

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	Metro Tower
File Number(s)	TBD
Project Address	(1) 7316 Wisconsin Avenue; and (2) 4800 Hampden Lane, Unit C-2

Plan Type Concept Plan ☐ Sketch Plan ☒ Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Mary Beth Avedesian	301-986-6052	MaryBeth.Avedesian@bfsaulco.com
Architect	Jeremy Sharp, Senior Associate, Torti Gallas + Partners, 301-588-4800 x2257, jsharp@tortigallas.com		
Landscape Architect	Elliot Rhodeside, Director, Rhodeside & Harwell, 703-683-7447 x108, elliotr@rhodeside-harwell.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR-5.0, C-5.0, R-4.75, H-250	250'	± 410,000 s.f.
Proposed Land Uses	Multi-family residential with ground floor commercial space		
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><input checked="" type="checkbox"/> Check if requesting additional density through the Bethesda Overlay Zone (BOZ)</p> <p>Metro Tower proposes to redevelop 7316 Wisconsin Avenue and Unit-C2 of One Bethesda Center Condominium (collectively, the "Properties") with a new multi-family residential building that includes ground floor commercial space, below-grade parking, and related amenities. The Metro Tower building will provide up to 390 residential dwelling units (including 15 percent MPDUs), and approximately 11,000 square feet of commercial floor area. Metro Tower also proposes to enlarge and refresh the existing public plaza that lies between the Properties and the One Bethesda Center Condominium (the "Plaza") by redeveloping a portion of the Unit C-2 site for plaza use. The enlarged and revitalized Plaza will serve to provide improved place-making and through-block connectivity between Hampden Lane and Elm Street.</p> <p>Metro Tower will stand at what will become a future "main and main" pedestrian corner of the Bethesda CBD. The intersection of Wisconsin Avenue and Elm Street will be substantially active, with entrances to the Bethesda Metro Station and the Purple Line Station being constructed immediately to the south on the Apex Building redevelopment site along with a new civic plaza and towers that will be among the tallest buildings in Bethesda. Metro Tower will also be located on a long and narrow block that is bounded by three streets and the Plaza. As a result, Metro Tower will effectively have four fronts and no back side.</p> <p>Because these characteristics provide an opportunity for significant visibility from multiple vantage points, the Applicant has designed Metro Tower as an iconic building that will sit proudly on Wisconsin Avenue to provide a strong marker for this prominent pedestrian corner, completing the north side of the new transit plaza at the Apex Building site and contributing to Downtown Bethesda place-making. Metro Tower will utilize traditional architecture that will be both enduring and consistent with the massing guidelines of the Sector Plan, with elements referencing such local precedents as the Bethesda Naval Hospital, the Watkins Johnson Auto Service, the Robert Llewellyn Wright House, the Bethesda Theatre, and Bethesda Row. The preliminary architectural concept also reflects the design preferences that are evidenced throughout the Applicant's property portfolio, which includes The Hay Adams Hotel, the Kennedy-Warren Apartments, the Park Van Ness Apartments, the Lyon Place at Clarendon Center Apartments, and its office headquarters at the Chevy Chase Trust Building in Bethesda.</p> <p>With respect to the Plaza, Metro Tower will facilitate an important new passage and urbane experience for pedestrians headed to the transit stations and other local destinations by razing the existing two story building that is located on Unit C-2 and incorporating a portion of the Unit C-2 site into the Metro Tower building site. The upgraded Plaza will increase the size of this existing private open space area by approximately 96 percent, from approximately 4,672 square feet to approximately 9,183 square feet. The Plaza will be designed in a style that is complementary to the architecture of the future Metro Tower building and will use quality materials for paving, walls and furnishings, providing an area where a wide range of activities can occur for all to enjoy. The potential activities that could be accommodated in this area include but are not limited to informal dining at outdoor cafes (using moveable tables with umbrellas and chairs), informal and organized events, strolling, gathering, and shopping.</p>		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The Applicant is requesting approval for 30 public benefits points from the Exceptional Design public benefits category. The Applicant proposes to develop a classic and timeless building at what will become a significantly active and visible node in the Wisconsin Avenue Corridor District, directly across Elm Street from the new transit center and associated open space that is being developed at the Apex Building site. In addition, the Applicant proposes to enlarge and revitalize existing private open space to the west of the future building for the purpose of creating improved through-block connectivity between Hampden Lane and Elm Street. With these elements, Metro Tower will make a significant contribution to the new urban fabric that is being created in Downtown Bethesda pursuant to the vision set forth in the Sector Plan. Metro Tower will provide a innovative response to the immediate urban context, create a sense of place and serve as a landmark, enhance the public realm, and provide compact infill development at a location immediately adjacent to public transit infrastructure.</p> <p>With respect to design, both the building and the site will achieve substantial consistency with applicable recommendations of the Bethesda Design Guidelines and the Sector Plan. As illustrated in the materials submitted with this application, Metro Tower proposes to provide architecture that substantially responds to applicable height limitations, podium recommendations, tower setback recommendations from the podium, and other such recommendations. The building will be designed to comply with applicable energy efficiency requirements and will achieve a minimum of 15 public benefits points from the Energy Conservation and Generation public benefits point category. Similarly, Metro Tower will provide new open spaces, landscaping and streetscaping that are consistent with applicable recommendations from the Design Guidelines for sidewalk widths, open spaces, tree plantings and other such elements. As the design continues to progress through Site Plan review, and the Applicant's consultants intend to explore opportunities for incorporating sustainable design strategies into the Metro Tower project including the Plaza, potentially including the use of bio-retention tree planters, native plant materials, locally sourced building materials, LED light fixtures, and designing with microclimate in mind (e.g., wind management, solar shading, etc.).</p> <p>With respect to the massing of the building, the Design Guidelines state that the building "may be expressed to the ground on important corners, to mark primary entryways, and to balance the composition with vertical elements." (See Design Guidelines, Page 75). Accordingly, the building proposed with the Metro Tower project currently provides an emphasis on Wisconsin Avenue, which only bears a small proportion to the overall perimeter of the large site.</p> <p>Additionally, because the site is so slender (especially at Wisconsin Avenue) and because there is no true back side, compliance with the prescriptive tower setback requirement is difficult to achieve. In a pre-submission meeting with the Applicant's consultants, staff of the Montgomery County Planning Department ("Staff") acknowledged the dilemma created by the site's geometry with respect to this design objective. Staff advised that, because the proposed building otherwise satisfies the majority of the Design Guidelines, an appropriate solution in this instance would be to allow the setback to vary from "less than" to "more than" the recommended distance, to achieve an average setback of 10 feet. The Project's tower achieves this average setback.</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.**





