



Bethesda Market, Sketch Plan No. 320190030

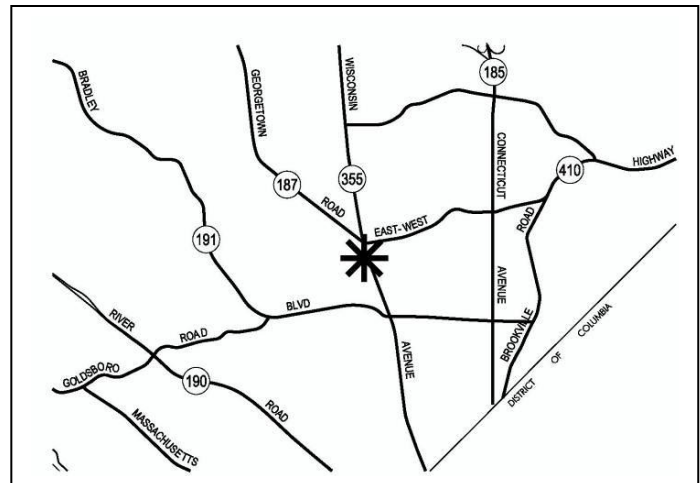
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Completed: 10/11/19

Description

- Sketch Plan: Construction of a mixed-use project of up to 650,305 total square feet (excludes 4,195 existing square feet to remain for Farm Women's Market)
- Current uses: one-and two-story commercial buildings, Parking Lot 10 and Parking Lot 24, and the Farm Women's Cooperative Market historic site and associated surface parking;
- Located at the intersection of Wisconsin Avenue and Bethesda Avenue, Willow Lane, and Leland Street;
- 6.32 gross acres zoned CR 3.0 C 3.0, R 2.75, H 225; CR 3.0 C 3.0, R 2.75, H 200; CR 3.0 C 3.0, R 2.75, H 35; CR 3.0 C 3.0, R 2.75, H 175; CR 3.0 C 2.0, R 2.75, H 90; CRT 0.5 C 0.25, R 0.5, H 70, and the Bethesda Overlay Zone, in the 2017 *Bethesda Downtown Sector Plan*;
- Applicants: Columbia Realty Ventura LLC and Wisconsin Avenue Properties LLC;
- Acceptance date: October 29, 2018.



Summary

- Staff recommends approval of the Sketch Plan with conditions.
- The Sketch Plan proposes two alternate development options for the redevelopment of the East Side Properties, one of which includes County Parking Lot 24 and County Parking Lot 10 (Preferred Development option), and one of which does not (Alternate Development option), as detailed in the Staff Report. However, both options include the Farm Women's Cooperative Market historic site. Staff anticipates that separate Preliminary Plans and Site Plans in the future for the East Side Properties and the West Side Properties and the two development options will simplify the Sketch Plan at the time of Site Plan(s).
- The Project includes the Farm Women's Cooperative Market which is designated as a County Historic Site on the Montgomery County Master Plan for Historic Preservation as Resource Number 35/14-1.
- In accordance with Section 59.7.3.3.C of the Zoning Ordinance, the Sketch Plan received one Planning Director's extension and two Planning Board extensions postponing the hearing from January 24, 2019 to October 31, 2019.

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SECTION 1: RECOMMENDATION AND CONDITIONS

SKETCH PLAN NO. 320190030

Staff recommends approval of Sketch Plan No. 320190030, for up to 650,305 total square feet on 6.32 acres of land, zoned CR 3.0 C 3.0, R 2.75, H 225; CR 3.0 C 3.0, R 2.75, H 200; CR 3.0 C 3.0, R 2.75, H 35; CR 3.0 C 3.0, R 2.75, H 175; CR 3.0 C 2.0, R 2.75, H 90; CRT 0.5 C 0.25, R 0.5, H 70, and Bethesda Overlay Zone. The following site development elements shown on the latest electronic version as of the date of this Staff Report submitted via ePlans to the M-NCPPC are required except as modified by the conditions below:

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

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

This approval is subject to the following conditions:

1. Density

The Sketch Plan is limited to a maximum of 650,305 square feet of total development, excluding the 4,195 square feet of existing square footage to remain for the Farm Women's Cooperative Market building. The Sketch Plan includes an allocation of up to 191,878 square feet of Bethesda Overlay Zone density for the West Side Project and up to 21,991 square feet of Bethesda Overlay Zone density for the East Side Project. The maximum number and distribution of residential dwelling units and/or non-residential uses will be determined at Preliminary Plan(s).

2. Height

The height of each building is subject to the limitations set forth in the Sketch Plan data tables for each development option.

3. Incentive Density

The development must be constructed with the public benefits listed below, unless modifications are made under Section 59.7.3.3.I. Total points must equal at least 100 for each Site Plan and be chosen from at least four categories as required by Section 59.4.5.4.A.2. The requirements of Division 59.4.7 and the *CR Zone Incentive Density Implementation Guidelines* must be fulfilled for each public benefit. Final categories and points will be established for each Site Plan.

- a. Major Public Facilities, achieved through rehabilitation and preservation of the Farm Women's Cooperative Market and the Civic Green;
- b. Diversity of Uses and Activities, achieved through Enhanced Accessibility;
- c. Connectivity and Mobility, achieved through minimum parking, public parking, through-block connections, trip mitigation and wayfinding;
- d. Quality of Building and Site Design, achieved through architectural elevations, exceptional design, historic resource protection, public open space, public art, structured parking and tower step-back;
- e. Protection of the Natural Environment, achieved through the purchase of building lot terminations, cool roof, energy conservation and generation, vegetated area, and vegetated roof; and
- f. Retained Buildings, achieved through the Farm Women's Market.

4. Building Design

The Applicants must submit a revised architectural design concept to the Design Advisory Panel, addressing comments from the DAP enumerated in the Sketch Plan Findings, at the time of any Site Plan application submittal.

5. Historic Preservation for the Farm Women's Cooperative Market

- a. This condition of approval only applies for any Preliminary Plan or Site Plan applications that are submitted for the East Side Project and does not apply to a Site Plan that is submitted for the West Side Project.
- b. The Applicants must continue to work with the Historic Preservation staff and the Historic Preservation Commission to refine plans through the preliminary consultation process concurrent with the review of the Site Plan(s) to obtain the final Historic Area Work Permit (HAWP).
- c. Approval of the Historic Area Work Permit (HAWP) for any alterations within the environmental setting of the Farm Women's Market Historic Site (#35/14-1), as required by the Montgomery County Code Chapter 24A, must be obtained prior to the issuance of any demolition, grading, or land disturbance permits for the property.
- d. During the review of the Site Plan(s) proposal, the Applicants shall allow an opportunity for the HPC to review and provide public feedback on the commercial and residential redevelopment (part of the overall project) for the parcels adjacent to the Farm Women's Market (to the south, east, and west across Wisconsin Avenue).
- e. Prior to the issuance of any demolition, grading, or land disturbance permits for the property, the Applicant must demonstrate good faith efforts to obtain records, including conducting oral histories, of the Farm Women's Market from its current owners, and to provide such records to the Montgomery County Historical Society for public use and research. To the extent that such records are actually obtained from the current owners, the Applicant must either (i) personally, or through agents or consultants, catalog and digitize such records in accordance with professional archival standards and practices; or (2) reimburse the Montgomery County Historical Society for the costs of cataloging and digitizing such records.

6. Park Impact Payment (PIP)

At the time of Site Plan(s), the Applicants must identify the final amount of BOZ density being purchased and allocated to each Subject Site. The associated payment may be used towards the renovation/preservation of the Farm Women's Cooperative Market.

7. Open Space

The Project must provide 10% of the combined Sketch Plan site area as public open space.

8. Eastern Greenway

- a. For any Site Plan that includes County Parking Lots 24 and 10, the associated Project must provide a new high-quality, multi-acre public urban park in conformance with the Sector Plan in coordination with Park and Planning staff.
- b. The boundaries of the land, Park ownership, amenities to be included within the park, and layout of these amenities, must be agreed upon by the M-NCPPC and Applicants at Site Plan.
- c. The Applicants must follow the Bethesda Downtown Sector Plan, Bethesda Design Guidelines, and Energized Public Spaces Design Guidelines to develop the open space design. The design must be compatible with the Farm Women's Market and enhance its historic character.
- d. The Applicants must conduct a public outreach process in coordination with the Parks Department to assist in determining appropriate amenities within the park areas before the site plan approval.

- e. The Park shall be designed in collaboration with the Department of Parks by a Landscape Architecture firm with demonstrated experience in the design of urban public spaces over structures.
- f. The new Park design must incorporate the design of the existing portions of Elm Street Park into a cohesive whole and will carefully consider ways to facilitate pedestrian access between the park areas separated by the Willow Avenue and Leland Street right of ways.
- g. The new Park must be designed and constructed integral with the design of the underlying parking structure to ensure constructability and maintainability of future amenities such as large shade trees and landscape planting; footings for shade structures, walls, fences, courts, play equipment, public art, etc.; utilities for irrigation, lighting, fountains, hardscape etc.
- h. Ingress/egress to the parking structure must be carefully located and designed with pedestrian safety, access and relationship to park design as its primary consideration.
- i. The grading of the Park shall be compatible with adjacent sidewalks and roadways ensuring good visibility into and out of the open space area.
- j. The Applicant will work to minimize the impact of stormwater management facilities required by the new development on the usability and functionality of the new park/open space areas and will coordinate the location and design of such facilities with the Department of Parks at the time of Site Plan.
- k. A Park Permit for Construction (including concept and technical review phases) will be required unless private ownership of the park area is approved by the Planning Board.
- l. The Applicants should provide appropriate and attractive signage or any visual elements.
- m. The Applicants should consider using specialty pavement treatment to link Elm Street Park and County Parking Lots 24 and Lot 10.

9. Green Area

For each Site Plan, the Applicant must provide a minimum of 35% of the associated site area as Green Cover, consistent with the Sector Plan.

10. Streetscape

The Applicants must install the Bethesda Streetscape Standard along the right-of-way frontages that directly abut the boundaries of each respective Site Plan, including the undergrounding of utilities, with such Bethesda Streetscape, to be illustrated on the Certified Site Plan(s).

11. Bicycle Facilities

The Applicants must coordinate with the Montgomery County Department of Transportation to participate in the implementation of master-planned bicycle facilities along the Subject Property's right-of-way frontages.

12. MCDOT letter

The Planning Board accepts the recommendations of the Montgomery County Department of Transportation (MCDOT) in its letter dated October 10, 2019 and hereby incorporates them as conditions of the Sketch Plan approval. The Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDOT provided that the amendments do not conflict with other conditions of the Sketch Plan approval.

13. Building Lot Terminations (BLTs)

Prior to release of any building permit, the Applicant must provide proof of purchase and/or payment for the required BLTs.

14. Moderately Priced Dwelling Units (MPDUs)

The Applicants must provide a minimum of 15% of the total new units as MPDUs in accordance with Chapter 25A for each Site Plan.

