

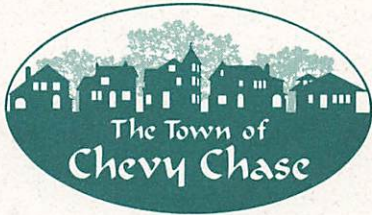
From: [Naomi Spinrad](#)
To: [MCP-Chair](#); [Anderson, Casey](#); [Fani-Gonzalez, Natali](#); [Cichy, Gerald](#); [Patterson, Tina](#); [Verma, Partap](#)
Cc: [Wright, Gwen](#); [Hisel-McCoy, Elza](#); [Dickel, Stephanie](#); [Marc Elrich](#); [McLean Quinn](#)
Subject: Downtown Bethesda Implementation Advisory Committee Support for Bethesda Market
Date: Thursday, October 10, 2019 9:07:22 AM

Dear Chair Anderson, Vice Chair Fani-Gonzalez, and Commissioners Cichy, Patterson, and Verma:

The Bethesda Downtown Implementation Advisory Committee would like to voice its support for the Bethesda Market sketch plan, which we understand you are taking up on October 24, 2019. EYA and Bernstein have worked with all stakeholders to devise an application that addresses multiple concerns, and we believe they have accomplished this in the application before you. We understand that the Design Advisory Panel had some recommendations to be addressed in site plan, and that staff may have additional comments. However, overall we believe this application is clearly on the road to providing an important gathering place and park for the community while meeting the applicant's business goals and the historic designation of the Farm Women's Market. This public-private effort will implement the goals of the Bethesda Downtown Plan and we urge you to approve it.

Thank you for including our view in your consideration of this project.

Sincerely,
Emily Vaias and Naomi Spinrad
Co-chairs, Bethesda Downtown Implementation Advisory Committee



Barney Rush, *Mayor*
Cecily Baskir, *Vice Mayor*
Wicca Davidson, *Secretary*
Kirk Renaud, *Treasurer*
Joel Rubin, *Intergovernmental
and Public Liaison*

October 11, 2019

Mr. Casey Anderson, Chair
and Members of the County Planning Board
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Chairman Anderson, Vice Chair Fani-Gonzalez, and Commissioners Cichy, Patterson and Verma:

The Bernstein Management Company and EYA came to our Town Hall on Oct. 3, 2019 to present their revised plans for the redevelopment of the Farm Women's Market and the adjacent surface parking lots. This event allowed many of our residents register their views about these revised plans. Overall, our Town Council has received a strong positive response, and we are pleased to support the revised plans.

The developers have worked hard over the past year to take into account community concerns, as well as those raised by the County Executive and the Historical Preservation Commission. We applaud their efforts and are pleased with the results. The new building on Lot 24 will now be narrower, and there will be an extension off the backside of the market building instead of a stand-alone pavilion set deep into the current parking lot space. These changes materially increase the size of the park area on Lot 24. The green space is further enhanced by conversion of Lot 10 to park space with attractive amenities, rather than town homes.

Overall, Bethesda will now benefit from the realization of the vision set out in the 2017 Bethesda Downtown Plan: a multi acre park, stretching from Elm St. in the north to Walsh St. in the south, serving the needs of a rapidly growing urban area. There is no doubt that future generations of residents will appreciate this entire green space – vital for recreation, relaxation and enhancing our sense of community.

In addition, we endorse the refurbishment of the Farm Women's Market. Establishing a vibrant and successful food market comprised of many small vendors and eateries is not an easy endeavor, and it matters to all of us that this be successful. The new market extension will also encourage outdoor dining facing the park – helping to activate it and providing enhanced security.

Parking has also been a major concern to our residents. We are therefore pleased that the public underground garage on Lot 24 will have 300 spaces, resulting in no net loss of public parking, and that there will be entrances and exits on both Willow Lane and Leland Street. This will promote ease of access and reduce congestion.

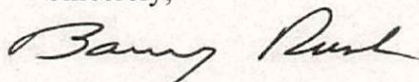
If the sketch plan is approved, we realize that a great deal of work will be required to advance the project to the Site Plan presentation. During that time, many issues will need to be resolved, including the following:

- The status of Lot 10 redevelopment. We understand that this is considered “Phase 2,” to be undertaken after completion of the project involving Lot 24. We understand that, as a matter of timing, it makes sense for the development of the Lot 10 park to be sequenced after the new underground garage is in operation, so that the 100 spaces in Lot 10 remain available to the public during the garage construction. This will minimize the impact on local businesses. We strongly believe, however, that creating a park on Lot 10 is a vital part of the entire project, and we request that its design and amenities be planned in conjunction with the design work for the Lot 24 park and any refurbishment or redesign of Elm St. Park. Funding for development and refurbishment of all three parks should also be undertaken holistically. In sum, “Phase 2” should mean “immediately upon completion of Phase 1.” It must not mean “maybe.”
- Community engagement in park planning. The developers have presented sketches showing an array of attractive amenities, and we appreciate many of these ideas. We believe it is also important to engage the community in the park planning process and therefore call on the Parks Department to undertake what we believe was previously agreed: a planning process that includes charrettes to ensure appropriate community input to the design of a green space that will be used by residents in the surrounding buildings and neighborhoods. As part of this process, we ask that the engineering of the garage take into account the planting of canopy trees in appropriate spots around the park.
- Attention to construction period safety and disruption: This will be a large and complex project, stretching over 2½ to 3 years. Many residences are in the immediate vicinity of the future construction site, and many Town residents walk, bike, or drive along Leland Street and Willow Lane every day. In addition, many members of the community regularly use Lots 10 and 24. Special care needs to be paid to ensure safety, minimize disruption, and maintain all of Lot 10 for public use during Phase 1.

We look forward to continued engagement with the developers, the County, the Planning Department, and the Parks Department as these issues are discussed and resolved.

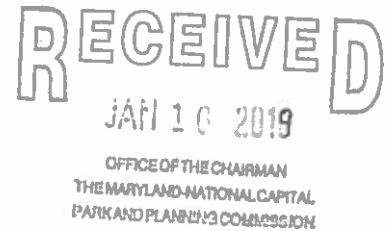
In sum, we are excited by the current plans for the Farm Women’s Market redevelopment and park creation. If executed well, this project will add to the quality of life in Bethesda and surrounding communities. We therefore support adoption of the sketch plan. Thank you for considering our comments.

Sincerely,



Barney Rush
Mayor, Town of Chevy Chase

January 11, 2019



TO: Montgomery County Planning Board
Montgomery County Council
Montgomery County Department of Transportation
Town of Chevy Chase

RE: Bethesda Parking Lots 10 and 24

We, the undersigned 24 businesses, own commercial property and/or a business adjacent to Bethesda Parking Lots 10 and 24. Together these lots have 315 public metered parking spaces. These parking spaces are critical to our businesses evidenced by the fact that they are at capacity six days a week. Our customers, tenants and employees depend upon these public lots since parking is restricted in the adjacent neighborhood and on Wisconsin Avenue during rush hour.

We understand that these parking lots may be redeveloped – we insist that 100% of the public parking spaces be replaced in any redevelopment scenario. Our patrons, tenants and businesses cannot afford to lose any public parking spaces.

By:	Persimmon Restaurant	Moby Dick House of Kabob
	Beer and Wine Company	Miller's Furs
	7101 Office Building	Jennifer Gilmore Kitchen & Bath
	Gallier & Hugueley	House of Foong Lin
	Papa John's Pizza	7201 Office Building
	355 Associates LLC	Gartenhaus Furs
	Chevy Chase Valet & Cleaners	For Eyes
	Solidcore	Cozy Deli
	Kitchen & Bath Studios	Thai Kitchen
	4504 Walsh Street LLC	Jonathan Goldberg
	7001-7003 Wisconsin Ave LLC	KS Realty LLC
	Maria Kopsidas TR	St. Johns Opportunity Shop

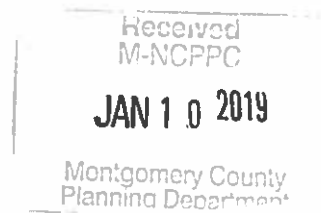
Please note: This petition was not shared with tenants in the three adjacent commercial office buildings (7201, 7101 and 6935 Wisconsin Avenue) which together contain 71 businesses. Also, a common theme voiced from the businesses was that Lots 10 and 24 should not be developed simultaneously – because there would be zero parking available during the construction period. The businesses would prefer to see Lot 24 completed and open with 315 public spaces before Lot 10 spaces are taken out of service.

Thank you for your consideration of our concerns.



January 9, 2019

Ms. Stephanie Dickel
M-NCPPC
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, Maryland 20910



Re: Bethesda Market – Sketch Plan No. 320190030

Dear Ms. Dickel:

We recently reviewed the above-referenced sketch plan application. USAA Real Estate Company, through its affiliates, is the majority owner of 7101 Wisconsin Avenue, the 231,000 square foot office building immediately adjacent to the subject project. We have previously expressed our concerns about the original development plan, addressed as Option B in the sketch plans.

While we like many aspects of the proposed plan, such as the large retail market concept and the generous public park spaces we have two major concerns with this larger development plan referred to as option A, which we believe would negatively impact our building:

Public Parking – it is imperative that all 300 public metered parking spaces in lots 24 and 10 be replaced (1:1) on the first level of the new underground garage. It's also imperative that the same mix of short-term and long-term spaces (approximately 50/50) be maintained as well. Our building, other office buildings, the non-profit Writer's Center, and local retailers rely heavily on these public parking spaces, and the lots are full both weekdays and weekends. The neighborhood has been assured that these spaces will be replaced and that they will include a similar mix of short and long-term spaces; this must be required in the entitlement approvals.

Garage Egress/Ingress – The proposed plan relies entirely on one single garage exit point on Leland Street which is adjacent to our 363-car garage entry/exit and loading bay. It is imperative that a second garage entry/exit be developed on the North end of the project that exits onto to Willow Lane and 47th Street.

Please consider the following:

- One exit cannot accommodate 600 vehicles. The garage will contain 600 spaces in total (300 public, 300 private). All 600 vehicles would have to exit through one point onto Leland Street. This is not a best practice.
- The existing 300 public parking spaces on Lots 24 and 10 currently enjoy four means of egress (Leland Street (2), Willow Lane (1) and Walsh Street (1). This plan would funnel 600 spaces through one exit on one street (Leland). This would double the number of spaces but reduce the access points by 75%.



- The proposed single exit is also immediately adjacent to the proposed loading dock – further complicating traffic movements during peak hours.
- Leland Street is a short block with limited queuing space approaching Wisconsin Avenue. It is not uncommon for vehicles exiting our 7101 garage to back up during PM rush hour due to the limited queuing space on Leland Street.
- Existing east-bound (Town of Chevy Chase) access restrictions during evening rush hour would direct all traffic exiting the new development onto Leland Street to travel westbound and queue at the light at Wisconsin and Leland.
- In a 250' stretch of Leland Street, drivers would encounter the following: the sole access for the new 600-space garage, the new development's loading dock, the sole access for 7101's 363 space garage, 7101's loading dock, a public alley serving some ten businesses, and a 10-space private parking lot.
- A second means of garage ingress/egress onto Willow Street would allow exiting northbound Wisconsin Avenue trips to utilize 47th Street for access to Wisconsin Avenue, thereby avoiding Leland Street completely.

It is imperative these two concerns are addressed – 300 replacement public spaces with an even mix of short and long-term spaces and at least one additional entrance/exit point on Willow Lane; without these common-sense changes we cannot support this project.

USAA Real Estate Company was pleased to acquire its interest in 7101 Wisconsin Avenue in 2017, in addition to four other investments we currently have within Montgomery County; we hope to continue investing in commercial real estate ventures in this dynamic area. It is important for large institutional investors such as USAA, just as it is for individual citizens, to have confidence in the County's ability to advance new projects without harming existing, long-standing businesses.

Thank you for your consideration of these concerns.

Sincerely,

A handwritten signature in blue ink, appearing to be "Edmund Donaldson", written over a horizontal line.

Edmund Donaldson
Executive Managing Director, USAA Real Estate Company

cc:
Robert Kronenberg
M-NCPPC
8787 Georgia Avenue
Silver Spring, MD 20910

Al Roshdieh, Director
MCDOT
101 Monroe Street, 10th Floor
Rockville, MD 20850



Email**FW: Objections to Plans for...****Email****From** MCP-Chair #**To** <MCP-Chair MCP-Chair>;  MCP-Chair #;  mcp-chair@mncppc-mc.org;  MCP-Chair@mncppc-mc.org**Cc****Subject**

FW: Objections to Plans for Development in and Around the Farm Women's Market

Date Sent**Date Received**

10/9/2018 3:06 PM

-----Original Message-----

From: Deborah Vollmer <dvollmer@verizon.net>**Sent:** Saturday, October 6, 2018 8:43 AM**To:** MCP-Chair <mcp-chair@mncppc-mc.org>**Subject:** Objections to Plans for Development in and Around the Farm Women's Market

To the Planning Board: I sent this message earlier this week to County Councilman Marc Elrich; but I do want to be sure that all parties relevant to the planning process have also received it. Thank you.

To Marc Elrich: County Counsel member, and candidate for County Executive

Dear Marc,

I write to you, both as one of my current representatives on the Montgomery County Council--- and, hopefully, as our soon-to-be elected next County Executive. I would request that you forward this message to your colleagues on the Montgomery County Council, the Montgomery County Department of Transportation, the Montgomery County Planning Board, and anyone else involved in the process of approving development in our County, to whom it should go. I am writing this under some time constraints, and I am finding it most difficult to find the e-mail addresses of everyone that I know should be receiving this.

This evening, the developers Bernstein, Folger-Pratt, and EYA will be revealing to the public sketch plans for several related proposed development projects in the vicinity of the Farm Women's Market in Bethesda, including plans for Parking Lots 24 and 10, the site immediately adjacent to the Farm Women's Market where Villain and Saint and the Montgomery County Thrift Shop now sit, and the site across Wisconsin Avenue where Starbucks now sits. The community meeting, as you know, will be held at the Bethesda-Chevy Chase High School cafeteria this evening (Thursday, October 4) at 7:30 p.m. I am already familiar with the plans for development, as a previous meeting was held at the Town of Chevy Chase Town Hall, at our last meeting of the Town's Long Range Planning Committee, of which I am a member. That meeting was open to the public, and the room was packed. I plan to be present at tonight's community meeting, to express my outrage, with respect to these plans.

As you know, I am a long time resident of the Town of Chevy Chase, and an activist within my community. Let me note that while I am appreciate the criticism of the development plans expressed in the open letter that our Town's Mayor Barney Rush sent to the County Council President, the Department of Transportation, and the Planning Board with regard to these development plans; in some respects, I do not believe that letter went far enough. To me, the plans for development are nothing less than appalling. I also see the vendors cooperative at the Farm Women's Market as being pawns in a cruel scheme by developers. The vendors are being pressured to sell the market to the developers, a crucial component of the developers' scheme to profit at the expense of members of the public. So let me express an alternative view, to that put forth in the letter of Barney Rush.

Development can be like the proverbial golden egg. Too much of it, and the community dies. Roads become congested, schools become overcrowded, and the infrastructure collapses. In some instances, historic landmarks are lost, and a community may lose its sense of identity. This process is happening in downtown Bethesda. I know, Marc, that you are sensitive to these issues.

In exchange for taking the Farm Women's Market off the hands of the cooperative, which is saddled with exorbitant real estate taxes, developers would be allowed to build high rises adjacent to, and across Wisconsin Avenue from, the historic Farm Women's Market—buildings more massive than might otherwise be allowed. There is another way. The community and County government could work cooperatively with the vendors, who are performing a public service by maintaining the Farm Women's Market and the historic building and the open space around it. The County could give the vendors relief from the exorbitant real estate taxes. While it is my understanding that some of the vendors at the Farm Women's Market do wish to retire, it is also my understanding that some of the vendors do want to continue, if they could do so under conditions more economically favorable to the market. And I believe that there may well be other, younger vendors out there who could join the cooperative and supplement those of the existing co-op who would wish to stay on.

As for Parking Lots 10 and 24, they are public land, not owned by the developers. They should remain

such. Whether the surface parking is to be turned into green space (a park), remain as surface-level parking, or be some combination of both, should be decided by the members of the public most directly affected. Open space is important, and there should be no building on the parking lots!

Let me note that for these past several years as this proposed development has been considered, no one from the County has bothered to survey the actual users of Parking Lots 24 and 10 as to their existing needs and desires. A few years ago, I did my own informal survey, talking to users of the lots, and found that people overwhelmingly wanted to keep the surface level parking. Some of our older residents, in particular, are extremely reluctant to park underground.

Of course, for many reasons, turning the parking lots into a park would be desirable, not only for residents of the Town of Chevy Chase, but also for the larger community. I would suggest that the parks versus parking lots debate is not an either-or situation. Some of the surface level parking spaces closest to the Farm Women's Market and small businesses could be retained as surface level parking. A park could be created on the remaining space. Just what the proportions of park to parking should be, should be determined only after allowing for extensive public input. Again, I stress., these parking lots are public property; they should remain so; and no building by private developers for their own profit should be permitted on these parking lots.

In addition, the site next to the Farm Women's Market (where Villain & Saint, and the Montgomery County Thrift Shop currently sit), the Tudor shops between Leland and Walsh, and the site across Wisconsin Avenue from the Farm Women's Market where Starbucks is, are important to our community, and have architectural features worthy of evaluation for historic designation. The Tudor shops with their low-profile, unique sloped roofs with pointed tops, were built generations ago, specifically to house small businesses to serve nearby residential communities--- a function that they serve to this day. These historic buildings were in the past designated by the Planning Board for historic designation. The Planning Board at that time was overruled by the County Council existing at that time. In my view, the Tudor shops should be redesignated for historic preservation--- and the additional locations noted above should be evaluated by historic preservation experts for possible designation, as well.

In summary, I would urge the decision-makers to step back, consider the needs and desires of our residents, and plan with attention to the values of limiting the building of yet more high rises, paying attention to historic preservation, and saving the historic Farm Women's Market---not just the building, but the tradition of the market over many years of local vendors selling their produce to local residents. Stop the rush for building more high rises!

Thank you for your attention-----

Respectfully,

Deborah A. Vollmer

Community Activist

7202 44th Street

Chevy Chase, Maryland, 20815

Telephone: 301-652-5762

E-mail: dvollmer@verizon.net <<mailto:dvollmer@verizon.net>>

Attachments

File Name	File Size (Bytes)	
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Sketch Plan Data Table-Density for East Side Properties			
Section 59.4	Development Standard	Permitted/ Required	Proposed
	Mapped Density - East Side Properties¹		
	Residential Density (GFA/FAR)		
	CR 3.0 C 3.0 R 2.75 H 35	128,788 sf (2.75FAR)	--
	CR 3.0 C 3.0 R 2.75 H 175	75,642 sf (2.75 FAR)	--
	CR 3.0 C 3.0 R 2.75 H 90	47,033 sf (2.75 FAR)	--
	CR 0.5 C 0.25 R 0.5 H 70	76,027 sf (0.5 FAR)	--
	Subtotal	327,490 sf (1.34 FAR)	327,490 (1.34 FAR)
	Commercial Density (GFA/FAR)		
	CR 3.0 C 3.0 R 2.75 H 35	140,496 sf (3.0 FAR)	--
	CR 3.0 C 3.0 R 2.75 H 175	82,518 sf (3.0 FAR)	--
	CR 3.0 C 3.0 R 2.75 H 90	51,309 sf (3.0 FAR)	--
	CR 0.5 C 0.25 R 0.5 H 70	38,013 sf (0.25 FAR)	--
	Subtotal	327,490 sf (1.44 FAR)	22,860 sf (0.11 FAR)
	Total Density (GFA/FAR)		
	CR 3.0 C 3.0 R 2.75 H 35	140,496 sf (3.0 FAR)	--
	CR 3.0 C 3.0 R 2.75 H 175	82,518 sf (3.0 FAR)	--
	CR 3.0 C 3.0 R 2.75 H 90	51,309 sf (3.0 FAR)	--
	CR 0.5 C 0.25 R 0.5 H 70	76,027 sf (0.5 FAR)	--
	TOTAL	350,350 sf (1.44 FAR)	350,350 sf (1.44 FAR)

¹In accordance with Section 59.4.5.2.B.2 of the Zoning Ordinance, the East Side Project utilizes FAR averaging at the time of Sketch Plan.

Bethesda Downtown Design Advisory Panel

FROM: Laura Shipman
Design Advisory Panel Liaison

PROJECT: Bethesda Market
Sketch Plan No. 320190030

DATE: October 24, 2018

*The **Bethesda Market** project was reviewed by the Bethesda Downtown Design Advisory Panel on **October 24, 2018**. 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)
Gwen Wright (Planning Director)
Robert Kronenberg (Area 1 Division Chief)
Elza Hisel-McCoy (Area 1 Regulatory Supervisor)
Stephanie Dickel (Lead Reviewer)
Cristina Sasaki (Parks Department)
Hyojung Garland (Parks Department)
Rebecca Ballo (Historic Preservation Program Supervisor)

Chris Ruhlen (Applicant Team)
Heather Dlhopsky (Applicant Team)
Tade Willger (Applicant Team)
Jason Sereno (Applicant Team)
Robby Brewer (Applicant Team)



Brad Fox (Applicant Team)
Kofi Meroe (Applicant Team)
Chuck Hathway (Applicant Team)
Jim Bushong (Applicant Team)
Joe Pikiewicz (Applicant Team)

Alicia Delahunty (Member of the Public)
Naomi Spinrad (Member of the Public)
Amanda Farber (Member of the Public)

Discussion Points:

- Those photos of the market, when was the market built?
 - *Applicant response:* February 4, 1932
- Was the part facing on Wisconsin always parking?
 - *Applicant response:* Yes, we believe it was always parking, we are going through a historic resource analysis. The space between market and pavilion is a great opportunity for a plaza space.
- I hear you on the plaza space, but I am not seeing it now.
 - *Applicant response:* We are envisioning a winter garden extension or greenhouse that would provide more opening on the back of the building, we are going to study.
- Where is the trail? You should show the trail. Will that always be the trail? You need to draw the CCT because it so important, the interim or ultimate version.
 - *Applicant response:* We have added it to the submission and if not we will make sure that we do.
- What is your new market building as part of the public space diagram? Social, contemplative, active? I thought I understood the new market building as union market style, what is happening in the historic market?
 - *Applicant response:* There will be a food-oriented market destination in all three retail spaces. The social gathering functions encompasses all three spaces with an indoor/outdoor flow. This allows us to add elements that don't exist in the elm street park today that occupy people and make it fun like at the wharf including a playground and splash park and dog park. We can accommodate 30 tents in that space and that's our intent. The pavilion activates the space and adds the retail space we need to make this work.



- I think the concern is how much is too much development? You have to believe the apartments facing the parking garage of the adjacent building are not going to be very nice. You have the opportunity to go to a single-loaded apartment corridor, increase the size of the park and get higher quality units. You will not get the GFA you need now but I think that you'd get higher quality units. And you could possibly go from 70 feet to 90 feet.
 - *Applicant response:* We have made attempts to compress that part of the building. We did move the building back, the tower separation dictated how far back we could go.
- What would it take to get to 90 feet all the way across?
 - *Staff response:* affordable housing or master plan amendment.
 - *Applicant response:* there are significant obligations for the park and parking, there is a lot of risk and so to be honest there is only so much chipping away at density that make the risk make sense. We are at the margin already. We have made many moves to be responsive. That incremental request even if it seems small may make the project infeasible. To be clear we would have to eliminate many of the townhouses at grade to get the additional park space
- Comprehensively it is 5 acres of park?
 - *Applicant response:* Our site is 2.7 acres, but if it is all planned together then there are more features and amenities that can be added.
- For the townhouse area that looks narrow, could you orient townhouses to park to get more space in the park?
 - *Applicant response:* There we have 54 feet of park. If we reorient then it dramatically impacts the woonerf. But we could go back and study it. It would dramatically change the character of that road. It might create about 12 feet of additional dimension.
- My concern is how the retail pavilion bifurcates the park from the market building. It would be better if you make the pavilion half and increase the dimension of the east/west connection.
 - *Applicant response:* We agree and want to study the east/west connection. We are creating a consistent setback.
- The setback consistency is less necessary if it is a pavilion. While we prefer the pavilion to residential and want it to work, we want it to be done right.
 - *Applicant response:* We are doing this from a placemaking perspective not necessarily as an economic driver.
- Retail should be double-loaded so that you have activity on both sides of the street. Typically retail in the middle of a park may have more turnover. Maybe you should bring



retail closer to Willow. The retail street/plaza could be between the historic market and new pavilion.

- *Applicant response:* We do want to make this a two-sided space with activation and that is our goal.
- You are going to have a nice plaza facing Wisconsin. And a nice park facing the other side. So, you have a park to the east and the park to the east, so something in between is more of a retail street more like Bethesda Lane. Maybe it is less green at the middle.
- Percentage of park to the building is one issue.
- Concerned about congestion of access from Wisconsin and conflict with pedestrians in option B.
 - *Applicant response:* The farm women's market building would move 23 feet to create sufficient space and have fire access, safe pedestrian passage in 40 feet.
- You are also building under the market for parking
 - *Applicant response:* Yes.
- In option A it's a problem of the relationship between pavilion and park because of the parking entrance.
- I think the massing has gotten better, and the relationship to the market. Really unfortunate not to do option A. We like option A better. I think it is nice to have residential above the pavilion.
- The sentiment in the town is that residential above the retail pavilion will create a wall within the park, effectively separating the park into two, one for Bethesda off of Wisconsin and one for the Town to the east. It needs to be one park for Bethesda.
- I think option A has taken a gigantic step forward. The building is not just one wall but is broken in many spots, I appreciate the idea of increasing the height and thinning building, I think the transition from a wider to more linear park at the south is sound. You have a 4-block park that goes from larger to more intimate. Having townhouses along the south is really important and a little compromise on the public space width is acceptable. I see it as a linear movement through the site with fingers. I share concern that new pavilion is separated from park with ramp, but if Willow is the link and there are fingers that come off of it this is less of a problem. I am very intrigued by the massing configuration of the west building.
- 7126 Wisconsin - I think that the building creates an architectural statement that is a good resolution of what is a very tight sight even when it steps back out.



- I think the development team should be applauded for how they have looked at the site comprehensively and with the collaboration with many agencies.
- The master plan envisioned that both lots could be park, if you recognize how little park space there is in Bethesda.
- I agree that there is not enough green in Bethesda, but I am in favor of bigger park space and greener.
- What I don't like about the two towers is the symmetry. The space between the pavilion and market is more important than creating the slot right in the middle, you could have solid as a backdrop to the market.
- Similarly, on 7126 the corner could be emphasized and be more off center.
- The guidelines talk about a base but it does not require that the base be the entire building, the tower can come down. I think in 7121, the base is more important along the market than on Wisconsin. Looking at asymmetry more will help some of the moves.
- I think there are too many moves on Wisconsin.
- I think it is important to point out the scheme may be ok for option B the symmetry might make sense. But on A scheme it makes less sense.
- In defense of them, the previous design for the west side of Wisconsin was alien to the site. And there is an improvement. I like the precedent images for 7126 better than what I see in the sketch. You might be trying a bit too hard, maybe it is just 2 moves. A vertical element and supporting element. There should be more compatibility between the base and tower above.
 - *Applicant response:* I think originally, we got too into the façade before coming to consensus on massing and now we will go back to exploring the façade.
- In the future, who is going to maintain the park? Important to know.
 - *Staff:* there might be a partnership with the owner, though ownership will likely be with Park and Planning.
- The parking extends into the green space, you are showing a lot of trees over the parking. We are right now studying a 3-level garage that will limit the footprint of parking below and allow more space for trees.
- It would be nice if you could get those massive species trees coming across east west rather than a perfect edge grass field.



- *Applicant response:* We've thought about special paving and table top road between park spaces, we definitely like the idea of the mature canopy. We will be having meeting with Historic and having charettes with the Parks Department.
- There could be a structure between the 2 buildings, a winter garden. I hadn't been thinking about it, I had been considering lights and connection but not an actual structure.
- The design of the new market Hall and what happens between the two is important and is not developed enough.
- The sun and shadow diagrams are also important to provide.

Panel Recommendations:

The following recommendations should be incorporated into the Staff Report.

1. Preference for Option A if it is feasible; however, three of the panel members would like to see a greater proportion of green space on the space potentially compressing the building to increase the green space.
2. There should be more attention to the east/west connections across the site from Wisconsin to the park either widening on Willow or widening of the woonerf.
3. Consider not having as much symmetry in the massing of the buildings, could create verticality in the building and not have base along the entire building. The Wisconsin façade could be different than the façade along the market.
4. Further develop the winter garden or some connection between the old market building and the pavilion.
5. Create connection between the ground floor of the pavilion to the park. Currently there is separation because of the parking access ramp.
6. Provide sun and shadow diagrams to see building impacts on the park.
7. Public Benefit Points: The project is on track to achieve at least the minimum 10 Exceptional Design points required in the Bethesda Overlay Zone.
8. Straw vote:
 - Option A – **1** support, **4** support with conditions to meet the recommendations above.
 - Option B – **5** support with conditions to meet the recommendations above.



Bethesda Downtown Design Advisory Panel

FROM: Stephanie Dickel
Acting Supervisor, Area 1

PROJECT: Bethesda Market
Sketch Plan No. 320190030

DATE: Wednesday, September 25, 2019

*The **Bethesda Market project** was reviewed by the Bethesda Downtown Design Advisory Panel on **Wednesday, September 25, 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)
Qiaojue Yu (Panelist)
Paul Mortensen (Panelist, Senior Urban Designer in the Director's Office)

Robert Kronenberg (Deputy Director)
Elza Hisel-McCoy (Area 1 Chief)
Stephanie Dickel (Acting Regulatory Supervisor, Lead Reviewer)

McLean Quinn (Applicant Team)
Jason Sereno (Applicant Team)
Chuck Hathway (Applicant Team)
Chris Ruhlen (Applicant Team)
Heather Dlhopsky (Applicant Team)
Tade Willger (Applicant Team)
Maria Casarella (Applicant Team)
Joe Pikiewicz (Applicant Team)

Gary Modjeska (Member of the Public)
Amanda Farber (Member of the Public)
Jim Troy (Member of the Public)



Discussion Points:

- The 10' datum line for the proposed addition to the Farm Women's Cooperative Market maybe too short to function as a great market building.
 - *Applicant response:* They will continue to work with the Historic Preservation Commission (HPC) and would like the form to read on the exterior of the building but take advantage of the interior volume in the middle.
- Shed dormers may work better for the building addition, getting rid of the intermediate truss may provide flexibility on the inside of the structure.
- The Panel would like to see all of the elevations for the addition to the Farm Women's Cooperative Market.
 - *Applicant response:* They will continue to work with the Historic Preservation Commission on design options and suggestions from the Panel.
- The Site Plan has improved greatly, the single loaded corridor that faces the proposed park on Parking Lot 24 is a much better design, the ground plane has improved.
- A hyphen between the existing Farm Women's Cooperative Market Building and the new addition will help differentiate and expand what is usable.
 - *Applicant response:* Feedback from the Panel will be conveyed to the HPC.
- The garage access points and paving details are shown differently on the overall plan.
 - *Applicant response:* That was an oversight. We are also trying to figure out how to make the garage ramp from Willow disappear or blend into the landscape, while provide options to get in and out of the site.
- With the expansion of the garage to the north/east, how will it be possible to get large trees. The new park needs the trees to be big.
 - *Applicant response:* There is significant grade change, so there will be a soil depth to allow large trees.
- The symmetrical elevation of confronting residential tower is too predictable, consider making asymmetrical to emphasize the base wrapping around the corner onto Wisconsin, and emphasize the transition back to park.
- The corner of the new building facing the Market and the park needs to be greatly improved, to bring the public around to it, establish the corner all the way down to the ground.



- *Applicant response:* Agreed, we are starting to think about the Panel's design concept already and how it relates to the Market. Looking at pedestrian scale retail, base, tower expression, and will revisit the design when we come back to the Panel. Looking into two story penthouse units on the single loaded corridor bar facing the park.
- Put off by the open glass modern elevation of the Market's addition, the idea that the hip continues, less modern, bring the hip roof back down, even be a glass roof, hip roof it instead of gable roof.
 - *Applicant response:* The steel frame building addition could be wood, the HPC wants the Market building to translate to the new market building.
- What stage is the public open space in, will the Panel and Planning/Parks be involved in the design?
 - *Staff response:* This is Sketch Plan, and we will all be heavily involved as this Project moves forward.
 - Staff mentioned the two development options that are going to the Planning Board.
- Do you need the woonerf, with the option that includes the Park, or can it be closed it off to cars, this design will need to be looked at closer at the time of Site Plan?
 - *Applicant response:* The woonerf is needed at this time for fire access, especially with the residential lobby is at the back, drop off may be needed, market may need it for service, may be closed to cars, will need to be looked at site plan.
- What is proposed in the park?
 - *Applicant response:* Lot 24-active, splash park, lawn, amphitheater, spaces for movies/concerts, closing woonerf for special events, could lawn accommodate skating rink in winter, Lot 10-nature play, dog park, lawn.
- Can the circulation of Willow be discussed the next time the Panel sees this Project? Show access to parking, one-way or two-way on Willow, the bike facilities, provide cleaner diagrams for flow around the site.

Panel Recommendations:

The following recommendations should be incorporated into the Staff Report.

1. Shed dormers may work better for the building addition, consider getting rid of the intermediate truss to provide flexibility on the inside of the structure.
2. Provide all elevations of the Market addition for review.
3. The symmetrical elevation of tower is too predictable, consider making asymmetrical to emphasize the base wrapping around the corner onto Wisconsin, and emphasize the transition back to park.



4. The corner of the new building facing the Market and the park needs to be greatly improved, to bring the public around to it, establish the corner all the way down to the ground.
5. Consider less modern for the addition to the Market, bring the hip roof back down, even be a glass roof, hip roof it instead of gable roof....more hip less modern.
6. With the development option that includes the park, consider removing the woonerf.
7. Provide circulation diagrams for the entire site, specifically addressing access to parking, Willow Lane, bike facilities, the woonerf, and the general flow around the site.
8. Public Benefit Points: The project is on track to achieve at least the minimum 10 Exceptional Design points required in the Bethesda Overlay Zone.
9. Straw vote: 0 in support, 4 in support but with conditions, 0 do not support



Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	Bethesda Market
File Number(s)	320190030
Project Address	7121 and 7155 Wisconsin Avenue, 7106 46th Street, and 4600 Leland Street; 7126 and 7140 Wisconsin Avenue and 4705 Miller Avenue

Plan Type

Concept Plan ☐Sketch Plan ☒Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Chris Ruhlen	301-841-3834	cmruhlen@lercheearly.com
Architect	Joe Pikiewicz, FXCollaborative Architects LLP; 646-292-8205; jpikiewicz@fxcollaborative.com		
Landscape Architect	Matt Clark, LandDesign; 703-549-7784; mclark@landdesign.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR, CRT, and Bethesda Overlay Zone; see attached	Varies - max. 225 west, 175 east; see attached	Max. 585 res'l units, 35,305 sf nonres'l; see attached
Proposed Land Uses	Multi-family residential units (inc. 15% MPDUs), non-residential uses (e.g., retail), open space, and public and private amenities		
Brief Project Description and Design Concept <i>(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)</i>	<p><input checked="" type="checkbox"/> Check if requesting additional density through the Bethesda Overlay Zone (BOZ)</p> <p>This is a large, complex project with several developers and numerous consultants, and thus the attached Statement of Justification should be read in full to understand the description of the project and the design concept. In summary, Columbia Realty Venture LLC ("Columbia Realty"), Wisconsin Avenue Properties LLC ("WAP-FP"), and Wisconsin Columbia Venture LLC (the "Joint Venture") (collectively, the "Applicants") have submitted a Sketch Plan application for: (i) 7121 Wisconsin Avenue, 7155 Wisconsin Avenue (the "Farm Women's Cooperative Market"), 7106 46th Street ("Parking Lot 24"), and 4600 Leland Street ("Parking Lot 10") (collectively, the "East Side Properties"); and (ii) 7126 and 7140 Wisconsin Avenue, and 4705 Miller Avenue (collectively, the "West Side Properties"). The Sketch Plan proposes two alternate design approaches for the redevelopment of the East Side Properties, one of which includes Parking Lot 24 and Parking Lot 10 ("Option A"), and one of which does not ("Option B"). However, both Options retain the Farm Women's Cooperative Market as the designated historic resource it is, while at the same time including changes to revitalize the site and recontextualize it as the centerpiece of a broader, comprehensive mixed-use development.</p> <p>Under both Options, the West Side Properties are proposed for up to 260 multi-family residential units and up to 7,500 square feet of non-residential uses. For the East Side Properties, Option A proposes up to 325 multi-family residential units (multi-family units and townhouse units), up to 27,805 square feet of non-residential uses (excluding approximately 4,195 square feet in the existing historic Farm Women's Cooperative Market building). In addition, existing parking spaces on Parking Lots 24 and, potentially, Parking Lot 10 would be relocated into an underground garage that would span 7121 Wisconsin Avenue and Parking Lot 24. The potential redevelopment of one or both of the County surface parking lots will facilitate new parks and neighborhood greens. Under Option B, the proposed development for the West Side Properties remains the same as with Option A, but up to 230 multi-family residential units and up to 5,005 square feet of non-residential uses are proposed on the East Side Properties with no redevelopment of Parking Lots 24 and 10.</p> <p>The project proposed for the West Side Properties is unchanged from the time of the Design Advisory Panel's ("DAP's") previous review of the Sketch Plan in October 2018, and continues to include revisions that were presented at that time to address comments received on the initial Concept Plan in May 2018. However, the Sketch Plan now proposes notable revisions for the development project on the East Side Properties, including but not limited to, the following: (1) relocation of the underground parking garage so as to minimize encroachments into the environmental setting of the historic Farm Women's Cooperative Market building; (2) replacement of the previously proposed stand-alone retail pavilion with a building addition for the Farm Women's Cooperative Market; (3) revisions to the multi-family building on the East Side Properties to accommodate a wider park on Parking Lot 24 and incorporation of a penthouse level on the eastern portion of the building; and (4) replacement of the previously proposed townhouses on Parking Lot 10 with a potential neighborhood green.</p>		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The West Side Properties and the East Side Properties are each requesting approval of 10 public benefit points in the exceptional design category for their respective projects, which will be subject to separate Preliminary and Site Plans as explained in the attached Statement of Justification. In brief, the Sketch Plan proposes two coordinated design alternatives - Option A and Option B - that both propose to revitalize the Farm Women's Cooperative Market and transform it into the centerpiece of a broader comprehensive mixed-use setting, creating the "civic green"-like open space envisioned by the Sector Plan. Under both Options, redevelopment of the West Side Properties is considered in its larger context, with direct acknowledgment of the revitalized Farm Women's Cooperative Market, which will be a great new urban destination for Bethesda and for the region. A five-story base will create a continuous street edge at a comfortable pedestrian scale along the street frontages, responding to the tree canopy height and maintaining the character of the neighboring small-scale retail streets. The ground floor will primarily contain retail program, strengthening the street activity in the area. Connection to green space will also be a key component to the building's urban integration with enhanced streetscape and the introduction of activating uses at grade. Moving up the building, a defined stepback above the fifth floor will differentiate the tower from its base, allowing the tower to respond to the scale of the larger urban context. The base of the building will be articulated above the fourth floor with a distinct fifth floor to further reduce the scale of this element. Horizontal and vertical reveals will be incorporated into the building to breakdown the overall mass and create visually pleasing proportions. The building setback at the ground floor will be expanded at the residential lobby along Bethesda Avenue to encourage efficient pedestrian movement at the building entry. The stepback above the Bethesda and Wisconsin Avenue frontages will further enhance pedestrian comfort and create a better relationship to the open space at the Farm Women's Cooperative Market. The massing of the tower will be approached as multiple building blocks, which allows the flexibility to vary the tower heights. The height of the building at the southwest corner will be lower to comply with zoning and create a better relationship to the neighboring context. The height will be increased as the massing extends from south to north and also from west to east, allowing appropriate relationships to be established between the neighboring lower scale buildings to the south and the dense urban fabric to the north. This will also create a special top at the northeast corner that contributes to the quality of the skyline.</p> <p>For the East Side Properties, Option A will allow for their comprehensive redevelopment, with existing public parking spaces on Parking Lots 24 and, potentially, Parking Lot 10 relocated into an underground garage that will span the 7121 Wisconsin Avenue and Parking Lot 24 portions of the site, with only a minor encroachment into the Farm Women's Cooperative Market site at the southeast corner. Option A would also provide for all of the following: (i) a new multi-acre public park; (ii) an expanded mixed-use building that integrates retail, the building lobby, and townhouse-scale units at the base; (iii) an addition to the Farm Women's Cooperative Market building; and (iv) other site features and amenities. Option A would work in concert with its surroundings and form an integral part of a new urban composition that includes the refreshed Farm Women's Cooperative Market, new parks and, potentially, neighborhood greens, and the proposed future development on the West Side Properties. Under Option B, Parking Lots 24 and 10 would not be included, but a new multi-family building with ground floor retail would still be provided on the 7121 Wisconsin Avenue site in addition to the proposed "civic green"-like open space at the Farm Women's Cooperative Market.</p> <p>The preliminary design concepts for the new building on the East Side of Wisconsin Avenue under both Options A and B are described in detail in the attached Statement. Importantly, however, both scenarios represent a continued evolution from the initial plans for the residential tower that were presented at the time of Concept Plan. More specifically, the tower continues to provide improved separation from the existing office building to the south at 7101 Wisconsin Avenue, by shifting the proposed building to abut the northern property line of the 7121 Wisconsin Avenue portion of the site (rather than the approximate 15 feet setback from that property line that had been proposed with the Concept Plan submission). Above the ground floor, a distinct base will be established, with stepbacks and terraces above the sixth floor on all sides. It is anticipated that additional balconies and reveals will be carved out of the building mass to further enhance the presence of a distinct base, break down the overall mass of the building, and acknowledge the unique context of the site. The north side of the tower will be articulated with an increased stepback at the center, so as to acknowledge the presence of the Farm Women's Market building. Both Options also eliminate the cantilevered corner that was proposed in the Concept Plan submission and incorporate additional stepbacks at the top to further break down mass and compliment the skyline.</p>
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DESIGN ADVISORY PANEL SUBMISSION PROCESS

