

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	
File Number(s)	
Project Address	

Plan Type

Concept Plan

Sketch Plan

Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact			
Architect			
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data			
Proposed Land Uses			
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>			



Exceptional Design Public Benefit Points Requested and Brief Justification	
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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



8000 Wisconsin Avenue – Exceptional Design Project Narrative

Innovative Solutions in response to the immediate context: The proposed Project site fronts on both Wisconsin and Woodmont Avenues. The Project presents the extraordinary challenge of completing a city block. The two neighboring properties, at either side of the Project, are on their way to being constructed. This challenge has another layer of complexity because those two sites were designed under the previous Master Plan and were designed with a different set of rules and ideals/paradigms. While we embrace the challenge, our endeavors in marrying the thinking behind old and new Master Plans have become the rationale, generating a new distinctive aesthetic while remaining a “good neighbor” to the existing and proposed developments adjoining us. The Project will have two different approaches for each of the frontages and will maintain a coherent and consistent internal design with the use of simple repetitive façade elements and textures while taking advantage of the three-dimensional aspect of the building mass and configuration.

Creating a sense of place and serves a landmark: As mentioned above the building takes two different approaches for each of the frontages. On Wisconsin Avenue, the building serves as an amalgam between old and new zoning by continuing massing and streetscape, connecting and finishing the block seamlessly and enhancing pedestrian experience. On Woodmont Avenue, the Project incorporates design elements included in the Design Guidelines such as: base definition, tower step back, vertical articulations, upper floor step back and articulated top. With these design elements, the building presents itself with greater individuality by standing as if it was a free-standing tower presiding and anchoring the open space that occurs on the neighboring property to the South. By virtue of its massing and placement, the building will act as a “marker” along Woodmont Avenue that will orient pedestrians about the location of the new park and its mid-block connection to Wisconsin Avenue.

Enhancing the Public Realm: The infill nature of this Project has the benefit of being the last piece of the puzzle. The building will not only complete the block’s streetscape but its massing as well. With the use of “projecting boxes” on both frontages the building breaks down the scale to a pedestrian level and, at the same time, will create a haven/respite from the busy and high activity streetscape along Wisconsin Avenue. The vertical slope of the building facades allows pedestrians to interact with the building’s architecture and its public realm with a distinctive and comforting sensory experience.

Materials and forms: As building height increases from the Wisconsin Avenue streetscape, the building bends back vertically by peeling the majority of the façade off its plane while anchoring to our neighboring buildings at each end. A gentle outward slope of the façade and finally an inward bend at top levels creates an intriguing sensory effect that engages architecture and humans at a unique perspective. This innovative street section along Wisconsin Avenue defies human perception and creates an artistic expression from the building façade.

Designing Compact: The Project completes a city block, as infill, satisfying the very definition of this criteria. The design of the massing is articulated in a way that enhances our neighboring properties by creating more air, light and separation between the buildings while preserving vistas and privacy. In addition to the Project’s mix of uses, that will generate employment,

residential living and shopping, the provision of 25% of the residential component as Moderately Priced Dwelling Units (MPDUs) will extend the benefits of urban living to a broader spectrum of income levels. As a result, Downtown Bethesda will become more inclusive, diverse and compact by locating affordable housing in a transit-oriented location.

Low impact development: The building is designed to take maximize advantage of its solar exposure and natural light. The south and east facing facade treatments have a higher percentage of glass than the north and west facing ones. The ratio of glass to solid wall on each façade is adjusted according to its exposure. Also, the use of projecting balconies and frames will work as shading devices on the glass surfaces during peak solar exposure times, reducing heat gain in the interior while maximizing the natural light during the summer. The opposite occurs on the north and west elevations where the proposed windows and other openings are much smaller, retaining heat inside in winter time. As the sun path during winter is more horizontal those “shading devices” will cast lesser shadows allowing more heat gain in the colder months. The Project will feature a cool roof with a combination of vegetated and green roof elements (including high albedo materials and furniture) to reduce heat gain from the roof down into the building. All these architectural features will provide interior comfort while reducing energy consumption and reducing the carbon footprint of the building. Finally, the building’s proximity to major transit stations (Metro Red Line and Purple Line) and the future BRT along Wisconsin Avenue will result in a high level of public transportation use, reducing single occupancy vehicle travel and carbon emissions.

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Google earth

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SKETCH PLAN PLAN NO. 320180120



