

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	8000 Wisconsin Avenue
File Number(s)	820190040 and 120190060
Project Address	8000 Wisconsin Avenue

Plan Type Concept Plan Sketch Plan Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	C. Robert Dalrymple	301-961-5208	bdalrymple@linowes-law.com
Architect	Andrew Czajkowski, SK+I Architecture		
Landscape Architect	VIKA		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR-3, C-3, R-2.75, H-175/CR-5, C-5, R-5, H-175	199 feet (allowed with 25% MPDUs)	430,000 square feet of gross floor area
Proposed Land Uses	Up to 441 multifamily dwelling units (including up to 111 MPDUs) and up to 20,000 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>	<input checked="" type="checkbox"/> Check if requesting additional density through the Bethesda Overlay Zone (BOZ) Please see the attached supplemental statement, which includes how the Applicant's Site Plan design addresses the Design Advisory Panel's recommendations from its June 27, 2018 meeting.		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>Please see the attached supplemental statement that outlines the Applicant's justification for 10 public benefit points in the Exceptional Design category.</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 and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. **Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.**



**8000 Wisconsin Avenue
Site Plan – Design Advisory Panel Submittal**

I. Brief Project Description and Design Concept

Aksoylu Properties (the “Applicant”) is the contract purchaser of 7938, 7940, 7942, and 8000 Wisconsin Avenue, 8011 Woodmont Avenue, as well as the contract purchaser of Montgomery County Public Parking Lot 43 (8009 Woodmont Avenue, or “Lot 43”) through a competitive Request for Proposal (“RFP”) process conducted by Montgomery County (the “County”) for redevelopment of this assembled site (collectively, the “Property”). The Applicant is seeking approval for development of up to 430,000 square feet of total development, including up to 410,000 square feet of residential uses (up to 441 dwelling units) and 20,000 square feet of retail uses, underground parking, private amenities, and streetscape improvements (the “Proposed Project”) on this ±0.93 acre site located between Wisconsin Avenue and Woodmont Avenue to the south of Cordell Avenue, in the Wisconsin Avenue Corridor (per the Approved and Adopted Bethesda Downtown Sector Plan – the “Sector Plan”) of the Bethesda Central Business District.

The Applicant presented Sketch Plan No. No. 320180120 (the “Sketch Plan”) for the Proposed Project to the Design Advisory Panel (the "DAP") on February 28, 2018 and April 4, 2018. The Montgomery County Planning Board (the “Planning Board”) approved the Sketch Plan on May 3, 2018. Subsequent to the Planning Board’s approval of the Sketch Plan, the Applicant presented updated design plans to the DAP on June 27, 2018. The DAP was in support of the Applicant proceeding to Site Plan for Proposed Project and provided two specific recommendations to be addressed through the Site Plan submittal.

Since the DAP requested that the Applicant focus on two specific design recommendations during its review of the Proposed Project on June 27th, the Applicant has organized this DAP submission (based upon the Site Plan filed in August) to start where the DAP review of the urban design left off. As such, this submission focuses specifically on addressing the two DAP comments from June 27th and the Applicant’s justification for a minimum of 10 public benefit points for exceptional design. Each of the DAP recommendations is outlined below along with a summary of how the Applicant's pending Site Plan satisfies these recommendations.

DAP Recommendation 1. Reduce the building bulk, by reducing actual density and/or reducing perceived bulk.

Response: The Applicant has modified the massing of the previously presented Site Plan design to reduce the perceived bulk of the Proposed Project from adjacent streets. The Applicant’s design team has been able to shift density within the footprint in order to reduce the perceived bulk of the building. This has been accomplished in several ways:

- a. The Woodmont Avenue façade has been re-designed to taper down from the 8008 property line to a slender, single-loaded endcap, which is 3 stories shorter than the allowable height limit.
- b. The main residential bar along Wisconsin Avenue was made thinner such that the west face on the open courtyard was set back to be in-line with the plaza face of JBG Smith's 7900 Wisconsin Avenue development project. The Applicant understands the importance of this facade relationship since it will be presented to Woodmont Avenue, St. Elmo Avenue and the 7900 project's new garden plaza. Purposeful alignment of these facades will improve the quality and intentional shape of the overall space between the projects and improve the quality of this new outdoor space being delivered along the Wisconsin Avenue corridor.
- c. The Applicant's architectural "stitch" that was created to engage the zero-lot line north party wall of 7900 project has been modified. This 12' wide transition piece was setback on both the Wisconsin Avenue façade and the Courtyard as well as stopping at the 16th floor to align with the top of the 7900 project's wing that extends over the garden plaza. These setbacks were increased on both sides in order to provide more air around the 7900 project's zero-lot line corner balconies.

While the modified massing reduces the perceived bulk of the Proposed Project, it is necessary that the Site Plan continue to reflect a total density of 430,000 square feet of gross floor area in order for the Applicant to deliver 25% MPDUs as part of the Proposed Project. There are substantial long-term costs associated with providing up to 111 MPDUs, which necessitate that the design of the Proposed Project must incorporate the 330 market-rate dwelling units and 20,000 square feet of ground floor retail uses to be economically viable. In recognition of the Sector Plan's identification of affordable housing as a top priority public benefit, reducing the perceived bulk of the Proposed Project will allow for greater public benefits than what would be created if the actual density were reduced. Accordingly, the revised massing of the Proposed Project is in substantial conformance with the highest priorities of the Sector Plan and the DAP's first recommendation from the June 27th meeting.

DAP Recommendation 2. Provide the guideline tower separation from the approved 7900 Wisconsin Avenue building to the South because of the length of the façade or alternatively explore setting back a vertical slit between buildings to create a shadow line separation.

Response: As illustrated on the revised Site Plan submittal, the Applicant has created a vertical slit between the Proposed Project and the 7900 Wisconsin Avenue building located to the south.

The Applicant notes that the Proposed Project's façade is only 150 feet of length along Wisconsin Avenue compared to the 275 feet of length for the 7900 Wisconsin Avenue project. The implementation of the recommended tower separation distance identified in the Bethesda Downtown Plan Design Guidelines (the "Design Guidelines") would make the Proposed Project economically unviable. When taking into account the commitment to 25% MPDU's, losing roughly one-third of the approved density on Wisconsin Avenue is unrecoverable. The Applicant's team therefore explored the alternative of setting back the vertical "slit" or "stitch" as called out in the above response 1.c above.

The north façade of the 7900 project is a zero lot line party wall, that, however, behaves like a corner building with 2 exposed corner balconies. The Proposed Project's original design as reflected on the approved Sketch Plan respected this condition and created a stich that was setback in conformance with the Design Guidelines. In this revised submission, the "stich" is setback even further, on both the Wisconsin Avenue and the Courtyard to provide even more relief and air around the 7900 project's balconies. The intention is to create as minimal a party wall condition as feasible while creating as much visual separation as reasonably feasible. With such a deep vertical slit between the buildings, paired with the 7900 project's deep space corner balconies, a substantial pair of shadow lines are established that will clearly emphasize the separation between buildings.

This modified urban design creates a shadow line separation and fulfills the purpose and intent of Section 2.4.6 of the Design Guidelines by allowing for access to the light and air and limiting the impact of shadows on the public realm. Significantly, the design of the Proposed Project adheres to the alternative treatments established by Section 2.4.6 of the Design Guidelines by better addressing an existing blank wall condition created by the approved 7900 project. The use of a vertical slit and varied geometry in the Proposed Project's upper floors accomplishes the goal of tower separation at this location.

II. Exceptional Design Public Benefit Points Requested and Brief Description

In addition to achieving 195 public benefit points in the categories of affordable housing, energy conservation and generation, minimum parking, and structured parking, the Applicant suggests that awarding 10 public benefit points in the category of exceptional design is reasonable and warranted. The Applicant is pleased to resubmit this revised design for the Proposed Project. Significant thought and consideration has been taken in crafting a design solution that accommodates the previously approved designs for the 7900 Wisconsin, 8008 Wisconsin Avenue projects, which both pre-date the Design Guidelines and frustrate efforts to implement them fully. The Proposed Project is committed to providing 25% MPDU's to allow for up to 111 MPDUs in downtown Bethesda as well as providing a high level of architectural finish which includes a stone base, layered masonry walls with metal panel accents, and metal and glass

window wall. The composition of these materials in concert with the Proposed Project's massing will complete this dynamic city block along the Wisconsin Avenue Corridor. The Applicant is excited to deliver another high-quality, energy efficient and sustainable residential community within downtown Bethesda.

