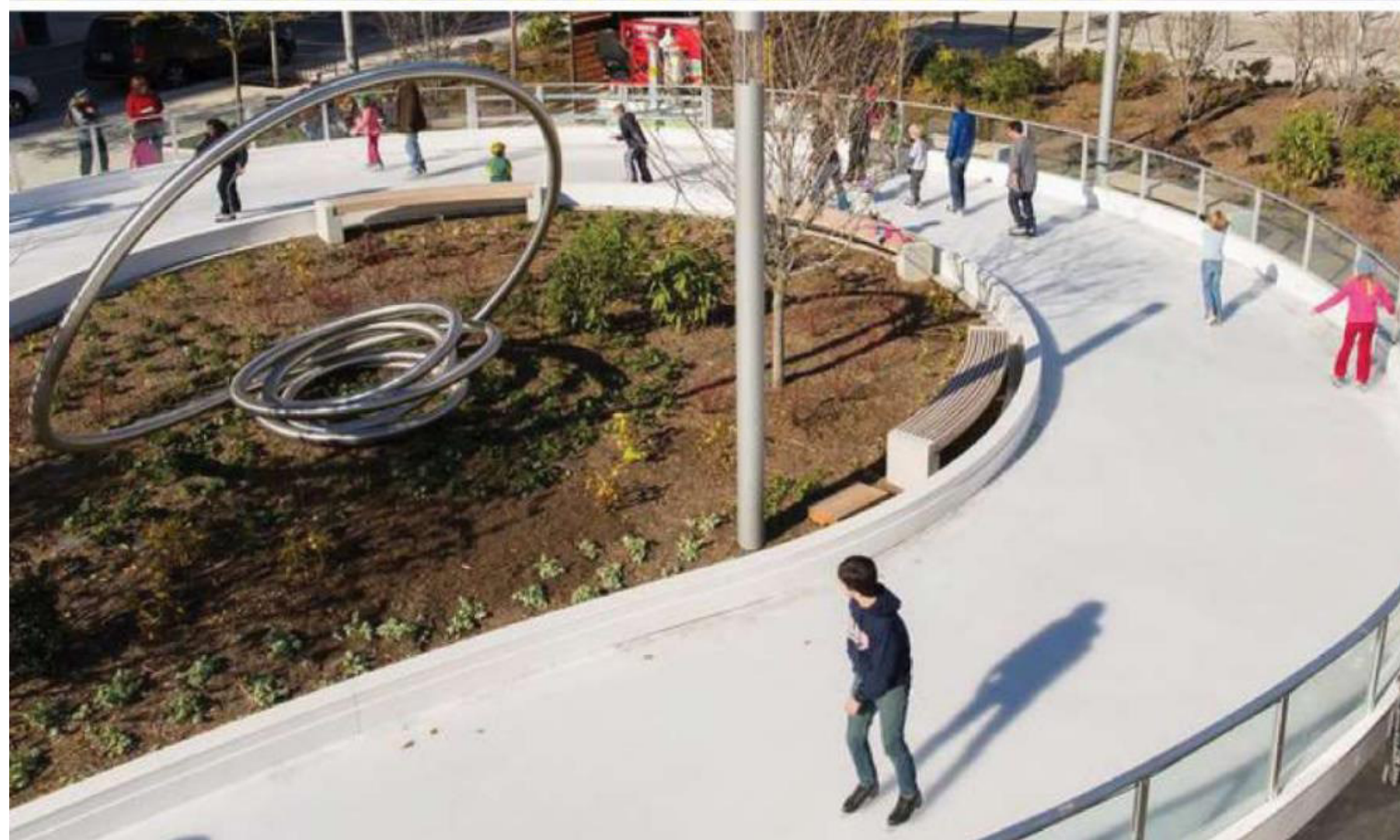




ACTIVE



ACTIVE – SCALE COMPARISON



CAROLINE FREELAND PARK BETHESDA, MD



PARK FUNCTIONS: CONTEMPLATIVE

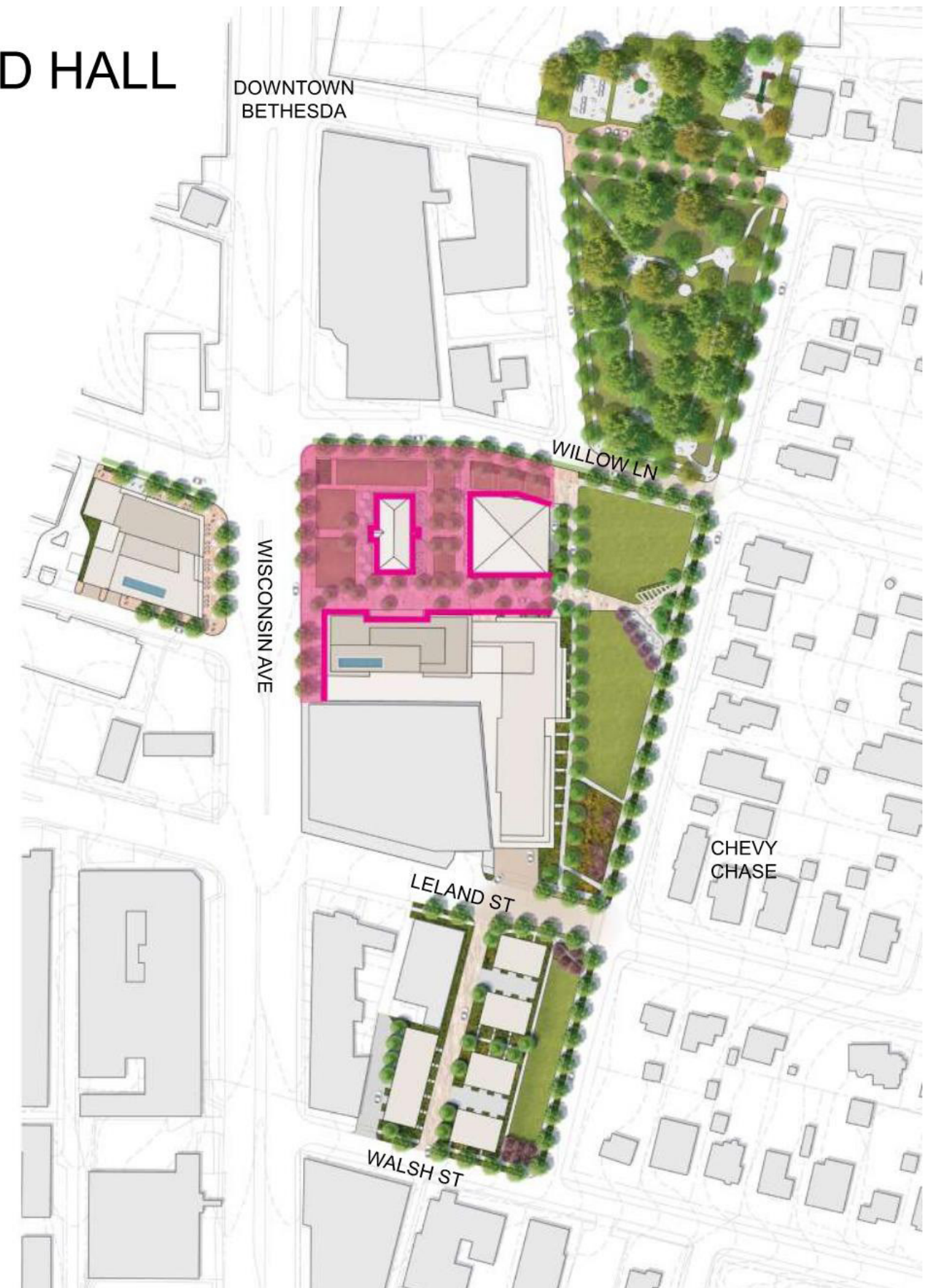




CREATING A RETAIL DESTINATION / FOOD HALL

-  Retail Frontage
-  Retail Nodes

- A new central gathering place for Bethesda larger than the Rockville Town Square
- Preservation of the legacy of the FWM with artisanal and food uses
- Create a 21st century Food Hall
- An activated public plaza with outdoor dining and significant programming options (water features, lawn games, festivals, farm markets, etc.)



CREATING A FOOD HALL / RETAIL DESTINATION

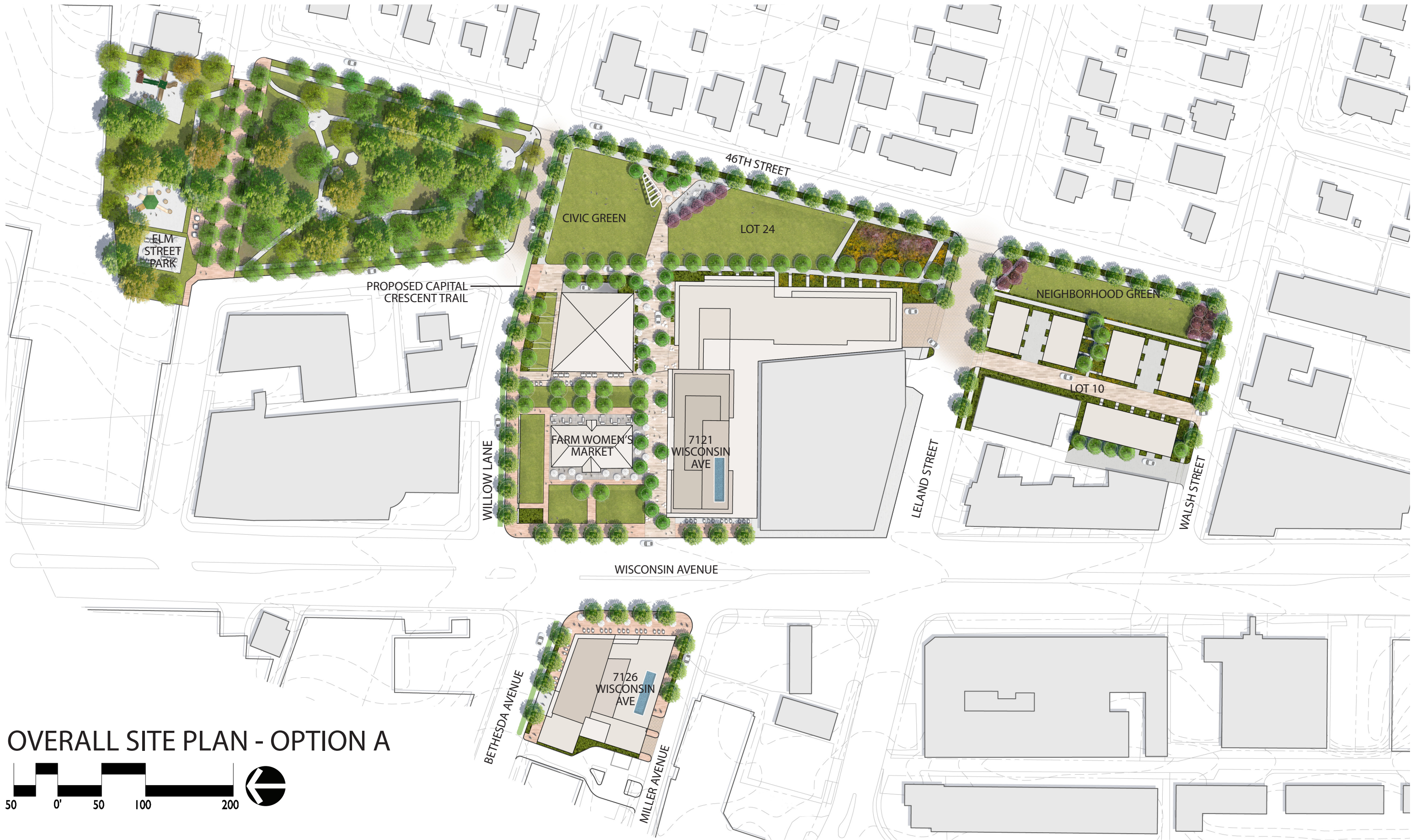


SKETCH PLAN SUMMARY

- 2.67 acres of new park, creating a coordinated and well programmed 4.77 acre park in the heart of Bethesda
- An activated retail destination that preserves the FWM building and the legacy of the FWM with a 21st century Food Hall
- Undergrounding of 300 county parking spaces
- A transition in scale from Wisconsin Avenue with a building fronts the park and masking the rear of the Ford Building
- Consolidated parking and loading entrances on Leland, away from the FWM
- A vision that can be delivered in 5 years, independent of County financing, the 6-year CIP, or budgetary pressure
- Link activation and retail from Bethesda Avenue to FWM

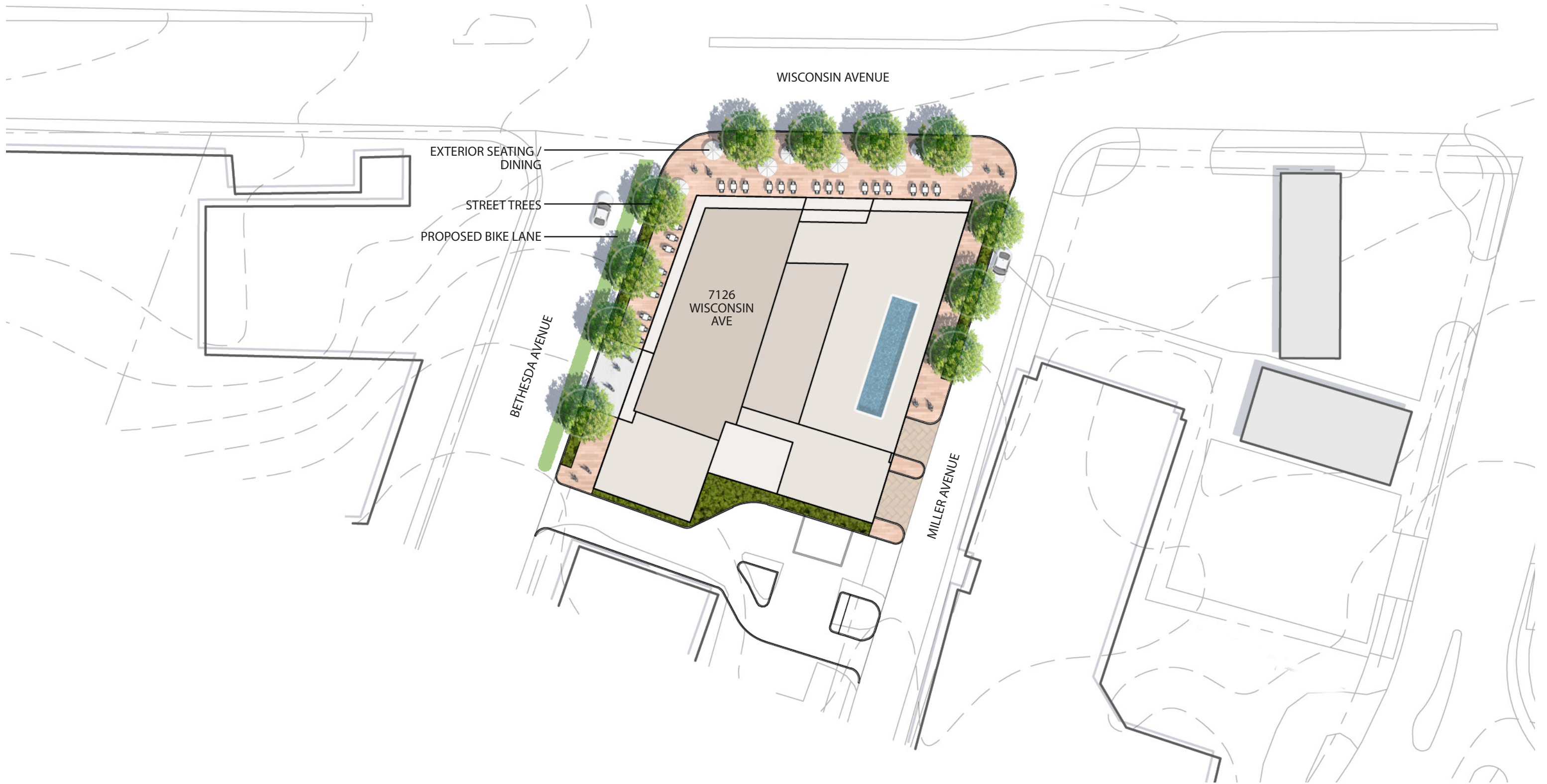


APPENDIX



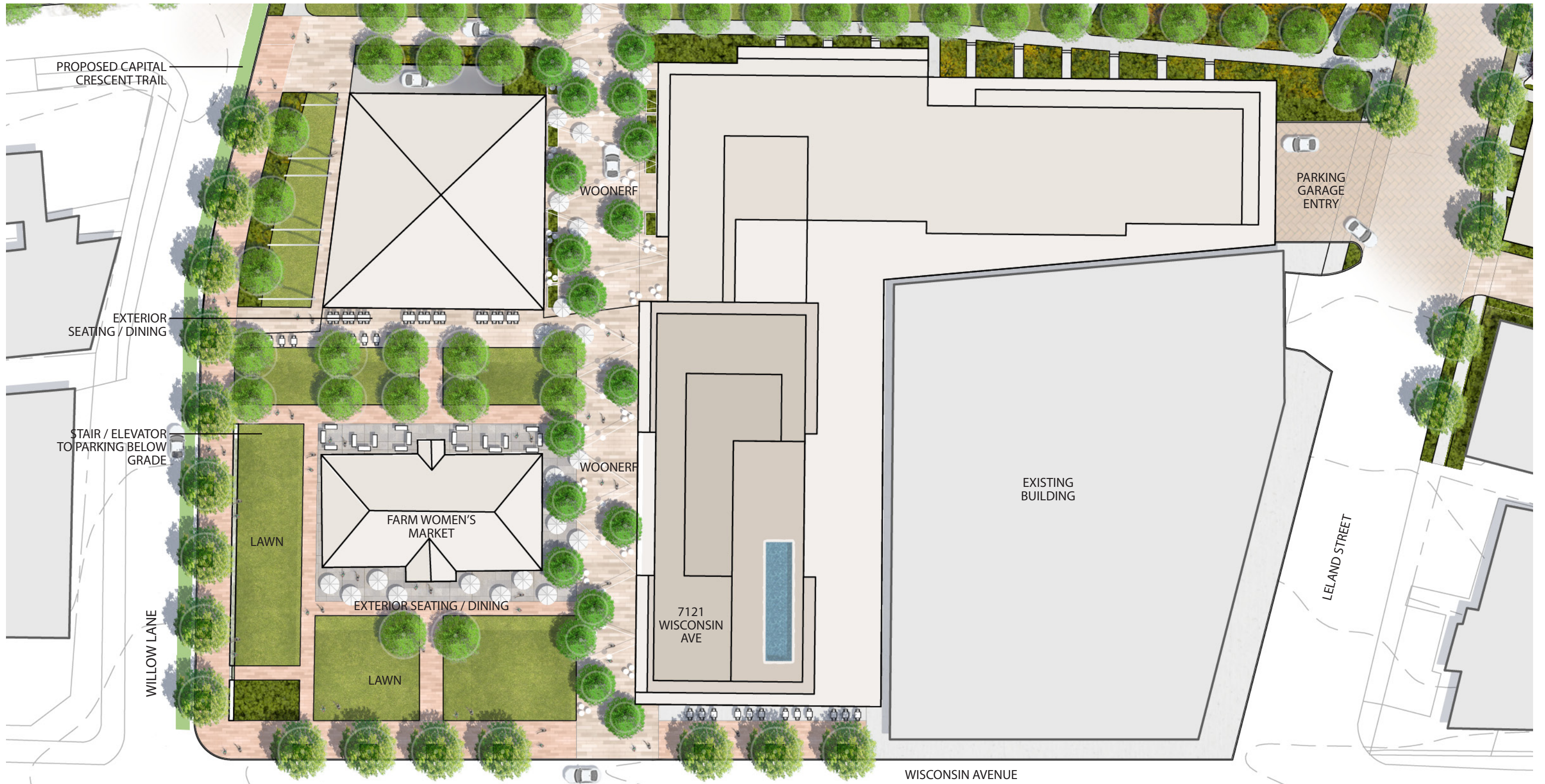
OVERALL SITE PLAN - OPTION A





7126 WISCONSIN AVENUE SITE PLAN



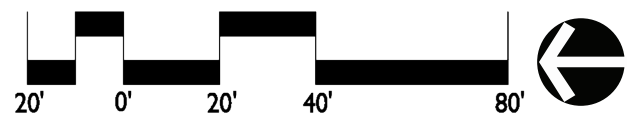


7121 WISCONSIN AVENUE SITE PLAN - OPTION A





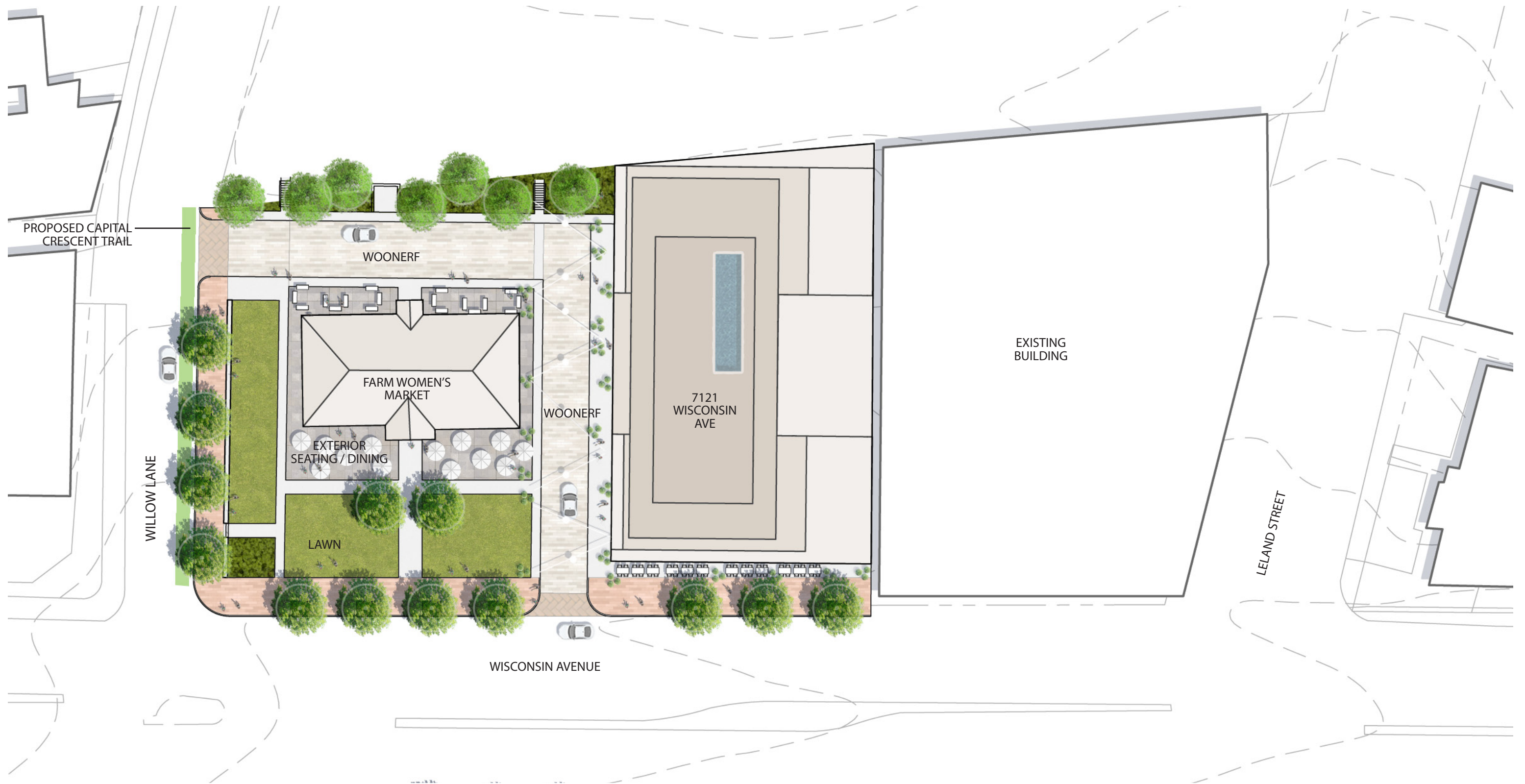
LOT 24 SITE PLAN - OPTION A



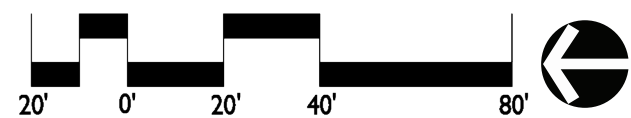


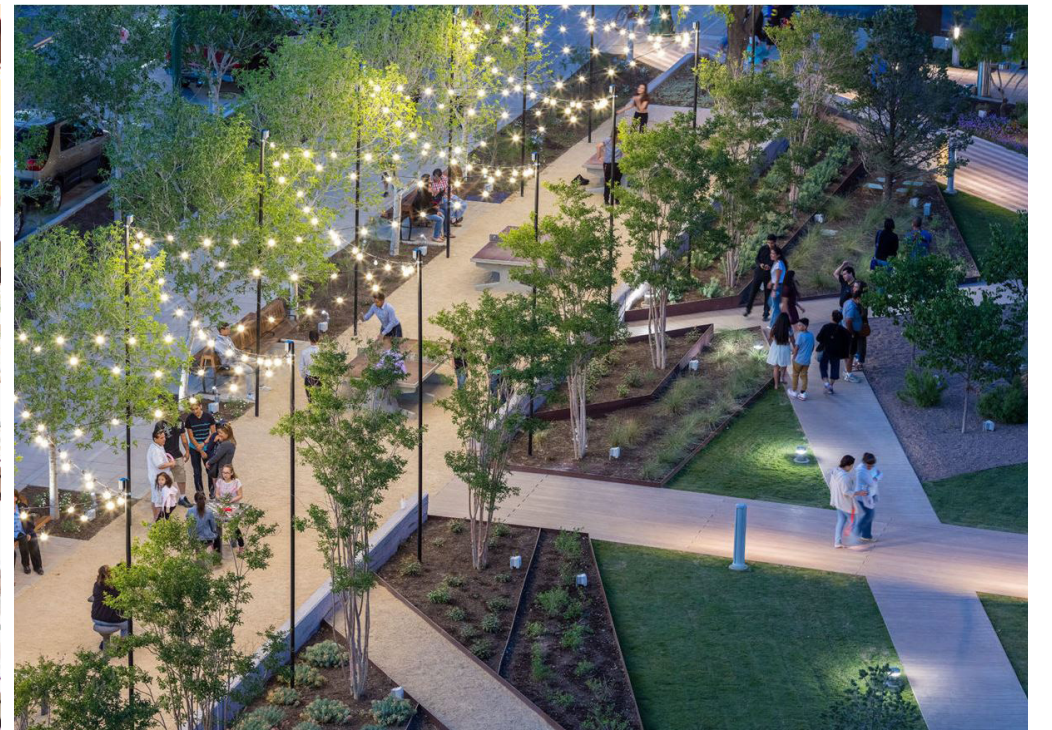
LOT 10 SITE PLAN - OPTION A





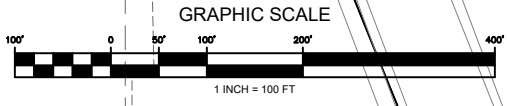
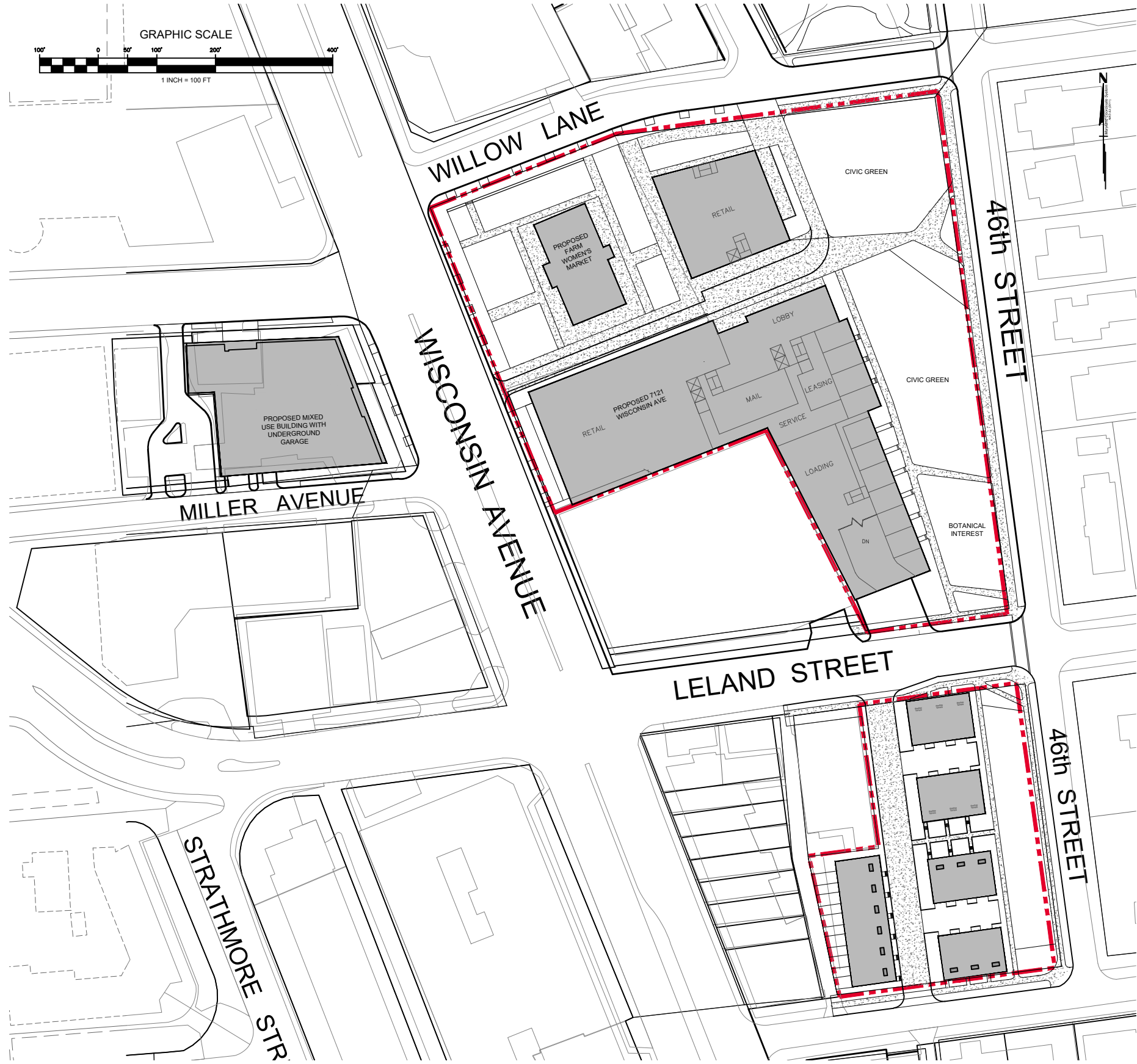
7121 WISCONSIN AVENUE SITE PLAN - OPTION B





PRECEDENT IMAGES

SKETCH PLAN - Option A - East Side



- LEGEND**
- PROPERTY BOUNDARY
 - PROPOSED BUILDING
 - PROPOSED PAVEMENT EDGE
 - PROPOSED PAVEMENT
 - PROPOSED RETAINING WALL

- NOTES:**
- All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
 - The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
 - The final building uses and programming shall be determined at Site Plan application.
 - The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.

