



Item # 5
MCPB 7.10.8

MEMORANDUM

DATE: June 27, 2008
TO: Montgomery County Planning Board
VIA: Rose Krasnow, Chief *RK*
Robert Kronenberg, Supervisor *RK*
Development Review Division
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PROJECT NAME: The Veneto
CASE #: 9-20060070
REVIEW TYPE: Project Plan

ZONE: CBD-1
APPLYING FOR: Approval for a maximum of 45,933 gross square feet of development, including 41,358 square feet of multi-family residential uses, a maximum of 20 units to include a minimum of three MPDUs, and 4,575 square feet of retail uses, on 0.294 acres

LOCATION: West quadrant of the intersection of Norfolk and Cordell Avenues
MASTER PLAN: 2006 Woodmont Triangle Amendment to the 1994 Sector Plan for the Bethesda CBD

REVIEW BASIS: Division 59-D-2.11 of the Zoning Ordinance requires submission of a Project Plan as part of the application for the use of optional method of development for a CBD zoned property.

APPLICANT: Norfolk-Cordell II, LLC
FILING DATE: March 17, 2006
HEARING DATE: July 10, 2008

Attached is the staff report for the proposed Veneto Project Plan. The Planning Board public hearing for this application is scheduled for July 10, 2008. The staff recommends **Approval** with conditions as delineated in the staff report.

TABLE OF CONTENTS

	Page
SUMMARY AND BACKGROUND	3
Issues	3
STAFF RECOMMENDATION	5
PROJECT DESCRIPTION	7
Surrounding Vicinity.....	7
Site Description.....	8
Proposal Description	10
Site Design, Public Use Space, Amenities.....	11
PLANNING AND REGULATORY FRAMEWORK	15
Sector Plan	15
Prior Approvals	15
BASIS FOR CONSIDERATION OF ISSUES	15
REQUIRED FINDINGS.....	16
Compliance with the intents and requirements of the Zone	16
Project Plan Data Table.....	18
Amenities and Facilities Summary	19
Conformance to the approved and adopted Sector Plan	20
Compatibility with the general neighborhood	20
Adequacy of existing or programmed public services.....	20
More desirable than the standard method of development	21
Provision of moderately priced dwelling units	21
Requirement for forest conservation.....	21
Requirements for water quality resource protection	21
APPENDICES	22

SUMMARY AND BACKGROUND

On March 17, 2006, the Applicant submitted this proposed Project Plan for the Veneto. Given the relatively small size of the subject site, the Applicant proposed the building to occupy the entire site, providing all of the required on-site public use space off-site. At the time of filing, the CBD-1 zone did not allow the Applicant to provide the required on-site public use space off-site. As a result, the Applicant elected to defer review of this Project Plan until such time as a Zoning Text Amendment (ZTA) would allow off-site location of public use space. On April 22, 2008, the County Council approved ZTA 07-10 to allow Applicants within CBD zones to provide required public use space off-site, and staff has resumed review.

ISSUES

1. Public Use Space

Under Section 59-D-2.31, the "Planning Board may approve a payment instead of any required public use space, public facilities, or amenities off-site..." For this Project Plan, the Applicant wishes to take advantage of this for all of the required minimum twenty percent public use space. As directed under 59-D-2.31(a), the Planning Board must develop and approve guidelines for the implementation of this "Amenity Fund", including the methods of calculation, collection, and distribution of payment amounts. At the time of this report, this task is underway but not complete. For the purposes of this Project Plan, staff proposes to use an interim calculation method outlined in an April 18, 2008, memo from Jeff Zyontz to the County Council and discussed below.

Staff recognizes and will condition that the amount of the Amenity Fund contribution being approved for this Project Plan is preliminary, and that if the implementation guidelines described above have been approved and adopted by time of Site Plan, the Planning Board may replace the provisional payment amount with a final number, at its discretion.

The method staff used to calculate the Amenity Fund payment has two components. The first is equivalent to twenty percent of the assessed land value for the subject site. The Maryland Department of Assessments and Taxation records show an assessed land value for the site, as of January 1, 2008, of \$866,200, twenty percent of which is \$173,240.

The second component of the payment amount is calculated at a rate of \$35 per square foot for each square foot of the minimum twenty percent of the net lot area to be provided off-site. The rate of \$35 is based on the estimated cost of providing one square foot of streetscape. For this plan, twenty percent of the net site area (5,775 square feet) is 1,155 square feet, yielding \$40,425.

The total amount of the Amenity Fund payment for this Project Plan is thus calculated, as demonstrated below, to be \$213,665.

Area	Rate	Fee
Assessed land value (\$866,200)	20%	\$173,240
Twenty percent of Net Lot Area (5,775 sf.) = 1,155 sf.	\$35/sf	\$ 40,425
On-site public use contribution		\$213,665

Under the terms of the Fund, the amenity targeted to receive the payment must be selected either from the relevant master or sector plan recommendations or from a list of

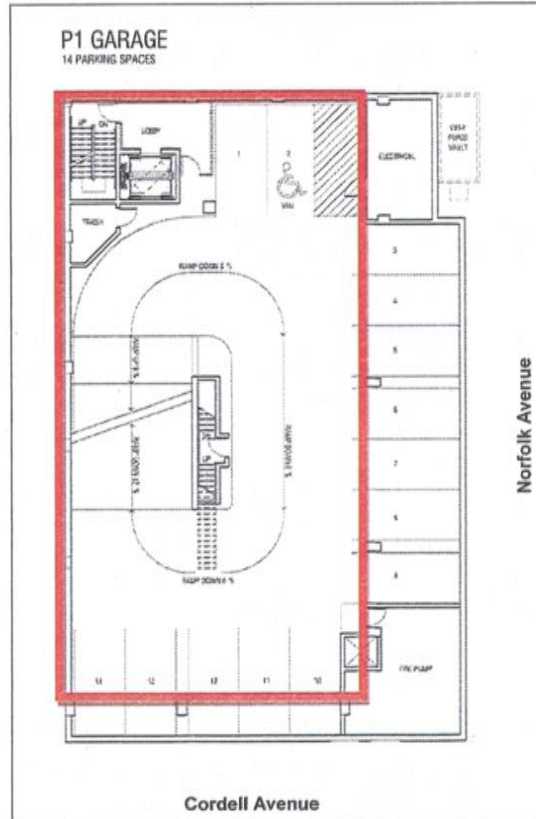
improvements approved by the Planning Board. Furthermore, projects making payments into the Amenity Fund must identify the associated off-site improvement to be benefitted. However, as with the implementation guidelines, the development of a list of amenities for Planning Board approval is still in development. Thus staff proposes to defer identification of such an improvement until Site Plan.

