Planning Board Worksession #3: February 2, 2017

Planning Board Item #5

Area 2 Division

Nancy Sturgeon: nancy.sturgeon@montgomeryplanning.org
www.montgomeryplanning.org/community/rockspring/
Plan Boundaries
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 15, 2016</td>
<td>Worksession #1: Plan Overview, Concept Framework Place Comparisons</td>
</tr>
<tr>
<td>January 19, 2017</td>
<td>Worksession #2: Zoning options for core office park</td>
</tr>
<tr>
<td>February 2, 2017</td>
<td>Worksession #3: Revised zoning options</td>
</tr>
<tr>
<td>February 16, 2017</td>
<td>Worksession #4: Finalize zoning; Possible joint session on schools with White Flint 2 and MCPS</td>
</tr>
<tr>
<td>March 2, 2017</td>
<td>Worksession #5: Outstanding issues; wrap-up</td>
</tr>
<tr>
<td>March 16, 2017</td>
<td>Worksession #6: Approve Planning Board Draft</td>
</tr>
<tr>
<td>March 2017</td>
<td>Transmit Plan to County Executive and County Council</td>
</tr>
</tbody>
</table>
Development Character

- 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.

- 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.

- 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

<table>
<thead>
<tr>
<th>Location</th>
<th>Area</th>
<th>FAR</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bethesda</td>
<td>450 Acres</td>
<td>0.5-8.0</td>
<td>35’-290’</td>
</tr>
<tr>
<td>Silver Spring</td>
<td>265 Acres</td>
<td>1.0-8.0</td>
<td>50’-200’</td>
</tr>
<tr>
<td>Wheaton</td>
<td>484 Acres</td>
<td>1.0-6.0</td>
<td>45’-250’</td>
</tr>
<tr>
<td>White Flint</td>
<td>430 Acres</td>
<td>0.5-4.0</td>
<td>50’-300’</td>
</tr>
<tr>
<td>Twinbrook</td>
<td>154 Acres</td>
<td>1.0-2.0</td>
<td>50’-145’</td>
</tr>
<tr>
<td>Glenmont</td>
<td>711 Acres</td>
<td>1.5-3.0</td>
<td>45’-120’</td>
</tr>
<tr>
<td>Rock Spring</td>
<td>535 Acres</td>
<td>0.5-1.5</td>
<td>35’-150’</td>
</tr>
<tr>
<td>Park Potomac</td>
<td>54 Acres</td>
<td>&gt;1.0</td>
<td>100’</td>
</tr>
<tr>
<td>Mosaic</td>
<td>31.3 Acres</td>
<td>1.39</td>
<td>115’</td>
</tr>
</tbody>
</table>
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%)
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 2 miles of Rock Spring, there are 4,772 multi-family units within the development pipeline
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

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

<table>
<thead>
<tr>
<th>Map #</th>
<th>Property</th>
<th>DUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Berkshires</td>
<td>386</td>
</tr>
<tr>
<td>12</td>
<td>EYA</td>
<td>168</td>
</tr>
<tr>
<td>37</td>
<td>Ourisman</td>
<td>340</td>
</tr>
<tr>
<td>27</td>
<td>Aubinoe</td>
<td>58</td>
</tr>
<tr>
<td>24-25</td>
<td>RS Centre</td>
<td>864</td>
</tr>
<tr>
<td></td>
<td>Total Existing &amp; Pipeline</td>
<td>1861</td>
</tr>
</tbody>
</table>
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

5,391

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: $3,575 \quad 75\% = 2,681$
Existing & Pipeline: $1,816 \quad 1,816$

Modeled (Traffic & Schools)
Potential New DUs: 2,387
Existing and Pipeline: 1,816

5,391 4,497
Revised Zoning
Existing and Revised Zoning

Existing Zoning

Revised/Proposed Zoning

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

Commercial Residential Town
CRT 0.75, C-0.75, R-0.25, H-35'
CRT 1.25, C-0.5, R-0.75, H-50'
CRT 2.25, C-1.5, R-0.75, H-75'
CRT 2.5, C-1.5, R-2.0, H-75'
CR 1.5, C-1.5, R-0.75, H-100'

Employment Office
EOF 0.5, H-60'
EOF 0.75, H-100'

EOF 1.0, H-100'
EOF 1.25, H-100'
EOF 1.25, H-150'
EOF 1.5, H-75'
EOF 1.5, H-100'

Rock Spring Master Plan Boundary
R-90 One-Family Detached Residential
THD Townhouse High Density
General Retail
GR 1.5, H-45'
Commercial Residential
CR 1.5, C-0.75, R-0.75, H-275'
CR 1.5, C-1.0, R-0.75, H-100'
CR 1.5, C-1.5, R-0.75, H-75'
CR 1.5, C-1.5, R-0.75, H-100'

Employment Office
EOF 0.5, H-60'
EOF 1.0, H-100'
EOF 1.25, H-150'
EOF 2.25, C-1.5, R-0.75, H-75'
EOF 2.5, C-1.5, R-2.0, H-75'
EOF 2.5, C-1.5, R-0.75, H-100'
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
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

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

<table>
<thead>
<tr>
<th>Site Area/acres</th>
<th>505,731/11.6 acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing FAR/Built FAR</td>
<td>0.75/0.16</td>
</tr>
<tr>
<td>Maximum Building SF</td>
<td>379,298</td>
</tr>
<tr>
<td>Existing Building SF/FAR</td>
<td>80,539</td>
</tr>
<tr>
<td>Unbuilt SF / FAR</td>
<td>298,759/0.59</td>
</tr>
<tr>
<td>Year Built</td>
<td>1958</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Site Data</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Area</td>
<td>57 acres</td>
</tr>
<tr>
<td>Existing FAR/Built FAR</td>
<td>1.5/0.49</td>
</tr>
<tr>
<td>Maximum Building SF</td>
<td>3,781,239</td>
</tr>
<tr>
<td>Existing Building SF/FAR</td>
<td>1,242,172/0.49</td>
</tr>
<tr>
<td>Unbuilt SF / FAR</td>
<td>2,539,067/1.0</td>
</tr>
</tbody>
</table>
Properties owned by Camalier Davis (116 acres)