

## PROJECT DESCRIPTION: Surrounding Vicinity

The property is located at the southern edge of the Bethesda Central Business District northwest of the Wisconsin Avenue and Bradley Boulevard intersection. The northwestern corner of the property fronts on a public alley which extends from Bradley Boulevard to Woodmont Avenue. The surrounding zoning consists of CBD-1 to the north and east, R-10 to the south and west. The immediate surrounding land uses are as follows:

### North

The property immediately to the north is improved with an eight-story office building. To the northwest is an area zoned R-10 supporting multi-family rental units known as The Strathmore. These apartments consist of 2-and 3-story buildings that are approximately 20-30 feet in height.

### South

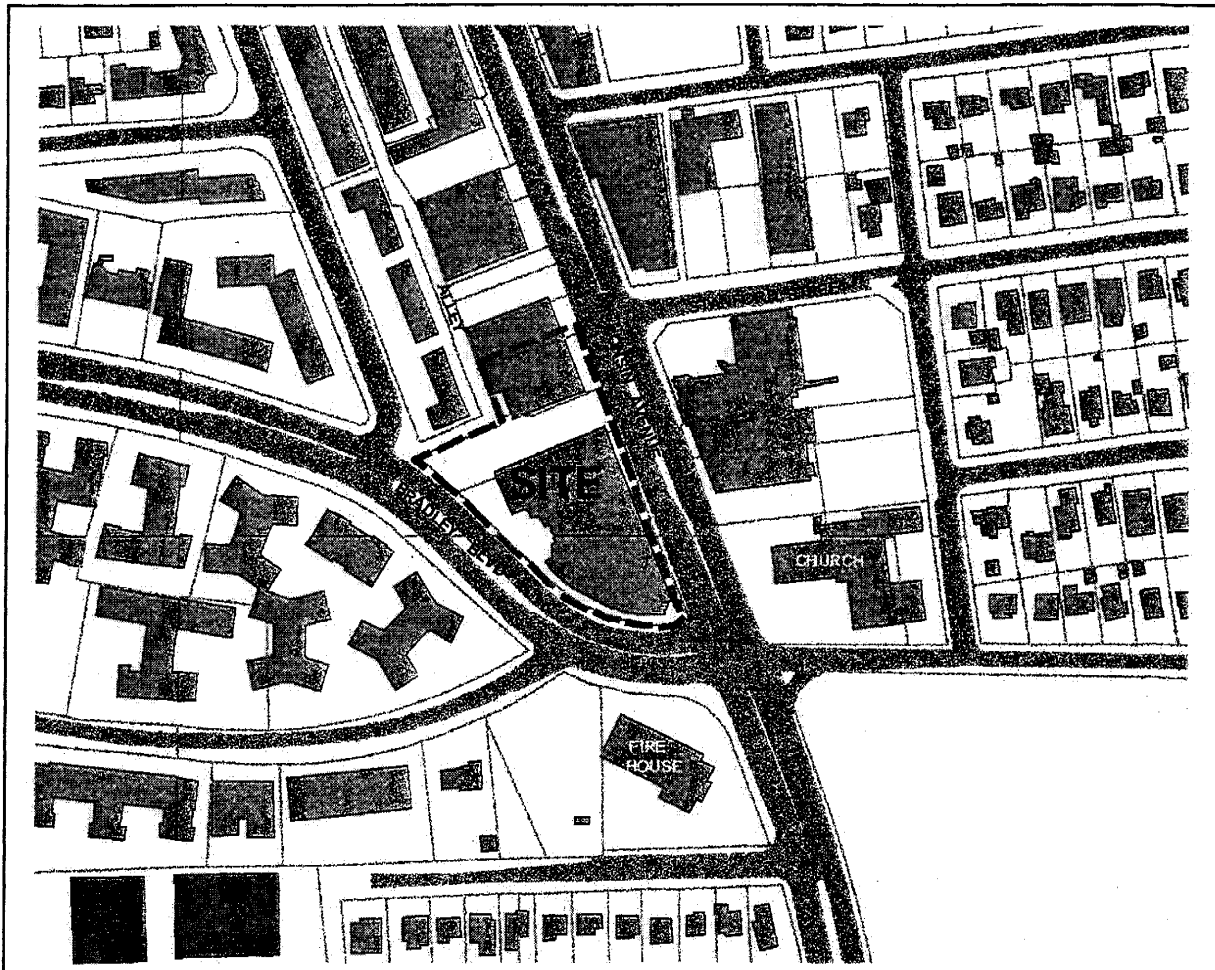
A fire house is located across Bradley Boulevard. The property is zoned R-10. To the south of the property is the Chevy Chase Club.

