

**5500 Wisconsin Avenue
Sketch Plan Amendment No. 32022001A
Site Plan No. 820230040
Statement of Justification and Narrative Description**

I. INTRODUCTION

Carr Companies, LLC and Donohoe Development Company, LLC, on behalf of KRE CDP Property Owner, LLC, (the "Applicant") are submitting this Sketch Plan Amendment and Site Plan application (collectively, the "Application") for consideration by the Montgomery County Planning Board (the "Planning Board"). The Application covers the entire property located at 5500-5520 Wisconsin Avenue (i.e. Lot 21, Block 1 in the "Friendship Heights" subdivision) (the "Property") and proposes to redevelop the single-story retail portion of the existing building (referred to as "5500 Wisconsin Avenue") with an 18-story, mixed-use, predominately residential building component that is more reflective of the Property's transit-oriented location (the "Project").¹ The Sketch Plan Amendment also includes the property located at 4608 North Park Avenue for purposes of FAR Averaging, as discussed in detail below.²

II. BACKGROUND

A. Prior Approvals

On December 30, 2021, the Planning Board approved Sketch Plan No. 320220010 for up to 406,563 square feet of density to accommodate a mixed-use redevelopment (including 125,472 square feet of existing non-residential to remain), including up to 278,591 square feet of residential uses (which includes up to 50,238 square feet of MPDU bonus density for providing 15% MPDUs) and up to 137,972 square feet of non-residential uses on the Property (with any given combination of commercial and residential density not to exceed 406,563 square feet).

The Village Mayor and Council appealed the Planning Board's Sketch Plan approval to the Circuit Court of Montgomery County, Maryland (the "Village"). The Circuit Court issued a decision on August 29, 2022 (Case No. C-15-CV-22-398) to uphold the Planning Board's approval of the Sketch Plan. Thereafter, the Applicant and the Village entered into a Settlement Agreement, which requires certain refinements to the Project design in exchange for the Village's support of the Application.

¹ Approximately 125,472 square feet of existing commercial associated with the hotel will remain.

² The Village of Friendship Heights has authorized the Applicant to include 4608 North Park Avenue in the Application for the purposes of transferring up to 32,718 square feet of density to the Property. The owner authorization letter is being submitted concurrently with this Application.

B. Design Progression

In accordance with the feedback received from M-NCPPC Staff during the Sketch Plan review and the agreements reached with the Village, the Applicant has made several changes and enhancements to the overall Project design. Specifically, as reflected in this Site Plan Application, the Project incorporates the following:

- The maximum building height remains unchanged, with a maximum average building height of 90 feet. However, the height of the building “shoulders” has been increased by one story to accommodate the additional density being transferred from 4608 North Park Avenue;
- Above the building base, the building has been sculpted to provide minimum tower step-backs on all sides (as shown on the Site Plan);
- As discussed in greater detail below, the design of the shared street has been refined to include:
 - One-way circulation from The Hills Plaza to Wisconsin Avenue, except during special events when all or a portion of the shared street may be closed and/or used for two-way traffic;
 - Narrowed curb cuts along The Hills Plaza and Wisconsin Avenue, from 20 feet (previously shown) to 16 feet (proposed) (*e.g.* the minimum width needed to accommodate truck turning maneuvers and Fire and Rescue);
 - Incorporation of unique paving patterns and textures that clearly differentiate the pedestrian and vehicular realms. The vehicular path has been narrowed to slow down vehicular movement and enhance the pedestrian environment. Additionally, a continuous pedestrian pathway has been provided along the north side of the shared street with vertical separations between the pedestrians and vehicles in the form of raised planters;
 - Direct access to the bike storage room, residential lobby and ground floor commercial uses are provided off of the shared street to help activate this space;
 - Parking garage access is limited to ingress only, for residents of the building; and.
 - The building arcade, located over the shared street, has been removed – allowing for greater light, air and porosity.
- The Applicant has also agreed to the following internal, operational characteristics and monitoring:
 - Applicant will monitor the use of the shared street and implement enforcement against vehicles improperly parked, standing or otherwise using the shared street;
 - No internal access to the Residential lobby/elevators is permitted from the retail bays that have ingress and egress on South Park Avenue (with the exception of life safety purposes or access to trash, loading and mail).

III. OVERVIEW OF SKETCH PLAN AMENDMENT NO. 32022001A

The Sketch Plan Amendment is limited in nature and merely seeks to allow for the transfer of up to 32,718 square feet of density from 4608 North Park Avenue through the FAR Averaging allowance of the Zoning Ordinance. Additionally, the Applicant is also seeking to modify Condition No. 3 to reflect that the Project will provide a minimum of 150 public benefit points, from five categories.

IV. PROPERTY DESCRIPTION

A. Property, Location, and Characteristics

The Property is prominently located along Wisconsin Avenue, within approximately ¼ mile of the Friendship Heights Metro Station. The Property is both a through-lot and a corner lot, having frontage on Wisconsin Avenue (to the east), South Park Avenue (to the south) and The Hills Plaza (to the west). The property falls within the Village of Friendship Heights.

The Property is comprised of approximately 79,012 square feet (or 1.81 acres) net lot area and is more particularly known as Lot 21, Block 1 in the "Friendship Heights" subdivision as recorded among the Land Records of Montgomery County, Maryland at Plat No. 9126. Including land area previously dedicated to public rights-of-way, the Property has a gross Tract area of 118,775 square feet (or 2.72 acres). The Property is developed with a single building, connected by one continuous below-grade parking garage. As such, the Property cannot be subdivided into multiple lots, given the longstanding requirement in the County that precludes buildings from crossing a lot line.

B. FAR Averaging and Tract

As mentioned above, this Application includes 4608 North Park Avenue, Chevy Chase, MD (Tax Account No. 07-00494613) as a Sending Property (the "Sending Property"), which is depicted on Sketch Plan Sheet No. SK-000. The Sending Property has a net lot area of approximately 10,069 square feet (or 0.23 acres) and, including land previously dedicated to public rights-of-way, a Tract area of 12,349 square feet (or 0.28 acres). The Applicant proposes to transfer up to 32,718 square feet of density from the Sending Property to the subject Property via the FAR Averaging provisions of the Zoning Ordinance (*See* Section 4.5.2.B). The Sending Property will retain approximately 4,329 square feet of residential density, which is sufficient to cover the existing development. The aggregate site area, including the Sending Property and the subject Property (hereinafter, the "Overall Tract") is approximately 131,124 square feet (or 3.01 acres).

C. Zoning and Permitted Uses

The Property is zoned "Commercial/Residential," CR-3.0, C-2.0, R-2.75, H-90T. The Property is a "T" zone, which allows for special allowances, including "height averaging" (discussed further below). The Sending Property is zoned CR-3.0, C-2.0, R-2.75, H-90T. Pursuant

to Section 3.1.6 of the Zoning Ordinance, Multi-Unit Living, Restaurant, Hotel, and Retail/Service Establishments (up to 50,000 square feet) are all permitted uses in the CR Zone.

D. Existing Conditions

As mentioned above, the Property is currently developed as a single building, with a continuous below-grade parking structure that spans the entire lot. The northern portion of the Property is currently improved with a Courtyard by Marriott hotel and associated parking, which will remain. The southern portion of the Property is currently improved with single-story retail and above- and below-grade parking. The Property is held as two condominium units: (1) on the north, the hotel unit (“Land Unit H”); and (2) on the south, the retail unit (“Land Unit R”). The Applicant is proposing to redevelop the retail component on Land Unit R. Following redevelopment, the building will continue to be connected by a continuous, below-grade parking garage.

Vehicular access to the Property is currently provided along The Hills Plaza and Wisconsin Avenue. There are two access points on Wisconsin Avenue – the northern-most, two-way access point provides access to the parking garage; the other access point is restricted to egress only and is used almost exclusively for the hotel’s valet parking services and assisting guests with luggage. There is another access point along The Hills Plaza, which provides access to the structured parking. These existing access points will remain, as required by hotel ownership.

Because the building shares one parking garage that spans the width of the entire lot, it is important to provide separate garage access for the residential building component and hotel. In a previous concept for the Project, the Applicant proposed to provide vehicular access, for parking and loading, to the residential building component off of South Park Avenue. As discussed in detail during the Sketch Plan approval process, the Applicant, based on feedback received from Village leadership, relocated the proposed access internal to the site, off of the shared-street (or “Woonerf”). The Applicant has further restricted access to the parking garage off of the shared-street to residents only, as required by Condition 6(f)(v). As discussed in greater detail below, the shared street will result in significantly improved vehicular circulation both within the Project and on surrounding Village streets.

E. Height Averaging Allowance

Given the Property’s “T” zone designation, Section 4.5.2.D.2.d of the Zoning Ordinance allows for height averaging. Specifically, the Zoning Ordinance allows the height on a portion of the building to be increased above 90 feet (*i.e.* the maximum height allowed by the mapped zone), so long as the maximum average height of the building is no greater than 90 feet. As demonstrated on Sheet A-08, the Applicant has averaged the height of the various roof sections to achieve a maximum average height of less than 90 feet. The height averaging would actually allow for a maximum height in excess of 187 feet, even before taking advantage of the bonus height for providing MPDUs above 12.5% as allowed by Section 4.5.2.C.7 of the Zoning Ordinance (which would allow for an additional 12’). As discussed herein, while the Code would allow additional

height, the Applicant is capping its maximum height at 187 feet (which results in a maximum average building height less than 90 feet).³ This is consistent with the Sketch Plan approval.⁴ The Department of Permitting Services has also reviewed and confirmed the height calculations for the Project.