- SKETCH PLAN ELEMENTS:**
- The proposed development is limited to a combined 275,368 gross square feet of commercial and residential development including associated amenities.

Data Table - Option A - East Side
ZONES: CR-3.0, CRT-0.5

Project Property Area	Square Feet	Acres
Gross Tract Area	243,494	5.59
Previous Dedication		
Total Net Area of Sketch Plan	179,727	4.13

Gross Tract Area By Zone		
③ CR-3.0	C-3.0, R-2.75, H-35	46,832
④ CR-3.0	C-3.0, R-2.75, H-175	27,506
⑤ CRT-0.5	C-0.25, R-0.5, H-70	155,734
⑥ CR-3.0	C-2.0, R-2.75, H-90	13,422
TOTAL	243,494	5.59

Density Total	Permitted (SF)	Proposed (SF)
Non-Residential		35,000
Residential		370,000
Other	n/a	
Total Density Not to Exceed		405,000

Height by Zone	Permitted (ft)	Proposed (ft)
③ CR-3.0	35	35
④ CR-3.0	175	175
⑤ CRT-0.5	70	70
⑥ CR-3.0	90	90

Public Open Space & Common Open Space	Required (SF)	Proposed (SF)
10%	17,973	14%
		24,282

Parking Spaces	Min	Max
Non-Residential	TBD AT SITE PLAN	
Residential	TBD AT SITE PLAN	
Total	TBD AT SITE PLAN	

Data Table - Overall Option A
ZONES: CR-3.0, CRT-0.5

Project Property Area	Square Feet	Acres
Gross Tract Area	275,368	6.32
Previous Dedication		
Total Net Area of Sketch Plan	196,346	4.51

Gross Tract Area By Zone		
① CR-3.0	C-3.0, R-2.75, H-225	29,414
② CR-3.0	C-3.0, R-2.75, H-200	2,460
③ CR-3.0	C-3.0, R-2.75, H-35	46,832
④ CR-3.0	C-3.0, R-2.75, H-175	27,506
⑤ CRT-0.5	C-0.25, R-0.5, H-70	155,734
⑥ CR-3.0	C-2.0, R-2.75, H-90	13,422
TOTAL	275,368	6.32

Density Total	Permitted (SF)	Proposed (SF)
Non-Residential		42,500
Residential		650,000
Other	n/a	
Total Density Not to Exceed		692,500

Height by Zone	Permitted (ft)	Proposed (ft)
① CR-3.0	225	225
② CR-3.0	200	200
③ CR-3.0	35	35
④ CR-3.0	175	175
⑤ CRT-0.5	70	70
⑥ CR-3.0	90	90

Public Open Space & Common Open Space	Required	Proposed
10%	19,635	12%
		24,282

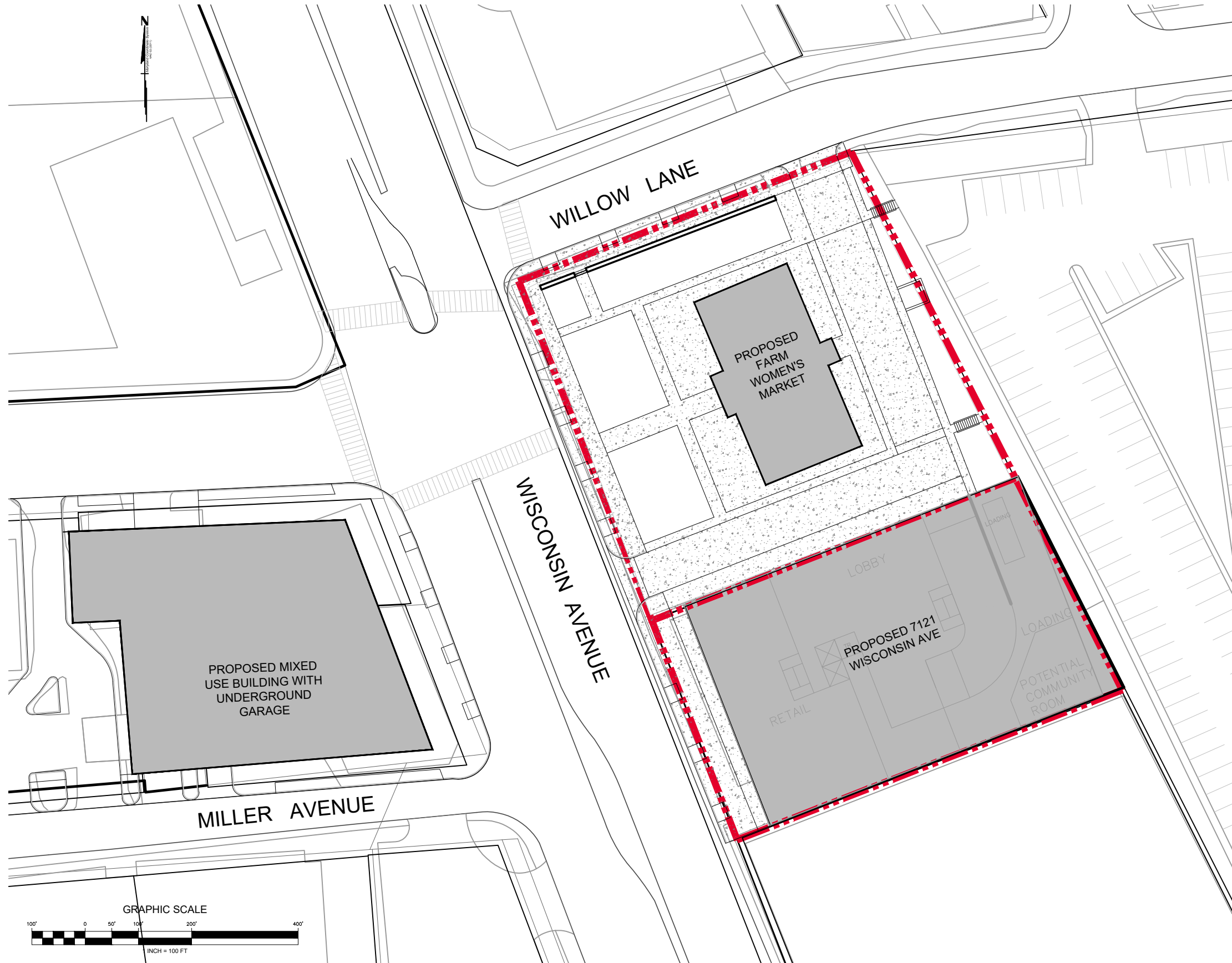
Parking Spaces	Min	Max
Non-Residential	TBD AT SITE PLAN	
Residential	TBD AT SITE PLAN	
Total	TBD AT SITE PLAN	

PUBLIC BENEFIT POINTS - EAST SIDE - OPTION A
ZONES: CR-3.0, CRT-0.5

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - Farm Womens Market Site*	70	35
4.7.3.A - Major Public Facilities	Major Public Facilities - Civic Green (Option A - East Side)**	40	40
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	10	10
4.7.3.E Quality Building and Site Design	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Terminations	30	1.5
4.7.3.F. Protection and Enhancement of the Natural Environment	Energy Conservation and Generation	15	15
4.7.3.F. Protection and Enhancement of the Natural Environment	Vegetated Roof	15	15
Total Points			147

*Half of Farm Womens Market Site's (70) total Public Benefit points
 **(40) Total points in CRT Zone for proposed Civic Green

SKETCH PLAN - Option B - East Side



LEGEND

- PROPERTY BOUNDARY
- PROPOSED BUILDING
- PROPOSED PAVEMENT EDGE
- PROPOSED PAVEMENT
- PROPOSED RETAINING WALL

NOTES:

1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
2. The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR Zone.

SKETCH PLAN ELEMENTS:

1. The proposed development is limited to a combined 74,338 gross square feet of commercial and residential development including associated amenities.

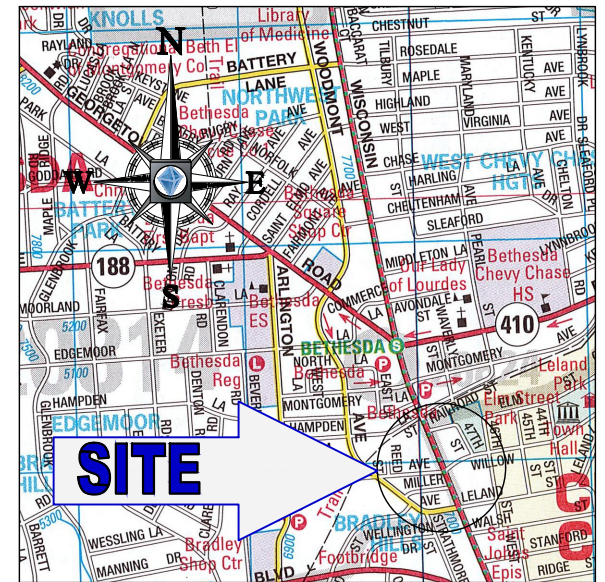
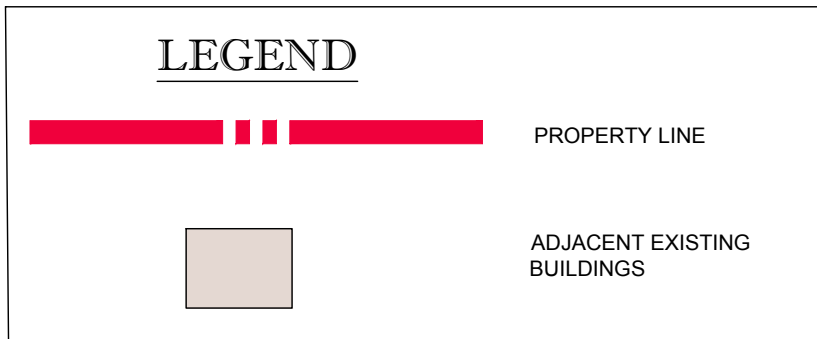
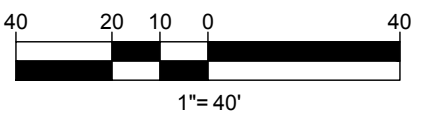
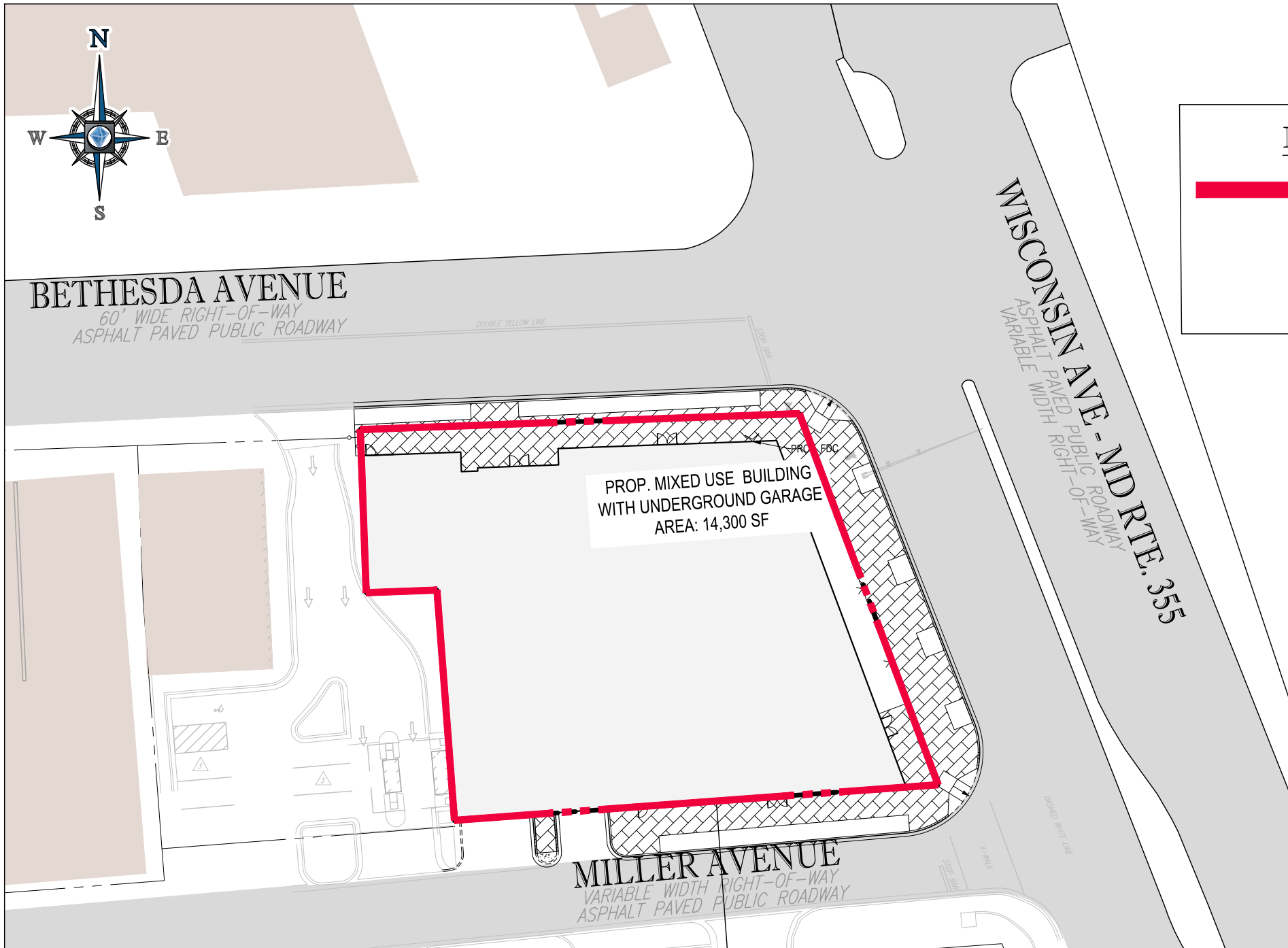
Data Table - Option B - East Side			
ZONES: CR-3.0			
Project Property Area	Square Feet	Acres	
Gross Tract Area	74,338	1.71	
Previous Dedication			
Total Net Area of Sketch Plan	50,853	1.17	
Gross Tract Area By Zone			
③ CR-3.0 C-3.0, R-2.75, H-35	46,832	1.08	
④ CR-3.0 C-3.0, R-2.75, H-175	27,506	0.63	
TOTAL	74,338	1.71	
Density Total			
Non-Residential	Permitted (SF)	Proposed (SF)	
Residential		9,200	
Other	n/a	240,000	
Total Density Not to Exceed	249,200		
Height by Zone			
③ CR-3.0	Permitted (ft)	Proposed (ft)	
	35	35	
④ CR-3.0	175	175	
Public Open Space			
	Required (SF)	Proposed (SF)	
10%	5,085	34% 17,156	
Parking Spaces			
Non-Residential	Min	Max	
Residential	TBD AT SITE PLAN	TBD AT SITE PLAN	
Total	TBD AT SITE PLAN	TBD AT SITE PLAN	

Data Table - Overall Option B			
ZONES: CR-3.0			
Project Property Area	Square Feet	Acres	
Gross Tract Area	106,212	2.44	
Previous Dedication			
Total Net Area of Sketch Plan	67,472	1.55	
Gross Tract Area By Zone			
① CR-3.0 C-3.0, R-2.75, H-225	29,414	0.68	
② CR-3.0 C-3.0, R-2.75, H-200	2,460	0.06	
③ CR-3.0 C-3.0, R-2.75, H-35	46,832	1.08	
④ CR-3.0 C-3.0, R-2.75, H-175	27,506	0.63	
TOTAL	106,212	2.44	
Density Total			
Non-Residential	Permitted (SF)	Proposed (SF)	
Residential		16,700	
Other	n/a	520,000	
Total Density Not to Exceed	536,700		
Height by Zone			
① CR-3.0	Permitted (ft)	Proposed (ft)	
	225	225	
② CR-3.0	200	200	
③ CR-3.0	35	35	
④ CR-3.0	175	175	
Public Open Space			
	Required	Proposed	
10%	6,747	25% 17,156	
Parking Spaces			
Non-Residential	Min	Max	
Residential	TBD AT SITE PLAN	TBD AT SITE PLAN	
Total	TBD AT SITE PLAN	TBD AT SITE PLAN	

PUBLIC BENEFIT POINTS - EAST SIDE - OPTION B ZONE: CR-3.0

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - Farm Womens Market Site*	70	35
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	10	10
4.7.3.E Quality Building and Site Design	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Terminations	30	1.5
4.7.3.F. Protection and Enhancement of the Natural Environment	Energy Conservation and Generation	15	15
4.7.3.F. Protection and Enhancement of the Natural Environment	Vegetated Roof	15	15
Total Points			107

*Half of Farm Womens Market Site's (70) total Public Benefit points



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DELORME STREET ATLAS 2004 PLUS USA
SCALE: 1"=2000'

PUBLIC BENEFIT POINTS - WEST SIDE

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - Farm Womens Market Site*	70	35
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	10	10
4.7.3.E Quality Building and Site Design	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Terminations	30	1.5
4.7.3.F. Protection and Enhancement of the Natural Environment	Energy Conservation and Generation	15	15
4.7.3.F. Protection and Enhancement of the Natural Environment	Vegetated Roof	15	15
Total Points			107

*Half of Farm Womens Market Site's total Public Benefit points

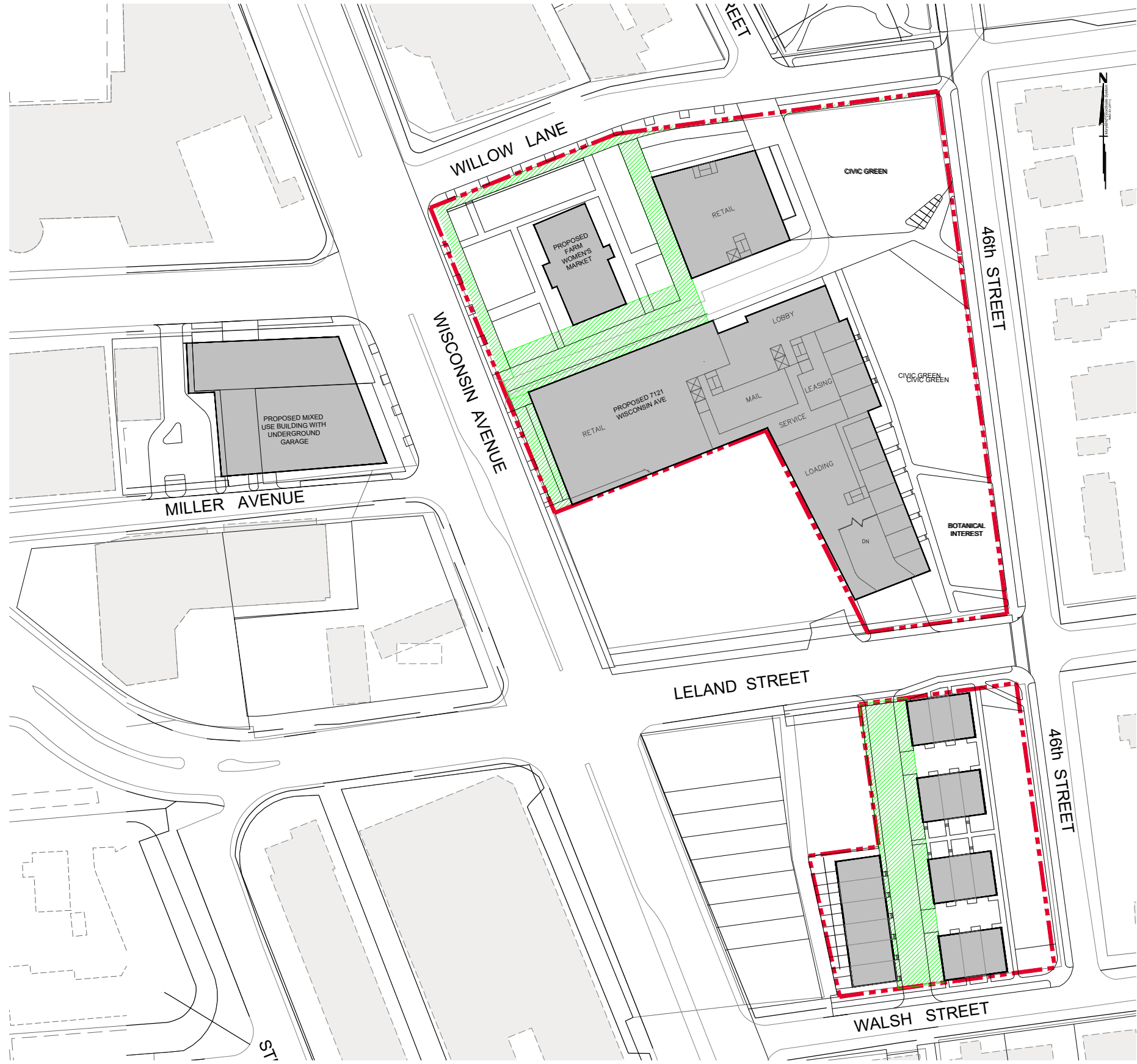
7126 WISCONSIN PROJECT DATA TABLE		
ZONE: CR-3.0, C-3.0, R-2.75, H-225; CR-3.0, C-3.0, R-2.75, H-200 (4705 MILLER AVENUE)		
	PERMITTED/REQUIRED PER ZONING ORDINANCE OPTIONAL METHOD SECTION 59.4.5.4	PROPOSED
A. TRACT AREA	-	31,874 SF / 0.73 AC.
PRIOR DEDICATIONS	-	13,348 SF / 0.31 AC.
PROPOSED DEDICATIONS	-	1,907 SF / 0.044 AC.
B. LOT AREA	-	16,619 SF / 0.38 AC.
C. PUBLIC OPEN SPACE	0%	10% ****
D. MAXIMUM BUILDING HEIGHT	225 FEET	225 FEET*
E. FLOOR AREA RATIO (FAR) (FAR = GFA/ TRACT AREA)	N/A ***	OVERALL FAR: 9.02 TOTAL BUILDING GFA = 287,500 **
F. MODERATELY PRICED DWELLING UNITS	15%	15%
G. MIN. BUILDING SETBACKS	(TBD DURING SITE PLAN PROCESS)	0 FEET
H. PARKING	(TBD DURING SITE PLAN PROCESS)	TBD AT SITE PLAN

*MAXIMUM BUILDING HEIGHT ON THE 4705 MILLER AVENUE PORTION IS 200 FEET.
 ** FINAL DENSITY, HEIGHT, AND DEVELOPMENT STANDARDS WILL BE DETERMINED AT SITE PLAN
 *** APPLICANT WILL UTILIZE THE FAR AVERAGING AND BOZ DENSITY POOL PROVISIONS TO FILL UP THE HEIGHT AND BUILDING ENVELOPE PROPOSED.
 **** GIVEN THE SIZE OF THE PROPERTY (LESS THAN 1/2 ACRE) AND THAT IT FRONTS ON THREE RIGHTS-OF-WAY, 0% PUBLIC OPEN SPACE IS REQUIRED TO BE PROVIDED. HOWEVER, IN COMBINATION WITH THE EAST SIDE PROPERTIES AS PART OF THIS SKETCH PLAN APPLICATION, BASED ON THE SIZE OF THE COLLECTIVE ASSEMBLAGE, 10% PUBLIC OPEN SPACE IS REQUIRED TO BE PROVIDED ACROSS THE ASSEMBLAGE. FINAL OPEN SPACE TO BE PROVIDED ON THE WEST SIDE WILL BE DETERMINED AT THE TIME OF PRELIMINARY PLAN/SITE PLAN FOR THE WEST SIDE.





SKETCH PLAN
#320190030



PUBLIC OPEN SPACE & COMMON OPEN SPACE EXHIBIT - Option A - East Side

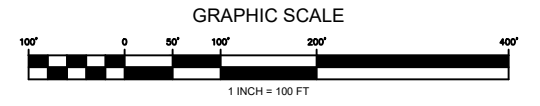


LEGEND

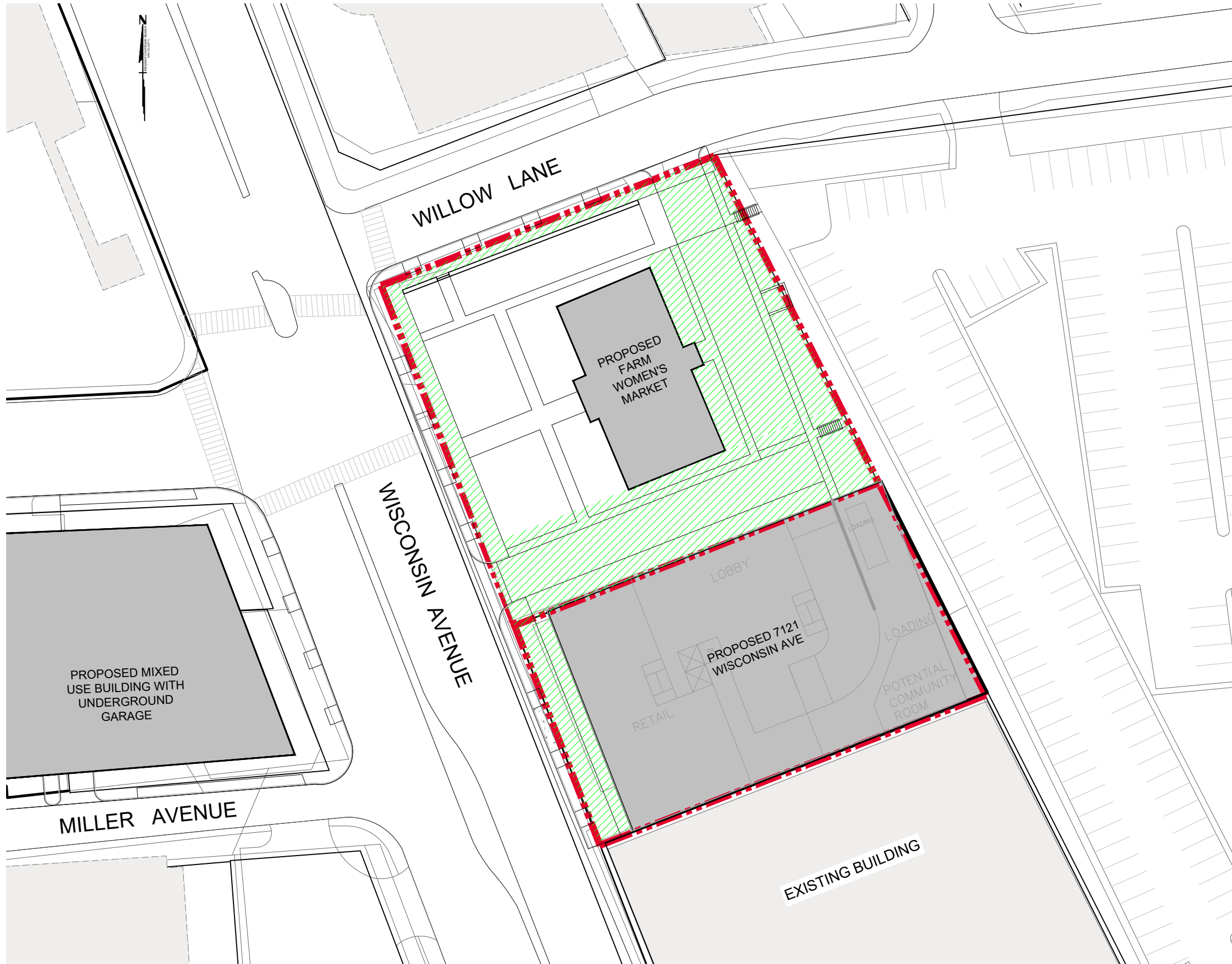
-  PROPERTY BOUNDARY
-  PROPOSED BUILDING
-  PUBLIC OPEN SPACE & COMMON OPEN SPACE - (AREA 24,282 SF) 14% OF NET TRACT AREA
-  EXISTING ADJACENT BUILDING

NOTES:

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3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.



