



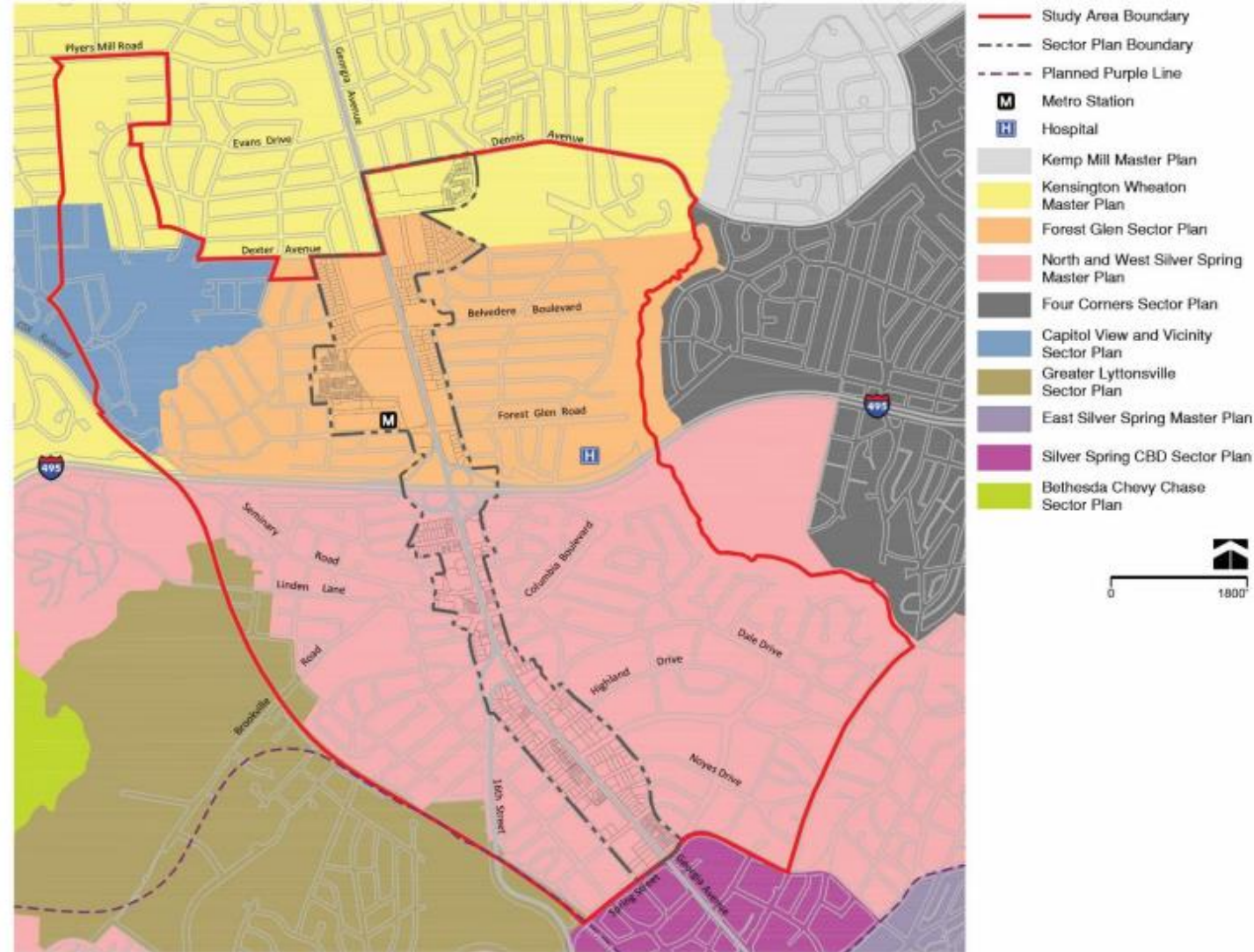
**Forest Glen/Montgomery Hills Sector  
Public Hearing Draft Plan**

**Worksession #2  
July 11, 2019**



- Boundary follows the corridor between Dennis Avenue and Spring Street
- Acreage: 229.3
- Primarily mixed-use commercial but includes bulk of multi-family development, two M-NCPPC parks, Forest Glen Metro Station and several small medical office parks

Study Area / Plan Area Overlay



# Reconnect

restoring healthy  
relationships

# Reimagine

thinking about familiar  
places with new ideas

# Reinvest

increasing the value  
(monetary and  
societal) of community  
places for an  
enhanced experience

# Reconnect: restoring healthy relationships

## Introduce

- Introduce measures, such as ***Vision Zero***, to improve safety for all individuals who use Georgia Avenue, -including drivers, transit users, bicyclists and pedestrians.

## Balance

- Balance regional traffic demands and proposed infrastructure improvements with the need to **prioritize multi-modal options**, such as public transit, walking and bicycling.

## Improve

- Improve the wellness of the community by ***reducing health-related impacts*** associated with poor pedestrian facilities, vehicular conflicts and emissions.

## Encourage

- Encourage efficient and ***affordable alternatives*** to single-occupancy vehicular travel and meet the needs of the those with limited mobility options.

## Prioritize

- Prioritize infrastructure investments that ***create access*** to opportunity

# Reimagine: thinking about familiar places with new ideas

## Provide

- Provide healthy, safe and affordable **housing choices** for people of all income levels, household sizes and stages of life.

## Create

- Create solutions for **improved ecological health** and the elimination of disproportionate environmental burdens.

## Remedy

- Remedy past environmental impacts and **protect** against future ecological degradation.

## Enhance

- Enhance the public realm by providing **green infrastructure** (safe, accessible parks, stormwater systems and usable open space) that meet the needs of all users.

