

# ReImagine Rock Spring

## MASTER PLAN

### ROCK SPRING MASTER PLAN

Planning Board Worksession #5: March 2, 2017

#### Planning Board Item #6

Area 2 Division

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THE MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION





# Rock Spring Worksession Schedule

Date	Topic
December 15, 2016	Worksession #1: Plan Overview, Concept Framework
January 19, 2017	Worksession #2: Zoning options for core office park
February 2, 2017	Worksession #3: Revised zoning options
February 16, 2017	Worksession #4: Joint session with WF2 and MCPS
March 2, 2017	Worksession #5: Confirm/finalize zoning; wrap-up issues
March 16, 2017	Worksession #6: Review Text Changes
March 30, 2017	Worksession #7: Review Planning Board Draft; Approve to Transmit

# Worksession #5: Overview

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Our approach is not to incentivize residential in order to demolish office buildings, but to sustain, fortify, and enhance Rock Spring by adding some residential uses to create a more vibrant, interesting, marketable location.

At worksession #3 on February 2, based on Planning Board direction, staff revised zoning options as follows:

CR zone for properties along the central spine:

- 1.5 FAR overall density
- 0.75 FAR residential density
- commercial density based on existing EOF zone
- keep densities at amounts that were modeled (high scenario)

Today:

- Confirm and finalize zoning recommendations for all properties
- Westfield Montgomery Mall – Zoning Text Amendment and requested text changes



# Rock Spring Advantages

- Corporate headquarters space and nationally prominent tenants
  - (e.g. Host Hotels, Lockheed, Coventry Health)
- Strong medical-user office market
- Recent leasing activity
  - Total Wine & More (100,000+ SF)
  - NIH consolidation (630,000 SF)
  - Host Hotels renewed lease
- 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

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- 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 two miles of Rock Spring, there are 4,772 multi-family units within the development pipeline

# 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

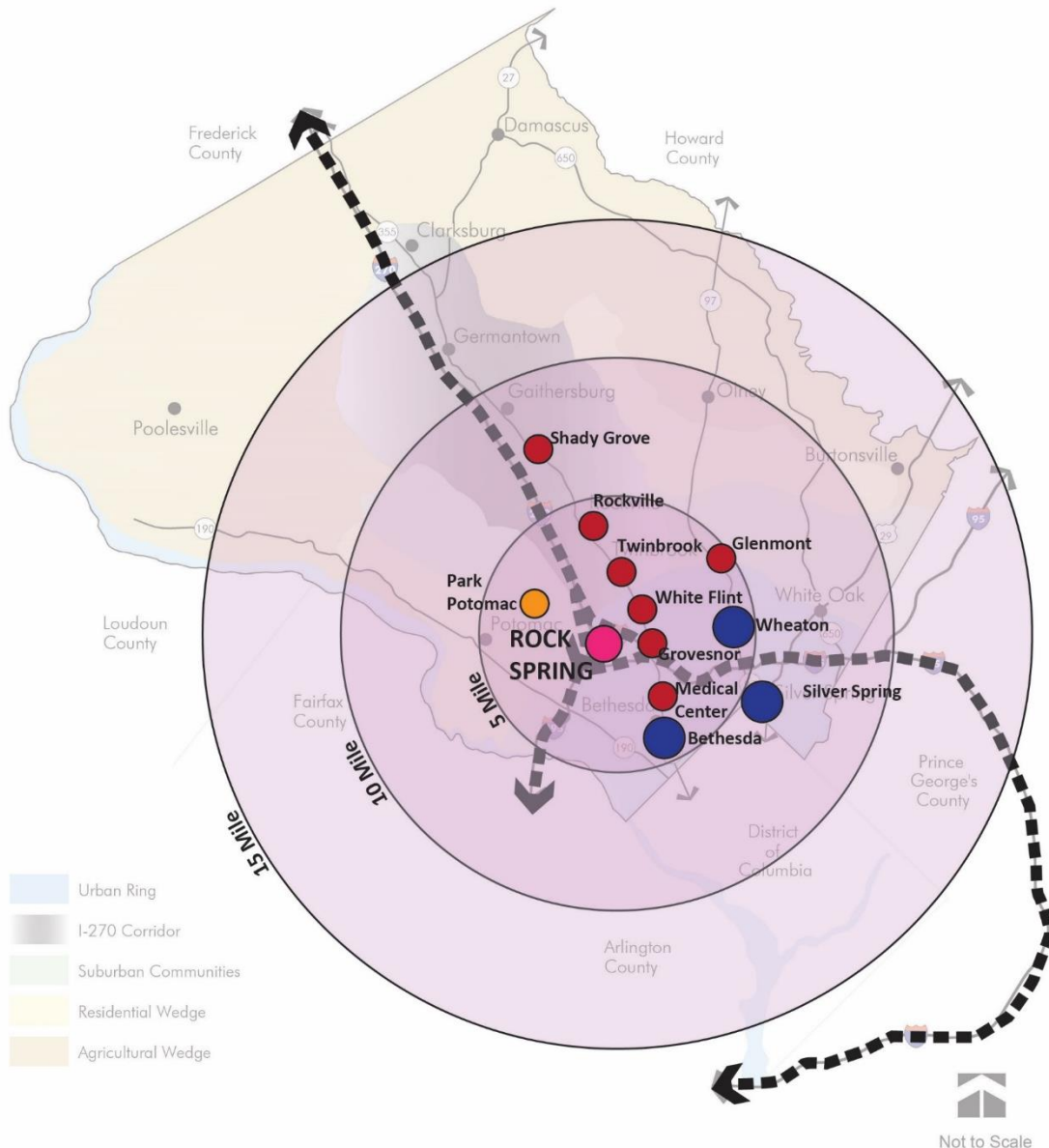
864 DUs in pipeline

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)

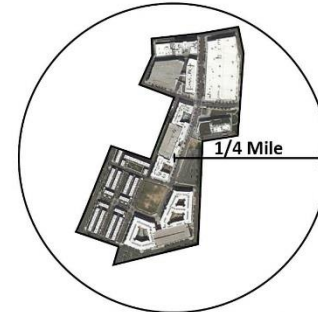
- Low- and Mid-rise buildings
- Fewer amenities (parks, parking structures, neighborhood retail and services)



