

7100 Wisconsin Ave, Project Plan, 920130010

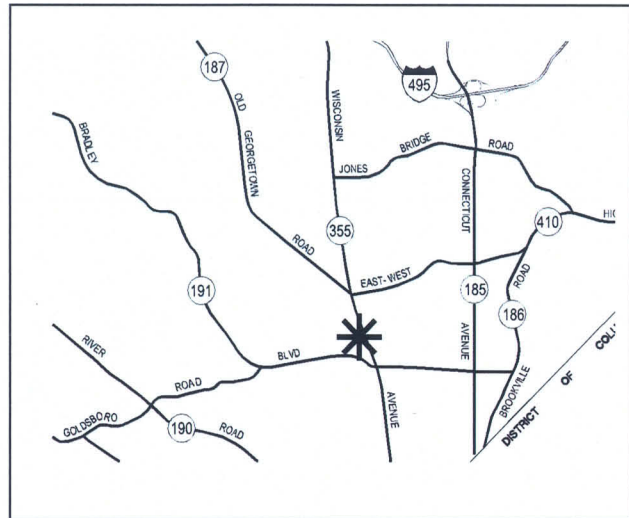
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Completed: 10/19/12

Description

The property is located at 7100 Wisconsin Avenue. It is in the South Wisconsin Corridor of the Bethesda CBD, at the intersection of Woodmont and Wisconsin Avenues. It is in the CBD –R2 Zone within the area addressed by the Bethesda CBD Sector Plan. The property is 25,329 square feet in area which is equivalent to 0.58 acres. The proposal is for 159,584 square feet of mixed use comprised of up to 145 dwelling units and 7000 square feet of retail. The applicant, Washington Property Company, submitted the application on August 2, 2012.



Summary

The Applicant submitted two plans. The first plan shows a 90-foot tall building of uniform height similar in mass and form to the existing residential building on the block. The second and alternative plan (**Alternative**) has a smaller footprint and more open space, with height stepping from 120 feet to 45 feet. The recommendation is for DENIAL of the 90-foot tall building of uniform height, and APPROVAL of the Alternative, with conditions. The **Alternative** was submitted in response to the residents of the adjacent Crescent Plaza condominium who requested a reduction in impacts on their light, air, privacy and views. The alternative achieves that reduction in impacts, and maintains the same yield as the **Proposed Development**. This is achieved by replacing a portion of the proposed building with landscaped open space and dropping the height of part of the building. The design recoups square footage by increasing the building height along Wisconsin Avenue. However, the height is greater than that recommended in the Sector Plan but remains in conformance with the zone. The Applicant chose to show both to keep the review process moving forward should one be preferred by the Planning Board over the other.

Both designs have the same amount of street level retail. Both include up to 145 dwelling units with 15% Moderately Priced Dwelling Units (MPDUs). Both have with service and parking access from Woodmont Avenue. Public use space on the site and space on public property receiving enhancements, totals approximately 45% in the **Proposed Development**, 14,743 square feet of it is for enhancements on public property. The **Alternative** provides approximately 54% public use space on site which incorporates the public open space at the Crescent Plaza into a unified design.

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The Two Proposals

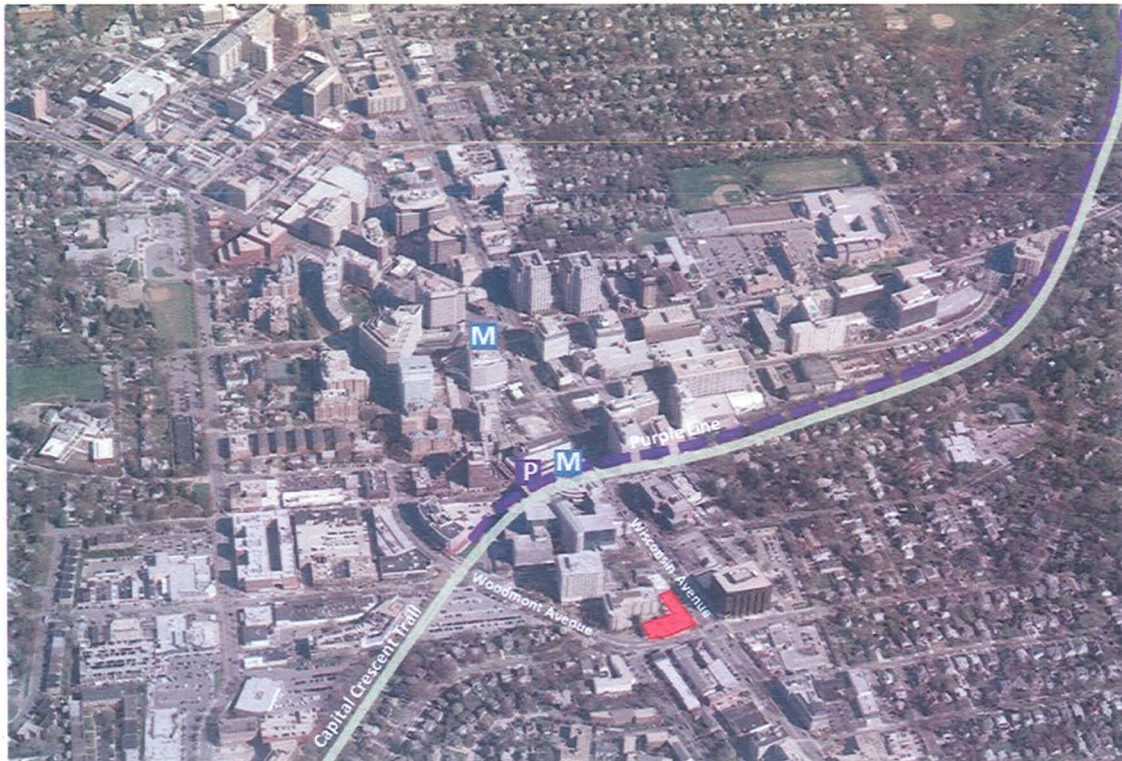
The Proposed Development and the Alternative

Site Description

Vicinity

The subject property is located at the corner of Woodmont Avenue and Wisconsin Avenue in the southern part of the Bethesda CBD. It is L-shaped with the longest side along Woodmont Avenue. The only adjacent use on the block is a high rise residential condominium: Crescent Plaza. Across the street to the east, on Wisconsin Avenue is a high rise office building. Across the street to the south, on Woodmont Avenue are one story retail uses, garden apartments, and one-family homes. The site is within walking distance of the Metro Station, the future Purple Line station and future southern entrance to the Metro Station, the Capital Crescent Trail, the Bethesda Farm Women’s Market, three grocery stores, two movie theaters and many restaurants and shops including those on Bethesda Row.

Vicinity Map

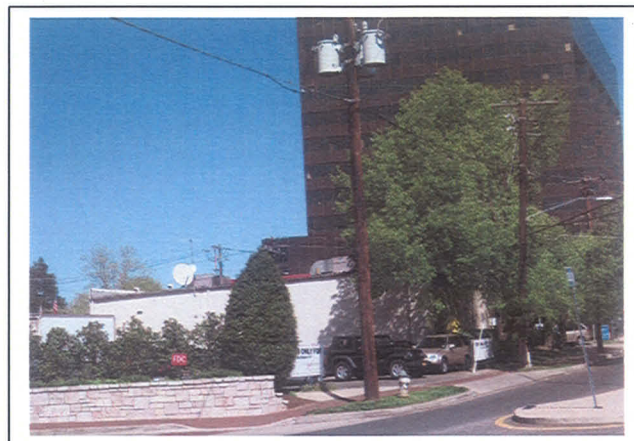


View of Site Looking North



Features

The subject property is currently used for a surface parking lot along Woodmont Avenue. The gas station known as Eastham's Exxon, that faced Wisconsin Avenue has recently been removed. Underground storage tanks associated with the existing gas station are also being removed. There is little existing vegetation on the site. However there are several shade trees along the southern edge of the existing gas station. There are several utility poles with overhead wires. The photograph below is taken from Woodmont Avenue looking east toward Wisconsin Avenue.



PROJECT DESCRIPTION

Staff Analysis of the Two Proposals

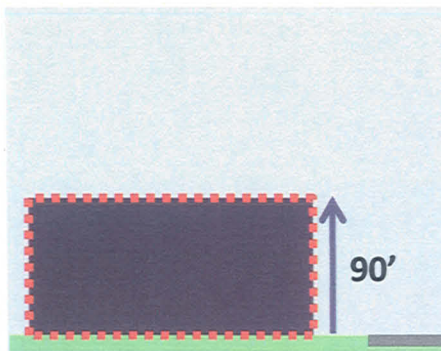
The applicant submitted two proposals illustrating two different building scenarios on the site. The first scenario “**Proposed Development**” is a 90 foot tall residential building of uniform height with street level retail facing Wisconsin Avenue. Service and parking access are from Woodmont Avenue. The long northern side of this rectangular site confronts an existing high rise residential condominium known as Crescent Plaza. The “**Alternative**” would increase the building height to 120 feet along Wisconsin Avenue in order to lower the height to 45 feet next to the south face of the existing residential condominiums.

Comparison of the Two Proposals

Proposed Development

90 feet uniform height

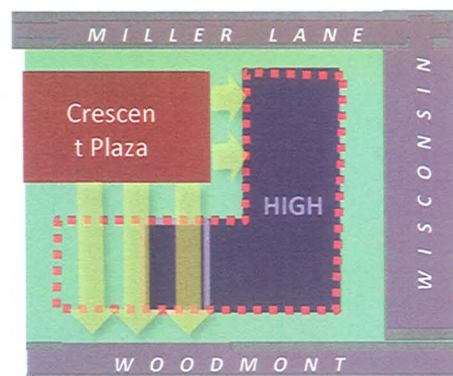
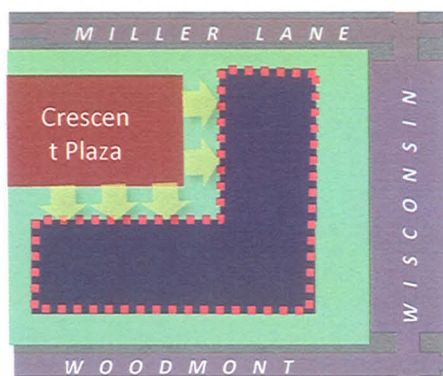
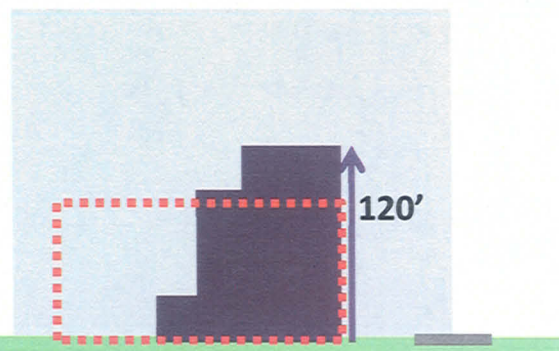
FAR 3.63 = 159,584 SF TOTAL
145 DU's (22 MPDUs 15%)



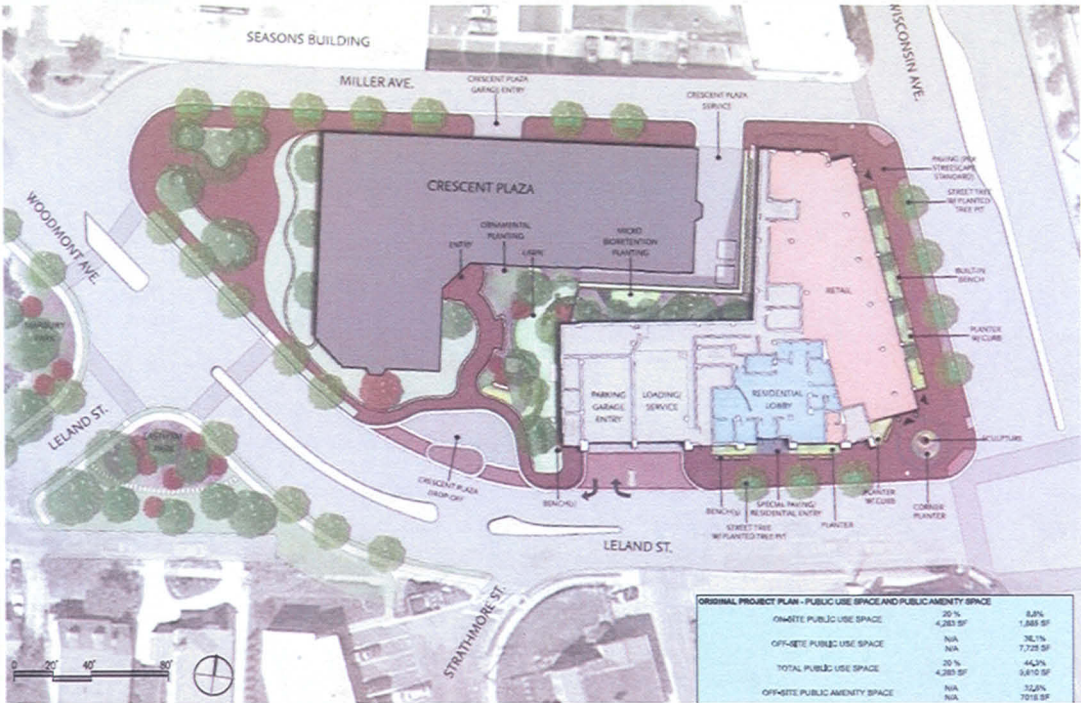
Alternative

Stepped Height + Shorter Frontage

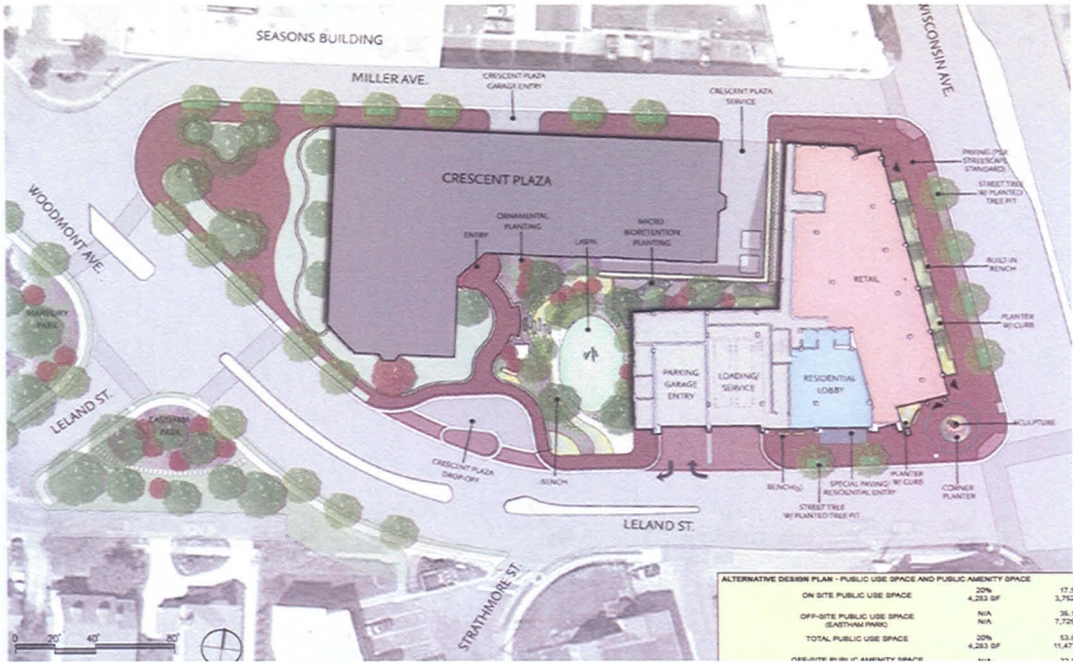
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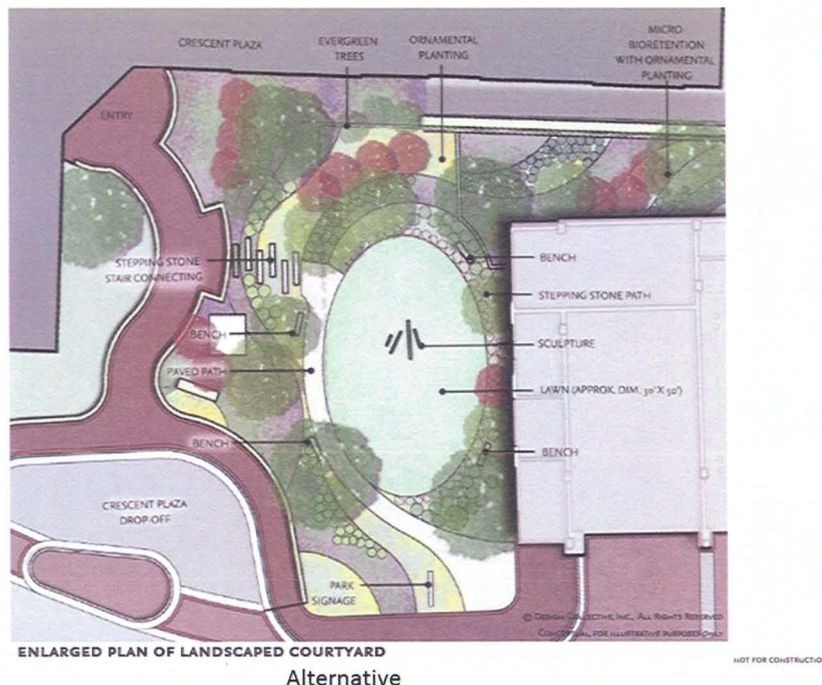
Proposed Development



Alternative Changes in the building footprint create more public open space



Alternative: Detail of the Open Space next to Crescent Plaza.



Land Use

Both proposals result in the same yield. The **Proposed Development** would provide 159,584 square feet of total gross floor area. The use is primarily residential. This results in up to 145 dwelling units, 15% of which would be MPDUs. The provision of 15% MPDUS allows a 22% density bonus above the 3.0 FAR recommended by the Sector Plan. The standard CBD-R2 zone permits a 5.0 FAR for optional methods of development. Approximately 7,000 square feet will be street level retail. The density provided with the **Alternative** is the same.

Design

The **Proposed Development's** building footprint is an "L" following the shape of the site. It is approximately 185 feet long along Woodmont Avenue and is 10 feet away from the western property line with Crescent Plaza. The building frontage on Wisconsin Avenue is approximately 150 feet in length. The entire building rises to 90 feet in height. The primary point of pedestrian access to the building is located at the corner of where Woodmont and

Wisconsin Avenue meet. Cars and service vehicles enter from Woodmont Avenue.

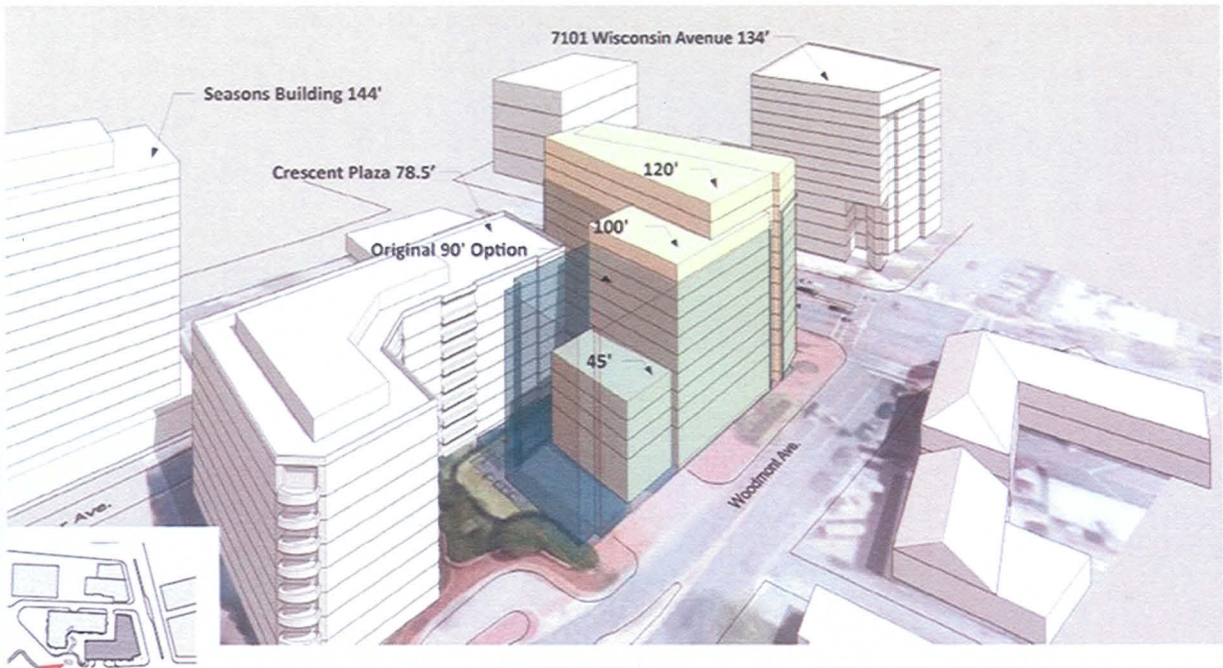
The **Alternative** varies from the **Proposed Development** in that it has a shorter frontage along Woodmont Avenue, at approximately 155 feet. As a result, the building is 40 feet from the western property line shared with Crescent Plaza. The building facing Wisconsin Avenue is 120 feet in height. The building facing Woodmont Ave steps down to 100 feet and then to 45 feet.

The detailed design of the building façade and of all public amenities and their integration into the landscape and architecture will be detailed with the site plan submission.

View of the Corner of Woodmont Avenue and Wisconsin Avenue



Illustration comparing the Height and Massing of the Alternative with that of the Proposed Development which is shown in transparent blue at 90 feet in height.



Public Use Space, Amenities and Facilities

While the final details of the proposed public open space and amenities will be determined during the review of the site plan, the components and amounts are determined at the time of Project Plan. Both the **Proposed Development** and the **Alternative** provide:

1. **Streetscape** on Wisconsin Avenue and Woodmont Avenue
2. **On-site public use space** which includes open space next to Crescent Plaza and a strip and four shallow alcoves at the base of the building as enhanced public open space to effectively widen the sidewalk space beyond what is in the public right-of-way.
 - a. **Proposed Development:** 1,885 square feet¹
 - b. **Alternative:** 3,752 square feet.
3. **Enhancements to public property including Eastham Park**, totaling 7,725 square feet. This off-site area that counts as public amenity space² which includes enhancements to **Eastham Park**

¹ **Public use space:** Space devoted to public enjoyment, such as, but not limited to, green areas, gardens and plazas, walks, pathways, promenades, arcades, urban parks, town squares, public plazas with elements such as water features, and passive and active recreational areas including outdoor recreation areas for a child day care facility.... public use space must be easily and readily accessible to the public and be identified by a sign placed in public view. If public pedestrian walkways are recommended in an approved and adopted master or sector plan, it may be counted as public use space. Section 59-A-2.1 Definitions

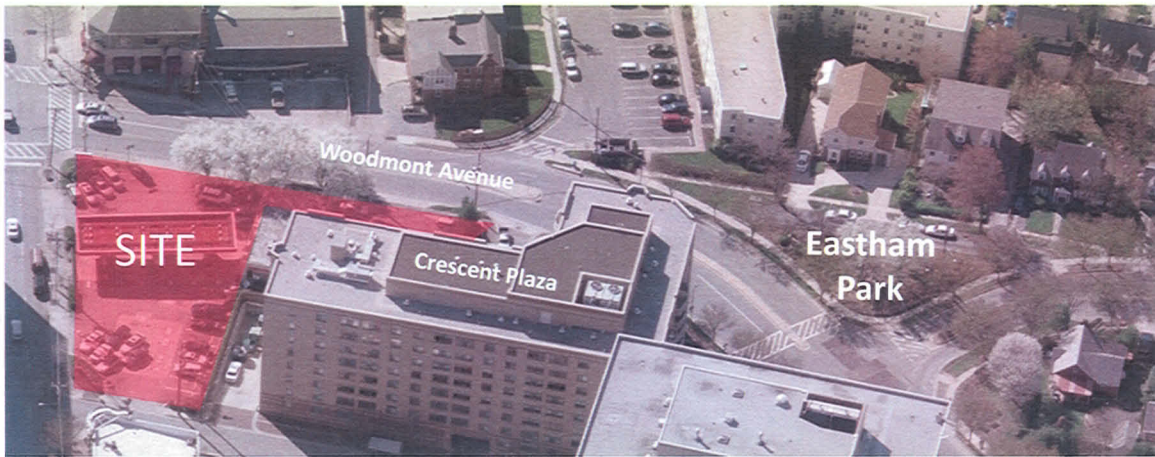
² **Public facilities and amenities:** Those facilities and amenities of a type and scale necessary to provide an appropriate environment or to satisfy public needs resulting from, or related to, the development of a particular project, or to support County or State government programs or services. Facilities and amenities may include, but are not limited to:

- (a) green area or open space which exceeds the minimum required, with appropriate landscaping and pedestrian circulation;
- (b) streetscaping that includes elements such as plantings, special pavers, bus shelters, benches, and decorative lighting;
- (c) public space designed for performances, events, vending, or recreation;

4. **Eastham Park maintenance** *in perpetuity* through contributions to the Bethesda Urban Partnership
5. **Public art:**
 - a. At the corner of the site at Woodmont and Wisconsin Avenues
 - b. Facing Woodmont Avenue on the roll up garage doors.
6. Undergrounding of utilities

The **Alternative** is providing an additional 3,752 square feet of public use space through the elimination of the western segment of the building and combines with the existing public use space on the Crescent Plaza property for the benefit of residents of both buildings.

Location of Eastham Park – View Looking South across Woodmont Avenue

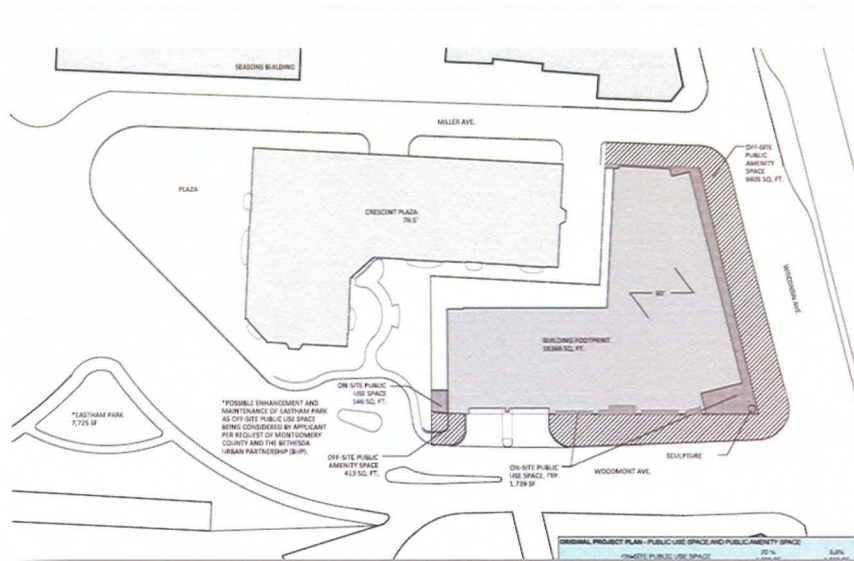


	Required	Proposed Development	Alternative
On-Site Public Use Space	20% 4,283	8.8% 1,885 SF	17.5% 3,752 SF
Off-Site Enhancements to Public Use Space (Eastham Park)	N/A	36.1% 7,725 SF	36.1% 7,725 SF
Total Public Use Space	20% 4,283 SF	44.9% 9,610 SF	53.6% 11,477 SF
Off-site Public Amenity Space	N/A	32.8% 7,018 SF	32.8% 7,018 SF
Total Public Use Space and Public Amenity Space	20%	77.7% 16,628 SF	86.3% 18,495 SF

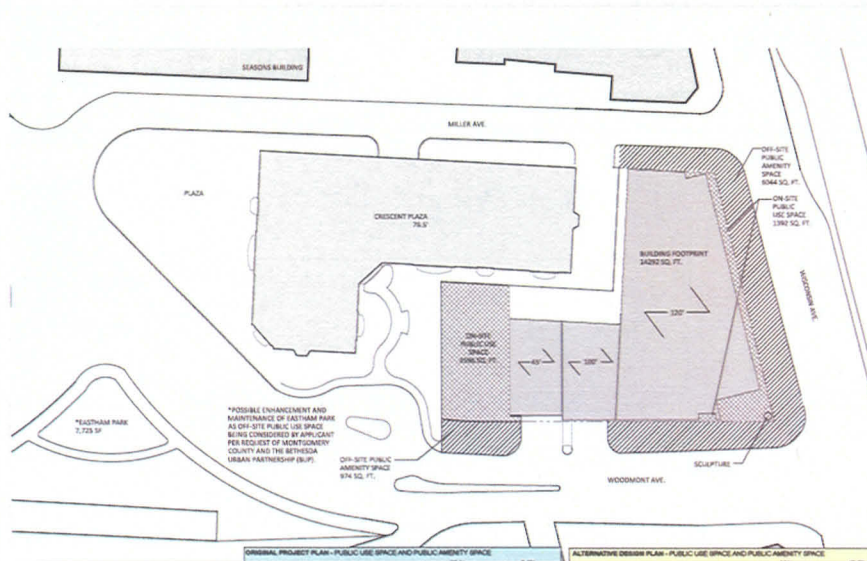
(d) new or improved pedestrian walkways, tunnels, or bridges;
(e) features that improve pedestrian access to transit stations;
(f) dedicated spaces open to the public, such as museums, art galleries, cultural arts centers, community rooms, recreation areas;
(g) day care for children or senior adults and persons with disabilities;
(h) public art; and
(i) A publicly owned or operated government facility.
Public facilities and amenities may be recommended or identified in an approved and adopted master or sector plan. Public amenities do not include road improvements or other capital projects that are required under the Adequate Public Facilities Ordinance (APFO) to serve the property.

There is no contribution to the amenity fund proposed; however, contributions *in perpetuity*, to the maintenance of Eastham Park by way of payments to the Bethesda Urban Partnership are included in the proposal.

Proposed Development: Diagram of Public Open Space



Alternative: Diagram of Public Open Space



The **Alternative** differs from the **Proposed Development** in that it includes more public use space on-site. That additional space is located next to the existing public space of the adjacent

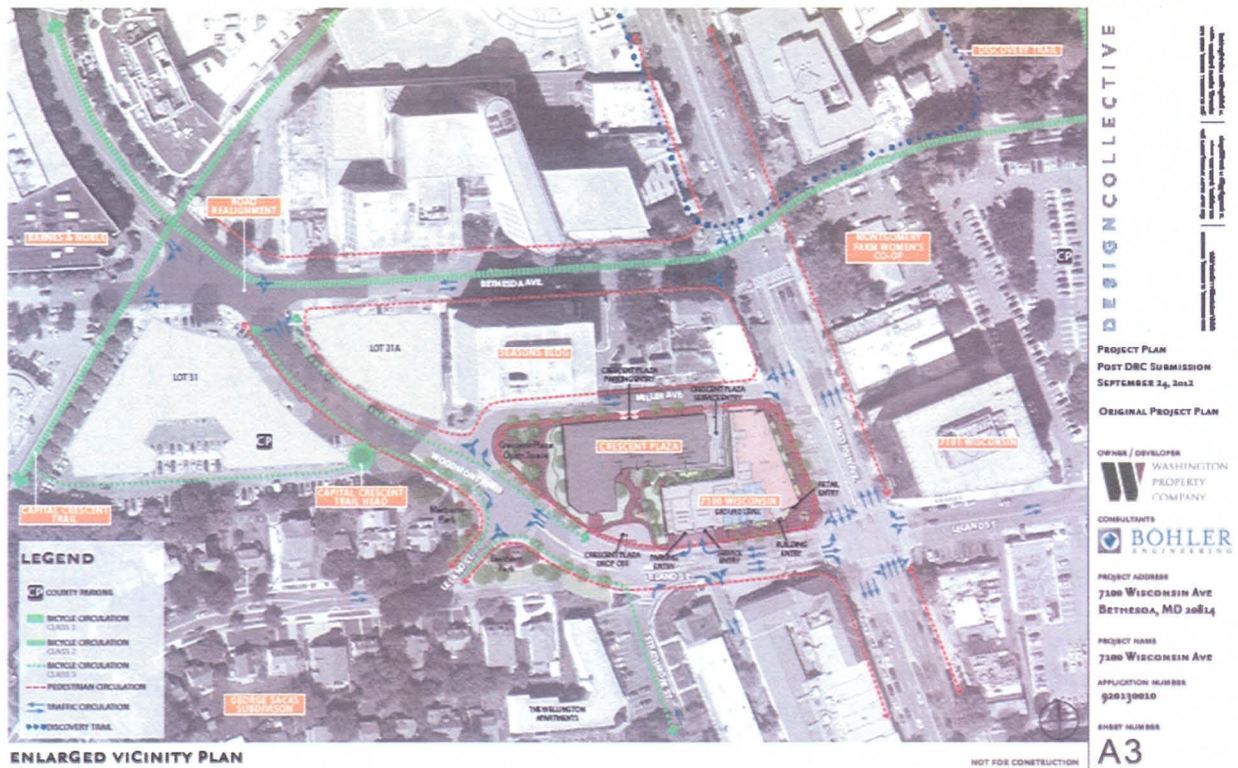
Crescent Plaza and is shaded in gray in the above diagram. On the diagram, the gray area is not to be confused with the building footprint.

Vehicular and Pedestrian Circulation

Vehicular access for patron or resident parking is provided from Woodmont Avenue. Loading is also provided from Woodmont Avenue adjacent to the parking access. On street parking on Woodmont Avenue is limited. There is currently a limited amount of on-street metered parking on this block of Wisconsin Avenue. This site is within the Bethesda CBD Parking Lot District and there is a new underground public garage under construction on Woodmont Avenue as part of the Lot 31 redevelopment. Final traffic design measures will be determined by the preliminary and site plans and will address the details of providing bicycle circulation along Woodmont Avenue connected to the crosswalk on Wisconsin Avenue.

Pedestrians will access the site along Woodmont Avenue and Wisconsin Avenue. Cyclists are provided racks to safely lock their bikes on-site. The median on Woodmont Avenue will be reconfigured to prevent left turns into and out of the site.

Diagram of Vehicular and Pedestrian Circulation



The Analysis: The Two Proposals

Bethesda CBD Sector Plan - Conformance

The following analysis is of how each of the two proposals conforms to the goals, recommendations, and design guidelines provided by the Sector Plan for this property:

Land Use, Retail Environment and Parking

The Sector Plan states that one of the key objectives for the “Wisconsin South Corridor” is to *“Support a diverse specialty – and community-serving retail environment, including adequate short-term parking facilities”* (Page 124).

Analysis of the Proposed Development: The proposed development includes 7,000 square feet of street level retail oriented toward Wisconsin Avenue. The application anticipates that it will attract community-serving retail uses such as a bank or other professional services. This is consistent with the intent of the Sector Plan.

