

# Bethesda Downtown Design Advisory Panel

## Submission Form

### PROJECT INFORMATION

Project Name	7607 Old Georgetown Road
File Number(s)	TBD
Project Address	7607 Old Georgetown Road, Bethesda

Plan Type      Concept Plan       Sketch Plan       Site Plan

### APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Janel Kausner / Washington Property Company	240-482-8116	jkausner@washproperty.com
Architect	Robert Sponseller / Shalom Baranes Associates		
Landscape Architect	Joseph Plumpe / Studio 39		

### PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR-5.0, C-5.0, R-4.75, H-225	225 Feet	Up to 200 dwelling units and 2,600 sq. ft. of retail
Proposed Land Uses	Up to 200 multi-family residential units (including a minimum of 15% MPDUs) and up to 2,600 square feet of retail 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>	<p>Washington Property Company (the "Applicant") is the contract purchaser and developer of the property located at 7607 Old Georgetown Road (the "Property"), located at the northeast corner of the intersection of Old Georgetown Road and Commerce Lane. The Property is located in the Metro Core of the Wisconsin Avenue Corridor district, with immediate proximity to the Bethesda Metro Station and close proximity to the Purple Line Station under construction and the Woodmont Triangle District. The Property is currently improved with a La Madeleine restaurant comprising approximately 7,500 square feet of gross floor area and an ancillary surface parking lot with 12 parking spaces. Vehicular access to the Property is currently provided through an ingress point on Old Georgetown Road and an egress point on Commerce Lane.</p> <p>The Property is located to the north of a 143-foot tall apartment building, known as Element 28 (100 Commerce Lane), which includes approximately 120 multi-family dwellings and 5,000 square feet of retail uses. Immediately to the east of the Property is the Bethesda Place II building (7600 Wisconsin Avenue), which is approximately 150 feet tall. Two additional mixed-use buildings that are part of the Bethesda Place development are located to the north and northwest of the Property, which are approximately 144 feet and 115 feet tall respectively. Across Old Georgetown Road to the west is the Metropolitan apartment building, which is approximately 157 feet tall.</p> <p>The Applicant is proposing to redevelop the Property with a mixed-use development that includes up to 200 multi-family dwelling units (including a minimum of 15% MPDUs) and up to 2,600 square feet of ground-floor street activating retail uses (the "Project"). The ground-floor retail is proposed to wrap the prominent corner of Old Georgetown Road and Commerce Lane, which is designated as a retail frontage in the Bethesda Downtown Plan Design Guidelines. The Project is designed to include six (6) levels of structured parking; four (4) levels below grade and two (2) levels above the retail level. The parking ratio is anticipated to be 0.70 spaces per dwelling unit. Vehicular access to the parking garage is proposed along Commerce Lane through a consolidated curb-cut for loading and servicing as well as through relocation of the existing curb-cut on Old Georgetown Road. The proposed access plan allows for loading and servicing operations to be internalized in the Project and eliminates the potential for back-in loading of service trucks on Commerce Lane. The access and loading design also allows for placement of two street trees on both Commerce Lane and Old Georgetown Road that will help to enhance the pedestrian experience at this transit-oriented location.</p>		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>Please see the attached Exceptional Design narrative in support of the 30 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](mailto: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

### ***Design Description***

The design of 7607 Old Georgetown Road provides a unique response for its site while encompassing the planning goals outlined in the Bethesda Downtown Sector Plan and Design Guidelines. The project will enhance the Wisconsin Avenue core neighborhood in Bethesda with a sustainable design including much needed residential density in close proximity to metro transit in the heart of Bethesda. The Design Guidelines generally recommend flexibility for sites with limited property size such as this small corner site. While strict adherence to the Design Guidelines would preclude development on this prominent but dimensionally constrained site, the design employs alternative formal strategies that will provide a unique composition that embodies the goals set forth in the design guidelines. The relatively small site (typical floors are approximately 10,000 sf) at the allowable zoning height of 225 feet will yield a boutique building that will be a slender yet striking feature in the evolving neighborhood skyline. The building will enhance the public realm through the placement of well-designed and flexible retail uses and residential building entries while providing trees and landscaping as appropriate. In addition to the distinct frontages of Old Georgetown Road and Commerce Lane, the site also faces onto Bethesda Place- a unique neighborhood amenity that provides outdoor public space. As a building located along one of the primary arteries in Bethesda, the design proposes a three volume composition to include a street scale base with two volume towers of varying heights resulting in a distinct profile in the Bethesda cityscape.

### ***Providing innovative solutions in response to the immediate context***

#### *Street, sky, and public realm context*

The design of 7607 old Georgetown road is responsive to its site on two different scales: the scale of the street, and the larger scale of the Bethesda skyline. In both cases, the design responds to its unique neighboring context of streets and public spaces and its specific location in the Wisconsin corridor neighborhood in close proximity to metro center. Given its corner location along the primary rights of way of Old Georgetown Road and Commerce Lane, the building will be visible from a distance in addition to its street experience. The design embraces this duality with a unique composition of a street and sky approach by breaking down the massing. First, an approximately 5-story street scaled volume that contains retail, loft residences and two parking levels defines the street and scales the building to the pedestrian. Second, a two-tower composition articulates the building and provides a compelling sky profile. Together, the design accomplishes a welcome scale and profile for the neighborhood.

The project is designed to include six levels of structured parking at a ratio of 0.70 spaces per dwelling unit to meet market demands. As a result of the existing adjacent below-grade garages, it is structurally complex and economically infeasible to provide greater than four levels of below-grade structured parking. Thus, two levels of above-grade structured parking are necessary. Due to site constraints, parking and loading is proposed along Commerce Lane through a combined driveway that internalizes loading and truck movements, and a second access point for residents is proposed along Old Georgetown Road. This scheme is in conformance with Chapter 2.3.3 of the Bethesda Downtown Plan

Design Guidelines, which recommends internalizing loading and servicing operations. Additionally, the Design Guidelines also provide that “[w]here possible, combine loading dock and garage access.” (Design Guidelines, p. 64). SHA has reviewed the proposed vehicular access point on Old Georgetown Road and provided preliminary approval.

### ***Creating a sense of place and landmark***

#### *Geometric inspiration, prominent location, terrace view*

The proposed design is located on a corner site along Old Georgetown road, one of the primary arteries in the center of Bethesda. The site shape is distinctively trapezoidal and provides geometric inspiration for the buildings form. This geometric inspiration is realized on the unique inflections that the two tower elements employ in their compositions as they address issues of neighboring agencies, corner articulation, and the splay of Commerce lane. At the street scale the 5 story volume that comprises the building’s base is ‘splayed’ along commerce lane to follow its arc toward Wisconsin Avenue. Two tower forms, scaled to the residential units they comprise, are stepped back from the base as they embrace the skyline. These volumes are independently oriented with chamfers at their ends and along their flanks to address view corridors, provide outdoor spaces, and appropriately address the sites urban location. At the main roof plane, the two volumes are stepped to create terraces and animate the skyline with a slender profile of overlapping vertical volumes.

### ***Enhancing the public realm in a distinct and original manner***

#### *Site DNA, ‘operable facades’, secret service*

The building sits along three distinct and interesting public streets and spaces. In each case the design seeks to support the inherent character of that frontage. The primary frontage on Old Georgetown Road is a busy commercial street with numerous retail venues. The design proposes active, contiguous corner retail frontage along old Georgetown road without interruption. Engagement of the public realm with ‘operable facades’ and storefront seating will create a memorable and unique experience for pedestrians. The retail plates will be tall, flexible infrastructure that will be desirable quality space. Service for the building has been located on the secondary street and combined with parking access to consolidate these services for an improved public realm. Loading vehicles will not need to back in from, or onto, Commerce Lane. Vehicles will enter and leave the site safely and frontally.

The main residential entry and lobby will be located on Commerce Lane, which is noted as a ‘tree canopy’ corridor in the guidelines. A notably quieter, more intimate and distinct character occurs on Commerce Lane and is appropriate as the main residential entry street. As many trees as possible will be placed on our limited frontage along Commerce. With only one driveway instead of two on Commerce Lane, there can be significantly more street frontage available for trees or other streetscape.



***Introducing unique forms and materials***

*Sustainable forms, unique envelope, rooms with views*

The design for 7607 Old Georgetown Road envisions materials that will complement its form, uses, and neighborhood. As required in high-rise construction the materials will be robust and durable and of the highest quality. Sustainable practices for buildings of this height include rain screen technologies for glass and skin, with architectural concrete as an additional option. Materials being considered at the sketch plan stage of design include large format metal or ceramic panels, and masonry or concrete panels rendered in a unique, simple pattern that compliments the overall building form. Beyond the three-volume composition that is finished with stepped articulation of the roof planes, outdoor space will form a secondary level of articulation for the building's architecture. In addition to the outdoor connections envisioned at the street level for retail activation, outdoor 'rooms' will be provided for residents- carefully integrated into the buildings forms.

***Designing the development so living working shopping environments are more pleasurable and desirable on a small site***

*Live-Work -Shop-neighborhood*

By providing a quality urban living alternative in the vibrant heart of this Bethesda neighborhood the uses will help to support the emerging improvement of the public realm in Bethesda. As a complement to the primarily commercial neighborhood, residents on this site will provide the critical support that successful retail street environments need to thrive. By providing a building of quality that reinforces the adjacent sidewalks and public realm with flexible retail and residential living the building will provide and anchor in the existing street corridors in which it is located. The design proposes interesting and unique retail frontage, quality residential living and architecture, and a building that is scaled to the street life in which it is located. Street architecture will embrace the materials envisioned in the design guidelines with a focus on the pedestrian experience with minimal interruptions and trees and landscape design that complete the street experience.

