

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	4540 Montgomery Avenue
File Number(s)	320180010
Project Address	4540 Montgomery Avenue

Plan Type

Concept Plan ☐

Sketch Plan ☒

Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Patricia Harris	301-841-3832	paharris@lercheary.com
Architect	Perkins Eastman		
Landscape Architect	Macris, Hendricks		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR 5.0, C 4.0, R 4.75, H 175	145'	5.0 FAR (61,250 s.f.)
Proposed Land Uses	Residential with ground floor retail		
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 project presents a unique challenge given the extremely small net tract area -- only 5,400 square feet, its corner location and the presence of the adjacent Air Rights building, with its heavy precast concrete design. One primary goal was to have the building function as an architectural screen to the adjacent Air Rights building. In this manner, the proposed building, in concert with the new glass building directly across Montgomery Avenue, serve to announce this eastern gateway area of Bethesda. The buildings frame Montgomery Avenue and promote a new, quality design era for Bethesda.</p> <p>At the same time, the building was designed to be sensitive to its proximity to the Air Rights building. In this regard the building is pulled three feet off the property line to allow windows on the west facade. The glass facade of the building is intended to promote a lightness to the design to ensure that it is well integrated into the surrounding area. The east and north facades include articulated bays to add visual interest and a fabric to the building facade.</p> <p>The building represents the first redevelopment in both the Pearl District and along the shared street portion of Pearl Street. It was important for the building to incorporate ground floor retail in order to promote the Pearl Street district concept and to serve as an active anchor for this corner of the building.</p>		



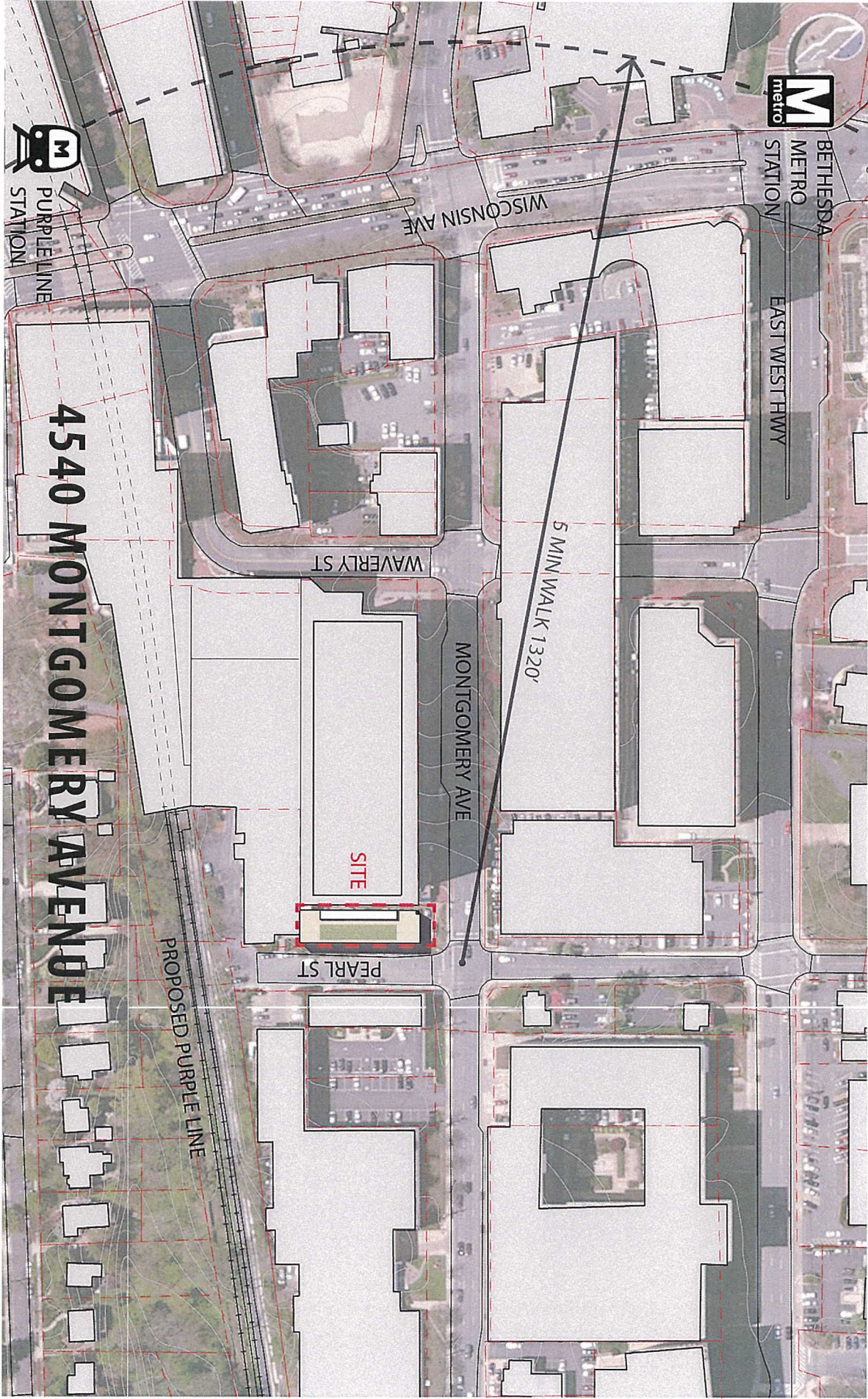
<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The Applicant is seeking 15 points for exceptional design.</p> <ul style="list-style-type: none"> • Designing Compact -- 4540 Montgomery Avenue is a small corner infill site (only 40 feet wide) located in the heart of downtown Bethesda. The building takes advantage of this location by providing 100% coverage of the site to create the maximum amount of corner retail to anchor the building, building entrance and service access along Pearl Street. The site slopes down several feet from the north to the south along Pearl Street, allowing the development to provide the necessary headroom for loading and service at the southern end of the site, thus, minimizing the interruption of the pedestrian flow and access to the building. By providing new residences in this location, next to restaurants, shops, employment, entertainment and metro, this development will further add to the 24/7 lifestyle of this portion of Bethesda • Enhancing the Public Realm -- The development of this building will enhance the development of the Pearl Street District by redeveloping the south side of Montgomery Avenue adjacent to the new Purple Line, now under construction. The addition of new sidewalks, street trees, a future shared street, continuous building frontage with corner retail will further enhance the built environment in this portion of Bethesda. The use of signage, lighting, entrance canopy will all add to the pedestrian character at the ground plane. Moreover, the project will contribute to the cost of converting Pearl Street, currently a substandard dead-end with little activity, into a "shared street" per the recommendations of the Sector Plan, with enhanced street activity which will provide a welcoming connection from Montgomery Avenue to the Capital Crescent Trail. • Innovative Solutions in Response to the Immediate Context -- In order to create a strong image for this unique small corner site, and begin to develop a gateway for the Pearl District and entrance to the Crescent Trail, the building maximizes its allowable footprint and massing with a glass tower, emphasizing light, air and compatibility with the new glass tower immediately across the street on the north side of Pearl Street. The use of bay windows and limited balconies add to the residential character of the building. It also screens the 1970's era heavy precast concrete design of the adjacent Air Rights building, thus creating a new front door to downtown Bethesda from Montgomery Avenue. The west and south facades have been set back off the mid-block property lines in order to provide some glass on these facades. • Materials and Forms -- The two main building facades at the corners at Pearl Street and Montgomery Avenue are articulated with a variation of a modern glass box with metal mullions of various widths and height. The west and south facades incorporate metal panels of various sizes to help mitigate its proximity to the property lines and adjacent buildings. The ground floor provides an all glass retail façade of almost 20 feet in height to emphasize the public realm character of the first floor. The top floor also has a different glass and mullion articulation to distinguish the top of the building. There is a vegetated green roof and trellis to further enhance the penthouse level of the building. • Creating Sense of Place -- By filling in a vacant corner of downtown Bethesda, which is now a surface parking lot, the new building, although small, adds to the sense of place for the new Pearl Street District by complementing the building on the north side of Montgomery Avenue with its similar scale and glass façade, thus helping to form a new gateway into the area. Renovation of the sidewalk in accordance with the Bethesda streetscape standards, including the addition of trees, will further enhance the character at the pedestrian level. • Low Impact Development -- The building is designed to take advantage of its corner orientation to maximize sun exposure and natural light on the east and north facades. The south facade has less glass due to its midblock property line constraints. The west façade also has minimal glass, but only houses the core and service portions of the building. It has been setback 3 feet from the property line to maximize light and air from the existing building, while still allowing for development of this narrow site of only 40 feet in width. A vegetated green roof has been provided. In addition, the building will exceed the energy efficiency standards by 17.5 percent. Finally, the building's proximity to the metro will result in a high level of public transportation use, thus minimizing single occupancy vehicle travel.
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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



