



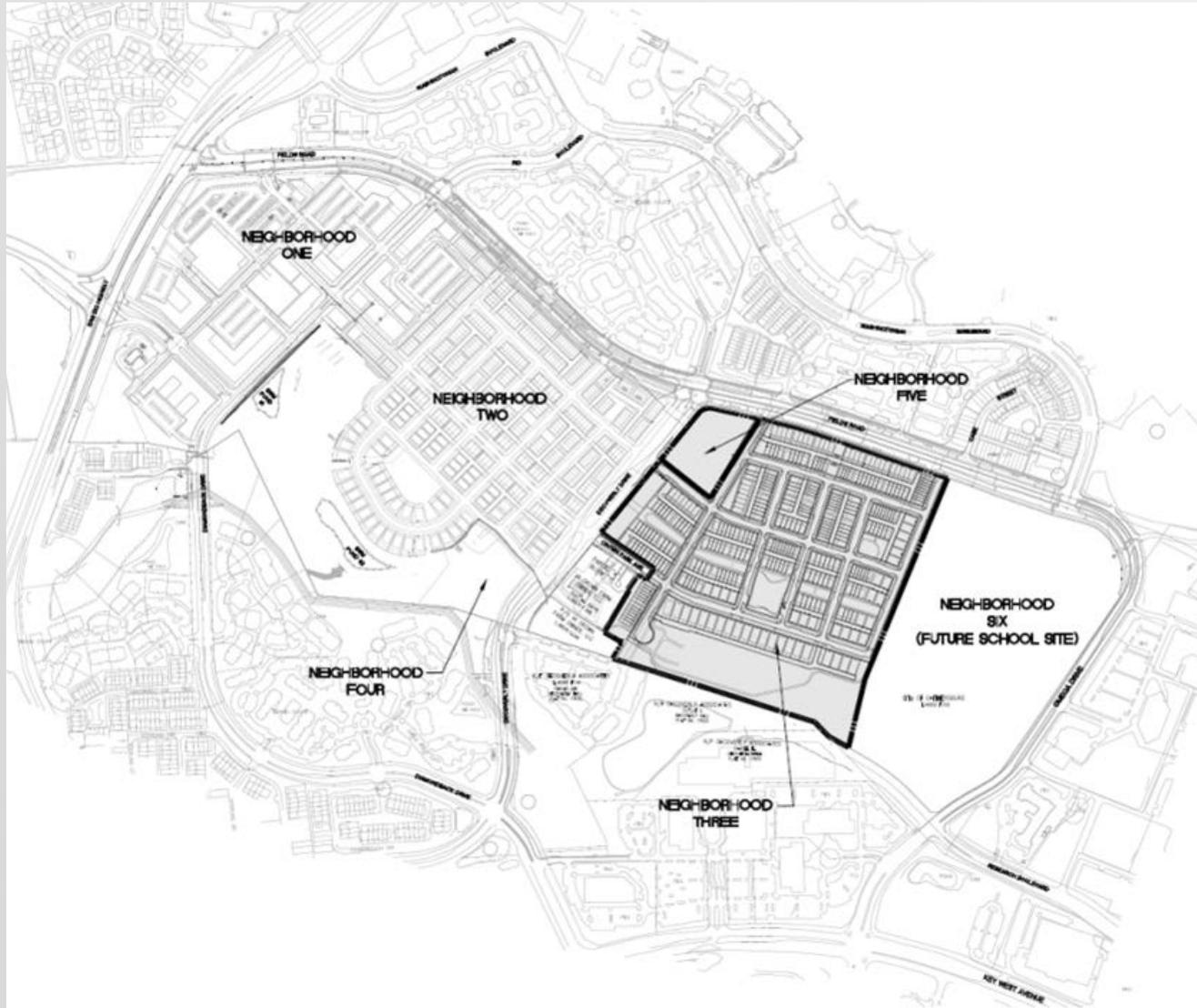
CROWN SDP NEIGHBORHOODS 3 & 5



- INTRODUCTION
- UPDATES & CURRENT PROJECT STATUS
- OVERVIEW OF NEIGHBORHOODS 3 & 5
- DESIGN GUIDELINES
- SDP IN CONTEXT
- DESIGN ELEMENTS OF N3 & N5
- STYLE AND COMPATIBILITY
- WSSC REPLACEMENTS
- DEVELOPMENT PHASING
- CONCLUSION



