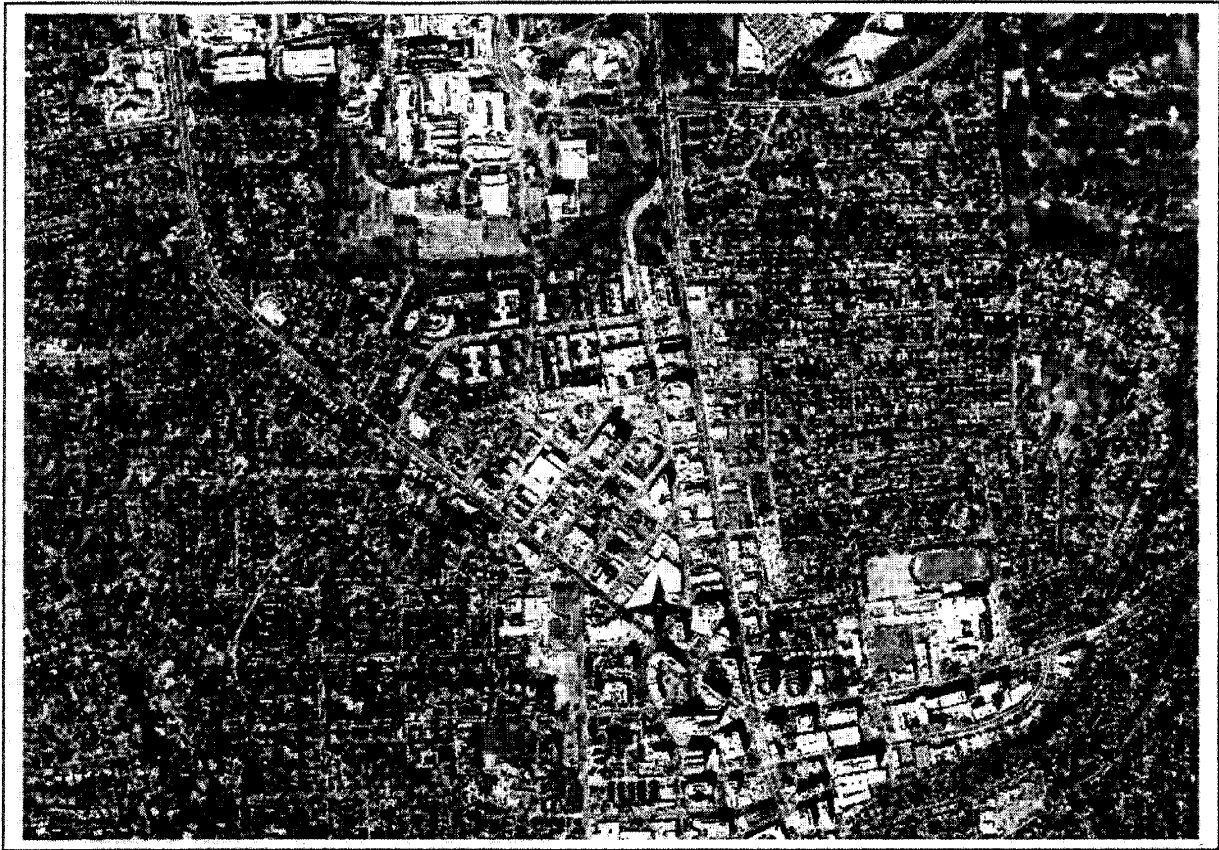
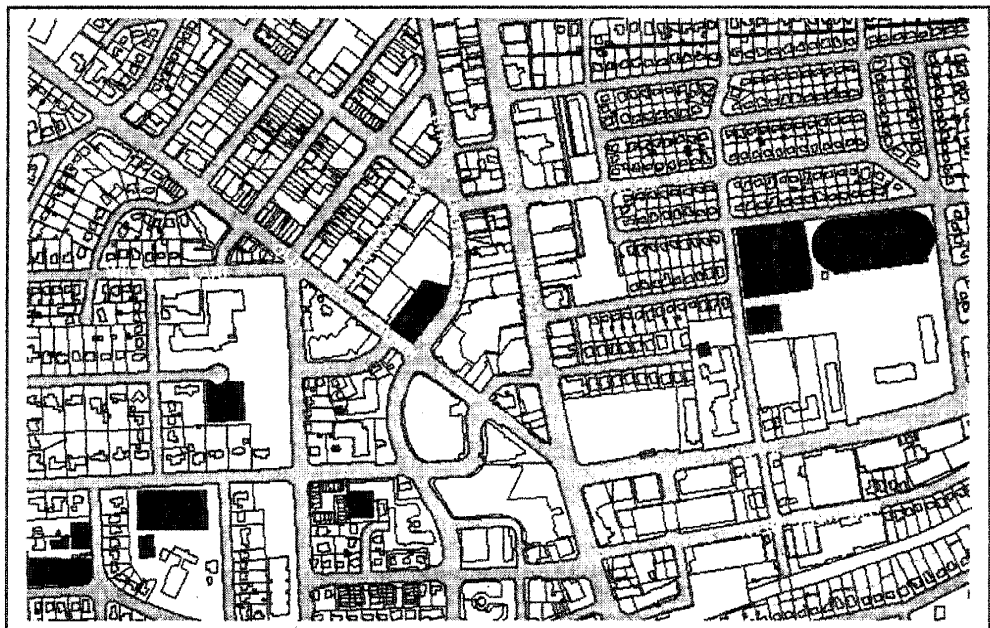


