

## PROJECT DESCRIPTION: Prior Approvals

**Project Plan 9-04001** was approved by the Planning Board on December 18, 2003, subject to the following conditions:

1. Development Ceiling  
*The proposed development shall be limited to 218,870 gross square feet (or 2.88 FAR), including the existing commercial space and 120 multi-family dwelling units.*
2. Transportation
  - a. *Provide 50 feet of right-of-way and an additional 10 feet of easement (sidewalk and amenities) for a total of 60 feet from the centerline of Wisconsin Avenue to the face of the building for the length of parcel 923 and part of lot 1, block 2.*
  - b. *Provide 50 feet of right-of-way and an additional 10 feet of easement (sidewalk and amenities) for a total of 60 feet from the centerline of Bradley Boulevard to the face of the building for the length of part of lot 1, block 2.*
  - c. *Widen, and dedicate land if necessary, the public alley along the northwestern corner of the site to a 20-foot width in accordance with Montgomery County Department of Public Works and Transportation's requirements.*
  - d. *Limit the development to 120 multi-family units and an additional 44,400 square feet of retail for a total of 125,637 square feet of mixed office and retail space.*
  - e. *Provide a Class III bike facility, i.e. a wide curb lane, along Bradley Boulevard as required by the Maryland State Highway Administration (MSHA).*
3. Public Use Space  
*At the time of site plan review, alternative design schemes for the proposed public use area along the Bradley Boulevard frontage shall be explored to ensure that the area will be easily accessible from the street and is designed as an inviting place that will accommodate meaningful activities for both the general public and future residents of the development.*
4. Streetscape
  - f. *All streetscape improvements, on both Wisconsin Avenue and Bradley Boulevard, shall include underground utilities and shall be in accordance with the Bethesda Streetscape Plan.*
  - a. *The applicant shall underground utilities for approximately 406 feet along Wisconsin Avenue and for approximately 90 feet along Bradley Boulevard.*
  - b. *The design of the proposed streetscape along Bradley Boulevard shall consider and coordinate with on-street parking spaces.*
5. Public Art  
*Site Plan for the proposed development shall include a detailed public art program. The public art shall enhance the gateway location of the subject site and enrich the pedestrian experience along Wisconsin Avenue or within the proposed public use areas. It should be planned as an integral part of the overall building and public use area design. The public art program shall be fully developed by the applicant and reviewed by the Planning Board's Art Panel prior to site plan review.*
6. Off Site Public Amenities  
*The applicant shall provide streetscape improvements, not including underground utilities, in accordance with the Bethesda Streetscape Plan along the west side of Wisconsin Avenue, approximately 300 feet in length, from the north property line of the subject site to the south property line of Lot P6 of Block 2 near the intersection of Wisconsin Avenue and Walsh Street. Site plan for the proposed development shall include design details of the required streetscape improvements.*
7. Staging of Amenity Features  
*The design details and staging of all the on-site and off-site public amenities, including the public art program, shall be finalized at the time of site plan review.*
8. Moderately Priced Dwelling Units (MPDUs)  
*The proposed development shall provide required MPDUs (12.5% of the total dwelling units) in accordance with the letter from Montgomery County Department of Housing and Community Affairs (DHCA) to Chairman Berlage dated December 2, 2003. If the proposed dwelling units are to be developed as rental units, the provision of the required MPDUs shall be re-evaluated by DHCA at the time of site plan review.*
9. Structure Under Public Alley  
*The portion of the proposed underground parking structure (Level B2 to B5) that is located under the existing public alley is subject to approval of Montgomery County Department of Public Works and Transportation and Department of Permitting Services.*

