

Montgomery Planning

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB

Item No. 6

Date: 10/15/2020

Hampden East, Sketch Plan No. 320200070

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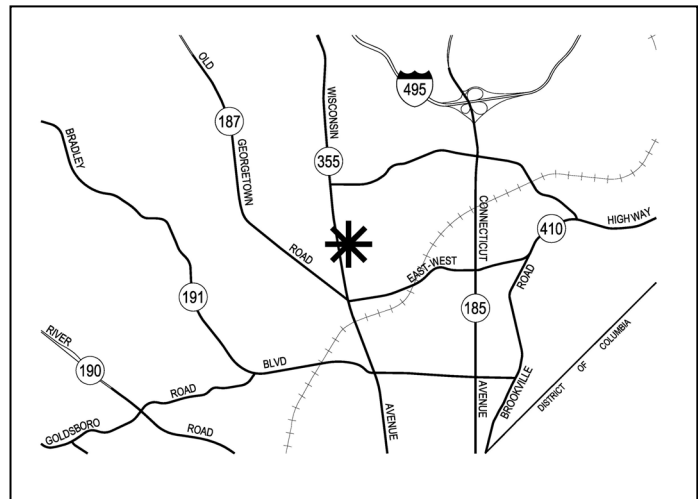
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Completed: 10/05/2020

Description

- Sketch Plan: Request for up to 525,000 square feet of density for a mixed-use development, including up to 165,000 square feet of residential density with 17.6% MPDUs and up to 360,000 square feet of non-residential density, the maximum density proposes up to 293,440 square feet of density from the Bethesda Overlay Zone (BOZ) with a Park Impact Payment (PIP);
- Current use: Multi-story office buildings and several single-story retail buildings totaling 109,518 square feet;
- Located on the block of East Lane between Montgomery Lane and Hampden Lane;
- 1.06 acres zoned CR 5.0 C 5.0 R 4.75 H 250' in the 2017 *Bethesda Downtown Sector Plan*;
- Applicant: Washington Property Company and Douglas Development Company;
- Acceptance date: July 15, 2020.



Summary

- Staff recommends **Approval** of the Hampden East Sketch Plan, with conditions.
- The Project proposes to redevelop an assemblage of commercial properties into one mixed-use building with ground floor retail and lobby/amenity space, residential uses in the lower stories and office above.
- The Proposal includes 17.6% MPDUs, exceeding the Bethesda Downtown Sector Plan requirement. The additional MPDUs will allow for additional building height, anticipated to total one floor (12'), to be finalized at Site Plan.
- The Applicant proposes to provide a portion of parking onsite (300 spaces) and the remaining parking (140 spaces) will be located offsite as allowed by Section 59.6.2.3.G of the Zoning Ordinance. The offsite parking will be located immediately to the west of East Lane at 4800 Montgomery Lane, a private parking garage.
- The proposed public benefits include minimum parking, structured parking, an increase in affordable housing, exceptional design, energy conservation and generation measures and purchase of building lot terminations.

SECTION 1: RECOMMENDATIONS AND CONDITIONS

Staff recommends approval of the Hampden East, Sketch Plan No. 320200070, for up to 525,000 square feet of density for a mixed-use development, including up to 165,000 square feet of residential density and up to 360,000 square feet of non-residential density, on 1.06 acres, zoned CR 5.0 C 5.0 R 4.75 H 250', in the 2017 *Bethesda Downtown Sector Plan*. The maximum density includes up to 293,440 square feet of density from the Bethesda Overlay Zone (BOZ) with a Park Impact Payment (PIP). The following site development elements shown on the latest electronic version as of the date of this Staff Report submitted via ePlans to the M-NCPPC are required except as modified by the conditions below:

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

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

This approval is subject to the following conditions:

1. Density

The Sketch Plan is limited to a maximum of 525,000 total square feet of development, including up to 165,000 square feet of residential uses and 360,000 square feet of non-residential uses. The maximum number of dwelling units and use mix will be determined at Preliminary Plan. The maximum density includes up to 293,440 square feet of density from the Bethesda Overlay Zone (BOZ) with a Park Impact Payment (PIP). The final square footage, including BOZ density and PIP payment, will be determined at Site Plan.

2. Height

Due to the provision of MPDUs above 17.5%, as specified in Section 59.4.9.2.3.b of the Zoning Ordinance, the Project's maximum height will be determined at the time of Site Plan, as measured from the building height measuring point.

3. Incentive Density

The development must be constructed with the public benefits listed below, unless modifications are made under Section 59.7.3.3.I. and this Sketch Plan is amended. Total points must equal at least 100 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 points will be established at Site Plan approval.

- a. Connectivity and Mobility, achieved by providing fewer than the maximum parking spaces under the Zoning Ordinance and BOZ; and
- b. Diversity of uses and activities, achieved by providing affordable housing beyond the minimum requirement for BOZ; and
- c. Quality of Building and Site Design, achieved through exceptional design and structured parking.
- d. Protection and Enhancement of the Natural Environment, achieved through building lot terminations and energy conservation and generation.

4. Park Impact Payment (PIP)

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

5. Streetscape

The Applicant must install the Bethesda Streetscape Standard along the entire Site Frontage, including the undergrounding of utilities.

6. Public Open Space

The Project is required to provide 10% of the total Site Area as Public Open Space in accordance with Section 59.6.3.C of the Zoning Ordinance.

7. Green Cover

At the time of Site Plan, the Applicant must provide a minimum 35% of site area as green cover as described in Section 2.4.1 of the *Bethesda Downtown Sector Plan* and any proposed tree canopy must utilize tree species and canopy sizes at 20-year maturity per the M-NCPPC Approved Trees Technical Manual.

8. Bethesda Downtown Plan Design Guidelines

At the time of Site Plan, the Applicant must demonstrate the following:

- a. Comments have been addressed from the Design Advisory Panel as specified in their June 24, 2020 meeting minutes; and
- b. Project conformance for street typology, parks and open space, site design, building form, creative placemaking, and any site-specific guidelines in accordance with the *Bethesda Downtown Plan Design Guidelines*.

9. Building & Site Design

Prior to the submittal of the Site Plan, the Applicant must:

- a. Study alternatives to minimize the use of building overhangs/projections on all frontages, any projection must have a minimum 20' clearance above the ground; and
- b. Ensure any proposed projections will not hinder the mature development of proposed street trees; and
- c. Explore design alternatives for the proposed layby to reduce impacts to the pedestrian experience along East Lane.

10. MCDOT letter

The Planning Board has reviewed and accepts the recommendations of the Montgomery County Department of Transportation ("MCDOT") in its letter dated September 18, 2020, 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.

