



St. Elmo Apartments Sketch Plan No. 320150040

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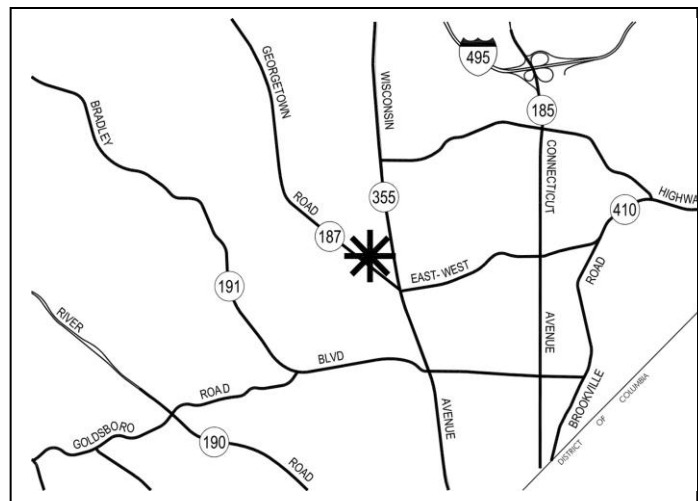
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Completed: 02/6/2015

Description

- Construction of a mixed-use project with up to 256,300 square feet of residential development for up to 210 units and up to 15,488 square feet of non-residential uses, project includes a density transfer;
- Current use: one and two story commercial buildings and associated surface parking;
- Located on St. Elmo Avenue and Fairmont Avenue, approximately 275 feet northeast of Old Georgetown Road;
- 1.41 gross acres zoned CR 5.0: C 1.0, R 4.75, H 145T in the Woodmont Triangle Amendment to the Bethesda CBD Sector Plan;
- Applicant: The Lenkin Company
- Filing date: October 29, 2014.



Summary

- Staff recommends approval of the St. Elmo Apartments Sketch Plan with conditions and adoption of the Resolution.
- Sketch Plan includes a density transfer.
- The Applicant is requesting approval for the maximum development allowable on the Property, 263,956 square feet, to allow for flexibility in determining the precise amounts and mix of residential and non-residential density.
- The proposed development will redevelop the site with a mixed-use building including moderately priced dwelling units, public open space, public art, structured parking, a vegetated roof and a cool roof.

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SECTION 1: RECOMMENDATION AND CONDITIONS

Staff recommends approval of the St. Elmo Apartments Sketch Plan No. 320150040, a mixed-use building including up to 256,300 square feet of residential development for up to 210 units and up to 15,488 square feet of non-residential uses on 1.41 acres, zoned CR 5.0: C 1.0, R 4.75, H 145T. The following site development elements shown on the Sketch Plan stamped "Received" by the M-NCPPC on January 2, 2015 are binding under Section 59-7.3.3.F:

1. Maximum density and height;
2. Approximate location of lots and public dedications;
3. General location and extent of public open space;
4. General location of vehicular access points; and
5. Public benefit schedule.

All other elements of the Sketch Plan are illustrative and subject to refinement at the time of Site Plan.

This approval is subject to the following conditions:

1. Density

The Sketch Plan is limited to a maximum of 263,956 square feet of total development on the Subject Property. The maximum number and distribution of residential dwelling units and non-residential uses will be determined at Site Plan.

2. Density Transfer

Prior to record plat approval, the Applicant must state the gross square footage taken from any lot with reduced density in an instrument approved by the M-NCPPC Office of the General Counsel and must record the instrument in the Montgomery County land records. The density to be transferred under this Sketch Plan is measured in gross square feet and will total approximately 64,613 square feet. Final allocation of density will be determined at the time of Site Plan. The Sending Properties will transfer and retain the following square feet of development potential base on the existing zoning:

- a. St. Elmo Properties (Lots 77-79) will be transferring 36,000 square feet of density and retaining 9,000 square feet of density.
- b. Del Ray Properties (Lots 263-267) will be transferring 14,863 square feet of density and retaining 32,012 square feet of density.
- c. Cordell Properties (Lots 244 & 245) will be transferring 13,750 square feet of density and retaining 5,000 square feet of density.

3. Height

The development is limited to a maximum height of 174 feet.

4. Incentive Density

The development must be constructed with the public benefits listed below, unless modifications are made under Section 59-7.3.3.I. The CR Zone requires properties taking advantage of FAR Averaging to exceed the minimum public benefit points otherwise required in Section 4.5.4.A.2 by 50%. Total points must equal at least 150 and be chosen from at least four categories as required by Section 59-4.5.4.A.2. The requirements of Division 59-4.7.1 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Final points will be established at Site Plan approval.

- a. Transit Proximity, achieved through location within 1,500 feet of the Bethesda Metro Station;
- b. Connectivity and Mobility, achieved through minimum parking and through-block connection;

- c. Diversity of Uses and Activities, achieved through affordable housing and small business opportunity;
- d. Quality of Building and Site Design, achieved through exceptional design, public art, public open space and structured parking; and
- e. Protection and Enhancement of the Natural Environment, achieved through building lot terminations, cool roof, and a vegetated roof.

5. Public Art

The Applicant must provide public art on-site, integrated into the overall site design. The public art components must be commensurate with the size of the public use space in which the art will be located.

- a. The Applicant must present final public art concepts to the Public Arts Trust Steering Committee for review and comment that will be available to the Planning Board prior to scheduling the Planning Board hearing for the site plan application.
- b. Final detail and design of the public art must be determined by Certified Site Plan.

6. Building Lot Terminations (BLTs)

Prior to release of any building permit, the Applicant must provide proof of purchase and/or payment for the required BLTs.

7. Moderately Priced Dwelling Units (MPDUs)

The Applicant must provide a minimum of 15% of the total units as Moderately Priced Dwelling Units on the Subject Property. The development must provide MPDUs in accordance with Chapter 25A.

8. Future Coordination for Preliminary and Site Plan

In addition to any other requirements for Preliminary Plans under Chapter 50 and Site Plans under Chapter 59, the following must be addressed when filing a Preliminary or Site Plan:

- a. Fire and Rescue access and facility details;
- b. Streetscape details;
- c. Demonstration of how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guideline requirements;
- d. Implementation of transportation improvements;
- e. Consideration of building-to-street interface to maximize activation and safety;
- f. Focus on energy efficiency in building design features;
- g. Noise analysis;
- h. Dedication along St. Elmo Avenue and Fairmont Avenue;
- i. Traffic Mitigation Agreement; and
- j. Coordination with Bainbridge Bethesda on public use space and public art.

SECTION 2: SITE DESCRIPTION

Site Vicinity and Analysis

Subject Property

The subject site (Subject Property or Property) consists of an assemblage of properties in a subdivision known as "Woodmont" that includes the following: Lots 644 and Parcels P58, P86, P85, P84, P83, P82. The Property has a gross tract area of approximately 0.70 acres, or 30,625 square feet. In addition to the Property, this Application comprises the following sites for purposes of FAR averaging, as permitted by Section 4.5.2.B of the Zoning Ordinance: Lots 263, 264, 265, 266 and 267 on Del Ray Avenue (the Del Ray Avenue Sending Properties); Lots 77, 78, and 79 on St. Elmo Avenue (the St. Elmo Sending Properties); and Lots 244 and 245 on Cordell Avenue (the Cordell Sending Properties) (collectively, the Sending Properties). These additional properties are included with this Application, for purposes of FAR averaging, for a total gross tract area included in this Sketch Plan application of 1.41 acres.

