

**MAIN STREET
SITE PLAN - 50 MONROE PLACE
STATEMENT OF JUSTIFICATION**

I. Introduction

We are submitting this Level 2 Site Plan application on behalf of RST Development, LLC and Main Street Connect, Inc. (collectively, the "Applicant"), for the development of 50 Monroe Place in Rockville, Maryland (the "Property"). RST Development, LLC is the contract purchaser of the Property and is proposing to develop the Property with a largely affordable, mixed-use, predominantly residential project offering mixed-income rental housing, a ground-floor restaurant (currently proposed to be operated as a café), and charitable and philanthropic institution use. Specifically, the Applicant is proposing to redevelop the Property with a 82,500 square foot building with up to 73,128 square feet of residential use (or up to 70 dwelling units), 8,000 square feet of charitable and philanthropic use and a 1,372 square foot ground-floor, street activating coffee shop (the "Project"). The Project is unique in that it provides both a significant amount of affordable housing and also provides urgently needed housing for persons with disabilities, in close proximity to the Rockville Metro Station and other transit services. This housing model, which provides an inclusive, community-centered residential development, is likely the first of its kind in the Washington Metropolitan Area.

As explained in this Statement of Justification, the Project is in conformance with all applicable recommendations of the 2001 Approved and Adopted Town Center Master Plan (the "Town Center Plan") and the 2002 Approved & Adopted City of Rockville Comprehensive Master Plan (the "Comprehensive Plan"). The Project also will be designed to promote the recommendations and objectives of the Urban Design Overlay District Design Guidelines (the "Design Guidelines"). And, as discussed in detail below, the Project satisfies all applicable requirements of the Zoning Ordinance for development in the Mixed-Use Transit District Zone.

II. Property Information

A. Site Location and Characteristics

The Property is prominently located along Monroe Place between Monroe Street and Rockville Pike, just approximately 500 feet from the Rockville Metro Station. The Property has a net lot area of approximately 0.46 acres (or 19,841 square feet). No additional right-of-way dedication is required for Monroe Place.

B. Zoning and Permitted Uses

The Property is zoned Mixed Use Transit District ("MXTD"). Pursuant to Section 25.13.03 of the City of Rockville Zoning Ordinance (the "Zoning Ordinance") Dwelling, Multiple-Unit; Housing for Persons with Disabilities; Charitable or Philanthropic Institution; Office; and Restaurant (no drive-through) are all permitted uses in the MXTD Zone. As discussed in this Statement, the Project satisfies the various requirements on the Zoning Ordinance.

C. Existing Conditions

The Property currently is improved with a surface parking lot that is falling into disrepair and has become somewhat of an eyesore in the community. There is no known stormwater management on-site. As such, the Project provides an important opportunity to substantially improve the existing conditions of the Property.

D. Surrounding Zoning and Land Uses

The Property is located in the heart of downtown Rockville, in walking distance of the Rockville Metro Station. Surrounding the Property on all sides are other MXTD zoned properties and the James Monroe public park. The Property's immediate surroundings are more specifically described as follows:

- North: Confronting the Property to the north, across Monroe Place, is a commercial office building with partially above-grade structured parking and a 21 story commercial tower.
- East: Abutting the Property to the east is a multi-family condominium development known as the Americana Centre, comprised of 3-story garden apartments, a 13-story multi-family tower, and associated surface parking.
- South: Abutting the Property to the south is the James Monroe Park, a City park.
- West: Abutting the Property to the west is a 10-story affordable, multi-family apartment building known as the Town Center Apartments, which currently is operated by the Housing Opportunities Commission, and associated surface parking.

III. Description of Project

The Applicant proposes to develop the vacant site with a unique, 7-story mixed-use, predominately residential building. The building will have a maximum height of 60 feet along Monroe Place and will step-back to a maximum overall height of up to 81 feet (significantly less than what is allowed by the Property's zoning and currently developed on the abutting lots). The Project will accommodate approximately 70 multi-family dwelling units, a limited amount of charitable and philanthropic use, and ground floor, street activating commercial use that is

currently proposed to be operated as a coffee shop. The Project provides an important opportunity to develop much needed housing, including housing for persons with disabilities and desired affordable housing, in close proximity to the Rockville Metro Station.

An essential and unique component of this Project is the partnership with Main Street. Main Street's mission is to *meet the urgency for special needs housing with affordable, community-centered living that promotes inclusion, independence, and quality of life*. Main Street has conducted interviews with families of adults with special needs in the larger DC Metropolitan Area. These interviews have highlighted the pressing need for additional housing options to address the myriad of challenges that adults with disabilities face including financial strains, lack of meaningful employment, social isolation, regression of learned skills, and stress on aging caretakers and other family members. The Project offers a solution to these challenges by providing an inclusive, residential community that welcomes persons with disabilities. Importantly, the Project will provide an affordable residential option for adults with disabilities who desire independent living and community engagement.

The Project will provide a mix of efficiency, one-, two- and three-bedroom units. A minimum of 25% of the total number of units will be devoted to serving adults with developmental disabilities. Affordable housing also is an important component of this Project and Main Street's mission. As such, approximately 90% of the units will be affordable to households earning 60% or less of the Area Median Income (AMI). Rents are adjusted to achieve a range of affordability. By virtue of this allocation, the Applicant will satisfy the requirement to provide 12.5% Moderately Priced Dwelling Units ("MDPUs"). The Project will create both an inclusionary environment for members of the community with special needs and also provide economic diversity at this prominent location.