RESIDENTIAL - VICINITY PLAN

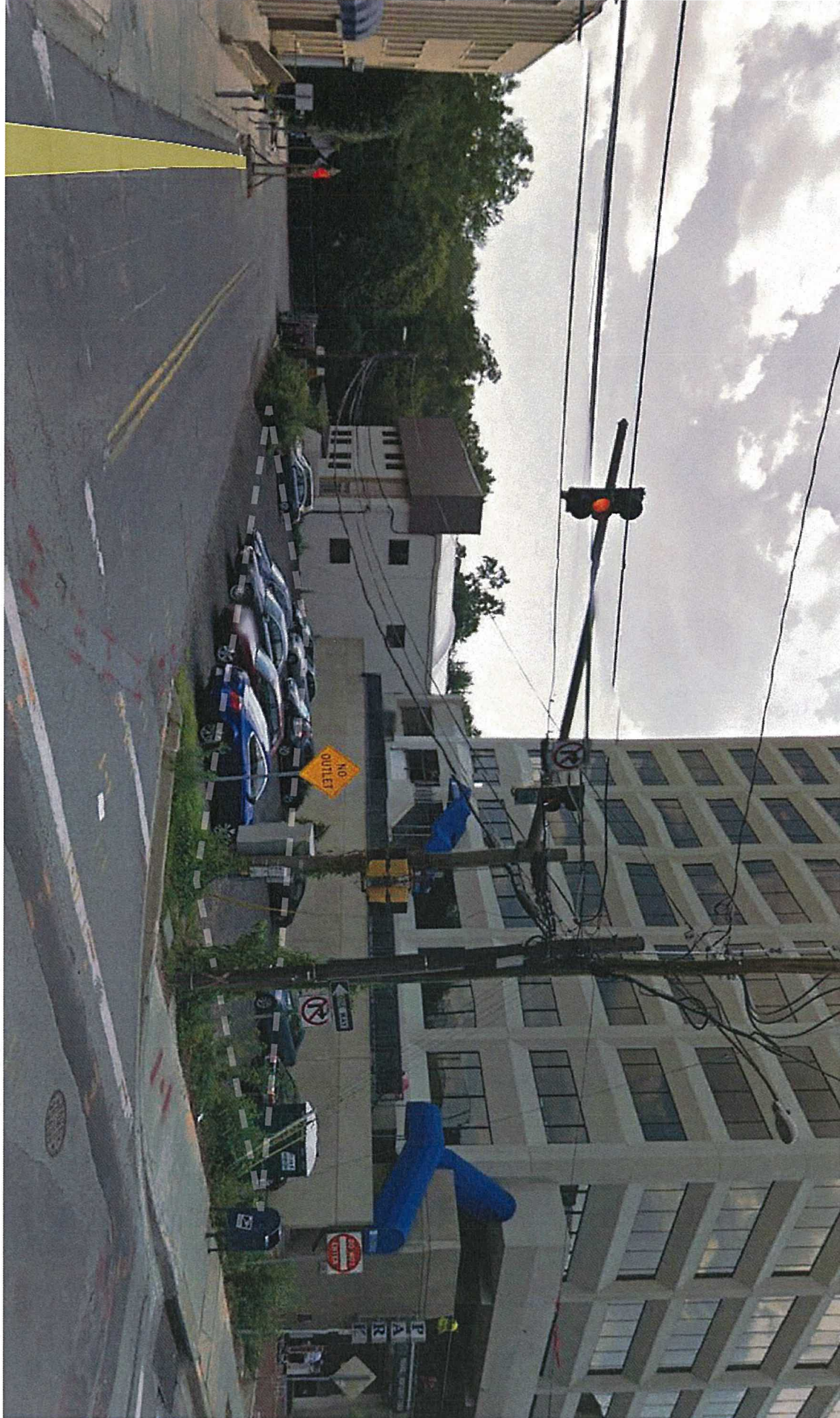


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RESIDENTIAL - EXISTING SITE



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ARCHITECTURAL PRECEDENT



5333 Connecticut Ave

Materials

Metal Panel

What we like

Simplicity in detailing & massing
Regular mullion pattern



RESIDENTIAL - SITE PLAN

SITE ANALYSIS

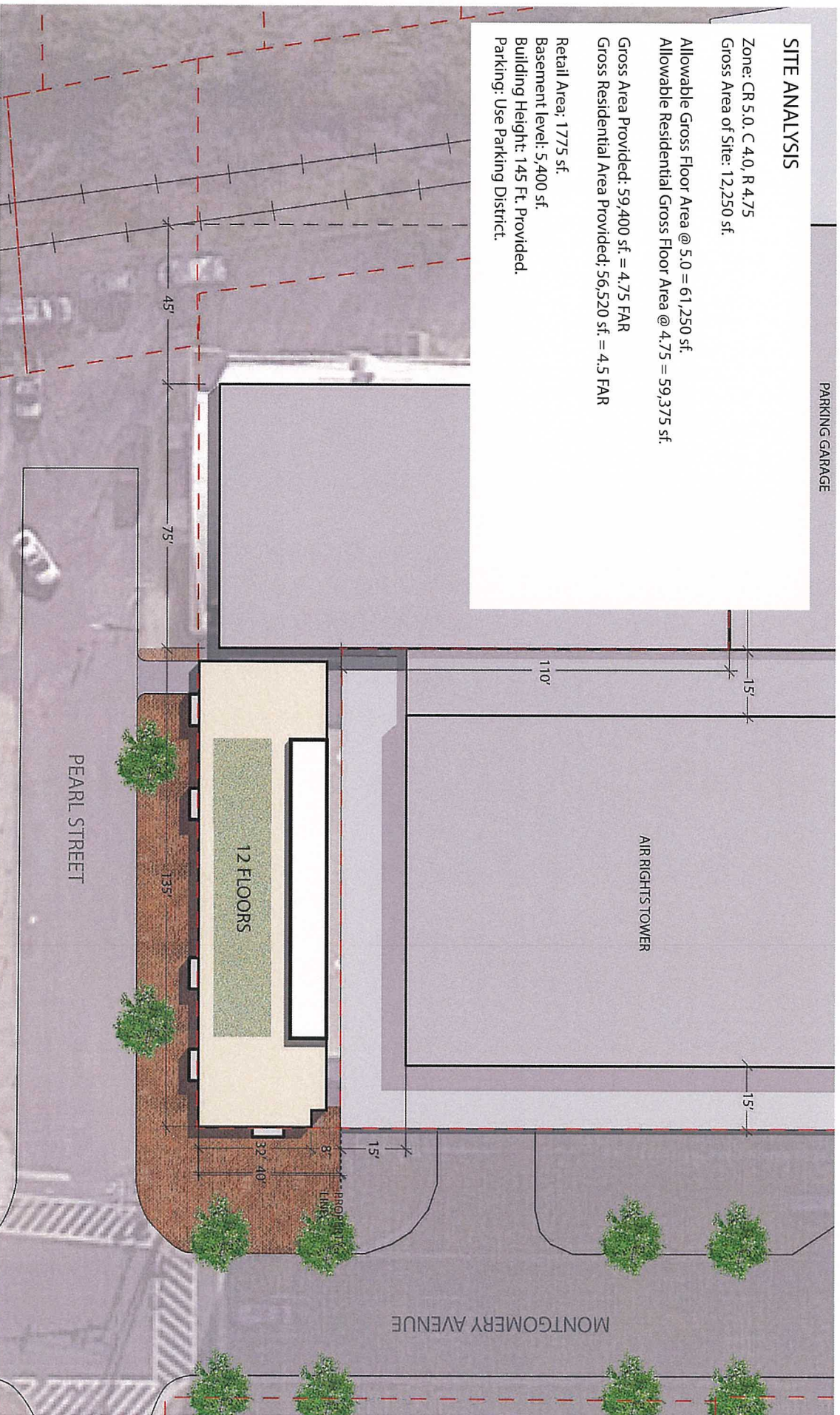
PARKING GARAGE

Zone: CR 5.0, C 4.0, R 4.75
Gross Area of Site: 12,250 sf.

Allowable Gross Floor Area @ 5.0 = 61,250 sf.
Allowable Residential Gross Floor Area @ 4.75 = 59,375 sf.

Gross Area Provided: 59,400 sf. = 4.75 FAR
Gross Residential Area Provided: 56,520 sf. = 4.5 FAR

Retail Area: 1775 sf.
Basement level: 5,400 sf.
Building Height: 145 Ft. Provided.
Parking: Use Parking District.

