

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	
File Number(s)	
Project Address	

Plan Type

Concept Plan

Sketch Plan

Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact			
Architect			
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data			
Proposed Land Uses			
Brief Project Description and Design Concept <i>(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)</i>			



Exceptional Design Public Benefit Points Requested and Brief Justification	
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DESIGN ADVISORY PANEL SUBMISSION PROCESS

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





Concept Plan Application
7121 WISCONSIN AVENUE & FARM WOMEN'S COOPERATIVE MARKET
7121 Wisconsin Avenue
Bethesda, Maryland

May 9, 2018

On behalf of Columbia Realty Venture LLC ("Columbia Realty," or the "Applicant"), we respectfully submit this Concept Plan application for the proposed redevelopment of the properties located at 7121 Wisconsin Avenue and 7155 Wisconsin Avenue in Bethesda, Maryland (collectively, the "Properties," as defined more specifically in Section I below). The Applicant is the fee simple owner of the 7121 Wisconsin Avenue site. The Applicant is also part of a joint venture with Wisconsin Avenue Properties LLC ("WAP Foulger-Pratt"), which is either the fee simple owner or contract purchaser and developer of three properties located at 7126 Wisconsin Avenue, 7140 Wisconsin Avenue, and 4705 Miller Avenue.¹ This joint venture – Wisconsin Columbia Venture LLC (the "Joint Venture") – has contracted for the purchase of the Farm Women's Cooperative Market. The current owners of the Farm Women's Cooperative Market and the Joint Venture, in its capacity as the contract purchaser, have authorized the Applicant to include the Farm Women's Cooperative Market site in the Concept Plan for the purposes described herein relating to that portion of the overall site.

The Concept Plan proposes to replace the existing commercial buildings at 7121 Wisconsin Avenue with a new multi-family residential building containing ground floor retail, below-grade parking, and related site amenities. The new mixed-use building will be owned and operated by Columbia Realty, a long-term land owner in the region. The Concept Plan also proposes to redevelop a portion of the 7155 Wisconsin Avenue site to resemble the "civic green" concept described in the recommendations of the May 2017 Approved and Adopted Bethesda Downtown Plan (the "Sector Plan").²

The proposed improvements to the Farm Women's Cooperative Market are described in Section II-B below. The Joint Venture will enable the Applicant and WAP Foulger-Pratt to facilitate substantial upgrades to the Farm Women's Cooperative Market that are needed to further the Sector Plan's vision for the new civic green, which are too extensive for either party to the Joint Venture to undertake individually. At the same time, the Joint Venture's efforts will allow the Applicant and WAP Foulger-Pratt – which will be submitting a separate Concept Plan for the redevelopment of the confronting property at 7126 Wisconsin Avenue – to utilize the full extent of the building heights that the Sector Plan recommends for their respective properties.³

¹ Foulger-Pratt is a partner in WAP Foulger-Pratt.

² As described in the Sector Plan, this civic green is envisioned as a green open space next to the Farm Women's Cooperative Market building that will "act as both a destination and a local gathering spot, providing a space for market customers to eat and relax."

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

Please note that the information provided with this Concept Plan application is preliminary in nature and represents the Applicant's current intentions with respect to the redevelopment of the Properties. More specific information about the redevelopment projects on the 7121 Wisconsin Avenue and Farm Women's Cooperative Market sites will be presented and confirmed at the time of Sketch Plan, Preliminary Plan, and Site Plan application review, after the Applicant has had more time to study the Properties and to consider comments received on the Concept Plan from the Montgomery County Planning Department ("Planning Department") and related reviewing agencies.

I. Property Description

A. Site Location and Characteristics

The Properties are located in the Wisconsin Avenue Corridor District of the Sector Plan, at a prominent location on the east side of Wisconsin Avenue near the southern gateway into the Bethesda Central Business District ("CBD") and the terminus of Bethesda Avenue. The Properties include the following specific components:

- i. 7121 Wisconsin Avenue (also known as Parcel N706, "Bethesda Tower" subdivision), which is a rectangular parcel that consists of approximately 20,886 square feet of net site area. 7121 Wisconsin Avenue is located directly to the south of the Farm Women's Cooperative Market and has direct frontage on Wisconsin Avenue to the west.
- ii. The Farm Women's Cooperative Market (also known as Parcel P699, "Bethesda" subdivision), which is a square-shaped parcel with approximately 29,975 square feet of net site area. The Farm Women's Cooperative Market is located at the intersection of Wisconsin Avenue and Willow Lane, to the north of 7121 Wisconsin Avenue.

As stated previously, after completing this Concept Plan review process, the Applicant intends to submit a Sketch Plan application that will include both of the Properties in a single application. The overall gross tract area of the Properties that will be included in the Sketch Plan is anticipated to be a minimum of approximately 57,481 square feet, including prior dedications. However, the overall gross tract area is still in the process of being analyzed at this time, and will be confirmed at the time of Sketch Plan application submittal. Please note that, for purposes of analyzing preliminary compliance with certain applicable development standards, this Concept Plan assumes that the gross tract area of the site is 57,481 square feet.

The Properties are situated within the boundaries of the Bethesda Parking Lot District ("PLD").

B. Zoning and Permitted Uses

The Properties are currently zoned Commercial/Residential ("CR"), but the individual components differs with respect to permitted heights. 7121 Wisconsin Avenue is zoned CR-3.0, C-3.0, R-2.75, H-175,

allowing maximum building heights of 175 feet.⁴ The Farm Women's Cooperative Market is zoned CR-3.0, C-3.0, R-2.75, H-35, allowing maximum building heights of 35 feet. Pursuant to Section 3.1.6 of the 2014 Montgomery County Zoning Ordinance ("Zoning Ordinance"), the CR Zone permits multi-unit living uses and a variety of commercial uses including restaurants and retail/service establishments up to 50,000 square feet by right.

The Properties are also located in the Bethesda ("B") Overlay Zone, which is intended to facilitate the implementation of certain Sector Plan recommendations relating to density, building height, affordable housing, parks, and design.

C. Existing Conditions

The 7121 Wisconsin Avenue portion of the site is currently improved with one- and two-story multi-tenant commercial buildings and related site amenities for pedestrian circulation. Maryland Department of Assessments and Taxation ("SDAT") records indicate that the existing buildings were constructed in 1952 and provide approximately 13,862 square feet of above-grade building floor area.

The Farm Women's Cooperative Market portion of the site – which is designated as a County Historic Site on the Montgomery County Locational Atlas & Index of Historic Sites ("Locational Atlas") as Resource Number 35/014-001A – is improved with a single-story commercial building with a 52-space surface parking lot, minimal landscaping, and related site improvements. Per SDAT records, the existing one-story, framed rectangular building on the Farm Women's Cooperative Market site was constructed in 1936. The Applicant's consultants have determined that the building provides approximately 4,172 square feet of building floor area, with the interior primarily comprised of one large rectangular room with a limited number of side rooms for bathroom, office, and utility functions.

D. Surrounding Zoning and Land Uses

Pursuant to the Sector Plan, the lots and parcels that surround the Properties are now primarily zoned CR and Commercial/Residential Town ("CRT"). The applicable mapped zoning classifications generally allow for more intensive future development than exists today, with greater densities and taller heights provided near the new downtown center and transit hub that is being constructed on the former Apex Building site at 7272 Wisconsin Avenue (at the southwest corner of the Elm Street intersection). The surrounding zoning and land uses include the following:

- North: The block that confronts the Farm Women's Cooperative Market across Willow Lane to the north is zoned CR. The western portion of the block that fronts on Wisconsin Avenue is currently improved with the Bethesda Gateway Office Building, which has been rezoned to CR-5.0, C-5.0, R-4.75, H-250. The eastern portion of the block is improved with smaller scale commercial buildings that are now zoned CR-2.0, C-2.0, R-2.75, H-70. Elm Street Urban Park is located beyond these commercial buildings, across 47th Street to the northeast.

⁴ As previously stated, the Sector Plan states that heights of 175 feet are permitted with joint redevelopment of the Farm Women's Cooperative Market parcel. See Sector Plan, Page 102.

- East: Montgomery County Public Parking Lot 24 ("Lot 24"), a surface parking lot with approximately 216 parking spaces, adjoins the Properties to the east. Lot 24 is primarily zoned CRT-0.5, C-0.25, R-0.5, H-70, with a portion of the parking lot located to the southeast of 7121 Wisconsin Avenue zoned CR-3.0, C-2.0, R-2.75, H-90. R-60 zoned properties in the Town of Chevy Chase are located beyond Lot 24, across 46th Street further to the east.
- South: 7101 Wisconsin Avenue, a 14-story commercial building, abuts the 7121 Wisconsin Avenue portion of the site immediately to the south. 7101 Wisconsin Avenue is currently zoned CR-3.0, C-3.0, R-2.75, H-145. The block located further to the south across Leland Street is improved with small scale commercial and surface parking uses. However, these properties have also been rezoned to accommodate more intensive future development, with applicable zoning classifications ranging from CR -3.0, C-3.0, R-2.75, H-90 to CRT-0.5, C-0.25, R-0.5, H-70.
- West: The properties located on the west side of Wisconsin Avenue (across from the subject Properties) are all zoned CR. The Artery Building complex, located on the north side of Bethesda Avenue, is zoned CR-5.0, C-5.0, R-5.0, H-250. The 7126 Wisconsin Avenue site, which is located between Bethesda Avenue and Miller Avenue and which will be subject to a separate Concept Plan application that will be submitted by WAP Foulger-Pratt, is zoned CR-3.0, C-3.0, R-2.75, H-225. 7100 Wisconsin Avenue, which recently has been redeveloped with a multi-family residential building with ground floor retail, is located between Miller Avenue and Woodmont Avenue in the CR-3.0, C-3.0, R-3.0, H-145 zone.

II. Preliminary Development Concept

The Concept Plan application proposes to redevelop the 7121 Wisconsin Avenue portion of the site with a new multi-family residential building with ground floor retail, below-grade parking, and related site amenities. The Concept Plan also proposes to transform a portion of the Farm Women's Cooperative Market site to resemble a new civic green, which will be accomplished via the Joint Venture. Pursuant to specific recommendations in the Sector Plan, the proposed improvements to the Farm Women's Cooperative Market site will allow the Applicant and WAP Foulger-Pratt to each utilize the full extent of the building heights that are mapped for their respective properties at 7121 Wisconsin Avenue and 7126 Wisconsin Avenue.

The preliminary redevelopment concepts for the redevelopment of the Properties – collectively, the "Project" – are described below. As previously stated, the information provided herein is preliminary at this early stage of the development process, and is subject to revision and confirmation over the course of future Sketch Plan, Preliminary Plan, and Site Plan application reviews. In addition, as stated above, please note that the preliminary redevelopment concept for the 7126 Wisconsin Avenue site will be addressed in a separate Concept Plan application to be submitted by WAP Foulger-Pratt for contemporaneous review with the subject Concept Plan.

A. 7121 Wisconsin Avenue

The 7121 Wisconsin Avenue portion of the Concept Plan fronts on Wisconsin Avenue and is located at mid-block between Willow Lane and Leland Street, just south of the terminus of Bethesda Avenue as it intersects with Wisconsin Avenue. 7121 Wisconsin Avenue is bordered on the north by the historic Farm Women's Cooperative Market (which will be the location of a new "civic green"-like space, as described in Section II-B below), and on the south by the existing high rise office building at 7101 Wisconsin Avenue. The location's prominence, its adjacency to significant civic space, and its proximity to the future transit hub that is being constructed at 7272 Wisconsin Avenue all combine to create the potential for 7121 Wisconsin Avenue to be redeveloped as a special place in the Wisconsin Avenue Corridor District: a new center of activity at a "Smart Growth" location that will be directly adjacent to a signature open space amenity in the Downtown. The proposed Project on the 7121 Wisconsin Avenue site – which will provide a new multi-family residential building with Moderately Priced Dwelling Units ("MPDUs"), ground-floor retail, and below-grade parking – is anticipated to leverage this potential by utilizing design characteristics that are intended to strengthen this new activity center while respecting and complementing the surrounding urban context.

More specifically, the design of 7121 Wisconsin Avenue will work in concert with its surroundings and form an integral part of a new urban composition that includes the refreshed Farm Women's Cooperative Market, as well as the proposed future development to the west at 7126 Wisconsin Avenue. The preliminary design concept for the new building proposes to establish a one-story datum at the base of the building, with retail spaces occupying the majority of the frontage along Wisconsin Avenue and a residential lobby at the northwest corner. These active retail spaces will accommodate elements such as canopies, signage, and outdoor seating to create a vibrant pedestrian realm. The lobby is anticipated to extend eastward along the northern frontage of the building, providing a vibrant and active use within the ground-level portion of the building that will face the Farm Women's Cooperative Market site. The site design along this northern edge also includes a vehicular drive that will be carefully designed as a shared streetscape to encourage pedestrian activity and access to the future green space to the north. (The "shared street" is described in more detail in Section II-B below.) It is anticipated that the proposed vehicular drive will utilize an existing curb cut on Wisconsin Avenue.

The massing of the building will be carefully crafted with an eye towards the unique context of the site. On the north side of the building, the ground floor will pull away from the proposed vehicular drive to allow for a more gracious pedestrian passage through the site. This increased setback at the ground floor also acknowledges the scale of the one-story building on the Farm Women's Cooperative Market parcel. Above the ground floor, a distinct base will be established for the building with stepbacks and terraces above the fourth floor. The Applicant anticipates that additional balconies and reveals will be carved out of the building mass to further enhance the presence of a distinct base, and to break down the overall mass of the building. The base of the building will be complimented by a tower element, in which the overall volume will be defined by outdoor living spaces and varying tower heights. This will serve a practical purpose, allowing the building to better relate to and blend with its surrounding park-like context through the provision of outdoor amenities and terraces with integrated vegetation. The taller portions of the building will be located at the northwest corner, purposefully screening mechanical equipment and adding additional visual prominence to the key intersection of Bethesda and Wisconsin Avenues. The southern and eastern portions of the building will then step down from the top to provide a transition to the lower scale of the context to the south and east.

Although final architecture and site design will be confirmed at the time of Sketch Plan and Site Plan, the Applicant anticipates at this preliminary juncture that the geometry of the new building on 7121 Wisconsin Avenue will be able to be crafted to include angled faces that will soften its frontages, break down its façade, and create an expressive form (particularly on the prominent northern façade facing the Farm Women's Cooperative Market). At the prominent northwest corner, it is anticipated that a cantilevered mass will be introduced above the fifth floor to create a unique identity for the building and to frame pedestrian views of the open space and Farm Women's Cooperative Market as one approaches the site along Wisconsin Avenue. The building form will be further articulated through the incorporation of a horizontal expression in the façade, and through the careful integration of balconies and terraces.

With respect to site design, the Applicant anticipates that two primary open spaces will be provided within the 7121 Wisconsin Avenue portion of the Project: (i) a streetscaped area along Wisconsin Avenue, which will be accessible to the public; and (ii) a private amenity rooftop terrace, which will be used exclusively by residents of the building. The streetscape design will be based on the July 2017 Approved Bethesda Downtown Plan Design Guidelines (the "Design Guidelines"). The Design Guidelines identify Wisconsin Avenue as an "urban boulevard" street type. Thus, the Applicant anticipates that a six-foot wide planting/furnishing zone will be provided adjacent to Wisconsin Avenue, with a ten-foot wide pedestrian through zone and nine-foot wide frontage zone along the face of building to achieve an overall build-to-line of approximately 25 feet (within the Design Guidelines' recommended range).

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

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

B. Farm Women's Cooperative Market

The recently approved Sector Plan envisions the Farm Women's Cooperative Market portion of the Concept Plan as the location for a new "civic green" park space that will serve as an extension of the existing Elm Street Urban Park, located to the north of Willow Lane. In accordance with this vision and with other applicable recommendations in the Design Guidelines, the proposed redesign of the Farm

Women's Cooperative Market will provide open space that will be both a destination and a local gathering spot – a green respite in an otherwise urbanized corridor. The key feature of the "civic green"-like will be a large, central lawn with proximity to activating uses. The Applicant anticipates that flexible design will be a key component of achieving the civic green appearance that is contemplated in the Sector Plan, allowing for informal gathering as well as programmable, planned events.

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

- Retain a park-like setting. The Applicant proposes to achieve this principle by removing a substantial portion of the existing hardscape and replacing it with plant material. Additionally, the preservation of two large, existing trees will add to the ambiance of the civic green and carry forward some of the established green elements.
- Enhance the focal point along Wisconsin Avenue that terminates at Bethesda Avenue. The Farm Women's Cooperative Market is a prominent location along various urban corridors, and is part of the downtown Bethesda arrival sequence. Refreshing the site as an upgraded civic green with attractive landscaping and building renovations and new opportunities for gathering and recreation will be appropriate to enhance this focal point.
- Preserve site identity. This is a design principle that seeks to maintain the authenticity of the site by honoring the historic integrity of the existing building and environmental setting while also re-contextualizing the site as a contemporary urban park. This principle will guide plans for the new civic green to the extent practicable.
- Acknowledge surrounding context and integrate adjacent uses. The surrounding uses include office, retail, residential, park space, and urban streetscapes. The Farm Women's Cooperative Market will provide an open, inviting site design to engage with these uses, and will establish a relationship with the nearby Elm Street Park to act as a connected park system.

These design principles will be reflected in the design of the "civic green"-like space which, as proposed, is anticipated to include the following elements:

- Front Lawn. The Front Lawn will be a flexible, multi-functional, gathering area that will be located to the north of the existing building (*i.e.*, adjacent to Willow Lane). Walks and benches will frame the Front Lawn, which will terminate to the east in an area designated for potential food trucks, vendors booths, and temporary performances. The open, traditional setting of the Front Lawn will provide informal gathering space for many users. Acknowledging the existing conditions, a white board fence is anticipated to surround the "civic green"-like space on two sides delineating the streetscape from the open space, yet providing pedestrian access at entry

points. However, the streetscape along Willow Lane will also allow for temporary outdoor market stalls and vendors booths to activate the edge of the site for pedestrians.

- Green. The Green will generally be located in the area adjacent to Wisconsin Avenue that is currently hardscape, which will be removed and replaced with plant material. As the name implies, the Green is a garden setting that will soften and buffer Wisconsin Avenue.
- Sycamore Terrace. As previously stated, two large, existing trees will be preserved on the site. The Sycamore Terrace will supplement the area surrounding the existing trees, providing seating options for informal gathering.
- Building Terrace. The Building Terrace is proposed adjacent to the existing building on the Farm Women's Cooperative Market site. The Building Terrace will serve the future retail uses located within the building. The Building Terrace is designed as a flexible, café style seating space with ambient lighting.
- Shared Street. The shared street surrounds the site to the south and east of the existing building, and will serve in part as a vehicular drive for the existing building on the Farm Women's Cooperative Market site and for the adjacent building at 7121 Wisconsin Avenue, as described in Section II-A above. The shared street is intended to be a flush curb "woonerf" that will be used both by pedestrians and vehicles to create a flexible, dynamic space between the two portions of the Project, so as to encourage and strengthen the design of both sites. The Applicant anticipates that special paving for this area will be designed in such a manner as to visually delineate primarily pedestrian areas from vehicular circulation, while being compatible, complementary and cohesive. The Shared Street will provide vehicular circulation around the Farm Women's Cooperative Market, and will also facilitate a pedestrian through-block connection to the parking lot east of the site.

In accordance with the Design Guidelines, a six-foot wide planting/furnishing zone will be provided adjacent to Wisconsin Avenue (an urban boulevard), with a ten-foot wide pedestrian through zone. On Willow Lane (a neighborhood local street), the Applicant anticipates providing a five-foot wide planting/furnishing zone with an eight-foot wide pedestrian through zone. All streetscape elements are anticipated to conform with the Bethesda Streetscape Plan, and will be consistent with the elements described in Section II-A above for 7121 Wisconsin Avenue.

The proposed redevelopment of the Farm Women's Cooperative Market also includes certain renovations to the existing historic building that is located in the approximate middle of the site, facing Wisconsin Avenue. The proposed renovations include the following: (i) restoration of elements of the existing materials on the façade, so as to preserve the building's exterior character (ii) re-grading around the building's perimeter to correct infiltration issues that currently affect the building; (iii) restoration of windows; (iv) repair of exterior wooden shiplap; (v) installation of new asphalt shingles; (vi) potential base building and systems upgrades to accommodate potential future tenant fit-outs; and (vii) construction of a small, ± 532 gross square foot addition off the rear (*i.e.*, east side) of the building to provide new restrooms and additional storage. The proposed building addition will be roofed by a gable that will

mirror the existing gable on the building's front. The proposed renovations are intended to revitalize the existing building, for potential use by a future tenant.

