



EAST VILLAGE

AT NORTH BETHESDA GATEWAY

Amendment to Sketch Plan

EAST VILLAGE



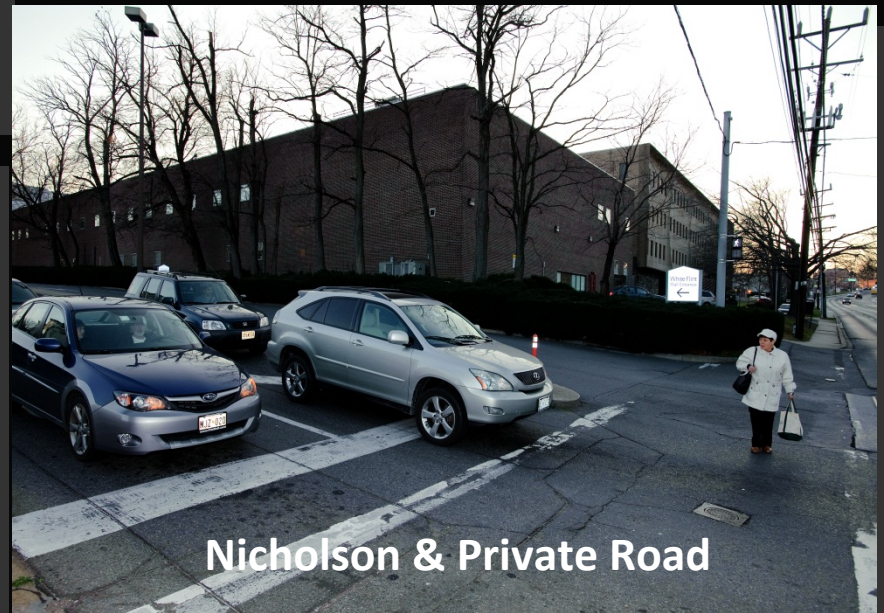
EAST VILLAGE



EXISTING CONDITIONS

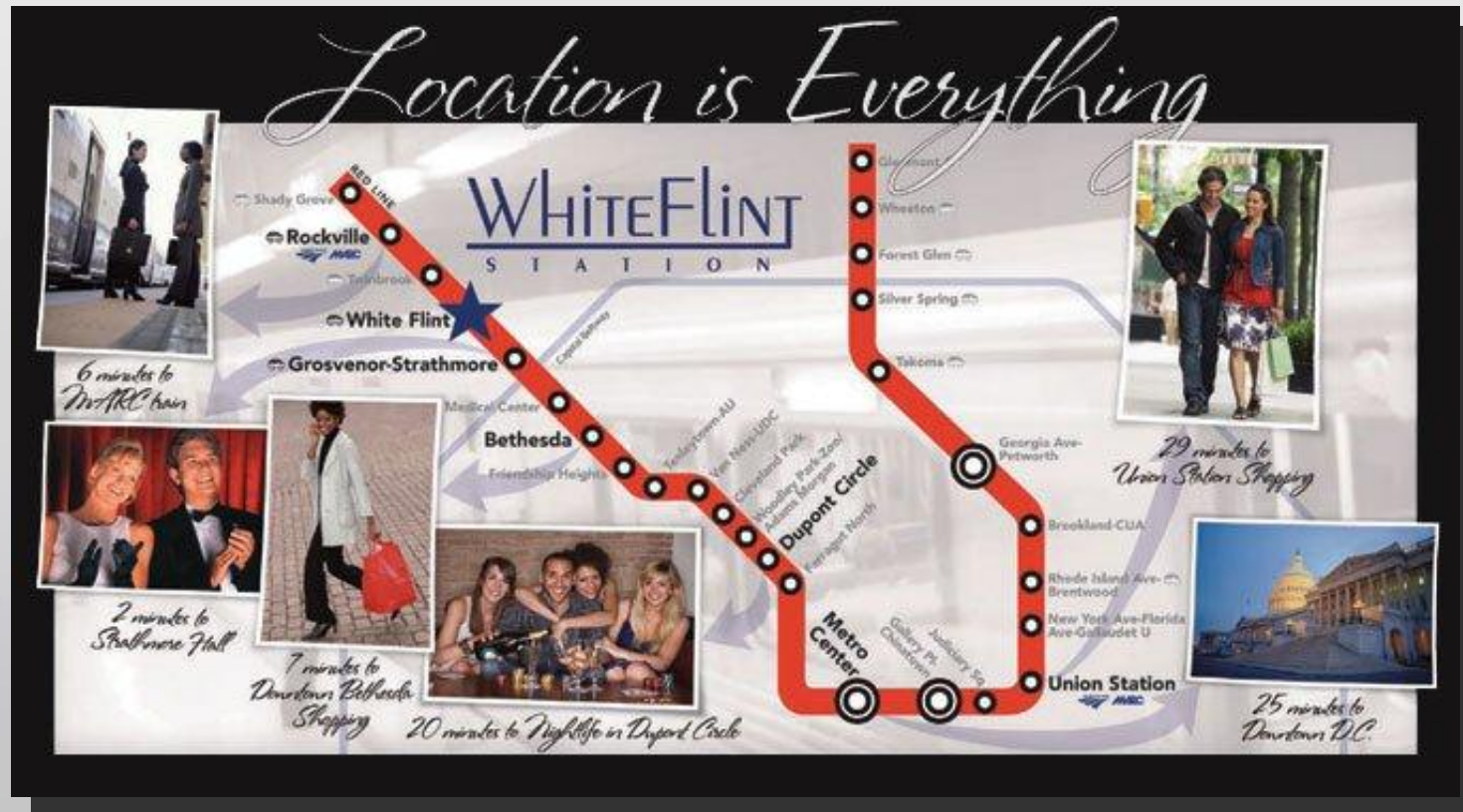


Nicholson & Huff Ct.