PUBLIC OPEN SPACE - Option B - East Side

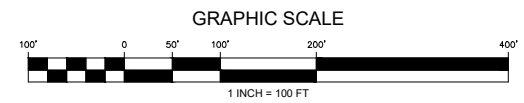


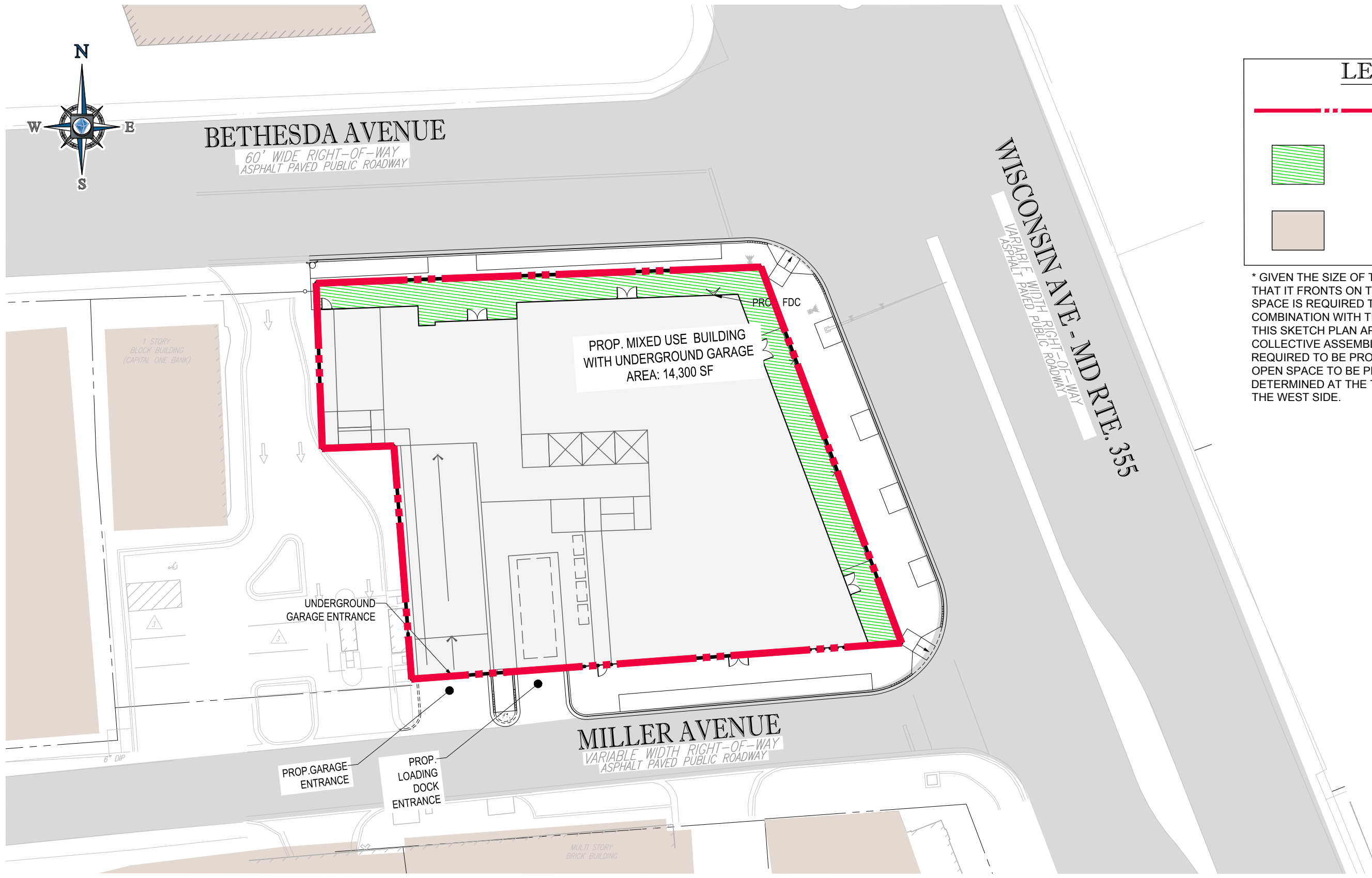
LEGEND

- - - - PROPERTY BOUNDARY
- PROPOSED BUILDING
- PUBLIC OPEN SPACE - (AREA 17,156 SF)
34% OF NET TRACT AREA
- EXISTING ADJACENT BUILDING

NOTES:

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3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.





LEGEND

	PROPERTY LINE
	PUBLIC OPEN SPACE 10% OF NET TRACT AREA*
	EX. ADJACENT BUILDINGS

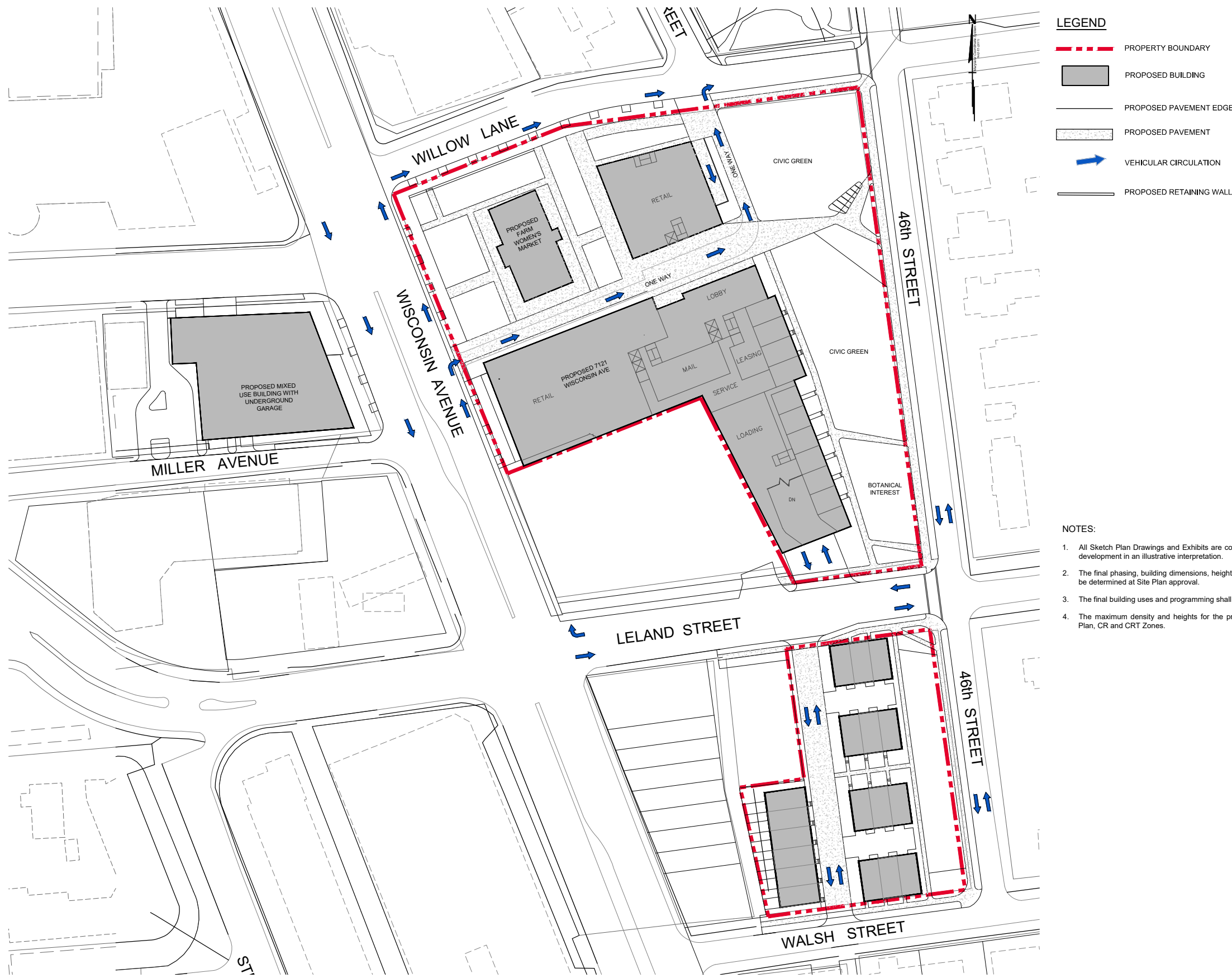
* GIVEN THE SIZE OF THE PROPERTY (LESS THAN 1/2 ACRE) AND THAT IT FRONTS ON THREE RIGHTS-OF-WAY, 0% PUBLIC OPEN SPACE IS REQUIRED TO BE PROVIDED. HOWEVER, IN COMBINATION WITH THE EAST SIDE PROPERTIES AS PART OF THIS SKETCH PLAN APPLICATION, BASED ON THE SIZE OF THE COLLECTIVE ASSEMBLAGE, 10% PUBLIC OPEN SPACE IS REQUIRED TO BE PROVIDED ACROSS THE ASSEMBLAGE. FINAL OPEN SPACE TO BE PROVIDED ON THE WEST SIDE WILL BE DETERMINED AT THE TIME OF PRELIMINARY PLAN/SITE PLAN FOR THE WEST SIDE.

THE SKETCH PLAN DRAWINGS ARE CONCEPTUAL ONLY AND REPRESENT THE MASSING, BUILDING FOOTPRINTS AND GENERAL CIRCULATION SYSTEMS PROPOSED FOR THE DEVELOPMENT IN AN ILLUSTRATIVE MANNER. FINAL DENSITY, HEIGHT, AND DEVELOPMENT STANDARDS WILL BE DETERMINED AT SITE PLAN.

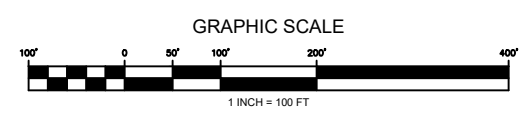
PUBLIC OPEN SPACE
EXHIBIT



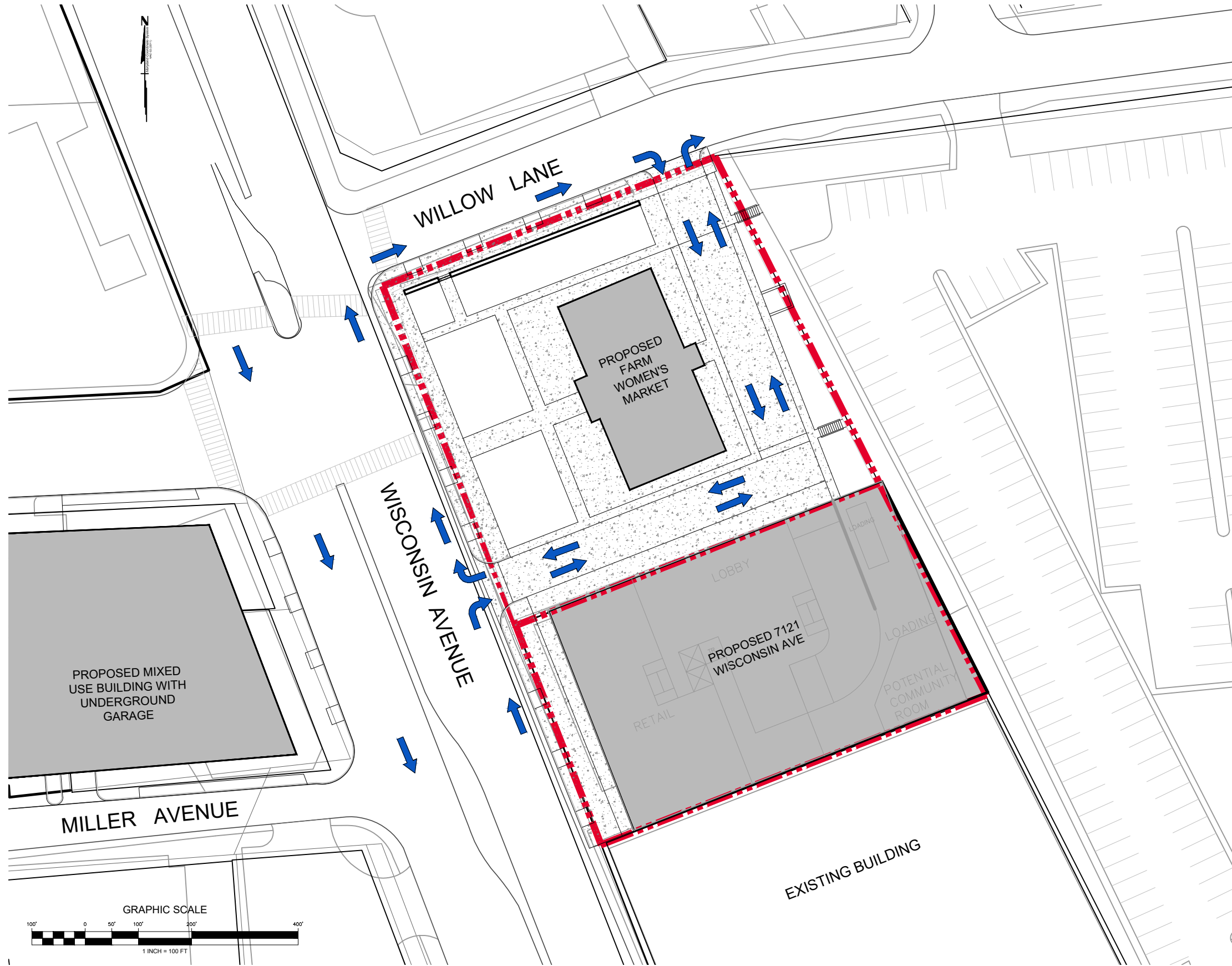
VEHICULAR CIRCULATION - Option A - East Side



- NOTES:**
- All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
 - The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
 - The final building uses and programming shall be determined at Site Plan application.
 - The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.



VEHICULAR CIRCULATION - Option B - East Side

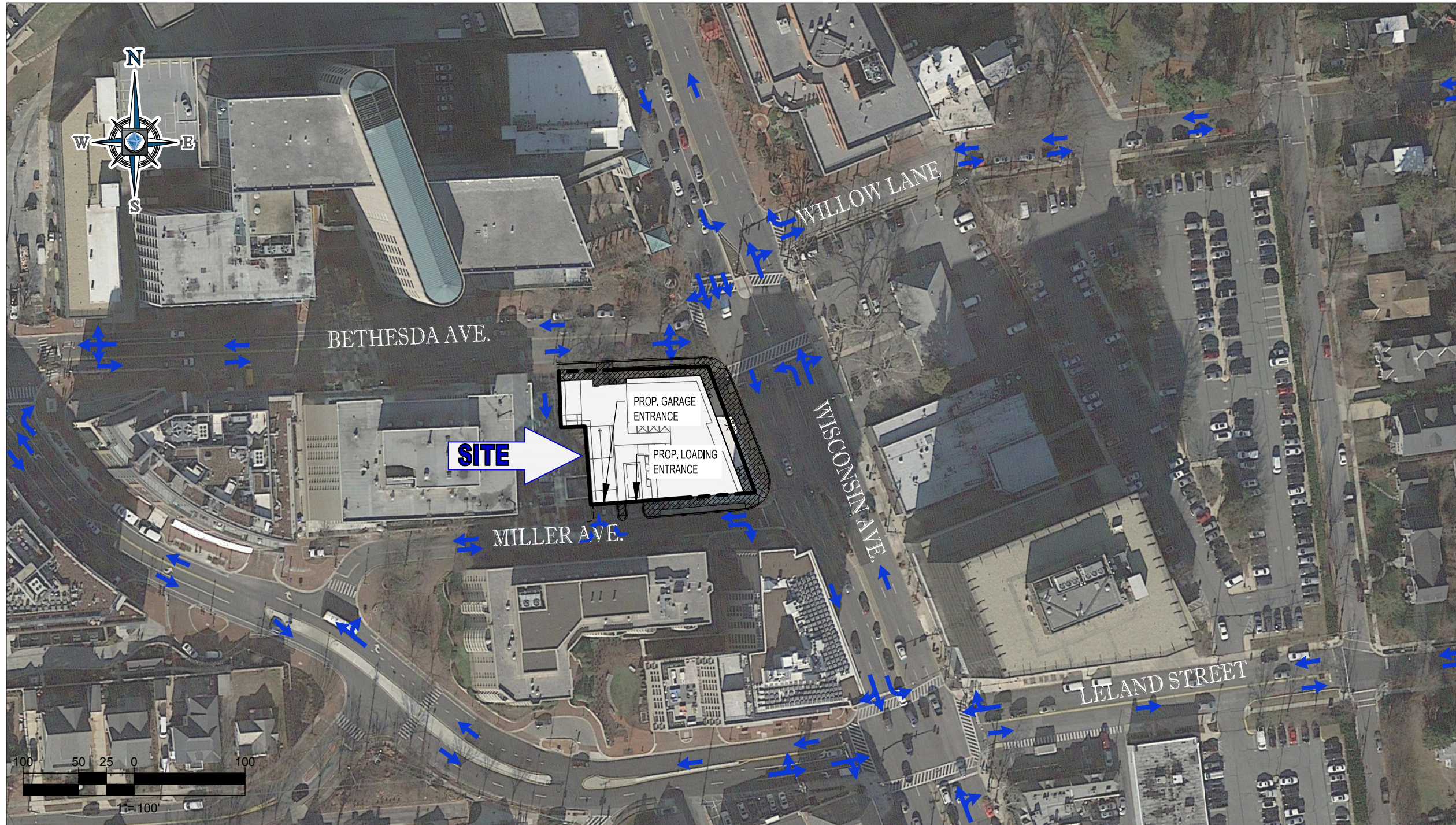


LEGEND

- - - PROPERTY BOUNDARY
- PROPOSED BUILDING
- PROPOSED PAVEMENT EDGE
- PROPOSED PAVEMENT
- ➔ VEHICULAR CIRCULATION
- PROPOSED RETAINING WALL

NOTES:

1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
2. The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.



LEGEND

VEHICULAR CIRCULATION

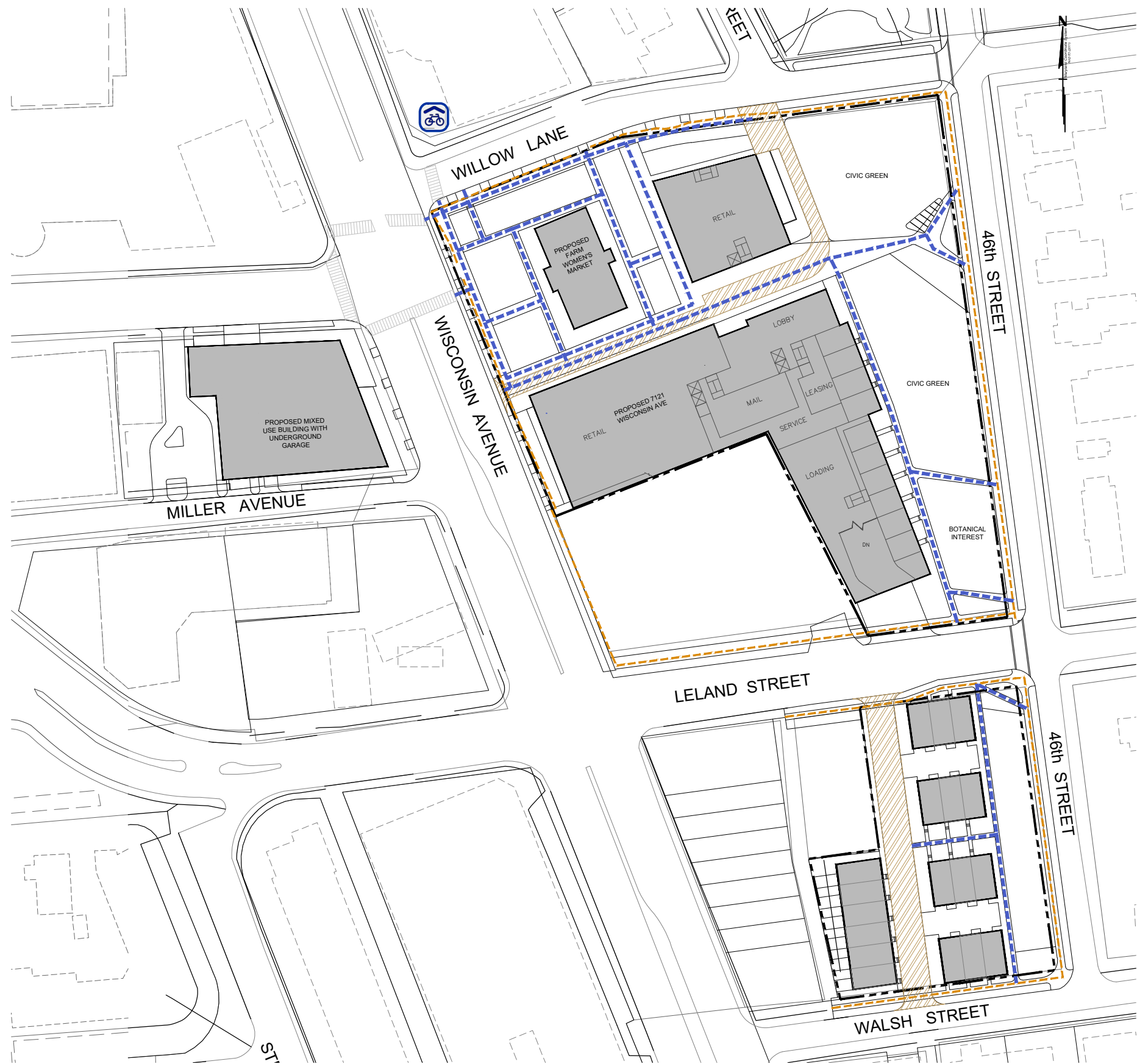


CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN, FOLLOWED BY PRELIMINARY/SITE PLAN.








AREA VEHICULAR CIRCULATION



PEDESTRIAN-BIKE CIRCULATION EXHIBIT - Option A - East Side

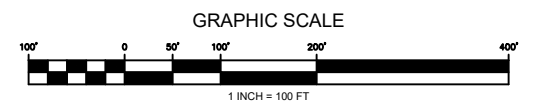


LEGEND

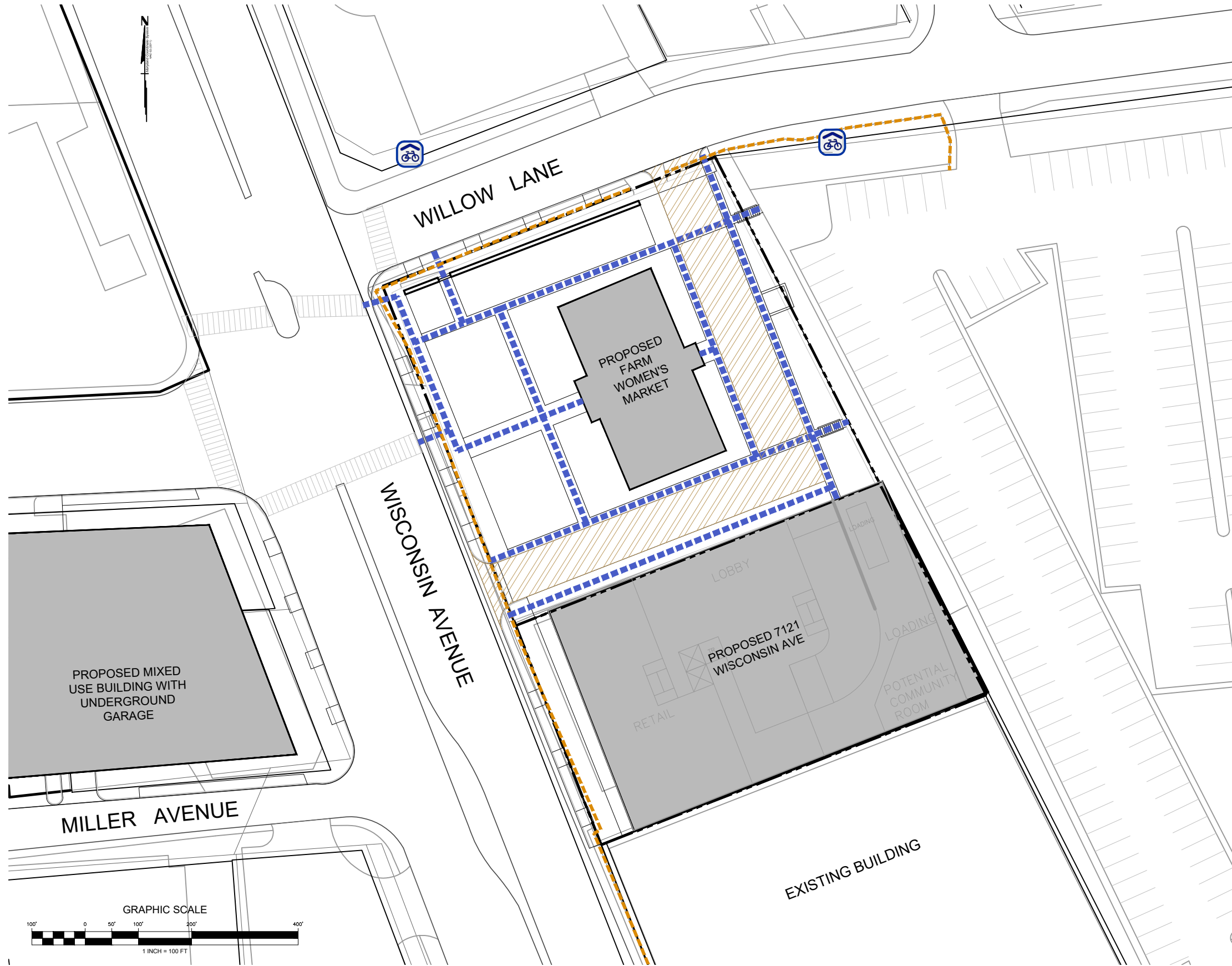
-  PROPERTY BOUNDARY
-  PROPOSED BUILDING
-  PROPOSED PAVEMENT EDGE
-  PROPOSED WOONERF (FOR PEDESTRIAN AND VEHICULAR USE)
-  PROPOSED SIDEWALK/AMENITY PATH
-  EXISTING SIDEWALK
-  BICYCLE PARKING

NOTES:








1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
2. The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.



