



Marriott International Headquarters: Site Plan Amendment No. 82018003A



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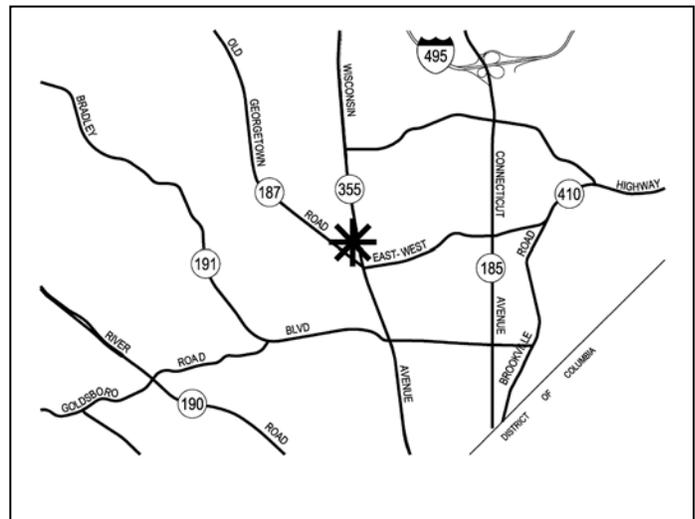


Mark Pfefferle, Interim Chief, Area 1, [Mark.Pfefferle@montgomeryplanning.org](mailto:Mark.Pfefferle@montgomeryplanning.org), 301.495.4730

Staff Report Date: 12.7.2018

**Description**

- Request to reduce total density from 1,050,000 sf. to 996,967 sf., and corresponding BOZ allocation and PIP; modify public benefits and tabulations; provide alternative architectural exhibits to depict potential building enclosures.
- 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 November 21, 2018.



**Summary**

- Staff recommends **Approval** of the Site Plan Amendment.
- Site Plan Condition 9 allows that "In the event the final allocation and density from the BOZ is less than the approved amount, the Applicant may apply to reduce the allocation of density from the BOZ and PIP through a minor amendment (Consent agenda)."
- The Applicant is proposing to reduce the total approved density from 1,050,000 sf. to 996,967 sf., the corresponding BOZ allocation from 559,000 sf. to 505,967 sf. and the resulting PIP from \$5,590,000 to \$5,059,670; modify public benefits and associated tabulations to reflect the reduction in density; and provide alternative architectural exhibits to depict potential building enclosures.

**SECTION 1 - SITE DESCRIPTION**

**Vicinity**

The site is located on the west side of Wisconsin Avenue, in the southwest corner of its intersection with Norfolk Avenue. Surrounding the site, across Woodmont Avenue to the west, Norfolk Avenue to the north, Wisconsin Avenue to the east, and to the south are a mix of commercial and multi-family residential uses, ranging in height from 1 story to over 200 feet.

