

# ASPEN HILL

## Minor Master Plan Amendment

### Project Briefing

#### Planning Board Agenda Item #7



Andrea Gilles, Area 2  
June 5, 2014

# Briefing Purpose

1. Follow-up evaluation on Mixed-Use land use in the Minor Amendment area
2. Update on Traffic Impact Analysis
3. Review Preliminary Minor Amendment Recommendations
  - Land Use and Zoning
  - Design
  - Transportation and Circulation



# Process to Date

December 3, 2013	Kick-off Community Meeting
January 23, 2014	Scope of Work to Planning Board
March 2014	Market Analysis Complete
April 1, 2014	Community Meeting #2
April 9, 2014	Aspen Hill Civic Association Meeting
April 23, 2014	Meeting with Northgate Plaza Business Owners
April 24, 2014	Staff Briefing to Planning Board Aspen Hill Homeowners Meeting
May 13, 2014	Community Meeting #3
June 5, 2014	Staff Briefing to Planning Board



# Minor Amendment Area

- Approximately 14 acres
- Vacant office; gas stations; professional offices; parking; Dunkin Donuts

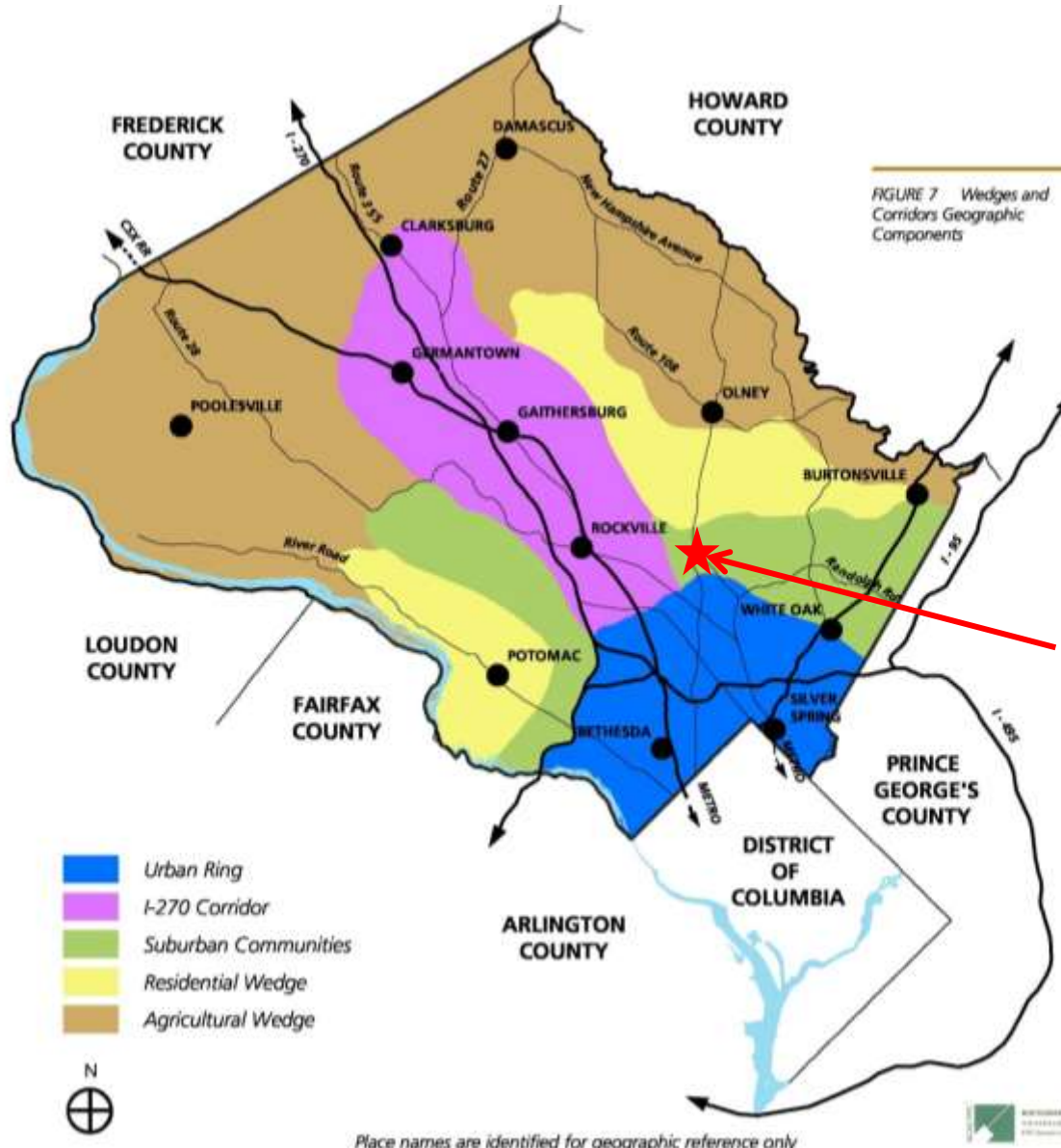


# Amendment Goals

- Encourage quality redevelopment and design within the suburban context
- Address traffic impacts on Aspen Hill Rd & Connecticut Ave
- Address pedestrian/bicycle circulation & safety
- Encourage interconnectivity (vehicle & pedestrian) between properties
- Recommend appropriate transitions to residential neighborhoods
- Recommend land use and flexible zoning that allows a mix of compatible uses responsive to market changes
- Provide momentum for the large-area Aspen Hill Master Plan update



# Aspen Hill and the General Plan



Aspen Hill  
Minor Master  
Plan Location

# Follow-up Analysis: Mixed-Use

- **Purpose**
  - At the April 24 meeting, Planning Board requested that Staff evaluate the potential for mixed-use development in the Subject area
- **Approach**
  - Reviewed characteristics of successful mixed-use developments
  - Analyzed current feasibility of mixed-use/vertical development for the subject area
  - Lessons learned: Glenmont



# What does Mixed-Use mean?

Walkability  
Live-Work-Play  
Combination of Uses  
Horizontal Development  
Urban vs. Suburban  
Vertical Development  
Integration of Uses  
Downtown  
Transit-oriented  
High-density  