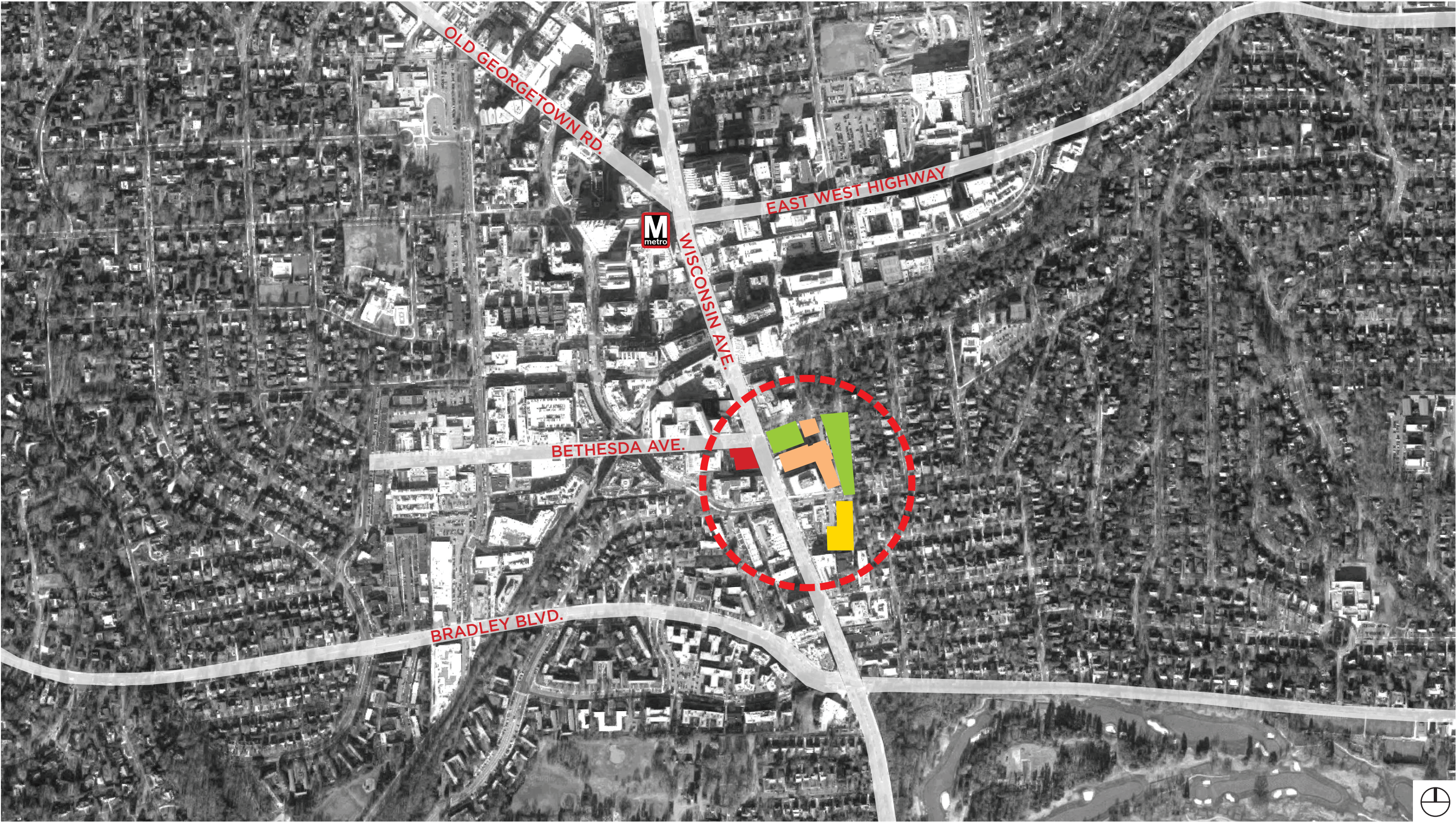
- Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
Laura Shipman, Design Advisory Panel Liaison, laura.shipman@montgomeryplanning.org, 301-495-4558
- A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.
- Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan:
 - Property Location (aerial photo or line drawing)
 - Illustrative Site Plan
 - 3D Massing Models
 - Typical Floor Plans
 - Sections
 - Elevations
 - Perspective Views
 - Precedent Images
 - Drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible



BETHESDA MARKET

DESIGN ADVISORY PANEL
25 SEPTEMBER, 2019

CONTEXT PLAN



25 SEPTEMBER 2019 | Design Advisory Panel
BETHESDA MARKET 320190030

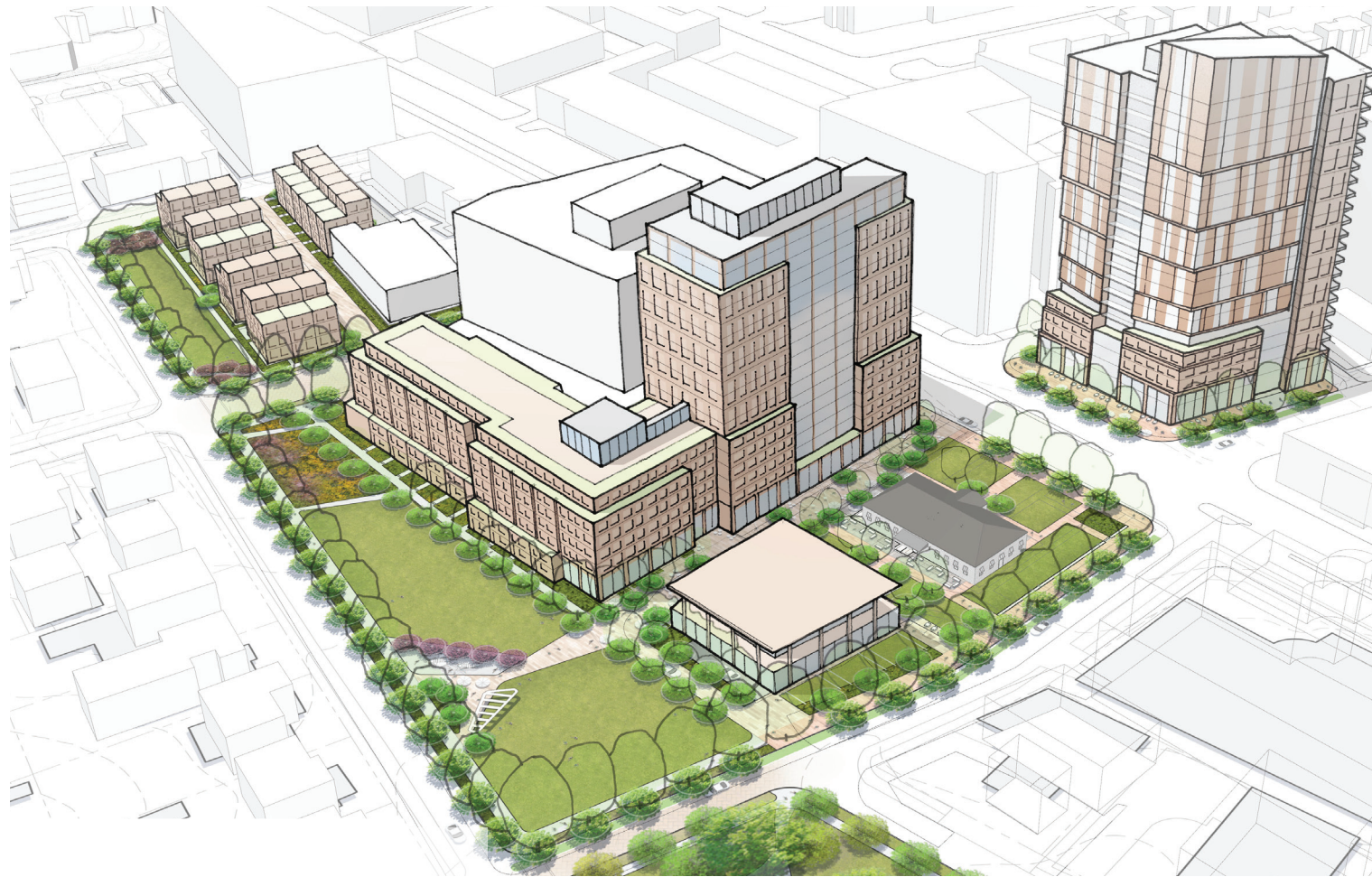
NE AERIAL VIEW



NOTES:
1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.

SUBMISSION UPDATES

- Removed Most of the Below Grade Parking Below Farm Women's Market Site
- Removed Retail Pavillion on Lot 24
- Reconfigured Farm Women's Cooperative Market with Addition
- Substantially Increased Park Space and Reduced Building Footprint on Lot 24
- No Development on Lot 10, Only Park Space



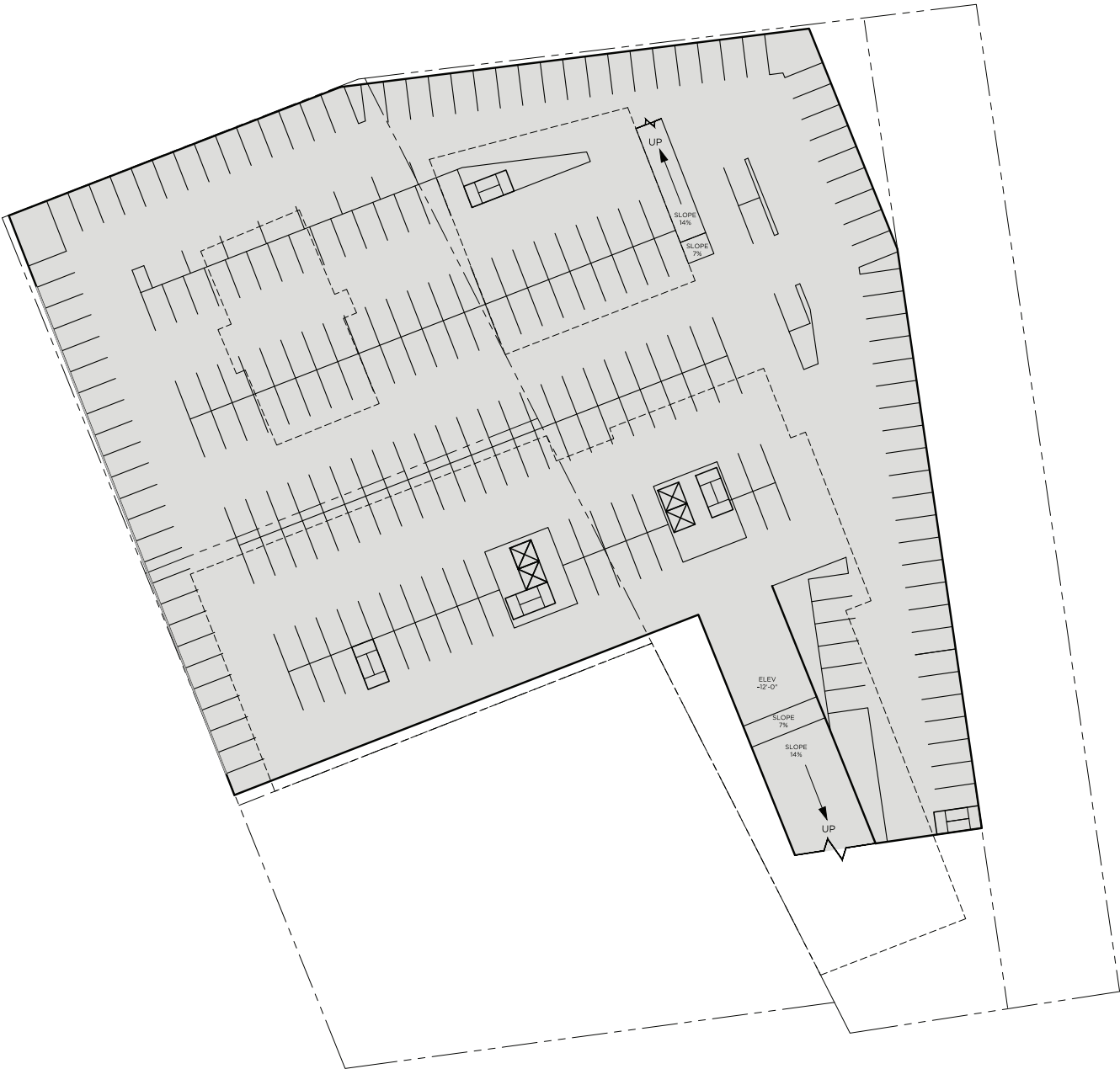
October 2018 Sketch Plan Submission



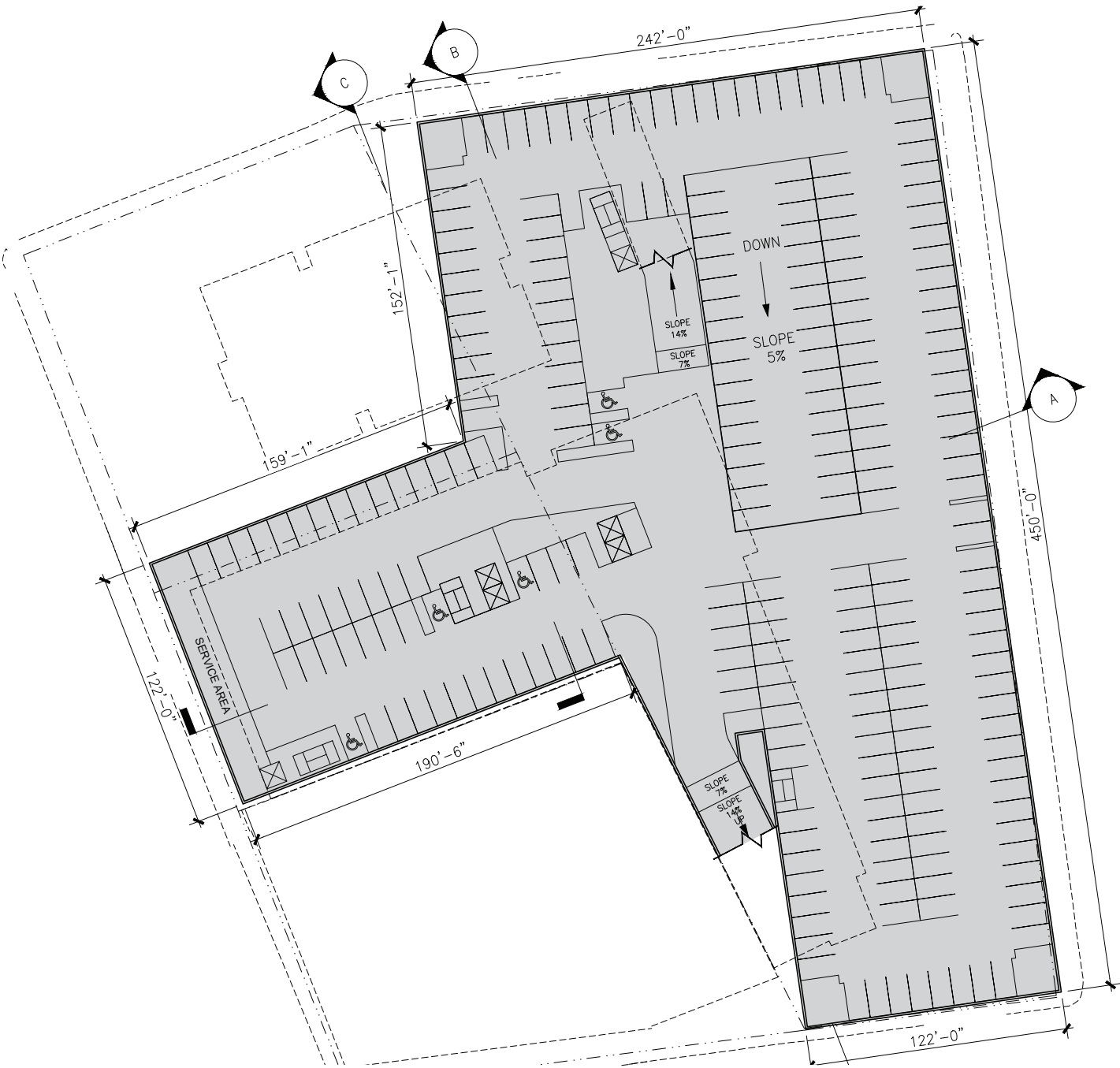
September 2019 Sketch Plan Submission

BELOW GRADE PARKING

- Reconfigured Below Grade Parking
- Eliminated Most of the Parking Below the Farm Women’s Market Site
- Increased Efficiency



October 2018 Sketch Plan Submission



September 2019 Sketch Plan Submission

RETAIL AT FARM WOMEN'S MARKET SITE

- Removed Freestanding Retail Pavillion on Lot 24
- Reconfigured Farm Women's Cooperative Market Building with Addition



October 2018 Sketch Plan Submission

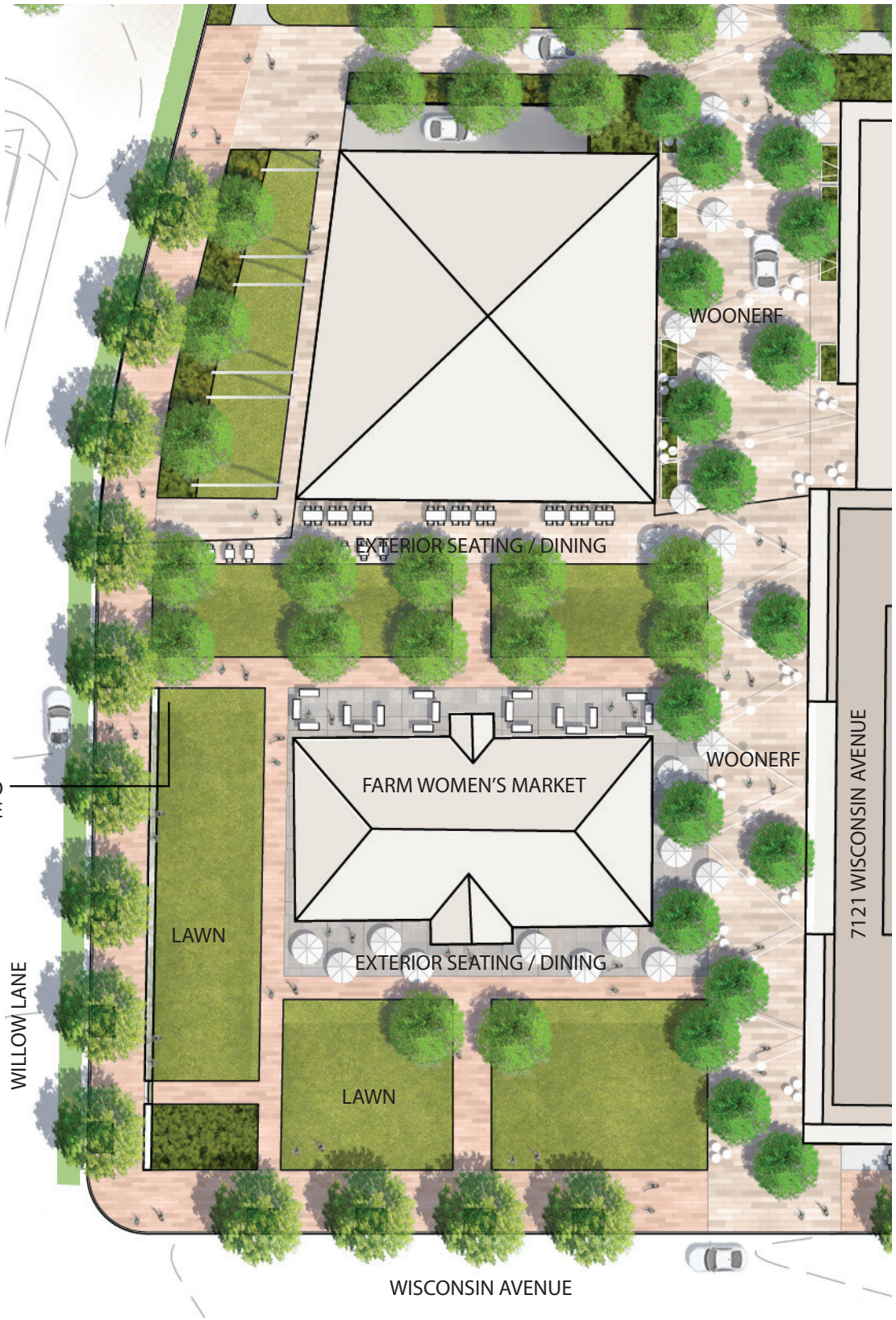


September 2019 Sketch Plan Submission

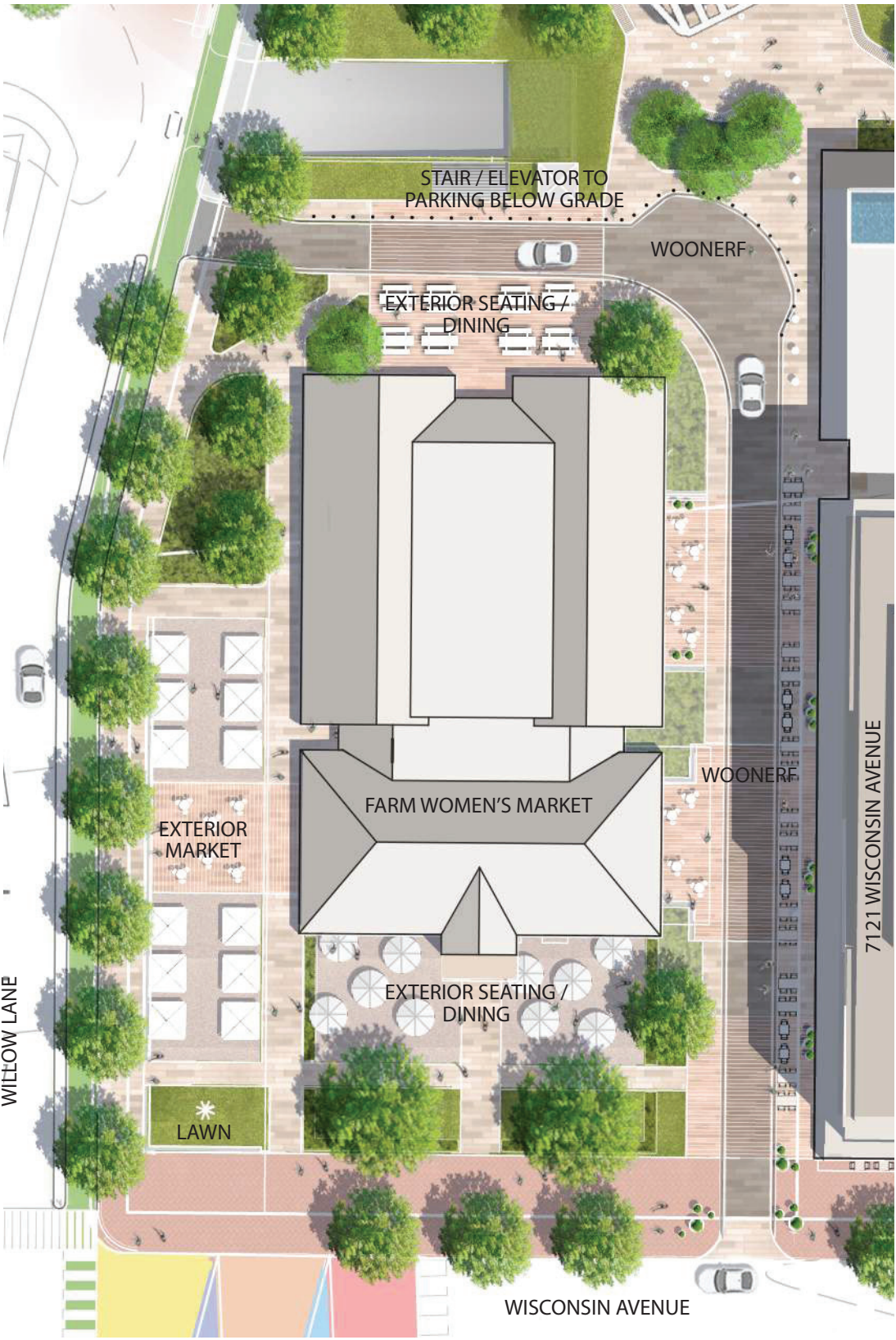
SUBMISSION UPDATES

- Relocated stair / elevator to parking below grade
- Substantially increased park space and substantially reduced building footprint on Lot 24
- Lawn to the north of Farm Women's Market substituted with exterior market
- Removed Retail Pavilion on Lot 24
- Reconfigured Farm Women's Cooperative Market with Addition

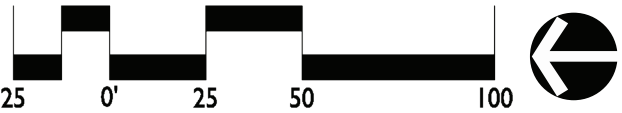
STAIR / ELEVATOR TO
PARKING BELOW GRADE



October 2018 Sketch Plan Submission



September 2019 Sketch Plan Submission

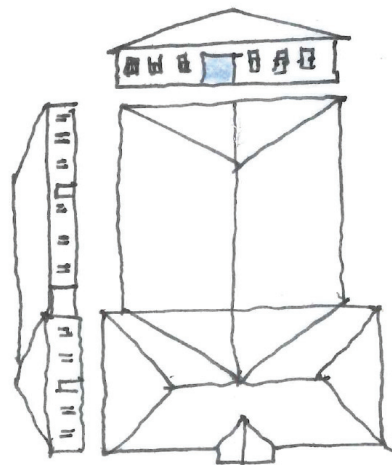


RETAIL AT FARM WOMEN'S MARKET SITE

INITIAL CONCEPTS PRESENTED TO HPC

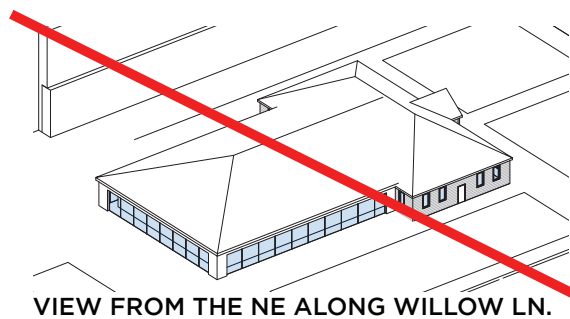
HPC's Unanimous Preferred Alternative

DESIGN CONCEPT STUDIES FOR MASSING / ROOF FORMS/ FENESTRATIONS

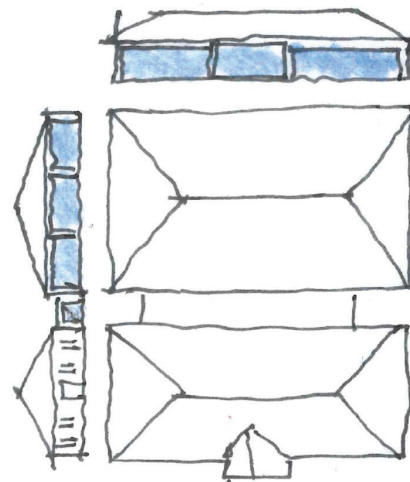


SKETCH 1

- **FORM, MASSING & ROOF:** REPLICATES THE EXISTING ROOF FORM ON A LARGER SCALE
- **FENESTRATION:** SOLID WALLS WITH REPLICATED WINDOW PROPORTIONS
- **THE ROOF OF THE ADDITION DISRUPTS THE RIDGE LINE OF THE FWM, GIVES FALSE IMPRESSION OF HISTORICAL DEVELOPMENT**
- **NOT ENOUGH DISTINCTION FROM THE FWM IN FORM, MASSING AND FENESTRATION**

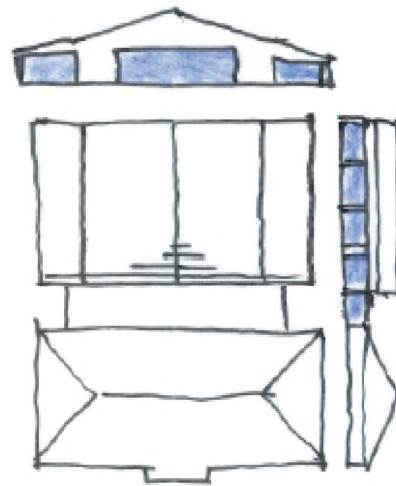


VIEW FROM THE NE ALONG WILLOW LN.



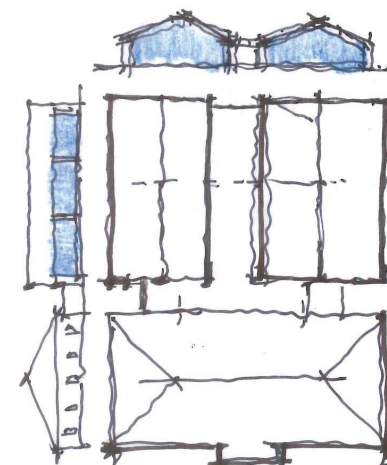
SKETCH 2

- **FORM, MASSING & ROOF:** REPLICATES THE EXISTING ROOF FORM ON A LARGER SCALE; PROVIDES A SPACE BETWEEN THE NEW CONSTRUCTION AND THE FWM ROOF
- **FENESTRATION:** PRIMARILY TRANSPARENT FACADE W/ EXPRESSION OF STRUCTURAL BAYS, REVERSE OF FWM'S PUNCH WINDOW/ SOLID WALL SYSTEM
- **SEPARATING THE NEW ROOF FROM THE FWM ALLOWS THE HISTORIC ROOF FORM TO BE UNDERSTOOD AS IT WAS ORIGINALLY**
- **FENESTRATION CREATES MORE DISTINCTION BETWEEN FWM AND ADDITION**



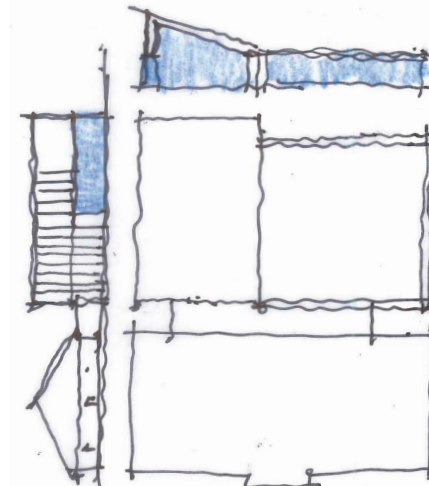
SKETCH 3

- **FORM, MASSING & ROOF:** RECALLS A ROOF FORM OF FARM MARKET HISTORIC PRECEDENTS UNDER A SINGLE ROOF FORM; PROVIDES A SPACE BETWEEN THE NEW CONSTRUCTION AND THE FWM
- **FENESTRATION:** PRIMARILY TRANSPARENT FACADE, RECALLS THE OPEN AIR/ FLEXIBLE CHARACTER OF THE FARM MARKET STRUCTURES
- **SEPARATING THE NEW ROOF FROM THE FWM ALLOWS THE HISTORIC ROOF FORM TO BE UNDERSTOOD AS IT WAS ORIGINALLY**
- **FENESTRATION IS DISTINCT FROM FWM AND IS IN KEEPING WITH THE FARM MARKET VERNACULAR**



SKETCH 4

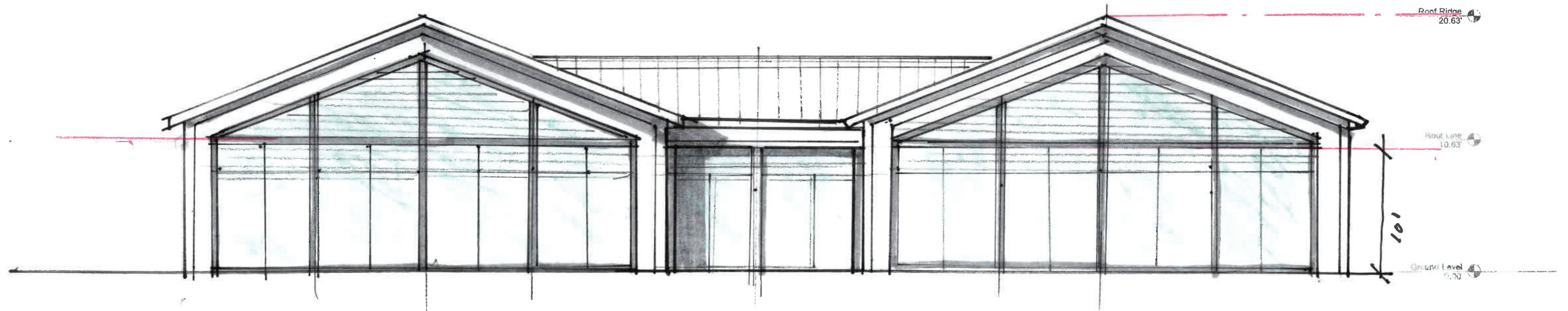
- **FORM, MASSING & ROOF:** RECALLS A ROOF FORM OF FARM MARKET HISTORIC PRECEDENTS W/ TWO SYMMETRICAL ROOF FORMS; PROVIDES A SPACE BETWEEN THE NEW CONSTRUCTION AND THE FWM
- **FENESTRATION:** PRIMARILY TRANSPARENT FACADE, RECALLS THE OPEN AIR/ FLEXIBLE CHARACTER OF THE FARM MARKET STRUCTURES
- **SEPARATING THE NEW ROOF FROM THE FWM ALLOWS THE HISTORIC ROOF FORM TO BE UNDERSTOOD AS IT WAS ORIGINALLY**
- **DOUBLE ROOF FORM OF THE ADDITION HONORS THE CENTRALIZED ORGANIZATION OF FWM AND SCALES DOWN THE SIZE OF THE ADDITION IN RELATION TO THE FWM**
- **FENESTRATION IS DISTINCT FROM FWM AND IS IN KEEPING WITH THE FARM MARKET VERNACULAR**



SKETCH 5

- **FORM, MASSING & ROOF:** DEPARTS FROM TRADITIONAL FWM ROOF FORMS, IS AN ABSTRACT REPRESENTATION OF FARM MARKET STRUCTURES
- **FENESTRATION:** A BALANCE OF SOLID AND TRANSPARENT MATERIALS ON THE FACADE; IT IS A CONTEMPORARY INTERPRETATION OF OPEN AIR/ FLEXIBLE FARM MARKET FACADES
- **SEPARATING THE NEW ROOF FROM THE FWM ALLOWS THE HISTORIC ROOF FORM TO BE UNDERSTOOD AS IT WAS ORIGINALLY**
- **FLAT ROOF IS SUBORDINATE TO THE FWM**
- **PITCHED ROOF AND FENESTRATION ARE VISUALLY DISTINCT FROM FWM AND ARE A CONTEMPORARY NOD TO THE NEW USES AND PARK SETTING BEYOND**

FARM WOMEN'S MARKET: RENDERED ELEVATION



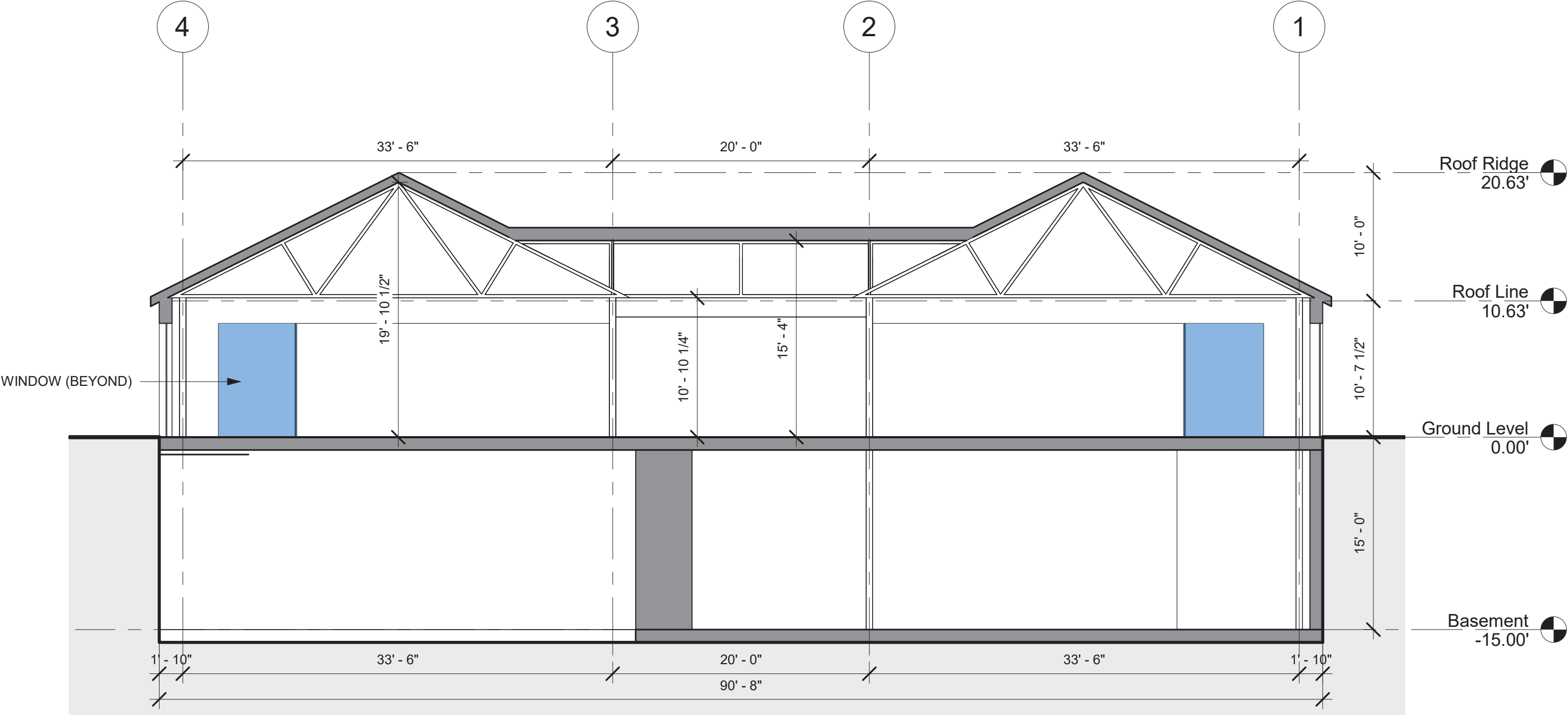
*BUILDING MASSING IS SUBJECT TO REFINEMENT.

NOTES:

1. All Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.

25 SEPTEMBER 2019 | Design Advisory Panel
BETHESDA MARKET 320190030 EAST SIDE

FARM WOMEN'S MARKET: SECTION

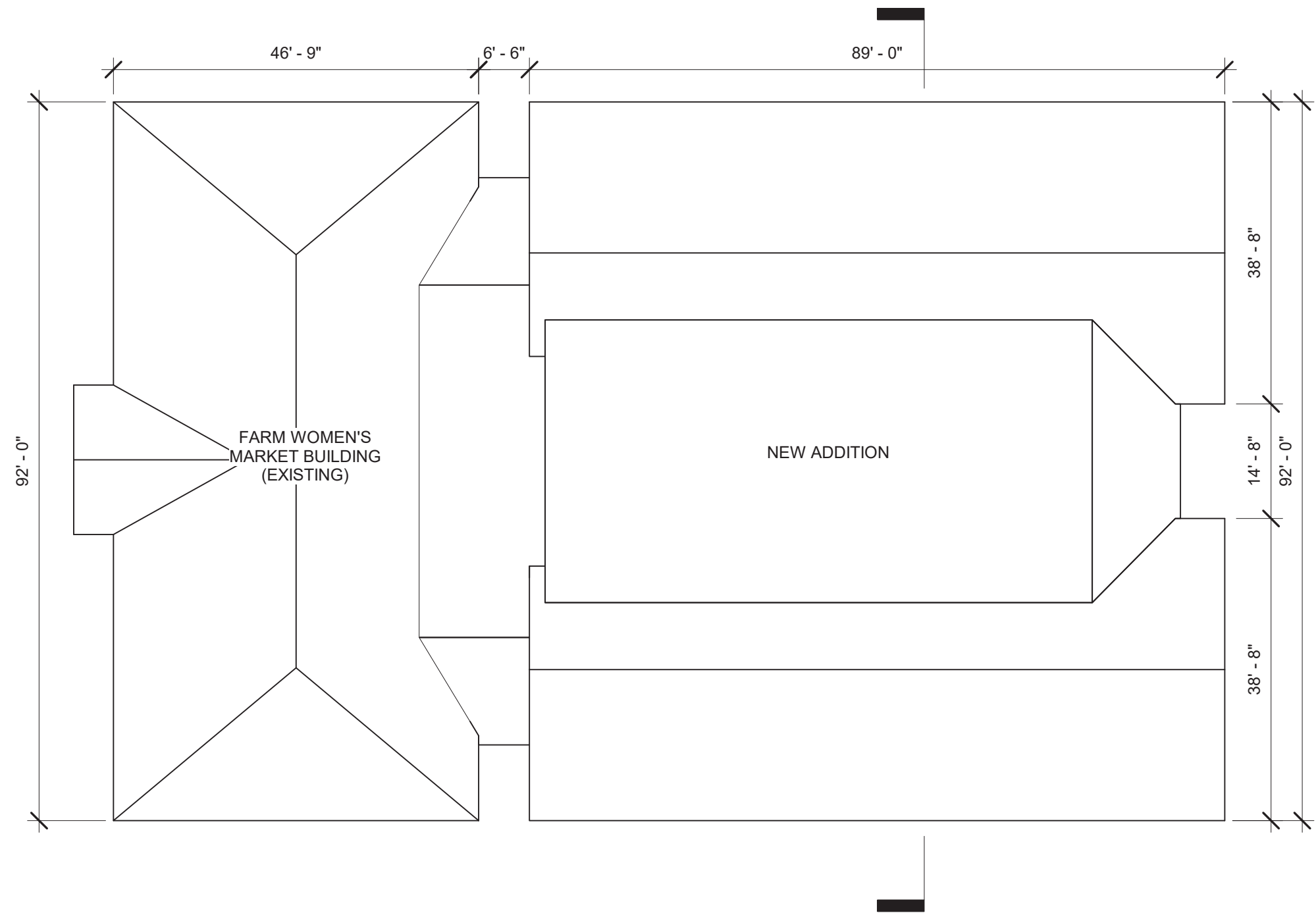


*BUILDING MASSING IS SUBJECT TO REFINEMENT.