UPDATES & CURRENT PROJECT STATUS



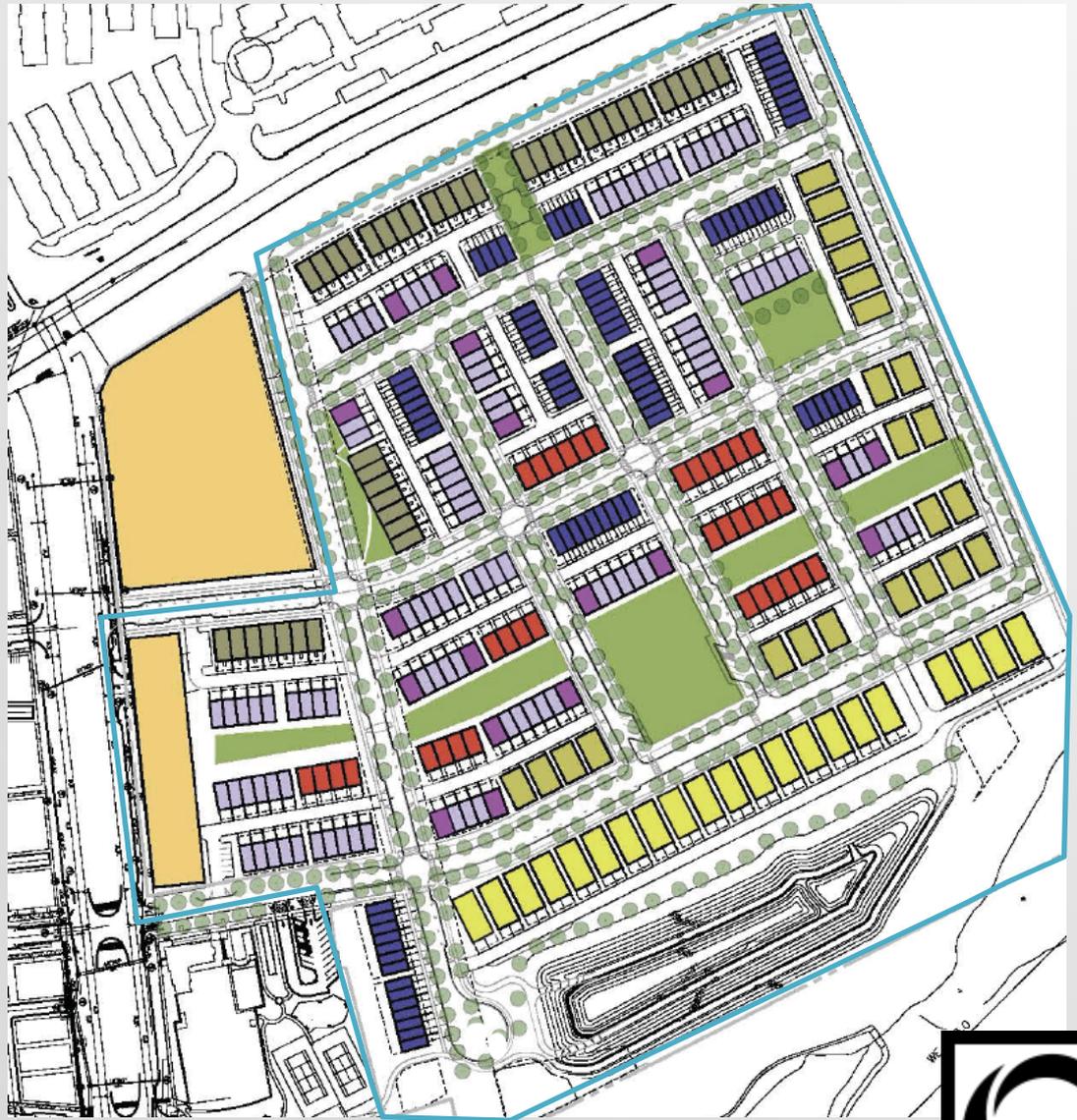
UPDATES & CURRENT PROJECT STATUS

- Development status
 - Downtown Crown (N1)
 - Crown West (N2)
 - Amenities
 - Infrastructure



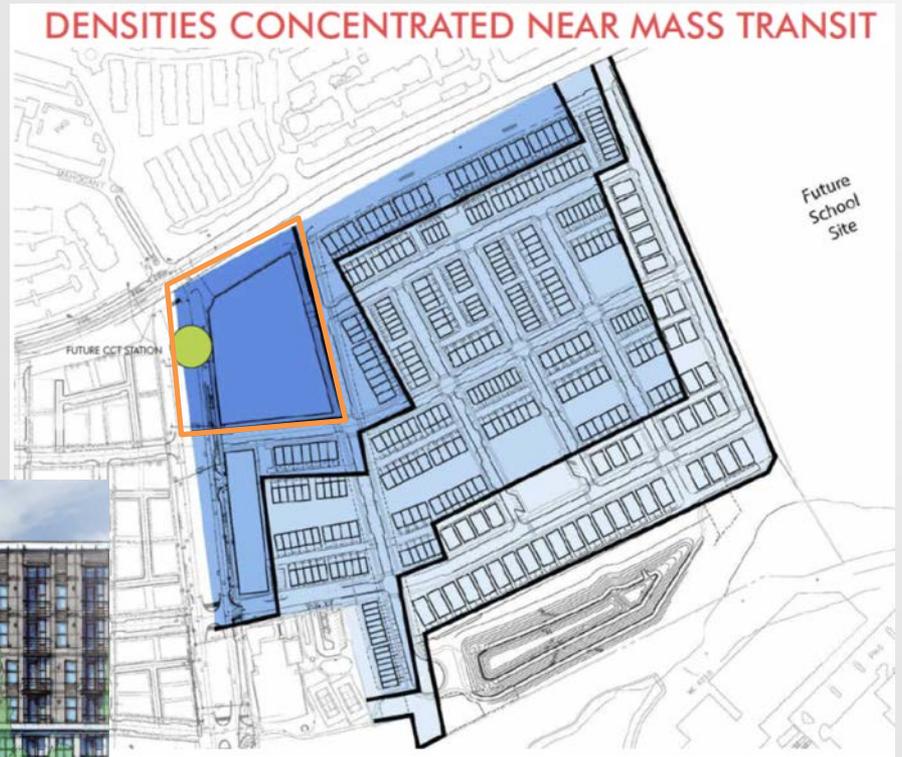
OVERVIEW OF NEIGHBORHOOD 3

- Densities & product types
 - 44 detached homes
 - 244 towns
 - 80 2-over-2s
 - 64 multi-family
- Product selection
- Successes: popularity of certain units
- Lessons learned: market demand



OVERVIEW OF NEIGHBORHOOD 5

- Densities & product types
 - 4-9 stories
 - Up to 445 units
 - Up to 15,000sf commercial
- Market demand
- Future CCT station location



Design Guidelines

- Objectives
 - Adapt previous approvals
 - Keep what's working
 - Modify for distinct neighborhood feel
 - Ensure harmony but provide unique character

DESIGN PRINCIPLES

General Building Design Guidelines

These general building design guidelines are intended to encourage an architecture that is, in spirit, balanced between more traditional architecture found in N1 and N2, while allowing for flexibility to be more akin to the modern expression of traditional ideas found in the Community Amenity Building. It is the intention of these design guidelines to make N3 relate to N2 through its architecture and neighborhood scale.