PEDESTRIAN-BIKE CIRCULATION EXHIBIT - Option B - East Side

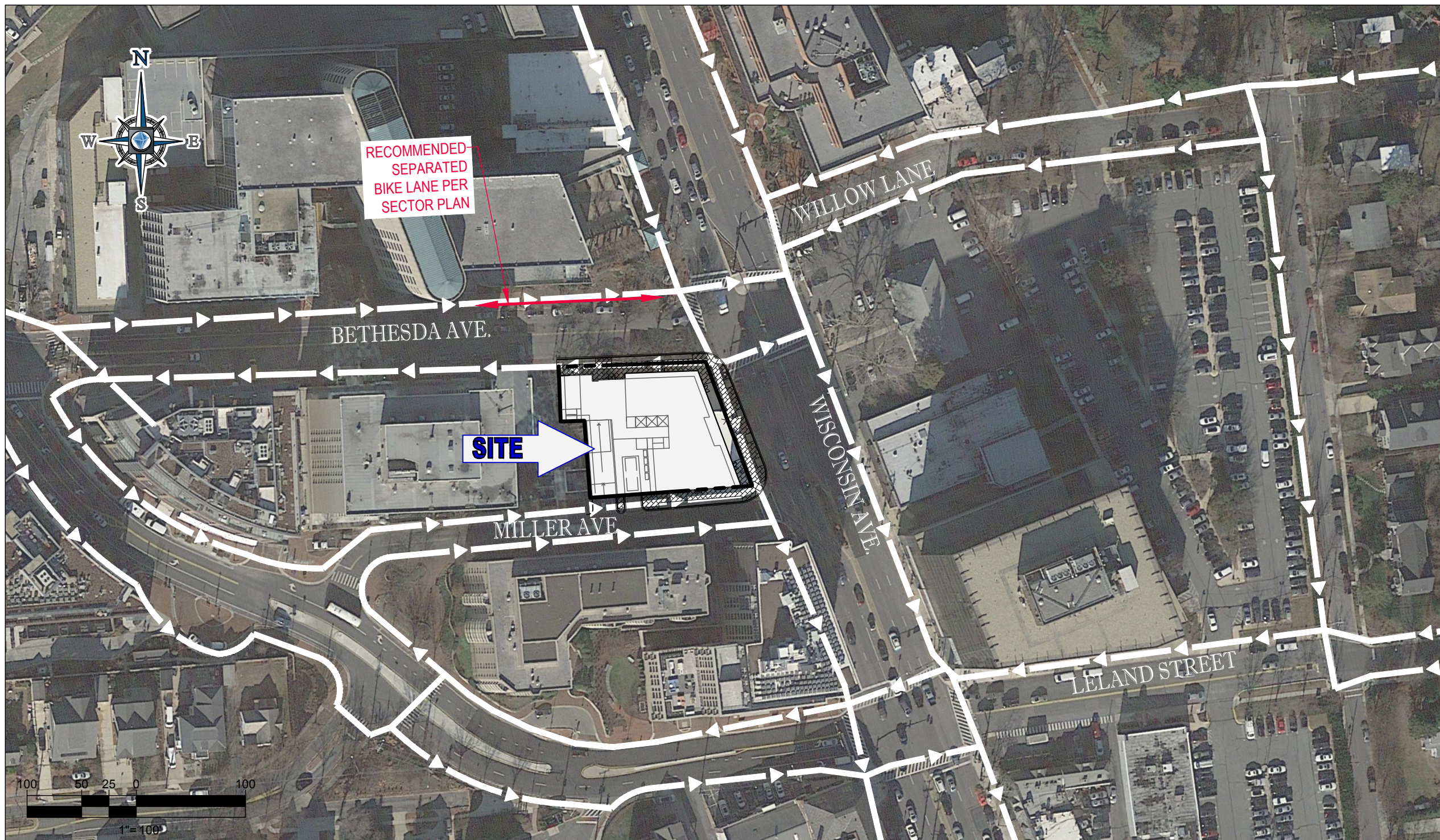


LEGEND

-  PROPERTY BOUNDARY
-  PROPOSED BUILDING
-  PROPOSED PAVEMENT EDGE
-  PROPOSED WOONERF (FOR PEDESTRIAN AND VEHICULAR USE)
-  PROPOSED SIDEWALK/AMENITY PATH
-  EXISTING SIDEWALK
-  BICYCLE PARKING

NOTES:

1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
2. The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.



LEGEND

PEDESTRIAN CIRCULATION



RECOMMENDED SEPARATED BIKE LANE



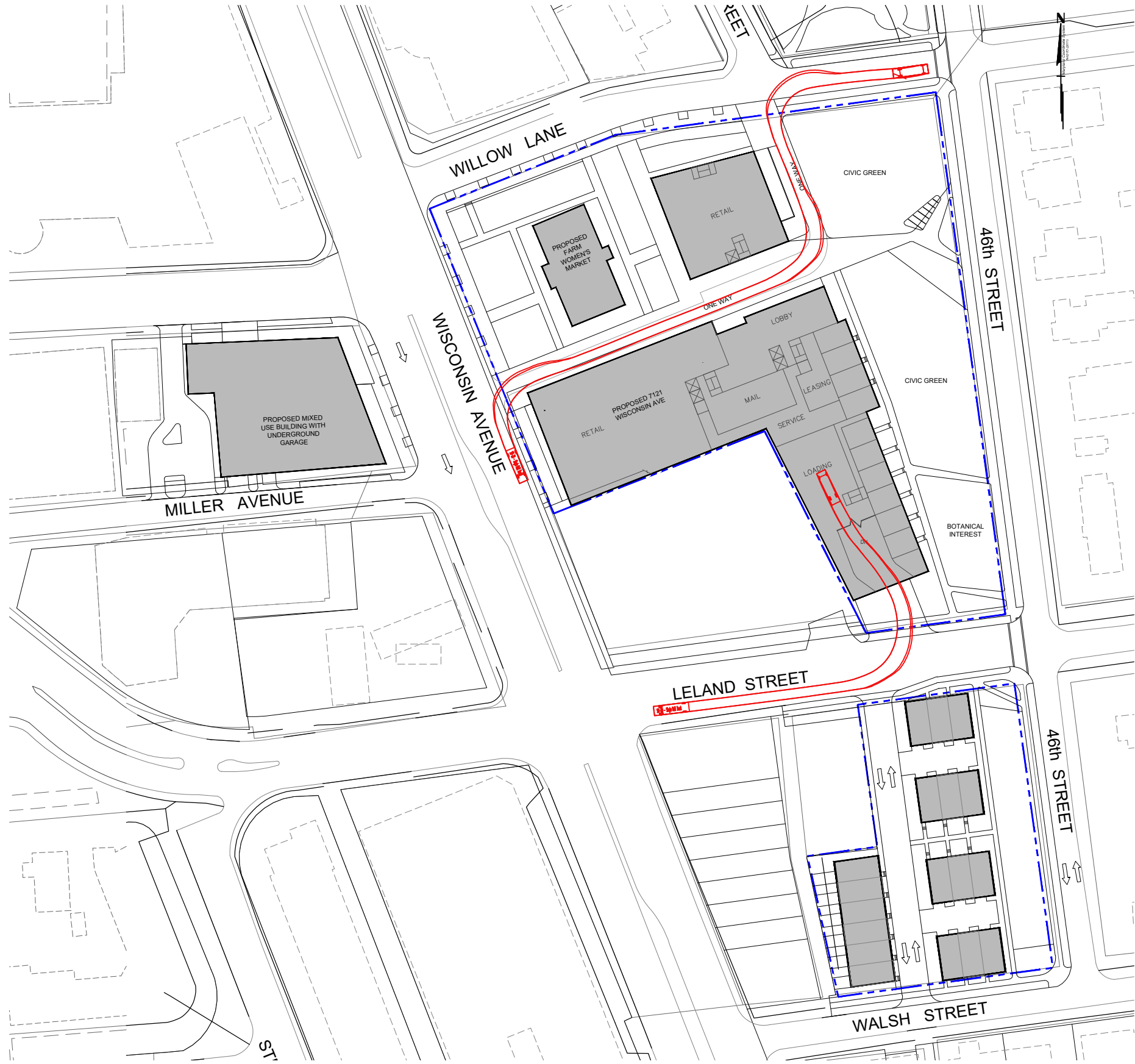
CONCEPTUAL AND FOR ILLUSTRATIVE PURPOSES ONLY. FURTHER REFINEMENT AND DETAILS TO BE PROVIDED AT SKETCH PLAN, FOLLOWED BY PRELIMINARY/SITE PLAN.

AREA PEDESTRIAN CIRCULATION



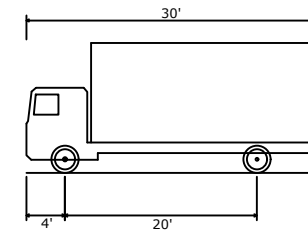
16701 MELFORD BLVD., SUITE 100, BOWIE, MD 20715
PHONE: (301) 854-4500 FAX: (301) 854-4501

LOADING EXHIBIT - Option A - East Side



LEGEND

- PROPERTY BOUNDARY
- PROPOSED BUILDING
- PROPOSED PAVEMENT EDGE



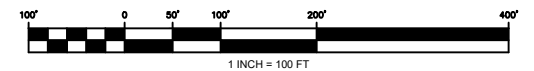
SU-30 - Single Unit Truck

Overall Length	30.0 ft
Overall Width	8.0 ft
Overall Body Height	13.5 ft
Min Body Ground Clearance	1.4 ft
Track Width	8.0 ft
Lock-to-lock time	5.0 s
Curb to Curb Turning Radius	41.8 ft

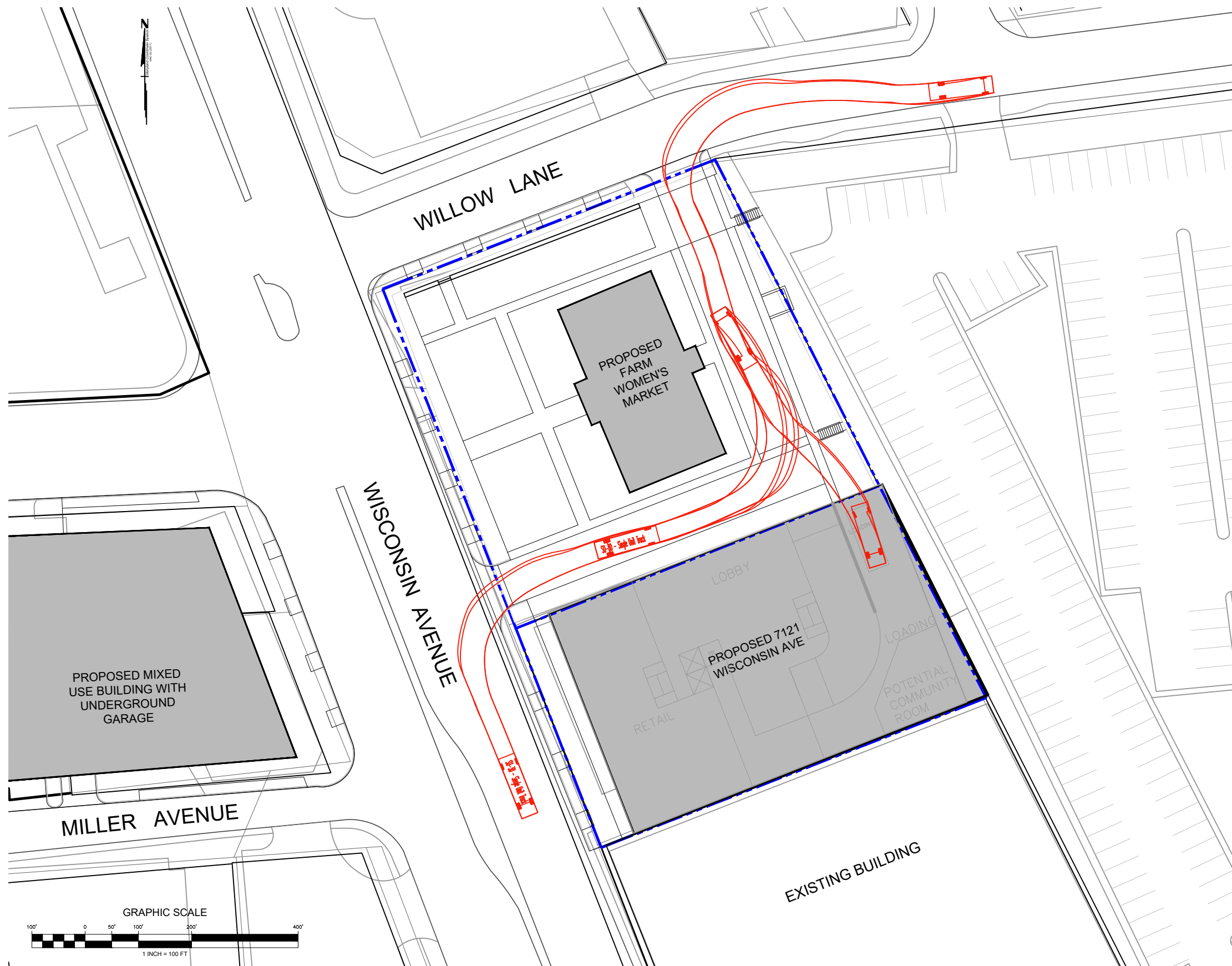
NOTES:

1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
2. The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.

GRAPHIC SCALE

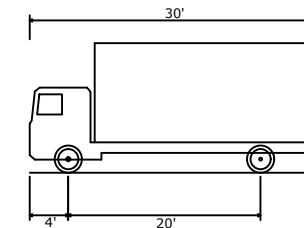


LOADING EXHIBIT - Option B - East Side



LEGEND

- PROPERTY BOUNDARY
- PROPOSED BUILDING
- PROPOSED PAVEMENT EDGE

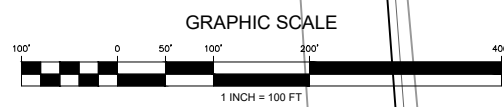


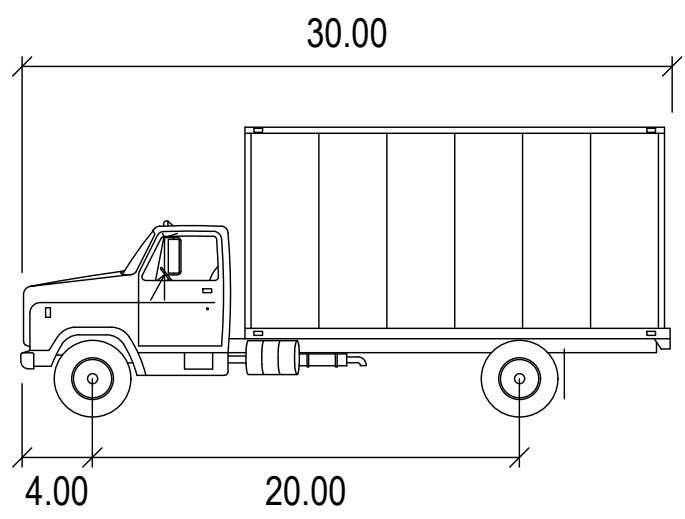
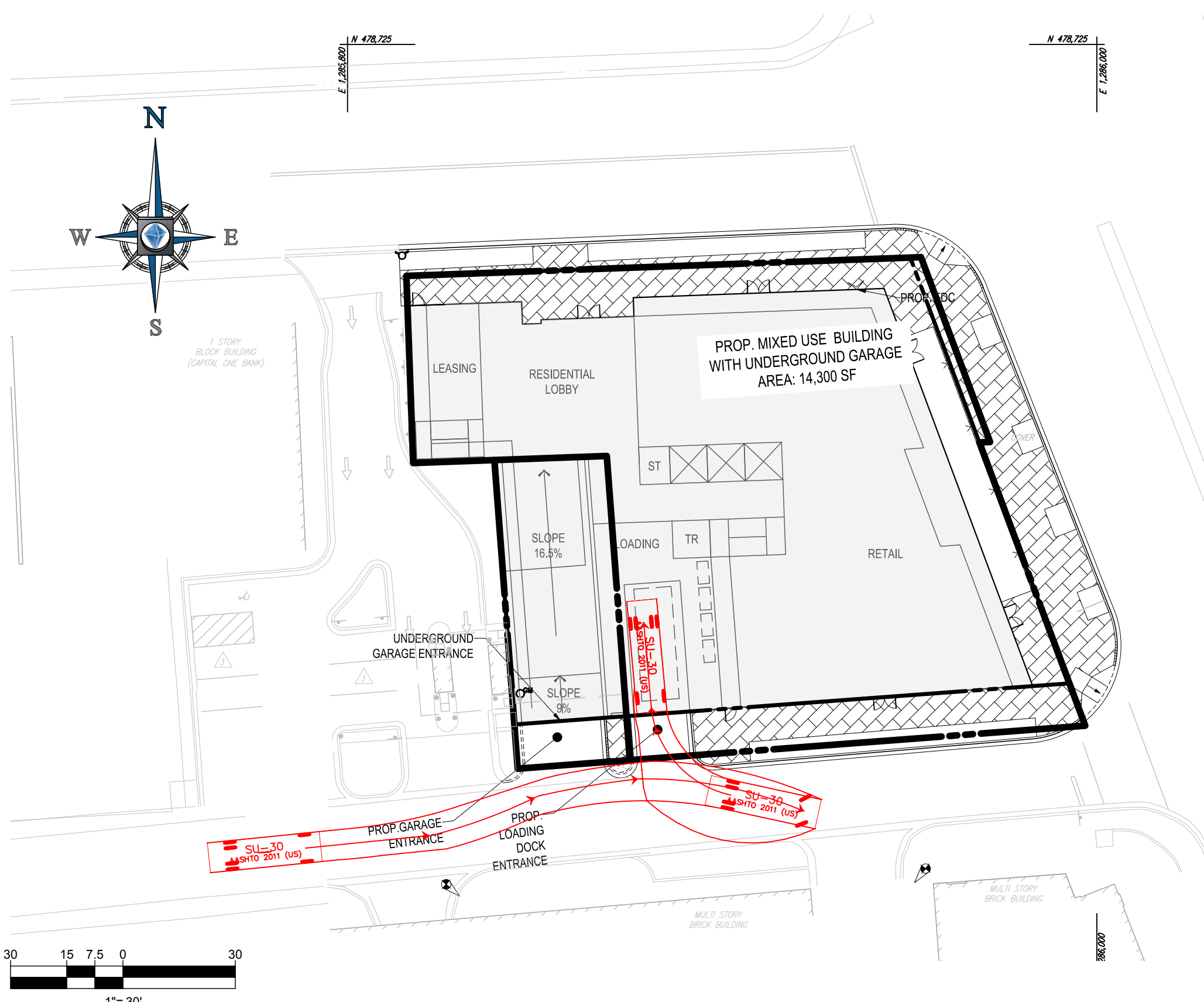
SU-30 - Single Unit Truck

Overall Length	30.0 ft
Overall Width	8.0 ft
Overall Body Height	13.5 ft
Min Body Ground Clearance	1.4 ft
Track Width	8.0 ft
Lock-to-lock time	5.0 s
Curb to Curb Turning Radius	41.8 ft

NOTES:

1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.
2. The final phasing, building dimensions, height, density and development standards shall be determined at Site Plan approval.
3. The final building uses and programming shall be determined at Site Plan application.
4. The maximum density and heights for the property pursuant to the Bethesda Overlay Plan, CR and CRT Zones.





SU-30	feet
Width	: 8.00
Track	: 8.00
Lock to Lock Time	: 6.0
Steering Angle	: 31.8

WEST SIDE
LOADING
CIRCULATION PLAN



ATTACHMENT B

Statement of Justification for Sketch Plan Application No. 320190030

Statement of Justification for Sketch Plan Application No. 320190030

BETHESDA MARKET

7121 WISCONSIN AVENUE, 7126 WISCONSIN AVENUE, 7140 WISCONSIN AVENUE, 4705 MILLER AVENUE, FARM WOMEN'S COOPERATIVE MARKET & PARKING LOTS 24 & 10

Bethesda, Maryland

October 5, 2018

On behalf of Columbia Realty Venture LLC ("Columbia Realty"), Wisconsin Avenue Properties LLC ("WAP-FP"), and Wisconsin Columbia Venture LLC (the "Joint Venture") (collectively, the "Applicants"), we respectfully submit this Sketch Plan application (the "Sketch Plan," or "Application") for the proposed redevelopment of the following properties located in Bethesda, Maryland: (i) 7121 Wisconsin Avenue, 7155 Wisconsin Avenue (*i.e.*, the "Farm Women's Cooperative Market"), 7106 46th Street (*i.e.*, "Parking Lot 24"), and 4600 Leland Street (*i.e.*, "Parking Lot 10") (collectively, the "East Side Properties"); and (ii) 7126 Wisconsin Avenue, 7140 Wisconsin Avenue, and 4705 Miller Avenue (collectively, the "West Side Properties").¹ The East Side Properties and the West Side Properties are collectively referred to in this Statement as the "Properties".

The Applicants are submitting this Sketch Plan under the optional method of development for the Commercial Residential ("CR") and Commercial Residential Town ("CRT") zones in accordance with Section 59-7.3.3 of Chapter 59 (the "Zoning Ordinance") of the Montgomery County Code, 2014, as amended (the "County Code"). The Applicants previously each submitted Concept Plan applications (collectively, the "Concept Plan") in the Spring of 2018, and received comments from reviewing agencies, stakeholders and members of the community that have informed this Sketch Plan application. Following action by the Montgomery County Planning Board (the "Planning Board") on the Sketch Plan, it is anticipated that separate Preliminary Plan of Subdivision ("Preliminary Plan") and Site Plan ("Site Plan") applications will be filed for the East Side Properties and the West Side Properties, respectively.

The Sketch Plan proposes two alternate design approaches for the redevelopment of the East Side Properties, both of which have been coordinated with the redevelopment of the West Side Properties to transform the eastern terminus of Bethesda Avenue. Both alternatives also propose to redevelop a portion of the Farm Women's Cooperative Market 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 Importantly, the Joint Venture enables Columbia Realty and WAP-FP to facilitate substantial

¹ Columbia Realty is the fee simple owner of 7121 Wisconsin Avenue, and WAP-FP is the fee simple owner or contract purchaser of the West Side Properties. Together, Columbia Realty and WAP-FP have formed the Joint Venture, which has contracted for the purchase of the Farm Women's Cooperative Market. The current owners of the Farm Women's Cooperative Market have authorized the Joint Venture to include the Farm Women's Cooperative Market site in the Sketch Plan for the purposes described herein relating to that portion of the overall site.

Similarly, Columbia Realty and its affiliates are pursuing the possibility of entering into a general development agreement ("GDA") with the Montgomery County Department of Transportation ("MCDOT"), the fee owner of Parking Lot 24 and Parking Lot 10. Pursuant to the attached Memorandum of Understanding Agency Authorization Agreement (Exhibit A), MCDOT has authorized Columbia Realty to include Parking Lot 24 and Parking Lot 10 in the Sketch Plan for the purposes described herein. WAP-FP is not a party to the proposed improvements for Parking Lot 24 and Parking Lot 10.

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."

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 and expensive for either party to the Joint Venture to undertake individually. At the same time, the Joint Venture's efforts will allow Columbia Realty and WAP-FP to utilize the full extent of the building heights that the Sector Plan recommends for their respective properties.³

The first coordinated design alternative ("Option A") addresses the potential redevelopment of all of the Properties, and would be implemented upon Columbia Realty, its affiliates, and MCDOT entering into a GDA for Parking Lot 24 and Parking Lot 10. Under this option, the existing commercial buildings at 7121 Wisconsin Avenue and on the West Side Properties would be replaced with new multi-family residential buildings that will contain ground floor retail, below-grade parking, and related site amenities, as described in Section II below. The comprehensive redevelopment of the East Side Properties would relocate approximately 300 existing public parking spaces on Parking Lot 24 and Parking Lot 10 into a new underground garage that spans the site (including the Farm Women's Cooperative Market). By relocating these public parking spaces below grade, Option A facilitates the development of a new multi-acre public park on the East Side Properties that addresses the Sector Plan's recommendations for an "Eastern Greenway" (including new parks and neighborhood greens) between the Bethesda Central Business District ("CBD") and the Town of Chevy Chase, as well as an expanded mixed-use building, townhouses, a stand-alone retail pavilion, and other site amenities.⁴ To the extent that portions of the Option A project are located within the boundaries of Parking Lot 24 and Parking Lot 10, MCDOT will be submitting an application for Mandatory Referral review in the near future (the "Mandatory Referral"), after the details of the potential GDA are understood and plans for the proposed redevelopment of the parking lots have been refined.

In the event that the relevant parties do not enter into a GDA for Parking Lot 24 and Parking Lot 10, the Sketch Plan proposes an alternative coordinated design that would apply only to 7121 Wisconsin Avenue, the Farm Women's Cooperative Market, and the West Side Properties ("Option B"). Option B proposes the same redevelopment of the West Side Properties that is proposed with Option A. However, a multi-family building with ground floor retail and below grade parking would be developed only on 7121 Wisconsin Avenue. While the Farm Women's Cooperative Market improvements would still proceed, it would not be possible for the Applicants to underground the existing surface parking spaces on Parking Lot 24 and Parking Lot 10, nor would it be possible to provide the new park spaces, townhomes, and retail spaces that are proposed with Option A.

For convenience, the separate coordinated design alternatives proposed with Option A and Option B are sometimes collectively referred to herein as the "Project".

Even though the Applicants intend to submit separate Preliminary Plans and Site Plans in the future for the East Side Properties and the West Side Properties, the Applicants are submitting a joint Sketch Plan for the Properties at this initial phase of review for a variety of reasons. Foremost, in consultations with Staff of the Montgomery County Planning Department ("Planning Department"), it was determined that a combined Sketch Plan was preferred due to the importance of arriving at a comprehensive planned approach for this critical intersection of Wisconsin and Bethesda Avenues, where future development will

³ The Sector Plan 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 allows the full mapped height of 225 feet for 7126 and 7140 Wisconsin Avenue to be achieved for redeveloping that property in a manner that benefits the Farm Women's Cooperative Market.

⁴ The Sector Plan envisions Parking Lot 24 as a new park that will be integrated with the Farm Women's Cooperative Market civic green to create a prominent civic space of approximately 1.6 acres, with the Farm Women's Cooperative Market historic building maintained as a central activating feature. For Parking Lot 10, the Sector Plan envisions a neighborhood green that will serve as a green buffer to the Sector Plan area.

frame the Farm Women's Cooperative Market. Further, a combined Sketch Plan was recommended given that the Farm Women's Cooperative Market is intrinsically linked to the redevelopment of 7121 Wisconsin Avenue and the West Side Properties in the Sector Plan (as described herein), and that a Joint Venture between Columbia Realty and WAP-FP has been formed to allow the related development interests of these entities to share the expense of the extensive improvements associated with the Farm Women's Cooperative Market revitalization effort. For these reasons, it makes both good urban planning and business sense for the Applicants to be united at this time for purposes of the "big picture" planning associated with Sketch Plan review. Finally, as a technical matter, the Applicants propose to utilize excess, unused density on the Farm Women's Cooperative Market to fill up the maximum building height permitted under the zoning for 7121 Wisconsin Avenue and the West Side Properties, and also to share in the significant public benefit points that are associated with the work on that site. The Sketch Plan for the collective Properties is the zoning mechanism that allows the Applicants to collectively share density and public benefits.

At the same time, in order for the West Side Properties and the East Side Properties to proceed to their respective Preliminary Plan and Site Plan (which, as noted above, would be processed independently of one another), it is vital for successfully financing the West Side Project and the East Side Project that neither be reliant upon the other to fulfill their respective conditions of approval in order to move forward. The only way that the Farm Women's Cooperative Market improvements will happen is for each part of the overall Project on either side of Wisconsin Avenue to be able to stand alone from a financing perspective, and to be able to successfully move forward irrespective of the timing of the other component of the Project. In this case, it will take two successful private development projects to enable the investment that is needed in the Farm Women's Cooperative Market improvements.

I. PROPERTY DESCRIPTION

A. Site Location and Characteristics

The Properties are, for the most part, located in the Wisconsin Avenue Corridor District of the Sector Plan, at a prominent location on the east and west sides of Wisconsin Avenue near the southern gateway into the CBD and the terminus of Bethesda Avenue. 4705 Miller Avenue, part of the West Side Properties, is located in the Bethesda Row District of the Sector Plan. Parking Lot 24 and Parking Lot 10 are located in the Eastern Greenway District.

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 (\pm 0.48 acres). 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 West Side Properties – 7126 Wisconsin Avenue, 7140 Wisconsin Avenue and 4705 Miller Avenue (also known as parts of Lots 9, 10, and 11 and Lot 24, "Millers Resubdivision"), which are three parcels collectively forming a roughly rectangular assemblage that consists of approximately 16,619 square feet of existing net site area (\pm 0.38 acres).

