



MCPB  
Item No.  
Date: 12/14/2017

**Marriott International Headquarters: Sketch Plan No. 320180060, Preliminary Plan No. 120180020, Site Plan No. 820180030**

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**Description**

**Completed:** 12/01/2017

- Requesting 1 lot for a mixed-use commercial development including up to 825,000 square feet of office space, up to 225,000 square feet of hotel (246 rooms), and an allocation of 559,000 square feet of BOZ density to go toward the Park Impact Payment;
- Current use: hotel and surface parking;
- Located on Wisconsin Avenue at the southwest intersection with Norfolk Avenue;
- 2.25 gross acres zoned CR 5.0: C 5.0, R 4.75, H 300', CR 5.0: C 5.0, R 4.75, H 165' and the Bethesda Overlay Zone (BOZ) in the 2017 Bethesda Downtown Sector Plan area;
- Applicant: 7750 Wisconsin Avenue LLC and BCH Hotel LLC;
- Accepted on August 30, 2017.



*aerial rendering looking north*

**Summary**

- Staff recommends **Approval** of the Sketch Plan, Preliminary Plan, and Site Plan with conditions.
- The Planning Board previously approved Project Plan 920140030, Preliminary Plan 12012007A and Site Plan 820120210 for a 222-room hotel and office, which will be extinguished with this Application.
- A Concept Plan (520170080) for the proposed office and hotel development was submitted for staff and agency review in April 2017. Comments were provided prior to this Application.
- The Applications were accepted on August 30, 2017, and are being reviewed under the 2017 Bethesda Downtown Sector Plan and Bethesda Downtown Design Guidelines.
- The development proposes up to 1,050,000 square feet of hotel and office requiring an allocation of 559,000 square feet from the BOZ and a payment of \$5,590,000 to the Park Impact Payment (PIP) fund for park acquisition in downtown Bethesda.
- On November 8, 2017, Staff received comments from the Design Advisory Panel supporting the design of the buildings, recommending approval of the requested Design Excellence public benefit points.
- Staff has not received any correspondence on the Application.

## SECTION 1: EXECUTIVE SUMMARY

The subject property (“Property” or “Site”) will be the new home to the Marriott International Headquarters that currently exists in north Bethesda near Montgomery Mall. The new Wisconsin Avenue site will be in the southwest quadrant of the intersection with Norfolk Avenue and proposes two buildings totaling 1,050,000 square feet of development, including a 246-room flagship hotel and Marriott’s new international corporate headquarters. In addition to Wisconsin and Norfolk Avenues, the Property also has frontage on Woodmont Avenue. In 2012, the Site was approved for a similar development consisting of a hotel and office building under the prior CBD zoning optional method standards of development. The Property is in the Wisconsin Avenue corridor at the edge of the Woodmont Triangle, is identified in the 2017 *Bethesda Downtown Sector Plan*, and is adjacent to a master-planned Bus Rapid Transit line.



*View from the northeast*

The neighborhood surrounding the Property includes the Bethesda Place office building directly to the south of the proposed hotel building and the Woodmont Grill and Tastee Diner buildings located in the northwest quadrant. Across Woodmont Avenue is public parking Garage 11 where the Applicant has an agreement for the

exclusive use of the garage during daytime hours, as well as Blacks restaurant and 4550 Norfolk, a more recent multi-family high-rise building at Norfolk and Fairmont Avenues. Low-rise retail buildings opposite Norfolk Avenue from the Property continue the character of the street from Wisconsin Avenue to Veteran's Park toward the north and west.

The adoption of the *Bethesda Downtown Sector Plan* created a new process for allocating density, whereby the Applicant can request additional density from the Bethesda Overlay Zone (BOZ), above their base, to accommodate the height needed for the project. This Application is requesting 559,000 square feet of BOZ density and in return for the allocation, paying a \$10/square foot Park Impact Payment (PIP) in the amount of \$5,590,000. This will facilitate one of the primary goals of the Sector Plan for acquisition of parkland in the downtown. Another key goal of the Sector Plan and overlay zone was the creation of the Design Advisory Panel, who were selected to provide feedback on building and site design to raise the bar for design excellence in the County. The panel met in November and provided comments on the design, and the Exceptional Design public benefit points requested, and these comments were incorporated into the conditions of approval.

The Application is providing the minimum amount of parking spaces on site to further support the goals of the Sector Plan and to initiate a constrained parking policy in Bethesda. The minimization of parking and other forms of non-auto related facilities, including the bicycle and bus network, teleworking, and other forms of transit, promote a greater effort to achieve the combined 55% NADMS (Non-Auto Driver Mode Share), which was an effort toward staging in the Sector Plan.

#### COMMUNITY OUTREACH

The Applicant has met all signage, noticing, and submission meeting requirements. On August 10, 2017, the Applicant held a pre-submittal public meeting at the Bethesda Chevy-Chase High School. Staff has not received correspondence on this Project.



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## SECTION 2: RECOMMENDATION AND CONDITIONS

### Sketch Plan No. 320180060

Staff recommends approval of Sketch Plan No. 320180060, Marriott International Headquarters, Inc., for construction of a maximum total density of 1,050,000 square feet, of commercial development on the Subject Property. The following site development elements shown on the latest electronic version as of the date of this staff report submitted via eplans to the M-NCPPC are required except as modified by the conditions below.

#### Binding Elements

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

All other elements of the Sketch Plan are illustrative.

#### Recommended Conditions of Approval

##### Density and Height

###### 1. Density

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

###### 2. Height

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

###### 3. Incentive Density

The development must be constructed with the public benefits listed below, unless modifications are made under Section 59-7.3.3.l. Total points must equal at least 100 and be chosen from at least three categories as required by Section 59-4.5.4.2.a. The requirements of Division 59-4.7 and the *CR Zone Incentive Density Implementation Guidelines and as modified by the Bethesda Overlay Zone* must be fulfilled for each public benefit proposed. Final points will be established at site plan approval.

- a. Major Public Facilities, achieved through providing 3 bike share facilities (one on-site 15-dock station and contribution toward two off-site 19-dock stations);
- b. Connectivity between Uses, Activities, and Mobility Options, achieved through minimum parking, through-block connections, and streetscape;
- c. Diversity of Uses and Activities, achieved through adaptive buildings;
- d. Quality of Building and Site Design, achieved through structured parking and exceptional design; and
- e. Protection and Enhancement of the Natural Environment, achieved through BLTs, energy conservation and generation, and cool roof.

###### 4. Building Lot Terminations (BLTs)

Prior to recording of plat, the Applicant must provide Staff verification that 2.38 BLTs have been acquired for the proposed development.

## Open Space, Public Use Space and Amenities

### 5. Public Space/Park Impact Payment

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

### 6. Open Space

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

### 7. Streetscape

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

### 8. Environment

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

### 9. Maintenance of Public Amenities

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

## Transportation and Circulation

### 10. Bicycle Facilities

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

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

### 11. Right-of-Way

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

### 12. Transportation Monitoring

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

## Subsequent Approvals

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

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

- a. Eliminate the proposed drop-off on Norfolk Avenue;
- b. Streetscape details;
- c. Demonstration of how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guideline requirements;
- d. Necessary public right-of-way dedication;

- e. Transportation Impact Study and ADA evaluation within 500-feet of the site; and
- f. Traffic Mitigation Agreement to participate in the Bethesda Transportation Demand Management District and achieve the Sector Plan 55% NADMS goal.

### **Preliminary Plan No. 1201800200**

Staff recommends approval of Preliminary Plan No. 1201800200 subject to the following conditions:

- 1) Approval is limited to 1 lot for up to 1,050,000 square feet of commercial development, including up to 825,000 square feet of office space, up to 225,000 square feet of hotel (maximum of 246 rooms), and an allocation of 559,000 square feet of density from the Bethesda Overlay zone.
- 2) The Applicant must comply with the binding elements and conditions of approval for Sketch Plan No. 320180060 and any subsequent amendments.
- 3) The Applicant must comply with the conditions of the approved Final Forest Conservation Plan (FFCP) including, but not limited to:  
Prior to any clearing, grading or demolition within the project area, the Applicant must submit a fee-in-lieu payment or certificate of compliance which satisfies the 0.45-acre afforestation credit requirements (or as approved in the certified FFCP). If a certificate of compliance is used, the M-NCPPC approved document must be recorded in the Land Records of Montgomery County prior to any clearing, grading, or demolition.
- 4) Revise all cross sections on the Preliminary Plans to remove curbs, paving and other related structures from the planting zones.
- 5) The Planning Board accepts the recommendations of the Maryland State Highway Administration ("MDSHA") in its letter dated October 25, 2017 and hereby incorporates them as conditions of the Preliminary Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MDSHA provided that the amendments do not conflict with other conditions of the Preliminary Plan approval.
- 6) Prior to issuance of access permits, the Applicant must satisfy the provisions for access and improvements as required by MDSHA.
- 7) The Planning Board accepts the recommendations of the Montgomery County Department of Permitting Services (MCDPS), Fire Department Access and Water Supply Section in its letter dated November 3, 2017, and hereby incorporates them as conditions of approval. The Applicant must comply with each of the recommendations as set forth in the letter, which MCDPS may amend if the amendments do not conflict with other conditions of Preliminary Plan approval.
- 8) The Planning Board accepts the recommendations of MCDPS – Water Resources Section in its stormwater management concept letter dated September 27, 2017, and hereby incorporates them as conditions of the Preliminary Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDPS – Water Resources Section provided that the amendments do not conflict with other conditions of the Preliminary Plan approval.

- 9) The Planning Board accepts the recommendations of the Montgomery County Department of Transportation (MCDOT) in their two letters dated November 6, 2017, and does hereby incorporate them as conditions of the Preliminary Plan approval and for the Traffic Impact Statement (TIS). The Applicant must comply with each of the recommendations as set forth in both letters, which may be amended by MCDOT, provided that the amendments do not conflict with other conditions of the Preliminary Plan approval.
- 10) Prior to recordation of plat(s), the Applicant must satisfy the provisions for access and improvements which are associated with each plat, as required by MCDOT.
- 11) The Applicant must dedicate all road rights-of-way to the full width mandated by the Bethesda Downtown Sector Plan or as otherwise designated on the Certified Preliminary Plan, and show on the record plat(s) the following dedications:
  - a) A dedication of the Woodmont Avenue frontage necessary to provide the Sector Plan-recommended 40-foot-wide right-of-way between the Subject Property line and right-of-way centerline.
  - b) An additional five (5) foot public easement along the entire Woodmont Avenue frontage, adjacent to the right-of-way.
  - c) A dedication of the Wisconsin Avenue frontage necessary to provide the Sector Plan-recommended 61-foot-wide right-of-way between the Subject Property line and right-of-way centerline.
- 12) The Applicant must construct all road improvements within the rights-of-way shown on the approved Preliminary Plan to the full width mandated by the master plan and/or to the design standards imposed by all applicable road codes. Only those roads (or portions thereof) expressly designated on the Preliminary Plan, "To Be Constructed By \_\_\_\_\_" are excluded from this condition.
- 13) Short-term public bicycle parking must be installed near the main entrance to the office building and open space. Secure long term private bicycle parking must be installed, internal to the office building, for employees use. The exact number and location of bicycle parking will be determined at the time of Site Plan.
- 14) In accordance with the *2016-2020 Subdivision Staging Policy*, the Applicant must "fix or fund" the improvements of all public pedestrian infrastructure within 500-feet of the Subject Property that does not comply with the Americans with Disabilities Act ("ADA") requirements, as shown on the Certified Site Plan, as determined by MCDPS ROW Permitting, prior to issuance of use and occupancy permit for the office.
- 15) The certified Preliminary Plan must contain the following note:

Unless specifically noted on this plan drawing or in the Planning Board conditions of approval, the building footprints, building heights, on-site parking, site circulation, and sidewalks shown on the Preliminary Plan are illustrative. The final locations of buildings, structures and hardscape will be determined at the time of site plan approval. Please refer to the zoning data table for development standards such as setbacks, building restriction lines, building height, and lot coverage for each lot. Other limitations for site development may also be included in the conditions of the Planning Board's approval.
- 16) The record plat must show necessary easements.
- 17) No clearing or grading prior to FFCP or recording of plats prior to Certified Site Plan(s) approval.
- 18) Include the stormwater management concept approval letter and Preliminary Plan resolution on the approval or cover sheet(s) of the Certified Preliminary Plan.



- 19) In the event that a subsequent site plan approval substantially modifies the subdivision shown on the approved Preliminary Plan with respect to lot configuration or location or right-of-way width or alignment, the Applicant must obtain approval of a Preliminary Plan amendment prior to certification of the Site Plan.
- 20) The Adequate Public Facility (APF) review for the Preliminary Plan will remain valid for sixty-one (61) months from the date of mailing of the Planning Board resolution.

### **Site Plan No. 820180030**

Staff recommends approval of Site Plan 820180030 for up to 1,050,000 square feet of commercial development, including up to 825,000 square feet of office space, up to 225,000 square feet of hotel (maximum of 246 rooms), and an allocation of 559,000 square feet of density from the BOZ on approximately 2.25 gross acres in the CR 5.0 C 5.0 R 4.75 H 165, CR 5.0 C 5.0 R 4.75 H 300, and the Bethesda Overlay zones. All site development elements shown on the latest electronic version as of the date of this Staff Report submitted via ePlans to the M-NCPPC are required except as modified by the following conditions.<sup>1</sup>

### **Conformance with Previous Approvals & Agreements**

1. Sketch Plan Conformance

The development must comply with the binding elements and conditions of approval for Sketch Plan No. 320180060.

2. Preliminary Plan Conformance

The development must comply with the conditions of approval for Preliminary Plan No. 120180020.

### **Environment**

3. Forest Conservation & Tree Save

The development must comply with the conditions of the approved Final Forest Conservation Plan dated November 13, 2017. Prior to any clearing, grading, or demolition with the project area, the Applicant must submit a fee-in-lieu payment or certificate of compliance which satisfies the 0.45-acre afforestation credit requirements (or as approved in the certified FFCP). If a certificate of compliance is used, the M-NCPPC approved document must be recorded in the Land Records of Montgomery County prior to any clearing, grading, or demolition.

4. Green Cover

- b. The Applicant must provide a minimum of 29,264 square feet of Green Cover, which is equivalent to 35% of the site area.
- c. Prior to certification of the Site Plan, the Applicant must provide a Green Cover exhibit that corresponds with the ultimate architectural and landscape sheets demonstrating compliance with this requirement.
- d. Any green roof installed pursuant to this condition must have a minimum soil depth of eight inches.

5. Provide notes on the Site Plan describing the Bird-Safe design principles that were incorporated into the building architecture.

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

6. Stormwater Management

The Planning Board accepts the recommendations of the Montgomery County Department of Permitting Service (MCDPS) Water Resources Section in its stormwater management concept letter dated September 27, 2017 and incorporates them as conditions of approval. The Applicant must comply with each of the recommendations as set forth in the letter, which the MCDPS Water Resources Section may amend if the amendments do not conflict with other conditions of Site Plan approval. The MCDPS Water Resources Section will review, approve, and inspect all landscaping within the Storm Water Management easements and facilities.

**Open Space, Facilities and Amenities**

7. Public Open Space, Facilities, and Amenities

- a. The Applicant must provide a minimum of 7,578 square feet of public open space (10% of net lot area) on-site, which will be primarily located between Woodmont and Wisconsin Avenues, subject to the following requirements and standards:
  - i. The primary purpose of the through-block connection ("Connection") must be a pedestrian connection between the buildings linking the Wisconsin Avenue sidewalk and Woodmont Avenue sidewalk;
  - ii. The Applicant must maintain an average 15-foot-wide unobstructed public pedestrian path within the Connection for pedestrians and cyclists walking their bikes between the hours of 6:00 am and midnight, daily;
  - iii. During the times that the Connection is open, the Applicant will provide adequate lighting for passage along the path with appropriate directional signage so that the Connection is perceived as open for public use;
  - iv. The Applicant must post signs at the entrances listing the hours of operation and closure;
  - v. The Applicant may adopt and post reasonable rules and regulations similar to those regarding activities and conduct regulated under M-NCPPC's Park Rules and Regulations (effective July 1, 2017) to ensure unobstructed pedestrian passage, limit activities that would interfere with the primary purpose of the Connection, and ensure safe and peaceful use of the Connection by all parties on privately owned property;
  - vi. While regular housekeeping and maintenance shall occur during the hours that the Connection is not scheduled to be open (midnight to 6:00 am; daily), the use of the Connection may also be temporarily suspended or limited, in whole or in part, from time to time, by the Applicant or its managing agent, to make emergency or scheduled major maintenance, repairs and construction on the structures and features on, over, under and along the Connection; where and when necessary to protect the public safety; to respond to or prevent threats to personal, building or corporate security; to prevent damage or waste to the Connection by users; to remove or prevent nuisances and trespass; to disperse unauthorized assembly on private property, or take action with regard to unauthorized or illegal noise, amplified speech, harassing behaviors, panhandling, loitering, sleeping, and other behaviors and activities not consistent with a quality, safe, and secure privately owned pedestrian path. The Applicant shall use commercially reasonable efforts to limit any such temporary suspension of the use of the Connection to no greater than 24 hours; and
  - vii. The Applicant is authorized to close the Connection to the general public for purposes of private events on up to twelve (12) days per calendar year and shall post notice of the intent for such closure in a location and time to provide the general public with reasonable notice of the closure.

- b. The Applicant must construct the streetscape improvements, including the undergrounding of utilities, along the Property's frontage on Woodmont Avenue, Wisconsin Avenue and Norfolk Avenue, consistent with the Bethesda Streetscape Standards.
- c. The Applicant must construct the streetscape improvements from the Property's frontage along Norfolk Avenue, to the intersection with Woodmont Avenue, as shown on the Certified Site Plan.
- d. Before the issuance of use and occupancy certificates for the office building, all public open space areas on the Subject Property must be completed.

8. Public Benefits

The Applicant must provide the following public benefits and meet the applicable criteria and requirements of the Zoning Ordinance and the CR Zone Incentive Density Implementation Guidelines for each one.

- a. Major Public Facilities – The Applicant must provide one on-site 15-dock bike share station and provide payment for two off-site 19-dock bike share stations, including capital costs, as approved by MCDOT.
- b. Connectivity between Uses, Activities, and Mobility Options
  - i. Minimum Parking –The Applicant must not provide/construct more than 821 parking spaces on the Property and is receiving a 20 percent reduction for minimum parking as recommended by the Bethesda Overlay Zone.
  - ii. Streetscape Improvement –The Applicant must construct 1,517 square feet of off-site streetscape along Norfolk Avenue, in addition to any required streetscape improvements along the Subject Property frontage.
  - iii. Through-Block Connections – The Applicant must provide the publicly accessible pedestrian connection between Woodmont Avenue and Wisconsin Avenue between the office and hotel buildings. The pedestrian connection must be shown on the Certified Site Plan.
- c. Diversity of Uses and Activities
  - i. Adaptive Buildings – The Applicant must provide, at a minimum, floor-to-floor heights in the office building of at least 15 feet on any floor that meets grade and at least 12 feet on all other floors.
- d. Quality Building and Site Design
  - i. Exceptional Design – The Applicant must provide innovative solutions, create a sense of place as a landmark, enhance the public realm in a distinct and original manner, introduce materials, forms, or building methods unique to the immediate vicinity and applied in a unique way, use design solutions to make compact, infill development living, working and shopping environments more pleasurable and desirable and integrate low-impact development methods.
  - ii. Structured Parking –The Applicant must provide a maximum of 821 parking spaces within a below-grade structure.
- e. Protection and Enhancement of the Natural Environment
  - i. Building Lot Terminations (BLTs) –Before issuance of the any building permit, the Applicant must provide proof of purchase and/or payment of 2.38 BLTs to the MCDPS.
  - ii. Cool Roof –The Applicant must provide a minimum solar reflectance index (SRI) of 75 for roofs with a slope at or below a ratio of 2:12, and a minimum SRI of 25 for slopes above 2:12.
  - iii. Energy Conservation and Generation –The Applicant must construct the buildings to exceed the energy-efficiency standards for the building type by 17.5% for new buildings, measured as an average between the two buildings. Prior to issuance of final Use and Occupancy certificates, the Applicant must submit to Staff a Final Energy Performance Report.

