

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>	<p>Check if requesting additional density through the Bethesda Overlay Zone (BOZ)</p>		



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
 - Drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible



EDGEMONT II

Equity Residential

June 13, 2018

Bethesda Downtown

Design Advisory Panel



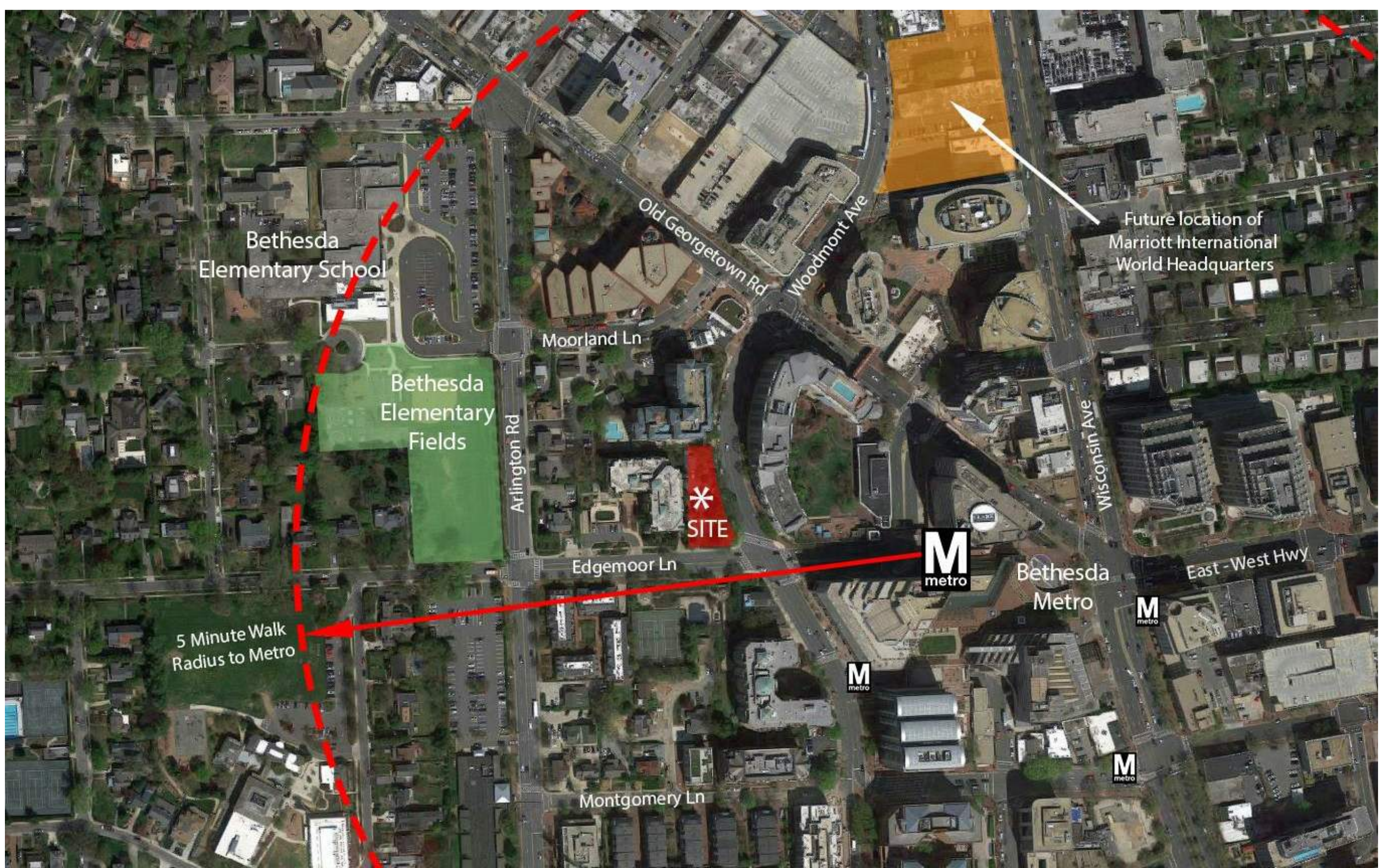
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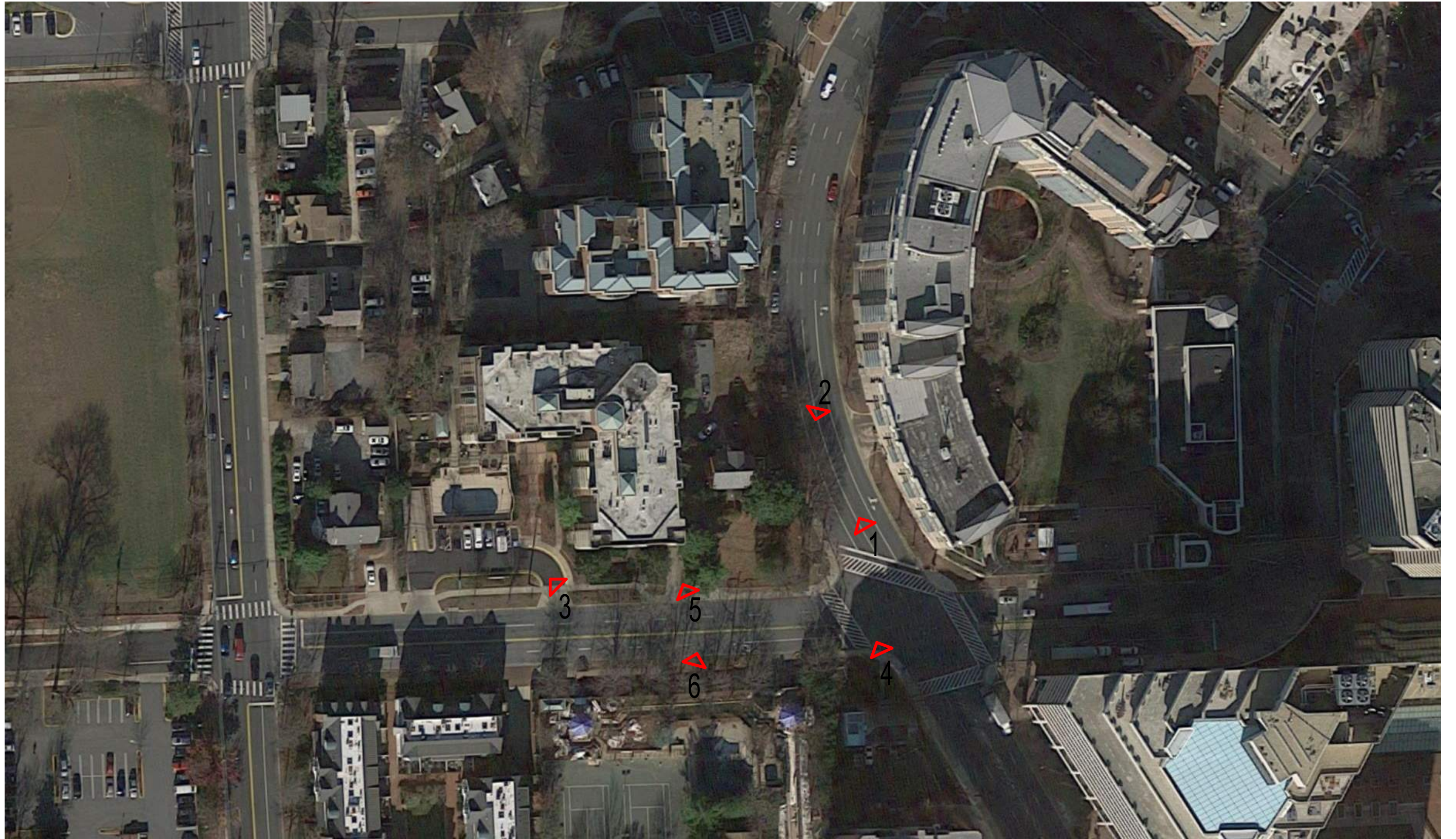
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PROPERTY LOCATION



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1. WOODMONT AVENUE LOOKING NORTH



