



**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

**Staff Report: Sketch Plan #320110030 North Bethesda Market II**

**ITEM #:** \_\_\_\_\_

**MCPB HEARING DATE:** January 20, 2011

**REPORT DATE:** January 10, 2011

**TO:** Rose Krasnow, Chief  
Area 1

**VIA:** Robert Kronenberg, Supervisor  
Area 1

**FROM:** Elza Hisel-McCoy, Assoc. AIA, LEED-AP  
Planner Coordinator  
Area 1

**APPLICATION DESCRIPTION:** A multi-building mixed-use development, with up to 740,528 sf. of residential, commercial, and retail uses on 4.41 gross acres of land in the CR-4 and CR-3 zones, located on the west side of Rockville Pike between Nicholson Lane and Executive Boulevard, in the White Flint Sector Plan area.

**APPLICANT:** JBG/Nicholson Lane East, LLC

**FILING DATE:** September 24, 2010

**RECOMMENDATION:** APPROVAL with Conditions

**EXECUTIVE SUMMARY:** This sketch plan extends northward an existing mixed-use development known as North Bethesda Market, to include a new mixed-use development known as North Bethesda Market II, which proposes high-rise multi-family residential, mid-rise office buildings, and ground-floor retail and public space. The application proposes public benefits in keeping with the CR zone to support the increase in density.

Approval signatures

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## **PURPOSE OF THE SKETCH PLAN**

The purpose of the Sketch Plan is to identify land uses, proposed development and any public benefits for the optional method of development. The Plan is intended to be conceptual in nature with an emphasis on building massing and height, varying densities and heights, the general circulation patterns for all modes of transportation and the locations of open and public use spaces. Sketch Plans are required in the CR zones in the White Flint, Wheaton, Kensington and Shady Grove Life Sciences planning areas. Details of the proposed development occur at Site Plan.

The objectives of the CR zones are to:

- (a) Implement the policy recommendations of applicable master and sector plans;
- (b) Target opportunities for redevelopment of single-use areas and surface parking lots with a mix of uses;
- (c) Reduce dependence on the automobile by encouraging development that integrates a combination of housing types, mobility options, commercial services, and public facilities and amenities;
- (d) Encourage an appropriate balance of employment and housing opportunities and compatible relationships with adjoining neighborhoods;
- (e) Establish the maximum density and building height for each zone, while retaining appropriate development flexibility within those limits; and
- (f) Standardize optional method developments by establishing minimum requirements for the provision of the public benefits that will support and accommodate density above the standard method of development.

The proposed development meets these objectives of the CR zone by providing a diversity of land uses and public spaces within close proximity to transit, a variety of retail and commercial uses, and established residential neighborhoods. The proposed development extends the almost-complete North Bethesda Market mixed-use development, complementing and expanding the residential and retail uses (including a supermarket) with office uses and a public space network.

## **SITE DESCRIPTION**

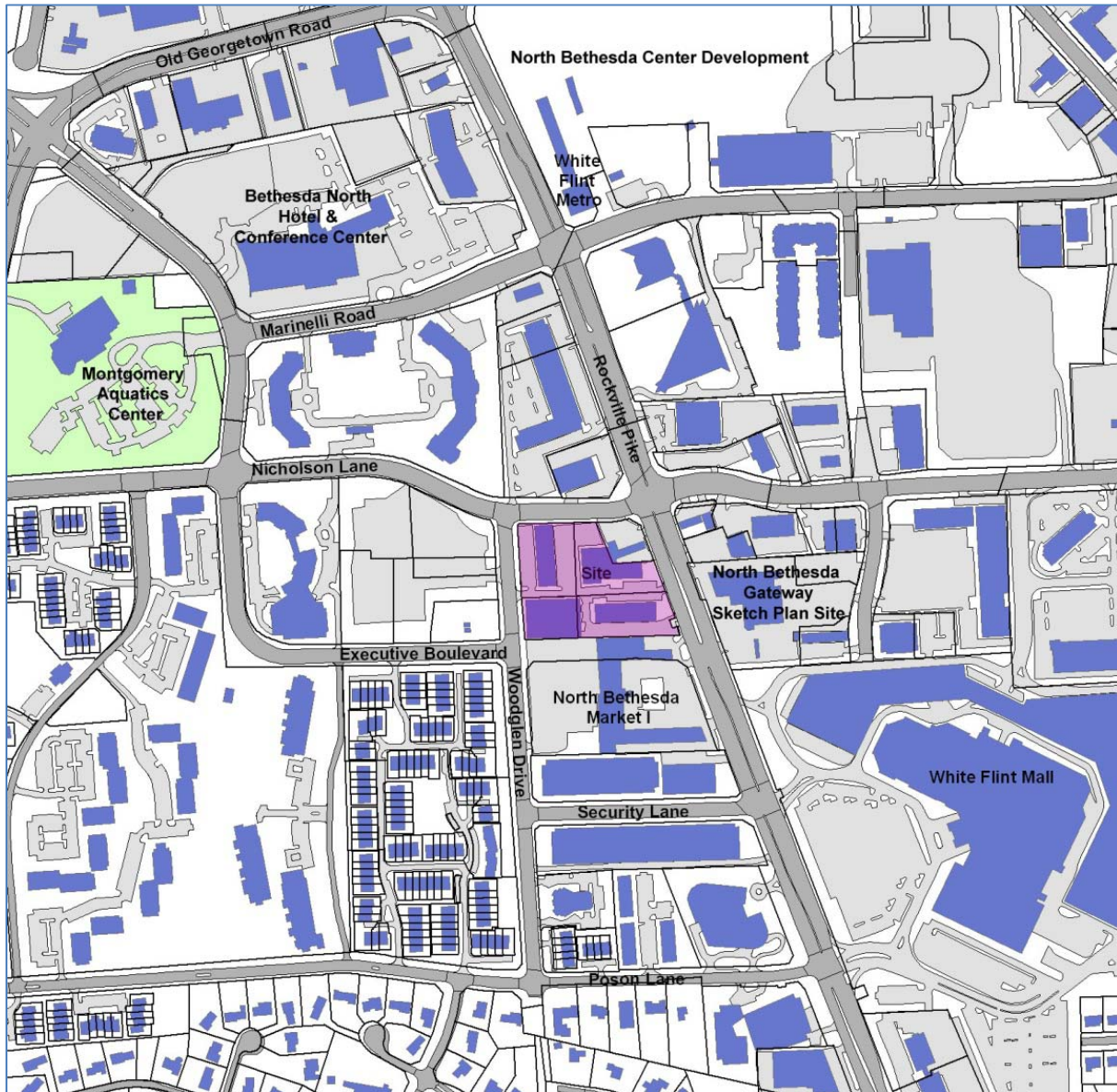
### **Vicinity**

The subject site occupies the majority of the block bounded by Rockville Pike on the east, Woodglen Drive on the west, Nicholson Lane on the north, and Executive Boulevard on the south. Along with the blocks immediately to the north and south, the site forms a commercial-use transition between Rockville Pike and the primarily residential uses to the west.