9. Park Impact Payment (PIP)

The Applicant must pay to the M-NCPPC a Park Impact Payment of \$5,590,000.00, prior to release of the first above-grade building permit.

10. Maintenance of Public Amenities

The Applicant is responsible for maintaining all publicly accessible amenities including, but not limited the landscaping, lighting and site furnishings within the through-block connection, the feature tree at the eastern terminus of the through-block connection and the streetscape improvements.

## **Transportation & Circulation**

11. Transportation

Before the release of any building permit, the Applicant must enter into a Traffic Mitigation Agreement (TMAg) with the Planning Board and MCDOT to participate in the Bethesda Transportation Management District (TMD) and work toward the Sector Plan goal of 55% Non-Auto Driver Mode Share.

12. Pedestrian & Bicycle Circulation

- a. The Applicant must provide a minimum of 125 long-term and 25 short-term bicycle parking spaces (13 inverted-U racks or Staff approved equivalent) in the following configuration:
  - i. 100 long-term bicycle parking spaces in a secure room within the proposed office building, and
  - ii. 25 long-term bicycle parking spaces in a secure room within the proposed hotel building.
- b. The long-term spaces must be in a secured, well-lit bicycle room within the respective buildings identified in Condition 12a. or the below-grade parking structure on the Subject Property, and the short-term spaces must be inverted-U racks (or Staff approved equal) installed in a location convenient to the main entrance (weather protected preferred). The specific location(s) of the short-term bicycle rack(s) must be identified on the Certified Site Plan.
- c. The Applicant must provide the following Sector-Planned pedestrian and bicycle facilities, the exact location, design and construction of which must comply with requirements set forth by the Montgomery County Department of Transportation, Division of Traffic Engineering and Operations, before right-of-way permit:
  - i. Woodmont Avenue: separated bicycle lanes, and
  - ii. Norfolk Avenue: bicycle lanes

13. No vehicular pick-up or drop-off point is permitted along the Site's Norfolk Avenue frontage.

14. At the time of Certified Site Plan, the Applicant must submit an exhibit, for Staff approval, showing the location of all pedestrian infrastructure, within 500-linear feet of the Site limits, determined to be non-compliant with standards set forth by the Americans with Disabilities Act. The exhibit will show how non-compliant facilities will be addressed and will include an engineering cost estimate for the required upgrades.

15. Fire and Rescue

The Planning Board accepts the recommendations of the Montgomery County Fire and Rescue Services (MCFRS) Fire Code Enforcement Section in its letter dated November 3, 2017, and incorporates them as conditions of approval. The Applicant must comply with each of the recommendations as set forth in the letter, which MCFRS may amend if the amendments do not conflict with other conditions of Site Plan approval.



16. Department of Permitting Services-Right-of-Way

The Planning Board accepts the recommendations of the Montgomery County Department of Permitting Services (DPS-ROW) Section in its memo dated October 19, 2017, and incorporates them as conditions of approval. The Applicant must comply with each of the recommendations as set forth in their memo, which DPS-ROW may amend if the amendments do not conflict with other conditions of Site Plan approval.

**Density & Site Design**

17. Bethesda Overlay Zone Density

- a. The Planning Board approves 559,000 square feet of Bethesda Overlay Zone density for this Application.
- b. Per Section 59.4.9.2.D.4 of the Zoning Ordinance, the Applicant must have a building permit application accepted by MCDPS that includes the core and shell of the principal building within two years of the date of this Resolution. Within two years of MCDPS accepting the building permit application, the Applicant must obtain the building permit. The deadlines may not be extended. If the Applicant fails to comply with any of the deadlines in this condition, the entire Site Plan approval is revoked.

18. Design Advisory Panel

The Planning Board accepts the recommendations of the Design Advisory Panel as described in their letter dated November 8, 2017, and incorporates them as conditions of approval.

- a. The exterior architectural character, proportion, materials, and articulation must be substantially similar to the schematic elevations shown on Sheets A 1.001 – A 4.01 of the submitted architectural drawings, as determined by Staff.
- b. Any significant changes to the design must be presented to the Design Advisory Panel and approved by Staff prior to certification of the Site Plan, and significant changes to the design may require a Site Plan Amendment.
- c. The Panel recommends the Applicant explore a better solution for the tower top at the office building southeast corner, perhaps one that is more reflective of the successful north façade.

19. Landscaping

- a. Provide an annual health monitoring report for three years for the large feature tree to insure survivability. The report must be submitted by a certified arborist within one-month after installation. At a minimum, the annual report should include monitoring and implementation methods for the following:
  - i. Overall health and appearance of the tree;
  - ii. Procedures for watering, fertilization, nutrient exchange; and
  - iii. Procedures and actions to address potential defects, hazard conditions, pests, infections.
- b. The Applicant must provide a drawing indicating the minimum soil depths of 3-4 feet permitted to enable survival of the large feature tree and through-block connection plantings.

c. Lighting

- a. Prior to certified Site Plan, the Applicant must provide certification to Staff from a qualified professional that the exterior lighting in this Site Plan conforms to the latest Illuminating Engineering Society of North America (IESNA) recommendations (Model Lighting Ordinance-MLO: June 15, 2011, or as superseded) for a development of this type. All onsite exterior area lighting must be in accordance with the latest IESNA outdoor lighting recommendations (Model Lighting Ordinance-MLO: June 15, 2011, or as superseded).

- b. All onsite down-lights must have full cut-off fixtures.
- c. Deflectors will be installed on all proposed downlighting fixtures to prevent excess illumination and glare, as needed.
- d. Illumination levels generated from on-site lighting must not exceed 0.5 footcandles (fc) at any property line abutting public roads and residentially developed properties.
- e. Streetlights and other accent lights are as illustrated on the Certified Site Plan.

#### 20. Site Plan Surety and Maintenance Agreement

Prior to issuance of any building permit, sediment control permit, or Use and Occupancy Permit, the Applicant must enter into a Site Plan Surety and Maintenance Agreement with the Planning Board in a form approved by the M-NCPPC Office of General Counsel that outlines the responsibilities of the Applicant. The Agreement must include a performance bond(s) or other form of surety in accordance with Section 59.7.3.4.K.4 of the Montgomery County Zoning Ordinance, with the following provisions:

- a. A cost estimate of the materials and facilities, which, upon Staff approval, will establish the surety amount.
- b. The cost estimate must include applicable Site Plan elements, including, but not limited to on-site plant material and soil medium, lighting, site furniture, trash receptacles, seat walls, fences and bollards, railings, private sidewalks and walkways, decorative paving and associated improvements within the through-block connection of development, including the feature tree at the eastern terminus. The surety must be posted before issuance of the any building permit, sediment control permit or use and occupancy permit.
- c. The surety must be tied to the development program, and completion of all improvements covered by the surety for each phase of development will be followed by a site plan completion inspection. The surety may be reduced based upon inspector recommendation and provided that the remaining surety is sufficient to cover completion of the remaining work.

#### 21. Development Program

The Applicant must construct the development in accordance with a development program table that will be reviewed and approved prior to the approval of the Certified Site Plan.

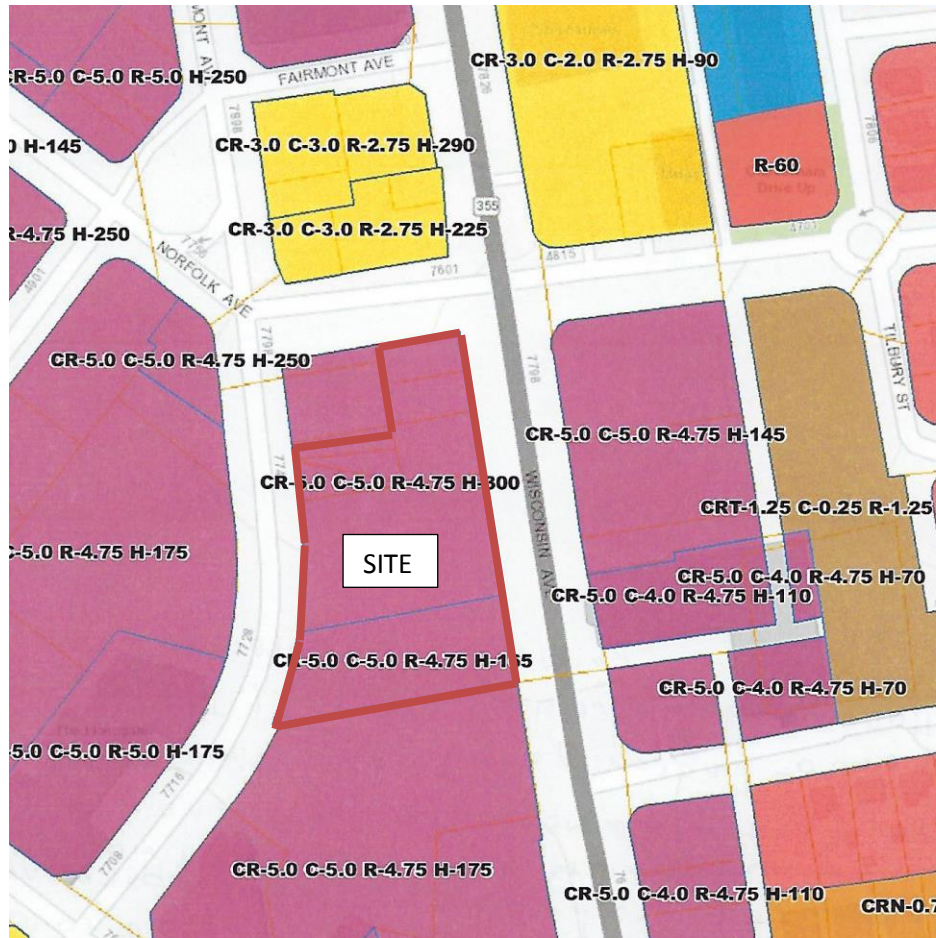
#### 22. Certified Site Plan

Before approval of the Certified Site Plan the following revisions must be made and/or information provided subject to Staff review and approval:

- a. Include the stormwater management concept approval letter, development program, and Site Plan resolution (and other applicable resolutions) on the approval or cover sheet(s).
- b. Add a note to the Site Plan stating that "M-NCPPC Staff must inspect all tree-save areas, including street trees to be protected, and protection devices before clearing and grading."
- c. Add a note stating that "Minor modifications to the limits of disturbance shown on the site plan within the public right-of-way for utility connections may be done during the review of the right-of-way permit drawings by the Department of Permitting Services."
- d. Modify data table to reflect development standards approved by the Planning Board.
- e. Ensure consistency of all details and layout between Site and Landscape plans.

### SECTION 3: SITE DESCRIPTION & VICINITY

The Property comprises several parts of lots in the original Sunnyside subdivision, totaling approximately 98,172 gross square feet, and currently consists of one to five-story commercial buildings with existing curb cuts from Wisconsin and Woodmont Avenues. Pursuant to the recently adopted *Bethesda Downtown Sector Plan* and Sectional Map Amendment, the Site is split-zoned CR 5.0 C 5.0 R 4.75 H 165 and CR 5.0 C 5.0 R 4.75 H 300, and subject to the Bethesda Overlay Zone. The block directly north has similar base density with permitted heights up to 225 and 290, if additional MPDUs are provided. To the west heights range from 145 to 250 feet and to the east the heights step down from 145 feet to 70 feet closer to the one-family neighborhoods.



Zoning map

The neighborhood surrounding the Property includes Bethesda Place office building directly to the south of the proposed hotel building and the Woodmont Grill and Tastee Diner buildings located in the northwest quadrant. Across Woodmont Avenue is public parking Garage 11 where the Applicant has an agreement for the exclusive use of the garage during daytime hours, as well as Blacks restaurant and 4550 Norfolk, a more recent multi-family high-rise building at Norfolk and Fairmont Avenues. Low-rise retail buildings opposite Norfolk Avenue from the Property continue the character of the street from Wisconsin Avenue to Veteran's Park toward the north and west. The Property comprises several parts of lots in the original Sunnyside subdivision, totaling approximately 98,172 gross square feet, consisting of one to five-story commercial buildings with existing curb cuts from Wisconsin and Woodmont Avenues.

## SECTION 4: PROJECT DESCRIPTION

### Proposal

The Application for the Marriott International Headquarters includes a 22-story (300 foot) office building on the north side of the Site and a 14-story (165 foot) 246-room hotel adjacent to the neighboring Bethesda Place office building. To reach the heights proposed, the development will need to accommodate up to 1,050,000 square feet, of which 559,000 square feet will be purchased as BOZ density. The two buildings are linked by a through-block connection from Woodmont Avenue to Wisconsin Avenue to facilitate movement between the public roads and for the employees accessing the buildings.

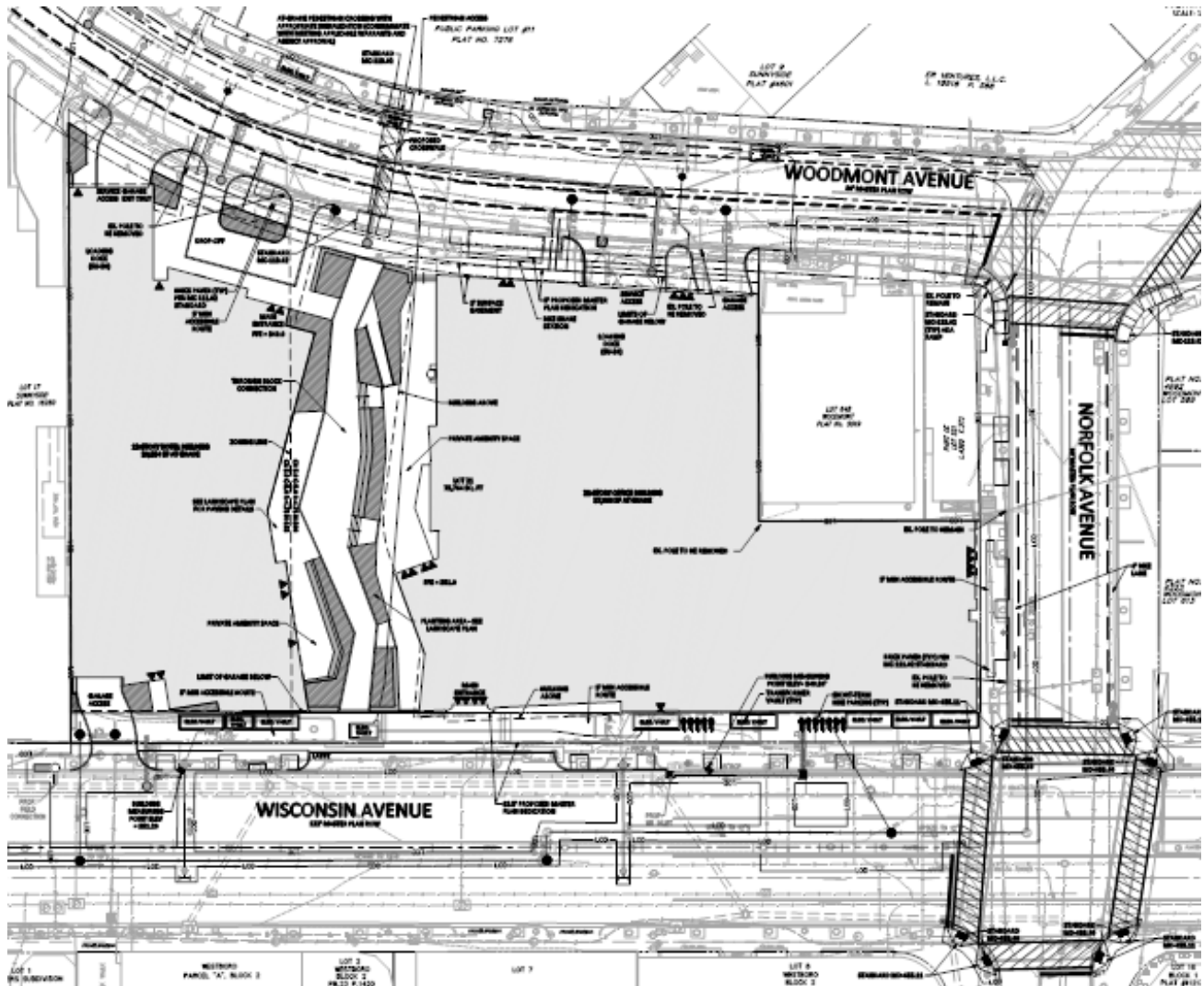


Figure 1-Site Plan

The Project is subject to the *Bethesda Downtown Sector Plan*, the CR zone guidelines, Design Guidelines and the Bethesda Overlay Zone (BOZ). The Sector Plan identified public benefit priorities, including minimal parking, exceptional building design, parks and environment, all of which are being incorporated into the overall design of the Project. The BOZ modified specific sections of the public benefit categories and points to enable the



implementation of the Sector Plan. The Application is proposing five public benefit categories and over 130 points, surpassing the requirement but following the guidance of the Sector Plan.

The Preliminary Plan (Attachment A) will create one lot to allow for a maximum density of 1,050,000 square feet of development of non-residential uses, with a below-grade parking structure that provides for 821 parking spaces. The subdivision will provide for a 5-foot dedication along the Property’s Woodmont Avenue frontage, supported by an additional 5-foot public utility easement; a 4-foot dedication along the Property’s Wisconsin Avenue frontage to facilitate the “running way” of the future BRT line envisioned in the Sector Plan and Master Plan of Highways. No dedication is required for Norfolk Avenue. The Project is proposed to be developed in one phase and both uses are permitted in the CR zone.

The Site Plan (Attachment B) envisions the buildings along the Wisconsin and Woodmont Avenue corridors connected by a through-block pedestrian connection. The design of the buildings is innovative and iconic, providing a unique articulation to building surfaces and providing an efficient functionality on an L-shaped site in an urban environment. The forms of each building are proportioned to create a sense of place that expresses the hospitality approach for Marriott, both corporate and community. At 165 feet, the hotel building is lower to respect the adjacent Bethesda Place office building to the south. The hotel embraces multiple facades providing different vistas and vantage points as you move through the site. The podium of the hotel offers a porte-cochere under the hotel tower and entry at the Woodmont Avenue street level serving as an arrival point while creating shelter, depth and architectural relief. The entry on Wisconsin Avenue creates a strong visual presence at the west end of the plaza that compliments the main entry to the office building. This section also protrudes above the base to provide for a second-floor terrace from the ballroom.



*Wisconsin from Southeast*



*Wisconsin from northeast*



*Woodmont from Veterans Park*

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



*View of hotel porte-cochere and through-block connection from Woodmont Avenue*

#### Open Space

The Application includes approximately 10% of the net lot area of the Property, or 7,578 square feet as public open space, pursuant to CR zone requirements for Sites with three frontages. The proposal is for a through-block connection linking Woodmont Avenue and Wisconsin Avenue while breaking up a major block and facilitating movement between the Woodmont Triangle and the downtown core area. The connection will include specialty paving, landscaping and lighting to accent the pedestrian experience and areas of gathering near the entrances to the buildings. A larger feature tree, currently proposed as a black gum is intended to highlight the entrance to the headquarters building from Wisconsin Avenue.



