ATTACHMENT A



OCT 7 2014

MCPB No. 14-73 Preliminary Plan No. 11994080B 7340 Wisconsin Avenue Date of Hearing: September 18, 2014

RESOLUTION

WHEREAS, under Montgomery County Code Chapter 50, the Montgomery County Planning Board is authorized to review preliminary plan applications; and

WHEREAS, on June 9, 1994, the Planning Board approved Preliminary Plan No. 19940800, creating one lot on 0.79 acres of land in the CBD-2 zone, located on the south side of Montgomery Lane, west of Wisconsin Avenue (MD 355) ("Subject Property"), in the Bethesda CBD Policy Area, Bethesda CBD Sector Plan ("Sector Plan") area; and

WHEREAS, on December 12, 2013, the Planning Board approved an amendment to the previously approved preliminary plan, Preliminary Plan No. 1994080A 7340 Wisconsin Avenue (MCPB No. 13-168), to change the use from the previously approved gas station to a maximum of 192,791 square feet of multi-family residential uses, consisting of no more than 225 multi-family dwelling units (including a minimum of 15% moderately priced dwelling units ("MPDUs")), and a maximum of 15,000 square feet of non-residential use, which may include retail, restaurant, or service uses on the Subject Property; and

WHEREAS, on April 28, 2014, Bainbridge Wisconsin Avenue Apartments LLC ("Applicant") filed an application for approval of an amendment to the previously approved preliminary plans to reallocate 9,500 square feet of nonresidential floor area to residential floor area, reducing the previously approved nonresidential floor area from 15,000 square feet to 5,500 square feet and increasing the residential floor area from 192,791 square feet to 204,381 square feet on the Subject Property; and

WHEREAS, Applicant's application to amend the preliminary plan was designated Preliminary Plan No. 11994080B, 7340 Wisconsin Avenue ("Preliminary Plan," "Amendment," or "Application"); and

Approved as to Legal Sufficiency:

Weough Avenue, Silver Spring, Maryland 20910 Phone: 301.495.4605 Fax: 301.495.1320 M-NCPPC Legal Department www.montgomeryprammgooutd.org E-Mail: mcp-chair@mncppc-mc.org MCPB No. 14-73 Preliminary Plan No. 11994080B 7340 Wisconsin Avenue Page 2

WHEREAS, following review and analysis of the Application by Planning Board staff ("Staff") and other governmental agencies, Staff issued a memorandum to the Planning Board, dated September 5, 2014, setting forth its analysis and recommendation for approval of the Application, subject to certain conditions ("Staff Report"); and

WHEREAS, on September 18, 2014, the Planning Board held a public hearing on the Application, and at the hearing the Planning Board heard testimony and received evidence submitted for the record on the Application; and

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

NOW, THEREFORE, BE IT RESOLVED THAT, the Planning Board approves Preliminary Plan No. 11994080B to reallocate 9,500 square feet of nonresidential floor area to residential floor area, reducing the previously approved nonresidential floor area from 15,000 square feet to 5,500 square feet and increasing the residential floor area from 192,791 square feet to 204,381 square feet by adding the following conditions:¹

- The Applicant must comply with the conditions of approval for Project Plan No. 920140010, as amended. This condition supersedes condition no. 2 of Planning Board Resolution No. 13-168 for Preliminary Plan 11994080A, dated December 26, 2013.
- This Preliminary Plan is limited to a maximum of 204,381 square feet of multifamily residential uses, consisting of no more than 225 multi-family dwelling units (including a minimum of 15% MPDUs), and a maximum of 5,500 square feet of non-residential use, limited to retail, restaurant, or service uses. This condition supersedes condition no. 3 of Planning Board Resolution No. 13-168 for Preliminary Plan 11994080A, dated December 26, 2013.
- 3. The Planning Board has accepted the recommendations of the Montgomery County Department of Transportation ("MCDOT") in its letters dated November 8, 2013, and June 13, 2014, and hereby incorporates them as conditions of the Preliminary Plan approval. The Applicant must comply with each of the recommendations as set forth in the letters, which may be amended by MCDOT provided that the amendments do not conflict with other conditions of the Preliminary Plan approval. This condition supersedes condition no. 4 of Planning Board Resolution No. 13-168 for Preliminary Plan No. 11994080A, dated December 26, 2013.

¹ For the purpose of these conditions, the term "Applicant" shall also mean the developer, the owner or any successor(s) in interest to the terms of this approval.

MCPB No. 14-73 Preliminary Plan No. 11994080B 7340 Wisconsin Avenue Page 3

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

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

- Unless specifically set forth herein, this Amendment does not alter the intent, objectives, or requirements in the originally approved preliminary plan as revised by previous amendments, and all findings not specifically addressed remain in effect.
- 2. Public facilities will be adequate to support and service the area of the approved subdivision.

The Planning Board found that the previous amendment application, Preliminary Plan 11994080A, will be served by adequate public facilities. The Amendment will reallocate 9,500 square feet of non-residential use to residential use, but the number of dwelling units will not increase. Since vehicular traffic impact for residential use is measured per dwelling unit and not per floor area, the number of vehicle trips and the traffic burden on surrounding streets will be reduced in comparison to the previous application. The Subject Property is within the Bethesda Chevy Chase High School cluster area, which is currently operating between 105-120% of capacity at the high school level, and a school facilities payment has been required as a condition of the previous preliminary plan approval. The reallocation of floor area from non-residential to residential uses will not increase the number of dwelling units, and the burden on school facilities and the required payment will not change as a result. Other public services will not be affected by the reallocation of floor area, and the Planning Board's previous finding remains valid.

3. All storm water management requirements shall be met as provided in Chapter 19, article II, title "storm water management", Section 19-20 through 19-35.

The Montgomery County Department of Permitting Services Stormwater Management Section approved the stormwater management concept on November 13, 2013. According to the approval letter, the stormwater management concept meets stormwater management requirements via environmental site design to the maximum extent possible through the use of a green roof and micro-bioretention planter box. The remaining volume will be treated in a structural proprietary filter. MCPB No. 14-73 Preliminary Plan No. 11994080B 7340 Wisconsin Avenue Page 4

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

* * * * * * * * *

CERTIFICATION

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Montgomery County Planning Board of the Maryland-National Capital Park and Planning Commission on motion of Commissioner Dreyfuss, seconded by Vice Chair Wells-Harley, with Chair Anderson, Vice Chair Wells-Harley, and Commissioners Dreyfuss and Presley voting in favor at its regular meeting held on Thursday, September18, 2014, in Silver Spring, Maryland.

Casey Anderson, Chair Montgomery County Planning Board

ATTACHMENT A



7 2014 OCT

MCPB No. 14-72 Site Plan No. 820140120 7340 Wisconsin Avenue Date of Hearing: September 18, 2014

RESOLUTION

WHEREAS, under Montgomery County Code Division 59-D-3, the Montgomery County Planning Board is authorized to review site plan applications; and

WHEREAS, on April 28, 2014, Bainbridge Wisconsin Avenue Apartment LLC ("Applicant") filed an application for approval of a site plan for a maximum of 204,381 square feet of multi-family residential use consisting of 225 multi-family dwelling units, including 15% Moderately Priced Dwelling Units ("MPDUs"), and 5,500 square feet of non-residential uses on 34,650 square feet of CBD-2 zoned-land, located on Montgomery Avenue, West of Wisconsin Avenue ("Subject Property"), in the Bethesda CBD Policy Area, Bethesda CBD Sector Plan ("Sector Plan") area; and

WHEREAS, Applicant's site plan application was designated Site Plan No. 820140120, 7340 Wisconsin Avenue ("Site Plan" or "Application"); and

WHEREAS, following review and analysis of the Application by Planning Board staff ("Staff") and other governmental agencies, Staff issued a memorandum to the Planning Board, dated September 5, 2014, setting forth its analysis of and recommendation for approval of the Application, subject to certain conditions ("Staff Report"); and

WHEREAS, on September 18, 2014, the Planning Board held a public hearing on the Application, and at the hearing the Planning Board heard testimony and received evidence submitted for the record on the Application; and

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

Approved as to

Legal Sufficiency: Maryland 20910 Phone: 301.495.4605 Fax: 301.495.1320 C Legal Department gomeryplanningboard.org E-Mail: mcp-chair@mncppc-mc.org

MCPB No. 14-72 Site Plan No. 820140120 7340 Wisconsin Avenue Page 2

NOW, THEREFORE, BE IT RESOLVED that the Planning Board approves Site Plan No. 820140120 for a maximum of 204,381 square feet of multi-family residential use consisting of 225 multi-family dwelling units, including 15% Moderately Priced Dwelling Units (MPDUs), and 5,500 square feet of non-residential uses, the Subject Property, subject to the following conditions:¹

Compliance with Previous Approvals

- 1. The Applicant must comply with the conditions of approval for Project Plan 920140010, as amended.
- 2. The Applicant must comply with the conditions of approval for Preliminary Plan 11994080A, as amended.

Environment

3. Stormwater Management

The Planning Board has accepted the recommendations of the Montgomery County Department of Permitting Service ("MCDPS") – Water Resources Section in its stormwater management concept letter dated November 13, 2013, and hereby incorporates them as conditions of the Site Plan approval. Therefore, the Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDPS – Water Resources Section provided that the amendments do not conflict with other conditions of the Site Plan approval.

Parks, Open Space, and Recreation

4. <u>Recreation Facilities</u>

At a minimum, the Applicant must provide the following on-site recreation facilities:

- a. Four picnic/seating areas
- b. Pedestrian walkway system
- c. Swimming pool
- d. Indoor community space
- e. Indoor exercise room
- 5. Public Art
 - a. The Applicant must provide and install the public artwork by artist J. Meejin Yoon, as presented to the Planning Department's Art Review Panel on March 19, 2014, and illustrated on the Certified Site Plan.

¹ For the purpose of these conditions, the term "Applicant" shall also mean the developer, the owner or any successor(s) in interest to the terms of this approval.

- b. Prior to approval of the Certified Site Plan, any significant changes to the public artwork concept presented on March 19, 2014, must be presented to the Art Review Panel and approved by Staff.
- c. Significant changes to the public artwork concept, as determined by Staff, proposed after approval of the Certified Site Plan will require a Site Plan Amendment.
- 6. Public Use and Amenities
 - a. The Applicant must provide a minimum of 3,750 square feet of on-site public use space, as illustrated on the Certified Site Plan.
 - b. The Applicant must provide the Bethesda streetscape standard improvements, as revised to accommodate oval tree planters, including undergrounding of utilities, along the Subject Property's frontage, as illustrated on the Certified Site Plan.
- 7. Maintenance of Publicly Accessible Amenities

The Applicant is responsible for maintaining all publicly accessible amenities including, but not limited to, landscaping, walkways, lighting, benches, and artworks.

Transportation and Circulation

- 8. Transportation
 - a. Prior to the release of any building permit for development on the Subject Property, exclusive of any sheeting and shoring permit, the Applicant must enter into a Traffic Mitigation Agreement (TMAg) with the Planning Board and the Montgomery County Department of Transportation ("MCDOT") to participate in the Bethesda Transportation Management District. The TMAg must include trip mitigation measures recommended by MCDOT.
 - b. The Applicant must provide a minimum of nine public bicycle parking spaces ("inverted U" or similar), as shown on the certified Site Plan.

Density and Housing

- 9. Moderately Priced Dwelling Units (MPDUs)
 - a. The Applicant must provide a minimum of 15% MPDUs in accordance with the letter from MCDHCA dated July 3, 2014.
 - b. Prior to the release of any building permit, exclusive of the sheeting and shoring permit, the Applicant must execute the MPDU agreement to build.
 - c. The Planning Board has accepted the recommendations of MCDHCA in its letter dated July 3, 2014, and does hereby incorporate them as conditions of the Site Plan approval. Therefore, the Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDHCA provided that the amendments do not conflict with other conditions of the Site Plan approval.

Site Plan

10. Site Design

The exterior architectural character, proportion, materials, and articulation must be substantially similar to the schematic elevations shown on the Certified Site Plan, as determined by Staff.

- 11. Private Lighting
 - a. The lighting distribution and photometric plan with summary report and tabulations must conform to the Illuminating Engineering Standards of North America ("IESNA") standards for residential development.
 - b. All onsite down-light fixtures must be full cut-off fixtures.
 - c. Deflectors must be installed on all fixtures causing potential glare or excess illumination, specifically on the perimeter fixtures abutting the adjacent residential properties.
 - d. The height of the light poles must not exceed the height specified on the Certified Site Plan.

12. Surety

Prior to issuance of a building permit within each relevant phase of development, the Applicant must provide a performance bond(s) or other form of surety in accordance with Section 59-D-3.5(d) of the Montgomery County Zoning Ordinance with the following provisions:

- a. The Applicant must provide a cost estimate of the materials and facilities, which, upon Staff approval, will establish the initial surety amount.
- b. The amount of the bond or surety must include plant material, on-site lighting, recreational facilities, and site furniture within the relevant phase of development.
- c. Prior to issuance of the above-grade building permit, the Applicant must enter into a Site Plan Surety & Maintenance Agreement with the Planning Board in a form approved by the Office of General Counsel that outlines the responsibilities of the Applicant and incorporates the cost estimate.
- d. The bond/surety must be tied to the development program, and completion of plantings and installation of particular materials and facilities covered by the surety for each phase of development will be followed by inspection and reduction of the surety.

13. Development Program

The Applicant must construct the development in accordance with a development program that will be reviewed and approved prior to the approval of the Certified Site Plan. The development program must include the following items in its phasing schedule:

a. On-site amenities including, but not limited to, sidewalks, benches, artwork, and trash receptacles must be installed prior to release of any building occupancy permit.

- b. Clearing and grading must correspond to the construction phasing to minimize soil erosion and must not occur prior to approval of the Sediment Control Plan.
- c. The development program must provide phasing for installation of on-site landscaping and lighting.
- d. Landscaping associated with the building must be completed as construction of each facility is completed.
- e. The development program must provide phasing of stormwater management and sediment and erosion control.
- f. The indoor community space and fitness facility must be completed prior to issuance of the final occupancy permit.
- 14. Certified Site Plan

Prior to approval of the Certified Site Plan the following revisions must be made and/or information provided subject to Staff review and approval:

- a. Include the stormwater management concept approval, development program, inspection schedule, and Site Plan Resolution on the approval or cover sheet.
- b. Ensure consistency off all details and layout between Site Plan and landscape plan.
- c. Provide final details for proposed artwork.
- d. Provide the height of all on-site light poles including the mounting base.
- e. Label areas of green roof on the Site Plan and landscape plan.

15. Clearing and Grading

The Applicant may obtain a demolition permit, access permit, sheeting and shoring permit, and utility permits prior to the approval of the Record Plat, subject to approval by MCDOT and MCDPS.

BE IT FURTHER RESOLVED, that all site development elements as shown on 7340 Wisconsin Avenue drawings filed by the Applicant in M-NCPPC's electronic filing system on June 4, 2014, shall be required, except as modified by the above conditions of approval; and

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

1. The Site Plan conforms to all non-illustrative elements of a development plan or diagrammatic plan, and all binding elements of a schematic development plan, certified by the Hearing Examiner under Section 59-D-1.64, or is consistent with an approved project plan for the optional method of development if required, unless the Planning Board expressly modifies any element of the project plan.

MCPB No. 14-72 Site Plan No. 820140120 7340 Wisconsin Avenue Page 6

The Site Plan is consistent with project plan amendment 92014001A, as conditioned. A development plan, diagrammatic plan, and schematic development plan were not required for the proposed development.

2.

The Site Plan meets all of the requirements of the zone in which it is located.

