

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	ZOM Bethesda
File Number(s)	Site Plan No. 820180120
Project Address	4816 Moorland Lane, 4820 Moorland Lane, 4910 Moorland Lane, 7505 Arlington Road, 7507 Arlington Road, 7509 Arlington Road, 7511 Arlington Road, and 4905 Edgemoor Lane

Plan Type Concept Plan Sketch Plan Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Heather Dlhopsky	301-961-5270	hdlhopsky@linowes-law.com
Architect	SK+I Architecture - Andy Czajkowski, 301-654-9300, aczajkowski@skiararch.com		
Landscape Architect	ParkerRodriguez, Inc. - Trini Rodriguez, 703-548-5010, trodriguez@parkerrodriguez.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR Zone (see below)	60 feet	3.21 FAR
Proposed Land Uses	Up to 235 multi-family residential units (including 15% moderately priced dwelling units, or "MPDUs")		
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>Zoning: Three Moorland Lane parcels and 7507-7511 Arlington Road CR-2.25, C-0.5, R-2.25, H-60; 7505 Arlington Road CR-2.0, C-0.25, R-2.0, H-60; 4905 Edgemoor Lane CR-1.0, C-0.25, R-1.0, H-60.</p> <p>Project Description and Design Concept: The subject property is located on the west side of downtown Bethesda, anchored on Moorland Lane, wrapping around the corner to stretch along the eastern frontage of Arlington Road and around the corner along Edgemoor Lane to the south. While both the existing and planned development in the Arlington North District are significantly more intensive than the project, the proposed mid-rise building (60 feet in height) will ease the transition between the single-family residential neighborhoods beyond Bethesda Elementary School to the west and the vastly taller development surrounding the property and running east to Woodmont and then Wisconsin Avenues.</p> <p>As a collection of former single-family homes primarily now used for commercial purposes, the site provides a continuous frontage along Moorland Lane, Arlington Road, and Edgemoor Lane, but has a circuitous eastern property line abutting the neighboring properties. Building massing responds to these unique site conditions. This natural response of the building to the site sets up a mid-block massing distinction between the northern and southern portions, which directly lends itself to breaking down the block into two distinct architectural identities. The wider, northern portion of the site allows for two comfortable residential courtyards on Arlington Road and presents a continuous façade on Moorland Lane. The Moorland Lane frontage will include the building's main residential lobby and focal point, as well as the building's only parking entrance and loading bay. A third residential courtyard on the northeast side of the site allows for an expansion of the walkway green space adjacent to the path and the neighboring (Christopher Condominium's) pool terrace.</p> <p>Along the southern portion of the site, the Property narrows significantly and massing responds accordingly, with an additional layer of repeating, grounded bays. This cadence of the bays responds to and reflects the nature of the townhouses across the street on Edgemoor Lane. The site also slopes gently seven feet downhill from Moorland Lane to Edgemoor Lane. As an alternative to exposing the basement level and parking garage at the southern end of the site, the ground floor and garage level heights have been shifted, mid-block, to allow for a more appropriate residential character at the highly visible intersection of Arlington Road and Edgemoor Lane. In keeping with the 60-foot building height limit and responding to the natural slope of the site, the top (sixth) floor of the southern portion is setback at a 1:1 ratio from the right-of-way. In doing so, the top level reads as a "penthouse" level atop the southern façade, adding an additional layer while also reducing the overall bulk, mass, and height of the southern portion. Nearly all of the units on the southern portion of the building will have sidewalk access via residential stoops, and a small transit lobby is located on the Edgemoor Lane frontage, providing residents with both nearer access to Metro and direct access to a below-grade bicycle room via elevator.</p> <p>See final three pages of this application form for responses to the Design Advisory Panel's comments at the time of the Applicant's presentation at Sketch Plan (previous DAP meeting was November 8, 2017).</p>		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The Project's massing response is formed from its unique site dimensions and topography. From this massing, two distinct building characters are defined and articulated, thus breaking down a potentially block-long building into two well-proportioned and individual distinct building forms. The design is compact, yet provides many unique place-making spaces and forms along its edge, thus integrating the architecture and landscape design in a sympathetic and elegant way. Through this integration, the enhanced public space will provide an extremely pleasurable, desirable, and memorable place to live in and near.</p> <p>The building will be constructed in Type 1A, concrete frame construction, which is a more substantial and expensive method of construction given the relatively limited maximum building height of 60 feet. Many buildings in this market that are less than 85 feet in height are utilizing Type 3A and 5A wood construction over a one-story, concrete podium. The type of construction being utilized for this Project will allow unique features including building terracing, a rooftop deck and pool, and extensive and intensive rooftop vegetation.