- iii. The Farm Women's Cooperative Market (also known as Parcel P699, "Bethesda" subdivision), which is a square-shaped parcel with approximately 29,967 square feet of net site area (\pm 0.69 acres). The Farm Women's Cooperative Market is located at the intersection of Wisconsin Avenue and Willow Lane, to the north of 7121 Wisconsin Avenue.
- iv. Parking Lot 24, which is comprised of several discrete lots and parcels that extend along the length of 46th Street to the east of the Farm Women's Cooperative Market and 7121 Wisconsin Avenue sites. More specifically, Parking Lot 24 includes Lots 1, 2, 3, 4, 5, 6, and parts of Lot 7 and 8, Block 1, of "Warren's Addition to Chevy Chase, Section 8" subdivision. Parking Lot 24 has an approximate net site area of 89,061 square feet (\pm 2.04 acres).
- v. Parking Lot 10, which is also comprised of several lots located to the southwest of the intersection of 46th Street and Leland Street. More specifically, Parking Lot 10 includes Lots 7, 8, 9, 10, and 20, Block A, of "Chevy Chase Section 8" subdivision. Parking Lot 10 has an approximate net site area of 39,813 square feet (\pm 0.91 acres).

Including prior dedications for which no consideration was received, the overall gross tract area of the Properties (upon which density for the entire assemblage would be calculated) is 275,368 square feet (\pm 6.32 acres). However, as noted above, the Sketch Plan proposes two coordinated design alternatives for the redevelopment of the collective Properties and the Applicants anticipate that separate Preliminary Plan and Site Plan applications will be filed for the East Side Properties and for the West Side Properties. Under Option A, which includes Parking Lot 24 and Parking Lot 10, the overall gross tract area of the Properties is approximately 275,368 square feet (\pm 6.32 acres), including the gross tract area of the East Side Properties of approximately 243,494 square feet (\pm 5.59 acres) and the gross tract area for the West Side Properties of approximately 31,874 square feet (\pm 0.73 acres). Under Option B (*i.e.*, without Parking Lot 24 and Parking Lot 10), the overall gross tract area of the Properties is approximately 106,212 square feet (\pm 2.44 acres), including the gross tract area for the East Side Properties of approximately 74,338 square feet (\pm 1.71 acres) and the gross tract area for the West Side Properties of approximately 31,874 square feet (\pm 0.73 acres). All of these gross tract area calculations are shown on the "Gross Tract Area Exhibits" that are included with this Sketch Plan application package.

B. Zoning and Permitted Uses

The Properties are currently zoned CR, CRT, and Bethesda Overlay ("B Overlay"), and the individual components differ with respect to permitted heights and densities. 7121 Wisconsin Avenue is zoned CR-3.0, C-3.0, R-2.75, H-175, allowing maximum building heights of 175 feet.⁵ 7126 and 7140 Wisconsin Avenue are zoned CR-3.0, C-3.0, R-2.75, H-225, allowing maximum building heights of 225 feet,⁶ and 4705 Miller Avenue is zoned CR-3.0, C-3.0, R-2.75, H-200. 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. The majority of Parking Lot 24 and Parking Lot 10 are zoned CRT-0.5, C-0.25, R-0.5, H-70, with maximum heights of 70 feet permitted. The westernmost portion of Parking Lot 24 (*i.e.*, Lot 4, Block 1, "Warren's Addition to Chevy Chase, Section 8") is zoned CR-3.0, C-2.0, R-2.75, H-90, allowing building heights up to 90 feet.

⁵As 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, p. 102.

⁶Also as previously stated, the Sector Plan states that heights of 225 feet are permitted if these properties redevelop in a manner that benefits the Farm Women's Cooperative Market. *See* Sector Plan, p. 101.

Pursuant to Section 59-3.1.6 of the Zoning Ordinance, the CR and CRT zones permit multi-unit living uses, townhouse living uses, and a variety of commercial uses including restaurants and retail/service establishments up to 50,000 square feet by right.

C. Existing Conditions

The 7121 Wisconsin Avenue portion of the East Side Properties and the West Side Properties are currently improved with one- and two-story multi-tenant commercial buildings and related site amenities for pedestrian circulation. Parking Lot 24 and Parking Lot 10 are improved as surface parking lots that are owned and operated by MCDOT. Parking Lot 24 provides approximately 216 public parking spaces, and Parking Lot 10 provides approximately 99 public parking spaces.

The Farm Women's Cooperative Market portion of the site – which is designated as a County Historic Site on the Montgomery County Master Plan for Historic Preservation as Resource Number 35/14-1 – 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 Applicants' 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 to the north, south, and west are primarily zoned CR or CRT and are subject to the B Overlay Zone. The applicable mapped zoning classifications for these lots and parcels 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). Elm Street Urban Park and several single-family residential lots in the R-60 Zone wrap the easternmost portion of the site, across Willow Lane and 46th Street from Parking Lot 24 and Parking Lot 10.

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-3.0, C-2.0, R-2.75, H-70. Elm Street Urban Park is located beyond these commercial buildings, across 47th Street to the northeast. North of the West Side Properties is the Artery Building complex located on the north side of Bethesda Avenue, which is zoned CR-5.0, C-5.0, R-5.0, H-250.
- East: Several R-60 zoned properties in the Town of Chevy Chase are located immediately across 46th Street from Parking Lot 24 and Parking Lot 10, marking the beginning of a single-family residential development pattern that extends to the east.
- South: With respect to the East Side Properties, 7101 Wisconsin Avenue, a 14-story commercial building, abuts the 7121 Wisconsin Avenue portion of the site immediately to the south and extends along the western boundary of Parking Lot 24. 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 adjacent to Parking

Lot 10 is currently 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. Across Leland Street from the Parking Lot 10 portion of the site are a mixture of commercial, residential, and nonprofit uses in the CR and CRT zones, ranging from CR-3.0, C-3.0, R-2.75, H-90 along Wisconsin Avenue to CRT 0.5, C-0.25, R-0.5, H-70 at the intersection with West Avenue. These uses including mid-rise office buildings, the Writer's Center, surface parking, and a single-family dwelling at the eastern end of the block.

To the south of the West Side Properties is the Solaire Bethesda, a recently constructed multi-family residential building with a ground floor restaurant, zoned CR-3.0, C-3.0, R-3.0, H-145. Further south are a mixture of commercial and multi-family residential uses, ranging from CR-3.0, C-3.0, R-2.75, H-120 directly south of the Solaire, to CR-3.0, C-2.0, R-2.75, H-90 at the corner of Wisconsin Avenue and Bradley Boulevard.

- West: Immediately to the west of the West Side Properties is Capital One bank, zoned CR-3.0, C-3.0, R-2.75, H-200, and adjacent to Capital One to the west is The Seasons apartment building, also with the same zoning and developed at approximately 145 feet in height.

II. PROPOSED DEVELOPMENT

As noted above, the Properties are located at and around the eastern terminus of Bethesda Avenue, which is the primary retail corridor of the Bethesda Row District (*i.e.*, the "heart of Downtown Bethesda," as described in the Sector Plan at p. 106). The Farm Women's Cooperative Market portion of the Properties serves as a visual focal point for this corridor at the intersection with Wisconsin Avenue, and is an important but underutilized component of Downtown Bethesda's dynamic environment. While the Farm Women's Cooperative Market has formerly served as a gathering space for residents for many generations, the current state of the building and the grounds (which is primarily improved for surface parking) does not provide a space that is conducive for regular, daily use by the general public, as envisioned by the Sector Plan.

The Sketch Plan application proposes two coordinated design alternatives that would each revitalize the Farm Women's Cooperative Market and transform it into the centerpiece of a broader comprehensive mixed-use setting. In general terms, these coordinated design alternatives – Option A and Option B – are described as follows:

- Option A: Option A incorporates comments received from various local stakeholders regarding the initial Concept Plan submission, including but not limited to comments from MCDOT, the Montgomery County Department of Parks ("Montgomery Parks), and the Town of Chevy Chase. These stakeholders have uniformly recognized that the proposed redevelopment of 7121 Wisconsin Avenue, the West Side Properties, and the Farm Women's Cooperative Market will create a unique opportunity for a coordinated approach to the redevelopment of the adjacent Parking Lot 24 and Parking Lot 10. Consequently, Option A applies to all of the Properties and would transform these existing County surface parking lots into new public parks and open spaces, as recommended by the Sector Plan. As noted, Option A will require Columbia Realty and MCDOT to enter into a GDA for this portion of the site, which will occur at a future date.

Option A proposes to redevelop the West Side Properties with a mixed-use building consisting of up to 260 multi-family residential units – of which 15 percent would be MPDUs – and up to

7,500 square feet of retail uses, as well as private underground parking, and public and private amenities.⁷

Option A allows redevelopment of the East Side Properties to occur in a coordinated, comprehensive manner. With the broader site area and additional street frontages that would be accessed with the addition of Parking Lot 24 and Parking Lot 10, Option A allows the Applicants to relocate existing public parking spaces into an underground garage with up to three levels that would span the site, while at the same time providing the new multi-acre public park spaces and neighborhood greens that the Sector Plan envisions (*i.e.*, the "Eastern Greenway").⁸ Option A also provides for an expanded mixed-use building on the East Side Properties, townhouses, a stand-alone retail pavilion, and other site features and amenities. The Applicants anticipate that the Option A development program will allow for up to 360 multi-family residential units on the East Side Properties (including 342 multi-family living units on 7121 Wisconsin Avenue and Parking Lot 24 and 18 townhouse living units on Parking Lot 10), of which 15 percent would be MPDUs, and approximately 35,000 square feet for retail uses (including ground-floor retail in the new multi-family building, the stand-alone retail pavilion and approximately 4,200 square feet of retail floor area in the Farm Women's Cooperative Market building).

Option A also proposes to transform the Farm Women's Cooperative Market site to resemble a new civic green which, as stated above, 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 7121 Wisconsin Avenue and the West Side Properties to each utilize the full extent of the building heights that are mapped for their respective properties. The Applicants anticipate that Option A will require the temporary relocation of the Farm Women's Cooperative Market building during the period of garage construction, after which the building may be returned to a slightly different location on the site, as described in the detailed description of the Farm Women's Cooperative Market proposal below.

The Applicants understand that this proposed work on the Farm Women's Cooperative Market site will require separate Historic Area Work Permit ("HAWP") approvals from the Historic Preservation Commission ("HPC") prior to the commencement of any construction, demolition, or alteration activities at that site. As such, the Applicants will be arranging for a preliminary consultation meeting with the HPC in the near future, so that the HPC has an opportunity to assess the plans for the Farm Women's Cooperative Market and to provide guidance before the date of the Planning Board hearing on the Sketch Plan.

Option B: The second coordinated design alternative – Option B – applies only to 7121 Wisconsin Avenue, the West Side Properties, and the Farm Women's Cooperative Market. As stated previously, Option B proposes the same redevelopment of the West Side Properties that is proposed with Option A: a mixed-use building consisting of up to 260 multi-family residential units, of which 15 percent would be MPDUs, and up to 7,500 square feet of non-residential uses, as well as private underground parking, and public and private amenities. However, the 7121 Wisconsin Avenue portion of the site would be redeveloped with a different multi-family

⁷ Final unit count, unit mix, and non-residential square footage to be constructed for both the West Side Properties and the East Side Properties under Option A and Option B will be refined at the time of Site Plan and finalized at Certified Site Plan, but will not exceed these proposed maximums.

⁸ The Applicants intend to work in collaboration with Montgomery Parks Staff to ensure that that proposed new park spaces are designed in a coherent, unified manner with the existing Elm Street Urban Park, and that appropriate programming is provided for these spaces. The Applicants intend to host a community design charrette with Montgomery Parks in the near future to discuss ideas for the design of these spaces in more detail.

residential building than the building proposed with Option A, with up to 230 residential dwelling units, of which 15 percent would be MPDUs, up to 5,000 square feet of retail floor area at the ground floor, below-grade parking and related site amenities.⁹

Option B also proposes to redevelop the Farm Women's Cooperative Market to address the Sector Plan's vision for that portion of the site. Thus, like Option A, Option B also requires the Applicants to obtain separate HAWP approvals from the HPC prior to commencing any construction, demolition, or alteration activities on the Farm Women's Cooperative Market portion of the site. The Applicants intend to review these issues in detail with the HPC as part of the preliminary consultation meeting described above, which will occur before the date of the Planning Board hearing on the Sketch Plan application.

More specific information about the development proposed on the Properties under Option A and Option B is provided below.

A. Option A (i.e., 7121 Wisconsin Avenue, the West Side Properties, Farm Women's Cooperative Market, Parking Lot 24 and Parking Lot 10)



Option A – West Side Properties

The proposed redevelopment of the West Side Properties will be located on one new subdivision lot of record (consisting of approximately 16,619 square feet of net lot area).¹⁰ As noted, the Sketch Plan proposes to develop the West Side Properties with a multi-family residential building consisting of up to

⁹ Approximately 4,200 square feet of additional retail floor area would be provided in the Farm Women's Cooperative Market building under Option B, resulting in up to 9,200 square feet of total retail space.

¹⁰ Subsequent to approval of the Sketch Plan, WAP-FP will submit a Preliminary Plan to combine the three existing lots into one new record lot, concurrent with submission of a Site Plan application.

260 multi-family residential units (including 15 percent MPDUs) and up to 7,500 square feet of non-residential uses¹¹, as well as private underground parking, and public and private amenities in accordance with Division 4.7 of the Zoning Ordinance (the "West Side Project"). The West Side Project proposes one floor of non-residential uses, with 21 floors of multi-family residential units above. The Applicants propose to utilize the Floor Area Ratio ("FAR") Averaging provisions of Section 59-4.9.2.C.5 of the Zoning Ordinance in order to utilize excess density on the Farm Women's Cooperative Market site for the West Side Project, as well as the B Overlay Zone density provisions of Section 59-4.9.2.C.2 of the Zoning Ordinance in order to allocate gross floor area from B Overlay Zone density to the West Side Project and to fill out the remainder of the permitted height for the West Side Properties. Through utilization of the FAR Averaging and B Overlay Zone density provisions, the effective proposed FAR of the West Side Project will be 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 Site Plan, the Applicants request 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 Site Plan.

Vehicular access to the West Side 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 West Side Project is proposed to be located underground, and the Applicants anticipate 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 West Side Project moves forward through the review processes). The main residential lobby is anticipated to be located along the Bethesda Avenue frontage. 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 West Side Project's design is rooted in its unique location at the prominent intersection of Wisconsin and Bethesda Avenues and opposite the historic Farm Women's Cooperative Market. The West Side 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 West Side Properties are located on a narrow block in the Wisconsin Avenue Corridor of the Sector Plan and enjoy 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 West Side Properties, 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 five-story base creates a continuous street edge at a comfortable pedestrian scale on the Bethesda, Miller, and Wisconsin Avenue frontages, 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.

¹¹ See Footnote 7.

Moving up the building, a defined stepback above the fifth floor 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 at the ground floor is expanded at the residential lobby along Bethesda Avenue to encourage efficient pedestrian movement at the building entry. The stepback above the Bethesda and Wisconsin Avenue frontages further enhances pedestrian comfort and creates a better relationship to the "civic green"-like open space at the Farm Women's Cooperative Market. The base of the building is articulated above the fourth floor with a distinct fifth floor to further reduce the scale of this element.

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's importance, the tallest portion of the building mass is articulated as a distinct element 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. This was previously achieved with a cantilevered element but, in response to comments received as part of the Concept Plan review process from the Bethesda Design Advisory Panel and at the Development Review Committee meeting as well as from Planning Department Staff, this is now achieved by incorporating a deeper stepback for the portion of the tower at the center of the Wisconsin Avenue frontage, which breaks the tower massing into three distinct elements along that frontage. The tower corners are further articulated with sectional shifts as the building rises to its full height, breaking down the overall mass of the tower and creating a unique building form. Building residents are given ample opportunities to enjoy this public amenity, both visually through large glazed corners and physically with balconies and terraces. An indoor amenity space crowns this portion of the tower providing an opportunity to activate an expressive building top 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.

The West Side 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 July 2017 Approved Bethesda Downtown Plan Design Guidelines (the "Design Guidelines"). The West Side Project's three street frontages comply with the relevant provisions of the Design Guidelines, as discussed in Section III below. The Design Guidelines identify Wisconsin Avenue 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 West Side Project into the existing pedestrian-oriented context of downtown Bethesda. As mentioned, the exact dimensions and design of the West Side Project's three street frontages will continue to evolve through the development review process, and further information will be provided regarding these features at Site 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.

Currently, stormwater from the West Side Properties enters the public storm drain system without any retention or treatment. The West Side 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 West Side 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 minimum treatment per Montgomery County requirements.

The West Side 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 West Side Project will be a significant improvement over the existing conditions on the West Side Properties.

Option A – East Side Properties

As previously stated, Option A allows for the comprehensive redevelopment of the East Side Properties, with existing public parking spaces on Parking Lot 24 and Parking Lot 10 relocated into an underground garage with up to three levels that will span the site. This coordinated design alternative – the "East Side Project" – would also provide for all of the following (i) a new multi-acre public park; (ii) an expanded mixed-use building that integrates retail, the building lobby, and townhouse scale units at the base; (iii) townhouses on Parking Lot 10; (iv) a stand-alone retail pavilion on Parking Lot 24; and (v) other site features and amenities. The Applicants anticipate that the Option A development program will allow for up to 360 multi-family residential units on the East Side Properties (including 342 multi-family living units on 7121 Wisconsin Avenue and Parking Lot 24 and 18 townhouse living units on Parking Lot 10), of which 15 percent would be MPDUs, and approximately 35,000 square feet for retail uses including ground floor space in the new multi-family building, the stand-alone retail pavilion, and the Farm Women's Cooperative Market building.

The proposed building on the 7121 Wisconsin Avenue and Parking Lot 24 portions of the site consists of a mixed-use residential tower to the west (*i.e.*, on the current 7121 Wisconsin Avenue lot) with a low-rise

base to the southeast (*i.e.*, on a portion of Lot 24). As stated above, the building will have a street presence on Wisconsin Avenue, and significant portions of it border the adjacent historic Farm Women's Cooperative Market to the north and the existing high-rise office building at 7101 Wisconsin Avenue to the south. The prominence of this location, 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 the new multi-family building to be part of a special place in the Wisconsin Avenue Corridor District: a new center of activity at a "Smart Growth" location, directly adjacent to a signature open space amenity in the Downtown. The proposed project on the 7121 Wisconsin Avenue site under Option A – which will provide a new multi-family residential building with MPDUs, ground-floor retail, and below-grade parking (the "7121 Option A Project") – will leverage this potential by utilizing design characteristics that are intended to strengthen this new activity center while also respecting and complementing the surrounding urban context.

More specifically, the design of the East Side Project, including the 7121 Option A Project, 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, new parks and neighborhood greens to the east, and the proposed future development to the west on the West Side Properties. The preliminary design concept for the East Side Project proposes to establish a revitalized Farm Women's Cooperative Market building as its center. A new two-story freestanding retail pavilion will be located to the east of the Farm Women's Cooperative Market building, and the majority of the ground floor in the mixed-use tower to the south is planned to provide retail uses facing the historic structure. These active retail spaces will accommodate elements such as canopies, signage, and outdoor seating to create a vibrant pedestrian realm. The site design includes a limited vehicular drive that will be carefully designed as a shared streetscape to encourage pedestrian activity and access to the revitalized Farm Women's Cooperative Market to the north and to the future green spaces to the east, and to minimize regular vehicular activity. (The "shared street" is described in more detail below.) The Applicants' consultants anticipate that the proposed vehicular drive will utilize an existing curb cut on Wisconsin Avenue and connect to Willow Lane on the eastern side of the retail pavilion and the northern edge of the site (eliminating the vehicular access to the east side of the Farm Women's Cooperative Market building that is proposed under Option B). Two-story townhouse style units will be incorporated into the base of the low-rise wing of the building that fronts the proposed Eastern Greenway to the east. The Applicants' consultants anticipate that a total of 10 distinct units will be provided, and that they will have entrances directly from a public walkway that runs along the length of the eastern edge of the building. Parking and loading access will be incorporated into the southern portion of the building along the Leland Street frontage. A second parking entrance will be located to the east of the retail pavilion on the northern edge of the site and will be accessed via Willow Lane.

The residential lobby of the new multi-family building will be located at the northeast corner, with frontages along the proposed shared street that will extend through the site and towards the proposed Eastern Greenway park and Willow Lane. The lobby is anticipated to provide a vibrant and active use within the ground-level portion of the building. Above the ground floor, a distinct base will be established for the building with stepbacks and terraces above the fifth floor on the low-rise wing and above the sixth floors on all sides of the tower. The Applicants anticipate 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 with a massing that is carefully crafted with an eye towards the unique context of the site. On the north side of the building, the tower portion of the massing has been articulated with an increased stepback at the center to acknowledge the presence of the Farm Women's Cooperative Market building. This increased stepback also serves to break down the overall massing of the building and sponsors variation in the articulation of the façade. As proposed, this tower massing also eliminates the cantilevered corner that was initially presented with the Concept Plan submission. Additional stepbacks

are incorporated at the top of the building to further break down the tower mass and to compliment the skyline. The tower also will be located on the site in a manner that permits a separation of approximately 45 feet between it and the existing office building to the south at 7101 Wisconsin Avenue.

Importantly, the Applicants' consultants anticipate that the current proposed building design will not utilize the full extent of the unit count and residential floor area that is proposed for the multi-family building in the East Side Project. Rather, the Applicants' consultants anticipate that an alternate massing would be necessary to accommodate the maximum number of residential units proposed with the Sketch Plan, likely via an extension of the low-rise eastern wing of the building that would bridge over the internal shared street and above the two-story retail pavilion. The Applicants have been asked to continue to evaluate potential designs for incorporating this residential-over-retail configuration into the East Side Project and, should they be able to develop a compatible massing, would present details for review at the time of the Site Plan for the East Side Properties.¹²

With respect to site design, the Applicants anticipate that three primary open spaces (public and private) will be provided within the 7121 Option A Project: (i) a streetscaped area along Wisconsin Avenue, which will be accessible to the public; (ii) a private amenity rooftop terrace above the six-story eastern wing; and (iii) a second private amenity rooftop terrace above the tower that will incorporate a pool. Both of the rooftop terraces will be used exclusively by residents of the building.

The streetscape design will be based on the Design Guidelines, which identify Wisconsin Avenue as an Urban Boulevard street type. Thus, the Applicants anticipate 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 at minimum 25 feet (within the Design Guidelines' recommended range). In response to comments received from the Design Advisory Panel at the Concept Plan stage, this minimum sidewalk width has been reconfirmed for this submission.

While details will be confirmed at the time of Site Plan review, the streetscaped area will conform with the Bethesda Streetscape Plan, which prescribes brick paver sidewalks. The Applicants anticipate 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 7121 Option A Project into the existing pedestrian-oriented fabric of Downtown Bethesda.

As for the private rooftop terraces, the Applicants anticipate that the building will have a partial green roof as well as an 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. The upper roof will also include an outdoor pool. 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 at the time of Site Plan.

Finally, on Parking Lot 10 to the south of Leland Street, the site will be developed with a complex of eighteen 4-story townhouse-style units that will access the neighborhood green (which, as described

¹² To the extent that the residential-over-retail option results in the provision of additional residential units (both market rate and MPDUs) and associated income, this configuration may reduce the amount of the financial contribution that is necessary from governmental authorities to facilitate the undergrounding of the existing surface parking spaces on Parking Lot 24 and Parking Lot 10.

below, will function as an extension of the Eastern Greenway park). Each of the townhouse units will have a ground floor containing a garage as well as space for some residential use. The top floor of each townhouse will include a private outdoor terrace space. The townhouses are organized around a north-south access lane that will be designed as a two-way shared street. Twelve of the townhouse units will be located to the east of this shared street in two clusters of six units. These townhouses alternately front north and south, with secondary vehicular access between them leading to individual garages. The six townhouses to the west of the shared street will front that street and will have vehicular access via the existing alley that is between Parking Lot 10 and the existing retail buildings along Wisconsin Avenue.

Option A – Farm Women's Cooperative Market

The recently approved Sector Plan envisions the Farm Women's Cooperative Market portion of the Sketch 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 space will be a large, central lawn with proximity to activating uses. The Applicants anticipate 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 under Option A will follow design principles that have been established by the Applicants' 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:

- Create a park-like setting. The Applicants propose to achieve this principle by removing a substantial portion of the existing hardscape and replacing it with plant material including trees that will add to the ambiance of the civic green and carry forward some of the established green elements.¹³
- 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. At the same time, the East Side Project proposes to temporarily relocate the historic building on this portion of the site in order to allow for the construction of the underground parking garage that will span the East Side Properties. When the historic building is returned to the site, the Applicants propose to adjust the location of the building to meet applicable mandatory code requirements, to allow for adequate fire vehicle access, and to allow for a new open space corridor – a "northern bar" – to be created along Willow Lane. This northern bar is envisioned as a park setting adjacent to the historic building and the stand-alone retail pavilion that will allow for visual connections between Wisconsin Avenue and 46th Street, with a wide walk that leads to the civic green park that will be created on Parking Lot 24. The northern bar will also

¹³ Note that two specimen Sycamore trees (i.e., Trees Number 1 and 2 on the NRI) currently exist on the Farm Women's Market site. Both of these trees are located within hardscape impervious areas consisting of sidewalk, parking lots and gravel pads that are used for staging and activities at the site, and would be removed to facilitate the creation of underground parking on portions of the Farm Women's Cooperative Market site and the new "civic green"-like space. The Applicants understand that the removal of these specimen trees will require approval of a variance under Section 22A-21 of the Montgomery County Code and will be addressed via a separate application.

enhance the Farm Women's Cooperative Market's presence as a focal point for this important Downtown Bethesda location.

- 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 "civic green"-like space. This principle will guide plans for the new civic green to the extent practicable, even while facilitating the changes that are needed to bring about the vision of the Sector Plan for this space.
- 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 Urban 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). The open, traditional setting of the Front Lawn will be framed by walks and benches and 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.
- 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 Pedestrian Street (*i.e.*, "woonerf"). The shared street borders the Farm Women's Cooperative Market site to the south and continues past the site to wrap around the eastern side of the proposed stand-alone retail pavilion on Parking Lot 24, so as to serve in part as a vehicular drive for the existing building on the Farm Women's Cooperative Market site, the new multi-family residential building on the East Side Properties, and the retail pavilion. 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 proposed buildings and the Farm Women's Cooperative Market building, so as to encourage and strengthen the design of both sites. The Applicants anticipate that special paving for the woonerf will be utilized 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 46th Street, Willow Lane, and Leland Street.

In addition, the space between the Farm Women's Cooperative Market and the west façade of the stand-alone retail pavilion will be designed as a promenade, a pedestrian-orientated space that allows circulation for people between the Farm Women's Cooperative Market, parks, retail frontage, and

outdoor dining. The promenade will have a flexible design that accommodates activities ranging from passive strolling to potential market stalls for temporary events. The design elements include areas of hardscape with enlarged plant beds that soften the space. Shade trees will line the promenade to frame the space and provide dappled shade.

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 Applicants anticipate 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 above for the East Side Project.

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 drainage 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) potential 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 would be roofed by a gable that will mirror the existing gable on the building's front.

The proposed relocation and renovation of the Farm Women's Cooperative Market building is intended to revitalize the existing building for potential use by a future tenant, and to recontextualize it within the new civic green that is envisioned by the Sector Plan. The relocation is also intended to preserve the importance of this historic structure, allowing for greater separation from the larger-scaled multi-family building to the south and the stand-alone retail pavilion to the east. As a practical matter, this increased separation also allows for an adequate fire lane between the buildings and permits better access through the site to the Eastern Greenway park. As noted above, the Applicants will be required to obtain HAWPs from the HPC prior to undertaking any construction, demolition, or alteration activities on the Farm Women's Cooperative Market site. Accordingly, the Applicants will arrange for a preliminary consultation meeting with the HPC prior to the Planning Board's hearing on the Sketch Plan.

Option A – Eastern Greenway

The Sector Plan locates Parking Lot 24 and Parking Lot 10 within the southern portion of the Eastern Greenway District and specifically recommends redeveloping these surface parking lots to create an Eastern Greenway segment (*i.e.*, parks and neighborhood greens) from the existing Elm Street Urban Park to Walsh Street, with Parking Lot 24 being redeveloped as a civic green and Parking Lot 10 being redeveloped as a neighborhood green. This Eastern Greenway will function as an extension of Elm Street Urban Park to ensure compatibility with adjacent neighborhoods, functioning as a transition between the single-unit residences in the Town of Chevy Chase and the more dense commercial area of Downtown Bethesda. The new Eastern Greenway will also enhance environmental benefits and improve pedestrian connections. As the name implies, the Eastern Greenway will provide new plant material such as tree canopy, vegetation, and open lawn. The park-like setting will also contain paths, seating, and play areas with stormwater management integrated into the landscape. Front doors, stoops, and balconies for the new multi-family building on the East Side Properties, the townhouses on Parking Lot 10 portion of the site, and for the retail pavilion will encourage activation along the Eastern Greenway and social interactions with neighbors.

