



Additional Information Presented to the Planning Board
on September 6, 2012



Introduction: Transparency, Engagement, and Compatibility

When staff presented the Scope of Work for the Chevy Chase Lake Sector Plan to the Planning Board in July 2010, some community members challenged the openness and transparency of the process. They asserted that developers had an unfair advantage and access to staff, and that the community would not be legitimately involved in the decision-making process. To address this perception, with the support of the Planning Director and the Chair, staff enlisted professional facilitators from the Conflict Resolution Center of Montgomery County to help.

Staff worked with the facilitators to develop a community outreach process that emphasized transparency, and resulted in a number of well-attended and successful public meetings. These engaged the larger Chevy Chase Lake community, including major land owners and developers, in a two-year dialogue about what kind of change the Sector Plan could bring to the neighborhood.

Staff heard and considered many ideas and viewpoints to determine the right “fit” for Chevy Chase Lake. Did 4.5 million square feet of development, with numerous 20-story buildings and elevated parks, fit in Chevy Chase Lake? The community, and ultimately the property owner, decided it did not. Did an underpass at Connecticut Avenue and East-West Highway, to accommodate more traffic, fit? The community and planners past and present decided it did not.

Chevy Chase Lake has a definite character: established residential neighborhoods surrounding a small retail center. Ultimately, the sector plan must balance developers’ interest with the community’s desire to preserve character, so that Chevy Chase Lake does not lose the sense of place it has developed over the last century.

Note: Measurements in the following illustrations are approximate, based on available GIS data.

Preserving the area's character while allowing compatible new development is the underpinning philosophy of the Staff Draft, and is manifested in its recommendations:

- Building heights should reinforce and enhance the Town Center, but not overwhelm the surrounding residential neighborhoods;
- Limit density to minimize traffic impacts on Connecticut Avenue without disruptive and incompatible road improvements (e.g., enlarging intersections out of proportion to the adjoining neighborhoods);
- Phase development with the Purple Line to allow only already-approved projects to move forward before transit is in place to support additional density;
- Implement rezoning by phasing two sectional map amendments to give the community greater certainty that the plan will work as envisioned;
- Allow compatible development at the shopping center that would provide additional housing and other benefits, even should the Purple Line be significantly delayed.

What the Board Asked For

On July 16, 2012, after presentation of the Staff Draft recommendations, the Planning Board requested additional information and analyses prior to setting a Public Hearing. That information is now provided and may well be supplemented during Board work sessions following the Public Hearing. The following addresses the questions raised by the Board.

What would additional building height look like in Chevy Chase Lake?

The following studies examine the character of the Town Center in Chevy Chase Lake as it exists today, as envisioned under the Staff Draft recommendation, and with the maximum building heights requested by property owners.



The Town Center, viewed along the east side of Connecticut Avenue below Manor Road, existing conditions



The Town Center, viewed along the east side of Connecticut Avenue below Manor Road, Staff Draft recommended building heights



The Town Center, viewed along the east side of Connecticut Avenue below Manor Road, with building heights requested by property owners



The Town Center, viewed along the east side of Connecticut Avenue above Chevy Chase Lake Drive, existing conditions



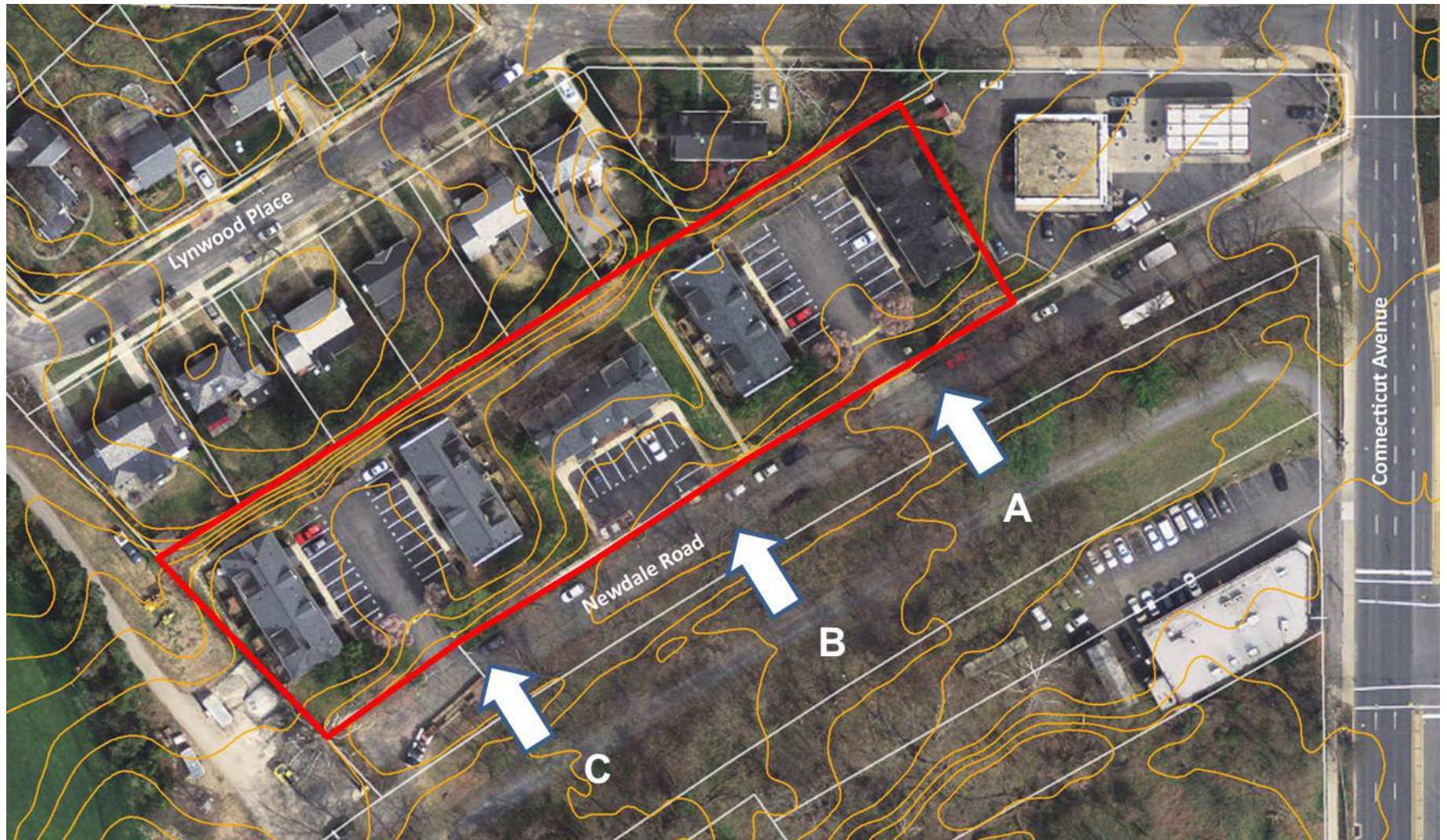
The Town Center, viewed along the east side of Connecticut Avenue above Chevy Chase Lake Drive, Staff Draft recommended building heights



The Town Center, viewed along the east side of Connecticut Avenue above Chevy Chase Lake Drive, with building heights requested by property owners

