

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	Marriott International Headquarters
File Number(s)	120180020, 320180060 and 820180030
Project Address	7750 Wisconsin Avenue and 7707 Woodmont Avenue

Plan Type Concept Plan Sketch Plan Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Bob Dalrymple	301-961-5208	bdalrymple@linowes-law.com
Architect	Gensler		
Landscape Architect	Sasaki Design		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR-5.0,C-5.0,R-4.75,H-300 / 165	Office: ±290 feet; and Hotel: ± 145 feet	Office: Up to ±786,000 sf; and Hotel: ±203,000 sf
Proposed Land Uses	Office and hotel.		
Brief Project Description and Design Concept <i>(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)</i>	<p>The Marriott Headquarters Project will include an office building with up to 21 stories (up to 290 feet in building height) with approximately 786,000 square feet of gross floor area on the northern portion of the Property. The proposed office building components include office space, conference/meeting space, innovation/technology lab space, employee dining facilities, employee health club/wellness center, employee daycare facilities and outdoor amenity space. In addition to the office building, these Applications propose a Marriott full-service hotel with approximately 203,000 square feet of gross floor area and a building height of up to 145 feet on the southern portion of the Property. The proposed hotel components include approximately 246 guest rooms, up to 18 "innovation lab" rooms for market testing, ancillary ground floor retail and restaurant space, and approximately 8,740 square feet of space for a ballroom, pre-function, meeting and conference facilities, a health club/wellness center, and a rooftop with outdoor and enclosed amenity areas.</p> <p>The Project leverages Marriott's energy to engage with Woodmont Triangle's urban fabric as part of the continued growth of Downtown Bethesda. This new urban campus contains 5 levels of subterranean parking and a landscaped through-block connection that links Woodmont and Wisconsin Avenues, with the office building to the north and hotel building to the south. The lower 4 levels of the office building are expressed as the base, occupied by Marriott's dynamic and collaborative conference programs, café lounge spaces and innovation lab. This base lends itself to a unique architectural expression differentiated from the upper workspace levels. Similarly, the hotel base includes a robust food and beverage program that spills out to engage the through-block connection, in addition to banquet and conference facilities on the second floor. These articulated podium-level expressions on both the office and hotel frame the through-block connection environment and provide a refined, urban and pedestrian-scale experience along all street frontages.</p> <p>Above the podium, the massing is articulated with interruptions to create hierarchy and order. The southeast corner of the office is expressed as a tower, rising up from the double-height grand lobby enclosed with frameless curtainwalls to an angled crown at the top that becomes the landmark of the skyline, visible from the Bethesda Metro Station and beyond. Away from the corner tower, the office massing steps down in between Woodmont Avenue and Wisconsin Avenue and features curtainwall cladding design articulated with reveals and mullion extensions. The refined massing and facade variations serve to soften the building scale while providing an important presence in the core of Downtown Bethesda. Taking the site context into consideration, the hotel design preserves views between the office building and the neighboring properties while creating an identity that is related but distinct from the office building. Both the office and hotel design provide for generous roof terraces and intensive green roofs that allow for fair weather activities and maximize stormwater management considerations.</p>		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>Focusing on the importance of design excellence as emphasized in the Sector Plan, to create a lively, walkable and active environment, the Project utilizes multiple design strategies to achieve these goals. The Marriott Headquarters office and hotel buildings provide exceptional design through innovative and iconic forms, creating distinct public and private realms, providing unique articulation to glazing surfaces, and creating high density functionality while on an odd shaped site. Please see the attached Exceptional Design narrative in support of the 20 public benefit points requested by the applicant.</p>
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DESIGN ADVISORY PANEL SUBMISSION PROCESS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
Laura Shipman, Design Advisory Panel Liaison, laura.shipman@montgomeryplanning.org, 301-495-4558
2. A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.
3. Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan:
 - Property Location (aerial photo or line drawing)
 - Illustrative Site Plan
 - 3D Massing Models
 - Typical Floor Plans
 - Sections
 - Elevations
 - Perspective Views
 - Precedent Images



EXCEPTIONAL DESIGN NARRATIVE:

The Marriott Headquarters Office Building and Hotel provides exceptional design through innovative and iconic forms, creating distinct public and private realms, providing unique articulation to glazing surfaces, and creating high density functionality while on an odd shaped site.

Innovative and Monumental Form

The Office and Hotel are located on an L-shaped site between Wisconsin, Norfolk, and Woodmont Avenues. The forms of each building are sensitively proportioned and deployed to work together synergistically to create a sense of place and community that expresses the Marriott "Modern" approach to Hospitality, corporate stewardship and its role as a Global Citizen. This approach is expressed with simple and strong architectural forms with exceptional detailing.

The Hotel is foremost about hospitality and the guest experience. The Marriott Modern approach embraces a site specific solution that creates strong links between guests and the local experience through place making, the creation of a destination, materiality, strong visual connections between inside and outside and the creation of multiple outdoor and indoor experiences that are accessible to guests and the community. To support this mission the hotel tower form is a folded bar with a north and a south face with different character. The fold embraces the south side of a public plaza that is the core open space of this Headquarters project. The fold reduces the apparent mass of the tower and allows the building to be a good neighbor to the building to the south by bringing daylight into the

resulting open spaces and by providing strong corner edges that are visible from both Wisconsin and Woodmont. The multiple facades that result provide different types of vistas from different vantage points and create a sense of visual discovery as one moves through the site. The podium of the hotel tower is articulated by a series of moments where the tower form is pushed out and pushed in. Two massing forms poke out that create human scale transitions between the plaza and the tower above: a pop out on Wisconsin contains the hotel restaurant and creates a strong corner presence while a two floor tall glazed pop out on Woodmont contains the lobby stair that connects the hotel lobby to the second floor function spaces. Additionally two cuts into the podium provide architectural relief at the base of the tower. The porte-cochere under the hotel tower on Woodmont creates shelter, depth, and articulation as the place of arrival for the hotel and will be articulated with glazing into the lobby, pavers, landscaping, creative lighting solutions and rich materials. The second cut is the provision of a second floor terrace from the Ballroom on the Wisconsin side façade to create a place for guests as well as creating a strong visual presence at the west end of the plaza. Finally, the top of the hotel tower is capped with a roof top event and lounge space with two roof terraces connected by an architectural brow.

The Office Building's site contains the through-block connection to the south, Woodmont to the West, Wisconsin to the East, and Norfolk and Veterans Park to the North. The building's architecture responds to each façade as a building fronts. The Office building form reimagines the traditional L parti with a tower element at the crux of the emerging forms.

To the south, the building tower and side wing are angled towards the center of the site to provide a dialog between the Hotel, Office, and walk-through passage. The Southeast Tower is the tallest element and be visible along the Wisconsin Avenue corridor. To accentuate the tower, the tower utilized angled geometries for both the South and East façade while incorporating vertical fins every 5' along the majority of the building height. Additional focus is provided on the tower by creating a translucent glass base that is recessed from the tower above. The tower base is where the primary Office lobby entrances are located.

To the north, the building meets up against its narrow frontage of Norfolk Avenue. To act as a beacon for Bethesda for south-bound travelers on Wisconsin, the façade is split into two geometries, each with their own distinct curtain wall treatment to further accent the height of the building. A recess into the 3rd floor of the building further distinguishes base from tower along the northeast corner of the building.

Creating Distinct Public and Private Realms

The through-block connection between the Hotel and Office Building creates a distinct public and private realm due to the geometry and building form. As fitting for the mission of Marriott as the world's foremost hospitality company the plaza is all about creating guest, user and community experiences. The multi-floor podiums of both the hotel and office building are focused on the creation of people friendly hospitality environments that engage both the interior and exterior spaces through glazed vistas and exterior doors that dissolve the boundaries between inside and outside. Multiple F&B experiences will be available to support varied activities within the plaza. The plaza is entered from the west/Woodmont and

east/Wisconsin and are framed by the 24/7 public areas of the hotel to the south and the public areas of the offices to the north.

To the east, the most prominent feature is the large specimen tree. This tree, as well as the specialty pavers used in both the side-walk and vehicle layby articulates entry from Wisconsin Avenue into the through-block connection. The planters and pathways take advantage of subtle grade changes along the E-W connection to provide unique spaces such as protected exterior café seating, conferencing spill-out space, and hotel function space. Further, the introduction of a two-tiered seatwalls located in the center of the through-block connection provides an opportunity for a mixture of formal and informal events. The concrete retaining walls that divide planters and sidewalk on both Woodmont and Wisconsin Avenue provide additional seating along major pedestrian through-fares while simultaneously providing security barriers for both the public and private realm. A unique suspended lighting solution of multiple vertical light "bars" that course through the center of the plaza creates a visual draw, and creates a strong sense of place by "sculpting the space with light".

Providing Unique Articulation of Glazing Surfaces

The Hotel is a folded bar with two sides – a highly glazed north façade that uses a gradient of materials , glass, metal panel, and high performance concrete rainscreen that create a varied visual transition of the façade from east to west and wrap each corner, conversely the south façade also uses the gradient as a visual method to create visual movement from west to east but in this instance with a lower ratio of glass. The two major street facades on

Woodmont and Wisconsin express the two sides of the folded bar and create elegantly proportioned vertical elements that reduce the visual scale of the tower, provide articulation, express corner room experiences and then transition to the podium which is articulated to create human scale and visual interest.

The Office Building as a primarily glass building uses a unique mixture of articulated glazing surfaces to break down the scale of the project and provide bird-friendly design features. The skin types each has its own glass types that are neither highly reflective or highly transparent. The first skin type uses vertical fins at each mullion (5' apart) to accentuate verticality, while, simultaneously providing a rich, textured surface that changes based on view angle. The second skin type uses channels along the mullions to provide a supergrid of two story frames. These frames are used to bring down the scale of the building as a counter to the first skin type. The third skin type uses metal panels at each floor line to articulate the horizontality of the building and provide a balance between the first two skin types. The third skin type is the background that helps provide recesses and cornice lines along the various building facades.

Creating High Density Functionality While on an Odd Shaped Site

With the through-block connection to the south, Woodmont to the West, Wisconsin to the East, and Norfolk and Veterans Park to the North, the building's architecture responds to each façade as a building front. This requires the building to view it's massing as a sculpture rather than a traditional front and back structure. The office building and hotel functions allow for a site that is used throughout the day with office workers following traditional 9-5

activity while the hotel, with its guests, restaurant, and bar provide activity both day and night. The upgrade to the streetscape, the creation of the through-block connection, and the unique architecture of the building also improve the day to day experience for those traveling to and from the Woodmont Triangle District or to and from the Bethesda Metro Station.