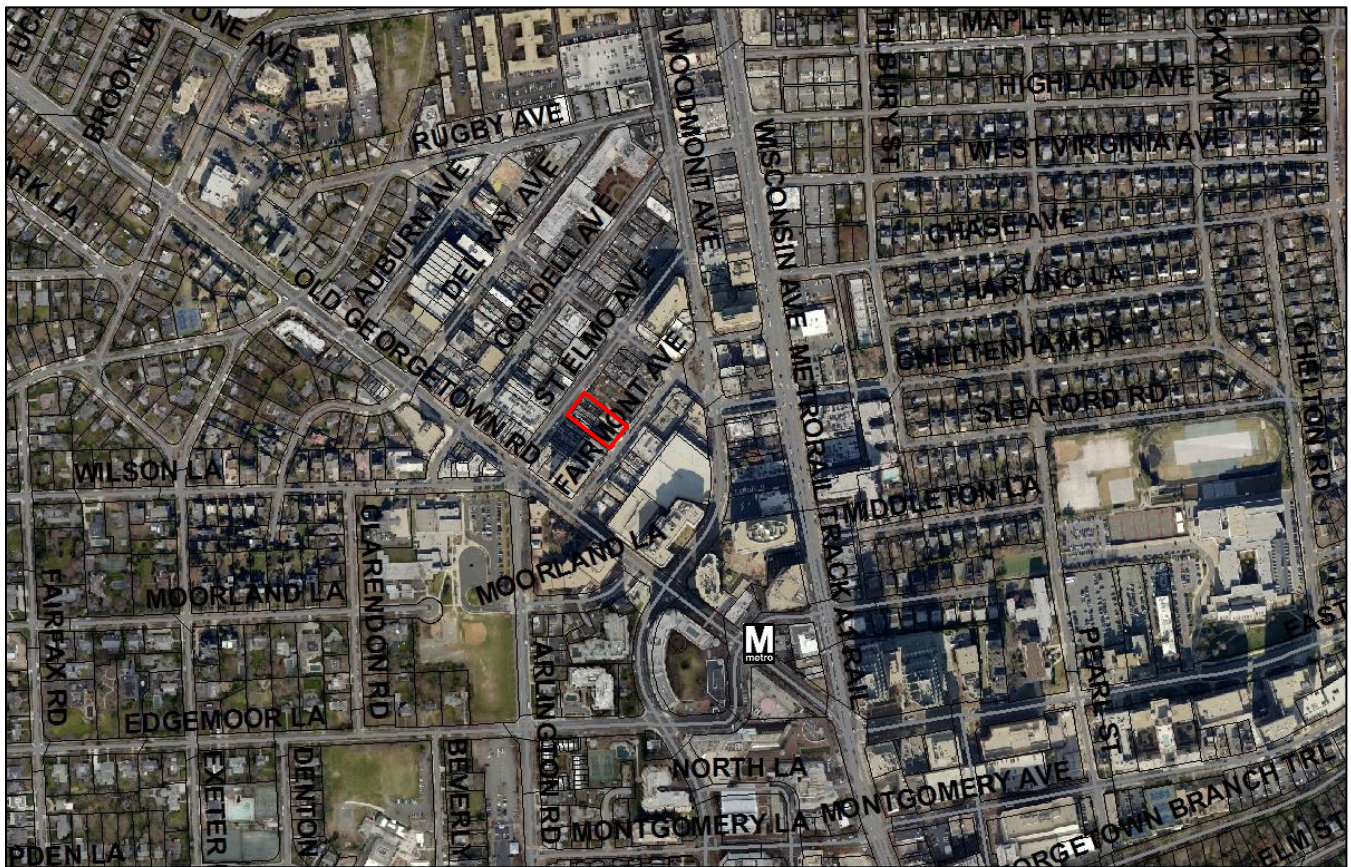


Figure 1-Aerial View

The Subject Property is located in the Woodmont Triangle area of the Bethesda Central Business District (CBD), between Fairmont Avenue and St. Elmo Avenue, east of Old Georgetown Road and west of Norfolk Avenue. The Property is within the area encompassed by the *Woodmont Triangle Amendment to the Bethesda CBD Sector Plan* (the Woodmont Triangle Amendment or Sector Plan Amendment). The Property is located within 1,500 feet of the Bethesda Metro Station and falls within the Bethesda Parking Lot District (PLD).

The Property currently is improved with one- and two-story buildings containing commercial uses and associated surface parking, with frontage on both Fairmont Avenue and St. Elmo Avenue. The Sending Properties are currently improved with various low-rise commercial uses and/or associated surface parking. The site contains no forest, streams, wetlands, or environmental buffers. There are no known rare, threatened, or endangered species on site; there are no 100-year floodplains, stream buffers, or wetlands on site. There are no historic properties on site.

Site Analysis

The aggregate site area (Tract), including the Sending Properties and the Property, is approximately 1.41 acres. In total, the Tract allows for a total maximum density of 309,968 square feet, including a range of densities of up to 256,300 square feet of residential density (including the MPDU residential density bonus attributable to the Subject Property) and a maximum commercial density of 61,500 square feet, with the combination of commercial and residential density on the Tract not to exceed 309,968 square feet.

In total, 64,613 square feet of residential density will be transferred to the Subject Property from the Sending Properties via the FAR averaging provisions of the Zoning Ordinance (Attachment A). All Sending Properties will retain sufficient commercial density to cover the existing development, as conditioned above. Furthermore, all properties covered by this Application will conform to the maximum FAR limits allowed under the particular Commercial/ Residential Zone.

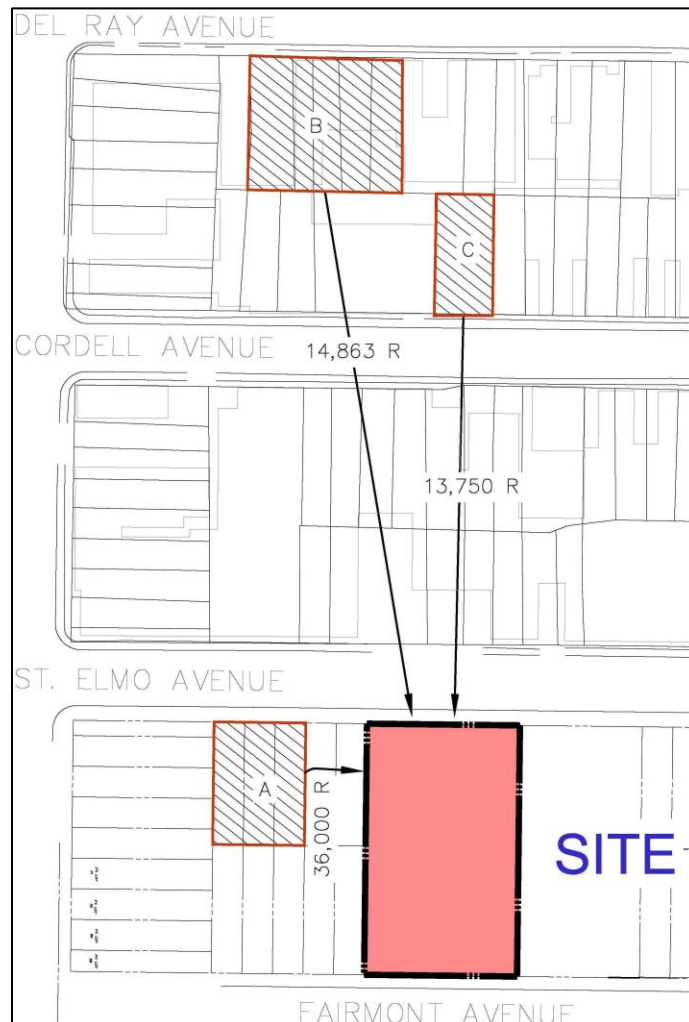


Figure 2-FAR Averaging/Sending Sites

Surrounding Uses

The Property is surrounded by a mix of commercial, office, retail and residential uses. The remaining properties within the block bounded by Fairmont Avenue, St. Elmo Avenue, Norfolk Avenue and Old Georgetown Road, are zoned CR-5.0, C-1.0, R-4.75, H-145T and CR-5.25, C-5.25, R-4.75, H-145T. Directly to the east of the Property is a recently constructed 17-story multi-family residential apartment building, known as the Bainbridge Bethesda (formerly The Monty), approved for a maximum of 200 residential dwelling units and 7,700 square feet of non-residential use.