The site is located approximately one block from the White Flint Metro Station, the White Flint Mall, the Montgomery Aquatics Center, and the Bethesda North Hotel and Conference Center.

Nearby recently approved development includes North Bethesda Market I, approved as an optional method project in the TS-R Zone and of which this sketch plan is an extension, located immediately south of the site. Currently under construction, the project includes multi-family residential units, a Whole Foods supermarket, public open space, additional retail and commercial uses, and structured parking. Other nearby recently approved development includes the mixed-use North Bethesda Center, located at the White Flint Metro east of Rockville Pike, and two pending sketch plans, North Bethesda

Gateway (#320110020) directly across Rockville Pike from the subject site and Mid-Pike Plaza (#320110010) north of Old Georgetown Road west of Rockville Pike.



*Vicinity Map*

### **Site Analysis**

The subject site is currently occupied by four commercial buildings and surface parking lots. The remainder of the block features a gas and service station that is not part of this proposal. The site is currently served by public water and sewer/well and septic.



*Aerial Photo*

There are no known rare, threatened, or endangered species on site; there are no forests, 100-year floodplains, stream buffers, wetlands, or steep slopes on site. There are no known historic properties or features on site.

## **PROJECT DESCRIPTION**

### **Previous Approvals**

There are no previous approvals that encumber this site. On December 16, 2010, the Planning Board extended the Sketch Plan review period to January 20, 2011.

### **Proposal**

The proposed development would create a multi-building mixed-use development, with a maximum total density of 740,528 sf., to include a maximum of 372,528 sf. of residential uses and up to 368,000 sf. of commercial and ground-floor retail uses. For the purposes of Sketch Plan review, the Applicant is also requesting the maximum allowable building height of 150 feet in the CR-3 zone and 300 feet in the CR-4 zone for each proposed buildings. Final building heights will be determined at Site Plan review.

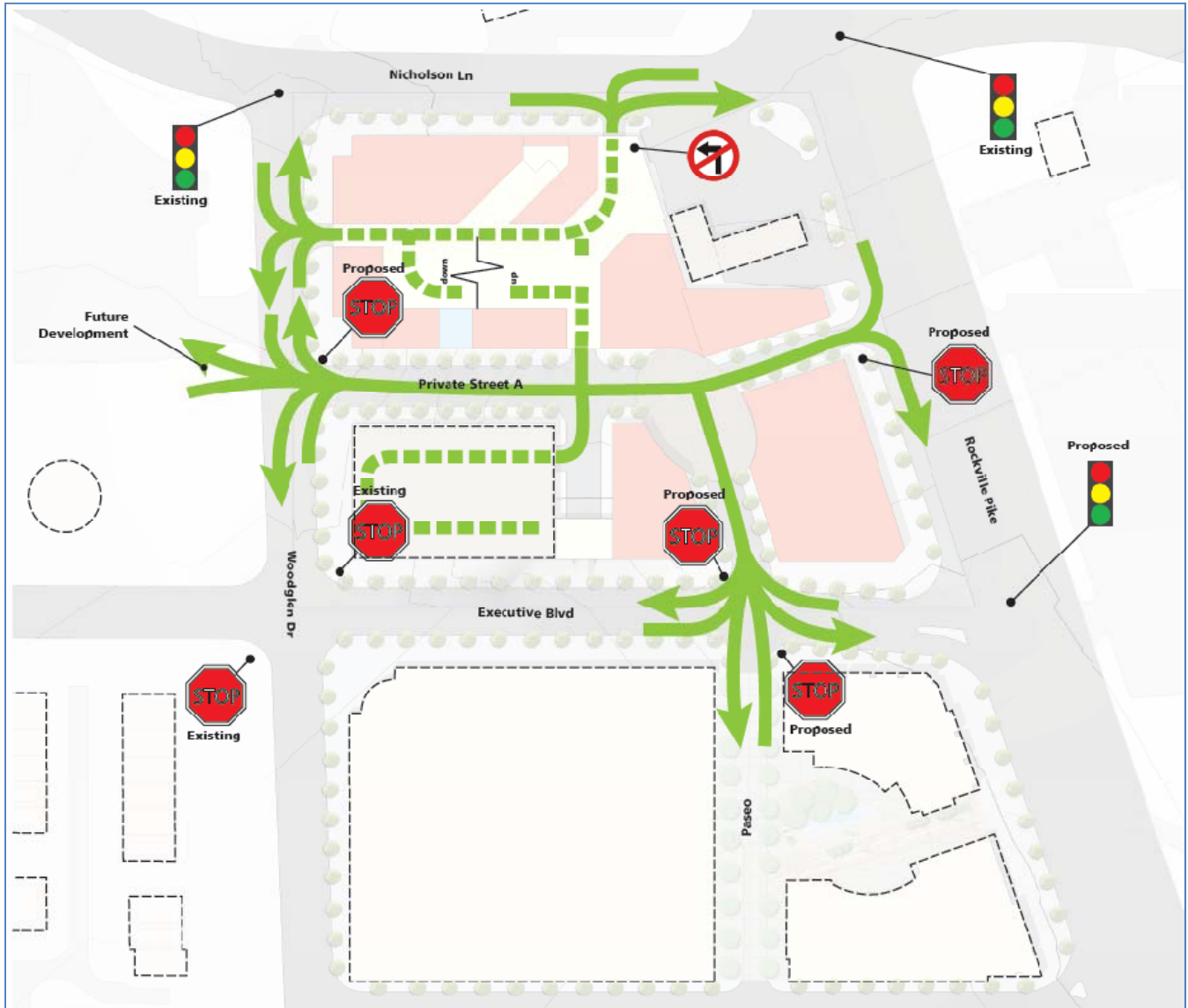
To achieve the incentive density for this project, the Applicant is proposing to provide public benefits. These public benefits are described in detail in the CR Incentive Density Calculation Summary Table on page 14 below, and in Appendix B. To allow for design flexibility as the project development advances, for this Sketch Plan review the Applicant is identifying more public benefits than necessary to secure the full measure of available incentive density. The final complement of public benefits will be determined at Site Plan. In overview, the public benefit categories the Applicant proposes to utilize include:

- Transit proximity
- Neighborhood services
- Minimum parking
- Through-block connection
- Public parking
- Dwelling unit mix
- Structured parking
- Tower setback
- Public art
- Exceptional design
- Streetscape, off-site
- Building Lot Terminations (BLTs)
- Tree canopy
- Vegetated Roof.



*Illustrative Plan*

The proposed buildings are arrayed about an internal private street that extends the “paseo” of the North Bethesda Market I development across Executive Boulevard and turns west to terminate at Woodglen Drive. A secondary, right in/right out, access from Rockville Pike is also proposed. Structured parking and loading areas will be accessed from Nicholson Lane, Woodglen Drive, and the internal private street.



*Circulation Plan*

The proposed public use space features generous streetscaped sidewalks and a central “Urban Plaza” at the curve of the internal private street that terminates the northern view from the paseo. In the plaza the buildings will set further back to define the larger space, but the private street will continue to run through it. The Applicant is not counting the area within the carriageway of the private street towards the 10% minimum requirement. The design and function of this space and the adjoining streetscape will be of particular interest and scrutiny during Site Plan Review.



*Open Space System*

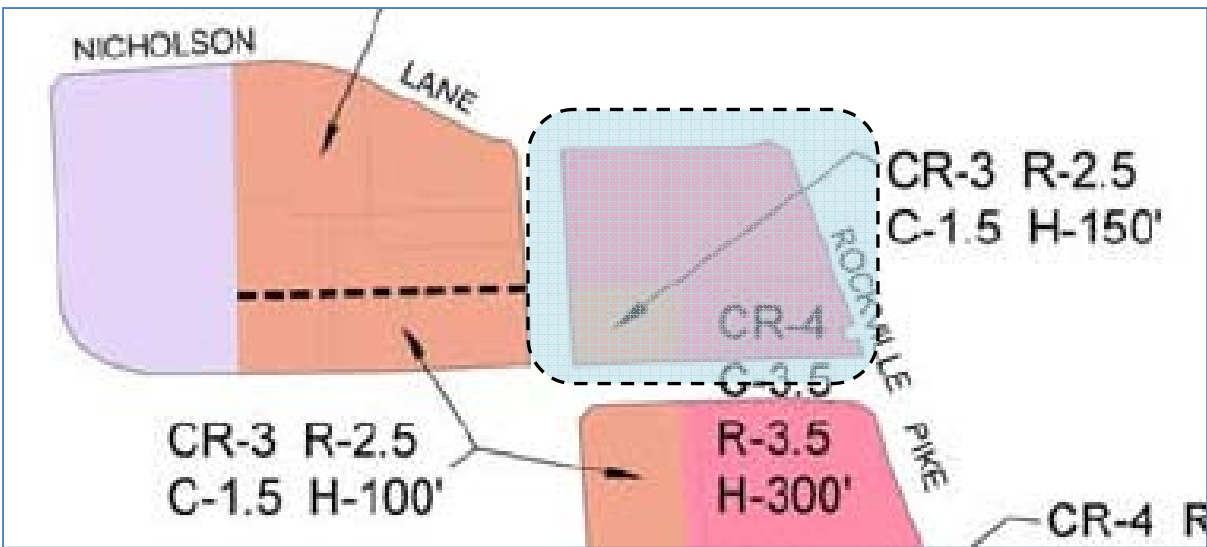
**PROJECT ANALYSIS**

**Sector Plan**

**Recommendations**

North Bethesda Market II is within the NoBe District (Block 2) in the White Flint Sector Plan. The Plan notes the “significant redevelopment opportunity north of Executive Boulevard and could include a hotel, retail, residential uses, and offices” (p.36). The proposed development is north of Executive Boulevard. The Sector Plan zoned this area CR-4: C-3.5, R-3.5 and H-300 zone and CR-3: C-1.5, R-2.5 and H-150 zone. It also states that “building heights may be less than 150 feet to achieve compatibility with the residential development southwest of this block” (p.36). The property frontage along Rockville Pike and Nicholson Lane is in the CR-4 zone, and the property at 11333 Woodglan Drive is in the CR-3 zone.





*Zoning Diagram*

## **Compliance**

### *Density and Building Height*

The proposed development is consistent with the Sector Plan’s recommendations for Commercial Residential (CR-4, C-3.5, R-3.5, H-300 and CR-3, R-2.5, C-1.5, H-150) zones. Further, the proposed non-residential building height at 240 feet and the proposed residential building heights of 100 feet and 300 feet are consistent with the Plan’s building height recommendations. The existing office building along Woodglen Drive, which is approximately 45 feet in height, will be retained.

### *Transportation Network*

The submitted plan street network is consistent with the Sector Plan recommendation. Woodglen Drive is classified as a commercial business street (B-3) with a 70 foot right-of-way and Nicholson Lane is classified an arterial roadway (A-69) with a 90 foot right-of-way. Executive Boulevard, between Woodglen Drive and Rockville Pike (MD 355), is under construction. It is a commercial business street with an 80 foot right-of-way. Street ‘A’ is an internal private local street consistent with the Plan’s recommendation for local streets, to “provide access into the interior of the blocks and can have special features to distinguish the different enclaves of development from each other, such as distinctive paving materials” (p.18).