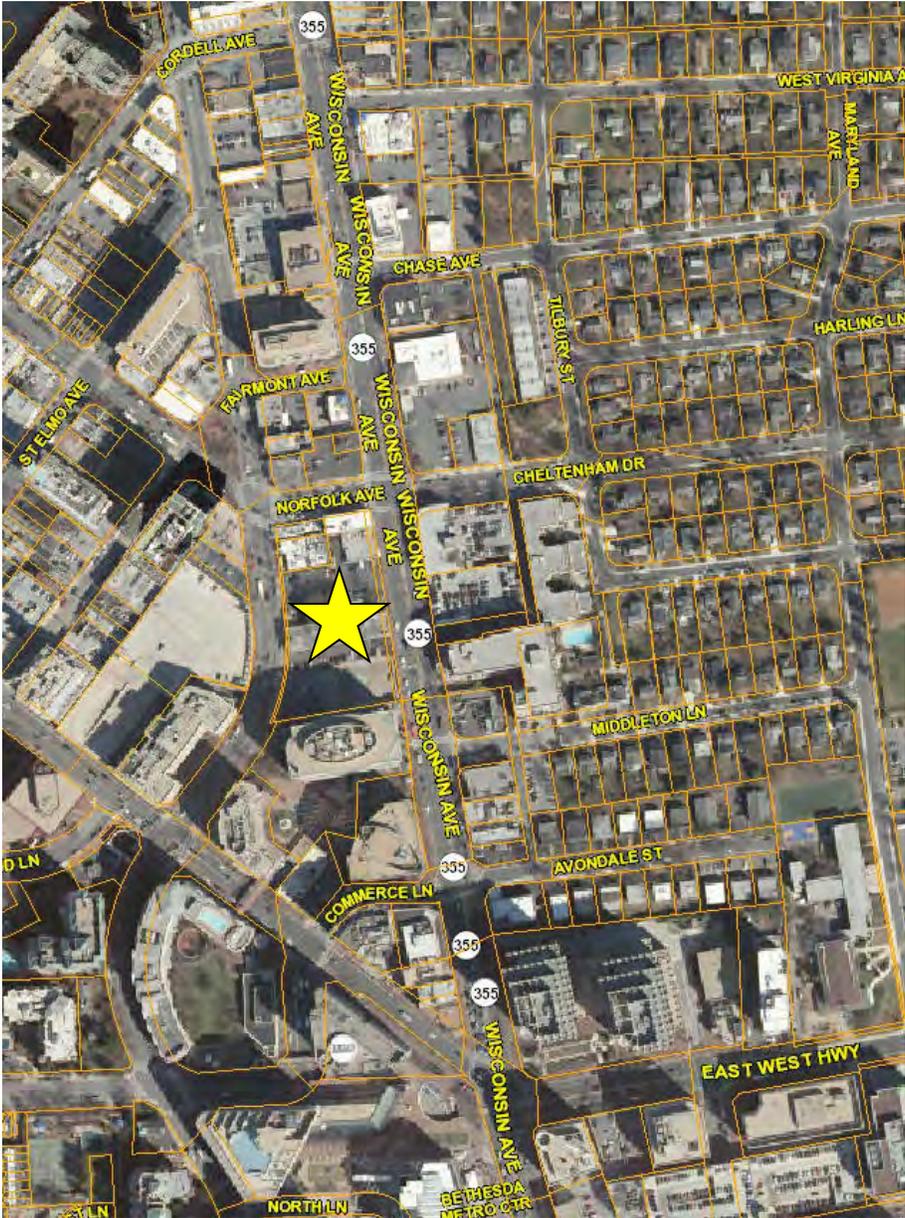


Figure 1 Location Map

## **SECTION 2 - AMENDMENT DESCRIPTION**

### **Previous Approvals**

On December 14, 2017, the Planning Board approved Sketch Plan 320180060 (by Resolution MCPB 17-120 dated January 9, 2018), Preliminary Plan 120180020 (by Resolution MCPB 17-118 dated January 9, 2018), and Site Plan 820180030 (by Resolution MCPB 17-119 dated January 9, 2018) for 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.

### **Description of Amendment**

The Applicant is proposing to: reduce the total approved density from 1,050,000 sf. to 996,967 sf., the corresponding BOZ allocation from 559,000 sf. to 505,967 sf., and the resulting PIP from \$5,590,000 to \$5,059,670; modify the public benefits and associated tabulations to reflect the reduction in density; and provide alternative architectural exhibits to depict potential building enclosures.

## **SECTION 3 - PUBLIC NOTICE**

A notice regarding the subject amendment was sent to all parties of record by the Applicant on November 27, 2018. The notice gave interested parties 15 days to review and comment on the amended site plan per Montgomery County Zoning Ordinance Section 59.7.3.4.J.2. Staff has received no inquiries regarding the proposed amendment.

## **SECTION 4 - RECOMMENDATION AND CONCLUSION**

The proposed modifications to the site plan will not alter the overall character or impact of the development with respect to the original findings of approval. Further, these modifications will not affect the compatibility of the development with respect to the surrounding neighborhood. Staff recommends approval of Site Plan Amendment 82018003A.

### **APPENDICES**

- A. Site Plan 820180030 Resolution
- B. Draft Planning Board Resolution



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

MCPB No. 17-119

Site Plan No. 820180030

**Marriott International Headquarters**

Date of Hearing: December 14, 2017

JAN 09 2018

**RESOLUTION**

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

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

WHEREAS, Applicant's site plan application was designated Site Plan No. 820180030, Marriott International Headquarters ("Site Plan" or "Application"); and

WHEREAS, following review and analysis of the Application by Planning Board staff ("Staff") and other governmental agencies, Staff issued a memorandum to the Planning Board, dated December 1, 2017, setting forth its analysis and recommendation for approval of the Application, subject to certain conditions ("Staff Report"); and

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

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

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Approved as to  
Legal Sufficiency:

8787 Georgia Avenue, Silver Spring, Maryland 20910 Phone: 301.495.4605 Fax: 301.495.1320  
M-NCPPC Legal Department  
www.montgomeryplanningboard.org E-Mail: mcp-chair@mncppc-mc.org

NOW, THEREFORE, BE IT RESOLVED that the Planning Board approves Site Plan No. 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, the Subject Property, are approved subject to 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 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. 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.