### East

Properties east of the subject site, across Wisconsin Avenue are zoned CBD-1. The parcels are commercial in nature, with a mix of office, specialty retail (Trader Joe's) and parking uses. The buildings range in height from one to five stories. A Presbyterian church is located on the corner of Wisconsin Avenue and Bradley Boulevard.

### West

The Barkley Apartments are sited to the southwest, across Bradley Boulevard. The apartments consist of 3-and 4-story buildings owned by the Montgomery County Housing Opportunities Commission. The property is zoned R-10.

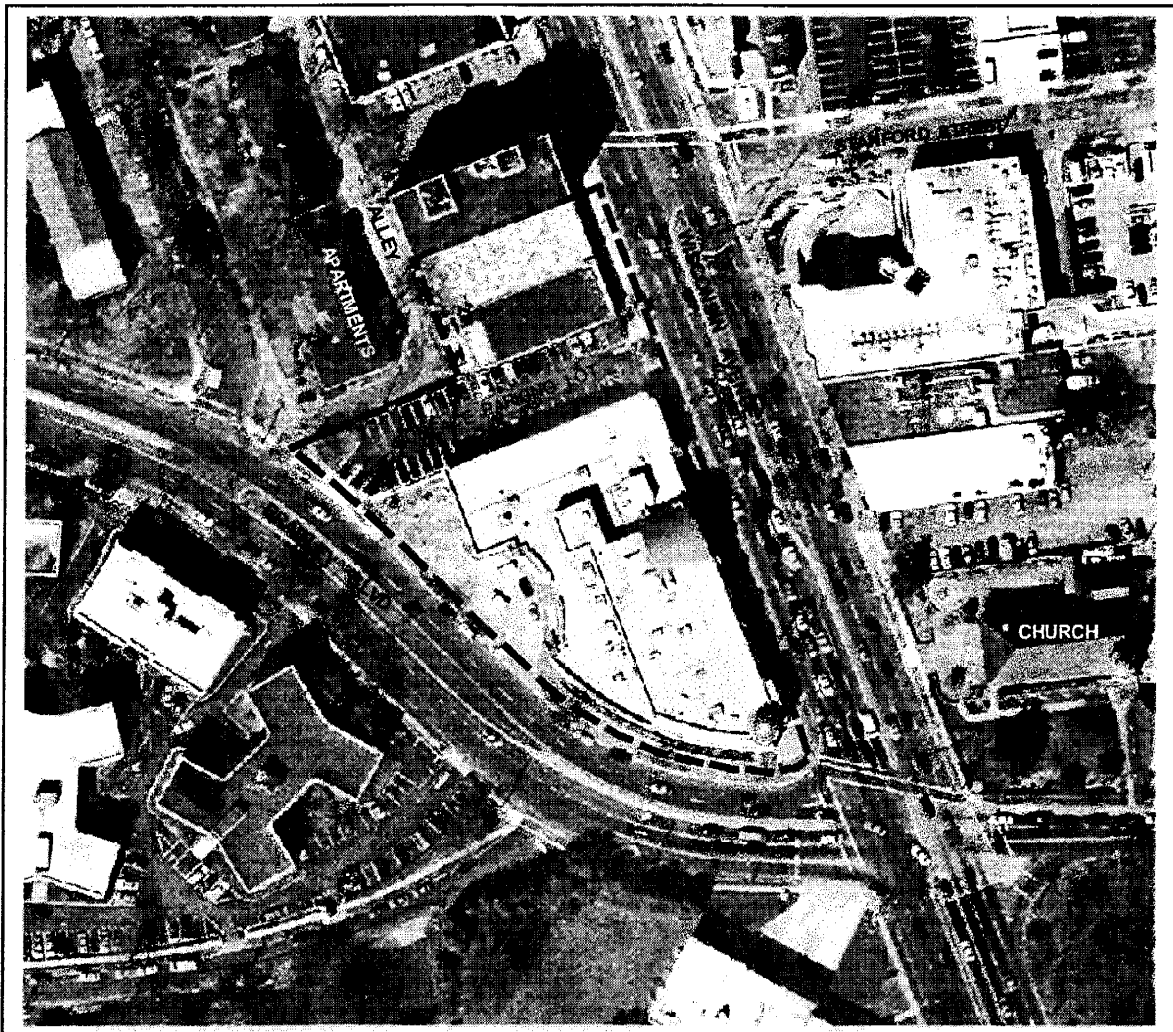


## **PROJECT DESCRIPTION: Site Description**

The 1.74-acre site, zoned CBD-1, is comprised of three properties. The northern one, 13,504 square feet in area is improved with two one-story retail buildings. The middle property, 15,663 square feet, is currently used as a surface parking lot. The southern-most parcel, 46,757 square feet, is improved with a 2-3 story building, which supports 81,237 square feet of retail/office use and one level of underground parking accessed from Bradley Boulevard. The natural topography, sloping down westward from Wisconsin Avenue creates a 20-foot change in grade equivalent to one floor level so that an additional level of streetfront retail is recouped along the Bradley Boulevard frontage. The building is occupied by tenants including Storehouse Furniture and Staples office supplies.

