

MONTGOMERY PEARL

SKETCH PLAN NO. 320260020



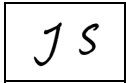
Request for up to 703,000 square feet of total density for a mixed-use development (for up to 625,000 square feet of multi-family residential development, with 15% MPDUs, and for up to 78,000 square feet of commercial development), and up to 73,196 square feet of BOZ density with associated Park Impact Payment, on 3.81 acres in downtown Bethesda.

COMPLETED: 4/17/2026

PLANNING BOARD HEARING DATE: 4/30/2026

MCPB ITEM NO. 5

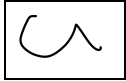
Planning Staff



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LOCATION/ADDRESS

At the southwest & southeast quadrants of the intersection of Pearl St. and Montgomery Ave. in downtown Bethesda

MASTER PLAN

2017 *Bethesda Downtown Sector Plan* & 2025 *Bethesda Downtown Plan Minor Master Plan Amendment*

ZONE

CR-5.0, C-4.0, R-4.75, H-175'; CR-3.0, C-3.0, R-3.0, H-145'; CR-1.5, C-1.5, R-1.5, H-145'; CR-1.5, C-1.5, R-1.5, H-120'; and the Bethesda Overlay Zone

PROPERTY SIZE

3.81 acres

APPLICANT

Promark Development, LLC

ACCEPTANCE DATE

January 22, 2026

REVIEW BASIS

Chapter 59

Summary:

- Staff recommends **approval** with conditions.
- The Sketch Plan application proposes redeveloping a site in downtown Bethesda with up to 703,000 square feet of mixed-use development, with up to 625,000 square feet of residential development, with a minimum of 15% MPDUs, and 78,000 square feet of non-residential uses, in three buildings, varying in height from 55 feet to 145 feet.
- The Application proposes to use up to 73,196 square feet of Bethesda Overlay Zone density with associated Park Impact Payment (to be determined at Site Plan).
- The proposed buildings will have frontage on Pearl Street, Montgomery Avenue, and with access and frontage to the Capital Crescent Trail.
- Upon Sketch Plan approval, the development will require subsequent Preliminary and Site Plan applications.
- Staff received community correspondence on the Application expressing support for the Application and sharing concerns regarding traffic impacts and the location.

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SECTION 1: RECOMMENDATIONS AND CONDITIONS

SKETCH PLAN 320260020

Staff recommends approval of Montgomery Pearl, Sketch Plan No. 320260020, for up to 703,000 square feet of total density for a mixed-use development (up to 625,000 square feet of multi-family residential development, with 15% MPDUs, and up to 78,000 square feet of commercial development), and up to 73,196 square feet of BOZ density with associated Park Impact Payment on 3.81 acres, zoned CR-5.0, C-4.0, R-4.75, H-175'; CR-3.0, C-3.0, R-3.0, H-145'; CR-1.5, C-1.5, R-1.5, H-145'; CR-1.5, C-1.5, R-1.5, H-120'; within the Bethesda Overlay Zone, and within the 2017 *Bethesda Downtown Sector Plan* and 2025 *Bethesda Downtown Plan Minor Master Plan Amendment*. The following site development elements are binding under Section 59-7.3.3.F:

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 conditions¹:

1. **Density**

The Sketch Plan is limited to a maximum of 703,000 square feet of total density for a mixed-use development (625,000 square feet of residential development, with a minimum of 15% MPDUs, and 78,000 square feet of non-residential development), and up to 73,196 square feet of Bethesda Overlay Zone (BOZ) density.

2. **Height**

- a) West Building: The development is limited to a maximum height of 55 feet, as measured from the building height measuring point to be illustrated on the Certified Site Plan.
- b) Central Building: The development is limited to a maximum height of 145 feet, as measured from the building height measuring point to be illustrated on the Certified Site Plan.
- c) East Building: The development is limited to a maximum height of 120 feet, as measured from the building height measuring point to be illustrated on the Certified Site Plan.

¹ For the purposes 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.

3. **Incentive Density**

At the time of Site Plan application, the requirements of Division 59-4.7 and the *Incentive Density Implementation Guidelines* for CR and CRT Zones must be fulfilled for each public benefit. The Applicant must demonstrate how they are achieving incentive density by providing a combination of public benefits as listed below, however modifications may be made under Section 59-7.3.3.I at the time of Site Plan application, without amending the Sketch Plan. Final categories and tiers will be established at Site Plan approval.

- a) Environmental Resilience: Energy Efficiency
- b) Infrastructure for Compact Growth: Public Facilities
- c) Complete Communities: Design Excellence

4. **Public Open Space**

The Applicant must provide a minimum of 10% of the Site Area as Public Open Space.

5. **Park Impact Payment**

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

6. **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 Section 2.3.2 of the associated Design Guidelines; any proposed tree canopy must utilize tree species and canopy sizes at 20-year maturity per the M-NCPPC approved Trees Technical Manual. Any credited green roof areas must be built in and avoid the use of tray systems.

7. **Bethesda Downtown Plan Design Guidelines**

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

- a) Address comments from the Design Advisory Panel regarding site amenities, landscaping, and architectural themes between the East, Central, and West buildings as specified in the September 24, 2025 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*.

8. **MCDOT**

The Planning Board has reviewed and accepts the recommendations of the Montgomery County Department of Transportation (“MCDOT”) in its letter dated April 2, 2026, and incorporates them as conditions of the Sketch Plan approval. The Applicant must comply with each of the recommendations in the letter, which may be amended by MCDOT if the amendment does not conflict with any other conditions of the Sketch Plan approval.

9. **DHCA**

The Planning Board has reviewed and accepts the recommendations of the Montgomery County Department of Housing and Community Affairs (“DHCA”), in its letter dated April 6, 2026, and incorporates them as conditions of the Sketch Plan approval. The Applicant must comply with each of the recommendations in the letter, which DHCA may amend if the amendment does not conflict with other conditions of the Sketch Plan approval.

10. Future Coordination for the Preliminary and Site Plan

In addition to any other requirements for Site Plans under Chapter 59, the Applicant must address the following in the Preliminary Plan and Site Plan applications as applicable:

- a) The updated NRI must be approved prior to submission of the Preliminary Plan;
- b) Submit and receive approval of a Forest Conservation Plan;
- c) Identify and address all existing/potential utility conflicts or other site limitations with street tree design in order to realistically achieve the streetscape plantings goals;
- d) Address the Canopy Corridors guidelines (*Bethesda Downtown Sector Plan Design Guidelines 2.1.10*) to among other related goals, explore providing a double row of trees along Montgomery Avenue and Pearl Street frontages;
- e) Address the Urban Ecosystems recommendations of the *Bethesda Downtown Plan* (Section 1.3.3) including but not limited to the streetscape canopy goals and the burying overhead wires to avoid conflicts with street trees;
- f) Provide details, cross sections, and specifications demonstrating appropriate soil volumes for new plantings;
- g) Obtain Stormwater Management concept approval consistent with Chapter 19 of the Montgomery County Code that also addresses the recommendations of the *Bethesda Downtown Sector Plan Water Quality* (Section 2.4.2.B);
- h) Address Bird-Safe Design per the *Bethesda Downtown Sector Plan Design Guidelines*, with emphasis on glazing;
- i) Address the High Performance Area recommendations per the *Bethesda Downtown Sector Plan* (Section 1.3.4) and submit a draft Energy use/generation model as required by the Bethesda Implementation Guidelines.
- j) Provide a noise analysis at Preliminary Plan submission addressing the current and 20-year projected noise levels impacting the site.

11. Validity

A Site Plan must be submitted within 36 months after the date the resolution is sent in accordance with Section 59-7.3.3.G of the Zoning Ordinance.

SECTION 2: SITE DESCRIPTION

VICINITY

The Subject Property is located in downtown Bethesda within the Pearl District, at the southwest and southeast quadrants of the intersection of Pearl Street and Montgomery Avenue. The Capital Crescent Trail (“CCT”) and the future Purple Line are located directly to the south. Elm Street Urban Park is located to the southwest and Leland Neighborhood Park is located to the southeast. The Air Rights office building and several hotels are located to the west. An assortment of commercial uses is located to the east. Montgomery Avenue is located directly to the north. Montgomery Avenue is comprised primarily of commercial buildings with a mix of office and commercial uses. Pearl Street bisects the Subject Property and includes a similar mix of uses. The buildings along Montgomery Avenue are mostly uniform in height around the Subject Property, while the buildings along Pearl Street, extending to the north, step down significantly in height.

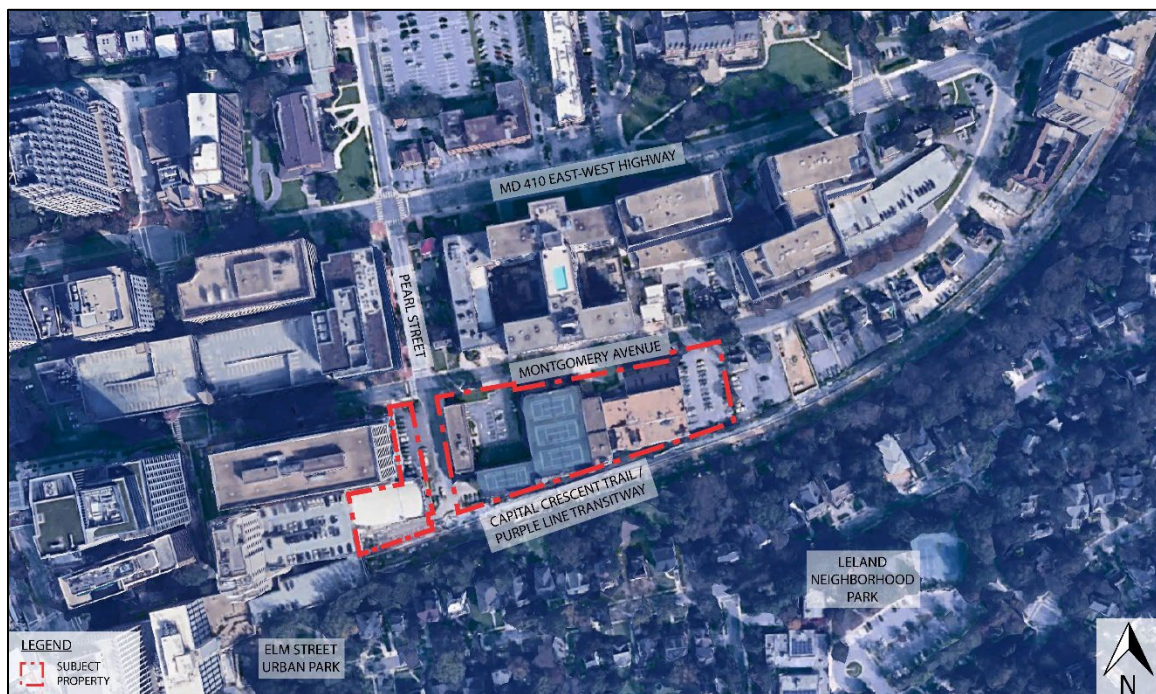


Figure 1 – Vicinity Map

PROPERTY DESCRIPTION

The Subject Site (Subject Property, Property, Site) is located at the southwest and southeast quadrants of the intersection of Pearl Street and Montgomery Avenue; addressed at 4540, 4424, 4340, and 4338 Montgomery Avenue and 7300 Pearl Street in downtown Bethesda. The Subject Property is bisected into two portions by Pearl Street. The western portion of the Site is comprised of Lot 14 on Block 5, recorded in Plat No. 125 (April 1910), and Parcel B on Block 5, recorded in Plat No. 9443 (November 1969). The eastern portion of the Site is comprised of Lots 1, 2, and 3 on Block 6, recorded

in Plat No. 125 (April 1910), Parcel B on Block 6, recorded in Plat No. 14905 (August 1984), and Lot Nos. 2 and 3 on Block 2, recorded in Plat No. 463 (June 1933). When both sides are combined, the Property contains 3.81 tract acres, with 3.04 acres of Site area remaining after prior dedications.



Figure 2 – View of Subject Property from intersection of Montgomery Ave. and Pearl St.



Figure 3 – View of the existing health club on Montgomery Ave. on the Subject Property

The Subject Property is zoned CR-5.0, C-4.0, R-4.75, H-175; CR-3.0, C-3.0, R-3.0, H-145; CR-1.5, C-1.5, R-1.5, H-145; CR-1.5, C-1.5, R-1.5, H-120; and within the Bethesda Overlay Zone. The Site is currently developed with two office buildings, a two-story health/wellness club, parking lots, and a vacant portion previously approved for development. The first office building, located at 7300 Pearl Street, is completely vacant, while the second office building, located at 4424 Montgomery Avenue, is 75 percent vacant. There are dedicated parking areas for each of the office buildings. There are existing sidewalks with street trees along Montgomery Avenue and Pearl Street. Vehicular access is provided by Montgomery Avenue and Pearl Street. The health club includes a ramp down to a structured parking area.

The Property is within the Rock Creek watershed, which is a use class I watershed. The Site is not associated with any areas of forest, 100-year floodplains, or steep slopes. There are lawns and landscape elements along the northern Property line along Montgomery Avenue. The soils associated with the Property are classified as urban land and are not considered highly erodible or otherwise sensitive. There are no known rare, threatened, or endangered species on the Property.



Figure 4 – Aerial of Subject Property

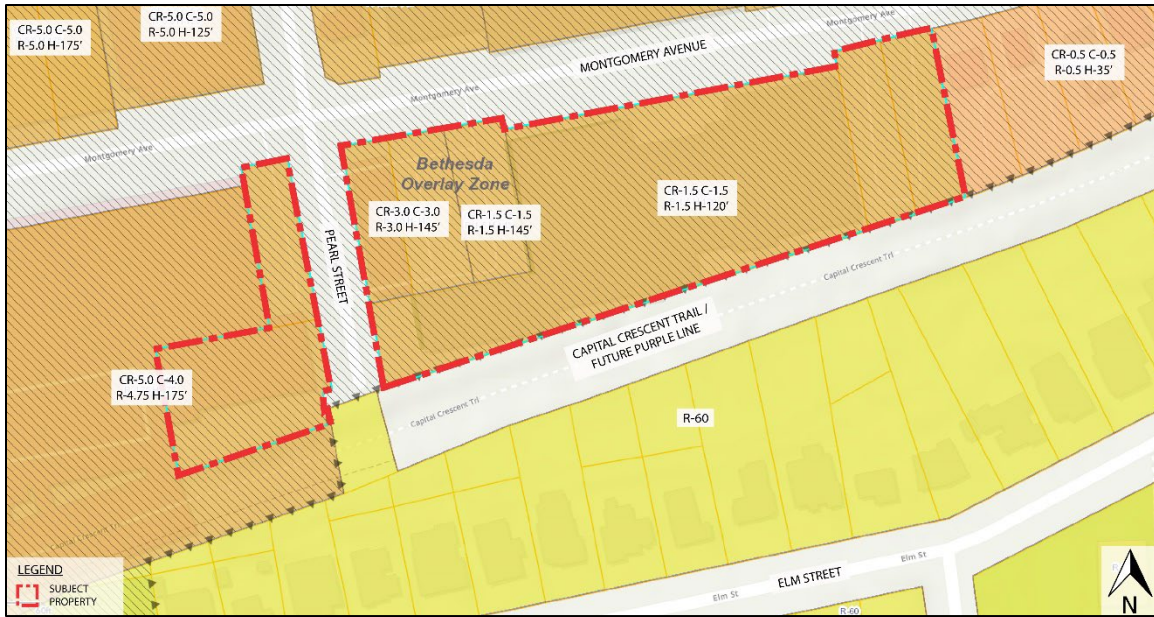


Figure 5 – Zoning Map of Subject Property

SECTION 3: PROJECT DESCRIPTION

PROPOSAL

The Applicant proposes to redevelop the Site with three new mixed-use buildings that range in height from 55 feet up to 145 feet with structured parking access from Montgomery Avenue and the terminus of Pearl Street. The development envisions a total density of 703,000 square feet, consisting of 625,000 square feet of multi-family residential development for up to 590 units, with 15% MPDUs, and 78,000 square feet of non-residential development. The non-residential development consists of 76,000 square feet for a new health and wellness club and 2,000 square feet for ground floor retail. The three proposed buildings are identified as the West Building, Central Building, and East Building. The West Building is expected to include up to 110 units, ground-floor retail, and a maximum height of 52 feet. The Central Building is expected to include up to 210 units, the new health and wellness club, and a maximum height that steps down from 145 feet along the western edge to 120 feet on the eastern edge. The East Building is expected to include up to 270 units and a maximum height of 120 feet. Included within the Application is a new urban plaza and terraced staircase located at the terminus of Pearl Street. Pearl Street will function as a shared street and will physically and visually connect the Pearl District to the CCT. The urban plaza will feature gathering spaces, improved visibility, and direct access to the CCT. Also included within the Application is a linear landscape park located along and adjacent to the CCT, enhanced streetscapes and widened sidewalks along Montgomery Avenue, improved bicycle facilities, on-street parking, and a mid-block connection

between the Central Building and East Building. The connection will provide access from Montgomery Avenue to parking for the Central Building and to the CCT and landscape park.