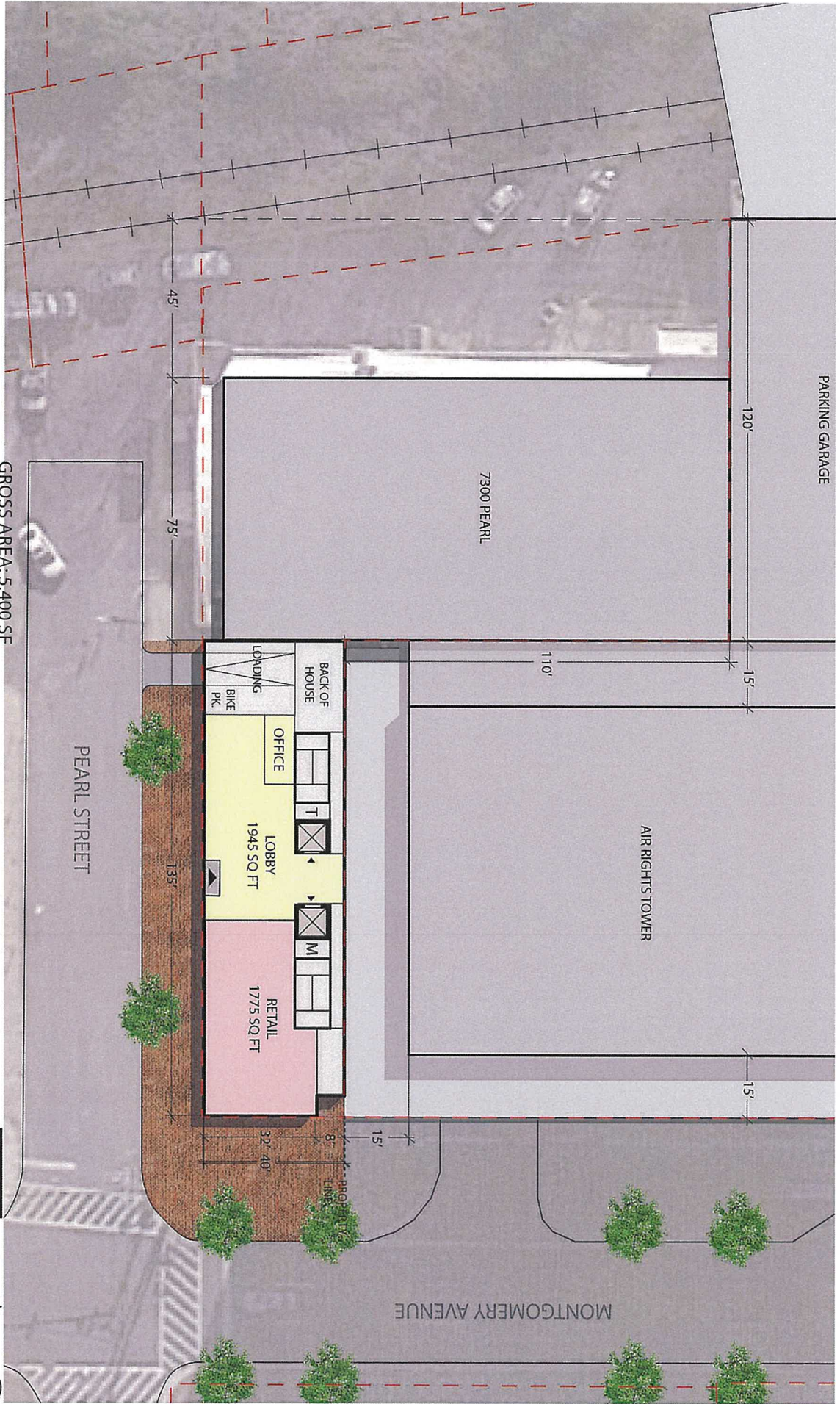


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RESIDENTIAL - GROUND LEVEL

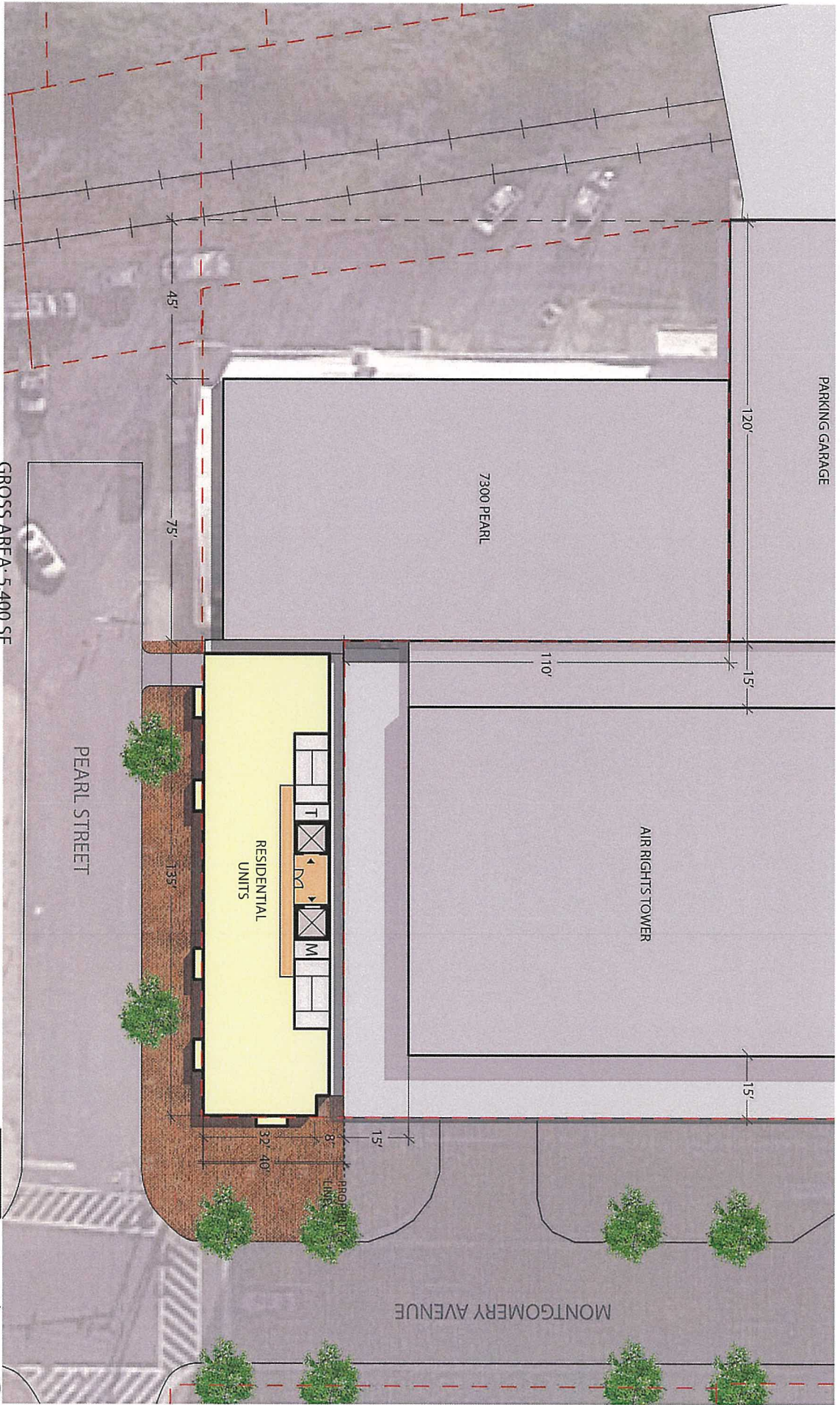


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RESIDENTIAL - TYPICAL 2-10 FL



