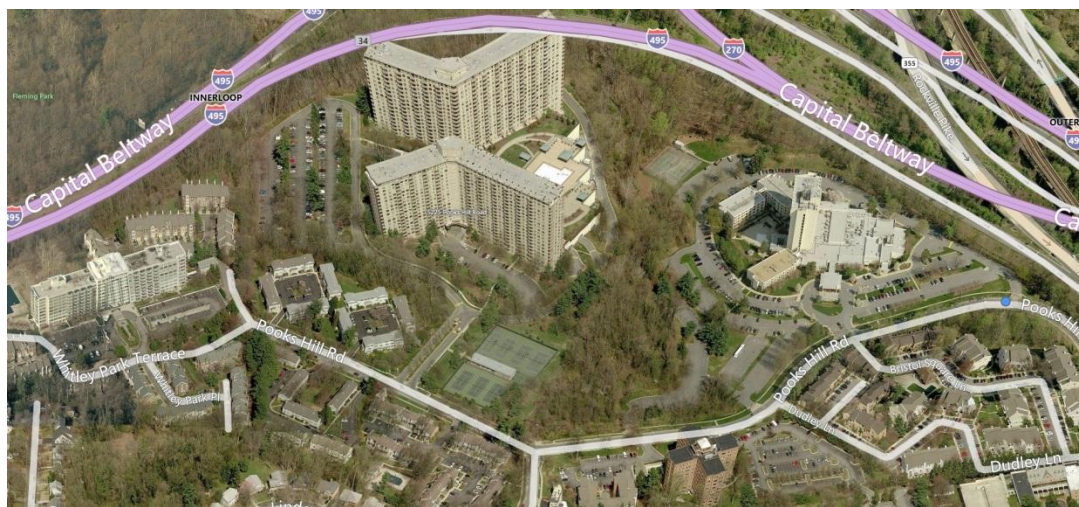


Pooks Hill Minor Master Plan Amendment



Scope of Work Presentation

Planning Board Item # 4
October 4, 2012



Pooks Hill Minor Master Plan Amendment

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



Sandy Spring

Pooks Hill Minor Master Plan Amendment



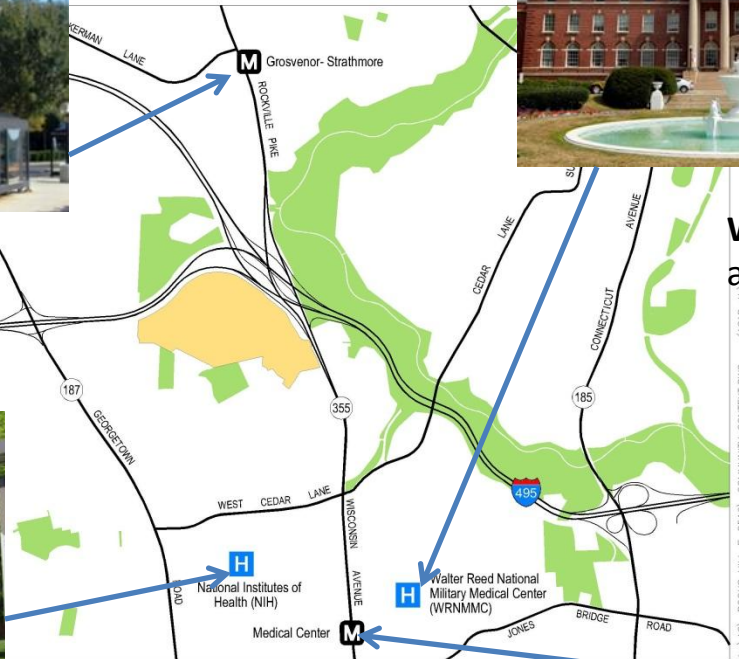
Grosvenor Metro: Approximately 1 mile north of Pooks Hill



Walter Reed: employs approximately 10,000 staff



NIH: employs approximately 20,000 staff



Medical Center Metro: Approximately 1 mile south of Pooks Hill

Pooks Hill Minor Master Plan Amendment

Plan Boundary

- North – by Beltway
- East – by Rockville Pike
- South – R-60 and High Density Edge
- West – Montgomery Drive