F. Surrounding Zoning and Land Uses

The area surrounding the Property is predominately characterized by high-rise development, with the tallest buildings having heights of up to 21 stories. Immediately adjacent to the Property to the north is the 15-story medical office building zoned CR-3.0, C-2.0, R-2.75, H-90T (which is not included within this Sketch Plan application). Confronting the Property to the south, across South Park Avenue, is the 15-story building known as The Highland of Chevy Chase Apartments (colloquially, “Highland House East”), with multi-family apartments over ground floor retail, zoned CR-3.0, C-2.0, R-2.75, H-90T. Confronting the Property across The Hills Plaza is the Hubert Humphrey Park and the Village of Friendship Heights municipal center, also zoned CR-3.0, C-2.0, R-2.75, H-90T. Located across Wisconsin Avenue is the Saks 5th Avenue department store and large surface parking lot, which is split zoned CR-3.0, C-2.0, R-2.75, H-90T and R-60.⁵

Friendship Heights has struggled in recent years to retain retail users. Many of the surrounding developments, like the Collection, have gone through significant renovations in an effort to revitalize Friendship Heights and to attract and retain retail tenants. As discussed below, the proposed Project will significantly contribute to the revitalization of Friendship Heights and also to the County’s goals of providing additional housing (including MPDUs) in close proximity to transit.

V. PROPOSED DEVELOPMENT

The Applicant is proposing to redevelop the aging, underperforming, single-story retail component of the Property with a mixed-use, predominately residential development containing up to 300 residential units, including 15% Moderately Priced Dwelling Units (“MPDUs”) (or up to 45 MPDUs), and up to 11,015 square feet of ground floor commercial use. Collectively, including the existing hotel, the Property will have a maximum overall density of up to 444,605 square feet, including up to 308,118 square feet of residential use and up to 136,487 square feet of commercial use, with any given combination of residential or commercial uses not to exceed 444,605 square feet.⁶ The Project will achieve an overall density of 3.74 FAR, after taking

³ The maximum height proposed is 187 feet, as measured from the average measuring point.

⁴ To provide flexibility in the building design at the time of Site Plan, the Sketch Plan limited the development to a “maximum average building height of 90 feet.” (See Condition No. 3).

⁵ Wisconsin Avenue is a 122 foot Master Planned right-of-way and therefore, the Saks 5th Avenue property is not “confronting” based on the definition in Section 1.4.2 the Zoning Ordinance.

⁶ The total density proposed by the Site Plan is 1,873 feet less than the maximum density requested with the Sketch Plan Amendment. This is because the Sketch Plan Amendment seeks to preserve the flexible allowance between the final allocation of commercial and residential density, as previously approved by the Planning Board. However, because the Applicant is seeking approval of 11,015 square feet of commercial density (*i.e.* close to the maximize

advantage of the MPDU bonus density allowed under Section 4.5.2.C.2, for the provision of MPDUs over 12.5%; the entire Village of Friendship Heights currently has zero MPDUs. While the proposed mixed-use, largely residential building component will have a maximum height of 187' or 18 stories, the overall building will have a maximum average building height of less than 90 feet, as permitted by the height averaging allowances contained in Section 4.5.2.D.2.d of the Zoning Ordinance.

Through this Project, the Applicant is seeking to substantially reinvest in the Property. The Project will provide a modern residential development, in close proximity to transit, and street-activating commercial, retail uses that will help bring desired vitality back to Friendship Heights.

The existing retail development is not configured to serve the modern demands of retailers. The stores are too deep, the windows too few, and the ceilings too low. In addition, the retail was designed at a time before fierce competition from the on-line shopping market. Based on the Applicant's significant experience, the following factors are critical to attracting and sustaining retail: tenants which are neighborhood-serving and neighborhood-supported, spaces which are high-ceilinged, well-fenestrated with high visibility, restaurant-specific infrastructure, and outdoor spaces that allow for café tables and other street activation. Additionally, retailers demand placemaking, which comes with well-designed spaces. Finally, brick-and-mortar retailers are looking for more 'roof-tops' (or households) to support daily business. The Applicant's proposed development has been specifically designed and conceived to address retailers' needs and to provide the additional households to help off-set the continued competition that comes from on-line competitors. Beyond the benefits to the subject Property, the additional residential density proposed is an important component to supporting and sustaining the existing and future retail/restaurant uses in Friendship Heights as a whole.

Furthermore, the Project provides significant public benefits and improved connectivity, within and around the Property. One of the most unique public benefits that will come from the Project is the new mid-block connection between Wisconsin Avenue and The Hills Plaza, which will be designed as a "Woonerf" or shared-street. The Woonerf, described in greater detail below, is designed to allow for vehicular movements, but will favor pedestrians. This space has been designed to provide an environment that is pedestrian friendly but flexible to allow vehicular movements internally through the site. Pavement textures are used to indicate the area where vehicles can circulate, and generous sidewalk-like treatment and vertical separation through raised planters will delineate the exclusively pedestrian areas. The Woonerf will break up this otherwise super block and provide additional pedestrian connections through the site and to the existing parks beyond.

The Project will be constructed in one phase.

12,500 square feet approved with the Sketch Plan) with the Site Plan, the associated MPDU Bonus (and thus total density) is slightly less.

A. Architecture and Design

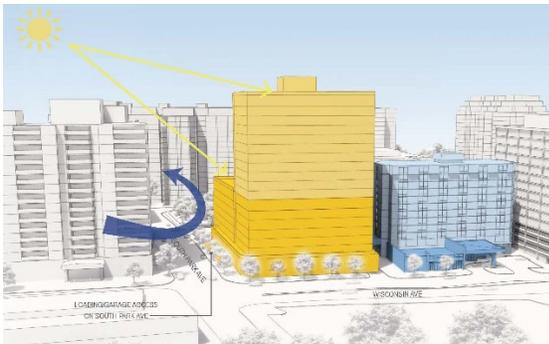
i. Overview

The Property is located within approximately ¼ mile of the Friendship Heights Metro Station. The Project provides a context-sensitive design that responds to the transit-oriented nature of its location. The Project will contribute to the strength of Friendship Heights as a vibrant, pedestrian-friendly, mixed-use district. The Project will provide additional residential use, in close proximity to existing office and other non-residential uses, along with significant public benefits. The architectural design of the Project enhances the pedestrian environment and emphasizes the urban nature of the Property.

As mentioned above, the Property is a “T” Zone that allows for height averaging. Pursuant to Section 4.5.2.D.2.d of the Zoning Ordinance, and as illustrated on Sheet A-08, consistent with the approved Sketch Plan, the Project averages the roof heights across the entire building, to achieve a maximum average building height of less than 90 feet. The height averaging calculations would actually allow for a maximum height in excess of the 187 feet proposed as the highest of the various roof heights. On top of that, an additional 12 feet could be achieved based on the MPDU height bonus, allowed for projects that provide MPDUs above 12.5%, pursuant to Section 4.5.2.C.7 of the Zoning Ordinance. This Project does not take advantage of the eligible, MPDU height bonus. As such, the proposed 18-story (or 187 foot) building component falls well below the maximum height allowance (both in terms of height averaging and the MPDU height bonus).

ii. Design Evolution

The Applicant originally proposed to orient the building mass along Wisconsin Avenue, with the height stepping down towards The Hills Plaza. However, the Applicant received feedback from Village leadership that this created an undesirable “building wall” along Wisconsin Avenue. Based on this early feedback, the Applicant reconfigured the building massing at time of Sketch Plan to provide a more slender, central tower, oriented east/west, which resulted in greater visual porosity between the Village of Friendship Heights and Wisconsin Avenue. The approved massing steps down in height as it approaches the external streets.



Originally Proposed Massing



Sketch Plan Approved Massing

The originally proposed concept also included a narrow, covered passageway between the residential and hotel components, with access to the loading and vehicular parking along South

Park Avenue. Based on feedback received from Village leadership, the Applicant significantly expanded this through-block connection to provide both pedestrian and vehicular connection in the form of a Woonerf (or shared street). This shared street provides improved connectivity through the site and also serve to conceal the vehicular parking and loading internal to the site. The Woonerf also aligns with North Park Avenue to the west of the Village center building, further reinforcing the importance of the “heart” of the Village.

iii. Architectural Narrative

The Applicant and design team have spent considerable time studying the existing context of the Village in order to determine a design direction for the Project. The Village of Friendship Heights is filled with many examples of post-war modern, international style modern, and post-modern architecture. This context has informed the building’s design, which is intended as an artful pairing of mid-century modern with contemporary thinking on urban planning, placemaking, and street-activation. This architectural design direction has been selected to complement and enhance the surrounding character of the Village.

With the introduction of the shared street, the project becomes a four-sided building. The Project will have continuous ground floor activation on all four sides. Starting on Wisconsin Avenue, continuous commercial uses stretch from the shared street along Wisconsin to South Park Avenue then turns the corner along South Park Ave to the pocket park. Residential amenities are located on the ground floor at the South Park Ave and The Hills Plaza corner, and continue back to the shared street where the new residential lobby entrance will be located. The building services, including garage ramp and internal covered loading bays, will be located in the approximate mid-point of the shared street, and will be visually concealed behind decorative roll-up doors.

The continuous, active base will have generous ceiling heights and ample glazing which floats behind the “Pilotis” of the building base. The base “pilotis” evokes the essence of mid-century modern while allowing the commercial storefronts and residential amenities to have the flexibility, viability, and place-making opportunities found in contemporary urban environments.

The building base presents as a pair of seven-story “shoulders”, which run north-south on Wisconsin Avenue and The Hills Plaza. A one-story base connects the shoulders on both South Park Avenue and the shared street. The seven-story shoulder street wall is intentionally lower than most of the neighboring buildings. In fact, it is less than half the height of the 15-17 story buildings that are the immediate context within which this Project sits.⁷ An original concern of The Village was to reduce the bulk of the building, particularly the bulk along the street walls, which would have emphasized the “canyon” effect caused by many of the existing buildings in The Village. This lower shoulder height mitigates this scale issue, complimented by the generous streetscape and shared street, by allowing more light and air in the public open spaces.