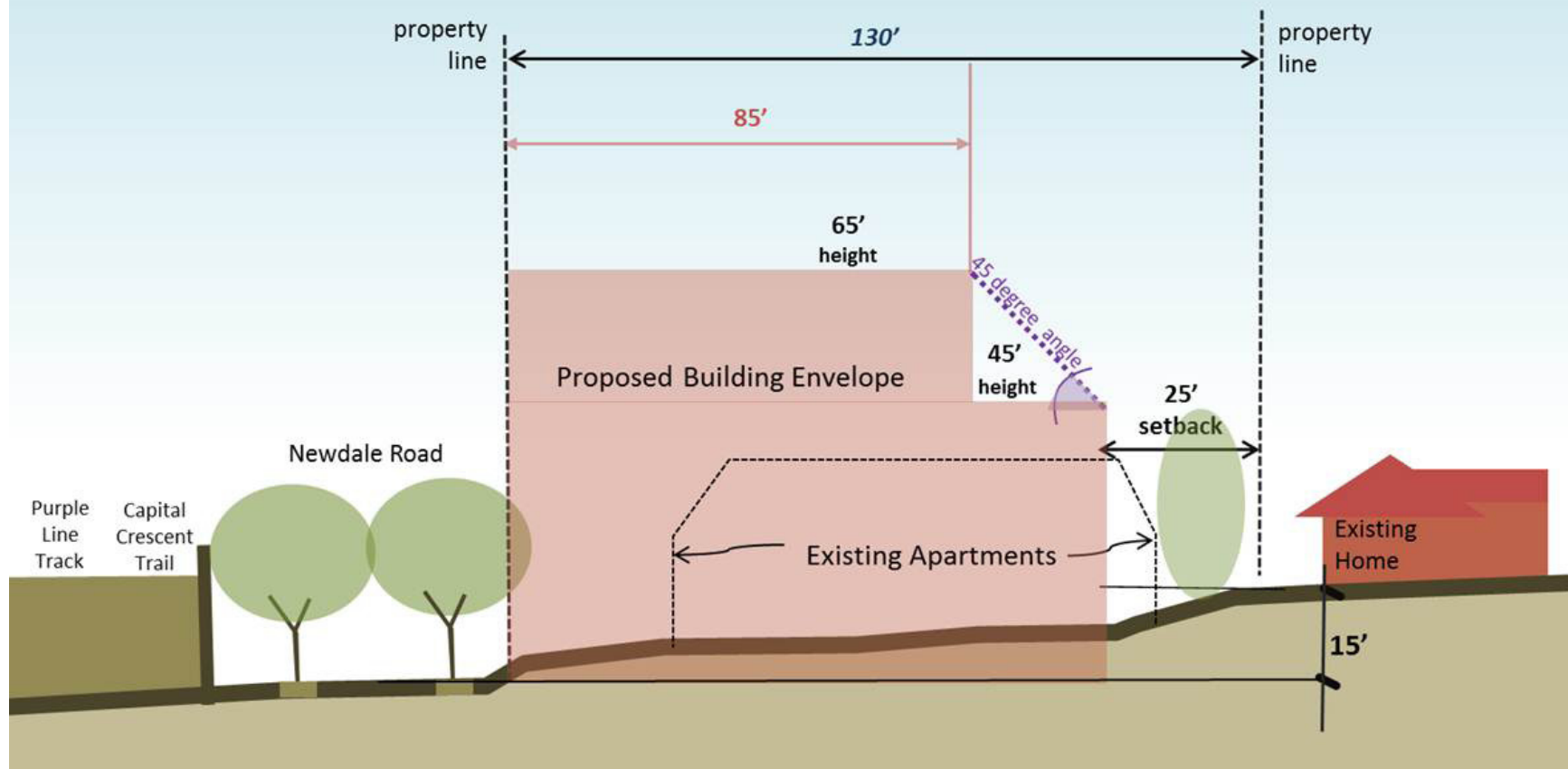
What are the potential impacts of additional building height at Newdale Mews?

Staff has looked at the slope and height differential between the Newdale Mews property on Newdale Road and the single-family homes immediately to the north on Lynwood Place. The following diagrams illustrate this relationship at three points along Newdale Road.