2. Loading

Given the relatively small size of the site, 0.294 acres, and the total amount of proposed residential development, 33,824 square feet, the Applicant's plan does not contain a dedicated loading space on-site. In their comments at the Development Review Committee, DPWT indicated they will be requiring such a loading space. DPWT has begun instituting a review process by which Applicants for small CBD projects may request a waiver of the on-site loading space by providing DPWT an alternative proposal for their review and approval. This issue will be resolved at Site Plan.

3. Parking Garage under the Building

This project is located within the Parking Lot Districts and is not required to provide on-site parking. However, as a market amenity, the Applicant is proposing to provide 30 on-site parking spaces underground in a structured garage. As proposed, the garage extends beyond the property line under the sidewalk into the Norfolk Avenue right-of-way. In their comments at the Development Review Committee, DPWT indicated they will not permit such private uses within the public right-of-way. While similar accommodation has been provided in other CBD locations, the public benefit of such an allowance on this site is insufficient for staff to recommend against DPWT's position. This issue will be resolved at Site Plan.



Parking Plan, with Site Boundary in Red

4. MPDUs

The 13 dwelling units originally proposed for this project fell below the minimum 20 units that trigger MPDU requirements. However, the Woodmont Triangle Sector Plan is explicit that, for the 90-foot height recommended for buildings on this block, projects must provide 12.5 percent of the total number of units as MPDUs. Further, Project Plan review requires staff to find that the Project contributes to housing options for residents with a range of incomes. Staff is therefore conditioning the approval recommendation on the provision of a minimum of 3 MPDUs on this site and is further recommending an increase in height from 90 feet to 110 feet to help accommodate those additional MPDUs (beyond the 12.5 percent necessary to achieve the 90 foot height). This height would still be less than the 12-story mixed-use commercial building across Cordell Avenue and the 13-story multi-family buildings to the north.

STAFF RECOMMENDATION

Approval of Project Plan 920060070 for a maximum of 45,933 gross square feet of development, including 41,358 square feet of multi-family residential uses, a maximum of 20 units to include a minimum of 15 percent MPDUs, and 4,575 square feet of retail uses, on 0.294 acres, with the following conditions:

1. Development Ceiling

The proposed development shall not exceed 41,358 square feet of residential uses, a maximum of 20 multi-family units, and 4,575 square feet of retail use.

2. Building Height/Mass

The height of the proposed building shall not exceed the maximum height of 110 feet, as measured from the level of approved street grade opposite the middle of the front of a building (Norfolk Avenue) to the highest point of roof surface of a flat roof.

3. Moderately Priced Dwelling Units

The Applicant must provide a minimum of three MPDUs, in accordance with the standards of Chapter 25A. The final number of MPDUs will be determined at Site Plan.

4. LEED Certification

- a. The proposed building shall achieve LEED (Leadership in Energy and Environmental Design) Certification, as defined by the U.S. Green Building Council (USGBC) under the LEED Standard for New Construction & Major Renovation (LEED-NC), or other Standard, as required by Montgomery County Department of Permitting Services.
- b. The level of certification to which the Applicant must commit shall be determined at Site Plan.

5. Transportation Improvements

- a. At the time of Site Plan, the applicant must satisfy the Policy Area Mobility Review (PAMR) by mitigating a number of new peak-hour trips within the weekday morning peak period (6:30 to 9:30 a.m.) and the evening peak period (4:00 to 7:00 p.m.) through feasible non-automobile transportation improvements. The final number of trips to be mitigated will be determined at Site Plan. The proposed improvements must be approved by the Transportation Planning staff and the Montgomery County reviewing agencies prior to issuance of building permits.

- b. At the time of Site Plan, the Applicant must request a written waiver from the Planning Board for less than the required 25-foot standard truncation at the Cordell Avenue/Norfolk Avenue intersection.
- c. At the time of site plan review, the applicant must provide two inverted-U bike racks within 50 feet of the main public entrance and one bike locker in the garage within 50 feet of the elevator. The applicant must coordinate with Transportation Planning staff to determine the ultimate locations of the bike racks and bike locker prior to certification of the site plan.

6. Public Use Space and Amenities

- a. In lieu of providing 20 percent of the net lot area as on-site public use space, the Applicant shall contribute \$213,665 to the Bethesda CBD Amenity Fund, for provision of an off-site public amenity. The specific amenity to be funded by this contribution shall be determined at Site Plan.
- b. If, by the time of Site Plan review, there are approved Amenity Fund implementation guidelines that yield a different payment amount, the Planning Board may elect to replace the payment amount in Condition 5(a) above, with the new amount.
- c. As a public amenity, the Applicant shall provide streetscape improvements per the Bethesda Streetscape Standard along the property's frontage on Norfolk and Cordell Avenues, a total of approximately 2,850 square feet, or 49 percent of the net lot area.

7. Staging of Amenity Features

- a. The proposed project shall be developed in one phase.
- b. Landscaping to be installed no later than the next growing season after completion of the building.

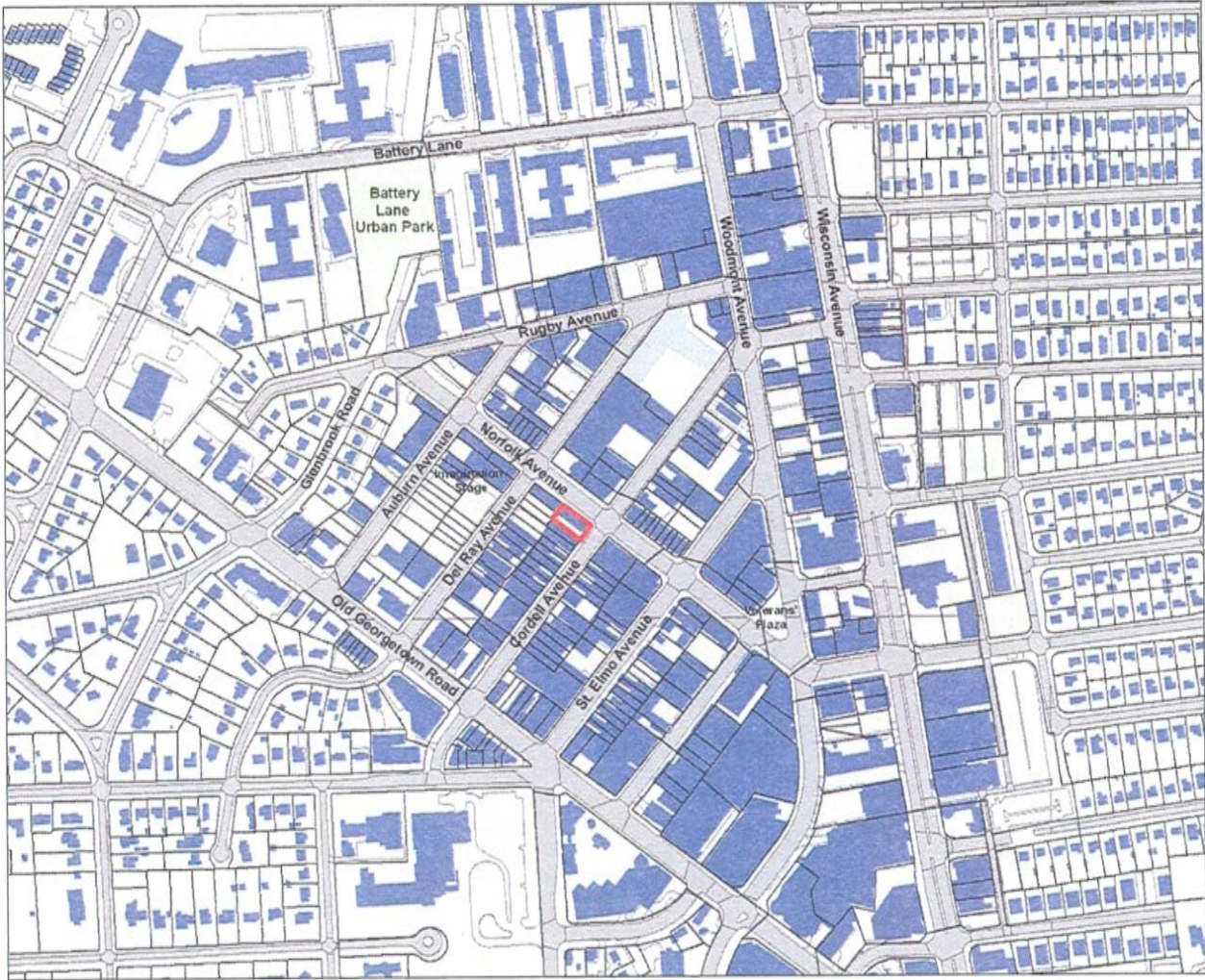
8. Additional Approvals Required at Site Plan