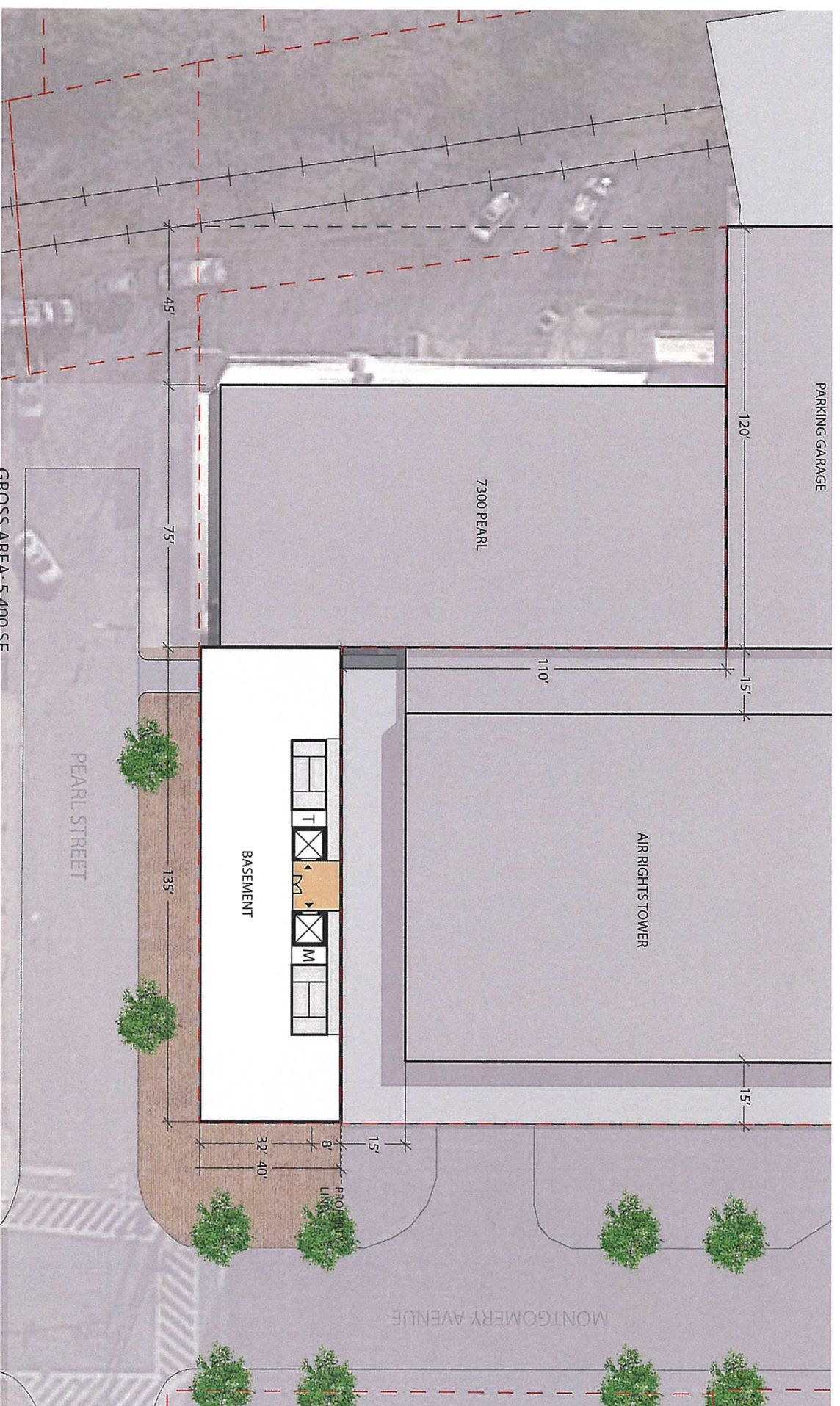
GROSS AREA: 5,400 SF
NET AREA: 4,300 SF

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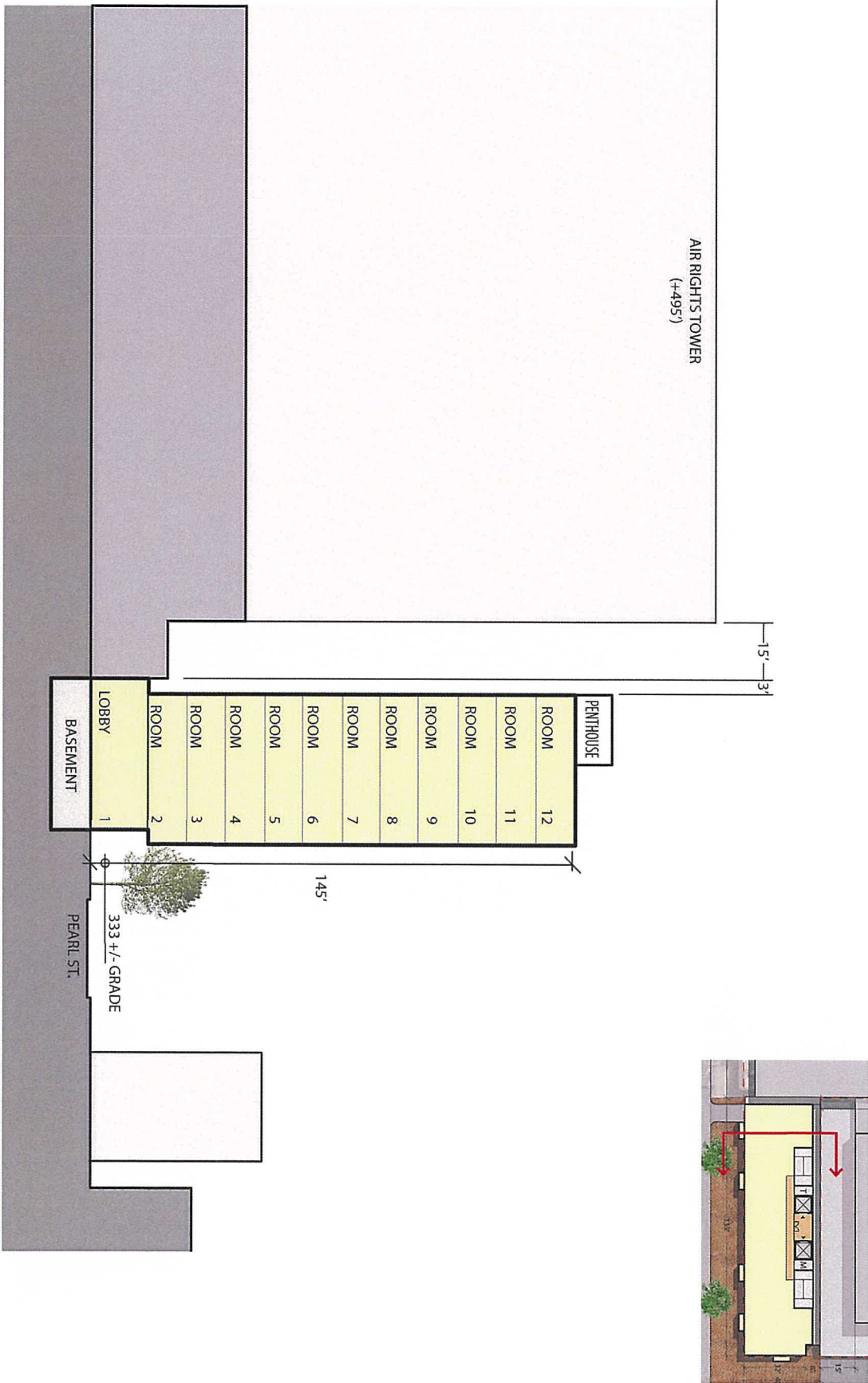
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RESIDENTIAL - LOWER LEVEL