## Limit

- Limit displacement by encouraging equitable transit-oriented development and infrastructure that provide for **access and opportunity**.

# Reinvest: increasing the value of community places for enhanced experiences

## Create

- Create built environments that **improve quality of life** through public amenities, improved mobility, improved air and water quality, and safe, attractive and accessible public spaces.

## Encourage

- Encourage equitable development that **preserves and strengthens the community** and builds on existing assets, including commercial and institutional uses.

## Encourage

- Encourage quality design that incorporates neighborhood **compatibility and sustainable development** practices

# Items Addressed

- Historic Preservation
- Land Use/Zoning/Design
- WMATA Operational Issues
- Housing





# Historic Preservation



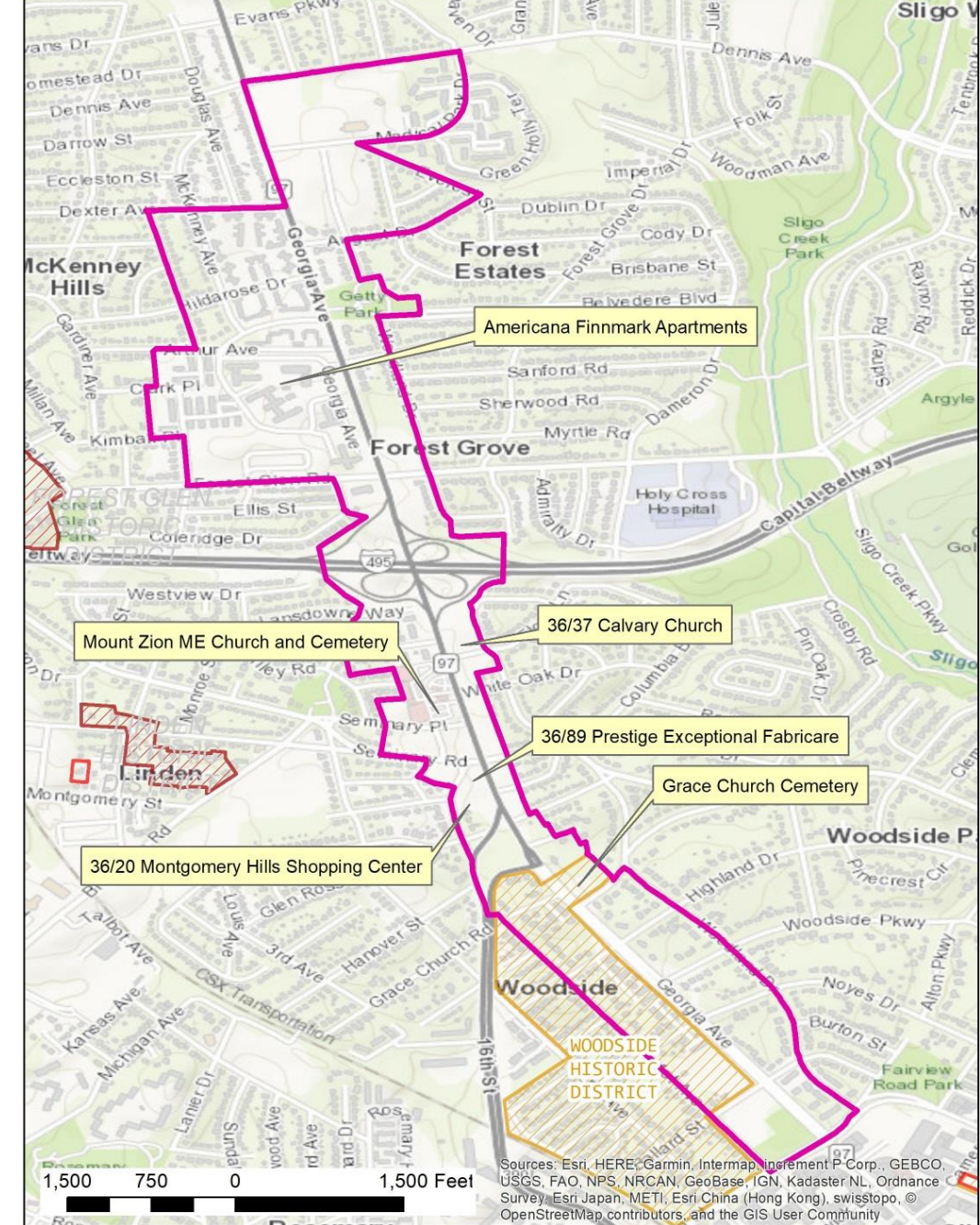


# Historic Preservation

## Recommendations:

(Montgomery Hills Shopping Center, Calvary Evangelical Lutheran Church, Prestige Exceptional Fabricare, Americana Finnmark, and Grace Episcopal Church & Cemetery)

- Evaluate the sites for potential designation in *Master Plan for Historic Preservation* or addition to the *Locational Atlas and Index of Historic Sites*.
- Integrate signage, markers or public art reflective of the site's history and highlight its unique architectural character.



# Montgomery Hills Shopping Center

## Historic Context

- Representative of early suburban shopping centers.
- Tudor-revival buildings blend with nearby residential development.
- The buildings are the oldest commercial assemblage and a focal point on the corridor.