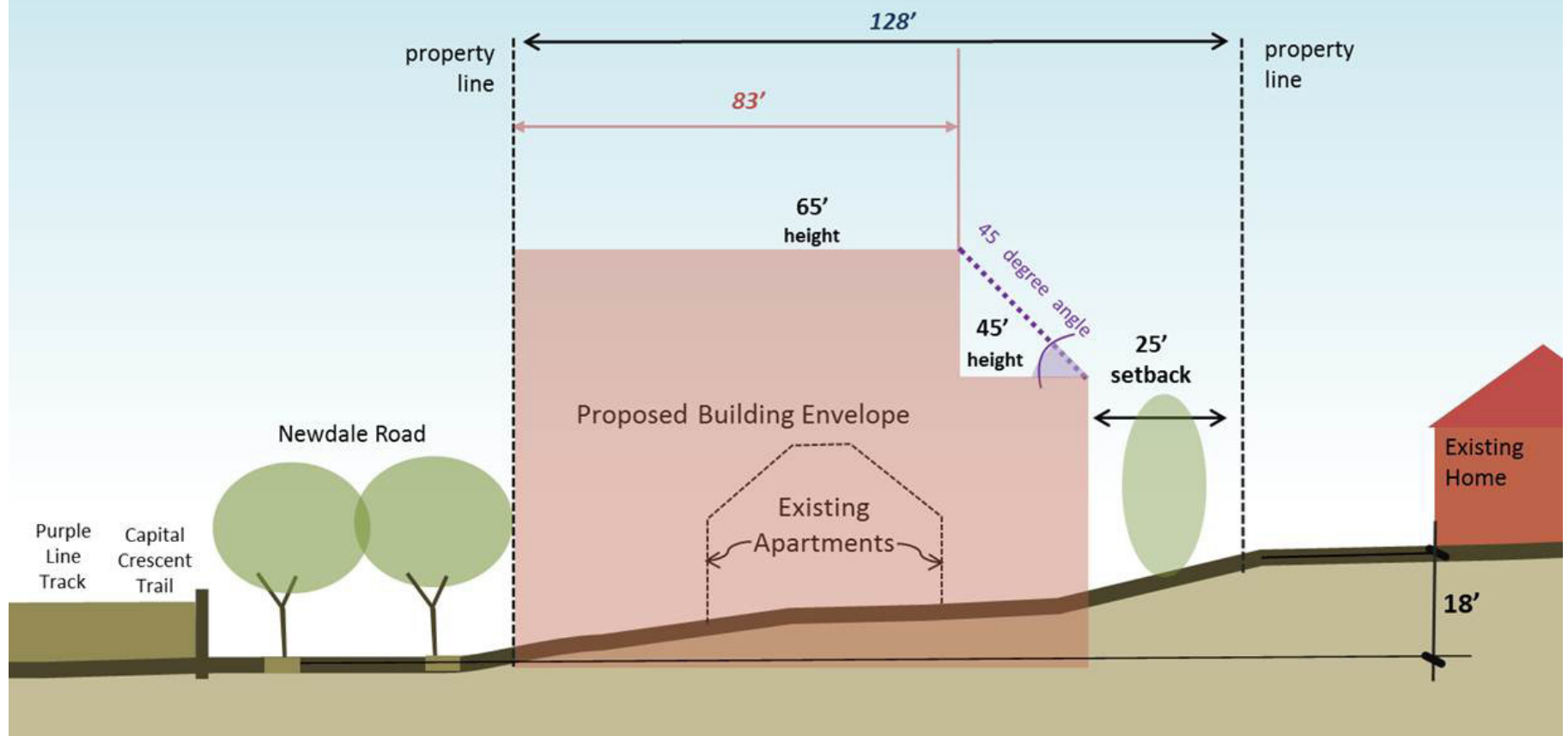


The Newdale Mews site and immediate context

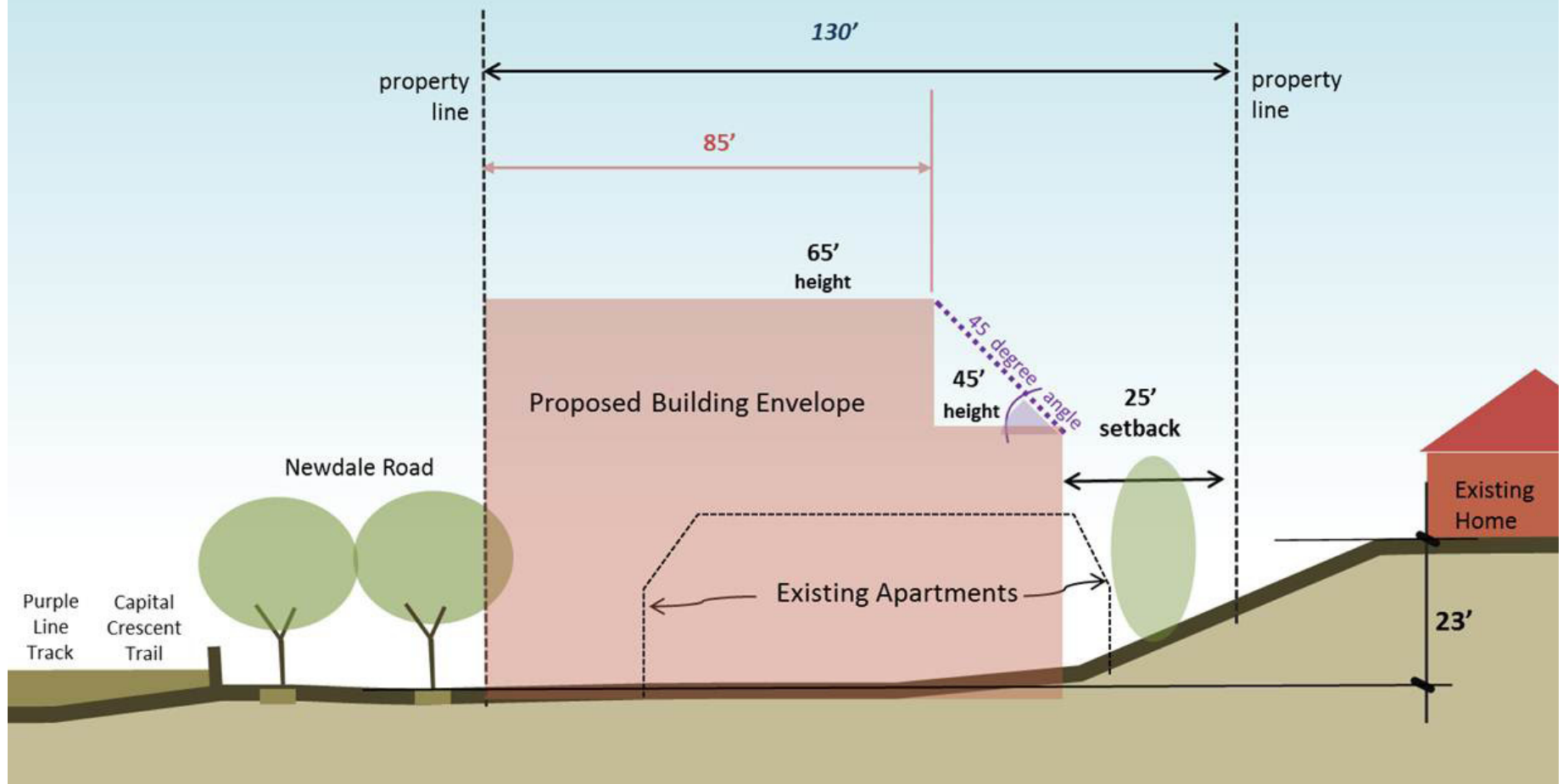
A



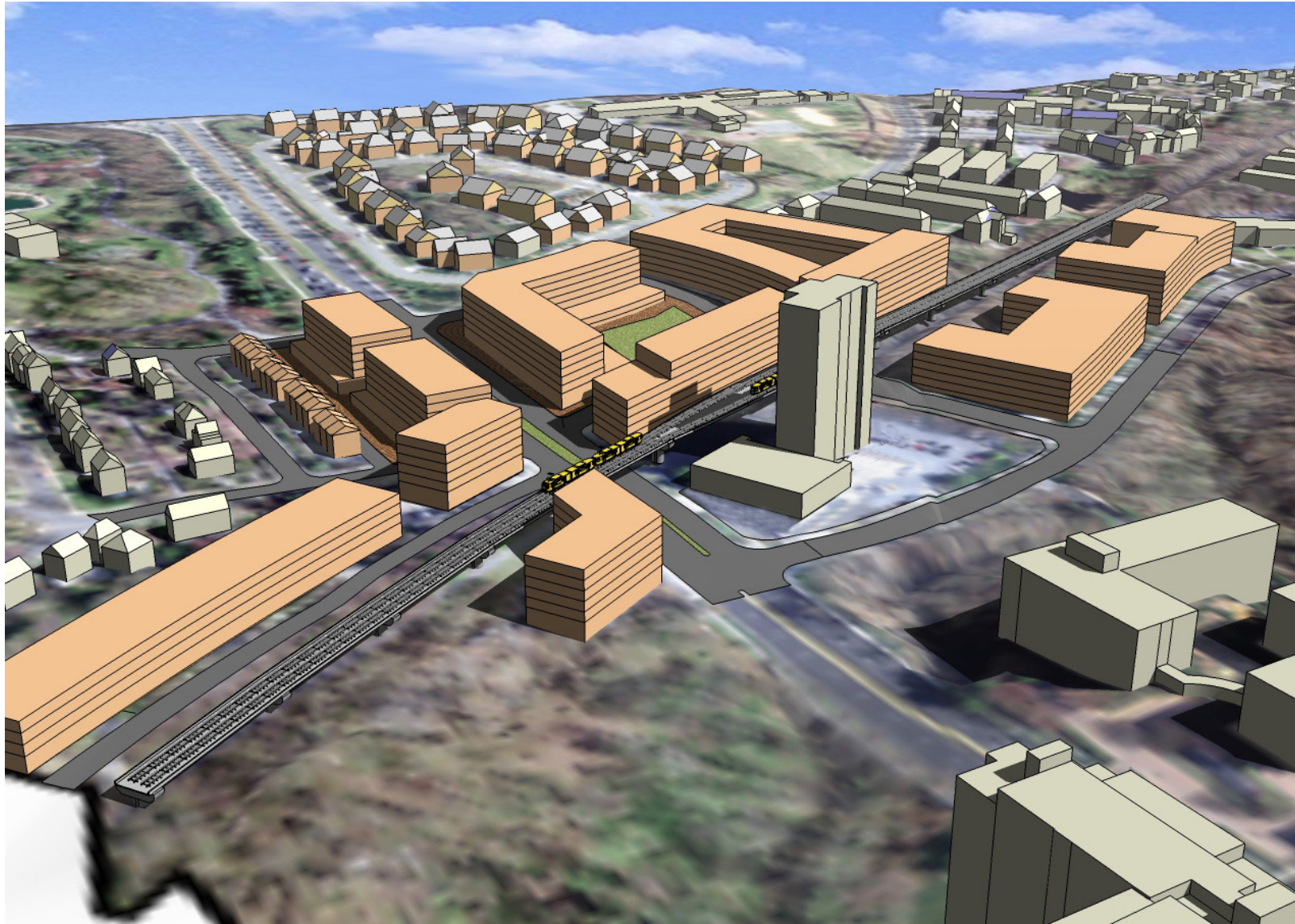
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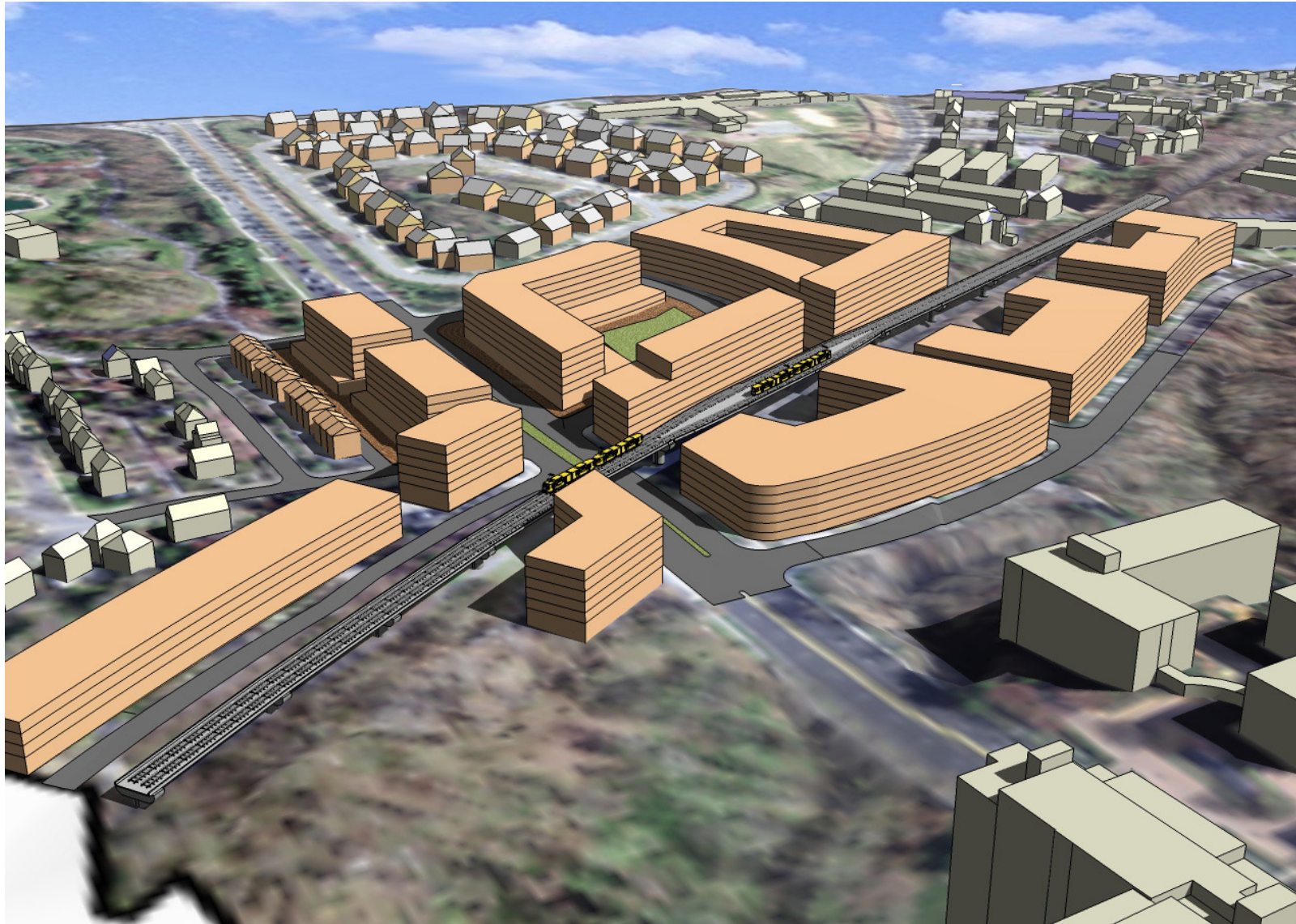
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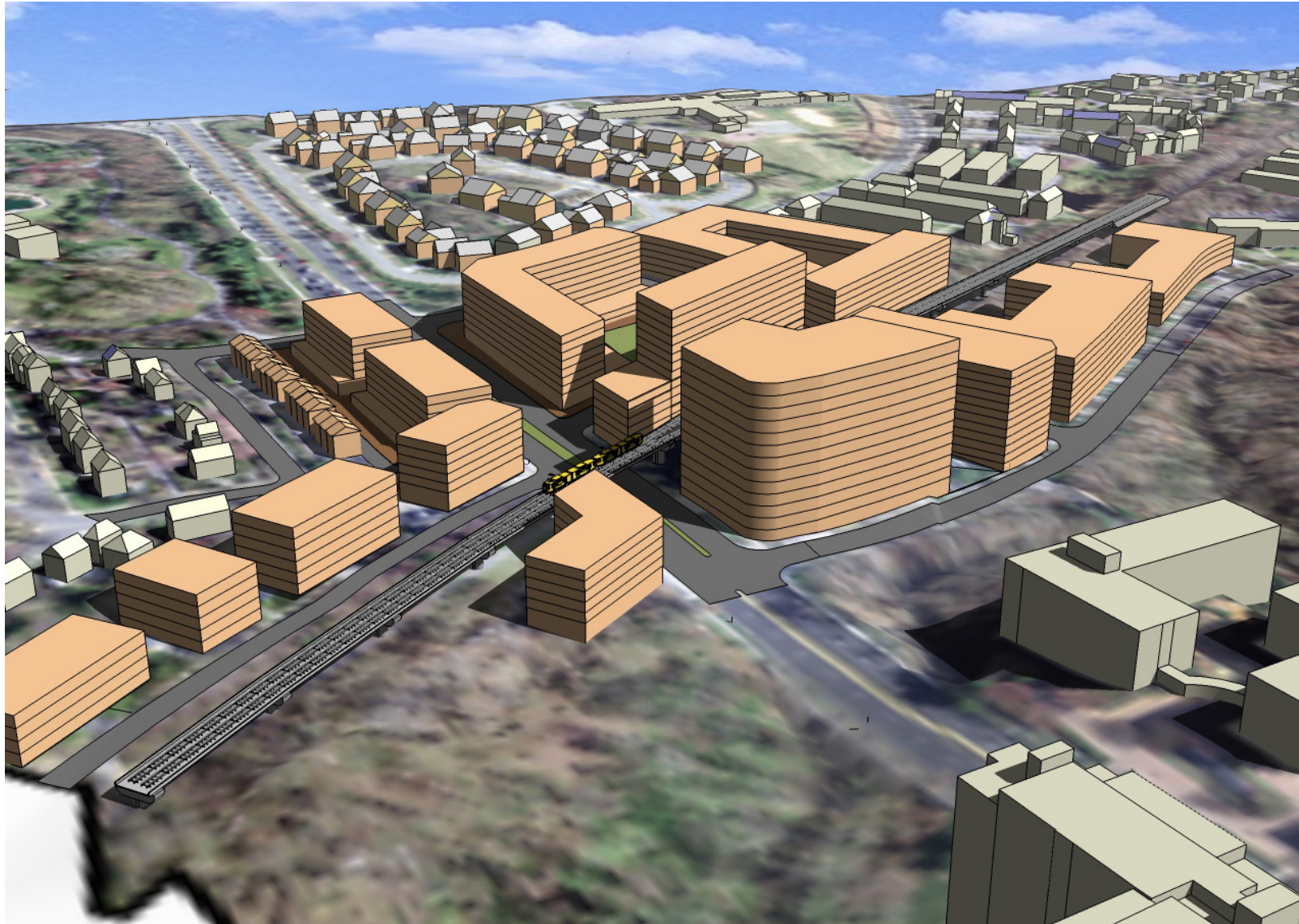
How might the level of density recommended in the Staff Draft fit on the ground? How would additional density fit?



An aerial view of the Town Center, looking north, showing distribution of density recommended in the Staff Draft Sector Plan (with 8401 Connecticut Avenue remaining)



An aerial view of the Town Center, looking north, showing distribution of density recommended in the Staff Draft Sector Plan



An aerial view of the Town Center, looking north, showing distribution of additional height and density requested by property owners

By modifying the land use mix of the Chevy Chase Land Company's approved preliminary plan for the Chevy Chase Lake Shopping Center, could the approved traffic impact accommodate more development on that site before the Purple Line?