METRO TOWER

DAP SKETCH PLAN
SUBMISSION

NOVEMBER 28, 2018

7316 WISCONSIN LLC



DISCLAIMER: Proposed plans and elevations shown herein are for illustrative purposes only. The design will evolve as the project progresses through the entitlement and permitting processes.

B. F. Saul Company and Affiliates



Saul Headquarters at 7501 Wisconsin Avenue

- Founded in 1892
- Local Ownership
- Guided by Experience
- Driven by Quality
- Legacy Developer



Kennedy-Warren Apartments - Washington, DC



Clarendon Center & Lyon Place Apartments - Arlington, VA

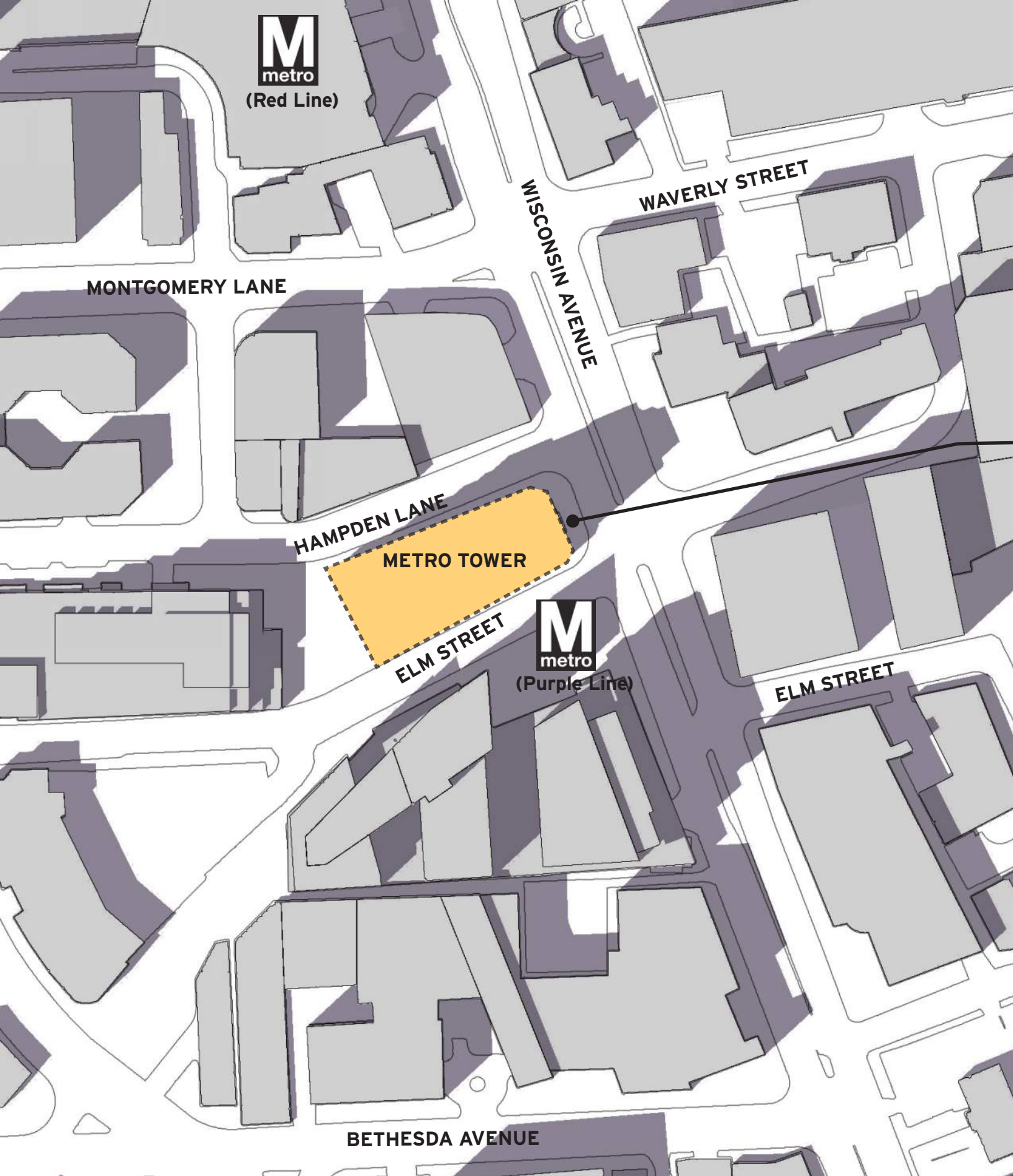


Park Van Ness Apartments - Washington, DC



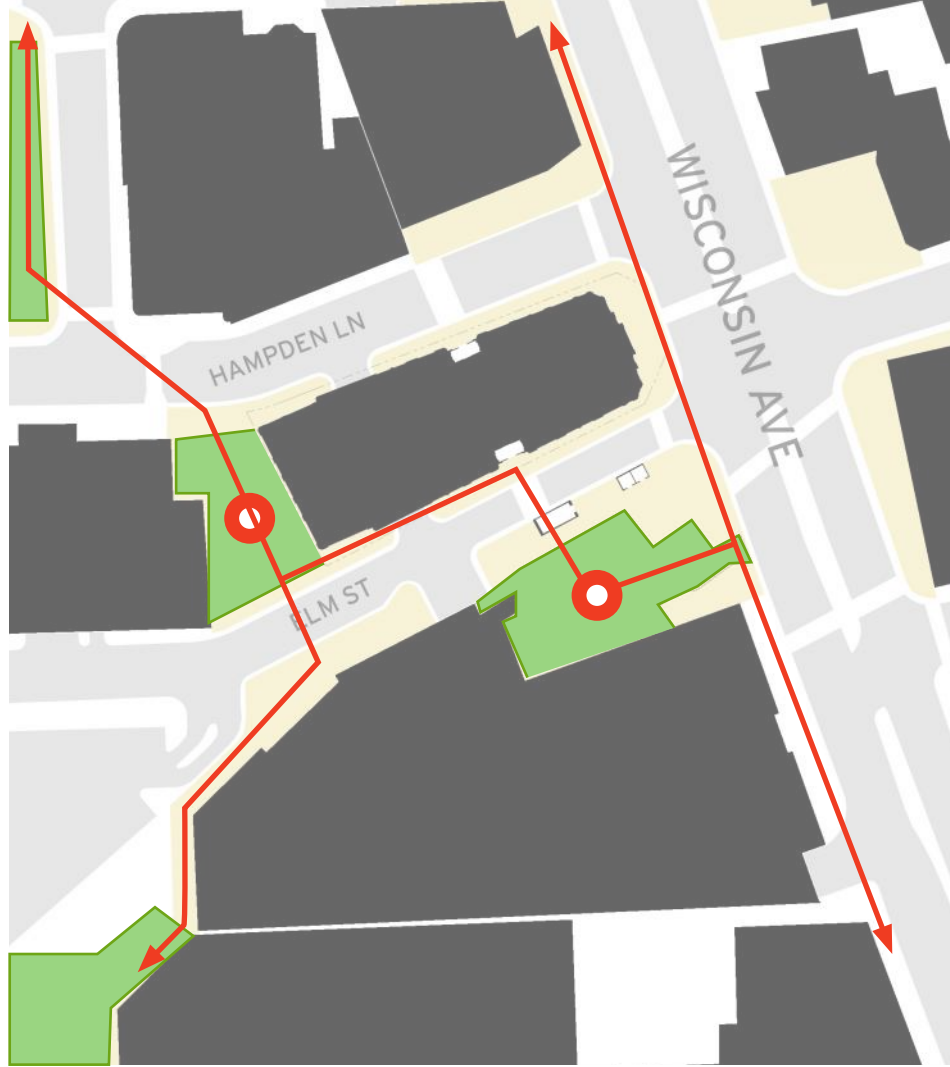
The Waycroft Apartments at Wilson & Glebe - Arlington, VA











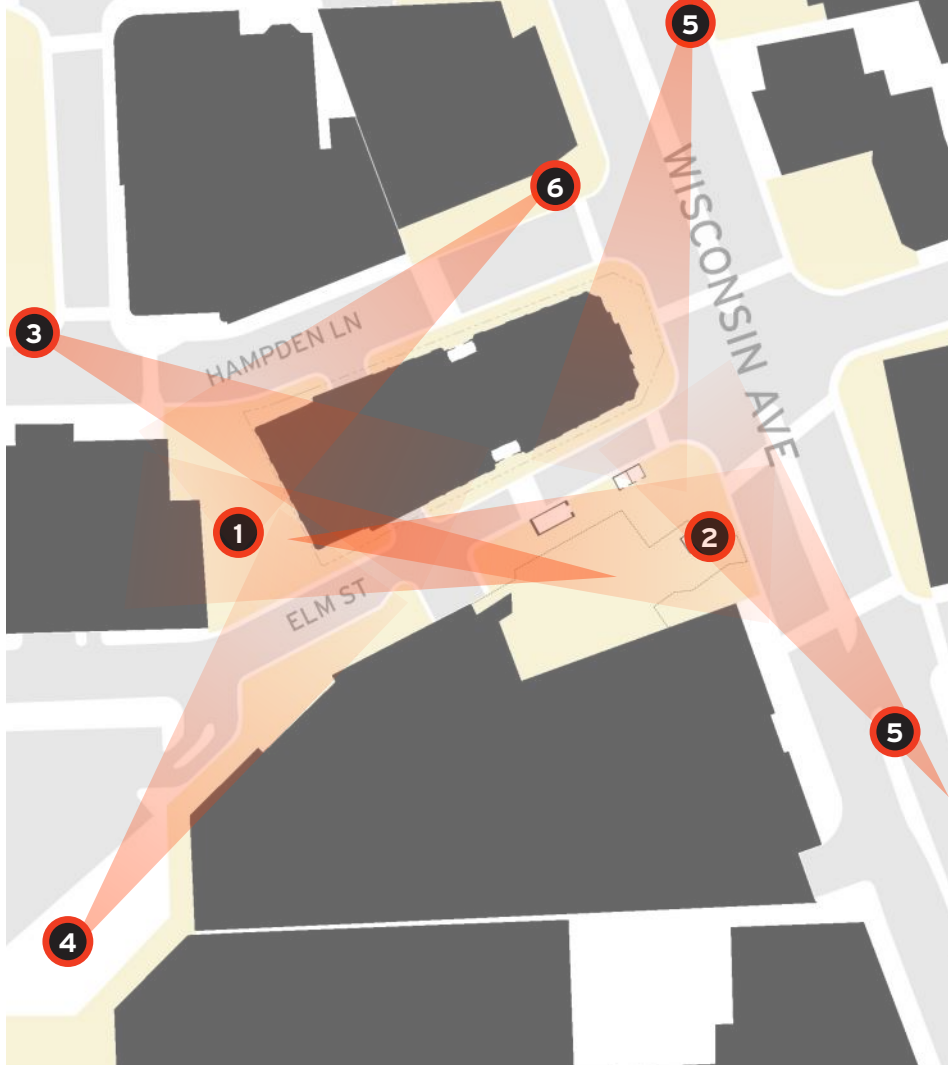
WELL DEFINED SPACES

PROVIDE A FEELING OF SPATIAL CONTAINMENT THAT COMPLETES THE FUTURE METRO PLAZA AND RESTORES A FACE TO THE OUTDOOR ROOM OF ONE BETHESDA CENTER CONDOMINIUM