**PROJECT DESCRIPTION: Surrounding Vicinity**

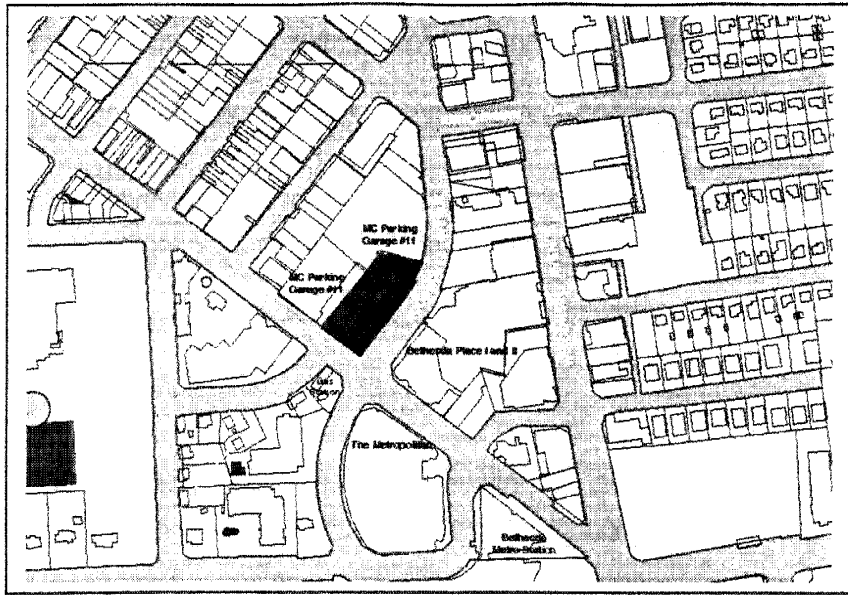


**Fig. 4 Aerial view of the Woodmont Triangle District of the Bethesda CBD**

The site, Parcel N182, is located in the Woodmont Triangle section of the Bethesda Central Business District. It is bounded by Woodmont Avenue on the east and Old Georgetown Road (MD187) to the south. The Public Parking Garage #11 complex wraps the site around its north and west boundaries.



**Fig. 5  
Plan drawing  
of the Triangle District.  
The site is shown in red**



**Fig. 6**  
Planametric drawing showing the immediate vicinity of the site at the Tip of the Woodmont Triangle



**Fig. 7** Aerial view of the site

**North**

The land immediately to the north, zoned CBD-1 is occupied by the County Public Parking Garage #11. Further north, along Woodmont Avenue are small retail establishments, including restaurants, cafes, and bookstores. Within ½ mile to the north is the National Library of Medicine, part of the campus occupied by the National Institutes of Health.



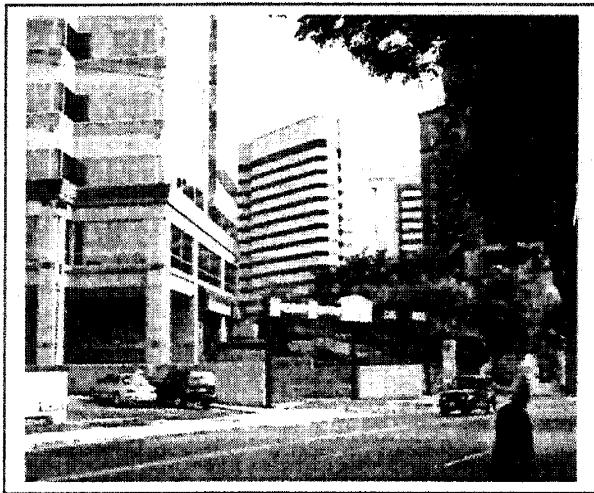
**Fig. 8** Woodmont Avenue Street frontage looking north from the project site

**East**

Directly to the east is the Bethesda Place complex, zoned CBD-2, with high-rise office buildings, and a variety of retail establishments, including a coffee house, and a variety of restaurants. The Bethesda Place building facing Woodmont Avenue rises to 13 stories, with mixed-use retail and residential units. The complex includes the Safeway grocery farther to the east on Old Georgetown Road. The public amenity space for Bethesda Place features a formal, twin staircase that is placed prominently on Woodmont Avenue, directly opposite from the proposed location for the Woodmont Corner public plaza. Wisconsin Avenue lies within 1,000 feet of the site.



**Fig. 10 Old Georgetown Road east of the site showing the Safeway Grocery**



**Fig. 12 Bethesda Place high rise towers**



**Fig. 9 Bethesda Place Public Amenity Space across Woodmont Avenue**



**Fig. 11 Old Georgetown Road looking east toward the Metropolitan Residential Building**

## South



Fig. 13 Aerial View

To the south lies a prominent focal point of Bethesda: the intersection of Old Georgetown Road and Woodmont Avenue. At its southeast corner, the Metropolitan Residential Building, zoned CBD-R2, rises to 14 stories, with penthouse to face, on the diagonal, the site of the proposed Woodmont Corner building. Further south, closer to Wisconsin Avenue is the Bethesda Metro Station, located within 900 feet of the proposed development. To the southwest is a highly used gas station with CBD-1 zoning.

## West

The site is bounded on the west by the DPWT access way that serves the western ½ of the County Public Parking Garage #11; small retail stores wrap the western half of the block. Further to the west are additional blocks of retail, bounded by Northwest Park and Battery Park neighborhoods of one-family homes that form the Arlington Road District.