</p> <p>The Project satisfies the following "exceptional design" public benefit point criteria for 10 points in this public benefit category:</p> <p>The design provides innovative solutions in response to the immediate context: The building is designed to be an innovative solution to a key transitional site within the Arlington North District. While transforming eight single-family residential lots into a single-use multi-family development, the building embraces its role as a transitional set piece within its immediate dual context. It is both an urban edge building abutting the urban core to the east, and a friendly neighbor to the low-density residential neighborhood to the west. The façade, split into smaller north and south identities, is enriched by a melodic movement of shifting heights and changing planes, including 40-foot bay windows, 50-foot terraces, prominent window lanterns, and elegant, crafted projected bays. At the southern end, a 1:1 setback is provided to reduce the overall mass and maintain the perceived height of 60 feet on the downhill side of the site. Through these elegantly designed elements and playful massing and arrangement, the building presents itself as a crafted, transitional piece of architecture. The building exceeds its dual obligation envisioned by the Sector Plan, as one large enough to complement and fit as a terraced bridge to Bethesda's downtown urban core, yet artfully deconstructed through richly crafted devices and articulation connecting it to the single-family neighborhoods to the west.</p> <p>Creates a sense of place and serves as a landmark: The Project achieves a sense of place through its urbane and sophisticated relationship to the site and enhanced public realm. This radical transformation of the site's existing harsh street frontage to a safe and leafy canopy, paired with the building's richly detailed wall, courtyards, and gentle recesses, will vastly improve and freshen the pedestrian experience around the site. Further, the two distinct façade identities, informed by the site's shape and topography, seek to form an intuitive and natural balance with the setting via proportion and architectural character. The identity of the northern portion of the building holds the northern portion of the site, while also addressing the Bethesda Elementary School ballfields, with its intimate garden courts and articulated pavilions crowned with glass and panel lanterns. The identity of the southern portion of the building, organized by the rhythm of the four grounded brick and glass bays, turns the corner of Edgemoor Lane and presents a symmetrical façade to the south. This slender yet articulated façade greets all travelers from points south and presents an urbane and handsome transition to points north or to the Bethesda Metro Station two blocks east.</p> <p>Enhances the public realm in a distinct and original manner: As has been described, the Project will vastly improve the pedestrian experience around the site. This new public realm wraps from Moorland Lane, along the entire east side of Arlington Road, then back east towards the Metro on Edgemoor Lane. Enhancements include: (1) respectful transition to adjacent properties; (2) introduction of residential lobbies on Moorland and Edgemoor Lanes; (3) two enhanced landscaped courtyards along Arlington Road; and (4) tailored residential stoops on the southern façade identity. In addition to the enhanced pedestrian experience along the Project's three right-of-way frontages, the Project further enhances the public realm by introducing a modest pedestrian connection from Moorland Lane to Edgemoor Lane, along the eastern side of the site.</p> <p>Introduces materials, forms or building methods unique to the immediate vicinity or applied in a unique way: In fulfilling its dual role of "bridge" and "connector" through its two façade identities, the architecture introduces familiar forms and materials applied in artful and unique ways, thus heightening the level of architectural language in Bethesda. Through careful proportioning, crafted masonry detailing, distinctive crowning with alluring metal and glass lanterns, tailored setbacks and stoops, decorative metal bays, and well-defined and articulated attic stories, the building is both warm and familiar, like an old friendly neighbor, bridging to the western residential neighborhoods, as well as elegant, distinguished, and inviting as an urban retreat, connected by mere steps to Bethesda's surging urban core.</p> <p>Integrates low-impact development methods into the overall design of the site and building, beyond green building or site requirements: The building intends to integrate low-impact development methods into the overall design primarily through the following three ways: (1) extensive and intensive green roofs which both enhance the rooftop environment and screen all the required mechanical equipment from the residents and adjacent neighbors; (2) opportunities for stormwater management swales adjacent to the building along the meandering eastern pedestrian path; and (3) two enhanced landscaped courtyards along Arlington Road which provide both relief of the façade length as well as additional intensive green roofs and tree canopy as these courtyards sit upon the garage below.</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



**11/8/17 Design Advisory Panel comments on ZOM Bethesda (in italics),
and Applicant's 4/11/18 responses**

A quick note up front from ZOM Bethesda: The applicant's architect has conducted numerous design studies as they evaluated the November 2017 comments provided by the Design Advisory Panel on the project. The bulletpoints below are simply a summary of the architect's findings as the result of these design studies, but the applicant's presentation to the Design Advisory Panel on April 25th will include a more detailed explanation of the design studies, the positives and negatives associated with each design study, and the resulting findings and conclusions. It is impossible to be completely exhaustive in the responses below, and the applicant and its team look forward to continuing the dialogue on April 25th.

