



**MONTGOMERY COUNTY PLANNING BOARD**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB No. 17-120  
Sketch Plan No. 320180060  
**Marriott International Headquarters**  
Date of Hearing: December 14, 2017

JAN 09 2018

**RESOLUTION**

WHEREAS, under Section 59-7.1.2 of the Montgomery County Zoning Ordinance, the Montgomery County Planning Board is authorized to review sketch plan applications; and

WHEREAS, on August 30, 2017, 7750 Wisconsin Avenue LLC and BCH Hotel LLC ("Applicant") filed an application for approval of a sketch plan for construction of up to 1,050,000 square feet of mixed-use development, including up to 825,000 square feet of office, up to 225,000 square feet of hotel (246 rooms) and an allocation of 559,000 square feet of Bethesda Overlay Zone (BOZ) density to go toward the Park Impact Payment (PIP) on 2.25 acres of CR 5.0: C 5.0 R 4.75 H 165 feet and CR 5.0: C 5.0 R 4.75 H 300 feet zoned-land, located on Wisconsin Avenue at the southwest intersection with Norfolk Avenue, consisting of multiple lots and parts of lots Sunnyside subdivision ("Subject Property") in the Bethesda Policy Area and the Bethesda Downtown Sector Plan ("Sector Plan") area; and

WHEREAS, Applicant's sketch plan application was designated Sketch Plan No. 320180060 Marriott International Headquarters ("Sketch Plan" or "Application"); and

WHEREAS, following review and analysis of the Application by Planning Board staff ("Staff") and other governmental agencies, Staff issued a memorandum to the Planning Board, dated December 14, 2017, setting forth its analysis and recommendation for approval of the Application subject to certain binding elements and conditions ("Staff Report"); and

WHEREAS, on December 14, 2017, the Planning Board held a public hearing on the Application at which it heard testimony and received evidence submitted for the record on the Application; and

WHEREAS, at the hearing, the Planning Board voted to approve the Application subject to certain binding elements and conditions, by the vote certified below.

---

Approved as to  
Legal Sufficiency:

NOW, THEREFORE, BE IT RESOLVED that the Planning Board approves Sketch Plan No. 320180060, Marriott International Headquarters, for construction of up to 1,050,000 square feet of mixed-use development, including up to 825,000 square feet of office, up to 225,000 square feet of hotel (246 rooms) and an allocation of 559,000 square feet of Bethesda Overlay Zone (BOZ) density to go toward the Park Impact Payment (PIP) on the Subject Property, subject to the following binding elements and conditions:<sup>1</sup>

A. Binding Elements. The following site development elements are binding under Section 59-7.3.3.F of the Montgomery County Zoning Ordinance:

1. Maximum density and height;
2. Approximate location of lots and public dedications;
3. General location and extent of public open space;
4. General location of vehicular access points; and
5. Public benefit schedule.

All other elements are illustrative.

B. Conditions. This approval is subject to the following conditions:

**Density and Height**

1. **Density**

The development is limited to a maximum of 1,050,000 square feet of total development, which reflects an allocation of 559,000 square feet of density from the Bethesda Overlay Zone (BOZ). The final square footage will be determined at Site Plan.

2. **Height**

The development is limited to the maximum height of 165 feet for the hotel building and 300 feet for the office building, as measured from the building height measuring point, respectively.

3. **Incentive Density**

The development must be constructed with the public benefits listed below, unless modifications are made under Section 59-7.3.3.I. Total points must equal at least 100 and be chosen from at least three categories as required by Section 59-4.5.4.2.a. The requirements of Division 59-4.7 and the CR Zone Incentive Density Implementation Guidelines and as modified by the Bethesda Overlay

---

<sup>1</sup> For the purpose of these binding elements and conditions, the term "Applicant" shall also mean the developer, the owner or any successor(s) in interest to the terms of this approval.

Zone must be fulfilled for each public benefit proposed. Final points will be established at site plan approval.

- a. Major Public Facilities, achieved through providing 3 bike share facilities (one on-site 15-dock station and contribution toward two off-site 15-dock stations);
  - b. Connectivity between Uses, Activities, and Mobility Options, achieved through minimum parking, through-block connections, and streetscape;
  - c. Diversity of Uses and Activities, achieved through adaptive buildings;
  - d. Quality of Building and Site Design, achieved through structured parking and exceptional design; and
  - e. Protection and Enhancement of the Natural Environment, achieved through BLTs, energy conservation and generation, and cool roof.
4. Building Lot Terminations (BLTs)  
Prior to recording of plat, the Applicant must provide Staff verification that 2.38 BLTs have been acquired for the proposed development.

**Open Space, Public Use Space and Amenities**

5. Public Space/Park Impact Payment

The Park Impact Payment (PIP) must be paid to the M-NCPPC prior to release of the first building permit. The final amount of the PIP will be determined at Site Plan.

6. Open Space

The Applicant must provide 7,578 square feet (10% of net lot area) of on-site public open space.

7. Streetscape

- a. The Applicant must install the Bethesda Streetscape Standard along the Site frontage, including the undergrounding of utilities.
- b. The Applicant must install the Bethesda Streetscape Standard from the Site frontage along Norfolk Avenue to the intersection with Woodmont Avenue, as shown on the site plan.

8. Environment

- a. The Applicant must construct both buildings with an intensive green roof with soil depths of 8 inches or greater.
- b. The proposed buildings must exceed the ASHRAE 90.1 standard by 15 percent.

9. Maintenance of Public Amenities

The Applicant is responsible for maintaining all publicly accessible amenities, including but not limited to paving, landscaping, accent lighting, and seating primarily within the through-block connection.