*Views of the through-block connection from Woodmont Avenue*

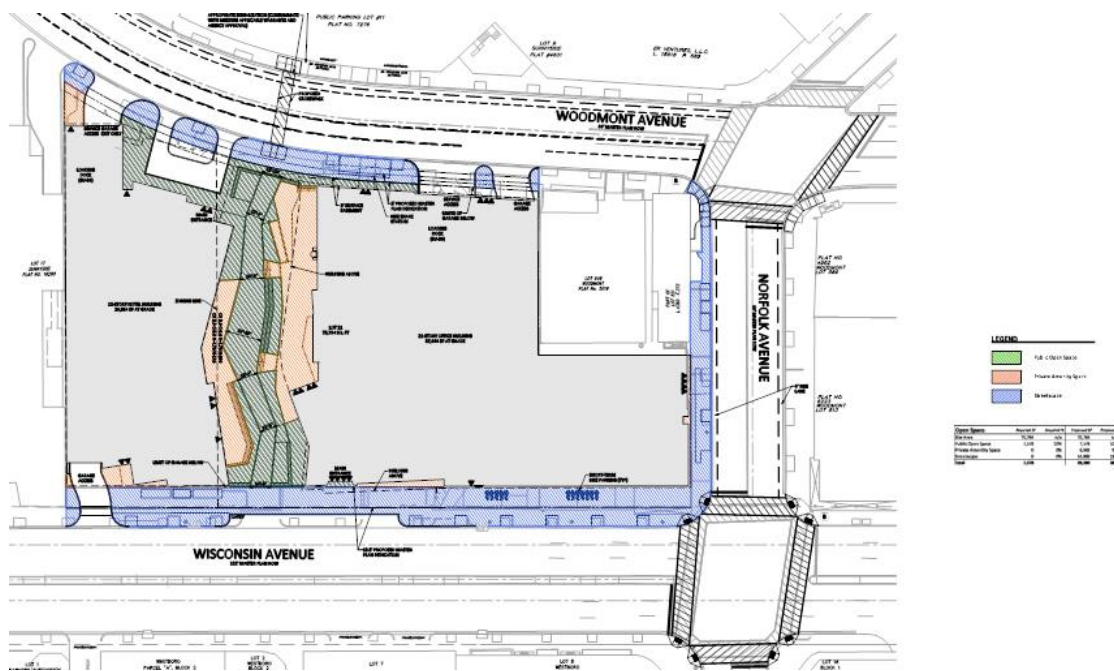


Figure 2-Open Space Plan

The Project also proposes significant environmental site design (ESD) facilities implemented to the maximum extent practicable for stormwater management. The Applicant proposes to treat runoff by including green roofs and planter box micro-bioretenion facilities on the office and hotel buildings, and Silva Cells incorporated in the design of the through-block connection.

### Circulation

The Project provides circulation, parking, and loading for cars, trucks, pedestrians, and bicyclists. Most of the access to the hotel and office is from Woodmont Avenue, with limited right-in/right-out turning movements at the southern end on Wisconsin Avenue. Vehicular turning movements along Woodmont Avenue were minimized to avoid potential conflicts with pedestrians, cyclists and local vehicular traffic. The sector-planned separated bike lane has been coordinated with this development on the north side of Woodmont Avenue. On-site parking below the minimum is provided for the office and hotel use in a below-grade structure. Structured parking and loading is adequately designed into the site and providing integrated access with the general on-site circulation. Additional parking for the employees will be provided in Garage 11 directly across Woodmont Avenue through an agreement with the Montgomery County Parking Lot District.

The general circulation for vehicles, pedestrians and bicyclists is safe, adequate and efficient, integrating this development into the surrounding area. Bike share facilities are provided both on-site and through payments to the facilitation of 2 additional stations off-site. Enhanced sidewalks and streetscaping along Woodmont, Wisconsin and Norfolk Avenues provide safe access to the Metro station, future Purple Line station, and nearby neighborhoods, as well as cycle tracks and shared use paths.

## SECTION 5: SKETCH PLAN

### PROJECT ANALYSIS

The purpose of a Sketch Plan is to identify general land uses, development intensity, and public benefits for the optional method of development in the CR, CRT, EOF or LSC Zones. The Sketch Plan is intended to be conceptual in nature with an emphasis on: building densities; massing; heights and anticipated uses; the locations of open and public use spaces; the general circulation patterns for all modes of transportation; an estimated range of peak hour trips; and relationships between existing or proposed adjacent buildings and rights-of-way. Details of the proposed development are determined during Preliminary and Site Plan reviews.

### PROJECT FINDINGS

Section 59-7.3.3.E of the Zoning Ordinance states: “To approve a sketch plan, the Planning Board must find that the following elements are appropriate in concept and appropriate for further detailed review at site plan. The sketch plan must:”

1. *meet the objectives, general requirements, and standards of this Chapter;*

The Sketch Plan meets the development standards of Section 59-4.5.4, as shown in Table 1, Sketch Plan Data Table.

Table 1- Data Table			
Section 59 - 4	Development Standard	Permitted/ Required	Proposed
	<b>Tract Area (sf)</b>		
	Southern Area: CR 5.0, C 5.0, R 4.75, H 165	n/a	28,993
	Northern Area: CR 5.0, C 5.0, R 4.75, H 300	n/a	69,179
	Total Gross Tract Area (sf)		<b>98,172</b>
	Previous Dedications		15,201
	Proposed Dedications		<u>5,540</u>
	<b>Total Net Tract Area (sf)</b>		<b>77,431</b>
<b>4.5.4.B.2.b</b>	<b>Density (Existing Lots 1-4)</b>		
	CR 5.0, C 5.0, R 4.75, H 165		
	Commercial FAR/GFA	5.0/144,965	5.0/144,965
	Residential FAR/GFA	4.75/137,717	0/0
	CR 5.0, C 5.0, R 4.75, H 300		
	Commercial FAR/GFA	5.0/345,895	5.0/345,895
	Residential FAR/GFA	4.75/328,600	0/0
	<b>TOTAL BASE FAR/GFA</b>		
	Commercial FAR/GFA	5.0/490,860	5.0/490,860
	Residential FAR/GFA	4.75/466,317	0/0
	<b>TOTAL BOZ DENSITY</b>		
	Commercial FAR/GFA Requested	n/a	<b><u>5.70/559,140<sup>2</sup></u></b>

<sup>2</sup> The Bethesda Overlay Zone (BOZ) permits an allocation of density to be requested by the Applicant at the time of Sketch Plan. The BOZ permits an increase in density greater than what is mapped for the zoning on the site.



	TOTAL BASE + BOZ DENSITY		10.70/1,050,000
<b>4.5.4.B.2.b</b>	<b>Building Height (feet)</b> Southern Area: CR 5.0, C 5.0, R 4.75, H 165 Northern Area: CR 5.0, C 5.0, R 4.75, H 300	165 300	165 300
<b>4.5.4.B.3</b>	<b>Minimum Setback (feet)</b> From adjacent residential From R.O.W.	0 0	0 0
<b>4.5.4.B.1</b>	<b>Open Space (minimum)</b> Public Open Space (%/sq. ft.) Private Amenity Space (%/sq. ft.) Streetscape (%/sq. ft.)	10/7,578 0 0	10/7,578 <sup>3</sup> 8/6512 <sup>4</sup> 16/12,684
<b>6.2</b>	<b>Parking (spaces)<sup>5</sup></b> Office (min/max) Hotel Rooms (min/max) Hotel Common Space (min/max) <b>Total</b> <b>BOZ Adjustment</b>	1,650/2,475 82/246 18/88 1,750/2,809 1,400/2,809	0 0 0 821 821

The intent of the CR zone is to:

a) *Implement the recommendations of applicable master plans.*

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

**1. Parks and open spaces**, including new civic greens at Veteran's Park, Bethesda Farm Women's Cooperative Market, Capital Crescent Trail and new urban parks, pathways and gateways.

**2. Affordable housing**, including the preservation of existing market-rate affordable housing, providing a mix of housing options and the provision of Moderately Priced Dwelling Units in exchange for development incentives.

**3. Environmental innovation**, including more energy-efficient buildings, better stormwater management, improved sidewalks and bicycle routes, and other measures to enhance community health and quality of life.

**4. Economic competitiveness**, based on new development, public amenities and proximity to public transit to attract businesses and visitors from throughout the region, and foster entrepreneurship and innovation.

The Application is addressing and incorporating three of the four overarching goals, including: paying the Park Impact Payment which contributes to the park and open space network; environmental

<sup>3</sup> Minimum, final percentage determined at Site Plan.

<sup>4</sup> Minimum, final percentage determined at Site Plan.

<sup>5</sup> The final number of parking spaces may be adjusted between the uses proposed as long as the total does not exceed the 821 spaces.

innovation through energy efficiency, innovative stormwater management solutions, improved pedestrian and bicycle opportunities around the site and as part of the through-block connection; and through economic competitiveness by incorporating over 1,000,000 square feet of new commercial development in downtown Bethesda. The new international headquarters will spin off new business opportunities in and around the Bethesda area. As this is a commercial project, affordable housing is not being provided.

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

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

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

The area's retail potential is compromised by its location on either side of Wisconsin Avenue. As a major commuter arterial, this street has heavy traffic volumes that eliminate the potential for "cross shopping" and a lack of visibility for retail establishments. However, Wisconsin North anticipates increased development activity with five planned projects, including the Harris Teeter site at 8300 Wisconsin Avenue. These projects will increase the employee, visitor and residential customer base within the district.

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

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

#### ***Land Use and Zoning Goals:***

- Encourage infill and reinvestment on underutilized commercial sites and private surface parking lots.
- Encourage mixed-income/affordable housing near transit stations.

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

***Land Use Recommendations:***

- Create two new civic gathering spaces in the form of civic green space/parks at the Farm Women's Cooperative Market site and Veteran's Park Civic Green.
- Emphasize mixed land uses focused on employment and high density residential.

***Zoning Recommendations (Site Specific):***

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

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

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

***Urban Design Recommendations:***

**Public Realm**

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

***Recommendations:***

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

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

*Recommendations:*

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

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

**Building Form**

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

*Recommendations:*

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



*View from Veteran's Park*



*View from Southwest*

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

#### *Recommendations:*

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

The design of the hotel and office buildings are innovative and iconic, providing a unique articulation to building surfaces and providing an efficient functionality on an L-shaped site in an urban environment. The forms of each building are proportioned appropriately to create a strong base that is connected by a through-block pedestrian linkage, creating a sense of place that expresses the hospitality approach for Marriott. The hotel embraces multiple facades providing different vistas and vantage points as you move through the site. The podium of the hotel offers a porte-cochere under the hotel tower and entry at the Woodmont Avenue street level serving as an arrival point while creating shelter, depth and architectural relief. The entry on Wisconsin Avenue creates a strong visual presence at the west end of the plaza that compliments the main entry to the office building. This section also protrudes above the base to provide for a second-floor terrace from the ballroom.

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

#### ***Transportation and Bicycle Recommendations:***

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

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

#### **Overall Goals**

- Enhance roadway accommodation of all users.
- Increase the use of non-auto driver travel.
- Implement new transit alternatives.
- Improve bicycle and pedestrian infrastructure.
- Expand the constrained parking policy.

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

This bikeway would improve north-south connectivity within the Sector Plan area and would serve as the primary alternative to Wisconsin Avenue for bicyclists. Due to potential parking and operational impacts resulting from lane reallocation required as part of this recommendation, the following alternatives have been identified for further analysis and the implemented bikeway may contain a combination of configurations; however, there is a strong preference for separated bike lanes along Woodmont Avenue (see also *Table 2.02: Bicycle Network Recommendations*):

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

#### **Norfolk Avenue (BL-44)**

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

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

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

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

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

#### ***Parking Recommendations***

- Promote a constrained parking policy that supports a transit-oriented downtown.



- Explore opportunities for co-location of public facilities on Parking Lot District properties and facilities. Co-location should be considered as existing facilities are evaluated for replacement and as the market allows for new mixed-use development.

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

***Environmental Recommendations:***

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

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

**Water -**

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

**High Performance Area -**

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

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

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

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

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

- Exceptional Design
- Minimum Parking

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

The Site is currently improved with low-rise modest commercial buildings and surface parking. The Property was permitted additional height through the Sectional Map Amendment, which is being applied to the Application, and is consistent with the CR zoning. The opportunity for redevelopment on this site is significant given the proximity to transit and other public spaces, as well as new commercial square footage to balance the employment needs and continuing number of residences in the downtown area.

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

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

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

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

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

The Project will offer up to 1,050,000 square feet of commercial uses including up to 246 hotel rooms and 825,000 square feet of office space in the core area of Downtown Bethesda. The new commercial uses will support the diverse housing types targeted to a wide variety of incomes, with availability to

transit, cycle, and vehicular access to nearby centers of employment including Bethesda, White Flint and Silver Spring.

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

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

- 2. substantially conform with the recommendations of the applicable master plan;*

As discussed in Finding 1.a) above, the Project substantially conforms to the *2017 Bethesda Downtown Sector Plan*.

- 3. satisfy any development plan or schematic development plan in effect on October 29, 2014;*

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

- 4. under Section 7.7.1.B.5, for a property where the zoning classification on October 29, 2014 was the result of a Local Map Amendment, satisfy any green area requirement in effect on October 29, 2014; any green area under this provision includes and is not in addition to any open space requirement of the property's zoning on October 30, 2014;*

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

- 5. achieve compatible internal and external relationships between existing and pending nearby development;*

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

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

- 6. provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading;*

The Project adequately provides circulation, parking, and loading for cars, trucks, pedestrians, and bicyclists. Most of the access to the hotel and office is from Woodmont Avenue, with limited right-in/right-out turning

movements at the southern end on Wisconsin Avenue. Vehicular turning movements along Woodmont Avenue were minimized to avoid potential conflicts with pedestrians, cyclists and local vehicular traffic. The sector-planned separated bike lane will be coordinated with this development on the north side of Woodmont Avenue;

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

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

The general circulation for vehicles, pedestrians and bicyclists is safe, adequate and efficient, integrating this development into the surrounding area. Structured parking and loading is adequately designed into the Site and provides integrated access with the general on-site circulation. The vehicular circulation design efficiently directs traffic into and through the site with minimal impacts to pedestrian circulation. This balance of design with the Site, the recommendations of the Sector Plan, and the needs of the use is an efficient and adequate means to provide a safe atmosphere for pedestrians, cyclists, and vehicles.

7. *propose an outline of public benefits that supports the requested incentive density and is appropriate for the specific community;*

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

For the proposed development, the Zoning Ordinance requires 100 points in four categories. Although at the time of Sketch Plan review only the categories need to be approved. Table 2 shows the both the categories and points for public benefits recommended at Sketch Plan to demonstrate the Project's ability to meet the requirement to sufficient benefit points. The public benefit categories and associated points below were modified with the Bethesda Overlay Zone (59.4.9.2) and supersede the general CR public benefits.

**Table 2- Sketch Plan Public Benefits Points**

Public Benefit	Incentive Density Points	
	Max. Allowed	Requested
<b>59-4.7.3.A: Major Public Facility</b>		
Bike Share	70.00	4.40
<b>59-4.7.3.C: Connectivity and Mobility</b>		
Minimum Parking (59-4.9.2.C.4.g)*	20.00	14.11
Through Block Connections (59-4.9.2.C.4.g)	30.00	15.00
Streetscape Improvement (59-4.9.2.C.4.g)	30.00	2.00
<b>59-4.7.3.D: Diversity of Uses and Activities</b>		
Adaptive Buildings	15.00	11.70
<b>59-4.7.3.E: Quality of Building and Site Design</b>		
Structured Parking	20.00	20.00
Exceptional Design (59-4.9.2.C.4.g)*	30.00	20.00
<b>59-4.7.3.F: Protection and Enhancement of the Natural Environment</b>		
Building Lot Termination (BLT)	30.00	21.45
Cool Roof (59-4.9.2.C.4.g)	15.00	7.50
Energy Conservation and Generation (59-4.9.2.C.4.g)*	25.00	21.43
<b>TOTAL</b>		<b>137.79</b>

\*Denotes Sector Plan priority

#### Major Public Facility

*Bike Share:* Section 59-4.7.3.A.1 of the Zoning Ordinance permits up to 70 public benefit points for bike share facilities and streetscape improvements, both of which are public transportation or utility upgrades. The Applicant is providing one on-site bikeshare station with 15 docks and contributing to the capital costs for two off-site bikeshare facility with 19 docks. The Applicant is requesting 4.40 points. Staff supports the points requested for major public facility at this time.

#### Connectivity and Mobility

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

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

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

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

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

*Streetscape Improvements:* Section 59-4.7.3.C.7 of the Zoning Ordinance permits up to 20 public benefit points if the area improved that is not along the Property frontage. Based upon the sliding scale  $(S/N) *100$  the maximum number of points allowed is 2. The Project will provide off-site surface level improvements along Norfolk Avenue from the Property's frontage to the intersection with Woodmont Avenue. Staff requested the continuation of the streetscape improvements to complete this section of the block, and supports the Applicant's request.

#### Diversity of Uses and Activities

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

#### Quality of Building and Site Design

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

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

A major initiative of the Bethesda Downtown Plan was the creation of the Design Advisory Panel (DAP) and their role to bring design awareness to the County and specifically to downtown Bethesda. The Panel met on November 8, 2017 with the Applicant to review their design proposal and offered comments on the building cap, but otherwise endorsed the overall architecture and design. Part of the Panel's responsibility is to evaluate the Applicant's request for Exceptional Design points based upon the criteria and goals outlined in the CR public benefit guidelines. The Panel endorsed the project with comments and supported the request for 20 points. Staff also supports the Applicant's request for this benefit.

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

#### Protection and Enhancement of the Natural Environment

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

*Cool Roof:* Roof areas not covered by green roof or mechanical equipment will incorporate a mixture of materials that will collectively meet or exceed a solar reflectance index (SRI) of 75. This is predominately achieved from high reflective pavers on the roof terrace and maintenance walks. The Property is larger than 1 acre and can achieve up to 15 points pursuant to the BOZ. The Applicant is requesting 7.5 points and Staff supports this request.

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



8. *establish a feasible and appropriate provisional phasing plan for all structures, uses, rights-of-way, sidewalks, dedications, public benefits, and future preliminary and site plan applications.*

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

## SECTION 6: PRELIMINARY PLAN ANALYSIS AND FINDINGS

### Compliance with Zoning Ordinance and Subdivision Regulations

This Application has been reviewed for compliance with the Montgomery County Code, Chapter 50, the Subdivision Regulations and the Application meets all applicable sections. The size, width, shape, and orientation of the proposed lot is appropriate for the location of the subdivision, considering the recommendations included in the Sector Plan, and for the type of development or use contemplated. As discussed in the Sketch Plan section of this report, the Application substantially conforms to the 2017 *Bethesda Downtown Sector Plan*. The Application complies with the specific density and height recommendations for the site as well as the applicable urban design, roadway, and general recommendations outlined in the Sector Plan. The Bethesda Overlay Zone (BOZ) which was implemented pursuant to the Sector Plan outlines priorities to be incorporated into any application, including excellence in the design of new buildings, energy efficiency and other environmental recommendations, as well as the allocation of density to support the acquisition of new park land in Bethesda through the implementation of the PIP. As evidenced by the Preliminary Plan, the site is sufficiently large to efficiently accommodate the proposed mix of uses.

Under Section 59-4.5.4 of the Zoning Ordinance, the dimensional standards for the lot will be determined with approval of the subsequent Site Plan.