To be very clear, the architecture of N3 shall have a strong design foundation that comes from traditional architectural ideas.

1

Articulate Massing and Facades



2

Build in Tradition of Simple Yet Elegant Design



3

Use Traditional High Quality and Durable Materials Throughout the Community



4

Embellish the Streets with Outdoor Spaces including Terraces, Stoops, and Balconies.



5

Compose facades with a clear sense of hierarchy



6

Design Building Faces that Respond to Various Streets and Open Spaces



7

Use Combinations of Roof Forms to Distinguish Neighborhood Character



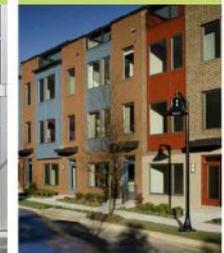
8

Emphasize Main Entries of Buildings



9

Screen Mechanical Units



Design Guidelines

- Key Topics
 - Urban Design
 - Circulation
 - Building Heights
 - Density
 - Architectural Controls
 - Landscape & Hardscape Guidelines

KEY LOT PLAN



STOREFRONT DESIGN GUIDELINES

STOREFRONT ZONE
A Storefront Zone has been identified as an area available for shop owners to extend their merchandise past the building plane without obstructing the pedestrian pathway. The storefront zone is the set back (s) of sidewalk closer to the storefront.

THE STOREFRONT ZONE SHALL

- Be occupied by constructed protrusions, such as bay windows or doors that open to the sidewalk.
- Include semipermanent colors such as signage with letters or symbols. These "extras" shall reflect the quality and feel of the shop or restaurant.
- Selectively utilize barriers and small plantings with samplings of the color palette from the upper floors. This technique is effective in creating visual interest above 15 feet, which often fails to attract pedestrian attention along a "Main Street" condition.

End Unit Key Lot

The residential unit located at the end of a row will be treated with a consistent palette of materials on the front and side elevations. The percentage of materials used to treat the front and side elevations may vary.

Alley Entrance Key Lot

The first residential unit located at the alley entrances will be treated with a consistent palette of materials on the front, side, and rear elevations. The percentage of materials used to treat the front, side, and rear elevations may vary.

* All front elevations are treated. Additional treated elevations outlined in black.

Open Space Key Lot

ANATOMY OF A STOREFRONT



- 1 STOREFRONT ZONE
- 2 PEDESTRIAN ZONE
- 3 AMENITY ZONE
- 4 MATERIALS/COLOR
- 5 SIGNAGE
- 6 WINDOWS
- 7 DOORS/ENTRY
- 8 AWNINGS
- 9 LIGHTING

GENERAL LANDSCAPE GUIDELINES

Sidewalk Planting Strips

Landscaping includes sidewalk planting strips and plantings in tree basins. These are most appropriate where frequent pedestrian traffic between parked cars is not expected, or where a pedestrian path cannot be provided for people moving between the sidewalk and the parked cars. This sort of landscaping is a simple but effective addition to the streetscape, and offers a real ecological value to the community.

Landscaping

- Reduce impervious surface and associated surface runoff
- Naturally treats storm water and improves water quality
- Provides infiltration and groundwater recharge
- Improves and provides habitat
- Adds aesthetic value and promotes community stewardship
- Provides a buffer between the sidewalk and the street, increasing pedestrian comfort
- Landscaped planting beds offer opportunities to provide visual interest and greenery that changes throughout the year

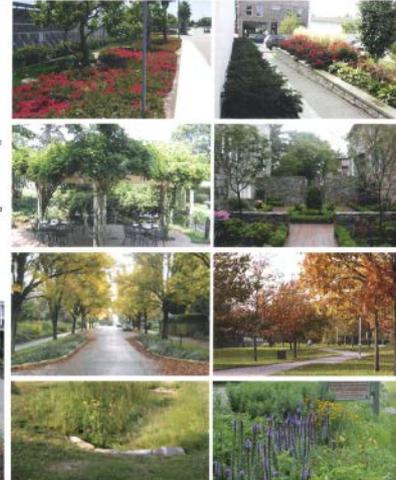
Soil and other invasive species of ground cover are prohibited. Tall, dense hedges should be avoided because they tend to limit visual access and accessibility.

Incidental landscaping will include drought tolerant species. Deep rooted native drought tolerant species have many benefits, including tolerance to local variations in precipitation, the reduced need for irrigation, increasing the permeability of the soil, and the ability to filter pollutants.

Planting strips can be designed to detain, cleanse and slowly infiltrate the storm water. During significant storm events, overflow can be directed from one planter to the next.