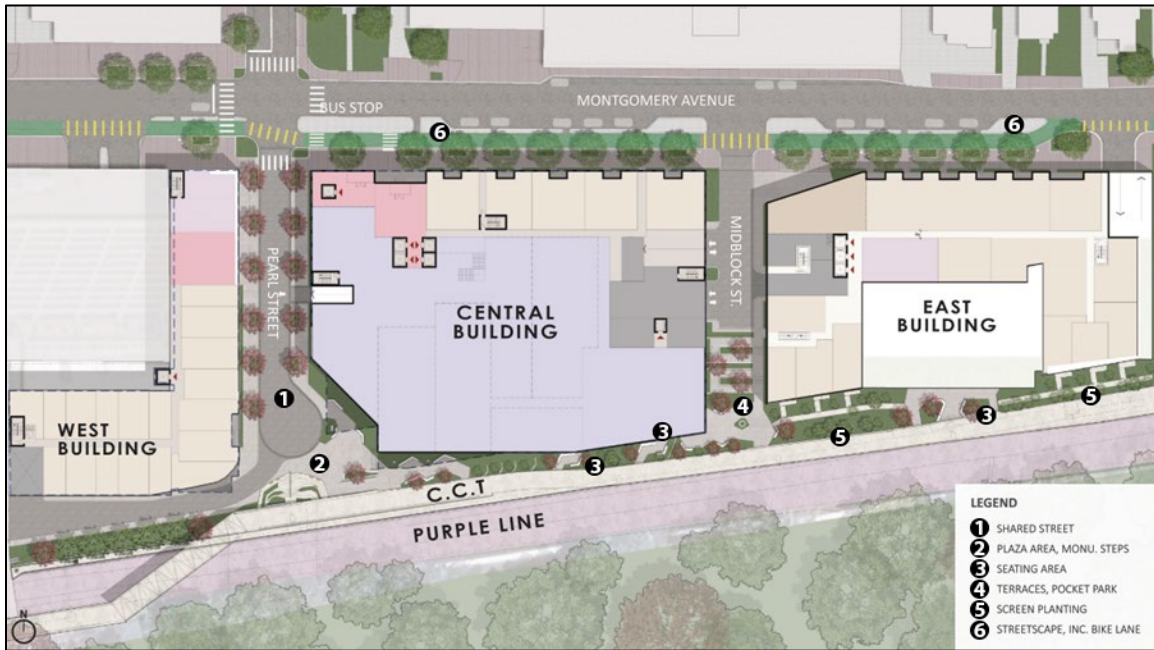


Figure 6 – Concept rendering of Sketch Plan No. 320260020

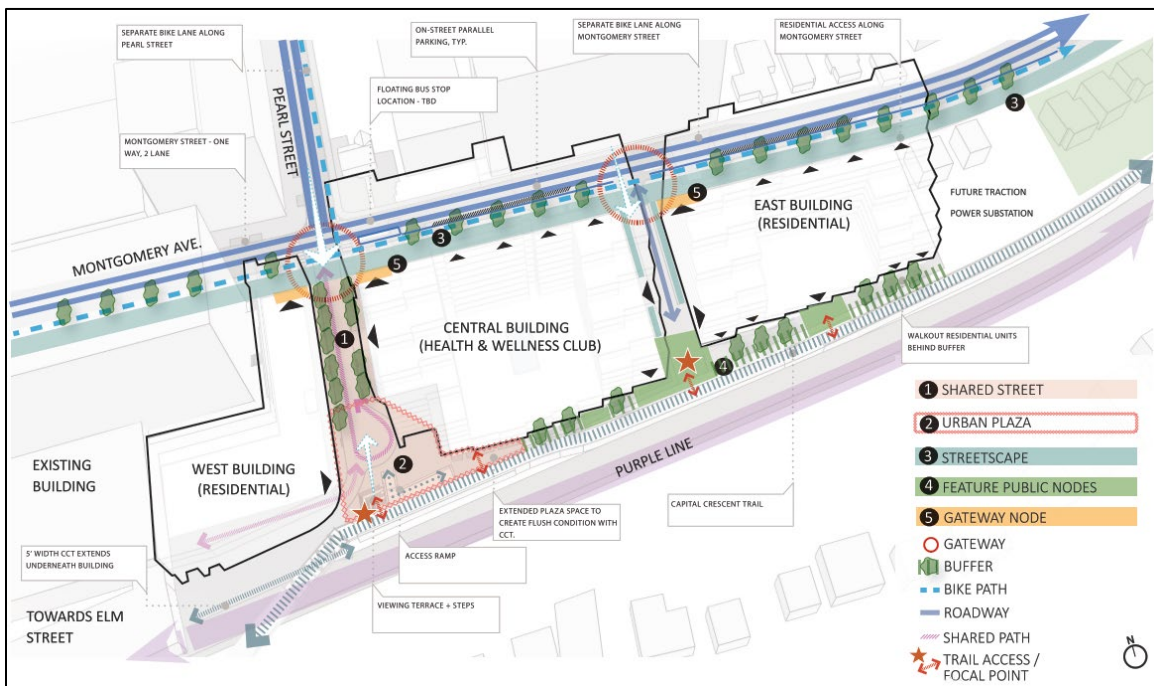


Figure 7 – Framework development plan for Sketch Plan No. 320260020

BUILDING/ARCHITECTURE

The proposed massing for the three buildings has been composed in response to the Subject Property's location along Montgomery Avenue, Pearl Street, and the Capital Crescent Trail. The overall massing for the three buildings is visually articulated and designed to break down the different elements of the massing into separate components, while activating each of the frontages. The Central Building and East Building feature stepped massing along the southern façades, thereby creating terraces in response to the compatibility requirements for the adjacent residential community to the south in the Town of Chevy Chase. The terraces create outdoor rooms and spaces for the future residents, while softening the scale and massing for the two buildings. The terraces provide a transition from the commercial office buildings to the north and west to the single-family homes located in Chevy Chase to the south. The massing for the three buildings is composed cohesively as a whole, with each individual building featuring a unique, individual massing when viewed in isolation. The massing incorporates clean and contemporary lines, a varied material palette, and façade treatments that provide visual interest while breaking down each building's massing. The three buildings feature articulated massing, terraces, balconies, and varied rooflines to provide visual interest, compatibility, and ultimately contribute to the public realm of the Pearl District. Access to the residential units and non-residential uses for each of the buildings will be provided from the different frontages of the building. By providing access from each of the different façades, residents and patrons will have unfettered access to the public realm surrounding the buildings, while also further activating the streetscapes and related public areas.



Figure 8 – Perspective looking southeast from Montgomery Ave.



Figure 9 – Perspective looking northeast from the Purple Line and CCT

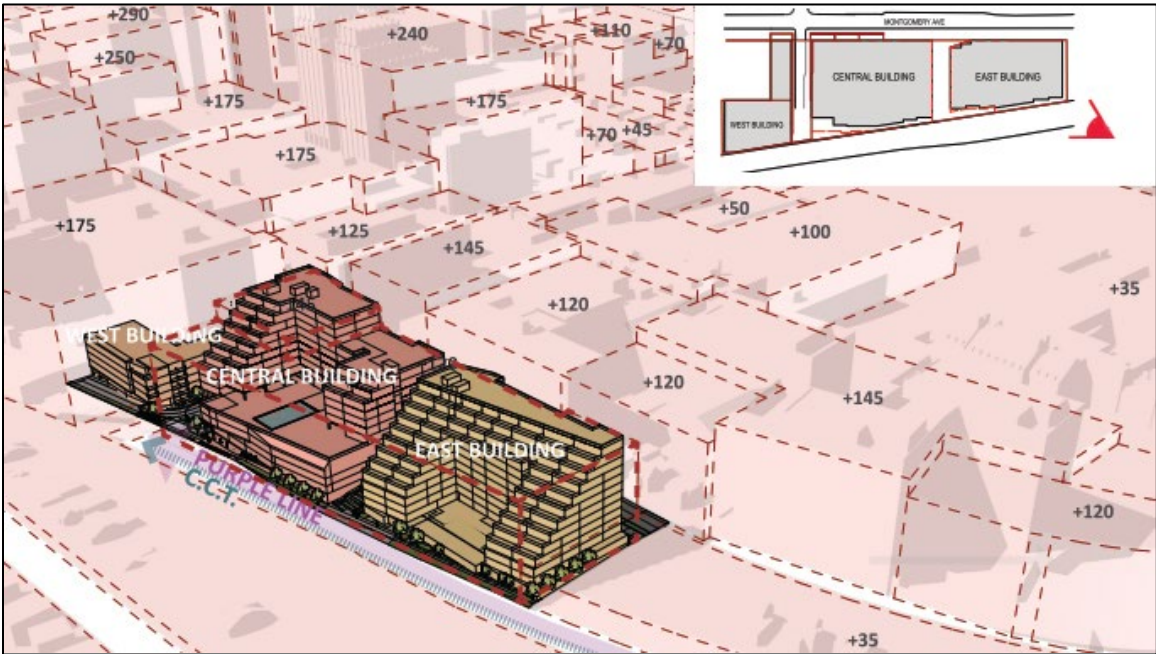


Figure 10 – Building massing with allowable heights

The Proposal was presented to the Bethesda Design Advisory Panel in July and September of 2025. The Panel voted that the Project was on track to receive a minimum of 10 design excellence points as required for projects within the Bethesda Overlay Zone.

OPEN SPACE

Based on the tract area and number of street frontages, the Project is required to provide 10% of the Site area as public open space, totaling 12,730 square feet. The Applicant proposes to meet this requirement by developing Pearl Street as a shared street. It includes an urban plaza, a linear landscape park located adjacent to the Capital Crescent Trail, and a terraced pocket park located at the mid-block connection between the Central and East buildings. The proposed Pearl shared street includes an assortment of different paving materials, a narrower overall width to slow vehicles, and site furniture in different seating arrangements along both sides. The urban plaza is located at the southern terminus of Pearl Street and includes an elevated portion that directly connects to the CCT, while also extending the overall width. The elevated portion is accessible by a monumental, terraced stair that provides a physical and visual link, while also defining a gateway connection between the Pearl District and CCT. The linear landscape park is located along the CCT as it extends from east-to-west along the southern edge of the Subject Property. The linear park includes a mix of enhanced landscaping, seating areas, and different nodes that provide trailhead connections to the CCT. The terraced pocket park is an extension of the linear park. It provides the same amenities, while also providing a mid-block connection to Montgomery Avenue. The design for the public open space defines an active mixed-use environment that accommodates pedestrians and bicyclists, while also articulating and creating a human-scaled gateway and connection for the Pearl District and the Capital Crescent Trail. The Applicant has provided a framework plan, shared street plan, and mid-block connection plan, all with accompanying precedent images. These help to visualize how these spaces will feel with the inclusion of a shared street, elevated urban plaza, linear park, and terraced pocket park.

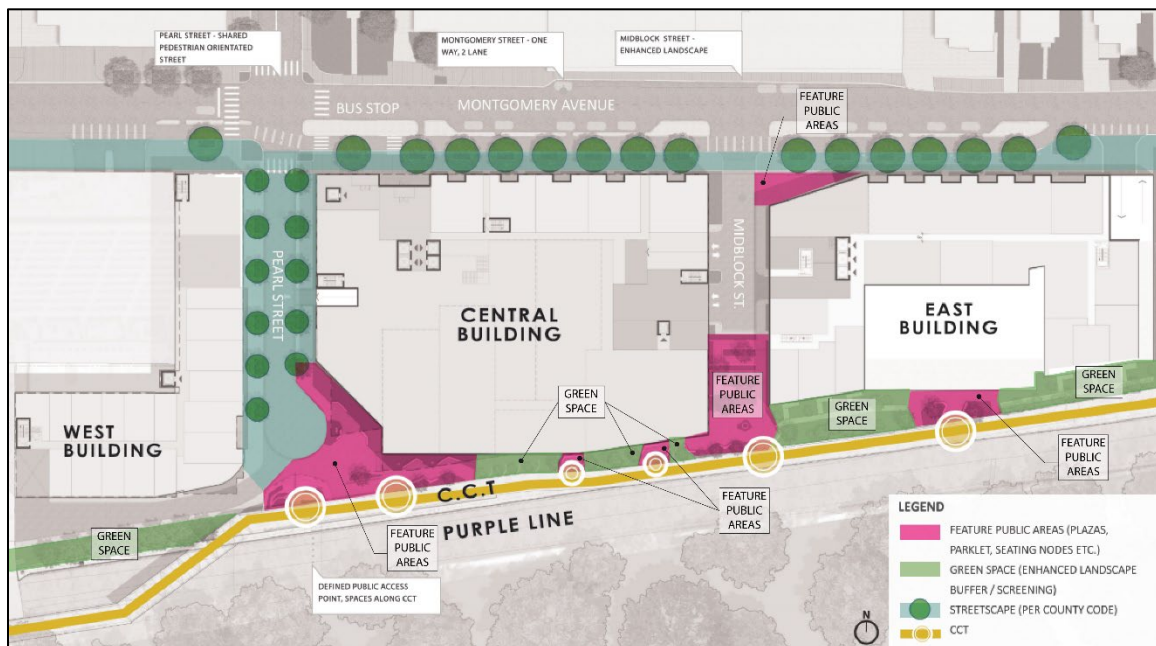


Figure 11 - Public open space layout

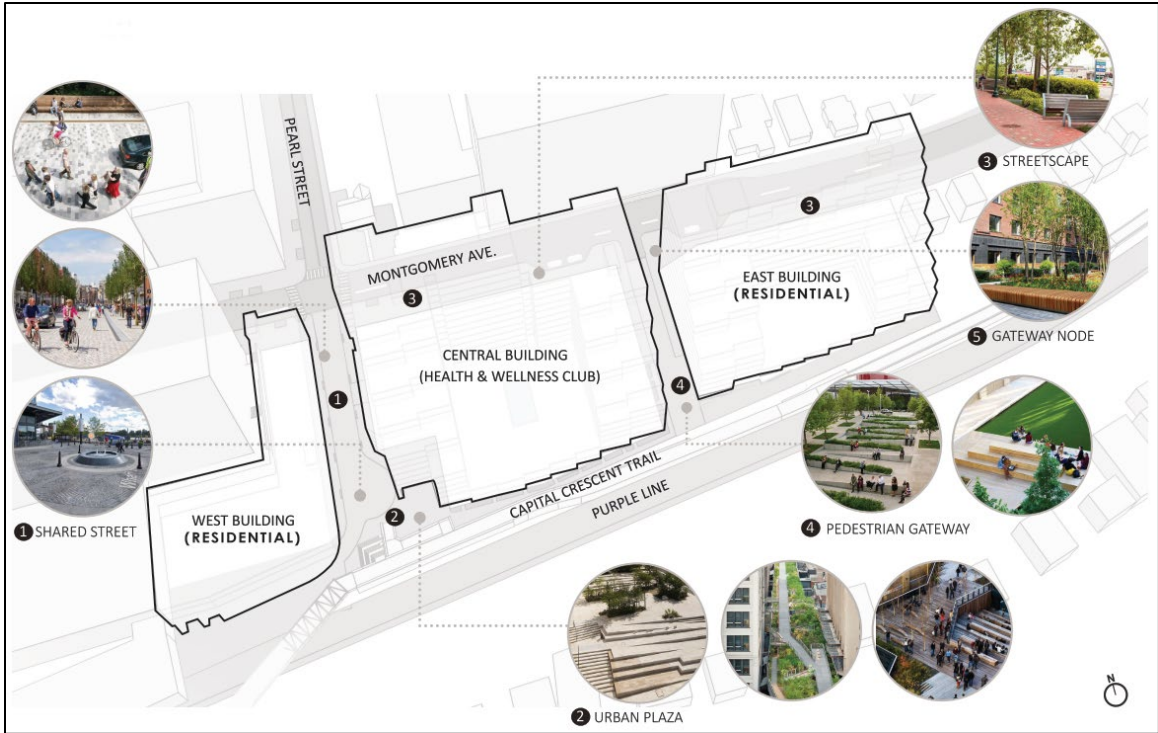


Figure 12 – Public open space layout, typology, and precedent



Figure 13 – Mid-block connection, layout, and precedent images



Figure 14 – Pearl St. shared street location, layout, and precedent images

TRANSPORTATION

Vehicular access for the three proposed buildings is provided via three access points on Montgomery Avenue. Access to parking for the East building will be provided via a curb cut from Montgomery Avenue. Another connection from Montgomery Avenue provided between the Central and East buildings will provide access to the parking and loading for the Central building and to the East building's loading. Additionally, the Central building will have a second exit point from Pearl Street. Parking and loading for the West building will be accessed from an existing driveway at the end of Pearl Street. Vehicular and loading access is shown in Figure 15 below.

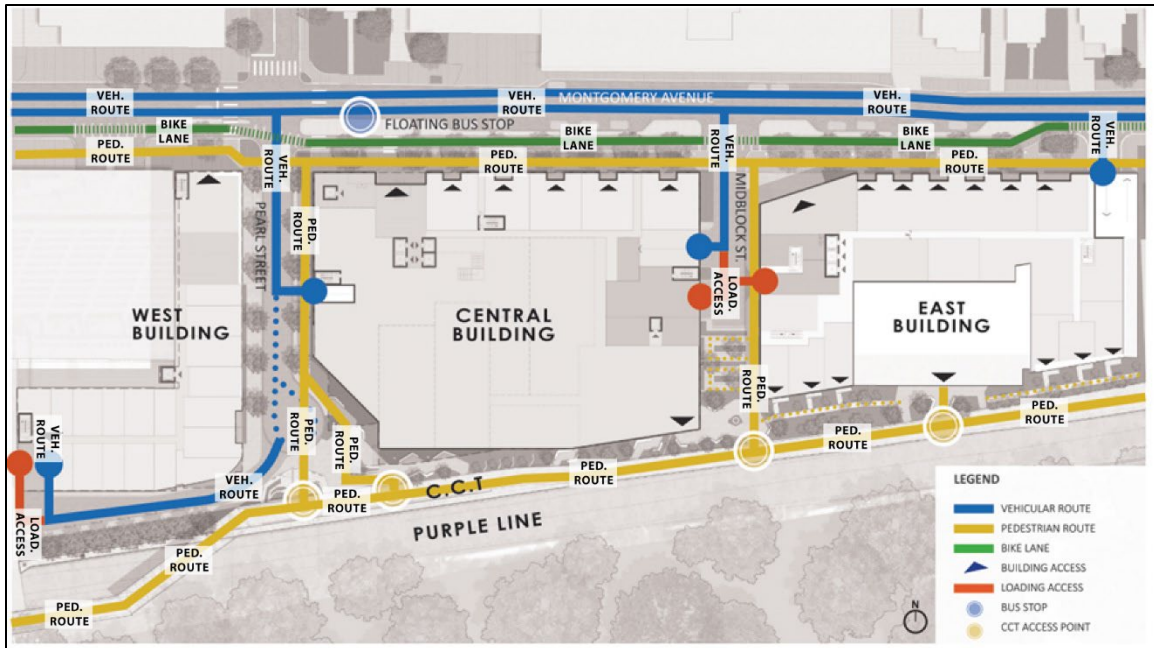


Figure 15 – Site access and circulation

Per the *Bethesda Downtown Plan* Design Guidelines, Pearl Street will be designed as a shared street. The shared street will prioritize pedestrians and accommodate limited vehicular access. Details and technical evaluation of the frontage and roadway designs, including pedestrian and bike facilities, will be provided as part of subsequent Preliminary Plan review.

ENVIRONMENT AND CLIMATE

The Subject Property is located in downtown Bethesda and within the within the Rock Creek watershed, which is a use-class I watershed. A Natural Resource Inventory/Forest Stand Delineation (NRI/FSD) No. 420240420 was approved for the site on December 13, 2023. The urban site is mostly covered by impervious surfaces such as existing buildings and surface parking lots having very limited stormwater management. The Site is not associated with any areas of forest, 100-year floodplains, steep slopes or specimen trees. The soils associated with the Property are classified as urban land and are not considered highly erodible or otherwise sensitive. There are no known rare, threatened, or endangered species on the Property. There are street trees along the site ranging in sizes up to 24” diameter at breast height (DBH). A perennial stream located within the rear yards of the nearby single-family homes along the south side of the Purple Line. The north side of the Stream Valley Buffer (SVB) is generally located within the Purple Line corridor and does not overlap with the Subject Property.

The urban infill project will provide mixed use development with transit options such as Metro, Purple Line and the CCT. Environmental enhancements will include a minimum of 35% Green Cover and updated SWM facilities. Conditions of approval are recommended for the application to address

various environmental recommendations of the Master Plan such as bird friendly architecture, and the High Performance Area recommendations related to energy use/generation.

The project will be subject to a forest conservation plan at future preliminary and site plan stages. Although the current NRI/FSD was suitable for the sketch plan submission, the NRI/FSD has since expired and will need to be updated prior to submission of the upcoming FCP. Per the approval memo “In accordance with Section 22A-10(b)(4) of the Montgomery County Forest Conservation Law, this approval is valid for a period of 2 years from the date of approval unless; (A) a forest conservation plan has been accepted as complete; or (B) the delineation has been recertified by the preparer.”

