

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	8280 Wisconsin Avenue
File Number(s)	320180150
Project Address	8280 Wisconsin Avenue

Plan Type Concept Plan Sketch Plan Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Doug Firstenberg	301-913-9610	firstenberg@stonebridgecarras.com
Architect	EwingCole, Steve McDaniel		
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR-3.0, C-3.0, R-2.75, H-145	145	Up to 185,000 square feet of nonresidential uses
Proposed Land Uses	Nonresidential uses and underground parking		
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 Property consists of approximately 32,507 square feet of gross tract area and is in the southwest quadrant of the intersection of Wisconsin Avenue and Battery Lane. The Property is located along the Wisconsin Avenue Corridor district and adjacent to the Woodmont Triangle district pursuant to the Bethesda Downtown Sector Plan (the "Sector Pan"). The Property is located in close proximity to both the Medical Center and Bethesda Metro Stations, as well as a planned Bus Rapid Transit ("BRT") station at the intersection of Cordell Avenue and Wisconsin Avenue. The Property is currently improved with a gas station, car wash and convenience store that comprise approximately 3,512 square feet of enclosed area pursuant to the State Department of Assessments and Taxation real property records. There is currently vehicular access to the Property from one curb-cut on Battery Lane and two curb-cuts on Wisconsin Avenue.</p> <p>The Project will allow for redevelopment of an underutilized commercial site and surface parking lot with a critical mass of nonresidential uses that contribute to creating a vibrant, new mixed-use identity being forged for the northern end of the Wisconsin Avenue Corridor. The Project is proposed to total approximately 185,000 square feet of nonresidential uses which is permitted within the 145-foot building height envelope allowed for the Property under current zoning. The Sketch Plan proposes to consolidate three existing curb-cuts that serve the Property down to one curb-cut on Battery Lane. The Sketch Plan is designed to advance all applicable overarching goals of the Sector Plan in that it will enhance parks and open spaces through a Park Impact Payment ("PIP"), accomplish environmental innovation through additional green cover and energy efficient building systems, and further the economic competitiveness of Downtown Bethesda by delivering an influx of nonresidential uses along the Wisconsin Avenue Corridor, in particular at the northern gateway to the Bethesda CBD. Given the Sector Plan's recognition that Wisconsin Avenue North's "retail potential is compromised by its location on either side of Wisconsin Avenue," because Wisconsin Avenue functions as "a major commuter arterial, this street has heavy traffic volumes that eliminate the potential for cross-shopping and a lack of visibility for retail establishments," the Sketch Plan provides an economically viable solution to redevelop this underutilized site with other forms of active nonresidential uses. (Sector Plan, p. 96).</p>		