8000 Wisconsin Ave.

Bethesda, MD

February 14, 2018

1.02



SITE PROXIMITY CONTEXT

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Bethesda, MD

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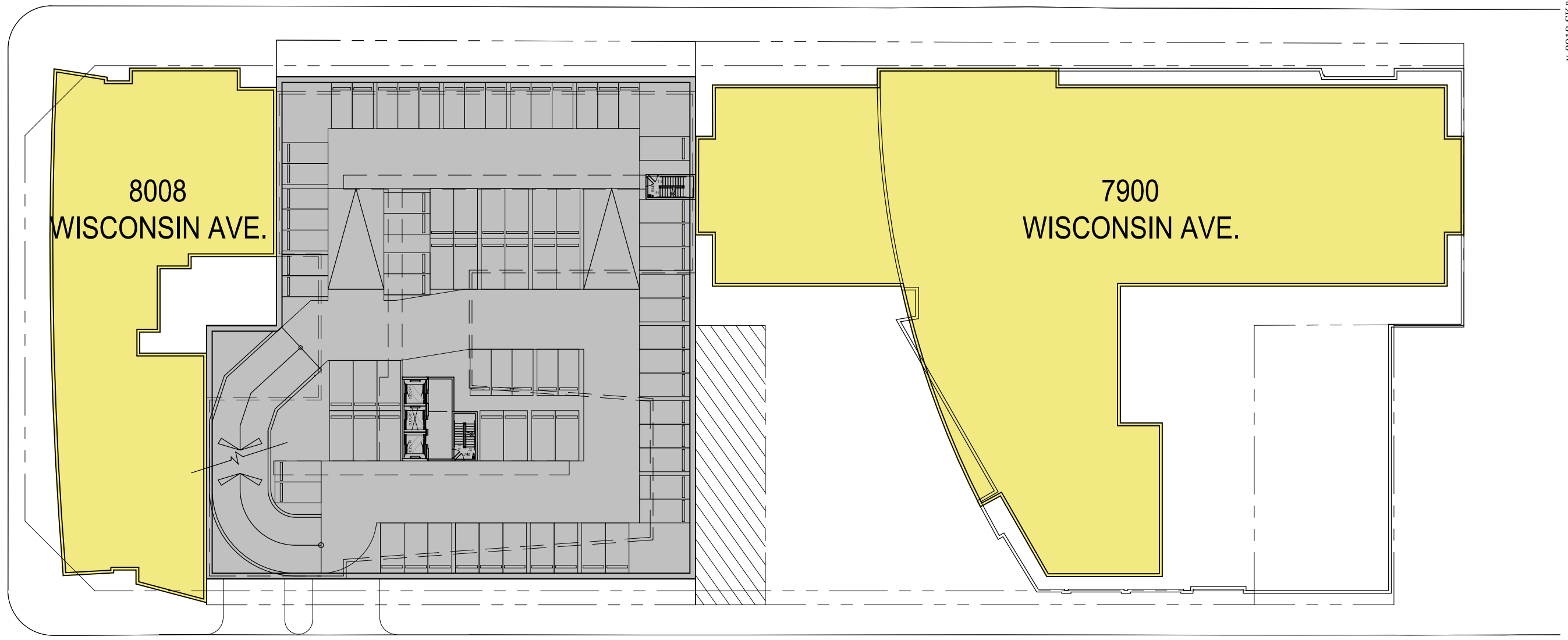
SITE LOCATION

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WISCONSIN AVE.

CORDELL AVE.



WOODMONT AVE.

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8000 Wisconsin Ave.

Bethesda, MD

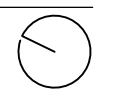
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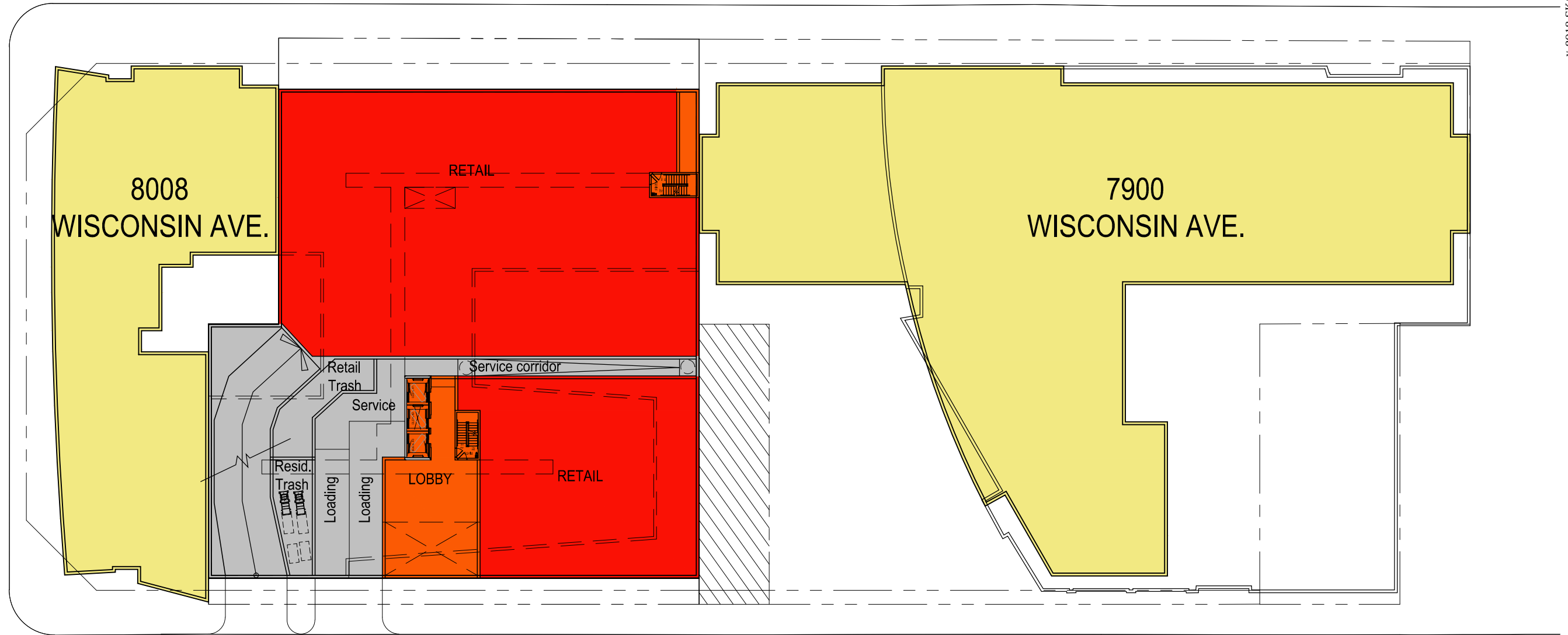
TYPICAL GARAGE PLAN

1"=40'



WISCONSIN AVE.