#### Transportation and Circulation

##### 10. Bicycle Facilities

The Applicant must coordinate with the Montgomery County Department of Transportation to implement master planned bicycle facilities along the project frontages, including:

- a. Separated bicycle lanes on Woodmont Avenue, and
- b. Bicycle lanes on Norfolk Avenue

##### 11. Right-of-Way

The Applicant must dedicate and show on the Preliminary and Site Plans the Sector Plan recommended dedications for Woodmont, Wisconsin and Norfolk Avenues.

##### 12. Transportation Monitoring

The Applicant must participate in the Bethesda Transportation Management District (TMD).

#### Subsequent Approvals

##### 13. Future Coordination for Preliminary and Site Plan

In addition to any other requirements for Preliminary Plans under Chapter 50 and Site Plans under Chapter 59, the following must be addressed when filing a Preliminary or Site Plan, as appropriate:

- a. Eliminate the proposed drop-off on Norfolk Avenue;
- b. Streetscape details;
- c. Demonstration of how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guideline requirements;
- d. Necessary public right-of-way dedication;
- e. Transportation Impact Study and ADA evaluation within 500-feet of the site; and
- f. Traffic Mitigation Agreement to participate in the Bethesda Transportation Demand Management District and achieve the Sector Plan 55% NADMS goal.

BE IT FURTHER RESOLVED that having given full consideration to the recommendations and findings of its Staff as presented at the hearing and set forth in the Staff Report, which the Planning Board hereby adopts and incorporates by reference (except as modified herein), and upon consideration of the entire record and

all applicable elements of the Zoning Ordinance, the Board finds that as conditioned the necessary elements of the Sketch Plan are appropriate in concept and appropriate for further review at site plan and that:

1. *The Sketch Plan meets the objectives, general requirements, and standards of the Zoning Ordinance.*

a. Use Standards

The proposed hotel and office uses are permitted in the Commercial Residential zone.

b. Development Standards

The Subject Property includes approximately 2.25 acres zoned CR 5.0 C 5.0 R 4.75 H 165, CR 5.0 C 5.0 R 4.75 H 300, and the Bethesda Overlay zones. The Application satisfies the applicable development standards as shown in the following data table:

Table 1- Data Table			
Section 59 - 4	Development Standard	Permitted/ Required	Proposed
	Tract Area (sf) Southern Area: CR 5.0, C 5.0, R 4.75, H 165 Northern Area: CR 5.0, C 5.0, R 4.75, H 300 Total Gross Tract Area (sf) Previous Dedications Proposed Dedications Total Net Tract Area (sf)	n/a n/a	28,993 69,179 98,172 15,201 5,540 77,431
4.5.4.B.2.b	Density (Existing Lots 1-4) CR 5.0, C 5.0, R 4.75, H 165 Commercial FAR/GFA Residential FAR/GFA CR 5.0, C 5.0, R 4.75, H 300 Commercial FAR/GFA Residential FAR/GFA TOTAL BASE FAR/GFA Commercial FAR/GFA Residential FAR/GFA TOTAL BOZ DENSITY Commercial FAR/GFA Requested TOTAL BASE + BOZ DENSITY	5.0/144,965 4.75/137,717 5.0/345,895 4.75/328,600 5.0/490,860 4.75/466,317 n/a	5.0/144,965 0/0 5.0/345,895 0/0 5.0/490,860 0/0 5.70/559,140 10.70/1,050,000
4.5.4.B.2.b	Building Height (feet) Southern Area: CR 5.0, C 5.0, R 4.75, H 165 Northern Area: CR 5.0, C 5.0, R 4.75, H 300	165 300	165 300
4.5.4.B.3	Minimum Setback (feet) From adjacent residential From R.O.W.	0 0	0 0
4.5.4.B.1	Open Space (minimum) Public Open Space (%/sq. ft.) Private Amenity Space (%/sq. ft.) Streetscape (%/sq. ft.)	10/7,578 0 0	10/7,578 8/6512 16/12,684
6.2	Parking (spaces) Office (min/max) Hotel Rooms (min/max) Hotel Common Space (min/max) Total BOZ Adjustment	1,650/2,475 82/246 18/88 1,750/2,809 1,400/2,809	0 0 0 821 821

#### Development Standards

The Site Plan covers approximately 2.25 acres zoned CR 5.0: C 5.0, R 4.75, H 300 and CR 5.0: C 5.0, R 4.75, H 165. The data table (Table 1) on page 20 shows the Application's conformance to the development standards of the zone and the approved Sketch Plan.

The Bethesda Overlay Zone (BOZ) was adopted July 18, 2017 specifically to implement the recommendations of the Bethesda Downtown Sector Plan as it relates to density, building heights, affordable housing, parks, and design. The BOZ set a cap of overall development (32.4 million square feet) whereby the zoning approved for most properties retains the base density but increases the heights on respective sites. An Applicant can request an allocation of density over the base density to build to the maximum height permitted by the zone, as needed. An allocation of density from the BOZ requires a park impact payment of \$10/square foot based upon the density requested and facilitates acquisition of parkland in the downtown Bethesda area. This Application is requesting an allocation of 559,000 square feet from the BOZ initiating a Park Impact Payment of \$5,590,000 to be paid at the time of building permit. The amount of density allocated from this Application is deducted from the 32.4 million cap. Attachment 4 provides an overview of the applications that have been submitted since the BOZ was adopted and the amount of square footage associated with each site.

*2. The Sketch Plan substantially conforms to the recommendations of the Bethesda Downtown Sector Plan.*

The Property is in downtown Bethesda and is situated along the Wisconsin Avenue corridor. The Sector Plan has overarching goals and site-specific recommendations that apply to this Property. Specifically, this Plan builds on the past successes of Downtown Bethesda to create a truly sustainable downtown by focusing on components that will bolster the elements most in need of enhancement. The recommendations include:

1. Parks and open spaces, including new civic greens at Veteran's Park, Bethesda Farm Women's Cooperative Market, Capital Crescent Trail and new urban parks, pathways and gateways.
2. Affordable housing, including the preservation of existing market-rate affordable housing, providing a mix of housing options and the provision of Moderately Priced Dwelling Units in exchange for development incentives.

