

March 24, 2004
Ms. Carol Trawick
Trawick & Associates
6900 Wisconsin Avenue
Suite 400
Bethesda, Maryland 20815

RE: Public Amenity Fund for Downtown Bethesda

Dear Carol,

It is with great enthusiasm that I write you to express my support for the idea of the formation of an amenity fund to enhance the Bethesda Arts and Entertainment District. As a real estate developer active in the Bethesda market I feel that the idea of a fund supported by developers such as Triumph is long overdue. The enhancement of the overall quality of life in the CBD, of which the arts plays a vital role, can only be positive for us all. The arts along with a healthy balance of business and residential growth will ensure that the future of Bethesda as a "cultural district" is achieved.

Please let me know what I can do to help make this fund a reality.

Sincerely

Steven J. Virostek

Principal

Triumph Development

Ann Charnley 5106 Bradley Boulevard Chevy Chase, MD 20815

March 21,2004

Carol Trawick
Trawick & Associates
6900 Wisconsin Avenue
Bethesda, MD 20815

Dear Carol Trawick:

Re: Downtown Bethesda Amenity Fund

I am writing in support of establishing a downtown amenity fund for Bethesda. For the last 15 years I have lived in downtown Bethesda and watched it grow dramatically. Our new streetscapes are inviting, but the growth of numerous office buildings and apartment buildings threaten to give the area an arid feel.

The amenity fund could provide a means to bring the area back to a more human scale. I would welcome a new mix of art galleries, venues for outdoor entertainment and cafés to Bethesda to give the area a heart.

Sincerely,

Ann Charnley

From: Gallery Neptune [elyse@galleryneptune.com]

Sent: Thursday, March 25, 2004 6:59 PM

To: MCP-CHAIRMAN@MNCPPC-MC.ORG

Cc: Trawick, Carol

Subject: Downtown Bethesda Amenity Fund - YES!!!!!!!!

I, Elyse Harrison of Gallery Neptune and Little City Art Studio, highly agree with the proposal for the Downtown Bethesda Amenity Fund. We have all the right talent to make downtown Bethesda, especially the Woodmont Triangle area, a vibrant, artistic and inspiring environment. There is no place more evident of human intelligence and creativity than a bright, intriguing city.

March 24, 2004

FROM: Larissa Pappas

Store Manager

Caribou Coffee Company, Inc. 7629 old Georgetown Road Bethesda, Md 20814

3016567428

TO: Mr. Derrick Berlage, Chairman

Park & Planning Commission

Montgomery County Planning Board

8787 Georgia Avenue

Silver Spring, Maryland 20910

Dear Mr. Berlage and Board Members:

As a presenter of musical performances and a general supporter of musicans in the Bethesda Urban District, I support the proposed Bethesda Amenity fund

Thank you,

From: michael belisle [michaelb@mbelisledesign.com]

Sent: Wednesday, March 24, 2004 5:33 PM

To: MCP-CHAIRMAN@MNCPPC-MC.ORG

Cc: Trawick, Carol

Subject: Downtown Bethesda Amenity Fund

March 24, 2004

I, Michael Belisle of Michael Belisle Design AIA Architectural Services, located at 5004 Cordell Avenue in Woodmont Triangle, support the proposal for The Downtown Bethesda Amenity Fund.

NOTE: MICHAEL BELISLE RECEIVED 2ND PLACE IN THE MARYLAND STATE AFFORDBLE HOUSING COMPETITION AND WAS HONORED ON March 22 BY SENATOR PAUL SARBAINES AT THE AFFORDABLE HOUSING CONFERENCE AT THE JEWISH COMMUNITY CENTER.

From:

Stonekristin@aol.com

Sent:

Thursday, March 25, 2004 10:44 PM

To:

MCP-CHAIRMAN@MNCPPC-MC.ORG; Trawick, Carol

Subject: Downtown Bethesda Amenity Fund

I, Kristin Stone of 4300 Chestnut St. Bethesda, agree with the proposal for the Downtown Bethesda Amenity Fund.

From:

Doug Yeuell [doug@joyofmotion.org]

Sent:

Thursday, March 25, 2004 3:44 PM

To:

Trawick, Carol

Subject: Downtown Bethesda Amenity Fund.