**L&B 7171400v2/12816.0001

8000 Wisconsin Avenue Artena Bethesda

AKSOYLU PROPERTIES

November 14, 2018

Bethesda Downtown

Design Advisory Panel



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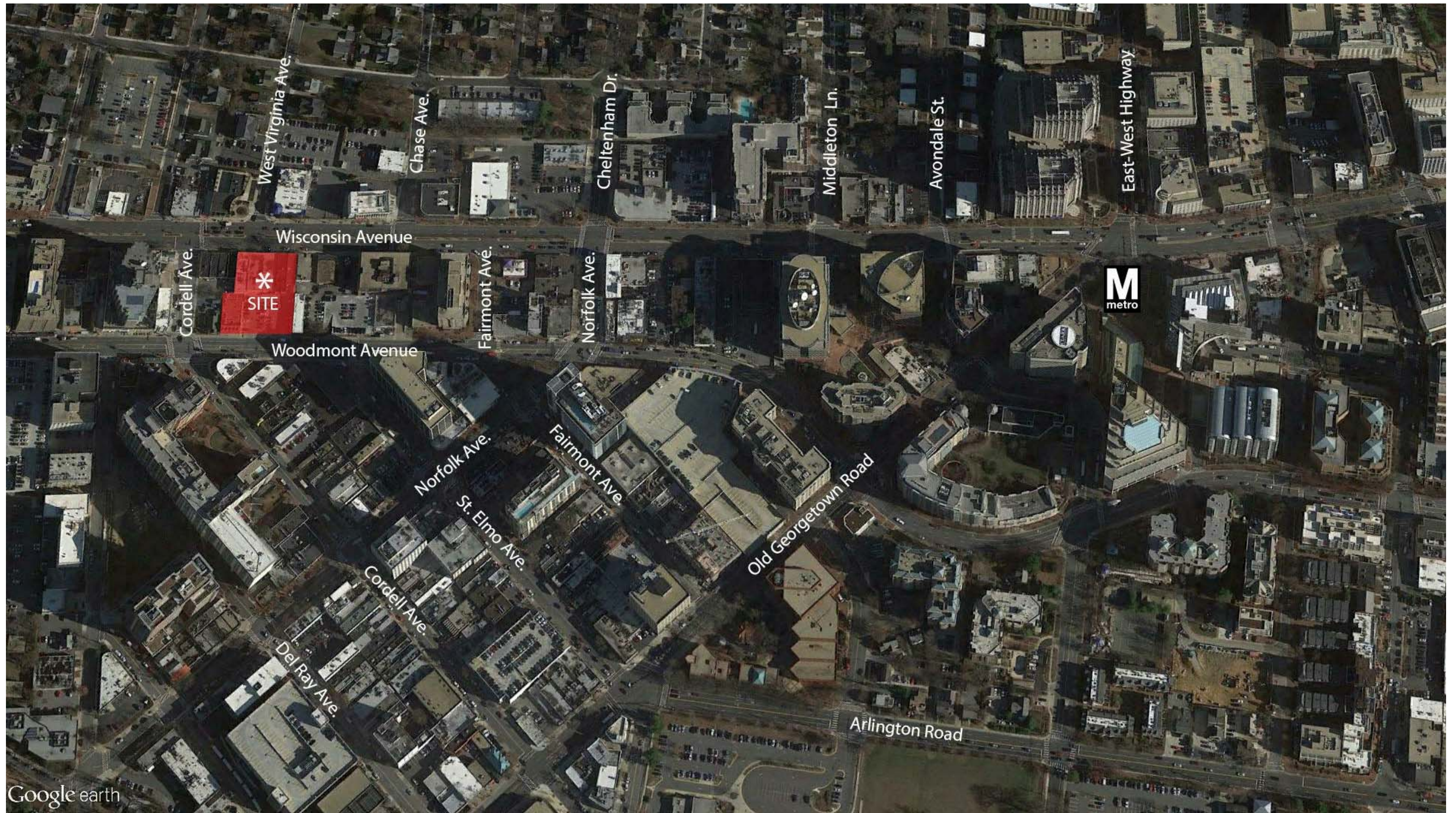
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November 14, 2018 | **A.00**



Cover



Google earth

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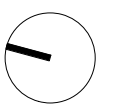
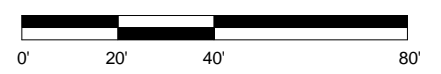
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November 14, 2018 **A.01**