Nicholson & Private Road

LOCATION



- Residential Base
- High-End Shopping
- Metro
- Road Access
- Major Players
- Young Audience Seeking Value to Bethesda and Washington, DC

RETAIL

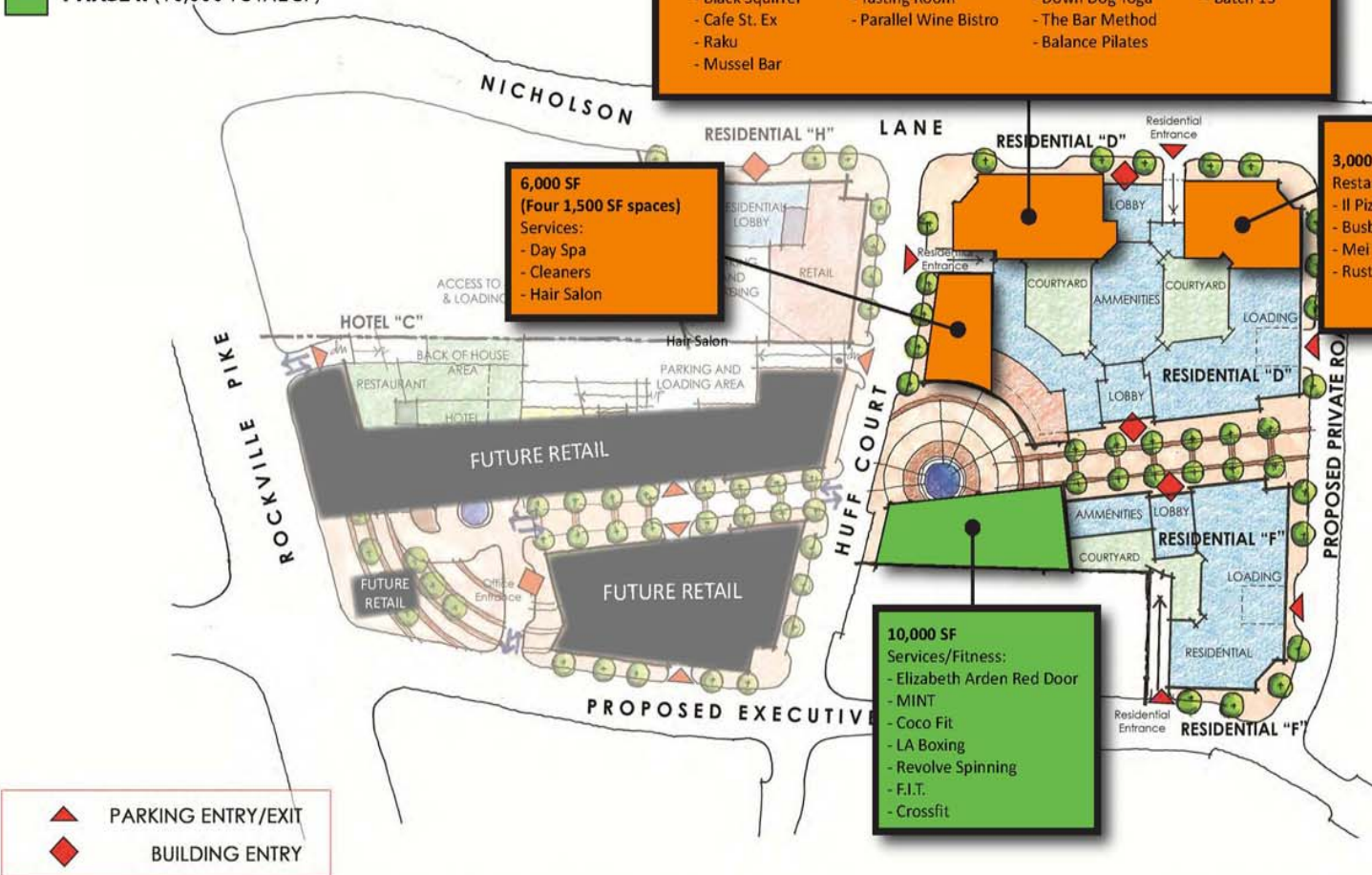
- PHASE I** (20,500 - 25,300 TOTAL SF)
- PHASE II** (10,000 TOTAL SF)

- | | | | |
|---|--|---|--|
| 5,000 - 8,000 SF
Bar/Restaurant:
- Stoney's
- Black Squirrel
- Cafe St. Ex
- Raku
- Mussel Bar | 1,500 - 2,000 SF
Wine Bar:
- Cork
- Tasting Room
- Parallel Wine Bistro | 2,000 SF
Fitness:
- Yoga and Pilates
- Down Dog Yoga
- The Bar Method
- Balance Pilates | 1,500 SF
- Craft Beer
- Gilly's
- Batch 13 |
|---|--|---|--|

- | | |
|---|---|
| 3,000 - 4,000 SF
Restaurant:
- Il Pizzico
- Busboys & Poets
- Mei Wah
- Rustico | 1,500 SF
Coffee Shop:
- Firehook Bakery
- Tynan
- Caribou Coffee
- Counter Culture Coffee |
|---|---|

