



ideas that work

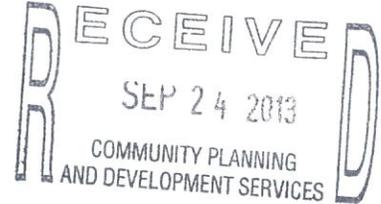
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September 19, 2013



Mr. James Wasilak
Chief of Planning
Department of Community Planning & Development
City of Rockville
111 Maryland Avenue
Rockville, MD 20850

Re: JBG Companies (JBG/5 Choke Cherry, L.L.C. and JBG/Market Square II, L.L.C.) Upper Rock District Blocks B, C and D – Site Plan (Preliminary Development Plan Application PDP2004-00007)

Dear Mr. Wasilak:

On behalf of the JBG Companies, we are submitting the attached application for a Pre Application Meeting for a Level 2 Site Plan to amend the current Preliminary Development Plan for the referenced property. This request has been the subject of various discussions with the City and the community and reflects the comments we have heard.

PROPOSED PLAN

With one phase remaining in the redevelopment of the Upper Rock District, we are seeking approval for the attached plan for Blocks B, C and D which will consist of approximately 43,040 SF of retail/office space and will provide several benefits to the surrounding neighborhood and to the City of Rockville.

As approved in PDP2004-00007, the Upper Rock District total development program includes 844 dwelling units, 23,500 SF of retail/commercial (which does **not** include the retail/commercial component of the approved 126 Live/Work units which would have been approximately 24,000 sq. ft.), and 238,087 SF of office. To date, 516 of the approved 844 residential units either have opened to the public or are under construction. Similarly, the 238,000 SF office headquarters for the SAMHSA division of the Federal government's Department of Health and Human Services remains a daytime anchor at the center of the District. The approval of the proposed plan for 43,040 SF of retail/office would be less than the total overall density approved in PDP2004-00007. Consequently, this also results in less traffic than contemplated within that PDP, and does not impact the local school capacity. At the same time, it conforms with all conditions of approval included in the PDP and with the general vision for the Upper Rock District.

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This plan reflected in Exhibit 1 proposes the demolition of the aging approximately 70,000 SF existing office building on Block B and the adjacent surface parking lot on Block C, replacing them with 43,040 SF of service, restaurant, other types of retail, and office. This will provide the Upper Rock District with an integrated and interactive group of uses. The landscaped green area on Block D functions as a ceremonial entrance to the Upper Rock District as well as a gathering space. The retail will provide a major amenity and convenience for the adjacent residences and offices so that they will have options for meals, shopping, sundries, and other activities within walking distance, and will not need to use a car. This mix of uses adds a significant value to the existing residences, the existing office, and the long term sustainability of the Upper Rock District.

APPROVED PDP

The approved PDP allows for an additional 328 residential units and 23,500 SF of retail/commercial *exclusive* of the retail/commercial contemplated within the approved Live/Work units which was previously planned to be located in the ground floor of the proposed repurposed office building at 5 Choke Cherry (Block B). The Live/Work space amounts to an additional 24,500 SF of retail/commercial, for a combined total of approximately 48,000 SF of retail/commercial space. The proposed plan of approximately 43,040 SF of retail/office space therefore would result in the following net impact to the final development program: 328 fewer residential units and approximately 5,000 SF less in retail/commercial.

TRAFFIC

Attached in Exhibit 2 are the traffic impact calculations for the PDP as well as the traffic impact calculations for the proposed plan. As this table reflects, the resulting traffic will be less than that approved in the PDP. This plan also implements the requirements of the PDP including the referenced Exhibit 4 (Street and sidewalk cross sections).

Attached in Exhibit 3 is a pedestrian and vehicular movement graphic for the proposed plan. As reflected on this document, the proposed retail buildings are designed in a way to maximize pedestrian safety and experience as well as vehicular safety and movement. The plan shows the proposed curb cuts and driveway locations for the retail development, one of which in particular is a full movement access point from Choke Cherry between Blocks B and C in order to assist in the traffic flow for various uses into and out of the District. This access would include creating break in the existing median on Choke Cherry. The traffic mitigation improvements established in PDP2004-00007 have been constructed, and we believe that incorporating this additional improvement is important for improving pedestrian and vehicular movement. It will increase the local connectivity, ease of use, and safety of movements. It has also been a critical aspect for those retail tenants considering the site.