***Integrating low-impact development methods into the overall design of the site and building beyond green building or site requirements***

*Resource management, holistic design, biophilic considerations*

The site's stormwater management system embraces the concept of on site hydrology management for minimal impact on the public resources and systems. The design will manage storm water through a combination of filtering, storage, evaporation, and minimization of runoff on the site holistically. These strategies will consist of a combination of green roof filtering and storage, bio retention areas integrated into the buildings architecture, and carefully selected planting species that are native and drought

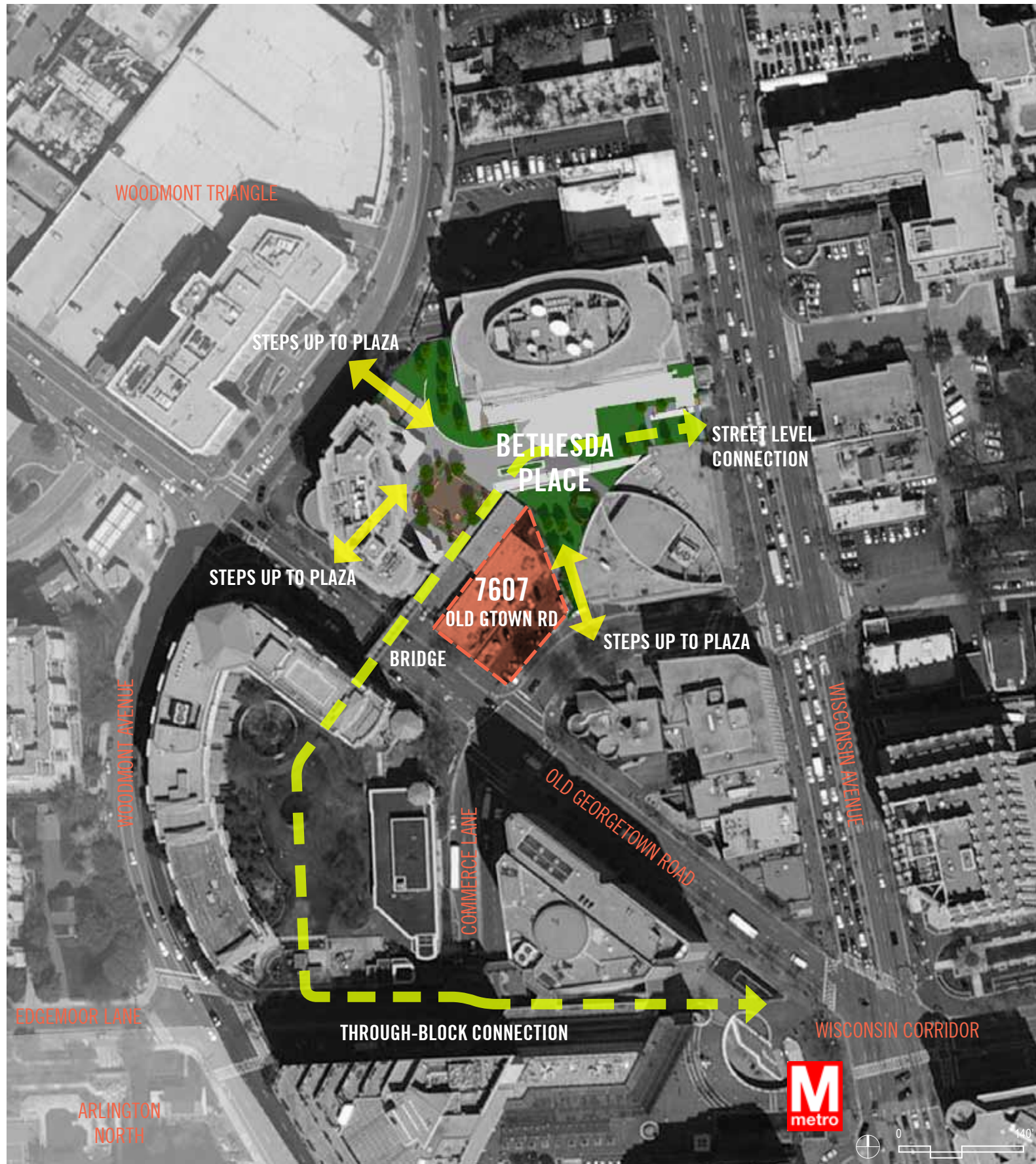
tolerant. Other sustainable design elements to be incorporated into the building include: exceeding energy-efficiency standards by at least 17.5%; and providing on-site energy co-generation.