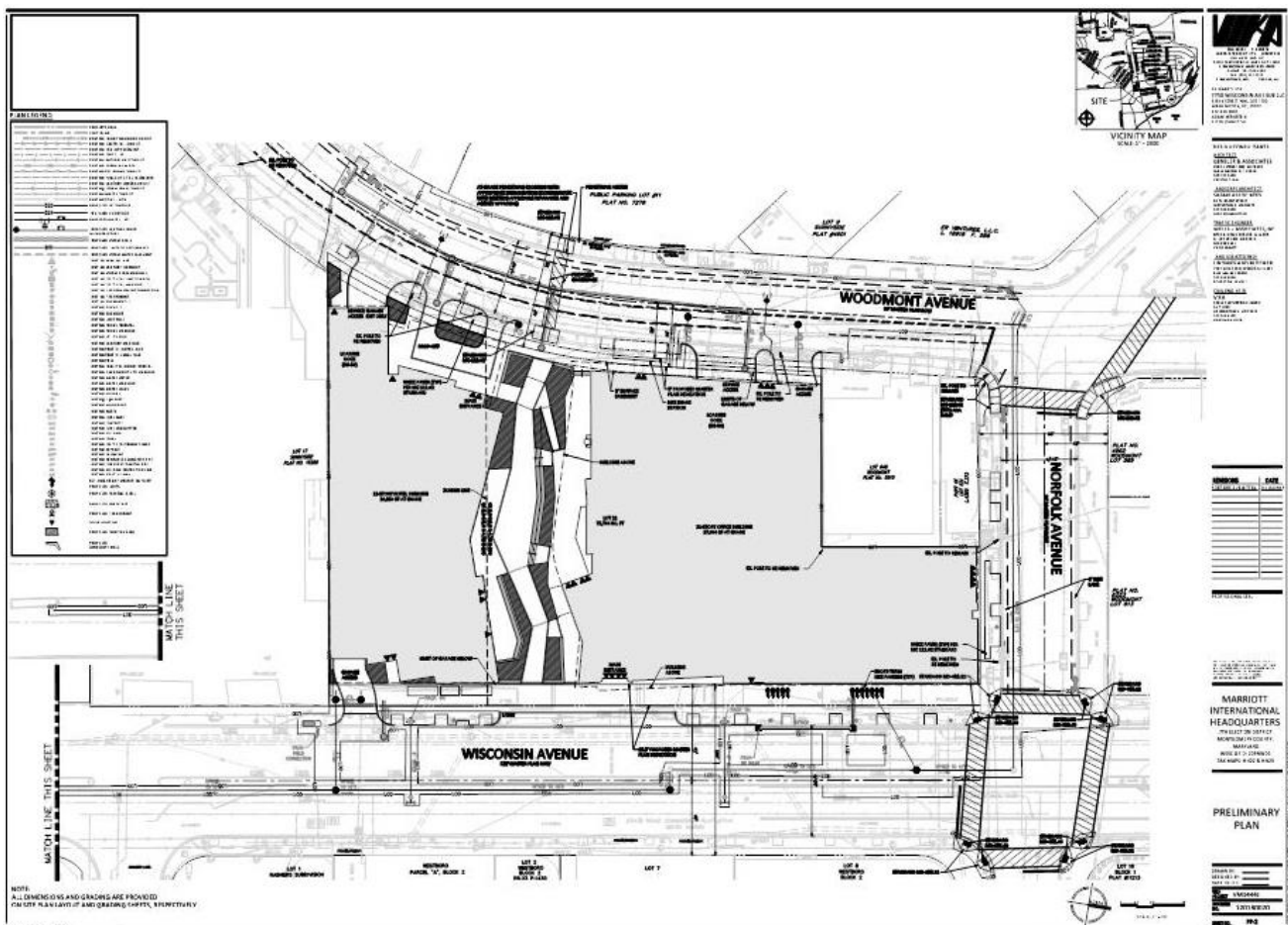


Figure 3-Preliminary Plan

## **Sector Plan Conformance**

As discussed in the Sketch Plan section of this report on page 20, the Application substantially conforms to the *2017 Bethesda Downtown Sector Plan* and *Bethesda Downtown Design Guidelines*. The Application complies with the specific density recommendations for the site as well as the applicable urban design, roadway, and general recommendations outlined in the Sector Plan and the Guidelines.

## **Transportation**

Primary vehicular access to the Property is proposed directly from both Woodmont Avenue and Wisconsin Avenue (Figure 4). All loading will occur via Woodmont Avenue on the southwest corner of the Site, adjacent to the existing parking and loading for Bethesda Place. Staff notes that the entire Site will be served by a single garage beneath the Project, containing up to 821 parking spaces, as well as Garage 11, across Woodmont Avenue. Vehicular access improvements to each of the Project's three frontages are described below:

Woodmont Avenue: Beginning at the southwestern corner of the Property, adjacent to Bethesda Place, the Application proposes a loading dock and garage egress point for passenger vehicles. Approximately 20-feet north of the garage access point, the Applicant proposes a vehicular entry court for the hotel that will function as a one-way counter-clockwise loop for passenger vehicles. The entry court has been designed with 10-foot wide ingress and egress lanes, separated by approximately 30-feet to minimize conflicts between pedestrians and vehicles. Additionally, the entry court's access lanes will be paved with brick in accordance with the Bethesda Streetscape Standards to reinforce the sidewalk as a pedestrian zone. Approximately 125-feet north of the northern egress to the proposed entry court, the Application proposes a consolidated service and garage access point for the proposed office building. The northern garage driveway is intended as a full-movement garage access point for employees only.

In addition to the access points described above, the Applicant will have exclusive use of Garage #11, the "Woodmont Corner Garage," during business hours for Marriott employee parking. Vehicular access to this garage will remain unchanged from the existing condition.

Norfolk Avenue: Although the Application proposes a pick-up/ drop-off point for the employee daycare on the south side of Norfolk Avenue, Staff has conditioned that this use not be permitted. Such a pick-up/ drop-off area could be disruptive to traffic operations and would negatively impact the master planned bicycle lanes on Norfolk Avenue. Furthermore, Norfolk Avenue serves as gateway into the Woodmont Triangle, and provides a connection between the business district, East Bethesda, and regional traffic. No additional vehicular access points are proposed on Norfolk Avenue.

Wisconsin Avenue: The Application proposes a lay-by approximately 175-feet south of the Norfolk Avenue intersection. Approximately 75-feet south of the southern extent of the lay-by, the Application proposes a two-way garage access point for the proposed garage. As currently proposed, the access point will be a right-in/ right-out configuration, however, MCDOT and MD SHA may evaluate a new median break and traffic signal at this location in the future, if engineering warrants are satisfied.

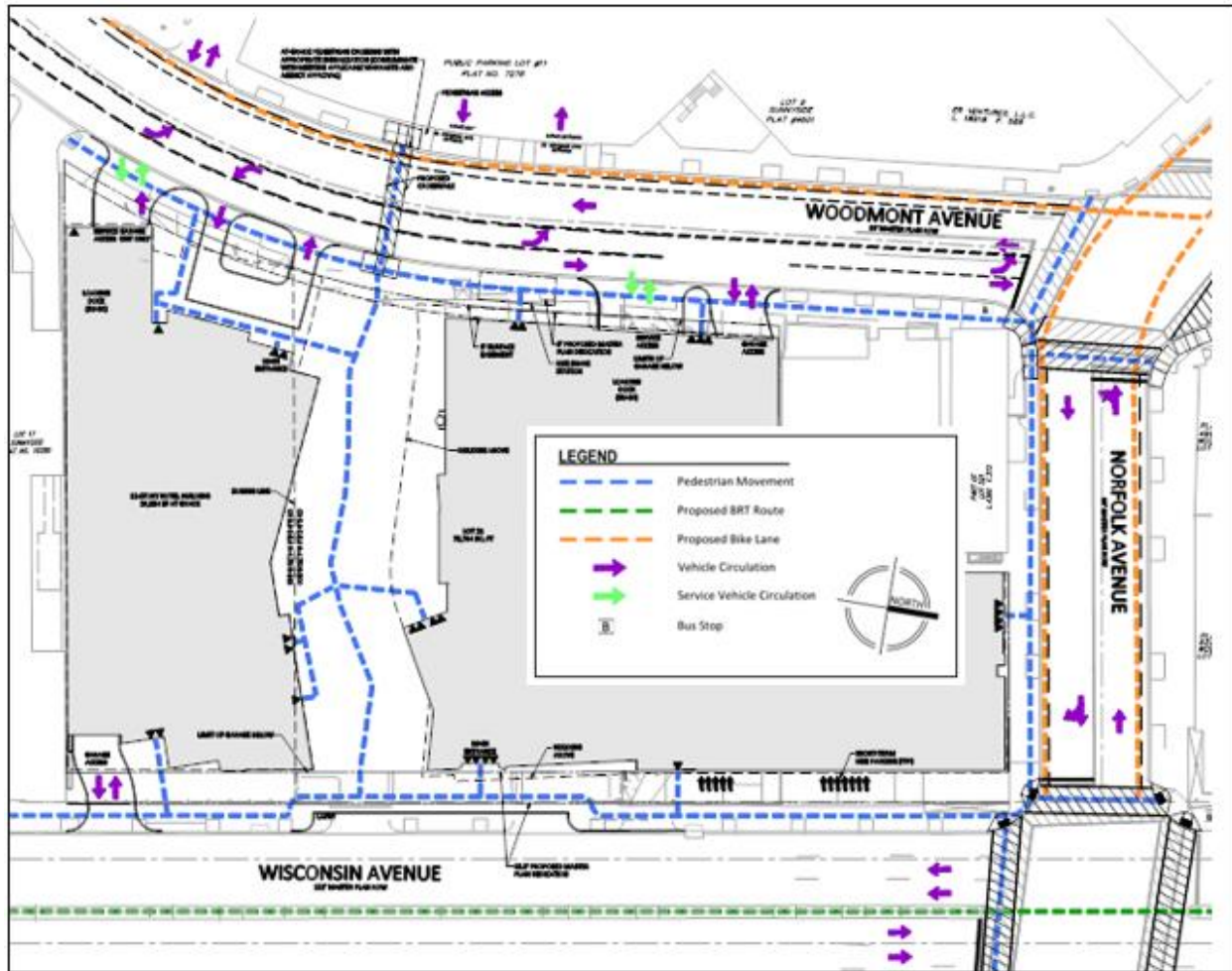


Figure 4: Circulation Plan

Pedestrian and bicycle access to and around the Property will occur on all three of the frontage roadways in the following configuration:

Woodmont Avenue: This frontage will serve as the main entrance to the hotel and will provide access to the through-block connection to Wisconsin Avenue. Pedestrians can access either of these elements from an improved streetscape and new mid-block pedestrian crosswalk and pedestrian signal on Woodmont Avenue, between Garage 11 and the Property. Bicyclists travelling to the Site will be able to do so via a new two-way separated bicycle lane on the southbound side of Woodmont Avenue (adjacent to Garage 11). In addition to these new features, the existing traffic signal and crosswalks will remain at the Norfolk Avenue intersection. Secondary access to the proposed office building will also be provided via the Woodmont Avenue frontage.

Norfolk Avenue: Although the Site frontage on Norfolk Avenue is limited to the segment between Wisconsin Avenue and the existing Tastee Diner, the Project will improve Norfolk Avenue with six-foot wide bicycle lanes on both sides of the street. When considering these bicycle lanes and the improved streetscape along the south side of Norfolk Avenue, between Woodmont Avenue and Wisconsin Avenue, pedestrians and bicyclists can access the Site via Norfolk Avenue will have a choice of high quality options. As with the Woodmont Avenue frontage, Norfolk Avenue will provide secondary access to the office building.

Wisconsin Avenue: This frontage serves as the front door to the office building and will provide access to the through-block connection/ mews to Woodmont Avenue. Consistent with the Sector Plan vision for Wisconsin Avenue, pedestrians and bicyclists can access the Property via the Wisconsin Avenue sidewalk.

Through-block connection: The through-block connection will provide an additional pedestrian linkage from the Woodmont Triangle area to the Wisconsin Avenue corridor and facilitate safe travel to transit hubs.

The Project is required to provide a minimum of 25 short term bicycle parking spaces (13 inverted-U racks) along the Wisconsin Avenue office building frontage and a bicycle parking room to provide long-term bicycle storage for both the office building employees (a minimum of 100 spaces) and hotel guests (a minimum of 25 spaces). This requirement is satisfied through the provision of two separate bike rooms within the P-1 level of the garage. The bicycle parking rooms will provide secure, private parking for a minimum of 125 bicycles and the proposed layout meets the design and capacity standards set by the Zoning Ordinance. In addition to the bicycle parking provided for Marriott employees, hotel guests, and short-term visitors, the Applicant is providing one on-site 19-dock bikeshare station, along the Woodmont Avenue frontage, and making a financial contribution towards two off-site 11-dock bike share stations within the Downtown area.

#### *Transit Connectivity*

The immediate area is well served by transit that includes the Red Line Bethesda Metrorail Station (located approximately ¼ mile to the south of the site), Metrobus, RideOn, the Bethesda Circulator and future Purple Line. Specific transit routes near the Site include:

1. RideOn Bus Routes 29, 30, 32, 34, 47, 70
2. WMATA Metrobus Routes J2, J3, J4, J7, and J9

#### *Master Plan Roadways and Pedestrian/Bikeway Facilities*

The 2017 *Bethesda Downtown Sector Plan* recommends the following sector plan facilities along Property frontage:

1. Woodmont Avenue, along the western site frontage, as an arterial roadway with a minimum right-of-way width of 80 feet and separated bicycle lanes.
2. Norfolk Avenue, along the northern site frontage, as a business district Street with a minimum right-of-way width of 80 feet and bicycle lanes.
3. Wisconsin Avenue, along the southwest site frontage, as a major highway (M-6) with a minimum right-of-way width of 122 feet.

#### *Sector-Planned Transportation Demand Management*

As a mixed-use project within the Bethesda Transportation Management District (TMD), the development will enter into a Traffic Mitigation Agreement (TMAg) with the Planning Board and Montgomery County Department of Transportation (MCDOT) to participate in the Bethesda TMD and contribute to the Sector Plan goal of 55% Non-Auto Driver Mode Share (NADMS), averaged between commuters and residents of the Downtown area.

#### *Parking Recommendations*

The Sector Plan recommends each application in downtown Bethesda promote a constrained parking policy that supports a transit-oriented downtown. This is done by providing parking below the minimum and exploring opportunities for co-location of public facilities on Parking Lot District properties and facilities. The Applicant is receiving a 20 percent reduction in number of spaces required and is providing 821 spaces in a below-grade garage, which is below the minimum required consistent with the zoning ordinance. The Applicant also has an agreement with Montgomery County for the weekday use of Garage 11 directly across Woodmont Avenue.

### Adequate Public Facilities

A transportation study was submitted on August 16, 2017 and revised October 30, 2017 in response to agency comments. The proposed development is estimated to generate 1,309 new morning peak-hour person trips (628 vehicle trips) and 1,091 new evening peak-hour person trips (528 vehicle trips) (Table 3). Because of the estimated transportation impact of the Project exceeds 50 net new person trips in each of the following: total person trips, pedestrian trips, and bicycle trips, the Project is required to complete a transportation study that evaluates vehicular (intersection) capacity, pedestrian system adequacy, and bicycle system adequacy to satisfy the Local Area Transportation Review requirement. The Project is exempt from the transit system adequacy test because the Site is within 1,000 feet of a Metrorail Station.

**Table 3: Project Peak Hour Trip Generation**

Total Existing		Vehicle Rates		Adjusted Vehicle Rates		Person Trips	
Use	Total Units/GFA	AM	PM	AM	PM	AM	PM
Hotel	74 Rooms	50	52	31	32	66	68
Restaurant/Retail	32,940 SF	31	122	18	75	41	170
Office	20,000 SF	53	101	31	59	65	123
Subtotal		134	275	80	165	172	361
Total Proposed		Vehicle Rates		Adjusted Vehicle Rates		Person Trips	
Use	Total Units/GFA	AM	PM	AM	PM	AM	PM
Office	825,000 SF	1,035	1,002	600	581	1,253	1,213
Hotel	260 Rooms	174	182	108	113	228	239
Subtotal		1,209	1,184	708	694	1,481	1,452
Total		1,075	909	628	528	1,309	1,091

\* Ancillary Retail trip generation is not included as part of the transportation impact in accordance with the 2016-2020 Subdivision Staging Policy. Source: Wells & Associates Transportation Study, dated October 30, 2017.

**Table 4: Peak Hour Trip Generation by Mode**

	Person Trips	Auto Driver	Pedestrian*	Transit	Bike
AM	1,309	628	518	315	203
PM	1,091	528	432	280	152

\* Pedestrian trips are the sum of all transit and bicycle trips generated by the project.  
Source: Wells & Associates Transportation Study, dated October 30, 2017.



As a project that generates more than 250 net new peak hour vehicle trips, the Applicant was required to evaluate a minimum of two tiers of intersections within Downtown Bethesda, resulting in a total of 21 intersections and 6 driveways evaluated as part of the Subject Application. In accordance with the 2016-2020 Subdivision Staging Policy, 20 of the 21 intersections included in this analysis were evaluated as part of larger transportation corridors within the Downtown area under the Highway Capacity Manual (HCM) 2010 methodology. That methodology allows for a more comprehensive operational analysis of congested and/or more closely spaced intersections than was possible under the previous Subdivision Staging Policy, which relied on a Critical Lane Volume methodology. The study locations and corridors are presented in Figure 5, below, and results of the HCM methodology are presented in Table 5.



Figure 5: Intersection Analysis Map

**Table 5: Intersection Capacity  
Highway Capacity Manual Methodology**

Intersection/Corridor	Delay Standard (seconds)	Existing Conditions (seconds)		Total Future Conditions (seconds)	
		AM	PM	AM	PM
Arlington Road/Edgemoor Ln	120	11.6	33.3	14.2	29.3
Woodmont Ave (between Battery Ln & Edgemoor Ln)*	120	16.0	19.0	31.0	23.0
Norfolk Ave (between St. Elmo Ave & Wisconsin Ave)*	120	11.6	23.0	1.0	30.0
Wisconsin Ave (between Battery Ln and Montgomery Ave)*	120	33.0	38.0	44.0	45.0
Old Georgetown Rd/E-W Hwy (between Battery Ln & Pearl St)*	120	42.0	54.0	72.0	87.0
Montgomery Ave (between Wisconsin Ave & Pearl St)*	120	26.0	27.0	33.0	48.0

\* Denotes a corridor analysis. Source: Wells & Associates Transportation Study, dated October 30, 2017.

After reviewing the results of the intersection capacity analysis completed for the 21 intersections included within the five corridors the transportation impact study concluded that all corridors will continue to operate within acceptable limits of congestion following as a result of the increased density associated with the Subject Application.

In determining Pedestrian System Adequacy, the Applicant evaluated pedestrian infrastructure within 500-linear feet of the Site limits and will “fix or fund” all pedestrian facilities determined to be non-compliant with standards set forth by the Americans with Disabilities Act. The Applicant will submit an exhibit at the time of Certified Site Plan, for Staff approval, showing the location of all non-compliant pedestrian facilities and cost estimate for all improvements associated with the requirement.

**Table 6: Pedestrian Level of Service  
Highway Capacity Manual Methodology**

Intersection	Intersection Leg	Existing Conditions Level of Service		Total Future Conditions Level of Service	
		AM	PM	AM	PM
Wisconsin Ave/Norfolk Ave/Cheltenham Dr		AM	PM	AM	PM
	East	B	B	B	B
	West	B	B	B	B
	North	C	C	C	C
	South	C	C	C	C
Woodmont Ave/Norfolk Ave		AM	PM	AM	PM
	East	A	A	A	B
	West	B	B	B	B
	North	B	B	B	B
	South	B	B	B	B
Woodmont Ave/Old Georgetown Rd		AM	PM	AM	PM

	East	B	B	B	B
	West	B	B	B	B
	North	B	B	B	B
	South	B	B	B	B
Norfolk Ave/St. Elmo Ave		AM	PM	AM	PM
	East	A	A	A	B
	West	A	B	A	B
	North	A	B	B	B
	South	A	A	A	B
Old Georgetown Rd/Commerce Ln/Edgemoor Ln		AM	PM	AM	PM
	East	B	B	B	B
	West	B	B	B	B
	North	B	B	B	B
	South	A	A	A	A

Source: Wells & Associates Transportation Study, dated October 30, 2017.

### Other Public Facilities

Public facilities and services are available and will be adequate to serve the proposed development. There are no impacts to the public school facilities as this is a commercial development. The Property is proposed to be served by public water and public sewer. The Application has been reviewed by the Montgomery County Fire and Rescue Service which has determined that the Property will have appropriate access for fire and rescue vehicles. Other public facilities and services, such as police stations, firehouses, schools, and health services are operating according to the *Subdivision Staging Policy* resolution currently in effect and will be adequate to serve the Property. Electrical, telecommunications, and gas services are also available to serve the Property. Garage 11, a public parking garage, has a capacity of approximately 1,200 spaces which will be allocated to Marriott for the use of their employees as they transition from their current North Bethesda location. The use of the garage is for daytime use during the week and open to the public after hours and on weekends. These spaces will be re-evaluated by the County and Applicant in ten years to determine need for the Applicant and the PLD.

### Environment

#### *Environmental Guidelines*

A Natural Resource Inventory Forest Stand Delineation (NRI/FSD) was approved for the project on July 7, 2017. The plan (# 420171140) identifies the existing man-made and natural features associated with the property such as the commercial buildings, associated parking, the street trees and landscape. The setting contains an existing two-story hotel known as the Bethesda Court Hotel with surface parking, a vacant one-story retail building, surface parking for the adjacent Woodmont Grill (used for valet parking), the 5-story Blackwell building and the former two-story commercial building known as the Connor building. The site topography is gently sloping from west to east. There are no rare threatened or endangered species, no trees measuring 30" DBH or greater, no stream/buffers, steep slopes or known historical or cultural resources on site.

