






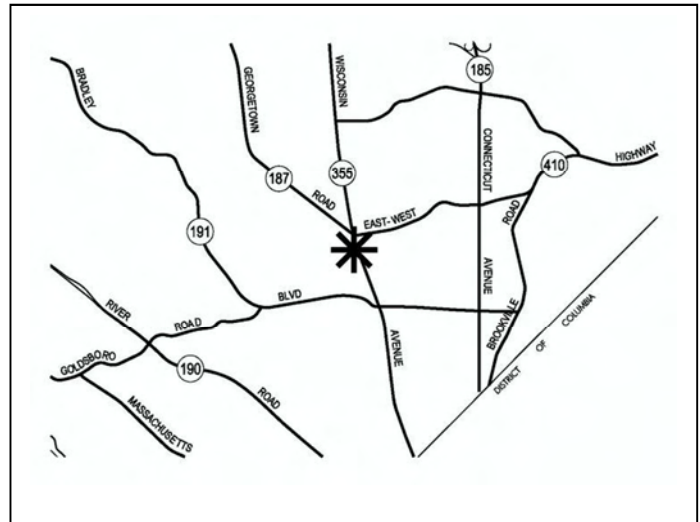
The Artery Building, Project Plan Amendment 91981009A, Site Plan Amendment 81984002A

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Staff Report Date: 11/24/14

Description

Location: Northwest quadrant of the intersection of Wisconsin Avenue and Bethesda Avenue
 Zone: CBD-2/CR-5.0 C-5.0 R-5.0 H-145 (see Summary below)
 Master Plan: Bethesda Purple Line Station Amendment to the Bethesda CBD Sector Plan
 Property Size: 2.19 acres
 Project Plan Amendment: Minor modifications to indoor public amenity space, outdoor public use space, and exterior architecture
 Site Plan Amendment: Minor modifications to indoor public amenity space, outdoor public use space, and exterior architecture
 Applicant: JBG/7200 Wisconsin LLC
 Filing Date: 7/2/14



Summary

- **Staff recommendation: Approval of the project plan amendment and site plan amendment with conditions**
- At the time of the original approvals being amended by this application, the property was zoned CBD-2. Pursuant to the 2014 *Bethesda Purple Line Station Minor Master Plan Amendment to the Bethesda CBD Sector Plan*, the site was rezoned from CBD-2 to CR-5.0 C-5.0 R-5.0 H-145. Under Section 59-C-15.9 (d) of Zoning Ordinance, because the subject site has a site plan that was approved before the application of the CR zone, the Applicant may make minor alterations to a project with a under the original zoning, in this case CBD-2.

PROJECT PLAN AMENDMENT RECOMMENDATION AND CONDITIONS

Staff recommends approval of Project Plan Amendment 91981009A for relocation of the existing art gallery space inside the building, modification of exterior architecture and public use space on the Bethesda Avenue frontage, and modification of exterior architecture on the Wisconsin Avenue frontage, subject to the following conditions and all previous conditions, except as modified by this approval:

1. The Applicant must operate the lobby art gallery for public viewing on weekdays from 8:00 a.m. to 6:00 p.m., holidays excepted. Future changes to the hours of operation may be approved by the Planning Director or his or her designee. This condition modifies condition no. 17 of Project Plan 919810090.

SITE PLAN RECOMMENDATION AND CONDITIONS

Staff recommends approval of Site Plan Amendment 81984002A for relocation of the existing art gallery space inside the building, modification of exterior architecture and public use space on the Bethesda Avenue frontage, and modification of exterior architecture on the Wisconsin Avenue frontage, subject to the following conditions and all previous conditions, except as modified by this approval:

1. The Applicant must operate the lobby art gallery for public viewing on weekdays from 8:00 a.m. to 6:00 p.m., holidays excepted. Future changes to the hours of operation may be approved by the Planning Director or his or her designee. This condition modifies condition no. 6 of the Planning Board Resolution for Site Plan 819840020, dated September 13, 1984.
2. The Applicant must provide wall space in the lobby art gallery, free of charge, for the Bethesda Arts and Entertainment District Board to exhibit one piece of art at any one time by a local artist. The Applicant will have final approval over all works of art included in the lobby art gallery. In addition, the Applicant must provide a plaque to be mounted on the wall of the lobby art gallery next to the contributed art piece, stating that the art is provided by the Bethesda Arts and Entertainment District.

SITE DESCRIPTION

The subject property is located in the northwest quadrant of the intersection of Wisconsin Avenue (MD 355) and Bethesda Avenue. Adjacent and confronting uses include office, retail, and multi-family residential uses. A public parking garage is under construction across Bethesda Avenue as part of the Lot 31/Lot 31 A development (820070180, as amended). To the west of the site is the Woodmont East development, which includes office, restaurant, movie theater, and retail uses as well as the open space between Woodmont Avenue and the entrance to the Georgetown Branch Trail under the rear of the Apex Building. The site is in the vicinity of the Bethesda Metrorail station as well as a proposed southern entrance to the Metrorail station and the terminus of the proposed Purple Line. Elm Street Park is within a few blocks of the subject property.

The subject property is developed with an existing 12-story office building, known as the Artery Building, and a smaller office and retail building that is eight stories tall.



Vicinity Map

PREVIOUS APPROVALS

Subject Site

On May 5, 1983, the Planning Board approved Project Plan 919810090 for a 4.0 FAR mixed use building on the subject property.

On August 4, 1983, the Planning Board approved Preliminary Plan 119830150 for 366,854 square feet of office uses and 26,796 square feet of retail uses.

On July 11, 1984, the Planning Board approved Site Plan 819840020 for 366,854 square feet of office uses and 26,796 square feet of retail uses. This plan was subsequently amended in 1986, 1988, and 1992. These amendments were for minor changes to the project and an additional 1,008 square feet of retail use, and were not given separate application numbers.

Expanded Site

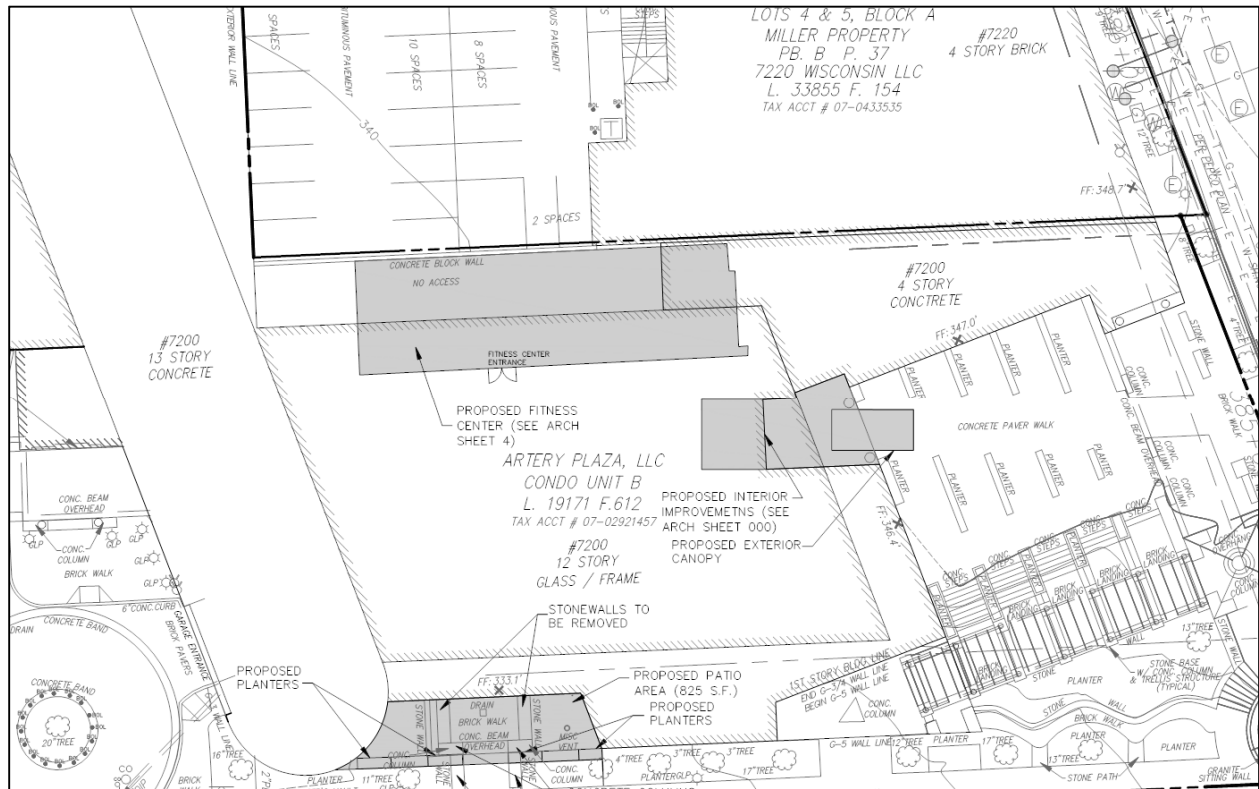
In 2012, the applicant and Street Retail, Inc., the owners of the Woodmont East development to the west of the subject property, collaborated on a combined application including both of the sites, called Woodmont/7200. For this expanded site, the Planning Board approved on April 12, 2012, Project Plan Amendment 92007007B, Preliminary Plan Amendment 12007020B, and Site Plan Amendment 82009008A for 210 multi-family units, 182,950 square feet of hotel use, 81,165 square feet of retail use, and 755,739 square feet of office use. The expanded property for these applications was 5.8 acres, including the entirety of the current subject property.

In a letter dated March 6, 2014, the co-applicants stated their intent to vacate the entitlements approved in the Woodmont/7200 applications (Attachment D). Planning Department staff has accepted the letter, with the effect that the subject property is now controlled only by the approved Project Plan 919810090, Preliminary Plan 119830150, and Site Plan 819840020, and the Woodmont/7200 approvals and applications are no longer valid. Therefore, the applicant does not need to amend the vacated Woodmont/7200 plans to perform the modifications to the building and public use space that are now proposed.

PROJECT DESCRIPTION

The applicant proposes to make several minor modifications to the building and the public use space on the subject property, as follows:

1. Relocation of art gallery space;
2. Modification of exterior architecture and public use space on the Bethesda Avenue frontage; and
3. Modification of exterior architecture at the Wisconsin Avenue building entrance.



Site Plan Amendment

Relocation of Art Gallery Space

The original project plan and site plan approvals included an art gallery inside the building. The Planning Board stated, in its resolution of September 13, 1984, approving Site Plan 819840020, that the art gallery and building lobby should be integrated, with as minimal spatial separation as possible. The resolution states that the final configuration was to be negotiated between staff and the operator of the

gallery, rather than prescribing a specific location for the gallery. Due to security and operational concerns, staff ultimately approved plans to locate the art gallery adjacent to the building lobby, separated by a glass partition wall. While the glass wall provides a level of transparency and visual connection between the two spaces, it does not achieve the permeability originally desired.

The physical separation of the art gallery discourages building tenants and the general public from fully appreciating this public amenity and results in significant under-utilization of the space. Moreover, the applicant no longer holds the security and operational concerns raised at the time of the original approval. Therefore, the applicant is proposing to integrate the art gallery into the building lobby in accordance with the site plan's goal to minimize the spatial separation between the two spaces. Specifically, the applicant proposes to install the art, with lighting, throughout the lobby area. Bench seating will be provided to encourage visitors to sit and view the artwork. The proposed relocation of the gallery will enhance the public amenity space by improving visibility of and access to the art gallery. The existing art gallery space will be converted into a health and fitness center for use of building tenants.