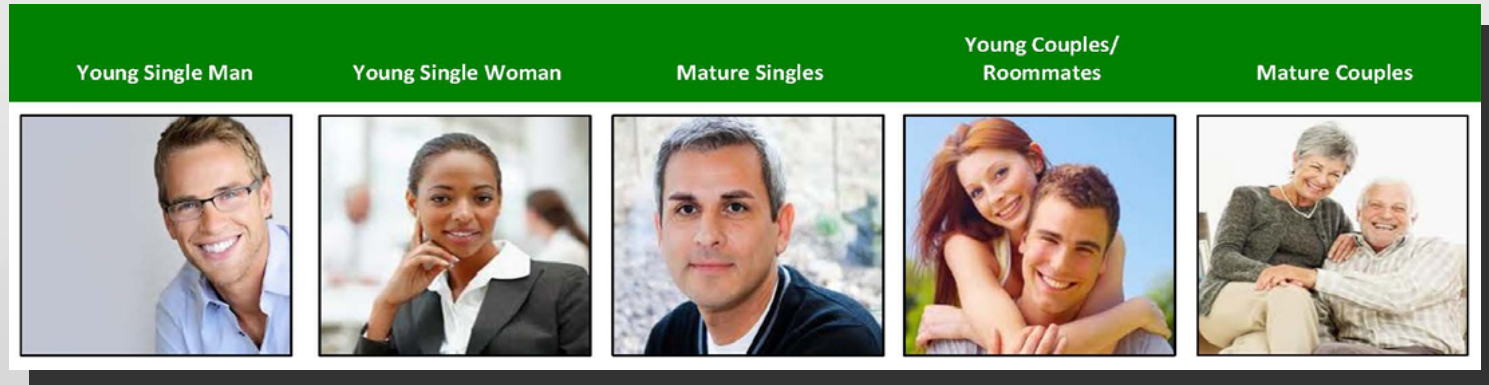
- 6,000 SF**
(Four 1,500 SF spaces)
Services:
- Day Spa
- Cleaners
- Hair Salon

- 10,000 SF**
Services/Fitness:
- Elizabeth Arden Red Door
- MINT
- Coco Fit
- LA Boxing
- Revolve Spinning
- F.I.T.
- Crossfit



- PARKING ENTRY/EXIT
- BUILDING ENTRY

RESIDENTIAL

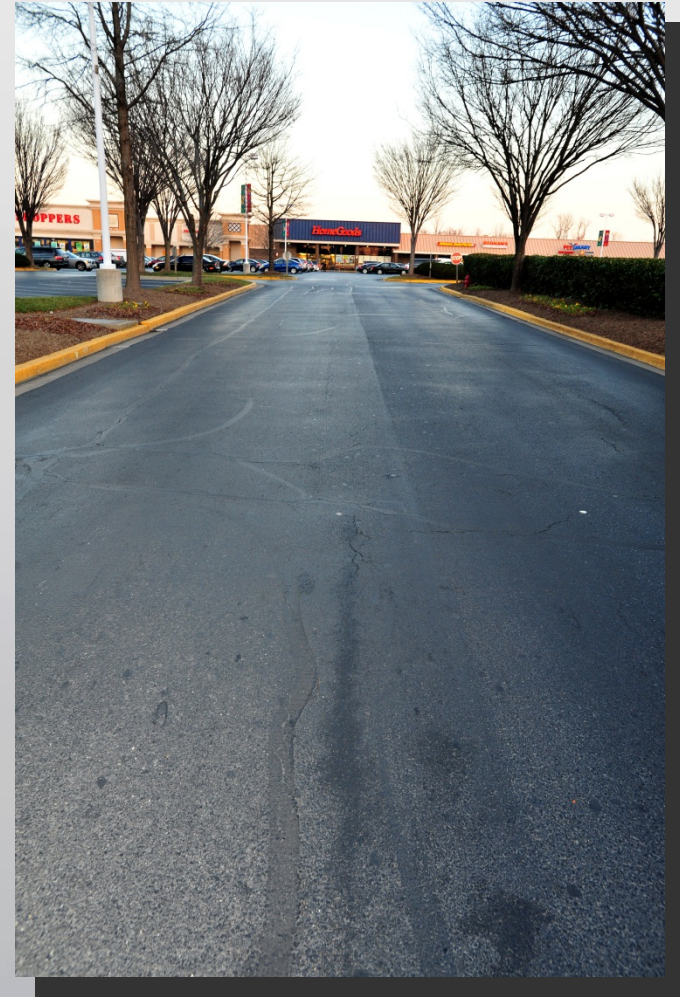


- East Village Concept
- Shifting Consumer Attitudes
- Home Design

RESIDENTIAL



CONNECTOR ROAD



Proposed Connector Road

SITE PLAN



OPEN SPACES AND AMENITIES



North Bethesda Gateway:

- Contributes to the vision for a walkable community rich in neighborhood amenities
- Achieves all Sector Plan recommendations including significant public use space and two urban plazas on site.
- Introduces a dynamic mid-block connection
- Facilitates east-west vehicular connections with Executive Boulevard, a new road to alleviate congestion at the intersection of Rockville Pike and Nicholson Lane
- Puts North Bethesda on the map with a gateway architectural landmark
- Masterplans a vibrant neighborhood retail street on Huff Court
- Offers major affordable housing gains at a TOD site
- Reduces impervious surfaces and promotes great environmental gains through the redevelopment of 1970s-era sites