I, Douglas E. Yeuell, Executive Director of Joy of Motion Dance Center, agree with the proposal for the Downtown Bethesda Amenity Fund.

Douglas Yeuell Executive Director Joy of Motion Dance Center w 202/333-6801 ext. 15 f 202/333-4559

Preller, Barbara

From: Sent: Brian Hansen [briansaddress@yahoo.com]

Monday, March 29, 2004 10:59 AM

To:

MCP-Chairman

Subject: Re: Downtown Bethesda (current Furniture land)

I sent you the email below on February 26th, 2004, and have not heard back from you. Please reply.

--- Brian Hansen <bri>briansaddress@yahoo.com> wrote: > Dear Derick Berlage, Chair M.C. Planning Board

> I saw notice yesterday to contact you to support the

> development of the current furniture land on

> Arlington

> Blvd into a new european type storefront. The

> proposed construction seems to resemble what

currently

> is on Woodmont Ave (outdoor cafes and shops).

> I must say that since woodmont ave was developed a > short time ago it has since become mine and my

> friends

> favorite place to eat/happy hour/night life etc.

> There is nothing I would like more than to see

> another

> part of Bethesda developed exactly like woodmont

> ave.

> I currently work for OBA Bank (www.obabank.com

> BHansen@obabank.com) and we are researching a new

> branch location in that exact area, and from a

> bank's

> perspective there is nothing more we would like than

> more prospective businesses moving into the area.

> Please let me know what we can do to help this

> project

> in any way. I currently own a home in Bethesda and

> everyone else I included on this mailing currently
> lives in or near Bethesda and frequents woodmont

> avenue regularly.

- avenue reguser.

> Sincerly,

> Brian Hansen

> 5807 Jarvis Lane

> Bethesda, MD 20814

> 301-493-6715 Home

> 202-628-7300 Work

> Do you Yahoo!?

> Get better spam protection with Yahoo! Mail.

> http://antispam.yahoo.com/tools

Do you Yahoo!?

Yahoo! Finance Tax Center - File online. File on time.

http://taxes.yahoo.com/filing.html



OFFICE OF THE CHAIRMAN THE MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION





March 10, 2004

OFFICE OF THE CHAIRMAN THE MARYLAND NATIONAL CAPITAL PARK AND PLANKING COMMISSION

Mr. John Carter, Chief Community Based Planning M-NCPPC 8787 Georgia Avenue Silver Spring, MD

> Re: Bethesda CBD Woodmont Triangle RCI Project No. 466-B

Dear Mr. Carter

On behalf of the Brown Family and Aldon Management, the owners and their manager of over 12 residential and commercial properties within the Woodmont Triangle, we are writing to express our views regarding the proposal to amend the Bethesda CBD Sector Plan. Rodgers Consulting and Shulman, Rogers, Gandal, Pordy & Ecker P.A. have been working with Aldon Management on evaluating the development and redevelopment potential of a number of Brown family properties located along Battery Lane and Wisconsin Avenue. We believe these properties, highlighted on the attached map, offer a unique opportunity to contribute to the long-term economic vitality of the Woodmont Triangle and should be part of the Sector Plan process.

We applaud the effort the Planning staff has undertaken to identify opportunities to encourage additional housing and retail development in the Woodmont Triangle area. In that respect, we have participated in the series of pubic workshops that have been held to define the vision, characteristics, and actions necessary to improve the vitality of this area. The vision calls for the Woodmont Triangle to be a vibrant and urban, mixed-use neighborhood emphasizing residential, small-scale retail, and the arts.

At the December 15th Public Workshop, several actions were identified that should be part of a Limited Sector Plan Amendment. These included:

- Revise boundaries for the Woodmont Triangle
- Increase Housing
- Increase Density for Residential
- Allow a hotel along Wisconsin Ave.
- Increase Building Height Limits along Norfolk Ave. and Wisconsin Ave.
- Eliminate the minimum lot size for optional method projects
- Allow transfer of density between lots
- Retain the public use space requirement, but allow location of public use space off-site within the Triangle
- Eliminate the Sector Plan height restriction overlay map

We support the vision and action plan for the Woodmont Triangle. It is important to focus the recommendations to specific sites. This will insure that the actions will be a catalyst for change. It is in that spirit that we request the following:

