

West End (Landmark)

Blocks E&G Amendment – DSUP#2023-10008

Comprehensive Sign Plan – SUP#2023-00011

Open Spaces – DSUP#2023-10004

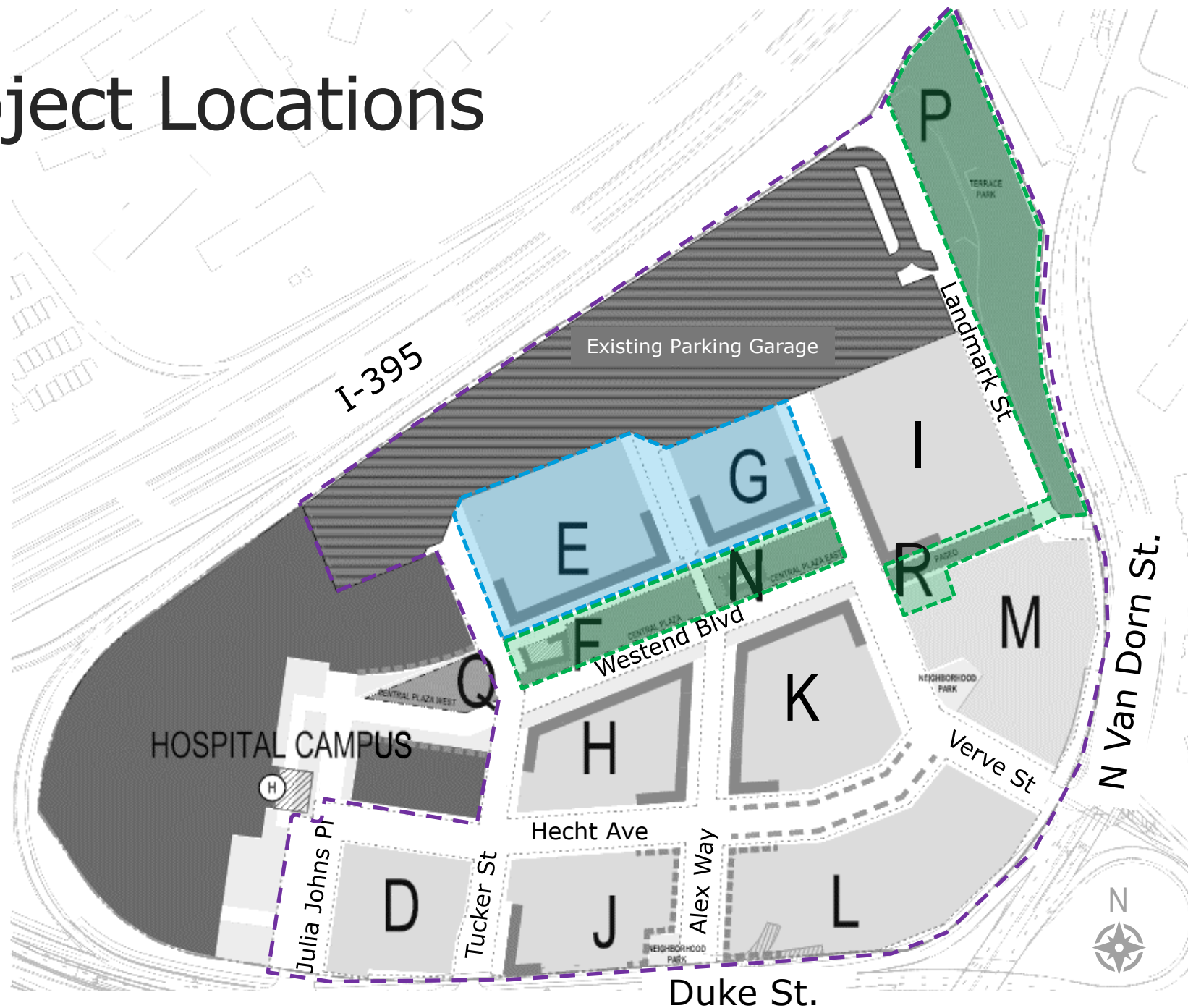
5801 Duke Street

Planning Commission

September 5, 2023



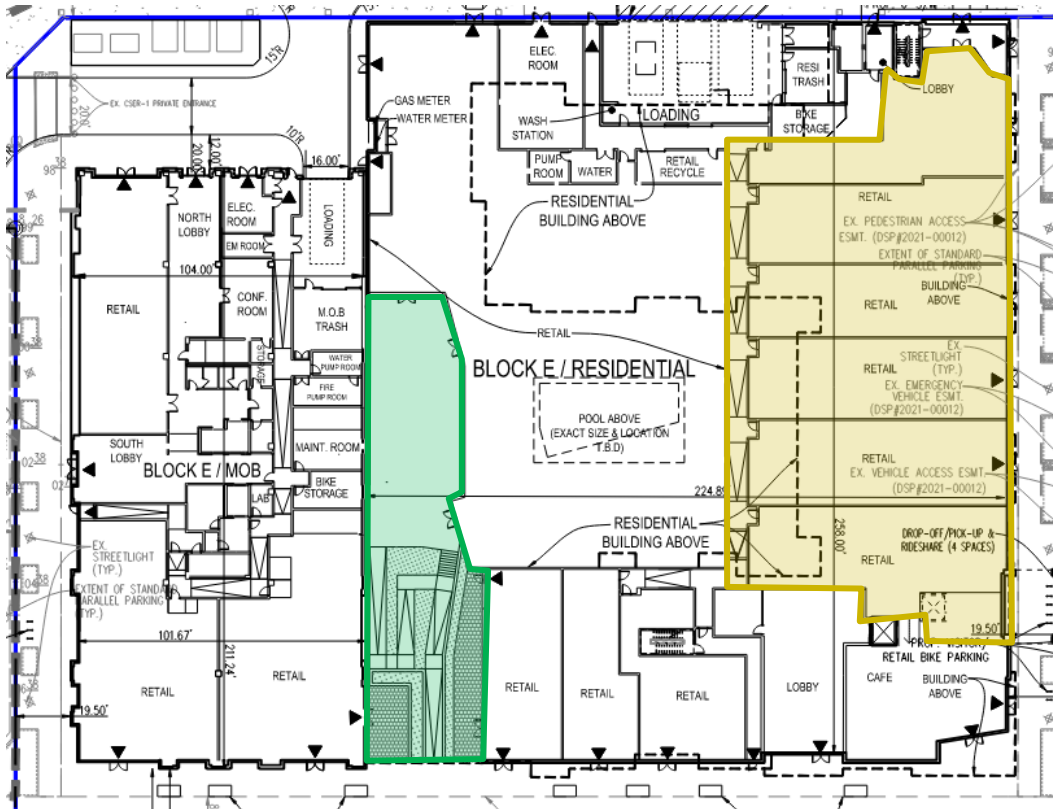
Project Locations



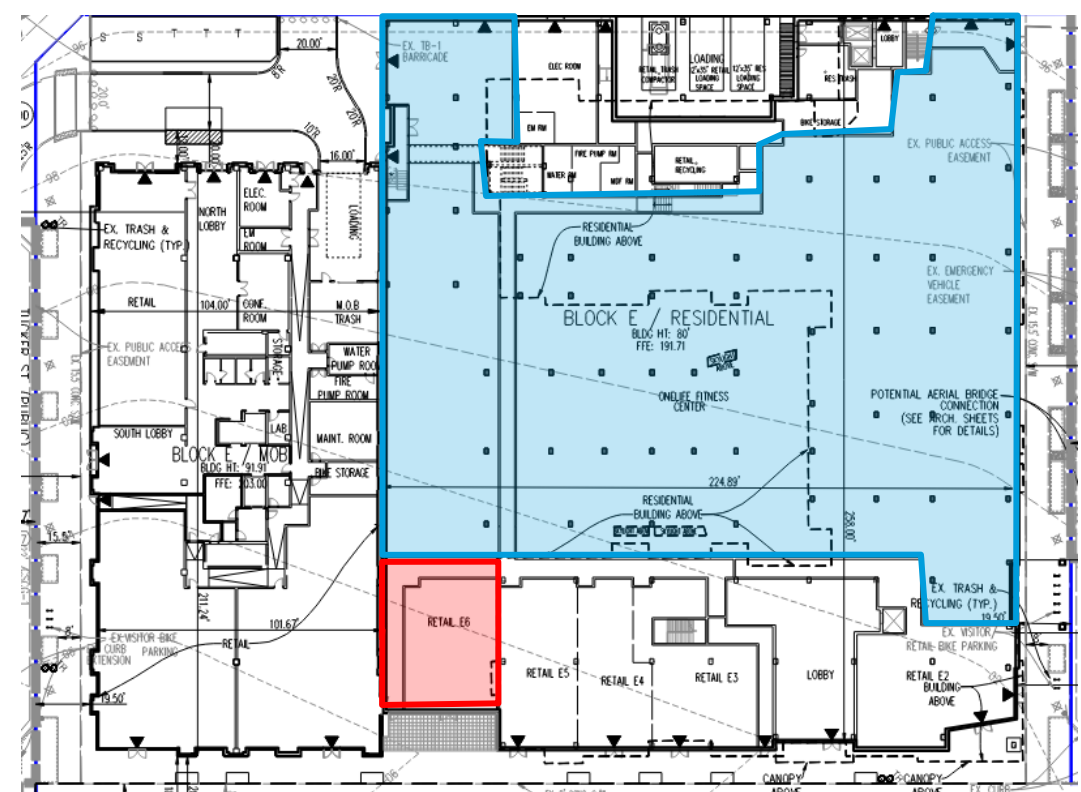
- Sign Plan
- Open Spaces
- Blocks E&G

Proposed Changes to Block E Layout

DSUP#2022-10017 **Approved Plan**