SECTION 3: PROJECT DESCRIPTION

Proposal



Figure 3-Proposed Sketch Plan

Uses and Density

The Sketch Plan application (Project) proposes to redevelop the Property with up to a maximum of 263,956 square feet of residential uses. The Applicant is proposing to improve the Property with a 16-story mixed use

development comprising residential, office and retail uses. Specifically, the Applicant anticipates developing 262,233 gross square feet on the Property, including up to 15,488 square feet of non-residential development (split between office and retail uses, as determined during site plan review) and up to approximately 246,745 square feet of residential development, with a maximum of 210 units.

As detailed in Section 2 above, pursuant to Section 4.5.2.B of the Zoning Ordinance – FAR Averaging for Commercial/Residential Zones and consistent with the recommendations of the *Woodmont Triangle Amendment*, the Project will utilize averaged density from other non-contiguous properties located within 1/4 mile of the Property. A total of 64,613 gross square feet will be allocated to the Property from the Sending Properties.

The Project also includes 15% Moderately Priced Dwelling Units (MPDUs). If developed with the anticipated mix of uses, the Project will realize an overall residential density bonus of 22% (or up to 44,495 square feet), bringing the total Project (including retained development on the Sending Properties) to a total maximum of 309,968 square feet of gross floor area (or 5.04 FAR). Pursuant to its designation as a "T" Zone and the corresponding special provisions for "T" Zones under Section 4.5.2.C of the Zoning Ordinance, to accommodate the 15% MPDUs and the residential density bonus the Applicant is proposing to construct a building with a height of 174 feet. The total height of 174 feet is consistent with the height recommendations in the *Woodmont Triangle Amendment*.

In order to respond to changes in market demands, as part of this Sketch Plan application, the Applicant is requesting approval for the maximum development allowable on the Property, 263,956 square feet, to allow for flexibility in determining the precise amounts and mix of residential and non-residential density, as shown in following Table 1. Any given combination of uses on the Property will not exceed 15,488 square feet of commercial use or 256,300 square feet of residential use. The maximum number and distribution of residential dwelling units and non-residential uses will be determined at Site Plan. No combination of residential and non-residential uses may exceed 263,956 square feet on the Property, or a maximum of 309,968 square feet on the Tract.

Table 1-Summary of Density on the Property

	Residential Density	Commercial Density	Commercial and Residential Density Not to Exceed a Total of:
Anticipated Development	246,745 sf	15,488 sf	Up to 262,233 sf
Approval Request	Up to 256,300 sf	Up to 15,488 sf	Up to 263,956 sf

Buildings

The Property is located in the northern portion of the Bethesda CBD in the Woodmont Triangle area. The Project will provide residential, retail and office uses, along with public open space and significant public benefits, all within walking distance of the Bethesda Metro Station.

The Project has been designed to respond to the pedestrian/ transit oriented and urban nature of the Property and the Woodmont Triangle area. The building has been setback from both St. Elmo Avenue and Fairmont Avenue, consistent with adjacent properties. The Project continues the building line established by the Bainbridge Bethesda building on St. Elmo Avenue and also continues the building line established by the adjacent townhouse on Fairmont Avenue, in order to create a continuous building line along these frontages. The Project will provide streetscape improvements along Fairmont Avenue and will maintain the streetscape

improvements recently implemented along the Property's frontage on St. Elmo Avenue, consistent with the current Bethesda Streetscape Standards. At the pedestrian level, the façades are primarily glass, in order to provide ample transparency into the ground floor uses and to activate the street. The massing of the Project has been arranged to maximize both street frontages. The proposed building has been designed to complement the architectural massing of the adjacent Bainbridge Bethesda building. Balconies are utilized along all frontages to activate the development and emphasize the residential character of the building.



Figure 4- Illustrative St. Elmo Avenue Elevation

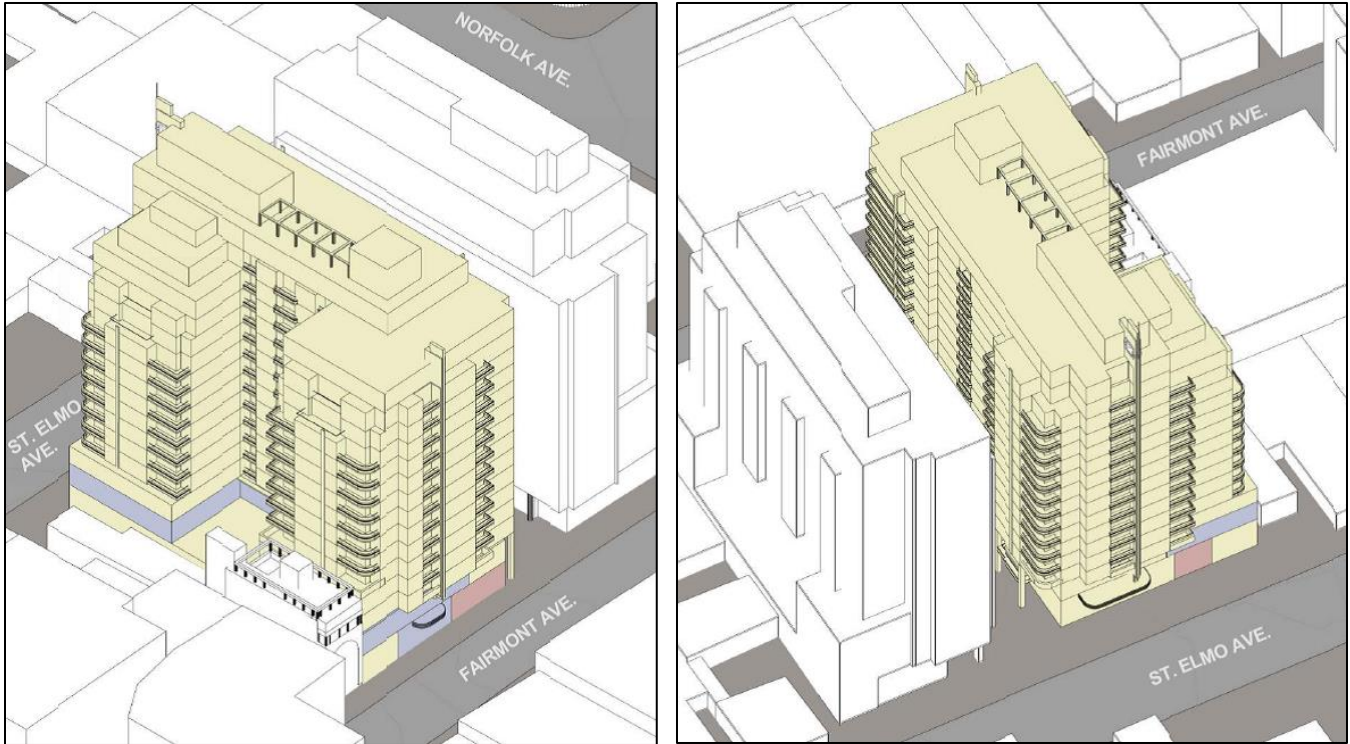


Figure 5-Conceptual Massing

Open Space and Recreation

Under the Optional Method of Development in the CR Zone (given that the lot area for each property is under one acre and no lot has frontage on more than two existing and planned right-of-way frontages), the Applicant is not required to provide on-site public open space. However, the Project will provide a minimum of 10% of the total Tract area as public open space (at least 5,150 square feet), to be determined at Site Plan.

As its public open space, the Project proposes the expansion of the mid-block connection built for the adjacent Bainbridge Bethesda property to the northeast (Figure 6). This co-location is intended to maximize the size and quality of the public space, creating a more significant mid-block pedestrian connection as envisioned in the Woodmont Triangle Amendment. Although on two separate properties, the Applicant is working with the owners of the Bainbridge Bethesda property to design both spaces as one cohesive passageway. Final details on the public open space will be determined at the time of Site Plan.

