

Bethesda Downtown Design Advisory Panel

FROM: Laura Shipman

Design Advisory Panel Liaison

PROJECT: ZOM Bethesda

Sketch Plan No. 320180050

DATE: November 8, 2017

The **ZOM Bethesda** project was reviewed by the Bethesda Downtown Design Advisory Panel on **November 8, 2017**. The following meeting notes summarize the Panel's discussion, and recommendations regarding design excellence and the exceptional design public benefits points. The Panel's recommendations should be incorporated into the Staff Report and strongly considered by Staff prior to the certification of the Site Plan. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.

Attendance:

Karl Du Puy (Panelist)
George Dove (Panelist)
Damon Orobona (Panelist)
Rod Henderer (Panelist)
Paul Mortensen (Panelist, Senior Urban Designer in the Director's Office)

Laura Shipman (Design Advisory Panel Liaison)
Matthew Folden (Lead Plan Reviewer)
Gwen Wright (Planning Department Director)
Robert Kronenberg (Area 1 Division Chief)
Elza Hisel-McCoy (Area 1 Regulatory Supervisor)
Michael Brown (Area 1 Master Plan Supervisor)
Leslye Howerton (Area 1 Planner Coordinator)

Heather Dlhopolsky (Attorney, Applicant Team) Andy Czajkowski (Architect, Applicant Team) Trini Rodriguez (Landscape Applicant Team) Andrew Cretal (Applicant Team) Phil Dales (Attorney, Applicant Team)



Discussion Points:

- The project checks a lot of boxes in terms of urban planning and streetscape, it is a sound design, but is this exceptional design? Could more be done from materials perspective to make this exceptional?
- A passageway could come across the site from east to west. That through-block connection could make buildings more distinct and make the block smaller. This could create a natural place to stop and gather along Arlington Road. Could just be a 1st floor passageway.
 - Applicant response: This makes internal workings much more difficult. The grades are
 problematic and essentially prevent such a connection. Would not necessarily connect
 to any destinations because the connection would not reach all the way through to
 Woodmont Avenue.
- The design is heading in a strong direction. However, it is a long building which is a challenge for pedestrians. Courtyards are positive to add articulation along the Arlington façade, and the pavilions are very nice along the northern portion of the building. However, a bit more attention to the transition between the north and south buildings along Arlington Road might help. Right now, it is an abrupt clash. Perhaps a recessed plane or joining element of some sort could be more effective in easing the change of architectural facade treatments.
- Materiality feels dark, may consider lighter metal panel to make the upper floors less prominent (though there were dissenting opinions that dark may look best with brick).
- Should the lobby be placed along Arlington as the major road?
 - o Applicant response: Main entrance on Moreland is better for pick-up/drop-off.
- Because of the Arlington Road façade's orientation with a long western exposure, could metal
 panel become dark brick instead, and with those cost savings add solar-shading/sunscreens
 to this façade?
- Units along southern portion ground floor of the building with direct access stoops are great.
- Is there any way to bring natural light into the very long hallway on southern end? Two
 separate buildings would solve this problem, but as an alternative you could consider flipping
 the fire stair to bring in light.

Panel Recommendations:

The following recommendations should be incorporated into the Staff Report.

1. Exceptional Design Points: The design is headed in a positive direction to achieve at least the 10 out of 30 points requested in this category, based on the upgrade to a concrete construction type, quality materials and building articulation.



- 2. Create more distinction between the north and south portions of the building to break up the long Arlington Road facade and bring in more natural light at the transition.
- 3. Coordinate with the adjacent properties to better configure and maximize the proposed outdoor spaces between buildings to the east of the site.
- 4. Integrate a way to provide sun shading on the long west-facing façade along Arlington Road.



Attachment C MONTGOMERY COUNTY PLANNING DEPARTMENT

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

July 12, 2017

Zom Mid-Atlantic c/o Chris Love 7900 Westpark Drive, Suite T-605 McLean, VA 22102

Re: Forest Conservation Exemption Request and Simplified NRI/FSD No. 42017154E

Property Name: Zom Bethesda

Action Taken: Exemption Confirmed & Simplified NRI/FSD Approved on 7/12/2017

Dear Chris Love:

On July 11, 2017, Montgomery County Planning Department Staff received a revised Simplified Natural Resource Inventory / Forest Stand Delineation "Simplified NRI/FSD" for Zom Bethesda. The Simplified NRI/FSD is part of a Chapter 22A-5(s)(1) Exemption Request for an activity on a small tract of land of less than 1.5 acres. The revised Simplified NRI/FSD shows the existing features and significant trees. A Preliminary Plan of Subdivision is being filed in conjunction with this forest conservation exemption request.

