

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	Artery Plaza
File Number(s)	Sketch – 32015005B; Site – 81984002D
Project Address	4747 Bethesda Avenue

Plan Type

Concept Plan ☐

Sketch Plan ☒

Site Plan ☒

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Pat Harris	301-841-3832	paharris@lercheary.com
Architect	Laura Croce, Shalom Baranes, 202.719.8171; lcroce@sbaranes.com		
Landscape Architect	Gabriela Canamar, Land Design, 703.549.7784; GCanamar@landdesign.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR 5.0, C 5.0, R 5.0, H 170	167'	4.23 FAR
Proposed Land Uses	office with ground floor retail/restaurant		
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>In May 2015, the Planning Board approved the proposed 284,500 square foot building at 4747 Bethesda Avenue and the building is currently under construction. The subject application proposes a minor revision to convert the enclosed rooftop mechanical space initially proposed for the building into penthouse office and amenity space, resulting in 14,500 square feet of floor area, an increase of 6,500 square feet of occupiable area. Critically, the vast majority of the 14,500 square feet (12,740 square feet or 88 percent) was previously accounted for as non-occupiable space and thus, while the space did not count toward the Project's density, the general massing of the space was previously presented and approved. As a result, this amendment represents a very minor change from a visual standpoint. That is, the previously approved penthouse is now proposed to extend just 20 feet to the west. The proposal is visually insignificant, resulting in the addition of just two window bays. The proposed revision will complement the rooftop terrace included in the original proposal by adding occupiable amenity space and office space. The revision will provide usable common amenity space and outdoor terrace space that will be available to all tenants of the building, as well as outdoor terrace space available exclusively to the tenant leasing the office space added on this penthouse floor.</p>		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The project seeks 30 Exceptional Design Points.</p> <p>While the 4747 Bethesda Avenue building was approved by the Planning board prior to the adoption of the Bethesda Design Guidelines and the formation of the DAP, quality design was a priority for the Applicant. The Applicant is pleased to see that many of the Design Guidelines' recommendations are incorporated into the building's design. As the supporting materials indicate, the Applicant intends to continue this quality design to the expanded penthouse space which is the subject of the DAP's review. In order that the penthouse expansion may be reviewed in context, we have provided below a full description of the building, as well as the penthouse details.</p> <p>Focused on the public realm and the need to create an iconic image at the corner of Bethesda and Woodmont Avenues, the building mass is articulated and broken down to smaller volumes to achieve human scale and visual interest. Building corners are set back from the main façade plane in order to further diminish the perceived length of the building. The new office building playfully interacts with the existing 4749 commercial building, incorporating it as another piece into a larger composition: a low scale base that engages the public space and creates a truly unique outdoor terrace opportunity along Woodmont plaza.</p> <p>This broken-down massing approach is highlighted by the use of three distinct façade materials and patterns: The retail base volume is clad with a high-quality curtain wall system that will elegantly incorporate signage and user oriented doors and opening. The primary façade type is a high performance, full height glass curtain wall system with a decorative stainless steel frame that runs in two-story modules. Its curved profile and bronze finish create interesting shadows and color changes that provide richness to the façade. In between volumes, the façade changes to a clean glass curtain wall that acts as a connecting tissue between the different pieces.</p> <p>The penthouse volume houses office and amenity functions in addition to mechanical functions. Being one of the most unique and special parts of the building, it is clad in the primary building façade treatment of full-height glass and decorative stainless steel in bronze finish and incorporates large pivoting garage style doors that create an indoor-outdoor amenity room for the tenants. The outdoor terrace amenity will provide office users with a combination of shade and green space while enjoying the unobstructed view to the south and west.</p> <p>From the beginning of the design process, achieving great orientation, light and air was the primary design objective. The building is set back approximately 20 feet from Woodmont Plaza (which creates a unique lower terrace for the building fronting the new public space to the west) and 38 feet to 72 feet from the east edge adjacent to the 7200 Wisconsin Avenue building. The southern façade along Bethesda Avenue is shortened by setting back each end corner of the building by 20 feet. These setbacks not only limit the length of the western, southern and eastern faces of the building but also adds interest to both the southeast and southwest corners.</p> <p>A portion of the south façade of the building cantilevers over the sidewalk along Bethesda Avenue. This solution was balanced between the desire for a sustainable and attractive office floor plate for a speculative building and the need to provide meaningful sculpting in the most effective way: corners that set back to scale and embellish the building and generous setbacks that ensure light and air towards the east and west. Furthermore, the façade in the east and west facing portions of these corners is glass only, allowing the cantilevered portion of the building to fade back into the massing of the building and reduce its perceived prominence. The portion of the retail volume located under this cantilever condition is two stories tall and designed to be excellent quality retail and lobby space directly accessible from Bethesda Avenue. The cantilever provides a generous 18 to 25 foot height clearance from the sidewalk to the underside of the cantilever and the building is located on the north side of the street. Thus, there will be no adverse effect to the pedestrian experience in that the cantilever will not block access to sun and sky views.</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