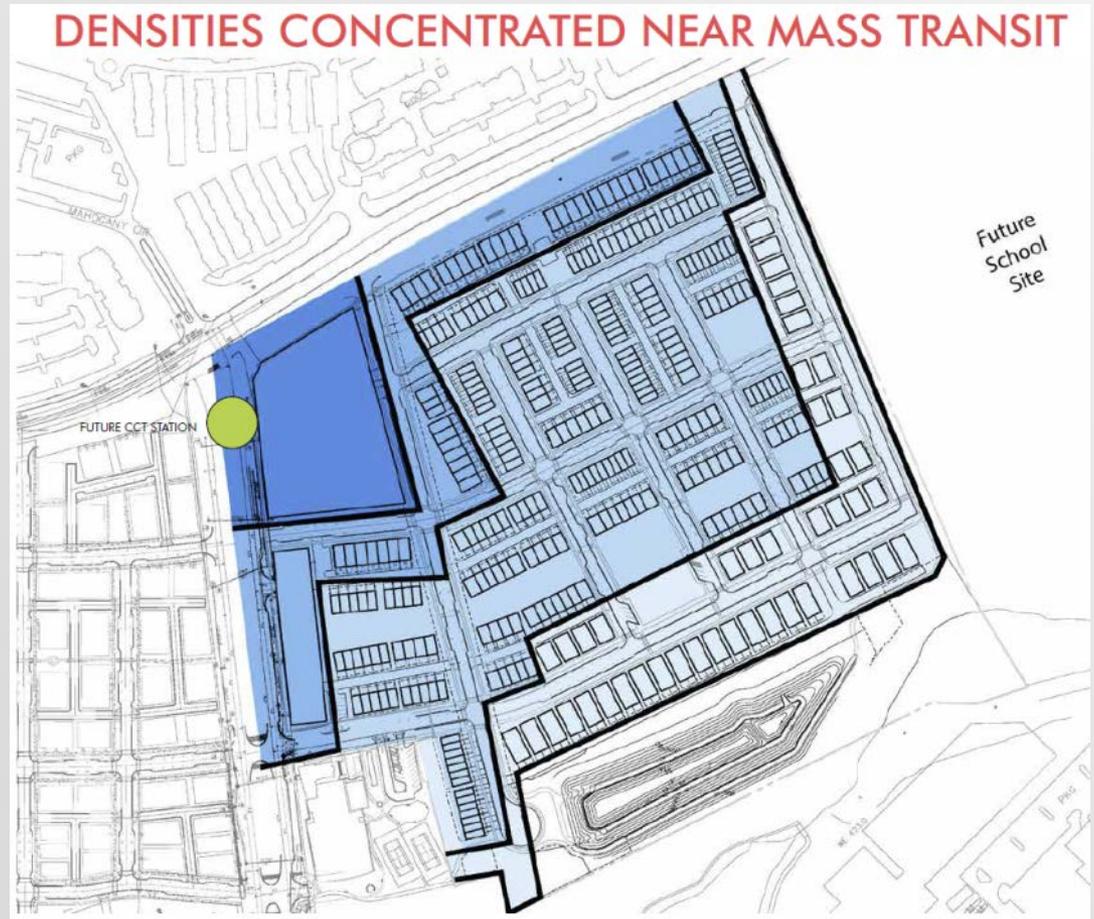
Green Streets

As briefly described above, where planting strips alongside streets and sidewalks are used to deal with stormwater, they will be known in the documents as Green Streets. Through the use of BioSwales or similar technology, these green streets will not only be practical, but they can be seen as an opportunity to beautify the public realm. Plant species (grasses, shrubs and trees) that are native and tolerant of these sorts of conditions should be used.



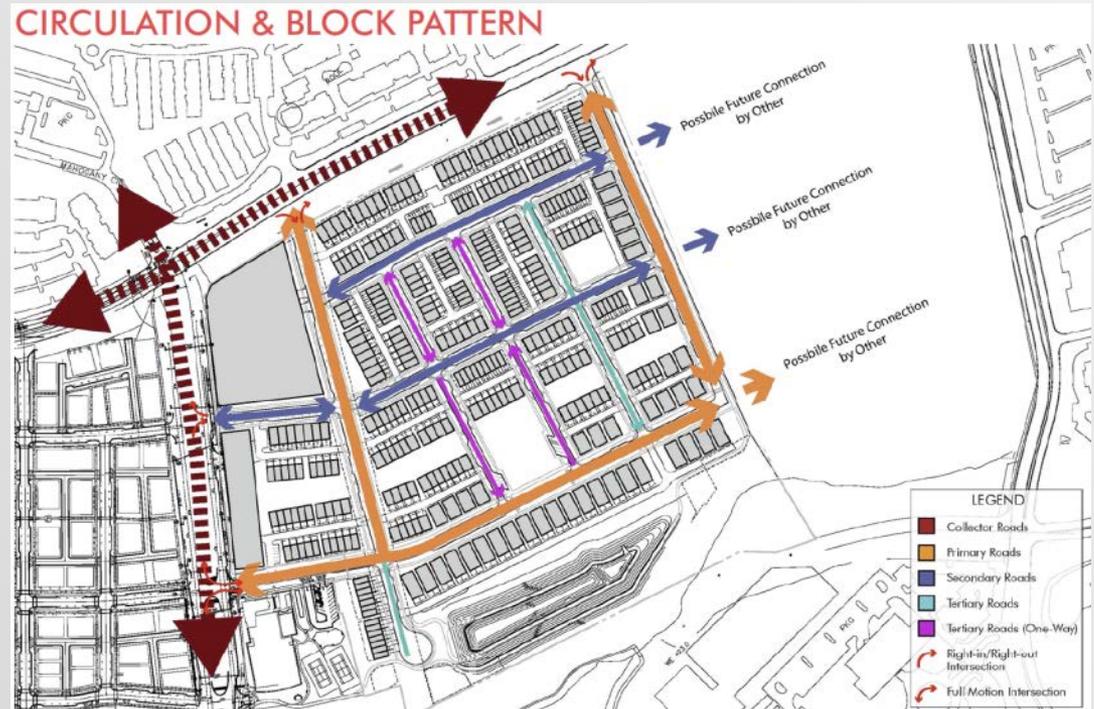
SDP IN CONTEXT

- Layout: Continuation of the Theme
 - Maintain grid block pattern
 - Reinforce street hierarchy
 - Build on open space system
 - Further connectivity & walkability
 - Locate building types & densities appropriately – transition from the center



Circulation

- Maintain hierarchy of streets
- Connect to existing roads & sidewalks
- Improved walkability: additional trails & paths
- Reinforce access to transit, recreation, & services



Open Space

- Continuation & enhancement of streetscape
- Integrate pocket parks, seating, and passive recreation opportunities
- Incorporate SWM into open space while retaining usable space
- Provide diversity of facilities
 - Trail & sidewalks
 - Open lawn
 - Structures & seating
 - Playscapes
- Highlight connection to The Retreat
 - Pool
 - Courts
 - Playground
 - Community room
- Establish & protect naturalized area

OPEN SPACE DIAGRAM



N5

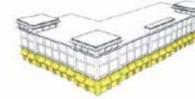
- Building massing
 - Complement built product to the west
 - Maintain highest densities at Downtown Crown
- Up to 15,000sf commercial
 - Neighborhood/commuter serving
 - Retain focus of commercial centers at Downtown Crown & Rio
- Urban streetscape & open space design
 - Focus on CCT stop
 - Create streetwall & activity
 - Appropriate signage guidelines

COMMERCIAL - N5

These guidelines will ensure that the commercial space within Neighborhood 5 will contribute to the overall quality of the development.

