

development
enhance
proposed
recommendations
opportunities
connections
improvements
needs
amenities
transit
sustainability
residential
purpose
bethesda

environment



public space

Chevy Chase

transportation
georgetown
branch trail
preserved
building
planning



diversity
east-west highway

sector plan

services
outreach

neighborhood
objectives



rock creek
traffic
pedestrian
infrastructure
baby boomer

connectivity

scope of



accessibility
erosion

expanded
commercial

work
design
alternatives
location

Lake

function
housing
bicycles
team
stakeholders

quality of place

jones bridge road
reinvestment
connecticut avenue



community-serving
retail

residents

Chevy Chase Lake Sector Plan

scope of work

ABSTRACT

This Scope of Work outlines the goals, tasks, and schedule of undertaking a sector plan in the Chevy Chase Lake community, as well as the outreach that will be used in the planning process.

Source of copies

The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Online at: montgomeryplanning.org/community/chevychaselake

Chevy Chase Lake Sector Plan

scope of work

Prepared by the Montgomery County Planning Department
July 2010

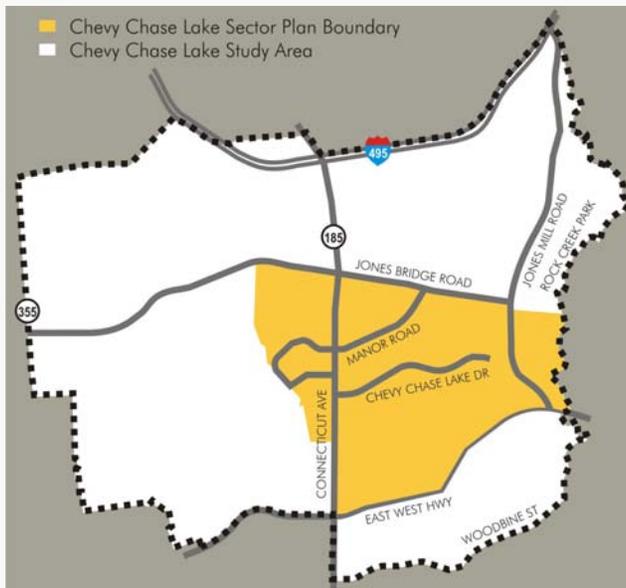
MontgomeryPlanning.org



montgomery county planning department

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introduction



The Chevy Chase Lake community is located along both sides of Connecticut Avenue, between East-West Highway (MD 410) and Jones Bridge Road, inside the Capital Beltway. The proposed Sector Plan boundary is generally defined by Jones Bridge Road to the north, East-West Highway to the south, Rock Creek to the east, and Connecticut Avenue and the Howard Hughes Medical Institute to the west. The proposed Study Area boundary, a larger area used for data collection, extends beyond the proposed Sector Plan boundary.

Historically, Chevy Chase Lake was the northern terminus of the streetcar line that followed the extension of Connecticut Avenue north of Rock Creek in the District of Columbia. As late as 1930, the community featured an amusement park and a lake used by residents for boating and other recreational activities. The area was likened to Glen Echo as a summertime destination.

The community is near many local institutions and services, including an established neighborhood-scale shopping center, a public library, an elementary school, numerous civic organizations, the Capital Crescent Trail, and the future Purple Line. By automobile, it is convenient to the major employment centers of Bethesda, Friendship Heights, Silver Spring, the National Institutes of Health, the National Naval Medical Center (both NIH and the Medical Center have expansion plans as a part of the greater BRAC realignment initiative), White Flint, and the greater metropolitan region via the Capital Beltway. The Capital Crescent Trail provides access to Rock Creek Park, Bethesda, and Silver Spring.

The population of Chevy Chase Lake, about 8,200, is slightly older than the County average, with the balance of young adults and elderly tipping decisively to the latter. The average income and education levels are substantially higher than the County average. Single-family houses predominate, with only 20 percent of the households in multifamily dwellings.

The community has seen only modest development in the last 20 years. The two most prominent projects are the 17-story Hyatt Classic Residence senior living facility built in 1990 between Connecticut Avenue and the Columbia Country Club (and the tallest building in the immediate area) and the 22-acre Howard Hughes Medical Institute headquarters, inaugurated in 1993 at the intersection of Connecticut Avenue and Jones Bridge Road.

The 13-story 8401 Connecticut Avenue office building at Connecticut Avenue and Chevy Chase Lake Drive, and the Chevy Chase Lake Shopping Center, at Connecticut Avenue and Manor Drive, were completed before 1990.



planning framework

The 1990 Georgetown Branch Master Plan Amendment, while deferring specific land use recommendations to the Bethesda-Chevy Chase Master Plan, identified Chevy Chase Lake at Connecticut Avenue as the location for a station along the transit line to be built between Bethesda and Silver Spring. The Plan also established, as County policy, the intent to construct, operate, and maintain the line and adjacent trail on the Georgetown Branch right-of-way. The draft Purple Line Functional Plan reconfirms the Connecticut Avenue transit station recommended by the Georgetown Branch Master Plan Amendment.