The design of the expanded mid-block connection will utilize a combination of site-specific art, benches, lighting and hardscape in addition to retail uses located on the ground floor to activate the passageway (Figure 7). The Applicant is exploring options regarding the use of the Dan Steinhilber art installation provided by the Bainbridge Bethesda development.

The Project will also provide private recreational amenities for future residents, including a pool, roof top deck and fitness center.



Figure 6-Mid-Block Public Open Space Configuration

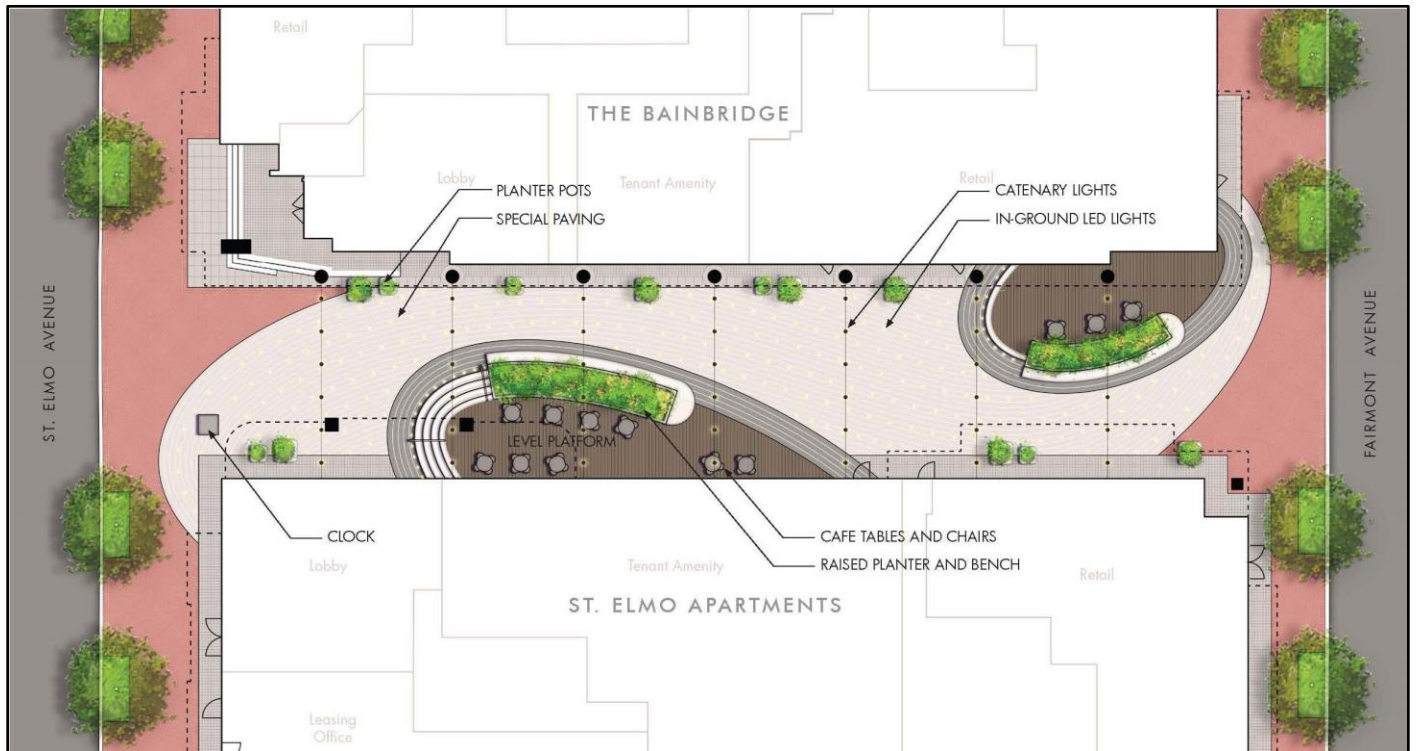


Figure 7-Illustrative Public Open Space Concept

Environment

Forest Conservation

The Project is subject to the Forest Conservation Law and requires a Forest Conservation Plan. NRI/ FSD No. 42014080 was prepared for the Property and approved by M-NCPPC on March 20, 2014 (Attachment B). There is one specimen tree with a diameter greater than 30" existing on the Property. The location and existing condition of the specimen tree is shown on the approved NRI/FSD. The tree will be removed in connection with the redevelopment of the Property and the Applicant will submit a Forest Conservation Plan and formal request for a tree variance to remove the specimen tree with the subsequent Preliminary Plan.

Noise

A noise analysis will be required at the time of Preliminary Plan to determine whether or not mitigation techniques are needed.

Stormwater Management

A Stormwater Management Concept Plan is not required at the time of Sketch Plan. Submission of the concept to the Department of Permitting Services (DPS) and approval will be required at the time of Preliminary Plan.

Transportation

Access and Circulation

Vehicular access to the Property is proposed directly from both St. Elmo Avenue and Fairmont Avenue in the following configuration: garage access via a full-movement driveway on St. Elmo Avenue, at the west corner of the site, and loading access via Fairmont Avenue, at the south corner of the site (Figure 8). Resident vehicular parking is proposed to be contained within a structured below-grade garage, accessed off St. Elmo Avenue, containing approximately 231 parking spaces. The number of parking spaces will be determined at Site Plan based on the number of residential dwelling units.

Pedestrian and bicycle access to the Property will be provided along both St. Elmo Avenue and Fairmont Avenue (Figure 9). Additionally, the site will build upon the existing through-block pedestrian connection established along the northeast property line, by Bainbridge Bethesda. This through-block connection is approximately 200 linear feet in length and is proposed to be widened from its existing width of approximately 20' to approximately 40'.