- Make the Woodmont Triangle inclusive of all properties on both sides of Battery Lane and the west side of Wisconsin Avenue for a cohesive plan encompassing both housing and commercial revitalization.
- Reduce the minimum lot size requirement for optional method projects to not more than 10,000 SF
- Consider bonus density for sites which include residential that are larger than 40,000 square feet to encourage assemblage of larger sites conducive to more urban planning potential
- Amend the R-10 and R-10 TDR zones to allow a more urban form of development in terms of reduced setbacks and parking requirements and greater lot coverage, building heights, and density.
- Change the zoning of 4900 Battery Lane from R-10 to R-10 TDR for consistency with the adjacent R-10 TDR Brown Family properties.
- Amend the CBD-1 zone to increase building heights to 143 feet at transit oriented CBD locations such as 8218 Wisconsin Avenue.
- Designate Parking Deck 35 as appropriate for joint-development with adjacent properties on Battery Lane or across Woodmont.
- Designate 7900 Wisconsin Ave. as a future hotel site.
- Designate Battery Lane Urban Park as appropriate for off-site public use space contributions/improvements.

Incorporating these changes in the Sector Plan Amendment will provide the economic incentives and design flexibility required to achieve the goals of the Plan. With locations within walking distance of two Metro Stations, these sites are unsurpassed in their potential to provide opportunities for transit-oriented residential and mixed-use development in the Woodmont Triangle neighborhood. Attached is a copy of the Redevelopment Feasibility Studies that led us to these conclusions.

Your thoughtful consideration of these issues will be greatly appreciated. If you have any questions, or desire additional information, do not hesitate to call on us.

Sincerely,

Rodgers Consulting, Inc.

Douglas M. Wrenn

Client Principal

Marry lege Nancy P. Regenn, Esquire

✓ Derek Berlage, Chairman CC: Montgomery County Planning Board

Larry N. Gandal, Esquire John Carman, RCI

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EAST BETHESDA CITIZENS ASSOCIATION

P.O. Box 41020 Bethesda, MD 20824-1020

October 30, 2003

John Carter Community Based Planning Maryland National Park and Planning Commission 8787 Georgia Avenue Silver Spring, MD 20910



RE: Potential Woodmont Triangle Improvements

Dear Mr. Carter:

I am writing to you on behalf of the of the residents of East Bethesda and the East Bethesda Citizens Association (EBCA) in response to the recent community workshop hosted by your department to discuss potential improvements to the Woodmont Triangle area of the Bethesda Central Business District (CBD).

Thank you for hosting the workshop and for inviting EBCA representatives to participate. We found the meeting very informative. While we appreciated the opportunity to share our community's perspective during the meeting, we thought it may also be helpful to you and your efforts if we transmitted our suggestions to you in writing.

As you know, East Bethesda is a community of over 1200 households situated just east of Wisconsin Avenue. It is the largest residential area closest to the Triangle. Consequently, many East Bethesda residents frequent the Triangle to shop and enjoy the many outstanding restaurants. We are, therefore, very interested the nature and scope of any potential Triangle improvements. We are most interested in ensuring that the Triangle is an inviting, thriving suburban destination.

While we appreciate the many positive changes Federal Realty has brought to the Bethesda Row portion of the CBD, we don't believe it is necessary or appropriate to replicate that in the Woodmont Triangle. The lack of large, contiguous parcels of real estate under the control one or few entities likely prohibits such "Row copycatting."

This is not a bad thing. The Triangle has its own character distinct from the Row. We do believe, however, that this character would be considerably bolstered if there were a more consistent, interesting and inviting streetscape. This is one feature of the Row worth duplicating, at least in part.

John Carter October 30, 2003 Page 2

The Triangle would benefit from a single sidewalk design, using the same materials and providing for uniform sidewalk widths (where possible) that facilitate pedestrian traffic. These sidewalks coupled with a cohesive landscape theme or design would work together to make the streets warmer and more inviting.

The sidewalk and landscape improvements would be further enhanced by the installation of brighter and consistently distributed street lighting. It would be preferable to use the recognizable green lanterns, so prevalent in other parts of the CBD.

EBCA believes that these improvements, while neither inexpensive nor easy to implement, would go a long way toward creating the draw to the Triangle that is now, and may be increasingly, lacking.