CORDELL AVE.



WOODMONT AVE.

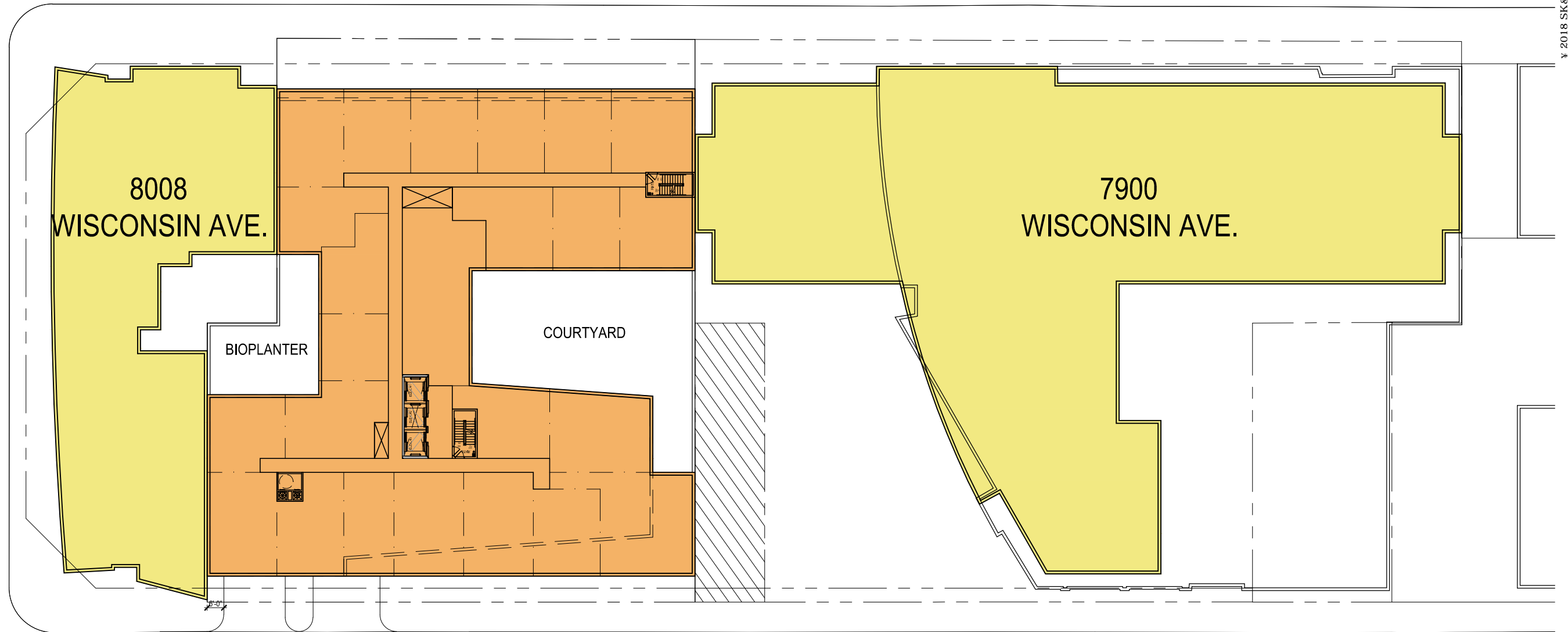
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WISCONSIN AVE.

CORDELL AVE.



WOODMONT AVE.