As discussed in Section III below, the Eastern Greenway has been designed to address certain Sector Plan recommendations that seek to ensure compatibility with adjacent neighborhoods, providing a variety of active, social, and contemplative open spaces that will improve connections and enhance environmental benefits. More specifically, the Sector Plan envisions Parking Lot 24 as a civic green "to the maximum extent feasible" (Sector Plan at p. 18). Thus, the Applicants have planned Parking Lot 24 to be flexible and programmable for various events from informal gatherings to regional attractions such as markets, concerts, and festivals. The design of Parking Lot 24 is an extension of the Farm Women's Cooperative Market site, located directly to the west along Willow Lane, and of the existing Elm Street Urban Park to the north. Elm Street Urban Park is an existing park with an established tree canopy designed for strolling and small gatherings. Parking Lot 24 will be designed as counterpoint, with large open lawn areas that can accommodate activities and social gatherings of people.

These design principles will be reflected in the following elements:

- Lawn. The Lawn will be a large, flexible, multi-functional, gathering area that will be located adjacent to Willow Lane and extend south along 46th Street. The open, traditional setting of the Lawn will be framed by walks and benches and provide informal gathering spaces for many users.
- Trellis Shade Structure. The Trellis Shade Structure will be the focal feature within the Eastern Greenway, as well as a focal point from Wisconsin Avenue. The genesis of the Trellis Shade Structure is a band shell set into a traditional park setting, but with a contemporary design and orientation. The Trellis Shade Structure will allow for flexibility of programming and appeal to many different user types. It is envisioned as a stage, band shell, shade structure, and social gathering space to activate the large lawn area.
- Pedestrian Connection. The Pedestrian Connection will be an extension of the Farm Women's Cooperative Market shared street that is solely intended to provide pedestrian access to the civic green park on Parking Lot 24. When viewed from Wisconsin Avenue, the Pedestrian Connection will lead the viewer to the trellis focal point beyond. The Pedestrian Connection will bisect the Lawn and provide a framework for social gathering spaces, such as the trellis and play area. In a larger context, pedestrian connections extend along the entire greenway and lead to the future Metrorail and Purple Line station entrances that are being constructed with the 7272 Wisconsin Avenue redevelopment project.
- Leland Gardens. Adjacent to Leland Street are the Leland Gardens, which are envisioned as a community gateway to the residential neighborhood. Leland Gardens will provide botanical interest and allow for a contemplative experience.

In contrast, Parking Lot 10 is envisioned as a new neighborhood green that is planned to be flexible, so as to allow for lunchtime relaxation or recreational walks. Parking Lot 10 is located south of Parking Lot 24 and extends from Leland Street to Walsh Street. The design for Parking Lot 10 will contribute to the overall Eastern Greenway. The key landscape feature will be a central lawn surrounded by shade trees that serve the local neighborhood.

- Front Yard. The Front Yard will be a flexible, multi-functional, gathering area that will be located along 46th Street, adjacent to the frontage of the residential townhomes. The open, traditional setting of this lawn will be framed by walks and benches and provide informal gathering spaces for many users. Pedestrian connections will be provided to the surrounding sidewalk network to provide visibility and encourage connections. The Front Yard will be encircled by shade trees that, over time, will provide partially shaded space for neighborhood

events. The front doors and stoops provide a socially active setting that will be dynamic throughout the day.

B. Option B (i.e., 7121 Wisconsin, the West Side Properties, and Farm Women's Cooperative Market)



Option B – West Side Properties

Under Option B, the West Side Project is no different from Option A and remains as described above: a mixed-use building consisting of up to 260 multi-family residential units, of which 15 percent would be MPDUs, and up to 7,500 square feet of non-residential uses as well as private underground parking, and public and private amenities. For details, please refer to Section II-A.

Option B – 7121 Wisconsin Avenue

The 7121 Wisconsin Avenue portion of the Sketch 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 site 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 under Option B – which will provide a new multi-family residential building with MPDUs, ground-floor retail, and below-grade parking (the "7121 Option B Project") – 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 the 7121 Option B Project 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 on the West Side Properties. 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 entirety of the frontage along Wisconsin Avenue and a midblock residential lobby fronting the Farm Women's Cooperative Market to the north. These active retail spaces will accommodate elements such as canopies, signage, and outdoor seating to create a vibrant pedestrian realm. The lobby will complement the retail activity along Wisconsin Avenue and provide 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 version of the shared street described in Option A to encourage pedestrian activity and access to the future green space to the east. (The Option B version of the "shared street" is described in more detail below.) In order to accommodate adequate separation between the residential tower on the site and the existing office building to the south at 7101 Wisconsin Avenue, the proposed building at 7121 Wisconsin Avenue has been shifted to abut the northern property line of the 7121 Wisconsin Avenue portion of the site, rather than the approximate 15 feet setback from that property line that had been proposed with the Concept Plan submission. As a result of this shift, the Applicant also proposing to relocate the existing Farm Women's Cooperative Market building under Option B when it is restored for reasons described in more detail below.

Above the ground floor, a distinct base will be established for the building with stepbacks and terraces above the sixth floor on all sides of the tower. The Applicants anticipate 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 with a massing that has been carefully crafted to respect the unique context of the site. On the north side of the building, the tower portion of the massing has been articulated with an increased stepback at the center, so as to acknowledge the presence of the Farm Women's Market building, break down the overall massing of the tower, and sponsor variation in the façade articulation. The proposed tower massing also eliminates the cantilevered corner that was proposed in the Concept Plan submission, and incorporates additional stepbacks at the top of the building to further break down the tower mass and compliment the skyline. The tower will be located on the site in a manner that permits a separation of approximately 45 feet between it and the existing office building to the south at 7101 Wisconsin Avenue.

With respect to site design, the Applicants anticipate that two primary open spaces will be provided within the 7121 Wisconsin Avenue portion of the 7121 Option B 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 Design Guidelines. The Design Guidelines identify Wisconsin Avenue as an Urban Boulevard street type. Thus, the Applicants anticipate 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 at minimum 25 feet (within the Design Guidelines' recommended range). In response to comments from the Design Advisory Panel at Concept Plan review, this minimum sidewalk width has been reconfirmed for this submission.

The streetscaped area will also conform with the Bethesda Streetscape Plan, which prescribes brick paver sidewalks. The Applicants anticipate 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 7121 Option B Project into the existing pedestrian-oriented fabric of Downtown Bethesda.

As for the private rooftop terrace, the Applicants anticipate that the building will have a partial green roof as well as amenity space and an outdoor swimming pool. 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 Site Plan review.

Option B – Farm Women's Cooperative Market

Like the Option A coordinated design alternative, Option B also proposes to redesign and relocate the Farm Women's Collaborative Market to achieve the recommendations of the Sector Plan for a "civic green"-like space with a large, central lawn in proximity to activating uses. However, unlike Option A, Option B places the shared street woonerf that directs vehicular traffic onto Willow Lane adjacent to the eastern façade of the Farm Women's Cooperative Market building to define the edge of the site and the adjacent surface parking on Parking Lot 24. The proposed relocation and renovation of the Farm Women's Cooperative Market building is intended to revitalize the existing building for potential use by a future tenant, and to recontextualize it within the new civic green that is envisioned by the Sector Plan. The relocation is also intended to preserve the importance of this historic structure, allowing for greater separation between it and the larger-scaled new development to the south. From a practical standpoint, this increased separation also allows for an adequate fire lane to be provided between the buildings and permits better access through the site.

As noted above, the Applicants will discuss all of the revisions that are proposed for the Farm Women's Cooperative Market site with the East Side Project with the HPC at the time of its preliminary consultation, prior to the Planning Board's hearing on the Sketch Plan.

III. SECTOR PLAN & DESIGN GUIDELINES CONFORMANCE

As noted, the Properties lie primarily within the area identified in the Sector Plan as the Wisconsin Avenue Corridor District, with 4705 Miller Avenue located in the Bethesda Row District and Parking Lot 24 and Parking Lot 10 located in the Eastern Greenway District. The Sector Plan provides specific recommendations for development in these Districts, in addition to numerous general goals and objectives for development within the Sector Plan area. Both Option A and Option B conform to the general and specific goals, recommendations, and design guidelines provided by the Sector Plan for the Properties as follows:

A. Sector Plan – General Goals and Objectives

- *Foster community enrichment by encouraging public and private gathering spaces. (Sector Plan at p. 8).*
- *Re-imagine under-performing public spaces to revitalize them as community assets. (Sector Plan at p. 8).*
- *Enhance specific aspects of the public realm that support retail and office development where applicable. (Sector Plan at p. 8).*
- *Take best advantage of existing and planned transit, including Metrorail, Purple Line light rail, bus rapid transit (BRT) and bus. (Sector Plan at p. 8).*
- *Promote a diversified mix of housing options in the Downtown through mixed-use and multi-unit residential zoned development. (Sector Plan at p. 8).*

- *Provide a sufficient supply of housing to serve Bethesda's existing and future job growth. (Sector Plan at p. 8).*
- *Support a consolidated, long-term retail solution for districts with unmet retail demand. These districts include Arlington South, Bethesda Row, Wisconsin Avenue North and Pearl District. (Sector Plan at p. 8).*
- *Encourage mixed-use development to allow development to adapt to market conditions. (Sector Plan at p. 14)*
- *Create new civic gathering spaces in the expanded centers of activity. (Sector Plan at p. 14)*

As noted, the 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. To the extent that Option A is implemented, the Project will also provide the Eastern Greenway, with an expanded civic green on Parking Lot 24 and a new neighborhood green on Parking Lot 10.

The Project will locate up to 620 new residential units on the Properties in the form of both multi-family living units and townhouse units, and up to 42,500 square feet of retail floor area within two blocks of the future entrances to the Bethesda Metro Station and the Purple Line that are being constructed at Wisconsin Avenue and Elm Street with the 7272 Wisconsin Avenue project. The Project will provide 15 percent of its dwelling units as MPDUs, so that new affordable housing units will also be placed to take best advantage of existing and planned transit resources and infrastructure. There will be a variety of unit types and sizes (*i.e.*, multi-family living units and townhouse living units with a range of bedroom counts). This diversified mix of housing will help meet the Sector Plan goal of significantly increasing housing stock in an area zoned for multi-unit development near the primary transit hub of downtown Bethesda.

Ground floor retail of up to 7,500 square feet is proposed in the West Side Project. For the East Side Project, up to 35,000 square feet of floor area for retail use is proposed. One of the primary purposes of the retail is to draw pedestrians up Bethesda Avenue from the Bethesda Row District, toward the eastern terminus of Bethesda Avenue at Wisconsin Avenue and the Farm Women's Cooperative Market.

- *On private property, provide a minimum of 35 percent green cover, which may include either singularly or a combination of the following: intensive green roof (6 inches or deeper) on 35 percent of rooftop; tree canopy cover on 35 percent of landscape; a combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater. (Sector Plan at p. 15).*
- *Provide soil volumes for canopy trees of no less than 600 cubic feet. (Sector Plan at p. 16).*
- *When practical, incorporate vegetation into stormwater management facilities. (Sector Plan at p.16).*
- *Prioritize street tree planting along existing and proposed bicycle networks, creating green corridors. (Sector Plan at p. 16)*
- *Bury overhead wires to avoid conflicts with street trees. (Sector Plan at p. 16).*
- *Reduce impervious cover to maximize infiltration and /or green space. (Sector Plan at p. 16).*
- *Utilize environmental site design for parks and open space where it can be interpreted for community education. (Sector Plan at p. 16).*
- *In the High Performance Area, buildings must meet the public benefits category for CR Energy Conservation and Generation 59-4.7.3.F.3. An optional method building over 4 stories must exceed the current ASHRAE 90.1 requirements by at least 15 percent. Should the County approve*

alternative or additional standards, similar improvements in efficiency should be required. (Sector Plan at p. 17).

The assembled Properties are predominantly covered with impervious surfaces and lack contemporary stormwater management features. However, the Project proposes a variety of techniques that will vastly improve the environmental condition of the Properties. Micro-bioretenion planter boxes and green roofs will be utilized to treat stormwater for the Project. After stormwater is treated, it will be conveyed to the existing public storm drain system via on-site storm drains. Implementation of these facilities will provide "ESD to the MEP" and effectuate a significant reduction in impervious surface. Both the West Side Project and the East Side Project will meet the minimum 35 percent green cover requirement. Street trees will be planted and utilities will be relocated underground along all Project frontages. It is anticipated that soil volumes of at least 600 cubic feet will be provided for canopy trees. Both the West Side Project and the East Side Project will achieve 15 public benefit points in the "energy conservation and generation" category (as described below in Section IV).

- *Provide each center with a gathering space appropriate to the character of the area. (Sector Plan at p. 17).*
- *Link streets, through-block connections, greenways and trails to create a well-connected network. (Sector Plan at p. 17).*
- *Transition to surrounding neighborhoods with green open space amenities and civic buffers. (Sector Plan at p. 17).*
- *Connect the proposed Capital Crescent Central Civic Green along Bethesda Avenue to the reimagined Farm Women's Cooperative Market. (Sector Plan at p. 17).*
- *Transition to surrounding neighborhoods with green open space amenities and civic buffers. (Sector Plan at p. 17).*
- *Design signature buildings that integrate design and sustainability innovation to occupy the symbolic center and surround civic gathering spaces. (Sector Plan at p. 17).*
- *Establish a green connector along the eastern edge of the Plan area to provide open space, pathways, environmental benefits and a transition to adjacent neighborhoods. Allow a range of building heights dependent on the amount of green space dedicated. (Sector Plan at p. 17).*
- *Balance development with transitions to single-unit residential neighborhoods surrounding the Sector Plan area in residential and edge districts, such as Battery Lane, Arlington North, South Bethesda and Eastern Greenway. (Sector Plan at p. 17).*
- *Support each of the three centers (Woodmont Triangle, Bethesda Row and Wisconsin Avenue corridor) with civic gathering spaces by providing civic greens in each center. (Sector Plan at p. 18).*
- *Create livable communities and appropriate transitions by greening and buffering the edges. (Sector Plan at p. 18).*
- *Create green neighborhood parks. (p. 18)*
- *Convert county owned surface parking lots to parkland/neighborhood greens to the maximum extent feasible. (p. 18)*

As noted, the 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. To the extent that the Applicants are able to implement the Option A alternative, the redevelopment of Parking Lot 24 and Parking Lot 10 will result in the creation of the Eastern Greenway, which will provide an even more expansive gathering space for this area of Downtown Bethesda by converting existing County-owned surface parking lots to park uses.

The Project will improve the streetscape along the entirety of the assembled frontage of the Properties, representing a vast improvement from the sidewalks present today (which are narrow and, in most cases, still comprised of concrete that abuts directly against the curb). In addition, the revitalization of the Farm Women's Cooperative Market will create a new through connection and the Option A alternative, if implemented, will provide important new linkages through and around the new Eastern Greenway.

The West Side Project will improve the streetscape along the West Side Properties' frontage on Bethesda Avenue to provide a wider sidewalk complete with brick pavers and street trees. Those improvements, along with the improvements occurring elsewhere along Bethesda Avenue, will provide a better pedestrian connection from the Capital Crescent Central Civic Green, up Bethesda Avenue, to Wisconsin Avenue and the Farm Women's Cooperative Market.

The Applicants are proposing signature tall buildings at the key intersection of Bethesda Avenue and Wisconsin Avenue directly across from the proposed civic gathering space at the Farm Women's Cooperative Market, and directly adjacent to the Farm Women's Cooperative Market at 7121 Wisconsin Avenue. The buildings will incorporate design and sustainable innovation with distinctive architecture and stormwater controls integrated into, and doubling as, site amenities.

B. Sector Plan – Wisconsin Avenue Corridor District

- *Encourage infill and reinvestment on underutilized commercial sites and surface parking lots. (Sector Plan at p. 97).*

Substantial portions of the Properties located on the west and east sides of Wisconsin Avenue that are the subject of this Sketch Plan Application are comprised of significantly underutilized commercial sites with surface parking and large impervious spaces. The Project proposes mixed-use high-rise development on the West Side Properties and the East Side Properties, which will allow the Applicants to provide the "civic green" space envisioned on the Farm Women's Cooperative Market site and, potentially, the Eastern Greenway.

- *Encourage mixed-income/affordable housing near transit stations. (Sector Plan at p. 97).*

Consistent with the Sector Plan's vision of providing housing opportunities for all income levels through greater building heights, the Project takes full advantage of the recommended heights to provide housing in close proximity to the new southern entrance to the Bethesda Metro Station and future entrance to the Purple Line. A variety of unit types and sizes are proposed across the Project, along with 15 percent MPDUs.

- *Provide zoning recommendations that allow signature tall buildings at major civic spaces in the established centers. (Sector Plan at p. 93).*

The Project takes advantage of the additional height designated by the Sector Plan, particularly if the West Side Properties develop in a manner that benefits the Farm Women's Cooperative Market and if the 7121 Wisconsin Avenue site develops with the Farm Women's Cooperative Market, to provide two mixed-use (*i.e.*, ground floor retail and multi-family above) towers that will frame and highlight the "civic green" at the Farm Women's Cooperative Market, which is an important junction at Wisconsin and Bethesda Avenues.

- *Develop compact nodes that place the highest intensity in those centers, provide distinctive infill buildings and step down to lower densities and heights near the edges. (Sector Plan at p. 97).*

- *Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods. (Sector Plan at p. 104)*
- *Provide building articulation such as step backs, glazing and material changes. (Sector Plan at p. 104).*

The Project will provide "distinctive infill building[s]" located at the critical intersection of Wisconsin and Bethesda Avenues. The buildings in the immediate vicinity of the Properties are mostly high- and mid-rise, but for years the Properties have remained under-utilized as one- and two-story retail buildings with surface parking. At the West Side Properties, the West Side Project will replace these low-scale buildings with a distinctive high-rise infill building that will decrease in height from its northeast corner to its southwest corner to blend with the lower scale buildings to the south and west. On the East Side Properties, both Option A and Option B will facilitate the creation of buildings that have been designed to architecturally complement the Farm Women's Cooperative Market and to provide appropriate transitions in mass and height as one moves from the more vibrant Wisconsin Avenue corridor to the single family residences in the Town of Chevy Chase to the east.

- *Improve and enhance underutilized private owned public use spaces. (Sector Plan at p. 93)*

As discussed, the Project proposes to improve the Farm Women's Cooperative Market into the "civic green" envisioned by the Sector Plan. This space is significantly underutilized today, with the market open only three days/week. Through improvements both to the building and site area, this space will become a more open, usable space, even more important given its location at the terminus of Bethesda Avenue into Wisconsin Avenue.

- *Provide new civic gathering spaces. (Sector Plan at p. 97).*

As described above, the Joint Venture proposes improvements to the Farm Women's Cooperative Market to help achieve the Sector Plan's desired "civic green". To the extent that Columbia Realty and its affiliates are able to agree to a general development agreement with MCDOT, a more expansive civic green will be provided on Parking Lot 24 in connection with the creation of the Eastern Greenway.

- *Improve the pedestrian environment with upgraded streetscapes. (Sector Plan at p. 97).*

The Project will improve the pedestrian environment with upgraded streetscapes along the frontages of the Properties on both sides of Wisconsin Avenue, Bethesda Avenue, Miller Avenue, Willow Lane and, potentially, along 46th Street and Walsh Street. The streetscape will provide Bethesda streetscape with a clear sidewalk zone of 10 feet along all frontages, plus an additional six-foot planting area for street trees located within open tree boxes with understory planting. There will be benches, trash receptacles, and light fixtures, vastly improving the pedestrian experience along the frontages of Properties.

- *Create . . . new civic gathering spaces in the form of civic green space/parks at the Farm Women's Cooperative Market site . . . (Sector Plan at p. 97).*

As noted, the 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. Should Option A be implemented, the creation of the Eastern Greenway will result in an even more expansive civic gathering space.

- *Emphasize mixed land uses focused on employment and high density residential. (Sector Plan at p. 97).*

The Project proposes two mixed-use, ground floor retail with residential above, buildings, one on each side of Wisconsin Avenue. This fulfills the vision for high density residential while also providing employment at the retail stores and other non-residential spaces that may be present in the Project.

- *Allow an increase in the maximum allowable building height to 225 feet if the property redevelopments in a manner that benefits the Farm Women's Cooperative Market to the east. (Sector Plan at p. 101).*

WAP-FP, the owner and/or contract purchaser of the West Side Properties, is one-half of the Joint Venture that proposes to improve the Farm Women's Cooperative Market in order to achieve the Sector Plan's vision for a "civic green" on that site. As a result, WAP-FP proposes a maximum building height of 225 feet for the West Side Project, though this steps down to 200 feet at the southwest corner on the current 4705 Miller Avenue property.

- *Allow an increase in the maximum allowable building height to 175 feet if the property redevelops as a joint development with the Farm Women's Cooperative Market to the north. (Sector Plan at p. 102).*

Both Option A and Option B involve the joint redevelopment of the 7121 Wisconsin Avenue site with the Farm Women's Market Cooperative, justifying a maximum height of 175 feet for the new building on the 7121 Wisconsin Avenue portion of the site.

- *Create green, active and walkable sidewalks that are designed to balance pedestrian and retail activity with vehicular and BRT traffic along this major corridor. (Sector Plan at p. 103).*

Ground-floor retail is proposed throughout the Project, activating both the east and west sides of Wisconsin Avenue and Bethesda Avenue. At the West Side Project, wide sidewalks (10 feet on Wisconsin, eight feet on Bethesda, and six feet on Miller) will vastly improve the pedestrian experience along all three of the West Side Properties' right-of-way frontages. At the East Side Project, wide sidewalks (*i.e.*, 10 feet) are also anticipated along Wisconsin Avenue. On Willow Lane, a pedestrian zone of eight feet is anticipated for the sidewalk. On 46th Street, Leland Street, and Walsh Street, pedestrian zones of approximately six feet are anticipated.

- *Provide a planting and furnishing buffer between sidewalks and street traffic. (Sector Plan at p. 103).*

The Project proposes a planting and furnishing buffer along right-of-way frontages per the Bethesda streetscape standard and Design Guidelines, as described above.

- *Ensure a clear pedestrian pathway. (Sector Plan at p. 103).*

As described above, the existing sidewalks along the Project's frontages are generally still narrow, concrete walkways directly adjacent to vehicular traffic. The Project proposes to significantly widen the sidewalks, improving them with Bethesda brick pavers, street trees, lighting, and seating to vastly improve the pedestrian experience.

- *Allow space for various activities, such as outdoor dining in retail focus areas, and provide planting and seating along remaining sections of the street. (Sector Plan at p. 103).*

All of the Project's right-of-way frontages will be improved with Bethesda standard streetscape, including street trees and seating. Ground-floor retail is proposed throughout the Project as well, which will activate the streetscape and further the pedestrian experience.

- *Create major civic gathering spaces as the hinge between Wisconsin Avenue, Norfolk Avenue and Bethesda Avenue. (Sector Plan at p. 103).*

As detailed above, the Project proposes improvements to the Farm Women's Cooperative Market to achieve the "civic green" envisioned by the Sector Plan.

- *Enhance the Farm Women's Cooperative Market as both a market and a public space connected to Bethesda Avenue and the Bethesda Row district. (Sector Plan at p. 103).*

As discussed, the improved Farm Women's Cooperative Market will provide an open, inviting site design to engage with the surrounding office, retail, residential, park space and urban streetscapes. This space is significantly underutilized today, with the market open only three days per week. Through improvements both to the building and site area, this space will become a more open, usable space, helping to activate the Farm Women's Cooperative Market and weave it into the fabric of the Wisconsin Avenue Corridor and Bethesda Row Districts.

- *Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces. (Sector Plan at p. 104).*

As previously stated, both the East Side Project and the West Side Project have been designed to achieve compatibility with the Farm Women's Cooperative Market site and other surrounding buildings and open spaces. Under both Option A and Option B, the Applicants propose to relocate the Farm Women's Cooperative Market building on the site to showcase this historic structure in relation to the larger-scaled new development to the south and, potentially, to the east, and to create an improved open space experience.

- *Provide visual interest along the corridor by highlighting significant points with increased height. (Sector Plan at p. 104).*

The Applicants propose a building with a maximum height of 225 feet at the corner of Wisconsin and Bethesda Avenue highlighting this intersection as a significant point in the Wisconsin Avenue Corridor. Together with the redevelopment of 7121 Wisconsin Avenue, the buildings will highlight and frame the re-envisioned Farm Women's Cooperative Market and "civic green".

- *Provide increased height at the transit gateways to the Metrorail and Purple Line stations. (Sector Plan at p. 104).*

Consistent with the Sector Plan's vision of providing housing opportunities for all income levels through greater building heights, the Project takes full advantage of the recommended heights to provide housing in close proximity to the new southern entrance to the Bethesda Metro Station and future entrance to the Purple Line.

- *Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue. (Sector Plan at p. 104).*

Both the West Side Project and East Side Project (under both Options A and B) will provide 15 percent MPDUs across a variety of unit types and sizes. It is only by virtue of the additional height permitted by

the Sector Plan (for redeveloping in a manner that benefits the Farm Women's Cooperative Market for the West Side Properties, and for redeveloping with the Farm Women's Cooperative Market for 7121 Wisconsin Avenue) that the Joint Venture will be able to improve the Farm Women's Cooperative Market into the "civic green" envisioned by the Sector Plan.

C. Sector Plan – Bethesda Row District:

- *Preserve the human-scale and mixed-use character of the neighborhood. (Sector Plan at p. 106).*
- *Continue the main street shopping character along Bethesda Avenue consistent with recent development. (Sector Plan at p.106).*
- *Maintain the district's human-scaled design and character in new developments. (Sector Plan at p. 108).*
- *Design new buildings to reflect the successful approaches to building articulation, material and street frontage seen throughout Bethesda Row. (Sector Plan at p. 108)*

With the West Side Project, the Project will preserve the human-scale and mixed-use character of the existing Bethesda Row neighborhood, within which the West Side Project is located. The Sector Plan describes the Bethesda Row District as the "heart of Downtown Bethesda" and a "regional destination and model for placemaking . . . [featuring] thriving retail [and] human-scaled design" in an "active" environment. See Sector Plan at p. 106. For this area, the Applicants propose a mixed-use residential/retail building with 21 floors of multi-family living above ground floor retail. A 5-story base and tower setback will give the West Side Project a human-scale feel in spite of its height. The West Side Project will follow in the footsteps of recently constructed buildings in the Bethesda Row District such as The Darcy and The Flats, which respond to their location spanning and bridging the Bethesda Row and Wisconsin Avenue Corridor districts.

The West Side Project also includes ground floor retail along the Bethesda Avenue and Wisconsin Avenue frontages, extending the main street shopping character along Bethesda Avenue. The ground floor primarily will consist of retail establishments with canopies and signage as well as outdoor seating.

Additionally, as all vehicular access for this portion of the Project is proposed to be from Miller Avenue, Bethesda Avenue and Wisconsin Avenue frontages will be wholly pedestrian allowing for an uninterrupted pedestrian retail experience along the block.

- *Improve bike facilities and connectivity throughout the district. (Sector Plan at p. 106).*

Both the Sector Plan and the Planning Board Draft Bicycle Master Plan (May 2018, currently under review at the Montgomery County Council) recommend separated bike lanes along Bethesda Avenue, currently proposed to be on the north side of Bethesda Avenue between Woodmont and Wisconsin Avenues. The West Side Project accommodates future provision of these bike lanes.