The Project also proposes a small restaurant space, which the Applicant currently intends to be operated as a coffee shop. This space has been strategically located along Monroe Place and includes outdoor café seating, to activate and enliven the street. The coffee shop will serve as a gathering space for the community and also is intended to potentially provide employment opportunities for the residents with disabilities. We anticipate that most, if not all, of the patrons will arrive on foot. Few, if any, customers will drive to the coffee shop. The coffee shop on the ground floor will be open to a mezzanine level above; being part of the residential amenities, the mezzanine is connected by a bridge back to the residential/ charitable and philanthropic uses on the second floor of the main building. The Charitable and Philanthropic Institution use will operate as a "shared office space" that will house Main Street's offices and also is intended to be a potential hub for small to medium sized non-profit entities that serve the special needs community as well as other small, startup nonprofit entities. The mezzanine level is accessible inside the building at all hours.

A. Architecture and Design

The Project will significantly improve the pedestrian environment by completing the missing streetscape through the redevelopment of the mid-block, existing surface parking lot. The building has been pulled up to the street and continues the building line established by the Town Center Apartments along Monroe Place, to further define the pedestrian environment. The architectural design elegantly addresses the residential nature of its surrounding while acknowledging its urban position in downtown Rockville by meeting the street with a distinctive wedge shape that connects to the street level with a neighborhood café. The building has an overall height of up to 81 feet, significantly less than what is allowed by the Property's zone and the existing, abutting uses (which are developed with 10- and 13-story residential towers). Nonetheless, to further minimize the perceived bulk and mass of the building along the street, the building has been designed to have a maximum building height of 60 feet along Monroe Place and will step-back to an overall height of up to 81 feet.

The architectural design and ground-floor café use also has been designed to activate the street. At the pedestrian level, the façades are primarily glass, in order to provide ample transparency into the ground floor, commercial use to actively engage the street. The building design incorporates Juliette balconies and residential windows to emphasize the residential character of the building.

As discussed in greater detail below, the Project incorporates a semi-circular internal access drive that provides internal drop-off and pick-up for building residents on-site to eliminate any vehicle queuing on the street. As such, the primarily residential entrance is setback from the street but is oriented and has direct access to Monroe Place.

B. Parking and Loading

i. Vehicular Parking

The Project will provide sufficient parking on-site to accommodate the proposed development, while simultaneously promoting the Zoning Ordinance's goal of limiting excessive off-street parking in the MXTD zone. Specifically, the Project will provide a minimum of 40 parking spaces in one level of underground parking. Given the Property's proximity to multiple forms of transit (including the Rockville Metro Station, several bus lines, as well as existing and planned bicycle facilities), the nature of the proposed use, and based on the Applicant's experience with similarly situated properties, the Applicant anticipates that a significant number of its residents will utilize transit as their primary mode of service. Accordingly, parking will be more than adequate to accommodate users of the Property.

Pursuant to Section 25.16.03 of the Zoning Ordinance, a total of 74 parking spaces are required for the proposed development (taking advantage of the 10% reduction given the Property's proximity to the Rockville Metro Station and the 10% shared use reduction). Recognizing the importance of limiting excessive off-street parking and encouraging parking

reductions in the mixed-use zones, the Zoning Ordinance actually sets maximum parking limits in the MXTD Zone. Additionally, the Planning Commission may grant a reduction in the number of parking spaces required. As such, given the Property's proximity to transit and the nature of the use, pursuant to Section 2.16.03.h of the Zoning Ordinance, the Applicant is seeking approval of a parking waiver in connection with this Site Plan application (the "Parking Waiver"). The justification for the Parking Waiver is summarized in the request submitted concurrently with this Statement and attached as Exhibit "A".

ii. Bicycle Parking

With respect to bicycle parking, the Zoning Ordinance requires the provision of two short term bicycle spaces per 5,000 square feet of gross floor area devoted to a restaurant use and two long-term bicycle spaces for each 12,000 gross square feet. For charitable and philanthropic uses, a total of two short-term bicycle spaces must be provided per each 10,000 square feet of gross floor area, with an additional two long-term spaces per each 40,000 square feet of gross floor area. For residential use, one short term bicycle spaces must be provided per each 50 units, with one additional long-term space per each three units; and for housing for persons with disabilities, one short term bicycle space must be provided for every 100 units and an additional long-term space must be provided for every 50 units. Accordingly, the Project must incorporate 30 bicycle parking spaces, including 7 short-term spaces and 23 long-term spaces. Adequate bicycle parking spaces will be provided to accommodate the proposed development, in accordance with the aforementioned requirements. Short-term bicycle parking will be located by the main entrance and long-term bicycle parking will be accommodated in the parking garage.

iii. Loading

Loading for the Project will be provided away from the street through a dedicated door near the residential entrance, leading directly to the elevator lobby. The entry drive will allow loading and trash removal to occur entirely on the Property, off of Monroe Place. A separate access door is provided to allow for designated building access for loading, separate from the entry and emergency exits.