The Applicant shall secure the following additional approvals prior to Site Plan Review:

- a. DPWT approval of an alternative loading scenario that would not require a loading space within the building;
- b. DPWT approval for any intrusion of the underground parking garage into the Norfolk Avenue right-of-way.

PROJECT DESCRIPTION: Surrounding Vicinity

The proposed development is located in the west quadrant of the intersection of Norfolk and Cordell Avenues in the heart of the Woodmont Triangle Area of the Bethesda CBD. Norfolk Avenue is the central spine of the district, connecting Battery Lane Urban Park to Woodmont Avenue. The blocks surrounding the site are currently occupied primarily by one- and two-story restaurant, retail, and commercial buildings, though a number of adjacent sites have been redeveloped with larger 6-10 story buildings, with 13-story residential buildings closer to Rugby and Woodmont Avenues to the north and east.



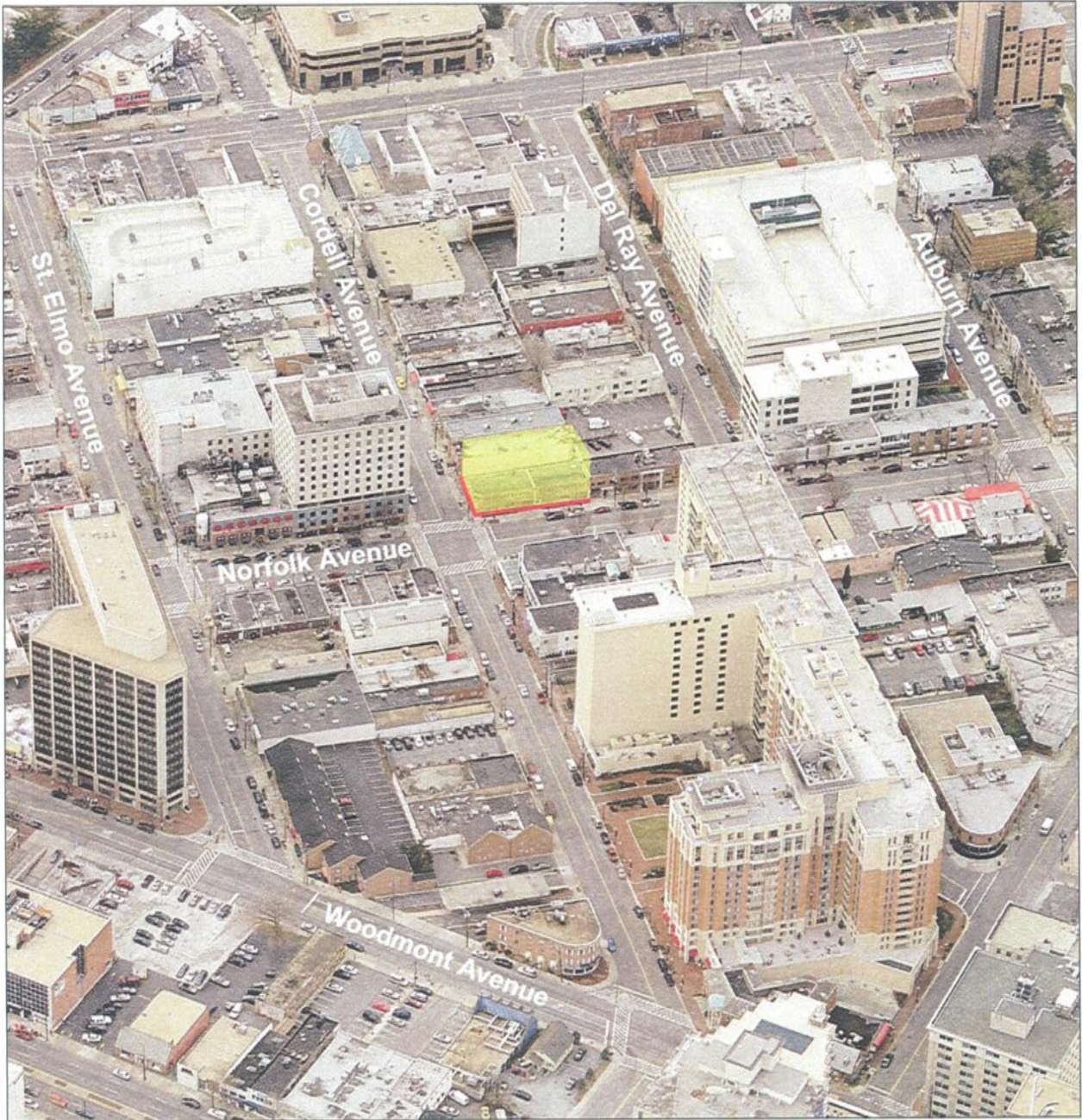
Site Vicinity

PROJECT DESCRIPTION: Site Description

The Veneto site is on Lot 661, Woodmont, on the south side of Norfolk Avenue at Cordell Avenue. During a minor subdivision, the gross area of the lot, approximately 12,825 square feet, was reduced by 7,050 square feet of right-of-way dedications, leaving a net tract area of 5,775 square feet. The site currently consists of a two-story warehouse-style building, including a ground floor art gallery, and a paved parking lot. Overhead utility wires exist along the Norfolk and Cordell Avenue facades, with one utility pole at the intersection. The intersection is not signalized. The site topography is flat with approximately one foot of drop from the southeast to the northwest. There are no existing trees or other vegetation on the site. Vehicular access would be provided from Cordell Avenue.