The 1990 Bethesda-Chevy Chase Master Plan aimed to maintain and enhance the community's existing character.

challenges

In April 2010, more than 100 area residents joined Planning Department staff at a community open house at the Chevy Chase Library. This listening session provided residents and other stakeholders with an opportunity to share their thoughts on traffic congestion, public transit, mixed-use redevelopment, design, open space, and community facilities. The community input included the following concerns.

connectivity

- heavy vehicular congestion along Connecticut Avenue during peak travel times
- limited vehicular and pedestrian access from surrounding neighborhoods to the Chevy Chase Lake Shopping Center and other public space and facilities
- future BRAC transportation improvements within the Chevy Chase Lake Study Area



design

- incompatibility of potential development with the existing character of Chevy Chase Lake
- integration of the Purple Line station and associated improvements into the Chevy Chase Lake community
- lack of pedestrian-oriented public space
- impact of the Purple Line on the Capital Crescent Trail experience

diversity

- the need to retain and expand local retail and community serving uses
- limited housing choices and lack of affordability for aging residents and young professionals

environment

- integrating sustainable development practices into future reinvestment in the community
- erosion of Coquelin Run and the larger Rock Creek stream valley



purpose of the plan

The Chevy Chase Lake community has potential for improved and expanded public spaces, greater diversity of retail and commercial services, and better connections to the surrounding neighborhoods. Its location, established character, and local amenities provide Chevy Chase Lake with a foundation on which to advance the goals of neighborhood sustainability and quality of place envisioned in the 1990 Bethesda-Chevy Chase Master Plan.

The Chevy Chase Lake Sector Plan will explore newer zoning options to achieve these goals, address the challenges raised by the community, and provide answers to the following questions.

1

What can be done to improve **connectivity** within the community and provide for the integration of the Purple Line and other proposed transportation infrastructure improvements?



2

What **design** development alternatives would best advance the goals of neighborhood sustainability and quality of place?



3

How can the existing character of the community be preserved while also encouraging **diversity** in land use, housing, and public amenities?



4

How can the health, function, and amenity of the natural **environment** be preserved and expanded?



outreach

Members of the Sector Plan project team will work with residents and other community stakeholders to develop a proposed plan for the Chevy Chase Lake area. The April 2010 open house was the first step in the process and solicited input from stakeholders at a community meeting.

Additional outreach efforts will be tailored to the needs of the community and will include:

- enlisting County agencies to address existing problems raised by the community and other stakeholders during the planning process
- regular meetings and community forums with area residents and stakeholders throughout the planning process
- attending local community group and community association meetings, as requested
- periodic updates to neighboring communities, neighborhood associations, chambers of commerce, and local businesses
- using the Chevy Chase Lake Sector Plan website, social media sites (e.g., Twitter and Facebook), and a listserv to provide discussion opportunities for residents. These sites will also be used to share updates, meeting notices, and Plan progress.



Phase 1: Scope Project (April-July 2010)

- Assemble project team
- Hold organizational meetings
- Prepare draft Scope of Work
- Determine Plan area boundary

Product: boundary map, schedule, budget program element, draft Scope of Work

- Background research (April-July 2010)
- Create master parcel file
- Create land use inventory and maps
- Develop community profile (community demographic and socio-economic analyses)
- Begin transportation and environmental analysis (determine existing land use and transportation baselines for analysis)

Product: Master Parcel File, Land Use Maps and Community Profile

- Community outreach and public engagement (ongoing)
- Community open house
- Website and listserv development
- Social media development (e.g., Facebook and Twitter)
- Develop public participation program

Product: final Scope of Work including community outreach plan, existing conditions maps

Phase 2: Analysis and Draft Plan (July-December 2010)

- Develop and analyze redevelopment alternatives (June-August 2010)
- Conduct community and stakeholder meetings
- Evaluate the impact of varying density and land use mixes on the natural environment, transportation network, and public facilities
- Discuss alternative development scenarios with the community

Product: Evaluation of alternative development scenarios

- Develop preliminary draft recommendations (July-September 2010)
- Select preferred concept
- Discuss, examine, and refine preliminary recommendations, design concepts, and selected development scenario with the community

Product: Preliminary recommendations and design concepts for discussion with the Planning Board

- Incorporate Planning Board feedback and finalize recommendations (October-December 2010)

Product: Staff Draft Sector Plan recommendations, preliminary design guidelines

Phase 3: Public Hearing Draft (December 2010-March 2011)

- Prepare Staff Draft Sector Plan for discussion with the Planning Board (December 2010-January 2011)