Discussion Points:

- *The project checks a lot of boxes in terms of urban planning and streetscape, it is a sound design, but is this exceptional design? Could more be done from materials perspective to make this exceptional?*
 - The building will be constructed in Type 1A, concrete frame construction, which is a more substantial and expensive method of construction, given the overall height limit of 60 feet. Many buildings under 85 feet within this market are being constructed in Type 3A and 5A wood construction over a 1-story, concrete podium. The Type 1A construction to be utilized will allow unique features including building terracing, rooftop deck and pool, and extensive and intensive rooftop vegetation. This voluntary utilization of a much more expensive method of construction in order to facilitate a better, higher-quality design is in and of itself quite exceptional for a project of this limited height.
 - Though much of the façade is brick masonry, the spandrel panels for each façade portion are expressing distinct and detailed brickwork. The north façade has distinct checkered pattern spandrels with trimmed masonry frames, while the south façade has vertical ribbed panels and soldiered floor lines.
 - The north façade has several metal panel selections of different widths, colors, and exposure patterns to create distinct shadow lines on the façade.
 - This combination of texture, patterning, and shadow lines will add a distinct level of fine-grained materials to the composition.

- *A passageway could come across the site from east to west. That through-block connection could make buildings more distinct and make the block smaller. This could create a natural place to stop and gather along Arlington Road. Could just be a 1st floor passageway.*
 - The grades are problematic and essentially prevent such a connection. Also, such a passageway would not provide a meaningful connection to any special space interior to the block, as illustrated in the site photos included with the applicant's submission and to be discussed further at the applicant's April 25th meeting with the Design Advisory Panel.

- *The design is heading in a strong direction. However, it is a long building which is a challenge for pedestrians. Courtyards are positive to add articulation along the Arlington façade, and the pavilions are very nice along the northern portion of the building. However, a bit more attention to the transition between the north and the south buildings along Arlington Road might help. Right now, it is an abrupt clash. Perhaps a recessed*

plane or joining element of some sort could be more effective in easing the change of architectural façade treatments.

- In Section 2.4.2 (Base: Building Placement), the Bethesda Downtown Plan Design Guidelines note the intent of “*creat[ing] a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians...*” and recommend to “[p]lace the façade of the building base along the recommended build-to-line to create a continuous street edge”. To that point, the applicant has studied urban conditions befitting of comfortable downtown environments. We maintain that providing a 2-foot offset plane change where the primary façade walls intersect is adequate and befitting of an urban character. At the upper level, the offset is more prominent and more noticeable from afar. These moves allow the walls to finish quietly into one another as most urban buildings do.
 - In addition, the south façade is designed with a significant level of articulation, through the form of the 5-story bay projections. With four 24-foot wide projections, beginning 12 feet from the façade transition, we maintain there is more than adequate variation and articulation as recommended by Section 2.4.4 of the Design Guidelines, which will provide visual interest and shadow play to engage the pedestrian and promote the human-scale.
 - However, we understand the Design Advisory Panel’s comments from our November meeting and comments from MNCPPC Staff as well, and we studied multiple scenarios where we could produce a “transition” piece, which would add a 3rd façade character to the Arlington Road street façade. The following scenarios were studied:
 - 12’ hyphen – set back to the “penthouse” face
 - 12’ hyphen – set at 2-foot setback
 - 36’ hyphen – set back to the “penthouse” face
 - 36’ hyphen – set back to the corridor
 - 24’ hyphen – set at 2-foot setback / combine bays at south façade
 - 24’ hyphen – set at 2-foot setback / reshuffle / combine bays at south façade
 - Of these studies, we found that many left large gaps in the street-wall with empty voids and blank walls, while others felt like forced interventions that left the south façade proportions and bay rhythm compromised and awkward.
 - Through these studies, we determined that should a revision be required a 24-foot hyphen was most appropriate, that it needed to be distinct through window arrangement and color, and that a complete reshuffle of the south façade would be needed to keep an elegant proportion and bay rhythm similar to the Sketch Plan approved by the Planning Board in November. However, even after this series of studies, the applicant team still felt the original design intent served this project best as well as fostered the intents of the Design Guidelines.
 - As noted above, the applicant is prepared to discuss the various design studies undertaken and why the original design intent is the best for this urban environment and in furtherance of the Design Guidelines, at its April 25th meeting with the Design Advisory Panel.
- *Materiality feels dark, may consider lighter metal panel to make the upper floors less prominent (though there were dissenting opinions that dark may look best with brick).*