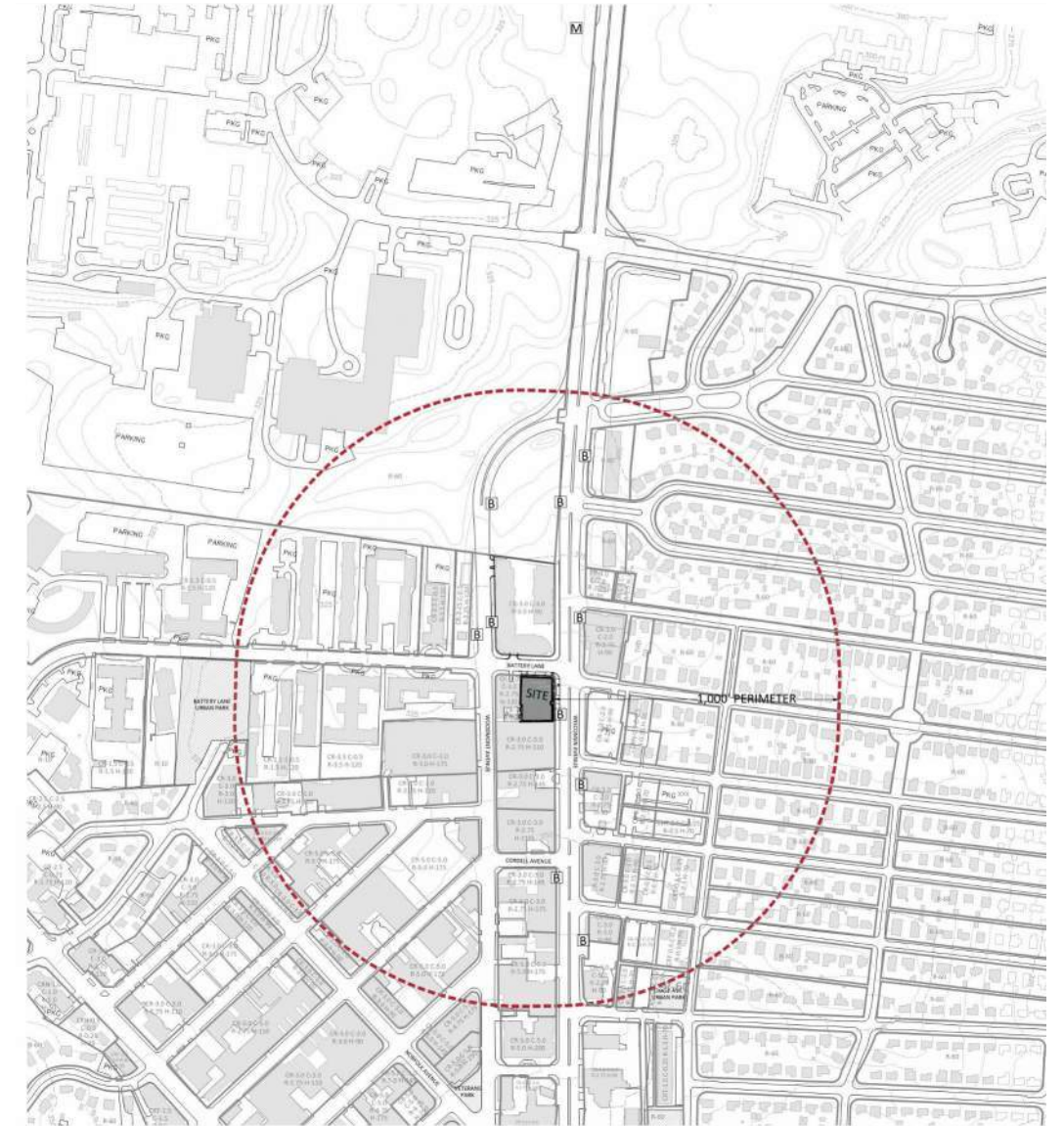
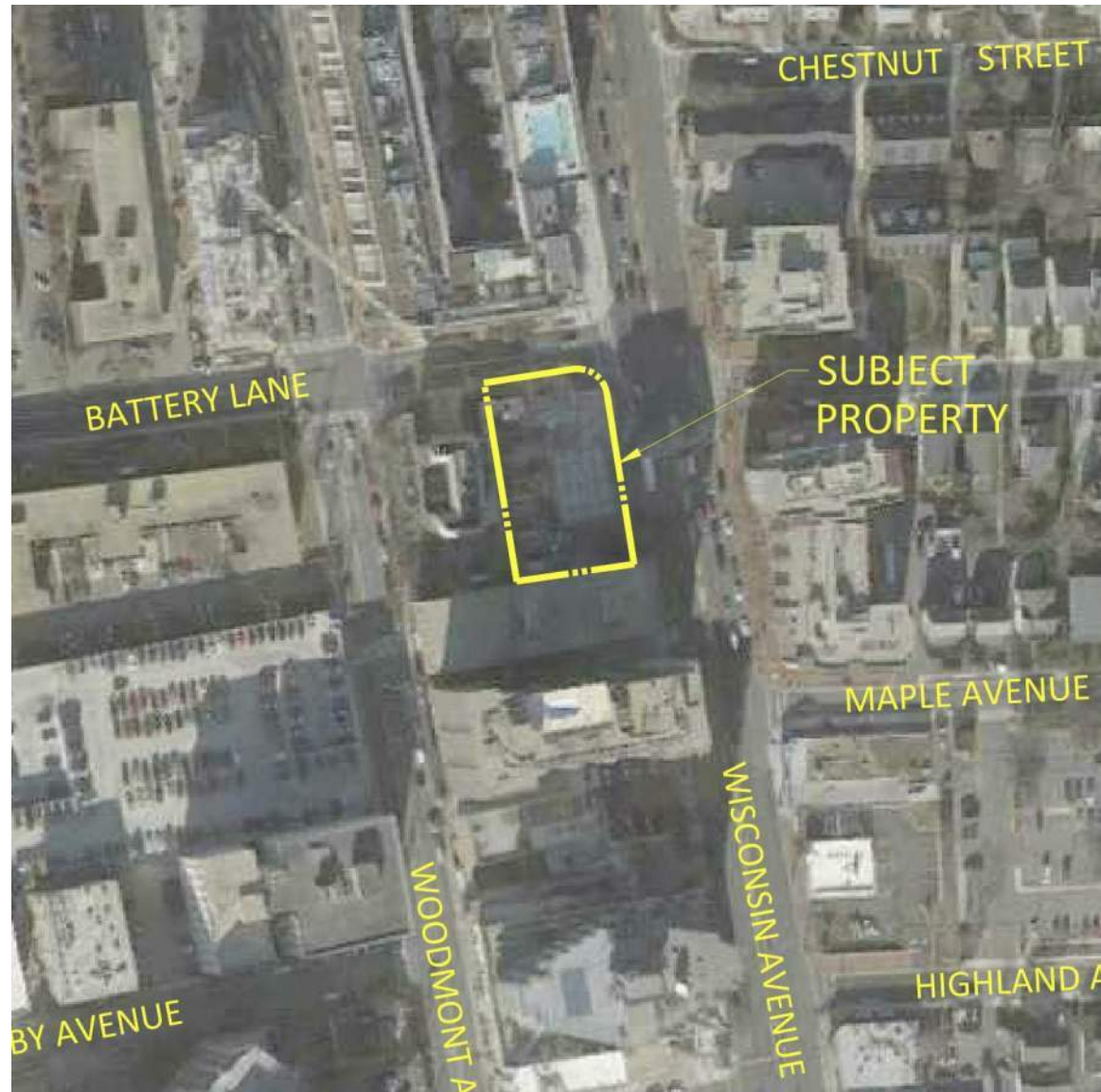
<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The Applicant is seeking 25 public benefit points in this category on the basis that the Project fulfills the 6 identified criteria in the CR Zone Incentive Density Implementation Guidelines. The design of the Project is very innovative in its response to the context, in three specific ways: 1) it responds to the low-rise buildings in the area, by having a 2 to 3-story varied base articulation, 2) it has a prominent façade on Wisconsin Avenue, which is in scale with this regional artery, 3) in the context of a small site, the design demonstrates that the functional requirements of a commercial building can be used to create a northern gateway to the Bethesda CBD as well as the Woodmont Triangle. The Sketch Plan design contributes to a sense of place by helping to define the intersection of Battery Lane and Wisconsin Avenue, through its relationship to the buildings on the other three corners. In doing so, it realizes the opportunity, through its height and commercial uses, to create an architectural beacon from the main entrances to the National Institutes of Health and Walter Read National Medical Center. The Project will meet the ground in a way that is new for Bethesda, and will create architectural interest and a welcome ground-level experience for all modes of transportation, including pedestrians, bikes and vehicles. The Project uses shapes and form at the base, the middle, and the top that are original, with a “tech” orientation in its design elements to connect with its two leading technology leaders to the north., the National Institutes of Health and Walter Reed. The Bethesda Downtown Plan suggests a step-back to differentiate the tower of a building from its base. The Plan also suggests highlighting significant points with increased height. Since we view this corner as significant, our design goal is to provide both: a step-back along the street face and a tower at the corner. We have established a datum line at approximately 72’ high, which is defined by both a step-back and a material change along Wisconsin Avenue. There is also material change at this height, along Battery Lane. Working within the 145 foot height limit, but seeking the reading of a tower at the corner, we have chamfered the vertical edge and added a shadow-making slot, to increase verticality. Materials will include tech-style metal panels which are new to the Bethesda palette. The Application addresses the challenges of a very small site for commercial development, by implementing a side core to create as efficient as possible (and necessary) floor sizes, steps back at the ground floor and eliminates the two existing Wisconsin Avenue curb cuts to greatly enhance the pedestrian experience. Last, the Project includes low impact development approaches, such as a compact, efficient footprint, which will have less surface area than the average commercial building, and will use less energy.</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