Finally, the slender “tower” of the building rises up from the base and shoulders and extends from the 8th to the 18th floor. The tower is oriented in an east-west direction, which

⁷ As noted above, the existing, surrounding buildings have their full height expressed at the street.

allows for a narrow profile on the two primary streets of Wisconsin Avenue and The Hills Plaza. This narrowness is accentuated further by bifurcating the mass into two parts and stepping the south-facing portion back 8 feet and the north-facing portion back 15 feet. This bifurcation splits the tower further into two slender elements and provides a distinct and elegant silhouette to both Wisconsin Avenue and The Hills Plaza.

The base, shoulders, and tower are clad in elegant metal panels, adorned with playful balconies, and rendered in a duo-chromatic palette. The color palette is inspired by the simple elegance of the mid-century modern, but elevated by additional layers, textures, and shades of grey. Ultimately, the building is designed to appeal to the senses and human understanding at varying vantage points including several blocks away, across the street or park, and up close as a pedestrian.

The building benefits from its helpful east/west orientation and as a result, will not cast any shadows on Hubert Humphrey Park and minimizes impacts to surrounding apartment/condominium buildings. This is illustrated on the Applicant's shadow studies included with the Sketch Plan submission. Shadows fall largely on the Property (*e.g.* the Courtyard by Marriott portion of the Property) and the adjacent 5530 Wisconsin Avenue commercial office building.

B. Public Use and Amenities

Under the Optional Method of Development in the CR Zone (given the Tract area attributable to the Property and number of frontages), the Applicant is required to provide a minimum of 10% on-site public use space (or 7,901 square feet).⁸ The Project will exceed this requirement and will provide approximately 11,140 square feet of diverse public open space offerings that will enhance the pedestrian circulation and create opportunities for social gathering. The public open space strategy is comprised of three parts, all of which enhance the public realm: (1) the Woonerf (or shared street); (2) an urban pocket park on South Park Avenue; and (3) streetscape improvements.

i. Woonerf

The Woonerf provides a significant public benefit. As mentioned above, the Woonerf will provide improved pedestrian connectivity by introducing a new through-block connection between The Hills Plaza and Wisconsin Avenue, on what is otherwise a superblock. The Woonerf is a shared street that provides for vehicular access, but at a pace that favors the pedestrian. The Woonerf is generously sized at approximately 55 feet wide. This provides more than ample space to accommodate vehicular traffic, access to the loading and parking for delivery and service

⁸ Per Section 4.5.4.B.1 of the Zoning Ordinance, the gross Tract area and number of property frontages is used to determine the percentage of open space required. However, "open space is calculated on the net site area." Site is defined in Section 4.1.7.A.2 of the Zoning Ordinance as "an area of land including all existing and proposed lots and parcels in one application, except proposed and previous dedications and rights-of-way."

vehicles, designated areas for short-term drop-off and deliveries, ample pedestrian only paths (with ADA access), and street-activating café seating.

The Applicant has evaluated several different circulation patterns within the Woonerf. As required by Sketch Plan Condition No. 6(e), the Applicant considered both two-way circulation patterns (both with full movement garage access, and limiting garage access to inbound traffic only), and one-way operations (both flowing from Wisconsin Avenue to The Hills Plaza and the reverse, with traffic flowing from The Hills Plaza to Wisconsin Avenue). After careful study, the Applicant has decided to limit traffic to one-way only, from The Hills Plaza to Wisconsin Avenue, and has committed to restricting garage access off-of the Woonerf to residential inbound traffic only. A one-way circulation pattern will prioritize pedestrian movements and circulation within this space, by minimizing the vehicular use and movements. After careful consideration of the two different directional patterns for this one-way circulation, the Applicant has selected the proposed east-west circulation (entering the shared street on The Hills Plaza and exiting onto Wisconsin Avenue). The Applicant believes there are numerous benefits to this directional flow. The proposed circulation will prevent vehicles from turning into the site at higher speeds from Wisconsin Avenue – the portion of the shared street that has designated café seating zones on either side of the shared street. Traffic from The Hills Plaza is already calmed through the lower classification Village streets when entering the shared street. Traffic is further calmed within the Woonerf as vehicles approach the retail by Wisconsin Avenue. This circulation pattern has the additional benefit of addressing the Village’s concern regarding the increased congestion on Village streets that may occur if all egressing vehicles were pushed to Village streets. For these and other reasons, we strongly believe the proposed circulation pattern appropriately addresses the concerns of key stakeholders, including the Applicant, Park and Planning Staff and the Village.

Regarding the design, the shared street will be a curb less environment designed to read as one space. It will employ different paving textures and/or patterns which distinguish the various components within the overall space. The subtle use of differing paving patterns, mixes and contrasting colors will help to clearly define pedestrian and vehicular areas, prioritizing pedestrian safety while allowing efficient vehicular movement. A unified paving pattern has been adopted throughout the shared street and is supported with contrasting paving bands and accents strips, which provide visual cues for pedestrian and vehicular users to navigate safely throughout area. Banding also helps to narrow the overall width and feel of the vehicular passageway.

The use of vertical metal planters and large decorative /colorful pots have also been strategically placed throughout the shared street to help further define pedestrian movement and enhance pedestrian safety, promote visual interest and streetscape character. Where possible planting has been proposed to help soften the overall character of the shared street. Permanent planters with integrated seating nooks, decorative screens and small trees are situated towards The Hills Plaza adjacent to the existing hotel carpark. Moveable planters are provided at the corner of Wisconsin Avenue assisting with framing outdoor retail areas. These planters also can be easily

rearranged to support flexible program use / small events. Overhead catenary lights have been incorporated throughout to support evening use and provide safe pedestrian passage.

The east side of the Woonerf, next to Wisconsin Avenue, has been carefully designed so that it can be closed to host special events throughout the year. The Woonerf is uniquely suited for this, as it is activated by outdoor retail and hotel amenity space on both sides. During such special occasions, traffic will be two ways for a small portion of the shared street and the shared street has been designed to accommodate these events in a safe manner.

As requested by the Village, the Applicant has incorporated a designated area that accommodates two cars for short-term pick-up and drop-off, near to the lobby doors, in addition to a designated area on the opposite side of the shared street that accommodates four cars for short-term delivery vehicles. This will ensure that there is ample room to accommodate these short-term activities within the site, while not blocking through traffic. These short-term spaces are in addition to the areas within the parking garage and loading dock where short and longer-term trucks may park (*e.g.* contractors and service workers will have access to the garage parking spaces).

Based on feedback from Park and Planning Staff, the Applicant has narrowed the “curb” radius along The Hills Plaza and Wisconsin Avenue to the maximum extent practicable, while still accommodating Fire Department and emergency vehicles (*i.e.* narrowed from 20 feet, previously contemplated at Sketch Plan, to 16 feet). The vehicular area within the Woonerf has also been narrowed down to further calm vehicular flow.

The shared street will also have generous pedestrian only areas on both sides of the street that are distinguished through paving patterns/textures and vertical separation through raised planters, decorative pots, site furnishings, and vehicular bollards. As required by Condition No. (f)(i), there will be a continuous ADA accessible pedestrian pathway along the north side of the shared street. A subtle change in unified paving color and mix will also be applied within all pedestrian only area to assist with pedestrian safety.

The retail uses, which are envisioned to “spill-out” onto the shared street with potential café seating, and the residential lobby, which is now oriented to the shared street, will activate this public realm. As discussed above, the ground floor façade facing the shared street will include ample transparency, and the parking and loading entrances will be visually screened with architectural overhead doors, so as to blend seamlessly in with the building design. Furthermore, the bike parking will also provide storefront transparency to increase the activation of the shared street and provide convenient bike access for the residents. The above-grade portion of the existing parking deck on the northern side of the shared street will be screened through landscaping and integrated seating, to soften this edge. Additionally, the Applicant is proposing to utilize catenary lights throughout the shared street, which will provide a “ceiling” for this space. The lights will provide a human scale to this passageway and serve an added benefit of traffic calming.

Collectively, the lighting and design of the shared street will result in an inviting atmosphere that will draw people through this safe and attractive space.

ii. South Park Avenue Pocket Parklet

Situated along South Park Avenue, the Project provides an approximately 1,500 square foot urban pocket parklet. This parklet is envisioned as an area for rest and respite, offering future users a place to meet and socially interact or simply take a short break. As well as an urban respite for passersbys, the parklet will also be activated by the retail that fronts onto it. This urban pocket parklet will consist of feature designed hard and soft landscape elements, which will help to define this space both visually and physically. These include, decorative paving design, feature raised metal planters with integrated seating, supporting colorful flowering ornamental trees, understory planting and soft lighting.

iii. Streetscape Improvements

Lastly, but equally importantly, the Project will provide significant streetscape improvements along all three of the external street frontages. As mentioned above, all service and parking access has been internalized within the Property, allowing for an uninterrupted streetscape activated by commercial, residential lobby and residential amenities along three sides of the building. The streetscape improvements include new paving, additional landscaping, seating opportunities and additional bicycle parking. Streetscape improvements will significantly enhance the overall pedestrian experience through the creation of a legible and activated streetscape environment, which is further supported with programmed areas offering outdoor retail, social engagement, and quiet contemplation.

C. Recreational Amenities

Section 6.3.9 of the Zoning Ordinance requires that any building containing 20 or more dwelling units must offer recreational facilities in accordance with M-NCPPC's Recreation Guidelines. The Project will provide ample recreational opportunities for future residents. The Applicant is submitting a recreation and amenity analysis, as required by M-NCPPC's Recreation Guidelines and the CR Zone, concurrently with this Site Plan Application. As shown on the recreation analysis, the Project incorporates amenities such as a pool, fitness center, dog cleaning station and indoor community space, to name a few, and exceeds the residential recreational/amenity space requirement.