| 7607 OLD GTOWN RD | WASHINGTON PROPERTY COMPANY  
DAP SUBMISSION

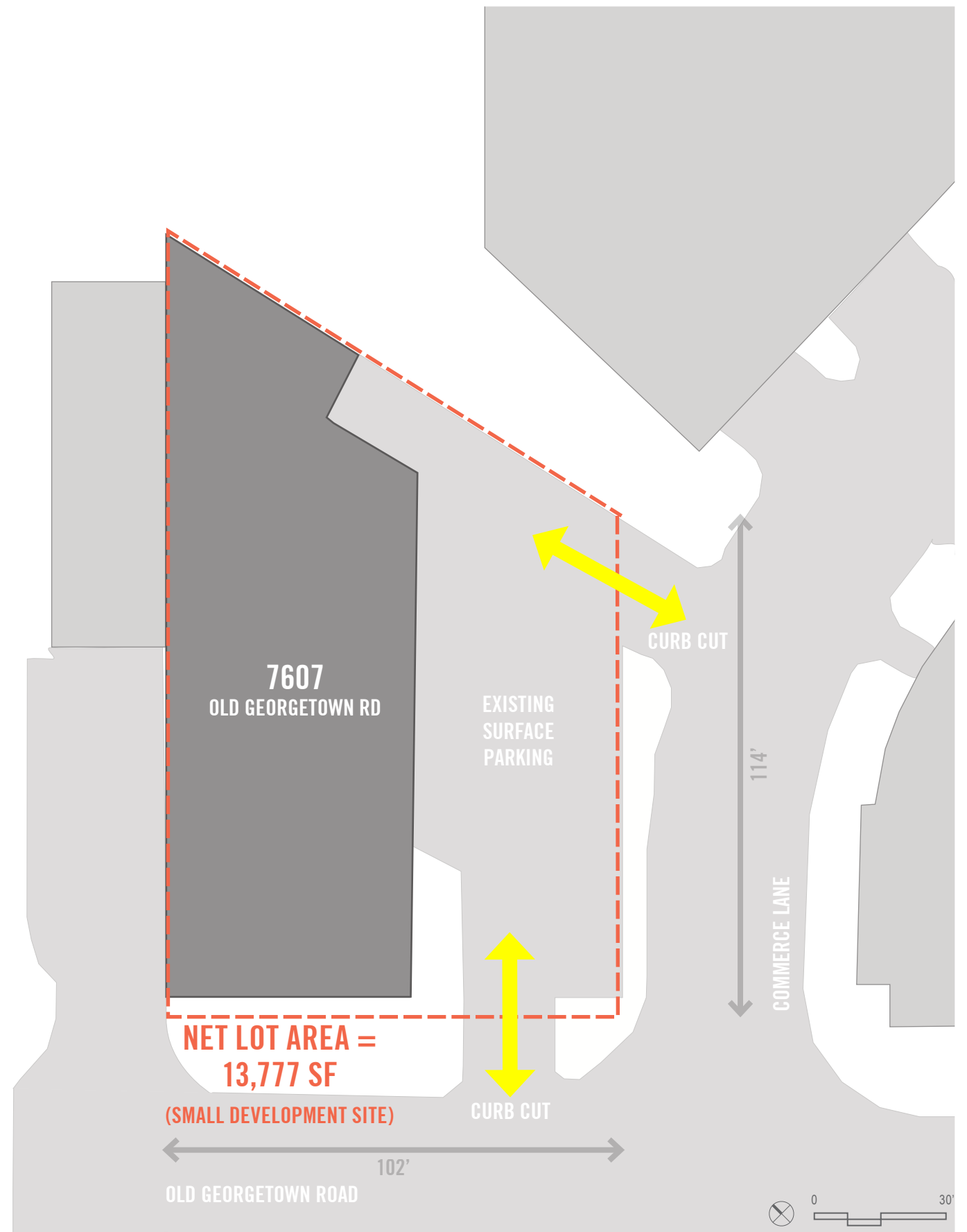
MARCH 07, 2018







AERIAL PHOTOGRAPH W/ DRAFT OF PROPOSED BETHESDA PLACE DESIGN



EXISTING SITE PLAN





OLD GEORGETOWN ROAD LOOKING WEST



COMMERCE LANE LOOKING SOUTH

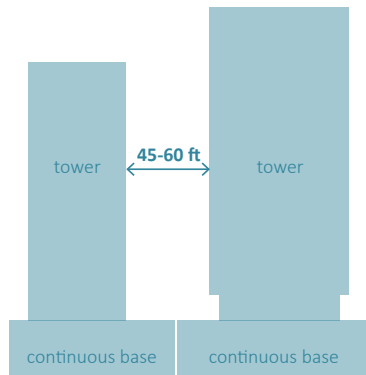


COMMERCE LANE LOOKING NORTH

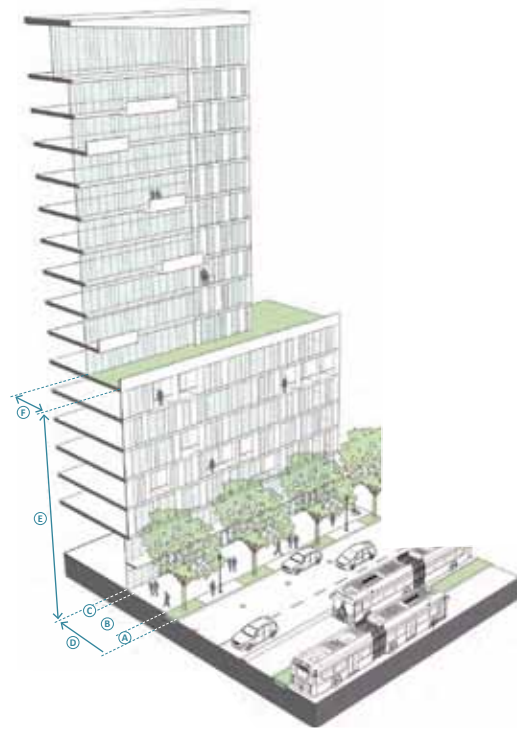


OLD GEORGETOWN ROAD LOOKING EAST





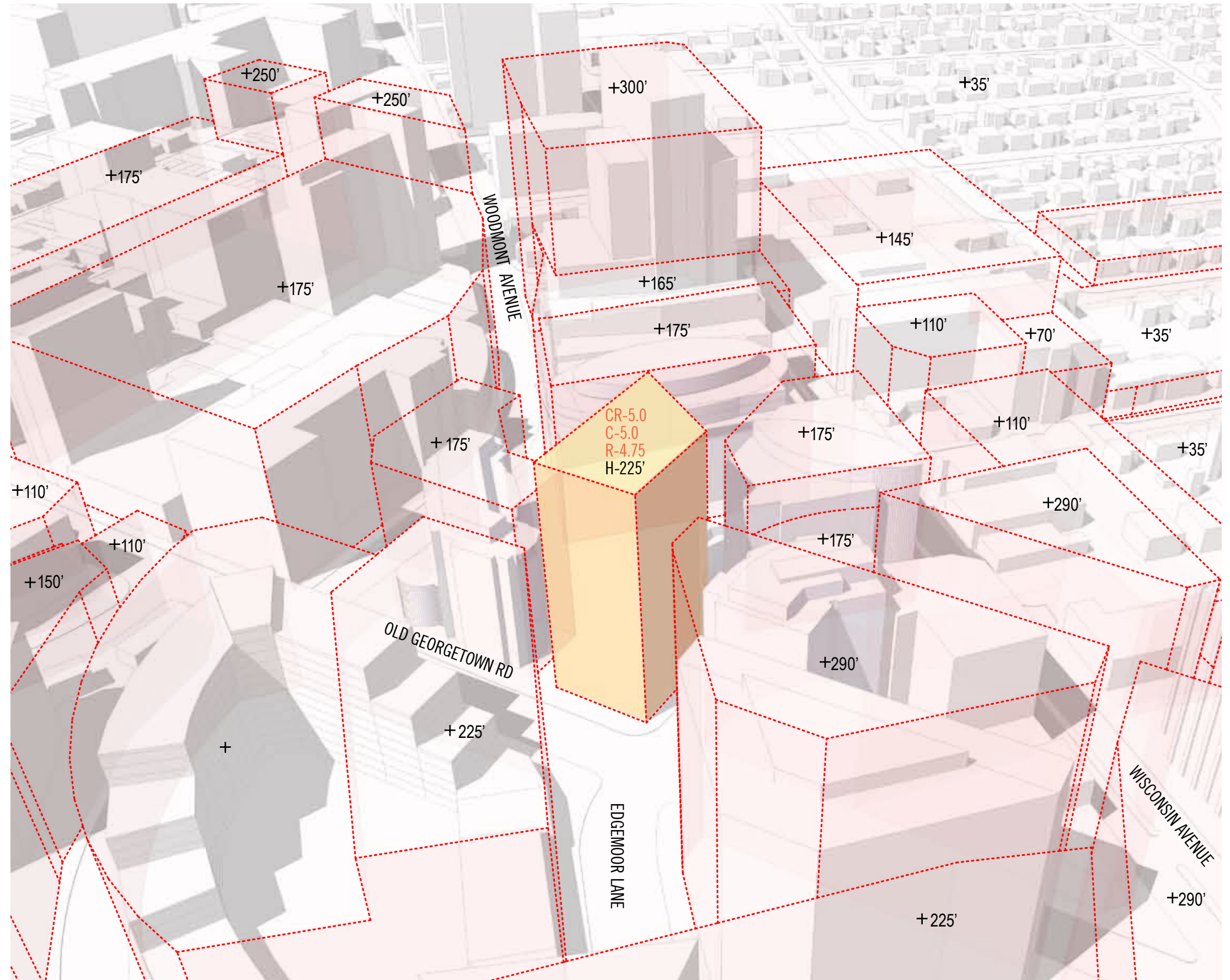
TOWER SEPARATION DISTANCE



STREET SECTION AND SETBACKS

Though step-backs are one of the preferred methods to reduce tower bulk, especially on small neighborhood street types, alternative methods are outlined in *Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk*. These alternative methods particularly apply to buildings lower than 90-120 feet as noted in *Section 2.1 Street Types*, or to sites with limited size or property depth from the street.

BETHESDA DOWNTOWN PLAN DESIGN GUIDELINES | JULY 2017  
PG 81



ALLOWABLE BUILDING HEIGHTS



**Intent:** Downtown Bethesda is an important location in Montgomery County for increased building heights to accommodate future growth. However, collectively, buildings at taller heights can be an imposing presence on the public realm by casting large shadows, limiting sky views and creating an uncomfortable scale for pedestrians.

**A. Limit Tower Floor Plate**

Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building's indoor environment.



**B. Use Unique Geometry**

Varied geometry adds visual interest and helps to reduce the perceived bulk of a building's upper floors. Angled and curved facades allow a building to be viewed dynamically from different vantage points. They can enhance privacy between towers in close proximity by directing views away from nearby windows.



**C. Vary Tower Heights**

Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.



There are several ways to reduce the actual bulk of a building's upper floors or to creatively reduce the perceived bulk of the building. Below is a menu of design techniques that can be used to sculpt building towers and achieve a varied skyline responsive to human scale. Every project is not required to apply every method; however, several should be used in combination to best meet the guideline intent.

**D. Modulate and Articulate Facades**

Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.



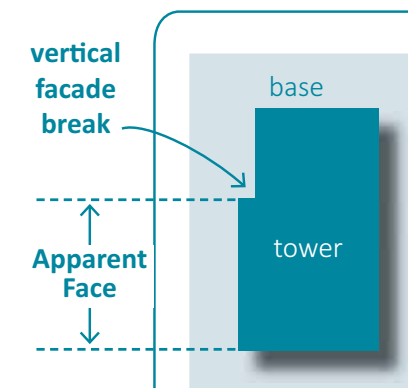
**E. Vary Tower Placement and Orientation**

Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.

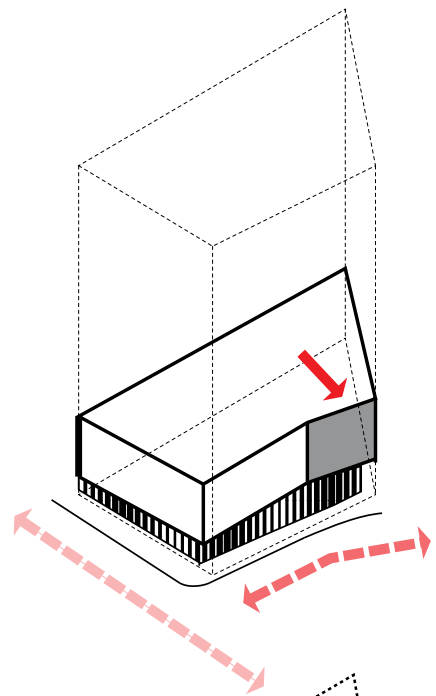


**F. Limit Apparent Face**

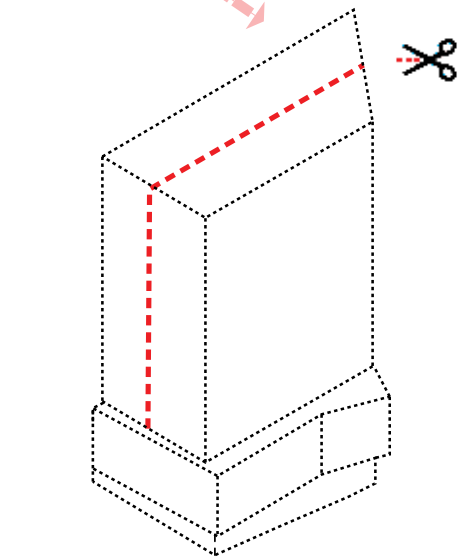
The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.