COVER



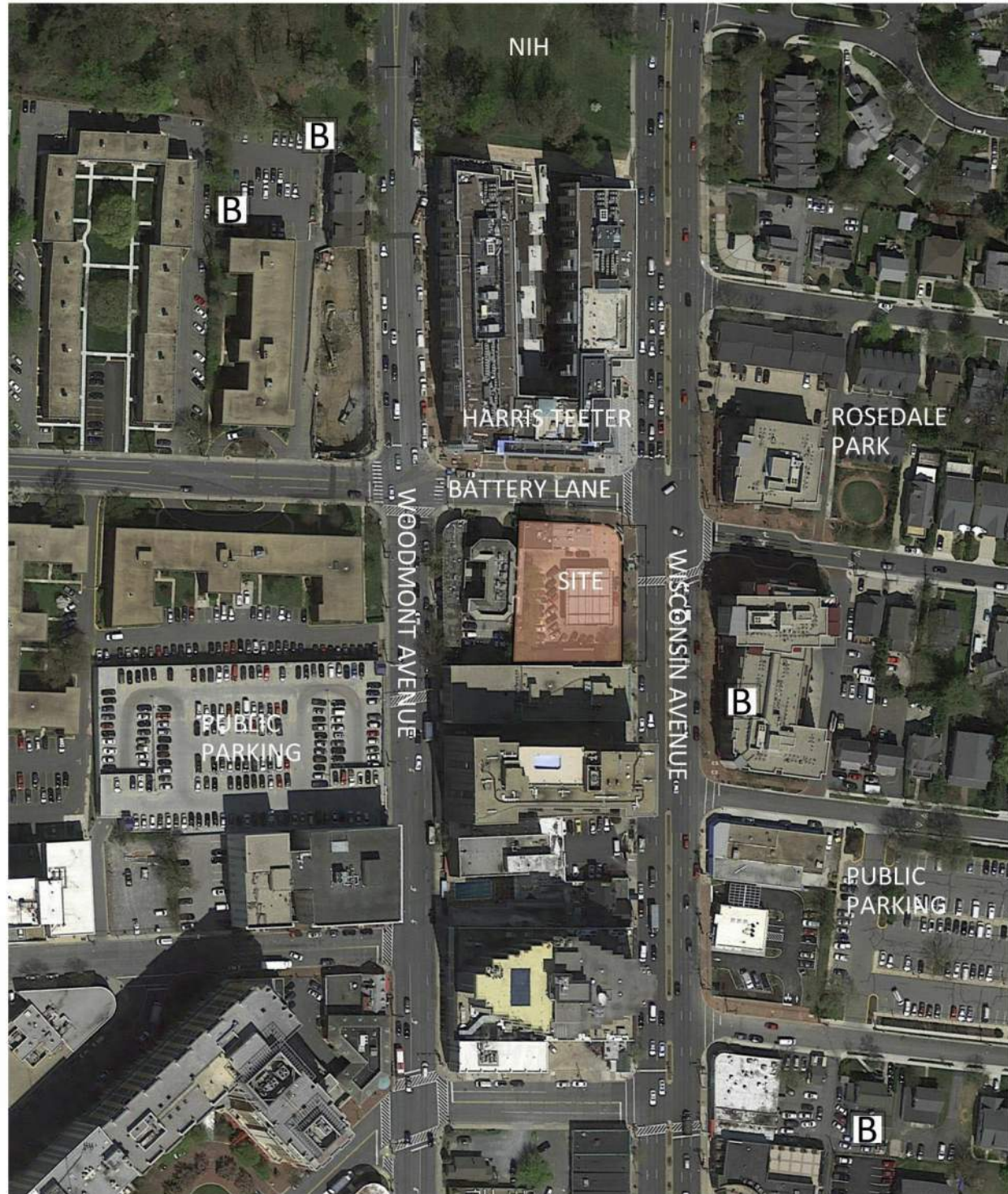
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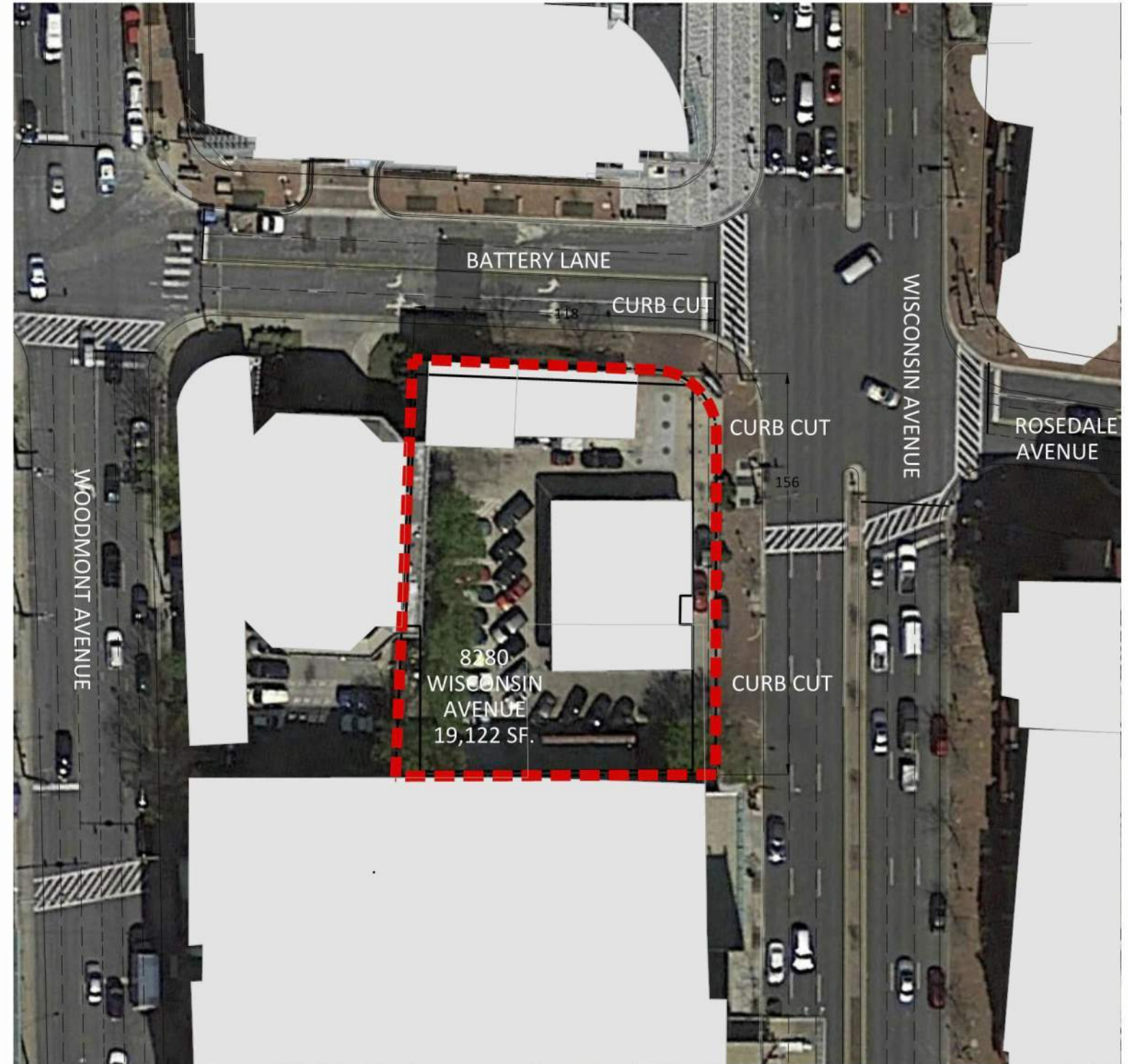
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EXISTING CONDITIONS

0.5 MILES TO MEDICAL CENTER METRO STATION



0.6 MILES TO BETHESDA METRO STATION



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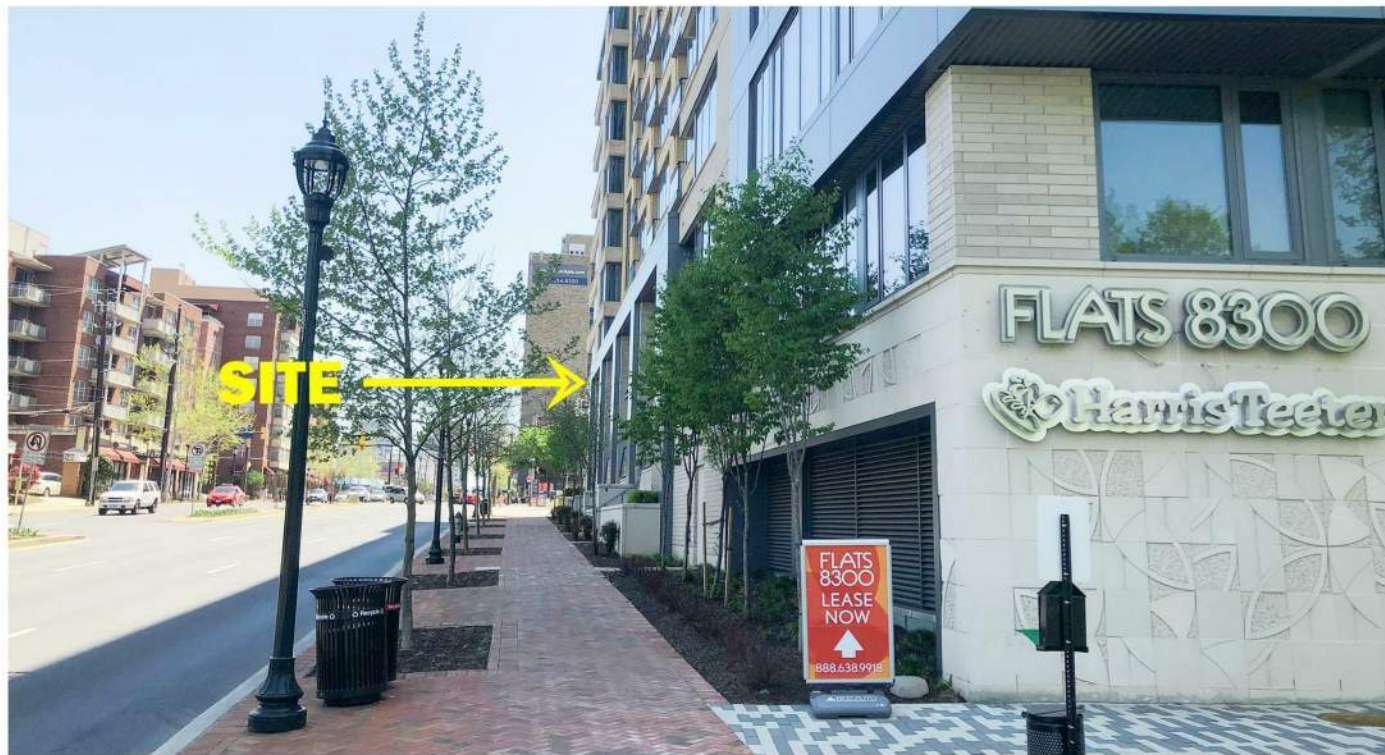
SITE PHOTOS