ENCOURAGED ELEMENTS

- Architectural projections such as; terraces, projections and bays.
 - Storefronts provided in portions of all building street fronts.
 - Combination of canopies, awnings and flat storefronts to create variety.
 - A strong base that terminates at the building with well-defined second story uses that are separated by a cornice or other horizontal bending elements.
 - Varying window treatments and patterns.
 - Integrated wall and roof elements that screen mechanical equipment.
 - Flat roofing systems with tan river bend gravel ballast
 - Sloped roofing of shingles, wood shakes simulated slate or other materials.
 - Building front walls of face brick, stone, pre-cast or wood, with masonry accents.
 - Column surrounds of masonry, pre-cast concrete and/or cast stone.
 - Solid, well defined building piers that define and anchor end bays and building entries.
 - Rear walls constructed with a combination of brick and concrete block. Block can be combination of ground face, and center-scored block.
 - Internally illuminated signs may be permitted within 20' of the public right of way.
- Commercial space that changes in character between the upper stories and ground floor.
 - Anchored storefronts at either end with a strong substantial pier to provide definitions to the space.
 - Storefronts provided in portions of all building frontage.
 - Combination of canopies, awnings, projections and flat storefronts to create variety.
 - Varying window treatments and patterns.
 - Building front walls of face brick, stone, pre-cast or wood, with masonry accents.
 - Column surrounds of masonry, pre-cast concrete and/or cast stone.
 - Solid, well-defined building piers that define and anchor end bays and building entries.
 - Flat roofing systems with tan river bend gravel ballasts.
 - Sloped roofing of shingles, wood shakes simulated slate or other materials.
 - Rear walls constructed with a combination of brick and concrete block. Block can be combination of ground face, and center-scored block.



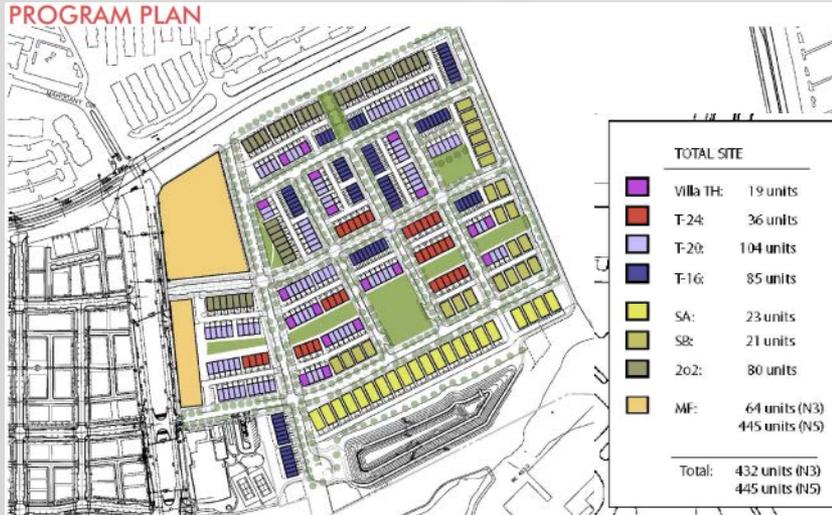
MULTI-FAMILY DESIGN GUIDELINES - N5

<p>1 Create sustainable, urban buildings that may include excellent storefront design</p>	<p>2 Articulate Massing and Facades</p>	<p>3 Make front entrances clearly defined and beautiful</p>	<p>4 Design buildings that are contemporary but which find inspiration in traditional architecture</p>	<p>5 Build buildings that use punched openings & contrasting metal bays and penthouses</p>
<ul style="list-style-type: none"> • Broad, welcoming front entrances are encouraged • Gardens with local plants and tree species as well as water-garden features are encouraged • The storefront guidelines from the NT booklet should be followed. 	<ul style="list-style-type: none"> • Promote a building design that helps animate and add interest in the overall public space experience via the interplay of light and shadow, opaque vs. transparent surfaces, texture, color and elevation depths. 	<ul style="list-style-type: none"> • Use architectural expression to clearly announce the primary entrance. • This can be done through door surrounds, roof forms, stoops, etc. • Rurie Cocheres are allowed • Structured parking must be hidden from the street, and it is encouraged that vehicular entries shall not be visible from the primary entrance. 	<ul style="list-style-type: none"> • Contemporary expressions of traditional architectural forms, from porches, roof forms and stoops to window details, brick patterns and geometries are all opportunities with rich possibilities for architectural exploration 	<ul style="list-style-type: none"> • Punched openings should be the normative condition of all fenestration. • Bays and top floor penthouses of contrasting color and material are great opportunities for architectural and design contrast.



