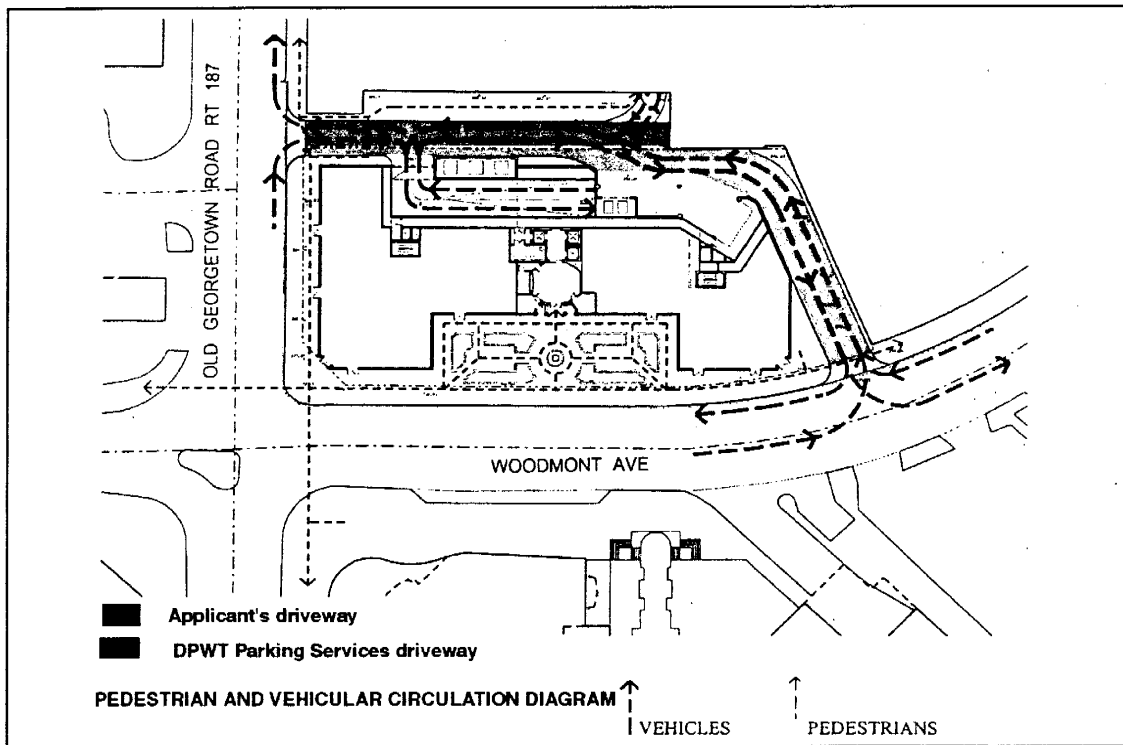


execution of the agreements with extensive conditions. Staff supported the applicant's proposal. Vehicular use of the two driveways will provide superior circulation for both automobiles and pedestrians, with increased efficiency and safety with a higher quality of streetscape in the CBD



IV. Vehicular Drop-off on Woodmont Avenue

The plan proposes to remove two or three of the existing on-street metered parking spaces along the west side of Woodmont Avenue in order to provide a signed, curbside vehicular drop off area for the proposed apartment building. This arrangement would require the applicant to lease or purchase the two parking spaces from the DPWT Parking Services Division.

Preliminary Plan 1-03078 approved by the Planning Board, 5-0, September 11, 2003 [See also, *Opinion 1-03078*, attached.]

PLANNING AND REGULATORY FRAMEWORK:

SECTOR PLAN

The Woodmont Corner application for Project Plan review is in conformance with the Sector Plan for the Bethesda Central Business District, Approved and Adopted July 1994, as noted within section (b) below. The proposal conforms to the Sector Plan goal for Floor Area Ratio (5.0 FAR) and for the location of housing within the Bethesda CBD without the need for an increase in height, density, or intensity of uses above that allowed in the CBD-R2 Zone.

The Woodmont Corner application for Project Plan review is in conformance with the Sector Plan for the Bethesda Central Business District, Approved and Adopted July 1994, as noted within section (b) below. The proposal conforms to the Sector Plan goal for Floor Area Ratio (5.0 FAR) and for the location of housing within the Bethesda CBD without the need for an increase in height, density, or intensity of uses above that allowed in the CBD-R2 Zone.