The uses are allowed in the CBD-2 Zone, and the Site Plan fulfills the specific purposes of the zone by providing mixed-use development in a desirable urban environment, a transitional density from the core to the periphery of the CBD, and an effective use of transit facilities for residents and visitors to the Subject Property.

Requirements of the CBD-2 Zone

Based on the following data table, which sets forth the development standards approved by the Planning Board and binding on the Applicant, and based on other evidence and testimony of record, the Application meets all of the applicable requirements of the CBD-2 Zone.

MCPB No. 14-72 Site Plan No. 820140120 7340 Wisconsin Avenue Page 7

Data Table

Development Standard	Permitted/ Required	Approved in Project Plan No. 92014001A	Approved
Gross Tract Area (sf.)	18,000	34,605	34,605
Previous Dedications (sf.)		15,926	15,926
Dedications (sf.)		0	0
Net Lot Area (sf.)		18,679	18,679
Maximum Density (FAR) (base)	5	5	5
Maximum Floor Area, Total (sf.) (base)	173,025	173,025	173,025
Maximum Density, Non-residential (FAR)	3	0.2	0.2
Maximum Floor Area, Non-residential (sf.)	103,815	5,500	5,500
Maximum Density, Residential (FAR) (base)	N/a	4.8	4.8
Maximum Floor Area, Residential (sf.) (base)	N/a	167,525	167,525
Maximum Density , Residential (FAR) (including 22% density bonus)	N/a	5.9	5.9
Maximum Floor Area, Residential (sf.) (including 22% density bonus)	N/a	204,381	204,381
Maximum Density, Total (FAR) (including 22% density bonus)	N/a	6.1	6.1
Maximum Floor Area, Total (sf.) (including 22% density ponus)	N/a	209,881	209,881
Maximum Dwelling Units, total	N/a	225	225
Minimum MPDU (%)	12.5	15	15
Building Height, Maximum (ft.)	143	143	143
Building Setback, Minimum	N/A	0	0
Parking Spaces, Maximum			0
Residential	288		
Non-residential	75		
ess 15% Metro Credit	-54		
otal Required	309	200 ¹	200 ¹
Dn-Site Public Use Space, Minimum (% of net lot area)	20	200	200
Dn-Site Public Use Space (sf.)	3,736	3,750	3,750
Off-Site Public Amenity Space (% of net lot area)	N/a	27	27
Off-Site Public Amenity Space (sf.)	N/a	4,991	4,991

¹ The site is located in the Bethesda parking lot district, and as such is not required to provide the full complement of parking spaces. The total number of spaces will be determined at certified Site Plan. Parking that is not provided on the site, consistent with Section 59-E, will be subject to an ad valorem tax.

3. The locations of the buildings and structures, the open spaces, landscaping, recreation facilities, and pedestrian and vehicular circulation systems are adequate, safe, and efficient.

The building is located along the street frontage of Wisconsin Avenue, Montgomery Lane, and Hampden Lane. This location provides easy access to the building from adjoining sidewalks and parking. The location of the building is adequate and efficient, while meeting the aesthetic concerns of the area, and it does not pose any safety concerns on the site.

The public use space on Hampden Lane will be integrated into the adjacent sidewalk network. The landscaping planters in the sidewalk have been modified from the standard rectangular shape to an oval to facilitate pedestrian movement into the public use space. The existing site currently has three curb cuts, one each on Wisconsin Avenue, Montgomery Lane, and Hampden Lane. The Site Plan improves vehicular circulation on and around the Subject Property by eliminating the Wisconsin Avenue and Hampden Lane curb cuts. All vehicles will instead be directed to the entrances to the parking garage and loading area on Montgomery Lane. The Site Plan will improve pedestrian circulation in the area by providing Bethesda Streetscape improvements along all three adjacent street frontages. Recreational facilities will be placed on a rooftop terrace and within the building, and they will be easily accessible to building residents.

4. Each structure and use is compatible with other uses and other site plans and with existing and proposed adjacent development.

The design, scale, façade, and uses in the Site Plan will provide a complimentary relationship to adjacent buildings in the Metro Core District and the Bethesda CBD as a whole. The 143 feet in building height represents a stepdown from the 200-foot building heights permitted in the Bethesda Metro Station block to the north, and the design of the building appropriately transitions from the more vehicle-oriented Montgomery Lane frontage to the more pedestrianoriented Hampden Lane frontage. At the same time, the building is designed to take advantage of its prominent location by presenting a strong and distinctive architectural presence at this important intersection.

5. The Site Plan meets all applicable requirements of Chapter 22A regarding forest conservation, Chapter 19 regarding water resource protection, and any other applicable law.

The Application was granted an exemption from submitting a forest conservation plan per section 22A-5(s)(1) on June 12, 2013. The development meets the conditions as the Subject Property is smaller than 1.5 acres with no existing forest, specimen trees, or champion trees, and the afforestation requirements would not exceed 10,000 square feet. The previously granted exemption remains in effect.

The MCDPS Stormwater Management Section approved the stormwater management concept on November 13, 2013. According to the approval letter, the stormwater management concept meets stormwater management requirements via environmental site design to the maximum extent possible through the use of a green roof and micro-bioretention planter box. The remaining volume will be treated in a structural proprietary filter.

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

BE IT FURTHER RESOLVED, that this Site Plan shall remain valid as provided in Montgomery County Code § 59-D-3.8; and

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

* * * * * * * * *

CERTIFICATION

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Montgomery County Planning Board of the Maryland-National Capital Park and Planning Commission on motion of Commissioner Dreyfuss, seconded by Vice Chair Wells-Harley, with Chair Anderson, Vice Chair Wells-Harley, and Commissioners Dreyfuss and Presley voting in favor at its regular meeting held on Thursday, September18, 2014, in Silver Spring, Maryland.

Casey Anderson, Chair Montgomery County Planning Board

ATTACHMENT B

Bethesda Downtown Design Advisory Panel

FROM:	Matthew Folden Area 1 Regulatory Team
PROJECT:	7340 Wisconsin Avenue Application Number TBD
DATE:	Wednesday, September 25, 2019; 10:30 AM

The 7340 Wisconsin Avenue project was reviewed by the Bethesda Downtown Design Advisory Panel on Wednesday, September 25, 2019. The following meeting notes summarize the Panel's discussion, and recommendations regarding design excellence and the exceptional design public benefits points. The Panel's recommendations should be incorporated into the Staff Report and strongly considered by Staff prior to the certification of the Site Plan. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.

Attendance:

Karl Du Puy (Panelist) George Dove (Panelist) Damon Orobona (Panelist)

Qiaojue Yu (Panelist) Paul Mortensen (Panelist, Senior Urban Designer in the Director's Office)

Robert Kronenberg (Deputy Director) Elza Hisel-McCoy (Area 1 Division Chief) Stephanie Dickel (Area 1 Regulatory Supervisor) Matthew Folden (Area 1 Regulatory Reviewer)

Bob Harris, Lerch, Early & Brewer (Applicant) Scott Strusinew Lamb Properties, LLC (Applicant) Joel Sherman, South Bay Partners (Applicant) James Hamilton, CRTKL (Applicant) Tom Brink, CRTKL (Applicant) Sylke Knuppel, VIKA (Applicant)

Amanda Farber



Naomi Spinrad Gary Modjeska Jim Troy

Project Name: Bethesda Senior Living (formerly 7340 Wisconsin Avenue); Presenting DAP application, dated 9.11.19, for an anticipated Sketch Plan Application. The current approval is valid through 2023.

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Discussion Points:

- <u>Massing</u>:
 - Relatively narrow block with three street frontages lends itself to a more iconic massing than strict adherence to design guidelines would yield.
 - Need a diagram showing how the building massing compares with strict adherence to guidelines.
 - The Panel generally supports the horizontal zoning of the massing, but the team should explore methods to introduce more vertical continuity.
 - Planning staff suggested that further development of the skin materials and openings should respect the overall massing diagram, which breaks down the bulk of the building in an iconic and interesting fashion.

• Applicant response:

- The building form is dictated by the use and broken down by typology of care within the building as follows: higher floors house independent senior units while lower floors house assisted living and memory care residents who need to be closer to exits during emergencies.
- The Applicant believes that the Project has responded to the Design Guidelines by meeting the additional setback recommendations for buildings that do not include a tower step-back, based on the massing approach on an "important" corner, and by responding to adjacent buildings through the use of horizontal and vertical breaks in the façade.
- The Applicant will explore these issues further as the design develops.



- Access:
 - The Panel expressed concern about passenger drop-off on Wisconsin Avenue due to the negative impacts that type of operation would have on traffic.
 - Applicant response:
 - MD SHA would not permit a drop-off/ loading zone on Wisconsin Avenue and one is not being requested as part of the application.
 - The Lobby/ drop-off design on Hampden Lane is intended to pull the dropoff zone off of Wisconsin Avenue.
- <u>Streetscape/ Ground Floor:</u>
 - The Panel had some concern about having the lobby, rather than retail, on the prominent southwestern corner.
 - Applicant response:
 - Applicant feels that the lobby location and design helps blend the residents into the community.
 - Applicant wants the lobby to be in an oasis of green; panel is supportive of the landscape concept.

Panel Recommendations:

The following recommendations should be incorporated into the Staff Report.

- The applicant should submit diagrams showing what strict conformance to the design guidelines would look like and how the proposal differs from strict conformance with the Sketch Plan submittal.
- Panel supports the "rotational" expression of the façade, but cautions not to "over do it." Continue to emphasize the northeast corner
- Panel is supportive of the landscape/ streetscape concept., including the open space along Wisconsin.
- Panel supports rooftop amenity, which will contribute to the building as viewed from a distance.
- Vertical treatment of the tower could be emphasized to improve visual continuity
- Panel supports the use in this location.
- 1. Public Benefit Points: The project is on track to achieve at least the minimum 10 Exceptional Design points required in the Bethesda Overlay Zone.
- 2. Straw vote: 0 in support, 5 in support but with conditions, 0 do not support



ATTACHMENT B

Bethesda Downtown Design Advisory Panel Submission Form

PROJECT INFORMATION

Project Name	7340 Wisconsin Avenue
File Number(s)	TBD
Project Address	7340 Wisconsin Avenue, Bethesda

Plan Type

Concept Plan

Sketch Plan

Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Joel Sherman / South Bay Partners	214-370-2638	jsherman@southbayltd.com
Architect	James Hamilton / CallisonRTKL		
Landscape Architect	Lyn Wenzel / LAB		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF and FAR)
Project Data	CR-5.0, C-5.0, R-4.75, H-250	250 Feet	315,000 SF / 16.9 FAR
Proposed Land Uses	Up to 345 multi-family and senior housing units and up to 5,000 square feet of retail uses.		
Brief Project Description and Design Concept (If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)	If yes, indicate the amount of South Bay Partners (the "Appl at 7340 Wisconsin Avenue (the "F Montgomery Lane and Wisconsin Avenue Corridor district, with imm and Bethesda Gateway. The prope 1,775 square feet of area and a su three adjoining streets: Montgome On the same block and immed 11-story class A office building. P residential tower with approximate mixed-use development with an of the north of the Property is 4 Beth and one planned tower that has be the Property is 7359 Wisconsin A and a hotel. To the south of that is The Applicant is proposing to to 340 senior housing units and u street level along Wisconsin Aven have two to four stories of service accommodate residential, FTE and drop-off, parking, and loading/serv Hampden Lane. The existing curb-	Property"), located at the southwest Avenue. The Property is located in hediate proximity to Bethesda Metro erty is currently occupied by a vaca urface parking lot. Vehicular access ery Lane, Wisconsin Avenue and Ha diately to the west of the Property is lanned to the south of the Property ely 400,000 gross floor area, and 72 ffice tower and two residential towe esda Metro Center, a development een rezoned to be up to 290 feet tal venue. It's planned to be a 250 foot an existing 12-story Residence Int redevelop the Property with a mixed p to 5,000 square feet of retail uses ue per Bethesda Downtown Plan De is and below-grade parking with ap d retail parking requirements. Vehic vice access is proposed via the wic cut off Wisconsin Avenue will be fi v and vehicular traffic along the "Ur	 SF / 16.9 FAR d developer of the property located corner of the intersection of the Metro Core of the Wisconsin Center, the Purple Line Station nt one-story brick building that has to the Property is provided on all ampden Lane. 4720 Montgomery Lane, an is Metro Tower, a 250 foot tall 272 Wisconsin Avenue, a ers that are up to 290 feet tall. To with a hotel tower, an office tower I. Across Wisconsin Avenue from tall mixed-use tower with offices n hotel. d-use development that includes up s (the "Project") that activate the esign Guidelines. The Project will proximately 45 parking spaces to ular access to the residential lobby lened existing curb-cut off illed in, reducing the amount of

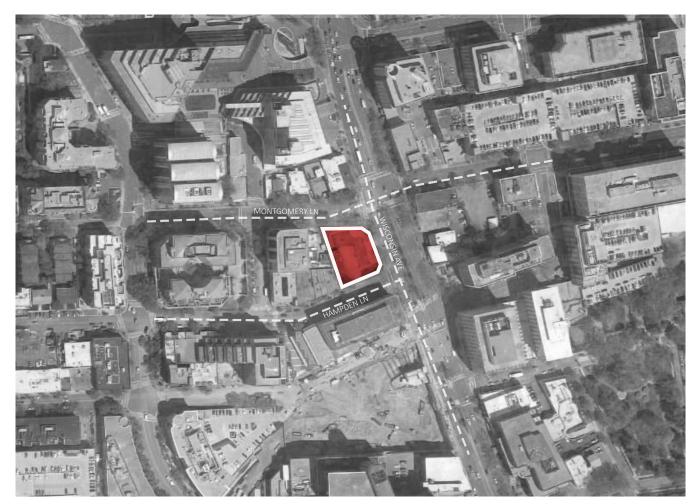


Eventional Design	
Exceptional Design	The Project responds to the Property's prominent location in the center of Bethesda, and will contribute to the
Public Benefit Points	strength of Bethesda as a vibrant, mixed-use, transit-oriented district. The architectural design addresses the
Requested and Brief	planning goals embodied in the Bethesda Downtown Plan and Design Guidelines, while simultaneously
Justification	accommodating the constraints of a small site and delivering an exceptional building that will serve to highlight
Justineation	this prominent location. The architectural design of the Project will both enhance the pedestrian environment
	and emphasize the urban nature of the Project.
	The building's design incorporates a series of pivots, breaks and shifts that respond to the surrounding context
	and interior program, while also serving to break down the perceived mass of the building. In response to the
	urban grid shifting at the corner of Montgomery Lane and Wisconsin Avenue, the site presents a unique
	opportunity to respond to its angular geometry with an exceptional building form. Leveraging the distinctive
	angle at this prominent corner, the building mass pivots at this point into itself. This façade break continues
	vertically along the tower height to provide slender building mass proportions along Wisconsin Avenue and
	reduce its perceived mass.
	The building mass continues to shift by distinctly expressing the interior residential programs by pivoting and
	breaking at corresponding levels to the care and function of the interior program. This adds visual interest by
	allowing the building to be viewed dynamically from different vantage points, resulting in the creation of multiple
	outdoor spaces for potential landscaping opportunities. Finally, the building design peaks at the
	corner of Montgomery Lane and Wisconsin Avenue, which produces an iconic building top that
	will contribute to the Metro Core skyline. The enhanced height at this point will further reinforce the prominence
	of this location and will support rooftop amenity spaces serving the residents. Thereby, linking form and
	function.
	The primary building material is currently envisioned to be masonry and/or terra cotta. Various patterns,
	textures and/or colors will be incorporated to further enhance the unique geometry of the building and
	complement the surrounding neighborhood.
	The building design will incorporate façade treatments and architectural elements that will provide an appropriate
	human-scale at the pedestrian level. As discussed above, the ground floor will incorporate active commercial
	and residential amenity uses, as well as a public open space that will compliment the street-level experience
	along with those at existing and proposed on adjacent properties. At the pedestrian level, the façades are
	currently intended to incorporate a significant amount of glass, in order to provide ample transparency,
	activating the ground floor uses and engaging the public street experience.
	Furthermore, the proposed design consolidates parking and service entry points by eliminating the existing curb
	cut along Wisconsin Avenue. The existing access on Hampden Lane will be enlarged and used to
	accommodate on-site loading and parking to promote the creation of a retail corridor, as envisioned by the
	Bethesda Downtown Plan, along Wisconsin Avenue.