There are no known a rare, threatened, or endangered species, floodplains, forests, historic properties or features on the Property. Most of the Property is paved with only a few trees.

#### Forest Conservation

There is no forest onsite or adjacent to the property, however there is an afforestation requirement of 0.45 acres. The afforestation requirement will be addressed offsite, either by a fee-in-lieu payment or certificate of

compliance for an offsite bank. Staff has recommended conditions of approval requiring that offsite requirements be appropriately satisfied prior to any clearing, grading or demolition within the project area.

#### *Stormwater Management*

The MCDPS Stormwater Management Section approved the stormwater management concept on September 27, 2017. According to the approval letter, the stormwater management concept proposes to meet stormwater management requirements via environmental site design to the maximum extent practicable through the use of a green roof and porous pavers over filter medium. Due to onsite conditions and existing shallow storm drain, a waiver of full stormwater management requirements was granted. As currently proposed the SWM concept achieves only 28% of the target SWM treatment goal. The SWM concept letter states (under item 8) "At a minimum this site has proposed to provide 24,817 square feet of eighth-inch green roof. At the time of plan submittal try to increase this amount". In order to achieve the 35% green cover requirements of the Sector Plans (which may overlap with SWM requirements), the green roof area will be expanded to a minimum of 29,264 square feet. The increase in the green roof area will help with both SWM and Master Plan goals.

## SECTION 7: SITE PLAN 820180030

### FINDINGS

1. *When reviewing an application, the approval findings apply only to the site covered by the application.*

2. *To approve a site plan, the Planning Board must find that the proposed development:*

*a. satisfies any previous approval that applies to the site;*

As conditioned, the previous approvals for Project Plan 920140030, Preliminary Plan 12012007A and Site Plan 820120210 do not apply and will be extinguished upon approval of the new applications.

*b. satisfies under Section 7.7.1.B.5 the binding elements of any development plan or schematic development plan in effect on October 29, 2014;*

This section is not applicable as there are no binding elements of an associated development plan or schematic development plan in effect on October 29, 2014.

*c. satisfies under Section 7.7.1.B.5 any green area requirement in effect on October 29, 2014 for a property where the zoning classification on October 29, 2014 was the result of a Local Map Amendment;*

This section is not applicable as the Property's zoning classification on October 29, 2014 was not the result of a Local Map Amendment.

*d. satisfies applicable use standards, development standards, and general requirements under this Chapter;*

*i. Division 4.5. Commercial/Residential Zones*

#### Development Standards

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

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

ii. *Division 4.7 Optional Method Public Benefits*

The Site Plan is implementing the public benefits, consistent with the Sketch Plan, in accordance with the Zoning Ordinance, Section 59-4.7.1, and proposes the following public benefit categories to satisfy the requirements: Major Public Facility; Connectivity and Mobility; Diversity of Uses and Activities; Quality Building and Site Design; and Protection and Enhancement of the Natural Environment.

<b>Table 7- Site Plan Public Benefits Points</b>			
<b>Public Benefit</b>	<b>Incentive Density Points</b>		
	<b>Sketch Plan</b>	<b>Requested</b>	<b>Recommended</b>
<b>59-4.7.3.A: Major Public Facility</b>			
Bike Share	4.40	4.40	4.40
<b>59-4.7.3.C: Connectivity and Mobility</b>			
Minimum Parking (59-4.9.2.C.4.g)*	14.11	14.11	14.11
Through Block Connections (59-4.9.2.C.4.g)	15.00	15.00	10.00
Streetscape Improvement (59-4.9.2.C.4.g)	2.00	2.00	2.00
<b>59-4.7.3.D: Diversity of Uses and Activities</b>			
Adaptive Buildings	11.70	11.70	11.70
<b>59-4.7.3.E: Quality of Building and Site Design</b>			
Structured Parking	20.00	20.00	20.00
Exceptional Design (59-4.9.2.C.4.g)*	20.00	20.00	20.00
<b>59-4.7.3.F: Protection and Enhancement of the Natural Environment</b>			
Building Lot Termination (BLT)	21.45	21.45	21.45
Cool Roof (59-4.9.2.C.4.g)	7.50	7.50	7.50
Energy Conservation and Generation (59-4.9.2.C.4.g)*	21.43	21.43	21.43
<b>TOTAL</b>	<b>137.59</b>	<b>137.59</b>	<b>132.79</b>

\*Denotes Sector Plan priority

Major Public Facility

*Bike Share:* Section 59-4.7.3.A.1 of the Zoning Ordinance permits up to 70 public benefit points for bike share facilities and streetscape improvements, both of which are public transportation or utility upgrades. The Applicant is providing one on-site bikeshare station with 15 docks and contributing to the capital costs for one off-site bikeshare facility with 19 docks. The Applicant is requesting 4.40 points. Staff supports the points requested for major public facility.

Connectivity and Mobility

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

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

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

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

This Project provides a connection from Woodmont Avenue that lines up with the pedestrian access from Garage 11 through the site to Wisconsin Avenue. Access is provided to other public facilities including Veteran's Park and the future BRT along Wisconsin Avenue. The public portion of the path generally averages 15 feet in width from 10 feet to 45 feet surrounded by other pedestrian means of access to and from the buildings and the public roads. Both the office and hotel will have private amenity areas, while the middle portion of the walkway will remain open to the public. The connection will be open to the public, overlapped by a public access easement during the prescribed times. The overall connection, both public and private range from 45 to 60 feet wide. The Applicant plans to control and program events in the area for the hotel tenants and office workers as well as for public events. The Applicant is requesting 15 points. Since this is an average of the 15 feet and not a minimum throughout, Staff only supports 10 points for through-block connections.

*Streetscape Improvements:* Section 59-4.7.3.C.7 of the Zoning Ordinance permits up to 20 public benefit points if the area improved that is not along the Property frontage. Based upon the sliding scale  $(S/N) *100$  the maximum number of points allowed is 2. The Project will provide off-site surface level improvements along Norfolk Avenue from the Property's frontage to the intersection with Woodmont Avenue. Staff requested the continuation of approximately 1,517 square feet of streetscape improvements to complete this section of the block, and supports the Applicant's request for 2 public benefit points.

#### Diversity of Uses and Activities

*Adaptive Building:* Section 59-4.7.3.D.1 of the Zoning Ordinance permits 15 public benefit points for constructing commercial or mixed-use buildings with minimum floor-to-floor heights of at least 15 feet on any floor that meets grade and 12 feet on all other floors. Internal structural systems must be able to accommodate various types of use with only minor modifications. The office building is designed with minimum floor-to-floor heights of 20 feet on all floors that meet grade and minimum floor-to-floor heights of 12'-3" on all other floors. The office building also includes an internal structural system with drops that allow for core drilling in the bays so that it can accommodate a multi-tenant office building, multiple retail tenants and multi-family residential uses if the space ever was to be converted to residential. As shown in the public benefits table above, the Applicant



requests 11.7 points for adaptive building in the Diversity of uses and Activities category. The 11.7 points equates to 78 percent of the gross floor area that qualifies for the maximum number of points. The BOZ did not adjust this category. Staff supports the Applicant's request.

#### Quality of Building and Site Design

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

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

*Structured Parking:* The Applicant requests 20 points for structured parking for only the parking that will be below grade and is not requesting points for the spaces allocated to this Applicant in public Garage 11. The BOZ requires 10 points as the minimum for this benefit. This incentive is granted on a sliding scale based on the percentage of spaces provided above and below grade. The Application is providing 821 spaces in the structured garage, which is below the minimum. Staff supports 20 points for the below-grade parking.

#### Protection and Enhancement of the Natural Environment

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

*Cool Roof:* Roof areas not covered by green roof or mechanical equipment will incorporate a mixture of materials that will collectively meet or exceed a solar reflectance index (SRI) of 75. This is predominately achieved from high reflective pavers on the roof terrace and maintenance walks. The Property is larger than 1 acre and can achieve up to 15 points pursuant to the BOZ. The Applicant is requesting 7.5 points and Staff supports this request.

*Energy Conservation and Generation:* The Sector Plan requires that all projects in the High-Performance area must exceed the current ASHRAE 90.1 requirement by at least 15 percent. The CR Zone Incentive Density Implementation Guidelines state that up to 15 points are available for

constructing buildings that exceed the energy-efficiency standards for the building type by 17.5 percent, however the BOZ permits up to 25 points for this benefit. Exceeding the energy efficiency standards by 15 percent in the BOZ proportionally allows the Project to receive 21.43 public benefit points. Staff supports the points for Energy Conservation and Generation.

*iii. Division 6.1. Site Access*

Vehicular site access to the development is predominately from Woodmont Avenue, and more specifically to the below-grade parking and loading area servicing both buildings. From south to north along Woodmont Avenue, vehicular loading and unloading serves the entire development; a circular loop and porte-cochere provides relief for the patrons of the hotel and waiting area for taxis; and a full turning movement closest to the office building. A right-in/right-out movement is proposed at the southern end of the Property along Wisconsin Avenue.

Improved streetscape along the three Property frontages provides for safe, adequate and efficient pedestrian movements from the Woodmont Triangle area of Bethesda to the Metro and to points elsewhere in and around downtown Bethesda. The thru-block connection from Woodmont to Wisconsin Avenues weaves the circulation together providing alternate means of access with respite areas in front of the two proposed hi-rises for gathering and day and nighttime activities. The proposed crosswalk on Woodmont Avenue also safely promotes pedestrian access from Garage 11 to the entry points within the thru-block connection.

*iv. Division 6.2. Parking, Queuing, and Loading*

The Project proposes minimum parking to constrain the amount of parking within the downtown area. The below-grade parking is providing 811 parking spaces and has applied the 20 percent reduction to support the goal of the Sector Plan to minimize parking. The Site is located within the Parking Lot District (PLD) allowing the Project to minimize parking to an even greater extent. The Applicant has entered into an agreement with the County for the use of Garage 11 during the day for approximately 1,200 additional spaces allocated specifically to Marriott. The current headquarters is very suburban in nature and does not offer mass transit or other transit options that Bethesda does. Assuming the parking demand will decrease over time, this agreement will be reevaluated by DOT over a ten-year period.

The recent parking study (Bethesda PLD Parking Demand Study-Assessment of Existing and Future Conditions) dated October 2017 summarizes public parking supply and demand based upon complete buildout of the Sector Plan. While there are many variables to this study, the overall take-away is that there will be adequate parking available in the PLD after Marriott is allocated 1,200 of the publicly available parking spaces.

*v. Division 6.3. Open Space and Recreation*

The development has a 10 percent public use space requirement, totaling 7,578 square feet. The public use space provided by the Project is primarily associated with the thru-block connection between the two buildings connecting Woodmont and Wisconsin Avenues. While the connection averages 15 feet in width, additional private open space is situated along the edges of the building to promote outdoor gathering, dining and activities associated with the office and hotel uses. Together the combined spaces allow for a public use experience that involves seating, landscaping, accent

lighting and visual relief. The development will provide adequate, safe, and efficient space to promote open space.

While this is a commercial development, and recreation facilities are not required, the office space provides internal recreational facilities, a day care and rooftop amenities for their employees. Additionally, this Application is contributing to the bike lanes along Norfolk and Woodmont Avenues.

vi. *Division 6.4.General Landscaping and Outdoor Lighting*

Landscaping and lighting, as well as other site amenities, will be provided to ensure that these facilities will be safe, adequate, and efficient for year-round use and enjoyment by residents and visitors. The Application provides streetscape improvements along Woodmont, Wisconsin and Norfolk Avenues, with new street trees, improved sidewalks, and street lighting. The on-site lighting is designed as an accent piece between the two buildings to highlight the pedestrian through-way and building amenity areas. Site furnishings will be integrated within the site to create a unique and interesting place and ensure accessibility and comfort.

The landscaping between the buildings is designed to be shade tolerant and adaptive to the pedestrian experience. At the eastern end of the pedestrian passage is a larger tree intended to accent the walkway at the eastern terminus and at the primary entrance to the office building.

The rooftop of each building will include a vegetated roof, including plant material, seating and outdoor furnishings.

As shown in the Development Standards table, the Site Plan meets all of the general requirements and development standards of Section 4.5 of the Zoning Ordinance, the optional method public benefits provisions of Division 4.7 of the Zoning Ordinance, and the general development requirements of Article 59-6 of the Zoning Ordinance.

e. *satisfies the applicable requirements of:*

i. *Chapter 19, Erosion, Sediment Control, and Stormwater Management; and*

The MCDPS Stormwater Management Section approved the stormwater management concept on September 27, 2017. According to the approval letter, the stormwater management concept proposes to meet stormwater management requirements via environmental site design to the maximum extent practicable through the use of a green roof and porous pavers over filter medium. Due to onsite conditions and existing shallow storm drain, a waiver of full stormwater management requirements was granted. As currently proposed the SWM concept achieves only 28% of the target SWM treatment goal. The SWM concept letter states (under item 8) "At a minimum this site has proposed to provide 24,817 square feet of eighth-inch green roof. At the time of plan submittal try to increase this amount". In order to achieve the 35% green cover requirements of the Sector Plans (which may overlap with SWM requirements), the green roof area will be expanded to a minimum of 29,264 square feet. The increase in the green roof area will help with both SWM and Master Plan goals.

ii. *Chapter 22A, Forest Conservation.*

As conditioned, the Application is in compliance with the M-NCPPC's Environmental Guidelines and Forest Conservation Law. The Forest Conservation Plan is consistent with the conditions of approval for the Site Plan. There is no forest onsite or adjacent to the property, however there is an afforestation requirement of 0.45 acres. The afforestation requirement will be addressed offsite, either by a fee-in-lieu payment or certificate of compliance for an offsite bank. Staff has recommended conditions of approval requiring that offsite requirements be appropriately satisfied prior to any clearing, grading or demolition within the project area.

- f. provides safe, well-integrated parking, circulation patterns, building massing and, where required, open spaces and site amenities;*

The Site Plan provides adequate, safe, and efficient parking and circulation patterns. The Project provides well-integrated on-site parking in a below-grade structure with primary access from Woodmont Avenue and secondary access from Wisconsin Avenue. A lay-by is proposed along Wisconsin Avenue for pick up and drop off at the office entrance and to the hotel. As conditioned, the drop-off for the day care will be removed from the plans to insure safe bicycle and pedestrian circulation on this short segment of Norfolk Avenue.

The Application includes sidewalk and streetscape upgrades to the Property's frontage along all three street frontages and extends the streetscape along the adjacent property on Norfolk Avenue to Woodmont Avenue. These enhancements will also facilitate improved pedestrian connections from nearby neighborhoods by offering access to existing and planned bikeways, transit, shared use paths, and retail uses.

The Project provides safe and well-integrated buildings, open spaces and site amenities. The Project's building heights of up to 300 feet provide an iconic gesture in downtown Bethesda and an appropriate transition to existing buildings south of the Property.

The through-block connection, which is the primary public open space shown on the Site Plan is well-integrated into the Project. Both buildings will include rooftop terraces and green roofs.

- g. substantially conforms with the recommendations of the applicable master plan and any guidelines approved by the Planning Board that implement the applicable plan;*

As discussed in the Sketch Plan findings on page 20, the Site Plan substantially conforms with the recommendations of the Sector Plan. Specifically, the Site Plan satisfies the Sector Plan's requirement for park and open space, design excellence, promoting economic development and constrained parking. The Project maximizes compatibility by stepping down building heights to the south and designing both buildings with significant articulation in massing and appearance.

- h. will be served by adequate public services and facilities including schools, police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public facilities. If an approved adequate public facilities test is currently valid and the impact of the development is equal to or less than what was approved, a new adequate public facilities test is not required. If an adequate public facilities test is required the Planning Board must find that the proposed development will be served by adequate public services and facilities, including schools, police and fire protection, water, sanitary sewer, public roads, and storm drainage;*

As discussed in the Preliminary Plan No. 120180020 findings, the Site will be served by adequate public facilities, including schools, police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public facilities.

- i. *on a property in a Rural Residential or Residential zone, is compatible with the character of the residential neighborhood; and*  
The Property is not located in a Rural Residential or Residential zone.
- j. *on a property in all other zones, is compatible with existing and approved or pending adjacent development.*

The Applicant's proposal to transform the Wisconsin Avenue core area of downtown Bethesda into a full-service flagship hotel and international headquarters for Marriott is compatible with existing and approved or pending adjacent development. The mixed-use development is located near multiple modes of transit including the Metro Station and Purple Line Station within a ¼ and ½ mile, respectively. The pedestrian through-block connection provides enhances connectivity and linkages between two major roads that parallel the Wisconsin Avenue and Woodmont Triangle districts. The Project will allow for the future development of "compact nodes that place the highest intensity in those centers" as recommended in the Sector Plan.

- 3. *To approve a site plan for a Restaurant with a Drive-Thru, the Planning Board must also find that a need exists for the proposed use due to an insufficient number of similar uses presently serving existing population concentrations in the County, and the uses at the location proposed will not result in a multiplicity or saturation of similar uses in the same general neighborhood.*

Not applicable, this Site Plan does not include a restaurant with a drive-thru.

- 4. *For a property zoned C-1 or C-2 on October 29, 2014 that has not been rezoned by Sectional Map Amendment or Local Map Amendment after October 30, 2014, if the proposed development includes less gross floor area for Retail/Service Establishment uses than the existing development, the Planning Board must consider if the decrease in gross floor area will have an adverse impact on the surrounding area.*

Not applicable, the Subject Property is not zoned C-1 or C-2.

## **CONCLUSION**

The Project complies with the general requirements and development standards of Section 4.5, the optional method public benefits provisions of Division 4.7, and the general development requirements of Article 59-6 of the Zoning Ordinance and the Bethesda Overlay Zone. The Project satisfies the findings of the Subdivision Regulations and is consistent with the goals and recommendations of the 2017 *Bethesda Downtown Sector Plan* and the *Bethesda Downtown Design Guidelines*. Therefore, Staff recommends approval of Sketch Plan No. 320180060, Preliminary Plan No. 120180020 and Site Plan No. 820180030 with the conditions specified at the beginning of this report.

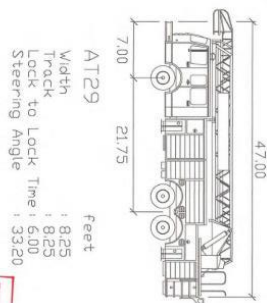
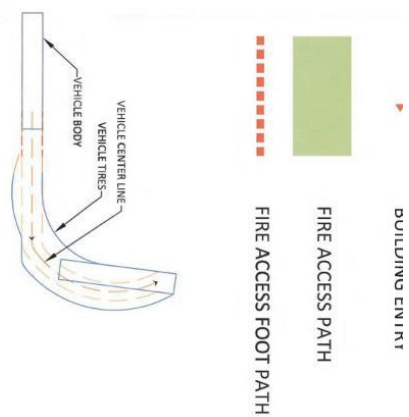
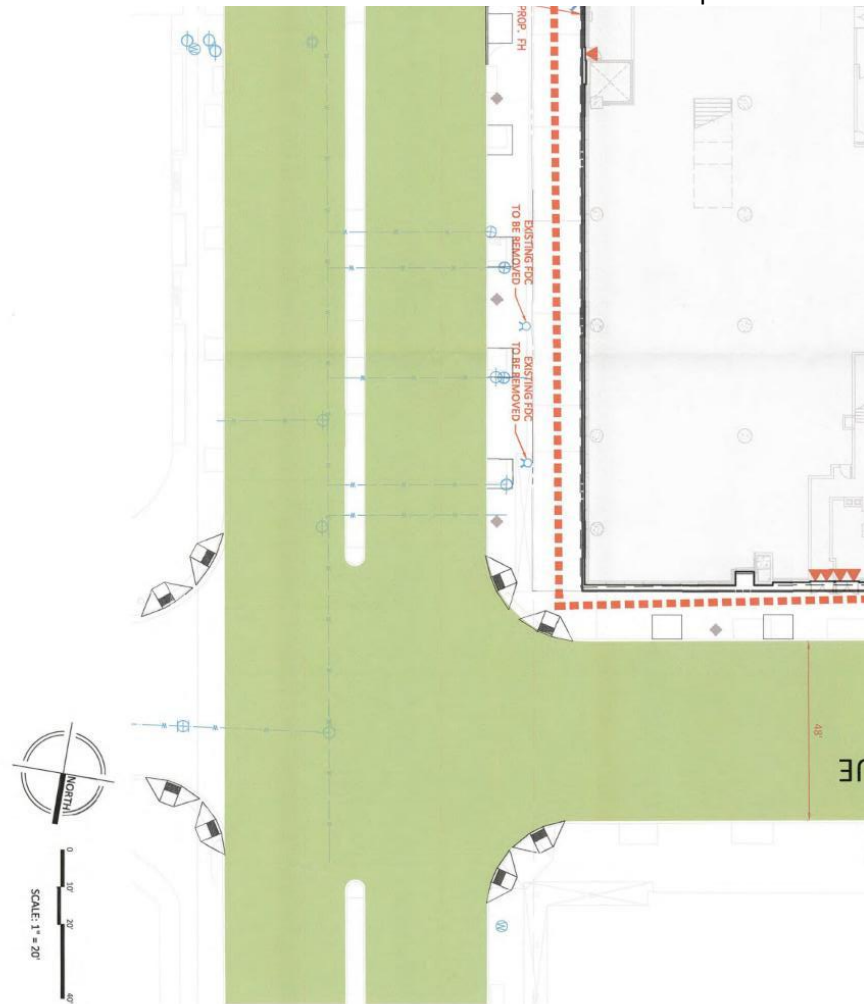
## **ATTACHMENTS**

- A. Preliminary Plan
- B. Site Plan
- C. Department and Agency letters
- D. Applicant correspondence
- E. BOZ density chart









**FIRE CODE ENFORCEMENT**

Fire Department Access Review

Review based only upon information contained on this plan. Does not cover entrance or egress of building from emergency, entrance or egress to of such unobstructed on this plan. Correction access will be required if found upon required after revision.