3. Environmental innovation, including more energy-efficient buildings, better stormwater management, improved sidewalks and bicycle routes, and other measures to enhance community health and quality of life.
4. Economic competitiveness, based on new development, public amenities and proximity to public transit to attract businesses and visitors from throughout the region, and foster entrepreneurship and innovation.

The Application is addressing and incorporating three of the four overarching goals, including: paying the Park Impact Payment which contributes to the park and open space network; environmental innovation through energy efficiency, innovative stormwater management solutions, improved pedestrian and bicycle opportunities around the site and as part of the through-block connection; and through economic competitiveness by incorporating over 1,000,000 square feet of new commercial development in downtown Bethesda. The new international headquarters will spin off new business opportunities in and around the Bethesda area. As this is a commercial project, affordable housing is not being provided.

#### **WISCONSIN AVENUE DISTRICT GOALS AND RECOMMENDATIONS:**

The Wisconsin Avenue Corridor is the main artery through the center of Downtown Bethesda. It extends from the Sector Plan Boundary/National Institutes of Health (NIH) on the north to Bradley Boulevard on the south, and from Woodmont Avenue on the west to Waverly Street on the east. With the existing Bethesda Metrorail Station, future Purple Line and bus rapid transit (BRT) options, Wisconsin Avenue is a critical focus area for improved access, mobility and pedestrian safety. The corridor is envisioned as a symbolic downtown center that reflects the character of adjacent neighborhoods and overall identity of Bethesda through innovative building designs and active public spaces.

The Wisconsin Avenue Corridor is primarily a commercial area, containing both retail and office uses. Among its numerous large office buildings are older ones predating the 1976 Bethesda Central Business District Sector Plan, such as the Air Rights Building, 1980s structures, and buildings at the Bethesda Metrorail Station. The northern part of Wisconsin Avenue comprises several hotels, stores, restaurants and offices, but currently has no clear identity.

The area's retail potential is compromised by its location on either side of Wisconsin Avenue. As a major commuter arterial, this street has heavy traffic volumes that eliminate the potential for "cross shopping" and a lack of visibility for retail establishments. However, Wisconsin North anticipates increased



development activity with five planned projects, including the Harris Teeter site at 8300 Wisconsin Avenue. These projects will increase the employee, visitor and residential customer base within the district.

The Metro Core of Wisconsin Avenue struggles with the same condition caused by the barrier of Wisconsin Avenue's width as well as its vehicular traffic volume and speed. Similar to northern Wisconsin Avenue, the area includes hotels, but is most noted for the density of office buildings that surround its Metrorail station and accessible roadways. Consequently, most of the existing retail offerings in the Metro Core are oriented to the Monday through Friday, 9-to-5 customer. As Bethesda Row and Woodmont Triangle have become increasingly more attractive as locations for new and/ or expanding retailers, these areas draw more and more customers away from the Metro Core's shops, restaurants and services.

The Wisconsin Avenue Corridor, consistent with adopted planning principles, has the tallest buildings in Downtown Bethesda. Building heights step down from the 200-foot Clark Building to the surrounding 143-foot heights allowed in the Commercial Residential zone (former Central Business District-2 zone in the 1994 Bethesda Central Business District Sector Plan). Buildings at Bethesda and Wisconsin Avenues provide a gateway open space at the corner of this intersection. Many potentially high-density sites remain to be developed in the area.

#### Land Use and Zoning Goals:

- Encourage infill and reinvestment on underutilized commercial sites and private surface parking lots.
- Encourage mixed-income/affordable housing near transit stations.
- Provide zoning recommendations that allow signature tall buildings at major civic spaces in the established centers.
- Develop compact nodes that place the highest intensity in those centers, provide distinctive infill buildings and step down to lower densities and heights near the edges.
- Improve and enhance underutilized privately owned public use spaces.
- Provide new civic gathering spaces.
- Encourage high-performance buildings and sites nearest the established centers.
- Improve the pedestrian environment with upgraded streetscapes.

#### Land Use Recommendations:

- Create two new civic gathering spaces in the form of civic green space/parks at the Farm Women's Cooperative Market site and Veteran's Park Civic Green.

- Emphasize mixed land uses focused on employment and high density residential.

**Zoning Recommendations (Site Specific):**

- Rezone Map #67 from its current zone to increase maximum allowable building height from 145T to 300 feet to provide flexible development opportunities and allow future development to better adapt to market conditions.
- Rezone Map #68 from its current zone to increase maximum allowable building height from 145T to 165 feet to provide flexible development opportunities and allow future development to better adapt to market conditions.

This Application incorporates many of the land use and zoning recommendations of the Sector Plan by including: 1) commercial and compact development in the core area along Wisconsin Avenue in the highest intensity centers, providing for distinctive infill buildings; 2) zoning recommendations that allow signature tall buildings near public gathering areas; 3) buildings that step down to lower densities to the south; 4) incorporation of energy efficiency and high performance in both the hotel and office buildings; and 5) an emphasis on mixed land uses that guide future employment surrounded by both commercial and residential uses.

The zoning approved for the Site through the Sectional Map Amendment (SMA) retains the base density of a total 3.0 FAR but increases the height on the south side to 165 feet and on the north side to 300 feet. To reach the heights proposed, the Applicant is requesting an allocation of BOZ density in the amount of 559,000 square feet requiring a payment that would facilitate acquisition of parkland in the downtown.

**Urban Design Recommendations:**

**Public Realm**

a. Goal: Create green, active and walkable sidewalks that are designed to balance pedestrian and retail activity with vehicular and BRT traffic along this major corridor.