DESIGN ADVISORY PANEL SUBMISSION PROCESS

- 1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
- 2. A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.
- 3. Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan: physical model or 3D massing model that can be viewed from different perspectives in real time at the panel meeting, property location (aerial photo or line drawing), illustrative site plan, typical floor plans, sections, elevations, perspective views, precedent images and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. **Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.**





BETHESDA SENIOR LIVING TOWER

DAP RESUBMISSION

7340 WISCONSIN AVE, BETHESDA, MD February 26, 2020



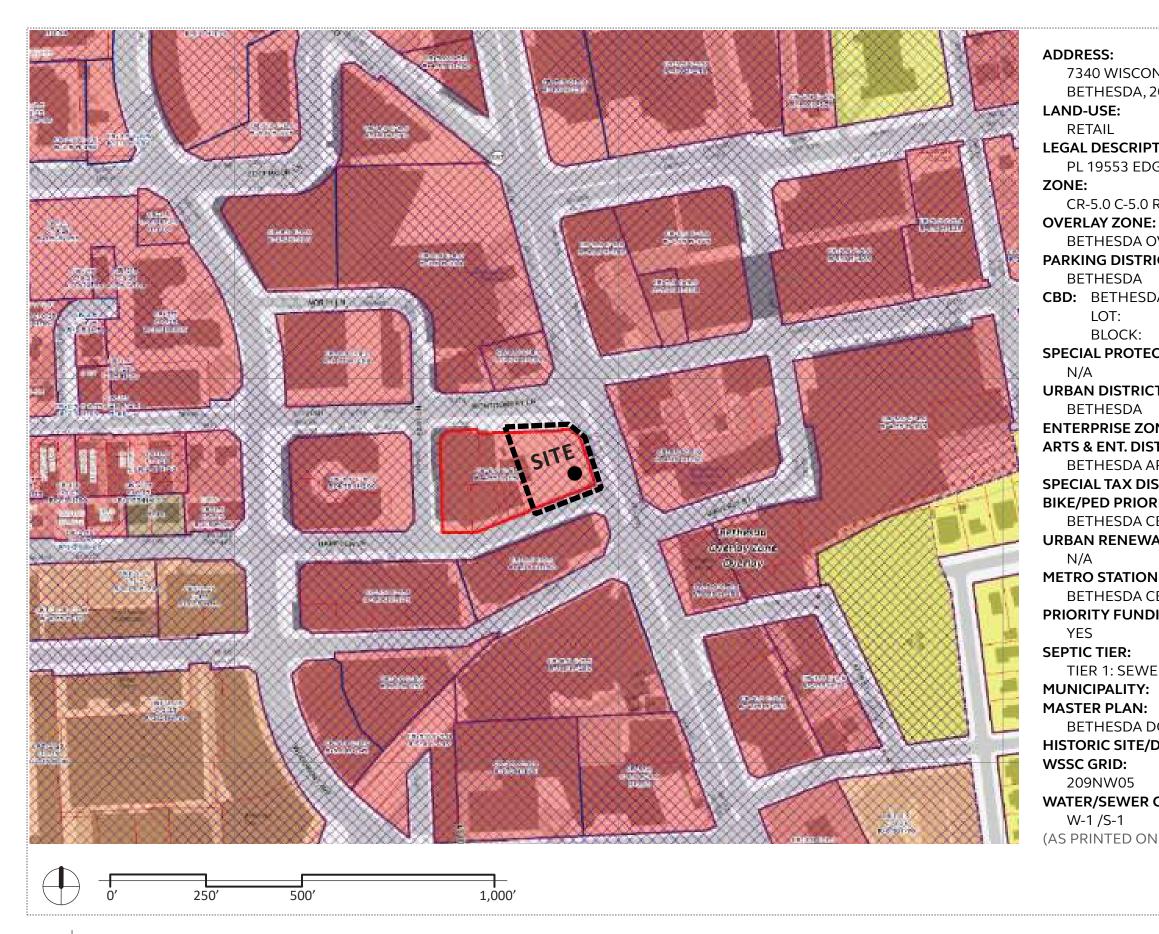


I. SITE ASSESSMENT

- 1. ZONING INFORMATION
- 2. SITE CONTEXT PHOTOS
- 3. EXISTING CONDITIONS
- 4. ALLOWABLE HEIGHT ANALYSIS
- 5. DOWNTOWN SECTOR PLAN
- 6. MASSING OVERVIEW









SITE: ZONING INFORMATION

7340 WISCONSIN AVE BETHESDA, 20814

LEGAL DESCRIPTION: PL 19553 EDGEMOOR

RETAIL

BETHESDA

LOT:

BETHESDA

N/A

N/A

YES

209NW05

W-1 /S-1

BLOCK:

CR-5.0 C-5.0 R-4.75 H-250 BETHESDA OVERLAY ZONE PARKING DISTRICT:

CBD: BETHESDA

8 24 C

SPECIAL PROTECTION AREA:

URBAN DISTRICT:

ENTERPRISE ZONE: N/A **ARTS & ENT. DISTRICT:** BETHESDA ARTS AND ENTERTAINMENT DISTRICT SPECIAL TAX DISTRICT: N/A **BIKE/PED PRIORITY AREA:** BETHESDA CBD **URBAN RENEWAL AREA:**

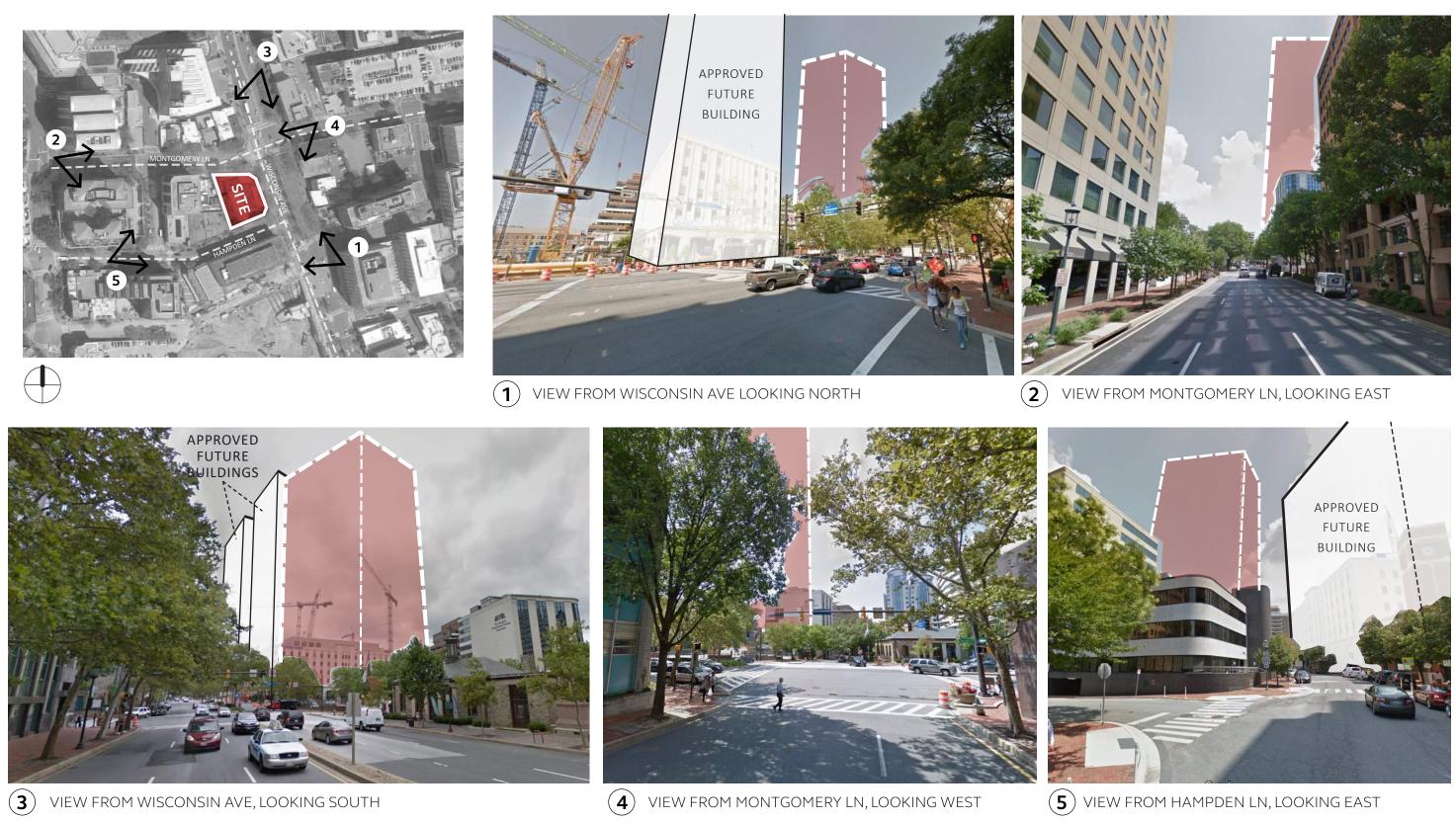
METRO STATION POLICY AREA: BETHESDA CBD PRIORITY FUNDING AREA:

TIER 1: SEWER EXISTING. N/A BETHESDA DOWNTOWN PLAN HISTORIC SITE/DISTRICT: N/A

WATER/SEWER CATEGORIES:

(AS PRINTED ON 5/15/2019)







SITE: CONTEXT PHOTOS

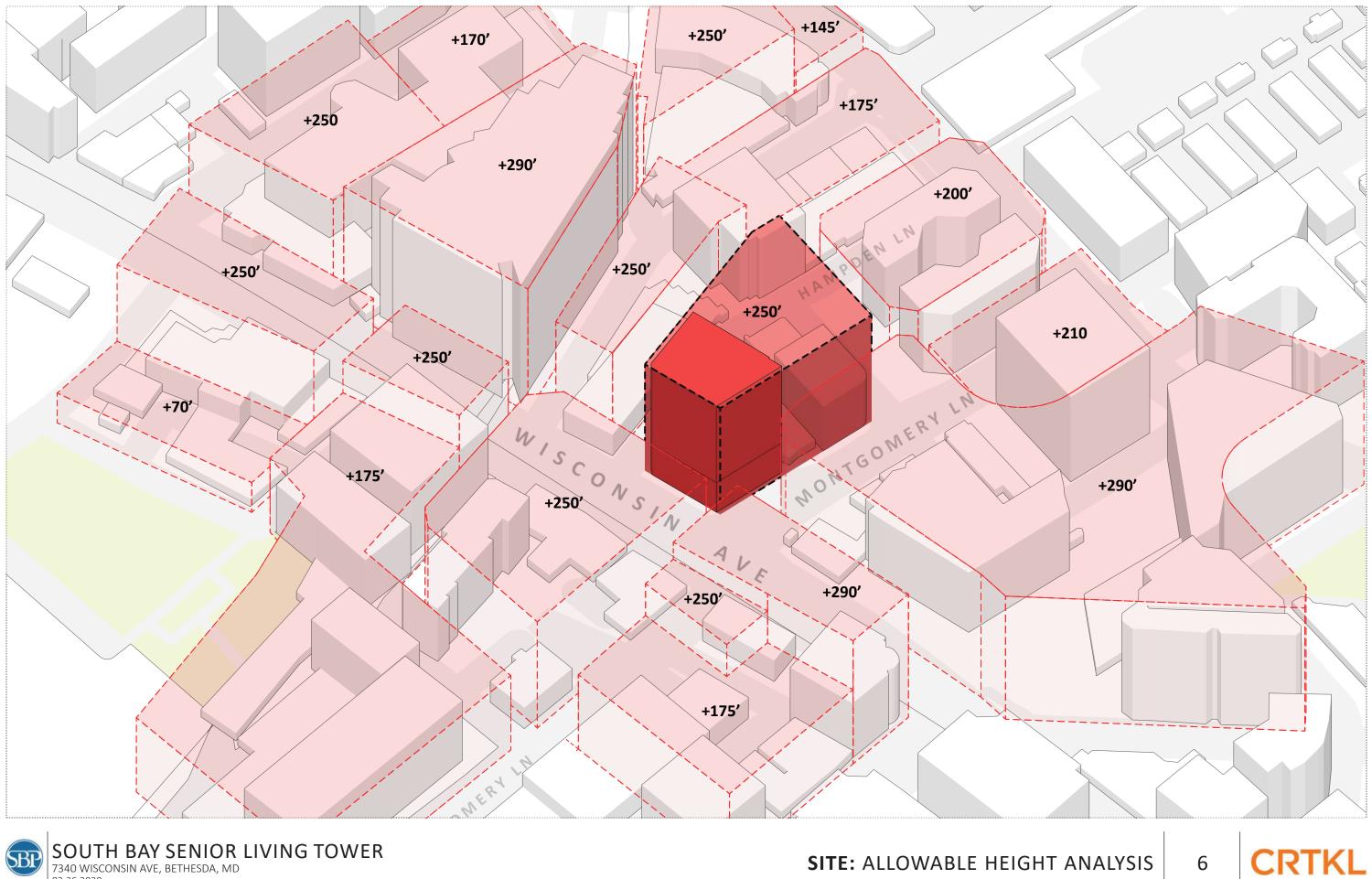






SITE: EXISTING CONDITIONS







BETHESDA DOWNTOWN SECTOR PLAN P. 73:

Figure 2.20: Building Form Recommendations

Bulk: Limit tower floor plates, vary geometry and articulate facades to reduce building bulk. –

Separation: Separate towers to allow access to light and air, and reduce impact of shadows on the public realm.

Top: For buildings in prominent locations and with significant height, consider creating a special top that contributes to the quality of the skyline.

> Tower Step-back: Step back upper floors along streets, open spaces and throughblock connections in a way that distinctly differentiates:the:tower from the building base.

Base: Articulate large building bases to ensure that facades are not exceedingly long, uninterrupted and rigidly uniform.

Through-block **Connection:** Provide public connections for people to walk and bike through large blocks.

Setback: Allow a sufficient setback from the curb for a clear pedestrian walkway lined by plantings and furnishings per the Bethesda Streetscape Standards.

Intent:

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

BETHESDA DOWNTOWN SECTOR PLAN P.104:



High-rise buildings stepped back with low-rise building base Source: David Reamer



- Improve the connections between the
- Improve the Metro bus area with lighting,

2. Building Form

a. Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.