# Rock Spring Scale Comparison: Non Metro Non CBDs

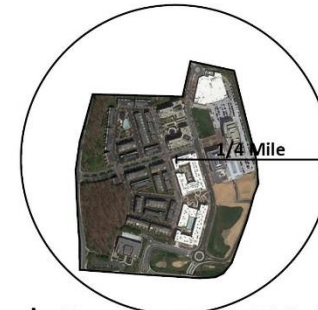


Rock Spring Master Plan Area: 535 Ac



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



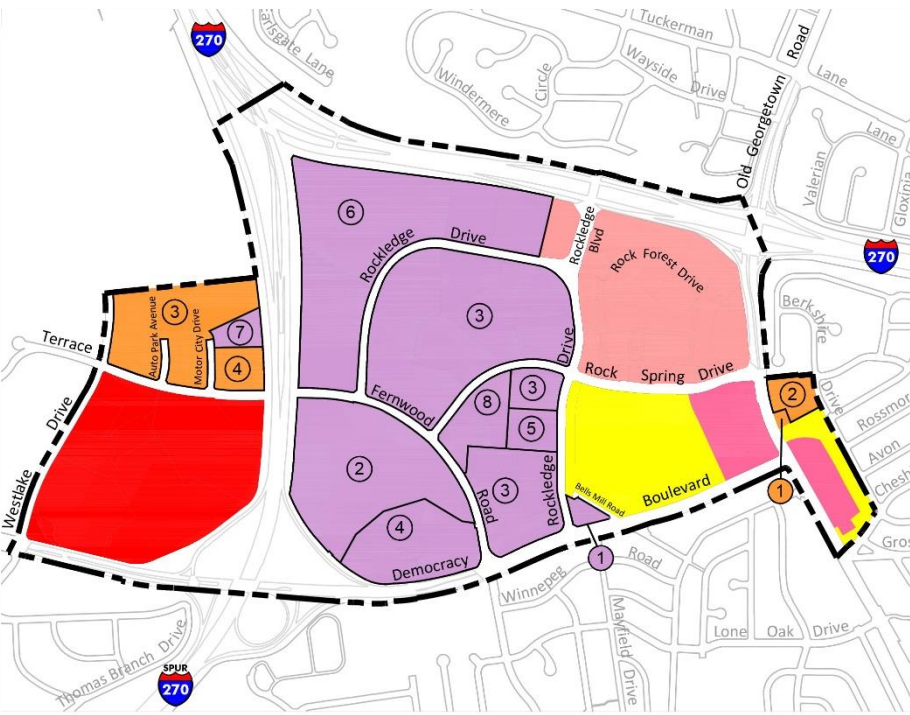
- 54 Acres
- < 1.0 FAR
- Max. Ht: 100'
- 600 Units
- 2.0 Million SF