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<sup>1</sup> For the purpose 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.

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

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

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- 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 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. In the event the final allocation and density from the BOZ is less than the approved

amount, the Applicant may apply to reduce the allocation of density from the BOZ and PIP through a minor amendment (Consent agenda).

10. Maintenance of Public Amenities

The Applicant is responsible for maintaining all publicly accessible amenities including, but not limited to 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. An agreement of the responsibilities and ADA compliant work or funding (or partial funding) to be completed must occur by building permit issuance. The work or funding (or partial funding) must be completed prior to Use and Occupancy Permit.

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 the 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. In the event the final allocation and density from the BOZ is less than the approved amount, the Applicant may apply to reduce the allocation of density from the BOZ through a minor amendment (Consent agenda).
- 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 ensure 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
  - i. 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).
  - ii. All onsite down-lights must have full cut-off fixtures.
  - iii. Deflectors will be installed on all proposed downlighting fixtures to prevent excess illumination and glare, as needed.
  - iv. 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.

- v. 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 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

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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.

BE IT FURTHER RESOLVED that all site development elements shown on the latest electronic version of Marriott International Headquarters Site Plan 820180030, submitted via ePlans to the M-NCPPC as of the date of the Staff Report, are required, except as modified by the above conditions of approval; and

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

1. *The development 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.

2. *The development satisfies 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.

3. *The development satisfies 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.

4. *The development satisfies applicable use standards, development standards, and general requirements under the Zoning Ordinance.*

a. Use Standards

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

b. Development Standards

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

**Table 1- Data Table**

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

#### Development Standards

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

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

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.

**Table 7- Site Plan Public Benefits Points**

Public Benefit	Incentive Density Points		
	Sketch Plan	Requested	Recommended
<b>59-4.7.3.A: Major Public Facility</b>			
<b>Bike Share</b>	4.40	4.40	4.40
<b>59-4.7.3.C: Connectivity and Mobility</b>			
<b>Minimum Parking (59-4.9.2.C.4.g)*</b>	14.11	14.11	14.11
<b>Through Block Connections (59-4.9.2.C.4.g)</b>	15.00	15.00	10.00
<b>Streetscape Improvement (59-</b>	2.00	2.00	2.00

<b>4.9.2.C.4.g)</b>			
<b>59-4.7.3.D: Diversity of Uses and Activities</b>			
<b>Adaptive Buildings</b>	11.70	11.70	11.70
<b>59-4.7.3.E: Quality of Building and Site Design</b>			
<b>Structured Parking</b>	20.00	20.00	20.00
<b>Exceptional Design (59-4.9.2.C.4.g)*</b>	20.00	20.00	20.00
<b>59-4.7.3.F: Protection and Enhancement of the Natural Environment</b>			
<b>Building Lot Termination (BLT)</b>	21.45	21.45	21.45
<b>Cool Roof (59-4.9.2.C.4.g)</b>	7.50	7.50	7.50
<b>Energy Conservation and Generation (59- 4.9.2.C.4.g)*</b>	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. The Planning Board supports the points requested for major public facility.

#### Connectivity and Mobility

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

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

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

**Through-Block Connections:** Section 59-4.7.3.C.5 of the Zoning Ordinance permits up to 20 public benefit points if the following criteria are met: open-air, non-mechanical climate control (direct access between streets may be provided through the first floor of a building if the property owner grants a public access easement for the walkway); at least 15 feet wide; and open 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 or 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, ranges 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. The Planning Board 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 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. The Planning Board supports 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

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

**Quality of Building and Site Design**

Exceptional Design: Pursuant to Section 59-4.7.3.E.2 the Applicant can achieve 10 points, however the BOZ makes this a minimum requirement and permits up to 30 points for this category to emphasize the importance of exceptional design in downtown Bethesda. The criteria allow for building or site design, 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. The Planning Board 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. The Planning Board supports 20 points for the below-grade parking.

