



4702 West Virginia Ave, Sketch Plan No. 320190060



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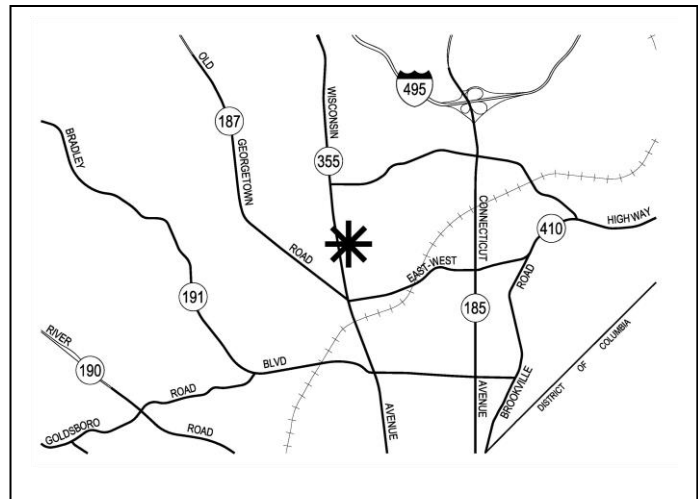


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Completed: 5/23/2019

Description

- Sketch Plan: Construction of a residential building of up to 20,000 total square feet with underground parking; The maximum density includes up to 14,750 square feet of density from the Bethesda Overlay Zone (BOZ) with a Park Impact Payment (PIP);
- Current use: Detached single-family dwelling;
- Located on West Virginia Avenue approximately 300 feet east of Wisconsin Avenue in Downtown Bethesda;
- 0.21 acres zoned CR 0.5 C 0.25 R 0.5 H 70 in the 2017 *Bethesda Downtown Sector Plan*;
- Applicant: Broad Branch Development;
- Acceptance date: February 11, 2019.



Summary

- Staff recommends **Approval** of the 4702 West Virginia Avenue Sketch Plan, with conditions.
- The project is located adjacent to the future Eastern Greenway as recommended in the 2017 *Bethesda Downtown Sector Plan*, however the corner property is not part of this application therefore the Eastern Greenway is not part of this proposal.
- The Planning Director approved an administrative extension from May 12, 2019 to June 6, 2019.

SECTION 1: RECOMMENDATIONS AND CONDITIONS

Staff recommends approval of 4702 West Virginia Ave, Sketch Plan No. 320190060, for the construction of a residential building of up to 20,000 total square feet with underground parking on 0.21 acres, zoned CR 0.5 C 0.25 R 0.5, H-70, in the 2017 *Bethesda Downtown Sector Plan*. The maximum density includes up to 14,750 square feet of density from the Bethesda Overlay Zone (BOZ) with a Park Impact Payment (PIP). The following site development elements shown on the latest electronic version as of the date of this Staff Report submitted via ePlans to the M-NCPPC are required except as modified by the conditions below:

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

All other elements of the Sketch Plan are illustrative and subject to refinement at the time of Site Plan.

This approval is subject to the following conditions:

1. Density

The Sketch Plan is limited to a maximum of 20,000 total square feet of residential development. The maximum number of dwelling units and use mix will be determined at Preliminary Plan. The maximum density includes up to 14,750 square feet of density from the Bethesda Overlay Zone (BOZ) with a Park Impact Payment (PIP). The final square footage, including BOZ density and PIP payment, will be determined at Site Plan.

2. Height

The development is limited to a maximum height of 35 feet, as measured from the building height measuring point to be illustrated on the Certified Site Plan.

3. Incentive Density

The development must be constructed with the public benefits listed below, unless modifications are made under Section 59.7.3.3.I. and this Sketch Plan is amended. Total points must equal at least 50 and be chosen from at least three categories as required by Section 59.4.5.4.A.2. The requirements of Division 59.4.7 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Final points will be established at Site Plan approval.

- a. Major Public Facilities, achieved through providing a financial contribution to the M-NCPPC for improvements to Chase Avenue Urban Park. This contribution must be accepted by the M-NCPPC.
- b. Connectivity and Mobility, achieved by providing fewer than the maximum parking spaces under the Zoning Ordinance and BOZ; and
- c. Quality of Building and Site Design, achieved through architectural elevations, exceptional design, and structured parking.

4. Park Impact Payment (PIP)

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

5. Streetscape

The Applicant must install the Bethesda Streetscape Standard along the Site Frontage.

6. MCDOT letter

The Planning Board accepts the recommendations of the Montgomery County Department of Transportation (“MCDOT”) in its letter dated May 2, 2019, and hereby incorporates them as conditions of the Sketch Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDOT provided that the amendments do not conflict with other conditions of the Sketch Plan approval.

7. Future Coordination for Preliminary and Site Plan

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

- a. Submit alternative designs that show façade treatments and site layouts for redevelopment scenarios that include the abutting property on the corner of West Virginia Ave and Tilbury Street and those that do not;
- b. Explore ways to improve the western façade by adding architectural elements to avoid blank walls;
- c. Integrate design improvements as requested by Design Advisory Panel;
- a. Address the SITES & LEED recommendations of the Sector Plan, specifically related to energy efficiency and building design features;
- b. Coordinate with appropriate agencies to determine improvements to the alley at the rear of the Property;
- c. Submit a Tree Save Plan at the time of Preliminary Plan to address impacts associated with the project, with particular emphasis on the trees located to the south of the Subject Property;
- d. At the time of Site Plan address the 35% green cover requirement for the site as described in the Sector Plan and Design Guidelines;
- e. Address Bird-Safe Design per the Bethesda Downtown Sector Plan Design Guidelines;
- f. At the time of Preliminary Plan provide a noise analysis, or request a waiver per Section 2.2.2 of the 1983 Noise Guidelines.

SECTION 2: SITE DESCRIPTION

Site Vicinity and Analysis

Vicinity

The Property is located within a transitional block between the Wisconsin Avenue corridor and East Bethesda residential neighborhood. To the west are generally mixed uses with retail, office, and higher-density residential uses, and adjacent to the west is County Parking Lot 44. To the north and east are detached single-family homes and to the south is Chase Avenue Urban Park.