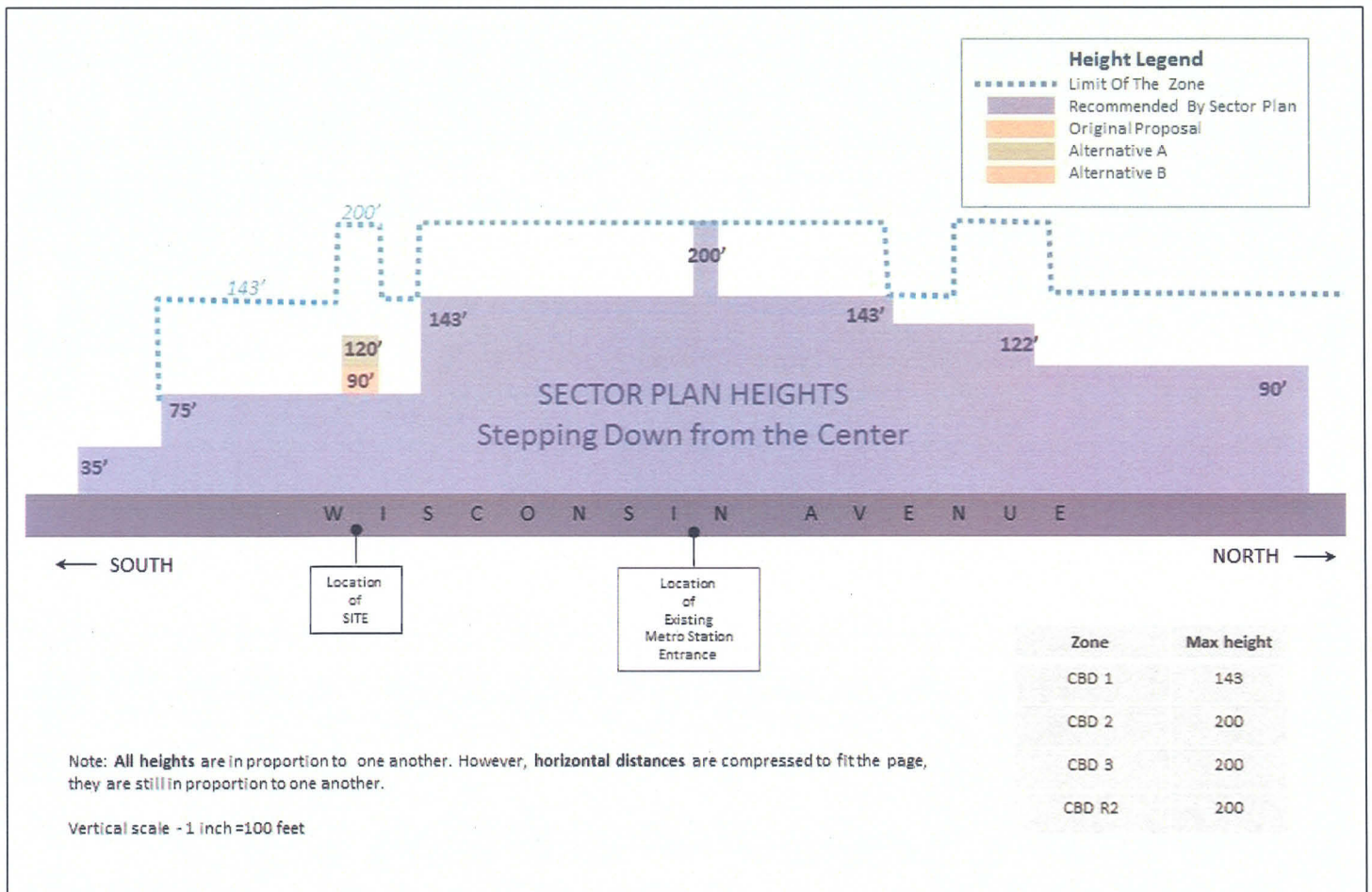
The further issue, concerning adequate short-term parking facilities, should be addressed during Site Plan Review. There are several public parking lots and garages located nearby. One will be the new public parking garage at Lot 31. The proposed development currently shows 30 parking spaces for the nonresidential use. However, the applicant would like to make a final determination about the amount of on-site parking to be provided and the amount of parking lot district tax to be paid, at the time of certified site plan. This determination should be made at the time of the site plan review instead.

Analysis of the Alternative: The Alternative does not appear to differ from the proposed development in terms of the provision of parking for the nonresidential uses.

Height

The Sector Plan recommends that the height of buildings on this site be limited to 75 feet

(Pages 124 and 127).³ This reflects the overall Sector Plan concept for Urban Form (pages 37-40) that directs the tallest buildings to be located in the center of the CBD. Height is then to step down outward from the center to the edges of the CBD. The following image shows how the Sector Plan height concept achieves the stepping down objective by limiting height below what is allowed in the underlying zone. The image also shows how the Alternative generally fits the stepping down concept. Its taller Wisconsin Avenue edge is closer to the Core with the greater heights.



Analysis of the Proposed Development: The proposed development is for a building of up to 90 feet. The increase in height above 75 feet is acceptable. It is a modest increase that will not have a significant impact on the step down concept, and the allowance of the additional height

³ Bethesda CBD Sector Plan

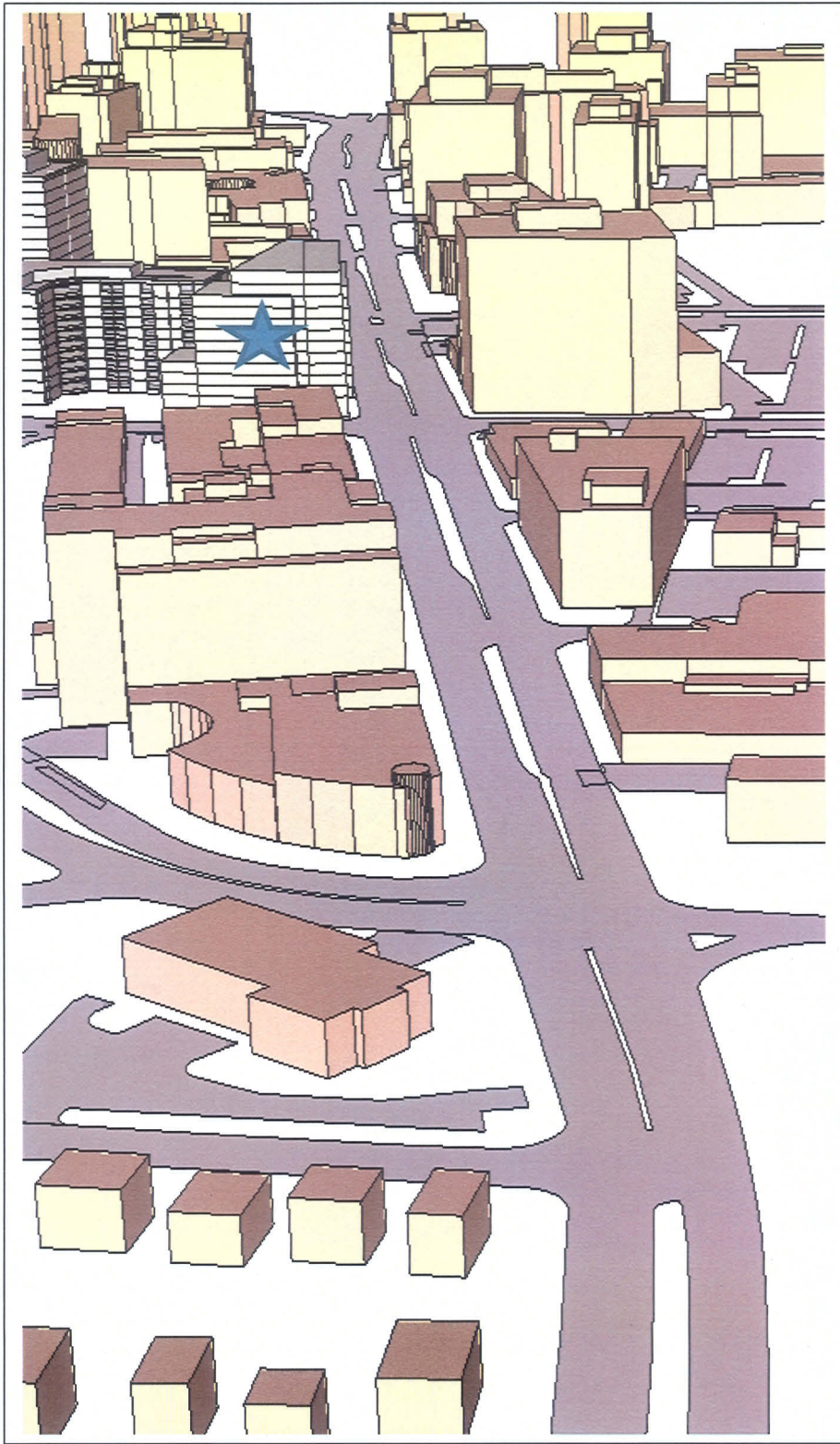
will help to achieve other important Sector Plan objectives related to the provision of housing for a variety of income levels. It is proportionate to the additional MPDUs being provided above the required 12.5% for a total of 15%. The adjacent existing building, Crescent Plaza, is 78.5 feet (per the Certified Site Plan). The **Proposed Development** is approximately one story taller which is a modest increase.

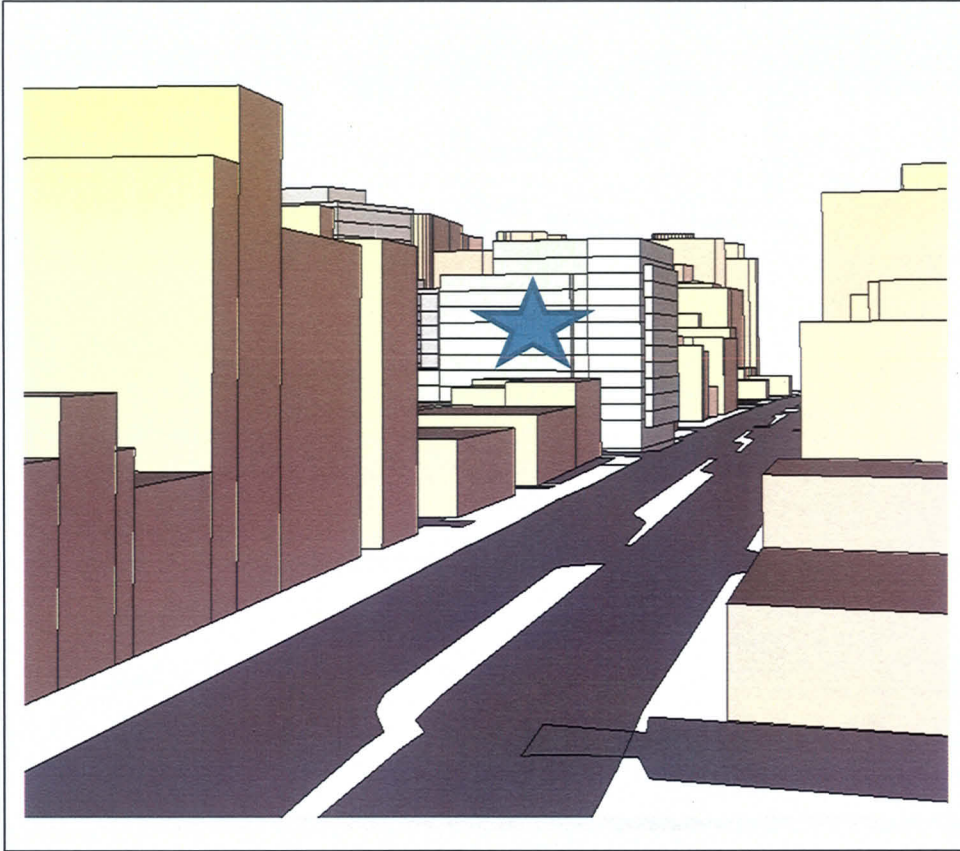
Analysis of the Alternative: The Alternative reduces the length of the building, effectively eliminating volume in one place and shifting it to another. The Alternative as a result, starts at a height of 45 feet, then increases to 100 feet and then to 120 feet facing Wisconsin Avenue. This creates a more compatible relationship with the existing Crescent Plaza residential building, and allows more light, air and privacy for residents of the Crescent Plaza, and of the future 7100 Wisconsin building. This configuration also allows a greater number of residents of the Crescent Plaza to maintain views to the south of nearby neighborhoods. The average height of the new building along the Woodmont Avenue frontage is 87'.⁴

This configuration successfully achieves the intended goals and objectives of the Sector Plan; however, it is a more generous interpretation of the Sector Plan recommendation for height. The Sector Plan recommends 75 feet for several blocks along Wisconsin Avenue. The Alternative still achieves a general stepping down. Its tallest portions are closest to the existing one-family neighborhood outside the CBD diagonally across Woodmont Avenue. The Alternative achieves greater compatibility with the Crescent Plaza next door by rearranging the same yield using different volumes. The alternative therefore still provides just as much residential use including 15% MPDUs which contributes to housing choices. The Alternative is therefore a more successful response in a variety of ways, to the Sector Plan than the **proposed** development. The Alternative achieves housing, step down, compatibility and affordable house objectives.

The following graphics shows the Alternative, with the blue star, in the context of the existing buildings on Wisconsin Avenue. The views are looking north. The height is consistent with the concept of stepping up heights toward the Metro Station. While this graphic is not adjusted for topography changes affecting height, but it is still a useful approximation.

⁴ The Alternative average height is $(45' + 100' + 120') / 3 = 265 / 3 = 87'$. The Alternative is approximately 160 feet long. That is 30 feet shorter than the proposed development. There is more than one way to calculate the average height. For example, The 30 linear feet that was formerly building frontage is not included in the calculation. If it were, the average height facing Woodmont would be even lower than 87 feet.





Density and Floor Area Ratio (FAR)

The Sector Plan recommends that property on this block be limited to a maximum of 3 FAR (page 124). This is the only recommendation that quantifies how much development should occur on this block. The recommended 3.0 FAR recommended in the Sector Plan is considerably lower than the 5.0 FAR permitted in the CBD-R2 Zone.

Analysis of the Proposed Development: The proposed development is for 3.63 FAR, which includes a 22% density bonus as the result of providing 15% MPDUs.

Analysis of the Alternative: The Alternative also proposes a 3.63 FAR and therefore the above analysis also applies.

Housing and Moderately Priced Dwelling Units

The Sector Plan recommends this site for “*Residential; High-rise or Garden Apartments*” (page 125 Figure 4.34). In addition the Sector Plan states that one of the key objectives for the “Wisconsin South Corridor” district (page 124) is: “Provide additional housing to encourage uses that are compatible with nearby residential areas.”

Analysis of the Proposed Development: The Proposed Development is consistent with the Sector Plan: The proposed development on this site is for residential use in the form of apartments in a high rise building. It will provide up to 145 new dwelling units with 15% of those being MPDUs.

Analysis of the Alternative: The Alternative has the same yield, and therefore the above analysis applies.

Compatibility

The Sector Plan includes as an overarching urban design objective (page 36):

“6. Improve compatibility with existing uses through urban design concepts and guidelines that address form, shadows and skyline, building heights, scale, massing and set-backs. In general, new development should respect established patterns of development.”

The Sector Plan includes a graphic illustrating “Building Height Limits’ (Figure 3.2 page 39)⁵. The Sector Plan establishes urban form principles for new development that include the following (page 40)⁶:

“2. Step down building heights from the Bethesda Metro Center properties to achieve desirable and compatible transitions to adjacent areas.”

“7. Achieve compatibility with nearby residential areas through techniques such as stepped down heights, articulated building walls and

⁵ Bethesda CBD Sector Plan

⁶ Ibid.

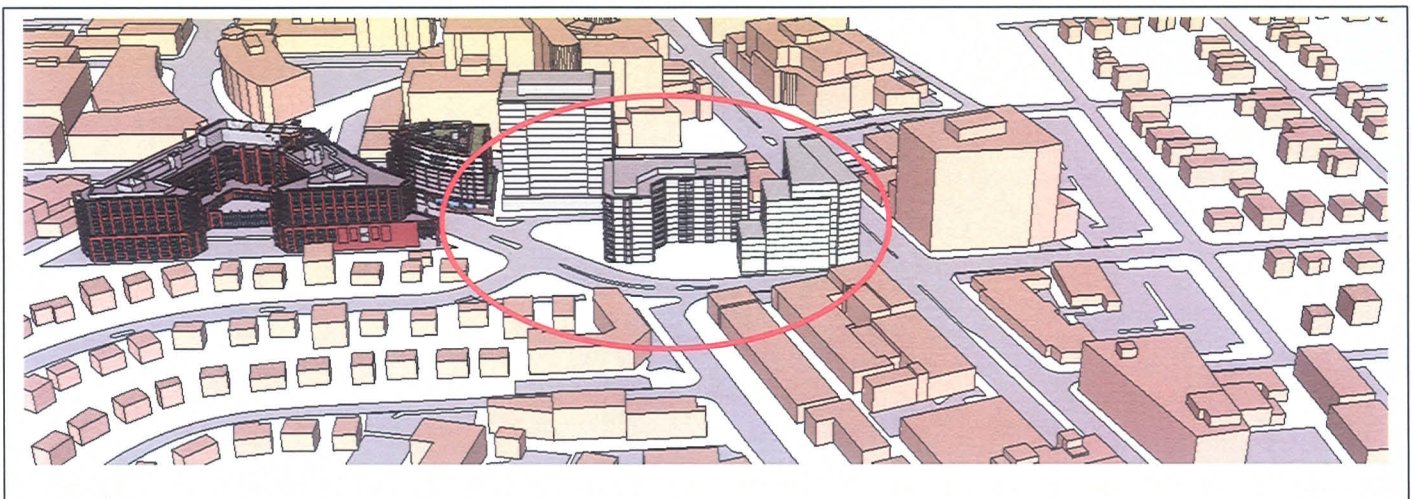
façade treatments, and other architectural means designed to minimize building bulk and shadow impacts, and create a gradual transition.”

The Sector Plan also recommends the following illustrations in Figure 3.4A on pages 42 and 43:

- ...“2. Step down building heights” ..;*
- ...“5. Design roof tops for visual interests”...;*
- ...“6. Achieve compatible building styles”..; .and*
- ...“7. Achieve compatible transitions.”*

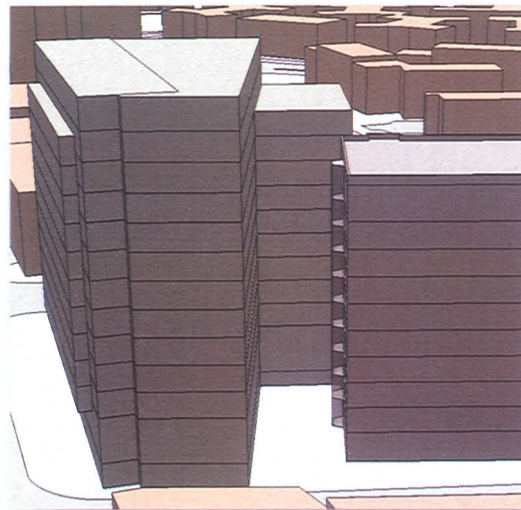
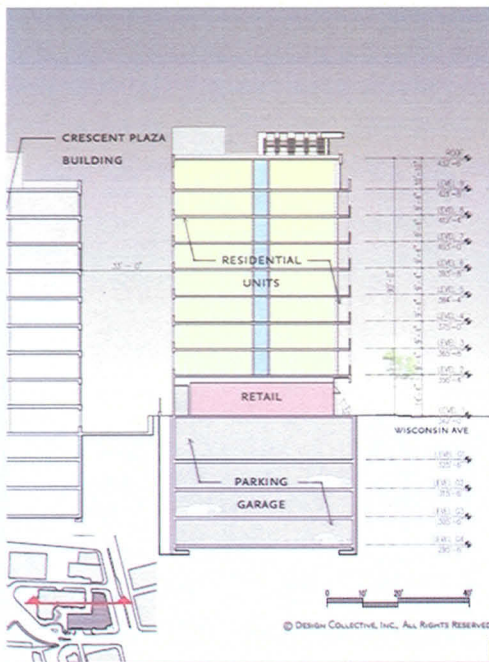
Analysis of the Proposed Development: The **Proposed Development** does not achieve as high a level of compatibility with the Crescent Plaza multi-family residential building to the north as the **Alternative** does. The **Proposed Development** does achieve compatibility in terms of its relationship to the adjacent areas outside the CBD. These include, across Woodmont Avenue, garden apartments in the R-10 zone as well as one-family homes in the R-60 zone. The **Proposed Development’s** 90 foot height and its distance contribute to achieving compatibility. The design of the building elevation is also a consideration when it comes to compatibility, and that should be addressed at the time of Site Plan Review. **The Alternative** creates a more desirable relationship as illustrated below. The building steps down in height closest to the existing garden apartments and single family neighborhoods to the south. It also replaces a 30 foot length of building with landscaped open space. This is illustrated below.

The Alternative steps down to the west (left) toward the lower single family neighborhood. It also enlarges the open space that faces the existing garden apartments to the south. This creates a nice transition between the CBD and the adjacent less intense residential areas. The Lot 31 and 31A project which is under construction is shown. It was also carefully designed to provide for compatibility with the adjacent neighborhood.



An important consideration is the fact that one of the *purposes of the CBD zones* is to “*encourage design which creates a desirable relationship between buildings.*”

The east side of the Crescent Plaza building is separated from the proposed building by approximately 30 feet in both the **Proposed Development** and in the **Alternative**. There should be a design that contributes to a more desirable relationship between the two buildings and their windows and any proposed balconies. The following images include a section showing the separation, and a graphic representation of the relationship of the proposed building massing to that of the existing Crescent Plaza building. The Crescent Plaza building has units with windows facing the proposed building. The Crescent Plaza is set back approximately 20 feet from the shared property line and the units overlook access drive to their own building’s loading area.



Elevation of the proposed building (left) and massing study of the proposed building adjacent to the existing Crescent Plaza building



Photograph of the existing loading and service area for the Crescent Plaza taken from Miller Ave.

The Alternative improves compatibility with the Crescent Plaza building. It achieves this by reducing the height of the building that faces the south side of Crescent Plaza and by shortening the building to create more open space. This opens up views, and provides more light and air.

Additional design features on the east side should be incorporated to produce a better relationship with Crescent Plaza. For lower levels, trees and tall shrubs to screen views are an obvious solution. However for the upper levels, other strategies should be considered to create a more desirable relationship between the buildings. At the time of site plan review, this should be addressed. One approach is to replace or diffuse views from windows and balconies that are facing one another. Good air circulation should be a goal, and it will reduce energy expended for climate control. In the same vein, the design solution should maximize natural light. Consideration should be given to creative solutions that are attractive and integrated. Consideration should be given to creating an attractive green screen.

Set-Back from Street Curb

The Sector Plan recommends that buildings be “set back 20 feet from the street curb to accommodate the higher level of pedestrian activity that occurs along the corridor [Wisconsin South Corridor] (page 127).

Analysis of both the Proposed Development and the Alternative: The **Proposed Development** provides a 20 foot building set back from the curb of Wisconsin Avenue. This is consistent with this guideline in the Sector Plan. However, the building setbacks from the street curb on Woodmont and Miller Avenues are proposed for 15 feet. This is acceptable provided the setback is consistent with that along the Crescent Plaza frontages on Woodmont Avenue and Miller Avenue.

Wisconsin Avenue Streetscape

The Sector Plan recommends for Wisconsin Avenue (page 196):

1. *“Provide a 20-foot building setback to match setbacks in the Metro Core and to help emphasize the street hierarchy.*
2. *Place overhead utilities underground.*
3. *Provide the 1984 Streetscape standards, which call for Bethesda brick pavers, tightly spaced street trees, and Bethesda Lanterns.*
4. *Install a high level of pedestrian amenities, such as planters and seating.*
5. *Upgrade the existing median and sidewalk. “*

Analysis of the Proposed Development: Includes the placement underground of overhead utility wires as well as the replacement and enhancement of streetscape along Woodmont Avenue, Wisconsin Avenue and Miller Avenue. The Applicant has a significant amount of utilities to underground along the property frontages and beyond. A final determination of the streetscape details should be made at the time of site plan review.

Analysis of the Alternative: The same analysis and condition apply.

Wisconsin South Corridor

The Sector Plan has the following specific recommendations for the Wisconsin South Corridor that apply to this block:

“3. Achieve a compatible transition from the single-family community across Woodmont Avenue for new development fronting on Woodmont and Miller Avenues. Locate the Building to take advantage of views down Woodmont Avenue. Locate parking to the rear of the site adjacent to the existing gas station or underground with access limited to two Driveways, one along Miller Avenue and the other along Leland Street. For optional method development, provide improvements to the landscaped open space within public right-of-way across Woodmont Avenue along Leland Street [this area includes “Eastham Park”] and off-site streetscaping along Leland Street and Miller Avenue.”

The diagram from the Plan (page 126) shows this conceptually. “Wisconsin South Corridor Urban Design Guidelines Figure 4.35,” which is attached.

Analysis of the Proposed Development: The **Proposed Development** provides a transition from the one-family residential community located across Woodmont Avenue, to the 78.5-foot Crescent Plaza building, to the 90-foot Project (or 120-100-45 feet as proposed under the Alternative Design Plan). Parking will be entirely underground, with access limited to two driveways, one for the underground parking garage and one for loading. The driveways will be located side-by-side along Woodmont Avenue, and will be limited to right-in/right-out in order to ensure for safe and adequate circulation for the proposed development and its neighbors along Woodmont Avenue. This will also be achieved by the reconfiguration of the median on Woodmont Avenue to prevent left turns. The Project will provide improvements to the on-site public use space and off-site public amenity space located along the three Property frontages (Wisconsin, Woodmont and Miller Avenues) in the form of the standard Bethesda CBD streetscape – street trees, pavers, and lighting. Improvements also include extensive undergrounding of utilities along the three frontages. In addition, the Project responds directly to this Sector Plan recommendation by proposing upgrades to and maintenance of the approximately 7,725 square foot Eastham Park located within the Leland Street right-of-way as off-site public use space.

The recommendations in the Sector Plan address the objectives for the entire block and include the recommendation that buildings on the block be located and designed to take advantage of views down Woodmont Avenue. In this case, the Crescent Plaza building has been successfully designed to accomplish this at a key curve in Woodmont Avenue. This limits views from this site “down Woodmont Avenue”. However, the building overlooks the block of Woodmont Avenue near Wisconsin Avenue. And the western face of the building is oriented toward Bethesda Row and Lot 31 which are down Woodmont Avenue.

Analysis of Alternative: The **Alternative** provides a similar transition and relationship to the community opposite Woodmont Avenue; however, a greater degree of compatibility is achieved through the stepping down of building height and mass from 120 feet to 45 feet on the western edge. The elimination of a portion of the building and its replacement with green open space also contributes to compatibility. In addition these features, greater compatibility is achieved with the adjacent Crescent Plaza building to allow for more advantageous views from the existing building and a larger and more functional public use space complimenting the existing and proposed uses.

Shadow Study

This study compares the **Proposed Development** with the **Alternative**. It shows the shadow cast on Wisconsin Avenue in the late afternoon in the shoulder seasons: mid-winter and mid-spring. It also shows morning shadows on the Crescent Plaza. These are the times of year when warming sun on streets and the nearby condominiums contribute to comfort, enjoyment and even reduced energy usage for interior heating and lighting. The following graphics illustrates the extent of shadows at various times of day.

Illustration below: In the mid spring and mid fall, at 9 AM in the morning, existing east-facing units currently overlooking Eastham Gas Station and Wisconsin Avenue will be in shadow. The open space facing Woodmont Avenue has significant sunlight, as do many south-facing units at Crescent Plaza. Half a block on Wisconsin Avenue is in sunlight, the rest is shaded by the existing building across the street. The sidewalk along Woodmont Avenue is in the sun.



Illustration below: In the mid spring and mid fall, at NOON, the east facing units are still in shade; however all the south facing units have sunlight as does the entire open space facing Woodmont Avenue. The sidewalk on the east side of Wisconsin Avenue is in the sun, and the west side is in shade. The sidewalk along Woodmont Avenue is in the sun.

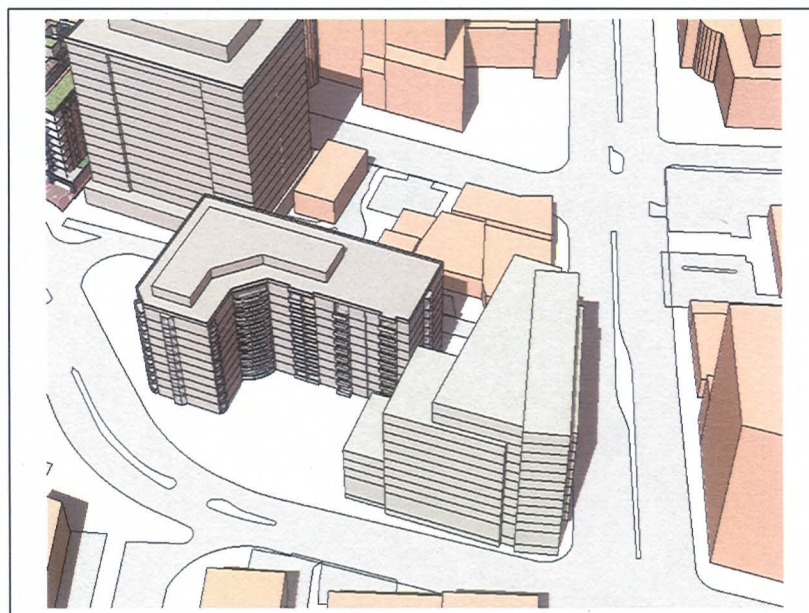
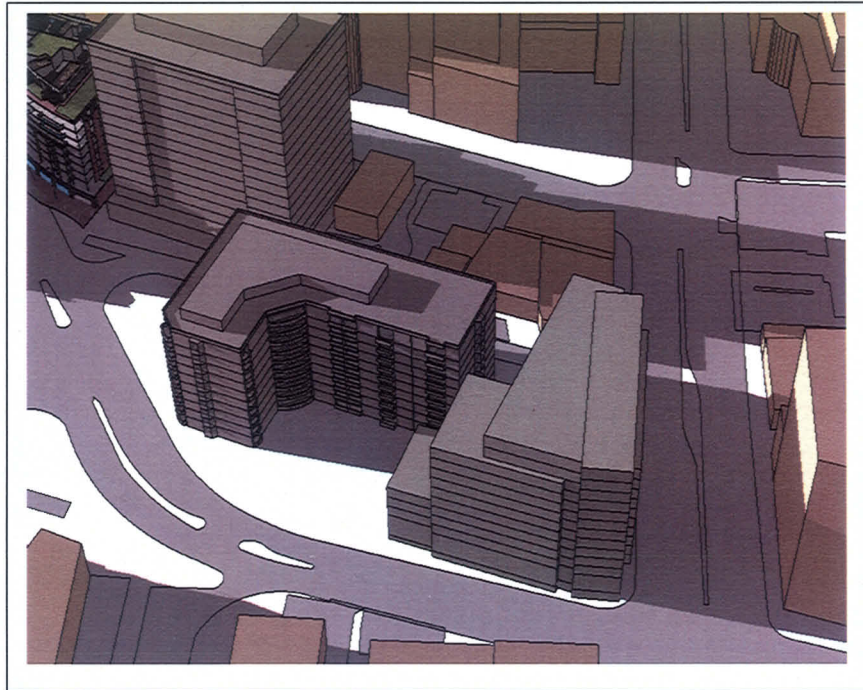


Illustration below: In mid-spring and mid-fall, at 5 PM when many people are returning home from work or going out for the evening, there is still sunlight on the open space facing Woodmont Avenue. However the Crescent Plaza south-facing units are in the shade of a wing of their own building. The Wisconsin Avenue sidewalks are already in shade as well. The sidewalk along Woodmont Avenue is in the sun contributing to a comfortable walk to and from the Metro Station, and restaurants and shops.



Additional Analysis for Project Plan Review

Transportation and Circulation

The site currently has access to Miller Avenue (one full-movement driveway), Wisconsin Avenue (two right-turn in/right-turn out driveways; southbound direction only), and to Woodmont Avenue (two full-movement driveways). Vehicular ingress and egress to/from the proposed garage for the development (serving only the residential component of the development) will be limited to a right-turn in/right-turn out driveway off Woodmont Avenue to the southwest corner of the property. Pedestrian/bicyclist access to the site will be provided primarily along Wisconsin Avenue and Woodmont Avenue. The immediate area is well served by transit and includes the Red Line Bethesda Metro Station (approximately 0.3 mile or 1,700 feet to the north of the site) served by Metrobus, RideOn, and the Bethesda Circulator. Future

transit in the area includes the western terminus and station for the Purple Line and a second entrance to the Metro station to the north of the site. RideOn Route 34, between Wheaton Metro Station and Friendship Heights Metro Station, currently runs along Wisconsin Avenue and has stops adjacent to the site.

Master Plan Roadways and Pedestrian/Bikeway Facilities

The July 1994 Approved and Adopted *Bethesda CBD Sector Plan* has the following master-plan facilities along property frontage:

1. Wisconsin Avenue, to the east of the site, as a six- to eight-lane divided major highway (M-6) with a minimum right-of-way width of 114 feet.
2. Miller Avenue, to the north of the site, as a two-lane business street with a minimum right-of-way width of 50 feet.
3. Woodmont Avenue, to the south of the site, as a two-lane arterial (A-68) with a minimum right-of-way width of 80 feet.

Immediately to the southwest of the site, the 2005 Approved and Adopted *Countywide Bikeways Functional Master Plan* recommends bike lanes along Woodmont Avenue (BL-6) between Battery Lane to the north and Strathmore Street to the south and along Strathmore Street from Woodmont Avenue to Bradley Boulevard. The Capital Crescent Trail (SP-44) is to the north (along Bethesda Avenue) and to the west of the site.

Adequate Public Facilities Review

A traffic study (dated September 26, 2012) was prepared by the consultant for the Applicant and submitted with the application per the *LATR/PAMR Guidelines* since the proposed development was estimated to generate **30** or more peak-hour trips during the typical weekday morning (6:30 a.m. – 9:30 a.m.) and evening (4:00 p.m. – 7:00 p.m.) peak periods. The traffic study determined traffic-related impacts of the proposed development on nearby roadway intersections during weekday morning and evening peak periods.

- **Trip Generation**

The peak-hour trip generation estimate for the proposed 7100 Wisconsin Avenue development was based on Bethesda CBD trip generation rates included in the *LATR/PAMR Guidelines*. A site trip generation summary is provided in Table 1, which shows that the density proposed on the

site will generate 40 net new peak-hour trips during weekday morning peak period and 49 net new peak-hour trips during weekday evening peak period.

TABLE 1
SUMMARY OF SITE TRIP GENERATION
PROPOSED 7100 WISCONSIN AVENUE DEVELOPMENT

Trip Generation	Morning Peak-Hour			Evening Peak-Hour		
	In	Out	Total	In	Out	Total
Retail – 7,000 SF	3	2	5	9	9	18
Multi-family dwelling units – 145 units	9	35	44	29	15	44
Total Trips	12	37	49	38	24	62
<i>Existing Trips – 10-pump gasoline station</i>	<i>30</i>	<i>29</i>	<i>59</i>	<i>42</i>	<i>47</i>	<i>89</i>
<i>New Trips (15%)</i>	<i>5</i>	<i>4</i>	<i>9</i>	<i>6</i>	<i>7</i>	<i>13</i>
<i>Pass-by Trips (85%)</i>	<i>25</i>	<i>25</i>	<i>50</i>	<i>36</i>	<i>40</i>	<i>76</i>
Net New Peak-hour Trips	7	33	40	32	17	49

Source: Kimley-Horn and Associates, Inc. Traffic Impact Study. September 26, 2012.

Note: Existing trips for the 10-pump gasoline station based on actual driveway counts.

- **Local Area Transportation Review**

A summary of the capacity analysis/Critical Lane Volume (CLV) analysis results for the study intersections for the weekday morning and evening peak-hours within the respective peak periods from the traffic study is presented in Table 2.

As shown in Table 2, under Total (Build) traffic conditions, CLV values for intersections included in the study were estimated to be below the Bethesda CBD congestion standard of 1,800 CLV. Based on the analysis presented in the traffic study, it is concluded that the subject application will satisfy the LATR requirements of the APF test.

