

**CONCEPT PLAN NARRATIVE  
FOR CONCEPT PLAN NO. 520210150**

**Concept Plan Narrative for Rose Village**

**I. INTRODUCTION**

Owner and Applicant, Washington Science Joint Venture, by its attorneys, Miles & Stockbridge P.C., submits this Concept Plan Narrative to explain the existing site conditions, zoning, and the proposed development. The subject property consists of a gross tract area of 939,286 square feet (or approximately 21.56 acres) and is more particularly known as Parcel E, Washington Science Center Subdivision as shown on Tax Map GQ 562 (the “Property”). The Property is generally bounded by Montrose Parkway to the north, Towne Road to the east, Executive Boulevard to the south, and 6101 and 6111 Executive Boulevard to the west. It is currently zoned CR-2.75 C-1.5 R-2.25 H-200 and is subject to the recommendations of the White Flint 2 Sector Plan approved by the Montgomery County Council (sitting as the District Council) in December 2017 and adopted by the Maryland-National Capital Park and Planning Commission in January 2018 (the “Sector Plan”).

Applicant submits this concept plan application (the “Application” or “Concept Plan”) for redevelopment of the Property with up to 2,113,000 square feet of residential uses and up to 415,484 square feet of commercial uses for a cumulative density of up to 2,583,037 square feet of mixed-use development (the “Project”). By providing significant amounts of new housing, including affordable dwelling units, incorporating other uses, offering new street network linkages, and integrating

attractive new public open spaces, the Project will advance a number of important Sector Plan recommendations.

## **II. THE PROPERTY, EXISTING IMPROVEMENTS, AND SURROUNDING AREA**

The Property is currently improved with three multi-story office buildings: 6001 Executive Boulevard, 6003 Executive Boulevard, and 6011 Executive Boulevard. 6001 Executive Boulevard contains 264,266 square feet of office space constructed in 1997, 6003 Executive Boulevard contains 109,818 square feet of office space constructed in 1972, and 6011 Executive Boulevard contains 148,391 square feet of office space constructed in 1977, for a combined total of 522,475 square feet of office space. The Property also includes structured and surface parking facilities, drive aisles, and open lawn areas. The Property is currently served by three vehicular access points from Executive Boulevard, one of which is signalized, and three vehicular access points from Towne Road, one of which is dedicated for deliveries.

The Property is also near a wide range of residential, office, retail, commercial, and institutional uses. The Property is located within the Executive Boulevard District, which contains approximately 2.3 million square feet of office uses. The Property abuts the Jewish Federation of Greater Washington office building at 6101 Executive Boulevard, as well as the Kaiser Permanente office building/laboratory at 6111 Executive Boulevard. The Pike & Rose mixed-use neighborhood, which includes restaurants, retail, entertainment, a hotel, and multi-family homes, is directly across Towne Road to the east. South and east of the Property is the Bethesda North Marriott Hotel & Conference Center complex, as well as recently approved mixed-use

development along Old Georgetown Road. Across Montrose Parkway to the north is the recently approved mixed-use development for the Wilgus property. A sketch plan and preliminary plan has been approved for the approximately 16.64 acre Wilgus property and the Phase I site plan is currently under review. The Property also abuts the “Western Workaround” project, which will realign the intersection of Old Georgetown Road, Executive Boulevard, and Towne Road. Nearby are numerous retail shopping centers, including Montrose Crossing and Federal Plaza, as well as multi-family homes along Rockville Pike, as well as the substantial retail and restaurant uses at Pike & Rose.

Additionally, the Property is convenient to multiple modes of transportation, including the White Flint Metrorail station, which is located approximately ½ mile to the east and provides heavy rail service between Shady Grove and Glenmont via downtown Washington, DC. The Property is served by RideOn service (Routes 5, 26, and 81, branded as the “Executive Connector”), with buses arriving every 10 minutes during rush hour and traveling to the Twinbrook, Rockville, and Silver Spring Metrorail stations. The Montrose Road/MD 355 Park and Ride Commuter Lot is also located near the Property, which offers RideOn service on Routes 5, 26, 38, and 46. Montrose Parkway provides efficient vehicular access between Interstate 270 to the west and Randolph Road to the east. As noted above, several major roadways abut or are readily accessible from the Property. The Property is well situated to numerous community facilities, including Luxmanor Local Park, Luxmanor Elementary School, Josiah Henson Special Park, Wall Local Park, the Kennedy Shriver Aquatic Center,

the North Bethesda Trolley Trail, Timberlawn Local Park, and temporary Tilden Middle School/the once and future Woodward High School. The redevelopment of the Wilgus property will also provide new neighborhood parks.