A Chapter 22A-5(s)(1) Exemption Request, is for an activity on a tract of land of less than 1.5 acres with no existing forest, or existing specimen or champion tree, and the afforestation requirements would not exceed 10,000 square feet.

Zom Bethesda is on a tract of land approximately 1.32 acres in size. The total disturbance area is 1.32 acres. This activity does not trigger afforestation requirements. No forest, specimen tree or champion tree exists within the project tract area.

Forest Conservation Exemption Request No. 42017154E for Zom Bethesda is confirmed. The revised Simplified NRI/FSD for the project is approved.

Any changes from the confirmed Forest Conservation Exemption Request and approved Simplified NRI/FSD may constitute grounds to rescind or amend any approval actions taken.

Sincerely,

Stephen Peck Senior Planner

Development Applications and Regulatory Coordination

M-NCPPC - Montgomery County Planning Department

CC: JL Fisher, Soltesz

Fax: 301-495-1306

askasten@verizon.net Letter of Support of the ZOM living Project

Dear Mr. Anderson,

I am writing to support the ZOM Living project, which will transform the 7500 block of Arlington Road in Bethesda from a series of outdated single family homes used for commercial purposes to a multi-family six-story residential community.

As an area resident of Bethesda and artist, I ardently support the project's design and aesthetic for many reasons, but here a few for your consideration:

- The project uses art to integrate beautifully with the neighborhood. Specifically, a proposed sculpture walk enhances the pedestrian experience and creates an enjoyable transition into the greater community that can be appreciated by all.
- The project fits with the neighborhood as many of us residents envision it evolving. It complements the mixed-use, diverse character of downtown Bethesda and will be a welcome replacement to the current single-family homes that occupy the 7500 block.
- The project is pedestrian-friendly for all. The plan features several green pathways that create not only a safe and welcoming experience for all citizens, but also a pleasing visual transition from the mixed-used, residential environment to the taller office buildings of downtown Bethesda.

Thank you for including my support in your consideration for the project.

Best regards,

Alex

Alex Kasten | Sculptor Kasten Studios Exhibits | Commissions 9210 Topeka Street Bethesda, MD 20817 Ph. 301-335-9435 kastenstudios.com

RF Rudolph Fields LLP

7511 Arlington Road Bethesda, Maryland 20814 (301) 907-8670 www.rudolphfields.com

E-Mail: bfields@rudolphfields.com Direct Line: (301) 907-8672

November 16, 2017

VIA U.S. MAIL AND E-MAIL Mr. Matthew Folden M-NCPPC 8787 Georgia Avenue Silver Spring, Maryland 20910

Dear Mr. Folden:

My name is Brandon Fields and I am writing to support ZOM's proposed redevelopment along Arlington Road in Bethesda, filed as Sketch Plan No. 320180050 (the "Application"). I am a lifelong resident of Montgomery County. I attended elementary school, middle school, and high school in Bethesda and currently live in Potomac with my wife and three (3) children. I received my JD and MBA from University of Maryland and opened my office, Rudolph Fields LLP, over seven (7) years ago at 7511 Arlington Road in Bethesda.

ZOM's proposed redevelopment would be an excellent addition to downtown Bethesda and fit well with Bethesda's current and future landscape. The proposed site is approximately 400 feet from any single family residence, and the fields of Bethesda Elementary provide ample buffer from the Edgemoor community. The Bethesda metro station and the new Marriott headquarters are both within 2 blocks of the proposed redevelopment site.

I support the Application in full and specifically support its improvements to the public right-of-way, the exceptional design and architecture, and the height of the proposed development. Other residential buildings located on the block are The Christopher, which is thirteen (13) stories, and The Edgemont Apartments, which is eight (8) stories. The proposed development of a six (6) story multi-family building will be less height than neighboring buildings while still allowing ZOM to construct a higher design building of the type needed in downtown Bethesda.

I am excited for the direction of downtown Bethesda and I hope the Planning Board takes this opportunity to approve a project that will benefit current and future residents of Montgomery

Mr. Folden Page 2 of 2

County by providing multi-family units within a short walk to the metro. This is an exciting time to be a resident of, and employer located in, Montgomery County.

Please contact me should you wish to discuss further.