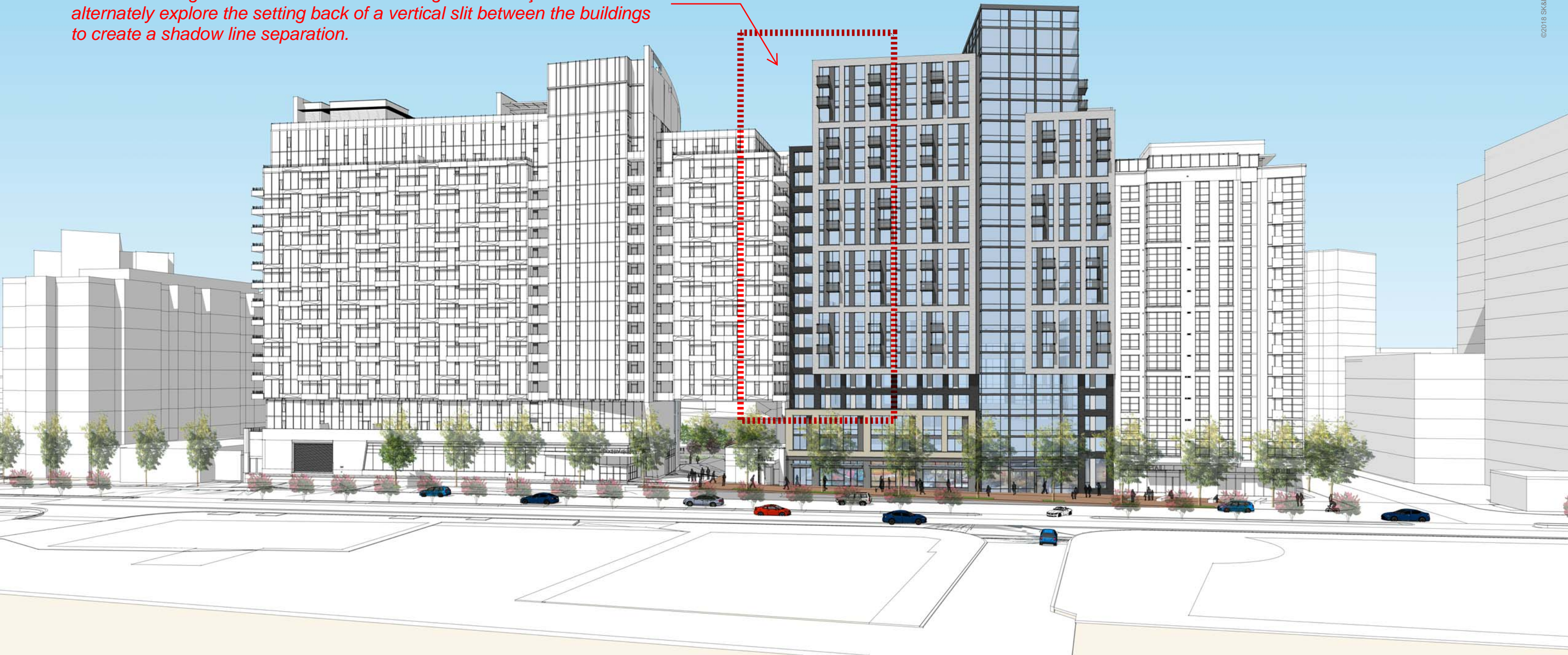


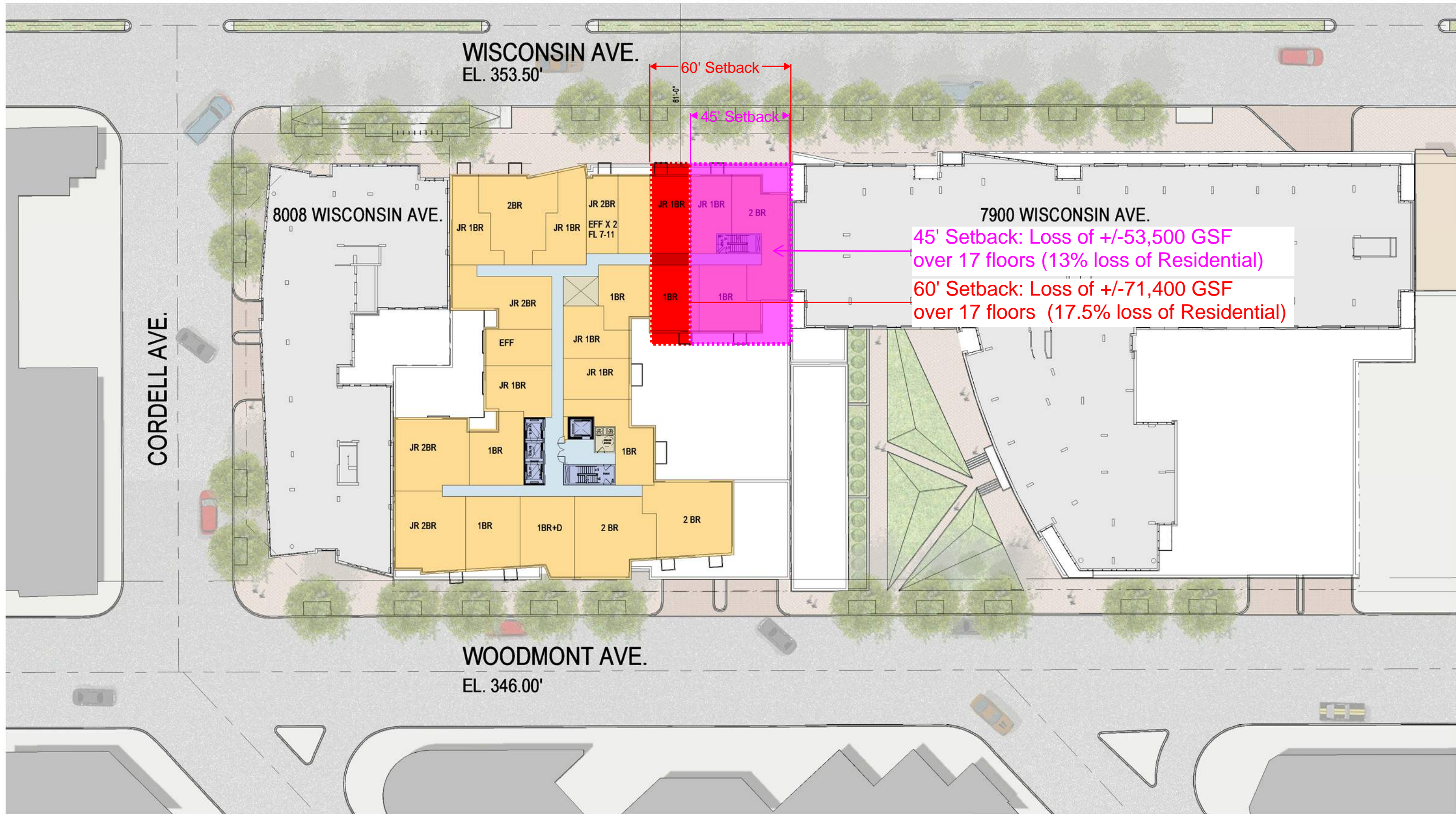
Site Location / 10 Minute Walk to Metro





Provide the guideline tower separation from the approved 7900 Wisconsin Avenue building to the South because the length of the façade or alternately explore the setting back of a vertical slit between the buildings to create a shadow line separation.





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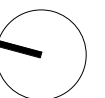
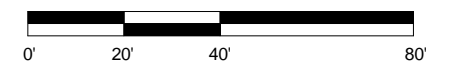
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6th - 16th Floor Plan



Future Existing Conditions

7900 Wisconsin

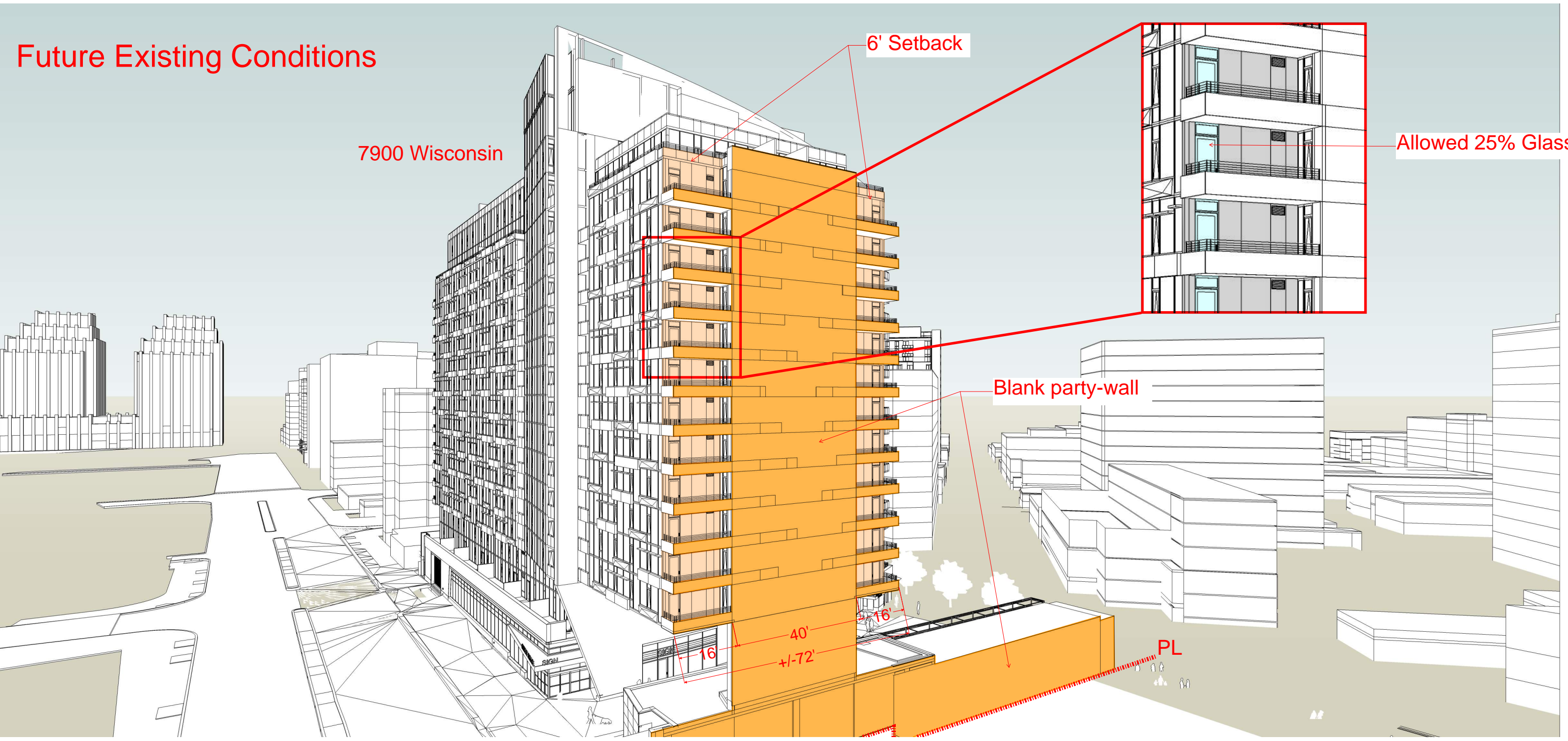
6' Setback

Allowed 25% Glass

Blank party-wall

40'
+/-72'