Product: Staff Draft Sector Plan and preliminary design guidelines

- Review Staff Draft Plan with the Planning Board and revise as needed
- Set Public Hearing Date, advertise, and distribute Public Hearing Draft Plan (February-March 2011)

Product: Advertise the public hearing date; distribute Public Hearing Draft Sector Plan

Phase 4: Planning Board Review (March-September 2011)

- Conduct Planning Board Hearing (March 2011)

Product: Digest of Public Hearing testimony

- Planning Board work sessions (April-June 2011)
- Identification and analysis of issues for discussion at Planning Board work sessions

Product: Worksession staff reports

- Prepare Planning Board Draft Sector Plan and Appendix (July-August 2011)
- Prepare draft Urban Design Guidelines for discussion with the Planning Board
- Transmit Planning Board Draft to County Council and Executive (September 2011)

Product: Planning Board Draft Sector Plan

Phase 5: County Executive Review (September-October 2011)

- Executive review and fiscal analysis of Plan recommendations
- Transmit comments to County Council

Product: Executive's comments and fiscal analysis of the Planning Board Draft Sector Plan

Phase 6: County Council Review (December 2011-April 2012)

- County Council tour of Plan area
- County Council public hearing on the Planning Board Draft (December 2011)
- PHED Committee worksessions on the Planning Board Draft and recommendations to the full Council

Phase 7: Implementation (January-September 2012)

- County Council Approval and Full Commission Adoption of the Approved Plan (April-May 2012)

Product: Approved and Adopted Sector Plan

- Planning Board approval of design guidelines for staff use

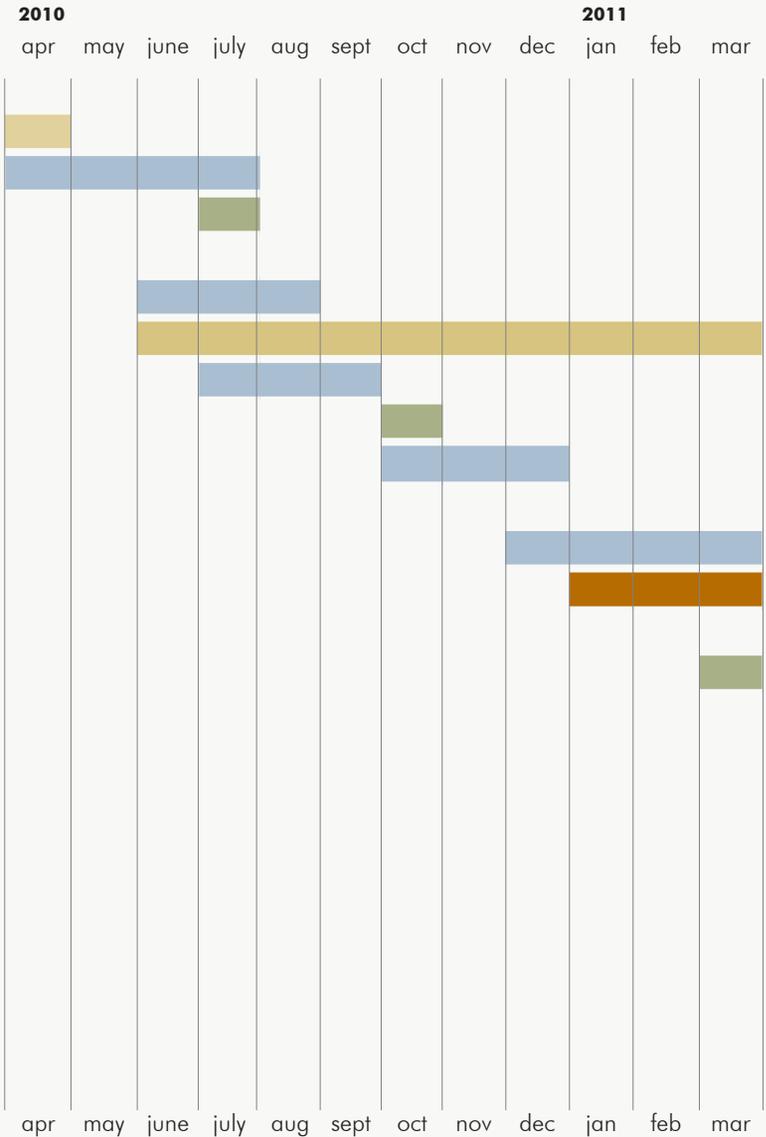
Product: Final Design Guidelines

- Sectional Map Amendment (May-September 2012)
- Prepare the Sectional Map Amendment to implement zoning recommendations and obtain Planning Board approval to file

