

***KENSINGTON SENIOR  
LIVING & REGENCY  
CENTERS***

***WESTWOOD II  
5110 RIDGEFIELD ROAD  
5471 WESTBARD AVENUE  
BETHESDA, MD***

***ASSISTED LIVING DEVELOPMENT PROPOSAL***

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***PRE-SUBMISSION MEETING  
PRESENTATION  
APRIL 23, 7PM***

***FEEL FREE TO SEND QUESTIONS / COMMENTS IN  
ADVANCE TO MICHAEL RAFFEDIE  
(MRAFFEDIE@KENSINGTONSL.COM)***



**KENSINGTON  
SENIOR LIVING**

**Regency<sup>®</sup>  
Centers.**

# KENSINGTON SENIOR LIVING OVERVIEW

## BACKGROUND

- *STARTED IN 2010 AND BASED IN VIRGINIA, KENSINGTON IS A PRIVATE DEVELOPER, OWNER, AND OPERATOR OF (7) SENIOR LIVING COMMUNITIES*
- *LONG-TERM HOLDER AND INTERNAL OPERATOR (NO INTENT TO SELL)*
- *INTERNALLY FUNDED, OWNED, AND OPERATED BY INDIVIDUAL KENSINGTON PARTNERS*

## EXPERIENCE

- *KENSINGTON'S PARTNERS HAVE WORKED TOGETHER FOR NEARLY 25 YEARS, DEVELOPING, ACQUIRING AND OPERATING OVER 400 SENIOR LIVING COMMUNITIES ACROSS THE U.S., CANADA, AND ENGLAND*
- *FORMER EXECUTIVE OFFICERS OF ONE OF THE NATION'S LARGEST ASSISTED LIVING COMPANIES*

## MAJORITY PARTNERS

- *DAVID W. FAEDER – MANAGING PARTNER*
- *DANIEL B. GORHAM – PARTNER*
- *TIFFANY TOMASSO – PARTNER*

## MINORITY PARTNERS

- *MICHAEL RAFEEDIE – DEVELOPMENT PARTNER*
- *HARLEY COOK – DEVELOPMENT PARTNER*
- *BILLY SHIELDS – DEVELOPMENT PARTNER*
- *STEVE LAMPA – MANAGEMENT PARTNER*
- *TANYA WALKER – MANAGEMENT PARTNER*



# COMPARABLE KENSINGTON SENIOR LIVING COMMUNITIES



# COMPARABLE KENSINGTON SENIOR LIVING COMMUNITIES



## ***PRELIMINARY PLAN APPROVAL***

- *PRELIMINARY PLAN (# 120170170) APPROVED ON MAY 6, 2019*
- *PRELIMINARY PLAN ENCOMPASSES APPROXIMATELY 23 ACRES, OF WHICH THE 2.92 ACRE WESTWOOD II PROPERTY IS A PART*
- *PRELIMINARY PLAN APPROVED 138,136 SF OF MULTIFAMILY DEVELOPMENT FOR THE PROPERTY*
- *ASSISTED LIVING PROPOSAL: APPROXIMATELY 105,000 SF OF FLOOR AREA*
- *ZONING: CRT-1.5, C-0.5, R-1.5, H-75*