15. Future Coordination for Preliminary Plan(s) and Site Plan(s)

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

- a. Fire and Rescue access and facility details;
- b. Streetscape details;
- c. Updated building shadow study with final building design;
- d. 3D model of the proposed development including surrounding existing development and site area;
- e. Submit a preliminary/final forest conservation plan which addresses the following: a tree save plan component prepared by an International Society of Arboriculture certified arborist who is also a Maryland Licensed Tree Care Expert; and onsite mitigation plantings consisting of native canopy trees for the removal of any variance tree(s);
- f. Address any existing/proposed utility conflicts or other site limitations which may need to be rectified to achieve the proposed streetscape plantings;
- g. Address the SITES & LEED recommendations of the Sector Plan, specifically related to energy efficiency and building design features;
- h. Provide a noise analysis at time of Preliminary Plan(s), or submit a waiver under Section 2.2.2 of the 1983 Noise Guidelines;
- i. Address the Sector Plan recommendations and design guidelines regarding stormwater management;
- j. Address Bird-Safe Design per the Bethesda Downtown Plan Design Guidelines;
- k. Traffic Mitigation Agreement to participate in the Bethesda Transportation Demand Management District and achieve the Sector Plan 55% NADMS goal;
- l. Necessary dedication along frontage roadways; and
- m. Demonstrate how each public benefit satisfies the Zoning Ordinance and Incentive Density Implementation Guideline requirements.

SECTION 2: SITE DESCRIPTION

Site Vicinity and Analysis

Site Analysis

This Sketch Plan includes the following properties (Properties), as shown in Figure 1 below, located in Bethesda, Maryland:

1. East Side Properties
 - a. 7121 Wisconsin Avenue
 - b. 7155 Wisconsin Avenue (Farm Women's Cooperative Market)
 - c. 7106 46th Street (County Parking Lot 24)
 - d. 4600 Leland Street (County Parking Lot 10)
2. West Side Properties
 - a. 7126 Wisconsin Avenue
 - b. 7140 Wisconsin Avenue
 - c. 4705 Miller Avenue.

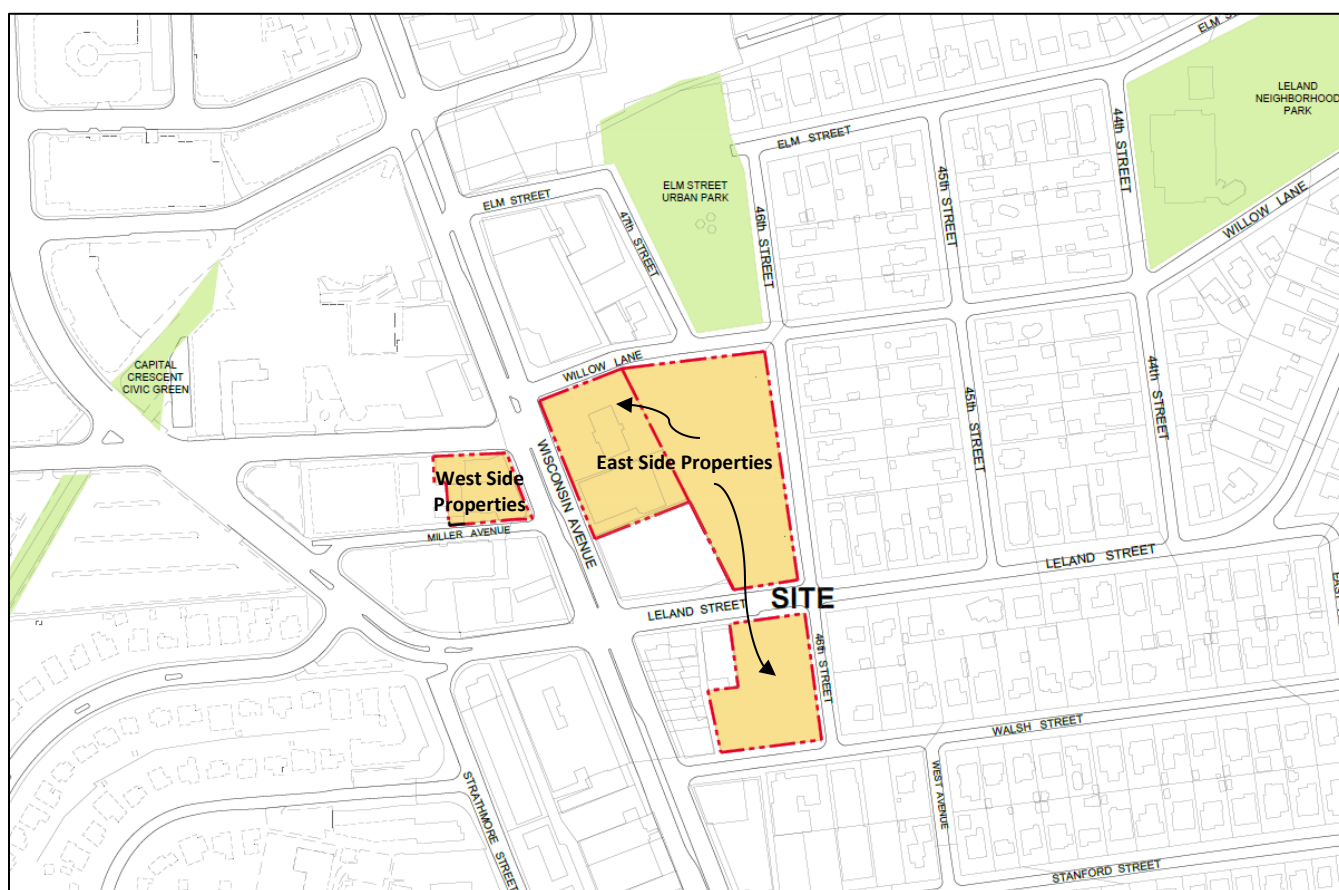


Figure 1-Subject Properties

The Properties are, for the most part, located in the Wisconsin Avenue Corridor District of the 2017 *Bethesda Downtown Sector Plan* (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. Including prior dedications, the overall tract area of the Properties is 275,368 square feet (6.32 acres).



Figure 2-Aerial View

The 7121 Wisconsin Avenue portion of the East Side Properties and all of 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 Montgomery County Department of Transportation (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 is designated as a County Historic Site on the Montgomery County Master Plan for Historic Preservation as Resource Number 35/14-1 and is improved with a single-story commercial building with a 52-space surface parking lot, landscaping, and related site improvements. The Applicants' consultants have determined that the existing one-story building on the Farm Women's Cooperative site 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.

The Properties are zoned in the CR and CRT families, and the Bethesda Overlay Zone, with varied maximum densities and heights:

- 7121 Wisconsin Avenue is zoned CR- 3.0, C-3.0, R-2.75, H-175
- 7126 and 7140 Wisconsin Avenue are zoned CR-3.0, C-3.0, R-2.75, H-225
- 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
- Parking Lot 24 is split-zoned CRT-0.5, C-0.25, R-0.5, H-70 and CR-3.0, C-2.0, R-2.75, H-90.
- Parking Lot 10 is zoned CRT-0.5, C-0.25, R-0.5, H-70.

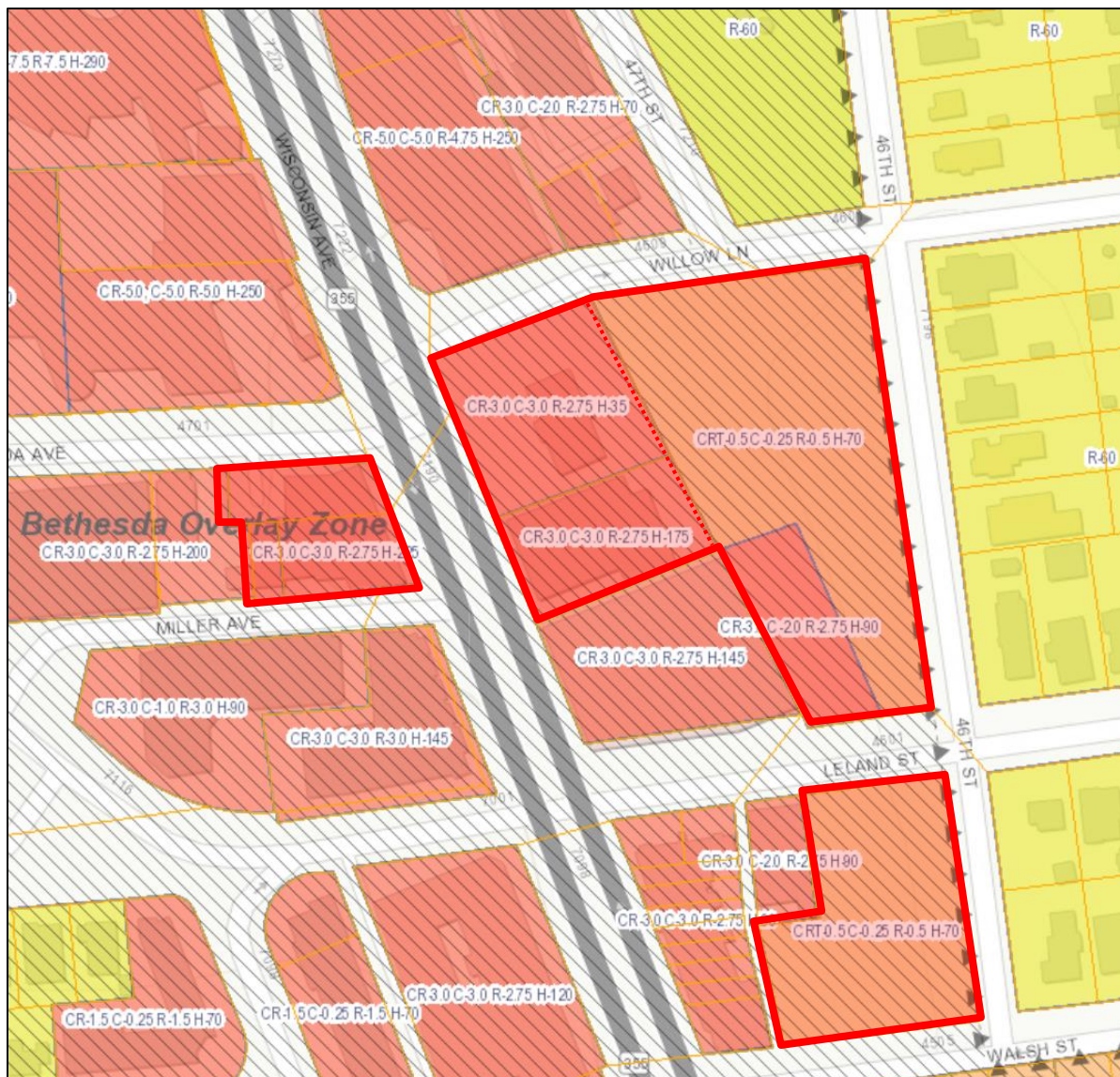


Figure 3-Zoning Map

There are no known rare, threatened, or endangered species on site; there are no 100-year floodplains, stream buffers, or wetlands on site.

Farm Women's Cooperative Market

The Farm Women's Cooperative Market (#35/14-1) was recorded in the Maryland Inventory of Historic Properties and individually listed in *Master Plan for Historic Preservation* in September 1979. The building is significant as a surviving example of a purpose-built farm women's market constructed as part of the progressive reform movement of Home Demonstration Clubs. Blanche A. Corwin, a U.S. Department of Agriculture home demonstration agent assigned to Montgomery County, started the Montgomery County Farm Women's Cooperative in 1932. In line with the national movement, the cooperative promoted and highlighted a woman's economic contribution to her family. The Farm Women's Cooperative was the first of three women's farm markets established in the county during the Great Depression and the only market with a purpose-built structure. The building promoted an ethos of thrift and economy through its flexible layout. It survives today as the only example of such a building in Montgomery County and presently the only recognized one in the state.