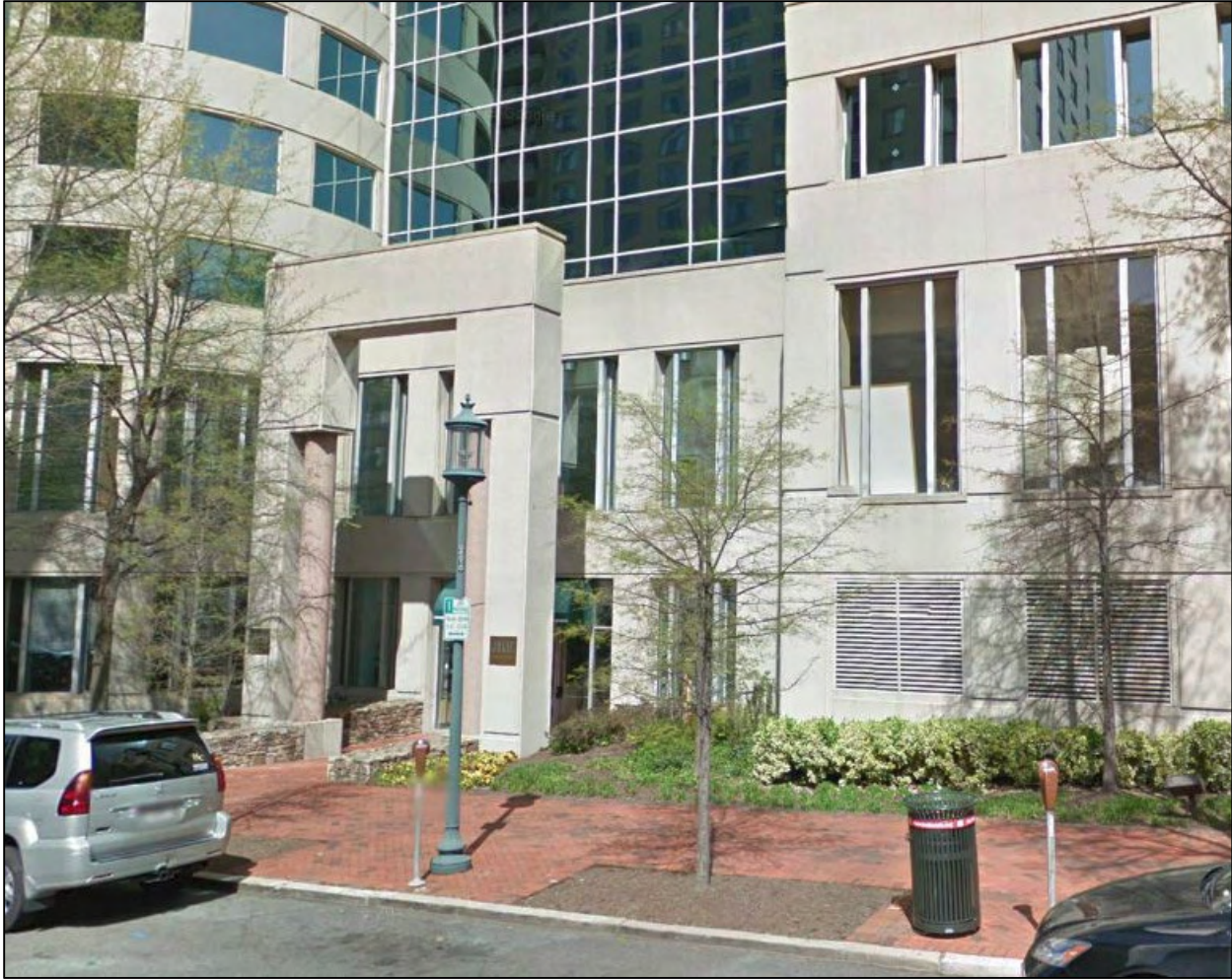
The art gallery lobby will be open to the public Monday through Friday from 8:00 a.m. to 6:00 p.m. A condition of approval is included in the staff recommendation to institute these hours, because the original approval included a condition that required different hours of operation (noon to 8:00 p.m. Monday through Friday and noon to 6:00 p.m. on Saturday). The hours of operation have been agreed to by the Bethesda Arts and Entertainment District Board. In addition, pursuant to an agreement between the applicant and the Bethesda Arts and Entertainment District Board, the staff recommendation includes a condition of approval that requires the applicant to provide, free of charge, wall space for the Bethesda Arts and Entertainment District Board to exhibit one piece of art at a time by a local artist.

Modification of exterior architecture and public use space on the Bethesda Avenue frontage

The applicant proposes to make minor modifications to the exterior architecture and public use space. Specifically, the applicant proposes to remove the existing arch that is located between a public use space area and the sidewalk along Bethesda Avenue. The arch creates a barrier to the 825 square feet of public use space located between the building face and the arch. The location of this large, visually imposing arched entryway inhibits pedestrian activity and renders the public use space unused. Therefore, the applicant proposes to demolish the arch, creating patio area which will activate the street. This patio will be enlarged by converting 600 square feet of landscaped area adjacent to the sidewalk into additional paved patio area, resulting in a 1,425 square-foot patio.

The applicant proposes to convert the patio area into outdoor seating for a restaurant, which is an approved use under the original applications, in the event that a restaurant occupies the adjacent ground floor space. As a result, the on-site public use space would be reduced from the current 31,016 square feet to 29,591 square feet, or 30.9% of the subject property. This exceeds the minimum of 20% required by the Zoning Ordinance.

The applicant also proposes to install decorative metalwork on the wall of building to screen existing parking garage vents. The exact design of the metalwork will be determined by a future tenant.



The existing arch (to be removed) along Bethesda Avenue



Rendering of the proposed Bethesda Avenue frontage

Modification of exterior architecture on the Wisconsin Avenue Frontage

The applicant proposes to modify the exterior architecture of the building at the Wisconsin Avenue building entrance by wrapping the two columns that flank the entrance in metal panels and installing a metal and glass canopy, lighting, paving, and new windows.



Proposed architecture at the Wisconsin Avenue entrance

ANALYSIS AND FINDINGS

Project Plan

In approving Project Plan 919810090, the Planning Board found that the application complies with the purposes and requirements of the CBD-2 zone, conforms to the *Bethesda CBD Sector Plan*, is compatible with and not detrimental to existing or potential development in the neighborhood, does not overburden existing public services nor those programmed for availability concurrently with each stage of construction, and is more efficient and desirable than could be accomplished through the use of the

standard method of development¹. The proposed amendment does not affect the application's conformance with these findings and the Planning Board's prior findings remain valid.

Site Plan

In its resolution of September 13, 1984, approving Site Plan 819840020, the Planning Board found that the application is consistent with Project Plan 919830030; the application conforms to the requirements of the CBD-2 zone; the location of buildings and structures, open spaces, landscaping, and pedestrian and vehicular circulation are adequate, safe, and efficient; and each structure and use is compatible with other uses and other site plans, and with existing and proposed development. The proposed amendment does not affect the application's conformance with these findings and the Planning Board's prior findings remain valid.

COMMUNITY OUTREACH

The Applicant has met all proper signage, noticing, and submission meeting requirements. Notice of the subject amendments was sent to all parties of record. Staff has not received correspondence on this matter.

CONCLUSION

The project plan amendment meets all of the requirements established in the Zoning Ordinance and substantially conforms to the recommendations of the *Bethesda CBD Sector Plan*. Therefore, staff recommends approval of the project plan application with the condition specified above.

The site plan amendment meets all of the requirements established in the Zoning Ordinance. Therefore, staff recommends approval of the site plan application with the condition specified above.

ATTACHMENTS

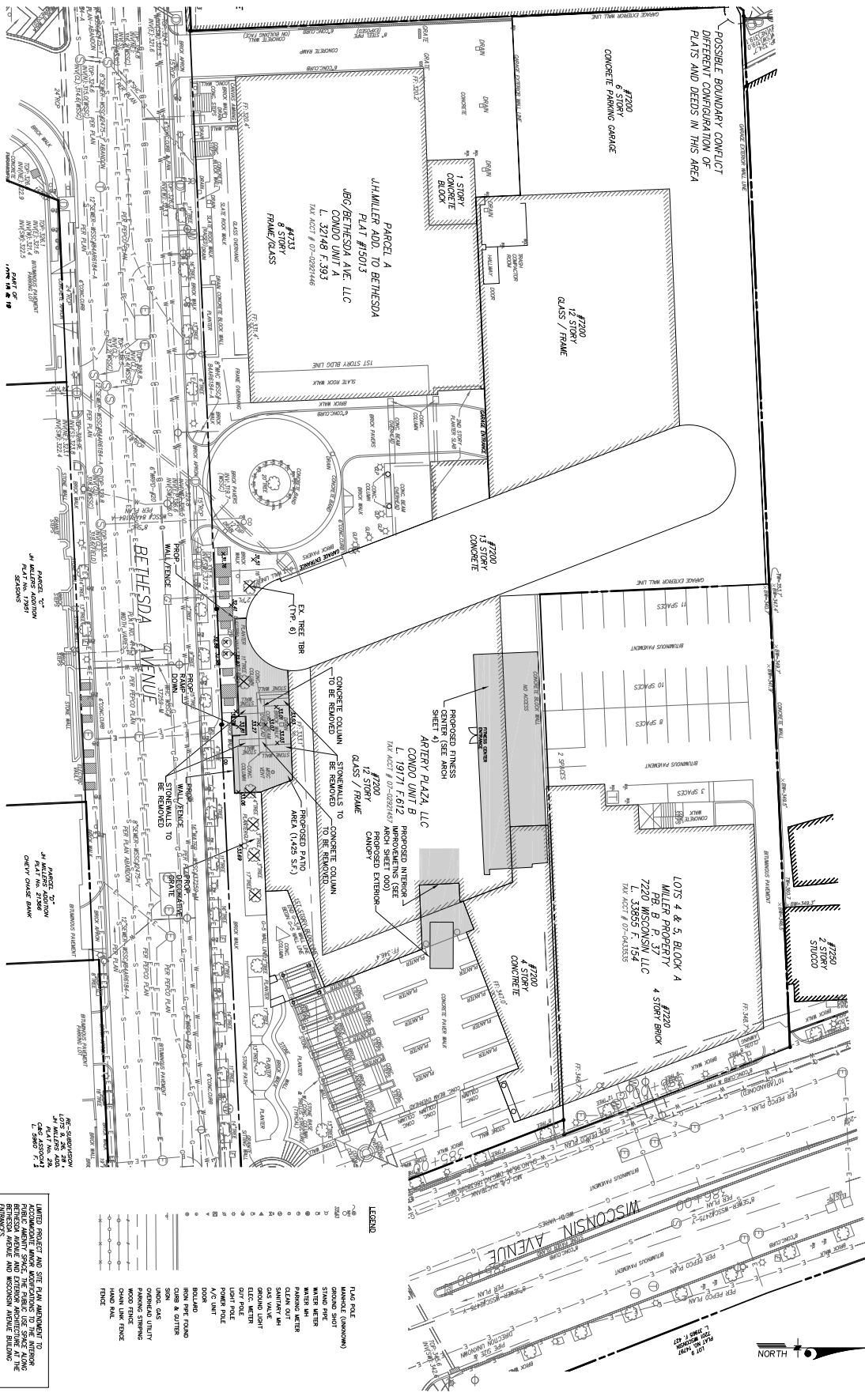
Attachment A – Proposed Project Plan Amendment and Site Plan Amendment

Attachment B – Staff Report for Project Plan 919810090

Attachment C – Resolution Approving Site Plan 819840020

Attachment D – Letter From Applicants Vacating Woodmont/7200 Approvals

¹ Although a resolution memorializing the Planning Board's action could not be found, the attached staff report shows that staff recommended that the Planning Board make these findings, and it is assumed that the Board made the findings when it approved the project plan.



