

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	7126 Wisconsin
File Number(s)	520180200
Project Address	7126 and 7140 Wisconsin Avenue, 4705 Miller Avenue, Bethesda, MD

Plan Type Concept Plan Sketch Plan Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Heather Dlhopsky, Linowes and Blocher LLP	301-961-5270	hdlhopsky@linowes-law.com
Architect	Jim Bushong, FXCollaborative Architects LLP; 646-292-8138; jrbushong@FXCollaborative.com		
Landscape Architect	Tade Willger, LandDesign; 703-549-7784; twillger@landdesign.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR-3.0, C-3.0, R-2.75, H-225; CR-3.0, C-3.0, R-3.0, H-200	225 feet (Wisconsin); 200 feet (Miller)	Up to 289,420 gross square feet
Proposed Land Uses	Mixed-use project with ground floor retail and non-residential uses and multi-family residential uses above		
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>	<p>The Project's design is rooted in its unique location at the prominent intersection of Wisconsin and Bethesda Avenues and opposite the historic Bethesda Farm Women's Cooperative Market. This Project proposes a private redevelopment project at the southwest corner of this intersection and, in conjunction with the 7121 Wisconsin project on the east side of Wisconsin Avenue, improvements to the Farm Women's Cooperative Market site in order to create the "civic green"-like open space envisioned for it by the Bethesda Downtown Sector Plan. The Farm Women's Cooperative Market improvements are described in further detail in the attached Concept Plan Narrative, as well as in the materials being concurrently submitted to the Bethesda Design Advisory Panel by the 7121 Wisconsin project.</p> <p>The Project is considered in its larger context with direct acknowledgment of the "civic green"-like open space that is proposed as a part of the Farm Women's Cooperative Market redevelopment, creating a great urban destination. The building takes a classic, timeless approach to design and strives to create a precedent for future development in the area.</p> <p>The Project site is located on a narrow block in the Wisconsin Avenue Corridor of the Bethesda Downtown Sector Plan, which enjoys full frontage along Wisconsin Avenue to the east, Bethesda Avenue to the north, and the smaller scale Miller Avenue to the south. To the west, the site is bordered by a low-scale mid-block parcel. Due to the relatively small size of the site, several design accommodations have been studied to ensure a vibrant pedestrian realm and an uncompromised presence at the skyline, while still providing efficient floorplates for the residential development. A 3-story base creates a continuous street edge at a comfortable pedestrian scale, responding to the tree canopy height and maintaining the character of the neighboring small-scale retail streets. The ground floor primarily contains retail program, strengthening the street activity in the area. Retail storefronts will be detailed to permit elements such as canopies and vibrant signage, and outdoor seating will create stopping points to relax, gather, and socialize. Connection to green space is also a key component to the building's urban integration with enhanced streetscape and the introduction of activating uses at grade.</p> <p>Moving up the building, the use of clear regulating lines and bay articulation differentiates the tower from its base, allowing the tower to respond to the scale of the larger urban context. Horizontal and vertical reveals are incorporated into the building to breakdown the overall mass and create visually pleasing proportions. The building setback is expanded along Bethesda Avenue to encourage efficient pedestrian movement at a busy intersection, foster ground floor activity along the retail corridor, and promote a larger tree canopy. A stepback is introduced above the southern base along Wisconsin Avenue to further enhance pedestrian comfort and create a better relationship to the park. This angled stepback also introduces an expressive form and increases visual interest on this prominent site.</p> <p>The massing of the tower is approached as multiple building blocks, which allows the flexibility to vary the tower heights. The height of the building at the southwest corner is lower to both comply with the current zoning and create a better relationship to the neighboring context. The height is increased as the massing extends from south to north and also from west to east, allowing appropriate relationships to be established between the neighboring lower scale buildings to the south and the dense urban fabric to the north. This also creates a special top at the northeast corner that contributes to the quality of the skyline.</p> <p>The Farm Women's Cooperative Market represents the terminus of Bethesda Avenue and is an important civic site in Bethesda. To emphasize the Farm Women's Cooperative Market importance, the building mass is cantilevered above the base at this intersection to create a dramatic icon and frame the pedestrian view of the "civic green"-like open space as one approaches from the west. Building residents are also given ample opportunities to enjoy this public amenity, both visually through large glazed corners and physically with balconies and terraces. Outdoor space is used to activate an expressive building crown that harmonizes with the overall composition of the building below.</p> <p>The result is a site-specific design for the building that is finely tuned to each unique aspect of its surrounding context and urban fabric. It creates an integral bond with the Farm Women's Cooperative Market and shows that a cohesive vision of creativity and innovation leads to design excellence.</p>		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The Project will provide at least the 10 public benefit points required in the exceptional design category for projects located in the Bethesda Overlay Zone. The Project is at the very early Concept Plan phase at this time and will provide greater detail in its Sketch Plan application anticipated to be submitted within the next several weeks regarding the exceptional design public benefit points requested and the specific criteria for receipt of exceptional design points that the Project will satisfy.</p> <p>At this time, however, the Project is anticipated to fulfill these criteria in the following manner:</p> <ol style="list-style-type: none"> 1. Providing innovative solutions in response to the immediate context: The massing of the tower is approached as multiple building blocks, which allows the flexibility to vary the tower heights. The height of the building at the southwest corner is lower to both comply with current zoning and create a better relationship to the neighboring context. The height is increased as the massing extends from south to north and also from west to east, allowing appropriate relationships to be established between the neighboring lower-scale buildings to the south and the dense urban fabric to the north. This also creates a special top at the northeast corner that contributes to the quality of the skyline. 2. Creating a sense of place and serves as a landmark: The Farm Women's Cooperative Market represents the terminus of Bethesda Avenue and is an important civic site in Bethesda. To emphasize its importance, the building mass is cantilevered above the base at the intersection of Wisconsin and Bethesda Avenues to create a dramatic icon and frame the pedestrian view of the "civic green"-like open space as one approaches from the west. 3. Enhancing the public realm in a distinct and original manner: The building setback is expanded along Bethesda Avenue to encourage efficient pedestrian movement at a busy intersection, foster ground floor activity along the retail corridor, and promote a larger tree canopy. A stepback is introduced above the southern base along Wisconsin Avenue to further enhance pedestrian comfort and create a better relationship to the park. This angled stepback also introduces an expressive form and increases visual interest on this prominent site. Retail storefronts will be detailed to permit elements such as canopies and vibrant signage, and outdoor seating will create stopping points to relax, gather, and socialize. 5. Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site: The Project is considered in its larger context with direct acknowledgment of the "civic green"-like open space that is proposed as part of the Farm Women's Cooperative Market site, creating a great urban destination. Due to the relatively small size of the site, several design accommodations have been studied to ensure a vibrant pedestrian realm and an uncompromised presence at the skyline, while still providing efficient floorplates for the residential development. A 3-story base creates a continuous street edge at a comfortable pedestrian scale, responding to the tree canopy height and maintaining the character of the neighboring small-scale retail streets. The ground floor primarily contains retail program, strengthening the street activity in the area. Connection to green space is also a key component to the building's urban integration, with enhanced streetscape and the introduction of activating uses at grade. Building residents are given ample opportunities to enjoy their proximity to the Farm Women's Cooperative Market as well, both visually through large glazed corners and physically with balconies and terraces. The building takes a classic, timeless approach to design and strives to create a precedent for future development in the area.
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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



7126 AND 7140 WISCONSIN AVENUE, 4705 MILLER AVENUE

CONCEPT PLAN NARRATIVE

CONCEPT PLAN NO. 520180200

I. INTRODUCTION

Wisconsin Avenue Properties LLC (the “Applicant”) is the owner or contract purchaser and developer of three properties identified as 7126 and 7140 Wisconsin Avenue and 4705 Miller Avenue (collectively, the “Property”), located on the western frontage of Wisconsin Avenue between Bethesda Avenue and Miller Avenue in downtown Bethesda. Notably, the Property is located directly across Wisconsin Avenue from the Bethesda Farm Women’s Cooperative Market (the “Farm Women’s Cooperative Market”). This site will be improved into the “civic green”-like open space envisioned by the Bethesda Downtown Sector Plan through the collective efforts (the “Joint Venture”, the entity name of which is Wisconsin Columbia Venture LLC) of the Applicant and the owner/developer (Columbia Realty Venture LLC, or the “7121 Wisconsin Developer”) of the 7121 Wisconsin Avenue property located directly south of the Farm Women’s Cooperative Market, as described in further detail below as well as in the concept plan application being concurrently submitted by the 7121 Wisconsin Developer.¹

The Applicant is submitting this concept plan application (the “Concept Plan” or “Application”) in advance of submitting an application for sketch plan approval (the “Sketch Plan”) under the optional method of development in the CR Zone in accordance with Section 7.3.3 of Chapter 59 (the “Zoning Ordinance”) of the Montgomery County Code, 2014, as amended (the “County Code”). The purpose of this Concept Plan Application is to elicit feedback from the Maryland-National Capital Park and Planning Commission (“M-NCPPC”) and other reviewing agencies that will be instrumental as the Applicant proceeds to Sketch Plan. The Applicant proposes this Concept Plan Application to develop the Property with a mixed-use project with up to 260 multi-family residential units (including 15% moderately priced dwelling units, or “MPDUs”) and up

¹ The Joint Venture is the contract purchaser of the Farm Women’s Cooperative Market site.

to 7,200 square feet of non-residential uses², as well as private underground parking, private amenities, and public amenities and public benefit points (the “Project”).