NOTES:
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SCALE : 1/8" = 1'-0"

FARM WOMEN'S MARKET: ROOF PLAN



*BUILDING MASSING IS SUBJECT TO REFINEMENT.

NOTES:
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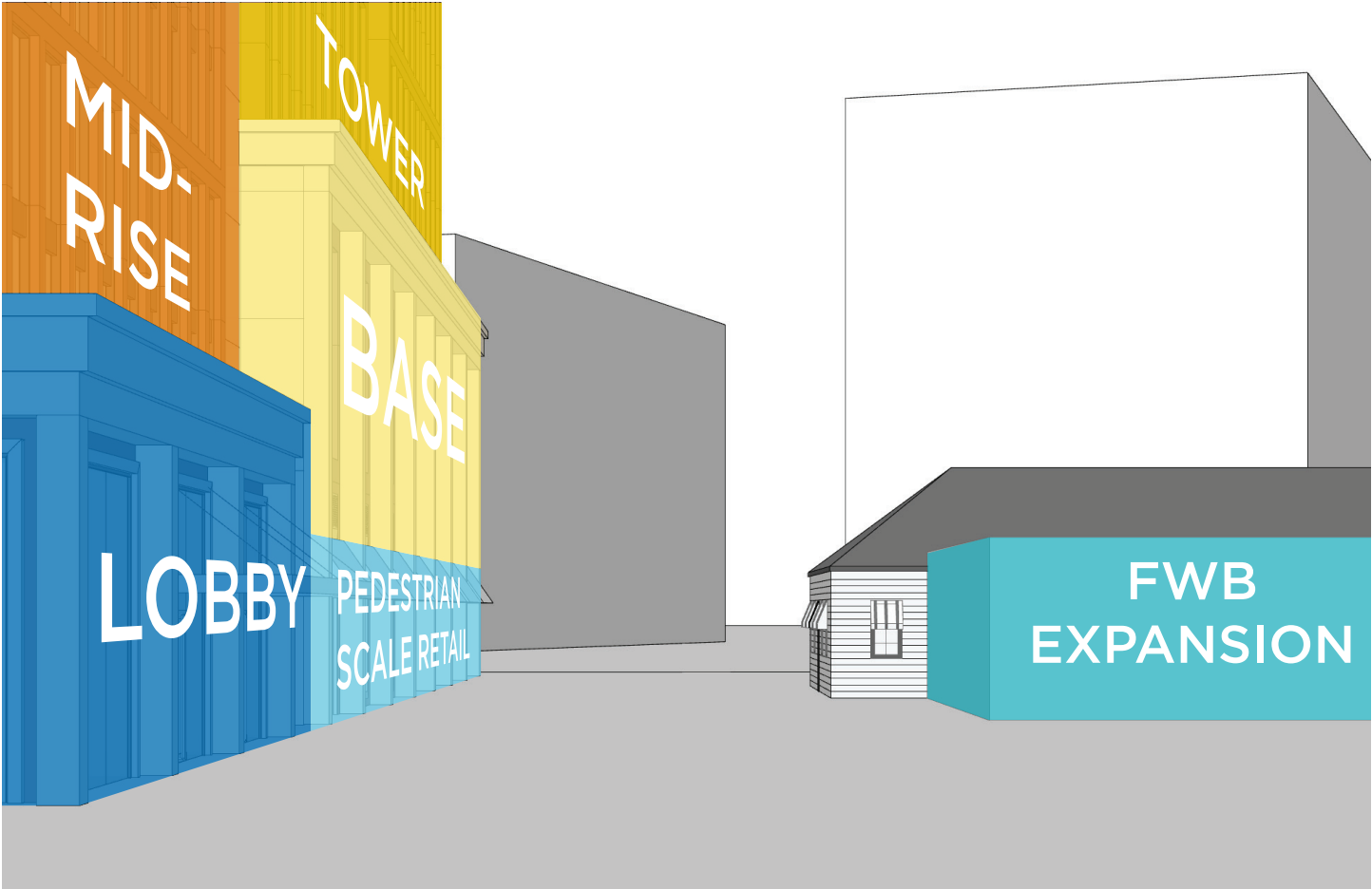


SCALE : 1/16" = 1'-0"

FARM WOMEN'S MARKET

7121 WISCONSIN BUILDING ARTICULATION DIAGRAM

LOOKING WEST



LOOKING EAST

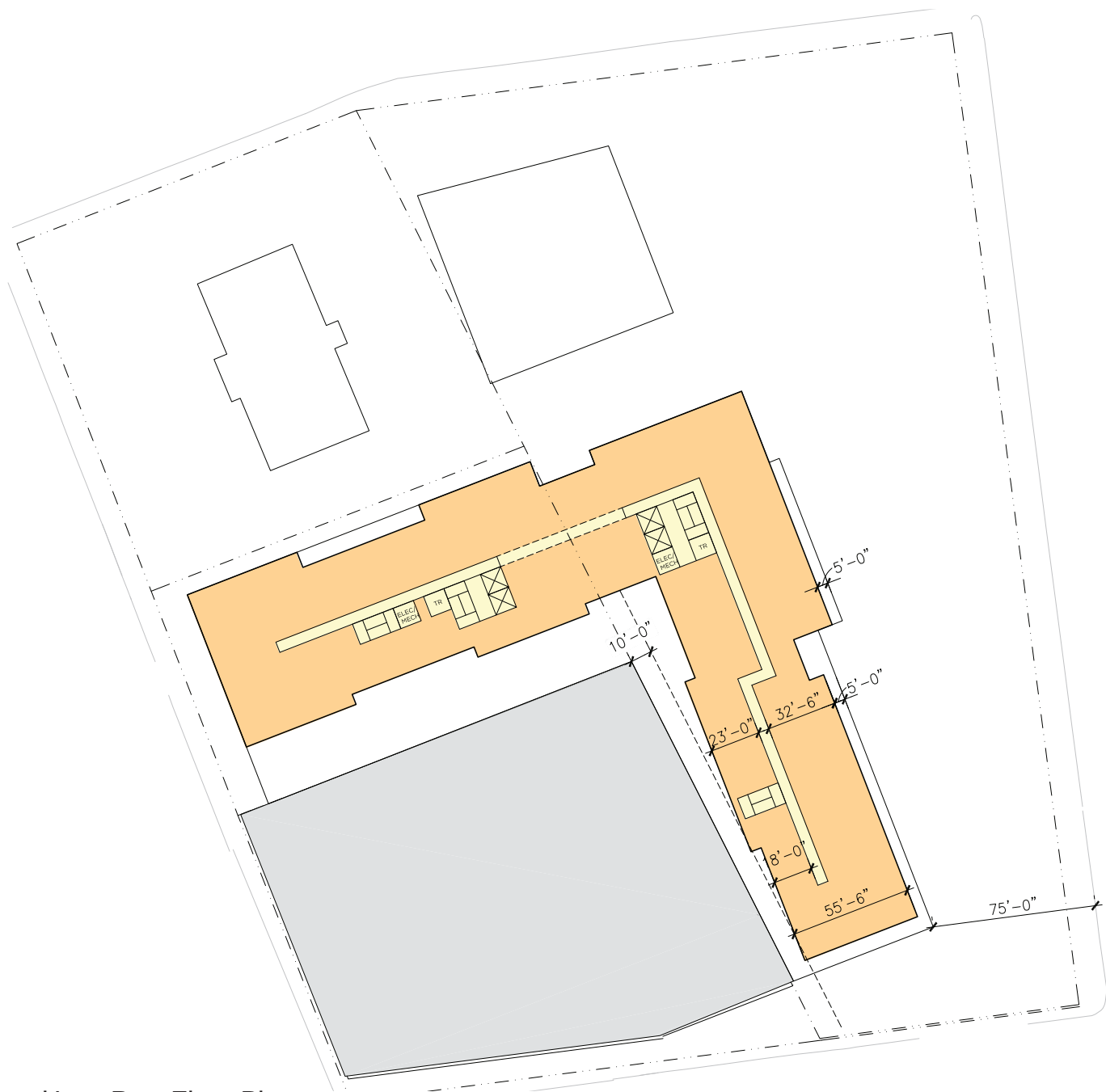


NOTE:

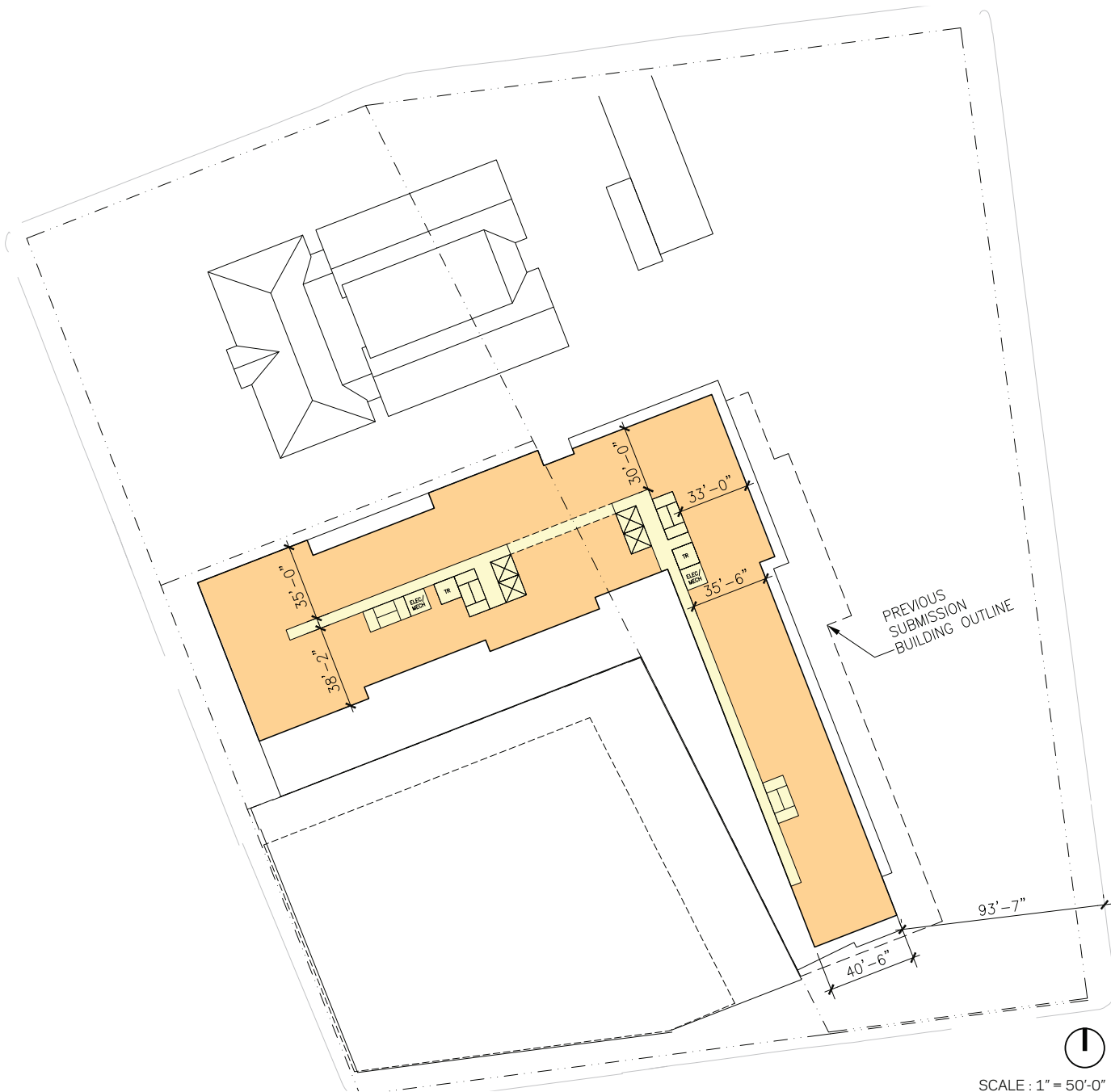
1. This is a conceptual diagram illustrating massing, scale, and organization of building elements.
2. The elements of the building identified here will be considered relative to the adjacent historic setting:
 - Pedestrian Scale Retail and the Lobby will be designed to relate to the scale and detail of the Farm Women's Market Building and its addition.
 - The Base and Mid-Rise elements will relate to the context of the historic setting and the new adjacent park.
 - The Tower element will also relate to this context and will also acknowledge the broader context of existing and proposed buildings of a similar scale along Wisconsin Avenue.
3. The expansion of the Farm Women's Market Building (FWB) is diagrammatic and will vary per the conceptual designs presented elsewhere.

INCREASED PARK SPACE ON LOT 24

- Substantially Reduced Building Footprint on Lot 24 with a Single Loaded Hallway Configuration
- Increased Park Space on Lot 24



Typical Low Rise Floor Plan
October 2018 Sketch Plan Submission



Typical Low Rise Floor Plan
September 2019 Sketch Plan Submission

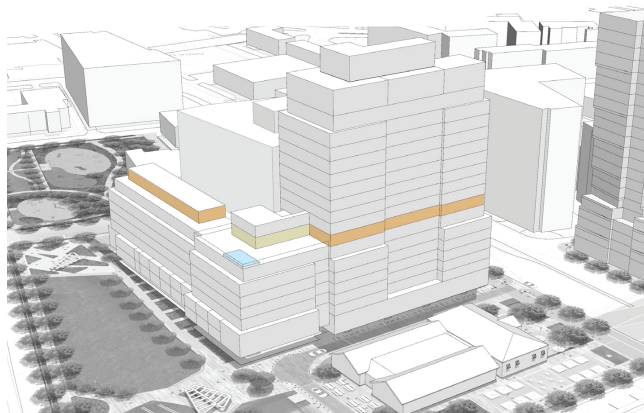
INCREASED PARK SPACE ON LOT 24



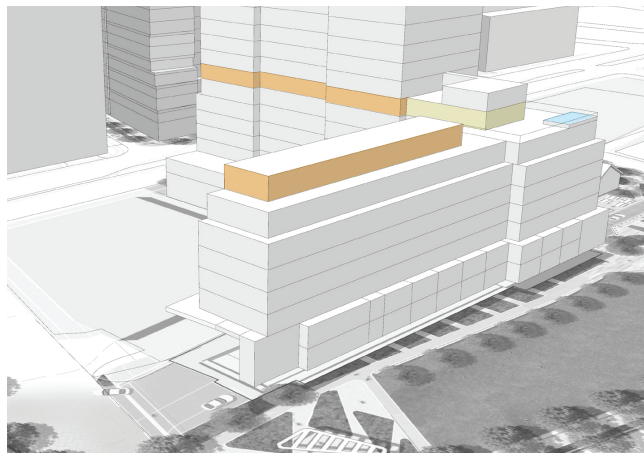
Current Rendered Site Plan

RECONFIGURED LOW-RISE DEVELOPMENT

- Provide Greater Visual Screen of 7101 Parking Garage and Structure, by Incorporating Penthouse Structure within 90' Height Area of Lot 24

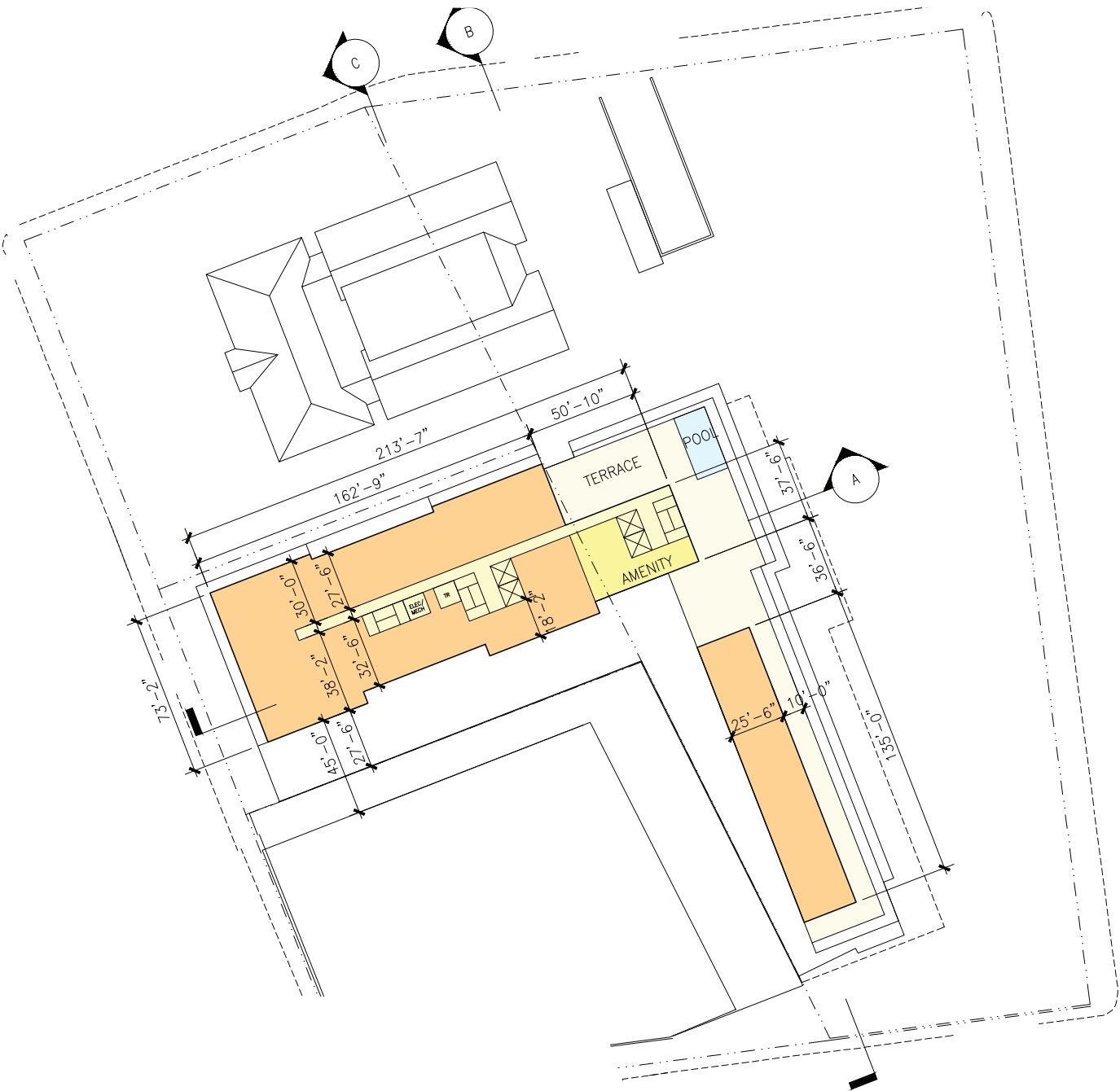


NE Aerial view



SE Aerial view

- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading



8th Floor Plan
September 2019 Sketch Plan Submission

LOT 10

- No Townhouse Development on Lot 10
- Increased and Consolidated Park Space on Lot 10



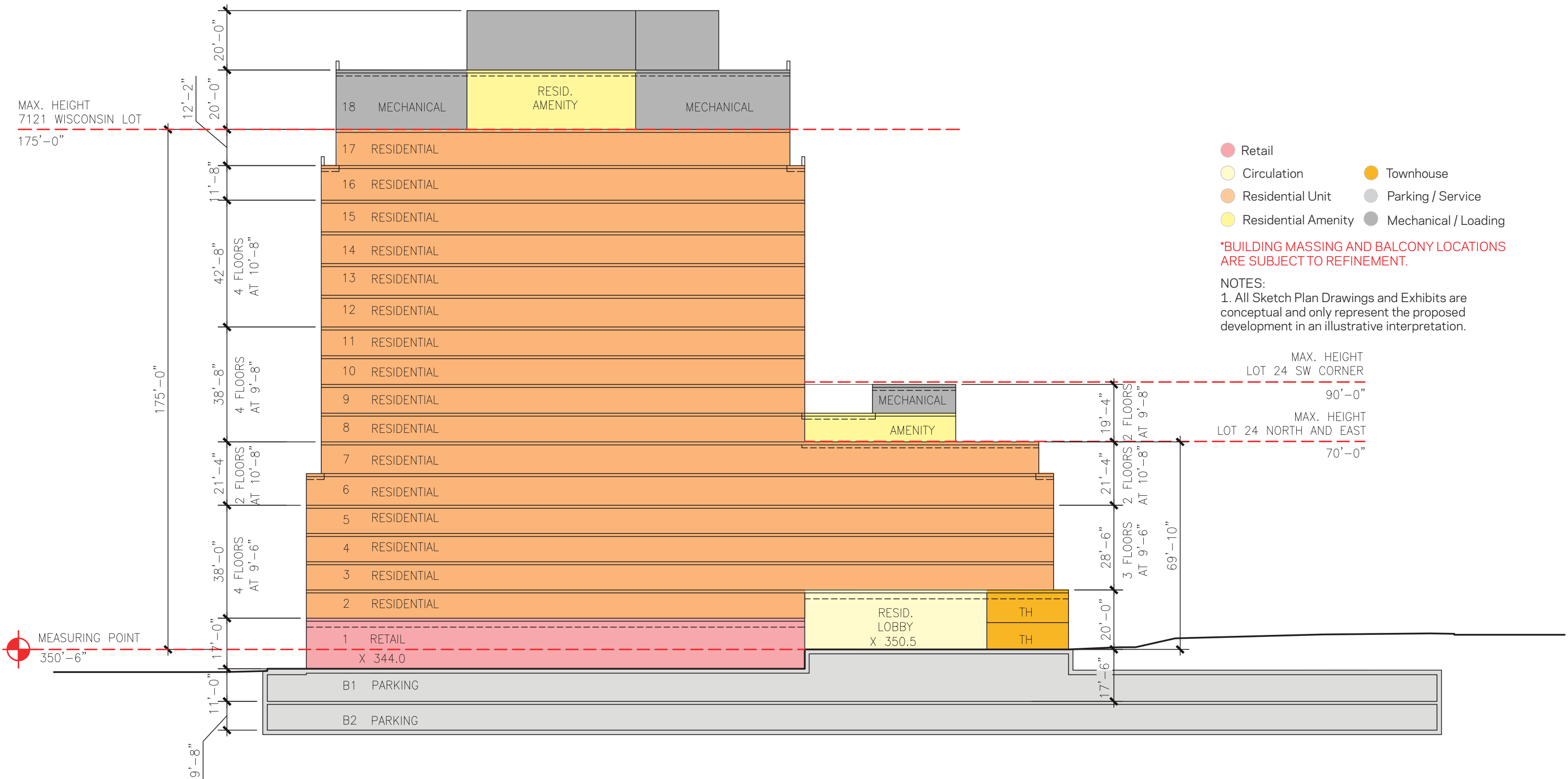
October 2018 Sketch Plan Submission



September 2019 Sketch Plan Submission

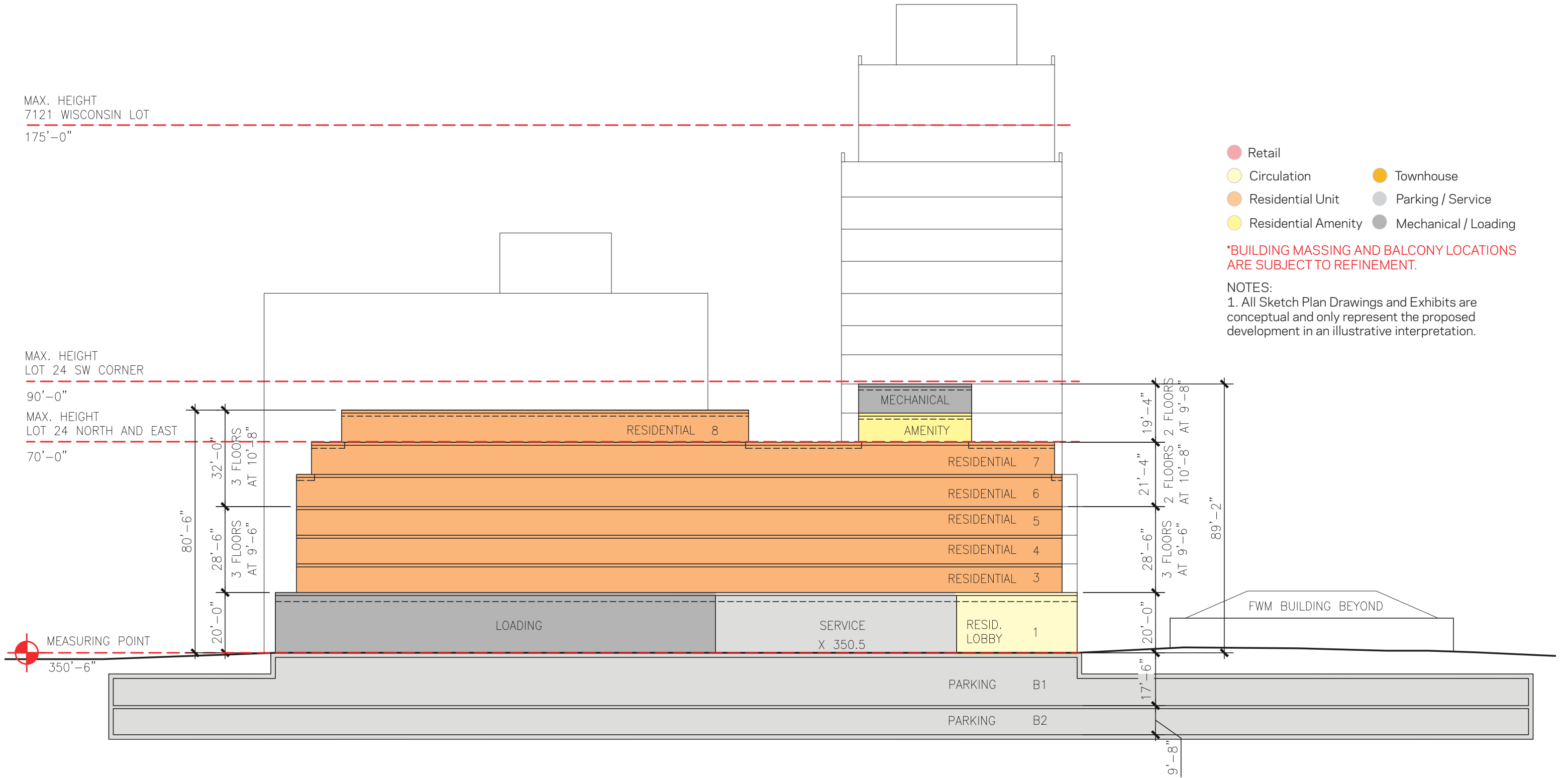
APPENDIX

WEST-EAST SECTION A



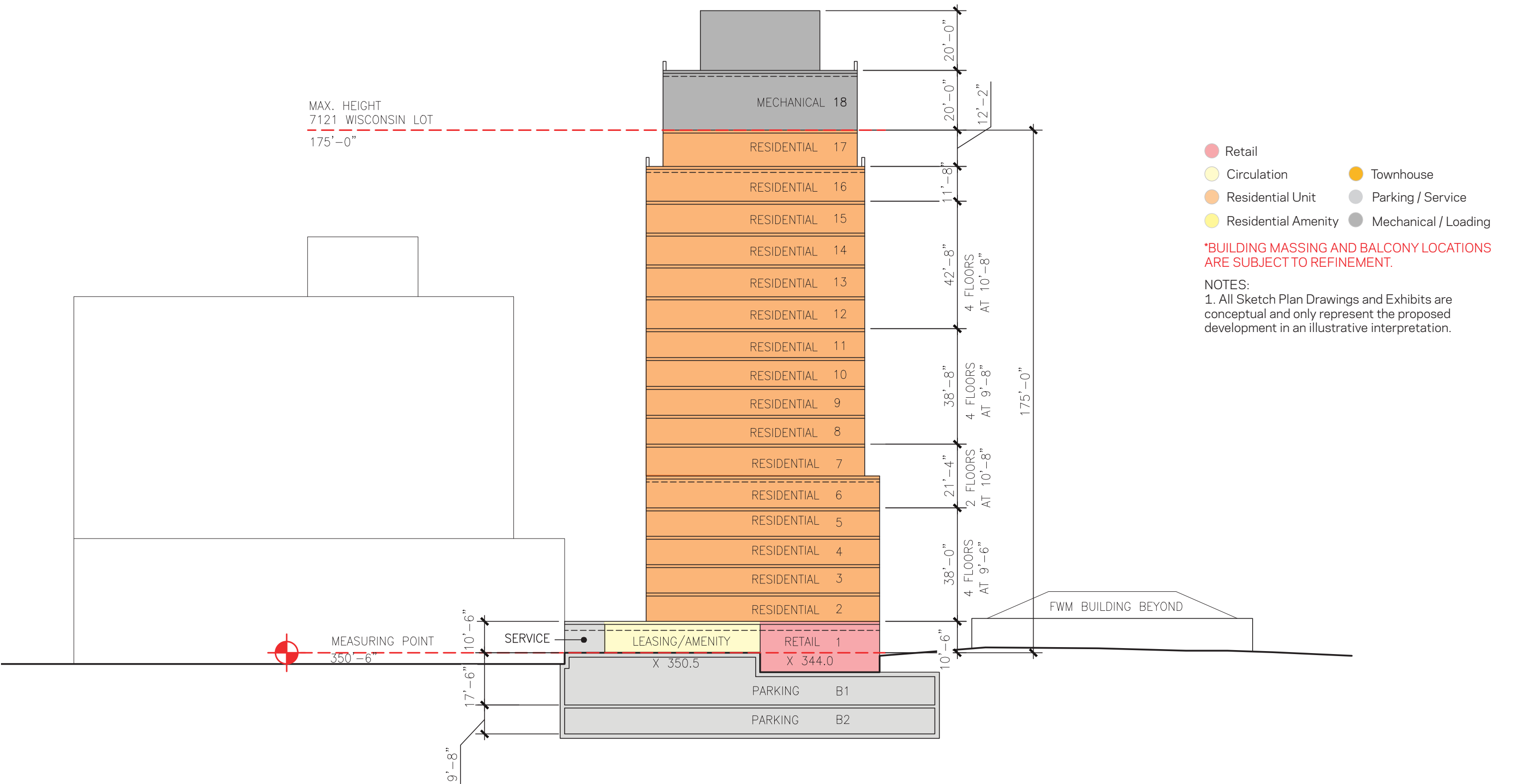
SCALE : 1" = 32'-0"

NORTH-SOUTH SECTION B



SCALE : 1" = 32'-0"

NORTH-SOUTH SECTION C



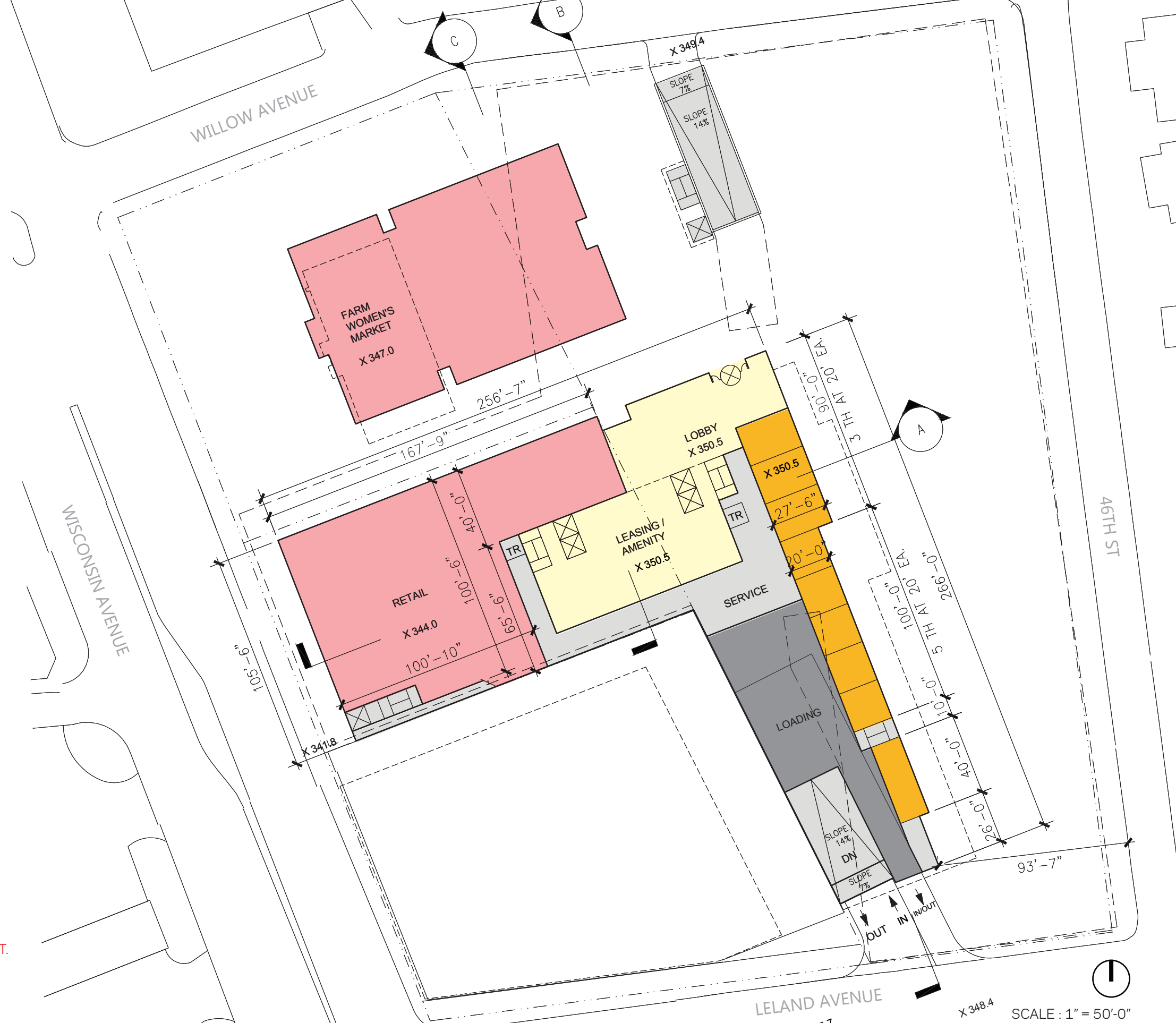
SCALE : 1" = 32'-0"

This aerial photograph shows the proposed 15-story building at 1000 Broadway in a light gray color. The existing 10-story building is shown in a darker gray. The surrounding urban context includes other buildings, a parking lot, and a landscaped area with trees and a small pond. The proposed building's footprint is clearly outlined, showing its relationship to the existing structure and the surrounding site.

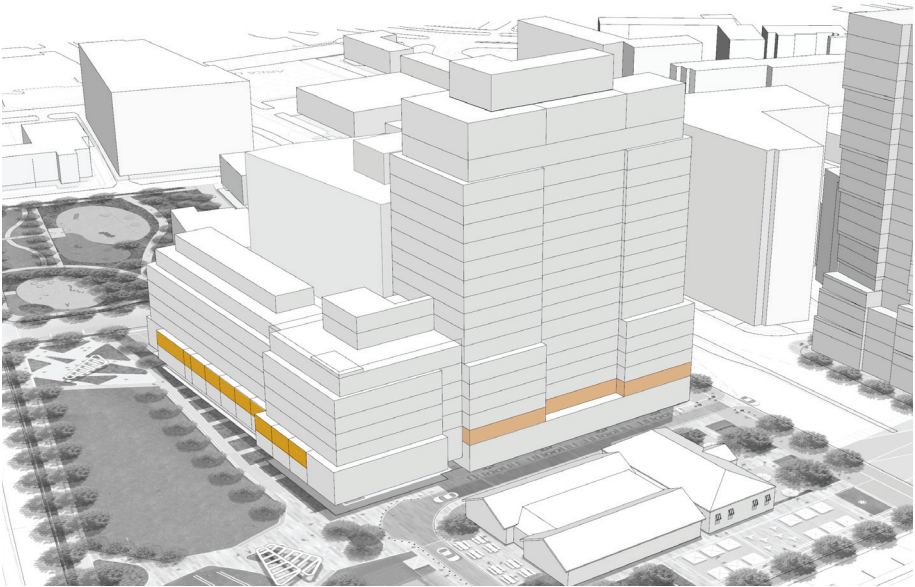
An aerial perspective rendering of a proposed multi-story building complex. The main structure is a long, rectangular building with a stepped roofline, featuring a red base section and a yellow base section. It is situated in an urban environment, surrounded by existing high-rise buildings, parking lots, and a street with a crosswalk.

- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

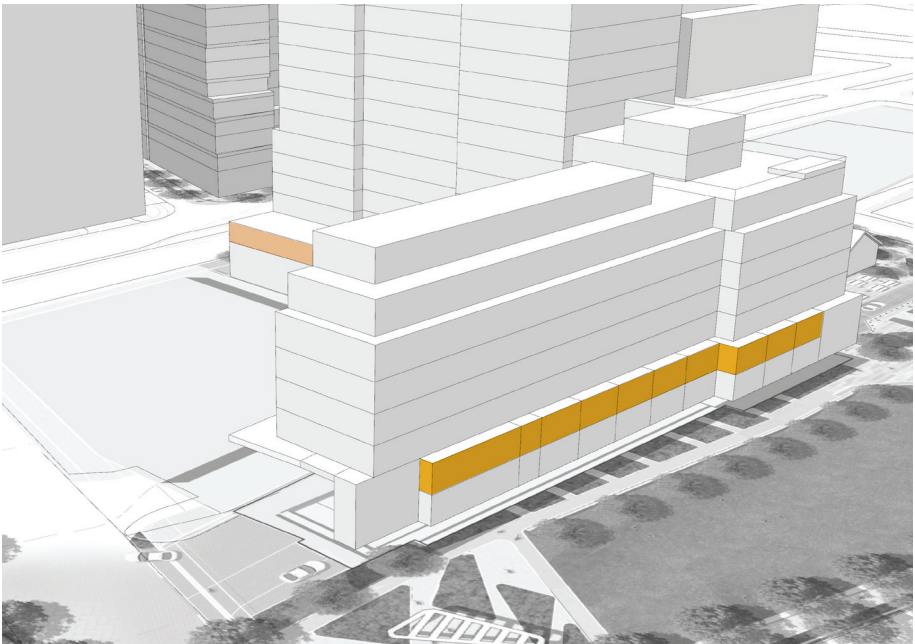
NOTES:
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2ND FLOOR



NE Aerial view

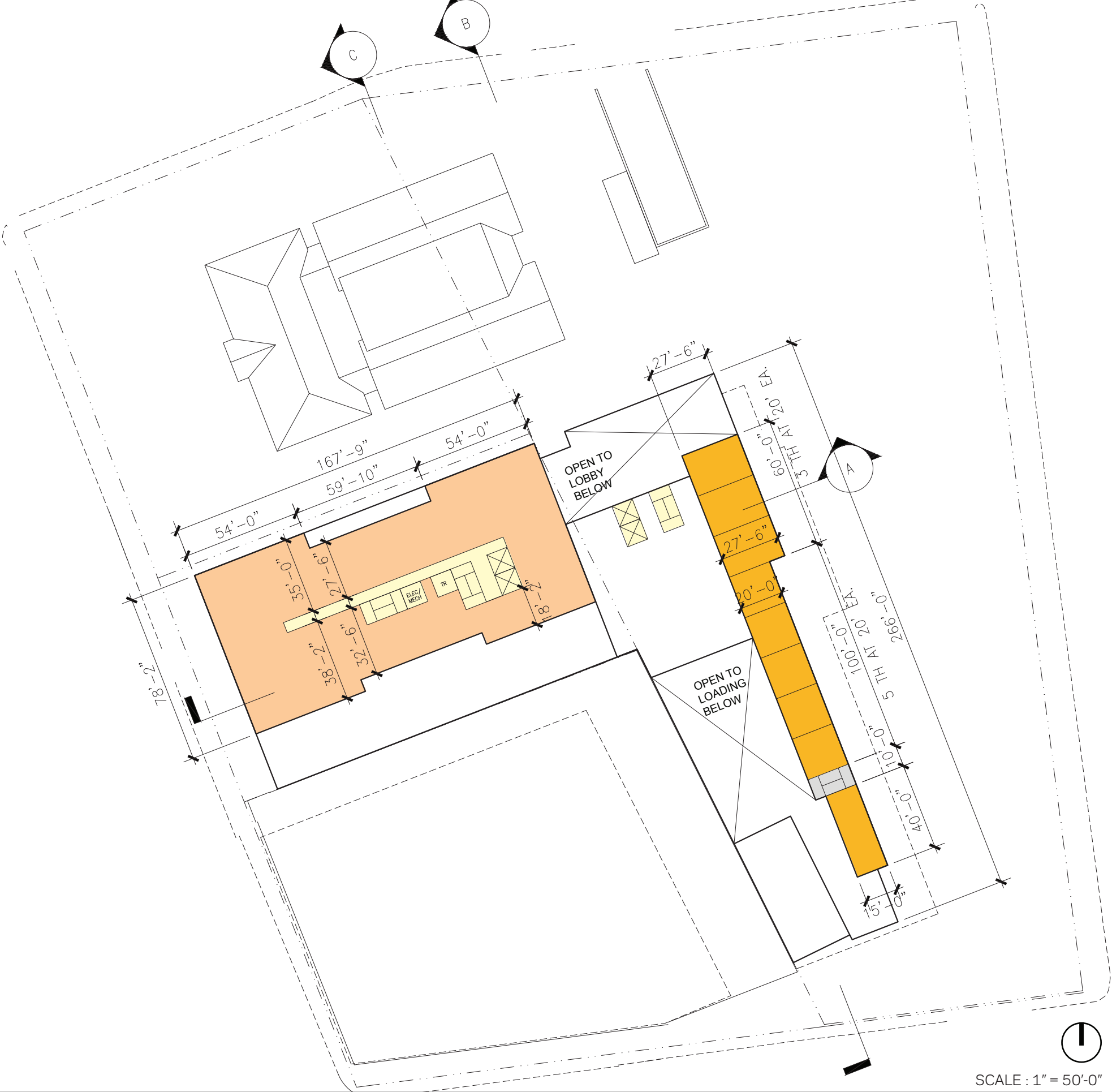


SE Aerial view

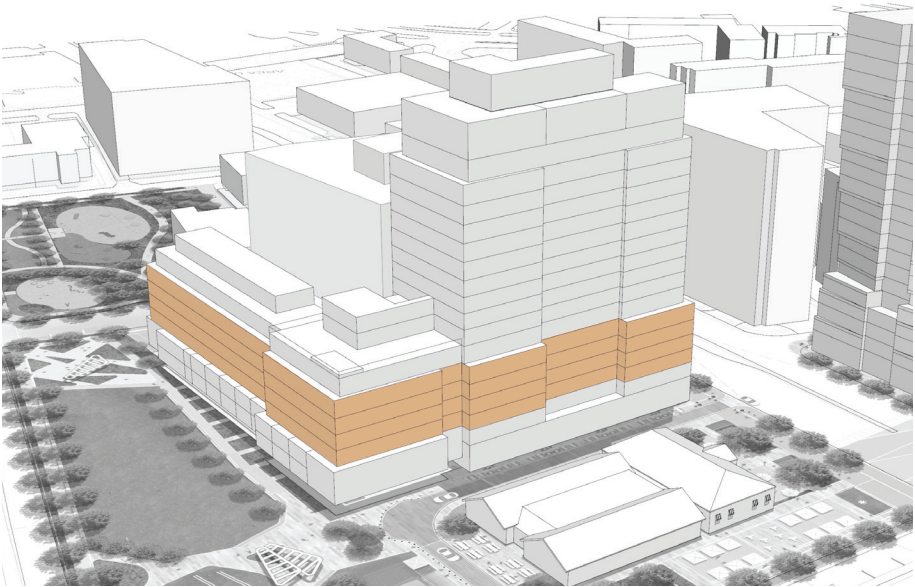
- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

*BUILDING MASSING AND BALCONY LOCATIONS ARE SUBJECT TO REFINEMENT.