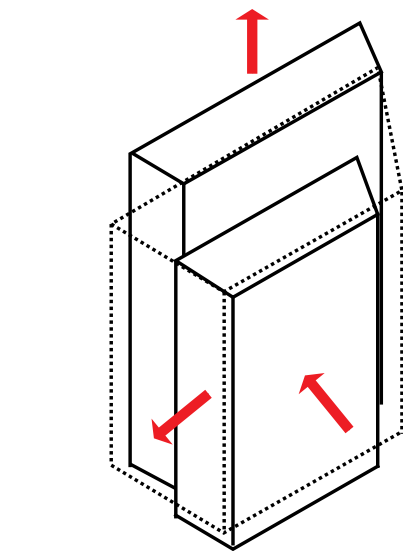




1 ESTABLISH THE STREET



2 BREAK DOWN THE MASS

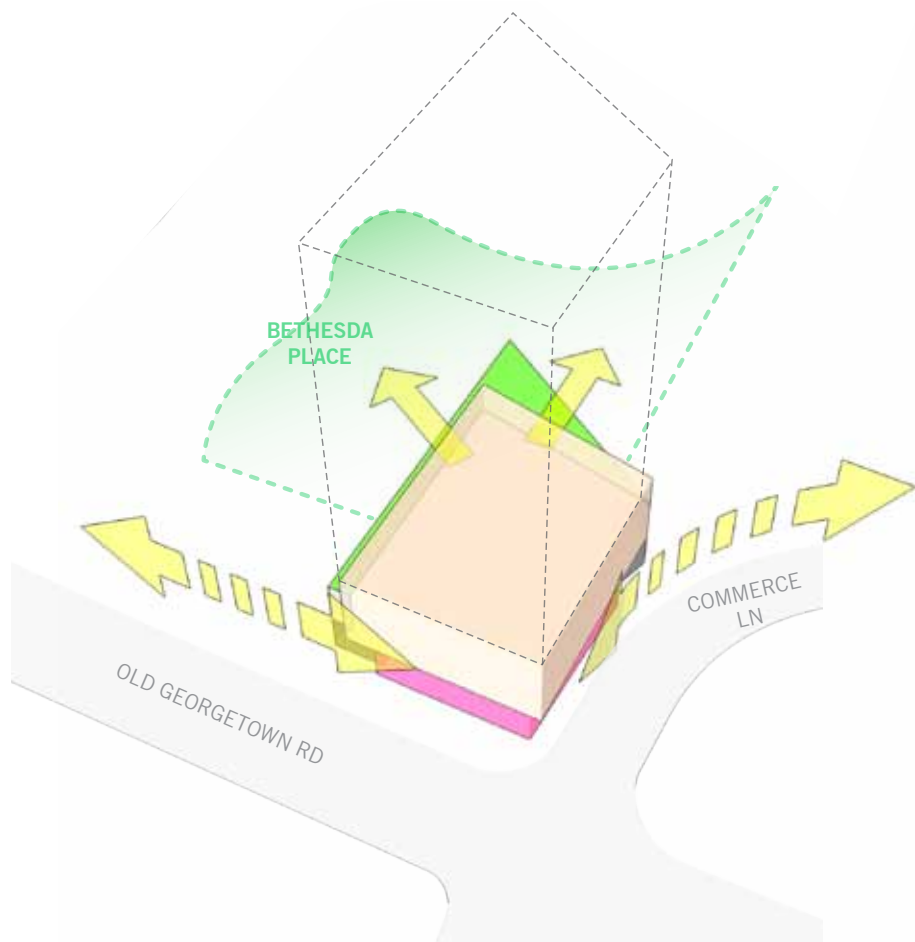


3 SHAPE THE TOWER

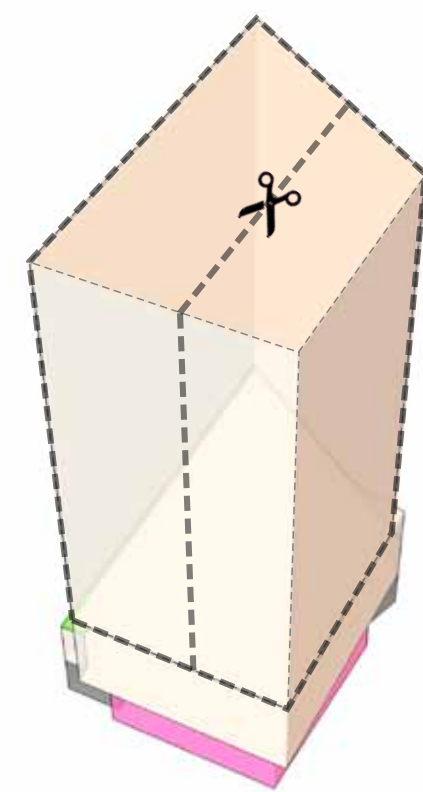


- Provide critical residential and retail use to neighborhood commercial corridor on sustainable metro site
- Reinforce street scale and presence along Old Georgetown Rd and Commerce Ln with active uses and building scale
- Reinforce plan guidelines for mid-block connection from Wisconsin Ave and canopy corridor on Commerce Ln
- Provide outdoor street activation along primary corridor
- Combine loading and parking entry on Commerce Ln to minimize service movements
- Reinforce Wisconsin core district with quality architecture along primary vista corridor in neighborhood and discovery trail

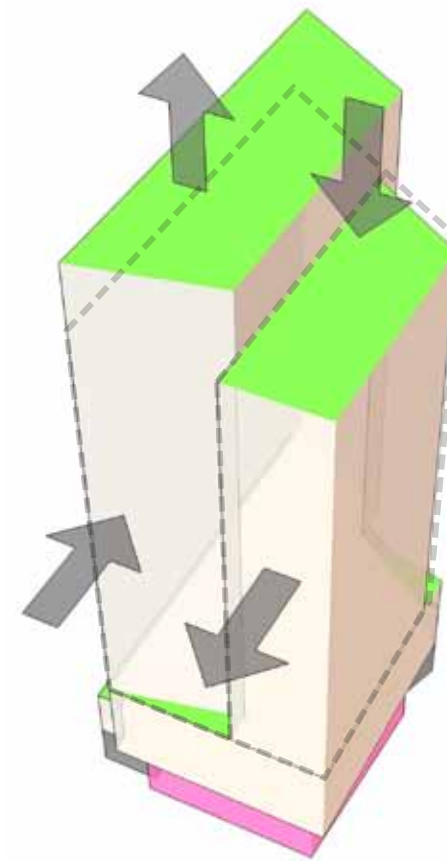




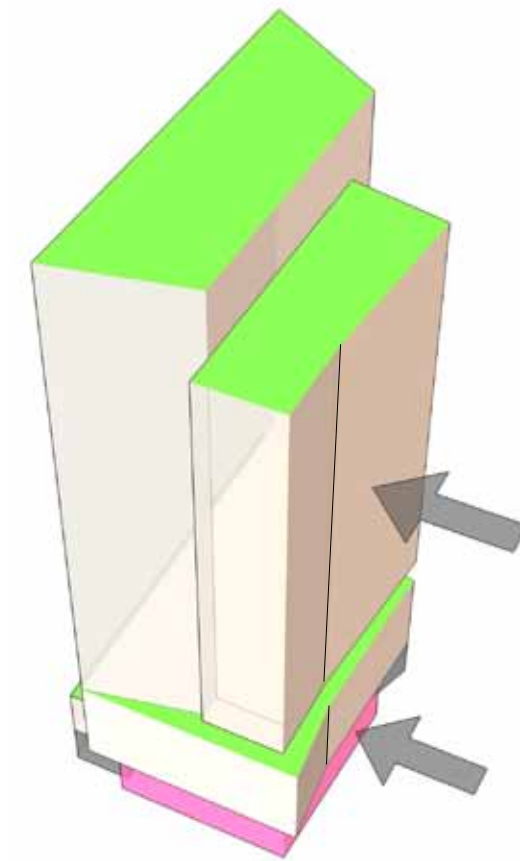
**1 BASE: ESTABLISH THE STREET**  
 BUILDING BASE DEFINES STREET SCALE  
 ESTABLISH RETAIL & RESIDENTIAL FRONTAGE  
 ENGAGE INTERIOR COURT (BETHESDA PLACE)