III. Sector Plan & Design Guidelines Conformance

The Project will generally conform with the recommendations of the Sector Plan and the Design Guidelines, which provide a number of recommendations for new development in the Wisconsin Avenue Corridor District and for the new civic green at the Farm Women's Cooperative Market. Detailed information about the Project's conformance with these materials will be provided at the time of Sketch and Site Plan review.

IV. Zoning Ordinance Conformance

The Project will also conform with applicable requirements of the Zoning Ordinance for development under the optional method in the CR Zone and in the B Overlay Zone, including specific requirements for the provision of public benefits and for the utilization of B Overlay Zone density. The Applicant anticipates that the 7121 Wisconsin Avenue portion of the Project will achieve a minimum of 100 public benefits points from at least four public benefit points categories, including a minimum of 10 public benefits points for Exceptional Design and a minimum of 15 public benefits points for Energy Conservation and Generation (as the Zoning Ordinance requires for properties in the B Overlay Zone and the Sector Plan's High Performance Area).

The Applicant also anticipates that, separately from the 7121 Wisconsin Avenue portion of the Project, the redevelopment of the Farm Women's Cooperative Market will qualify for a full 70 public benefits points from the Major Public Facilities public benefit category. The Applicant's expectation, based on its consultant's preliminary analysis, is that the full extent of public benefits points from the Major Public Facilities category will be warranted based on the following:

- i. The broad extent of the land and building area that will be subject to the construction, renovation or restoration work that is proposed for the building and for the site to refresh the historic building and to create the new "civic green"-like amenity on a portion of the grounds.
- ii. The significant costs that the Joint Venture will incur to bring this portion of the Project to fruition, specifically including: (1) costs for the acquisition of the Farm Women's Cooperative Market land; (2) costs associated with renovating the existing historic building; and (3) costs for the construction and renovation of the grounds. These costs, both as separate components and in the aggregate, far exceed the value of the density associated with that site to either the Applicant or to WAP Foulger-Pratt.
- iii. The extraordinary ongoing costs to the Joint Venture in assuming obligations for the perpetual maintenance and operation of the Farm Women's Cooperative Market after redevelopment.

More detailed information about the Project's conformance with applicable development standards and requirements, including final public benefit points, will be provided at the time of Sketch Plan and Site Plan.

V. Conclusion

In summary, this Concept Plan represents the first step in the process of transforming the subject Properties – *i.e.*, the 7121 Wisconsin Avenue site and the Farm Women's Cooperative Market – in a manner that fulfills the vision of the Sector Plan for this prominent location in the Wisconsin Avenue Corridor District. For the 7121 Wisconsin Avenue site, the proposed Project will provide a new multi-family residential building with ground floor retail, below-grade parking, and related site amenities that will provide desirable new transit-accessible housing options in the CBD. At the same time, for the Farm Women's Cooperative Market, the Project will allow the Applicant to facilitate the creation of a new "civic green"-like space that will become a new activity center for all of Bethesda. The Project presents an exciting opportunity to contribute to the implementation of the Sector Plan, and the Applicant looks forward to working with the Montgomery County Planning Department and related agencies to refine the details of the Project over the coming months.

7121 WISCONSIN AVE

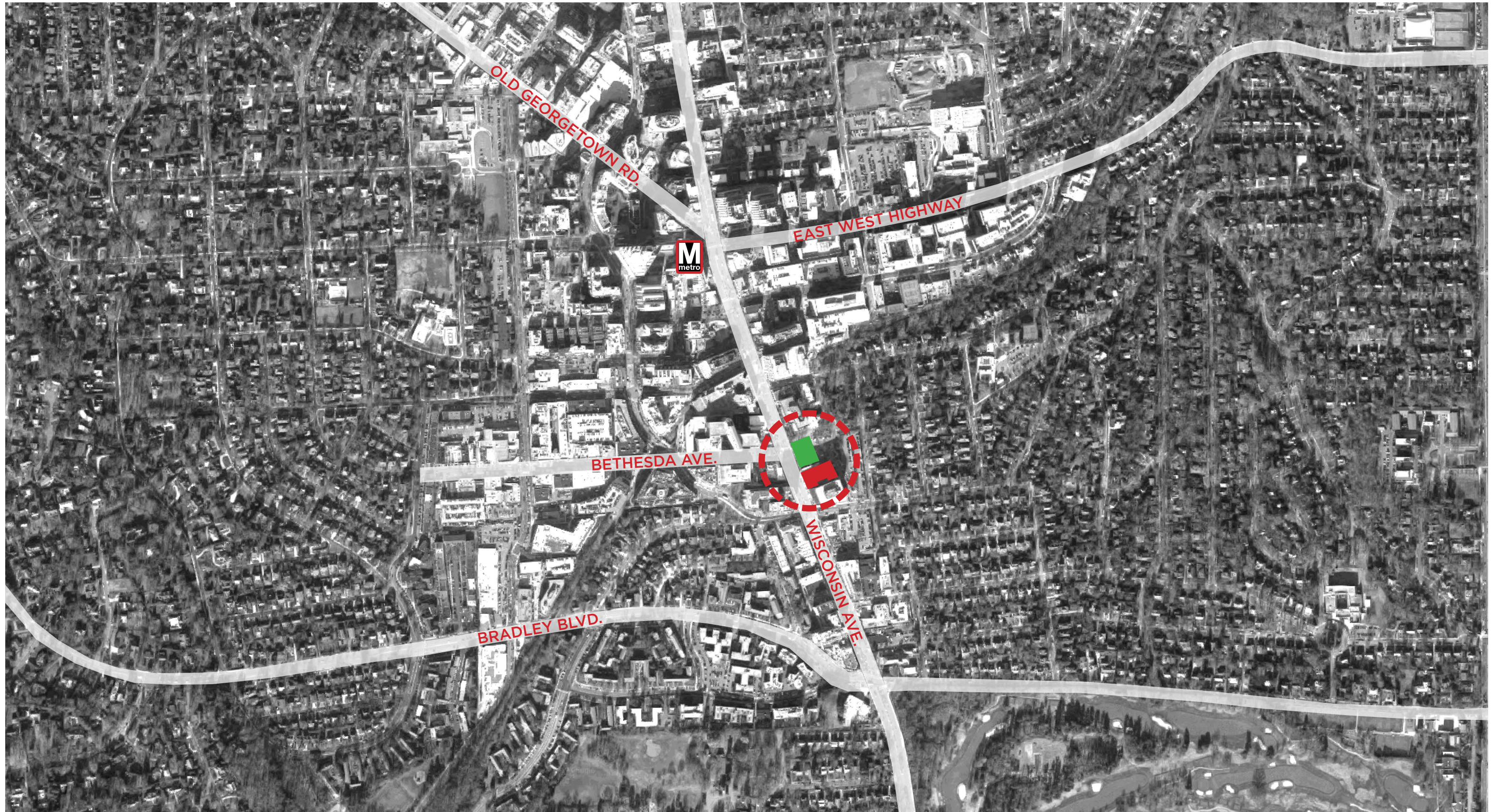
DESIGN ADVISORY PANEL SUBMISSION

MAY 09, 2018

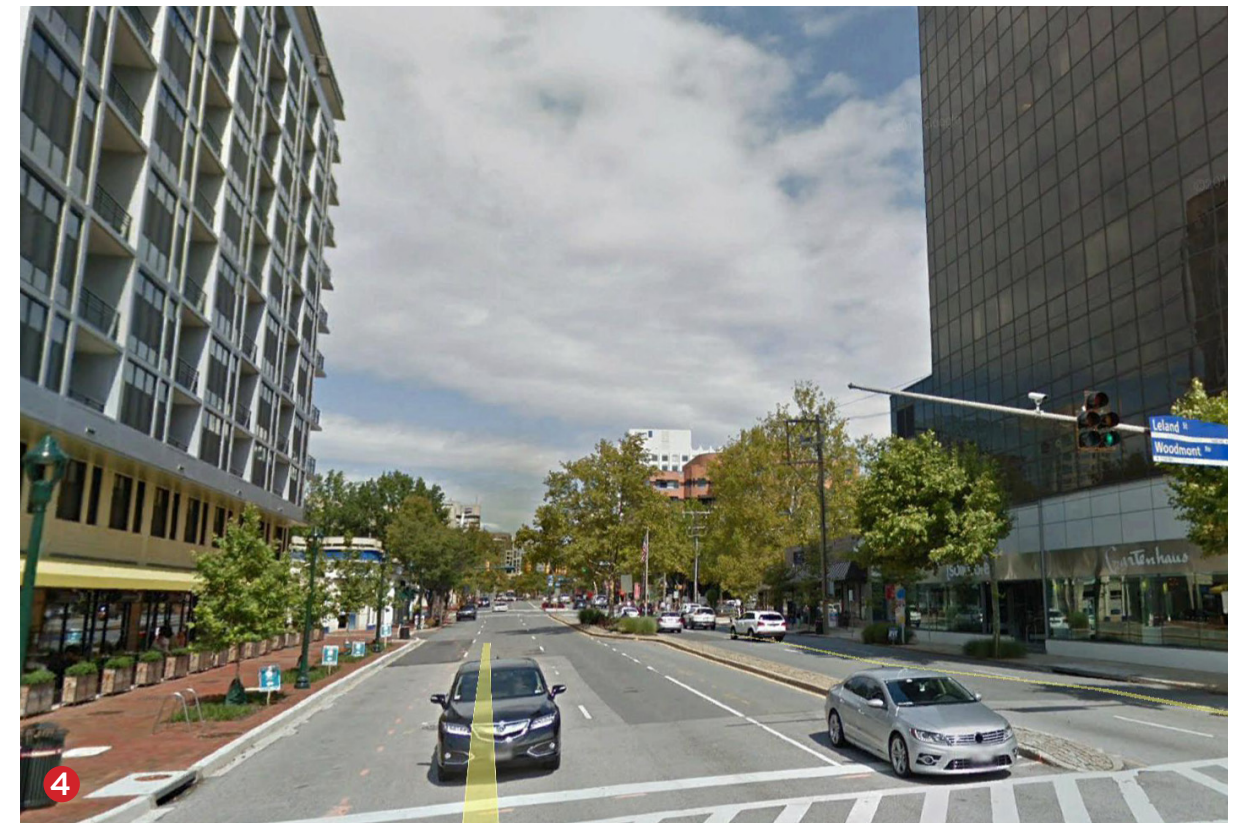
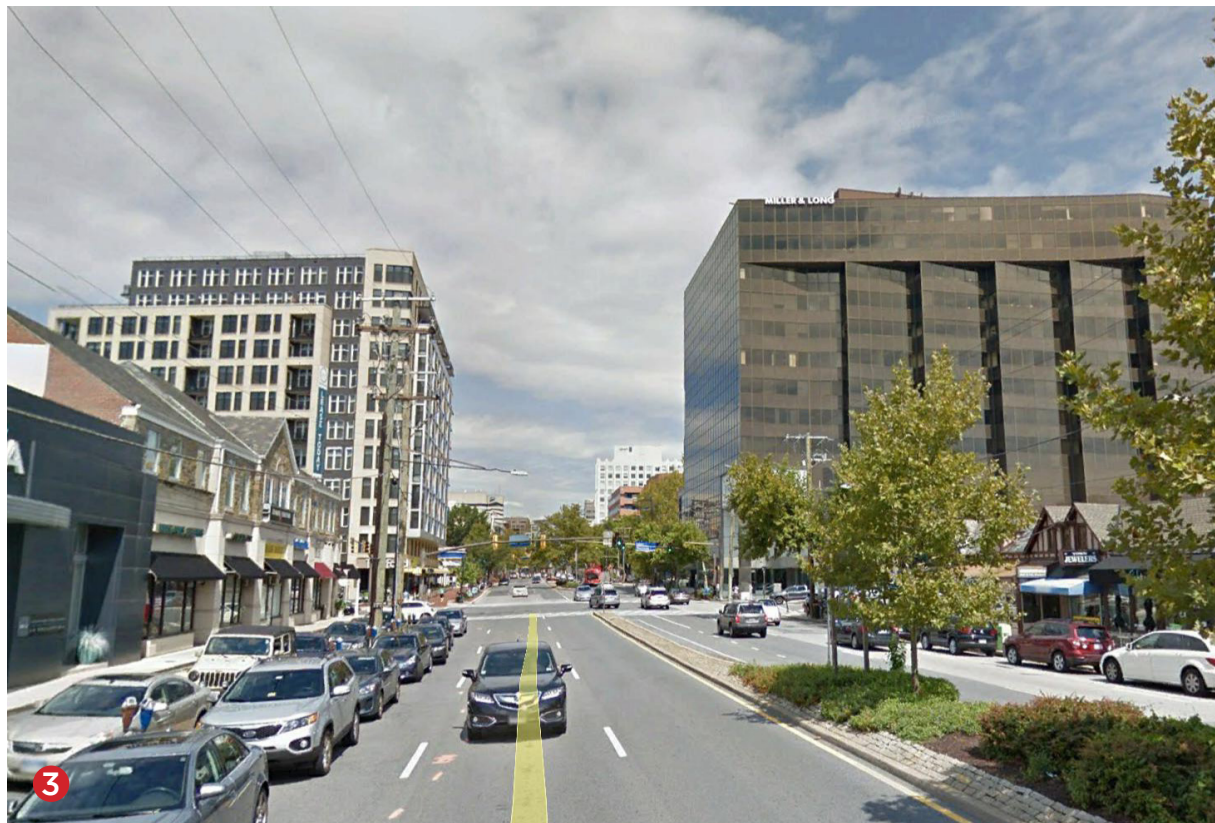
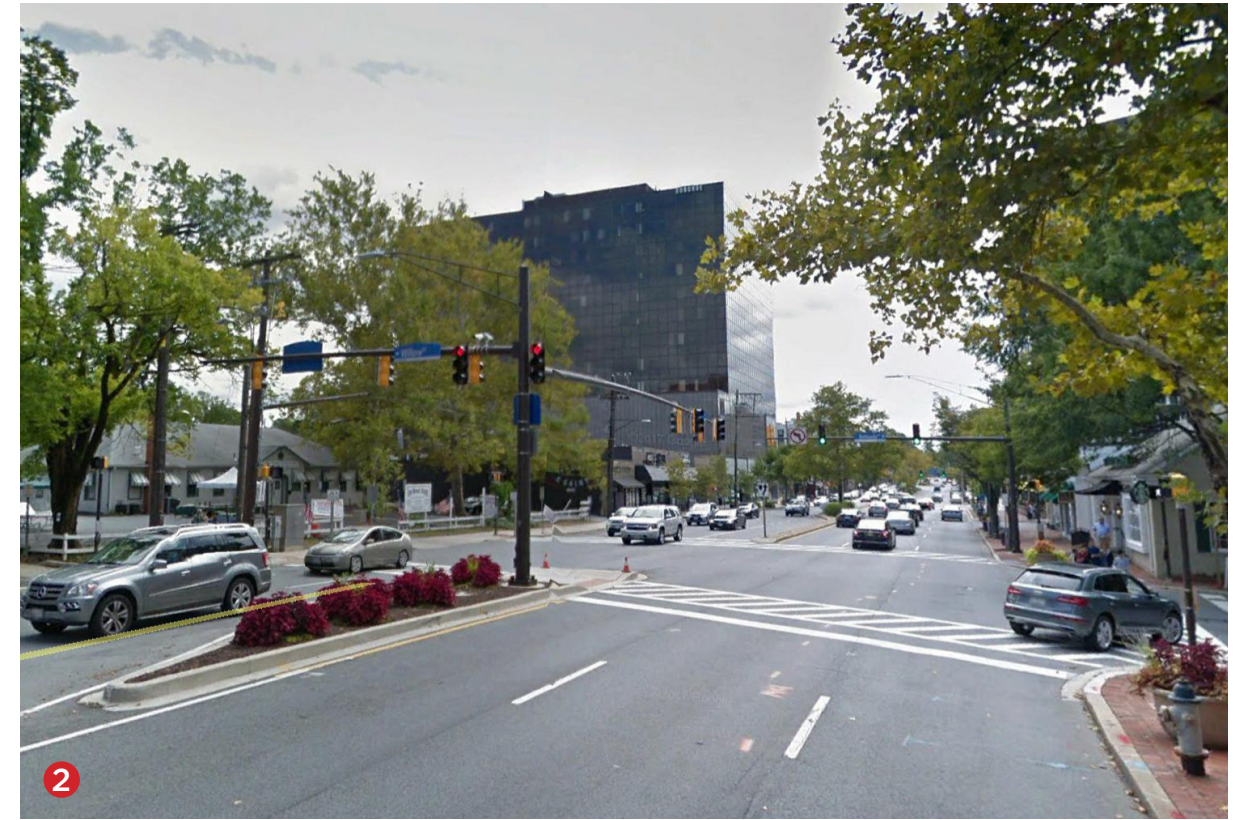
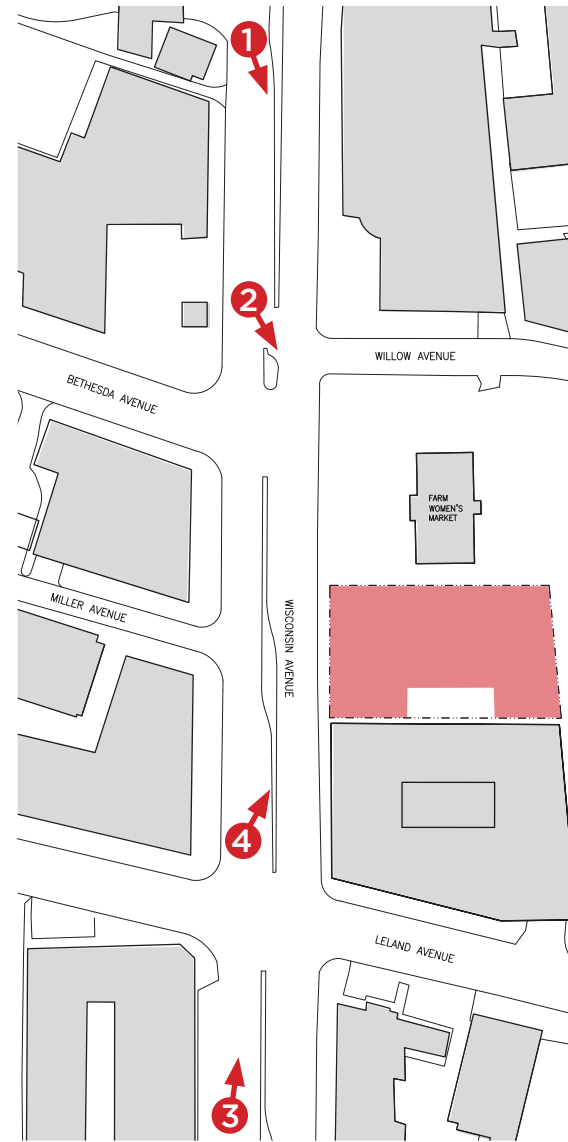
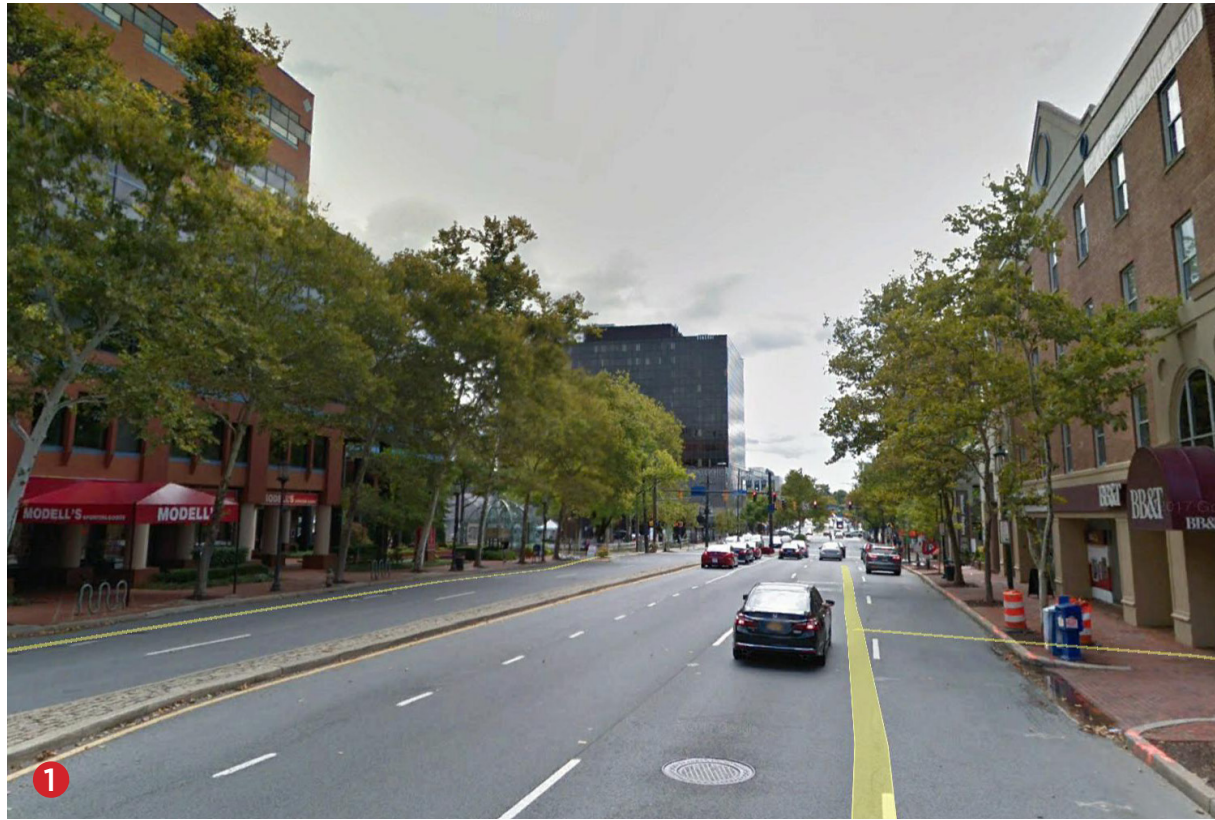


fxcollaborative

CONTEXT PLAN



WISCONSIN AVE. STREET VIEWS



What We've Read in the Design Guidelines

- Strengthened Center of Activity
- Respectful Urban Infill
- Create Vibrant Pedestrian Realm
- Stepback Massing to Define Urban Scale
- Craft Unique Geometry
- Vary Tower Heights
- Appropriate Relationships Between Buildings
- Unique Community Identity
- Breakdown Building Massing
- Connectivity to Public Green Space
- Celebrate Open Space
- Design Excellence

STRENGTHENED CENTER OF ACTIVITY

7121 Wisconsin Ave is located in the Wisconsin Avenue Corridor and lies at a prominent site adjacent to the Farm Women's Market and the future Civic Green. It is also adjacent to the prominent intersection of Wisconsin and Bethesda Avenues.

