Introduction
Work Session Schedule:

- Thursday, October 22: Infrastructure – Transportation and Schools
- Thursday, November 12: Zoning and Landuse
- Thursday, December 3: Parks and Willett Branch Renovation
- Thursday, December 17: Vote Out
Westbard Today
Vision - A revitalization plan for Westbard:

• Greatly improved quality of life

• Restored Willett Branch

• Build on the assets of proximity to Bethesda, Friendship Heights DC; convenient shopping and industrial services; established residential and civic institutions

• Retain neighborhood scale and amenities of Westbard while revitalizing the community through a diversity of uses, transportation connections and environmental upgrades.

• Provide affordable housing and numerous parks and open spaces
WHAT WILL WESTBARD BE LIKE IN 20 YEARS?

A green, mixed-use, walkable center

...with strengthened connectivity

...and this is how we get there...

Sidewalks, trails and bikeways
Green space network
Housing diversity and affordability
Improved street connections
Appropriate density and scale
Charrette Concept Day 2

- Focused height on River Road and Westbard Avenue
- Re-Alignment of Westbard Avenue
- CCT Connector Road between River Road and Westbard Avenue
- Renovate Willett Branch
- Preserve majority of industrial
Concept Framework Plan

- 75’ Maximum Heights on River Road and Westbard Avenue
- Naturalization of Willett Branch, phased in over time
- Public Park located at CCT and proposed connector Road
- Large public open spaces at Equity One properties and Whole Foods
- Preserve majority of industrial uses
- Unit counts based on standard construction types that would be employed at 75’ height limits
Short Term: 5-10 years

910 Residential Units

LEGEND
- Existing Buildings
- New Buildings
- Sector Plan Boundary
Long Term: 10-15 years

1186 Residential Units
Total: 15-20 years

2096 Residential Units
Schools
Proposed plan has 1,516 more residential units than what is allowed today.

Proposed plan has 32,130 less retail s.f. than what is allowed today.

Proposed plan has 23,899 more office s.f. than what is allowed today.

Proposed plan has 937,925 less industrial s.f. than is what is allowed today.

Traffic Analysis shows road network can support this level of development in the unlikely scenario of full build-out.

This includes 910 potential new units on Equity One and Park Bethesda property.
## Student Generation Rates

<table>
<thead>
<tr>
<th>Short Term: 5 to 10 Years</th>
<th>10 + Years</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Residential Units</td>
<td>Total Residential Units</td>
<td>Total Residential Units</td>
</tr>
<tr>
<td>910</td>
<td>1186</td>
<td>2096</td>
</tr>
<tr>
<td>Elementary School Students</td>
<td>Elementary School Students</td>
<td>Elementary School Students</td>
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<tr>
<td>80</td>
<td>84</td>
<td>164</td>
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<tr>
<td>Middle School Students</td>
<td>Middle School Students</td>
<td>Middle School Students</td>
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<tr>
<td>33</td>
<td>34</td>
<td>67</td>
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<tr>
<td>High School Students</td>
<td>High School Students</td>
<td>High School Students</td>
</tr>
<tr>
<td>49</td>
<td>52</td>
<td>101</td>
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<tr>
<td>K-12</td>
<td>K-12</td>
<td>K-12</td>
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<tr>
<td>162</td>
<td>170</td>
<td>332</td>
</tr>
</tbody>
</table>

Southwest MC Generation Rates
Accounts for higher rates at HOC property
MCPS has several approaches for addressing increased student enrollment:

1. **reopen a closed school site**
2. **additions to schools capable of expansion**
3. **minor redistricting**
4. **New school Construction**

**Schools that may be reopened:**

- **Former Concord ES, now Apple Montessori**
- **Clara Barton ES, now Clara Barton Community Center**
Schools

- Former Brookmont ES, now *Waldorf School*
Addition to schools capable of expansion:

- Bannockburn Elementary School is capable of receiving a future addition
Schools

- MCPS will monitor student generation rates and increases in student enrollment, as the Westbard plan builds out. Adjustments, if needed, to the enrollment forecast will be made based on any changes seen in student generation rates.

Factors that can change student generation rates:

- Higher levels of 2 and 3 bedroom apartments than typical.

- A proposed Housing Opportunity Commission project that typically has higher generation rates.