**Recommendation:** Evaluate the site for potential designation in the *Master Plan for Historic Preservation*

**Issue/Concern:** Public comments regarding overall historic significance and redevelopment.



# Staff Seeks Board Direction:

1. Re-evaluate the shopping center for designation in the *Master Plan for Historic Preservation*.
2. Remove the site from future consideration.
3. Another option from the Board



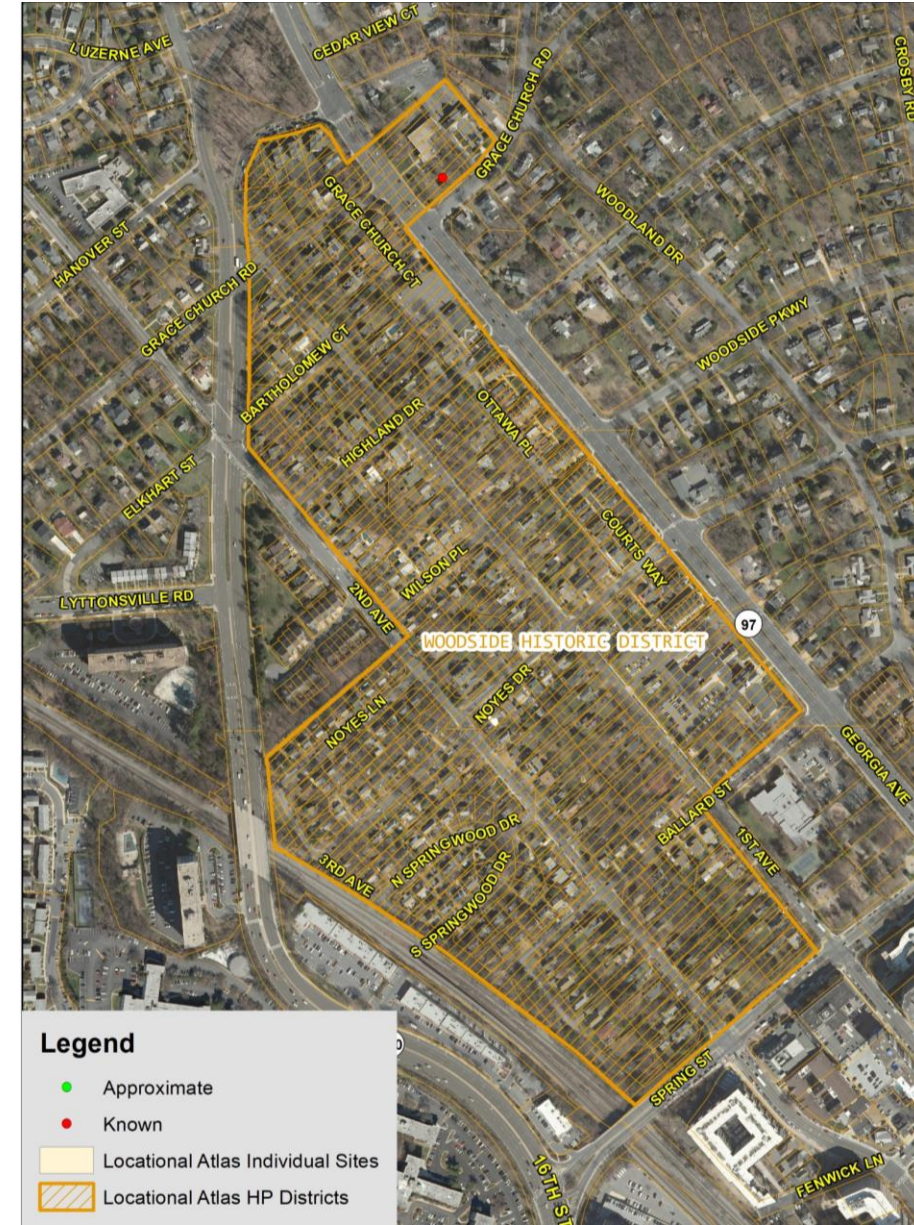
# Woodside Locational Atlas Historic District

## Historic Context:

- Benjamin F. Leighton subdivided Woodside in 1889.
- Residential district comprised primarily of late 19<sup>th</sup> and early 20<sup>th</sup> century dwellings.
- Representative of early suburban growth in Montgomery County.

**Recommendation:** Evaluate the Woodside Locational Atlas District for designation in the *Master Plan for Historic Preservation*. \*

\*The Historic Preservation Program has initiated the first phase of the evaluation that consists of the architectural survey.



# Staff Seeks Board Direction:

1. Amend language on page 70. Delete the last sentence as the architectural survey is in progress.

# Mt. Zion ME Church & Cemetery



## Historic Context:

- Located at the corner of Georgia Avenue and Seminary Place.
- Church acquired site in the 1820s
- Became an African American church in the 1870s.
- The church sold the property in 1964 and relocated to Washington, DC.
- Graves were relocated and site is paved.

## Recommendations:

- Delineate the boundary of the Cemetery
- Prioritize Historic Preservation as a priority Public Benefit
- Future redevelopment should be sensitive to the former cemetery site
- Provide an open space on the portion of the historic site.