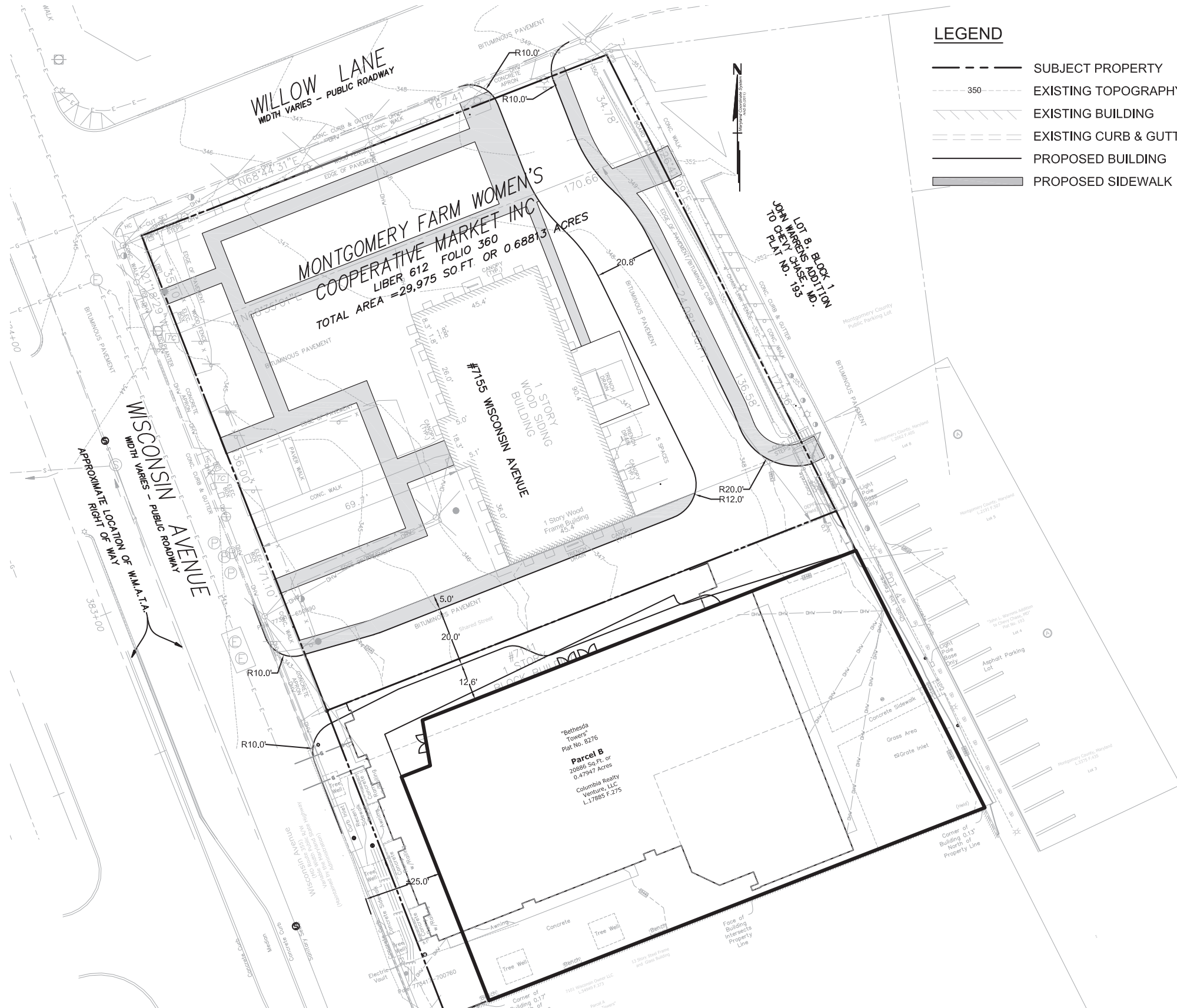


Wisconsin Ave. and Bethesda Ave.



Bethesda Farm Women's Market

CONCEPTUAL PLAN



LEGEND

- SUBJECT PROPERTY
- EXISTING TOPOGRAPHY
- EXISTING BUILDING
- EXISTING CURB & GUTTER
- PROPOSED BUILDING
- PROPOSED SIDEWALK

7121 WISCONSIN AVE PROJECT DATA TABLE		
ZONE: CR-3.0, C-3.0, R-2.75, H-175		
B-OVERLAY ZONE		
	PERMITTED/REQUIRED PER ZONING ORDINANCE OPTIONAL METHOD SECTION 59.4.5.4	PROPOSED
A. TRACT AREA	-	±27,506 SF / ±0.63 AC*
PRIOR DEDICATIONS	-	±6,620 SF / ±0.15 AC
PROPOSED DEDICATIONS	-	-
B. LOT AREA	-	±20,886 SF / ±0.48 AC
C. PUBLIC OPEN SPACE	0%	0%
D. MAXIMUM BUILDING HEIGHT	175 FEET	175 FEET
E. GROSS FLOOR AREA	-	-
F. FLOOR AREA RATIO (FAR) (FAR = GFA/TRACT AREA)	COMBINED FAR: 3.0 COMMERCIAL FAR: 3.0 RESIDENTIAL FAR: 2.75	OVERALL BUILDING FAR: ±7.93 TOTAL BUILDING GFA: ±218,091 SF
G. PARKING**	-	-
EFFICIENCY DWELLING UNIT - (1 space/unit) 24 PROPOSED	24	±24
1 BEDROOM DWELLING UNIT - (1 space/unit) 93 PROPOSED	93	±93
2 BEDROOM DWELLING UNIT - (1 space/unit) 65 PROPOSED	65	±65
3+ BEDROOM DWELLING UNIT - (1 space/unit) 7 PROPOSED	7	±7
H. MODERATELY PRICED DWELLING UNITS	15%	15%
I. MIN BUILDING SETBACKS	(TBD) DURING SITE PLAN PROCESS	0 FEET

**The Site is within the Bethesda Parking Lot District (PLD)

± Amounts are subject to revision

7155 WISCONSIN AVE FARM WOMEN'S COOPERATIVE MARKET PROJECT DATA TABLE		
ZONE: CR-3.0, C-3.0, R-2.75, H-35		
B-OVERLAY ZONE		
	PERMITTED/REQUIRED PER ZONING ORDINANCE OPTIONAL METHOD SECTION 59.4.5.4	PROPOSED
A. TRACT AREA	-	TBD
PRIOR DEDICATIONS	-	TBD
PROPOSED DEDICATIONS	-	TBD
B. LOT AREA	-	±29,975 SF / ±0.68 AC
C. PUBLIC OPEN SPACE	0%	0%
D. MAXIMUM BUILDING HEIGHT	35 FEET	0 FEET
E. GROSS FLOOR AREA	-	±4,704 SF*
F. FLOOR AREA RATIO (FAR) (FAR = GFA/TRACT AREA)	COMBINED FAR: 3.0 COMMERCIAL FAR: 3.0 RESIDENTIAL FAR: 2.75	OVERALL BUILDING FAR: ±0.16 TOTAL BUILDING GFA: ±4,704 SF
G. PARKING**	52 SURFACE SPACES	0 SPACES
H. MODERATELY PRICED DWELLING UNITS	0%	0%
I. MIN BUILDING SETBACKS	(TBD) DURING SITE PLAN PROCESS	0 FEET

*To include ±532 gross square footage building addition to existing ±4,172 gross square foot building.

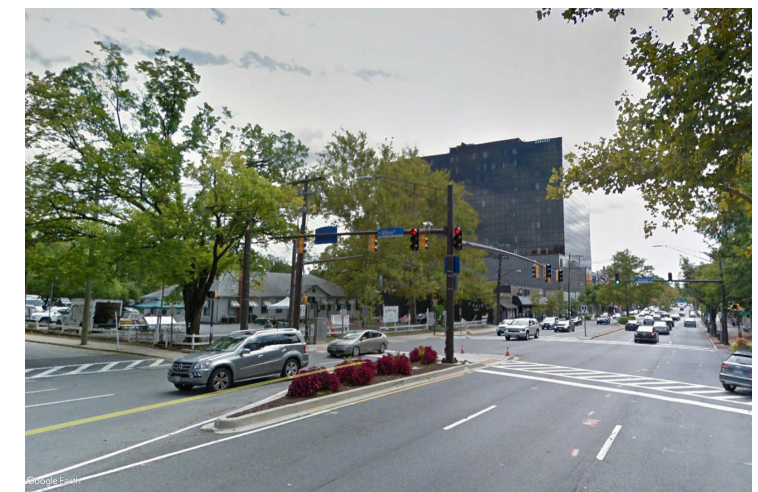
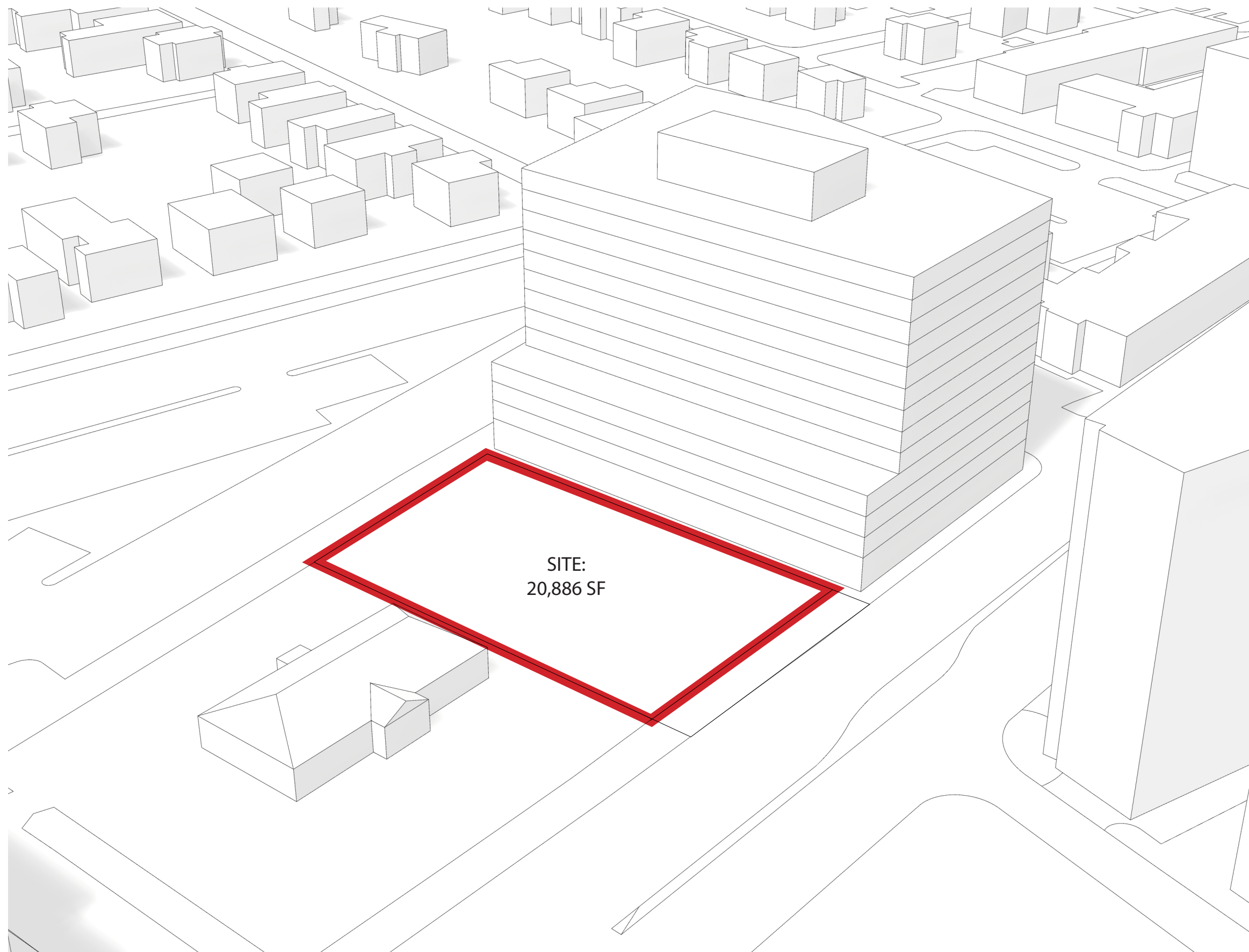
**The Site is within the Bethesda Parking Lot District (PLD)

± Amounts are subject to revision

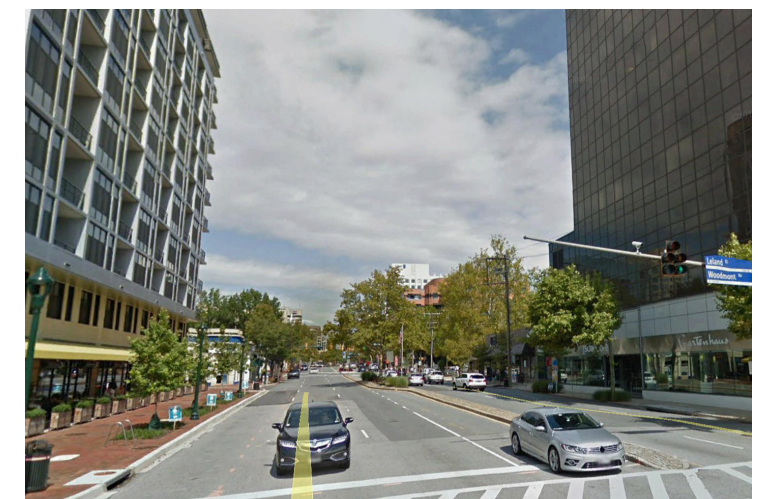
SCALE: 1"=40'-0"

RESPECTFUL URBAN INFILL

Our site is located on a narrow rectangular parcel that is afforded three prominent frontages with the Farm Women's Market to the north, the future Civic Green to the east, and Wisconsin Avenue to the west.



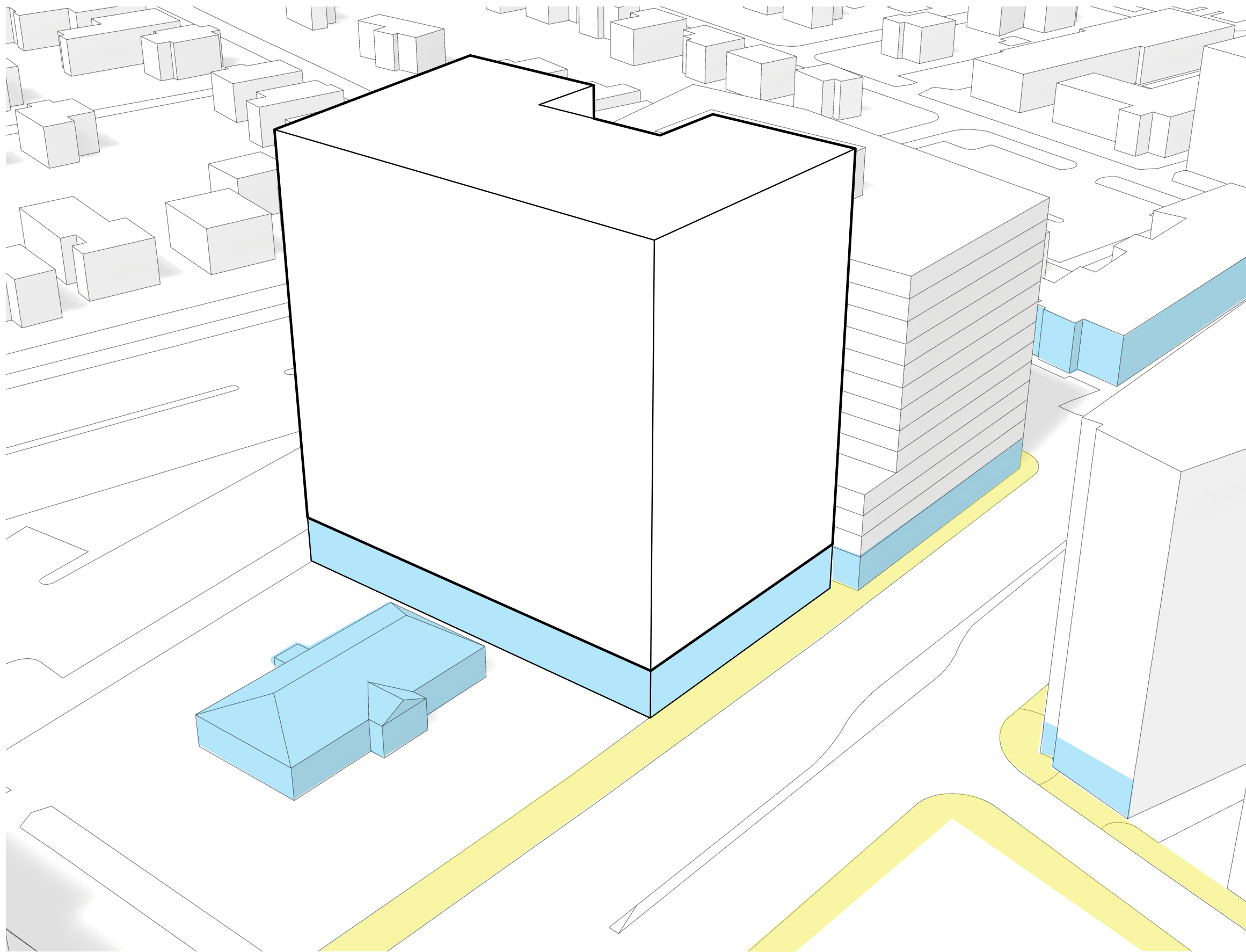
Wisconsin Ave. facing South



Wisconsin Ave. facing North

RESPECTFUL URBAN INFILL

A mixed-use base containing retail and residential programs strengthens the great street life in the area, and elements such as canopies, signage, plantings and seating create stopping points to relax, gather and socialize.