11. Future Coordination for Preliminary and Site Plan

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

- a. Address the SITES & LEED recommendations of the Sector Plan, specifically related to energy efficiency and building design features;
- b. SWM concept approval which also addresses the recommendations of the *Bethesda Downtown Sector Plan* Water Quality Section (2.4.2.B);

- c. At the time of Site Plan, the Applicant must show a minimum of 35% of site area comprised of intensive green roof, onsite canopy plantings, and onsite energy generation components, with preference to maximize green cover to meet the intent of the Sector Plan and the associated Bethesda Design Guidelines;
- d. Address Bird-Safe Design per the Bethesda Downtown Sector Plan Design Guidelines;
- e. At the time of Preliminary Plan provide a noise analysis or request a waiver per Section 2.2.2 of the 1983 Noise Guidelines for the residential use;
- f. At the time of Preliminary Plan, participate in the implementation of the Master Planned Separated Bicycle Facilities on Montgomery Lane;
- g. Further develop circulation and loading strategy to reduce width of curb cut and increase pedestrian safety along Hampden Lane; and
- h. Draft a Level 3 Results Transportation Demand Management Plan, per Section 42-A-25(b)(3) of County Code.

SECTION 2: SITE DESCRIPTION

Site Vicinity and Analysis

Vicinity

The Property is located in the core of downtown Bethesda, approximately one block west of the Wisconsin Avenue corridor and two blocks south of the Bethesda Metro Station. The surrounding properties are zoned for high-density mixed-use development. The adjacent property to the east, 7340 Wisconsin, is currently developed as a gas station, however, has received sketch plan approval by the Planning Board for the future redevelopment. The property to the west, across from East Lane is a 20-story office and residential building. To the south, across Hampden Lane, is the Metro Tower property, which just received Site Plan approval from the Planning Board for a 250' residential building with ground floor retail, which includes a major through block connection that will align with the Subject Property. The new Bethesda Purple Line station will be located on the south side of the Metro Tower site. To the north across Montgomery Lane is lined with one-story retail, and 2, 3, and 4 Bethesda Metro which comprises of office buildings, hotel, and ground floor retail and restaurants.

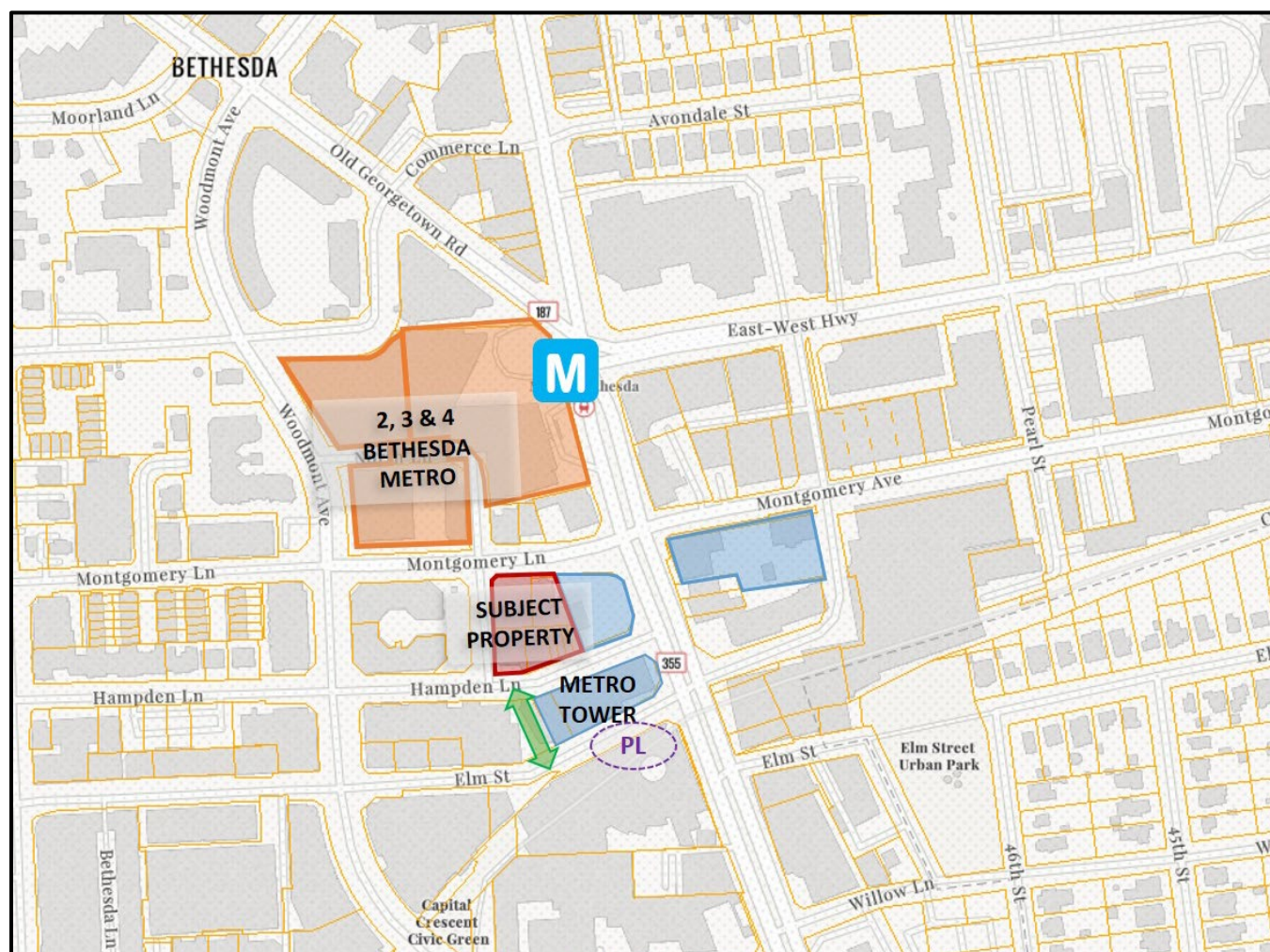


Figure 1 – Vicinity Map

Subject Property

The Subject Site (Subject Property or Property) is located one block west of Wisconsin Avenue within the 2017 *Bethesda Downtown Sector Plan* (Sector Plan) and Wisconsin Avenue Corridor District. The Site comprises of 5 existing lots and parcels along East Lane between Montgomery Lane and Hampden Lane, including 4703 to 4719 Hampden Lane and 4714 to 4720 Montgomery Lane, with frontage on all three streets.



Figure 2 – Aerial Map

Site Analysis

The Site includes approximately 1.06 acres of tract area and is zoned CR 5.0 C 5.0 R 4.75 H-250' and within the Bethesda Overlay Zone. The Site is currently developed with several single-story retail and restaurants, as well as a three-story office building at the corner of Hampden Lane and East Lane and a 110' office building at the corner of Montgomery Lane and East Lane. There are four existing curb cuts to the Property, one from Montgomery Lane and three on East Lane.