Sincerely,
Branch Felds

Brandon J. Fields

Cc: Members of the Montgomery County Planning Board via email to MCP-Chair@mncppc-mc.org

Chy8art@aol.com

Subject: Letter of Support ZOM Bethesda

Dear Planning Board Chair,

As a native Bethesda sculptor, lifelong Montgomery County resident, and living just a few blocks from the development, I believe that ZOM Living's plans for the 7500 block of Arlington Road present an exciting opportunity for us to enhance our community.

I am especially excited about the vision for an Art Walk as it builds upon Bethesda's strong history of commitment to the arts. This new amenity will help people reconnect to those roots. Introducing sculpture into the natural landscape will open the eyes of people to new ideas, inspire dialogue, and improve access to the arts. The Art Walk will also help connect the community to local attractions, municipal venues, and businesses such as the Bethesda Jazz and Supper Club, the Round House Theater, and Bethesda Urban Partnership.

I find that the building's design is tastefully done, and will appropriately blend in with the taller commercial buildings on the east side of Arlington Road. The proposed enhancements to make the landscaping and sidewalks more pedestrian-friendly are also much needed, and will be a major benefit to both residents and visitors of the site. Overall, ZOM Living's plans provide an innovative and unique blend of both improvements to the residential aspects of the neighborhood and conformity to the nearby residential and commercial area.

Please consider supporting their thoughtful plans.

Best.

Jeff Chyatte 7605 Honeywell Lane Bethesda, MD 20814 202-203-8084

kreap01@gmail.com

Subject: ZOM Living – 7500 Block Arlington Road

11/16/2017 Casey Anderson Chair, Montgomery County Planning Board 8787 Georgia Avenue Silver Spring, MD 20910

Dear Chairman Anderson,

My wife and I are residents in downtown Bethesda, and are fully supportive of ZOM Living's plans for the 7500 block of Arlington Road.

We are huge proponents of continued development of the downtown area, as we'd like to see an increase in the amount of nearby amenities for local residents. We also enjoy being able to walk around our neighborhood. As such, we are particularly looking forward to the improved walkability the project will bring to the site. One of the biggest assets of living in an urban environment like ours is the ability to get to nearby amenities such as shops, restaurants, and supermarkets without having to get in a car. So it is critical for us to ensure that streets and sidewalks in our neighborhoods are pedestrian-friendly.

With plans to start a family in this area and a child on the way, pedestrian safety is of extreme importance to us. ZOM Living's vision to widen the sidewalks and add trees, plants, and seating areas will help make the pedestrian experience on Arlington Road safer and more enjoyable. We also appreciate their proposal for a new six-story residential structure, and feel that a building of this moderately sized height will fit in nicely with the surrounding community. Please support ZOM Living's plans to enhance this area of Arlington Road. Thank you.

Respectfully,

Kevin Reap 4853 Cordell Avenue Bethesda, MD 20814 301-279-6604

Project	&	Regulatory Stage	şe	Planning		Density (sf)		PIP Payment*
	Sketch	Preliminary	Site	Board	Base	BOZ	Total	
				Hearing				
4540	320180010	Not filed	Not filed	1/11/18	61,250	N/A	61,250	N/A
Montgomery							(100 du's,	
Avenue							3,063 retail)	
Edgemont at	320180030	11984058A	Not filed	1/11/18	46,467	138,533	186,000 (160	\$1,385,330
Bethesda II							du's)	
ZOM	320180050			11/30/17	84,967	172,708	257,675	\$1,727,080
Bethesda							(235 du's)	
Marriott	320180060	120180020	820180030	12/14/17	490,860	559,140	1,050,000	\$5,591,400
International								
Headquarters								
Artery Plaza	32015005B	11983015C	81984002D	11/30/17			14,500	N/A
7359	320180070	120180040	820180040	1/18/18	535,000	214,795	749,795	\$2,147,950
Wisconsin								
Avenue								

^{*}Final PIP amount determined at Site Plan

		BOZ Density*		
Bethesda Density Cap	Available Square Footage	Density Approved by	Total Density Allocated	Remaining Density
		Planning Board at Sketch	Planning Board at Sketch by Planning Board at Site	Available based upon Site
		Plan	Plan**	Plan Allocation
32.4 Million SF	6.1 Million SF	2.32 Million SF	1.81 Million SF	4.29 Million SF
		(2,319,220 SF)	(1,814,295 SF)	
101				