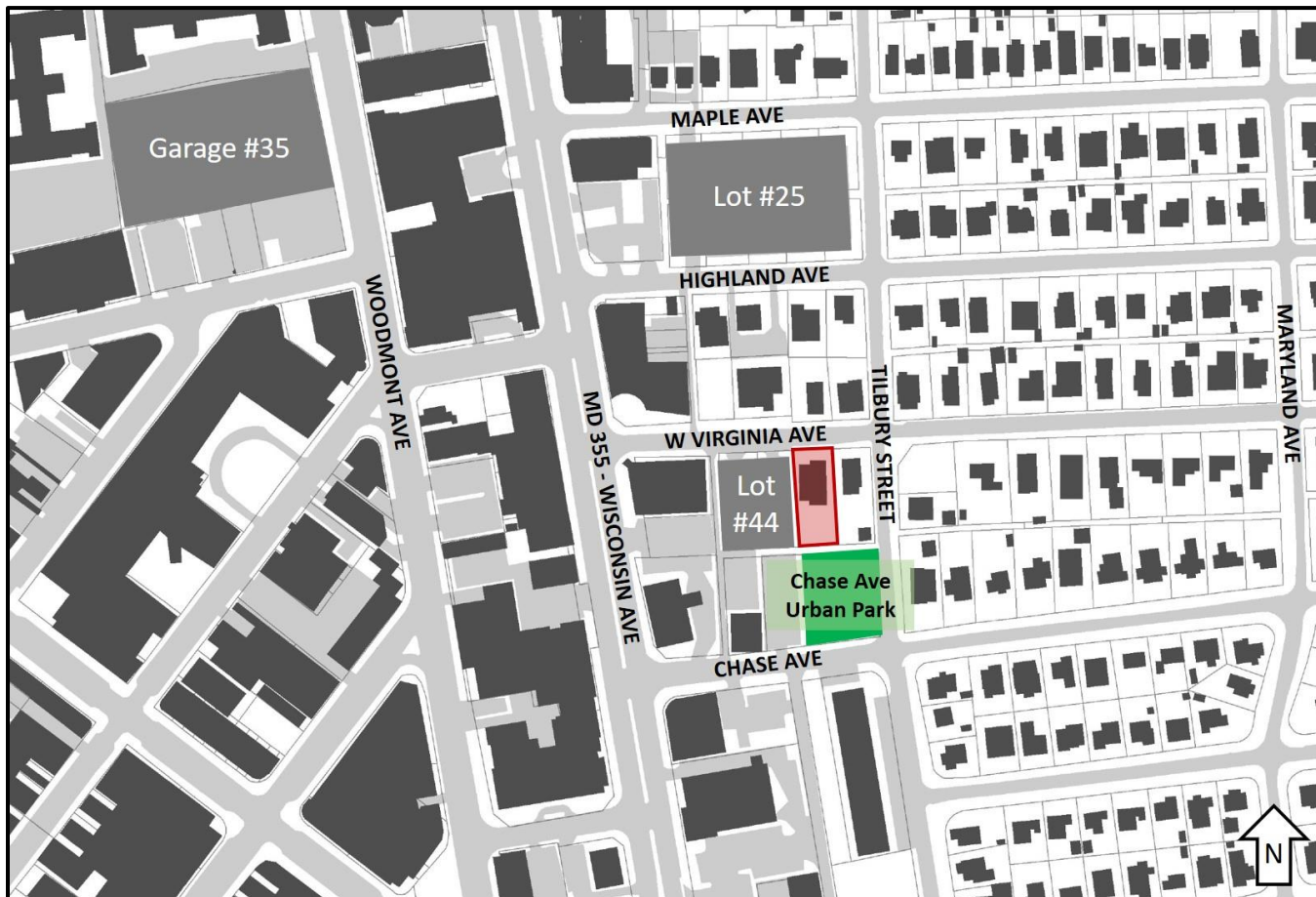


Figure 1: Vicinity Map

Subject Property

The Subject Site (Subject Property or Property) is located east of Wisconsin Ave within the 2017 *Bethesda Downtown Sector Plan* (Sector Plan) which describes the area as a residential edge district. The Property has a tract area of 0.24 acres and is currently improved with a detached single-family home.



Figure 2: Boundary Map

Site Analysis

The Property was rezoned from R-60 to CR 0.5, C 0.25, R 0.5, H 70 with the 2017 *Bethesda Downtown Sector Plan*. The Property fronts on West Virginia Avenue which is a two-way street with on-street residential permit parking along the Site frontage and short-term metered parking west of the Site. An unimproved paper alley, that runs east to west, is located to the south of the Property. The Property does not contain any forest, streams, or environmental buffers. There are no known rare, threatened, or endangered species on-site; there are no 100-year floodplains, stream buffers, or wetlands on-site. There are no historic properties on-site.

SECTION 3: PROJECT DESCRIPTION

Proposal

The Applicant proposes to redevelop the Property with a new 35-foot-tall multi-family residential building totaling 20,000 square feet with underground parking. The Project envisions up to 8 dwelling units within the new building that will be stylistically designed as townhouses. The final unit count will be determined at Preliminary Plan. The Project will be constructed on one lot and includes an allocation of density from the Bethesda Overlay Zone of up to 14,750 square feet. The final amount of density to be purchased from the BOZ, which will require a Park Impact Payment (PIP), will be determined at Site Plan, where final density for the entire Project will be reviewed. As the Project is anticipated to result in less than 20 units, no Moderately Priced Dwelling Units (MPDUs) will be required or provided.

At this time, the Application does not include the corner property, which was also rezoned from R-60 to CR 0.5, C 0.25, R 0.5, H-70, and is improved with an existing single-family dwelling. Nonetheless, the proposal orients the project toward this lot as the Sector Plan envisions the corner lot to be redeveloped as part of the Eastern Greenway. The Proposal includes a 10-foot setback from the corner lot's western property line to allow for screening and compatibility with the existing residential use. Because this Property is zoned CR, the residential compatibility requirements of the Zoning Ordinance (Section 4.1.8) do not apply.