Professional Certificate
 State of Maryland
 License No. 15-0788
 Date: 10/6/14
 Title: C-132
 Exp. Date: 1-5-2018

**THE ARTERY BUILDING
SITE PLAN AMENDMENT A**

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REV	DATE	REVISIONS PRIOR TO APPROVAL

Engineering • Surveying • Planning

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Recommendation

The staff recommends approval of the Artery Organization Headquarters Building, Project Plan #9-21009, subject to the cumulative traffic analysis, the with following conditions:

1. Construction Within Right-of-Way

The applicant will revise the design of below grade parking to remove any construction from the area recommended to be dedicated as right-of-way for Wisconsin Avenue in the Bethesda CBD Sector Plan.

2. Streetscape Improvements

The design, materials, construction method, plant material, type, caliper, and spacing, lighting, street furniture and other features of the sidewalk amenity areas will be reviewed at Site Plan. Undergrounding of overhead utilities will be a part of all streetscape work. At least 5 percent of the sidewalk areas will be custom crafted.

3. Signal and Intersection Improvements

The applicant will agree to provide improvements to street intersections bordering the project and will provide traffic signal modification as required by MCDOT at the time of Site Plan submission.

4. Covenants

The applicant will enter into agreements with the State Highway Administration and with MCDOT, as appropriate, for the installation, liability, and maintenance of non-standard streetscape improvements in the public right-of-way.

5. Total Square Footage

The applicant will reduce to total square footage for FAR purposes to produce a FAR of 4.0, to be demonstrated in the submission for Site Plan Review.

6. Public Art

The design, materials, configuration and construction method of all the items will be detailed for review at Site Plan. The applicant shall provide the following prior to Site Plan Approval:

(a) Identification

Identification of artists and artisans on the design team.

(b) Examples

Specific illustrations of examples of artists and artisans work which are appropriate for this specific site.

(c) Collaborative Process

Establishment (including appropriate documentation) of a collaborative process (in consultation with staff) which will insure a comprehensive integration of ideas and concepts between the team of artists/artisans and the project design team for the purpose of insuring a comprehensive treatment of the art elements identified.

(d) Products

Products (which shall be the results of the collaborative process) in the form of a series of drawings, photographs, maquettes, or other appropriate means to illustrate the specific proposed public art and artisanship.

- Clock - Design, functioning, and lighting to be illustrated for Site Plan Review. The clock design will incorporate decorative or ornamental elements sufficient to make it the visual focus of the clock tower.
- Sundial - Design, materials, scale, functioning to be illustrated for Site Plan Review. The design of the sundial should be educational, inviting tactile response and participation. Strong color or light reflectance should be employed to emphasize the corner location.
- Building Column - The column that forms the visual focus of the pergola will be detailed with design materials and lighting for Site Plan Review. The blank wall behind this column will be treated in some way to complement the column and create visual interest. Ornamental grating with vines growing up, or a textured surface are two possibilities.
- Interior Sculpture - The concept for sculpture that forms the focus of the entranceway axis will be presented to the Board for comment at Site Plan review.
- Tiled Gameboards - Material, scale, and design to be reviewed at Site Plan. Applicant will investigate tile pattern that is visually interesting when not in use, i.e., decorative borders, rendered tiles, unusual colors or textures.
- Ornamental Drinking Fountain - Design, function, and materials to be reviewed at Site Plan. This fountain should be of a scale and design detail to invite close scrutiny and participation.
- Rainwater Spouts - The applicant will investigate more elaborate drain spouts than those shown, so that they will have visual interest in dry weather. Drain detail should be studied also for Site Plan Review.
- Stained Glass - The applicant will install stained glass in some area of the restaurant in a location and of a scale to be clearly seen and appreciated from the outdoor area and that will form the visual focus of the west side of the court after dark.
- Special Lighting - Building and feature high lighting will be reviewed at Site Plan. Special attention will be given to lighting that will extend courtyard enjoyment into the evening hours.

7. Amenity Area Landscaping

The design, selection of materials and containers, planting method, size and type of plant material and lighting scheme for the landscaping in on-site and off-site amenity areas will be part of Site Plan submission.

8. Underground Utilities

Staff recommends that as a requirement for approval under the optional method of development the following conditions be applied:

- (a) Applicant Utility Services - All utility connections requested to serve the proposed new development will be required to be made underground. Note: staff learned that this is already the current PEPCO policy for major new developments in Bethesda, due to scale of service.
- (b) Adjacent Property Utility Services - (a) If undergrounding of utilities for proposed development requires modifications to utility services for adjacent properties, those modifications must be provided by the owner requesting service for the proposed new developments. (b) If off-site improvements are to be provided in the front, side, or rear "yards" of adjacent properties, or in public right-of-way the utilities must be provided underground by the party requesting service for the new development; contingent upon the approval for any and all modifications to front, side, or rear yards by the adjacent owner.
- (c) Utility Service Transition From Underground to Overhead - Transition of service from underground to overhead must be provided by the party requesting service modifications as required to maintain service.
- (d) Detailed Review - Detailed requirements for undergrounding utilities will be addressed for approved Project Plans at Site Plan.
- (e) Coordination - The location of underground utilities shall be coordinated with WSSC.

9. Standards for Comparison

In the event that applications involve uses and densities that, in total, would generate more trips than available, this application shall be compared and numerically ranked by the Planning Board (after a staff recommendation) based upon the degree to which this application meets the STANDARDS OF COMPARISON described on page 13-14 of the 1982 Amendment to the Bethesda CBD Sector Plan.

10. Maintenance Organization

The applicant shall draft and provide (for Planning Board approval) agreements for the formation of a maintenance organization. These agreements shall describe the two part structure of the maintenance organization: Part 1 - responsibilities of this applicant; Part 2 - the applicants component responsibilities of a maintenance organization to be composed of representatives of all approved Bethesda project plans. Agreements to bring the organization into reality are to be required prior to issuance of an occupancy permit for the subject application and the realization of such agreements are made a condition of approval of this project plan.

11. Water Supply and Sanitary Sewer

An amendment to the CIP providing for the construction of a 16 inch water main in Woodinon Avenue extended, or WSSC-approved equivalent, per WSSC letter of March 30, 1983.

Authorization and construction of sewer along Bethesda Avenue to the Willett branch replacement sewer as necessary to serve the proposed project or WSSC-approved equivalent, per WSSC letter of March 30, 1983.

12. Stormwater Management

Written verification shall be submitted from the Montgomery Soil Conservation District (MSCD) prior to Site Plan approval that on-site stormwater management (SWM) is not needed, and a SWM waiver has been or will be granted. Information on the adequacy of storm drainage, water quality, and appropriate best management practices shall be provided at time of Site Plan submission.

13. Air and Noise Pollution

Estimates of air quality and noise pollution levels expected to occur at the completion of this project shall be developed using appropriate models. Information in these areas include: (a) plans showing the proposed location and spatial relationships of building/ garage fresh air intakes and exhausts; (b) analysis showing compliance with Federal, State, and County standards; (c) technical review of the sensitivity of the proposed activities in the amenity spaces to estimated pollution levels; and (d) concept plan for mitigation measures, if necessary. This would include the cost, type, and location of measures recommended. The above information shall be submitted for review at Site Plan.

14. Staging

Construction of the Artery Organization Headquarters Building must have begun within the zoning ordinance time period requirements or the project plan shall be considered void unless the Planning Board extends the time period in accordance with zoning regulations and the Amendment to the Bethesda CBD Sector Plan recommendations.

15. Parking

Final determination of parking required to meet zoning ordinance requirements shall be made prior to Site Plan Approval. The applicant will provide secure storage for 100 bicycles on site for use of office building and retail employees, and a bicycle rack for at least 15 bicycles in a visible place convenient to the courtyard amenity area.

16. Clock Tower and Pavilion Design

The applicant will coordinate the designs for the clock tower and pavilion on Wisconsin Avenue so that they have a positive relationship (possibly with common forms or elements) to the pavilion proposed for the Gateway project across Wisconsin Avenue, in the event that both projects are approved. The architects for the two projects and the staff will investigate these possibilities together prior to Site Plan approval.

Rationale

INTRODUCTION

The recommendation preceding this section is based on the following thinking which summarizes the advantages and deficiencies of the application. More extensive discussion of these points can be found in the Section III, Findings.

PROJECT DESCRIPTION

The Artery Organization Headquarters Building is an exceptionally good Optional Method application. The conception and development of the ideas is excellent, and the staff is confident that the project will create one of the most memorable urban pieces in Bethesda. The sensitive thinking embodied in the proposal is akin to that which makes notable buildings from past eras evocative of their time. There is an apparent commitment to quality and a skillful manipulation of style. The project is a credit to the benefits of excellent professional guidance.

The staff commends the development team for taking a cooperative, comprehensive approach to the internal and urban considerations for the project. Staff followed with interest the numerous studies for various massing and building configuration alternatives which were investigated by the team. The architects, and especially the landscape architects, are to be commended for a completely professional, thorough, and imaginative approach to the urban design responsibilities of the project. The suggestions by the staff prior to application were taken up eagerly and seriously considered. The staff rarely sees such a well organized, incremental and persuasive development of essential ideas. Perhaps the greatest credit should go to the Artery Organization officers who encouraged the designers to exercise their talent and who have supported a development of unusually high quality with the full knowledge that the financial responsibilities will be great. The presentation of the application is also first rate, with careful attention given to the considerations the staff must make in forming a recommendation, and with extensive development and good organization of the information. Two detailed models were built, one of which is large scale to show the courtyard area and the entrance concourse to the best advantage.

The Artery project occupies an "L" shaped site on the northwest corner of Bethesda Avenue and Wisconsin Avenue approximately three blocks south of the Metro station. The site contains one eight-story office building with retail on the ground floor which will be retained and several small one and two-story commercial buildings on Wisconsin Avenue including the Government Services Savings and Loan, a luggage shop, a health food store and a grill-restaurant. Immediately to the north of the site is the four-story building containing Sloane's furniture. Single-story warehouses and a cafe building lie to the west of the project. The site contains 95,578 square feet and the proposal requests a Floor Area Ratio of 4 to produce a total of 382,312 square feet, with 26,654 square feet of retail use. In order to take advantage of the "L" shaped site, and to integrate the existing office building into the proposal, the applicant chose to place the elevator core at the angle of the property and to develop two office "wings" which append to this core, one toward Wisconsin Avenue, and one toward the northwest. This places the elevator lobby well away from Wisconsin Avenue. The potential disadvantage of this placement has been

deftly overcome by developing a very interesting pathway through the site, a series of outdoor-to-indoor spaces that, progress along an axis almost in classical form. A large space along this path is proposed to be run as an art gallery, an interesting combination of lobby, public space, and business. This entrance axis terminates in a glassed-over indoor garden and sculptural point for focus. This could well be the most grand approach to an office building lobby in Bethesda. (See Figure #8.)