NOISE

The site is adjacent to Montgomery Avenue which has an Annual Average Daily Traffic (AADT) of greater than 5,000 to 20,000 trips, and the Purple Line borders the south side of the site. The Property is noise impacted on multiple sides and is subject to a noise analysis to demonstrate conformance with the 1983 *Staff Guidelines for the Consideration of Transportation Noise Impacts in Land Use Planning and Development* (“Noise Guidelines”). Conditions of approval are recommended for the noise analysis to be included as part of the upcoming Preliminary Plan submission.

SECTION 4: COMMUNITY OUTREACH

The Applicant has complied with all submittal and noticing requirements. A pre-submittal public meeting was held on October 7, 2025, which was attended by several residents from surrounding properties. Attendees asked questions related to the approximate timeline of the project, lights and windows along the south façades of the buildings, the location and hours for the health club pool, tree locations along the CCT, noise and light trespass from the pool, buffers along the south façades, ‘greening’ up Pearl Street, height and unit counts for each building, inclusion of site sections, improvements to the CCT, compliments on the south façade terracing, location of the retail, parking and access, public benefits to be provided, traffic improvements, changes to traffic patterns, parking on Montgomery Avenue, connection to work on the Purple Line, new dog park, request for additional restaurants, and future meetings.

Staff received two letters of correspondence throughout the review of the Project, included as Attachment D. The first letter expressed concerns related to potential traffic impacts from the Project on East-West Highway (MD 410) and that the Site might be better suited for a public park. The traffic impacts for this Project will be studied and analyzed in detail in the forthcoming Preliminary and Site Plan applications. The proposed layout for the Project includes significant public open space and landscape urbanism that directly interfaces with the Capital Crescent Trail. The design for the open space creates a ‘park-like’ environment and gateway for the Pearl District and CCT. The second letter expressed support for the development of the Project around mass transit.

SECTION 5: SKETCH PLAN 320260020 FINDINGS AND ANALYSIS

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;

Table 1: Montgomery Pearl Sketch Plan Data Table for CR Zone, Optional Method, Sections 59-4.5.4 and 59-4.9.2

Development Standard	Permitted / Required	Proposed
Tract Area 1	n/a	31,695 sf (0.73 ac)
Tract Area 2	n/a	22,742 sf (0.52 ac)
Tract Area 3	n/a	9,634 sf (0.22 ac)
Tract Area 4	n/a	101,781 sf (2.34 ac)
Total Tract Area	n/a	165,852 sf (3.81 ac)
Tract Area - Prior Dedication	n/a	33,531 sf (0.77 ac)
Tract Area - Proposed Dedication	n/a	5,023 sf (0.12 ac)
Site Area² (tract area minus dedications)	n/a	127,298 sf (2.92 ac)
Maximum Commercial Density (GFA/ FAR)		
Tract 1 - CR-5.0, C-4.0, R-4.75, H-175'	126,780 sf (4.0)	
Tract 2 - CR-3.0, C-3.0, R-3.0, H-145'	68,226 sf (3.0)	
Tract 3 - CR-1.5, C-1.5, R-1.5, H-145'	14,451 sf (1.5)	
Tract 4 - CR-1.5, C-1.5, R-1.5, H-120'	152,671 sf (1.5)	
Maximum Total Commercial Density - Mapped³	362,128 sf (2.18)	West Bldg.: 2,000 sf (0.01) Central Bldg.: 76,000 sf (0.46) East Bldg.: 0 sf (0.00) Total: 78,000 sf (0.47)
Maximum Residential Density (GFA/ FAR)		
Tract 1 - CR-5.0, C-4.0, R-4.75, H-175'	150,551 sf (4.75)	
Tract 2 - CR-3.0, C-3.0, R-3.0, H-145'	68,226 sf (3.0)	
Tract 3 - CR-1.5, C-1.5, R-1.5, H-145'	14,451 sf (1.5)	
Tract 4 - CR-1.5, C-1.5, R-1.5, H-120'	152,671 sf (1.5)	
Maximum Total Residential Density – Mapped³	385,899 sf (2.33)	West Bldg.: 85,000 sf (0.51) Central Bldg.: 115,412 sf (0.70)

² Site area is determined by tract area minus any previous and proposed dedications per Section 59-4.1.7.A.

³ FAR averaging across all four tracts is proposed as per Section 59-4.9.2.C.5.

		East Bldg.: 115,411 sf (0.70) Total: 315,823 sf (1.91)
Total Mapped Density (GFA/FAR)²	393,823 sf (2.38)	393,823 sf (2.38)
Transfer Density – Residential	165,038 sf (0.996)	West Bldg.: 0 sf (0.00) Central Bldg.: 82,519 sf (0.498) East Bldg.: 82,519 sf (0.498) Total: 165,038 sf (0.996)
BOZ Density⁴	n/a	West Bldg.: 0 sf (0.00) Central Bldg.: 72,069 sf (0.435) East Bldg.: 72,070 sf (0.435) Total: 144,139 sf (0.870)
Total GFA/FAR	n/a	West Bldg.: 87,000 sf (0.53) Central Bldg.: 351,000 sf (2.11) East Bldg.: 265,000 sf (1.60) Total: 703,000 sf (4.24)
MPDU Requirement	15%	15%
West Bldg. Height, max⁵	175 ft	55 ft
Central Bldg. Height, max⁴	120 ft - 145 ft	120 ft - 145 ft
East Bldg. Height, max⁴	120 ft	120 ft
Public Open Space (min sf)	10% (12,730 sf)	10% (12,730 sf)

a. **Implement the recommendations of applicable master plans (59-4.5.1.A)**

The Application substantially conforms to the recommendations for the Subject Property included in the 2017 *Bethesda Downtown Sector Plan* (“Sector Plan”) and 2025 *Bethesda Downtown Plan Minor Master Plan Amendment* (“Master Plan”). Specifically, this Sector Plan builds on components that will bolster the elements most in need of enhancement. The recommendations include:

1. **Parks and open spaces**, including new civic greens at Veteran’s Park, Bethesda Farm Women’s Cooperative Market, Capital Crescent Trail and new urban parks, pathways and gateways.
2. **Affordable housing**, including the preservation of existing market-rate affordable housing, providing a mix of housing options and the provision of Moderately Priced Dwelling Units in exchange for development incentives.
3. **Environmental innovation**, including more energy-efficient buildings, better stormwater management, improved sidewalks and bicycle routes, and other measures to enhance community health and quality of life.

⁴ Park Impact Payment (PIP) contribution for BOZ density to be made in accordance with Section 59-4.9.2.C.2 and adjusted per Section 59-4.9.2.C.3.c.

⁵ Final building heights and number of parking spaces to be provided at the time of Site Plan.

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 Subject Property consists of Sites 189, 203, 204, and 205 in the Pearl District as identified in the Sector Plan. The maximum allowable height was increased to 175 feet on Site 189 to provide flexible development opportunities; all previously “T” designated heights were increased by 20 percent. Site 203 was rezoned from CNR to a comparable CR zone to accommodate flexible future development opportunities. Sites 204 and 205 were rezoned from EOF to an equivalent CR zone, with the same density, to increase the maximum building height to 145 feet and promote mixed-use infill redevelopment. This District is adjacent to the mixed-use Wisconsin Avenue Corridor District and bisects the Eastern Greenway District. The Pearl District serves as the eastern gateway for the Sector Plan area and includes a mix of commercial and residential uses. The streets within the Pearl District each have a distinctively different character. The buildings within the Pearl District are equally diverse, ranging from small-scale commercial businesses to single-unit residences to high-rise commercial and residential buildings.

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

- *Take best advantage of existing and planned transit, including Metrorail, Purple Line light rail, bus rapid transit (BRT) and bus, and the walking and biking options along the CCT.*

The Project proposes residential and commercial uses that will support the multimodal vision of the Sector Plan for the existing and future transportation infrastructure. The Subject Property is located within 900 feet of the Bethesda Metrorail Station and future Purple Line Station. Currently there are Metrobus and Ride On routes/stops located along Montgomery Avenue and East-West Highway that provide access to BRT and bus options for transit. The Property is bounded on the south by the Capital Crescent Trail, which provides access to a regional pedestrian and bicyclist facility. The Project includes the conversion of Pearl Street into a shared street that will connect directly with the CCT.

- *Promote a diversified mix of housing options in the Downtown through mixed-use and multi-unit residential zoned development.*

The Project provides a diversified mix of housing options within a three-building mixed-use redevelopment of the Subject Property. The Application proposes up to 590 multi-family dwelling units, including 15% MPDUs, to be offered in a range of sizes and layouts. The mixed-used nature of the Project, along with the diversity of unit configurations, will serve a wide range of household types. The commercial uses will

provide ground-floor retail and a new health and wellness club for future residents and the surrounding neighborhood.

- *Create a gateway to Bethesda along East-West Highway and a gateway to the Metro Core District at Pearl Street through public art, landscaping and architecture. Promote a diversified mix of housing options in the Downtown through mixed-use and multi-unit residential zoned development.*

The Project will create and define a gateway for Bethesda and the Metro Core District at Pearl Street through the combination of architecture, public open space design, and landscaping. The massing of the three buildings is designed to promote a mixed-use development that expresses contemporary architecture and fits contextually as a site-specific design. The public open space is designed to support the mixed-use nature of the Project, while also activating and connecting with the surrounding public realm. The open space includes enhanced streetscapes, widened sidewalks, new street trees, a mix of paving and hardscape materials, site furniture, designated seating areas, a terraced monumental staircase and urban plaza that connects to the CCT, a linear landscape park, and a terraced pocket park that connects with a mid-block connection along Montgomery Avenue.

- *Promote more mixed use land uses to enhance 24-hour activity in the district.*

The Project will be developed with three buildings that will provide a mix of 590 residential units, a new health and wellness club, and ground-floor retail. The different mix of uses for the Project will increase foot traffic and activation for enhanced 24-hour activity within the Pearl District.

- *Promote Pearl Street as a new Main Street with local neighboring serving retail.*

Pearl Street will be developed as a shared street with wide sidewalks, new street trees, site furniture, seating areas, a mixed palette of hardscape materials, pedestrian scale lighting, and terminate an elevated urban plaza replete with a terraced monumental staircase. The urban plaza will provide a direct connection to the CCT. The shared street concept supports the Sector Plan's vision of Pearl Street as a new Main Street by creating a pedestrian-scaled gateway to Downtown Bethesda and the CCT, while also providing a public realm that is connected to the proposed mixed-use development and the context of the surrounding community.

- *Development along the Capital Crescent Trail (CCT) should enhance the trail experience for users and minimize negative impacts. The façade of new development along the CCT should orient towards the trail with ground floor activating uses or provide an appropriate transition with setback and landscape buffer.*

The Project will enhance the trail experience for users of the CCT by the establishment of both a physical and visible connection between the trail and Pearl Street. These connections will create and define the Project as a gateway between the CCT and Downtown Bethesda within the Pearl District. The proposed visible building façades along the CCT will be terraced, stepped back based on compatibility requirements and generous setbacks for the Subject Property, and a landscaped green buffer along the edge of the trail. This will minimize visual and functional impacts on the CCT, while fostering and preserving the trail's recreational character, as well as providing areas of respite that will also enhance the overall experience for those walking and bicycling on the CCT.

- *Enhance pedestrian connectivity throughout the district.*

This Project is a mixed-use development that will improve pedestrian and bicycle infrastructure and will redevelop Pearl Street as a shared street. This shared street will prioritize pedestrians while accommodating only limited vehicular access. There will be multiple pedestrian connections from the Site to the Capital Crescent Trail. Overall, the Project will provide safe and attractive pedestrian routes that link retail, residential, and transit areas.

- *Enhance Street activity on the emerging retail block along Pearl Street.*

Pearl Street will be redeveloped as a shared street which will encourage its use as a public gathering space and gateway for the Pearl District, thereby enhancing street activity. The shared street will promote continuity for the streetscapes based on new street trees, pedestrian scaled lighting, varied hardscape materials, site furniture, and defined outdoor seating.

- *Improve connectivity throughout the district.*

The Project improves connectivity within the Pearl District and greater Downtown Bethesda by reducing curb cuts, simplifying circulation, providing sidewalk improvements, and increasing the overall safety for pedestrians and bicyclists. Additionally, the Project is within close proximity to the Metro, future Purple Line, and bus routes, which will also increase connectivity.

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

The Project is mixed-use and that focuses on the redevelopment of the underutilized commercial sites and surface parking lots that are currently located on the Subject Property and is a reinvestment. The nature and typology of the approach is a mixed-

use infill development that will provide housing and commercial uses within the Pearl District.

Environmental Recommendations

Bethesda Downtown Sector Plan and the associated Design Guidelines have numerous environmental recommendations addressing a wide variety of topics such as green cover, canopy corridors, high performance buildings and bird friendly architecture. As conditioned, the recommendations will continue to be explored as part of the upcoming Preliminary and Site Plan submissions.

The Master Plan recommends 35% green cover to be met onsite by either tree canopy, green roof or a combination of both. As conditioned, the Applicant will meet the requirements as part of a future application.

The Master Plan recommends 50% right of way canopy cover and also recommends a double row of trees along Montgomery Avenue and Pearl Street frontages (per the Canopy Corridors Design Guidelines 2.1.10). Although the Applicant has expressed concern on meeting the double rows of trees due to competing interest within the limited ROW, they will continue to explore options to maximize tree canopy as feasible. As conditioned, the Applicant will address performance standards such as providing appropriate soil volumes and identifying and addressing all existing/potential utility conflicts or other site limitations with street tree design in order to realistically achieve the ultimately proposed streetscape plantings goals.

The *Bethesda Downtown Sector Plan* includes recommendations for High Performance Buildings (Section 1.3.4) and the associated Bethesda Implementation Guidelines (page 28) specify how the requirements, which include an energy use/generation model, are met. As conditioned, the Applicant will address the requirements as part of a future application.

The windows, doors and other building complements can be deadly obstacles for birds. The Master Plan has several bird safe design recommendations with the intent to integrate elements into the building and site design to warn birds before they collide. As conditioned, the Applicant must demonstrate how the ultimate design features meet the bird safe design recommendations with an emphasis on glazing.

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

The Property is currently developed with commercial uses and surface parking. The Application proposes redeveloping the Site with a three-building transit-oriented mixed-use development that includes new multi-family residential units, recreational amenities,

and ground-floor retail. The Project is located within the Pearl District in walking and bicycling distance of transit and the CCT.

- 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 redevelopment will provide a high density of multi-family residential housing with County-regulated affordable housing, commercial services featuring retail and a health and wellness club, public facilities and amenities with the design and configuration of the public open space, and mobility options by providing a transit-oriented and multimodal mixed-use development. The dwelling units will be offered in a diverse range of different units and sizes. The health and wellness club and ground-floor retail will be available to the neighborhood and community. The public open space will incorporate Pearl Street as a shared street, an urban plaza with a terraced monumental stair, a linear landscape park along the CCT, and a mid-block connection to a terraced pocket park; all of which offer opportunities for community gathering and social interactions. The mobility options are accommodated by the Project's location along the CCT and close proximity to connections for the Purple and Red lines. Additionally, the Project includes a new bus stop and bike lane along the frontage of Montgomery Avenue, along with the creation of direct connections and trailheads for the Capital Crescent Trail. No parking will be provided between Montgomery Avenue or Pearl Street and the buildings. All parking will be provided as structured parking within underground garages in the three buildings, with the number of access points and curb cuts limited in order to minimize pedestrian and bicyclist interactions with automobiles.

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

The Proposal will conform to the maximum building heights for each of the three buildings. The West Building will be a maximum height of 55 feet, well below the base zone maximum height of 175 feet, to respect the adjacent existing Air Rights office building to the west. The Central Building will range in height from a maximum height of 145 feet along the west side to 120 feet along the east side in accordance with the base zone's maximum height. The East Building will continue with the same maximum height of 120 feet in accordance with the base zone. When moving north-to-south on the Central and East Buildings, both step down as terraces to a maximum height of 35 feet in response to the adjacent existing residential community in the Town of Chevy Chase on the other side of the CCT. The overall massing and heights of the building provide a comfortable and compatible approach in integrating a mixed-use community within a Site that is

effectively within a gradient of transition from urban to residential. Additionally, the Project provides enhanced streetscapes along Montgomery Avenue, a shared street approach for Pearl Street, an elevated urban plaza that connects with the CCT, a linear landscape park along the CCT, and a mid-block connection and terraced pocket park that will also interface and connect with the CCT.

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

The Application will provide for an increased residential density with 15% MPDUs in downtown Bethesda with available transit and employment opportunities.

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

The Project will provide the required public benefit points in accordance with Sections 59-4.5.4.A.2 and 59-4.7 in order to achieve greater incentive density and height than what is available when applying the Standard Method of Development. The Application proposes to use the new public benefit points system and is further detailed in Section 7 below. Final determination of public benefit points will be determined at the time of Site Plan and final adoption of the new benefit points system.

2. *Substantially conforms to the recommendations of the applicable master plan:*

As discussed in Finding 1.a above, the Application substantially conforms to the applicable Master Plan.

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

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

4. *under Section 7.7.1.B.5, for a property where the zoning classification on October 29, 2014 was the result of a Local Map Amendment, satisfy any green area requirement in effect on October 29, 2014; any green area under this provision includes and is not in addition to any open space requirement of the property's zoning on October 30, 2014;*

The zoning on October 29, 2014 was not the result of a Local Map Amendment.

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

The Proposal will achieve compatible internal and external relationships with development

nearby. The redevelopment will serve as a gateway for the Pearl District and downtown Bethesda and will provide new connections and access for the CTC and future Purple Line. The Project will enhance the streetscape along Montgomery Avenue and convert Pearl Street into a shared street. Additionally, the Project will include a linear landscape park, a terraced pocket park, an elevated urban plaza with a monumental staircase, and a range of seating area and gathering areas around the Property and streetscape. The Application also introduces additional housing opportunities within downtown Bethesda, which is compatible with existing uses.

6. Provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading;

The proposed vehicular access and loading is safe and adequate. Access to parking for the East Building will be provided via a curb cut from Montgomery Avenue. A mid-block connection from Montgomery Avenue between the Central and East buildings will provide access to the parking and loading for the Central building and to the East building's loading. Additionally, the Central building will have a second exit point from Pearl Street. Parking and loading for the West building will be accessed from an existing driveway at the end of Pearl Street.

Vehicular parking will be primarily below grade and fully screened. There will be short-term bicycle parking dispersed at the ground level throughout the site and long-term bicycle parking will be located in the garage, details of which will be determined with subsequent applications.

There is also adequate bicycle and pedestrian access. Pearl Street will become a shared street per the vision of the *Bethesda Downtown Plan* which will be a street that prioritizes pedestrians and limits vehicular access. This will be done through special pavers, street furniture, street trees, and pedestrian-scale lighting, etc. Additionally, Montgomery Avenue will have separated bike lanes and sidewalk for pedestrians. There will also be multiple pedestrian connections from the site to the adjacent CCT. Details and technical evaluation of frontage and roadway designs, including pedestrian and bike facilities, will be provided as part of subsequent Preliminary Plan review.