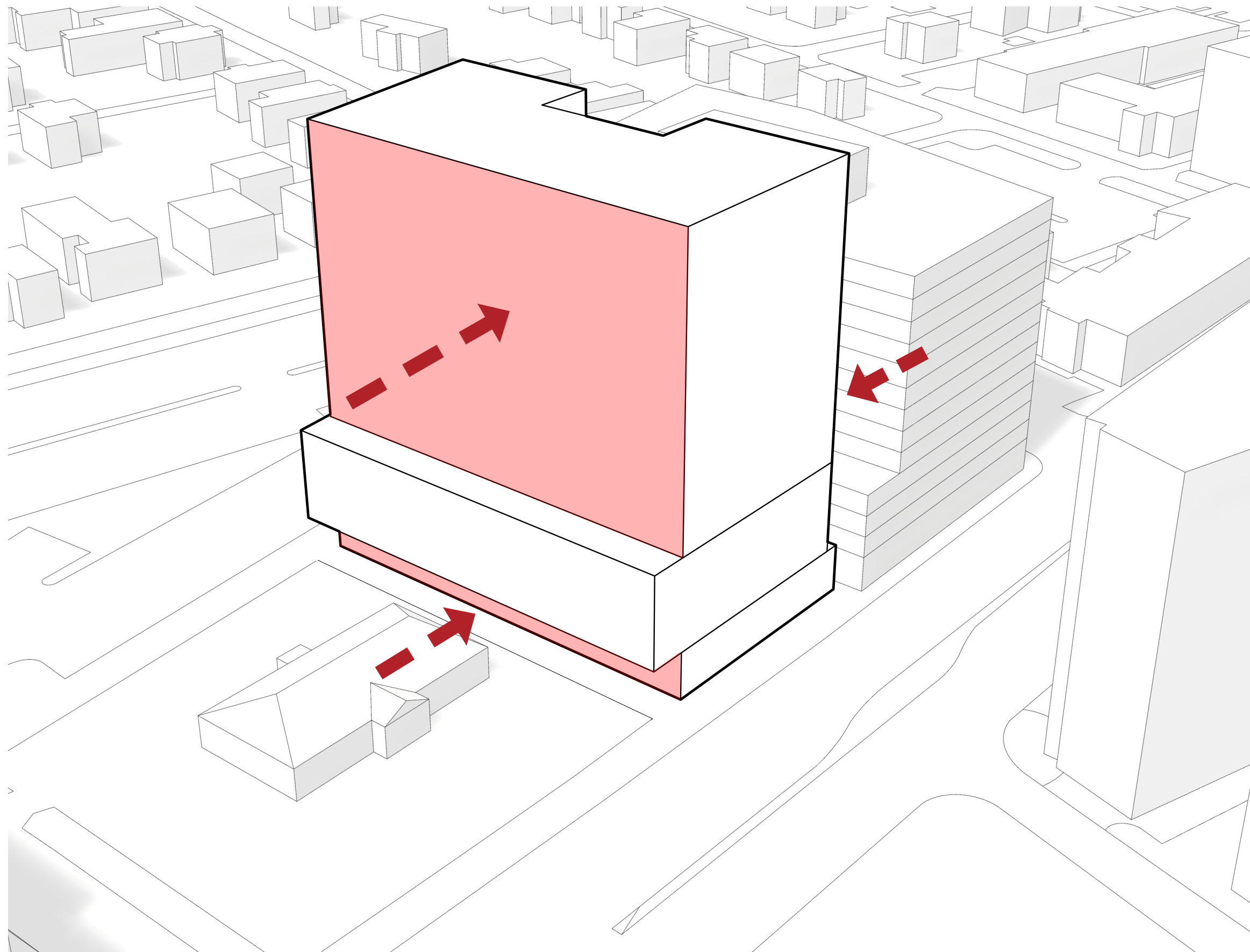
Bethesda Sidewalk



Bethesda Sidewalk

DEFINE URBAN SCALE

Stepbacks on the north and south sides of the building acknowledges the context, creating more separation between buildings and responding to the scale of the Farm Women's Market and tree canopy. This articulation differentiates the tower from the base and allow the tower to respond to the larger urban context.



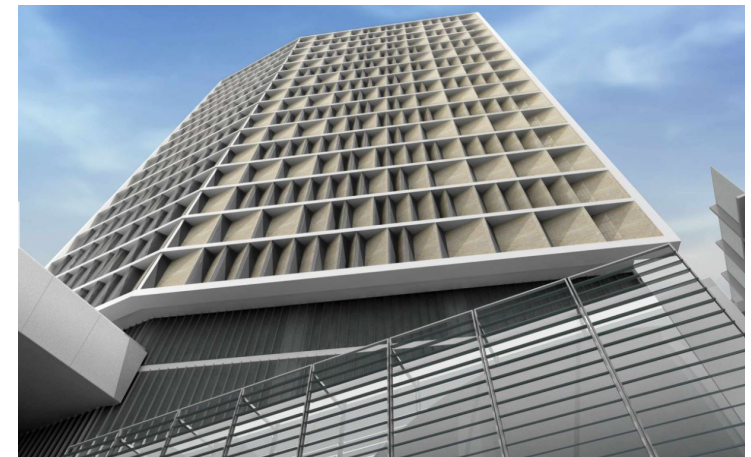
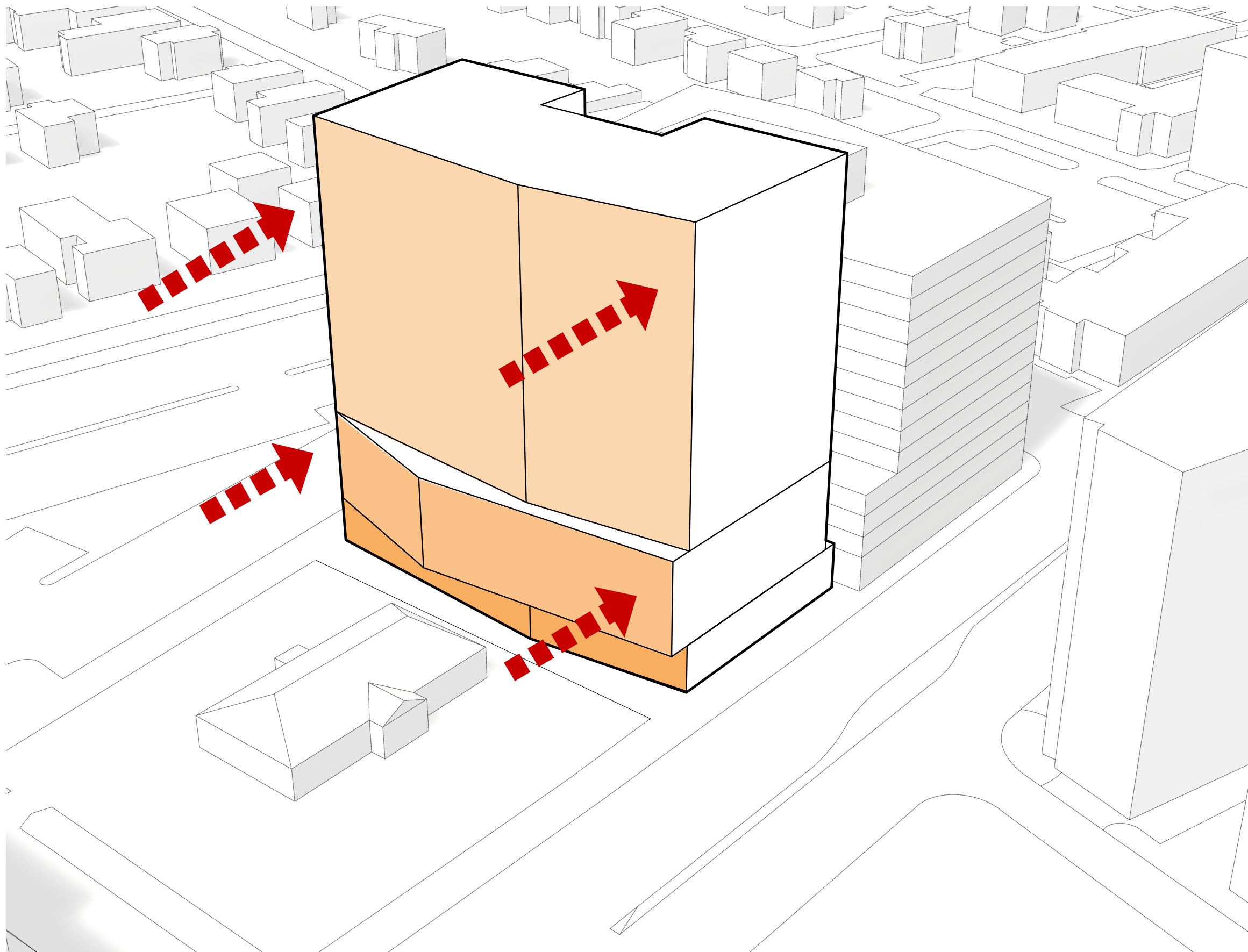
Concept (London)



51 Hills Road (Cambridge)

CRAFT UNIQUE GEOMETRY

Adjust the geometry of the building, introducing angled faces to soften the frontage towards the Farm Women's Market and create expressive forms that increase visual interest on a prominent site.



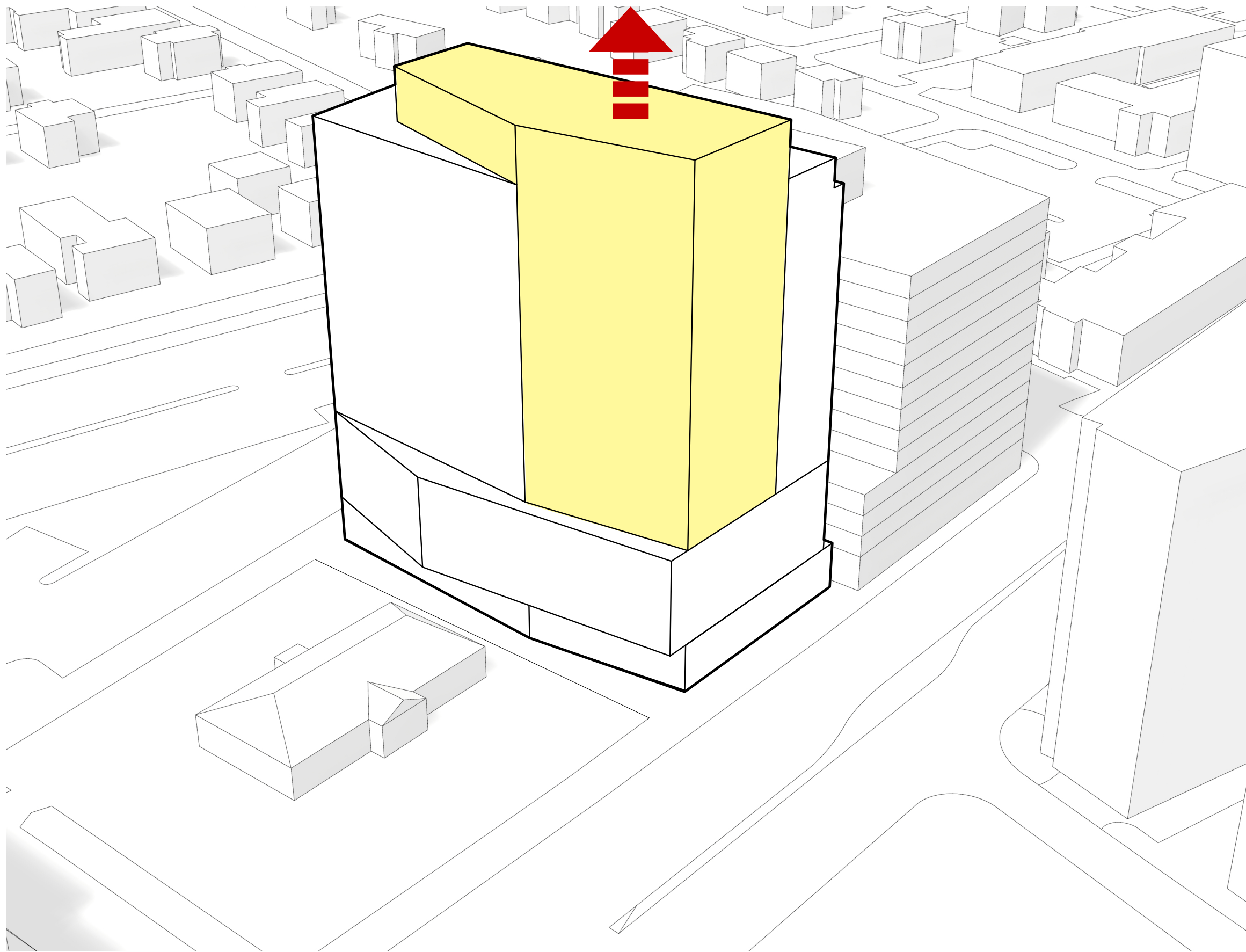
Parcel 5.05 (Saudi Arabia)



Hanover, (Germany)

VARY TOWER HEIGHTS

We approach the massing of our building as multiple building blocks, which allows the flexibility to vary the tower heights and create step-backs towards the top. This further breaks down the facade fronting the Farm Women's Market.



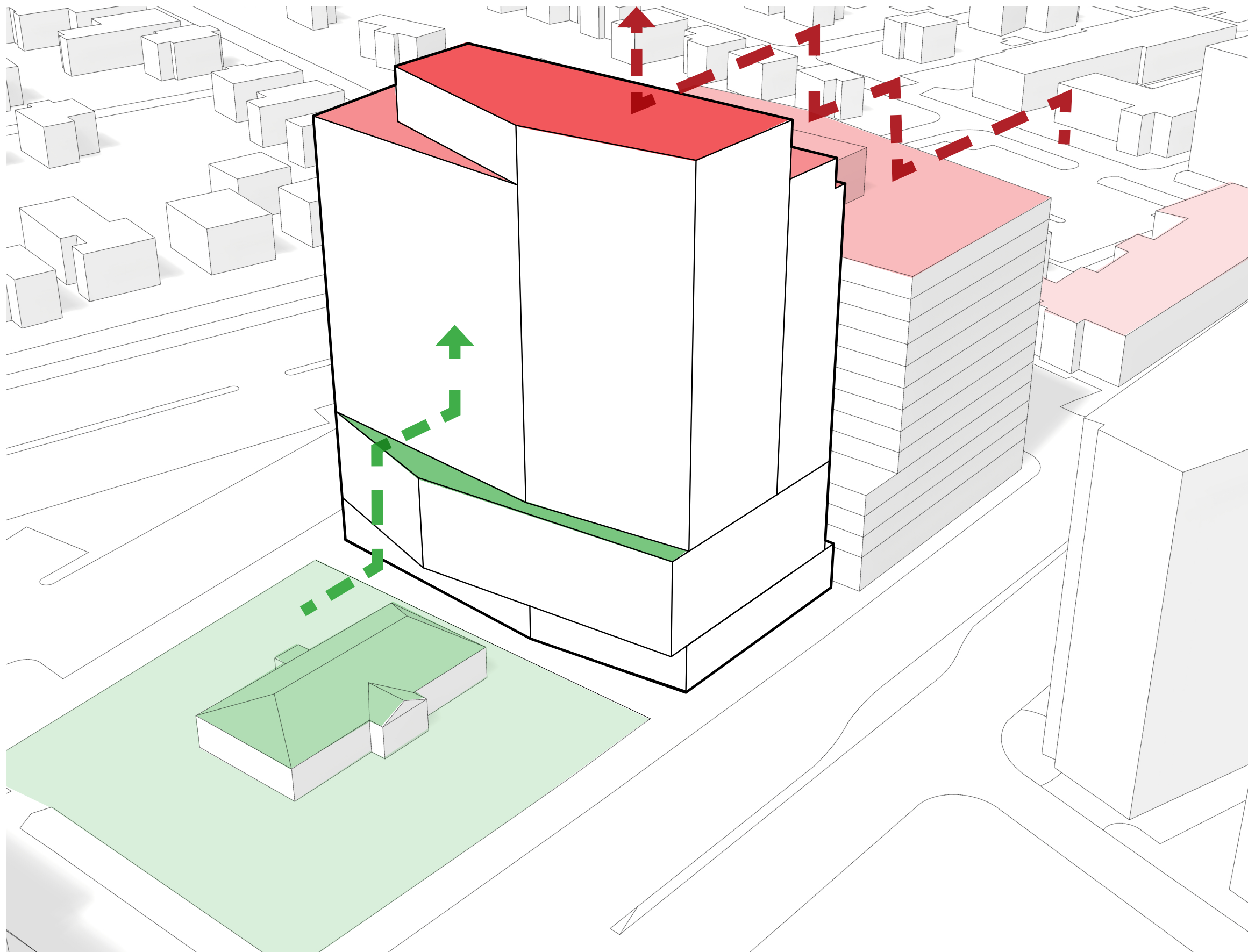
7770 Norfolk (Bethesda)



Clinical Sciences Building (Buffalo)

APPROPRIATE RELATIONSHIP BETWEEN BUILDINGS

By increasing the tower heights from south to north, appropriate relationships are established between the lower scale buildings to the south and the dense urban fabric to the north. This also creates a special top that contributes to the quality of the skyline.



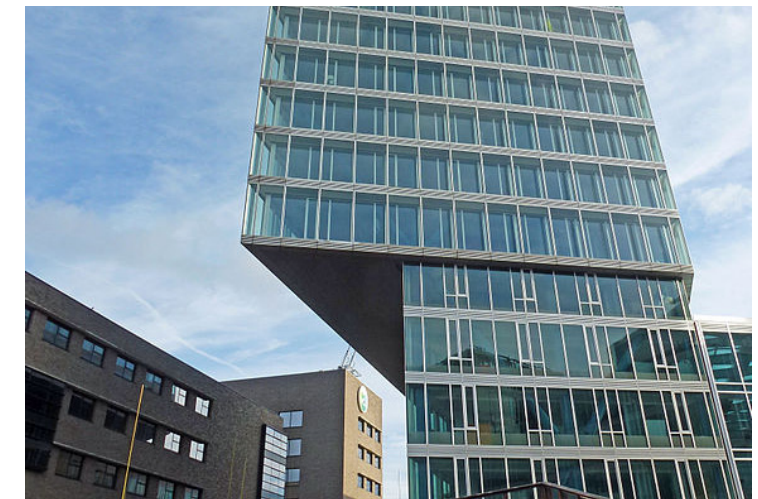
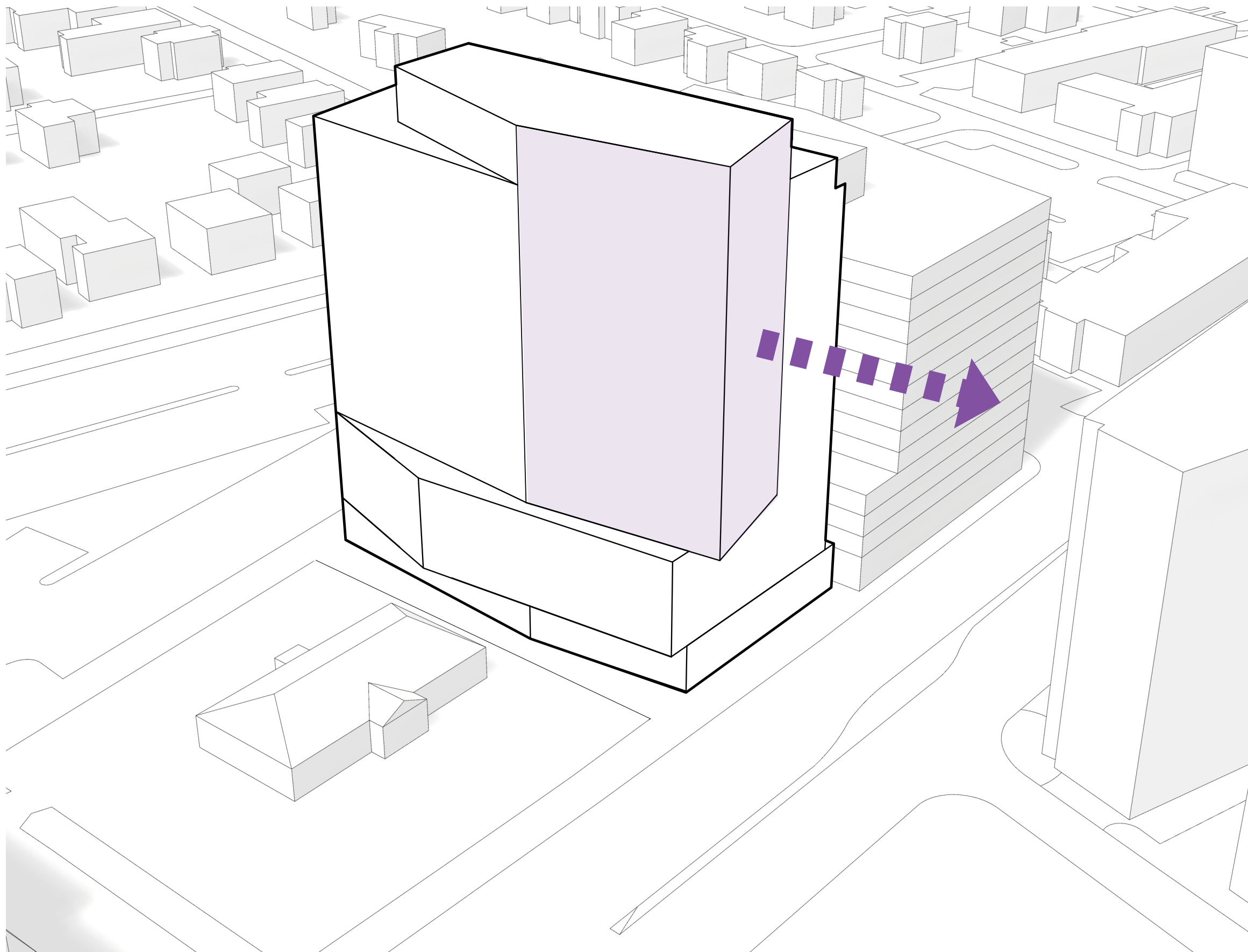
888 Boylston (Boston)



Greenwich Lane (NYC)

UNIQUE COMMUNITY IDENTITY

The Farm Women's Market represents the terminus of Bethesda Ave. To emphasize this terminus, we cantilever the building mass to create a dramatic geometry and frame the pedestrian view of the open space and market as one approaches from the west.