ROSEDALE AVE LOOKING WEST



WISCONSIN AVE LOOKING NORTH WEST



WISCONSIN AVE LOOKING SOUTH



WISCONSIN AVE / JONES BRIDGE ROAD LOOKING SOUTH

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STARTING POINT - JONES BRIDGE



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STARTING POINT - WISCONSIN AVE



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DESIGN GUIDELINES - REDUCING BULK

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.

8280 Wisconsin Avenue has a height limitation of 145' (just above stated limitation), and the site provides for a limited footprint for a commercial building with 19,122 sf net lot area (in contrast to a preferred footprint of at least 22,500 sf) and the property is only 118 ft deep.



CORNER TREATMENT



BREAK UP MASS WITH ACCENT LINES AND MATERIAL CHANGE



BASE AND ENTRANCE TREATMENT WITH ACCENT COLUMN



BREAK OF MASS THROUGH VOLUMETRIC CHANGES



BREAK UP MASS WITH ACCENT LINES AND MATERIAL CHANGE



BASE AND ENTRANCE TREATMENT



BREAK OF MASS THROUGH MATERIAL CHANGE



BREAK OF MASS THROUGH ACCENT AND MATERIAL CHANGE



BREAK OF MASS THROUGH ACCENT TREATMENT AND MATERIAL CHANGE

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PRECEDENT IMAGES



270-288 CHURCH ST, TORONTO, CA



WHEATON REVITALIZATION PROJECT



WHEATON REVITALIZATION PROJECT



FLATS 8300 BETHESDA, MARYLAND



BIOTECH BUILDING E SEATTLE, WA



NIH BUILDING 33 BETHESDA, MARYLAND



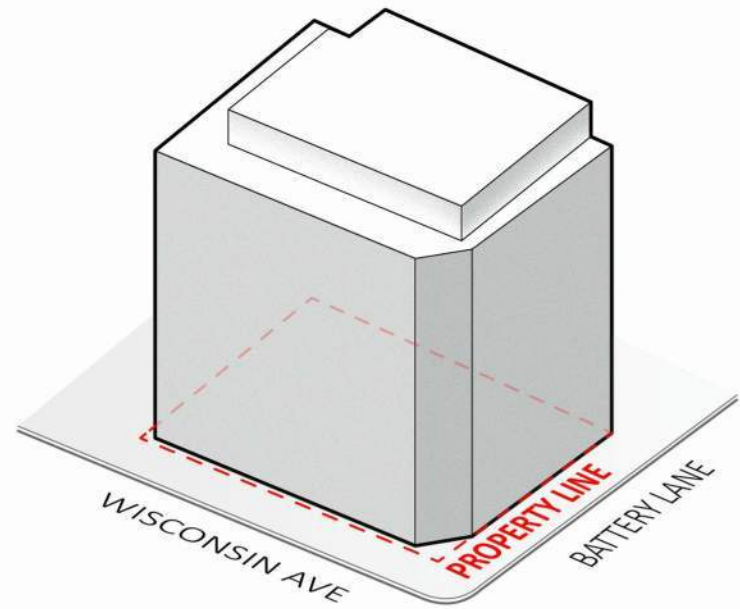
270-288 CHURCH ST, TORONTO, CA

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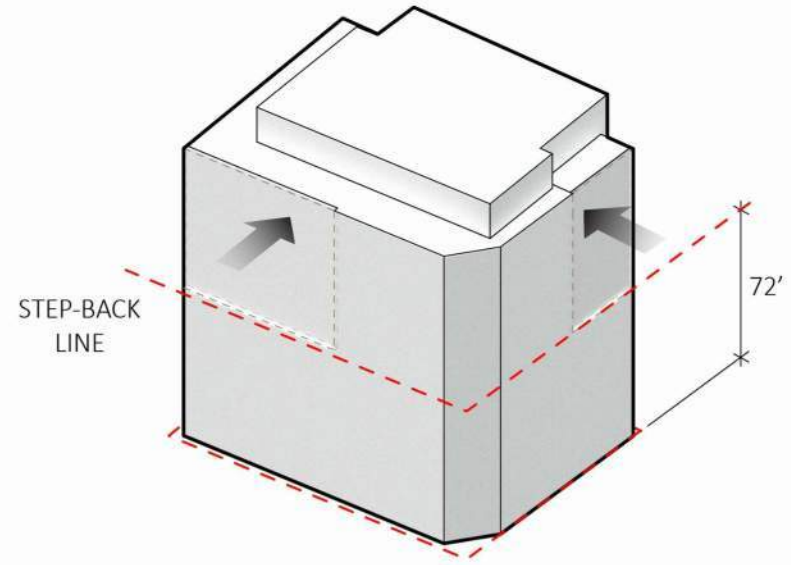
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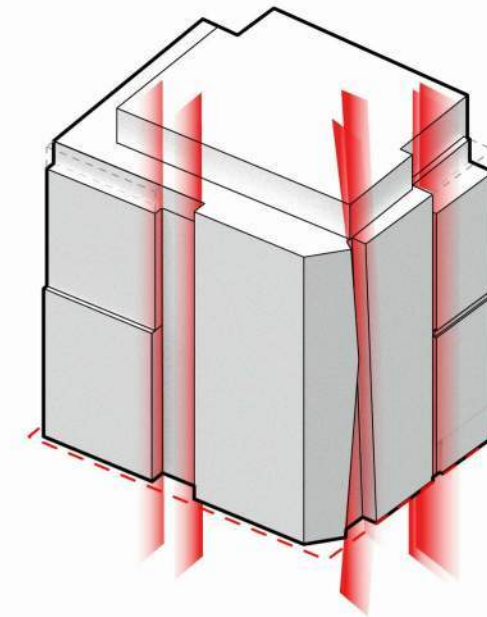
FORM DEVELOPMENT GUIDELINES