2. WOODMONT AVENUE LOOKING SOUTH



3. EXISTING STREET LEVEL PARKING



4. CORNER OF WOODMONT AVE. AND EDGEMOOR LANE



5. LOADING ALLEY ON EDGEMOOR LANE

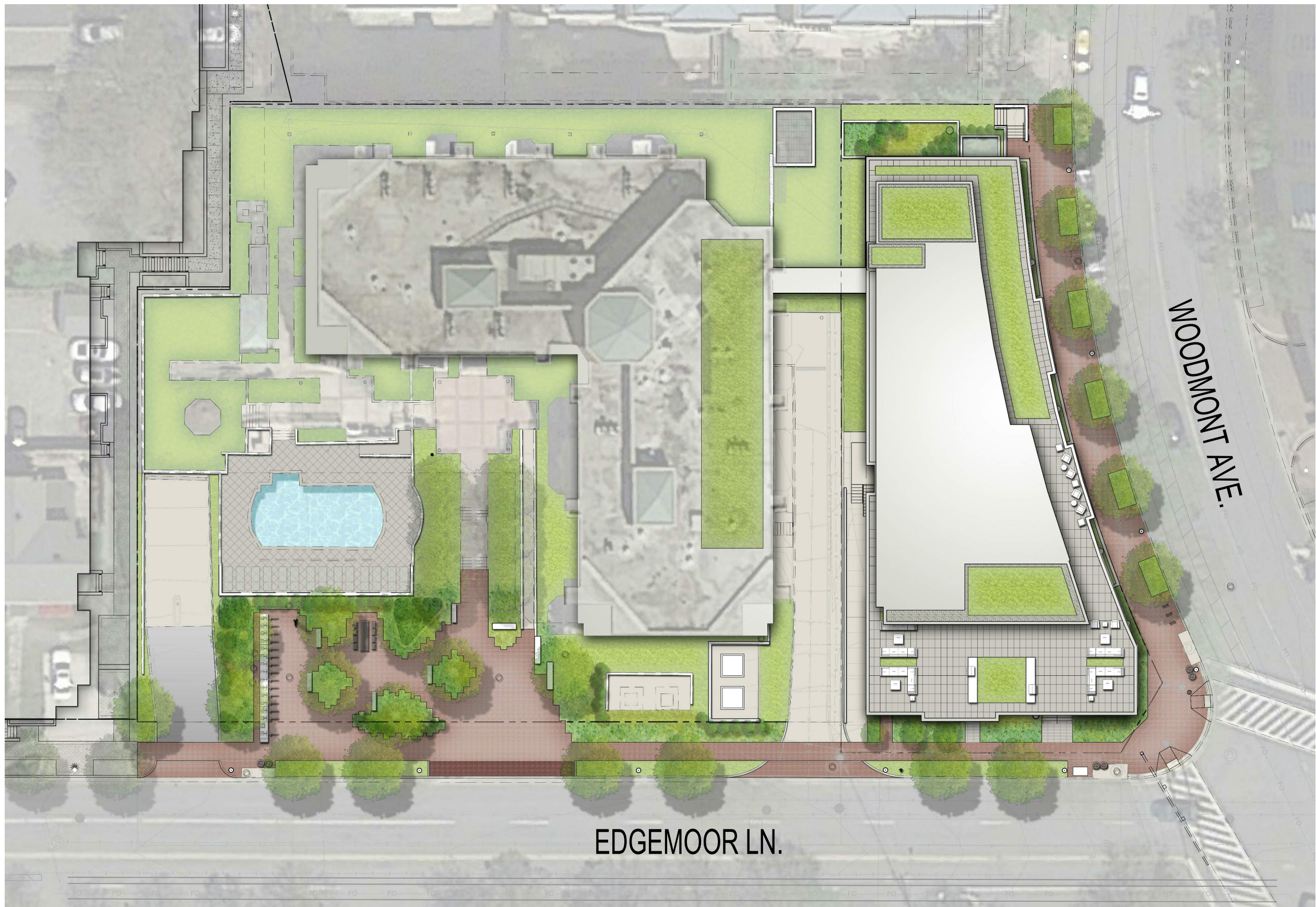


6. EDGEMOOR LANE

ILLUSTRATIVE SITE PLAN



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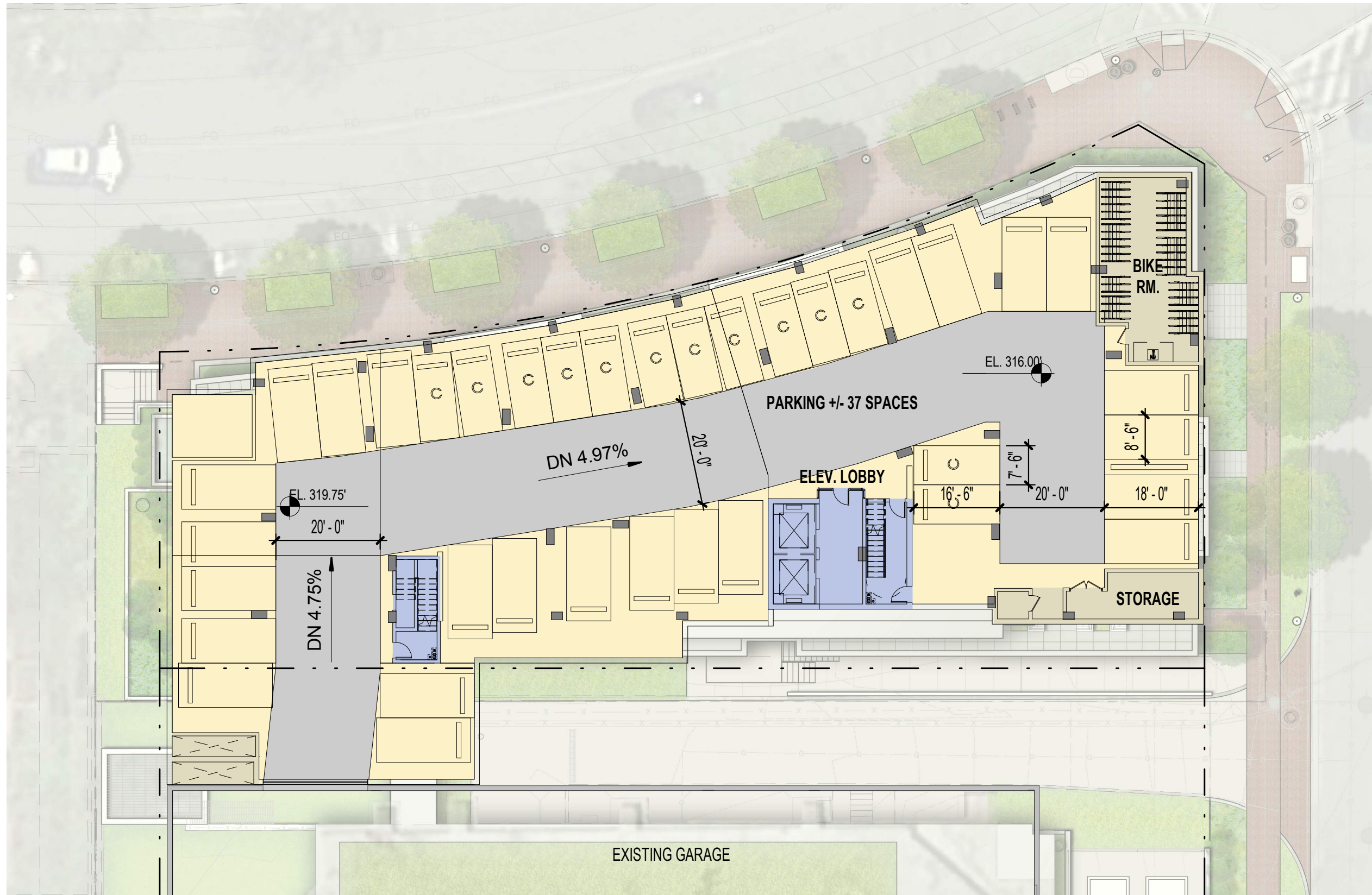


TYPICAL FLOOR PLANS

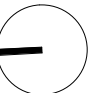


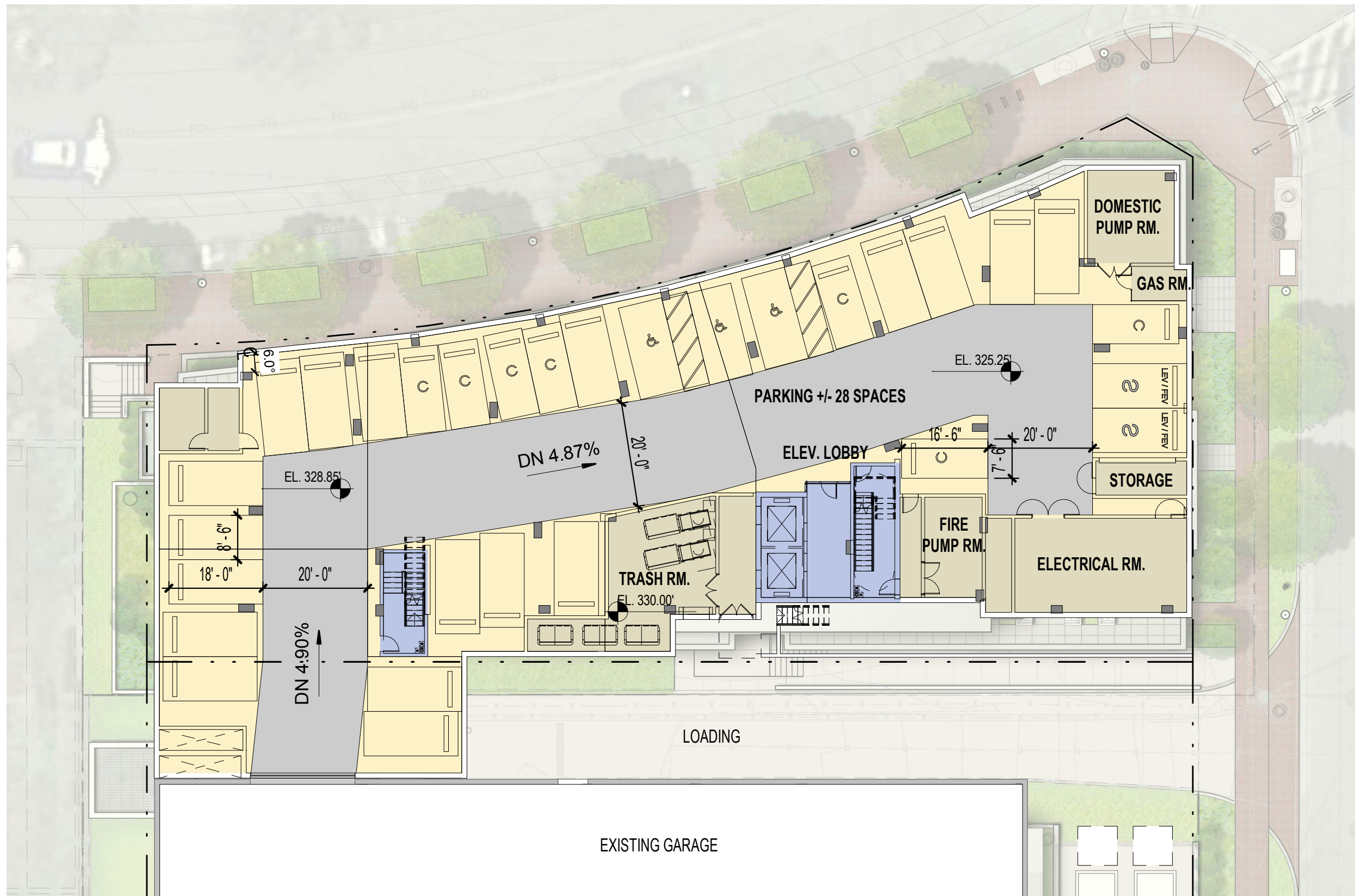
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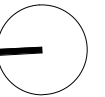


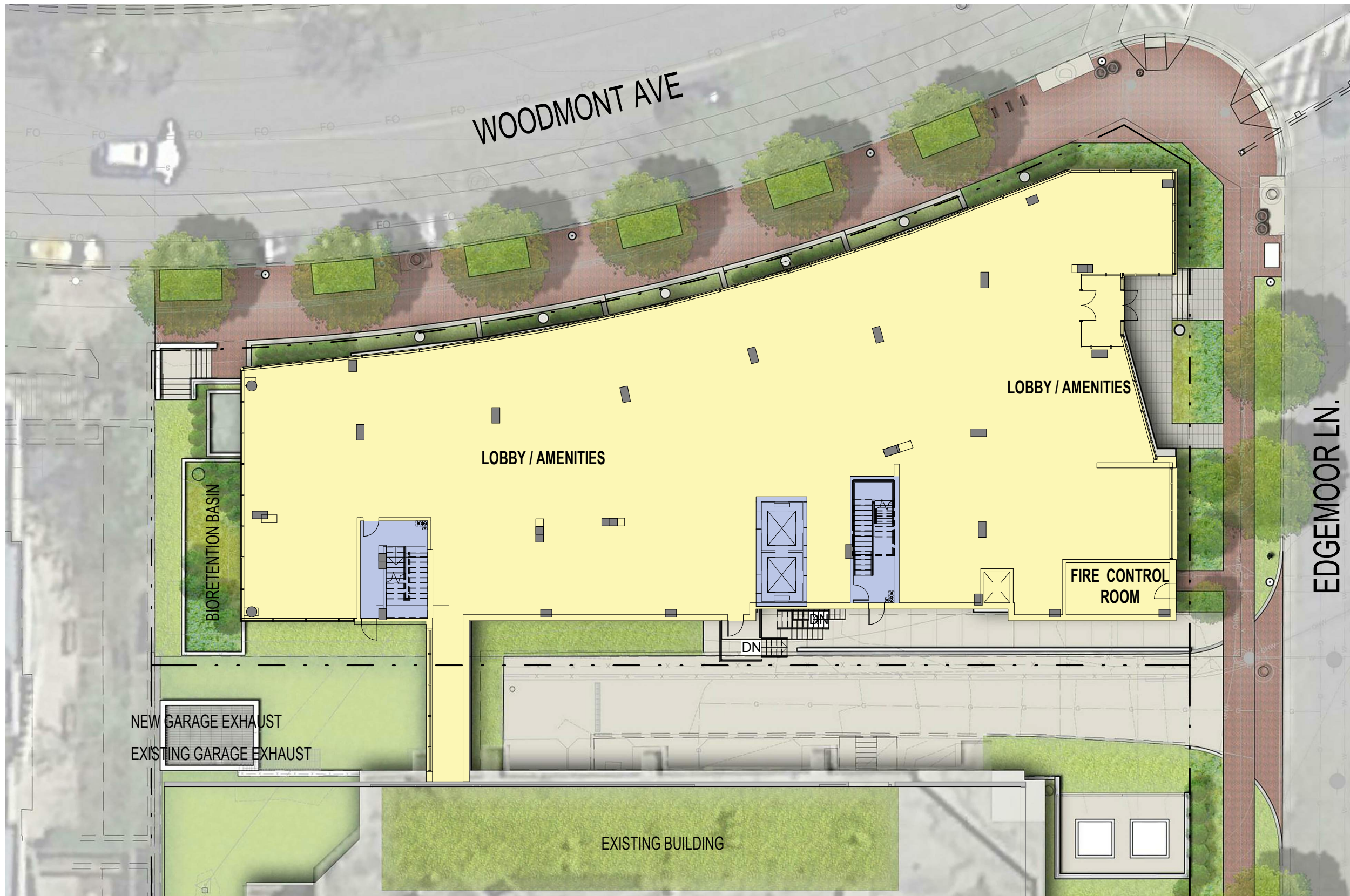
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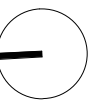
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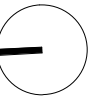
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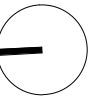