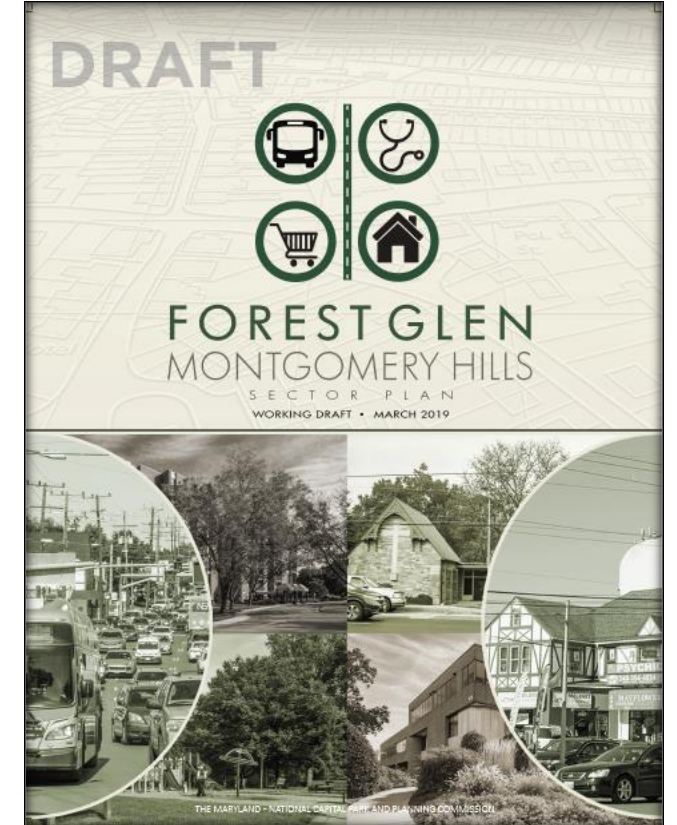


# Summary of Housing Recommendations

- Balance of preservation and production of new housing
- 15% MPDUs at strategic transit accessible locations
  - WMATA site
  - Forest Glen Apartments
  - Forest Glen Medical Site
- Preservation of existing zoning where possible
  - The Belvedere Apartments
  - Fields of Silver Spring

# Housing Numbers

- Sector plan provides up to 2,200 new multifamily units throughout the entire Plan Area
- Number is an estimate based on a unit size assumption of 1,100sf
- Number includes new development, redevelopment of existing properties, and non-conforming uses
- Life span of a master plan 20-30 years



# Housing Public Testimony Themes

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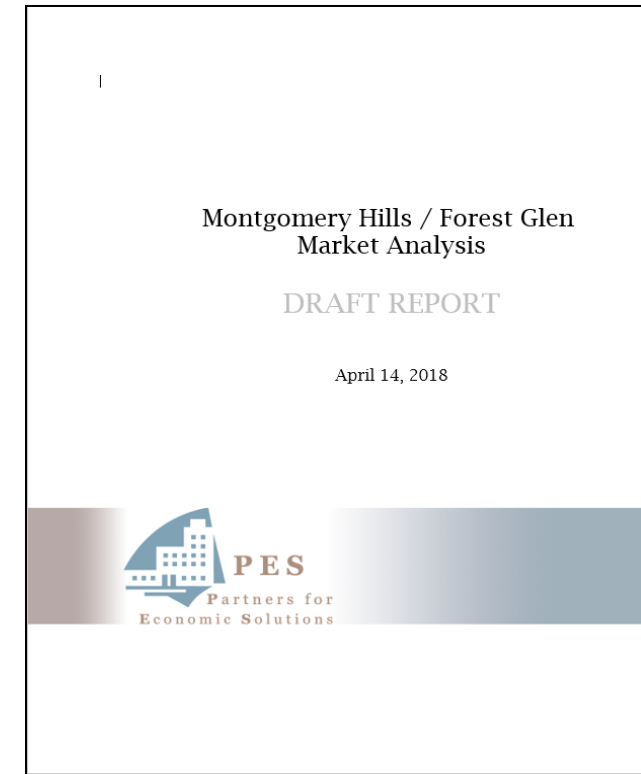
- Retail Market Study
- Market Feasibility
- Senior Housing
- Affordable Housing
  - Workforce Housing
  - MPDUs





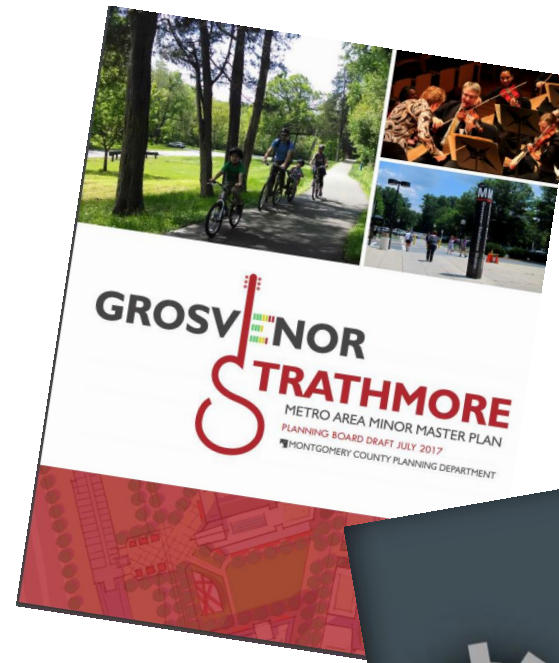
# Retail Market Study

- Analysis done by consultant based on their objective expertise
- Economic analysis in market study on potential rents based on residential comps with a 10% price reduction/differential
- Market study was not used in isolation when crafting zoning recommendations



# Market Feasibility

- Zoning recommendations based on variety of factors – economic study, discussions with property owner, and other master plans
- Importance of flexibility
- Master Plans are long term visions



# Senior Housing

- Request for senior housing on WMATA site and throughout the Plan Area
- Growing senior population in Montgomery County
- Specification of housing as “senior” is more of a regulatory action

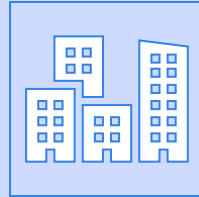




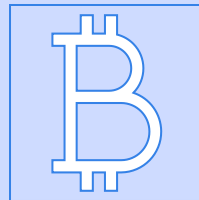
# Workforce Housing



Montgomery County has a formal Workforce program that serves households 80%-120% of AMI (\$85k-\$145k for a family of four)

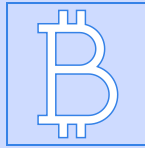


Goal is to increase the availability of housing in the County for public employees and other workers



WFHU rents have to be 20% lower than that of market rents

# Moderately Priced Dwelling Units (MPDUs)



Mandatory set aside of 12.5%-15% of all units in a developments over 20 units as affordable



65%-70% Area Median Income (\$79k-\$85k) for a family of four



Success of MPDU program depends on creating an environment where the private sector can successfully integrate affordable housing into market rate development



The program aims to achieve a balance among the number of MPDUs required, density bonuses, flexible development standards, and pricing.