**2 TOWER: BREAK DOWN THE MASS**  
 DEFINE TOWER MASS & SPLIT IT TO MINIMIZE BULK



**3 SHAPE THE TOWER**  
 ARTICULATE TOWER MASS TO CREATE SETBACKS



**4 INFLECT THE TOWER**  
 PUSH/PULL EDGES TO SCULPT THE VOLUME

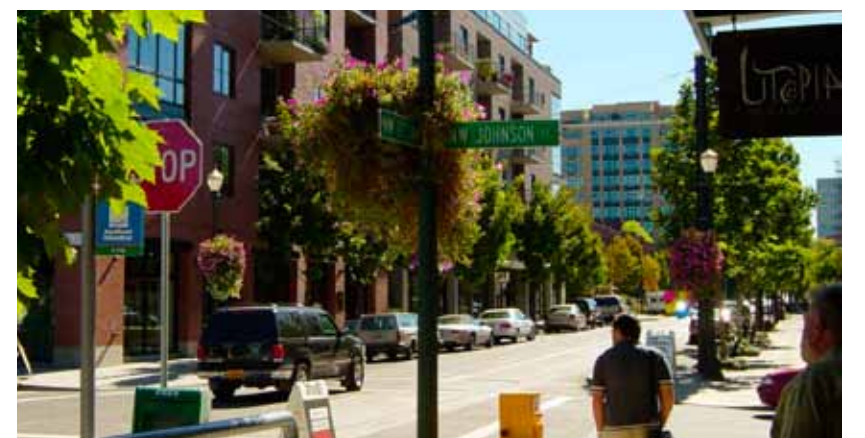




OLD GEORGETOWN ROAD

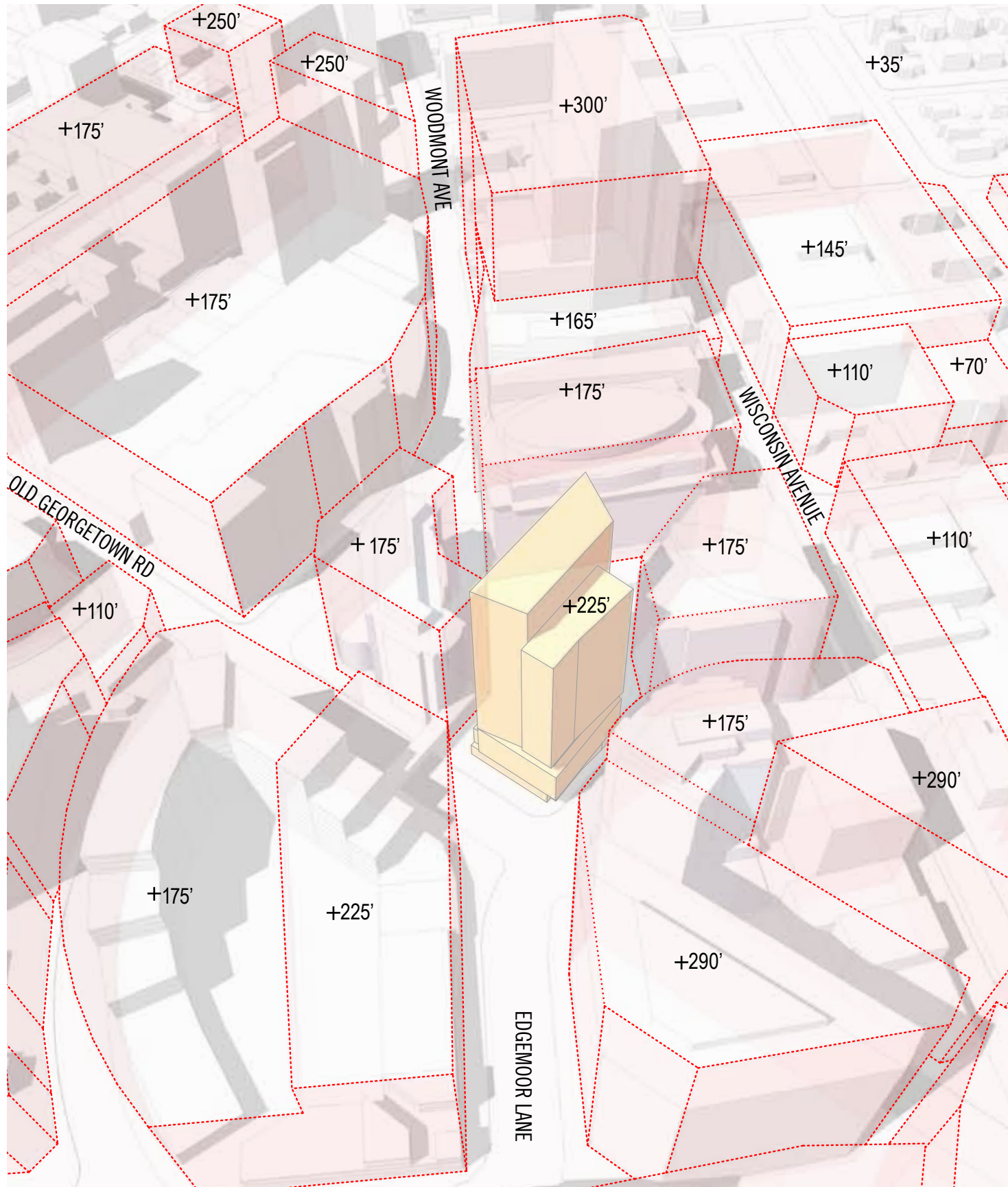


BETHESDA PLACE

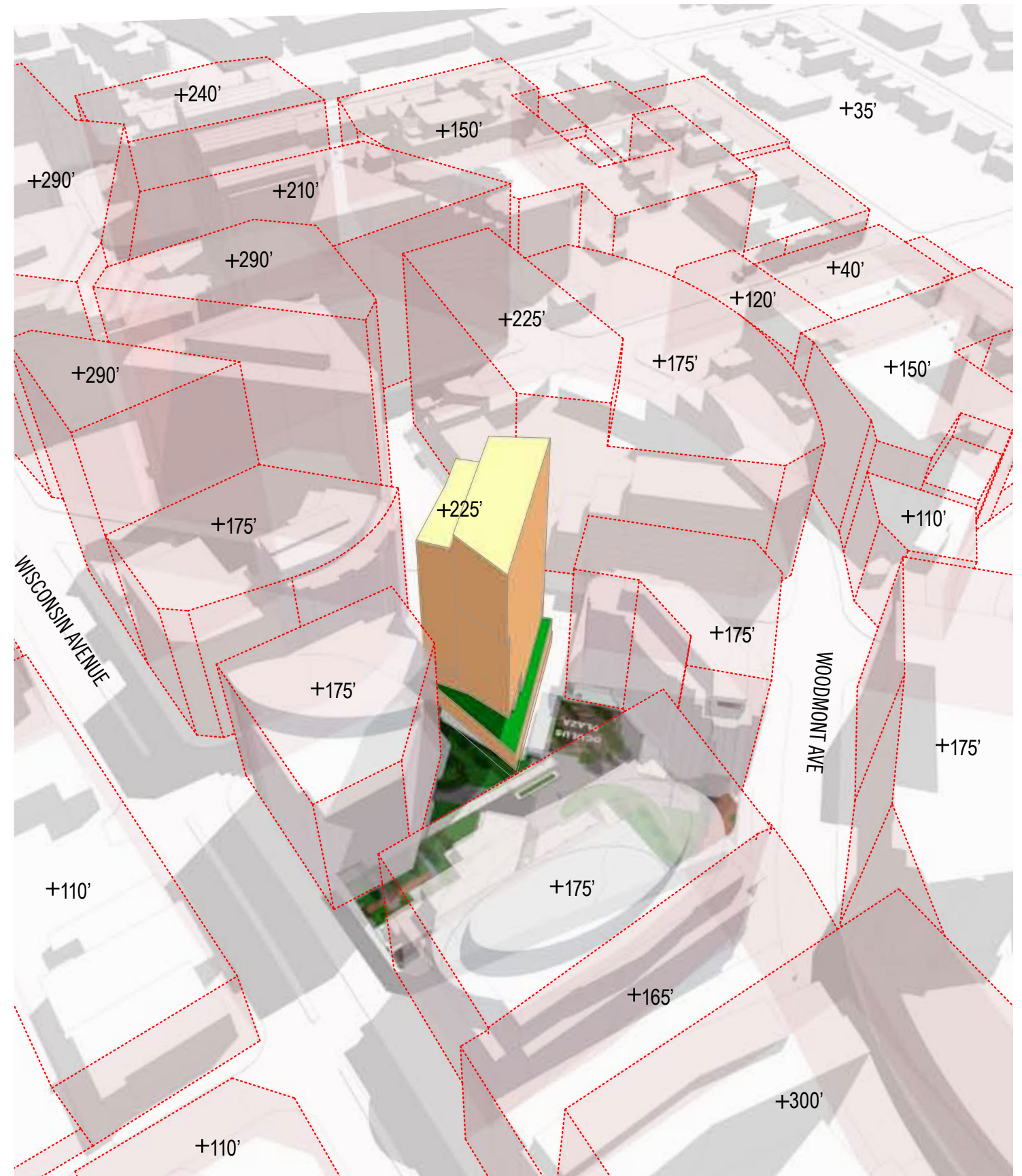


COMMERCE LANE

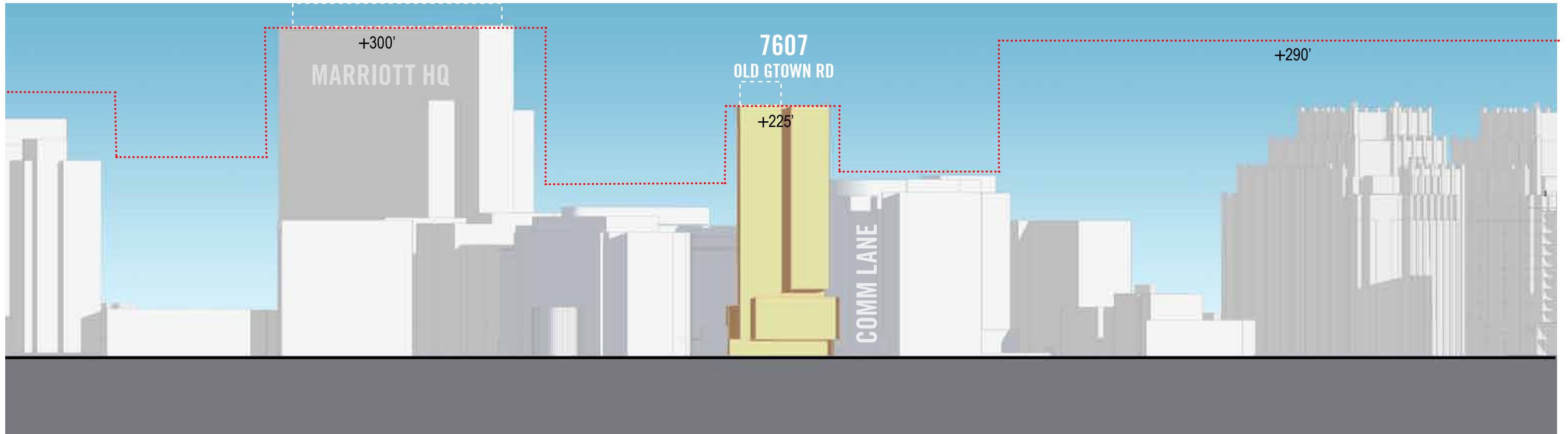