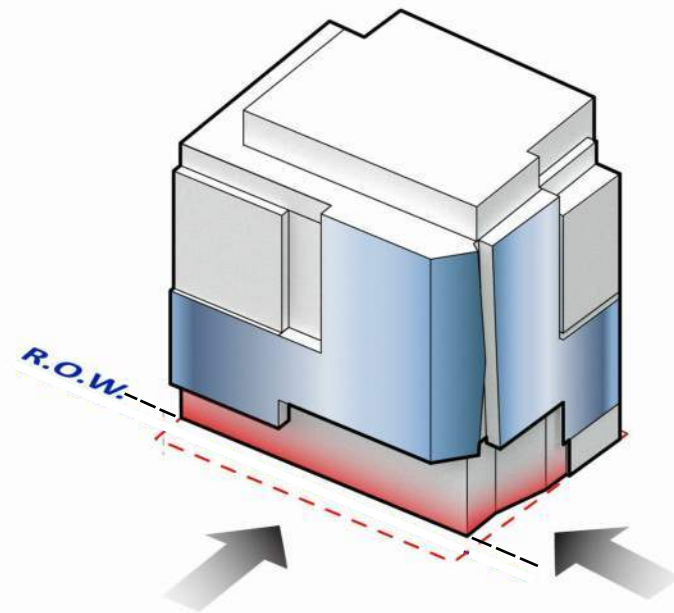
1 ACKNOWLEDGE THE CORNER



2 BREAK DOWN MASS IN SECTION



3 BREAK DOWN MASS IN PLAN



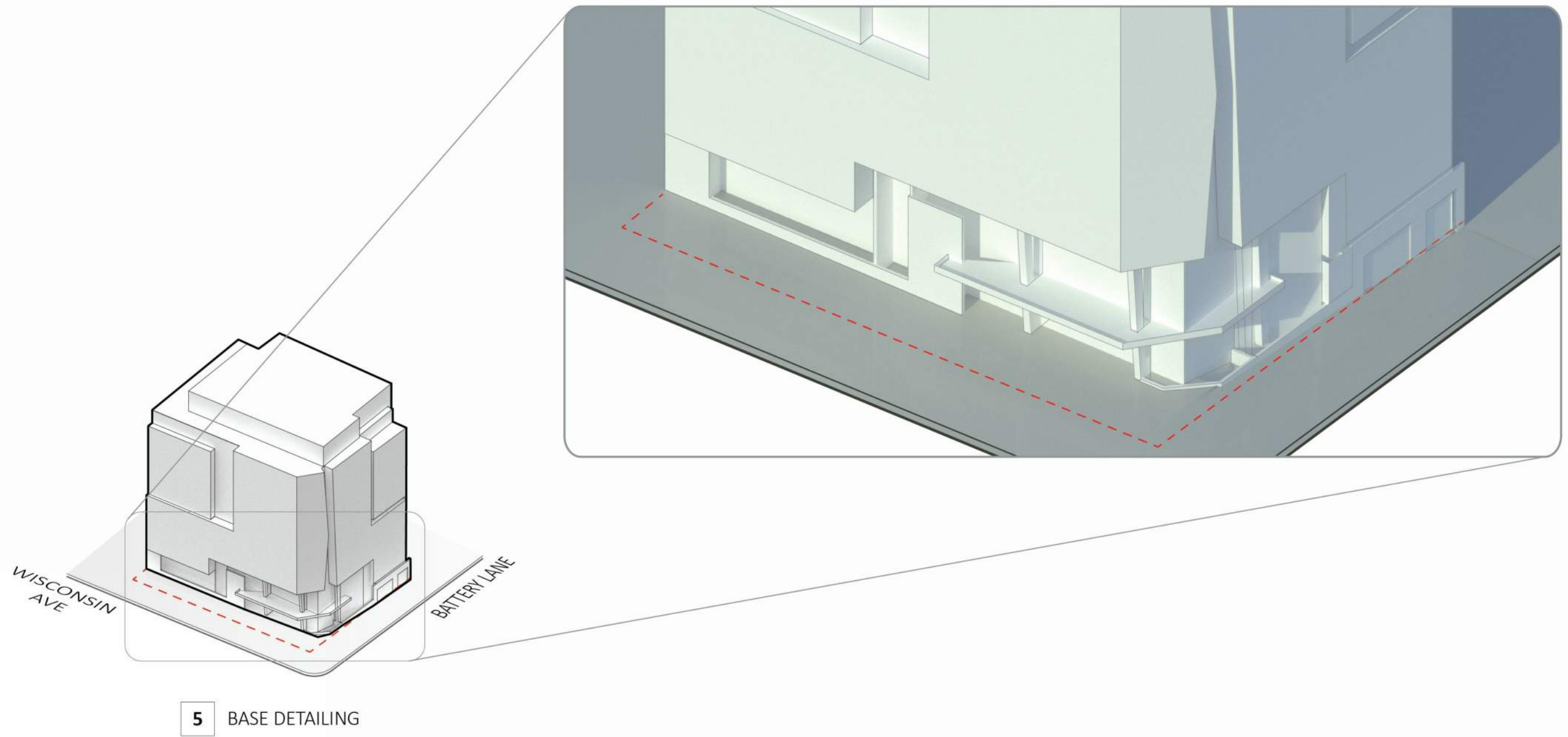
4 BASE SETBACK AND
CREATE RELIEF IN FACADE OVERHANG

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FORM DEVELOPMENT GUIDELINES (CONT'D)