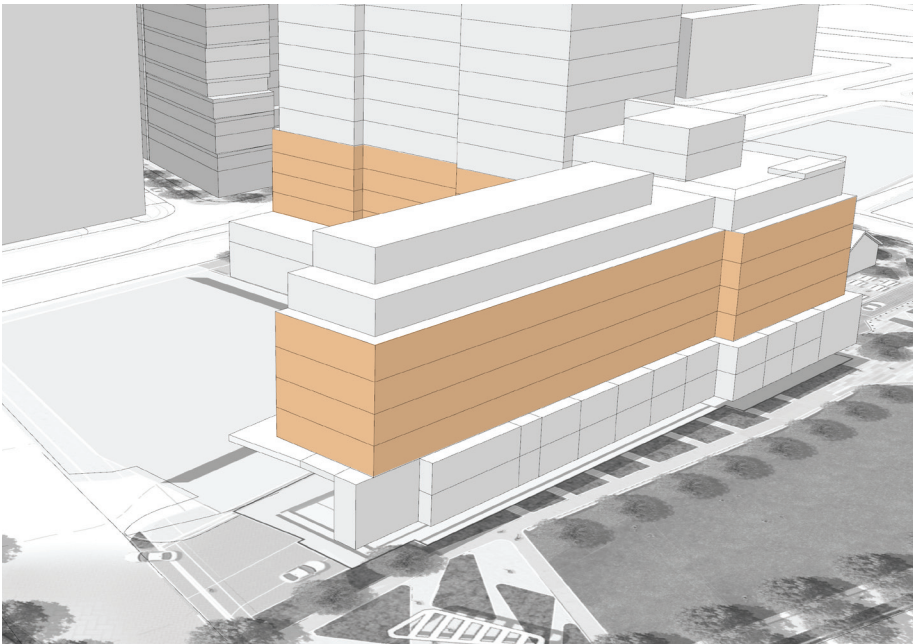
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TYPICAL LOW RISE FLOOR



NE Aerial view

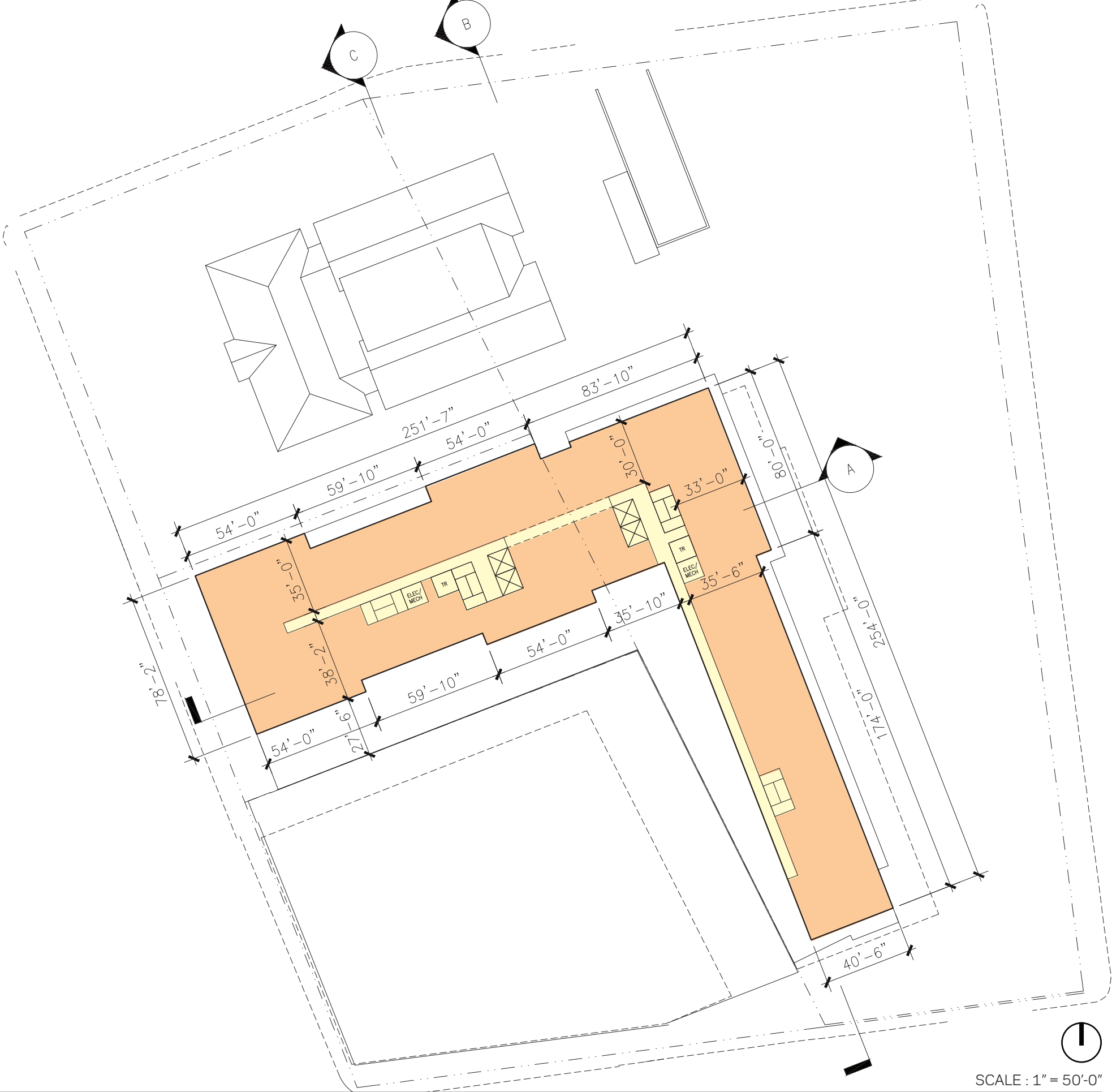


SE Aerial view

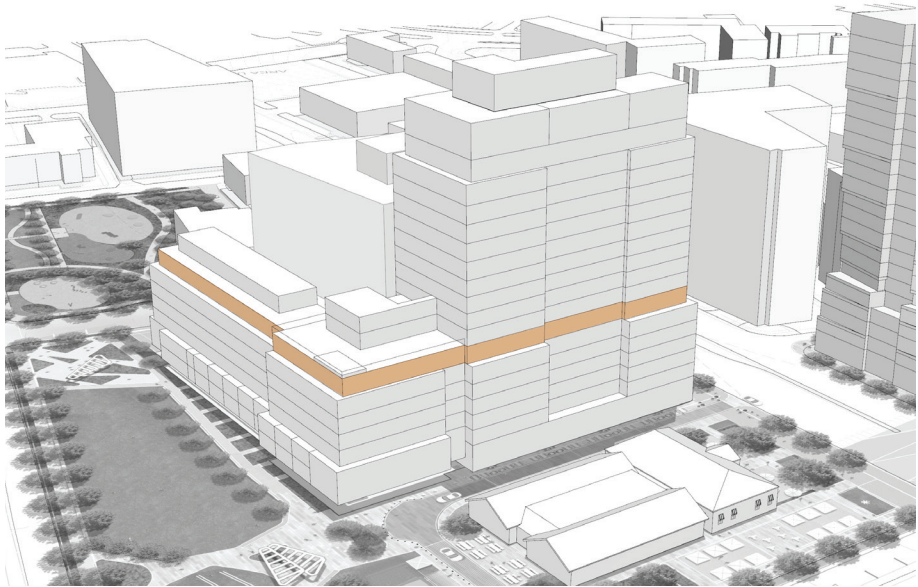
- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

*BUILDING MASSING AND BALCONY LOCATIONS ARE SUBJECT TO REFINEMENT.

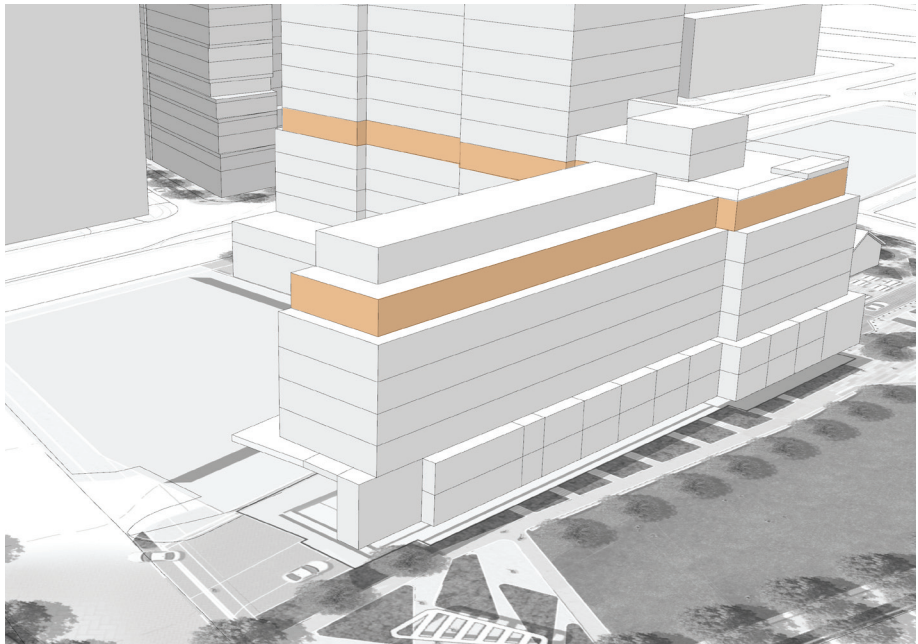
NOTES:
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7TH FLOOR



NE Aerial view

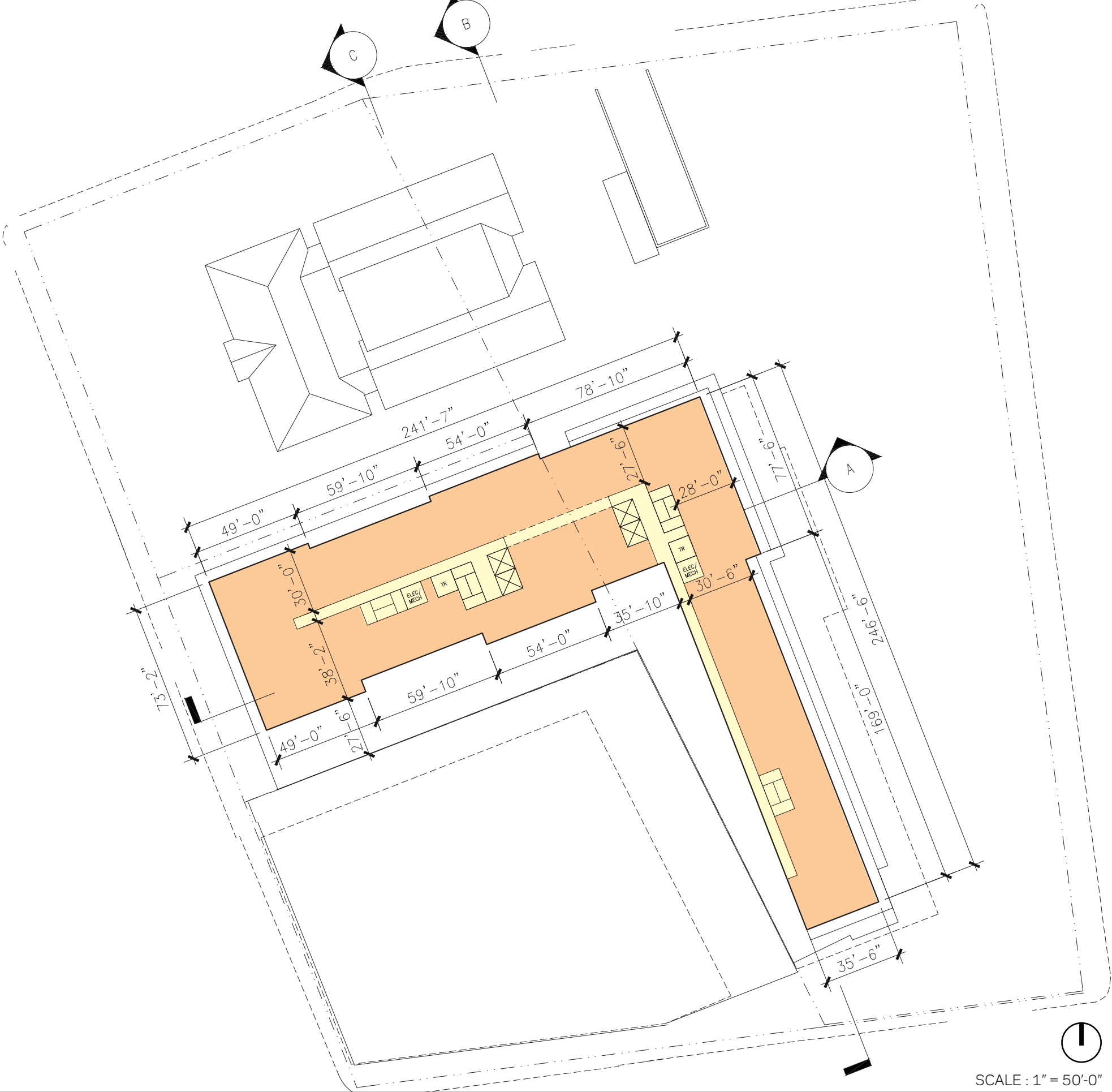


SE Aerial view

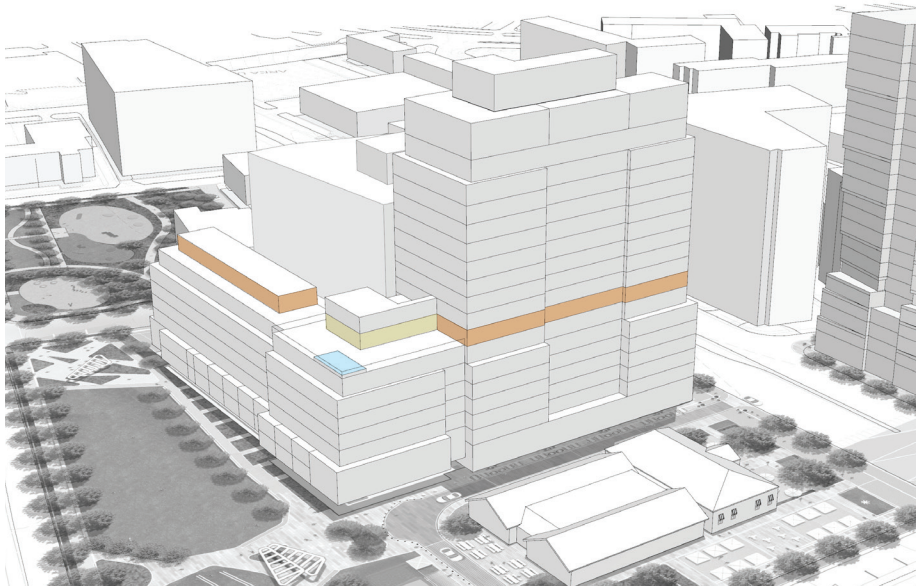
- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

***BUILDING MASSING AND BALCONY LOCATIONS ARE SUBJECT TO REFINEMENT.**

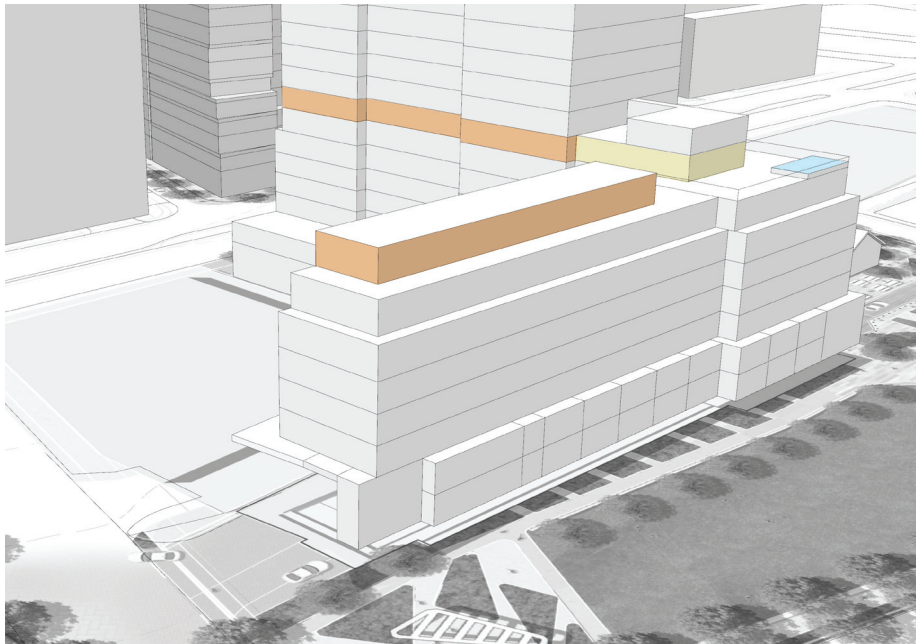
NOTES:
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8TH FLOOR



NE Aerial view

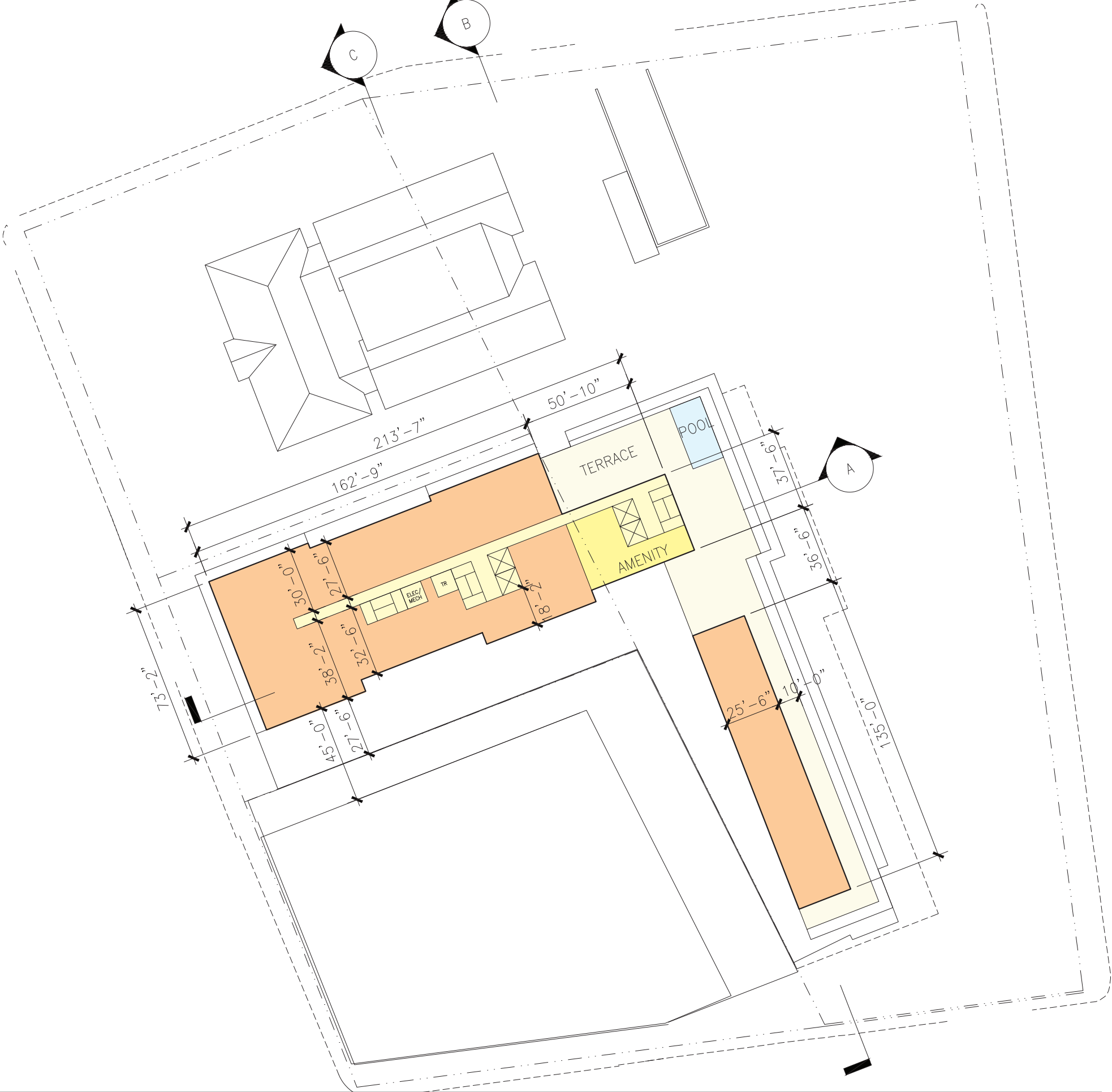


SE Aerial view

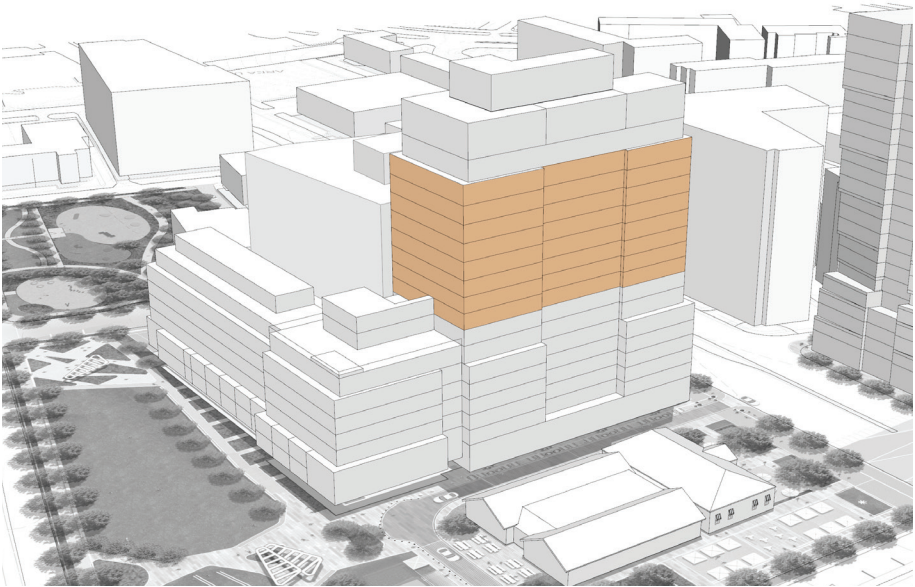
- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

***BUILDING MASSING AND BALCONY LOCATIONS ARE SUBJECT TO REFINEMENT.**

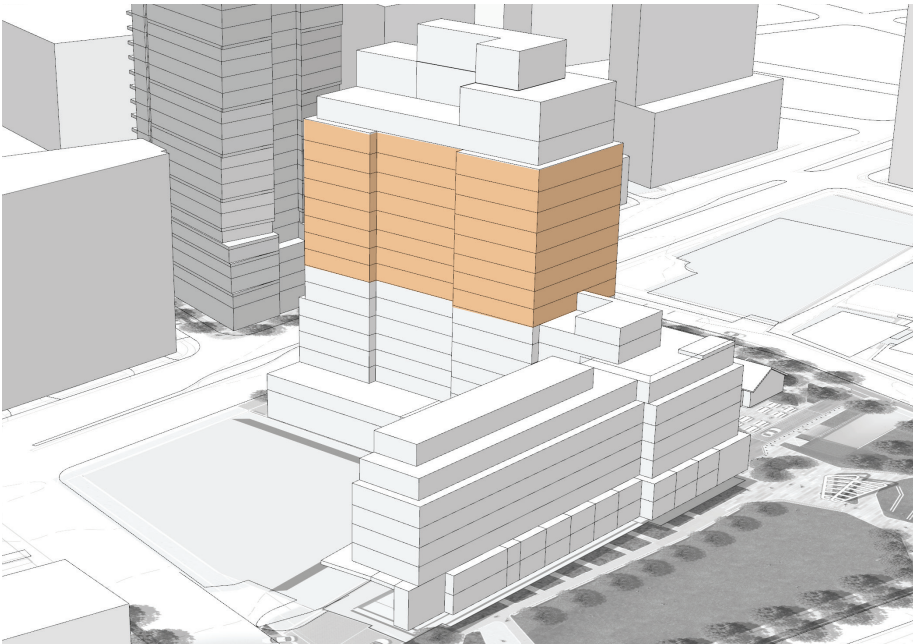
NOTES:
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TYPICAL HIGH RISE



NE Aerial view

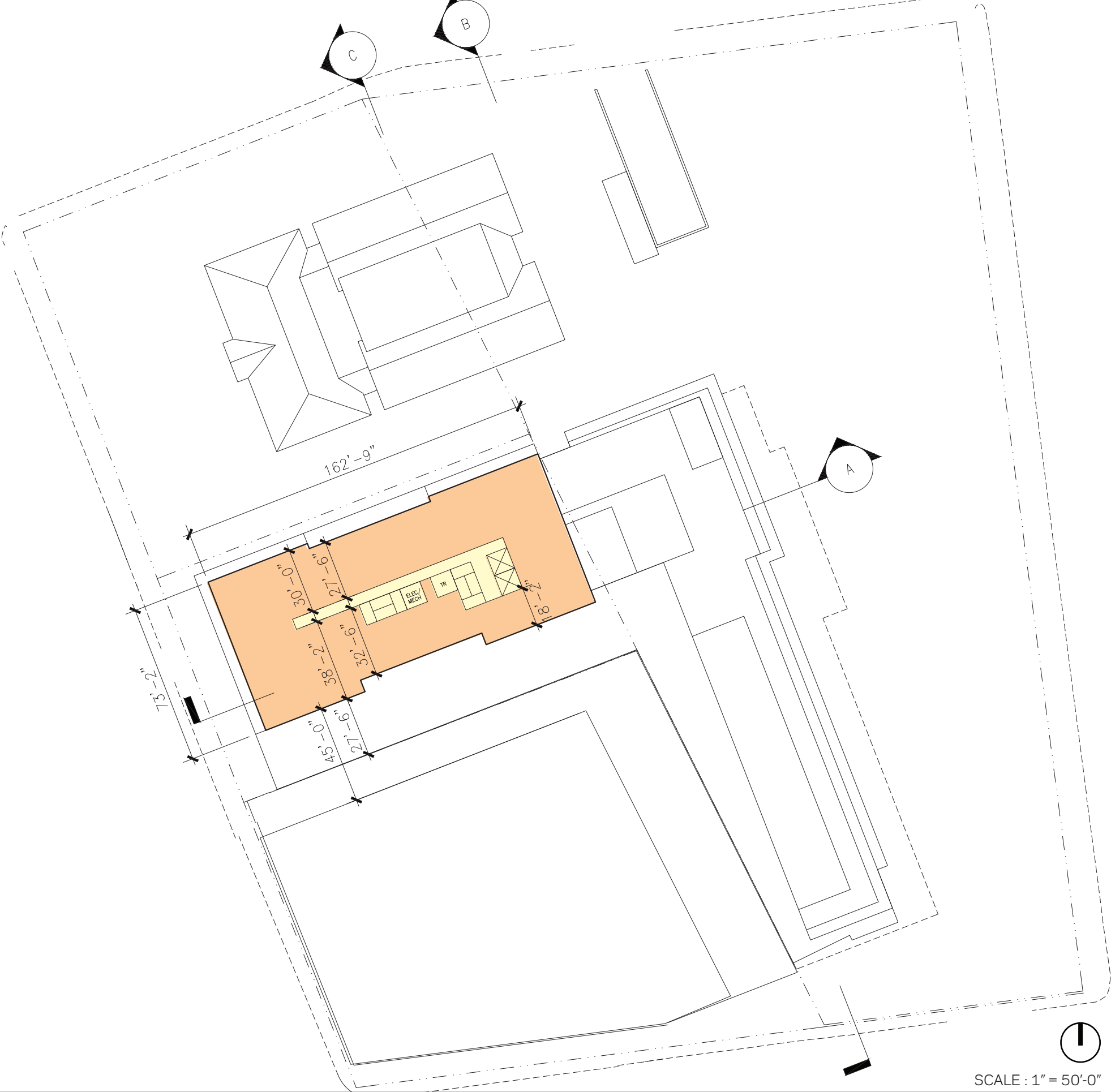


SE Aerial view

- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

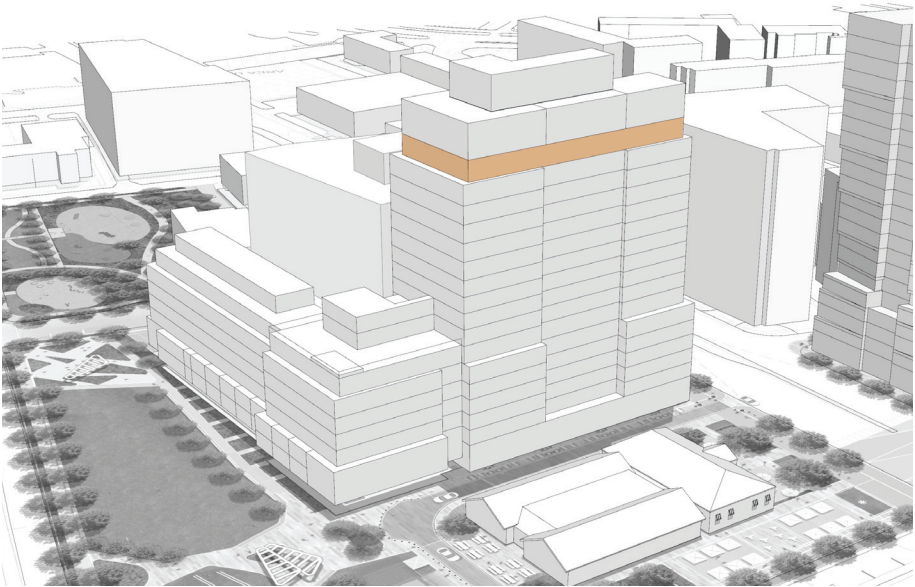
***BUILDING MASSING AND BALCONY LOCATIONS ARE SUBJECT TO REFINEMENT.**

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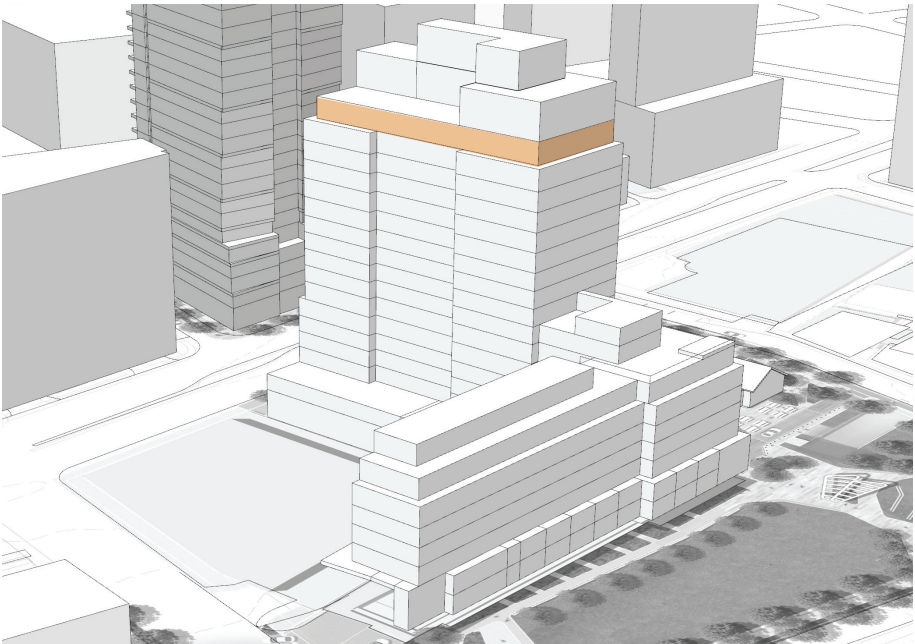


SCALE : 1" = 50'-0"

17TH FLOOR



NE Aerial view

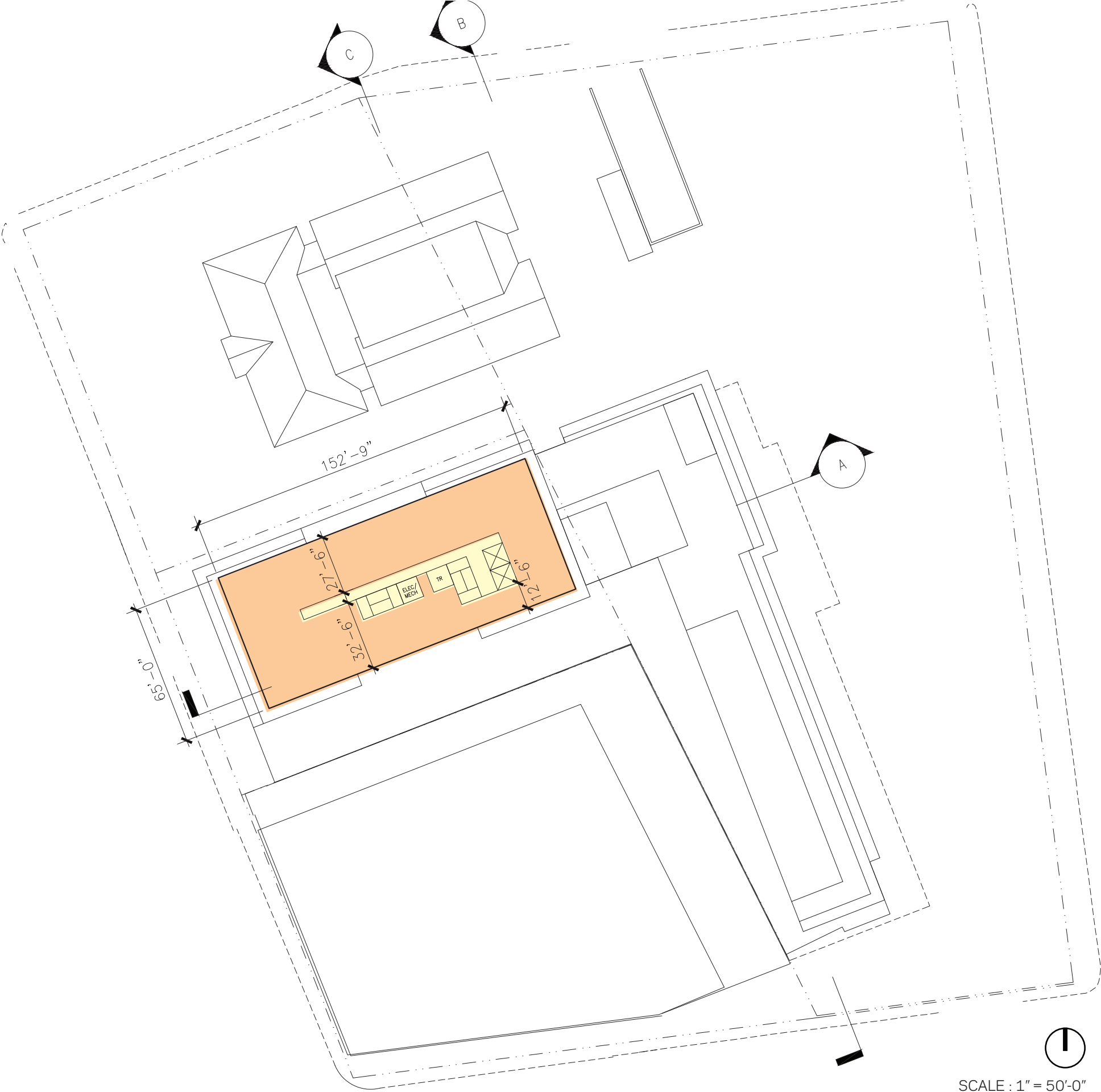


SE Aerial view

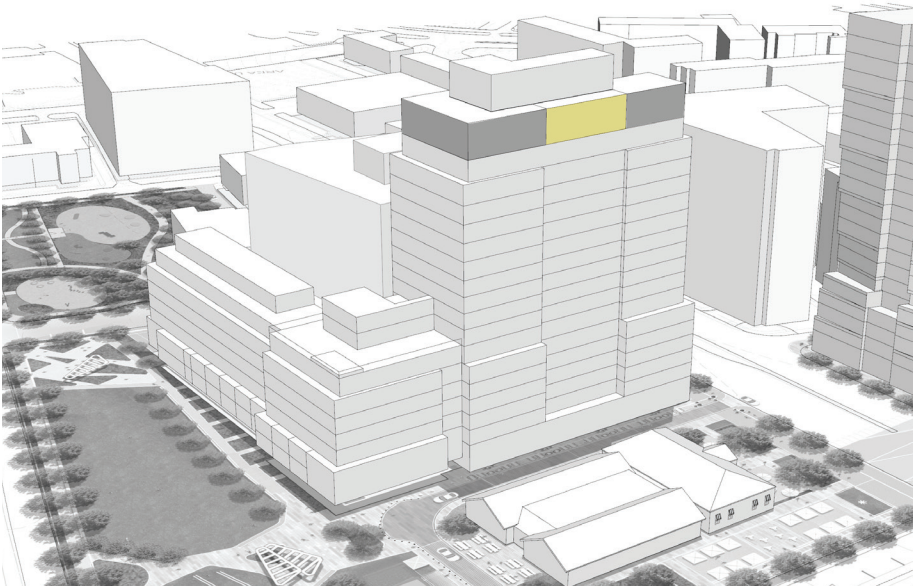
- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

*BUILDING MASSING AND BALCONY LOCATIONS ARE SUBJECT TO REFINEMENT.