DESIGN

This plan continues to incorporate The Design Code Urban & Architectural Standards for The Upper Rock District consistent with the existing phases of development delivered to date. The design elements include the following considerations:

- *Articulation* – the building layout for this retail is separated into smaller individual buildings to create a dense network of multiple independent buildings connected by continuous sidewalks throughout the street grid of the Upper Rock District, as well as a pedestrian sidewalk connection to adjacent developments. The buildings are scaled to reinforce the sense of arrival when coming to the Upper Rock District, as one will be greeted with inviting amenitized retail at the street level, followed by a 7-story Class A office headquarters, and all surrounded by 4-6 story high quality residential apartments. Retail buildings are snug to the surrounding streets in order to entice an active pedestrian access. The one-story retail will have ceiling heights ranging between 12-18' in height.
- *Frontages & Storefronts* – this retail design brings frontage to the primary public streets in an effort to draw comfort and ease to pedestrian access in and around the Upper Rock District. Design of the building facades will be commensurate with the architectural quality of the District as well as its surroundings. The retail will present the majority of its frontage in an open and accessible manner such that the public realm of the frontage is enhanced to maximize the experience of patrons, residents, employees, and those in transit. The retail will feature large uses of open facades to increase public interest and aesthetic appeal, and storefronts will incorporate decorative canopies and high quality signage in accordance with the prescriptions of the design guidelines and the City's current code. Retail storefront designs will include storefront openings of large amounts of clear glass, and the storefronts will be of high architectural quality.
- *Streetscapes* – the Upper Rock Circle will be a public street dedicated to the City of Rockville upon the completion of its currently ongoing construction. This street, along with other surrounding public and private streets will be constructed of asphalt and lined with street trees which are coordinated with building entrances. There will be approximately 217 surface parking spaces constructed in connection with this retail. Drive-through access for the proposed pharmacy and potentially for a restaurant or bank will be designed, as allowed by the City of Rockville Zoning Ordinance Article 13, as not to obstruct traffic circulation within the site and with sufficient reservoir parking provided.

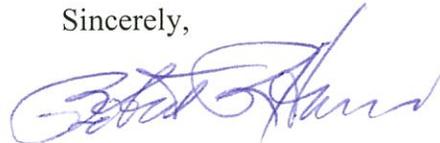
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- *Other* – the facades of this retail will be a harmonious flow of colors consistent with each other as well as with the surrounding buildings of the district. High quality building lighting (interior and exterior) will be utilized consistent with the goals of enticing public activity as well as incorporating energy efficient goals in order to meet sustainable design standards.