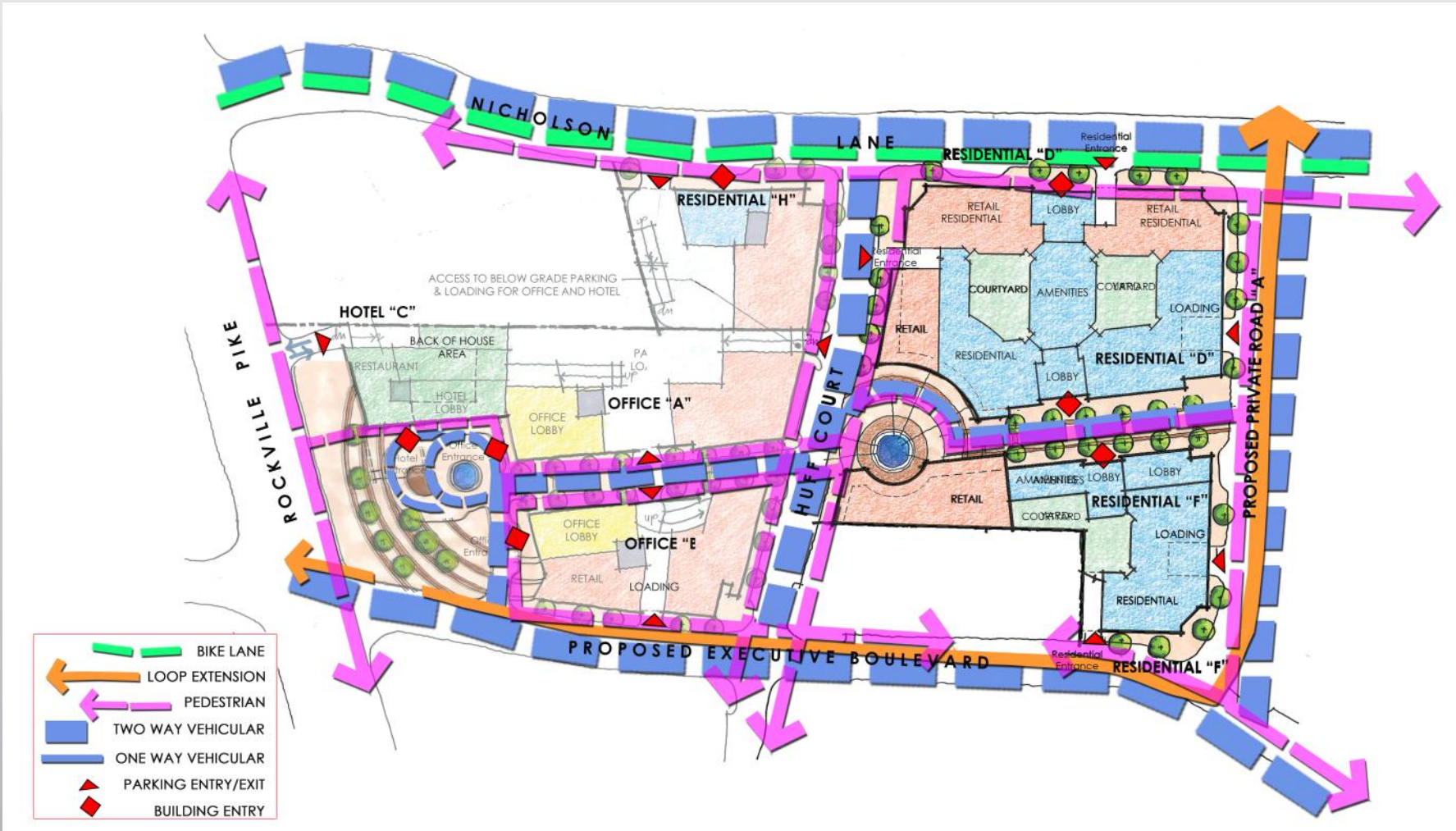
OPEN SPACES AND AMENITIES



Open Spaces:

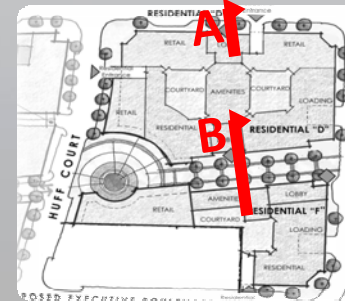
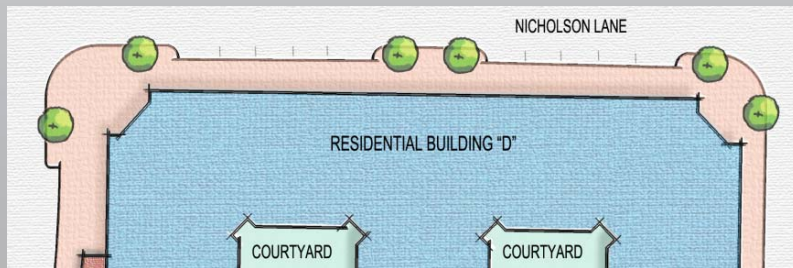
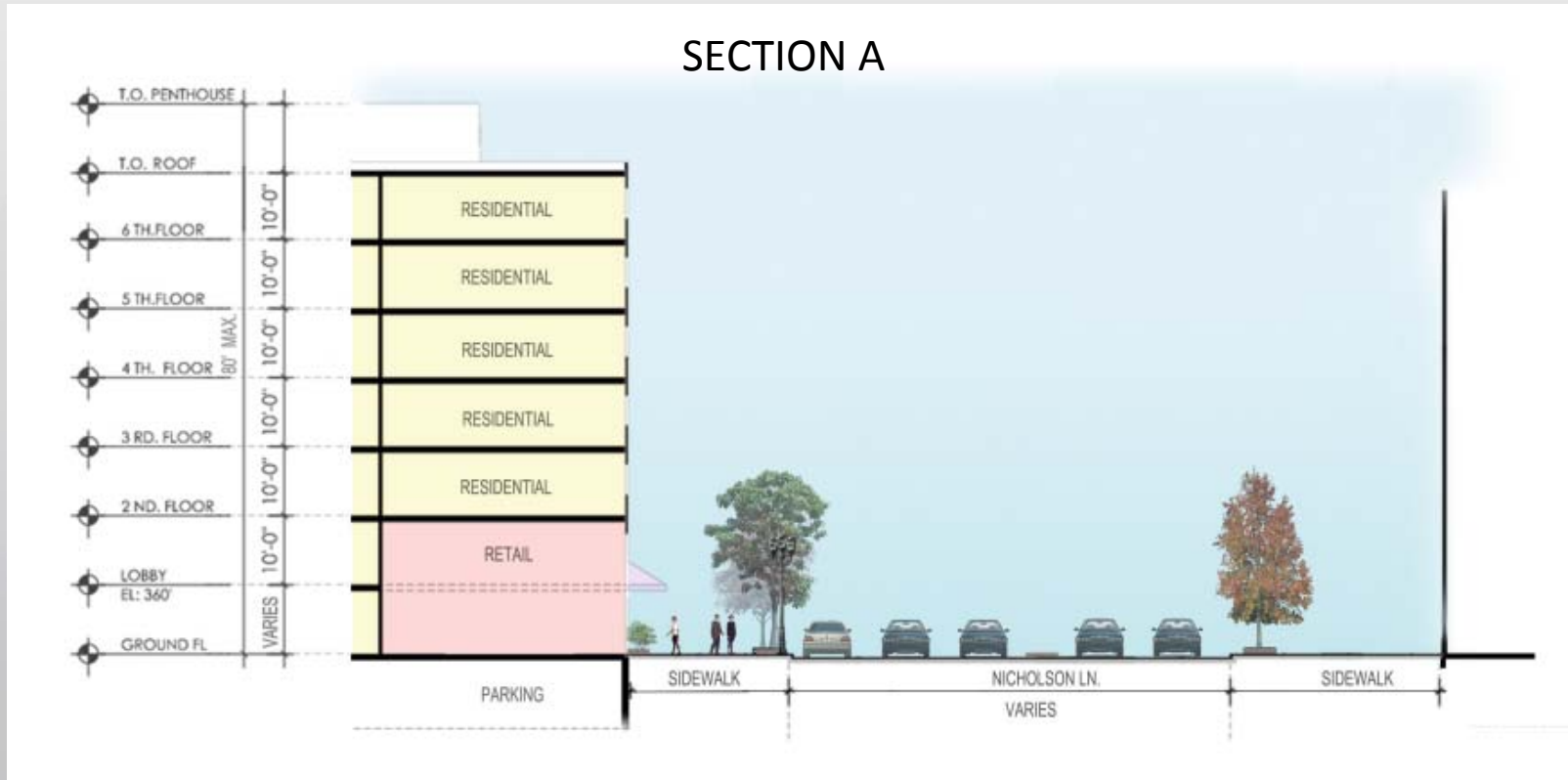
Lake Waverly
property area: 167,009 sf
24% Open Space (39,700 sf)