TABLE 2
SUMMARY OF CAPACITY CALCULATIONS
PROPOSED 7100 WISCONSIN AVENUE DEVELOPMENT

Intersection	Traffic Conditions					
	Existing		Background		Total	
	AM	PM	AM	PM	AM	PM
Woodmont Ave/Bethesda Ave	590	744	805	1,066	806	1,069
Wisconsin Ave/Woodmont Ave/Leland St	902	953	1,053	1,295	1,065	1,321
Bradley Blvd/Leland St/Hillandale Rd	783	750	714	709	714	708
Woodmont Ave/Site Access Drwy	--	--	--	--	415	821

Source: Kimley-Horn and Associates, Inc. Traffic Impact Study. September 26, 2012.

Note: Bethesda CBD Policy Area Congestion Standard: 1,800 CLV

- **Policy Area Mobility Review**

A summary of the PAMR trip mitigation requirements for the proposed development is presented in Table 3.

The proposed development, as a result of being located within the Bethesda CBD is required to mitigate 25% of the net “new” trips generated by a similar development using Countywide trip generation rates. In addition, by virtue of being located within the Bethesda CBD, the Applicant is eligible to receive a CBD trip credit equivalent to the difference in net “new” trips between similar developments located outside the CBD (determined using Countywide trip generation rates) and located within the CBD (determined using CBD trip generation rates).

Thus, as summarized in Table 3, a development similar to that proposed on the site would generate 48 net “new” peak-hour trips during the morning peak-period and 65 net “new” peak-hour trips during the evening peak-period using Countywide trip generation rates (Line C1). This results in a mitigation requirement of 12 peak-hour trips during the morning peak period and 16 peak-hour trips during the evening peak period (Line D1) for the application to satisfy the PAMR requirements of the APF test. The proposed development, as a result of being located within the Bethesda CBD, will generate 40 net “new” peak-hour trips during the morning peak period (i.e., 8 fewer peak-hour trips compared to Countywide peak-hour trips noted above) and 49 net “new” peak-hour trips during the evening peak period (i.e., same peak-hour trips compared to Countywide peak-hour trips noted above) towards its PAMR mitigation requirement (Lines G1 and H1). With the above credit, the proposed development will only

require a mitigation of 4 peak-hour trips during the morning peak period to satisfy the PAMR requirements of the APF test (Line I1).

**TABLE 3
PAMR MITIGATION REQUIREMENT CALCULATION
PROPOSED 7100 WISCONSIN AVENUE DEVELOPMENT**

	Morning Peak-Hour	Evening Peak-Hour
A. Proposed Density – (Countywide Rates)		
Residential – 145 HRDU’s	53	61
Retail – 7,000 SF	12	49
Pass-by trips (40% of retail)	--	20
Primary trips (60% of retail)	12	29
Total Trips (A1)	65	90
B. Existing Density – (Countywide Rates)		
Gasoline Service Station – 10-Pumps	110	167
Pass-by trips (85% of retail)	93	142
Primary trips (15% of retail)	17	25
Total Trips (B1)	17	25
C. Net Trips (C1 = A1 – B1)	48	65
D. PAMR Mitigation Requirement (D1 = C1 x 0.25)	12	16
E. Proposed Density – (CBD Rates)		
Residential – 145 HRDU’s	44	44
Retail – 7,000 SF	5	18
Total Trips (E1)	49	62
F. Existing Density – (CBD Rates)		
Gasoline Service Station – 10-Pumps	59	89
Pass-by trips (85% of retail)	50	76
Primary trips (15% of retail)	9	13
Total Trips (F1)	9	13
G. Net Trips (G1 = E1 – F1)	40	49
H. Trip Credit for CBD Location		
Trip Credit (H1 = C1 – G1)	8	16
I. Adjusted PAMR Mitigation Requirement		
(I1 = H1 – D1)	-4	0
[PAMR: Excess/Pass = +ve; Deficit/Fail = -ve]	(Fail PAMR)	(Pass PAMR)

Environment

There are no significant environmental features on site. There is a row of five small shade trees along the south side of the gas station site. There are environmental issues associated with this project that will be adequately addressed when conditions are met and at future steps in the development review process. There are not only compacted, urban soils but there is a high percentage of non-porous surfaces in this area. Therefore, planting beds and containers should be designed to maximize their absorption of rainfall. The proposed development shows a bio retention area on the north side of the site which contributes to this. Planters and green surfaces should contain a variety of plantings, with the intention of increasing the amount of biomass within the area. This will not only contribute to the quality of the spaces for enjoyment by residents and the community at large, but will benefit the environment by providing cooling shade and carbon sequestration.

A forest conservation exemption was confirmed for the property on June 14, 2012 and the current application appears to be in compliance. This exemption will be reevaluated with subsequent applications. Of particular note is the disturbance associated with the undergrounding of utilities and the enhancements to Eastham Park. This offsite work may affect the above exemption and a Forest Conservation Plan may indeed be required. Therefore, the Limit of Disturbance needed to complete the offsite work and any specimen trees which may be affected must be shown at time of preliminary and site plan review. The information is necessary to determine if the forest conservation exemption is still warranted.

The portion of this site that was in use as a gas station will need careful remediation to address any environmental issues such as the presence of underground tanks containing toxic substances.

Staff will continue to work with the Applicant through the preliminary plan and site plan reviews to minimize the environmental impacts, while maximizing the environmental benefits of redeveloping the site in a sustainable manner.

Development Standards

The site is zoned CBD-R2, which is governed by the development standards in Section 59-C-6.23 of the Montgomery County Zoning Ordinance. The minimum lot size of 18,000 square feet for optional method projects is met. There is no maximum building coverage for optional method

projects, but there is a requirement for the provision of a minimum of 20% of the net lot area to be devoted to public use space. The Proposed Development satisfies by providing a small amount of public use space on-site coupled with enhancements to off-site public spaces within the pedestrian areas of public right of way. The maximum FAR for optional method projects in the CBD-R2 Zone is 5 FAR; however, the Sector Plan recommends a 3 FAR. The proposal is for 3.63 FAR incorporating a 22 percent density bonus, which is well within the range of the zone.

The only other development standard for a CBD-R2 optional method project is building height, which normally limits height to 143 feet but may be increased to 200 feet under Section 59-C-6.235(b) of the Montgomery County Zoning Ordinance *“[if] approved by the Planning Board in the process of site plan ... as not adversely affecting surrounding properties”*. During project plan review, a recommendation of approval for a proposed height is set as a maximum and then a final determination is made during site plan review in accordance with this section.

A further consideration is that in the provisions in the Zoning Ordinance addressing the Project Plan Review Process, height and density may be increased above that recommended in a Sector Plan to accommodate MPDUs and any bonus density associated with them. This project is recommended in the Sector Plan for 3.0 FAR however with the provision of 15% MPDUs, a bonus density of 0.63 FAR accrues to the project.⁷ This is described in Section 59-D-2.42 *“Findings Required for Approval”* of Project Plans. Therefore, the height of the building may increase to accommodate MPDUs on site plus the number of bonus density units. The zoning ordinance makes no requirement for a finding of measured proportionality but more importantly, does continue to require consistency with the Sector Plan. As discussed earlier, the proposed development is consistent with the Sector Plan.

As the data table shows, all of the requirements of the zone are met by the subject project plan. Because this project is within a Parking Lot District, parking spaces are not required to be provided on site. Nevertheless, some preliminary parking calculations have been made and included in the submitted project plan.

⁷ 59-D-2.42 (1) to permit the construction of all MPDUs under Chapter 25A, including any bonus density units, on-site in zones with a maximum permitted density more than 39 dwelling units per acre or a residential FAR more than .9, a project plan may exceed:

(A) any dwelling unit per acre or FAR limit recommended in a master plan or sector plan, but must not exceed the maximum density of the zone; and

(B) Any building height limit recommended in a master plan or sector plan, but must not exceed the maximum height of the zone. The additional FAR and height allowed by this subsection is limited to the FAR and height necessary to accommodate the number of MPDUs built on site plus the number of bonus density units.”

Development Standard	Permitted/ Required	Alternative proposed by the Applicant
Max. Building Height (feet)	143' 200 ⁸	120'
Min. Setback (feet)		
▪ East Property Line Wisconsin Avenue	n/a	5
▪ North Property Line at Crescent Plaza	n/a	14
▪ North Property Line at Miller Lane	n/a	0'
▪ West Property Line from Crescent Plaza near Miller Lane	n/a	5'
▪ South Property Line Woodmont Avenue	n/a	0
Site Area (square feet)		
Net Tract Area	n/a	21,414
Dedications	n/a	
▪ -Previous dedication:	n/a	18,694
▪ -Future dedication:	n/a	3,914
Gross Tract Area	18,000 SF	44,023
Max. Density 59-C-6.234(b)iii		
▪ Floor Area Ratio	5.0 ⁹	3.63
▪ Square Footage (sf)		159,584
▪ Dwelling Units	n/a	145
MPDUs as percent of final unit count	12.5%	15%
Max. Non-Residential Use	1.0 FAR ¹⁰	7,000
Retail or personal service commercial uses (sf)	7,979 (5% of GFA)	7,000 (4.4% of GFA) ¹¹

⁸ —If approved by the Planning Board in the process of site plan or combined urban renewal project plan approval as not adversely affecting surrounding properties, height may be increased to: 200'.

⁹ However, the Bethesda CBD Sector Plan recommends 3 FAR.

¹⁰ Footnote No. 3 of the Zoning Ordinance requires that..."In order to provide services to residents and continuity of retail street frontage activity, at least 5 percent of the gross floor area must of retail or personal service commercial uses. The Planning Board may waive a portion of this requirement during the course of project plan approval upon a finding that full compliance with this requirement is not practical, feasible, or would result in such uses being required on other than the ground or first floor. A hotel or motel up to FAR 1 is permitted. A hotel or motel with up to 3 FAR may be allowed where recommended as appropriate in the relevant sector plan.

¹¹ The Applicant has submitted a waiver request for an amount less than the 5%

*Project Data Table for the CBD-R2 Zone for Required Public Use Space
also showing Additional Open Space and Enhancements*

	Required	Alternative
Public Use Space (%) ¹²		
On-Site Public Use Space	20% 4,283	17.5% 3,752 SF
Off-Site Public Use Space (Enhanced Eastham Park)	N/A	36.1% 7,725 SF
Total Public Use Space	20% 4,283 SF	53.6% 11,477 SF
Off-site Public Amenity Space	N/A	32.8% 7,018 SF
Total Public Use Space and Public Amenity Space	20%	86.3% 18,495 SF

Community Concerns

Views and Setbacks: Community concerns are about the proximity of the new building to existing condominiums on the north side of the site and the impacts on light, air, views and privacy. The attached testimony from members of the community received at the time of this writing indicates support of the **Alternative** and none for the original **Proposed Development**.

Eastham Park: Community concerns are about maintaining this legacy to a highly respected local citizen.

Summary of Positions

Applicant	<i>Requests approval of the proposed development or of the alternative with the full yield.</i>
Community	<i>Supports the Alternative. Prefers 90 foot height but supports 120 foot height. Does not support the original Proposed Development.</i>
Staff	<i>Supports the Alternative for up to 120 feet of height with conditions. Does not support the original Proposed Development.</i>

¹² As a percentage of the net lot area after dedication

Findings

The Planning Board must consider the following as the basis for consideration:¹³

- (a) *The nature of the proposed site and development, including its size and shape, and the proposed size, shape, height, arrangement and design of structures, and its consistency with an urban renewal plan approved under chapter 56.*
- (b) *Whether the open spaces, including developed open space, would serve as convenient areas for recreation, relaxation and social activities for the residents and patrons of the development and are planned, designed and situated to function as necessary physical and aesthetic open areas among and between individuals structures and groups of structures, and whether the setbacks, yards and related walkways are located and of sufficient dimensions to provide for adequate light, air, pedestrian circulation and necessary vehicular access.*
- (c) *Whether the vehicular circulation system, including access and off-street parking and loading, is designed to provide an efficient, safe and convenient transportation system.*
- (d) *Whether the pedestrian circulation system is located, designed and of sufficient size to conveniently handle pedestrian traffic efficiently and without congestion; the extent to which the pedestrian circulation system is separated from vehicular roadways so as to be safe, pleasing and efficient for movement of pedestrians; and whether the pedestrian circulation system provides efficient, convenient and adequate linkages among residential areas, open spaces, recreational areas, commercial and employment areas and public facilities.*
- (e) *The adequacy of landscaping, screening, parking and loading areas, service areas, lighting and signs, in relation to the type of use and neighborhood.*
- (f) *The adequacy of provisions for construction of moderately priced dwelling units in accordance with chapter 25a if that chapter applies.*
- (g) *The staging program and schedule of development.*
- (h) *The adequacy of forest conservation measures proposed to meet any requirements under chapter 22a.*

¹³ According to the Montgomery County Zoning Ordinance, Section 59-D-2 "Project Plan Optional Method Of Development In CBD, TOMX,TMX,RMX Zones" in 59-D-2.43

- (l) *the adequacy of water resource protection measures proposed to meet any requirements under chapter 19.*

In order to provide the Planning Board with an evaluation of both proposals, and as previously discussed in this report, Staff provided an analysis of the two plans: the **Proposed Development** and the **Alternative**. After careful consideration of the two proposals, Staff recommends the **Alternative**. As the following Findings¹⁴ demonstrate, the **Alternative, as conditioned**, addresses each of the considerations.

FINDING: *(a) As conditioned, the proposal complies with all of the intents and requirements of the zone.*

The CBD Zones' purposes and intents

The Montgomery County Zoning Ordinance states the “purposes and intents” of the CBD zones. The following describes how the Alternative complies:

*59-C-6.212. (a)¹⁵ “To encourage development in accordance with an adopted and approved master or sector plan, or an urban renewal plan approved under Chapter 56 by permitting an increase in density, height, and intensity where the increase **conforms to the master or sector plan** or urban renewal plan and the site plan or combined urban renewal project plan is approved on review by the Planning Board.”*

This finding can be made for the Alternative. It meets the intents and requirements of the zoning ordinance concerning conformance to the Bethesda CBD Sector Plan, if the provisions of Section 59-D-2.42 of the Zoning Ordinance are applied.

To conform to the Bethesda CBD Sector Plan, the development cannot exceed the maximum 3 FAR recommended by the Plan, and maximum height of 75 feet recommended by the Plan. (page 124). However, the increase in affordable housing allows the development to exceed the FAR and building height recommended in the Sector Plan.

¹⁴

Section 59-D-2.42 of the Zoning Ordinance, “Findings Required for Approval” establishes the findings that must be made by the Planning Board

¹⁵ Section 59-C-6.212 Intent of the Zones [CBD zone]

The Sector Plan recommends that the height of buildings on this site be limited to 75 feet (Pages 124 and 127). This reflects the overall Sector Plan concept for Urban Form (pages 37-40) that directs the tallest buildings to be located in the center of the CBD. Height is then to step down outward to the edges of the CBD as it approaches the adjacent existing single family neighborhoods

The Alternative is for a building of up to 120 feet. The increase in height is acceptable. The alternative reduces the length of the building, effectively eliminating volume and mass in one place and shifting it to another. The Alternative as a result, starts at a height of 45 feet, then increases to 100 feet and then to 120 feet facing Wisconsin Avenue. This creates a more compatible relationship with the existing Crescent Plaza residential building, and allows more light, air and privacy for residents of the Crescent Plaza, and of the future 7100 Wisconsin building. This configuration also allows a greater number of residents of the Crescent Plaza to maintain views to the south of nearby neighborhoods. The average height along the Woodmont Avenue frontage is 87'. Numerically, this is a modest increase.

This configuration successfully achieves the intended goals and objectives of the Sector Plan; however, it is not a strict interpretation of the Sector Plan recommendation for height. The Sector Plan recommends 75 feet for several blocks along south Wisconsin Avenue. In order to step down from core to edge. The Alternative still achieves a general stepping down. Its tallest portions are close to the Core and its taller heights. Its lowest portions are closest to the existing one family neighborhood outside the CBD diagonally across Woodmont Avenue. The Alternative achieves greater compatibility with the Crescent Plaza next door by rearranging the same yield using different volumes. The alternative therefore still provides just as much residential use including 15% MPDUs which contributes to housing choices.

The **Alternative** exceeds both of these limits. However, the zoning ordinance Section 59-D-2.42 allows an increase in both FAR and height above a master plan recommended limit to accommodate Moderately Priced Dwelling Units and bonus density.¹⁶ That being the case, the proposed development is found to conform to the intents and requirements of the zone relative to the Sector Plan.

(a) ¹⁷“To permit a flexible response of development to the market as well as to provide incentives for the development of a variety of land uses and activities in central business

¹⁶ Section 59-D-2.42

¹⁷ Ibid

districts to meet the needs and requirements of workers, shoppers and residents.”

This finding can be made. The Alternative directly responds to the current market for multi-family units by providing them where the infrastructure, public facilities, and amenities already exist to support their incorporation into the community.

The additional density of the optional method provided an incentive for the proposal to contribute to a variety of land uses and activities by: providing retail at the street level of a residential building and providing highly visible art that enhances the public realm. The proposal also provides enhancements to space within the public right of way to create a more inviting environment for activities in the public realm. This includes the enhancements to Eastham Park which is located in the public right of way and not owned by the Parks Department.

© ¹⁸ *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.”*

This finding can be made because it provides a desirable relationship between the proposed building and the existing building, Crescent Plaza. The proposal currently shows a separation between the existing and the new building of 30 feet. This finding can be made for the Alternative because of the following reasons:

- It will provide enhancements in the form of streetscape and undergrounding of utilities that will improve the pedestrian circulation system by increasing its attractiveness and the ease of use.
- It will provide an appropriate transition from the edge of the Central Business District where it is located, to the existing single family neighborhood in an adjacent area which is diagonally across Woodmont Avenue to the southwest.
- It will enhance bicycle circulation by providing bike lanes or a marked shared roadway on Woodmont Avenue between Lot 31 and the crossing of Wisconsin Avenue.
- It will improve vehicular circulation by eliminating the existing two access points on Wisconsin Avenue and thereby avoiding conflicts with vehicles travelling south on Wisconsin Avenue.

¹⁸ *ibid*

- It will improve pedestrian circulation by creating an uninterrupted pedestrian route on Wisconsin Avenue and by providing the full 20 foot curb to building setback that is appropriate.

(d) ¹⁹*“To promote the effective use of transit facilities in the central business district and pedestrian access thereto.”*

The Alternative is approximately 1600 feet from Bethesda Metro Station, and with easy access to Wisconsin Avenue and the bus lines that run along it. There is a bus stop on the next block of Wisconsin Avenue. The future Purple Line Station and the future south entrance to the Metro Station are two block away.

(e) ²⁰*“To promote improved pedestrian and vehicular circulation.*

Vehicular circulation around the site will be better because the two access points currently serving the former gas station from Wisconsin Avenue, and to the surface parking lot, will no longer be needed to this site will be consolidated and limited to one location on Woodmont Avenue. The development is limited to a right turn in and right turn out on Woodmont Avenue. Left turns into the site from Woodmont Avenue will be prevented by the lengthening of the median on Woodmont Avenue. Pedestrian circulation will be improved by way of enhancements to the pedestrian realm of the public right-of-way. In addition, the Capital Crescent Trail is nearby as is a north south bikeway that runs along Strathmore Lane to Wisconsin Avenue. The addition of up to 145 dwelling units in this location and the enhancements to the pedestrian realm by way of streetscape and undergrounding utilities support this finding. “To improve pedestrian and vehicular circulation.”

(f) ²¹*“To assist in the development of adequate residential areas for people with a range of different incomes.”*

¹⁹ Ibid.

²⁰ Ibid

²¹ Ibid

The Alternative provides a variety of housing options which will attract a range of residents with diverse incomes. The Alternative provides 15% MPDUs, including a mix of unit types ranging from one to two-bedroom units.

(g) ²²“To encourage **land assembly** and most desirable use of land in accordance with a sector plan.”

The project will ultimately combine three separate parcels – representing the remainder of the block bound by Wisconsin Avenue, Woodmont Avenue, and Miller Avenue – into one recorded lot. The most desirable use of the land on this block, as recommended in the Sector Plan, is “high rise or garden apartment.” (Figure 4.34 Wisconsin South Corridor, Future Land Use page 125).

Further Intents of the CBD-R2 Zone²³

(b) *In the ...CBD-R2 Zone..., it is further the intent to foster and promote the orderly development of the Central Business Districts of the county so that these areas will enhance the economic status of the county as well as providing an expanding source of **employment and living opportunities** for its citizens in a desirable urban environment.*

The Alternative provides a variety of residential living options which will attract a range of residents with diverse incomes, and will also provide opportunities for community-serving retail facing the street.

Requirements of the CBD-R2 Zone

FINDING: (b) The proposal conforms to the approved and adopted Master or Sector Plan or an Urban Renewal Plan approved under Chapter 56.

The Alternative is for a building of up to 120 feet. The increase in height is acceptable. The alternative reduces the length of the building, effectively eliminating volume and mass in one place and shifting it to another. The Alternative as a result, starts at a height of 45 feet, then increases to 100 feet and then to 120 feet facing Wisconsin Avenue. This creates a more

²²

²³ 59-C-6.213 Additional Intents of Certain Zones:

compatible relationship with the existing Crescent Plaza residential building, and allows more light, air and privacy for residents of the Crescent Plaza, and of the future 7100 Wisconsin building. This configuration also allows a greater number of residents of the Crescent Plaza to maintain views to the south of nearby neighborhoods. The average height along the Woodmont Avenue frontage is 87'. Numerically, this is a modest increase.

This configuration successfully achieves the intended goals and objectives of the Sector Plan; however, it is not a strict interpretation of the Sector Plan recommendation for height. The Sector Plan recommends 75 feet for several blocks along south Wisconsin Avenue. In order to step down from core to edge. The Alternative still achieves a general stepping down. Its tallest portions are close to the Core and its taller heights. Its lowest portions are closest to the existing one family neighborhood outside the CBD diagonally across Woodmont Avenue. The Alternative achieves greater compatibility with the Crescent Plaza next door by rearranging the same yield using different volumes. The alternative therefore still provides just as much residential use including 15% MPDUs which contributes to housing choices.

The **Alternative** exceeds both of these limits. However, the zoning ordinance Section 59-D-2.42 allows an increase in both FAR and height above a master plan recommended limit to accommodate Moderately Priced Dwelling Units and bonus density.²⁴ That being the case, the proposed development is found to conform to the intents and requirements of the zone relative to the Sector Plan.

FINDING: Because of its location, size, intensity, design, operational characteristics and staging, it would be compatible with and not detrimental to existing or potential development in the general neighborhood.

The Alternative is for a building of up to 120 feet with its height and massing predominately located on Wisconsin Avenue, while offering a lesser degree of massing along Woodmont Avenue. The Alternative as a result, starts at a height of 45 feet, then increases to 100 feet and then to 120 feet facing Wisconsin Avenue. This creates a more compatible relationship with the existing Crescent Plaza residential building, and allows more light, air and privacy for residents of the Crescent Plaza, and of the future 7100 Wisconsin building. This configuration also allows a greater number of residents of the Crescent Plaza to maintain views to the south of nearby neighborhoods. The average height along the Woodmont Avenue frontage is 87'.

²⁴ Section 59-D-2.42

The Alternative achieves greater compatibility with the Crescent Plaza next door by rearranging the same yield using different volumes. The proposal for residential also compliments the surrounding residential uses including 15% MPDUs, which contributes to housing choices and is more compatible with the general neighborhood.

The Alternative provides a desirable relationship between the proposed building and the existing building, Crescent Plaza. The proposal currently shows a separation between the existing and the new building of 30 feet. The proposal provides an appropriate transition from the edge of the Central Business District where it is located, to the existing one-family neighborhood in an adjacent area which is diagonally across Woodmont Avenue to the southwest. The proposal also improves vehicular and pedestrian circulation around the site and to the nearby retail services and transportation hubs.

FINDING: (d) As conditioned, the proposal would not overburden existing public services nor those programmed for availability concurrently with each stage of construction and, if located within a transportation management district designated under Chapter 42A, article II, is subject to a traffic mitigation agreement that meets the requirements of that article.

A draft traffic management agreement has been submitted by the Applicant and will be finalized during the preliminary plan review process. Other public facilities exist on or near the site and no expansion or renovation of these services will be required to be completed by the County. Further, requirements for public safety and fire will be minimally impacted due to the nature of the land use and must be approved by the respective agencies prior to preliminary plan approval. The Alternative proposed will not overburden existing public services.

FINDING: (e) The proposal will be more efficient and desirable than could be accomplished by the use of the standard method of development.

A standard method project would allow a density of 1.0 FAR (59-C-6.234(a) ²⁵ on this site, a significant change in total density permitted at the zone limit of 5 FAR. The Applicant is proposing a 3.63 FAR, which is closer to the 3 FAR recommended in the Sector Plan. The requirement for public amenities would be absent and the public use space requirement would be reduced by one-half under a standard method of development. Because infill development and density at transit hubs is a core value of smart growth, and given the number and quality of

²⁵ ²⁵²⁵ The zoning ordinance says that The total FAR for mixed-use development may be exceeded under the special regulations of Sec. 59-C-6.2354

public amenities being offered, the optional method of development is much more desirable and more efficient for this site.

FINDING: (f) The proposal will include moderately priced dwelling units in accordance with Chapter 25A of this Code, if the requirements of that chapter apply.

The Alternative will provide 15% MPDUs which exceeds the 12.5% MPDUs required by Chapter 25A. A final agreement between the Applicant and the Department of Housing and Community Affairs will be required at the time of site plan review.

FINDING: (g) When a Project Plan includes more than one lot under common ownership, or is a single lot containing two or more CBD zones, and is shown to transfer public open space or development density from on lot to another or transfer densities, within a lot with two or more CBD zones, pursuant to the special standards of either section 59-C 6.2351 or 59-C 6.2352 (whichever is applicable), the Project Plan may be approved by the Planning Board based on the following findings:

The Alternative is located on one existing lot and does not propose any transfers involving public open space or development density.

FINDING: (h) As conditioned, the proposal satisfies any applicable requirements for forest conservation under Chapter 22A.

The project received an exemption from preparing a Forest Conservation Plan; however, a reassessment will need to be made at the time of site plan review to evaluate the limit of disturbance with greater accuracy. The offsite improvements may result in a requirement for a Forest Conservation Plan.

FINDING: (i) As conditioned, the proposal satisfies any applicable requirements for water quality resources protection under Chapter 19.

The project is exempt from Chapter 19 water quality resources protection requirements.

A stormwater management concept has been submitted for review by the Montgomery County Department of Permitting Services and will address best management practices for on-site runoff and treatment according the County stormwater regulations.

Recommendation and Conditions

The recommendation for Project Plan 920130010 is for DENIAL of the **Proposed Development** which has a 90-foot tall building of uniform height. It is for APPROVAL of the **Alternative**, which has a 120-foot tall building those steps down to 100 feet and 45 feet. The APPROVAL is subject to the following conditions:

1. Development Ceiling

The proposed development is limited to a maximum of 159,584 square feet of gross floor area, including up to 7,000 square feet of non-residential and 152,584 square feet of residential uses.

2. Building Height and Mass

The proposed development is limited to the building footprint as delineated in the project plan drawings submitted to the M-NCPPC dated 9/24/12 for the alternative plan that steps down from a maximum of 120 feet at Wisconsin Avenue, to 100 feet in the center, and then to 45 feet on the west end, unless modified at site plan review.

3. Housing

The Applicant must provide a minimum of 15 percent of the total number of units as Moderately Priced Dwelling Units (MPDUs), in accordance with Chapter 25A.

4. LEED Certification

The Applicant must achieve a LEED (Leadership in Energy and Environmental Design) Certified Rating Certification at a minimum. The Applicant must make good faith efforts to achieve a LEED Silver rating. Before the issuance of any use and occupancy certificate, the Applicant must inform M-NCPPC staff of the LEED Certification Level for which they are applying. If this level is less than a Silver rating, before the issuance of the final use and occupancy certificate the Applicant must provide to staff a written report for public record purposes only from the Applicant's LEED consultant analyzing the feasibility of achieving a LEED-Silver rating, to include an affidavit from a LEED-Accredited Professional identifying the minimum additional improvements required to achieve the LEED Silver rating, including their associated extra cost. Submission of this report constitutes compliance with this condition.

5. Transportation

- a. The Applicant must limit future development on the site associated with this application to 145 multi-family residential units and 7,000 SF of ground-floor retail.
- b. The Applicant must satisfy Local Area Transportation Review (LATR) and Policy Area Mobility Review (PAMR) requirements of the APF test required under the regulatory requirements in effect at the time of the filing of the preliminary plan amendment application.
- c. The Applicant must dedicate and show on the final record plat the following rights-of-way along property frontage consistent with the 1994 Approved and Adopted *Bethesda CBD Sector Plan*:
 - i. Wisconsin Avenue – minimum of 57 feet from the roadway right-of-way centerline.
 - ii. Miller Avenue – minimum of 25 feet from the roadway right-of-way centerline.
 - iii. Woodmont Avenue – minimum of 40 feet from the roadway right-of-way centerline.
- d. The Applicant must provide corner truncation within the northwest corner of Wisconsin Avenue and Woodmont Avenue to the extent determined at the time of preliminary plan. If a full corner truncation is not required, then the required full truncation area may require a Public Improvement Easement (PIE) to implement any future modifications within this Wisconsin Avenue/Woodmont Avenue corner.
- e. The Applicant must enter into a Traffic Mitigation Agreement (“Agreement”) with the Planning Board and the Montgomery County Department of Transportation (MCDOT) to participate in the Bethesda Transportation Management District (TMD) and must execute the Agreement prior to the release of any new building permit for development on the site.
- f. The Applicant, as part of the above Agreement or separately, must investigate locating a bike share station on the site or in close proximity to the site in coordination with MCDOT.

6. Public Use Space, Amenities and Facilities

- a. The Applicant must provide a minimum of 17.5% of the net lot area for on-site public use space and a minimum of 36.1% of the net lot area for off-site public use space for the enhancement of Eastham’s Park. The final design and details will be determined during site plan review.

- b. The Applicant must provide a minimum of 32.8 % of the net lot area for public amenity space, including but not limited to the area along Woodmont Avenue adjacent to the Crescent Plaza.
- c. The proposed public use space must be easily and readily accessible to the general public and available for public enjoyment.
- d. The Applicant must present the final public artwork to the art review panel for comment prior to approval of the site plan.
- e. Prior to the submittal of the site plan application, the Applicant must provide a letter of agreement from the Bethesda Crescent Condo Association Board for the use and redesign of their public use space.
- f. Prior to the submittal of the site plan application, the Applicant must provide a letter from Montgomery County agreeing to the enhancements to Eastham Park. The letter must also address the maintenance responsibilities of the County property.

7. Staging of Amenity Features

- a. The proposed development will be completed in one phase. A detailed development program will be required prior to approval of the certified site plan.
- b. The Applicant must complete the on-site public use space improvements, including the implementation of the consolidated public use space improvements and the enhancements to Eastham's Park, prior to issuance of the final residential use-and-occupancy permits unless modified by the site plan development program.
- c. The Applicant must install the landscaping no later than the next growing season after completion of the building and site work.

8. Maintenance and Event Management Organization

Prior to issuance of use-and-occupancy permits, the Applicant will create and implement a maintenance plan for all on-site public use space unless an alternative arrangement is made with another entity.

9. Coordination for Additional Approvals Required Prior to Preliminary Plan and Site Plan Approval

- a. The Applicant must obtain written approval from the Montgomery County Department of Transportation (DOT) for the final design and extent of any and all streetscape improvements within the rights-of-way.
- b. The Applicant must present preliminary and final public art and amenity concepts to the Art Review Panel prior to approval of the site plan.

- c. On behalf of the Crescent Plaza, the Applicant must amend the Site Plan for the Crescent Plaza development for the modifications to the public use space. The amendment may be processed as an Administrative Amendment.

Sunday, October 21, 2012

APPENDIX

7100 Wisconsin Avenue, Project Plan 920130010

A. Correspondence from Community

- Crescent Plaza Owners/Residents Response to 7100 Wisconsin Avenue Development Applications – August 24, 2012
- David Dabney re Eastham (October 2, 2012)
- Phyllis K. Lerner - Crescent Plaza resident October 12, 2012)

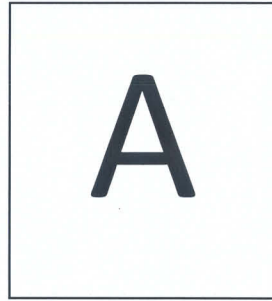
B. Memos from Public Agencies/Utilities:

- Department of Permitting Services - October 8, 2012
- Washington Gas - October 1, 2012
- Department of Housing and Community Affairs - October 1, 2012
- State Highway Administration - August 28, 2012

C. Sector Plan Pages Referenced in the Staff Report:

- The Urban Design Objectives (Plan Page 36-50)
- The Wisconsin South Corridor (Plan Page 123-127)
- The Metro Core District (Plan Page 62)
- The Wisconsin Corridors North and South (Plan Page 196)
- Bicycle Network Plan (Plan page 158)

D. Gallery of Images About Compatibility and Height



Correspondence from Community

- Crescent Plaza Owners/Residents Response to 7100 Wisconsin Avenue Development Applications
August 24, 2012
- David Dabney re Eastham Park
October 2, 2012
- Phyllis K. Lerner Crescent Plaza resident
October 12, 2012

Crescent Plaza Owners/Residents Response to 7100 Wisconsin Avenue Development Applications



Prepared by:

**Crescent Plaza Proposed
Development Committee**
7111 Woodmont Ave
Bethesda, MD 20815

August 24, 2012

③

CRESCENT PLAZA OWNER/RESIDENT CONCERNS & RECOMMENDATIONS

RESPONSE TO 7100 WISCONSIN AVENUE DEVELOPMENT APPLICATIONS

Project Plan & Alternative Plan Design Application Number: 920130010

Submitted to Montgomery County Planning Department on August 23, 2012 by Owners and Residents, as identified in Exhibit I, of Crescent Plaza Condominium, 7111 Woodmont Ave, Bethesda, MD 20815

BACKGROUND

Crescent Plaza (CP) has existed as Condominiums since January 2005. CP owners and residents are able to afford living in Bethesda, with all the ideal urban amenities that it provides, because the cost to live in a CP condominium is much less than the cost to live in surrounding properties. Generally, the homes in the Bethesda/Chevy Chase area surrounding CP are very highly priced, whereas CP condominiums are affordable due to the low square footage of each unit. The small amount of living space inside each unit makes the view from windows and balconies, and the amount of sunlight that enters the unit, that much more important.

CP owners and residents originally learned of the preliminary plans to build 7100 Wisconsin Avenue adjacent to CP, on both the Exxon station lot and the Parvizian parking lot, in early 2012 following presentation to the representatives of the Crescent Plaza Board of Directors (BOD) and the first public meeting. At the public meeting CP learned that the Parvizian parking lot was part of the Exxon lot development, and that Washington Property (the developer) planned to build a 9-story rental apartment building spanning the two lots. We also learned from this presentation that in order to generate profit given the limits imposed by zoning and master plan requirements, the design proposed must use as much of the square footage of the two lots as possible, meaning that the proposed building would need to be as close to CP as feasibly possible.

A CP liaison committee was then formed by the Crescent Plaza BOD to learn more about the project and identify issues related to the 7100 Wisconsin development that would need to be addressed by the BOD.

The liaison committee has since turned into a committee of concerned owners that do not want to merely negotiate construction concerns, but work directly with Washington Property and the Montgomery County Planning Department to produce a more acceptable and cohesive plan for incorporating 7100 Wisconsin into the block in which Crescent Plaza already resides. In this vein, Crescent Plaza owners/resident representatives have participated in the following meetings to date:

- Friday, April 27, 2012 at 5:00 pm – Meeting with Washington Property representatives in which the original 9-story plan was again presented, as well as an alternative 12-story step-down plan.
- Wednesday, May 2, 2012 at 9:00 am – Meeting with Planning Department representatives and Washington Property representatives, at the Planning Department offices, to discuss the efficacy and chance of approval for increasing the height limit to 120 feet. This would allow

Washington Property to push 7100 Wisconsin further away from Crescent Plaza and step down the back of the building from 12 stories to 10 and then 4 stories.