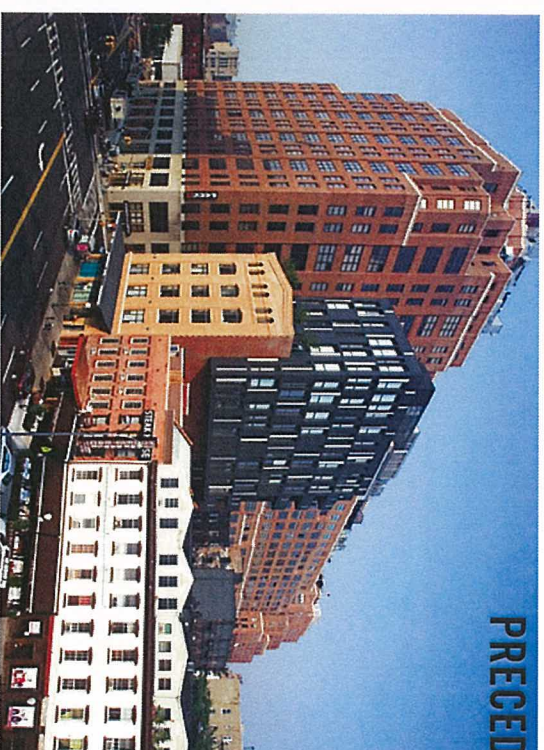


4747 BETHESDA AVENUE
BETHESDA, MARYLAND



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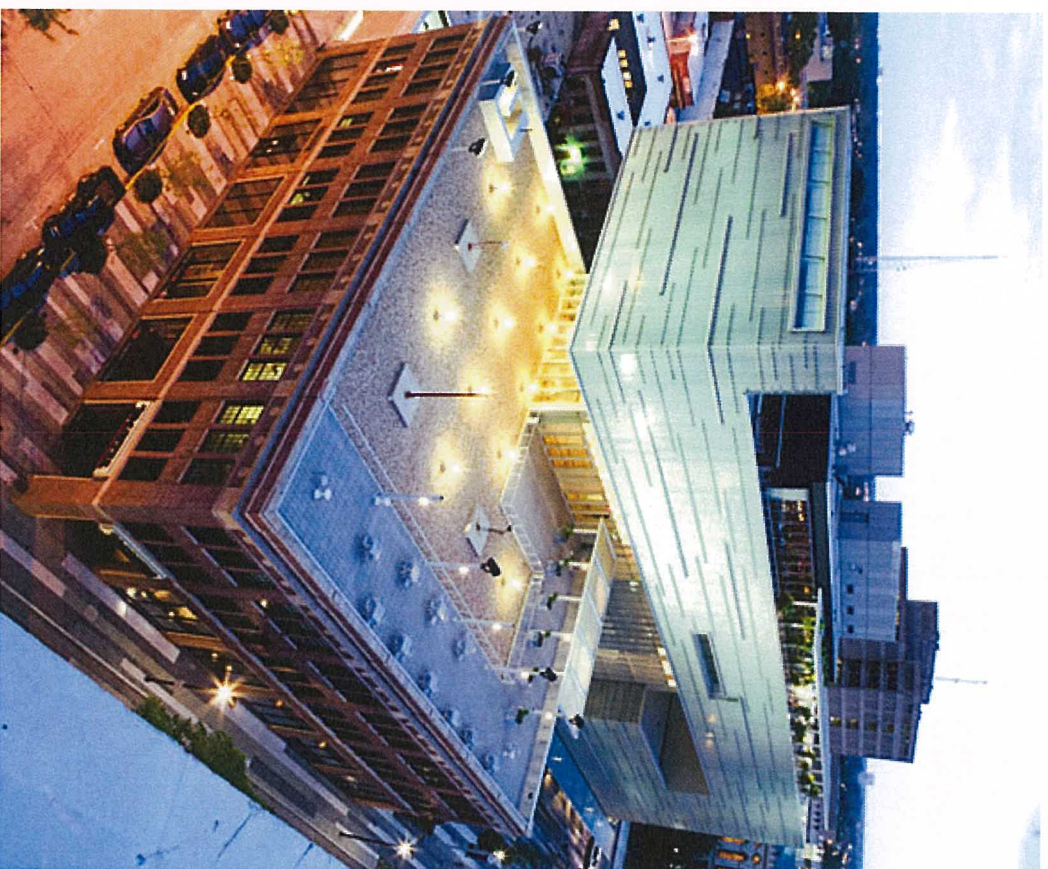
PRECEDENTS



CHELSEA, NYC



CHELSEA, NYC (PROPOSED)



BATON ROUGE, LA

4733 BETHESDA AVE

BETHESDA, MD

DRAFT

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October 17, 2014

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PRECEDENTS: MASSING

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PRECEDENTS



WASHINGTON, DC



WASHINGTON, DC



WASHINGTON, DC (PROPOSED)

4733 BETHESDA AVE BETHESDA, MD DRAFT