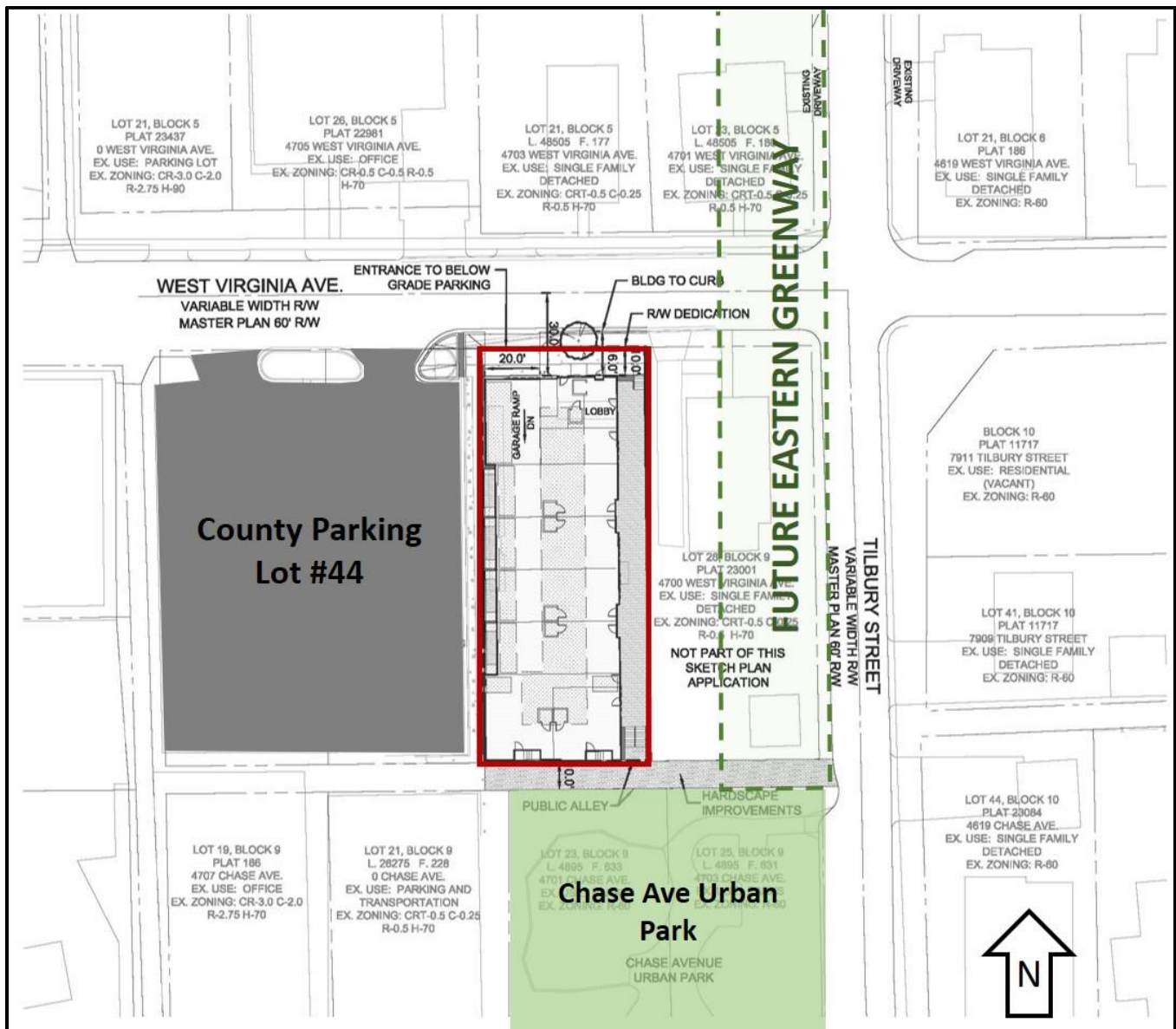


Figure 3: Proposed Sketch Plan

Building

The three-story building, with a maximum height of 35 feet, is designed with three “fronts:” the north face on West Virginia Avenue where the main building entry is proposed; the eastern façade along the future Eastern Greenway recommended by the Sector Plan; and the southern façade abutting the existing 10-foot-wide paper alley and Chase Avenue Urban Park. The building includes an elevated accessway from West Virginia Avenue to gain individual unit entryways along the eastern façade, and the paper alley is proposed to be improved as a pedestrian alley with individual unit entries fronting onto the alley and park. The western façade will abut the existing County Parking Lot #44, which the Sector Plan envisions as a future park, and is currently designed as the rear of the building.



Figure 4: Rendered massing showing future Eastern Greenway



Figure 5: Rendered massing showing existing corner property

Open Space

With a tract area of less than 0.50 acres, the Applicant is not required to provide public open space.

Eastern Greenway

The 2017 *Bethesda Downtown Sector Plan* recommends the formation of a linear Greenway along the western side of Tilbury street from Maple Avenue down to Cheltenham Drive linking Cheltenham Park, Chase Avenue Urban Park, and a proposed new park on Maple Avenue which is currently County Parking Lot #25. This public Greenway is envisioned to provide additional open space to the area and buffer the higher-density development along Wisconsin Avenue from the East Bethesda neighborhood. The parcels adjacent to and within the future Greenway were rezoned to increase their development potential, as the Greenway is envisioned to be created through the redevelopment of these parcels. The Sector Plan and Design Guidelines describe how development

adjacent to the Eastern Greenway should be oriented towards the Greenway and the type of uses on the ground floor should activate the space through placement of ground floor retail and/or residential unit entryways. To enhance compatibility with the adjacent residential neighborhood, the Sector Plan calls for the Greenway width to be equal to the amount of building height proposed.

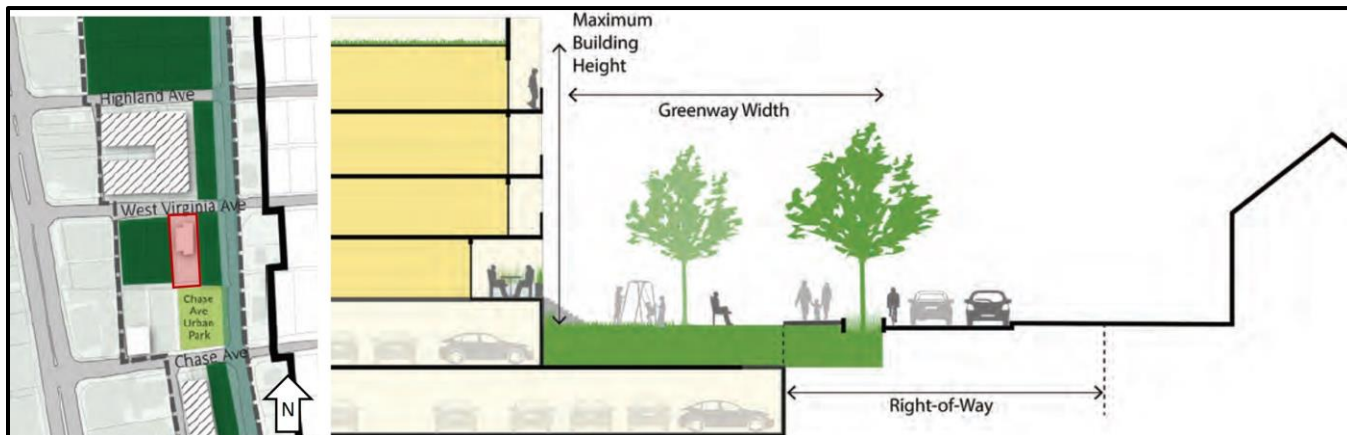


Figure 6: 2017 Bethesda Downtown Sector Plan Eastern Greenway recommendations (Page 37)

The corner property (4700 West Virginia Ave), where the Eastern Greenway is to be located, is not under the control of the Applicant and therefore is not included in the Project. The Applicant has stated that they are attempting to acquire the corner property but cannot guarantee acquisition will be successful. The Project has been through several iterations to better conform with the Sector Plan and Design Guidelines without utilizing the corner lot. These revisions include a change in building orientation from the west to the east, and a reduction in height from 50 feet to the current Proposal of 35 feet. While the current Proposal does not provide a green connector for the Eastern Greenway as envisioned in the Sector Plan, it does acknowledge and accommodate the future Greenway by orienting the building towards the corner lot and providing a transitional land use and density that will complement the surrounding neighborhood. As a Sketch Plan application, the Project has conceptually provided a transition along the eastern edge that will need to be further reviewed at the time of Site Plan for conformance with Sector Plan's goals for the Eastern Greenway.

Environment

Forest Conservation

Since the approval of the recent amendments to the Forest Conservation Law, all properties seeking approval of a Sketch Plan after February 26, 2018, must obtain approval of a Natural Resources Inventory/Forest Stand Delineation (NRI/FSD) or Forest Conservation Exemption prior to Planning Board action on the Sketch Plan.

Staff confirmed a Forest Conservation Exemption for this project on January 18, 2019, through Section 22A-5(s)(1) of the Forest Conservation Law under application #42019104E. The project qualifies for the small property exemption because the net tract area is less than 1.5 acres with no existing forest or existing specimen or champion trees, and the afforestation requirements would not exceed 10,000 square feet.