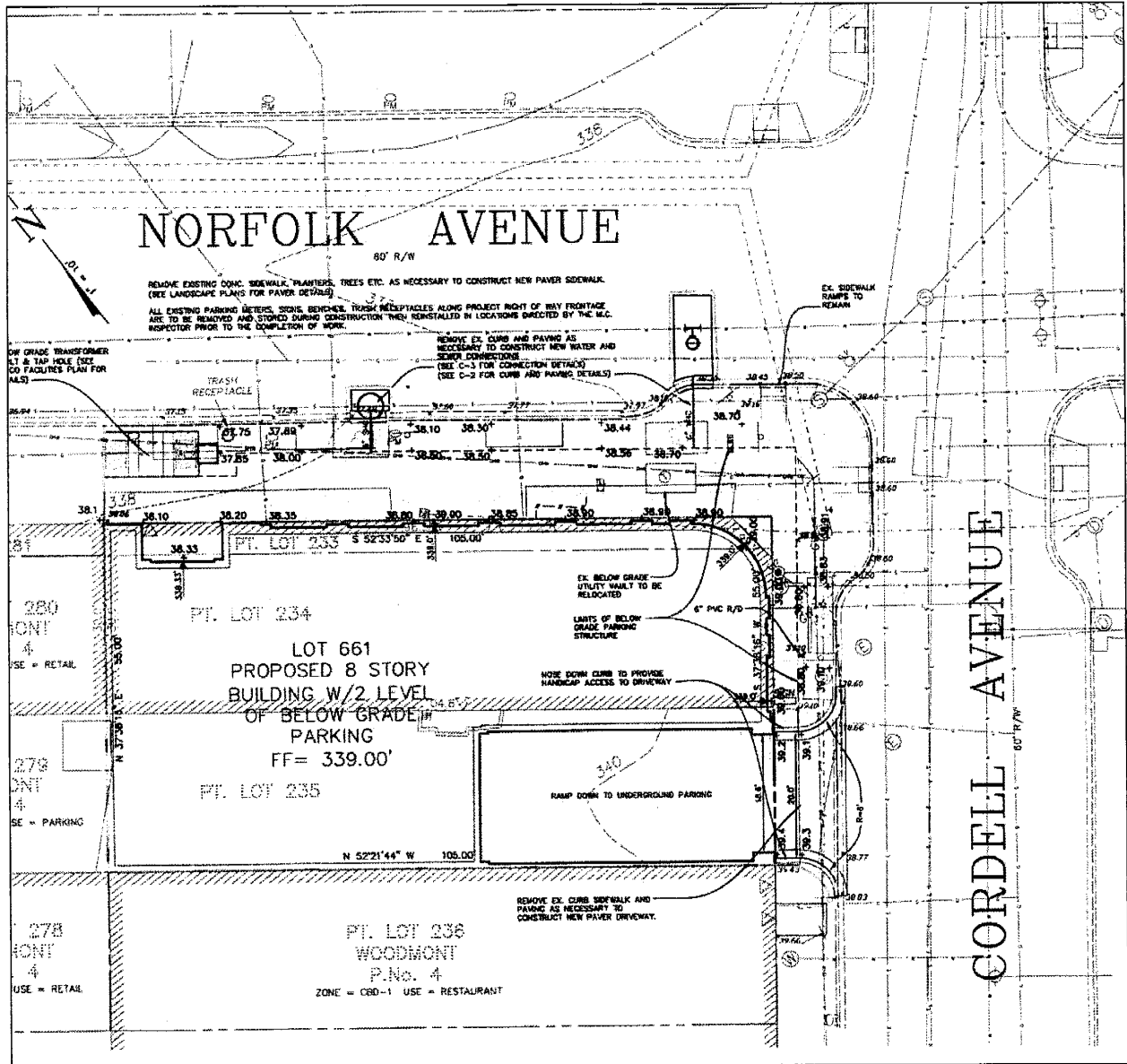
Site Aerial View



Site Aerial Oblique View

PROJECT DESCRIPTION: Proposal

The Applicant proposes a maximum of 45,933 gross square feet of development, including 41,358 square feet of multi-family residential uses, for a maximum of 20 units to include a minimum of three MPDUs, and 4,575 square feet of retail uses, in a maximum 10-story, 110-foot building on 0.294 acres.



Project Plan

Building Design

The *Art Deco* design of this maximum 10-story masonry building accommodates 20 multi-family units above ground-floor retail, with the residential entrance lobby on the north end of the building off of Norfolk Avenue. The 4,575 square feet of retail space is accessible from both Norfolk and Cordell Avenues. The Applicant is further proposing 30 spaces of structured below-grade parking, partially located within the Norfolk Avenue right-of-way, to be accessed from Cordell Avenue. As the plan proposes to provide all of its required public use space off-site, this is an attractively detailed “soldier” building – one maintaining the streetwall – defining the intersection of these two avenues along the central spine of the Woodmont Triangle. A well-articulated two-story base in the façade’s composition further highlights the pedestrian scale of the streetscape experience for both the retail and residential lobby spaces. With no public-use space on-site, the landscape plan is limited to street trees and associated planting.