CIRCULATION DIAGRAM

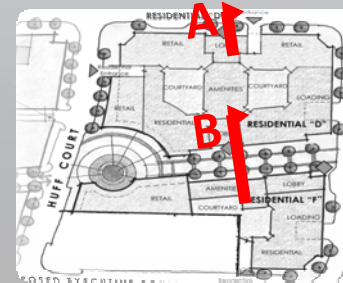
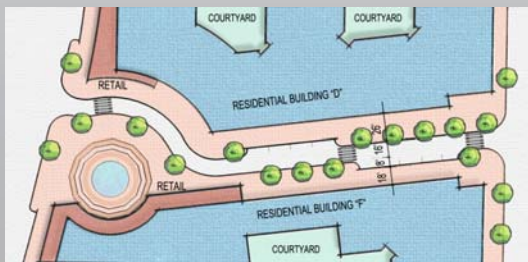
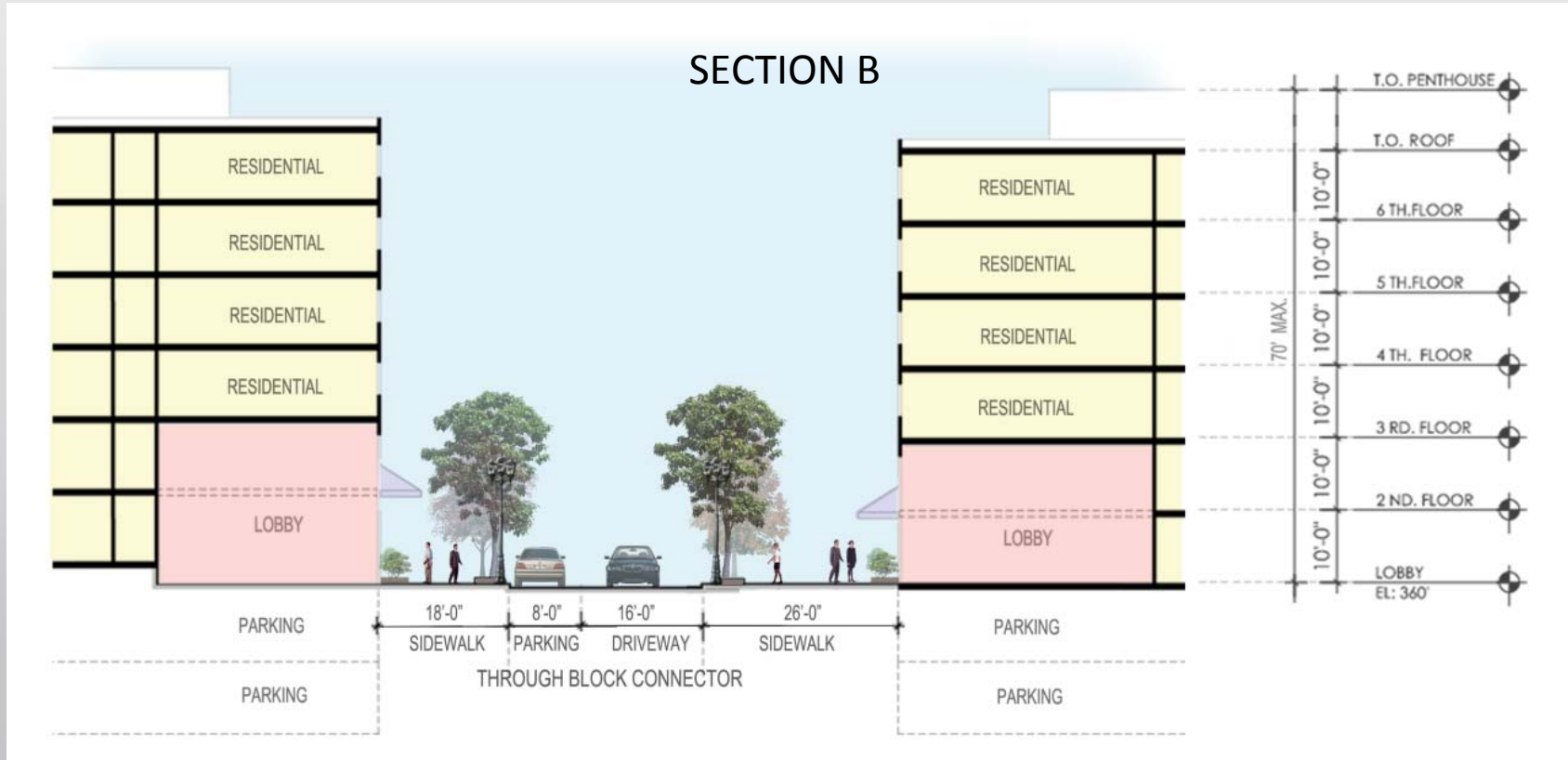