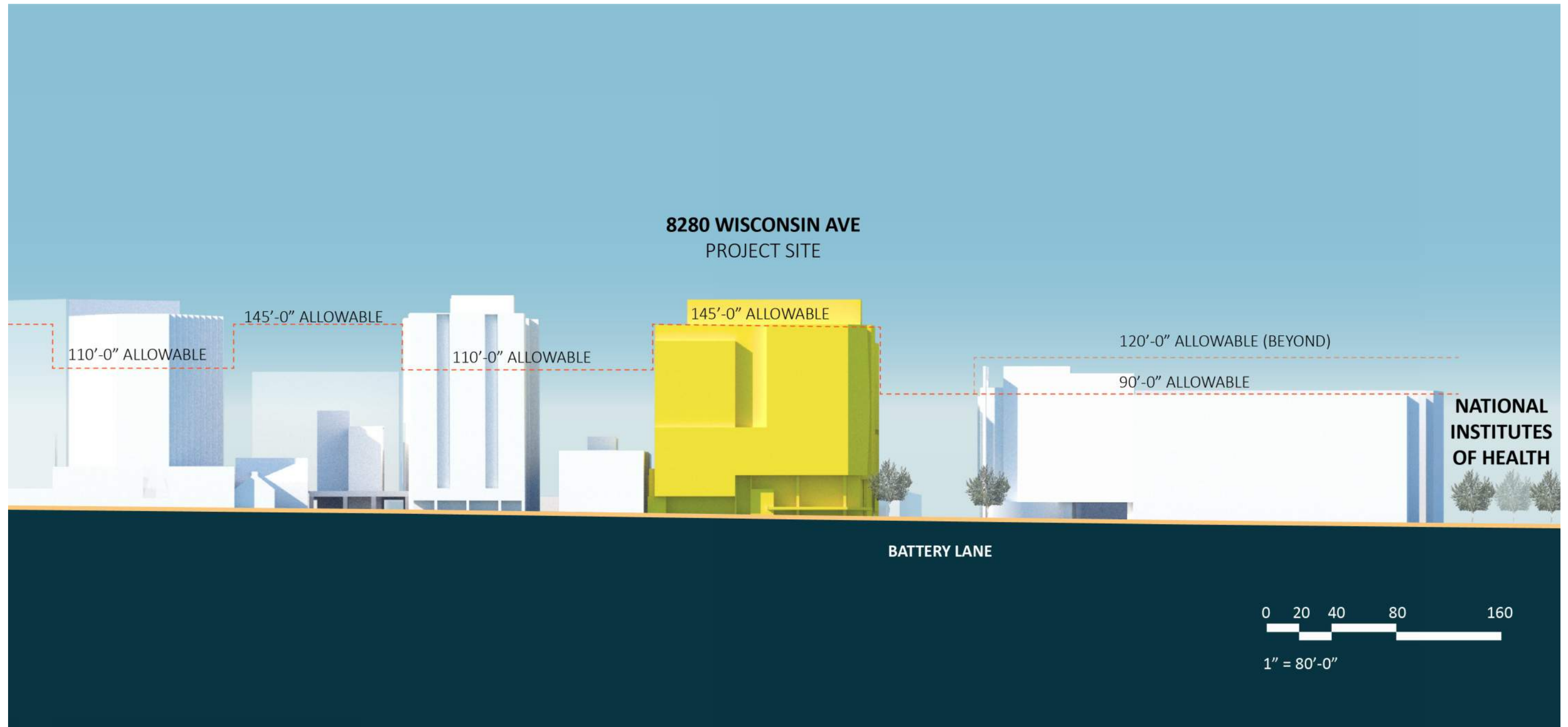


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STREET PROFILES N/S



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STREET PROFILES - E/W



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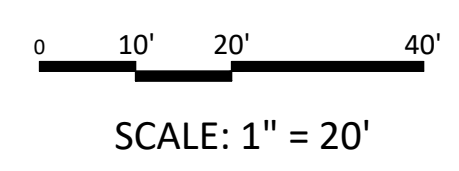
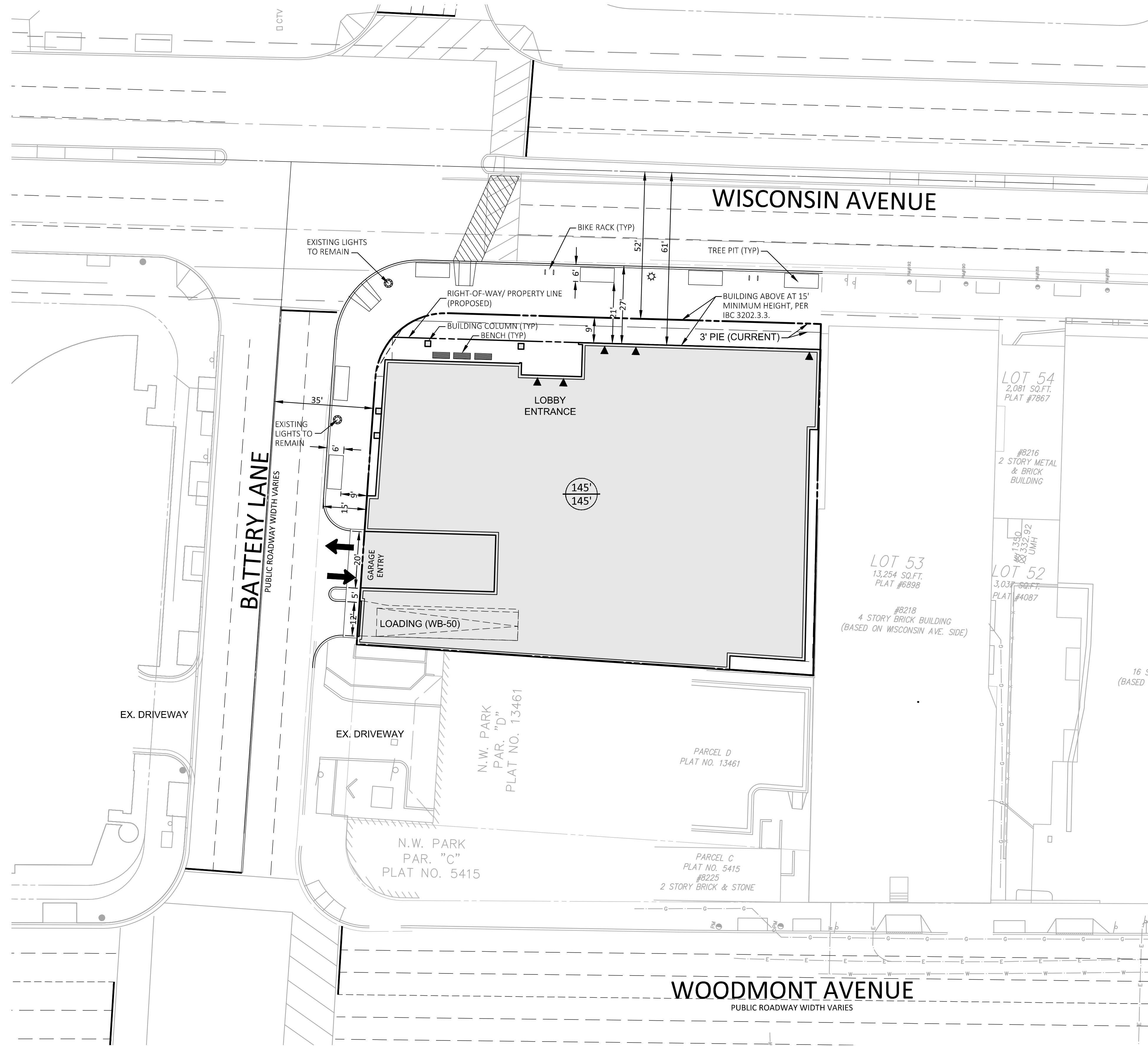
CONTEXT PLAN



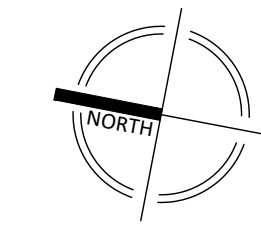
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SCALE: 1" = 20'



AERIAL VIEW



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WISCONSIN AVE VIEW (MINIMAL CONTEXT)



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BATTERY LANE VIEW



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JONES BRIDGE VIEW, WITHOUT 8280



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JONES BRIDGE VIEW



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WISCONSIN AVE VIEW, WITHOUT 8280