The Subject Property is located within the Willett Branch watershed which is a tributary to the Little Falls Branch Stream, a Use I-P watershed. Aside from the watershed, the Site is not associated with any environmentally sensitive features such as forest areas, stream buffers, wetlands, 100-year floodplains, steep slopes, or specimen trees. There are several street trees along the site at a range of sizes but are generally under 23" diameter at breast height (DBH). There are no historic properties on-site.

SECTION 3: PROJECT DESCRIPTION

Proposal

The Applicant proposes to redevelop the Property with a new mixed-use building with a maximum density of up to 525,000 square feet and up to 262' in height. The building will comprise of up to 10,000 square feet of ground floor retail, up to 350,000 square feet of office, and up to 165,000 square feet of residential for up to 150 multi-family dwelling units with a minimum of 17.6% MPDUs. The Applicant proposes to provide underground parking, public open space, green roof, private amenities, and streetscape improvements along all three road frontages.

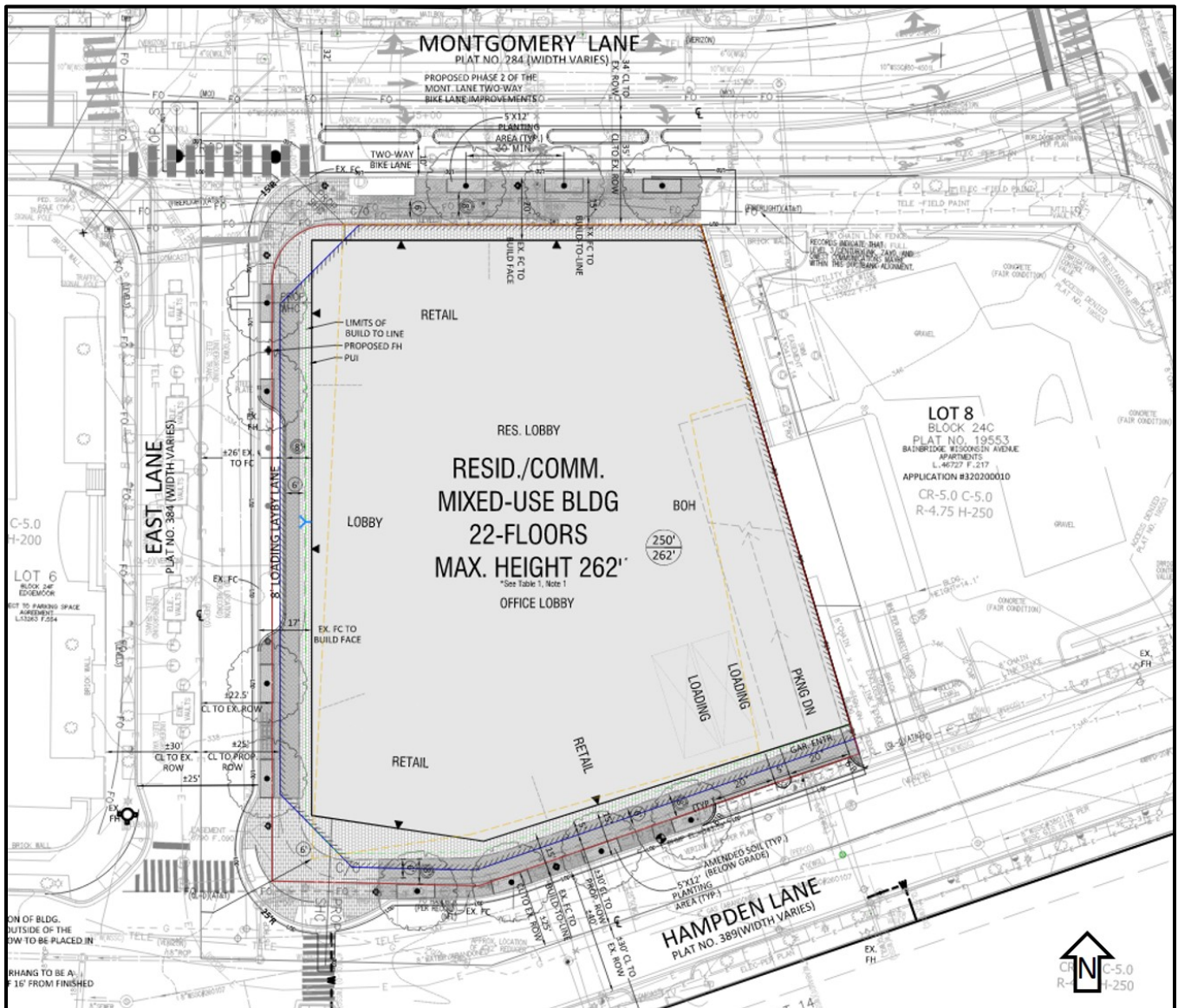


Figure 3 – Proposed Sketch Plan

Building Design

The Applicant proposes to express the mixed-use nature of the Project through the building design. The programming of the building will be vertical with retail on the ground floor, residential in the mid-floors, and office on the top floors. The Applicant provided three options for conceptual massing, each of which shows differentiation of uses through modulation of the building and a variation of floor plates. Each of these conceptual

massing options were presented to the Design Advisory Panel at their June 24, 2020 meeting, and each include upper-story building projections over the ground floor, which will be further discussed below and in Section 4, Analysis and Findings, and reviewed at the time of Site Plan. With each of the three conceptual massing options, the Applicant proposes a sculpted southwest corner, at the intersection of Hampden Lane and East Lane, as well as a ‘program break’ between the residential and office uses, which will allow for an outdoor terraced amenity area for the residential floors. While the building will provide several entrances on the ground floor for retail, the main lobby, which will be shared by the office and residential, will front on East Lane.



Figure 4 – Conceptual massing options of building, showing intersection at East Lane and Hampden Lane

With frontages on Montgomery Lane, East Lane, and Hampden Lane, the Project abuts two intersections at Montgomery Lane at East Lane, and Hampden Lane at East Lane. The Applicant proposes to enhance the pedestrian experience along the entire frontage of the Property, with an emphasis on East Lane as the primary entrance to the building that will provide a link north and south to public transit, and confront an existing public open space to the west. Beyond the ground level, the Applicant envisions incorporating strong building expressions on the upper stories. To achieve this, the Applicant proposes several upper-story building projections on Hampden Lane and Montgomery Lane. Although upper-story building projections, commonly referred to as “cantilevers,” have generally been discouraged in downtown Bethesda, this architectural element can uniquely sculpt a building and provide the quality of urban design envisioned by the Sector Plan. Achieving a high-quality architectural design at this location is the Applicant’s intent, and the Design Advisory Panel discussed these projections in great detail at their June 24th meeting, where they voted in support of the Project. Further review of the upper-story building projections, particularly at the intersection of East Lane and Hampden Lane, will occur at the time of Site Plan.