ACTIVE FRONTAGES

ACTIVATE THE PUBLIC REALM AT THE GROUND PLANE AND PROVIDE SAFETY BY PUTTING EYES ON SPACES SURROUNDING THE BUILDING AND ITS PLAZAS



OPEN VIEW CORRIDORS

ESTABLISHES A RATIONAL MEANS OF WAY-FINDING THROUGH OPEN VIEW CORRIDORS AND ENCOURAGES MEANDERING WITH ELEMENTS THAT ENGAGE PEDESTRIANS AND LEADS THEM FROM ONE SPACE TO THE NEXT

- 1 ONE BETHESDA CENTER CONDOMINIUM
 2 APEX SITE
 3 HAMPDEN SQUARE
- 4 BETHESDA ROW
 5 WISCONSIN AVE.
 6 ADJACENT SITE

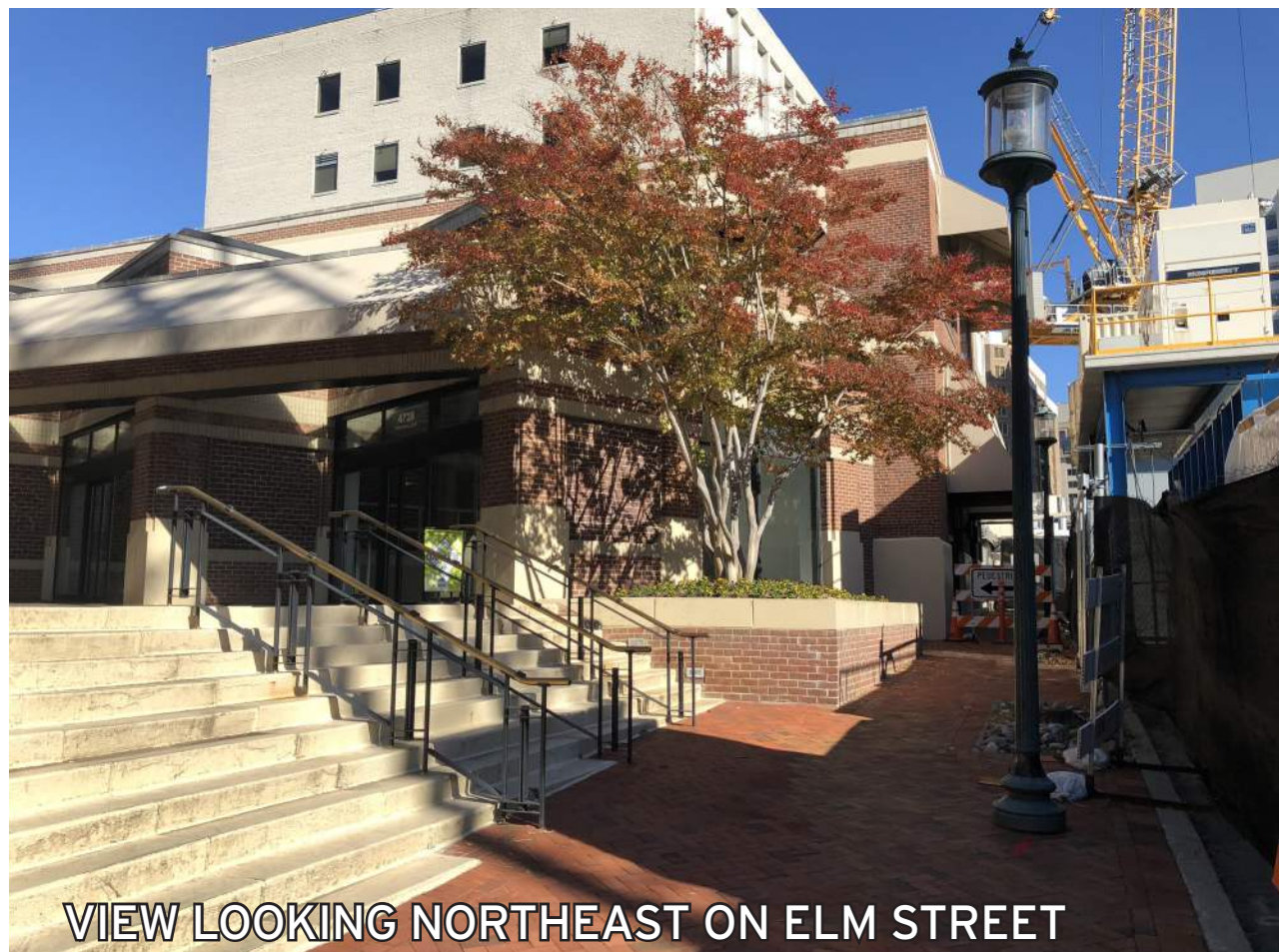




VIEW LOOKING SOUTHEAST INTO PLAZA



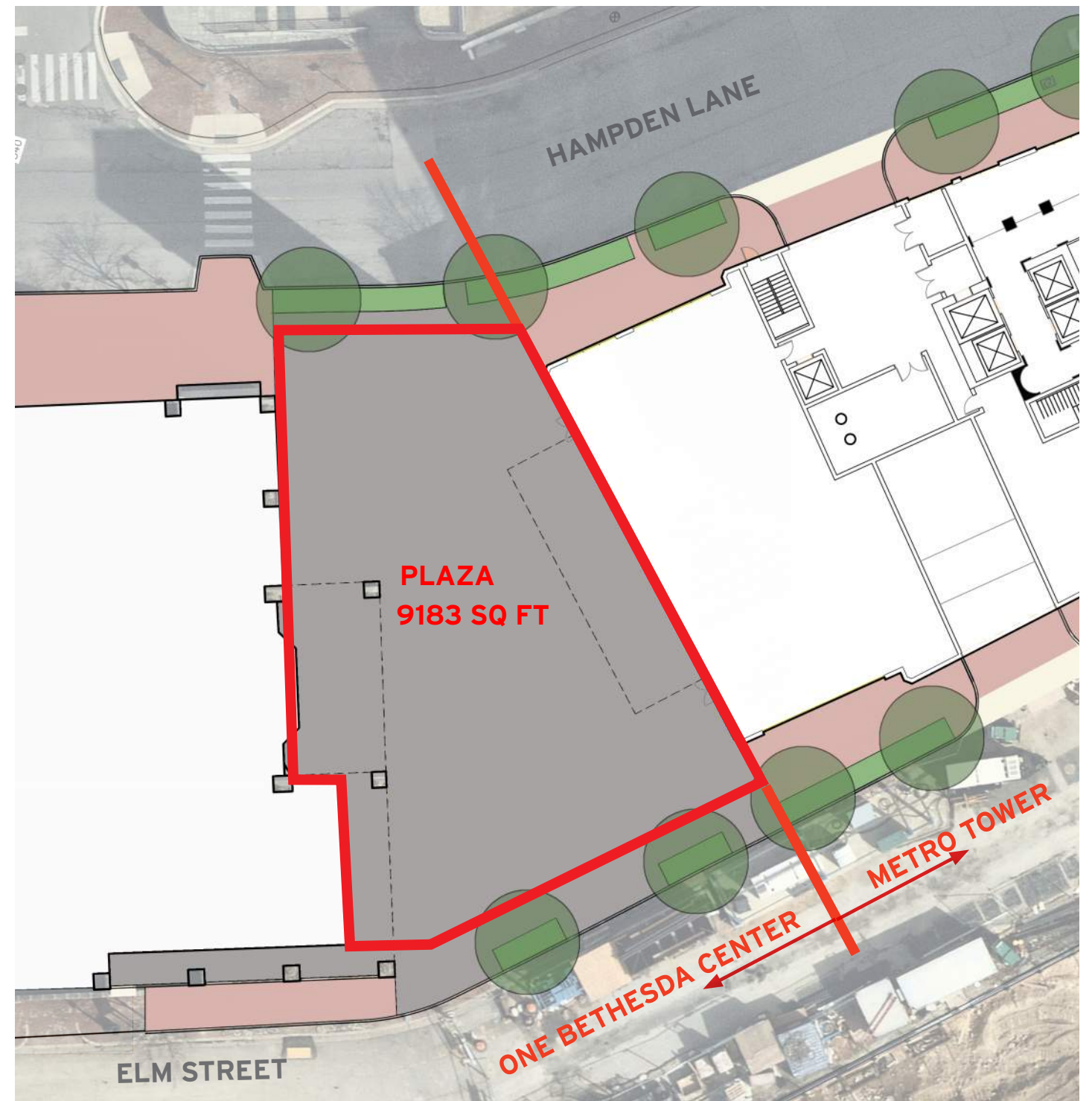
VIEW LOOKING SOUTHEAST INTO PLAZA

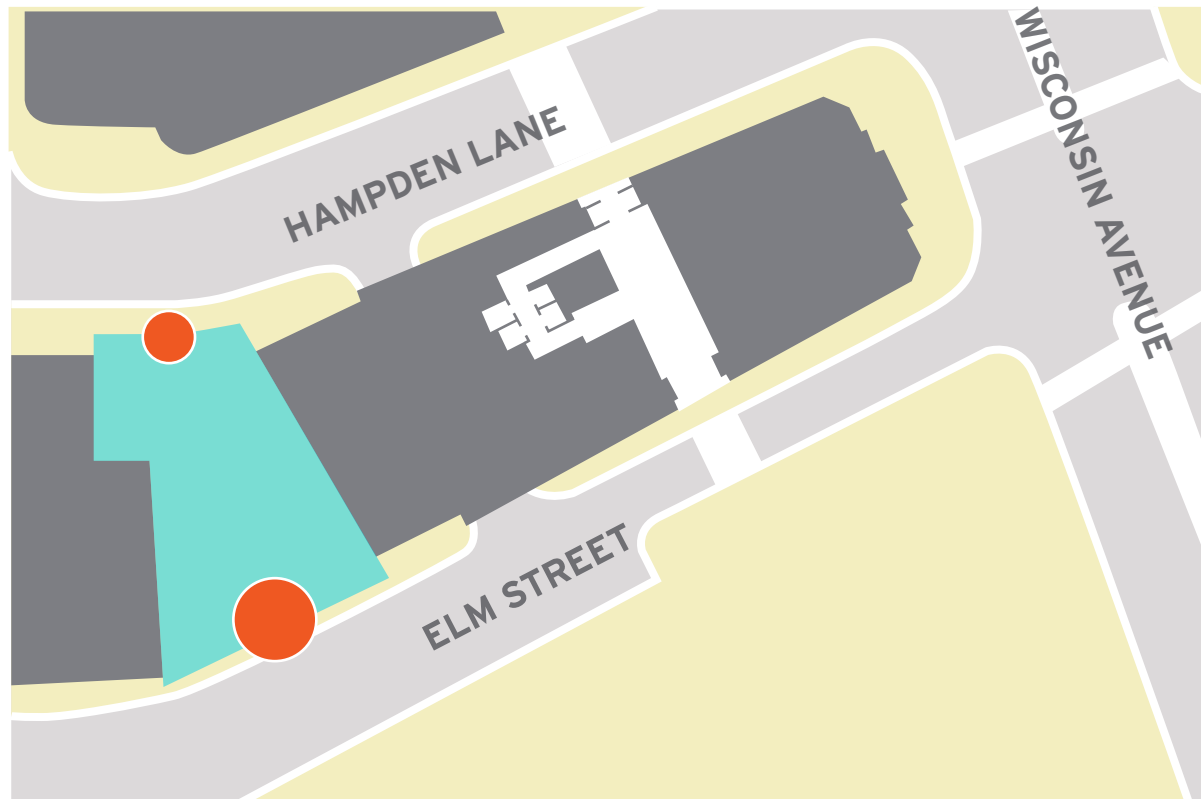


VIEW LOOKING NORTHEAST ON ELM STREET