10. Public Access Easement  
Prior to the issuance of any permit for the proposed development, a 10-foot-wide public access easement along the street frontage of the site as required by Condition 2 shall be recorded in the land records.
11. Lay-by on Bradley Boulevard  
At the time of site plan review, the applicant shall explore the possibility of providing a drop-off area on Bradley Boulevard by eliminating some on-street meter parking spaces. If it is determined by State Highway Administration, Montgomery County Department of Permitting Services, and M-NCPPC staff that a lay-by as proposed by the applicant is a more desirable solution, the paving materials for the lay-by area should match the materials used for the adjacent sidewalk.
12. Recreation Facilities  
The proposed development shall provide adequate recreation facilities for the residents of the subject development in accordance with the Recreation Guidelines. Site plan of the development shall identify location and design of the proposed facilities. Use of planters and other green areas should be considered for rooftop terraces to provide appropriate space for passive recreation activities.
13. Noise and Air Quality Compatibility
  - a. Site Plan for the proposed development shall include a noise analysis to determine if residences are exposed to noise levels greater than 65 dBA Ldn. If so, additional acoustical treatment of the residential units may be required.
  - b. The design of the proposed development shall separate garage exhaust from residential intakes and away from outdoor amenity spaces.
  - c. The applicant shall install a solid fence along the public alley frontage during the construction period to minimize the impact of construction activities on adjacent apartments and to reduce noise, dust, and debris. The design and exact location of the fence shall be included in the site plan submittal.
  - c. At the time of site plan review, the applicant shall work with M-NCPPC staff and the adjacent apartments owner to identify possible landscaping and/or other screening devices to address the impact of the new garage entrance on adjacent apartments.

**Preliminary Plan** 1-04017 was approved by the Planning Board on December 18, 2003, subject to the following conditions:

Approval under this preliminary plan is limited 120 multi-family dwelling units and 125,637 square feet of retail/office use

1. Compliance with the conditions of approval for the preliminary forest conservation plan. The applicant must satisfy all conditions prior to recording of plat(s) or MCDPS issuance of sediment and erosion control permits
2. Compliance with the conditions of approval of the MCDPS stormwater management approval dated December 15, 2003.
3. Access and improvements as required to be approved by MCDPWT prior to recordation of plat(s) and MSHA prior to issuance of access permits
4. Provide 50 feet of right-of-way and an additional 10 feet of easement (sidewalk & amenities) for a total of 60 feet from the centerline of Wisconsin Avenue to the face of the building for the length of parcel 923 and part of lot 1, block 2
5. Provide 50 feet of right-of-way and an additional 10 feet of easement (sidewalk & amenities) for a total of 60 feet from the centerline of Bradley Boulevard to the face of the building for the length of part of lot 1, block 2.
6. Provide for a Class III bike facility; i.e., wide curb lane along Bradley Boulevard as required by the Maryland State Highway Administration (MSHA).
7. No clearing, grading or recording of plats prior to site plan enforcement agreement approval
8. Final approval of the number and location of buildings, dwelling units, on-site parking, site circulation, sidewalks, and bike paths will be determined at site plan
9. This preliminary plan will remain valid for thirty-seven (37) months from the date of mailing of the Planning Board opinion. Prior to this date, a final record plat must be recorded for all property delineated on the approved preliminary plan, or a request for an extension must be filed
10. The Adequate Public Facility (APF) review for the preliminary plan will remain valid for sixty-one (61) months from the date of mailing of the Planning Board opinion
11. Other necessary easements