Another Sector Plan goal is for new developments to achieve tower separation to allow access to light and air, and limit the shadows on the public realm. This Site is adjacent to 7340 Wisconsin Avenue to the east, which recently received Planning Board approval for Sketch Plan No. 320200010, for a 250-foot tall senior living facility. Through the review process, the architects for Sketch Plan No. 320200010 and the Subject Property worked together to agree on a proper tower separation from the shared property line to achieve the Sector Plan vision. The conceptual building section for this project shows a 30’ setback from the property line above the building base, and it is anticipated that the adjacent site (7340 Wisconsin Avenue property) will also provide a similar setback when the project moves forward, achieving a separation that varies between 45’ and 60’.

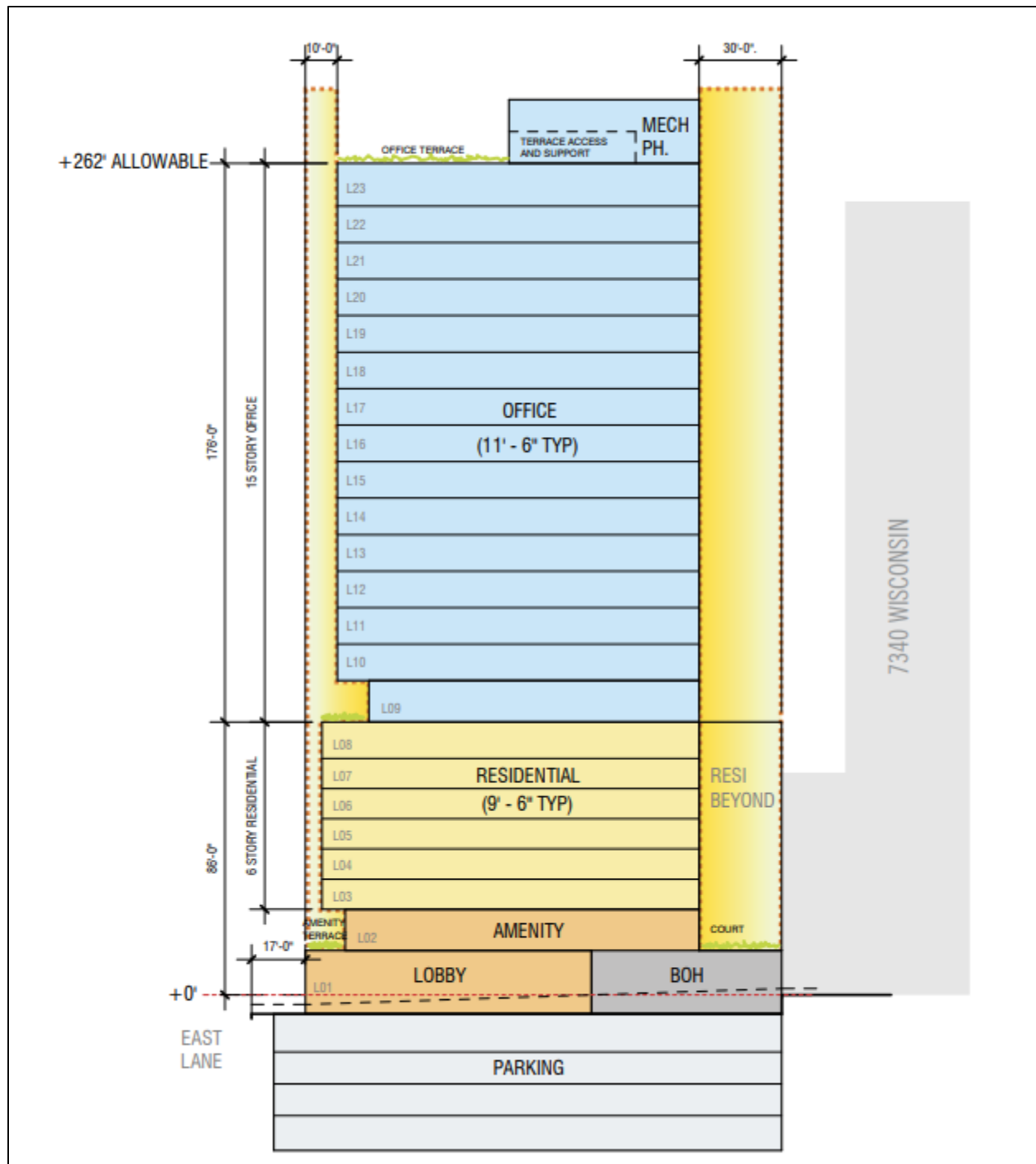


Figure 5 – Building Section of programmed uses showing tower separation
(Viewed from Hampden Lane, looking north)

Building Height

As stated previously, the Applicant proposes to provide a minimum of 17.6% of the residential units as MPDUs, exceeding the Bethesda Overlay Zone requirement of 15%. The Zoning Ordinance eliminates the height requirement to the extent necessary to provide MPDUs beyond 17.5%. The Applicant anticipates one extra floor (12') to accommodate MPDUs, allowing a maximum height of 262', 12' above the zoning maximum height of 250'. The final height will be reviewed at the time of Site Plan.

Open Space

With a tract area of 1.06 acres, the Applicant is required to provide 10% of the Site area as public open space. The Application proposes to provide public open space located adjacent to the existing right-of-way to enhance the overall pedestrian environment along all three of the Property frontages per the Bethesda Design Guidelines and may include private dining areas (up to 5% of total open space) as allowed per Section 59.6.3.6.A.3.b of the Zoning Ordinance. The Public Open Space will be finalized at the time of Site Plan per Section 59.6.3.C of the Zoning Code.

Environment

Forest Conservation

All properties seeking approval of a Sketch Plan after February 26, 2018 must obtain approval of a Natural Resources Inventory/Forest Stand Delineation (NRI/FSD) or Forest Conservation Exemption prior to Planning Board action on the Sketch Plan. The applicant received confirmation for an exemption (42020214E) from submitting a forest conservation plan, on June 24, 2020. The Project is exempt from submitting a forest conservation plan because the proposed activity occurs on a tract of land less than 1.5 acres with no existing forest or existing specimen or champion trees and does not result in forest planting requirements of more than 10,000 square feet.

Green Cover

The Sector Plan includes a number of recommendations to achieve the urban green goals. An important recommendation to this effect is the onsite 35% green coverage minimum. The green cover may include singularly or a combination of intensive green roof (6 inches or deeper) or tree canopy cover. The Application consists of a Site Area of 29,868 square feet (SF) which results in a green cover requirement of at least 10,454 SF. Currently, the Application includes a stormwater concept plan which demonstrates an 8" depth green roof. The green cover provided by this green roof is listed at approximately 11,140 SF, which meets and exceeds the Sector Plan's green cover requirements. Staff is supportive of this proposal and encourages the Applicant to continue to maintain this level of green cover as the Project evolves in order to maintain compliance with the Sector Plan's urban green goals.