# Staff Seeks Board Direction:

1. Keep the recommendation as presented in the Public Hearing Draft (15% on WMATA site and targeted transit accessible locations)
2. Increase the MPDU Requirement (20-25%?)
3. Another option from the board





# Land Use and Zoning

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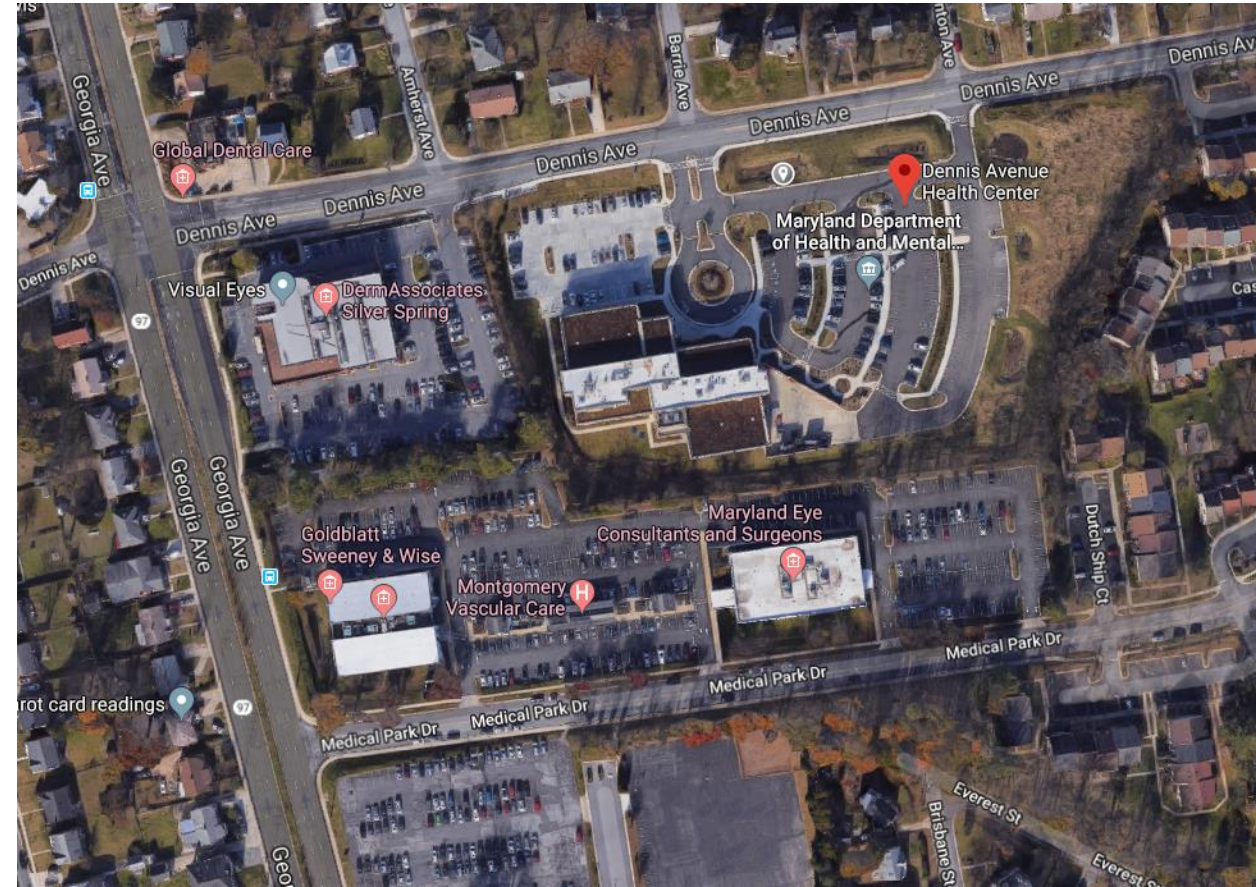




# Dennis Avenue/Medical Park Office Cluster

Recommended Zoning: EOF 1.5, H 75

- Burkland Medical Center (10313 Georgia Avenue)
- Wolf Medical Center (10301 Georgia Avenue)
- Doctor's Medical Park East (2101 Medical Park Drive)
- Montgomery County - Dennis Avenue Health Center



# EOF Zone - 1.5, H 75

- Allows both standard and optional method development.
- Sketch and site plan approval is always required under the optional method.
- Under the standard method, site plan approval may be required.
- must meet the Compatibility Requirements regarding side/rear setbacks & height of the building at the setback line
- Development must provide screening when abutting an Agricultural, Rural Residential, or Residential zone that is vacant or improved with an agricultural or residential use
- Plan assumes Optional Method Development which is required when the development is the greater of 1.0 FAR or 10,000 SF of GFA





# Staff Seeks Board Direction:

## Child care

1. Encourage child-care facilities in key locations within the plan area specifically at/near public transit
2. Another Option from the Board

## Auxiliary Library

1. create and encourage opportunities for MCPL to provide expanded services to the community at appropriate locations within the plan area such as locating a kiosk or other mobile information system at/near the Forest Glen Metro Station
2. Another Option from the Board

# Additional Comments

## Food Trucks

- Plan language provides for placemaking and neighborhood serving retail and amenities.

## Small business or entrepreneur micro-spaces (We/Work)

- uses are allowed under the zone proposed in the Public Hearing Draft.