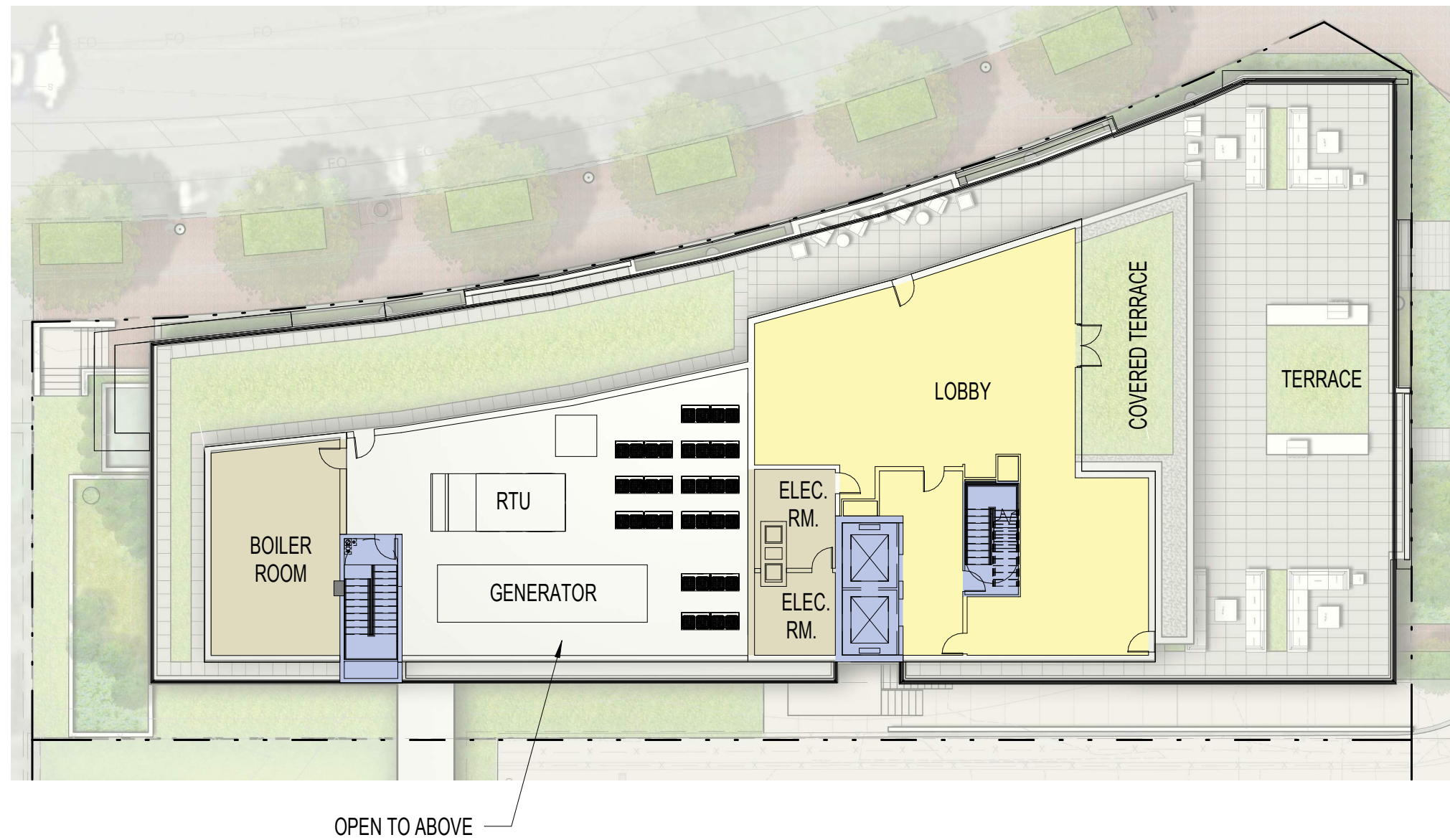
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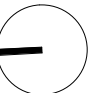


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PERSPECTIVES/MASSING



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 Equity Residential

EDGEMONT II | BETHESDA, MD

06-13-2018 | **DAP-12**

SK+I
ARCHITECTURE

Perspective - Woodmont Ave & Edgemoor Ln.









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Aerial - Northeast







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06-13-2018 | **DAP-19**

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ARCHITECTURE

Street View - Woodmont Ave.



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06-13-2018 | **DAP-20**

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ARCHITECTURE

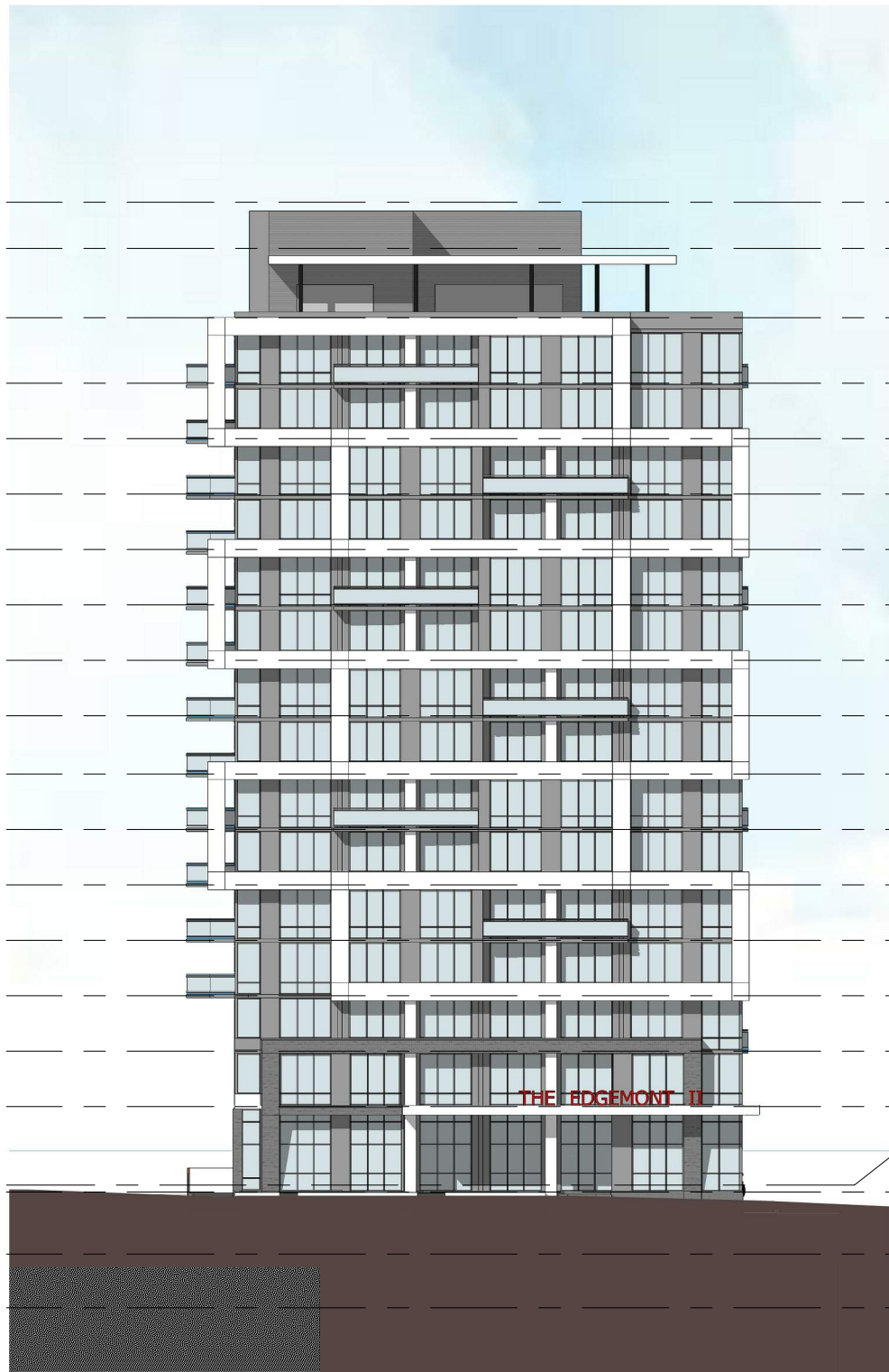
Street View - Woodmont Ave.

ELEVATIONS AND SECTIONS



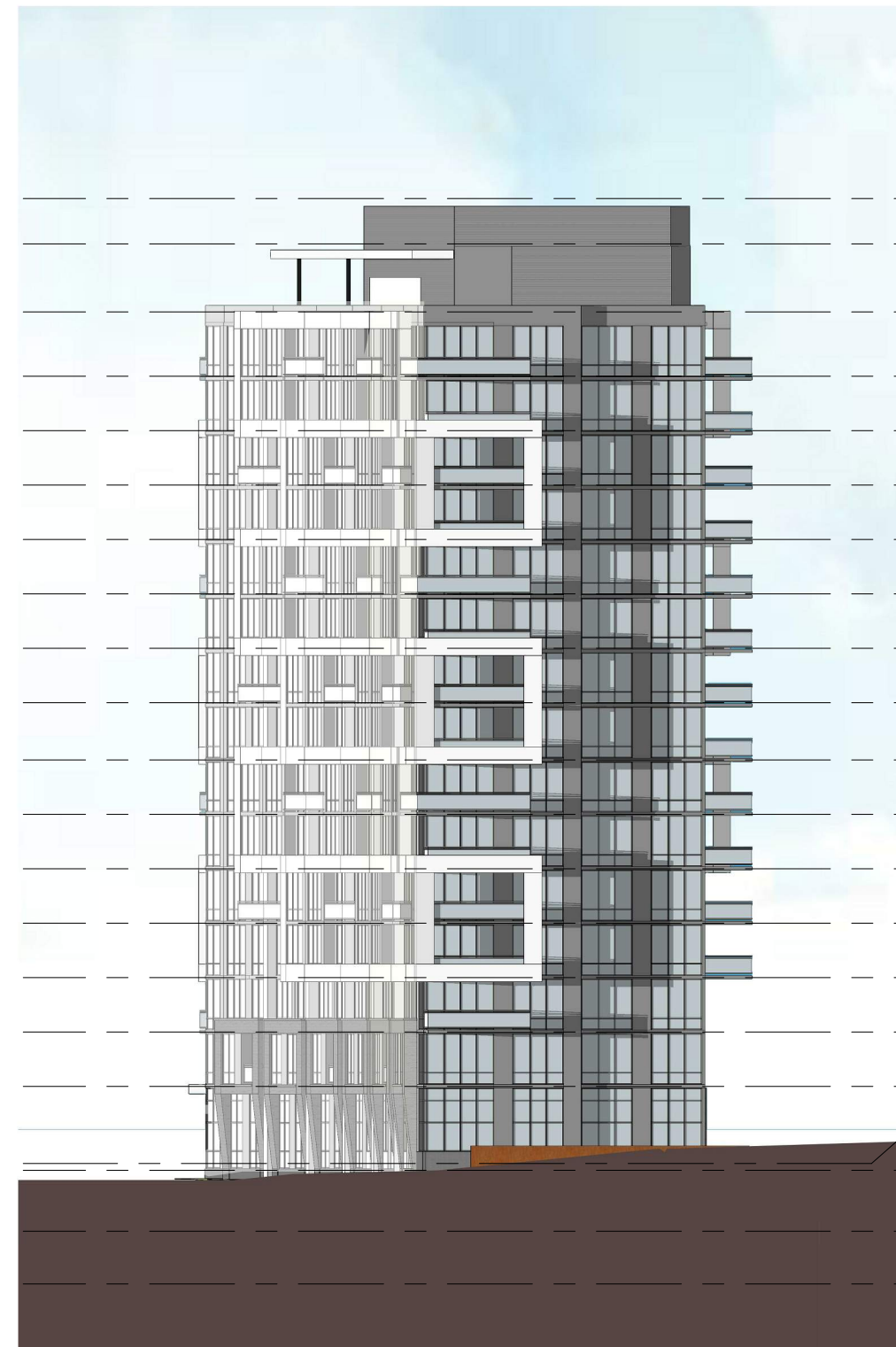
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- MECH. ROOF T.O.W.
- MECH. ROOF T.O.S.
- MAIN ROOF
- 15TH FLOOR
- 14TH FLOOR
- 13TH FLOOR
- 12TH FLOOR
- 11TH FLOOR
- 10TH FLOOR
- 9TH FLOOR
- 8TH FLOOR
- 7TH FLOOR
- 6TH FLOOR
- 5TH FLOOR
- 4TH FLOOR
- 3RD FLOOR
- 2ND FLOOR
- MEASURING POINT
- 1ST FLOOR
- G1 LEVEL
- G2 LEVEL