D. Parking and Loading

Section 6.2.4 of the Zoning Ordinance requires a minimum of 242 parking spaces, taking advantage of the parking reductions in Section 6.2.3.H, and allows for a maximum of 814 parking spaces. The Property will provide two levels of below-grade parking, and will provide between 315 and 340 parking spaces, which is above the minimum and below the maximum number of spaces required. Given the Property's proximity to multiple forms of transit, including the Friendship Heights Metro Station and bus terminal (which is served by numerous bus lines), and existing and planned bicycle facilities, the Applicant anticipates that a significant number of its

residents, patrons, visitors, and guests will utilize transit to access the site. As such, parking will be more than adequate to accommodate full build-out of the Property.

Section 6.2.4.C of the Zoning Ordinance requires 0.5 bicycle spaces be provided per dwelling unit, up to a maximum of 100 spaces, for every new multi-family residential use containing 20 or more dwelling units. Of the residential bicycle parking spaces required, 95% must be provided as long-term spaces. For retail/service establishments and restaurants, the Zoning Ordinance requires one (1) bicycle space for every 10,000 square feet of gross floor area, of which 15% must be devoted to long term use (up to a maximum of 50 spaces for retail/service establishments and 10 spaces for restaurants). For hotel, the Zoning Ordinance requires one (1) parking space per every 10 guest rooms (up to a maximum of 25 spaces), of which 100% must be long-term spaces. In accordance with these requirements, the Project will provide a total of 125 bicycle parking spaces on-site, including six short-term parking spaces. The short term spaces will be located along the shared street, within close proximity to the residential and commercial entrances. The Project will provide a secure bicycle parking room in the residential building component, accessed from the shared street.⁹

Loading and servicing for the new building component has been strategically located to minimize disruptions to the pedestrian environment on the surrounding streets and in the Woonerf. As such, loading and servicing for the residential building component will be provided off of the shared street, internal to the site. As discussed in detail above, the shared street has been designed to accommodate vehicles but at a pace that favors the pedestrian. The Project provides two designated loading bays, a minimum of 30 feet in depth, off the shared street, which will be used for loading, move-ins/move-outs, and refuse collection. These dedicated bays will ensure that loading occurs off the shared street and architectural screen doors will be incorporated to visually conceal these spaces. The Applicant is proposing a refrigerated trash room, farther into the building, which will minimize odors and similar concerns. The servicing and loading will be timed at off-peak hours to minimize disruptions. The Applicant has prepared a loading management plan and truck turning templates (as required by Sketch Plan Conditions No. 6.d and 7.d), which are being submitted concurrently with this Statement.

E. Vehicle and Pedestrian Circulation

Vehicular access to the hotel component of the Project will remain unchanged and will continue to be provided off The Hills Plaza and Wisconsin Avenue. The Applicant is unable to eliminate the second curb cut for the hotel on Wisconsin Avenue, which is used almost exclusively for valet service. The valet service cannot be relocated or reconfigured given the location of the newly renovated double-height interior hotel lobby, existing elevator core, and depth of the Property frontage, which does not allow sufficient room for vehicles to circulate entirely on-site. Furthermore, the valet access enhances circulation on-site, by allowing a location for pick-ups and drop-offs, which continues to keep vehicular activity on the Property, rather than on area roads.

⁹ The existing hotel (to remain) does not contain any long-term bicycle parking.

As such, the Applicant is seeking approval of an alternative method of compliance, as discussed below in Section VIII, to allow the existing vehicular access points in front of the hotel, along Wisconsin Avenue, to remain. However, as part of improving the streetscape in the right of way, Applicant will re-construct the sidewalk at the existing driveway aprons to be level with the sidewalk.

Vehicular access to the new, residential building component will be provided internal to the Property, off-of the Woonerf. As mentioned above, the Applicant was originally proposing to provide residential vehicular parking and back-in loading off of South Park Avenue, similar to the built condition at Highland House East Apartments across South Park Avenue. However, based on feedback received from Village leadership, in connection with the Sketch Plan, the Applicant relocated these services internal to the site, to minimize disruptions to the pedestrian environment on the external streets. This is a key benefit provided by the shared street. Furthermore, as discussed in detail above, in connection with this Site Plan application, the Applicant has further refined the on-site circulation pattern (previously proposed to accommodate two-way vehicular movements) and is now proposing a one-way vehicular movement within the shared street (from The Hills Plaza to Wisconsin Avenue). The Applicant has also limited the garage access to residential entrance only to further reduce vehicular traffic within the shared street. To accomplish this, the garage entrance will be restricted to key fob access only. Residents will also be able to access the garage through the current access point on Wisconsin Avenue, to further disperse the relatively modest number of resident trips projected. Retail patrons will be able to access the parking through the existing garage entrance on either Wisconsin Avenue or The Hills Plaza.

VI. SECTOR PLAN COMPLIANCE

As the Planning Board previously found, and the Circuit Court upheld, the Project is in substantial conformance with the goals and recommendations of the *1998 Approved and Adopted Friendship Heights Sector Plan* (the “Sector Plan”).¹⁰ The Sector Plan is “silent” regarding recommendations for the Property, in that there are no site-specific recommendations. It is common for Sector Plans to focus on properties that may be poised for redevelopment for various reasons. At the time of the adoption of the Sector Plan 24 years ago, the Property consisted of vibrant uses, and thus the Plan’s focus was elsewhere. The redevelopment parcels shown in Figure 13 were those sites that were identified as the most likely to redevelop within the life of the Sector Plan and thus were “the subject of discussion in the Sector Plan.” (*See* page 11). The Sector Plan does not preclude development/redevelopment on other parcels.

The Sector Plan does not establish a Sector Plan area-wide height limit of 90 feet. Furthermore, while the Sector Plan specifically recommended against development or recommended limited heights on some properties, there were no restrictions placed on the

¹⁰ The 1998 Sector Plan supersedes the 1974 Sector Plan (and subsequently Plan Amendments). The Sector Plan references and incorporates recommendations of the previous Plans as appropriate (*e.g.* references to “supporting” or “reconfirming” the recommendations of the previous plans). Although no longer specifically relevant, we would note that, like the current Sector Plan, the 1974 Sector Plan did not include any height or FAR limit for the Property.

Property.¹¹ Specifically, there are no height or density limits recommended for the Property in the Sector Plan.¹²

The Project promotes the overall goals and objectives of the Sector Plan. The Sector Plan “seeks to encourage economic growth in Friendship Heights” and recommends “concentrating new growth in the Metro-served area while preserving the surrounding neighborhoods, in support of County policies.” (See Page XIX). As discussed in this Statement, the Project reinvests in the existing development and will provide needed, additional vitality to the area through new, more modern residential development (with 15% MPDUs); street-activating uses; improved connectivity; and significant public benefits and amenities. As discussed in detail above, the building has been designed to step-down in height as it approaches the surrounding external streets, to provide a pleasing pedestrian experience. The Project’s beneficial orientation ensures that no shadows will be cast on the Hubert Humphrey Park and minimizes impacts on apartment/condominium buildings. Additionally, the orientation of the building and open-air Woonerf provide for views between Wisconsin Avenue and the Village, and “preserves views from existing high-rise apartment buildings.” The Project thus accomplishes the Sector Plan’s objective to locate “the greatest densities in the Metro Core and scal[e] down building heights toward the residential edges” (see page XXIII).

The Project also promotes the following planning objectives:

- *Create a vital, diverse urban center with a balanced mix of land uses, including places where one can live and work;*

As discussed above, the Project will help bring vitality back to Friendship Heights. The Project proposes to redevelop the existing, single-story retail development with a mixed-use, predominately residential development that provides diverse housing choices in close proximity to transit, employment and other non-residential uses with the Friendship Heights community. The additional residential density proposed is critical to sustaining a successful retail environment in Friendship Heights.

- *Concentrate the highest density in the Metro Core, stepping down towards the surrounding neighborhoods;*

The Project provides desirable, additional residential development in the Metro Core, within walking distance of the Friendship Heights Metro Station. The building has been strategically designed to step-down to the surrounding streets to a seven-story base, with tower-

¹¹ For example, the Sector Plan recommends a density cap of 132,000 square feet on a different property in the Sector Plan area, known as Parcel 4 unless the existing office building, located on that property, is demolished with any redevelopment (see page 77). Furthermore, the Sector Plan recommends a maximum building height of three floors on yet another property known as Parcel 10A (see page 47). The Sector Plan also includes site-specific recommendations for Parcel 6, such as the creation of a neighborhood park and preserving the small-scale character of the existing structures. No such limitations or site specific recommendations exist on the subject Property.

¹² This is true both for the current Sector Plan and the 1974 Sector Plan.

step-backs on all external streets, to provide a pleasing pedestrian environment. Additionally, the building orientation preserves views between the Village and Wisconsin Avenue.

- *Preserve the existing strong single-family residential neighborhoods around the CBD;*

The Project proposes infill redevelopment within the Metro Core. As recommended by the Sector Plan, the Project will provide new housing in close proximity to the Metro, while preserving the single-family residential neighborhoods around the CBD.

- *Preserve and enhance the environment for residents of high-rise buildings; and*

As discussed herein, at the time of Sketch Plan, the Applicant reoriented the building (as compared to the original concept design) to respond to comments received from Village leadership, to provide more visual porosity between the Village of Friendship Heights and Wisconsin Avenue. This Site Plan application incorporates tower step-backs on all four sides, as agreed to with the Village, which further sculpts the building massing. As a result, the proposed Project respects and preserves views for the surrounding high-rise buildings. Additionally, given the favorable orientation of the Property, and the building massing, the Project will not cast any shadows on the Herbert Humphrey Park and minimizes impacts on nearby apartment and condominium buildings. Additionally, the Property is surrounded by streets on three sides, including: Wisconsin Avenue, which is a 122 foot Master Planned right-of-way, and The Hills Plaza and South Park Avenue, which are both approximately 80 feet in width. These streets result in significant separation between the Project and the surrounding buildings. This separation, in combination with the building massing, which steps down to the streets, makes the Property one of the few sites in the Village that is well situated to accommodate higher heights and be respectful of, and compatible with, other high-rise buildings in the area. Furthermore, the unique and context-sensitive massing of the building, with a slender component, which steps down in height to the adjoining streets, ensures light, air and views to and from the Village.