- Monday, May 7, 2012 at 8:00 am – Meeting with Planning Department representatives, Robert Kronenberg and Margaret Rifkin, here at Crescent Plaza. This included an education on the application process, our options for citing issues and concerns, and how we would be amenable to working with the Planning Department staff as well as Washington Property to produce an agreeable outcome.
- Tuesday, May 29, 2012 at 6:00 pm – Pre-submission public meeting presented by Washington Property and their representatives. A number of concerns from Crescent Plaza and other neighborhood property owners were identified during the question and answer session.

Additionally, owner/resident representatives of Crescent Plaza have been in contact with both the Planning Department and Washington Property on multiple occasions via phone and email. It was in a phone discussion on Thursday, July 5th, with Heather Dlhopsky of Linowes and Blocher LLP, representing Washington Property, that we became aware that Washington Property will actually be submitting two applications, one for the original 9-story plan and one for the alternative 12-story, step-down plan.

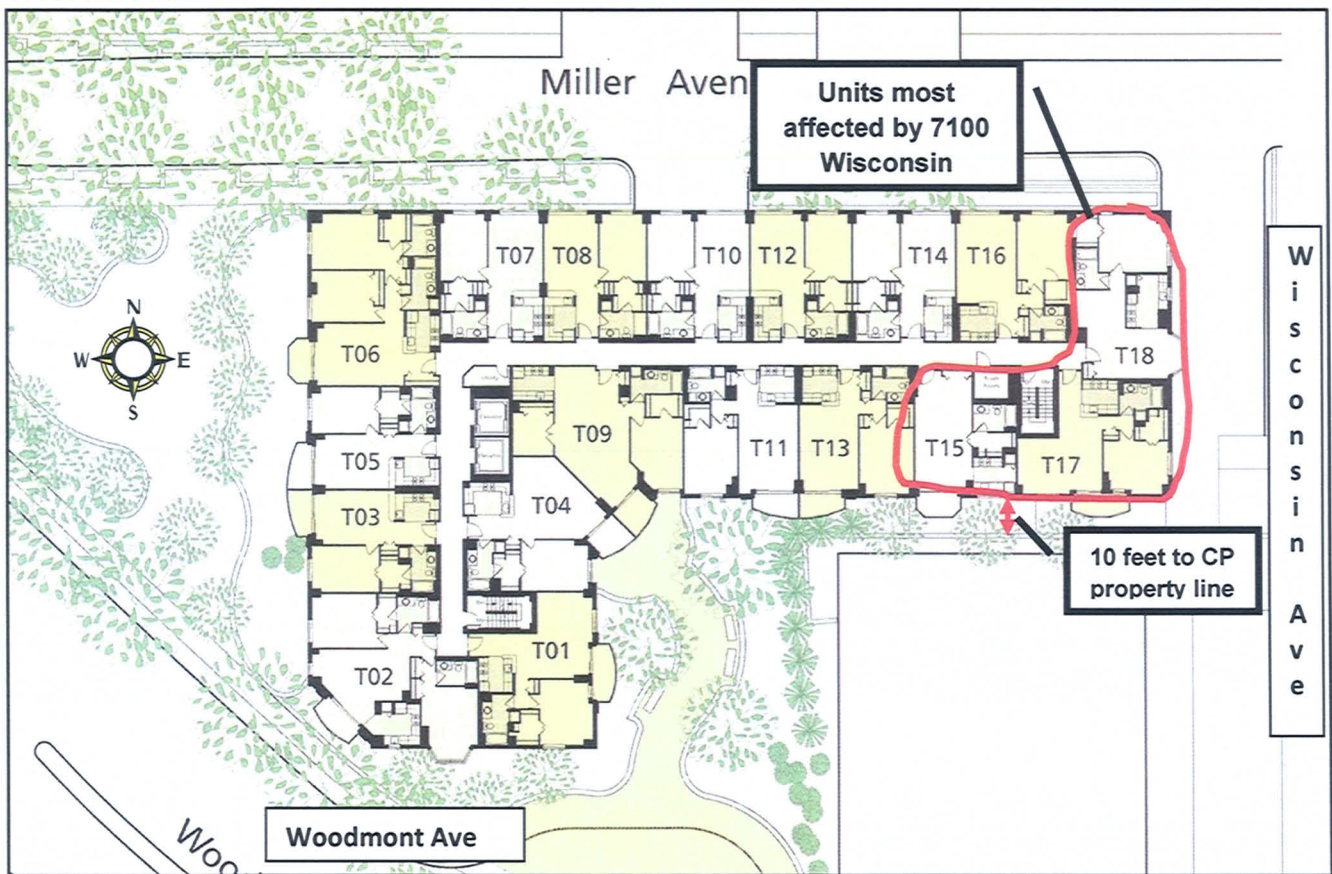
PRIMARY CONCERNS OF CRESCENT PLAZA OWNERS

If the proposed uniform 9-story, L-shaped plan (Project Plan Application Number 920130010) for 7100 Wisconsin Avenue is approved and built, 24 condominium units in Crescent Plaza (CP) will be completely blocked by the new development (CP Tiers 15, 17, and 18 – see Crescent Plaza diagram below), and 44 additional Crescent Plaza units will have a direct view of the back of 7100 Wisconsin (CP Tiers 01, 04, 09, 11, and 13). This plan for the uniform 9-story building will result in:

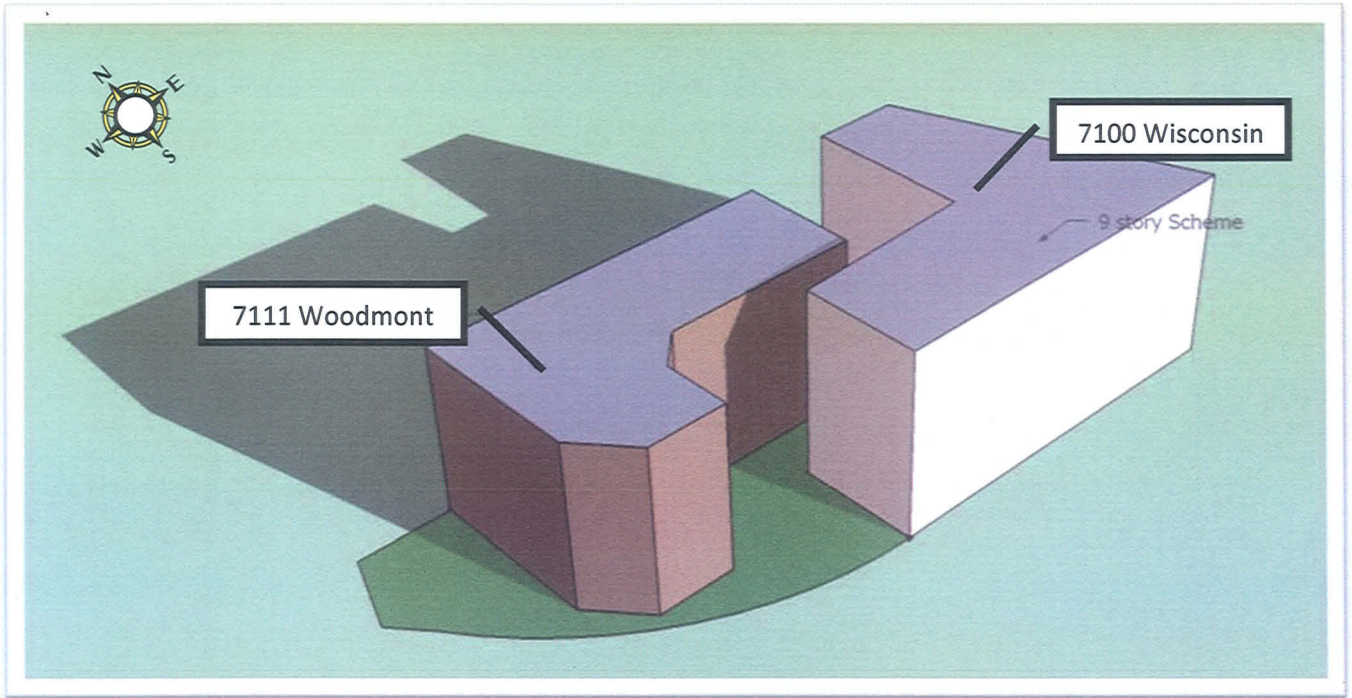
- CP Tiers 15, 17, and 18 losing all direct sunlight and greatly reducing any natural light (Tier 18 has one north-facing window that may provide a small amount of natural light)
- CP Tiers 15, 17, and 18 will lose all east and south views (see current views and proximity to proposed building in Exhibits A through H included at the end of this response)
- A cavernous space between the buildings varying from a mere 26 feet to about 34 feet (not taking into account CP's 5 foot balconies which reduce this space to 21 feet from Tiers 15 and 17) that will not have any direct sunlight (see current views and proximity to proposed building in Exhibits A through H included at the end of this response)
- A significant loss of privacy for CP Tiers 15, 17, and 18 due to the close proximity of the 7100 Wisconsin apartments that would be directly facing CP

We understand that Washington Property was somewhat limited in its approach to this plan by the fact that CP was built only 10 feet off its property line in front of Tiers 13, 15 and 17 (see below), but given that CP already exists and represents significant investment on the part of its current owners, we would hope that our concerns will not only be considered but truly influence the final outcome of the 7100 Wisconsin development.

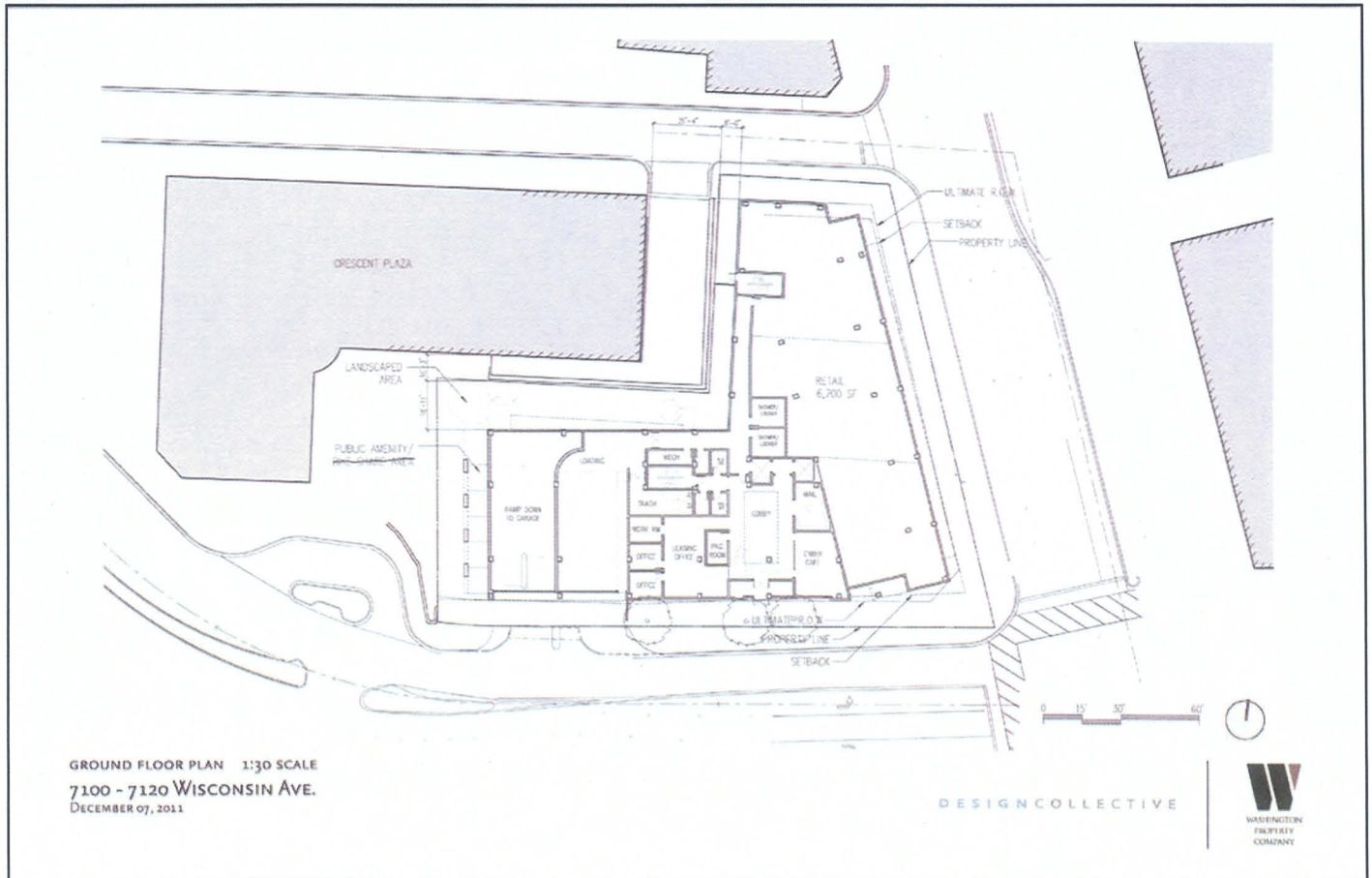
Crescent Plaza



With that said, the following is a rough representation of the 9-story plan (Application Number 920130010) showing how 7100 Wisconsin would completely block sunlight to almost a quarter of CP units for all or a majority of the day (depending on unit location). This plan provides no mitigation for the loss of light to CP and is unacceptable to the CP owners and residents identified on the attached list.



Uniform 9-Story Plan as Originally Presented to CP:



SECONDARY CONCERNS OF CRESCENT PLAZA OWNERS

In addition to loss of natural light, view, and privacy, CP owners want to work with Washington Property and the Planning Department staff to plan for or mitigate the following potential issues:



- The space between the two buildings – The most logical approach would be to integrate a common/park area between the buildings.
- The safety of CP residents – How will the increased foot traffic be managed? What will be put in place to protect CP residents in the common areas between the buildings?
- Excessive light and/or noise coming from 7100 Wisconsin at night – Although outside lighting needs to be adequate for safety purposes, CP owners will not tolerate bright lights on the outside of 7100 Wisconsin (at least on the sides facing CP). How will the noise from the building's HVAC units, generators, etc., be mitigated?
- The addition of even more traffic to Woodmont Avenue (following the development of Lots 31 and 31A) – What is the estimated effect on traffic with the addition of all the development projects currently in play in this area? What plans are in place to mitigate this potential traffic congestion?
- Waste management and loading/unloading at 7100 Wisconsin – Based on the plans addressed here, the loading dock will be on Woodmont Avenue. This has the potential to create traffic issues on Woodmont as waste management trucks and delivery trucks try to maneuver into the loading dock and/or end up parking/standing on Woodmont Avenue.
- Air quality, especially for CP units that will be blocked by 7100 Wisconsin – How will exhaust fumes from the garage be mitigated? How will air flow between the buildings be managed?
- Exxon station clean-up – What exactly are the procedures for cleaning up potentially toxic waste from the removal of the Exxon station? Will this have an effect on CP property or residents?

We request that these concerns be addressed and acceptable solutions negotiated during the development review process as appropriate.

WHAT CP OWNERS WOULD SUPPORT

CP owners and residents would support a plan for 7100 Wisconsin Avenue that (a) retains a certain amount of light and views for CP units closest to the new building; (b) a plan that provides for an enhanced, shared common area; and (c) ***a plan that is not a 9-story box in front of our building.***

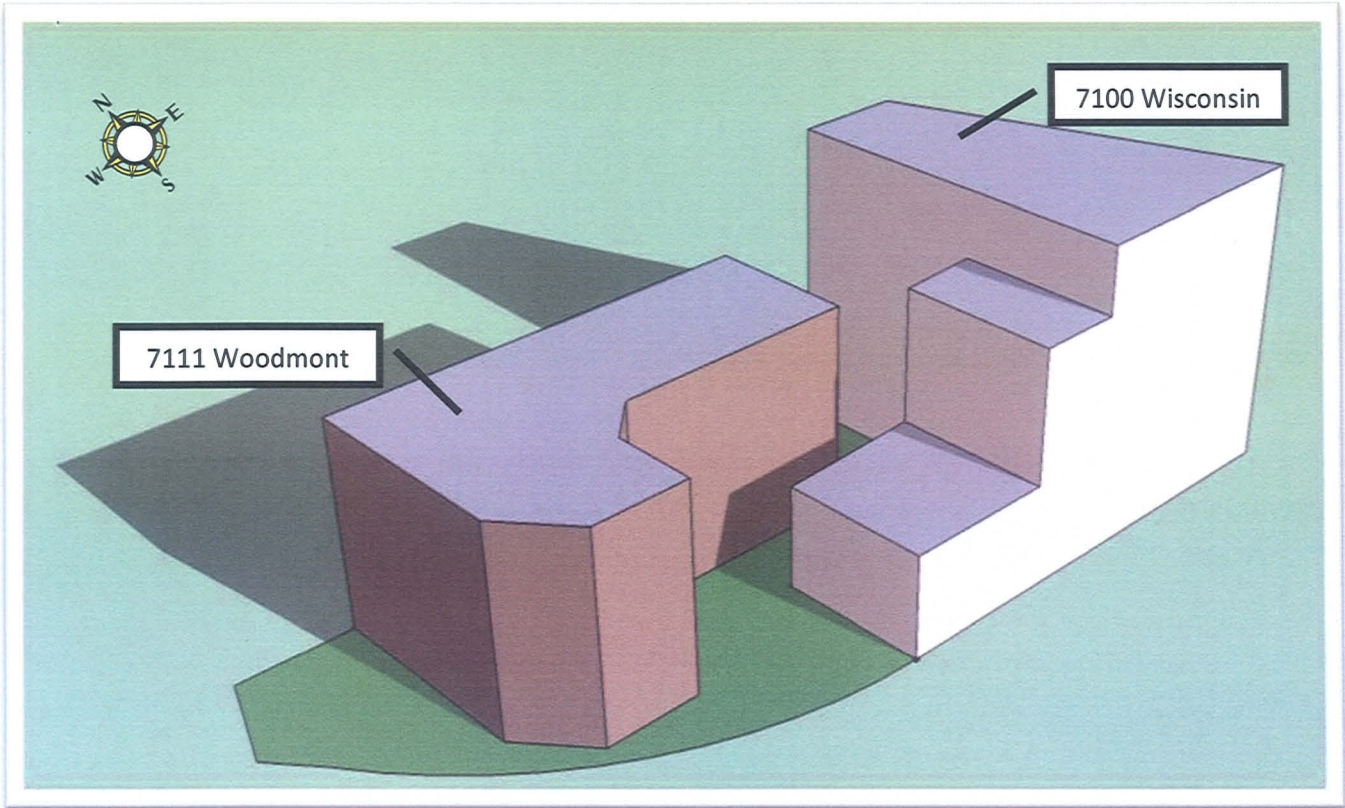
First Choice:

Since a proposal for no development on the 7100 Wisconsin property is unreasonable, CP owners/residents would fully support a 90 foot/9-story building that is stepped down from 9 stories as the building becomes parallel to CP property. Preferably, where the 7100 Wisconsin building becomes parallel with the CP building, 7100 Wisconsin would be no more than 2 to 3 stories. We realize that this choice has not been proposed by Washington Property and would not maximize available FAR for the property, thus possibly reducing or eliminating profit for Washington Property. On the other hand, a final architectural design that provides for higher value units in the proposed building could be explored.

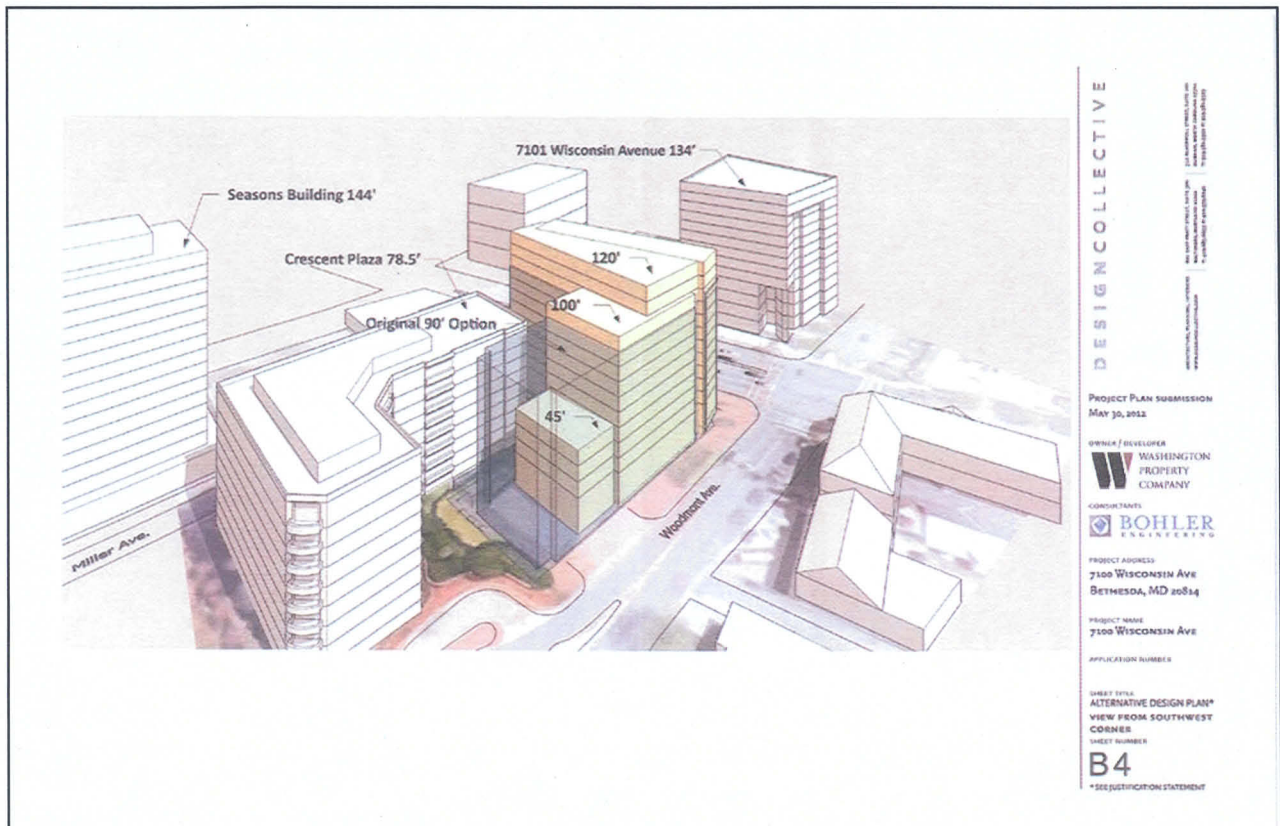
Second Choice:

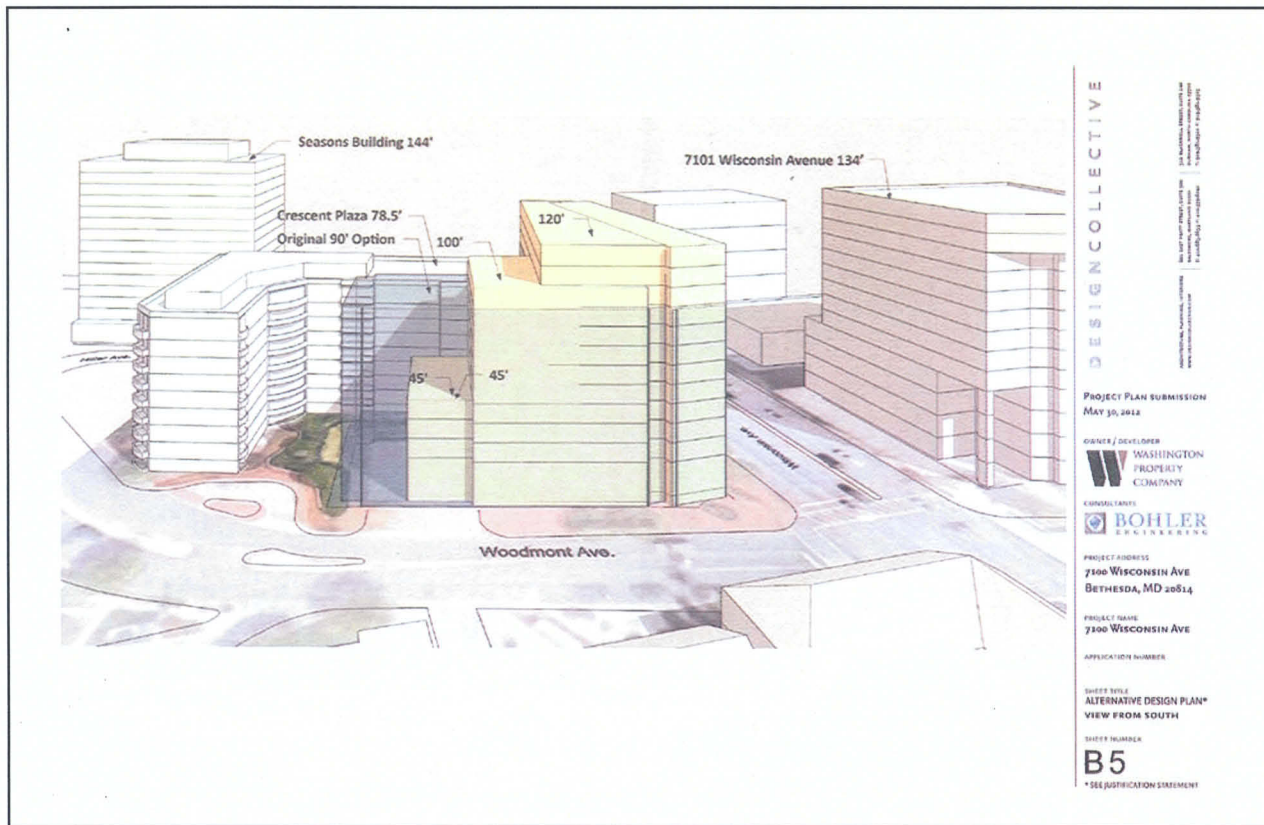
The Alternative Plan Design submitted under Application Number 920130010 is our second choice and would be an acceptable solution. This is a 12-story, 120 foot building that steps down to 10 stories and then 4 stories. With this approach, the loss of sunlight (natural light) will be significantly reduced for those CP units most directly affected by the development. The rough diagram below provides a representation of the affects of this alternative plan on light to CP.





Below is this alternative design plan as represented by Washington Property. Again, it is evident that with this design, CP is afforded significantly more direct sunlight.





We understand that the maximum height for the 7100 Wisconsin property has been approved at a uniform 90 feet which is an adjustment to the 75 foot maximum set by the Master Plan. Unless Washington Property can find a way to finalize a plan as identified in our “First Choice,” CP owners/residents believe this 12-story building is the plan that should be approved because:

- It is set further toward Wisconsin Avenue, creating more space between the two buildings
- It reduces the “deep canyon” between the buildings and the resulting potentially unsafe environment
- It will allow significantly more sunlight/natural light for a majority of the affected CP units
- It will be more attractive from CP units (based on green roofs on the step down areas) and be more interesting from the street and the surrounding neighborhood
- The height on Wisconsin will compliment 7101 Wisconsin Avenue (14-story, 134 foot building across the street from the 7100 property)
- It provides a reduced mass on the south side of the building which fits better with the adjacent two story homes and businesses

The bottom line is that, of the two plan designs, CP owners/residents want the Planning Department Staff and Board to seriously consider the Alternative Plan Design submitted under Application Number 920130010 – it is the more logical plan design for maximum compatibility with Crescent Plaza and the neighborhood, and is sound urban planning for the benefit of all concerned.

We at CP hope that the Planning Department Staff is able to work with Washington Property to create a building and green space on the 7100 Wisconsin lot that can ultimately benefit all stakeholders.



Exhibit I of this document includes a list of CP owners and renter/residents that support the discussion and recommendations identified above. Signed support forms are available for review should this be necessary. Although this document is being submitted by all the individuals identified in Exhibit I, should there be any questions, please contact:

Kimberly Sutherland
7111 Woodmont Ave, Unit 113
Bethesda, MD 20815
202-441-1374
kimsindc@yahoo.com



EXHIBIT A

Unit 615 – Eastern Sky View – Will be eliminated with either plan design



12

EXHIBIT B

Unit 615 – Southern View – Will be eliminated with 9-story plan



EXHIBIT C

Unit 615 – Looking down into parking lot that will be the backside of 7100 Wisconsin property