N3

- Diversity of Building Types
 - Mid-rise multi-family
 - Multi-family flats
 - Various townhouse sizes
 - Various detached house styles
- Parking
 - N3: 1,190 (236 on-street surplus)
 - N5: 703 (27 on-street surplus)



PARKING TABULATIONS

NEIGHBORHOOD 3 - PARKING SUMMARY

	Townhouses @ 2.5 spaces per	2 over 2's @ 2 spaces per	Single Family @ 2 spaces per	Block V Multifamily (See chart below)	TOTAL
# of Units	244	80	44	64	432
Parking Required	610	160	88	96	954

Parking Provided

Townhouse Garage (1/2 of actual capacity)	201
Single Family Garage (1/2 of actual capacity)	44
2 over 2 Garage (1/2 of actual capacity)	40
Driveway (actual capacity)	517
Multifamily (actual capacity)	97
On-Street Parking	291
Total Provided:	1190

Total Parking Required:	954
Total Parking Provided:	1190.0
On-Street Surplus:	236.0

BLOCK V MULTI-FAMILY PARKING REQUIRED CALCULATIONS

	MULTI-FAMILY # 1BR Units	MULTI-FAMILY # 2BR Units	MULTI-FAMILY # 3BR Units	TOTAL
	0	64	0	64
Total GLA/Units	0	64	0	0
Parking Rate	x 1.25	x 1.50	x 2.00	
Parking Required	0.0	96.0	0.0	96.0

NEIGHBORHOOD 5 - PARKING SUMMARY

BLOCK	MULTI-FAMILY # 1BR Units	MULTI-FAMILY # 2BR Units	MULTI-FAMILY # 3BR Units	COMMERCIAL GLA	TOTAL
FF	247	178	20	15,000	
Total GLA/Units	247	178	20	15,000	
Parking Rate	x 1.25	x 1.50	x 2.00	x 4/1000	
Parking Required	308.8	267.0	40.0	60.0	675.8

Total Parking Required for Neighborhood 5: 676

Parking Provided

Parking Structure	676
On-Street Parking	27
Total Provided:	703
Surplus:	27



DESIGN CONCEPT

- Harmonious but distinct
- Diversity of styles to complement but provide sense of place
- Spark interest & create identity
- Controls on details & palette
- Architectural focus on streetscape & visible facades
- Landscape focus on streetscape & three primary open spaces



TOWN HOUSE AND TWO OVER TWO DESIGN GUIDELINES

<p>1 Create sustainable, urban row houses that support healthy and safe streets</p>	<p>2 Articulate massing and facades</p>	<p>3 Make front entrances clearly defined and interesting</p>	<p>4 Design row houses that are contemporary but which find inspiration in traditional architecture</p>	<p>5 Build row houses that use punched openings & contrasting metal bays and lofts</p>
<ul style="list-style-type: none"> • Stoops are encouraged as a way of creating a sense of community • Front gardens with local plants and tree species are encouraged 	<ul style="list-style-type: none"> • Promote a building design that helps animate and add interest in the overall public space experience via the interplay of light and shadow, opaque vs. transparent surfaces, texture, color and elevation depths. 	<ul style="list-style-type: none"> • Use architectural expression to clearly announce the primary entrance. This can be done through door surrounds, small roof forms, stoops, etc. 	<ul style="list-style-type: none"> • Contemporary expressions of traditional architectural forms, from porches, roof forms and stoops to window details, brick patterns and geometries are all opportunities with rich possibilities for architectural exploration 	<ul style="list-style-type: none"> • Punched openings should be the normative condition of all fenestration. • Bays and top floor lofts of contrasting color and material are great opportunities for architectural and design contrast.



ARCHITECTURAL ELEVATIONS

- Articulate massing & façades
- Simple yet elegant
- High quality, durable materials
- Integrate embellishments, including terraces, stoops, & balconies
- Façades composed hierarchically
- Responsive to streets & open spaces
- Diversity of roof forms
- Emphasize entries
- Screen mechanical units



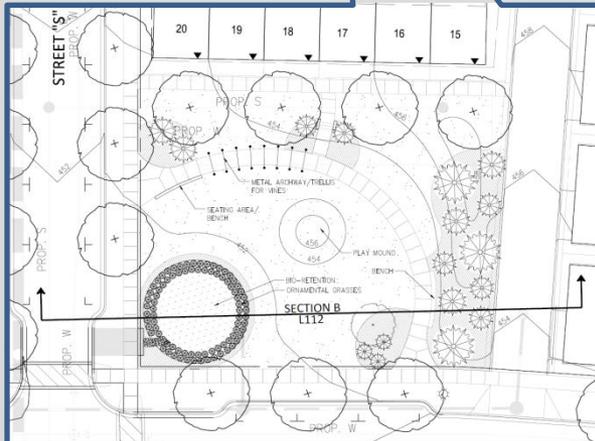
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- Façades composed hierarchically
- Responsive to streets & open spaces
- Diversity of roof forms
- Emphasize entries
- Screen mechanical units



NEIGHBORHOOD PLAYSCAPE

- Functional & beautiful
- Provision of screening & framing
- Integration of recreation and relaxation amenities



LINEAR PARK & CENTRAL GREEN

- Functional & beautiful
- Sequencing of rooms
- Provision of screening & framing
- Controls on details & palette