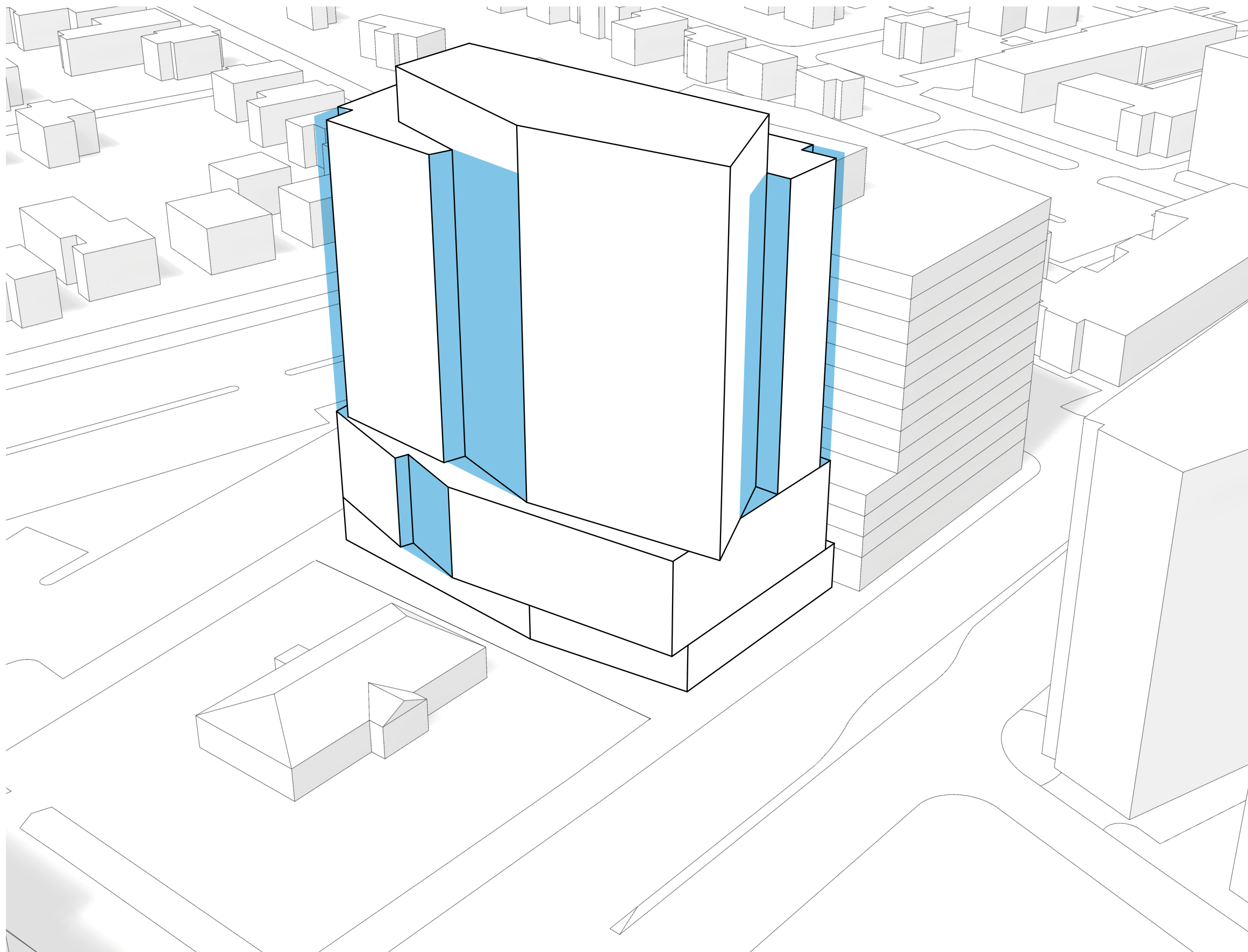
Kennedytoren (Eindhoven)



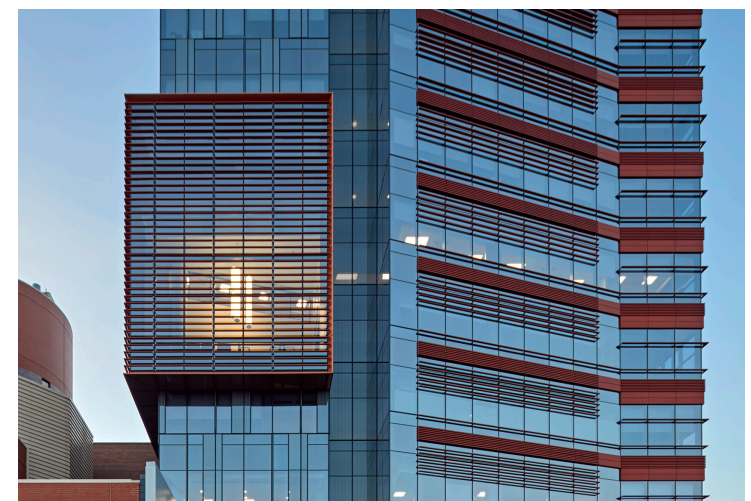
The Crossing (Queens NY)

BREAKDOWN BUILDING MASSING

Vertical reveals are used to breakdown the building mass and create visually pleasant proportions. Vertical elements at the corners of the building are used to balance the massing composition.



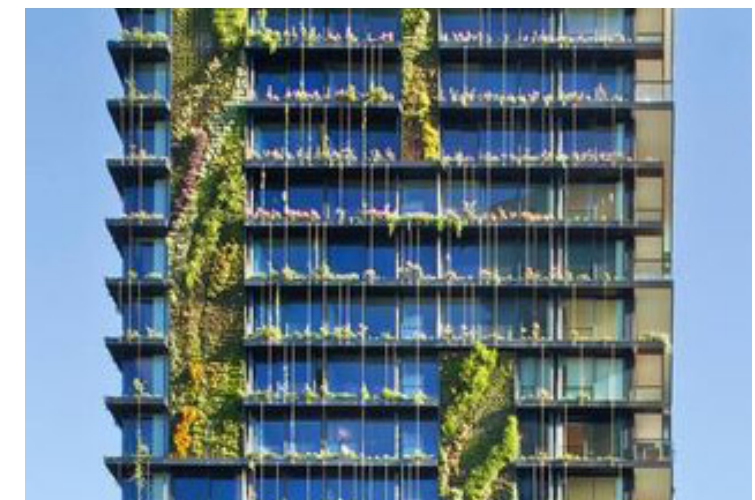
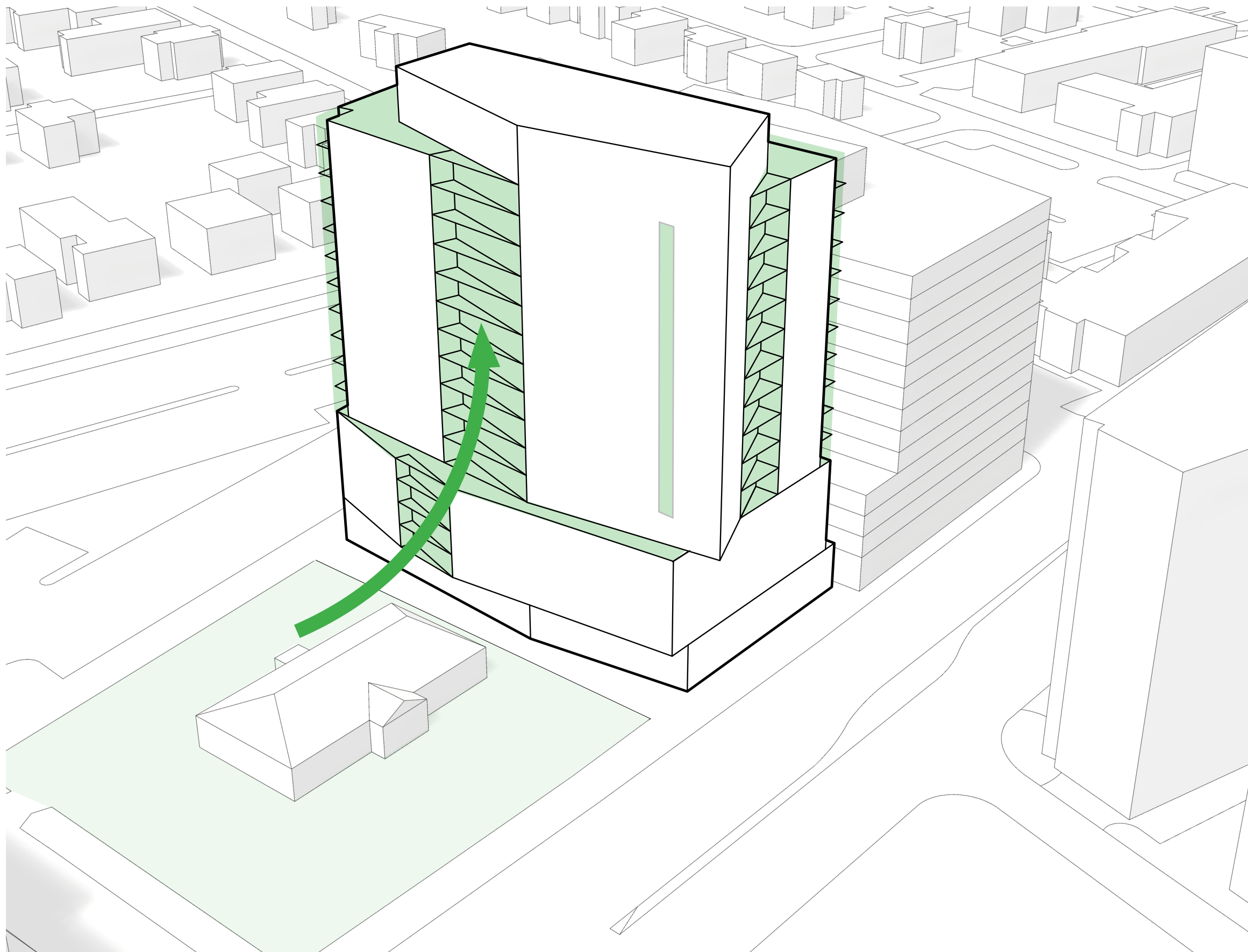
Harborside Tower (Jersey City)



Clinical Sciences Building (Buffalo)

CELEBRATE OPEN SPACE

Our building shares a special dialogue with the Farm Women's Market. residents are given opportunities to enjoy outdoor space with dramatic glazed corners, and with balconies and terraces. Outdoor space also activates an expressive building top that seamlessly harmonizes with the overall building composition.



One Central Park (Sydney)



The Interlace (Singapore)

NORTHWEST AERIAL



NORTHEAST AERIAL



SOUTHWEST AERIAL



NORTHWEST PERSPECTIVE



08 May 2018 | Concept Plan Submission
7121 Wisconsin Ave. Bethesda, MD

*Conceptual and for illustrative purposes only.
Further refinement and details to be provided at
Sketch Plan, followed by Preliminary/ Site Plan.