C. Vehicular and Pedestrian Circulation

The Project will provide significant improvements to the pedestrian environment and pedestrian circulation in the Rockville Town Center. The building location and ground-floor café will define the pedestrian environment and activate the street. The Project includes streetscape improvements along Monroe Place including an expanded 6 foot wide sidewalk and 11 foot wide tree panel. Along the Property's frontage, the Applicant proposes to bump-out the existing curb line by approximately 8 feet into the Monroe Place right-of-way. This bump-out will allow the Applicant to accommodate the streetscape improvements described above and is in character with the improvements proposed by the City at the intersection of Monroe Place and

Monroe Street. Additionally, the bump-out will serve as a traffic calming measure, while still providing sufficient width for safe and efficient vehicular circulation.

Vehicular access will continue to be provided off of Monroe Place. The Applicant is proposing two vehicular access points from Monroe Place, which are necessary to facilitate safe and efficient vehicular access to the Project. The Project has been designed to incorporate a semi-circular driveway that runs behind the ground-floor café in order to accommodate resident pick-up/drop-off, loading, and access to the below-grade parking on-site – this minimizes the potential for traffic impacts on Monroe Place and substantially enhances the pedestrian environment by locating this vehicular activity internal to the site, as opposed to directly along the street. The eastern-most curb cut will be restricted to exit only and the western-most curb cut will allow for full movement access to provide adequate circulation for vehicles entering and exiting the parking garage. The Project has been designed to provide adequate access for emergency response vehicles.

The Project's location, in proximity to the Rockville Metro Station, multiple bus routes and bicycle facilities, will provide a great opportunity to promote the use of multiple modes of transportation by focusing on increased utilization of public transportation. This focus on mixed-mode commuting is expected to substantially reduce the dependency on single occupant vehicles. The Applicant anticipates that residents and users of the Project will make use of nearby bus and rail facilities for both work and recreational trips.

D. Public Open Space and Amenities

The Project will include highly programmed amenity space, intended for use by building residents as well as other members of the community. One of the main goals of this space is to link those with special needs to the greater community through various therapeutic, educational and social activities provided both on-site and organized to occur throughout the area. Amenities that currently are being contemplated for this space include communal gathering areas; a fitness facility; a yoga studio/meditation room; art walls; a large teaching and eat-in kitchen with an adjoining "great" room; and a learning lab.

In accordance with the requirements of the MXTD Zone, the Project will provide a minimum of 15 percent open space (or approximately 3,000 square feet), of which 10 percent (or approximately 300 square feet) will be designated as public use space. The current Project design contemplates several outdoor spaces, including space in the front of the building and in the rear of the building, with a proposed connection to the adjoining public park. The proposed building has been setback 20' at the first floor from the adjacent James Monroe Park to provide an appropriate transition between the proposed development and existing open space. Additionally, the Project provides several improvements to James Monroe Park, including re-grading a portion of the park to provide improved drainage to eliminate ponding on sidewalk areas; resurfacing the walkway adjacent to the Property with concrete/ADA compliant paving;

and installing several shade trees, and indigenous understory pavement. The construction of a rain garden also will be provided to assist with the drainage issues.

E. Civil Engineering

i. Natural Resources Inventory/Forest Stand Delineation

The Property is subject to the City's Forest and Tree Preservation Ordinance. A Natural Resource Inventory/ Forest Stand Delineation ("NRI/FSD") was approved for the Property on August 2, 2017. While the Property is exempt from Forest Conservation requirements, the Landscape Plan has been prepared and is being submitted concurrently with this Application, showing how tree replacement (for removal of trees in James Monroe Park) and tree canopy requirements are being provided. There are no forested areas on-site and the Property contains no floodplain, protected soils, endangered species, or other natural features that would impact development.

ii. Stormwater Management and Sediment & Erosion Control

The Project will comply with the requirements of Chapter 19 of the City Code. The Project will provide a micro bio-retention facility on the east side of the building, treating the roof top stormwater runoff. The Applicant will submit a Sediment and Erosion Control Plan to the Department of Public Works ("DPW") for their approval prior to commencement of construction.

iii. Utilities

The Property will be served by existing storm drain, water and electrical facilities within Monroe Place. Sanitary sewer must be extended from Monroe Street, within the public right-of-way to serve the Property. Gas service is not anticipated to be required. There will be an on-site, underground water meter vault located under the west driveway entrance and underground transformer vault under the east driveway entrance.

IV. Master Plan Conformance

A. Comprehensive Plan

The Comprehensive Plan recognizes a need for more housing in the City particularly in the Town Center, given its proximity to jobs. The Comprehensive Plan seeks to *provide broader economic selection and homeownership opportunities for owners and renters of every age group*. The Project will promote this goal by providing additional, affordable housing in the Town Center, in close proximity to Metro. Additionally, as mentioned above, approximately 25% of the units will be devoted to persons with disabilities. The Project promotes the following policy objectives of the Comprehensive Plan:

- *Encourage the construction of housing close to the Metro Stations and in the Town Center;*
- *Encourage multifamily housing in mixed-use areas of development;*
- *Create a balance between different housing types; and*
- *Promote policies and practices that are non-discriminatory and that encourage affordable and accessible housing.*

The Comprehensive Plan also recommends that infill development be compatible in use, architecture and scale to the surrounding structures. The Project fulfills all of these goals. The Project proposes a modestly sized residential building, which is compatible with the adjacent high-rise, multi-family developments. The building materials and colors also will complement the design of the surrounding buildings. Additionally, the Project provides an ample setback to the adjacent James Monroe Park to ensure an appropriate transition between the proposed building and existing open space.