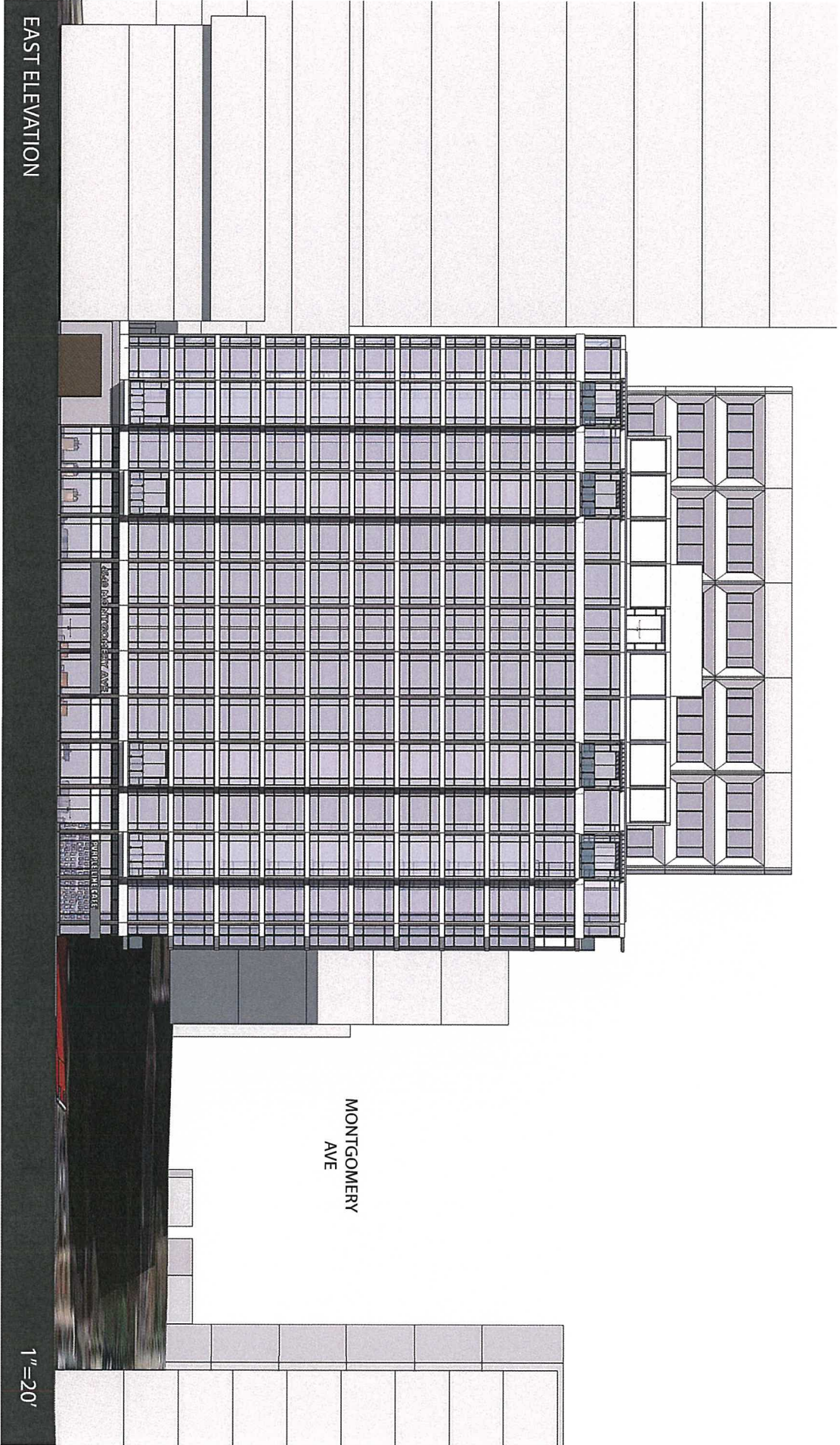
RESIDENTIAL - SECTION



SECTION LOOKING NORTH

1"=25'