PL



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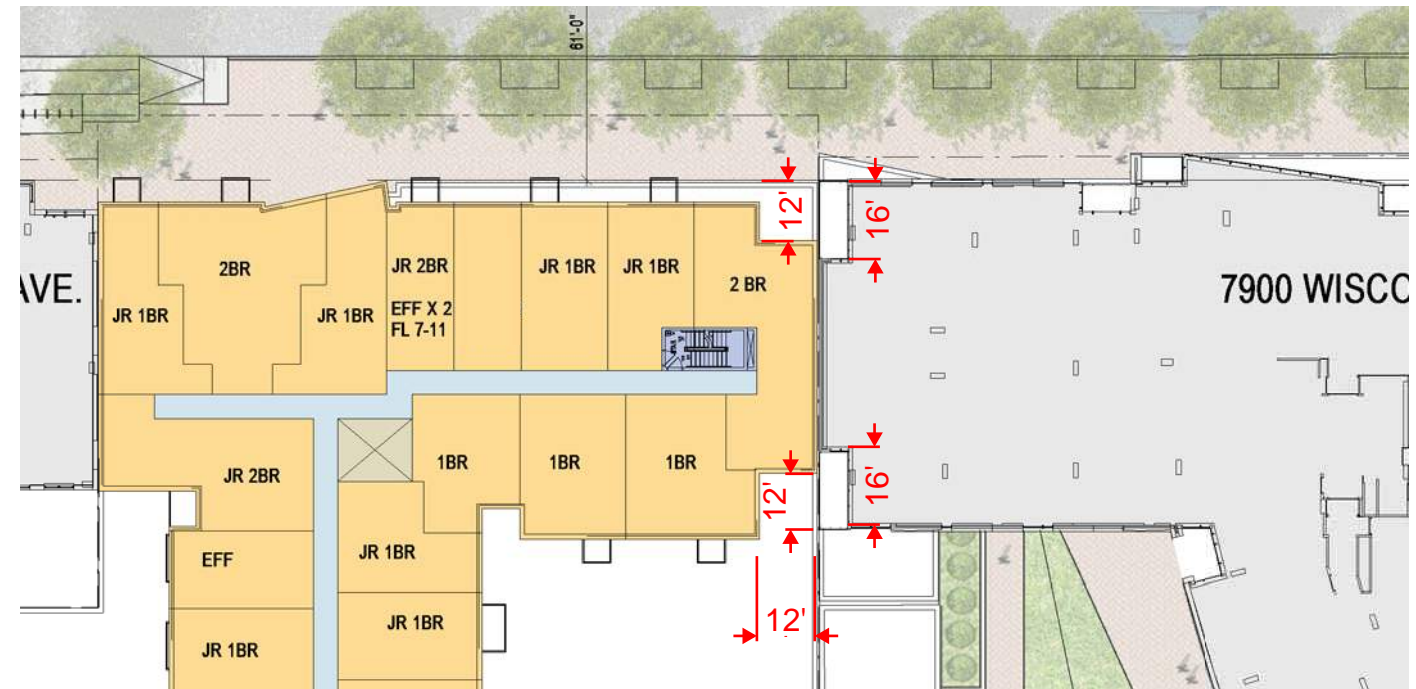