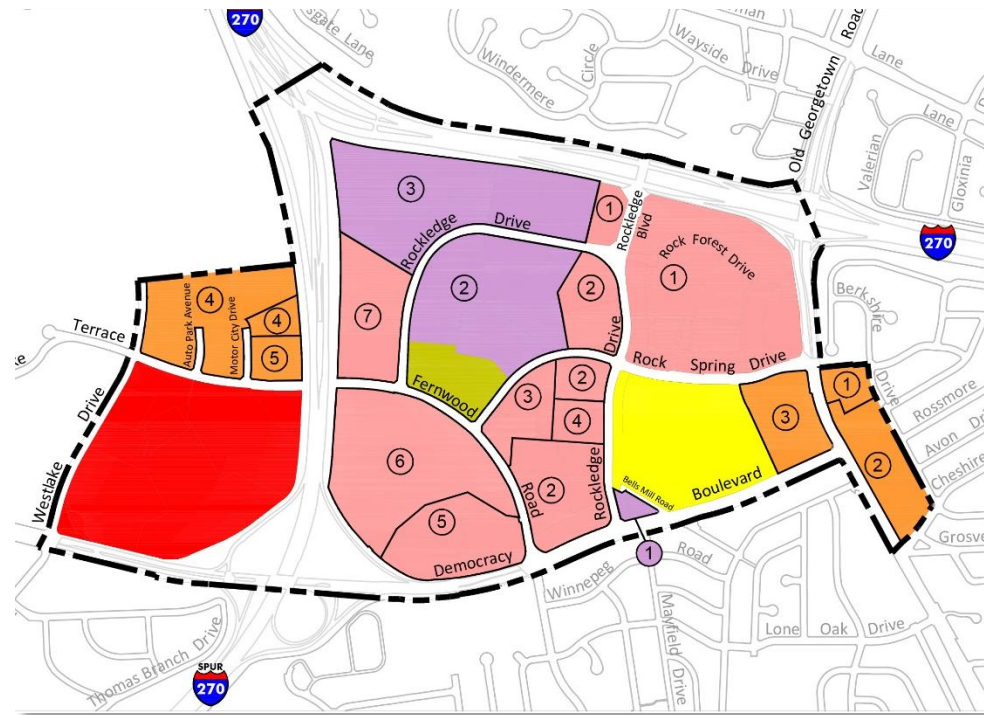
# Existing and Revised Zoning

## 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'

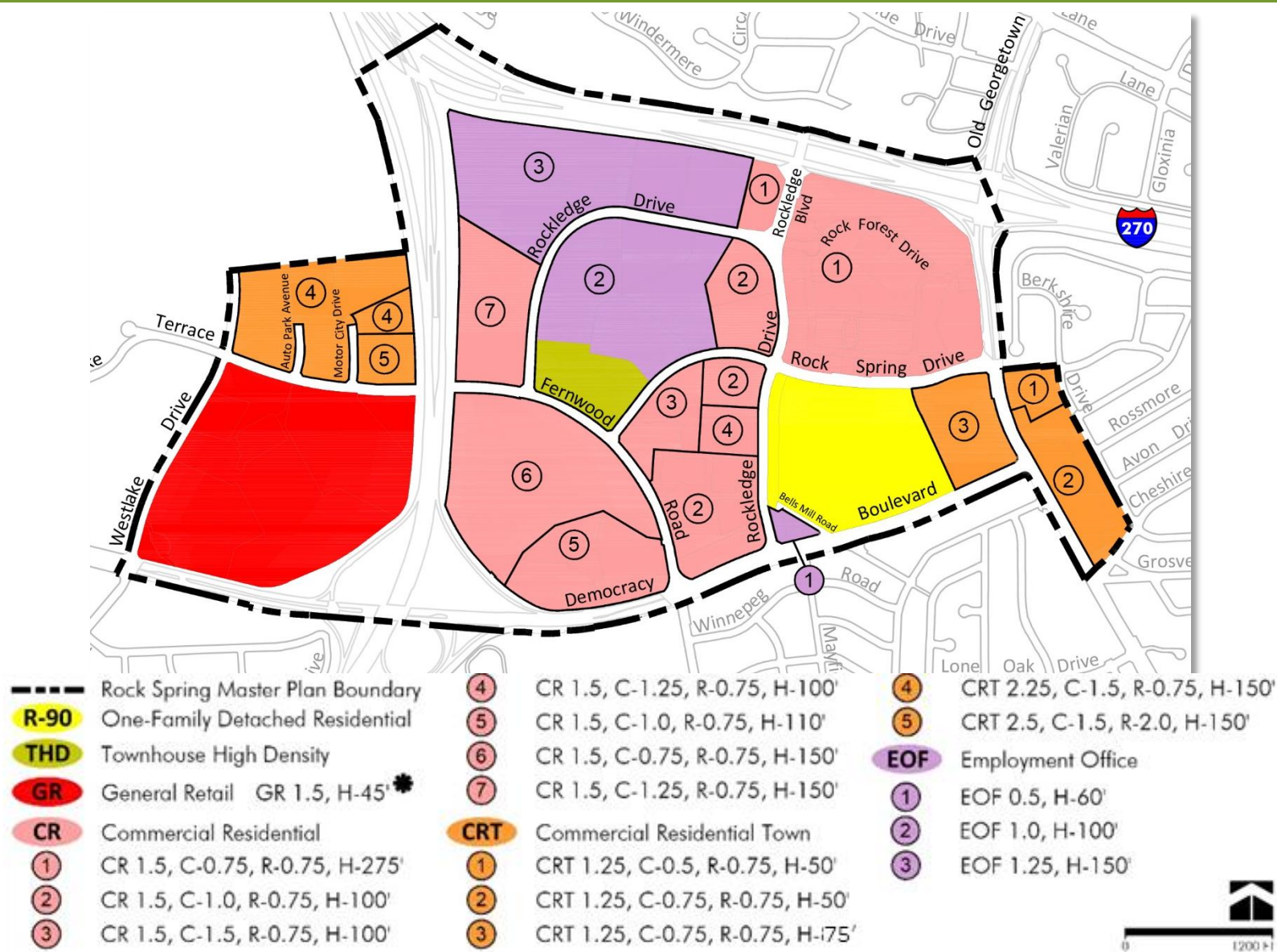
## Revised/Proposed Zoning



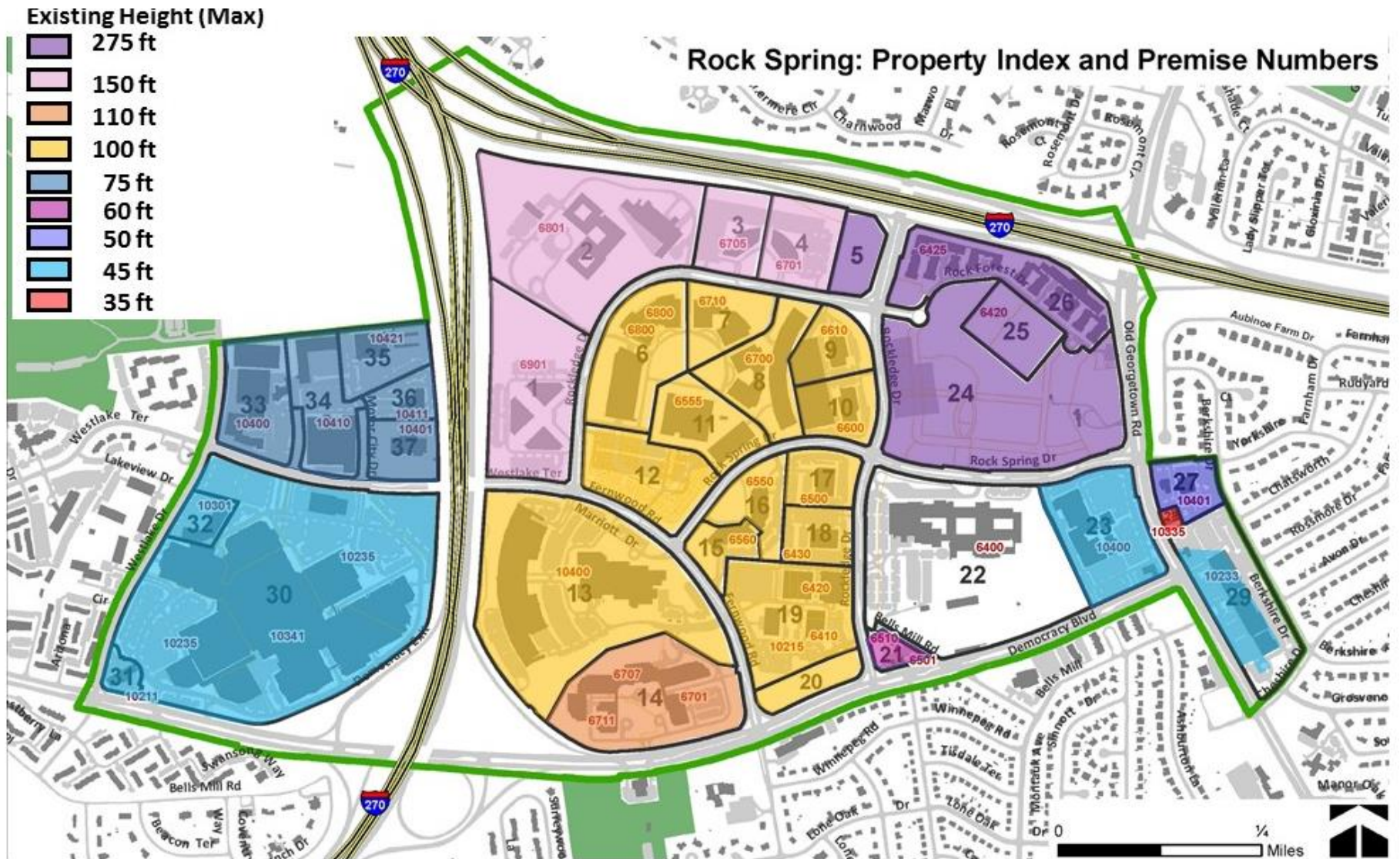
- Rock Spring Master Plan Boundary
  - R-90 One-Family Detached Residential
  - THD Townhouse High Density
  - GR General Retail GR 1.5, H-45'\*
  - CR Commercial Residential
    - 1 CR 1.5, C-0.75, R-0.75, H-275'
    - 2 CR 1.5, C-1.0, R-0.75, H-100'
    - 3 CR 1.5, C-1.5, R-0.75, H-100'
  - CRT Commercial 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'
  - EOF Employment Office
    - 1 EOF 0.5, H-60'
    - 2 EOF 1.0, H-100'
    - 3 EOF 1.25, H-150'
    - 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
    - 4 CRT 2.25, C-1.5, R-0.75, H-150'
    - 5 CRT 2.5, C-1.5, R-2.0, H-150'
- \* Regional Shopping Center Overlay Zone applies; building height may be increased.