**Recommendations:**

- Provide a planting and furnishing buffer between sidewalks and street traffic.
- Ensure a clear pedestrian pathway.
- Allow space for various activities, such as outdoor dining in retail focus areas, and provide planting and seating along remaining sections of the street.

b. Goal: Create major civic gathering spaces as the hinge between Wisconsin Avenue, Norfolk Avenue and Bethesda Avenue.

**Recommendations:**

- Expand Veteran's Park through a new civic green bordered by a shared street that connects Wisconsin Avenue to Norfolk Avenue and Woodmont Triangle.

This Application is improving the streetscape along Woodmont, Norfolk and Wisconsin Avenues consistent with the Bethesda Streetscape Standards. This includes new street trees, lights, paving, site furnishings and the undergrounding of utilities. A minimum 6-foot-wide clear pedestrian pathway is provided between the tree pit and the building edge. The Applicant is also extending the streetscape improvements from their Property line along Norfolk Avenue to the intersection with Woodmont Avenue, in front of the adjacent Taste Diner restaurant. The improvements are modified to allow for paving, lighting and street trees, but will allow for a clear pedestrian pathway.

**Building Form**

a. Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.

**Recommendations:**

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.

b. Goal: Provide visual interest along the corridor by highlighting significant points with increased height.

**Recommendations:**

- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
- Mark the Veteran's Park Civic Green as a major civic gathering space through signature buildings at this location.

The design of the hotel and office buildings are innovative and iconic, providing a unique articulation to building surfaces and providing an efficient functionality on an L-shaped site in an urban environment. The forms of each building are proportioned appropriately to create a strong base that is connected by a through-block pedestrian linkage, creating a sense of place that expresses the

hospitality approach for Marriott. The hotel embraces multiple facades providing different vistas and vantage points as you move through the site. The podium of the hotel offers a porte-cochere under the hotel tower and entry at the Woodmont Avenue street level serving as an arrival point while creating shelter, depth and architectural relief. The entry on Wisconsin Avenue creates a strong visual presence at the west end of the plaza that compliments the main entry to the office building. This section also protrudes above the base to provide for a second-floor terrace from the ballroom.

The office building will be the tallest building in the county and a landmark in downtown Bethesda. At the base, angled forms punctuate the through-block connection providing interest at the pedestrian level. The tower element utilizes angled geometries for the south and east façade while incorporating fins every 5 feet along most of the building. A translucent glass base is recessed from the tower above. The tower base is where the primary office lobby entrances are located. The building has a narrow frontage on Norfolk Avenue and is split into two geometries, each with their own distinct curtain wall treatment. A recess into the 3rd floor of the building further distinguishes the base from the tower along the northeast corner.

#### Transportation and Bicycle Recommendations:

To enhance the existing transportation network, this Plan recommends “complete streets” improvements to the roadway network that increase the connectivity, safety and quality for all modes of transportation. Complete streets design principles refer to roadway treatments intended to accommodate multiple modes of transportation, including pedestrian, bicycle, vehicular and transit, within the same right-of-way. Due to the transit-oriented nature of Downtown Bethesda, future transportation improvements within the Sector Plan area should consider “complete streets” strategies as critical elements of the transportation network.

A high-quality pedestrian network is essential to the success of transit-oriented communities because, unlike most other modes of transportation, pedestrian activity is about experiencing the community between points of origin and destination. Nearly all modes of transportation require that at least a portion of each trip be completed as a pedestrian; therefore, the quality of the pedestrian network is an important issue for most residents and commuters in Downtown Bethesda.

#### Overall Goals

- Enhance roadway accommodation of all users.
- Increase the use of non-auto driver travel.
- Implement new transit alternatives.

- Improve bicycle and pedestrian infrastructure.
- Expand the constrained parking policy.

Woodmont Avenue (CT-4) - Separated Bike Lanes (ultimate); Bike Lanes (interim); N. Sector Plan Boundary to Wisconsin Avenue.

This bikeway would improve north-south connectivity within the Sector Plan area and would serve as the primary alternative to Wisconsin Avenue for bicyclists. Due to potential parking and operational impacts resulting from lane reallocation required as part of this recommendation, the following alternatives have been identified for further analysis and the implemented bikeway may contain a combination of configurations; however, there is a strong preference for separated bike lanes along

Woodmont Avenue (see also Table 2.02: Bicycle Network Recommendations):

a. Separated Bike Lanes (One-way): Due to Woodmont Avenue's importance to the bicycling network in Bethesda, this is the preferred bicycle facility for Woodmont Avenue. However, given the space required for one-way separated bike lanes, implementation of this option would require elimination of both the two-way-left-turn lane and on-street parking lanes, and must be considered in combination with the impact on the business community. With the implementation of a network of low-stress bicycling and bike parking in and around Downtown Bethesda, this facility type will generate substantial bicycle volumes and has the potential to offset the loss of on-street parking over time.

Norfolk Avenue (BL-44)

Bike Lanes/Shared Street; Battery Lane Urban Park to Tilbury Street

This bikeway would improve north-south connectivity within the Sector Plan area and would serve as the primary alternative to Old Georgetown Road for bicyclists. Due to the recommendation that a portion of Norfolk Avenue be reconfigured as a shared street, the following alternatives have been identified for further analysis:

a. Bike Lanes Alternative: This alternative is recommended for the near-term, prior to any implementation of the shared street concept. The primary advantage to this alternative is the relative ease with which it can be implemented. Norfolk Avenue is currently 48 feet wide with two travel (16 feet wide) lanes and two on-street parking lanes. As a result, two 6-foot wide bike lanes and two 10-foot wide travel lanes can be implemented without any additional reallocation of the existing roadway or loss of parking.

b. Shared Street Alternative: This alternative reflects the Sector Plan recommendation that a portion of Norfolk Avenue, within Woodmont Triangle, be improved as a shared street with alternative paving materials and flush curbs. Once implemented, the shared street concept is anticipated to have a traffic calming effect and will support relatively low-speed mixed traffic. Under such a scenario, separated bike lanes are unnecessary for bicyclists' comfort.