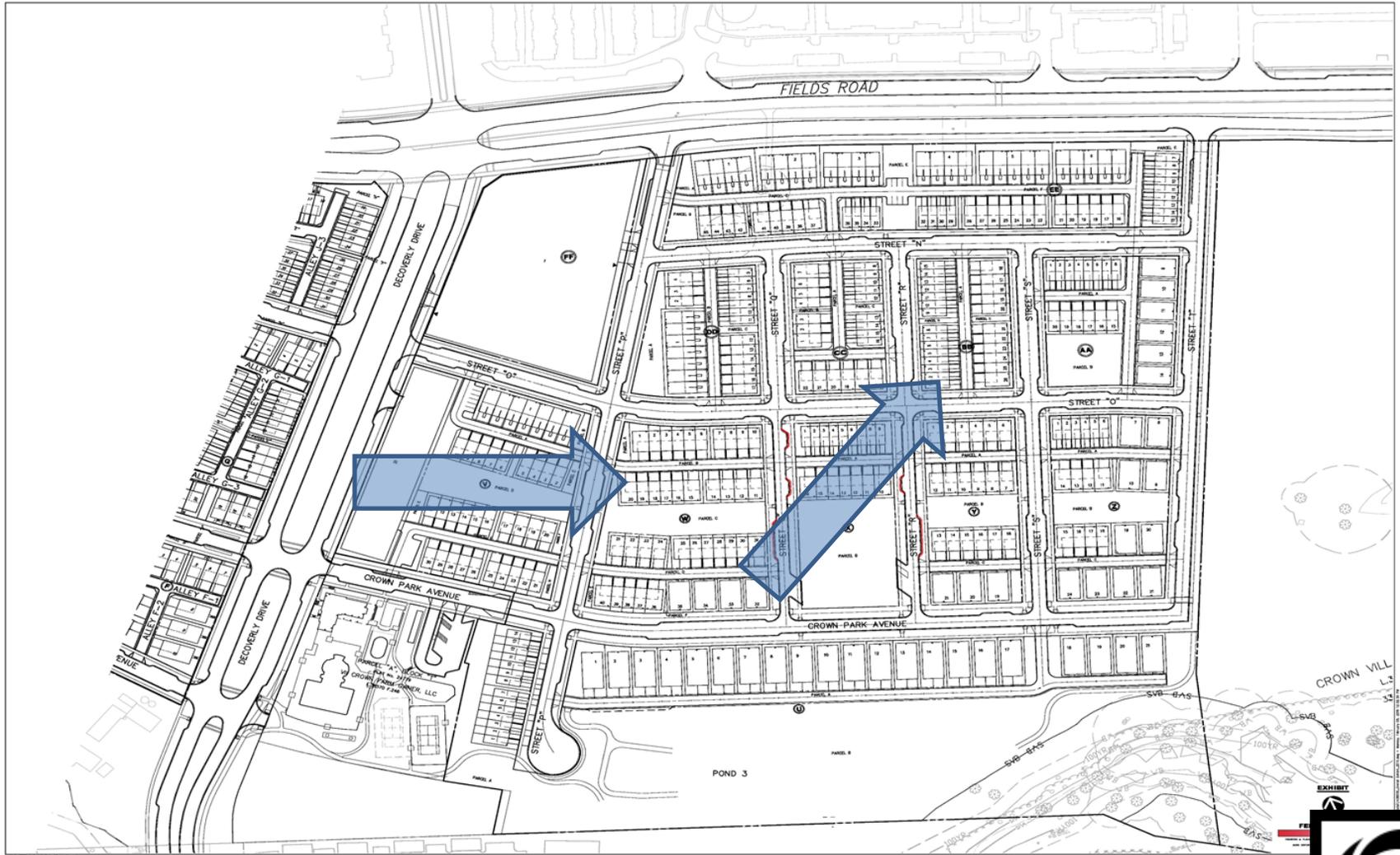


WSSC REPLACEMENTS

- Approval status
- Construction timing
- Schedule impacts



DEVELOPMENT PHASING





CONCLUSION

- Summary
- Thank you
- Questions?



From: Rob Robinson
To: "[Jeremy Lawson](#)"
Subject: RE: Crown 3 and 5
Date: Friday, October 14, 2016 8:48:00 AM

Your e-mail has been received and will be entered into the record. While your questions are not in the scope of the application, a public hearing is scheduled for next Monday, October 17 and testimony will be taken.

Rob Robinson III, AICP CEP
FCA Qualified Professional
Long Range Planning Manager
City of Gaithersburg
301-258-6330 Ext. 2122

The opinions expressed in this message are not necessarily those of the City of Gaithersburg Staff, Mayor or Council.

From: Jeremy Lawson [mailto:jeremystevenlawson@gmail.com]
Sent: Wednesday, October 12, 2016 11:55 AM
To: Planning External Mailing
Subject: Crown 3 and 5

Hi,

Any thought on getting the owners to cooperate on some kind of shuttle circular with Rio/Washingtonian and Rio North to help mitigate traffic and parking difficulty?

Also, will there be any improvement to the pedestrian crossing of Sam Eig Highway at Fields Road? Perhaps a pedestrian bridge or something?

Thanks
Jeremy Lawson
Shady Grove Village

CERTIFICATE OF PUBLICATION

The Washington Post Company hereby certifies that it is the publisher of The Washington Post; that The Washington Post is a newspaper of general circulation, published daily in the City of Washington, District of Columbia; that The Washington Post has been so published continuously for more than one year prior to the date of first publication of the notice mentioned below; that the undersigned person is the duly authorized agent of The Washington Post Company to execute this certificate on its behalf; and that a notice of which the annexed is a true copy was printed and published in said newspaper on the following date(s) at a cost of \$414.36 and was circulated in the Washington metropolitan area.

Published 2 time(s). Date(s): 29 of September 2016
06 of October 2016

Account 1010122919

THE WASHINGTON POST

By



Nicole McKinney
BILLING MANAGER

NOTICE OF JOINT PUBLIC HEARING The Mayor and City Council and Planning Commission of the City of Gaithersburg, Maryland, will conduct a joint public hearing on Schematic Development Application SDP-

7354-2016 on MONDAY OCTOBER 17, 2016 AT 7:30 P.M. or as soon thereafter as this matter can be heard in the Council Chambers at 31 South Summit Avenue, Gaithersburg, Maryland. The applicant requests approval of the schematic development plan, SDP-7354-2016, per annexation X-182 and Sketch

Plan Z-315, known as the Crown Property Neighborhoods 3 & 5 in Gaithersburg, Maryland. The proposed

plan proposes a mix of uses, including 244 townhomes, 44 single-family detached homes, 80 2/2 units,

509 multi-family units, and 15,000 square feet of future commercial uses on approximately 42 acres

of land. The subject property site is bordered by Fields Road and Decoverly Drive. Further information may be obtained from the Planning and Code Administration Department at City Hall, 31 South Summit Avenue, between the hours of 8 a.m. and 5 p.m., Monday through Friday, or visit the City's website at www.gaithersburgmd.gov. Rob Robinson, Long Range Planning Manager Planning and Code Administration # 1194

RECEIVED

OCT 17 2016

City of Gaithersburg
Finance & Administration

Joint Hearing - MCC & PC
SDP-7354-2016

34

From: [Britta Monaco](#)
To: [John Schlichting](#); [Trudy Schwarz](#)
Subject: FW: Crown Farm comment to proposed phases
Date: Monday, November 21, 2016 7:40:06 AM

This came in last Friday afternoon through the City Hall e-mail box. I have not responded.