# Revised Zoning



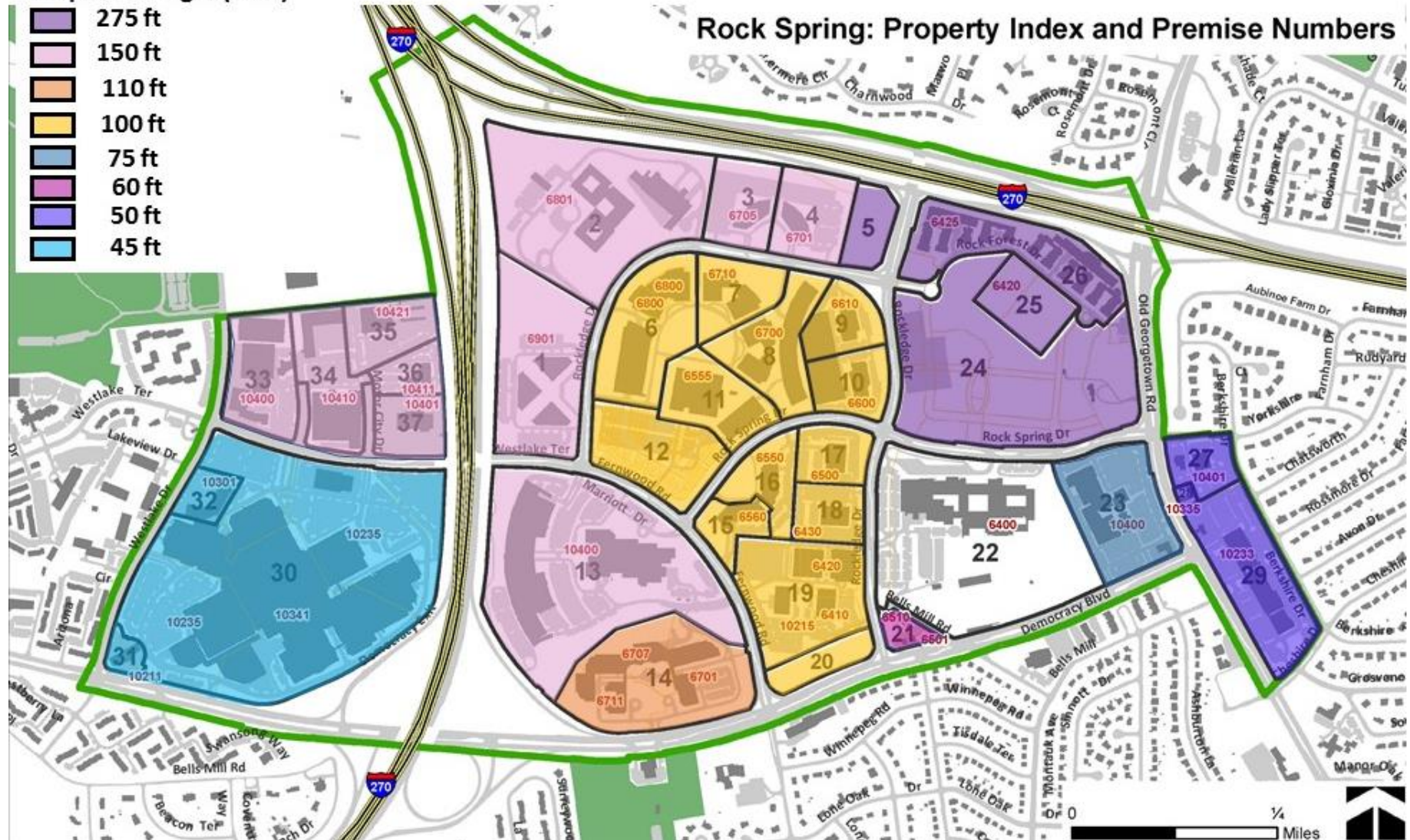
# Existing Heights





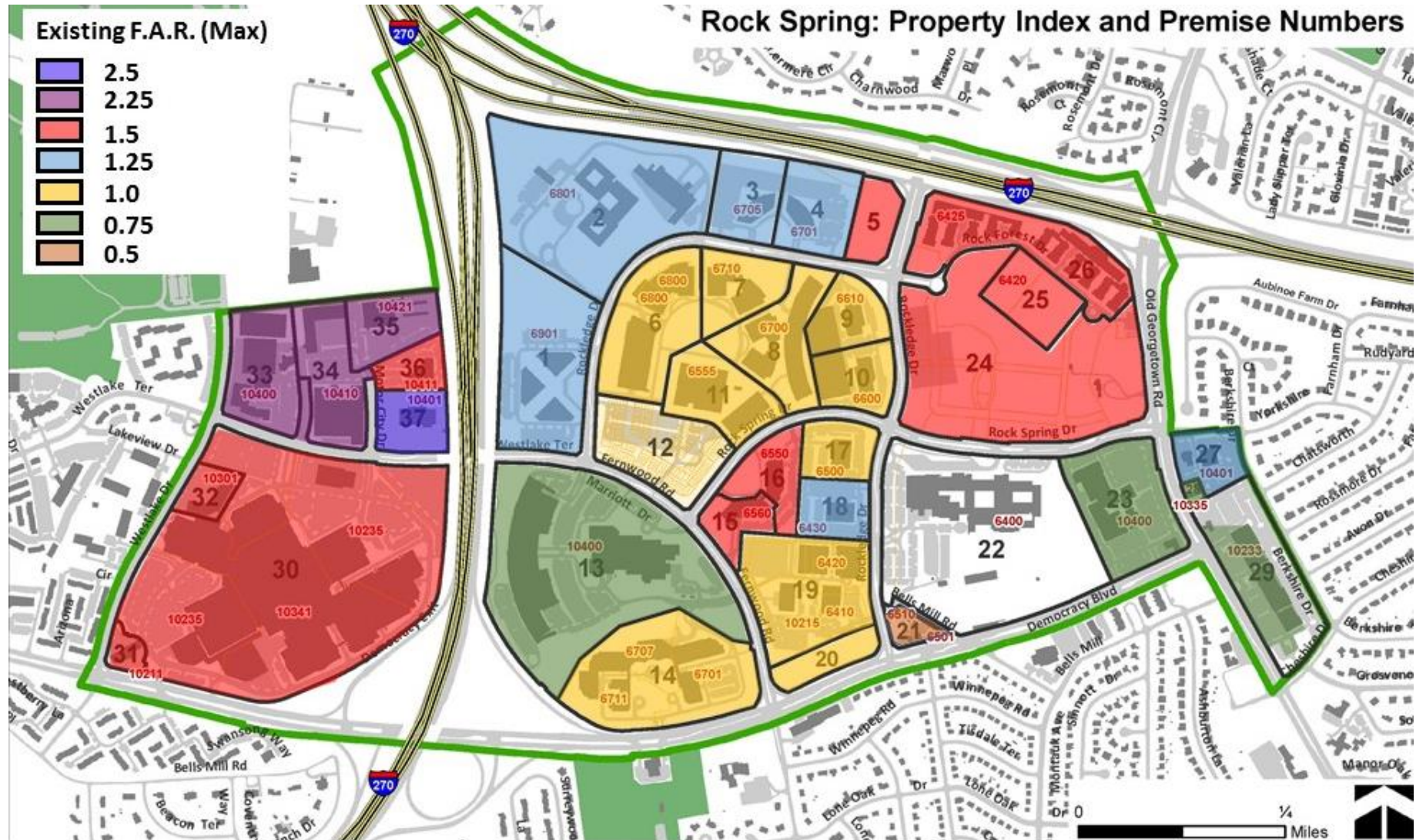
# Proposed Heights

## Proposed Height (Max)



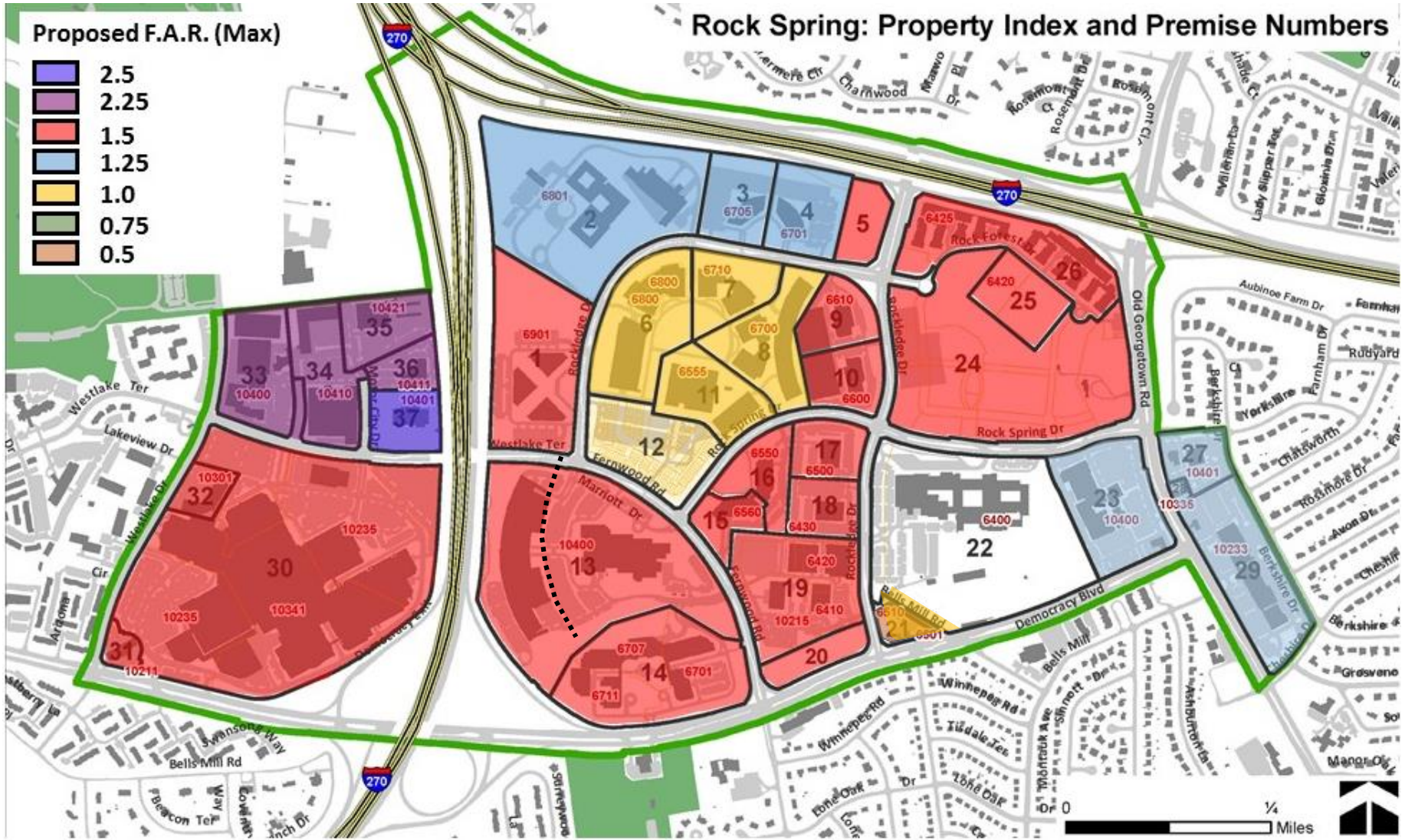


# Existing FAR





# Proposed FAR



# Montgomery Mall 7101 Democracy Blvd.

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

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





# Montgomery Mall 7101 Democracy Blvd.

Revise the Regional Shopping Center (RSC) Overlay Zone to clarify that residential uses are allowed and allow additional height (up to 150 feet) in the overlay zone to accommodate development of multi-family residential buildings.