FAR  
Building height  
Proximity to amenities  
Multi-use





# Definition of Mixed-Use

*“A mixed-use development is a real estate project with planned **integration** of some combination of retail, office, residential, hotel, recreation or other functions. It is **pedestrian oriented** and contains elements of a live-work-play environment. It **maximizes space usage**, has amenities and architectural expression and tends to **mitigate traffic and sprawl.**”*

- **2006 Conference on Mixed-Use Development** (Industry wide definition created by the International Council of Shopping Centers (ICSC) , the National Association of Industrial and Office Properties (NAIOP), the Building Owners and Managers Association (BOMA), and the National Multi Housing Council)



# Mixed-Use Development Characteristics

1. Developed as integrated projects
2. Located in existing mixed-use environments
3. Strong pedestrian orientation
4. Good access to transportation systems
5. Sufficient property size
6. Near major attractions
7. Located in jurisdictions supportive of mixed-use

Urban Land Institute Mixed Use Development Handbook, 2<sup>nd</sup> Ed., NAIOP Mixed-Use Development: A Review of Professional Literature, Zoning regulations in jurisdictions across the United States



# Mixed-Use Development Characteristics

## Feature 1: Developed as integrated projects

- Physically and functionally integrated
- Synergy and demand between uses
- Interconnected sidewalks and public streets
- Conforms to a coherent plan (i.e. “placemaking”)



*Mixed-use: Reston Town Center, Reston, VA*



*Multi-use: Edgewood Retail District, Atlanta, GA*



# Mixed-Use Development Characteristics

## Feature 2: Located in existing mixed-use environments

- Extension of urban fabric and context
- Can leverage existing consumer market
- Vertical development easier in urban context



*Urban mixed-use: CityVista, DC*



*Suburban mixed-use: Mall at Prince George's*



# Mixed-Use Development Characteristics

## Feature 3: Strong pedestrian orientation

- Pedestrian activity is key to success
  - Well designed pedestrian infrastructure
  - Connections to external surroundings
  - Destinations and activities to encourage walking