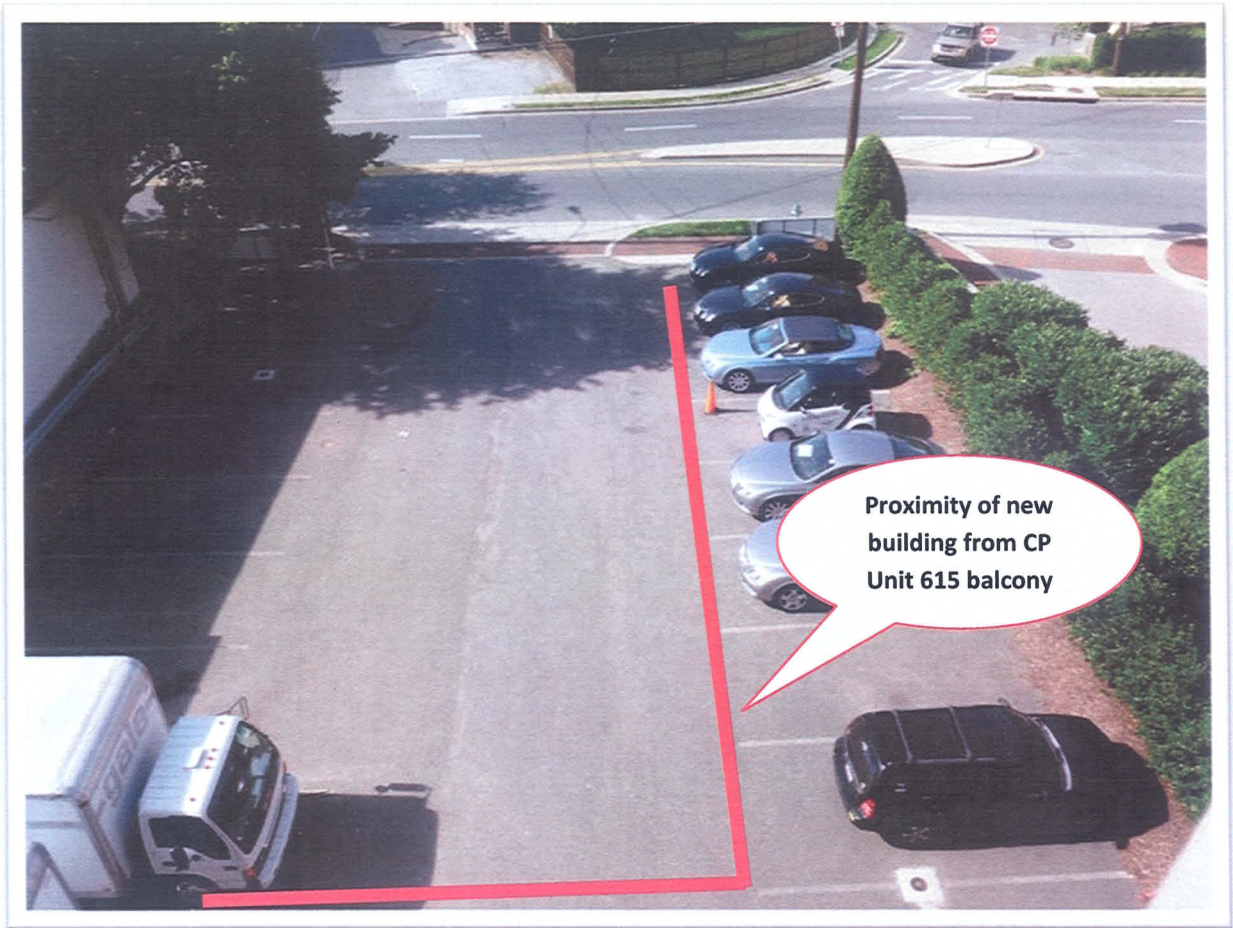


EXHIBIT D

Unit 715 – Southeast View – Will be eliminated with 9-story plan

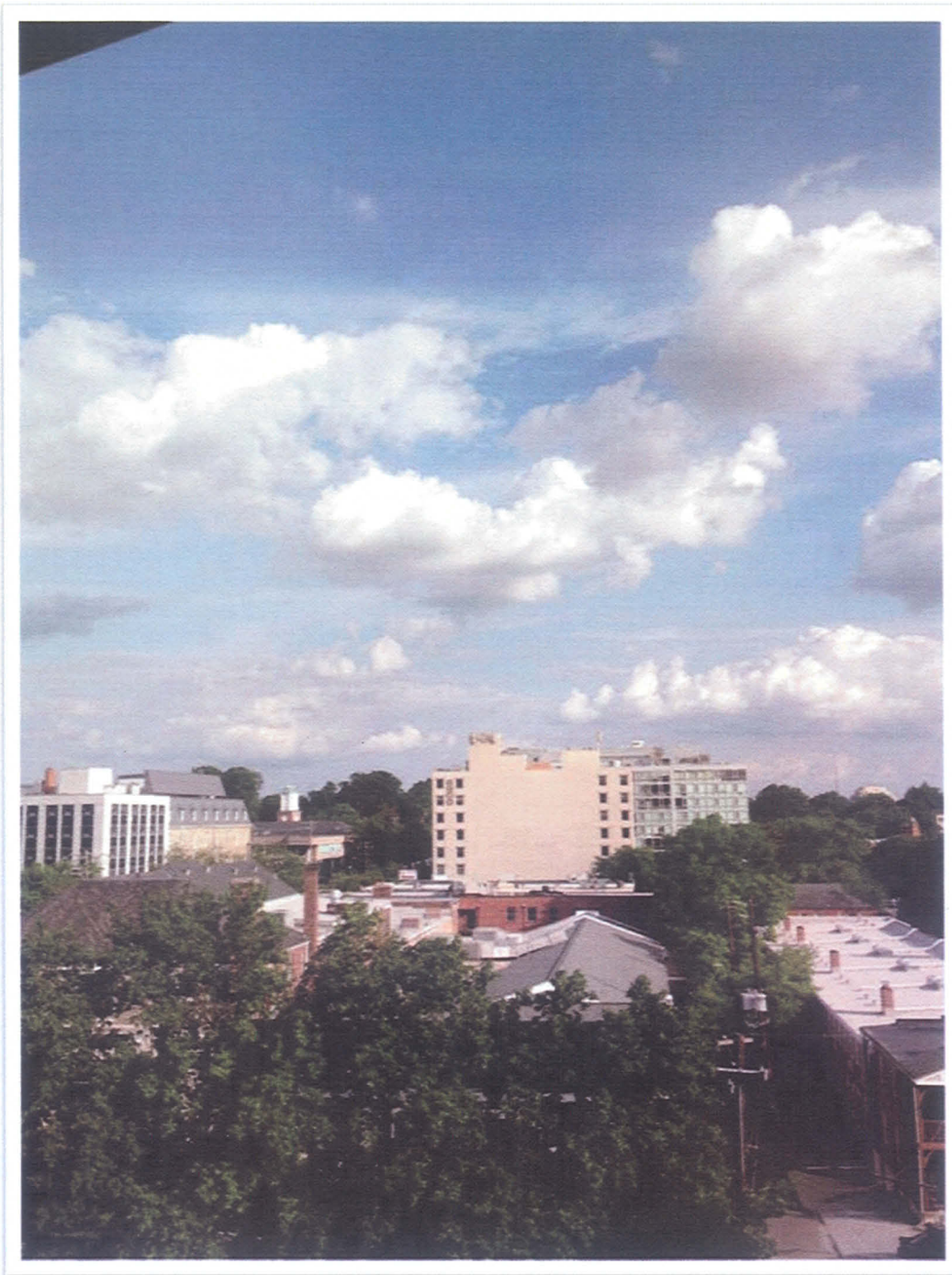


EXHIBIT E

Unit 715 – Southern View – Will be eliminated with 9-story plan

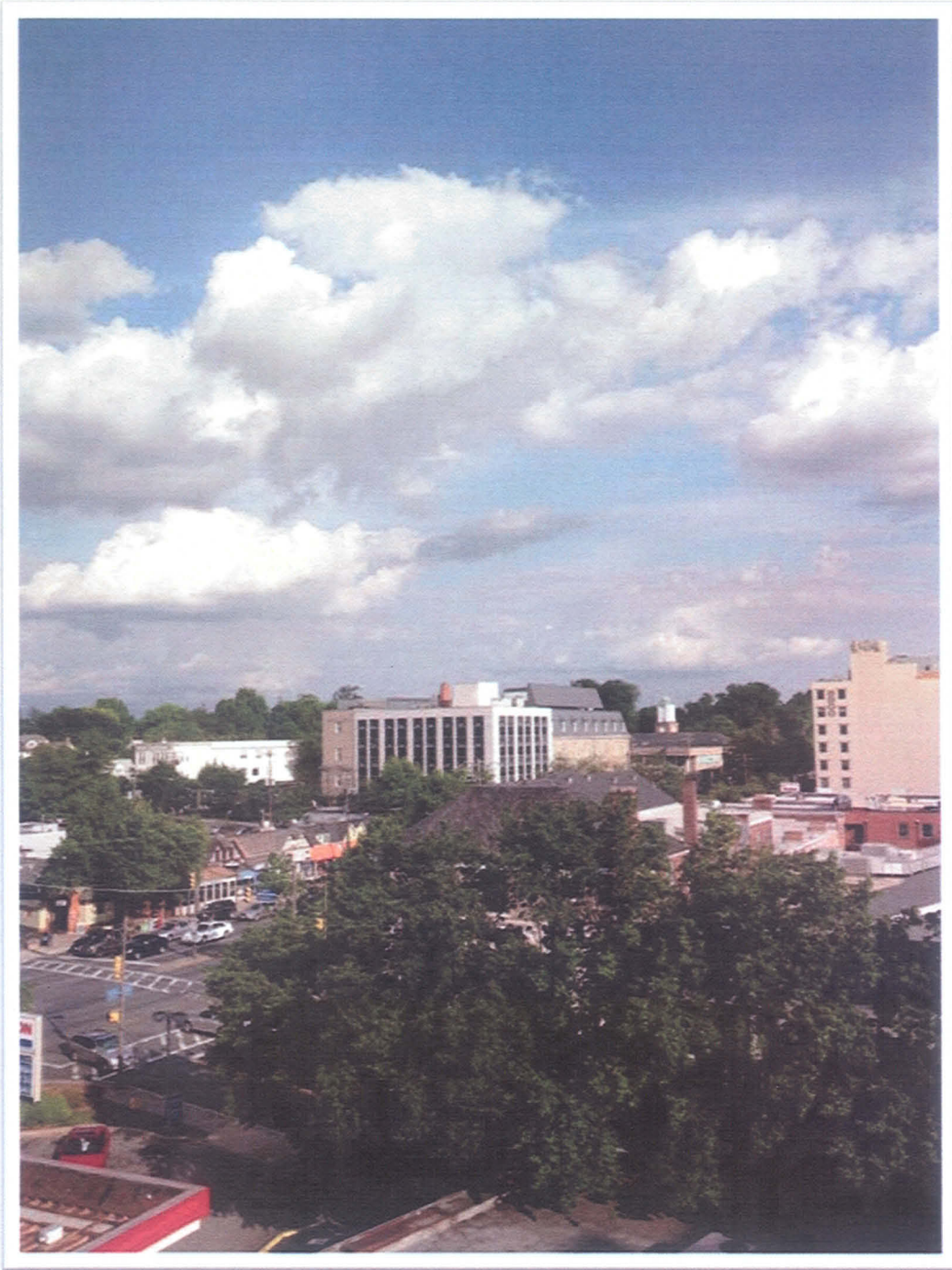


EXHIBIT F
Unit 504 – Eastern View

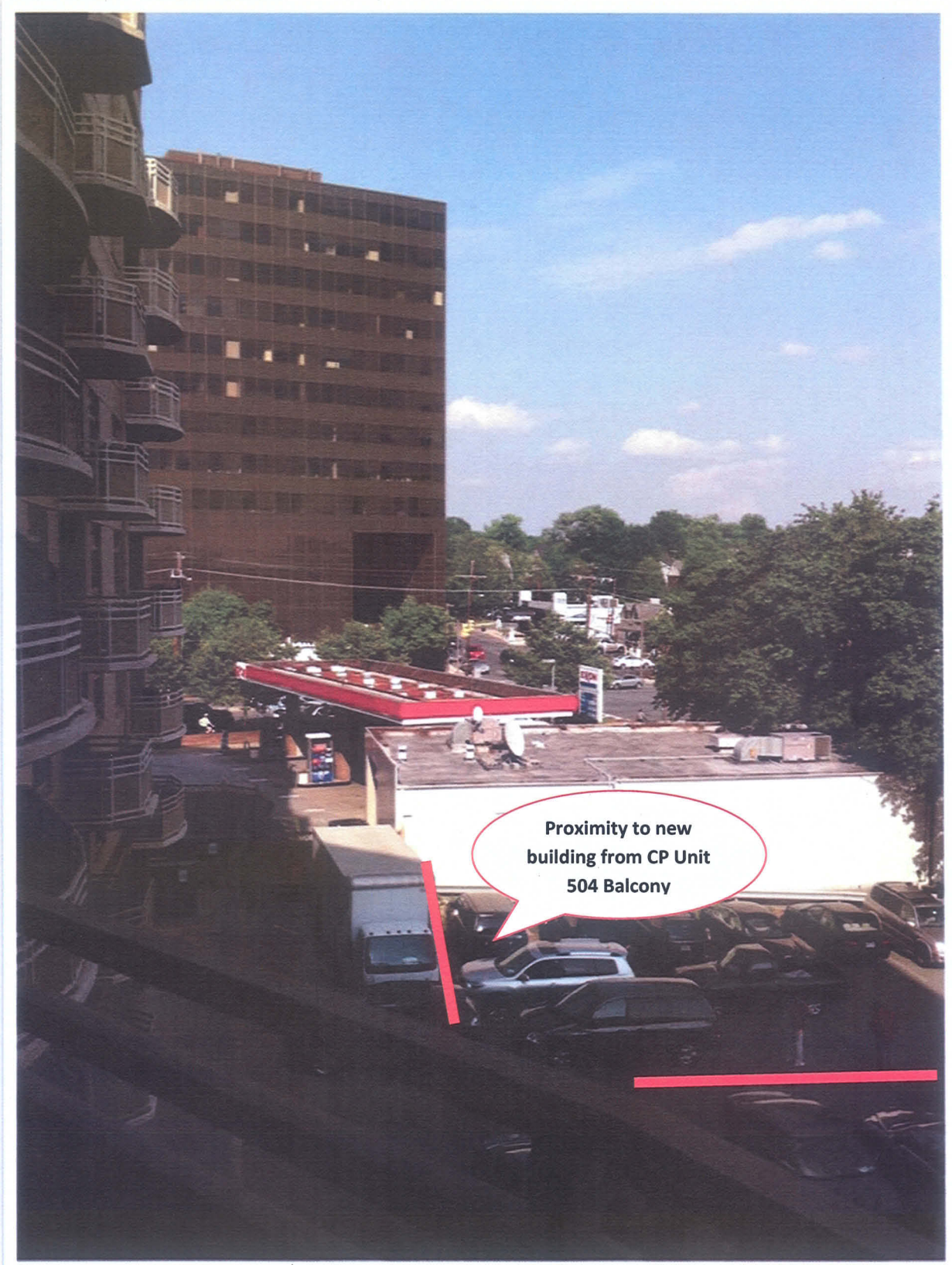


EXHIBIT G
Unit 509 – East View (Left Balcony)

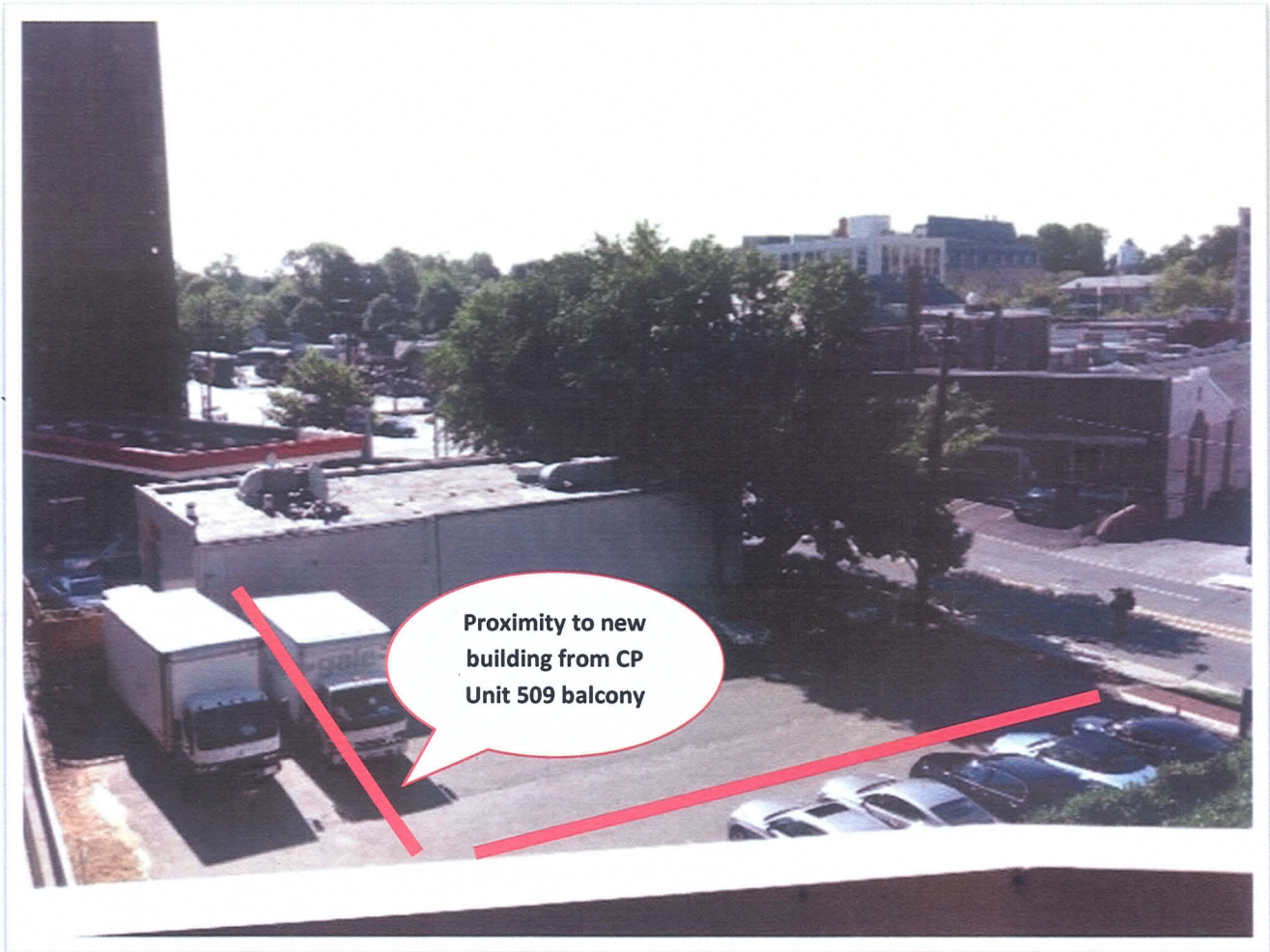
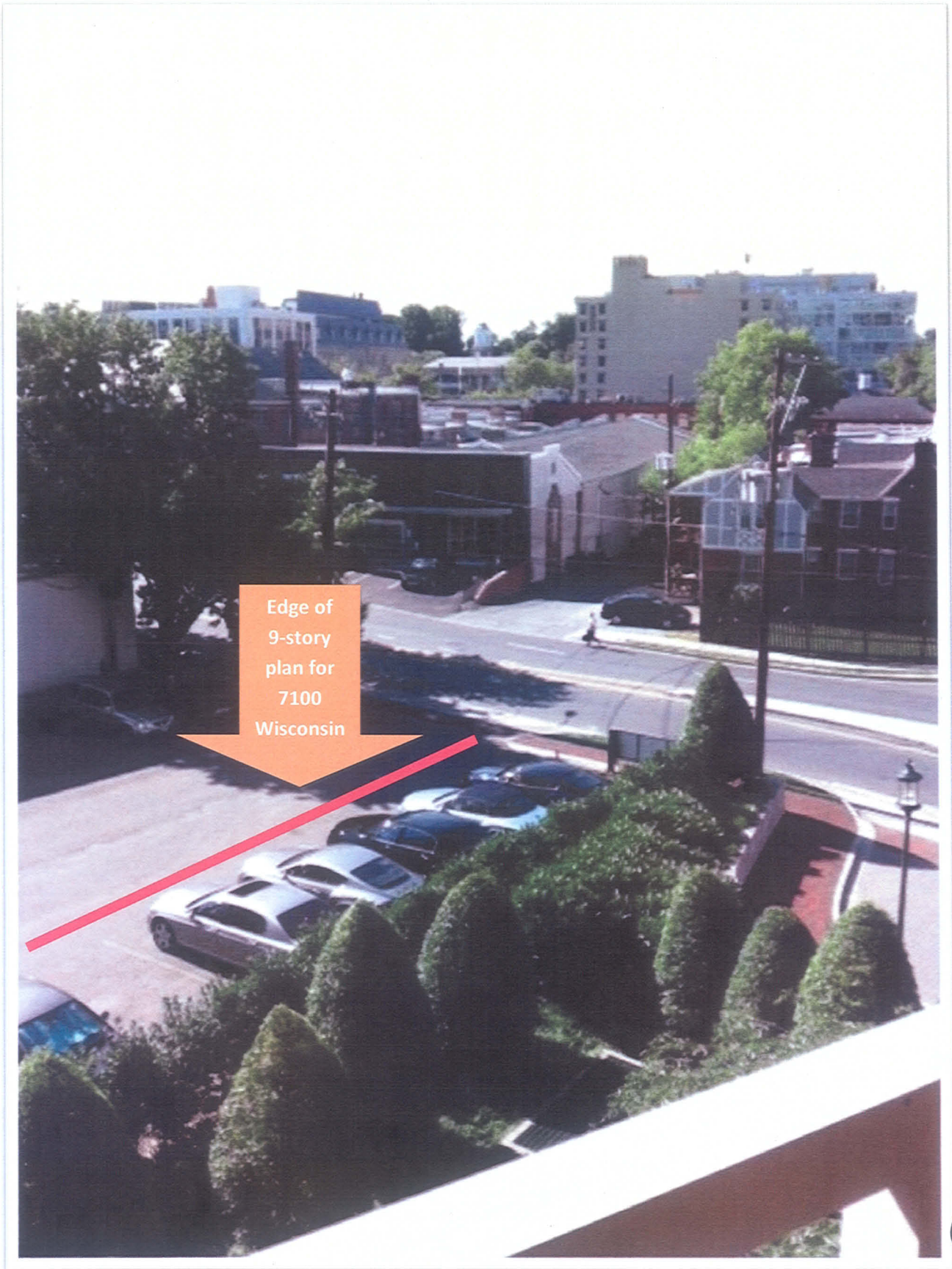


EXHIBIT H
Unit 509 – Southeast View (Center Balcony)



19

EXHIBIT I

Support of Written Concerns Regarding 7100 Development Plan as Prepared by The Crescent Plaza Proposed Development Committee

*A copy of the signed agreement forms are available for review.

Unit Number	Name	Owner	Renter
101	William Valis	X	
102	Andrew Cardoni		X
102	Mike Mahn		X
106	Linda G. Haft	X	
106	Marci Burke		X
106	Robert Burke		X
106	Stacy Ann Rappaport	X	
113	Kimberly Sutherland	X	
201	Melvin Kraus	X	
203	Katie O'Connell	X	
205	Annie Shih	X	
205	Jason Laguna	X	
209	Arlene Kuperstein	X	
211	Lee Abigail	X	
305	John Bryant	X	
316	Simone Leifert	X	
317	Shivohn Valdecantos	X	
401	Kristy Hanson		X
402	Cemil Alyanak		X
402	Maria Alyanak		X
403	Joseph Roberts		X
406	Daniel Ashtary-Yazdi	X	
406	Niloo fak Ashtary-Yazdi	X	
408	Emily Levely	X	
409	Michael Magoon		X
410	Regina L. Fink	X	
414	Warisara Lulitanonda	X	
414	Weenarin Lulitanonda	X	
415	Margaret Richter	X	
417	Patrick Brettell	X	
501	Namita Kothary	X	
502	Emil Lenchak	X	
504	Lillian Burch	X	
504	Ted Burch	X	
508	Jerry Goldstein	X	
508	Lisa Goldstein	X	
509	Phyllis K. Lerner	X	
510	Angelh Zah	X	
511	Rosette Kurtz	X	

EXHIBIT I

Support of Written Concerns Regarding 7100 Development Plan as Prepared by The Crescent Plaza Proposed Development Committee

*A copy of the signed agreement forms are available for review.

Unit Number	Name	Owner	Renter
513	Yuko Asano	X	
515	Amparo Moussa	X	
515	Antoun Moussa	X	
517	Blythe Worley	X	
604	John Bryant	X	
609	Alisha Greenberg	X	
609	Chris Farley	X	
612	Erin Cole		X
614	Sara Gerstt	X	
615	Jean Salemm	X	
616	Carol Stern	X	
617	Terence L. McHugh	X	
618	Kelly Kiluge	X	
701	Kevin Berry		X
701	Rebecca Wood		X
702	Enrique Michelotti	X	
702	Graciela Michelotti	X	
703	Adrienne S. Hedman	X	
703	Marc A. Hedman	X	
706	Sis Saturn		X
709	Kevin Jancovic	X	
709	Patricia Weir-Jancovic	X	
712	Olga Chistyakova	X	
712	Tatyana Chistyakova	X	
713	Phil Brunell	X	
715	Anne C. Saulkalns	X	
716	Farhad Moayyad	X	
717	D. Scott Cohen		X
718	Dennis Friedman	X	
805	Steven Crump	X	
807	Daniel Hanson	X	
808	Deborah Kwon	X	
809	Louis A. Torres		X
809	Stephanie Bissell Torres		X
811	Catherine A. O'Hara	X	
814	Elizabeth Moylan		X
817	Carol Docktor	X	
901	Adhela Jukan	X	
901	Stefano Baroni	X	

EXHIBIT I

Support of Written Concerns Regarding 7100 Development Plan as Prepared by The Crescent Plaza Proposed Development Committee

*A copy of the signed agreement forms are available for review.

Unit Number	Name	Owner	Renter
904	Leslie Wharton	X	
905	Alfredo Ignacio	X	
905	Su C. Kim	X	
908	Jason Rostedt		X
909	Mark Peller	X	
913	James. A. Poulos	X	
916	Caitlin Carlock	X	
503, 505	Amita Shukla	X	
701, 914	Mehrdad Eskandary	X	
902, 903	Robert S. Waldman	X	

(22)

Rifkin, Margaret

From: Dave Dabney <ddabney@bethesda.org>
Sent: Tuesday, October 02, 2012 9:05 AM
To: Rifkin, Margaret
Cc: Jeff Burton
Subject: Public Amenities in Bethesda
Attachments: DSC_0004.JPG; DSC_0005.JPG

Margaret,

I wanted to drop you a note to let you know that as we approach our 2014 20 year anniversary and with the County Council unanimously approving our 5 year reauthorization already three times, BUP stands ready to continue its successful partnership with the County in the stewardship of the Bethesda Urban District well into the future. With that in mind we take very seriously the visionaries that came before us. Those individuals and businesses that paved the way for the next generation. It is important to remember those who were responsible for that vision and who worked hard to bring that vision forward. The vision for the Arts in Bethesda and the vision for what the privatization of the Urban District would accomplish was shared by many in business, its residents and the developers. One name that comes to mind is the Eastham name. One of the oldest businesses in Bethesda was started by Robert Eastham Sr. and then carried on by his son Robert Jr (Bob). Much of what we do here at BUP is modeled after the influence that Bob had on our early development as a corporation and the pride he took in the appearance of his business. We have grown tremendously in so many ways. The trust that the community has in our ability to do with the Urban District what Bob did with his small corner on Wisconsin Ave since 1929 is something that we do not take for granted. His station won top honors within the Exxon Corporate Structure year after year for excellence in service and cleanliness. He passed along that philosophy to us as our first Board of Directors Chair back in 1994. Bob passed away last year and did not leave behind children who could carry on the Eastham tradition. Bob and his Father before him did touch this community in many ways as exhibited by the outpouring of sentiment when the station closed this past weekend.

Bob felt strongly about his family's name and to honor his Father he built with his own money a wonderful memorial on a small piece of County property at the corner of Leland and Woodmont. He meticulously manicured that plot of land almost daily so that it would shine like his station. With Bob's passing and the station closing, that plot of land with the Eastham memorial could deteriorate and not be to the community what Bob had intended it to be. As an ex-marine he felt strongly about the American Flag flying over the memorial 24/7 and provided the appropriate lighting to make that happen. This park is just outside of the Urban District boundaries and therefore is not on our maintenance records. Our legislation does allow for us to do work outside the Urban District if it is a Gateway. An example of that would be the care and maintenance agreement we have with SHA for the median strips on Wisconsin from Pooks Hill to Dorset. We are fairly compensated for our services through an MOU with SHA and for the fees we receive we provide a very high level of service on those areas.

We would not like to see this Park fall on hard times. We do have the expertise to properly care for this Park in its current state or in any future consideration the Planning Board gives to improvements to that parcel. If proper funding for the care and maintenance can be arranged, we would gladly add this to our maintenance records.

It has been my honor to serve this organization from my role on the Advisory Committee in the late 80's to the Treasurer of the Corporation in 1994 and then as The Executive Director since 1999. The staff here at BUP is made up of tenured professionals who are passionate about their role in the community. We can continue to provide, if given the opportunity and the funding, excellent service to this community in the areas of Arts and Entertainment, Marketing, Landscape and Maintenance as well as traffic mitigation alternatives.

Thanks for your valuable contributions to our success, we look forward to working with you and playing a part in the next chapter of Bethesda's future development.

Dave



Dave Dabney

Executive Director

Bethesda Urban Partnership

7700 Old Georgetown Road

Bethesda, Maryland 20814

www.bethesda.org

301-215-6660 extension 122

240-876-8492 cell





Woodmoor

Leland St

25

EASTHAM PARK

EASTHAM PARK
DEDICATED IN MEMORY OF
ROBERT L. EASTHAM, SR.
EARLY BETHEDEA BUSINESSMAN

MCP-CTRACK

From: Phyllis Lerner <phyllisklerner@gmail.com>
Sent: Friday, October 12, 2012 1:49 PM
To: MCP-Chair
Subject: Planning meeting 11/1

RECEIVED
0830
OCT 12 2012

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

Testimony:

I am an owner/resident of Crescent Plaza, at the address below. Our neighborhood is in the throes of considerable construction and development.

My greatest concern is with the original submission on the corner of Wisconsin and Leland-Woodmont Ave. The revised application of Washington Property Development is far superior to their first design.

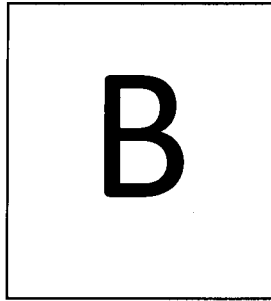
The first plan, aligned with current planning goals, was quite literally an affront to our property, values and well being. As we have worked together to better retain our space, air, light and aesthetic, I am able to offer this new effort my consent.

Most gratefully,
E signature: Phyllis K Lerner

Please contact me with any additional questions. I will follow-up this email with a personal plea, written last month.

Please excuse keyboard errors!
Phyllis K Lerner
7111 Woodmont Ave. #509
Bethesda, MD 20815
H/O 301.951.1112
Cell 301.580.1185

27



Memos from Public Agencies/Utilities

- Department of Permitting Services
October 8, 2012
- Washington Gas
October 1, 2012
- Department of Housing and Community Affairs
October 1, 2012
- State Highway Administration
August 28, 2012



DEPARTMENT OF PERMITTING SERVICES

Isiah Leggett
County Executive

October 8, 2012

Diane R. Schwartz Jones
Director

Matthew K. Jones, P.E.
Bohler Engineering
16900 Science Drive, Suite 104
Bowie, MD 20715

Re: Stormwater Management **CONCEPT** Request
for Washington Property Company
Preliminary Plan #: Pending (920130010)
SM File #: 243204
Tract Size/Zone: 0.58 Ac./CBD-R2
Total Concept Area: 0.87 Ac.
Lots/Block: 1, 31 & 32 / 1
Parcel(s): 1-3
Watershed: Little Falls Branch

Dear Mr. Jones:

Based on a review by the Department of Permitting Services Review Staff, the stormwater management concept for the above mentioned site is **acceptable**. The stormwater management concept proposes to meet required stormwater management goals via ESD to the MEP by the use of green roof technology and a micro-bioretenion planter box. Due to site constraints full ESDv cannot be provided and a waiver is granted for site quantity control.

Please submit a revised stormwater management concept for review and approval. All submissions must be accompanied by a resubmittal application. Concept resubmissions do not require submission of additional review fees. The revised submission must incorporate the following items:

The following **items** will need to be addressed **during** the detailed sediment control/stormwater management plan stage:

1. Prior to permanent vegetative stabilization, all disturbed areas must be topsoiled per the latest Montgomery County Standards and Specifications for Topsoiling.
2. A detailed review of the stormwater management computations will occur at the time of detailed plan review.
3. An engineered sediment control plan must be submitted for this development.
4. All filtration media for manufactured best management practices, whether for new development or redevelopment, must consist of MDE approved material.
5. Landscaping shown on the approved Landscape Plan as part of the approved Site Plan are for illustrative purpose only and may be changed at the time of detailed plan review of the Sediment Control/Storm Water Management plans by the Mont. Co. Department of Permitting Services, Water Resources Section.
6. Provide easements and covenants for both stormwater BMPs.
7. Use the latest MCDPS design criteria for the micro-biofilter and green roof.

255 Rockville Pike, 2nd Floor • Rockville, Maryland 20850 • 240-777-6300 • 240-777-6256 TTY
www.montgomerycountymd.gov

8. The green roof will be 8 inches and take up 5,500 square feet of the roof area (34%). The green roof is to be designed by a professional with green roof experience.
9. Street improvements are to be treated by a Filtera (or similar type device approved by MCDPS). DOT and DPS (Right of Way Section) must approve the structure as well..
10. The park area (which is considered to be in a different drainage area) is to be replanted, which will be considered as maintenance. No other stormwater maintenance is required for this area.

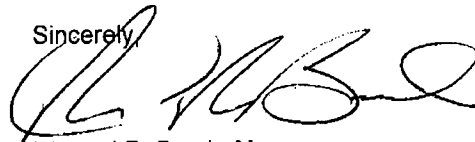
This list may not be all-inclusive and may change based on available information at the time.

Payment of a stormwater management contribution in accordance with Section 2 of the Stormwater Management Regulation 4-90 **is required**.

This letter must appear on the sediment control/stormwater management plan at its initial submittal. The concept approval is based on all stormwater management structures being located outside of the Public Utility Easement, the Public Improvement Easement, and the Public Right of Way unless specifically approved on the concept plan. Any divergence from the information provided to this office; or additional information received during the development process; or a change in an applicable Executive Regulation may constitute grounds to rescind or amend any approval actions taken, and to reevaluate the site for additional or amended stormwater management requirements. If there are subsequent additions or modifications to the development, a separate concept request shall be required.

If you have any questions regarding these actions, please feel free to contact David Kuykendall at 240-777-6332.

Sincerely,



Richard R. Brush, Manager
Water Resources Section
Division of Land Development Services

RRB: tla CN243204 Washington Property Company.DWK

cc: C. Conlon
SM File # 243204

ESD Acres: 0.58
STRUCTURAL Acres: 0.0
WAIVED Acres: 0.58

30



**Washington
Gas**

6801 Industrial Road
Springfield, Virginia 22151

October 1, 2012

The Maryland-National Capital
Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

Re: 7100 Wisconsin Avenue – Project Plan No. 920130010 (the” Application”): Post-
Development Review Committee (“DRC”) Submission
FILE # 920130010
WGL BCA# 92342

Margaret Rifkin,

I have reviewed the attached letter from Linowes and Blocher LLP, dated Sept. 24, 2012, pertaining to the above mentioned project and have no objection to the proposed plan as indicated on the letter. Hence we recommend your office to approve the application associated with Project Plan No. 920130010. Please be reminded to use caution when excavating near Washington Gas Facilities and mechanized equipment cannot be used within 24” of Washington Gas facilities. Be sure to notify “MISS UTILITY” (811) before the start of an excavation for confirmation. Should you have any questions regarding potential conflicts, questions, or concerns, do not hesitate to contact me.

Sincerely,

Nathan Helgeson, E.I.T.
System Replacement Engineer I
NHelgeson@washgas.com
(703) 750-5972

Attached: Copy of letter from Linowes and Blocher LLP dated September 24, 2012

CC: Linowes and Blocher LLP

(31)

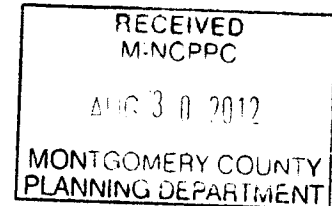


6801 Industrial Road
Springfield, Virginia 22151

August 27, 2012

The Maryland-National Capital
Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

Re: 7100 Wisconsin Avenue, Project Plan Review
FILE # 920130010
WGL BCA# 92342



To whom this may concern,

Per your request, the "7100 Wisconsin Avenue" plans submitted with your transmittal dated August 6, 2012 were reviewed to determine if the plans pose a conflict with existing or proposed Washington Gas facilities. Upon reviewing the "7100 Wisconsin Avenue Proposed Dry Utility Plan" and the "7100 Wisconsin Avenue" Project Plan, both dated July 30, 2012, it has been determined:

- A potential conflict with a Washington Gas Facility (2" Plastic Main in 3" Steel) and the proposed PEPCO Conduit (4"- 4W 32') located on Miller Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (2" Plastic Main in 3" Steel) and the proposed PEPCO Conduit (4" – 2W 31') located on Miller Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (2" Wrapped Steel Main) and the proposed PEPCO Conduit (5" – 8W 70' FG) located west of the intersection of Miller Avenue and Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (12" Wrapped Steel Main) and the proposed PEPCO Conduit (5" – 4W 110' FG) located north of the intersection of Wisconsin Avenue and Woodmont Avenue.
- A potential conflict with a Washington Gas Facility (12" Wrapped Steel Main) and the proposed Comcast Conduit located north of the intersection of Wisconsin Avenue and Woodmont Avenue.

Handwritten initials "32" inside a circle.



- A potential conflict with a Washington Gas Facility (4" Plastic Main) and the proposed PEPCO Conduit (5" – 8W 148' FG) located west of the intersection of Wisconsin Avenue and Woodmont Avenue.
- A potential conflict with a Washington Gas Facility (4" Plastic Main) and the proposed Comcast Conduit located west of the intersection of Wisconsin Avenue and Woodmont Avenue.
- A potential conflict with a Washington Gas Facility (4" Plastic Main) and the proposed PEPCO Conduit (4" – 2W 70') located on Woodmont Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (1.25" Plastic Service) and the proposed PEPCO Conduit (5" – 8W 66' FG) located on Woodmont Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (1.25" Plastic Service) and the proposed Comcast Conduit located on Woodmont Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (6" Plastic Main) and the proposed PEPCO Conduit (4" – 2W 80') located south of on Woodmont Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (6" Plastic Main) and the proposed Comcast Conduit located south of Woodmont Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (3" Plastic Main) and the proposed PEPCO Conduit (4" – 2W 80') located south of Woodmont Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (4" Plastic Service) and the proposed PEPCO Conduit (4" – 2W 80') located north of Woodmont Avenue, west of Wisconsin Avenue.
- A potential conflict with a Washington Gas Facility (4" Plastic Service) and the proposed Comcast Conduit located north of Woodmont Avenue, west of Wisconsin Avenue.



**Washington
Gas**

6801 Industrial Road
Springfield, Virginia 22151

The existence of these conflicts cannot be fully determined without test pit information and a profile drawing of the proposed utilities. I have attached the "7100 Wisconsin Avenue Proposed Dry Utility Plan", and have identified potential conflicts with Washington Gas Facilities on the drawing.

It should be noted that our distribution mains are typically installed with 36" – 48" of cover while service lines are typically installed with 18" – 24" of cover and require a minimum of 12" separation with our facilities with respect to other underground structures. In addition, a minimum of 24" of cover over our existing distribution main is required.

If you decide to deviate from the plans dated July, 30 2012, be sure to provide Washington Gas with an updated copy before performing any work. Be advised that updated plans will be subject to a full review. Please use caution when excavating near or paralleling with Washington Gas Facilities. Be sure to notify "MISS UTILITY" (811) before the start of an excavation for confirmation. Should you have any questions regarding potential conflicts, questions, or concerns, do not hesitate to contact me.

Sincerely,

Nathan Helgeson, E.I.T.
System Replacement Engineer I
NHelgeson@washgas.com
(703) 750-5972

Attached: SMALLWORLD Plot, As-Built Drawings

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DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

Isiah Leggett
County Executive

October 1, 2012

Richard Y. Nelson, Jr.
Director

Ms. Margaret Rifkin
Area 1 Division
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: 7100 Wisconsin Avenue
Project Plan No. 920130010

Dear Ms. ~~Rifkin~~ ^{Margaret}:

The Montgomery County Department of Housing and Community Affairs (DHCA) has reviewed the above referenced Project Plan. DHCA finds the plan to be responsive to DHCA's DRC comments dated August 24, 2012, and recommends Approval of the Project Plan.

Sincerely,

Lisa S. Schwartz
Senior Planning Specialist

cc: C. Robert Dalrymple, Linowes and Blocher
Heather Dlhopsky, Linowes and Blocher
Christopher J. Anderson, Manager, Single Family Housing Programs, DHCA

S:\Files\FY2013\Housing\MPDU\Lisa Schwartz\7100 Wisconsin DHCA Letter 10-1-2012.doc

Division of Housing

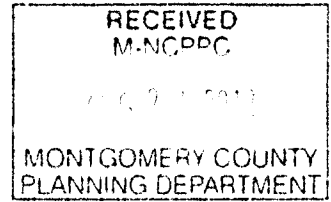
Moderately Priced
Dwelling Unit
FAX 240-777-3709

Housing Development
& Loan Programs
FAX 240-777-3691

Landlord-Tenant Affairs
FAX 240-777-3691

Licensing & Registration Unit
240-777-3666
FAX 240-777-3699

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DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

Isiah Leggett
County Executive

Richard Y. Nelson, Jr.
Director

MEMORANDUM

August 24, 2012

TO: Catherine Conlon, Development Review, M-NCPPC

VIA: Christopher J. Anderson, Manager, Single Family Housing Programs *lls for CJA*

FROM: Lisa S. Schwartz, Senior Planning Specialist *lls*

SUBJECT: September 4, 2012 DRC MEETING

Thank you for providing DHCA with copies of the plans to be discussed at the DRC meeting on Tuesday, September 4, 2012. The following are comments regarding an item on the meeting agenda.