Figure 4-Farm Women's Cooperative Market, 1935 (Montgomery County Historical Society)



Figure 5-Farm Women's Cooperative Market, 1968 (Montgomery County Historical Society)



Figure 6-Farm Women's Cooperative Market, existing condition

Site Vicinity

The surrounding properties are zoned CR or CRT with the Bethesda Overlay Zone and are currently improved with a mixture of low-, medium-, and high-density commercial uses, including Artery Plaza, the Ford building, and the Wilson office building currently under construction, the Solaire multi-family apartment building, and the Elm multi-family apartment building currently under construction. The Bethesda Purple Line Station is one block to the north at the intersection of Elm Street and Wisconsin Avenue. The single-family neighborhood of the Town of Chevy Chase is located directly to the east. Elm Street Urban Park is located across 47th street from the East Side Property.

SECTION 3: PROJECT DESCRIPTION

Previous Approvals

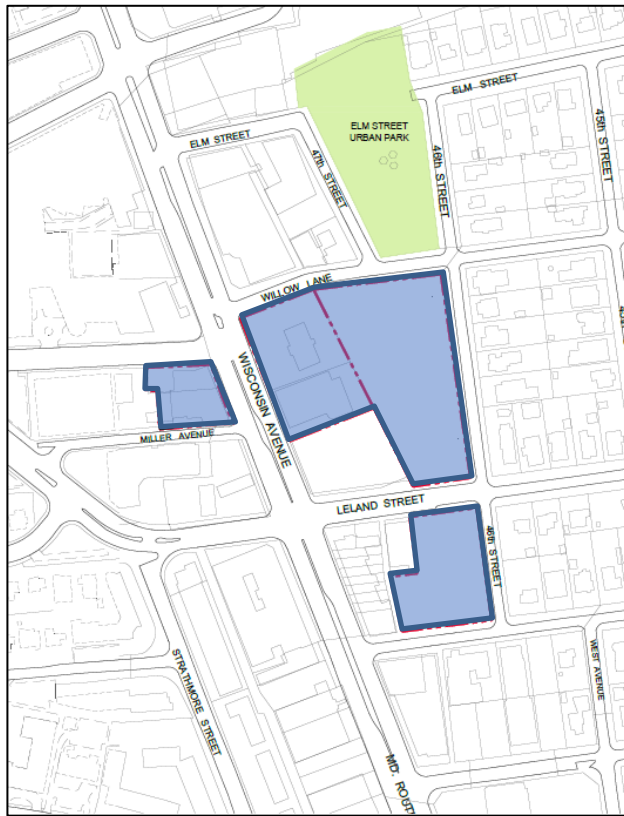
The Applicants previously submitted a Concept Plan in the Spring of 2018, and received comments at that time from reviewing agencies, stakeholders and members of the community that informed the development concepts that were proposed with the initial Sketch Plan submittal. The Applicants have continued discussions with such agencies, stakeholders, and community members in the period since the initial Sketch Plan submittal and have also received feedback on the Sketch Plan from the Montgomery County Historic Preservation Commission (HPC), the Bethesda Downtown Design Advisory Panel (DAP), the Bethesda Implementation Advisory Committee (IAC), and the Development Review Committee (DRC).

Proposal

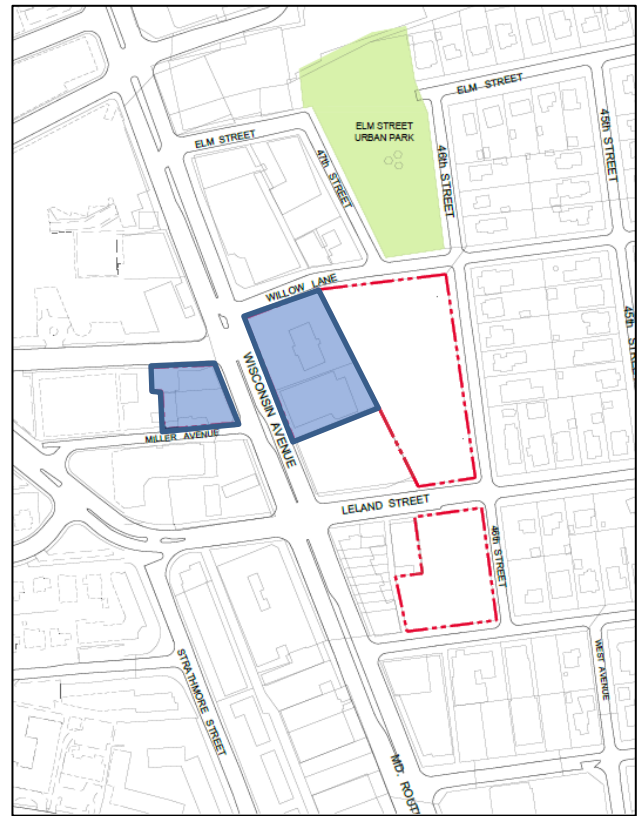
Scope Alternatives

This Sketch Plan application is a developing public-private partnership for the redevelopment of the multiple properties described above and has many parts still moving and potentially not in play. The conditions of approval and the data table identify the overall maximum levels of development permitted under the preferred holistic redevelopment of all of the properties. However, the staff report recognizes the potential for alternative development scenarios. At the least, Staff anticipates that the properties on the East Side and West Side will pursue separate applications for Preliminary and Site Plan approvals moving forward. Further, it is possible that the County Parking Lots may not be included in the East Side redevelopment. At the time of Preliminary and Site Plan reviews for each development, Staff will clarify the applicable tract and site areas and the corresponding densities available and pertinent to each.

Both development options (shown in Figure 7) will provide substantial public benefits and amenities, including revitalizing the Farm Women's Cooperative Market to transform it into the centerpiece of this mixed-use Project and provide significantly improved pedestrian and cyclist connections. The overall Sketch Plan proposal includes an allocation of density from the Bethesda Overlay Zone and a Park Impact Payment (PIP). BOZ allocations and PIPs will be determined at the time of Site Plan(s).



Preferred Development Option



Alternative Development Option

Figure 7-Development Alternatives

Preferred Development Option

The Preferred Development option (Figure 8) introduces two new multi-family residential buildings with ground-floor retail, a rehabilitated and expanded Farm Women's Market building for retail and restaurant uses, a comprehensive redesign and development of the remainder of the properties as a series of parks and open spaces connecting Wisconsin Avenue to Elm Street Park via the realization of the southern half of the Sector-Plan-recommended Eastern Greenway, and public and private underground parking.

The West Side Properties would feature a mixed-use building consisting of up to 260 multi-family residential units with 15 percent MPDUs and up to 7,500 square feet of retail uses, as well as private underground parking, and public and private amenities. The East Site Properties would be redeveloped with up to 325 multi-family residential units (including multi-family living units and townhouse units) with 15 percent 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.

The proposal would relocate approximately 300 existing public parking spaces on Parking Lot 24 and Parking Lot 10 on the east side of Wisconsin Avenue 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. If the Applicants proceed with the Preferred Development option, MCDOT will be submitting an application for Mandatory Referral for Parking Lot 24 and Parking Lot 10.

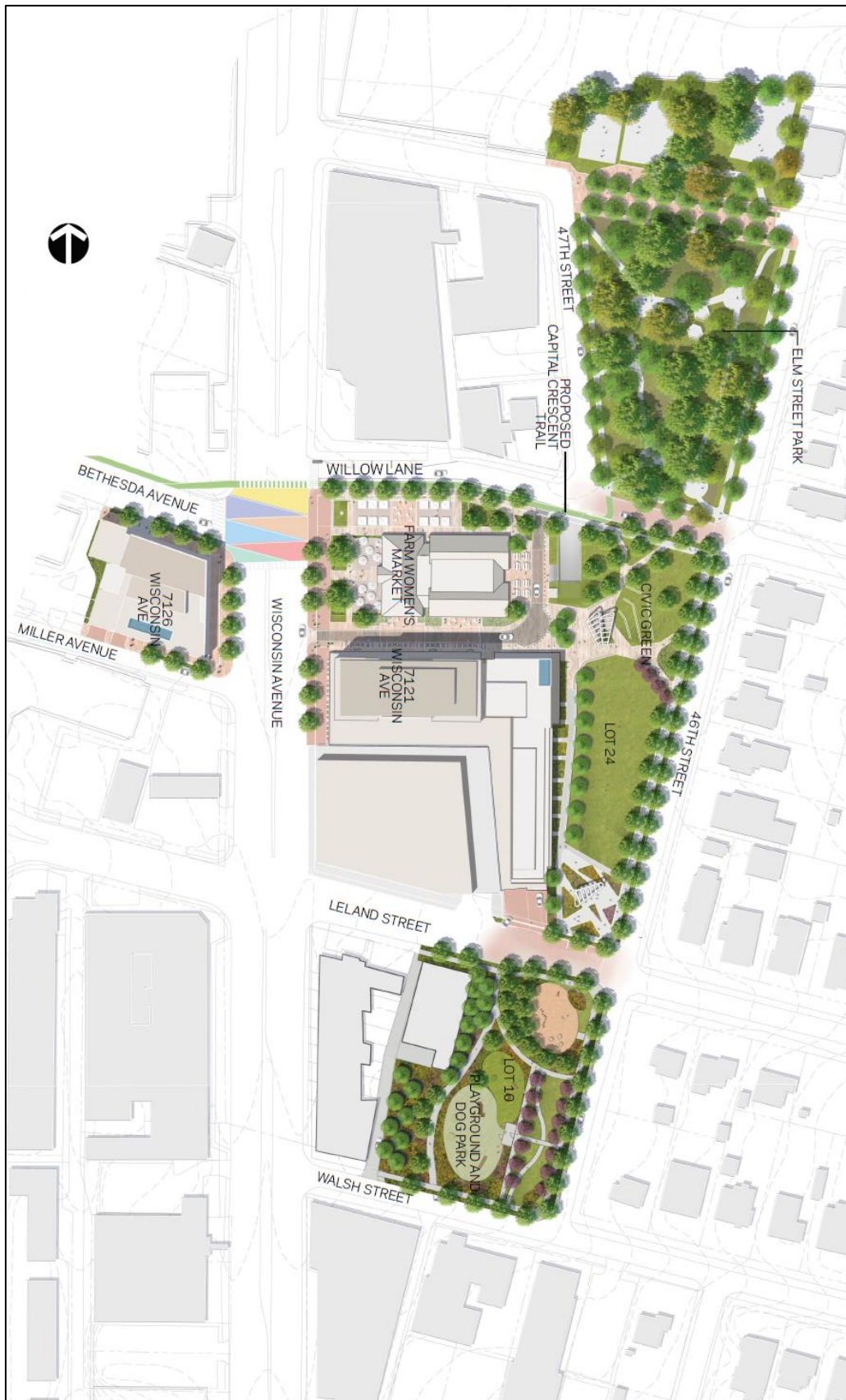


Figure 8- Preferred Development option Conceptual Site Layout

Alternate Development Options

As discussed above, given the number of properties and partners there is the potential for a variety of alternative development scenarios moving forward. Staff expects that the development of the West Side Properties will advance as a stand-alone development in any scenario. The major differences on the East Side Properties relate to Parking Lots 24 and 10. If those properties are not included in future development, the alternate development option would rehabilitate but not expand the Farm Market Building and the development would not provide the planned Eastern Greenway (Figure 9).