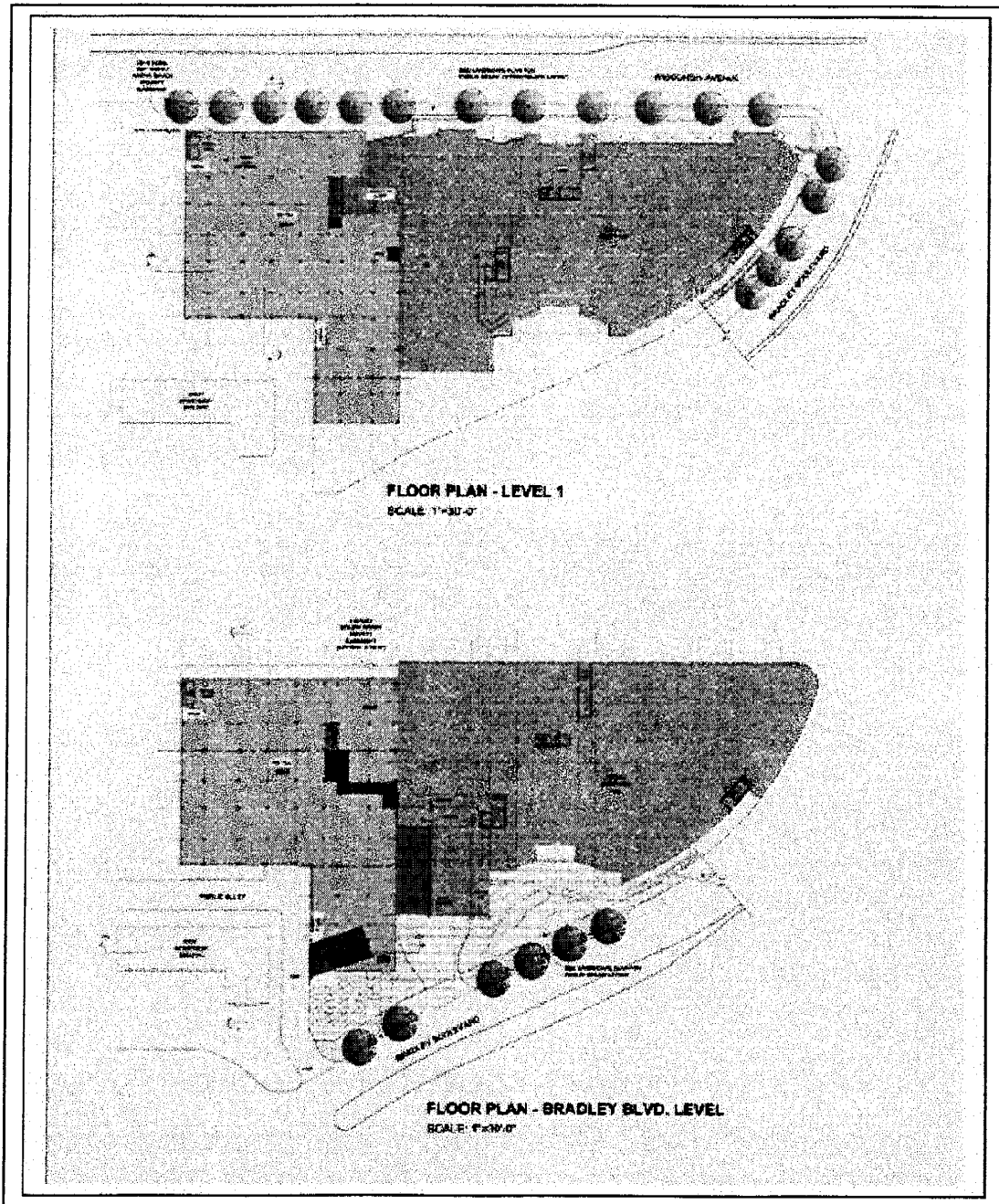
Sections of the site street frontages are improved with brick sidewalks and street trees. Overhead utility lines frame the street along the Wisconsin Avenue frontage and along a small section of the Bradley Boulevard frontage at the north. The loading areas of the two retail buildings at the northern portion of the face the public alleyway. The commercial building in the southern portion of the site currently features a semi-circular driveway connected to Bradley Boulevard, that provides a handful of off-street parking spaces with access to the loading facility and underground parking. The surface parking lot features a driveway entrance on both Wisconsin Avenue and Bradley Boulevard.

**Aerial view of the site showing the existing real building at the intersection of Bradley Boulevard and Wisconsin Avenue.**