Schematic Perspective from Intersection of Norfolk and Cordell Avenues



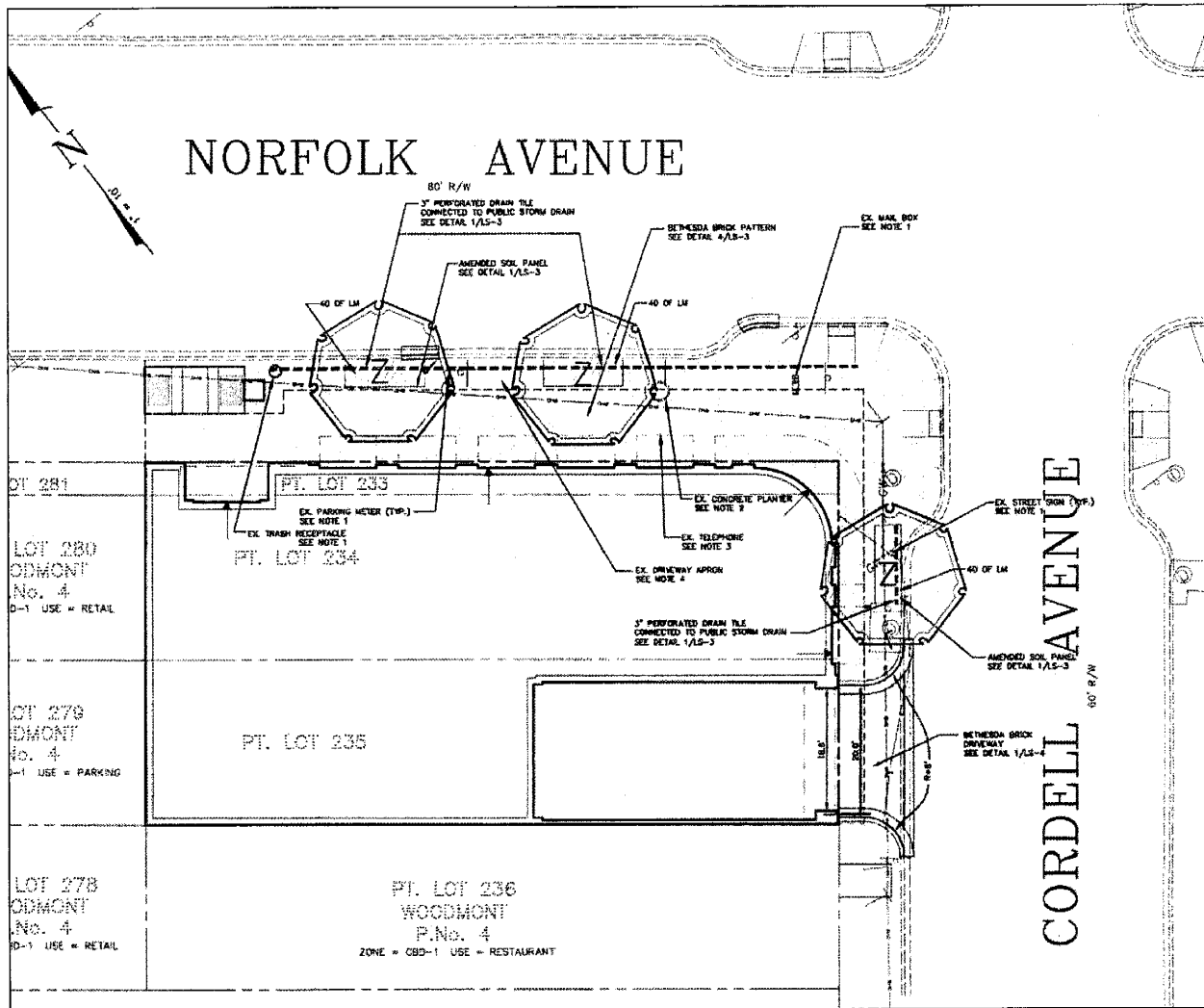
Schematic Norfolk Avenue Elevation



Schematic Cordell Avenue Elevation

Public Use Space and Amenities

As discussed above, the Applicant is proposing to provide the entirety of the project’s public use and amenity space off-site, through a combination of streetscape improvements and a contribution to the Bethesda CBD Amenity Fund. The final target of the Amenity Fund contributions will be decided at Site Plan.



Schematic Landscape/Hardscape Plan

Pedestrian and Vehicular Access

The site is conveniently located for residents to walk to the Bethesda Metro Station, about a third of a mile away, and to several bus lines. The Bethesda trolley stops along Old Georgetown Road, one block from the site. The many shops, restaurants and services in the Woodmont Triangle are all within walking distance.

Vehicular access to the underground parking will be provided from Cordell Avenue. The Applicant is proposing to provide loading for the commercial and residential spaces directly from the street. The final location and loading plan will be determined at Site Plan.

PLANNING AND REGULATORY FRAMEWORK:

Sector Plan

The Project Plan is in conformance with the Woodmont Triangle Amendment to the 1994 Bethesda CBD Sector Plan. A description of the themes and goals for the Woodmont Triangle and Bethesda CBD are outlined in the Sector Plan Conformance standards on page 16.

Prior Approvals

Minor Subdivision

On February 21, 2006, a plat was recorded for the subject property under the minor subdivision regulations to consolidate parts of Lots 233, 234 and 235, Woodmont, into one, Lot 661. This was done with the understanding that the number of trips generated on the new lot would not exceed those permitted for the original lots.

BASIS FOR CONSIDERATION OF ISSUES

Per Sec. 59-D-2.43, in making its decision on an application for an Optional Method Project Plan, the Planning Board must consider:

- a. *The nature of the proposed site and development, including its size and shape, and the proposed size, shape, height, arrangement and design of structures, and its consistency with an urban renewal plan approved under chapter 56;*
- b. *Whether the open spaces, including developed open space, would serve as convenient areas for recreation, relaxation and social activities for the residents and patrons of the development and are planned, designed and situated to function as necessary physical and aesthetic open areas among and between individual structures and groups of structures, and whether the setbacks, yards and related walkways are located and of sufficient dimensions to provide for adequate light, air, pedestrian circulation and necessary vehicular access;*
- c. *Whether the vehicular circulation system, including access and off-street and loading, is designed to provide an efficient, safe and convenient transportation system;*
- d. *Whether the pedestrian circulation system is located, designed and of sufficient size to conveniently handle pedestrian traffic efficiently and without congestion; the extent to which the pedestrian circulation system is separated from vehicular roadways so as to be safe, pleasing and efficient for movement of pedestrians; and whether the pedestrian circulation system provides efficient, convenient and adequate linkages among residential areas, open spaces, recreational areas, commercial and employment areas and public facilities;*
- e. *The adequacy of landscaping, screening, parking and loading areas, service areas, lighting and signs, in relation to the type of use and neighborhood;*
- f. *The adequacy of provisions for construction of moderately priced dwelling units in accordance with Chapter 25A if that Chapter applies;*
- g. *The staging program and schedule of development;*
- h. *The adequacy of forest conservation measures proposed to meet any requirements under Chapter 22A;*
- i. *The adequacy of water resource protection measures proposed to meet any requirements under Chapter 19.*

FINDINGS for Project Plan Review:

Section 59-D-2.42 of the Zoning Ordinance sets forth the findings that must be made by the Planning Board and form the basis for the Board's consideration of approval. In accordance herewith, the staff recommends that the Planning Board make the following findings:

(a) As conditioned, the proposal complies with all of the intents and requirements of the zone.

The Montgomery County Zoning Ordinance states the purposes which the CBD zones are designed to accomplish. The following statements analyze how the proposed Project Plan conforms to these purposes:

- (1) *“to encourage development in accordance with an adopted and approved master or sector plan, or an urban renewal plan approved under chapter 56 by permitting an increase in density, height, and intensity where the increase conforms to the master or sector plan or urban renewal plan and the site plan or combined urban renewal Project Plan is approved on review by the Planning Board.”*

This Project Plan proposes to use the optional method of development and is in conformance with the Approved and Adopted 1994 Sector Plan for the Bethesda Central Business District as modified by the 2006 Woodmont Triangle Amendment.