DAP Recommendations

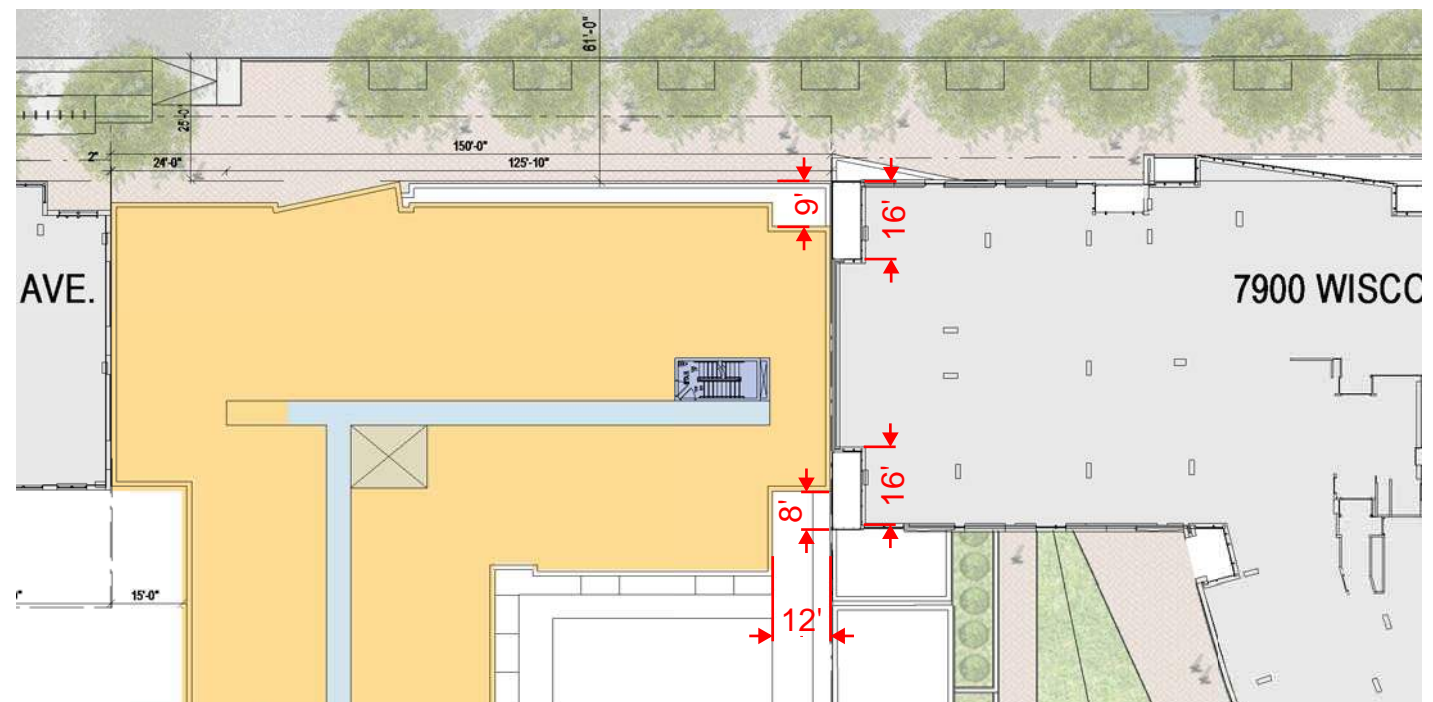


Current Alignment - Wisconsin Avenue

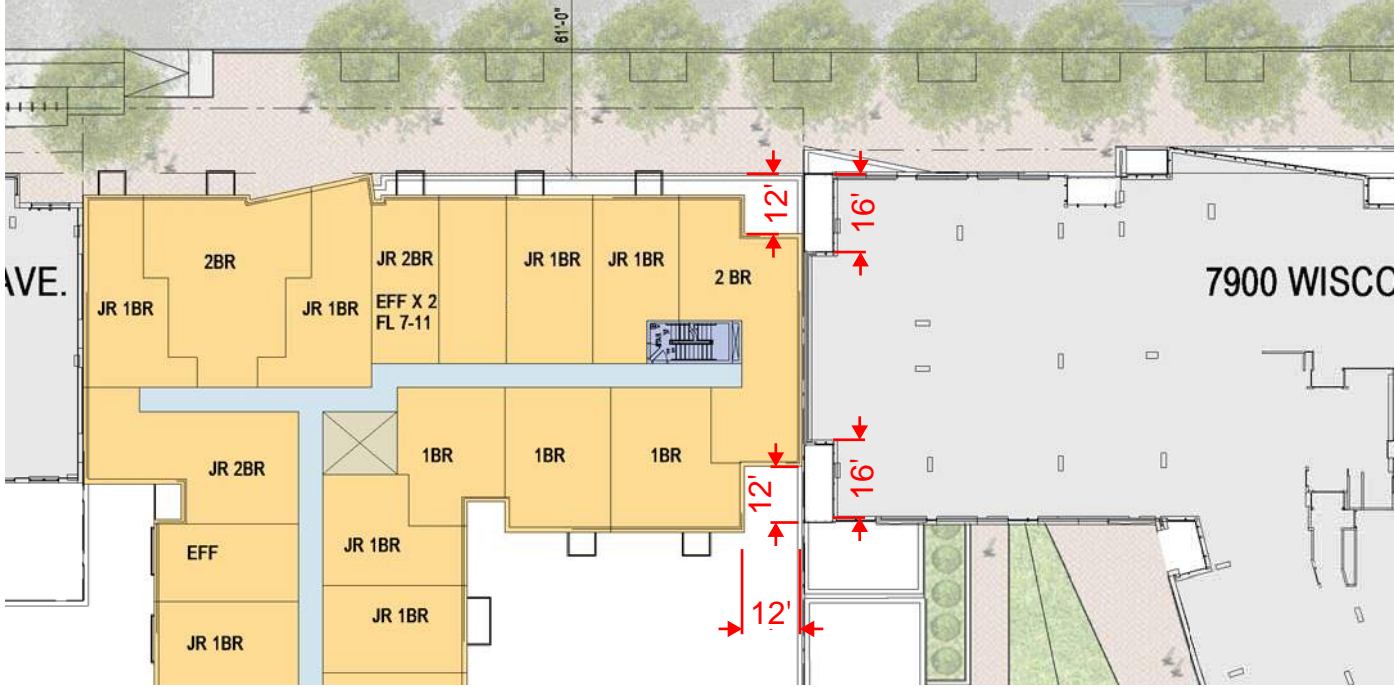
Current Plan



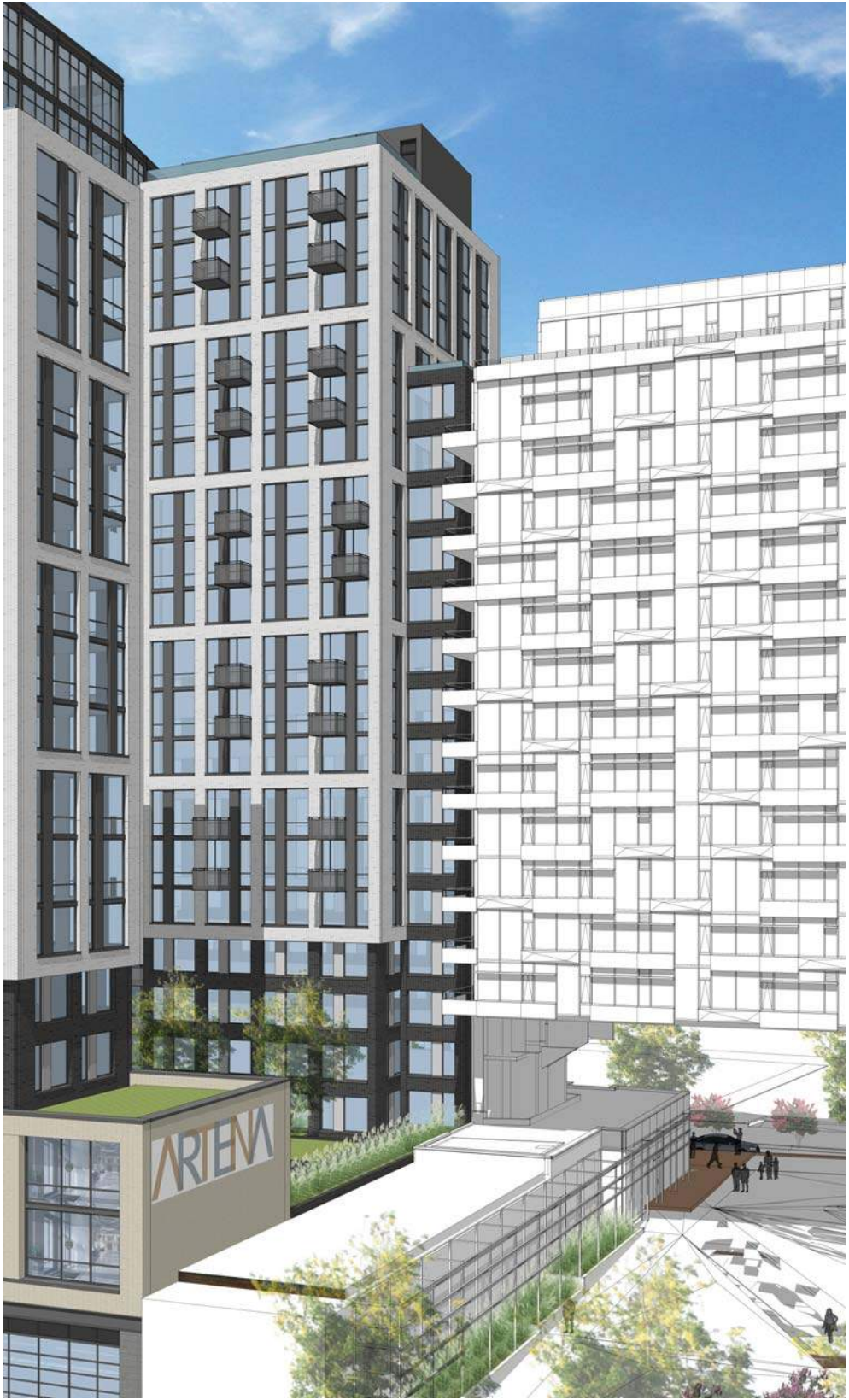
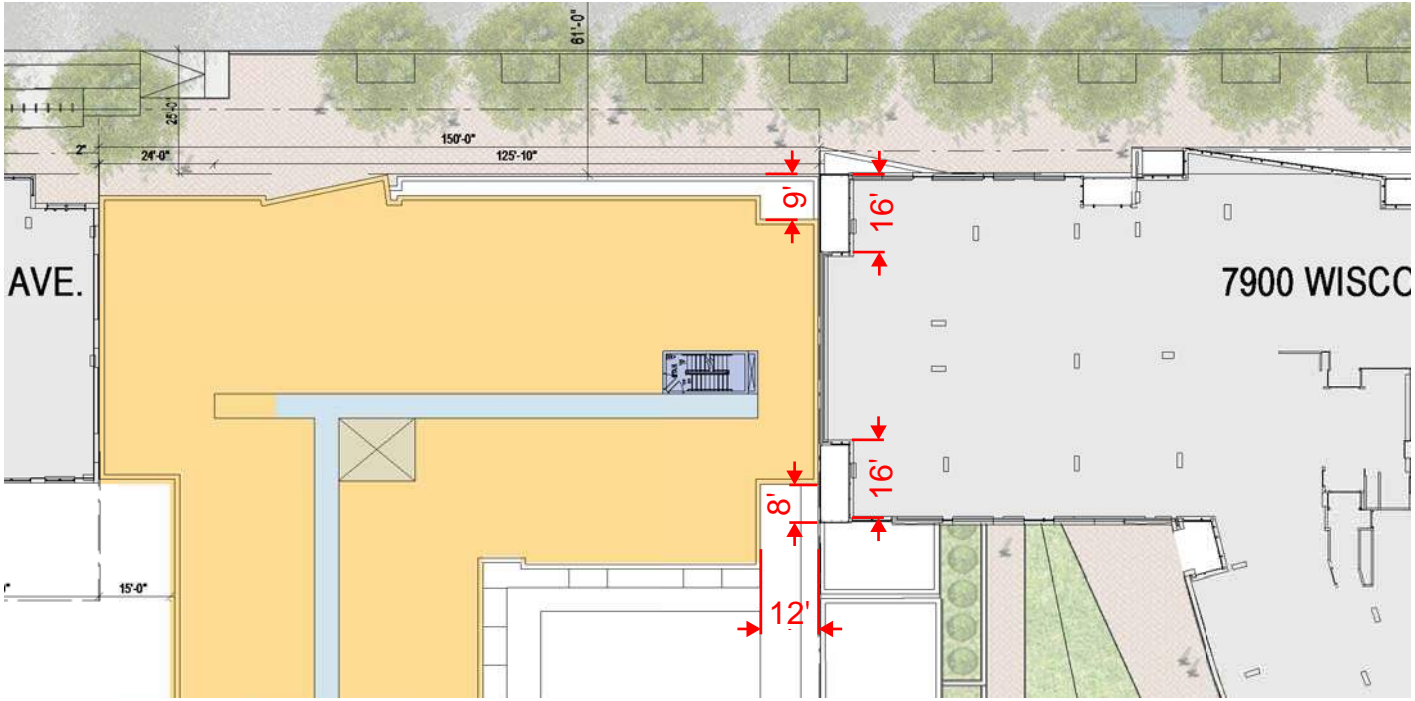
Sketch Plan - DAP Submission - July 2018