## PROJECT DESCRIPTION: Proposal

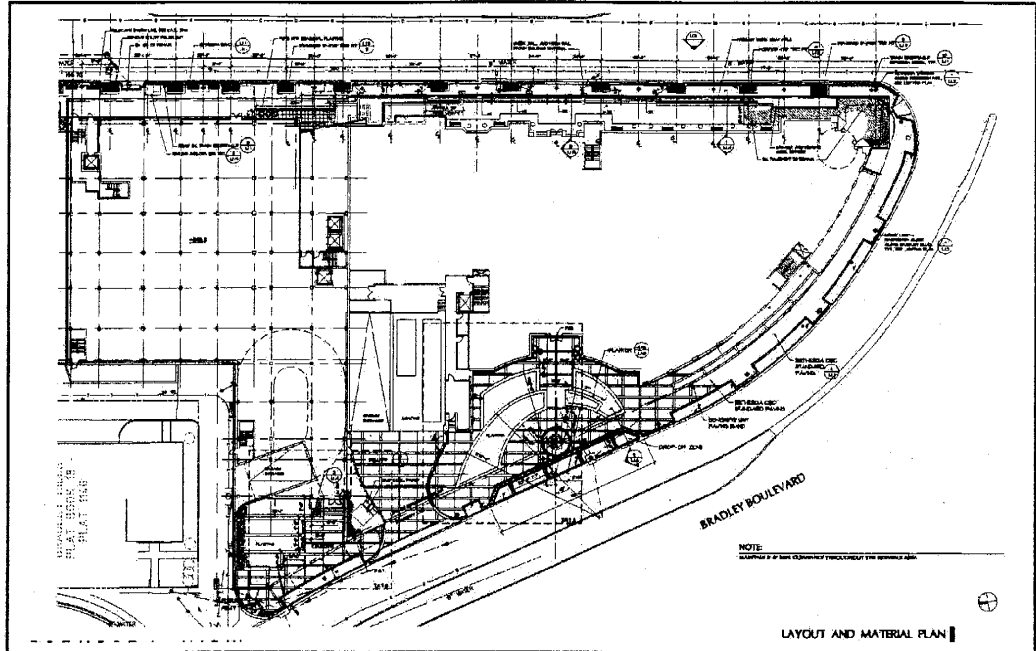
Bethesda View is a mixed-use, optional method development consisting of residential condominium units and retail space. The project proposed to keep the existing retail building while constructing a high-rise housing tower directly to the north. The site plan accommodates 92 residential units occupying 150,000 square feet (68% FAR) with retail space for 123,383 square feet, of which 44,146 square feet will be newly constructed space at the ground floor level of the housing tower. The architectural design seeks to utilize the placement of the