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PRECEDENTS: MASSING 07

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PRECEDENTS



LONDON



LONDON



ST GALLEN, SWITZERLAND



LONDON



MILAN

PRECEDENTS: FAÇADE CONCEPTS

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DRAFT

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October 17, 2014

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architects

BUILDING DESIGN



4747 BETHESDA AVENUE

BETHESDA, MD

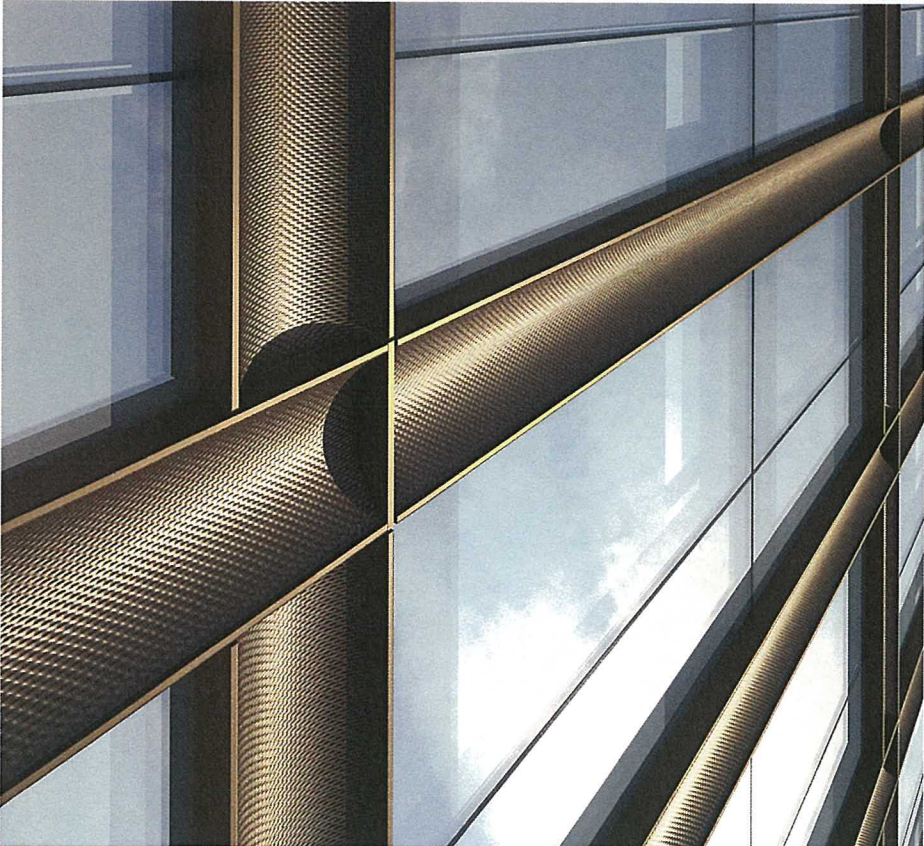
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RENDERINGS