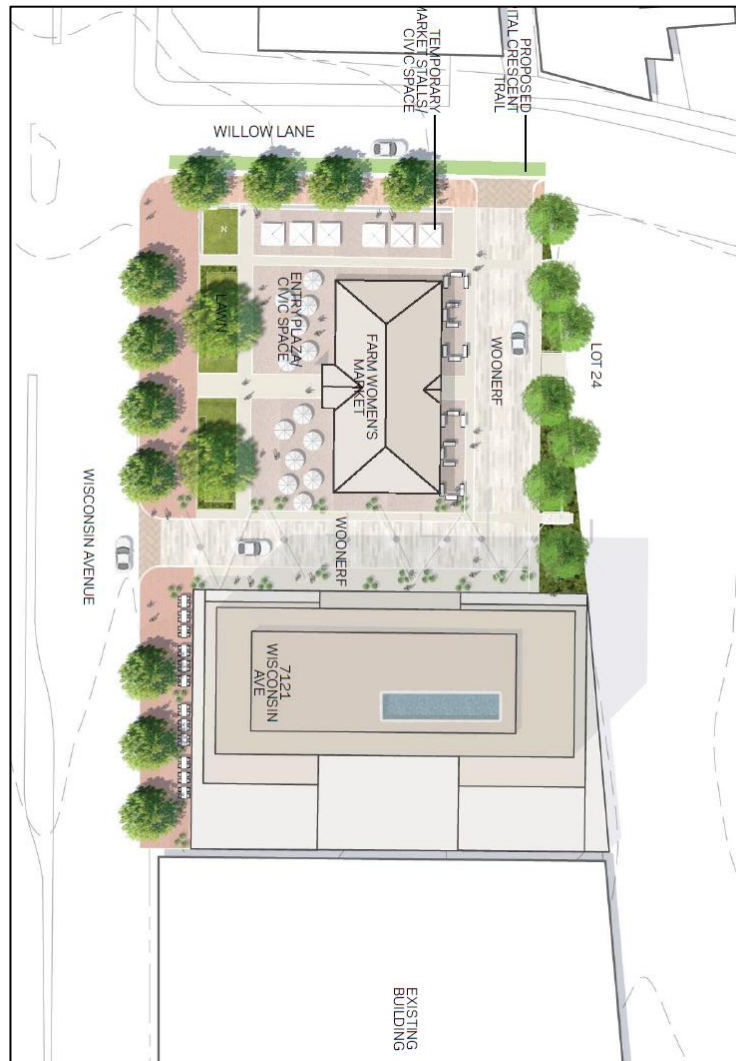


Figure 9-East Side Properties Layout without County Parking Lots

Buildings

Farm Women's Cooperative Market

Any scenario for the development of the East Side properties includes a comprehensive rehabilitation of the market building as part of a future HAWP application. An Historic Structures Report was submitted to the HPC for review and preliminary comments. The HPC is supportive of the approach to rehabilitating the market; however, the individual work items will require further review and discussion as part of a final HAWP. Additional comments will also follow on the specifics of proposed hardscape alterations, other site improvements, the final form and detailing of the proposed addition, and the compatibility of adjacent new construction.

As discussed above, redevelopment that includes Parking Lot 24 will also include a proposed addition to the rear of the Market building. Under this scenario, the Applicants are proposing a 7,255-square foot “Double Shed” addition to the 4,195-square foot Market Building (Figure 10). This option 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.



Figure 10-Applicant's proposed "Double Shed" Addition

When reviewing alterations and additions for new construction in a Master Plan site, decisions by the Historic Preservation Commission (HPC) are guided by the Montgomery County Code Chapter 24A (Chapter 24A) and the Secretary of the Interior's Standards (Standards). The HPC provided feedback to the Applicants on January 9, 2019, and July 24, 2019. The majority of the HPC supported the following aspects of the preliminary application:

1. the proposed subterranean parking garage (located within less than 10 percent of the environmental setting);
2. the aspects of the site plan that reinforce the historic setting of the market with its qualities as a utilitarian and work space, and avoid formality in the landscape plan;
3. the relocation of the building 13' to the north as part of the rehabilitation effort; and
4. the proposed massing, scale, and form of the addition labeled "Double Shed." The addition utilizes historical precedents for farm markets but differentiates from the subject building's hipped-roof and fenestration. The HPC agreed that the general height of the addition (equal to or less than the ridge of the Farm Women's Market) would allow for the historic market to remain the central point within the environmental setting. The HPC requested additional information about the preservation benefits of the proposed hyphen (linking the historic building and addition) in future submissions.

7121 and 7126 Wisconsin Avenue

The architecture for the proposed multi-family residential buildings as illustrated in Figures 11 and 12, remains very conceptual. The Applicants presented various design precedents with their October 2018 Design Advisory Panel submission, as shown in Figures 13 and 14. As each project moves forward to Site Plan review, Staff expects significant development along the lines suggested by the Design Advisory Panel and Staff.



Figure 11-Massing Concept for the Preferred Development option, Aerial View



Figure 12-Massing Concept for the Farm Market Building, Alternative View

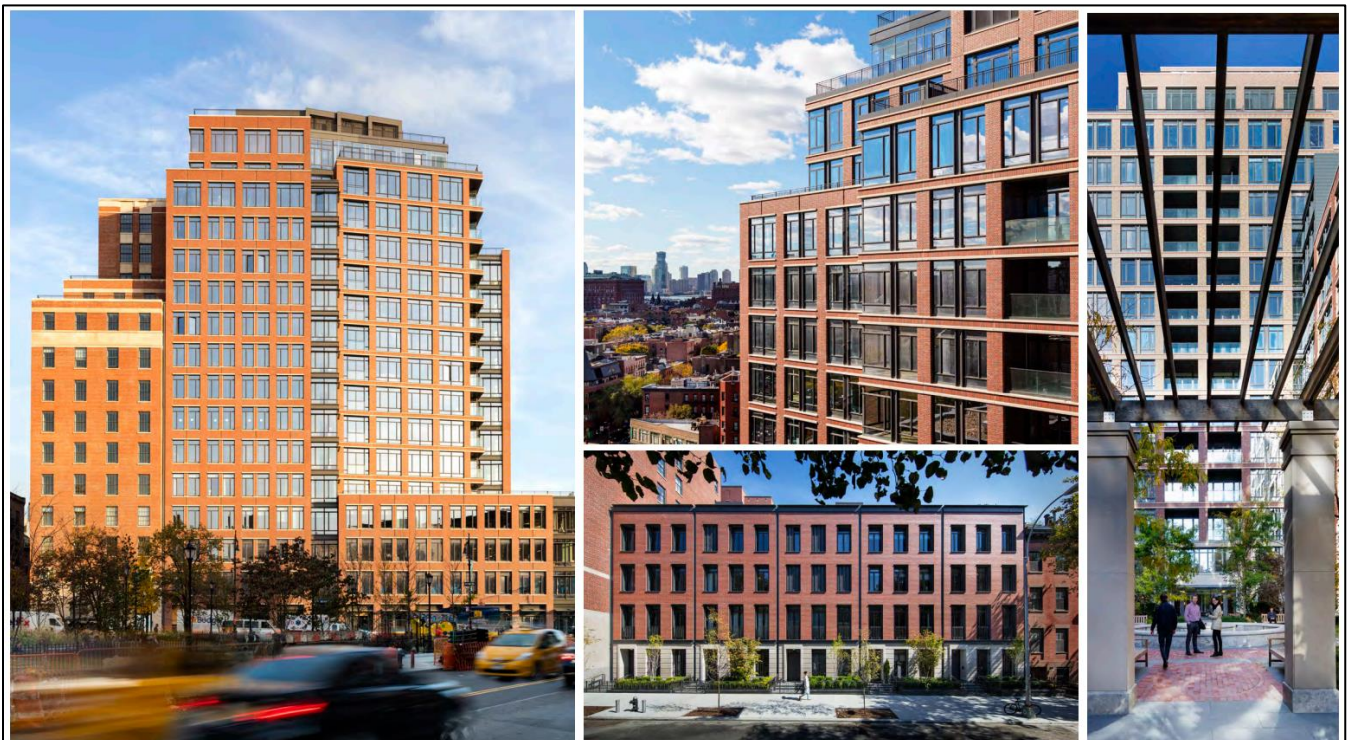


Figure 13-Architectural Precedents



Figure 14-Architectural Precedents

Should the County Parking Lots not be included in the redevelopment, the renovated Farm Market building will have a different relationship to the street and the adjacent proposed apartment building, shown in Figure 15 below.



Figure 15- Massing Concept for Alternate Development option, Aerial View

Open Space

The holistic site design envisioned by the preferred development option reimagines the parking lots associated with the properties today as the Eastern Greenway extension recommended by the Sector Plan and seizes a unique opportunity to connect the extended park through the Farm Women's Cooperative Market site and across Wisconsin Avenue (Figure 16).



Figure 16-Illustrative Public Open Space-Preferred Development option

While the design of the Eastern Greenway park will continue to develop through the Site Plan review process, the Sketch Plan proposes 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, whereas Parking Lot 24 will be designed with large open lawn areas that can accommodate activities and social gatherings of people.

Parking Lot 10, located south of Parking Lot 24, extending from Leland Street to Walsh Street, is envisioned as a new neighborhood green that will be designed to accommodate programmed open space and it is anticipated that the existing surface parking spaces will be removed at the time of redevelopment. The Sketch Plan proposes both "nature play" area that will be located near the intersection of 46th Street and Leland Street and small- and large- dog parks that will be located in the approximate center of the Parking Lot 10 site to provide an in-demand use 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 planter beds will screen the dog parks from adjacent residences and business located closer to Wisconsin Avenue. While the final design details and site elements for Parking Lot 10 will be confirmed at the time of Site Plan the Sketch Plan anticipates that Parking Lot 10 will contribute to the overall Eastern Greenway.

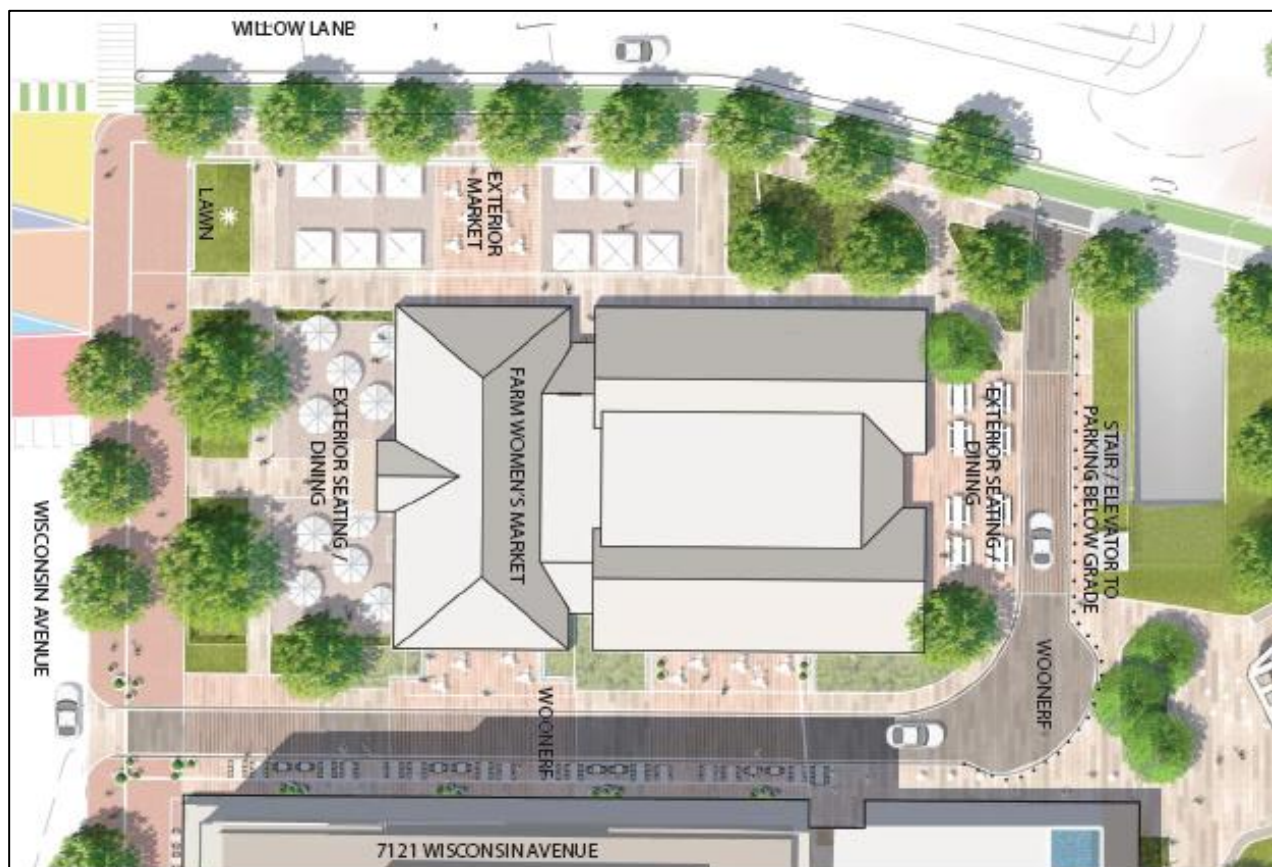


Figure 17-Illustrative Public Open Space, Farm Women's Cooperative Market-Preferred Development option

For the Farm Women's Cooperative Market, the Sketch Plan proposes a new open space that will serve as an extension of the existing Elm Street Urban Park (Figure 17). 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, p.81). 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.

