In July County Council authorized two minor master plan amendments:

- Pooks Hill
- Sandy Spring

Minor Master Plan Amendments are:

- Smaller and Nimbler
- Shorter timeline
- Address current and pressing planning issues

Community Involvement

- Similar to Master Plans and Sector Plans
Pooks Hill Minor Master Plan Amendment

**Community Context**

- **Grosvenor Metro**: Approximately 1 mile north of Pooks Hill
- **Walter Reed**: employs approximately 10,000 staff
- **NIH**: employs approximately 20,000 staff
- **Medical Center Metro**: Approximately 1 mile south of Pooks Hill
Plan Boundary

- North – by Beltway
- East – by Rockville Pike
- South – R-60 and High Density Edge
- West – Montgomery Drive
Bethesda-Chevy Chase Master Plan

- Maintain the boundary between the multifamily development and Maplewood
- Supports access restrictions on Linden Avenue
- New bike and pedestrian connections

These traffic and connectivity concerns are still relevant
Community Snapshot

Pooks Hill Minor Master Plan Amendment

**Snapshot**

- **Total Planning Area:** 96 acres
- **Total Population in 2010:** 3223
- **Primary Land-Uses:** Residential, Office, Hotel

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**Marriott Hotel**

**Federation of American Society for Experimental Biology**

**Promenade Towers**
## Age Distribution

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>134</td>
<td>4.2</td>
</tr>
<tr>
<td>5-19</td>
<td>215</td>
<td>6.7</td>
</tr>
<tr>
<td>20-24</td>
<td>148</td>
<td>4.6</td>
</tr>
<tr>
<td>25-34</td>
<td>565</td>
<td>17.5</td>
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<tr>
<td>35-44</td>
<td>407</td>
<td>12.6</td>
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<tr>
<td>45-54</td>
<td>366</td>
<td>11.4</td>
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<tr>
<td>55-64</td>
<td>397</td>
<td>12.3</td>
</tr>
<tr>
<td>65+</td>
<td>991</td>
<td>30.7</td>
</tr>
<tr>
<td></td>
<td>3,223</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Median Age: 51.9  
County Median Age: 38.5

## Educational Attainment

<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>2</td>
</tr>
<tr>
<td>High Schools</td>
<td>10</td>
</tr>
<tr>
<td>Associate, Some College</td>
<td>7</td>
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<tr>
<td>Bachelor’s Degree</td>
<td>50</td>
</tr>
<tr>
<td>Grad, Professional, Doctoral</td>
<td>30</td>
</tr>
</tbody>
</table>
Pooks Hill Minor Master Plan Amendment

Snapshot

- Total Housing Units: 2,232
- 80 percent are multi-family and 20 percent are townhomes
- Majority of housing was constructed in 1970s
- More than 100,000 jobs within 3-mile driving distance from Pooks Hill

Multifamily is the predominant housing type in Pooks Hill

Suburban Hospital is located on Old Georgetown Road, approximately 2 miles from Pooks Hill
Historically Significant Buildings

Pooks Hill Apartments

- built in 1949, tallest building in Montgomery County when constructed
- 9 stories – 170 units
- First elevator residential building in the County
Pooks Hill Minor Master Plan Amendment

**Application**

- Three high-rise (up to 20 stories) apartment buildings
- Total of approximately 780,000 sq ft. of residential uses
- Rezoning of the property from H-M to CR

*Conceptual sketch of the proposed development*

*Six acres of the under-used parking lot and the vacant land is located adjacent to the Marriott hotel*
Site Details

- 17.9 acres in total site area
- 6 acres of under-used parking area
- Zoned H-M (Hotel-Motel) since 1973
- Zoned R-H (Multiple-family) prior to 1973
- 267,000 sq ft. gross building area – 15 percent of lot area
- Property can further add 513,500 sq. ft. under existing zoning

The Minor Master Plan will study the feasibility of this proposal.
Pooks Hill Minor Master Plan Amendment

Purpose

- Study ways to develop under-used parking areas
- Study traffic and all transportation issues
- Ways to build new housing close to metro stations and employment centers
- Prepare urban design framework
- Explore bike and pedestrian connections
- Identify opportunities for public spaces

Purpose: the plan will look into........
Pooks Hill Minor Master Plan Amendment

Community Meetings

<table>
<thead>
<tr>
<th>Meeting</th>
<th>When</th>
<th>Objective</th>
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</thead>
<tbody>
<tr>
<td>Open House, Project Kick-off</td>
<td>November 13, 2012</td>
<td>Introduce of the minor master plan amendment process; understand the community issues, challenges and strengths; present the proposal to develop Pooks Hill Marriott’s under-used parking lots and seek community feedback</td>
</tr>
<tr>
<td>Community Workshop</td>
<td>February/ March 2013</td>
<td>Review draft preliminary recommendations</td>
</tr>
<tr>
<td>Planning Board Public Hearing</td>
<td>April 2013</td>
<td>Present staff draft</td>
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</table>

Project website:  
http://www.montgomeryplanning.org/community/pookshill/
Pooks Hill Minor Master Plan Amendment

Important Milestones

- Planning Board Work Session – February, 2013
- Staff Draft – March, 2013
- Planning Board Public Hearing – April, 2013
- County Executive Review – August, 2013
- Council Public Hearing – November, 2013
For more information, please contact:

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301.495.4621