B. Town Center Plan

The Property falls within the Distinctive Core Area of the Rockville Town Center Master Plan. The Town Center Plan recommends multi-family residential use for the Property. The overarching goal of the Town Center Plan is to "create a daytime, evening and weekend activity center that is easily identifiable, pedestrian-oriented, and incorporates a mix of uses and activities." The Project furthers this goal by contributing to the vibrancy of the Town Center through the development of a mixed-use, predominately residential building that will complement the adjacent residential uses and support the existing commercial uses in the Town Center. Furthermore, the Project provides substantial improvements to the pedestrian environment and contributes to the pedestrian oriented character of the Town Center.

The Project also promotes the following land use objectives of the Town Center Plan:

- *Create a core with a critical mass of mixed uses and activity that support and complement each other;*
- *Identify locations where additional residential uses could be introduced;*
- *Ensure economic viability of individual properties;*
- *Reinforce existing residential neighborhood areas; and*
- *Respect and build upon existing and approved developments.*

Additionally, although there are no site specific recommendations for the Property, the Project promotes the following objectives of the Urban Design Overlay District, as outlined in the Town Center Plan:

- *Bring buildings up to the street edge and reinforce a sense of urban enclosure by placing parking behind buildings;*

- *Loading and service areas shall be located and designed to minimize their visibility from public rights-of-way and public spaces;*
- *Windows should comprise 25-50% of upper facades visible from public rights-of-way and should reflect a rhythm, scale and proportion compatible with the overall building design;*
- *For buildings above 2 stories, the ground floor shall be architecturally distinguished from the upper façade to form a visual base for the building, and create an intimate scale for the pedestrian;*
- *Sides and rears of buildings should be designed in a manner compatible with the design of the building front;*
- *Encourage high quality materials in all aspects of site and building development;*
- *Incorporate open space (landscaping and/or plazas) into private building plans;*
- *Create streetscapes and public spaces that feel comfortable to pedestrians by encouraging inclusion of green space and/or green areas; and*
- *Utilize traditional storefront design techniques wherever possible; maximize opportunities for street activity by incorporating open and inviting ground floors.*

The Project proposes to redevelop an existing, unsightly surface parking lot with an architecturally pleasing, pedestrian-oriented, mixed-use development. Parking for the Project will be accommodated in a structured parking garage below the building and will not be visible from the street. The building's design incorporates a variety of materials, colors and textures – the design will break-up the perceived bulk and massing of the building and promote the creation of a comfortable pedestrian scale along Monroe Place. The Project also incorporates streetscape improvements, including a 6 foot wide sidewalk and 11 foot wide lawn panel to improve pedestrian safety and enhance the pedestrian experience. Additionally, the ground-floor café has a direct pedestrian entrance off of Monroe Place and its façade has been designed with primarily glass to provide ample transparency into the ground-floor use, to further activate the street.

V. Compliance with the Mixed Use Transit District ("MXTD")

A. Purposes

Section 25.13.02 of the Zoning Ordinance states that the MXTD Zone is intended for use in areas near Metro stations. The MXTD Zone allows for high-density development of retail, office and residential use and promotes the following general purposes:

1. *To create high-quality neighborhoods and zones that are attractive and pedestrian-oriented;*
2. *To allow for a mix of different types of land uses in a compatible manner, both vertically and horizontally;*
3. *Consistent with the Environmental Guidelines, to ensure the provision of public spaces that enhance the built environment;*
4. *To minimize automobile use and maximize the use of public transportation, bicycle, and pedestrian access within the City;*
5. *To promote a variety of uses in close proximity to each other in compliance with the Master Plan's recommendations;*
6. *To establish performance standards to ensure that allowed uses will not create a nuisance for other uses within the same development;*
7. *To provide standards and guidelines for assuring that the appearance and design of buildings, structures, and neighborhoods are compatible with existing nearby buildings and structures, and/or complies with any adopted design guidelines in the relevant Plan for the area in which the building or structure is to be located;*
8. *To provide for a variety of residential uses and diverse styles of housing which are compatible with the intent of each of the Mixed-Use Zones; and*
9. *To provide for more efficient land use, particularly a development pattern more flexible in adjusting to market conditions and local growth fluctuations.*

As discussed above, the Project implements various recommendations of the Comprehensive Plan and Town Center Plan. The Project also responds to the objectives of the Zoning Ordinance for the MXTD Zone by facilitating the redevelopment of a surface parking lot that has fallen into disrepair with a transit-oriented, mixed-use project that is reflective of the Property's location in walking distance to the Rockville Metro Station. The Project will provide greater housing opportunities in the Rockville Town Center (including housing for persons with disabilities) – because the residential component of the Project is almost entirely affordable (approximately 90% of the units will be affordable), it will facilitate economic diversity located near transit and other important services. The Project also contains diverse housing opportunities by including a variety of unit sizes (including efficiency, one-, two- and three-bedroom units) and layouts to facilitate the availability of new housing, in a range of types and rents, within walking distance of the Metro. The proposed complimentary commercial uses, including a ground-floor café and second-floor charitable and philanthropic, will help activate the street.

B. Development Standards

The Project complies with all of the development standards of the MXTD Zone and furthers many of the policy objectives of the Zone, as discussed below.