- While the darker metal panel palate of the north façade will remain, the southern “penthouse” setback has been changed to a lighter warm-grey brick masonry material.
- *Should the lobby be placed along Arlington as the major road?*
 - The Sector Plan discourages any vehicular access points along Arlington Road, and MCDOT has indicated that they will not allow the project’s access point along Arlington. Moorland Lane is better from both a vehicular and pedestrian perspective for pick-ups and drop-offs.
- *Because of the Arlington Road façade’s orientation with a long western exposure, could metal panel become dark brick instead, and with those cost savings add solar-shading/sunscreens to this façade?*
 - The south façade’s “penthouse” has been changed to a lighter warm-grey brick masonry wall.
 - Sunshades were studied, both at the penthouse and at the Bay-Caps. While the façade, in itself, was appealing, the project team felt the sunshades called too much attention to the “penthouse” setback and defeated the purpose of the setback (this setback has been strongly advocated by the community and MNCPPC Staff). Furthermore, the Bay-Cap sunshades reinforced the bay window line of the north façade and took away from the intended “step-down” effect the bays were designed to achieve. The applicant is prepared to discuss in further detail the sunshade study further at its presentation to the Design Advisory Panel on April 25th.
- *Units along south portion ground floor of the building with direct access stoops are great.*
 - The applicant agrees that this is an exciting and activating feature of the project. MCDPS has expressed that they will not allow these stoops in public right-of-way, so the applicant is exploring how to provide direct access to these stoops while remaining out of the right-of-way.
- *Is there any way to bring natural light into the very long hallway on southern end? Two separate buildings would solve this problem, but as an alternative you could consider flipping the fire stair to bring in light.*
 - Occasionally, a building’s urban response to a specific site yields an opportunity to expose a corridor to the exterior of a building. Generally speaking, buildings that can afford the luxury of daylighting a corridor, within a residential use, are set within an ample amount of land or are responding to a specific/unique site geometry. However, this particular site, in terms of dimensions, configuration, and allowable height, in concert with the land’s market value, makes it a very difficult proposition to carve away six stories of leasable building area in order to expose the face of the internal corridor to the exterior. This said, residential communities, such as this, will tailor the corridors in such a way that they are warm, inviting, and aesthetically pleasing for the residents.
 - Generally speaking, in terms of designing residential buildings, particularly in high-value areas such as Bethesda, we try maximize the amount of habitable space along the exterior of the building. Further, there is more utility in expending the project’s resources on the extensive brick detailing, public art component, and other more meaningful design details that are being proposed (for example, the pedestrian connection along the eastern side of the building that the applicant is

retaining as a feature of good design despite that they are not receiving any public benefit points for it), rather than spending resources on cutting a hole in the façade.

Panel Recommendations:

1. *Exceptional Design Points: The design is headed in a positive direction to achieve at least the 10 out of 30 points requested in this category, based on the upgrade to a concrete construction type, quality materials and building articulation.*

Response: The building will be constructed in Type 1A, concrete frame construction, which is a more substantial and expensive method of construction, given the maximum building height limit of 60 feet. Many buildings under 85 feet within this market are being constructed in Type 3A and 5A wood construction over a 1-story, concrete podium. The type of construction proposed for this project will allow unique features including building terracing, rooftop deck and pool, and extensive and intensive rooftop vegetation.