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BUILDING DESIGN



4747 BETHESDA AVENUE

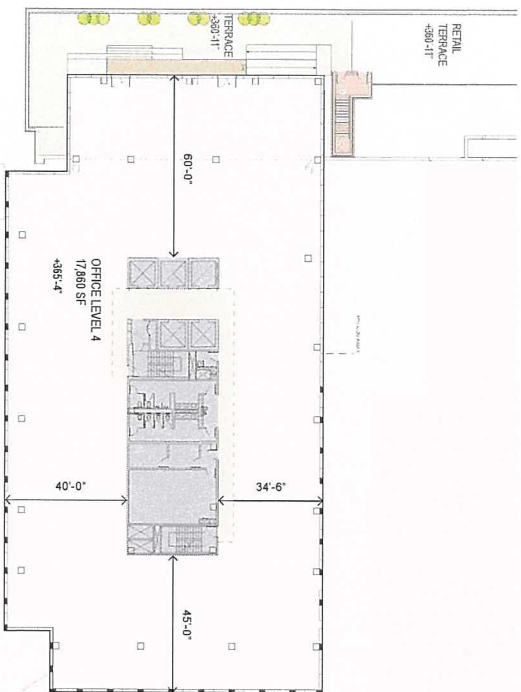
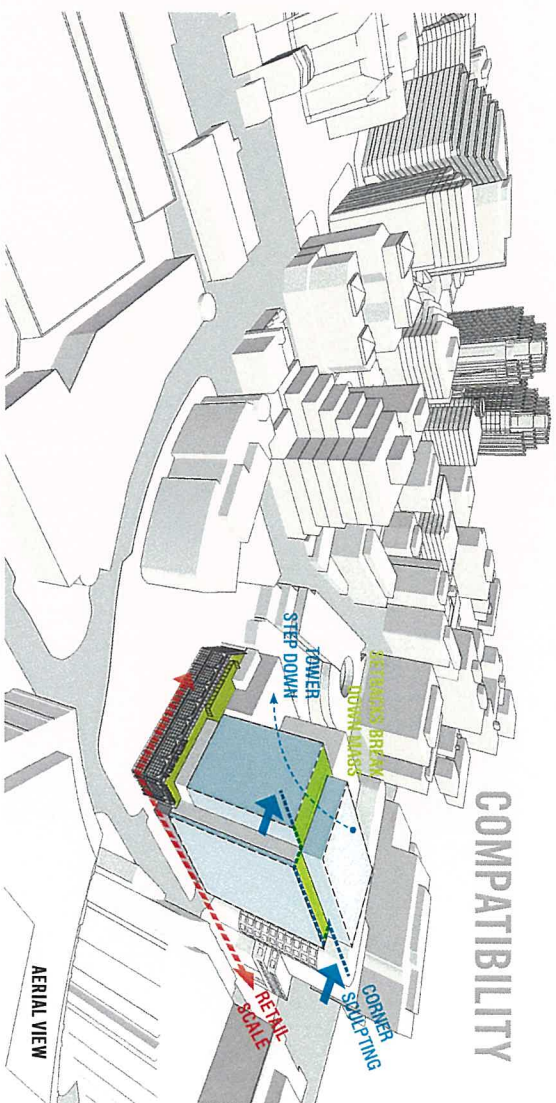
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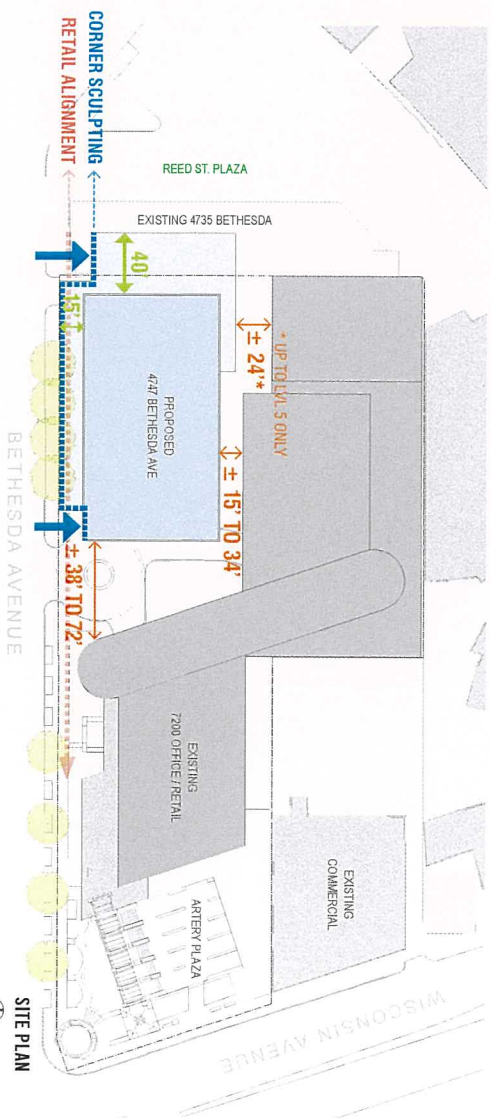
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RENDERINGS