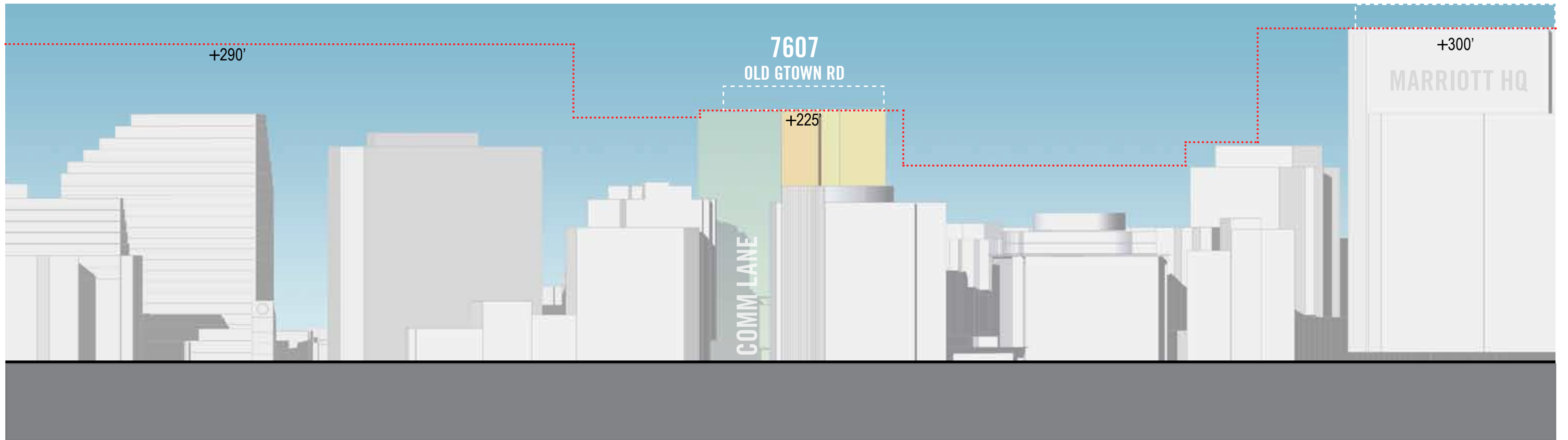
VIEW FROM SOUTH



VIEW FROM NORTH



OLD GEORGETOWN ROAD - LOOKING NORTH



WISCONSIN AVENUE - LOOKING SOUTH





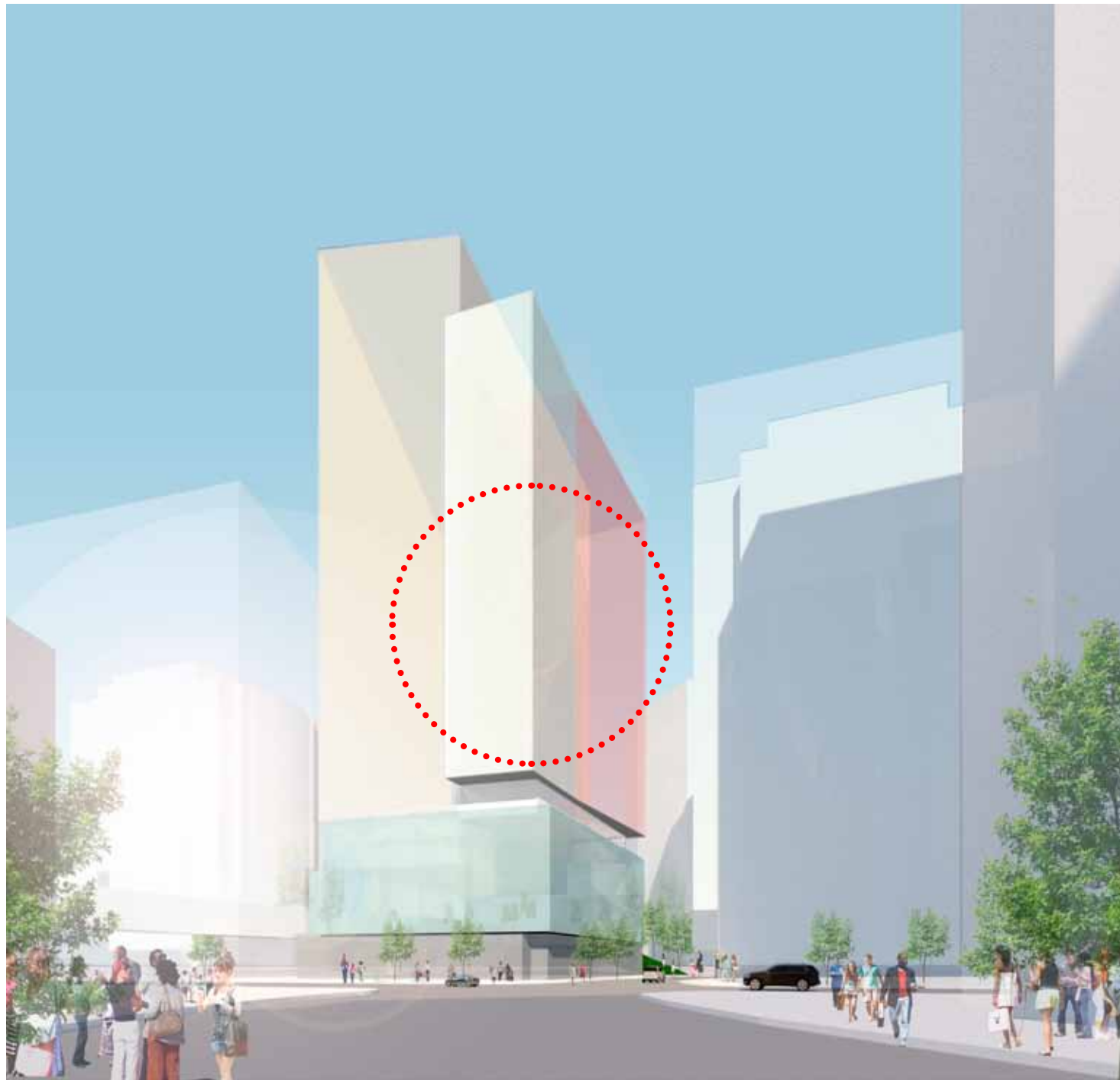
ILLUSTRATIVE VIEW FROM COMMERCE LANE



STOREFRONTS & STREETScape





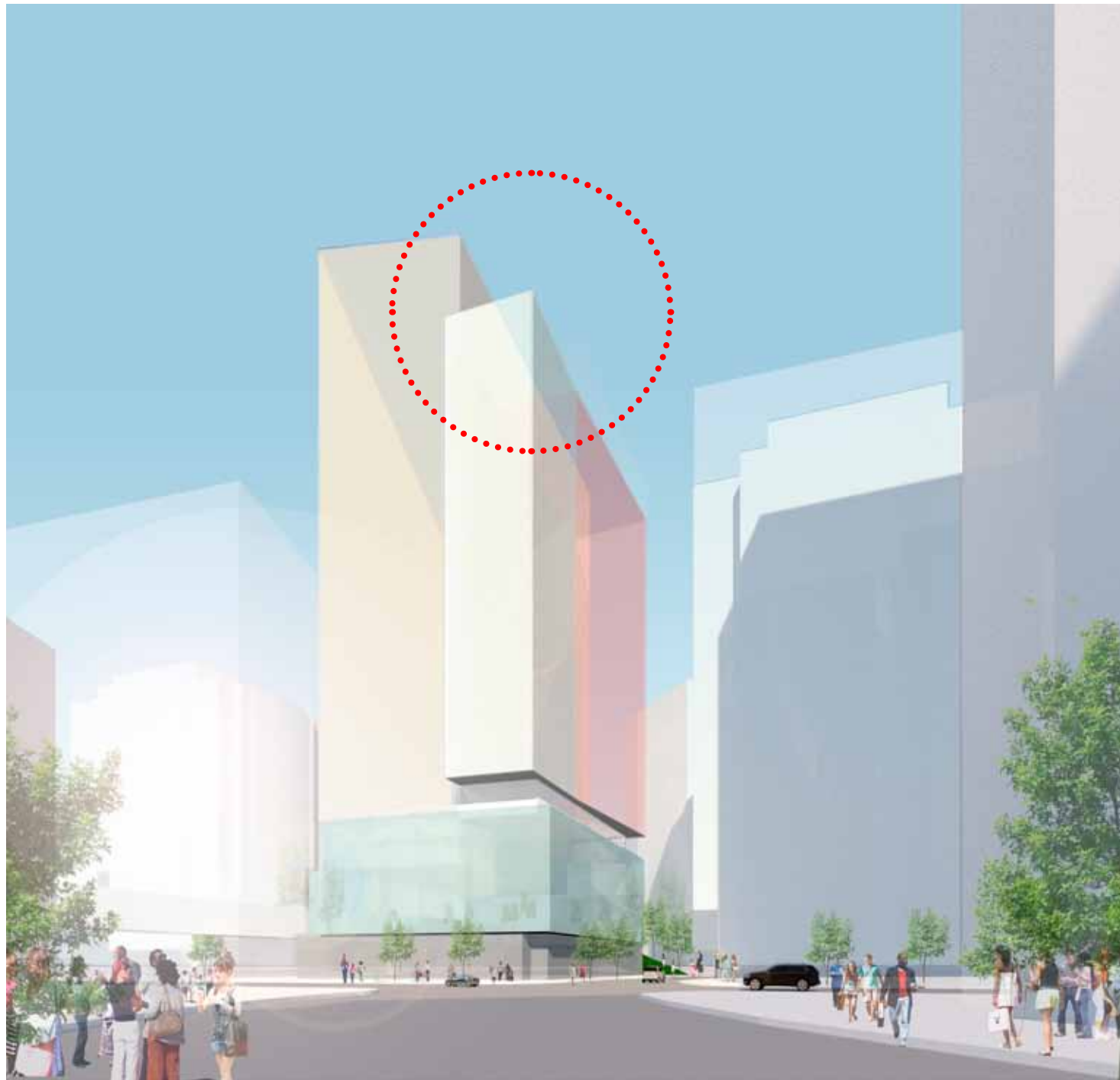


ILLUSTRATIVE VIEW FROM COMMERCE LANE



BALCONIES & MASSING

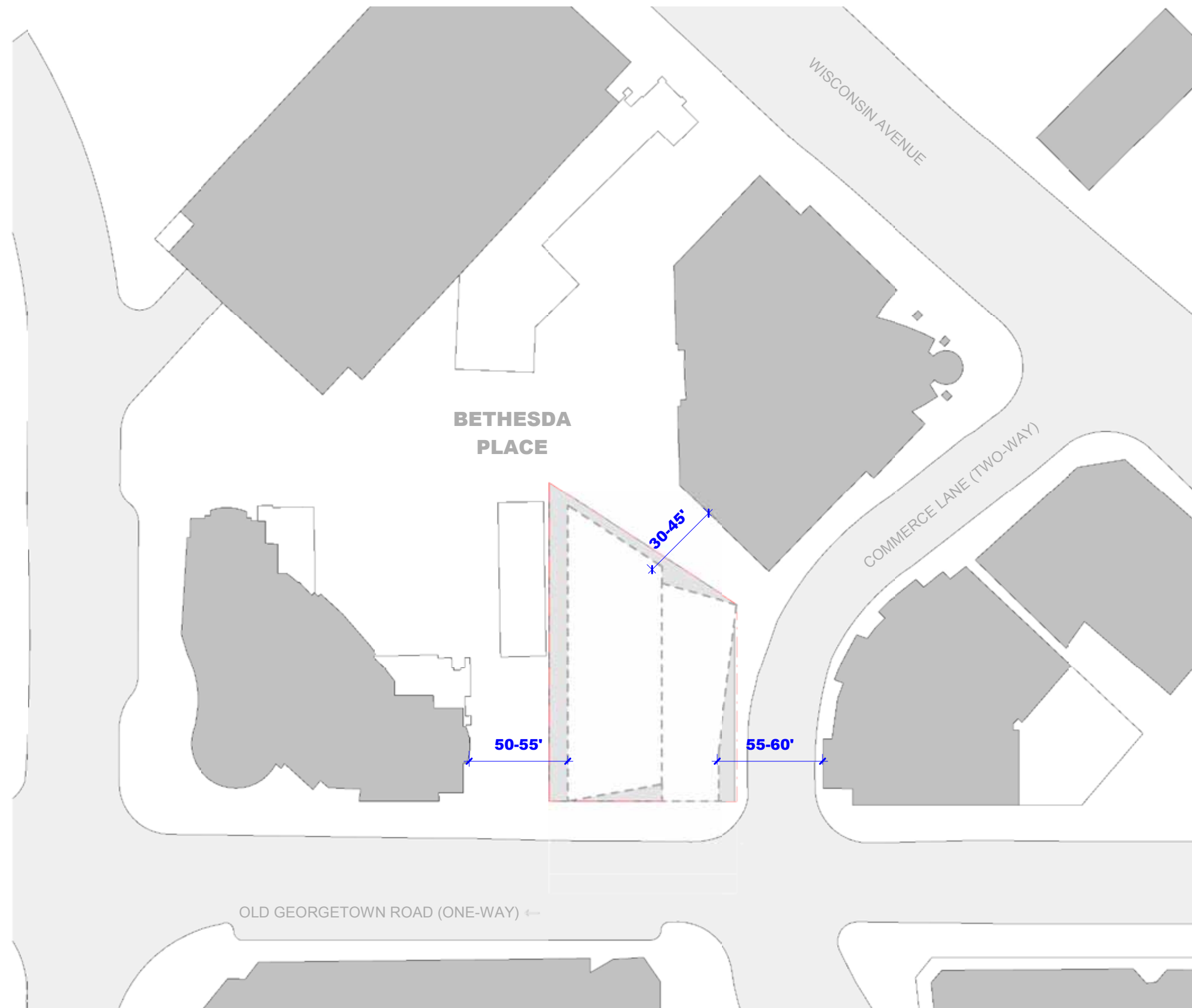