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AKSOYLU

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ARCHITECTURE

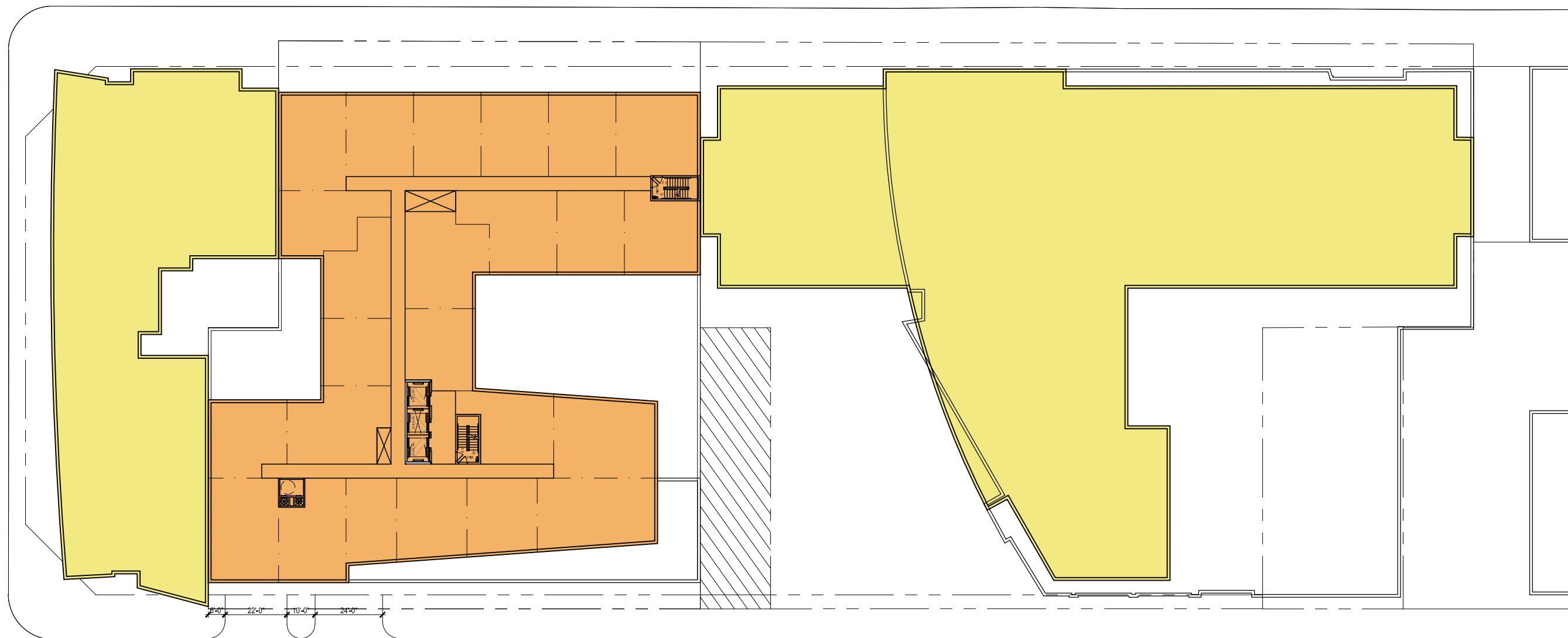
2ND - 3RD LEVEL FLOOR PLAN

1"=40'



WISCONSIN AVE.

CORDELL AVE.



WOODMONT AVE.

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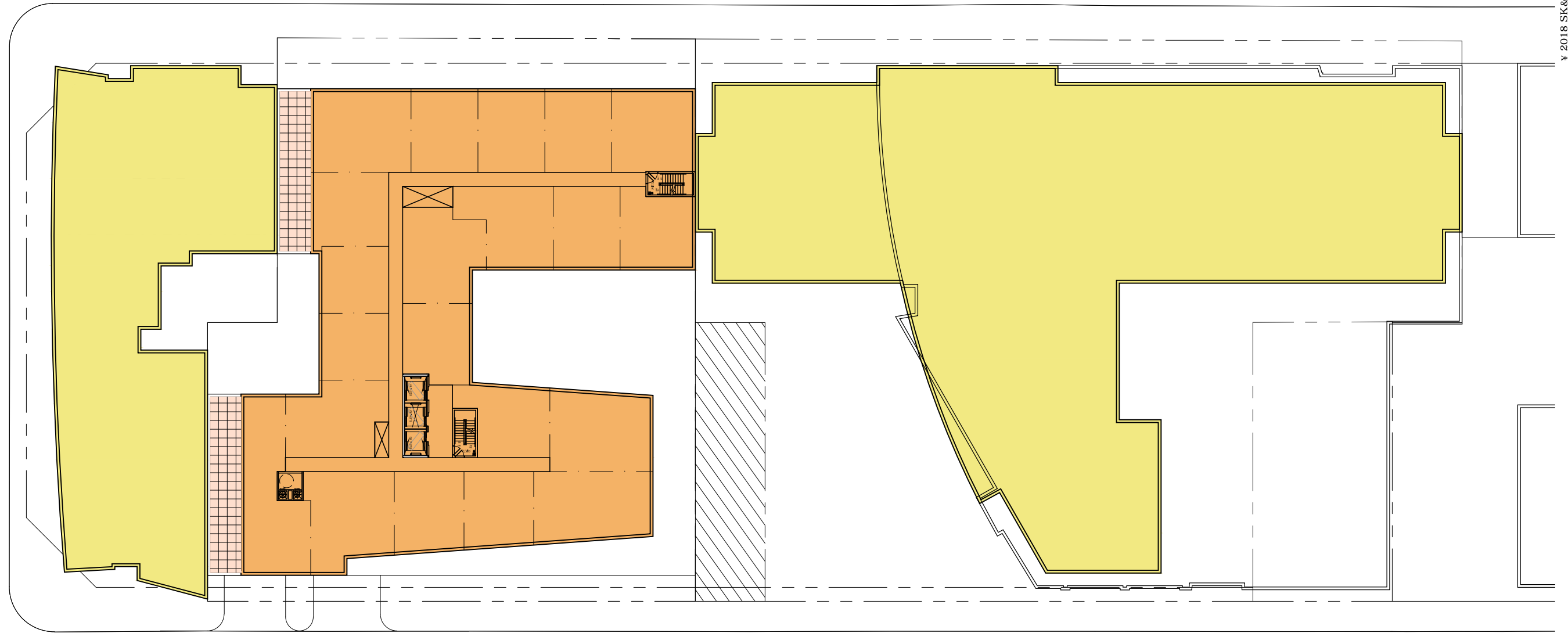
TYPICAL LEVEL FLOOR PLAN

1"=40'



WISCONSIN AVE.