MARRIOTT HQ

BETHESDA, MD

DESIGN ADVISORY PANEL

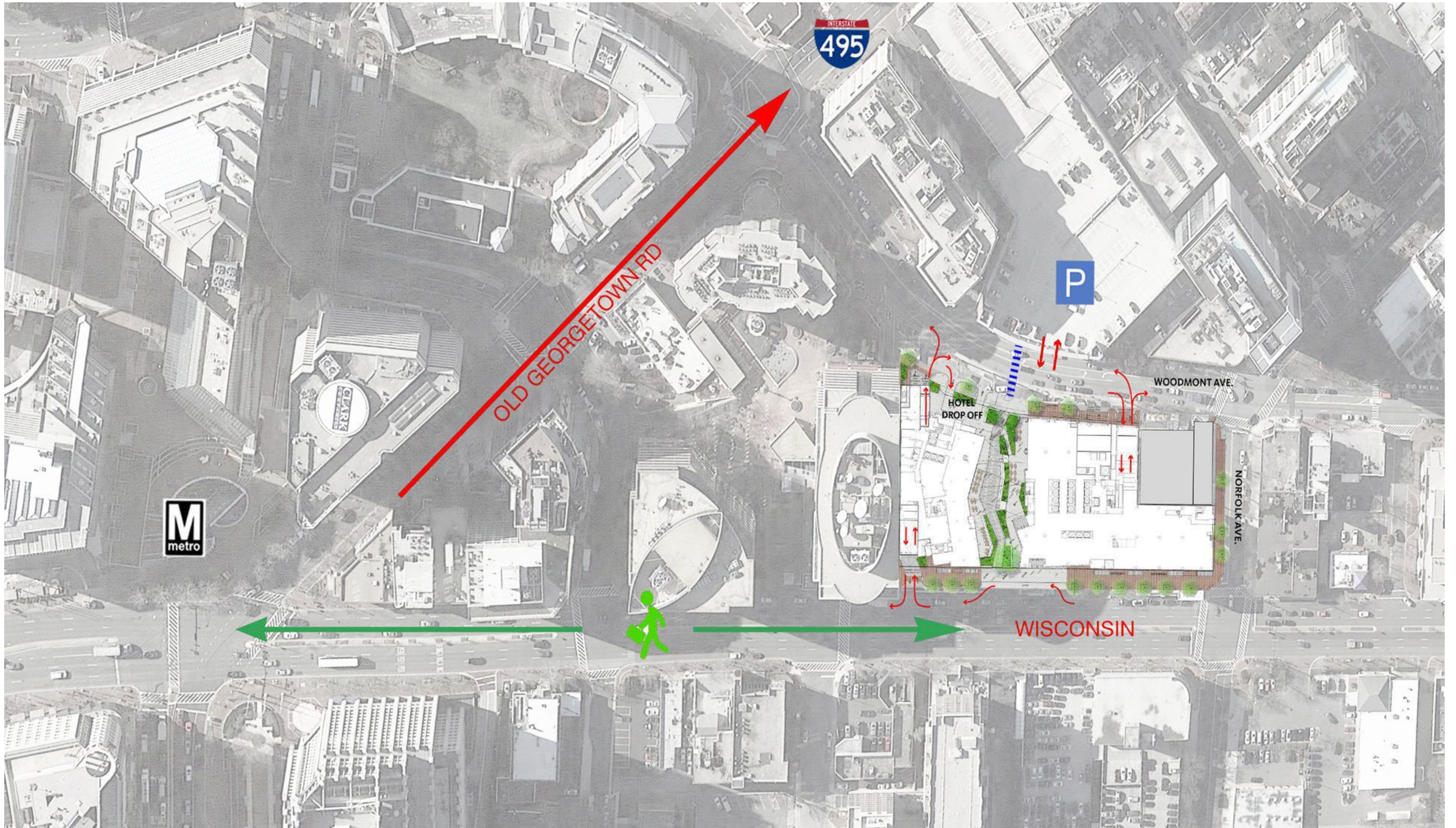
November 8th, 2017

bxp Boston
Properties

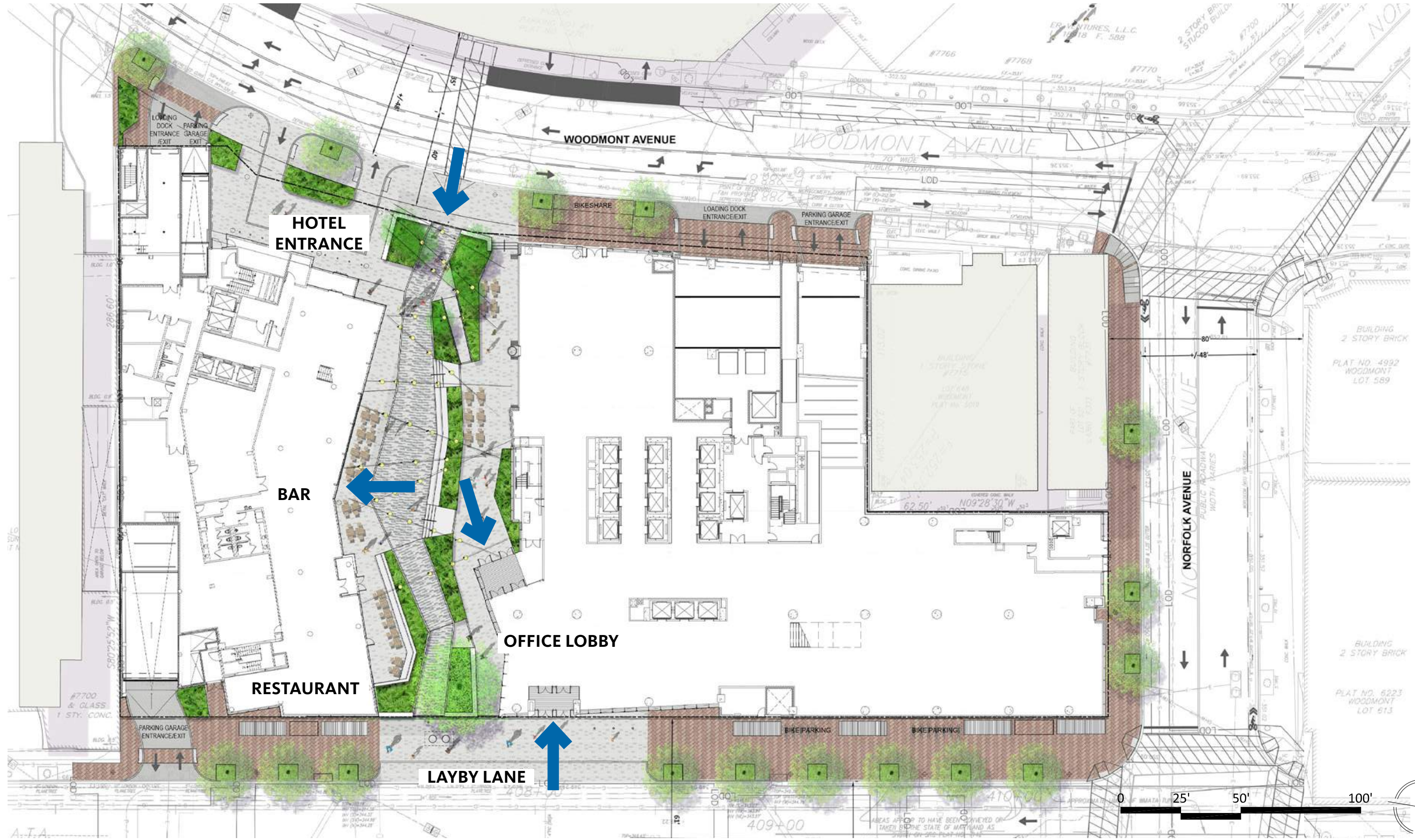

THE BERNSTEIN COMPANIES

Gensler

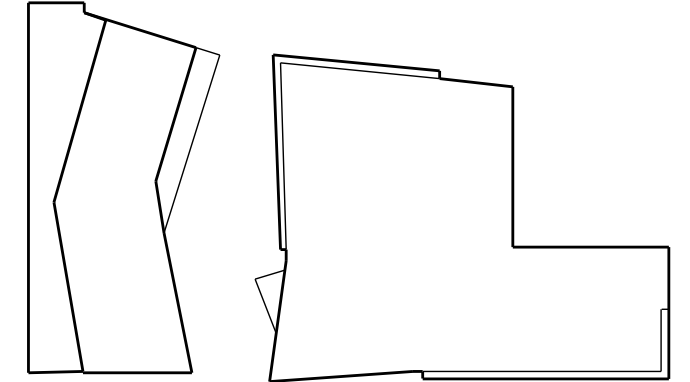
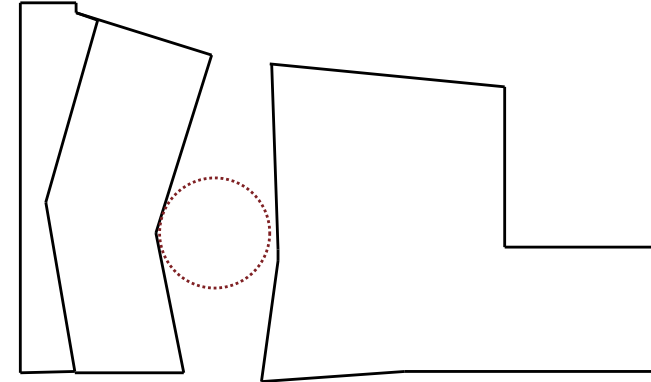
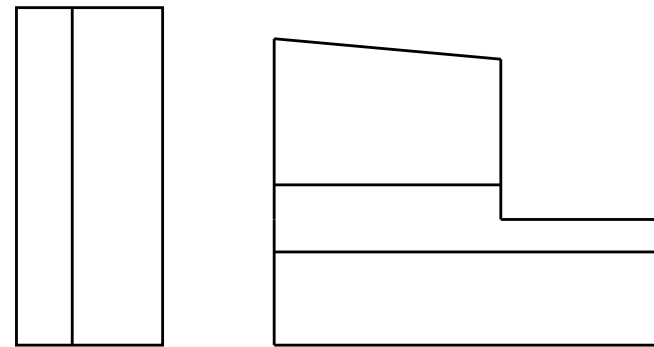
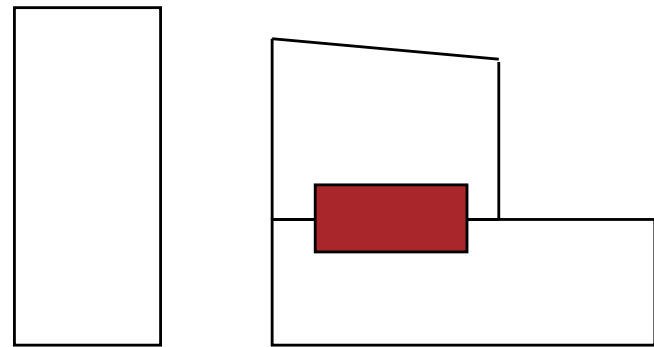
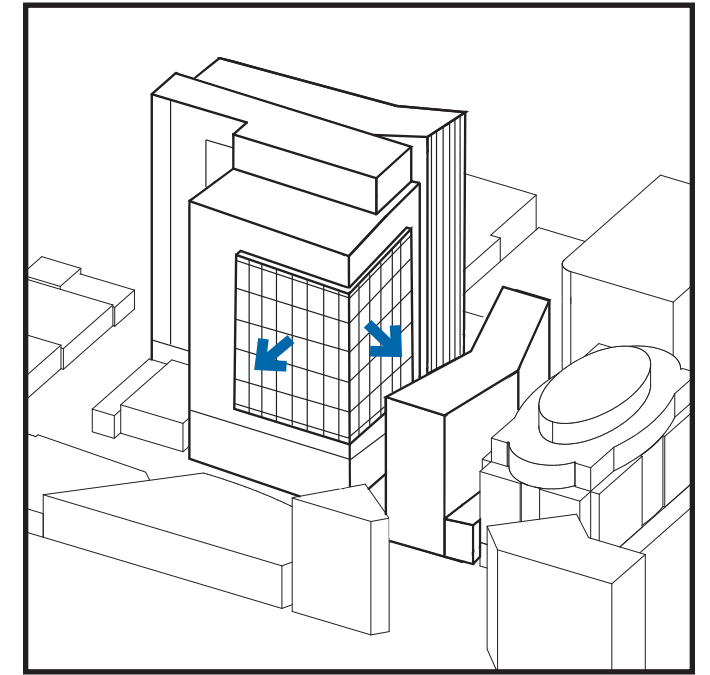
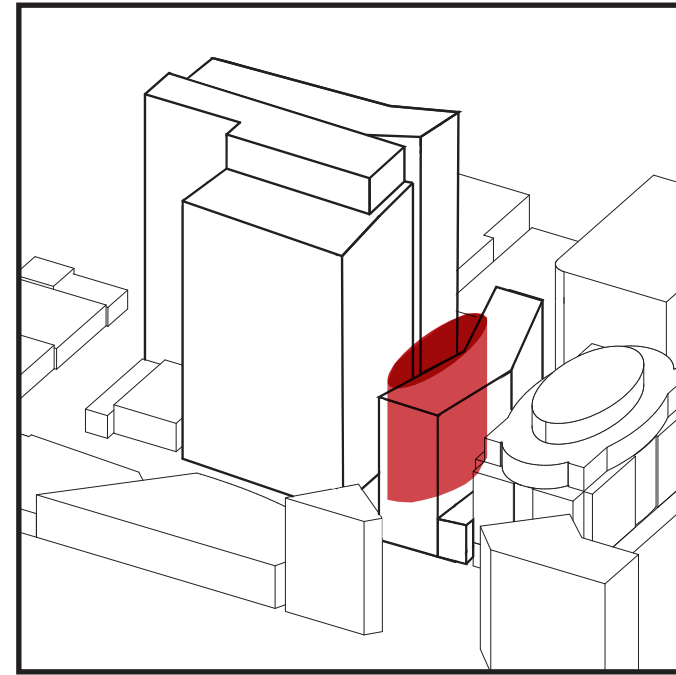
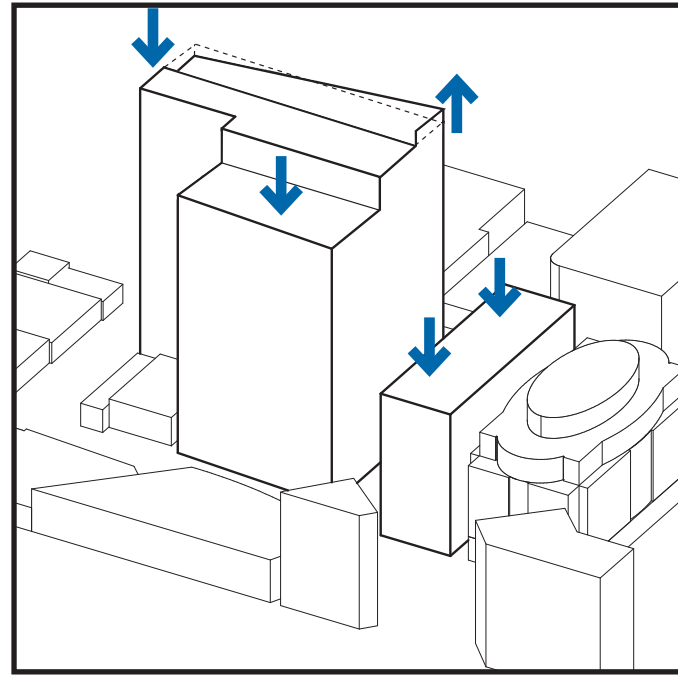
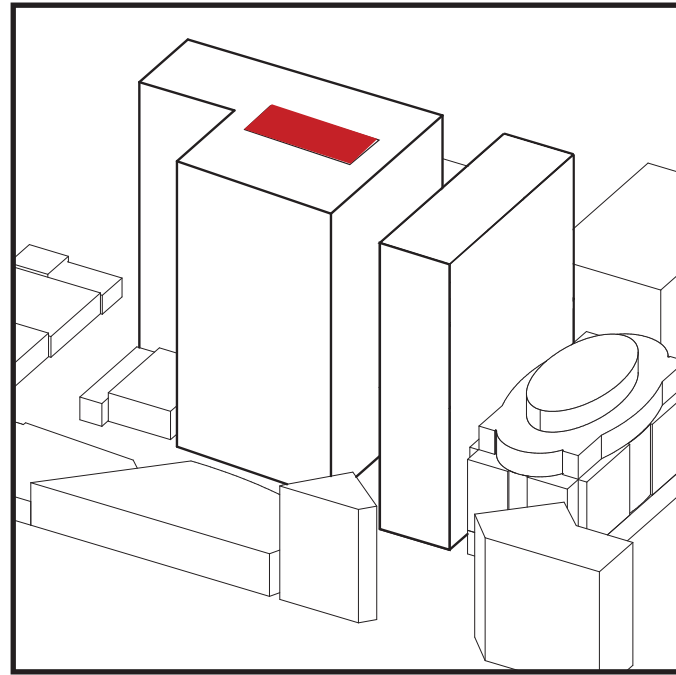
VICINITY MAP