STREET SECTIONS – NICHOLSON LANE

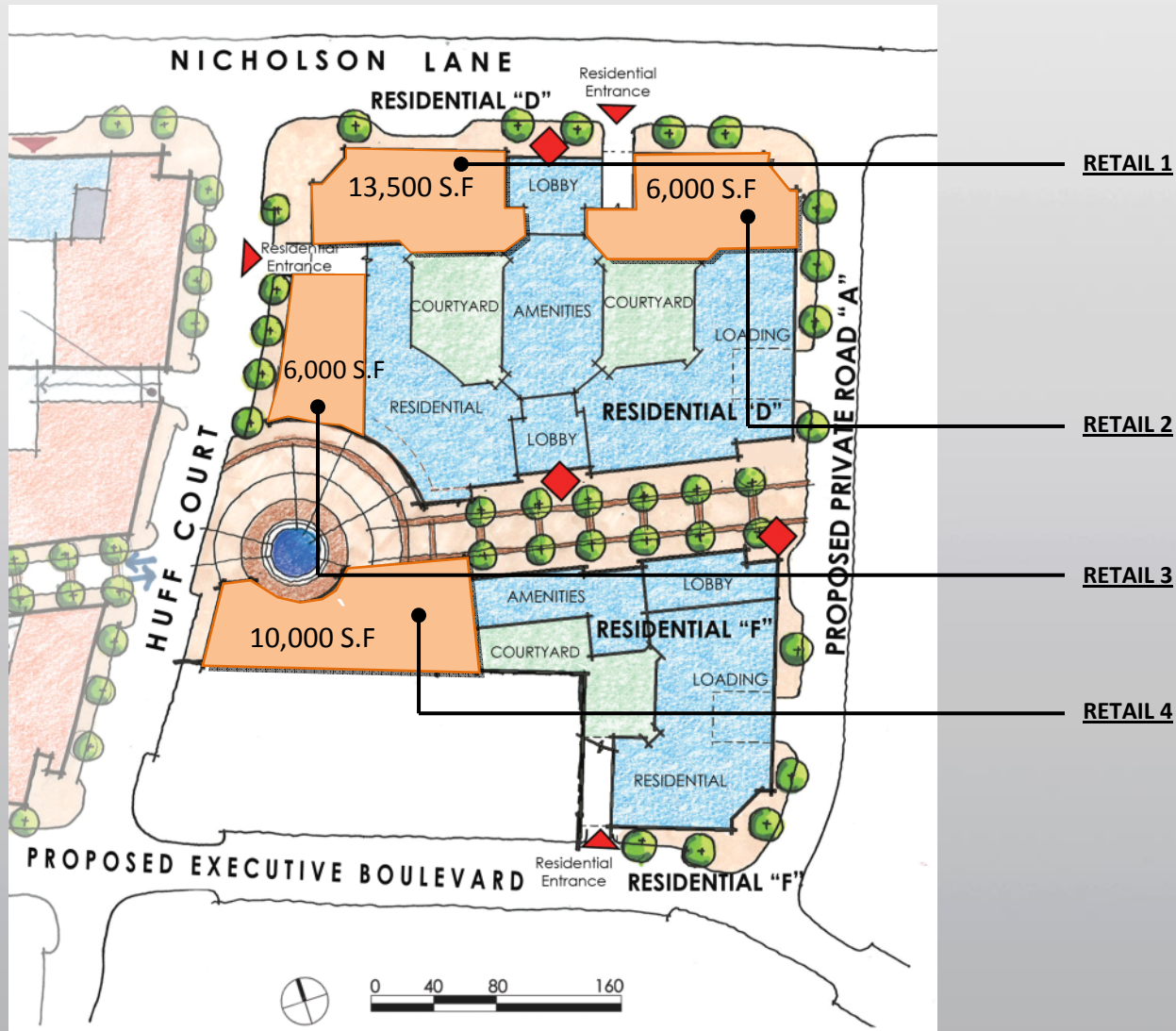
SECTION A



STREET SECTIONS – CONNECTOR RD



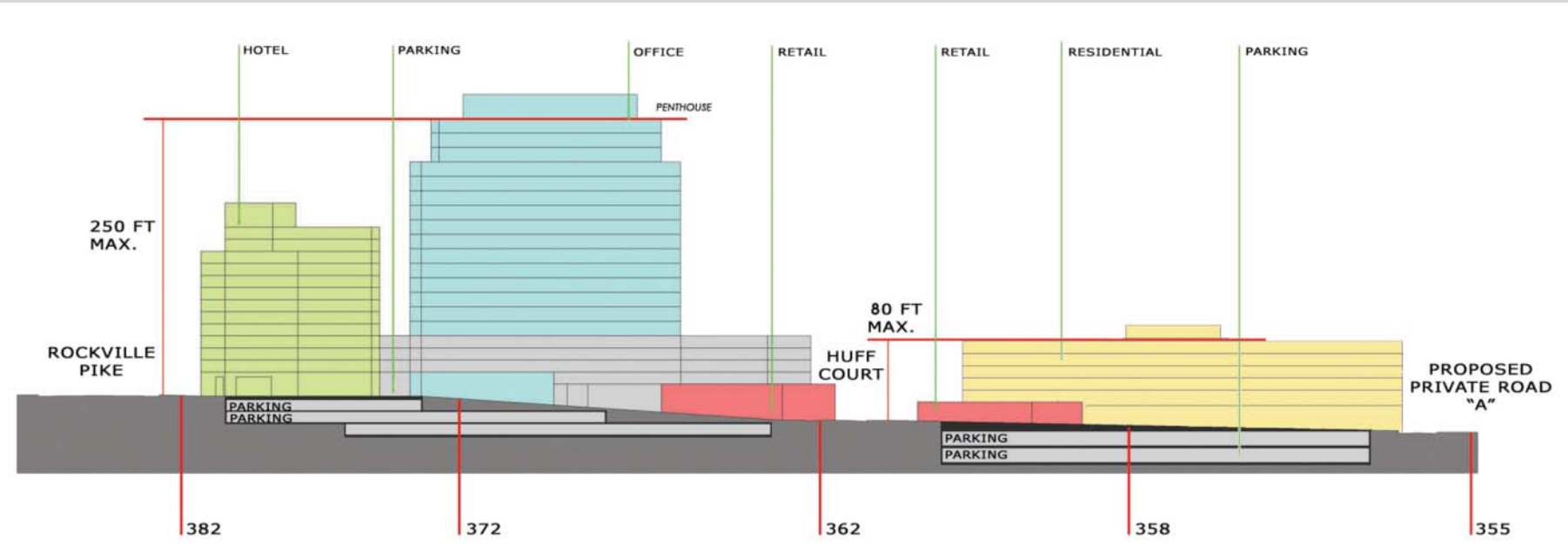
GROUND FLOOR



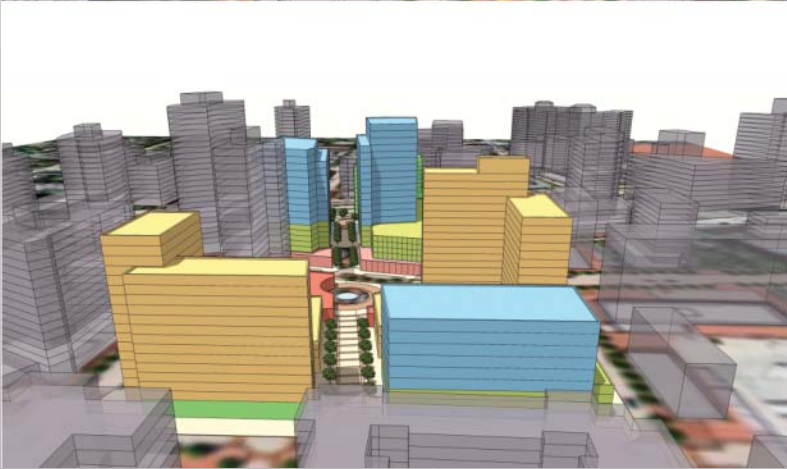
TYPICAL FLOOR



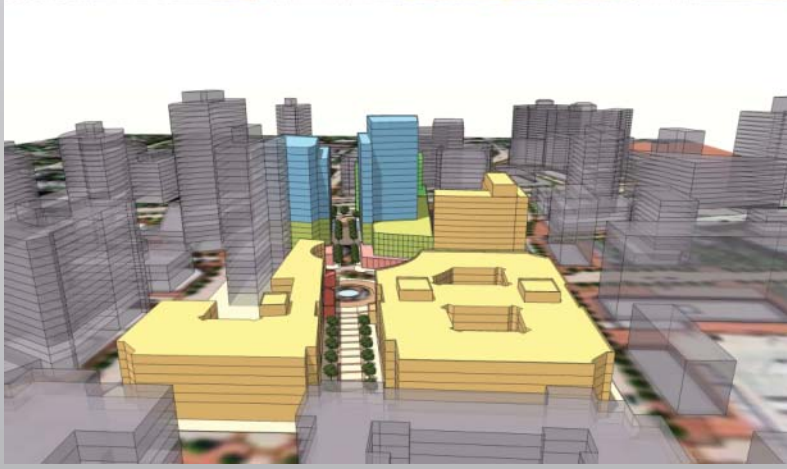
SECTION



3D VIEWS



APPROVED SCHEME



PROPOSED SCHEME

SUMMARY TABULATIONS- APPROVED Vs. AMENDMENT

	Approved/GSF	Amendment/GSF
Residential	452,830	605,000
Retail	48,500	35,500
Office	<u>150,171</u>	<u>0</u>
Total GSF	651,501	640,500
FAR	3.0	2.9
Parking		
GSF	273,429	210,000
Residential Spaces	536	462
Retail	128	142
Office	<u>162</u>	<u>0</u>
Total Spaces	826	604
Number of Units	823	660