Section 25.13.05 – Development Standards:

a. *Build-to-Lines* – *Where a build-to lot line established in the Plan is required, at least 70 percent of the length of the building wall facing that line must be set at the build-to-line. Development must also comply with the building restriction line provisions set forth in Section 25.17.08.* The Town Center Master Plan recommends all buildings be built at the edge of the public right-of-way but also provides that building setbacks shall be sufficient to provide for pedestrian circulation and activity. The Project meets this recommendation – the building (above ground) has been setback 7' feet from the property boundary along Monroe Place in order to maintain relationship with adjacent building and accommodate the desired streetscape improvements, including a 6 foot wide sidewalk and 11 foot wide tree panel. As such, the building design will help define the pedestrian environment and frame the street.

b. *Development Standards*

1. *Table*

- *Height Maximum of 120 feet.* Provided: 81 feet.
- *Open Space* – *Because residential dwelling units are provided, the Project is required to provide a total of 15% (or 3,000 square feet) of the net lot area as open area, of which 10% (or 300 square feet) must be provided as public use space.* The Project complies with this provision and will provide a total of approximately 15 percent open space (3,000 square feet), of which approximately 10 percent (300 square feet) will be designed as public use space. The Project provides several outdoor spaces, including an outdoor seating area in the front of the building, which will be available to use by the public, and an outdoor patio in the rear of the building that provides a planned connection to the adjoining James Monroe public park.
- *Minimum width at front lot line of 10 feet required.* Provided. Proposed building width will be a minimum of 40 feet on Monroe Place.
- *Setback abutting right-of-way* – *None are required.* The building has been pulled close to the Property line along Monroe Place,

while also being setback a sufficient distance to accommodate the desired streetscape improvements.

- *Side setback and rear setback: None are required because the abutting land is improved with multi-unit residential uses with a height greater than 45 feet. However, if provided, the side and rear setbacks must be a minimum of 10 feet.* The building will be setback 10' from the property boundary on both sides. Although not required by the Zoning Ordinance, in accordance with the Environmental Guidelines, the building has been designed to provide a 20' rear setback to the adjacent James Monroe Park, to provide an appropriate transition to the existing, passive open space.

2. *Building Height*

- *(b) MXTD Zone – Maximum building height allowed in the MXTD zone is 120 feet (except where additional height is recommended by the Plan or approved by the Mayor and Council as part of a Project Plan). Building facades should have a range of heights of between 45 feet and 65 feet at the street. Additional height up to 120 feet at the street may be allowed where recommended by the Plan or where approved by the Mayor and Council as part of a Project Plan under Section 25.07.07.*

1. The building height along the street is 60 feet. The building steps back to an overall height of up to 81 feet as measured in accordance with the Zoning Ordinance. To break up the massing of the building, the building design incorporates distinct massing components with material, texture and color variations that effectively break up perceived height and bulk.

- *(d) Layback Slope – Not applicable because the Property is surrounded by MXTD zoned properties on all sides.*

c. *Other Standards and Requirements for New Development*

1. *Conversion of Space – Areas of a building originally designed for commercial or office use are encouraged to be designed to accommodate the conversion of the space to residential use.* The second floor of the building will contain both office space for the proposed charitable and philanthropic use and residential uses. The office space could be converted to residential units or amenity space in the future, if necessary. However, the proposed charitable and philanthropic use is an integral component of the Project and provides essential support for the

residential component of the project that is devoted to serving persons with development disabilities. The Applicant does not anticipate converting the office space to residential use.

2. *Access – Areas of a building intended for nonresidential use must not have any access to areas of the building used for residential purposes. The residential areas must have their own private entries.* The Project is unique in that the complementary charitable and philanthropic use proposed is accessory to and provides necessary support of the residential component of the project that is devoted to serving persons with development disabilities. The residential use will have a designated lobby on the ground floor and a second lobby for the charitable and philanthropic use will be provided on the second floor.
3. *Moderately Price Dwelling Unit Ordinance Compliance – The Code requires 12.5% MPDUs for all projects containing 50 or more units.* As discussed above, affordable housing also is an important component of this Project – approximately 90% of the units will be affordable to households earning 60% or less of the Area Medium Income (AMI). By virtue of this allocation, the Applicant will significantly exceed the requirement to provide 12.5% Moderately Priced Dwelling Units ("MDPUs").
4. *Public Use Space – A total of approximately 300 square feet public use space will be provided in front of the building, consistent with the requirements of Section 25.17.01.* Additional open space will be provided on-site.
5. *Floor Area Limitation – Retail commercial uses by a single tenant cannot occupy more than 65,000 square feet of floor area at the ground level.* The proposed café will be only approximately 1,372 square feet. No other retail commercial uses are proposed on-site.

Section 25.13.06 — *Additional Design Guidelines*

b. Aesthetic and Visual Characteristics for All Zones

1. *Façade and Exterior Walls – Avoid massive scale and uniform and impersonal appearance, which will provide visual interest consistent with the community's identity, character, and scale.* The facades and exterior walls of the Project will provide multiple expressions both horizontally and vertically along Monroe Place. The exterior design includes recessed and projecting elements, as recommended in the Design Guidelines. In

addition, the elevations are comprised of varied materials, colors and textures that respond to the immediate context and surrounding buildings.