Stormwater Management

Although a stormwater management concept plan is not required at Sketch Plan, the Applicant has provided a concept stormwater management report dated June 2020. This report proposes on-site stormwater management for the project via green roof to provide up to ½ inch of treatment and a waiver request for the remaining volume requirement. Submission and approval of the stormwater management concept to the Department of Permitting Services is required at Preliminary Plan and will be further evaluated at that time.

Transportation

Access and Circulation

Pedestrian access to the Property is proposed directly from the existing sidewalks along East Lane (primary lobby access), Hampden Lane, and Montgomery Lane. Bicyclists access the Property via East Lane, Hampden Lane, and Montgomery Lane. Bicycle access will be improved on Montgomery Lane upon implementation of the MCDOT separated bicycle lanes project¹ (anticipated to be completed in fall/winter 2020), discussed below. The Subject Project will incorporate the new separated bicycle lanes into subsequent designs and will participate in their implementation.

¹ CIP No. 500119, Bethesda Bikeway and Pedestrian Facilities:
https://www.montgomerycountymd.gov/OMB/Resources/Files/omb/pdfs/fy16/cip_pdf/P500119.pdf

The Applicant proposes a portion of required parking to be provided onsite in a below grade parking garage, and the remainder of spaces to be located offsite (within ¼ mile to the west), as allowed per the Zoning Ordinance. Vehicular access to the onsite parking garage is proposed via Hampden Lane. A consolidated curb cut shown on the proposed Sketch Plan provides combined access for the two required off-street loading facilities and access to the structured parking garage.

A narrow layby is proposed on East Lane opposite the lobby main entrance to accommodate taxis and ride share activity. The design of the layby will be further refined at the time of Site Plan. Design considerations will be made to avoid impacts to the pedestrian travel experience.

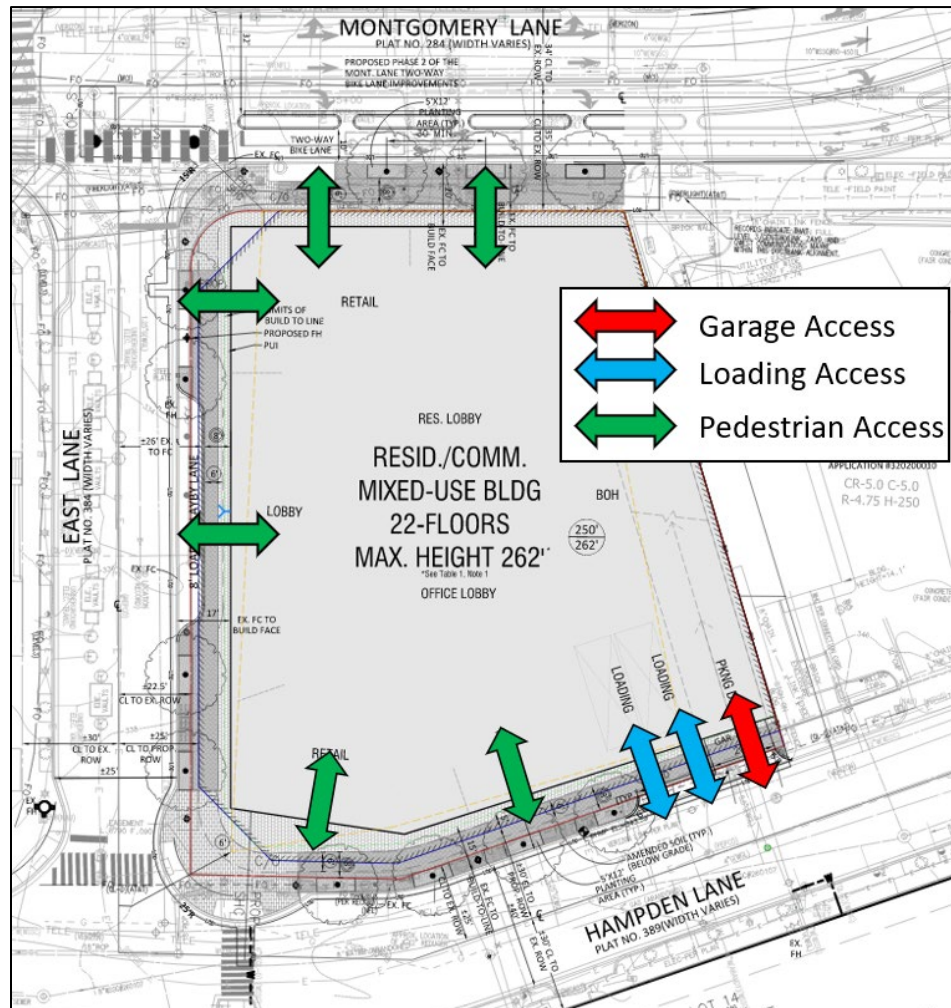


Figure 6 – Pedestrian and Vehicular Circulation

Transit Connectivity

The immediate area is well served by transit that includes the Red Line Bethesda Metrorail Station (located within two blocks of the site), Metrobus, RideOn, the Bethesda Circulator, future Purple Line, and future Bus Rapid Transit (BRT) station, located one block south of the site. The 2013 *Countywide Transit Corridors Functional Master Plan* identifies the intersection of Elm Street and Wisconsin Avenue as a future station location for the MD 355 South Corridor.

Master Plan Roadways and Pedestrian/Bikeway Facilities

The 2017 Bethesda Downtown Sector Plan, the 2018 Master Plan of Highways and Transitways, and the 2018 Bicycle Master Plan recommend the following master plan facilities along property frontage:

1. Montgomery Lane, along the north site frontage, as an Arterial with a minimum right-of-way width of 70' (35' from center line), and separated bike lanes along the south (site) side.
2. East Lane, along the east site frontage, as a Major Highway with a minimum right-of-way width of 50' (25' from centerline).
3. Hampden Lane, along the south site frontage, as a Business District street, with a minimum right-of-way width of 60' (30' from centerline).

Bethesda Bikeway and Pedestrian Facilities

The County Council has endorsed and funded a network of new separated bicycle infrastructure within the Bethesda Downtown (CIP No. 500119) which is anticipated to be completed in fall/winter 2020. That network identifies Montgomery Lane as two-way separated bike lanes to be improved in the future with upgraded, landscaped buffers between motorized and non-motorized traffic on the south side of the street (Figure 7). It is anticipated that this facility will be built and finalized prior to this Site's construction. Staff directed the Applicant to further improve the separated bike lanes currently under design, and to participate in implementation of the Master Planned Montgomery Lane separated bicycle lanes along the Property's Montgomery Lane frontage. Specific details regarding the accommodation of the Montgomery Lane design will be determined as part of subsequent Preliminary and Site Plan reviews.

