



North Bethesda Market I, Site Plan Amendment No. 82006017H

RHR

Rhoda Hersson-Ringskog, Senior Planner, Area 2 Division, Rhoda.Hersson-Ringskog@montgomeryplanning.org, 301-495-2192

P.B.

Patrick Butler, Supervisor, Area 2 Division, Patrick.Butler@montgomeryplanning.org, 301-495-4561

CS

Carrie Sanders, Chief, Area 2 Division, Carrie.Sanders@montgomeryplanning.org, 301-495-4653

Staff Report Date: 3/11/2019

Description

Request to convert approximately 14,259 square feet of commercial space into ten (10) two-bedroom residential units with lofts and three (3) one-bedroom units; convert the existing 2,022 square feet of leasing office currently on the second floor of the mid-rise building to provide additional common amenity space for residents; and relocate the existing leasing office to the lobby of the high-rise building.

Location: west side of Rockville Pike, approximately 460 feet south of Nicolson Lane.

Zone: CR-3.0, C-1.5, R-2.5, H-100, and CR-4.0, C-3.5, R-3.5, H-300.

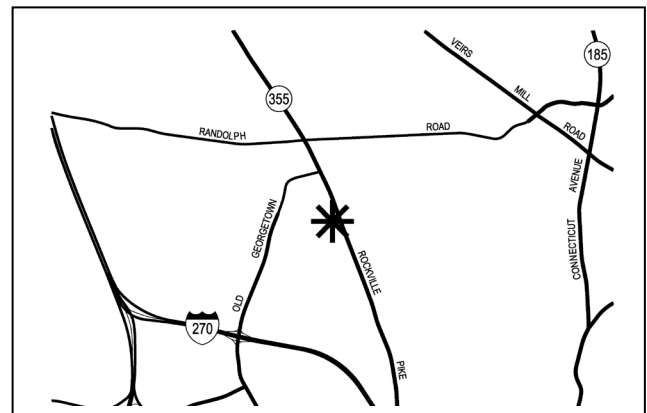
Master Plan: 2010 *White Flint Sector Plan*.

Property Size: 5.91 acres.

Application Accepted: December 20, 2018.

Applicant: SPUS8 NoBe LP/CBRE Global Investors.

Review Basis: Chapter 59.



Summary

- Staff recommends approval with conditions.
- The proposed amendment is being reviewed under the Zoning Ordinance in effect on October 29, 2014.
- The original site plan approval was for 440 multi-family residential dwelling units. To date, 411 units have been built. The Applicant is seeking to convert 14,259 square feet of commercial space to 13 multi-family residential units. This amendment would increase the total number of multi-family residential units on the site to 424 units, which is still less than the 440 units which was originally approved on the site.
- The original site plan approval was for up to 223,000 square feet of commercial development, 209,200 square feet has been built and 13,800 square feet has been converted into residential floorspace. This amendment would reduce the total commercial floorspace on the entire site to 194,941 square feet.
- The proposed changes are minor in nature, meet all development standards, and do not significantly modify the original findings of the approval.
- Staff has not received any community correspondence regarding this amendment.

RECOMMENDATION AND CONDITIONS

Staff recommends approval of Site Plan Amendment No. 82006017H, subject to conditions listed below. All site development elements shown on the latest electronic version of Site Plan Amendment No. 82006017H submitted via ePlans as of the date of this Staff Report are required. All previously approved plans, findings, and conditions of approval remain in full force and effect, except as modified herein:

1. The Planning Board accepts the recommendations of the Montgomery County Department of Housing and Community Affairs (“DHCA”), in its letter dated February 14, 2019, and incorporates them as conditions of approval. The Applicant must comply with each of the recommendations as set forth in the letter, which DHCA may amend if the amendment does not conflict with other conditions of Site Plan approval.
2. The Applicant may alternate the location and type of outdoor furniture within the plaza area, as long as the furniture does not create any safety or circulation issues, and that the location and type of furniture does not conflict with any other conditions of approval. Locating outdoor furniture in other areas of the project may be subject to Planning Staff and the Department of Permitting Services review and approval.