ILLUSTRATIVE VIEW FROM COMMERCE LANE



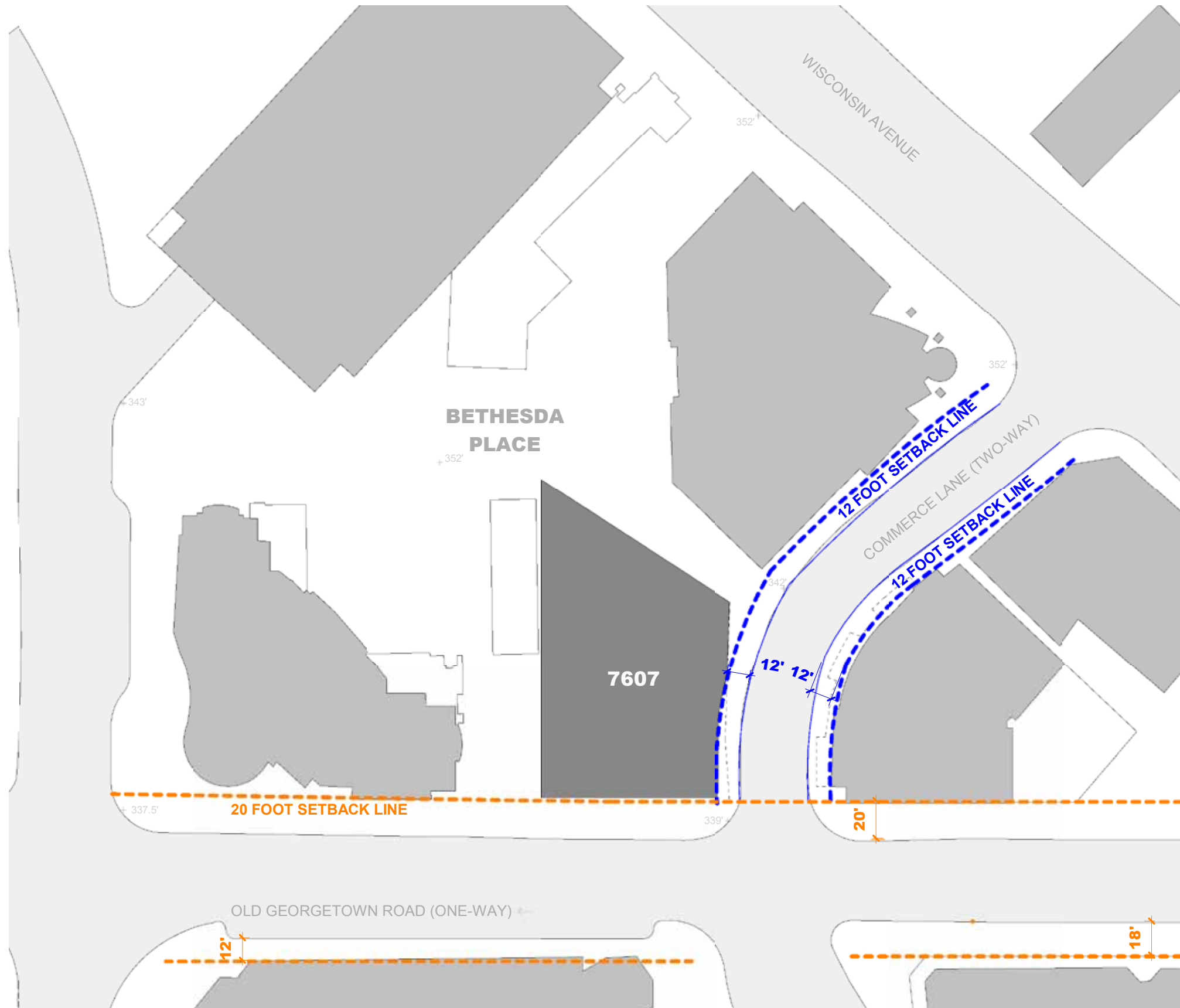
ROOFTOP TERRACE & AMENITIES



BUILDING SEPERATION PLAN

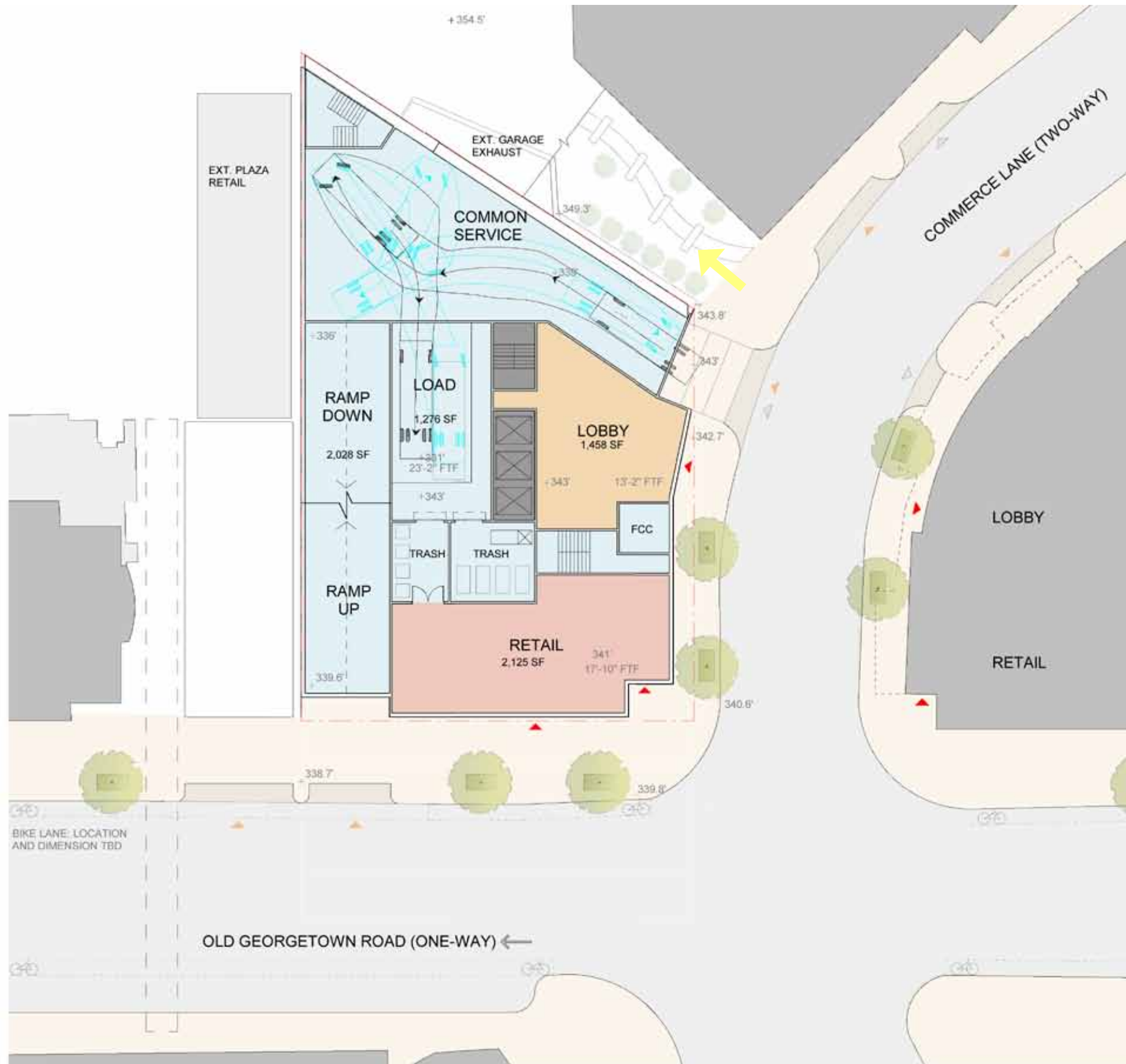






SIDEWALK SETBACK PLAN














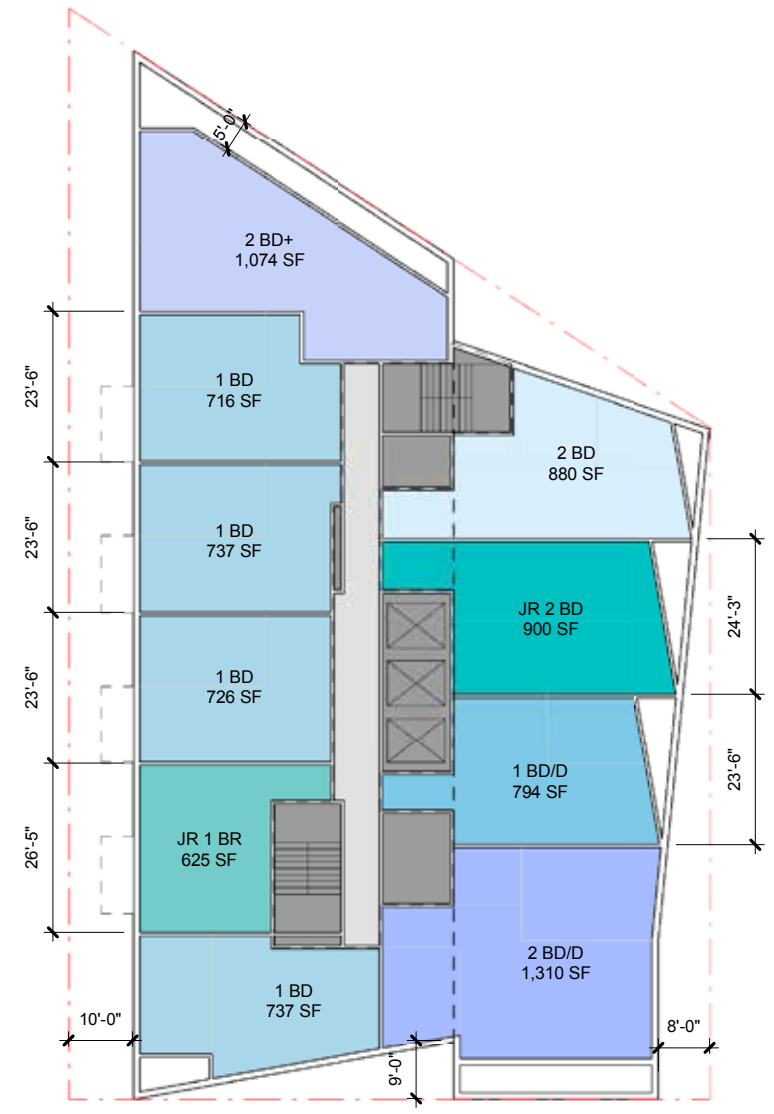
- KEY**
- - - Property line
  - ➔ Pedestrian access to plaza
  - ▲ Pedestrian entrance
  - ▲ Vehicular/parking access
  - ▲ Loading access