- *Help knit the diverse districts into a stronger community and provide spaces for activities that bring people together.*

The Project provides substantial public amenities and benefits on-site, including diverse open space offerings that promote social gatherings. A major public benefit proposed is the Woonerf (or shared-street) that will connect The Hills Plaza and Wisconsin Avenue. The Woonerf will not only provide an additional, physical connection within Friendship Heights, on what is otherwise a super-block, but will also provide an activated, pedestrian-friendly space that will promote informal social interactions. This is in addition to the urban pocket-park on South Park Avenue and the streetscape improvements proposed around the site. The residential lobby entrance has been located off of the shared street, as agreed to with the Village, which will help activate the shared street and keep any short-term pick-up/drop-off/loading activities off of the Village streets. The shared street has been strategically aligned with North Park Avenue to emphasize the Village Center and Hubert Humphrey Park as the “heart” of the Village. In its current condition, the

Property's frontage along The Hills Plaza consists of a long blank wall devoid of activity or architectural articulation. This is true of most of the frontage along this street. To help enliven this space, the ground floor architecture incorporates ample transparency and residential amenity uses. As such, the proposed development will redefine this street from service/back-of-house to a new enlivened and active frontage, particularly as it relates to Hubert Humphrey Park across the street. The proposed design will bring new vitality to the park, activating and defining the eastern edge that, until now, has always been seen as the "backside" of the park.

The Project also promotes several of the Sector Plan goals regarding open space and environmental resources, including:

- *Provide for the active and passive recreational needs of residents and employees of the Sector Plan area.*

The Project provides a significant public benefit through the creation of the Woonerf, which has been designed to favor the pedestrian and will provide additional connectivity between Wisconsin Avenue and the existing parks within the Village. The Woonerf incorporates various seating opportunities that will help activate and enliven this space, while also encouraging informal social interactions. The Woonerf has also been designed to allow the street to be closed down for more formal events. Furthermore, the Project provides an approximately 1,500 square foot urban pocket park along South Park Avenue, which will provide a restful space that will also allow for social interactions. The substantial streetscape improvements proposed along the external streets will further encourage pedestrian activity.

- *Protect and enhance environmental resources in the area.*

The Project respects and enhances Hubert Humphrey Park, which confronts the Property on The Hills Plaza. As discussed in this Statement, the Project will create a more active and compatible edge for the Park (as compared to the existing long blank wall). Although no entrances are proposed along The Hills Plaza frontage, the building has been designed to incorporate ample transparency into the active ground floor uses (e.g. residential amenity areas) to activate this street. Furthermore, as demonstrated by the Applicant's shadow studies, the project casts no shadows on the Park.

- *Use current environmental requirements to mitigate effects on any new development or redevelopment.*

As discussed below, the Project will provide stormwater management on-site, where none currently exists. Redevelopment of the Property will include new Environmental Site Design ("ESD") practices to the maximum extent practicable, through the use of ESD measures such as bioretention planters and green roofs with a minimum depth of eight inches. The stormwater management concept design is discussed in greater detail in Section X below.

- *Improve air quality by encouraging walking, cycling, and use of transit in existing development and redevelopment.*

The Project provides a mix of uses on-site (including residential, retail and hotel) and provides new residential development within walking distance of various transit options and the existing employment base within Friendship Heights. Because of the Project's location, within approximately ¼ mile of the Friendship Heights Metro Station, it is anticipated that many of the users will utilize transit to access the Property. Reflective of the Property's transit-oriented location, the Project will significantly improve the pedestrian environment and connectivity through the creation of the Woonerf and significant streetscape improvements.

- *Minimize noise impacts on existing development and redevelopment.*

The Project will comply with Montgomery County's noise ordinance. Additionally, the proposed residential use will be a noise-compatible land use to the surrounding commercial, high-rise residential, and recreational uses. The design of the building will also incorporate modern acoustical treatments. Furthermore, modern mechanical equipment is both more efficient and quieter than older equipment that exists in the surrounding neighborhood today.

VII. ZONING ORDINANCE CONFORMANCE

A. Objectives

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

- i. Implement the recommendations of applicable master plans;*

As discussed in Section VI above, the Project is in substantial conformance with the overall goals and objectives of the Sector Plan.

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

The Project accomplishes this, and proposes to redevelop the single-story retail with a mixed-use, predominately high-rise residential building component that better responds to the transit-oriented nature of the Property. The Project provides a mix of uses on-site (including residential, retail and hotel) and provides new residential development within walking distance of various transit options and the existing employment base within Friendship Heights.

- iii. *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;*

Because of the Project's location, within approximately ¼ mile of the Friendship Heights Metro Station, it is anticipated that many of the users will utilize transit to access the Property. Reflective of the Property's transit-oriented location, the Project will significantly improve the pedestrian environment and connectivity, as discussed above. The Applicant has heard from many in the community who desire to see retail come back to the Village – the Project will promote this by providing additional residential uses to support the existing/proposed commercial and retail uses within the CBD. Additionally, the Project will facilitate diverse housing opportunities within walking distance of transit, by providing more modern, residential units, with a range of unit sizes, including 15% MPDUs.

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

At the time of Sketch Plan, the Applicant significantly redesigned the building massing to strategically provide view corridors between the Village of Friendship Heights and Wisconsin Avenue. Furthermore, the new building component steps down in height as it approaches the surrounding streets to promote a pleasing pedestrian environment (as compared to the existing high-rise buildings in Friendship Heights, whose full building mass is located against the property lines). As discussed in detail above, the building incorporates tower step-backs on all four facades, as agreed to with the Village.

- v. *Integrate an appropriate balance of employment and housing opportunities; and*

The Property will provide a diverse mix of uses on-site, including retail, hotel and residential. Additionally, the Project is located in close proximity to employment and other non-residential uses. As such, the additional residential density proposed will help support the existing and future employment base within the CBD and importantly, provide needed patrons for the existing and planned retail uses. Since there are currently no MPDUs in Friendship Heights Village, the 15% MPDUs provided by the Project will expand housing opportunities and economic diversity.

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

The Project will include significant public benefits, in accordance with the requirements in Section 4.5.4.A.2 of the Zoning Ordinance. See Section VII (B) below.

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

Properties developed under the Optional Method of Development must comply with the general requirements and development standards of the CR Zone and must provide public benefits under Section 4.5.4.A.2 to obtain greater density and height than allowed under the Standard Method of Development. Additionally, because the Project utilizes the FAR Averaging allowances of the Code, 50% more public benefit points are required. The Project complies with this standard and will provide a minimum of 150 public benefit points from a minimum of three categories.¹³

1. Incentive Density

The Project will provide substantial public benefits and address the Incentive Density Guidelines for the CR Zone. The Applicant will utilize incentive density as part of the Optional Method of Development. Accordingly, the Project will provide the following public benefits:

Public Benefit	Total Points Possible	Total Points Achieved
Transit Proximity	40	30
Connectivity and Mobility		
Minimum Parking	10	8.3
Through-Block Connection	20	20
Wayfinding	10	5
Diversity of Uses and Activities		
Enhanced Accessibility for the Disabled	20	3
Affordable Housing	N/A	30

¹³ Because the Project achieves points for providing 15% MPDUs, only three categories are required (*see* Section 4.7.3.D.6).

Quality Building and Site Design		
Architectural Elevations	20	10
Exceptional Design	10	10
Public Open Space	20	4.1
Structured Parking	20	19
Protection and Enhancement of the Natural Environment		
BLT's	25	5.5
Recycling Facility Plan	10	10
TOTAL POINTS		155
TOTAL NUMBER OF CATEGORIES		5

a. Transit Proximity

As discussed above, the majority of the Property is located within ¼ mile of the Friendship Heights Metro Station, a level 1 transit facility. Therefore, the Project is seeking 30 points for Transit Proximity.

b. Minimum Parking

Given the Property's location in close proximity to transit, the Applicant is proposing to provide a maximum of 336 parking spaces on-site. As such, the Applicant is seeking 8 points for minimum parking.

$$[(A-P)/(A-R)] * 10$$

- A (maximum allowed spaces) = 814
- R (minimum required spaces) = 242
- P (proposed spaces) = 340 (Max)

$$[(814-340)/(814-242)] * 10 = \mathbf{8.3 \text{ points}}$$

c. Through-Block Connection

An important public benefit of the proposed Project is the through-block connection between The Hills Plaza and Wisconsin Avenue. The through-block connections will be designed as a shared street, which will allow for vehicular access but at a pace that favors the pedestrian. As discussed in detail in this Statement, the Applicant has refined the design of the shared street based on feedback from Park and Planning Staff. The vehicular travel pattern has been restricted to one-way (as opposed to the two-way movements proposed during the Sketch Plan) and the vehicular travel lane has been significantly narrowed (from 20 feet, previously proposed, to 12 – 16 feet). This, in combination with the activating ground floor uses that line the shared street, will create an inviting space that will draw people through this otherwise superblock. Importantly, the Applicant has also eliminated the previously proposed arcades, so the shared street will be open-aired for the full 55 foot width (with the exception of the small existing arcade at the hotel entrance that is a structural design element and cannot be eliminated). The shared street will be open to the public 24/7 – Catenary lights have been incorporated overhead to provide a ceiling to this space and facilitate evening use. For these, and other reasons discussed throughout this Statement, the Applicant is requesting 20 points from this category.

d. Wayfinding

As discussed in this Statement, an important component of the Project is the new through-block connection that provides additional pedestrian connectivity between the Wisconsin Avenue Corridor (and the Friendship Height Metro Station farther beyond) and the Village of Friendship Heights. As such, the Project is proposing to provide a sign at the Wisconsin Avenue entrance to the shared street that directs pedestrians through the Property to the Hubert Humphrey Park and The Village municipal center. As such, the Applicant is seeking 5 points from this category.