Fig. 15 Old Georgetown Road street frontage

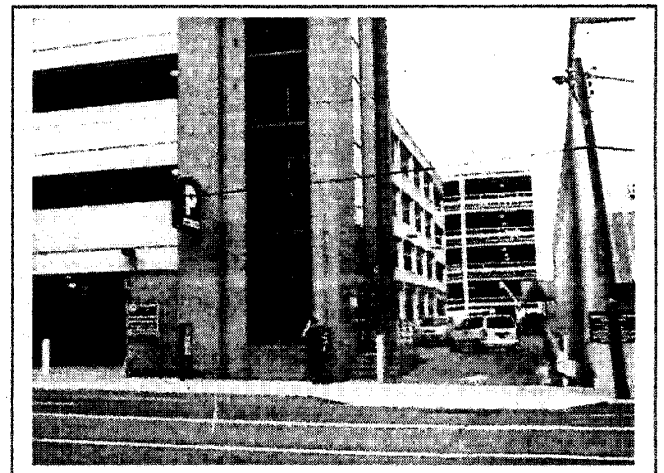
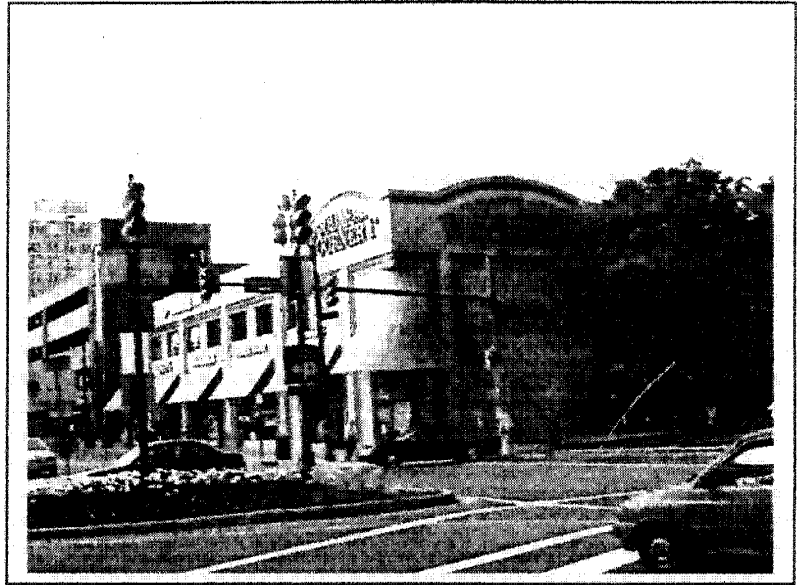


Fig. 14  
Close up view of DPWT access way  
from Old Georgetown Road.  
The vehicular access is located between  
Public Parking Garage #11 and  
the rear of the propose building.

**SITE DESCRIPTION:**

A two-story building of 55, 865 square feet currently occupies the site. A number of small businesses offer retail goods and services, including an international newsstand, a Greek deli, Olsson's Book Store, a Nail Salon, a steakhouse restaurant, and the Montgomery County Help office for homelessness.

The existing building, developed using the standard method, features a bigger building footprint than the proposed development, that is, the building covers more of the site with less open space than what is proposed for the new mixed use building.



**Fig. 16** The existing two-story building at the intersection of Woodmont Avenue and Old Georgetown Road



**Fig. 17**  
The existing development on Woodmont Avenue looking west from Bethesda Place

**Fig. 18** Woodmont Avenue looking south from the site frontage





## PROJECT DESCRIPTION:

The Woodmont Corner project will be a mixed-use urban infill project, located at the intersection of Old Georgetown Road and Woodmont Avenue, in the Bethesda CBD. The project shall consist of 18,808 square feet of ground floor retail space, 253 multi-family residential units, including 32 MPDUs within the building, and an optional 7,050 square feet for mezzanine office or supplemental retail space. The project features a building 12 stories tall, with a height of 122 feet.

Parking for 250 vehicles is situated in a 3-level of underground garage. Garden spaces with special landscaping will comprise resident recreational facilities. Public use space is provided in a new courtyard park centered along the Woodmont Avenue street frontage, public art, and special streetscaping along the project's two major streets. The applicant plans to develop the entire project, with the public amenities, in one phase.