# Forest Glen Medical Center Site

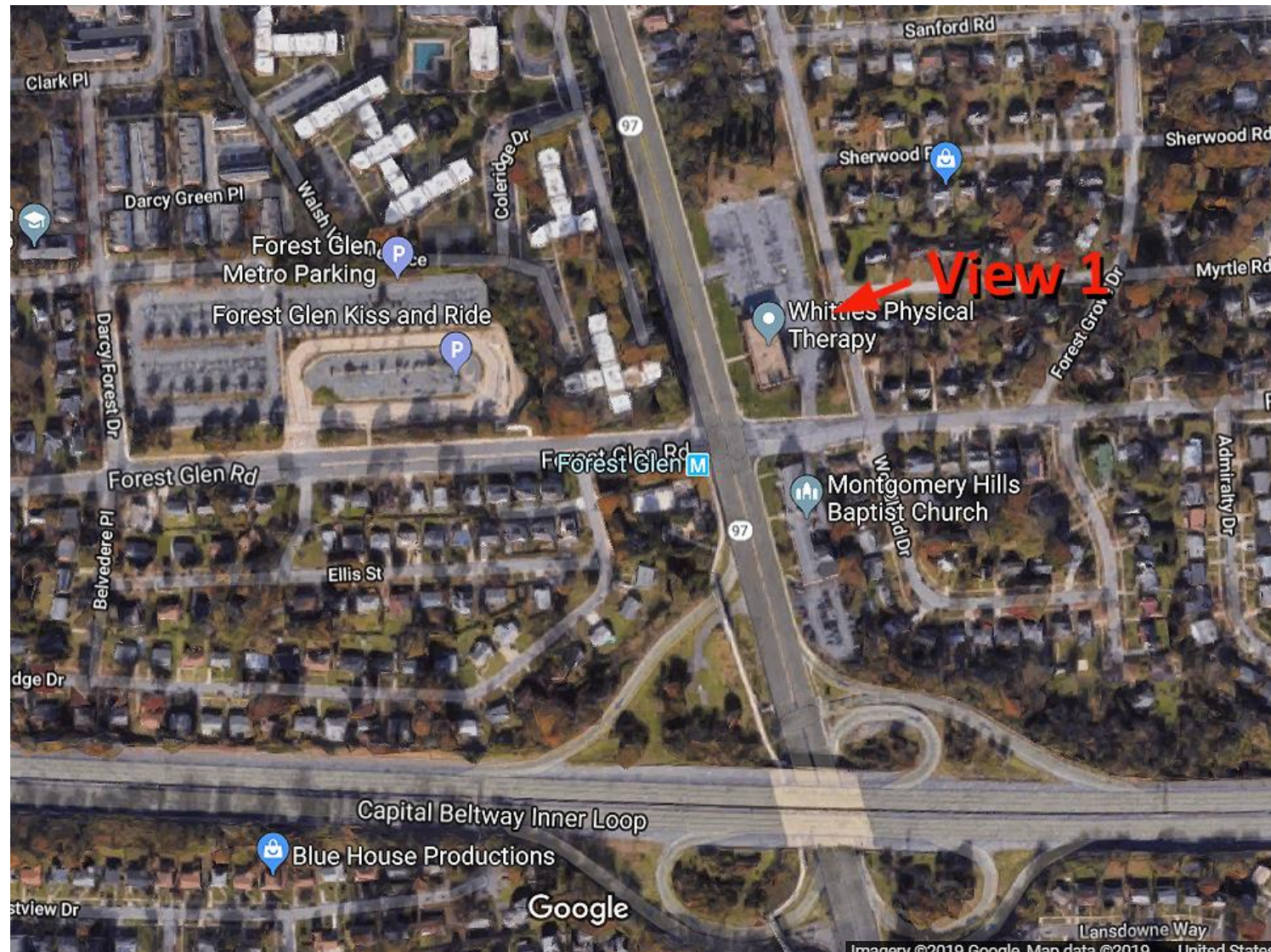
## Concerns

- Neighborhood Compatibility
- Building Height





# Forest Glen Medical Center Site





# Forest Glen Medical Center Site



View 1 - Existing



# Forest Glen Medical Center Site



View 1 – with Town houses and massing at 120' – Illustrative only



# Forest Glen Medical Center Site



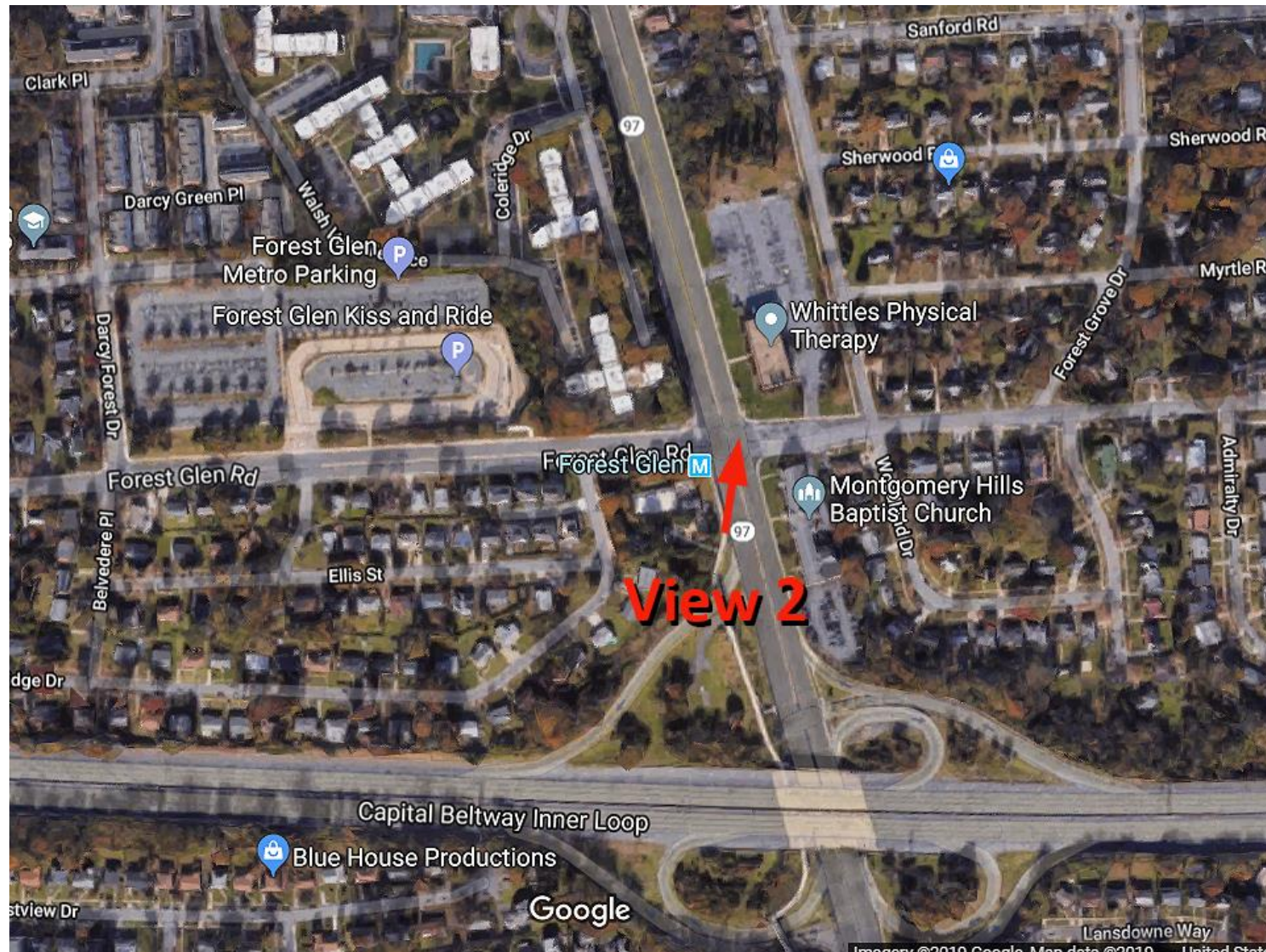
View 1 – with Town houses and architecture at 120' – illustrative only



## Staff Seeks Board Direction:

1. Add language to Sector Plan: “Line Woodside Drive with Townhouses.”
2. Another option from Planning Board

# Forest Glen Medical Center Site





# Forest Glen Medical Center Site



View 2 - Existing

# Forest Glen Medical Center Site



View 2 - with massing at 120'



# Forest Glen Medical Center Site



View 2 - with architecture at 120' – Illustrative only