The Applicant contributes to the transportation network in downtown Bethesda and regionally by contributing to the separated bike lanes for Woodmont Avenue and the striping along Norfolk Avenue. Three bike share facilities are incorporated into the proposal, one of which is in front of the office building along the Woodmont Avenue frontage while a contribution is being made for two additional bike share facilities. Dedication is provided along the Wisconsin Avenue frontage incorporating the future BRT. Pedestrian circulation is improved with the through-block connection and improved streetscape to encourage connectivity within the Woodmont Triangle and to other transit options.

#### Parking Recommendations

- Promote a constrained parking policy that supports a transit-oriented downtown.
- Explore opportunities for co-location of public facilities on Parking Lot District properties and facilities. Co-location should be considered as existing facilities are evaluated for replacement and as the market allows for new mixed-use development.

The Application is providing parking below the minimum required by the Zoning Ordinance and is applying the 20 percent reduction in number of required spaces pursuant to the Sector Plan and the BOZ.

#### Environmental Recommendations:

Urban Green - On private property, provide a minimum of 35 percent green cover, which may include singularly or a combination of the following: 1) intensive green roof (6 inches or deeper) on 35 percent of rooftop; 2) tree canopy cover on 35 percent of landscape, 3) a combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater, 4) install green roofs with at least 6 inches of soil depth allowing for greater stormwater treatment; and 5) provide soil volumes for canopy trees of no less than 600 cubic feet.

The Application is providing an 8" depth intensive green roof on both buildings and landscaping and green cover calculated on the site area to meet the 35 percent green cover requirement from the Sector Plan.

**Water -**

- Integrate environmental site design strategies that provide multiple performance area benefits for water quality, habitat, health and aesthetic improvement. Some strategies include:
- Intensive green roofs (6 inches or greater to maximize water treatment).
- Reduce impervious cover to maximize stormwater infiltration and/or green space.
- Use permeable surfaces where feasible.

**High Performance Area -**

An optional method project in the High-Performance Area (HPA) should be approved only if it achieves the maximum amount of public benefit points allowed for constructing buildings that exceed energy efficiency standards for the building type. To qualify for the maximum available points, any building that is in whole or in part within the boundary of the HPA would be required to exceed the current ASHRAE 90.1 standard by 15 percent. If the County adopts a building code with a different efficiency standard, a building in the HPA should similarly exceed the minimum standard.

This Application is providing 35 percent of the site area toward green cover comprised primarily of intensive green roof that has an 8-inch soil depth. The through-block connection incorporates Silva Cells to account for enhanced stormwater management and proper soil volumes for the proposed plant material and the large feature tree at the eastern terminus. Much of the plant material in the through-block connection is ground cover, grasses, shrubs and smaller ornamental trees. Both buildings are subject to the high-performance standards and will exceed the ASHRAE standards.

**Section 4.1.5 Public Benefits in the CR Zone**

**Top Priority Benefits in the CR Zone (Bethesda Downtown Sector Plan Specific):**

- Affordable Housing
- Public Open Space
- High Performance Area and Enhanced Vegetated Roofs to Increase Green Cover
- Exceptional Design
- Minimum Parking

*a) Target opportunities for redevelopment of single-use commercial areas and surface parking lots with a mix of uses.*

The Site is currently improved with low-rise modest commercial buildings and surface parking. The Property was permitted additional height through

the Sectional Map Amendment, which is being applied to the Application, and is consistent with the CR zoning. The opportunity for redevelopment on this site is significant given the proximity to transit and other public spaces, as well as new commercial square footage to balance the employment needs and continuing number of residences in the downtown area.

- b) *Encourage development that integrates a combination of housing types, mobility options, commercial services, and public facilities and amenities, where parking is prohibited between the building and the street.*

The Project will house the Marriott International Headquarters, combining office space and hotel use. Housing is not provided in this development but is surrounded by high-rise multi-family buildings in the Woodmont Triangle area, transitioning to mid-to-low -rise housing and commercial venues east of the site. Existing mobility options include improved streetscapes for pedestrians in and around the Woodmont Triangle and along the Wisconsin Avenue corridor, as well as planned bike lanes on all three frontages of the Property. BRT is planned to run parallel to the Site along the Wisconsin Avenue frontage. Below-grade parking is proposed for the commercial uses and the Applicant has entered into an agreement for the use of the Woodmont Avenue public parking garage to accommodate day-time parking for employees and visitors to the site. Public amenities including bike share, public open space, streetscape improvements and a Park Impact Payment (PIP) are integral to the design and operation of the site.

- c) *Allows a flexible mix of uses, densities, and building heights appropriate to various settings to ensure compatible relationships with adjoining neighborhoods.*

The Project's proximity to the Bethesda Metro station and at the edge of the Woodmont Triangle allows for a mix of uses, densities and building heights in relation to the adjoining properties and neighborhoods. The proposed height and density is in keeping with the sector plan and is appropriate with the zoning of the block. The 300-foot office building will be the tallest building in the downtown, and as such will be an iconic feature of the skyline and central focus of the northern part of the Wisconsin Avenue streetscape. Building design and articulation, stepbacks and tower separation are features incorporated into the overall design of the site and the buildings. The buildings are compatible from north to south transitioning from 300 feet at the highest point to 165 feet. Setbacks from the adjacent 145-foot building to the south appropriately allow light and air between the two structures and are relatively at the same height.

- d) *Integrate an appropriate balance of employment and housing opportunities.*



The Project will offer up to 1,050,000 square feet of commercial uses including up to 246 hotel rooms and 825,000 square feet of office space in the core area of Downtown Bethesda. The new commercial uses will support the diverse housing types targeted to a wide variety of incomes, with available to transit, cycle, and vehicular access to nearby centers of employment including Bethesda, White Flint and Silver Spring.