The Property is comprised of 18,526 square feet of existing lot area or 31,879 square feet of gross tract area, which gross tract area is the basis for density calculation attributable to the Property.³ 7126 and 7140 Wisconsin Avenue are zoned CR-3.0, C-3.0, R-2.75, H-225 and located within the area described as the “Wisconsin Avenue Corridor” in the Bethesda Downtown Sector Plan, approved and adopted May 2017 by the Montgomery County Council (the “Sector Plan”). 4705 Miller Avenue is zoned CR-3.0, C-3.0, R-3.0, H-200 and is located within the “Bethesda Row District” of the Sector Plan. The Property is also located within the Bethesda Overlay Zone, pursuant to the recommendations of the Sector Plan. Notably, the Sector Plan provides that the maximum building height that would otherwise be permitted on the 7126 and 7140 Wisconsin Avenue properties (200 feet) is permitted to increase to 225 feet if the properties redevelop “in a manner that benefits the Farm Women’s Cooperative Market to the east”.

As mentioned, the Applicant and the 7121 Wisconsin Developer (which site also stands to gain 25 feet in building height if it redevelops in conjunction with the Farm Women’s Cooperative Market) have entered into a Joint Venture in order to bring to fruition the Sector Plan’s vision for a “civic green”-like open space. The proposed improvements to the Farm Women’s Cooperative Market are described in detail in Section IV below. The Joint Venture will enable the Applicant and the 7121 Wisconsin Developer to facilitate substantial upgrades to the Farm Women’s Cooperative Market that are needed to further the Sector Plan’s vision for the “civic green”-like open space, which would be both too extensive and expensive for either party to the Joint Venture to undertake individually. At the same time, the Joint Venture’s efforts will enable the

² Final unit count and unit mix and non-residential square footage to be constructed will be refined at the time of site plan, and finalized at the time of certified site plan, but are not anticipated to exceed these maximums proposed at this early Concept Plan stage.

³ The gross tract area of the Property is comprised of approximately 18,526 square feet of existing lot area, in addition to area of the Property previously dedicated to public right-of-way for Wisconsin Avenue, Bethesda Avenue, and Miller Avenue (approximately 13,353 square feet of previous dedication).

two parties to utilize the full extent of the building heights that the Sector Plan recommends for their respective properties.

The Joint Venture will retain ownership of the Farm Women's Cooperative Market building and site, but will redesign the outdoor space in order to remove the existing surface parking and create the "civic green"-like open space that is desired for this site. The building itself on the Farm Women's Cooperative Market site (which is a designated County historic site) will be renovated in order to improve its structural integrity and provide handicap accessible restrooms, while retaining the historic look and feel of the building. While programming for the building is still under development, it is anticipated that possible uses could include food vendors and/or restaurant uses. This Concept Plan application (and the one concurrently being submitted by the 7121 Wisconsin Developer) includes conceptual images for the "civic green"-like open space envisioned at the Farm Women's Cooperative Market as well as a description of the proposed improvements in Section IV below, and further details will be provided as the plans evolve at the time of Sketch Plan and preliminary plan/site plan applications.

The Applicant is pleased to submit this Concept Plan application in order to gain early feedback, in advance even of filing the Sketch Plan application, on several aspects of the proposed Project and the Farm Women's Cooperative Market improvements. Please note that the information provided with this Concept Plan is preliminary in nature and for conceptual and illustrative purposes only. Further refinement and details will be provided at the time of Sketch Plan, anticipated to be submitted within the next several weeks, to be followed by applications for preliminary plan of subdivision and site plan.

As part of this Concept Plan process, the Applicant is seeking feedback from M-NCPPC and the reviewing agencies on the following topics:

- The design concept for the proposed private Project, including building massing, streetscape dimensions, and overall feel and design.
- The design concept for the "civic green"-like open space at the Farm Women's Cooperative Market site.

- The location of the bike lane along Bethesda Avenue (north or south side of the street).

II. THE PROPERTY AND BACKGROUND

The Property is located along downtown Bethesda's main artery – Wisconsin Avenue – just three blocks south of the Bethesda Metro Station and one block east of the regional retail destination of Bethesda Row to the west. The Property is located within the Bethesda Parking Lot District and the Bethesda Arts and Entertainment District. While high- and mid-rise development predominates the area, the Property itself is improved with one- and two-story retail buildings.

To the north of the Property, across Bethesda Avenue, is an 11-story office building (Artery Plaza) with ground floor retail. South of the Property is the recently constructed Solaire Bethesda, containing a ground floor restaurant with 10 stories of multi-family residential units above. Directly across Wisconsin Avenue, to the east, is a block comprised of the Farm Women's Cooperative Market (on the northern end of the block, adjacent to Willow Lane) and its building and surface parking, and, south of the Farm Women's Cooperative Market, the 7121 Wisconsin Avenue site, currently containing single-story retail uses.

III. PROJECT DESCRIPTION

The proposed redevelopment of the Property will be located on one new subdivision lot of record (consisting of approximately 16,619 square feet of net lot area).⁴ As noted, the Concept Plan Application proposes to develop the Property with a multi-family residential building consisting of up to 260 multi-family residential units (including 15% MPDUs) and up to 7,200 square feet of non-residential uses⁵, as well as private underground parking, private amenities, and public amenities and public benefit points, in accordance with Division 4.7 of the Zoning Ordinance. The Project proposes one floor of non-residential uses, with 21 floors of multi-family residential units above. The Applicant proposes to utilize the FAR Averaging provisions of Sections 59-

⁴ Subsequent to approval of the Sketch Plan, the Applicant will submit a preliminary plan of subdivision to combine the three existing lots into one new record lot, concurrent with submission of a site plan application.

⁵ See Footnote 2.

4.5.2.B and 59-4.89.2.C.5 of the Zoning Ordinance in order to utilize excess density on the Farm Women's Cooperative Market site for the Project, as well as the Bethesda Overlay Zone ("BOZ") Density provisions of Section 59-4.9.2.C.2 of the Zoning Ordinance in order to allocate gross floor area from BOZ Density to the Project and to fill out the remainder of the permitted height for the Property. Through utilization of the FAR Averaging and BOZ Density provisions, the effective proposed FAR of the Project is approximately CR-9.25, C-0.25, and R-9, with the H (height) component of 225 feet on 7126 and 7140 Wisconsin Avenue and 200 feet on 7505 Miller Avenue. Note, however, that because unit count and non-residential square footage will only be finalized at the time of certified site plan, the Applicant requests the flexibility throughout the entitlement process to shift residential and non-residential square footage within the total maximum FAR, with final total FAR and "C" (commercial) and "R" (residential) components to be established at certified site plan.

Vehicular access to the Project (both garage access and loading access) will be from Miller Avenue, allowing the frontages along Wisconsin Avenue and Bethesda Avenue to remain fully pedestrian in nature. All of the parking for the Project is proposed to be located underground, and the Applicant anticipates that there will be four levels of parking (with numbers of parking spaces, bicycle parking spaces, and loading spaces to be further refined as the Project moves forward through the review processes). The main residential lobby is anticipated to be located near the corner of Wisconsin and Bethesda Avenues. Entrances to the non-residential uses will be along both Wisconsin and Bethesda Avenues. The location of these entrances will maintain pedestrian activity levels along the Wisconsin and Bethesda Avenue street frontages, while retail storefronts will visually engage that pedestrian activity.

The Project proposes to utilize the CR Zone optional method of development in order to redevelop the Property to the maximum height and density permitted under its current zoning. Under the CR Zone optional method, public benefits are required to be provided in return for a project's achievement of the full incentive density permitted for the site. At least 100 public benefits points must be provided from at least four public benefit points categories. The public benefit points that the Project anticipates achieving will be further specified at the time of Sketch Plan, but at this time the Project anticipates achieving public benefit points in the Exceptional

Design, Structured Parking, Building Lot Termination, and Energy Conservation and Generation categories, among others.

The Applicant also anticipates that, separately from the Project, the redevelopment of the Farm Women's Cooperative Market will qualify for a full 70 public benefit points from the Major Public Facilities public benefit category. (Note, the improvements to the Farm Women's Cooperative Market site are described in detail in Section IV below.) The Applicant's expectation, based on its consultants' preliminary analyses, is that the full extent of public benefit 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 the Farm Women's Cooperative Market site to either the Applicant or to the 7121 Wisconsin Developer.
- 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.

The full list of public benefit points to be provided, as well as the manner in which the Project satisfies the other findings that must be made in order to approve a CR Zone optional method of development project, including compliance with the applicable Sector Plan recommendations, will be fully described with the Sketch Plan application anticipated to be submitted within the next several weeks.