VIEW IN PLAZA LOOKING NORTH





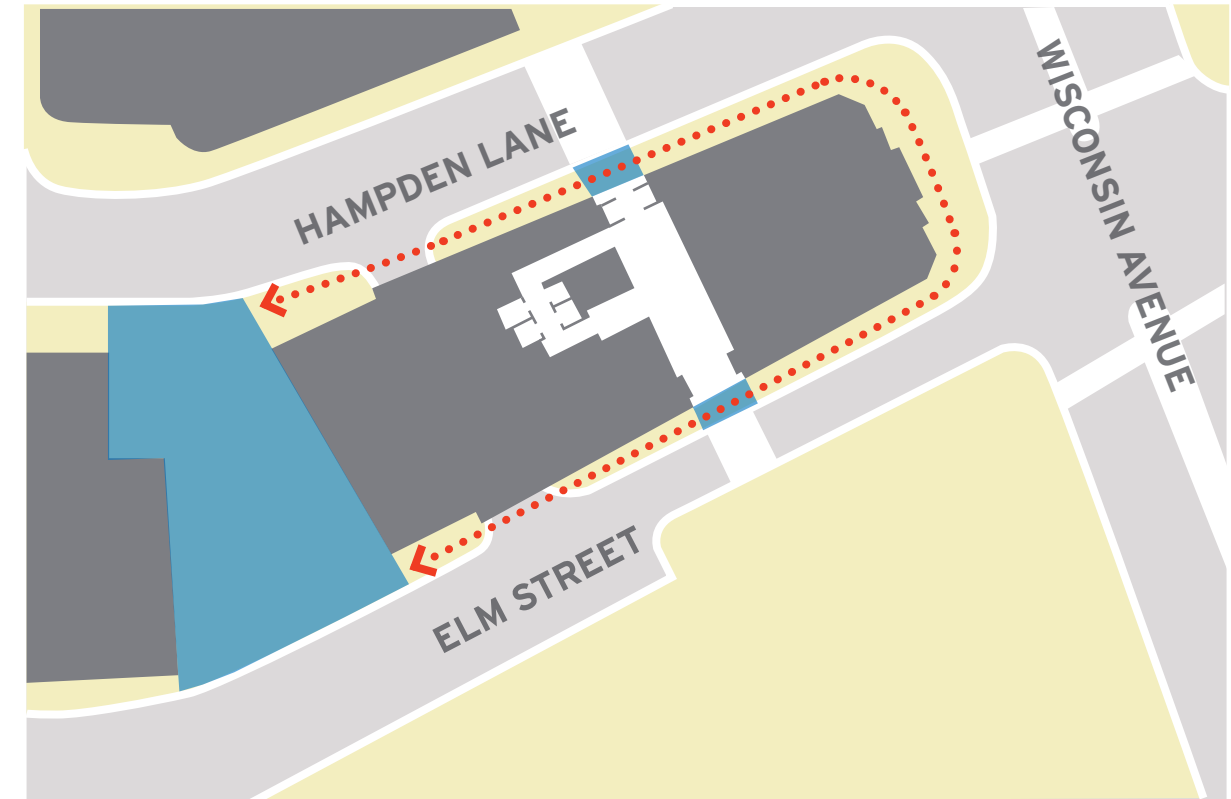
GATEWAYS



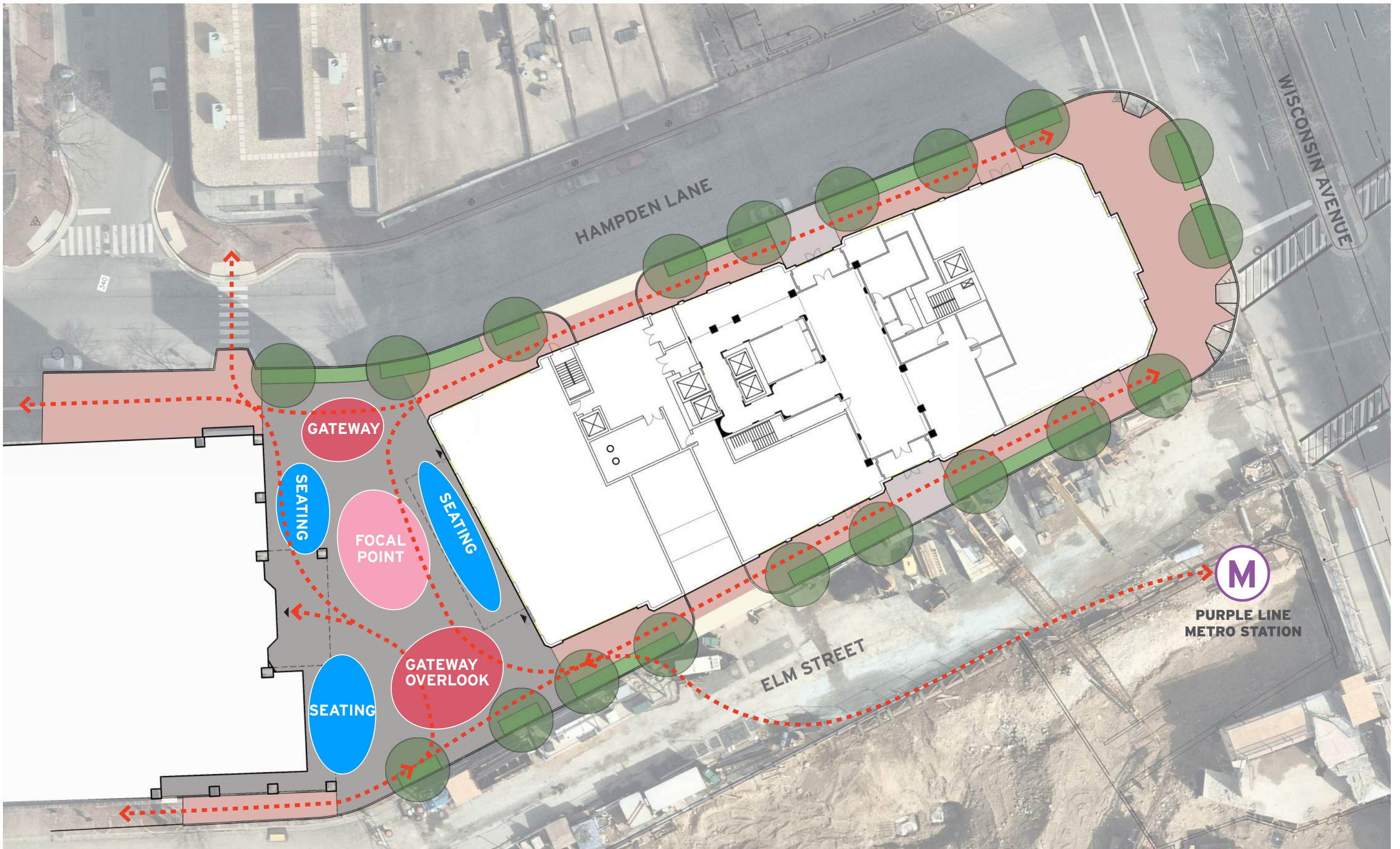
FOCAL POINTS



METRO CONNECTIONS



SPECIAL PAVING AREAS AND STREETScape





Water Feature



Movable Furniture



Dining / Retail



Water Feature



Planter / Seat wall



Paving Patterns