### **III. THE CONCEPT PLAN**

Applicant’s Project as illustrated in the Concept Plan proposes development that is thoughtfully informed by the Sector Plan’s land use, zoning, design, and connectivity recommendations for the Property, as well as the Parking Lots to Places – Urban Design Guidelines for Rock Spring & White Flint 2 Sector Plans approved in July 2019 (the “Design Guidelines”). As discussed in greater detail below, the Project is intended to introduce new infill development that will transform the Property’s existing improvements into a vibrant mixed-use neighborhood for the creation of an urban node. The Project will create a distinct sense of place, offer new street network linkages to encourage new vehicular, pedestrian, and bicycle connections with surrounding communities, and integrate a system of public and private open spaces that will offer new opportunities for recreation and interaction.

Consistent with the Sector Plan’s recognition that the Property has the “greatest potential to accommodate new and infill development,” the Project envisions eight new structures (identified as Buildings A, B, C, D, E, F, G, and H on the Concept Plan) to replace existing surface parking lots and the 6011 Executive Boulevard office building, while maintaining the existing 6001 Executive Boulevard (with associated parking structure) and 6003 Executive Boulevard office buildings. Sector Plan, pg. 32; Design Guidelines, pgs. 94, 97. Buildings A, C, D, E, F and G will be structures

accommodating a vertical mix of uses with residential uses above ground floor commercial uses, with Building B as an entirely multi-family building.<sup>1</sup> These new buildings will frame a new internal street network, anchor street intersections, as well as activate the existing roadways of Executive Boulevard, Montrose Parkway, and Towne Road to promote an urban and compact form of development. Design Guidelines, pgs. 94, 97. Building H will be an expansion of the existing parking garage serving the 6001 and 6003 Executive Boulevard office buildings.

Specifically, the Project proposes up to 2,113,000 square feet of new residential uses comprising approximately 2,063 multi-family units (15% of which will be provided as Moderately Priced Dwelling Units). This new housing will be convenient to public transportation, retail services, employment opportunities, and public facilities. Sector Plan, pg. 58. Buildings A, C, D, E, F, and G proposes a combined total of 16,200 square feet of retail uses and 25,200 square feet of restaurant uses at the ground level to activate both new and existing streets and relate well to people and the public realm. Design Guidelines, pg. 94. The 6001 and 6003 Executive Boulevard office buildings will maintain 374,084 square feet of existing office uses on the Property. Thus, the Project shown on the Concept Plan conforms with the Sector Plan's recommendation that "[t]he future land use mix for this [P]roperty should include primarily residential development since most of the existing office buildings will be retained." Sector Plan, pg. 32; *see also* Design Guidelines, pg. 97.

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<sup>1</sup> The ground floor uses of these new structures is intended to be flexible and may accommodate either commercial space (such as retail, restaurants, or offices) or additional residential uses.

In accordance with Sector Plan and Design Guideline recommendations, the building heights increase on the Property from west to east approaching Towne Road and Pike & Rose. Anticipated building heights on the eastern half of the Property range from 160 feet, 180 feet, and 200 feet and step down to 130 feet and 85 feet on the eastern half. Tapering down height from Towne Road toward the western end of the Property, along with variation in building heights, will create a visually interesting skyline and offer a compatible transition from Pike & Rose. Sector Plan, pg. 32; Design Guidelines, pg. 97. Buildings along Towne Road, including at the northwest corner of Towne Road and Executive Boulevard, will be designed to establish a welcoming corridor along both sides of Towne Road and create an attractive architectural gateway to the greater White Flint area. Sector Plan, pg. 32; Design Guidelines, pgs. 94, 97.

The Project proposed in the Concept Plan also includes multi-modal circulation enhancements informed by the Sector Plan and Design Guidelines. The Project will implement an important recommendation of the Sector Plan by providing a new road connection between Executive Boulevard and Montrose Parkway (identified as Road B-2 on the Concept Plan) that aligns with the intersection of Stonehenge Place to the north (to be signalized in the future) and the existing signalized intersection with Executive Boulevard to the south. Sector Plan, pgs. 32, 70-71; Design Guidelines, pg. 97. The Project also incorporates the Sector Plan recommended extension of Rose Avenue on the west side of Towne Road (identified as Road B-3 on the Concept Plan) that will offer a link, and signalized in the future, to the Project's proposed internal

streets (identified as Street A, Street B, and Street D on the Concept Plan) to Road B-2 and Executive Boulevard. Two other new internal streets (identified as Street E and Street F) will provide connections to proposed Building A and Building C, respectively. Sector Plan, pgs. 32, 71.