EDGEMOOR (SOUTH) ELEVATION



- MECH. ROOF T.O.W.
- MECH. ROOF T.O.S.
- MAIN ROOF
- 15TH FLOOR
- 14TH FLOOR
- 13TH FLOOR
- 12TH FLOOR
- 11TH FLOOR
- 10TH FLOOR
- 9TH FLOOR
- 8TH FLOOR
- 7TH FLOOR
- 6TH FLOOR
- 5TH FLOOR
- 4TH FLOOR
- 3RD FLOOR
- 2ND FLOOR
- MEASURING POINT
- 1ST FLOOR
- G1 LEVEL
- G2 LEVEL

NORTH ELEVATION

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EDGEMONT II | BETHESDA, MD

06-13-2018 | **DAP-21**



Elevations - Edgemoor and North

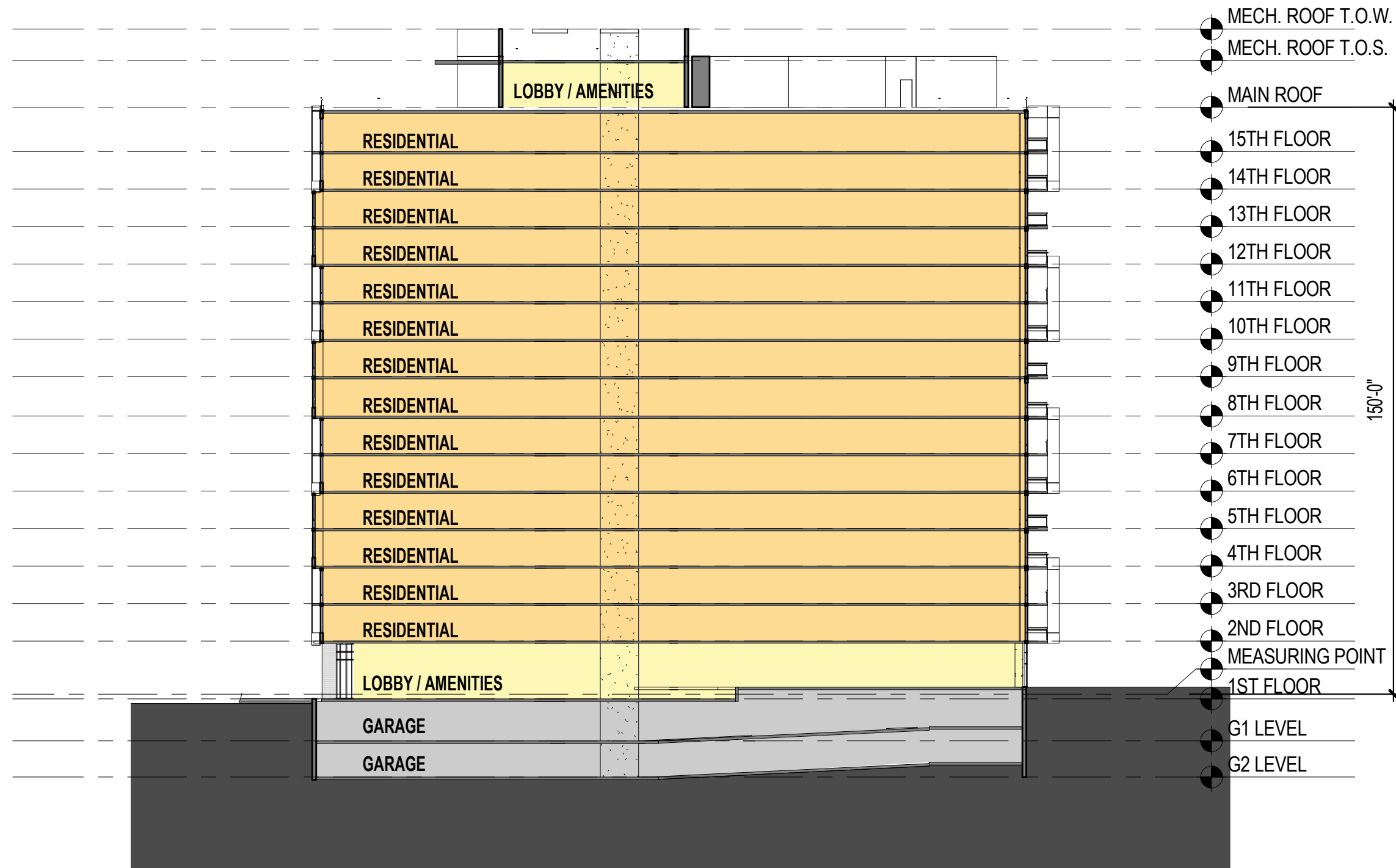




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DESIGN GUIDELINE DIAGRAMS



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WOODMONT AVENUE

2.1.3 Downtown Mixed-Use Street

Downtown Mixed-Use Streets typically accommodate high levels of pedestrian activity with frequent parking turnover, as well as loading and service access needs for local businesses and multi-unit residential buildings. These streets are predominantly lined by mid- to high-rise buildings with a mix of commercial and residential uses. Examples of Downtown Mixed-Use Streets include Woodmont Avenue and most streets in the Downtown Bethesda core and Woodmont Triangle District.

Table 2.02: Downtown Mixed-Use Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5 - 8 ft. **Plant: 7 ft**
- B. Pedestrian Through Zone: 8 - 12 ft. **Pedestrian: 8 ft**
- C. Frontage Zone*: 0 - 7 ft.

Building Placement

- D. Build-to Line: 15- 20 ft. from street curb **Build-to Line: 15 ft**

Building Form

- E. Base Height: 3-6 stories (35-70 ft.) **Base Height: 25 ft**
- F. Step-back: 10-15 ft.** **Step-back: 2 ft**

Alternative Treatments

** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.

See Sheet 34



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EDGEMOOR LANE

2.1.7 Neighborhood Local Street

Neighborhood Local Streets are typically narrow side streets that accommodate shared bike uses, access to residential parking, on-street parking and low traffic volumes with very slow auto speeds. Sidewalks along these streets are often narrower than on other types because of the constrained street width.

Intent: Building and sidewalk designs along Neighborhood Local Streets should provide efficient and comfortable access from the urban core to neighborhoods of low-scale buildings and detached homes. Because local streets provide a transition from the downtown core to surrounding neighborhood streets, the height of building frontages should reflect this change in scale.

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See Sheet 34

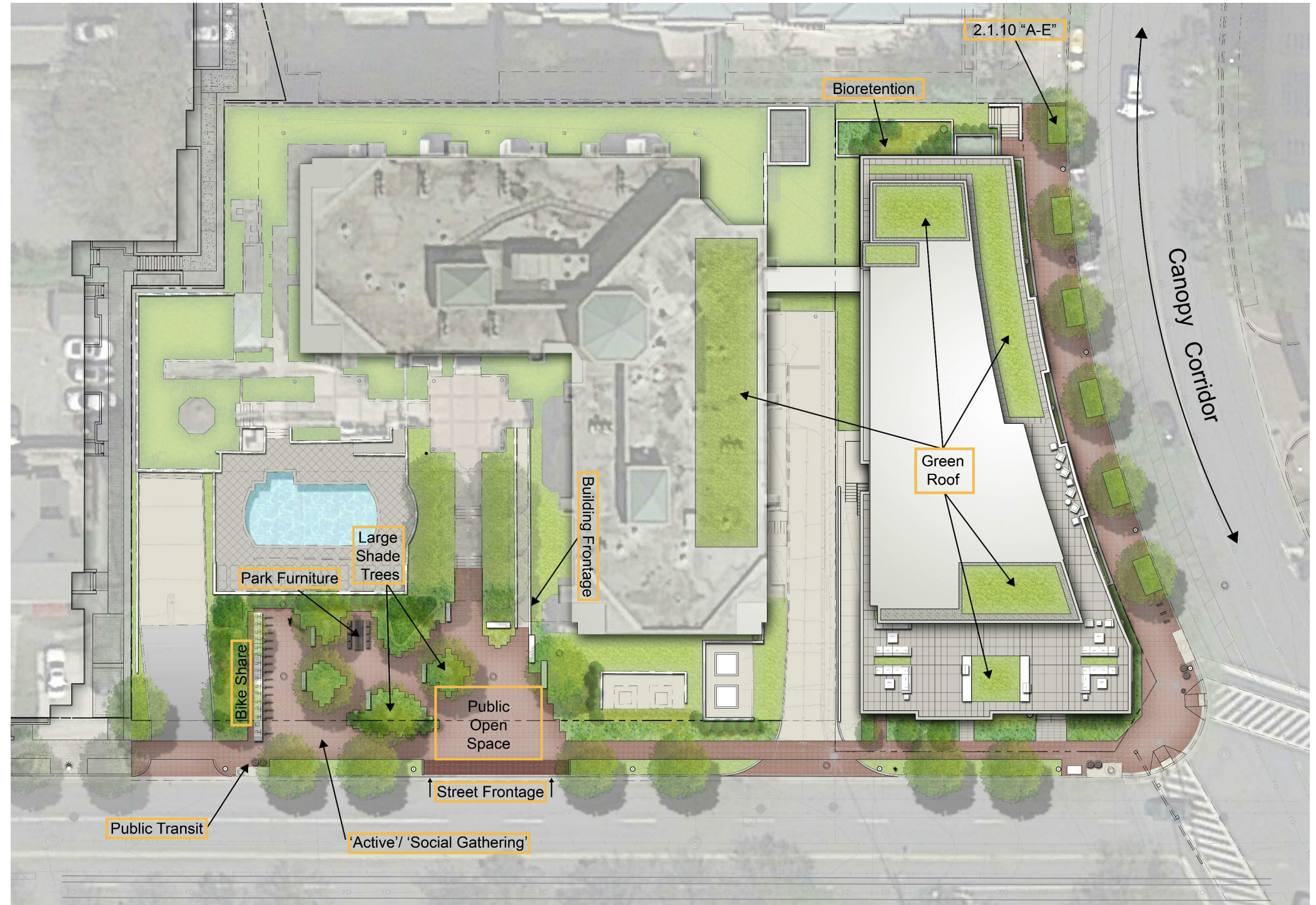


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2.2.2 Design Guideline Elements

The existing and proposed parks are shown in Figure 2.09, and include park and open space types from the Bethesda Downtown Sector Plan. Below is a list of the main elements of these design guidelines. Each element will be described in more detail in the following pages.