2. *Create more distinction between the north and south portions of the building to break up the long Arlington Road façade and bring in more natural light at the transition.*

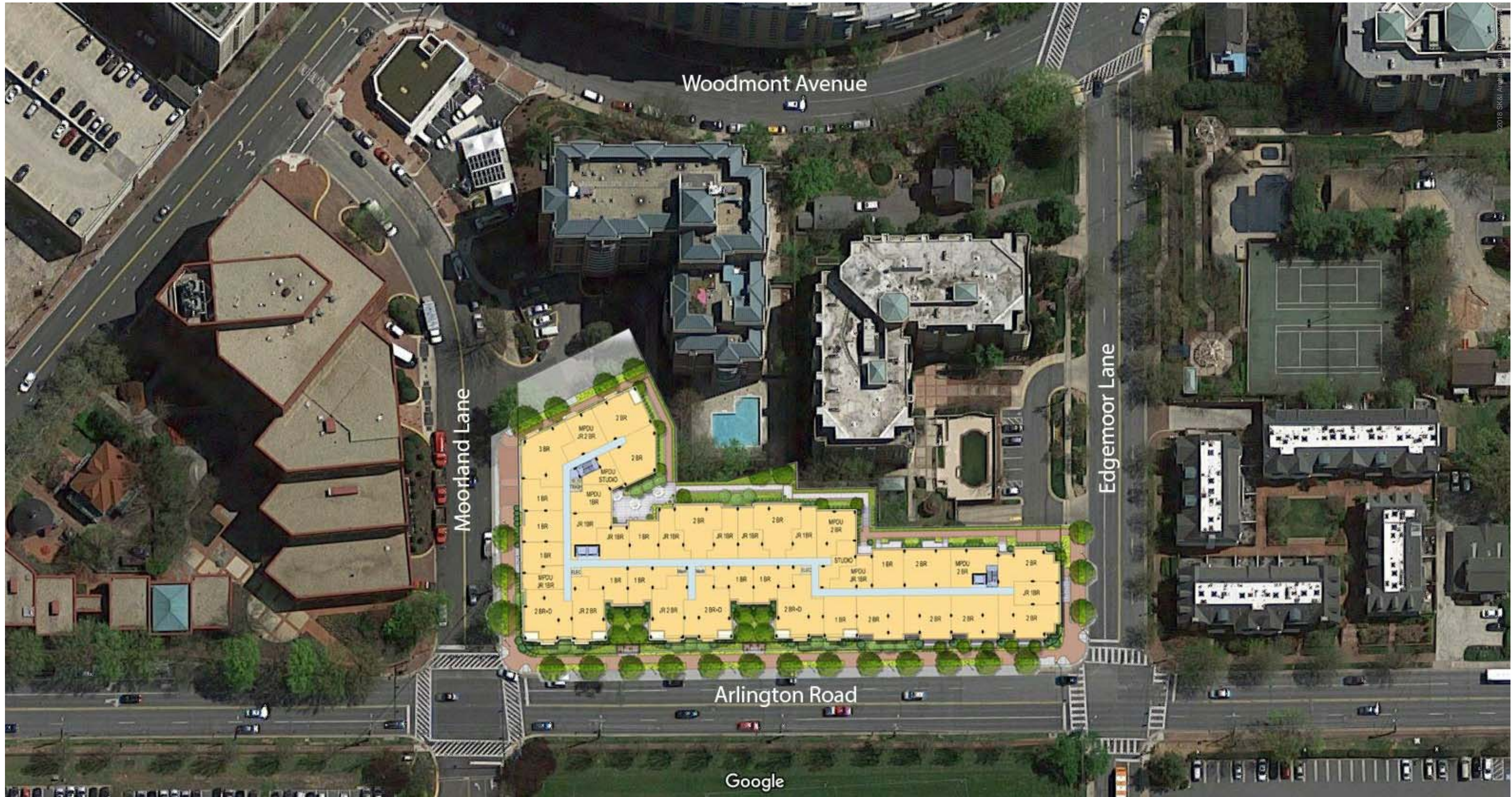
Response: We intend to choose a red masonry brick range for the north façade and a golden yellow brick for the south façade. This color differential will create a more distinct contrast in the two facades. Originally, we intended a brown range on the north, but felt it was too similar to the southern end. The plane changes and articulation, as described above, in conjunction with the color and texture changes, along with the grade change, will create a more distinct yet quiet transition between the north and the south. This said, the team did study ways for bringing natural light into the corridor, through a hyphen device at the building façade transition. We discovered that different hyphen widths, setbacks, and introductions of additional materials created varying compromised situations, be it through large gaps, blank side walls, and compromised façade rhythms. Even when we found an appropriate design to respond to this comment, the design seemed forced and unnecessary given the rather short length of the south façade and how it compromised the bay rhythm spacing and level of articulation. The applicant is prepared to discuss the various design studies conducted at its presentation to the Design Advisory Panel on April 25th.