7. 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, including the recommendations and objectives of the Sector Plan and any applicable design guidelines, the Public Benefit 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 Applicant's request for incentive density and height is

appropriate for the community. Per Section 59-4.7.1.D, the Applicant requests to be reviewed under the updated Public Benefit Points system. The final determination of categories and tiers will be established at the time of Site Plan approval.

For the proposed development, the Applicant proposes to invest more than one million dollars to underground the utilities within the 680 linear feet of the Property's frontage along Montgomery Avenue. The undergrounding of utilities is classified as a Tier 4 Public Facilities investment based on Section 59-4.7.3.B.1.b.iv.(b), which states "underground all existing overhead utilities along a site frontage, or another location offsite within the master plan area, with an estimated cost greater than \$1,000,000". Per Section 59-4.7.1.B.3.d., any Tier 4 public benefit will satisfy all requested incentive density. The Project meets this requirement, while also satisfying the Bethesda Overlay Zone public benefit requirements in generating 10 points for exceptional design and meeting the sustainability requirements of the High Performance Area.

- 8. 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.**

At this time, the Applicant anticipates the Project to be built in one phase.

SECTION 9: CONCLUSION

As conditioned, the Sketch Plan application satisfies the findings under Section 59-7.3.3 and the applicable standards of the Zoning Ordinance and substantially conforms to the recommendations of the 2017 *Bethesda Downtown Sector Plan* and the 2025 *Bethesda Downtown Plan Minor Master Plan Amendment*. Therefore, Staff recommends approval the Montgomery Pearl Sketch Plan No. 320260020 with the conditions specified at the beginning of this report.

ATTACHMENTS

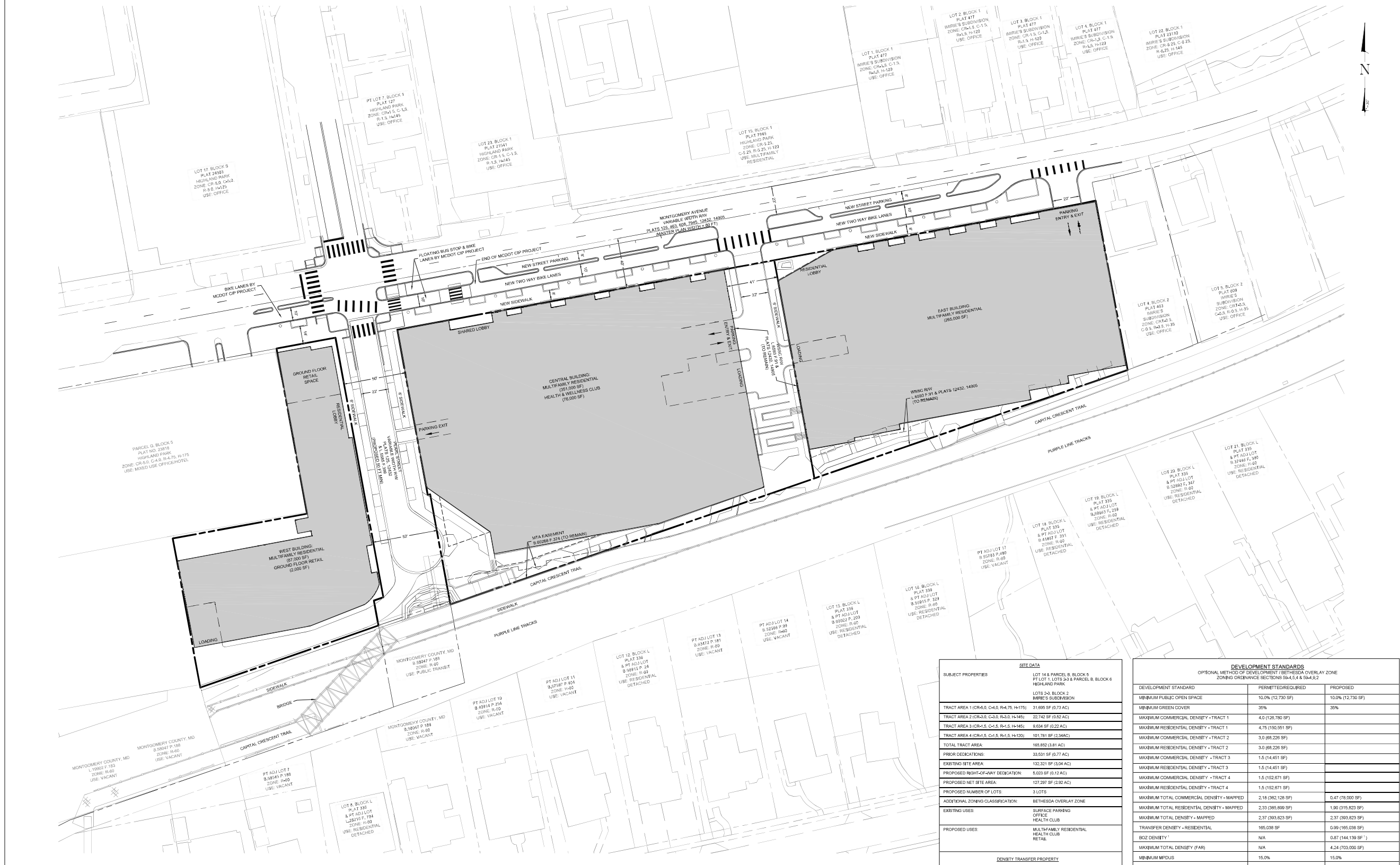
Attachment A: Sketch Plan

Attachment B: Agency Letters

Attachment C: Community Correspondence

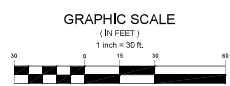
Attachment D: Affidavit Regarding Community Meeting and Meeting Minutes

Attachment E: Statement of Justification



SITE DATA	
SUBJECT PROPERTIES	LOT 1 & PARCEL B, BLOCK 5 PT LOT 1, LOTS 2-4 & PARCEL B, BLOCK 6 HIGHLAND PARK LOTS 2-3, BLOCK 2 MIRIE'S SUBDIVISION
TRACT AREA 1 (CR-0.5, C-4.0, R-4.75, H-175)	31,895 SF (0.73 AC)
TRACT AREA 2 (CR-0.5, C-3.0, R-3.0, H-145)	22,742 SF (0.52 AC)
TRACT AREA 3 (CR-0.5, C-4.5, R-4.5, H-145)	9,434 SF (0.22 AC)
TRACT AREA 4 (CR-0.5, C-4.5, R-4.5, H-145)	191,781 SF (4.38 AC)
TOTAL TRACT AREA:	165,852 (3.81 AC)
PIEDMONT DEDICATIONS:	33,551 SF (0.77 AC)
EXISTING SITE AREA:	132,321 SF (3.04 AC)
PROPOSED RIGHT-OF-WAY DEDICATION:	5,033 SF (0.12 AC)
PROPOSED NET SITE AREA:	127,297 SF (2.92 AC)
PROPOSED NUMBER OF LOTS:	3 LOTS
ADDITIONAL ZONING CLASSIFICATION:	BETHESDA OVERLAY ZONE
EXISTING USES:	SURFACE PARKING OFFICE HEALTH CLUB RETAIL
PROPOSED USES:	MULTIFAMILY RESIDENTIAL HEALTH CLUB RETAIL
DENSITY TRANSFER PROPERTY	
SUBJECT PROPERTIES	PARCEL G, BLOCK 5 HIGHLAND PARK PLAT NO. 23818
ZONING	CR-0.5, C-4.0, R-4.75, H-175
TRACT AREA:	143,238 SF (3.29 AC)
MAXIMUM COMMERCIAL DENSITY:	4.0 (372,902 SF)
MAXIMUM RESIDENTIAL DENSITY:	980,380 SF
MAXIMUM TOTAL DENSITY:	718,190 SF
EXISTING COMMERCIAL DENSITY:	501,576 SF ¹
EXISTING RESIDENTIAL DENSITY:	0 SF
AVAILABLE TOTAL DENSITY:	214,614 SF
AVAILABLE TRANSFER DENSITY:	166,038 SF
1. TRACT AREA TAKEN FROM SITE PLAN 2020101010 MIRRIS THE TRACT AREA OF PARCEL B (19,445 SF) WHICH IS NOW PART OF THIS APPLICATION. 2. EXISTING DENSITY TAKEN FROM SITE PLAN 2020101010 MIRRIS THE AREA OF THE PREVIOUSLY PROPOSED OFFICE ON PARCEL B (146,156 SF). 3. AVAILABLE TRANSFER DENSITY IS 78.9% OF THE TOTAL AVAILABLE DENSITY PER THE BETHESDA OVERLAY ZONE AND RESTATED RESUBDIVISION, EASEMENTS AND OPERATING AGREEMENT DATED APRIL 2, 2016 AND RECORDED IN THE MONTGOMERY COUNTY LAND RECORDS AT 18-01695, P.289	

DEVELOPMENT STANDARDS		
OPTIONAL METHOD OF DEVELOPMENT - BETHESDA OVERLAY ZONE		
ZONING ORDINANCE SECTIONS 58-4.5.4 & 58-4.9.2		
DEVELOPMENT STANDARD	PERMITTED/REQUIRED	PROPOSED
MINIMUM PUBLIC OPEN SPACE	10.0% (12,730 SF)	10.0% (12,730 SF)
MINIMUM GREEN COVER	35%	35%
MAXIMUM COMMERCIAL DENSITY - TRACT 1	4.0 (126,780 SF)	
MAXIMUM RESIDENTIAL DENSITY - TRACT 1	4.75 (150,551 SF)	
MAXIMUM COMMERCIAL DENSITY - TRACT 2	3.0 (88,226 SF)	
MAXIMUM RESIDENTIAL DENSITY - TRACT 2	3.0 (88,226 SF)	
MAXIMUM COMMERCIAL DENSITY - TRACT 3	1.5 (14,451 SF)	
MAXIMUM RESIDENTIAL DENSITY - TRACT 3	1.5 (14,451 SF)	
MAXIMUM COMMERCIAL DENSITY - TRACT 4	1.5 (152,671 SF)	
MAXIMUM RESIDENTIAL DENSITY - TRACT 4	1.5 (152,671 SF)	
MAXIMUM TOTAL COMMERCIAL DENSITY - MAPPED	2.18 (262,128 SF)	0.47 (76,000 SF)
MAXIMUM TOTAL RESIDENTIAL DENSITY - MAPPED	2.33 (385,899 SF)	1.36 (215,823 SF)
MAXIMUM TOTAL DENSITY - MAPPED	2.37 (393,823 SF)	2.37 (393,823 SF)
TRANSFER DENSITY - RESIDENTIAL	165,038 SF	0.99 (165,038 SF)
BOZ DENSITY ¹	N/A	0.87 (144,139 SF ¹)
MAXIMUM TOTAL DENSITY (FAR)	N/A	4.24 (703,000 SF)
MINIMUM MPDUS	15.0%	15.0%
MAXIMUM BUILDING HEIGHTS	WEST BUILDING: 175 FT CENTRAL BUILDING: 120-145 FT EAST BUILDING: 120 FT	55 FT ² 120-145 FT ¹ 120 FT ¹
1. A PARK/IMPACT PAYMENT (PER CONTRIBUTION FOR BOZ DENSITY) WILL BE MADE IN ACCORDANCE WITH 58-4.9.2.C.2 2. FINAL BUILDING HEIGHT AND NUMBER OF PARKING SPACES PROVIDED TO BE DETERMINED AT SITE PLAN.		



REVISIONS		
NO.	DESCRIPTION	DATE

TAX MAP NO. 22 WBC 039M4

PLAT 125, 463, 9443, 14905

7TH ELECTION DISTRICT
MONTGOMERY COUNTY
MARYLAND

HIGHLAND PARK
LOT 14 & PARCEL B, BLOCK 5
LOTS 1-3 & PARCEL B, BLOCK 6
MIRIE'S SUBDIVISION
LOTS 2-3, BLOCK 2

PROJ. MGR PGL
DRAWN BY PGL
SCALE 1"=30'
DATE 12.10.2025

MONTGOMERY PEARL
SKETCH PLAN 32026020
SKETCH PLAN

SK2.01
PROJECT NO. 99,314,46
SHEET NO. 1 OF 1



DEPARTMENT OF TRANSPORTATION

Marc Elrich
County Executive

Christopher R. Conklin
Director

April 2, 2026

Mr. Jeffrey Server, Planner III
West County Planning Division
The Maryland-National Capital
Park & Planning Commission
2425 Reedie Drive, 14th Floor,
Wheaton, MD 20902

RE: Sketch Plan No. 320260020
Montgomery Pearl

Dear Mr. Server:

We completed our review of the Sketch Plan uploaded to *ePlans* on December 12, 2025. This plan was reviewed by the Development Review Committee at its meeting on February 10, 2026. The plan is tentatively scheduled to be heard by the Planning Board at its April 16, 2026, meeting. We recommend approval of the sketch plan, subject to the following comments being addressed at the preliminary plan stage.

Significant Comments

1. **Pearl Street:**
 - a. Per MPOH, it is classified as a Downtown Street with 2 planned lanes and 60-ft right-of-way (ROW). Bicycle Master Plan labels this street as a “Shared Street.”
 - b. Vehicular driveway access on Pearl Street is not recommended per the *Curbless and Shared Street Design Guide* (https://montgomeryplanning.org/wp-content/uploads/2024/10/241022_Shared-Streets_Final.pdf). Clarify if this is a full-access driveway.
 - c. The cul-de-sac must be per County standard MC-222.02.
 - d. Clarify if this street provides parking.
 - e. Provide a roadway cross-section.
 - f. The plaza area beyond the cul-de-sac next to the CCT (labeled as 2) states steps and monuments. Clarify the location of the right-of-way line. Permanent structures are not allowed in the public ROW.

Office of the Director

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

www.montgomerycountymd.gov

Located one block west of the Rockville Metro Station

The Applicant shall coordinate with MCDOT Commuter Services Section (CSS) staff: Samuel Damesa at Samuel.Damesa@montgomerycountymd.gov or (240) 777-8384 to implement the requirements of the Transportation Demand Management (TDM) plan for the new development project.

7. **Purple Line/Capital Crescent Trail (CCT)** - Purple Line Coordination: The applicant should contact Ms. Christina Contreras of MCDOT at christina.contreras@montgomerycountymd.gov or at 240-777-7174 for any impacts to this development due to the Purple Line Project.
 - a. The project directly abuts the Purple Line and CCT. MTA has expressed concerns regarding the proposed deep excavation for multilevel underground parking immediately adjacent to active rail infrastructure. This work presents a risk of track settlement and the potential to foul the tracks during construction. A Construction Protection Plan (CPP) will be required prior to any site plan approval.
 - b. The project proposes the removal of the existing Pearl Street trail connection ramp and includes widening the Capital Crescent Trail (CCT) and filling the grade to match the trail elevation. There may be outstanding maintenance, access, and ownership separation issues between the County and the developer that will need to be clearly defined and resolved.
 - c. Consolidate CCT access points (identified as #3) for connection to the CCT. Keep in mind wall locations as constructed by the Purple Line near the Central Bldg and the East Bldg.
 - d. Construction of any trail connections cannot occur until the Purple Line completes construction and begins service (Winter 2027).
 - e. Permits must be acquired for the construction of trail connections through DPS.
8. MCDOT will require a Traffic Operational Analysis for the site access points.

Standard Comments:

1. All Planning Board Opinions relating to this plan or any subsequent revision, project plans or site plans should be submitted to the MCDPS 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.
2. Pay the Montgomery County Department of Transportation plan review fee in accordance with Montgomery County Council Resolution 16-405 and Executive Regulation 28-06 AM ("Schedule of Fees for Transportation-related Reviews of Subdivision Plans and Documents").
3. Provide a 10-foot Public Utility Easement (PUE) along the site frontages, unless it is a zero lot zone. Where a PIE/PAE is proposed, the PUE must be increased by the width of the PIE.
4. Design all access points and alleys to be at-grade with the sidewalk, dropping down to street level between the sidewalk/sidepath and roadway.
5. Upgrade pedestrian facilities at all intersections as needed to comply with current ADA standards.

6. No steps, retaining walls, or door swings into the county ROW.
7. The on-street parking must meet PROWAG guidelines.
8. The applicant will have to install all the site frontage improvements, which will be determined in the Preliminary Plan.
9. We strongly recommend that Planning require property line truncations at all intersections to be standard and per 50.4.3(E)(2)(f)(iii).
10. The applicant must submit a truck circulation plan for review by the M-NCPPC and the MCDPS. This plan should delineate the proposed movements on-site between the anticipated access locations, the proposed truck loading spaces, and the proposed dumpsters. The truck circulation pattern and loading position should be designed for counter-clockwise entry and for a left-side backing maneuver. Passenger vehicle travel ways should be separated from the expected truck patterns and storage areas. The applicant may also need to provide documentation of their proposed delivery schedules.
11. For County roads, the applicant must submit streetlight plans that comply with MCDOT Streetlight Design Requirements at the time the ROW permit application is submitted. Installation must be completed in accordance with the approved plans. MCDPS will review and approve the location and types of streetlights as part of the ROW permitting process. Failure to meet these requirements will result in the denial of the ROW permit.
12. Posting of a ROW permit bond is a prerequisite to DPS approval of the record plat.
13. Forest Conservation Easements are NOT ALLOWED to overlap any easement.

Thank you for the opportunity to review this preliminary plan. If you have any questions or comments regarding this letter, please contact Deepak Somarajan, our Development Review Team for this project, at deepak.somarajan@montgomerycountymd.gov or (240) 777-7170.

Sincerely,

Rebecca Torma

Rebecca Torma, Manager
Development Review Team
Office of Transportation Policy

Mr. Jeffrey Server
Sketch Plan No. 32026020
April 2, 2026
Page 5

cc-e: Patrick LaVay
Patricia Harris
Florence Dwyer
Atiq Panjshiri
Sam Farhadi
Samuel Damesa
Deepak Somarajan

MHG
Lerch, Early & Brewer, Chtd.
MNCPPC
MCDPS RWPR
MCDPS RWPR
MCDOT CSS
MCDOT OTP



DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

Marc Elrich
County Executive

Scott Bruton
Director

April 06, 2026

Jeffrey Server
Planner III, Urban Designer | Upcounty Planning
Montgomery County Planning Department
2425 Reedie Drive, 13th Floor, Wheaton, MD
20902

Re: Montgomery Pearl

Sketch Plan # 320260020

Dear Jeffrey:

The Montgomery County Department of Housing and Community Affairs (DHCA) has reviewed the above referenced plan and recommends Approval for up to five hundred ninety (590) units with 15% MPDUs (up to eighty-nine (89) MPDUs) in Bethesda, Maryland.

An Agreement to Build must be submitted, reviewed, and executed by DHCA before building permits are obtained from the Department of Permitting Services (DPS). The final MPDU layouts will need to be approved by DHCA at the MPDU Agreement to Build stage.