*Existing: Connecticut Ave/Aspen Hill Road*



*Shared-use path, landscape separates street & sidewalk*

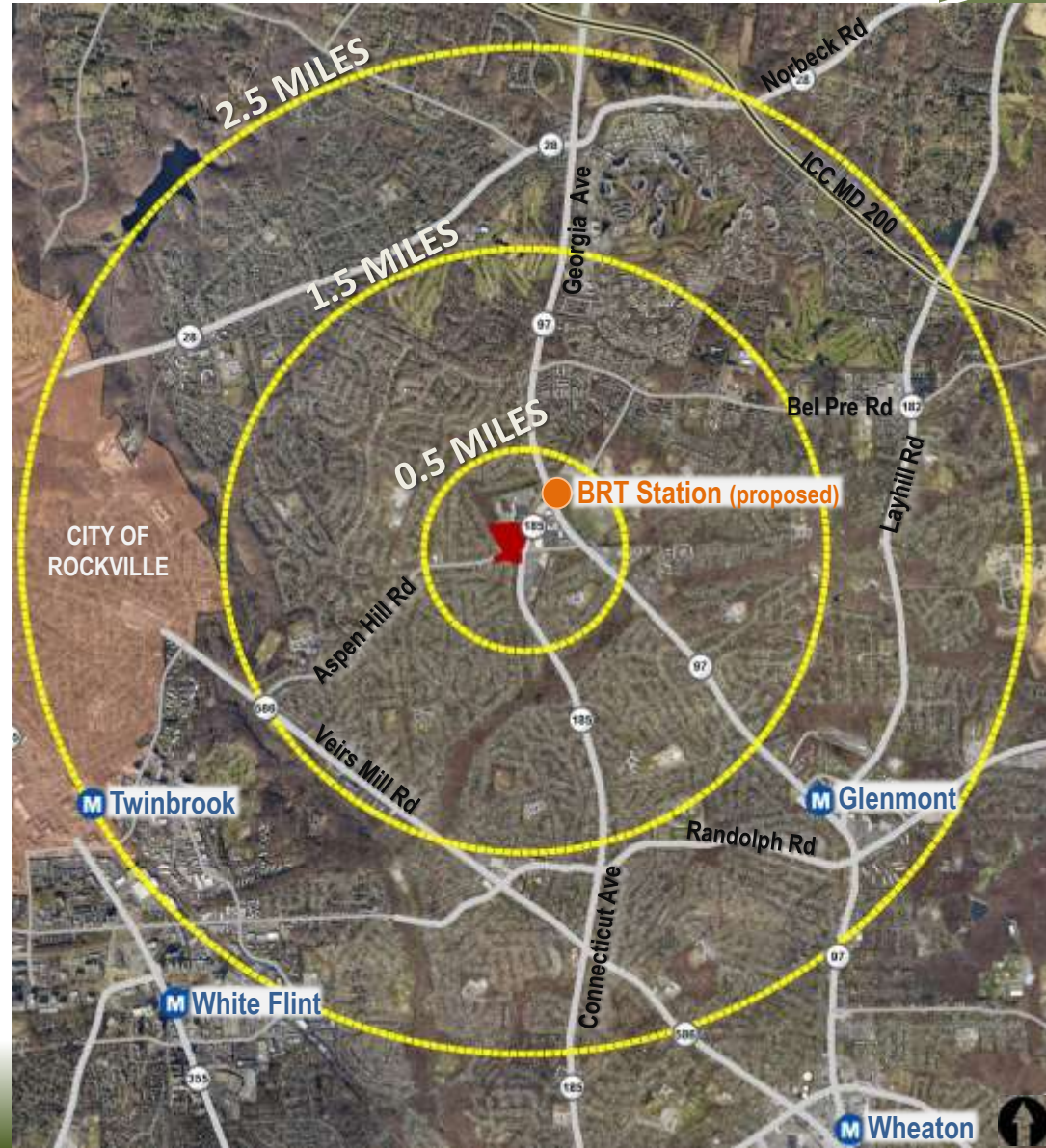


# Mixed-Use Development Characteristics

## Feature 4: Good access to transportation systems

- Served by various forms of transit
- Easy access to freeways and existing travel patterns
- Numerous ways to get in/out
- Good visibility and exposure

-  Minor Amendment Area
-  BRT (proposed): 0.25 Miles
-  Glenmont Metro: 2.0 Miles
-  City of Rockville: 2.0 Miles
-  ICC: 2.5 miles
-  Twinbrook Metro: 2.5 Miles
-  Wheaton Metro: 3.5 Miles



# Mixed-Use Development Characteristics

## Feature 5: Sufficient property size

- Urban: Allow for higher-density development
- Suburban: Large enough to create context

Size of Mixed-Use Developments (Washington Metro Region)					
<i>Rockville Town Square</i>	<i>Bethesda Row</i>	<i>Village at Shirlington</i>	<i>Merrifield Town Square</i>	<i>Reston Town Square</i>	<i>Washingtonian Center</i>
12 Acres	14 Acres	24 Acres	31 Acres	85 Acres	120 Acres
<b>Build on Context</b>		<b>Create Context</b>			