There are existing specimen trees located on the Property to the south, the Chase Avenue Urban Park. Staff recognizes the development may impact the critical root zone of these trees and therefore has conditioned the project to submit a Tree Save Plan at the time of Preliminary Plan review.

Stormwater Management (SWM)

A Stormwater Management Concept Plan is not required at the time of Sketch Plan. Submission of the concept to the Department of Permitting Services (DPS) and approval will be required at the time of Preliminary Plan. The ultimate SWM plan approval should also address the *Bethesda Downtown Sector Plan* recommendations regarding SWM.

Green Cover

The Sector Plan recommends that a minimum of 35% of the site area be green cover. The green cover may include singularly or a combination of intensive green roof (6 inches or deeper) or tree canopy cover. The proposed layout of the building precludes the opportunity for onsite canopy tree plantings. The green cover exhibit submitted by the Applicant shows a net lot area of 8,400 sf, and a resulting green coverage requirement of at least 2,940 sf (35% of net lot area) which is intended to be achieved entirely by intensive green roof.

Transportation

Access and Circulation

Pedestrian access to the Site will be from a new sidewalk along West Virginia Avenue and new pedestrian pathways along both the eastern and southern property lines. Pedestrian travel will be further enhanced by installation of the Bethesda Streetscape along the Site frontage.

Vehicular access to the residential garage is proposed directly from West Virginia Avenue at the northwest corner of the Site. The parking garage will be located below grade and will include up to 15 vehicular parking spaces, with the final quantity to be determined at the time of Site Plan. As a residential project with less than 50 dwelling units, the Site is not required to provide an off-street loading space. As a result, loading is expected to occur within the roadway along the Site's West Virginia Avenue frontage (approximately 32 feet wide). The Site is located immediately outside the Bethesda Parking Lot District.

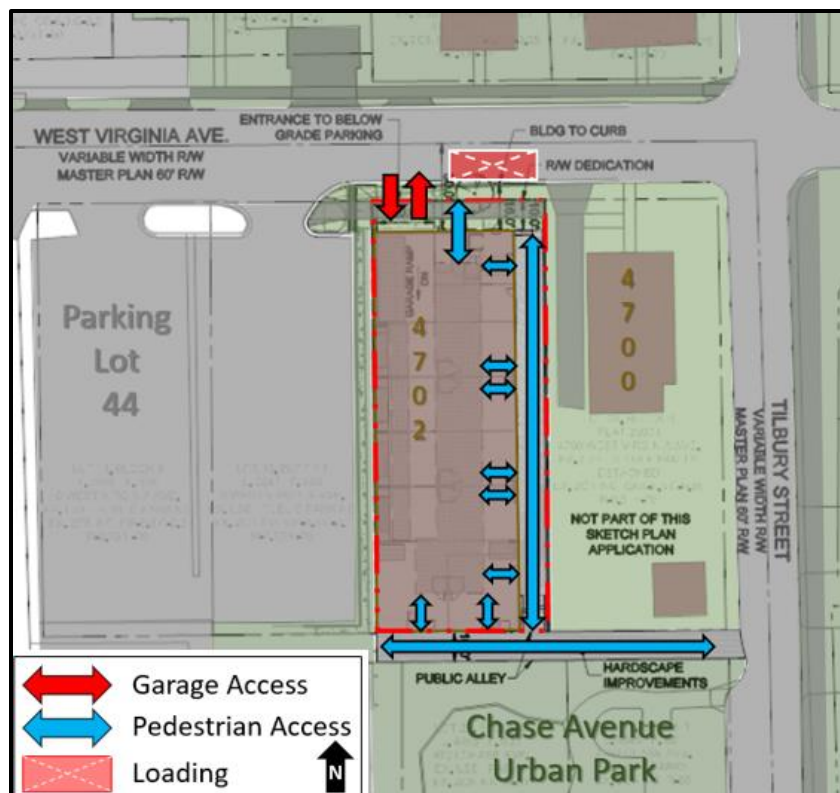


Figure 7: Pedestrian and Vehicular Circulation

West Virginia Avenue is currently improved as a two-way street within a 40-foot wide right-of-way. The street has metered parking along the commercial uses near Wisconsin Avenue and residential permit parking along the residential properties near Tilbury Street (see Figure 8).



Figure 8: West Virginia Avenue (Looking East)

Transit Connectivity

The immediate area is served by transit that includes the Red Line Bethesda Metrorail Station, Metrobus, RideOn, the Bethesda Circulator, and the future Purple Line and BRT.

Master Plan Transportation Facilities

West Virginia Avenue, along the northern site frontage, is identified in the 2017 *Bethesda Downtown Sector Plan* as a business district roadway with a minimum right-of-way width of 60'. The 2018 *Bicycle Master Plan*, 2013 *Countywide Transit Corridors Functional Master Plan*, 2018 *Bicycle Master Plan*, and 2018 *Master Plan of Highways and Transitways* have no specific recommendations for West Virginia Avenue.

Sector-Planned Transportation Demand Management

The Sector Plan encourages a Non-Auto Driver Mode Share (NADMS) goal of 55%, averaged between employees and residents of downtown Bethesda. The Subject Application, however, is below the minimum threshold (100 dwelling units) at which a Traffic Mitigation Agreement (TMAg) would be required. Nevertheless, the Project contributes toward the NADMS goal of the Bethesda Downtown Plan by providing infill development in close proximity to transit.

Adequate Public Facilities

As proposed, the Project is estimated to generate fewer than 50 peak hour person trips in both the morning and evening peak periods. Trip generation will be reviewed as part of the Preliminary Plan.

SECTION 4: PROJECT ANALYSIS AND FINDINGS

The purpose of a Sketch Plan is to identify general land uses, development intensity, and public benefits for the optional method of development in the CR, CRT, EOF or LSC zones. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, heights and anticipated uses, the locations of open and public use spaces, the general circulation patterns for all modes of transportation, an estimated range of peak hour trips and relationships between existing or proposed adjacent buildings and rights-of-way. Details of the proposed development are determined during Preliminary and Site Plan review. Section 59.7.3.3.E of the Zoning Ordinance states: “To approve a Sketch Plan the Planning Board must find that the following elements are appropriate in concept and appropriate for further detailed review at Site Plan. The Sketch Plan must:”

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

The Sketch Plan meets the development standards of Section 59.4.5.4, as shown in the following Data Table:

Table 1: 4702 West Virginia Ave Sketch Plan Data Table

Sketch Plan Data Table			
Section 59.4	Development Standard	Permitted/ Required	Proposed
	Tract Area	n/a	10,500 sf (0.24 ac)
	Prior Dedication	n/a	1,500 sf (0.03 ac)
	Proposed Dedication	n/a	600 sf (0.01 ac)
	Site Area	n/a	8,400 sf (0.19 ac)
	Residential Density (GFA/ FAR)	5,250 sf (0.5)	5,250 sf (0.50)
	Commercial Density (GFA/FAR)	2,625 sf (0.25)	0 sf
	Bethesda Overlay Zone Density	n/a	14,750 sf (1.40)
	Total FAR/GFA		20,000 sf (1.90)
	Building Height, max	70 feet	35 feet
	Public Open Space (min s.f.)	0	0
	Minimum Setbacks (ft)		
	Front	0	0
	Side	0	Western: 0' Eastern: 10'
	Rear	0	0

The final number of vehicular parking spaces will be determined at Site Plan based on the residential units.