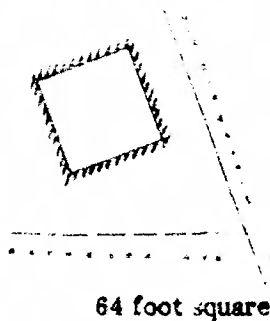
Amenity Areas

The office wing that projects toward Wisconsin Avenue is eleven stories high. This element sits well back from Wisconsin to allow a courtyard entryway and public amenity area which is contained on the west and north by the building mass on the south by a planted pergola and on the east by a columned screen wall. The court will function as an "urban garden" featuring planted areas, sitting steps, the building entranceway expressed in a "carpet" in the pavement, and an outdoor cafe. The first three to four floors of the building are designed to contrast with the upper stories and will form a "base" that runs around the courtyard and down Bethesda Avenue the length of the project. Staff opinion is that this base is a good organizing element but that its appearance as illustrated is too "blocky" and lacking in finesse compared with the other elements of the project. (See Figure #13.) A restaurant is planned to look over the forecourt, and the new offices of Government Services Savings and Loan and will form the north edge of the court, with a clock tower for identification on Wisconsin Avenue. The forecourt is very handsomely designed and will receive full sunlight from the south.

A motor entry to the project will be located midway down Bethesda Avenue and will serve as parking access and as an entrance to the drive-in banking facility under the office block. (See Figure #9.) A drive-in banking window in this area of the CBD is acceptable, and in this case has excellent access from Bethesda Avenue. It is totally out of view of the sidewalk areas as well. Service vehicles will enter the site along the western boundary and will utilize a service court behind the existing office building. The site accommodates all the required parking in several below grade levels and several above grade levels in the rear corner; none of the above grade parking will be visible to Wisconsin Avenue on Bethesda Avenue.

The completeness with which the application treated the on-site amenity areas extends to the streetscape off site. The application extends street improvements up the west side of Wisconsin Avenue to the B&O tracks, and along the north side of Bethesda Avenue to the Woodmont Avenue crossing (Figure #2). Where possible, especially along Bethesda Avenue, a double row of trees is proposed. The staff heartily endorses this proposal as well as the close spacing of the trees (20 feet). This spacing is closer than agreed to by MCDOT and will require approval of that agency. The off-site extensions are generous in their length and are indicative of the quality of the project. The street trees, planted 20 feet on center and in large caliper sizes will result in an impressive greening of the street from the day of planting. A large sculptural sundial is proposed to accent the primary street corner of the project.

Since the explanation of the primary amenity area is very complete and the "thumbnail sketches" illustrating the concepts so useful, the staff has chosen to insert the following portion from the application (pages 17 & 18).



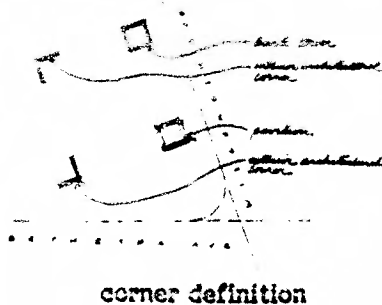
Another major component of the amenity package proposed by this Application is the creation of a successful urban place at the intersection of Wisconsin and Bethesda Avenues.

A successful urban place is considered to be one which is:

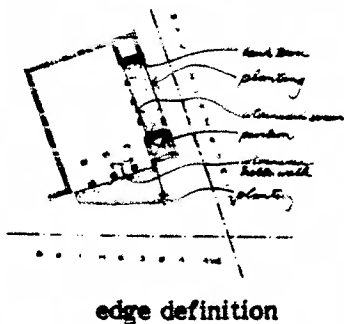
perceivable,

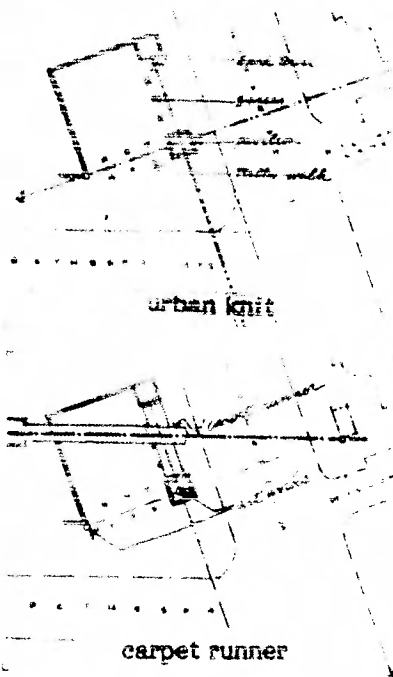
integrated,

animated.



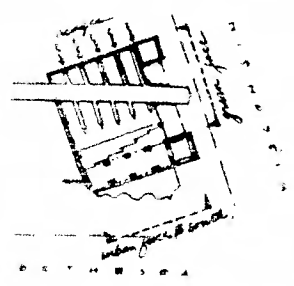
Simple geometric form and strong enclosure will make the Artery Headquarters plaza clearly perceivable. Sixty-four feet square, the plaza's corners will be established by four distinct architectural features. Its edges will be defined on two sides by architectural facades and on two sides by open colonnades and planting. A colonnaded trellis walk will form the south edge of the plaza. The plaza will clearly enclose itself (offering a sense of psychological comfort) while remaining open to the city (contributing to its liveliness).





urban knit

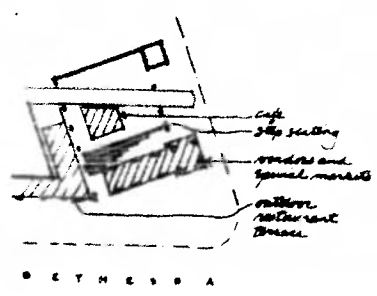
carpet runner



blended character



open to city

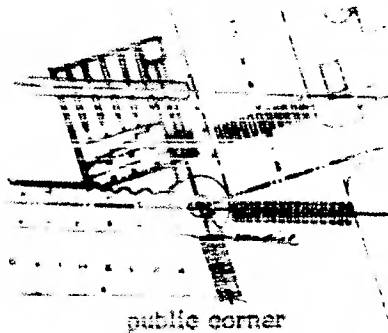


programming

The plaza will be integrated into Bethesda through its organizational layout and its articulated character. Physically the space will be knit into the larger fabric of the CBD, and that fit will be sensed and understood in its daily use. A pavilion-like tower will define the east corner of the bank, reflecting a pavilion at the southeast corner of the plaza. These spatially defined pavilions and colonnades will align with various off-site axes of pedestrian and vehicular movements. The axis of the building entry and proposed interior gallery and garden will be extended to the street as a "carpet" of special pavement. These various axes identify opportunities for artworks that in turn reinforce their alignments.

The character of the Artery Headquarters plaza will be integrated into Bethesda by blending the best of the emerging urbanism of the CBD, manifest in projects such as the planned Metro Centre complex, with the best town-like quality of Bethesda, represented so beautifully by the Farm Women's Cooperative Market. The plaza, simple and refined, will be relieved by a series of rich, green, clipped hedges. The hedges will open the space to the southern sun. From above, or from Bethesda Avenue, the plaza will appear to be primarily hard materials. From Wisconsin Avenue the plaza will be seen as a series of overlapping hedges and will appear to be primarily green. The space will combine urban plaza and urban garden in a manner unique to Bethesda.

The space will be animated through its openness to the CBD and its programming. As a whole, the space can be viewed as an inviting city-sized "foyer" through which people will pass, see and be seen. The foyer will house a restaurant terrace, an informal cafe and opportunities for daytime vendors, special market activities and lunching. The stairway will offer sunny casual "theater" seating viewing the public corner and backing the semi-public upper terrace.



A public corner centering on a sundial is proposed at the intersection of Wisconsin and Bethesda Avenues. Its position will reinforce the basic axial organization that again knits the Artery Headquarters development into the larger urban fabric.

Another important amenity proposed by the Applicant is the creation of a screen loggia projecting from the base of existing eight-story office building on the site. This loggia, which is planned as a continuation of the screening treatment of the new building, will reinforce the pedestrian scale of the development.

A 4,822 square foot art gallery is planned for the lobby of the Artery Headquarters Building. This gallery will enrich the passage from the entrance of the building to the elevator cores. The Applicant will subsidize this use, as necessary, to insure its viability.

Finally, premium paving materials surrounding a single major shade tree at its center are planned for the motor court to be provided between the existing building and the proposed building on Bethesda Avenue, thereby enriching the motorist's experience of the site.

The project proposes to devote one percent of the construction budget to artistic embellishment. For a project of this scale, this represents a sizeable sum, and the staff is comfortable that the art budget can be effective. The ideas for embellishment are clearly stated in the following section from the application (pages 19 & 20):

The Applicant has identified a number of elements which will receive special artistic treatment and which will be the subject of the not less than 1% of hard construction costs budget mentioned earlier. The Applicant has solicited and received a proposal for these art elements from the Fendrick Gallery in Washington, D.C. This gallery has recommended to the Applicant the works of Albert Paley and Kenneth Frederick von Roenn, whose brochures and resumes are attached as Exhibit "A". The work of these artists is representative of the quality of work which the Applicant intends to provide in the building. The Applicant's architect and landscape architect have prepared a number of sketches of conceptual artistic treatment which are attached as Figures 1 through 5. The Applicant intends to commission outstanding artists to carry out the spirit of these concepts.

Among the planned artistic treatments are the clock within the bank tower, which will be embellished with decorative hands and numbers. It is envisioned that GSSL will participate with the Applicant in the final selection of a clock design for the bank tower, with the possibility of the traditional placement of the bank name on the face of the clock.

A sundial will be located at the focal point of the intersection of Wisconsin and Bethesda Avenues. It is contemplated that the stylus of the sundial will be approximately 11 feet. Materials are envisioned as concrete and steel. Figure 1 illustrates the axial relationship of the sundial, pavilion and clock tower.

A building column, located on axis with the Willow Street sidewalk, will also receive special treatment as a sculpture in relief or a fabricated steel sculpture wrapping around the column. Figure 2 illustrates the axial relationship of the column to the stepped colonnade on axis with Willow Street.

An interior sculpture, approximately 8 feet high, will be used to mark the axis within the lobby. Figure 3 depicts the role of such a sculpture as the termination of the entrance axis.

Tiled gameboards will be inlaid in the plaza paving. Game pieces will be supplied by the users themselves. Figure 4 illustrates the type of gameboard feature which will be provided.

The Applicant will also provide an ornamental drinking fountain or other artistic feature in the pavilion. Figure 5 is a prototype of the kind of artistic feature which will be placed in this location.

Rainwater spouts and drains within the stepped area of the plaza will also receive artistic treatment. The Applicant is planning bronze gargoyle-shaped spouts, approximately 12 to 15 inches high, such as those illustrated in Figure 4.

The Applicant intends to provide stained glass for some areas of the restaurant, most notably windows facing Bethesda Avenue. However, the exact location and amount of stained glass treatment has not yet been determined and it is envisioned that the restaurant operator will participate with the Applicant in making this decision.