RESIDENTIAL - PEARL STREET ELEVATION

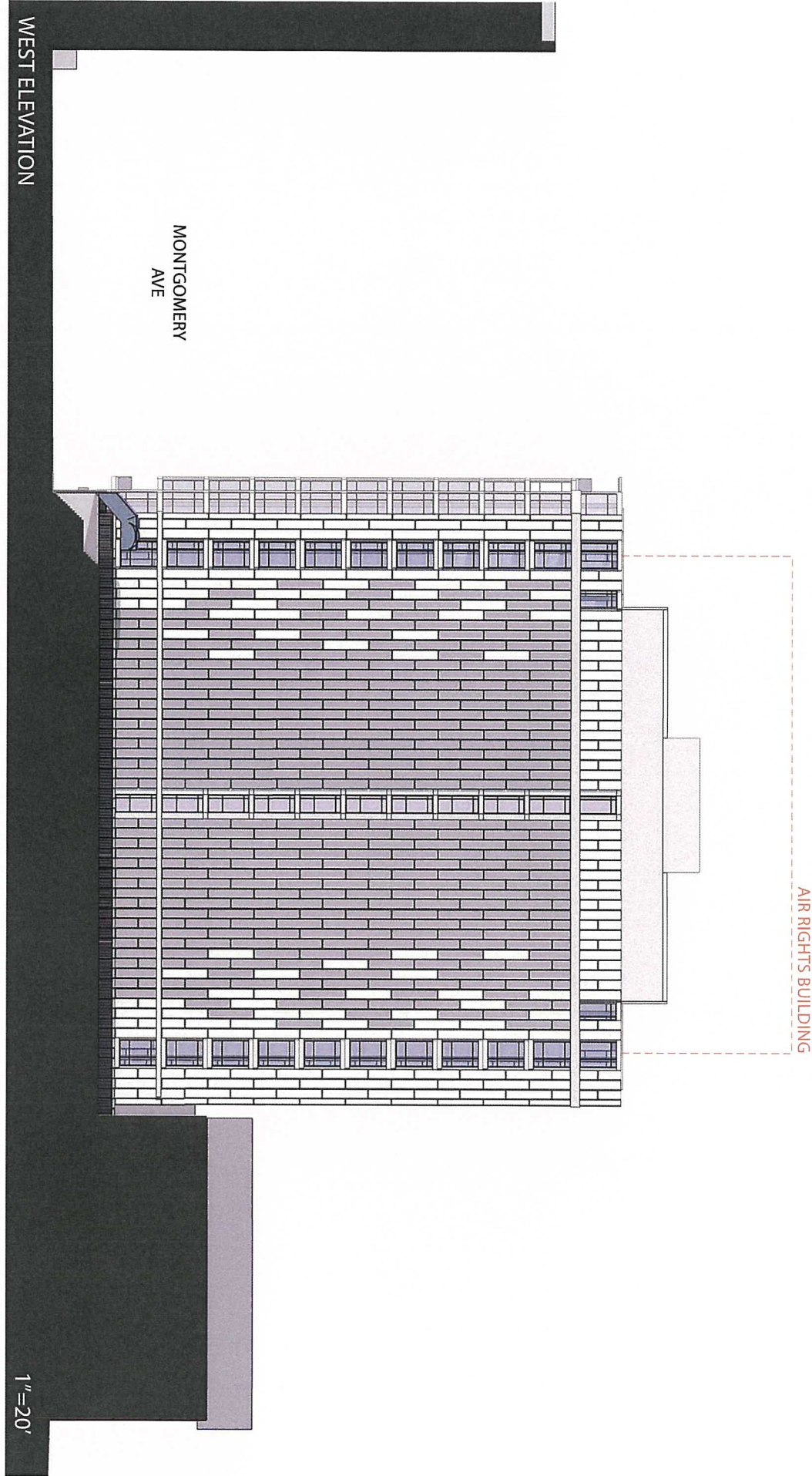


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RESIDENTIAL - WEST ELEVATION