DSUP#2023-10008 **Proposed Layout**



Existing garage

Central Plaza

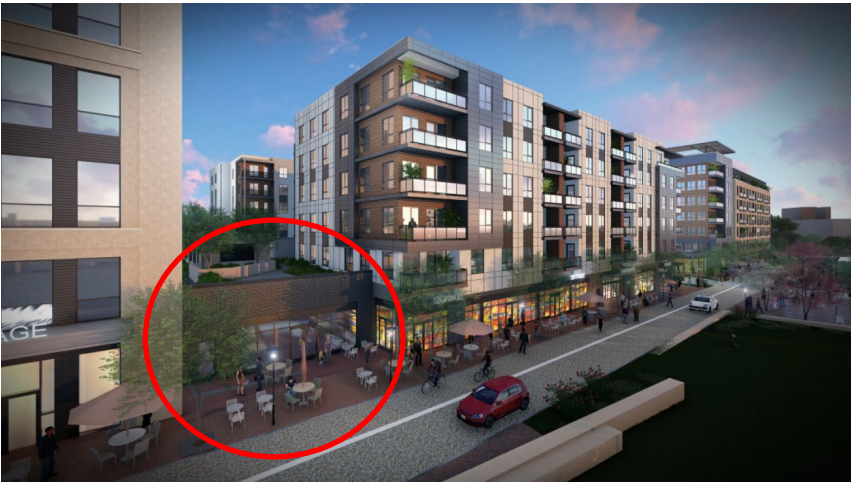
- At-grade Courtyard
- Individual retail bays

- Enlarged retail bay with mezzanine (E7)
- New retail bay (E6)

E&G Amendment Considerations



Approved Block E southern façade



Proposed Block E southern façade

- Optional changes limited to Block E residential building
- **Increased Floor Area:**
 - +5,310 SF infilled courtyard
 - +27,555 SF mezzanine in retail bay E7*
- **Redistributed Open Space:**
 - -2,823 SF at-grade open space
 - +1,880 SF above-grade courtyard
 - +770 SF Block P transfer**
- **Meets Stormwater Requirement:** 1.79 lbs. phosphorous removed (vs. 1.78 required)
- Commercial parking no longer exceeds maximum (297 spaces provided)

SUP Signage Request

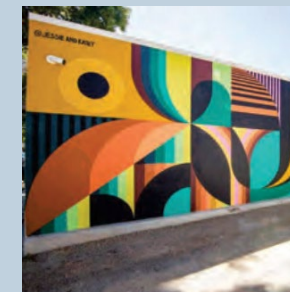
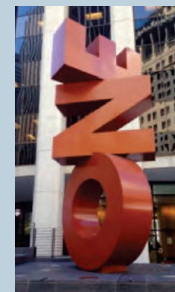
Building