The proposed development consists of a maximum 110-foot high, 10-story residential multi-family building containing 20 dwelling units. Under the 1994 Plan, a maximum height of 50 feet was recommended at this location. In 2006, the Woodmont Triangle Amendment increased the recommended building height to 90 feet for projects that provide 12.5 percent MPDUs. Projects providing additional MPDUs may achieve greater heights, up to a maximum of 110 feet.

In order to achieve a building height above 90 feet additional height, the project must also satisfy the four criteria listed in footnote 1 for Section 59-C-6.235. The first criterion requires that the height be consistent with the Sector Plan. As discussed above, the Sector Plan allows additional height up to 110 feet to allow for the construction of MPDUs greater than 12.5 percent. Second, the property must be surrounded by CBD-zoned lots, which it is. Third, the proposed development must be compatible with the surrounding development. A 110-foot building would be compatible with the taller buildings on Norfolk Avenue, including the 11-story office building across Cordell Avenue and the 13-story residential buildings to the north, and creates no significantly adverse impacts on the surrounding properties. Fourth, the proposed development must provide substantial amenities in accordance with the additional height. This project, in addition to providing a payment equivalent to twenty percent of the net lot area, is providing streetscape improvements on both the Norfolk Avenue and Cordell Avenue frontages comparable to 49 percent of the net lot area. The total of public space and amenities equals almost 70 percent of the net lot area, greater than typically achieved by CBD projects. The Project meets all of the requirements for additional building height up to 110 feet to accommodate provision of MPDUs greater than 12.5 percent.

Further, this Project Plan would accomplish several Sector Plan and Woodmont Triangle Amendment objectives by providing additional market-rate and affordable housing and contributing to the development of additional public amenities.

- (2) *“to permit a flexible response of development to the market as well as to provide incentives for the development of a variety of land uses and activities in central business districts to meet the needs and requirements of workers, shoppers and residents.”*

The Project Plan responds to the need for a variety of housing near Metro in the Bethesda CBD. Under the optional method, this project encourages the development of active urban streets by providing ground-floor retail and by improving the quality of the surrounding streetscape, enhancing Norfolk and Cordell Avenues.

- (3) *“to encourage designs which produce a desirable relationship between the individual buildings in the central business district, between the buildings and the circulation system and between the central business district and adjacent areas.”*

The proposed project would provide an attractive addition to the revitalization of Norfolk Avenue and contribute to the supply of residential choices in the Bethesda CBD. The pedestrian-friendly proportioning of the design and the ground-floor retail will help activate the street, encouraging circulation.

- (4) *“to promote the effective use of transit facilities in the central business district and pedestrian access thereto.”*

The site is located approximately 2,000 feet from the Bethesda Metro Station and several bus lines run within a couple of blocks of the site. The Bethesda Circulator stops along Old Georgetown Road, one block away. Future residents would be able to walk to the numerous places of employment and restaurant, retail, service, and arts uses within the Woodmont Triangle and along Wisconsin Avenue.

- (5) *“to improve pedestrian and vehicular circulation.”*

The project would provide an improved pedestrian sidewalk along both public frontages, including installation of the Bethesda Standard Streetscape, enhancing the pedestrian experience. The garage entrance is located on Cordell Avenue, the secondary street, to reduce vehicular interference with the primary vehicular and pedestrian traffic on Norfolk Avenue.

- (6) *“to assist in the development of adequate residential areas for people with a range of different incomes.”*

The project will provide a minimum of three MPDUs in accordance with the requirements and procedures of Chapter 25A, contributing to the pool of affordable housing available to residents of the Bethesda CBD.

- (7) *“to encourage land assembly and the most desirable use of land in accordance with a sector plan.”*

The subject site, currently occupied by a two-story commercial building and a surface parking lot, has already been consolidated from parts of several smaller lots under the minor subdivision regulations. This Project Plan would replace those improvements with an attractive mixed-use mid-rise residential building. This is a more desirable use of the land,

adding residents who will use the businesses and services of the area, helping further to revitalize the Triangle, and providing pedestrian activity on the street in a part of the CBD that has been underutilized.

Section 59-C-6.213 states that it is further the intent in the CBD-1 Zone:

- (1) *“to foster and promote the orderly development of the fringes of the Central Business Districts of the county so that these areas will provide land uses at a density and intensity which will encourage small business enterprises and diverse living accommodations, while complementing the uses in the interior portions of these districts; and*

While the Veneto is located at the heart of the Woodmont Triangle, the Project’s additional residential units and street-activating retail will help to extend the redevelopment of Norfolk Avenue between Veterans’ Plaza at Woodmont Avenue and Battery Lane Park at Rugby Avenue.

- (2) *“to provide a density and intensity of development which will be compatible with adjacent land uses outside the Central Business Districts.”*

The immediate context is a mix of one- and two-story commercial development and a handful of taller redeveloped sites along Norfolk and Cordell Avenues that include 11-story office and retail uses and 13-story residential towers. The proposed 10-story, 110-foot building is consistent with the maximum height recommended for the site in the Sector Plan. The building’s well-articulated two-story base, which includes ground-floor retail and residential units, continues a similar articulation along both Norfolk and Cordell Avenues and well defines the pedestrian realm.

REQUIREMENTS OF THE CBD-1 ZONE

Section 59-C-6.23 sets forth the development standards for the CBD-1 zone. The following table summarizes the required and proposed project features:

PROJECT PLAN DATA TABLE

Zoning Ordinance Development Standard	Permitted/Required	Proposed
Minimum gross lot area (sf.)	N/A	12,825
Previously dedicated area		7,050
Net lot area		5,775
Maximum total base density (FAR)	3	
Maximum total base density (sf.)	38,475	
Maximum Non-Residential Density (FAR)	2	0.35
Maximum Non-Residential Density (sf.)	25,650	4,575
Maximum base Residential Density (FAR)	2.65	
Maximum base Residential Density (sf.)	33,900	

Maximum Residential Density, w/ 22% Bonus for providing 15% MPDUs on-site (FAR)	3.23	3.23
Maximum Residential Density, w/ 22% Bonus for providing 15% MPDUs on-site (sf.)	41,358	41,358
Maximum Total Density (FAR)	3.58	3.58
Maximum Total Density (sf.)	45,933	45,933
Total number of units	N/A	20
MPDU provision (minimum percentage)	12.5	15
MPDU provision (minimum number of units)	N/A	3
Public use space (minimum percent of net lot area)	20	20 ¹
On-site (sf.)	1,155	0
Off-site equivalent (sf.)		1,155
Off-site amenity space (percent of net lot area)		49
Off-site amenity space, total (sf.)		2,850
Total public use and amenity space (sf.)		4,005
As a percentage of net lot area (percent)		69
Maximum Building Height (ft.), w/ greater than 12.5% MPDUs on-site	110	110*
Maximum number of stories	N/A	10
*as measured from the level of approved street grade opposite the middle of the front of a building (Norfolk Avenue) to the highest point of roof surface of a flat roof		
Minimum Building Setbacks (ft.)	Not Specified	
Front		0
Rear		0
Side		0
Maximum Parking Spaces	45	30**
Retail (4,575 sf @ 5 spaces/ 1,000 sf.)	23	
8 two-bedroom units @ 1.5/unit	12	
5 three-bedroom units @ 2/unit	10	
** the project is located within the parking lot district is be eligible for CBD and mixed-use reductions in the final number of spaces. The final number of units and spaces to be determined at Site Plan		