ILLUSTRATIVE SITE PLAN



DIAGRAMS



SHARING

TWO WINGS WITH SHARED CORE

STEPPING

HEIGHTS DESIGNATE BUILDING HIERACHY

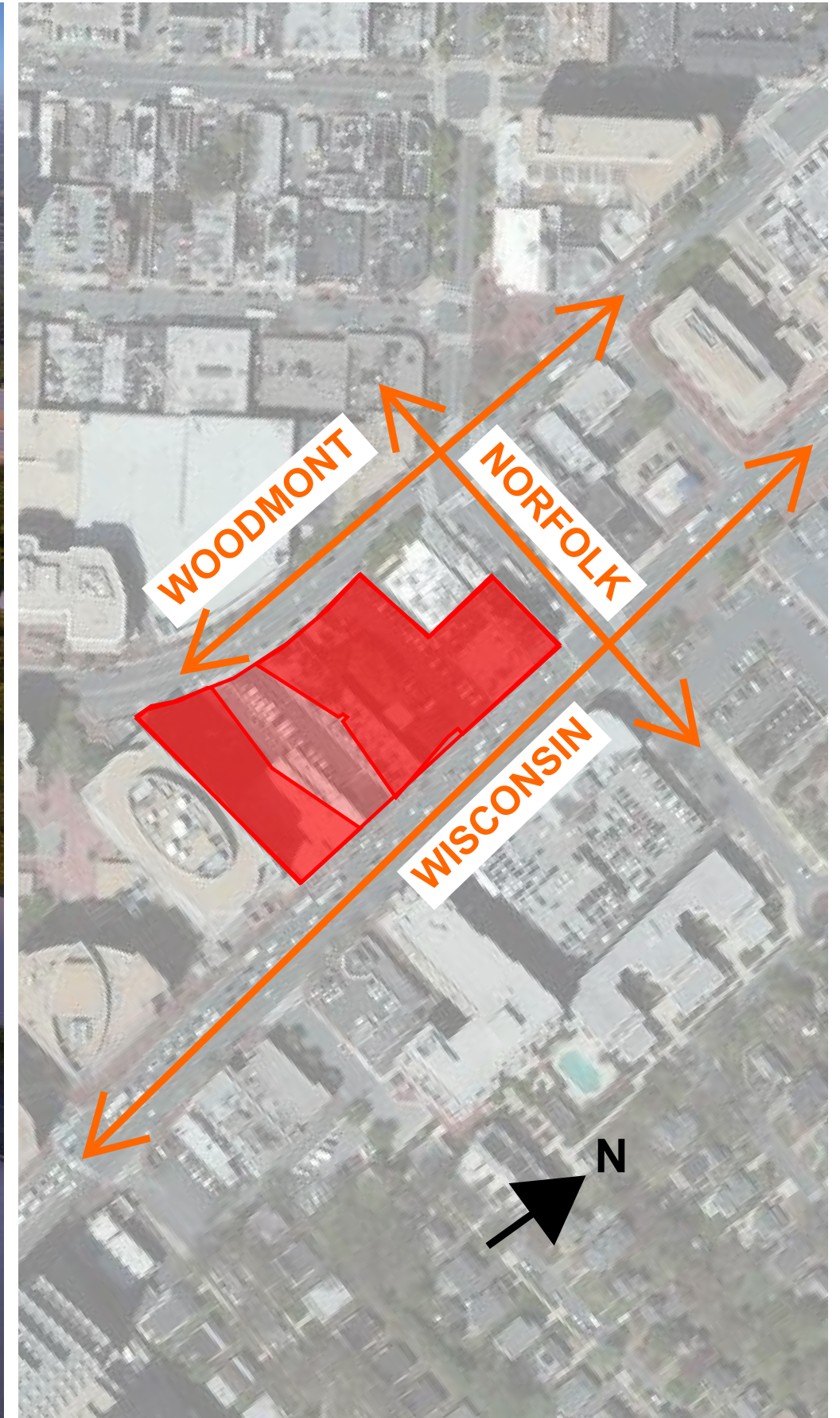
EMBRACING

BUILDINGS PULLBACK AT CENTER OF PEDESTRIAN PASS-THROUGH

ARTICULATING

DIFFERENT SKIN TYPES AND DETAILING TO BREAK DOWN BUILDING MASS AND SCALE