By: SVC PM: 4/3 DATE: 11/3/2017

• Proposed water service connections and on-site lines shown?		
• Are proposed water lines shown connecting to an existing water line?		
• Proposed water line and connection rights-of-way easement delineated on plan?		
• The highest plumbing fixture elevation proposed for the highest structure on site (approximate).	High elevation:	
• The lowest plumbing fixture elevation proposed for the lowest structure on site (approximate).	Low elevation:	
<b>WSSC SEWER SERVICE</b>		
Requesting WSSC sewer connection? <i>(If yes, please show following items on plan, if applicable, and indicate status (yes or N/A) on this checklist)</i>		
• Proposed sewer service connections and on-site lines shown?		
• Are proposed sewer lines shown connecting to an existing sewer line?		
• Proposed sewer line and connection rights-of-way easement delineated on plan?		
• Direction of flow shown?		
• Proposed sewer is a gravity line that is between 8 and 18 feet deep?		
• Lowest basement requiring sewer.	Lowest elevation:	

**Important Notes:**

Extensions of water and sewer lines are required to follow the WSSC's System Extension Process (SEP) for developer-built lines. The SEP requires the preparation of plans that meet WSSC water and sewer design guidelines which dictate right-of-way widths, the use of NAD 83-91 & NGVD 1929 for survey information, etc...

**Obtaining WSSC plan comments will increase the probability that the property can be served as approved. WSSC review comments will identify service restrictions, rights-of-way issues and conditions that might otherwise go unaddressed early in the process. Omitting checklist requirements may affect the quality of WSSC's comments and result in the need to re-subdivide or otherwise delay service and increase costs.**

## Bethesda Downtown Design Advisory Panel

**FROM:** Laura Shipman  
Design Advisory Panel Liaison

**PROJECT:** **Marriott International Headquarters**  
Sketch Plan No. 320180060 and Site Plan No. 820180030

**DATE:** November 8, 2017

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*The **Marriott International Headquarters** 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.*

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### **Attendance:**

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

Laura Shipman (Design Advisory Panel Liaison)  
Robert Kronenberg (Lead Plan Reviewer)  
Gwen Wright (Planning Department Director)  
Michael Brown (Area 1 Master Plan Supervisor)  
Leslye Howerton (Area 1 Planner Coordinator)

Bob Dalrymple (Attorney, Applicant Team)  
Matt Gordon (Attorney, Applicant Team)  
Duncan Lyons (Architect, Applicant Team)  
Jim Hart (Applicant Team)  
Nancy Regelin (Applicant Team)  
Jim Young (Applicant Team)  
Michelle Dandenica (Applicant Team)



### Discussion Points:

- It is great that Marriott is moving to Downtown Bethesda and increasing activation in the Downtown.
- Elegant building, not just a glass box, glass box with character. The experience will be of much less bulk than what is actually there.
- The activation of the street and increased setback makes the sidewalk more comfortable from a pedestrian standpoint.
- The north façade is attractive; however, the south façade top could be treated differently. Maybe the vertical element is too broad, not as slender and elegant as the other façade treatments.
- The base is very successful all the way around the building.
- The through-block connection is a real plus of the project. Is this open 24 hours?
  - *Applicant response:* It will be closed midnight to 6 am, but not with gates or fences, more so the owner has the right to close it off.
- Beautiful project, but may feel imposing over the remaining small retail on the block.
- Might we think that we have missed an opportunity to design something iconic a few years down the road?
- Interlocking planes very successful, especially the thinness of the L and breaking into two towers.
- Will the hotel cast a lot of shadow over the public through-block connection?
  - *Applicant response:* Shadow studies indicate the center will be mostly a shaded area, so the design includes shade-tolerant plantings. There will be reflected sunlight from the buildings and the hanging string lights will add visual interest and reflections.
- Can the circulation be simplified, particularly curb cuts along Woodmont. Woodmont will be a difficult street for pedestrians and conflicts with vehicles.
  - *Applicant response:* Limitations because servicing can't happen along Wisconsin Avenue and Norfolk Avenue.
- The top of building feels cliché, doesn't feel like a 21<sup>st</sup> century idea and could be stronger. The idea of the glass coming to street is effective. The top angle in elevation should be re-considered.
  - *Applicant response:* Making angle in elevation accentuates the angle in plan to add more emphasis to the shift. This is also a place for the Marriott identity.
- What is the relationship to Tastee Diner, will that property be redeveloped?
  - *Applicant response:* Facades closest have exterior fire-rated wall which anticipates the possibility these abutting sites could redevelop though they have a small footprint.





- High Performance measures? Deep floor plates and little daylight, how is the project achieving LEED Gold?
  - *Applicant response:* Open work areas rather than perimeter office along with the L-shape of site allows windows on interior of L. Hardly any point is more than 45 feet from exterior of building. A circulation corridor also runs along windows for maximization of natural light.
- The applicant noted that 20 exceptional design points were requested because the project cannot fully achieve all objectives of the design guidelines due to the required density and program.
- Because the project is not truly high-performing it would not receive the full 30 points.
- Tower Top maybe should be even more simplified or more slender. However, it also may be too subtle and could be more expressive.
  - *Applicant response:* At night the southeast tower will have intricate lighting from base to top to add visual interest, as well as transparency of the top with a double thick structure.

**Panel Recommendations:**

The following recommendations should be incorporated into the Staff Report.

1. Exceptional Design Points: The panel recommends the 20 out of 30 points requested.
2. Tower Top: Explore a better solution for the tower top at the office building southeast corner, perhaps one that is more reflective of the successful north façade.





Isiah Leggett  
*County  
Executive*

DEPARTMENT OF TRANSPORTATION

Al R. Roshdieh  
*Director*

November 6, 2017

Mr. Robert Kronenberg, Chief  
Area 1 Planning Division  
The Maryland-National Capital  
Park & Planning Commission  
8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

**Revised**

RE: Sketch Plan No. 320180060  
Preliminary Plan No. 120180020  
Marriott Headquarters

Dear Mr. Kronenberg:

We have completed our review of the sketch plan and preliminary plan uploaded to eplans on October 10, 2017. A previous plan was reviewed by the Development Review Committee at its meeting on September 19, 2017. We recommend approval of the plan subject to the following comments:

All Planning Board Opinions relating to this plan or any subsequent revision, project plans or site plans should be submitted to the 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.

Design Exception Requests

The applicant is requesting design exceptions for their five (5) vehicular access points along Woodmont Avenue. Their request is as follows:

**Office of the Director**

101 Monroe Street 10<sup>th</sup> Floor · Rockville Maryland 20850 · 240-777-7170 · 240-777-7178

FAX

[www.montgomerycountymd.gov](http://www.montgomerycountymd.gov)

*Located one block west of the Rockville Metro Station*

1. A-1: Driveway Spacing Reduction – 10-foot tangent between existing private driveway and the driveway for hotel service garage/exit; one (1) foot tangent from the existing driveway across Woodmont Avenue
2. A-2: Driveway Spacing Reduction – three (3) foot tangent between the driveway for the hotel service garage/exit and the hotel drop-off entrance; two (2) foot tangent from the existing driveway across Woodmont; 14-foot tangent between the hotel drop-off entrance and exit;
3. A-3: Driveway Spacing Reduction - 14-foot tangent between the hotel drop-off entrance and exit; 30-foot tangent from the Garage 11 exit
4. A-4: Driveway Spacing Reduction – 0.5-foot tangent between the garage 11 entrance and the service access for the office building;
5. A-5: Driveway Spacing Reduction - 91-foot tangent from the garage access to Woodmont and Norfolk Avenues intersection; 0 tangent from the driveway garage access

Design Exceptions Needed by Applicant but not Requested

6. A design exception for the hotel drop off entrance and exit since they are within 100-foot tangent of the Garage 11 exit.
7. A design exception for less than 100-foot tangent between the service access for the office building and the Garage 11 exit.
8. A design exception for the distance between the service access and the garage access

**Applicant's Response:** The site is in the Bethesda Central Business District (CBD). The site has approximately 412 feet along Wisconsin Avenue (MD 355), classified as Major Highway, 320 feet along Woodmont Avenue, classified as Arterial, and 90 feet along Norfolk Avenue, classified as Business District. The applicant believes that the proposed design of the five (5) vehicular and loading access points along Woodmont Avenue results in the least impact on vehicular and pedestrian traffic.

The applicant evaluated reducing or eliminating the number of entrances along Woodmont Avenue by moving entrances to Wisconsin Avenue. Moving the access points to Wisconsin Avenue would have a negative impact on them and would not necessarily eliminate entrances on Woodmont Avenue. Also, the previously approved "pull-through" option was found not to meet the Marriott program

requirements. Lastly, the applicant explains that the Marriott project cannot move forward if MCDOT does not approve these design exceptions.

**MCDOT Response:** The 100-foot tangent DOT policy is often waved for many projects in the Bethesda CBD; however, this applicant is providing all, except one of their vehicular access points (including loading) along Woodmont Avenue. One parking garage access point is proposed along Wisconsin Avenue. No access points are proposed along Norfolk Avenue. DOT's policy recommends vehicular access points on the lowest classified street; however, if the applicant were to propose an access point along Norfolk Avenue, it would also require a design exception, due to the distance from any potential driveway and the adjacent intersections.

DOT policy also recommends the access points located directly opposite each other. The interaction between driveways that are slightly off-set can encourage conflict angles approaching "head on" with through traffic. The project's Woodmont Avenue frontage requires design exceptions since the proposed access points are not directly across from the existing driveways. Staff previously asked the applicant to consider relocating their driveways directly across the Garage 11 driveways; however, the applicant was unable to relocate them.

The driveway for the hotel service and exit access is the closest to being located directly opposite the existing driveway; however, it is located 10 feet from the adjacent driveway. Staff has concerns about left turning vehicles that may conflict with adjacent driveway. DOT recommends the applicant channelize the driveway further to restrict the left turn movements out of this access point.

The access points along Woodmont Avenue also require design exceptions because there is less than 100-foot tangent between each of the access points. As stated earlier, DOT has given waivers for being less than 100-foot tangent for other projects in the Bethesda CBD.

This site is unique in that there are five (5) driveways proposed for the one site. MCDOT has encouraged the applicant to reconsider the site access strategy for the site and remains convinced that access and egress to the project would be improved if the access points were more evenly distributed on the three public street frontages of the site. In particular, MCDOT is concerned that egress from the project's below grade parking garage onto Woodmont Avenue in the evening peak hour may be challenging. However, the applicant insists that the proposed configuration is the only



way to arrange the access and meet the requirements for the parking and the building program.

The applicant has placed most of the site's traffic onto Woodmont Avenue, with only 105 a.m. trips and 127 p.m. trips onto Wisconsin Avenue. Staff **recommends** that the applicant be conditioned to cooperate with MCDOT should MCDOT determine that restriction of turning movements at the site driveways is required to maintain traffic operations on Woodmont Avenue and to facilitate traffic movement into and out of the applicant's project.

Staff also **recommends** that the applicant provide a traffic signal on Wisconsin Avenue to provide a protected pedestrian crossing and to allow traffic to exit the parking garage onto Wisconsin Avenue northbound. Provision of this additional egress opportunity may help address potential problems exiting the site onto Woodmont Avenue in the evening peak period. At this time, the applicant has not completed any analysis nor discussed this with SHA.

Staff received the operations statement for Woodmont Avenue and reviewed the SIM traffic. This analysis along with the traffic impact study showed the operations along Woodmont Avenue with the separated bicycle lanes will operate within the 120 delay (Bethesda CBD policy area); however, the queuing along Woodmont and Norfolk Avenues will be affected. Therefore, staff **recommends** that the applicant be required to re-stripe Norfolk Avenue between Wisconsin and Woodmont Avenues. The restriping of Norfolk Avenue to accommodate two travel lanes and a center turn lane will prevent the queuing backing onto Wisconsin and Woodmont Avenues. The applicant will need to work with the Division of Traffic Engineering and Operations (DTEO) to determine the most effective striping plan to be implemented on Norfolk Avenue and implement the plan before building occupancy.

In addition, staff is recommending the applicant provide a loading management plan. This plan must be approved by MCDOT DTEO prior to record plat approval. The loading management plan will include but not be limited to requiring trucks to only serve the property during off-peak hours, requiring use of only smaller trucks (SU-30), and requiring service and courier activities to occur within the project's parking garage. In addition, the loading management plan may be modified to further restrict truck loading.

In conjunction with the existing Garage 11 entrance and exit access points, the loading management

plan, the potential for future restrictions on the site's access points, the provision of a traffic signal on Wisconsin Avenue, subject to MCDOT/SHA approval, MCDOT recommends **approval** of the design exceptions for the five (5) vehicular access points along Woodmont Avenue.

#### **Significant Plan Review Comments**

1. The applicant will must pay \$300,000 to fund the Woodmont Avenue separated bike lanes or another separated bike lane project in the Bethesda CBD. The payment must be made prior to the issuance of the first Use and Occupancy permit. If the County has already completed the project or decides not to implement the separated bike lanes, the applicant will continue to make the payment at a maximum cost of \$300,000, prior to the issuance of the first Use and Occupancy permit. This payment may be used to fund other separated bike lanes in the Bethesda CBD.
2. The applicant will cooperate with MCDOT should we determine that turning movement restrictions at the site driveways is required to maintain traffic operations on Woodmont Avenue and to facilitate traffic movement into and out of the applicant's project.
3. The applicant shall request permission from MDOT/SHA to install a traffic signal that allows egress from the site to MD 355 northbound and provides a protected crosswalk of MD 355 at a minimum. The applicant shall pursue all reasonable means to secure permission and to design and construct the traffic signal in advance of issuance of the use and occupancy permit. If permission to install the signal is not obtained at 90 days after the use and occupancy permit, the applicant will provide alternative traffic operations improvements agreed to be MCDOT not exceeding \$250,000 in design and construction cost.
4. The applicant will be required to re-stripe Norfolk Avenue to allow for two (2) travel lanes, a two-way bikeway, one (1) parking lane and one (1) center turning lane subject to a plan approved by MCDOT DTEO.
5. The applicant subject to MCDOT DTEO's approval will design and install a signal-controlled crosswalk across Woodmont Avenue connecting Garage 11 to the project's plaza at the applicant's cost.

Prior to recording the record plat, the applicant will provide a performance bond to MCDOT for the full cost to design, permit and construct the crosswalk and related signal work. The

engineer's estimate for these costs will need to include contingencies and be approved by the MCDOT DTEO prior to issuance of the bond.

Prior to the issuance of the right-of-way permit, the applicant must obtain MCDOT DTEO approval of the design plans to install the new pedestrian signal and related work with traffic signal at Norfolk and Woodmont Avenue intersection and potentially the Woodmont Avenue/Old Georgetown Road intersection. These plans should include the proposed signal phasing, including pedestrian phasing, geometry/lane use, crosswalks and pedestrian ramps, lighting and signing, etc.

Prior to issuance of the use and occupancy permit, the pedestrian signal and related work must be completed and activated.

6. A loading management plan must be submitted and approved prior to issuance of the record plat to MCDOT DTEO. The plan shall include, but not be limited to the times of deliveries, number of deliveries, size of vehicles, etc.
7. The storm drain study is incomplete. The applicant is required to add storm drain system along Woodmont Avenue as shown in the preliminary plan. In addition, in order to reduce the spread along Woodmont Avenue, the applicant will be required to add at least one inlet upstream to reduce the spread to study point #1 on Woodmont Avenue to less than eight (8) feet. We defer to SHA for any portion of the site that drains to to their facilities.

#### **Plan Review Comments**

8. On the certified preliminary plan, provide the following:
  - a. Show Norfolk Avenue with two, ten (10) foot travel lanes, a ten (10) foot center left turn lane, a ten (10) foot, two-way separated bikeway, and one (1) eight-foot parking lane.
  - b. The garage access points to the office building along Woodmont Avenue will need to be modified to not allow vehicles turning onto Woodmont Avenue to enter the center lane as shown on the truck turning templates.
  - c. Restrict further left turns out of the hotel garage access onto Woodmont Avenue by providing a channelized access point. Left turn movements will not be permitted from this garage access point. This should be included in the loading management plan.

- d. Remove the "15-minute parking" note along Norfolk Avenue.
9. Dedication of Woodmont Avenue and Wisconsin Avenue (MD 355) in accordance with the master plan.
10. Prior to approval of the record plat by the Department of Permitting Services, submit a completed, executed and sealed MCDOT Sight Distances Evaluation certification forms, for the proposed driveways along Woodmont Avenue, for our review and approval.
11. Construct Bethesda Central Business District streetscaping along the Woodmont Avenue Norfolk Avenue and Wisconsin Avenue (MD 355) site frontages.
12. Record plat to reflect a reciprocal ingress, egress, and public utilities easement to serve the lots accessed by each common driveway.
13. On the site plan, delineate the location and dimensions of the proposed truck loading and/or dumpster spaces.
14. Provide on-site handicap access facilities, parking spaces, ramps, etc. in accordance with the Americans with Disabilities Act.
15. In all underground utility installations, install identification tape or other "toning" device approximately 2' above the utility.
16. Access and improvements along Wisconsin Avenue (MD 355) as required by the Maryland State Highway Administration.
17. The revised traffic impact study dated October 30, 2017 was reviewed. The DOT letter containing our comments is dated November 6, 2017.
18. If the proposed development will alter any existing street lights, signing, and/or pavement markings, please contact Mr. Dan Sanayi of our Traffic Engineering Design and Operations Section at (240) 777-2190 for proper executing procedures. All costs associated with such relocations shall be the responsibility of the applicant.
19. If the proposed development will alter or impact any existing County maintained transportation system management component (i.e., traffic signals, signal poles, handboxes, surveillance cameras, etc.) or communication component (i.e., traffic signal interconnect, fiber optic lines, etc.), please contact Mr. Kamal Hamud of our Transportation Systems Engineering Team at (240) 777-2190 for proper executing procedures. All costs associated with such relocations shall be the responsibility of the applicant.
20. Trees in the County rights of way – spacing and species to be in accordance with the applicable MCDOT standards. Tree planning within the public right of way must be coordinated with DPS

Right-of-Way Plan Review Section.