tower and its compositional massing to form the “gateway” to Bethesda at this southernmost tip of the Sector Plan area. The building massing consists of interlocking volumes of glass and masonry, balanced by strong vertical elements of lighted columns and contrasting, lighted spandrels.



### Existing and Proposed Buildings

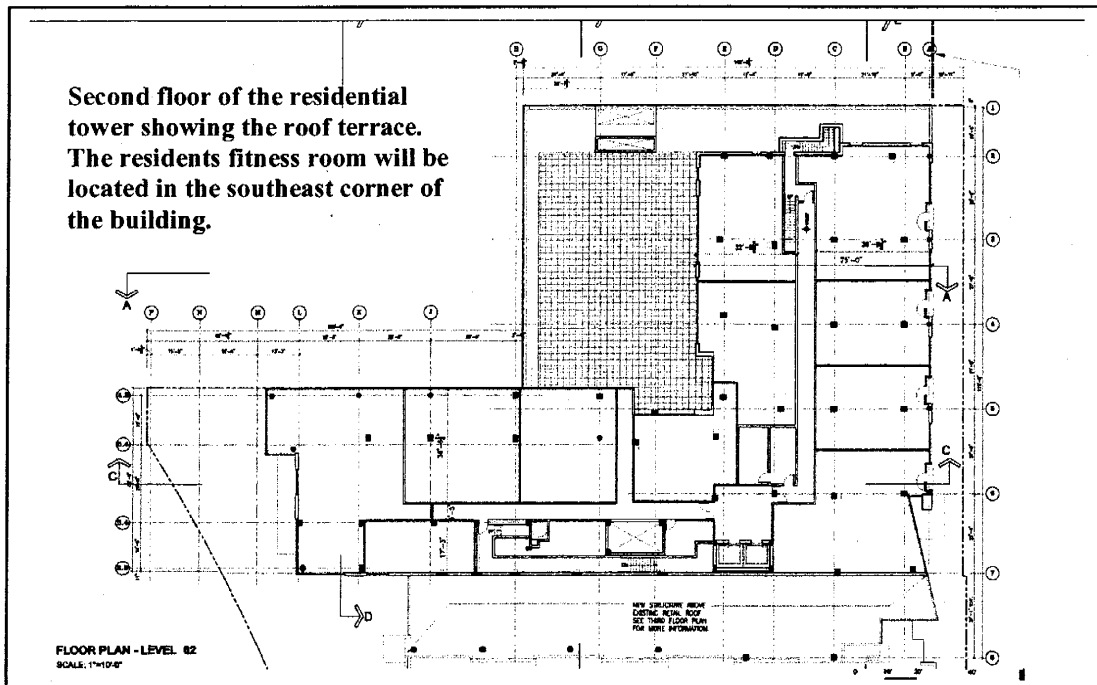
The plan proposes to retain the existing three-level retail building at the southern boundary of the site (“Bethesda’s tip”), consisting of approximately 66,000 gross square feet retail space and 12,000 gross square feet of office. The new high-rise