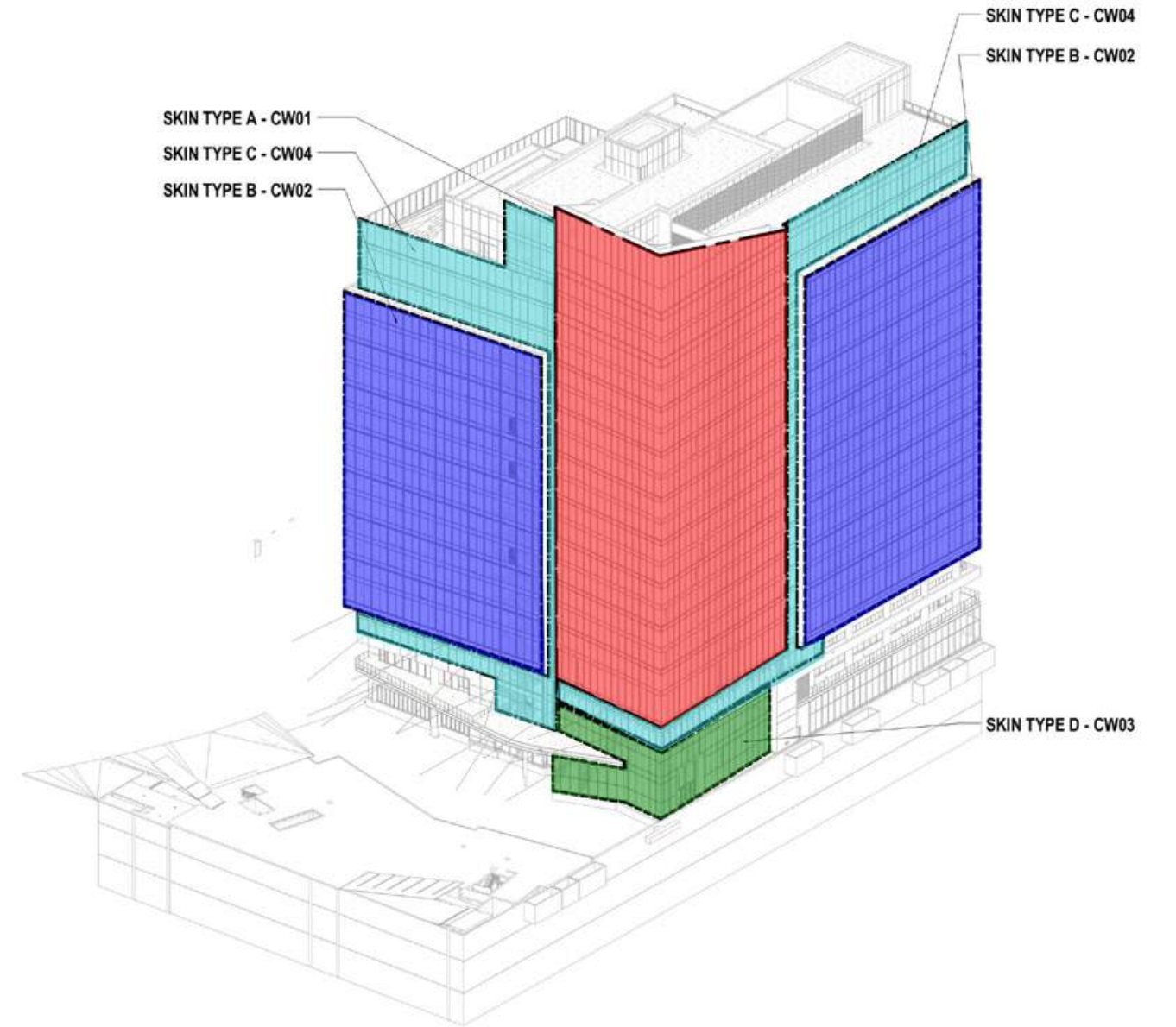
FUTURE MARRIOTT HQ



OFFICE BUILDING SKIN TYPES



NW CORNER



SE CORNER

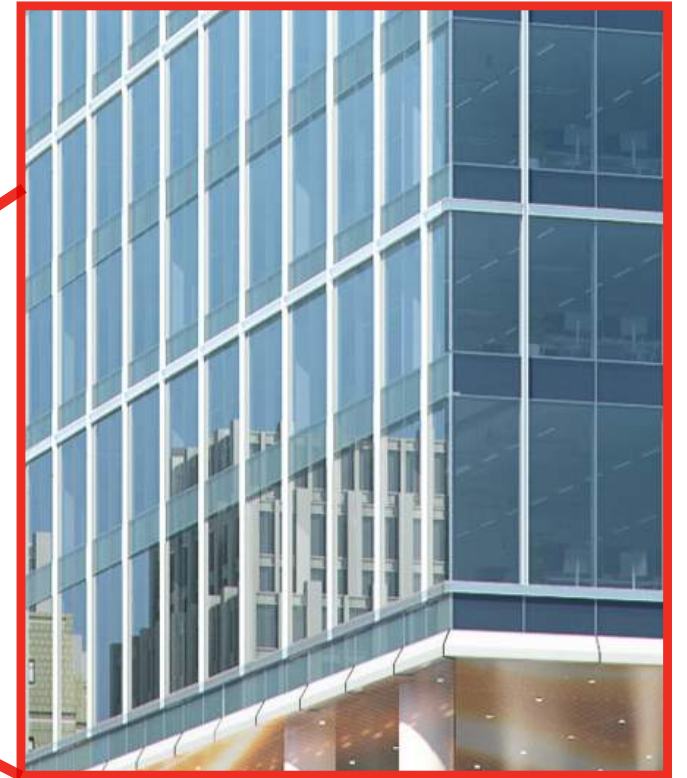
SITE ELEVATION - EAST



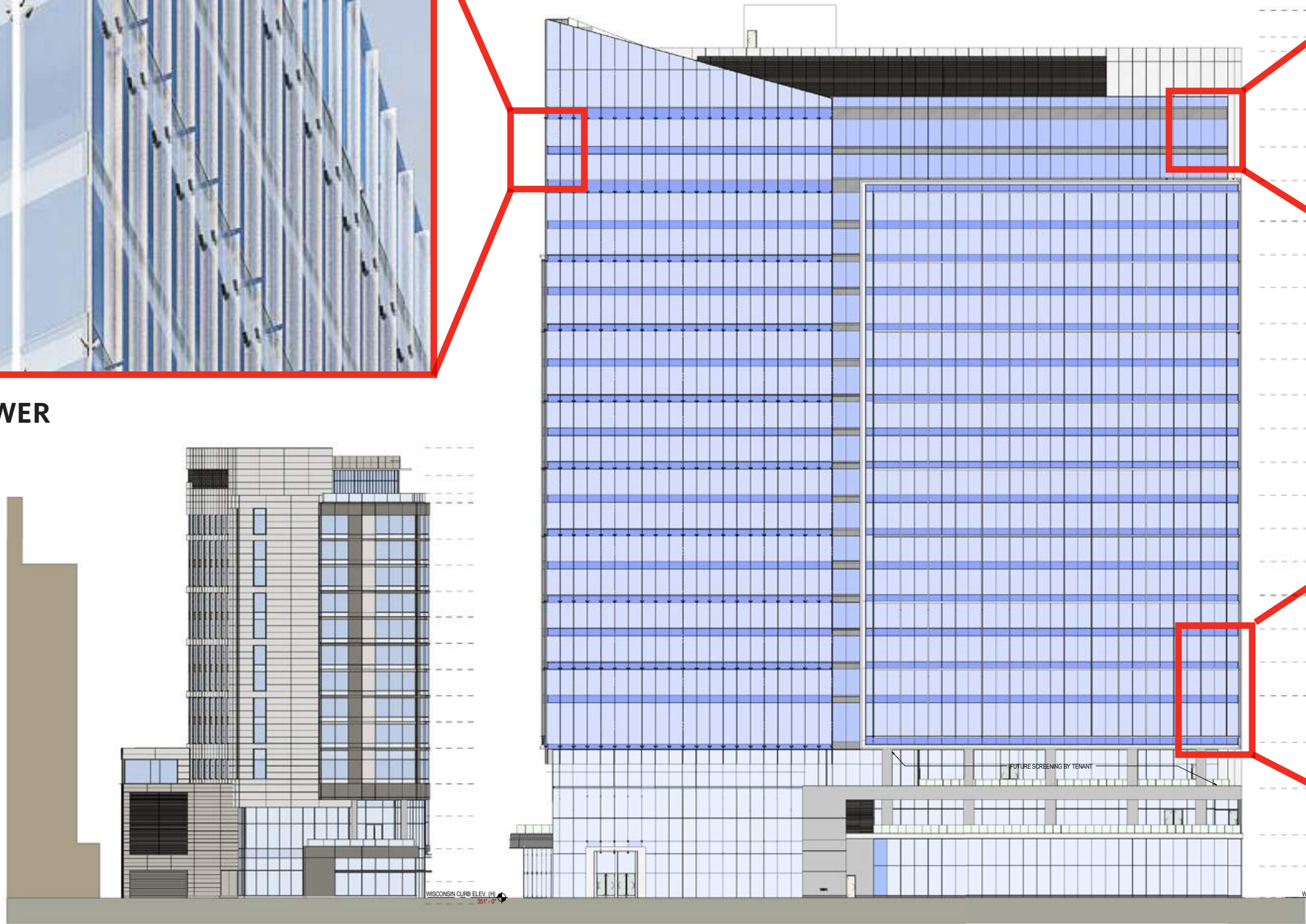
TOWER



RECESS



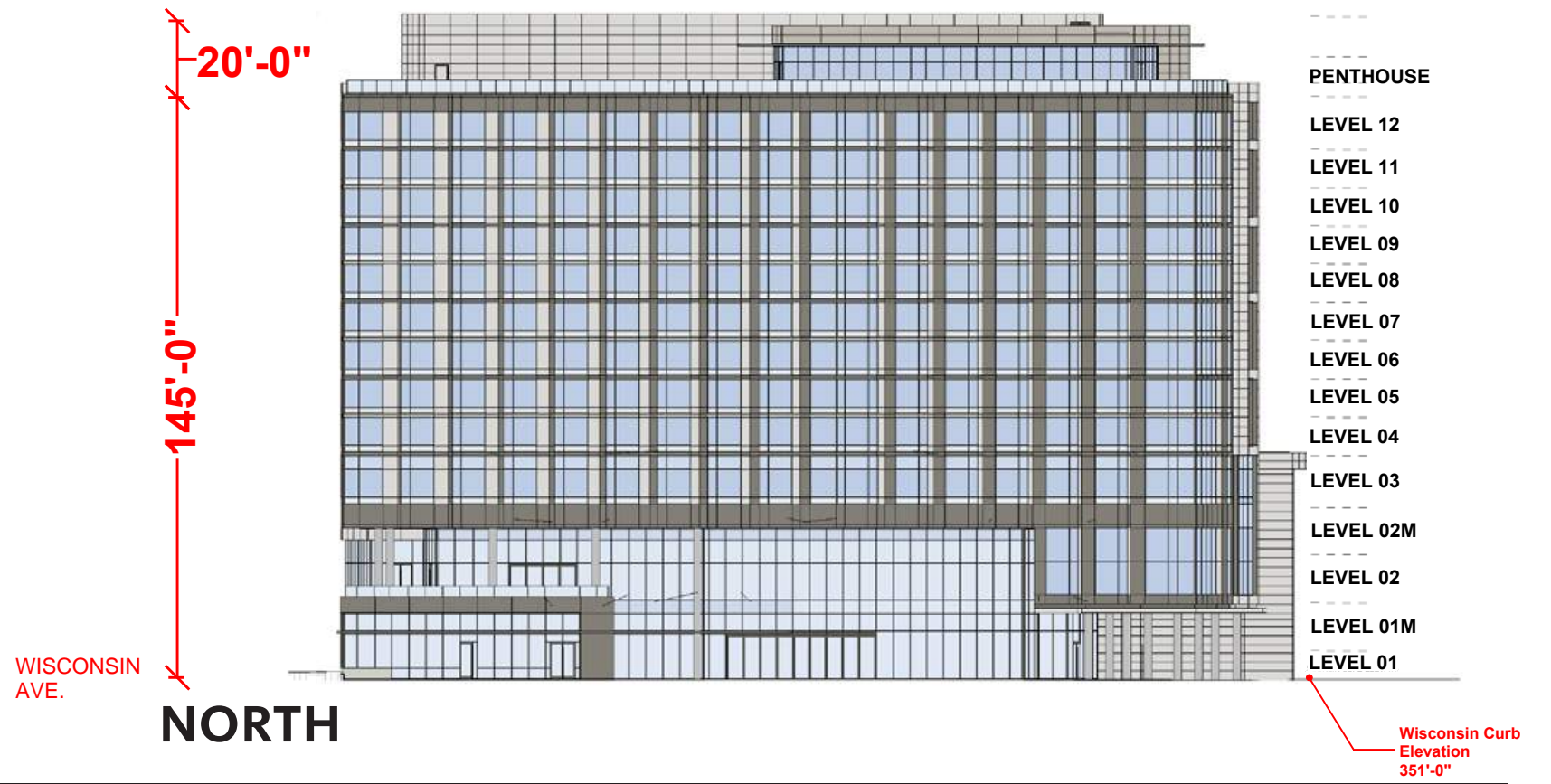
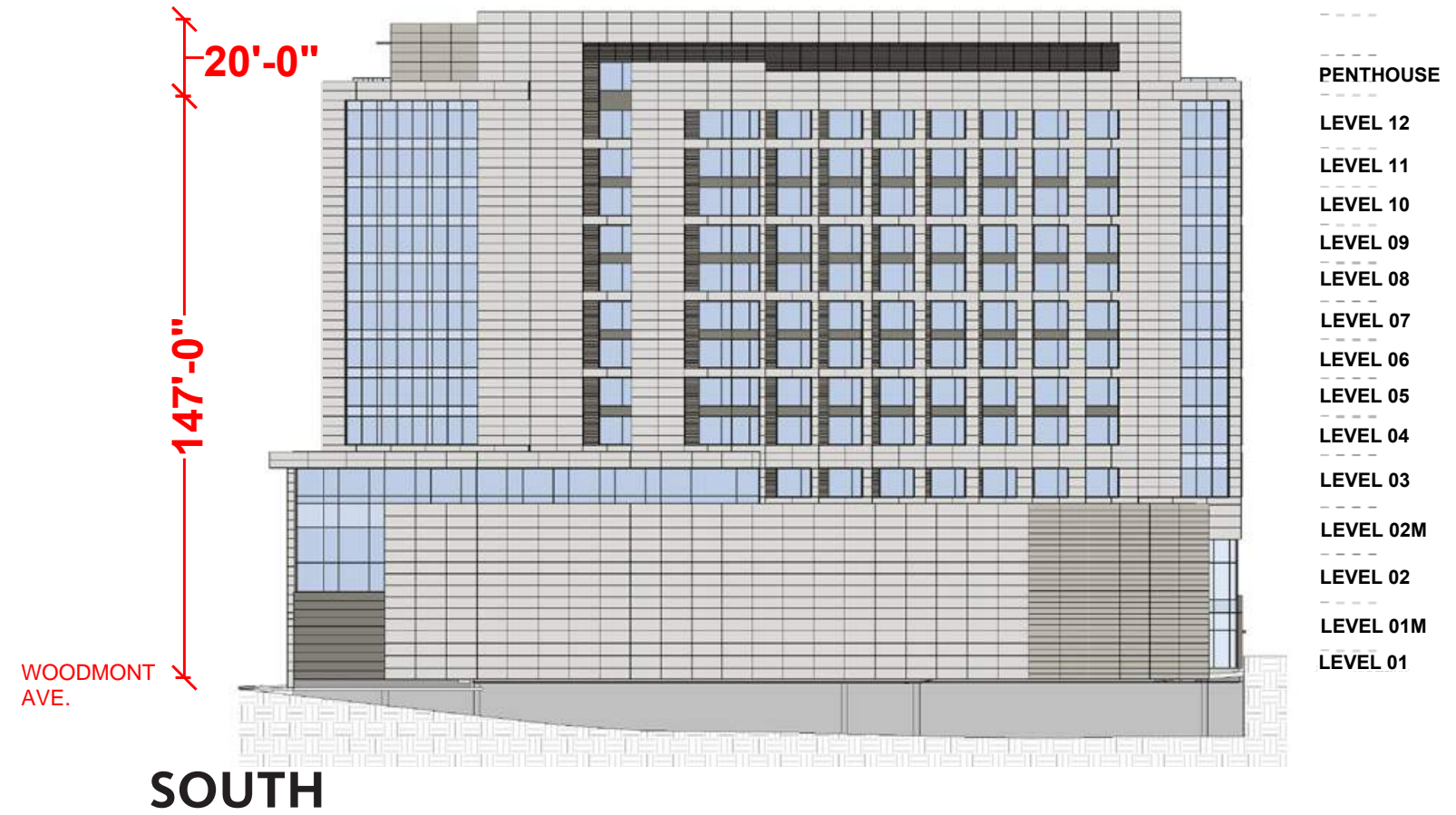
BAY