Finally, special effects lighting will be used to mark the entrance of the building and to highlight the above artistic elements where appropriate.

In summary, the staff believes that the proposed project will make a nice introduction to the Central Business District from the South, and that by its strong and delightful character and generous street treatment will be an outstanding encouragement to transit use, even though several blocks away. The staff has not identified any major shortcomings in the design of the project. According to staff calculations, the proposal is too large by about 600 square feet. A condition is proposed to deal with this overage. A few comments about some detail areas are given as "food for thought" in the Findings section, but are not included as conditions for approval.

Findings

Sections 59-D-2.41 and 59-D-2.42 establish the findings which must be made by the Board and the basis for its consideration of an Optional Method application. In accordance therewith, the staff makes the following findings:

Finding #1 Meets Purposes and Requirements of the Zone

The Zoning Ordinance states:

"It would conform with all of the purposes and requirements of the Zone."

Staff finds that the project plan meets the purposes and requirements of the CBD-2 Zone as conditioned in the Recommendations.

PURPOSES

These zones are designed to accomplish the following purposes:

- (a) "To encourage development in accordance with an adopted and approved Master or Sector Plan by permitting an increase in density and intensity where it is in conformity with the Sector Plan and the site plan is approved on review by the Planning Board."
- (b) "To permit a flexible response to development to the market as well as to provide incentives for the development of a variety of land uses and activities in Central Business District to meet the needs and requirements of workers, shoppers, and residents."
- (c) "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."
- (d) "To promote the effective use of transit facilities in the Central Business District and pedestrian access thereto."
- (e) "To promote improved pedestrian and vehicular circulation."
- (f) "To assist in the development of adequate residential areas for people with a range of different income."
- (g) "To encourage land assembly and the most desirable use of land in accordance with a Sector Plan."

ADDITIONAL PURPOSES

In the CBD-2 Zone, it is further the purpose:

- (a) "to provide a density and intensity of development which will permit an appropriate transition from the cores of central business districts to the less dense peripheral areas within and adjacent to the districts; and"
- (b) "to provide an incentive for the development of residential uses to meet the needs of those employed within the central business districts and those who will be able to use the district transit facilities to travel to and from places of employment."

CONFORMANCE WITH PURPOSES

Conformance with Bethesda Central Business District Sector Plan

The application is in substantial conformance with the Bethesda CBD Sector Plan, as amended. The basis for conformance is discussed under Finding #2, "Conforms to the Bethesda CBD Sector Plan."

Flexible Response to Market and Incentives for Development

This application responds to the incentives of the CBD-2 Zone and the provision of the Bethesda CBD Sector Plan, as amended. The application includes retail shops, a restaurant and offices--thereby responding to the needs of workers, shoppers and nearby residents. The applicant also proposes to provide opportunities for outdoor vendors, presumably in the plaza area.

Desirable Relationships

The Artery project consists of a new eleven-story office building of two wings attached to a slightly skewed elevator and service core, and of an existing eight-story office building which will be blended into the new construction with a new base treatment and consistent landscaping. Other tall buildings in the vicinity include the Four Seasons Apartment building at 16 stories, the Ford Building at Wisconsin and Leland one block to the south, and the Air Rights Complex to the northeast. The Artery building office wings rise to 122 feet above Wisconsin Avenue and to 115 feet along the B&O tracks (measured from the Wisconsin Avenue level), with the central core area penthouse projecting to approximately 150 feet. The CBD-2 Zone allows construction to 143 feet. The Artery building will be lower than all the aforementioned neighboring buildings. By breaking the building area into two wings divided by a prominent (and contrasting) core area, and by providing a contrasting "base" element, the designers have broken up the bulk of the building in a very convincing way, so that the apparent size is less than the actual size. Staff believe that the building will fit nicely into its context of high and low buildings, filling in what is now a "low" area, but not projecting so high as to be objectionable from the lower intensity zones to the west. (See Figure #16, Axonometric Drawing.)

The relationship of the proposed development to pedestrian circulation is excellent. The project will greatly improve the sidewalk environment for over 1,100 feet of frontage along Wisconsin Avenue in the path to Metro, and along Bethesda Avenue, probably the most important pedestrian path to the

Arlington Road area from the lower CBD. The location of County Parking Facility (#31) on Bethesda Avenue is an important factor in this. The design of the courtyard area at the corner will also attract pedestrians to "cut the corner" in a most pleasant way, walking up the vine-covered pergola or traversing the steps with their decorative insets and gameboards. The potential for a mid-site pedestrian link to the north is discussed under Improved Pedestrian Circulation.

The relationship of the project to vehicular circulation is also very good, owing to the long property border on Bethesda Avenue. A major motor entry serving garage and drive-in bank occurs in the center of this length and downhill from Wisconsin Avenue. A service drive at the western border allows for truck entry and a second garage access/egress. All service will be handled on site in a well-organized system of docks and service corridors. No vehicular access will impinge on the major pedestrian zone along Wisconsin Avenue.

Effective Use of Transit Facilities

The Artery Organization Headquarters Building will help encourage transit usage by greatly improving pedestrian pathways in the lower area of the CBD, and by providing an attractive "anchor" space in the form of the courtyard or "urban garden." With such an attractive destination and an improved pathway, staff believes that employees and visitors will find the three block walk easy and pleasant.

Improved Pedestrian Circulation

The project makes significant improvements to the sidewalk environment and provides an attractive urban space within easy walking distance of thousands of employees and residents, as described in the preceding sections.

Improved Vehicular Circulation

There are a total of three existing driveways along the north side of Bethesda Avenue between Wisconsin Avenue and the building that is going to be retained as a part of this project. The driveway just to the east of this existing building will be rebuilt to provide access to the proposed drive-in bank as well as access to a portion of the parking garage that is proposed. The other two driveways between the existing building and Wisconsin Avenue will be eliminated. There is also an existing driveway just west of the existing building that is going to be retained to provide access to parking that exists under this building, as well as providing access to another portion of the parking garage that is proposed. Access to an existing truck loading area is also provided by this driveway for single unit trucks. Access to a truck loading area being proposed for larger tractor-trailer trucks is also provided by this driveway. Staff is concerned that very large trucks may not easily negotiate the access to the truck docks with the building columns located as shown. There are no existing or proposed driveways planned for the portion of Wisconsin Avenue adjacent to this project.

Sight distance for the proposed driveway and demonstration of truck dock effectiveness should be carefully reviewed at Site Plan.

All vehicular access to this project will be provided by Bethesda Avenue which is a two-way street with traffic signals at Wisconsin Avenue and at Arlington Road. Since left turns are permitted for the northbound to westbound movement at Bethesda Avenue and Wisconsin Avenue, access is available from the south as well as the north from Wisconsin Avenue. With the programmed extension of Woodmont Avenue, access from the north will also be available from Woodmont Avenue. Access from the north and south will also be provided by Arlington Road.

MCDOT has indicated that some improvement of the Wisconsin Avenue/Bethesda Avenue intersection may be needed, as well as signal improvements, and that these improvements should be installed by the developer. This is recommended for review at Site Plan.

Residential Use

The Bethesda CBD Sector Plan Amendment states that: "residential is desirable on this site." (Page C-20.) Appendix B of the Sector Plan Amendment states that several conditions could make provision of residential units more feasible. Interest rates have been much lower in recent months. This is a large project where some of the land value could have been recovered from the office and retail space in the project. During the hearings of the Sector Plan Amendment, the applicant testified against a requirement to provide a residential component in certain areas. However, a design was submitted which suggested to staff the feasibility of including a separate residential structure on the site.

The application proposes no residential units. The Sector Plan Amendment encourages residential by providing incentives, under the staging and administrative procedures, but residential is not required.

Land Assembly and Desirable Land Use

The ownership of this property in the application includes The Artery Organization, Inc. and the two Maryland Limited Partnerships, Artery-Bethesda Association and 4733 Associates. The applicants statement of unified control is contained in a February 7, 1983 letter from Jack I. Luria to Jonn L. Westbrook, found on page 7 of the application. The size of the assembly is 95,578 square feet. The proposed retail and office land uses are desirable and in accordance with the Bethesda CBD Sector Plan.

Orderly Transition of Density and Intensity from the Core in the CBD-2 Zone

The design of the project provides an orderly transition of density and intensity from the core in the CBD-2 Zone. The project scale is appropriately related to nearby buildings. The height of the office tower is 122 feet to the roof line. The peak of the mechanical penthouse roof is 150 feet. The 11-floor office tower is lower than the 16-floor apartment building south of Bethesda Avenue. It also relates well to the 8-floor office building which will remain on the site. Fronting on Wisconsin Avenue is a four level portion of the building and clock tower which rises to 72 feet. This lower height complements the height of lower level buildings along Wisconsin Avenue.

CONFORMANCE WITH LAND USES

The retail and office uses are consistent with the list of permitted uses identified in the Zoning Ordinance. Permitted uses to be included within the structure include a restaurant, a bank, several retail shops, and the office tower. An art gallery is also proposed, as an interior project amenity.

CONFORMANCE WITH DEVELOPMENT STANDARDS

The following table compares information in the application with the development standards in the Zoning Ordinance and the guidelines in the Bethesda CBD Sector Plan, an amended. The application is in general conformance with these standards and guidelines.

The data provided by the applicant (page 44), listing the floor area of each level of the project, shows some variation from the area calculated by staff. Staff calculations of floor area were used in the Data Summary Table. Staff calculations show the application exceeding the allowable FAR by 647 feet. Site Plan, the application will be scaled to meet the FAR limits.

TABLE I
DATA SUMMARY
ARTERY HEADQUARTERS, #81009

Item	Permitted/Required/Guidelines		Provided	
Parcel Size	22,000 SF min.		95,578 SF =2.2 acres	
FAR	CBD-2 = 4 FAR O.M.		4.007 FAR	
Overall Floor Area including cellar			FAR	+ Cellar
	Retail 12 % (.5 FAR)	47,789 SF	21,680 SF	- 8,069 -8%
	Office 88%	334,523 SF	359,787 SF	+ 4,134 SF =91%
	Miscellaneous	-----	5,492 SF	=1%
Total		382,312 SF	382,959 SF	12,203 SF
PM Outbound Trips				
	Retail	93	58	
	Office	385	414	
	Lobby (Gallery)	--	9	
	Total Trips	478	477	
	Less Existing	-159	-159	
	Net Additional	319	318	
Amenity Area	On Site	19,116 SF =20%	32,966 SF* =34%	
	Off Site		9,855 SF =10%	
			42,821 SF* Total	
Parking		895 cars	895 cars	
Height	CBD-2	143 feet	122 feet	

* Includes 4,822 square foot art gallery.

Finding #2 Conforms to the Bethesda CBD Sector Plan

The Zoning Ordinance states:

"It would conform to the approved and adopted Sector Plan."

Staff finds the proposed development in conformance with the 1982 Amendment to the Bethesda CBD Sector Plan as well as the 1976 Bethesda CBD Sector Plan as conditioned in the Staff Recommendations.

TRANSPORTATION PLAN

The subject project plan does not conflict with the transportation portion of the Sector Plan.

LAND USE PROPOSALS

Land Use Plan

The Land Use Plan, Figure 12, page 83 of the Bethesda CBD Sector Plan shows the location of the project as being appropriate for "Medium Density Mixed Commercial." The property in the application is zoned CBD-2, which provides for mixed-use projects of medium intensity.