BERNSTEIN
management corporation

LandDesign

LerchEarlyBrewer

RODGERS
CONSULTING
Knowledge
Creativity
Enduring Values

fxcollaborative

WISCONSIN AVE. PERSPECTIVE



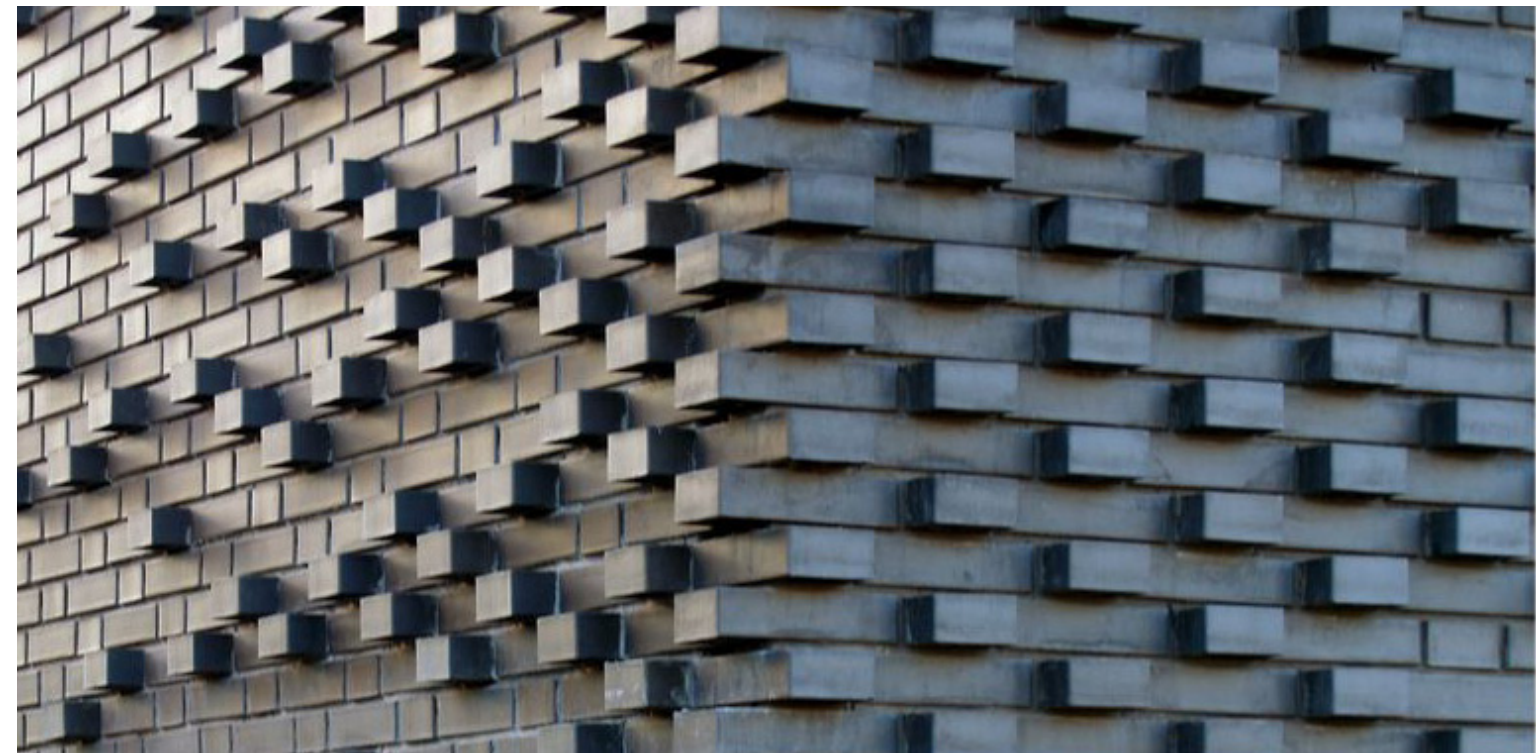
NORTHEAST PERSPECTIVE



EAST PROPERTY WALL OPTIONS

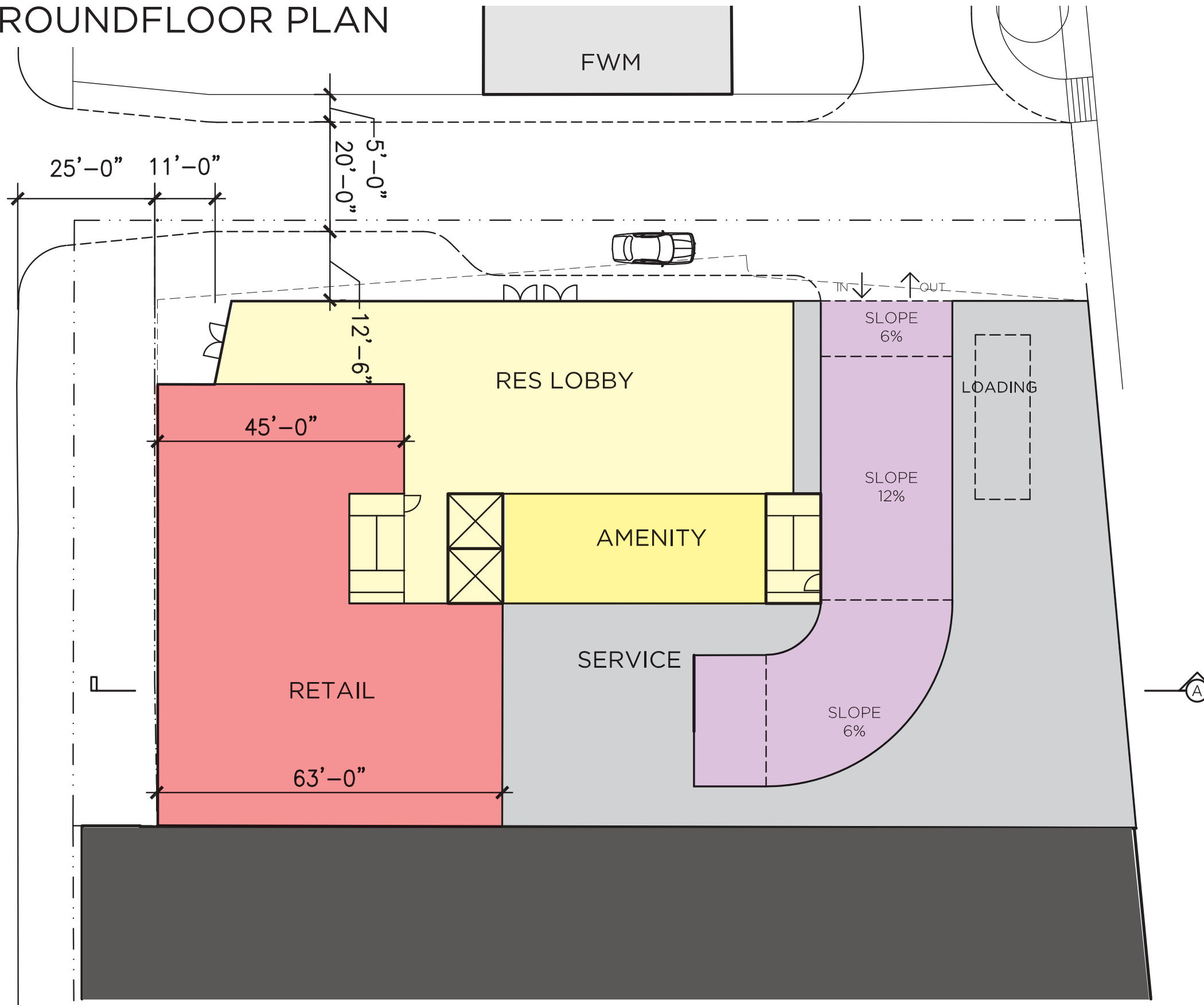


ZINC OXIDE ALUMINUM PANEL



TEXTURED BRICK ACCENT

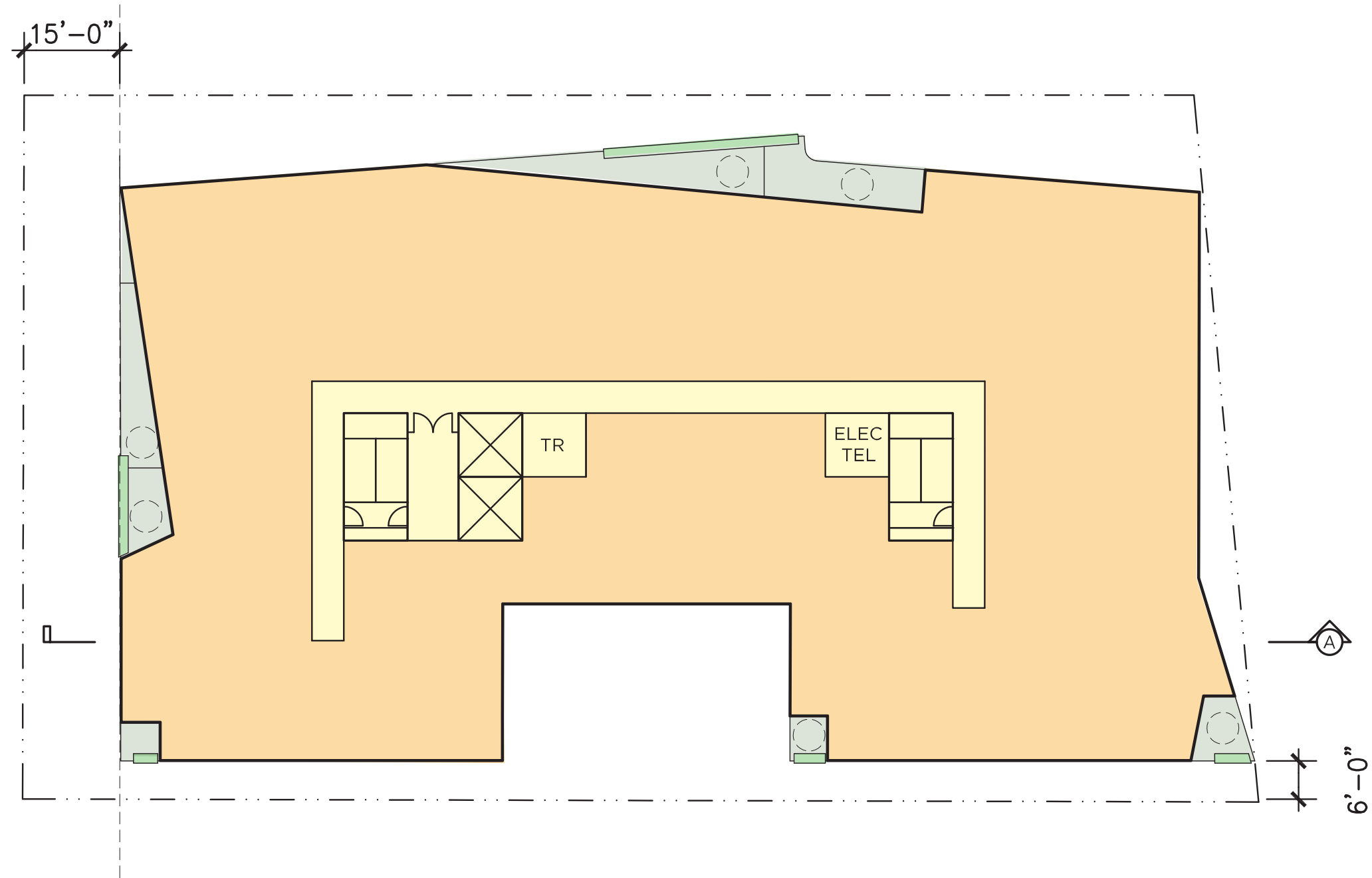
CONCEPTUAL GROUND FLOOR PLAN



■ PARKING
 ■ RETAIL
 ■ CIRCULATION
 ■ RESID. UNIT
 ■ RESID. AMENITY
 ■ MECHANICAL/LOADING

SCALE: 1"=15'-0"

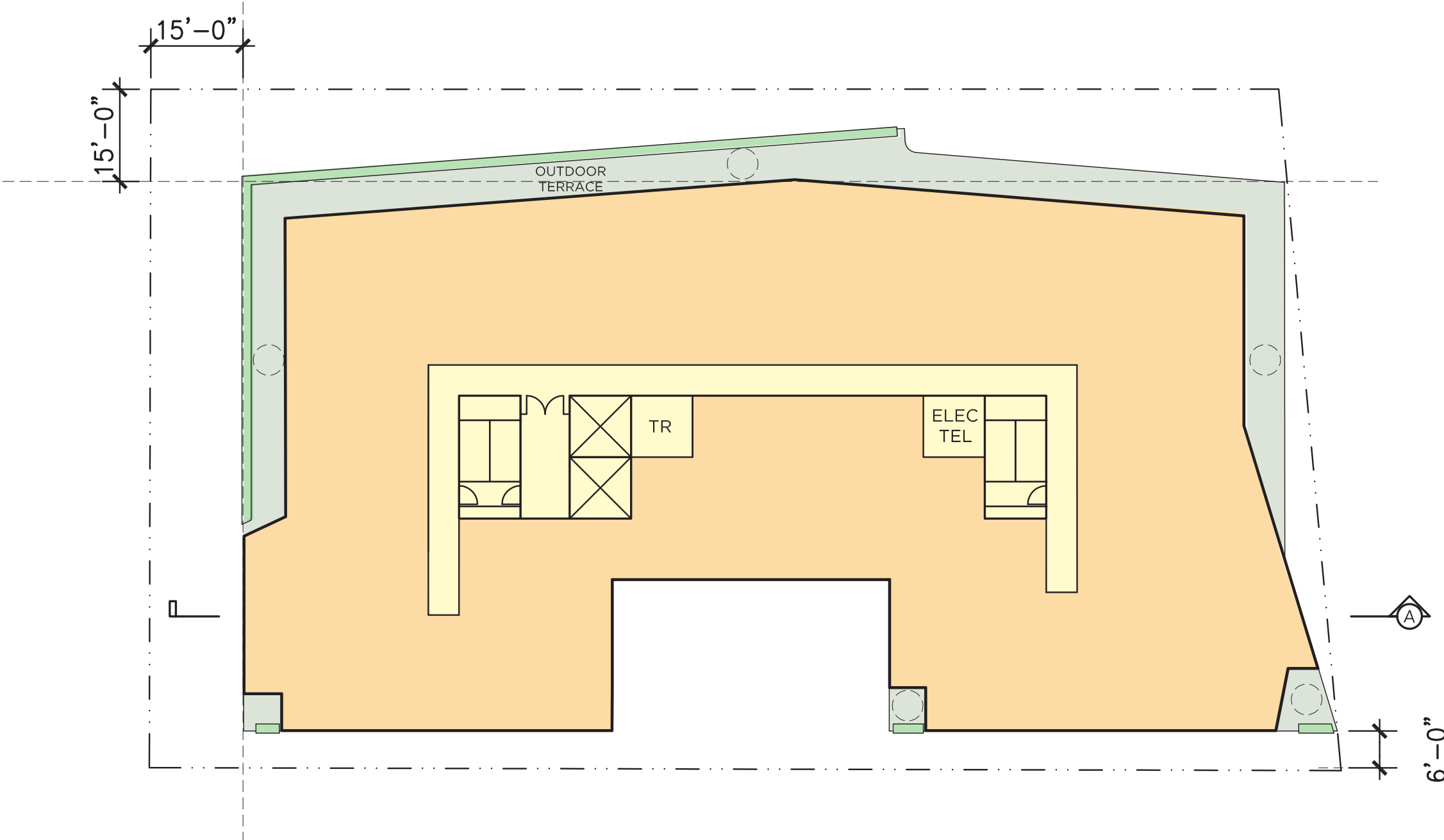
CONCEPTUAL 2ND- 4TH FLOOR PLAN



■ PARKING
 ■ RETAIL
 ■ CIRCULATION
 ■ RESID. UNIT
 ■ RESID. AMENITY
 ■ MECHANICAL/LOADING

SCALE: 1"=15'-0"

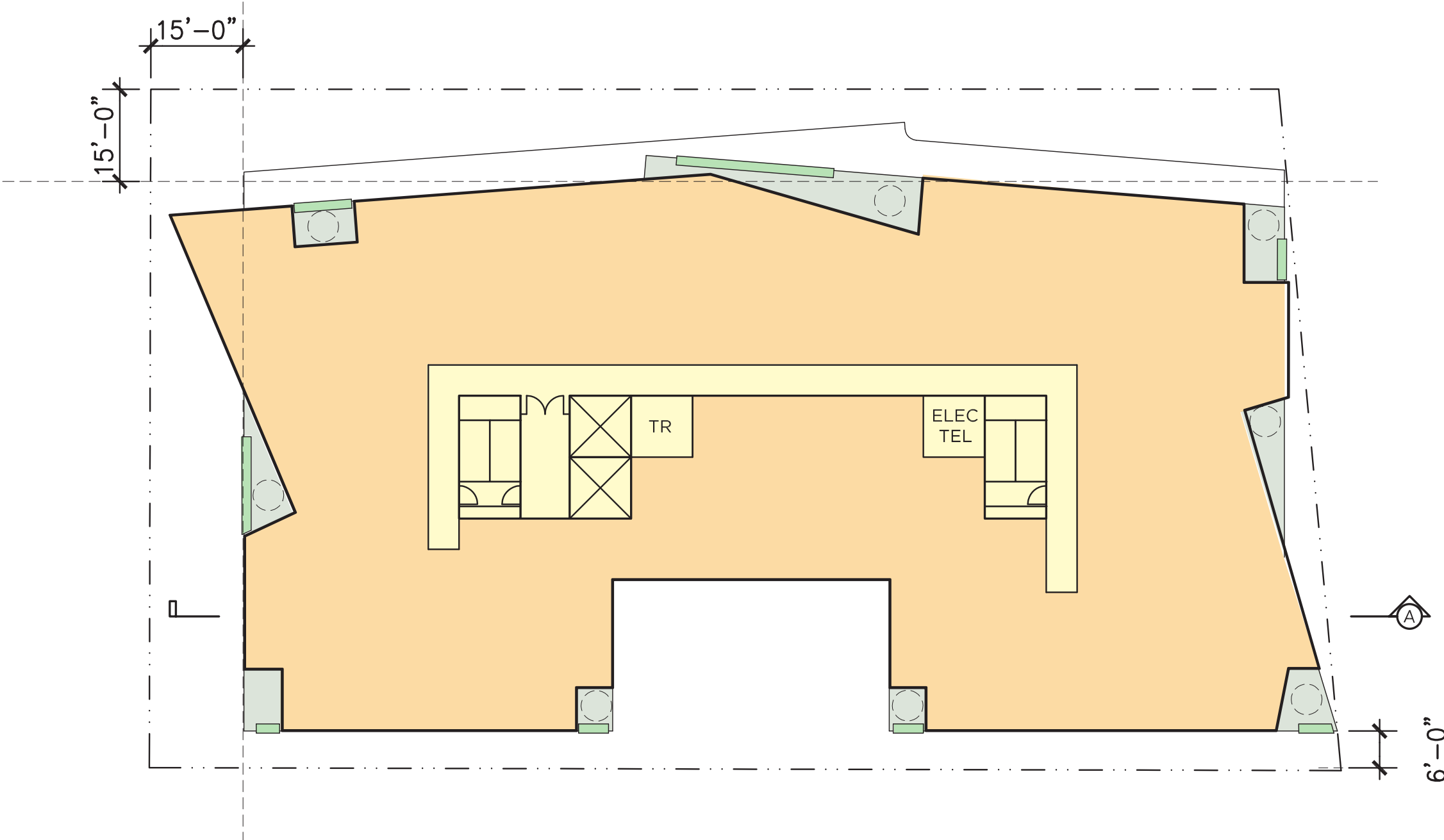
CONCEPTUAL 5TH FLOOR PLAN



■ PARKING
 ■ RETAIL
 ■ CIRCULATION
 ■ RESID. UNIT
 ■ RESID. AMENITY
 ■ MECHANICAL/LOADING

SCALE: 1"=15'-0"

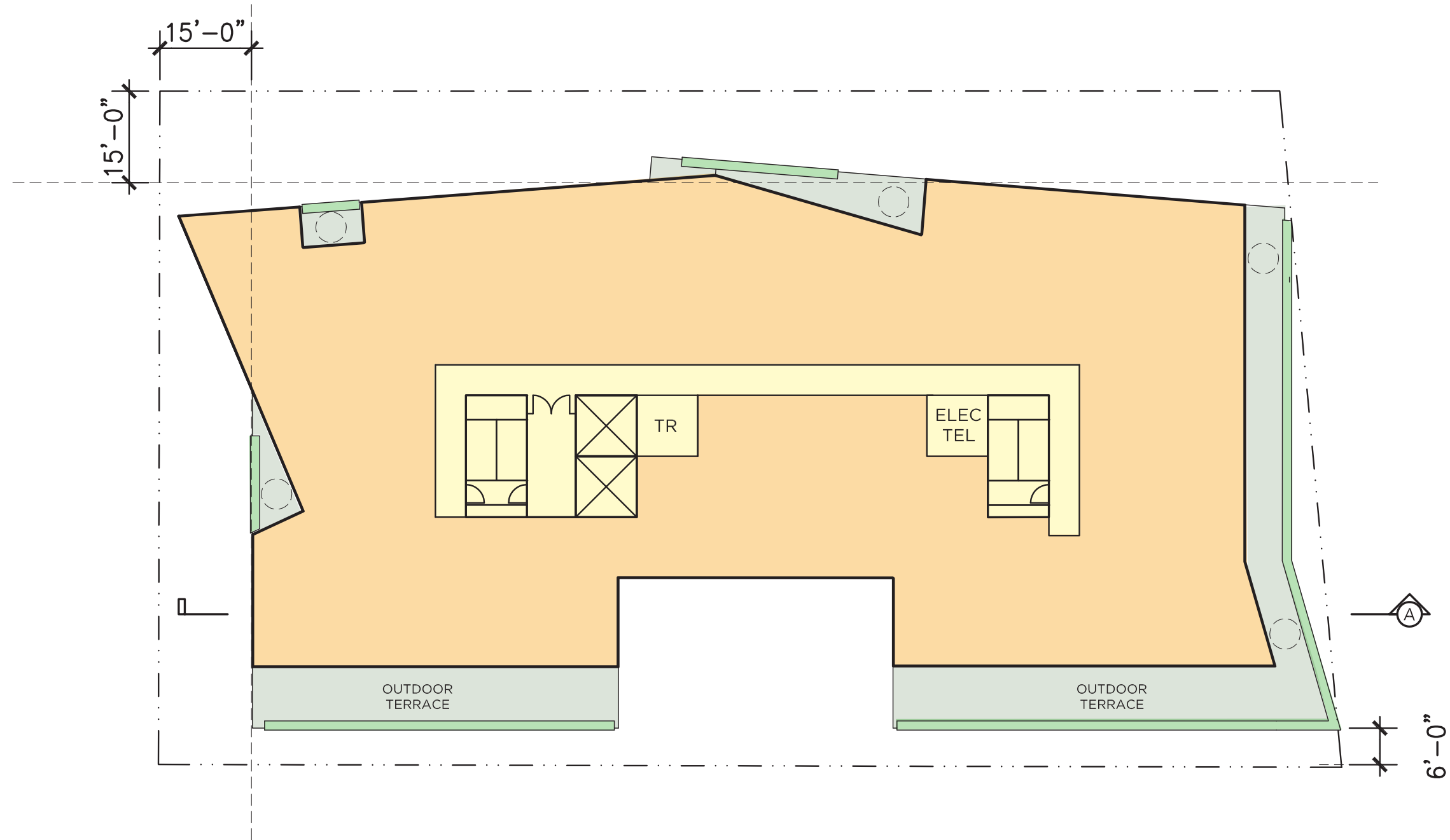
CONCEPTUAL 6TH- 15TH FLOOR TOWER PLAN



■ PARKING
 ■ RETAIL
 ■ CIRCULATION
 ■ RESID. UNIT
 ■ RESID. AMENITY
 ■ MECHANICAL/LOADING

SCALE: 1"=15'-0"

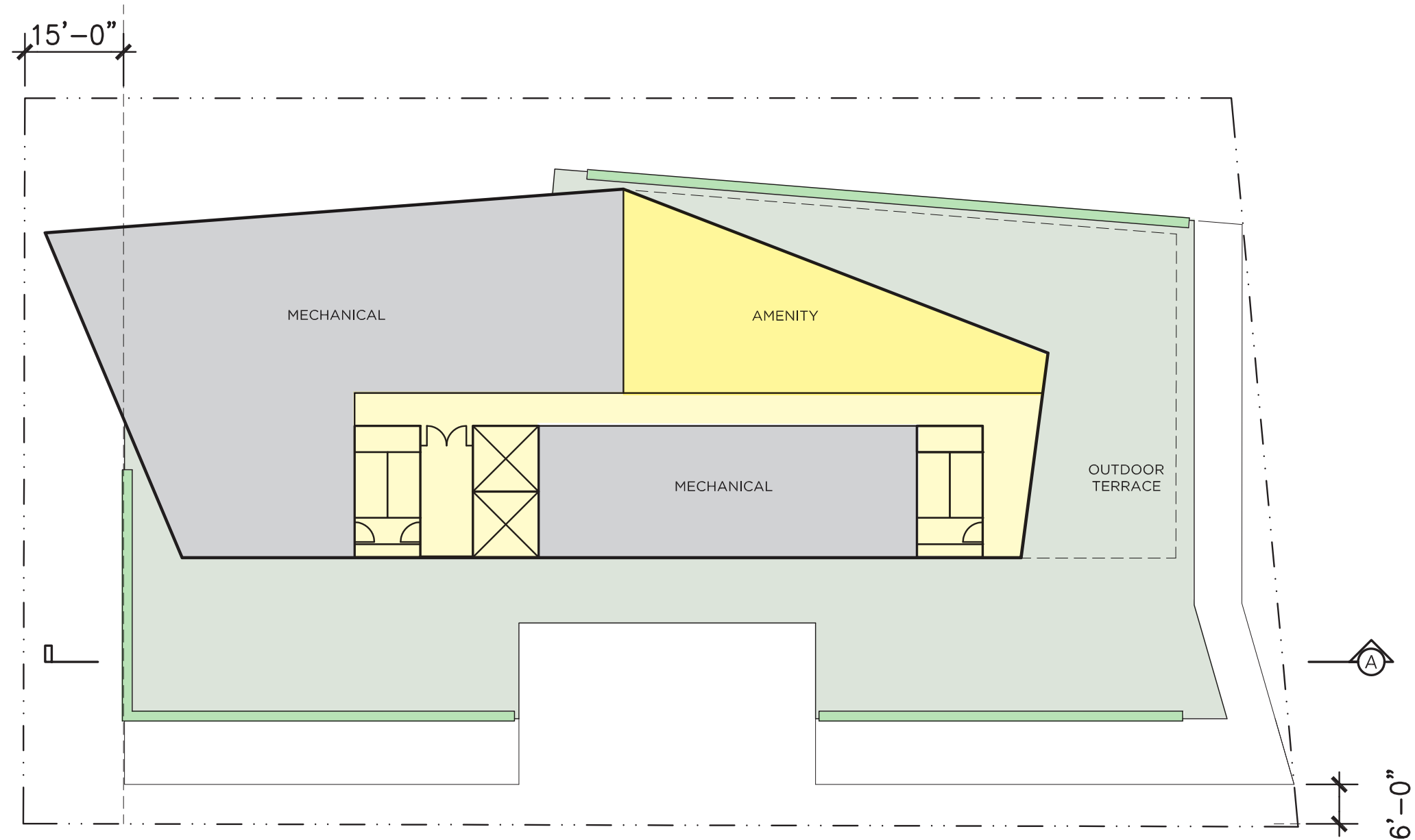
CONCEPTUAL 16TH FLOOR PLAN



■ PARKING
 ■ RETAIL
 ■ CIRCULATION
 ■ RESID. UNIT
 ■ RESID. AMENITY
 ■ MECHANICAL/LOADING

SCALE: 1"=15'-0"