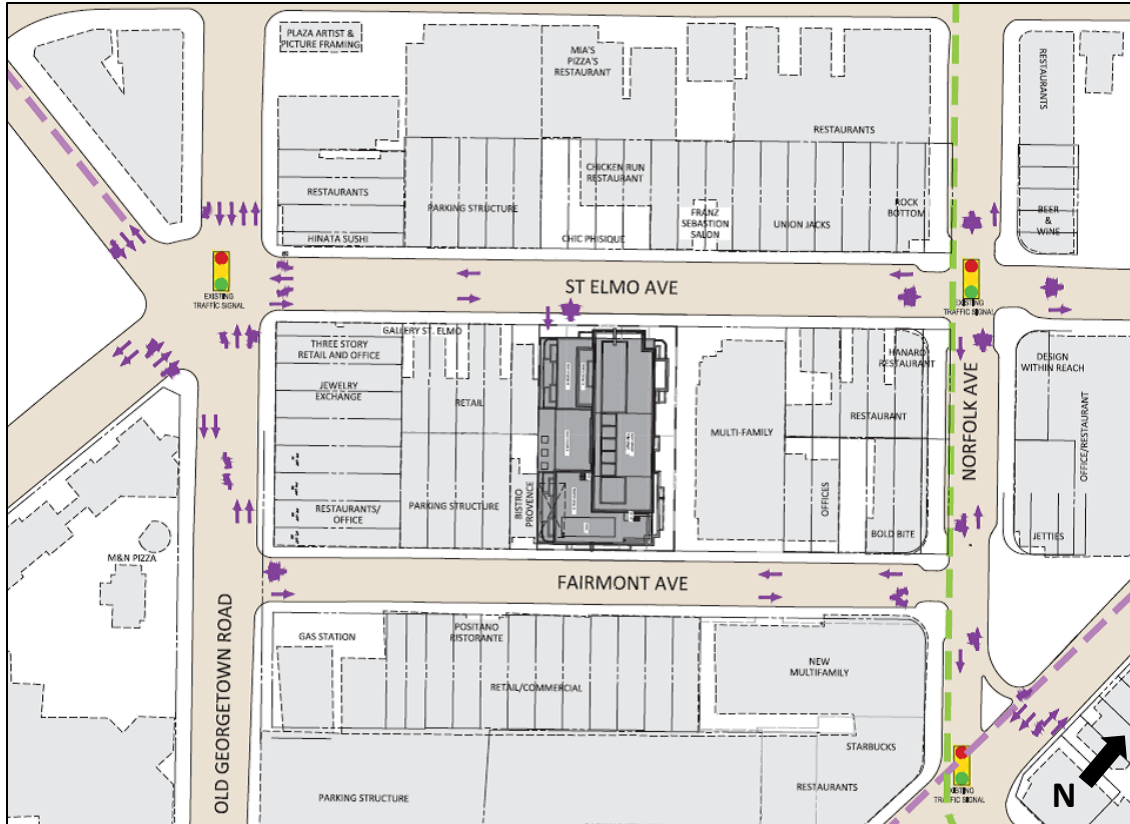


Figure 8-Vehicular Circulation

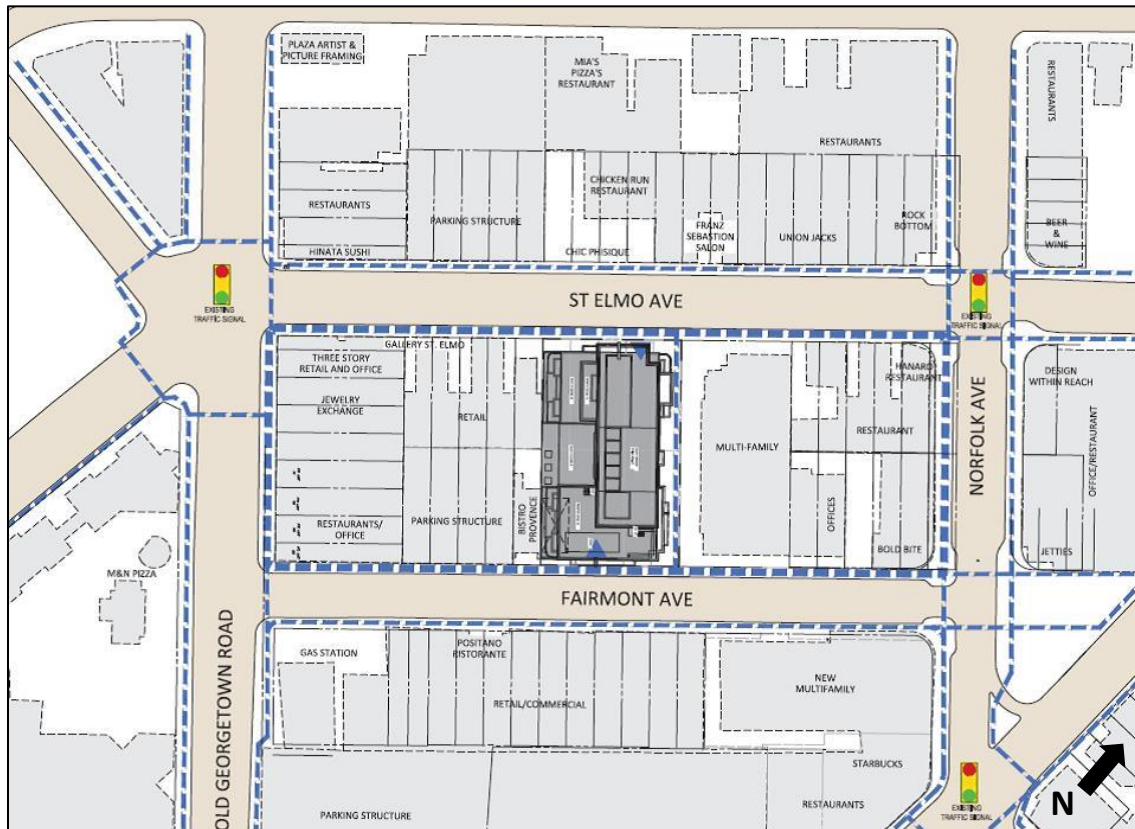


Figure 9-Pedestrian Circulation

Transit Connectivity

The immediate area is well served by transit that includes the Red Line Bethesda Metrorail Station (located approximately 0.3 mile, or 1,700 feet to the south of the site), Metrobus, RideOn, the Bethesda Circulator and future Purple Line. Specific transit routes near the Site include:

1. RideOn Bus Routes 29, 32, 30, 34, 36, 40, 47, 70
2. WMATA Metrobus Routes J2, J3, J4, J7, and J9

Master Plan Roadways and Pedestrian/Bikeway Facilities

The 1994 Bethesda CBD Sector Plan and 2005 Countywide Bikeways Functional Master Plan have the following master plan facilities along property frontage:

1. Fairmont Avenue, along the southern site frontage, as a Biker Friendly Area and Mixed Street with a minimum right-of-way width of 60 feet. Mixed Streets are described in the Sector Plan as streets that accommodate higher levels of pedestrian activity.
2. St. Elmo Avenue, along the northern site frontage, as a Business District street with a minimum right-of-way width of 70'.

Sector-Planned Transportation Demand Management

As a mixed-use project within the Bethesda Transportation Management District (TMD), the development is required to enter into a Traffic Mitigation Agreement (TMAg) with the Planning Board and Montgomery Count Department of Transportation (MCDOT) to participate in the Bethesda TMD. The specific criteria requiring a TMAg are as follows: 25 or more employees or more than 100 dwelling units.

Adequate Public Facilities

Adequate Public Facilities (APF) review will be conducted at the time of Preliminary Plan. Although the Application is not eligible for formal APF transportation review at Sketch Plan, Staff is including the following preliminary analysis of traffic impacts. The proposed development will generate 57 net new morning peak-hour trips and 49 net new evening peak-hour trips (Table 2). As a result of the proposed transportation impact, a full traffic study will be submitted with the subsequent Preliminary Plan application.

Table 2: St. Elmo Apartments Apartments Trip Generation

Trip Generation	Morning Peak Hour			Evening Peak Hour		
	In	Out	Total	In	Out	Total
Existing						
12,670 SF Office	16	3	19	5	14	19
9,945 SF Retail	3	3	6	13	13	26
Existing Subtotal	19	6	25	18	27	45
Proposed						
10,000 SF Office	13	2	15	4	11	15
6,000 SF General Retail	2	2	4	8	8	16
210 High Rise Apartments	13	50	63	42	21	63
Proposed Subtotal	28	54	82	54	40	94
Net New Trip Total	9	48	57	36	13	49

Source: Wells & Associates. Traffic Statement, dated September 15, 2014.

Transportation Policy Area Review (TPAR)

Since the proposed development is within the Bethesda CBD Policy Area, the Application is exempt from both the roadway and transit tests set forth in the 2012-2016 *Subdivision Staging Policy*. As a result, the proposed development is not required to pay the transportation impact tax to satisfy the TPAR requirement.