Pooks Hill Minor Master Plan Amendment Boundary



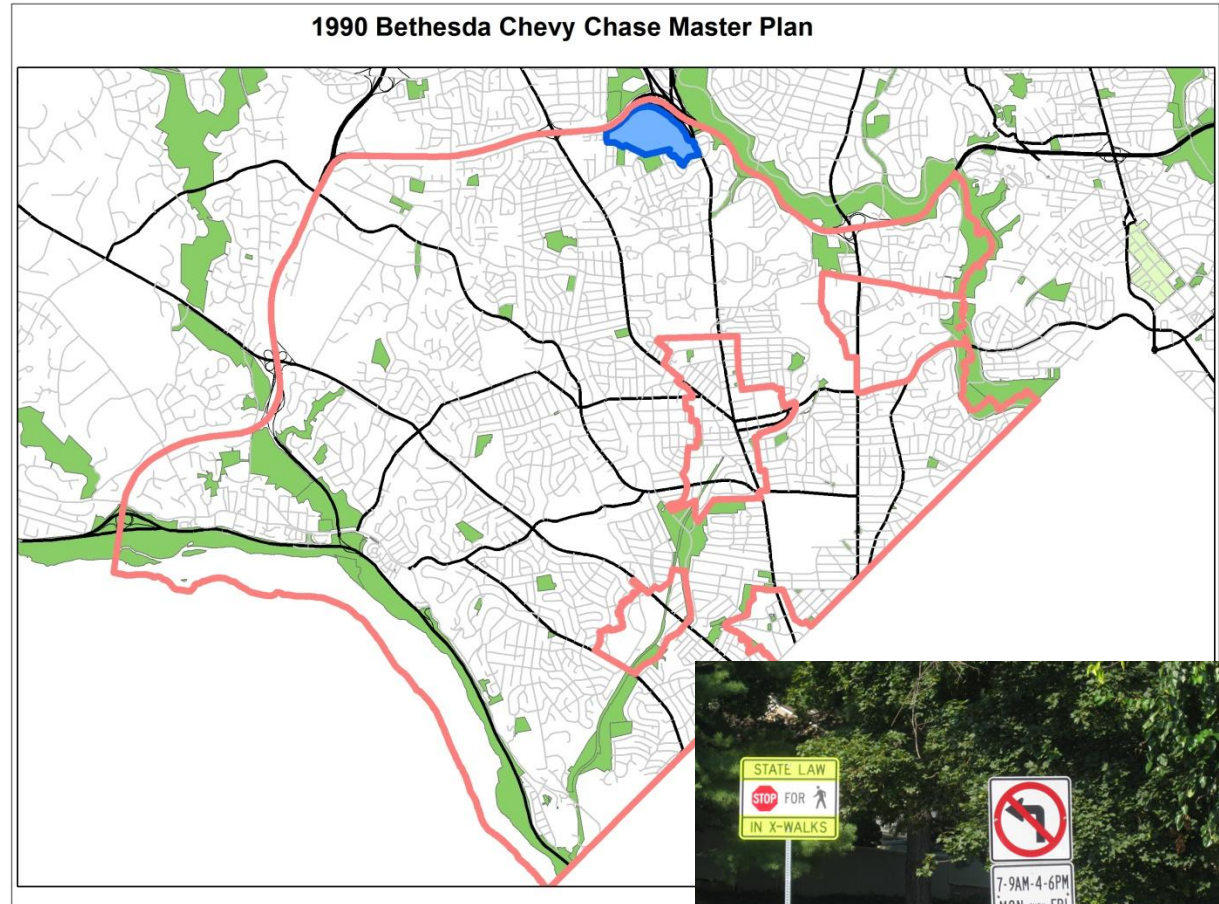
--- Minor Master Plan Amendment Boundary
■ Parkland