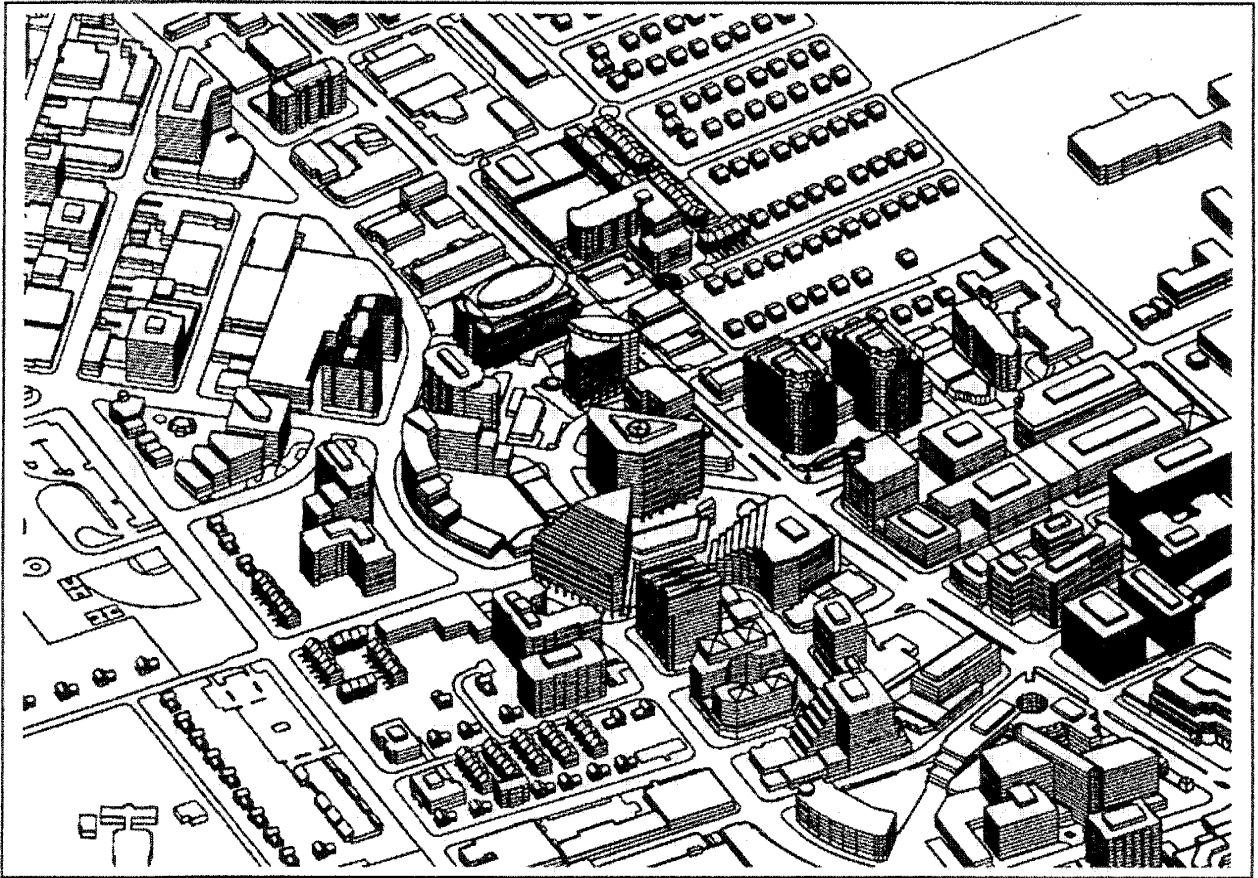
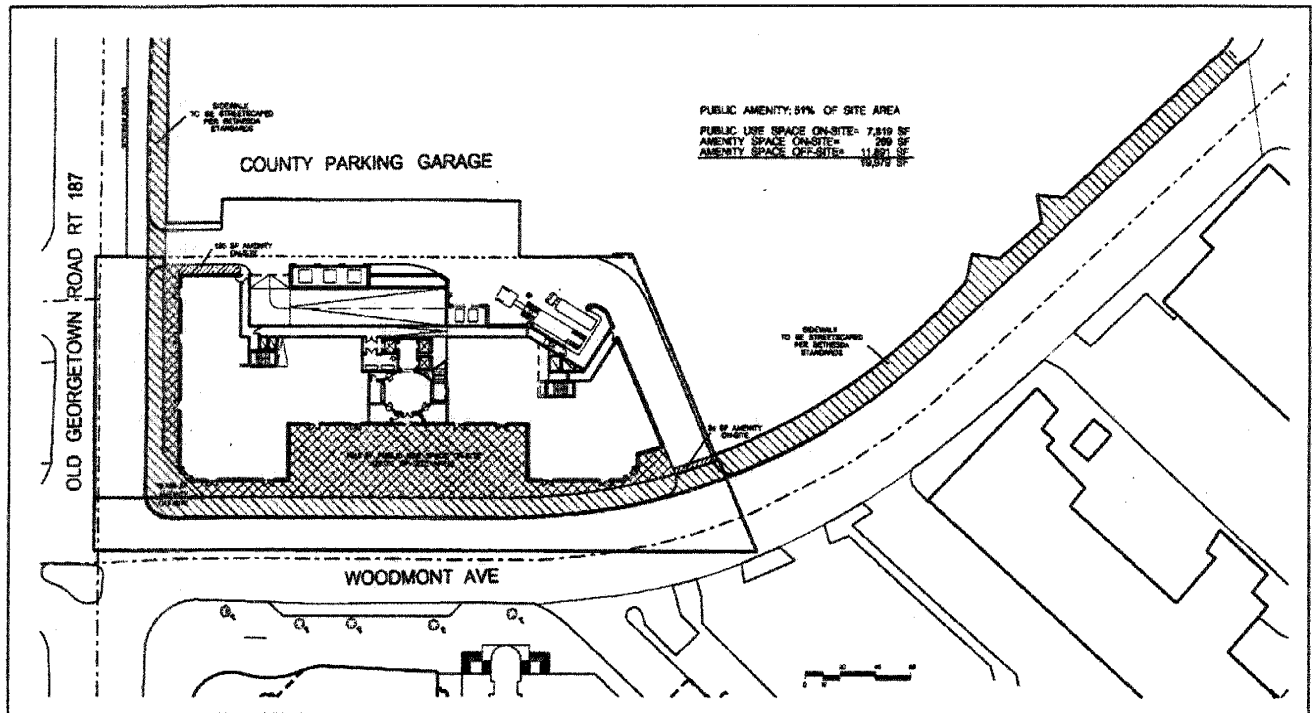


Fig. 19 Axonometric drawing of the Bethesda urban core, showing the Woodmont Corner at the west edge

The site is organized to provide a vibrant urban streetscape by situating retail frontage along the entirety of both the Woodmont and Old Georgetown frontages. The retail space is fronted by sidewalks of 18 feet of width and greater, providing a gracious pedestrian environment. At the central portion of the Woodmont Avenue street frontage, the building forms a public courtyard that is open and oriented to the sidewalk and street. The courtyard will have public seating and landscaping, as well as access to retail space.