The Staff Draft Sector Plan recommends limiting development before the Purple Line to the Chevy Chase Lake Shopping Center. The Chevy Chase Land Company received preliminary plan approval in 2005 for approximately 250,000 sf. of development at the Chevy Chase Shopping Center, with 74,356 sf. of office uses and 174,016 sf. of retail uses. This approval, which remains valid, also includes the traffic that would be generated by the redevelopment.

Different land uses generate traffic at different rates, with residential uses generating less traffic than office uses. Using trip generation rates from our Local Area Transportation Review (LATR) guidelines, the Land Company produced two alternative land use scenarios for the redevelopment of the Chevy Chase Lake Shopping Center site that resulted in traffic that would be at or below the traffic generated by the existing approved development. (See Attachment 1 for the Land Company worksheets.)

Land use scenario	Total AM Peak Hour trips	Total PM Peak Hour trips
Existing approval 74,356 sf office 174,016 sf retail	503	1,051
Alternative 1 708 apartments 120,000 sf retail	486	786
Alternative 2 140-room hotel ~598 apartments* 120,000 sf retail	503	834

*to be reduced as necessary to achieve the trip cap

What is the traffic impact of increasing density beyond the staff draft recommendation?

Property owners have requested additional density beyond the Staff Draft recommendation:

Property	Staff Draft recommended density	Requested density
Howard Hughes Medical Institute	remain special exception use in R-90 zone	approximately 775,000 sf
Chevy Chase Lake Apartments (Housing Opportunities Commission)	approximately 230 apartments	approximately 400 apartments
8401 Connecticut Avenue (Chevy Chase Land Company)	260,000 sf office/retail/residential	approximately 512,000 sf, incl. 300,000 sf office, 44,000 sf retail, 168 apartments
Chevy Chase Lake West Shopping Center Parking Lot (Chevy Chase Land Company)	15 townhouses	Approximately 65 apartments

Staff has prepared an updated analysis (included as attachment 2), which compares the traffic impacts of the staff draft recommended densities, the “maximum build-out” scenario (which incorporates the requested density increases listed above), and a number of increments in between.

Are we able to perform economic analyses to determine the appropriate level of density in Chevy Chase Lake?

There was not sufficient time to engage our economic consultant in advance of the September 6, 2012, work session. We requested economic analyses from the Chevy Chase Land Company, the Housing Opportunities Commission, and the owner of Newdale Mews, but were not provided with any.

Why should the new public parks be publicly owned?

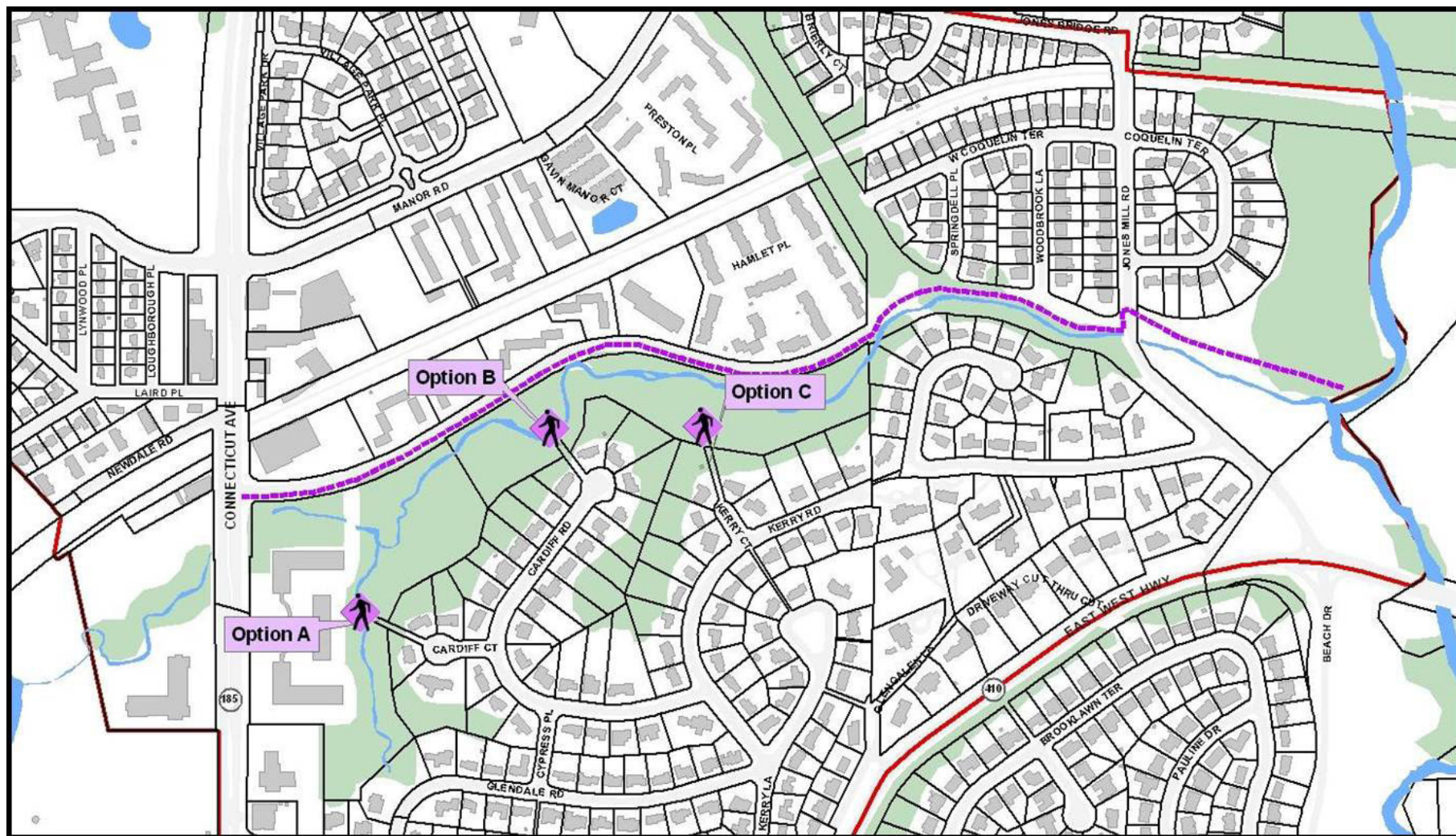
Parks Department staff will address this question in a broader context in an upcoming presentation to the Planning Board, currently scheduled for September 20, 2012. Parks staff will be available for questions at the September 6th worksession.

What would be required to provide a pedestrian connection from the Hamlet neighborhood across Co-quelin Run to Chevy Chase Lake Drive?

East to west the Sector Plan area is bisected by the Coquelin Run stream valley, which has forested, steep slopes, springs, and rare, threatened and endangers species. The undeveloped condition of the valley is primarily due to the topographic constraints. These make access to the stream challenging for the residents living on either side of the valley.