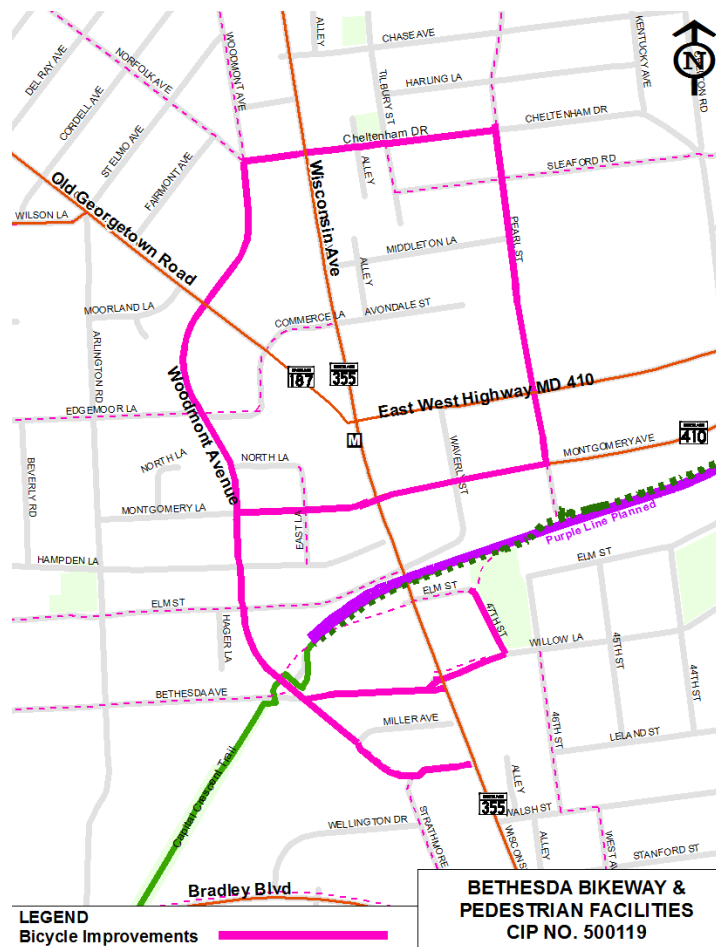


Figure 7 – Bethesda Separated Bikeway Network Map

Transportation Demand Management

As a mixed-use project within the Bethesda Transportation Management District (TMD), the development is required to develop a Level 3 Results Transportation Demand Management (TDM) Plan with the Planning Board and MCDOT to participate in the Bethesda Transportation Management District (TMD). The specific criterion requiring a Level 3 Results TDM Plan is 40,000 square feet of development or more in a Red policy area, as identified in the 2016 -2020 Subdivision Staging Policy. Specific details of the agreement will be determined at Preliminary Plan.

Adequate Public Facilities

Adequate Public Facilities (APF) review will be conducted at the time of Preliminary Plan. Although the Application does not require a formal APF transportation review at Sketch Plan, Staff is including the following illustrative summary of transportation impacts (Table 1), provided by the Applicant¹ and modified by Planning Staff to reflect maximum densities requested in the Application. As a potential development with 150 high-rise dwelling units, 350,000 square feet of office uses², and ground-floor ancillary retail the Project is estimated to generate 607 total peak hour person trips in the morning and 613 total peak hour person trips in the evening. After accounting for peak hour trips currently associated with the existing 96,236 square feet of office use and 13,876 square feet of retail use on the Site, (165 morning peak hour trips and 219 evening peak hour trips), the Project is estimated to generate 442 net new morning peak hour trips and 394 net new evening peak hour trips. As a result of the estimated transportation impact, the Project must submit a Transportation Impact Study with the Preliminary Plan to satisfy the Local Area Transportation Review (LATR).

Table 1 – Hampden East Person Trip Generation

Land Use	Morning Peak Hour	Evening Peak Hour
Existing (credit)		
Office 96, 236 SF	147	146
Retail 13, 876 SF	18	73
Existing Subtotal	165	219
Proposed		
Office 350, 000	73	84
Residential 150 units	534	529
Retail 10,000 SF ³	--	--
Subtotal proposed	607	613
Net New Person Trips	442	394

Source: Transportation Statement by Kimley Horn dated June 9, 2020, modified by Planning Staff

¹ The Applicant is seeking flexibility prior to determination of the Project's final use mix at Preliminary Plan. The development program will not exceed 413,821 total square feet, including up to 413,821 square feet of residential development, and up to 50,000 square feet of non-residential uses. The use mix summarized in this staff report is for illustrative purposes only.

² Section 59.7.3.3.B.3.h.iv. states that the Sketch Plan application must state the estimated range of peak-hour trips. The densities included in this staff report are illustrative and intended to demonstrate a conservative transportation analysis (i.e. more impactful than the development program anticipated as part of the subsequent Preliminary Plan review)..

³ As per the 2017 LATR, retail uses that comprise less than 10 percent of the total gross floor area are considered ancillary and therefore no new person trips are assumed to be generated by the use (LATR page 22).

Travel Mode Adequacy Test

The 2016 Subdivision Staging Policy considers all transportation modes, including: vehicular (auto-driver), transit, walking and biking. Mode-specific adequacy tests are required for any transportation mode estimated to have 50 or more net new peak hour trips associated with the new development. Total person trips for the Project are summarized by travel mode in Table 2. The Project's estimated transportation impact necessitates that the Transportation Impact Study evaluate all four travel mode adequacy tests.

Table 2 – Hampden East Trip Estimate by Mode

	Total Person-Trips	Auto-Driver	Transit	Pedestrian	Bicycle
Morning Peak Hour	442	214	99	166	68
Evening Peak Hour	394	194	93	147	24

Source: Transportation Statement by Kimley Horn dated June 9, 2020, modified by Planning Staff

- As proposed, auto-driver adequacy will be evaluated by measuring intersection delay at two tiers of intersections around the Property.
- Transit system adequacy will be evaluated by inventorying bus routes associated with stations and stops located within 1,000 feet of the Property. Mitigation may be required to address conditions worse than a level of service (LOS) D caused by increased transit demand generated by the Project.
- Pedestrian system adequacy will be evaluated within 500 feet of the Property. The Applicant will coordinate with MCDOT to define the scope and identify the appropriate tiers of the ADA evaluation within the vicinity of the site.
- Bicycle system adequacy will be evaluated by analyzing bikeways within 750 feet of the Property. Mitigation may be required to achieve a Level of Traffic Stress 2 (LTS-2) or lower. Alternatively, the Applicant may implement (or fund) a master-planned improvement that provides and equivalent improvement in the Level of Traffic Stress.