Sincerely,

Adrian Hopson, Planning Specialist III
Affordable Housing Programs Section

montgomerycountymd.gov/311



240-773-3556 TTY

From: [Janis Alcorn](#)
To: [Server, Jeffrey](#)
Subject: COMMENT Bldg Permit Plan no. 360260020 - "Montgomery Pearl"
Date: Tuesday, February 3, 2026 3:31:25 PM

[EXTERNAL EMAIL] Exercise caution when opening attachments, clicking links, or responding.

Dear Mr. Jeffrey Server, (as Lead Reviewer for "Montgomery Pearl" 360260020, for which building permit is being sought),

I am hereby submitting a public comment about the proposed /planned development called "Montgomery Pearl" in Bethesda, running along Montgomery Ave around Pearl St. The plan number is **360260020** according to the Lerch Early Brewer letter from the Applicants' Attorney Patrica A Harris , that was forwarded to our neighborhood association.

This major development (plan 360260020) might be fine someplace else in Bethesda, but this location on Montgomery Ave is not a good "fit" for this building.

1. This proposed construction (Plan 360260020), if it were known more widely, would raise concerns from tens of thousands of MoCo residents, because this development would be built on Montgomery Ave which is the sole feeder street taking traffic east from Bethesda into East West Highway in Bethesda (MD 410).

As you know, MD410 is a major east-west vehicular artery between Bethesda and Connecticut Ave, and eventually Silver Spring/Takoma . East West Highway (MD 410) divides upon entering Bethesda; it becomes "One Way Only" after crossing the bridge west into Bethesda - so westbound traffic flows one way into Bethesda for a few blocks until eventually 410 ends at the next major intersection, where it meets Wisconsin Ave (MD 355) . The only artery feeding into East West MD410 as it leaves Bethesda is "one way" Montgomery Avenue (the site of the proposed building in question). MD410 is a major route for Emergency Vehicles, and Montgomery Ave is the only way to enter 410 from Bethesda. Montgomery Ave is already clogged with traffic during "rush hours" .

The planned 3 acre development backs onto the Purple Line and Capitol Crescent Trail, so there is no other outlet for vehicles going to and from this building... , ie all vehicular traffic going to and from this building must enter and exit along Montgomery Ave.

2. Please consider that, looking at the bigger picture of Bethesda, this site would be better used as public park to compensate for the lack of significant

green space for all the new residents in newly high-rise Bethesda. There is existing tree cover along the Capitol Crescent Trail there already. And this building could instead be built in a different, more suitable location that would raise its value to Bethesda , Montgomery County, and the National Capital Region.

**Please acknowledge receipt of my comment or advise me if I should have sent this to a different person in MoCo Planning.
Finding out the name and address of the person to whom I should send my public comment was not easy.**

Thank you in advance for considering my comments, and for letting me know in advance when/if a public hearing is still scheduled for 21 April 2026.

**Janis Alcorn , PhD.
3508 Woodbine St
Chevy Chase, MD 20815**

p.s. I was only able to get your name as Lead Reviewer by calling MoCo Planning office. The "DAIC" showed a Richard Weaver as the lead Reviewer,as well as some other confusednformation, and the email for Lead Reviewer Richard Weaver was invalid.

From: [Logan Barclift](#)
To: [Server, Jeffrey](#)
Subject: Development at 7300 Pearl St. Bethesda
Date: Tuesday, February 10, 2026 10:13:33 AM

[EXTERNAL EMAIL] Exercise caution when opening attachments, clicking links, or responding.

Mr. Seaver,

I am writing to support the development at 7300 Pearl St. in Bethesda, MD. Because it is near mass transit, this is the sort of development we need. I know there are concerns about increased traffic in the area, but if we don't build around the metro and purple line stations, people who don't want to have cars will be forced to have them, and traffic will increase wherever they live. That will increase environmental harm from more cars, since they probably won't all be electric.

I believe this outweighs the concerns of people worried about the traffic on East-West Highway and Montgomery Ave. Especially those who live miles away and just drive by the development.

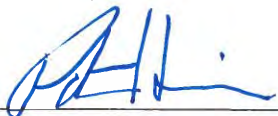
In closing, please don't let NIMBYism from people who live miles from the project prevent increasing housing in the way it should be increased.

Thanks,
Logan Barclift
7406 Summit Ave.
Chevy Chase, MD 20815

AFFIDAVIT OF COMMUNITY MEETING

I hereby certify that a community meeting was held on October 7, 2025 at 7:00 pm at the Bethesda-Chevy Chase Regional Services Center in advance of the filing of the Sketch Plan application for the Montgomery Pearl project located at 4540, 4424, 4400, 4340 and 4338 Montgomery Avenue and 7300 Pearl Street in Bethesda, Maryland.

I solemnly affirm that the said community meeting was held in accordance with applicable requirements of the Zoning Ordinance of Montgomery County, Maryland and Montgomery County Planning Board Regulation 12-23 (COMCOR No. 50/59.00.01) with respect to the administrative procedures for development review.



Signature

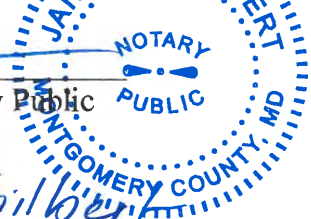
10/14/25
Date

Patricia A. Harris
Print Name

Attorney for the Applicant
Title

Sworn and subscribed to before me, a Notary Public in and for the State of Maryland, County of Montgomery, on this 14 day of October, 2025.


Signature of Notary Public



Janine Gilbert
Printed Name of Notary Public

My Commission Expires: 7-19-2026



Montgomery Pearl Pre-Submission Civic Meeting Minutes

Date of Meeting: October 7, 2025, 7:00 p.m.

Location: Bethesda Regional Services Center

Property: Montgomery Pearl - 4540, 4424, 4400, 4340 and 4338 Montgomery Avenue and 7300 Pearl Street, Bethesda, Maryland

Applicant: Promark Partners

Attendees on behalf of Applicant: Rob Eisinger, Pete McLaughlin and Patrick Fauquier, Promark Partners; Pat LaVay, Macris, Hendricks & Glascock; Katie Wagner, Gorove Slade; Ben Yonce, John Neilson and Trace Jacques, BKV Architects; Lisa Billings and Eric Padget, Lifetime Living; and Pat Harris, Lerch, Early & Brewer.

The meeting commenced with Pat Harris introducing the Applicant's team and explaining the purpose of the meeting. She noted that the Sketch Plan focuses on the use, massing, height and overall densities and the relationship of the project to the surrounding area. She described the Sketch Plan process and the subsequent approval process. Ms. Harris identified the properties involved in the project and noted that this area of Bethesda has seen very little development activity. Rob Eisinger provided a brief history of the property and Promark's involvement in the property. He noted that a key component of the project was the incorporation of a health and wellness facility and that Promark will be joint venturing with Lifetime Living to develop the project. Mr. Eisinger then introduced Eric Padget of Lifetime Living. Mr. Padget explained the Lifetime Living concept that integrates rental residential units with a health club facility. He noted that there are four other Lifetime Living projects around the Country, with more on the way.

The Applicant's team set up boards around the room that focused on the architecture, the Capital Crescent Trail and the project's relationship to that, the landscaping, the overall layout and circulation.

The attendees asked the following questions:

Q. What is the timeline for the project?

A. Realistically it will take approximately two years to get through the entitlement process and then an additional two years for permitting. Optimistically, the project could commence within four years.

Q. There is significant concern about the lights and windows along the southern façade. Anything you can do to block this would be appreciated. What kind of shades will there be on the residential units?

A. The bedrooms will have 100% blackout shades and the living areas will include shades that block out the vast majority of the light.

Q. Where will the health club pool be located and what are the hours?

A. The pool will be on the top of the second level, facing south. The hours are typically 6 a.m. to 10 p.m., although the busiest time for the pool is 11 a.m. to 5 p.m. Saturday and Sunday. The pool will only be open in the warmer months which coincides with when there are leaves on the trees.

Comment: The renderings do not accurately reflect the trees along the south side of the CCT. Many of these trees were taken down during the Purple Line construction.

Response: We will further evaluate this to make sure they are accurately depicted.

Comment: Anything you can do to shield the noise and light from pool would be appreciated.

Response: There will be some type of railing along the southern façade of the pool deck area. The design and how to mitigate any noise or light will be worked out at the time of Site Plan.

Comment: Buffers are going to be critical between the southern façade and the back of the houses on Elm Street.

Comment: Pearl Street needs to be “greened up” and you should consider some type of monument at the end of Pearl Street.

Q. What are the heights and unit counts of the buildings?

A. West building – 52 feet and up to 110 units; Central building where the health club will be located 145 feet stepping to 120 feet and up to 210 units; East building – 120 feet and up to 270 units. The total number of units will not exceed 590 units.

Comment: Include north/south cross sections through the site that includes the single-family houses drawn to scale in your submission.

Q. Please describe the improvements adjacent to the CCT.

A. Filling in the 10’ gap which effectively widens the CCT. This area will include landscaping and respite areas. The residential units on the south side of the East building will have direct access to the area adjacent to the trail and there will be open areas at the mid-block connection and at Pearl Street. The bike rooms for the Central and East buildings will also open up to the open area adjacent to the trail. In this way we are furthering the Sector Plan recommendation.

Comment: I like the stepbacks along the southern façade.

Q. Where will the retail be located?

A. On the ground floor of the West building along Montgomery Avenue.

Q. Can you please explain the parking and access?

A. Parking for residential will be just under 1 space per unit and the parking for the commercial will be 3.85 spaces per 1,000 SF. Access to the West building will be provided at

the end of Pearl Street; access to the Central building at the mid-block connection and there will be an egress only for health club parking onto Pearl Street; and access to the East building will be off of Montgomery Avenue at the eastern end of the building.

Q. Will there be transparency for the health club along the southern façade?

A. Yes, to the extent possible, but there may be some programming issues that make this difficult in all areas.

Q. What public benefits will be provided?

A. We are spending more than \$1 million to underground the utilities and therefore this satisfies the updated public benefit requirement. However, we are satisfy the prior public benefit system with a major public benefit, structured parking, exception design, the linear park and some other improvements.

Q. How will traffic patterns change?

A. The number of lanes on Montgomery Avenue will reduce from three lanes to two to accommodate the bike lane.

Comment: Concern was expressed that this will create additional back-ups at Pearl Street and further to the west.

Q. What traffic improvements will be made?

A. We are located within a red policy area so a LATR is not required. However, we will be required to assess the adequacy of the pedestrian and bike improvements in the area and make necessary improvements. This evaluation will be done in connection with the Preliminary Plan.

Q. Will there be street parking on Montgomery Avenue?

A. A limited number of spaces will be provided.

Q. Is the County waiting on the Purple Line work to be completed to start work on the parks?

A. This is a question for the County, although we know they are in the process of acquiring sites for the Montgomery Avenue park.

Comment: A park nearby for dogs would be nice.

Comment: It would be nice if there were some restaurants in the project so it could be more like Bethesda Row.

Q. Will there be more meetings like this in the future?

A. We will have a similar meeting in connection with the Site Plan. In the interim, you have our contact information and we are happy to answer any questions.

The meeting ended at approximately 8:10.

Montgomery Pearl
Sketch Plan Application Pre-Submittal Community Meeting
 On October 7, 2025 at 7:00 PM
Location: Bethesda-Chevy Chase Services Center
 4805 Edgemoor Lane, Bethesda

Name (Please Print)	Complete Mailing Address (Please include City, <u>Zip code</u> and, if applicable <u>Apt. number</u>)	Phone Number	E-Mail Address	Are you interested in receiving <u>mailed</u> notices about future hearings?
Jean DeSombre	4405 Elm St, Chevy Chase, MD 20815	715-891-4773	jdesombre@gmail.com	yes
Catherine Blevins	4242 East West Hwy, # 613 Chevy Chase MD 20815	301- 529-5989	kati.blevins @verizon.net	YES
Bryan Jolson	4407 Elm St Chevy Chase, MD 20815	206-290-7125	bdjolson@gmail.com	yes
Jerry Limber	4505 Elm St	301-346-4495	JLimb@gmail	yes
Amanda Farber	7903 Kentucky Ave Bethesda 20814	240-271-9033	amandafarber@hotmail.com	yes

Montgomery Pearl
Sketch Plan Application Pre-Submittal Community Meeting
 On October 7, 2025 at 7:00 PM
 Location: Bethesda-Chevy Chase Services Center
 4805 Edgemoor Lane, Bethesda

Name (Please Print)	Complete Mailing Address (Please include City, <u>Zip code</u> and, if applicable <u>Apt. number</u>)	Phone Number	E-Mail Address	Are you interested in receiving mailed notices about future hearings?
Michael R. Cecchini	8103 Kentbury Drive	301-787-3114	MRC.ENGR@VERIZON.NET	Yes
BADRI RADHAKRISHNAN	9202 KIRKDALE #	301-656-2996	RADBCE@GMAIL.COM	YES
Barbara Bryniarski	4228 East-West Hwy	301-318-7128	barbara.bryniarski@gmail.com	No
Robbie Don Tisch	4400 East-West Hwy	301-806-0451	dr.tisch25@gmail.com	YES
John Cambridge	4343 Montgomery Ave	703-472-1175	John@villageedu.org	Yes
Anne Blakely	4409 Elm St	202 674 5002	Anne.l.blakely@gmail.com <small>Anne.March Patterson@gmail.com</small>	Yes
Carlo Colella	4227 Oakridge Ln	301-728-9436	carlocolella1@gmail.com	Y
Mark Pattenberg		301-527-9198	mark@canconmercant.com	Y
Steve Seidel	4426 Starford	301/656-3272	Stephen.Seidel@verizon.net	Y
Dedun Ingram	4312 Willow		Ddedun@gmail.com	X
Beth Barnett	4315 ELM ST CROWD 20815		CREW@PASSAGEMAKING.NET	X
AMY ROSS	208 4514 HIGHLAND AVE Bethesda 20814		ARR20814@gmail.com	Y
Andrew Resnick	100 MAY GARD AVE ROCKVILLE, MD	240-777-7628	Andrew.Resnick@montgomerycountymd.gov	

Montgomery Pearl
Sketch Plan Application Pre-Submittal Community Meeting
 On October 7, 2025 at 7:00 PM
 Location: Bethesda-Chevy Chase Services Center
 4805 Edgemoor Lane, Bethesda

Name (Please Print)	Complete Mailing Address (Please include City, <u>Zip code</u> and, if applicable <u>Apt. number</u>)	Phone Number	E-Mail Address	Are you interested in receiving <u>mailed</u> notices about future hearings?
Anna Holloway	4313 Elm St, Chevy Chase, MD 20815	202 679 7006	annaholloway@gmail.com	Yes
Tambra Leonard	7610 Lynn Drive, Chevy Chase MD 20815	202-997-3388	Tambra_Leonard@yahoo.com	✓
John Colwell	" " "	"	/	No
J Quims	4343 MONTGOMERY AV BETHESDA MD			
LOU EVANGELISTA	4402 WALSH ST.	301-978-1507	LOUIS.EVANGELISTA@EDUCATION.LU	Yes

Montgomery Pearl
Sketch Plan Application Pre-Submittal Community Meeting

On October 7, 2025 at 7:00 PM

Location: Bethesda-Chevy Chase Services Center
4805 Edgemoor Lane, Bethesda

Name (Please Print)	Complete Mailing Address (Please include City, <u>Zip code</u> and, if applicable <u>Apt. number</u>)	Phone Number	E-Mail Address	Are you interested in receiving <u>mailed</u> notices about future hearings?
Jean DeSombre	4405 Elm St., Chevy Chase, MD 20815	715-891-4773	jdesombre@gmail.com	Yes
Catherine Blevins	4242 East West Highway, #613, Chevy Chase, MD 20815	301-529-5989	Kaki.blevins@verison.net	Yes
Bryan Jolson	4407 Elm St., Chevy Chase, MD 20815	206-290-7125	bdjolson@gmail.com	Yes
Jerry Limber	4505 Elm St. Chevy Chase, MD 20815	301-376-4495	JLimbs@gmail.com	Yes
Amanda Faber	7903 Kentucky Ave., Bethesda, 20814	240-271-9033	amandafarber@hotmail.com	Yes
Michael R. Cecchinin	8103 Kentbury Drive, Bethesda, 20814	301-787-3114	MRC.Engr@verizon.net	Yes
Badri Radhakrishnai	9202 Kirkdale Rd, Bethesda, 20817	301-656-2996	Radbcc@gmail.com	Yes
Barbara Bryniarski	4228 East-West Hwy, Bethesda, 20814	301-318-7128	Barbara.Bryniarski@gmail.com	No
Robbie & Don Tisch	4400 East-West Hwy, Bethesda, 20814	301-806-0451	Drtisch25@gmail.com	Yes
John Cambridge	4343 Montgomery Ave Unit 4, Bethesda, 20814	703-472-1175	John@villageedu.org	Yes
Anne Blakely	4409 Elm St Chevy Chase, MD 20815	20-674-5002	Ann.markpatterson@gmail.com Anne.l.blakely@gmail.com	Yes
Carlo Colella	4227 Oakridge Ln Chevy Chase, MD 20815	301-728-9436	Carlocolella1@gmail.com	Yes

Montgomery Pearl
Sketch Plan Application Pre-Submittal Community Meeting

On October 7, 2025 at 7:00 PM

Location: Bethesda-Chevy Chase Services Center
4805 Edgemoor Lane, Bethesda

Name (Please Print)	Complete Mailing Address (Please include City, <u>Zip code</u> and, if applicable <u>Apt. number</u>)	Phone Number	E-Mail Address	Are you interested in receiving <u>mailed</u> notices about future hearings?
Mark Rittenberg		301-529-9198	mark@oarcommercial.com	Yes
Steve Seidel	4426 Stanford St., Chevy Chase, MD 20815	301-656-3272	Stephen.seidel@verizon.net	Yes
Dedun Ingrahm	4312 Willow Ln., Chevy Chase, MD 20815		ldedun@gmail.com	Yes
Beth Barnett	4315 Elm St., Chevy Chase MD 20815		crew@passagemaking.net	Yes
Amy Ross	4514 Highland Ave. Bethesda 20814		ARR20814@gmail.com	Yes
Andrew Resnick	100 Maryland Ave., Rockville, MD	240-777-7528	Andrew.resnick@montgomerycounty.org	
Anna Holloway	4313 Elm St., Chevy Chase, MD 20815	202-679-7006	Annaholloway@gmail.com	Yes
Tambra Leonard	7610 Lynn Drive, Chevy Chase, MD 20815	202-997-3388	Tambra_Leonard@yahoo.com	Yes
John Colwell	7610 Lynn Drive, Chevy Chase, MD 20815	202-997-3388		No
J Qirus	4343 Montgomery Ave, Bethesda 20814			
Lou Evangelista	4402 Walsh St., Chevy Chase, MD 20815	301-978-1507	Louis.evangelista@education.lu	Yes

Patricia A Harris
Attorney
301-841-3832
paharris@lerchearly.com

September 22, 2025

RE: Montgomery Pearl
4540, 4424 , 4400, 4340 and 4338 Montgomery Avenue and
7300 Pearl Street, Bethesda, Maryland
Sketch Plan - Pre-Submission Community Meeting

Dear Neighbor:

On behalf of Promark Development (the "Applicant"), we cordially invite you to attend an in-person meeting to review plans for the redevelopment of the properties located at 4540, 4424, 4400, 4340 and 4338 Montgomery Avenue and 7300 Pearl Street in Bethesda, Maryland (collectively, the "Property"). The Property totals approximately 132,321 square feet (3.04 acres) in land area. The zoning designations across the Property vary and include CR-5.0, C-4.0, R-4.75, H-175', CR-3.0, C-3.0, R-3.0, H-145', CR-1.5, C-1.5, R-1.5, H -145', and CR-1.5, C-1.5, R-1.5, H-120' within the Bethesda Overlay Zone. The Sketch Plan application is proposing a mixed-use development with up to 78,000 square feet of commercial uses and up to 625,000 square feet of residential uses.