Pooks Hill Minor Master Plan Amendment

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



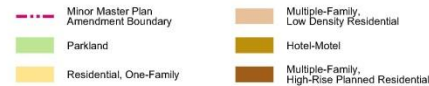
Planning Framework

Pooks Hill Minor Master Plan Amendment

Snapshot

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

Existing Zoning



Marriott Hotel



Federation of American Society for Experimental Biology



Promenade Towers

Pooks Hill Minor Master Plan Amendment

Age Distribution

	Population	Percentage
Under 5	134	4.2
5-19	215	6.7
20-24	148	4.6
25-34	565	17.5
35-44	407	12.6
45-54	366	11.4
55-64	397	12.3
65 +	991	30.7
	3,223	100.0

Median Age: 51.9

County Median Age: 38.5

Educational Attainment

Education	Percentage
Less than High School	2
High Schools	10
Associate, Some College	7
Bachelor's Degree	50
Grad, Professional, Doctoral	30



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

Pooks Hill Minor Master Plan Amendment

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



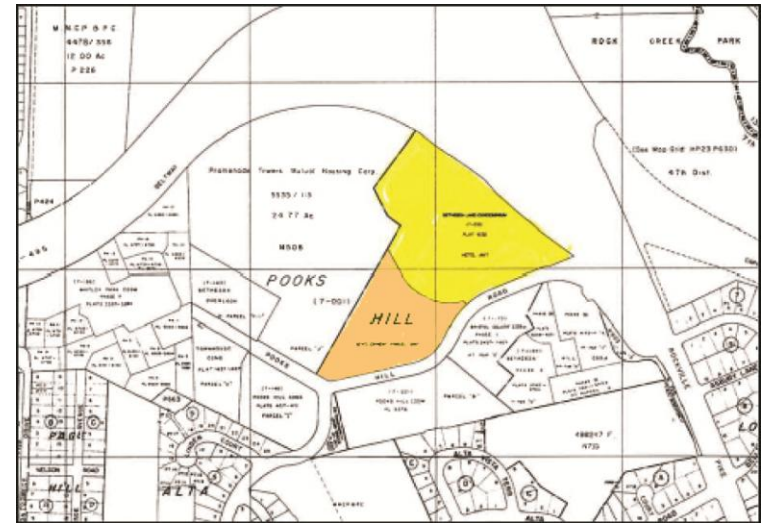
Six acres of the under-used parking lot and the vacant land is located adjacent to the Marriott hotel

Pooks Hill Minor Master Plan Amendment

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

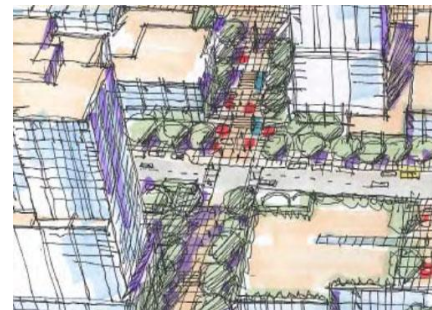
The Minor Master Plan will study the feasibility of this proposal



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

Meeting	When	Objective
Open House, Project Kick-off	November 13, 2012	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
Community Workshop	February/ March 2013	Review draft preliminary recommendations
Planning Board Public Hearing	April 2013	Present staff draft

Project website:

<http://www.montgomeryplanning.org/community/pookshill/>



Pooks Hill Minor Master Plan Amendment

Important Mile Stones

- 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

Pooks Hill Minor Master Plan Amendment Timeline	2012					2013												2014			
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Scope of Work																					
background research	■	■	■																		
scope of work presentation			■																		
Analysis and Draft Plan																					
analysis/ concept refinement				■	■	■	■	■													
draft recommendations							■														
staff draft								■													
Community Meetings																					
open house/ project kick-off				■																	
workshop							■		■												
Planning Board Review																					
public hearing									■												
worksessions							■		■	■	■										
planning board draft publication												■									
Transmit to Executive & Council																					
county executive review													■	■							
county council notice period															■						
council public hearing																■	■	■	■		
Commission Adoption, SMA																				■	■



Pooks Hill Minor Master Plan Amendment

For more information, please contact:

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