  - 🚲 Bike lane (dimension and location tbd)

**TRUCK TYPE:**  
 - 30'-0" x 8'-0" - SU-9M - Medium Truck CB

GROUND LEVEL PLAN



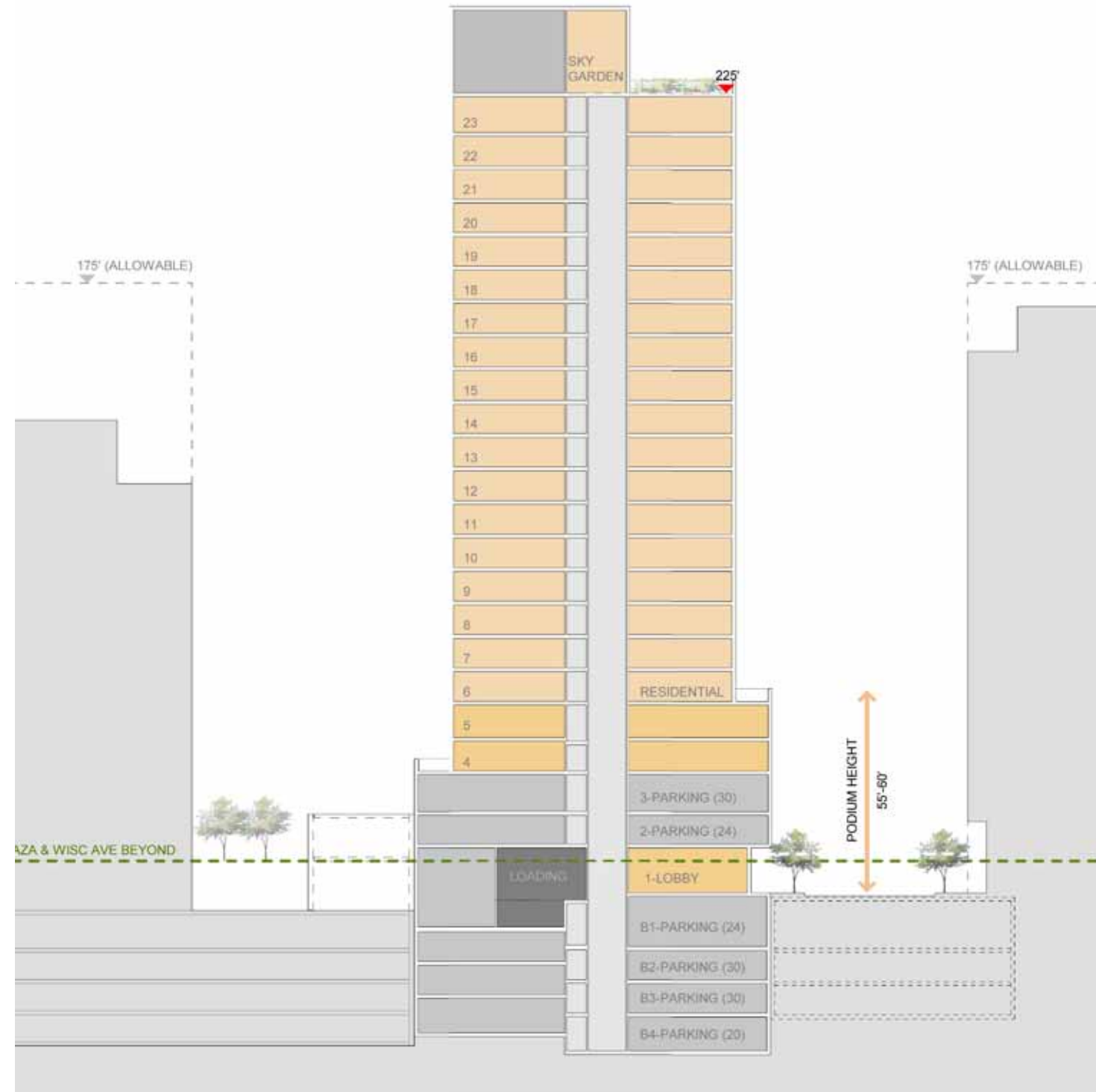
- KEY**
-  Property line
  -  Pedestrian access to plaza
  -  Pedestrian entrance
  -  Vehicular/parking access
  -  Loading access
  -  Jr 1-Bedroom
  -  1-Bedroom
  -  2-Bedroom
  -  2-Bedroom +



TYPICAL PARKING PLAN

TYPICAL TOWER PLAN





BUILDING SECTION