SEE SHEET A2.33 FOR HOTEL EAST ELEVATION MATERIAL TAGS



ELEVATIONS - HOTEL



RENDERING - WISCONSIN FROM SOUTHEAST



RENDERING - WISCONSIN FROM NORTHEAST



RENDERING - WISCONSIN FROM NORTHEAST



RENDERING - WOODMONT FROM VETERANS PARK



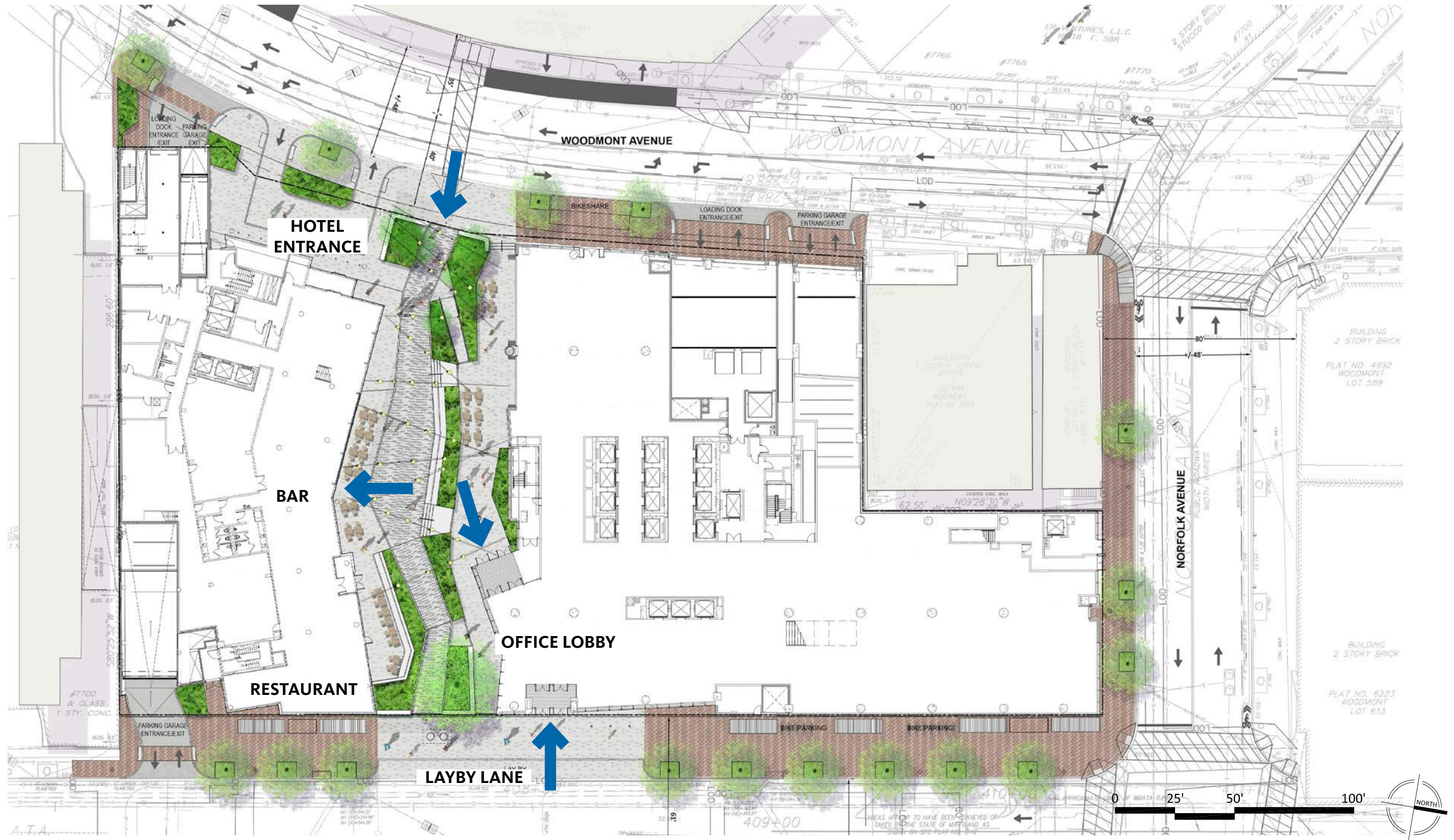
RENDERING - PLAZA VIEW FROM WEST



RENDERING - WOODMONT FROM SOUTHWEST