The main entrance to the apartment building lobby occurs in the middle of the courtyard, through a columned portico. A small area for curbside vehicular will be created by the applicant's long-term lease of two on-street parking spaces. The residential portion of the project will contain a series of private amenity spaces on the lobby level, private terraces on the second floor, and private indoor and outdoor recreational spaces within the penthouse and on the roof deck. Vehicular access to below grade parking, loading and trash facilities is provided through a new alley system. The alley is accessed at the northern property line at Woodmont Avenue, adjacent to the public parking garage, extending along the northern and western edges of the site, and connecting to Old Georgetown Road utilizing an existing curb cut.

**PUBLIC AMENITY SPACE**



**Fig. 20 On site and off site public use space**

**On-Site Public Amenities**

The public amenity space associated with this optional method project involves the significant enhancement of the public sidewalks, on site and off site, along the Woodmont and Old Georgetown Road frontages, as well as the new public plaza that faces Woodmont Avenue. The new streetscaping within the rights-of-way will constitute the Bethesda Streetscape standards. The public plaza, the main on-site amenity area, will be created as urban courtyard, with public seating,

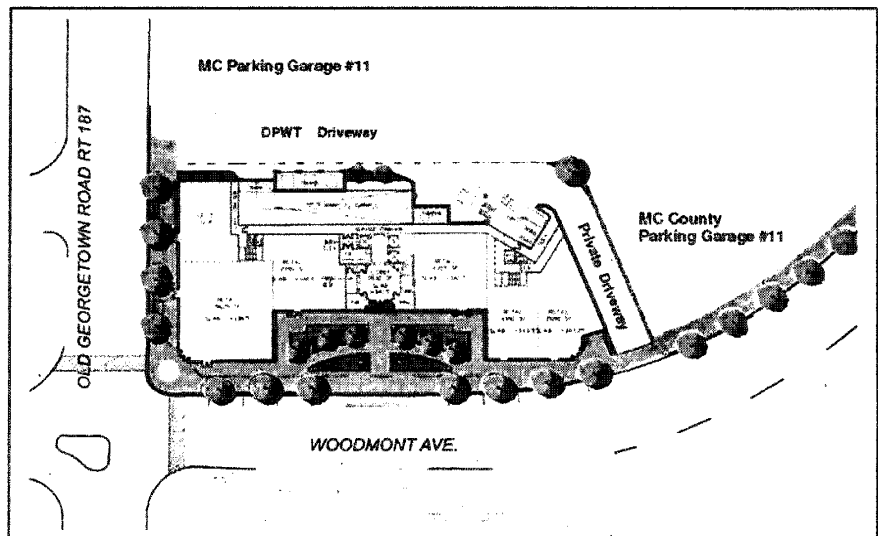
landscaping, paving, and sculptures or a central fountain. Additional small areas at the corners of the buildings will be enhanced with architectural treatment or landscape design. Finally, landscaping is introduced into the alley areas to enhance views into the alley and from the adjacent public parking. The site design provides the required space on site public use at 7,819 square feet, or 20 percent of the net site area.

**Off Site Public Amenity**

The off site streetscape amenities will feature Bethesda Paver brick sidewalks, Bethesda Lanterns, London Plane street trees on Old Georgetown Road and Zelkova street trees on Woodmont Avenue.

Furnishings and fixtures will be incorporated, as well, to encourage the pedestrian activity and retail vitality. The total land area involved in public amenity space (on site and off site) is 20,018 square feet.