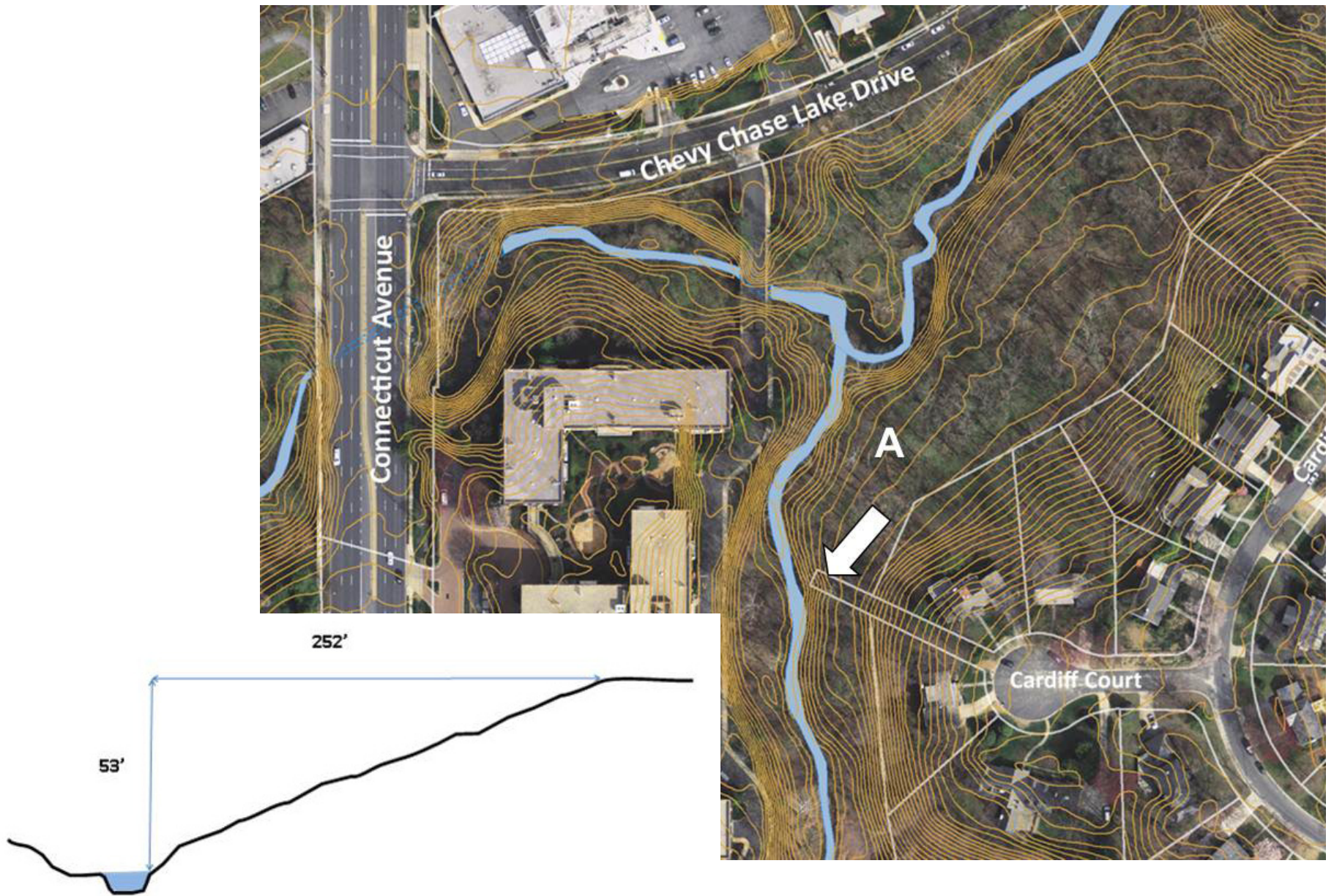
Three potential access points and stream crossings opportunities have been evaluated at rights-of-way from three cul-de-sacs along the southern side of Coquelin Run: Cardiff Court (Option A), Cardiff Road (Option B), and Kerry Court (Option C).

	Option A	Option B	Option C
Slope, top of bank to stream	21% / ~5:1	36% / ~3:1	19% / ~5:1
Ownership	8101 Connecticut Avenue	Chevy Chase Land Company	Chevy Chase Land Company
Erodible Soils	Yes		
Rare, Threatened and Endangered Species	No	No	Yes
Natural Resources	High Quality Forest		
Wildlife	Urban Diversity		

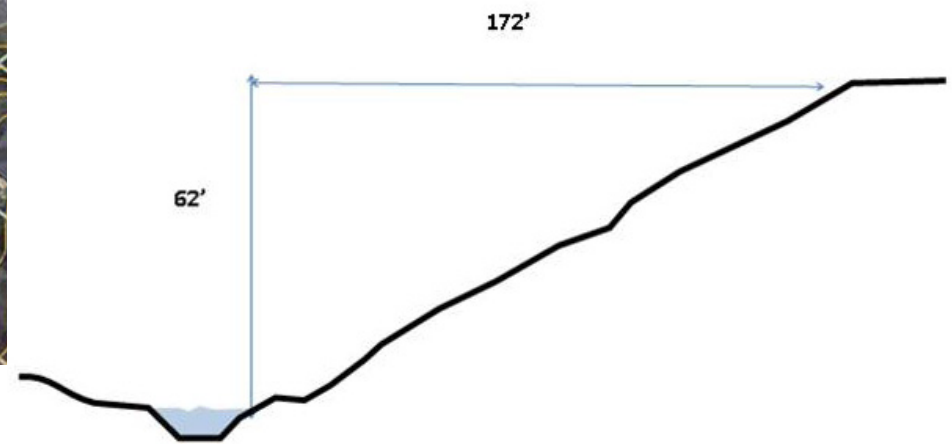
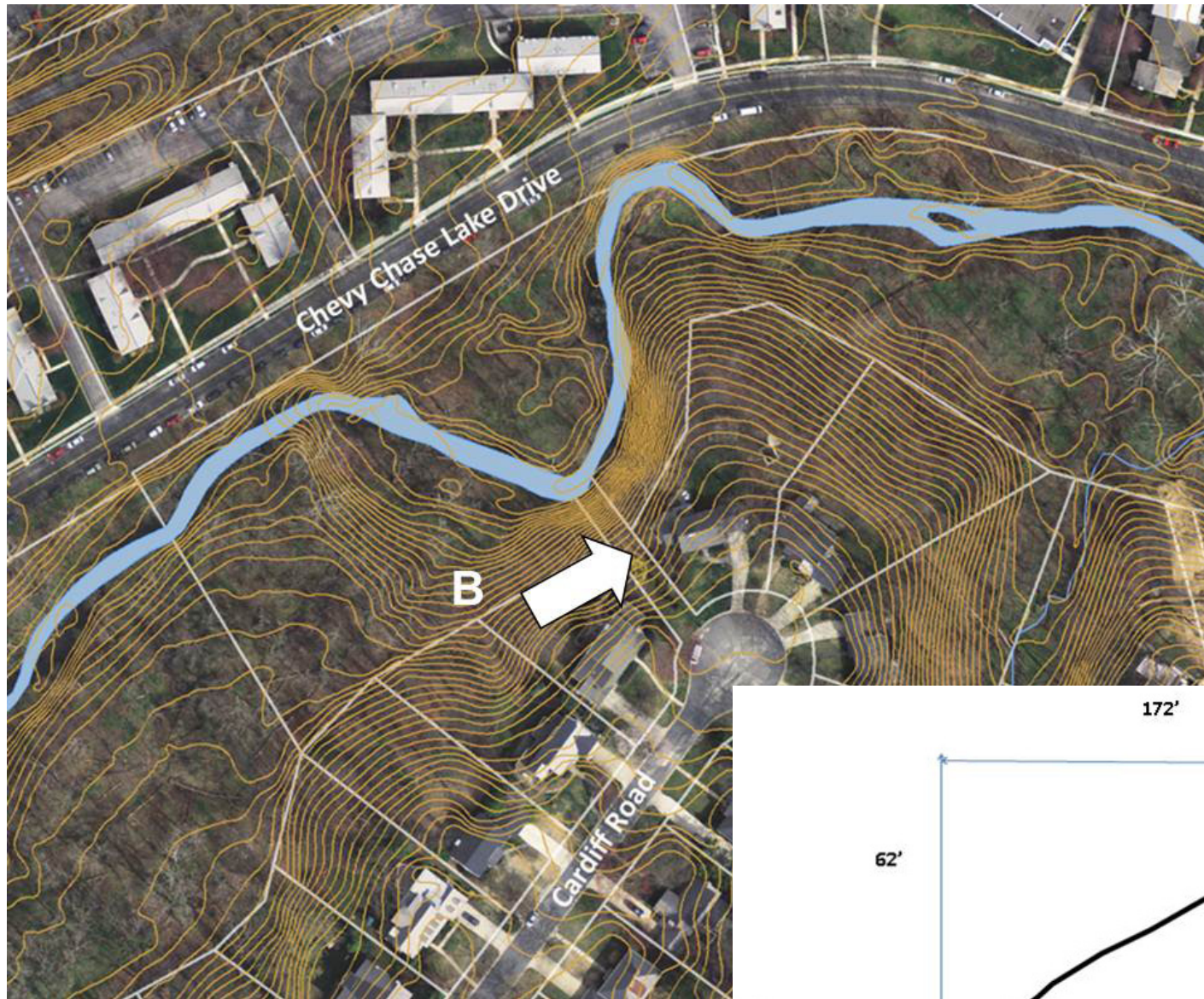