3. *Coordinate with the adjacent properties to better configure and maximize the proposed outdoor spaces between buildings to the east of the site.*

Response: Parker Rodriguez has been retained by the adjacent property owner (Edgemont Apartments), and we have begun coordinational conversations.

4. *Integrate a way to provide sun shading on the long west-facing façade along Arlington Road.*

Response: The south façade “penthouse” has changed to a lighter warm-grey brick masonry wall and sunshades were studied, but brought too much attention to the upper levels of the building, which is the opposite of the intended effect of the top of the building (as discussed in further detail above).



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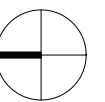
ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

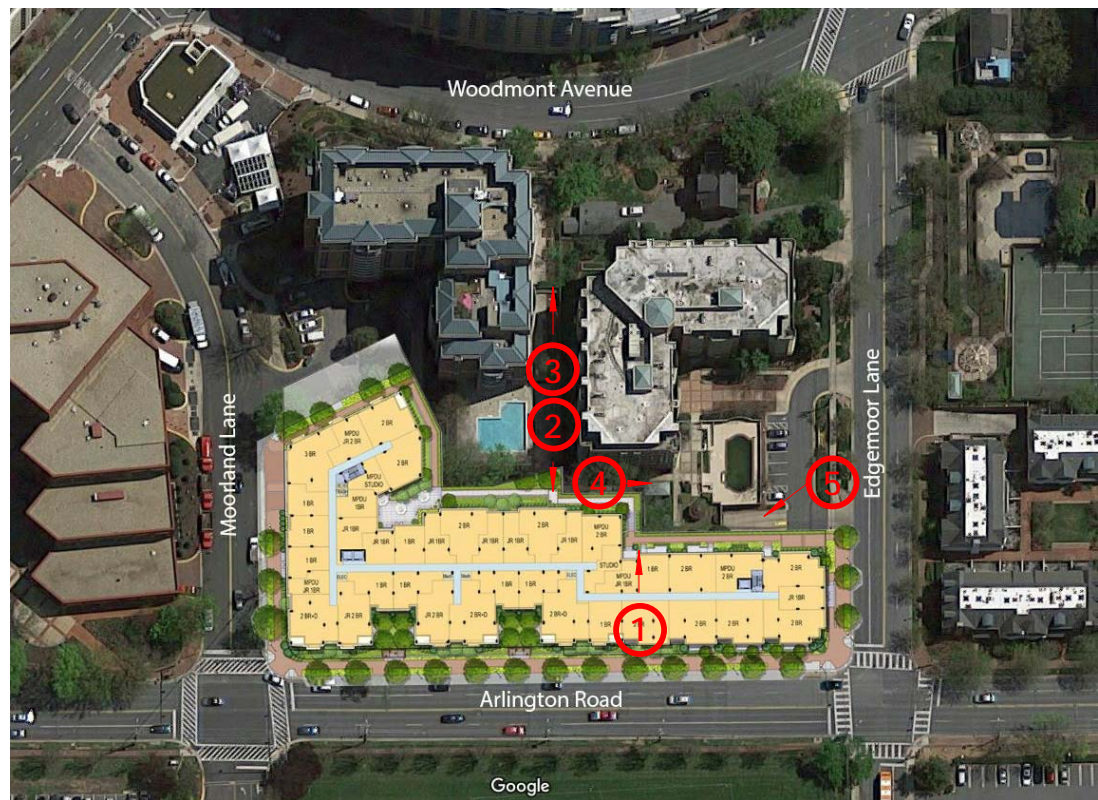
ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Composite Site Plan and Aerial Photo

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-01**





ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Existing Site Photos / Edgemont

Bethesda Downtown Advisory Panel

April 11, 2018 | DAP-02





ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - Building Entrance on Moorland Lane

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-03**



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - View from Arlington
Road and Moorland Lane

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-04**



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - View of Arlington Road and Edgemoor Lane

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-05**



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ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - View of Edgemoor Lane

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-06**



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ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - View from Adjacent
Property on Moorland

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-07**



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - View at Facade Transition

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-08**



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ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - View at Facade Transition

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-09**



Transition at Facade Identities



Pedestrian view at Transition of Facade Identities



Pedestrian view at Transition of Facade Identities



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Preferred Design - Views at Sidewalk

Bethesda Downtown Advisory Panel

April 11, 2018 | **DAP-10**