Amenities and Facilities Summary

In lieu of providing on-site public use space, the Applicant is providing an equivalent contribution of \$213,665 for funding off-site public amenities. The off-site amenity to be funded by these contributions will be determined at Site Plan. For additional off-site amenities, the Applicant is providing streetscape improvements along the building frontage on Norfolk and Cordell Avenues equivalent to 49 percent of the net lot area.

¹ Provided as a payment of \$213,665 to the Bethesda CBD Amenity Fund.

- (b) *As conditioned, the proposal conforms to the approved and adopted Master or Sector Plan or an Urban Renewal Plan approved under Chapter 56.*

Zoning and Land Use Conformance:

The approved and Adopted 1994 Bethesda CBD Sector Plan recommends the CBD-1 zone for this site. The proposed Project Plan conforms to the uses permitted in the zone for this site. The development proposes 20 multi-family units on 0.294 acres.

The proposed development is using the optional method of development in the CBD-1 zone. The minimum required public use space for this project is 20 percent of the net lot area. The full package of public use and amenity space that will be provided by the applicant via a contribution to the Bethesda CBD Amenity Fund, and through streetscape improvements, is equivalent to 69 percent of the net lot area, an proportion greater than is typically provided for Optional Method projects in the CBD.

Conformance with the Purpose of the Woodmont Triangle Amendment:

The Woodmont Triangle Amendment builds on the goals of the 1994 Plan, seeking to spur the development of a variety of housing in the Woodmont Triangle and encourages mixed-use development proposals to foster the revitalization of the area. The project site is included in the Woodmont Triangle Study Area as Block 22, designated as “appropriate for residential mixed-use development”, as proposed in this Project Plan. Further, this project includes additional MPDUs, providing valuable affordable housing for the CBD.

- (c) *As conditioned, because of its location, size, intensity, design, operational characteristics and staging, it would be compatible with and not detrimental to existing or potential development in the general neighborhood.*

The project is complementary to the architectural character of the larger Bethesda CBD and environs, presenting an attractive building. The design and scale of the project, the pedestrian and vehicular circulation, and streetscape improvements will further enhance Norfolk and Cordell Avenues. At 10 stories, the proposed development is compatible with the nearby completed redevelopment sites featuring both commercial and residential uses in 11- and 13-story buildings. Further, the building’s urban design both defines the pedestrian realm and activates it through a mix of uses and attractive detailing.

- (d) *As conditioned, the proposal would not overburden existing public services nor those programmed for availability concurrently with each stage of construction and, if located within a transportation management district designated under chapter 24A, article H, is subject to a traffic mitigation agreement that meets the requirements of that article.*

The project will be built in one phase. As indicated in the Transportation Planning memo dated June 30, 2008, the residential project will not severely impact the adjacent intersections, but will have to mitigate two morning and evening peak-hour trips at Site Plan.

The project is located within the Bethesda Parking District and so is not required to provide on-site parking, but the applicant is providing 30 parking spaces on site for the 20 dwelling units. In addition, a public parking structure is only one block away, and public transit is available.

Regarding potential impacts on public schools, mid-rise projects typically generate a low rate of students. Studies prepared for the Woodmont Triangle Amendment found that no additional school facilities would be required, even with an increase of 1,500 housing units over the next 10-15 years. Public utilities will be provided from Norfolk and Cordell Avenues.

- e) ***The proposal will be more efficient and desirable than could be accomplished by the use of the standard method of development.***

The optional method of development permits a more efficient and desirable product than the standard method of development. Under the standard method of development, the building height would be limited to 60 feet and the density to 2 FAR, rather than 110 feet and 3 FAR, significantly reducing the overall number of units, including MPDUs, and the overall conformity of the project to the Sector Plan. The project also contributes significantly to the development and improvement of urban public open space in the CBD, including streetscape improvements. Under the standard method of development, the project would yield half the public use space, a minimal amount of streetscape, and no amenity space.

- f) ***The proposal will include moderately priced dwelling units in accordance with Chapter 25A of the Code, if the requirements of that chapter apply.***

The proposed development will provide a minimum of three MPDUs on-site. The project is not providing Workforce Housing units, as the application was submitted prior to the December 1, 2006, effective date of the Workforce Housing legislation and regulations.

- g) ***As conditioned, the proposal satisfies any applicable requirements for forest Conservation under Chapter 22A.***

The Environmental Planning Division reviewed the proposed project and determined the plan to qualify for an exemption for small properties of less than 1.5 acres. This property is not subject to a Tree Save Plan nor is it within a Special Protection Area.

- h) ***As conditioned, the proposal satisfies any applicable requirements for water quality resources protection under Chapter 19.***

A stormwater management concept plan proposes on-site quality management in a green roof, as approved by DPS on September 28, 2005.

APPENDIX

- A: Maryland Department of Assessments and Taxation Record
- B: Reviewing Agency Approvals

Appendix A: Maryland Department of Assessments and Taxation Record



Account Identifier: District - 07 Account Number - 03523108

Owner Information

Owner Name: NORFOLK-CORDELL II LLC Use: COMMERCIAL
 Principal Residence: NO
 Mailing Address: 7819 NORFOLK AVE Deed Reference: 1)
 BETHESDA MD 20814-8002 2)

Location & Structure Information

Premises Address Legal Description
 4901 CORDELL AVE WOODMONT
 BETHESDA 20814

Map	Grid	Parcel	Sub District	Subdivision	Section	Block	Lot	Assessment Area	Plat No:	23329
HN23				49			661	2	Plat Ref:	

Special Tax Areas Town Ad Valorem Tax Class 79

Primary Structure Built	Enclosed Area	Property Land Area	County Use
1955	6,300 SF	5,775.00 SF	599

Stories	Basement	Type	Exterior

Value Information

	Base Value	Value As Of 01/01/2008	Phase-in Assessments	
			Value As Of 07/01/2007	Value As Of 07/01/2008
Land	577,500	866,200		
Improvements:	991,700	945,600		
Total:	1,569,200	1,811,800	1,569,200	1,650,066
Preferential Land:	0	0	0	0

Transfer Information

Seller:	Date:	Price:
Type:	Deed1:	Deed2:
Seller:	Date:	Price:
Type:	Deed1:	Deed2:
Seller:	Date:	Price:
Type:	Deed1:	Deed2:

Exemption Information

Partial Exempt Assessments	Class	07/01/2007	07/01/2008
County	000	0	0
State	000	0	0
Municipal	000	0	0

Tax Exempt: NO Special Tax Recapture: * NONE *
 Exempt Class:

Appendix B: Reviewing Agency Approvals



June 24, 2008

MEMORANDUM

To: Elza Hisel –McCoy, Assoc, AIA, LEED-AP
Planner Coordinator
Development Review Division

From: Piera Weiss, Acting Team Leader
Bethesda Chevy Chase Team 2
Community-Based Planning

Subject: Update on The Veneto Project Plan 9-20060070

Master Plan:

The Woodmont Triangle Amendment to the Sector Plan for the Bethesda CBD, Approved and Adopted March 2006, has specific recommendations for the area in which the subject site is located.