Alternate Development Option

In the event that the County Parking Lots are not included, the Applicants 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 the Preferred Development option, the Alternate Development option 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 (Figure 18).

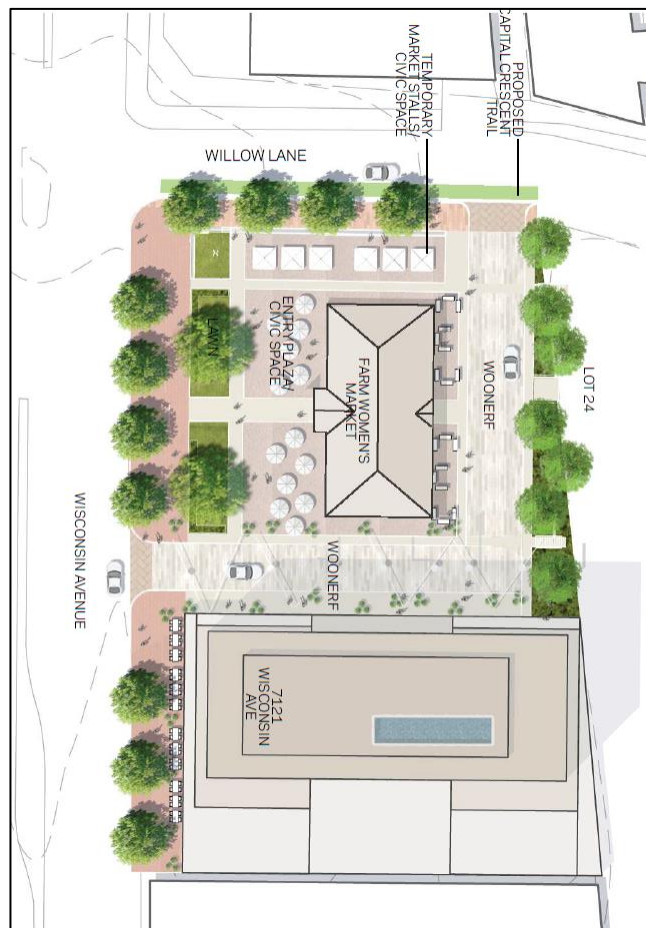


Figure 18-Illustrative Public Open Space, Farm Women's Cooperative Market -Alternate Development option

The future designs will meet the Zoning Ordinance standards for public open space and will closely follow the Sector Plan and 2017 Approved and Adopted *Bethesda Downtown Plan Design Guidelines* (Design Guidelines), and the open space design and programming will address the objectives in the *Energized Public Space Functional Master Plan* at the time of Site Plan(s).

Environment

Green Area Coverage

The Bethesda Downtown Plan includes recommendations to achieve the urban green goals within the Sector Plan boundary. An important recommendation to this effect is the onsite 35% green area coverage minimum. The

green cover may include singularly or a combination of intensive green roof (6 inches or deeper) or tree canopy cover. Furthermore, the Sector Plan specifies soil volume minimums (of 600 cubic feet per tree) associated with the tree plantings to help ensure the desired canopy will be achieved. Except for the Women's Farm Cooperative Market setting, the proposed footprint of the buildings generally precludes the opportunity for onsite canopy tree plantings. Therefore, the onsite 35% green cover will need to be achieved through the use of intensive green roof for the areas of new development, and tree canopy may be used to meet the green cover on the Farm Women's Cooperative Market setting.

Noise

The project proposes residential units to be built adjacent to arterial roadways and would therefore be subject to a noise analysis needed at time of Preliminary Plan(s) submission. However, a waiver may be submitted per Section 2.2.2 of the 1983 Noise Guidelines.

Forest Conservation

Since the recent amendments to the Forest Conservation Law, all properties seeking approval of a Sketch Plan after February 26, 2018 must obtain approval of a Natural Resources Inventory/Forest Stand Delineation (NRI/FSD) or forest conservation exemption prior to the Planning Board acting on the Sketch Plan. NRI/FSD number 420190570 was approved by Staff on December 19, 2018 for the East Side Properties and NRI/FSD number 420190620 was approved by Staff on February 06, 2019 for the West Side Properties.

At the Preliminary Plan stage the Applicants will need to submit a forest conservation plan which includes a variance request for any impact or removal of certain vegetation which includes any tree 30" diameter or greater, *and* any tree 1" diameter or greater within the historic setting associated with the Farm Women's Cooperative Market.

The Farm Women's Cooperative Market setting features two large sycamore trees, which as a species are generally tolerant of construction impacts. Reasonable care used in the removal of the existing pavement could result in enhanced condition for the existing trees. Staff has recommended a condition of approval that a tree save plan be explored by an appropriately qualified tree care professional as part of the future application(s).

The Sketch Plan submission shows a significant amount of proposed paved surfaces associated with the Farm Women's Cooperative Market building; however, a considerable amount of replacement trees may be required depending on the scope of subject tree removals proposed. Ultimately, less paving and/or more landscape beds suitable in size to accommodate mitigation tree plantings may be required. The mitigation tree plantings could also be credited to satisfy the green cover requirements.

Stormwater Management (SWM)

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

Transportation

Access and Circulation

The access and circulation concept for the proposed building on the West Side of the Project, 7126 Wisconsin, remains the same regardless of the development scenario that is implemented for the East Side of the Project. The West Side of the project has a consolidated garage and loading access point on the southwest side of the Project on Miller Avenue (Figures 19 and 20).

Redevelopment of the East Site properties varies with the properties included. The combined Preferred Development option provides a consolidated garage and loading access point on Leland Street with a separate garage access point on Willow Lane. A one-way shared street between the Farm Women's Market and proposed 7121 Wisconsin Avenue building will provide efficient site access and circulation that will promote safe operations for all users (Figure 19). Should development not include the County Parking Lots, only a single point of access is proposed for the garage and loading operations. That access point is internal to the Site on the northeast corner of the proposed 7121 Wisconsin Avenue building and is connected to the adjacent public roadway network via a new two-way shared street between the Farm Women's Cooperative Market and proposed 7121 Wisconsin Avenue building (Figure 20).

Redevelopment of the Farm Women's Cooperative Market property will support the master planned Capital Crescent Surface Trail along the south side of Willow Lane, the final design of which will be determined at Preliminary Plan in coordination with MCDOT.