**Public Art:** The art proposed was unanimously approved by the Public Art Panel on March 18, 2004.

**ANALYSIS: Conformance to Development Standards**

<b>Bethesda View 8-04024</b>	<b>CBD-1 Zone Standard Method</b>	<b>CBD-1 Zone Proposed</b>
<b><u>Development Standard</u></b>	<b><u>Permitted/Reqd</u></b>	<b><u>Proposed Site Plan</u></b>
Gross Tract Area	22,000 sf minimum	75,925.0 (1.74 ac.)
Public Dedication (ROW)		1,471.5 (0.33 ac.)
Net Lot Area		74,427.80 (1.70 ac.)
<b><u>Density</u></b>		
§ 59-C-6.23		
<b><u>Commercial</u></b>	3.00 FAR (227,989 sf)	2.88 FAR (218,870 sf)
Commercial	2.00 FAR (67%) maximum	1.65 FAR (32%)
Existing Retail Space		44,146 sf
New Retail Space		81,237 sf
<b>Total Retail Space</b>		<b>125,383 sf (32%)</b>
<b><u>Residential</u></b>	1.00 FAR minimum (33%)	<b>150,800 sf (68%)</b>
Residential	125 units/acre	52 units/acre
Green Area( §59-C-4.354)	10% min (10,894 sf)	12.7% (13,814 sf)
<b>MPDUs</b>	12.50%	12 MPDUs <sup>1</sup>
<b>Public Use Space</b>	20.00%	20.00%
<b>Building Height (§59C-6.235)</b>	60 feet <sup>2</sup>	79.5 feet
<b><u>Residential Unit Type</u></b>		
1 Bedroom		27 units
2 Bedroom		44 units
3 Bedroom		<u>21 units</u>
<b>Total units</b>		92 units
<b><u>Commercial Parking</u></b>		
General Retail: 5 spaces/1,000 sf	627 spaces	115 spaces
<b><u>Residential Parking</u></b>		
1 Bedroom: 27 units	1.25 space/unit = 34 spaces	
2 Bedroom: 44 units	1.50 space/unit = 66 spaces	
3 Bedroom: 21 units	2.00 space/unit = 42 spaces	
Subtotal Requirement	142 spaces	
CBD Residential Parking Credit	-10%	- 14 spaces
<b>Total Residential Parking Reqd</b>	<b>128 spaces</b>	<b>136 spaces</b>
<b>Total Commercial Parking</b>	5 spaces/1000sf = 627 spaces	<b>253 spaces <sup>3</sup></b>
<b>Total Parking</b>	<b>N/A <sup>3</sup></b>	<b>389 spaces</b>
<p><sup>3</sup> 253 spaces will be provided in accordance with the Parking Lot District Policy §59-E-5.2.</p> <p><sup>2</sup> Building may be increased to 90 feet if approved by the Planning Board at site plan. The sector plan recommends 75 feet. ** Per § 59-E-3.33</p> <p><sup>1</sup> The requirement for the provision of 12 MPDUs will be provided per the applicant's agreement with DHCA (See attachment).</p>		

## BETHESDA VIEW RECREATION ANALYSIS

<b>Bethesda View 8-04024</b>					
<b>Hi-rise Demand</b>	<b>D1 Tots</b>	<b>D2 Children</b>	<b>D3 Teens</b>	<b>D4 Adults</b>	<b>D5 Seniors</b>
Hi-rise Demand: 92 residential units	3.68	3.68	3.68	70.84	42.32
<b>Supply</b>					
<b>On-Site Facilities</b>					
Indoor Fitness Facility	0.00	0.37	0.37	14.32	6.42
Picnic /Seating	3.00	3.00	4.50	15.00	6.00
Pedestrian System	0.37	0.74	0.74	31.88	19.04
Sub Total On-Site	3.37	4.11	5.61	61.20	31.46
<i>On-Site Supply Percentage</i>	92.00%	112.00%	152.00%	86.00%	74.00%
<b>Off-Site Facilities</b>					
Norwood Local Park (within 1 mile)					
- Baseball field	2.00	15.00	15.00	30.00	2.00
- Softball field	2.00	15.00	15.00	30.00	2.00
- 2 Soccer fields	2.00	15.00	15.00	30.00	2.00
- Tennis courts	0.00	1.50	10.50	24.00	1.00
- Open play area II	3.00	4.00	4.00	10.00	1.00
Bike System <sup>1</sup>	0.18	0.37	0.55	10.63	4.23
Sub Total Off Site (35% max)	9.18	50.87	60.05	134.63	12.23
<i>Off-Site Supply Percentage</i>	246.00%	1367.00%	1612.00%	187.00%	28.00%
<b>TOTAL SUPPLY</b>	<b>12.55</b>	<b>54.98</b>	<b>65.66</b>	<b>195.83</b>	<b>43.69</b>
Difference	8.87	51.3	61.98	124.99	1.37
<i>Total Supply Percentage</i>	341.03%	1494.02%	1784.24%	276.44%	103.24%
1- The capital crescent trail serves as a public pedestrian and bike pathway and is located within 1 mile of the site.					