# Mixed-Use Development Characteristics

## Feature 6: Near major attractions

- High volume of foot traffic
- Examples include:
  - Waterfronts
  - Convention centers
  - Sports venues



*Rio Washingtonian - Lake*



*DC Chinatown – Sports Arena*



*Inner Harbor - Waterfront*





# Mixed-Use Development Characteristics

## **Feature 7: Located in jurisdictions supportive of mixed-use**

- Flexible or mixed-use zoning
- Development approvals/rezoning possible within a reasonable amount of time/effort
- Availability of economic incentives or public/private partnerships for mixed-use development



# How does Subject Area Compare?

## Subject area conditions – Today

Criteria	Rating
1. Developed as integrated projects	N/A
2. Located in existing mixed-use environments	Below Average
3. Strong pedestrian orientation	Below Average
4. Good access to transportation systems	Below Average
5. Sufficient property size	Average
6. Near major attractions	Poor
7. Located in jurisdictions supportive of mixed-use	Excellent

Ratings Scale				
Poor	Below Average	Average	Above Average	Excellent



# Fostering Mixed-Use Conditions

- Subject area currently suitable for multi-use development
- Mixed-use development may be feasible as surrounding environment and market evolves
- Important to assess the feasibility/vision of mixed-use corridor development in the forthcoming Aspen Hill Sector Plan
  - Establish pedestrian, bicycle, and transit infrastructure
  - New catalysts that can help encourage revitalization
  - May require public sector investments/partnerships to realize mixed-use development