building will be nine stories, with a 7-level L-shaped residential tower supported by a two-level retail base. The north wing of the residential tower will be set back 20 feet from Wisconsin Avenue and approximately 55 feet from the public alley. The residential lobby and the ground level retail will be accessed from Wisconsin Avenue. The lower level retail space will retain its entrance, which, because of the site topography, is approached at grade from Bradley Boulevard. The new building will include 44,146 square feet of retail space on the ground level of the housing tower, with its entrance on Wisconsin Avenue.



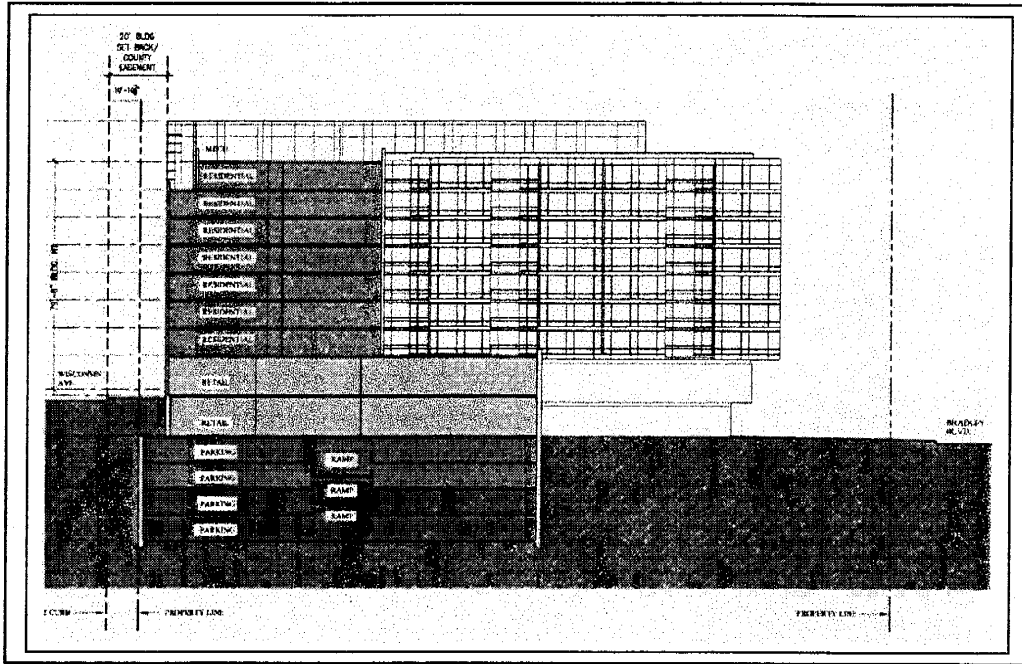
**Housing and MPDUs**

The 92 units of housing features six unit types of variety of 1-, 2-, and 3-bedroom dwelling units, with a percentage mix of 29%, 48% and 23%, respectively. The applicant has executed an agreement with the Montgomery County Division of Housing and Community Affairs for a payment for fee-in-lieu based on the Project Plan approved by the Planning Board on December 18, 2003. Based on the density proposed (92 units), the applicant has agreed to provide a payment to the Housing Initiative Fund in the amount of \$770,000.000 for 12 MPDUs and a surplus fee.