#### Protection and Enhancement of the Natural Environment

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

**Cool Roof:** Roof areas not covered by green roof or mechanical equipment will incorporate a mixture of materials that will collectively meet or exceed a solar reflectance index (SRI) 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 the Planning Board 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.

#### c. General Requirements

##### i. *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.

ii. *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 the 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.

iii. *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.

iv. *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.

5. *The development satisfies the applicable requirements of Chapters 19 and 22A of the Montgomery County Code.*

a. Chapter 19, Erosion, Sediment Control, and 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 eight-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.

b. Chapter 22A, Forest Conservation

The Board finds that as conditioned the Forest Conservation Plan complies with the requirements of the Forest Conservation Law.

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. As conditioned, the offsite

requirements must be appropriately satisfied prior to any clearing, grading or demolition within the project area.

6. *The development 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 ensure 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.

7. *The development substantially conforms to the recommendations of the applicable master plan and any guidelines approved by the Planning Board that implement the applicable plan.*

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

1. Parks and open spaces, including new civic greens at Veteran's Park, Bethesda Farm Women's Cooperative Market, Capital Crescent Trail and new urban parks, pathways and gateways.
2. Affordable housing, including the preservation of existing market-rate affordable housing, providing a mix of housing options and the provision of Moderately Priced Dwelling Units in exchange for development incentives.
3. Environmental innovation, including more energy-efficient buildings, better stormwater management, improved sidewalks and bicycle routes, and other measures to enhance community health and quality of life.
4. Economic competitiveness, based on new development, public amenities and proximity to public transit to attract businesses and visitors from throughout the region, and foster entrepreneurship and innovation.

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

#### WISCONSIN AVENUE DISTRICT GOALS AND RECOMMENDATIONS:

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

The Wisconsin Avenue Corridor is primarily a commercial area, containing both retail and office uses. Among its numerous large office buildings are older ones predating the 1976 Bethesda Central Business District Sector Plan, such as the Air Rights Building, 1980s structures, and buildings at the Bethesda Metrorail

Station. The northern part of Wisconsin Avenue comprises several hotels, stores, restaurants and offices, but currently has no clear identity.

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

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

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

#### Land Use and Zoning Goals:

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

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- 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.

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

Recommendations:

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

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

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

**Transportation and Bicycle Recommendations:**

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

A high-quality pedestrian network is essential to the success of transit-oriented communities because, unlike most other modes of transportation, pedestrian

activity is about experiencing the community between points of origin and destination. Nearly all modes of transportation require that at least a portion of each trip be completed as a pedestrian; therefore, the quality of the pedestrian network is an important issue for most residents and commuters in Downtown Bethesda.

#### Overall Goals

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

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

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

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

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

Norfolk Avenue (BL-44)

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

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

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

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

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

#### Parking Recommendations

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

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

#### Environmental Recommendations:

Urban Green - On private property, provide a minimum of 35 percent green cover, which may include singularly or a combination of the following: 1) intensive green roof (6 inches or deeper) on 35 percent of rooftop; 2) tree canopy

cover on 35 percent of landscape, 3) a combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater, 4) install green roofs with at least 6 inches of soil depth allowing for greater stormwater treatment; and 5) provide soil volumes for canopy trees of no less than 600 cubic feet.

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

Water -

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

High Performance Area -

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

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

Section 4.1.5 Public Benefits in the CR Zone

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

- Affordable Housing
- Public Open Space

- High Performance Area and Enhanced Vegetated Roofs to Increase Green Cover
  - Exceptional Design
  - Minimum Parking
8. *The development 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.*

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). 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.

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.

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.

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 Parking Lot District (PLD).

9. *The development is compatible with the character of the residential neighborhood.*

The Property is not located in a Rural Residential or Residential zone.

10. *The development is compatible with existing and approved or pending adjacent development.*

The development is compatible with existing and approved or pending adjacent development. 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 enhanced 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.

11. *There is a need for the approved use due to an insufficient number of similar uses presently serving existing population concentrations in the County, and the uses*

*at the approved location 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.