The proposal meets these goals of the Bethesda CBD Sector Plan:

- *Encouraging mixed-use development to meet the needs and requirements of workers, shoppers and residents*
- *To encourage designs which produce a desirable relationship between the individual buildings in the central business district, between the buildings and the circulation system and between the central business district and adjacent areas*
- *To promote the effective use of transit facilities and pedestrian access*
- *Improve pedestrian and vehicular circulation*
- *Assist the development of housing for residents with a range of incomes*
- *Enhance the economic status of the county and expand living and employment opportunities*

PROJECT DATA TABLE

WOODMONT CORNER	CBD-R2	Project Plan	Site Plan
Development Standard	Permit/Reqd	9-03002	8-04025
		Approved	Proposed
Gross Lot Area (ac)		56,837 sf	
Dedication MD 187		5,376 sf	
Dedication (Woodmont Ave)*		12,065 sf	
Net Lot Area (ac)		39,084 sf	
<u>Building Area</u>	284,185 sf		284,185 sf (5.00 FAR)
Residential			254,782 sf (4.48 FAR)
Retail and Lobby [§59-C.6.23 footnote 3]	14,209 sf		18,808 sf (0.33 FAR)
Office/Leasing			7,050 sf (0.12 FAR)
Optional Mezzanine Space			3,545 sf
Gross Floor Area	284,185 sf		284,185 sf
<u>Density [§59-C-6.23]</u>			
Floor Area Ratio FAR	5.0 FAR		5.0 FAR
Residential Units	--		253 units
Studio		11 units	
1-Bedroom		165 units	
2-Bedroom		77 units	
MPDUs On Site		32 MPDUs	32 MPDUs
Studio		2 units	3 units
1-Bedroom		21 units	27 units
2-Bedroom		9 units	2 units
MPDUs Off Site	12 MPDUs	12 MPDUs	12 MPDUs
Building Height [§59-C-7.26]	122 feet **		122 feet
Public Use Space			
On Site Public Use Space	20% (7,817 sf)	20% (7,819 sf)	20.0% (7,819 sf)
Off Site Public Use Space	N/A	26.5% (10,456 sf)	30.2% (11,891 sf)
Total Public Use Space		46.7% (18,275 sf)	51.0% (19,979 sf)
Parking			
Efficiency (11 Units = 4%)	1.0 space/unit	9 spaces	9 spaces
1-Bedroom (165 units = 64%)	1.25 spaces/unit	180 spaces	180 spaces
2-Bedroom (77 units = 30%)	1.5 spaces/unit	102 spaces	102 spaces
MPDU Parking			
Efficiency MPDUs (2 units = 4%)	0.5 space/unit	1 space	(3 units) = 2 spaces
1-Bedroom MPDUs (21 units@ 64%)	0.675 space/unit	13 spaces	(27 units) = 17 spaces
2-Bedroom MPDUs (9 units = 30%)	0.75 space/unit	7 spaces	(2 units) = 2 spaces
Gross Parking requirement		312 spaces	312 spaces
Parking Credit for Metro applied	-(47-space credit)		
<u>Parking Credit for Share-a-Ride</u>	<u>-(39-space credit)</u>		
Net Parking requirement	226 spaces	226 spaces	226 spaces
Total Parking Provided		250 spaces	250 spaces

* Subject of Mandatory Referral - See Discussion of Prior Approvals Issues of Review

** Per the Bethesda CBD Sector Plan

*** Includes 15% credit for being within 1,600 feet of a Metrorail Station and/or within CBD

RECREATION ANALYSIS

RECREATION AMENITY ANALYSIS					
Woodmont Corner 8-04025					
DEMAND POINTS REQUIREMENT					
	D1	D2	D3	D4	D5
ON-SITE DEMAND (253 Dwelling Units)	Tots	Children	Teens	Adults	Seniors
First 100 Units	4	4	4	77	46
Additional 153 Units	6.1	6.1	6.1	117.8	70.4
TOTAL DEMAND POINTS	10.1	10.1	10.1	194.8	116.4
SUPPLY POINTS PROVISION					
ON-SITE PROVISION	Tots	Children	Teens	Adults	Seniors
Indoor Exercise Room	1.0	1.0	3.0	58.4	46.6
Indoor Community Space	1.0	1.5	3.0	58.4	46.6
Pedestrian System (Sidewalks)	1.0	2.0	2.0	87.7	52.4
Picnic/Sitting (Plaza)	1	1	1.5	5	2
Tots Playroom (supervised)	3	1	0	1.8	1.8
ON-SITE RECREATION	7.0	6.6	9.6	211.4	149.3
OFF-SITE PROVISION	Tots	Children	Teens	Adults	Seniors
Multi-Age Playground (Bethesda Elementary)	9.0	11.0	3.0	7.0	1.0
OFF-SITE RECREATION	9.0	11.0	3.0	7.0	1.0
TOTAL RECREATION SUPPLY POINTS	16.0	17.6	12.6	218.4	150.3
SUMMARY	Tots	Children	Teens	Adults	Seniors
On-Site: Supply Points Requirement*	6.6	6.6	6.6	126.6	75.6

* A minimum of 65% of the amenity must be on site.