### ANALYSIS: Conformance to Master Plan

Community Based Planning staff recommends approval of the proposed mixed-use project containing 92 residential units over first floor retail. The project falls within the “Wisconsin South Corridor District” of the Plan and abides by the objectives, recommendations and urban design guidelines of the 1994 Sector Plan (pages 123-127).

#### 1994 Bethesda Central Business District Sector Plan

The project is located near the southern end of the Bethesda Central District (CBD) in the CBD-1 zone. The Sector Plan recommends the optional method of development for those mixed-use projects containing a residential component and recommends retail for the ground floor. The Sector Plan Objectives for the area are:

1. Support a diverse specialty - and community-serving retail environmental, including adequate short -term parking facilities. The Bethesda View plan will provide additional retail along Wisconsin Avenue and short-term parking within the garage.
2. Provide additional housing to encourage uses that are compatible with nearby residential areas. The proposed plan provides 92 residential condominiums and adds to the diversity of the residential mix in the area.

The Sector Plan urban design guidelines call for new buildings to be set back 20 from the street curb (along Wisconsin Avenue) to accommodate the higher level of pedestrian activity that occurs along the corridor. Streetscape is to be provided in accordance with the recommendations of the Bethesda Streetscape Plan. The Bethesda Streetscape and undergrounding of utilities will be provided by the applicant. In addition, the project will modify the existing Wisconsin Avenue frontage of the retail structure at the corner of Bradley Boulevard and Wisconsin Avenue to improve pedestrian access into the CBD. The total width of sidewalk will not be 20 feet, because of the footprint of the existing building, but adequate pedestrian passage and the streetscape elements will be provided. Additional streetscape will be provided along Bradley Boulevard, and a public open space and landscaped area will replace a concrete parking area at the Bradley entrance.

The 1994 Sector Plan called for dedication of up to 60 feet of right-of-way off the centerline of Wisconsin Avenue. The additional right-of-way was intended for streetscape, not for road widening. Because the existing building on the corner of Bradley Boulevard and Wisconsin Avenue did not dedicate right-of-way and its' basement level projects under the sidewalk, staff has agreed to accept an easement instead of right- of- way dedication for Bethesda View which connects to the existing building.

The Sector Plan's urban design guidelines also call for the building heights to be limited to 75 feet to step down in height from the Metro Core and to ensure compatibility with nearby residential areas. The proposed Bethesda View Plan measures 79 feet 4 inches in height. Staff considers the minor departure from the 75-foot limit to be consistent with the guidelines in the Sector Plan. The commercial building directly to the north measures approximately 80 feet in height, and the proposed residential building will not significantly block sunlight to the existing multi-family residential building to the west.

#### **Public Art**

The development team met with the Park and Planning Commission's Public Art Review Panel last fall and accepted the recommendation to incorporate public art into the Wisconsin façade of the new building rather than providing an art feature in the green space of the Bradley Boulevard frontage. An artist who works in glass, James Carpenter, has subsequently been hired to work with Shalom Baranes Associates. The Art Review Panel reviewed and unanimously approved Carpenter's proposal.

#### **FINDINGS for Site Plan Review:**

1. *The site plan is consistent with approved development plan or project plan for mixed-use development.*  
The proposal is in conformance with the approved project and preliminary plans.
2. *The site plan meets all of the requirements of the zone in which it is located.*  
See Project Data Table above.
3. *The locations of the buildings and structures, the open spaces, the landscaping, recreation facilities, and the pedestrian and vehicular circulation systems are adequate, safe and efficient.*

a. Locations of Buildings

The building form fits tightly on its site with maximum efficiency to meet the open space requirements of optional method development. The density concentrated within the residential tower that rises along the north side of the existing retail building, preserving the “Bethesda Tip” in its current two-story form. The spatial void created above the corner retail by this selective massing serves to accentuate the vertical profile of the tower, assembling the taller buildings at mid-block, softening the corner, to establish an infill relationship that prioritizes the new form. Here, the building locations and the placement of the underground garage foundation serve to accommodate the functional aspects of the development, i.e., traffic, mechanical systems, acoustical issues, in the most efficient manner, while preserving attractive views and desirable solar orientation and providing usable open space.