CORDELL AVE.



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WOODMONT AVE.

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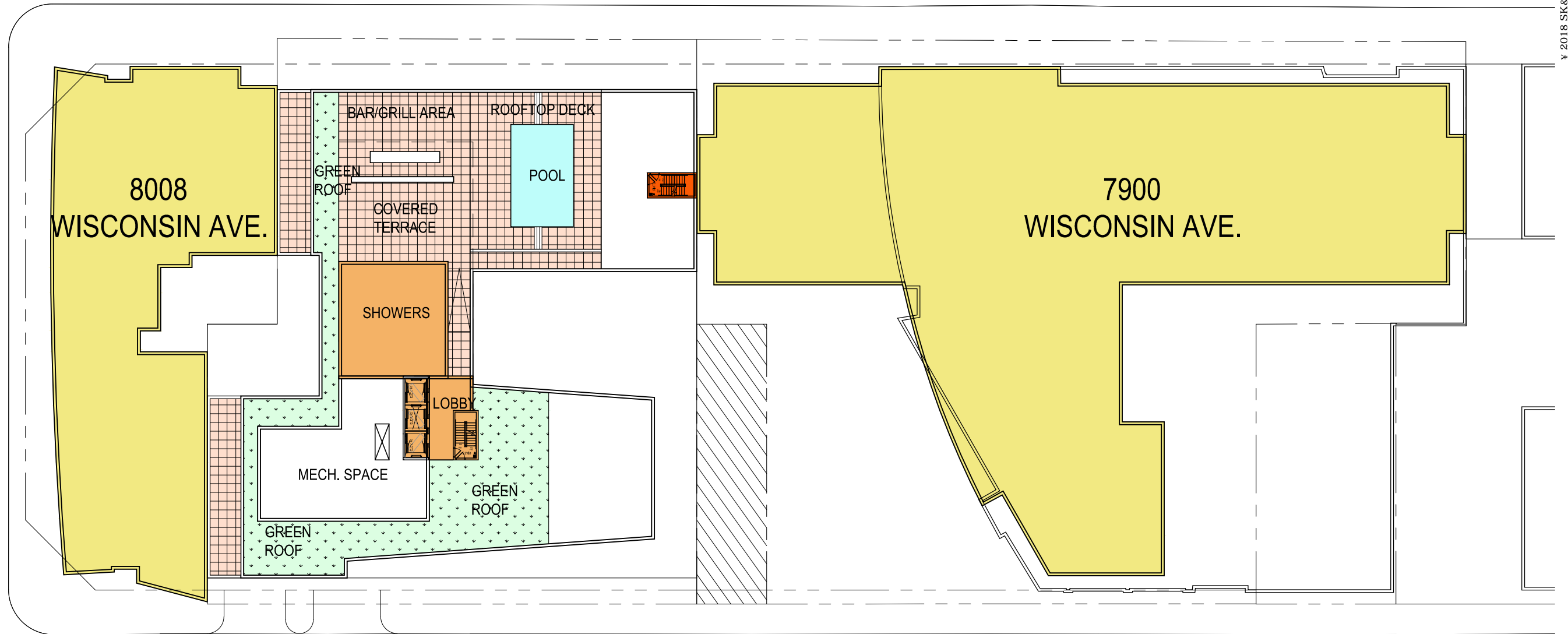
TYPICAL TOP LEVEL FLOOR PLAN

1"=40'



WISCONSIN AVE.

CORDELL AVE.



WOODMONT AVE.