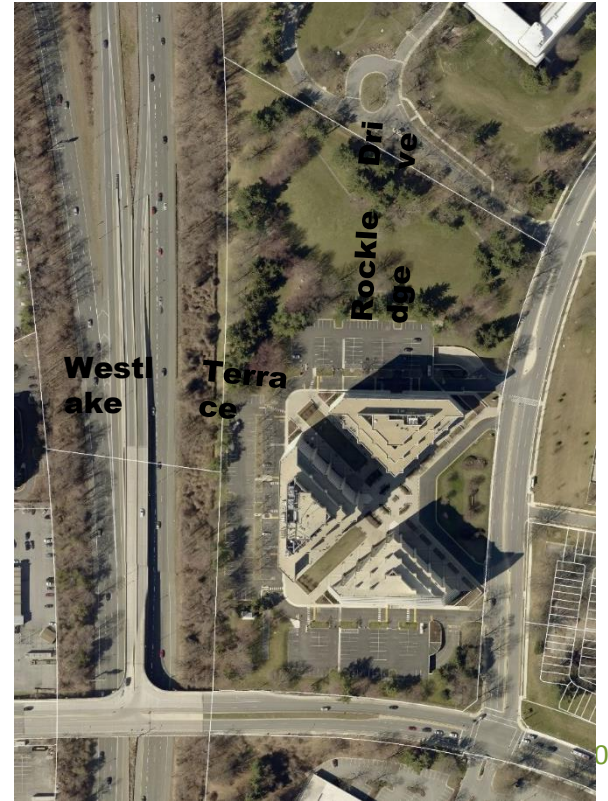
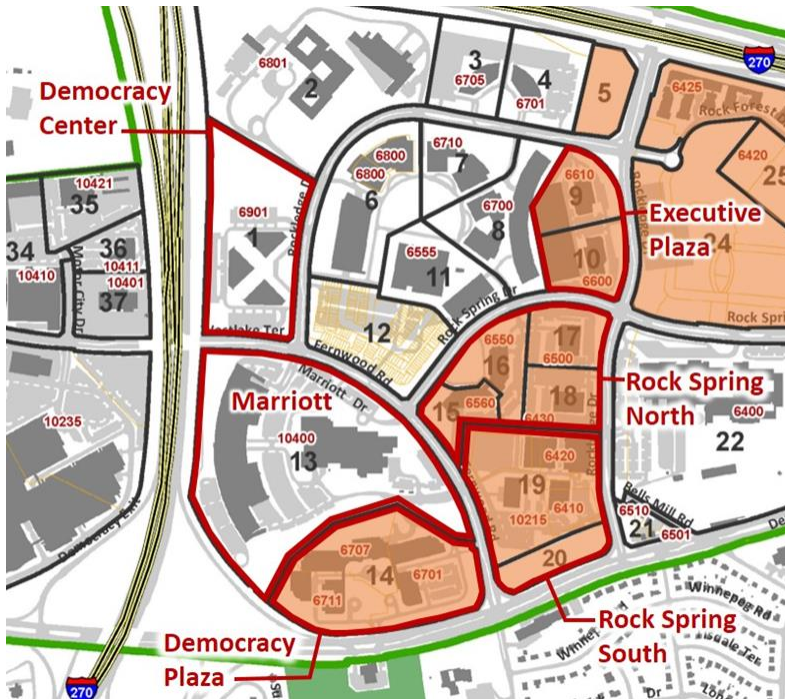
Democracy Center 6901 Rockledge Drive (#1)

Page 49 – Staff recommends removing the following text:

*Although this property is privately owned, if the owner concurred, the Plan would encourage public access to this open space given the nearby residential development under construction at the EYA property; it is anticipated that residents may use this open space for recreation and dog walking.*

Page 49 - Staff recommends editing the last bullet on the page, as follows:

*Should the existing structures on the site be razed and the property redeveloped, all or a substantial portion of the open space could be considered for parkland, either through dedication, or acquisition by the Department of Parks.*



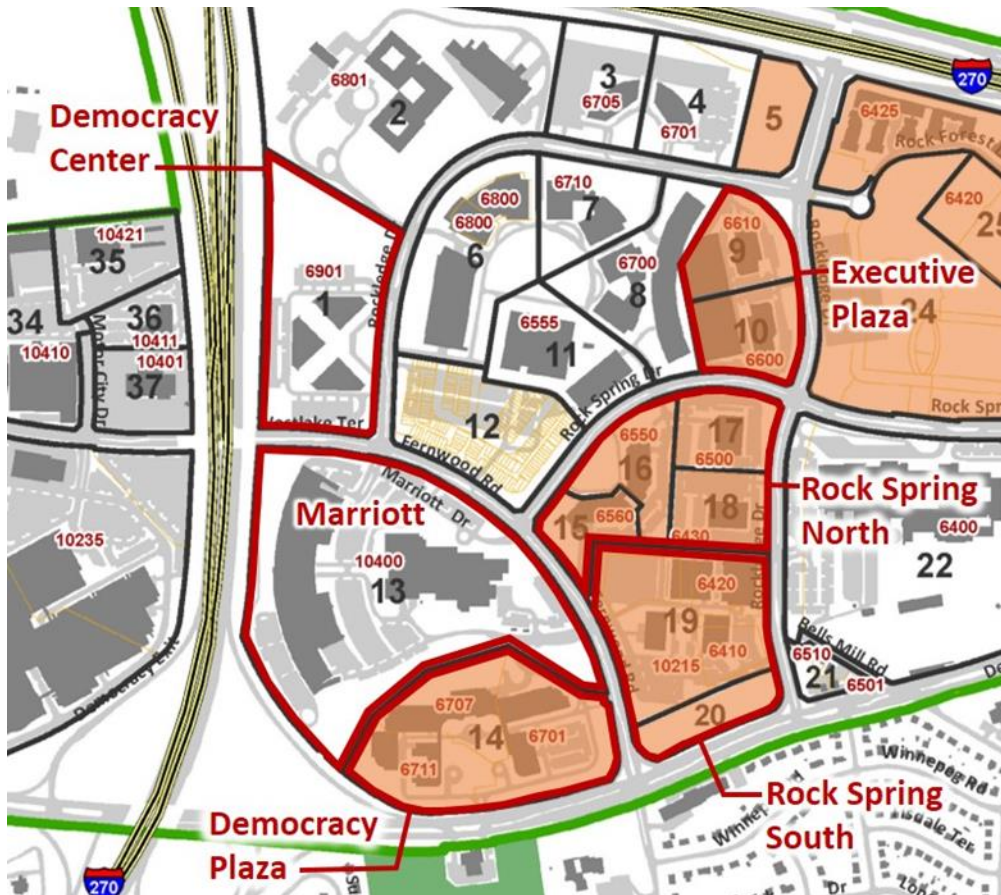


# Democracy Center 6901 Rockledge Drive (#1)

Existing Zoning: EOF-1.25, H-150

Owner's Request: CR-2.0, C-1.25, R-1.25, H-200 (conditioned on open space being dedicated as parkland)