Core Area Land Uses

The application provides for a mix of uses that have potential for adding vitality to the project. The Sector Plan states that it is desirable to extend such vitality to the evening hours. While the restaurant should contribute to this objective, it is desirable to have the art gallery open during the evening also. This should be required as a condition of Optional Method approval.

Boundary Areas Plan

The project is located near several boundary areas, as identified in the Sector Plan. However, due to the nature of the intervening commercial land uses the project will not pose a visual intrusion on nearby areas. The closest residential area is the apartment building located with the CBD-1 Zone. The design of the building area facing Bethesda Avenue is varied and softened by the landscaping, thus providing a suitable transition to the residential use. Residents approaching the project from Willow Lane will be greeted by the pleasant view of the corner plaza. Residents along Leland Street will have a limited view of the new structure due to the intervening apartment building, the spacious separation of the public parking lot, and the future Woodmont Avenue.

Design Objectives of the Sector Plan Amendment

The Artery project accommodates the Design Objective of the Sector Plan Amendment in the following way:

- (1) Encourage development of properties which can best enhance the pedestrian pathway system and transit usage by linking and extending outward from the Metro station. Such an integrated pedestrian circulation system should consist of sidewalks

in public rights-of-way (including privately developed public pathways and public places) and other pedestrian places in public ownership such as parks and transit facilities.

- The project will improve the Wisconsin Avenue sidewalk, west side, from Bethesda Avenue to the B&O tracks.
- (2) Provide an improved and enhanced sidewalk environment by means of appropriate materials, landscaping, lighting, graphics, street furniture, and design.
- The Wisconsin Avenue and Bethesda Avenue sidewalk improvements will include extensive street landscaping, premium paving, lighting, and appropriate street furniture. Staff recommends a condition for underground utilities for all sidewalk improvements.
- (3) Encourage developments that produce a coherent and visually meaningful grouping of buildings which are well related in terms of spacing, bulk, and scale; include buildings which will be designed as outstanding landmarks.
- The project blends well with the varied building size in the area by breaking the bulk into several sections at several different heights. The exposed location and distinctive building configuration and articulation will put the project into a landmark category.
- (4) Encourage pedestrian activities through designs which reinforce the street edge with appropriate pedestrian shopping opportunities and create "people places" that generate pedestrian activity.
- The "urban garden" will become a first-rate "people place," reinforced by the restaurant and outdoor food service, by the vending area under the pergola, and by the sunny sitting steps which staff predict will become a favorite "bag lunch" location. The imaginative landscaping, including hedges, seasonal floral plantings, vines, and potted trees, will add to the attraction.
- (5) Conserve the existing positive attributes of the Bethesda CBD by preserving admirable existing building uses, existing landscaping, and design features. These attributes will contribute to a distinct "sense of place" that commands the attention of visitors and is easily remembered. These positive characteristics should be taken into account in the design of nearby parcels.
- The site does not contain landmark structures or notable existing landscaping.
- (6) Provide a management organization which can efficiently and effectively provide maintenance and repairs, program activities and sponsor events. Security and management of the public areas (sidewalks, public places, and streets) are other responsibilities for such an organization. The organization could be patterned after the maintenance corporation planned for the Metro Center.
- The applicant has agreed to participate in a management and promotion organization.

Conformance to Site Design Considerations

(a) Mixed Use/Office and Retail.

- The project provides these uses.

(b) Streetscape Improvements.

- Wisconsin Avenue between Bethesda Avenue and the railroad.
- Bethesda Avenue between Wisconsin Avenue and the railroad.
- The project improves with the areas above with excellent street treatment.

(c) Amenity: "People Place" along Wisconsin Avenue including outdoor cafe, landscaping, fountain, retail arcade around corner of Wisconsin Avenue and Bethesda Avenue.

- The project provides an excellent urban space with a restaurant, outdoor cafe, food vending and appropriate planting and embellishment as described in the Rationale and Finding #5.

(d) Three story facade along Wisconsin Avenue; remainder of building to be setback.

- The bulk of the project sits well back from Wisconsin Avenue. A 4-story bank wing extends out along Sloane's Furniture Store and terminates in a clock tower. In the context of adjacent buildings, the staff finds the 4-story wing appropriate.

(e) Residential is desirable on this site. A 4 FAR project containing 1 FAR residential could result in 82 DU's and an overall reduction of 102 trips.

- The project provides no residential use. While this means that a potential trip reduction has not been utilized, staff finds that the office development with amenities is desirable in its own right.

MATTERS OF ENVIRONMENTAL CONCERN

This application has been found in conformance with the Sector Plan in areas of water supply and distribution and energy conservation. Satisfaction of conditions stated in Recommendation section will allow a finding of substantial conformance with other areas of environmental concern relating to sanitary sewerage facilities, stormwater management, air and noise pollution.

Water Supply and Distribution

According to the applicant, water-saving devices will be installed in all plumbing fixtures.

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Information in the application is sufficient to make an assessment of water facilities. See Finding #4 for more information.

Sewerage Systems

Information in the application is not sufficient to make an assessment of the sewerage system. WSSC has determined that the existing 8" line in Bethesda Avenue (south and west of the project) is adequate. A more detailed analysis in consultation with WSSC is needed. See Finding #4 for more information.

Stormwater Management

The application is within the watershed of Williett Branch, a tributary of Little Falls Branch. No new impervious areas are created by this development; in such cases, the Montgomery Soil Conservation District (MSCD) generally does not require on-site stormwater management (SWM). Written verification from MSCD that a SWM waiver has been or will be granted, shall be provided before Site Plan approval.

Information on water quality and appropriate best management practices (BMP's) should be provided at the time of Site Plan submission.

The storm drainage network is further discussed in Finding #4.

Air Quality and Noise Pollution

The generalized information in the application is not sufficient to determine the impact of pollutants on the site. The discussion of the effects of vegetation on the reduction of pollutant levels grossly overstate their possible mitigation effects.

Estimates of air quality and noise pollution levels expected to occur upon completion of this project shall be developed using appropriate models. Traffic noise levels should be evaluated using the Federal Highway Administration Report #108 model or equivalent. Air quality analysis should include pertinent information from documents, such as the Maryland Implementation Plan, the COG Air Quality Plan, and air quality monitoring data, and a general screening-level site analysis. If these do not give reasonable assurance that appropriate standards will be met, more detailed analysis may be necessary. Other necessary information includes: (a) plans showing the proposed locations and spatial relationships of building/garage fresh air intakes and exhausts; (b) computations showing compliance with Federal, State and County standards; (c) technical review of the sensitivity of the proposed activities in the amenity spaces to projects pollutant levels; and (d) concept plan for mitigation measures, if necessary. This would include the costs, type and location of measures recommended. This information should be submitted for review at Site Plan.

Energy Conservation

Six energy-saving methods has been identified for use in the project. Overall control of heating, ventilation, air conditioning, and lighting systems will be via Charles E. Smith's Energy Management and Monitoring Computer. The application has adequately addressed the concern of the Sector Plan for more efficient use of energy.

IMPLEMENTATION PROGRAM

Monitoring Program

This issue is covered in the Staff Report of April 12, 1983 which has been incorporated into this report as attachment #2.

Comprehensive Rezoning

The Zoning Plan, Figure 27, page 143 of the Sector Plan, shows the project as being within the CBD-2 Zone. The CBD-2 zoning was established by Sectional Map Amendment in 1977.

Staging Process

The project is located in the Stage II area shown in Figure 5, "Staging Plan," in the 1982 Amendment to the Bethesda CBD Sector Plan. Page 6 of the 1982 Plan Amendment contains the following requirements:

"Because development capacity is limited, those sites within the Stage II area (see Figure 5, Staging Plan) which are ready will receive an early allocation of trips. The allocation process requires that they move into development within the time limits specified in the zoning ordinance. If properties in the Stage II area do not develop this Amendment recommends that trip allocations become available to properties in the Stage III area. The same use mix guidelines would apply. The opening of Metro is to be the cut-off point for the Stage II area sites to apply for optional method approval; any remaining unallocated trips could then be granted to properties in either the Stage II or Stage III areas."

The applicant has stated that construction will be phased to insure continued operation of the existing Artery Headquarters Building and the existing Government Services building. The first phase will include the main core, the garage space, and all amenities along Wisconsin Avenue and Bethesda Avenue to the existing Government Services building. The second phase will include the remainder of the construction.

Trip Allocation Plan

The Allocation Plan section of the 1982 Sector Plan Amendment (page 11) describes how trips should be assigned to projects within the various development categories. The application is consistent with the use mix and trip generation guidelines stated in the Sector Plan Amendment guidelines.

ADMINISTRATIVE PROCEDURES

This application was received during the first 90 days after the adoption of the 1982 Sector Plan Amendment, that is by February 8, 1983. The Plan Amendment contains "Optional Method Administration Procedures" (pages 5 and 6) which are being followed by the staff and Planning Board in consideration of this application. The total number of trips generated by this and other applications received during the first 90 day period exceed the 1,650 trips available for the office/retail development category. Therefore, approval of this and other applications will be dependent in part on ranking the application for approval based on the STANDARDS FOR COMPARISON provided in the 1982 Plan Amendment.

Finding #3 Compatibility With the Neighborhood

The Zoning Ordinance states:

"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 overall design of the building is compatible with existing and potential development in the general neighborhood. The office block is set back from the property line to avoid overwhelming adjacent properties. The building mass is broken up into several elements. The effect of the project will be advantageous to nearby properties, providing an "anchor" for this area of the CBD, attracting pedestrians.

CONFIGURATION OF THE DEVELOPMENT

The proposed project features a public square along Wisconsin Avenue, with the main building mass set well back from the street. A small four-story building wing faces the north side of the square. The new office building is designed around a central element that is parallel to Wisconsin Avenue. This central mass is clad in cast stone material with deep window recesses. Contrasting wings that attach to the central mass are constructed of green mirror glass. The central mass has a peaked roof and with its rounded ends design will make a distinctive statement on the Bethesda skyline. The office wing toward Wisconsin Avenue is 11-stories, and the wing toward the B&O tracks is 10 stories. The large rear portion of the site has been used to advantage, providing parking and a large proportion of the office space. Very little of the parking deck will be visible, either from this building or from other nearby buildings as trellises, terraces, and landscaping are proposed to screen it from view. This approach to parking is highly commendable. Staff have not identified bicycle parking areas in the application drawings. The project should provide for at least 100 bicycles for site employees, and for 15 bicycles in visual secure location near the courtyard amenity area.

A motor court from Bethesda Avenue will provide auto entry to below grade parking and to the drive-in bank. This will also serve effectively as a passenger drop for the office building, with the elevator entrance nearby. The plan uses the slope of the site down from Wisconsin Avenue to good advantage. An existing driveway along the western property line will provide a second point of access for parking, and will be the service entry for all trucks. The truck service area is behind the existing office building to remain, and is out of view. Staff believes that large trucks may have trouble utilizing this area. This should be addressed and improved for Site Plan review.

It is not clear from the application drawings whether the above grade parking garage in the rear of the site has openings in the wall facing abutting property. Staff understands that such garage walls, when built on the property line, must be of solid construction. This may result in a need for mechanical ventilation of this parking area. Garage ventilation concepts should be reviewed at Site Plan for effectiveness and for impact both internally and externally.