e. Enhanced Accessibility for the Disabled

The Applicant currently anticipates that a minimum of three (3) of the units will meet American National Standards Institute A117.1 Residential Type A standards or an equivalent County standard. As such, the Applicant is seeking 3 points for enhanced accessibility for the disabled, per the calculation below:

$$(A/T)*300$$

$$A \text{ (ANSI 117.1 units)} = 3$$

$$T \text{ (total units)} = 300$$

$$(3/300)*300 = 3 \text{ points}$$

f. Affordable Housing

As discussed in this Statement, the Project will provide a minimum of 15% MPDUs. Per the Zoning Ordinance, 12 public benefit points are available for every 1% of MPDUs greater than 12.5%. As such, the Project is seeking 31 points from this category.¹⁴

g. Architectural Elevations

The new building will be designed to provide attractive, well-proportioned faces to the public realm of streets, parks, and Woonerf. The increase of activity along the streets will create pedestrian interest, give scale to open spaces, and ultimately provide for greater public safety through eyes on the street. The ground floor has been designed to provide ample transparency and articulation, while activating and enhancing the pedestrian environment. Furthermore, the building incorporates various building materials, and horizontal and vertical plane changes, to help break down the perceived mass of the building. The Applicant agrees to be bound by the following design parameters:

- Minimum of 60 % transparency on the ground floor of the three exterior public roads;
- Minimum of 40% transparency on the ground floor of the shared street;
- Minimum of 60 foot separation between operable doors on Retail frontages and the shared street; and
- Implementing modern design guidelines through the incorporation of a strong building base with tower step-backs.

h. Exceptional Design

The Applicant is seeking 10 Public Benefit points for exceptional design. The building delivers a sustainable, timeless, and lasting contribution to the Property's most urban location, along this prominent corridor, steps from the intersection of Montgomery County and the Nation's Capital. The Project meets all of the criteria established by the Zoning Ordinance and the Commercial/Residential and Employment Incentive Density Implementation Guidelines for Exceptional Design. The Exception Design criteria are addressed below:

- *Providing innovative solutions in response to the immediate context;*

The building responds and successfully addresses the various contexts of its surroundings. The building architecture and massing responds to both the transit-oriented nature of its location, along the Wisconsin Avenue corridor, and the relationship to the existing buildings and park within The Village. As discussed above, the building massing has been strategically designed to preserve view corridors between The Village and Wisconsin Avenue.

¹⁴ Public benefit points are available for providing MPDUs above 12.5%, even though the Project is required to provide 15% MPDUs under Chapter 25-A. (See Section 4.7.1.B).

Two seven-story shoulders hold the urban edge street wall along Wisconsin Avenue and The Hills Plaza. The seven-story shoulder street wall is intentionally lower than most of the neighboring buildings. In fact, it is less than half the height of the 15-17 story buildings that are the context within which this project sits. An original concern of The Village was to reduce the bulk of the building, particularly the bulk along the street walls, which would have perpetuated the “canyon” effect caused by many of the existing buildings in The Village. This lower shoulder height mitigates this scale issue, complimented by the generous streetscape and shared street, by allowing more light and air in the public open spaces.

The “tower” of the building rises up from the base and shoulders and extends from the 8th to the 18th floor. The tower is oriented in an east-west direction, which allows for a narrow profile on the two primary streets of Wisconsin Avenue and The Hills Plaza. This narrowness is accentuated further by bifurcating the mass into two parts and stepping the south-facing portion back 8’ and the north-facing portion back 15’. This bifurcation splits the tower further into two slender elements and provides a distinct and elegant silhouette to both Wisconsin Avenue and The Hills Plaza.

The creation of the “Woonerf” also provides an innovative solution that solves the Project’s loading demands, while responding to the immediate context. In recognition of the transit-oriented nature of the Property’s location, the “Woonerf” will minimize disruptions to the surrounding streets to create a continuous, safe and activated pedestrian environment.

- *Creating a sense of place, that serves as a landmark;*

The Property is prominently located along Wisconsin Avenue, just north of the Maryland/District of Columbia line. As such, the Property serves as a gateway both to The Village and Montgomery County as a whole. The Project design responds to this context by repositioning a faltering one-story retail site, with more contemporary and flexible retail frontage on Wisconsin Avenue, and adding new residents within an elegant residential tower. This combination of strengthened retail frontage and injection of additional density, in dynamic and engaging architecture, at a prime site, is the recipe for vibrant transformation. This project will serve as both a hinge and a gateway into The Village from Wisconsin Ave. The South Park façade serves as the hinge while the new active shared street serves as a pedestrian gateway.

- *Enhancing the public realm in a distinct and original manner;*

The Project will significantly enhance the public realm and create a true sense of place that will help to re-enliven the Village of Friendship Heights. The Project proposes significant public use space, include the shared street, which separates the existing hotel component from the new multifamily residential component, all while creating a shared, attractive, pedestrian friendly and meaningful public space. The shared street provide a pedestrian-friendly connection between Wisconsin Avenue and The Hills Plaza (in what is otherwise a super block). This is in addition to the streetscape improvements proposed on all external streets and the urban pocket park proposed

on South Park Avenue. Collectively, these improvements will help to activate and enliven the public realm, serving as a destination and creating a true sense of place.

The building has been designed to enhance and activate the pedestrian environment and importantly, has been designed to provide a more compatible edge to the Hubert Humphrey Park. On The Hills Plaza, the lower seven-story shoulder serves as the missing “wall” to finally enclose the outdoor “room” of Hubert Humphrey Park. This shoulder wall is significantly lower than that of the 17-story Highland House West (south wall of the Park) and 16-story Willoughby (west wall of the Park). Furthermore, the Project’s tower has been strategically designed to present a narrow silhouette above the shoulders. The east-west orientation of the tower allows ample light and air to flow around the Project and allow additional visual connections between The Village of Friendship Heights and Wisconsin Avenue.

- *Introducing materials, forms, or building methods unique to the immediate vicinity or applied in a unique way;*

The massing of the Project has been strategically designed to allow light and air to pass through and around the new residential component (*e.g.* the new component steps down in height to seven-stories as it approached the external streets to create a pedestrian friendly expression). As a result of the tower step-backs and orientation, the Project will not replicate the overpowering experience of many other 14-21 story buildings located in the Village of Friendship Heights (which have their full height/massing up against the street).

The continuous, active base will have generous ceiling heights and ample glazing which floats behind the “Pilotis” of the building base. The base “pilotis” evokes the essence of mid-century modern while allowing the retail storefronts and residential amenities to have the flexibility, viability, and place-making opportunities found in contemporary urban environments.

The base, shoulders, and tower are clad in elegant metal panels, adorned with playful balconies, and rendered in a duo-chromatic palette. The color palette is inspired by the simple elegance of the mid-century modern, but elevated by additional layers, textures, and shades of grey. Ultimately, the building is designed to appeal to the senses and human understanding at varying vantage points including several blocks away, across the street or park, and up close as a pedestrian.

- *Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a problematic site; and*

This “infill” Project will provide needed, additional residential density within walking distance to various forms of public transportation, including the Friendship Heights Metro Station and numerous bus routes. The additional residential component will provide needed residents to support the existing and proposed commercial/retail uses within the Village. The Project includes new, more modern ground floor retail uses – This new retail base is designed with high ceilings, expansive storefronts, and market driven depths to accommodate contemporary retail expectations.

As such, the Project will provide a much-needed replacement to the existing, dark and low-ceilinged retail.

- *Integrating low-impact development methods into the overall design of the site and building, beyond green building or site requirements.*

The Project will pursue and integrate many low-impact design elements. The design team will pursue engineered, vegetated, and integrate innovative materials to enhance the Project. The existing portion of the building, to be demolished, is roughly a 0.96 acre hard surfaced roof, currently used as a parking deck. It is being replaced with a sculpted, multi-level, 18-story residential high-rise building, with modern ground floor retail. The Project will help to reinvigorate retail within The Village, which will allow existing and future residents to access more basic services within walking distance. Additionally, the residential component of the Project, in close proximity to the Friendship Heights Metro Station will promote alternative methods of transportation.

On the roof of the various lower level step-backs, vegetated roofs will be installed as much as possible to maximize green coverage. On the main tower roof, the various viewing terraces and amenity pool deck will be accentuated, and distinguished by vegetated and planted beds of landscape to further enhance the green coverage on-site.

i. Public Open Space

Under the Optional Method of Development in the CR Zone (given the Tract area attributable to the Property and number of frontages), the Applicant is required to provide a minimum of 10% on-site public use space (or 7,901 square feet). The Project exceeds this requirement and is proposing to provide 11,140 square feet of diverse public open space offerings. As such, per the calculation below, the Applicant is seeking 4 points from this category.

$$(P/N)*100$$

P (public open space)	= 3,239 square feet (above minimum)
N (net lot area)	= 79,012 square feet

$$3,239/79,012 * 100 = \mathbf{4 \text{ points}}$$

j. Structured Parking

All of the parking provided on-site will be located in above- or below-grade structured parking. As such, the Applicant is requesting 19 points from this category.

$[(A/T)*10] + [(B/T)*20]$	
A (above-grade spaces)	= 15
B (below-grade spaces)	= 294 (max)
T (total spaces)	= 315
$[(15/315* 10) + [(294/315) * 20] = \mathbf{19 \text{ points}}$	

k. BLTs

The Applicant will purchase Building Lot Termination easements, or make an equivalent payment to the Agricultural Land Preservation Fund, in an amount equal to 7.5 percent of the incentive density floor area. Based on the density proposed by this Project, the Applicant is required to purchase 0.82 BLTs, based on the following calculation:

- 318,806 square feet total new development proposed – (59,387.5 square feet base density) = 259,746 square feet of incentive density
- 259,746 square feet x 0.075 = 19,481/31,500 = 0.618 BLTs

Since one BLT is equivalent to nine public benefit points, the Applicant is seeking approximately **5.5 points** for this category.

l. Recycling Facility Plan

The Project proposes to incorporate a recycling plan and facilities that will meet or exceed the Executive Regulations 15-04AM and 18-04. In accordance with the CR Incentive Density requirements, five (5) points are appropriate for developments that meet this requirement. The Applicant seeks additional points for providing dedicated recycling containers within the shared street, as well as a paper shredder and a cooking oil container in the trash/recycling room. As such, the Project is requesting a total of 10 points from this category.

