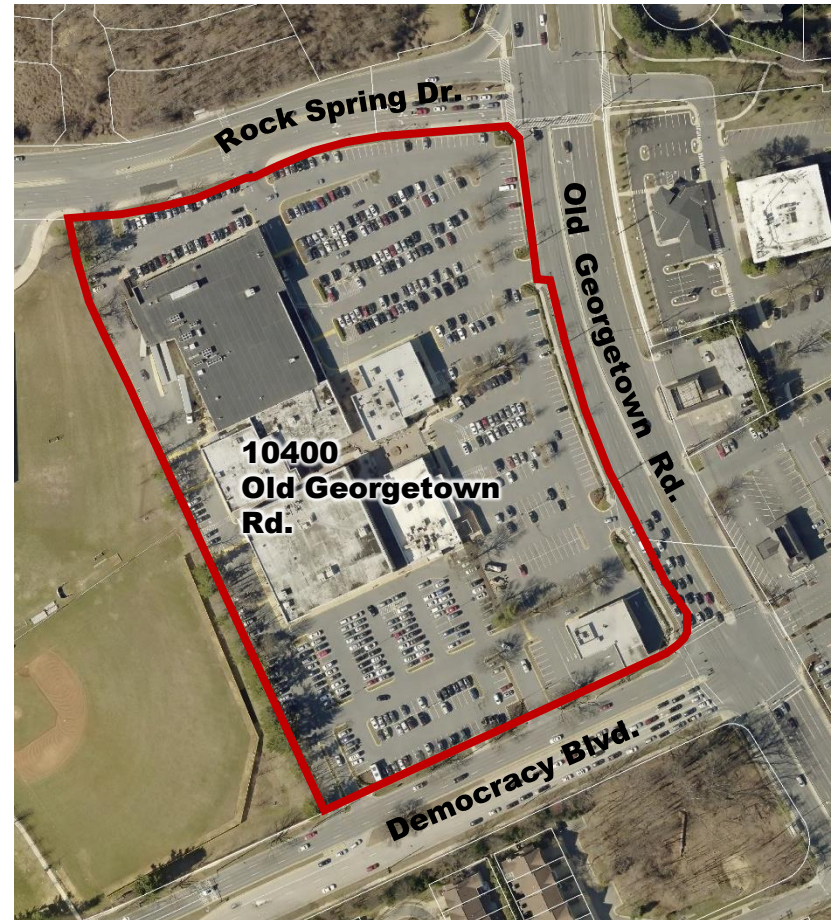
864 DUs Pipeline



Georgetown Square Shopping Center (#23)

Existing Zoning: NR-0.75, H-45
PH Draft Zoning: CRT-1.25, C-0.75, R-0.75, H-75
Owner's Request: CR-2.0, C-1.5, R-1.5, H-80
Staff Response: Maintain PH Draft zoning
Potential DUs: 268

Site Data	
Site Area	446,798/10 acres
Existing Zoning	NR-0.75, H-45
Existing FAR/Built FAR	0.75/0.27
Maximum Building SF	335,098
Existing Building SF/FAR	121,705/0.27
Unbuilt SF/FAR	213,393/0.48
Year Built	1973



Wildwood Shopping Center (#29)

Existing Zoning: NR 0.75, H-45; R-90
PH Draft Zoning: CRT 1.25,C-0.75, R-0.75, H-50
Potential DUs: 303

Site Data	
Site Area/acres	505,731/11.6 acres
Existing FAR/Built FAR	0.75/0.16
Maximum Building SF	379,298
Existing Building SF/FAR	80,539
Unbuilt SF / FAR	298,759/0.59
Year Built	1958



Montgomery Mall 7101 Democracy Blvd. (#30)

Existing Zoning: GR-1.5, H-45

PH Draft Zoning: GR-1.5, H-45

Owner's Request: Existing Zoning is fine, need a Zoning Text Amendment to revise the Regional Shopping Center Overlay zone

Staff Response: Support the ZTA

Potential DUs: 328

Site Data	
Site Area	57 acres
Existing FAR/Built FAR	1.5/0.49
Maximum Building SF	3,781,239
Existing Building SF/FAR	1,242,172/0.49
Unbuilt SF / FAR	2,539,067/1.0