In compliance with the County's Zoning Ordinance, a pre-submission community meeting will be held to share our plans with you and give you an opportunity to provide input. At this meeting, the Applicant will discuss the proposal and answer any questions. The in-person meeting details are as follows:

Date/Time: Tuesday, October 7 at 7:00 PM
Location: Bethesda-Chevy Chase Regional Services Center
Conference Room West-A
4805 Edgemoor Lane
Bethesda, MD 20814

After the meeting date, the Applicant will be filing the Sketch Plan application with the Montgomery County Planning Department of the Maryland-National Capital Park and Planning Commission. An application number will be assigned that allows for convenient tracking of the application as the application goes through Planning Department review. For more information about the development review process and opportunities to participate, please contact M-NCPPC at (301) 495-4610 or visit their website at www.montgomeryplanning.org.

We look forward to meeting with you on October 7th.

Sincerely,



Patricia A. Harris
Attorney for the Applicant

Montgomery Pearl
 Sketch Plan
 October 7, 2025 Pre-Submittal meeting
 Mailing List

66	Chevy Chase Village Section 3	c/o John Jacob, Secretary	P O Box 15070	Chevy Chase	MD	20815			
67	Chevy Chase Village Section 3	c/o Larry Lanpher, Vice Chair	P O Box 15070	Chevy Chase	MD	20815			
68	Chevy Chase Village Section 3	c/o Matthew Nader, Treasurer	P O Box 15070	Chevy Chase	MD	20815			
69	Chevy Chase Village Section 3	c/o Andy Leon Harney, Manager	P.O. Box 15070	Chevy Chase	MD	20825			
70	Chevy Chase Village Section 5	c/o Joseph Galper, Vice-Chair	3703 Woodbine Street	Chevy Chase	MD	20815			
71	Chevy Chase Village Section 5	c/o Greg Chernack, Council Chair	P.O. Box 15140	Chevy Chase	MD	20815			
72	Chevy Chase Village Section 5	c/o Philip Giodano, Council Member	P.O. Box 15140	Chevy Chase	MD	20815			
73	Chevy Chase Village Section 5	c/o Sean Downey, Council Member	P.O. Box 15140	Chevy Chase	MD	20815			
74	Chevy Chase Village Section 5	c/o Ashley Kavanaugh, Town Manager	P.O. Box 15140	Chevy Chase	MD	20815			
75	Chevy Chase West Neighborhood Assn	c/o David Schopfer, Board At-Large	4606 Morgan Drive	Chevy Chase	MD	20815			
76	Chevy Chase West Neighborhood Assn	c/o Joann Barron, Co-President	4704 Morgan Dr	Chevy Chase	MD	20815			
77	Christopher Condominium	c/o Jane Silbert, ALA Inc	107 West Jefferson Street	Rockville	MD	20850			
78	Christopher Condominium	c/o Scott Groh, President	4808 Moorland Lane #607	Bethesda	MD	20814			
79	Citizens Coordinating Committee on FH	c/o Melanie Rose White, Past Chair	5500 Friendship Boulevard #2221	Chevy Chase	MD	20815			
80	Citizens Coordinating Committee on FH	c/o Cynthia Green, Recording secretary							cynthgreen@gmail.com
81	Citizens Coordinating Committee on FH	c/o David Forman, Chairperson							davidforman01@gmail.com
82	Citizens Coordinating Committee on FH	c/o Harry Pfohl, Vice Chairperson							Harry.CCFFH@gmail.com
83	Citizens Coordinating Committee on FH	c/o Judy Throckmorton, Treasurer							jmthrock@gmail.com
84	Citizens Coordinating Committee on FH	c/o Pat Johnson, Corresponding secretary							pdjohnson01@yahoo.com
85	Citizens Coordinating Committee on FH	c/o Pete Salinger, List Coordinator							petersalinger95@gmail.com
86	Citizens Coordinating Committee on FH	c/o Stacey Band, At Large							staceydwolf@gmail.com
87	City Commons at Bethesda Condominium	c/o Brad Marshall, President	8915 Battery Place	Bethesda	MD	20815			
88	City Homes of Edgemoor HOA	c/o Richard Lawch, Owner	4810 Montgomery Lane	Bethesda	MD	20814			
89	City Homes of Edgemoor HOA	c/o Scott Sheridan, Administrative Agent Allied Realty	7605 Arlington Road Suite 100	Bethesda	MD	20814			
90	Concerned Families of City Homes	c/o Brent Polkes,	4808 Montgomery Lane	Bethesda	MD	20814			
91	Council of Unit Owners Darcy Condominium	c/o Shari Esfahani, President	7171 Woodmont Avenue	Bethesda	MD	20815			
92	Council of Unit Owners Hampden Row Condo	c/o Sean Farrell, Administrative Agent	3414 Morningwood Drive	Olney	MD	20832			
93	Council of Unit Owners Hampden Row Condo	c/o Jennifer Kielczewski, Owner	4915 Hampden Lane Unit G4	Bethesda	MD	20814			
94	Crescent Plaza Condominium	c/o Bamini Subramanian, Owner	7111 Woodmont Avenue	Bethesda	MD	20814			
95	Crescent Plaza Homeowners Association	c/o Faith Jennings, Administrative Agent	7111 Woodmont Avenue	Bethesda	MD	20815			
96	East Bethesda Citizens Association	c/o Amanda Farber, President	7903 Kentucky Ave	Bethesda	MD	20814			
97	East Bethesda Citizens Association	c/o Melissa Groman, Recording Secretary	4403 Chestnut Street	Bethesda	MD	20814			
98	East Bethesda Citizens Association	c/o Katya Marin, Vice President	4404 Fairfield Drive	Bethesda	MD	20814			
99	East Bethesda Citizens Association	c/o Jack Hayes, Treasurer	8305 Kentucky Avenue	Bethesda	MD	20814			
100	East County Citizens Advisory Board	c/o Rachel Evans, Chair	3300 Briggs Chaney Road	Silver Spring	MD	20904			
101	Edgemoor at Arlington, a Condominium	c/o William Zellmer, Owner	7405 Arlington Road	Bethesda	MD	20814			
102	Edgemoor at Arlington: a Condominium	c/o Matthew Hunter, Administrative Agent	1428 U St NW	Washington	DC	20009			
103	Edgemoor Citizens Association	c/o Edgemoor Citizens Assn President, President	PO Box 30459	Bethesda	MD	20824			
104	Edgemoor Condominium	c/o Ronald Grudziecki, Vice President	4821 Montgomery Lane Apt 502	Bethesda	MD	20814			
105	Elm Street-Oakridge-Lynn Civic Assn	c/o Bren Lizzio, Secretary	4218 Oakridge Lane	Chevy Chase	MD	20815			
106	Elm Street-Oakridge-Lynn Civic Assn	c/o Dedun Ingram, Vice Chair	4312 Willow Lane	Chevy Chase	MD	20815			
107	Fairmont Plaza, A Residential Condo	c/o Daniel Alpert, Owner	4801 Fairmont Ave Apt 909	Bethesda	MD	20814			
108	Fairmont Plaza, A Residential Condo	c/o Abinoe Management, Management Contact	4801 Fairmont Avenue	Bethesda	MD	20814			
109	Fairmont Plaza, A Residential Condo	c/o Cindy Hoes, Administrative Agent	4801 Fairmont Avenue	Bethesda	MD	20814			
110	Glenbrook Village Homeowners Association	c/o Cindy Hoes, Property Management -Alvin Aubinoe Inc	107 West Jefferson Street	Bethesda	MD	20850			
111	Hamlet Citizens Association Chevy Chase	c/o Monca Mastal, President	8209 Kerry Road	Chevy Chase	MD	20815			
112	Hampden Square Condominium Assn Aagent	c/o Glenn Loveland, Abaris Realty	7811 Montrose Rd	Potomac	MD	20854			
113	Hampden Square Condominium Association	c/o James Hastings, President / Primary Contact	4801 Hampden Lane #601	Bethesda	MD	20814			
114	Kenwood Forest I Condominium	c/o Helen Davies, President	6687 Fairfax Road	Chevy Chase	MD	20815			
115	Kenwood Forest I Condominium	c/o Kwame Yiadom, Management Contact	7811 Montrose Road	Potomac	MD	20854			
116	Kenwood Forest II Condominium	c/o Helen Davies, Owner	0000 Kenwood Forest Lane	Chevy Chase	MD	20815			
117	Kenwood Forest II Condominium	c/o Melanie Schwabe, Owner	4862 Chevy Chase Dr	Chevy Chase	MD	20815			
118	Kenwood Forest II Condominium	c/o Donald Shuey, Treasurer	4872 Chevy Chase Drive	Chevy Chase	MD	20815			
119	Kenwood Forest II Condominium	c/o Oriol Jimenez, Administrative Agent	6658A Hillandale Road	Chevy Chase	MD	20815			
120	Leisure World - Mutual # 20B - Greens II	c/o Phillips Mark, Owner	15100 Interlachen Drive #104	Silver Spring	MD	20906			
121	Leisure World - Mutual # 20B -Greens II	c/o Robert Brunelle, Administrative Agent - President	15100 Interlachen Drive #116	Silver Spring	MD	20906			
122	Lionsgate at Woodmont Corner	c/o Larry Hefter, Board Member	7710 Woodmont Avenue, #803	Bethesda	MD	20814			
123	Lionsgate at Woodmont Corner	c/o Joyce Nwabudike, Management Contact First Services Resd	8701 Georgia Avenue	Silver Spring	MD	20910			
124	Madison Park Condominium	c/o Robin Levis, Owner	5000 Battery Lane #1004	Bethesda	MD	20814			
125	Madison Park Condominium	c/o Kwame Yiadom, Administrative Agent Abaris Realty	7811 Montrose Road	Potomac	MD	20854			
126	Montgomery County Civic Federation	c/o Alan Bowser, Co-President							alan.bowser@gmail.com
127	Montgomery County Env Impact Civic Feder	c/o Chair Chair, Chair	4825 Cordell Avenue, Suite 204	Bethesda MD		20814			
128	Montgomery County Renters Alliance Inc.	c/o Matt Losak, Executive Director							mattlosak@rentersalliance.org
129	Montgomery County Taxpayers League	c/o Edward Amatetti, President							info@mctaxpayersleague.org
130	Northern Montgomery County Alliance	c/o Julius Cinque, Chair	22300 Slidell Road	Boyd's	MD	20841			
131	Riviera of Chevy Chase Condo	c/o Ricardo Luna, Administrative Agent, Attn Board President	4242 East-West Highway	Chevy Chase	MD	20815			
132	Riviera Of Chevy Chase Condominium	c/o Diane Morgan, Owner	4242 East-West Highway #516	Chevy Chase	MD	20815			
133	Riviera of Chevy Chase Condominium	c/o Brandes Richard, FSR Residential	8701 Georgia Ave, Suite 300	Silver Spring	MD	20910			
134	Rollingwood Citizens Association	c/o Leslie Milano, Director	3207 Brooklawn Terrace	Chevy Chase	MD	20815			

Montgomery Pearl
Sketch Plan
Statement of Justification
February 18, 2026

Promark Development, LLC, (the "Applicant") is submitting this application for Sketch Plan approval (the "Application"), for consideration by the Montgomery County Planning Board (the "Planning Board"), for the properties located at 4540, 4424, 4400, 4340 and 4338 Montgomery Avenue and 7300 Pearl Street, Bethesda, Maryland (collectively, the "Property").¹ The Applicant proposes to redevelop the Property with up to 78,000 square feet of commercial uses comprised of an approximately 76,000 square foot health and wellness club and up to 2,000 square feet of additional retail space and up to 590 residential units (625,000 square feet) (the "Project"). The Project will incorporate high-quality architecture and context-sensitive urban design as a transitional development that responds to the existing commercial office and high-rise development to the north and west and the lower density residential community to the south.

In accordance with the recommendations of the Bethesda Downtown Plan (the "Sector Plan"), the Applicant is proposing to activate Pearl Street with a shared street, designed with special pavers, seating areas, street trees, and a new monument staircase pedestrian connection to the Capital Crescent Trail ("CCT"). As detailed herein, the Project incorporates several Downtown Plan recommendations and meets the intent and objectives of the Bethesda Design Guidelines. The new multifamily housing, health and wellness club, and retail uses – in combination with the proposed site design and urban design activations – will result in a transformational redevelopment for the Pearl Street District in Downtown Bethesda.

I. Property Description

The Property is located within the Sector Plan's designated Pearl District and totals approximately 132,321 square feet (3.03 acres) in land area. The Property is located within the Bethesda Overlay Zone ("BOZ") and the zoning designations across the Property include CR 5.0 (C 4.0, R 4.75, H 175), CR 3.0 (C 3.0, R 3.0, H 145), CR 1.5 (C 1.5, R 1.5, H 145), and CR 1.5 (C

¹ 4424 Montgomery Avenue is comprised of three separate tax accounts: 07-00516128; 07-00516130; and 07-00515990.

1.5, R 1.5, H 120). As discussed in this Statement, the Project satisfies the various requirements of the CR Zone and proposes a mix of uses permitted pursuant to Section 3.1.6 of the Zoning Ordinance. Existing uses include two office buildings (the 7300 Pearl Street office building is completely vacant and the 4424 Montgomery Avenue office building is 75 percent vacant), surface parking, a two-story health and wellness club constructed in the early 1980's, and a vacant site previously approved for development.

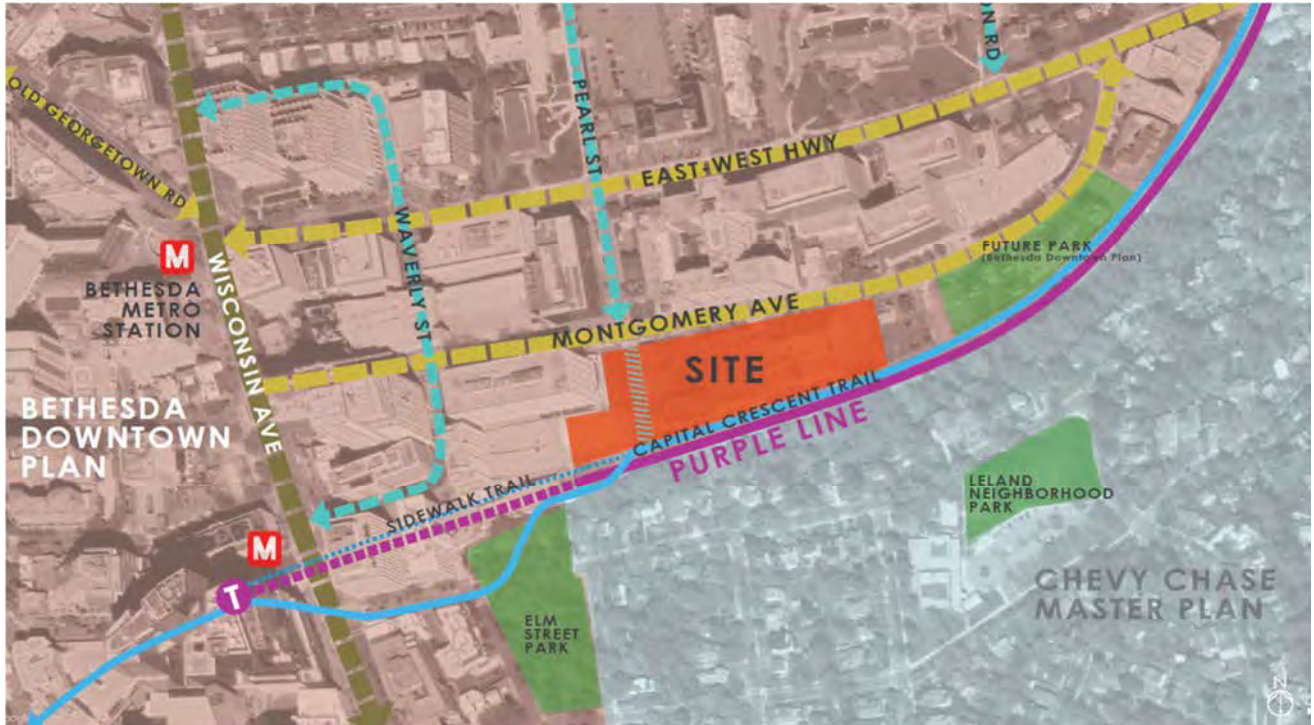


Figure 1 – Context map showing the location of the Property within the Downtown Plan area. The Project fronts Montgomery Avenue to the north and is adjacent to the CCT and future Purple Line rail to the south.

The Property is adjacent to the County's right-of-way and CCT² and future Purple Line to the south, the Air Rights office development to the west, Montgomery Avenue to the north, and commercial uses to the east. Its location presents a unique opportunity to create a seamless integration between urban density and pedestrian-oriented public spaces, including a master-planned park to the east of the Property.

² In the area extending from the eastern edge of the East Building to the central part of the Central Building, the CCT was constructed approximately 10 feet south of the Property line. Thus, there is a 10-foot gap in the area which is exacerbated by the increasing elevation of the CCT which rises 17 feet from the mid-block connection to Pearl Street. The result is a cavernous effect in this area which the Applicant proposes to address by filling in the grade to match the CCT and improving with landscaping and hardscape.



Figure 2 – Existing condition of the Property. The existing development features significant massing with little variation in building materiality or fenestration along the southern façade, adjacent to existing single-family residences to the south.

II. Proposed Development

A. Project Description

The Applicant proposes to transform an underutilized site within the Pearl District into a vibrant, mixed-use destination consistent with the Bethesda Downtown Sector Plan’s vision for this area. The Project is organized around three primary buildings, arranged to define and activate a high-quality public realm that integrates with the CCT, planned Purple Line infrastructure, and adjacencies within its Downtown Bethesda context. The Project specifically proposes a diverse mix of multifamily residential units, ground-floor retail, and a modern health and wellness club at this transitional location, providing new housing opportunities, neighborhood-serving retail and uses, and amenities within immediate walking distance of regional transit and the Downtown employment center.

The Central Building, which anchors Montgomery Avenue, incorporates a multi-level health and wellness club within its two lower levels. The West and Central Buildings frame Pearl Street, which will be redesigned as a shared street featuring high-quality paving, outdoor seating,

street trees, and pedestrian-scale lighting to create a safe and welcoming environment that prioritizes pedestrians while accommodating limited vehicular access.