- e) *Standardize optional method development by establishing minimum requirements for the provision of public benefits that will support and accommodate density above the standard method limit.*

The Project will provide the required public benefits from a minimum of four categories and more than the required 100 points to achieve the desired incentive density above the standard method limit. In addition to the public benefits, the applicant is also paying a significant park impact payment to the PIP for the acquisition of parkland in downtown Bethesda.

3. *The Sketch Plan satisfies, under Section 7.7.1.B.5 of the Zoning Ordinance, the binding elements of any development plan or schematic development plan in effect on October 29, 2014.*

The site is not subject to a development plan or schematic development plan.

4. *The Sketch Plan satisfies the green area requirement in effect on October 29, 2014.*

The Property's zoning classification on October 29, 2014 was not a result of a Local Map Amendment.

5. *The Sketch Plan achieves compatible internal and external relationships between existing and pending nearby development.*

The proposed buildings and open spaces are compatible with existing and proposed nearby buildings, open spaces and uses. This compatibility is achieved through building heights that are recommended in the Sector Plan, building massing and density proposed under the maximum standards allowed. Compatibility with nearby buildings is achieved by appropriately stepping down building height along the southern boundary to be comparable to the existing Bethesda Place building. The 300-foot office building will be the tallest building in the downtown and be an iconic architectural feature,

providing a new identity for the urban transformation in Montgomery County.

Internally, the public open space will provide pedestrian connectivity from west to east, building a stronger relationship to the metro and other commercial venues in downtown Bethesda. The creation of defined streetscapes with sidewalk paving, street trees, and streetlights provides for a stronger relationship between buildings, sidewalks, and streets. The locations of the buildings and structures are adequate and efficient, while meeting the aesthetic concerns of the area, and do not pose any safety concerns on the site. The open spaces, landscaping, and site details adequately and efficiently address the needs of the proposed use and the recommendations of the Master Plan, while providing a safe and comfortable environment.

6. *The Sketch Plan provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading.*

The Project provides circulation, parking, and loading for cars, trucks, pedestrians, and bicyclists. The majority of the access to the hotel and office is from Woodmont Avenue, with limited right-in/right-out turning movements at the southern end on Wisconsin Avenue. Vehicular turning movements along Woodmont Avenue were minimized to avoid potential conflicts with pedestrians, cyclists and local vehicular traffic. The master-planned separated bike lane will be coordinated with this development on the north side of Woodmont Avenue;

Increased parking for bicycles and sufficient vehicular parking, for employees, hotel patrons and visitors. On-site parking below the minimum is provided for the office and hotel use in a below-grade structure. Additional parking for the employees will be provided in Garage 11 directly across Woodmont Avenue through an agreement with the Montgomery County Parking Lot District. Bike share facilities are provided both on-site and through payments to the facilitation of 2 additional stations off-site, and;

Enhanced sidewalks and streetscaping along Woodmont, Wisconsin and Norfolk Avenues provide safe access to the Metro station, future Purple Line station, nearby neighborhoods, as well as cycle tracks and shared use paths.

The general circulation for vehicles, pedestrians and bicyclists is safe, adequate and efficient, integrating this development into the surrounding area. Structured parking and loading is adequately designed into the site and providing integrated access with the general on-site circulation. The

vehicular circulation design efficiently directs traffic into and through the site with minimal impacts to pedestrian circulation. This balance of design with the site, the recommendations of the Sector Plan, and the needs of the use is an efficient and adequate means to provide a safe atmosphere for pedestrians, cyclists, and vehicles.

- 7. The Sketch Plan proposes an outline of public benefits that supports the requested incentive density and is appropriate for the specific community.*

Under Section 59.4.7.1.B, in approving any incentive FAR based on the provision of public benefits, the Planning Board must consider:

the recommendations of the applicable master plan;  
CR Zone Incentive Density Implementation Guidelines;  
any design guidelines adopted for the applicable master plan area;  
the size and configuration of the site;  
the relationship of the site to adjacent properties;  
the presence or lack of similar public benefits nearby; and  
enhancements beyond the elements listed in an individual public benefit that increase public access to, or enjoyment of, the benefit.

The Planning Board finds that the public benefits proposed by the Applicant as set forth in the following table are appropriate in concept and appropriate for further detailed review. Final determination of public benefit point values will be determined at Site Plan(s).

Taking into account the considerations in Section 59-4.7.1.B, including the recommendations and objectives of the Master Plan and any applicable design guidelines, the Incentive Density Implementation Guidelines, the size and configuration of the site and its relationship to adjacent properties, similar public benefits nearby, and additional enhancements related to the individual public benefits, the following outline of public benefits supports the Applicant's request for incentive density and is appropriate for the community surrounding the site, including:

Meet the 2012 Commercial/Residential Zones Incentive Density Implementation Guidelines (CR Guidelines) and the Bethesda Overlay Zone (BOZ) by providing the proper calculations and criteria for each public benefit;

Meet "any design guidelines adopted for the applicable master plan area" by providing residential units within walking distance of a proposed purple Line station, public open space, and safe pedestrian-friendly connections;

Are appropriate for “the size and configuration of the site” by improving the existing configuration of surface parking lots and replacing them with structured parking to allow for public use and public open spaces close to transit;

Adequately address “the relationship of the site to adjacent properties” by designing the building at an appropriate scale for the surroundings with heights and creating areas of open space that complements the existing character of the area;

Consider “the presence or lack of similar public benefits nearby” through the provision of affordable housing, environmental benefits, public open space, and pedestrian connections, all of which are currently needed in this area; and

Provide “enhancements beyond the elements listed in an individual public benefit that increase public access to, or enjoyment of, the benefit” which will be developed and assessed during Preliminary and Site Plan reviews.