*Reflects BOZ and mapped density

**Density is allocated for the PIP at the time of Site Plan



DEPARTMENT OF TRANSPORTATION

Isiah Leggett County Executive

Al R. Roshdieh Director

November 20, 2017

Mr. Matthew Folden, Planner Coordinator Area 1 Planning Division The Maryland-National Capital Park & Planning Commission 8787 Georgia Avenue Silver Spring, Maryland 20910-3760

RE:

Sketch Plan No. 320180050

ZOM Bethesda

Dear Mr. Folden:

We have completed our review of the sketch plan dated October 11, 2017. This plan was reviewed by the Development Review Committee at its meeting on September 19, 2017. The following comments are tentatively set forth for the subsequent submission of a preliminary plan:

All Planning Board Opinions relating to this plan or any subsequent revision, preliminary or site plans should be submitted to the Montgomery County Department of Permitting Services in the package for record plats, storm drain, grading or paving plans, or application for access permit. This letter and all other correspondence from this department should be included in the package.

- 1. MCDOT does not object to the applicant submitting a preliminary plan for this project.
- 2. Pay the Montgomery County Department of Transportation plan review fee in accordance with Montgomery County Council Resolution 16-405 and Executive Regulation 28-06AM ("Schedule of Fees for Transportation-related Reviews of Subdivision Plans and Documents").
- 3. Show all existing topographic details (paving, storm drainage, driveways adjacent and opposite the site, sidewalks and/or bikeways, utilities, rights of way and easements, etc.) on the preliminary plan.
- 4. Moorland Lane Provide typical section for Moorland Lane. Based on plat #17325 Moorland Lane has a right-of-way of 70-feet and is classified as a Business District street.

- 5. Arlington Road Provide typical section for Arlington Road. Necessary dedication for Arlington Road in accordance with the master plan. Arlington Road is classified as an Arterial Road with 80 feet of right-of-way.
- Edgemoor Lane Provide typical section for Edgemoor Lane. Edgemoor Lane has 80 feet of rightof-way and is classified as a Business District street.
- 7. Submit storm drainage and/or flood plain studies, with computations for any portion of the subject site that drains to the Montgomery County public storm drain system. Analyze the capacity of the existing public storm drain system and the impact of the additional runoff. If the proposed subdivision is adjacent to a closed section street, include spread computations in the impact analysis.
- 8. Show the location of proposed driveways on the preliminary plan.
- 9. For safe simultaneous movement of vehicles, we recommend a driveway pavement width of no less than twenty-four (24) feet to allow vehicles to enter and exit the site without encroaching on the opposing lanes. This width will permit an inbound lane width of fourteen (14) feet and an exit lane width of ten (10) feet.
- 10. At the preliminary plan stage, submit a completed, executed MCDOT Sight Distances Evaluation certification form, for all existing and proposed site entrances onto County-maintained roads, for our review and approval.
- 11. Driveways and intersections are to be spaced opposite one another or located at least one hundred feet apart. Any deviation from this standard, the applicant will need to submit a Design Exception for our Review.
- 12. On the preliminary and site plans, delineate the location and dimensions of the proposed truck loading and dumpster spaces.
- 13. Maintain a minimum 5 ft continuous open pathway (no grates) along all public streets.
- 14. Upgrade pedestrian facilities at intersections along the site frontage & at adjacent intersections to comply with current ADA standards.
- 15. Street frontage improvements along Arlington Road, Edgemoor Lane and Moorland Lane to be determined at preliminary plan stage.
- 16. At the preliminary plan stage, submit a truck circulation for review by the M-NCPPC and MCDPS.

 This plan should delineate the proposed movements on-site between the anticipated access

locations, the proposed truck loading spaces, and the proposed dumpsters. The truck circulation pattern and loading position should be designed for counter-clockwise entry and a left-side backing maneuver. Passenger vehicle travelways should be separated from the expected truck circulation patterns and storage areas. The applicant may also need to provide documentation of their proposed delivery schedules.