- a. *Occupy at least 60 percent of street frontage with windows, arcades and awnings.* At the ground level, the facade is primarily glass to provide ample transparency into the ground-floor. The second floor overhang over the retail front door provides some shelter from the elements while creating a relief in the front street elevation plane.
 - b. *Provide architectural features that contribute to the visual interest at the pedestrian scale and break up the building wall along those sides of a building fronting on public streets with color, texture change, wall offsets, reveals, or projecting ribs.* The design of the Project at the pedestrian scale includes various materials, such as glass, metal banding and vertical mullion articulation. The honed masonry wrapping the rear of the café along the curve will add a faceted texture that will provide a sense of movement and life. Additionally, the building's intentional transparency at the pedestrian level offers visual connection inside to the café's vibrant décor and life.
2. *Vary roof lines; Utilize roof features that complement the architectural and visual character of adjoining neighborhoods. Roofs should include two or more roof planes.* By virtue of the building step-back on Monroe Place, the building incorporates multiple roof planes. Furthermore, the mechanical screen also is set back from the sides and rear to create an additional visual step.
 3. *Materials and Colors – Utilize building materials and colors compatible with those in adjoining neighborhoods.* The building materials and colors, which include polished face masonry, metal panels, glass, and cement board siding all in warm and inviting earth tones, will complement adjacent existing building's palette while adding visual interest and variation; the intentional color fields patterning along the side elevations further break down the overall massing.
 4. *Items allowed not facing a public street – Window wall air conditioners, electric utility meters, air conditioning compressors and irrigation and pool pumps.* The Project does not include any of the aforementioned items facing a public street.
 5. *Entryways – Provide highly visible entryways.* The all-glass entrance to the café will be located directly along the street and be highly visible.

Likewise, the expansive glazing at the residential entrance beyond will still be visible from the street and orienting.

6. *Screening of Mechanical Equipment* – All mechanical equipment will be adequately screened to mitigate noise and views in most directions (except from above).

c. Site Design and relationship to Surrounding Community

1. *Vehicular access*— *Provide vehicular access from arterial, major or business district roads.* In accordance with this requirement, vehicular access to the Property will continue to be provided from Monroe Place, which is classified as a business district street.

2. *Buffer nearby residential uses* – *Provide visual, light and noise buffers to nearby residential uses.* The Project utilizes high efficiency mechanical systems that operate quietly. Nonetheless, the Project incorporates rooftop mechanical screens to block noise and visually obscure the mechanical systems. Direct cutoff exterior light fixtures will provide safe and aesthetic lighting at the ground but limit direct lighting into any adjacent residential window. Additionally, the Project design includes six-foot high masonry walls along the side yard property boundaries. The rear property line that abuts the James Monroe City Park also will have a six-foot high wall constructed of masonry or wood, and/or a combination thereof. The six-foot dimension is taken from the finished pavement grade of the proposed site development. Together, these elements will provide noise, light and visual screening between the Property and the adjacent multi-family apartments.

3. *Outdoor sales and storage* – Not applicable

4. *Trash recycling restrictions* – Trash and recycling accommodations for the Project will be provided at the bottom of the main parking ramp to the proposed building. Trash bins will be stored behind a 7'-0" x 12' roll-up door.

5. *Parking lots and structures* –

a) *Parking Area Standards* –*Provide safe, convenient and efficient access. Parking areas should be distributed around large buildings and should be defined by landscaping.* The Project does not provide surface parking areas. Rather, the Project proposes to redevelop a surface parking lot with an affordable, mixed-use,

predominately residential building. All parking will be accommodated in a structured parking garage located directly beneath the building.

- b) *Parking Structure Appearance – Achieve the same high quality design and appearance as the building.* The parking structure will be entirely below-grade. Any portion of the garage structure that is visible from the exterior will blend seamlessly into the building architecture and have substantially the same appearance and exterior materials as the residential portion of the building above.

6. *Pedestrian and bicycle flows – Accessibility, safety and convenience.* The Property will have safe pedestrian access. The Project proposes streetscape improvements along Monroe Place, directly in front of the building. These improvements include an 11 foot wide tree panel on the curb side of the sidewalk along Monroe Place to promote pedestrian safety and enhance the pedestrian environment. The café entrance will be located directly along the street. A lead walk will be provided along the east side of the semi-circular driveway to provide safe and efficient pedestrian access to the main residential building entrance from the public sidewalk.

7. *Central features and community spaces –* The entrance to the proposed café will be located directly along the street and will help activate and define the pedestrian environment. As discussed above, the façade will be primarily glass at the pedestrian level to provide ample transparency into the ground-floor commercial use and further activate the street.

The Project will include highly programmed amenity space for the benefit of the residents as well as other members of the community. Amenities that are currently being contemplated for this space include communal gathering areas; a fitness facility; a yoga studio/ meditation room; art walls; a large teaching and eat-in kitchen with an adjoining "great" room; and a learning lab. The open space outside the building includes an outdoor patio space located at the rear of the building, which provides a connection to the adjacent City Park and outdoor learning gathering areas.

8. *Delivery and loading space—*

- a) *Design.* Loading and trash removal will occur entirely on the Property, off of Monroe Place, to avoid vehicular conflicts or interference with the adjacent properties. Specifically, loading will

be accommodated internal to the Property and will share the residential drop-off area behind the café. The Project incorporates a designated door near the main building entrance for loading. Delivery and loading operations will be designed in accordance with the provisions of Article 16 and have been located so as to mitigate visual and noise impacts to the adjoining multi-family residential communities.