The Sector Plan envisions the reconstruction of Rockville Pike to create an urban boulevard with improved pedestrian sidewalks, on-road bicyclist accommodation, and bus priority lanes (p.53). Rockville Pike is classified as a major highway with a 150 foot right-of-way. The right-of-way for MD 355 can be increased to 162 feet with the additional dedication placed in reservation (p.55). Montgomery County Department of Transportation has initiated a Countywide Bus Rapid Transit (BRT) Study that will inform the location of BRT, either in the median or curb lane. The revised sketch plan illustrates 75 feet dedication from the center of Rockville Pike with an additional six feet in reservation.

### *Bikeway Network*

Woodglen Drive, between Edson Lane and Nicholson Lane, is identified as a dual bikeway (SP-41 and LB-4), and a bike lane is recommended on Nicholson Lane (BL-27). The Sector Plan also recommends

the establishment of a recreational loop on Nicholson Lane. ‘Street A’ is identified in the Plan as a recreation loop extension. Loop extensions link major public use spaces in different districts to the main recreation loop.

#### *White Flint Design Guidelines*

The Approved White Flint Urban Design Guidelines provide specific recommendations for each district, as well as for public open space and streets. At site plan, the project must be consistent with the design guidelines recommendations for buildings, open spaces, architectural character and streets.

#### **Conclusion**

The proposed sketch plan is consistent with recommendations in the *Approved and Adopted (2010) White Flint Sector Plan*.

### **Transportation and Circulation**

#### Site Location and Vehicular Access Points

The subject mixed development is located on the west side of Rockville Pike between Nicholson Lane and Executive Boulevard Extended. Full-movement vehicular access is proposed from Woodglen Drive, and Executive Boulevard Extended. Limited right-turn-in and right-turn-out access is proposed from Rockville Pike and Nicholson Lane.

#### Available Transit Service

Ride-On routes 5 and 46 and Metrobus route J-5 operate along Rockville Pike. The subject site is approximately a quarter of a mile away from the White Flint Metrorail Station.

#### Transportation Demand Management

This site is within the boundary of the North Bethesda TMD. As a new development, the Applicant must participate in the North Bethesda Transportation Management District (TMD). The *White Flint Sector Plan* recommends that the TMD achieve a 39% non-auto driver mode share (NADMS) goal for employees that consist of a 26% transit mode share, 5% ridesharing, and 8% other non-auto modes of transportation.

#### Sector Plan Roadways and Bikeways

In accordance with the *White Flint Sector Plan* and *Countywide Bikeways Functional Master Plan*, the sector-planned roadways and bikeway are as follows:

1. Rockville Pike (MD 355) is designated as a major highway, M-6, with a recommended 150-foot right-of-way and an additional right-of-way reservation of 12 feet for a total of 162 feet. A shared use path, local bikeway, LB-5 is also recommended along Rockville Pike.
2. Nicholson Lane is designated as an Arterial, A-69, with a recommended 90-foot right-of-way and a recommended bike lanes, BL-27.

3. Executive Boulevard Extended is designated as a business street, B-7, with a recommended 80-foot right-of-way. The approved development on the south side of this roadway (Preliminary Plan No. 120060310, White Flint Crossing or North Bethesda Market I) was approved with only 76.5 feet of right-of-way. The Applicant must dedicate the additional right-of-way to measure 80 feet from the opposite right-of-way line.
4. Woodglen Drive is designated as a business street, B-3, with a recommended 70-foot right-of-way and a recommended dual bikeway that is known as the North Bethesda Trail, SP-41/LB-4, and located on the east side.

Private Street “A” is an east-west internal street that is not listed in the *Sector Plan*.

Transportation Adequate Public Facilities Review

In lieu of the typical Local Area Transportation Review and Policy Area Mobility Review tests, the transportation Adequate Public Facilities test can be satisfied by participating and paying the special taxing district as discussed in Recommendation No. 4.

**Transportation Staging**

Transportation staging in the White Flint Sector Plan area replaces the LATR and PAMR requirements for Adequate Public Facilities. Specific transportation improvements are identified in the Sector Plan relative to the site and density being approved, both of which are regulated by the impact from the development and to the surrounding road network. Improvements will be constructed by both the District through taxes and by the developer, as regulated by the phasing plan. Staging is tied to the amount of density approved and is regulated through site plan approvals and release of building permits.

The Staging Plan timing of new development and public facilities needed to support existing and proposed development. The objectives of the Staging Plan intend to ensure fiscal responsibility, timing and sequence, coordination with the public infrastructure and promoting a sense of place.

There are three overall phases in the White Flint Sector Plan, each of which limits the amount of non-residential and residential development:

<b>Staging Plan for the White Flint Sector Plan</b>		
	Residential development in number of dwelling units	Non-residential development in square feet
Phase I	3,000	2 million
Phase II	3,000	2 million
Phase III	3,800	1.69 million
Total	9,800	5.69 million

Each phase within the staging plan contract for, fund or construct specific roadways, achieve non-auto driver mode shares and analyze housing goals for the District. The Planning Board must decide when the Phases have been completed in order to allocate density in the next phases.

The proposed development will be required to construct or fund improvements within the District, as evaluated in the Preliminary and Site Plans for the property.

**Phasing of Density**

As noted above in the staging plan, the phasing is set at 30 percent, 30 percent and 40 percent, respectively of new development. Affordable housing is not included in the staging capacity but is included in the FAR for each phase of development. Tracking of the total density approved and applied for with building permit applications is an important component to the success of the staging plan. This Sketch Plan, along with those for Mid-Pike Plaza (320110010) and North Bethesda Gateway (320110020), are the first plans to be reviewed by the Planning Board under the CR zone.

**Environment**

As mentioned in the Site Analysis, there are no environmental features on the subject site. On-site stormwater management considered for this site includes green roof and, where possible, porous pavement, planters and green areas, and bio-retention. Underground stormwater vaults and filters will supplement these strategies as necessary. The stormwater management concept will be developed in greater detail with the preliminary and site plans.

**Development Standards**

The majority of the subject site is zoned CR-4, with the existing office building site zoned CR-3. The purpose of the CR Zone is to provide a mix of residential and non-residential uses within emerging areas of the County with varying densities and heights. The zone promotes economically, environmentally and socially sustainable development patterns and to promote services and amenities in these areas while reducing the dependence on automobiles and encouraging transit oriented development. The CR zone allows the proposed uses. The proposed development meets the purpose and requirements of the zone as detailed in the Findings section of this report.