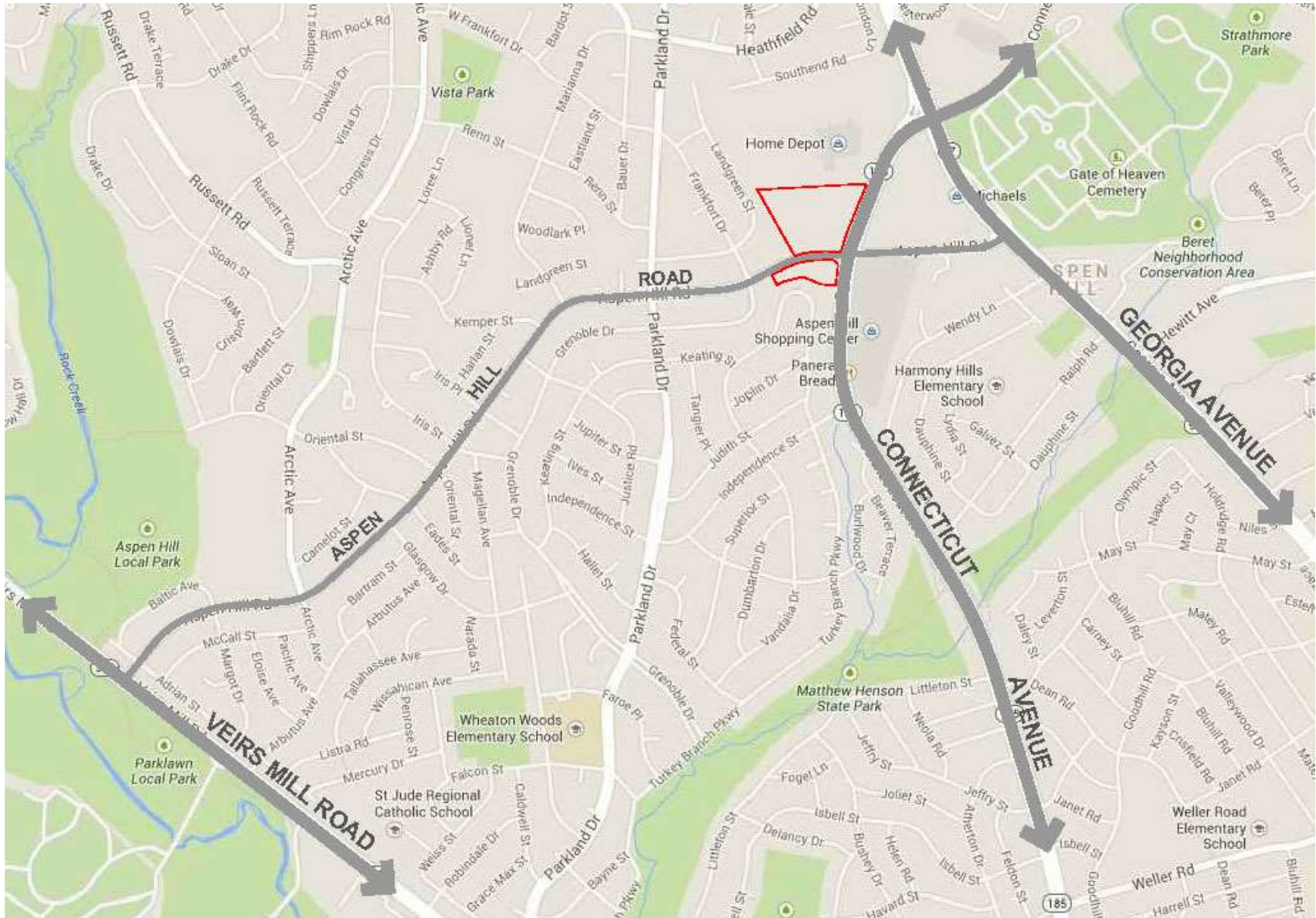
# Lessons Learned: Glenmont Town Center



- W-ZHA (an economic advisory firm) was engaged to evaluate feasibility of redeveloping the Glenmont Shopping Center into a Town Center
- **Key Findings**
  - Investor “gap” – subsidies required
    - Market rents insufficient (principally residential)
    - High cost of structured parking
  - Public-Private venture (PPV) was preferred approach
    - Easier land assembly
    - Ensure community vision



# Connectivity and Traffic Impact



# Trip Generation

Existing Vacant Office (Vitro/BAE) Redevelopment Scenarios						
Peak Hour	Office *		Residential	Retail ***		
	C-O Reuse Exist. Bldg.  268k SF  1.26 FAR	Max EOF Build-out  320k SF  1.5 FAR **	Max CRT Multi-Fam.  349 Units  1.0 FAR	Max CRT Build-out  218k SF  0.50 FAR	Proposed Big Box  120k SF  0.27 FAR	Max SF w/ Accept. CLVs  170k SF  0.39 FAR
<b>AM</b>	450	660	145	305	185	245
<b>PM</b>	405	590	165	1215	740	980

# Intersection Congestion

## Critical Lane Volume (CLV) Comparison

Intersection	Peak Hour	Existing Currently Vacant	No Build * Remains Vacant	Office **		Residential	Retail		
				EOF Reuse Exist. Bldg. 268k SF 1.26 FAR	Max EOF Build-out 320k SF 1.5 FAR ***	Max CRT M-F 349 Units 1.0 FAR	Max CRT Build-out 218k SF 0.50 FAR	Proposed Big Box 120k SF 0.27 FAR	Max SF w/ Accept. CLVs 170k SF 0.39 FAR
<b>Georgia Ave &amp; Connecticut Ave</b>	AM	980	985	1005	1010	1000	1010	1005	1010
	PM	1095	1100	1140	1155	1105	1205	1165	1185
<b>Connecticut Ave &amp; Aspen Hill Rd</b>	AM	1300	1315	1430	<b>1480</b>	1340	1385	1355	1375
	PM	1120	1130	1245	1300	1175	<b>1540</b>	1380	1470
<b>Georgia Ave &amp; Aspen Hill Rd</b>	AM	935	940	1025	1065	970	1010	980	1010
	PM	1125	1130	1245	1300	1160	1415	1305	1365



# May 13 Community Meeting

- The area is challenging for pedestrians;
- Traffic in the area, particularly along Aspen Hill Road, is already excessive and impacts will be greater than what is reflected by Staff's trip generation analysis;
- This area should not be rezoned ahead of the large area master plan update;
- Could a CRN Zone be considered for the amendment properties on which Staff is preliminarily recommending a CRT Zone?