- 17. At the preliminary plan stage, submit a Traffic Impact Study if required, by the Planning Department.
- 18. Prior to the issuance of any building permits by MCDPS, the applicant will need to work with this Department to finalize the draft Traffic Mitigation Agreement submitted with the preliminary plan application. Within MCDOT, the applicant should coordinate with Ms. Sandra Brecher, Chief of Commuter Services Section. Ms. Brecher may be contacted at 240-777-8383. The TMAg will include but not be limited to the following:
 - <u>Car Sharing Parking</u>. Provide two (2) car sharing vehicle parking spaces in highly visible, preferentially-located spots.
 - <u>Electric Car Charging</u>. Provide at least two (2) electric car charging stations on site or other
 EV charging arrangements acceptable to MCDOT.
 - <u>Bicycle Facilities</u>. Significant bicycle activity will likely occur at this site due to its proximity to bicycle facilities along Arlington Road, nearby planned bike facility infrastructure, and bicycle shops. Provide bike racks/lockers in weather-protected, highly visible/active locations.
 Consider providing secure bicycle storage area in garage for resident use (bike cage) as well as a small bicycle repair station for resident use.
 - Bike Sharing Station. See comment below.
 - Real Time Transit Information See comment below.
 - <u>Static Information Displays</u> Incorporate static display space into residential lobby to provide opportunity for display of transit and other alternative transportation information.
 Information on alternatives should also be displayed on each level of parking facilities and in elevators.
- 19. <u>Bikeshare</u>. Provide space in the Project for a bikeshare docking station (or similar facility required by the County) to enable this form of transportation to be used by residents, employees and visitors at the Project. The location of this docking station will be selected by the County and

the Applicant, based upon the requirements of the bike sharing system and in a highly-visible, convenient and well-lit location on the Project. In the event an appropriate location cannot be located on site that meets bikeshare siting criteria, MCDOT will select an off-site location for the station based upon the requirements of the bikesharing system in the County, as close as possible to the Project. Applicant must pay the capital costs for a 19-dock bikeshare station. All payments must be made to the County or its designee. Applicant must take other actions in concert with MCDOT to promote use of bikesharing among employees, residents and visitors at the Project, in order to accomplish the objectives of the TMD.

- 20. <u>Real Time Transit Information</u>: Provide opportunity and connections for monitor to display Real Time Transit Information in the residential lobby. This will enable information to be readily accessed by building residents, employees, visitors, etc. Real Time Transit Information feeds can be incorporated into planned lobby display monitors/software system for the building.
- 21. <u>Design Elements:</u> We recommend the following design elements intended to facilitate the use of non-auto modes of transportation be incorporated in the building design:
 - Design building frontages/lobbies to provide two-way visibility for transit vehicles, shuttles and taxis
 - Provide electric and water connections in outdoor settings to enable outreach events to be staged more readily.
 - Provide concierge/reception desk with an area where transit information and pass sales can be transacted – e.g., obtaining transit information, loading of SmarTrip cards.
- 22. <u>On-site Parking:</u> MCDOT recommends that this development provide the minimum amount of on-site parking. If the site can be included in an extension of the PLD to enable provision of less on-site parking that solution should be explored.
- 23. We recommend the applicant coordinate with Mr. Matt Johnson of our Transportation Engineering Section at matt.johnson@montgomerycountymd.gov or at (240) 777-7237 regarding the planned bikeway facilities along Edgemoor Lane.
- 24. We recommend the applicant coordinate with Mr. Mark Terry of our Traffic Engineering and Operations Section at mark.terry@montgomerycountymd.gov or at (240) 777-2190 regarding the planned bikeway facilities along Arlington Road.
- 25. Permit and bond will be required as a prerequisite to MCDPS approval of the record plat. The

permit will include, but not necessarily be limited to the following improvements (to be determined at preliminary plan stage):

- A. Improvements to the public right of way will be determined at the preliminary plan stage based on a review of the additional information requested earlier in this letter.
- B. Enclosed storm drainage and/or engineered channel in all drainage easements.
- C. Underground utility lines.
- D. Bethesda Streetscaping.
- E. Street lights.
- F. Street trees in amended soil panels.
- G. Permanent monuments and property line markers.

Thank you for the opportunity to review this sketch plan. If you have any questions or comments regarding this letter, please contact myself at Rebecca.torma@montgomerycountymd.gov or at (240) 777-2118.

Sincerely,

Rebacca Torma, Acting Manager

Development Review Team

Office of Transportation Policy

Sharepoint/DOT/director's office/development review/Rebecca/Bethesda/320180050 ZOM DOT sketch plan.docx

cc:

Chris Love

ZOM Mid-Atlantic

Dan Pino

Soltesz, Inc.

Heather Dlhopolsky

Linowes And Blocher, LLP

cc-e:

Sandra Brecher

MCDOT OTP

Beth Dennard

MCDOT OTP

Matt Johnson

MCDOT DTE

Mark Terry

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