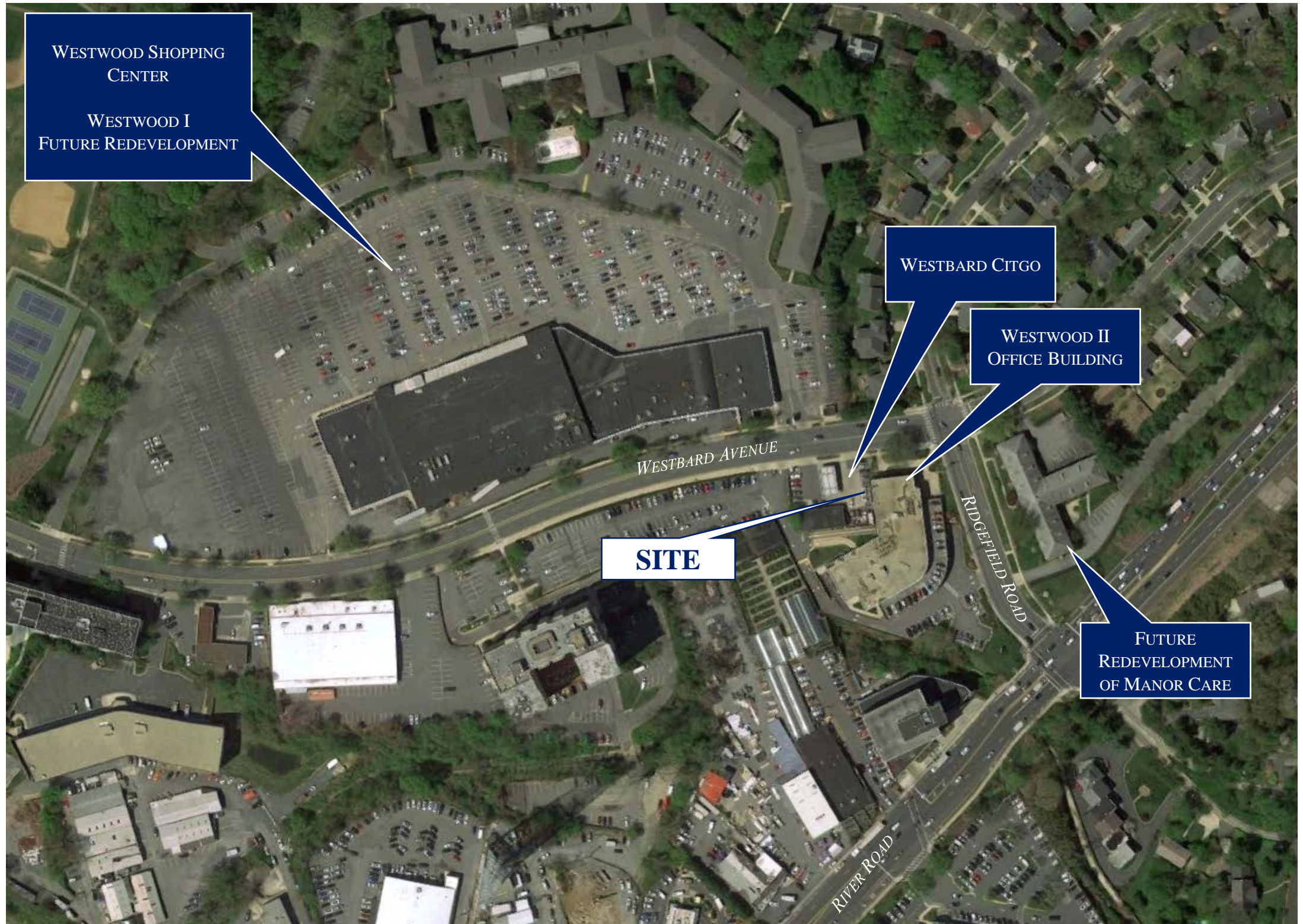
## ***SITE PLAN APPLICATION & AMENDMENT TO PRELIMINARY PLAN***