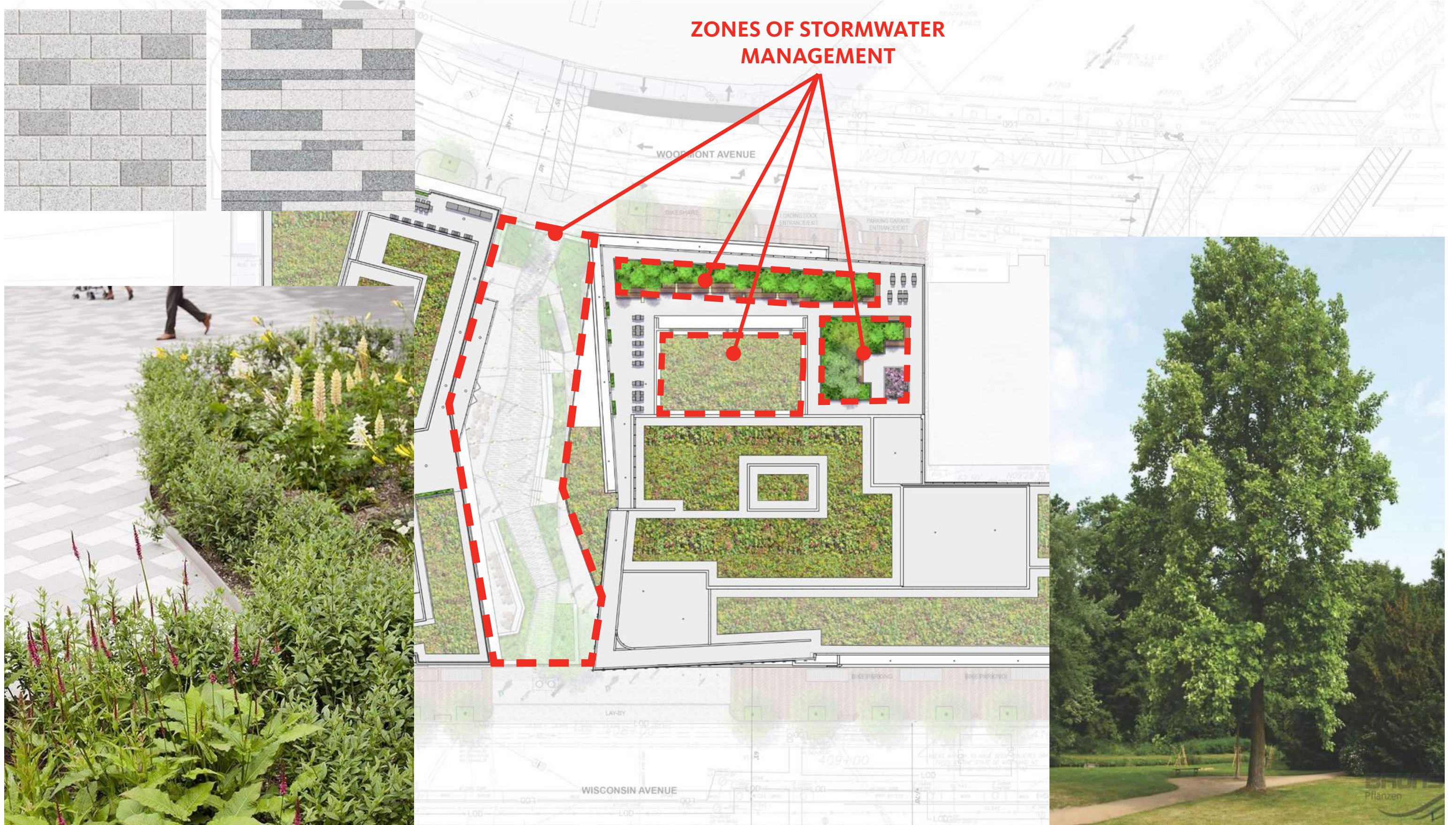
ILLUSTRATIVE SITE PLAN



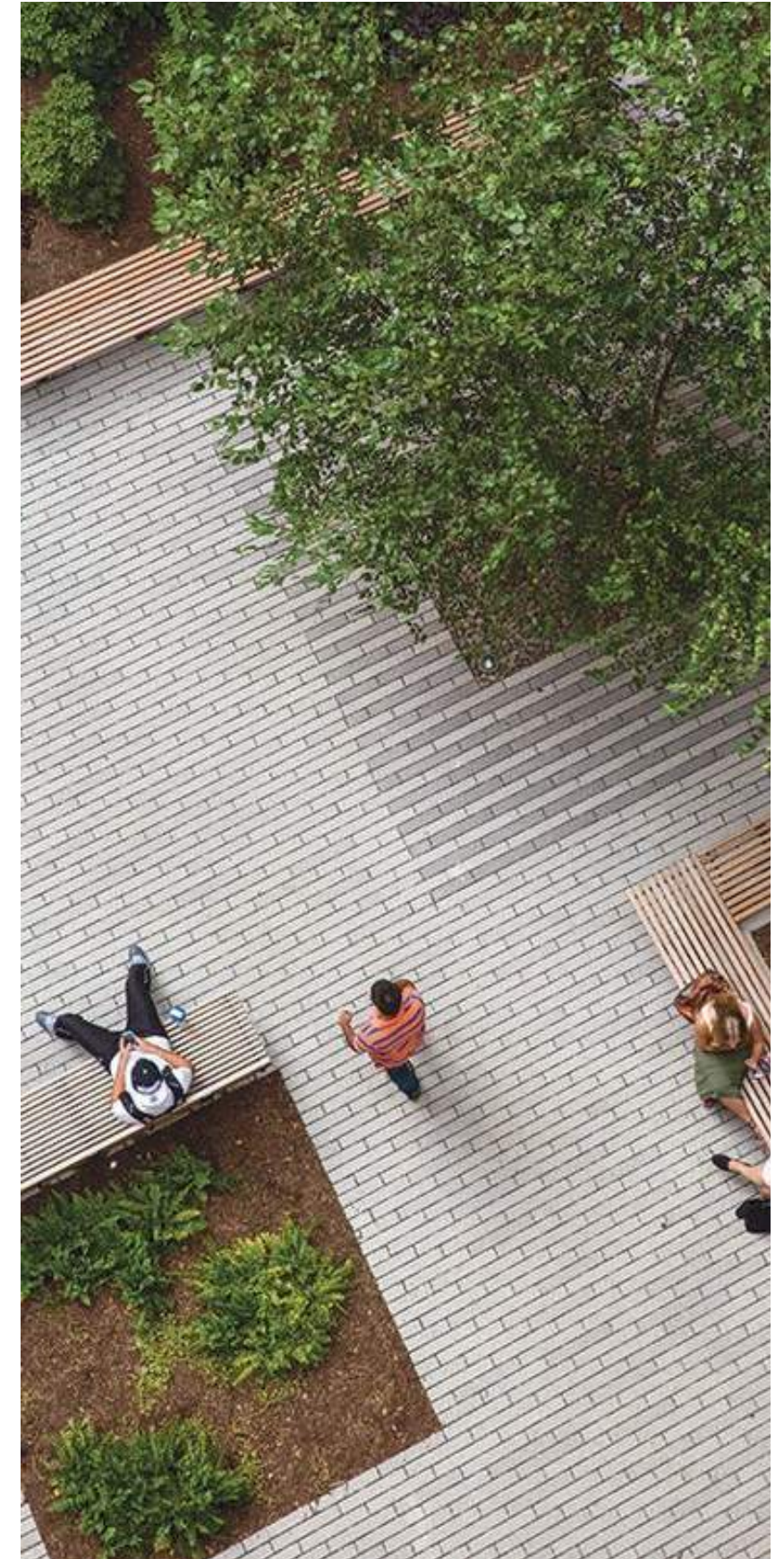
RENDERING - INSIDE PLAZA LOOKING EAST



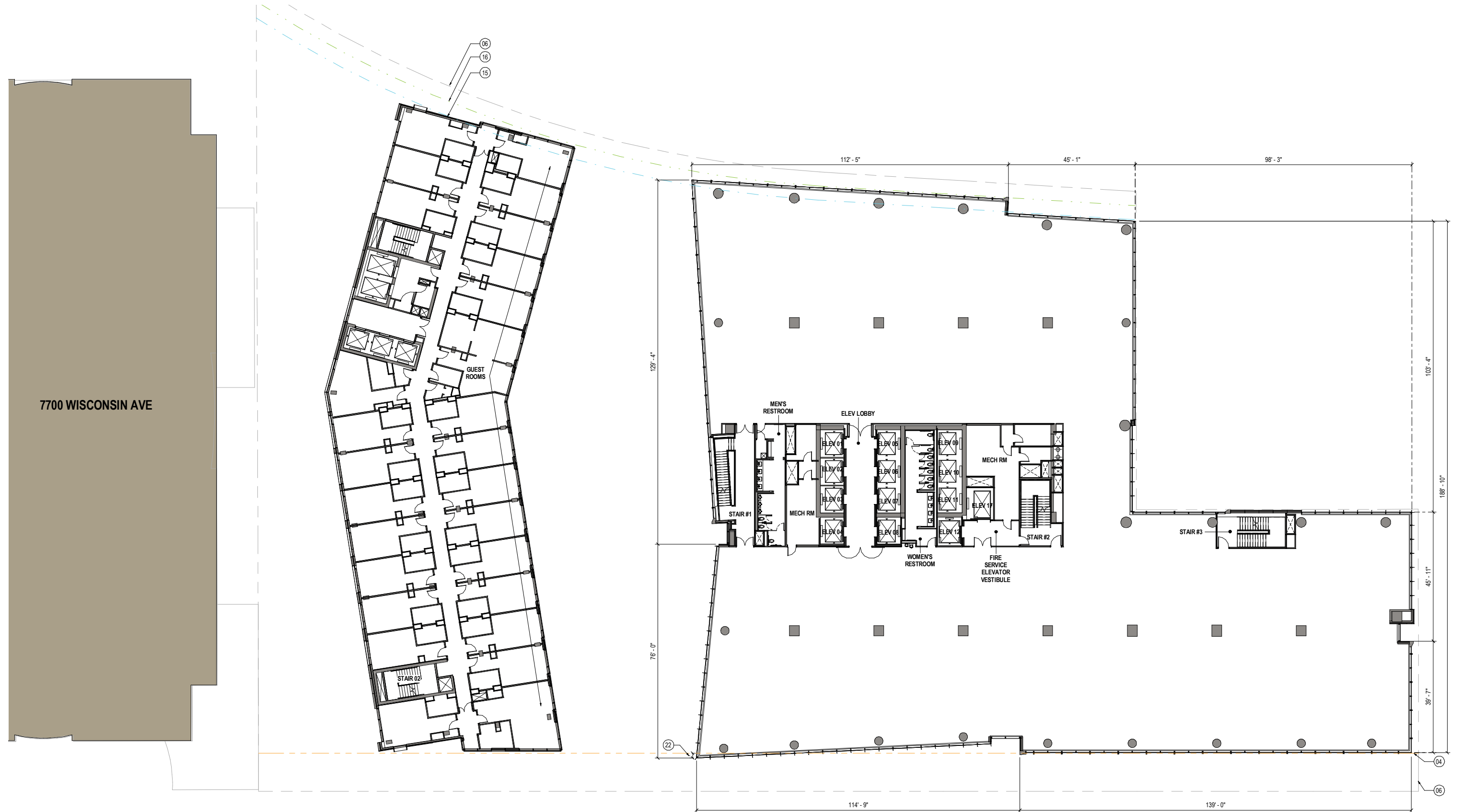
SUSTAINABILITY - STORMWATER INFILTRATION



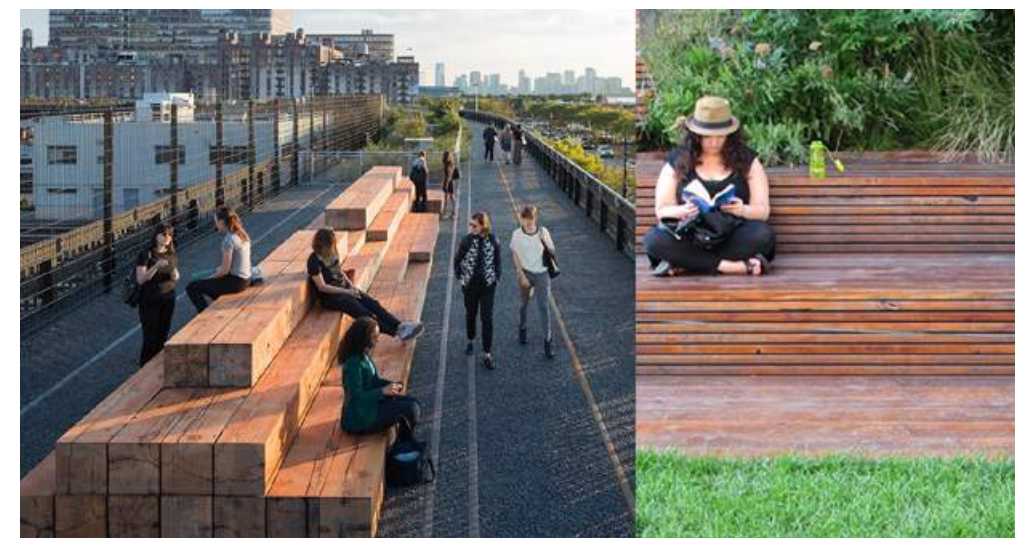
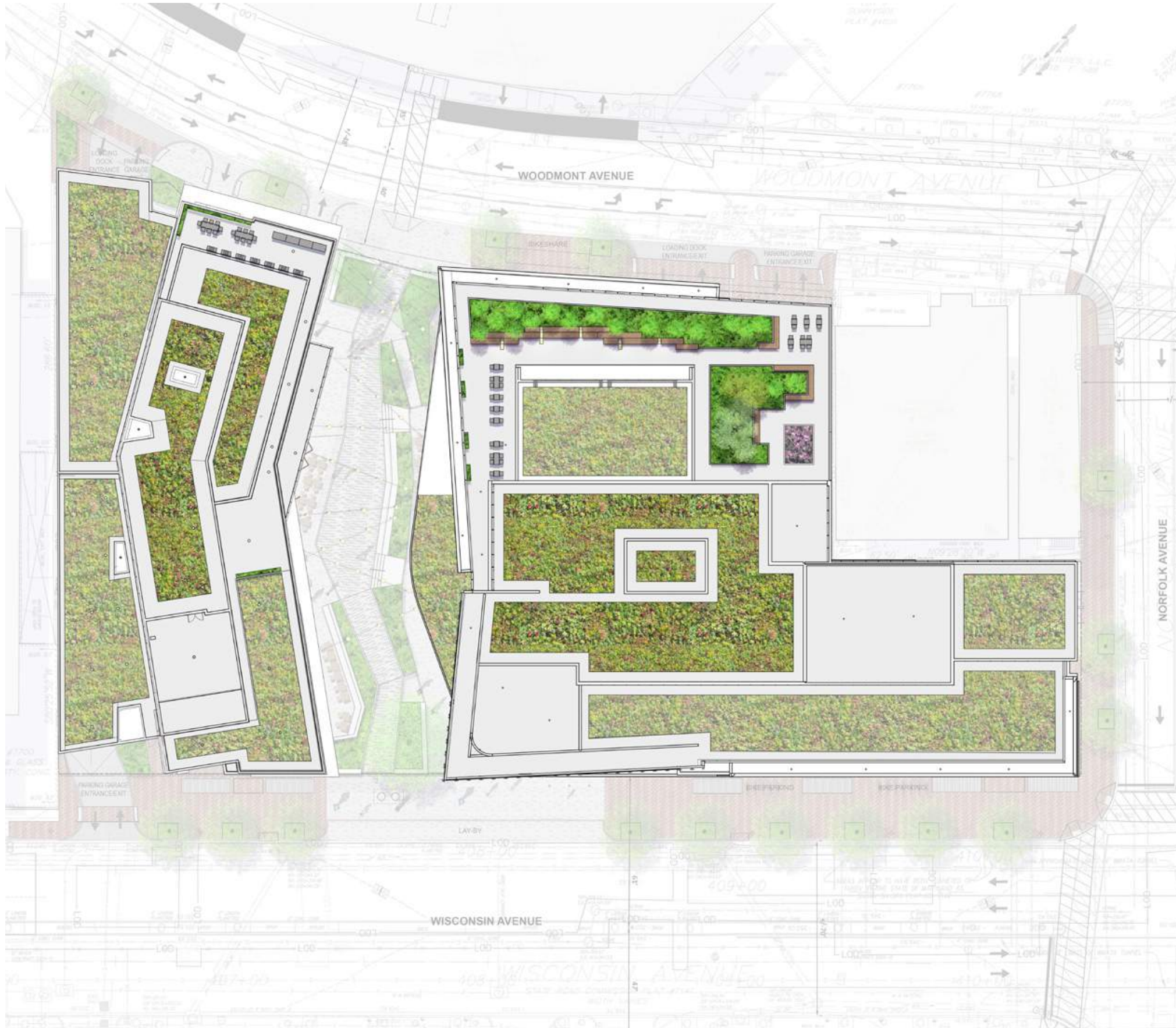
SUSTAINABILITY - PLAZA ATMOSPHERE