SITE DESCRIPTION AND BACKGROUND

Site and Vicinity

The NoBe Market I (Property or Subject Property – outlined in red), formerly called North Bethesda Market is approximately 5.91 acres in the 2010 *White Flint Sector Plan* (Sector Plan) area. The Property is located to the west of Rockville Pike (MD 355), between Executive Boulevard and Marketplace Lane. The Property is bordered by Executive Boulevard to the north, Marketplace Lane to the south, Woodglen Drive to the west and Rockville Pike (MD 355) to the east.

The neighborhood surrounding the Property contains both residential and commercial uses. The area to the west of the Property across from Woodglen Drive is predominantly residential, zoned PD11 and PD9 and includes communities including Georgetown Village Condominium. The area to the north, across from Executive Boulevard, contains restaurants and office space (this is the location of the approved but unbuilt “North Bethesda Market II” development) and is zoned CR. The area to the east, across Rockville Pike, is zoned CR and includes the White Flint Mall site. The area to the south, across Marketplace Lane is zoned CR and R90/TDR. The Property is within 1,500 feet of the White Flint Metro Station in North Bethesda.

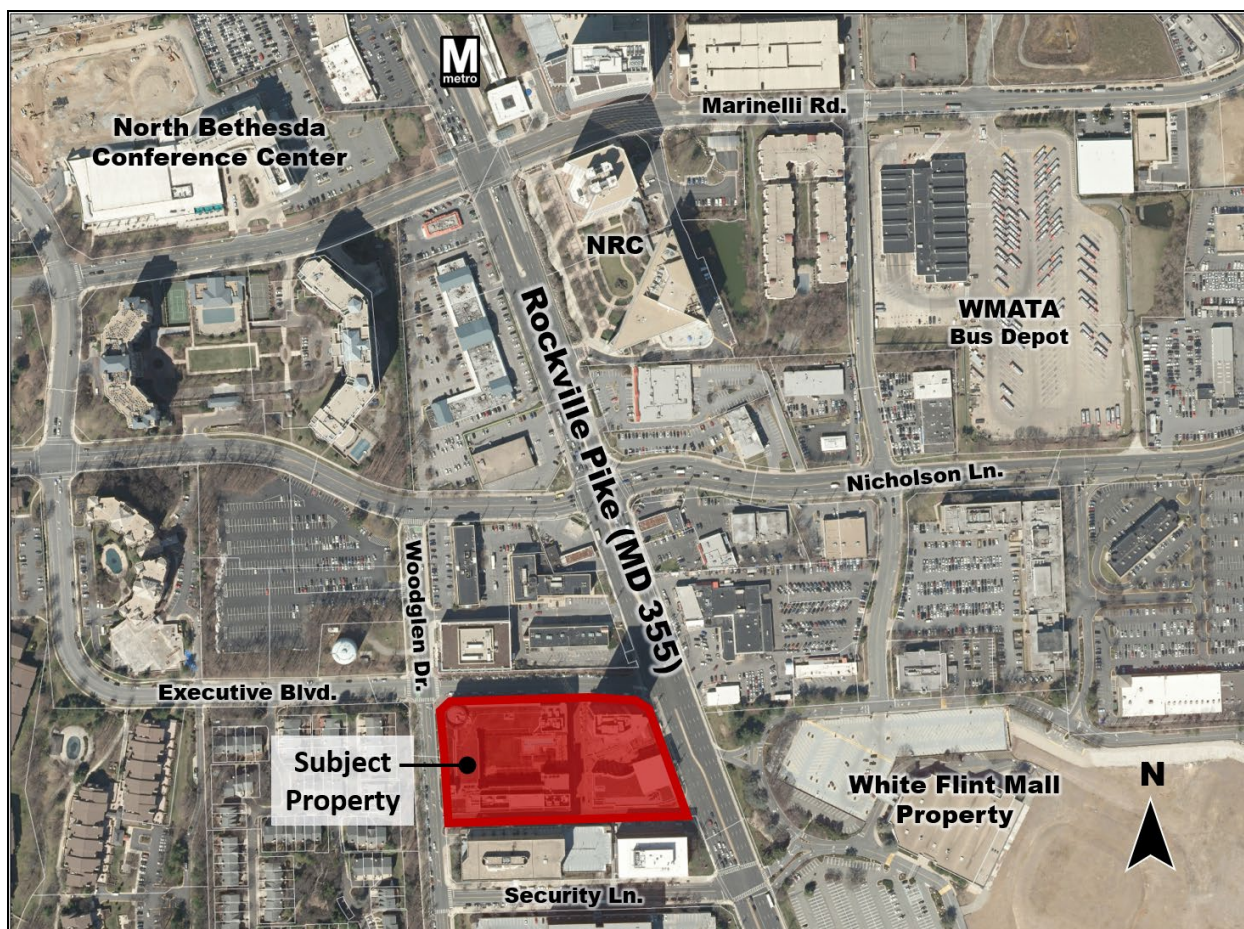


Figure 1: The Subject Property and Vicinity Map

Site Analysis

Buildings A, B and C of NoBe Market are fully constructed and currently contains 411 residential units and 209,200 square feet of non-residential development. Building A (high-rise building) contains residential/retail and is 24 stories high. Building B (low-rise building) contains retail and is 2-3 stories high and Building C (mid-rise building) contains retail/residential and is 6-7 stories high. There are no known historic resources, wetlands, floodplains, endangered or threatened species.



Figure 2: Aerial view with Property outlined in red

Previous Approvals

A history of the previous preliminary plan and site plan approvals for the NoBe Market I Property are described below:

Preliminary Plan Approvals

On September 28, 2006, the Planning Board approved Preliminary Plan No. 120060310 by Resolution No. 06-17 for the creation of one lot for up to 440 multi-family dwelling units, including 15% MPDUs, and up to 223,000 square feet of commercial development.

On June 4, 2007, the Planning Board approved Preliminary Plan No. 12006031A by Resolution No. 07-63 for the realignment of the extension of Executive Boulevard through the property.

Site Plan Approvals

On September 28, 2006, the Planning Board approved Site Plan 820060170 by Resolution No. 06-18 for up to 440 multi-family dwelling units, including 15% MPDUs, and up to 223,000 square feet of commercial development on 5.91 gross acres in the TS-M zone.