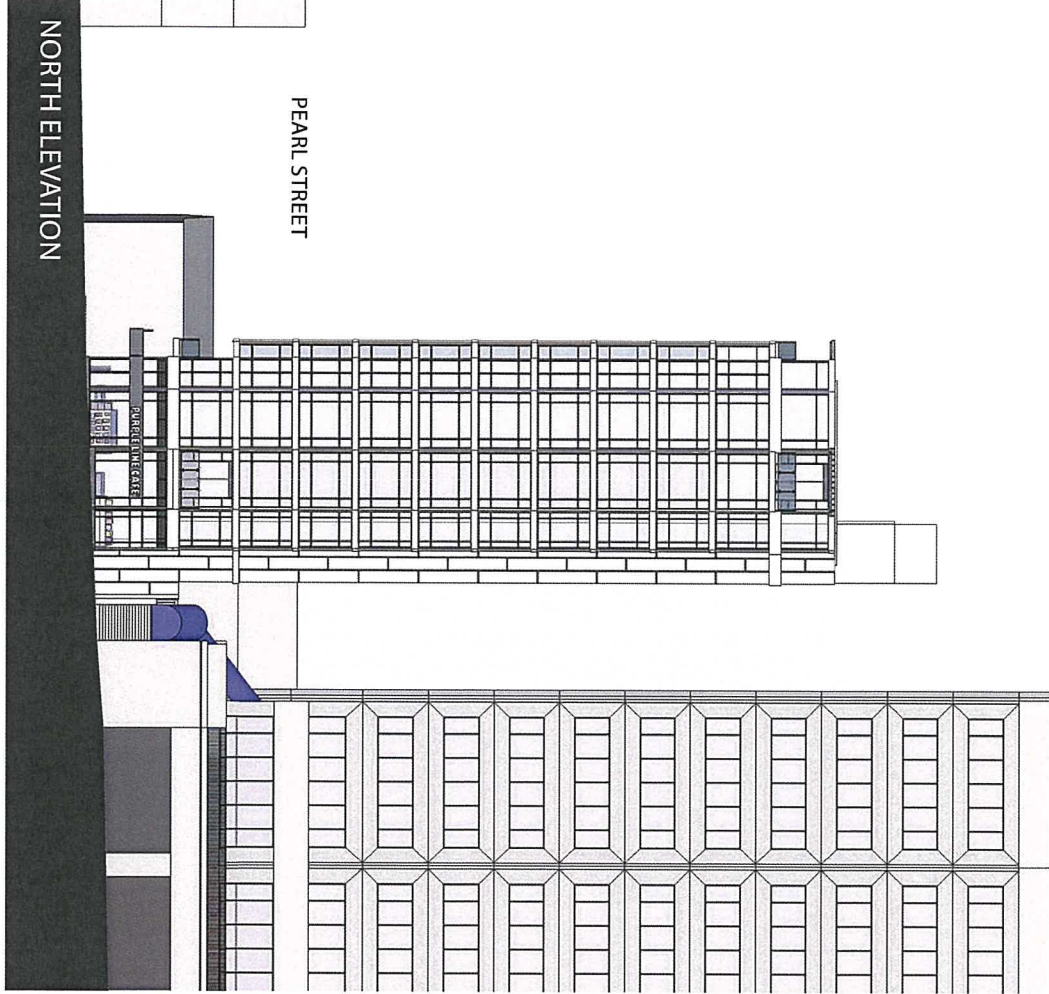


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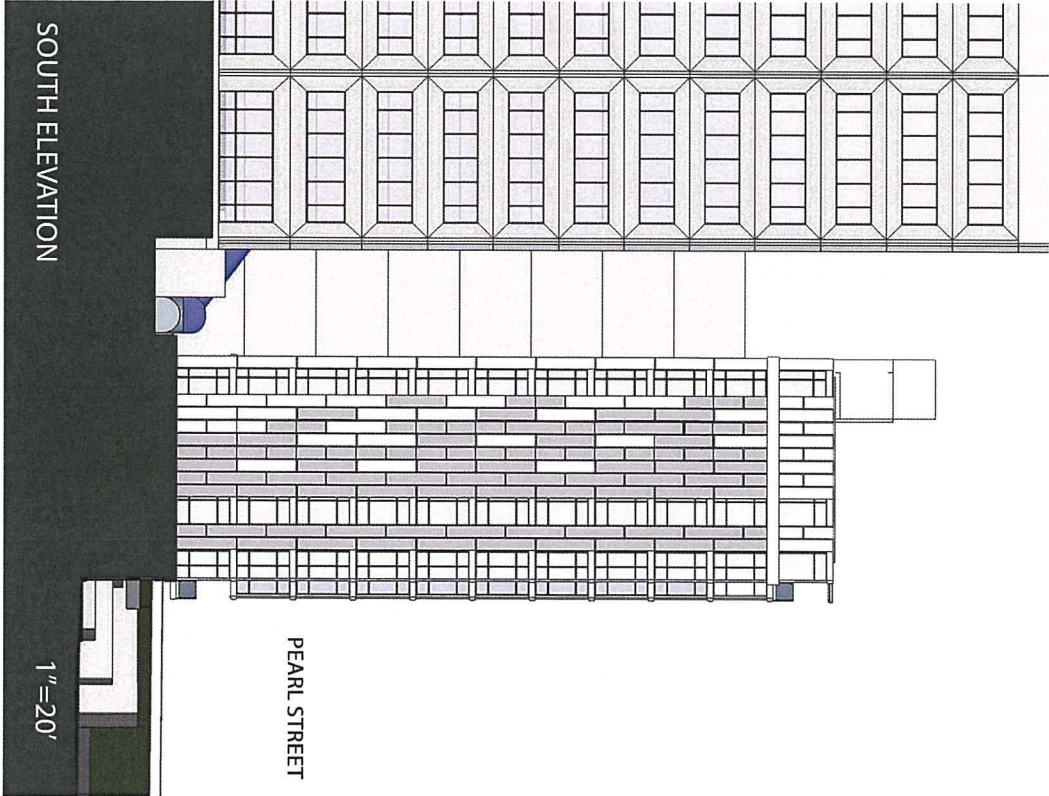
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RESIDENTIAL - MONTGOMERY AVE ELEVATION



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RESIDENTIAL - PERSPECTIVE FROM MONTGOMERY AVE



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RESIDENTIAL - PERSPECTIVE OF RETAIL CORNER