- ✓ A. Intent, Key Features, and Size
- ✓ B. Experiences and Mix of Uses
- ✓ C. Relationship to Adjacent Uses
- ✓ D. Site Access and Connectivity/ Social Equity
- ✓ E. Special Features
- ✓ F. Frequency of Use
- ✓ G. Community Benefits



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2.3.2 Green Cover

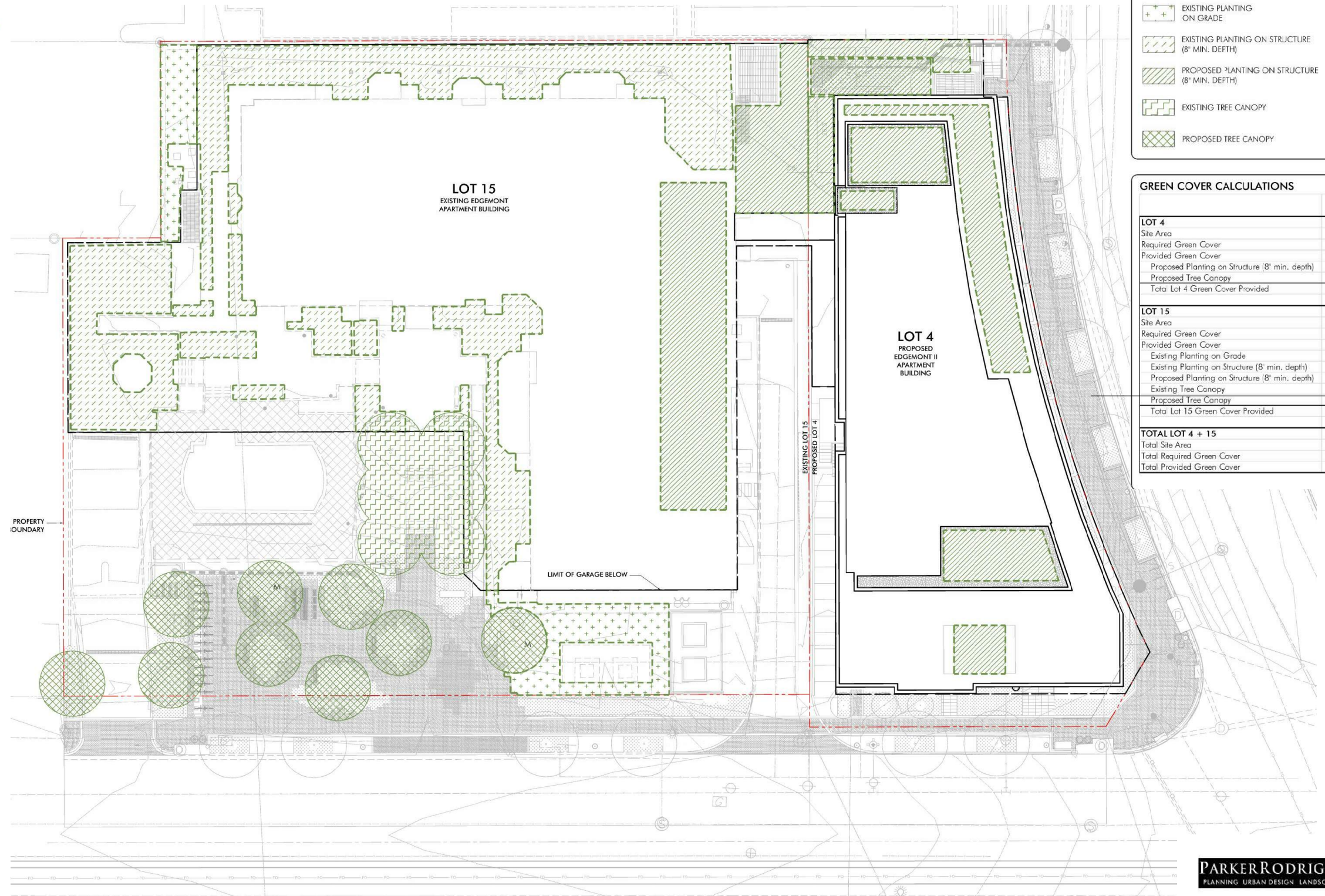
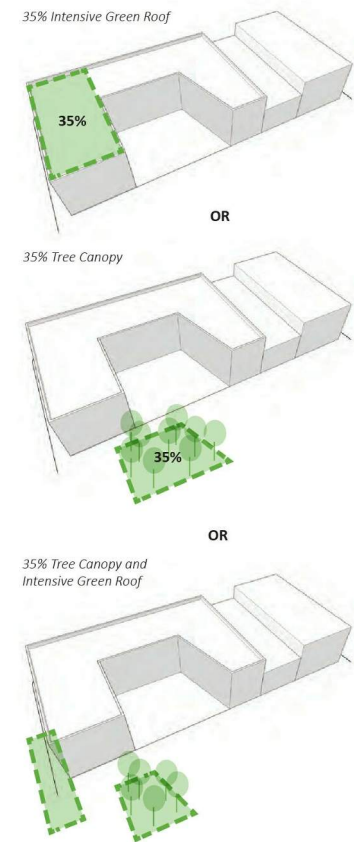
Intent: The green cover guidelines are intended to increase overall tree canopy cover, expand green corridors, reduce heat island effect, improve air quality and carbon sequestration capacity and improve ecological biodiversity. See the Sector Plan Section 2.4.1 Urban Green.

Guidelines:

On private property, provide a minimum of 35 percent* green cover, which may include singularly or a combination of the following:

- A. Intensive green roof (6 inches or deeper) on 35 percent of rooftop.
- B. Tree canopy cover on 35 percent of landscape.
- C. A combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater.

** If on-site energy generation requires the use of the roof or open space, accommodations for these features may alter the 35 percent minimum green cover requirement.*



PARKER RODRIGUEZ, INC.
PLANNING URBAN DESIGN LANDSCAPE ARCHITECTURE

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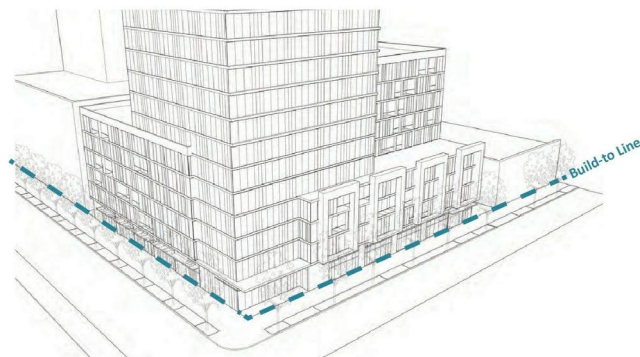
2.4.2 Base: Building Placement

Intent: To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.

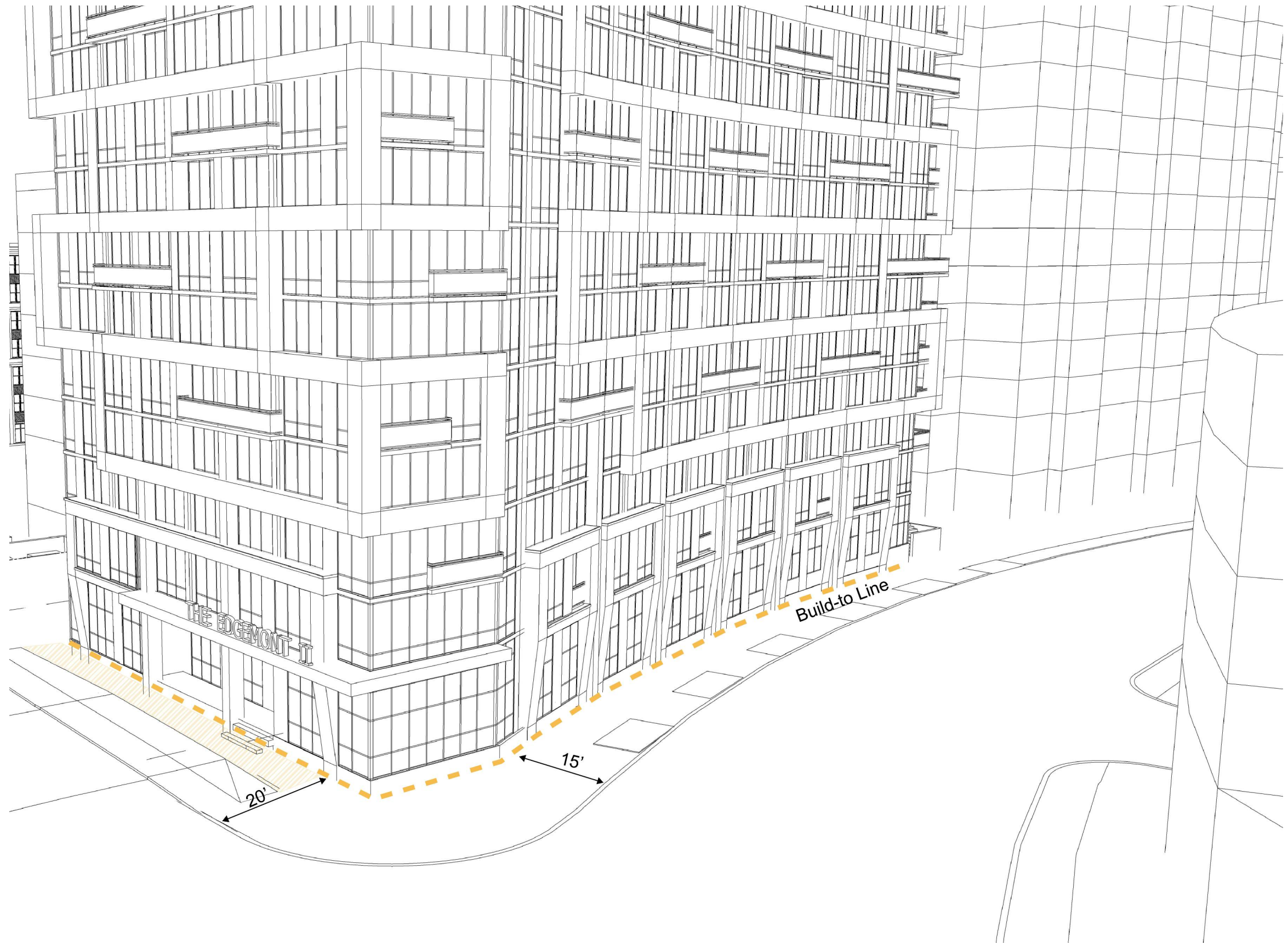
Guidelines:



- A. Place the facade of the building base along the recommended build-to-line to create a continuous street edge.
- B. Buildings taller than 200 feet that do not step back the upper floors should have a build-to-line of at least 20-30 feet.
- C. Where existing building lines for adjacent properties are set back more than the recommended build-to-line, buildings may be placed to align with this existing building line as long as it is within 5 feet of the recommended build-to line.
- D. Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.



The building base of Eleven 55 Ripley in Silver Spring creates a continuous edge along the sidewalk at a low-rise scale.
Source: Shalom Baranes Associates Architects



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2.4.3 Base: Street Activation

Intent: To encourage pedestrian activity by providing ground-floor and base design elements that engage with the sidewalk environment.

Guidelines:



- A. Provide frequent entries, transparency and operable walls where possible to encourage visual and physical connections between the ground floor and the public sidewalk. Avoid long blank walls along the sidewalk.
- B. Orient private balconies and terraces toward the street to encourage an interface between the private and public realms and to create eyes on the street.
- C. Include elements such as texture materials, awnings, plantings, signage and seating to create a visually engaging and inviting building edge to frame the sidewalk and create stopping points to relax, gather and socialize.
- D. Place particular focus on active ground floor design along the portions of streets identified as the recommended retail nodes in the *Planning Strategy for the Downtown Bethesda Plan*.