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WISCONSIN AVE VIEW

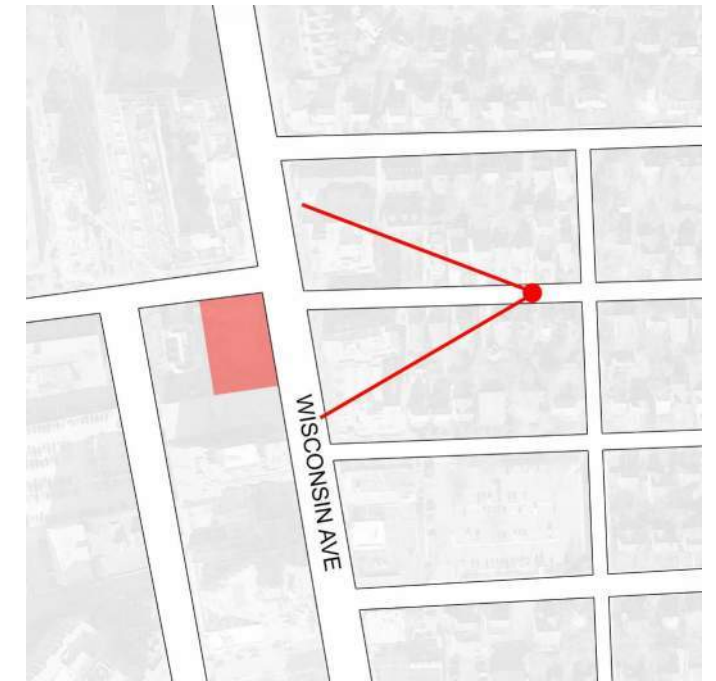


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ROSEDALE VIEW

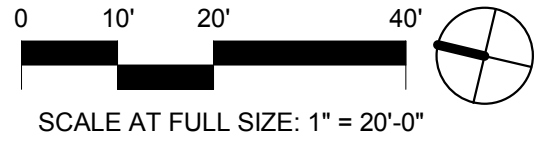


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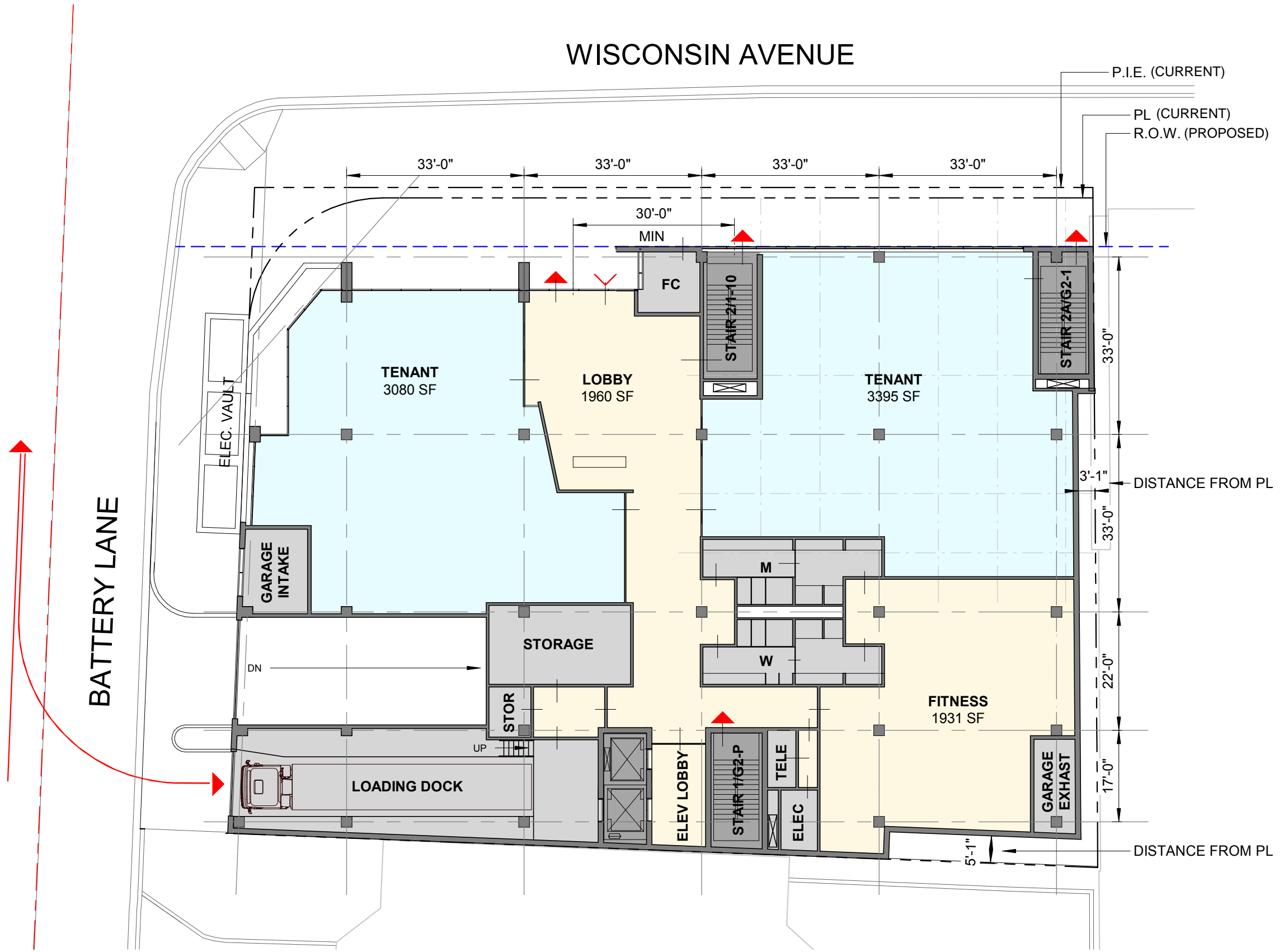
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FIRST FLOOR PLAN



WISCONSIN AVENUE

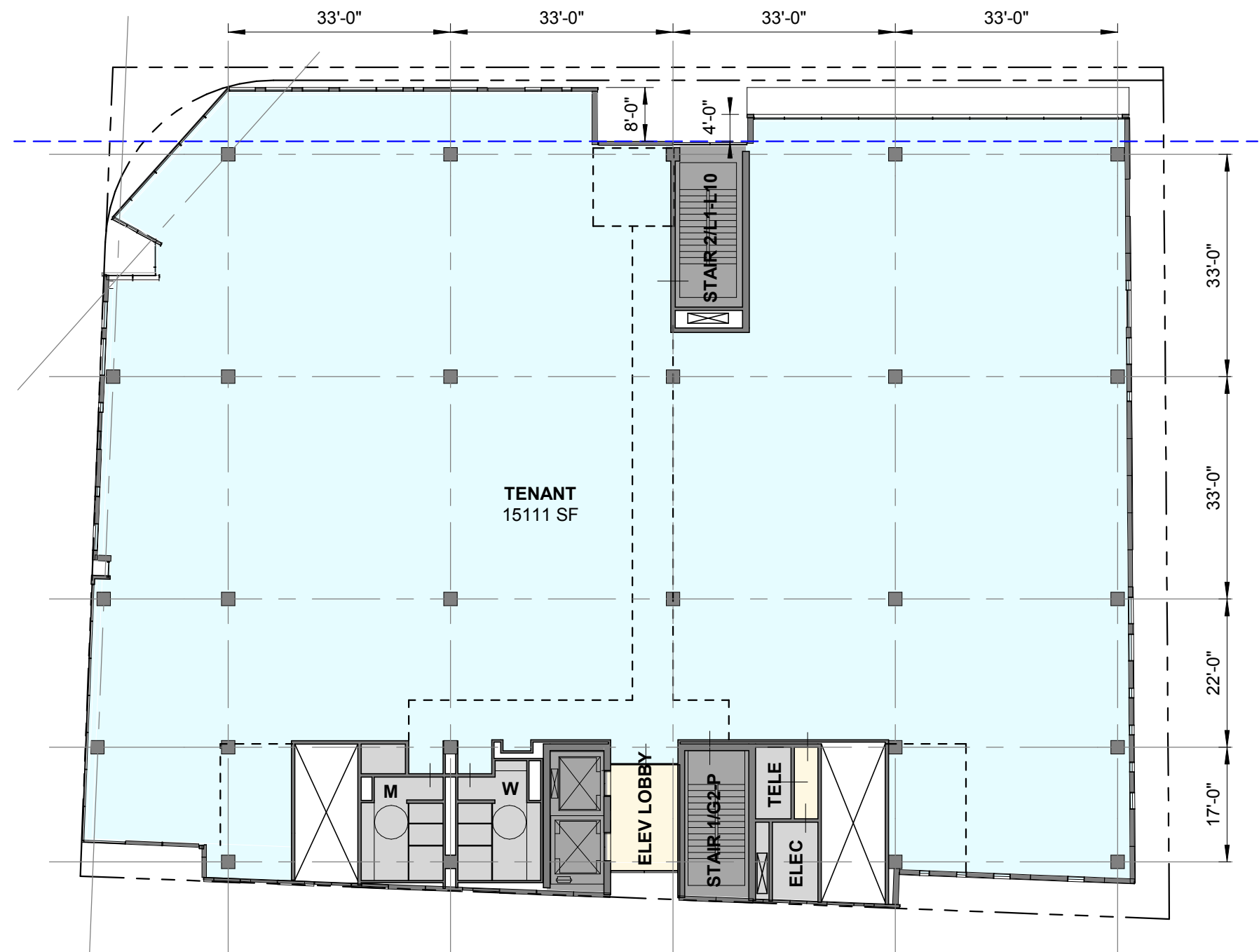
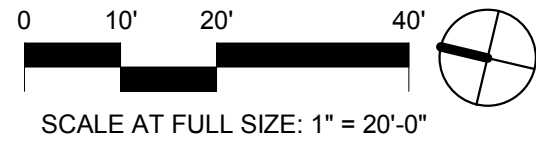