Britta

-----Original Message-----

From: Michael Stumpf [<mailto:michael16stumpf@gmail.com>]
Sent: Friday, November 18, 2016 2:30 PM
To: CityHall External Mail
Subject: Crown Farm comment to proposed phases

This is to comment on the open record on the SDP for Crown Farm phases 3-5:

1. While I am generally supportive for going forward with the next phases of crown Farm Development, I have four general reservations, namely: massing, aesthetics, function, and traffic flows. While the previous phases of the crown farm development seemingly went very well, the next phases need to address the shortcomings experienced in phases one and two, address the public interest while making it a viable neighborhood for years to come that does not require future tax dollars to fix missed opportunities.

Traffic and Function:

A. The inability of the commercial core to be rented fully and successfully is unfortunate. Some stores/ restaurants in the very core are highly successful, while others still stand empty. This highlights particular traffic problems, partly related to poor in and out traffic flows.

The current traffic flow in and around crown farm is not helpful to enhance visual interest for passers-by that if addressed could translate into increased interest and thus in additional visitors frequenting crown farm establishments.

While this unfortunate traffic flow is not entirely causing the empty storefronts in crown farm, it is surely a major contributor. The next phases of crown farm should only be approved after the traffic flow areas and around crown farm I addressed or specific remediation is identified.

Particular problems:

I370 turn from the west onto Fields Road is a dangerous and a scary proposition for any driver. The city needs to assert itself with the proper county/state agencies to address this Disaster! Many I 270 travelers would stop by while going north or south, but the complexity of getting in and out is preventing this.

1. Gas station exit towards east Fields Road is convoluted and seemingly thought through by a person who is never driving at this location. People wanting to go back to Crown have to go onto I 370, turn back into the Rio Center, become part of the traffic snarls in the circle behind Dicks and then enter back towards crown Farms unattractive commercial entrance, which then leads to a drive through experience to nowhere past the restaurants.

2. Try to go from Harris Teeter to Kentlands, a journey that is more bizarre than Columbus's journey to discover the Americas.

3. Future entry from Fields Road into Winners Drive, do we really have to add trips around the entire Washingtonian Center to gain access to our Neighborhood when coming from I370. What happened to integrating surrounding neighborhoods into a cohesive whole?

B. Aesthetics on Fields Road leave much to be desired. Unimaginative housing options facing Fields Road contribute to a ghettoization of small townhouses, which act like a massive wall. One only wonders what is beyond that visual wall. This is experienced by pedestrians and by people in cars alike. As one of the last remaining parcels of land in Gaithersburg, the next phases need to be visually different and more approachable from Fields Road. Current proposals only worsen this feeling. Nostalgic low-price, low height condominiums apartments and townhomes are no longer appropriate for the urban core this area has become.

Let's stop the disneyfied neighborhood massing that looks more like a fortress than a neighborhood that is accessible.

C. Function

The placement of the proposed city green is unfortunate and heightens the perception of an eastern massing of high density along fields road. It seems the park is placed where it is, as to introduce a green zone between single stand alone and attached town homes..not in the spirit of the public interest. Introducing of cul de sac, an abrupt end to the core street on the border of the future school site, seem to be the result of unfinished work, rather than design by professionals. Looks like the street to nowhere ...

The city staff should not have allowed this being presented!

The current community center seems at the end of phase 2, not in the center of the entire crown farm. It seems like the planners have forgotten about the entire neighborhood ?

What happens to connecting the various parks in the neighborhood. Why not connect the pocket park with trails in the new phases?

Aesthetics

The aesthetics of crowns outer edges leave much to be desired. The building currently housing Navy Federal Credit union proves the point. Such a prominent location should have benefitted from the use of the highest level materials and received the best of design, yet it stays in contrast to its neighbor across the street, the corner building housing Teds Montana Grill, what happened. An upgrade is a must and the need for it should be addressed in context of approvals for the next phases.

Equally disconcerting is the exposure of the parking garage one cannot help to miss when entering Fields Road from I370. Being a parking opportunity for renters, the visual need to indicate parking is lost on potential commercial customers to the center, is unattractive and the feeble attempts to improve the visuals with a sign package is proof for resignation from the planning intentions.

The entry feature in Fields Road across from the proposed BRT stop that looks like a war memorial is not at all becoming, attractive or adding to the public interest. It is poorly planned and executed. The theme does not relate to the site, it is decoration posing as art.

On the practicality of it at this location is questionable. One can not navigate it and/or enter the neighborhood without stepping onto the street, another victim of afterthought, where is our planning staff to advise and assert ?

I propose,

To fix the traffic flow, integrate the currently non porous design to that of the proposed phases and address the entirety and force a holistic re-thought. The city needs to avoid becoming responsible to fix the current mistakes after the developer has left town.

In that context, reduce the proposed, wall like massing along Fields Road, insist on higher density near the BRT stop, build higher and introduce more shopping/commercial opportunity than proposed.

Request a more thoughtful and sustainable model for affordable housing, don't just squeeze product into the neighborhood and separate it from single family detached products with a park.

Integrate the natural green storm water management at the edge of the property into the entirety of the park design, not just as a benefit of a borrowed view for single detached homes.

Sent from my iPhone