



The Hellman Company, inc.

7725 Old Georgetown Road

Office tower with ground floor retail

Award application 16 June 2008

The Washington Smart Growth Alliance

The Woodmont Triangle “Petri dish”

How to grow a Metro-rail-served urban area in a smart-growth TOD manner without destroying it at the same time

Government’s job is to write the rules so that the private sector finds it easier to make money doing the right thing rather than the wrong thing.

Application detail support data

Location Criterion: The project is located in an area designated and appropriate for growth and revitalization. This site is part of the Woodmont Triangle, an old neighborhood located in the Bethesda CBD. It is less than 1,500 feet from Metro-rail. This is a mixed-use urban area with sidewalks throughout (although in serious need of improvement.) The location is also served by Metro bus and The Bethesda Circulator (see www.bethesdatransit.org) in addition to multi-story above grade County parking garages (that lend themselves to the creative improvements our project proposes.) There are two supermarkets (Safeway and Giant) within walking distance

Density, Design, and Diversity of Uses Criterion: The “three D’s” of good, smart growth development are exactly what this project is all about (see Section 4a.) We are proposing sufficient density and scale to help support a mix of uses, walkability, and public transit. Urban design of the project should foster such encouragement and integrate the project effectively into existing community fabric.

The essence of this project is to grow the Woodmont Triangle without destroying it at the same time. This is an urban neighborhood with many small scale buildings. Many of them house businesses that have been part of this neighborhood for many years. The identity of the Woodmont Triangle is the result over time of both many of these buildings and the businesses they house. In this specific project, for example, the one story building at 4940 Fairmont Avenue has been the home of the **Positano Restaurant** for more than two decades. It is a known destination that draws people and serves the neighborhood. Improving / preserving that building and the public realm within which it sits will benefit everyone -- from the retail business owner to the pedestrian walking by it.

See especially:

- the Peanuts cartoon on the front cover
- Section 1
- Section 2
- Section 3
- Section 7a and 7b
- Section 9
- Section 17

Site / Project data (see Section 10):

Zoning CBD-2 as specially modified by the Woodmont Triangle Amendment 15-1316 1/31/06)

	this site alone	combination w/ buildings being preserved
Land area (w/street dedic.)	14,034	(+4 bldgs on Fairmont) 52,618
Linear frontage on Fairmont	104’	390’
Amenity Fund contrib. (Sec.10)	\$ 449,088	\$ 1,683,786
Office & Retail area (sf)	70,170	201,200
<i>(assumes 5.0 not 4.0 -- must fix zoning code CBD-2 WT)</i>		
<i>* existing improvements (4 buildings on Fairmont) improved and retained</i>		
		<u>+ 61,892</u>
		263,092
Building heights vary from 1 story to 25 stories: <u>average</u> along Fairmont (Sec.8)		107’

If we are able to add the 4 two story buildings that anchor the Woodmont Triangle “Town Square” (aka Veterans Park)

Land area (w/street dedic.)	14,034	(+4 bldgs on Fairmont) 52,618 (+4 bldgs on Veterans Park) <u>+ 27,647</u>
		80,265
Linear frontage on Fairmont	104’	390’
<i>(two story retail frames Veterans Park/ Town Square: see Sec. 6b)</i>		
		<u>+ 144’</u>
		534’
Office & Retail area (sf)	70,170	201,200
<i>(assumes 5.0 not 4.0 -- must fix)</i>		
<i>(+4 bldgs on Veterans Park)</i>		
		<u>+ 103,800</u>
<i>* This is just the new office and retail at 7725 Old Georgetown Rd</i>		
		305,000
<i>* existing improvements (4 buildings on Fairmont) improved and retained</i>		
		+ 61,892
<i>* “existing” improvements (4 buildings on Veterans Park) 2 story retail</i>		
		<u>+ 31,830</u>
<i>** total improvements (398,722 sf) say</i>		
		400,000 sf

Amenity Fund contrib. Additional from these bldgs **\$ 878,994**

Building heights vary from 1 story to **35** stories: average along Fairmont (Sec.8) 113’

Parking in the new building will be on floors 2 through 5, ideally accessed through adjacent County parking garage. This will eliminate a garage entry on Old Georgetown Road, allowing an additional retail store, thereby improving neighborhood walkability and jobs and gov’t revenues (please see Sections 6a and 12a and 12b.) To accomplish this, though, will require

imaginative cooperation from the Montgomery County.

We also propose that the 2.1 acre County Parking garage adjacent to us have a green roof built on top, creating a park that could house a restaurant like Tavern on the Green in Central Park, NYC, or a multi-function music/arts center as conceived by STS SoundTrak Station[®], Pioneering The New Frontier Of The Music Business. An awning and lobby entry at street level with glass elevators running up the face of the garage will dramatically transform the pedestrian experience connecting to Metro. The cost of constructing this park (estimated at \$6.2 million) would easily be paid as a TIF given the new annual tax revenues that 7725 Old Georgetown Road retail and office building will generate (see Section 4b and Section 10.) And, the business activity in the park will add significantly to these numbers!