21. At or before the permit stage, please coordinate with Ms. Stacy Coletta of our Division of Transit Services to coordinate improvements to the RideOn bus facilities in the vicinity of this project. Ms. Coletta may be contacted at [stacy.coletta@montgomerycountymd.gov](mailto:stacy.coletta@montgomerycountymd.gov) or at 240 777-5800.
22. We recommend that the applicant coordinate with Mr. Matt Johnson of our Transportation Engineering Section regarding bicycle facilities along Norfolk Avenue. Mr. Johnson can be reached at [matt.johnson@montgomerycountymd.gov](mailto:matt.johnson@montgomerycountymd.gov) or at 240-777-7237.
23. We recommend that the applicant coordinate with Mr. Robert Gonzales Johnson of our Transportation Engineering Section regarding bicycle facilities along Woodmont Avenue. Mr. Gonzales can be reached at [robert.gonzales@montgomerycountymd.gov](mailto:robert.gonzales@montgomerycountymd.gov) or at 240-777-7296.
24. We recommend that the applicant coordinate with Ms. Joana Conklin, the RTS Development Manager for Montgomery County. Ms. Conklin can be reached at 240-777-7195 or at [joana.conklin@montgomerycountymd.gov](mailto:joana.conklin@montgomerycountymd.gov).
25. At or before the permit stage, please coordinate with Mr. Benjamin Morgan of our Division of Parking Management to coordinate the impacts on public parking facilities in the vicinity of this project. Mr. Morgan may be contacted at 240 777-8704 or at [benjamin.morgan@montgomerycountymd.gov](mailto:benjamin.morgan@montgomerycountymd.gov).
26. Design Elements: The following TDM-supporting features should be incorporated into the Project's design and to the extent possible or appropriate shown on the Project or Sketch Plan:
  - a. Building Frontage. Design building frontages/lobbies to provide two-way visibility for transit vehicles, shuttles, taxis and other ride-sharing vehicles.
  - b. Plaza Amenities.
    - i. Provide electric and water connections in outdoor settings (e.g., the plaza) to enable outreach events to be staged more readily.
    - ii. Provide kiosks in busy outdoor areas to provide opportunity for information displays and assistance.
  - c. Dynamic Information Displays – Featuring Real Time Transit Information.
    - i. Interior signs: Incorporate a display screen (monitor) in hotel and office lobbies, to enable transportation information including Real Time Transit schedules, to be readily accessed by employees, hotel guests, visitors, etc. Display can be incorporated into planned lobby display monitors/software system for the Project.

- ii. Exterior signs: Provide dynamic information signs featuring Real Time Transit schedules; provide one sign facing Woodmont Avenue and one facing Wisconsin Avenue.
  - d. Static Information Displays. Incorporate static display space into hotel lobbies, 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 to the extent feasible.
  - e. Bicycle Facilities. Significant bicycle activity by both employees, hotel guests, and the broader community will likely occur at this site due to its proximity to bicycle trails and bicycle shops. Provide safe routing for bicycle travel through the plaza area and provide bicycle racks at both ends and in a central location in the plaza area. Provide a secure, weather-protected bike storage area for employees, with bike racks/lockers in highly visible/active locations, either as a separate bike storage facility or within the parking garage. Consider providing a small bicycle repair station in that same area for employee use.
27. Traffic Mitigation Agreement: Coordinate with MCDOT to revise and finalize the draft TMAg (Sande Brecher or Beth Dennard at [beth.dennard@montgomerycountymd.gov](mailto:beth.dennard@montgomerycountymd.gov)). Prior to the issuance of any building permits by MCDPS, Applicant must execute a final Traffic Mitigation Agreement with MCDOT and the Planning Board.

Components of the TMAg will include but are not limited to:

- a. Carpool/Vanpool Parking. Provide carpool and vanpool parking spaces in highly visible, preferentially-located spots (specific number to be determined).
- b. Car Sharing. Provide two (2) car sharing vehicle parking spaces or the number of car sharing spaces required by law, whichever is greater. Spaces must be in highly visible, preferentially-located spots within the parking facilities.
- c. Electric Car Charging. Provide at least two (2) electric car charging stations within the parking facilities, or the number required by law, whichever is greater. Charging stations must be in preferential, highly visible locations.
- d. Bikeshare. See discussion below.
- e. Bicycle Facilities. Locate bicycle racks in Public Plaza and in the parking facilities.

- f. Shower/Locker Facilities. In addition to bicycle facilities in a weather-proof, well-lit area, provide showers and changing rooms/lockers in convenient locations within the office development complex. This enables larger numbers of employees to bike or walk to work or to/from transit in a variety of weather conditions.
- 28. Bikesharing. The Applicant must provide space in the Woodmont Avenue streetscape area adjacent to the Project to accommodate one 15-dock bikesharing docking station (or similar provision required by the County) to enable this form of transportation to be used by employees and visitors at the Project. For the bikesharing docking station provided on-site, the location must be selected in concert with MCDOT, based upon the requirements of the bikesharing system in the County, and in a highly visible, publicly accessible, convenient and well-lit near the Property. Conduit must be provided in the event of insufficient solar access. An 11-dock bikeshare station requires a space of 43 feet by 12 feet.

The Applicant will pay the capital cost of the on-site bikeshare station (or similar provision required by the County) in the Woodmont Avenue streetscape adjacent to the Project. To the extent necessary, Applicant must allow MCDOT or its contractors access to the Project to install, service and maintain the bikesharing docking station. The Applicant will also contribute the capital costs for two (2) off-site bikesharing docking stations (19 docks each) with each location to be selected in concert with MCDOT. The capital costs associated with a 19-dock bikesharing docking station are approximately \$67,000. Applicant must take other actions in concert with MCDOT to promote use of bikesharing among employees and visitors at the Project, in order to accomplish the objectives of the TMD.

In the event MCDOT implements an alternative approach to bikesharing other than a station-based program, Applicant must contribute an amount equivalent to the capital costs associated with the 3 bikeshare stations noted above. The current capital costs associated with a 15-dock station are approximately \$59,000 and the capital costs associated with a 19-dock station are \$67,000.

- 29. Permit and bond will be required as a prerequisite to DPS approval of the record plat. The permit will include, but not necessarily be limited to, the following improvements:
  - a. Paving, curbs and gutters, sidewalks and handicap ramps, storm drainage and appurtenances, and street trees along Woodmont Avenue per.

Mr. Robert Kronenberg  
Preliminary Plan No. 120170120  
November 6, 2017  
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- b. Restriping, curbs and gutters, sidewalks and handicap ramps, and street trees along Norfolk Avenue per comment no. 4 of this letter. Additional improvements in the paving as necessary to accommodate the restriping of Norfolk Avenue between Wisconsin Avenue and Woodmont Avenue.
- c. Construct Bethesda Central Business District streetscaping along the Woodmont Avenue Norfolk Avenue and Wisconsin Avenue (MD 355) site frontages.
- d. Permanent monuments and property line markers, as required by Section 50-24(e) of the Subdivision Regulations.
- e. Erosion and sediment control measures as required by Section 50-35(j) and on-site stormwater management where applicable shall be provided by the Developer (at no cost to the County) at such locations deemed necessary by the Department of Permitting Services (DPS) and will comply with their specifications. Erosion and sediment control measures are to be built prior to construction of streets, houses and/or site grading and are to remain in operation (including maintenance) as long as deemed necessary by the DPS.
- f. Developer shall ensure final and proper completion and installation of all utility lines underground, for all new road construction.
- g. Developer shall provide street lights in accordance with the specifications, requirements, and standards prescribed by the MCDOT Division of Traffic Engineering and Operations.

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

Sincerely,



Rebecca Torma, Acting Manager  
Development Review Team  
Office of Transportation Policy

Sharepoint/DOT/director's office/development review/Rebecca/Bethesda/Marriott/120180020 marriott.docx



Mr. Robert Kronenberg  
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cc:	Marc Duber	Bethesda Center, LLC
	Ghassan Khouri	VIKA Maryland LLC
	Robert Dalrymple	Linowes And Blocher, Llp
	Matthew Folden	M-NCPPC Area 1
	Katherine Mencarini	M-NCPPC Area 1
	Preliminary Plan folder	
	Preliminary Plan letters notebook	
cc-e:	Chris Conklin	MCDOT OTP
	Atiq Panjshiri	MCDPS RWPR
	Sam Farhadi	MCDPS RWPR
	Kamal Hamud	MCDOT DTEO
	Dan Sanayi	MCDOT DTEO
	Sandra Brecher	MCDOT CSS
	Joana Conklin	MCDOT DO
	Mark Terry	MCDOT DTEO
	Kwesi Woodroffe	MDSHA District 3
	Stacy Coletta	MCDOT DTS
	Robert Gonzales	MCDOT DTE
	Beth Dennard	MCDOT OTP
	Benjamin Morgan	MCDOT PMS
	Matt Johnson	MCDOT DTE



DEPARTMENT OF PERMITTING SERVICES

Isiah Leggett  
County Executive

Diane R. Schwartz Jones  
Director

September 27, 2017

Mr. Ghassan Khouri, P.E.  
VIKA Maryland, LLC  
20251 Century Boulevard, Suite 400  
Germantown, MD 20874

Re: **COMBINED STORMWATER MANAGEMENT  
CONCEPT/SITE DEVELOPMENT  
STORMWATER MANAGEMENT PLAN** for  
Bethesda Marriott / Sunnyside  
Preliminary Plan #: 120180020  
SM File #: 283231  
Tract Size/Zone: 1.74 Ac./CR-5.0  
Total Concept Area: 2.20 Ac.  
Lots/Block: 7 & 12  
Parcel(s): 086 & 087  
Watershed: Lower Rock Creek

Dear Mr. Khouri:

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 the use of ESD to the MEP with the use of green roof and porous pavers over filter medium. Due to onsite conditions and existing shallow storm drain a request for a waiver of full stormwater management requirements is hereby granted.

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

1. A detailed review of the stormwater management computations will occur at the time of detailed plan review.
2. An engineered sediment control plan must be submitted for this development.
3. All filtration media for manufactured best management practices, whether for new development or redevelopment, must consist of MDE approved material.
4. Landscaping shown on the approved Landscape Plan as part of the approved Site Plan are 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.
5. Silva Cells are proposed for use with the filter medium. Please design per the most recent approval conditions from the Maryland Department of the Environment and from DPS.
6. Provide save conveyance of ten year flows.



255 Rockville Pike, 2<sup>nd</sup> Floor, Rockville, Maryland 20850 | 240-777-0311  
[www.montgomerycountymd.gov/permittingservices](http://www.montgomerycountymd.gov/permittingservices)

Mr. Ghassan Khouri, P.E.  
September 27, 2017  
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7. Provide conveyance piping in the upper part of Silva Cells to spread the water over the entire system where necessary. Where possible incorporate trees or other landscaping into the Silva Cell practice.
8. At a minimum this site has proposed to provide 24,817 square feet of eight-inch green roof. At time of plan submittal try to increase this amount.
9. Green roof must be designed by a professional with green roof experience.

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

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,



Mark C. Etheridge, Manager  
Water Resources Section  
Division of Land Development Services

MCE: me CN283231 Bethesda Marriott.DWK

cc: C. Conlon  
SM File # 283231

ESD: Required/Provided 15,042 cf / 4,311 cf  
PE: Target/Achieved: 2.00"/0.57"  
STRUCTURAL: 0.0 cf  
WAIVED: 2.20 ac.

## DPS-ROW CONDITIONS OF APPROVAL

October 19, 2017

### 820180030 Marriott International Headquarters

Contact: Sam Farhadi at 240 777-6333

We have reviewed site and landscape plans files:

**"07-SITE-820180030-SP-2.pdf V3"** uploaded on/ dated **"10/10/2017"**,  
**"07-SITE-820180030-SP-4.pdf"** uploaded on/ dated **"10/10/2017"**,  
**"08-LL-820180030-L1.00.pdf V3"** uploaded on/ dated **"10/10/2017"** and

The followings need to be addressed prior to the certification of site plan:

1. Please adjust truck turning diagrams to ensure of safe movements into and out of loading areas on Woodmont Ave.
2. Per the applicant's response dated October 10, 2017, Bethesda Streetscaping standards will be implemented along the site frontages. Please reflect this as a note on the site plan.
3. The site plan shows surface easement beyond the right of way on Woodmont Ave. Please indicate the responsible party for the maintenance of this area. Please note, public and private sidewalks when adjacent each other need to have the physical limits of maintenance provided or PIE/ ROW for the additional sidewalk is needed.
4. Proposed traffic related pavement markings and signings are normally determined at the time of permit under signing and marking plan by MCDOT-Traffic Operations. As such and to prevent any conflict in the future, remove these items from the site plan.



DEPARTMENT OF TRANSPORTATION

Isiah Leggett  
County Executive

Al R. Roshdieh  
Director

November 6, 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: Marriott Headquarters  
Traffic Impact Study Review  
Woodmont Avenue Operations and  
Safety Analysis

Dear Mr. Folden:

We have completed our review of the Local Area Transportation Review and Transportation Policy Area Review (TIS) report and the Woodmont Operations statement for the proposed Marriott Headquarters. These studies, dated October 30, 2017, were prepared by Wells + Associates. Total development evaluated by the report and analysis includes the following:

- Removal of 74-room hotel, 20,000 square feet of office space, 4,340 square feet of restaurant and 28,600 square feet of retail; and
- Proposed 825,000 square feet of office space and a 260-room hotel.

We offer the following comments:

**Motor Vehicles System Adequacy**

1. The TIS indicates this study was prepared in accordance with the Spring 2017 Local Area Transportation Review (LATR) guidelines and the Subdivision Staging Policy (SSP).
2. The TIS discusses the Loading Management Plan, which DOT staff requires to be completed by the applicant in the DOT preliminary plan letter. This plan must be approved by MCDOT prior to issuance of the record plat.
3. The TIS discusses the programmed improvements, including the Woodmont Avenue separated bike lanes and Norfolk Avenue with two travel lanes and a center turn lane between Woodmont and Wisconsin Avenues. The applicant will be required to contribute towards the Woodmont Avenue improvements and restripe Norfolk Avenue per the DOT preliminary plan letter dated November 6, 2017.

**Office of the Director**

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101 Monroe Street 10<sup>th</sup> Floor · Rockville Maryland 20850 · 240-777-7170 · 240-777-7178 FAX  
www.montgomerycountymd.gov

*Located one block west of the Rockville Metro Station*

4. The TIS discusses the queuing of vehicles in the Woodmont Avenue corridor. The report states “although the results indicate that some queues extend through adjacent intersections, the network delay analysis shows that the overall corridor operates within the acceptable delay limits [120 delay], indicating that the system operates efficiently.”
5. For the future traffic operational analysis, the TIS assumes “the planned roadway configuration of Woodmont Avenue between Norfolk Avenue and Old Georgetown Road, the three-lane section of Norfolk Avenue between Woodmont and Wisconsin Avenues and existing traffic signal phasings/timings obtained from MCDOT; and the Highway Capacity Manual (HCM) 2000 methodologies, using Synchro 9.”
6. We accept the consultant’s conclusions that the post-development traffic would operate within the congestion standard at the studied intersections-assuming the Planning Department has found the consultant’s methodology and analysis to be accepted.
7. We defer to the Maryland State Highway Administration for comments regarding Wisconsin Avenue (MD 355), which is a state-maintained road.

#### *Transit System Adequacy*

1. The study indicates the proposed development will exceed 50 transit trips threshold; however, the site is within 1,000 feet from a Metrorail station entrance. Therefore, the proposed development is exempt from this analysis. We accept this conclusion.

#### *Pedestrian System Adequacy*

1. In the TIS, the consultant states “the applicant will work with MCDOT, M-NCPPC and others to determine its pro-rata fair share of contributions to non-compliance issues at the studied curb ramps in the public rights-of-way. The applicant will work with MCDOT to receive allowable credits against the Development Impact Tax for Transportation Improvements, as identified in Section 52-47(b) of the Montgomery County Code.” The applicant will need to apply to MCDOT for any development impact tax credit that may be allowed under Section 52-47(b) prior to issuance of the first building permit.
2. We accept the consultant’s Pedestrian System Adequacy and conclusions.

#### *Bicycle System Adequacy*

1. We accept the consultant’s Bicycle System Adequacy and conclusions that the Level of Traffic Stress would be reduced when the separated bike lanes along Woodmont Avenue are installed.

#### *Pedestrian and Bicycle Impact Statement*

1. The TIS discusses “the mid-block crosswalk with potential signalization is planned on Woodmont Avenue connecting Garage 11 and points west to the through-block connection on the Marriott site. The final location and design of the crosswalk (including width, raised median, signs, markings, etc.) and potential signalization will be coordinated with MCDOT and M-NCPPC staff



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Marriott Headquarters TIS  
November 06, 2017  
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as the building design is finalized.” MCDOT believes that the potential pedestrian signal is an operational issue; therefore, the design and construction will be approved by MCDOT.

2. The consultant identified three intersections that do not have sufficient “Walk” time; however, they have sufficient “Walk” and “Flashing Don’t Walk” time. The intersections are: Edgemoor Lane at Old Georgetown Road/Commerce Lane; the north leg of Woodmont Avenue at Battery Lane; and the west leg of Battery Lane at Woodmont Avenue.

#### *Woodmont Avenue Operations and Safety Analysis*

1. Tables 2, 3 and 4 all have a column labeled “with signalized Pedestrian Crossing and Right-turn only exits”. Please clarify what exit point this is.
2. The applicant has provided a loading management plan with the analysis as “additional level of assurance that truck and pedestrian conflicts on Woodmont Avenue will be minimal.” This plan will be reviewed by MCDOT in detail prior to recording the record plat.
3. The vehicle turning movements from the hotel garage to the layby for the hotel have a passenger vehicle traveling into the turn lane, which is a concern for DOT.


#### *SUMMARY*

1. We concur with the consultant’s conclusion regarding the motor vehicle, pedestrian, transit and bicycle system adequacy. The motor vehicle delay will not exceed the Bethesda CBD policy threshold.
2. The applicant will need to coordinate with MCDOT DTEO regarding the design and construction of the pedestrian signal and related work on Woodmont Avenue. All costs associated with this pedestrian signal will be paid for by the applicant.
3. The applicant will need to coordinate the design and construction with MCDOT DTEO regarding the restriping of Norfolk Avenue.
4. The applicant will need to submit for DOT DTEO review and approval a loading management plan, which will be approved prior to the recording of the plat.
5. We accept the Pedestrian and Bicycle Impact Study; however, any applicable Development Impact Tax credit will be determined when application is submitted to MCDOT.
6. The DOT preliminary plan letter is dated November 6, 2017.

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

Sincerely,



Rebecca Torma, Acting Manager  
Development Review Team  
Office of Transportation Policy

sharepoint/dot/directors office/development review/Rebecca/Bethesda/Marriott TIS.docx

cc: Christopher Kabatt Wells + Associates  
Michael J. Workosky Wells + Associates  
Preliminary Plan folder  
Preliminary Plan letters notebook

cc-e: Kamal Hamud MCDOT DTEO  
Dewa Salihi MCDOT DTEO  
Mark Terry MCDOT DTEO  
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**LINOWES**  
**AND BLOCHER LLP**  
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November 29, 2017

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**By Hand & E-Mail Delivery**

Mr. Chris Conklin, Deputy Director  
Ms. Rebecca Torma, Development Review Manager  
Office of Transportation Policy  
Montgomery County Department of Transportation  
101 Monroe Street, 10<sup>th</sup> Floor  
Rockville, Maryland 20850

Re: Marriott International Headquarters Project – Response to Montgomery County  
Department of Transportation's ("MCDOT") November 6, 2017 Comment Letter to  
Sketch Plan No. 320180060 and Preliminary Plan No. 120180020

Dear Mr. Conklin and Ms. Torma:

On behalf of The Bernstein Companies and Boston Properties (collectively, the "Applicant"), we are in receipt of MCDOT's letter dated November 6, 2017 to Robert Kronenberg, which recommends approval of the above-referenced development applications subject to certain conditions outlined in the letter. As you are aware, the Applicant is pursuing approval from the Montgomery County Planning Board (the "Planning Board") to implement an office building with approximately 795,000 square feet of gross floor area and a Marriott full-service hotel with approximately 200,000 square feet of gross floor area to accommodate the relocation of Marriott International's corporate headquarters to Downtown Bethesda (the "Project"). More specifically, the Project is proposed to be located at 7720, 7740, 7752, 7756, and 7758 Wisconsin Avenue and several properties with unnumbered addresses on Woodmont Avenue, located between Woodmont Avenue and Wisconsin Avenue south of Norfolk Avenue (the "Property").