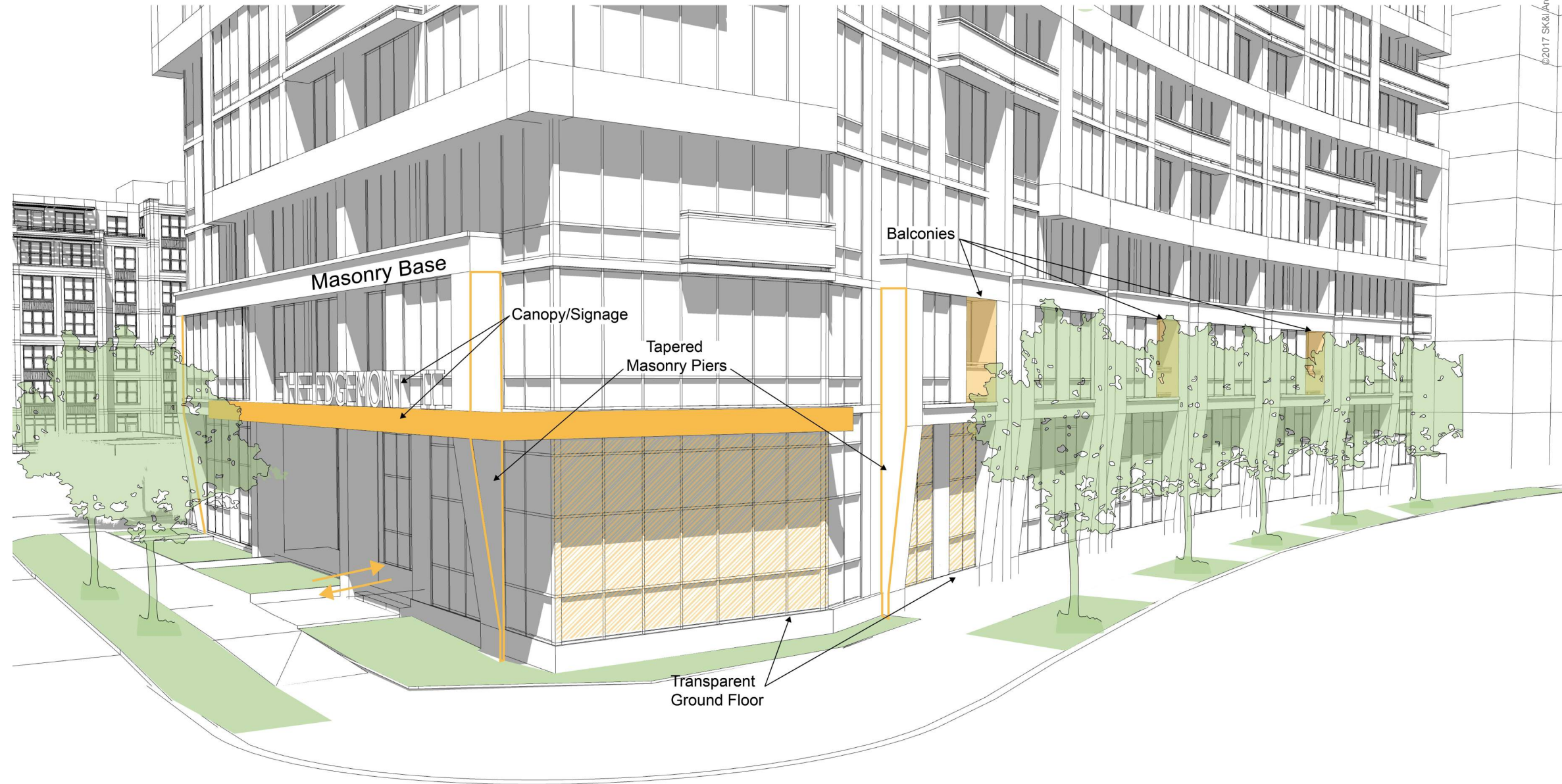
B. Orient balconies and terraces toward the street.

C. Include elements such as textured materials, awnings, signage, plantings and seating.

A. Provide frequent entries and ground floor transparency.



Commercial ground floor activation



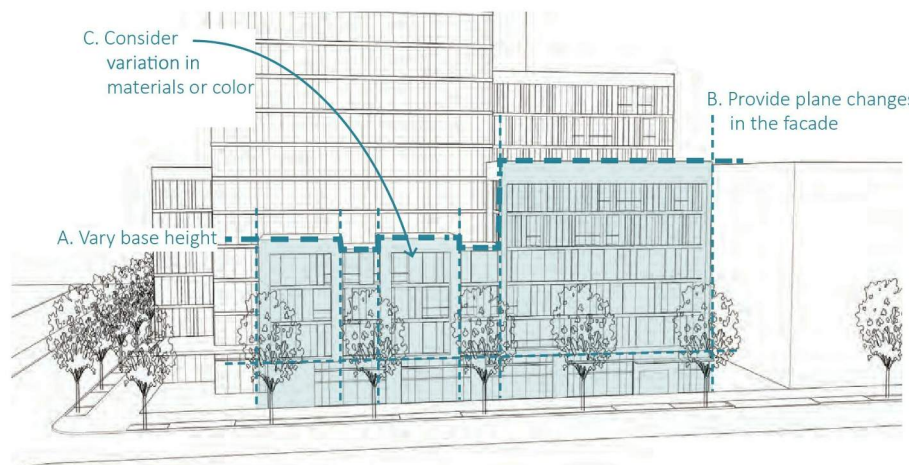
2.4.4 Base: Variation and Articulation

Intent: To ensure that facades are not exceedingly long, uninterrupted and rigidly uniform. These variations break up the mass of large buildings, add visual interest and promote human-scaled lower stories to relate to pedestrians.

Guidelines:



- A. Vary base height up to the maximum height designated by the street type. This variation should respond to the street character and typical widths, heights and modulation of existing buildings to create a contextually sensitive building wall along the street.
- B. Provide plane changes in the facade that create significant vertical and horizontal breaks, and shadow lines on the facade.
- C. Consider variation in building materials or color to add texture to lower floors most visible to those at pedestrian level.
- D. Avoid cantilevering the majority of the building mass over the Frontage Zone, public sidewalk or public open space to prevent interfering with street trees and blocking access to sunlight and sky views for pedestrians.



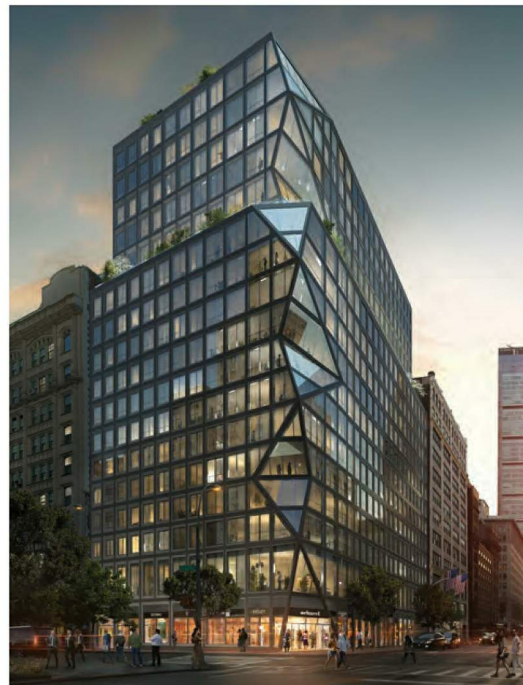
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2.4.5 Corner Treatments

Intent: To anchor and frame street intersections with a continuous building wall or unique design features.

Guidelines:

- A. Provide signature design elements on prominent corners or intersections as focal points. These prominent locations include sites adjacent to open spaces, with the tallest building heights and buildings that terminate major view corridors such as East-West Highway, Norfolk Avenue, Old Georgetown Road and Bethesda Avenue.
- B. The full height of tall buildings may be expressed at corners, as a way to provide variation and increased verticality on buildings with tower step-backs.
- C. Establish block corners with architectural articulation and activating uses. While market forces will dictate actual locations where retail operations are feasible, anchoring key block corners by including activating uses such as retail is encouraged.



This innovative design treatment articulates the building and creates an intersection focal point.
Source: OMA



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This innovative design treatment articulates the building and creates an intersection focal point.
Source: OMA



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2.4.6 Tower: Separation Distance

Intent: To allow access to light and air, limit the impact of shadows on the public realm and reduce the extent of large blank walls as new buildings develop at or near the property line.

Guidelines:

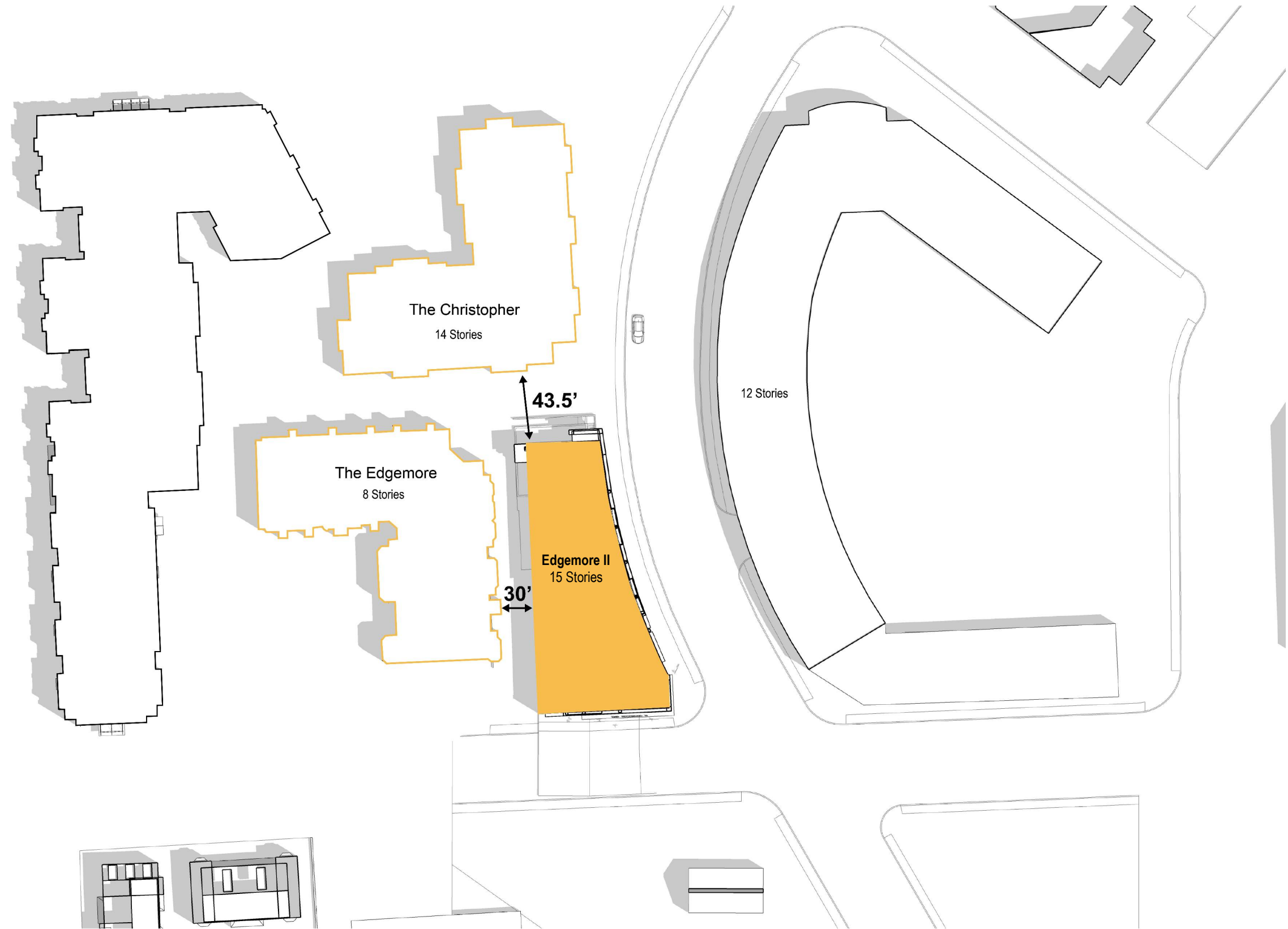
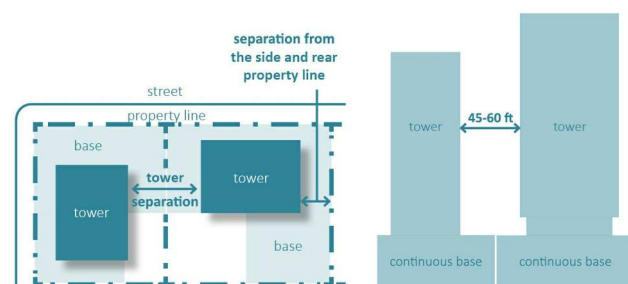
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- B. Provide a continuous building base along the lower floors.
- C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

Alternative Treatments:

Buildings below 120 feet or with limited property size/width/depth may reduce tower separation or consider party walls. If party walls are necessary, mitigate their visual impact with elements such as public art, lighting, texture and/or patterning that provide visual interest and are appropriate to the context and architecture of the building.