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TYPICAL FLOOR PLAN

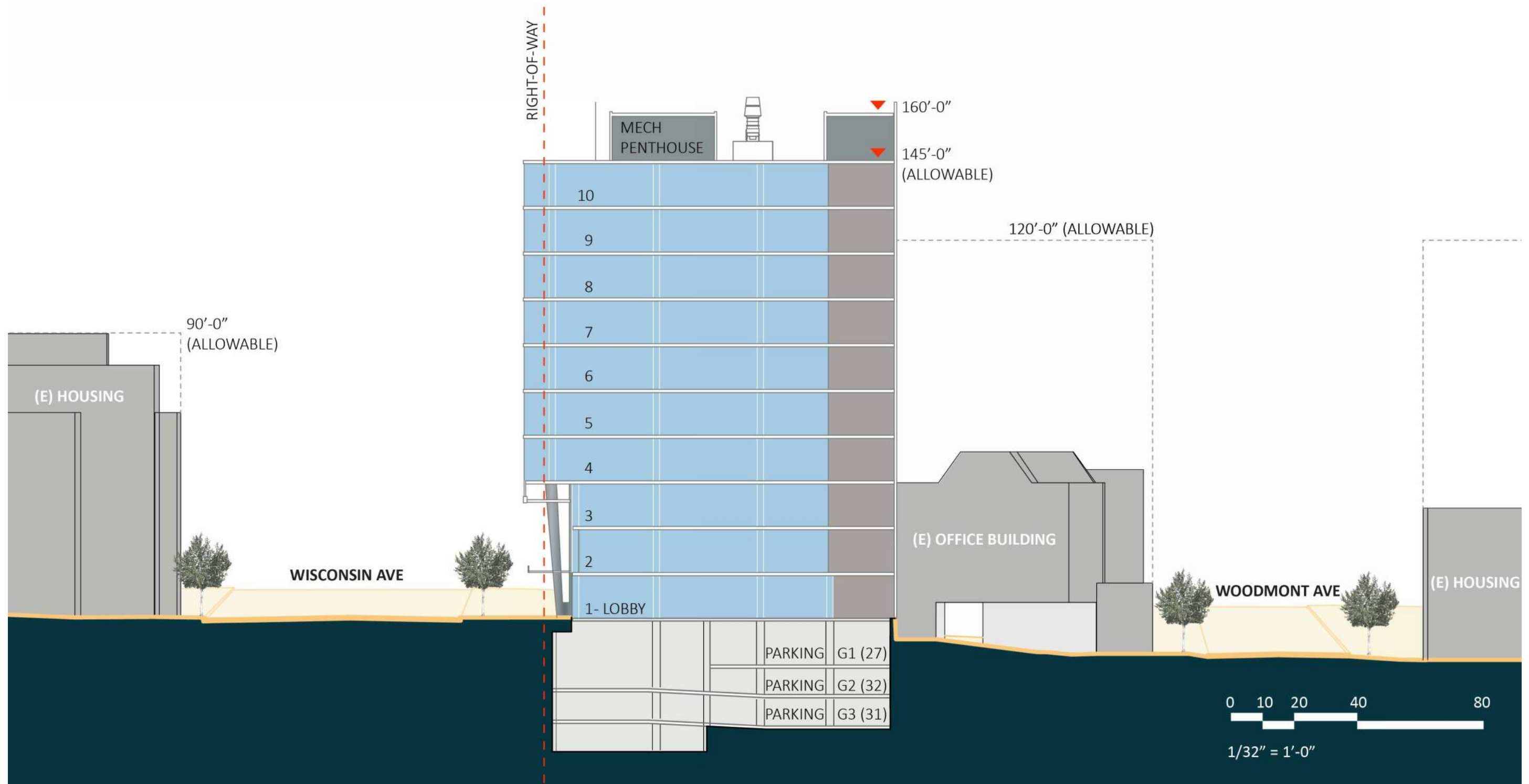


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BUILDING SECTION - E/W

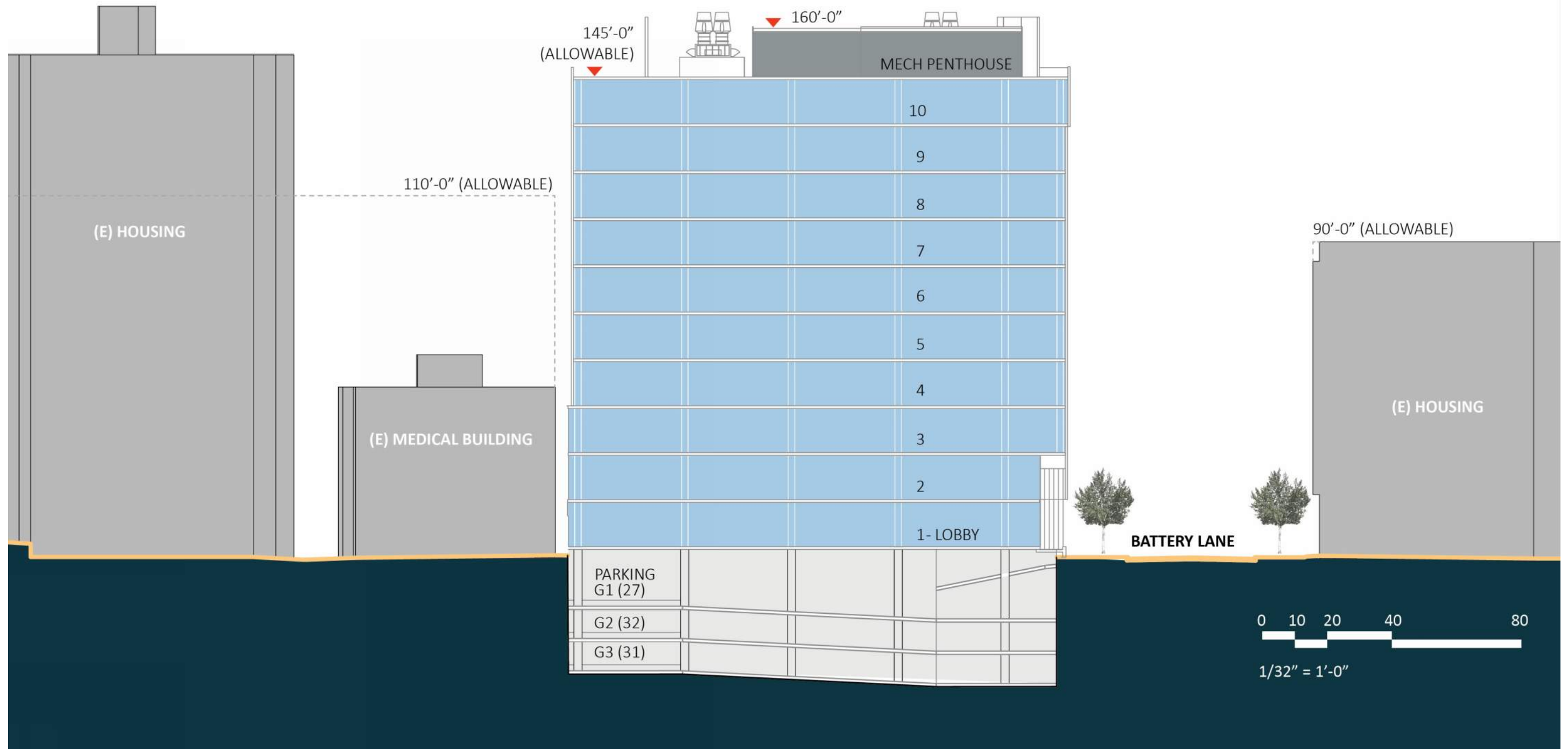


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BUILDING SECTION N/S



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