As shown on the circulation diagram included with the Concept Plan, safe and comfortable pedestrian circulation will be encouraged with sidewalks on new streets to promote connectivity between the Executive Boulevard District, the future mixed-use development of the Wilgus property, and Pike & Rose. Sector Plan, pg. 32; Design Guidelines, pg. 94. A new one-acre civic green illustrated on the Concept Plan in the center of the Property will accommodate opportunities for gathering, recreation, and outdoor events to allow for a range of experiences. Sector Plan, pgs. 32-33, 88; Design Guidelines, pg. 97. Streetscape improvements along Executive Boulevard and Towne Road will also encourage additional pedestrian and cyclist activity between neighborhoods. Sector Plan, pg. 33. Additionally, the Concept Plan allows opportunities for accommodating future inter-parcel access with adjacent properties. Sector Plan, pg. 33.

#### **IV. ENVIRONMENTAL DESIGN NARRATIVE**

The Project as proposed in the Concept Plan will also facilitate sustainable development. By transforming a single-use office park with extensive surface parking lots into a new mixed-use community with new landscaping, open spaces, and state-of-the-art stormwater management facilities, the Project will help increase tree cover, incorporate native plants, provide soft landscaping in gathering areas,

reduce the heat island effect, and enhance water quality. Potential building design features include cool roofs, block/building orientation for maximizing solar heating and lighting, and building materials/systems for saving energy. Furthermore, as offering transit-oriented, infill, and compact development, the Project supports alternatives to driving for improving air quality. The Property is convenient to numerous public transportation services, and the Project introduces new human-scale blocks with wide sidewalks to improve pedestrian and bicycle circulation.

## **V. STORMWATER MANAGEMENT NARRATIVE**

The Project is subject to the Maryland Stormwater Management Act of 2007 and Chapter 19 of the Montgomery County Code, both of which require managing stormwater runoff by using Environmental Site Design (“ESD”) to the Maximum Extent Practicable (“MEP”). ESD utilizes small scale stormwater management practices, non-structural techniques, and enhanced site planning to mimic natural hydrologic runoff characteristics and minimize the impact of development on water resources. The Property has existing on-site stormwater facilities, which will be replaced with modern ESD techniques. Micro-bioretenion facilities and 8” green roof facilities currently appear to be most appropriate ESD approaches for the Project.

The Property in its existing condition (prior to development) is well above the 50% impervious, surpassing the 40% threshold requirement to define the site as re-development. Based on the Natural Resources Conservation Service (NCRS) soils map, about ninety (90) percent of site is classified as hydrologic group “D”, with approximately ten (10) percent being classified as hydrologic group “B”. This

classification, coupled with the proposed development being close to 100% impervious, dictates a required target treatment of 1.85” of rainfall. Because implementation is to the MEP, the County allows developers to supplement ESD facility design and layout with structural facilities, such as underground vaults/water quality devices, or fee in-lieu. Applicant anticipates that the Project will meet County requirements. Applicant’s team will also work with the County in order to facilitate ESD to MEP implementation.

**VI. FOREST CONSERVATION NARRATIVE**

The Project is subject to Chapter 22A of the Montgomery County Code and will meet applicable code requirements for afforestation and variance tree impacts. Although there is no existing forest on the Property, there are 38 significant (24”-29.9” caliper) and specimen trees (30” or greater caliper) on site. Under Section 22A-12 of the Montgomery County Code, an area equal to 15% of the Site area will be provided as afforestation through off-site forest bank planting and/or a fee-in-lieu. For any removal of specimen trees, a variance request will be submitted for approval and mitigation plantings will be provided on the Property per the replacement policy of 1” caliper planting per every 3” caliper removed.

**VII. CONCLUSION**

We are pleased to submit the Concept Plan for consideration and comment prior to filing a sketch plan application. We look forward to discussing comments at the upcoming Development Review Committee meeting. Thank you for your consideration.

Respectfully submitted,

**MILES & STOCKBRIDGE P.C.**

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