The Sketch Plan conforms to the intent of the CR zone as described below:

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

The Project substantially conforms to the recommendations for the Property included in the 2017 *Bethesda Downtown Sector Plan*. Specifically, this Sector 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 increase:

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. Many of these parks on the eastern edge are to be connected through the creation of the Eastern Greenway.

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 Property is designated as site 212 on page 134 of the Sector Plan. The Property is located in the Eastern Greenway District, which is split into two sections, north and south of East West Highway. The Property is in the northern district which forms a transitional area between the commercial structures of the Central Business District (CBD) and the single-unit houses of East Bethesda. It is characterized by low-density, primarily residential development, green open spaces and paved parking lots. The area is located only half a block from the commercial uses within the Downtown Bethesda area on Wisconsin Avenue. The Sector Plan sees this area as stable transitional uses. Specifically, the Project addresses the following goals as outlined in the Overarching Goals and the Eastern Greenway District sections of the Sector Plan:

- *Ensure the stability of the land uses in the transitional area to preserve East Bethesda and the Town of Chevy Chase as single unit residential neighborhoods*

The proposal will provide a medium-density residential development similar to the existing nearby garden apartments to confirm the transition from the Wisconsin Avenue Corridor to East Bethesda.

- *Make the best use of land near the Bethesda Metrorail Station and future Purple Line station by promoting redevelopment of underutilized properties and private surface parking lots.*

The proposal will replace one single-family dwelling with a multi-unit residential building, thereby increasing residential density near existing and proposed transit.

- *Provide a compatible transition between higher-density development along Wisconsin Avenue and the East Bethesda and Town of Chevy Chase*

The proposal will provide a medium-density residential housing type that is lacking in the area at a scale in keeping with the single-family neighborhood of East Bethesda.

- *Provide a green connector and a transition along the eastern edge of the Sector Plan area.*

The 2017 *Bethesda Downtown Sector Plan* recommends the formation of a linear Greenway along the western side of Tilbury street from Maple Avenue down to Cheltenham Drive linking Cheltenham Park, Chase Avenue Urban Park, and a proposed new park on Maple Avenue which is currently County Parking Lot #25. This public Greenway is envisioned to provide additional open space to the area and buffer the higher-density development along Wisconsin Avenue

from the East Bethesda neighborhood. The parcels adjacent to and within the future Greenway were rezoned to increase their development potential, as the Greenway is envisioned to be created through the redevelopment of these parcels. The Sector Plan and Design Guidelines describe how development adjacent to the Eastern Greenway should be oriented towards the Greenway and the type of uses on the ground floor should activate the space through placement of ground floor retail and/or residential unit entryways. To enhance compatibility with the adjacent residential neighborhood, the Sector Plan calls for the Greenway width to be equal to the amount of building height proposed.

The corner property (4700 West Virginia Ave), where the Eastern Greenway is to be located, is not under the control of the Applicant and therefore is not included in the Project. The Applicant has stated that they are attempting to acquire the corner property but cannot guarantee acquisition will be successful. The Project has been through several iterations to better conform with the Sector Plan and Design Guidelines without utilizing the corner lot. These revisions include a change in building orientation from the west to the east, and a reduction in height from 50 feet to the current Proposal of 35 feet. While the current Proposal does not provide a green connector for the Eastern Greenway as envisioned in the Sector Plan, it does acknowledge and accommodate the future Greenway by orienting the building towards the corner lot and providing a transitional land use and density that will complement the surrounding neighborhood. As a Sketch Plan application, the Project has conceptually provided a transition along the eastern edge that will need to be further reviewed at the time of Site Plan for conformance with Sector Plan's goals for the Eastern Greenway.

- *Height limits and greenways will ensure compatibility with adjacent neighborhoods, provide public open space, improve connections and enhance environmental benefits.*

The Sector Plan states that the Greenway width should be equal to the allowed building height. For projects that cannot provide a Greenway, the maximum height is 35 feet. This Project currently does not include the corner lot where the Greenway is proposed in the Sector Plan. The Project has been conditioned to provide design alternatives and site layouts that include the corner property and those that do not. This condition is intended to further evaluate the Project's compatibility with the adjacent neighborhood at the Site Plan level of review to ensure, in both development scenarios, the development will meet this finding.

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

The Project will redevelop an existing single-family dwelling with multi-unit residential development. The increase in density will support investment in the area to encourage redevelopment of the nearby commercial uses.

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

The Project encourages such development by proposing a housing type and style that is lacking in the area. The multi-unit building will be of a more intimate scale between high-density buildings in the Central Business District and detached single-family housing. The housing will be in walking distance of

the nearby commercial businesses as well as Chase Avenue Urban Park, transit facilities, and other urban amenities.

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

The proposed building height of 35 feet is in keeping with height limits for single-family residential development.

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

The Project will provide medium-density residential in a size and style that will improve the balance of housing opportunities within the surrounding residential blocks and neighborhood which are predominantly single-family detached homes.

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

The Project will provide the required public benefits from a minimum of three categories to achieve the desired incentive density above the standard method limit. Final determination of public benefit points will be determined at the time of Site 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 14,750 square feet from the BOZ initiating a Park Impact Payment (amount to be determined during Site Plan review) to be paid at the time of building permit. The amount of density allocated from the BOZ for Application is deducted from the 32.4 million cap.

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

As discussed in Finding 1.a above, the Project substantially conforms to the recommendation of the 2017 *Bethesda Downtown Sector Plan*. The type of development proposed by the Project will redevelop an underutilized property with an appropriate transitional land use and density given proximity to commercial services and transit and provide streetscape improvements that improve the safety and character of East Bethesda. The Sector Plan calls for the formation of the Eastern Greenway on the corner lot adjacent to this Property. The Project has been through several iterations to better conform with the Sector Plan and Design Guidelines without utilizing the corner lot, and while Staff supports the Project as a Sketch Plan level of review, integrating the corner lot into the Project would ultimately bring forward the vision of the Sector Plan's Eastern Greenway.

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

The Sketch Plan is not subject to a development plan or schematic development plan.

4. *Achieve compatible internal and external relationships between existing and pending nearby development;*

At 35' in height, the building will be of similar heights to the existing single family residential dwellings. The proposed massing shows articulation to reduce bulk, and the Design Advisory Panel has requested further enhancement to be incorporated into the design during Site Plan review. The Project has been conditioned to submit design alternatives at time of Site Plan review that include the corner property and those that do not include the corner property to ensure the design will be compatible with the corner property as it exists today as a single-family detached dwelling, or as the future Eastern Greenway.

5. *Provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading:*

As proposed, circulation, parking, and loading is safe adequate and efficient. Pedestrian access to the Site will be from a new sidewalk along West Virginia Avenue and new pedestrian pathways along both the eastern and southern property lines. Pedestrian travel will be further enhanced by installation of the Bethesda Streetscape.

