

*** First Name**

William

*** Last Name**

Askinazi

*** Street Address**

D & A Sports and Entertainment, LLC

Address Line 2

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*** City**

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*** State**

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*** Zip Code**

20876

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*** Identify the nature of the amendment being requested and why an amendment is considered necessary in the context of the current master plan and zoning.**

The Applicant requests that the Master Plan be amended to recommend an arts and entertainment/civic use for the Property, as opposed to the current recommendation for residential dwellings at 30 – 40 units per acre, with a maximum of 30% commercial use (based on the total FAR).

Specifically, the March 2008 Approved and Adopted Shady Grove Sector Plan includes the Property in the "Metro West" neighborhood. Metro West is "the heart of the urban village" in which a mix of uses is preferred. However, the emphasis is on housing; commercial uses are limited to "ensure that residential uses dominate."

Therefore, a stand-alone Event Center requires relief from the limitation on commercial development. The Event Center will provide a destination point, the "there there" to help transform the area in conjunction with the new residential development that has already been approved. Similarly, the retail will provide additional amenities for these residents (and commuters). Finally, the Event Center can achieve the Sector Plan's objectives to reconfigure the Metro bus facility to minimize walking distance for transit users, all in conjunction with the other transit uses not envisioned by the Sector Plan in 2006 when it was adopted, and act as the connecting vehicle between Metro and the CCT.

In addition, the Applicant proposes amending the staging element of the Sector Plan to allow the Event Center to move forward at any stage, as it is effectively a catalyst to the redevelopment of the area and can "fast forward" funding for specific staging triggers.

The existing TOMX2/TDR Zone in which the Property is currently located allows the Event Center as a matter of right (as a Commercial Recreational or Entertainment Establishment) as well as a range of retail and service uses; consequently a zoning change is not being requested as part of this Amendment request. In addition, current plans for the Event Center anticipate complying with the existing development standards.

*** Identify the area for which an amendment is being requested. You must specify the land area for which an amendment is requested, including any of the following: property addresses a master / sector plan boundary a zoning boundary a detailed map identifying property boundaries**

The Property is an 8.1 acre portion of P837, known as Somerville Drive, Tax Account Number 16-09-03055594. WMATA owns the Property; the Applicant is acting with the permission of the County.

The maps above identify the geographic area under review. Only the Metro West neighborhood of the Shady Grove Sector Plan would require revision.

Attach a detailed map identifying property boundaries (PDF format is preferred - max. file size 50MB - All attachments must be named with your last name, project zip code and item name)

https://fs6.formsite.com//mncppc/files/f-0-1-6769372_bL57wAXW_map.pdf

Attach optional additional documents (PDF format is preferred - max. file size 50MB)

https://fs6.formsite.com//mncppc/files/f-0-23-6769372_W5W6dPug_EconomicFeasibilityofaMontgomeryCountyMDArea.pdf

Attach optional additional documents (PDF format preferred - maximum file size 50MB)

https://fs6.formsite.com//mncppc/files/f-0-10-6769372_emC4dgyQ_ArialPhotoforEventCenterSite.pdf

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*** Describe how the requested amendment benefits the public and what impacts might be anticipated as a result of the application.**

As outlined in the RFP, the Event Center will provide an important venue for Montgomery County residents to attend high-profile events locally, rather than in Washington DC, or Virginia. There are multiple intangible benefits to the public; in particular, residents have been frustrated for years at having to attend high school graduations in Washington DC, rather than in the County. In addition to the improvement in the quality of life for Montgomery County residents, and the ability to bring graduations, family programming, sports, concerts and entertainment to the County that currently goes elsewhere, there are also tangible benefits: (a) the creation of approximately 750 new jobs according to the Maryland Sage Study feasibility report (b) an increase in real property taxes, (c) an increase in sales tax revenue by keeping business in the County, (d) an increase in ticketing taxes, (e) a decrease in total vehicle miles traveled, and (f) investment in transit. The impact to the Sector Plan is expected to be minimal, as the Event Center will still allow for the envisioned residential development elsewhere in the Sector Plan Metro-oriented neighborhoods. The environmental impact would be positive from replacing the surface parking lot with outdated stormwater management facilities with an up-to-date state of the art facility. Finally, the traffic impact is expected to be minimal because (a) studies of similar facilities show a 50% modal split for guests at the Event Center, (b) Event Center trips are generally outside of the peak hour and (c) the Event Center's peak hour trips can be "netted out" against the residential trips planned by the Sector Plan.

*** I identify the master or sector plan for which the amendment is requested and how the requested amendment advances current land use objectives, including but not limited to: providing needed housing and affordable housing improving the jobs-housing ratio public benefits improved transit commuting enhancement of existing and small businesses using existing infrastructure for sustainable growth transitions to existing neighborhoods meeting changing demographics or economic trends**

The proposed Amendment advances most of the County's current land use objectives with the exception of adding to the County affordable housing stock, which is otherwise accommodated within the Sector Plan. First, the Event Center will utilize existing commuting patterns and incentivize transit use by virtue of its location so close to a Metro Station. The County Executive has expressed a desire to locate a venue such as this as close as possible to transit to take advantage of the investment. Similarly, the Amendment recognizes the changing demographics and economic trends in promoting the development of a much-needed County amenity that was not envisioned during the original Sector Plan process. Small businesses also benefit from the proposed Event Center as it will create the need for over 750 new jobs just for the Event Center alone, and opportunities for up to 30,000 square feet of retail and services industries. Finally, the replacement of the residential use on the eight acres (approximately 320 units), contributes to balance the jobs/housing ratio in the immediate area, as well as for the eastern and western halves of the County as a whole.

*** What zoning changes are necessary to implement the amendment being requested?**

No zoning changes are anticipated at this time.

*** I identify interested parties relevant to your application. For small geographic areas, include the**

consent of property owners for the subject property. For larger areas, include any materials to indicate who has been contacted and any relevant correspondence.

Stakeholders include the property owners in and around the Shady Grove Metro, including the community groups located to the east of the planning area. In addition, the cities of Rockville and Gaithersburg will have an interest in the development of the Event Center. Upon further refinement of the plan, and acceptance of the Amendment, the Applicant will begin outreach meetings with the stakeholders.

*** Do you consider traffic volumes or transit patterns to be a major consideration in your application and if so, how do you propose to address those concerns?**

Traffic will not be a major consideration in the Amendment, since the average attendance is projected to be 4,200 at many events. As stated above, studies have shown that half of the users of the Event Center will come via transit, the other half arriving in multiple-occupant cars; very few participants in an event will come by single occupancy vehicle. In addition, the traffic will be outside of the peak of the hours and, therefore, the impact on traffic patterns will be minimal.

The Applicant intends to study the trip generation, in the context of similar centers in and around the country. In addition, the Applicant can utilize best management practices to ensure that cars headed to the Event Center are routed in such a way to prevent any cut-through traffic in the neighborhoods and not over-burden the existing transportation network.

*** Has your request been the subject of a previous master plan amendment, rezoning, zoning text amendment or similar application?**

No.

Additional Background (optional)

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