Proposed Architecture

The Project's design is rooted in its unique location at the prominent intersection of Wisconsin and Bethesda Avenues and opposite the historic Bethesda Farm Women's Cooperative Market. The Project is considered in its larger context with direct acknowledgment of the "civic green"-like open space that is proposed as a part of the Farm Women's Cooperative Market redevelopment, creating a great urban destination. The building takes a classic, timeless approach to design and strives to create a precedent for future development in the area.

The Project site is located on a narrow block in the Wisconsin Avenue Corridor of the Sector Plan, which enjoys full frontage along Wisconsin Avenue to the east, Bethesda Avenue to the north, and the smaller scale Miller Avenue to the south. To the west, the site is bordered by a low-scale, mid-block parcel. Due to the relatively small size of the Property, several design accommodations have been studied to ensure a vibrant pedestrian realm and an uncompromised presence at the skyline, while still providing efficient floorplates for the residential development.

A 3-story base creates a continuous street edge at a comfortable pedestrian scale, responding to the tree canopy height and maintaining the character of the neighboring small-scale retail streets. The ground floor primarily contains retail program, strengthening the street activity in the area. Retail storefronts will be detailed to permit elements such as canopies and vibrant signage, and outdoor seating will create stopping points to relax, gather, and socialize. Connection to green space is also a key component to the building's urban integration with enhanced streetscape and the introduction of activating uses at grade.

Moving up the building, the use of clear regulating lines and bay articulation differentiates the tower from its base, allowing the tower to respond to the scale of the larger urban context. Horizontal and vertical reveals are incorporated into the building to breakdown the overall mass and create visually pleasing proportions. The building setback is expanded along Bethesda Avenue to encourage efficient pedestrian movement at a busy intersection, foster ground floor activity along the retail corridor, and promote a larger tree canopy. A stepback is introduced above the southern base along Wisconsin Avenue to further enhance pedestrian comfort and create a better relationship to the "civic green"-like open space at the Farm Women's

Cooperative Market. This angled stepback also introduces an expressive form and increases visual interest on this prominent site.

The massing of the tower is approached as multiple building blocks, which allows the flexibility to vary the tower heights. The height of the building at the southwest corner is lower to both comply with the current zoning and create a better relationship to the neighboring context. The height is increased as the massing extends from south to north and also from west to east, allowing appropriate relationships to be established between the neighboring lower scale buildings to the south and the dense urban fabric to the north. This also creates a special top at the northeast corner that contributes to the quality of the skyline.

The Farm Women’s Cooperative Market represents the terminus of Bethesda Avenue and is an important civic site in Bethesda. To emphasize the Farm Women’s Cooperative Market importance, the building mass is cantilevered above the base at this intersection to create a dramatic icon and frame the pedestrian view of the “civic green”-like open space as one approaches from the west. Building residents are also given ample opportunities to enjoy this public amenity, both visually through large glazed corners and physically with balconies and terraces. Outdoor space is used to activate an expressive building crown that harmonizes with the overall composition of the building below.

The result is a site-specific design for the building that is finely tuned to each unique aspect of its surrounding context and urban fabric. It creates an integral bond with the Farm Women’s Cooperative Market and shows that a cohesive vision of creativity and innovation leads to design excellence.

Proposed Public Use Space and Streetscape and Landscape Concept

The Project is comprised of two primary open spaces: the streetscape along Wisconsin Avenue, Bethesda Avenue, and Miller Avenue, and a private amenity rooftop terrace. The streetscape design is based on the County’s Bethesda Downtown Plan Design Guidelines (the “Design Guidelines,” approved July 2017). At this very early stage of Concept Plan, the street frontages and the dimensions and creation of the spaces within them are still evolving, and further information and details will be provided on these features at the time of Sketch Plan. However,

at this time it is anticipated that the Project's three street frontages will comply with the relevant provisions of the Design Guidelines.

Wisconsin Avenue is identified as an Urban Boulevard street type. A six-foot wide planting/furnishing zone is provided adjacent to Wisconsin Avenue with a ten-foot wide pedestrian through zone and nine-foot wide frontage zone along the face of building for an overall width build-to line of 25 feet. Bethesda Avenue is identified as a Downtown Mixed-Use Street type. A five-foot wide planting/furnishing zone is provided adjacent to Bethesda Avenue with an eight-foot wide pedestrian through zone and two-foot wide frontage zone along the face of building for an overall width build-to line of 15 feet. Miller Avenue is identified as a Neighborhood Local Street type. A five-foot wide planting/furnishing zone is provided adjacent to Miller Avenue with a six-foot wide pedestrian through zone and three-foot wide frontage zone along the face of building for an overall width build-to line of 14 feet.

The streetscape design prescribed in the Bethesda Streetscape Plan includes brick paver sidewalks in a herringbone pattern. Special paving is proposed to accent the base of the building and key building features. As noted in the Bethesda Streetscape Plan, the trees along Wisconsin Avenue are tree wells with granite sets and amended soil panel. Bethesda Avenue and Miller Avenue have a continuous amended soil tree panel with underplantings. The streetscape design also features site furniture per the Bethesda Streetscape Plan including benches, trash receptacles, and light fixtures, further blending the Project into the existing pedestrian-oriented context of downtown Bethesda. As mentioned, the exact dimensions and design of the Project's three street frontages will continue to evolve through the development review process, and further information will be provided regarding these features at Sketch Plan.

The private amenity rooftop terrace will have green roof areas used for stormwater management purposes as well as amenity space. The occupied space will include a pool and surrounding deck, seating nodes, and grilling areas. Mechanical equipment space on the rooftop will be screened by panels, planters, and layered plantings. Amenity components of the rooftop are designed as a series of outdoor rooms to accommodate relatively small groups of people for social interaction, grilling, and enjoyment of the views and open air. Further information will be provided regarding the rooftop at the time of Sketch Plan.

Green Features and Stormwater Management

Currently, stormwater from the Property enters the public storm drain system without any retention or treatment. The Project will provide both quantity and quality controls through measures that will double as site amenities, implementing State and local mandates for Environmental Site Design to the Maximum Extent Practicable (ESD to the MEP). The Project proposes to provide intensive green roof and micro-bioretenion planter boxes on the building to treat runoff. After stormwater is treated, it will be conveyed via storm drain to the existing public storm drain system. The implementation of the previously mentioned facilities will provide ESD volume to the maximum extent practicable and provides the minimum treatment per Montgomery County requirements.

The Project also anticipates providing several public benefits from the “Protection and Enhancement of the Natural Environment” category as part of the “public benefits” package required in order to construct the full incentive density permitted under the CR Zone optional method of development. Through implementation of “ESD to the MEP” and the other environmental features noted, the Project will be a significant improvement over the existing conditions on the Property.

IV. BETHESDA FARM WOMEN’S COOPERATIVE MARKET

The recently approved Sector Plan envisions the Farm Women’s Cooperative Market 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 space 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 M-NCPPC 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, vendor 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 vendor booths to activate the edge of the site for pedestrians.

- The 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. 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 Farm Women’s Cooperative Market and the 7121 Wisconsin site, 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.

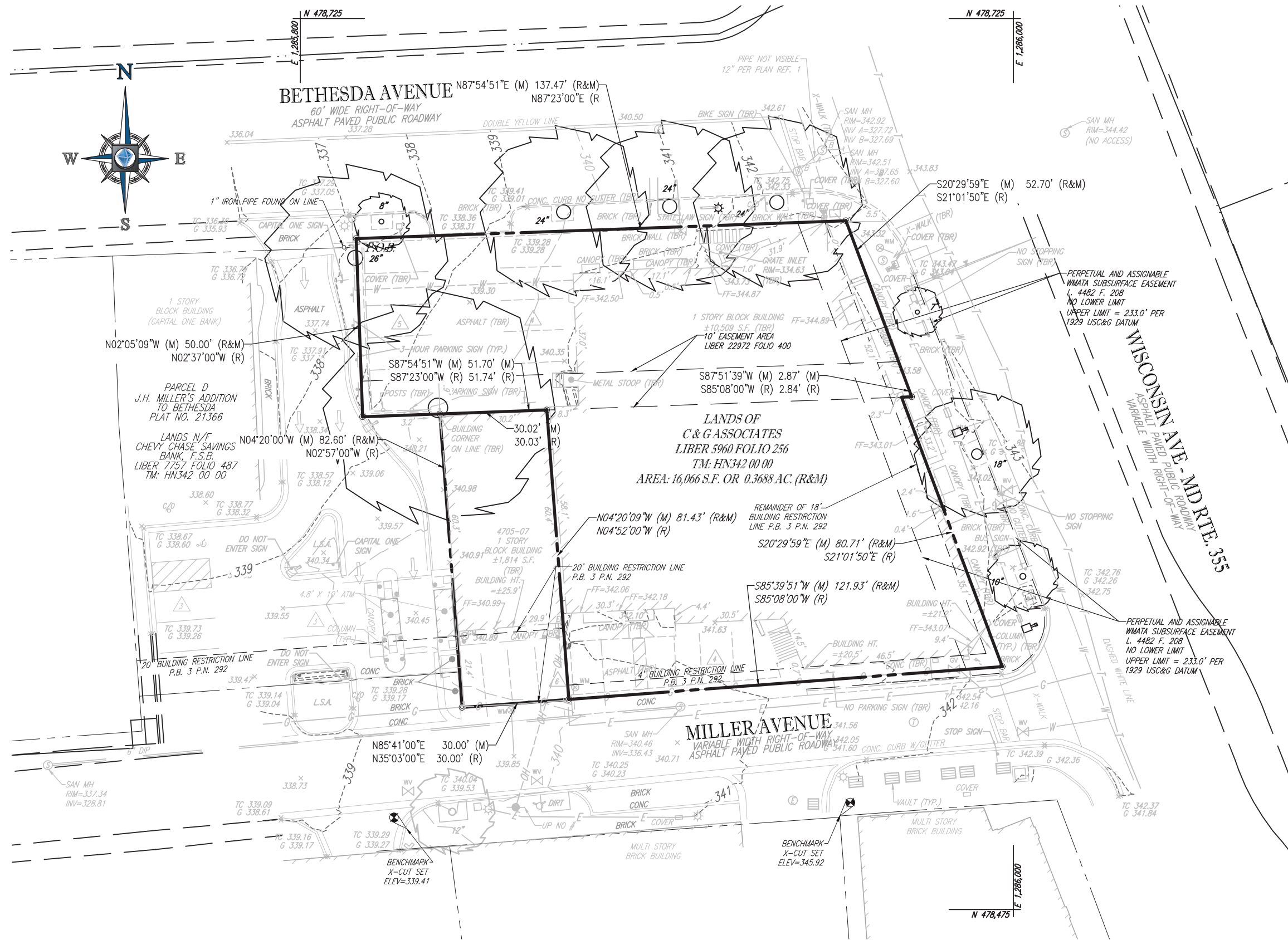
In accordance with the Design Guidelines, a six-foot wide planting/furnishing zone will be provided adjacent to Wisconsin Avenue (an Urban Boulevard), with a ten-foot wide pedestrian through zone. On Willow Lane (a Neighborhood Local Street), the Applicant anticipates providing a five-foot wide planting/furnishing zone with an eight-foot wide pedestrian through zone. All streetscape elements are anticipated to conform with the Bethesda Streetscape Plan.