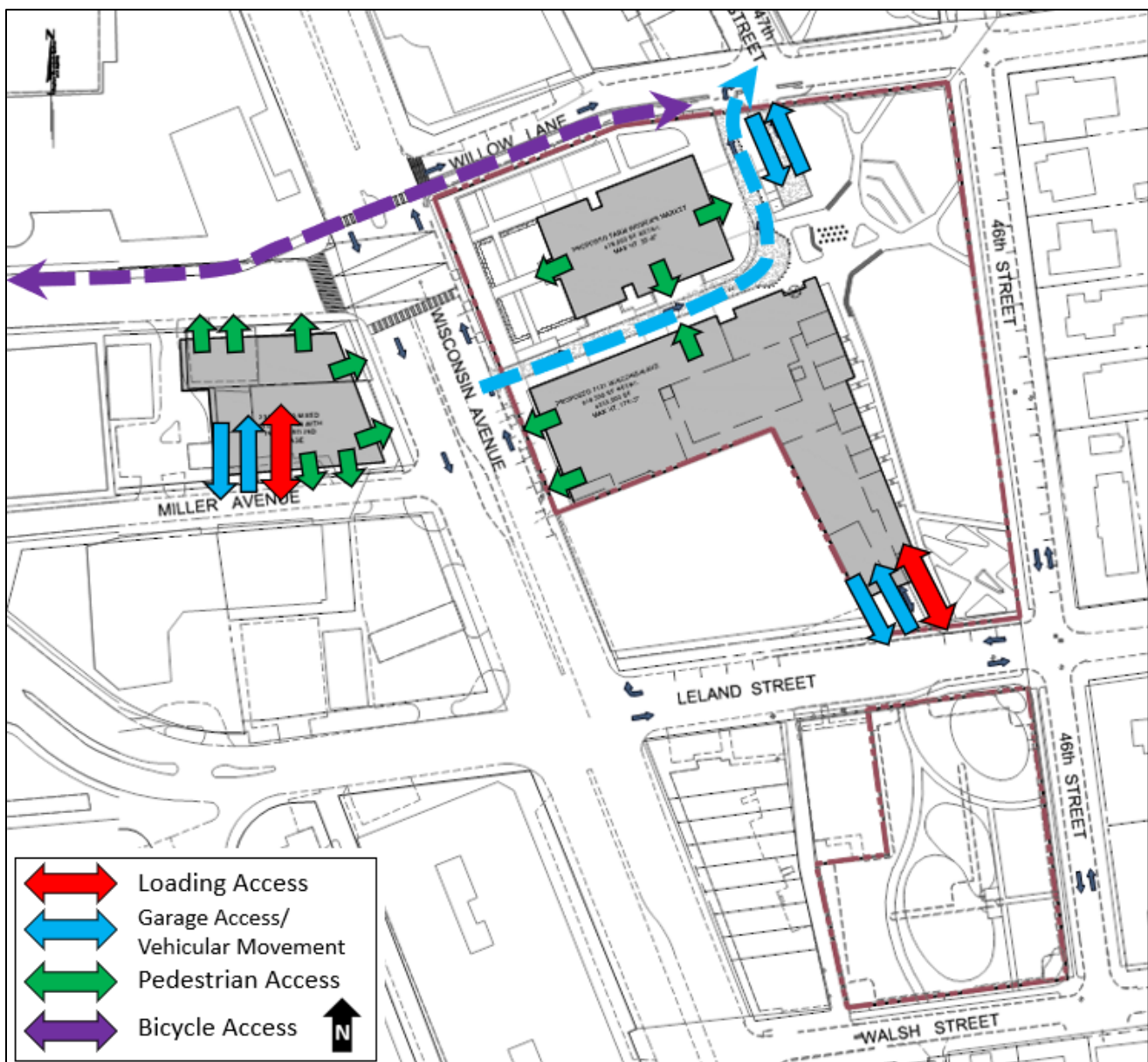


Figure 19-Access & Circulation: Preferred Development option

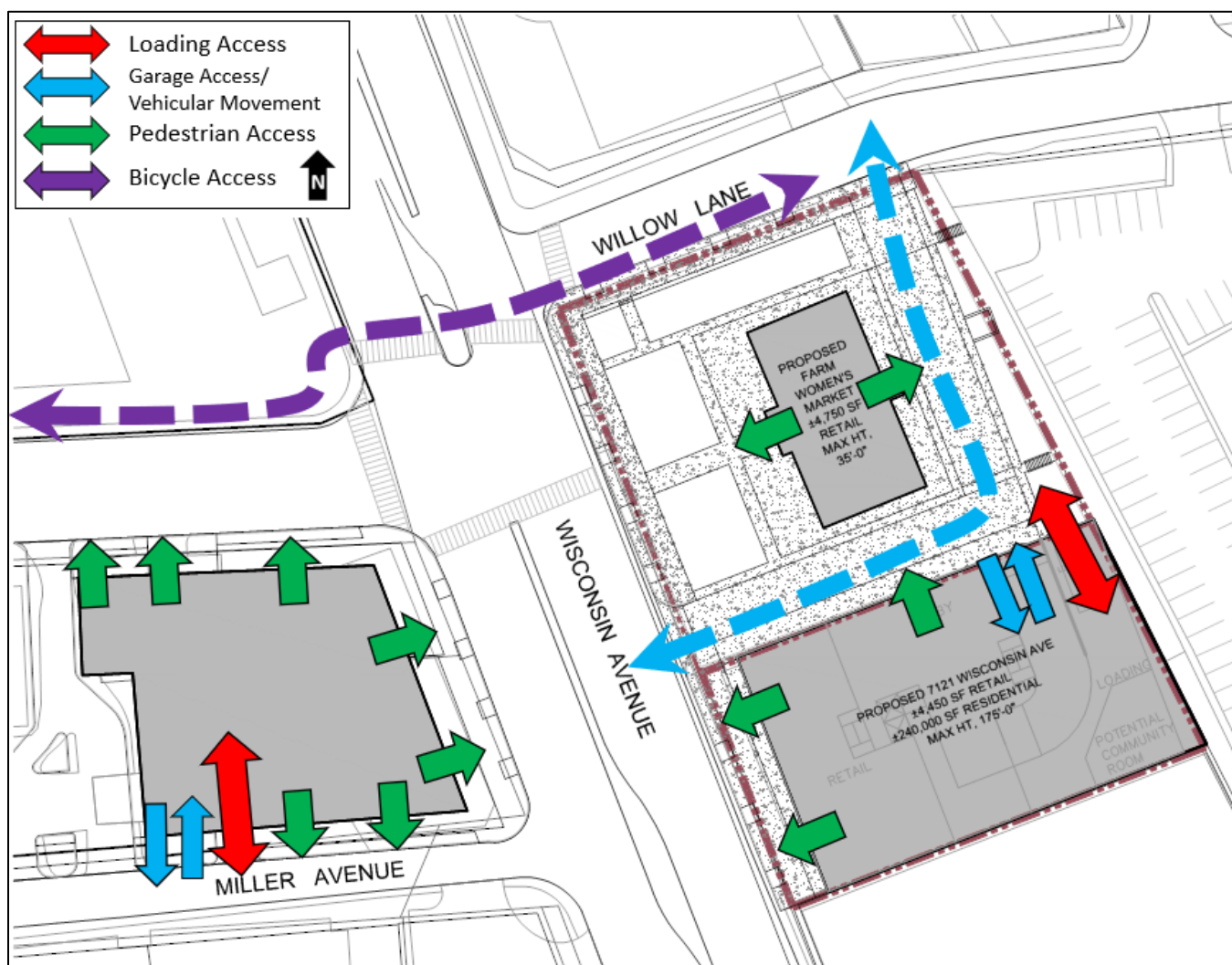


Figure 20-Access & Circulation, Alternate Development option

Transit Connectivity

The immediate area is well served by transit that includes the Red Line Bethesda Metrorail Station, Metrobus, RideOn, the Bethesda Circulator and future Purple Line and BRT. The future Purple Line station and south entrance to the Bethesda Metrorail station are located approximately 500 feet to the north of the Site at the intersection of Wisconsin Avenue and Elm Street.

Master Plan Roadways and Pedestrian/Bikeway Facilities

The 2017 *Bethesda Downtown Sector Plan* and 2018 Bicycle Master Plan have the following transportation recommendations within the Site vicinity:

- Wisconsin Avenue: (Major Highway “M-6”) a minimum right-of-way width of 120 feet;
- Willow Lane: A business district street with a minimum right-of-way of 70 feet;
- Miller Avenue: A business district street with a minimum right-of-way of 50 feet;
- Leland Street: A business district street with a minimum right-of-way of 60 feet;
- Capital Crescent Surface Trail (CCST): This Breezeway Corridor extends from the Northwest quadrant of the District of Columbia to the Silver Spring Transit Center. Within the vicinity of the Subject Site, the CCST is proposed along Willow Lane as a 10-foot wide separated bicycle lane on the south side of the

street, separated from traffic by a 6-foot wide green panel and adjacent to a 6' wide sidewalk along the Farm Women's Cooperative Market property (Figure 21).

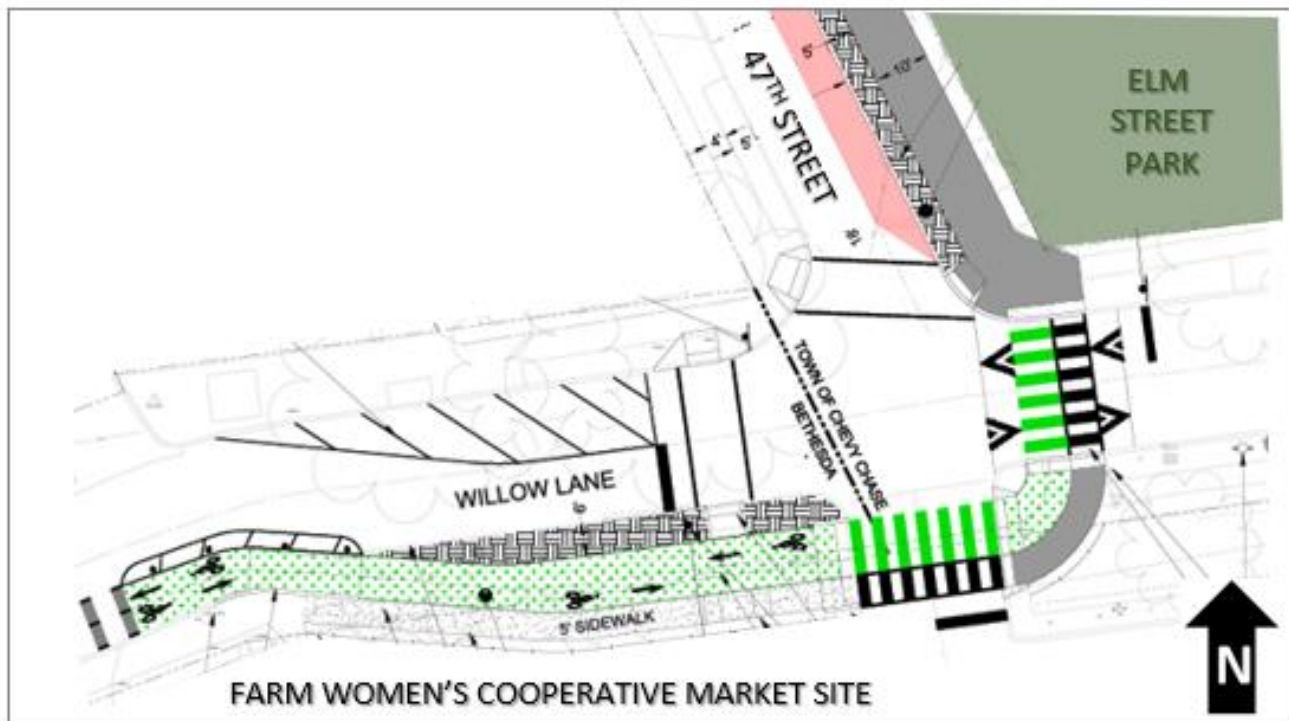


Figure 21-Illustrative Capital Crescent Surface Trail Layout

Sector-Planned Transportation Demand Management

The Sector Plan encourages a Non-Auto Driver Mode Share (NADMS) of 55%, averaged between employees and residents of Downtown Bethesda. In order to meet this goal, Downtown Bethesda is organized into a Transportation Demand Management District (TMD) that strives to promote travel by means other than single occupancy vehicles. As a residential project of more than 100 dwelling units within the Bethesda TMD, the development is required to enter into a Traffic Mitigation Agreement (TMAg) with the Planning Board and Montgomery County Department of Transportation (MCDOT) to participate in the Bethesda TMD. Specific details of the TMAg will be determined during the Preliminary Plan review.

Adequate Public Facilities (APF)

The Project is estimated to generate a net increase of approximately 288 morning peak-hour person trips and a net increase of approximately 250 evening peak-hour person trips. Since the Project will generate more than 50 net new person trips, the Project will submit a Transportation Study in accordance with the Local Area Transportation Review at the time of Preliminary Plan.

Community Outreach

The Applicants held a pre-submittal public meeting at the Bethesda-Chevy Chase High School on October 4, 2018. The Applicants have complied with all submittal and noticing requirements. The Applicants presented the Sketch Plan to the Bethesda Implementation Advisory Committee (IAC) on February November 2, 2018. Staff received correspondence from the IAC and The Town of Chevy Chase supporting the project, which is attached (Attachment A). In addition, Staff received correspondence regarding the overall Sketch Plan, with general concerns and in particular to Parking Lots 10 and 24, the replacement of the public parking spaces and circulation for the preferred

development option (Attachment A). Regarding County Parking Lots 10 and 24, as discussed in the staff report, the Sketch Plan recognizes the potential for alternative development scenarios. At the least, Staff anticipates that the properties on the East Side and West Side will pursue separate applications for Preliminary and Site Plan approvals moving forward. Further, it is possible that the County Parking Lots may not be included in the East Side redevelopment. At the time of Preliminary and Site Plan reviews for each development, the applicable tract area and site areas will be determined, and parking will be evaluated at the time of Site Plan based on the redevelopment scenario the Applicants pursue. At this time, the comprehensive redevelopment of the East Side Properties could include the transformation of existing County Surface Parking Lots No. 10 and 24 into “neighborhood” and “civic” greens, respectively. In connection with this redevelopment scenario, the Applicants propose 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 Side 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, this option facilitates the development of the Eastern Greenway recommended in the Sector Plan. In regard to circulation, redevelopment of the East Side properties varies with the properties included. The combined Preferred Development option provides a consolidated garage and loading access point on Leland Street with a separate garage access point on Willow Lane. As discussed in the project analysis and findings below, the Project provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading. Staff will continue to evaluate the Site’s circulation at the time of Preliminary and Site Plan applications.