- Moderately priced dwelling unit approval rates higher than 12.5% minimum mandated by County code.
Transportation
Procedure

- Consultant hired to assist with modeling and intersection analysis
- Current Data - Traffic counts taken October 2014
- Regional MWCOG Model used to establish current year trip baseline and future year trip forecast (Bethesda, Lyttonsville, and Montgomery Village plans)
- Used established transportation practices to estimate trip impacts from proposed development in the Westbard area
- Intersection analysis (CLV) in accordance with County practice
• Inputs:
  • Network (street and transit)
  • Regional travel behavior (survey)
  • Background land uses
    • ICC-B
    • Bethesda Plan
    • Lyttonsville Plan
  • Proposed Land Use

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Max Plan Allowed Today (zoning)</th>
<th>Max Proposed Plan (zoning)*</th>
<th>Diff (Proposed to Allowed)</th>
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<tbody>
<tr>
<td>Residential (units)</td>
<td>1,684</td>
<td>3,604</td>
<td>1,920</td>
</tr>
<tr>
<td>Retail (sf)</td>
<td>576,933</td>
<td>544,803</td>
<td>-32,130</td>
</tr>
<tr>
<td>Office (sf)</td>
<td>145,591</td>
<td>247,444</td>
<td>101,853</td>
</tr>
<tr>
<td>Industrial (sf)</td>
<td>1,372,585</td>
<td>493,895</td>
<td>-878,690</td>
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</table>

* Max Proposed Plan is the maximum density tested in the transportation analysis. It is not the recommended maximum as proposed by staff.
• **Evaluating:**
  - Proposed land use originating from charrette
  - Through traffic
  - Intersection operation (CLV)
  - Overall network performance

• **Non-Modeling Information**
  - Impact of proposed bicycle facilities
  - Inter-parcel connections (River Road)
  - New local connections
## Non-Model Information

### Current Plan to Proposed Plan – Vehicle Trip Comparison

<table>
<thead>
<tr>
<th>Development</th>
<th>Units/SF</th>
<th>AM Peak Hour Trips</th>
<th>PM Peak Hour Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>In</td>
<td>Out</td>
</tr>
<tr>
<td>MF Residential (M-NCPPC)</td>
<td>1,684</td>
<td>148</td>
<td>593</td>
</tr>
<tr>
<td>Retail (M-NCPPC)</td>
<td>576,933</td>
<td>589</td>
<td>544</td>
</tr>
<tr>
<td>Office (M-NCPPC)</td>
<td>145,591</td>
<td>208</td>
<td>31</td>
</tr>
<tr>
<td>Light Industrial (ITE-110)</td>
<td>1,372,585</td>
<td>1,347</td>
<td>184</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>2,293</td>
<td>1,352</td>
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</table>

| Split Distribution           |          | 63%    | 37%     | 43%     | 57%    |

<table>
<thead>
<tr>
<th>Development</th>
<th>Units/SF</th>
<th>AM Peak Hour Trips</th>
<th>PM Peak Hour Trips</th>
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<tbody>
<tr>
<td></td>
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<td>In</td>
<td>Out</td>
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<tr>
<td>MF Residential (M-NCPPC)</td>
<td>3,604</td>
<td>317</td>
<td>1,269</td>
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<tr>
<td>Retail (M-NCPPC)</td>
<td>544,803</td>
<td>558</td>
<td>515</td>
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<tr>
<td>Office (M-NCPPC)</td>
<td>247,444</td>
<td>359</td>
<td>54</td>
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<tr>
<td>Light Industrial (ITE-110)</td>
<td>493,895</td>
<td>434</td>
<td>59</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>1,669</td>
<td>1,897</td>
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| Split Distribution           |          | 47%    | 53%     | 50%     | 50%    |

### Current Plan to Proposed Plan

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<th>AM Peak Hour Trips</th>
<th>PM Peak Hour Trips</th>
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<tr>
<td>In</td>
<td>Out</td>
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<tr>
<td>-624</td>
<td>545</td>
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# Non-Model Information

## Trends on River Road and Massachusetts Avenue

### Average Annual Daily Traffic Counts

*Source: Maryland State Highway Administration (SHA)*

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<tbody>
<tr>
<td>Goldsboro to Little Falls Parkway</td>
<td>40,525</td>
<td>42,975</td>
<td>42,150</td>
<td>41,732</td>
<td>36,010</td>
<td>34,931</td>
<td>34,932</td>
<td>33,200</td>
<td>33,331</td>
<td>33,062</td>
<td>31,580</td>
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<tr>
<td>Little Falls Parkway to D.C. line</td>
<td>28,025</td>
<td>24,475</td>
<td>24,050</td>
<td>23,812</td>
<td>22,830</td>
<td>22,151</td>
<td>22,152</td>
<td>21,450</td>
<td>21,541</td>
<td>21,372</td>
<td>20,120</td>
<td>20,061</td>
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<tr>
<td>Sangamore Road to Little Falls Parkway</td>
<td>17,050</td>
<td>17,125</td>
<td>17,075</td>
<td>16,901</td>
<td>19,602</td>
<td>15,580</td>
<td>15,581</td>
<td>15,672</td>
<td>16,270</td>
<td>16,141</td>
<td>16,172</td>
<td>16,123</td>
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<tr>
<td>Little Falls Parkway to D.C. line</td>
<td>26,250</td>
<td>26,525</td>
<td>30,575</td>
<td>30,271</td>
<td>30,272</td>
<td>24,500</td>
<td>24,501</td>
<td>24,652</td>
<td>23,970</td>
<td>23,781</td>
<td>23,832</td>
<td>26,690</td>
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</thead>
<tbody>
<tr>
<td>Goldsboro to Little Falls Parkway</td>
<td>-10,832</td>
<td>-26.0%</td>
<td>-12,075</td>
<td>-28.1%</td>
</tr>
<tr>
<td>Little Falls Parkway to D.C. line</td>
<td>-3,751</td>
<td>-15.8%</td>
<td>-4,414</td>
<td>-18.0%</td>
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</thead>
<tbody>
<tr>
<td>Sangamore Road to Little Falls Parkway</td>
<td>-778</td>
<td>-4.6%</td>
<td>-1,002</td>
<td>-5.9%</td>
</tr>
<tr>
<td>Little Falls Parkway to D.C. line</td>
<td>-3,581</td>
<td>-11.8%</td>
<td>165</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
Results