On May 25, 2007, the Planning Board approved Site Plan No. 82006017A by Resolution No. 07-64 for the realignment of Executive Boulevard; inclusion of Rockwall I & II buildings in shared parking analysis; decrease in dwelling units and associated changes; increase in floors in Building B with no change in height; adjustments to the service lane and loading dock; and minor site and architectural clarifications and design adjustments.

On September 18, 2008, the Planning Director approved Site Plan No. 82006017B for minor modifications to paving, landscaping, drainage, seating, artwork and water feature, lighting, and amenity designs and details.

On September 24, 2009, the Planning Director approved Site Plan No. 82006017C for minor modifications to rights-of-way, architectural elevations, paving, landscaping, drainage, seating, lighting, and amenity designs and details.

On March 3, 2011, the Planning Director approved Site Plan No. 82006017D for minor modifications to rights-of-way, architectural elevations, paving, landscaping, drainage, seating, lighting, and amenity designs and details.

On September 19, 2011, the Planning Board approved Site Plan No. 82006017E by Resolution No. 11-66 for replacement of second-floor retail space with 14 dwelling units; adjustments to residential amenity space, public use space, and café seating areas; architectural modifications to reflect change of use; update of data table to reflect changes; and minor landscape and site detail changes.

On April 30, 2014, the Applicant withdrew Site Plan No. 82006017F for certain matters regarding café seating and shared use of rights-of-way along Executive Boulevard. The issues were resolved with Planning Department Staff without having to pursue this site plan amendment.

On July 22, 2015, the Applicant withdrew Site Plan No. 82006017G for amendment to parking requirements and to include additional bicycle storage. The Applicant no longer wished to pursue this amendment.

PROPOSED AMENDMENT

The mixed-use NoBe Market I development continues to evolve, as such the Applicant seeks the following modifications to the approved Site Plan:

- **Convert 14,259 square feet of commercial space into 13 multi-family units**

The second floor of the high-rise building (Building A) currently contains 14,259 square feet of commercial space. Due to problems with leasing this second-floor retail space on the Property, the Applicant seeks to convert this space into a total of thirteen (13) multi-family units comprising of ten (10) two-bedroom residential units with lofts, and three (3) one-bedroom units.