FINDINGS for Site Plan Review:

1. *The site plan is consistent with an approved development plan or a project plan for the optional method of development, if required.*

The Property is proposed to be developed in accordance with Section 59-C-6.23 of the Zoning Ordinance governing residential development in the CBD-R2-2 Zone and, therefore, no development plan or project plan is required.

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 location of the building on its prominent corner allows the building to “replace” the existing extensive views of the parking garages with an urban building that relates to its well-established context. The orientation of the building along two major streets creates a building line, along with the CBD street treatment that will define this entire block of Bethesda. The footprint forms not only the ground level public plaza, but offers the opportunity for unique and attractive roof-landscaping that will enhance the views from taller adjoining existing and future buildings.

The design of Woodmont Corner project presents attractive retail building frontage on Old Georgetown Road, and on Woodmont Avenue that will improve this active urban setting and encourage activating use of this section of Woodmont Triangle near the Metro Core. The building and site design, as proposed, will: craft a unique public open space that successfully responds to the buildings mass, reduce the effect of existing dominance of the public garage facades that adjoin the site, conceal parking and loading, and establish a well-defined building line that forms the basis for an urban pedestrian system with easily-read public way finding.

The public plaza will provide an inviting environment for shoppers, visitors and residents, with a visual connection to the public amenities of Bethesda Place. Staff recommends that the public use space within or surrounding the plaza be of high quality and integrated with the main amenity features. Although the massing of the building is somewhat uncomfortable with itself in its symmetric proportions, major portions of the building satisfy the massing necessary to set this corner site. This infill structure will complement, quite competently, the existing buildings and solidify the urban massing of this well-known “crossroads” of Bethesda.

- b. Open Spaces

The retail storefronts will define the envelope of the public plaza and present an opportunity for unique retail establishments to operate in a sophisticated urban setting. The public plaza, designed with high grade materials, including special paving, planters, and landscaping, along with the its “Lions” public art work and suitable daytime solar orientation, will encourage many users of the public space to enjoy this setting. [See also *Issues of review: The Public Artwork*, page 6.]

The public plaza, well integrated in its spatial definition, its form defined by delineation of materials, is skillfully designed with respect to its grading, and offers the pedestrian a “seamless” essentially flat pathway through the plaza, to the storefronts, and to the apartment building. Staff encourages the applicant team to use the art work as a means to further integrate the architectural features of the building with the public plaza, to fully define the human scale of the space through its relationship to the façade articulation, and to reinforce the cultural district theme. The plaza offers a unique open space that will create a singular identity for this section of Woodmont Avenue and will offer patrons an amenity that connects to the functional, safe, and attractive.

c. Landscape and Lighting

On-site landscaping is concentrated within the public plaza, which features two differentiated areas for planting: the low curbs along the Woodmont Avenue public sidewalk that shape the savanna grasses “for the Lions,” and the higher planters with traditional ground planting and Honey Locust shade trees that form the “crescent” for public seating.

The lighting for the plaza, the “Owls” as affixed to the building mounted lighting fixtures, articulate the boundary of the public space, successfully extend the realm of the public artwork in three dimensions and enhance the profile of the retail store frontage.

The project streetscape includes improvements, per the Bethesda Streetscape Guidelines, including Bethesda pavers, Bethesda Lanterns, street trees, and fixtures for both the site frontage and an area extending along the west side of Woodmont Avenue to Cheltenham Drive. The applicant has agreed to additionally provide Bethesda paving and street trees for entire south façade of Garage #11 on Old Georgetown Road.

d. Recreation

The development provides adequate and efficient recreational facilities, including an indoor fitness facility, supervised children’s playroom, community room. The adequacy of the facilities is illustrated in the chart above. The indoor fitness facility and children’s playroom will provide useful and accessible activities for the residents. The community room on the ground floor offers meeting space and the opportunity for arts and crafts activities. Rooftop recreation space may be provided, as per more detailed design development.

e. Vehicular and Pedestrian Circulation

The plan as proposed features two-way vehicular access from Old Georgetown Road to the building’s underground garage, loading dock, and trash area via “shared use” of an access way at the building’s rear that currently services Public Garage #11. The site design, utilizing this access way, features a new driveway extension to the access way, located within the applicant’s property that would wrap the new residential building on its north side. This supplemental drive offers a two-way additional entry/egress point on Woodmont Avenue. [See graphic below.] The applicant proposes a reciprocal easement agreement with the DPWT Division of Parking and Traffic Services that would allow both parties and the general public use of both driveway segments for vehicular entry and egress to the residential building and to the public parking garages.