Item 3 – #920130010, 7100 Wisconsin Avenue:

1. **Proposed Development:** The project plan proposes a 9-story high-rise, mixed-use building with a total of 145 dwelling units, including 22 MPDUs (15%). The property is located in the Bethesda CBD and is zoned CBD-R2.
2. **MPDU Locations, Bedroom Proportions and Unit Sizes:**
 - a. The proposed bedroom proportions of the MPDUs to the market units are correct. The final bedroom proportions of the MPDUs must match the bedroom proportions of the market rate units. If three-bedroom market units are included in the final bedroom mix, a proportional number of three-bedroom MPDUs must also be included.
 - b. The minimum sizes of MPDUs in high rises should be as follows: 0 BR=550 sq. ft.; 1 BR=575 sq. ft.; 2 BR=725 sq. ft.; 3 BR=875 sq. ft. At the discretion of the Department, the minimum size of any type of unit, by bedroom size, may be reduced to the minimum size of comparable market rate units of the same bedroom size.
 - c. By certified site plan stage, DHCA will need to review schematic floor plans of the proposed residential buildings showing locations of MPDUs and market rate units on each floor, with a summary chart of location and bedroom composition of MPDUs and market rate units, as well as schematic floor plans (including dimensions and square footage) for each MPDU unit type. Please provide these as soon as they are available. The MPDUs should be distributed among the

Division of Housing

Moderately Priced
Dwelling Unit
FAX 240-777-3709

Housing Development
& Loan Programs
FAX 240-777-3691

Landlord-Tenant Affairs
FAX 240-777-3691

Licensing & Registration Unit
240-777-3666
FAX 240-777-3699

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residential floors, and no more than 40 percent (40%) of the total units on any floor should be MPDUs.

- d. DHCA reviews units for livability. Bedrooms in MPDUs are expected to have walls and doors, and the living/dining space is expected to be adequate to accommodate a dining room set and a sofa set appropriate to the number of occupants of the unit.
3. Agreement to Build: Prior to building permit, the applicant will need to execute an Agreement to Build with DHCA. DHCA recommends that the applicant set up a meeting with DHCA early in the development process in order to ensure that all of the requirements of the Agreement to Build are met.
4. Additional Requirements: For information concerning additional requirements of the MPDU program, please refer to the MPDU website, <http://www.montgomerycountymd.gov/mpdu>; Montgomery County Code Chapter 25A, Housing, Moderately Priced; and Code of Montgomery County Regulations (COMCOR) 25A.00.02 - Moderately Priced Dwelling Unit Program. The County Code and COMCOR may be found on the following website: <http://www.amlegal.com>.

cc: Kimberly Colopinto, M-NCPPC
Richard Y. Nelson, Jr., Director, DHCA
Jalal Greene, Chief, Division of Housing, DHCA
Lawrence C. Cager, Jr., Multifamily Housing Manager, DHCA



Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor

Darrell B. Mobley, Acting Secretary
Melinda B. Peters, Administrator

MARYLAND DEPARTMENT OF TRANSPORTATION

August 28, 2012

Ms. Catherine Conlon, Chairwoman
Development Review Committee (DRC)
Maryland National Capital Park & Planning
Commission
8787 Georgia Avenue
Silver Springs, Maryland 20910-3760

RE: Montgomery County
MD 355
7100 Wisconsin Avenue

SHA Tracking No: 12APMO052xx
Mile Point: 1.38

Dear Ms. Conlon:

Thank you for the opportunity to review the proposed improvement at 7100 Wisconsin Avenue in Montgomery County. The State Highway Administration (SHA) offers the following comments:

Innovative Contracting Division Comments:

1. Sheet L-100 Existing Sidewalk

Must maintain a 5' clear path throughout the entire sidewalk frontage.

2. Please remove all copies of the Maryland Standards (construction and temporary traffic control) from the plan sheets. In their place, please place the following note on the first sheet of the plan set:

The following standards (construction and temporary traffic control) are required for this project (*list them out as shown below*):

- a. MD-xxx.xxx – Name of standard
- b. MD-xxx.xxx – Name of standard

For all standards referred to on the plans the contractor must go to the Book of Standards which will have the most current version. The Book of Standards can be accessed at:

<http://apps.roads.maryland.gov/businesswithsha/bizStdsSpecs/desManualStdPub/publicationonline/ohd/bookstd/index.asp>

All items are to be constructed in accordance with the current version of the referenced standard at the time of construction.

3. Sheet L-100 Existing Ramp

The existing ramp at corner of Woodmont Avenue and Wisconsin Avenue is non-compliant and needs to be reconstructed. Please provide a MD standard or detail for the ramp.

4. Sheet L-100 Existing Intersection

At the existing intersection at Woodmont Avenue and Wisconsin Avenue all four corners are non-compliant and need to be reconstructed. Please provide a MD standard or detail for each

My telephone number/toll-free number is _____

Maryland Relay Service for Impaired Hearing or Speech 1.800.735.2258 Statewide Toll Free

Street Address: 707 North Calvert Street • Baltimore, Maryland 21202 • Phone 410.545.0300 • www.roads.maryland.gov

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ramp. (When one leg of an intersections ramp(s) are being upgraded to ADA Compliance. Curb cuts/curb ramps will need be installed or upgraded to current standards at every leg of the intersection.)

5. **Sheet L-100 Existing Ramp**

The existing ramp at corner of Miller Avenue and Wisconsin Avenue is non-compliant and need to be reconstructed. Please provide a MD standard or detail for the ramp.

6. **Sheet L-100 Existing Intersection**

The existing two existing ramps at Miller Avenue and Wisconsin Avenue are non-compliant and need to be reconstructed. Please provide a MD standard or detail for each ramp. (When one leg of an intersections ramp(s) are being upgraded to ADA Compliance. Curb cuts/curb ramps will need be installed or upgraded to current standards at every leg of the intersection.)

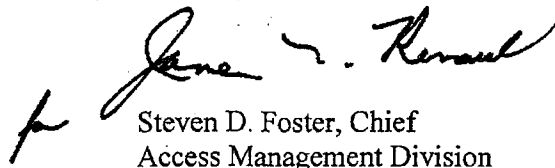
For further clarification on the above comments, please contact our Innovative Contracting reviewer Mr. John Vranish at (410) 545-8778.

Access Management Division Comments:

1. If Montgomery County requires traffic impact studies at the intersection of Wisconsin Ave. and Woodmont Ave., please submit 10 copies to SHA for a review.
2. The proposed lightings within SHA right-of-way must be reviewed and approved by SHA Office of Environmental Design.
3. If Montgomery County requires 7100 Wisconsin Avenue frontage improvements that ultimately impact SHA right-of-way, the developer will be required to obtain and meet the terms and conditions of an SHA access permit prior to constructing any work within SHA right-of-way.
4. The landscape plans must be signed and sealed by licensed landscape architect.
5. Please utilize the attached "***Access Management Division Plan Submission***" checklist to address applicable requirements set by SHA.

Further review of this project will be withheld until the above comments have been addressed. Please submit 5 sets of revised plans as well as a ***point by point response*** to reflect the comments noted above directly to Mr. Steven Foster attention of Mr. Mickeyas Mengistu. Please reference the SHA tracking number on future submissions. Please keep in mind that you can view the reviewer and project status via SHA Access Management Division web page at <http://www.roads.maryland.gov/pages/amd.aspx>. If you have any questions, or require additional information, please contact Mr. Mickeyas Mengistu at 410-545-8849, by using our toll free number in Maryland only at 1-800-876-4742 (x8849) or via email at mmengistu@sha.state.md.us.

Sincerely,


Steven D. Foster, Chief
Access Management Division

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Ms. Catherine Conlon

Page 3

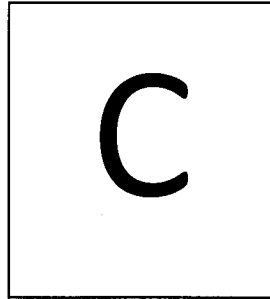
SDF/JWR/MM

Attachment:

cc: Washington Property Company (Atten: Mr. Daryl South)
4719 Hampden Lane, 3rd Floor/ Bethesda, Maryland 20814
Exxon Mobile Corporation (Atten: Mr. David Fisher)
3225 Gallows Road/ Fairfax, VA 22037
Bohler Engineering (Atten: Mr. Dan Duke)
16900 Science Drive, Suite 104/ Bowie, Maryland 20715
Design Collective (Atten: Mr. Eric Wohnsigl)
601 East Pratt Street, Suite 300/ Baltimore, Maryland 21202
Mr. Scott Newill, SHA, Access Management Division
Mr. Mark McKenzie, SHA, Access Management Division
Mr. Richard Brush, Montgomery County Department of Permitting Services
Mr. John Vranish, SHA, Innovating Contracting Division
Mr. Victor Grafton, SHA, District 3 Utility Engineer

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Bethesda CBD Sector Plan

pages referenced in the staff report:

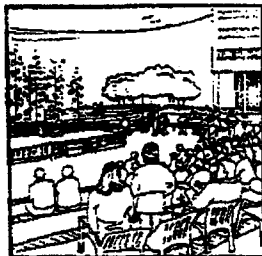
Topic	Sector Plan Page
The Urban Design Objectives	36-50
The Wisconsin South Corridor	123-127
The Metro Core District	62
The Wisconsin Corridors North and South- Streetscape	196
Bicycle Network Plan	158

3. Support optional method amenities that strengthen the cultural resources of Bethesda, both historic and arts-related, and that may well serve as anchor activity centers. For example, retention of the Bethesda Theatre Cafe contributes to a stronger cultural and retail environment.
4. Explore a range of other incentives to encourage the provision of cultural facilities and activities. For example, a review of the zoning ordinance requirements for optional method amenities may yield creative new possibilities to encourage cultural features. (See Section 10.1.)

3.2 URBAN DESIGN OBJECTIVES

The built environment of Bethesda reflects a maturing CBD with an established Metro Center as the major focus of business and community life. This Plan continues to endorse the concept that more intense development should be located in the central Metro Core District, creating a lively and walkable downtown surrounded by less intense development. The CBD comprises a series of districts and corridors that form its framework. The following urban design objectives emphasize the importance of building upon and improving the existing framework:

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A. GENERAL OBJECTIVES

1. Strengthen the existing urban form by improving and reinforcing the districts and transitional areas, open spaces and gathering places, landmarks and focal points.



2. Reinforce Bethesda's sense of community by encouraging attractive environments that refer to Bethesda's cultural heritage and emphasize the more recent design themes of Bethesda as a "garden" and a "cultural district." Encourage use of local building materials, such as the Bethesda stone.



3. Provide street-activating uses, such as retail stores with storefront display windows or building entrances. Activating uses help promote a safe, interesting, and lively environment.



4. Enhance the pedestrian environment to provide a visually diverse and stimulating experience, maximize social interaction, and encourage walking. Special attention should be given to the design of streetscapes to help maintain human scale, achieve good street definition, and enhance the visual character.



5. Extend the network of open spaces to serve the needs of an expanding population for a diverse range of activities in spaces that are safe, visible, and perceived as public.



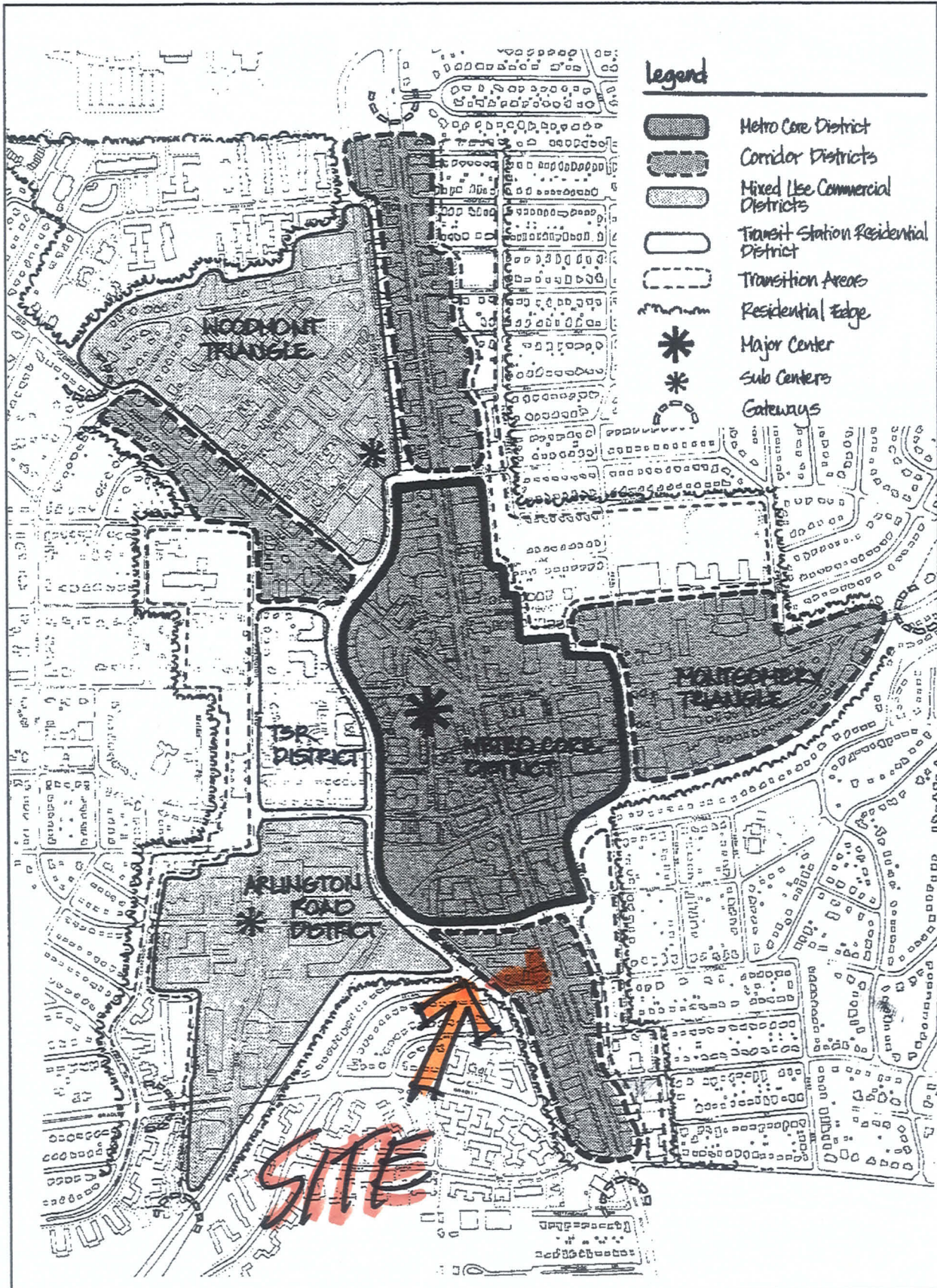
6. Improve compatibility with existing uses through urban design concepts and guidelines that address form, shadows and skyline, building heights, scale, massing, and set-backs. In general, new development should respect established patterns of development.

B. URBAN FORM

Bethesda's urban form has been guided by land use planning since the mid 1970's. The earlier plans provided a foundation for the current districts by recommending land uses, densities, and streets that helped define the district areas and boundaries.

The prior plans organized the CBD in a manner that focused the majority of new growth in the heart of the CBD, the Metro Core District. The major center has developed at the traditional crossroads of Wisconsin Avenue, East-West Highway, and Old Georgetown Road, where the Metro station and the tallest buildings are found. Around the Metro Center, development steps down in density and building heights to the residential edges. The major street system also organizes the CBD into distinct districts such as the Woodmont Triangle and the Transit Station Residential District. Several of these districts are large enough to have sub-centers. Along the residential edges, there are land uses that serve as transitions between single family neighborhoods and CBD development. (See the Framework Concept, Figure 3.1, for an illustration of Bethesda's underlying structure.)

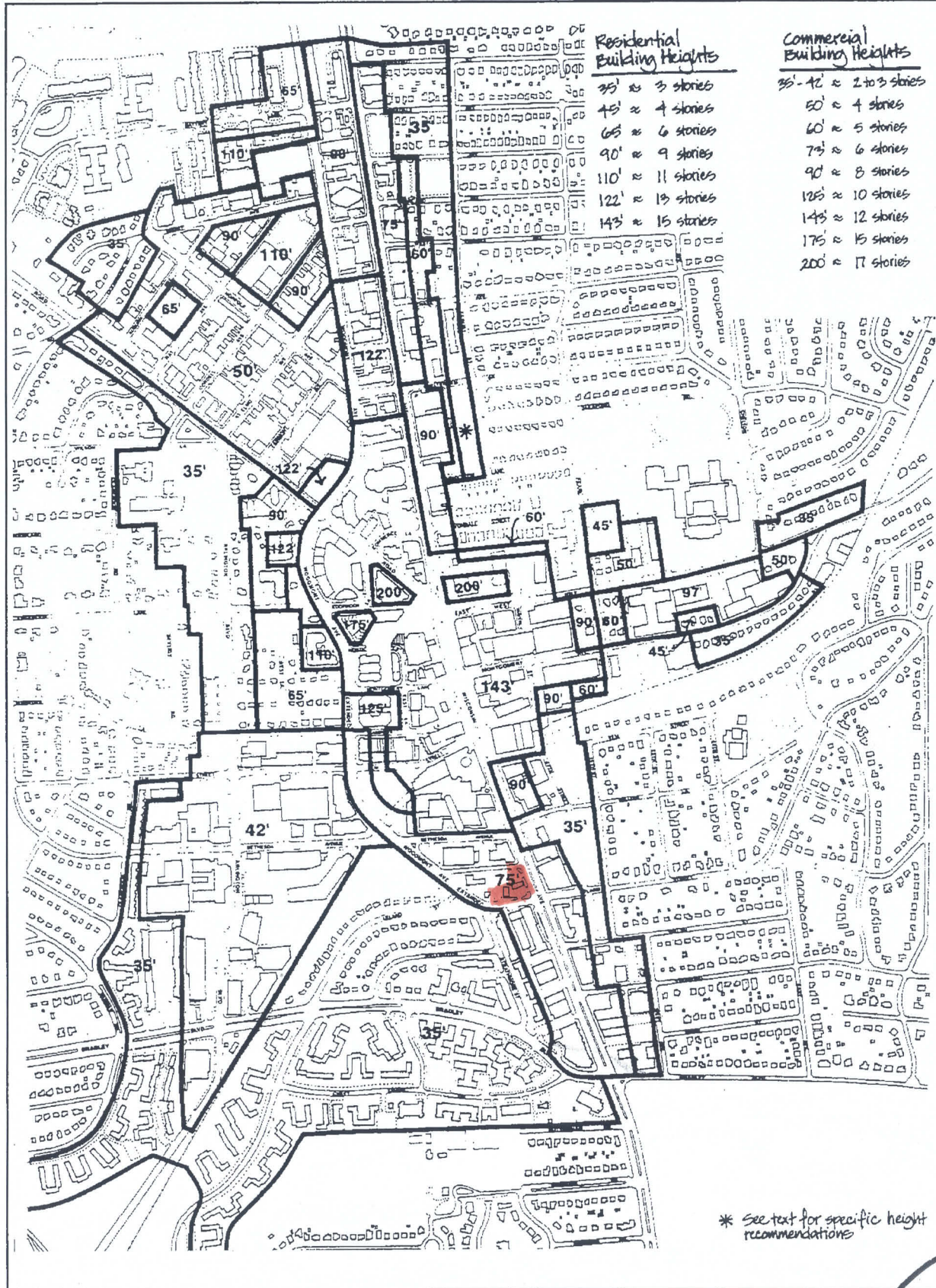
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BUILDING HEIGHT LIMITS

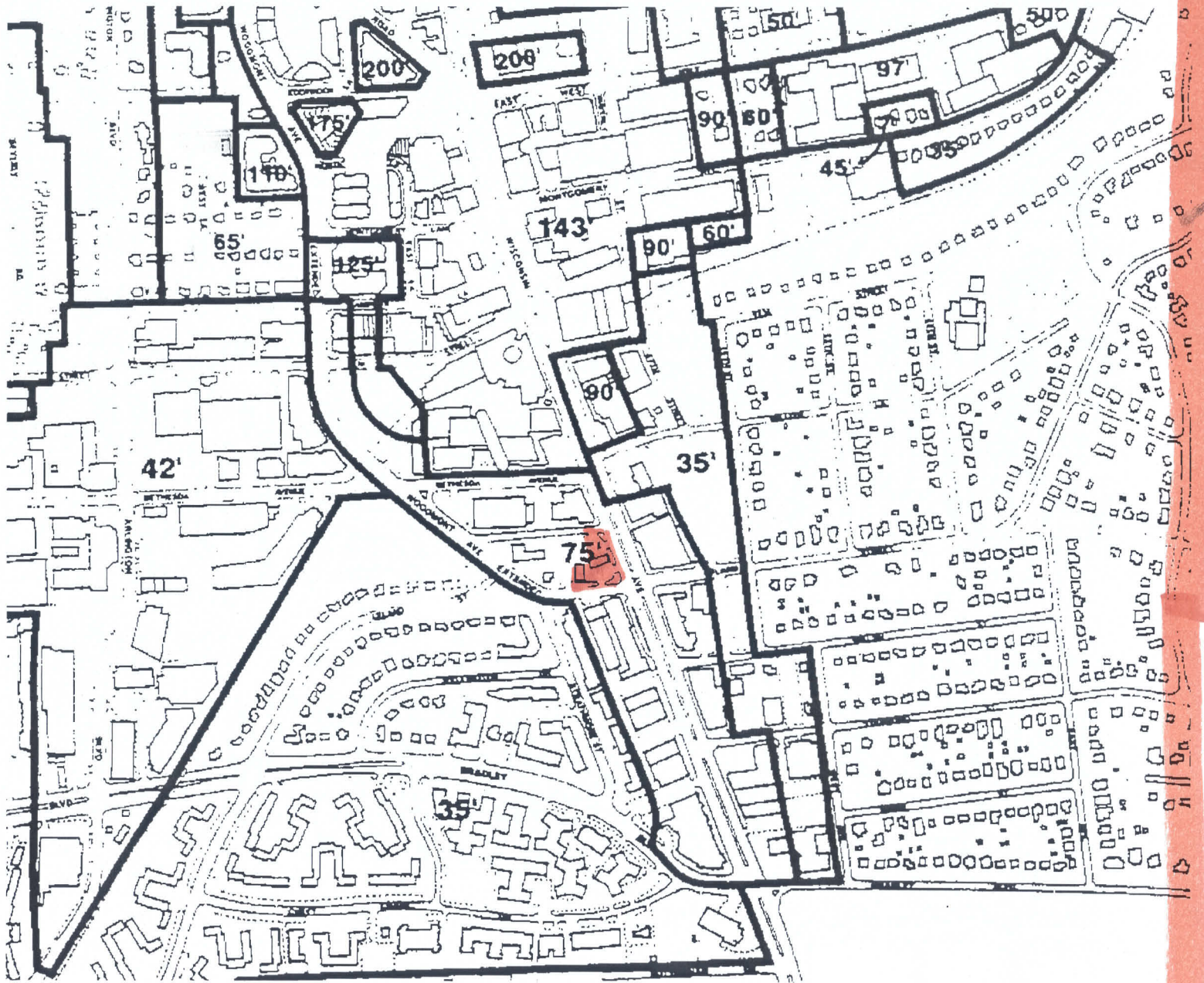
FIGURE 3.2



SITE

47A

FIG 3.2 - ZOOM



 SITE

47B



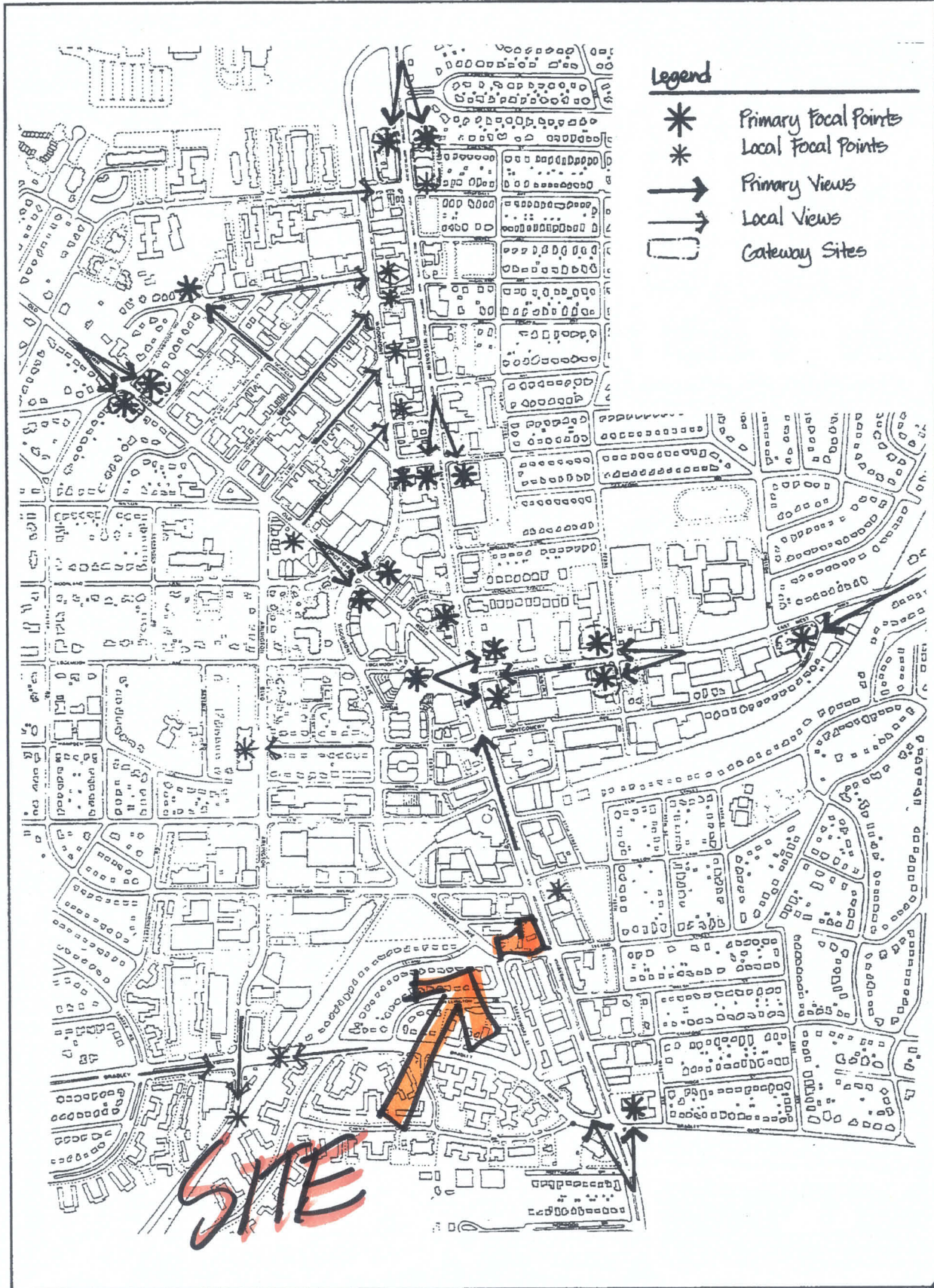
The proposed urban form principles acknowledge the existing framework as a viable pattern on which to build. In general, the current pattern should be maintained and perimeter edges strengthened. The urban form principles are as follows:

1. Focus the highest densities within the Metro Core District to achieve a tightly configured center, while improving transitions to the residential edges.
2. Step down building heights from the Bethesda Metro Center properties to achieve desirable and compatible transitions to adjacent areas. Buildings that are located at the edge of a district where taller heights are allowed should step down with intermediate heights toward the adjacent district with lower allowable heights. (See Figure 3.2, Building Height Limits, for recommended heights based on the zoning requirements for optional method development and, in some cases, on the need to create compatible transitions. For height limits for development under the standard method, see the zoning ordinance.)
3. Achieve an infill character for new development by dividing large projects into several buildings, which will achieve an urban form with a "fine grain" versus a "coarse grain" created by larger, single structures.
4. Design new buildings that respond to views and vistas within the CBD to create focal points and landmarks that improve the orientation and strengthen the perception of existing centers. Certain parcels are identified as gateway sites and should be developed in a manner that acknowledges this visual aspect of the site. (See Figure 3.3, Views and Focal Points, for identification of important views.)
5. Treat rooftops as sculptural elements that contribute to the visual interest of the skyline. Where appropriate, consider rooftops as usable outdoor space for recreational or commercial purposes.
6. Allow a diversity of architectural styles that achieve good building proportions, reduce the sense of bulk, and maintain human scale. Clearly identify the building entrance in the facade design and locate it at street level.
7. Achieve compatibility with nearby residential areas through techniques such as stepped down heights, articulated building walls and facade treatments, and other architectural means designed to minimize building bulk and shadow impacts, and create a gradual transition.
8. Achieve energy efficiency in the form and design of the building by such means as recessed windows or awnings to shade interiors from direct sunlight. (See Urban Form Principles, Figure 3.4.)



VIEWS AND FOCAL POINTS

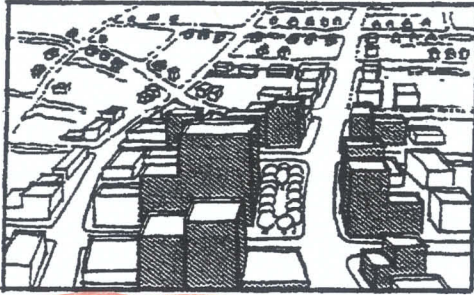
FIGURE 3.3



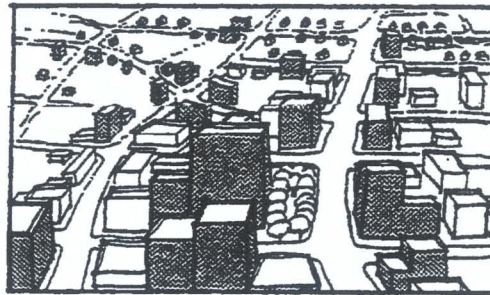
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STEP DOWN HEIGHTS

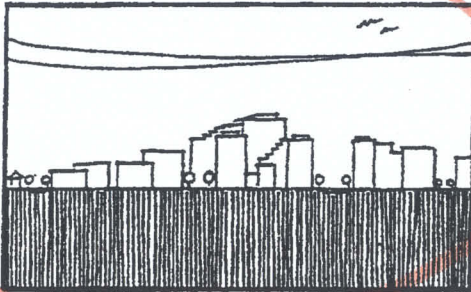
1. Achieve a concentrated center.



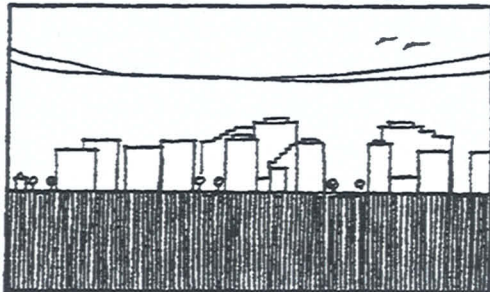
1. Avoid dispersal.



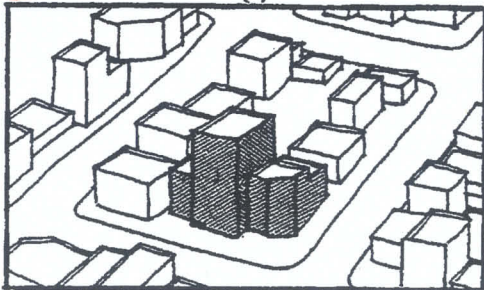
2. Step down building heights.



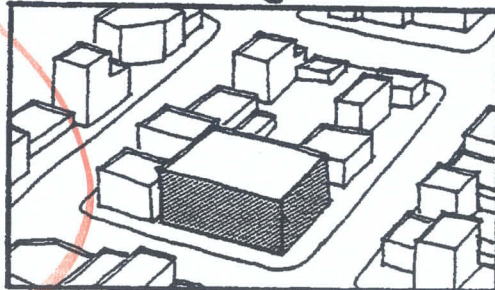
2. Avoid uniform building heights.



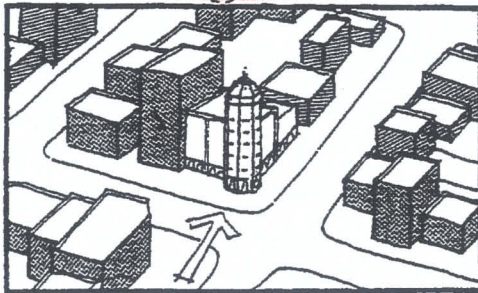
3. Achieve a 'fine-grain' texture.



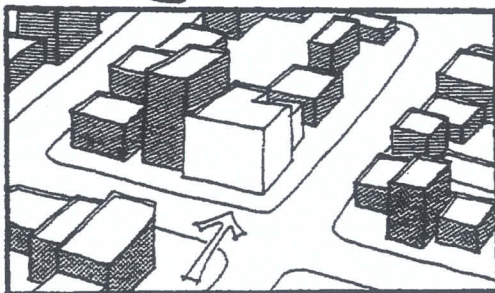
3. Avoid a 'coarse-grain' texture.



4. Take advantage of views.

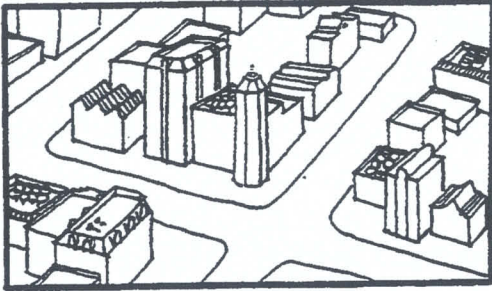


4. Do not ignore views.

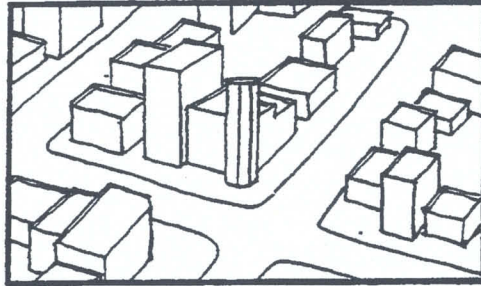


Achieve compatible Transitions

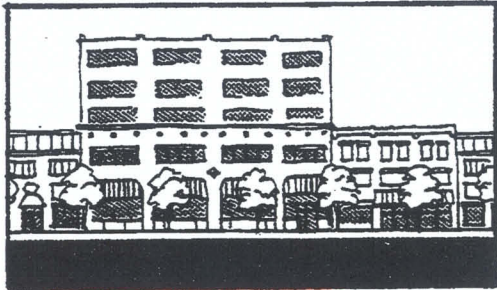
5. Design rooftops for visual interest.



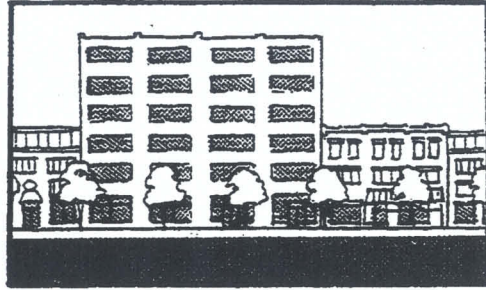
5. Avoid lack of design attention.



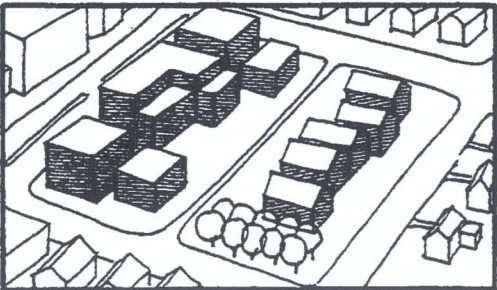
6. Achieve compatible building styles.



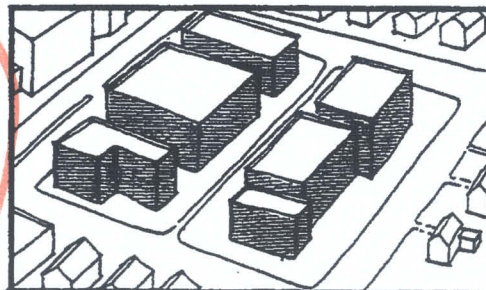
6. Avoid incompatible building styles.