The following data table indicates the proposed development's compliance with the Zoning Ordinance.

*Project Data Table for the CR-3 and CR-4 Zone(s)*

<b>Development Standard</b>	<b>Permitted</b>	<b>Proposed for Approval</b>
<b>Gross Tract Area (sf.)</b> CR3.0 C1.5 R2.5 H150 CR4.0 C3.5 R3.5 H300	N/A	27,172 164,753
<b>Total</b>		<b>191,925</b>
<b>Density</b>		
<b>Non-residential (C) (sf.)</b> CR3.0 C1.5 R2.5 H150 CR4.0 C3.5 R3.5 H300	40,758 576,636	
<b>Total C</b>	<b>617,394</b>	<b>(up to) 368,000</b>
<b>Residential (R) (sf.)</b> CR3.0 C1.5 R2.5 H150 CR4.0 C3.5 R3.5 H300	67,930 576,636	
<b>Total R</b>	<b>644,566</b>	<b>(up to) 372,528</b>
<b>Total CR Density</b>	<b>740,528</b>	<b>740,528</b>
<b>Building Height (feet)</b>		
CR3.0 C1.5 R2.5 H150 CR4.0 C3.5 R3.5 H300	150 300	(up to) 150 (up to) 300
<b>Parking Spaces</b>		
Shared	Min. 458/Max. 1,082	Min. 694/Max. 976
<b>Public Use Space (%)</b>		
	10	10

**Incentive Density Provisions**

The following public benefits are provided with this development in order to achieve an increase in density and height above the standard method maximums. As discussed earlier, to maintain flexibility as the project continues to develop, the Applicant is proposing public benefits equivalent to greater than 100% of the incentive density (recognizing of course that no greater than 100% of the incentive density may be attained.) Final determination of amount of incentive density to be made at Site Plan.

<b>CR Incentive Density Calculation Summary Table</b>	
Gross tract area:	191,925 sf.
Zoned CR density:	740,528 sf.
Standard Method	
Density:	95,962.5 sf.
Allowed Density	740,528 sf.
Proposed Density:	740,528 sf.
Incentive Density:	644,565.5 sf.

Public Benefit	Description of Criteria Met	Incentive Density Requested (%)
<b>Transit Proximity</b>	82.5% of gross tract area is located within ¼ - mile of the White Flint Metro station.	40
<b>Subtotal</b>		<b>40</b>
<b>Connectivity and Mobility</b>		
Neighborhood Services	The project is within ¼ - mile of retail establishments at North Bethesda Market I, White Flint Mall, and other developments along Rockville Pike. (See Appendix B for list)	10
Minimum Parking	Between a maximum parking allotment of 1,296 spaces and a minimum requirement of 358 spaces, the Applicant is proposing 827 parking spaces. Per the CR guidelines, this yields a bonus density of 10%. See Appendix B for calculation.	10
Through Block Connection	Proposal includes a new Private Street A, connection through the site from Executive Boulevard to Woodglen Drive, that is open-air, at least 15 feet in width; will provide at least 35 percent of the walls facing the interior pedestrian connection below a height of 8 feet with clear, unobstructed windows; and will be open to the public between sunrise and sunset.	15
Public Parking	The Applicant will provide 120 of the proposed 827 parking spaces as public spaces. See Appendix B for calculation	6.4
<b>Subtotal (maximum 30% of incentive density)</b>		<b>30</b>
<b>Diversity of Uses &amp; Activities</b>		
Dwelling Unit Mix	Per the CR Guidelines, the proposed unit mix will include a min. of: <ul style="list-style-type: none"> <li>• 7.5% studio units</li> <li>• 8% one-bedroom</li> <li>• 8% two-bedroom</li> <li>• 5% three-bedroom or larger</li> </ul>	5
<b>Subtotal (maximum 30% of incentive density)</b>		<b>5</b>
<b>Design Quality</b>		
Structured Parking	Of the 827 parking spaces proposed, the Applicant will provide 410 spaces in below- grade structured garages and 387 spaces in above-grade structured parking. See Appendix B for calculation	14.6
Tower Setback	The proposed massing for each new building will have a minimum tower setback of 6 feet from the first floor building frontage at or below 72 feet.	5
Public Art	The project will provide public art consistent with the criteria in the final CR Guidelines	5
Streetscape	With a net lot area of 160,942 sf., the project will provide over 20,000 sf. of off-site streetscape improvements.	3
Exceptional Design	The project will achieve exceptional design consistent with the final CR Guidelines	10
<b>Subtotal (maximum 30% of incentive density)</b>		<b>30</b>
<b>Natural Environment Protection &amp; Enhancement</b>		
BLTs	Project will purchase BLTs for a 5% bonus	5
Tree Canopy	Projected to cover at least 25% of on-site open space at 15 years' growth	10
Vegetated Roof	Project will provide 33% of total roof area as Green Roof consistent with the CR Guidelines	10
<b>Subtotal (maximum 30% of incentive density)</b>		<b>25</b>
<b>Total for All Categories</b>		<b>130</b>
Incentive Density Required		100
<b>Maximum Incentive Density Proposed</b>		<b>100</b>

## COMMUNITY OUTREACH

The Applicant has met all proper signage, noticing, and submission meeting requirements. Staff has not received correspondence on this matter.

## FINDINGS

**In approving a Sketch Plan, the Planning Board must find that the following elements are appropriate in concept and appropriate for further detailed review at Site Plan:**

1. *The plan: (a) meets the requirements and standards of this Division; (b) will further the objectives of the applicable master or sector plan; and (c) will provide more efficient and effective development of the site than the standard method of development;*

The Sketch Plan meets the requirements of the Division and satisfies the specific objectives of the White Flint Sector Plan by providing density and building height, and augments the transportation and bikeway network consistent with the recommendations of that plan. This optional method of development is more efficient and effective than the standard method of development because it provides more public benefits and places higher density in an area that can sustain growth with built in infrastructure improvements, including transit. In particular, this project will provide a high number of residential dwelling units and office space within walking distance of the White Flint transit station, and many nearby commercial amenities. The public space and potential restaurant opportunities within the project will not only serve residents and workers on the site, but will provide further benefits and amenities to the surrounding community.