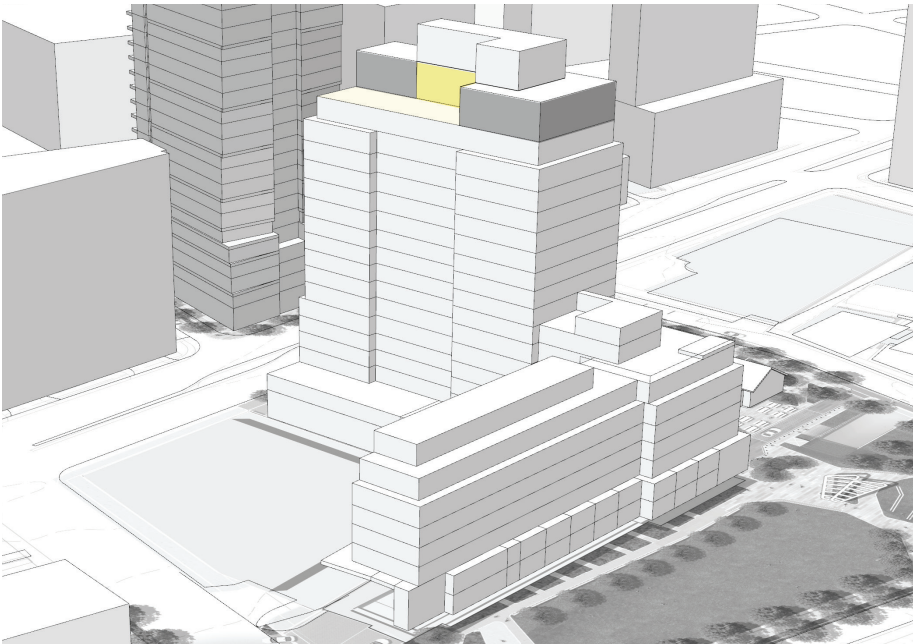
NOTES:
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ROOF LEVEL



NE Aerial view

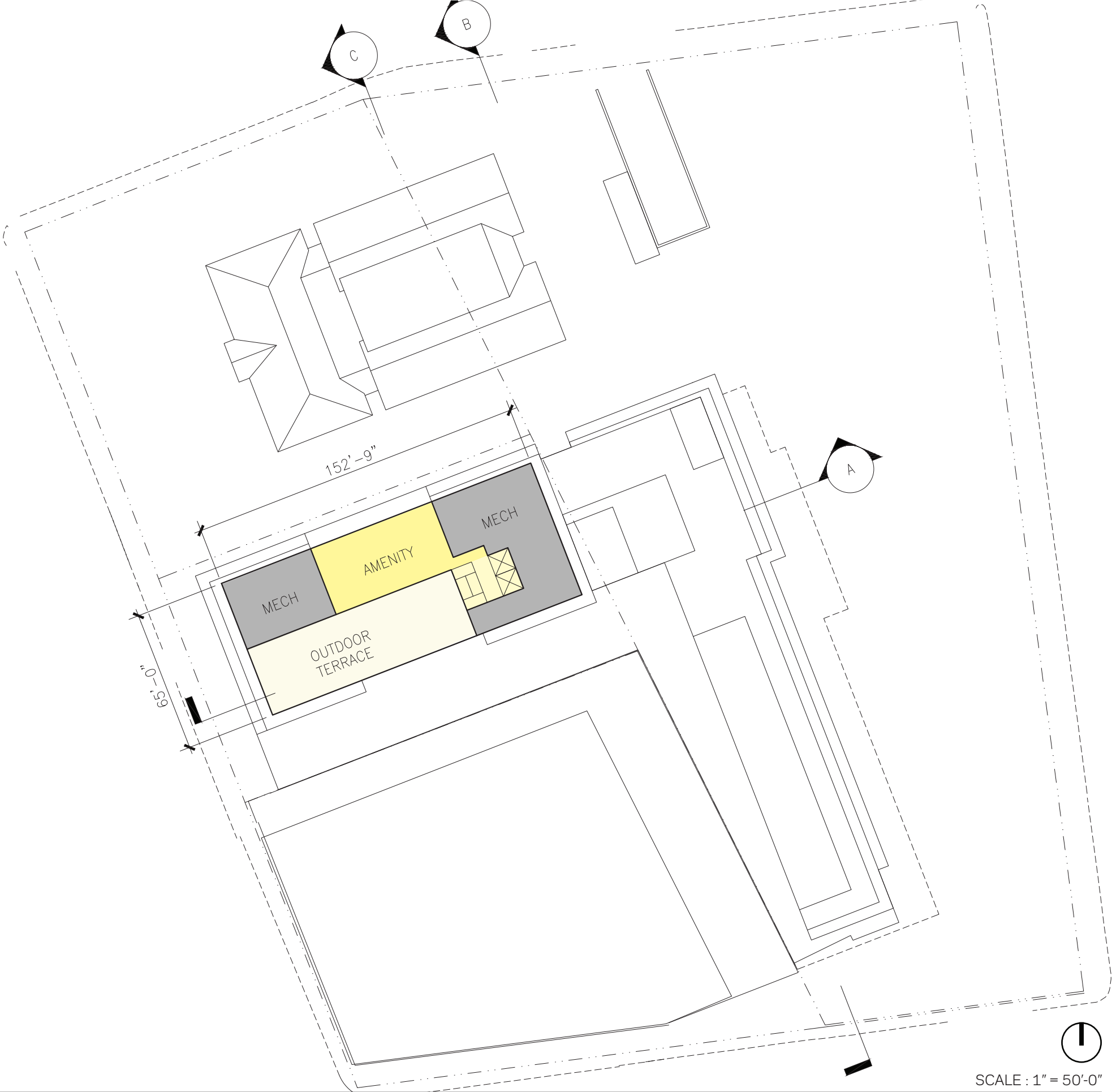


SE Aerial view

- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

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NOTES:
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BELOW GRADE PARKING - LEVEL 1



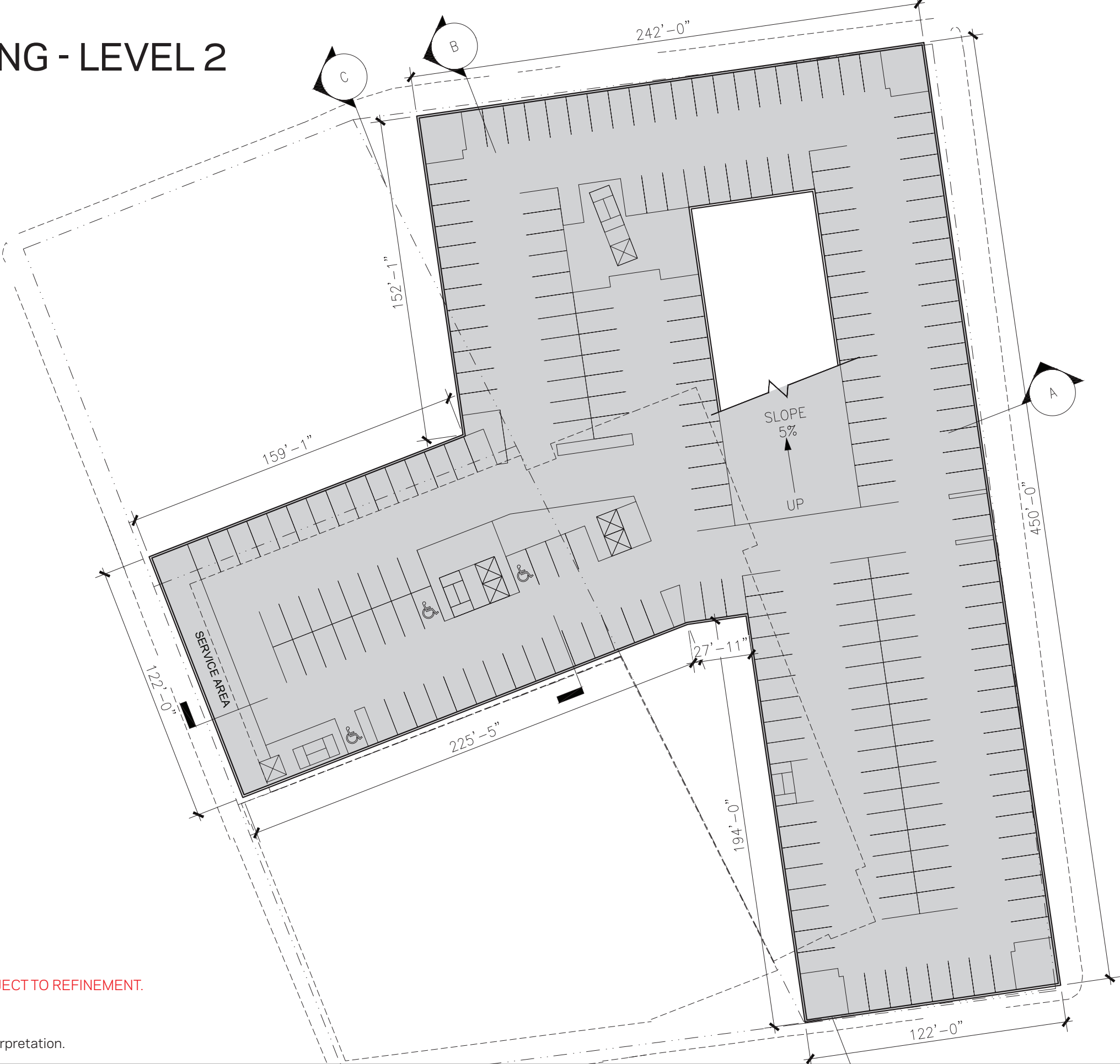
- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

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SCALE : 1" = 50'-0"

BELOW GRADE PARKING - LEVEL 2



- Retail
- Circulation
- Residential Unit
- Residential Amenity
- Townhouse
- Parking / Service
- Mechanical / Loading

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SCALE : 1" = 50'-0"

Statement of Justification for Sketch Plan Application No. 320190030

BETHESDA MARKET

7121 WISCONSIN AVENUE, 7126 WISCONSIN AVENUE, 7140 WISCONSIN AVENUE, 4705 MILLER AVENUE, FARM WOMEN'S COOPERATIVE MARKET & PARKING LOTS 24 & 10

Bethesda, Maryland

Revised September 4, 2019

On behalf of Columbia Realty Venture LLC ("Columbia Realty"), Wisconsin Avenue Properties LLC ("WAP-FP"), and Wisconsin Columbia Venture LLC (the "Joint Venture") (collectively, the "Applicants"), we respectfully submit this Sketch Plan application (the "Sketch Plan," or "Application") for the proposed redevelopment of the following properties located in Bethesda, Maryland: (i) 7121 Wisconsin Avenue, 7155 Wisconsin Avenue (*i.e.*, the "Farm Women's Cooperative Market"), 7106 46th Street (*i.e.*, "Parking Lot 24"), and 4600 Leland Street (*i.e.*, "Parking Lot 10") (collectively or in part, the "East Side Properties"); and (ii) 7126 Wisconsin Avenue, 7140 Wisconsin Avenue, and 4705 Miller Avenue (collectively, the "West Side Properties").¹ The East Side Properties and the West Side Properties are collectively referred to in this Statement as the "Properties".

The Applicants are submitting this Sketch Plan under the optional method of development for the Commercial Residential ("CR") and Commercial Residential Town ("CRT") zones in accordance with Section 59-7.3.3 of Chapter 59 (the "Zoning Ordinance") of the Montgomery County Code, 2014, as amended (the "County Code"). Following action by the Montgomery County Planning Board (the "Planning Board") on the Sketch Plan, it is anticipated that separate Preliminary Plan of Subdivision ("Preliminary Plan") and Site Plan ("Site Plan") applications will be filed for the East Side Properties and the West Side Properties, respectively.

The Applicants each previously submitted Concept Plan applications (collectively, the "Concept Plan") in the Spring of 2018, and received comments at that time from reviewing agencies, stakeholders and members of the community that informed the development concepts that were proposed with the initial Sketch Plan submittal. The Applicants have continued discussions with such agencies, stakeholders, and community members in the period since the initial Sketch Plan submittal and, thus, has now also received feedback on the Sketch Plan from the Montgomery County Historic Preservation Commission ("HPC"), the Bethesda Downtown Design Advisory Panel ("DAP"), the Bethesda Downtown Implementation Advisory Committee ("IAC"), and the Development Review Committee ("DRC"). As a result of this continued dialogue, the Applicants have refined certain elements of the proposed development since the initial application filing, and the updated concepts are described in detail in Section II of this Statement.

¹ Columbia Realty is the fee simple owner of 7121 Wisconsin Avenue, and WAP-FP is the fee simple owner of the West Side Properties. In addition, Columbia Realty owns the Joint Venture, which has contracted for the purchase of the Farm Women's Cooperative Market. The current owners of the Farm Women's Cooperative Market have authorized the Joint Venture to include the Farm Women's Cooperative Market site in the Sketch Plan for the purposes described herein relating to that portion of the overall site.

Similarly, Columbia Realty and its affiliates are pursuing the possibility of entering into a general development agreement ("GDA") with the Montgomery County Department of Transportation ("MCDOT"), the fee owner of Parking Lot 24 and Parking Lot 10. Pursuant to the attached Memorandum of Understanding Agency Authorization Agreement (Exhibit A), MCDOT has authorized Columbia Realty to include Parking Lot 24 and Parking Lot 10 in the Sketch Plan for the purposes described herein. WAP-FP is not a party to the proposed physical improvements for the Farm Women's Cooperative Market, Parking Lot 24 or Parking Lot 10.

The Sketch Plan proposes two alternate design approaches for the redevelopment of the East Side Properties, both of which have been coordinated with the redevelopment of the West Side Properties to transform the eastern terminus of Bethesda Avenue. Both alternatives propose to redevelop a portion of the Farm Women's Cooperative Market site to resemble the "civic green" concept described in the recommendations of the May 2017 Approved and Adopted Bethesda Downtown Plan (the "Sector Plan").² More specifically, the Joint Venture enables Columbia Realty to facilitate substantial upgrades to the Farm Women's Cooperative Market that are needed to further the Sector Plan's vision for the new civic green-like open space, which will allow Columbia Realty and WAP-FP to utilize the full extent of the building heights that the Sector Plan recommends for their respective properties.³

The first coordinated design alternative ("Option A") addresses the potential redevelopment of all of the Properties, and would be implemented upon Columbia Realty, its affiliates, and MCDOT entering into a GDA for Parking Lot 24 and, potentially, for Parking Lot 10.⁴ Under this option, the existing commercial buildings at 7121 Wisconsin Avenue and on the West Side Properties would be replaced with new multi-family residential buildings that will contain ground floor retail, below-grade parking, and related site amenities, as described in Section II below. The comprehensive redevelopment of the East Side Properties would relocate approximately 300 existing public parking spaces on Parking Lot 24 and Parking Lot 10 into a new underground garage that spans 7121 Wisconsin Avenue and Parking Lot 24, with only a minor encroachment into the Farm Women's Cooperative Market site at its southeast corner. By relocating these public parking spaces below grade, Option A facilitates the development of a new multi-acre public park on the East Side Properties that addresses the Sector Plan's recommendations for an "Eastern Greenway" (including new parks and neighborhood greens) between the Bethesda Central Business District ("CBD") and the Town of Chevy Chase, as well as an expanded mixed-use building, an

² The Sector Plan generally describes the "civic green" concept as follows, based on policy guidance in the 2012 Park, Recreation and Open Space (PROS) Plan:

"Formally planned, flexible, programmable open space that serves as a place for informal gathering, quiet contemplation or large special event gatherings. Depending on its size, a civic green may support open air markets, concerts, festivals and special events, but is not often used for programmed recreational purposes. A central lawn is often the main focus with adjacent spaces providing complementary uses. The green may include gardens, water features and shade structures. The minimum size is 0.5 acre." (Sector Plan at p. 80.)

For the Farm Women's Cooperative Market site, the Sector Plan specifically envisions an open space next to the historic building that will "act as both a destination and a local gathering spot, providing a space for market customers to eat and relax." (Sector Plan at p.81.) Accordingly, the Sketch Plan proposes a variety of improvements that are intended to advance these objectives, while at the same time allowing for the rehabilitation of the Farm Women's Cooperative Market building and for preservation of the site's informal character in accordance with Historic Area Work Permit ("HAWP") approvals to be obtained from the HPC. Please refer to Section II of this Statement and the plans submitted with this Application for more information.

³ The Sector Plan allows the full mapped height of 175 feet for 7121 Wisconsin Avenue to be achieved for jointly redeveloping with the Farm Women's Cooperative Market. Similarly, the Sector Plan allows the full mapped height of 225 feet for 7126 and 7140 Wisconsin Avenue to be achieved for redeveloping that property in a manner that benefits the Farm Women's Cooperative Market.

⁴ The Applicants, on behalf of MCDOT, have included Parking Lot 10 in the Sketch Plan in order to facilitate a coordinated design approach for the entirety of the Properties, and the portions of the Eastern Greenway that fall within the Sketch Plan's boundaries. However, the Applicants and MCDOT do not currently contemplate redeveloping Parking Lot 10 in the near term. Thus, this portion of the Project could potentially be deferred to a later phase of development, and more specific details will be provided at the time of Preliminary Plans and Site Plans for the Project.

addition to the Farm Women's Cooperative Market, and other site amenities.⁵ To the extent that portions of the Option A project are located within the boundaries of Parking Lot 24 and Parking Lot 10, MCDOT will be submitting an application for Mandatory Referral review in the near future (the "Mandatory Referral"), after the details of the potential GDA are understood and plans for the proposed redevelopment of the parking lots have been refined.

In the event that the relevant parties do not enter into a GDA for Parking Lot 24 and/or Parking Lot 10, the Sketch Plan proposes an alternative coordinated design that would apply only to 7121 Wisconsin Avenue, the Farm Women's Cooperative Market, and the West Side Properties ("Option B"). Option B proposes the same redevelopment of the West Side Properties that is proposed with Option A. However, a multi-family building with ground floor retail and below grade parking would be developed only on 7121 Wisconsin Avenue. While renovations to the Farm Women's Cooperative Market building and improvements to the site would still proceed, it would not be possible to underground the existing surface parking spaces on Parking Lot 24 and Parking Lot 10, nor would it be possible to provide the new park spaces and Farm Women's Market building addition that are proposed with Option A.

For convenience, the separate coordinated design alternatives proposed with Option A and Option B are sometimes collectively referred to herein as the "Project".

Even though the Applicants intend to submit separate Preliminary Plans and Site Plans in the future for the East Side Properties and the West Side Properties, the Applicants are submitting a joint Sketch Plan for the Properties at this initial phase of review for a variety of reasons. Foremost, in consultations with Staff of the Montgomery County Planning Department ("Planning Department"), it was determined that a combined Sketch Plan was preferred due to the importance of arriving at a comprehensive planned approach for this critical intersection of Wisconsin and Bethesda Avenues, where future development will frame the Farm Women's Cooperative Market. Further, a combined Sketch Plan was recommended given that the Farm Women's Cooperative Market is intrinsically linked to the redevelopment of 7121 Wisconsin Avenue and the West Side Properties in the Sector Plan (as described herein). Finally, as a technical matter, the Sketch Plan proposes to utilize excess, unused density on the Farm Women's Cooperative Market to fill up the maximum building height permitted under the zoning of the Properties. The Sketch Plan for the collective Properties is the zoning mechanism that allows for density averaging. For all of these reasons, it makes both good urban planning and business sense for the Applicants to be united at this time for purposes of the "big picture" planning associated with Sketch Plan review.

At the same time, in order for the West Side Properties and the East Side Properties to proceed to their respective Preliminary Plan and Site Plan (which, as noted above, would be processed independently of one another), it is vital for successfully financing the West Side Project and the East Side Project that neither be reliant upon the other to fulfill their respective conditions of approval in order to move forward. The only way that the improvements associated with the comprehensive Project will happen is for each part on either side of Wisconsin Avenue to be able to stand alone from a financing perspective, and to be able to successfully move forward irrespective of the timing of the other component. In this case, it will take two successful private development projects to enable the transformations that are proposed with the Sketch Plan, and to substantially advance the Sector Plan's vision for this area.

⁵ The Sector Plan envisions Parking Lot 24 as a new park that will be integrated with the Farm Women's Cooperative Market to create a prominent open space of approximately 1.6 acres, with the Farm Women's Cooperative Market historic building maintained as a central activating feature. For Parking Lot 10, the Sector Plan envisions a neighborhood green that will serve as a green buffer to the Sector Plan area.

I. PROPERTY DESCRIPTION

A. Site Location and Characteristics

The Properties are, for the most part, located in the Wisconsin Avenue Corridor District of the Sector Plan, at a prominent location on the east and west sides of Wisconsin Avenue near the southern gateway into the CBD and the terminus of Bethesda Avenue. 4705 Miller Avenue, part of the West Side Properties, is located in the Bethesda Row District of the Sector Plan. Parking Lot 24 and Parking Lot 10 are located in the Eastern Greenway District.

The Properties include the following specific components:

- i. 7121 Wisconsin Avenue (also known as Parcel N706, "Bethesda Tower" subdivision), which is a rectangular parcel that consists of approximately 20,886 square feet of net site area (\pm 0.48 acres). 7121 Wisconsin Avenue is located directly to the south of the Farm Women's Cooperative Market and has direct frontage on Wisconsin Avenue to the west.
- ii. The West Side Properties – 7126 Wisconsin Avenue, 7140 Wisconsin Avenue and 4705 Miller Avenue (also known as parts of Lots 9, 10, and 11 and Lot 24, "Millers Resubdivision"), which are three parcels collectively forming a roughly rectangular assemblage that consists of approximately 16,619 square feet of existing net site area (\pm 0.38 acres).
- iii. The Farm Women's Cooperative Market (also known as Parcel P699, "Bethesda" subdivision), which is a square-shaped parcel with approximately 29,967 square feet of net site area (\pm 0.69 acres). The Farm Women's Cooperative Market is located at the intersection of Wisconsin Avenue and Willow Lane, to the north of 7121 Wisconsin Avenue.
- iv. Parking Lot 24, which is comprised of several discrete lots and parcels that extend along the length of 46th Street to the east of the Farm Women's Cooperative Market and 7121 Wisconsin Avenue sites. More specifically, Parking Lot 24 includes Lots 1, 2, 3, 4, 5, 6, and parts of Lot 7 and 8, Block 1, of "Warren's Addition to Chevy Chase, Section 8" subdivision. Parking Lot 24 has an approximate net site area of 89,061 square feet (\pm 2.04 acres).
- v. Parking Lot 10, which is also comprised of several lots located to the southwest of the intersection of 46th Street and Leland Street. More specifically, Parking Lot 10 includes Lots 7, 8, 9, 10, and 20, Block A, of "Chevy Chase Section 8" subdivision. Parking Lot 10 has an approximate net site area of 39,813 square feet (\pm 0.91 acres).⁶

Including prior dedications for which no consideration was received, the overall gross tract area of the Properties (upon which density for the entire assemblage would be calculated) is 275,368 square feet (\pm

⁶ As previously stated, the Applicants – on behalf of MCDOT – have included Parking Lot 10 in the Sketch Plan in order to facilitate a coordinated design approach for the entirety of the Properties and the portions of the Eastern Greenway that fall within the Sketch Plan's boundaries. Neither the Applicants nor MCDOT currently anticipate that Parking Lot 10 will be developed in the near term, and more detailed information about the potential phasing of the improvements depicted for Parking Lot 10 will be provided at the time of Preliminary Plan and Site Plan applications.

6.32 acres). However, as noted above, the Sketch Plan proposes two coordinated design alternatives for the redevelopment of the collective Properties, and the Applicants anticipate that separate Preliminary Plan and Site Plan applications will be filed for the East Side Properties and for the West Side Properties. Under Option A, which includes Parking Lot 24 and Parking Lot 10, the overall gross tract area of the Properties is approximately 275,368 square feet (\pm 6.32 acres), including the gross tract area of the East Side Properties of approximately 243,494 square feet (\pm 5.59 acres) and the gross tract area for the West Side Properties of approximately 31,874 square feet (\pm 0.73 acres). Under Option B (*i.e.*, without Parking Lot 24 and Parking Lot 10), the overall gross tract area of the Properties is approximately 106,212 square feet (\pm 2.44 acres), including the gross tract area for the East Side Properties of approximately 74,338 square feet (\pm 1.71 acres) and the gross tract area for the West Side Properties of approximately 31,874 square feet (\pm 0.73 acres). All of these gross tract area calculations are shown on the "Gross Tract Area Exhibits" that are included with this Sketch Plan application package.

B. Zoning and Permitted Uses

The Properties are currently zoned CR, CRT, and Bethesda Overlay ("B Overlay"), and the individual components differ with respect to permitted heights and densities. 7121 Wisconsin Avenue is zoned CR-3.0, C-3.0, R-2.75, H-175, allowing maximum building heights of 175 feet.⁷ 7126 and 7140 Wisconsin Avenue are zoned CR-3.0, C-3.0, R-2.75, H-225, allowing maximum building heights of 225 feet,⁸ and 4705 Miller Avenue is zoned CR-3.0, C-3.0, R-2.75, H-200. The Farm Women's Cooperative Market is zoned CR-3.0, C-3.0, R-2.75, H-35, allowing maximum building heights of 35 feet. The majority of Parking Lot 24 and Parking Lot 10 are zoned CRT-0.5, C-0.25, R-0.5, H-70, with maximum heights of 70 feet permitted. The southwestern portion of Parking Lot 24 (*i.e.*, Lot 4, Block 1, "Warren's Addition to Chevy Chase, Section 8") is zoned CR-3.0, C-2.0, R-2.75, H-90, allowing building heights up to 90 feet.

Pursuant to Section 59-3.1.6 of the Zoning Ordinance, the CR and CRT zones permit multi-unit living uses, townhouse living uses, and a variety of commercial uses including restaurants and retail/service establishments up to 50,000 square feet by right.

C. Existing Conditions

The 7121 Wisconsin Avenue portion of the East Side Properties and the West Side Properties are currently improved with one- and two-story multi-tenant commercial buildings and related site amenities for pedestrian circulation. Parking Lot 24 and Parking Lot 10 are improved as surface parking lots that are owned and operated by MCDOT. Parking Lot 24 provides approximately 216 public parking spaces, and Parking Lot 10 provides approximately 99 public parking spaces.

The Farm Women's Cooperative Market portion of the site – which is designated as a County Historic Site on the Montgomery County Master Plan for Historic Preservation as Resource Number 35/14-1 – is improved with a single-story commercial building with a 52-space surface parking lot, minimal landscaping, and related site improvements. Per SDAT records, the existing one-story, framed rectangular building on the Farm Women's Cooperative Market site was constructed in 1936. The Applicants' consultants have determined that the building provides approximately 4,195 square feet of building floor area, with the interior primarily comprised of one large rectangular room with a limited number of side rooms for bathroom, office, and utility functions.

⁷As previously stated, the Sector Plan states that heights of 175 feet are permitted with joint redevelopment of the Farm Women's Cooperative Market parcel. *See* Sector Plan, p. 102.

⁸Also as previously stated, the Sector Plan states that heights of 225 feet are permitted if these properties redevelop in a manner that benefits the Farm Women's Cooperative Market. *See* Sector Plan, p. 101.

D. Surrounding Zoning and Land Uses

Pursuant to the Sector Plan, the lots and parcels that surround the Properties to the north, south, and west are primarily zoned CR or CRT and are subject to the B Overlay Zone. The applicable mapped zoning classifications for these lots and parcels generally allow for more intensive future development than exists today, with greater densities and taller heights provided near the new downtown center and transit hub that is being constructed on the former Apex Building site at 7272 Wisconsin Avenue (at the southwest corner of the Elm Street intersection). Elm Street Urban Park and several single-family residential lots in the R-60 Zone wrap the easternmost portion of the site, across Willow Lane and 46th Street from Parking Lot 24 and Parking Lot 10.

The surrounding zoning and land uses include the following:

- North: The block that confronts the Farm Women's Cooperative Market across Willow Lane to the north is zoned CR. The western portion of the block that fronts on Wisconsin Avenue is currently improved with the Bethesda Gateway Office Building, which has been rezoned to CR-5.0, C-5.0, R-4.75, H-250. The eastern portion of the block is improved with smaller scale commercial buildings that are now zoned CR-3.0, C-2.0, R-2.75, H-70. Elm Street Urban Park is located beyond these commercial buildings, across 47th Street to the northeast. North of the West Side Properties is the Artery Building complex located on the north side of Bethesda Avenue, which is zoned CR-5.0, C-5.0, R-5.0, H-250.
- East: Several R-60 zoned properties in the Town of Chevy Chase are located immediately across 46th Street from Parking Lot 24 and Parking Lot 10, marking the beginning of a single-family residential development pattern that extends to the east.
- South: With respect to the East Side Properties, 7101 Wisconsin Avenue, a 14-story commercial building, abuts the 7121 Wisconsin Avenue portion of the site immediately to the south and extends along the western boundary of Parking Lot 24. 7101 Wisconsin Avenue is currently zoned CR-3.0, C-3.0, R-2.75, H-145. The block located further to the south across Leland Street adjacent to Parking Lot 10 is currently improved with small scale commercial and surface parking uses. However, these properties have also been rezoned to accommodate more intensive future development, with applicable zoning classifications ranging from CR-3.0, C-3.0, R-2.75, H-90 to CRT-0.5, C-0.25, R-0.5, H-70. Across Leland Street from the Parking Lot 10 portion of the site are a mixture of commercial, residential, and nonprofit uses in the CR and CRT zones, ranging from CR-3.0, C-3.0, R-2.75, H-90 along Wisconsin Avenue to CRT 0.5, C-0.25, R-0.5, H-70 at the intersection with West Avenue. These uses including mid-rise office buildings, the Writer's Center, surface parking, and a single-family dwelling at the eastern end of the block.

To the south of the West Side Properties is the Solaire Bethesda, a recently constructed multi-family residential building with a ground floor restaurant, zoned CR-3.0, C-3.0, R-3.0, H-145. Further south are a mixture of commercial and multi-family residential uses, ranging from CR-3.0, C-3.0, R-2.75, H-120 directly south of the Solaire, to CR-3.0, C-2.0, R-2.75, H-90 at the corner of Wisconsin Avenue and Bradley Boulevard.

- West: Immediately to the west of the West Side Properties is Capital One bank, zoned CR-3.0, C-3.0, R-2.75, H-200, and adjacent to Capital One to the west is The Seasons apartment building, also with the same zoning and developed at approximately 145 feet in height.

II. PROPOSED DEVELOPMENT

As noted above, the Properties are located at and around the eastern terminus of Bethesda Avenue, which is the primary retail corridor of the Bethesda Row District (*i.e.*, the "heart of Downtown Bethesda," as described in the Sector Plan at p. 106). The Farm Women's Cooperative Market portion of the Properties serves as a visual focal point for this corridor at the intersection with Wisconsin Avenue, and is an important but underutilized component of Downtown Bethesda's dynamic environment. While the Farm Women's Cooperative Market has formerly served as a gathering space for residents for many generations, the current state of the building and the grounds (which is primarily improved for surface parking) does not provide a space that is conducive for regular, daily use by the general public, as envisioned by the Sector Plan.

The Sketch Plan application proposes two coordinated design alternatives that would each revitalize the Farm Women's Cooperative Market and transform it into the centerpiece of a broader comprehensive mixed-use setting. In general terms, these coordinated design alternatives – Option A and Option B – are described as follows:

- Option A: Option A incorporates comments received from various local stakeholders about the Concept Plan and the initial Sketch Plan submission, including but not limited to comments from MCDOT, the Montgomery County Department of Parks ("Montgomery Parks"), the Town of Chevy Chase, the HPC, the DAP, and the IAC. These stakeholders have uniformly recognized that the proposed redevelopment of 7121 Wisconsin Avenue, the West Side Properties, and the Farm Women's Cooperative Market will create a unique opportunity for a coordinated approach to the redevelopment of the adjacent Parking Lot 24 and Parking Lot 10. Consequently, Option A applies to all of the Properties and would transform these existing County surface parking lots into new public parks and open spaces, as recommended by the Sector Plan. As noted, Option A will require Columbia Realty and MCDOT to enter into a GDA for this portion of the site, which will occur at a future date.

Option A proposes to redevelop the West Side Properties with a mixed-use building consisting of up to 260 multi-family residential units – of which 15 percent would be MPDUs – and up to 7,500 square feet of retail uses, as well as private underground parking, and public and private amenities.⁹

For the East Side Properties, Option A allows redevelopment to occur in a coordinated, comprehensive manner. With the broader site area and additional street frontages that would be accessed with the addition of Parking Lot 24 and Parking Lot 10, Option A allows for the relocation of the existing public parking spaces into an underground garage with up to two levels that would span the 7121 Wisconsin Avenue and Parking Lot 24 portions of the site, with only a minor encroachment into the Farm Women's Market property at the southeastern corner. At the same time, Option A provides the new multi-acre public park spaces and neighborhood greens that the Sector Plan envisions (*i.e.*, the "Eastern Greenway").¹⁰ Option A also provides for an

⁹ Final unit count, unit mix, and non-residential square footage to be constructed for both the West Side Properties and the East Side Properties under Option A and Option B will be refined at the time of Site Plan and finalized at Certified Site Plan, but will not exceed these proposed maximums.

¹⁰ Columbia Realty and the Joint Venture intend to work in collaboration with Montgomery Parks Staff to ensure that that proposed new park spaces are designed in a coherent, unified manner with the existing Elm Street Urban Park, and that appropriate programming is provided for these spaces. Columbia Realty and the Joint Venture intend to host a community design charrette with Montgomery Parks in the near future to discuss ideas for the design of these spaces in more detail.

expanded mixed-use building on the East Side Properties, the rehabilitation and expansion of the Farm Women's Cooperative Market building, and other site features and amenities. The Sketch Plan anticipates that the Option A development program will allow for up to 325 multi-family residential units on the East Side Properties (including multi-family living units and townhouse units) of which 15 percent would be MPDUs, and approximately 32,000 square feet for retail uses (including approximately 14,000 square feet of ground-floor retail in the new multi-family building and approximately 12,750 square feet of ground floor retail and 5,250 square feet of cellar level retail in the expanded Farm Women's Cooperative Market building).¹¹

Option A also proposes to rehabilitate and expand the Farm Women's Cooperative Market building, improving the site as a new civic green-like open space while preserving its informal character. Pursuant to specific recommendations in the Sector Plan, the proposed improvements to the Farm Women's Cooperative Market site will allow 7121 Wisconsin Avenue and the West Side Properties to each utilize the full extent of the building heights that are mapped for their respective properties. Option A will require the relocation of the Farm Women's Cooperative Market building to allow for the repair of significant structural deterioration at the building's foundation, after which the building will be returned to a slightly different location on the site, as described in the detailed description of the Farm Women's Cooperative Market proposal below.

The Applicants understand that this proposed work on the Farm Women's Cooperative Market site will require separate Historic Area Work Permit ("HAWP") approvals from the HPC prior to the commencement of any construction, demolition, or alteration activities at that site. As such, the Applicants participated in preliminary consultation meetings with the HPC on January 9 and July 24, 2019, at which time the HPC provided feedback on the Sketch Plan and guidance for the future HPC reviews that will be required for the Project.

Option B: The second coordinated design alternative – Option B – applies only to 7121 Wisconsin Avenue, the West Side Properties, and the Farm Women's Cooperative Market. As stated previously, Option B proposes the same redevelopment of the West Side Properties that is proposed with Option A: a mixed-use building consisting of up to 260 multi-family residential units, of which 15 percent would be MPDUs, and up to 7,500 square feet of non-residential uses, as well as private underground parking, and public and private amenities. However, the 7121 Wisconsin Avenue portion of the site would be redeveloped with a different multi-family residential building than the building proposed with Option A, with up to 230 residential dwelling units, of which 15 percent would be MPDUs, up to 5,000 square feet of retail floor area at the ground floor, below-grade parking and related site amenities.¹²

Option B also proposes to rehabilitate the Farm Women's Cooperative Market to address the Sector Plan's vision for that portion of the site. Thus, like Option A, Option B also requires

¹¹ Please note that the gross floor area of existing historic Farm Women's Cooperative Market building – approximately 4,195 square feet – represents less than 10 percent of the overall gross floor area that would be provided on the East Side Properties under Option A. Therefore, pursuant to Section 4.5.4.B.2 of the Zoning Ordinance, the gross floor area associated with the historic building – approximately 4,195 square feet – is excluded from the calculation of FAR for the Project. The 5,250 square feet of cellar level retail space has been included in the calculation of FAR for the Project with this Sketch Plan at this time, but may be excluded from FAR calculations at the time of Site Plan pursuant to applicable Zoning Ordinance definitions.

¹² Approximately 4,195 square feet of additional retail floor area would be provided in the historic Farm Women's Cooperative Market building under Option B, resulting in up to approximately 9,200 square feet of total retail space. Under Option B, the gross floor area of Farm Women's Cooperative Market building represents less than 10 percent of the overall gross floor area that would be provided on the East Side Properties with the Project and, therefore, is excluded from the calculation of FAR pursuant to Section 4.5.4.B.2 of the Zoning Ordinance.

separate HAWP approvals from the HPC prior to commencing any construction, demolition, or alteration activities on the Farm Women's Cooperative Market portion of the site.

More specific information about the development proposed on the Properties under Option A and Option B is provided below.

A. Option A (i.e., 7121 Wisconsin Avenue, the West Side Properties, Farm Women's Cooperative Market, Parking Lot 24 and Parking Lot 10)

NE AERIAL VIEW



NOTES:
1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.

Option A – West Side Properties

The proposed redevelopment of the West Side Properties will be located on one new subdivision lot of record (consisting of approximately 16,619 square feet of net lot area).¹³ As noted, the Sketch Plan proposes to develop the West Side Properties with a multi-family residential building consisting of up to 260 multi-family residential units (including 15 percent MPDUs) and up to 7,500 square feet of non-residential uses¹⁴, as well as private underground parking, and public and private amenities in accordance with Division 4.7 of the Zoning Ordinance (the "West Side Project"). The West Side Project proposes one floor of non-residential uses, with 21 floors of multi-family residential units above. The Sketch Plan proposes to utilize the B Overlay Zone density provisions of Section 59-4.9.2.C.2 of the Zoning Ordinance in order to allocate gross floor area from B Overlay Zone density to the West Side Project and to fill out the remainder of the permitted height for the West Side Properties. Through utilization of the B Overlay Zone density provisions, the effective proposed FAR of the West Side Project will be approximately CR-9.25, C-0.25, and R-9, with the H (height) component of 225 feet on 7126 and 7140 Wisconsin Avenue and 200 feet on 7505 Miller Avenue. Note, however, that because unit count and non-

¹³ Subsequent to approval of the Sketch Plan, WAP-FP will submit a Preliminary Plan to combine the three existing lots into one new record lot, concurrent with submission of a Site Plan application.

¹⁴ See Footnote 7.

residential square footage will only be finalized at the time of Site Plan, the Sketch Plan requests the flexibility to shift residential and non-residential square footage within the total maximum FAR, with final total FAR and "C" (commercial) and "R" (residential) components to be established at Site Plan.

Vehicular access to the West Side Project (both garage access and loading access) will be from Miller Avenue, allowing the frontages along Wisconsin Avenue and Bethesda Avenue to remain fully pedestrian in nature. All of the parking for the West Side Project is proposed to be located underground, and the Sketch Plan anticipates that there will be four levels of parking (with numbers of parking spaces, bicycle parking spaces, and loading spaces to be further refined as the West Side Project moves forward through the review processes). The main residential lobby is anticipated to be located along the Bethesda Avenue frontage. Entrances to the non-residential uses will be along both Wisconsin and Bethesda Avenues. The location of these entrances will maintain pedestrian activity levels along the Wisconsin and Bethesda Avenue street frontages, while retail storefronts will visually engage that pedestrian activity.

The West Side Project's design is rooted in its unique location at the prominent intersection of Wisconsin and Bethesda Avenues and opposite the historic Farm Women's Cooperative Market. The West Side Project is considered in its larger context with direct acknowledgment of the open space that is proposed as a part of the Farm Women's Cooperative Market redevelopment, creating a great urban destination. The building takes a classic, timeless approach to design and strives to create a precedent for future development in the area.

The West Side Properties are located on a narrow block in the Wisconsin Avenue Corridor of the Sector Plan and enjoy full frontage along Wisconsin Avenue to the east, Bethesda Avenue to the north, and the smaller scale Miller Avenue to the south. To the west, the site is bordered by a low-scale, mid-block parcel. Due to the relatively small size of the West Side Properties, several design accommodations have been studied to ensure a vibrant pedestrian realm and an uncompromised presence at the skyline, while still providing efficient floorplates for the residential development.

A five-story base creates a continuous street edge at a comfortable pedestrian scale on the Bethesda, Miller, and Wisconsin Avenue frontages, responding to the tree canopy height and maintaining the character of the neighboring small-scale retail streets. The ground floor primarily contains retail program, strengthening the street activity in the area. Retail storefronts will be detailed to permit elements such as canopies and vibrant signage, and outdoor seating will create stopping points to relax, gather, and socialize. Connection to green space is also a key component to the building's urban integration with enhanced streetscape and the introduction of activating uses at grade.

Moving up the building, a defined stepback above the fifth floor differentiates the tower from its base, allowing the tower to respond to the scale of the larger urban context. Horizontal and vertical reveals are incorporated into the building to breakdown the overall mass and create visually pleasing proportions. The building setback at the ground floor is expanded at the residential lobby along Bethesda Avenue to encourage efficient pedestrian movement at the building entry. The stepback above the Bethesda and Wisconsin Avenue frontages further enhances pedestrian comfort and creates a better relationship to the open space at the Farm Women's Cooperative Market. The base of the building is articulated above the fourth floor with a distinct fifth floor to further reduce the scale of this element.

The massing of the tower is approached as multiple building blocks, which allows the flexibility to vary the tower heights. The height of the building at the southwest corner is lower to both comply with the current zoning and create a better relationship to the neighboring context. The height is increased as the massing extends from south to north and also from west to east, allowing appropriate relationships to be established between the neighboring lower scale buildings to the south and the dense urban fabric to the north. This also creates a special top at the northeast corner that contributes to the quality of the skyline.