- *APPLICATION SUBMISSION: MAY 2020*
- *ANTICIPATED HEARING DATE: SEPTEMBER 2020*

## ***CONSTRUCTION TIMING***

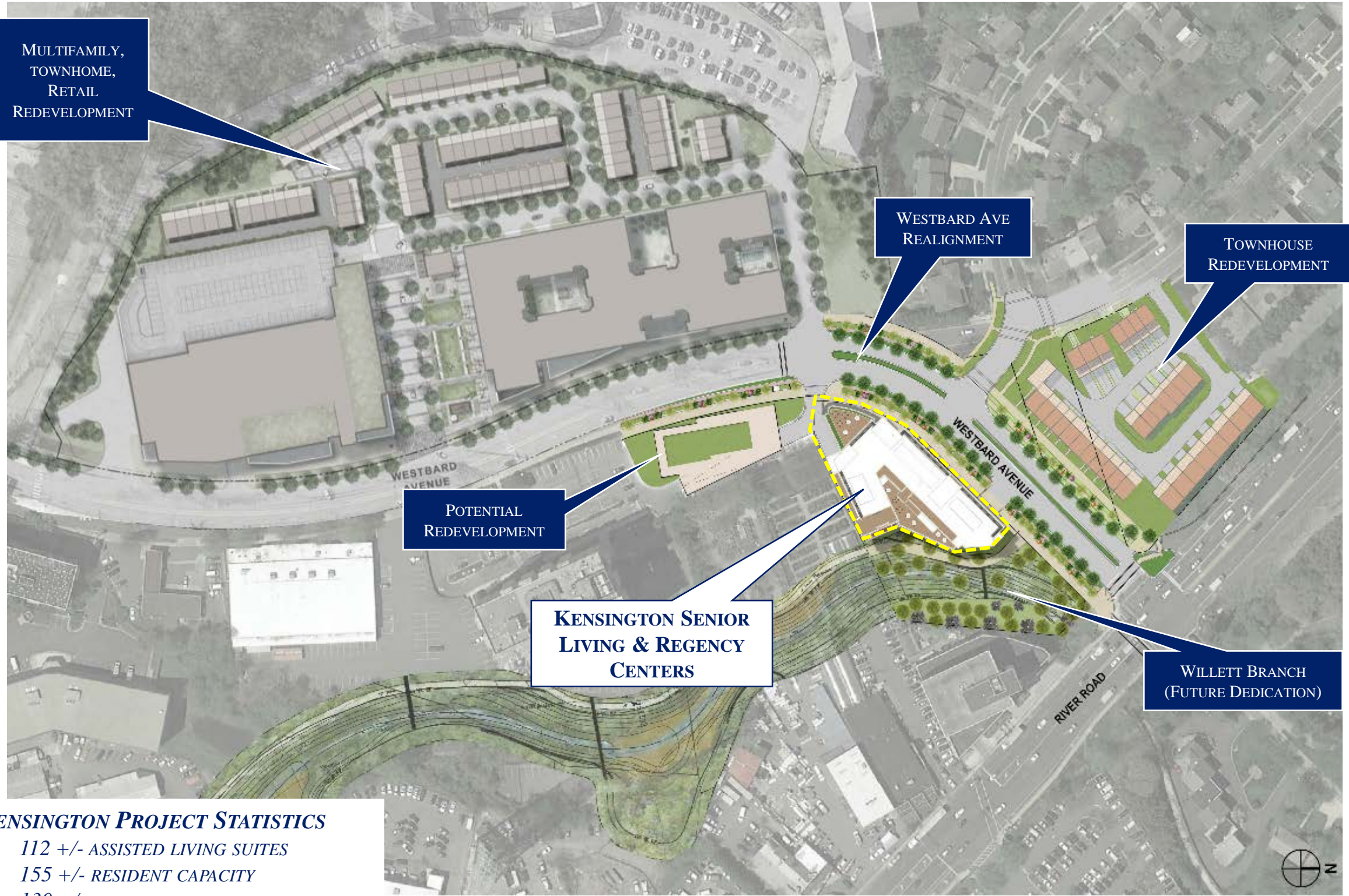
- *CONSTRUCTION START IS CONTINGENT UPON REALIGNMENT OF WESTBARD AVENUE*
- *CONSTRUCTION DURATION: 22 MONTHS (APPROXIMATE)*

# AERIAL & CONTEXTUAL MAP – EXISTING CONDITIONS



*SITE: WESTBARD CITGO & WESTWOOD II OFFICE BUILDING*

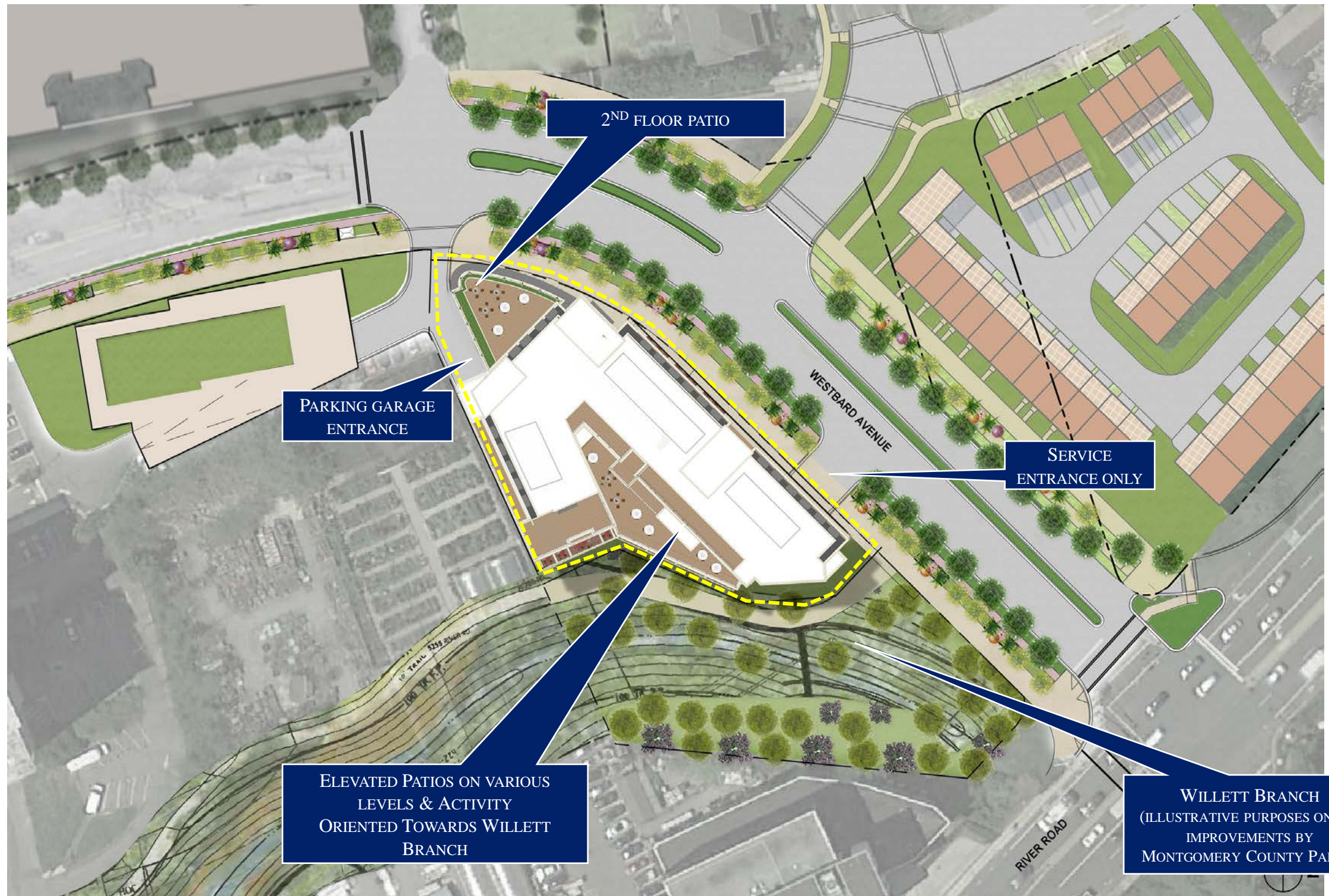
# AERIAL & CONTEXTUAL MAP – REDEVELOPMENT