*12. The decrease in gross floor area devoted to Retail/Service Establishment uses will not have an adverse impact on the surrounding area.*

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

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

BE IT FURTHER RESOLVED that this Site Plan shall remain valid as provided in Montgomery County Code § 59-7.3.4.H; and

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

BE IT FURTHER RESOLVED that any party authorized by law to take an administrative appeal must initiate such an appeal within thirty days of the date of this Resolution, consistent with the procedural rules for the judicial review of administrative agency decisions in Circuit Court (Rule 7-203, Maryland Rules).

\* \* \* \* \*

**CERTIFICATION**

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

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

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820180030 & 120180020 & 320180060 – Marriott  
International Headquarters

MCPB No. \_\_\_\_\_  
Site Plan No. 82018003A  
Marriott International Headquarters  
Hearing Date: December 20, 2018

**RESOLUTION**

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

WHEREAS, on December 14, 2017, the Planning Board, by Resolution MCPB No. 17-119, approved Site Plan No. 820180030, 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 on 2.25 acres of land 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), located in the southwest quadrant of the intersection of Wisconsin Avenue and Norfolk Avenue ("Subject Property"), in the Bethesda CBD Policy Area and 2017 Bethesda Downtown Sector Plan ("Sector Plan") area; and

WHEREAS, on November 21, 2018, 7750 Wisconsin Avenue, LLC, ("Applicant") filed an application for approval of an amendment to the previously approved site plan for approval of the following modifications:

1. reduce the total approved density from 1,050,000 sf. to 996,967 sf., the corresponding BOZ allocation from 559,000 sf. to 505,967 sf. and the resulting PIP from \$5,590,000 to \$5,059,670;
2. modify public benefits and associated tabulations to reflect the reduction in density; and
3. provide alternative architectural exhibits to depict potential building enclosures.

WHEREAS, Applicant's application to amend the site plan was designated Site Plan No. 82018003A, Marriott International Headquarters ("Site Plan," "Amendment," or "Application"); and

WHEREAS, following review and analysis of the Application by Planning Board staff ("Staff") and other governmental agencies, Staff issued a memorandum to the

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Approved as to  
Legal Sufficiency: \_\_\_\_\_  
M-NCPPC Legal Department

Planning Board, dated December 7, 2018, setting forth its analysis of, and recommendation for approval of the Application, subject to certain conditions (“Staff Report”); and

WHEREAS, on December 20, 2018, Staff presented the Amendment to the Planning Board as a consent item for its review and action, at which time the Planning Board voted to approve the Amendment subject to certain conditions, by the vote certified below.

NOW, THEREFORE, BE IT RESOLVED THAT, the Planning Board adopts the Staff’s recommendation and analysis set forth in the Staff Report and hereby approves Site Plan No. 82018003A.

BE IT FURTHER RESOLVED that all other site plan conditions of approval for this project remain valid, unchanged and in full force and effect

BE IT FURTHER RESOLVED, that, having given full consideration to the recommendations and findings of its Staff as set forth in the Staff Report, which the Board hereby adopts and incorporates by reference, the Montgomery County Planning Board FINDS, with the conditions of approval, that this Amendment does not alter the intent, objectives, or requirements in the originally approved site plan, and that all findings remain in effect; and

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

BE IT FURTHER RESOLVED that this Site Plan shall remain valid as provided in Montgomery County Code § 59-7.3.4.H; and

BE IT FURTHER RESOLVED, that the date of this written resolution is \_\_\_\_\_ (which is the date that this resolution is mailed to all parties of record); and

BE IT FURTHER RESOLVED, that any party authorized by law to take an administrative appeal must initiate such an appeal within thirty days of the date of this written opinion, consistent with the procedural rules for the judicial review of administrative agency decisions in Circuit Court (Rule 7-203, Maryland Rules).

\* \* \* \* \*

**CERTIFICATION**

This is to certify that the foregoing is a true and correct copy of a resolution adopted by The Montgomery County Planning Board of The Maryland-National Capital Park and

MCPB No. \_\_\_\_\_  
Site Plan No. 82018003A  
Marriott International Headquarters  
Page 3

Planning Commission on motion of Commissioner \_\_\_\_\_, seconded by Commissioner \_\_\_\_\_, with Commissioners \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ voting in favor of the motion, [***modify vote as applicable if PB member absent, abstains, etc.***] at its regular meeting held on Thursday, \_\_\_\_\_, in Silver Spring, Maryland.

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Casey Anderson, Chairman  
Montgomery County Planning Board