# Preliminary Recommendations

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- Land Use and Zoning
- Design
- Transportation and Circulation



# Current Conditions



*Existing Land Use*



*Conversion Zones*

# Preliminary Zoning Recommendations



# Land Uses and CRT

## Example Menu of Uses Permitted in CRT



- Retail
- Combination
- Retail\*
- Office
- Townhomes
- Senior Living\*
- Restaurant
- Apartments
- Mixed Use

*\*Special Exception/Conditional Use or Limited Use which requires additional review*

# Land Uses and EOF

## Example Menu of Uses Permitted in EOF

- Medical or dental clinics
- Medical or dental laboratory
- Office
- Retail\* (limited percentage of development)
- Restaurant
- Residential\* (limited percentage of development)
- Family and group daycare centers
- Health club



# Land Use and Zoning Comparisons

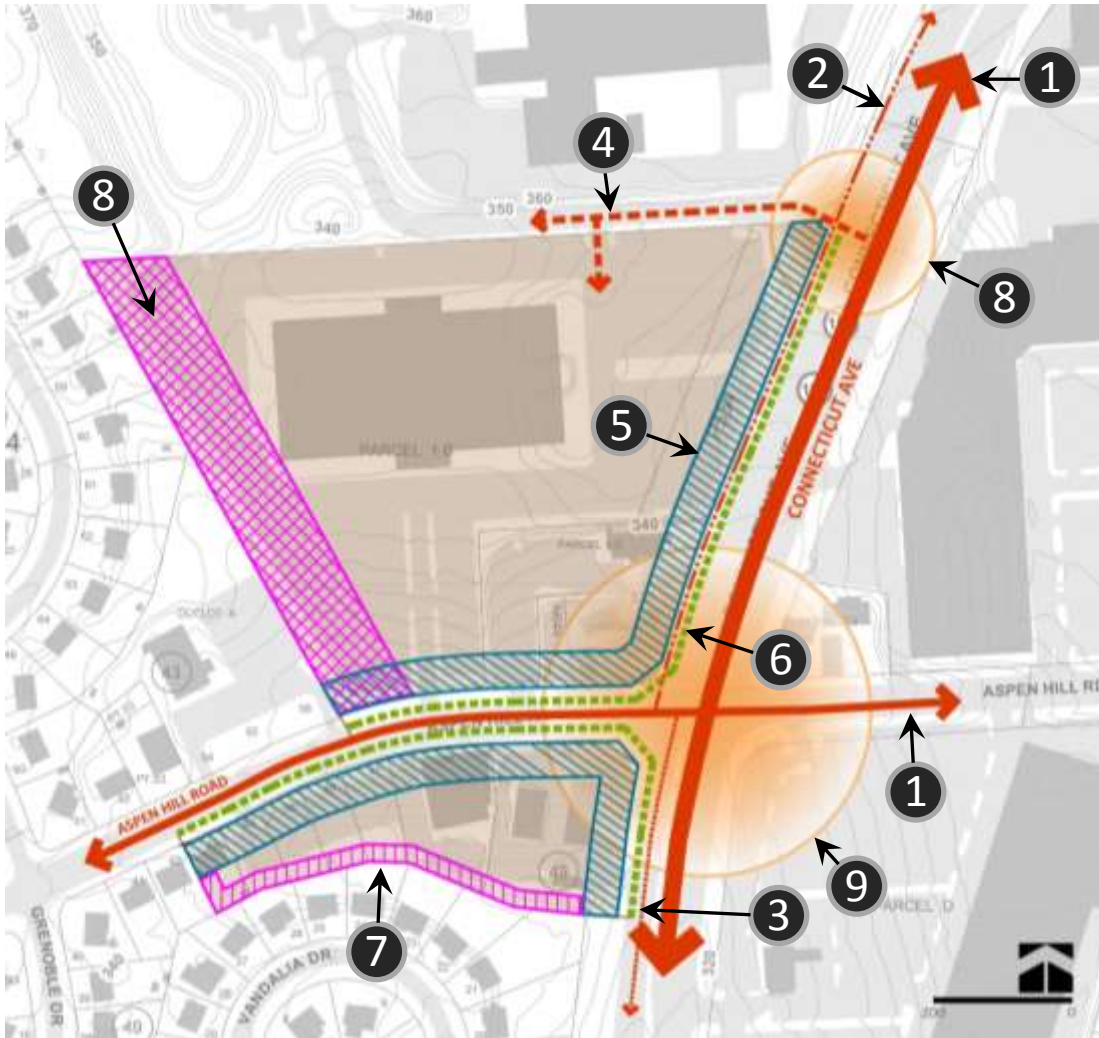
LAND USE	ZONE		
	CRN	CRT	EOF
Townhouse Living	P	P	L
Multi-Unit Living	P	P	L
Independent Living Facility – Seniors or Persons with Disabilities	L	L	
Restaurant	L	P	P
Clinic (More than 4 Medical Practitioners)	L	P	P
Medical, Dental Laboratory		P	P
Research and Development		P	L
Combination Retail		C	
Retail/Service Establishment			
(Up to 5,000 SF)	P	P	L
(5,001 - 15,000 SF)	L	P	L
(15,001 - 50,000 SF)	L	P	L
(50,001 - 85,000 SF)		L	
(85,001 - 120,000 SF)		L	
(120,001 SF and Over)		L	