Where existing neighboring building towers are built to or close to the property line, new development should aim to achieve the total tower separation where possible. However, at a minimum, the new building tower levels should provide the separation distance indicated in *Guideline 2.4.6 A* from the side and rear property lines, except where building to the lot line could better address an existing blank wall condition.

Varied geometry in a building's upper floors, and facade modulation between buildings can also be used as methods to increase the perception of tower separation and allow access to light and air.



Bethesda Downtown Design Advisory Panel

2.4.8 Tower: “Menu” of Methods to Reduce Bulk

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.



APEX TOWER FOOTPRINT COMPARISON

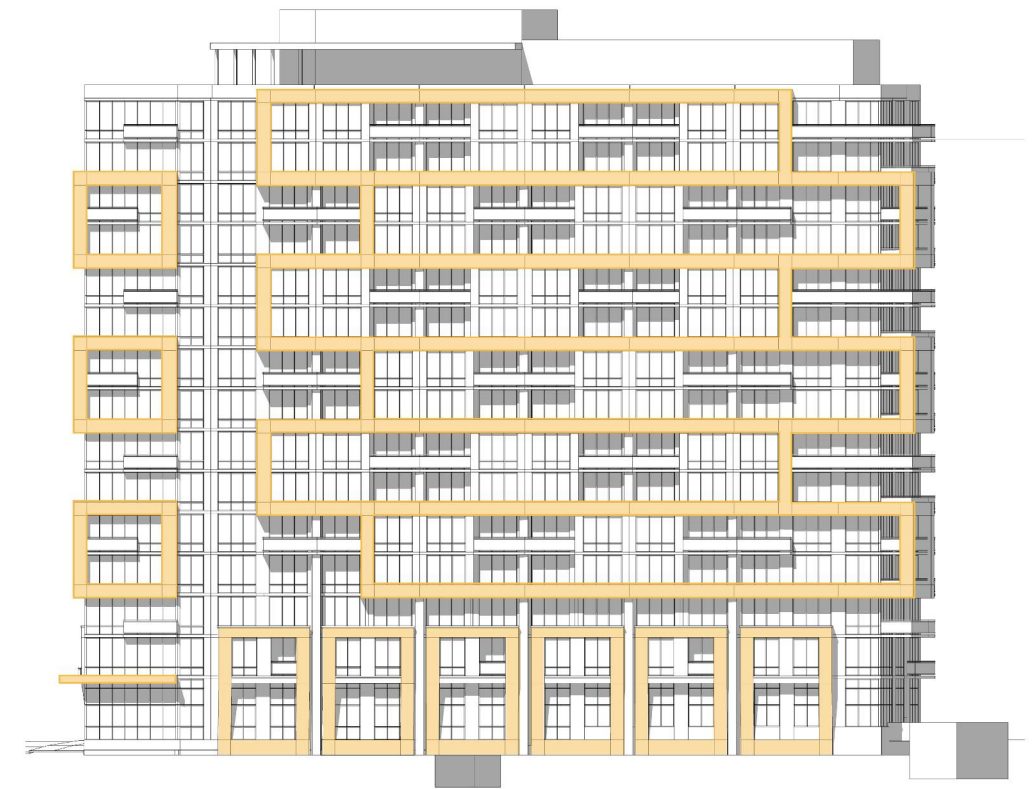
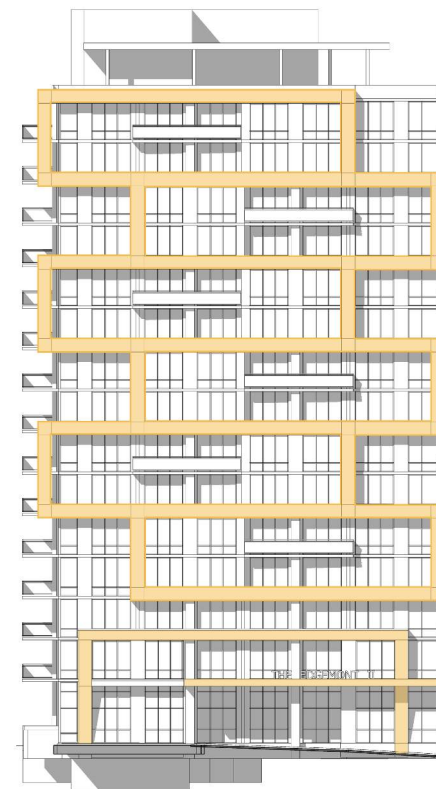
B. Use Unique Geometry

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.



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2.4.8 Tower: “Menu” of Methods to Reduce Bulk (continued)

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.



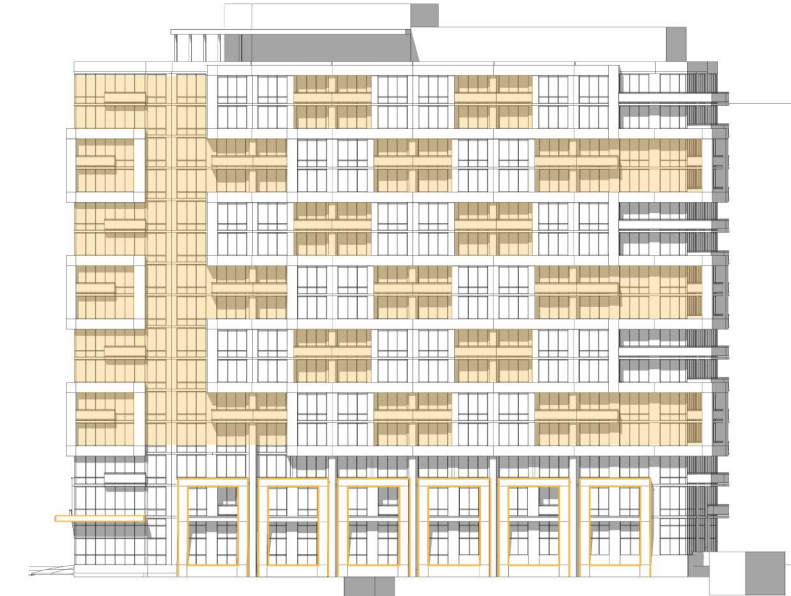
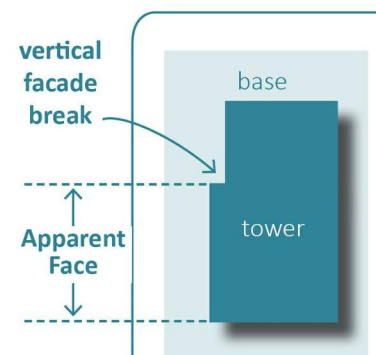
E. Vary Tower Placement and Orientation

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.



2.3.3 Servicing, Access and Parking

Intent: Loading, servicing and parking should be designed to minimize conflicts between vehicles, pedestrians and cyclists and reduce the visual impacts of vehicle access and parking on the Public Realm. Site design should prioritize the public sidewalk and bikeways over private vehicular crossings.

Guidelines:

- ✓ A. Line the ground floor of structured parking with retail or other uses with transparency to maintain an active building edge. Where active uses are infeasible, avoid exposed parking floors along the street through measures outlined in the Zoning Ordinance *Section 6.2.9.D.1 Structured Parking Requirements*.
- ✓ B. Design exterior of the garage portion of the building to be compatible with the rest of the building facade, in order to enhance the overall architectural quality of the building.
- ✓ C. Provide a continuous, level and clearly delineated Pedestrian Through Zone across driveways to encourage drivers to yield to pedestrians. Consider applying the same materials across these vehicle access points as the sidewalk, such as brick pavers.
- ✓ D. Locate loading and servicing within the interior of a building at the rear whenever possible. Service alleys are also recommended where setbacks are required from the side or rear property lines for building code.
- ✓ E. Avoid placing entries to loading docks, service areas and parking garages on neighborhood residential streets when alternative access is feasible.
- ✓ F. Minimize the width and height of driveways and vehicular entrances. Where possible, combine loading dock and garage access.
- ✓ G. Screen vehicle and servicing access areas and trash storage with landscaping or other vertical elements, and design vehicle access doors to incorporate high-quality materials and finishes that are consistent with the building.
- ✓ H. Vehicle access points should not be located adjacent to a public open space other than through-block connections.
- ✓ I. Coordinate location of access points with adjacent and confronting properties where possible to ensure a comfortable sidewalk environment and limited conflicts.
- ✓ J. Provide loading spaces for pick-up and drop-off where feasible to reduce idling in the travel lane.
- ✓ K. Design structured parking floors to be flexible for future retrofit to other uses where possible.
- ✓ L. Ensure continuous tree canopy along service areas and lay-by areas to the greatest extent feasible.
- ✓ M. While not recommended in Downtown Bethesda, surface parking should be designed according to the following:
 - Locate the parking on the back of the building, with the building fronting the primary streets and sidewalks.
 - For interim lots, design the parking to provide flexibility for temporary events such as pop-up events and public gatherings to maintain an active street edge. See *Section 2.5 Creative Placemaking*.



Possible Service/Parking Entrance Impact (without existing building vehicular entrances)

Alternative loading entrance/curb cut

Alternative curb cut and garage entrance location

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2.4.11 Bird-Safe Design

The windows, doors, and arches of buildings can be deadly obstacles for birds causing hundreds of millions of bird collisions annually. Glass is transparent to birds. Reflections of the sky, vegetation, clouds, water, and branches lure birds into the glass causing mortality and injury.

Intent: To design glass buildings to protect local and migratory birds from deadly strikes. Integrate elements into the building and site design to warn birds before they collide.

Guidelines:

A. Glass Coverage and Glazing

- Patterns on Glass: Ceramic dots, or frits, can be screened, printed, applied between layers of insulated glass to reduce transmission of light and prevent bird collisions. These can be applied in different colors and patterns to work effectively.
- Angled Glass: Not as effective as other strategies, angled glass at 20-40 degrees has resulted in reduced mortality.
- Window Surfaces: New one-way transparent opaque films and window surfaces allow sunlight to pass through windows while reducing reflectivity.

B. Architectural Features

- Awnings, Louvers and Overhangs: When designed to eliminate reflections and shadow glass these architectural features have shown to reduce bird collisions.
- Balconies and Balustrades: Along with providing outdoor spaces for humans, balconies and balustrades can block window reflection.
- Opaque and Translucent Glass: Frosted, colored, opaque, or stained glass have proven to be significantly successful bird deterrents.

C. Facade Treatments

- Screens: Screens can be integrated into facade elements without blocking view or light and are highly effective in protecting birds.
- Grilles: Horizontal or vertical grilles can be incorporated into the aesthetic and design of windows.
- Shutters and Shades: External shutters and shades of various styles and colors enhance a buildings aesthetic while reducing or eliminating reflections.