Revised Zoning: **CR-1.5, C-1.25, R-0.75, H-150** Potential DUs: 400

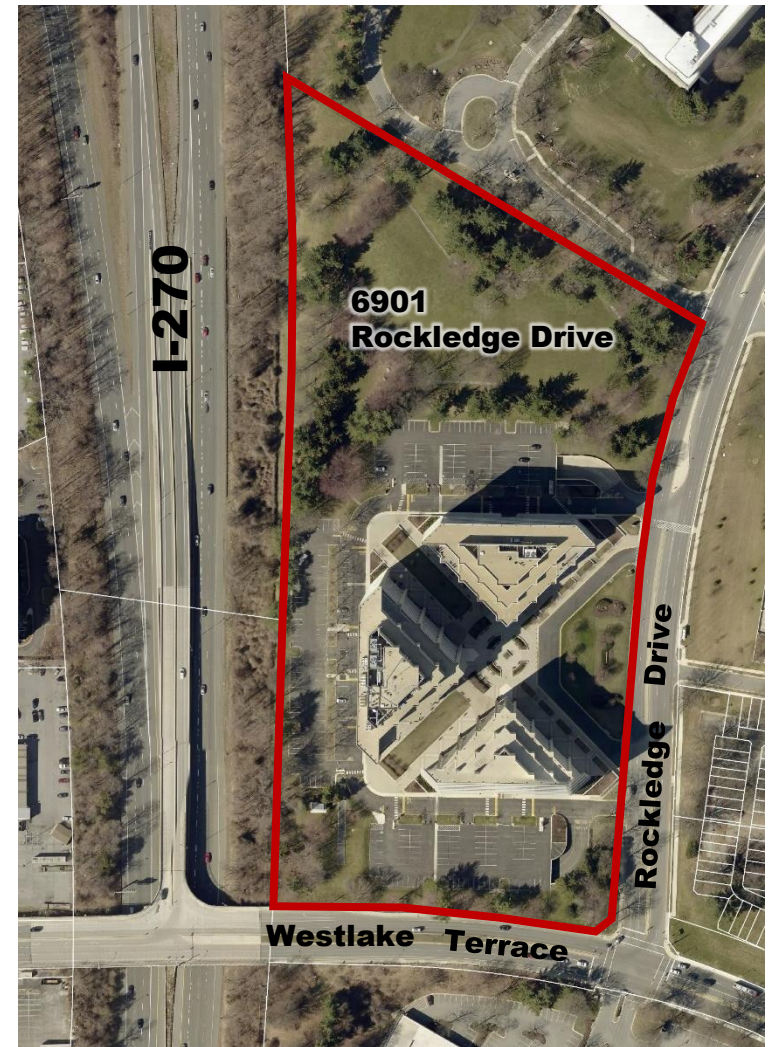




# Democracy Center 6901 Rockledge Drive (#1)

Existing Zoning: EOF-1.25, H-150  
 Owner's Request: CR-2.0, C-1.25, R-1.25, H-200  
 (conditioned on open space being  
 dedicated as parkland)  
 Revised Zoning: **CR-1.5, C-1.25, R-0.75, H-150**  
**Potential DUs: 400**

Site Data	
Site Area	668,091 SF = 15.33 Acres
Existing FAR/Built FAR	1.25 / 1.07
Max Building SF	835,113 = 1.25 FAR
Existing Buildings SF/FAR	713,553 = 1.07 FAR
Unbuilt SF / FAR	121,560 / 0.18
Year Built	1984
Current Vacancy Rate	21.2%
Highest Vacancy Rate	38.4% - 2013



**Rock Spring: Property Index and Premise Numbers**

This map displays the layout of Rock Spring, Georgia, with property boundaries and lot numbers. A red dashed circle indicates a 1/4 mile radius centered on lot 17. The map includes major roads like I-275 and I-75, and local streets such as Westlake Dr, Lakeview Dr, and Rock Spring Dr. A scale bar at the bottom right indicates 0 to 1/4 mile.

Lot Number	Premise Number
1	6425
2	6801
3	6705
4	6701
5	6420
6	6800
7	6710
8	6700
9	6610
10	6600
11	6555
12	6550
13	10400
14	6707, 6711
15	6560
16	6430
17	6550
18	6410
19	6420
20	10215
21	6510, 6501
22	6400
23	10400
24	10335
25	6420
26	6425
27	10401
28	10233
29	10335
30	10235, 10341
31	10211
32	10301
33	10400
34	10410
35	10421
36	10411, 10401
37	10401



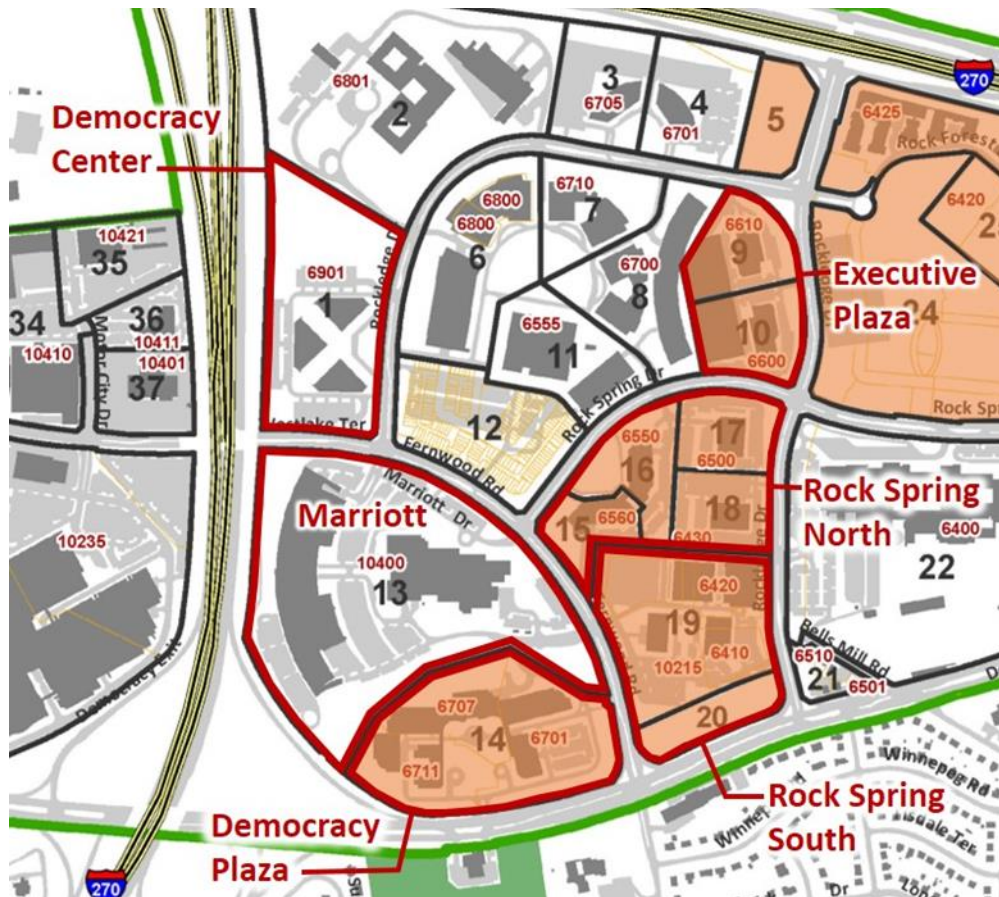
# Rockledge Executive Plaza 6610 Rockledge Drive (#9)

Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.5, R-2.5, H-200

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

Potential DUs: 116





# Rockledge Executive Plaza 6610 Rockledge Drive (#9)

Existing Zoning: EOF-1.0, H-100  
Owner's Request: CR-2.5, C-2.5, R-2.5, H-200  
Revised Zoning: **CR-1.5, C-1.0, R-0.75, H-100**  
**Potential DUs: 116**