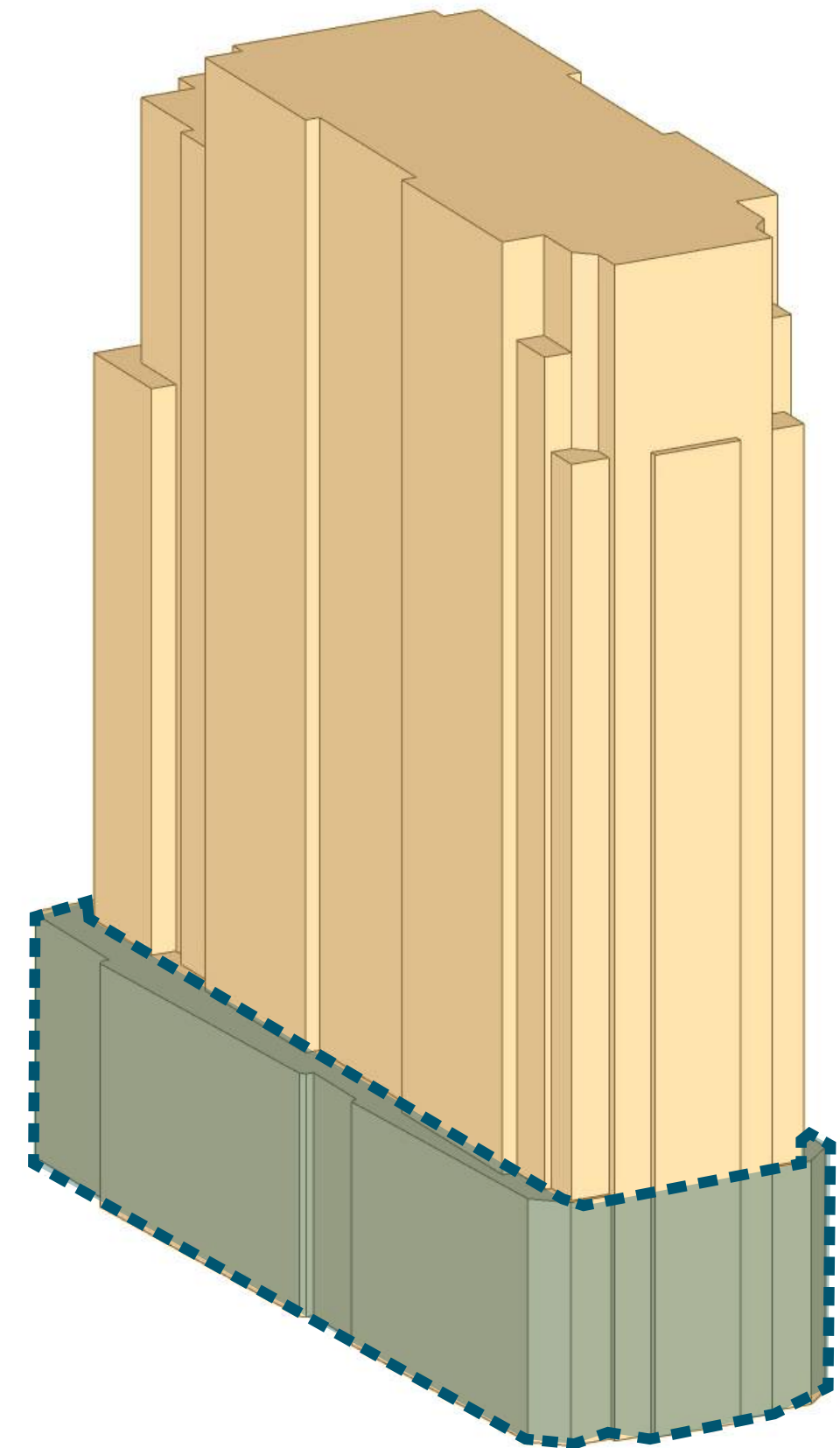


2.4.7 Tower: Step-Back

Intent: To provide a human-scaled building edge along the street that enhances pedestrian comfort and access to sky views. In districts with mostly low to mid-rise buildings, the step-back enables new tall buildings to better relate to existing context and maintain a similar street character.