## Staff Seeks Board Direction:

1. Maintain recommended height of 120' (page 80 of Draft Sector Plan):
  - “Concentrate building height and density at the intersection of Georgia Avenue and Forest Glen Road with appropriate transitions to surrounding residential neighborhoods.”
2. Lower recommended height to 75'.
3. Another Option from the Planning Board.

# Montgomery Hills/ Forest Glen Sector Plan

PLANNING BOARD PRESENTATION

July 11, 2019





# Forest Glen Metro Station



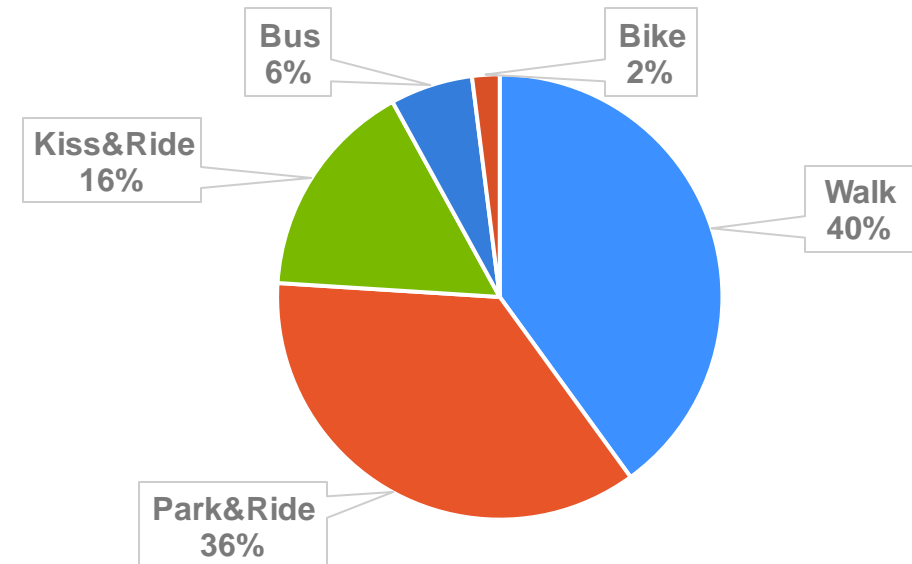
**2018 Daily Ridership:** 2,045

**2040 Est. Ridership:** 2,682

**Bus:** 5 bays, 2 routes

**Kiss & Ride:** 45 spaces

**Park & Ride:** 596 surface spaces





# Land Use Matters to Metro .... for Ridership!

## Example 1: Silver Spring



Weekday passenger entries:	12,000
Weekday average revenue:	\$39,500
Housing and jobs within ½-mile:	28,252