- b) *Parking of Delivery Trucks.* No delivery trucks will be located on-site during non-delivery hours.
- c) *Screening.* The delivery and loading area is located behind the café structure under the two-story covered drop off and thus, is partially screened from view from Monroe Place.

9. *Ancillary uses* – Not applicable.

10. *Noise abatement* – The proposed Project will produce little external noise and will comply with the noise regulations set forth in Chapter 31B of the Montgomery County Code.

11. *Outdoor lighting* – Outdoor lighting will be in conformance with the *Landscaping, Screening and Lighting* manual.

12. *Landscaping* – As demonstrated on the Landscape Plan submitted concurrently with this Statement, the landscaping on the Property will be in conformance with the *Landscaping, Screening and Lighting* manual.

Section 25.13.07 — *Special Design Regulations for MXTD Zone*

- 1. *Building Location* – *Buildings should be located at the front property line or the build-to line where established by the Plan. Access to the rear, if required, should be via alleys. If access is required from the front, the driveway entry should be a portal penetrating the façade of the building.* The continuity of the building façade must be maintained above the drive entry. The building is setback approximately seven feet from the Property line along Monroe Place. The Town Center Plan establishes a build-to line along Monroe Place to be compatible with the adjoining properties. The building has been strategically located to continue the building line established by the adjacent Town Center Apartments to the west. The building location will achieve the goals of the Zoning Ordinance by framing the street and activating the pedestrian space, through outdoor seating and an active ground floor use.

2. *Uses by Floor – Ground floor uses must be retail or public-related service uses along streets designated in the Master plan as major pedestrian spines. Ground floor retail uses are preferred along other streets, but not required. Ceiling height on ground floor should normally be 15 feet. The ground floor of the building directly along the street will be devoted to a café space to promote the Zoning Ordinance's goal of street activation. The café space will have a minimum floor-to-ceiling height of 12 feet and is open to the mezzanine level above for a total of approximately 22 feet.*
3. *Façade –Where the façade height exceeds 35 feet, the façade should include an expression line above the first floor level and a defined cornice line at the top of the façade wall. The Project design incorporates a wide band above the first floor to connect with the human and street scale, while a decorative architectural crown defines the top floor and reinforces the building's silhouette.*
4. *Fenestration – Above-ground floor, fenestration should be individually framed windows. Individually framed windows will exist above the ground floor.*
5. *Sidewalks – The Project provides streetscape improvements along Monroe Place. Specifically, the Project incorporates a six foot wide sidewalk and 11 foot wide tree panel that will provide a buffer for pedestrians.*
6. *Parking – On-site parking must be provided in accordance with the requirements of Article 16. Parking must be located to the side or in the rear of the buildings unless ground floor retail is provided, in which case limited parking may be allowed in the front to serve the retail uses. Structured parking, either above or below grade, is preferred. Any parking structure facades visible from the street or a transitway must be treated in the same manner as the primary building facades. All parking must be screened to prevent vehicle headlights from shining into adjoining residential properties. The proposed Project will redevelop an existing surface parking lot that has become somewhat of an eyesore in the community with an architecturally pleasing building and improved pedestrian areas. All parking on-site will be accommodated in a structured parking garage located beneath the building. As mentioned above, given the Property's proximity to transit and the nature of the use, the Applicant is seeking approval of a Parking Waiver.*

VI. Landscaping and Screening

The Project will comply with the requirements of the Landscaping, Screening and Lighting Manual (the "Manual"). All proposed landscaping and screening is in accordance with

the provisions of the Forest and Tree Preservation Ordinance. The proposed landscape on the site will meet or exceed the minimum tree canopy requirements. The planting will consist of plantings that provide year round seasonal interest and are non-invasive.

VII. Adequate Public Facilities

The Applicant's preliminary analysis indicates that there are adequate public facilities with respect to transportation, fire and rescue, water and sewer capacity (discussed in Section IX below) to accommodate the proposed Project. In regards to schools, the Project is located within the Richard Montgomery High School, Julius West Middle School and Beall Elementary School districts. There currently is adequate capacity at each of these schools to accommodate the students anticipated to be generated by the Project. As identified in the Scoping Intake Form, the Project will generate 117 AM peak hour and 63 PM peak hour trips. Due to the proximity of Metro, a 15 percent reduction of the site trips is anticipated in accordance with the 2013 CTR guidelines, thus generating 100 AM peak hour trips and 55 PM peak hour trips.

According to the Adequate Public Facilities Standards, dated June 1, 2015, the Property is served by two to four fire stations within a 10 minute response time, thereby ensuring a prompt response time in the event of an emergency.

VIII. Signage

All necessary signage will comply with applicable requirements of Article 18 of the Zoning Ordinance.

IX. Water and Sewer

The water and sewer for the Project will be provided by the City of Rockville Department of Public Works ("DPW"). A water and sewer authorization application has been submitted to DPW for review.

X. Green Building Requirements

The Project will comply with the City's Green Building Standards by minimizing the development's impact on the environment, and meeting the new 2015 International Green Construction Code (as applicable).