The site is located within Block 22 in the Master Plan Block Analysis, see page 22 of the Master Plan (attached). On page 24 the following recommendations pertain to Blocks 20, 21, 22 and 23.

...The portion of Blocks 21-23 between Norfolk Avenue and the edge of the Old Georgetown Road Corridor are zoned CBD-1. These areas are appropriate for residential mixed-use development. This Amendment confirms the CBD-1 zoning, but allows a FAR of 3.0 to encourage residential development. Height is limited to 50-90 feet or 50-110 including a 22 percent MPDUS bonus.

Table entitled “Recommended Zoning by Block” (page 22) indicates the height limits for the Blocks. The height limit for Block 22 is 50-90 feet with 12.5% MPDUs and 50-110 feet for development that includes more than the 12.5 % MPDUS. This Table was added to the plan by the County Council in the Resolution for the Plan and was intended to clarify the recommendations of the plan.

Proposed Project:

In a meeting with the applicant on June 16, the issue of height and MPDUs was discussed. As currently proposed, the project does not contain any MPDUs and has a proposed building height of 90 feet.

- The Optional Method in the CBD-1 Zone allows a height up to 60 feet. The height can be taller if in conformance with the approved and adopted sector or master plan. (59-C-6.234)
- The sector plan has two height categories, for 12.5% MPDUs, the height range is 50-90 feet. For projects with more MPDUs than the required 12.5% , the height range is 50-110 feet.

Conclusion:

In order for staff to conclude that the project is consistent with the sector plan, the applicant must provide MPDUs at 12.5% (in this case 2 units) in a 90 foot tall building, or if a greater height is needed, than provide MPDUs at a rate greater than 12.5% (3 units) at a height up to 110 feet.

On the other hand, the applicant could lower the height of the building to conform to the Zoning Ordinance.

EPD Recommendation to Dev Rev Div: X Approve w/conditions as noted below
MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
DEVELOPMENT REVIEW COMMITTEE RECOMMENDATIONS

TO: Richard Weaver
 Development Review Division

SUBJECT: Plan # 9-06007 , Name The Veneto
DRC date: Monday, September 10, 2007

The above-referenced plan has been reviewed to determine if it meets requirements of the Guidelines for Environmental Management of Development in Montgomery County, and other county regulations that may apply. The following recommendations are made for the DRC meeting:

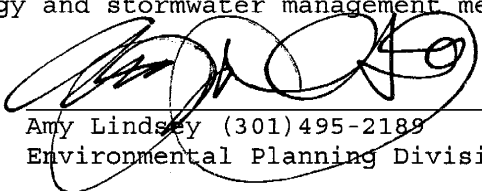
SUBMITTAL ADEQUACY

X Plan is complete. (see recommendations below)

EPD RECOMMENDATIONS:

X Approval.

1. This plan is exempt from Forest Conservation Law as per 4-05337E, Small Property (6/24/2005). A Tree Save Plan is not required for this property.
2. This project may need to comply with County Council Bill 17-06, Montgomery County Green Buildings Law, depending on the building permit filing date. The applicant should develop a comprehensive plan now in order to achieve this. LEED points can be achieved using such diverse measures as green roofs, green building materials, energy saving measures, and waste reduction plans. Regardless of applicability, the applicant is encouraged to investigate green technologies and design to minimize energy use and mitigate environmental impacts of development. A green roof has been proposed for this development but the applicant is encouraged to consider further energy and stormwater management measures.

SIGNATURE: 
 Amy Lindsey (301) 495-2189
 Environmental Planning Division

DATE: 9/10/07

cc: engineer/applicant

Reminder: Address your submissions/revisions to the Reviewer who completed the Comments sheet.
Put the Plan numbers on your cover/transmittal sheets.

**MONTGOMERY COUNTY DEPARTMENT OF PERMITTING SERVICES
WATER RESOURCES SECTION**

255 Rockville Pike, 2nd Floor, Rockville, Maryland 20850-4153

Date: September 5, 2007

MEMO TO: Robert Kronenberg, Acting Supervisor
Development Review Committee, MNCPPC

FROM: William Campbell
Water Resources Section, MCDPS

SUBJECT: Stormwater Management Concept Plan/100-Year Floodplain Review
Site Plan # _____
Project Plan # 920060070 _____, The Veneto
Preliminary Plan # _____, DPS File # 219844
Subdivision Review Meeting of September 10, 2007

The subject plan has been reviewed to determine if it meets the requirements of Executive Regulation 7-02AM for stormwater management and Executive Regulation 108-92 AM for a 100year floodplain. The following summarizes our findings:

SM CONCEPT PLAN PROPOSED:

- On-site: CPv WQv Both
 CPv < 2cfs, not required
 On-site/Joint Use Central (Regional): waived to
 Existing Concept Approved September 28, 2005
 Waiver: CPv WQv Both
 Approved on _____
 Other

Type Proposed:

- Infiltration Retention Surface Detention Wetland Sand Filter
 Separator Sand Filter Non Structural Practices Other

FLOODPLAIN STATUS: 100 Year Floodplain On-Site Yes No Possibly

- Provide source of the 100Year Floodplain Delineation for DPS approval:
 Source of the 100-Year Floodplain is acceptable.
 Submit drainage area map to determine if a floodplain study (> or equal to 30 acres) is required.
 Dam Breach Analysis: Approved Under Review:
 100-Year Floodplain study: Approved Under Review:

SUBMISSION ADEQUACY COMMENTS:

- Provide verification of Downstream notification.

RECOMMENDATIONS:

- Approve as submitted with conditions (see approval letter)
 Incomplete; recommend not scheduling for Planning Board at this time.
 Hold for additional information. See below
 Comments/Recommendations: All drainage from the underground garage must be directed to WSSC.

cc: Steve Federline, Environmental Planning Division, MNCPPC

bll DRC site plan.03/01