Key: P = Permitted Use    L = Limited Use    C = Conditional Use    Blank = Not Allowed

# Preliminary Zoning Recommendations



# Design Criteria



## Legend

- 1 Existing Road
- 2 Shared Use Path
- 3 Bike Lane
- 4 Shared Access
- 5 Build-to-area
- 6 Streetscape
- 7 Transition Area
- 8 No-Build Area
- 9 Enhanced Intersection



# Traffic Impact and Circulation

- Direct traffic onto Connecticut Ave (subject to SHA approval) rather than neighborhood streets
- Reduce impacts from queuing on Aspen Hill Road
- Affirm recommendations from the MCDOT/SHA Pedestrian Road Safety Audit, 2011
- Affirm the proposed Shared Use Path on Connecticut Ave
- Recommend Traffic Signal Warrant Analysis







ACORN  
SELF  
STORAGE

WALSH

WALSH

WALSH





SUNOCO

93  
94  
98




400  
FEET




**Intermediate:**  
Consider installing street lights on the west side of Connecticut Avenue near Home Depot delivery driveway


Consider trimming tree canopies

Consider constructing a barrier at back of sidewalk to protect pedestrians from drainage structure

 Consider installing pedestrian warning signs  
**AHEAD**


 Consider installing pedestrian warning signs  
**AHEAD**

Consider constructing curb extensions and eliminating channelizing islands

 Consider installing pedestrian crossing signs

Evaluate signal control including pedestrian signals

Consider relocating bus stop to the south

 Consider installing pedestrian warning signs  
**AHEAD**

 Consider installing pedestrian warning signs  
**AHEAD**

Consider closing pedestrian access to the shopping center breezeway

Consider installing a non-traversable median barrier



Consider installing a non-traversable barrier

**Bus Stop Suggestions:**

- Consider relocating existing bus shelter further from roadway
- Consider relocating bus stop closer to the intersection

Consider consolidating driveways and constructing sidewalks

Consider constructing a barrier along back of sidewalk to protect pedestrians from ditch



Consider installing right-turn warning signage

**Intersection corner suggestions:**

- Consider reconstructing the corner with reduced turning radii
- Consider constructing expanded pedestrians landings
- Consider installing APS/CPS signal equipment and detectable warning surfaces at corners and medians
- Consider implementing LPI phasing

Consider consolidating driveways and constructing sidewalks

Consider refreshing pavement markings at all four crosswalks

Consider relocating bus stop closer to the intersection

**Median modification suggestions:**

- Consider constructing level and accessible median improvements
- Consider installing APS/CPS signal equipment and detectable warning surfaces at corners and medians

Consider consolidating driveways and constructing sidewalks

Aspen Hill Rd.

**Intersection corner suggestions:**

- Consider reconstructing the corner with reduced turning radii
- Consider constructing expanded pedestrians landings
- Consider installing APS/CPS signal equipment and detectable warning surfaces at corners and medians
- Consider implementing LPI phasing

Consider implementing exclusive westbound and eastbound left-turn phasing

**Median modification suggestions:**

- Consider constructing level and accessible median improvements
- Consider installing APS/CPS signal equipment and detectable warning surfaces at corners and medians



# Project Timeline and Next Steps

✓	Community Meeting #1	Dec 3, 2013
✓	Scope of Work to Planning Board	Jan 23, 2014
✓	Initial Staff Recommendations	Feb - Mar 2014
✓	Community Meeting #2	April 1, 2014
✓	Staff Briefing to Planning Board	April 24, 2014
✓	Community Meeting #3	May, 13, 2014
	Staff Briefing to Planning Board	June 5, 2014
	Staff Draft Plan to Planning Board	July 10, 2014
	Planning Board Public Hearing	Sept 11, 2014
	Planning Board Work Sessions	Sept - Oct 2014
	Planning Board Draft Plan	Oct - Nov 2014
	County Executive Plan Review	Nov - Dec 2014
	County Council Public Hearing	Jan 2015
	Approved Plan	Mar 2015