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.

V. CONCLUSION

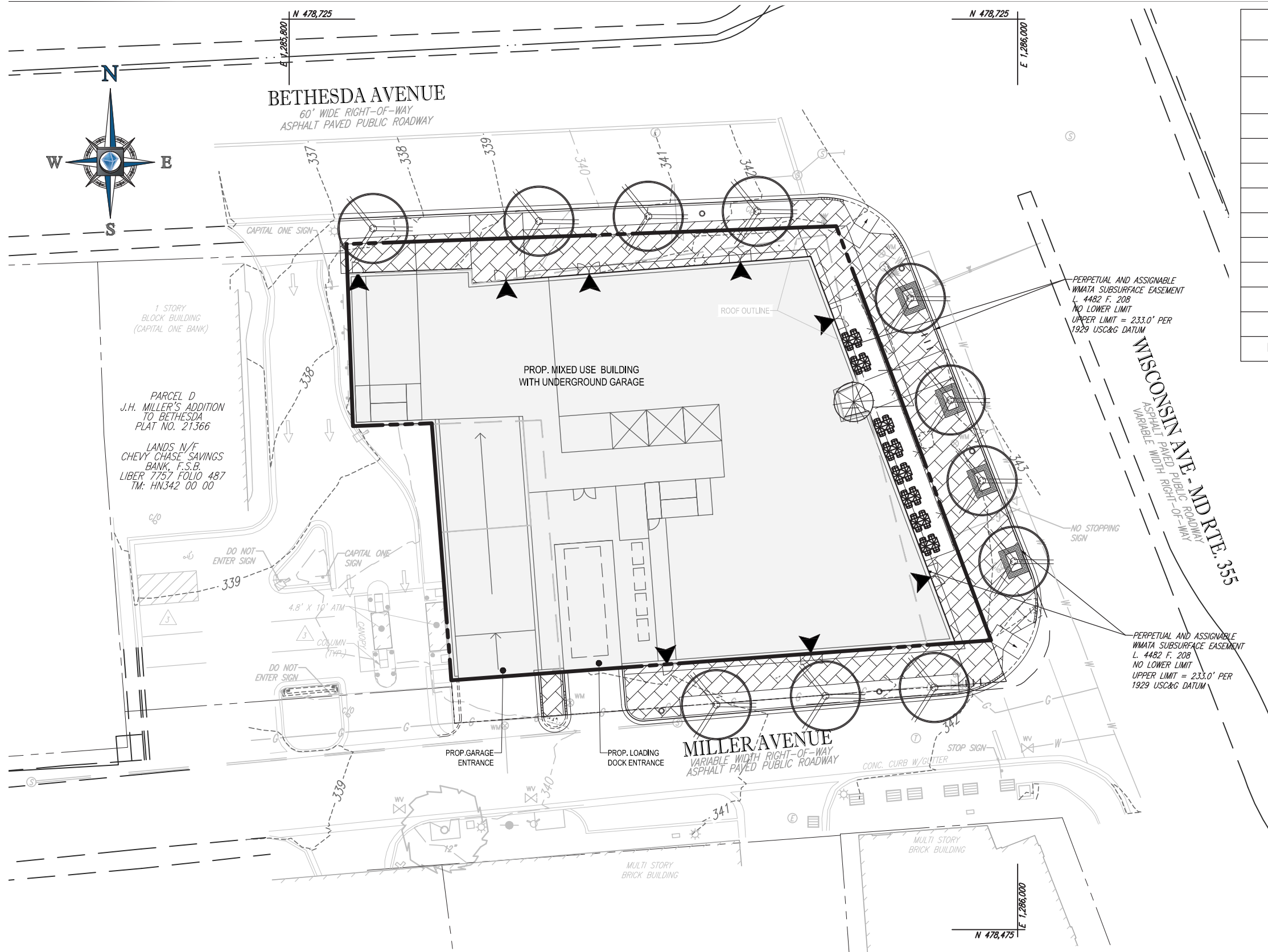
The Applicant is very pleased to begin the regulatory review process for the Project, as well as the proposed "civic green"-like open space at the Farm Women's Cooperative Market site, through submission of this Concept Plan Application. We look forward to receiving comments and feedback from M-NCPPC and other reviewing agencies, including from the Bethesda Design Advisory Panel, and utilizing these comments to more fully inform the Sketch Plan application to be submitted to M-NCPPC within the next several weeks.

EXISTING CONDITIONS



SCALE: 1"=30'-0"