7. Achieve compatible transitions.



7. Avoid incompatible transitions.



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C. OPEN SPACE

Bethesda's current open space system is dispersed throughout the CBD in an inner and outer network of spaces. The inner network, with its more urban character, is formed by the paved plazas at Metro Center, surrounded by a series of smaller urban spaces connected to Metro Center via an upgraded streetscape system. This interconnected system is known as the "Discovery Trail." It is illustrated in Figure 4.7 of the Land Use Plan. The outer network, at the edge of the CBD, is primarily a series of parks and green open spaces of various sizes. These perimeter parks provide visual buffers for the residential neighborhoods as well as recreational opportunities. (See Figure 3.5, Open Space Concept, for an illustration of existing and proposed open spaces.) The following figure 3.3 discussion highlights key recommendations. For a detailed discussion of the proposed open spaces within each district and area, see Chapter 4, the Land Use Plan.

As new development occurs in the Sector Plan area, the network of urban open spaces and parks should be expanded to meet the growing needs. Within the Metro Core District, new open space should be provided in a way that ties into the existing network. It should be developed with a character that reflects Bethesda as a "garden," a unifying design theme of the 1984 optional method developments. There is also an opportunity to expand the Discovery Trail on the northeast side of Wisconsin Avenue and create an eastern "loop" of the trail around the Metro. This loop will improve pedestrian access in general by providing an alternative route away from the major street corridors.

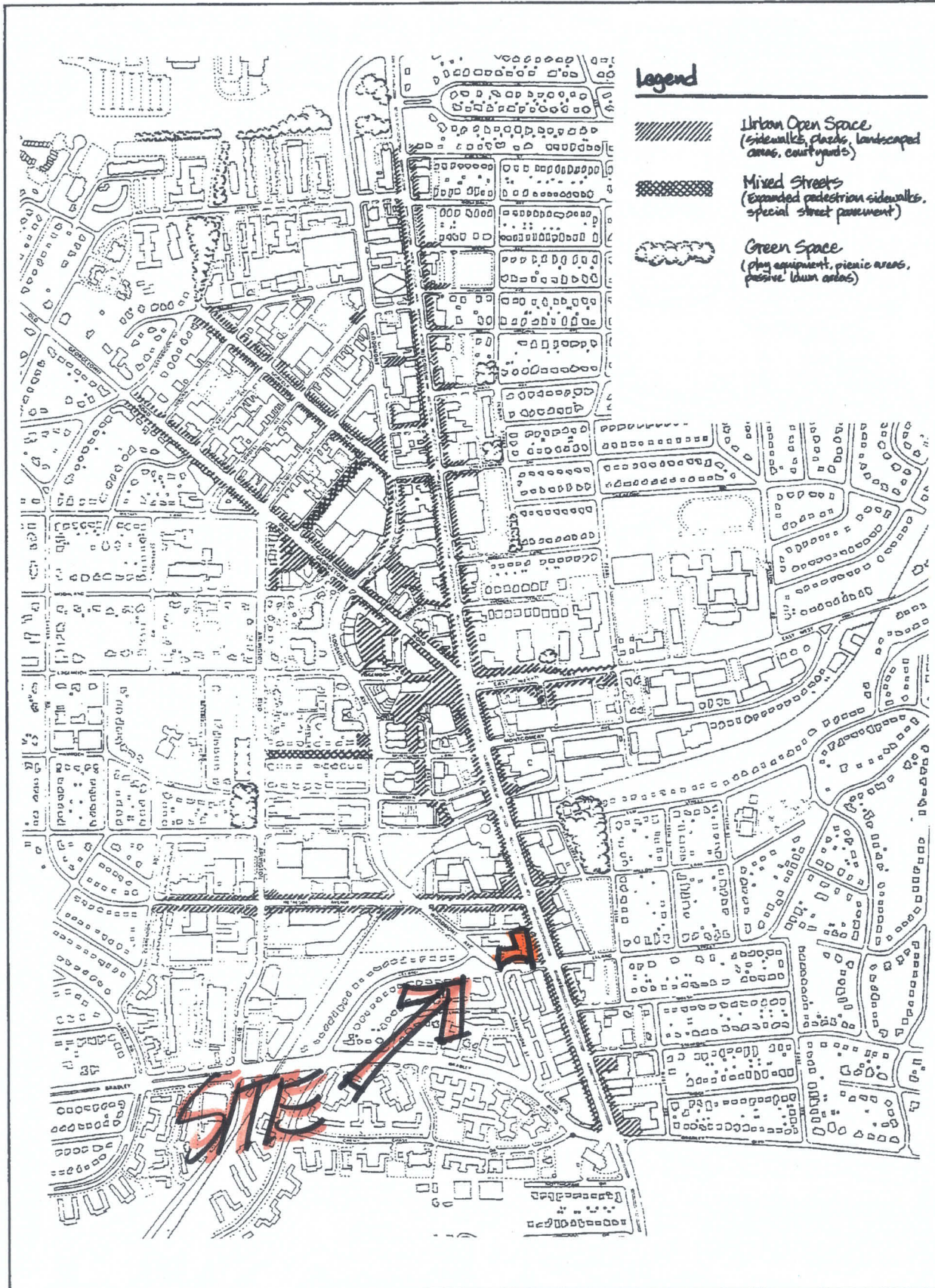
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For sidewalk areas outside the Metro Core District, the Plan recommends that the major and secondary pedestrian routes identified in Figure 3.7, Pathways and Places, be developed as linear open spaces. Sidewalks can function as open spaces if bordered by activating uses and developed with seating, shade, and other amenities. The wider the sidewalk, the more one perceives it as a space. Since these important pedestrian routes typically occur along the Urban Boulevards and Main Streets such as Wisconsin Avenue and Norfolk Avenue, the sidewalks along these streets should be developed with a higher level of pedestrian amenity than typically found along an urban street.

The Plan also recommends several Mixed Streets to create special linear open spaces next to activating uses, such as residential development in the TS-R District and restaurants in the Woodmont Triangle. In a Mixed Street, vehicular volumes and travel speeds are so low that pedestrians and vehicles easily coexist. Implementation of the Mixed Street is dependent on further study of safety and operational issues by the County Department of Transportation. For further discussion of Main Streets and Mixed Streets, see Chapter 6, the Streetscape Plan.

In addition to the development of urban and linear open spaces, there is a need to provide more traditional parks and green open spaces within the Sector Plan area, as Bethesda continues to grow. There are opportunities to expand existing parks, such as the Battery Lane Urban Park, and to create new green open spaces. Specific recommendations are located in the Land Use Plan for each district or area and in Chapter 8, Community Facilities.

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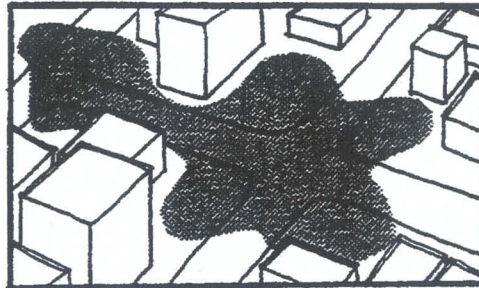


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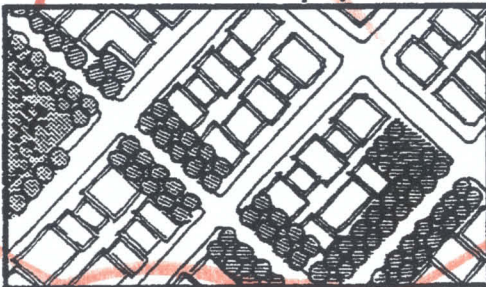
1. Achieve well-defined open space.



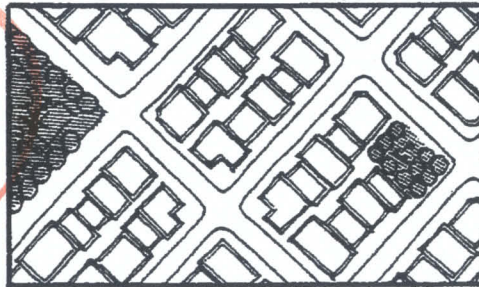
1. Avoid poorly defined open space.



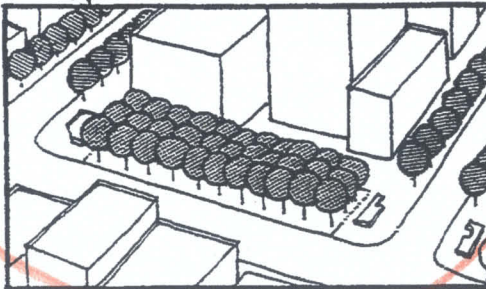
2. Create a network of spaces.



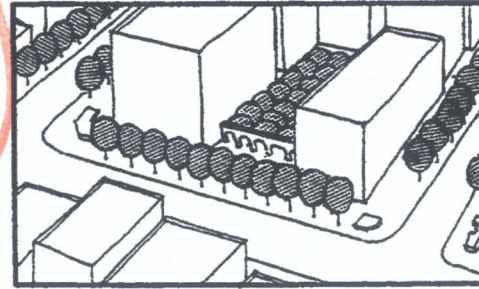
2. Avoid disconnected spaces.



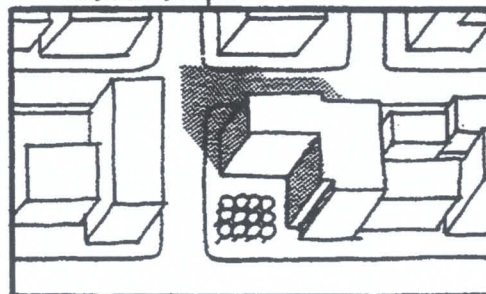
3. Create visible and defensible spaces.



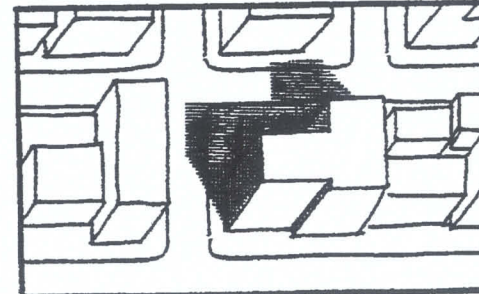
3. Avoid isolated spaces.



4. Achieve good environmental relationships.



4. Avoid undesirable impacts.



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The following open space principles are general and are intended to help guide redevelopment in a manner that achieves useful, attractive, and defensible spaces. (See Figure 3.6.)

1. Arrange buildings, where appropriate, to form well defined, visible open spaces that relate well to the surrounding context. Open spaces in an urban setting are defined by building edges: the taller the building edge within recommended limits, the stronger the sense of visual containment. Good spatial definition is important to achieving a comfortable sense of human scale and proportion.
2. Expand the existing network of open spaces so that it responds to existing pedestrian movements and, if possible, connect new open spaces to the existing network.
3. Locate open space in a manner that achieves easy access and good visibility from the street so that the open space is perceived as public. Avoid locating open space in isolated and less defensible areas.
4. Design buildings to avoid undesirable environmental impacts on adjacent open spaces and other properties. Environmental factors to consider include sun, wind, noise, shadow, and reflection.
5. Locate garage and emission exhaust systems away from fresh air intakes, public plazas, and pedestrian ways.
6. Locate street level, activating uses such as storefront retail, restaurants, or office building entrances next to existing and future open spaces to encourage use.
7. Locate open space to meet expanded needs of new employees and residents.

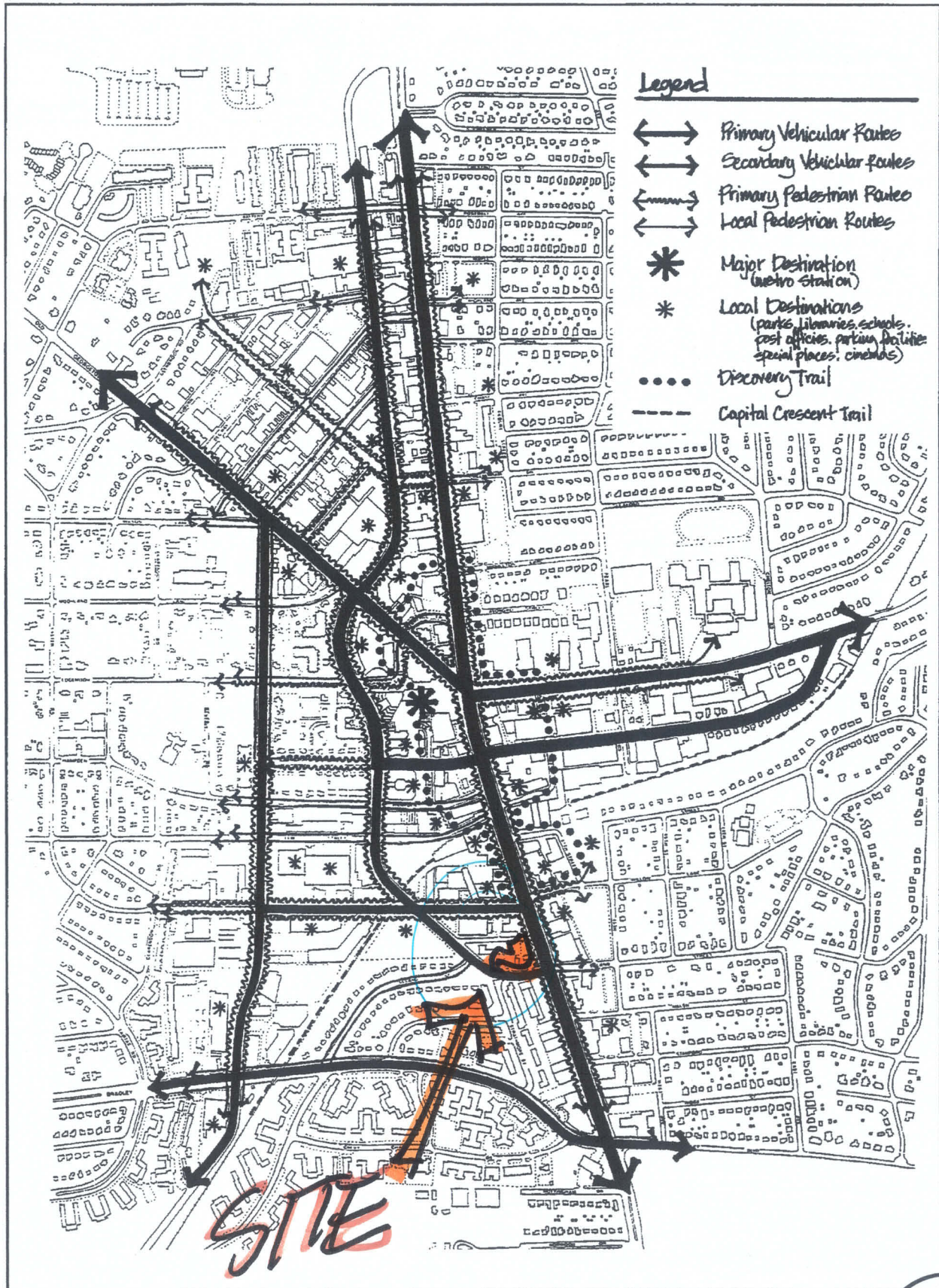
D. PATHWAYS

In a transit served CBD, a well developed network of pedestrian pathways is critical to encourage use of transit and to encourage walking to local destinations. Fortunately, Bethesda has developed in recent years a good network of pedestrian pathways in the Metro Core District and has enhanced this network with upgraded streetscapes.

Because of the significant number of destinations in the Metro Core District, especially along Wisconsin Avenue, major pedestrian routes are found along the streets serving the Metro Core. Primary pedestrian routes also occur along streets that provide a connection from the surrounding districts to the Metro Core, such as Woodmont or Bethesda Avenues. With a few exceptions, existing sidewalks provide adequate pedestrian access within the Sector Plan area. For a more detailed discussion of pedestrian circulation, see Section 5.4.

As additional development occurs in the Sector Plan area, there is a need for a more comprehensive network of pathways. This network should respond to existing and new destinations, and create attractive new connections to encourage walking.

Figure 3.7, Pathways and Places, illustrates the existing and proposed pathways. The recommendations for each district and area are discussed in detail in the Land Use Plan. Specific streetscape improvements for these pathways are listed in Chapter 6, the Streetscape Plan.



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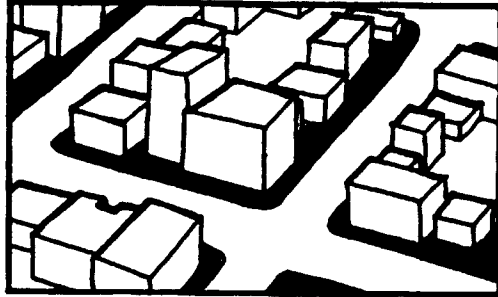
The following pathway principles are general and are intended to help redevelopment achieve good pedestrian access:

1. Expand the network of pathways in a manner that responds to major pedestrian movements. Site buildings to facilitate public access, especially at street corners, and provide street crosswalks where important pedestrian movements occur.
2. Where new streets are recommended, achieve short block lengths of 300 to 350 feet, which are comparable to the majority of block lengths found in the CBD. Short blocks are more pedestrian friendly than long blocks.
3. Emphasize the pedestrian environment along streets. Design buildings to provide visual interest and human scale at the street level, adjacent to sidewalks. Architectural facades should incorporate interesting details, store-front display windows, and front entrances to enliven and activate the sidewalks.
4. Use upgraded streetscape elements such as special pavers, lighting, tightly spaced trees, and other features to enhance significant pedestrian pathways, visually define distinct districts, and improve the overall attractiveness of the CBD.
5. Minimize pedestrian-vehicular conflicts by locating auto-related functions such as parking lots, service areas, and loading docks to the rear of properties and screened from view. In most CBD areas, parking should be located underground to maximize use of the parcel for residential or commercial uses and to emphasize the pedestrian orientation of the street frontage.
6. Recognize Wisconsin Avenue as Bethesda's primary Main Street; orient major building entrances and active uses along this street. Achieve at least a 20-foot sidewalk width along Wisconsin Avenue within the Metro Core District and a 15-foot width along other streets to ensure adequate space for pedestrians and streetscape. (See Pathway Principles, Figure 3.8.)

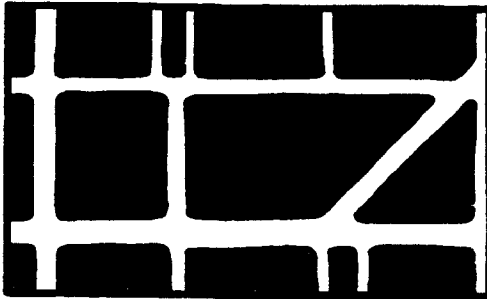
1. Respond to existing pedestrian movements.



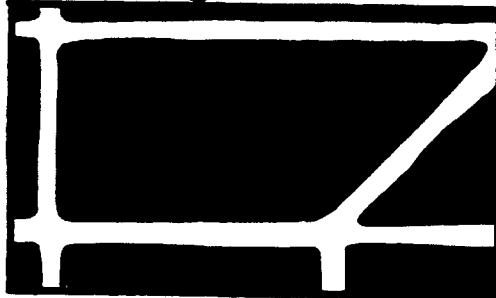
1. Avoid restricting pedestrian movements.



2. Achieve short, walkable blocks.



2. Avoid long, unwalkable blocks.

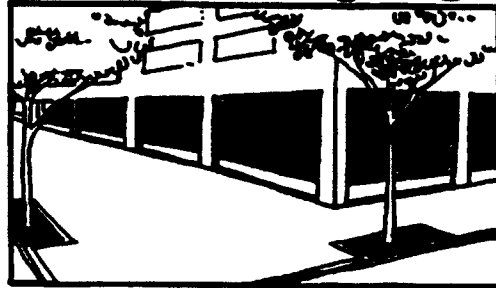


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3. Animate facades along pathway



3. Avoid blank walls along pathway



4. Provide upgraded streetscapes to encourage pedestrian activity



4. Avoid bleak streetscapes which discourage walking.











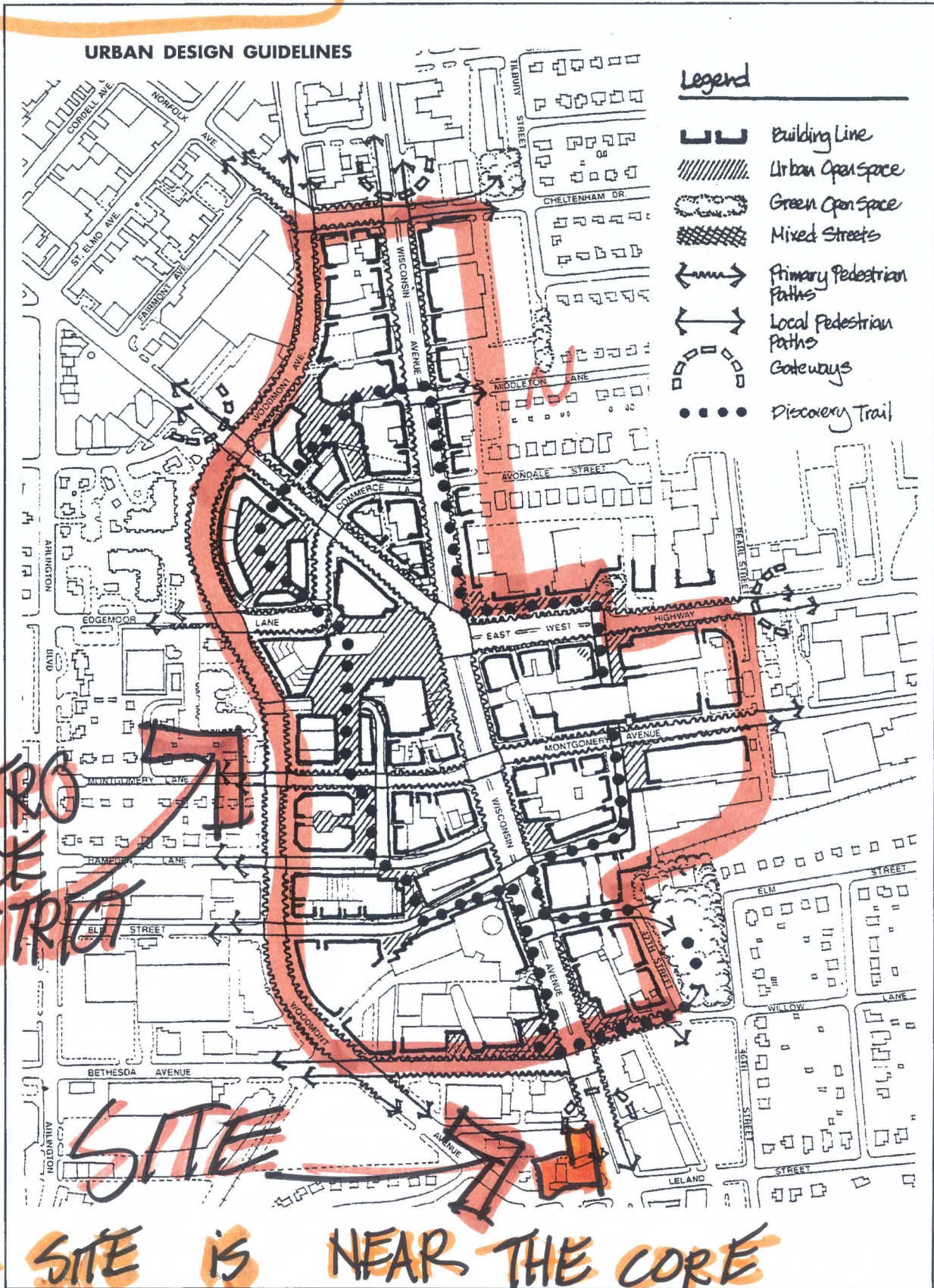
METRO CORE DISTRICT

FIGURE 4.7

URBAN DESIGN GUIDELINES

Legend

-  Building Line
-  Urban Open Space
-  Green Open Space
-  Mixed Streets
-  Primary Pedestrian Paths
-  Local Pedestrian Paths
-  Gateways
-  Discovery Trail



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METRO CORE DISTRICT

SITE

THE SITE IS NEAR THE CORE

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- c. Ensure that facade treatments and landscaping create attractive views from the neighborhood as well as from the CBD.
 - d. Ensure that lighting does not have a negative impact on neighboring houses.
 - e. Provide sidewalks and streetscape improvements on all bordering streets.
 - f. Restrict vehicular access to the underground parking to the western end of the site, along Willow Lane and Leland Street.
2. Redevelopment of the Walsh/West/Stanford block:
- a. Orient townhouse or duplex units to face Walsh Street and Stanford Street in a compatible relationship with single-family houses. Do not exceed 2-1/2 stories. Provide parking at the rear of the site, preferably via an alley or private driveway.
 - b. Develop commercial structures at a residential scale, with compatible setbacks and heights limited to 2-1/2 stories.

4.10 THE WISCONSIN SOUTH CORRIDOR

A. DESCRIPTION

This corridor is characterized by low- to moderate-height commercial buildings arrayed on either side of Wisconsin Avenue and on the east side of Woodmont Avenue. It is intended to have a lower profile and less dense development than the Metro Core, for which it provides the southern approach. The southern gateway to the corridor and to Bethesda is marked by St. John's Episcopal Church on the east and a new commercial structure on the northwest corner of Wisconsin Avenue and Bradley Boulevard—experienced after one passes the green expanse of the country club on the east and the single-family neighborhood on the west. The CBD-1 line creates the boundary of the district.

The major land uses are office and retail. Comparison retail predominates (44 percent of total retail establishments), of which nearly three-fifths are devoted to carpet and furnishings stores. There are fewer restaurant (16 percent) and neighborhood (15 percent) retail establishments. Comparison and neighborhood retail are described in Section 2.2 B. The retail on Wisconsin Avenue is primarily located in street-fronting stores oriented to the pedestrian, with both on-street parking and some private structured parking. Public parking and private special exception parking lots are available in the transition area to the east. In addition to the church on the northeast corner of Wisconsin Avenue and Bradley Boulevard, there is a fire station on the southwest corner of the intersection.

There are two potential sites for optional method redevelopment between Miller Avenue and Leland Street. Otherwise, little change is expected along this part of Wisconsin





Avenue except for small-scale infill development, which could include some 2 FAR residential projects on small sites.

A major landmark at the northern end of the corridor is the Farm Women's Cooperative Market, designated on the Master Plan for Historic Preservation. This white frame, one-story structure evokes the farm era in Montgomery County's history and serves as an important gathering place on the days when the market is open or when the front parking lot serves as a flea market. It is a focal point at the terminus of Bethesda Avenue and has the potential of increased market activity, becoming the link between community-oriented retail to the west and south. Any expansion of the structure will be limited by its historic resource designation.

Another local landmark evoking the mid-1920's is the Tudor Style Shopping Complex between Leland and Walsh Streets. The small individual neo-Tudor structures reflect the predominant scale of the corridor, while the street orientation provides an appealing pedestrian environment.



B. OBJECTIVES


1. Support a diverse specialty - and community-serving retail environment, including adequate short-term parking facilities.
2. Provide additional housing to encourage uses that are compatible with nearby residential areas.

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C. RECOMMENDATIONS

The Plan recommends confirmation of the existing CBD-1 Zone for most of the corridor. The only optional method development allowed would be mixed-use projects containing a residential component. The CBD-1 Zone allows mixed-use development up to 3 FAR. A low residential floor area and a high commercial floor area offer an economic incentive to provide more housing. Ground floor retail should be provided on such projects. Recommended land use and zoning are shown in Figure 4.34.

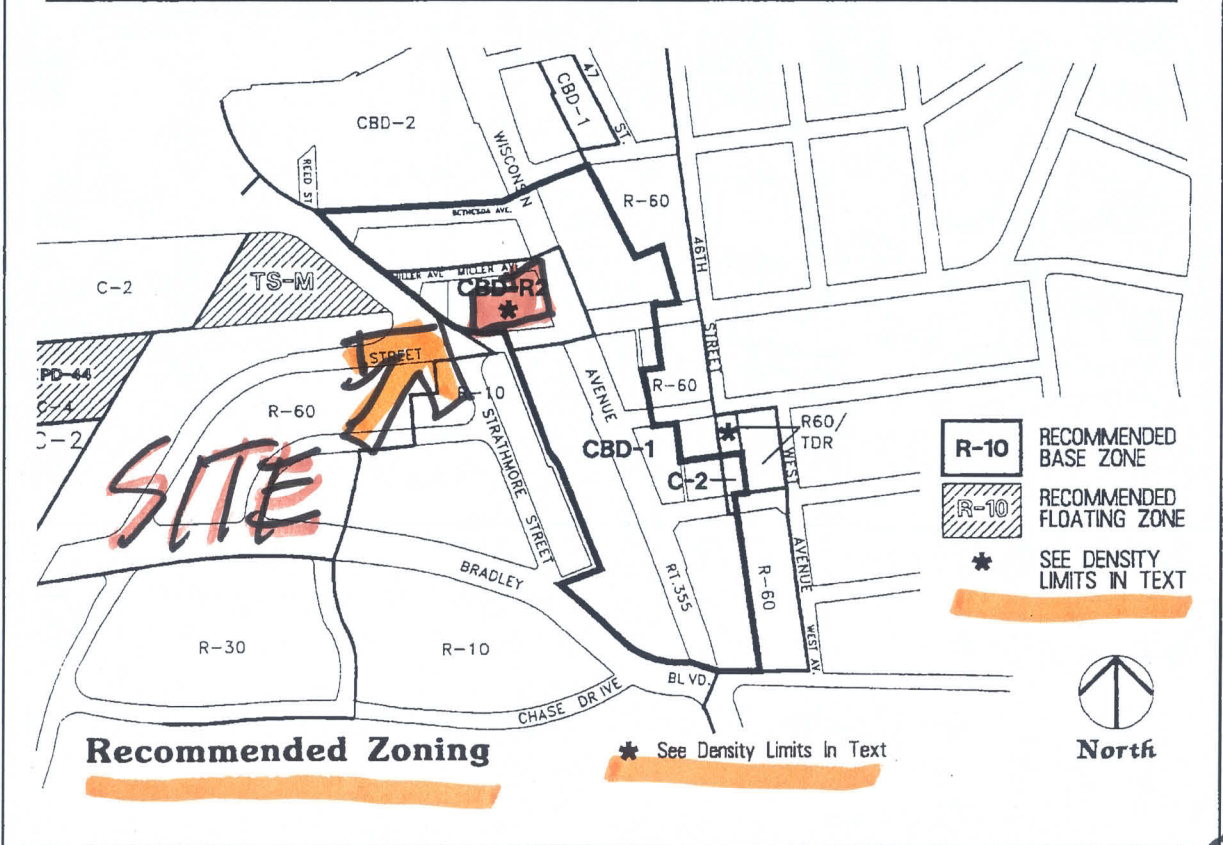
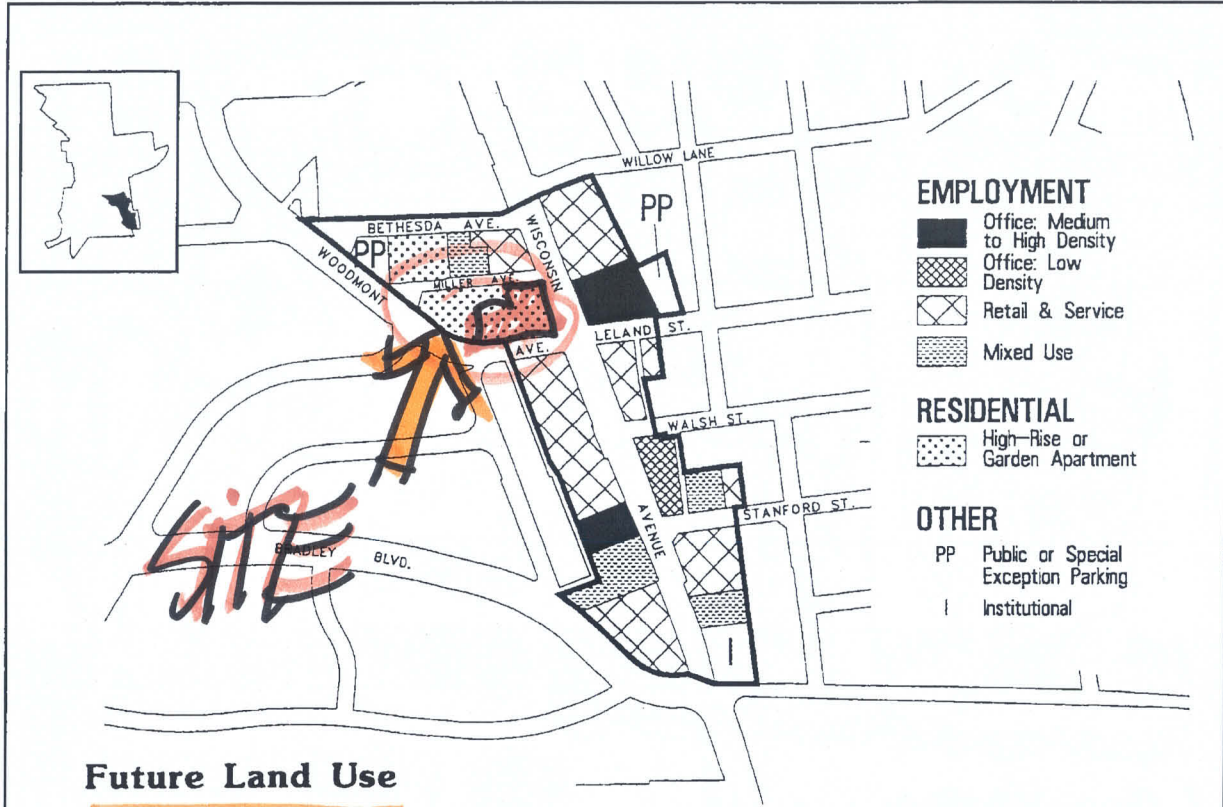
The Plan allows continued small-scale, standard method infill commercial development on sites that are too small for optional method development. The CBD-1 Zone allows an additional 1 FAR for residential use. The Plan recommends retail uses on the ground floor only.



On the block south of Miller Avenue, the Plan recommends the CBD-R2 Zone limited to a maximum of 3 FAR and a maximum height of 75 feet.