Coquelin Run Access Options from the Hamlet Community

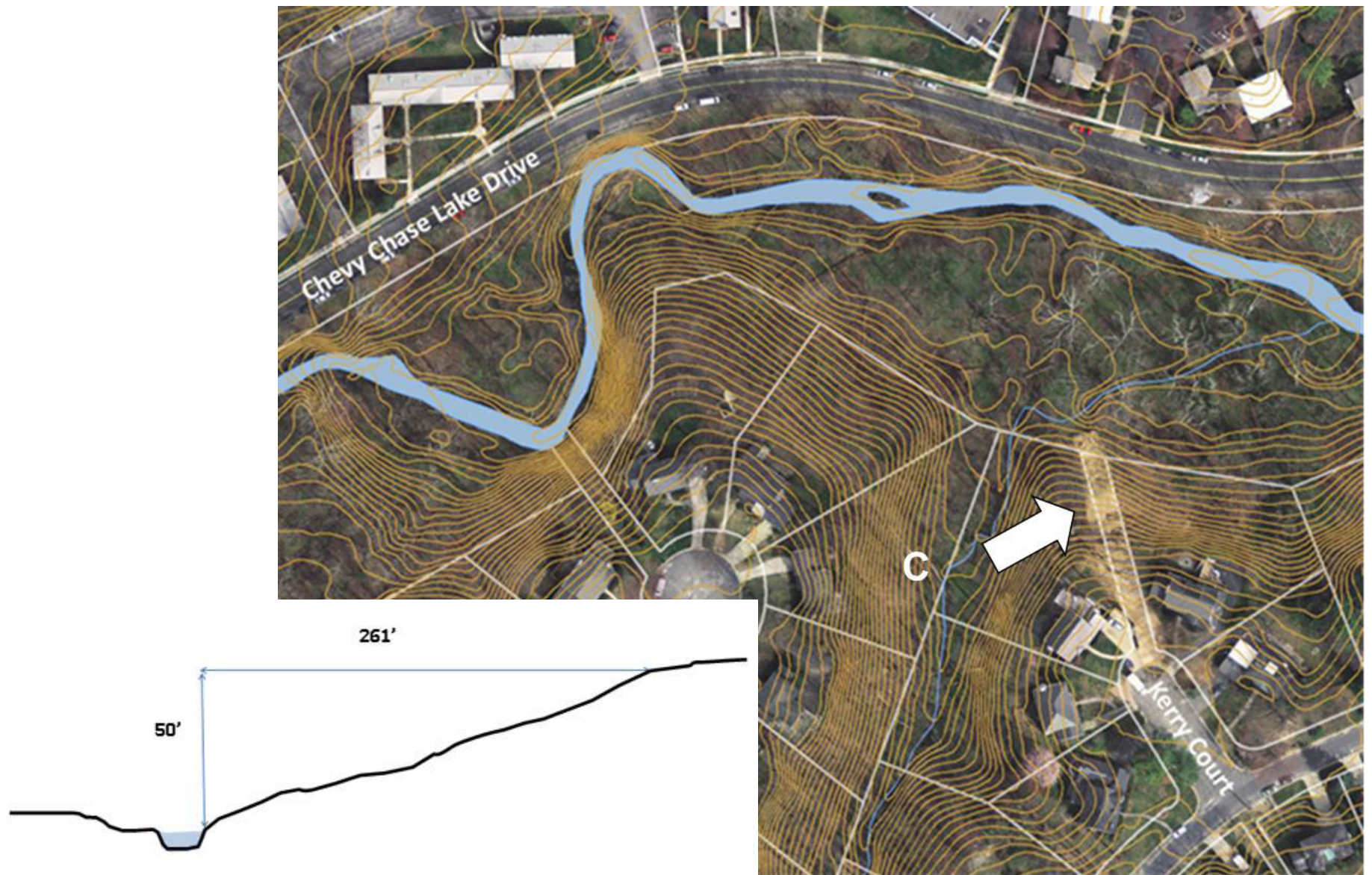
Option A



Option B



Option C



Given the steep slopes at each of the potential locations, an accessible route would require significant switch-back pathways. An accessible route would be further complicated by the narrow width of the right-of-way extensions (about 20 feet).

Community Correspondence

Since the July 16, 2012, Planning Board meeting, staff and the Planning Board have received correspondence from interested parties. We have attached the correspondence received (attachment 3). The correspondence is grouped by property owner, civic/neighborhood organization, and individual.

Attachments

1. Chevy Chase Land Company Trip Distribution Calculations for Chevy Chase Lake Shopping Center

Chevy Chase Lake

Trip Generation Table for Existing Approved Plan

Land Use	Amount	Unit	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
Office	74,356	S.F.	103	15	118	22	105	127
Retail								
Approved Additional + Existing	174,016	S.F.	200	185	385	801	739	1,540
Pass-By Reduction	0% / 40%		-	-	-	(320)	(296)	(616)
Subtotal			200	185	385	481	443	924

Approved Future	303	200	503	503	548	1,051
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Formulas Used*

		AM	PM
Office	Total =	1.7 (GFA/1000) - 8	1.44 (GFA/1000) + 20
Retail	Total =	0.25 [7.43 (GLA/1000) +247]	7.43 (GLA/1000) +247

*All Formulas from LATR

Trip Generation Table for Scenario I

Land Use	Amount	Unit	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
Additional Approved Program								
Residential								
high rise	708	Units	54	162	216	154	99	253
Retail + Grocery	120,000	S.F.	148	137	285	592	547	1,139
<u>Pass-By Reduction</u>	<u>0% / 40%</u>		<u>-</u>	<u>-</u>	<u>-</u>	<u>(237)</u>	<u>(219)</u>	<u>(456)</u>
			148	137	285	355	328	683
Subtotal (Retail + Residential)			202	299	501	509	427	936
Internal Capture Rate			3.00%	3.00%	3.00%	16.00%	16.00%	16.00%
Proposed New Trips			196	290	486	428	359	786
Approved Plan			303	200	503	503	548	1,051

Formulas Used*

		AM	PM
Office	Total =	1.7 (GFA/1000) - 8	1.44 (GFA/1000) + 20
Retail	Total =	0.25 [7.43 (GLA/1000) +247]	7.43 (GLA/1000) +247
Residential (high rise)	Total =	0.29 (# of units) + 11	0.34 (# of units) + 12

*All formulas from LATR

Trip Generation Table for Scenario 2

Land Use	Amount	Unit	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
Additional Approved Program								
Residential -high rise	598	Units	46	138	184	131	84	215
Hotel	140	Rooms	48	30	78	44	39	83
Retail + Grocery	120,000	S.F.	148	137	285	592	547	1,139
Pass-By Reduction	0% / 40%		-	-	-	(237)	(219)	(456)
			148	137	285	355	328	683
Subtotal (Retail + Residential + Hotel)			242	305	547	530	451	981
Internal Capture Rate			4.00%	4.00%	4.00%	15.00%	15.00%	15.00%
Proposed New Trips*			232	293	525	451	383	834
Approved Plan			303	200	503	503	548	1,051