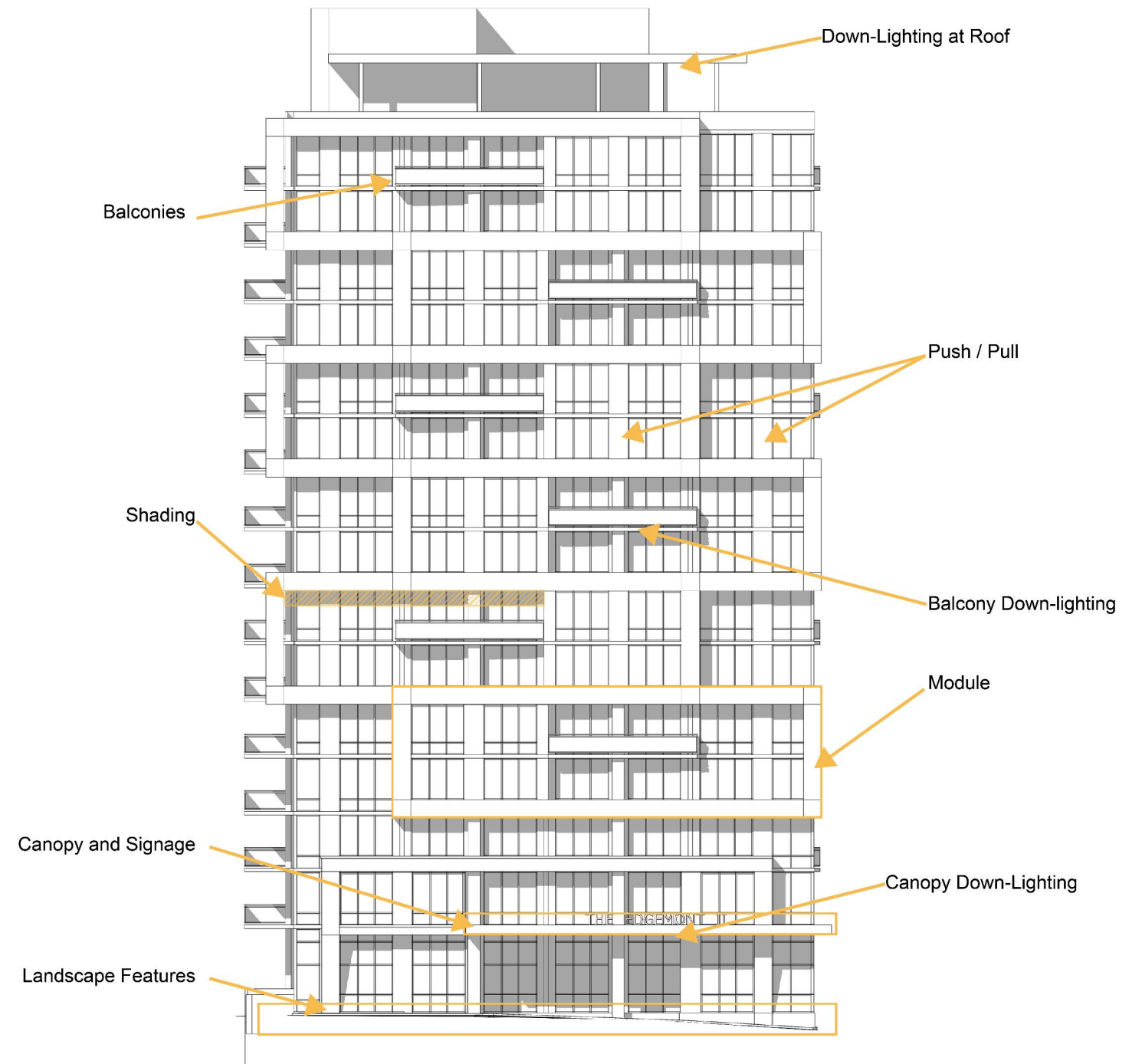
D. Lighting Treatments

Lights disrupt birds' orientation inhibiting them from seeing their navigational markers like the stars and moon. Night lights and up lights (lights pointing upward) can entrap birds reluctant to fly from a lit area into a dark one.

- Eliminating unnecessary lighting is one of the easiest ways to reduce bird collisions, with the added advantage of saving energy and expense.
- Choose down-lighting over up-lighting to keep from directing light into the night sky.
- Minimize perimeter and vanity lighting and consider filters or special bulbs to reduce red wavelengths where lighting is necessary.
- As much as possible, lights should be controlled by motion sensors.
- Lights Out: Turn lights out visible from the outside during spring and fall migration periods.

E. Site and Landscape Design

- Obtain USGBC LEED Green Building Rating Points from the category of "Bird Collision Deterrence".
- Glass windows should not reflect nearby or site vegetation, particularly large, mature trees and water. Where this is not feasible, use window treatments outlined above.
- Use soil berms, furniture, landscaping, or architectural features to prevent reflection in glazed building facades.
- Avoid up-lighting rooftop antennas and tall equipment as well as decorative architectural spires.



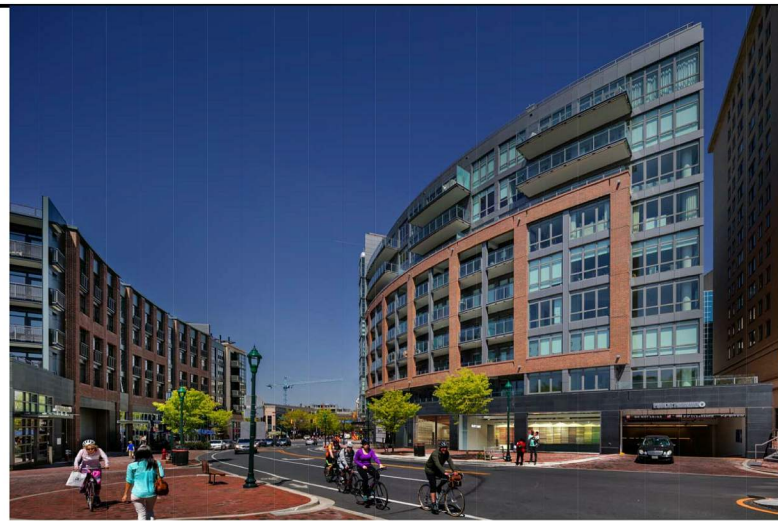
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PRECEDENT IMAGES

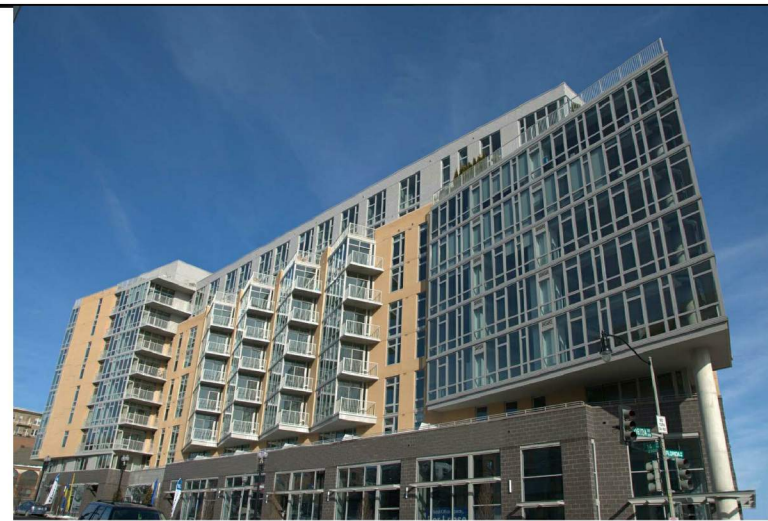


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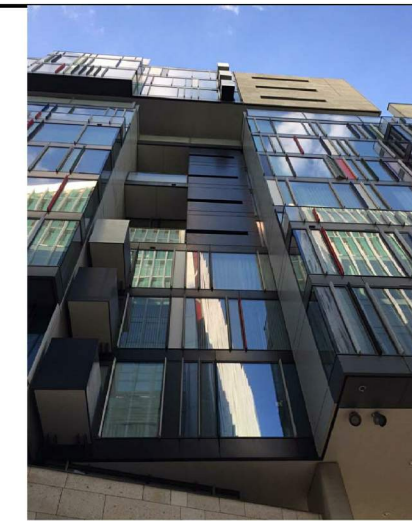
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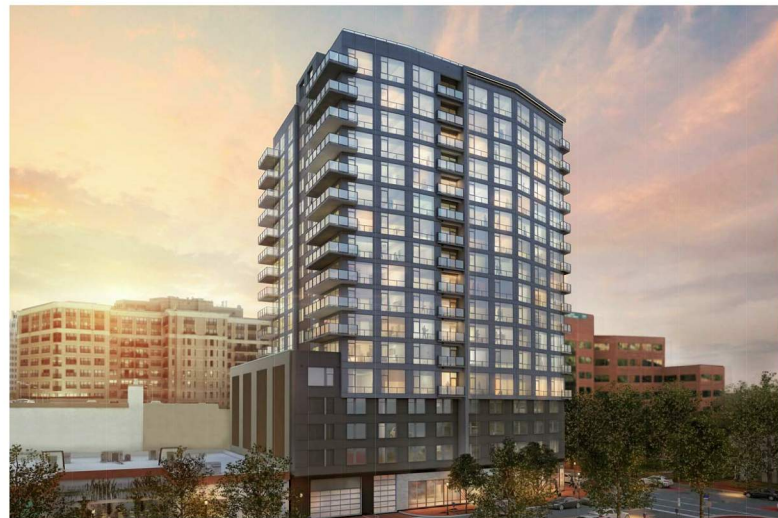
A: The Darcy - Bethesda, MD



D: View 14 - Washington, DC



G: Example Facade Pattern - Europe



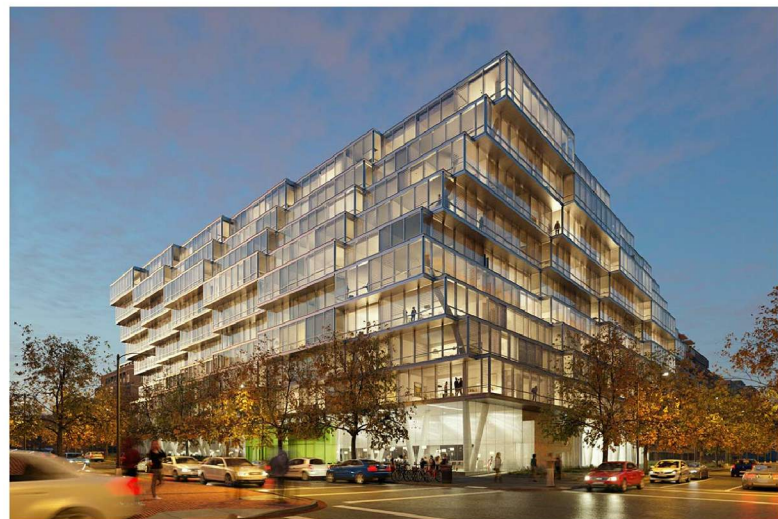
B: The Cheval - Bethesda, MD



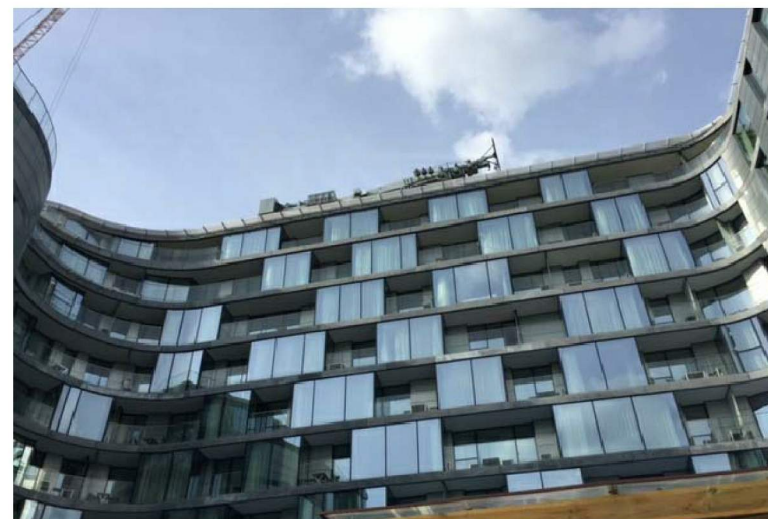
E: The Altaire - Arlington, VA



H: Example Facade Pattern - Europe



C: The Westlight - Washington, DC



F: Example Facade Pattern - Europe



I: Example Facade Pattern - Europe

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DISCUSSION