The West Building will be limited to 52 feet in height given its proximity to the Air Rights complex and will include retail on the ground floor at Montgomery Avenue. The East Building is devoted exclusively to residential uses and there will be a pedestrian connection between the East and Central Buildings provided at the 5th floor. Overall, the Project will include:

- West Building – up to 110 residential units (87,000 square feet) and up to 2,000 square feet of retail and a height of 52 feet
- Central Building – up to 210 residential units (351,000 square feet) and 76,000 square feet for the health and wellness club with maximum heights ranging from 145 feet at the western corner to 120 feet
- East Building – up to 270 residential units (265,000 square feet) with a maximum height of 120 feet³

The Project will utilize up to 73,196 square feet of BOZ density.

A new urban plaza at the terminus of Pearl Street and a terraced staircase will establish strong physical and visual connections between the CCT and the Pearl District, providing gathering spaces, improved visibility, and direct trail access. As discussed below, additional public realm enhancements include a linear landscaped park adjacent to the CCT and enhanced streetscapes with widened sidewalks, improved bicycle accommodations, and on-street parking to buffer cyclists and calm traffic along Montgomery Avenue.

B. Architecture and Design

The Project proposes contemporary buildings carefully articulated and designed to break down their massing into visually engaging components, establishing rhythmic patterns along their

³ The total number of units in the Project will not exceed 590. Pursuant to the Amended and Restated Reciprocal Easements and Operating Agreement recorded at Liber 50165, folio 89 assigning the unused density from the Air Rights Complex to 7300 Pearl Street, 235,887 square feet of unused density from the Air Rights Complex will be utilized by the Project.

facades. In accordance with the height compatibility standards of the Zoning Ordinance (Section 4.1.7.C) the Project incorporates step downs on the southern facades of the Central and East Buildings to provide compatibility with the Town of Chevy Chase residential community located south of the CCT, thereby transitioning from existing commercial office buildings to the north and west down to the single-family community to the south. Situated prominently along Montgomery Avenue in the eastern Downtown Plan Area, the Project integrates with the adjacent Purple Line and CCT. The proposed mixed-use development will offer diverse housing types, from studios to generously sized multi-bedroom dwelling units, retail, and health and wellness club uses – thereby contributing to the Downtown Plan’s broader goals of enhanced connectivity, walkable neighborhoods, diverse housing options, and improved urban design and streetscapes.

The proposed development comprises three separate buildings—West, Central, and East—that collectively present a cohesive Project. While the architectural design of the buildings will be developed during the Site Plan stage, it is the Applicant’s intent that the three buildings will share a common design language so that the Project reads as a comprehensive project, but with each building incorporating certain distinctive features to differentiate it. Architecturally, the Project features contemporary urban design characterized by clean lines, varied materials, and facade treatments that enhance visual interest and reduce perceived mass. This design respects the existing scale to the north of Montgomery Avenue while appropriately transitioning to the residential community to the south. The three buildings employ articulated massing through strategic setbacks, terraces, and balconies, creating dynamic silhouettes and interesting rooflines. To this end, the Central and East Buildings’ step backs on the southern facade create oversized outdoor rooms/terraces that soften the scale of a typical urban building, particularly within the surrounding context. Facade treatments will employ a combination of glass, masonry, and paneling, producing a textured appearance that varies subtly yet meaningfully across the development, fostering visual interest, compatibility and contributing to the pedestrian realm within the Pearl District.

The Project design is intended to activate its frontages. Access to the health and wellness club and the West Building’s residential lobby will be provided at the corner of Pearl Street and Montgomery Avenue, while the residential lobby for the East Building will be located along Montgomery Avenue near the mid-block connection. In addition, the Montgomery Avenue frontages of the Central and East Buildings will include entrances for individual residences to

further activate the streetscape and encourage a safe and welcoming “eyes on the street” community. Similarly, along the southern façade, the East Building will also include direct access to the ground floor residential units and access to the Central and East Buildings’ bike rooms will be located along the trail in keeping with the Sector Plan recommendation calling for development along the CCT to orient toward the trail to help activate the area. Residential amenities are curated to enhance community engagement and include a health and wellness club, rooftop recreation areas, pools, and multiple indoor and outdoor spaces. Multi-level underground parking facilities will serve the residences and health and wellness club.

C. Vehicle and Pedestrian Circulation

Vehicular access has been strategically programmed to minimize conflicts with pedestrians and cyclists and to maintain an active and attractive streetscape. Access to parking for the East Building will be provided at the building’s eastern end off of Montgomery Avenue. Access to parking and loading for the Central Building and to the East Building’s loading will be provided via a mid-block connection, concealed from Montgomery Avenue. A second means of egress for the health and wellness club in the Central Building will be provided off of Pearl Street to allow vehicles to exit efficiently without increasing traffic on Montgomery Avenue or East–West Highway. The West Building’s parking and loading will be internalized and reached via an existing driveway at the terminus of Pearl Street.

Pedestrian circulation is integral to the Project's overall design, enhancing walkability and connectivity across the site and surrounding area. The Property has the benefit of being adjacent to the CCT which will provide a convenient east-west bicycle and pedestrian path. At the same time, the greatly improved streetscape along Montgomery Avenue will provide an alternative east-west connection and the two north-south pedestrian connections – one along Pearl Street and one provided along the mid-block connection, ensure full circulation around the Project. Special features along the pedestrian routes, including the monument staircase at the Pearl Street terminus, the special paving along Pearl Street and the integrated landscaping, seating, and sidewalk in the linear and terrace park area, enhance all of these areas. Overall, the Project's pedestrian system provides safe, attractive, and convenient routes linking the retail, residential, and transit areas.

D. Parking

Parking is specifically designed to meet the functional needs of residents, visitors, retail and health and wellness club patrons while preserving the pedestrian-oriented character envisioned for the Pearl District. The Project eliminates the existing expanses of surface parking and consolidates spaces within multi-level structured garages located below grade or fully screened within the new buildings and reduces the number of existing curb cuts from nine to three. Vehicular access points have been minimized and carefully placed to reduce pedestrian conflicts and enhance safety. In addition to on-site structured parking, the Project proposes new on-street parking along Montgomery Avenue to calm traffic, buffer enhanced bicycle facilities, and support quick, convenient access for short-term visitors and retail patrons. The Project provides an average of just under one parking space per residential unit. The parking provided for the health and wellness club and retail is 3.85 spaces per 1,000 square feet of gross floor area, significantly below the maximum of 6 spaces per 1,000 square feet.

Bicycle parking will be provided at grade at various locations surrounding the Project for short-term use. Long-term bicycle parking storage areas for residents and employees will be provided in the garages of all three buildings. The Central Building and East Building bike rooms will have direct access to the CCT.

E. Public Use and Amenities

The public realm is activated with meaningful open spaces intended to foster community interactions. Pearl Street is proposed as a shared street (in keeping with the Sector Plan recommendation)⁴ with special paving, a narrower paving section to slow traffic, street trees and street furniture, all of which help to establish the overall character of the Project's outdoor realm. The urban plaza includes an elevated portion that serves to extend the width of the CCT and activate this overall area. Further to the east, the terrace park provides another intimate park area adjacent to the CCT with seating areas and terracing.

Importantly, all of these carefully designed spaces will enhance the overall environment of the CCT. To this end, the Project will redefine the experience of the CCT where it enters Downtown Bethesda, transforming what is today an understated portion of the trail into a

⁴ While the Sector Plan recommends the abandonment of Pearl Street, MCDOT indicated that it does not support the abandonment and therefore the Applicant is not pursuing it.

memorable, highly visible gateway. At the heart of the Project, a new urban plaza and monumental terraced stair will directly connect the trail to the emerging Pearl Street “Main Street,” inviting trail users into an active mixed-use environment via a shared street with public gathering spaces. The design provides clear wayfinding, generous sightlines, and safe, accessible routes from the trail into the Pearl District, encouraging cyclists and pedestrians to enter and linger rather than bypass the area. Enhanced landscaping, street trees, lighting, and opportunities for small respite areas will create a welcoming, human-scaled transition from the western corridor of the trail to the urban fabric of Downtown Bethesda. For those traveling westbound on the CCT, the project will function as a gateway arrival moment, signaling entry into Downtown Bethesda and linking directly to transit, Pearl Street, and the broader street grid.

III. Sector Plan Compliance

The Project substantially complies with the overall goals, objectives, and policies – as well as property-specific recommendations – included in the Bethesda Downtown Plan. One of the overall objectives of the Sector Plan is to create a truly walkable, sustainable Downtown. The Project promotes this objective by activating this underutilized site with a transformational, mixed-use development in the Pearl District. Overall, the Project contributes to the goal of providing new housing opportunities in close proximity to transit and public amenities.

The Project specifically promotes the following Sector Plan goals:

- *Take best advantage of existing and planned transit, including Metrorail, Purple Line light rail, bus rapid transit (BRT) and bus, and the walking and biking options along the CCT.*

The Project directly advances the multimodal vision of the Bethesda Downtown Sector Plan by concentrating new residential and commercial uses in an area served by existing and planned transportation infrastructure. Namely, the Property is located within 900 feet of the Bethesda Metrorail Station’s southern entrance and Purple Line Station, and regional bicycle and pedestrian facilities. Additionally, the Project is served by frequent Metrobus and Ride On routes along Montgomery Avenue and East–West Highway, providing convenient local and regional bus connections.

The Project also improves the County’s bicycle and walking network in the context of Downtown Bethesda’s multimodal transportation network. As discussed, Pearl Street will be

transformed into a shared street that links seamlessly to the CCT, one of the region's most heavily used bicycle and pedestrian corridors. A new urban plaza and monumental stair connection will provide a highly visible, direct route between the CCT and the Pearl District, fostering an intuitive connection between the trail and Downtown Bethesda. Upgraded sidewalks, crosswalks, and bicycle facilities along Montgomery Avenue will further improve comfort and safety for non-auto modes.

- *Promote a diversified mix of housing options in the Downtown through mixed-use and multi-unit residential zoned development.*

The Project directly responds to the Sector Plan's objective to promote a diversified mix of housing options within Downtown Bethesda by introducing a significant number of new multifamily housing opportunities in a mixed-use, transit-accessible setting. More specifically, the Project's three mixed-use buildings will deliver a broad range of multifamily residential units, with varying bedroom sizes and layouts, designed to serve a spectrum of household types, from young professionals and singles to families and downsizing seniors. Additionally, the Project proposes a unique mix of residential and health club uses within the same overall development. By integrating a full-scale, multi-level health and wellness club directly into the residential towers, the Project offers a unique health and wellness lifestyle not available in Bethesda or the surrounding area. As part of this unique mixed-use proposal, future residents will enjoy immediate, built-in access to fitness, spa, and wellness amenities, while neighbors in Downtown will be drawn to the health club use. This hybrid model not only provides an amenity for residents but also strengthens the Pearl District, as the health club will promote activity beyond typical office or retail hours, reinforcing the Project's role as an anchor for redevelopment in this area. By combining these unique housing types with ground-floor retail and amenities, the Project will contribute to an active community that can meet diverse residential preferences in an area that is supported by existing infrastructure, public services, and amenities.

- *Create a gateway to Bethesda along East-West Highway and a gateway to the Metro Core District at Pearl Street through public art, landscaping and architecture.*

The Project will establish a strong, recognizable gateway to Downtown Bethesda and create a distinct entry to the Metro Core District at Pearl Street through exceptional design. This gateway is proposed through a deliberate combination of high-quality architecture, public realm

design and landscaping. The gateway will be particularly notable to users of the CCT heading west toward the Bethesda core.

The Central Building is designed with a signature architectural expression and active ground-level uses that present a vibrant new face to the Pearl District. Enhanced streetscapes with widened sidewalks, street trees, and high-quality paving will frame the approach into Bethesda from the east. Along Pearl Street, the Project introduces a terraced staircase and urban plaza connecting directly to the CCT, establishing a welcoming pedestrian entry into the Pearl District. The shared street design, with street furniture, plantings, pedestrian-scale lighting, and high-quality hardscape, fosters a safe and inviting connection into the Pearl District.

Collectively, these elements – quality site design, architecture, active retail frontages, and layered landscaping - advance the Sector Plan’s vision for an identifiable gateway into Downtown Bethesda at this location.

Figure 3.08: Pearl District Public Realm Improvements

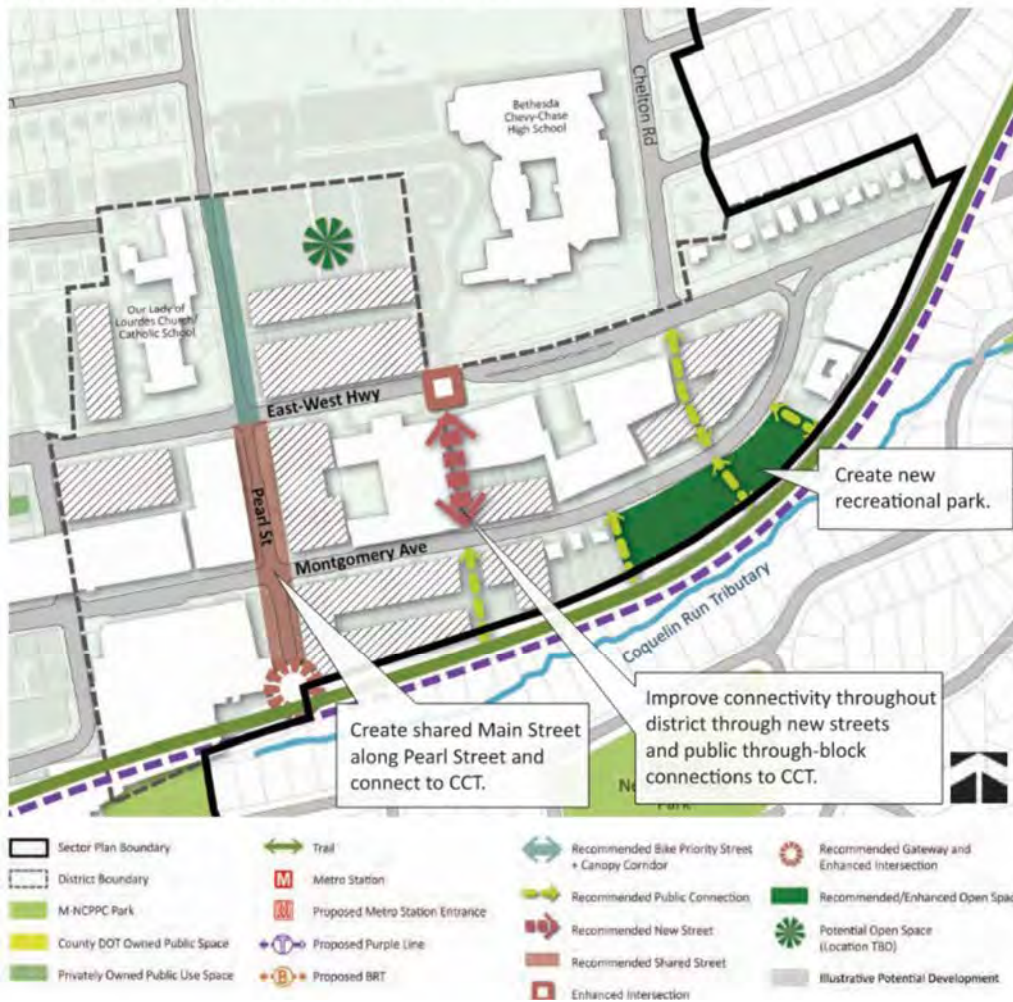


Figure 3 - Sector Plan Recommendations for Pearl District Public Realm Improvements. The Project is intentionally designed to meet the Sector Plan’s property-specific recommendations for the Pearl District public realm.

- *Improve the visual quality of buildings and streetscapes along Montgomery Avenue to enhance the public realm for pedestrians and incentivize economic investment.*

The Project will significantly elevate the visual quality of the built environment and public realm along Montgomery Avenue, transforming an auto-oriented, underutilized frontage into an active, walkable streetscape that invites pedestrian use and private reinvestment. New buildings fronting Montgomery Avenue will feature high-quality architecture with articulated façades, fenestration, and compatible building materials that create visual interest and an attractive and engaging street wall at human scale. Ground-level transparency and active uses, including

residential lobbies and individual residential unit entrances and neighborhood-serving retail, will activate the sidewalk edge.

The Montgomery Avenue streetscape will be comprehensively upgraded with a 15-foot wide sidewalk, the continuation of the 10-foot wide bike path, new street trees, pedestrian-scale lighting, and landscaped areas that soften the public edge and create comfortable walking and gathering spaces. Proposed on-street parking and the bike path will further buffer pedestrians from traffic, calm vehicle speeds, and strengthen multimodal circulation. Collectively, the Project advances the Sector Plan’s goal to improve visual quality and pedestrian experience along Montgomery Avenue, helping reposition the corridor as an inviting place for residents, visitors, and local businesses and encourage redevelopment in the Pearl District.

- *Promote more mixed use land uses to enhance 24-hour activity in the district.*
- *Promote Pearl Street as a new Main Street with local neighboring serving retail.*

The Project advances the Sector Plan’s vision for a vibrant, mixed-use urban district by introducing a mix of residential, retail, and community-oriented uses that sustain activity throughout the day and contribute to a “Main Street” environment within the Pearl District.

Specifically, the Project will deliver significant new housing in this area of Bethesda, combined with ground-floor retail and a health and wellness club – all of which will generate foot traffic and support activation and a 24-hour environment. This mix of uses creates a safe, dynamic environment throughout the day.

As it relates to the Sector Plan’s vision for a “Main Street” environment, the Project reimagines Pearl Street as a shared street with wide sidewalks, street trees, and pedestrian-scale lighting, designed to encourage strolling and socializing. Public realm elements, including a proposed urban plaza and direct CCT connection, will attract regional visitors into the Pearl District while supporting businesses in the neighborhood. By integrating new housing and neighborhood-serving uses with a vibrant, human-scaled public realm, the Project aligns with the Sector Plan’s vision for an activated mixed-use district and “Main Street” quality.

- *Development along the Capital Crescent Trail (CCT) should enhance the trail experience for users and minimize negative impacts. The façade of new*

development along the CCT should orient towards the trail with ground floor activating uses or provide an appropriate transition with setback and landscape buffer.

The Project furthers both of these recommendations and is intentionally designed to enhance the experience of CCT users and establish a direct, highly visible connection between the trail and Pearl Street, transforming this segment of the corridor into a welcoming urban gateway. Rather than presenting significant massing along the trail edge, the Project visually and functionally opens toward the CCT with a new urban plaza and a connection that leads trail users directly to the shared Pearl Street and Downtown. To minimize visual and functional impacts on the trail, the Project incorporates stepped building massing, generous setbacks, and a landscaped green buffer along the trail edge, maintaining the feel of the trail at a comfortable, human scale. Public realm features, such as street trees, plantings, pedestrian-scale lighting, and opportunities for public gathering, provide a welcoming gateway into the Pearl District while preserving the trail's recreational character. Active ground-floor uses and transparent façades near the open spaces proposed along the CCT ensure that the trail is integrated into the Project, rather than walled off, which will enhance safety and wayfinding conditions.