Retail

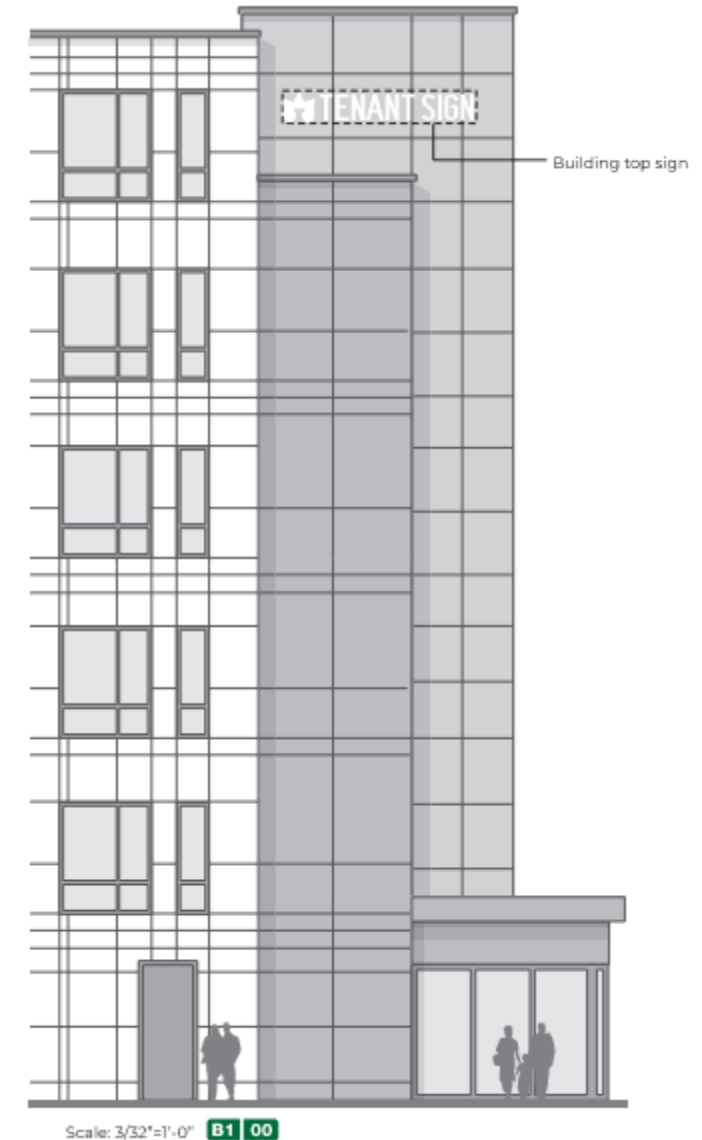


Site & Trails



Signage Request Details

- Additional signage allotments for:
 - Size of building, retail, window, and blade signs
 - One projecting retail sign per tenant
 - Size and height of site entrance signs
- Digital signage requested:
 - Parking garage billboard
 - Parking entrance
 - Pedestrian wayfinding
- Signs generally match number and size at comparable sites