D. Sector Plan – Eastern Greenway District:

- *Make the best use of land near the Bethesda Metrorail Station and future Purple Line station by promoting redevelopment of underutilized properties and private surface parking lots. Parking Lot District (PLD) lots 10, 24, 25 and 44 should be converted to parks to the maximum extent feasible. The parking needs of neighborhood businesses that rely on these lots should be addressed and parking replaced where necessary. (Sector Plan at p. 133).*
- *Provide a compatible transition between higher density development along Wisconsin Avenue and the East Bethesda and Town of Chevy Chase neighborhoods. (Sector Plan at p. 133).*

- *Provide a green connector and a transition along the eastern edge of the Sector Plan area. (Sector Plan at p. 133)*
- *The greenway should be designed to accommodate elements such as tree canopy and vegetation; wide pathways; seating; stormwater management; and activity space, such as small play area, exercise stations and community gardens. (Sector Plan at p. 136).*
- *Activate ground floors of buildings facing onto the greenway, provide entries, articulate/step back upper floors and encourage balconies to ensure that the greenway facing façade is compatible with adjacent neighborhoods and is not designed as the back of the building. (Sector Plan at p. 136).*
- *Encourage a larger destination park adjacent to the Farm Women's Cooperative Market on Parking Lot 24 to provide green space and programming within a short walk of the future Metrorail station entrance and Purple Line station. (Sector Plan at p. 136).*
- *Allow structural parking to be building underneath the greenway or neighborhood green with sufficient soil depth for tree planting. (Sector Plan at p. 136).*

Parking Lot 24 and Parking Lot 10 are located within the Eastern Greenway District, and are subject to a variety of specific recommendations that are intended to guide the conversion of these existing County surface parking lots into parks and neighborhood greens. Option A, which includes these County properties, has been designed to create these new parks and neighborhood greens to the maximum extent feasible while also providing a development program that is capable of creating the economic returns that are necessary to support constructing a major underground parking garage, and that addresses other Sector Plan objectives and County priorities. Under Option A, the East Side Project would relocate existing public parking spaces underground, with portions of the new garage located beneath the 7121 Wisconsin Avenue and Farm Women's Market Cooperative sites so that areas can be retained on the parking lot sites that have sufficient soil depth to accommodate large trees. Parking Lot 24 would be converted into an active park setting with walks and paths that promote connectivity through and around the site, with additional activation provided by entries for the stand-alone retail pavilion, the new multi-family residential building, and new townhouse units that will be provided with the East Side Project. Like the Farm Women's Cooperative Market, the park on Parking Lot 24 will have the ability to accommodate programmed events, resulting in an expanded civic green. Parking Lot 10 will be a more passive neighborhood green space that can be used for small scale gathering and recreation. Both park spaces would feature a variety of trees, plantings and seating features, as well as other amenities, as recommended by the Sector Plan.

E. Design Guidelines

The proposed Sketch Plan has also been designed to achieve general consistency with the Design Guidelines, which track the recommendations of the Sector Plan. The Project will provide architecture that responds to the Design Guidelines, as described above. Similarly, with respect to site design, the Project will provide new open spaces, landscaping and streetscaping that is consistent with the Design Guidelines in new "civic green"-like spaces, parks, neighborhood greens, and sidewalk areas.

IV. ZONING ORDINANCE CONFORMANCE

A. Purposes

Section 59-4.5.1 of the Zoning Ordinance provides that the Commercial/Residential zones (including the CR and the CRT zones) are intended to permit a mixture of residential and nonresidential uses at varying densities and heights, in order to promote economically, environmentally, and socially sustainable

development patterns where people can live, work, recreate, and access services and amenities. More specifically, Section 59-4.5.1.A lists the following intents and purposes:

- (1) *Implement the recommendations of applicable master plans;*
- (2) *Target opportunities for redevelopment of single-use commercial areas and surface parking lots with a mix of uses;*
- (3) *Encourage development that integrates a combination of housing types, mobility options, commercial services, and public facilities and amenities, where parking is prohibited between the building and the street;*
- (4) *Allow a flexible mix of uses, densities, and building heights appropriate to various settings to ensure compatible relationships with adjoining neighborhoods;*
- (5) *Integrate an appropriate balance of employment and housing opportunities; and*
- (6) *Standardize optional method development by establishing minimum requirements for the provision of public benefits that will support and accommodate density above the standard method limit.*

For the CRT Zone, Section 59-4.5.1.C provides the following additional intent:

The CRT Zone is intended for small downtown, mixed-use, pedestrian-oriented centers and edges of larger, more intensive downtowns. Retail tenant ground floor footprints are limited to preserve the town center scale. Transit options may include light rail, Metro, and bus.

For the B Overlay Zone, Section 4.9.2.A states as follows:

The purpose of the B Overlay Zone is to implement the recommendations of the Bethesda Downtown Plan as it relates to density, building heights, affordable housing, parks, and design.

As discussed in Section III above, the Project furthers the applicable general and specific goals, recommendations, and objectives of the Sector Plan and the Design Guidelines for the Properties. The Project also satisfies the Zoning Ordinance requirements for development in the CR, CRT, and B Overlay Zones, as discussed below. The Properties are predominantly improved with a collection of outdated commercial buildings and surface parking lots that are ripe for redevelopment. Furthermore, the Sector Plan has created a new vision for this important node at Wisconsin Avenue and Bethesda Avenue and includes specific recommendations for transforming the Farm Women's Cooperative Market and, if possible, the existing County parking lots into a more vibrant "civic green"-like area, potentially including new parks and open spaces in the Eastern Greenway District. The Sketch Plan embraces the objectives of the CR, CRT, and B Overlay Zones by providing two coordinated design alternatives that will allow for the comprehensive redevelopment of this area of Downtown Bethesda in accordance with the Sector Plan. Both options allow for the following zoning objectives to be achieved: (i) the integration of a combination of housing types (*i.e.*, multi-family, townhouse, and affordable units) with commercial services, public facilities and amenities in proximity to existing and future transit infrastructure; (ii) the prohibition of parking between buildings and streets, with new buildings placed at the required build-to lines and parking provided in underground garages; (iii) a balance between new residential and commercial uses; and (iv) the provision of public benefits to support density above the standard method. As outlined in the Public Benefit Points Analysis included with the Application and further described below, the Project will provide more than the minimum 100 required public benefit points.

The Project, as noted, will provide market-rate residential units in a variety of building types (*i.e.*, multi-family and townhouses) and unit types (one-, two-, and three-bedrooms), as well as 15 percent MPDUs, offering housing opportunities for a range of demographics and incomes proximate to the numerous transit options, employment opportunities, and attractions in Bethesda. The proposed retail uses on the

ground floor of the multi-family buildings and, potentially, additional retail space under Option A will provide an opportunity to enliven the area surrounding the entire Project, with building entrances placed to activate street frontages and new open spaces. The Project facilitates improved pedestrian and vehicular circulation, and will provide streetscape improvements along the Property frontages on Bethesda, Wisconsin and Miller Avenues, Willow Lane and, potentially under Option A, 46th and Leland Streets. Underground vehicular parking will be provided to meet market demands and, under Option A, to achieve the full relocation of the existing surface parking spaces on Parking Lot 24 and Parking Lot 10. The Project does not propose any parking between the building and the street frontages.

With respect to maximum building heights, in accordance with the Sector Plan objectives described above, the Project proposes two tall, signature multi-family residential buildings with mixed-use space (*i.e.*, ground floor retail). The proposed building heights allow for architecture and densities that adhere to the Sector Plan's vision for the physical form of development in Downtown Bethesda. Taller buildings and greater densities on Wisconsin Avenue, particularly near the future Metrorail station and Purple Line entrances, will allow lower densities to be placed elsewhere in Bethesda, including at transition areas along the eastern side of the Project. The Project is designed to complement existing buildings in the Wisconsin Avenue Corridor and Bethesda Row Districts, providing taller building masses along Wisconsin Avenue amidst other high- and mid-rise buildings in the area that are facilitated in part by the plans for the renovation of the Farm Women's Cooperative Market. The Project utilizes the FAR averaging and B Overlay Zone density provisions in order to provide more density along Wisconsin Avenue in accordance with the Sector Plan recommendations and, overall, will result in a vibrant mixed-use development that significantly improves the streetscape and pedestrian environments.

In addition to helping to meet the need for housing in Downtown Bethesda, the Project will also provide new employment opportunities and, potentially, a destination retail pavilion adjacent to the revitalized Farm Women's Cooperative Market site. New retail and commercial uses will be drawn to the transit-oriented housing and significant open spaces that are proposed with the Project. With respect to new employment opportunities, the Project will provide up to 42,500 square feet of retail space at the ground level of the new multi-family buildings and in the potential stand-alone retail pavilion under Option A, with the final amount determined by the market and specified at the time of Certified Site Plan. The mixed-use development will also help strengthen the lower part of the Wisconsin Avenue Corridor and Bethesda Row by attracting new residents and employees to patronize local businesses.

B. Optional Method Development – General Requirements

Section 59-4.5.4.A of the Zoning Ordinance lists the general requirements for development under the optional method in the CR and CRT zones. The Sketch Plan meets all the general requirements, as follows:

i. Procedure for Approval.

The submittal of this Application and accompanying materials satisfies this requirement. Following Sketch Plan review and approval, the Applicants will file Preliminary Plan and Site Plan applications, with each side of Wisconsin Avenue proceeding separately for those subsequent applications, in order to implement the approved Sketch Plan.

ii. Public Benefit Points and Categories.

The Sketch Plan application includes a preliminary Public Benefit Points Analysis that outlines how both of the coordinated design alternatives for the optional method redevelopment of the Properties will achieve public benefits points in order to realize the maximum permitted density on the Property. The

Project is anticipated to provide in excess of the minimum 100 public benefit points required from at least four benefit categories, as outlined in the Public Benefit Points Analysis included with the Application. All public benefits will comply with the specifications prescribed by the CR Zone Incentive Density Implementation Guidelines, and will be further detailed and refined at the time of Site Plans.¹⁴

The anticipated preliminary public benefits points that will be achieved include the following:

PUBLIC BENEFIT POINTS - WEST SIDE

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - Farm Womens Market Site*	70	35
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	10	10
4.7.3.E Quality Building and Site Design	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Terminations	30	1.5
4.7.3.F. Protection and Enhancement of the Natural Environment	Energy Conservation and Generation	15	15
4.7.3.F. Protection and Enhancement of the Natural Environment	Vegetated Roof	15	15
Total Points			107

*Half of Farm Womens Market Site's total Public Benefit points

**PUBLIC BENEFIT POINTS - EAST SIDE - OPTION A
ZONES: CR-3.0, CRT-0.5**

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - Farm Womens Market Site*	70	35
4.7.3.A - Major Public Facilities	Major Public Facilities - Civic Green (Option A - East Side)**	40	40
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	10	10
4.7.3.E Quality Building and Site Design	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Terminations	30	1.5
4.7.3.F. Protection and Enhancement of the Natural Environment	Energy Conservation and Generation	15	15
4.7.3.F. Protection and Enhancement of the Natural Environment	Vegetated Roof	15	15
Total Points			147

*Half of Farm Womens Market Site's (70) total Public Benefit points

** (40) Total points in CRT Zone for proposed Civic Green

**PUBLIC BENEFIT POINTS - EAST SIDE - OPTION B
ZONE: CR-3.0**

PUBLIC BENEFIT	SUB-CATEGORY	POINTS POSSIBLE	POINTS PROPOSED
4.7.3.A - Major Public Facilities	Major Public Facilities - Farm Womens Market Site*	70	35
4.7.3.C - Connectivity and Mobility	Minimum Parking	10	10
4.7.3.E Quality Building and Site Design	Exceptional Design	10	10
4.7.3.E Quality Building and Site Design	Structured Parking	20	20
4.7.3.F. Protection and Enhancement of the Natural Environment	Building Lot Terminations	30	1.5
4.7.3.F. Protection and Enhancement of the Natural Environment	Energy Conservation and Generation	15	15
4.7.3.F. Protection and Enhancement of the Natural Environment	Vegetated Roof	15	15
Total Points			107

*Half of Farm Womens Market Site's (70) total Public Benefit points

¹⁴The Public Benefit Points Analysis is a work-in-progress and the points will be further updated and refined at the time of Site Plans.

iii. Building Type.

The Project proposes multi-use, townhouse, and general building types, as defined in Section 59-4.1.6 of the Zoning Ordinance. Section 59-4.5.4.A.3 notes that all building types allowed in the Zoning Ordinance are allowed in the CR and CRT zones under the optional method of development.

iv. Compatibility Standards.

Section 59-4.1.8.A contains setback compatibility standards, and Section 59-4.1.8.B contains height compatibility standards. However, Section 59-4.1.8.A only applies to CR- and CRT-zoned properties that abut land in an Agricultural, Rural Residential, or Residential zone that is vacant or improved with an agricultural or residential use, and that proposes development of an apartment, multi-use, or general building type. None of the Properties abut land of this type. Section 59-4.1.8.B applies to CR- and CRT-zoned properties that abut or confront land that is vacant or improved with an agricultural or residential use, and that propose development of any building type. Here, under Option A, the portions of the East Side Project located on Parking Lot 24 and Parking Lot 10 will confront land in the R-60 residential zone across 46th Street and Willow Lane. As such, the building heights for development on Parking Lot 24 and Parking Lot 10 would be subject to a 45 degree angular plane that would be measured from 35 feet (*i.e.*, the height allowed for a detached house in the confronting R-60 zone) at the front or side street setback line. The development standards tables for the Sketch Plan confirm that the East Side Project under Option A has been designed to comply with this angular plane requirement for Parking Lot 24 and Parking Lot 10.

C. Optional Method Development – Development Standards

Section 59-4.5.4.B of the Zoning Ordinance lists the standards applicable to development under the optional method in the CR and CRT zones. The Sketch Plan complies with these development standards, as described and delineated below and in the referenced development standards tables.

i. Open Space.

The net site area of the Properties is approximately 196,346 square feet and the Properties front on four or more rights-of-way. Therefore, 10 percent of the net lot area is required to be provided as public open space. The Public Open Space Exhibit submitted with the Applications demonstrates that at least 10 percent public open space will be provided for the Properties, with final open space to be provided to be determined at the time of each applicable Site Plan.

ii. Lot, Density, and Height.

The Project utilizes the optional method of development and proposes to develop the Properties with up to approximately 2.51 FAR overall under Option A, with up to approximately 2.36 FAR (*i.e.*, 620 dwelling units) in overall residential use and up to approximately 0.15 FAR in overall non-residential use. Under Option B, up to approximately 5.06 FAR overall would be provided on the entire site (excluding Parking Lot 24 and Parking Lot 10), with up to approximately 4.90 FAR (*i.e.*, 230 dwelling units) in overall residential use and up to approximately 0.16 FAR in overall non-residential use. Both Option A and Option B will comply with the maximum heights permitted for the Properties under the mapped zoning and the Sector Plan.

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iii. Placement.

Section 59-4.5.4.B.3 provides that setbacks for principal buildings, accessory structures, and parking are to be established by the site plan approval process. As noted, the Project proposes generous sidewalks along Wisconsin, Bethesda, and Miller Avenues, Willow Lane and, potentially, along 46th Street and Leland Street, but these and other relevant features will be detailed at the time of Site Plans.

iv. Form.

Section 59-4.5.4.B.4 provides that form standards are established by the Site Plan approval process and must address, at a minimum, transparency, blank walls, and active entrances. While the Project proposes significant glass features at the ground-floor level for transparency as well as activating features on the ground-floor level, all of these features will be detailed at the time of Site Plans.

Data Table - Overall Option A

ZONES: CR-3.0, CRT-0.5

<u>Project Property Area</u>	<u>Square Feet</u>	<u>Acres</u>
Gross Tract Area	275,368	6.32
Previous Dedication		
Total Net Area of Sketch Plan	196,346	4.51

Gross Tract Area By Zone

			<u>Square Feet</u>	<u>Acres</u>
①	CR-3.0	C-3.0, R-2.75, H-225	29,414	0.68
②	CR-3.0	C-3.0, R-2.75, H-200	2,460	0.06
③	CR-3.0	C-3.0, R-2.75, H-35	46,832	1.08
④	CR-3.0	C-3.0, R-2.75, H-175	27,506	0.63
⑤	CRT-0.5	C-0.25, R-0.5, H-70	155,734	3.58
⑥	CR-3.0	C-2.0, R-2.75, H-90	13,422	0.31
TOTAL			275,368	6.32

<u>Density Total</u>	<u>Permitted (SF)</u>	<u>Proposed (SF)</u>
Non-Residential		42,500
Residential		650,000
Other		n/a
Total Density Not to Exceed		692,500

<u>Height by Zone</u>	<u>Permitted (Ft)</u>	<u>Proposed (Ft)</u>
① CR-3.0	225	225
② CR-3.0	200	200
③ CR-3.0	35	35
④ CR-3.0	175	175
⑤ CRT-0.5	70	70
⑥ CR-3.0	90	90

Public Open Space & Common Open Space

	<u>Required</u>	<u>Proposed</u>
10%	19,635	24,282
12%		

Parking Spaces

	<u>Min</u>	<u>Max</u>
Non-Residential	TBD AT SITE PLAN	
Residential	TBD AT SITE PLAN	
Total	TBD AT SITE PLAN	

Data Table - Overall Option B

ZONES: CR-3.0

<u>Project Property Area</u>	<u>Square Feet</u>	<u>Acres</u>
Gross Tract Area	106,212	2.44
Previous Dedication		
Total Net Area of Sketch Plan	67,472	1.55

Gross Tract Area By Zone

①	CR-3.0	C-3.0, R-2.75, H-225	29,414	0.68
②	CR-3.0	C-3.0, R-2.75, H-200	2,460	0.06
③	CR-3.0	C-3.0, R-2.75, H-35	46,832	1.08
④	CR-3.0	C-3.0, R-2.75, H-175	27,506	0.63
TOTAL			106,212	2.44

<u>Density Total</u>	<u>Permitted (SF)</u>	<u>Proposed (SF)</u>
Non-Residential		16,700
Residential		520,000
Other		n/a
Total Density Not to Exceed		536,700

<u>Height by Zone</u>	<u>Permitted (Ft)</u>	<u>Proposed (Ft)</u>
① CR-3.0	225	225
② CR-3.0	200	200
③ CR-3.0	35	35
④ CR-3.0	175	175

<u>Public Open Space</u>	<u>Required</u>	<u>Proposed</u>
	10% 6,747	25% 17,156

<u>Parking Spaces</u>	<u>Min</u>	<u>Max</u>
Non-Residential	TBD AT SITE PLAN	
Residential	TBD AT SITE PLAN	
Total	TBD AT SITE PLAN	

V. FINDINGS FOR APPROVAL

Section 59-7.3.3.E of the Zoning Ordinance sets forth the findings that the Planning Board must make to approve a Sketch Plan application. As described herein below, the proposed Project – under either Option A or Option B – will satisfy each applicable requirement listed in Section 59-7.3.3.E.

- (1) *[The Sketch Plan must] meet the objectives, general requirements, and standards of this Chapter;*

The Project complies with all specific requirements applicable to optional method development in the CR and CRT zones, and with the specific requirements for development in the B Overlay Zone. The specific requirements – and the Project's conformance thereto – have been described in Section IV herein.

- (2) *[The Sketch Plan must] substantially conform with the recommendations of the applicable master plan;*

As discussed in detail above in Section III, the Sketch Plan fulfills the Sector Plan's recommendations for the Properties and for the surrounding areas.

- (3) *[The Sketch Plan must] satisfy under Section 7.7.1.B.5 the binding elements of any development plan or schematic development plan in effect on October 29, 2014;*

There is no approved development plan or schematic development plan for the Properties, and therefore this requirement is inapplicable.

- (4) *[F]or a property where the zoning classification on October 29, 2014 was the result of a Local Map Amendment, the Sketch Plan [must satisfy] any green area requirement in effect on October 29, 2014; any green area under this provision includes and is not in addition to any open space requirement of the property's zoning on October 30, 2014;*

The zoning on the Properties on October 29, 2014 was not the result of a Local Map Amendment, and therefore this requirement is inapplicable.

- (5) *[The Sketch Plan must] achieve compatible internal and external relationships between existing and pending nearby development;*

The Project proposes two separate coordinated design alternatives, both of which have been designed to achieve compatible internal and external relationships with existing and future development on- and off-site. Both options propose the development of signature, high-rise, mixed-use buildings (*i.e.*, multi-family residential over ground floor retail) that will provide significant housing amenities in close proximity to the future entrances to the Bethesda Metrorail and Purple Line stations, in furtherance of the Sector Plan's vision for the Wisconsin Avenue Corridor District. These buildings will complement the character of nearby buildings in the Wisconsin Avenue Corridor District, Bethesda Row District, and Eastern Greenway Districts, providing high quality architecture that conforms with the applicable height limitations of the various zones that apply to the Properties and that includes features that will achieve the minimum public benefit points that are required in the B Overlay Zone for exceptional design. In addition, the Project proposes to revitalize the Farm Women's Cooperative Market, provide improved streetscape along all frontages and, under Option A, create new public park and open spaces, a stand-alone retail pavilion that is anticipated to be a major community attraction, and townhomes. All of these features will result in a vibrant, coordinated mixed-use development that provides vital sidewalk and pedestrian improvements to facilitate meaningful connections within the overall Project and with the

surrounding areas, while also creating appropriate transitions to areas outside of the Wisconsin Avenue Corridor. The landscaping, streetscaping, parking, and loading/service areas have been appropriately selected for this prominent intersection of two of Downtown Bethesda's main arteries/thoroughfares that is also in very close proximity to single-family residences in the Town of Chevy Chase.

(6) [The Sketch Plan must] provide satisfactory general vehicular, pedestrian, and bicyclist access, circulation, parking, and loading;

The Applicants' consultants have carefully studied the site circulation, parking, and loading aspects of the overall Project and have determined that these elements of the Sketch Plan will be satisfactory. All of the parking for the Project is proposed to be located underground, under both design alternatives.¹⁵ The vehicular access for the West Side Project, including the entrance to the underground structured parking garage and the immediately adjacent loading and service access, will be from Miller Avenue, allowing the public frontage along Wisconsin Avenue and Bethesda Avenue to remain pedestrian in nature. With Option A, the garage and loading functions for the East Side Project would be accommodated via vehicular entrances on Leland Street and Willow Lane. Under the Option B design alternative, vehicular access (*i.e.*, ingress and egress) for the 7121 Option B Project and for the Farm Women's Cooperative Market building will be provided at the existing curb cut on Wisconsin Avenue via the shared woonerf feature connecting to Willow Lane. Parking and loading for the 7121 Option B Project will be accommodated in the underground garage, and loading functions for the Farm Women's Cooperative Market building will be facilitated via the woonerf.

With respect to pedestrian and bicycle access and circulation, the Project will provide streetscaping along all of the frontages of the Properties to improve the public realm and will create new internal connections through the Farm Women's Cooperative Market (including the shared-use woonerf) and, potentially, through the Eastern Greenway to dramatically enhance the experiences of pedestrians and bicyclists at this prominent location in Downtown Bethesda. Entrances for the proposed buildings will be placed to engage with these upgraded frontages and open spaces and bicycle parking will be provided in accordance with Zoning Ordinance requirements to facilitate pedestrian and cyclist activities.

(7) [The Sketch Plan must] propose an outline of public benefits that supports the requested incentive density and is appropriate for the specific community; and

As noted, the Project is anticipated to provide at least the minimum 100 public benefit points required, as outlined in the Public Benefit Points Analysis included with the Application and described in detail above. This will be updated and refined at the time of Site Plans.

(8) [The Sketch Plan must] establish a feasible and appropriate phasing plan for all structures, uses, rights-of-way, sidewalks, dedications, public benefits, and future preliminary and site plan applications.

The Sketch Plan proposes two alternate, coordinated design approaches for the redevelopment of the Properties, both of which involve the revitalization of the Farm Women's Cooperative Market and one of which – Option A – requires MCDOT, Columbia Realty, and its affiliates to enter into a GDA for the redevelopment of Parking Lot 24 and Parking Lot 10. As stated above, a joint Sketch Plan has been proposed for this initial phase of review in order to: (i) facilitate a comprehensive planned approach for

¹⁵ Final determinations concerning the number of parking spaces, bike storage spaces, and loading spaces for the development on the East Side Properties and the West Side Properties will be confirmed at the time of the Preliminary Plans and Site Plans for those respective portions of the Project, with the final count to be established at the time of Certified Site Plans.

the redevelopment of this critical intersection of Wisconsin and Bethesda Avenues, where future development will frame the Farm Women's Cooperative Market; (ii) allow the Joint Venture formed between the Columbia Realty and WAP-FP to facilitate the sharing of expenses associated with the extensive improvements associated with the Farm Women's Cooperative Market revitalization between two private development projects; and (iii) allow the Applicants to utilize excess, unused density on the Farm Women's Cooperative Market to fill up the maximum building height permitted for 7121 Wisconsin Avenue and the West Side Properties and to share public benefit points for work on the Farm Women's Cooperative Market site. However, because of the complexities involved with the redevelopment of the Farm Women's Cooperative Site and, potentially, also on the County parking lots, there is a need for each component of the overall Project on either side of Wisconsin Avenue to be independently viable from a financing perspective, and to be able to proceed irrespective of the timing of the other component. Thus, the Applicants intend to implement the Project via separate Preliminary Plan and Site Plan applications for the East Side Properties and the West Side Properties.

This separation of the Properties via future Preliminary Plans and Site Plans provides useful flexibility for the Project to be developed incrementally, should the overall development be unable to proceed all at once. Additionally, this separation allows the Planning Board to establish separate conditions of approval for the West Side Project and for the East Side Project, to the extent particular conditions for each component of the Project are warranted. At the same time, with respect to phasing, it is anticipated that the West Side Project will be developed in a single phase. Should development of the East Side Project need to occur in phases due to logistical complexities associated with the proposed work on the Farm Women's Cooperative Market site and on the County surface parking lots (which are in active use), details for any phasing of the East Side Project would be presented at the time of Preliminary Plan and Site Plan review for that component of the Project.

V. MANDATORY REFERRAL

As noted above, portions of the East Side Project under Option A will be located within the boundaries of Parking Lot 24 and Parking Lot 10, which are County-owned properties. Therefore, MCDOT intends to submit an application for Mandatory Referral review in the near future, after MCDOT, Columbia Realty, and its affiliates have entered into a GDA for the redevelopment of the parking lots and specific development plans for the surface parking lots have been sufficiently detailed.

When the Mandatory Referral application is actually submitted, the 2008 Montgomery County Department of Park and Planning Uniform Standards for Mandatory Referral Review (the "Uniform Standards") will provide guidance for the Planning Board's review. The Uniform Standards specifically recommend consideration of the land use and planning aspects identified in this Section (which, to a significant degree, overlap with the criteria that are reviewed with Sketch Plan applications).

At this preliminary juncture, the Applicants believe that the Project will conform with the land use and planning aspects of the Uniform Standards at the time of Mandatory Referral review, to the extent that such aspects are applicable or relevant to the Project. The applicable land use and planning aspects of the Uniform Standards include the following:

A. Master Plan Conformance

The Project has been designed to achieve consistency with the Sector Plan and other applicable plans, as discussed in Section III above.

B. Zoning Ordinance Conformance

The Project is consistent with the intent and the requirements of the zones in which it is located as described in Section IV above, including applicable development standards.

C. Neighborhood Compatibility

The various elements of the proposed Project have been designed to achieve compatibility with surrounding neighborhoods and properties with respect to size, shape, scale, height, arrangement and design of structures as described throughout Sections II, III, and IV above.

D. Adequacy, Safety and Efficiency of Site Design

The locations of all buildings and structures, open spaces, landscaping, recreation facilities, and pedestrian and vehicular circulation systems will be adequate, safe, and efficient, as described in Section II and throughout this Statement. The adequacy, safety, and efficiency of the final site designs for the separate components of the Project will be verified at the time of Site Plans.

E. Compliance with County Code Chapters 22A and 19

With respect to the forest conservation requirements of Chapter 22A, NRI/FSD applications (MNCPPC Plan Numbers 420190570 and 420190620) have been filed in support of the referenced Sketch Plan, as required. With respect to compliance with the erosion, sediment control, and stormwater management requirements of Chapter 19, "ESD to the MEP" is proposed to be achieved through several treatment methods for the redevelopment project. The proposed development will utilize green roof and micro-bioretenion planter boxes to treat runoff from the proposed buildings and surrounding improvements. The treated water will then be conveyed via onsite storm drains to the public storm drain system. There will also be significant reduction of existing impervious area proposed with the creation of new "civic green"-like spaces, parks, neighborhood greenways, and other landscaping elements. Alternative stormwater management measures, such as storm filters or other acceptable practices, will be utilized to capture and treat the remaining ESD volume.

F. Water Quality Plan Compliance

The Properties are not located within a Special Protection Area, and no Preliminary or Final Water Quality Plans are required for evaluation.

G. Necessity for Park Use

This aspect of the Uniform Standards pertains to proposals for dispositions of school sites and, therefore, is not applicable to the subject Mandatory Referral for the Project. However, as noted above, the Applicants have specifically proposed the Option A alternative to convert the existing surface parking lots on Parking Lot 24 and Parking Lot 10 into new parks and neighborhood greens in accordance with the recommendations of the approved Sector Plan.

VI. COMMUNITY OUTREACH

To date, the Applicants have made substantial efforts to engage the local community in the Project. The Applicants held the required pre-submission meeting for the Project at Bethesda-Chevy Chase High School on Thursday, October 4, 2018. This meeting was preceded by informal meetings with Staff of the

Planning Department and other County agencies, the Bethesda Design Advisory Panel, the Bethesda Downtown Implementation Advisory Committee, and others early in the planning process at the time of Concept Plan review. The Applicants also participated in several informal meetings with representatives of the Town of Chevy Chase, MCDOT, Montgomery Parks, the Planning Department and other stakeholders prior to the submission of this Sketch Plan. The Applicants anticipate that additional meetings with stakeholders will be arranged to continue discussions about the Project over the coming months as specific details continue to be refined.