The proposed driveway design allowed by this arrangement offers the following benefits:

- Greater efficiency in vehicular movement is provided by the two-way traffic patterns from ingress/egress points on both streets;
- The elimination of a dedicated curb cut entrance to the residential parking level allows a longer section of continuous sidewalk that increases pedestrian safety;
- Improvement of the existing vehicular traffic pattern for users of the public garage offers an opportunity to disperse ingress/egress traffic more efficiently at peak traffic hours;
- Increased pedestrian safety is achieved by locating vehicular turning movements at farther away from the intersection of Old Georgetown Road and Woodmont Avenue;
- The clear separation of vehicular and pedestrian traffic, achieved by locating the garage entry/service/loading dock in the rear access way, provides pedestrian and vehicular safety, a more unified streetscape, and an integrated public amenity space without vehicular intrusion..

Pedestrian Activity

The applicant’s plan proposes Bethesda Streetscape, along Old Georgetown Road and Woodmont Avenue, including the Bethesda Pavers, Bethesda Lanterns, and street trees, as recommended in

the Master Plan. The site design includes extending the Bethesda Streetscape along Woodmont Avenue to its intersection with Cheltenham Drive.

The continuity of the pedestrian amenities along Woodmont Avenue is enhanced by the skillful design of the public amenity space. The strong forms that identify this plaza successfully integrate the sidewalk “Bethesda Paver” route with an attractive alternative that follows the crescent form defined by the planting and artwork. This strong shape and confident placement of the crescent, in its relationship to the street, clearly identifies the plaza as a public space, and confidently invites passersby to enjoy this urban environment.

Staff recommends that the applicant provide the Bethesda streetscape along Old Georgetown starting from the same intersection and extending across the street frontage of the parking garage.

Parking Drop-Off

The applicant proposes to remove two or three of the existing on-street parking spaces along Woodmont Avenue in order to provide a signed, curbside vehicular drop off area for the proposed apartment building. MNCPPC staff strongly supports this creative solution for the vehicular drop off, subject to approval by MCDPWT Parking Operations, because it allows:

- Full Bethesda Streetscape treatment with minimum 15'-wide brick sidewalks, as envisioned for the urban amenities in the Sector Plan;
- Better sidewalk area, both in quantity and quality, that enhances pedestrian safety;
- More efficient southbound traffic flow on Woodmont Avenue from the expected reduction in double-parking.

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

The proposed Woodmont Corner is located within the Bethesda CBD and is compatible with other adjoining properties that have used the full potential of development available with the CBD zones. The residential building reaches 12 stories and 122 feet in height, stepping down from the 14-story Metropolitan Building and the 13-story Bethesda Place. This modulation offers a transitional buffer for the lower-density retail and residential neighborhoods to the west.

The property is surrounded by existing or planned commercial uses as well as high-density residential developments. The proposed uses of the project are compatible with the existing and potential developments in the area. The higher density permitted under the optional method of development gives the developer incentive to provide a number of public amenities including the public plaza, public artwork, and extended streetscaping. The operation of the proposed residential and retail uses will complement the existing and future commercial as well as residential developments in the core area. The design of the development will include public spaces and streetscape elements that will enhance the character and quality of the general neighborhood.

The Lions, along with their fellow “predators,” the Owls, by John Dreyfuss, promise to enhance not only the public plaza, but also the entire visible street along Woodmont Avenue. These historical, iconic forms, re-invented in their materials, form, and placement, will serve not only to identify the building, but also to pungently and playfully establish the character of this public realm. The artist’s skillful rendering of bronze and its crafted patina, sculptural scale and massing, and his unique articulation of this familiar form, will, in its intelligent dialogue with its architecture and landscape, realize the successful integration of this urban oasis as a three-dimensional spatial experience that will inform, invite, and entertain residents, visitors and retail customers.

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

The Site Plan is exempt from Forest Conservation requirements.