Site Data	
Site Area	194,288 = 4.4 acres
Existing Zoning	EOF-1.0, H-100'
Existing FAR / Built FAR	1.0 / 0.84
Max Building SF	194,288 = 1.0 FAR
Existing Building SF	163,901 = 0.84 FAR
Unbuilt SF / FAR	30,387 / 0.16
Year Built	1981
Current Vacancy Rate	100%

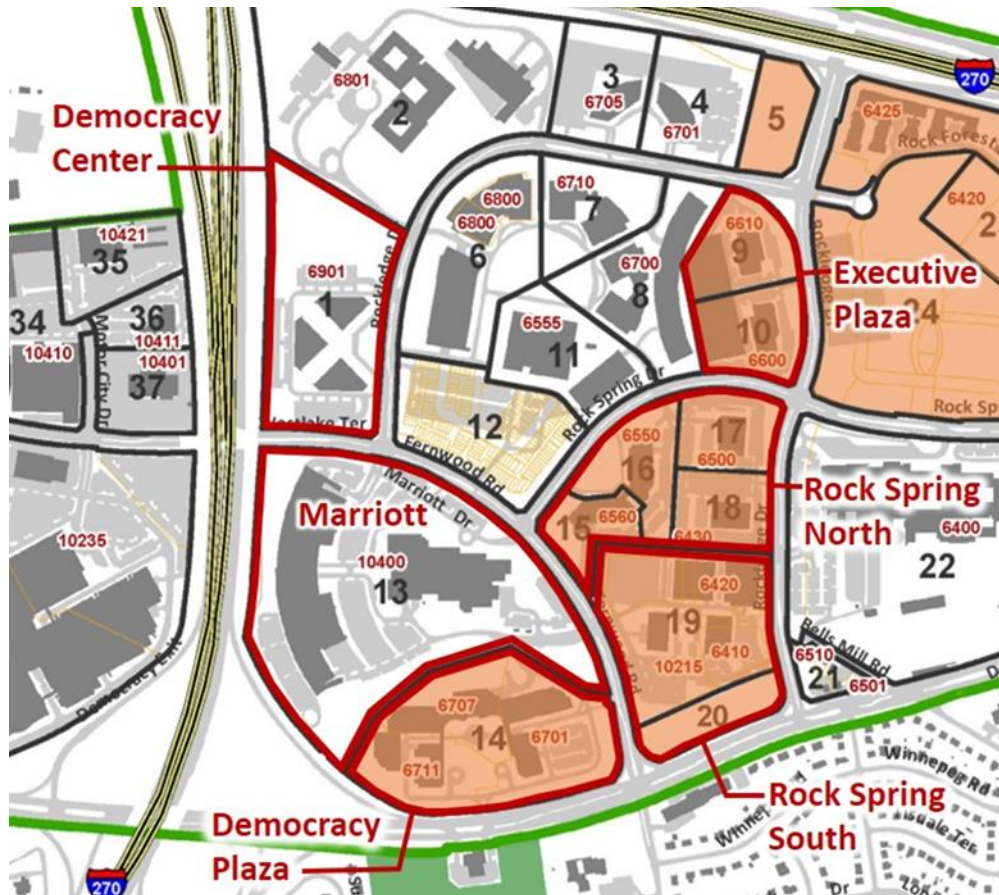


# Rockledge Executive Plaza 6600 Rockledge Drive (#10)

Owner's Request: CR-2.5, C-2.5, R-2.5, H-200

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

Potential DUs: 120





# Rockledge Executive Plaza 6600 Rockledge Drive (#10)

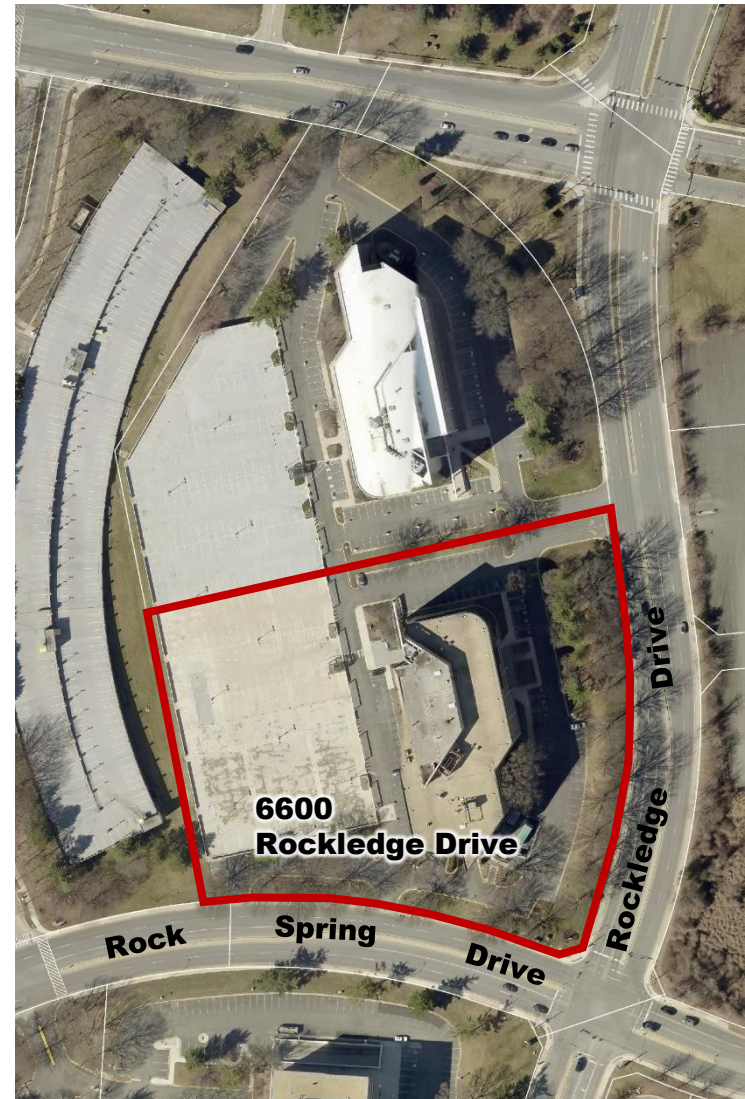
Existing Zoning: EOF-1.0, H-100

Owner's Request: CR-2.5, C-2.5, R-2.5, H-200

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

**Potential DUs: 120**

Site Data	
Site Area	200,190 = 4.6 acres
Existing Zoning	EOF-1.0, H-100'
Existing FAR / Built FAR	1.0 / 0.84
Max Building SF	200,190 = 1.0 FAR
Existing Building SF	167,454 = 0.84 FAR
Unbuilt SF / FAR	32,736 / 0.16
Year Built	1981
Current Vacancy Rate	0%



# 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: CRT-2.0, C-1.5, R-1.5, H-75  
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