The existing office building is 8 stories high above Bethesda Avenue. Elements of the new building will rise 10, 11 and 13 (including the peaked-roof penthouse) above Wisconsin Avenue. The elevation configuration is thus varied and visually interesting (see Figure #10). The staff believes that the configuration of the project is quite good in every respect.

OPERATIONAL CHARACTERISTICS

The staff have identified no major operational difficulties, except for the question of large truck accommodation on site as mentioned above. The site is well served by Bethesda Avenue which allows vehicular access from east or west. On site circulation is logical and grades will be easily negotiated. The parking levels are interconnected for convenience and alternate means of access and egress. Operation of the truck dock area will be reviewed at Site Plan. Improvements to the Bethesda Avenue/Wisconsin Avenue intersection, including signal revision, may be required. Part of the below-grade parking structure extends into the area recommended for dedication for Wisconsin Avenue in the master plan. This area should be deleted from the plan. The proposal accommodates all required parking.

Finding #4 Will Not Overburden the Existing or Proposed Public Services

The Zoning Ordinance states:

"It would not overburden existing public services, nor those programmed for availability concurrently with each stage of construction."

TRANSPORTATION

As stated in the April 12, 1983 staff report, staff expects that any single application can be approved without overburdening the street system. The cumulative impact of the optional method project plans upon its existing and programmed transportation system must be reviewed in an overall analysis. The recommendation as to whether the transportation system would be overburdened will be made based on that analysis.

This project plan is for a mixed-use development containing 359,749 square feet of total space and 1,492 square feet of miscellaneous space. The 92,539 square feet of office space now exist. Of the 29,749 square feet of retail space proposed in this project, 11,508 square feet is existing retail space that will be retained. There is also 15,998 square feet of retail space that will be removed.

Trip generation is calculated upon the net increase in square footage as shown below:

	Land Use	Trips			
		AM		PM	
		In	Out	In	Out
<u>Proposed & Existing to be Retained</u>					
29,749 sq. ft.	Retail	14	14	58	58
29,921 sq. ft.	Office	414	72	104	414
15,492 sq. ft.	Miscellaneous	5	1	1	5
Total		433	87	163	477
<u>Existing to be Retained or Removed</u>					
27,506 sq. ft.	Retail	-13	-13	-53	-53
92,539 sq. ft.	Office	-106	-19	-27	-106
Total		-119	-32	-80	-159
Net Increase in Trips		314	55	83	318

These trip generation numbers differ slightly from those developed by the traffic consultant for this project. The differences occur because staff used slightly different square footage numbers than those used by the traffic consultant for the project.

As proposed, vehicular access to the proposed project will be provided by Bethesda Avenue, a two-way street. Access to all off-street parking, proposed or existing in this project, is provided by two driveways, one on either side of the building that is to be retained. Access to the truck loading area is also provided by the driveway to the west of the existing building that is to be retained.

The impact of the vehicle trips upon the transportation system will be analyzed later when all projects can be reviewed together as discussed in the staff report of April 12, 1983.

ENVIRONMENTAL PLANNING

Preliminary WSSC analysis has found both water supply and sewerage systems to be inadequate to serve the projected demands of this project.

Existing Water Lines

Preliminary WSSC analysis has found that existing water service is inadequate to serve the property. According to WSSC, water service would require an amendment to the CIP and the construction of a 16" water main in Woodmont Avenue extended to provide adequate service. The applicant recognized that WSSC has been studying the need for upgrading water mains in the area in conjunction with new road construction.

Existing water lines in the area include an 8" water line in Wisconsin Avenue and a 16" water line in Bethesda Avenue. To assure the adequacy of these local lines, written verification from WSSC should be obtained which determines that existing and programmed water lines are adequate to serve the projected demands of this development and that appropriate projects will be authorized.

Existing Sewer Lines

Preliminary WSSC analysis indicates that the existing 8" sewer (approximately 800 feet long) would have to be replaced with a 10" line from the project down Bethesda Avenue to the west, to its connection with the existing 21" Willett branch replacement sewer at Arlington Road. The applicant maintains that the existing 8" line is adequate. To resolve this inconsistency, further analysis of the sewerage system is necessary. It is probable that the existing sewer may have the capacity but needs replacement due to its poor physical condition.

The applicant's analysis, in consultation with WSSC, shall include information on size and length of the necessary line(s), cost(s), funding source(s), and a planning and construction schedule. Written verification from WSSC must then be obtained which determines that existing and programmed sewer lines are adequate to serve the projected demands of this development and that appropriate projects will be authorized.

Storm Drainage System

Information on the adequacy of storm drainage facilities shall be provided at Site Plan submission. Adequacy will be determined by the Montgomery County Department of

Transportation (MOTD). However, information should also be provided to Montgomery County Department of Environmental Protection (MCDEP), Montgomery Soil Conservation District (MSCD), and the Park and Planning Commission (M-NCPPC) for the comprehensive storm water management analysis.

Finding #5 is More Efficient & Desirable than the Standard Method of Development

The Zoning Ordinance states:

"It would be more efficient and desirable than could be accomplished by the use of the Standard Method of Development proposed."

The Artery proposal will be significantly better than existing or standard method development of the site. The existing sidewalk along Wisconsin Avenue is narrow, and neither Wisconsin Avenue nor Bethesda Avenue sidewalks offer any landscaping. Landscaping and street furniture would not be expected from a standard method project. The application proposes a generous greening and wide setbacks from both streets in addition to the on-site amenity areas. Unsightly parking at grade and on a deck behind the existing building occupies a large percentage of the current site. All of the parking in the proposed scheme will be shielded from sidewalk view.

ON-SITE AMENITIES

Building Forecourt

The outstanding on-site amenity area is the forecourt to the building, a kind of "urban garden." This square space is formed by a four-story bank building stretched alongside the Steane's furniture building on the north side, and by the building proper the west. A colonnaded pergola runs along the south side in alignment with the sidewalk of Willow Street across Wisconsin Avenue so that a pedestrian on Willow Street would see through the length of the pergola. A small pavilion forms the corner of the courtyard at Wisconsin Avenue and Bethesda Avenue. A screen wall stretches north from the pavilion and terminates in a clock tower at the bank. The pavilion and the clock tower are "village scale" elements that lend a certain charm, the equivalent of "urban toys."

The enclosed square is basically flat from the bank south, and then tumbles into the pergola with a sweep of steps that are broken into sections by block-like elements that contain gameboards and water features. The steps are designed shallow and broad and will be a good place to sit in the sun and perhaps have a brown bag lunch and a game of checkers or chess. A distinctive pavement runs at an angle across the courtyard, functioning to emphasize the pathway into the office building. The applicant plans a restaurant for the west side of the courtyard and will provide cafe service to tables in the courtyard in warm months. Selected vendors will be invited to operate from the pavilion and the pergola area in warm weather. The courtyard has the scale and some of the character of a medieval cloister and will provide a distinctive "outdoor room" for urban gatherings.

The applicant also proposes, as part of the on-site amenity area, an "art gallery--lobby" which would be part of the building entrance experience and also be a viable

business in its own right. This is a novel idea, and not without some management worries. The succession of art items for sale would insure a changing source of entertainment, both for building occupants and the public. Very large scale art works could be marketed in such a space protected from the weather. The applicant seems confident that such a space can be managed successfully and that security can be maintained. In considering whether the art gallery space should be counted for amenity area, staff would make the distinction that the circulation space around the gallery would be of public benefit as long as it is clear that the public is welcome and no fee is charged to view the items on display. This would be consistent with several optional method approvals of past months which were found to have amenity area in the form of circulation space, seating and landscaping areas for shopping arcades, food vending areas, and market areas. The fact that someone turns a profit from an activity in the space does not in itself prohibit a designation as amenity area. In fact, historically, probably the most successful public spaces have been profitable from the simple volume of people at hand to make purchases. The Artery application provides far greater than the minimum on-site amenity area (34.5 percent). Even without the art gallery space, the amenity area is quite high (31 percent). Staff would also emphasize that in this case the art gallery will be a complementary space to the courtyard amenity area, not a competing space. The gallery is relatively small by comparison and its use will be totally different from courtyard uses. The gallery will have natural light from the skylight area and appropriate interior landscaping. It should provide a very effective "quiet" place for leisure strolling, in contrast to some of the more active areas. This brings to mind some of the grand lobbies from turn-of-the century office buildings that have a special spatial character and embellishment worthy of making a "special trip" to enjoy for a few minutes. Staff supports the notion of identifying this portion of the lobby as amenity area so long as it is freely available to the public during all business hours and during selected evening and weekend hours, and so long as the gallery will advertise these facts.

Motor Circle and Existing Building Terrace

Two other on-site areas are claimed for amenity purposes. The motor court entry from Bethesda Avenue, and the area along the street in front of the existing building. The motor court will be paved in premium materials and heavily landscaped. The applicant plans to plant a very large tree in the center of the court. Staff feel that this tree will not be very effective for some time, and suggests that a group of four trees spaced in a 15' square could provide more "green" and ultimately a better canopy. The area before the existing building will be remodelled, with construction of additional steps, with a screen wall between sidewalk and building, and with landscaping. These improvements will make the elevated area much more accessible and pleasant and tie it into the new construction.

Landscaping

The landscaping for the courtyard is very ingenious and very effective, in the view of the staff. While the largest percentage of the courtyard floor is paved in a distinctive pattern, the area is broken up with parallel rows of hedges or plant material that key into the buttresses of the steps. The effect of this device is somewhat like a louvered blind. The viewer from the Wisconsin Avenue vantage point will look across these rows of greenery that project several feet from the floor, and will see mostly a "green space." The viewer coming up the Bethesda Avenue steps will see the hedges on end, and will see mostly a paved plaza. This dichotomy lends a great interest to the space.

The path to the building entrance will be accentuated with small trees in ornamental lead or terra cotta pots, very appropriate for a "ceremonial approach" and also in keying with the "cloister" effect. Climbing vines, possibly fragrant wisteria will be planted to cover the pergola to the south. A wedge shaped area of low greenery will separate the Wisconsin Avenue sidewalk from the courtyard, allowing passersby to see into the space and perhaps "cross over" to it. The Bethesda Avenue sidewalk will be similar, separated from the pergola by a serpentine sitting wall and more greenery.

The design, function, and landscaping of the courtyard has been carefully thought out and integrated into a solid conceptual idea. Even though there is no outspoken "theme" to this place, the staff feel confident that it has the right ingredients to succeed.

Public Art Program

The applicants have designated one percent of the construction budget to artistic embellishment. This device for embellishment is very praise worthy and is another strong indication of owner commitment to quality. The arts budget will be distributed among a variety of items, including the clock faces, a drinking or decorative fountain in the pavilion, a large sculptural sundial at the street corner, stained glass in the restaurant wall, ornamental gates along the processional approach, and an elaborated column on axis with the pergola. Staff would like to see the gameboards and water spouts in the steps area made more sculptural and more tactile and would like to see some treatment of the wall area behind the ornamental column, perhaps a metal grate with ivy growing up, or a textural surface which would complement the column. Brass animal heads could be employed for water spouts, to be buffed by curious hands. The design and character of the pots for small trees is also very important for visual emphasis. The staff proposes a condition to guide the arts program development into the Site Plan phase.