Recommendations:

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.
- by highlighting significant points with increased

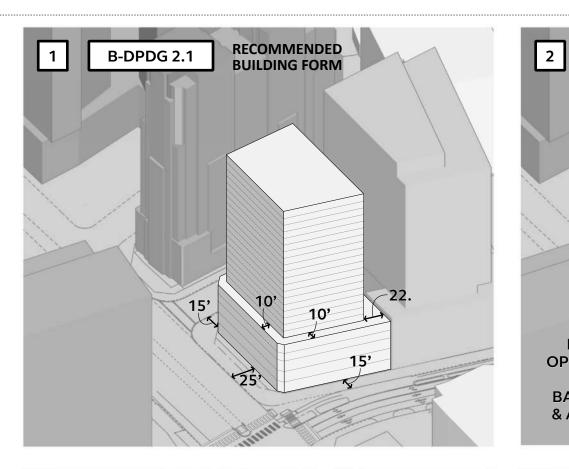
- Provide increased height at the transit
- Mark the Veteran's Park Civic Green as

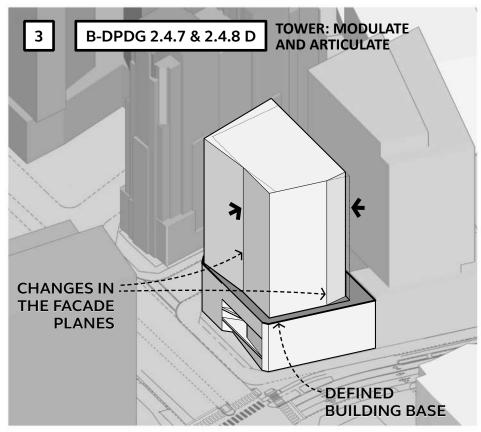
- Allow a maximum height of up to 225 feet at
- Allow a maximum height of up to 290 feet at

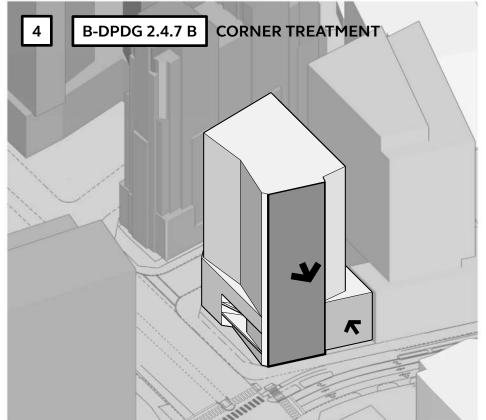


MASSING OVERVIEW

MASSING EVOLUTION PROCESS TO SHOW THE DESIGN INTENT WHILE REVIEWING CONFORMANCE WITH THE BETHESDA DOWNTOWN PLAN AND DESIGN GUIDELINES, IN COLLABORATION WITH THE REVIEW MEETINGS WITH THE MONTGOMERY COUNTY PLANNING DIRECTOR.

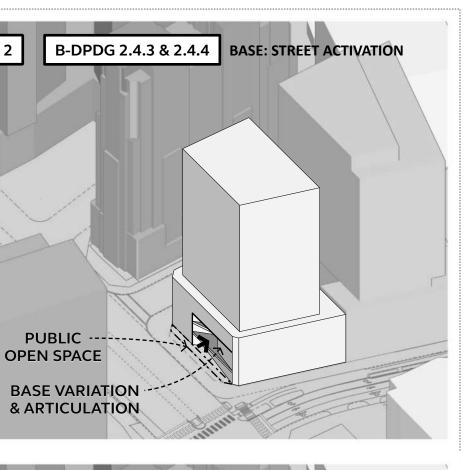


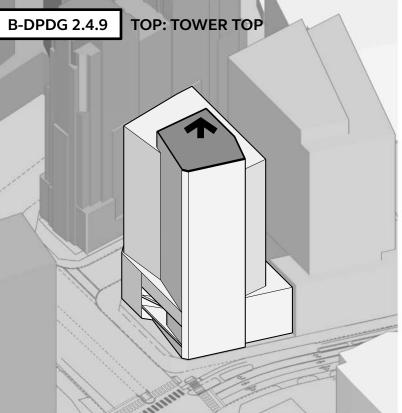




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SOUTH BAY SENIOR LIVING TOWER SBP 7340 WISCONSIN AVE, BETHESDA, MD 02.26.2020

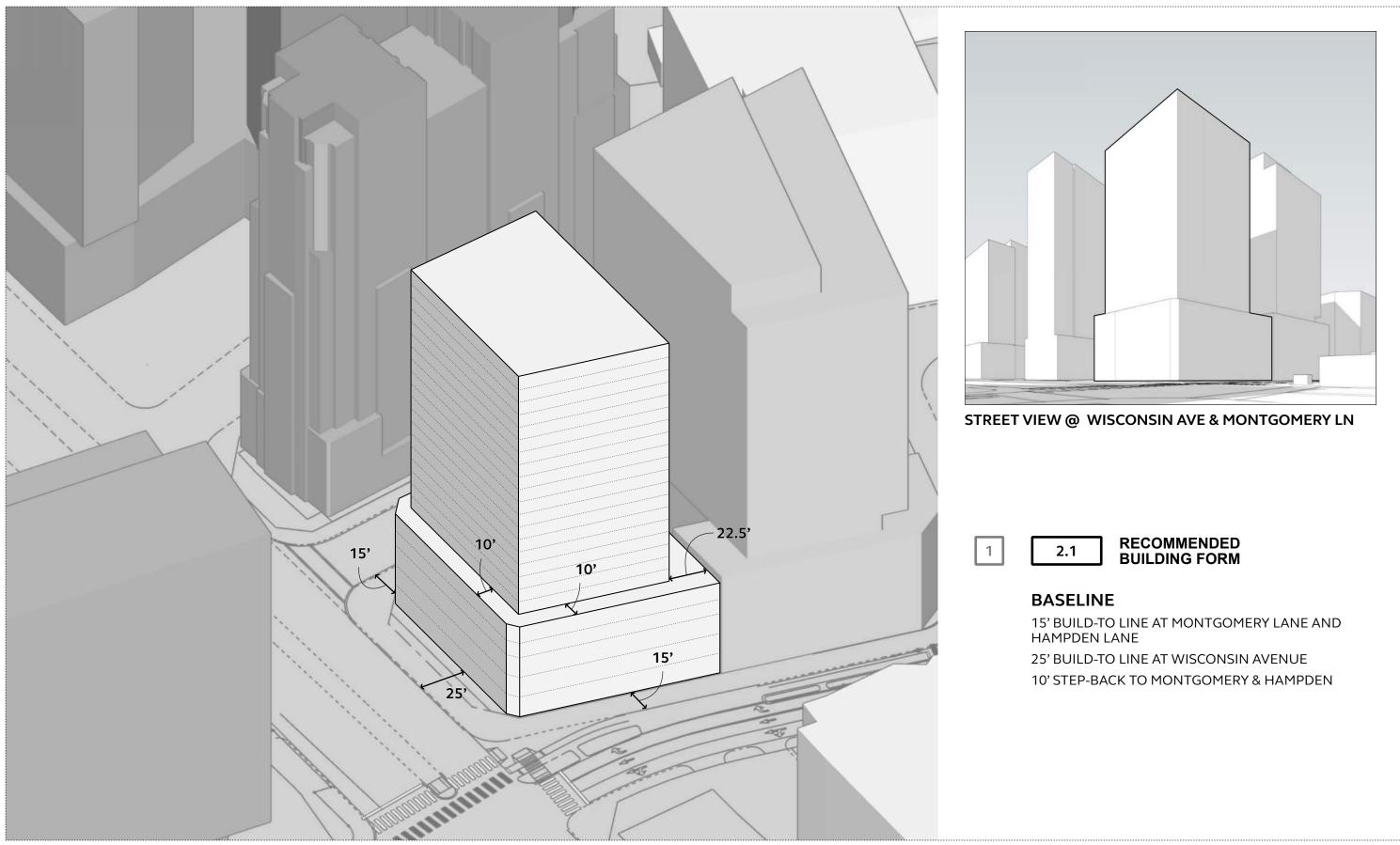




8

MASSING OVERVIEW



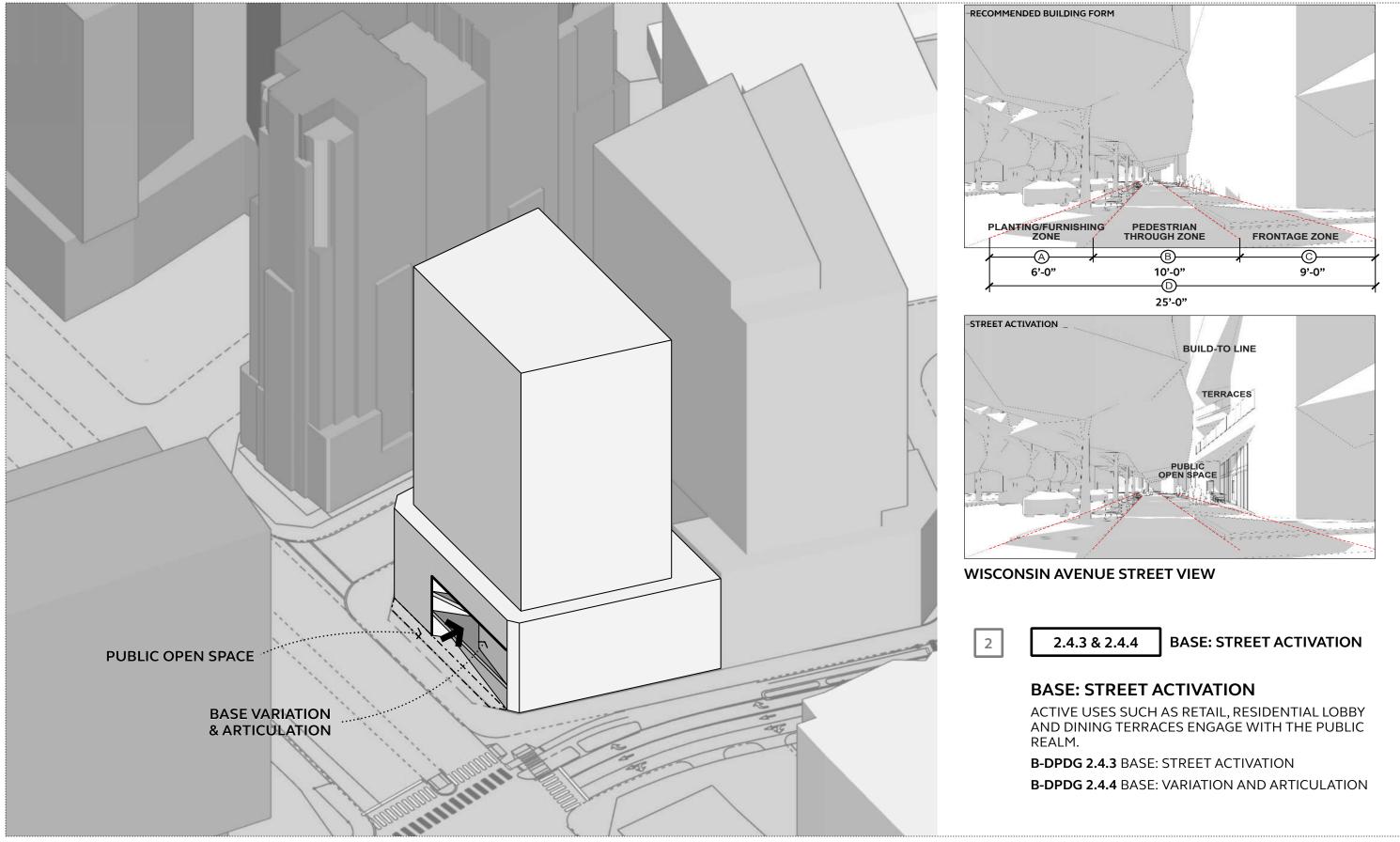




RECOMMENDED BUILDING FORM

9

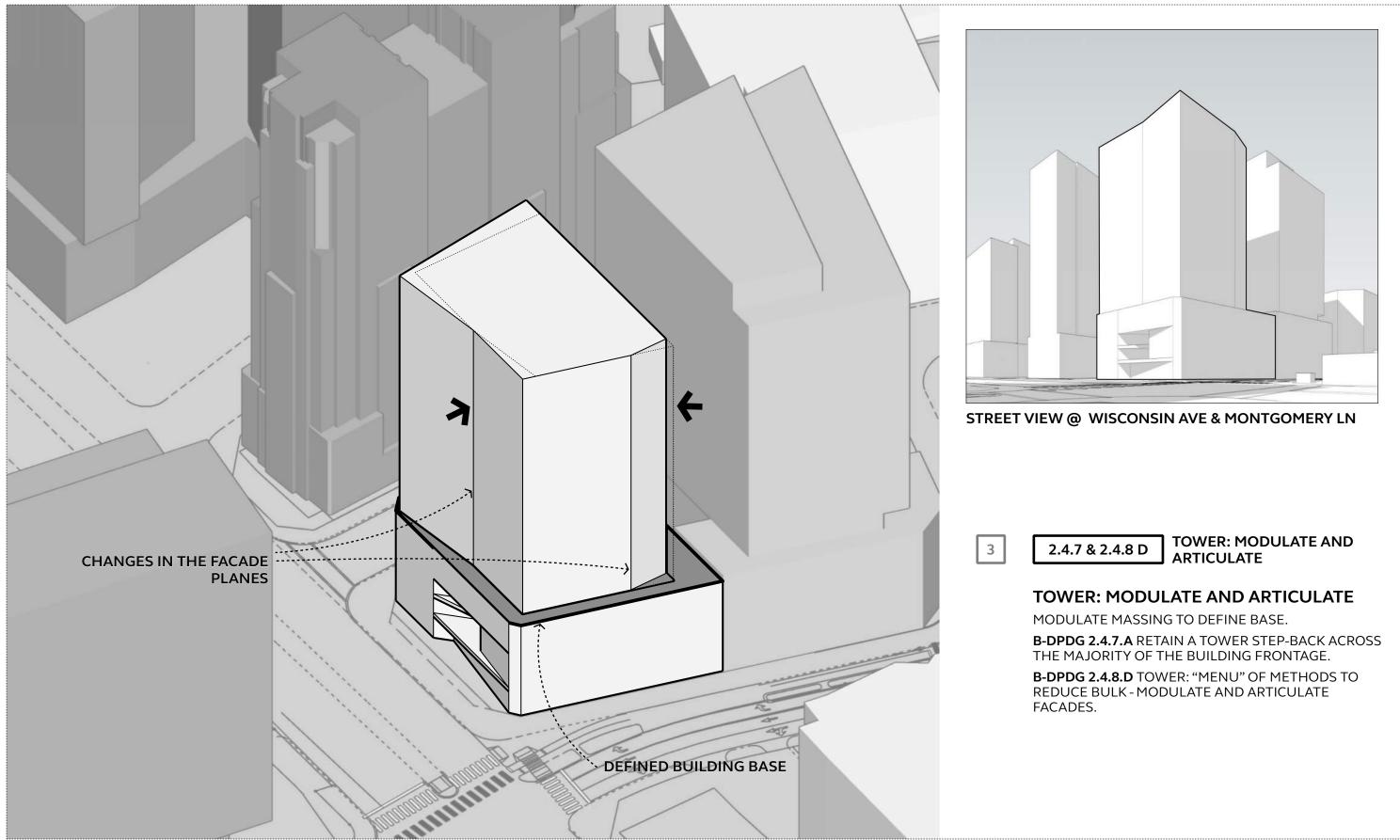
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BASE: STREET ACTIVATION