2. *The proposed building massing and height and public use and other open spaces are located and scaled to achieve compatible relationships with each other and with existing and proposed buildings and open space adjacent to the site and with adjacent communities;*

The proposed development extends the architectural massing and public space of the adjacent North Bethesda Market I development across Executive Boulevard. The proposed commercial and residential buildings are consistent with those of the adjacent development and the proposed new Private Street A. The subject site links the primary public space and internal street of North Bethesda Market I with those of those of the proposed North Bethesda Market II, terminating the vista and redirecting pedestrian circulation and focus back into the adjacent residential neighborhoods. Along the section of Woodglen Drive opposite the site is a surface parking lot and further to the west a high-rise multi-family apartment building. For this area, the North Bethesda Market II development will set the standard for height and future compatibility.

3. *The general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading areas are adequate, safe and efficient;*

The general circulation for vehicles, pedestrians and bicyclists is safe, adequate and efficient, integrating this development into the surrounding area. Structured parking and loading is adequately designed into the site, providing integrated access with the general on-site circulation. Safety is enhanced by several improvements, including generous streetscaped sidewalks and a narrow internal street which will encourage slower traffic. The vehicular circulation design efficiently directs traffic into and through the site with minimal impacts to

pedestrian circulation. This balance of design with the site, the recommendations of the Master Plan, and the needs of the use is an efficient and adequate means to provide a safe atmosphere for pedestrians, cyclists, and vehicles.

4. *The proposed public benefits and associated requested incentive density will further the objectives of the applicable master or sector plan and the objectives of the CR zones; and*

The proposed public benefits and associated requested incentive density are appropriate for the site and CR-3 and CR-4 zones, and meet the objectives of the White Flint Sector Plan, specifically to include enhanced pedestrian connectivity, a diversity of uses and public spaces, increased tree canopy, and excellence in design.

5. *The general phasing of structures, uses, public benefits, and site plans is feasible and appropriate to the scale and characteristics of the project.*

The proposed development will be constructed in a single phase, comparable to the companion North Bethesda Market I development. The public benefits proposed will be constructed along with the rest of the project. Timing for the construction of the amenities will be detailed with the Site Plan review.

## **RECOMMENDATION AND CONDITIONS**

During site plan review, the Planning Board may approve modifications to the binding elements or conditions of an approved sketch plan:

- (1) If changes to a sketch plan are requested by the Applicant, notice of the site plan application must identify those changes requested. The Applicant has the burden of persuading the Planning Board that such changes should be approved.
- (2) If other changes are recommended after the application is made, notice of the site plan hearing must identify changes requested.
- (3) In acting to approve a sketch plan modification as part of site plan review, the Planning Board must make the findings required in Section 59-C-15.42(c) in addition to those required by Section 59-D-3.

Staff recommends approval of sketch plan 320110030, North Bethesda Market II, for a multi-building mixed use development with a maximum total density of 740,528 sf., including 368,000 sf. of non-residential development and 372,528 sf. of residential development, on 4.41 gross acres. All site development elements shown on the sketch plans stamped "Received" by the M-NCPPC on December 1, 2010 are required subject to modification per the conditions below and at Site Plan per the restrictions enumerated in section 59-C-15.42(d), quoted above.

1. Density

The proposed development is limited to a maximum total of 740,528 sf. of development, including 368,000 sf. of non-residential development and 372,528 sf. of residential development.

2. Height

The proposed development is limited to a maximum of height of 150 feet in the CR-3 zone and 300 feet in the CR-4 zone.



3. Incentive Density

The proposed development must be constructed with a proportion of the following public benefits necessary to achieve the proposed density. During site plan review, the Planning Board may find that alternative public benefits are more appropriate and their associated incentive density requested is equally acceptable.

a. Transit proximity

The Applicant proposes 40% incentive density for proximity to White Flint metro, a Level 1 transit portal.

b. Connectivity and Mobility

The Applicant proposes 30% incentive density overall for the Connectivity and Mobility category, which is achieved through public amenities in the sub-categories of Neighborhood Services (10% incentive), Minimum Parking (10% incentive), Through Block Connection (15% incentive), and Public Parking (6.4% incentive).

c. Diversity of Uses & Activities

The Applicant proposes 5% incentive density through the Dwelling Unit Mix.

d. Design Quality

The Applicant proposes the maximum of 30% allowed incentive density for the Design Quality category, which is achieved through public amenities in the sub-categories of Structured Parking (14.6% incentive), Tower Setback (5% incentive), Public Art (5% incentive), Streetscape (3% incentive), and Exceptional Design (10% incentive).

e. Natural Environment Protection and Enhancement

The Applicant proposes 25% incentive density overall for the Natural Environment Protection and Enhancement category, which is achieved through public amenities in the sub-categories of Building Lot Terminations (BLTs) (5% incentive), Tree Canopy (10% incentive), and Vegetated Roofs (10% incentive).

4. Building Lot Terminations (BLTs)

Prior to building permits for the first 5% of incentive density square footage, the Applicant must provide proof of purchase and/or payment for the required BLTs.

5. Moderately Priced Dwelling Units (MPDUs)

The proposed development must provide MPDUs in accordance with Chapter 25A.

6. Transportation Planning comments

a. The Applicant must obtain access in coordination with the Maryland State Highway Administration (SHA) regarding future site access from Rockville Pike (MD 355).

b. The Applicant's plans must provide the shared use path, SP-41, North Bethesda Trail, along the east side of Woodglen Drive as recommended in the *Countywide Bikeway Functional Master Plan*.

c. At the time of Preliminary Plan, the Applicant must:

- i. pay the special taxing for the White Flint Sector Plan area required at the time when the taxing district is established in lieu of satisfying the transportation Adequate Public Facilities tests;

- ii. dedicate any additional right-of-way along Executive Boulevard Extended to provide the *Sector Planned* recommended 80-foot right-of-way;
- iii. dedicate right-of-way for truncation at the corners of the public roadways adjacent to their site unless a waiver is granted.
- d. At the time of site plan, the Applicant must:
  - i. agree to comply with requirements of participating in the Transportation Management District.
  - ii. provide and show on the plan inverted-U bike racks in front of the main entrances to the buildings and bike lockers in the garages.