Thanks again for the opportunity to share our views on Triangle improvements. I may be reached at (301) 656-0410 to address any questions concerning EBCA's suggestions.

Sincerely,

Jack Hayes

President

Cc: Howie Denis Doug Duncan Albert Genetti





October 2, 2003

Todd D. Brown 301.961.5218 tbrown@linowes-law.com

Ms. Marilyn Clemens Community Based Planning Maryland-National Capital Park and Planning Commission 8787 Georgia Avenue Silver Spring, Maryland 20910

Re: Woodmont Triangle Redevelopment

Dear Ms. Clemens:

On behalf of Leonard Greenberg and in connection with the upcoming October 16, 2003 property owner focus group, the purpose of this letter is to express Mr. Greenberg's support for a comprehensive re-evaluation of the Woodmont Triangle to determine how best to encourage private reinvestment and the production of additional housing resources in the Triangle. This letter also recommends certain amendments to the Bethesda CBD Sector Plan and the Zoning Ordinance to remove existing regulatory barriers that discourage such reinvestment. Most important among these recommendations are the elimination of the 22,000 square foot minimum lot size for optional method development and the removal of artificial height limits in the Sector Plan that are inconsistent with zoning development standards.

In our view, the production of significant additional housing is critical to maintaining and enhancing the vibrancy of the Triangle and assuring the sustained economic viability of the Triangle's existing and future restaurant and service businesses. Significant additional housing in the Triangle is consistent with the Planning Board's increased emphasis on encouraging development where supporting infrastructure already exists, and the Sector Plan and Zoning Ordinance should be amended to encourage development of this additional housing.

Zoning Text Amendments

- 1. Development standards in the CBD zones should be revised to encourage additional housing development in the Triangle by permitting a maximum 7 FAR if housing is provided in accordance with a Master Plan recommendation and to provide additional opportunities for meeting public needs through private investment:
- a. The minimum area of lot standard for development under the optional method should be deleted in its entirety. Assembly of properties needed to meet the current 22,000 square foot minimum lot area standard has not occurred in the Triangle over the past 10



years. The consequential inability of smaller lots or assemblages to develop under the optional method has reduced the potential for additional housing development and public amenities.

We are aware of a proposal to reduce the minimum lot area for optional method development to 20,000 square feet. The proposal necessarily leads to the question of why 20,000 square feet? Why not 15,000, 10,000 or 5,000 square feet? In our view, if the proposed development is well-designed and compatible with adjacent uses, optional method densities should be available for housing regardless of the size of the property involved. Because of the protections attendant to site plan review, any predetermination that the optional method shall not occur under any circumstance on less than a specified size property is not necessary. This determination should instead occur at the time of site plan review when the Planning Board is presented with sufficient detail to enable an informed decision to be reached.

b. The minimum public use space requirement should be amended to provide for a more flexible review by the Planning Board. In this regard, the existing requirement to provide 20% of the net lot area as public use space has resulted in the provision of a number of small spaces with little appeal or benefit to the public. The existing lot by lot approach for the provision of public use space has been an ineffective method for securing what is truly desired; that is, the provision of public spaces of sufficient size to be used and enjoyed.

We believe the on-site public use space requirement should be revised to apply only to standard method development where site plan review will not occur and where additional public amenities generally will not be provided. For development under the optional method, we suggest that each project should be required to provide public amenities, but that the amenities could be provided on-site or off-site. We also think the types of amenities that could be provided should be expanded to include such things as the provision of public parking which will continue to remain critical to the success of retailers and businesses in the Triangle, notwithstanding the potential increased use of public transit. We also feel that Developers should be provided with the option of meeting a project's public amenity requirements by paying a fee in lieu that could be used by the County with other developer fees to provide more substantial public amenities for the Triangle.

Bethesda CBD Sector Plan

1. The Building Height Limits map (Figure 3.2) should be deleted. Height limits should be controlled by the development standards of the applicable zone. Additional height should also be considered for residential development.