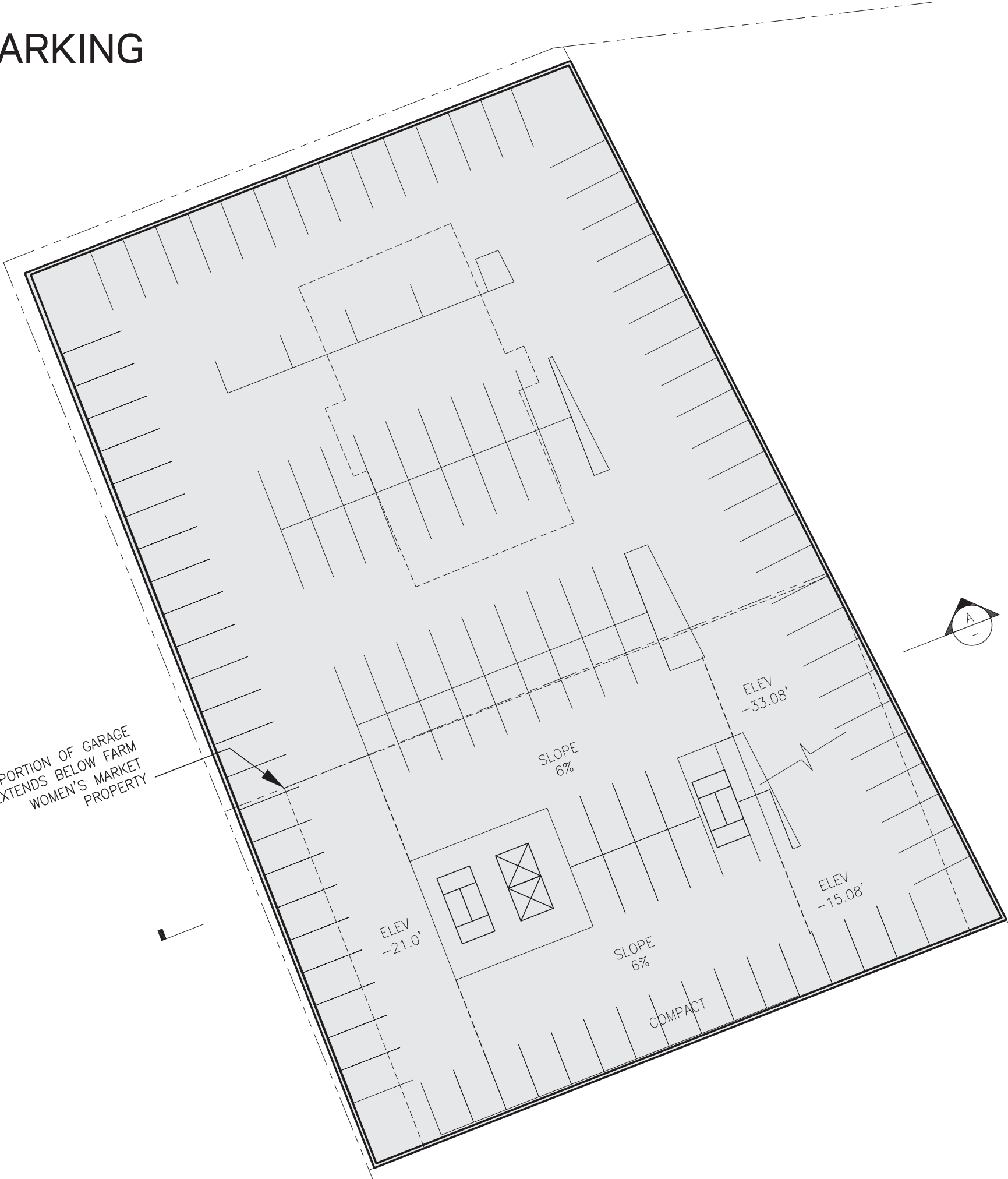
VII. CONCLUSION

In summary, this Sketch Plan provides two coordinated design alternatives for transforming the subject Properties – *i.e.*, 7121 Wisconsin Avenue, the West Side Properties, the Farm Women's Cooperative Market and, potentially, Parking Lot 24 and Parking Lot 10 – in a manner that fulfills the vision and recommendations of the Sector Plan for this prominent location in the Wisconsin Avenue Corridor, Bethesda Row and, potentially, the Eastern Greenway districts. Under both alternatives, the proposed Project will provide new multi-family residential buildings 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, both alternatives will allow the Applicants to facilitate the creation of a new "civic green"-like space that will become a new activity center for all of Bethesda. Finally, in the event that it becomes possible to implement Option A, the Project will also allow the existing County surface parking lots to be converted into the Eastern Greenway. For all of these reasons, the Project presents a rare and exciting opportunity to simultaneously advance multiple Sector Plan objectives for multiple sites and Districts in a coordinated manner, and the Applicants look forward to working with the Planning Department and related agencies to refine the details of the Project over the coming months.

ATTACHMENT C

Typical Below Grade Parking Plan

TYPICAL BELOW GRADE PARKING



AREA : 49,500 SF
PARKING SPACE COUNT : 120

19 DECEMBER 2018 | 7121 ALTERNATE SITE PARKING
7121 Wisconsin Ave. Bethesda, MD

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SCALE : 1" = 32'-0"

ATTACHMENT D

EHT Traceries, Draft Historic Structure Report

FARM WOMEN'S COOPERATIVE MARKET

7155 Wisconsin Avenue
Bethesda, Maryland

HISTORIC STRUCTURE REPORT

Draft Submission
December 2018



Prepared For
EYA LLC, Bernstein Management Corporation, Foulger-Pratt



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Prepared for:

EYA LLC

4800 Hampden Lane, Suite 300
Bethesda, MD 20814

Bernstein Management Corporation

5301 Wisconsin Avenue, NW, Suite 500
Washington, DC 20015

Foulger-Pratt

12435 Park Potomac Avenue, Suite 200
Potomac, MD 20854

Prepared by:

EHT Traceries, Inc.

440 Massachusetts Avenue NW
Washington, DC 20001
Emily Eig, Principal
Alyssa Stein, Project Manager
Sarah Vonesh, Senior Historic Preservation Specialist

Incorporating the Findings of:

Silman - Structural Engineers

1053 31st Street, NW
Washington, DC 20007

Unless otherwise noted:

All photographs were taken by EHT Traceries in 2018.

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Chapter 1

INTRODUCTION

Farm Women's Market



www.farmwomensmarket.com

Serving
Bethesda

7155 Wisconsin Avenue
Bethesda, Maryland 20814

Since
1972

Free Parking

Visit our website for market hours, special events
and vendor info.

Wednesday • Friday • Saturday
Flea Market - Sunday

Fine Farmstead Cheeses,
Condiments, Savories & Meats

Tasting Today:

Washed-Rind, Raw Cow Milk Tomme
Compare Winter & Spring, Aged & New Varietals

Pastured Fresh Angus Beef,
Lamb & Specialty Cuts
On Hand or Custom Order

Free-Range Eggs • Farmstead Dairy

Spring Farmhouse Prepared Foods,
Soups, Savories, Cheeses, Confections & Pates

Family Farming in the Valley of Virginia & Piedmont
Organic Practice • Hormone/Antibiotic Free • Humane

INTRODUCTION



FIGURE 01 West (front) elevation of the Farm Women's Market. EHT Tracerics, 2018.

PURPOSE AND SCOPE

EHT Tracerics has prepared this Historic Structures Report (HSR) for the building located at 7155 Wisconsin Avenue, in Bethesda Maryland. The one-story simple frame structure was constructed in c. 1932 to create a permanent home for the Montgomery County Farm Women's Cooperative Market. Today, it is still owned by the Farm Women's Cooperative and is used as a farm market and flea market. The property is listed individually in the Maryland Inventory of Historic Properties. Rehabilitation of the building is currently under study as an integral part of a potential redevelopment of privately owned sites and adjacent public sites (Lots 10 and 24). The Montgomery County Historic Preservation Commission must approve plans for the rehabilitation, and may participate in the approval of the larger project. The Maryland-National Capital Park and Planning Commission must approve the entire development plan.

This HSR has been developed in accordance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties* and *Preservation Brief 43: The Preparation and Use of Historic Structure Reports*. Historic Structure Reports were first developed by the National Park Service in the 1930s, and since then have become a nationally recognized tool for the documentation and preservation of historically

significant buildings and structures. Historic Structure Reports document the history and physical appearance of a building and provide guidance to property owners, architects, architectural historians, contractors, and regulatory review bodies prior to treatment. This guiding document will reflect and incorporate responsible preservation practices into the rehabilitation and future maintenance of the building.

Specifically, this Historic Structure Report includes the following:

1. Introduction and background information regarding the genesis and purpose of this report (Chapter 1);
2. Detailed narrative of the building and site history, including development and construction history and historical context (Chapter 2);
3. Evaluation of building significance and integrity, and identification of character-defining features (Chapter 3);
4. Physical description and assessment of existing conditions (Chapter 4);
5. Recommendations for treatment (Chapter 5); and
6. Glossary of terms, bibliography, and appendices.

SITE OVERVIEW

Located at 7155 Wisconsin Avenue, the Farm Women's Market (also known as Parcel P699, "Bethesda" subdivision) occupies a trapezoidal-shaped parcel of approximately 29,975 square feet. Located in downtown Bethesda, the parcel makes up a portion of a trapezoidal block that is bounded by Wisconsin Avenue to the west, Willow Lane to the north, Forty-Sixth Street to the east, and Leland Street to the south. A row of one-story commercial buildings is located south of the market, and the eastern portion of the block is covered by a public surface parking lot.

The simple, one-story, wood- and steel-frame structure was constructed in c. 1932 to create a permanent home for the Montgomery County Farm Women's Cooperative Market. The building, which is sited parallel to Wisconsin Avenue, is surrounded by a paved surface area used dually for parking and market activities.

The property was first listed in the Maryland Inventory of Historic Properties in 1978; however, its eligibility for listing in the National Register of Historic Places has not yet been evaluated. While the property was included as a contributing resource to the Downtown Bethesda Historic District nomination, the potential historic district was never listed in the Maryland Inventory of Historic Places nor was it forwarded to the National Register.



FIGURE 02 Aerial photograph of site; Farm Women's Market parcel outlined in red. Montgomery County Index of Record Plats, Montgomery Planning.

PROJECT BACKGROUND

In 2018, a proposal for a larger development project was introduced encompassing the block on which the Farm Women's Market is located. As part of the project, illustrated in the Sketch Plan drawings and exhibits (dated October 2018), the development team, comprised of EYA LLC, Bernstein Management Corporation, and Foulger-Pratt, is considering temporarily moving and storing the building in order to excavate the site. Following excavation, the building would be placed back on the site. As part of the project, the building, including its historic materials and features, would be rehabilitated. Following the rehabilitation, the building will serve as the centerpiece of a broader comprehensive plan for a mixed-use setting. EHT Tracerics was retained to prepare a Historic Structure Report in order to present the building's history, evaluate its significance, identify and provide guidance on the building's integrity, and provide recommendations for its treatment during the contemplated move and rehabilitation.

METHODOLOGY

The purpose of a Historic Structure Report is to provide a compilation of the findings of research, investigation, analysis and evaluation of a historic building with the goal of providing recommendations for its future preservation. This report will function as a stand-alone reference that can guide all future design and maintenance efforts for the building. The report will be updated as more in-depth investigations have been completed, and as development plans solidify.

The HSR effort began in late 2018.

The project methodology included the following:

Research. Building on existing research findings, EHT Tracerics conducted additional investigation to serve as the basis for a detailed historic context and narrative for the project. Research was conducted at, but was not limited to, the Montgomery County Historical Society, the Library of Congress, and the Montgomery County and DC Public Libraries. Historic photographs and other textural records were utilized to develop a framework for the building's design, construction, and evolution.

Document Review. This report relies on and corrects the investigation of previously completed reports and studies whose findings were reviewed and adapted in the creation of this report. This includes the "Montgomery County Farm Women's Cooperative" Maryland Historical Trust Inventory Form listed in the Maryland Inventory of Historic Properties (MIHP) in 1979 and the Bethesda Central Business District Multiple Resource/Thematic Historic District (#35/14), which was never listed in the Maryland Inventory of Historic Properties.

Evaluation of Significance and Integrity. This report incorporates and builds upon information presented in the MIHP documentation.

Identification and Condition Assessment of Character-Defining Features. EHT Tracerics conducted several surveys of the building's exterior and interior in November 2018 in order to identify and photograph existing conditions. An additional survey was conducted by Silman, a structural engineering firm with extensive experience working on historic buildings and structures. Through a comparison of the survey findings against historical documentation, EHT Tracerics developed an inventory and analysis of extant historic features and their respective condition. This section will be updated as necessary to incorporate Silman's findings.

Treatment Recommendations. Taking into account the building's architectural and historical significance and integrity, general recommendations for the treatment and rehabilitation of the building and its character-defining features were developed for the property. It is anticipated that once detailed plans are formulated related to the larger development proposal, this chapter will be revised to provide additional recommendations and guidance.

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Chapter 2

SITE & BUILDING HISTORY

The
MONTGOMERY FARM
WOMEN'S COOPERATIVE
INC. MARKET INC.

HISTORIC OVERVIEW

DEVELOPMENT OF BETHESDA

Historically known as Darcy’s Store, the area now known as Bethesda originated as a farming community.¹ The town’s viability was cemented in the early nineteenth century when a thoroughfare, used for transporting tobacco and other commodities between Georgetown and Rockville, was converted into a toll road called the Washington and Rockville Turnpike.² The town slowly began to grow around the tollhouse and a solitary store, located at the intersection of modern Wisconsin Avenue, Old Georgetown Road, and East-West Highway.³

Originally named “Darcy’s Store” after local business owner and postmaster William E. Darcy, the growing town acquired its definitive name in 1871 when postmaster Robert Franck named it after the Bethesda Meeting House, a Presbyterian church constructed c. 1820, located not far from the post office building.⁴

Bethesda remained largely rural through the nineteenth century. The extension of the Georgetown and Tenally-town Railway Company of the District of Columbia north along Wisconsin Avenue stimulated industrial development at the end of the nineteenth century, and residential growth is closely associated with the extension of this and other streetcar lines. Subdivisions, including Drummond, Edgemoor, Woodmont, and Battery Park, were created along either side of



FIGURE 03 Martenet and Bond’s Map of Montgomery County, Maryland, c.1865.



FIGURE 04 Hopkins Map, Bethesda District No. 7, 1879.

1 For the most part, Maryland relies on a County-based, rather than a town or municipal, governmental system. With the exception of incorporated municipalities, nomenclature was associated with general rather than specific geographic or municipal boundaries within formal County boundaries. The advent of the US Postal System’s use of zip codes led to clearer definitions of place names. Bethesda is now commonly referred to as the area defined as 20814, 20815, and 20817.

2 “Darcy’s Store: A Short History of Bethesda,” *Bethesda Actually*, February 8, 2010, <http://www.bethesdaactually.com/tag/darcys-store/> (accessed 12 December 2018).

3 “Bethesda Commercial District,” Maryland Historic Trust State Historic Inventory Form M:35-14.

4 Jane C. Sween, *Montgomery County: Two Centuries of Change* (Woodland Hills: Windsor Publications, 1984), 145.

the trolley line to provide accessibility to the District. By the 1920s, the growing popularity of the automobile dramatically stimulated Bethesda's residential development. New subdivisions provided single-free-standing houses designed to appeal to more affluent home seekers eager to move out of the urban environment of the City of Washington. Despite the establishment of suburban neighborhoods close to the District, Montgomery County retained a rural character in the county to the north and west of the city where many large and small farms continued to operate.

Bethesda's business district was slow to follow suit. The Farm Women's Market, which opened in 1932, is credited for pioneering a business location surrounded by vacant lots.⁵ By 1937, a shopping center was constructed on the site adjacent to the Farm Women's Market. By 1935, there were only a handful of retail stores along the entire length of Wisconsin Avenue.⁶

GROWTH OF THE FARM WOMEN'S MARKET ON A NATIONAL SCALE

Farm women's markets emerged in the United States during the first half of the twentieth century, predominantly during the inter-War period in southern states. They were seen as the counterparts to farmers' retail markets, which were largely operated by men. As opposed to farmers' retail markets, which were typically located in cities and towns, farm women's markets were often located in small towns, largely in an attempt to keep operating costs down and to provide more parking for buyers and sellers. Also, in contrast, women sold their produce and baked goods out of buildings, either rented or purchased, that were furnished by rows of display tables.⁷

Building Typology

Farm women's markets often occupied one of two types of buildings: buildings that were long and narrow with counters next to the walls and an aisle down the center, or buildings that were square or rectangular in form with counters arranged in parallel rows. Existing store buildings, often leased by the farm women for the purposes of operating their markets, were less desirable than purpose-built buildings. As existing store buildings typically had only one or two entryways, buyers and sellers were forced to carry their produce longer distances. Purpose built market buildings instead provided a number of entrances, with at least one on each elevation.⁸

ESTABLISHMENT OF MONTGOMERY COUNTY FARM WOMEN'S COOPERATIVE MARKET

Home Demonstration Clubs - also known as Homemakers Clubs - were created in 1914 by the United States Cooperative Extension Service in Agriculture and Home Economics. Established around the country, the clubs were organized to educate women who lived in rural areas on the subjects of

5 Otis T. Weaver "Farm Women Operate a Cooperative," *News for Farmer Cooperatives*, November 1937, 22.

6 Richard K. MacMaster and Ray Eldon Hiebert, "Government Becomes Active," *A Grateful Remembrance: The Story of Montgomery County, Maryland* (Rockville: Montgomery County Government, 1976), 267.

7 Farmers Produce Markets in the United States, Part 1: History and Description (Washington, DC: United States Department of Agriculture, 1948), 24.

8 Farmers Produce Markets in the United States, Part 2: Plans and Facilities (Washington, DC: United States Department of Agriculture, 1948).

domestic economics and small-scale agriculture. Beyond education, Home Demonstration Clubs also served as a forum for rural women to socialize, learn from one another, share expertise, and serve their communities.⁹

In Maryland, Home Demonstration Clubs were sponsored and operated by the Extension Services of the University of Maryland in cooperation with the Montgomery County government and the United States Department of Agriculture. Blanche Corwin, the Home Demonstration Agent for Montgomery County beginning in the 1920s through 1932, met regularly with the clubs to provide information on new developments in agriculture and home economics, and to demonstrate crafts and sewing methods. Corwin also served as a liaison between the farm women and the Council of Home Demonstration Clubs.

As the Great Depression ensued, farmers were hit especially hard as farm prices dropped. Compounding the initial problems surround the Depression, the severe drought following a very dry and hot summer in 1930 exacerbated the already poor economic conditions for the agriculture industry. In an effort to alleviate

some of these hardships by way of generating additional income, a group of Montgomery County farm women (all of whom were members of the Home Demonstration Club) decided to sell their farm produce to the residents of the District of Columbia and its growing suburbs. The Federation of Women's Clubs and the Montgomery County Farm Bureau expressed support for this endeavor.

Under Corwin's guidance, the women worked for nearly two years to prepare themselves and their products for market place. Although many of the women lived up-county, Bethesda was seen as an ideal location because of its proximity to Washington. The market officially opened in Bethesda on February 2, 1932, when nineteen women brought their tables, baked goods, and produce to a small, vacant store on Wisconsin Avenue, just below Leland Street. The market proved to be a success; Corwin subsequently leased a small store at 4606 Leland Street for the market, and the women established a Wednesday and Saturday operations schedule. The market attracted customers from all over Montgomery County and the District. By August 1932, the number of women selling had more than tripled, necessitating a larger and more permanent home for the market.

The attempts to find a market location, however, stirred controversy. By the end of the summer, plans

9 "More than just a Happy Housewife: Home Demonstration Clubs in Post-World War II Montana," Women's History Matters, 27 February 2014, <http://montanawomenshistory.org/more-than-just-a-happy-housewife-home-demonstration-clubs-in-post-world-war-ii-montana/> (accessed 27 November 2018).

Farm Women's Market

The only one of its kind in Washington

4606 Leland Street

East of Wisconsin Avenue

Bethesda, Maryland

Now Open Until 9:30 P.M.

Saturdays

8 A.M. to 6 P.M. Wednesdays

Vegetables—Poultry—Fruits

Fresh from Montgomery County

Farms—Retail Market Prices

no Farm Women selling their own products.

FIGURE 05 Advertisement, *The Evening Star*, 19 July 1932.

for a new market, designed by Washington architect Arthur B. Heaton on property bounded by Edgemoor Lane and the Georgetown Road, were proposed. This market was never constructed due to opposition by Edgemoor residents, who feared that the market would negatively affect property values and would create traffic congestion.¹⁰

At the same time the market was struggling to find a home, Blanche Corwin was fired from her position at the Extension Service because her superiors felt she was devoting too much time to the market and was neglecting her other duties.¹¹ This created a schism between the farm women: one group chose to continue working with the Extension Service and the new Home Demonstration Agent, Edythe M. Turner, while the other group protested the dismissal of Corwin and ultimately formed a competing market. The competing market operated well into the 1930s.

The women who remained loyal to the Extension Service officially established the Farm Women's Cooperative Market, Incorporated on September 2, 1932. An advertisement published in *The Washington Post* on September 3, 1932 announced: "The Original Farm Women's Market, now known as the Montgomery Farm Women's Cooperative Market will open under new management on Leland Street, Bethesda, opposite the old location."¹²

Although the exact time line is unclear, by the time the market was incorporated, the women had entered into an agreement to pay Leon Arnold, the owner of the property at Wisconsin Avenue and Willow Lane, \$125 a month in rent if he would pay for the construction of the building. Arnold, a business man involved in Washington's transportation industry, had purchased the property in 1929. Arnold commissioned the Morrison Brothers to construct a large wood frame building on a concrete block foundation.

Until the building was completed, the Market continued under the tent that had been erected across from 4606 Leland Street.

The Market was officially opened on December 2, 1932. In 1934, not long after the market opened, the owner of the building was approached with an offer to purchase the structure and lot for different commercial enterprise. Not wanting to have to relocate, the Farm Women's Market Board of Directors decided to purchase the building themselves. Although it took the women several months to convince a bank to loan them the money, by Christmas of 1935, they received the money necessary to purchase the building. At this time, the Cooperative also purchased an additional 5,886 square feet at the corner of Willow Lane and Wisconsin Avenue, making the property's total square footage approximately 30,000 square feet. This additional land provided additional space for automobile parking.¹³

10 Edgemoor, initially called Edgewood, was created out of 185 acres at the southwest corner of the pike and Old Georgetown Road. Walter E. Tuckerman, a real estate magnate who purchased the land in 1912, subdivided the land into 250 lots in order to create an exclusive residential community; "Site of Market to be Discussed," *The Washington Post*, 7 August 1932.

11 "Home Agent Ousted for Mart Activities," *The Washington Post*, 21 August 1932.

12 "The Original Farm Women's Market, now known as the Montgomery Farm Women's Cooperative Market," *The Washington Post*, 3 September 1932.

13 "Women's Market Acquires Property," *The Washington Post*, 29 December 1935.



FIGURE 06 The Farm Women's market on Wisconsin Avenue, shortly after construction, c. 1932. Montgomery County Historical Society.

CONSTRUCTION OF 7155 WISCONSIN AVENUE

The one-story wood and steel frame building, constructed in 1932 to provide a permanent home to the Montgomery County Farm Women's Cooperative Market, is located at 7155 Wisconsin Avenue in Bethesda, Maryland. It was constructed by the Morrison Firm, a local general contracting firm established in 1926 by brothers Abraham and Ralph Morrison with their brother-in-law Calvin Owens. The prolific firm is credited for "building Bethesda."¹⁴

The Morrisons came from a long line of farmers; their father owned and operated a 140-acre farm on Cedar Land (now Greentree Road) in Bethesda, Maryland, and their grandfather was responsible for maintaining the land that is now Georgetown Prep. Two of the ten children, Leonard and Abe, diverted from the family business. In the 1920s, Leonard worked as a union carpenter, while Abe, who learned the trade in school, worked alongside him.

Most of the brothers' early projects were in Chevy Chase. In addition to constructing houses, the Morrisons were hired to build commercial buildings, post offices, and schools. In 1927, they won the bids for several wood frame "colored schools", and the following year they were awarded a contract by the Montgomery County Board of Education to maintain, repair, and renovate all of the public schools in the county. Of note, the firm constructed the first buildings that housed Blair and Bethesda-Chevy Chase High Schools. They also did work for real estate speculators in the Washington area.

¹⁴ William Offutt, "Old Bethesda," *Bethesda: A Social History* (Bethesda: The Innovation Game, 1996), 342.



FIGURE 07 Farm Women's Market on Wisconsin Avenue, c. 1935. Montgomery County Historical Society 004-0191.



FIGURE 08 Farm Women's Market, 1968. Montgomery County Historical Society.

Today, the building appears much as it did upon its completion. A photograph c. 1932 (Figure 06) shows that the building was clad in German wood siding painted white with trim painted in a contrasting color. Each of window openings featured twelve-light pivot windows. Retractable canvas awnings were installed above each window opening. By 1950, these awnings were replaced with fixed aluminum awnings with green and white stripes. At least three vents pierced the ridge of the hipped roof.

Following construction, the site was unpaved and barren of landscaping. A concrete walkway connected the primary entrance of the building with the Wisconsin Avenue sidewalk. The area surrounding the building was utilized as a parking lot covered in gravel and turf lawn. By 1935, a grass lawn was planted on the western frontage and the two sycamore trees that remain located on either side of the concrete walkway were planted. Other landscaping was limited to shrubs planted along the west elevation.

The interior of the building consisted of a large room that was organized into individual low-walled stalls. The interior had little embellishment. The structure, comprised of wood and steel framing with steel roof trusses, was exposed. Flooring was a concrete slab. The German wood siding that formed the building's exterior, was also visible on the interior. Rows of drop pendant lights hung from the rafters. Although now obscured by a dropped ceiling, these lights remain in place and are visible in the attic.

Sellers were provided with golden-oak display cabinets, made by a local cabinetmaker in Rockville. Many of these cabinets remain in use today.



FIGURE 10 Market entrance, 1934. Consumer's Guide.



FIGURE 09 Interior of the Farm Women's Market, c. 1937. Library of Congress, Harris and Ewing Collection.



FIGURE 11 Interior of the Farm Women's Market, c. 1937.
Library of Congress, Harris and Ewing Collection.



FIGURE 12 Interior of the Farm Women's Market, c. 1937.
Library of Congress, Harris and Ewing Collection.



FIGURE 13 Interior of the Farm Women's Market, c. 1937.
Library of Congress, Harris and Ewing Collection.



FIGURE 14 Interior of the Farm Women's Market, c. 1937.
Library of Congress, Harris and Ewing Collection.

Later Alterations

While the Farm Women's Market remains incredibly intact, there have been some minor alterations to the building, site, and interior.

Exterior: By c. 1950, the canvas awnings previously featured in the window openings around the building had been replaced by green-and-white-striped metal shingle awnings. Also by this time, a masonry chimney had been added to the west facade, adjacent to the northernmost window opening.¹⁵

In November 2013, a car drove into the building, knocking it off its foundation and significantly damaging the southern portion of the east facade. Although the building was deemed structurally unsound following the accident, the portion of the building damaged was reconstructed to restore the elevation's historic appearance. The two windows affected were salvaged and re-installed.¹⁶

Site: By c. 1950, the evergreen tree that is located on the southwest corner of the building was also present. The majority of the site remains unimproved and largely landscaped. The gravel surface parking that surrounded three sides of the building has been paved over with asphalt. Rope fences had been added to provide a clear distinction between the parking area from the grassy area in front of the building.

Interior: The building's interior layout remains much as it has since its initial construction. A photo dating May 23, 1968 shows that a dropped ceiling concealing the roof trusses, featuring non-original fluorescent lighting and wooden ceiling fans, had been installed by this time. The walls were covered by some sort of particle board, obscuring the exterior siding that was originally visible from the interior.

15 The purposed of the chimney has not been discovered as of yet.

16 Aaron Kraut, "Bethesda Farm Women's Market Reopens," *Bethesda Magazine*, November 15, 2013, <https://bethesdamagazine.com/Bethesda-Beat/2013/Bethesda-Farm-Womens-Market-Reopens/> (accessed December 12, 2018).



FIGURE 15 “Why the Car That Crashed into the Farm Women’s Market Building is Still There,” November 9, 2013. Blog, Robert Dyer @ Bethesda Row.



FIGURE 16 Interior of Farm Women’s Market, c. 1994. Montgomery County Historical Society.

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