2. Development Standards

Section 4.5.4 of the Zoning Ordinance sets forth the development standards for the optional method of development within the CR Zone. A development table is included with the Site Plan, on sheet SP-002, which demonstrates the Project's conformance with these development standards.

3. FAR Averaging

The Project takes advantage of the FAR Averaging Provisions contained in the Zoning Ordinance. The purpose of this portion of the Statement is to demonstrate that the Project satisfies the requirements contained in Section 4.5.2.B of the Zoning Ordinance, regarding FAR averaging. Section 4.5.2.B.3 of the Zoning Ordinance provides that density may be averaged over two or more non-contiguous properties in the CR Zone if:

- a. *Each provision under Section 4.5.2.B.2 is satisfied, including:*
 - i. *The properties are under the same site plan or sketch plan; and, if a sketch plan is required, the density averaging must be shown on the sketch plan;*

The Sending Property is encompassed by this Application. The Sketch Plan may be found at SK-000.

- ii. *The resulting properties are created by the same preliminary subdivision plan or satisfy a phasing plan established by an approved sketch plan;*

The Sending Property will satisfy the phasing plan approved as part of this Sketch Plan Amendment – the Project will be constructed in one phase.

- iii. *The maximum total, nonresidential, and residential FAR limits apply to the entire development, not to individual properties;*

The density of development on the combined lots does not exceed the total density permitted on the Property and Sending Property as separate lots.

- iv. *The total allowed maximum density on a resulting property that is abutting or confronting a property in an Agricultural, Rural Residential, or Residential Detached zone that is vacant or improved with an agricultural or residential use, does not exceed that allowed by the property's zone; and*

This provision is not applicable.

- v. *Public benefits are required to be provided under any phasing element of an approved sketch plan.*

The Project will be developed in one phase and will provide adequate public benefits, as discussed in Section VII.B above.

- b. *The properties are within ¼ mile of each other or in a designated master-planned density transfer area;*

The Sending Property is located within ¼ mile of the subject Property.

- c. *The minimum public benefit points required under Section 4.5.4.A.2 are exceeded by at least 50%; and*

As demonstrated in Section VII.B above, in accordance with this requirement, the Project will provide a minimum of 150 public benefit points.

- d. *The applicable master plan does not specifically prohibit the averaging of density between non-contiguous properties.*

The Friendship Heights Sector Plan does not prohibit the averaging of density between non-contiguous properties.

VIII. ALTERNATIVE METHOD OF COMPLIANCE

Pursuant to Section 6.8.1, the Applicant is seeking approval of an alternative method of compliance for the site access requirements in Division 6.1. Specifically, Section 6.1.4.D allows for “[a] maximum of 2 driveways... for every 300 feet of site frontages along any street.” The

existing hotel currently has two essential driveways in front of the main lobby entrance that have served the hotel for the past 50 years. These entrances are grandfathered today as an existing site condition under Section 7.7.1.A.1, and are proposed to remain unchanged by the proposed redevelopment. The Project will add a new driveway on Wisconsin Avenue to allow for egress from the Woonerf. Because the entire property is included in this Sketch Plan application, we are seeking approval of an alternative method of compliance to affirmatively allow the existing driveways, which have been serving the hotel for many years, to remain. The Planning Board can waive the site access requirements if it is determined that there is a unique site, a use characteristic, or a development constraint, such as an existing building or structure, which precludes safe or efficient development under the requirements of Division 6.1. The retention of the existing site condition satisfies the findings of Section 6.8.1, as demonstrated below:

- *Satisfy the intent of the applicable Division;*

The intent of Division 6.1 is to “ensure safe and convenient vehicular, bicycle, and pedestrian circulation within and between lots on the same block face and to reduce traffic congestion.” The proposed alternative method of compliance merely seeks to preserve the existing, long-standing site condition. The existing access points work in tandem to ensure that there is safe and convenient access to the hotel, and importantly eliminate the need for queuing or traffic congestion on Wisconsin Avenue. The northern-most curb cut provides important access to the existing parking garage, which is important both for the existing hotel operations and the proposed retail uses. As discussed above, the garage access off the Woonerf is limited to residents only. As such, retail patrons accessing the site will use this existing access as one of their two points of entry to the garage. Additionally, the existing hotel access point leads internally to a semi-circular drive that allows for internal pick-up and drop off and valet services in front of the hotel’s newly renovated lobby entrance. The southern curb cut is needed to allow cars to exit the semi-circular driveway and is restricted to egress only – there is not enough room within the existing property frontage (given the location of the existing building) to allow cars to turnaround entirely on-site. As such, the existing access points are critical to the successful hotel operations and importantly, to keep cars from queuing on Wisconsin Avenue.

- *Modify the applicable functional results or performance standards the minimal amount necessary to accommodate the constraints;*

The Applicant is seeking to retain the existing access points for the hotel. As mentioned above, given the location of the existing hotel building component, there is no way to meet this standard without significantly compromising the operations of the hotel and resulting in adverse impacts on the traffic flow along Wisconsin Avenue. The hotel recently went through extensive lobby and facility renovations, and as such – there are no proposed hotel modifications as part of this Application. The only direct entrance to the lobby is off-of Wisconsin Avenue. Without the proposed alternative method of compliance, the hotel will not be able to continue to accommodate busses, pick-ups and drop-offs, and valet service, on-site. This will result in undesirable queuing on Wisconsin Avenue, which would have a greater impact on the surrounding community.

Importantly, no additional driveway entrances are proposed along Wisconsin Avenue. In fact, the Project proposes to construct a through-block connection/shared street, between Wisconsin Avenue and The Hills Plaza, which will allow loading and parking access for the new residential building component to be accommodated internal to the site. This through-block connection will not only improve pedestrian and vehicular circulation by breaking up what is otherwise a superblock, but will also minimize disruptions to the pedestrian environment along the three external street frontages.

- *Provide necessary mitigation, alleviating any adverse impacts; and*

The existing hotel entry points have been in place for quite some time and are an important operational component of the hotel that, in and of itself, eliminates adverse impacts on the surrounding community. As discussed above, the Project seeks to minimize disruptions to the external street frontages through the construction of a shared street. The Project also proposes significant streetscape improvements along Wisconsin Avenue, South Park Avenue and The Hills Plaza. Collectively, the existing hotel access points and proposed improvements (to circulation and the streetscape) will result in significant improvements to the existing site conditions.

- *Be in the public interest.*

The proposed alternative method of compliance (of preserving the existing hotel entrance points) is critical to prevent queuing on Wisconsin Avenue and will allow for the continued, successful operation of the existing hotel. Furthermore, a grant of the requested alternative method of compliance will facilitate the redevelopment of the single-story retail portion of the Property with a vibrant, mixed-use development. Collectively, the Project will bring desired vitality back to Friendship Heights and will result in significant public benefits. Included among these benefits, as discussed above, are significant streetscape improvements that will provide improved circulation for pedestrian both through and around the Property. In connection with these streetscape improvements, the Applicant is proposing to underground the utilities along Wisconsin Avenue, which will visually improve the streetscape and provide for a clear uninterrupted pedestrian realm.

For all of these reasons, we respectfully request approval of this alternative method of compliance, to allow for the retention of the existing hotel driveways.

IX. FINDINGS REQUIRED FOR SKETCH PLAN APPROVAL

The purpose of this portion of the Statement is to provide justification that the Sketch Plan Amendment satisfies the requirements of Section 7.3.3.E, which govern the approval of a Sketch Plan application. As the Planning Board previously found in approving the underlying Sketch Plan No. 320220010 (Resolution No. 21-126), the Project satisfies the required findings in Section 7.3.3.E of the Zoning Ordinance. As discussed above, this Sketch Plan Amendment is limited in nature and primarily intended to allow for the transfer of density through FAR Averaging and associated modification to the public benefit points. As such, the Planning Board's previous findings remain unchanged, as reconfirmed by this Statement:

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

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

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

As discussed in Section VI above, the Project substantially conforms with the goals and recommendations of the Sector Plan. This Sketch Plan Amendment is limited in nature and primarily seeks to incorporate the Sending Property and associated density.

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

This provision is not applicable.

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

The Property is surrounded primarily by high-rise developments, with heights up to 21 stories. As the Planning Board previously found the proposed 18-story building component is comparable and compatible with its immediate surroundings. Given the intervening streets that surround the Property on three sides, the beneficial orientation on the Property, and the approved massing, which has a slender component that steps down as it approaches the streets, the Project will lay “lighter” on the land (as compared to the existing high-rise buildings within the Village). Unlike the existing, surrounding high-rise buildings, whose full mass is located directly against the sidewalk, the residential building component incorporates step-backs that minimize the perceived height and bulk.

The Project will transform the single-story retail component of the Property into a retail-and-residential, transit-oriented development. The proposed residential use will support the existing and proposed retail and restaurant businesses within Friendship Heights. As such, the Project will bring much-desired vitality back to Friendship Heights through this modern residential development (with 15% MPDUs), active ground floor uses, improved connectivity and significant public benefits.

E. The Sketch Plan provides satisfactory general vehicular, pedestrian, and bicyclists access, circulation, parking and loading.

The Project will significantly improve pedestrian circulation within and around the site. As the Planning Board previously found, the Sketch Plan provides satisfactory general vehicular, pedestrian and bicyclists access, circulation and parking. As discussed in this Statement, the Applicant has further refined the circulation with the Site Plan application.