The Applicant appreciates MCDOT's assistance reviewing and providing feedback on these development applications for this Project over the last several months and its recommendation of approval for the Project. However, it is very concerned with several of the conditions of approval proposed in the November 6, 2017 letter. Several of the MCDOT conditions are new exactions that do not specifically relate to satisfying regulatory requirements for approval of the Project, and the magnitude of the costs associated with these additional exactions (in excess of one million [\$1,000,000] dollars) cannot be absorbed in the development budget that has guided the Marriott Headquarters (and hotel) to this site in the first place. The Applicant is already required to contribute over Five Million (\$5,000,000) dollars in the form of a Development Impact Tax

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for transportation improvements (the "Impact Tax") to implement the Project as well as nearly Five Million (\$5,000,000) dollars in additional fees for the Park Impact Payment. These legally mandated exactions are on top of other contributions that lend towards an improved transportation network (TMAG, pedestrian and bicycle improvements, improvements to confronting streets, etc.) and that also carry costs that must be absorbed in the Project budget (capital costs and operational costs). The Applicant believed that it had satisfied the regulatory requirements for Adequate Public Facilities (APFO) as well as other requirements that necessitated improvements or funding relating to transportation, and the Applicant is unaware how these new and unexpected exactions are tied to the regulatory review of the Project. Bluntly stated, but significant to the economic viability of this Project, these unexpected exactions were not factored into the negotiation of this single-tenant lease agreement for the proposed office building, which was executed earlier this year.

Given that these unforeseen additional transportation improvements and contributions will facilitate increases in Non-Auto Driver Mode Share (NADMS) at the Project and throughout Downtown Bethesda, and to ensure that these new conditions can be accommodated within the budget for this Project (as off-set costs), the Applicant is seeking confirmation from MCDOT that these additional exactions will be appropriately certified as credits against the Impact Tax (more specifically discussed below). Otherwise, the Applicant must request that MCDOT reconsider its conditions of approval to align the conditions with only those exactions that have been identified as necessary to specifically satisfy regulatory burdens for this Project (and primarily APFO). The Applicant's preference is to resolve these issues with MCDOT prior to the public hearing scheduled before the Planning Board on December 14, 2017, in lieu of debating the MCDOT conditions of approval before the Planning Board in a public forum. Thus, we are hopeful that this letter will allow for MCDOT to evaluate and appropriately address the Applicant's concerns such that we are all in full agreement at the Planning Board public hearing.

Accordingly, for the reasons discussed, we respectfully request that MCDOT amend and/or clarify several of the conditions contained in the November 6, 2017 letter as outlined below:

- 1. All Costs Associated with the Proposed Traffic Signal for Egress from the Property to MD 355 Northbound and a Protected Crosswalk Must Be Shared Between the Applicant and Others**

Comment 3 in the plan review summary within the MCDOT letter requires the Applicant to "request permission from MDOT/SHA to install a traffic signal that allows egress from the site to MD 355 northbound and provides a protected crosswalk of MD 355 at a minimum," and to

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“pursue all reasonable means to secure permission and to design and construct the traffic signal in advance of the issuance of the use and occupancy permit.” While this improvement is not needed to pass the APFO or any other transportation related regulatory requirement (i.e., the Subdivision Staging Policy (“SSP”) and Local Area Transportation Review Guidelines (the “LATR Guidelines”), to help facilitate a better transportation network for the area, the Applicant is amenable to pursuing MDOT/SHA approval for this improvement and participating in a fair and equitable way in implementing the improvement if approved as further described below. The Applicant cannot agree, however, to providing full funding of this improvement or to paying a “penalty” of \$250,000 should the requisite governmental approvals of the improvement be rejected.

The proposed improvements to MD 355 unquestionably will benefit the Project, but they are not needed for regulatory approval of the Project and have regional and network benefits that extend well beyond this Project. Requiring the Applicant to bear the full cost of these proposed improvements is inequitable and disproportionate to the traffic impacts generated by the Project. Notwithstanding that this improvement is not required for Project approval, in recognition of the benefits that would occur for the Project, the Applicant is willing to volunteer funding of up to \$125,000 towards the improvements, should SHA and MDOT agree to permit these improvements (this being approximately 50% of the necessary funding for the improvements). However, the Applicant will not agree to the “penalty” provisions identified in the third sentence of comment 3, which states that “[i]f permission to install the signal is not obtained at 90 days after the use and occupancy, the applicant will provide alternative traffic operations improvements agreed to [sic] by MCDOT not exceeding \$250,000 in design and construction cost.” While the Applicant in good faith will pursue these improvements<sup>1</sup>, there is no rational basis whatsoever to impose a penalty should MDOT/SHA decide against improvements (which again are not legally required for Project approval in the first place, either by the County<sup>2</sup> or

<sup>1</sup> The Applicant has also exercised good faith in studying the transportation network for this Project approval process. To this end, the Applicant’s traffic impact study evaluated four rings of intersections for motor vehicle adequacy despite the fact that the SSP and LATR Guidelines dictate that two rings of intersections were required, and the Applicant voluntarily agreed to a more exhaustive traffic impact study for a larger amount of development than the ultimate condition of the Project.

<sup>2</sup> MCDOT’s November 6, 2017 letter acknowledges that the Applicant’s traffic impact study and related Woodmont Avenue operations statement demonstrate that the Project satisfies the Bethesda CBD policy area delay standard for motor vehicle adequacy. Moreover, the State Highway Administration’s (“SHA”) comment letter dated October 20, 2017 concurs with the findings and methodology of the Applicant’s traffic impact study and accepts that no mitigation



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SHA). Based upon the foregoing considerations, the Applicant requests that comment 3 be revised as identified below (proposed changes in bold underline):

3. The applicant shall request permission from MDOT/SHA to install a traffic signal that allows egress from the site to MD 355 northbound and provides a protected crosswalk of MD 355 at a minimum. The applicant shall pursue all ~~reasonable~~ **commercially reasonable** means to secure permission and to design and construct the traffic signal in advance of issuance of the use and occupancy permit **for the office building. If MDOT/SHA grants permission to install such a traffic signal that allows egress from the site to MD 355 northbound with a protected crosswalk, the Applicant agrees to fund up to \$125,000 of the costs of the improvements (approximately 50% of the total costs).** If permission to install the signal is not obtained at 90 days ~~after the use and occupancy, the applicant will provide alternative traffic operations improvements agreed to be MCDOT not exceeding \$250,000 in design and construction cost.~~

2. **The Costs Associated with the Woodmont Avenue Separated Bike Lanes and Adjustments to Norfolk Avenue to Accommodate Bike Lanes and a Center Turning Lane are Eligible for Credits Against the Impact Tax Due for the Project.**

A. Woodmont Avenue

Comment 1 in the plan review summary within the MCDOT letter requires the Applicant to “pay \$300,000 to fund the Woodmont Avenue separated bike lanes or another separated bike lane project in the Bethesda CBD.” The Applicant is seeking confirmation from MCDOT that it will certify the full amount of this proposed \$300,000 payment as a credit against the Impact Tax due for the Project. Pursuant to Section 52-47(b) of the Montgomery County Code (the “Code”), “a property owner **must** receive a credit for constructing or contributing to an improvement type listed in Section 52-50 if the improvement reduces traffic demand or **provides additional transportation capacity** ....” (emphasis provided). Significantly, Section 52-50(e) of the Code clearly specifies that “Impact tax funds may be used for any ... protected bike lanes used primarily for transportation.” Further, Section 52-39 of the Code defines additional capacity to include any “transportation improvement that ... **implements or improves transit, pedestrian**

is proposed within the SHA right-of-way (i.e., Wisconsin Avenue). (SHA Comment Letter dated October 20, 2017, p. 4).

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and bike facilities or access to non-auto modes of travel; and is classified as a ... arterial ...” (emphasis provided). We note that the recently approved Downtown Bethesda Sector Plan (the “Sector Plan”) classifies Woodmont Avenue as an arterial road. (Sector Plan, pp. 38-39).

Based upon the provisions identified above, MCDOT must certify Impact Tax credits for the proposed contribution of \$300,000 to implement separated bike lanes on Woodmont Avenue because this funding will implement and improve bike facilities and access to non-auto modes of travel in Downtown Bethesda. More specifically, the proposed separated bike lanes on Woodmont Avenue are recommended in the recently approved Sector Plan as part of an overall strategy to facilitate a shift away from motor vehicle mode share to NADMS. Thus, the implementation of the Woodmont Avenue separated bike lanes will help to further the Sector Plan’s recommendation to “expand the existing Non-Auto Driver Mode Share (NADMS) to include residents and increase the average combined NADMS goal to 55 percent.” (Sector Plan, p. 15). As reflected in the traffic impact study, the Project is anticipated to generate approximately 708 AM peak hour auto trips and 694 PM peak hour auto trips. These projected auto trips are based on the previous NADMS in the CBD of 42 percent. The Sector Plan’s recommendation for increased NADMS and the SSP’s multimodal approach for Downtown Bethesda (and other metro station policy areas), which is predicated upon implementation of bicycle facilities (amongst other non-auto modes of travel) will increase capacity by reducing traffic demand, i.e. increasing the NAMD from 42 percent to 55 percent. It is noted that absent provisions of separated bike lanes and other related NADMS improvements, Wells and Associates concluded that the Project would have generated approximately 1,295 AM peak hour auto trips and 1,295 PM peak hour auto trips (predicated upon the old CBD policy area rates, which were established when Downtown Bethesda experienced a more auto-centric environment). Therefore, the difference in vehicle trips generated by the Project supports a finding that capacity is being added to the road network by building these non-auto facilities that will help shift a higher percentage of people to the bike and pedestrian mode of transportation.

The Applicant is also allowing for the implementation of this bike facility by providing additional right-of-way not otherwise required by law along Woodmont Avenue. In addition to the Applicant’s master-planned dedication of 5 feet of right-of-way along Woodmont Avenue (to achieve 40 feet from centerline per the master plan), it is voluntarily accommodating an additional 5 feet of surface right-of-way along Woodmont Avenue to help facilitate all of the improvements along Woodmont Avenue, including separated bike lanes. The need for this additional 5 feet is generated by the failure to secure the master-planned 40-foot dedication from centerline on the other (west) side of Woodmont Avenue from the Garage 11 property when it was redeveloped a few years ago.

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For all of these reasons, the Applicant is asking that MCDOT appropriately recognize that the proposed \$300,000 in funding (or the total costs incurred by the Applicant if it elects to construct this portion of the separated bike lanes) will create additional transportation capacity in Downtown Bethesda. Therefore, the Applicant requests that comment 1 be replaced with the following language:

1. The applicant will either construct the Woodmont Avenue separated bike lanes along the site's frontage (on the west side of Woodmont Avenue) or pay up to \$300,000 to fund the Woodmont Avenue separated bike lanes or another separated bike lane project in the Bethesda CBD. If a payment is made, such payment must be made prior to the issuance of the use and occupancy permit for the office building. If the County has already completed the project or decides not to implement the separated bike lanes, the applicant will continue to make a payment towards additional transportation capacity in the form of bike lanes in the Bethesda CBD at a maximum cost of \$300,000, prior to the issuance of the use and occupancy permit for the office building. MCDOT agrees that it will certify Impact Tax credits for the all costs incurred by the applicant in constructing the separated bike lanes or any funding provided by the applicant for the Woodmont Avenue separated bike lanes (or other separated bike lanes in the Bethesda CBD as determined by MCDOT).

B. Norfolk Avenue

Comment 4 in the plan review summary within the MCDOT letter states that the "applicant will be required to re-stripe Norfolk Avenue to allow for two (2) travel lanes, a two-way bikeway, one (1) parking lane and one (1) center turning lane subject to a plan approved by MCDOT DTEO." As outlined above, the implementation of bike facilities constitutes additional capacity under the Code. We note that the Sector Plan classified Norfolk Avenue as a business street, and that the Director of MCDOT is authorized to find that a specified business district street provides additional capacity under Section 52-39 of the Code. Therefore, under the same justification outlined for Woodmont Avenue, the Applicant is requesting that MCDOT agree that credits against the Impact Tax will be certified for the costs of reconstruction of Norfolk Avenue to implement this ultimate cross section. More specifically, the Applicant requests that comment 4 be modified to include the following sentence: **MCDOT agrees that it will certify credits for all of the costs associated with these proposed improvements to Norfolk Avenue against the Impact Tax due for this Project.**



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**3. The Costs Associated with the design and installation of a signal-controlled crosswalk across Woodmont Avenue connecting Garage 11 to the Project's Through-Block Connection are Eligible for Credits against the Impact Tax Due for the Project.**

Comment 5 in the plan review summary within the MCDOT letter provides that the Applicant, "subject to MCDOT DTEO's approval will design and install a signal-controlled crosswalk across Woodmont Avenue connecting Garage 11 to the project's plaza at the applicant's cost." As you are well aware, MCDOT negotiated an agreement directly with Marriott International so that Marriott employees will have full use of Garage 11 during weekday daylight hours (approximately 8 am to 6 pm), and Garage 11 will continue to remain open to the general public (and generate parking revenue) during evenings on weekdays, and at all hours on weekends and holidays. The Applicant was not involved in the negotiations of this agreement with MCDOT nor is it a party to the agreement. In connection with Marriott's use of these parking spaces in Garage 11, funding will be provided to the Bethesda Parking Lot District, which will allow for the total revenue generated by Garage 11 (including revenue from public parking during weekday evenings and weekends) to substantially exceed the existing reported revenue generated from this public parking facility. Therefore, it is the Applicant's position that consideration has already been provided to MCDOT for Garage 11, which should include any costs associated with the use of Garage 11 for Marriot operations (including the proposed signal-controlled crosswalk across Woodmont Avenue). Notwithstanding the foregoing, which should negate this condition entirely, the Applicant is amenable to paying for the costs of this improvement, subject to MCDOT's agreement to certify that the costs associated with this sidewalk connector are eligible for credits against the Impact Tax due for the Project.

As noted above, Section 52-47(b) of the Montgomery County Code (the "Code"), "a property owner must receive a credit for constructing or contributing to an improvement type listed in Section 52-50 if the improvement reduces traffic demand or provides additional transportation capacity ...." (emphasis provided). Significantly, Section 52-50(h) provides that "Impact tax funds may be used for any ... sidewalk connector in a public right-of-way to or within a major activity center or along an arterial ...." Section 52-39 defines a major activity center as a "commercial site ... shopping area, transit area, metro area, or other major employment area that generates pedestrian trips." It is clear that the Downtown Bethesda policy area constitutes a major activity center and that the Property is located in close proximity to a variety of shopping areas, transit options, and employment opportunities that generate significant pedestrian trips. Section 52-39 of the Code expressly recognizes that the creation of additional capacity can occur through the implementation or improvement of pedestrian facilities or access to non-auto modes of travel.

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We note that the Project is designed to implement a publicly accessible through-block connection between Woodmont Avenue and Wisconsin Avenue that aligns with this proposed signal-controlled crosswalk. The development of these improvements will implement and improve pedestrian facilities and access to non-auto modes of travel in a major activity center. This new through-block connection and proposed signalized crossing of Woodmont Avenue would connect the Bethesda Metro station to Woodmont Triangle and be used by the general public. As noted with the separated bike lanes on Woodmont Avenue, Wells and Associates projected that the Project would generate fewer peak hour vehicle trips that reflect the inclusion of these various forms of non-auto driver mode share improvements (e.g., bike lanes, pedestrian crossings, etc.). This supports a finding that building non-auto facilities reduces traffic demand and provides additional transportation capacity, thereby supporting a shift to a higher percentage of people using the bike and pedestrian modes of transportation. Additionally, this signal-controlled crosswalk will align with and enhance the proposed separated bike lanes on Woodmont Avenue to foster increased NADMS in Downtown Bethesda. To this end, the approved and adopted Countywide Bikeways Functional Master Plan (March 2005) recognizes that "it is important for the County to try to implement improvements for bicycle travel outside the purview of existing bikeway funding programs. For example, the County features a number of funding programs designed to improve pedestrian or motor vehicle safety." (Countywide Functional Master Plan, p. 74). Thus, the proposed signal-controlled crosswalk will help to create additional capacity in the form of improving pedestrian and bicycle facilities as well by providing greater access to non-auto modes of travel.

While Marriott employees will have use of the entire garage during weekday daylight hours pursuant to its ten-year agreement with MCDOT, Marriott will also have the ability to return spaces to MCDOT for public use during this term. Thus, in both the near-term and long-term, this proposed signal-controlled crosswalk will primarily benefit the general public in Downtown Bethesda. As noted above, this proposed sidewalk connector will be located in the heart of Downtown Bethesda, adjacent to a variety of transit options and retail, employment, and residential uses. The general public will benefit from and use this proposed crossing at all times, even when Marriott employees have full use of Garage 11 in the near-term. Additionally, the general public will have full use of Garage 11 during weekday nighttime hours, weekends and holidays such that this proposed signal-controlled crosswalk will benefit a substantial number of pedestrians and bicyclists in Downtown Bethesda during the near-term and not primarily serve users of the Project. As a result, the general public will make use of this improvement during the same times that Marriott employees use this crossing (as well as at times when Marriott employees do not use Garage 11); thus, this proposed improvement will enhance pedestrian



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circulation patterns to and from the Bethesda Metro Station, Wisconsin Avenue and Woodmont Avenue.

Based upon the foregoing, the Applicant is requesting that condition 5 be modified to include the following sentence: **MCDOT agrees that it will certify credits for all of the costs associated with this signal-controlled crosswalk against the Impact Tax due for this Project.**

In addition to these comments, we note that we will have additional minor comments relative to the Transportation Demand Management and Traffic Mitigation Agreement conditions contained in your November 6, 2017 letter. We will work directly with Sandra Brecher and Beth Dennard to resolve those minor comments and requested clarifications. We appreciate your time and consideration in reviewing this response letter, and we look forward to the opportunity to work with MCDOT to ensure that these improvements can occur to create additional capacity in Downtown Bethesda. If you have specific needs or if you have any questions, we are happy to assist further as needed.

Sincerely,

**LINOWES AND BLOCHER LLP**



C. Robert Dalrymple



Matthew Gordon

cc: Mr. Al Roshdieh, Director, MCDOT  
Mr. Mike Smith, Development Ombudsman  
Mr. Robert Kronenberg, Area 1 Chief, M-NCPPC  
Mr. Marc Duber, The Bernstein Companies  
Mr. Greg Rooney, The Bernstein Companies  
Mr. James Hart, Boston Properties

Attachment 'E'  
BOZ Density Chart

Project	Regulatory Stage			Planning Board Hearing	Density (sf)			PIP Payment*
	Sketch	Preliminary	Site		Base	BOZ	Total	
4540 Montgomery Avenue	320180010	Not filed	Not filed	1/11/18	61,250	N/A	61,250 (100 du's, 3,063 retail)	N/A
Edgemont at Bethesda II	320180030	11984058A	Not filed	1/11/18	47,467 (proposed lot)	138,533	186,000 (160 du's)	\$1,181,330
ZOM Bethesda	320180050			11/30/17	84,967	172,708	257,675 (235 du's)	\$1,727,080
Marriott International Headquarters	320180060	120180020	820180030	12/14/17	490,860	<b>559,140</b>	1,050,000	\$5,591,400
Artery Plaza	32015005B	11983015C	81984002D	11/30/17			<b>14,500</b>	N/A
7359 Wisconsin Avenue	320180070	120180040	820180040	1/18/18	320,205	<b>214,795</b>	535,000	\$2,147,950

\*Final PIP amount determined at Site Plan

Bold numbers indicate a total of 788,435 sf allocated at Site Plan

BOZ Density*				
Bethesda Density Cap	Available Square Footage	Density Approved by Planning Board at Sketch Plan	Total Density Allocated by Planning Board at Site Plan**	Remaining Density Available based upon Site Plan Allocation
32.4 Million SF	6.1 Million SF	2.10 Million SF (2,104,425 SF)	0.80 Million SF (788,435 SF)	5.30 Million SF
			Includes Marriott, Artery and 7359 Wisconsin	

\*Reflects BOZ and mapped density

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