CONCEPT PLAN

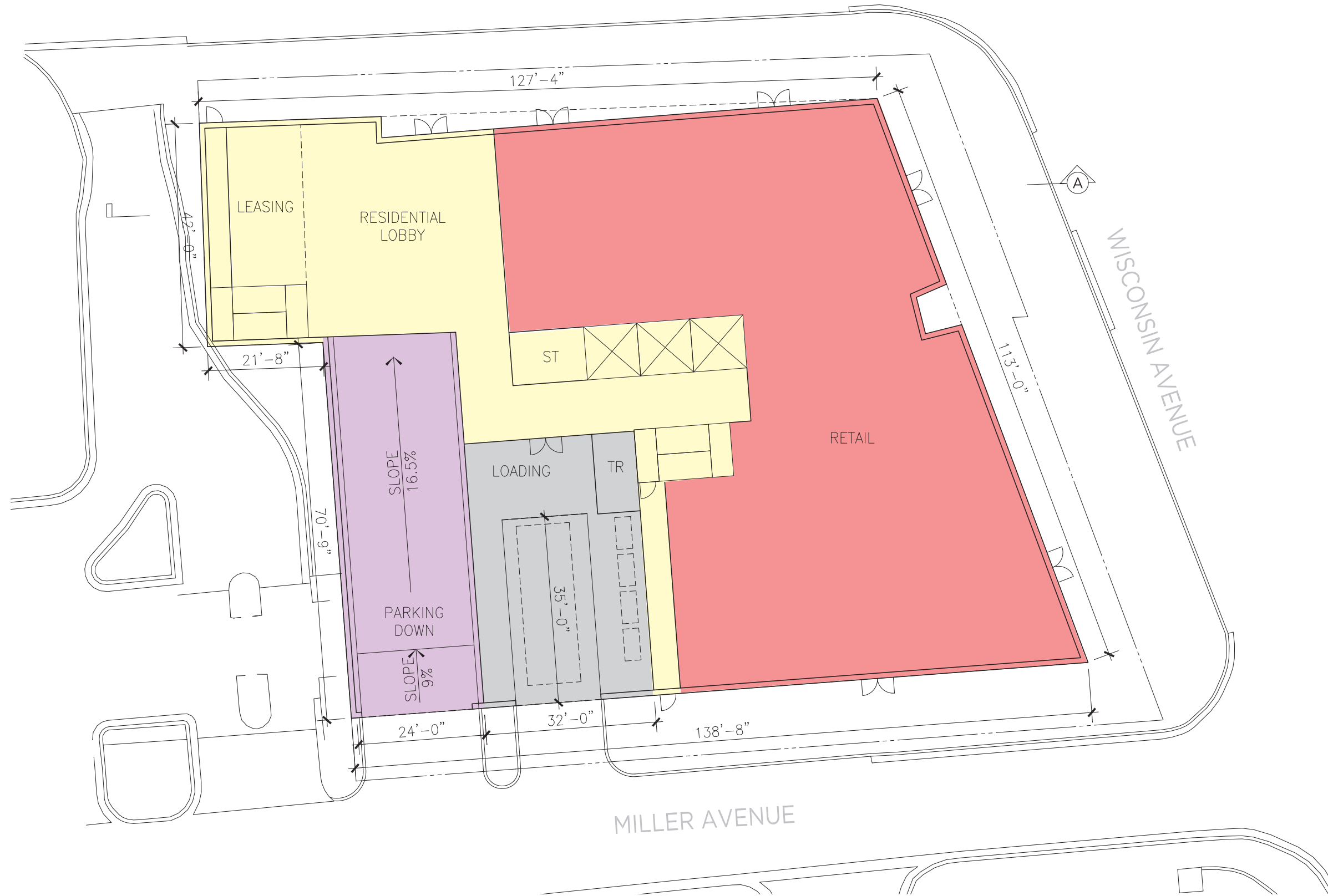


7126 WISCONSIN DATA TABLE	
7126 AND 7140 WISCONSIN AVENUE ZONE: CR-3.0 C-3.0 R-2.75 H-225	
4705 MILLER AVENUE ZONE: CR-3.0 C-3.0 R-3.0 H-200	
	PROPOSED
A. TRACT AREA	31,879 SF (0.73 AC.)
B. PRIOR DEDICATIONS	13,353 SF (0.31 AC.)
C. PROPOSED DEDICATIONS	1,907 SF (0.04 AC.)
D. NET LOT AREA	16,619 SF (0.38 AC.)
E. MAXIMUM BUILDING HEIGHT	225 FEET
F. GROSS FLOOR AREA (GFA)	UP TO 289,420 SF
G. NUMBER OF UNITS	UP TO 260 UNITS
H. NON-RESIDENTIAL SQUARE FOOTAGE	UP TO 7,200 SF
I. MODERATELY PRICED DWELLING UNITS	15%

SCALE: 1"=30'-0"

CONCEPTUAL GROUND FLOOR PLAN

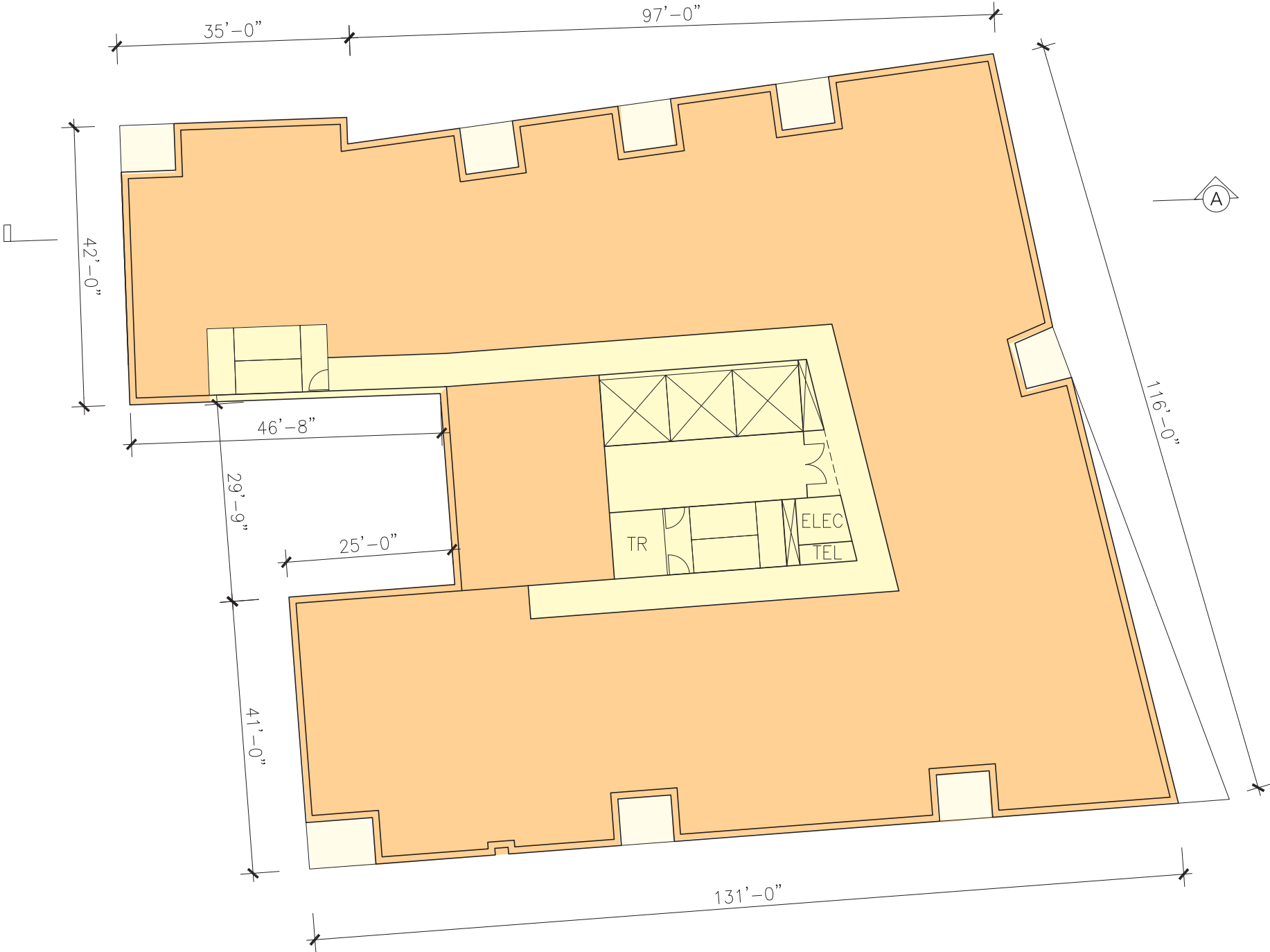
BETHESDA AVENUE



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

SCALE: 1"=20'-0"

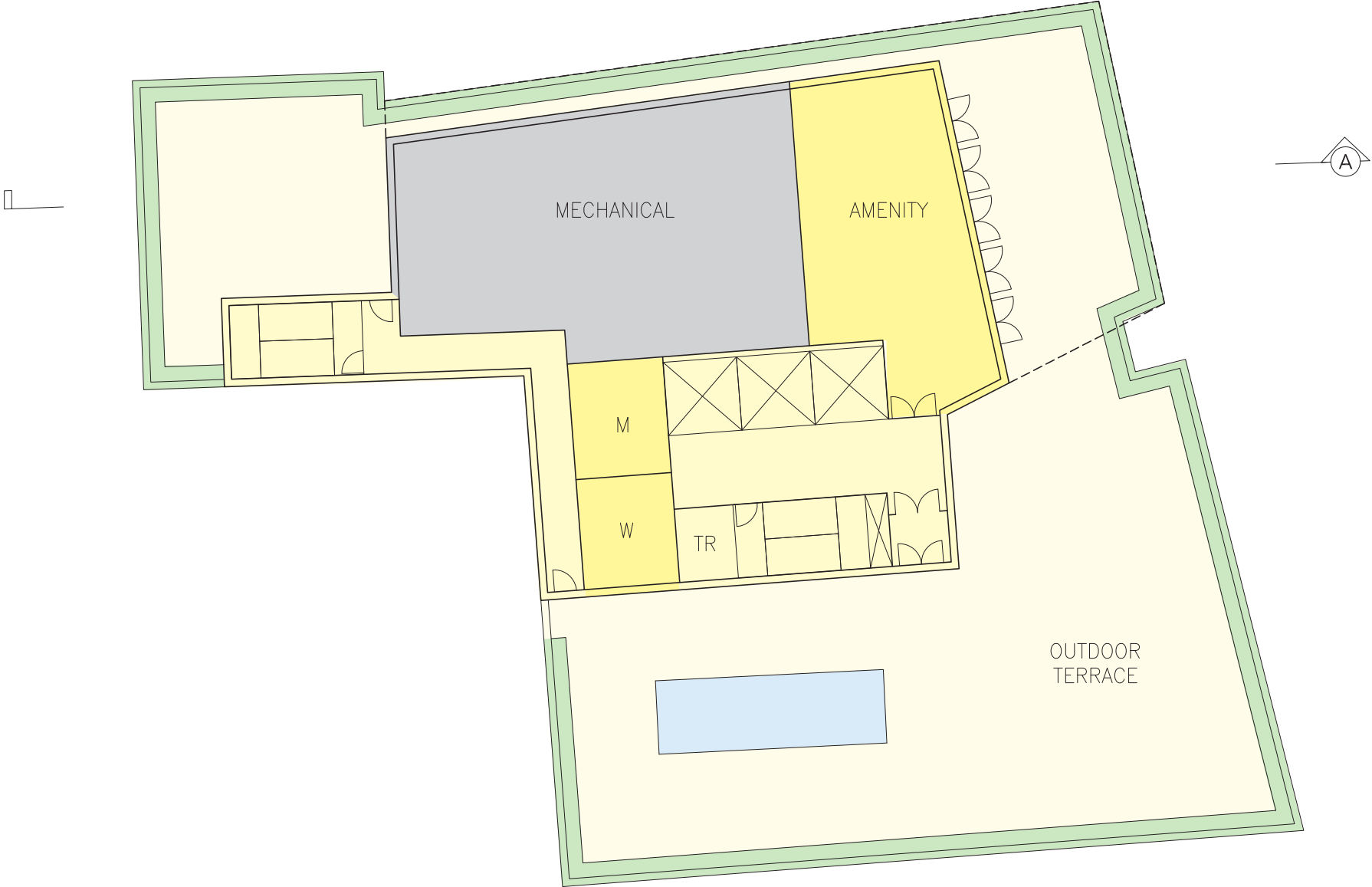
CONCEPTUAL TYPICAL RESIDENTIAL PLAN



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

SCALE: 1"=20'-0"