Table 1 shows the public benefits recommended at Sketch Plan:  
 The public benefit categories and associated points were modified with the Bethesda Overlay Zone (59.4.9.2) and supersede the general CR public benefits.

<b>Table 1- Sketch Plan Public Benefits Points</b>		
<b>Public Benefit</b>	<b>Incentive Density Points</b>	
	<b>Max. Allowed</b>	<b>Requested</b>
<b>59-4.7.3.A: Major Public Facility</b>		
Bike Share	70.00	4.40
<b>59-4.7.3.C: Connectivity and Mobility</b>		
Minimum Parking (59-4.9.2.C.4.g)*	20.00	14.11
Through Block Connections (59-4.9.2.C.4.g)	30.00	15.00
Streetscape Improvement (59-4.9.2.C.4.g)	30.00	2.00
<b>59-4.7.3.D: Diversity of Uses and Activities</b>		
Adaptive Buildings	15.00	11.70
<b>59-4.7.3.E: Quality of Building and Site Design</b>		
Structured Parking	20.00	20.00
Exceptional Design (59-4.9.2.C.4.g)*	30.00	20.00
<b>59-4.7.3.F: Protection and Enhancement of the Natural Environment</b>		
Building Lot Termination (BLT)	30.00	21.45

Cool Roof (59-4.9.2.C.4.g)	15.00	7.50
Energy Conservation and Generation (59-4.9.2.C.4.g)*	25.00	21.43
<b>TOTAL</b>		<b>137.79</b>

\*Denotes Sector Plan priority

**Major Public Facility**

**Bike Share:** Section 59-4.7.3.A.1 of the Zoning Ordinance permits up to 70 public benefit points for bike share facilities and streetscape improvements, both of which are public transportation or utility upgrades. The Applicant is providing one on-site bikeshare station with 15 docks and contributing to the capital costs for one off-site bikeshare facility with 19 docks. In addition to the bikeshare, the Applicant is providing the streetscape improvements on their property frontage along Wisconsin, Woodmont and Norfolk Avenues as well as continuing the streetscape along Norfolk Avenue to the Woodmont Avenue intersection. The Applicant is requesting 4.40 points. The Planning Board supports the points requested for major public facility.

**Connectivity and Mobility**

**Minimum Parking:** Section 59-4.7.3.C.2 of the Zoning Ordinance permits up to 10 public benefit points for less than the maximum number of allowed parking spaces, if a maximum is applicable under Section 59-C-15.631. The Bethesda Overlay Zone increased the number of points one could achieve under this category to 20 points as this was a priority in the Sector Plan. This Project provides fewer than the minimum number of parking spaces required by the Zoning Ordinance in one on-site below-grade structured parking garage. The minimum number of parking spaces required for the uses proposed is approximately 1,400 parking spaces, however the BOZ permits the minimum number of parking spaces required at 80% of the minimum number of spaces required under Section 59-6.2.4.

The Applicant is also utilizing the off-site public parking garage (Garage 11) as part of an agreement with Montgomery County but is not counting those parking spaces to meet their minimum parking requirement. The agreement between Marriott and Montgomery County can be terminated if use of some of the spaces over time is not as relevant to the operations of Marriott.

The incentive density is calculated on a sliding scale  $[(A/P)/(A/R)]*10$ . The BOZ allows up to 20 points however the multiplier for minimum parking remained at 10. The Applicant is requesting 14.11 points. The Planning Board supports the points requested for minimum parking.

**Through-Block Connections:** Section 59-4.7.3.C.5 of the Zoning Ordinance permits up to 20 public benefit points if the following criteria are met: open-air, non-mechanical climate control (direct access between streets may be provided through the first floor of a building if the property owner grants a public access easement for the walkway); at least 15 feet wide; and open the public at least between 8:00 am and 9:00 pm, and where the connection leads to a transit facility or publicly accessible parking facility within ½ mile for the hours of operation of the transit for parking facility. The Bethesda Overlay Zone increased the number of points one could achieve under this category to 30 points.

This Project provides a connection from Woodmont Avenue that lines up with the pedestrian access from Garage 11 through the site to Wisconsin Avenue. Access is provided to other public facilities including Veteran's Park and the future BRT along Wisconsin Avenue. The public portion of the path generally averages 15 feet in width from 10 feet to 45 feet surrounded by other pedestrian means of access to and from the buildings and the public roads. Both the office and hotel will have private amenity areas, while the middle portion of the walkway will remain open to the public. The connection will be open to the public, overlapped by a public access easement during the prescribed times. The overall connection, both public and private range from 45 to 60 feet wide. The Applicant plans to control and program events in the area for the hotel tenants and office workers as well as for public events. The Applicant is requesting 15 points. Since this is an average of the 15 feet, The Planning Board only supports 10 points for through-block connections.

#### **Diversity of Uses and Activities**

**Adaptive Building:** Section 59-4.7.3.D.1 of the Zoning Ordinance permits 15 public benefit points for constructing commercial or mixed use buildings with minimum floor-to-floor heights of at least 15 feet on any floor that meets grade and 12 feet on all other floors. Internal structural systems must be able to accommodate various types of use with only minor modifications. The office building is designed with minimum floor-to-floor heights of 20 feet on all floors that meet grade and minimum floor-to-floor heights of 12'-3" on all other floors. The office building also includes an internal structural system with drops that allow for core drilling in the bays so that it can accommodate a multi-tenant office building, multiple retail tenants and multi-family residential uses if the space ever was to be converted to residential. As shown in the public benefits table above, the Applicant requests 11.7 points for adaptive building in the Diversity of uses and Activities category. The 11.7 points equates to 78 percent of the gross floor area that qualifies for the maximum number of points. The BOZ did not adjust this category. The Planning Board supports the Applicant's request.