With respect to the Triangle, the recommended height limits significantly limit the potential of many properties to be redeveloped with high density housing. Moreover, in many instances the recommended height limits do not make sense from a compatibility standpoint. For example, in the north end of the Triangle, the area northeast of Norfolk Avenue is recommended for a 50 foot building height limit, but the area is already improved with the Landow Office Building which is 14 stories tall. Across the street from the Landow Building is the block bordered by St. Elmo, Norfolk and Cordell with a recommended building height limit of 90 feet. This block contains several properties controlled by Mr. Greenberg and is located across Cordell from a separate area recommended for a building height limit of 110 feet. However, this adjacent area is already developed with buildings of approximately 134 feet and 143 feet (Bethesda Triangle and Triangle Towers, respectively), not 110 feet as recommended.

The Building Height Limits map ignored the actual heights of existing improvements in 1994 (e.g., the Landow Building and Triangle Towers) and created an inaccurate picture of the northern portion of the Triangle. The disparity between the recommended building height limits and actual building heights has been further emphasized by the recent construction of the Bethesda Triangle project at approximately 134 feet. In our view, if strictly implemented, the currently recommended building height limits would discourage additional housing development in the Triangle and would mandate incompatible relationships between existing and future adjacent and confronting uses. The map should be deleted.

- 2. The Technical Appendix should be deleted or revised to reflect a public policy for additional high density housing in the Triangle. For example, Figure B.5 in the Technical Appendix depicts redevelopment on the block bordered by St. Elmo, Norfolk and Cordell as limited to only 7 stories. In our view, this recommendation would place any redevelopment on the block in an incompatible relationship with the confronting Landow Building (14 stories) and Triangle Towers (15 stories). Figure B.5 also recommends a 75 foot height limit and an FAR of only 3.0 for this block. Neither recommendation is practical and, based on Mr. Greenberg's experience, will not result in any significant redevelopment. An FAR of 7.0 should be considered to encourage production of a significant critical mass of housing.
- 3. The Sector Plan recommends providing additional housing, particularly in the north end of the Triangle (p. 101). However, the Sector Plan's height and density recommendations discussed above are discouraging redevelopment. The Sector Plan also recommends that properties zoned CBD-R2 (i.e., the St. Elmo, Norfolk and Cordell block) be limited to 3 FAR and should "step down in height from 110 to 90 feet to provide lower scale development" (p. 103). As discussed above, confronting development is not 110 feet in height, but approximately 160 feet (the Landow Building) and 143 feet (Triangle Towers). Second, the properties controlled by Mr. Greenberg are currently recommended in the Technical Appendix



for an even more discouraging 75-foot height limit. Third, lower scale development, even if it is desired, can be achieved by stepping back development above the third or fourth floor. In our view, it is not necessary to sacrifice the additional high density housing opportunities presented by this block to achieve a pedestrian-friendly environment. The two goals are not mutually exclusive.

- 4. The Sector Plan also recommends that housing be provided in conjunction with the development of structured parking on Lot 36 (p. 103). Garage 36 has now been constructed, but the project does not include any housing. Therefore, this recommendation for additional housing has not been achieved, and we believe the need for significant additional housing within the Triangle is even greater today.
- 5. The Sector Plan should more specifically identify the need for wider sidewalks throughout the District and should encourage provision of outdoor seating, dining and gathering opportunities as public amenities to activate the streetscape.
- 6. The Sector Plan recommends CBD-1 zoning limited to standard method development for the section along Norfolk and southeast of Del Ray (p. 101). The stated objective of retaining this central core of the Triangle as "low density" and "small scale" is misplaced.* This area should be redeveloped with significant additional housing, perhaps in mixed use or loft configurations. Again, pedestrian-friendly environments can be created through the use of wider sidewalks, building façade step-backs above 3 or 4 stories and by providing opportunities for active street life through the creation of outdoor seating, dining and gathering spaces. CBD-2 zoning in this area should be considered with optional method development encouraged.
- 7. The Sector Plan recommends sufficient building setbacks to adequately accommodate pedestrians and streetscape improvements (p. 108). Although we strongly agree with the need for wider sidewalks and improved pedestrian facilities, the emphasis should not be on building setbacks, but rather on revising the street sections within the Triangle. Many of the properties within the Triangle are not deep enough to provide greater sidewalk widths onsite and still provide enough building mass to be practical. However, the greater sidewalk widths could potentially be accommodated within the public rights-of-way. In addition, building facades should be located close to the public street front to provide interest and a

^{*} This is analogous to the Wheaton CBD Sector Plan's recommendation for CBD-1 zoning limited to standard method development in the Wheaton Triangle. The recommendation discourages private reinvestment and fosters the inefficient use of land in an urban center contrary to the Planning Board's growth policy objectives.



strong street edge. Greater building setbacks, particularly when combined with on-site public use space, will result in inactive "gaps" in the street edge that detract from the urban streetscape.