SECTION 4: PROJECT ANALYSIS AND FINDINGS

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

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

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

Table 3 – Hampden East Sketch Plan Data Table

Sketch Plan Data Table			
Section 59.4	Development Standard	Permitted/ Required	Proposed
	Tract Area	n/a	46,312 sf (1.06 ac)
	Prior Dedication	n/a	14,485 sf (0.33 ac)
	Proposed Dedication	n/a	1,959 sf (0.04 ac)
	Site Area	n/a	29,868 sf (0.69 ac)¹
	Mapped Density		
	CR 5.0 C 5.0 R 4.75 H 250'		
	Residential (GFA/ FAR)	219,982 sf (4.75)	165,000 sf (3.56)
	Commercial (GFA/FAR)	231,560 sf (5.0)	360,000 sf (7.77)
	Total Mapped Density (GFA/FAR)	231,560 SF (5.0)	231,560 (5.0)
	Bethesda Overlay Zone Density	n/a	293,440 sf (6.34)
	Total GFA/FAR	n/a	525,000 sf (11.34)
	MPDU Density (GFA/FAR)	15%	17.6%
	Building Height, max	250 feet	262 feet ²
	Public Open Space (min)	10% of Site Area	10% of Site Area
	Green Cover (min)	35% of Site Area	35% of Site Area
	Minimum Setbacks (ft)³		
	East Lane	0'	10'
	Hampden Lane	0'	6'
	Montgomery Lane	0'	4'

¹ The Site Area is subject to change at the time of Preliminary Plan based on the final amount of dedication to be provided.

² Section 59.4.9.2.C.3.b of the Zoning Ordinance eliminates the height requirement to the extent necessary to provide MPDUs beyond 17.5%. The Applicant anticipates one extra floor (12') to be dedicated to MPDUs. Total MPDUs and average residential floor plate to be finalized at Site Plan.

³ Setbacks may be reduced at Site Plan to implement any recommendations from the DAP or to accommodate open space

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

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

a) Implement the recommendations of applicable master plans.

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

1. **Parks and open spaces**, including new civic greens at Veteran's Park, Bethesda Farm Women's Cooperative Market, Capital Crescent Trail and new urban parks, pathways and gateways. Many of these parks on the eastern edge are to be connected through the creation of the Eastern Greenway.
2. **Affordable housing**, including the preservation of existing market-rate affordable housing, providing a mix of housing options and the provision of Moderately Priced Dwelling Units in exchange for development incentives.
3. **Environmental innovation**, including more energy-efficient buildings, better stormwater management, improved sidewalks and bicycle routes, and other measures to enhance community health and quality of life.
4. **Economic competitiveness**, based on new development, public amenities and proximity to public transit to attract businesses and visitors from throughout the region, and foster entrepreneurship and innovation.

The Property is designated as site 103 on page 99 of the Sector Plan. The Property is located in the Wisconsin Avenue Corridor District. This 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. Specifically, the Project addresses the following goals as outlined in the Overarching Goals and Wisconsin Avenue Corridor sections of the Sector Plan:

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

The Project provides an opportunity for infill development of underdeveloped commercial properties within a block of the Metro station, as recommended by the Sector Plan, by converting several commercial properties into a mixed-use Project with up to 350,000 square feet of office, 165,000 square feet of multi-family residential uses, and up to 10,000 square feet of retail.

- *Encourage mixed-income/affordable housing near transit stations.*

The Proposal includes a minimum of 17.6% MPDUs, which exceeds the Sector Plan requirement of 15%. The Project is located two blocks from the Bethesda Metro Station and one block from the future Purple Line Station.

- *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 place a mixed-use building, containing office, high-density residential uses, and street activating retail uses, in the core of downtown Bethesda. The conceptual building design incorporates several urban design elements that will enhance the visual interest from several locations including Wisconsin Avenue, Hampden Lane, East Lane, and Montgomery Lane.

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

The Project will 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, intensive green roof systems are proposed to maximize the Property's overall green cover.

- *Improve the pedestrian environment with upgraded streetscapes*

The Project will improve and enhance the pedestrian environment along all three building frontages on Montgomery Lane, East Lane, and Hampden Lane per the Bethesda Design Guidelines. Additionally, the Applicant will participate in the implementation of master planned separated bicycle lanes along Montgomery Lane.

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

The Project will redevelop existing underutilized commercial sites into a high-rise building offering a mix of uses such as ground floor retail, residential, and office.

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

The Project encourages such development by proposing a mixed use building central to public transit. The Project will enhance the pedestrian environment along three frontages and participate in the Master Planned separated bicycle lanes on Montgomery Lane. The residential portion of the Proposal includes a minimum of 17.6% MPDUs, exceeding the Sector Plan 15% requirement and providing affordable housing in a prime location of downtown Bethesda.

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

The proposed building height of up to 262 feet and mixed-use density is appropriate to the setting due to the Site's proximity to public transit and surrounding mixed use properties. The adjacent properties are zoned for similar height maximums; however this Site proposes a minimum of 17.6% MPDUs,

allowing an additional floor (12') above the zoning maximum of 250 feet, per Section 59.4.9.2.C.3.b of the Zoning Ordinance. The final height will be determined at the time of Site Plan.

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

The Proposal includes 360,000 square feet of retail and office allowing for future employment space, as well as 165,000 square feet of residential uses with a minimum of 17.6% MPDUs, exceeding the affordable housing requirement for the Bethesda Overlay Zone.

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 100 public benefit points from a minimum of 4 categories to achieve the desired incentive density above the standard method limit. Final determination of public benefit points will be determined at the time of Site Plan.

The Bethesda Overlay Zone (BOZ) was adopted July 18, 2017, specifically to implement the recommendations of the *Bethesda Downtown Sector Plan* as it relates to density, building heights, affordable housing, parks, and design. The BOZ set a cap of overall development (32.4 million square feet) whereby the zoning approved for most properties retains the base density but increases the heights on respective sites. An Applicant can request an allocation of density over the base density to build to the maximum height permitted by the Zone, as needed. An allocation of density from the BOZ requires a park impact payment of \$11.08/square foot based upon the density requested and facilitates acquisition of parkland in the downtown Bethesda area. This Application is requesting an allocation of 293,440 square feet from the BOZ initiating a Park Impact Payment (amount to be determined during Site Plan review) to be paid at the time of building permit. The amount of density allocated from the BOZ for this Application is deducted from the 32.4 million cap.

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

As discussed in Finding 1.a above, the Project substantially conforms to the recommendation of the 2017 *Bethesda Downtown Sector Plan*. The type of development proposed by the Project will locate office and high-density residential uses, and street activating retail uses, in the core of downtown Bethesda and within a high energy performance building. The residential component will provide a minimum of 17.6% MPDUs, which exceeds the Bethesda Overlay Zone requirement and achieves one of the main goals of the Sector Plan, affordable housing.

The conceptual building design incorporates several urban design elements that will achieve design excellence and enhance the visual interest from several locations including Wisconsin Avenue, Hampden Lane, East Lane, and Montgomery Lane. To achieve this visual interest, the Applicant proposes several upper-story building projections on Hampden Lane and Montgomery Lane. Although upper-story building projections, commonly referred to as "cantilevers," have generally been discouraged in downtown Bethesda, this architectural element can uniquely sculpt a building and provide the quality of urban design envisioned by the Sector Plan. Achieving a high-quality architectural design at this location is the Applicant's intent, and the Design Advisory Panel discussed these projections in great detail at their June 24th meeting, where they voted in support of the Project. Further review of the upper-story building projections, particularly at the intersection of East Lane and Hampden Lane, at the time of Site Plan.