Current Plan



Sketch Plan - DAP Submission - July 2018



Current Alignment - Courtyard Side



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DAP Recommendations





Sketch Plan - DAP Submission - July 2018

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Wisconsin Avenue Streetwall - Views North and South

Bethesda Downtown Design Advisory Panel

June 13, 2018 | **A.09**





Current Design - November 2018



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Wisconsin Avenue Streetwall - Views North and South

Bethesda Downtown Design Advisory Panel

November 14, 2018 | **A.10**

WISCONSIN AVE.
EL. 353.50'

Sketch Plan - DAP Submission - July 2018

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'

DAP Comment- July 2018
1. Reduce building bulk, by
reducing actual density and/or
reducing perceived bulk.

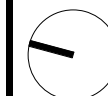
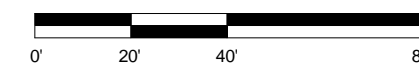
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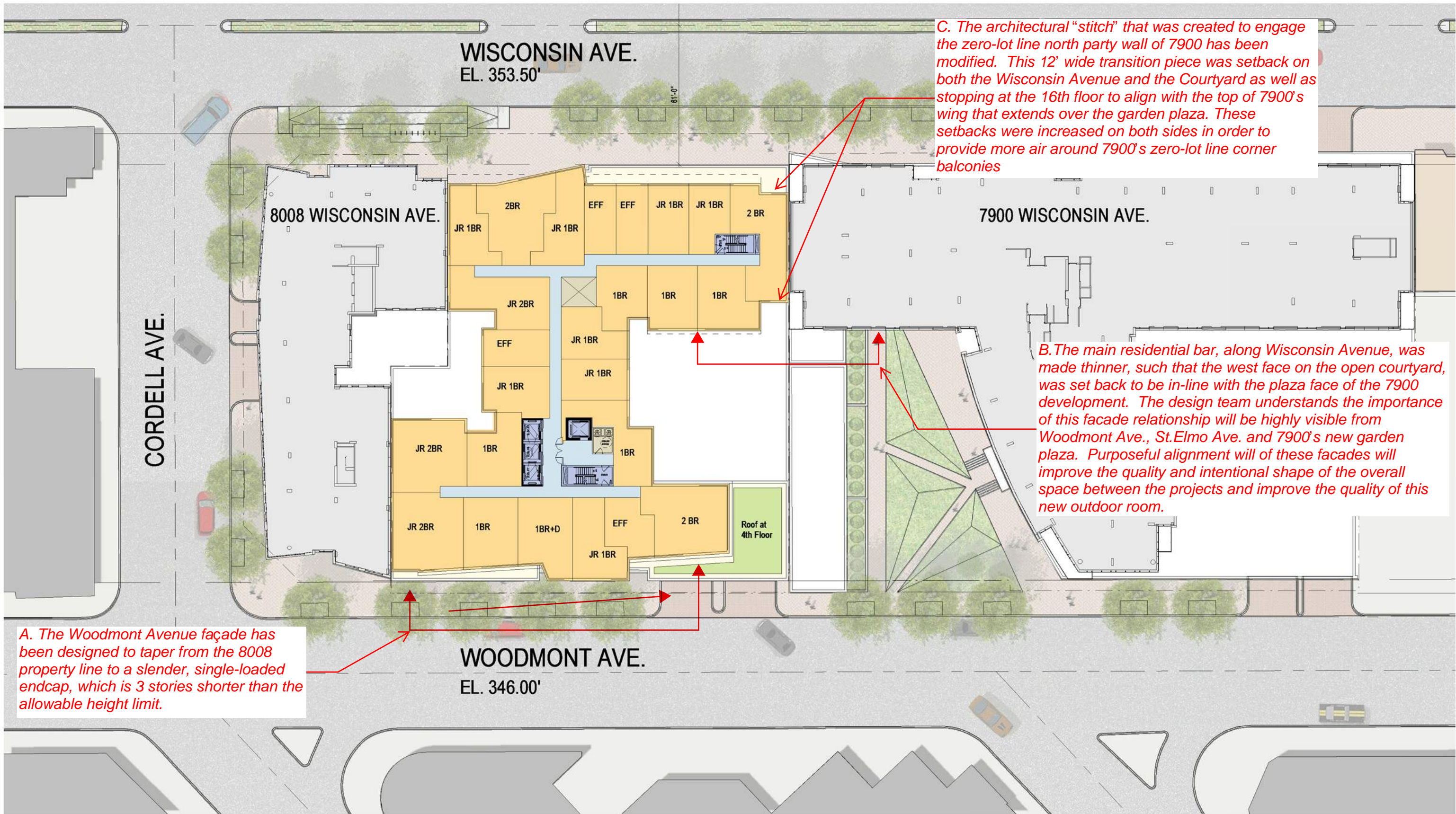
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4th - 5th Floor Plan

Bethesda Downtown Design Advisory Panel

June 13, 2018 | **A.13**





C. The architectural "stitch" that was created to engage the zero-lot line north party wall of 7900 has been modified. This 12' wide transition piece was setback on both the Wisconsin Avenue and the Courtyard as well as stopping at the 16th floor to align with the top of 7900's wing that extends over the garden plaza. These setbacks were increased on both sides in order to provide more air around 7900's zero-lot line corner balconies

B. The main residential bar, along Wisconsin Avenue, was made thinner, such that the west face on the open courtyard, was set back to be in-line with the plaza face of the 7900 development. The design team understands the importance of this facade relationship will be highly visible from Woodmont Ave., St.Elmo Ave. and 7900's new garden plaza. Purposeful alignment will improve the quality and intentional shape of the overall space between the projects and improve the quality of this new outdoor room.

A. The Woodmont Avenue façade has been designed to taper from the 8008 property line to a slender, single-loaded endcap, which is 3 stories shorter than the allowable height limit.