CONCLUSION

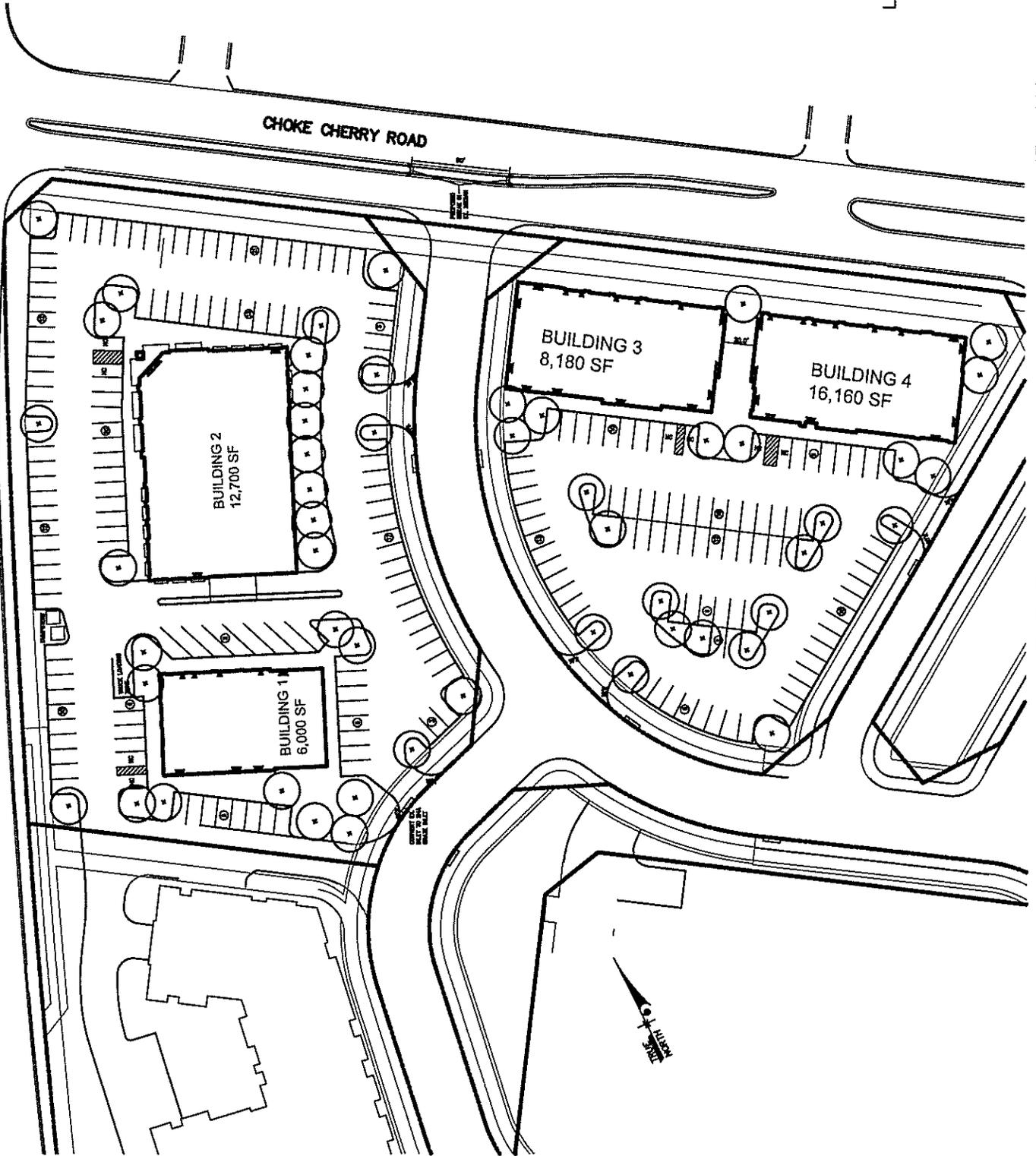
Based on the above circumstances, we believe approval of this Site Plan will enable completion of the Upper Rock District. We are enclosing a completed Pre-Application Meeting Checklist and Application Form, along with the items required for filing and the appropriate checks.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert R. Harris", written in a cursive style.