Vehicular access to the residential garage is proposed directly from West Virginia Avenue at the northwest corner of the Site. The parking garage will be located below grade and will include up to 15 vehicular parking spaces, the final quantity to be determined at the time of Site Plan. As a residential project with less than 50 dwelling units, the Site is not required to provide an off-site loading space. As a result, loading is expected to occur within the roadway along the Site's West Virginia Avenue frontage. The Site is located immediately outside the Bethesda Parking Lot District.

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

Taking into account the considerations in Section 59.4.7.1.B and the Public Benefit Points established with the Bethesda Overlay Zone in Section 59.4.9.2.C.4, including the recommendations and objectives of the Sector Plan and any applicable design guidelines, the Incentive Density Implementation Guidelines, the size and configuration of the site and its relationship to adjacent properties, similar public benefits nearby, and additional enhancements related to the individual public benefits, the following outline of public benefits supports the Applicant's request for incentive density and is appropriate for the community surrounding the site, as described below.

For the proposed development, the Zoning Ordinance requires 50 points in three categories. Although at the time of Sketch Plan review only the categories need be approved, the following table shows both the categories and points for the public benefits requested at Sketch Plan to demonstrate the project's ability to meet the requirement to provide sufficient benefit points.

Table 2: Public Benefit Calculations

Public Benefits Calculations		
Public Benefit	Incentive Density Points	
	Max Allowed	Requested
59.4.7.3A: Major Public Facilities		
Parks Contribution	40	20
59.4.7.3C: Connectivity and Mobility		
Minimum Parking¹	20	1
59.4.7.3E: Quality of Building and Site Design		
Architectural Elevations	30	15
Exceptional Design¹	30	10
Structured Parking	20	20
TOTAL		66

¹Denotes Sector Plan priority

Major Public Facilities

Parks Financial Contribution: The Applicant requests 20 points for financially contributing \$25,000 towards improvements to Chase Avenue Urban Park, located directly south of the Property. The CR guidelines does not provide a point formula for payments towards Major Public Facilities but states that payments will be granted public benefit points after public review and assessment of master plan goals and community priorities. Staff supports the category at this time and further review of the park improvements, public benefit points, and agency approval will be required at time of Site Plan review.

Connectivity and Mobility

Minimum Parking: The Applicant requests 1 point for providing fewer than the maximum allowed number of parking spaces. Points for this incentive are granted on a sliding scale from no points for providing maximum allowable number of on-site spaces to 20 points for providing no more than the minimum numbers of spaces on-site. While minimal points will be gained from this category, the application meets the criteria and final review of points will be reviewed at Site Plan. Staff supports the category at this time.

Quality of Building and Site Design

Architectural Elevations: The Applicant requests 15 points for providing architectural elevations as part of the Certified Site Plan showing particular elements of the design such as minimum amounts of transparency, maximum separation between doors, and other design priorities of the applicable Sector Plan and implementing design guidelines. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, and heights. Staff supports the category at this time with further details and refinement to be provided at the time of Site Plan.

Exceptional Design: The Applicant requests 10 points for building and/or site design that enhances the character of a setting. As a site receiving an allocation of Bethesda Overlay Zone density, the Project is subject to the Design Advisory Panel review, which will award points based on the quality of the design. The Applicant asserts that the Project fulfills many recommendations of the *Bethesda Downtown Sector Plan* and Design Guidelines.

While the proposed massing is rudimentary in nature, the building features subtle façade niches and protrusions to define each unit and reinforce the townhouse-style design. The construction materials are intended to be a combination of materials found in the existing residential neighborhood such as brick

and other forms of masonry. Improvements to the western façade facing the existing County Parking Lot #44 should be reviewed at the time of Site Plan review. Based on the conceptual materials submitted with the Application, Staff supports the category at this time.

The Design Advisory Panel recommended the following during their April 24, 2019, meeting:

- Public Benefit Points: The project is on track to achieve at least the minimum 10 Exceptional Design points required in the Bethesda Overlay Zone if the below recommendations are addressed.
- Provide more depth to all the elevations. In particular, design the west elevation with more articulation and no blank panels. Incorporate elements such as balconies and windows.
- Improve the building entry and planted transition to Chase Avenue Urban Park.
- Show the interim scenario without the adjacent new parks and the long-term scenario with adjacent new parks.

Structured Parking: The Applicant requests 20 points for providing structured parking in a below grade parking structure. Staff supports the category at this time.

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

The Project will be built in one phase.

SECTION 5: COMMUNITY OUTREACH AND ISSUES

Applicant Outreach

The Applicant held a pre-submittal public meeting on October 29, 2018, at the Bethesda-Chevy Chase Regional Services Center, and has complied with all submittal and noticing requirements.

Correspondence

Staff has not received any correspondence as of the writing of this staff report.

CONCLUSION

As conditioned the Sketch Plan application satisfies the findings under Section 59.4.5.4 of the Zoning Ordinance and substantially conforms to the recommendations of the 2017 *Bethesda Downtown Sector Plan*. Therefore, Staff recommends approval of the 4702 West Virginia Avenue Sketch Plan with the conditions specified at the beginning of this report.

ATTACHMENTS

- A. Design Advisory Panel meeting notes
- B. Sketch Plan
- C. Agency Letter - MCDOT

Bethesda Downtown Design Advisory Panel

FROM: Laura Shipman
Design Advisory Panel Liaison

PROJECT: 4702 West Virginia Avenue
Sketch Plan No. 320190060

DATE: April 24, 2019

*The **4702 West Virginia Avenue** project was reviewed by the Bethesda Downtown Design Advisory Panel on **April 24, 2019**. The following meeting notes summarize the Panel's discussion, and recommendations regarding design excellence and the exceptional design public benefits points. The Panel's recommendations should be incorporated into the Staff Report and strongly considered by Staff prior to the certification of the Site Plan. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.*

Attendance:

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

Laura Shipman (Design Advisory Panel Liaison)
Robert Kronenberg (Area 1 Division Chief)
Grace Bogdan (Lead Reviewer)
Matt Folden (Planner Coordinator, Area 1)
Hyojung Garland (Parks Department)
Rachel Newhouse (Parks Department)

Matt Gordon (Applicant Team)
Bob Dalrymple (Applicant Team)
Shane Crowly (Applicant Team)
Jason Einstein (Applicant Team)
Dennis Connors (Applicant Team)

Amanda Farber (Member of the Public)
Aldon Thomas (Member of the Public)
Paige Nerenberg (Member of the Public)



Discussion Points:

- So, if you did provide the greenway, could you go to a higher height?
 - Staff Response: Yes, potentially. The height is equal to the amount of greenway provided up to 70 feet. Because no greenway is provided with this project the height is limited to 35 ft.
- Where is the property line in the rendering?
 - *Applicant Response: Right where the stairs are. It may have a different edge depending on future scenarios.*
- So, the stairs would not be built until the greenway is provided?
 - Applicant Response: Right there would be a knockout panel
- So, are the living spaces elevated?
 - *Applicant Response: Yes, Lot 31 is a similar condition.*
- There is no external space for the units. It's a very tight building.
 - *Applicant Response: There are roof terraces.*
- I like the idea of replacing a single-family home with 8-10 townhomes, but you need to show the project with the existing single-family homes and not the park.
 - *Applicant Response: We could show two options. This design is planning for a future greenway. We want to activate the frontages in case the future greenway is built to make sure the design is oriented to that condition.*
- What is the status of the parking lot on the other side.
 - Staff: the county would like to see both parking lots be part of a project.
- The sector plan shows parks on both sides. Could there be a land swap?
- You talk about an alternative plan, can I derive that this approval process is really a wedge and not a real project?
 - *Applicant Response: No this is a real project, and we are looking for sites in Downtown Bethesda to differentiate ourselves from larger developments with townhouse-style condominiums. We want to target sites like this.*
- How large are the units?
 - *Applicant Response: 3,000 sf*
- The concept, I have no problem with, but what is misleading is that we need to see a rendering with existing home.
 - *Applicant Response: We will show the differences if it is a greenway today and if not a greenway. If you look at the section we have enough setback to provide landscape screening and not be intrusive to the adjacent home.*
- Staff: Have you offered to swap lot?
 - *Applicant Response: We need multiple agencies and private owners to cooperate in or der for this to happen. We would like to have a larger assemblage, but in the meantime with this site alone needs to work and we need to demonstrate conformance.*
- So, the back of units and back of building are on the potential future park on the west side.



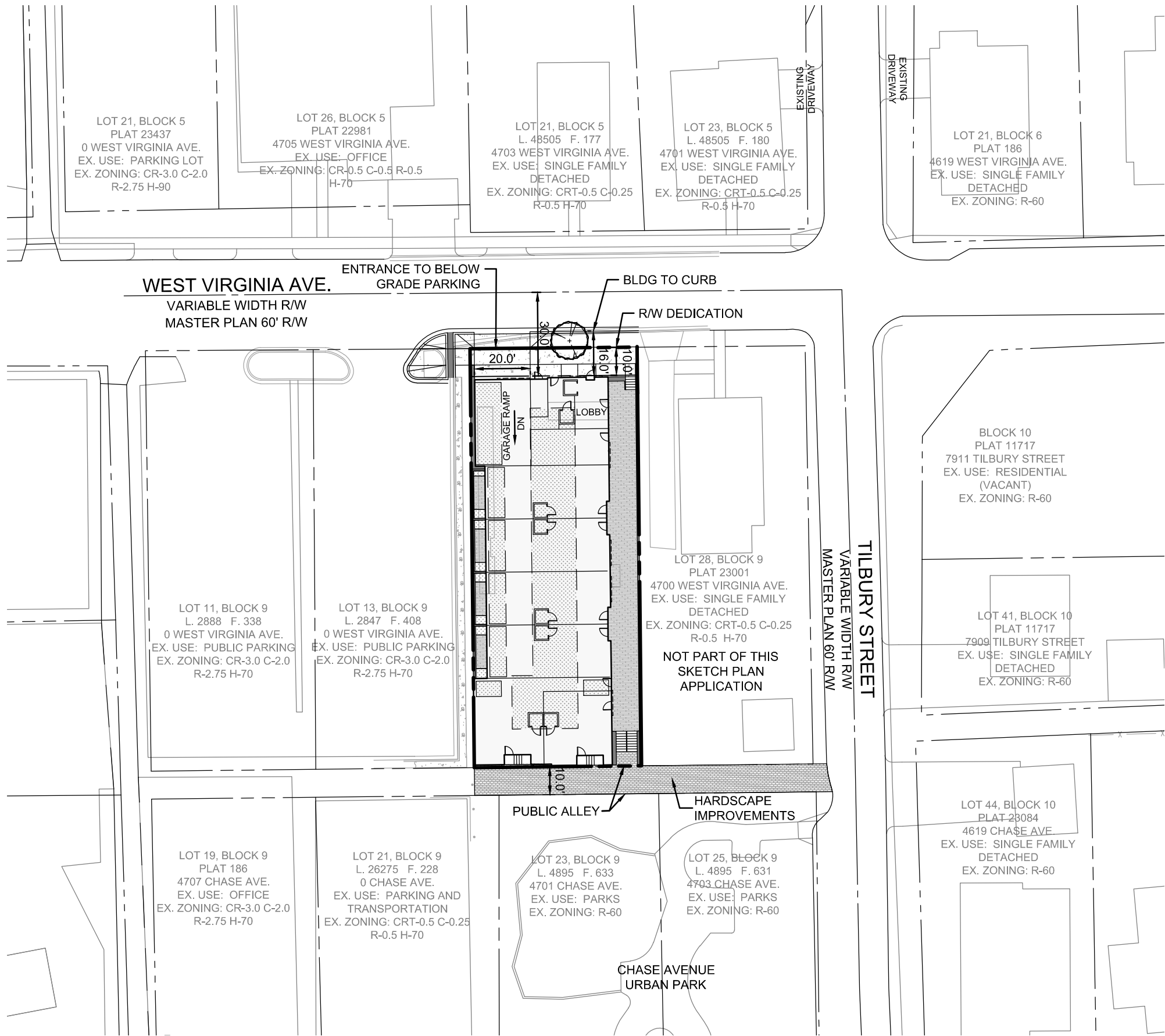
- The building is so tight and narrow based on the property width, and there are not windows. More building width would give more flexibility. Need more intermediate space between the project and adjacent parks.
- West elevation should be designed and articulated, no blank panels. Balconies, windows and no blank walls.
- For the portion facing chase avenue urban park the plantings are on the paper alley and the project should consider a larger setback for a transition to the park and an improved entry.
 - *Applicant Response: They might be pavers and potted plants. We might be able to achieve what you are discussing in the alley.*
- If it has to remain as a lawn or paving you need to have a front, a semi-public front.
- The elevation seems very flat, need to add depth to the grey elements.
- At site plan would like to see something more detailed and articulated.
- Consider small projections and balconies on rear.

Panel Recommendations:

The following recommendations should be incorporated into the Staff Report.

1. Provide more depth to all the elevations. In particular, design the west elevation with more articulation and no blank panels. Incorporate elements such as balconies and windows.
2. Improve the building entry and planted transition to Chase Avenue Park.
3. Show the interim scenario without the adjacent new parks and the long-term scenario with adjacent new parks.
4. Public Benefit Points: The project is on track to achieve at least the minimum 10 Exceptional Design points required in the Bethesda Overlay Zone if the above recommendations are addressed.
5. Straw vote: **6** in support but with conditions to address the above recommendations