SECTION 4: PROJECT ANALYSIS AND FINDINGS

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

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

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

Sketch Plan 320190030 Data Table			
Section 59.4	Development Standard	Permitted/ Required	Proposed
	Tract Area	n/a	
	East Side Properties		243,494 sf (5.59 ac)
	West Side Properties		31,874 sf (0.73 ac)
	Total Gross Tract Area		275,368 sf (6.32 ac)
	East Side Prior Dedication		63,767 sf (1.46 ac)
	East Side Proposed Dedication		0
	West Side Prior Dedication		13,348 sf (3.06 ac)
	West Side Proposed Dedication		1,907 sf (0.044 ac)

Development Standard	Permitted/ Required	Proposed
Site Area		
East Side Properties		179,727 sf (4.13 ac)
West Side Properties		16,619 sf (0.38 ac)
Total Site Area	n/a	196,346 sf (4.51 ac)
Density (GFA/FAR)		
East Side Properties		
Blended Total Mapped Density ¹	350,350 sf (1.44 FAR)	350,350 sf (1.44 FAR) ²
Bethesda Overlay Zone Density		12,455 sf (FAR) ³
Total Density		362,805 sf (1.49 FAR)
West Side Properties		
CR 3.0 C 3.0 R 2.75 mapped	95,622 sf (3.0 FAR)	95,622 sf (3.0 FAR)
Bethesda Overlay Zone Density		191,878 sf (6.0 FAR)
Total Density		287,500 sf (9.0 FAR)
TOTAL DENSITY (EAST & WEST SIDES)		650,305 sf (2.36 FAR)
Building Height (feet)		
East Side Properties		
CR 3.0 C 3.0 R 2.75 H 35	35	35
CR 3.0 C 3.0 R 2.75 H 175	175	175
CR 3.0 C 3.0 R 2.75 H 90	90	90
CR 0.5 C 0.25 R 0.5 H 70	70	70
West Side Properties		
CR 3.0 C 3.0 R 2.75 H 225	225	225
CR 3.0 C 3.0 R 2.75 H 200	200	200
Public Open Space (% min)	10%	10%

¹ For Blended Total Density Table for East Side Properties, see density table in Attachment B.

² The total mapped density of 350,350 square feet excludes 4,195 square feet of existing density to remain for the Historic Farm Women's Cooperative Market building, in accordance with the Zoning Ordinance, Section 59.4.5.4.B.2.C.

³ The East Side Project may increase BOZ density up to 21,991 square feet, consistent with Sketch Plan Condition No.1. The proposed project density will exceed the Mapped Density. However, a Park Impact Payment will not be required for the East Side Properties/Project because the MPDUs are in excess of the requested Bethesda Overlay Zone (Section 59.4.9.2.C.3.c.i.). The Preferred Development option proposes 15% MPDUs, final number of dwelling units will be determined at the time of Site Plan.

The Application will provide the minimum required number of bicycle parking spaces within the building, which will be determined at the time of Site Plan(s). The final number of vehicular parking spaces will be determined at Site Plan(s). The Sketch Plan conforms to the intent of the CR zone as described below.

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

The Project substantially conforms to the recommendations for the Property included in the 2017 *Bethesda Downtown Sector Plan*. Specifically, this Plan builds on the past successes of Downtown Bethesda to create a truly sustainable downtown by focusing on components that will bolster the elements most in need of enhancement. The recommendations increase:

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

2. **Affordable housing**, including the preservation of existing market-rate affordable housing, providing a mix of housing options and the provision of Moderately Priced Dwelling Units in exchange for development incentives.
3. **Environmental innovation**, including more energy-efficient buildings, better stormwater management, improved sidewalks and bicycle routes, and other measures to enhance community health and quality of life.
4. **Economic competitiveness**, based on new development, public amenities and proximity to public transit to attract businesses and visitors from throughout the region, and foster entrepreneurship and innovation.

The Application is addressing and incorporating three of the four overarching goals. 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 Parking Lots 24 and 10 are redeveloped, 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 Overall 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 including multi-family living units and townhouse living units with a range of bedroom sizes. 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.

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 and Parking Lot 24 and Parking Lot 10 are located in the Eastern Greenway District.

Wisconsin Avenue Corridor District

The Wisconsin Avenue District Properties are designated as site 107, 118 and 119 on pages 99, 101 and 102 of the Plan. The “Wisconsin Avenue Corridor District” is the main artery through the center of downtown Bethesda. With the existing Bethesda Metrorail Station, future Purple Line and bus rapid transit (BRT) options, Wisconsin Avenue is a critical focus area for improved access, mobility and pedestrian safety. The corridor is envisioned as a symbolic downtown center that reflects the character of adjacent neighborhoods and overall identity of Bethesda through innovative building designs and active public spaces. The area’s retail potential is compromised by its location on either side of Wisconsin Avenue. As a major commuter arterial, this street has heavy traffic volumes that eliminate the potential for “cross shopping” and a lack of visibility for retail establishments. Specifically, the Project addresses the following goals as outlined in the Wisconsin Avenue Corridor section of the Plan:

- *Encourage infill and reinvestment on underutilized commercial sites and private surface parking lots.*

The Project provides an important opportunity for infill development of underutilized commercial sites with surface parking and large impervious spaces, as recommended by the Sector Plan, with a mixed-use, transit-oriented Project. The Project will provide a variety of uses (including restaurant, retail/service, and residential) 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.*

The Project proposes to provide a variety of unit types and sizes, along much needed affordable housing in the form of additional MPDUs in close proximity to the new southern entrance to the Bethesda Metro Station and future entrance to the Purple Line. This proposed 15% MPDUs will help to further one of the primary goals of the Sector Plan and Bethesda Overlay Zone thereby ensuring that affordable housing opportunities exist in transit-oriented locations.

- *Provide zoning recommendations that allow signature tall buildings at major civic spaces in the established centers.*

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 buildings that will frame and highlight the new open space at the Farm Women's Cooperative Market, at an important intersection in Downtown Bethesda.

- *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.*

The Project will provide distinctive infill buildings located at the intersection of Wisconsin and Bethesda Avenues. The buildings in the immediate vicinity of the Properties are mostly high- and mid-rise. 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 development options will facilitate the creation of buildings that will complement the Farm Women's Cooperative Market and provide appropriate transitions in mass and height as one moves from the Wisconsin Avenue corridor to the single family residences in the Town of Chevy Chase to the east.

- *Improve and enhance underutilized privately owned public use spaces.*

The Project, with both development options, will greatly improve and enhance Bethesda's civic space. The Project proposes to improve the Farm Women's Cooperative Market into the civic green-like open space envisioned by the Sector Plan. Through improvements both to the building and site area, this space will become a more open and usable space.

- *Provide new civic gathering spaces.*

The Sketch Plan proposes improvements to the Farm Women's Cooperative Market to help achieve the Sector Plan's desired open space in both development options. If Parking Lots 24 and 10 are redeveloped with this Sketch Plan, 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.

- *Encourage high-performance buildings and sites nearest the established centers.*

The Project proposes to incorporate energy efficient building systems to exceed the ASHRAE 90.1 standard by a minimum of 17.5%, as required by the Bethesda Overlay Zone. In addition, the Sketch Plan proposed to maximize the Property's overall green cover.

- *Improve the pedestrian environment with upgraded streetscapes.*

The Project will improve the pedestrian environment with upgraded streetscapes along all of the property's frontages; on both sides of Wisconsin Avenue, Bethesda Avenue, Miller Avenue, Willow Lane and, potentially, along 46th Street and Walsh Street. The streetscape will be in conformance with the Bethesda streetscape standards and the Bethesda Design Guidelines, 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.

Bethesda Row District

The Bethesda Row District Property is designated as site 163 on pages 107 and 108 of the Plan. The Property is in the "Bethesda Row District", this district serves as the heart of Downtown Bethesda and is a regional destination and model for placemaking with thriving retail, human-scaled design and an active streetscape environment. The recommended land use and urban design recommendations aim to build on this success and better connect this established center of activity with the Capital Crescent Trail, proposed Purple Line station and new Bethesda Metrorail Station entrance, as well as other Downtown Bethesda districts.

Specifically, the Project addresses the following goals as outlined in the Sector Plan and Bethesda Row sections of the Plan:

- *Preserve the human-scale and mixed-use character of the neighborhood.*

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 Sketch Plan proposes a mixed-use building with 21 floors of multi-family residential units above ground floor retail. A proposed 5-story base and tower step-back will give the West Side Project a human-scale feel.

- *Continue the main street shopping character along Bethesda Avenue consistent with recent development.*

The West Side Project 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.

- *Improve bike facilities and connectivity throughout the district.*

Both the Sector Plan and the Bicycle Master Plan 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.

Eastern Greenway Districts

The Eastern Greenway Districts Properties are designated as sites 219, 220 and 222 on pages 134 and 135 of the Plan. The Properties are in the “Eastern Greenway South District”, which functions as a transitional area between the single-unit residential Town of Chevy Chase and commercial Downtown Bethesda. It is characterized by green public open spaces, several parking lots and a single block of residential and commercial uses, including a County-owned structure. The boundary of the area is the CBD line on the west and 46th Street and West Avenue on the east.

Primary land uses include the two-acre Elm Street Park at the northern end, between Elm Street and Willow Lane, and Public Parking Lots 24 and 10. Elm Street Park serves as a stable, transitional use, enjoyed by both Town of Chevy Chase residents and CBD employees.

The Eastern Greenway Districts are intended as both transitional areas and amenities between the Wisconsin Avenue Corridor and adjacent single-unit neighborhoods. The aim is to make the best use of land near the Bethesda Metrorail Station and reduce the impervious surfaces of existing parking lots with a balance of new development and a connected network of parks and open spaces.

Specifically, the following goals as outlined in the Sector Plan and Eastern Greenway District sections of the Plan are:

- *Ensure the stability of the land uses in the transitional area to preserve East Bethesda and the Town of Chevy Chase as single-unit residential neighborhoods.*
- *Prevent overflow parking and cut-through traffic from having an undesirable impact on the East Bethesda neighborhood and Town of Chevy Chase.*
- *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.*
- *Provide a compatible transition between higher density development along Wisconsin Avenue and the East Bethesda and Town of Chevy Chase neighborhoods.*
- *Provide a green connector and a transition along the eastern edge of the Sector Plan area.*

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. The Sketch Plan 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 supporting constructing a major underground parking garage, and that addresses other Sector Plan objectives and County priorities if the redevelopment including Parking Lots 24 and 10 proceed. Under this option, 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 multifamily 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. Both park spaces would feature a variety of trees, plantings and seating features, as well as other amenities, as recommended by the Sector Plan.

In the event that the Project moves forward without Parking Lots 24 and 10, then the Properties located within the Eastern Greenway District will not be a part of the overall design. This alternate design also 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. However, the Applicants propose 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 in both development options.

The Sketch Plan is in general conformance with the 2017 *Bethesda Downtown Sector Plan*.

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

The Project provides an important opportunity for infill development of underutilized commercial sites with surface parking and large impervious spaces, as recommended by the Sector Plan, with a mixed-use, transit-oriented Project. The Project will provide a variety of uses (including restaurant, retail/service, and residential) 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.

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

The Sketch Plan provides significant public benefits and amenities, including revitalizing the Farm Women's Cooperative Market to transform it into the centerpiece of this mixed-use Project and providing significantly improved pedestrian and cyclist connections. The Project will provide market-rate residential units with a variety of unit types as well as 15 percent MPDUs, offering housing opportunities for a range of demographics and incomes proximate to the numerous transit options and employment opportunities. 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

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 all modes of transit – pedestrian, bicycle, and vehicular – in close proximity to the Metro and bus service by improving the streetscape along its frontages. Underground vehicular parking will be provided in both development options and if Parking Lots 24 and 10 are redeveloped, the existing surface parking spaces on those lots will be relocated below grade. The Project does not propose any parking between the building and the street frontages.

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

The Sketch Plan provides a desirable mix of uses, at an appropriate density, at this prominent location. The Project will provide a variety of uses (including restaurant, retail/service, and residential) 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. 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 Bethesda Overlay Zone density provisions in order to provide more density along Wisconsin Avenue in accordance with the Sector Plan recommendations. On the west, the West Side Project will replace 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 development options will facilitate the creation of buildings that will complement the Farm Women's Cooperative Market and provide appropriate transitions in mass and height as one moves from the Wisconsin Avenue corridor to the single family residences in the Town of Chevy Chase to the east.