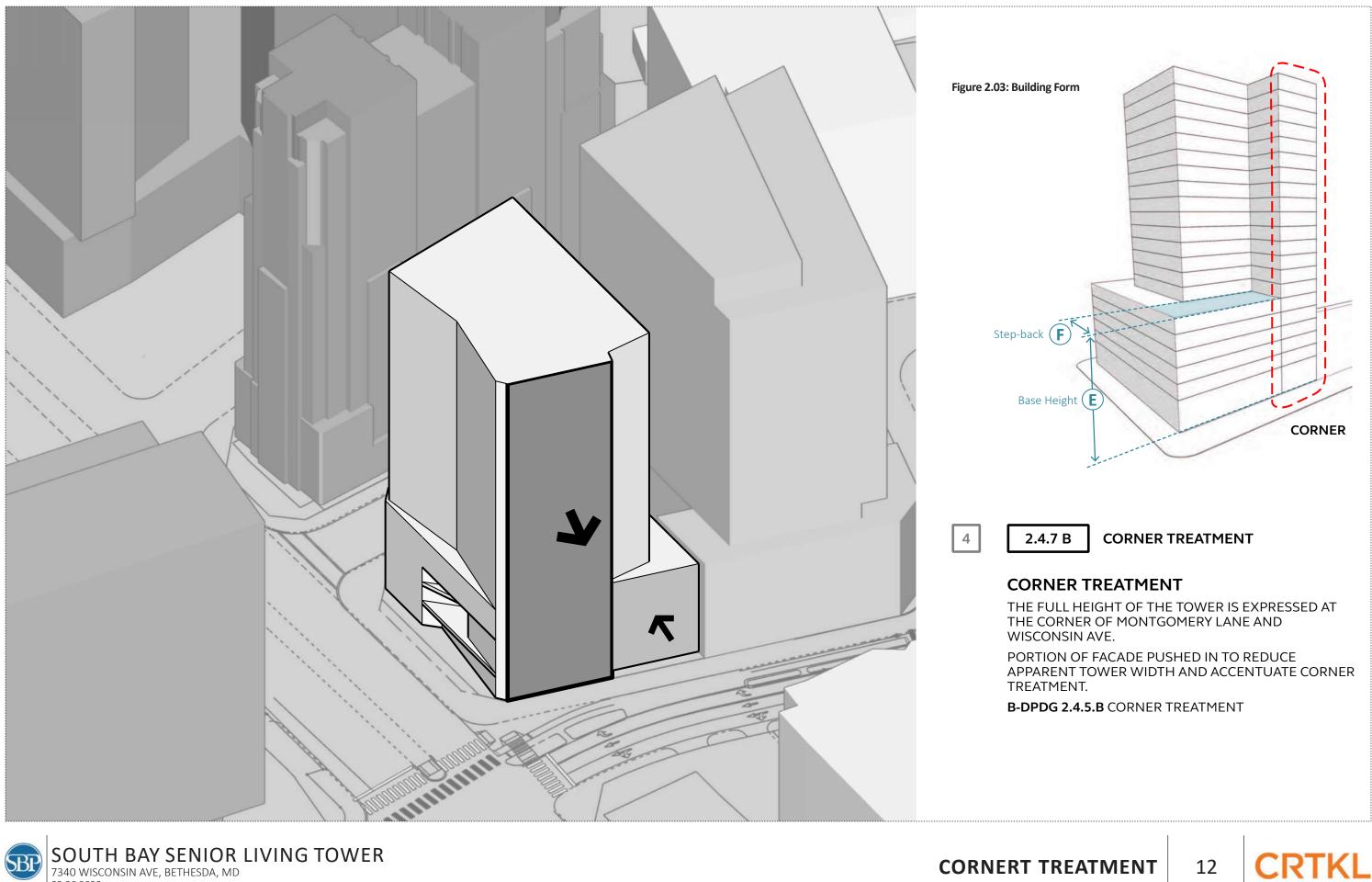




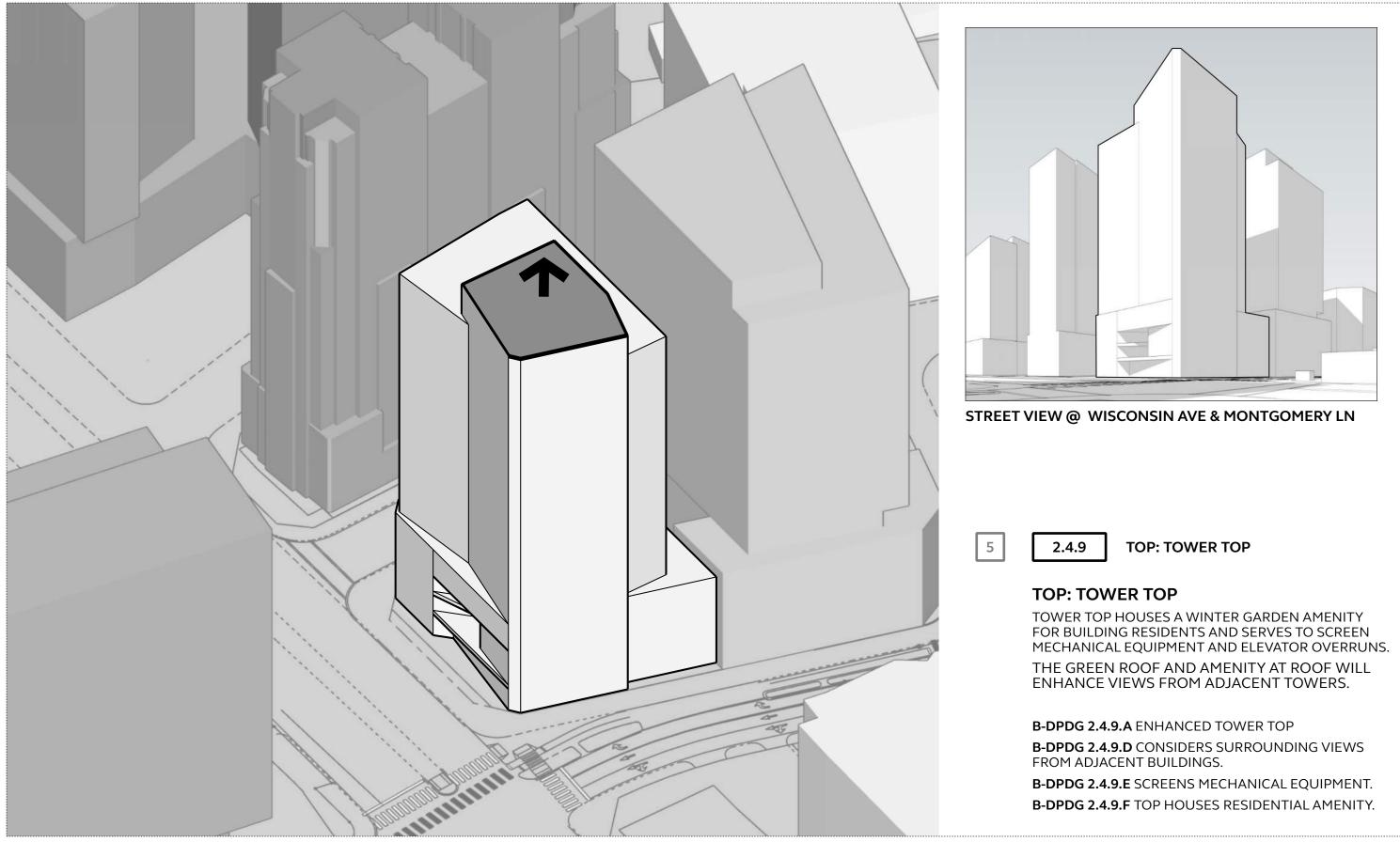
TOWER: MODULATE AND ARTICULATE

11

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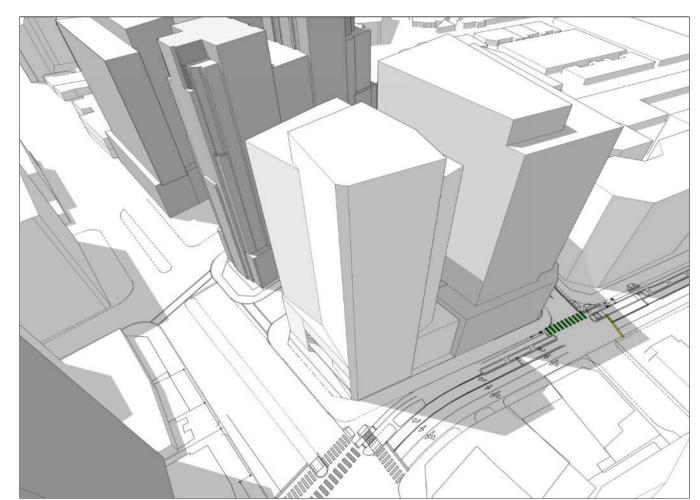




TOP: TOWER TOP

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II. BUILDING DESIGN

- 1. BUILDING PROGRAM
- 2. BUILDING RESIDENTS
- **3. MATERIALITY CONCEPTS**
- 4. FLOOR PLANS GROUND LEVEL FLOOR PLAN EXAMPLES ROOFTOP **BUILDING SECTION**
- 5. URBAN CONTEXT SECTION + ELEVATION