Ex. B1 00 building signs may be more than 35' above grade

Garage Banners Not Supported



Photo from applicant of a Bethesda garage

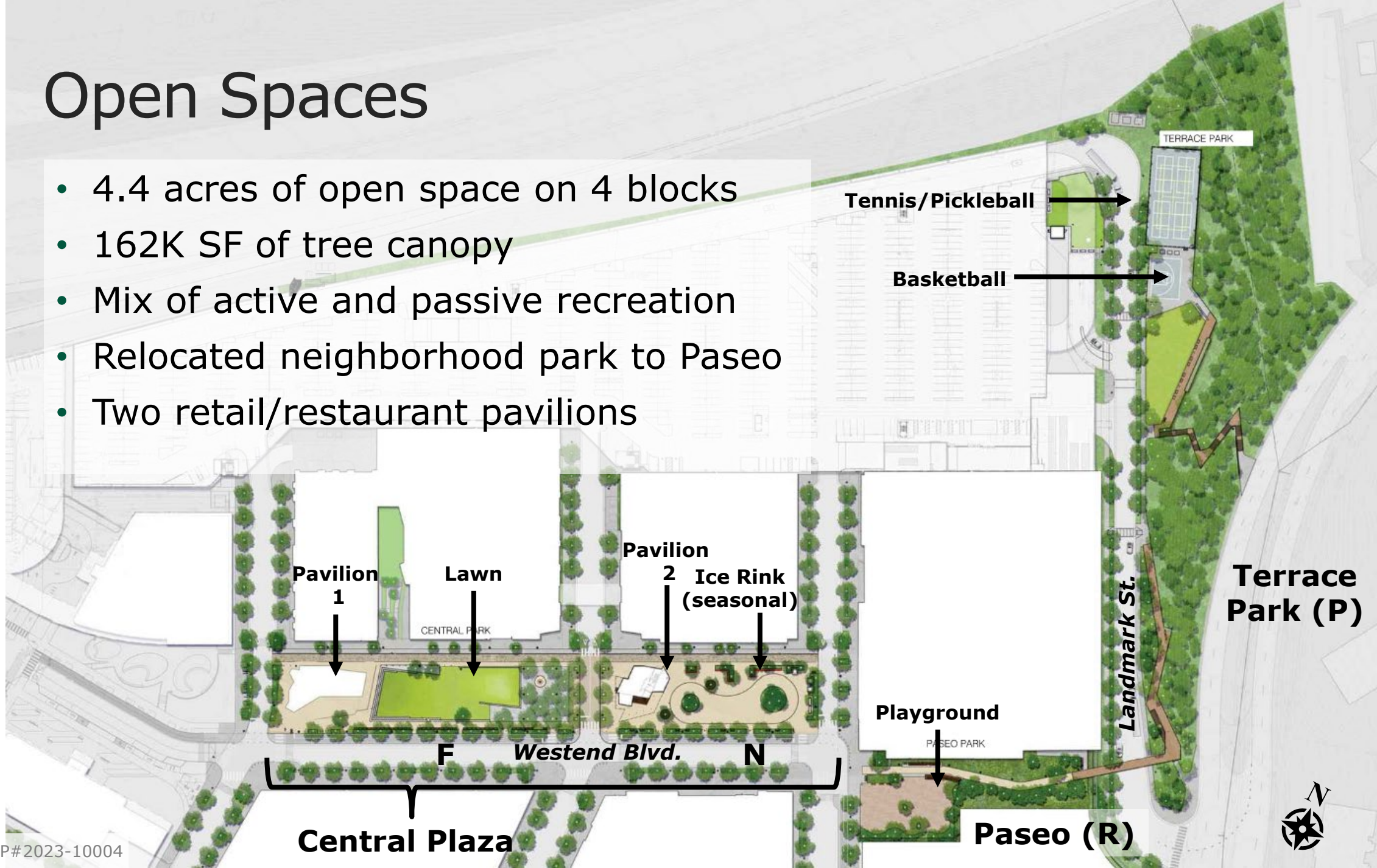
- Proposed:
 - 12 signs (max.)
 - 100 SF (max.)
- Materials:
 - Channel letters or logos
 - Static banner elements
- Zoning Ordinance requires signs to be high aesthetic quality
- Staff supports channel letters or logos but not banners due to maintenance concerns

Proposed Revision to Condition 3

3. Applicants may request **limited** administrative approval of additional signage **in size or number (but not type)** subject to the satisfaction of the Director of P&Z that the proposed signage design is:
 - a. Consistent with the Comprehensive Sign Plan, including the quality of materials, overall design, and scale.
 - b. **In response to final building, open space, streetscape, or storefront design not anticipated at the time of the original Comprehensive Sign Plan approval.**

Open Spaces

- 4.4 acres of open space on 4 blocks
- 162K SF of tree canopy
- Mix of active and passive recreation
- Relocated neighborhood park to Paseo
- Two retail/restaurant pavilions



Retail Pavilion Architecture

Pavilion 1 – Block F



- 4,610 SF two-story pavilion
- 978 SF green roof
- Oriented toward Central Plaza green

Pavilion 2 – Block N



- 1,331 SF retail/restaurant space
- 269 SF seasonal ice-skating shop
- Public restroom

Open Space Benefits & Community

Benefits

- Ongoing redevelopment of former Landmark Mall site
- 4.4 acres of publicly accessible open space
- 11,300+ SF of retail pavilions
- Stormwater: reduce runoff by 18% and phosphorous load by 40%

Community	Date	Community Meeting
	April 21, 2022	Park and Recreation Commission meeting
	April 27, 2022	EW/LVD Implementation Advisory Group meeting
	Mar. 16, 2023	Park and Recreation Commission meeting
	Sep. 5, 2023	Planning Commission meeting

Recommendations

- **Blocks E&G Amendment**, DSUP#2023-10008
 - Staff recommend **approving this option** for flexibility in developing Block E subject to conditions in staff report
- **Comprehensive Sign Plan**, SUP#2023-00011
 - Staff recommend **approving** subject to revisions (incl. removing garage banners)
- **Open Spaces**, DSUP#2023-10004
 - Staff recommend **approving** subject to conditions in staff report