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

The Project will provide market-rate residential units with a variety of unit types as well as 15 percent MPDUs, offering housing opportunities for a range of demographics and incomes. 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. 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. 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. Given the existing mix-of uses within the Bethesda CBD, the Project will facilitate an appropriate mix of employment and/or housing opportunities to facilitate the creation of a sustainable downtown.

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

The Project will provide the required public benefits, and furthermore each subsequent Site Plan will provide the required public benefits from a minimum of four categories to achieve the desired incentive density above the standard method limit. Final determination of public benefit points will be determined at the time of Site Plan(s).

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

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

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

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

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

The Sketch Plan has been designed to achieve compatible internal and external relationships with existing and future nearby development. The Sketch Plan proposes high-rise, mixed-use buildings, with multifamily residential over ground floor retail that will provide housing amenities in close proximity to the future entrances to the Bethesda Metrorail and Purple Line stations, furthering 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, while providing exceptional design. In addition, the Applicants propose to rehabilitate and expand the Farm Women's Cooperative Market and provide improved streetscape along all frontages and, potentially create new public park and open spaces. 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.

The Project adheres to the height and density recommendations contained in the Sector Plan. The conceptual massing of the buildings are compatible in height and scale with the existing and pending nearby development in the Wisconsin Avenue Corridor District.

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

The Project provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading.

Parking for the Project is proposed to be located underground. 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. The garage and loading functions for the East Side Project would be accommodated via vehicular entrances on Leland Street and Willow Lane, if Parking Lots 24 and 10 are included. If the Project proceeds without the Parking Lots, vehicular access for the East Side Project will be provided at the existing curb cut on Wisconsin Avenue via the shared woonerf connecting to Willow Lane. Parking and loading will be accommodated in the underground garage and loading functions for the Farm Women's Cooperative Market building will be facilitated via the woonerf.

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 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. In addition, within the vicinity of the Subject Properties, the Capital Crescent Surface Trail is proposed along Willow Lane as a 10-foot wide separated bicycle lane on the south side of the street, separated from traffic by a 6-foot wide green panel and adjacent to a 6' wide sidewalk along the Farm Women's Cooperative Market property, facilitating a high-quality regional separated bicycle facility.

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

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

For the proposed development, the Zoning Ordinance requires 100 points in four categories. At the time of Sketch Plan review only the categories need be approved, the narrative depicts both the categories and points for the public benefits recommended at Sketch Plan to demonstrate the Project's ability to meet the requirement to provide sufficient benefit points. Since there are two development options proposed and it is anticipated that the East Side Properties/Project and West Side Properties/Project will each have a future Site Plan, the public benefits will be reevaluated to ensure each subsequent Site Plan meets they required number of categories and points at the time of Site Plan(s).

Major Public Facility

Farm Women's Market: 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. The Applicants are seeking 70 points in this category. Final determination will be made at Site Plan and Staff supports the Applicants request at this time.

Civic Green: The recently approved Sector Plan also recommends County Parking Lots No. 24 and 10 for enhanced open space. Specifically, the Sector Plan recommends redeveloping these surface parking lots to create an Eastern Greenway segment 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. The Applicants are seeking 40 points in this category. Final determination will be made at Site Plan and Staff supports the Applicants request at this time.

Connectivity and Mobility

Minimum Parking: The Applicants request 10 points for providing fewer than the maximum allowed number of parking spaces. Points for this incentive are granted on a sliding scale from no points for providing the maximum allowable number of on-site spaces to 20 points for providing no more than the minimum numbers of spaces on site. The West Side Project will provide fewer than the maximum number of parking spaces permitted under the Zoning Ordinance. Final determination will be made at Site Plan and Staff supports the category at this time.

Public Parking: The Applicants request 10 points for providing up to the maximum number of parking spaces allowed in the zone as public parking. The comprehensive redevelopment of the East Side Properties could include the transformation of existing County Surface Parking Lots No. 10 and 24 into “neighborhood” and “civic” greens, respectively. In connection with this redevelopment, the Applicants propose 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, this option facilitates the development of the Eastern Greenway recommended in the Sector Plan. Staff supports the category at this time.

Through-block connection: The Applicants request 15 points for providing a 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 the Preferred Development option, 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. Points for this incentive are granted on criteria such as public access, minimum width, and minimum hours of operation, as determined by the Guidelines. Final determination will be made at Site Plan and Staff supports the category at this time.

Trip Mitigation: The Applicants request 10 points for executing a binding traffic mitigation agreement (TMAg) with MNCPPC and MCDOT prior to certification of a Site Plan Application for the East Side Project. Points for this incentive are granted for entering into binding agreements to reduce the number of weekday morning and evening peak hour trips attributable to the site in excess of any other regulatory requirement. The Public Benefits Section of the ordinance requires a minimum of 50% reduction, however the *Bethesda Downtown Sector Plan* recommends a reduction of trips by 55%. Points are given when the Project exceeds regulatory requirements, details will be determined during the Preliminary Plan review. Staff supports the category at this time.

Wayfinding: The Applicants request 10 points for providing a way-finding system that orients pedestrians and cyclists to transit facilities and public amenities and open spaces in downtown Bethesda. 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, wayfinding elements such as 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 spaces) to further promote pedestrian activity and walkability. Staff supports the category at this time.

Diversity of Uses and Activities

Enhanced Accessibility for the Disabled: The Applicants request 20 points for constructing dwelling units with interiors that satisfy American National Standards Institute A117.1 Residential Type A standards or an equivalent count standard. 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. The final percentage and number of accessible units will be determined at Site Plan and Staff supports the category at this time.

Quality of Building and Site Design

Architectural Elevations: The Applicants request 20 points for providing architectural elevations as part of the Certified Site Plan for the West Side Project showing particular elements in the façade including minimum amounts of transparency on the first floor, minimal spacing between operable doors, and design priorities of the applicable sector plan or implementing design guidelines. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, and heights. Staff supports the category at this time with further details and refinement to be provided at the time of Site Plan.

Exceptional Design: The Applicants request 10 points for each development option for building or site design that enhances the character of a setting. The Project is subject to the Design Advisory Panel review, which will award points based on the quality of the design. The Applicants assert that the Project provides innovative solutions in response to the immediate context; creates a sense of place and serves as a landmark; enhances the public realm in a distinct and original manner; introduces materials, forms, or building methods unique to the immediate vicinity or applied in a unique way; designs compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site; and integrates low-impact development methods into the overall design of the site and building, beyond green building or site requirements. The Sketch Plan is intended to be conceptual in nature with an emphasis on building densities, massing, and heights, and because this category is a priority in the Sector Plan. Based on the conceptual materials submitted with the Application, Staff supports the Applicants request at this time.

The Design Advisory Panel reviewed the project on October 24, 2018 with the following recommendations:

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 [Preferred Development option]-1 support, 4 support with conditions to meet the recommendations above.
 - Option B [Alternate Development option]-5 support with conditions to meet the recommendations above.

Since the October 2018 Design Advisory Panel's meeting, the Sketch Plan has evolved, and the Project returned to the Design Advisory Panel on September 25, 2019. The Panel recommended the following:

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

Understanding that points are not awarded at Sketch Plan, the DAP supported the design concept and believed the Applicants could achieve the minimum exceptional design points at Site Plan, with a significant focus on the public space and interaction with the proposed building design. Additional context and discussion for the DAP's recommendations are included in the attached October 24, 2018, and September 25, 2019, DAP meeting summaries (Attachment C). In addition, the Applicants September 25, 2019 DAP submission is included as an attachment to this staff report (Attachment D).

Historic Resource Protection: Up to 20 points may be given for the preservation or enhancements of, or payment toward preservation or enhancement of, a historic resource or a contributing element within a historic district designated in the Montgomery County Master Plan for Historic Preservation. 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). 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. The Applicants are requesting 20 points and Staff supports the category at this time.

Public Open Space: The Applicants request 14 points for providing public open space. Points for this incentive are granted on a sliding scale based on the percentage of the net lot area. 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. All public open space proposed by the East Side Project will be open to the public between sunrise and sunset.

Consistent with the CR Guidelines and the Bethesda Implementation Guidelines, the open space will be: directly accessible to a street; open to the public between sunrise and sunset; designed so that the loading or parking facilities are screened or fronted with active uses, contain seating, trash receptacles, landscaping, and other amenities; be at least 35 feet wide; designed so that walls of any nonresidential floor area facing the open space have windows on at least 60 percent of the façade between three and eight feet; and designed so that main entries to any dwelling unit facing the open space will have access to the open space. Staff supports the category at this time, with the final design and points to be determined at the time of Site Plan.

Public Art: The Applicants request 7.5 points for installing public art into the East Side Project. The public art concept will be developed during the Site Plan process and will be presented to the Art Review Panel. The Applicants assert that the artwork will meet the goals outlined in the CR Guidelines and the final points will be determined at the time of Site Plan. Staff supports the category at this time.

Structured Parking: The Applicants request 20 points for providing structured parking in a below-grade parking structure for the West Side Project. 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.

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. Therefore, the Applicants are also requesting 20 points for this category for the East Side Project.

Staff supports the category at this time.

Tower Step-back: The Applicants request 10 points for providing a tower step back on the building's upper floors by a minimum of six feet behind the first-floor façade. The step back must be retained across at least 70 percent of the frontage on any right-of-way or open space. 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 will be retained across at least 70 percent of the Wisconsin Avenue frontage. Staff supports the category at this time.

Protection and Enhancement of the Natural Environment

Building Lot Termination (BLT): The Applicants request 5.8 points for the West Side Project and 4.4 points for the East Side Project for the purchase of BLT easements or equivalent payment made for every 31,500 square feet of gross floor area comprising the 7.5% incentive density floor area. Points are granted by the calculation of BLTs as provided in Section 59.4.7.3.F of the Zoning Ordinance. Staff supports the Applicants request at this time.

Cool Roof: The Applicants request 10 points for this category. The West Side Project proposes to 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. Staff supports the category at this time.

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

Vegetated Area: Up to 15 points may be granted for installation of planting in a minimum of 12 inches of soil, covering at least 5,000 square feet (not including vegetated roofs or stormwater management facilities. The Applicants request 5 points for the East Side Project which 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. Staff supports the category at this time.

Vegetated Roof: The Applicants request 20 points for providing a vegetated roof on the East Side project with a soil depth of at least 6 inches and covering at least 33% of the total roof excluding space for mechanical equipment. Additional points may be granted if other criteria are met, including greater coverage, greater soil depth, plant species that provide habitat and native plant species. At the time of Site Plan, the Applicants will provide additional details on meeting the vegetated roof criteria. Staff supports the Applicants request at this time.

Retained Buildings

Up to 100 points may be granted to development that (a) maintains 75% of the structural system of the existing building; (b) uses an architectural deconstruction company or organization to remove recyclable materials prior to any demolition; and (c) submits documentation showing compliance with these criteria before the County issues a building permit for a new development. 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. Staff supports the category at this time.

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

The Sketch Plan proposes alternate development options for the redevelopment of the Properties, which involve the revitalization of the Farm Women's Cooperative Market and one of which requires MCDOT,

Columbia Realty, and its affiliates to enter into a general development agreement (GDA) for the redevelopment of Parking Lot 24 and, potentially, Parking Lot 10. The Applicants intend to implement the Project through separate Preliminary Plan and Site Plan applications for the East Side Properties and the West Side Properties. 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.

CONCLUSION

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

ATTACHMENTS

- A. Citizen Correspondence
- B. Density Table
- C. Design Advisory Panel summary letter(s)
- D. Applicant's September 25 Design Advisory Panel submission
- E. Agency Letters