Another Sector Plan goal is for new developments to achieve tower separation to allow access to light and air, and limit the shadows on the public realm. This Site is adjacent to 7340 Wisconsin Avenue to the east, which recently received Planning Board approval for Sketch Plan No. 320200010, for a 250-foot tall senior living facility. Through the review process, the architects for Sketch Plan No. 320200010 and the Subject Property worked together to agree on a proper tower separation from the shared property line to achieve the Sector Plan vision. The conceptual building section for this project shows a 30' setback from the property line above the building base, and it is anticipated that the adjacent site (7340 Wisconsin Avenue property) will also provide a similar setback when the project moves forward, achieving a separation that varies between 45' and 60'.

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 Project will enhance the streetscape along all three frontages: Hampden Lane, East Lane, and Montgomery Lane. On East Lane, the enhanced public space will connect with a new through block connection to the south, providing a direct link to the future Purple Line Station, and connect to the existing public open space to the north with access to the existing Bethesda Metro Station.

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

As proposed, circulation, parking, and loading is safe adequate and efficient. While the main building entry will be from East Lane, pedestrians will be able to access the Site from all three frontages. Montgomery Lane will provide various retail frontages and Hampden Lane will provide a secondary building entrance as well as access to other retail. Pedestrian travel will be further enhanced by installation of the Bethesda Streetscape on all frontages.

Vehicular access and loading to the Site will occur from a consolidated access point along Hampden Lane. As conditioned, this access point will be minimized in width to maximize the pedestrian experience.

The Applicant will participate in the implementation of the Master Planned Separated Bicycle Facility along Montgomery Lane. This facility will include landscaped buffers and an intermediate-grade, two-way separated bike lane adjacent to the sidewalk. The Project will provide long term bicycle parking internal to the parking garage as well as short term parking spaces near the building entrances, to be finalized at the time of Site Plan.

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

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

For the proposed development, the Zoning Ordinance requires 100 points from 4 categories. Although at the time of Sketch Plan review only the categories need be approved, the following table shows both the categories and points for the public benefits requested at Sketch Plan to demonstrate the project's ability to meet the requirement to provide sufficient benefit points.

Table 4 – Public Benefit Calculations

Public Benefits Calculations		
Public Benefit	Incentive Density Points	
	Max Allowed	Requested
59.4.7.3C: Connectivity and Mobility		
Minimum Parking¹	20	13
59.4.7.3.D: Diversity of Uses and Activities		
Affordable Housing¹	n/a	39
59.4.7.3E: Quality of Building and Site Design		
Exceptional Design¹	30	30
Structured Parking	20	20
59.4.7.3.F: Protection and Enhancement of the Natural Environment		
Building Lot Termination (BLT)	30	4.5
Energy Conservation and Generation¹	25	15
TOTAL		121.50

¹Denotes Sector Plan priority

Connectivity and Mobility

Minimum Parking: The Applicant requests 13 point for providing fewer than the maximum allowed number of parking spaces. Points for this incentive are granted on a sliding scale from no points for providing maximum allowable number of on-site spaces to 20 points for providing no more than the minimum numbers of spaces on-site. Based on the formula set forth in the Guidelines, the Applicant is eligible for 13 public benefit points in this category. Final determination will be made at Site Plan and Staff supports the category at this time.

Diversity of Uses and Activities

Affordable Housing: The Applicant requests 39 points for providing 17.6% Moderately Priced Dwelling Units. The final percentage and number of affordable units will be determined at Site Plan. Staff supports the Applicant's request at this time.

Quality of Building and Site Design

Exceptional Design: The Applicant requests 30 points for building and/or site design that enhances the character of a setting. As a site receiving an allocation of Bethesda Overlay Zone density, the Project is subject to the Design Advisory Panel review, which will award points based on the quality of the design. The Applicant asserts that the Project fulfills many recommendations of the *Bethesda Downtown Sector Plan* and Design Guidelines.

The Applicant states the Project provide innovative solutions in response to the immediate context through the proposed 'vertical village, three volumes and outdoor spaces'. The mixed-use programming could not be achieved with the uses being adjacent to one another, therefore the vertical programming allows for sculpting of each of the vertical uses. Large outdoor terraces are proposed in the vertical junctures between uses which will provide visual relief and amenity areas for the building users.

The Project will create a sense of place and landmark through biophilic design principles. The surrounding area contains several open spaces and important pedestrian links to public transit, therefore the Project's emphasis on the public realm will enhance the existing network and through building design, will offer urban and architectural opportunity for expression in the neighborhood.

The Project will introduce unique forms and materials through geometric expression of the programmed uses. The materials will be selected to achieve compatibility with the neighborhood character while providing a distinctive building of juxtaposed forms. The conceptual materials include clay masonry, tinted precast concrete, with the retail and terrace areas being primarily glass.

The Project will enhance the public realm in a distinct and original manner through each of the frontages and providing street scale volumes. Particular attention will be spent on creating a dramatic corner expression at East Lane and Hampden Lane, where outdoor seating is anticipated.

The Design Advisory Panel (DAP) unanimously voted the Project is on track to meet the minimum design excellence points at their June 24, 2020 meeting with the following recommendations:

- Further development of the base articulation, including how it relates to the public spaces across East and Hampden Lanes;
- Continue to develop the design to address the use of building overhangs based on the comments raised at the DAP;
- Further refine the relationship between the rear facades;
- Study the potential for shared access between the two buildings with clear preference for split access between Montgomery and Hampden.

Staff supports the Applicant's request at this time, with further refinement at the time of Site Plan.

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

Protection and Enhancement of the Natural Environment

Building Lot Termination (BLT): The Applicant requests 4.5 points 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 Applicant's request at this time.

Energy Conservation and Generation: The Applicant is requesting 15 points for providing a building that exceeds applicable energy efficiency standards by 17.5%. Staff supports this request at this time.

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

The Project will be built in one phase.

SECTION 5: COMMUNITY OUTREACH AND ISSUES

Applicant Outreach

The Applicant held a pre-submittal public meeting on May 21, 2020. This meeting was conducted virtually per COVID-19 Guidelines and has complied with all submittal and noticing requirements.

Correspondence

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

CONCLUSION

As conditioned the Sketch Plan application satisfies the findings under Section 59.4.5.4 of the Zoning Ordinance and substantially conforms to the recommendations of the 2017 *Bethesda Downtown Sector Plan*. Therefore, Staff recommends approval of the Hampden East Sketch Plan No. 320200070, with the conditions specified at the beginning of this report.

ATTACHMENTS

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