Product: Prepare zoning maps for Council approval

timeline

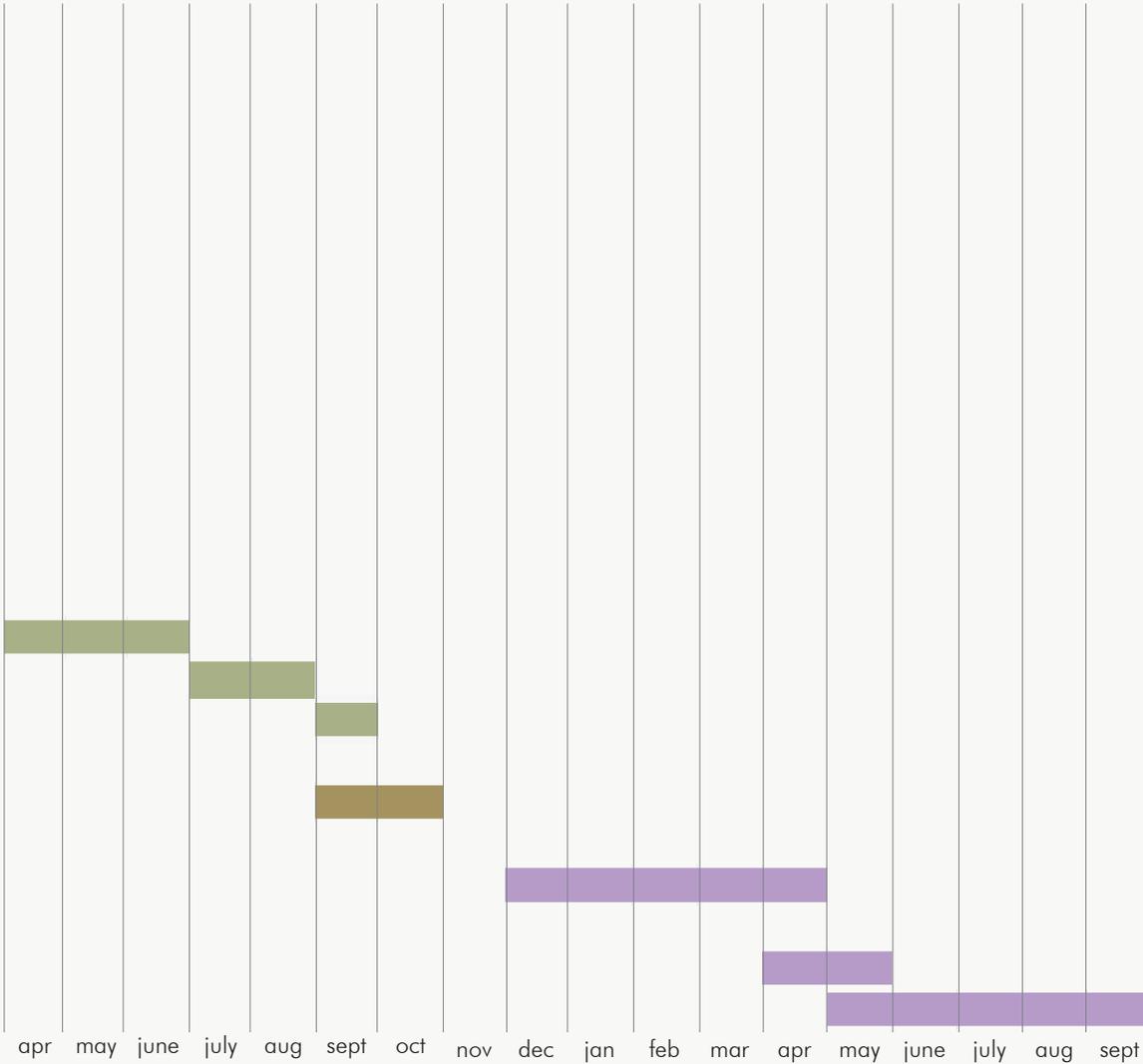
CHEVY CHASE LAKE PROPOSED SCHEDULE



- Staff work
- Planning Board
- Community meetings
- Required advertising
- County Executive review
- County Council Review

2012

apr may june july aug sept oct nov dec jan feb mar apr may june july aug sept



phase 1

- community open house
- scope project & background research
- scope of work - approved

phase 2

- redevelopment alternatives
- community & stakeholder meetings
- draft recommendations
- present draft recommendations
- finalize recommendations

phase 3

- public hearing draft
- set date, publish, advertise, and distribute

phase 4

- public hearing
- worksessions
- draft for approval
- transmit to County Council & Executive

phase 5

- County Executive review

phase 6

- County Council review

phase 7

- Council approval & Commission adoption
- Sectional Map Amendment

resources

The approved Planning Department work program commits 3.7 WY to this project in FY11. No funds have been reserved for consultant services, including translations services, studies, or renderings.

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july 2010

Chevy Chase Lake Sector Plan

scope of work



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