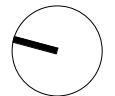
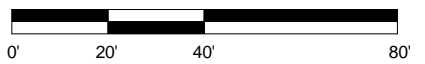
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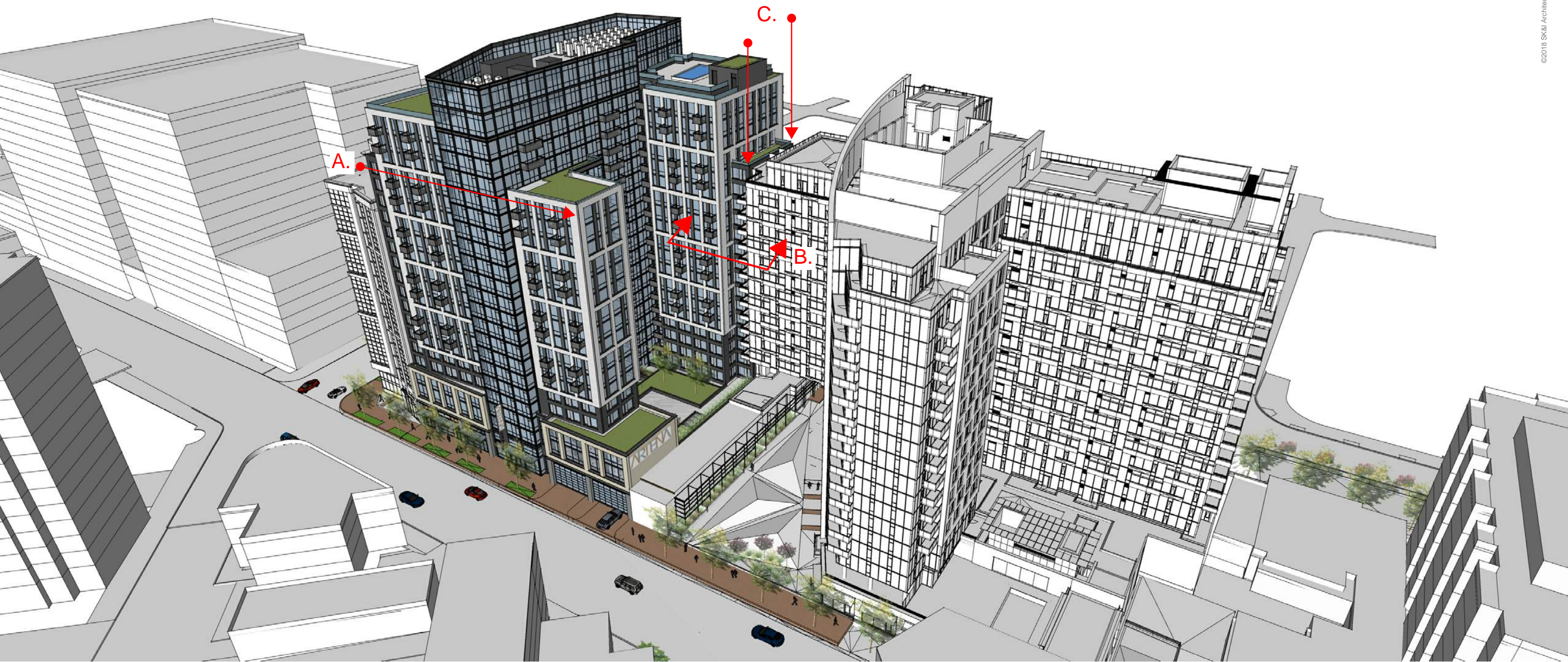
8000 Wisconsin Avenue 8000 Wisconsin Avenue, Bethesda MD

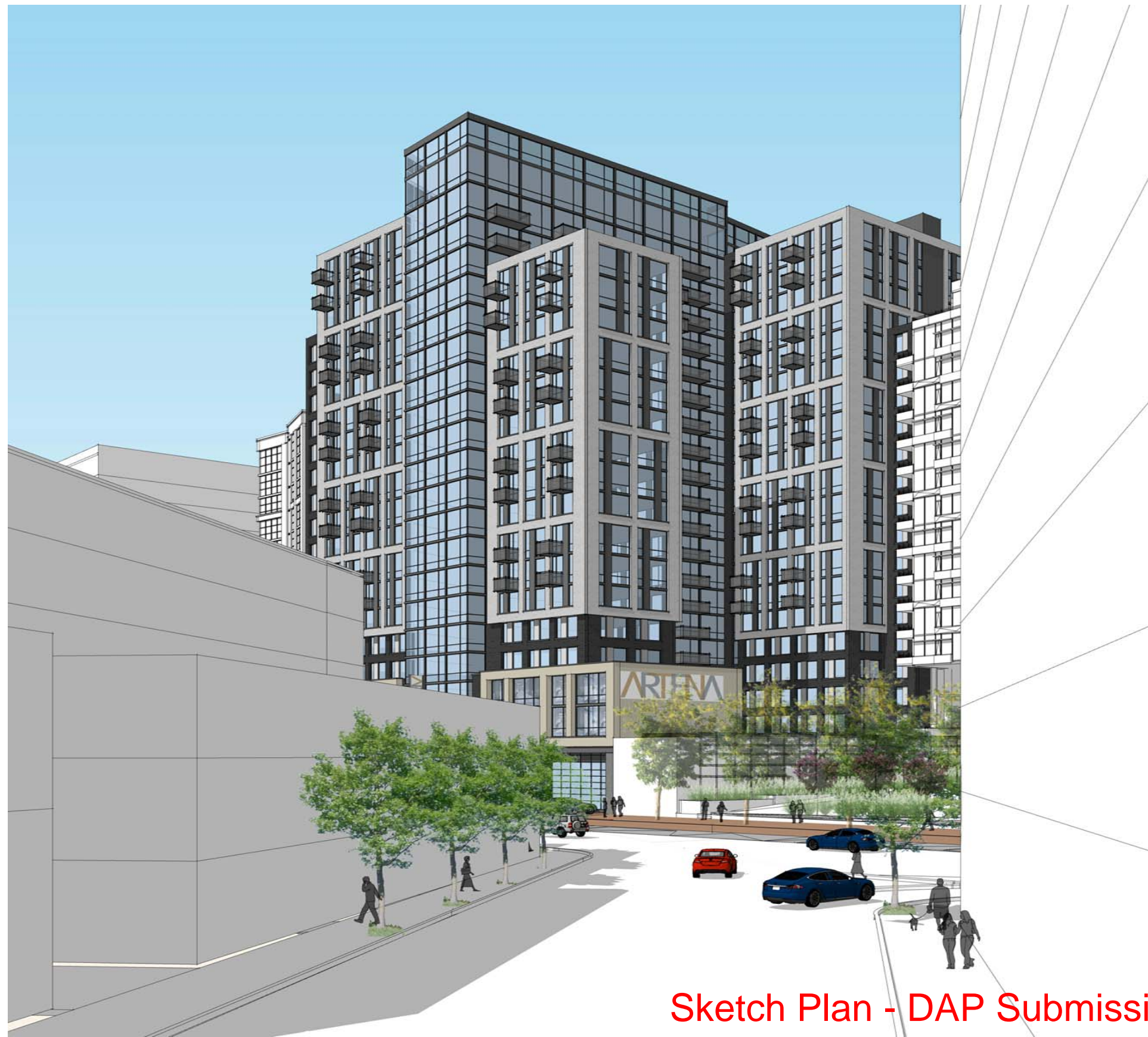
4th - 5th Floor Plan

Bethesda Downtown Design Advisory Panel

November 14, 2018 **A.14**







Sketch Plan - DAP Submission - July 2018

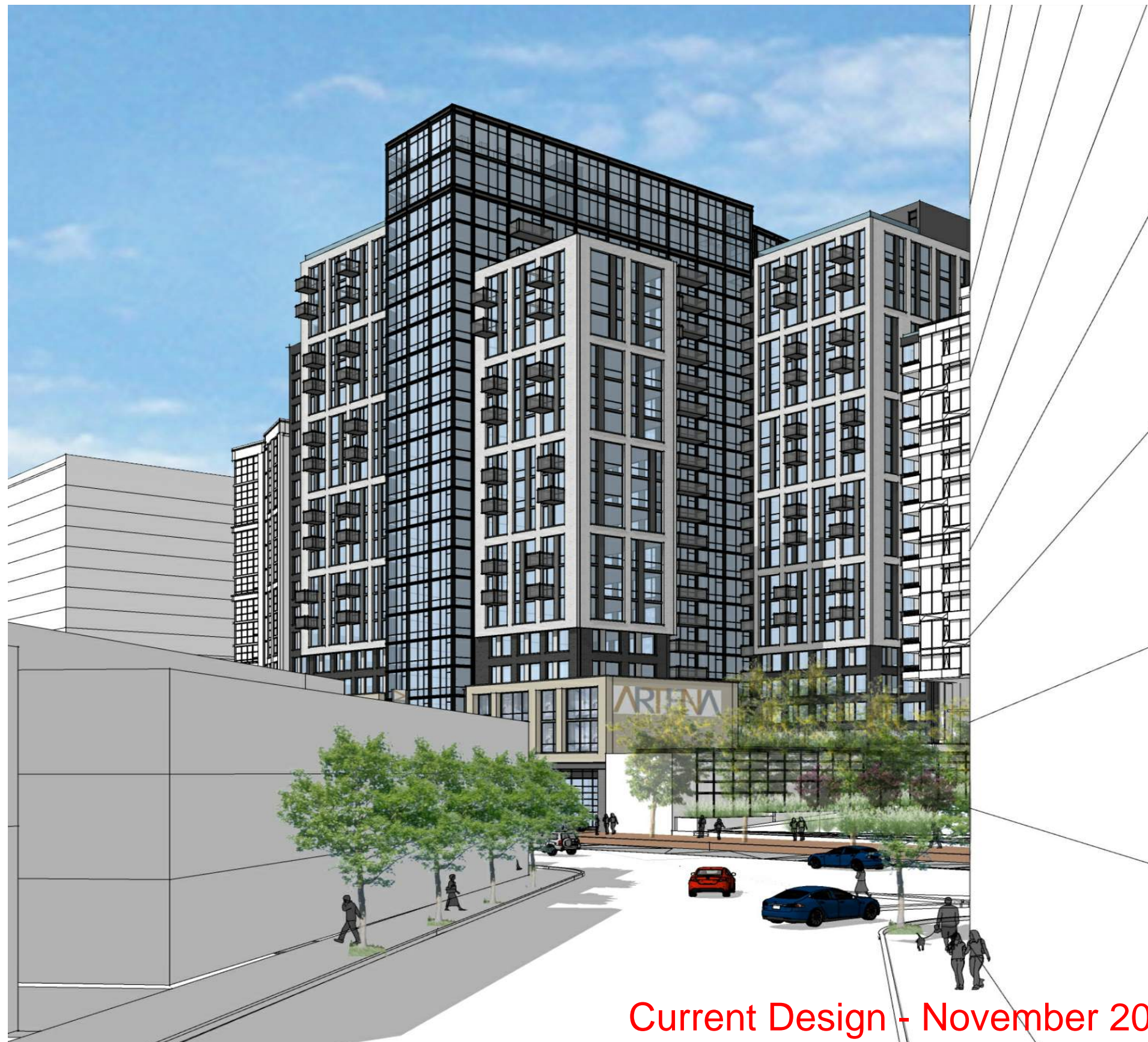
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Current Design - November 2018