TYPICAL FLOOR PLAN



SUSTAINABILITY - GREEN ROOF ATMOSPHERE



PODIUM SECTION N/S



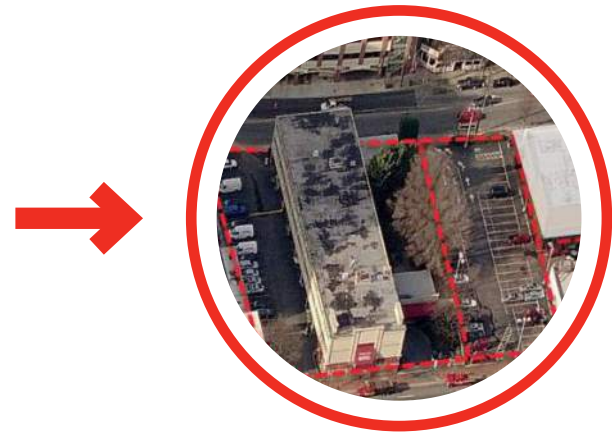
MONUMENTAL STAIR STUDY



**Monumental
Stair.**

MILESTONES & TIMELINE

**Ground
Breaking**
3rd Quarter 2018



**Topping Out
Marriott HQ**
3rd Quarter 2020



Hotel Opening
3rd Quarter 2021

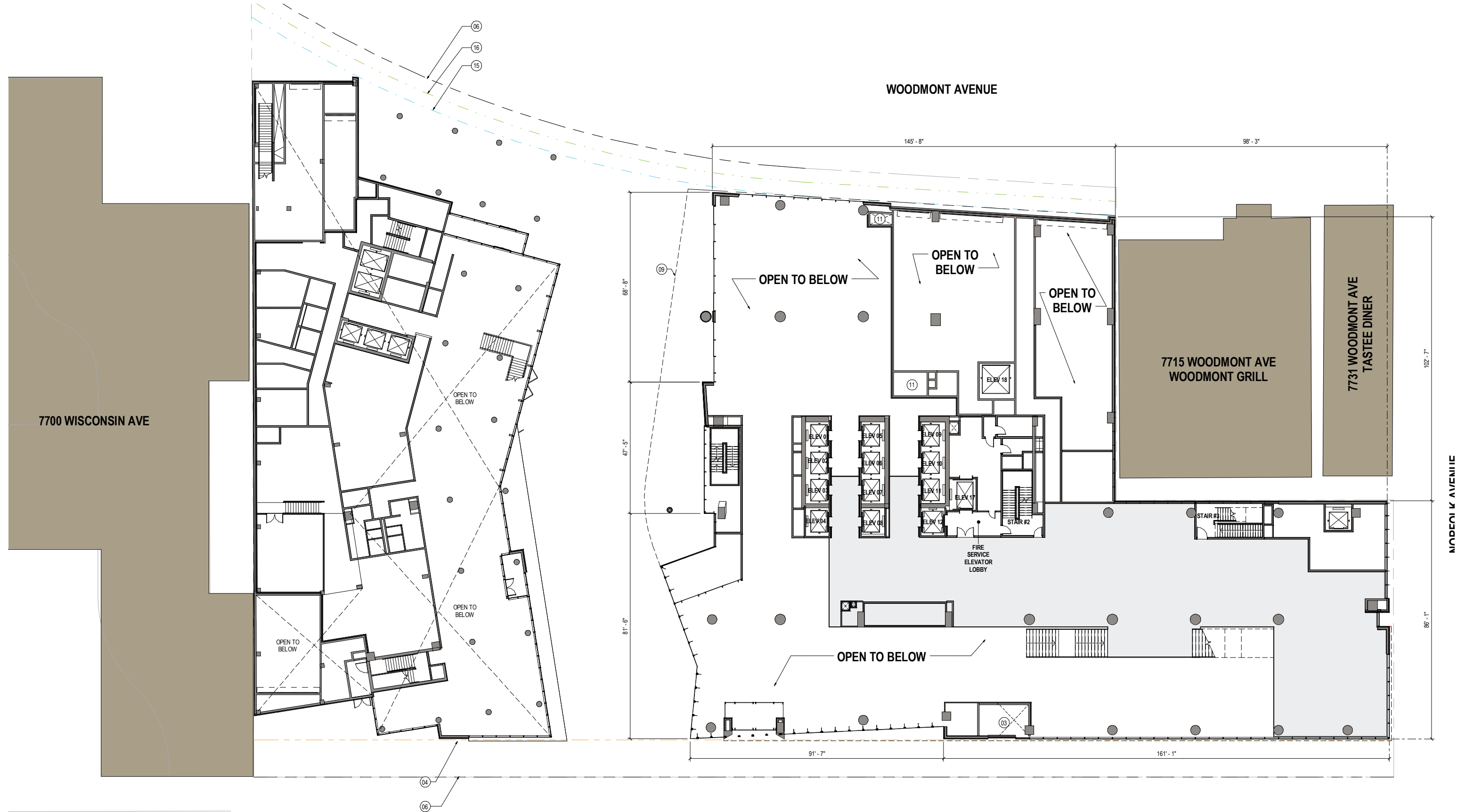


HQ Opening
3rd Quarter 2022

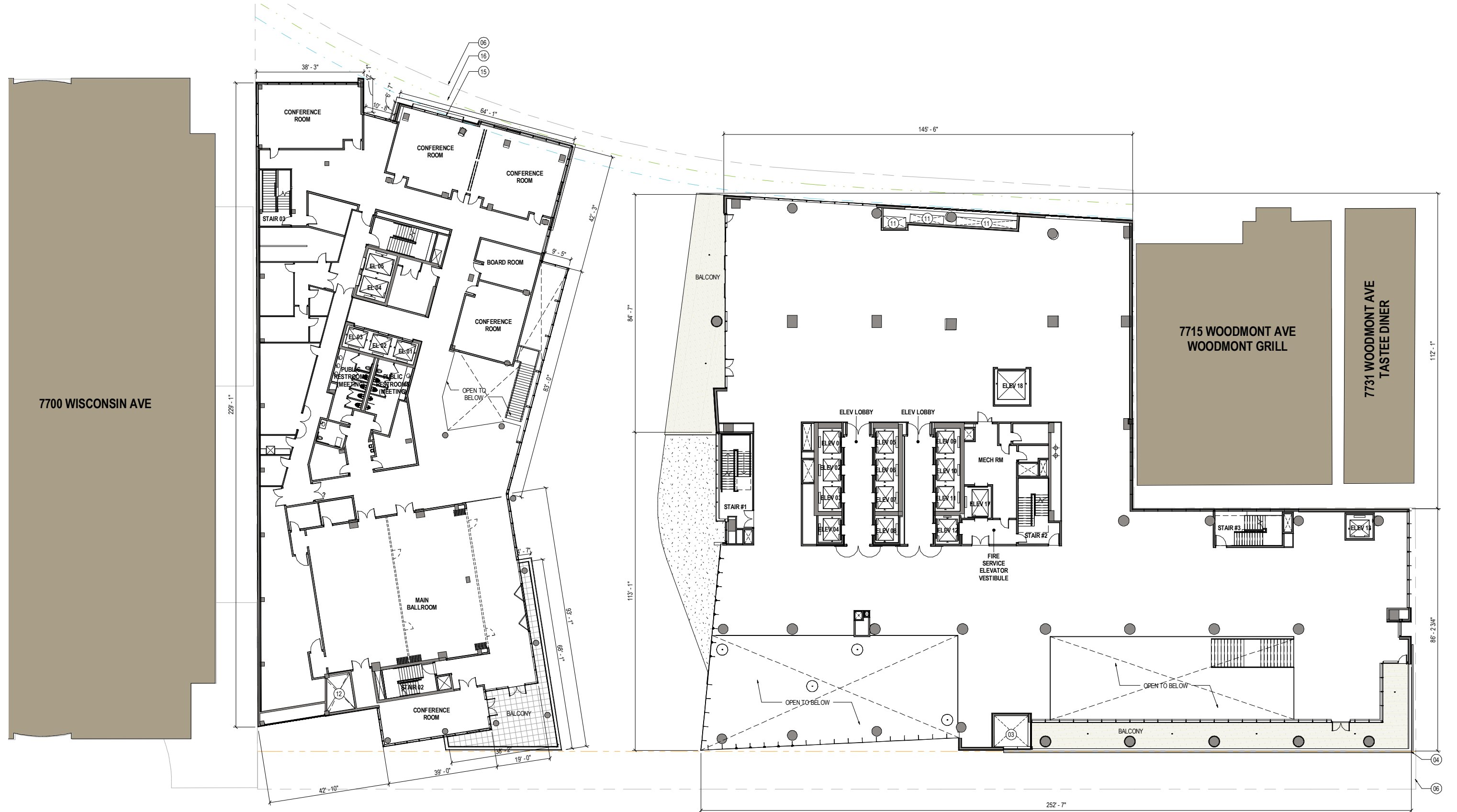