The Farm Women's Cooperative Market represents the terminus of Bethesda Avenue and is an important civic site in Bethesda. To emphasize the Farm Women's Cooperative Market's importance, the tallest portion of the building mass is articulated as a distinct element at this intersection to create a dramatic icon and frame the pedestrian view of the open space as one approaches from the west. This was previously achieved with a cantilevered element but, in response to comments received as part of the Concept Plan review process from the DAP and at the DRC meeting as well as from Planning Department Staff, this is now achieved by incorporating a deeper stepback for the portion of the tower at the center of the Wisconsin Avenue frontage, which breaks the tower massing into three distinct elements along that frontage. The tower corners are further articulated with sectional shifts as the building rises to its full height, breaking down the overall mass of the tower and creating a unique building form. Building residents are given ample opportunities to enjoy this public amenity, both visually through large glazed corners and physically with balconies and terraces. An indoor amenity space crowns this portion of the tower providing an opportunity to activate an expressive building top that harmonizes with the overall composition of the building below.

The result is a site-specific design for the building that is finely tuned to each unique aspect of its surrounding context and urban fabric. It creates an integral bond with the Farm Women's Cooperative Market and shows that a cohesive vision of creativity and innovation leads to design excellence.

The West Side Project is comprised of two primary open spaces: the streetscape along Wisconsin Avenue, Bethesda Avenue, and Miller Avenue, and a private amenity rooftop terrace. The streetscape design is based on the County's July 2017 Approved Bethesda Downtown Plan Design Guidelines (the "Design Guidelines"). The West Side Project's three street frontages comply with the relevant provisions of the Design Guidelines, as discussed in Section III below. The Design Guidelines identify Wisconsin Avenue as an Urban Boulevard street type. A six-foot wide planting/furnishing zone is provided adjacent to Wisconsin Avenue with a ten-foot wide pedestrian through zone and nine-foot wide frontage zone along the face of building for an overall width build-to line of 25 feet. Bethesda Avenue is identified as a Downtown Mixed-Use Street type. A five-foot wide planting/furnishing zone is provided adjacent to Bethesda Avenue with an eight-foot wide pedestrian through zone and two-foot wide frontage zone along the face of building for an overall width build-to line of 15 feet. Miller Avenue is identified as a Neighborhood Local Street type. A five-foot wide planting/furnishing zone is provided adjacent to Miller Avenue with a six-foot wide pedestrian through zone and three-foot wide frontage zone along the face of building for an overall width build-to line of 14 feet.

The streetscape design prescribed in the Bethesda Streetscape Plan includes brick paver sidewalks in a herringbone pattern. Special paving is proposed to accent the base of the building and key building features. As noted in the Bethesda Streetscape Plan, the trees along Wisconsin Avenue are tree wells with granite sets and amended soil panel. Bethesda Avenue and Miller Avenue have a continuous amended soil tree panel with underplantings. The streetscape design also features site furniture per the Bethesda Streetscape Plan including benches, trash receptacles, and light fixtures, further blending the West Side Project into the existing pedestrian-oriented context of downtown Bethesda. As mentioned, the exact dimensions and design of the West Side Project's three street frontages will continue to evolve through the development review process, and further information will be provided regarding these features at Site Plan.

The private amenity rooftop terrace will have green roof areas used for stormwater management purposes as well as amenity space. The occupied space will include a pool and surrounding deck, seating nodes, and grilling areas. Mechanical equipment space on the rooftop will be screened by panels, planters, and layered plantings. Amenity components of the rooftop are designed as a series of outdoor rooms to accommodate relatively small groups of people for social interaction, grilling, and enjoyment of the views and open air.

Currently, stormwater from the West Side Properties enters the public storm drain system without any retention or treatment. The West Side Project will provide both quantity and quality controls through measures that will double as site amenities, implementing State and local mandates for Environmental Site Design to the Maximum Extent Practicable ("ESD to the MEP"). The West Side Project proposes to provide intensive green roof and micro-bioretenement planter boxes on the building to treat runoff. After stormwater is treated, it will be conveyed via storm drain to the existing public storm drain system. The implementation of the previously mentioned facilities will provide ESD volume to the maximum extent practicable and minimum treatment per Montgomery County requirements.

The West Side Project also anticipates providing several public benefits from the "Protection and Enhancement of the Natural Environment" category as part of the "public benefits" package required in order to construct the full incentive density permitted under the CR Zone optional method of development. Through implementation of "ESD to the MEP" and the other environmental features noted, the West Side Project will be a significant improvement over the existing conditions on the West Side Properties.

Option A – East Side Properties

As previously stated, the Sketch Plan proposes two coordinated design alternatives for the comprehensive redevelopment of the East Side Properties (the "East Side Project"). The first alternative – Option A – allows for all of the following: (i) a new underground garage with up to two levels to accommodate the relocation of the existing public parking spaces on Parking Lot 24 and Parking Lot 10 below grade; (ii) a new multi-acre public park; (iii) an expanded mixed-use building that integrates retail, the building lobby, and townhouse scale units at the base; (iv) an expanded and rehabilitated Farm Women's Cooperative Market building; and (v) other site features and amenities. The Sketch Plan anticipates that the Option A development program will allow for up to 325 multi-family residential units on 7121 Wisconsin Avenue and Parking Lot 24, of which 15 percent would be MPDUs, and approximately 32,000 square feet for retail uses including ground floor space in the new multi-family building and the expanded Farm Women's Cooperative Market building. The Sketch Plan proposes to utilize the FAR Averaging provisions of Section 59-4.5.2.B of the Zoning Ordinance to exceed the maximum density allowed by the mapped zoning for the East Side Properties. However, if density from Parking Lot 10 is ultimately not to be included with Option A at the time of Preliminary Plan and Site Plan, the East Side Project would also utilize B Overlay Zone density under the provisions of Section 59-4.9.2.C.2 of the Zoning Ordinance in order to allocate gross floor area from B Overlay Zone density to the East Side Project and to fill out the remainder of the permitted height for the East Side Properties.

The proposed building on the 7121 Wisconsin Avenue and Parking Lot 24 portions of the site consists of a mixed-use residential tower to the west (*i.e.*, on the current 7121 Wisconsin Avenue lot) with a low-rise base to the southeast (*i.e.*, on a portion of Lot 24). As stated above, the building will have a street presence on Wisconsin Avenue, and significant portions of it border the adjacent historic Farm Women's Cooperative Market to the north and the existing high-rise office building at 7101 Wisconsin Avenue to the south. The prominence of this location, its adjacency to significant civic space, and its proximity to the future transit hub that is being constructed at 7272 Wisconsin Avenue all combine to create the potential for the new multi-family building to be part of a special place in the Wisconsin Avenue Corridor District: a new center of activity at a "Smart Growth" location, directly adjacent to a signature open space amenity in Downtown. The proposed project on the 7121 Wisconsin Avenue site under Option A – which will provide a new multi-family residential building with MPDUs, ground-floor retail, and below-grade parking (the "7121 Option A Project") – will leverage this potential by utilizing design characteristics that are intended to strengthen this new activity center while also respecting and complementing the surrounding urban context.

More specifically, the design of the East Side Project, including the 7121 Option A Project, will work in concert with its surroundings and form an integral part of a new urban composition that includes the rehabilitated Farm Women's Cooperative Market, new parks and neighborhood greens to the east and south, and the proposed future development to the west on the West Side Properties. The preliminary design concept for the East Side Project proposes to establish a rehabilitated and revitalized Farm Women's Cooperative Market building as its center, with a new building addition that extends to the east into Parking Lot 24. The majority of the ground floor in the mixed-use tower to the south is planned to provide retail uses facing the rehabilitated and expanded historic structure. These active retail spaces will accommodate elements such as canopies, signage, and outdoor seating, all of which will contribute to the creation of a vibrant pedestrian realm in a new shared pedestrian street that will be located between the 7121 Option A Project and the expanded Farm Women's Cooperative Market building. The shared street's design proposes a limited vehicular drive that will facilitate pedestrian activity and allow access to the revitalized Farm Women's Cooperative Market to the north and to the future green spaces to the east, while minimizing regular vehicular activity. (The "woonerf" component of the shared street is described in more detail below.) The Applicants' consultants anticipate that the proposed vehicular drive will utilize an existing curb cut on Wisconsin Avenue and lead to Willow Lane on the eastern side of the Farm Women's Cooperative Market building addition (*i.e.*, redirecting the vehicular access to the east side of the Farm Women's Cooperative Market building that is proposed under Option B). Two-story townhouse style units will be incorporated into the base of the low-rise wing of the building that fronts the proposed Eastern Greenway to the east. The Applicants' consultants anticipate that a total of 9 distinct units will be provided, and that they will have entrances directly from a public walkway that runs along the length of the eastern edge of the building. Parking and loading access will be incorporated into the southern portion of the building along the Leland Street frontage. A second parking garage entrance will be located to the east of the vehicular drive on the northern edge of the site and will be accessed via Willow Lane.

The residential lobby of the new multi-family building will be located at the northeast corner, with frontages along the proposed plaza that will extend through the site and towards the proposed Eastern Greenway park and Willow Lane. The lobby is anticipated to provide a vibrant and active use within the ground-level portion of the building. Above the ground floor, a distinct base will be established for the building with stepbacks and terraces above the sixth floor on the low-rise wing and above the seventh floors on the north and west tower frontages. The Applicants' consultants anticipate that additional balconies and reveals will be carved out of the building mass to further enhance the presence of a distinct base, and to break down the overall mass of the building. The base of the building will be complimented by a tower element with a massing that is carefully crafted with an eye towards the unique context of the site. On the north side of the building, the tower portion of the massing has been articulated with an increased stepback at the center to acknowledge the presence of the Farm Women's Cooperative Market building. This increased stepback also serves to break down the overall massing of the building and sponsors variation in the articulation of the façade. As proposed, this tower massing also eliminates the cantilevered corner that was initially presented with the Concept Plan submission. Additional stepbacks are incorporated at the top of the building to further break down the tower mass and to compliment the skyline. The tower also will be located on the site in a manner that permits a separation of approximately 45 feet between it and the existing office building to the south at 7101 Wisconsin Avenue.

With respect to site design, the Sketch Plan proposes three primary open spaces (public and private) within the 7121 Option A Project: (i) a streetscaped area along Wisconsin Avenue, which will be accessible to the public; (ii) a private amenity rooftop terrace above the six-story eastern wing that will incorporate a pool; and (iii) a second private amenity rooftop terrace above the tower. Both of the rooftop terraces will be used exclusively by residents of the building.

The streetscape design will be based on the Design Guidelines, which identify Wisconsin Avenue as an Urban Boulevard street type. Thus, the Sketch Plan anticipates that a six-foot wide planting/furnishing zone will be provided adjacent to Wisconsin Avenue, with a ten-foot wide pedestrian through zone and nine-foot wide frontage zone along the face of building to achieve an overall build-to-line of approximately at minimum 25 feet (within the Design Guidelines' recommended range). In response to comments received from the Design Advisory Panel at the Concept Plan stage, this minimum sidewalk width has been reconfirmed for this submission.

While details will be confirmed at the time of Site Plan review, the streetscaped area will conform with the Bethesda Streetscape Plan, which prescribes brick paver sidewalks. The Sketch Plan anticipates that special paving will accent the base of the building and key building features. Per the Bethesda Streetscape Plan, trees along Wisconsin Avenue will be provided in tree wells with granite sets and amended soil panels. The streetscape design will also feature site furniture per the Bethesda Streetscape Plan including benches, trash receptacles, and light fixtures. All of these features will further blend the 7121 Option A Project into the existing pedestrian-oriented fabric of Downtown Bethesda.

As for the private rooftop terraces, the Sketch Plan anticipate that the building will have a partial green roof as well as an amenity space. The amenity components of the rooftop will likely be designed to provide a series of outdoor rooms that will accommodate relatively small groups of people for social interaction, grilling, and enjoyment of the views and open air. The lower roof will also include an outdoor pool. Rooftop mechanical equipment will be screened by panels, planters, and layered plantings. As with the streetscaped area long Wisconsin Avenue, final details for the private rooftop amenity space will be presented and confirmed at the time of Site Plan.

Finally, on Parking Lot 10 to the south of Leland Street, the existing surface parking spaces will be removed at the time of redevelopment, and the site will be developed as a neighborhood green.¹⁵ The Sketch Plan proposes improvements for this area that will simultaneously extend the Eastern Greenway park and provide a counter balance to the more traditional, existing Elm Street Park and playground to the north. To this end, the Project will provide the following programed open spaces in the Parking Lot 10 portion of the site: (i) a "nature play" area that will be located near the intersection of 46th Street and Leland Street;¹⁶ and (ii) a small and large dog park that will be located in the approximate center of the Parking Lot 10 site to provide an in-demand use program for residents and visitors. The Sketch Plan proposes to provide a lawn panel along 46th Street to extend the Eastern Greenway, providing an inviting open space and a compatible view for adjacent homes, and wide plant beds will screen the dog parks from adjacent residences and business located closer to Wisconsin Avenue.

Option A – Farm Women's Cooperative Market

The recently approved Sector Plan envisions the Farm Women's Cooperative Market portion of the Sketch Plan as the location for a new open space that will serve as an extension of the existing Elm Street Urban Park, located to the north of Willow Lane. In accordance with this vision and with other applicable recommendations in the Design Guidelines, the proposed rehabilitation and expansion of the Farm Women's Cooperative Market will provide open space that will be both a destination and a local gathering spot, designed to provide flexibility to accommodate a variety of potential activating uses. The Sketch Plan anticipates that flexible design will be a key component of achieving the civic green-like function

¹⁵ As previously stated, neither the Applicants nor MCDOT currently anticipate that Parking Lot 10 will be developed in the near term, and more detailed information about the potential phasing of the improvements depicted for Parking Lot 10 will be provided at the time of Preliminary Plan and Site Plan applications.

¹⁶ Nature play spaces are spaces that provide opportunities for children to play freely and develop creativity in a naturalized setting.

that is contemplated in the Sector Plan, allowing for informal gathering as well as programmable, planned events.

The rehabilitation and expansion of the Farm Women's Cooperative Market under Option A will follow design principles that have been established by the Applicants' design team and discussed with County staff and the HPC during preliminary design meetings. The overarching principle is, quite simply, "less is more." The urban park will not be over-programmed or over-designed. Instead, as stated above, the Farm Women's Cooperative Market will provide a flexible space for a variety of uses. Additional design principles include the following:

- Preserve the character of the environmental setting. The Sketch Plan proposes to achieve this principle by retaining ample open space around the building and addition and by removing a substantial portion of the existing hardscape that is currently causing significant damage to the building's foundation. By installing new permeable and non-permeable hardscaping and appropriate planting materials, the proposed design of the environmental setting will retain its informal character and stormwater runoff will be mitigated. New trees are proposed to replace the existing Sycamore trees that mark the entry of the site from Wisconsin Avenue.¹⁷
- Enhance the focal point along Wisconsin Avenue that terminates at Bethesda Avenue. The Farm Women's Cooperative Market is a prominent location along various urban corridors, and is part of the downtown Bethesda arrival sequence. Reimagining the historic site as an upgraded civic green-like open space with attractive landscaping and building renovations and new opportunities for gathering and recreation will be appropriate to enhance this focal point. At the same time, the East Side Project proposes to relocate the historic building 13 feet to the north of its current location in order to allow for the repair of significant structural deterioration at the building's foundation, and to raise the building above the existing grade and pavement that has been built up against the structure, causing drainage issues. The historic building will not need to be moved offsite to remedy these issues. Rather, the historic building will be moved within the environmental setting and its location will be adjusted to retain the centrality of the Farm Women's Cooperative Market building on the site, provide a scale-appropriate buffer from the neighboring building to the south, and maintain the building's historic relationship to Wisconsin Avenue. All of these efforts will serve to enhance the Farm Women's Cooperative Market's presence as a focal point for this important Downtown Bethesda location.
- Acknowledge surrounding context and integrate adjacent uses. The surrounding uses include office, retail, residential, park space, and urban streetscapes. The Farm Women's Cooperative Market will provide an open, inviting site design to engage with these uses, and will establish a relationship with the nearby Elm Street Urban Park to act as a connected park system.

These design principles will be reflected in the design of the Farm Women's Cooperative Market open space which, as proposed, is anticipated to include the following elements:

¹⁷ Note that three specimen trees (i.e., Trees Number 1, 2, and 3 on the NRI) currently exist on the Farm Women's Market site. These trees – two Sycamores and an Elm – are located within hardscape impervious areas consisting of sidewalk, parking lots and gravel pads that are used for staging and activities at the site, and the repair, replacement and/or removal of this area to create the new open space that is proposed with the Sketch Plan will impact 30 – 80 percent of each tree's critical root zone. The Applicants understand that, in accordance with the Montgomery County Trees Technical Manual, these three specimen trees should be removed and replaced with large shade trees of similar form, and that the removal of these specimen trees will require approval of a variance under Section 22A-21 of the Montgomery County Code. The required tree variances will be addressed via a separate application.

- Side Yard. The Side Yard will be a flexible, multi-functional, gathering area that will be located to the north of the expanded historic building (*i.e.*, adjacent to Willow Lane). The Side Yard will provide an open setting that can potentially accommodate a variety of program opportunities (such as, for example, a farmer's market or temporary "pop-up" market stalls), with a gravel surface that honors the traditional material and function of the site. The Side Yard will be framed by walks and benches and will provide informal gathering space for many users. The streetscape along Willow Lane will also strengthen visual connections between Wisconsin Avenue and 46th Street, with a wide walk that leads to the park that will be created on Parking Lot 24.
- Building Terrace. The Building Terrace is proposed adjacent to the existing building on the Farm Women's Cooperative Market site. The Building Terrace will serve the future retail uses located within the building. The Building Terrace is designed as a flexible, café style seating space with ambient lighting.
- Shared Street (*i.e.*, "woonerf"). The Shared Street will border the Farm Women's Cooperative Market site to the south and continue past the expanded historic building to wrap around the eastern side of the new building addition on Parking Lot 24. The Plaza will include a "woonerf" component, which will serve in part as a vehicular drive for the Farm Women's Cooperative Market building and the new multi-family residential building on the East Side Properties. The flush curb woonerf will be used both by pedestrians and vehicles to create a flexible, dynamic space between the proposed buildings and the Farm Women's Cooperative Market building, so as to encourage and strengthen the design of both sites. The Sketch Plan anticipates that special paving for the woonerf will be utilized as to visually delineate primarily pedestrian areas from vehicular circulation, while being compatible, complementary and cohesive. The Shared Street will provide vehicular circulation around the Farm Women's Cooperative Market, and will also facilitate a pedestrian through-block connection to 46th Street, Willow Lane, and Leland Street.

In accordance with the Design Guidelines, a six-foot wide planting/furnishing zone will be provided adjacent to Wisconsin Avenue (an Urban Boulevard), with a ten-foot wide pedestrian through zone. On Willow Lane (a Neighborhood Local Street), the Sketch Plan anticipates providing a five-foot wide planting/furnishing zone with an eight-foot wide pedestrian through zone. All streetscape elements are anticipated to conform with the Bethesda Streetscape Plan, and will be consistent with the elements described above for the East Side Project.

The proposed redevelopment of the Farm Women's Cooperative Market also includes rehabilitation of the existing historic building, as outlined in the July 2019 EHT Tracerics "Historic Structure Report". Recommendations for treatment of the character defining features of the building, for the relocation of the building, and for new development are addressed in detail in that document.

The proposed relocation and rehabilitation of the Farm Women's Cooperative Market building is intended to preserve the importance of this historic structure, allowing for greater separation from the larger-scaled multi-family building to the south. As a practical matter, this increased separation also allows for an adequate fire lane between the buildings and permits better access and visibility through the site to the Eastern Greenway park. The relocation is also intended to revitalize the existing building for potential use by a future tenant, and to recontextualize it within the new civic green-like open space that is envisioned by the Sector Plan. As noted above, HAWPs from the HPC will be required prior to undertaking any construction, demolition, or alteration activities on the Farm Women's Cooperative Market site. Accordingly, the Applicants have completed two preliminary consultation meetings with the HPC, and will continue to consult with the HPC in connection with future entitlement and permit applications.

Option A – Eastern Greenway

The Sector Plan locates Parking Lot 24 and Parking Lot 10 within the southern portion of the Eastern Greenway District and specifically recommends redeveloping these surface parking lots to create an Eastern Greenway segment (*i.e.*, parks and neighborhood greens) from the existing Elm Street Urban Park to Walsh Street, with Parking Lot 24 being redeveloped as a park and Parking Lot 10 being redeveloped as a neighborhood green. This Eastern Greenway will function as an extension of Elm Street Urban Park to ensure compatibility with adjacent neighborhoods, functioning as a transition between the single-unit residences in the Town of Chevy Chase and the more dense commercial area of Downtown Bethesda. The new Eastern Greenway will also enhance environmental benefits and improve pedestrian connections. As the name implies, the Eastern Greenway will provide new plant material such as tree canopy, vegetation, and open lawn. The park-like setting will also contain paths, seating, and play areas with stormwater management integrated into the landscape. Front doors, stoops, and balconies for the new multi-family building on the East Side Properties and entrances for the expanded Farm Women's Cooperative Market building will encourage activation along the Eastern Greenway and social interactions with neighbors.

As discussed in Section III below, the Eastern Greenway has been designed to address certain Sector Plan recommendations that seek to ensure compatibility with adjacent neighborhoods, providing a variety of active, social, and contemplative open spaces that will improve connections and enhance environmental benefits. More specifically, the Sector Plan envisions Parking Lot 24 as a park "to the maximum extent feasible" (Sector Plan at p. 18). Thus, while final details and site elements will be confirmed at the time of Site Plan after consultation with Montgomery Parks and the completion of community design charrettes, the Applicants' consultants have planned Parking Lot 24 to be flexible and programmable for various events from informal gatherings to regional attractions such as markets, concerts, and festivals. The design of Parking Lot 24 is an extension of the Farm Women's Cooperative Market site, located directly to the west along Willow Lane, and of the existing Elm Street Urban Park to the north. Elm Street Urban Park is an existing park with an established tree canopy designed for strolling and small gatherings. Parking Lot 24 will be designed as counterpoint, with large open lawn areas that can accommodate activities and social gatherings of people.

These design principles will be reflected in the following elements:

- Lawn. The Lawn will be a large, flexible, multi-functional, gathering area that will be located adjacent to Willow Lane and extend south along 46th Street. The open, traditional setting of the Lawn will be framed by walks and benches and provide informal gathering spaces for many users.
- Trellis Shade Structure. The Trellis Shade Structure will be the focal feature within the Eastern Greenway, as well as a focal point from Wisconsin Avenue. The genesis of the Trellis Shade Structure is a band shell set into a traditional park setting, but with a contemporary design and orientation. The Trellis Shade Structure will allow for flexibility of programming and appeal to many different user types. It is envisioned as a stage, band shell, shade structure, and social gathering space to activate the large lawn area.
- Pedestrian Connection. The Pedestrian Connection will be an extension of the Farm Women's Cooperative Market shared street that is solely intended to provide pedestrian access to the park on Parking Lot 24. When viewed from Wisconsin Avenue, the Pedestrian Connection will lead the viewer to the trellis focal point beyond. The Pedestrian Connection will bisect the Lawn and provide a framework for social gathering spaces, such as the trellis and play area. In a larger context, pedestrian connections extend along the entire greenway and lead to the future Metrorail

and Purple Line station entrances that are being constructed with the 7272 Wisconsin Avenue redevelopment project.

- Leland Gardens. Adjacent to Leland Street are the Leland Gardens, which are envisioned as a community gateway to the residential neighborhood. Leland Gardens will provide botanical interest and allow for a contemplative experience.

In contrast, Parking Lot 10 is envisioned as a new neighborhood green that will be designed to accommodate programmed open space. Parking Lot 10 is located south of Parking Lot 24 and extends from Leland Street to Walsh Street. While the final design details and site elements for Parking Lot 10 will be confirmed at the time of Site Plan after consultation with Montgomery Parks and the completion of community design charrettes, the Applicants' consultants anticipate that Parking Lot 10 will contribute to the overall Eastern Greenway with the following specific components:

- Front Yard. The Front Yard will be a flexible, multi-functional, gathering area that will be located along 46th Street. The open, traditional setting of this lawn will be framed by walks and benches and provide informal gathering spaces for many users. Pedestrian connections will be provided to the surrounding sidewalk network to provide visibility and encourage connections. The Front Yard will be encircled by shade trees that, over time, will provide partially shaded space for neighborhood events.
- Nature Play Area. The Nature Play Area will be located near the intersection of 46th Street and Leland Street, and will provide spaces for children to play freely and develop creativity in a naturalized setting.
- Dog Parks. A small and large dog park will be located in the approximate center of the Parking Lot 10 site. Wide plant beds will be provided to screen the dog parks from adjacent residences and business located closer to Wisconsin Avenue.

B. Option B (i.e., 7121 Wisconsin, the West Side Properties, and Farm Women's Cooperative Market)

7121 NE AERIAL VIEW



Option B – West Side Properties

Under Option B, the West Side Project is no different from Option A and remains as described above: a mixed-use building consisting of up to 260 multi-family residential units, of which 15 percent would be MPDUs, and up to 7,500 square feet of non-residential uses as well as private underground parking, and public and private amenities. For details, please refer to Section II-A.

Option B – 7121 Wisconsin Avenue

The 7121 Wisconsin Avenue portion of the Sketch Plan fronts on Wisconsin Avenue and is located at mid-block between Willow Lane and Leland Street, just south of the terminus of Bethesda Avenue as it intersects with Wisconsin Avenue. 7121 Wisconsin Avenue is bordered on the north by the historic Farm Women's Cooperative Market site and on the south by the existing high-rise office building at 7101 Wisconsin Avenue. The location's prominence, its adjacency to significant civic space, and its proximity to the future transit hub that is being constructed at 7272 Wisconsin Avenue all combine to create the potential for 7121 Wisconsin Avenue to be redeveloped as a special place in the Wisconsin Avenue Corridor District: a new center of activity at a "Smart Growth" location that will be directly adjacent to a signature open space amenity in the Downtown. The proposed project on the 7121 Wisconsin Avenue site under Option B – which will provide a new multi-family residential building with MPDUs, ground-floor retail, and below-grade parking (the "7121 Option B Project") – is anticipated to leverage this potential by utilizing design characteristics that are intended to strengthen this new activity center while respecting and complementing the surrounding urban context. The 7121 Option B Project also proposes to utilize the FAR Averaging provisions of Section 59-4.5.2.B of the Zoning Ordinance to exceed the maximum density allowed by the mapped zoning for the East Side Properties.

More specifically, the design of the 7121 Option B Project will work in concert with its surroundings and form an integral part of a new urban composition that includes the rehabilitated Farm Women's Cooperative Market, as well as the proposed future development to the west on the West Side Properties. The preliminary design concept for the new building proposes to establish a one-story datum at the base of the building, with retail spaces occupying the entirety of the frontage along Wisconsin Avenue and a midblock residential lobby fronting the Farm Women's Cooperative Market to the north. These active retail spaces will accommodate elements such as canopies, signage, and outdoor seating to create a vibrant pedestrian realm. The lobby will complement the retail activity along Wisconsin Avenue and provide a vibrant and active use within the ground-level portion of the building that will face the Farm Women's Cooperative Market site. The site design along this northern edge also includes a version of the shared street described in Option A to encourage pedestrian activity and access to the future green space to the east. (The Option B version of the "shared street" is described in more detail below.) In order to accommodate adequate separation between the residential tower on the site and the existing office building to the south at 7101 Wisconsin Avenue, the proposed building at 7121 Wisconsin Avenue has been shifted to abut the northern property line of the 7121 Wisconsin Avenue portion of the site, rather than the approximate 15 feet setback from that property line that had been proposed with the Concept Plan submission. As a result of this shift, the Sketch Plan is also proposing to relocate the existing Farm Women's Cooperative Market building under Option B when it is rehabilitated for reasons described in more detail below.

Above the ground floor, a distinct base will be established for the building with stepbacks and terraces above the sixth floor on all sides of the tower. The Applicants' consultants anticipate that additional balconies and reveals will be carved out of the building mass to further enhance the presence of a distinct base, and to break down the overall mass of the building. The base of the building will be complimented by a tower element with a massing that has been carefully crafted to respect the unique context of the site. On the north side of the building, the tower portion of the massing has been articulated with an increased stepback at the center, so as to acknowledge the presence of the Farm Women's Market building, break down the overall massing of the tower, and sponsor variation in the façade articulation. The proposed tower massing also eliminates the cantilevered corner that was proposed in the Concept Plan submission, and incorporates additional stepbacks at the top of the building to further break down the tower mass and compliment the skyline. The tower will be located on the site in a manner that permits a separation of approximately 45 feet between it and the existing office building to the south at 7101 Wisconsin Avenue.

With respect to site design, the Sketch Plan anticipates that two primary open spaces will be provided within the 7121 Wisconsin Avenue portion of the 7121 Option B Project: (i) a streetscaped area along Wisconsin Avenue, which will be accessible to the public; and (ii) a private amenity rooftop terrace, which will be used exclusively by residents of the building. The streetscape design will be based on the Design Guidelines. The Design Guidelines identify Wisconsin Avenue as an Urban Boulevard street type. Thus, the Sketch Plan anticipates that a six-foot wide planting/furnishing zone will be provided adjacent to Wisconsin Avenue, with a ten-foot wide pedestrian through zone and nine-foot wide frontage zone along the face of building to achieve an overall build-to-line of at minimum 25 feet (within the Design Guidelines' recommended range). In response to comments from the Design Advisory Panel at Concept Plan review, this minimum sidewalk width has been reconfirmed for this submission.

The streetscaped area will also conform with the Bethesda Streetscape Plan, which prescribes brick paver sidewalks. The Sketch Plan anticipates that special paving will accent the base of the building and key building features. Per the Bethesda Streetscape Plan, trees along Wisconsin Avenue will be provided in tree wells with granite sets and amended soil panels. The streetscape design will also feature site furniture per the Bethesda Streetscape Plan including benches, trash receptacles, and light fixtures. All of these features will further blend the 7121 Option B Project into the existing pedestrian-oriented fabric of Downtown Bethesda.

As for the private rooftop terrace, the Sketch Plan anticipates that the building will have a partial green roof as well as amenity space and an outdoor swimming pool. The amenity components of the rooftop will likely be designed to provide a series of outdoor rooms that will accommodate relatively small groups of people for social interaction, grilling, and enjoyment of the views and open air. Rooftop mechanical equipment will be screened by panels, planters, and layered plantings. As with the streetscaped area along Wisconsin Avenue, final details for the private rooftop amenity space will be presented and confirmed during the course of Site Plan review.

Option B – Farm Women's Cooperative Market

Like the Option A coordinated design alternative, Option B also proposes to redesign and relocate the Farm Women's Collaborative Market to achieve the recommendations of the Sector Plan for new open space at this location, with areas to accommodate activating uses. However, unlike Option A, Option B places the shared street woonerf that directs vehicular traffic onto Willow Lane adjacent to the eastern façade of the Farm Women's Cooperative Market building to define the edge of the site and the adjacent surface parking on Parking Lot 24. Option B also contemplates a potential small (*i.e.*, approximately 555 square foot) building addition to provide new restrooms and additional storage, with details to be confirmed at the time of Site Plan.

The proposed relocation and rehabilitation of the Farm Women's Cooperative Market building is intended to preserve the importance of this historic structure, allowing for greater separation between it and the larger-scaled new development to the south. From a practical standpoint, this increased separation also allows for an adequate fire lane to be provided between the buildings and permits better access through the site. The relocation is also intended to revitalize the existing building for potential use by a future tenant, and to recontextualize it within the new open space that is envisioned by the Sector Plan.

As noted above, the July 2019 EHT Tracerics "Historic Structure Report" outlines approaches for the rehabilitation of the existing historic Farm Women's Cooperative Market building, including recommendations for treatment of the character defining features of the building, for the relocation of the building, and for new development are addressed in detail in that document. In addition, the Applicants have completed two preliminary consultation meetings with the HPC to discuss the revisions that are proposed for the Farm Women's Cooperative Market site with the East Side Project, and will continue to consult with the HPC in connection with future entitlement and permit applications.

III. SECTOR PLAN & DESIGN GUIDELINES CONFORMANCE

As noted, the Properties lie primarily within the area identified in the Sector Plan as the Wisconsin Avenue Corridor District, with 4705 Miller Avenue located in the Bethesda Row District and Parking Lot 24 and Parking Lot 10 located in the Eastern Greenway District. The Sector Plan provides specific recommendations for development in these Districts, in addition to numerous general goals and objectives for development within the Sector Plan area. Both Option A and Option B conform to the general and specific goals, recommendations, and design guidelines provided by the Sector Plan for the Properties as follows:

A. Sector Plan – General Goals and Objectives

- *Foster community enrichment by encouraging public and private gathering spaces.* (Sector Plan at p. 8).

- *Re-imagine under-performing public spaces to revitalize them as community assets. (Sector Plan at p. 8).*
- *Enhance specific aspects of the public realm that support retail and office development where applicable. (Sector Plan at p. 8).*
- *Take best advantage of existing and planned transit, including Metrorail, Purple Line light rail, bus rapid transit (BRT) and bus. (Sector Plan at p. 8).*
- *Promote a diversified mix of housing options in the Downtown through mixed-use and multi-unit residential zoned development. (Sector Plan at p. 8).*
- *Provide a sufficient supply of housing to serve Bethesda's existing and future job growth. (Sector Plan at p. 8).*
- *Support a consolidated, long-term retail solution for districts with unmet retail demand. These districts include Arlington South, Bethesda Row, Wisconsin Avenue North and Pearl District. (Sector Plan at p. 8).*
- *Encourage mixed-use development to allow development to adapt to market conditions. (Sector Plan at p. 14)*
- *Create new civic gathering spaces in the expanded centers of activity. (Sector Plan at p. 14)*

As noted, the Sector Plan envisions the Farm Women's Cooperative Market as the location for a new civic green-like open space that will serve as an extension of the existing Elm Street Urban Park, located to the north of Willow Lane. In accordance with this vision and with other applicable recommendations in the Design Guidelines, the proposed redesign of the Farm Women's Cooperative Market will provide open space that will be both a destination and a local gathering spot – a respite in an otherwise urbanized corridor. To the extent that Option A is implemented, the Project will also provide the Eastern Greenway, with an expanded park on Parking Lot 24 and a new neighborhood green on Parking Lot 10.

The Project will locate up to 585 new residential units on the Properties in the form of both multi-family living units and townhouse units, and up to 39,500 square feet of retail floor area within two blocks of the future entrances to the Bethesda Metro Station and the Purple Line that are being constructed at Wisconsin Avenue and Elm Street with the 7272 Wisconsin Avenue project. The Project will provide 15 percent of its dwelling units as MPDUs, so that new affordable housing units will also be placed to take best advantage of existing and planned transit resources and infrastructure. There will be a variety of unit types and sizes (*i.e.*, multi-family living units and townhouse living units with a range of bedroom counts). This diversified mix of housing will help meet the Sector Plan goal of significantly increasing housing stock in an area zoned for multi-unit development near the primary transit hub of downtown Bethesda.

Ground floor retail of up to 7,500 square feet is proposed in the West Side Project. For the East Side Project, up to 32,000 square feet of floor area for retail use is proposed. One of the primary purposes of the retail is to draw pedestrians up Bethesda Avenue from the Bethesda Row District, toward the eastern terminus of Bethesda Avenue at Wisconsin Avenue and the Farm Women's Cooperative Market.

- *On private property, provide a minimum of 35 percent green cover, which may include either singularly or a combination of the following: intensive green roof (6 inches or deeper) on 35 percent of rooftop; tree canopy cover on 35 percent of landscape; a combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater. (Sector Plan at p. 15).*
- *Provide soil volumes for canopy trees of no less than 600 cubic feet. (Sector Plan at p. 16).*
- *When practical, incorporate vegetation into stormwater management facilities. (Sector Plan at p.16).*
- *Prioritize street tree planting along existing and proposed bicycle networks, creating green corridors. (Sector Plan at p. 16)*
- *Bury overhead wires to avoid conflicts with street trees. (Sector Plan at p. 16).*

- *Reduce impervious cover to maximize infiltration and /or green space. (Sector Plan at p. 16).*
- *Utilize environmental site design for parks and open space where it can be interpreted for community education. (Sector Plan at p. 16).*
- *In the High Performance Area, buildings must meet the public benefits category for CR Energy Conservation and Generation 59-4.7.3.F.3. An optional method building over 4 stories must exceed the current ASHRAE 90.1 requirements by at least 15 percent. Should the County approve alternative or additional standards, similar improvements in efficiency should be required. (Sector Plan at p. 17).*

The assembled Properties are predominantly covered with impervious surfaces and lack contemporary stormwater management features. However, the Project proposes a variety of techniques that will vastly improve the environmental condition of the Properties. Micro-bioretenion planter boxes and green roofs will be utilized to treat stormwater for the Project. After stormwater is treated, it will be conveyed to the existing public storm drain system via on-site storm drains. Implementation of these facilities will provide "ESD to the MEP" and effectuate a significant reduction in impervious surface. Both the West Side Project and the East Side Project will meet the minimum 35 percent green cover requirement. Street trees will be planted and utilities will be relocated underground along all Project frontages. It is anticipated that soil volumes of at least 600 cubic feet will be provided for canopy trees. Both the West Side Project and the East Side Project will achieve 15 public benefit points in the "energy conservation and generation" category (as described below in Section IV).

- *Provide each center with a gathering space appropriate to the character of the area. (Sector Plan at p. 17).*
- *Link streets, through-block connections, greenways and trails to create a well-connected network. (Sector Plan at p. 17).*
- *Transition to surrounding neighborhoods with green open space amenities and civic buffers. (Sector Plan at p. 17).*
- *Connect the proposed Capital Crescent Central Civic Green along Bethesda Avenue to the reimagined Farm Women's Cooperative Market. (Sector Plan at p. 17).*
- *Transition to surrounding neighborhoods with green open space amenities and civic buffers. (Sector Plan at p. 17).*
- *Design signature buildings that integrate design and sustainability innovation to occupy the symbolic center and surround civic gathering spaces. (Sector Plan at p. 17).*
- *Establish a green connector along the eastern edge of the Plan area to provide open space, pathways, environmental benefits and a transition to adjacent neighborhoods. Allow a range of building heights dependent on the amount of green space dedicated. (Sector Plan at p. 17).*
- *Balance development with transitions to single-unit residential neighborhoods surrounding the Sector Plan area in residential and edge districts, such as Battery Lane, Arlington North, South Bethesda and Eastern Greenway. (Sector Plan at p. 17).*
- *Support each of the three centers (Woodmont Triangle, Bethesda Row and Wisconsin Avenue corridor) with civic gathering spaces by providing civic greens in each center. (Sector Plan at p. 18).*
- *Create livable communities and appropriate transitions by greening and buffering the edges. (Sector Plan at p. 18).*
- *Create green neighborhood parks. (p. 18)*
- *Convert county owned surface parking lots to parkland/neighborhood greens to the maximum extent feasible. (p. 18)*

In accordance with this vision and with other applicable recommendations in the Design Guidelines, the proposed redesign of the Farm Women's Cooperative Market will provide open space that will be both a destination and a local gathering spot – a respite in an otherwise urbanized corridor. To the extent that the

Option A alternative is able to be implemented, the redevelopment of Parking Lot 24 and Parking Lot 10 will result in the creation of the Eastern Greenway, which will provide an even more expansive gathering space for this area of Downtown Bethesda by converting existing County-owned surface parking lots to park uses.

The Project will improve the streetscape along the entirety of the assembled frontage of the Properties, representing a vast improvement from the sidewalks present today (which are narrow and, in most cases, still comprised of concrete that abuts directly against the curb). In addition, the revitalization of the Farm Women's Cooperative Market will create a new through connection and the Option A alternative, if implemented, will provide important new linkages through and around the new Eastern Greenway.

The West Side Project will improve the streetscape along the West Side Properties' frontage on Bethesda Avenue to provide a wider sidewalk complete with brick pavers and street trees. Those improvements, along with the improvements occurring elsewhere along Bethesda Avenue, will provide a better pedestrian connection from the Capital Crescent Central Civic Green, up Bethesda Avenue, to Wisconsin Avenue and the Farm Women's Cooperative Market.

The Sketch Plan is proposing signature tall buildings at the key intersection of Bethesda Avenue and Wisconsin Avenue directly across from the proposed civic gathering space at the Farm Women's Cooperative Market, and directly adjacent to the Farm Women's Cooperative Market at 7121 Wisconsin Avenue. The buildings will incorporate design and sustainable innovation with distinctive architecture and stormwater controls integrated into, and doubling as, site amenities.

B. Sector Plan – Wisconsin Avenue Corridor District

- *Encourage infill and reinvestment on underutilized commercial sites and surface parking lots. (Sector Plan at p. 97).*

Substantial portions of the Properties located on the west and east sides of Wisconsin Avenue that are the subject of this Sketch Plan Application are comprised of significantly underutilized commercial sites with surface parking and large impervious spaces. The Project proposes mixed-use high-rise development on the West Side Properties and the East Side Properties, which will allow the Sketch Plan to provide the open space envisioned on the Farm Women's Cooperative Market site and, potentially, the Eastern Greenway.

- *Encourage mixed-income/affordable housing near transit stations. (Sector Plan at p. 97).*

Consistent with the Sector Plan's vision of providing housing opportunities for all income levels through greater building heights, the Project takes full advantage of the recommended heights to provide housing in close proximity to the new southern entrance to the Bethesda Metro Station and future entrance to the Purple Line. A variety of unit types and sizes are proposed across the Project, along with 15 percent MPDUs.

- *Provide zoning recommendations that allow signature tall buildings at major civic spaces in the established centers. (Sector Plan at p. 93).*

The Project takes advantage of the additional height designated by the Sector Plan, particularly if the West Side Properties develop in a manner that benefits the Farm Women's Cooperative Market and if the 7121 Wisconsin Avenue site develops with the Farm Women's Cooperative Market, to provide two mixed-use (*i.e.*, ground floor retail and multi-family above) towers that will frame and highlight the new

open space at the Farm Women's Cooperative Market, which is an important junction at Wisconsin and Bethesda Avenues.