**The Urban Plaza**

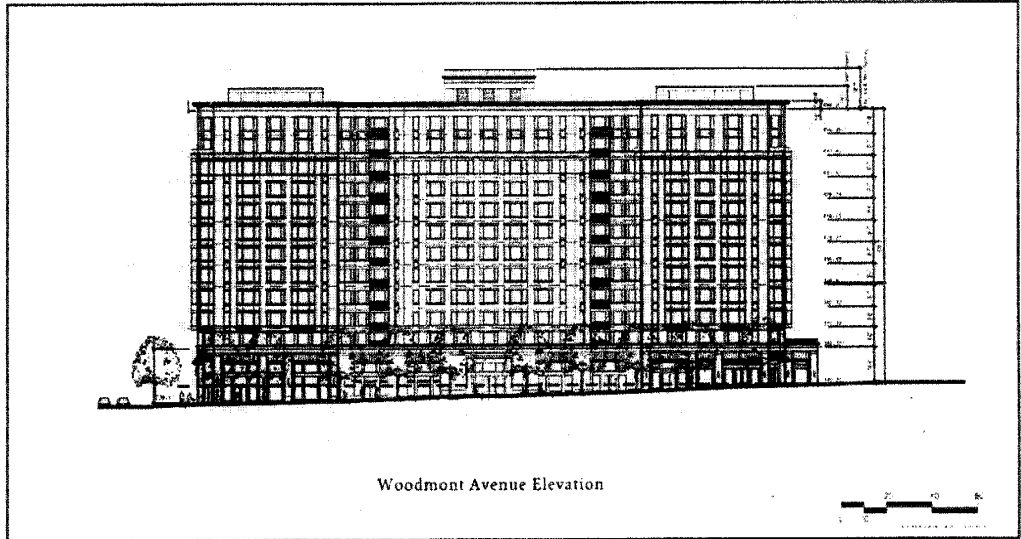


Resident's Recreation and Amenities

The Woodmont Corner mixed-use project will provide a significant amount of private area, accessible to the residents. At the ground floor, the residents will have an elegant lobby, with a front desk, entered through the courtyard and a portico. Recreation amenities include indoor fitness center, community space, and a children's play room.

Vehicular and Pedestrian Circulation System

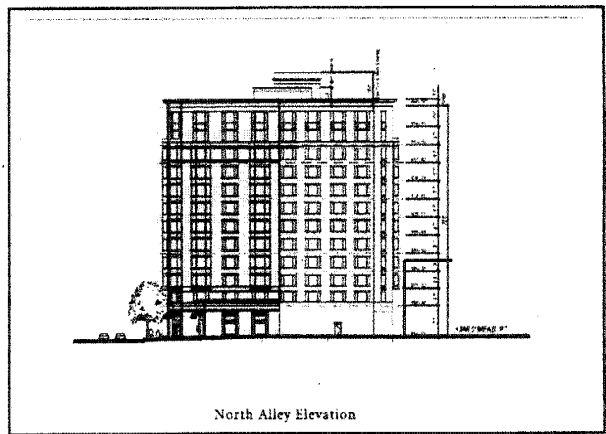
Vehicular access to the site is provided through a new access way. The driveway, at the northern edge of the Woodmont Avenue frontage, adjacent to the public parking garage, extends along the northern and western edges of the site, and connects to the DPWT driveway at Old Georgetown Road. Garage access, loading and trash facilities are concealed from the streets and pedestrian sidewalks and accessed through the new alley system along the western edge of the site.