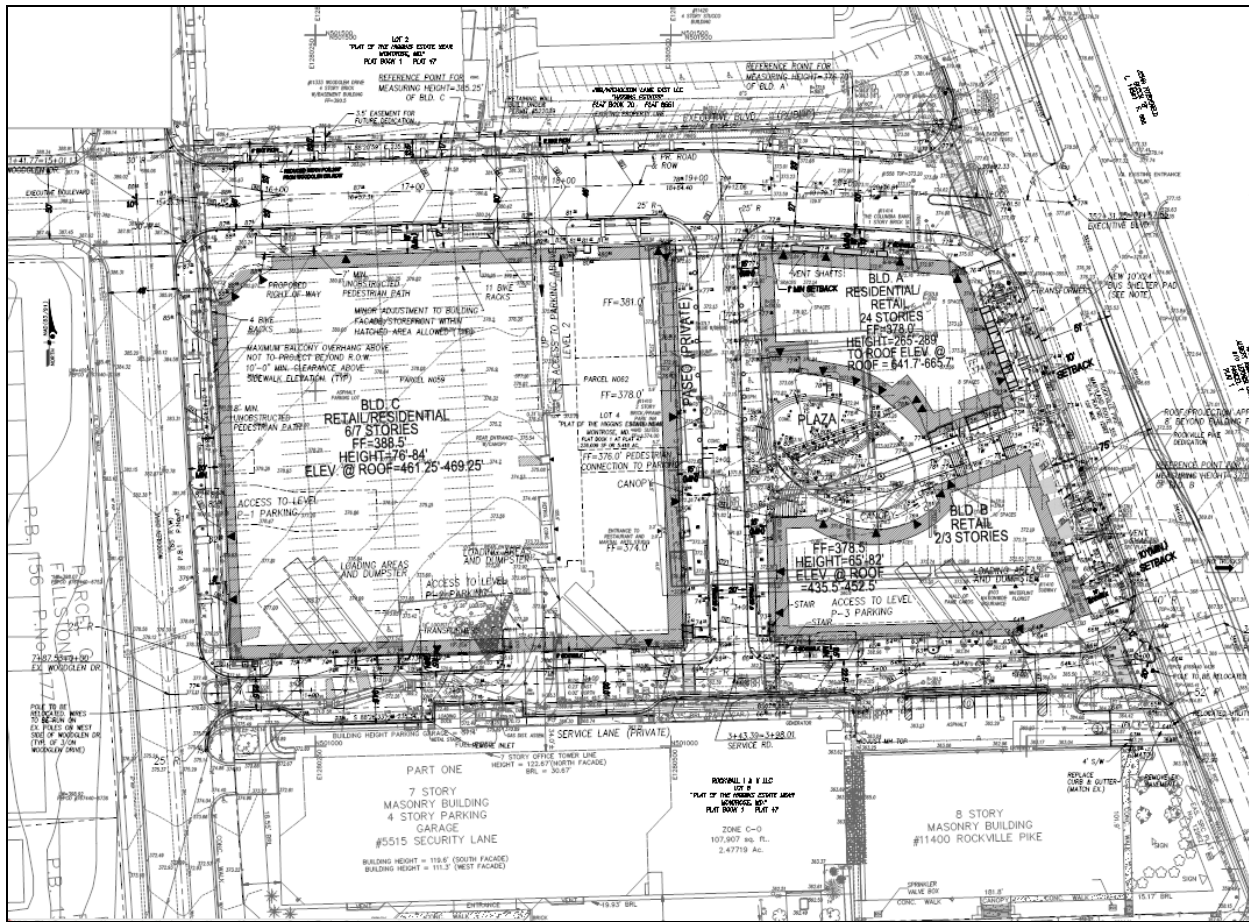


Figure 3: Buildings A, B and C

- Convert the existing 2,022 square feet of leasing office into additional common amenity space for residents**