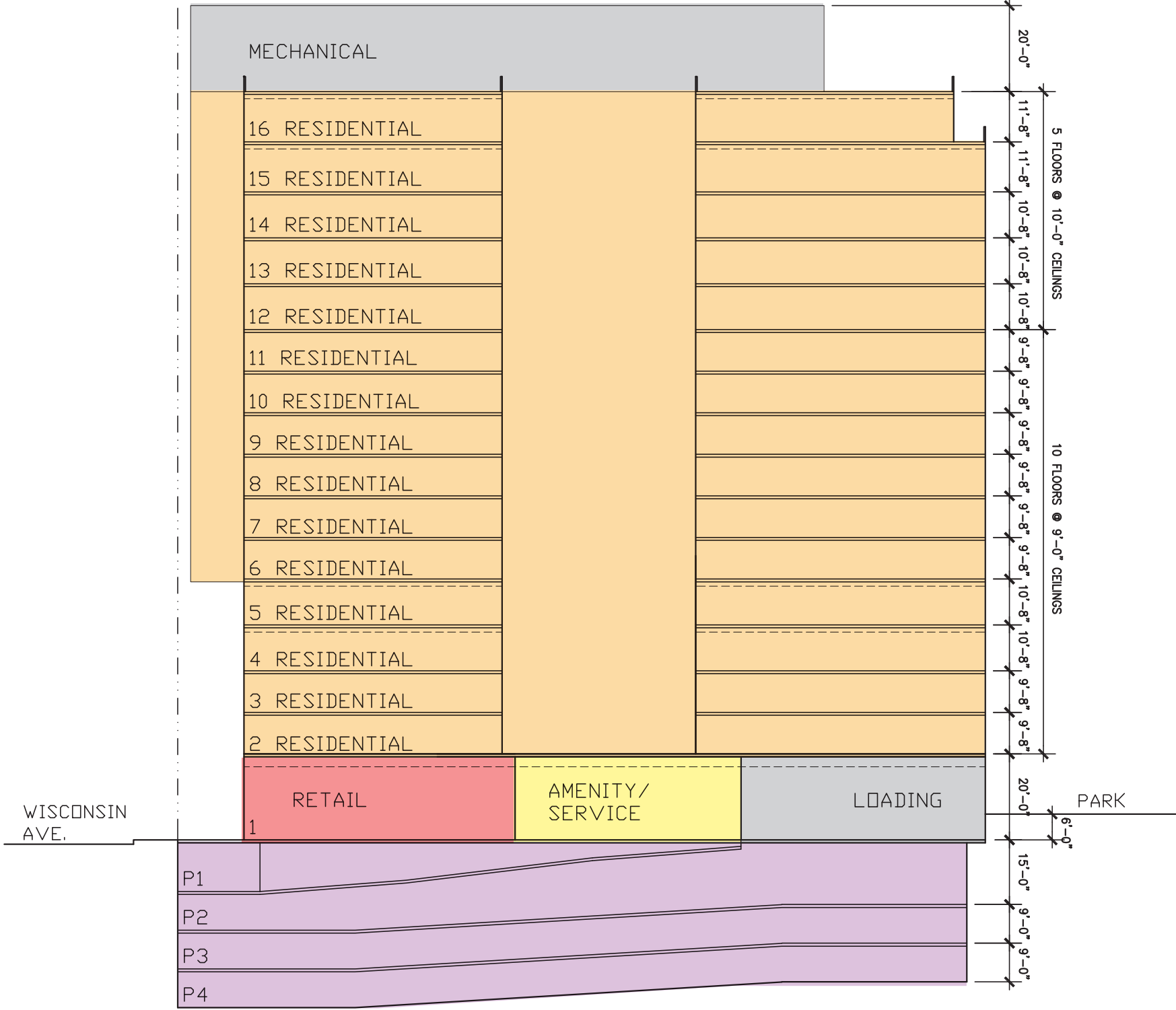
CONCEPTUAL ROOF PLAN



■ PARKING
 ■ RETAIL
 ■ CIRCULATION
 ■ RESID. UNIT
 ■ RESID. AMENITY
 ■ MECHANICAL/LOADING

SCALE: 1"=15'-0"

CONCEPTUAL SECTION



■ PARKING
 ■ RETAIL
 ■ CIRCULATION
 ■ RESID. UNIT
 ■ RESID. AMENITY
 ■ MECHANICAL/LOADING

SCALE: 1"=30'-0"



WHAT WE HEARD



1. LESS IS MORE

- DO NOT OVER PROGRAM THE SITE
- MAINTAIN VISUAL CONTINUITY OF THE SPACE

2. RETAIN A PARKLIKE SETTING

- REMOVE PARKING AND REPLACE WITH SOFTSCAPE
- PRESERVE EXISTING MATURE TREES
- PROVIDE FOR PASSIVE RECREATION AREAS
- EXTENSION OF ELM STREET PARK

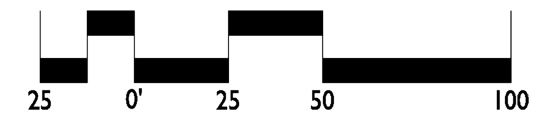
3. KEY FOCAL POINT AT TERMINUS OF BETHESDA AVENUE

4. PRESERVE SITE "IDENTITY"

- DO NOT OVER DESIGN THE SITE
- HONOR HISTORIC INTEGRITY OF THE SITE
- INCLUDE HISTORICAL REFERENCES / ELEMENTS
- EXISTING CHARACTER IS AN ASSET
- MAINTAIN KEY ELEMENTS - FENCING AND MATURE TREES
- REPOSITION AND REUSE FWM BUILDING AND SITE
- MAINTAIN KEY ELEMENTS - FENCING AND MATURE TREES
- ALLOW FOR VARIETY OF PROGRAMMING

5. INTEGRATE THE FWM SITE WITH ADJOINING USES

- IMPROVE SITE POROSITY AND CIRCULATION
- 7121 WISCONSIN REDEVELOPMENT
- PARKING
- ELM STREET PARK
- WISCONSIN AVENUE



EXISTING CONDITIONS



VIEW FROM WISCONSIN AVENUE (NEAR BETHESDA AVENUE)

KEY ELEMENTS

- LARGE MATURE TREES
- FARM WOMEN'S MARKET BUILDING
- WHITE BOARD FENCE
- SURFACE ASPHALT PARKING

KEY SITE CONSIDERATIONS

- CIRCULATION - PEDESTRIAN AND VEHICULAR
- POROSITY INTO/THROUGH SITE
- PARKLIKE "FRONT LAWN" ON WISCONSIN
- INTERIOR/EXTERIOR RELATIONSHIP
- RETAIN EXISTING SIGNATURE ELEMENTS (BUILDING, MATURE TREES, FENCING)



VIEW FROM WISCONSIN AVENUE & WILLOW LANE

PRECEDENT IMAGES

TWO-RAIL FENCE



DEL RAY FRONT PORCH



WOONERF



SEATING AT BASE OF TREE



LITTLE FREE LIBRARY TREND



STREETScape

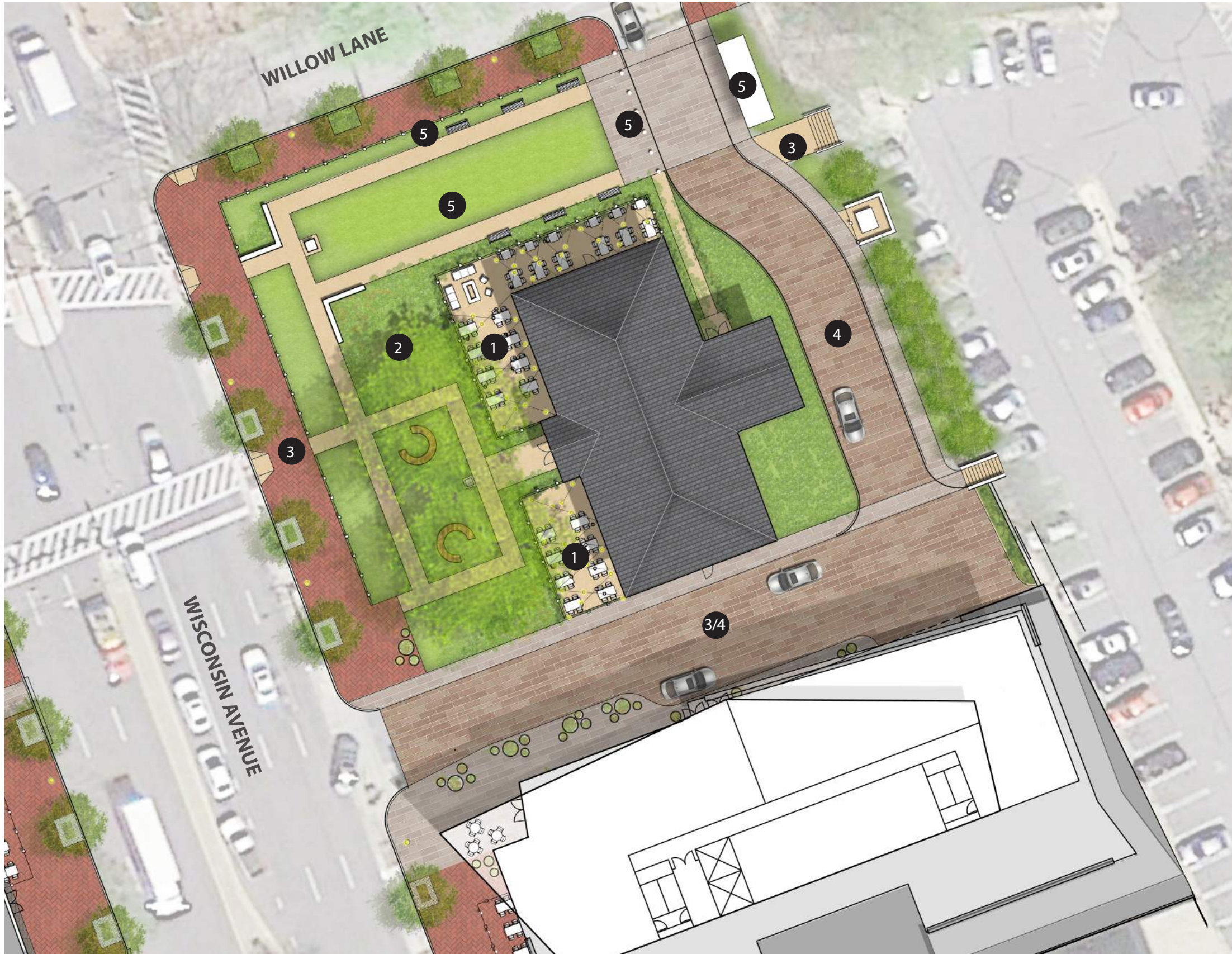


OUTDOOR CAFE



SHARED USE

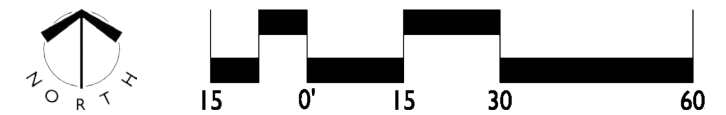
RENDERED CONCEPTUAL LANDSCAPE PLAN - FARM WOMEN'S MARKET



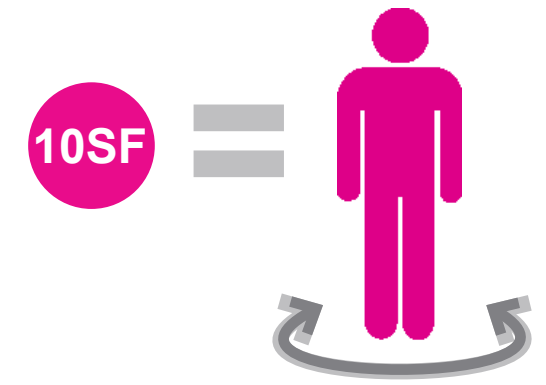
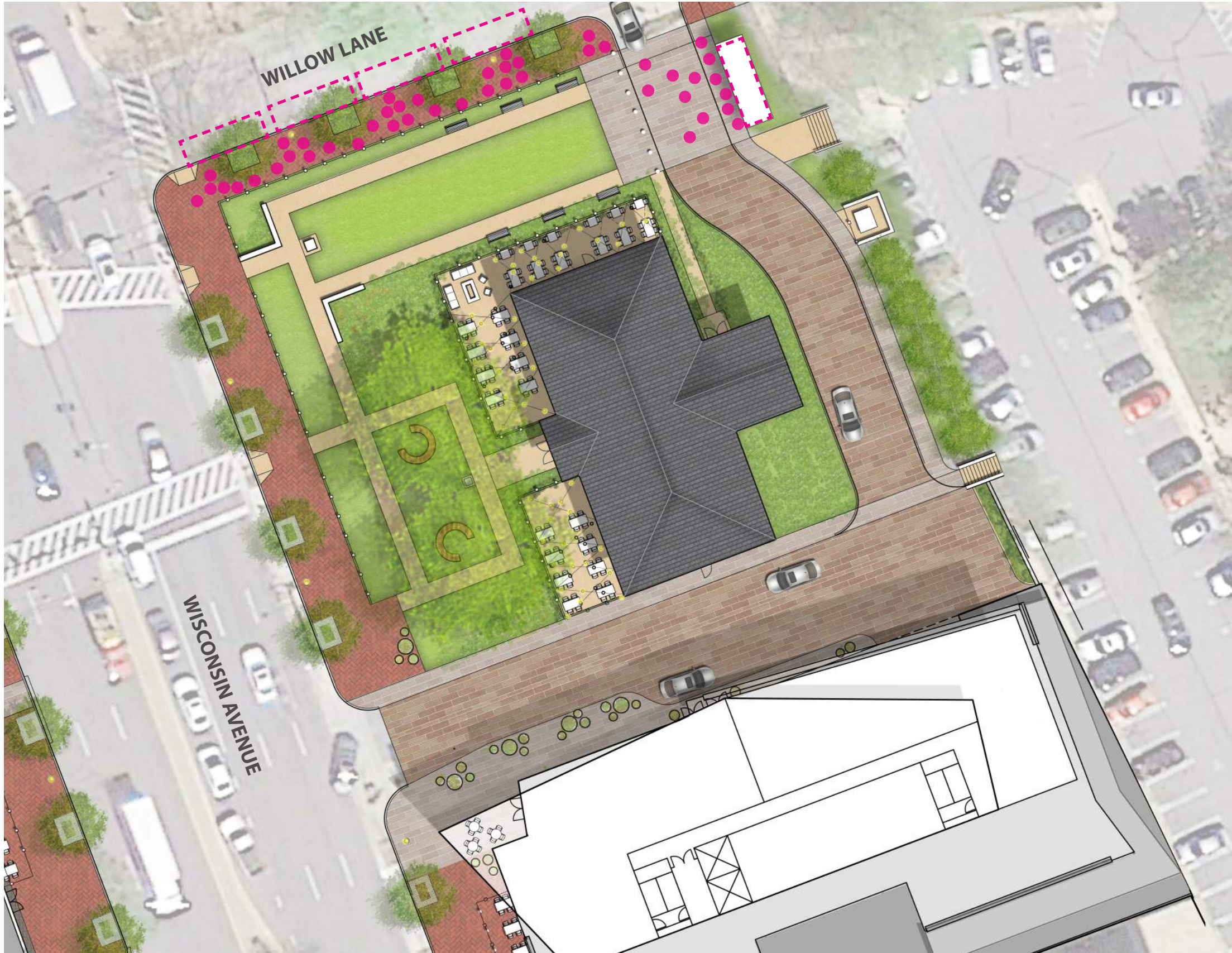
ELEMENTS

- 1 BUILDING TERRACE
- 2 PARK-LIKE SETTING
 - FRONT LAWN
 - THE GREEN
 - SYCAMORE TERRACE
 - HISTORIC MARKERS
- 3 PEDESTRIAN CONNECTIONS
 - WISCONSIN AVE
 - WILLOW LANE
 - THROUGH BLOCK CONNECTION(S)
- 4 VEHICULAR CIRCULATION
- 5 PROGRAMMING CONSIDERATIONS
 - FLEXIBLE LAWN/PICNICKING
 - TEMPORARY OUTDOOR MARKET STALLS
 - FOOD TRUCKS
 - PERFORMANCE AREA

CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.



SCALE STUDY - FOOD TRUCKS

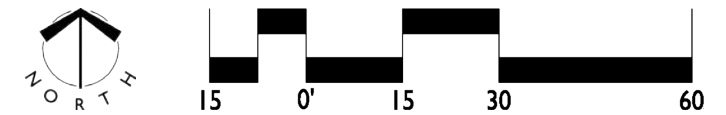


45 PEOPLE

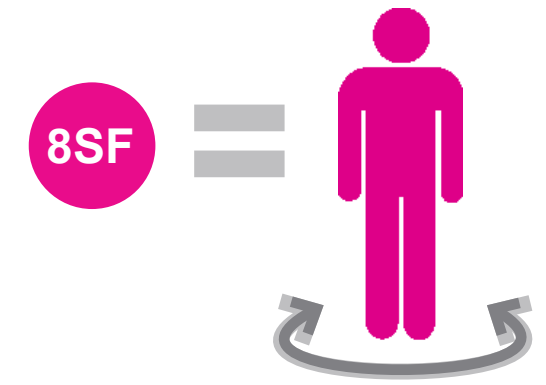
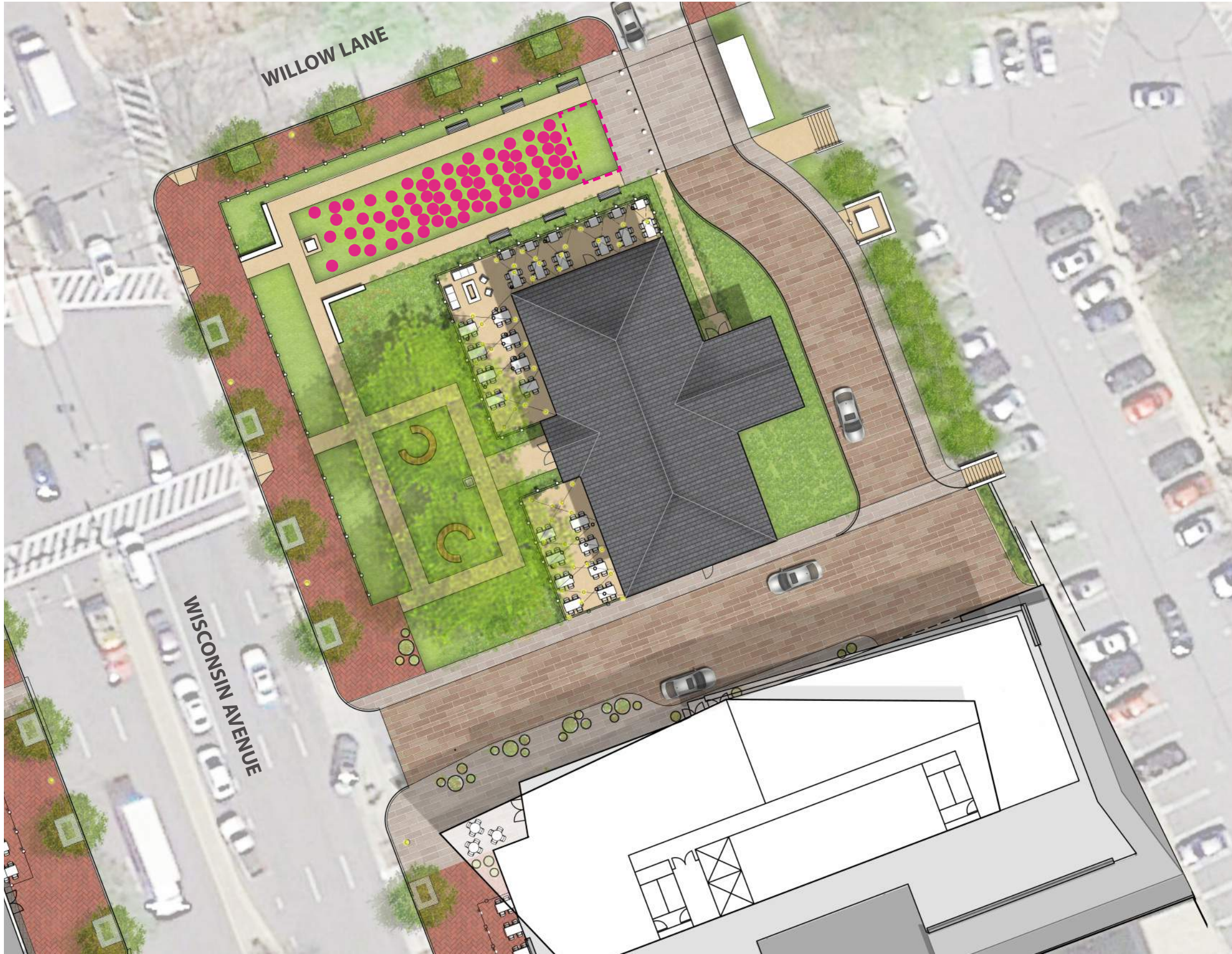
45 PEOPLE

ASSUMES 10SF PER PERSON

CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.