While the courtyard and the building have been conceived to reinforce each other, the building elements immediately around the courtyard seem too blocky and overscaled to harmonize. (See Figure #15.) The staff suggests that another degree of detail be considered for the building base elements, perhaps single moldings around window openings and a more shapely main entrance opening. The finer scale and detail qualities of the courtyard seem to call for a similar response in the building walls.

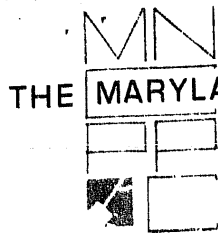
OFF-SITE AMENITIES

The Artery proposal provides an outstanding improvement to two important pedestrian pathways in the southern portion of the CBD--Wisconsin Avenue and Bethesda Avenue. The proposal will provide premium pavement, street lighting, and street trees to the north to the B&O tracks and to the west to the vicinity of Woodmont Avenue extended. A double row of trees is provided for much of Bethesda Avenue sidewalks. The street trees are shown to be planted 20' apart, in both single and double rows. Staff commends this commitment, but notes that MCDOT has not approved such close spacing to date. The close spacing will make a dramatic impression upon planting. Approval for this will be sought prior to Site Plan review.

The application does not address street furniture in general. Staff believes that benches on the streets should be custom crafted by capable artisans. Location and type of street furniture will be dealt with at Site Plan review. Similarly, staff proposes that at least five percent of the sidewalk area be custom crafted, and suggests a condition to this effect.

There is commitment in the application for the provision of underground utilities along Wisconsin Avenue and Bethesda Avenue for the portions of those sidewalks that front on the Artery site. Staff proposes a condition to require this very important improvement for all streetscape work. The materials and design of streetscape elements will be approved as part of Site Plan review.

Date Mailed Monday, Sept. 24, 1984



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
8787 Georgia Avenue • Silver Spring, Maryland 20907

September 13, 1984

MONTGOMERY COUNTY PLANNING BOARD

Opinion

Site Plan No. 8-84002
Project: Artery Organization
Headquarters Building

Action: Approval with Conditions (Motion of Comm. Granke,
Seconded by Comm. Krahnke, with a vote of 4-0,
Comm. Keeney absent)

On May 31, 1984, the Artery-Bethesda Associates and 4733 Associates submitted an application for the approval of a site plan for property in the CBD-2 zone. The application was designated Site Plan Review No. 8-84002.

On July 11, 1984, Site Plan Review No. 8-84002 was brought before the Montgomery County Planning Board for a public hearing. At the public hearing, the Planning Board heard testimony and received other evidence from the Staff and the applicant. Except as modified below, the Planning Board adopts the Staff Report (attached hereto and made a part hereof). Based on the evidence and testimony before it, the Planning Board approves Site Plan No. 8-84002, subject to the following conditions:

1. Enforcement Agreement and Development Program

The applicant will provide a Site Plan Enforcement Agreement and Development Program prior to approval of the building permit.

2. Underground Utilities

The applicant will relocate all existing and construct all new underground utilities along Bethesda Avenue (North Side) between Wisconsin Avenue and Reed Street and Wisconsin Avenue (West Side) between Bethesda Avenue and the driveway north of Community Hardware. This will be completed in accordance with the applicable requirements of PEPCO, C & P Telephone, MCDOT, Washington Gas, WSSC, and other applicable agencies.

- a. All new utilities which serve the proposed Artery Building must be located underground.
- b. All utility connections to existing buildings will be located underground.
- c. Transition from underground to overhead service will be provided by the applicant.
- d. Final review of the utility layout will be provided for staff review prior to the start of construction of the utilities.

3. Street Lighting

- a. Bethesda Lantern: The applicant will provide, install and maintain all Bethesda Lanterns in accordance with the requirements of MCDOT. Final location must be provided for staff review prior to approval of the building permit. Power for the lighting will be provided by Montgomery County.
- b. High Intersection Lighting: MCDOT has agreed to provide, install and maintain the high intersection lighting. The applicant will install electrical conduit and coordinate final location and construction phasing with MCDOT prior to start of construction.
- c. Traffic and Crosswalk Signals: MCDOT will provide, install and maintain the traffic and crosswalk signals. Final location and construction phasing of the traffic and crosswalk signals will be coordinated with MCDOT prior to start of construction.

4. Management Organization

The applicant shall enter into agreements to participate in such Management Organization as may be adopted as a requirement by the Montgomery County Planning Board as a part of the Streetscape Program prior to approval of the occupancy permit. Until the Management Organization is established, the applicant shall be responsible for the maintenance, promotion, and security of the public amenity areas constructed by the applicant upon the applicant's property and within public rights-of-way, and for the maintenance of public amenity areas constructed by the applicant upon other privately held property.

5. Other Streetscape Elements

Location of benches, trash enclosures, details and specifications of streetscape elements will be designed

in accordance with the Bethesda Streetscape Plan as adopted by the Planning Board. Final review and approval will be completed prior to issuance of the occupancy permit.

6. Art Gallery - Lobby Public Amenity Area

The applicant will design the art gallery-lobby area with as little spatial separation as possible according to plans to be approved by staff; the degree of separation will be negotiated with staff and with the selected gallery operator prior to issuance of occupancy permit for the Artery Building. The art gallery-lobby will be open for public viewing a total of at least six hours after 5:00 P.M. during the weekdays and at least six hours on weekends, the exact times to be agreed in writing with staff prior to occupancy permit.

7. Restaurant on Main Floor

The design for stained glass embellishment of the restaurant area facing the courtyard will be submitted for staff approval prior to issuance of occupancy permit for the restaurant. The stained glass will be installed in a size and location to be clearly appreciated from the outdoor area.

8. Bethesda Avenue Streetscape

The final detail design of the streetscape elements along Bethesda Avenue including but not limited to crosswalk access ramps, street lighting, storm drainage and catch basins, tree pit size and design, tree size and planting method, curb rebuilding, and driveway apron design will be agreed to by MCDOT and M-NCPPC Staff prior to issuance of building permit.

9. Platform in front of Existing Building - Bethesda Avenue

The applicant will work with Staff to achieve an attractive design for the platform area in front of the existing building, including attention to the wall at sidewalk level and to the extent of paving, landscaping and seating in the platform space to be approved by Staff prior to issuance of a building permit.

10. Parking Covering

The applicant will present for staff approval an alternative to standard gravel built-up roof over the parking structure in the northwest corner of the site, prior to issuance of building permits.

11. Landscaping Elements

The applicant will present the specification for the tree containers at the courtyard for staff comments.

12. Bicycle Parking

The applicant will submit for staff approval locations and specified parking equipment for at least 100 bicycles for office building use and racks for at least 14 bicycles for public use in the courtyard area.

Relying on the Staff Report and testimony as supplemented by the applicant's evidence and testimony, the Planning Board finds:

1. The Site Plan is consistent with Project Plan No. 9-83003.

The applicant has made the design modifications to the Lobby Art Gallery in order to provide adequate security for the Art Gallery. Staff and the applicant have met and have agreed to certain design modifications which address the security concerns of the applicant, while maintaining the Lobby's monumental entrance character. The modifications to the Lobby include:

1. A low wall which will separate the Gallery and the Lobby to permit one person to manage the gallery space.
2. Hand rail which will prevent anyone from jumping over the wall.
3. Sliding glass walls to secure the gallery in the evening.

The applicant will drop the floor back to the original level and will display art pieces on the South wall which will be large enough to be secured by electronic devices.

The Planning Board approves the minor modifications to the Project Plan as necessary changes to insure the security of the Gallery while retaining the open appearance of the Lobby Art Gallery as a monumental entrance.

(b) The architectural screen and steps along Bethesda Avenue, as shown on the Site Plan, are not consistent with the Project Plan. Condition 9 adequately addresses this inconsistency.

(c) The Project Plan called for a clock tower embellishment as part of the public art program. The applicant was unable to obtain an adequate design for the clock tower. However, the applicant has substituted terraced fountains and pools in the courtyard and has maintained the clock tower as an architectural feature, to be designed by a respected clock maker.

2. The Site Plan conforms to the requirements of the CBD-2 zone.

The Planning Board bases this finding on the plan as submitted and on the Staff Report, page 15.

3. The location of the buildings and structures, the open spaces, the landscaping and the pedestrian and vehicular circulation systems are adequate, safe and efficient.

The location and configuration of the various building elements were extensively discussed at Project Plan approval. The Site Plan follows closely the Project Plan and maintains the approved public access and circulation.

The open space for the project is adequate. Thirty-four percent of the site is amenity space which includes a large landscaped formal courtyard along the front of Wisconsin Avenue and a platform area in front of the existing building on Bethesda Avenue.

The applicant will provide extensive off-site improvements, including the reconstruction of the west sidewalk along Wisconsin Avenue, between Bethesda Avenue and the B & O Railroad right-of-way to the north, in the path of Metro. Improvements will also be made along the north sidewalk of Bethesda Avenue between Wisconsin Avenue and Reed Street to the west. [These improvements will result in better pedestrian circulation.]

Vehicular circulation is provided by two major vehicular entrances to the site at Bethesda Avenue. No vehicular access is provided along the major pedestrian zone along Wisconsin Avenue.

With the additional requirements of Conditions 9 and 11, the landscaping for the plan is adequate. Condition 9 addresses concerns for the adequacy of the landscaping for the terrace platform and Condition 11 addresses concerns for the adequacy of the landscaping elements for the courtyard. The streetscape elements of the Site Plan will be designed in accordance with the Bethesda Streetscape Plan.

4. Each structure and use is compatible with other uses and other site plans and with existing and proposed developments.

Long extensions of streetscape improvements will effectively tie the project to other nearby buildings.

The Artery building will make extensive use of fieldstone which is compatible with the use of fieldstone elsewhere in Bethesda.

The major compatibility issue concerns the roof of the parking structure in the northwest corner of the site. The Planning Board agrees with the Staff that the built-up gravel roof shown on the site plan is not compatible with existing or proposed development. Condition 10 adequately addresses the compatibility problem.

THE JBG COMPANIES

March 6, 2014

VIA E-MAIL

Mr. Robert Kronenberg
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910

RE: 7200/Woodmont -- Extinguishment of Project Plan No. 92007007, Preliminary Plan No.12007020 and Site Plan No. 820098 and All Amendments Thereto

Dear Mr. Kronenberg:

JBG Associates, LLC and Street Retail Inc. (a Federal Realty Investment Trust affiliate), the owners of the land subject to Project Plan No. 92007007, Preliminary Plan No.12007020 and Site Plan No. 820098, and all Amendments thereto (the "Entitlements"), hereby vacate the Entitlements.

The determination to not pursue the development and extinguish the Entitlements is based on various market forces which make the development in accordance with the Entitlements infeasible. To this end, in December 2013 the Purchase and Sale Agreement dated August 31, 2011 by and between JBG Associates and Street Retail, which controlled the cooperative development of the 7200/Woodmont project, was terminated.

Mr. Robert Kronenberg
March 6, 2014
Page 2

Importantly, JBG Associates and Street Retail remain committed to the Bethesda CBD and look forward to working with M-NCPPC and the County in furthering the urban design and development goals for this area of Bethesda.

Respectfully submitted:

JBG ASSOCIATES, LLC
a Delaware limited liability company
By: *JBG Company Manager IV, LLC*
its Managing Member

By: _____

Its: James L. Iker

Managing Member

STREET RETAIL, INC.

By: _____

Its: Dawn M. Becker

Vice President - Chief Operating Officer