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

The public benefits are sufficient to justify the requested density. The public benefits and incentive density are discussed in Section VII. B above.

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

The Project will be developed in one phase.

X. FINDINGS REQUIRED FOR SITE PLAN APPROVAL

The purpose of this portion of the Statement is to provide justification that the Site Plan satisfies the requirements of Section 7.3.4, which govern the approval of a Site Plan application. As set forth below, the Site Plan satisfies each of these requirements:

A. The proposed development satisfies any previous approval that applies to the site, including any development plan or schematic development plan in effect on October 29, 2014.

This Site Plan is consistent with the use and densities of the Sketch Plan Amendment.

B. The proposed development satisfies applicable use standards, development standards, and general requirements in the Zoning Ordinance.

As described in Section VII above, the Site Plan complies with the development standards set forth in the CR Zone, as well as the general requirements contained in the Zoning Ordinance, with the exception that the Applicant is seeking approval of an Alternative Method of Compliance to allow the existing hotel access points along Wisconsin Avenue to remain, as discussed in Section VIII above.

C. The proposed development satisfies the applicable requirements of Chapter 19 Erosion, Sediment Control, and Stormwater Management, and Chapter 22A Forest Conservation.

i. Stormwater Management

Applicable requirements under Chapter 19 will be addressed in the Stormwater Management Concept Plan currently under review by the Department of Permitting Services ("DPS") under plan number 288818. Currently, there is no stormwater management on the Property. As such, the site does not treat either water quality or water quantity on-site. Rather, any water that falls on the Property, continues to flow into the stormdrain system unmanaged. As such, the Project provides an opportunity to greatly improve the treatment of stormwater runoff on-site. Redevelopment of the Property will include new ESD practices to the maximum extent

practicable through the use of micro-bioretenion planters and green roofs with a minimum depth of eight inches.

The Property is not in a Special Protection Area, so no separate water quality monitoring plan is required. A Sediment and Erosion Control Plan will be submitted to DPS for approval prior to commencement of construction.

ii. Forest Conservation

The Property is subject to the requirements of Chapter 22A of the Montgomery County Code (the "Forest Conservation Law"). A Natural Resources Inventory/ Forest Stand Delineation No. 420220270 ("NRI/FSD") was prepared for the Overall Property and approved by M-NCPPC on September 14, 2021. The NRI/FSD demonstrates that there is no forest on-site. A combined Preliminary/Final Forest Conservation Plan has been submitted currently with this Statement, which demonstrates the Project's conformance with the Forest Conservation Law. The Project will provide the required 0.27 acres of afforestation through an off-site mitigation bank or through a fee-in-lieu payment.

The Property contains no protected soils, endangered species, or other natural features that would impact development.

D. The proposed development provides safe, well-integrated parking, circulation patterns, building massing and, where required, open spaces and site amenities.

As thoroughly discussed above, the Site Plan is designed to ensure the adequacy, safety and efficiency of the overall development. The Project greatly improves pedestrian circulation both through the streetscape improvements along The Hills Plaza, South Park Avenue and Wisconsin Avenue, and the shared street, which creates an additional connection between The Hills Plaza and Wisconsin Avenue on what is otherwise a super block. As discussed herein, the Woonerf will provide for shared pedestrian and vehicular access, at a pace that favors the pedestrian.

An important component of the Woonerf is the ability to accommodate loading and deliveries internal to the site, as opposed to on the surrounding Village streets – this allows for a more continuous uninterrupted streetscape and free flow of traffic along the external street frontages. This design decision was made in direct response to comments received from Village leadership in connection with the Sketch Plan application, and will be a unique and beneficial design as compared to other buildings in the Village, which all have direct garage and loading directly off of Village streets.

As discussed in this Statement, the Applicant has limited circulation within the Woonerf to one-way vehicular movements (entering off The Hills Plaza and existing onto Wisconsin Avenue) and restricted access to the garage to resident ingress only. This controlled garage access will limit the amount of vehicular activity in the Woonerf. Additionally, per the Village's request, the Applicant has provided designated areas within the Woonerf to accommodate short term pick-

up/drop-off and loading (this is in addition to the areas within the parking garage where short and longer-term trucks may park, like contractors). All long-term/scheduled loading will be accommodated outside of the Woonerf in the two dedicated, concealed loading bays.

The Woonerf is also a place where pedestrians can move through. The Woonerf will have generous pedestrian only areas on both sides of the street that will be clearly distinguished through paving patterns/textures and physical separations like raised planters. The Woonerf's generous size accommodates these various components and ensures there is ample space for vehicular movements (for both cars, service and deliveries) and a safe pedestrian environment.

E. The proposed development substantially conforms to the recommendations of the applicable master plan and any guidelines approved by the Planning Board that implement the applicable plan.

As discussed in detail above, the Project is in substantial conformance with the goals and recommendations contained in the Sector Plan. There are no site-specific recommendations for the Property, and thus no height or density limitations recommended by the Sector Plan. Nonetheless, the Project promotes many of the overall goals and recommendations of the Sector Plan. The orientation of the residential building component and Woonerf provides visual porosity between Wisconsin Avenue and the Village of Friendship Heights. This design, in combination with the three rights-of-way that surround the Property (and provide additional separation from the confronting buildings), preserves the views from existing high-rise apartment buildings. Importantly, the Project will bring vitality back to Friendship Heights by providing a mix of uses on-site, additional residential units to support the existing/proposed retail within the Village, and diverse open space offerings on-site. The Project will preserve and enhance the confronting Hubert Humphrey Park – as demonstrated by the Applicant's shadow studies, the proposed residential building component will not cast any shadows on the Park. Importantly, although no entrance doors are located along The Hills Plaza, the ground floor façade has been designed to help engage the Park and provide a more compatible edge (as compared to the existing, long, blank wall). The Project also promotes the environmental goals of the Sector Plan through this transit oriented development and provision of stormwater management, on a site where there currently is none.

F. The proposed development will be served by adequate public services and facilities, including schools, police, and fire protection, water, sanitary sewer, public roads, storm drainage, and other public facilities.

The public facilities will be more than adequate to accommodate the proposed development. The location of the Project, in close proximity to the Friendship Heights Metro Station and other transit facilities, ensures that a significant portion of the Project's users will rely upon transit for purposes of accessing the site.

The Property is located within the Red Policy Area and the Applicant is bound by the Local Area Transportation Review standards in evaluating transportation impacts. In accordance with those standards the Applicant is submitting a Traffic Exemption Statement prepared by Wells +

Associates, the Applicant's transportation consultant, which addresses the Project's projected trip generation compared to the existing use's trip generation. The LATR assigns a specific trip generation rate to be used for the existing development based on the approved use. This is important and intentional, as any "underperforming" retail on-site could be re-leased to another retailer tomorrow, such as a grocery store, that would generate significantly higher trips. As such, the analysis must be conducted based on the approved use.

The results of the trip generation analysis show that the proposed development will result in a reduction in site trips with the proposed redevelopment of the property. The proposed redevelopment will generate 167 AM peak hour person trips and 259 PM peak hour person trips compared to the existing retail, which generates 119 AM and 354 PM peak hour person trips. Thus, the Project will generate 48 additional AM and 95 fewer PM peak hour person trips than the existing uses on the site. The Traffic Statement provides a summary of the trip generation calculations and concludes that the Property is exempt from providing an LATR study.

The Development is assigned to Somerset Elementary School, Westland Middle School, and Bethesda Chevy-Chase High School. Based on the FY 2023 Annual School Test (effective July 1, 2022), all schools are currently operating with adequate capacity. As such, no school Utilization Premium Payment is required.

The Property is currently serviced by public water and sewer and is located within water and sewer categories W-1 and S-1. Water and sewer needs are expected to be met by the Washington Suburban Sanitary Commission ("WSSC") through connections to the existing water and sewer lines.

Electric, gas and telecommunications services will also be available. Other public facilities and services – including police stations, firehouses, and health care facilities – are currently adequate and will continue to be sufficient following construction of the Project.

G. Proposed development on a property in a Rural Residential or Residential zone, is compatible with the character of the residential neighborhood.

This provision is not applicable.

H. The proposed development is compatible with the existing and approved or pending adjacent development.

The Project has been carefully designed to ensure that it is physically compatible with, and not detrimental to, existing and future development surrounding the Property. As discussed throughout this Statement, the Project uniquely responds to its various contexts. The approved building massing, refined by this Site Plan, has been strategically designed to preserve views from the Village to Wisconsin Avenue. The Project incorporates ground floor retail and other street activating uses, which in combination with the Woonerf and streetscape improvements, will help to bring vitality back to Friendship Heights (a desire we have consistently heard from the

community). Additionally, the proposed residential development will help support and ensure the success of the proposed retail, as well as other retail/restaurant uses within Friendship Heights.

XI. Community Outreach

The Applicant undertook significant community outreach during the Sketch Plan for the Project, including holding more than 20 public meetings with neighbors and interested stakeholders. The team also maintains a website (5500wisconsin.com) with more than 1,700 unique visitors to date, to announce upcoming meetings, answer questions, and build awareness of the Project.

The Applicant hosted its pre-submission outreach meeting for this Application virtually through the ZOOM meeting platform on November 3, 2022. Notice was properly given for the pre-submission community meeting in accordance with the standards set forth in the Development Review Procedures Manual. The sign-in sheet and meeting minutes are being submitted concurrently as part of this Application.

XII. CONCLUSION

As demonstrated by this Statement, the Application complies with all applicable requirements of the Zoning Ordinance that govern Optional Method of Developments under the CR Zone. Furthermore, the Project substantially complies with the recommendations of the Sector Plan. The Project will transform the underperforming, single-story retail component of the Property into a vibrant, transit-oriented, pedestrian friendly, mixed-use development that includes Moderately Priced Dwelling Units. The Project provides enhanced pedestrian connectivity and significant public amenities and benefits. For all of the reasons discussed herein, the Application should be approved.