The second floor of the mid-rise building (Building C) currently contains 2,022 square feet of leasing office. The Applicant seeks to convert this space into additional common amenity space for residents. The Applicant is considering redesigning this space for various uses including small conference spaces, yoga studio, a package concierge system and viable amenity uses that fit with the demographic of the Property.
- Relocate the exiting leasing office from Building C to Building A**

The second floor of the mid-rise building (Building C) currently contains 2,022 square feet of leasing office. The Applicant seeks to relocate the existing leasing office to the lobby of the high-rise building (Building A), which is a more central location on the Property and would allow Staff to better manage residents and guests.
- Installation of movable furniture at the exterior common plaza space**

The Applicant is seeking flexibility to allow for installation of movable furniture at the exterior common plaza space located between Building A and Building B. The proposed types of plaza furniture are shown on Attachment 1.

ANALYSIS AND FINDINGS

The proposed Site Plan Amendment does not alter the findings and recommendations in relation to the original approval. The modifications do not alter the general intent or objectives of the previously approved Site Plan and subsequent amendments.

The Addition of 13 Multi-family Residential Units

There are currently 411 multi-family residential units on the Property. The proposed addition of thirteen (13) multi-family residential units would bring the total number of multi-family residential units on the site to 424 units. However, this does not exceed the 440 units approved under the Preliminary Plan and Site Plan No. 820060170. Therefore, the proposed change is consistent with conditions of approval for the Preliminary Plan and Site Plan approvals which restricts residential development on the site to a total of 440 units.

The addition of the 13 units impacts various calculations for the project, these are discussed below:

Residential unit mix

The proposed addition of 13 multi-family units requires the Applicant to provide two (2) additional MPDU units. The residential unit mix for the project has been updated to reflect this. The Montgomery County Department of Housing and Community Affairs (“DHCA”) has reviewed this amendment and supports the proposed changes to the unit mix as set out in its letter of approval dated February 14, 2019, and as conditioned by this approval (Attachment 2).

Parking spaces

Under Site Plan No. 820060170, the Applicant was required to provide 1,524 parking spaces per the 2004 code (which included a shared parking analysis) and was approved to provide 1,550 parking spaces per its site plan approval. The provided parking spaces were amended to 1,815 as part of Amendment A, 1,770 as part of Amendment B, and 1,793 as part of Amendment E. There are currently 1,793 parking spaces on the Property.

The addition of the 13 multi-family residential units would require approximately 14.88 parking spaces. The project data table (Attachment 3) has been updated to reflect the increase in the total number of residential parking required from 422.98 parking spaces in Amendment E to 437.86 parking spaces as part of this current amendment. However, the increase is considered minor by Staff because it is within the 1,793 range and the Property continues to provide sufficient parking spaces.

Reduction of Commercial Floorspace

The Applicant has constructed 209,200 square feet of commercial floorspace on the site. The proposed conversion of 14,259 square feet of commercial space located on the second floor of the high-rise building into 13 multi-family units would bring the total commercial floorspace on the entire site to 194,941 square feet. Staff considers the reduction in the commercial floorspace as minor and is still within the range of 223,000 square feet of commercial floorspace approved in the Preliminary Plan and Site Plan.

Installation of Movable Furniture at the Plaza Area

The proposed installation of movable furniture at the exterior common plaza space between Building A and Building B will help activate the plaza and will better allow the Plaza to be used by residents, guests and as well as the public. The areas designated for open space, public use space and active/passive recreational space would be unchanged and is consistent with Site Plan No. 820060170 approval.

COMMUNITY OUTREACH

A notice regarding the subject amendment was sent to all parties of record by the Applicant on December 18, 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. To date, Staff received no correspondence regarding the proposed amendment.

RECOMMENDATION

Site Plan Amendment No. 82006017H will not alter the overall character, or significantly impact the development with respect to the original findings of approval under Site Plan No. 820060170. The proposed project remains compatible with the existing and proposed development adjacent to the site and with respect to the surrounding neighborhood, in terms of efficiency, adequacy, safety, structures, uses, vehicular and pedestrian circulation, open space, landscaping, or lighting. The proposed amendment remains in conformance with environmental regulations, the development standards of the zone and Sector Plan. Staff recommends approval with modifications to conditions at the beginning of this Staff Report.