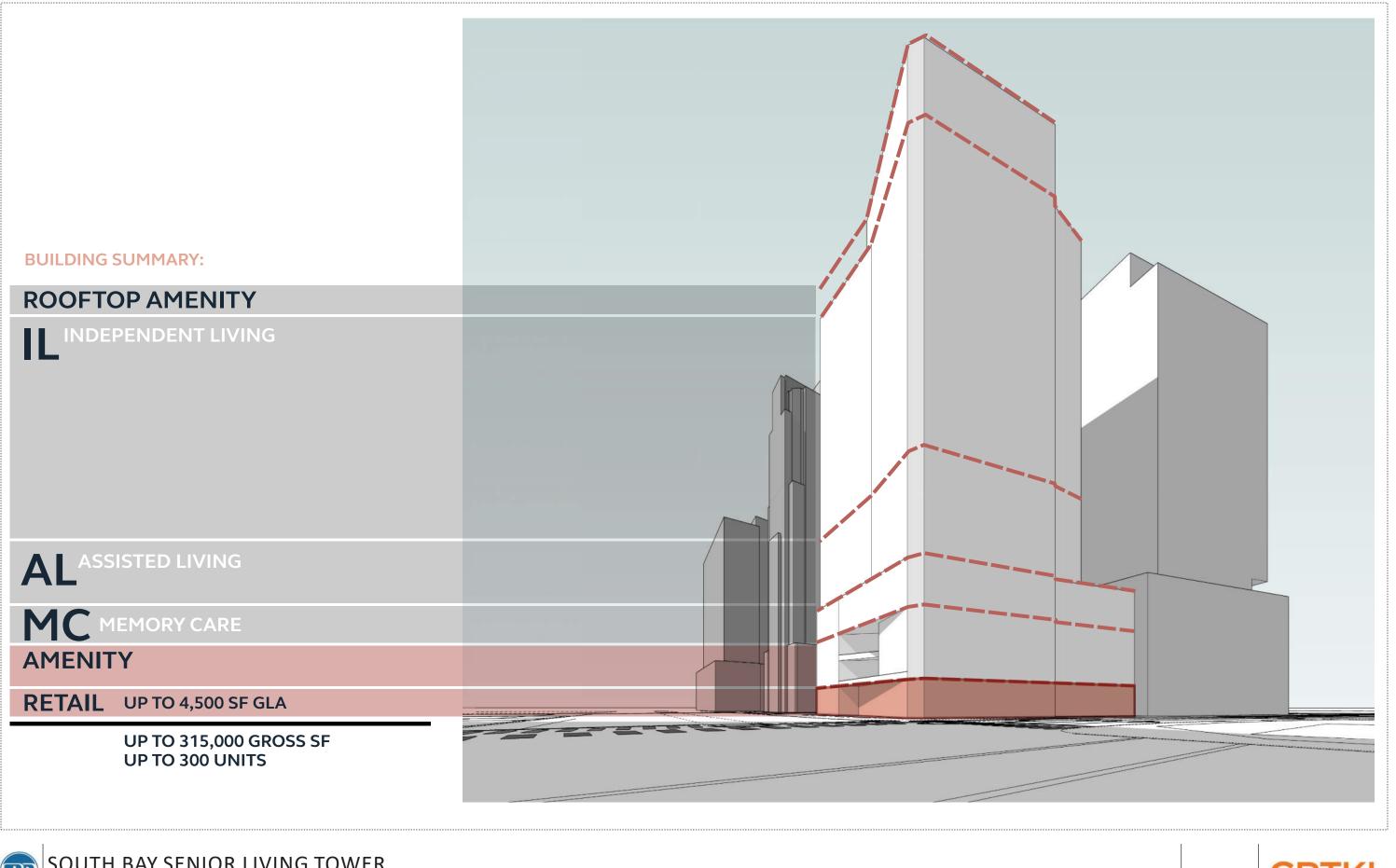








BUILDING PROGRAM: FORM FOLLOWS FUNCTION







LEISURE



FOOD EXPERIENCE **MEMORY CARE**



CONNECTION TO NATURE



INDEPENDENT LIVING

PET FRIENDLY



RETAIL



FOOD AND WELLNESS



ACTIVE STREET & LOBBY



ACTIVE

HUMAN TOUCH



BUILDING PROGRAM

16



FULFILL RESIDENT PASSIONS

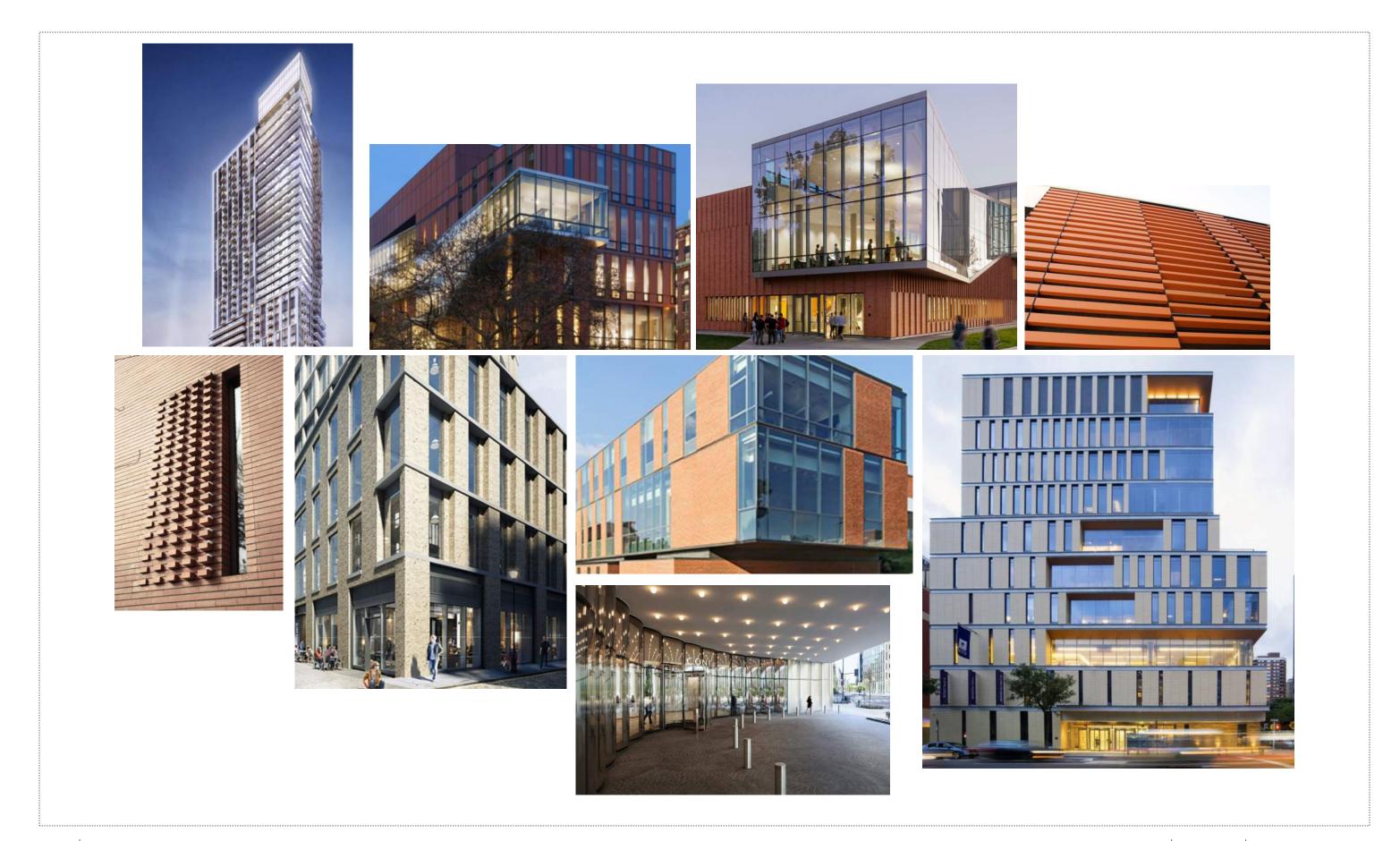


CURATED EXPERIENCE





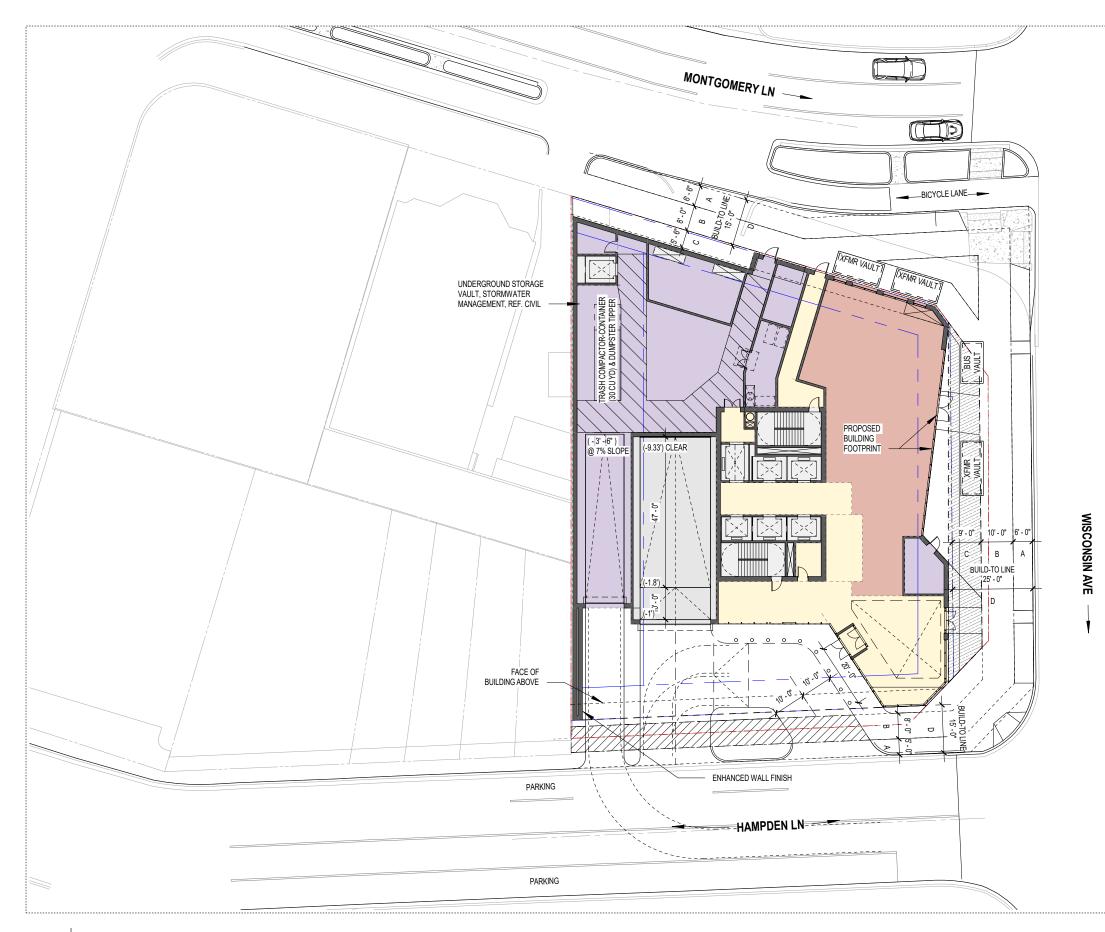




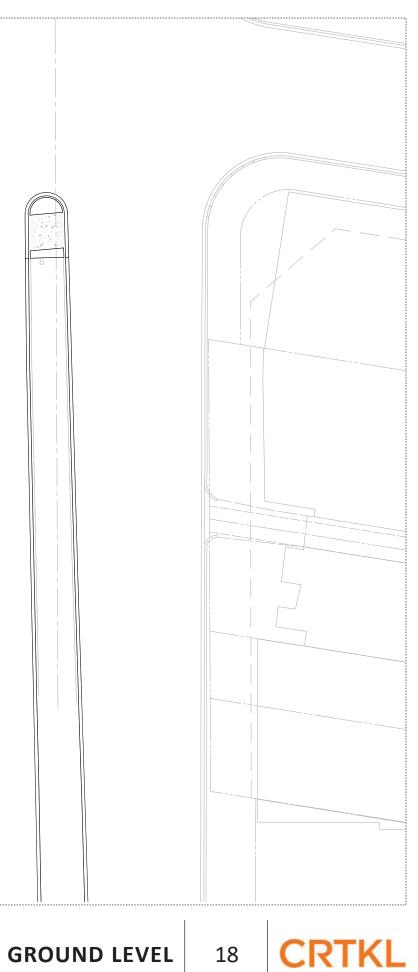


MATERIALITY CONCEPTS









LANDSCAPE ELEMENTES:

A. PEDESTRIANZONE - BRICK PAVING TO MATCH EXISTING

B. STREETTREE+ FURNISHING ZONE -CONTINUOUS TREEBOX PLANTING WHERE POSSIBLEW/ CUT THROUGH PAVING ON WISCONSIN AVE.

C. BUILDING ENTRIES: 1. RETAIL ENTRY: ENTRY PAVING 2. LOBBY ENTRY: ENTRY PAVING W/ ENTRY PLANTING & (2) SMALL TREES 3. DROP OFF ENTRY: ENTRY PAVING W/ PAVING BANDS TO DELINEATE BETWEEN DRIVEWAY AND PEDESTRIAN AREA, CURBLESS, BOLLARDS OR SIM. INTEGRATEDINTO PAVING BAND

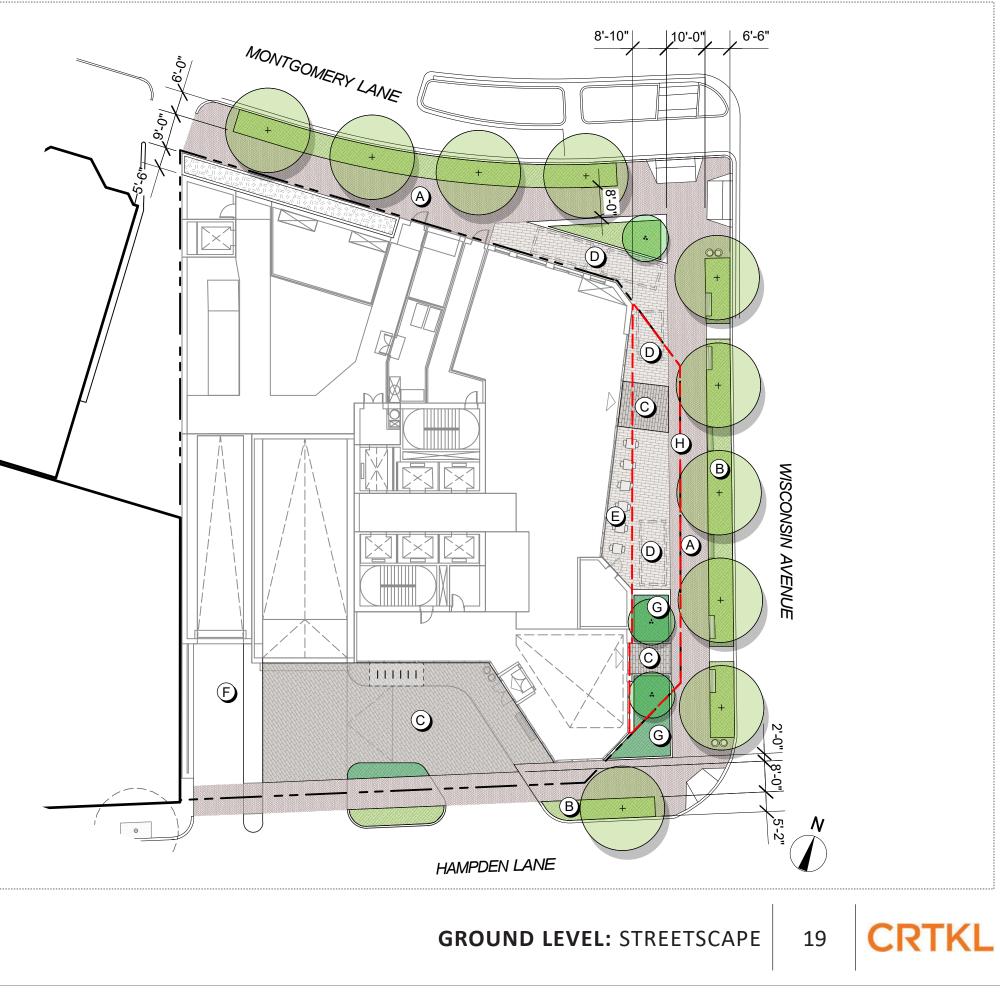
D. UTILITY VAULTS

E. SPECIALPAVING W/ CAFE SEATING @ RETAIL ENTRY

F. C.I.P. CONC. PAVING @ GARAGEENTRY

G. PLANTED AREAS@ HAMPDEN MEDIAN AND SURROUNDING LOBBY

H. PUBLIC OPEN SPACE (1230 SF)





STREETSCAPE



RETAIL PLAZA @ WISCONSIN AVE.

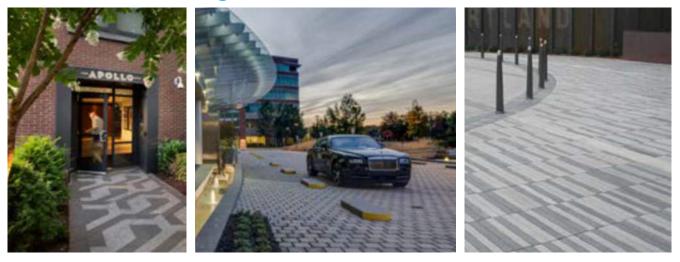


BIKE LANE IMPROVEMENTS @ MONTGOMERY LANE





LOBBY ENTRY & DROP-OFF @ HAMPDEN LANE





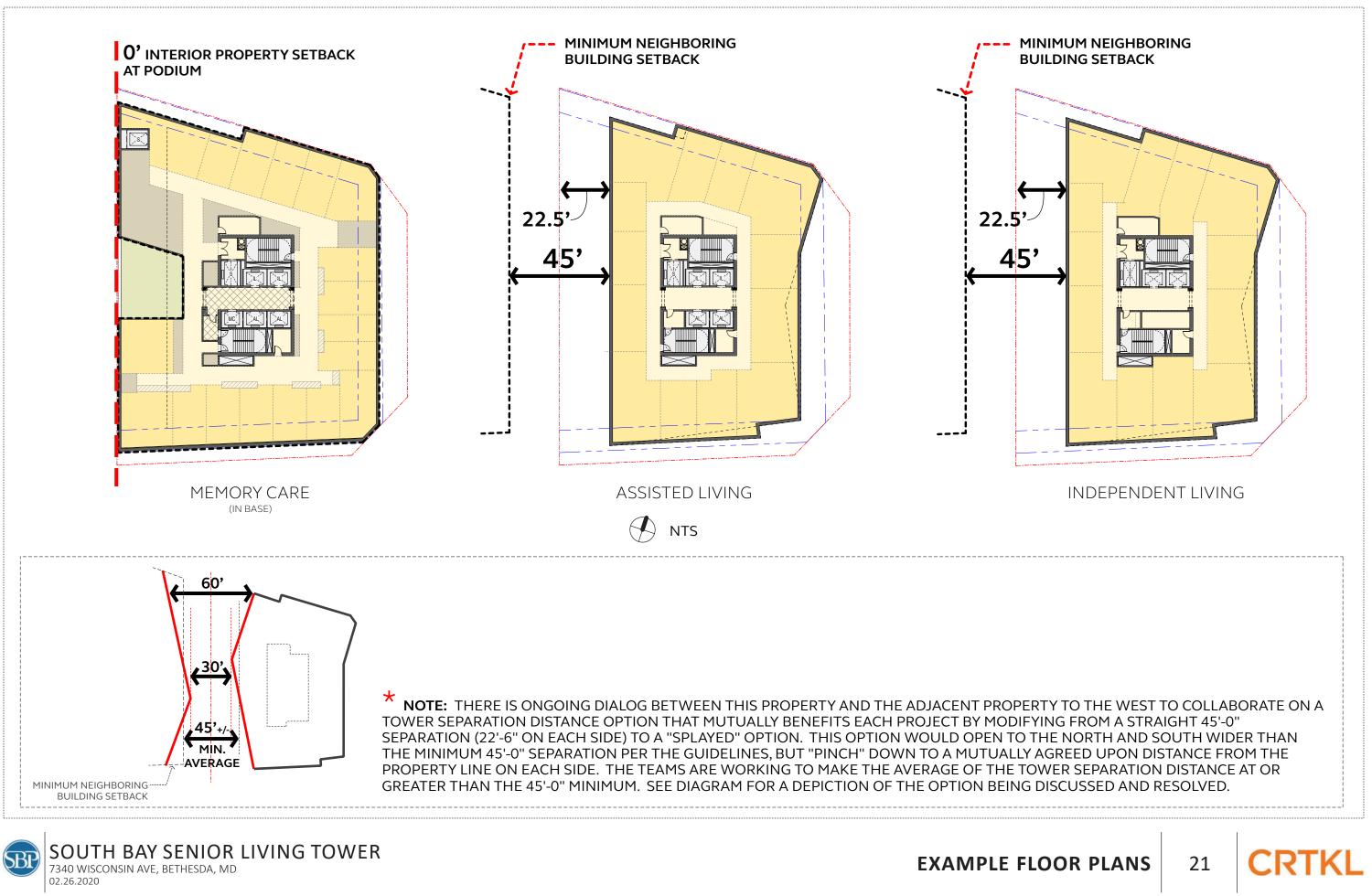
SOUTH BAY SENIOR LIVING TOWER 7340 WISCONSIN AVE, BETHESDA, MD 02.26.2020