b. Open Spaces

The public plaza that shapes the Bradley Boulevard street frontage comprises the primary public use space of this optional method project. The plaza, defined by its patterns of specialty paving and raised planters that function as seat walls, will provide useable, accessible public space because of its high visibility, its location along the street frontage, and its proximity to the adjoining retail. The siting of the vehicular lay-by for passenger drop-off and pick-up will serve to active the space, and define this plaza as a meeting place. The open space meets the requirements of the zone for 20% public use space.

c. Landscape and Lighting

The proposal features the Bethesda Streetscape standards, including street trees within tree boxes, street lighting Bethesda benches, and Bethesda brick paving. The applicant proposes to extend the Bethesda streetscape approximately 300 feet beyond the north property boundary along Wisconsin Avenue. The utilities will be undergrounded along the site frontage itself.

d. Recreation

The development provides adequate and efficient recreational facilities, including an indoor fitness facility, space for rooftop garden terrace, and the public plaza that faces Bradley Boulevard. The adequacy of the facilities is illustrated in the chart above. The indoor fitness facility and will provide useful and accessible activities for the residents. Norwood Park, within one mile of the site, offers a large variety of recreational facilities.

e. Vehicular and Pedestrian Circulation

The proposed development is located approximately one half mile (10 minute walking distance) from the Bethesda Spring Metro Station. The proximity to transit facilities as well as the downtown employment core will reduce the dependency on the automobile for the residents of the development.

This development will encourage active urban streets and improve the quality of the pedestrian

environment by providing streetscape improvements in accordance with the Bethesda Streetscape Plan. The sidewalks surrounding the property will be improved with special paving, lighting, and landscaping, thereby enhancing the pedestrian experience and providing an adequate, safe, and efficient system. A lay-by is provided along Bradley Boulevard in front of the entrance to the retail building. The provision of the lay-by reduces the likelihood that vehicles will stop on Bradley Boulevard and block traffic, causing a potentially hazardous condition. The applicant team has indicated his intention to further develop the design of the lay-by paving to achieve a stronger relationship with the public use space.

Vehicular system design, using two points of access to the garage, provides efficient use of the site with respect to the topography and grading, building orientation, and the relationship to existing road travel lanes and neighborhood traffic patterns. The dual garage entrances provide for traffic overflow and emergency egress, and serve to balance the frequency of ingress and egress, reducing the use of the alley. The curb realignments will promote greater pedestrian and vehicular safety at the intersection of Bradley Boulevard, Strathmore Street, and the public alley by enhancing the pedestrian sidewalk area, increasing the space between curb cuts, and by providing traffic calming measures for Strathmore Street. [See full discussion under *Issues of Review*, pp. 4-7.]

4. *Each structure and use is compatible with other uses and other site plans and with existing and proposed adjacent development.*

The massing and materials proposed for this tower clearly delineate its place as the “Gateway to Bethesda.” The architect’s skillful handling of this strong urban form creates a building that, while unique in its outward appearance, manages to engage in compatible, stirring dialogue with its immediate neighbors of varied and disassembled heights. The incorporation of public art integral to the building itself, performs the dual role of enhancing the visual field, while *literally* illuminating the logic and strength of this building’s underlying structural form.

The intelligent composition of massing complemented by the unique rhythm of façade materials handsomely strikes this structure’s public identity, and promises to exert palpable influence on the development of Wisconsin Avenue for years to come. Unmistakably, this is a building that sets the bar high in design quality and establishes the urban character for the future South Bethesda.

5. *The site plan meets all applicable requirements of Chapter 22A regarding forest conservation.*

The Site Plan is exempt from Forest Conservation requirements.