APPENDIX: ADDITIONAL FLOOR PLANS SECTION AND ELEVATION

FIRST MEZZANINE FLOOR PLAN



SECOND FLOOR PLAN



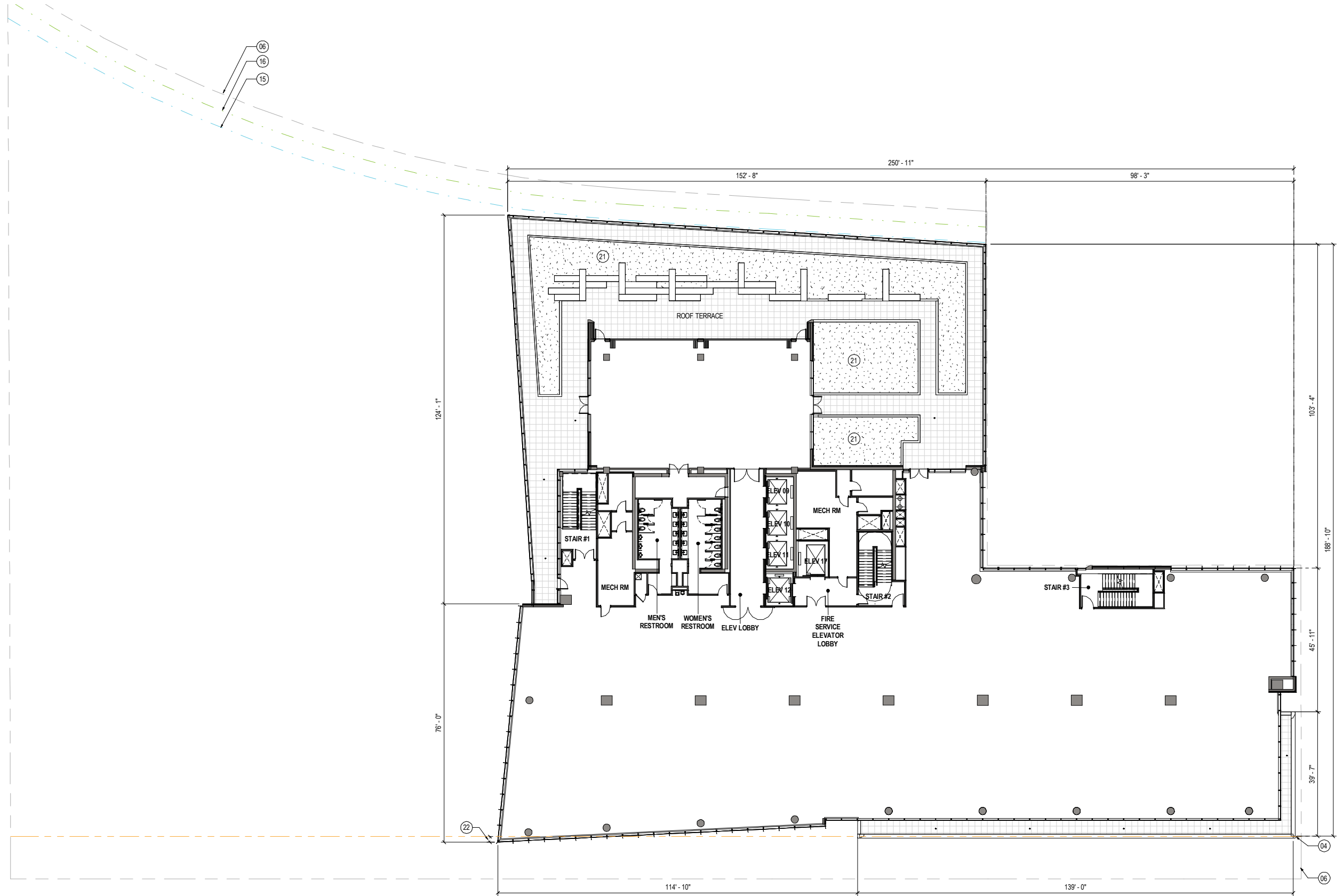
THIRD FLOOR PLAN



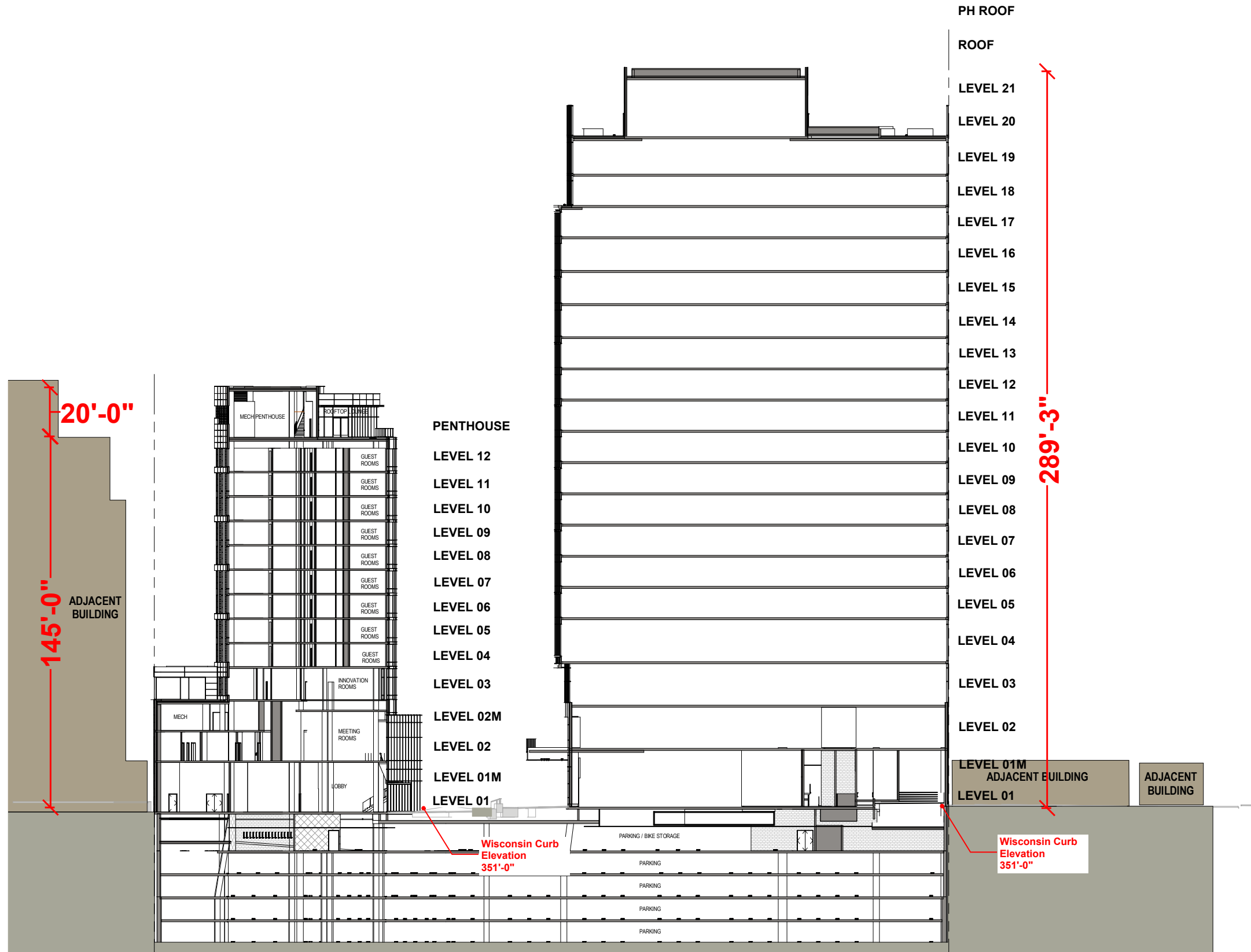
LEVEL 13 (HOTEL ROOF TERRACE) FLOOR PLAN



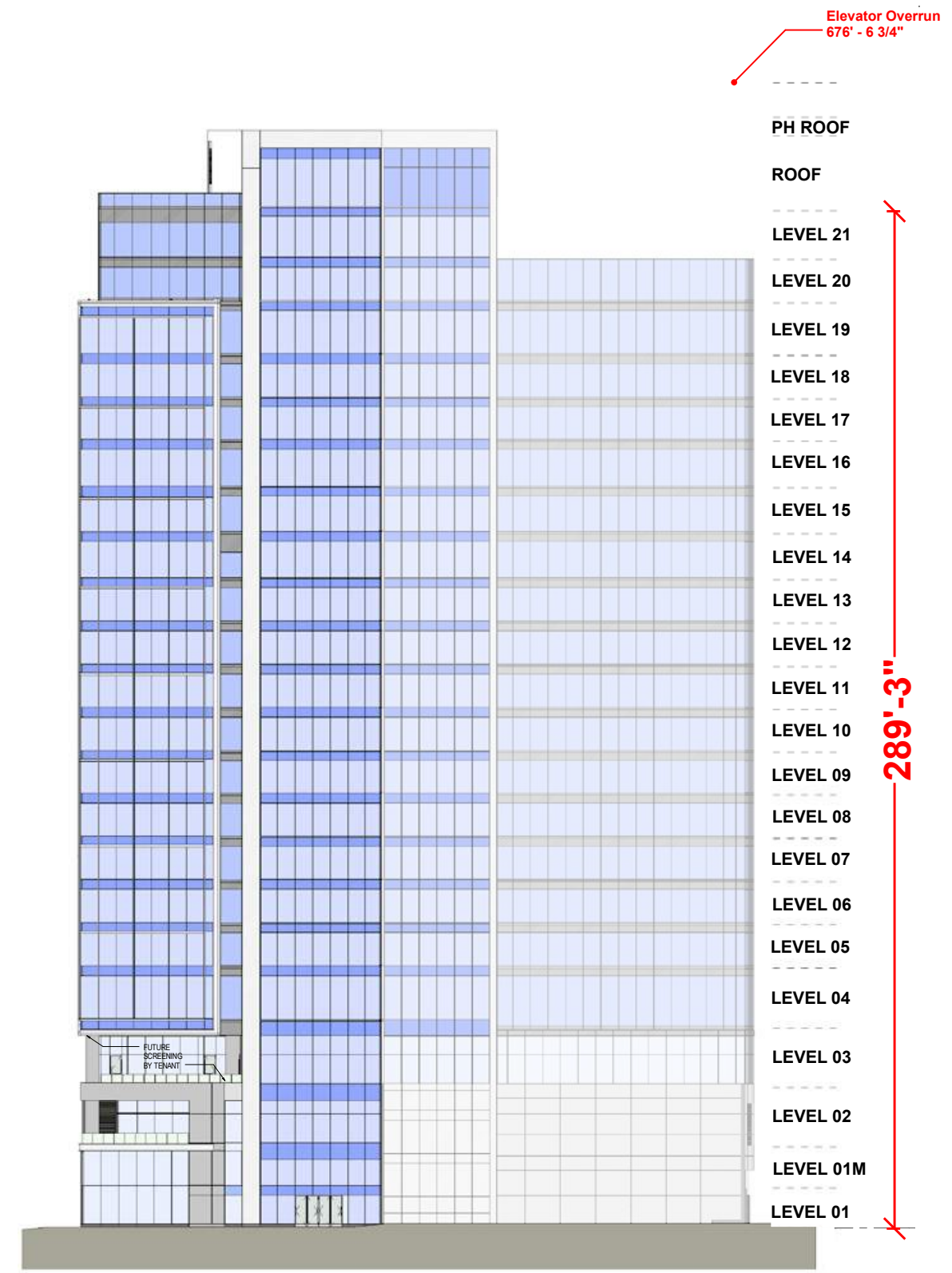
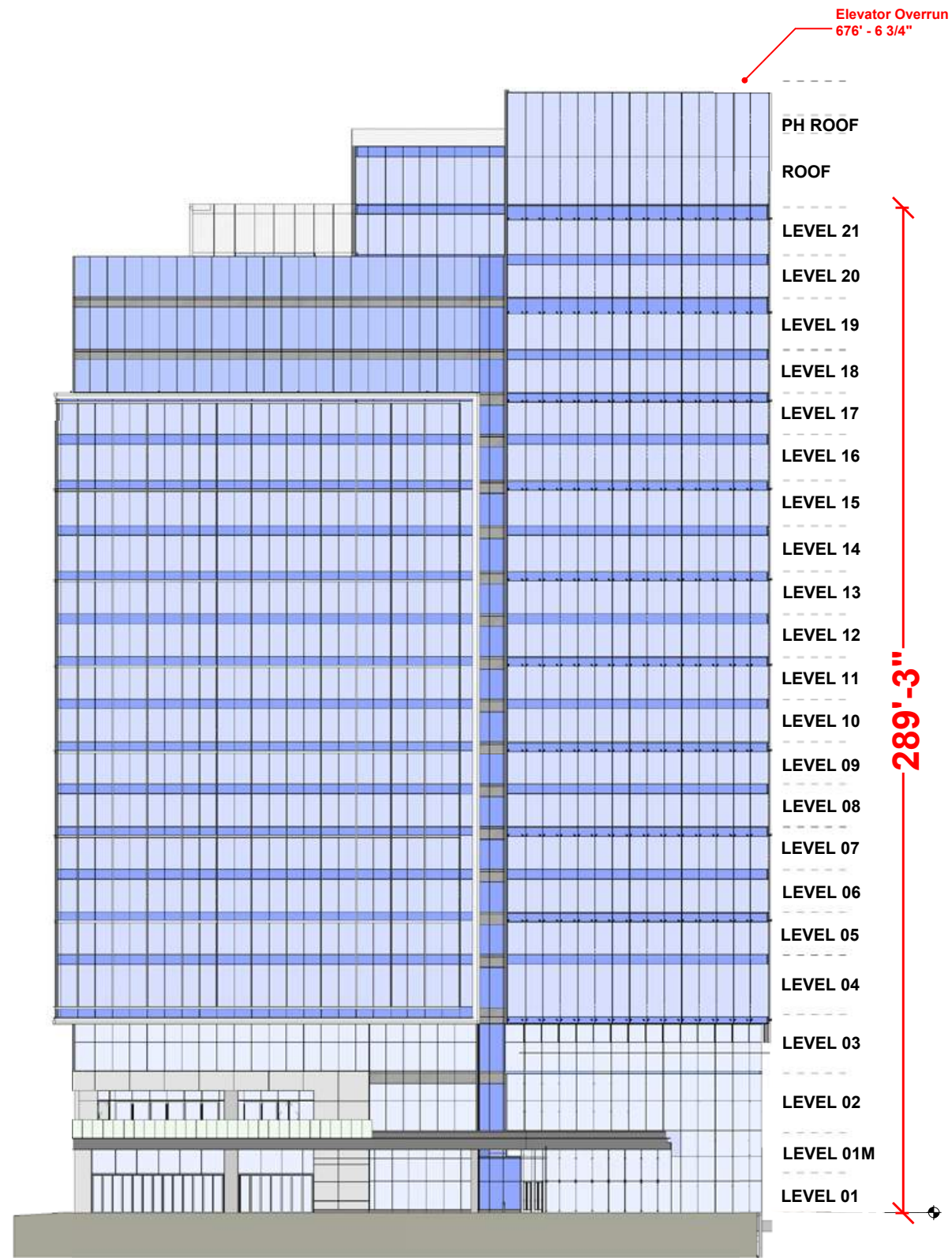
LEVEL 20 (OFFICE ROOF TERRACE) FLOOR PLAN



SECTION N/S



ELEVATIONS - OFFICE



SOUTH

NORTH