Real estate taxes on the 25 story bldg (annual)	\$ 1,162,703
Additional real estate taxes on improved 4 Fairmont bldgs (annual)	\$ 24,521
Additional sales taxes generated by new 25 story 7725 OGR bldg (annual)	\$ 114,811

Transportation/Mobility/Accessibility Criterion: This project is designed, located, and programmed to offer alternatives to single occupancy vehicle trips, by enabling safe and effective pedestrian and bicycle access to multiple uses and activities and by being exceptionally accessible to public transportation.

The most profound realization is that an elevator is a vertical metro-rail. But if you are going to build tall, it better be superlative design and the site dimensions, location and context must support such a building. 7725 Old Georgetown Road meets every requirement in stellar form.

See especially:

- the back cover
- Section 4a
- Section 14
- Section 12a
- Section 22a bullet points 4, 5 & 6
- Section 22b
- Section 23
- Section 24

Environment Criterion: This is an exceptionally important part of this project. Besides designing the new office and retail building to LEED standards, by virtue of a small, narrow floor plate, everyone will get a window. Most will be operable. And there will be balconies as well. Unless the outside is part of the inside, it astounds me that people call their building environmentally friendly. Another critical dimension is adding green roofs to long-existing low scale buildings. This is funded by their ability to sell air-rights density that they cannot use without demolishing what they have, which would be a tragedy in the spirit of the Peanuts cartoon on the cover of this submittal. This strategy also preserves jobs and considerable public revenues (along lines of Section 6a; also, please see Sections 9 and 11.)

Please note as well, that by improving and preserving many buildings, there are considerable savings in energy and waste disposal and transport by NOT demolishing all existing buildings.

Mixed Income Criterion: This is a commercial project (office and retail) in a CBD location. As such it is an amenity and an asset as it generates jobs and customers for the retail stores. It also makes environmentally efficient use of major public investments in infrastructure — like Metro-rail and water and sewer. As a compact, pedestrian-friendly project it also makes provision of all other government services more efficient and economical.

Community Assets Criterion: The project will generate considerable benefits for the surrounding area and/or the host community. These include significant positive economic impacts — there is a serious shortage of Class A office space in the Bethesda CBD per CBRE data. It is critical that there be a balance in mixed-use development, and given the significant number of new high-rise residential units that have been built in Bethesda over the past 10 years, this project is especially important.

Another very important fact, and a profound unique attribute of this plan, is my research relating the evolution of computer and communication technology to real estate. Look at the typical office floor plan in Section 13 and you see a small, thin floor with everyone having windows (as described in Environment Criterion above.) And, because of the site planning attributes (look at aerial photo on back cover and Sections 7 and 8) everyone of these windows has a great view. To understand why this is so profound, just go to the website www.virtualadjacency.com and read the two quotes at the top right. Also, please go to the webcast of my recent lecture at Catholic University Law School — *Virtual Adjacency and the Meaning of “Place”* (Section 21.) Please also read Sections 22, 23 and 24.

In the spirit of historic preservation and preserving an urban fabric that is the foundation of neighborhood identity (per the Peanuts cartoon on the cover of this book) our focus on re-writing the zoning rules to encourage and facilitate the productive integration of existing buildings and businesses in the smart growth re-development of this neighborhood.

In fact, that is the exact purpose of all 6 Action Points on the first page of this application.

Action point #2 is particularly focused on improving the public realm in the most intelligent and cost effective and fair manner. As a result, all of the public objectives listed below are meaningfully assisted: public access to parks or open space, support for local efforts to encourage alternative transportation, adaptive reuse of obsolete buildings, or other improvements to the quality of community life, affordable housing and support for the school system.

Contact information for the following is required (address, phone, email and fax)

Developer	The Hellman Company, inc. 1828 L Street, NW Washington, DC 20036 202 841-1944; fax: 301 983-9556; * Jay Hellman; jay.hellman@alum.mit.edu
Architect	WDG Architecture 1025 Connecticut Avenue, N.W., Suite 300 Washington, DC 20006 202 857-8300; fax: 202 463-2198 * George C. R. Dove, FAIA; gdove@wdgarch.com * Charles S. Bergen, AIA, LEED AP; cbergen@wdgarch.com
Local Government Planning Staff	Montgomery County Planning Department M-NCPPC 8787 Georgia Avenue Silver Spring, MD 20910-3760 * John Carter, AIA, Chief, Urban Design and Special Projects -- 301 495-4575; john.carter@mncppc-mc.org * Rollin Stanley, Director of Planning -- 301 495-4500; rollin.stanley@mncppc-mc.org * Glenn Kreger, Chief, Community-Based Planning Division -- 301 495-4653; glenn.kreger@mncppc-mc.org
Other Public partners (if applicable)	Department of Public Works and Transportation Division of Operations Montgomery County Government 101 Orchard Ridge Drive, 2 nd floor Gaithersburg, MD 20878 * Art Holmes, was Dir DPW&T and will be Dir DOT - (per Rick Siebert -- 240 777-8732; fax: 240 777-8730 rick.siebert@montgomerycountymd.gov)
Planning Consultant	Malcolm D. Rivkin, AICP 7801 Fairfax Road Bethesda, Maryland 20814 301-656-7162; fax : 301-656-7162 * Mal Rivkin; mrivkin@polaris.umuc.edu