Sector Plan Conformance

The Project substantially conforms to the recommendations for the Property included in the *Woodmont Triangle Amendment to the Bethesda CBD Sector Plan*. The Property is designated as Block 44, which is recommended for a FAR of 5.0 (not including the MPDU bonus density) and MPDU bonus height up to 174 feet.¹ The Property is located in the area of the Woodmont Triangle that is closest to the Bethesda Metro Station. It is recognized in the Plan that properties in Block 44 are suitable for higher density because of the proximity to transit. The Property also is within the area designated as a Density Transfer Area. Specifically, the Project furthers the following goals as outlined in the *Woodmont Triangle Amendment*:

- *Housing – Provide opportunities to increase the supply of housing to serve a variety of income levels.*
The Project will provide approximately 210 units, containing diverse housing opportunities by including a variety of market-rate unit sizes and layouts and 15% MPDUs to facilitate the availability of new housing, in a range of types and rents, within walking distance of the Metro.
- *Small-scale Retail – Provide opportunities to retain existing businesses and expand opportunities for new businesses.*
Through the use of density averaging, the Sending Properties will remain as existing small-scale developments, while simultaneously allowing for the development of a larger mixed-use project on the Property. Additionally, the Project also will provide street activating uses, such as ground-floor retail on both St. Elmo Avenue and Fairmont Avenue.
- *Safe and Attractive Streets – Focus on improving the safety and character of the existing streets.*
The Project will provide streetscape improvements along Fairmont Avenue and St. Elmo Avenue per the current Bethesda Streetscape Standards. The expansion of the mid-block connection will create an active and safe pedestrian environment. The pedestrian mid-block connection will provide a more efficient means of transportation for pedestrians navigating the through the Woodmont Triangle area and will provide a pedestrian space that is separate from vehicular traffic.
- *Public Amenities – Increase flexibility in providing the public use space through optional method of development by allowing off-site and on-site fulfillment of this requirement, and by identifying a list of priority public amenities.*
The *Woodmont Triangle Amendment* lists priority public use space and amenities for the Woodmont Triangle area, which includes: streetscape improvements; north-south, mid-block pedestrian connections for the blocks located between Old Georgetown Road and Norfolk Avenue; diverse urban spaces including public use space on-site; and public art. Public spaces in the Woodmont Triangle area are encouraged to support retail and an active pedestrian environment. The Project will provide a north-south public mid-block pedestrian connection to create smaller, more pedestrian-friendly blocks and a generous public use space. The pedestrian pass-through will also provide an inviting pedestrian

¹ Per Section 4.5.2.C of the Zoning Ordinance, the Project meets the height requirements contained for properties zoned CR with a height designation of "T". The "T" designation permits greater heights on the Subject Property, but the Woodmont Triangle Amendment limits the height for Block 44 to 174 feet, which the Project is consistent with.

environment that will activate the street and support the ground-floor retail included as part of the Project.

The Project is in general conformance with the *Woodmont Triangle Amendment*.

Community Outreach

On August 25, 2014, the Applicant held a pre-submittal public meeting at the Bethesda-Chevy Chase Regional Services Center. The Applicant has complied with all submittal and noticing requirements, and Staff has not received correspondence from community groups or citizens as of the date of this report.

SECTION 4: PROJECT ANALYSIS AND FINDINGS

The purpose of a Sketch Plan is to identify general land uses, development intensity, and public benefits for the optional method of development in the CR, CRT, EOF or LSC Zones. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, heights and anticipated uses, the locations of open and public use spaces, the general circulation patterns for all modes of transportation, an estimated range of peak hour trips and relationships between existing or proposed adjacent buildings and rights-of-way. Details of the proposed development are determined during Preliminary and Site Plan review. Section 59-7.3.3.E of the Zoning Ordinance states: “To approve a sketch plan the Planning Board must find that the following elements are appropriate in concept and appropriate for further detailed review at site plan. The sketch plan must:”

1. *meet the objectives, general requirements, and standards of this Chapter;*

The Sketch Plan meets the development standards of Section 59-4.5.4, as shown in the Data Table below:

Project Data Table				
Zone	CR	C	R	H
Subject Property	5.00	1.00	4.75	145T
St. Elmo Properties	5.00	1.00	4.75	145T
Del Ray Properties	3.00	1.00	2.75	90T
Cordell Properties	3.00	1.00	2.75	90T

DEVELOPMENT STANDARD (59-4.5.4)	PERMITTED/REQUIRED		PROPOSED	
Tract Area	SF	Acres	SF	Acres
Subject Property	n/a		30,625	0.7
St. Elmo Properties	n/a		9,000	0.21
Del Ray Properties	n/a		15,625	0.36
Cordell Properties	n/a		6,250	0.14
Total	n/a		61,500	1.41
Dedications	SF	Acres	SF	Acres
Subject Property	n/a		5,000	0.11
St. Elmo Properties	n/a		1,500	0.03
Del Ray Properties	n/a		2,500	0.06
Cordell Properties	n/a		1,000	0.02
Total	n/a		10,000	0.22

Site Area	SF	Acres	SF	Acres
Subject Property	n/a		25,625	0.59
St. Elmo Properties	n/a		7,500	0.17
Del Ray Properties	n/a		13,125	0.3
Cordell Properties	n/a		5,250	0.12
Total	n/a		51,500	1.18
Height (maximum)	Feet		Feet	
Subject Property	174 ¹		174	
St. Elmo Properties	145		As existing	
Del Ray Properties	90		As existing	
Cordell Properties	90		As existing	
Total Density (maximum)	SF	FAR	SF	FAR
Subject Property	153,125	5.00	217,738	7.11
St. Elmo Properties	45,000	5.00	9,000	1.00
Del Ray Properties	46,875	3.00	32,012	2.05
Cordell Properties	18,750	3.00	5,000	0.80
22% Bonus w/15% MPDUs	54,643	1.78	46,218	1.51
Total	318,393	5.18	309,968	5.04
Total Commercial Density (maximum)	SF	FAR	SF	FAR
Subject Property	30,625	1.00	15,488	0.51
St. Elmo Properties	9,000	1.00	9,000 ²	1.00
Del Ray Properties	15,625	1.00	32,012 ³	2.05
Cordell Properties	6,250	1.00	5,000 ⁴	0.80
Total	61,500	1.00	61,500	1.00
Total Residential Density (maximum)	SF	FAR	SF	FAR
Subject Property	145,469	4.75	210,082	6.86
St. Elmo Properties	42,750	4.75	0	0.00
Del Ray Properties	42,969	2.75	0	0.00
Cordell Properties	17,188	2.75	0	0.00
22% Bonus w/15% MPDUs	54,643	1.78	46,218	1.51
Total	303,019	4.93	256,300	4.17
Setbacks - All Properties (minimum)	Feet		Feet	
Street	0		0	
Side	0		0	
Public Open Space (minimum)	SF	Acres	SF	Acres
Subject Property	0	0	5,150	0.12
St. Elmo Properties	0	0	0	0.00
Del Ray Properties	0	0	0	0.00
Cordell Properties	0	0	0	0.00
Total	0	0	5,150	0.12
Parking	Minimum	Maximum	Proposed	
Subject Property	164	356	230	

¹Height allowed by Sector Plan if Project provides at least 15% MPDUs. The Project meets the height requirements contained in Section 4.5.2.C Zoning Ordinance for properties zoned CR with a height designation of "T". The "T" designation permits even greater heights on the Subject Property, but the height is limited to 174 feet per the *Woodmont Triangle Amendment*.

² Total density remaining on St. Elmo Properties

³ Total density remaining on Del Ray Properties

⁴ Total density remaining on Cordell Properties

The Application will provide the minimum required number of bicycle parking spaces for residents, visitors, and commuter shower/change facilities within the building, which will be determined at the time of Site Plan. The number of vehicular parking spaces will be determined at Site Plan based on the number of residential dwelling units.

Density Transfer

Section 59-4.5.2.B.3 of the Zoning Ordinance provides that density may be averaged over two or more non-contiguous properties in the CR Zone if:

- a. *Each provision under Section 4.5.2.B.2 is satisfied, including:*
 - i. *The properties are under the same site plan or sketch plan; and, if a sketch plan is required, the density averaging must be shown on the sketch plan;*
All Sending and Receiving Properties are encompassed by this Sketch Plan Application.
 - ii. *The resulting properties are created by the same preliminary subdivision plan or satisfy a phasing plan established by an approved sketch plan;*
All Sending and Receiving Properties are included in this Application and will satisfy the phasing plan approved as part of the Sketch Plan. The Sending Properties also will be referenced in the forthcoming Preliminary Plan application. The Project will be constructed in one phase.
 - iii. *The maximum total, nonresidential, and residential FAR limits apply to the entire development, not to individual properties;*
As shown on the Sketch Plan Data Summary Table, the density of development on the combined lots does not exceed the total density permitted on separate lots. The entire development, including the Sending Properties and the Subject Property, is limited to a total FAR of 5.04, with a maximum non-residential FAR of 1.0 and residential FAR of 4.17, determined by the final mix and density bonus approved at Site Plan.
 - iv. *The total allowed maximum density on a resulting property that is abutting or confronting a property in an Agricultural, Rural Residential, or Residential Detached zone that is vacant or improved with an agricultural or residential use, does not exceed that allowed by the property's zone; and*
This provision is not applicable, as the Property does not abut or confront a property in an Agricultural, Rural Residential, or Residential Detached zone that is vacant or improved with an agricultural or residential use.
 - v. *Public benefits are required to be provided under any phasing element of an approved sketch plan.*
The Project will be developed in one phase and will provide adequate public benefits.
- b. *The properties are within ¼ mile of each other or in a designated master-planned density transfer area;*
The Sending and Receiving Properties are located within ¼ mile of each other. Additionally, the Sending and Receiving Properties are all located within the Density Transfer Area of the Woodmont Triangle Amendment.
- c. *The minimum public benefit points required under Section 4.5.4.A.2 are exceeded by at least 50%; and*
The Project will exceed the minimum public benefit points otherwise required by at least 50%.
- d. *The applicable master plan does not specifically prohibit the averaging of density between non-contiguous properties.*
The *Woodmont Triangle Amendment* specifically encourages the averaging of density between non-contiguous properties, within the Woodmont Triangle area. The CR Zone incorporates this goal.

The Sketch Plan conforms to the intent of the CR zone as described below.

a) *Implement the recommendations of applicable master plans.*

The Project substantially conforms to the recommendations for the Property included in the *Woodmont Triangle Amendment to the Bethesda CBD Sector Plan*. The Property is designated as Block 44, which is recommended for a FAR of 5.0 (not including the MPDU bonus density) and MPDU bonus height up to 174 feet. The Property is located in the area of the Woodmont Triangle that is closest to the Bethesda Metro Station. It is recognized in the Plan that properties in Block 44 are suitable for higher density because of the proximity to transit. The Property also is within the area designated as a Density Transfer Area. Specifically, the Project furthers the following goals as outlined in the *Woodmont Triangle Amendment*:

- *Housing – Provide opportunities to increase the supply of housing to serve a variety of income levels.*

The Project will provide approximately 210 units, containing diverse housing opportunities by including a variety of market-rate unit sizes and layouts and 15% MPDUs to facilitate the availability of new housing, in a range of types and rents, within walking distance of the Metro.

- *Small-scale Retail – Provide opportunities to retain existing businesses and expand opportunities for new businesses.*

Through the use of density averaging, the Sending Properties will remain as existing small-scale developments, while simultaneously allowing for the development of a larger mixed-use project on the Property. Additionally, the Project also will provide street activating uses, such as ground-floor retail on both St. Elmo Avenue and Fairmont Avenue.

- *Safe and Attractive Streets – Focus on improving the safety and character of the existing streets.*

The Project will provide streetscape improvements along Fairmont Avenue and St. Elmo Avenue per the current Bethesda Streetscape Standards. The expansion of the mid-block connection will create an active and safe pedestrian environment. The pedestrian mid-block connection will provide a more efficient means of transportation for pedestrians navigating the through the Woodmont Triangle area and will provide a pedestrian space that is separate from vehicular traffic.

- *Public Amenities – Increase flexibility in providing the public use space through optional method of development by allowing off-site and on-site fulfillment of this requirement, and by identifying a list of priority public amenities.*

The *Woodmont Triangle Amendment* lists priority public use space and amenities for the Woodmont Triangle area, which includes: streetscape improvements; north-south, mid-block pedestrian connections for the blocks located between Old Georgetown Road and Norfolk Avenue; diverse urban spaces including public use space on-site; and public art. Public spaces in the Woodmont Triangle area are encouraged to support retail and an active pedestrian environment. The Project will provide a north-south public mid-block pedestrian connection to create smaller, more pedestrian-friendly blocks and a generous public use space. The pedestrian pass-through will also provide an inviting pedestrian environment that will activate the street and support the ground-floor retail included as part of the Project.

- b) *Target opportunities for redevelopment of single-use commercial areas and surface parking lots with a mix of uses.*

The Project will redevelop the existing low-density commercial site and associated surface parking with a higher-density mixed-use development with underground parking to maximize residential development in close proximity to the Metro. The Project proposes ground-floor retail/office uses, upper level residential units, public open space and residential amenity space. The Project meets the objective of this finding.

- c) *Encourage development that integrates a combination of housing types, mobility options, commercial services, and public facilities and amenities, where parking is prohibited between the building and the street.*

The Project encourages such development by proposing market-rate residential units in a variety of unit types as well as 15% MPDUs, offering housing opportunities for a range of incomes proximate to the numerous transit options of downtown Bethesda. The proposed non-residential uses (retail and/or office) on the ground floor provide commercial services for the residents and surrounding neighborhood. The Project facilitates all modes of transit – pedestrian, bicycle, and vehicular – proximate to the Metro and bus service by improving the streetscape and providing a mid-block connection between St. Elmo Avenue and Fairmont Avenue. The Project proposes separated access points for vehicular parking and loading access. The Project does not propose any parking between the building and the street frontages.

- d) *Allows a flexible mix of uses, densities, and building heights appropriate to various settings to ensure compatible relationships with adjoining neighborhoods.*

The Project will provide a mix of uses on-site, including a significant amount of new residential development and ground floor retail for small-scale business opportunities with a building height of 174 feet, as allowed in the CR-5.0, C-1.0, R-4.75, H-145T zone. The *Woodmont Triangle Amendment* encourages the transfer of density to retain the smaller-scale commercial and retail developments, while simultaneously allowing for the development of larger mixed-use projects in the Woodmont Triangle area. Through the use of density averaging, the Sending Properties will remain as existing small-scale developments, while simultaneously allowing for the development of a larger mixed-use project on the Property. The height and densities proposed by the Project are compatible with the desired character of the Woodmont Triangle area.

- e) *Integrate an appropriate balance of employment and housing opportunities.*

As recommended in the *Woodmont Triangle Amendment*, the Project provides a substantial amount of new residential development through a variety of housing options with both market-rate units and MPDUs in an array of unit sizes that will support the existing retail and non-residential development in the Woodmont Triangle area. The Project also provides new ground-floor retail, as well as office uses on the ground level and second floor to create a mixed-use development.

- f) *Standardize optional method development by establishing minimum requirements for the provision of public benefits that will support and accommodate density above the standard method limit.*

The Project will provide the required public benefits from a minimum of four categories to achieve the desired incentive density above the standard method limit and will exceed the minimum public benefit points by at least 50%, as required for density averaging.

2. *substantially conform with the recommendations of the applicable master plan;*

As discussed earlier in the Sector Plan Conformance Section, the Project substantially conforms to recommendations of the *Woodmont Triangle Amendment* to the *Bethesda CBD Sector Plan*. The Project will increase the supply of housing to serve a variety of income levels, provide opportunities to retain existing businesses and expand opportunities for new businesses, provide connectivity improvements that improve the safety and character of the existing streets, and provide public open space.

3. *satisfy any development plan or schematic development plan in effect on October 29, 2014;*

The Sketch Plan is not subject to a development plan or schematic development plan.

4. *achieve compatible internal and external relationships between existing and pending nearby development;*

The building is compatible in height and scale with the existing and pending nearby development in the Woodmont Triangle area. The Project achieves compatibility with the building heights and the street edge already established by the recently constructed Bainbridge Bethesda development directly adjacent to the Property.

5. *provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading;*

The Project provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading. The Project appropriately locates activating pedestrian uses along the St. Elmo Avenue and Fairmont Avenue frontages. The lobby, leasing office and a retail space is located along St. Elmo Avenue and additional retail/office spaces are located on Fairmont Avenue. Vehicular access will be from St. Elmo Avenue and loading is off Fairmont Avenue. In addition, the Project will provide a mid-block connection that will offer an inviting pedestrian environment.