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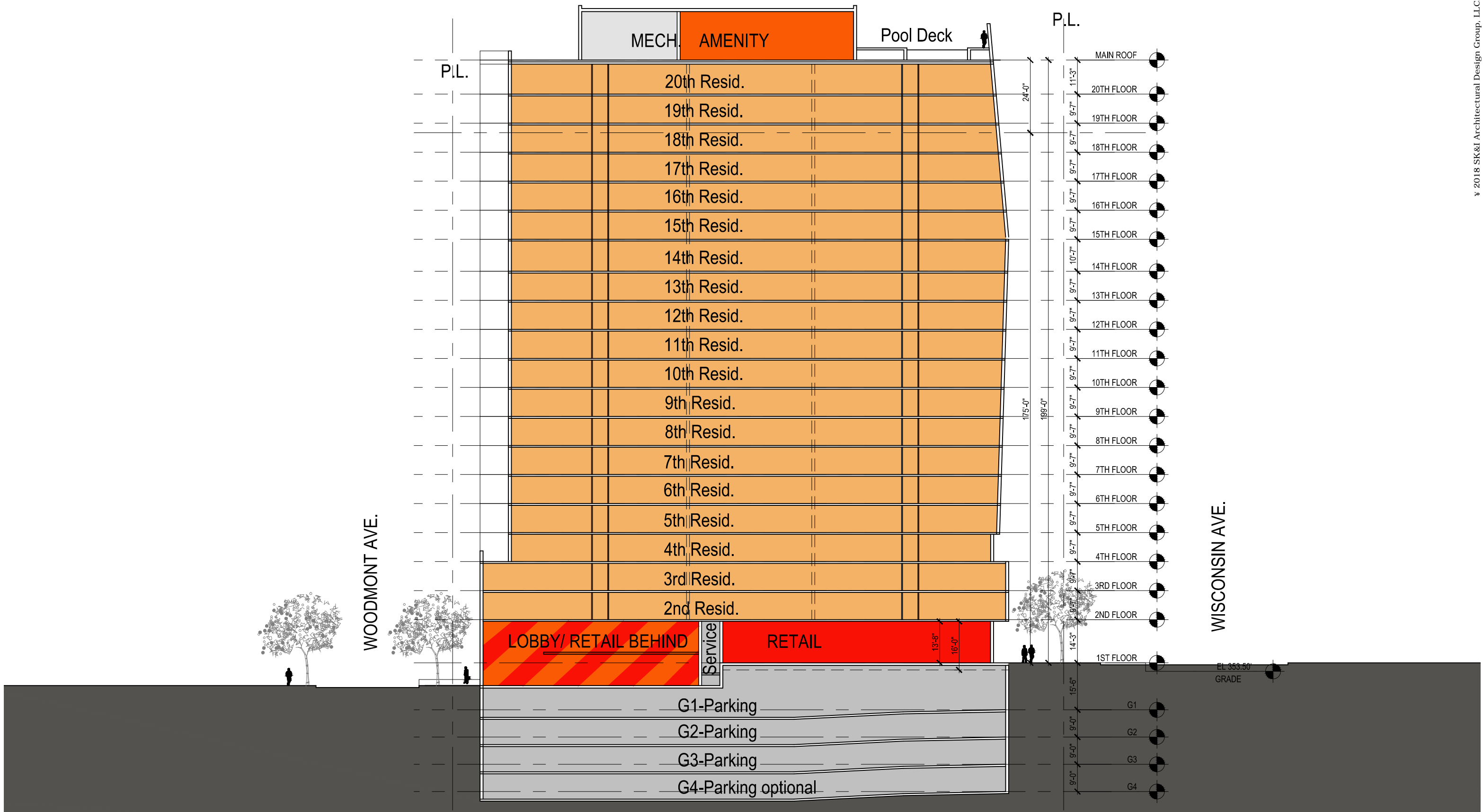
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TYPICAL TOP LEVEL FLOOR PLAN

1"=40'





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SECTION

1"=30'





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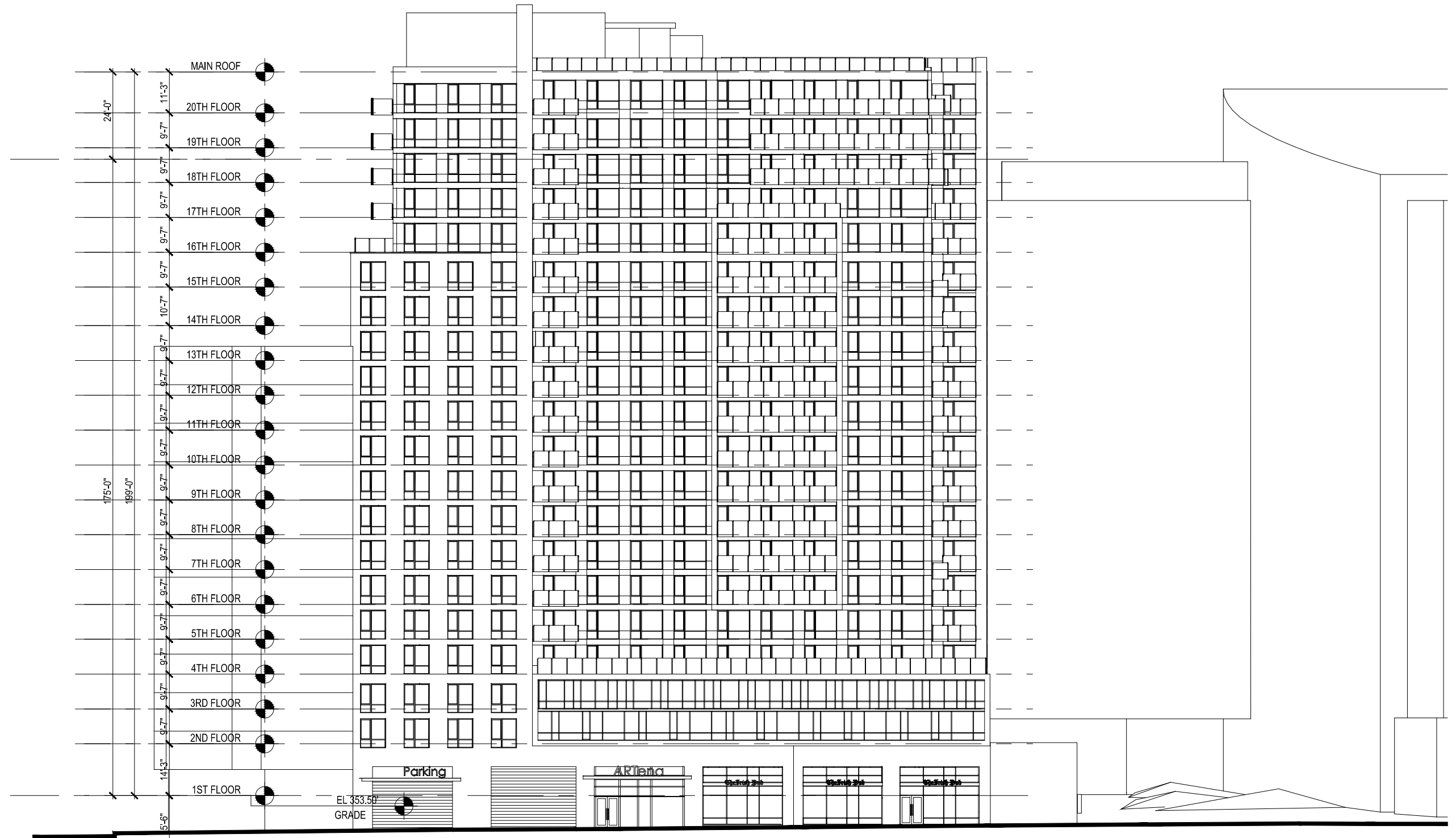
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WISCONSIN AVE. ELEVATION