Attachments:

1. Images of the plaza furniture
2. DHCA letter, February 14, 2019
3. Project Data Table

ATTACHMENT 1

SUTHERLAND

14060 PENINSULA C TABLE
DESIGNED BY TERRY HUNTER



DIAMETER 36" (91cm)
DEPTH 36" (91cm)
WEIGHT 21 lbs (9.5kg)

ASSEMBLY: SEE INSTRUCTIONS
TEAK TOP (shown in image)
POWDER COAT ALUMINUM BASE
(shown in image)
Powder coat available in 20 standard colors. Custom colors available. Contact your Sutherland sales representative or website for more information or contact your nearest Sutherland dealer for details.



Camano Deck Lounge Chair

Designed by Terry Hunter

Teak Frame

Width 31" (79cm)
Depth 36.5" (93cm)
Height 35" (89cm)
Seat Height 14" (36cm)
Seat Height (with optional cushion) 16" (41cm)
Arm Height 21" (53cm)
COM 2.5yds
COL 35sqft
WEIR 15yds
Flange 15yds
Trim 12yds

SUTHERLAND

14060 PENINSULA CROSSBAR COFFEE TABLE
DESIGNED BY TERRY HUNTER



DIAMETER 36" (91cm)
HEIGHT 18" (46cm)
WEIGHT 21 lbs (9.5kg)

ASSEMBLY: SEE INSTRUCTIONS
TEAK TOP (shown in image)
POWDER COAT ALUMINUM BASE
(shown in image)
Powder coat available in 20 standard colors. Custom colors available. Contact your Sutherland sales representative or website for more information or contact your nearest Sutherland dealer for details.

SUTHERLAND

14060 PENINSULA BENCH
DESIGNED BY TERRY HUNTER



WIDTH 72" (183cm)
DEPTH 18" (46cm)
HEIGHT 11 lbs (5kg)

ASSEMBLY: SEE INSTRUCTIONS
TEAK TOP (shown in image)
POWDER COAT ALUMINUM BASE
(shown in image)
Powder coat available in 20 standard colors. Custom colors available. Contact your Sutherland sales representative or website for more information or contact your nearest Sutherland dealer for details.



Parc Rocking Chair

By Foersom & Hori-Lorenzen, from Cone-line



Parc Armchair

By Foersom & Hori-Lorenzen, from Cone-line



THIS AMENDMENT IS FOR:

1. CONVERTING 14,250SF OF COMMERCIAL SPACE INTO TEN TWO-BEDROOM APARTMENTS WITH LOFTS AND THREE ONE-BEDROOMS, INTO AMENITY SPACE FOR THE RESIDENTS.
2. CONVERTING 2,025SF LEASING OFFICE IN THE LOW-RISE BUILDING TO THE LOBBY OF THE HIGH-RISE BUILDING.
3. RELOCATING THE EXISTING LEASING OFFICE OF THE LOW-RISE BUILDING TO THE LOBBY OF THE HIGH-RISE BUILDING.
4. ADD FLEXIBILITY AND CLARITY TO ALLOW MOVABLE FURNITURE IN THE INTERIOR PLAZA SPACE.

IMAGES - PROPOSED MOVABLE SEATING (METAL AND TEAK)



CHAMFERED PLASTER EXTRA LARGE

THE CHAMFERED PLASTER COLLECTION

TEAK TOP (shown in image)

PRODUCT NUMBER: 14060-001

ASSEMBLY: SEE INSTRUCTIONS

POWDER COAT ALUMINUM BASE (shown in image)

POWDER COAT ALUMINUM BASE (shown in image)

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POWDER COAT ALUMINUM BASE (shown in image)



CAPSULE BENCH/COCKTAIL TABLE

THE CAPSULE COLLECTION

TEAK TOP (shown in image)

PRODUCT NUMBER: 14060-002

ASSEMBLY: SEE INSTRUCTIONS

POWDER COAT ALUMINUM BASE (shown in image)

POWDER COAT ALUMINUM BASE (shown in image)