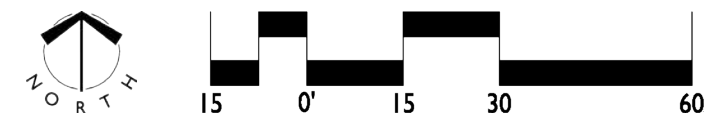
SCALE STUDY - CONCERT NIGHT



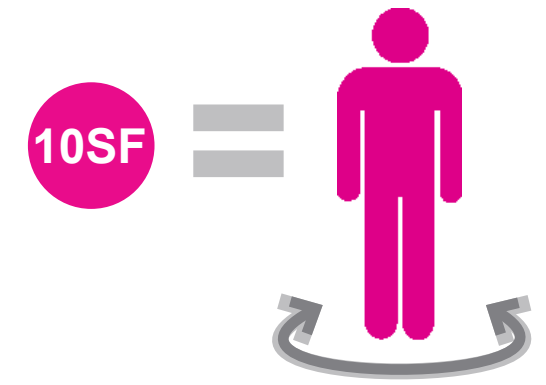
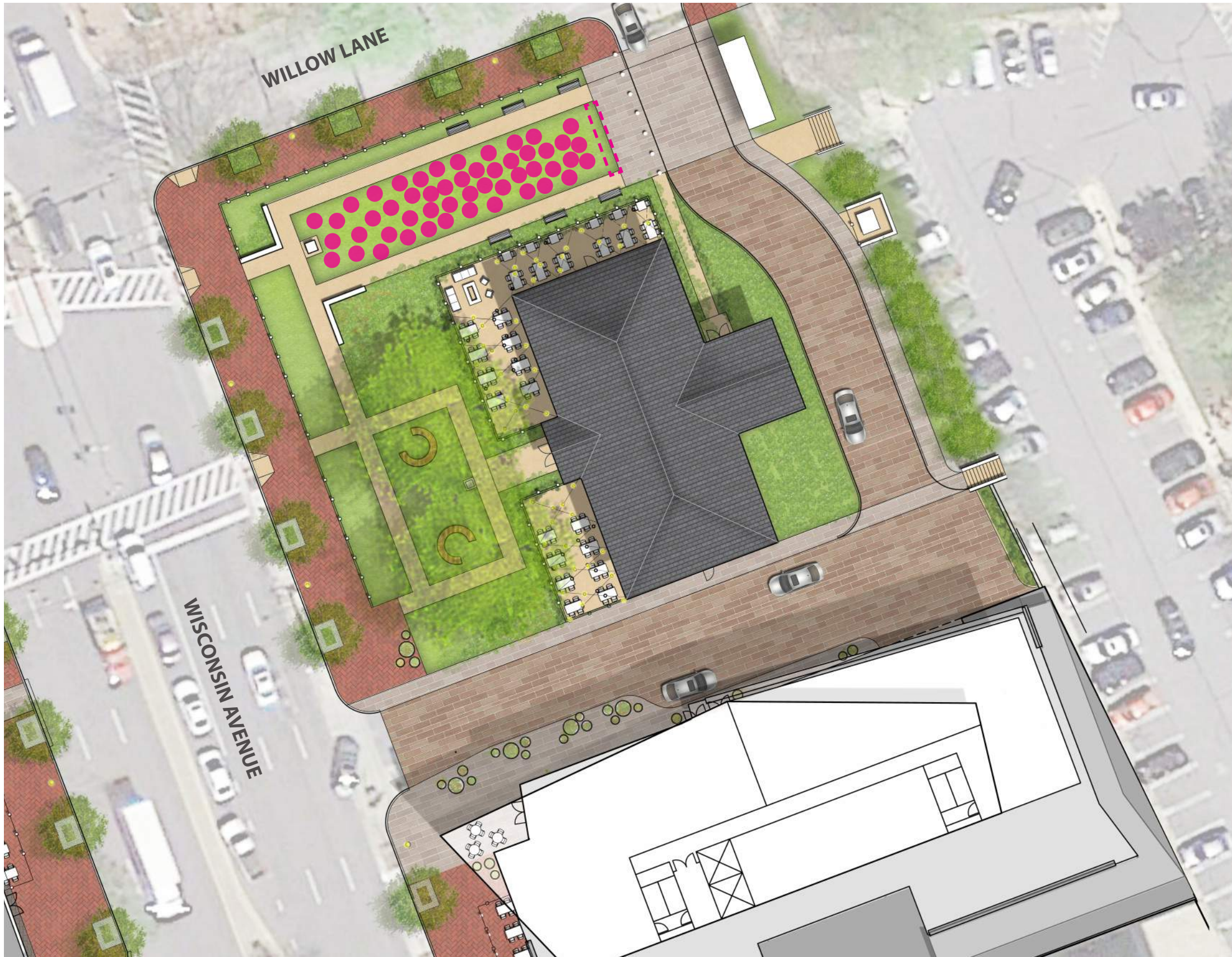
75 PEOPLE

ASSUMES 8SF PER PERSON

CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.



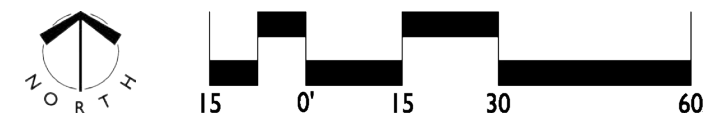
SCALE STUDY - SCREEN ON THE GREEN



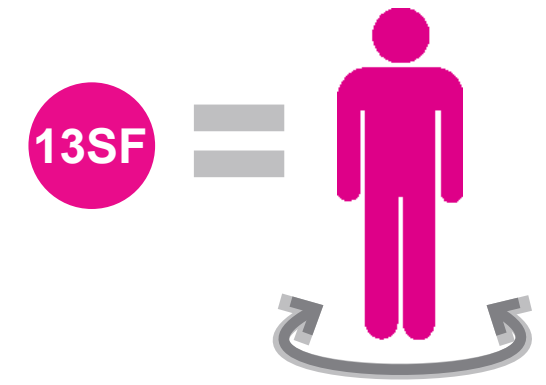
55 PEOPLE

ASSUMES 10SF PER PERSON

CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.



SCALE STUDY - YOGA ON THE LAWN

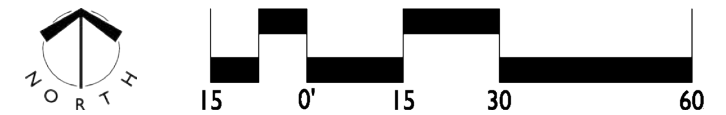


13SF

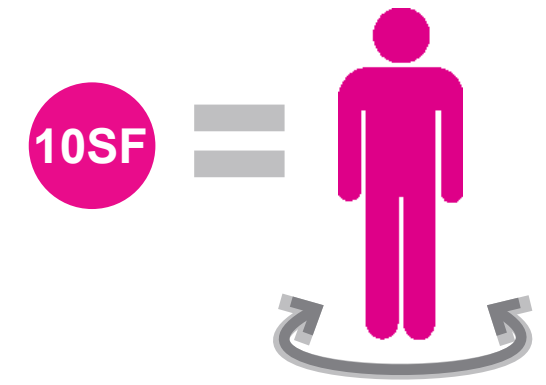
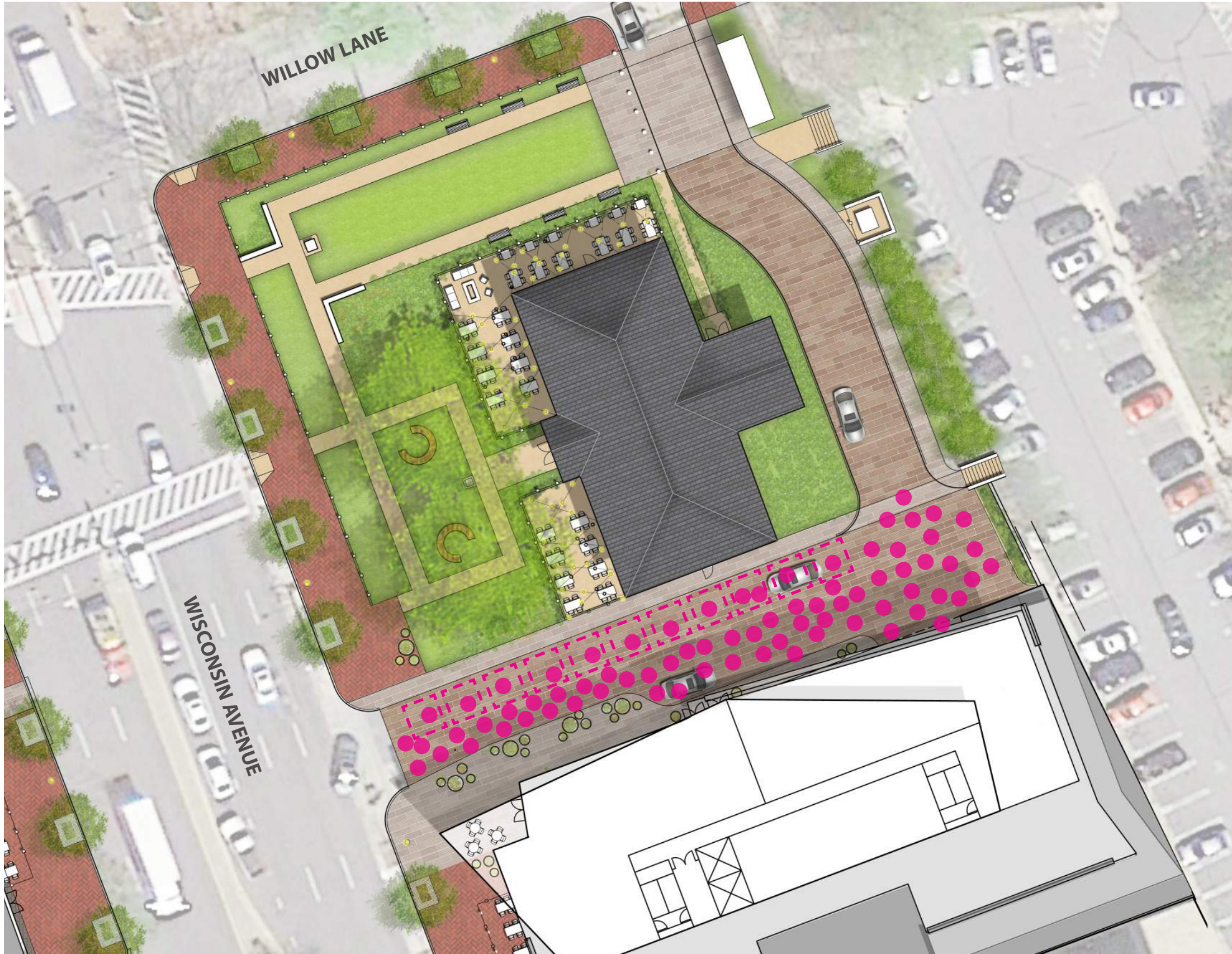
45 PEOPLE

ASSUMES 13SF PER PERSON

CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.



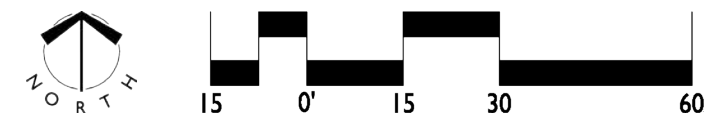
SCALE STUDY - FARMERS' MARKET



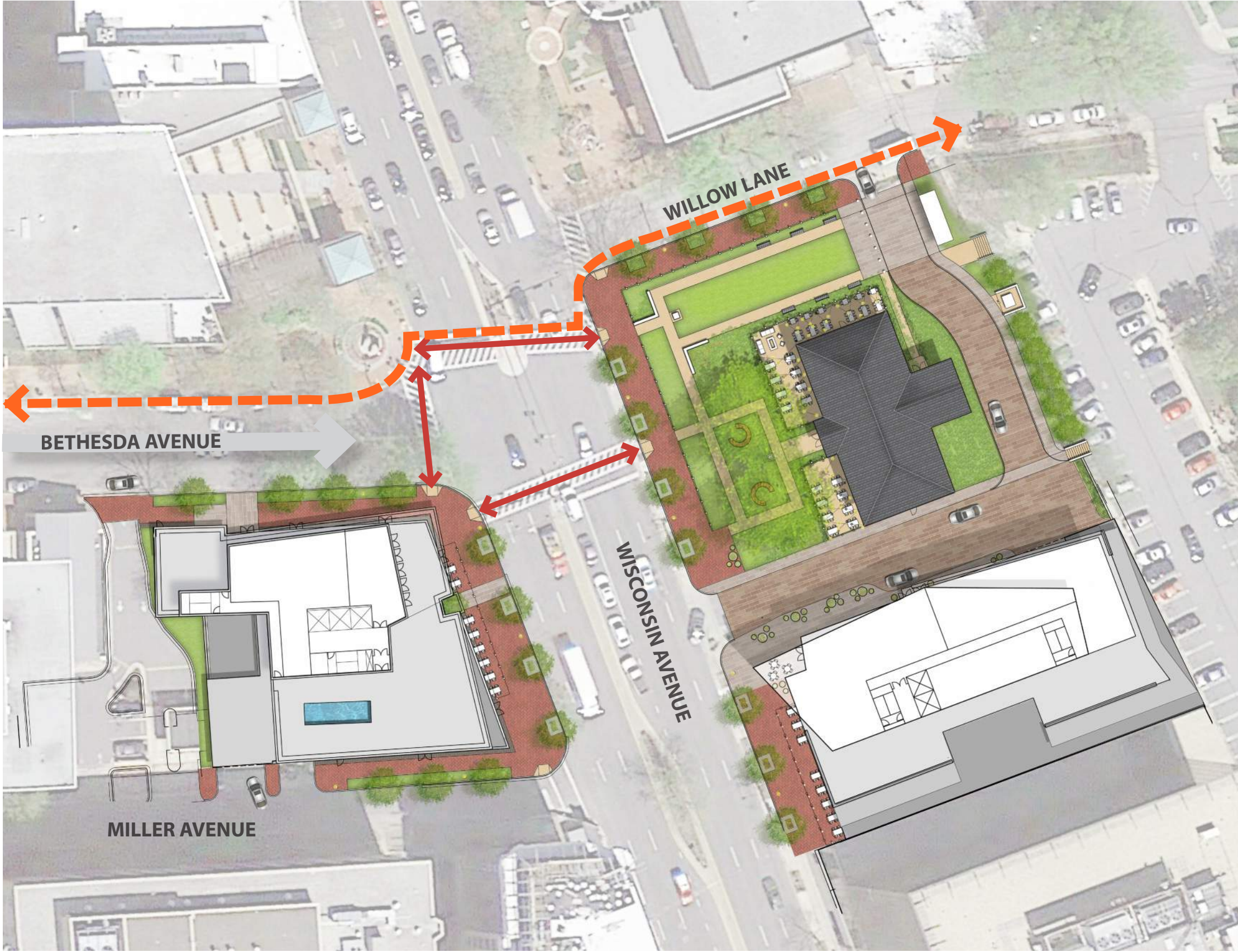
75 PEOPLE

ASSUMES 10SF PER PERSON




CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.



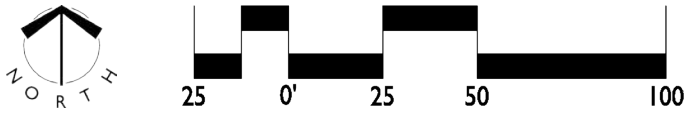
RENDERED CONCEPTUAL LANDSCAPE PLAN - OVERALL CONCEPT



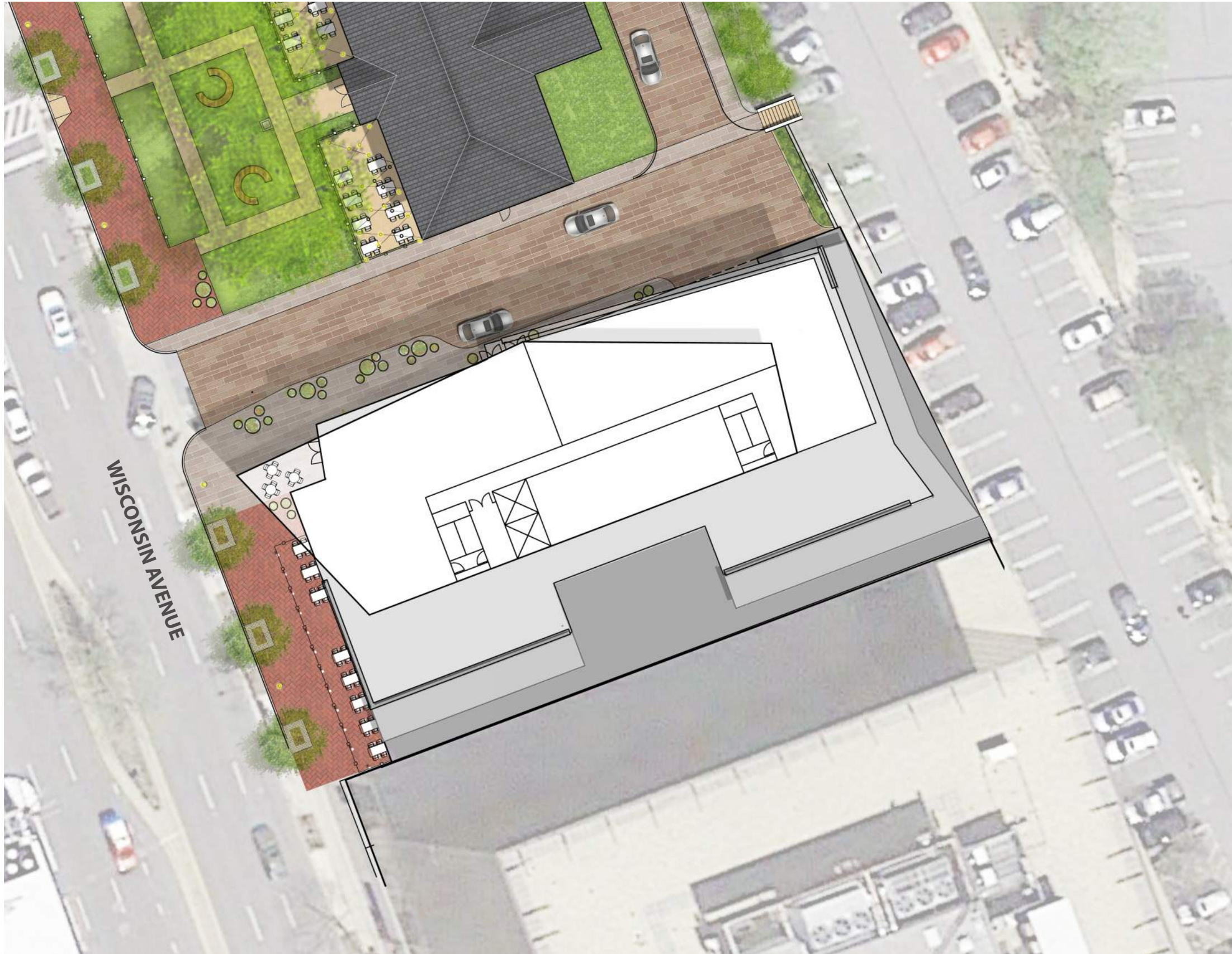
LEGEND

-  PEDESTRIAN CIRCULATION
-  BICYCLE CIRCULATION
-  VIEWSHED

CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.



RENDERED CONCEPTUAL LANDSCAPE PLAN - 7121 WISCONSIN AVENUE



CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY.
FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT
SKETCH PLAN FOLLOWED BY PRELIMINARY / SITE PLAN.