LEGEND

- PROPERTY BOUNDARY
- PROPOSED BUILDING
- PROPOSED ALLEY IMPROVEMENTS
- PROPOSED GREEN ROOF
- PROPOSED STREET TREE

CRT-0.5 C-0.25 R-0.5 H-70 ZONE DEVELOPMENT STANDARDS (OPTIONAL METHOD OF DEVELOPMENT - BETHESDA OVERLAY ZONE)		
GROSS TRACT AREA = 10,500 SF PRIOR DEDICATIONS = 1,500 SF WEST VIRGINIA AVENUE - 1200 SF (PLAT NO. 186) PUBLIC ALLEY - 300 SF (PLAT NO. 186) PROPOSED DEDICATION = 600 SF NET LOT AREA = 8,400 SF		
PUBLIC BENEFIT POINTS 59-4.5.4.A.2	PERMITTED/REQUIRED 50 POINTS / 3 CATEGORIES	PROVIDED PER PLAN 66 POINTS / 3 CATEGORIES
MINIMUM PUBLIC OPEN SPACE: 59-4.5.4.B.1	0%	0%
MINIMUM GREEN COVER: SECTOR PLAN 2.4.1 FORMULA: NET LOT AREA X 0.35 = 8,400 SF X 0.35 = 2,940 SF	35% (2,940 SF)	35% (2,940 SF)
MAXIMUM TOTAL DENSITY (FAR) 59-4.5.4.B.2.B FORMULA: GFA/GTA = 20,000 SF/10,500 SF = 1.90	0.50 (5,250 SF)	1.90 (20,000 SF)
BOZ DENSITY: 59-4.9.2.C.2.ii.B FORMULA: PROP.GFA - ALLOWABLE GFA = 20,000 SF - 5,250 SF = 14,750 SF	N/A	14,750 SF ³
MAXIMUM COMMERCIAL DENSITY (FAR) 59-4.5.4.B.2.b	0.25 (2,625 SF)	0.00 (0 SF)
MAXIMUM RESIDENTIAL DENSITY (FAR) 59-4.5.4.B.2.b FORMULA: RFA/GTA = 20,000 SF/10,500 SF = 1.90	0.5 (5,250 SF)	1.90 (20,000 SF)
MAXIMUM BUILDING HEIGHT 59-4.5.4.B.2.b	70 FT.	35 FT.
MINIMUM FRONT SETBACK 59-4.5.4.B.3	0 FT.	0 FT.
MINIMUM SIDE STREET SETBACK (ALLEY) 59-4.5.4.B.3	0 FT.	0 FT.
MINIMUM SIDE SETBACK 59-4.5.4.B.3	0 FT.	0 FT.
MINIMUM VEHICLE PARKING SPACES REQUIRED ¹ 59-6.2.4.B / 59-4.9.2.C.6 FORMULA: 2 BEDROOM UNIT (1 PER UNIT) x 1 3 BEDROOM UNIT (1 PER UNIT) x 7 80% BETHESDA OVERLAY ZONE ADJUSTMENT	7	15 SPACES ⁴
MAXIMUM VEHICLE PARKING SPACES ALLOWED ¹ 59-6.2.4.B FORMULA: 2 BEDROOM UNIT (1.5 PER UNIT) x 1 3 BEDROOM UNIT (2 PER UNIT) x 7	16	15 SPACES ⁴
MINIMUM BICYCLE PARKING SPACES REQUIRED 59-6.2.4.C	0 ²	8 SPACES
1. THE PROJECT IS NOT LOCATED WITHIN THE BETHESDA PARKING DISTRICT. 2. LESS THAN 20 DWELLING UNITS PROPOSED. 3. A PARK IMPACT PAYMENT CONTRIBUTION AT A RATE OF \$10 / SQ. FT. OF APPROVED BOZ DENSITY GROSS FLOOR AREA IS TO BE MADE PRIOR TO ISSUANCE OF THE BUILDING PERMIT. 4. FINAL NUMBER OF SPACES PROVIDED TO BE DETERMINED AT SITE PLAN.		



DEPARTMENT OF TRANSPORTATION

Marc Elrich
County Executive

Al R. Roshdiah
Director

May 2, 2019

Ms. Grace Bogdan, Planner Coordinator
Area 1 Planning Division
The Maryland-National Capital
Park & Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

RE: Sketch Plan No. 320190060
4702 West Virginia

Dear Ms. Bogdan:

We have completed our review of the sketch plan dated April 12, 2019. This plan was reviewed by the Development Review Committee at its meeting on March 5, 2019. The following comments are tentatively set forth for the subsequent submission of a preliminary plan:

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

1. Pay the Montgomery County Department of Transportation plan review fee in accordance with Montgomery County Council Resolution 16-405 and Executive Regulation 28-06AM ("Schedule of Fees for Transportation-related Reviews of Subdivision Plans and Documents").
2. Any improvements to the public alley, including non-standard materials need to be approved by MCDOT. A standard commercial alley is 20 feet wide with asphalt paving. MCDOT is concerned

Office of the Director

101 Monroe Street 10th Floor · Rockville Maryland 20850 · 240-777-7170 · 240-777-7178

FAX

www.montgomerycountymd.gov

Located one block west of the Rockville Metro Station

about the use of non-standard materials in the alley.

3. Any future use of the alley will be determined by MCDOT in coordination with DPS.
4. The applicant's statement of justification states that the project is located in a Residential Parking Permit Area (RPPA). The applicant is proposing to designate a portion of the RPPA "as a loading zone for future residents moving in and out of the Project (as well as mail and related deliveries)." MCDOT does not allow the use of right-of-way for specific property owners as the applicant has suggested.
5. ***At the preliminary plan stage:***
 - a. Show all existing topographic details (paving, storm drainage, driveways adjacent and opposite the site, sidewalks and/or bikeways, utilities, rights of way and easements, etc.) on the preliminary plan.
 - b. Storm drainage and/or flood plain studies, with computations for any portion of the subject site that drains to the Montgomery County public storm drain system. Analyze the capacity of the existing public storm drain system and the impact of the additional runoff. Include spread computations in the impact analysis.
 - c. At the preliminary plan stage, submit a completed, executed MCDOT Sight Distances Evaluation certification form, for all existing and proposed site entrances onto County-maintained roads, for our review and approval.
 - d. Driveways and intersections are to be spaced opposite one another or located at least one hundred feet apart. Any deviation from this standard, the applicant will submit a Design Exception for our Review.
 - e. Street frontage improvements along West Virginia Avenue to be determined.
 - f. West Virginia Avenue
 - i. Provide typical section for West Virginia Avenue. Based on plat #23734 West Virginia Avenue should have an ultimate right-of-way of 60-feet. The road is classified as a Business District street.
 - g. Bethesda Streetscaping standards.
 - h. The driveway for the project should be at-grade with the sidewalk.
 - i. Maintain a minimum 5-foot continuous open pathway (no grates) along all public streets.
 - j. Upgrade pedestrian facilities at intersections along the site frontage and at adjacent intersections to comply with current ADA standards.
6. This project is not located in the Bethesda parking lot district.

Ms. Grace Bogdan
Sketch Plan No. 320190060
May 2, 2019
Page 3

7. Permit and bond will be required as a prerequisite to MCDPS approval of the record plat. The permit will include, but not necessarily be limited to the following improvements (to be determined at preliminary plan stage):
- A. Improvements to the public right of way will be determined at the preliminary plan stage based on a review of the additional information requested earlier in this letter.
 - B. Enclosed storm drainage and/or engineered channel in all drainage easements.
 - C. Underground utility lines.
 - D. Bethesda Streetscaping.
 - E. Street lights.
 - F. Street trees in amended soil panels.
 - G. Permanent monuments and property line markers.

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

Sincerely,



Rebecca Torma, Manager
Development Review
Office of Transportation Policy

Sharepoint/DOT/director's office/development review/Rebecca/developments/bethesda/320190060 4702 West Virginia.docx

cc: Letters Folder

cc-e: Patrick LaVay, Macris, Hendricks Glasscock
Matthew Folden, M-NCPPC Area 1