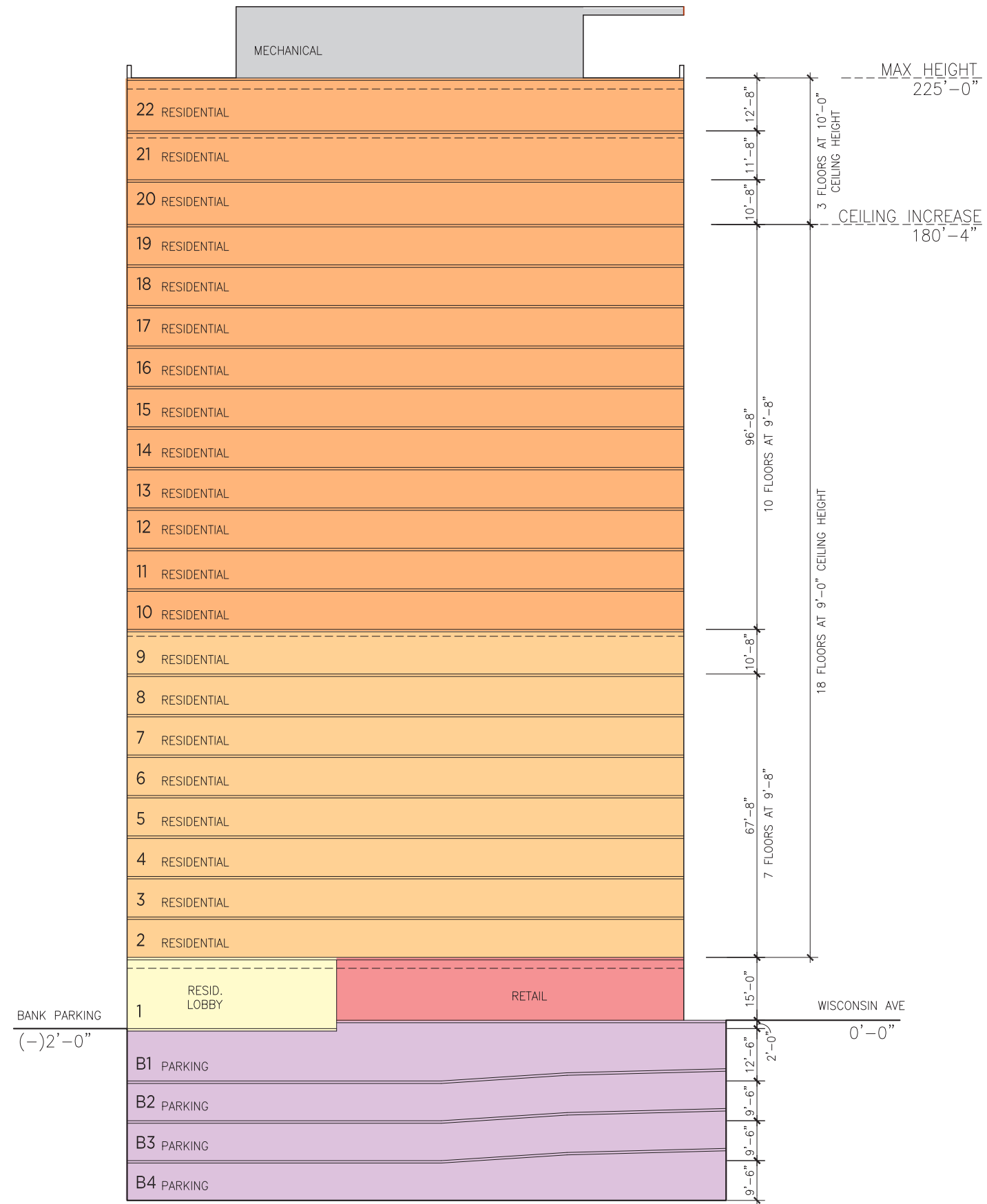
CONCEPTUAL ROOF PLAN



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

SCALE: 1"=20'-0"

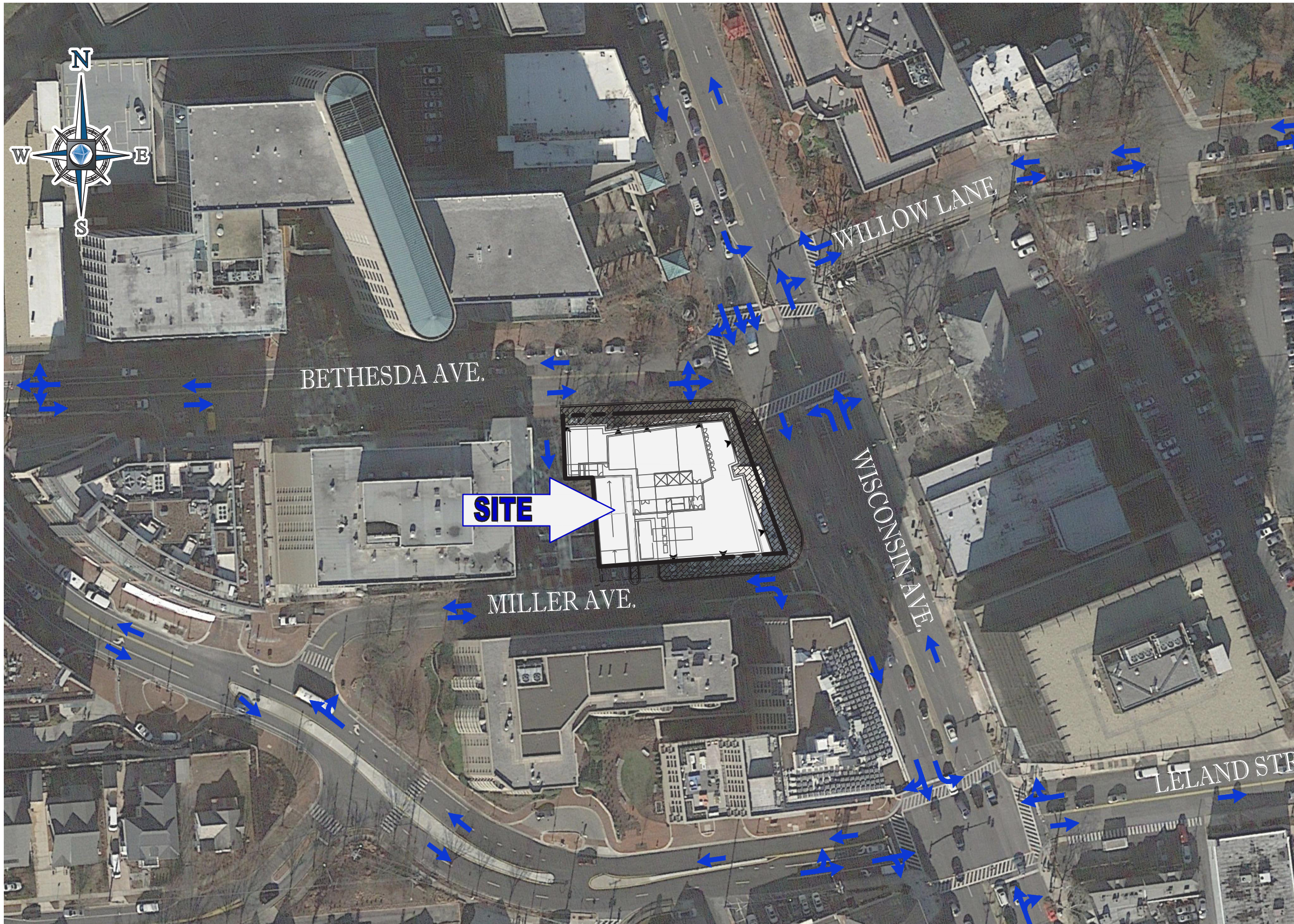
CONCEPTUAL SECTION




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

SCALE: 1"=30'-0"