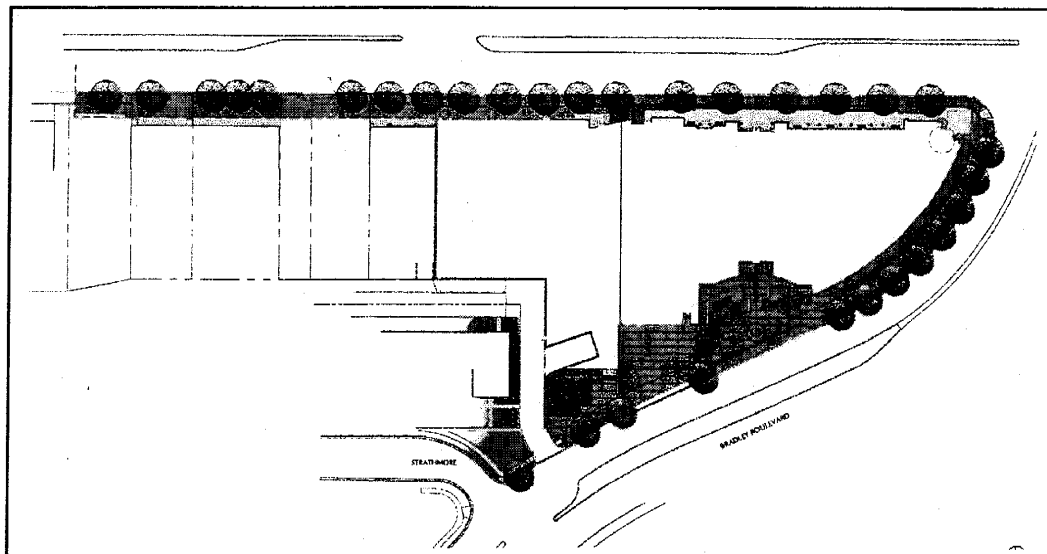
### Parking

The new building's design incorporates a 4-level underground parking garage for use by residents, retail patrons, and the public. The garage will contain 389 parking spaces, with 136 spaces for residents, and 253 spaces for retail use. The plan proposes two separate entrances for the residential and commercial uses of this development. The entrance ramp off of Bradley Boulevard to the existing retail building's underground parking will be used for the commercial uses of the entire development. The residents of the condominiums will have a parking entrance off of the public alley leading to their exclusive parking spaces in the two lower levels of the garage. The revised plan for the parking garage incorporates a connection between the retail and residential parking. Because of the development's location within the CBD, the proposal qualifies for a 10% reduction in parking requirements allowed by the zoning ordinance, and the benefits of the Parking District.

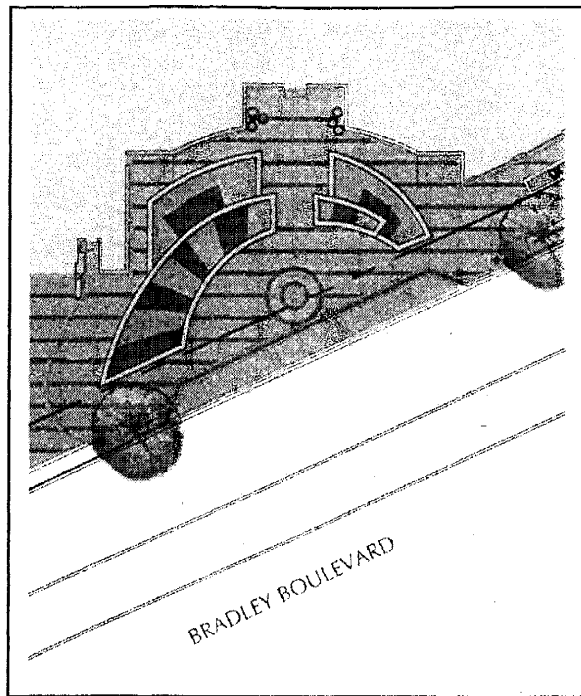


### Streetscape Improvements/Public Use Areas

The plan proposes to improve public use space along Wisconsin Avenue, including street trees, benches, a widened sidewalk along Wisconsin Avenue, and plantings. The existing utility poles will be removed and utilities placed underground along the subject site frontage along Wisconsin Avenue.