XI. Findings

The Project satisfied the required Site Plan findings set forth in Section 25.07.01 of the Zoning Ordinance, in that the Project will not:

A. Adversely affect the health or safety of persons residing or working in the neighborhood of the proposed development.

The Property is ideally located for the proposed Project and will in no way adversely affect the health or safety of persons residing or working in the neighborhood. The Property is surrounded by existing multi-family residential and office uses. The Project, which is predominately residential, is compatible with the adjacent 10- and 13-story multi-family residential buildings. In fact, the Project will be an asset to the neighborhood. The Project proposes to redevelop an existing surface parking lot with a pedestrian-oriented, mixed-use building. The Project incorporates streetscape improvements and the ground-floor retail use will help activate the street. Furthermore, the location of the Project, in close proximity to the Rockville Metro Station, ensures that a significant portion of the Project's users will rely upon Metro for purposes of daily commuting needs. The development of needed residential uses in locations which promote the use of public transportation is not only a benefit to the health and safety of the persons living and working in the areas surrounding the Property, but to the entire region as well.

B. Be detrimental to the public welfare or injurious to property or improvements in the neighborhood.

The proposed Project will in no way be detrimental to the public welfare or injurious to property or improvements in the neighborhood. Instead, the Project will provide numerous benefits to the neighborhood including, but not limited to:

- Improving the pedestrian experience along Monroe Place;
- Activating the street with the inclusion of a neighborhood café;
- Increasing Metro ridership by virtue of the Project's close proximity to the Metro;
- Providing adequate ADA access to the adjacent James Monroe Park;
- Stormwater management where none currently exists; and
- Converting an existing impervious surface parking lot into an attractive mixed-use, predominately residential building.

C. Overburden existing and programmed public facilities as set forth in Article 20 of this Chapter and as provided in the adopted Adequate Public Facilities Standards.

This Project will generate a maximum of 100 vehicle trips to the area roadways and will not adversely affect traffic conditions. A Comprehensive Transportation Traffic study was prepared for this Application and all of the study intersections will operate well within the City of Rockville standards. The Property is located within easy walking distance to the Rockville Metro Station and the commercial center of the City of Rockville. Additionally, the Property is

served by at least two to four fire stations within a 10 minute response time and there is currently adequate capacity at Richard Montgomery High School, Julius West Middle School and Beall Elementary School to accommodate the few students anticipated to be generated by the Project.

D. Adversely affect the natural resources or environment of the City or surrounding areas

The Project will not adversely affect the natural resources or environment of the City or the surrounding areas. The Project will provide stormwater management where none currently exists. And, as discussed above, the Project provides several improvements to James Monroe City Park, including re-grading a portion of the park to provide improved drainage to eliminate ponding on sidewalk areas; resurfacing the walkway adjacent to the Property site with concrete/ADA compliant paving; and installing several shade trees, and indigenous understory pavement. The construction of a rain garden also will be provided to assist with the drainage issues.

The proximity of the residences and cultural and philanthropic use to the Metro will promote the use of Metro, which will benefit the environment of the City as well as the surrounding area – based on the Applicant's experience with similarly situated properties, the Applicant anticipates that a significant number of its residents will utilize transit to access the site.

E. Be in conflict with the Plan

The Project is consistent with both the Town Center Plan and the Comprehensive Plan. It provides new housing opportunities near the Metro, in a modestly sized building. Additionally, the Project helps define the pedestrian environment along Monroe Place, thereby supporting the creation of a positive pedestrian connection between the Metro station and the commercial and residential uses in the Town Center.

F. Constitute a violation of any provision of this Chapter or other applicable law

The proposed Project complies with the provisions and laws of Rockville governing the development of the Property. As discussed in detail above, the Project satisfies all of the applicable development standards in the MXTD Zone, the Landscape Manual, Environmental Guidelines and the City's Green Building Standards.

The Project will also comply with the City's Art in Private Development Ordinance. The Project will incorporate an 'art wall' on the ground floor of the building that will be used to display art from various sources, including building residents and members of Main Street.

G. Be incompatible with the surrounding uses or properties

As discussed throughout this Statement, the Project will be compatible with the surrounding uses and properties which consist of high-rise multi-family developments to the east and west, office to the north and a City park to the south. The building provides a context sensitive design that responds to the Property's prominent location in close proximity to the Rockville Metro Station, complements the surrounding residential and commercial uses, and improves the pedestrian environment along Monroe Place (which provides an east-west connection between the Rockville Metro Station and the Town Center). The Project also incorporates improvements to the adjacent James Monroe City Park.

XII. Community Outreach

The Applicant held the required pre-submission community meeting on April 25, 2017, at the Rockville Library located at 21 Maryland Avenue in Rockville, Maryland. Details regarding this meeting, including minutes, have been submitted with this Application in accordance with the standards set forth in the Zoning Ordinance and the City's Development Review Manual. The Applicant held an additional meeting with residents of the Americana Condominium on May 17, 2017.

XIII. Conclusion

The proposed Site Plan provides an opportunity to transform an impervious surface parking lot into a modestly-sized, mixed-use, predominately residential building. Importantly, this unique Project will provide both a significant amount of desired affordable housing and housing for persons with disabilities, in close proximity to transit. The building design responds to the characteristics of the surrounding area and the City of Rockville. The Project will enhance the pedestrian connection between the Town Center and the Rockville Metro Station, and will provide additional residential uses in close proximity to the Metro.

The Project is consistent with and furthers the goals and objectives of the Town Center and Comprehensive Plans. The Project also complies with all applicable requirements of the Zoning Ordinance that govern development in the MXTD Zone. For the reasons expressed throughout this Statement, we respectfully request that the Planning Commission approve the Site Plan and Parking Waiver as proposed.