**KENSINGTON PROJECT STATISTICS**

- 112 +/- ASSISTED LIVING SUITES
- 155 +/- RESIDENT CAPACITY
- 130 +/- PARKING SPACES
- 105,000 SF +/- GROSS FLOOR AREA

# ENLARGED SITE PLAN



**SITE AREA:** 32,000+/- SQUARE FEET OF LAND (YELLOW DOTTED OUTLINE - AFTER ROAD REALIGNMENT & DEDICATIONS)



# CONCEPT PERSPECTIVE



## KEY POINTS

- 6 STORIES ABOVE GRADE – 75' IN HEIGHT
- 2 LEVELS OF PARKING BELOW GRADE
- PEDESTRIAN ENTRANCE ON WESTBARD AVENUE
- BUILDING ORIENTATION TOWARDS WESTBARD AVENUE
- RESIDENTIAL-STYLE ROOFLINE
- HIGH-QUALITY MATERIALS (INCLUDING THOSE FOUND IN THE SECTOR PLAN)
- OUTDOOR PATIO ON SECOND FLOOR ORIENTED TOWARDS WESTWOOD SHOPPING CENTER
- VARIOUS OUTDOOR PATIOS MOSTLY ORIENTED TOWARDS WILLET BRANCH

# CONCEPT PERSPECTIVE



⊕ Z PERSPECTIVE KEY PLAN



## KEY POINTS

- *VEHICULAR ACCESS VIA APPROVED ACCESS POINT ON WESTBARD AVENUE*
- *VARIOUS OUTDOOR PATIOS MOSTLY ORIENTED TOWARDS WILLET BRANCH*
- *VARYING ROOFLINES*
- *ARCHITECTURAL DESIGN COMPLEMENTS ADJACENT DEVELOPMENT*

# CONCEPT PERSPECTIVE



## KEY POINTS

- *OUTDOOR PATIOS AND TERRACES ORIENTED TOWARDS WILLETT BRANCH*
- *CREATE ACTIVE RELATIONSHIP BETWEEN WILLETT BRANCH & THE BUILDING*

# PERSPECTIVE FROM WILLET BRANCH LINEAR PARK



⊕ z PERSPECTIVE KEY PLAN



## KEY POINTS

- OUTDOOR PATIOS AND TERRACES ORIENTED TOWARDS WILLETT BRANCH
- ENGAGING VIEW & EXPERIENCE
- BUILDING “OPENS UP” TOWARDS WILLETT BRANCH CREATING DEPTH AND ARTICULATION

# *ELEVATED PERSPECTIVE FROM WILLET BRANCH LINEAR PARK*



## **KEY POINTS**

- *OUTDOOR PATIOS AND TERRACES ORIENTED TOWARDS WILLET BRANCH*
- *OUTDOOR SEATING (POTENTIAL GRILL, FIRE AND/OR WATER FEATURE, GARDENING, ETC)*
- *ACTIVE SPACES (BIRTHDAY PARTIES, EMPLOYEE CELEBRATIONS, GUEST MUSICIANS, ETC)*





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