AREA VEHICULAR CIRCULATION

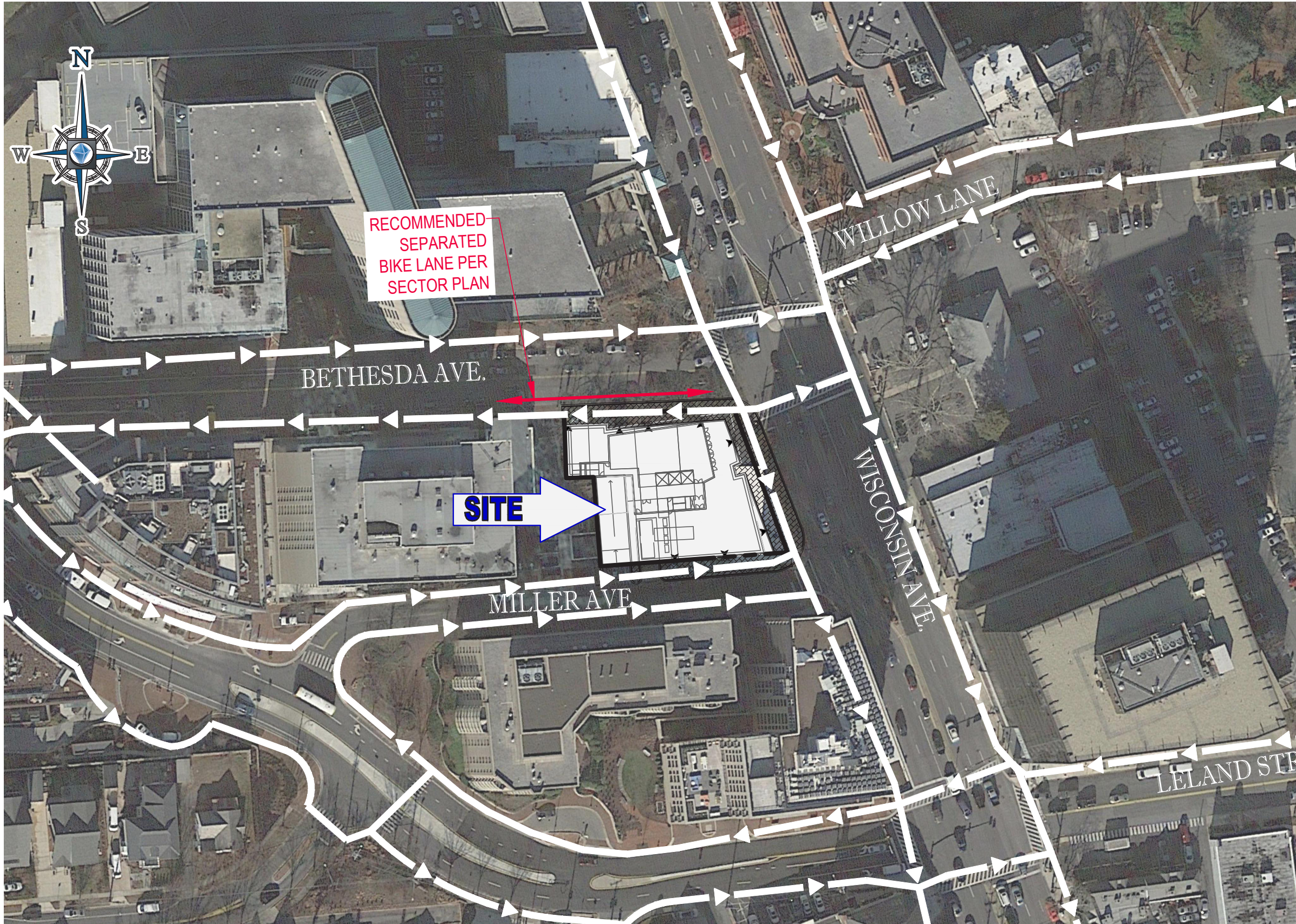


LEGEND


VEHICULAR CIRCULATION 


SCALE: 1"=100'-0"

AREA PEDESTRIAN CIRCULATION



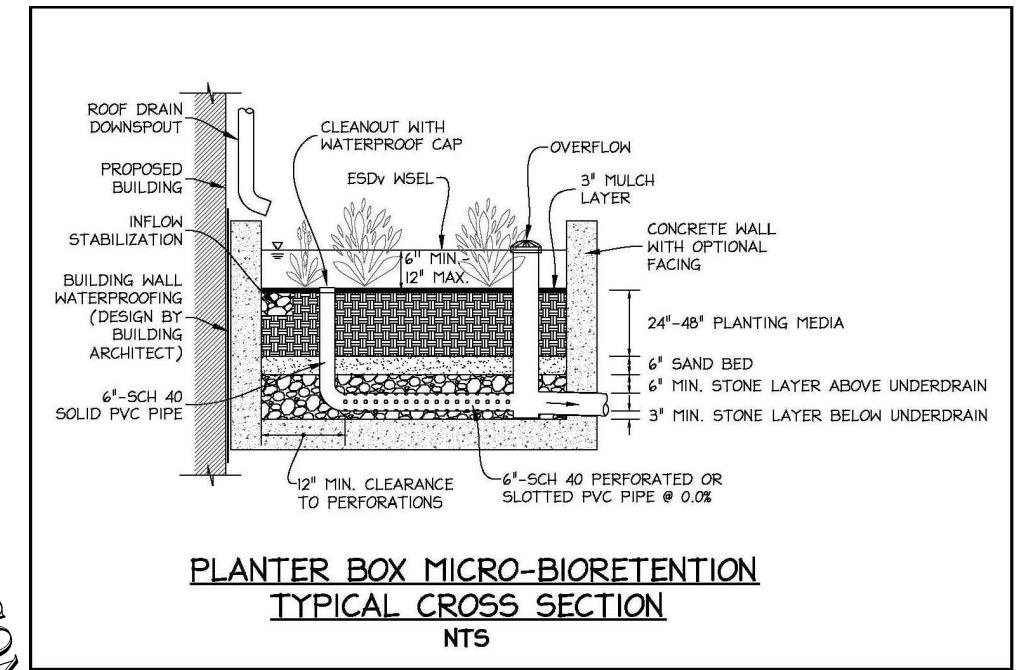
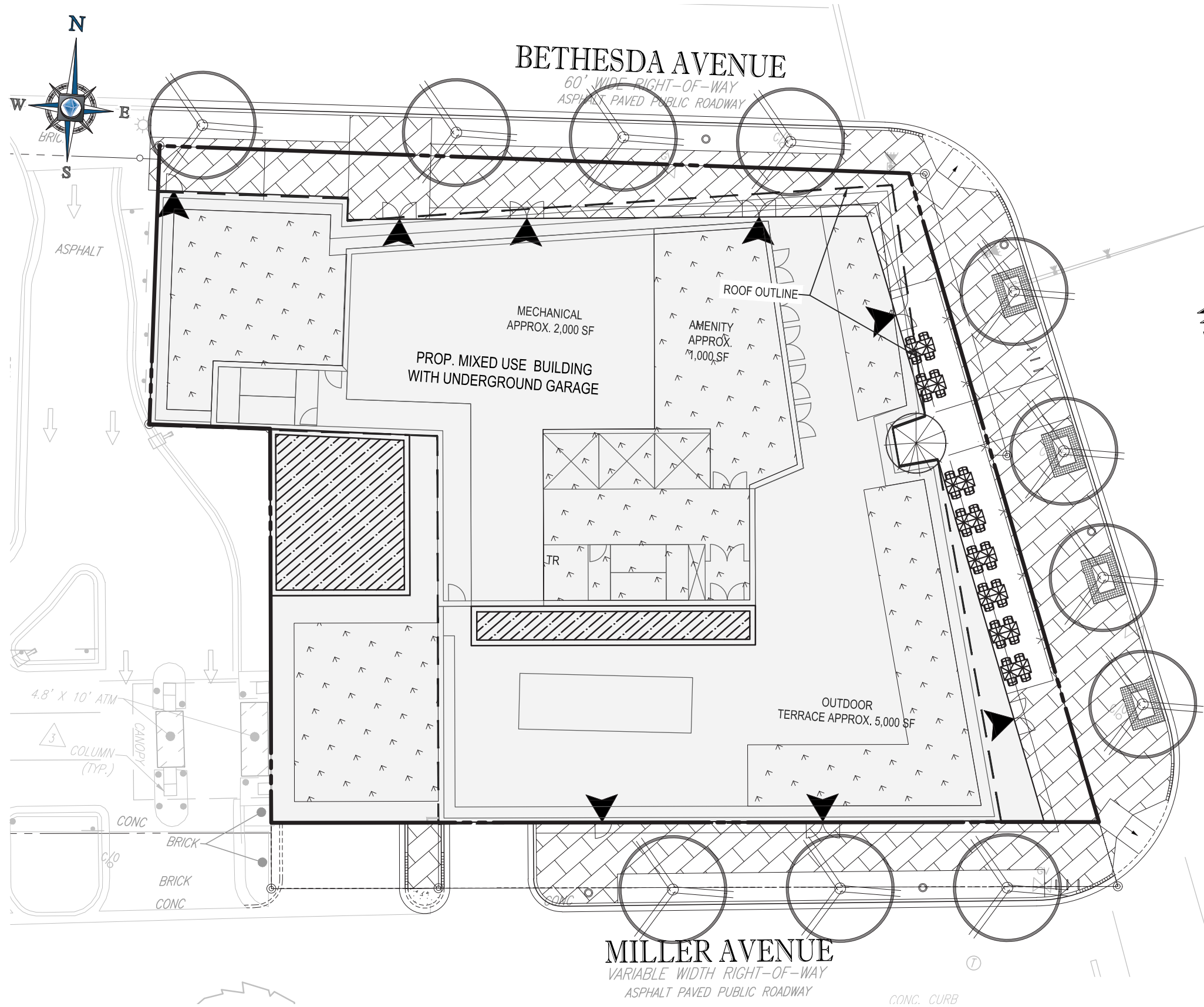
LEGEND