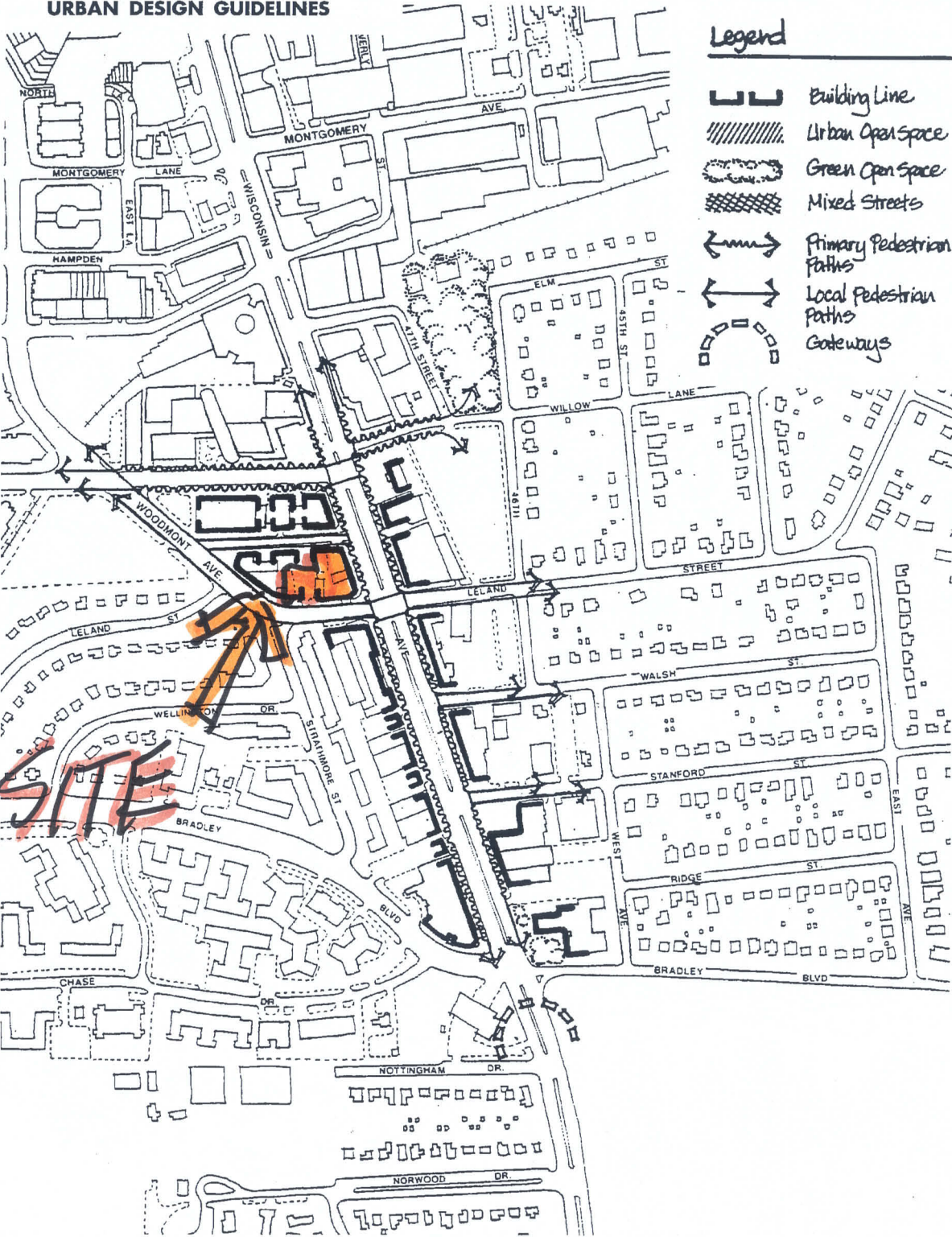
The Tudor Style Shopping Complex offers a unique amenity for Bethesda in its pedestrian orientation, scale, and retail diversity. Methods should be explored to preserve the complex while increasing the economic viability of the small retail businesses on the site. At a minimum, the Plan encourages facade renovation and supports methods to achieve that result, such as participation in an easement program and rehabilitation funding. The possibility of limited redevelopment to include housing could be explored—either under the standard method or, by assemblage of all properties with an adjacent property, under the optional method.

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URBAN DESIGN GUIDELINES

Legend







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Section 4.9, The Town of Chevy Chase Transition Area, contains a recommendation regarding the parking lots north of St. John's Episcopal Church.

D. URBAN DESIGN GUIDELINES

In addition to the general objectives and principles in Section 3.2, the following guidelines apply in the Wisconsin South Corridor (see Figure 4.35):

-  1. Set new buildings back 20 feet from the street curb to accommodate the higher level of pedestrian activity that occurs along the corridor. Provide streetscape in accordance with the recommendations of the Streetscape Plan.
-  2. Limit building heights to 75 feet to step down heights from the Metro Core and to ensure compatibility with nearby residential areas.
-  3. Achieve a compatible transition from the single-family community across Woodmont Avenue for new development on properties fronting on Woodmont and Miller Avenues. Locate the building to take advantage of views down Woodmont Avenue. Locate parking to the rear of the site adjacent to the existing gas station or underground with access limited to two driveways, one along Miller Avenue and the other along Leland Street.
-  For optional method development, provide improvements to the landscaped open space within public right-of-way across Woodmont Avenue along Leland Street and off-site streetscaping along Leland Street and Miller Avenue.
4. Reflect the historic character of the Tudor Style Shopping Complex. Limit any redevelopment to three stories, and maintain the pedestrian character, scale, and opportunity for retail diversity. If any portion of the existing building is retained, the most significant architectural feature is the Tudor-style roof line, which should be reflected in the design of the new portion of the structure. Provide a coordinated design for signs. Do not enclose the side-walk space with a permanent structure.

4.11 THE BRADLEY BOULEVARD DISTRICT

A. DESCRIPTION

The residential community on either side of Bradley Boulevard is composed predominately of garden apartments and townhouses, except for a neighborhood of single-family detached houses in the north-west section. The district is roughly defined by the Georgetown Branch on the west, Public Parking Lot 31 and Woodmont Avenue on the north, the CBD line on the east, and the Sector Plan boundary on the south. The Plan

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character, intended to complement the surrounding residential gardens outside the CBD.

The Sector Plan recommends a few minor revisions to the 1984 Bethesda Streetscape Plan to improve pedestrian access and achieve a more unified approach. These revisions include:

1. Provide a minimum 20-foot building setback from the street curb along Wisconsin Avenue to better accommodate the higher volumes of pedestrian traffic on this street. The 1984 plan called for 15-foot sidewalks, a width that is more appropriate for side streets than for Wisconsin Avenue.
2. Unify Woodmont Avenue with Bethesda brick pavers and Bethesda Lanterns on both sides of the street, as shown in Figures 6.3 and 6.4. The 1984 plan considered each side of Woodmont Avenue to be in a different district, requiring different pavements. This Sector Plan treats the street as a unified corridor which should receive the same treatment on both sides.
3. Create signalized pedestrian crossings and new crosswalks to facilitate pedestrian movement within the Core. (See Chapter 5.0, Transportation.)
4. Upgrade the existing East-West Highway corridor and median.

B. THE WISCONSIN CORRIDORS, NORTH AND SOUTH

Both of these areas should receive the same level of streetscape improvement as the Metro Core District (Level One) to achieve a unified street corridor and respond to a higher level of pedestrian activity. This upgraded streetscape will visually define Wisconsin Avenue as one of Bethesda's most significant Urban Boulevards.

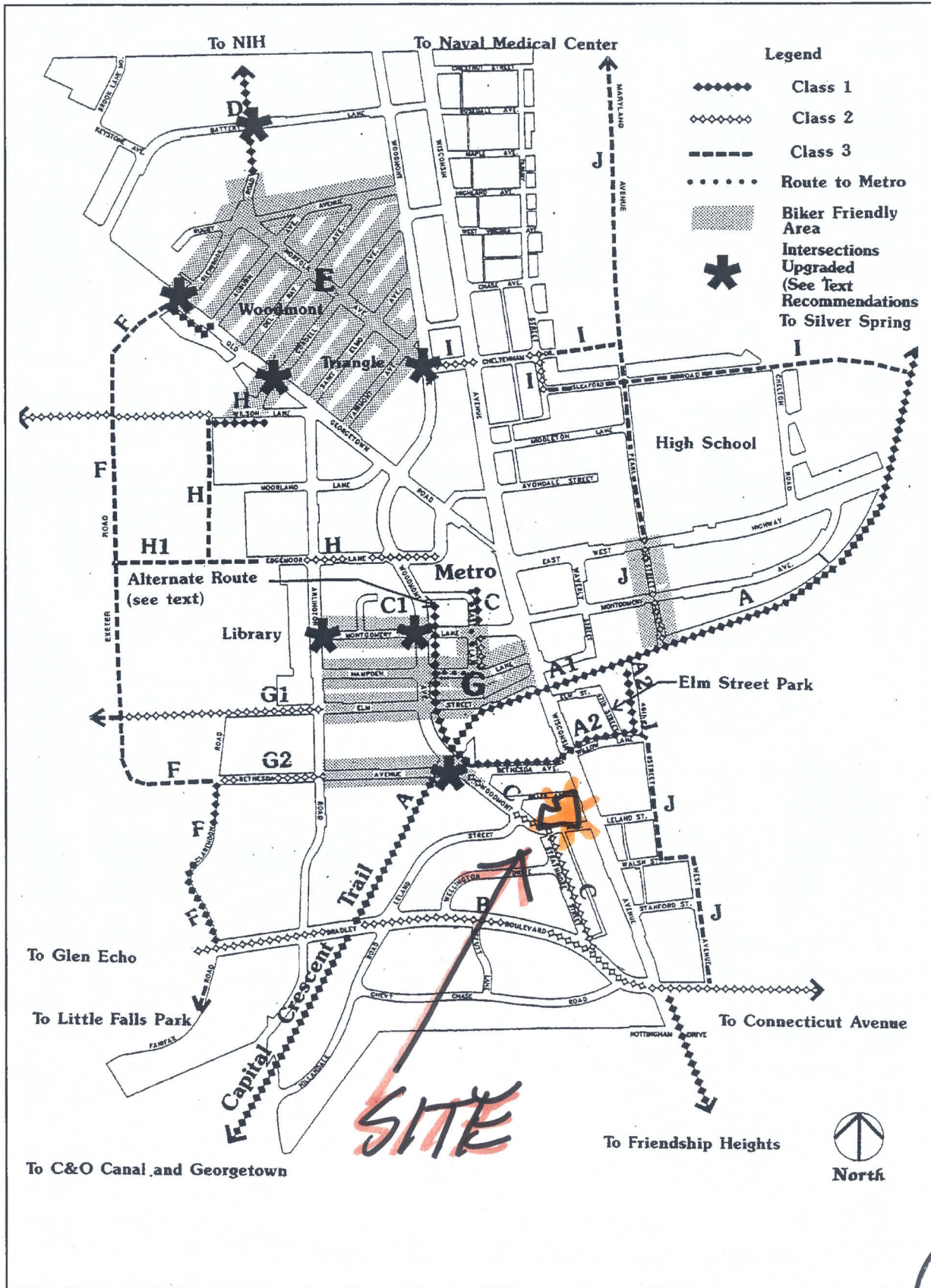
1. Provide a 20-foot building setback to match setbacks in the Metro Core and to help emphasize the street hierarchy.
2. Place overhead utilities underground.
3. Provide the 1984 streetscape standards, which call for Bethesda brick pavers, tightly spaced street trees, and Bethesda Lanterns.
4. Install a high level of pedestrian amenities, such as planters and seating.
5. Upgrade the existing median and sidewalks.

C. OLD GEORGETOWN ROAD CORRIDOR

Extending Metro Core District streetscape (Level One) along Old Georgetown Road will contribute to a unified street corridor and create an Urban Boulevard. However, due to the proposed reversible center lane, no median is proposed within the Sector Plan area.

1. Place overhead utilities underground.
2. Provide the 1984 streetscape standards, which call for Bethesda brick pavers, tightly spaced street trees, and Bethesda Lanterns.





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Gallery Of Images About Compatibility And Height

D

Alternative
View from Woodmont Avenue



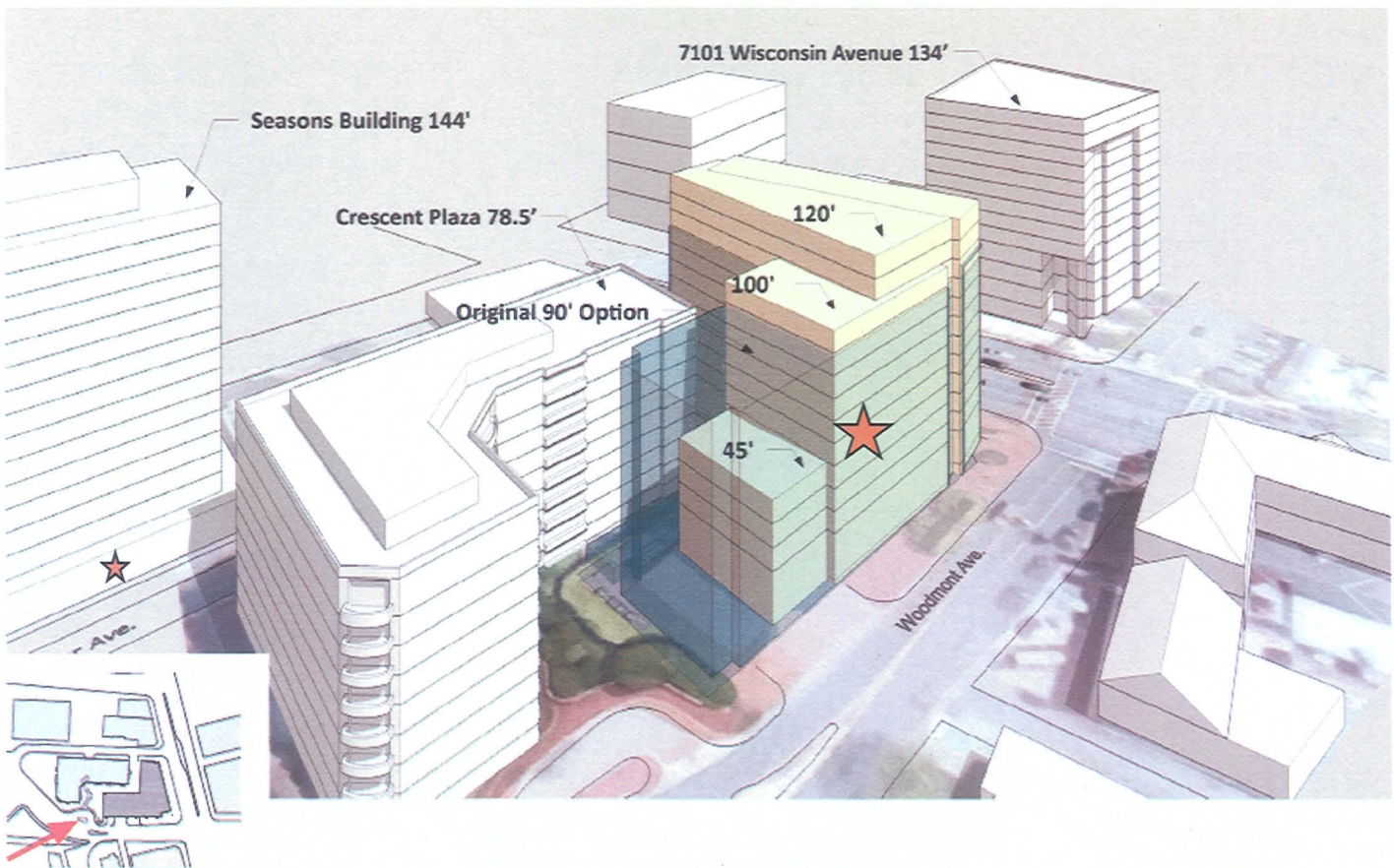
 7100 Wisconsin

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7100 Wisconsin Avenue
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Alternative
Relationship to Crescent Plaza
Proposed Development ("Original 90' Option") shown in transparent blue



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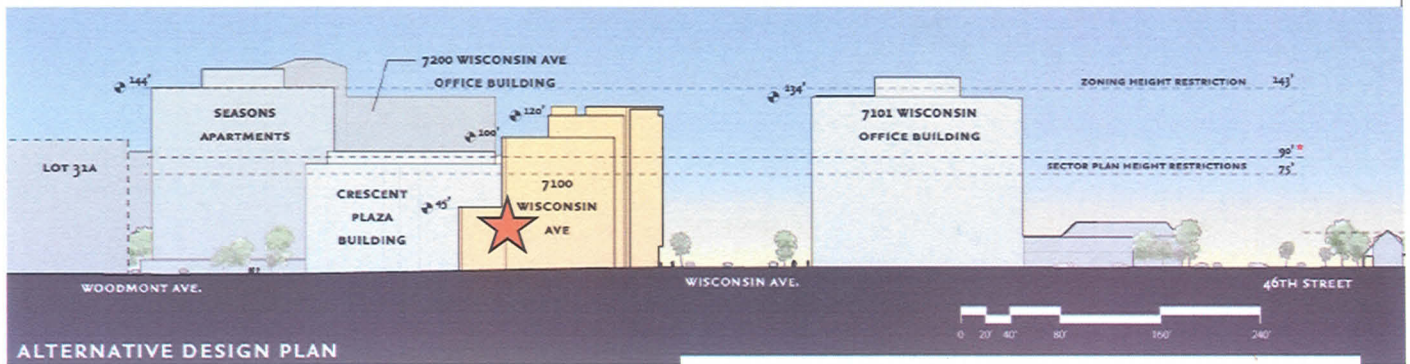
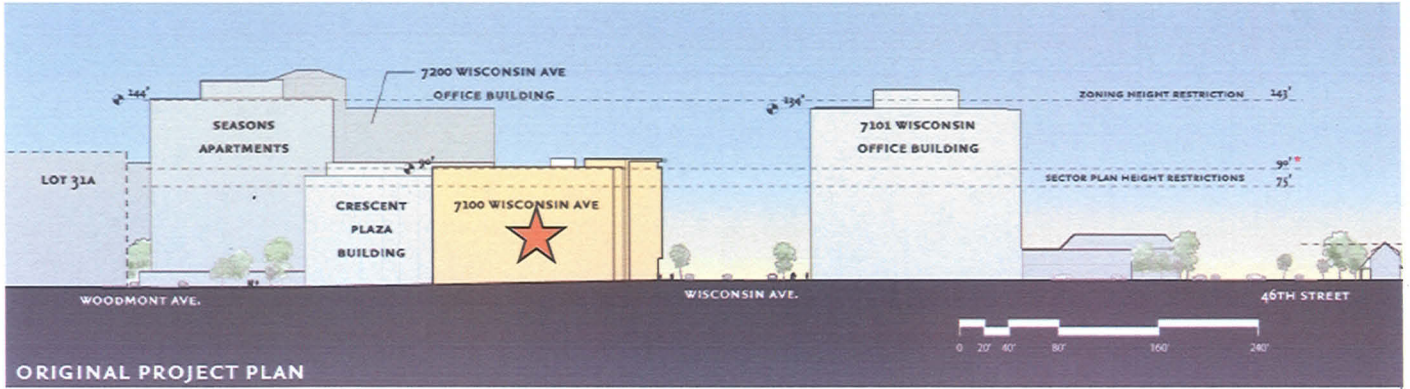
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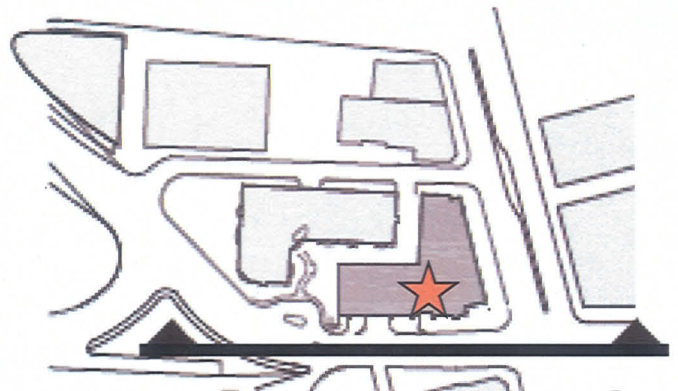


Attachment D
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South Elevation In Context



* Approved per Pre-Preliminary Plan No. 720110030



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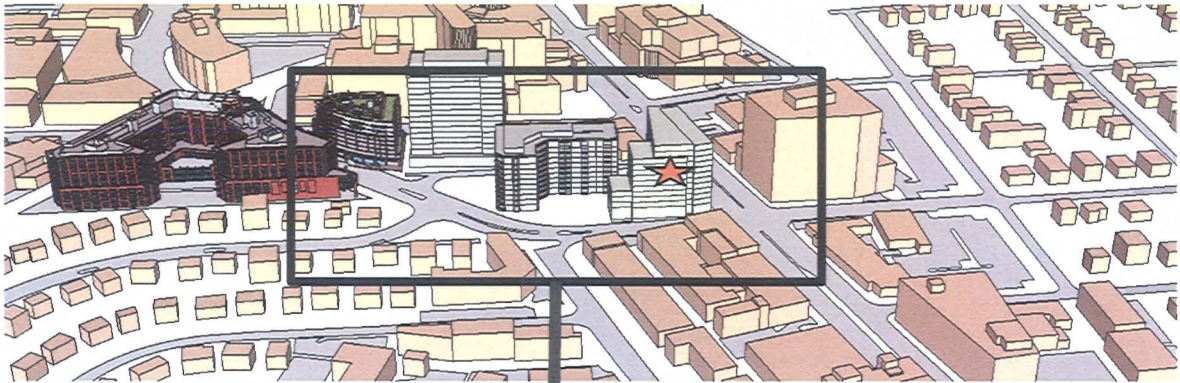
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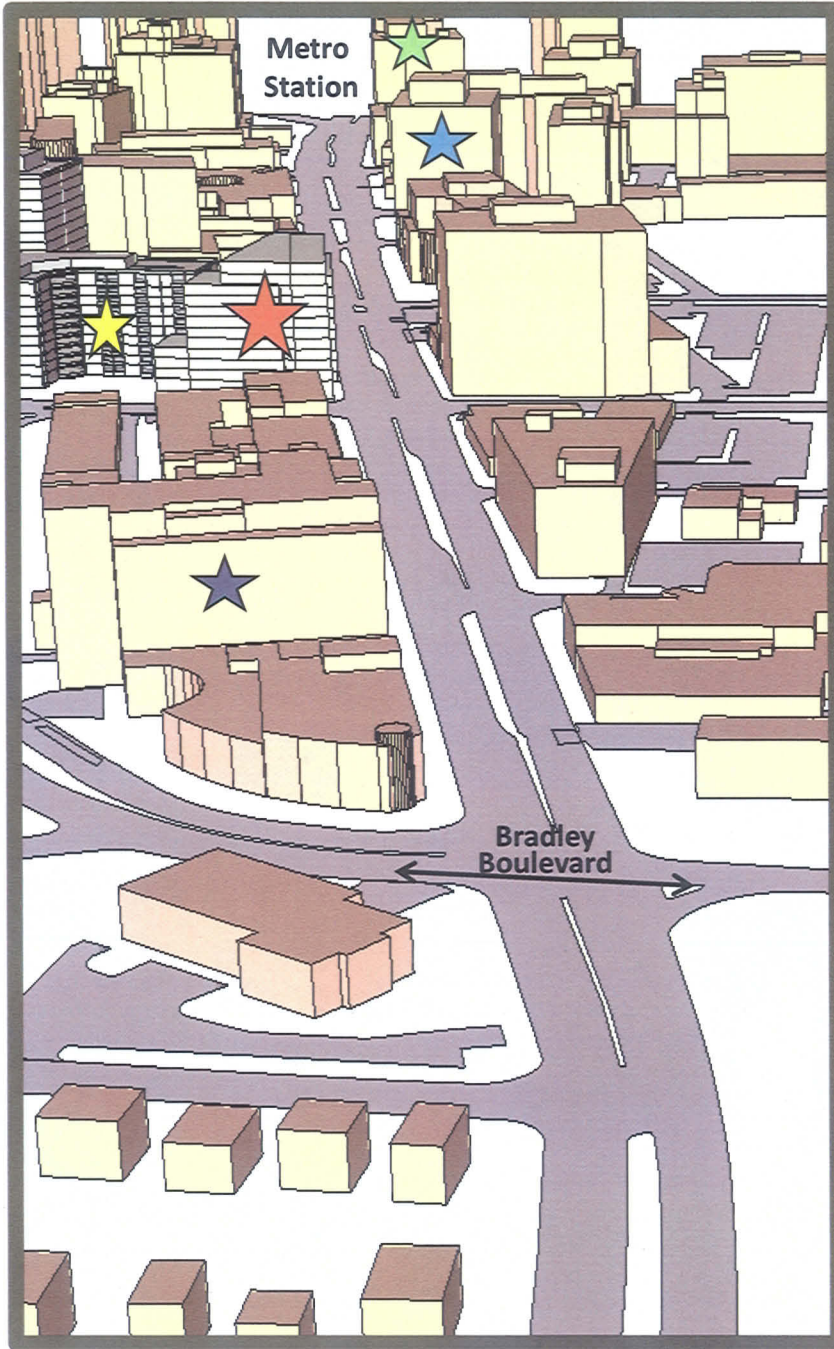
Alternative with Stepped Down Height and Larger Open Space
Achieves Compatibility with Neighborhoods to the South



 7100 Wisconsin

Attachment D
Gallery Images About Compatibility And Height

Simulated Aerial Perspective
View Up Wisconsin Avenue
Showing How Height of the Alternative Fits in With Other Buildings



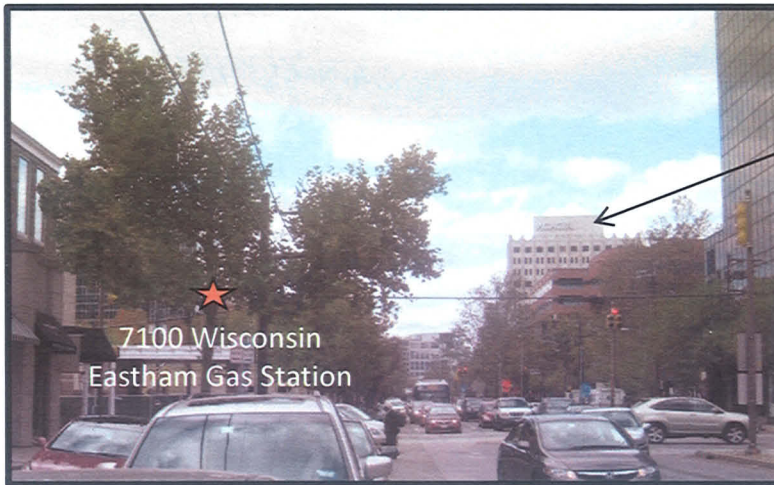
-  7100 Wisconsin
-  Crescent Plaza
-  Bethesda Crescent
-  Air Rights Building
-  Adagio

Attachment D
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Photograph Taken from Pedestrian Level
View looking north up Wisconsin Avenue

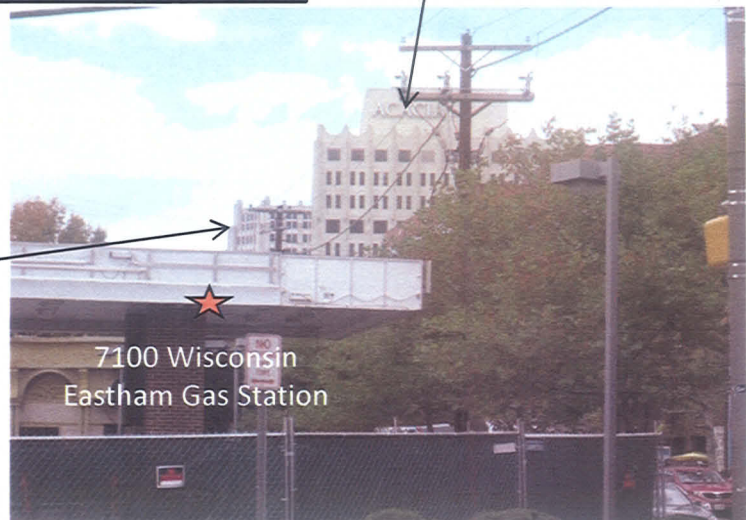
How well you can see the “stepping down” concept depends on where you are standing and the amount of redevelopment that has occurred since the concept was adopted. In the future the Alternative will contribute to the concept of a tall center, transitioning to a low edge. At the same time it will reflect the Sector Plan’s urban design principles to provide a “fine grain” in terms of building form and massing, and a varied roof line.

Not all properties that are out of synch with the “stepping down” concept are likely to redevelop. This is one reason that the concept is not easy to discern in this view.



Air Rights Building

Chevy Chase Bank Building
In the distance in the Center. It was built to the 200 foot height limit in the Sector Plan. 200 feet is the greatest height recommended in the Sector Plan.

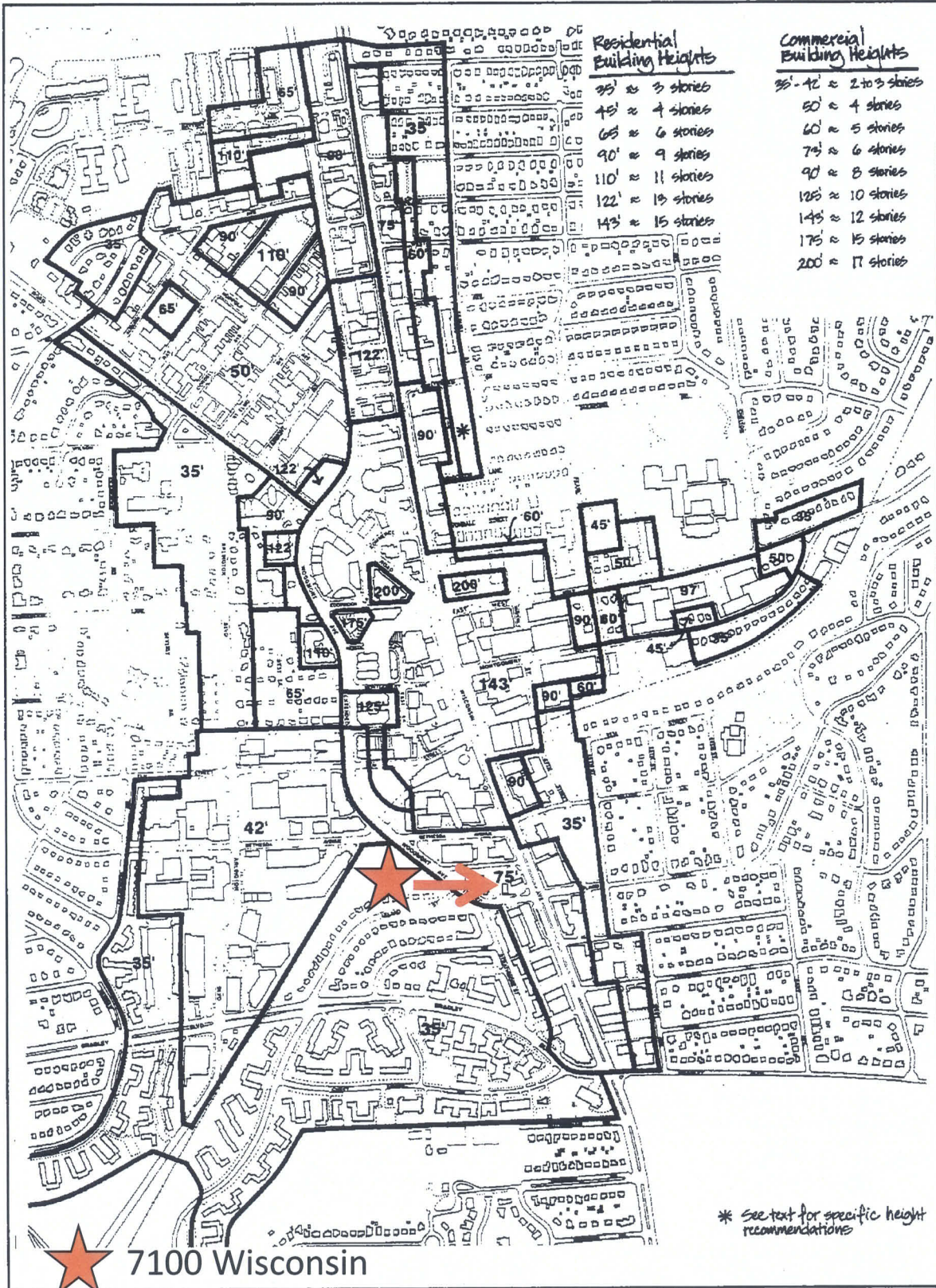


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BUILDING HEIGHT LIMITS

FIGURE 3.2



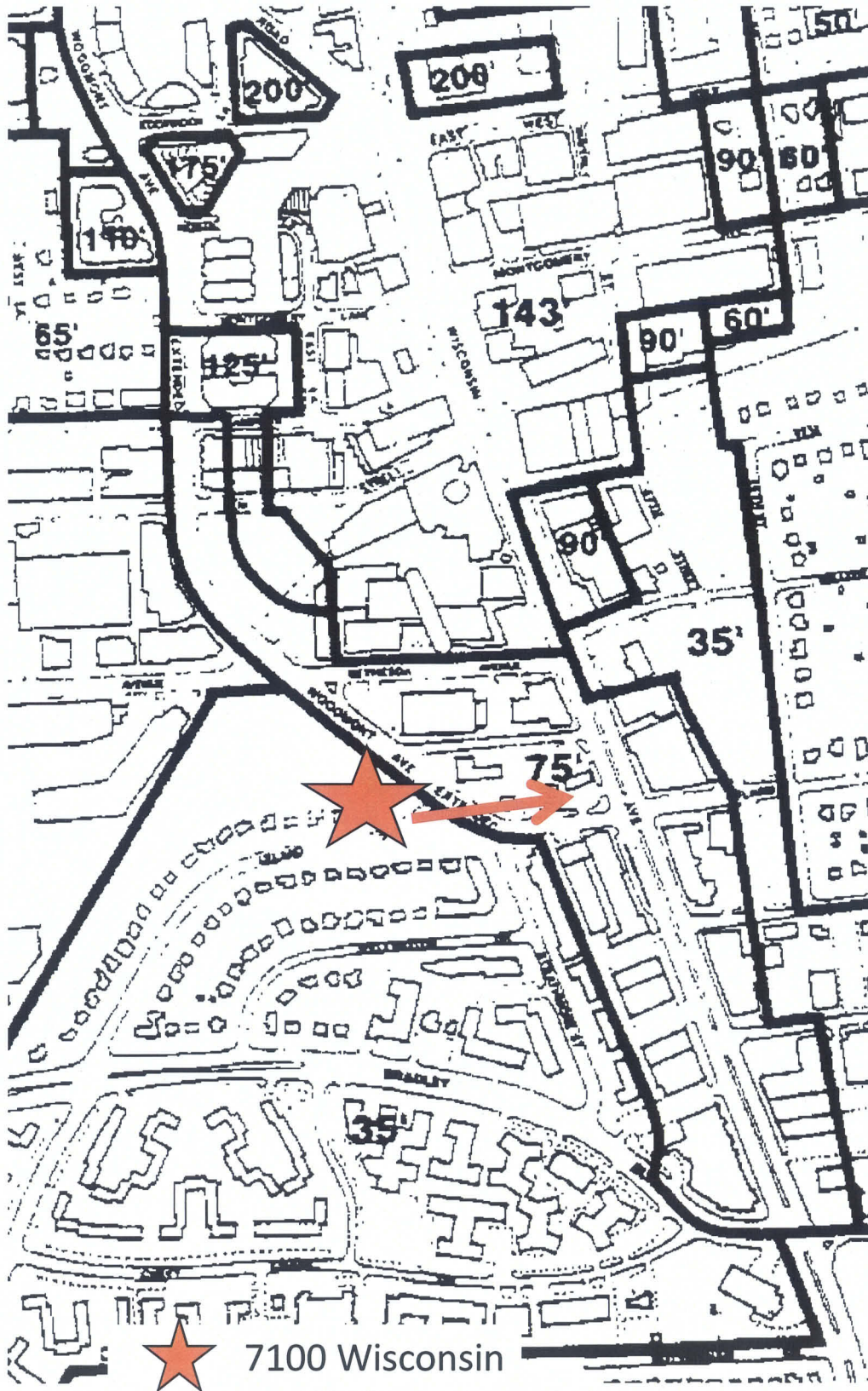
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 BETHESDA CBD - APPROVED & ADOPTED JULY 1994



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Attachment D
Gallery Of Images About Compatibility And Height

View of the East Face of Crescent Plaza



A 30 foot building separation will be provided between the base/footprint of the Crescent Plaza building and that of 7100 Wisconsin Avenue. This is discussed on page 20 of this staff report .

“Additional design features should be incorporated to produce a better relationship. For lower levels, trees and tall shrubs to screen views are an obvious solution. However for the upper levels, other strategies should be considered to create a more desirable relationship between the buildings. At the time of site plan review, this should be addressed. One approach is to replace or diffuse views from windows and balconies that are facing one another. Good air circulation should be a goal, and it will reduce energy expended for climate control. In the same vein, the design solution should maximize natural light. Consideration should be given to creative solutions that are attractive and integrated. Consideration should be given to creating an attractive green screen.”

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