**Building Elevation  
Woodmont Avenue**

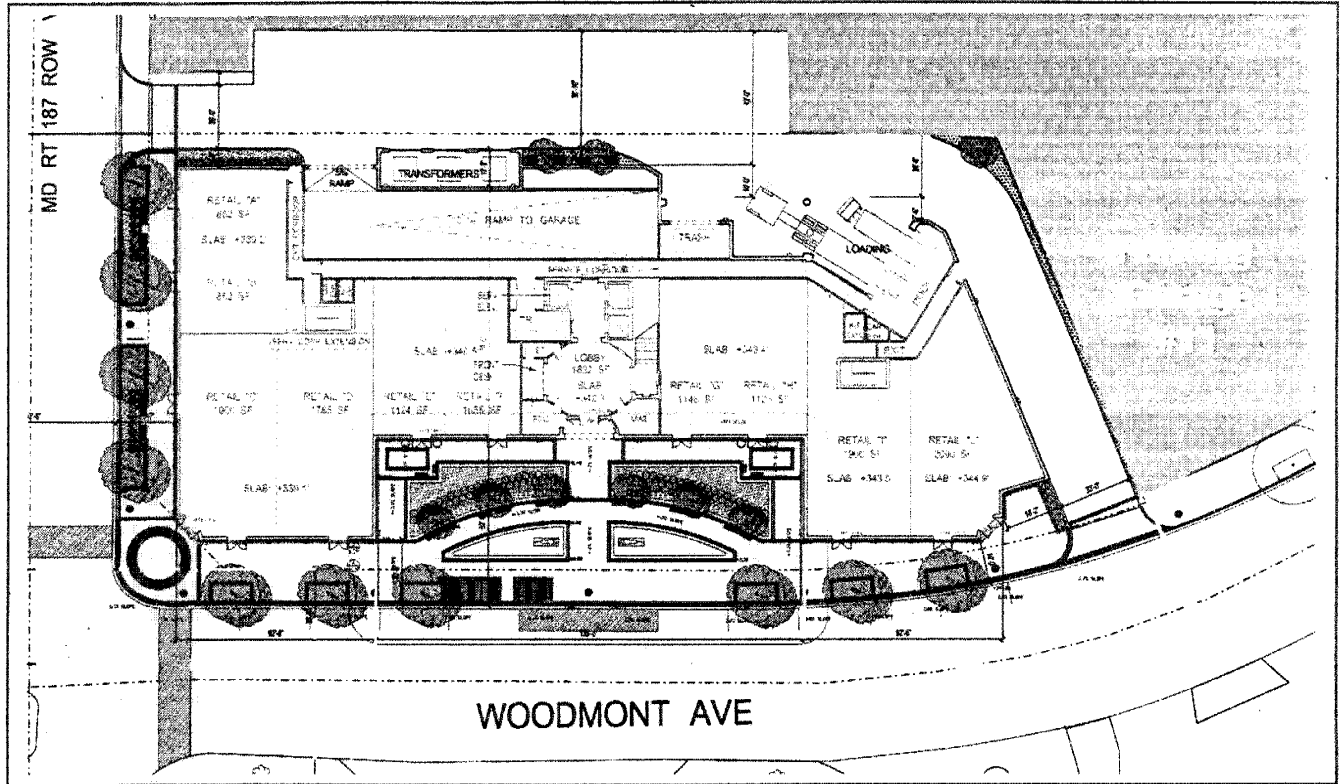


**Building Elevation  
Old Georgetown Road**



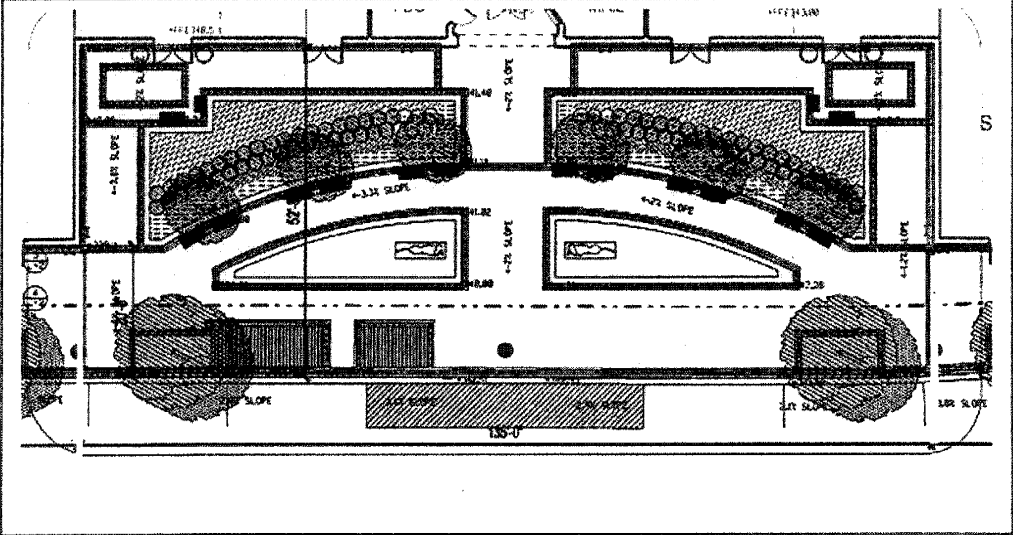
**Building Elevation  
Woodmont Avenue at  
Cheltenham Drive**





Landscape Plan showing Bethesda streetscaping along the site boundaries, including street lights, brick sidewalks, and undergrounded utilities. The plaza itself will feature banded Bethesda paving to identify the pedestrian paths through site: the crescent and along the retail storefronts. Landscaping will feature “the lions in the grass” along the ROW, and planting beds at the rear with Honey Locust shade trees.

Detail showing Plaza design



**PRIOR APPROVALS:**

**Project Plan 9-03002** approved by the Planning Board, 5-0, September 11, 2003 [See also, *Opinion 9-02002*, attached.]

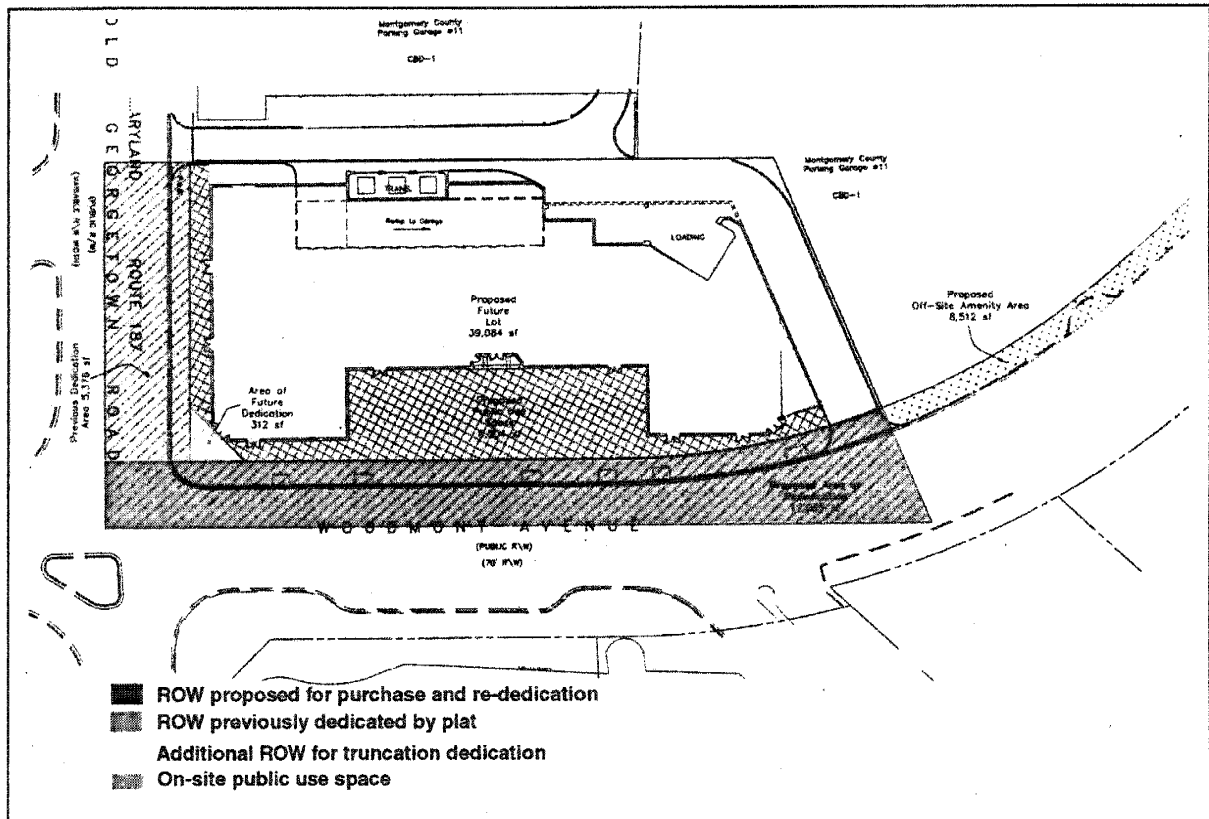
In the course of Project Plan review, staff and applicant reviewed the location of the building, on site and off site public amenities, the general massing and scale of the structure, underground parking capacity, and general landscaping concepts. Streetscape design was considered for pedestrian safety and off site public amenities, with implementation of the Bethesda Streetscape standards and the connections of the public sidewalks to the major public plaza.