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POWDER COAT ALUMINUM BASE (shown in image)



FRID BENCH 100

THE FRID BENCH COLLECTION

TEAK TOP (shown in image)

PRODUCT NUMBER: 14060-003

ASSEMBLY: SEE INSTRUCTIONS

POWDER COAT ALUMINUM BASE (shown in image)

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DEVELOPER'S CERTIFICATE

The undersigned agrees to proceed with the location of the Site Plan Approval

No. 020060711 including Approval Conditions, Development

Program, and Certified Site Plan

Applicant's Name: SPURD HUBB, LP

Address: CERE Global Investors, 800 Boylston Street S. 800

Phone: 11351 Woodglan Drive, North Bethesda, MD 20852

Signature: Maura Blafar, Company Contact Person

Signature: Maura Blafar, Company Contact Person

Signature: Maura Blafar, Company Contact Person

Signature: Maura Blafar, Company Contact Person

Signature: Maura Blafar, Company Contact Person

Signature: Maura Blafar, Company Contact Person

Signature: Maura Blafar, Company Contact Person

Signature: Maura Blafar, Company Contact Person

SUTHERLAND

14060 PENINSULA ROUND DINING TABLE

DESIGNED BY TERRY HUNTER

TEAK TOP (shown in image)

PRODUCT NUMBER: 14060-004

ASSEMBLY: SEE INSTRUCTIONS

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DIAMETER 36" (91cm)

HEIGHT 18" (46cm)

WEIGHT 21 lbs (9.5kg)

ASSEMBLY: SEE INSTRUCTIONS

TEAK TOP (shown in image)

POWDER COAT ALUMINUM BASE (shown in image)

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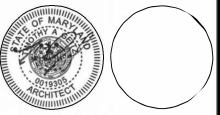
POWDER COAT ALUMINUM BASE (shown in image)

POWDER COAT ALUMINUM BASE (shown in image)



GEITZ DESIGN ASSOCIATES, LLC ARCHITECTS

50 Riverside Avenue
Westport, Connecticut 06880
(203) 227 - 4878 (o)
(203) 227 - 3930 (f)
www.GEITZDESIGN.COM



PROFESSIONAL CERTIFICATION

I certify that these documents were prepared or approved by me, and that I am a duly licensed architect under the law of the State of Maryland, license number 009305, expiration date 1/21/2020.

North Bethesda Market - Proposed Movable Furniture - Exterior Plaza Area

11351 Woodglan Drive
North Bethesda MD 20852

APPROVED BY:
Owner: _____
Date: _____
Architect: _____
Date: _____

ISSUED - PLAN AMENDMENT 11-30-18

MARK	DATE	DESCRIPTION
	11/30/18	ISSUED - PLAN AMENDMENT

PROJECT NO: 1703
MODEL FILE:
DRAWN BY: JLS
CHKD BY: TAG
COPYRIGHT: © 2018 Geitz Design Associates, LLC

SHEET TITLE

SITE DETAILS PROPOSED MOVABLE FURNITURE IMAGES - PLAZA AREA



A-05a

ATTACHMENT 2



DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

Marc Elrich
County Executive

February 14, 2019

Ms. Rhoda Hersson-Ringskog
Area 2 Division
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: North Bethesda Market
Site Plan Amendment No. 82006017H

Dear Ms. Ringskog:

The Montgomery County Department of Housing and Community Affairs (DHCA) has reviewed the above referenced plan and recommends Approval.

The applicant will be required to provide two additional MPDUs – one one-bedroom unit and one two-bedroom unit. The additional MPDUs may be provided in one of the existing buildings. The specific locations for the MPDUs do not need to be determined in the site plan, but will be determined in the applicant's agreements with DHCA.

Sincerely,

Lisa S. Schwartz, Acting Manager
Affordable Housing Section

cc: Andrew Bradshaw, JBA Inc.

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Division of Housing

Affordable Housing Common Ownership Communities Landlord-Tenant Affairs Multifamily Housing

1401 Rockville Pike, 4th Floor • Rockville, Maryland 20852 • 240-777-0311 • 240-777-3691 FAX • www.montgomerycountymd.gov/dhca