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Sketch Plan - DAP Submission - July 2018



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View from Woodmont Ave



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ARCHITECTURAL PLANS *for reference*



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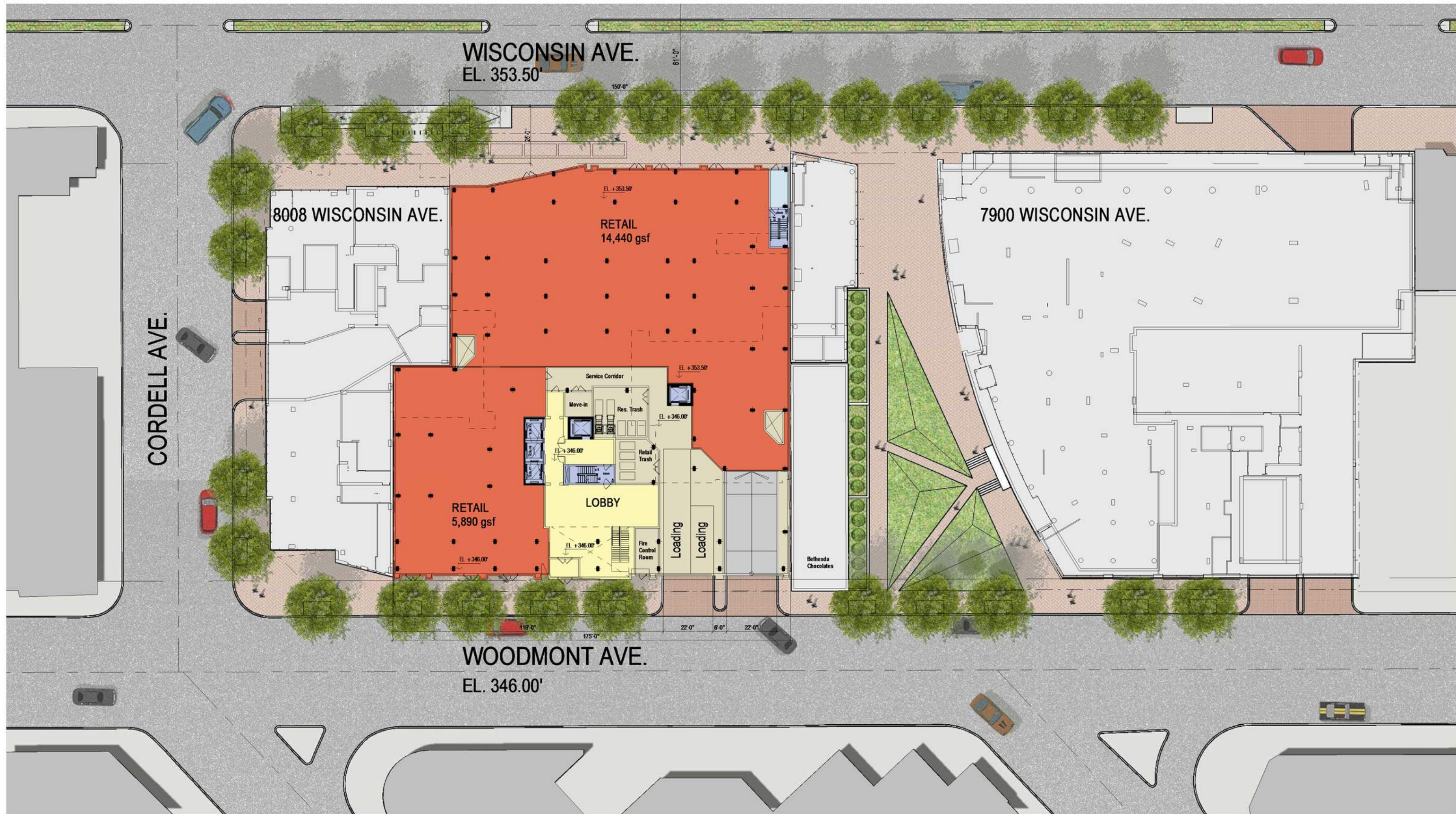
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Bethesda Downtown Design Advisory Panel

November 14, 2018



DAP Recommendations



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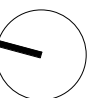
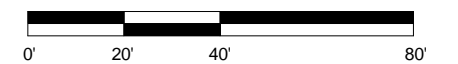
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November 14, 2018

First Floor Plan



WISCONSIN AVE.
EL. 353.50'

61'-0"

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'



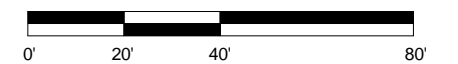
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November 14, 2018

2nd - 3rd Floor Plan





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WISCONSIN AVE.
EL. 353.50'

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'

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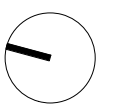
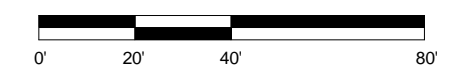
Bethesda Downtown Design Advisory Panel

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November 14, 2018



4th - 5th Floor Plan



WISCONSIN AVE.
EL. 353.50'

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'

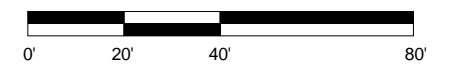
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Bethesda Downtown Design Advisory Panel

8000 Wisconsin Avenue | 8000 Wisconsin Avenue, Bethesda MD

November 14, 2018

6th - 16th Floor Plan



WISCONSIN AVE.
EL. 353.50'

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'



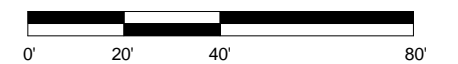
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Bethesda Downtown Design Advisory Panel

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November 14, 2018

17th - 20th Floor Plan



WISCONSIN AVE.
EL. 353.50'

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'

AMENITY

POOL

Vegetated Roof

AMENITY

Roof at 2nd Floor

Roof at 17th Floor

Roof at 4th Floor

Roof at 18th Floor

Roof at 17th Floor

Terrace at 18th Floor

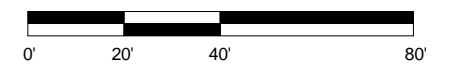
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November 14, 2018

Roof Level Plan



WISCONSIN AVE.
EL. 353.50'

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'

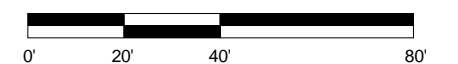
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November 14, 2018

Upper Roof Level Plan



WISCONSIN AVE.
EL. 353.50'

CORDELL AVE.

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

WOODMONT AVE.
EL. 346.00'

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November 14, 2018

G1 Level Plan