STREETSCAPE: PRECEDENT IMAGES



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FLEXIBLE OPEN TERRACE



THERAPEUTIC GARDEN



GREENROOF WALKWAY LOOP



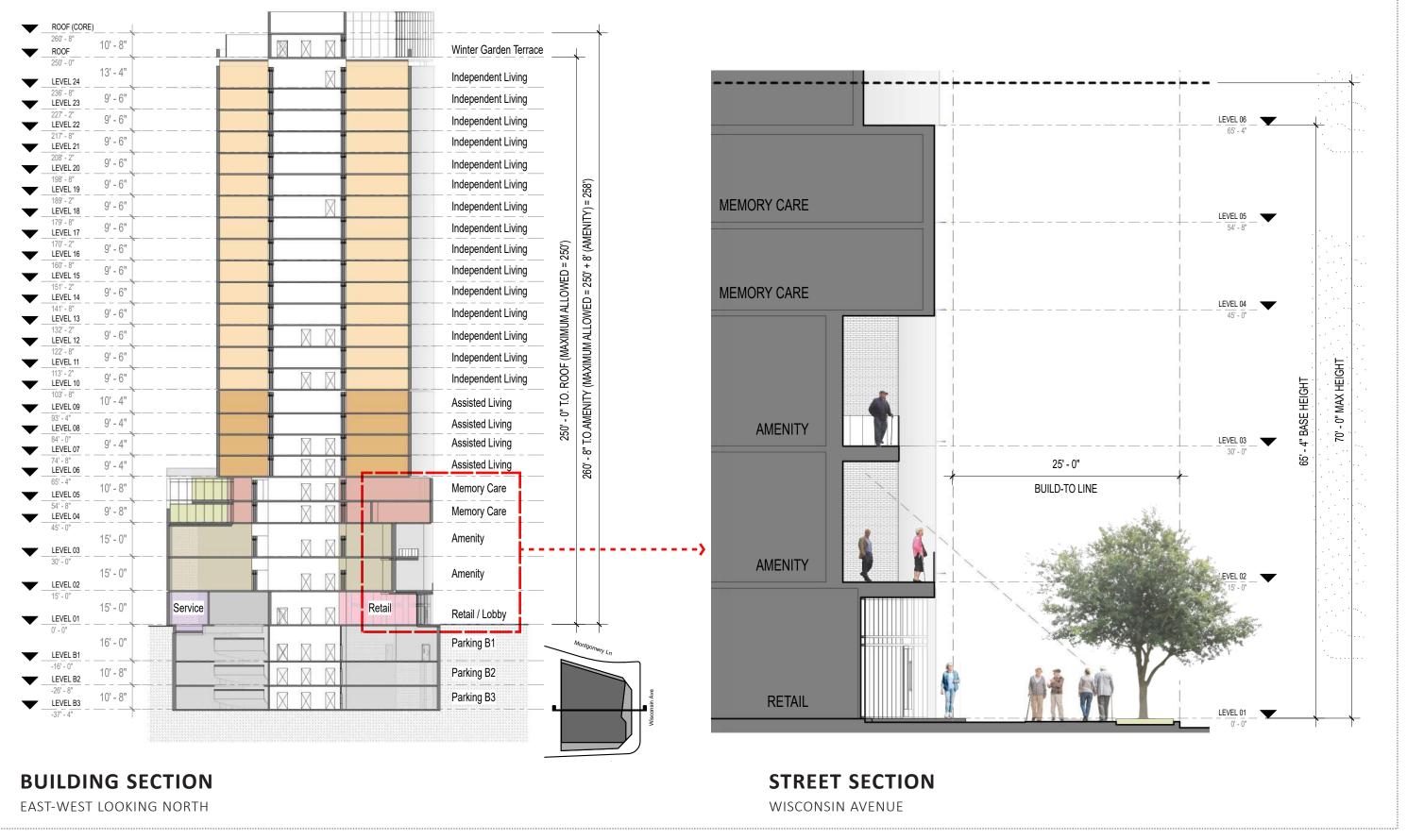


ROOFTOP: PRECEDENT IMAGES







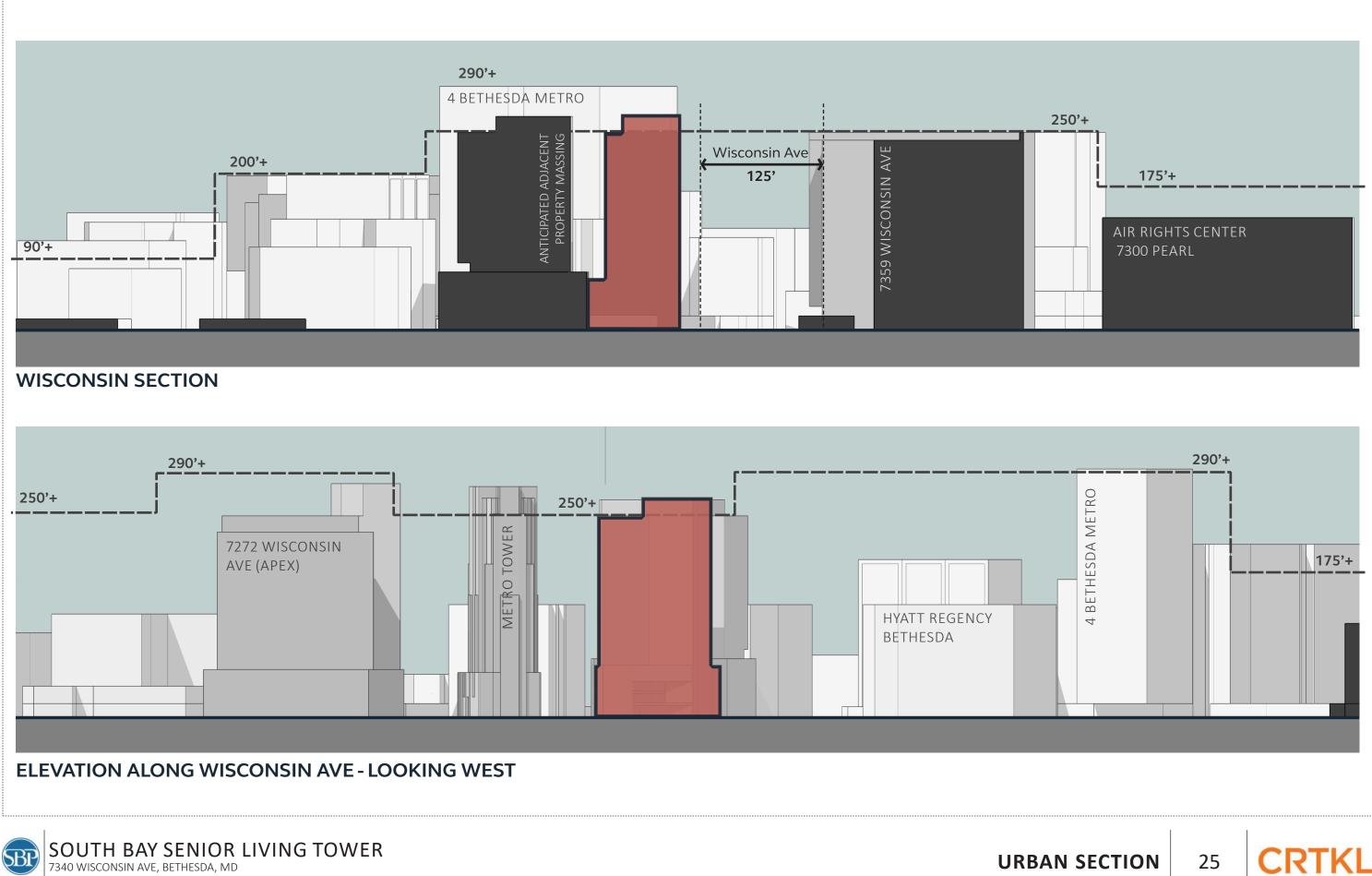




BUILDING SECTIONS

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III. APPENDIX





SECTOR PLAN P. 73:

Figure 2.20: Building Form Recommendations

Separation:

Bulk: Limit tower floor plates, vary geometry and articulate facades to reduce building bulk. -

Separate towers to allow access to light and air, and reduce impact of shadows on the public realm.

Top: For buildings in prominent locations and with significant height, consider creating a special top that contributes to the quality of the skyline.

> **Tower Step-back:** Step back upper floors along streets, open spaces and throughblock connections in a way that distinctly differentiates the tower from the building base.

Base: Articulate large building bases to ensure that facades are not exceedingly long, uninterrupted and rigidly uniform.

Through-block

Connection: Provide public connections for people to walk and bike through large blocks.

lined by plantings and furnishings per the Bethesda Streetscape Standards.

Intent:

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Setback: Allow a

sufficient setback from the curb for a clear pedestrian walkway

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

SECTOR PLAN P. 104:



High-rise buildings stepped back with low-rise building base Source: David Reamer



BETHESDA DOWNTOWN SECTOR PLAN

- Improve the connections between the
- Improve the Metro bus area with lighting,

2. Building Form

a. Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.

Recommendations:

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.

- Provide increased height at the transit
- Mark the Veteran's Park Civic Green as

- Allow a maximum height of up to 225 feet at
- Allow a maximum height of up to 290 feet at

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BUILDING FORM GUIDELINES

OUTLINED IN THE SECTOR PLAN ARE HIGHLIGHTED IN THE PRECEDING PAGE.

NO DIMENSIONS WERE SPECIFICALLY RECOMMENDED IN THE SECTOR PLAN. -

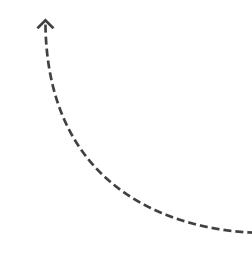
DESIGN GUIDELINES P.5:

Guidelines Flexibility

The Planning Board may approve alternative design approaches that better meet the intent of the design guidelines. This review flexibility will allow room for truly exceptional and unexpected creative solutions to improve the downtown.

Certain guidelines provide a range of recommended dimensions to appropriately meet the intent. These ranges are not rigid requirements but instead provide more predictability for applicants as to what will be expected during development review, and provide staff and the Planning Board with a framework to guide the review process. Unless dimensions are specifically recommended in the Sector Plan, guidelines that include dimensions also outline opportunities for alternative design solutions to meet the intent of the guidelines. These alternatives address constrained sites and buildings of moderate height.

Meeting the recommended dimensions in the guidelines does not ensure approval. Design proposals and alternative solutions will be evaluated during the development review process based on the surrounding context, site conditions, and how the project meets the Sector Plan goals and Design Guidelines intent.



DESIGN GUIDELINES P.10: 2.1.1 Street Types Overview

These street type guidelines should be used in conjunction with the roadway functional classifications to guide future development review and streetscape improvements emphasizing sidewalk zones, building placement and building form. Additional building form guidelines are outlined in Section 2.4 Building Form. Also see p.4 and 5 for guidance on guidelines flexibility for streetscape design, building placement and building form.

Note: Developments that front multiple street types on a corner or through-block site should follow the quidelines for each street frontage and provide transitions in the design to mediate between different street types.



DESIGN GUIDELINES P.66:

Тор

Top guidelines apply to buildings in prominent locations and with significant height. See the section below for top guidelines:

• 2.4.9 Tower Top

Tower

Tower guidelines apply to the portion of buildings taller than the base height designated in Section 2.1 Street Types. See the sections below for tower guidelines:

- 2.4.6 Separation Distance
- 2.4.7 Step-Back
- 2.4.8 Methods to Reduce Bulk

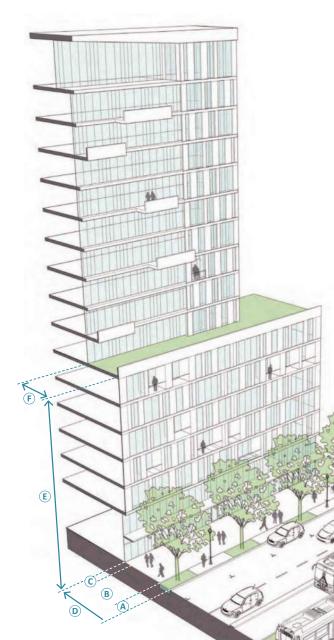
Base

Base guidelines apply to all building types. See the sections below for base guidelines:

- 2.4.2 Building Placement
- 2.4.3 Street Activation
- 2.4.4 Variation and Articulation

WISCONSIN AVENUE:

DESIGN GUIDELINES P.14:



* The Frontage Zone can be minimized or eliminated particularly near transit stations to provide a wider Pedestrian Through Zone.

2.1.2 Urban Boulevard

Urban Boulevards typically carry a significant amount of pedestrian, bus and vehicular traffic, and connect to major transit nodes. These streets are predominantly lined by highrise buildings with a mix of commercial and residential uses. Examples of Urban Boulevards include Wisconsin Avenue and Old Georgetown Road.

Intent: Building and sidewalk design along Urban Boulevards should ensure both efficient pedestrian flow and comfort despite the prominence of large-scale buildings and streets.

Table 2.01: Urban Boulevard

Sidewalk Zones

A. Planting/Furnishing Zone: 6-10 ft. B. Pedestrian Through Zone: 10- 20 ft. C. Frontage Zone*: 0- 10 ft.

Building Placement

D. Build-to Line: 25-30 ft. from street curb

Building Form

E. Base Height: 3-6 stories (35-70 ft.) F. Step-back: 10-15 ft.**

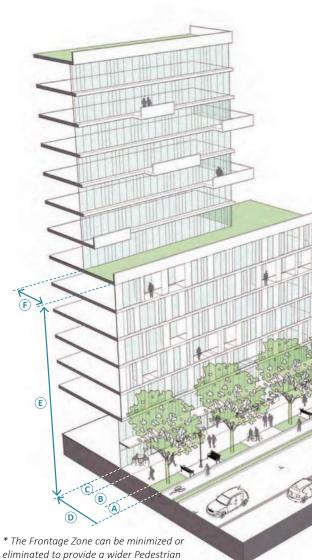
Alternative Treatments

* On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.

HAMPDEN AND MONTGOMERY LANES: **DESIGN GUIDELINES P.16:**

2.1.3 Downtown Mixed-Use Street

Downtown Mixed-Use Streets typically accommodate high levels of pedestrian activity with frequent parking turnover, as well as loading and service access needs for local businesses and multi-unit residential buildings. These streets are predominantly lined by mid- to high-rise buildings with a mix of commercial and residential uses. Examples of Downtown Mixed-Use Streets include Woodmont Avenue and most streets in the Downtown Bethesda core and Woodmont Triangle District.



eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.



BETHESDA DOWNTOWN PLAN DESIGN GUIDELINES

Intent: Building and sidewalk designs along Downtown Mixed-Use Streets should create a vibrant environment that accommodates the diverse needs of businesses. residents and visitors. Sidewalks should balance ease of walkability for continuous pedestrian flow with space for outdoor uses.

Table 2.02: Downtown Mixed-Use Street

Sidewalk Zones			
Β.	Planting/Furnishing Zone: 5 - 8 ft. Pedestrian Through Zone: 8 - 12 ft. Frontage Zone*: 0 - 7 ft.		
Building Placement			
D.	Build-to Line: 15- 20 ft. from street curb		
Building Form			
	Base Height: 3-6 stories (35-70 ft.) Step-back: 10-15 ft.**		

Alternative Treatments

** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.

CRTKL

2.4.8 Tower: "Menu" of Methods to Reduce Bulk

Intent: Downtown Bethesda is an important location in Montgomery County for increased building heights to accommodate future growth. However, collectively, buildings at taller heights can be an imposing presence on the public realm by casting large shadows, limiting sky views and creating an uncomfortable scale for pedestrians.

A. Limit Tower Floor Plate

Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building's indoor environment.



B. Use Unique Geometry

Varied geometry adds visual interest and helps to reduce the perceived bulk of a building's upper floors. Angled and curved facades allow a building to be viewed dynamically from different vantage points. They can enhance privacy between towers in close proximity by directing views away from nearby windows.

C. Vary Tower Heights

Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.