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TYP FLOOR PLAN: LEASING SPANS



SITE PLAN

4747 BETHESDA AVENUE

BETHESDA, MD

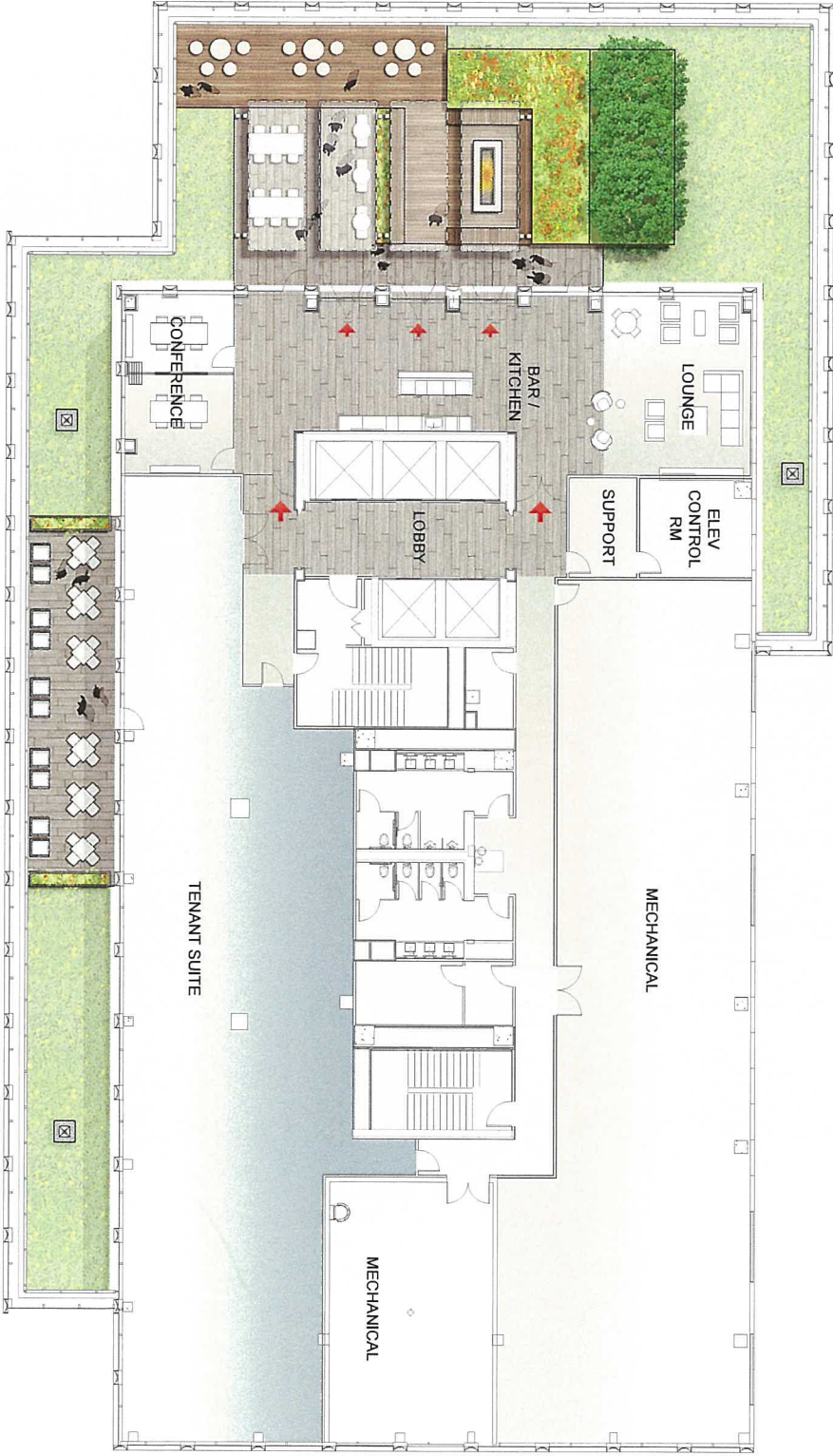
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MASSING COMPATIBILITY & SETBACKS