- *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. (Sector Plan at p. 97).*
- *Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods. (Sector Plan at p. 104)*
- *Provide building articulation such as step backs, glazing and material changes. (Sector Plan at p. 104).*

The Project will provide "distinctive infill building[s]" located at the critical intersection of Wisconsin and Bethesda Avenues. The buildings in the immediate vicinity of the Properties are mostly high- and mid-rise, but for years the Properties have remained under-utilized as one- and two-story retail buildings with surface parking. At the West Side Properties, the West Side Project will replace these low-scale buildings with a distinctive high-rise infill building that will decrease in height from its northeast corner to its southwest corner to blend with the lower scale buildings to the south and west. On the East Side Properties, both Option A and Option B will facilitate the creation of buildings that have been designed to architecturally complement the Farm Women's Cooperative Market and to provide appropriate transitions in mass and height as one moves from the more vibrant Wisconsin Avenue corridor to the single family residences in the Town of Chevy Chase to the east.

- *Improve and enhance underutilized private owned public use spaces. (Sector Plan at p. 93)*

As discussed, the Project proposes to improve the Farm Women's Cooperative Market into the civic green-like open space envisioned by the Sector Plan. This space is significantly underutilized today, with the market open only three days/week. Through improvements both to the building and site area, this space will become a more open, usable space, even more important given its location at the terminus of Bethesda Avenue into Wisconsin Avenue.

- *Provide new civic gathering spaces. (Sector Plan at p. 97).*

As described above, the Joint Venture proposes improvements to the Farm Women's Cooperative Market to help achieve the Sector Plan's desired open space. To the extent that Columbia Realty and its affiliates are able to agree to a general development agreement with MCDOT, a more expansive park will be provided on Parking Lot 24 and, potentially, a new neighborhood green will be provided on Parking Lot 10 to facilitate the creation of the Eastern Greenway.

- *Improve the pedestrian environment with upgraded streetscapes. (Sector Plan at p. 97).*

The Project will improve the pedestrian environment with upgraded streetscapes along the frontages of the Properties on both sides of Wisconsin Avenue, Bethesda Avenue, Miller Avenue, Willow Lane and, potentially, along 46th Street and Walsh Street. The streetscape will provide Bethesda streetscape with a clear sidewalk zone of 10 feet along all frontages, plus an additional six-foot planting area for street trees located within open tree boxes with understory planting. There will be benches, trash receptacles, and light fixtures, vastly improving the pedestrian experience along the frontages of Properties.

- *Create . . . new civic gathering spaces in the form of civic green space/parks at the Farm Women's Cooperative Market site . . . (Sector Plan at p. 97).*

As noted, the Sector Plan envisions the Farm Women's Cooperative Market as the location for a new civic green-like open space that will serve as an extension of the existing Elm Street Urban Park, located to the

north of Willow Lane. In accordance with this vision and with other applicable recommendations in the Design Guidelines, the proposed redesign of the Farm Women's Cooperative Market will provide open space that will be both a destination and a local gathering spot – a respite in an otherwise urbanized corridor. Should Option A be implemented, the creation of the Eastern Greenway will result in an even more expansive civic gathering space.

- *Emphasize mixed land uses focused on employment and high density residential. (Sector Plan at p. 97).*

The Project proposes two mixed-use, ground floor retail with residential above, buildings, one on each side of Wisconsin Avenue. This fulfills the vision for high density residential while also providing employment at the retail stores and other non-residential spaces that may be present in the Project.

- *Allow an increase in the maximum allowable building height to 225 feet if the property redevelopments in a manner that benefits the Farm Women's Cooperative Market to the east. (Sector Plan at p. 101).*

The West Side Project proposes a maximum building height of 225 feet, which steps down to 200 feet at the southwest corner on the current 4705 Miller Avenue property. As described in Section II-A of this Statement, the West Side Project will utilize a site-specific design approach that is anticipated to include such elements as stepbacks, corner articulations, and glazing to ensure a maximum of compatibility with the rehabilitated and expanded Farm Women's Cooperative Market site (which the Project will transform into a great urban destination). Specifically, in order to emphasize the Farm Women's Cooperative Market's importance, the tallest portion of the building mass is articulated as a distinct element at the intersection of Wisconsin and Bethesda Avenues to create a dramatic icon and frame the pedestrian view of the open space as one approaches from the west along Bethesda Avenue. Thus, the West Side Project has been designed in a manner that benefits the Farm Women's Cooperative Market.

- *Allow an increase in the maximum allowable building height to 175 feet if the property redevelops as a joint development with the Farm Women's Cooperative Market to the north. (Sector Plan at p. 102).*

Both Option A and Option B involve the joint redevelopment of the 7121 Wisconsin Avenue site with the Farm Women's Market Cooperative, justifying a maximum height of 175 feet for the new building on the 7121 Wisconsin Avenue portion of the site.

- *Create green, active and walkable sidewalks that are designed to balance pedestrian and retail activity with vehicular and BRT traffic along this major corridor. (Sector Plan at p. 103).*

Ground-floor retail is proposed throughout the Project, activating both the east and west sides of Wisconsin Avenue and Bethesda Avenue. At the West Side Project, wide sidewalks (10 feet on Wisconsin, eight feet on Bethesda, and six feet on Miller) will vastly improve the pedestrian experience along all three of the West Side Properties' right-of-way frontages. At the East Side Project, wide sidewalks (*i.e.*, 10 feet) are also anticipated along Wisconsin Avenue. On Willow Lane, a pedestrian zone of eight feet is anticipated for the sidewalk. On 46th Street, Leland Street, and Walsh Street, pedestrian zones of approximately six feet are anticipated.

- *Provide a planting and furnishing buffer between sidewalks and street traffic. (Sector Plan at p. 103).*

The Project proposes a planting and furnishing buffer along right-of-way frontages per the Bethesda streetscape standard and Design Guidelines, as described above.

- *Ensure a clear pedestrian pathway. (Sector Plan at p. 103).*

As described above, the existing sidewalks along the Project's frontages are generally still narrow, concrete walkways directly adjacent to vehicular traffic. The Project proposes to significantly widen the sidewalks, improving them with Bethesda brick pavers, street trees, lighting, and seating to vastly improve the pedestrian experience.

- *Allow space for various activities, such as outdoor dining in retail focus areas, and provide planting and seating along remaining sections of the street. (Sector Plan at p. 103).*

All of the Project's right-of-way frontages will be improved with Bethesda standard streetscape, including street trees and seating. Ground-floor retail is proposed throughout the Project as well, which will activate the streetscape and further the pedestrian experience.

- *Create major civic gathering spaces as the hinge between Wisconsin Avenue, Norfolk Avenue and Bethesda Avenue. (Sector Plan at p. 103).*

As detailed above, the Project proposes improvements to the Farm Women's Cooperative Market to provide the open space envisioned by the Sector Plan.

- *Enhance the Farm Women's Cooperative Market as both a market and a public space connected to Bethesda Avenue and the Bethesda Row district. (Sector Plan at p. 103).*

As discussed, the improved Farm Women's Cooperative Market will provide an open, inviting site design to engage with the surrounding office, retail, residential, park space and urban streetscapes. This space is significantly underutilized today, with the market open only three days per week. Through improvements both to the building and site area, this space will become a more open, usable space, helping to activate the Farm Women's Cooperative Market and weave it into the fabric of the Wisconsin Avenue Corridor and Bethesda Row Districts.

- *Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces. (Sector Plan at p. 104).*

As previously stated, both the East Side Project and the West Side Project have been designed to achieve compatibility with the Farm Women's Cooperative Market site and other surrounding buildings and open spaces. Under both Option A and Option B, the Sketch Plan proposes to relocate the Farm Women's Cooperative Market building on the site to showcase this historic structure in relation to the larger-scaled new development to the south and to create an improved open space experience.

- *Provide visual interest along the corridor by highlighting significant points with increased height. (Sector Plan at p. 104).*

The Sketch Plan proposes a building with a maximum height of 225 feet at the corner of Wisconsin and Bethesda Avenue highlighting this intersection as a significant point in the Wisconsin Avenue Corridor. Together with the redevelopment of 7121 Wisconsin Avenue, the buildings will highlight and frame the re-envisioned Farm Women's Cooperative Market and open space.

- *Provide increased height at the transit gateways to the Metrorail and Purple Line stations. (Sector Plan at p. 104).*

Consistent with the Sector Plan's vision of providing housing opportunities for all income levels through greater building heights, the Project takes full advantage of the recommended heights to provide housing in close proximity to the new southern entrance to the Bethesda Metro Station and future entrance to the Purple Line.

- *Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue. (Sector Plan at p. 104).*

Both the West Side Project and East Side Project (under both Options A and B) will provide 15 percent MPDUs across a variety of unit types and sizes. It is only by virtue of the additional height permitted by the Sector Plan (for redeveloping in a manner that benefits the Farm Women's Cooperative Market for the West Side Properties, and for redeveloping with the Farm Women's Cooperative Market for 7121 Wisconsin Avenue) that the Joint Venture will be able to improve the Farm Women's Cooperative Market to resemble the civic green-like open space that is envisioned by the Sector Plan.

C. Sector Plan – Bethesda Row District:

- *Preserve the human-scale and mixed-use character of the neighborhood. (Sector Plan at p. 106).*
- *Continue the main street shopping character along Bethesda Avenue consistent with recent development. (Sector Plan at p.106).*
- *Maintain the district's human-scaled design and character in new developments. (Sector Plan at p. 108).*
- *Design new buildings to reflect the successful approaches to building articulation, material and street frontage seen throughout Bethesda Row. (Sector Plan at p. 108)*

The West Side Project preserves the human-scale and mixed-use character of the existing Bethesda Row neighborhood, within which the West Side Project is located. The Sector Plan describes the Bethesda Row District as the "heart of Downtown Bethesda" and a "regional destination and model for placemaking . . . [featuring] thriving retail [and] human-scaled design" in an "active" environment. *See* Sector Plan at p. 106. For this area, the Sketch Plan proposes a mixed-use residential/retail building with 21 floors of multi-family living above ground floor retail. A 5-story base and tower stepback will give the West Side Project a human-scale feel in spite of its height. The West Side Project will follow in the footsteps of recently constructed buildings in the Bethesda Row District such as The Darcy and The Flats, which respond to their location spanning and bridging the Bethesda Row and Wisconsin Avenue Corridor districts.

The West Side Project also includes ground floor retail along the Bethesda Avenue and Wisconsin Avenue frontages, extending the main street shopping character along Bethesda Avenue. The ground floor primarily will consist of retail establishments with canopies and signage as well as outdoor seating.

Additionally, as all vehicular access for this portion of the Project is proposed to be from Miller Avenue, Bethesda Avenue and Wisconsin Avenue frontages will be wholly pedestrian allowing for an uninterrupted pedestrian retail experience along the block.

- *Improve bike facilities and connectivity throughout the district. (Sector Plan at p. 106).*

Both the Sector Plan and the Bicycle Master Plan (approved by the Montgomery County Council, sitting as the District Council, on November 27, 2018) recommend separated bike lanes along Bethesda Avenue, currently proposed to be on the north side of Bethesda Avenue between Woodmont and Wisconsin Avenues. The West Side Project accommodates future provision of these bike lanes.

D. Sector Plan – Eastern Greenway District:

- *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. Parking Lot District (PLD) lots 10, 24, 25 and 44 should be converted to parks to the maximum extent feasible. The parking needs of neighborhood businesses that rely on these lots should be addressed and parking replaced where necessary. (Sector Plan at p. 133).*
- *Provide a compatible transition between higher density development along Wisconsin Avenue and the East Bethesda and Town of Chevy Chase neighborhoods. (Sector Plan at p. 133).*
- *Provide a green connector and a transition along the eastern edge of the Sector Plan area. (Sector Plan at p. 133)*
- *The greenway should be designed to accommodate elements such as tree canopy and vegetation; wide pathways; seating; stormwater management; and activity space, such as small play area, exercise stations and community gardens. (Sector Plan at p. 136).*
- *Activate ground floors of buildings facing onto the greenway, provide entries, articulate/step back upper floors and encourage balconies to ensure that the greenway facing façade is compatible with adjacent neighborhoods and is not designed as the back of the building. (Sector Plan at p. 136).*
- *Encourage a larger destination park adjacent to the Farm Women's Cooperative Market on Parking Lot 24 to provide green space and programming within a short walk of the future Metrorail station entrance and Purple Line station. (Sector Plan at p. 136).*
- *Allow structural parking to be building underneath the greenway or neighborhood green with sufficient soil depth for tree planting. (Sector Plan at p. 136).*

Parking Lot 24 and Parking Lot 10 are located within the Eastern Greenway District, and are subject to a variety of specific recommendations that are intended to guide the conversion of these existing County surface parking lots into parks and neighborhood greens. Option A, which includes these County properties, has been designed to create these new parks and neighborhood greens to the maximum extent feasible while also providing a development program that is capable of creating the economic returns that are necessary to support constructing a major underground parking garage, and that addresses other Sector Plan objectives and County priorities. Under Option A, the East Side Project would relocate existing public parking spaces underground, beneath 7121 Wisconsin Avenue and Parking Lot 24, with only a limited encroachment into the Farm Women's Cooperative Market site at the southeast corner. Parking Lot 24 would be converted into an active park setting with walks and paths that promote connectivity through and around the site, with additional activation provided by entries for the new multi-family residential building, its associated townhouse units, the expanded Farm Women's Cooperative Market building, and the parking garage that will be provided with the East Side Project. Like the Farm Women's Cooperative Market, the park on Parking Lot 24 will have the ability to accommodate programmed events, resulting in an expanded open space. Parking Lot 10, when redeveloped, will be a more passive neighborhood green space that can be used for small scale gathering and recreation, with dedicated areas for programmed activities (e.g., for child nature play and for pet exercise). Both park spaces would feature a variety of trees, plantings and seating features, as well as other amenities, as recommended by the Sector Plan.

E. Design Guidelines

The proposed Sketch Plan has also been designed to achieve general consistency with the Design Guidelines, which track the recommendations of the Sector Plan. The Project will provide architecture that responds to the Design Guidelines, as described above. Similarly, with respect to site design, the Project will provide new open spaces, landscaping and streetscaping that is consistent with the Design Guidelines in new open spaces, parks, neighborhood greens, and sidewalk areas.

IV. ZONING ORDINANCE CONFORMANCE

A. Purposes

Section 59-4.5.1 of the Zoning Ordinance provides that the Commercial/Residential zones (including the CR and the CRT zones) are intended to permit a mixture of residential and nonresidential uses at varying densities and heights, in order to promote economically, environmentally, and socially sustainable development patterns where people can live, work, recreate, and access services and amenities. More specifically, Section 59-4.5.1.A lists the following intents and purposes:

- (1) Implement the recommendations of applicable master plans;*
- (2) Target opportunities for redevelopment of single-use commercial areas and surface parking lots with a mix of uses;*
- (3) 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;*
- (4) Allow a flexible mix of uses, densities, and building heights appropriate to various settings to ensure compatible relationships with adjoining neighborhoods;*
- (5) Integrate an appropriate balance of employment and housing opportunities; and*
- (6) 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.*

For the CRT Zone, Section 59-4.5.1.C provides the following additional intent:

The CRT Zone is intended for small downtown, mixed-use, pedestrian-oriented centers and edges of larger, more intensive downtowns. Retail tenant ground floor footprints are limited to preserve the town center scale. Transit options may include light rail, Metro, and bus.

For the B Overlay Zone, Section 4.9.2.A states as follows:

The purpose of the B Overlay Zone is to implement the recommendations of the Bethesda Downtown Plan as it relates to density, building heights, affordable housing, parks, and design.

As discussed in Section III above, the Project furthers the applicable general and specific goals, recommendations, and objectives of the Sector Plan and the Design Guidelines for the Properties. The Project also satisfies the Zoning Ordinance requirements for development in the CR, CRT, and B Overlay

Zones, as discussed below. The Properties are predominantly improved with a collection of outdated commercial buildings and surface parking lots that are ripe for redevelopment. Furthermore, the Sector Plan has created a new vision for this important node at Wisconsin Avenue and Bethesda Avenue and includes specific recommendations for transforming the Farm Women's Cooperative Market and, if possible, the existing County parking lots into a more vibrant open spaces, potentially including new parks and open spaces in the Eastern Greenway District. The Sketch Plan embraces the objectives of the CR, CRT, and B Overlay Zones by providing two coordinated design alternatives that will allow for the comprehensive redevelopment of this area of Downtown Bethesda in accordance with the Sector Plan. Both options allow for the following zoning objectives to be achieved: (i) the integration of a combination of housing types (*i.e.*, multi-family, townhouse, and affordable units) with commercial services, public facilities and amenities in proximity to existing and future transit infrastructure; (ii) the prohibition of parking between buildings and streets, with new buildings placed at the required build-to lines and parking provided in underground garages; (iii) a balance between new residential and commercial uses; and (iv) the provision of public benefits to support density above the standard method. As outlined in the Public Benefit Points Analysis included with the Application and further described below, the Project will provide more than the minimum 100 required public benefit points.

The Project, as noted, will provide market-rate residential units with a variety of unit types (one-, two-, and three-bedrooms), as well as 15 percent MPDUs, offering housing opportunities for a range of demographics and incomes proximate to the numerous transit options, employment opportunities, and attractions in Bethesda. The proposed retail uses on the ground floor of the multi-family buildings and, potentially, additional retail space in the expanded Farm Women's Cooperative Market under Option A will provide an opportunity to enliven the area surrounding the entire Project, with building entrances placed to activate street frontages and new open spaces. The Project facilitates improved pedestrian and vehicular circulation, and will provide streetscape improvements along the Property frontages on Bethesda, Wisconsin and Miller Avenues, Willow Lane and, potentially under Option A, 46th and Leland Streets. Underground vehicular parking will be provided to meet market demands and, under Option A, to relocate existing surface parking spaces on Parking Lot 24 and Parking Lot 10 below grade. The Project does not propose any parking between the building and the street frontages.

With respect to maximum building heights, in accordance with the Sector Plan objectives described above, the Project proposes two tall, signature multi-family residential buildings with mixed-use space (*i.e.*, ground floor retail). The proposed building heights allow for architecture and densities that adhere to the Sector Plan's vision for the physical form of development in Downtown Bethesda. Taller buildings and greater densities on Wisconsin Avenue, particularly near the future Metrorail station and Purple Line entrances, will allow lower densities to be placed elsewhere in Bethesda, including at transition areas along the eastern side of the Project. The Project is designed to complement existing buildings in the Wisconsin Avenue Corridor and Bethesda Row Districts, providing taller building masses along Wisconsin Avenue amidst other high- and mid-rise buildings in the area that are facilitated in part by the plans for the renovation of the Farm Women's Cooperative Market. The Project utilizes the FAR averaging and B Overlay Zone density provisions in order to provide more density along Wisconsin Avenue in accordance with the Sector Plan recommendations and, overall, will result in a vibrant mixed-use development that significantly improves the streetscape and pedestrian environments.

In addition to helping to meet the need for housing in Downtown Bethesda, the Project will also provide new employment opportunities and, potentially, a destination retail experience within in the rehabilitated and expanded Farm Women's Cooperative Market building and site. New retail and commercial uses will be drawn to the transit-oriented housing and significant open spaces that are proposed with the Project. With respect to new employment opportunities, the Project will provide up to 39,500 square feet of retail space at the ground level of the new multi-family buildings and in the rehabilitated and expanded Farm Women's Cooperative Market building under Option A, with the final amount determined by the market

and specified at the time of Certified Site Plan. The mixed-use development will also help strengthen the lower part of the Wisconsin Avenue Corridor and Bethesda Row by attracting new residents and employees to patronize local businesses.

B. Optional Method Development – General Requirements

Section 59-4.5.4.A of the Zoning Ordinance lists the general requirements for development under the optional method in the CR and CRT zones. The Sketch Plan meets all the general requirements, as follows:

i. Procedure for Approval.

The submittal of this Application and accompanying materials satisfies this requirement. Following Sketch Plan review and approval, the Applicants will file Preliminary Plan and Site Plan applications, with each side of Wisconsin Avenue proceeding separately for those subsequent applications, in order to implement the approved Sketch Plan.

ii. Public Benefit Points and Categories.

The Sketch Plan application includes a preliminary Public Benefit Points Analysis that outlines how both of the coordinated design alternatives for the optional method redevelopment of the Properties will achieve public benefits points in order to realize the maximum permitted density on the West Side Properties and the East Side Properties, respectively. The Project is anticipated to provide in excess of the minimum 100 public benefit points required from at least four benefit categories, as outlined in the Public Benefit Points Analysis included with the Application. All public benefits will comply with the specifications prescribed by the CR Zone Incentive Density Implementation Guidelines, and will be further detailed and refined at the time of Site Plans.¹⁸

The anticipated preliminary public benefits points that will be achieved include the following:

PUBLIC BENEFIT POINTS - WEST SIDE			
PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
	Enhanced Accessibility	20	20
4.7.3.D. Diversity of Uses and Activities	Architectural Elevations	20	20
	Exceptional Design	10	10
	Structured Parking	20	20
	Tower Step-back	10	10
	Building Lot Termination (BLT)	30	5.8
4.7.3.E Quality Building and Site Design	Cool Roof	10	10
	Energy Conservation and Generation	15	15
Total Points			120.8

¹⁸The Public Benefit Points Analysis is conceptual at this time, and the points will be further updated and refined at the time of Site Plans.

PUBLIC BENEFIT POINTS - EAST SIDE - OPTION A
ZONES: CR-3.0, CRT-0.5

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - FWM Site	70	70
	Major Public Facilities - Civic Green (Option A - East Side)**	40	40
4.7.3.C - Connectivity and Mobility	Through-Block Connections	30	15
	Trip Mitigation	20	10
	Public Parking	25	10
	Way Finding	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	30	10
	Historic Resource Protection	20	20
	Public Open Space	30	14
	Public Art	20	7.5
4.7.3.F. Protection and Enhancement of the Natural Environment	Structured Parking	20	20
	Building Lot Termination (BLT)	30	4.4
	Energy Conservation and Generation	25	15
	Vegetated Area	15	5
4.7.3.G. Building Reuse	Vegetated Roof	20	20
	Retained Buildings	100	2.3
Total Points			273.2

** (40) Total points in CRT Zone for proposed Civic Green

PUBLIC BENEFIT POINTS - EAST SIDE - OPTION B
ZONE: CR-3.0

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - FWM Site	70	70
4.7.3.C - Connectivity and Mobility	Through-Block Connections	30	15
	Trip Mitigation	20	10
	Way Finding	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	30	10
	Historic Resource Protection	20	20
	Public Open Space	30	28
	Public Art	20	7.5
	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Termination (BLT)	30	2.2
	Energy Conservation and Generation	25	15
	Vegetated Roof	20	20
4.7.3.G. Building Reuse	Retained Buildings	100	2.5
Total Points			230.2

Narrative descriptions of the anticipated public benefit points and calculations, where applicable, are contained in Appendices to this Statement of Justification. The West Side Project's anticipated public benefit points are addressed in [Appendix A](#), and the East Side Project's anticipated public benefit points are addressed in [Appendix B](#).

iii. Building Type.

The Project proposes multi-use and general building types, as defined in Section 59-4.1.6 of the Zoning Ordinance. Section 59-4.5.4.A.3 notes that all building types allowed in the Zoning Ordinance are allowed in the CR and CRT zones under the optional method of development.

iv. Compatibility Standards.

Section 59-4.1.8.A contains setback compatibility standards, and Section 59-4.1.8.B contains height compatibility standards. However, Section 59-4.1.8.A only applies to CR- and CRT-zoned properties that abut land in an Agricultural, Rural Residential, or Residential zone that is vacant or improved with an agricultural or residential use, and that proposes development of an apartment, multi-use, or general building type. None of the Properties abut land of this type. Section 59-4.1.8.B applies to CR- and CRT-zoned properties that abut or confront land that is vacant or improved with an agricultural or residential use, and that propose development of any building type. Here, under Option A, the portions of the East Side Project located on Parking Lot 24 and Parking Lot 10 will confront land in the R-60 residential zone across 46th Street and Willow Lane. As such, the building heights for any development on Parking Lot 24 and Parking Lot 10 would be subject to a 45 degree angular plane that would be measured from 35 feet (*i.e.*, the height allowed for a detached house in the confronting R-60 zone) at the front or side street setback line. The development standards tables for the Sketch Plan confirm that the East Side Project under Option A has been designed to comply with this angular plane requirement, as applicable.

C. Optional Method Development – Development Standards

Section 59-4.5.4.B of the Zoning Ordinance lists the standards applicable to development under the optional method in the CR and CRT zones. The Sketch Plan complies with these development standards, as described and delineated below and in the referenced development standards tables.

i. Open Space.

The net site area of the Properties is approximately 196,346 square feet and the Properties front on four or more rights-of-way. Therefore, 10 percent of the net lot area is required to be provided as public open space. The Public Open Space Exhibit submitted with the Applications demonstrates that at least 10 percent public open space will be provided for the Properties, with final open space to be provided to be determined at the time of each applicable Site Plan.

ii. Lot, Density, and Height.

The Project utilizes the optional method of development and proposes to develop the Properties with up to approximately 2.37 FAR overall under Option A, with up to approximately 2.24 FAR (*i.e.*, 585 dwelling units) in overall residential use and up to approximately 0.13 FAR in overall non-residential use.¹⁹ Under Option B, up to approximately 5.02 FAR overall would be provided on the entire site (excluding Parking Lot 24 and Parking Lot 10), with up to approximately 4.90 FAR (*i.e.*, 230 dwelling units) in overall residential use and up to approximately 0.12 FAR in overall non-residential use (excluding 4,195 square feet of retail uses in the historic Farm Women's Cooperative building).

As shown in the referenced development standards tables below, the West Side Project proposes to utilize density from the B Overlay Zone to exceed the maximum density allowed by the mapped zoning for the West Side Properties under either Option A or Option B. The East Side Project proposes to utilize FAR Averaging under either Option A or Option B to exceed the maximum density allowed by the mapped zoning for the East Side Properties. If density from Parking Lot 10 is ultimately not included under Option A at the time of Preliminary Plan and Site Plan, the East Side Project would also utilize B Overlay

¹⁹ As previously stated, the gross floor area of Farm Women's Cooperative Market building – approximately 4,195 square feet – represents less than 10 percent of the overall gross floor area that would be provided on the East Side Properties under either Option A or Option B and, therefore, is excluded from the calculation of FAR for both alternatives pursuant to Section 4.5.4.B.2 of the Zoning Ordinance.

Zone density. Both Option A and Option B will comply with the maximum heights permitted for the Properties under the mapped zoning and the Sector Plan, and the utilization of B Overlay Zone density will require the provision of Park Impact Payments for non-MPDU floor area.

iii. Placement.

Section 59-4.5.4.B.3 provides that setbacks for principal buildings, accessory structures, and parking are to be established by the site plan approval process. As noted, the Project proposes generous sidewalks along Wisconsin, Bethesda, and Miller Avenues, Willow Lane and, potentially, along 46th Street and Leland Street, but these and other relevant features will be detailed at the time of Site Plans.

iv. Form.

Section 59-4.5.4.B.4 provides that form standards are established by the Site Plan approval process and must address, at a minimum, transparency, blank walls, and active entrances. While the Project proposes significant glass features at the ground-floor level for transparency as well as activating features on the ground-floor level, all of these features will be detailed at the time of Site Plans.

Data Table - Overall Option A					
ZONES: CR-3.0, CRT-0.5					
<u>Project Property Area</u>			<u>Square Feet</u>	<u>Acres</u>	
Gross Tract Area			275,368	6.32	
Previous Dedication					
Total Net Area of Sketch Plan			196,346	4.51	
<u>Gross Tract Area By Zone</u>					
①	CR-3.0	C-3.0, R-2.75, H-225	29,414	0.68	
②	CR-3.0	C-3.0, R-2.75, H-200	2,460	0.06	
③	CR-3.0	C-3.0, R-2.75, H-35	46,832	1.08	
④	CR-3.0	C-3.0, R-2.75, H-175	27,506	0.63	
⑤	CRT-0.5	C-0.25, R-0.5, H-70	155,734	3.58	
⑥	CR-3.0	C-2.0, R-2.75, H-90	13,422	0.31	
TOTAL			275,368	6.32	
<u>Density Total</u>			<u>Permitted (SF)</u>	<u>Proposed (SF)</u>	
Non-Residential				35,305	
Residential				615,000	
Other				n/a	
Total Density Not to Exceed				650,305	
<u>Height by Zone</u>			<u>Permitted (Ft)</u>	<u>Proposed (Ft)</u>	
①	CR-3.0		225	225	
②	CR-3.0		200	200	
③	CR-3.0		35	35	
④	CR-3.0		175	175	
⑤	CRT-0.5		70	70	
⑥	CR-3.0		90	90	
<u>Public Open Space & Common Open Space</u>			<u>Required</u>	<u>Proposed</u>	
			10%	19,635	10% 19,928
<u>Parking Spaces</u>			<u>Min</u>	<u>Max</u>	
Non-Residential			TBD AT SITE PLAN		
Residential			TBD AT SITE PLAN		
Total			TBD AT SITE PLAN		

*Excludes 4,195 SF from Historic Farm Women's Market Building

Data Table - Overall Option B					
ZONES: CR-3.0					
<u>Project Property Area</u>			<u>Square Feet</u>	<u>Acres</u>	
Gross Tract Area			106,212	2.44	
Previous Dedication					
Total Net Area of Sketch Plan			67,472	1.55	
<u>Gross Tract Area By Zone</u>					
①	CR-3.0	C-3.0, R-2.75, H-225	29,414	0.68	
②	CR-3.0	C-3.0, R-2.75, H-200	2,460	0.06	
③	CR-3.0	C-3.0, R-2.75, H-35	46,832	1.08	
④	CR-3.0	C-3.0, R-2.75, H-175	27,506	0.63	
TOTAL			106,212	2.44	
<u>Density Total</u>			<u>Permitted (SF)</u>	<u>Proposed (SF)</u>	
Non-Residential				12,505	
Residential				520,000	
Other				n/a	
Total Density Not to Exceed				532,505	
<u>Height by Zone</u>			<u>Permitted (Ft)</u>	<u>Proposed (Ft)</u>	
①	CR-3.0		225	225	
②	CR-3.0		200	200	
③	CR-3.0		35	35	
④	CR-3.0		175	175	
<u>Public Open Space</u>			<u>Required</u>	<u>Proposed</u>	
			10%	8,747	15% 10,414
<u>Parking Spaces</u>			<u>Min</u>	<u>Max</u>	
Non-Residential			TBD AT SITE PLAN		
Residential			TBD AT SITE PLAN		
Total			TBD AT SITE PLAN		

*Excludes 4,195 SF from Historic Farm Women's Market Building

V. FINDINGS FOR APPROVAL

Section 59-7.3.3.E of the Zoning Ordinance sets forth the findings that the Planning Board must make to approve a Sketch Plan application. As described herein below, the proposed Project – under either Option A or Option B – will satisfy each applicable requirement listed in Section 59-7.3.3.E.

(1) [The Sketch Plan must] meet the objectives, general requirements, and standards of this Chapter;

The Project complies with all specific requirements applicable to optional method development in the CR and CRT zones, and with the specific requirements for development in the B Overlay Zone. The specific requirements – and the Project's conformance thereto – have been described in Section IV herein.

- (2) *[The Sketch Plan must] substantially conform with the recommendations of the applicable master plan;*

As discussed in detail above in Section III, the Sketch Plan fulfills the Sector Plan's recommendations for the Properties and for the surrounding areas.

- (3) *[The Sketch Plan must] satisfy under Section 7.7.1.B.5 the binding elements of any development plan or schematic development plan in effect on October 29, 2014;*

There is no approved development plan or schematic development plan for the Properties, and therefore this requirement is inapplicable.

- (4) *[F]or a property where the zoning classification on October 29, 2014 was the result of a Local Map Amendment, the Sketch Plan [must satisfy] any green area requirement in effect on October 29, 2014; any green area under this provision includes and is not in addition to any open space requirement of the property's zoning on October 30, 2014;*

The zoning on the Properties on October 29, 2014 was not the result of a Local Map Amendment, and therefore this requirement is inapplicable.

- (5) *[The Sketch Plan must] achieve compatible internal and external relationships between existing and pending nearby development;*

The Project proposes two separate coordinated design alternatives, both of which have been designed to achieve compatible internal and external relationships with existing and future development on- and off-site. Both options propose the development of signature, high-rise, mixed-use buildings (*i.e.*, multi-family residential over ground floor retail) that will provide significant housing amenities in close proximity to the future entrances to the Bethesda Metrorail and Purple Line stations, in furtherance of the Sector Plan's vision for the Wisconsin Avenue Corridor District. These buildings will complement the character of nearby buildings in the Wisconsin Avenue Corridor District, Bethesda Row District, and Eastern Greenway Districts, providing high quality architecture that conforms with the applicable height limitations of the various zones that apply to the Properties and that includes features that will achieve the minimum public benefit points that are required in the B Overlay Zone for exceptional design. In addition, the Project proposes to rehabilitate and expand the Farm Women's Cooperative Market, provide improved streetscape along all frontages and, under Option A, create new public park and open spaces, an addition for the Farm Women's Cooperative Market building that is anticipated to be a major community attraction, and townhomes. All of these features will result in a vibrant, coordinated mixed-use development that provides vital sidewalk and pedestrian improvements to facilitate meaningful connections within the overall Project and with the surrounding areas, while also creating appropriate transitions to areas outside of the Wisconsin Avenue Corridor. The landscaping, streetscaping, parking, and loading/service areas have been appropriately selected for this prominent intersection of two of Downtown Bethesda's main arteries/thoroughfares, which is also in very close proximity to single-family residences in the Town of Chevy Chase.

- (6) *[The Sketch Plan must] provide satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading;*

The Applicants' consultants have carefully studied the site circulation, parking, and loading aspects of the overall Project and have determined that these elements of the Sketch Plan will be satisfactory. All of the

parking for the Project is proposed to be located underground, under both design alternatives.²⁰ The vehicular access for the West Side Project, including the entrance to the underground structured parking garage and the immediately adjacent loading and service access, will be from Miller Avenue, allowing the public frontage along Wisconsin Avenue and Bethesda Avenue to remain pedestrian in nature. With Option A, the garage and loading functions for the East Side Project would be accommodated via vehicular entrances on Leland Street and Willow Lane. Under the Option B design alternative, vehicular access (*i.e.*, ingress and egress) for the 7121 Option B Project and for the Farm Women's Cooperative Market building will be provided at the existing curb cut on Wisconsin Avenue via the shared woonerf feature connecting to Willow Lane. Parking and loading for the 7121 Option B Project will be accommodated in the underground garage, and loading functions for the Farm Women's Cooperative Market building will be facilitated via the woonerf.

With respect to pedestrian and bicycle access and circulation, the Project will provide streetscaping along all of the frontages of the Properties to improve the public realm and will create new internal connections through the Farm Women's Cooperative Market (including the shared-use woonerf) and, potentially, through the Eastern Greenway to dramatically enhance the experiences of pedestrians and bicyclists at this prominent location in Downtown Bethesda. Entrances for the proposed buildings will be placed to engage with these upgraded frontages and open spaces and bicycle parking will be provided in accordance with Zoning Ordinance requirements to facilitate pedestrian and cyclist activities.

(7) [The Sketch Plan must] propose an outline of public benefits that supports the requested incentive density and is appropriate for the specific community; and

As noted, the Project is anticipated to provide at least the minimum 100 public benefit points required, as outlined in the Public Benefit Points Analysis included with the Application and described in detail above and in the Appendices attached to this Statement of Justification. The public benefits for both the West Side Project and the East Side Project will be updated and refined at the time of Site Plan for each respective project.

(8) [The Sketch Plan must] establish a feasible and appropriate phasing plan for all structures, uses, rights-of-way, sidewalks, dedications, public benefits, and future preliminary and site plan applications.

The Sketch Plan proposes two alternate, coordinated design approaches for the redevelopment of the Properties, both of which involve the revitalization of the Farm Women's Cooperative Market and one of which – Option A – requires MCDOT, Columbia Realty, and its affiliates to enter into a GDA for the redevelopment of Parking Lot 24 and, potentially, Parking Lot 10. As stated above, a joint Sketch Plan has been proposed for this initial phase of review in order to: (i) facilitate a comprehensive planned approach for the redevelopment of this critical intersection of Wisconsin and Bethesda Avenues, where future development will frame the Farm Women's Cooperative Market; and (ii) allow the Sketch Plan to utilize excess, unused density on the Farm Women's Cooperative Market to fill up the maximum building height permitted for the remainder of the Properties. However, because of the complexities involved with the redevelopment of the Farm Women's Cooperative Site and, potentially, also on the County parking lots, there is a need for each component of the overall Project on either side of Wisconsin Avenue to be independently viable from a financing perspective, and to be able to proceed irrespective of the timing of

²⁰ Final determinations concerning the number of parking spaces, bike storage spaces, and loading spaces for the development on the East Side Properties and the West Side Properties will be confirmed at the time of the Preliminary Plans and Site Plans for those respective portions of the Project, with the final count to be established at the time of Certified Site Plans.

the other component. Thus, the Applicants intend to implement the Project via separate Preliminary Plan and Site Plan applications for the East Side Properties and the West Side Properties.

This separation of the Properties via future Preliminary Plans and Site Plans provides useful flexibility for the Project to be developed incrementally, should the overall development be unable to proceed all at once. Additionally, this separation allows the Planning Board to establish separate conditions of approval for the West Side Project and for the East Side Project, to the extent particular conditions for each component of the Project are warranted. At the same time, with respect to phasing, it is anticipated that the West Side Project will be developed in a single phase. Should development of the East Side Project need to occur in phases due to logistical complexities associated with the proposed work on the Farm Women's Cooperative Market site and on the County surface parking lots (which are in active use), details for any phasing of the East Side Project would be presented at the time of Preliminary Plan and Site Plan review for that component of the Project.

V. MANDATORY REFERRAL

As noted above, portions of the East Side Project under Option A includes Parking Lot 24 and Parking Lot 10, which are County-owned properties. Therefore, MCDOT intends to submit an application for Mandatory Referral review in the near future, after MCDOT, Columbia Realty, and its affiliates have entered into a GDA for the redevelopment of the parking lots and specific development plans for the surface parking lots have been sufficiently detailed.

When the Mandatory Referral application is actually submitted, the 2008 Montgomery County Department of Park and Planning Uniform Standards for Mandatory Referral Review (the "Uniform Standards") will provide guidance for the Planning Board's review. The Uniform Standards specifically recommend consideration of the land use and planning aspects identified in this Section (which, to a significant degree, overlap with the criteria that are reviewed with Sketch Plan applications).

At this preliminary juncture, the Applicants believe that the Project will conform with the land use and planning aspects of the Uniform Standards at the time of Mandatory Referral review, to the extent that such aspects are applicable or relevant to the Project. The applicable land use and planning aspects of the Uniform Standards include the following:

A. Master Plan Conformance

The Project has been designed to achieve consistency with the Sector Plan and other applicable plans, as discussed in Section III above.

B. Zoning Ordinance Conformance

The Project is consistent with the intent and the requirements of the zones in which it is located as described in Section IV above, including applicable development standards.

C. Neighborhood Compatibility

The various elements of the proposed Project have been designed to achieve compatibility with surrounding neighborhoods and properties with respect to size, shape, scale, height, arrangement and design of structures as described throughout Sections II, III, and IV above.

D. Adequacy, Safety and Efficiency of Site Design

The locations of all buildings and structures, open spaces, landscaping, recreation facilities, and pedestrian and vehicular circulation systems will be adequate, safe, and efficient, as described in Section II and throughout this Statement. The adequacy, safety, and efficiency of the final site designs for the separate components of the Project will be verified at the time of Site Plans.

E. Compliance with County Code Chapters 22A and 19

With respect to the forest conservation requirements of Chapter 22A, NRI/FSD applications (MNCPPC Plan Numbers 420190570 and 420190620) have been filed in support of the referenced Sketch Plan, as required. With respect to compliance with the erosion, sediment control, and stormwater management requirements of Chapter 19, "ESD to the MEP" is proposed to be achieved through several treatment methods for the redevelopment project. The proposed development will utilize green roof and micro-bioretenion planter boxes to treat runoff from the proposed buildings and surrounding improvements. The treated water will then be conveyed via onsite storm drains to the public storm drain system. There will also be significant reduction of existing impervious area proposed with the creation of new open spaces, parks, neighborhood greenways, and other landscaping elements. Alternative stormwater management measures, such as storm filters or other acceptable practices, will be utilized to capture and treat the remaining ESD volume.

F. Water Quality Plan Compliance

The Properties are not located within a Special Protection Area, and no Preliminary or Final Water Quality Plans are required for evaluation.

G. Necessity for Park Use

This aspect of the Uniform Standards pertains to proposals for dispositions of school sites and, therefore, is not applicable to the subject Mandatory Referral for the Project. However, as noted above, the Sketch Plan has specifically proposed the Option A alternative to convert the existing surface parking lots on Parking Lot 24 and Parking Lot 10 into new parks and neighborhood greens in accordance with the recommendations of the approved Sector Plan.

VI. COMMUNITY OUTREACH

To date, the Applicants have made substantial efforts to engage the local community in the Project. The Applicants held the required pre-submission meeting for the Project at Bethesda-Chevy Chase High School on Thursday, October 4, 2018. This meeting was preceded by informal meetings with Staff of the Planning Department and other County agencies, the DAP, the IAC, and others early in the planning process at the time of Concept Plan review. The Applicants also participated in several informal meetings with representatives of the Town of Chevy Chase, MCDOT, Montgomery Parks, the Planning Department and other stakeholders prior to the submission of this Sketch Plan. The Applicants have continued discussions with all of these stakeholders since the initial Application submission and, subsequently, completed two preliminary consultation meetings with the HPC. The Applicants anticipate that additional meetings with stakeholders will be arranged to continue discussions about the Project over the coming months as specific details continue to be refined.