Guidelines:

- A. Retain a tower step-back across the majority of the building frontage. The building's full height may be expressed to the ground on important corners, to mark primary entryways or to balance the massing composition with vertical elements.
- B. Encourage undulating, curved or angled tower step-backs if the average step-back meets the guidelines for the street type. This expressive geometry can increase visual interest on prominent sites near major open spaces and corners.
- C. Allow balconies to encroach in the step-back if they do not significantly add to the perceived bulk and mass of the building's upper floors.



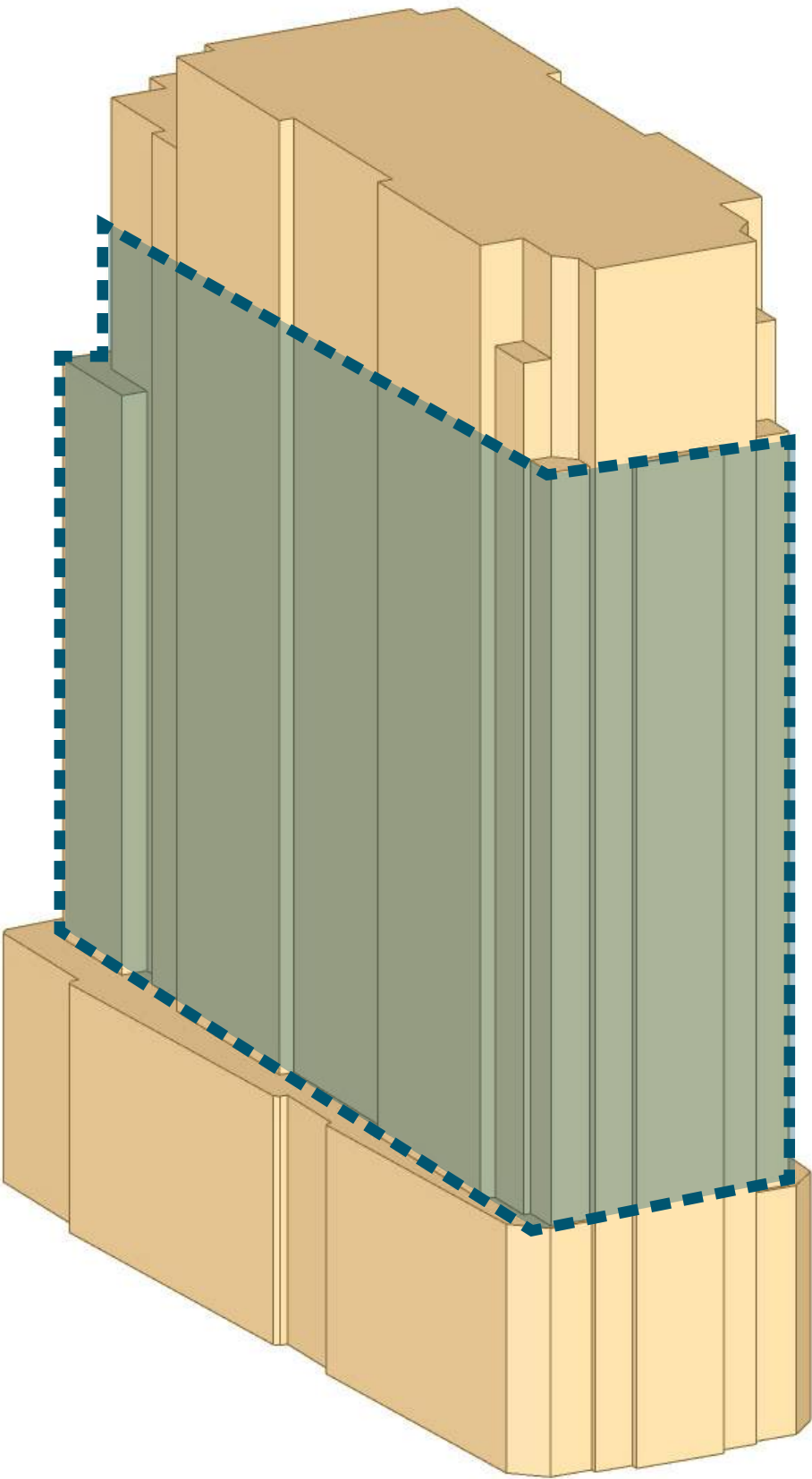
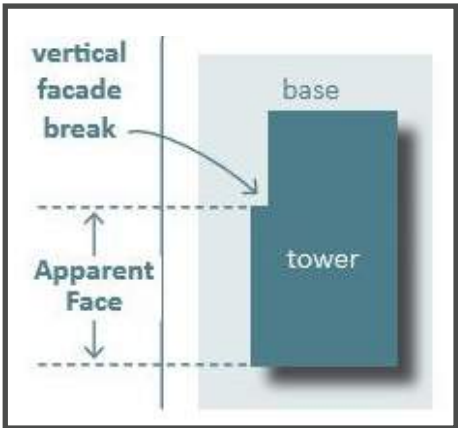
D. Modulate and Articulate Facades

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.



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.



2.4.9 Top: Tower Top

Intent: The building top or cap contributes to the skyline, adding visual interest and shaping the image of Bethesda from afar. Tower tops should be carefully considered on prominent sites, including those with the tallest building heights, locations adjacent to major public open spaces and those that terminate views.

Guidelines:

- A. Encourage unique design of tower tops that can enhance the image of Bethesda as an innovative downtown, welcoming new businesses, residents and visitors.
- B. Taper tower tops where possible to reduce the perceived bulk of tall buildings.
- C. Integrate energy efficiency into the design of tower tops, including solar panels and passive heating and cooling elements.
- D. Consider the views of the rooftop composition from adjacent buildings when designing building tops.
- E. Not all tall buildings should have a sculptural top. However, mechanical penthouses and rooftop amenity spaces should in all cases be designed to harmonize with the overall building composition.
- F. Enclosures for rooftop amenity spaces should either contribute to the creation of expressive tops, or otherwise be set back from the roof line and limited to a portion of the roof area so as to not be perceived from surrounding streets and public spaces.