1"=30'





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1.11



WOODMONT AVE. ELEVATION

1"=30'





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WOODMONT AVE LOOKING SOUTH PERSPECTIVE

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WOODMONT AVE LOOKING NORTH PERSPECTIVE

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WISCONSIN AVE PEDESTRIAN PERSPECTIVE

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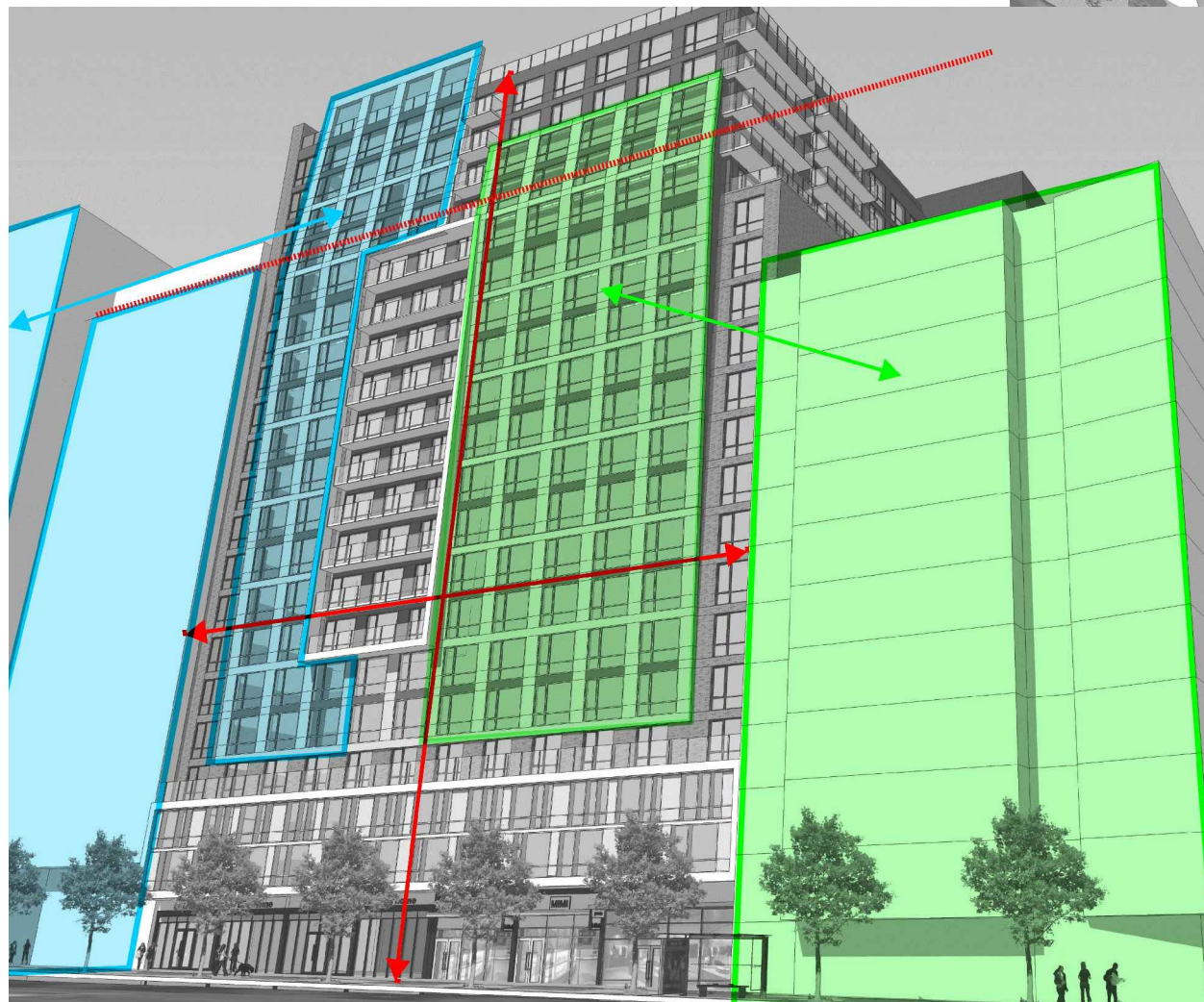
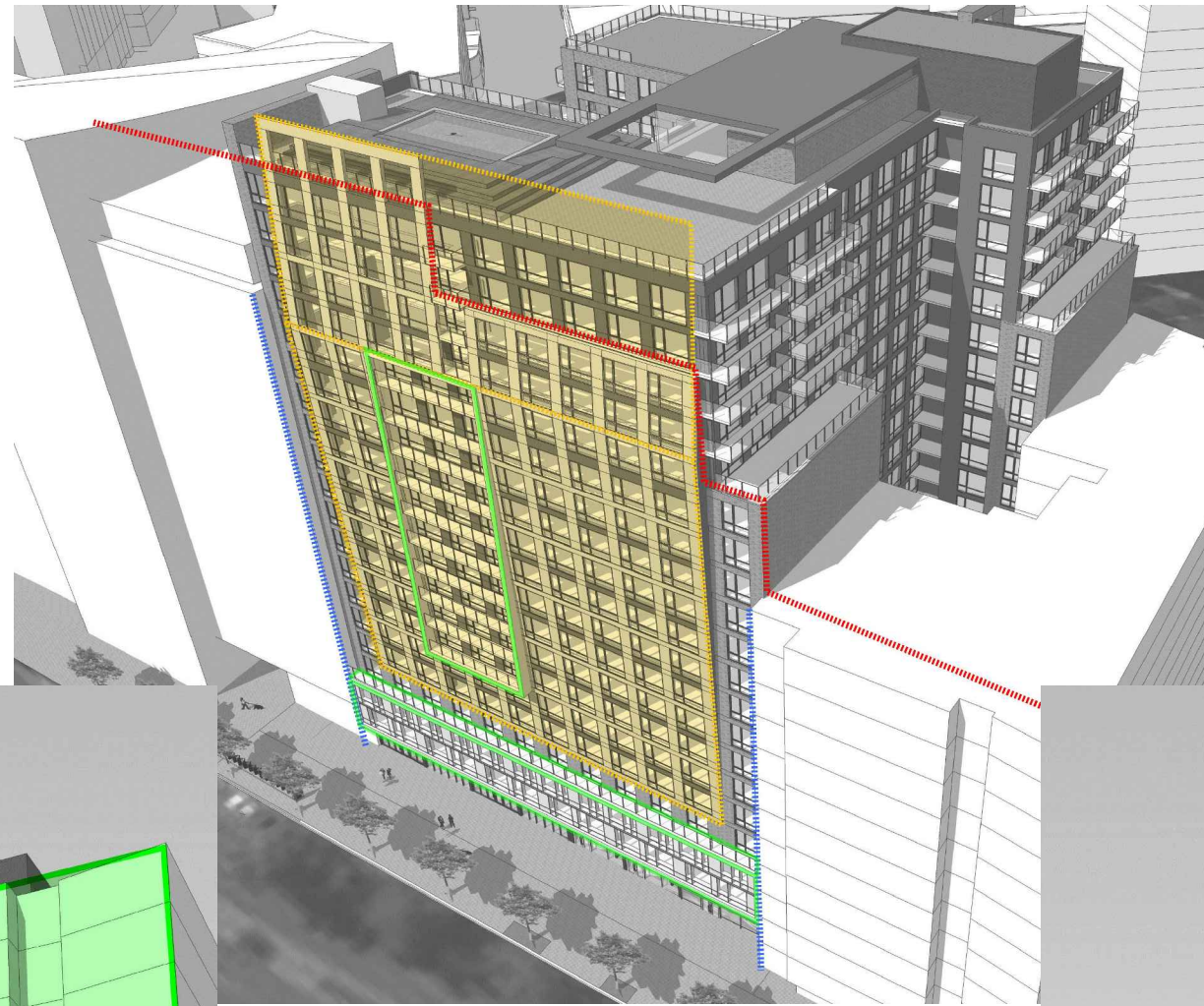
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WISCONSIN AVE AERIAL PERSPECTIVE

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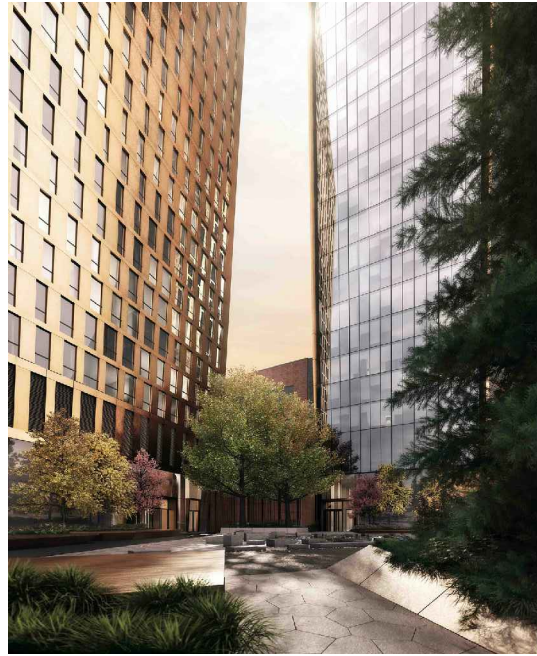




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ARCHITECTURAL PRECEDENTS

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