#### Quality of Building and Site Design

**Exceptional Design:** Pursuant to Section 59-4.7.3.E.2 the Applicant can achieve 10 points, however the BOZ makes this a minimum requirement and permits up to 30 points for this category to emphasize the importance of exceptional design in downtown Bethesda. The criteria allow for building or site design whose visual and functional impacts enhance the character of a setting. The Applicant requests 20 points for this category.

The Application proposes two distinct buildings: the hotel at 165 feet in height; and the office building standing at 300 feet which will be the tallest building in downtown Bethesda. The office building is articulated with a tower expression at the southeast corner that emphasizes the grand lobby entrance and transition into a beacon for the skyline. The rest of the street frontages are delineated carefully by multiple step backs and reveals that ease the building down to the podium levels. The building façade utilizes three different curtain wall designs including super grids, shadow lines and frames that provide visual interest of varying scale. Transitioning down to the podium levels, dynamic architectural expressions including terraces, double height volumes and overhangs create a sense of place at the pedestrian level. The hotel façade design picks up tone, scale and palette from the office so that the project feels cohesive, without replicating specifics in the office building.

A major initiative of the Bethesda Downtown Plan was the creation of the Design Advisory Panel (DAP) and its role to bring design awareness to the County and specifically to downtown Bethesda. The Panel met on November 8 with the Applicant to review their design proposal and offered comments on the building cap, but otherwise endorsed the overall architecture and design. Part of the Panel's responsibility is to evaluate the Applicant's request for Exceptional Design points based upon the criteria and goals outlined in the CR public benefit guidelines. The Panel endorsed the project with comments and supported the request for 20 points. The Planning Board also supports the Applicant's request for this benefit.

**Structured Parking:** The Applicant requests 20 points for structured parking for only the parking that will be below grade and is not requesting points for the spaces allocated to this Applicant in public Garage 11. The BOZ requires 10 points as the minimum for this benefit. This incentive is granted on a sliding scale based on the percentage of spaces provided above and below grade. The Planning Board supports 20 points for the below-grade parking.

**Protection and Enhancement of the Natural Environment**

**Building Lot Termination (BLT):** The Project will implement up to 1,000,913 square feet of incentive density, which is gross floor area above 0.5 FAR. Section 59-4.7.3.F.1.a permits up to 30 points for the purchase of BLT easements or payment to the Agricultural Land Preservation Fund. The Applicant will purchase easements in an amount equal to 7.5 percent of the incentive density floor area through the following parameters: 9 points for every 31,500 square feet of gfa, comprising 7.5 percent incentive density floor area (Optional method density at 1,050,000 sf – standard method density at 49,087 sf = incentive density of 1,000,913 sf;  $7.5\%$  of incentive density / 31,500 = 2.3831 BLTs x 9 points/BLT) = 21.45 points. The Planning Board supports this request.

**Cool Roof:** Roof areas not covered by green roof or mechanical equipment will incorporate a mixture of materials that will collectively meet or exceed a solar reflectance index (SRI) or 75. This is predominately achieved from high reflective pavers on the roof terrace and maintenance walks. The Property is larger than 1 acre and can achieve up to 15 points pursuant to the BOZ.

**Vegetated Roof:** The Applicant requests 7.5 points for providing vegetated roofs with a soil depth of at least 4 inches and covering at least 33% of the total roof excluding space for mechanical equipment on the multi-family building. The CR Guidelines recommend 7.5 points for development that meets the Zoning Ordinance requirements. The Planning Board supports the 7.5 points as recommended in the CR Guidelines because the Project meets the requirement of the Zoning Ordinance.

**Energy Conservation and Generation:** The Sector Plan requires that all projects in the High-Performance area must exceed the current ASHRAE 90.1 requirement by at least 15 percent. The CR Zone Incentive Density Implementation Guidelines states that up to 15 points are available for constructing buildings that exceed the energy-efficiency standards for the building type by 17.5 percent, however the BOZ permits up to 25 points for this benefit. Exceeding the energy efficiency standards by 15 percent in the BOZ proportionally allows the Project to receive 21.43 public benefit points. Staff supports the points for Energy Conservation and Generation.

The Sketch Plan establishes a feasible and appropriate phasing plan for all structures, uses, rights-of-way, sidewalks, dedications, public benefits, and future preliminary and site plan applications.



The development is proposed to be built in one phase. The structured parking facility and access points support both buildings as do the amenities provided on site.

BE IT FURTHER RESOLVED that the Board's approval of a sketch plan is in concept only and subject to further review at site plan, when, based on detailed review the Board may modify the Sketch Plan's binding elements or conditions based on the Montgomery County Code, the Bethesda Downtown Sector Plan, or other requirements; and

BE IT FURTHER RESOLVED that this Resolution incorporates by reference all evidence of record, including maps, drawings, memoranda, correspondence, and other information; and

BE IT FURTHER RESOLVED that all binding site development elements shown on the latest version of Marriott International Headquarters Sketch Plan No. 320180060, received by M-NCPPC as of the date of the Staff Report, are required, except as modified by the above conditions of approval; and

BE IT FURTHER RESOLVED that this Resolution constitutes the written opinion of the Board in this matter, and the date of this Resolution is JAN 09 2018 (which is the date that this Resolution is mailed to all parties of record); and

\* \* \* \* \*

**CERTIFICATION**

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Montgomery County Planning Board of the Maryland-National Capital Park and Planning Commission on motion of Vice Chair Dreyfuss, seconded by Commissioner Fani-González, with Chair Anderson, Vice Chair Dreyfuss, and Commissioners Fani-González, Cichy, and Patterson voting in favor at its regular meeting held on Thursday, December 14, 2017, in Silver Spring, Maryland.

  
\_\_\_\_\_  
Casey Anderson, Chair  
Montgomery County Planning Board