- All intersections within acceptable CLV threshold (1,600 CLV):
  1. Ridgefield/River
  2. Little Falls/River
  3. Willard/River
  4. Little Falls/Massachusetts
  5. Westbard/Massachusetts
  6. Ridgefield/Willard

Model Info

- ~80% of all study area traffic is “through” traffic.
- Additional lanes not warranted on any roads in study area.
Streets - Recommendations

Street Network Improvements

1. Realignment of Westbard Avenue (B-1)
2. New Connector Road (B-2)
Operations and Safety

- Consolidate curb cuts & inter-parcel access (with redevelopment)
- CCT at River Road (at grade ped/bike crossing).
Level of Traffic Stress Test for Bicycle Riders

- Riding conditions based on level of comfort.
- Majority of bicyclists use LTS 1 or LTS 2 Routes.

Recommendations

- LTS 1: Requires little attention to surroundings; Suitable for most children
- LTS 2: Low stress; Suitable for most adults
- LTS 3: Moderate stress
- LTS 4: High stress; Suitable for experienced bicyclists

Westbard Plan Boundary
Parkland
Shared Roadway
Shared Use Path
Hard Surface Park Trail
Dirt Bikeway
Separated Bike Lane
Public Transit Routes

Work Session 10-22-15

M-NCPPC  Montgomery County Parks & Planning Departments     •     montgomeryplanning.org    •    montgomeryparks.org
Recommendations

• Improve transit (private and/or public)
• Transit enhancements
  • Identify transit hub at Equity One
  • Implement transit stop amenities (e.g. real time display)
Willett Branch is a key piece of infrastructure in the Plan and is recommended as a major public amenity

Further analysis by Staff is needed to evaluate:

- Impacts to the environmentally sensitive areas of the existing stream
- Opportunities and constraints to the limits of naturalization
- The history of the area identified and the need for archeological testing
- Potential impacts to adjacent properties

These evaluations will be reviewed in a work session scheduled December 3, 2015
• Limit new residential growth within the Westbard Sector Plan to 1000 units in first 10 years:

When after 10 years, or approved Site Plans approach 1000 new residential units, whichever comes first:

• The Planning Board will review the transportation infrastructure to determine if the Sector Plan area is capable of addressing the next phase of development

• The Planning Board, in conjunction with MCPS, will review school enrollment to measure existing and future school capacity at all levels to determine if the capacity of affected School Clusters are capable of addressing the next phase of development in the Sector Plan area
ERRATA

Page 10, Table 1.2.2 Specific Short Term Recommendations, 6th row:
“Provide an increase in public and/or provide private shuttle bus service between Westbard and Metrorail stations in Bethesda and Friendship Heights and/or other nearby major destinations to supplement the existing public transit systems.”

SECTION 2.1 Land Use and Zoning
Page 20, Figure 2.1.2: Existing Land Uses – revised map to show all existing land uses accurately

SECTION 2.3 Transportation
Page 30, Figure 2.3.3: Westbard Avenue Sections – revised dimension lines

SECTION 2.4 Urban Design, Parks and Open Space
Page 48, Figure 2.4.4 Recommended Building Heights – Revised proposed height line on one property

SECTION 3.2 River Road Corridor
Page 69, Figure 3.2.1: Proposed Zoning Map - River Road Corridor - revised map boundary and zoning to reflect ownership of missing parcel
Page 73, Figure 3.2.2: River Road Corridor – Parcel File Map - revised map to reflect missing parcel
ERRATA

SECTION 4.1 Zoning
Page 89, 4.1.3 Other Priority Benefits – add bullet to end of list that states as follows:
• Provide an increase in public and/or provide private shuttle bus service from Westbard to the Bethesda Metrorail Station, the Friendship Heights Metrorail Station, and/or other nearby major destinations to supplement the existing public transit system.

SECTION 4.4 Partnerships and Associations
Page 94, add “Action in Montgomery (AIM)” to the list of associations.
Staff is requesting that Planning Board endorse the following:

- The methodology supporting the Transportation recommendations
- The methodology supporting the Public Schools recommendations
- Approval of errata