8. The Sector Plan specific recommendations for housing sites should be deleted. (p. 108) Individual site characteristics and compatibility concerns should be addressed on a case-by-case basis within the site plan review context. Building and open space configurations can be reviewed in detail at the time of site plan review and appropriate adjustments made as necessary.

In closing, we believe the provision of significant additional housing opportunities should be the main focus within the Triangle. High density urban development is entirely appropriate in this setting, provided useable public amenities are made available to residents. In our view, the best way to achieve this is to provide increased opportunities for optional method development to occur.

Thank you for your consideration of these comments. We look forward to working with Staff and the Planning Board to develop strategies for improving the vitality and sustainability of the Triangle District.

Very truly yours,

TINOWES AND BLOCHER LLP

Todd D. Brown

TDB:cp

cc: The Honorable Derick Berlage
Montgomery County Councilmembers
Jerry Pasternak
Tom Murphy
Ginanne Italiano
Leonard A. Greenberg

Preller, Barbara

From:

Jaya Kanal [jayakanal@earthlink.net]

Sent:

Tuesday, May 04, 2004 1:44 PM

To:

MCP-Chairman

Subject: Please plan for dance center in Bethesda

DECEIVED

MAY 0 3 2004

OFFICE OF THE CHAIRMAN THE MARYLAND NATIONAL CAPITAL MARKAND PLANNING COMMISSION

Dear Chairman Berlage:

I'm a Bethesda resident who takes weekly classes at Maryland Youth Ballet and Joy of Motion. I love being able to walk to these facilities, and I hope there is a way for dance to stay in downtown Bethesda!

Thank you.

Jaya Kanal Bethesda, MD

Preller, Barbara

From: Sent:

Michele Stinson [michelestinson@earthlink.net]

Monday, March 08, 2004 10:10 AM

To:

Douglas.Duncan@co.mo.md.us; ocemail@montgomerycountymd.govOFFICE OF THE CHAIRMAN THE MARYLAND NATIONAL CAPITAL

county.council@montgomerycountymd.gov

Cc: Subject: MCP-Chairman; Carter, John; deborah.snead@montgomerycountymd.gov, ND PLANNING COMMISSION

ddabney@bethesda.org Saving Dance in Bethesda

Dear Mr. Duncan and Members of the Montgomery County Council,

I am an Adult dance student at the Joy of Motion Dance Center in Bethesda, Maryland. I have been dancing for over 25 years and started at the Bethesda center when it opened a few years ago. I was so delighted to find it as it was convenient to home, offered serious and excellent teachers, beautifully designed studios, and had convenient and reasonably priced parking. A dream come true! I have since increased the time I spend there, meeting so many people who enjoy dance as I do, and find myself going to Bethesda more often for shopping and entertainment as a result.

So when I heard about the plans to demolish the Woodmont Corner Building next year, I was heartbroken. It has been the home for Maryland Youth Ballet for 25 years and Joy of Motion Dance Center since 2000. So many people will be affected by this, over a thousand walk through the doors of Joy of Motion alone, each week. We desperately need people like you to support us, as we can't compete financially with the developers. Our power comes from our vision and our spirits. These studios support dancers of all ages and backgrounds...they are children, teens and adults doing something positive with their minds, bodies and spirits. Dance is an art and a discipline, it affects everything we do. We aren't the couch potatoes. We are out there doing things to make this a better world by first making ourselves better people.

Assuming that the fact of the demolition cannot be changed, I'm hopeful that we can find another great place to dance in the Bethesda area. But the proposed demolition date gives us little time to find and prepare an alternative location. Can you please help by not approving plans to demolish the building until an alternative location can be found for both the Joy of Motion Dance Center and the Maryland Youth Ballet?

Thank you for your consideration. If there is anything else I/we can do to gain your support or to help dance continue in Bethesda, please let me know.

Sincerely, Michele Stinson 3409 Farragut Ave. Kensington, MD 20895 301-949-6987