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RESIDENTIAL - PERSPECTIVE FROM PEARL STREET

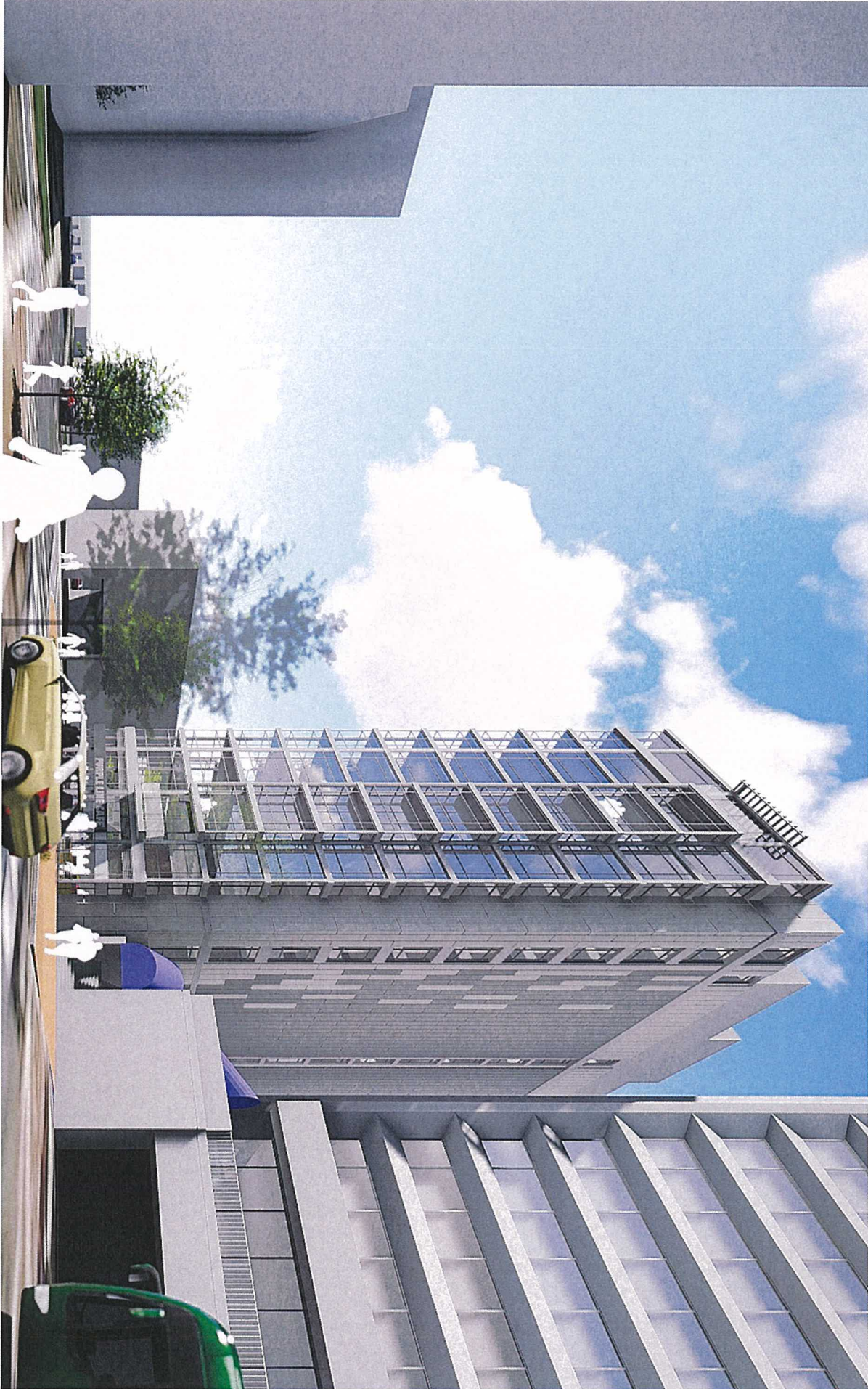


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RESIDENTIAL - MONTGOMERY AVE LOOKING EAST



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RESIDENTIAL - AERIAL LOOKING NORTH



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RESIDENTIAL - MONTGOMERY AVE LOOKING WEST



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