- *Enhance pedestrian connectivity throughout the district.*
- *Enhance Street activity on the emerging retail block along Pearl Street.*
- *Improve connectivity throughout the district.*
- *Encourage infill and reinvestment on underutilized commercial sites and surface parking lots*

The Project will significantly enhance the Pearl District's pedestrian and multimodal network while transforming an underutilized block of surface parking and low-intensity commercial uses into an active, mixed-use neighborhood. To this end, the Project will create new, direct, and safe pedestrian connections by redesigning Pearl Street as a shared street with wide sidewalks, clear sightlines, and inviting public spaces. A monumental stair and urban plaza will provide a highly visible connection from the CCT to the heart of the Pearl District encouraging walking and cycling and tying the site the regional transportation network.

Furthermore, the Project will activate Pearl Street as a public gathering space. The continuous streetscape with outdoor seating, street trees, pedestrian-scale lighting, and paving will encourage pedestrian activity, casual gathering and engagement with local businesses.

The Project will also improve connectivity within the Pearl District and surrounding Downtown neighborhoods. The proposed reduction in curb cuts will simplify circulation, increase sidewalk continuity, and create safer conditions for pedestrians and cyclists. Enhanced wayfinding, bicycle accommodations, and proximity to Metro, Purple Line, and bus routes will also integrate the Project with the broader Downtown network.

The Project will further a number of the Sector Plan's environmental recommendations, including the following:

- *On private property, provide a minimum of 35 percent green cover*
- *A combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater.*
- *Provide soil volumes for canopy trees of no less than 600 cubic feet.*
- *Install green roofs with at least 6 inches*
- *Use appropriate plant species that will thrive in the site conditions and climate. Species should be a combination of native and locally adaptive species, require minimum water demand and provide local biological benefits.*
- *When practical, incorporate vegetation into stormwater management facilities.*
- *Prioritize street tree planting along existing and proposed bicycle networks*
- *Bury overhead wires to avoid conflicts with street trees.*
- *Increase overall tree canopy cover and subcanopy cover by encouraging the planting of trees on public and private land*
- *Integrate visible environmental site design*
- *Intensive green roofs*

- *Stormwater planters.*
- *Incorporate multiple stormwater management facilities or treatment train to maximize benefits.*
- *Energy Star-approved and/or Federal Energy Management Program (FEMP)*
- *Maximize solar orientation and design*
- *Install green roofs to reduce heating and cooling demand.*
- *In the High Performance Area, buildings must meet the public benefits category for CR Energy Conservation and Generation 59-4.7.3.F.3.*

By replacing outdated, auto-dominated land uses with vibrant residential, retail, and public spaces, the Project directly advances the Sector Plan’s goal of providing environmentally sensitive infill reinvestment in priority growth areas.

IV. Bethesda Design Guidelines

The Project carefully aligns with and exceeds the Bethesda Downtown Design Guidelines through adherence and intentional application of design principles and alternative menu strategies. The Applicant has refined the Application and relevant design elements to reflect its presentations to the Bethesda Design Advisory Panel (DAP) in July and September 2025. Relevant design strategies and elements proposed as part of the Project and reviewed by the DAP are summarized below:

- **2.1.10 Canopy Corridors**

The Project significantly enhances the streetscape along Montgomery Avenue, Pearl Street and the CCT by providing a vastly improved pedestrian environment. Improvements along these right-of-ways will include native trees and plantings that will create a greener corridor between the two significant parks that flank the Project – Elm Stret Park and the new Eastern Capital Crescent Urban Greenway. These elements collectively establish a vibrant canopy corridor that enhances pedestrian comfort, safety, and street-level aesthetics, meeting the intent of the Guidelines.

- **2.3.3 Servicing, Access, and Parking**

The Project's service and parking strategy integrates vehicular access, pedestrian safety, and urban design. In response to comments by MCDOT, Pearl Street has been designed to allow for vehicular drop off for future users of the CCT and egress only from the health and wellness club. Access to the loading and the Central Building parking are provided from the mid-block connection, thereby minimizing any disruption to Montgomery Avenue and concealing these entrances. In addition to the below grade parking to serve the residents, health and wellness club patrons and retail users, the Applicant is proposing including on-street parking along Montgomery Avenue that will reduce trips down Pearl Street, act as a buffer to the bike infrastructure, and help to slow the traffic along Montgomery Avenue.

- **2.4.3 Base: Street Activation**

The Project prioritizes active, engaging ground floors with double-height retail spaces, health and wellness club amenities, residential lobbies and individual unit entries, and amenity areas prominently facing Montgomery Avenue and Pearl Street. This transparency and activation significantly enrich the pedestrian experience, providing opportunities for interaction and human-scale detailing at street level.

- **2.4.4 Base: Variation and Articulation**

The Project will employ multiple articulation strategies, including varied building materials, distinct façade planes, transparency, and architectural detailing – all of which will be formally evaluated at the time of Site Plan. Ground-level retail, health and wellness club activation, and residential amenities showcase unique yet cohesive architectural expressions, heightening visual interest and pedestrian engagement. The consistent yet varied architectural language provides unity across diverse building elements, promoting cohesive visual experiences from multiple viewpoints.

- **2.4.5 Corner Treatments**

The Central and East Buildings have been designed to include prominent corner designs along Montgomery Avenue to anchor the individual buildings. These signature corners visually

define each structure and create focal points that complement the adjacent open spaces. Particular attention is paid to the corner treatment along Pearl Street, which is intended to break up the verticality of the Central Building to respond to the lower height of the West Building.

- **2.4.7 Tower Step Back**

The Project design incorporates step backs along Montgomery Avenue and Pearl Street, as well as additional terraces and balconies to encourage compatibility with the surrounding context. The use of the step backs along the southern façade at this transitional location respects the residential community to the south and promotes compatibility. In addition to fostering compatibility, the step backs and dynamic silhouettes produce a unique, signature design in Downtown Bethesda to anchor the Project as a landmark for high-quality urbanism within the Pearl District.

- **2.4.8 Tower: Methods to Reduce Bulk**

The Project employs architectural geometry to reduce perceived building bulk. The modulation in the façade and stepped terraces effectively mitigate visual bulk, adding movement and visual interest. Strategic articulation at the upper floors create dynamic shadow lines, visually breaking up massing, and minimizing verticality. Step-backs and landscaped terraces on the Central and East Buildings create breaks in the Montgomery Avenue façade to visually soften the massing. In response to comments by the DAP, the Central Building’s base height at the corner of Montgomery Avenue and Pearl Street was modified to align with the height of the West Building and is intended to relate to the lower height of the West Building and the overall pedestrian scale of Pearl Street. This design approach reduces the visual weight of the buildings, promotes compatibility with the surrounding urban context and creates a gateway to Pearl Street.

- **2.5 Creative Placemaking**

The Project promotes creative placemaking through its design and programming of public spaces. The integration of artistically designed seating, and interactive elements within plazas and pedestrian corridors elevates the public realm. The urban plaza, staircase and terrace park are not only functional but also expressive, encouraging community interaction, visual interest, and long-term neighborhood identity. Importantly, the proposed connection to the CCT is strategically

designed as a transformative placemaking opportunity. By matching the increasing grade of the CCT, the design effectively widens the CCT and transforms the current conditions of the trail at this location from a basic, functional link to Downtown into an identifiable, vibrant gateway and gathering space that signals entry into Downtown Bethesda. To this end, this portion of the CCT presently functions as a pass-through corridor with limited visual interest or opportunities to stop into the Pearl District. The Project changes that dynamic by opening its buildings and public spaces directly to the trail, widening the trail, and creating a new urban plaza and staircase that lead trail users naturally to Pearl Street. This design functionally converts what has been an edge condition into a welcoming “front door” for the Pearl District where amenities, local businesses, and transportation infrastructure mesh with the trail’s regional function.

The DAP reviewed the Project at its July 23, 2025 meeting and again at its September 24, 2025 meeting and noted that the Applicant’s changes to the Project made in response to the DAP’s comments at the initial July meeting greatly improved the Project. The DAP commented that the Project design responds favorably to the CCT and enhances the public realm. The DAP indicated that the Project is on track to meet the minimum ten points for design excellence.

V. Zoning Ordinance Conformance

A. Objectives

Section 4.5.1 of the Zoning Ordinance states that the CR zone "permit[s] a mix of residential and nonresidential uses at varying densities and heights. The zones promote economically, environmentally and socially sustainable development patterns where people can live, work, recreate, and access services and amenities." The Project responds to the specific objectives of the CR Zone as follows:

(a) *Implement the recommendations of applicable master plans;*

As discussed in Section IV above, the Project promotes several policy objectives and priorities of the Sector Plan.

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

The Project provides an opportunity to redevelop an underutilized site, including expanses of surface parking and outdated vacant or mostly vacant commercial buildings, with a high-quality,

transit-oriented mixed-use development. The Project will replace these older single-use areas in the Pearl District with new housing, recreation, and retail opportunities within walking distance of various transit options and the existing employment base of the CBD.

- (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 provides a combination of diverse housing types, mobility options, neighborhood-serving commercial uses, and public amenities within a compact, pedestrian-oriented mixed-use community. The Project provides multifamily residential units in a range of sizes to accommodate varied household needs, complemented by ground-floor retail and a modern health and wellness club. This mix of uses is supported by vibrant public spaces and amenities, including a shared street, urban plaza, terraced monument staircase, and landscaped terrace park, that encourage community gathering and social interactions.

The Project also advances multimodal mobility options consistent with the Sector Plan. Direct adjacency to the CCT, close proximity to the nexus of the Purple and Red Lines, a new bus stop and bike lane along its frontage, the reduction of curb cuts, and the creation of pedestrian-priority corridors foster safe and convenient access for cyclists, pedestrians, and transit users. Proposed vehicle movements are managed through concealed garage entries and limited egress points to reduce conflicts with non-auto modes.

As it relates to site design, no parking is proposed between the buildings and the street. To this end, the Project provides all primary parking within multi-level underground garages, eliminating surface parking between buildings and streets. As explained in Section II (C), vehicular access points are minimized and strategically placed to protect the pedestrian realm. Limited on-street parking along Montgomery Avenue serves as a physical and functional buffer to bike infrastructure, as well as a traffic-calming measure along the site frontage. This layout concentrates parking underground, maintains active streetscapes, and supports pedestrian and bicycle safety, consistent with the Sector Plan.

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

The Project employs a flexible mix of uses, densities, and building heights with a development program consisting of three distinct mixed-use buildings, organized around a cohesive public realm. The Project is also strategically designed for this transitional location in the Pearl District within Downtown Bethesda. Each building is programmed and massed to foster visual interest appropriate for Downtown while also respecting adjacent neighborhoods and public spaces. To this end, the overall site design is programmed with a range of building heights to reinforce compatibility with its surroundings. While the base zoning would allow a maximum height of 175 feet for the West Building, the height is limited to 52 feet to respect the offices in the Air Rights complex. As a result of the zoning, the Central Building height decreases from 145 feet to 120 feet, with the 120 feet continuing at the East Building. From north to south, the Central and East Buildings step down from their maximum heights to 35 feet. This stepdown approach responds to the scale of adjacent structures and preserves a comfortable edge condition while still allowing taller, more urban elements at the site's core. In addition, it creates an intentional transition from the higher-density core to the pedestrian-scaled environment along the trail and surrounding residential community.

By integrating new housing, neighborhood-serving retail, and community-oriented wellness uses, the Project supports an active mixed-use district that respects the context of nearby residential areas. The flexible development envelope allows building heights and densities to concentrate where transit and infrastructure can support them, while the public realm, including the redesigned Pearl Street, new plazas, and open terraces, creates appropriate buffers and visual relief. This approach is indicative of the Sector Plan's recommended context-sensitive urbanism, delivering intensity in the Pearl District while ensuring compatible relationships with adjoining neighborhoods through careful massing, stepped transitions, and natural integrations with the public, pedestrian-realm.

(e) Integrate an appropriate balance of employment and housing opportunities; and

The Project provides new, high-quality housing opportunities to support the existing retail and non-residential development in the adjacent Wisconsin Avenue Corridor and surrounding Downtown area. The Project will also provide new employment opportunities within the proposed health club, and retail space included as part of the overall development at the Property.

- (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 include significant public benefits, in accordance with the requirements in Section 4.5.4.A.2 of the Zoning Ordinance. See Section V(B) below.

B. Special Regulations for the Optional Method of Development and Development Standards

Properties developed under the Optional Method of Development must comply with the general requirements and development standards of the CR Zone and must provide public benefits under Section 4.5.4.A.2 to obtain greater density and height than allowed under the Standard Method of Development. As detailed below, the Project complies with this standard.

1. Incentive Density

The Project will provide the required public benefits and address the Incentive Density Guidelines for the CR Zone. The Applicant is seeking incentive density above the Standard Method of Development. Pursuant to Zoning Ordinance Section 4.7.1.D., and with anticipation that pending Zoning Text Amendment 25-14 (i.e. the revised Public Benefit legislation) will be adopted prior to the Planning Board’s consideration of the Sketch Plan, the Applicant elects to be reviewed under updated Division 4.7.⁵ The Applicant will be investing more than 1 million dollars into the undergrounding of utilities within the 680 linear feet of the Property’s frontage along Montgomery Avenue. Pursuant to Section 4.7.3.B.1.b.iv.(b), this significant investment is classified as a Tier 4 Public Facilities investment and as such, the provision of a Tier IV public benefit satisfies all requested incentive density requirements. The Project also satisfies the Bethesda Overlay Zone public benefit point requirements in that it generates at least 10 points for exceptional design and will meet the enhanced sustainability requirements of the High Performance Area.

2. Development Standards

⁵ In the event the Sketch Plan proceeds to the Planning Board prior to the adoption of ZTA 25-14, the Applicant will provide information as to how they satisfy the existing public benefit criteria and at the time of Site Plan and Preliminary Plan seek to have the Public Benefits evaluated under ZTA 25-14.

Section 4.5.4 of the Zoning Ordinance sets forth the development standards for the optional method of development within the CR Zone. A development table is included with the Sketch Plan, on sheet SK 2.01 which analyzes conformance with the applicable development standards.

VI. Findings Required for Sketch Plan Approval

The purpose of this portion of the Statement is to provide justification that the Sketch Plan satisfies the requirements of Section 7.3.3.E, which govern the approval of a Sketch Plan application. As set forth below, the Sketch Plan satisfies each of these requirements:

1. *The Sketch Plan meets the objectives, general requirements, and standards of the Zoning Ordinance.*

As discussed in this Statement, this Application satisfies the objectives, general requirements and standards of the CR Zone.

2. *The Sketch Plan substantially conforms with the recommendations of the applicable master plan.*

The Project's conformance with the goals and objectives of the Sector Plan is discussed in Section IV above.

3. *The Sketch Plan satisfies any development plan or schematic development plan in effect on October 29, 2014.*

This provision is not applicable, as the Property is not subject to a development plan or schematic development plan.

4. *The Sketch Plan, for a property where the zoning classification on October 29, 2014 was the result of a Local Map Amendment, satisfy any green area requirement in effect on October 29, 2014, any green area under this provision includes and is not in addition to any open space requirement of the property's zoning on October 30, 2014.*

This provision is not applicable.

5. *The Sketch Plan achieves compatible internal and external relationships between existing and pending nearby development.*

The Project adheres to the height and density recommendations and requirements contained in the Sector Plan and the Zoning Ordinance. The Project will provide additional housing opportunities that will complement the existing and proposed uses in the Pearl District and within

the larger Downtown. As discussed above, the Project serves as an eastern gateway project to Downtown Bethesda from the east.

6. *The Sketch Plan provides satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking and loading.*

The Project provides safe, efficient, and well-integrated multimodal access and circulations for vehicles, pedestrians, and bicyclists while reinforcing the pedestrian-oriented character envisioned for the Pearl District.

Vehicular access points are intentionally limited and consolidated to reduce curb cuts and improve safety and continuity along Montgomery Avenue. The existing condition includes four dispersed driveways interrupting the sidewalk and creating multiple potential conflict points along the 570 foot long Montgomery Avenue frontage. The Project proposes to reduce this number to two. To this end, parking and loading for the Central Building will be served by a mid-block connection that conceals vehicular movement from Montgomery Avenue. Parking for the East Building is accessed at its eastern end, away from primary pedestrian spaces, and parking/loading for the West Building is internalized and accessible via an existing driveway at the terminus of Pearl Street. An egress-only connection for the health and wellness club on Pearl Street allows vehicles to exit efficiently without increasing traffic along Montgomery Avenue.

Parking is located primarily below grade and fully screened, eliminating large surface lots that the Project proposes to replace and thus allows for new public spaces and active uses at this transitional location. This approach minimizes visual and functional conflicts with the public realm while providing adequate capacity for residents, visitors, and the health and wellness club. Short-term bicycle parking will be dispersed appropriately at ground level throughout the site, with long-term facilities integrated into the garage.

The pedestrian and bicycle network is strengthened through significant new public realm improvements. Pearl Street will be transformed into a shared street with high-quality paving, street furniture, street trees, and pedestrian-scale lighting, prioritizing safe, comfortable walking while permitting limited vehicle use for drop-off and service. A new urban plaza and monumental stair connection establish a direct, visible link to the CCT, encouraging bicycle use and improving access to the CCT from this area of Downtown with a direct bicycle connection. Upgraded sidewalks, enhanced bicycle infrastructure, and new on-street parking along Montgomery Avenue

buffer cyclists, calm traffic, and further support safe multimodal travel while also connecting to the CCT.

Collectively, the Project provides safe and satisfactory vehicular, pedestrian, and bicyclist access and circulation, meets parking and loading needs without undermining the pedestrian focus of the Pearl District, and implements the multimodal mobility goals of the Sector Plan.

7. *The Sketch Plan proposes an outline of public benefits that supports the requested incentive density and is appropriate for the specific community; and*

The public benefits are sufficient to justify the requested density and must meet the requirements of the Zoning Ordinance. As discussed in Section V(B)(1) above, the Applicant will be investing more than 1 million dollars into the undergrounding of utilities within the 680 linear feet of the Property's frontage along Montgomery Avenue, thus qualifying for a Tier 4 Public Facilities investment.

8. *The Sketch Plan establishes a feasible and appropriate phasing plan, for all structures, uses, rights-of-way, sidewalks, dedications, public benefits, and future preliminary and site plan applications.*

The Applicant may proceed with construction of the three buildings at different times or concurrently. The streetscape and open space improvements at the perimeter of each building will be completed at the time of each individual building's construction, respectively.

VII. Community Outreach

The Applicant hosted its pre-submission outreach meeting at the Bethesda-Chevy Chase Regional Services Center on the evening of October 7, 2025. Notice was properly given for the pre-submission community meeting in accordance with the standards set forth in the Development Review Procedures Manual. The sign-in sheet and meeting minutes are being submitted concurrently as part of this Application.

VIII. Conclusion

As demonstrated by this Statement, the Application complies with all applicable requirements of the Zoning Ordinance that govern optional method of development under the CR Zone. Furthermore, the Project substantially complies with the recommendations of the Sector Plan, as discussed above. The Project will transform the underutilized site into a transit-oriented,

pedestrian friendly, mixed-use community that promotes the Sector Plan's goal of creating a sustainable Downtown and reinvigorating the Pearl Street District. For all these reasons, the Applicant respectfully requests Planning Board approval of the Sketch Plan.