Formulas Used

		AM	PM
Office	Total =	1.7 (GFA/1000) - 8	1.44 (GFA/1000) + 20
Retail	Total =	0.25 [7.43 (GLA/1000) +247]	7.43 (GLA/1000) +247
Residential (high rise)	Total =	0.29 (# of units) +11	0.34 (# of units) +12
Hotel**	Total =	0.56 (# of rooms)	0.59 (# of rooms)

*The proposed development with Hotel option results in AM peak hour trips to exceed approved plan trip cap

**Hotel formulas come from ITE, Land Use 310. Everything else is from LATR.

2. Staff CLV analysis

Chevy Chase Lake Sector Plan
Additional analysis requested by the Planning Board


PRE-2011 COUNTS

Intersection	Existing		Future (based on existing zoning)		Staff Draft			
					Enhance (pre-Purple Line)		Create (post-Purple Line)	
					250,000 sf., incl. ~150 du.		1.2 million sf., incl. ~1,000 du.	
	AM	PM	AM	PM	AM	PM	AM	PM
Connecticut Ave & Jones Bridge Rd / Kens Pkwy	1832	1655	1729	1604	1689	1483	1731	1616
Connecticut Ave & Manor Rd	1343	1134	1572	1546	1513	1332	1612	1576
Connecticut Ave & Chevy Chase Lake Dr	946	1090	1049	1337	1022	1219	1119	1504
Connecticut Ave & East-West Hwy	1693	1644	2000	2053	1954	1890	2002	1952
Connecticut Ave & Bradley Ln	1408	1466	1551	1520	1527	1481	1550	1519
Manor Rd & Jones Bridge Rd	679	906	812	1085	781	990	825	1113
Jones Bridge Rd & Jones Mill Rd	1245	854	1568	1132	1459	1089	1520	1094
East-West Hwy & Beach Dr / Jones Mill Rd	1087	1574	1371	1732	1339	1650	1354	1708
Jones Bridge Rd / Platt Ridge Rd	773	963	872	1013	865	1002	871	1012
Connecticut Ave & Dunlop St	1025	999	1125	1194	1099	1107	1147	1200
Connecticut Ave & Beach Dr	1332	1060	1785	1509	1776	1479	1796	1521
Jones Bridge Rd & Spring Valley Rd	813	974	881	1019	874	1008	880	1018

2011 COUNTS

Intersection	Existing		Future (based on existing zoning)		Staff Draft			
					Enhance (pre-Purple Line)		Create (post-Purple Line)	
					250,000 sf., incl. ~150 du.		1.2 million sf., incl. ~1,000 du.	
	AM	PM	AM	PM	AM	PM	AM	PM
Connecticut Ave & Jones Bridge Rd / Kens Pkwy	1621	1596	1628	1503	1608	1474	1650	1596
Connecticut Ave & Manor Rd	1120	1242	1367	1637	1267	1508	1494	1815
Connecticut Ave & Chevy Chase Lake Dr	901	1052	1008	1227	985	1201	1045	1462
Connecticut Ave & East-West Hwy	1553	1519	1879	1763	1839	1710	1894	1817
Connecticut Ave & Bradley Ln	1496	1353	1627	1408	1599	1398	1628	1435
Manor Rd & Jones Bridge Rd	594	880	798	1098	775	1114	828	1079
Jones Bridge Rd & Jones Mill Rd	1000	765	1239	1056	1132	1053	1121	1090
East-West Hwy & Beach Dr / Jones Mill Rd	1037	1537	1334	1600	1287	1607	1293	1663
Jones Bridge Rd / Platt Ridge Rd	674	878	763	911	758	909	763	916
Connecticut Ave & Dunlop St	949	1050	1023	1181	999	1157	1045	1223
Connecticut Ave & Beach Dr	1332	1060	1759	1397	1750	1390	1771	1433
Jones Bridge Rd & Spring Valley Rd	813	974	876	1005	872	1002	877	1011

* Includes Purple Line and BRAC improvements at the intersection of Connecticut Ave / Jones Bridge Rd

 = Exceeds CLV standard of 1600

Additional Evaluation															
Enhance 1 (Shopping Ctr)		Create 1												Create Max (incl. 8401 Conn. Ave.)	
		(Shopping Ctr + West Side)				(Shopping Ctr + West Side + HHMI)				(Shopping Ctr + West Side + HHMI + HOC)					
		Total		Increment		Total		Increment		Total		Increment			
780,000 sf., incl. ~700 du.		1.2 million sf., incl. ~1,044 du.		409,800 sf., incl. 344 du.		1.7 million sf., incl. ~1,044 du.		515,000 sf.		2.2 million sf., incl. ~1,450 du		500,000 sf., incl. ~406 du.		2.7 million sf., incl. ~1,600 du.	
AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
1693	1534	1702	1559	9	25	1802	1675	100	116	1809	1673	7	-2	1844	1686
1393	1414	1521	1455	128	41	1625	1512	104	57	1636	1538	11	26	1638	1471
1078	1320	1094	1371	16	51	1101	1435	7	64	1119	1470	18	35	1140	1584
1973	1848	1986	1861	13	13	2005	1936	19	75	2017	1938	12	2	2035	2012
1536	1492	1544	1501	8	9	1554	1512	10	11	1562	1518	8	6	1568	1522
812	1016	804	1015	-8	-1	1046	1065	242	50	1052	1048	6	-17	889	1098
1473	1086	1479	1096	6	10	1590	1151	111	55	1607	1099	17	-52	1614	1170
1324	1667	1327	1673	3	6	1369	1690	42	17	1376	1705	7	15	1378	1701
868	1005	869	1007	1	2	877	1155	8	148	879	1156	2	1	880	1158
1112	1119	1130	1143	18	24	1142	1162	12	19	1159	1173	17	11	1170	1206
1779	1487	1782	1494	3	7	1812	1515	30	21	1814	1519	2	4	1830	1528
877	1011	878	1014	1	3	1043	1153	165	139	1045	1155	2	2	1046	1156

Additional Evaluation															
Enhance 1 (Shopping Ctr)		Create 1												Create Max (incl. 8401 Conn. Ave.)	
		(Shopping Center + West Side)				(Shopping Center + West Side + Howard Hughes)				(Shopping Center + West Side + Howard Hughes + HOC)					
		Total		Increment		Total		Increment		Total		Increment			
780,000 sf., incl. ~700 du.		1.2 million sf., incl. ~1,044 du.		409,800 sf., incl. 344 du.		1.7 million sf., incl. ~1,044 du.		515,000 sf.		2.2 million sf., incl. ~1,450 du		500,000 sf., incl. ~406 du.		2.7 million sf., incl. ~1,600 du.	
AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
1614	1510	1620	1526	6	16	1722	1635	102	109	1727	1642	5	7	1759	1656
1307	1520	1446	1579	139	59	1417	1660	-29	81	1437	1678	20	18	1478	1709
1005	1376	1020	1405	15	29	1045	1340	25	-65	1066	1376	21	36	1083	1457
1849	1724	1860	1762	11	38	1888	1776	28	14	1900	1799	12	23	1913	1826
1611	1408	1618	1409	7	1	1632	1430	14	21	1639	1436	7	6	1645	1446
939	998	931	1000	-8	2	828	1070	-103	70	814	1101	-14	31	783	1095
1145	1082	1154	1085	9	3	1231	1096	77	11	1244	1092	13	-4	1289	1100
1289	1611	1292	1615	3	4	1363	1670	71	55	1367	1673	4	3	1393	1683
761	911	762	912	1	1	770	1059	8	147	771	1060	1	1	772	1061
1013	1185	1029	1210	16	25	1040	1211	11	1	1056	1216	16	5	1067	1226
1753	1397	1757	1404	4	7	1787	1427	30	23	1791	1431	4	4	1807	1439
874	1005	875	1007	1	2	1050	1153	175	146	1051	1154	1	1	1052	1155