Three major issues of review required significant effort on the part of the applicant team, relevant county agencies, and M-NCPPC staff: 1) Mandatory Referral: the applicant's request to purchase portions of ROW street frontage on Woodmont Avenue, and; 2) provision of MPDUs; and 3) the applicant's proposal for use of a rear access way governed by DPWT Parking and Traffic Services Division for vehicular traffic, loading and delivery. The review also addressed the applicant's proposal for a vehicular drop off at the residential building entrance. The Planning Board, on July 3, 2003, approved an extension of the time period for holding a public hearing to allow resolution of the issues of review, prior to its actions on the case merits September 11, 2003.

1. Mandatory Referral #03813 for Purchase and Re-dedication of ROW Area: Density Implications & MPDUs  
**Planning Board action: approved staff recommendation as presented below:**

*This issue was presented to the Planning Board for consideration as a Mandatory Referral concurrent with hearings for Project Plan and the Preliminary Plan. The Planning Board action was approval 4-1.*

The issue of interest was the applicant's request to purchase from Montgomery County 12,065 sf of right-of-way land area that adjoins the sidewalk adjacent to Woodmont Avenue along the subject property's frontage.



**Figure 3, Building and road frontages for Woodmont Corner. The red area shows the Woodmont Avenue ROW proposed for purchase and immediate re-dedication.**

### Background

The subject land area was previously transferred by deed to Montgomery County in 1955. The applicant's successful purchase of the 12,065 sf, pending Planning Board and County Council approval, will allow the applicant to re-dedicate the area by plat to the County and "recover" the square footage as part of the gross tract area upon which the proposed density is based. The inclusion of this land within the subject parcel provides for continuation of its use as a public sidewalk (upgraded, however, as an Optional Method public use space amenity) and for additional MPDUs.

The applicant has proposed to the County that 33% of the unit density gained through the application of the additional floor area be provided as MPDUs. The applicant's correspondence with the Office of the County Executive indicates approval by the County Executive, subject to the provision of the additional 33% MPDUs and the payment representing the present value of the land (\$269,000).

Staff supported the applicant's proposal to incorporate the "recovered" 12,065 sf as part of the gross tract area because the additional density and the total number of dwelling units provided are compatible with the desired CBD development. More significantly, the provision of this incremental density will accommodate additional residential units, of which the applicant proposes that 33% of the 57 gained units will be designated for the MPDU Program.

## **II. Moderately Priced Dwelling Units**

The applicant, as per the above discussion, proposes providing additional MPDUs as a condition for the successful re-acquisition and purchase of ROW area and in accordance with conditions stipulation by the Office of the County Executive. The Division of Housing and Community Affairs has approved the applicant's proposal for the provision. [See *letter from Elizabeth Davison, DHCA, dated July 1, 2003*, attached.]

- 25 MPDUs are required for the 12.5% of base density prior to the recovery of ROW land area;
- The "recovered" land area will generate 57 additional units, of which 33% or 19 residential units will be "supplemental" MPDUs;
- The applicant proposes to provide ½ of base density MPDUS on site (13 MPDUS) and all of the "supplemental" MPDUS on site (19 MPDUS) for a total of 32 MPDUs on site;
- Of the total 44 MPDUs yielded from the combined base density and the ROW agreement with the County, 32 MPDUs (12.6% of full total units) will be provided on site and a contribution fee to the Housing Initiative Fund in lieu of 12 MPDUs has been approved by DHCA.

## **III. Reciprocal Easement Agreement for Use of the Parking and Traffic Services Access Way**

The project plan proposed features design for a high-rise apartment building with three levels of underground parking. The dense urban context requires a high level of coordination between numerous design specialties, specifically, traffic engineering, structural engineering, storm water management, and pedestrian safety.

The applicant's proposal features vehicular access from Old George Road to the underground parking via shared use of an access way that services County Public Garage #11, owned by the DPWT Traffic and Parking Services (TPS) Division. Site design also features a private, supplemental driveway connection located within the applicant's property, which would wrap the building on the north, with an entry point from Woodmont Avenue. The applicant proposes a reciprocal easement agreement granting access to both parties and the general public for use of both vehicular accesses drives. This solution would provide two-way traffic around the rear of the new building with ingress and egress from Old Georgetown Road and Woodmont Avenue – resulting in greater vehicular and pedestrian efficiency and safety.

The two DPWT Divisions have performed a substantial review of the traffic plan and infrastructure design. TPS has determined that use of the applicant's connecting driveway will offer an identifiable benefit to users of the public garages. Both DPWT divisions have provided letters of approval for the easements, subject to