TRAFFIC

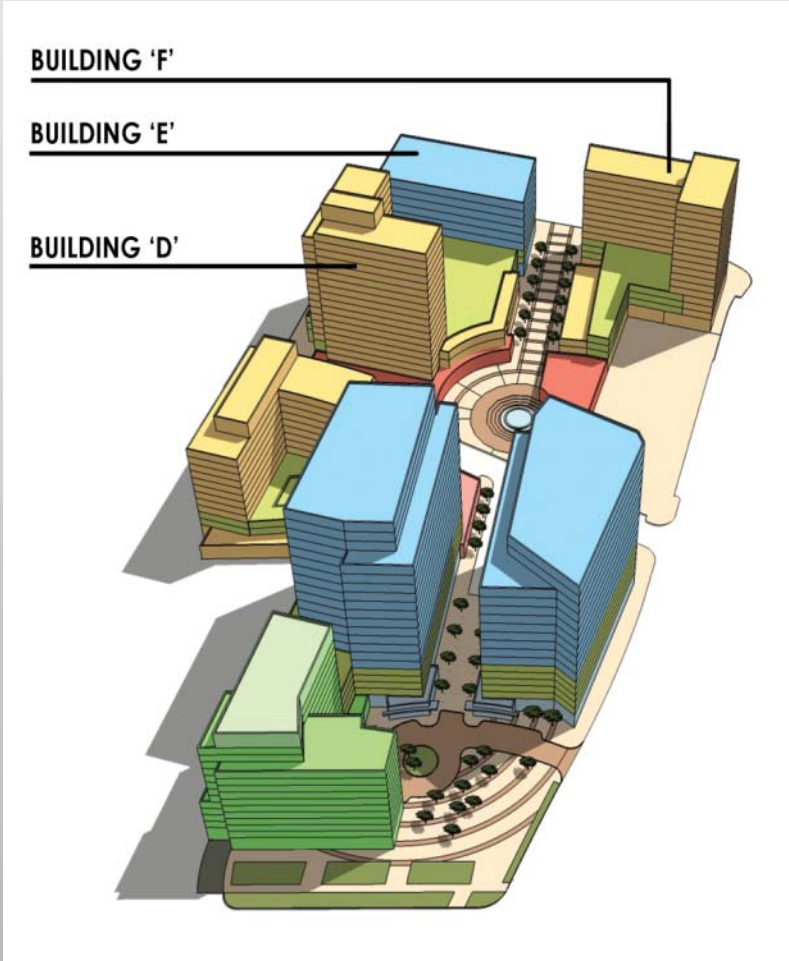
	Approved	Amendment	Reduction	%
AM Peak Trips	637	338	(299)	(47%)
PM Peak Trips	<u>1050</u>	<u>595</u>	<u>(455)</u>	<u>(43%)</u>
	1687	933	(754)	(45%)

Source: Gorove/Slade, Inc. Transportation Engineers; Montgomery Co. Local Area Transportation Trip Generation Rates

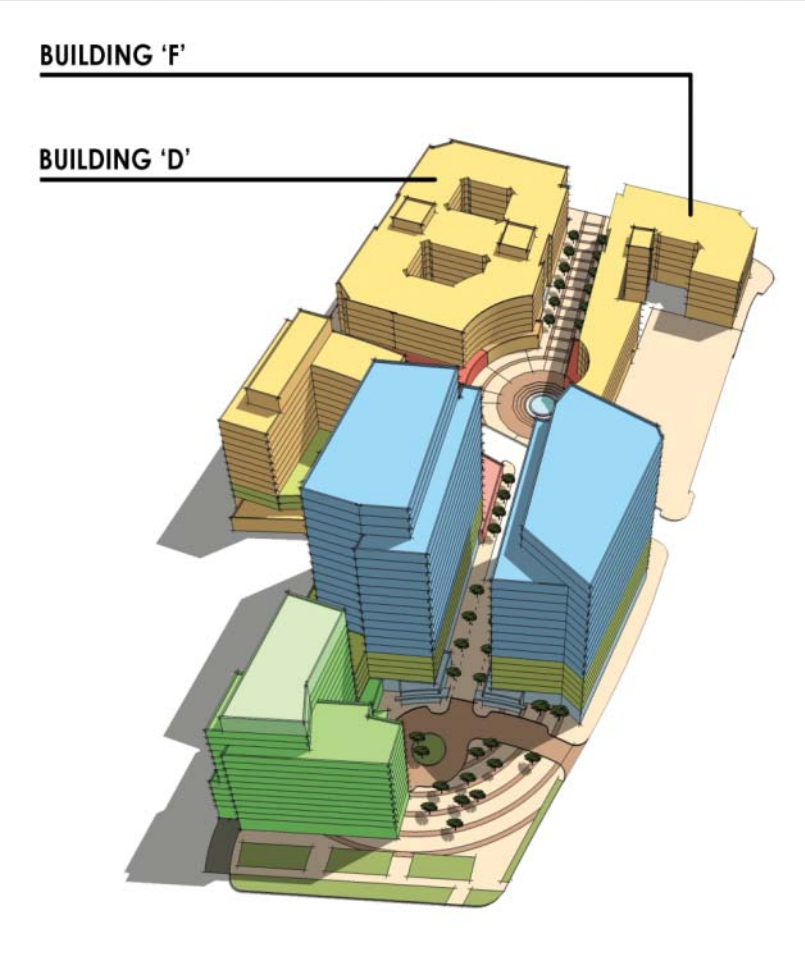
PROJECT MILESTONE SCHEDULE

- Start of Construction: 4th Quarter 2014
- Unit Delivery: Mid 2016

3D VIEWS



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PROPOSED SCHEME



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