## Example 2: Deanwood



Weekday passenger entries:	1,300	
Weekday average revenue	:	\$3,300
Housing and jobs within ½-mile:	1,901	

# 2018 Joint Development Feasibility Study

- Established Joint Development goals:
  - Maximize ridership potential (high density, mixed use development)
  - Coordinate strategies to reduce transit facility footprint and costs
- Evaluated:
  - Future transit facility needs
  - Real estate market potential
  - Financial feasibility of Joint Development

# Future Transit Facility Needs

- Can reduce and consolidate bus bays and Kiss & Ride
- Park & Ride is 100% utilized; requires one-for-one parking replacement unless parking demand can be reduced
- Conducted parking customer survey to identify solutions to reduce parking demand
- Survey results:
  - Pedestrian passageway under Georgia Ave 61%
  - Improved sidewalks 52%
  - Park at Wheaton instead 44%
  - More bicycle paths 41%
  - Neighborhood bus or micro-transit shuttle 36%



Positive responses when  
asked what would shift  
commuters' travel behavior



# Development Potential

- Market analysis results:

- Strongest demand for multi-family residential (300-600 units)
- Potential for some retail and office space
- Rents likely not high enough to support taller construction today, but approaching tipping point

- Metro’s recommendations for Sector Plan

- |  |  |
|--|--|
| ✓ Provide enough density to be attractive  | CRT-2.5 (C-2.5, R-2.5, H-120)  |
| ✓ Minimize infrastructure requirements     | ¼- to ½-acre of open space   |
| ✓ Allow flexibility to support mix of uses | Retail or townhouse frontage along Forest Glen Rd<br>Open space anywhere on site |

# 2015 Development Concepts

- Considered a low density program based on existing density allowances, but infrastructure costs were too high to make a project feasible



Townhouses only



Townhouse and some multi-family



# 2018 Development Concepts

- Proposed a higher density program to support infrastructure costs



Central Open Space



Metro Adjacent Open Space

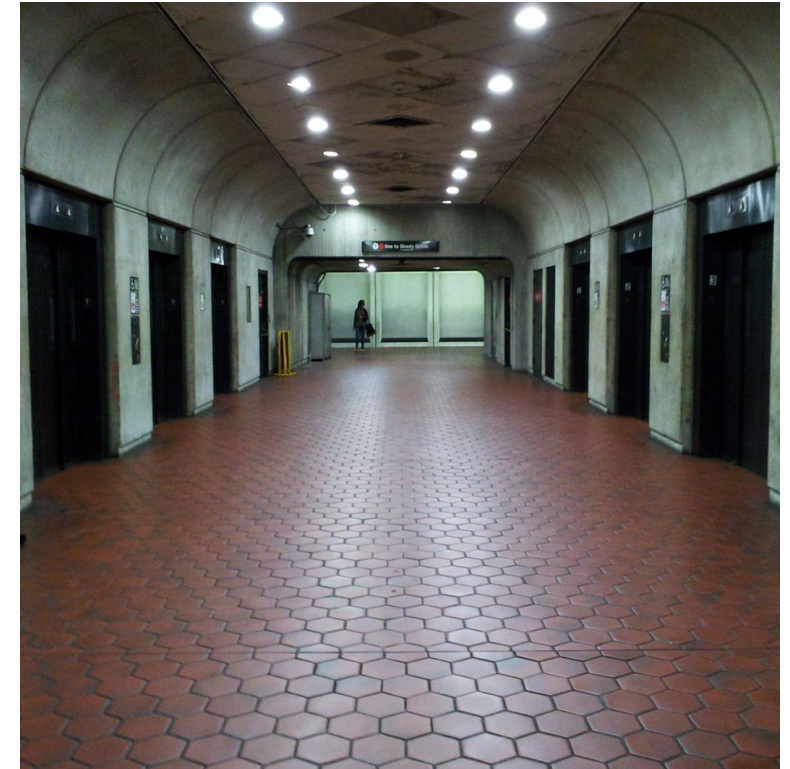


# Station Capacity to Support New Development

Elevator capacity*	1,728	persons/hr (one-way)
Peak usage	621	persons/hr (past 5 mos.)
<b>Utilization rate</b>	<b>36</b>	<b>%</b>
Tipping point	+4,500	households within 1/8 mile

6 high-speed elevators  
12 persons/elevator  
90 seconds cycle time  
98% performance up-time

Last rehabilitation = 2006  
Next rehabilitation = 2021



\*1,152 persons/hr capacity if only 4 of 6 elevators are working (57% utilization)

# Emergency Response and Evacuation Plan

- Updated in 2016 in conjunction with Montgomery County
- All Fire Departments retain copies of plan
- Additional Station Manager located at platform level to support response

## **1<sup>st</sup> Option: Train Shuttle**

- Shelter passengers on platforms, close fire doors and send train to pick-up

## **2<sup>nd</sup> Option: Elevators**

- Chamber includes fireproof doors to allow elevator use during smoke/fire incidents

## **3<sup>rd</sup> Option: Staircases**

- Located at both ends of platforms with 3 refuge points along 21-story ascent

# Thank You!

Steven Segerlin, Program Manager, Station Area Planning  
Office of Real Estate & Parking



# Staff Seeks Board Direction:

1. Retain the recommendations in the Public Hearing Draft
2. Amend the recommendations as follows:
  - Reduce the Parks Civic Green recommendation from 1/2-to-1.0 acre to 1/4 –to-1/2 acre
  - Allow retail or townhouse frontage along Forest Glen Rd
3. Another Option from the Planning Board.

# Work Session #3

- Schools
- Forest Glen Metro Station Parking Lot (if needed)
- Final Review of Plan Language
- Permission to Transmit as Planning Board Draft

# Sector Plan Timeline