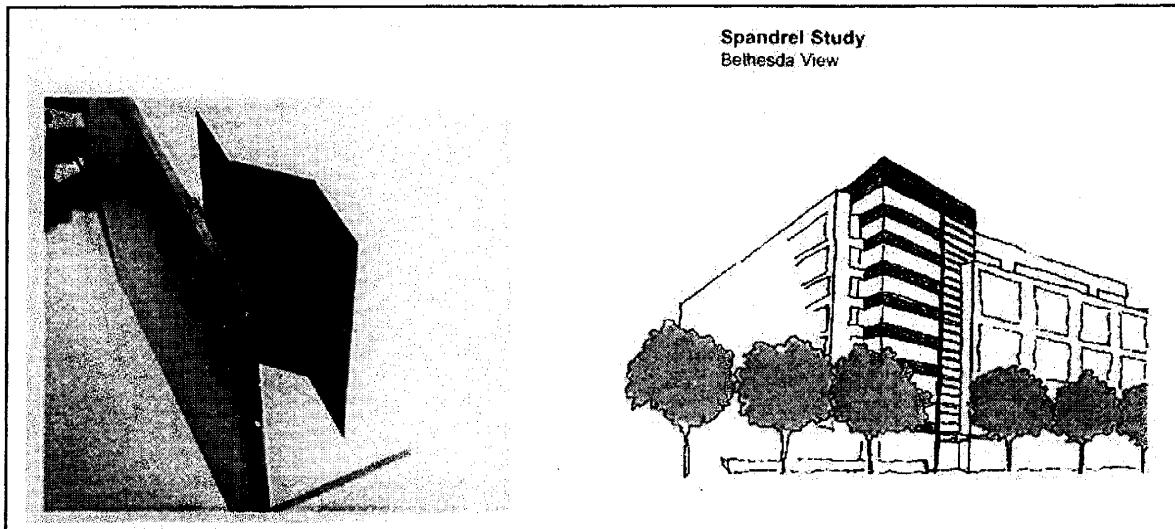
On the Bradley Boulevard frontage, two public urban garden plaza areas will be provided. The plazas will serve as the focal point of the public space improvements. The applicant will remove existing barren concrete drop-off and curb cuts, and add in their places one of the pedestrian plaza areas featuring landscaping and seating.. A second plaza area will be located further down Bradley Boulevard, adjacent to the new Bethesda View building. This plaza will be a visually interesting pedestrian seating area, consisting of pre-cast seat walls, ornamental trees, shrub and perennial plantings. The design of the public space will screen the existing building's loading and service area, and substantially improve the Bradley Boulevard streetscape.



**Hardscape Plan showing special paving materials in the public plaza**

Public Art

The firm of James Carpenter Design Associates has been commissioned to create an architectural application of illuminated glass and ceramics within the building façade. The application of this lighting technique, to exact controlled manipulation of refractive light while using interference coatings incorporates industrial materials to produce desired light levels. The lighting will be incorporated as an integral element of the Wisconsin Avenue façade extending to wrap the building on its southern exposure—hence lighting the tower as the bearer of the Gateway beacon.



#### Off-Site Public Amenities

The entryway to the existing alley on the north side of the Bradley Boulevard frontage will be improved with a patterned, colored concrete treatment, which will extend to the residential entry ramp. In addition to providing the streetscape improvements along the site's Bradley Boulevard and Wisconsin Avenue frontages, the applicant proposes to extend the Bethesda Street paving, lighting, benches, and street trees along Wisconsin Avenue northward approximately 300 feet.

#### Private Amenities

The Bethesda View will provide private amenity areas that will be accessible to the residents of the project. In addition to private balconies, which will be a component of most units, there also will be exterior rooftop terraces and a fitness center available to the residents.