VII. CONCLUSION

In summary, this Sketch Plan provides two coordinated design alternatives for transforming the subject Properties – *i.e.*, 7121 Wisconsin Avenue, the West Side Properties, the Farm Women's Cooperative Market and, potentially, Parking Lot 24 and Parking Lot 10 – in a manner that fulfills the vision and recommendations of the Sector Plan for this prominent location in the Wisconsin Avenue Corridor, Bethesda Row and, potentially, the Eastern Greenway districts. Under both alternatives, the proposed Project will provide new multi-family residential buildings with ground floor retail, below-grade parking, and related site amenities that will provide desirable new transit-accessible housing options in the CBD. At the same time, for the Farm Women's Cooperative Market, the Sketch Plan will facilitate the rehabilitation of the historic resource and the creation of a new open space that will become a new activity center for all of Bethesda. Finally, in the event that it becomes possible to implement Option A, the Project will also allow the existing County surface parking lots to be converted into the Eastern Greenway. For all of these reasons, the Project presents a rare and exciting opportunity to simultaneously advance multiple Sector Plan objectives for multiple sites and Districts in a coordinated manner, and the Applicants look forward to working with the Planning Department and related agencies to refine the details of the Project over the coming months.

APPENDIX A

Incentive Density Justification BETHESDA MARKET – WEST SIDE PROPERTIES September 3, 2019

PUBLIC BENEFIT POINTS - WEST SIDE			
PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
	Enhanced Accessibility	20	20
4.7.3.D. Diversity of Uses and Activities	Architectural Elevations	20	20
	Exceptional Design	10	10
4.7.3.E Quality Building and Site Design	Structured Parking	20	20
	Tower Step-back	10	10
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Termination (BLT)	30	5.8
	Cool Roof	10	10
	Energy Conservation and Generation	15	15
Total Points			120.8

Connectivity and mobility: *Minimum parking.* The West Side Project will provide fewer than the maximum number of parking spaces permitted under the Zoning Ordinance, and at this time WAP-FP anticipates achieving 10 points in this public benefit category.

Diversity of uses and activities: *Enhanced accessibility for seniors or the disabled.* The West Side Project proposes to provide approximately 7% of units with interiors that satisfy American National Standards Institute A117.1 Residential Type A standards. As a result, at this time WAP-FP anticipates achieving 20 points in this public benefit category.

Quality building and site design: *Architectural elevations.* Located at an important intersection in the Bethesda urban core, the West Side Project intends to contribute significantly to the richness and vitality of its place. The goal is to create a site-specific and timeless design that speaks to its location at the terminus of the Bethesda Avenue shopping corridor, and acknowledges the importance of the neighboring Farm Women's Cooperative Market as a key destination for pedestrian activity in this part of the downtown. A critical part of realizing these lofty aspirations is designing building elevations that are well-proportioned and varied, allowing the building to contribute at both the pedestrian scale as well as at the urban skyline scale.

The mass of the building is broken down into clearly defined proportions, recognizing that the base, middle, and top each contribute differently to the urban realm. The base is designed as a 5-story plinth, above which the tower sets back and rises. The ground floor is filled completely with activating uses along both Bethesda and Wisconsin Avenues, and clad primarily in glass to encourage visual connectivity between the inside and out. A large portion of the ground floor is retail with full frontage along Wisconsin Avenue, wrapping around to both Bethesda and Miller Avenues. This retail is envisioned to have unique awnings and signage which create variation and visual interest at grade. Multiple front doors will be located to serve both the retail and residential uses, further creating porosity along the sidewalk. Solid vertical piers will help break down the large expanses of storefront glazing, and serve to visually support the floors that complete the base above the ground floor. The design team envisions a palette of rich masonry textures and color that relates directly to the masonry context throughout Bethesda. Metal ornamentation will also be used to enhance the pedestrian experience.

Above the base, the tower is set back and broken down into a series of volumes that introduce both symmetry and asymmetry as a way to create hierarchy and order. Certain volumes float above the base, while others meet the ground and anchor the building to its site. Fronting Wisconsin Avenue, the tower is broken down into two vertical massings, using both horizontal and vertical reveals to lighten their proportions and add elegance to the overall form. Perhaps the most unique articulation of the tower occurs at the key north and south corners of Wisconsin Avenue, where the tower form tapers as it rises, creating the effect of a curtain being pulled back. This subtle, gestural move up the façade serves to both lighten the tower as it meets the base and provides a unique icon on the skyline. Although impactful, the unique form remains deferential to its place and does not overpower the adjacent Farm Women's Cooperative Market. Along Bethesda and Miller Avenues, asymmetrical forms help to break down the overall mass, and reveals are used to highlight entrances and differentiate volumes that are floating versus volumes that meet the ground. Again, the material palette is envisioned as a rich tapestry of masonry and glass, in some places dissolving as it moves from base to top. Texture is created through plane changes between the materials, emphasizing a solid and void relationship that creates depth and shadow. At no point is this building envisioned as a glass box, but rather an interplay of solidity and lightness that creates a balance with the surrounding Bethesda context.

The top of the building is envisioned as a formal continuation of the tower, lending a skyline identity that is coherent and recognizable from the building below. A series of steps in the building massing allow the top to respond directly to its surrounding context, stepping up from the lower scale buildings to the south and west towards the taller buildings planned to the north. Amenity functions are planned at the roof, creating activity and visual interest at the top of the building. Mechanical requirements are screened and integrated with the overall building form, creating a unified and purposeful building top, rather than a resultant mechanical penthouse. Lighting strategies will also be implemented to enhance the architectural character at the top of the building and create a beautiful addition to the Bethesda skyline. At this time, WAP-FP anticipates achieving 20 points in this public benefit category.

Quality building and site design: *Exceptional design.* The West Side Project provides the following exceptional design features. As a result, at this time WAP-FP anticipates achieving 10 public benefit points in this public benefit category.

1. Providing innovative solutions in response to the immediate context: The massing of the tower is approached as multiple building blocks, which allows the flexibility to vary the tower heights. The height of the building at the southwest corner is lower to comply with zoning and create a better relationship to the neighboring context. The height is increased as the massing extends from south to north and also from west to east, allowing appropriate relationships to be established between the neighboring lower scale buildings to the south and the dense urban fabric to the north. Moving up the building, a defined step back above the fifth floor differentiates the tower from its base, allowing the base to respond to the pedestrian scale and the tower to respond to the scale of the larger urban context. Horizontal and vertical reveals are incorporated into the building to breakdown the overall mass and create visually pleasing proportions. Vertical “bookends” are introduced along the northwest and southwest property lines that run from base to top in order to anchor the building to its site and create further asymmetry along the Bethesda and Miller Avenue frontages. All of these innovative solutions result in a building that has been designed specifically for this site within its larger context.
2. Creating a sense of place and serves as a landmark: Redevelopment of the West Side Properties has been considered with direct acknowledgement of the open space that is proposed as a part of the Farm Women's Cooperative Market redevelopment, creating a great urban destination. A consistent landscape design is executed on both the west and east sides

of the street, creating a cohesive “place” at the intersection of Bethesda and Wisconsin Avenues. The massing of the tower also lends itself to the creation of a landmark at this important corner. By stepping the mass of the building up towards the northeast corner, this creates a special top that contributes to the quality of the skyline and signifies the importance of this intersection in Bethesda.

3. Enhancing the public realm in a distinct and original manner: A five-story base creates a continuous street edge at a comfortable pedestrian scale along all three street frontages. This responds to the tree canopy height and the importance of the canopy corridor along Bethesda, and maintains the character of the neighboring small-scale retail streets. The ground floor primarily contains retail program, strengthening the street activity in the area. Connection to green space is also a key component to the building’s urban integration with enhanced streetscape and the introduction of activating uses at grade. These uses further reinforce the intent to make the Farm Women’s Cooperative Market a civic destination in Bethesda.
4. Introducing materials, forms or building methods unique to the immediate vicinity or applied in a unique way: One of the most interesting aspects of the West Side Project is the unique articulation of the corners of the building at both the northeast and southeast. The building gently tapers and steps from the base of the tower at the stepback to the top, creating a soft sweep that recalls an abstracted idea of a curtain being pulled away to reveal something special. In this instance, the building acknowledges the importance of the corner, but remains deferential to the Farm Women’s Cooperative Market and does not try to overpower it. Further, WAP-FP intends to introduce a façade composed of rich, warm materials, expertly detailed at all levels of the building, including the base, tower, and top.
5. Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site: The West Side Project is located on a tight, very constrained site. The only way to approach such a site is to design a compact building that maximizes efficiency and useable space while minimizing excess and waste. The ground floor is composed exclusively of retail and active residential uses along Bethesda and Wisconsin Avenues, while back of house loading and parking are minimized and located along Miller Avenue, which already serves as an alley for neighboring buildings. The building is also set back at the ground floor residential lobby along Bethesda Avenue to encourage efficient pedestrian movement at the building entry and relieve congestion along this highly trafficked pedestrian corridor. The stepback above the Bethesda and Wisconsin Avenue frontages further enhances pedestrian comfort and creates a better relationship to the open space at the Farm Women’s Cooperative Market. The result is an inviting and welcoming pedestrian and tenant environment.
6. Integrating low-impact development methods into the overall design of the site and building: We are currently exploring techniques to reduce energy consumption beyond the standard baseline requirements, as well as construction techniques to minimize waste and maximize the use of healthy materials. Advancements in building enclosure technology will also allow us to further reduce mechanical requirements.

Quality building and site design: *Structured parking.* The West Side Project will provide structured parking, with all of the West Side Project’s parking spaces to be provided in a below-ground parking garage. As a result, at this time WAP-FP anticipates achieving 20 points in this public benefit category.

Quality building and site design: *Tower step-back.* The West Side Project proposes to step back the upper floors of the building by a minimum of six (6) feet behind the first floor façade. The setback will begin at a height no greater than 72 feet, and is anticipated to be retained across at least 70 percent of the Wisconsin Avenue frontage. As a result, at this time WAP-FP anticipates achieving 10 points in this public benefit category.

Protection and enhancement of the natural environment: *Building lot termination.* At this time the West Side Project proposes purchase of Building Lot Termination (BLT) easements for 5.8 public benefit points.

Protection and enhancement of the natural environment: *Cool roof.* The West Side Project will provide a cool roof (on area not covered by vegetated roof) with 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. The CR Zone Incentive Density Implementation Guidelines note that on sites larger than one acre five points is appropriate, but on sites of one acre or less 10 points is appropriate. The existing lot area of the West Side Properties is only 16,619 square feet, well under even one-half acre. At this time WAP-FP proposes to provide cool roof on all areas of the roof that are not vegetated through the use of innovative materials and furniture, and as a result anticipates achieving 10 points in this public benefit category.

Protection and enhancement of the natural environment: *Energy conservation and generation.* The West Side Project is being designed to exceed the energy efficiency standards for new buildings by 17.5%, through such features as a highly efficient mechanical system, energy efficient lighting, and low-flow plumbing fixtures (with further details and refinement to be provided at the time of site plan). At this time, WAP-FP anticipates achieving 15 points in this public benefit category.

APPENDIX B

Incentive Density Justification BETHESDA MARKET – EAST SIDE PROPERTIES September 4, 2019

The East Side Project proposes two coordinated design alternatives that each provide substantial public benefits – Option A and Option B. As discussed in the Statement of Justification for the Sketch Plan, the East Side Project will individually satisfy its public benefit requirements by providing a minimum of 100 public benefit points from four categories under either design alternative. The final public benefit points will be determined at the time of Site Plan approval.

I. Option A

PUBLIC BENEFIT POINTS - EAST SIDE - OPTION A ZONES: CR-3.0, CRT-0.5

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - FWM Site	70	70
	Major Public Facilities - Civic Green (Option A - East Side)**	40	40
4.7.3.C - Connectivity and Mobility	Through-Block Connections	30	15
	Trip Mitigation	20	10
	Public Parking	25	10
	Way Finding	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	30	10
	Historic Resource Protection	20	20
	Public Open Space	30	14
	Public Art	20	7.5
	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Termination (BLT)	30	4.4
	Energy Conservation and Generation	25	15
	Vegetated Area	15	5
	Vegetated Roof	20	20
4.7.3.G. Building Reuse	Retained Buildings	100	2.3
Total Points			273.2

** (40) Total points in CRT Zone for proposed Civic Green

Please see below for detailed narratives and calculations to support the above-referenced public benefit point calculations.

A. Major Public Facilities

Major public facilities include, among other things, public resources delineated in an applicable Master Plan (Section 4.7.3.A). The Zoning Ordinance recognizes that the provision of Major Public Facilities is especially important in more densely developed areas of the County, where higher densities create a greater need for civic uses.

Option A provides two important community resources recommended in the Bethesda Downtown Plan. First, Option A will provide for the rehabilitation and expansion of the Farm Women's Cooperative Market. Secondly, Option A will replace the existing surface parking located on County Parking Lots No. 24 and 10 with a park and neighborhood green, respectively.

(1) Farm Women's Market Cooperative Site

70 points

The Sketch Plan facilitates the rehabilitation of the interior and exterior of the existing Farm Women's Cooperative Market building. The building will be slightly relocated to allow repair of structural damage and to provide a scale-appropriate buffer from the surrounding building that retains its centrality on the site.

The Farm Women's Cooperative Market portion of the East Side Properties is recommended in the Sector Plan as a location for a new "civic green" park space that will serve as an extension of the existing Elm Street Urban Park, located to the north of Willow Lane. In accordance with the Sector Plan's vision and with other applicable recommendations in the Design Guidelines, the proposed redesign of the Farm Women's Cooperative Market will provide substantial open space along both Wisconsin Avenue and Willow Lane. A key feature of this "civic green"-like open space will be a large, central lawn, with a flexible design, that will allow for both informal gathering and programmable, planned events

Formula: $\{(L+F)/N\}*2 + [(C/N)*4]\}*100$

N (net lot area): 29,967 sf

L (land area conveyed): 0 sf

F (floor area conveyed): 0 sf

C (constructed area of facility): 8,640 sf

$$\{(0+0)/29,967*2 + [(8,640/29,967)*4]\}*100 = 115$$

(2) Park

40 points

The recently approved Sector Plan also recommends County Parking Lots No. 24 and 10 for enhanced open space (page 69). Specifically, the Sector Plan recommends redeveloping these surface parking lots to create an Eastern Greenway segment (*i.e.*, parks and neighborhood greens) from the existing Elm Street Urban Park to Walsh Street, with Parking Lot 24 being redeveloped as a park and Parking Lot 10 being redeveloped as a neighborhood green. For the purpose of determining public benefit points, Lot 10 has been excluded from the calculations. In furtherance of this recommendation, the East Side Project will facilitate the transformation of these surface parking lots into community gathering areas that will provide a compatible transition to the adjacent neighborhoods. The green, park-like setting proposed will provide new plant material such as tree canopy, vegetation, and open lawn, and will also contain paths, seating, and play areas with stormwater management integrated into the landscape.

$\{(L+F)/N\}*2 + [(C/N)*4]\}*100$

N (net lot area): 89,061 sf

L (land area conveyed): 0 sf

F (floor area conveyed): 0 sf

C (constructed area of facility): 38,000 sf

$$\{[0+0)/ 89,061) * 2] + [(38,000/89,061) * 4]\} * 100 = 170.66 \text{ points}$$

Given the importance of these two facilities as expressed through the goals and recommendations of the Downtown Plan, the Sketch Plan is seeking the maximum points allowed under this category in the CR and CRT Zones.

B. Connectivity and Mobility

1. Through-Block Connections 15 points

As recommended by the Sector Plan, the East Side Project will provide an important through-block connection between Wisconsin Avenue and the Eastern Greenway. The East Side Project proposes to create this connection through a shared street, located just south of the Farm Women's Cooperative Market site and, in Option A, through new pathways and connections that will be created in the new park and neighborhood green on Parking Lots No. 24 and 10. The shared street is intended to be an open air, flush curb "woonerf" that will be used both by pedestrians and vehicles to create a flexible, dynamic space between the proposed buildings and the Farm Women's Cooperative Market building. The shared street will provide limited vehicular circulation around the Farm Women's Cooperative Market, and will facilitate a pedestrian through-block connection to Willow Lane and the pathways that lead to 46th Street and Leland Street. The Applicants' consultants anticipate that special paving for the shared street will be utilized to visually delineate primarily pedestrian areas from vehicular circulation. The design of the shared street will be finalized at the time of Site Plan.

The shared street will be a minimum of 15 feet wide and open to the public at least between 8 a.m. and 9 p.m. Accordingly, as allowed by the BOZ, the Sketch Plan is seeking a total of 15 points for this Sector Planned recommended through block connection.

2. Trip Mitigation 10 points

Columbia Realty and/or the Joint Venture will enter into a binding traffic mitigation agreement ("TMAg") to reduce the number of weekday morning and evening peak hour trips. The TMAg will result in a Non-Auto Driver Mode Share reduction of at least 50 percent. Given the Property's proximity to multiple transit facilities including Ride-on and Metro Bus routes, the future Bethesda Purple Line Station, and southern entrance to the Bethesda Metro Station, the Applicants' consultants anticipate that a majority of its residents and visitors will utilize transit to access the East Side Properties. The TMAg will outline the mitigation strategies and will be accepted by M-NCPPC and MCDOT prior to certification of the Site Plan. Accordingly, **10 points** are requested for this category.

3. Public Parking 10 points

The comprehensive redevelopment of the East Side Properties, under Option A, includes the transformation of existing County Surface Parking Lots No. 10 and 24 into "neighborhood" and "civic" greens, respectively. In connection with this redevelopment, Option A proposes to relocate approximately **±300** existing surface level, public parking spaces (currently provided on Parking Lots No.

10 and 24) with new underground parking that spans the majority of the East Site Properties (with the exception that below-grade parking is not proposed under the Farm Women's Cooperative Market portion of the site, except for a small encroachment in the southeast corner). By relocating these public parking spaces below grade, Option A facilitates the development of the “Eastern Greenway” recommended in the Sector Plan, providing a physical and visual buffer between the Bethesda Central Business District ("CBD") and the Town of Chevy Chase. Accordingly, the Sketch Plan is seeking 10 points for public parking.

Formula: $[P/(T-R)]*25$

P (public spaces provided) = ±300 spaces

T (total spaces provided) = ±300 spaces

R (minimum required spaces) = TBD at Site Plan spaces

$[\pm 300/\pm 300 - (\text{TBD at Site Plan})]* 25 = 10 \text{ points}$

4. Way Finding

10 points

Given the breadth of new development currently under construction in Downtown Bethesda, successful wayfinding is important to facilitate safe and efficient access to transit facilities and public amenities. Given the East Side Project’s location as a transitional site between the Central Business District and the single-family residential neighborhoods located just outside of the CBD boundary, wayfinding will be used to help tie the CBD and adjacent neighborhoods together. Furthermore, these wayfinding elements (e.g. maps and directional signs) will be tailored to pedestrians and focused in and around the new pedestrian connections and parks created by Option A (e.g. shared street, neighborhood green, park and open space) to further promote pedestrian activity and walkability. A wayfinding plan will be submitted in connection with the subsequent Site Plan Amendment, illustrating the design and location of the proposed wayfinding elements. The Sketch Plan is seeking **10 points** for wayfinding.

C. **Quality Building and Site Design**

1. Exceptional Design

10 points

The Sketch Plan is seeking 10 points for Exceptional Design. The Project satisfies a minimum of four of the Exceptional Design criteria, as specified in the Zoning Ordinance and Commercial/Residential and Employment Zones Incentive Density Implementation Guidelines. As confirmed by the DAP in its minutes dated October 24, 2018, the Project is on track to achieve at least the minimum 10 Exceptional Design points required by the BOZ.

A. Providing innovative solutions in response to immediate context;

The East Side Project provides a context sensitive design that responds to the transit-oriented nature of its location and transitional location on the edge of the CBD. The East Side Project proposes to redevelop the existing 7121 Wisconsin Avenue office building with a signature, high-rise, mixed-use building that will provide significant housing amenities in close proximity to the future entrances of the Bethesda Metrorail and Purple Line stations. The tallest building component will be strategically located along Wisconsin Avenue and will taper down as the building approaches the Town of Chevy Chase.

An important component of Option A is the redevelopment of the existing County-owned surface Parking Lots No. 24 and 10 into a park and neighborhood green, which will make up the Eastern Greenway recommended in the Sector Plan. The Eastern Greenway will serve as both a visual and physical buffer between the Town of Chevy Chase and the taller building heights and densities located in the CBD.

B. Creating a sense of place that serves as a landmark;

An important component of the East Side Project is the restoration, rehabilitation and expansion of the Farm Women's Cooperative Market – a historic and symbolic building in Downtown Bethesda. The Farm Women's Cooperative Market building is prominently located along various urban corridors, and is part of the Downtown Bethesda arrival sequence. The East Side Project proposes substantial improvements to the Farm Women's Cooperative Market that include an upgraded “civic green”-like open space with attractive landscaping and building renovations, that will create new opportunities for gathering and recreation. The Applicants' consultants have taken care to ensure the open space is not over-programmed or over-designed, to ensure that the historical integrity of the existing building and environmental setting is maintained. Collectively, these improvements will enhance this focal point in Downtown Bethesda.

C. Enhancing the public realm in a distinct and original manner; and

The proposed mixed-use building has been designed to help activate and enliven the public spaces. The preliminary design concept for the building proposes to establish a one-story datum at the base of the building, with retail spaces occupying the entirety of the frontage along Wisconsin Avenue. These active retail spaces will accommodate elements such as canopies, signage, and outdoor seating to create a vibrant pedestrian realm.

Furthermore, the East Side Project will provide substantial streetscape improvements along Wisconsin Avenue. The streetscape design will be based on the Design Guidelines, which identify Wisconsin Avenue as an Urban Boulevard street type. Thus, the Sketch Plan anticipates that a six-foot wide planting/furnishing zone will be provided adjacent to Wisconsin Avenue, with a ten-foot wide pedestrian through zone and nine-foot wide frontage zone along the face of building to achieve an overall build-to-line of approximately at minimum 25 feet (within the Design Guidelines' recommended range). The streetscape design will incorporate various design features that will further blend the East Side Project into the existing pedestrian-oriented fabric of Downtown Bethesda.

The East Side Project also provides a through-block connection between Wisconsin Avenue and Willow Lane and, under Option A, to 46th street and Leland Street via the new pathways that will be provided in the park and neighborhood green on Parking Lots No. 24 and 10. The residential lobby of the Project's multi-family residential building has been strategically located on the northern façade, fronting on this shared street and facing the Farm Women's Cooperative Market. The lobby will complement the retail activity along Wisconsin Avenue and help to activate the through-block connection, to encourage pedestrian activity and access to the future green space to the east.

Option A will also establish the Eastern Greenway, with park on Parking Lot 24 and a new neighborhood green on Parking Lot 10. The Eastern Greenway will provide a unique “green connector” on the eastern edge of the CBD and will serve as a buffer to the adjacent single-family neighborhoods.

D. Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site.

The Project will redevelop the existing, aging commercial office building on the East Side Properties with a new mixed-use, predominately residential development. As such, the Project will provide new residential development in close proximity to the future Bethesda Purple Line and Metrorail stations, and other transit services. The Project will also renovate and revitalize the Farm Women's Cooperative Market and will provide significant new public parks and open space.

2. Historic Resource Protection

20 points

The existing one-story, Farm Women's Cooperative Market, constructed in 1936, was designated as an individual site in the Montgomery County Master Plan for Historic Preservation and the Maryland Inventory for Historic Places in September 1979 (Resource Number 35/14-1). It is located at the intersection of Wisconsin Avenue and Willow Lane, on an approximately 29,975 square foot lot. The Farm Women's Cooperative Market building contains approximately 4,195 square feet of building floor area, with the interior primarily comprised of one large rectangular room with a limited number of side rooms for bathroom, office, and utility functions. The remainder of the site is improved with a 52-space surface parking lot, minimal landscaping, and related site improvements.

The East Side Project proposes to rehabilitate and example the historic Farm Women's Cooperative Market, transforming the building and its environmental setting into the centerpiece of a broader comprehensive mixed-use setting. The revitalized Farm Women's Cooperative Market will retain its physical and cultural prominence along the Wisconsin Avenue corridor. Ample open public space will be preserved around the Farm Women's Cooperative Market, allowing for views of the site and building to be preserved. The proposed work on the Farm Women's Cooperative Market site will require separate Historic Area Work Permit ("HAWP") approvals from the Historic Preservation Commission ("HPC") prior to the commencement of any construction, demolition, or alteration activities at that site. For additional details, please refer to the Applicant's Preliminary Consultation submission to the HPC.

3. Public Open Space

12 points

Under the Optional Method of Development in the CR Zone (given the lot area attributable to the Property and number of frontages), the East Side Project is required to provide 10 percent of the net lot area as on-site public use space. The East Side Project will exceed this requirement. The public open space will be concentrated around the Farm Women's Market Cooperative building, directly accessible from both Wisconsin Avenue and Willow Lane, and the proposed shared street. The "civic green"-like open space will be a minimum of 35 feet wide. The design of this space will be finalized at the time of Site Plan approval but is intended to incorporate flexible design elements that will allow for both informal gathering and programmable events. These open spaces will be further activated by active ground floor uses, with ample transparency into these spaces.

Although not counted toward the on-site public open space, the redevelopment of Parking Lots No. 24 will provide an additional 38,000 square feet of public open space. All public open space provided by the East Side Project will be open to the public between sunrise and sunset.

Formula: $(P/N)*100$

P (public open space) = 19,928 square feet

N (net lot area) = 139,914 square feet

$$(19,928 \text{ sf} / 139,914 \text{ sf}) * 100 = 14 \text{ points}$$

4. Public Art ***7.5 points***

Public art will be incorporated into the East Side Project. The Applicants' consultants are in the process of refining the public art concept and will submit details of the public art, once finalized, for review and recommendation by the Art Review Panel in connection with the future Site Plan application.

1. Structured Parking ***20 points***

An important component of the East Side Project is the creation of the Eastern Greenway. To accomplish this, the existing surface parking lots on County Lots No. 24 and 10 will be removed and these sites will be developed with a park and neighborhood green, respectively. The surface parking will be replaced with underground public parking. Similarly, the existing surface parking lot that surrounds the Farm Women's Cooperative Market will be underground and replaced with open space that resembles a civic green. All new parking provided on-site, for the proposed mixed-use project will be located in a below-grade structured parking garage. As such, the Sketch Plan is requesting 20 points from this category.

Formula: $[(A/T)*10]+[(B/T)*20]$

A (above-grade spaces) = 0 spaces

B (below-grade spaces) = 500-525 spaces

T (total spaces) = 500-525 spaces

$$[(0/500-525)*10]+[(500-525/500-525)*20] = 20 \text{ points}$$

D. Protection and Enhancement of the Natural Environment

1. Building Lot Termination (BLT) ***4.4 points***

Building Lot Termination easements will be purchased, or equivalent payments will be made to the Agricultural Land Preservation Fund, in an amount equal to 7.5 percent of the incentive density floor area. Based on the density proposed for the East Side Properties under this Sketch Plan (up to 301,350 square feet, excluding MPDUs). Since one BLT is equivalent to nine public benefit points, the Sketch Plan is seeking approximately **4.4 points** for this category.

2. Energy Conservation and Generation: ***15 points***

The Sketch Plan is seeking a minimum of 15 Energy Conservation and Generation points. The proposed 7121 Wisconsin Avenue building will exceed the applicable energy-efficiency standards, based on its building type, by 17.5%.

3. Vegetated Area 5 points

The East Side Project will include plantings installed in a minimum soil depth of 12 inches, and covering at least 5,000 square feet. These plantings will primarily be located in the park on former Parking Lot No. 24 and will replace existing impervious area. As such, the Sketch Plan is seeking 5 points for this category.

4. Vegetated Roof 20 points

The East Side Project will provide approximately 33 percent of the buildings' roof area, excluding space for mechanical equipment, as a vegetated roof with a soil depth of 8 inches, or equivalent capacity.

E. Building Reuse

1. Retained Buildings 2.3 points

As discussed in detail in the Statement, the Sketch Plan facilitates the rehabilitation and expansion of the Farm Women's Cooperative Market. 100% of the structure system of the Farm Women's Cooperative Market building will be retained. Accordingly, the Sketch Plan is seeking 2.3 points for this category.

II. Option B

**PUBLIC BENEFIT POINTS - EAST SIDE - OPTION B
ZONE: CR-3.0**

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - FWM Site	70	70
4.7.3.C - Connectivity and Mobility	Through-Block Connections	30	15
	Trip Mitigation	20	10
	Way Finding	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	30	10
	Historic Resource Protection	20	20
	Public Open Space	30	28
	Public Art	20	7.5
	Structured Parking	20	20
	Building Lot Termination (BLT)	30	2.2
4.7.3.F. Protection and Enhancement of the Natural Environment	Energy Conservation and Generation	25	15
	Vegetated Roof	20	20
4.7.3.G. Building Reuse	Retained Buildings	100	2.5
Total Points			230.2

For Option B, the majority of the public benefit categories and points remain the same. The following provides a summary of where the public benefit points requested for Option B differ from Option A:

1. **Major Public Facilities.** Option B does not include the redevelopment of Parking Lots No. 24 and 10. Therefore, the public benefit points are calculated only on the rehabilitation of the Farm Women's Cooperative Market, which includes and construction of a "civic green"-like space, as recommended in the Sector Plan. Therefore, under Option B, the Sketch Plan is seeking 70 points.

Formula: $\{[(L+F)/N]*2\} + [(C/N)*4]*100$

N (net lot area): 29,967 sf

L (land area conveyed): 0 sf

F (floor area conveyed): 0 sf

C (constructed area of facility): 8,640 sf

$$\{[(0+0)/29,967]*2\} + [(8,640/29,967)*4]*100 = 115 \text{ points}$$

The Sketch Plan is seeking 70 points, the maximum allowed under this category in the CR Zone.

2. **Public Parking.** No public parking will be provided in Option B. Therefore, these points are eliminated.
3. **Wayfinding.** For the reasons discussed above, wayfinding is an important component of the Project. Under Option B, wayfinding will be provided through informational signage for the Farm Women's Market and directional signage for nearby transit facilities (e.g. Capital Crescent Trail and new Bethesda Purple Line and Metrorail stations).

4. **Public Open Space**

Formula: $(P/N)*100$

P (public open space): 8,640 square feet

N (net lot area): 29,967 square feet

$$(8,640 \text{ sf} / 29,967 \text{ sf}) * 100 = 28 \text{ points}$$

5. **Vegetated Area.** Points for Vegetated Area will not be provided in Option B.
6. **BLT's.** Given the constrained building footprint in Option B (as compared to Option A), the Sketch Plan requests 2.6 points for BLTs, based on the following calculation:

331,000 square feet development proposed (excluding MPDUs) – (43,880 square feet CR Zone base density + 155,734 square feet CRT base density) = 125,614 square feet of incentive density

$$125,614 \text{ square feet} \times 0.075 = 9,421/31,500 = 0.299 \text{ BLTs}$$

Since one BLT is equivalent to nine public benefit points, the Sketch Plan is seeking approximately 2.2 points for this category.



DEPARTMENT OF TRANSPORTATION

Marc Elrich
County Executive

Al R. Roshdieh
Director

October 10, 2019

Ms. Stephanie Dickel, 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. 320190030
Bethesda Market

Dear Ms. Dickel:

We have completed our review of the revised sketch plan uploaded to eplans on September 4, 2019. A previous version of this plan was reviewed by the Development Review Committee (DRC) at its meeting on November 20, 2018. 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.

Significant Plan Review Comments

1. MCDOT has significant concerns with the location of the driveway and loading area along Willow Lane. This location will be further evaluated and at the time of preliminary plan.
2. Coordinate with Ms. Beth Dennard (beth.dennard@montgomerycountymd.gov or 240-777-8384) of MCDOT – Commuter Services Section regarding the following TDM comments:
 - A. Traffic Mitigation Agreement (TMAg): The Project is located in the Bethesda

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

Transportation Management District (TMD) which has an aggressive Non-Auto Driver Mode Share goal of 55 percent. TMAGs are currently the mechanism for ensuring that TDM is incorporated into a development. Pending legislation may alter some elements of the formal process. The development will be required to comply with requirements for TDM measures in place at the time of preliminary plan application. Contact MCDOT Commuter Services for requirements in place at the time of preliminary plan application. Depending upon the status of pending legislation, the Applicant may be required to submit a draft Traffic Mitigation Agreement with each preliminary plan application.

The project's proposed elements enumerated below are supportive of TDM efforts in the Bethesda TMD. It is important that these elements be incorporated into the Project in order to support the achievement of the 55% Non-Auto Driver Mode Share. CSS recommends that these elements be confirmed in the final approvals:

- i. **Bicycle Facilities:** Provide bike racks in weather-protected, highly visible/active locations. Consider providing secure bicycle storage for planned bike parking area for resident use (e.g., bike cage). Include a small bicycle repair station for resident use.
- ii. **Display and Real Time Transit Information:** See comment below.
- iii. **Electric Car Charging:** Provide two EV-ready spaces or the number required by law, whichever is greater.
- iv. **Bikeshare:** See comments below.

B. Parking:

- i. **Minimize Parking:** Apart from the replacement of public parking on the sites, minimize the minimum number of parking spaces provided for the remainder of the project.
 - 1. One mechanism for minimization would be to take advantage of Shared Parking provisions in the Zoning Ordinance.
 - 2. Flexibility in design of parking critical. Provide flexibility in design of parking areas to enable mixed uses to share parking areas for the most efficient use of them. This also strengthens the incentive to reduce drive-alone commuting and parking by

employees of the residential and retail components, since doing so frees up spaces for other uses including retail customers.

- ii. Electric Vehicle Charging: Provide two electric car charging stations, or the number required by law, whichever is greater, on site.

C. Pedestrian/Bike: Provide excellent pedestrian and bicycle circulation, amenities and accommodations throughout the development, such as:

- i. Circulation paths in locations with high activity to provide "eyes on the street" to enhance the experience of biking or walking and to enhance safety;
- ii. Bicycle repair stations, bike cages or lockers in secure areas of parking facilities, and bike racks in highly visible, active locations;
- iii. Paths, benches and lighting;
- iv. Landscaping that enhances safety.

D. Bikeshare and/or Other Mobility Devices:

- i. As this project is located in the Bethesda bikeshare service area, CSS recommends that the Applicant be required to provide space in the Project suitable for the installation of one bikesharing docking station (or similar facility required by the County). The facility will enable this form of transportation to be used by residents, employees and visitors at the Project. The location of this space will be selected by the Applicant with approval of MCDOT, based upon the requirements of the bikesharing system and in a highly-visible, convenient and well-lit location on the Project. A typical bikeshare station requires a space that is 54' by 7' in size with four to six hours of solar exposure per day. Applicant must provide electrical conduit to the space and pay for the preparation of the space.
- ii. In the event MCDOT determines that it is not feasible to install or operate a bikeshare station at the Project, the Applicant must make an equivalent financial payment to support other non-auto mobility options in the Bethesda TMD, as approved by MCDOT. If a bikeshare station is not provided, racks repair stations, or other facilities and equipment for orderly storage of e-scooters or other shared-use micro-mobility devices

- ("alternative facilities") must be provided. Applicant must pay costs associated with providing the alternative facilities. Applicant must allow MCDOT or its contractors access to the Project to install, service and maintain the bikeshare station or other facilities and equipment.
- iii. The County maintains full discretion to install, operate, move, relocate or discontinue service of a bikeshare station based on review and analysis of usage, performance, or budget. If a bikeshare station is not provided by the County, Applicant will install racks or other suitable facilities and equipment for the orderly storage of mobility devices in the space. Applicant must allow MCDOT or its contractors access to the Project to install, service and maintain the bikeshare station or other facilities and equipment. An easement agreement will be required.
 - iv. The Applicant will be required to assist MCDOT in the promotion of bikeshare among employees and visitors at the Project, in order to accomplish the objectives of the TMD.

E. Display and Communication of TDM Information:

- i. Provide electric connections in busy outdoor park areas. This will facilitate transportation-related outreach to the Project's on-site population.
- ii. Incorporate display space into main residential lobbies and other high pedestrian activity areas and opportunity for information on each level of parking facilities. Provide a monitor in the residential lobby that displays Real Time Transit Information and other transportation-related information. The monitor can be the same one used for building-related communications. This will enable outreach to building residents, employees, visitors, etc.
- iii. Provide space in the lobbies of residential buildings for a permanent display stand to hold brochures, schedules and other transportation information (for Purple Line, Metrorail, Metrobus, Ride On bus, Capital Bikeshare, etc.). This information needs to be visible to residents, employees of the residences and commercial tenants, as well as visitors, without the need to access a smart-device. Contact MCDOT Commuter Services regarding permanent display stand options.
- iv. Provide a monitor at major access points for the proposed ground-level retail in the multi-family building, the stand-alone retail pavilion and retail

floor area in the Farm Women's Cooperative Market building. The monitor will need display Real Time Transit Information and other TDM information. The monitor can be the same one the Applicant plans to use to disseminate project-related information (i.e., planned activities in the public or private amenities areas; retail store ads, etc.). Again, this information needs to be visible to residents, employees of the residences and commercial tenants, and visitors without the need to access a smart-device.

- v. Consider placing monitors in parking garage elevators that would display real time transit information as well as project- or Bethesda-specific information.

F. Design Guidelines:

- i. Design building frontages/lobbies to provide two-way visibility for shuttles and transit vehicles, as well as taxis and other ride-hailing vehicles, etc.
- ii. Where covered entryways or overhangs over an entrance are used, ensure height is adequate to accommodate buses or other transit vehicles (e.g., Bethesda Circulator).

Standard Plan Review Comments

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. ***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. Coordinate with Mr. John Thomas, Planning Section Manager of our Division of Transportation Engineering, regarding the latest Capital Crescent Surface Trail (CCST) plans along Bethesda Avenue and Willow Lane. Mr. Thomas can be contacted at john.thomas@montgomerycountymd.gov or 240-777-7240.
- C. Submit storm drainage and/or flood plain studies, with computations. Analyze the capacity of the existing public storm drain system and the impact of the

additional runoff. If the proposed subdivision is adjacent to a closed section street, include spread computations in the impact analysis.

- D. Provide existing and proposed full street cross-sections, including plat reference, classification, standard section, right-of-way width, and bike facilities, for the following street frontages:
 - i. Bethesda Avenue
 - ii. Willow Lane
 - iii. Wisconsin Avenue
 - iv. Miller Avenue
 - v. Leland Street
- E. Submit truck turning templates and a truck circulation plan, for review by the M-NCPPC and MCDOT, for all trucks accessing the site. This plan should delineate the proposed movements on-site between the anticipated access locations, the proposed truck loading spaces, and the proposed dumpsters. Verify that an SU-30 is the largest proposed vehicle to access the site and that the proposed parallel parking along the Wisconsin Avenue (MD 355) site frontage is acceptable to MSHA. The turning movement access from Wisconsin Avenue to the woonerf will need to be evaluated further at the preliminary plan stage. The truck circulation pattern and loading position should be designed for counter-clockwise entry and for a left-side backing maneuver. Passenger vehicle travel ways should be separated from the expected truck patterns and storage areas. The applicant may also need to provide documentation of their proposed delivery schedules.
- F. 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.
- G. Show the proposed driveways and intersections space 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.
- H. Show the location and dimension of the proposed truck loading and dumpster spaces. Provide a written statement on the operations of loading and trash.
- I. Maintain a minimum 5-foot wide (6-feet where adjacent to café seating) open pathway (no grates) along all public streets. This pathway must be ADA compliant.
- J. Coordinate with Mr. Tim Cupples of our Division of Transportation Engineering regarding the Purple Line. Mr. Cupples can be contacted at 240-777-7214 or tim.cupples@montgomerycountymd.gov.
- K. Coordinate with Mr. Benjamin Morgan of our Division of Parking Management to coordinate the impacts on public parking facilities in the vicinity of this project. Mr. Morgan can be contacted at benjamin.morgan@montgomerycountymd.gov or 240-777-8704.

- L. Coordinate with Mr. Wayne Miller of our Division of Transit Services to coordinate improvements to the RideOn bus facilities along the west side of MD 355 of this project. Mr. Miller can be contacted at 240-777-5800 or wayne.miller2@montgomerycountymd.gov.
 - M. Submit three paper copies of a Traffic Impact Study if required by the Planning Department. The ADA Study per the LATR should be included in this study.
- 3. Upgrade pedestrian facilities at intersections along the site frontages and at adjacent intersections to comply with with current ADA standards.
 - 4. Street frontage improvements along Leland Street, Miller Avenue, Bethesda Avenue, and Willow Lane are to be determined at preliminary plan stage.
 - 5. Permit and bond for required public improvements (to be determined at the preliminary plan stage) will be required prior to approval of the record plat. The permit may include, but not necessarily be limited to the following improvements:
 - 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 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 me at william.whelan@montgomerycountymd.gov or (240) 777-2173.

Sincerely,



William F. Whelan, Engineer III
Development Review Team
Office of Transportation Policy

Ms. Stephanie Dickel
Sketch Plan No. 320190030
October 10, 2019
Page 8

cc: Plan letters notebook

cc-e:	Courtney Cason	Rodgers Consulting
	Kwesi Woodroffe	MSHA District 3
	Sandra Brecher	MCDOT CSS
	Beth Dennard	MCDOT CSS
	Tim Cupples	MCDOT DTE
	Corey Pitts	MCDOT DTE
	Wayne Miller	MCDOT DTS
	Sam Farhadi	MCDPS RWPR
	Marie LaBaw	MCFRS
	Mark Terry	MCDOT DTEO
	Benjamin Morgan	MCDOT DPM