Robert R. Harris

cc: Bobby Ray
Cass Chasten
Rebecca Torma
Kristi Smith
Kevin Johnson



LEGEND

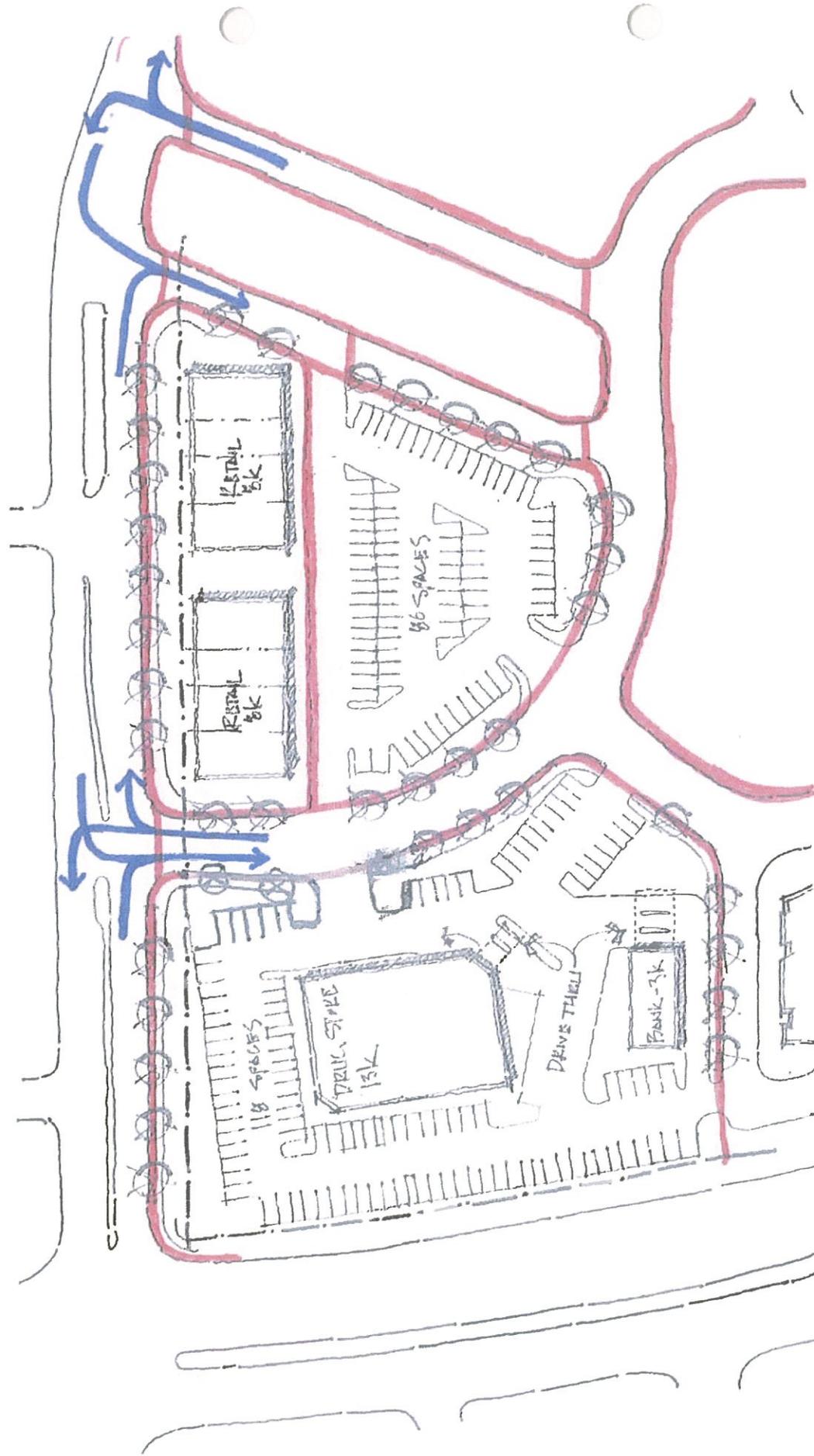
○* 400 sf CANOPY TREE

UPPER ROCK - PHASE III

Exhibit 2

PDP Approved Program: Blocks C & D			
Use	Size	PM Peak	Method of Calculation¹
Retail/Commercial	23,500 SF	290.46	Retail, Buildings less than 50,000 SF GLA: 12.36 * 1,000SF
Retail/Commercial (Live/Work)	24,500 SF	302.82	Retail, Buildings less than 50,000 SF GLA: 12.36 * 1,000SF
Residential Units	328 Units	155.16	Multi-unit Residential (75 units or more): 0.47 * unit + 1
	Total	748.44	
Proposed Plan			
Use	Size	PM Peak	Method of Calculation¹
Retail/Commercial	32,000 SF	395.52	Retail, Buildings less than 50,000 SF GLA: 12.36 * 1,000SF

¹ According to Appendix C - Traffic Estimates for PIPS Determination, Development Review Procedures Manual



CHOKO CHERRY - Rockville, Maryland

Prepared by: streetsense.

THE JBG COMPANIES JBG ROSENFELD RETAIL.

PEDESTRIAN
VEHICULAR