7. Future Coordination for Preliminary and Site Plan

The following must be addressed prior to filing the site plan application:

- a. Provide the square footage for each of the Neighborhood Services with a maximum retail bay floor area of 5,000 sf. to be considered for incentive density.
- b. Define ‘Street A’ with sustainable materials and a coherent street streetscape.
- c. Underground utilities within public rights-of-way.
- d. Demonstrate how the proposal will achieve sustainability recommendations, including increase tree canopy; maximization of LEED standards; environmental site design as recommended in the Sector Plan.
- e. Implement the recreation loop along Nicholson Lane as established in the Sector Plan and Design Guidelines.
- f. Implement the Dual Bikeway recommendation along Woodglen Drive.
- g. Provide ways of illustrating how development along Rockville Pike will contribute to the walkable environment envisioned in the Sector Plan.
- h. Consider ways to provide some level of pedestrian sidewalk activation on the outer facing perimeter of the development area.
- i. Consider way to consolidate "fragments" of public use space into one substantial pedestrian priority space internal to the block.
- j. Consider alternative to screen service access points from Private Street A to reduce their intrusion on pedestrian space.
- k. Consider solar orientation when locating building mass in proximity to spaces for public use.

The following items must be addressed prior to filing the site plan application in conjunction with any other items that may be identified at a later stage:

- a. Implement White Flint Urban Design recommendations.
- b. Implement the bikeway and recreational loop recommendations.
- c. Continue the established streetscape in North Bethesda Market I along Executive Boulevard Extended.
- d. Demonstrate how the proposal will achieve sustainability recommendations, including increase tree canopy; maximization of LEED standards; and environmental site design techniques as recommended in the Sector Plan.
- e. Demonstrate compliance with the requirements for streetscape improvements, residential amenity space, and parking in the Zoning Ordinance.
- f. Explore ways to reduce overall parking, including shared parking and incentives in the CR zone.
- g. Underground utilities within public rights-of-way.

- h. Provide schematic elevations illustrating exterior architectural character, proportion, materials, and articulation of the proposed buildings and especially structured parking.

## **APPENDICES**

- A. Agency Letters
- B. Correspondence



DEPARTMENT OF TRANSPORTATION

Isiah Leggett  
County Executive

Arthur Holmes, Jr.  
Director

January 4, 2011

Mr. Robert Kronenberg, Site Plan Supervisor  
Development Review Division  
The Maryland-National Capital  
Park & Planning Commission  
8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

RE: Sketch Plan No. 320110030  
North Bethesda Market II

Dear Mr. Kronenberg:

We have completed our review of the above-referenced sketch plan for this project. The following comments are tentatively set forth for the subsequent submission of a preliminary plan:

All Planning Board Opinions relating to this plan or any subsequent revision, preliminary or site plans should be submitted to the Montgomery County Department of Permitting Services in the package for record plats, storm drain, grading or paving plans, or application for access permit. Include this letter and all other correspondence from this department.

1. Show all existing topographic details (paving, storm drainage, driveways adjacent and opposite the site, sidewalks and/or bikeways, utilities, rights of way and easements, etc.) on the preliminary plan.
2. Necessary dedication for future widening of Rockville Pike (MD 355), Woodglen Drive, Nicholson Lane, and Executive Boulevard in accordance with the master plan. Show additional dedication for 150' right-of-way on Rockville Pike (MD 355) with an additional 12 feet for right-of-way for boulevard configuration.
3. Confirm that the proposed internal east-west and north-south streets will be privately maintained. Provide right-of-way truncations at public street intersections.
4. Grade establishments for all new public streets. Tentative profiles are to be submitted with the preliminary plan. Demonstrate how the proposed roadway alignments comply with the approved master plan.
5. Storm drainage and/or flood plain studies, with computations. Analyze the capacity of the existing public storm drain system and the impact of the additional runoff. If the proposed subdivision is adjacent to a closed section street, include spread computations in the impact analysis.

**Division of Traffic Engineering and Operations**

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## Transit Proximity

At least 75% of the GTA is within 1/4 Mile Radius of the White Flint Metro Station. 82.5% of the Gross Tract Area is within 1/4 Mile Radius of the White Flint Metro Station.

## Neighborhood Services

Project will provide or is within 1/4 Mile of at least 10 different retail services and at least 4 of those uses have a maximum retail bay floor area of 5,000 SF. The project is within 1/4 mile radius of the retail establishments within White Flint Mall and other numerous offerings along Rockville Pike that meet this criterion.

## Minimum Parking

Minimum Parking will receive Incentive Density based on the following calculation:

$$\frac{\text{Max. \# of Spaces (1296)} - \text{Total Proposed Parking (827)}}{\text{Max. \# of Spaces (1296)} - \text{Min. \# of Spaces (358)}} \times 0.20 = 10\%$$

The project will earn incentive density for Minimum Parking through the final formula approved when the final CR Zone Incentive Density Implementation Guidelines have been adopted and the actual number of spaces to be provided is further understood as the design is developed for site plan review.

## Through - Block Connection

The Project will provide an open-air, non-climate controlled, access between streets and may be provided through the first floor of a building that will meet all other required criterion. Per the County's master plan, a new through-block connection, Private Street A is being provided. In addition, a connection is proposed between Private Street A and Rockville Pike to further connectivity.

## Public Parking

Public Parking will receive Incentive Density based on the following calculation:

$$\frac{\text{\# of Public Spaces Provided (120)}}{\text{Total \# of Spaces Provided (827)} - \text{Min. \# of Spaces Required (358)}} \times 0.25 = 6.4\%$$

The project will earn incentive density for Public Parking through the final formula approved when the final CR Zone Incentive Density Implementation Guidelines have been adopted and the actual number of public spaces to be provided is further understood as the design is developed for site plan review.

## Dwelling Unit Mix

The mix of units proposed for the residential portions of this project will contain a minimum of 7.5% studio units, a min. of 8% one bedroom units, a min. of 8% two bedroom units and a min. of 5% of three bedroom or larger dwelling units.