PEDESTRIAN CIRCULATION 

SECTOR PLAN RECOMMENDED SEPARATED BIKE LANE 

SCALE: 1"=100'-0"

STORMWATER MANAGEMENT



STORMWATER MANAGEMENT SUMMARY:

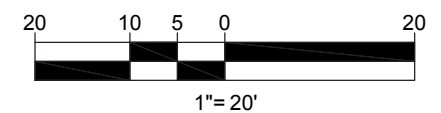
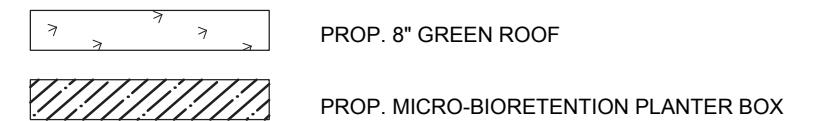
- LIMIT OF DISTURBANCE: 23,000 SF
- 8" GREEN ROOF BEING UTILIZED
- 4' FILTER MEDIA IN MICRO BIO-RETENTION PLANTER BOX
- LESS THAN 90% IMPERVIOUS COVERAGE IN PROPOSED CONDITIONS
- GREEN ROOF AND PLANTER BOX TO ACCOUNT FOR 35% OF LOT AREA

STORMWATER MANAGEMENT REQUIREMENTS:

TOTAL P_e REQUIRED: 1.80"
 3,000 CF OF TREATMENT WILL NEED TO BE PROVIDED

PROPOSED STORMWATER MANAGEMENT FACILITIES:

- 1) PROPOSED 8" GREEN ROOF: 5,000 SF
 TOTAL ESDv PROVIDED: 670 CF
- 2) PROPOSED MICRO-BIORETENTION PLANTER BOX: 850 SF
 TOTAL ESDv PROVIDED: 2,380 CF



SCALE: 1"=20'-0"

NORTHEAST AERIAL



NORTHEAST PERSPECTIVE



09 May 2018 | Concept Plan Submission
7126 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.

SOUTHEAST PERSPECTIVE



09 May 2018 | Concept Plan Submission
7126 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.

WISCONSIN AVENUE PROPERTIES LLC

LandDesign

BOHLER
ENGINEERING

LINOWES
AND BLOCHER LLP
ATTORNEYS AT LAW

fxcollaborative

BETHESDA AVE. PERSPECTIVE



PERSPECTIVE AT WISCONSIN AND BETHESDA AVENUE



09 May 2018 | Concept Plan Submission
7126 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.

WISCONSIN AVENUE PROPERTIES LLC

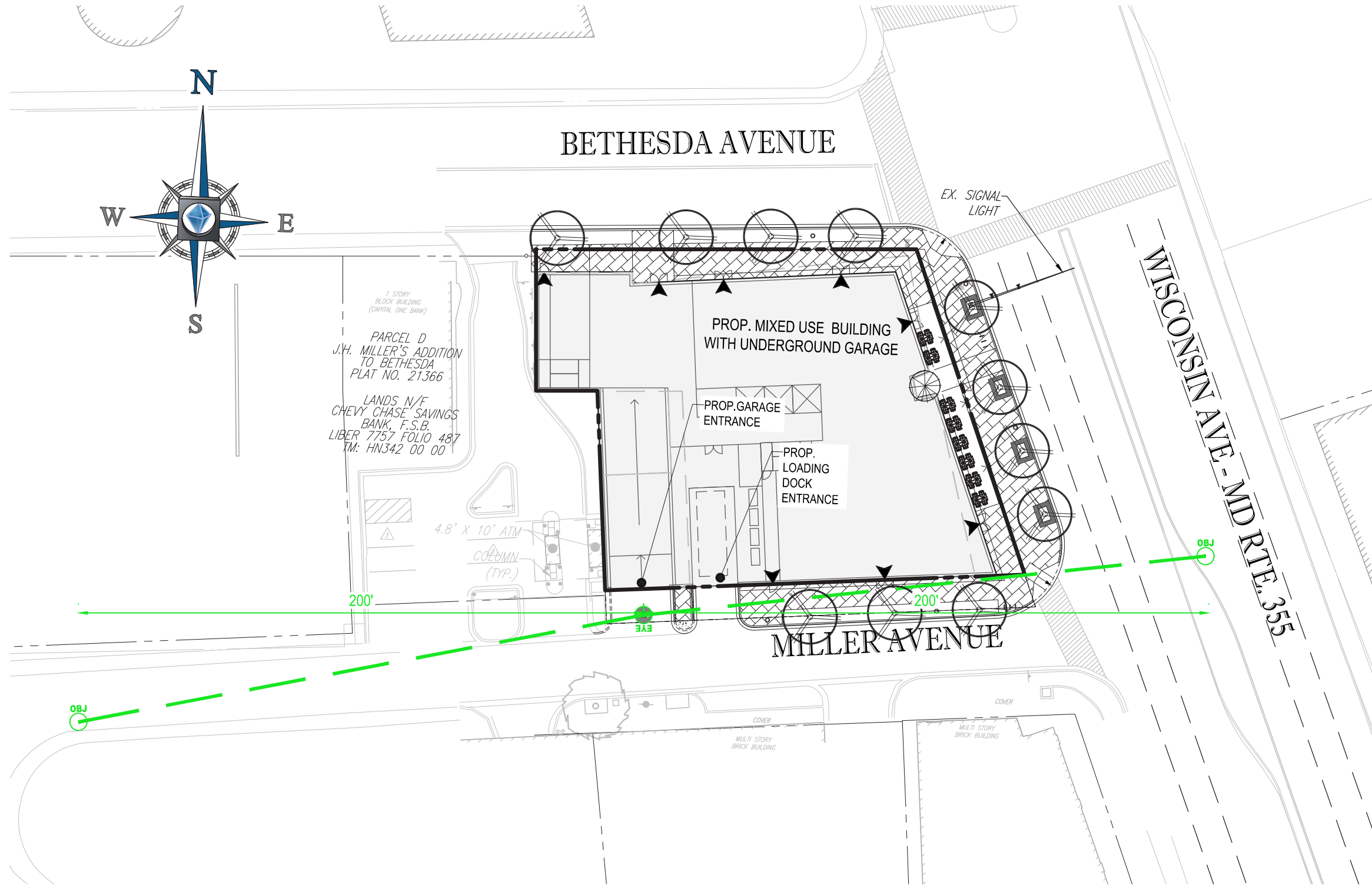
LandDesign

BOHLER
ENGINEERING

LINOWES
AND BLOCHER LLP
ATTORNEYS AT LAW

fxcollaborative

SIGHT DISTANCE EVALUATION



MONTGOMERY COUNTY, MARYLAND
 DEPARTMENT OF PUBLIC WORKS AND TRANSPORTATION
 DEPARTMENT OF PERMITTING SERVICES

SIGHT DISTANCE EVALUATION

Facility/Subdivision Name: J.H. MILLER'S ADDITION TO BETHESDA Preliminary Plan Number: 1-

Street Name: MILLER AVENUE Master Plan Road Classification: BUSINESS

Posted Speed Limit: NO POSTED SPEED LIMIT mph

Street/Driveway #1 (MILLER AVENUE) Street/Driveway #2 (_____)

Sight Distance (feet)	OK?	Sight Distance (feet)	OK?
Right <u>200'</u>	YES	Right _____	_____
Left <u>200'</u>	YES	Left _____	_____

Comments: CLEAR SIGHT DISTANCE TO THE WEST SIDE OF MILLER AVE. & INTERSECTION OF WISCONSIN AVE. / MILLER AVE.

GUIDELINES

Classification or Posted Speed (use higher value)	Required Sight Distance in Each Direction*	Sight distance is measured from an eye height of 3.5' at a point on the centerline of the driveway (or side street) 6' back from the face of curb or edge of traveled way of the intersecting roadway where a point 2.75' above the road surface is visible. (See attached drawing)
Tertiary - 25 mph	150'	
Secondary - 30	200'	
Business - 30	200'	
Primary - 35	250'	
Arterial - 40 (45)	325'	
Major - 50 (55)	400'	
	475'	
	550'	

*Source: AASHTO

ENGINEER/ SURVEYOR CERTIFICATE

I hereby certify that this information is accurate and was collected in accordance with these guidelines.

Signature _____ Date _____

PLS/P.E. MD Reg. No. _____

Montgomery County Review:

Approved

Disapproved:

By: _____

Date: _____

Form Reformatted March, 2009

SCALE: 1"=40'-0"