APPLIED TO PROPOSED BUILDING FORM

There are several ways to reduce the actual bulk of a building's upper floors or to creatively reduce the perceived bulk of the building. Below is a menu of design techniques that can be used to sculpt building towers and achieve a varied skyline responsive to human scale. Every project is not required to apply every method; however, several should be used in combination to best meet the guideline intent.

D. Modulate and Articulate Facades

Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.



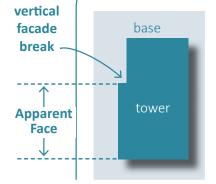
E. Vary Tower Placement and Orientation

Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.



F. Limit Apparent Face

The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.





SOUTH BAY SENIOR LIVING TOWER 7340 WISCONSIN AVE, BETHESDA, MD 02.26.2020

BETHESDA DOWNTOWN PLAN DESIGN GUIDELINES





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ATTACHMENT B

Bethesda Downtown Design Advisory Panel

Meeting Minutes

PROJECT: 7340 Wisconsin Ave 320200010 Sketch Plan Application

DATE: February 26, 2020

The **7340 Wisconsin Ave** project was reviewed by the Bethesda Downtown Design Advisory Panel on February 26 2020. The following meeting notes summarize the Panel's discussion, recommendations regarding design excellence, and the exceptional design public benefits points. The Panel's recommendations will be incorporated into the Staff Report and the Project must return to the Design Advisory Panel at the time of Site Plan review. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.

Attendance:

<u>Panel</u> Karl Du Puy George Dove Damon Orobona Rod Henderer (present, abstained) Qiaojue Yu Paul Mortensen, Senior Urban Designer in the Director's Office

<u>Staff</u> Robert Kronenberg, Deputy Director Elza Hisel-McCoy, Area 1 Division Chief Stephanie Dickel, Area 1 Regulatory Supervisor Grace Bogdan, Planner Coordinator Marco Fuster, Lead Reviewer

<u>Applicant Team</u> Bob Harris, Attorney Sylke Knuppel James Hamilton Tom Brink Joel Sherman



Discussion Points:

General Comments

- I'm very intrigued with the splayed western façade option with the adjacent property, as the angle improves the design. What happens if the neighboring property doesn't move forward? Even if the neighboring property keeps it straight, the angle would improve this design, stand alone.
 - Applicant Response: We are concerned about that also, but this process can help with that.
- Can you get to the site in an uber with a drop off? You have a lot of intersection issues here with curb cuts, etc. so I'm coming out of DC on Wisconsin, how do I get here?
 - Applicant Response: You'd either have to turn left on Woodmont or Bethesda Avenue and turn onto Hampden Lane. You can't turn into Hampden from Wisconsin. Hampden is two directions, but a quiet street.
- So I drop my parents off and then I can drive into the parking garage? OK. I think you guys did a really good job with this.
 - Applicant Response: The original project had double loading off Montgomery and we heard that it wasn't ideal and loading could not occur off Montgomery under the new Sector Plan, so we tried to design this so we could keep back of house and keep the entrance appealing for pedestrians and residents. Our operating partner will make sure this works operationally and have had their input in this design.
 - Applicant Response: We want to keep this walkable, and in this urban environment, we really hope that most of the vehicle traffic will be for drop-offs. Thankfully we also have a lot of public parking within ¼ mile of this site.
- I think you guys did a really good job with the landscaping plan, but the northeast corner, is the planter flush with the sidewalk?
 - Applicant Response: It is currently flush, but could be a seat wall
- I wonder if using small planting pots would help make it more fluid rather than a planter. It definitely needs to be flush.
 - Applicant Response: Part of it is the green cover requirements and then the furnishings could be more mobile. We agree the treatment should be as flush as possible due to all the bicycle and pedestrians.
- Those improvements are also in the right-of-way, with any non-standard conditions to be approved by DOT and DPS due to maintenance issues. There are also a lot of things going on in that corner that they need to review.
 - Applicant Response: The triangle could potentially be abandoned, there are a number of solutions we can consider.
- We can discuss with BUP, that is a good conversation to have and communicate with them the potential here.
- I wonder if this is the trigger necessary to discuss that whole circulation pattern going on with one-way streets down at Woodmont and within the neighborhood. The sector plan did



recommend reviewing the one way loops in the downtown. It would have to be a DOT-initiated study along with SHA.

- Public art was a big idea in Bethesda 30 years ago. This is a fantastic location for public art, something strong and dramatic with a vertical element? Considering public art will help with conversation with BUP.
- The massing has come a long way, thank you for the improvements.
- How will the service circulation work in the building? Will trucks need to back in and/or out of the service entrance onto the street? If it works, we might suggest a one-way, single lane service access that can enter on Hampden lane and then exit on Montgomery lane. There is a lot going on the first floor and this might help.
 - Applicant Response: We've worked a lot with staff, and we hope this improvement helps create a sense of arrival. We can work on providing art, and we want to continue to make this visually pleasing.

Public Comments

No members of the public present

Panel Recommendations:

The following comments should be incorporated into the Staff Report.

- The design that has significantly improved. If the Applicant can do the splayed option with the western façade, that would be a huge improvement.
- The Panel maintains the original vote taken at the September 25, 2019 meeting. The project is on track to receive the minimum 10 points.



ATTACHMENT C



DEPARTMENT OF TRANSPORTATION

Marc Elrich County Executive Christopher R. Conklin Director

April 6, 2020

Mr. Marco Fuster, Planner Coordinator Area 1 Planning Division The Maryland-National Capital Park & Planning Commission 8787 Georgia Avenue Silver Spring, MD 20910-3760

> RE: Sketch Plan No. 320200010 7340 Wisconsin Avenue

Dear Mr. Fuster,

We have completed our review of the revised Sketch Plan dated of March 3, 2020. This plan was reviewed by the Development Review Committee at its meeting on December 10, 2019. We recommend approval for the plan based to the following comments:

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

- Pay the Montgomery County Department of Transportation plan review fee in accordance with Montgomery County Council Resolution 16-405 and Executive Regulation 28-06AM ("Schedule of Fees for Transportation-related Reviews of Subdivision Plans and Documents").
- 2. Montgomery Lane:
 - a. Per the Bethesda Downtown Sector Plan, Montgomery Lane is classified as a Business District and a 70-ft right-of-way. Provide typical section for Montgomery Lane.

Office of the Director

- b. Per the Bicycle Master Plan, two-way separated bike lanes are proposed on the south side of Montgomery Lane (CIP 500119, MR2019023).
- 3. Wisconsin Avenue (MD-355):
 - Per the Bethesda Downtown Sector Plan, Wisconsin Avenue is classified as a Major
 Highway (M-6) with a 122-ft right-of-way. Provide typical section for Wisconsin Avenue.
 - b. No bicycle facilities are proposed for this section of Wisconsin Avenue.
 - c. The bus rapid transit is proposed to run along Wisconsin Avenue.
- 4. Hampden Lane:
 - a. Per the Bethesda Downtown Sector Plan, Hampden Lane is classified as a Business District with a 60-ft right-of-way.
 - b. No bicycle facilities are proposed
- 5. Vehicular Access to the site:
 - a. No vehicular access points are approved with this sketch plan.
 - b. MCDOT **does not** support vehicular access from Montgomery Lane.
 - c. MCDOT **supports** consolidating the loading and trash bays into a single access point on Hampden Lane as shown on the sketch plan.
 - d. We recommend that the Applicant work with MCDOT and M-NCPPC staff before and during the Preliminary Plan process to address the following issues and determine the best design:
 - A proposed driveway entrance is located too close to the MD 355/Hampden Lane intersection, which could be a potential issue for motorists coming from southbound MD 355 onto westbound Hampden Lane. If the proposed drop-off lanes back up onto Hampden Lane, this configuration may increase the potential for rear end collisions.
 - ii. We have a general concern for pedestrian safety as pedestrians will need to cross essentially three driveways over a short distance with the current proposed design.

6. At the preliminary plan stage:

- a. Show all existing topographic details (paving, storm drainage, driveways adjacent and opposite the site, sidewalks and/or bikeways, utilities, rights of way and easements, etc.) on the preliminary plan.
- b. Show proposed driveway entrances and existing entrances adjacent and opposite to the subject site clearly on the plan.
- c. Submit a completed, executed MCDOT Sight Distances Evaluation certification form, for all existing and proposed site entrances onto County-maintained roads, for our review and approval. We defer to MDSHA for sigh distance evaluation along Wisconsin Avenue (MD 355).
- Submit a storm drain study if any portion of the subject site drains to the Montgomery County public storm drain system. We defer to MDSHA for sight distance along Wisconsin Avenue (MD 355).
- e. The applicant needs to submit a truck circulation plan for review by the M-NCPPC. This plan should delineate the proposed movements on-site between the anticipated access locations, the proposed truck loading spaces, and the proposed dumpsters.
- 7. Improvements to County maintained rights-of-way will be determined at the preliminary plan stage following review of the plan related documents.
- 8. Upgrade pedestrian facilities at intersections along the site frontage and at adjacent intersections to comply with current ADA standards.
- 9. We recommend standard property truncation at the intersections.
- 10. We defer to MDSHA for any improvements along Wisconsin Avenue (MD 355).
- 11. Design all access points to be at-grade with sidewalk, dropping down to street level between the sidewalk and roadway.
- 12. Doors are not allowed to swing into the right-of-way.
- 13. No steps, stoops, walls or other structures are allowed in the county right-of-way.
- 14. Transformers or electrical vaults may not be allowed in the county right-of-way.
- 15. Provide a minimum 5 ft continuous clear pathway (no grates) along all public streets that is ADA compliant.

- 16. A minimum 3 ft width must be maintained between the vehicular access point and property line to ensure a minimum 6 ft refuge area should the neighboring property redevelop, and to prevent encroachment on the rights of adjacent properties.
- 17. The proposed Streetscapes shall be per the Bethesda Streetscape Plan.
- 18. The applicant must contribute into the Bethesda Bikeway and Pedestrian CIP (#P500119). We recommend that the applicant coordinate with Ms. Patricia Shepherd of our Transportation Engineering Section regarding the shared used path improvements scheduled on Montgomery lane and Wisconsin Ave. Ms. Shepherd can be reached at 240-777-7231 or at patricia.shepherd@montgomerycountymd.gov.
- 19. There is an existing bus stop in front of the address on Wisconsin Avenue. The developer is to include a 5'x8" bus stop landing pad in their improvements to the sidewalk. Please coordinate with Mr. Wayne Miller of our Division of Transit Services to coordinate bus improvements. Mr. Miller may be contacted at 240 777-5836 or at Wayne.Miller2@montgomerycountymd.gov.
- 20. The applicant should be mindful that the Bethesda UMP is currently in development & is anticipated to go into effect in early 2020. This project may potentially be subject to UMP Fees depending on where it is in the development process upon the UMP's Council Approval.
- 21. Curb radii for intersection type driveways should be sufficient to accommodate the turning movements of the largest vehicle expected to frequent the site.

22. Traffic Mitigation Agreement (TMAG) Comments

Prior to the issuance of any building permits by MCDPS, the applicant will need to work with this Department to execute a Traffic Mitigation Agreement. Contact MCDOT for a copy of the most recent TMAg template for residential use. Coordinate with Ms. Sandra Brecher, Chief of Commuter Services Section. Ms. Brecher may be contacted at 240-777-8383. The TMAg may include but not be limited to the following:

Transportation Demand Management -

The 7340 Wisconsin Avenue project is in the Bethesda TMD, part of a Red Policy Area, and proposes to develop up to 315,500 square feet of residential and non-residential use. A new development in a Red Policy Area with greater than 40,000 sf must complete a Project-Based Level 3 Results Plan. TDM Plans for new development projects must be submitted to and

approved by MCDOT prior to the issuance of any building permit by the Department of Permitting Services.

Level 3 Results Plans require the following:

- Appoint a Transportation Coordinator;
- Notify the Department within 30 days of receipt of final U&O certificate;
- Provide space in the project for the promotion of TDM (see additional comments below);
- Display TDM-related information in highly visible location(s)
- Identify specific TDM actions to be implemented in order to achieve 5% above the Bethesda commuter goal of 55% NADMS, or, 60% NADMS.
- Commit funding to achieve if the project has not actually achieved the goal within 6 years of final occupancy
- If strategies selected by the owner or applicant do not result in achievement of the project goals by 6 years after Date of Final Occupancy, revisions in the project's plan may be required. The owner/applicant must agree to implement revised strategies if required at a level consistent with the owner's commitment to fund and implement the plan.
- Provide additional funding if the project has not achieved the goal within 8 years of final occupancy.
- Conduct independent monitoring to determine if the project is meeting its goals, until the project's goals are achieved.

Displays and Communication of TDM Information

Use of the multiple non-auto modes of transportation accessible to employees, independent residents and visitors at the Project can be facilitated by readily visible and accessible information about options. To enable outreach to Project employees, independent residents and, visitors, etc.:

- Incorporate display space into the lobby for bus schedules and transportation-related promotional materials
- Provide a monitor to display Real Time Transit Information in the lobby.

TDM Strategy Options to Support Use of Non-Auto Mobility Devices

Use of personal and shared bicycles or micro-mobility devices will connect employees and independent care residents to the Bethesda Metro for work- and non-work-related trips and will also assist in meeting the project's NADMS commuter goal. Therefore, the project should

consider choosing one or more strategies that support bicycles and dockless vehicles (i.e., membership subsidies, space for storage of dockless vehicles, etc.) as part of its Level 3 TDM Results Plan.

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

Thank you for the opportunity to review this sketch plan. If you have any questions or comments regarding this letter, please contact Brenda M. Pardo, our Development Review Team for this project at <u>brenda.pardo@montgomerycountymd.gov</u> or (240) 777-7170.

Sincerely,

Brenda M. Pardo

Brenda M. Pardo, Engineer III Development Review Office of Transportation Policy

SharePoint\Transportation\Director's Office\Development Review\Brenda\Sketch Plan\7340 Wisconsin Ave\Letter\3202000010-7340 Wisconsin Ave-MCDOT Sketch Plan Letter _04.06.20

cc: Correspondence folder FY 2020

cc-e:	Ghassan Khouri	VIKA, Inc.
	Vincent Ho	MCDOT DTEO
	Mark Terry	MCDOT DTEO
	Atiq Panjshiri	MCDPS RWPR
	Sam Farhadi	MCDPS RWPR
	Patricia Shepherd	MCDOT DTS
	Wayne Miller	MCDOT DTS
	Sandra Brecher	MCDOT OTP
	Beth Dennard	MCDOT OTP
	Rebecca Torma	MCDOT OTP

ATTACHMENT C

Re: 7340 Review Comments



LaBaw, Marie <Marie.LaBaw@montgomerycountymd.gov>

To sknuppel Cc Fuster, Marco; Harris, Robert R. (rrharris@lerchearly.com)

(i) Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Great, that will work. Thanks. Marco, do you need anything else from me at this point?

Sent from my iPhone

On Apr 16, 2020, at 11:24 AM, Sylke Knuppel <<u>sknuppel@vika.com</u>> wrote:

[EXTERNAL EMAIL]

Marie,

Here's a snapshot of the note that is included in the Sketch Plan submission, 20-ARCH-320200010-911 labeled as sheet SK-911, which was uploaded to eplans on 3/3/2020. The note reads as follows:

"Proposed Firewall On Property Line With No Penetrations Or Openings"

And the client was okay with that note and zero opening/zero lot line condition.

<image003.png>

This is what I had shared with you that you said would work. Let me know if I misunderstood. We can also put this into letter format if needed. Just let me know. Thank you.

Sylke

Sylke Knuppel, PE

Associate Main: 301.916.4100 Ext. 220 Cell: 240.401.7360

VIKA Maryland, LLC

20251 Century Boulevard Suite 400 Germantown, MD 20874