## Structured Parking

Incentive Density will be granted for Structured Parking based on the percent of total spaces provided in above ground parking multiplied by 10% and the percent of total spaces provided in below grade parking multiplied by 20%.

$$\frac{\text{Below Grade (355)} + \text{Existing Bldg. 11333 (55)}}{\text{Total Proposed Parking (827)}} \times 0.20$$

$$+$$

$$\frac{\text{Podium lev. 1 \& 2 (115)} + \text{Podium lev. 3 (136)} + \text{Podium lev. 4 (136)}}{\text{Total Proposed Parking (827)}} \times 0.10$$

$$=$$

$$14.6\%$$

Almost the entirety of the parking provided for this project will be within structured above and below grade parking structures. The project will earn incentive density for Structured Parking through the final formula approved when the final CR Zone Incentive Density Implementation Guidelines have been adopted and the ratio of the actual number of spaces to be provided above ground vs. below grade is further understood as the design is developed for site plan review.

## Tower Setback

The building will have min. tower setbacks of 6 feet from the 1st floor building frontage at or below 72 ft. Our project will have the minimum setbacks as required by the CR Zone Incentive Density Implementation Guidelines.

## Public Art

The project will meet the 5% incentive density requirements by fulfilling at least five of the following goals:

- a. Achieve aesthetic excellence
- b. Ensure an appropriate interaction between the art and the architectural setting in terms of scale, materials, and context;
- c. Ensure public access and invite public participation;
- d. Encourage collaboration between the artist(s) and other project designers early in the design phases;
- e. Ensure long-term durability of permanent works through material selection or a documented maintenance program;
- f. Encourage a rich variety of arts including permanent, temporary(revolving) and event programming;
- g. Increase public understanding and enjoyment of art through interpretive information and/or programmed events; and
- h. Achieve a collection of commissioned art that is unique and contributes in a positive way to the identity of the community.

## Exceptional Design

The project will meet the 10% incentive density requirements by fulfilling 4 of the following criteria

1. Provide innovative solutions in response to the architectural context and surrounding landscape, for example, by rotating floor plates for views or reconciling offset street-walls;
2. Create a sense of place that will serve as a landmark in the community, for example, by creating a distinguishing element that is visible from an important view or at a gateway to an area;
3. Enhance the public realm in a distinct and original manner, for example, by using existing materials and forms in new ways to provide continuity and contrast;
4. Adds to the diversity of the built realm within the community, for example, by introducing new materials, building methods, or design styles;
5. Uses design solutions to make compact/infill living, working, and shopping environments pleasurable and desirable, for example, by retrofitting surface parking lots and single-use retail malls or creating multi-use, pedestrian-dominated realms in previous auto-oriented areas; and
6. Integrates environmentally sustainable solutions, for example, by using storm water management facilities that incorporate best management practices in an apparent and observable way or integrating passive solar features into the visible structure of a building or site.

# Criteria Utilized to Determine Proposed % Incentive Density

## Streetscape, Off-Site

Our site has over 20,000SF of off-site improvements. Incentive Density is granted on a sliding scale equal to the improved area as a percentage of the net lot multiplied by 0.25. The project will earn incentive density (estimated 3%) at site plan when the design is further understood as developed for site plan review.

## Building Lot Terminations (BLT's)

The project will provide BLT's per all applicable regulations and requirements. We understand that we will qualify for 5% Incentive Density through this effort.

## Tree Canopy

Tree Canopy will cover at least 25 percent of the on-site open space at 15 years growth.

## Vegetated Roof

The project will meet the requirements for 10% Incentive Density by providing 33% of roof area as green roof.

<b>Estimated Table of Proposed Public Benefits:</b>			
<b>Public Benefit</b>	<b>Min. %</b>	<b>Max. %</b>	<b>Proposed %</b>
<b>Transit Proximity</b>	0%	50%	<b>40%</b>
<b>Connectivity and Mobility - 30% Limit in Group</b>			
Neighborhood Services	10%	10%	<b>10%</b>
Minimum Parking	0%	20%	<b>10%**</b>
Through-Block Connection	15%	15%	<b>15%</b>
Public Parking	0%	25%	<b>6.4%**</b>
<b>Diversity of Uses and Activities - 30% Limit in Group</b>			
Dwelling Unit Mix	5%	5%	<b>5%</b>
<b>Design Quality - 30% Limit in Group</b>			
Structured Parking	0%	20%	<b>14.6%**</b>
Exceptional Design	0%	10%	<b>10%</b>
Public Art	0%	5%	<b>5%</b>
Tower Setback	5%	5%	<b>5%</b>
Streetscape, Off-Site	0%		<b>3%**</b>
<b>Natural Environment Protection &amp; Enhancement - 30% Limit in Group</b>			
BLTs	5%	30%	<b>5%</b>
Tree Canopy	10%	10%	<b>10%</b>
Vegetated Roof	5%	10%	<b>10%</b>
<b>Total Optional Density *</b>			<b>130%</b>

\* The Applicant has provided public benefits in excess of 100% in order to preserve flexibility at site plan. At site plan, certain public benefits from this chart will be incorporated into the plan so that the public benefits total 100% of the incentive density.

\*\*This is based on current design and may be adjusted at Site Plan.

<b>Optional Method Development Summary</b>	
<b>Standard Method:</b>	0.5 FAR - 95,962.5 SF
<b>Incentive Density:</b>	644,565.5 SF
<b>Total Density:</b>	740,528 SF

## **NEIGHBORHOOD SERVICES:**

1. Whole Foods Market – 1355 Woodglen Drive
2. LA Fitness- 11416 Rockville Pike
3. Borders Books – 11301 Rockville Pike
4. AMC Loews Theaters – 11301 Rockville Pike
5. Gap – 11307 Rockville Pike
6. Dunkin Donuts – 11520 Rockville Pike\*
7. Verizon Wireless- 11520 Rockville Pike\*
8. Davidsen Salon – 11520 Rockville Pike\*
9. Domino's Pizza – 11540 Rockville Pike\*
10. FedEx Office Print & Ship Center – 11560 Rockville Pike
11. Taipei Tokyo Café – 11510 Rockville Pike
12. Fortune Star Buffet – 5541 Nicholson Lane
13. Victoria's Secret – 11301 Rockville Pike

Note: Approximately 94,529 SF of retail is planned as part of this development, in addition to those provided above.