6. *propose an outline of public benefits that supports the requested incentive density and is appropriate for the specific community;*

The Application includes public benefits that address the general incentive and density considerations required by Section 59-4.7.1.B. The public benefits:

- a. Take into consideration “the recommendations of the applicable master plan” by providing the diversity of housing, providing opportunities to retain existing businesses and expanding opportunities for new businesses, connectivity improvements, and providing the public open space;
- b. Meet “the CR Zone Incentive Density Implementation Guidelines” by providing the proper calculations and criteria for each public benefit;
- c. Meet “any design guidelines adopted for the applicable master plan area” by providing streetscape improvements along Fairmont Avenue and St. Elmo Avenue and providing a mid-block connection, as

recommended by the *Woodmont Triangle Amendment*, which will create an inviting pedestrian environment that will activate the street and support the ground-floor retail included as part of the Project;

- d. Are appropriate for “the size and configuration of the site” by improving the existing configuration of surface parking lot and aging existing buildings and providing structured parking to allow for public open space close to transit;
- e. Adequately address “the relationship of the site to adjacent properties” by designing the building at an appropriate scale for the surroundings with heights and creating areas of open space that complements the existing character of the area;
- f. Consider “the presence or lack of similar public benefits nearby” through the provision of affordable housing, environmental benefits, public open space, pedestrian connections, all of which are currently needed in this area; and
- g. Provide “enhancements beyond the elements listed in an individual public benefit that increase public access to, or enjoyment of, the benefit” which will be developed and assessed during Preliminary and Site Plan reviews.

Public Benefits Calculations			
Public Benefit	Incentive Density Points		
	Max Allowed	Requested	Recommended
59-4.7.3B: Transit Proximity	50	40	40
59-4.7.3C: Connectivity and Mobility			
Minimum Parking	10	7	7
Through-Block Connection	20	10	10
59-4.7.3D: Diversity of Uses and Activities			
Affordable Housing	No limit	30	30
Small Business Opportunities	20	10	10
59-4.7.3E: Quality of Building and Site Design			
Exceptional Design	10	5	5
Public Open Space	20	20	20
Public Art	15	12	12
Structured Parking	20	20	20
59-4.7.3F: Protection and Enhancement of the Natural Environment			
BLTs	30	6	6
Cool Roof	10	10	10
Vegetated Roof	15	10	10
TOTAL		180	180

Transit Proximity

The Property is located within 1,500 feet of the Bethesda Metro Station, which allows the development to be eligible for Level 1 transit as defined in the Zoning Ordinance. Staff recommends 40 points as suggested in the *2012 Commercial/Residential Zones Incentive Density Implementation Guidelines* (CR Guidelines).

Connectivity and Mobility

Minimum Parking: The Applicant requests 7 points for providing fewer than the maximum allowed number of parking spaces. Points for this incentive are granted on a sliding scale from no points for providing the maximum allowable number of on-site spaces to 10 points for providing no more than the minimum

numbers of spaces on site. The maximum allowable number of on-site spaces is 356, and the Applicant is proposing to provide 230 parking spaces. Based on the initial calculation, Staff recommends granting 7 points with final parking counts to be determined at Site Plan.

Through-Block Connection: The Applicant requests 10 points for providing a safe and attractive pedestrian connection between streets. Per the CR Guidelines, 10 points are appropriate for connections that are open-air, at least 15 feet wide, and open to the public at least between 8:00 a.m. and 9:00 p.m. Staff recommends 10 points. Final detailed plan of circulation and site layout will be approved at Site Plan.

Diversity of Uses and Activities

Affordable Housing: The Applicant requests 30 points for providing 15% of the multi-family units as MPDUs. The incentive density points for MPDUs are calculated as a percentage of the total number of dwelling units (assuming 210 multi-family units). The Applicant's initial estimate of providing 32 MPDUs yields 30 points. Final number of MPDU units to be determined at Site Plan. Staff supports the Applicant's request.

Small Business Opportunities: The Applicant requests 10 points for providing the retail bays to be less than 5,000 square feet. Incentive density of 10 points is appropriate for developments that provide retail bays for on-site space for small, neighborhood-oriented businesses of no more than 5,000 square feet. Staff supports 10 points for this benefit.

Quality of Building and Site Design

Exceptional Design: The Applicant requests 5 points for building or site design that enhances the character of a setting. Per the CR Guidelines, incentive density of 5 points is appropriate for development that meets at least four of the guideline criteria. The Applicant asserts that the Project provides innovative solutions in response to the immediate context; creates a sense of place and serves as a landmark; enhances the public realm in a distinct and original manner; introduces materials, forms, or building methods unique to the immediate vicinity or applied in a unique way; uses design solutions to make compact infill development living, working and shopping environments more pleasurable and desirable; and integrates low-impact development methods into the overall design of the site and building, beyond green building or site requirements. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, and heights. Staff supports the Applicant's request at this time with further details and refinement to be provided at the time of Site Plan.

Public Open Space: The Applicant requests 20 points for open space (no open space is required). Points for this incentive are granted on a sliding scale based on the percentage of the net lot area. The conceptual layout yields 5,150 square feet of open space will be provided for a total of 20 points. The open space will be: directly accessible to a street; open to the public; designed so that the loading or parking facilities are screened or faced with active uses, contain seating, trash receptacles, landscaping, and other amenities; be at least 35 feet wide; designed so that walls of any residential floor area facing the open space have windows on at least 60 percent of the façade between three and eight feet; and designed so that any dwelling unit facing the open space will have access to the open space. Staff supports 20 points for this benefit.

Public Art: The Applicant requests 12 points for installing public art on-site. The public art concept will be developed during the Preliminary and Site Plan process and will be presented to the Public Arts Trust Steering Committee. The Applicant asserts that the artwork will meet at least 7 of the 8 goals outlines in the CR Guidelines and the final points will be determined at the time of Site Plan. Staff supports the Applicant's request at this time.

Structured Parking: The Applicant requests 20 points for structured parking for the parking that will be below grade. The Application proposes all parking spaces to be provided in a below-ground parking garage with final parking counts to be determined at Site Plan. Staff supports 20 points for this benefit.

Protection and Enhancement of the Natural Environment

Building Lot Termination (BLT): The Applicant requests 6 points for the purchase of BLT easements to be purchased or equivalent payment made for every 31,500 square feet of gross floor area comprising the 7.5% incentive density floor area. Points are granted by the calculation of BLTs as provided in Section 59-4.7.3.F of the Zoning Ordinance. Staff supports 6 points for this benefit at this time.

Cool Roof: The Application proposes to provide a cool roof with a minimum solar reflectance index (SRI) of 75 for roofs with a slope at or below a ratio of 2:12, and a minimum of SRI of 25 for slopes above 2:12, for a site less than 1 acre in size, thus achieving 10 points in this public benefit category. The final layout is determined at the time of Site Plan and Staff supports 10 points for this benefit at this time.

Vegetated Roof: The Applicant requests 10 points for providing vegetated roofs with a soil depth of at least 4 inches and covering at least 33% of the total roof excluding space for mechanical equipment. The CR Guidelines recommend 7.5 points for development that meets the Zoning Ordinance requirements; with additional points granted if other criteria are met, including: greater coverage, greater soil depth, plant species that provide habitat and native plant species. At the time of Site Plan, the Applicant will provide additional details on meeting the vegetated roof criteria. Staff supports the Applicant's request at this time.

7. *establish a feasible and appropriate provisional phasing plan for all structures, uses, rights-of-way, sidewalks, dedications, public benefits, and future preliminary and site plan applications.*

The Project will be built in one phase.

CONCLUSION

The Sketch Plan application satisfies the findings under Section 59-4.5.4 of the Zoning Ordinance and substantially conforms to the recommendations of the Bethesda CBD Sector Plan area. Therefore, Staff recommends approval of the Sketch Plan with the conditions specified at the beginning of this report.

ATTACHMENTS

- A. FAR Averaging
- B. NRI/FSD
- C. Sketch Plan
- D. Sector Plan pages
- E. Agency Letters