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BETHESDA, MD

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PH LEVEL PLAN

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PH DESIGN



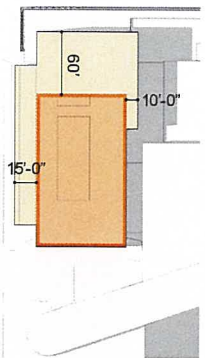
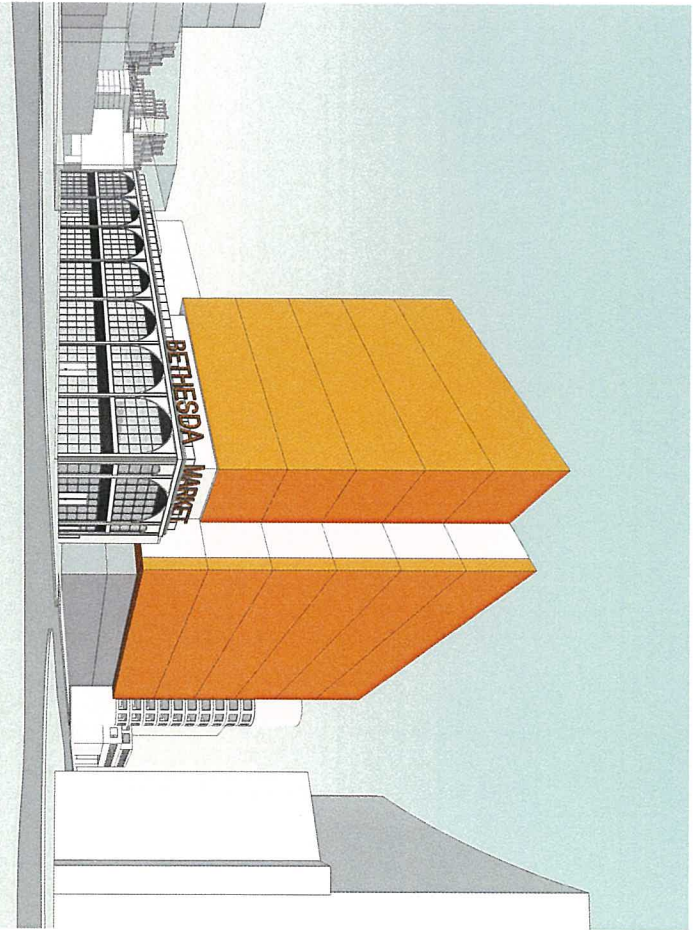
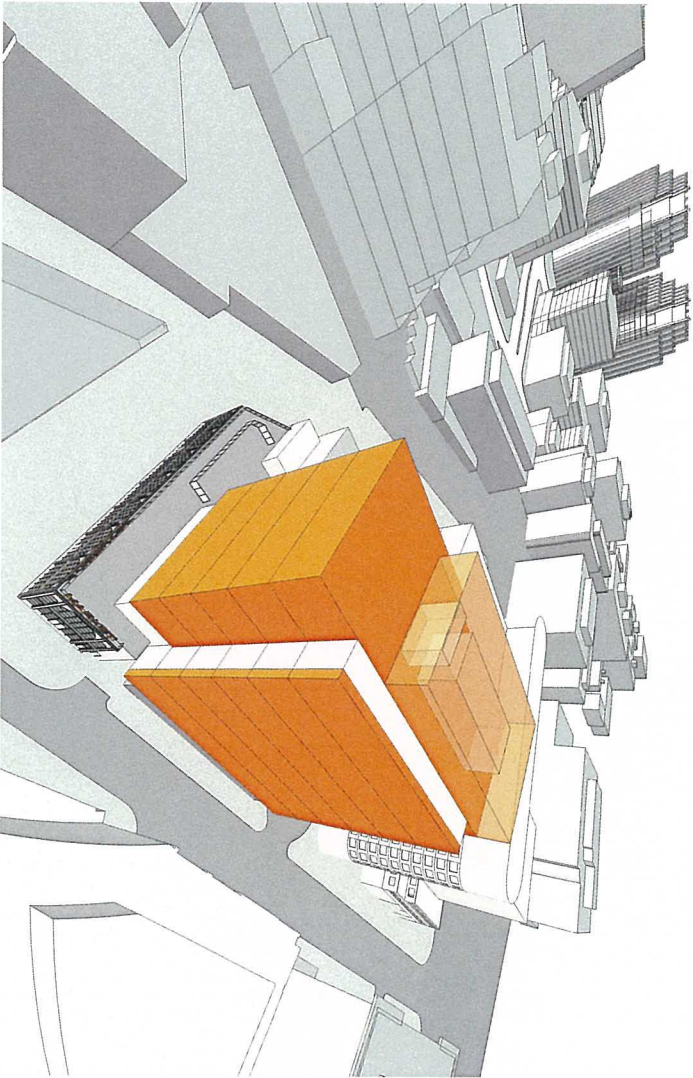
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PH LEVEL RENDERINGS

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4747 BETHESDA AVENUE

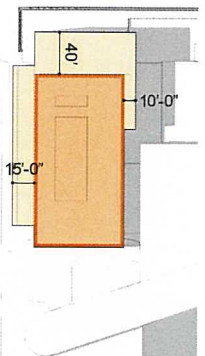
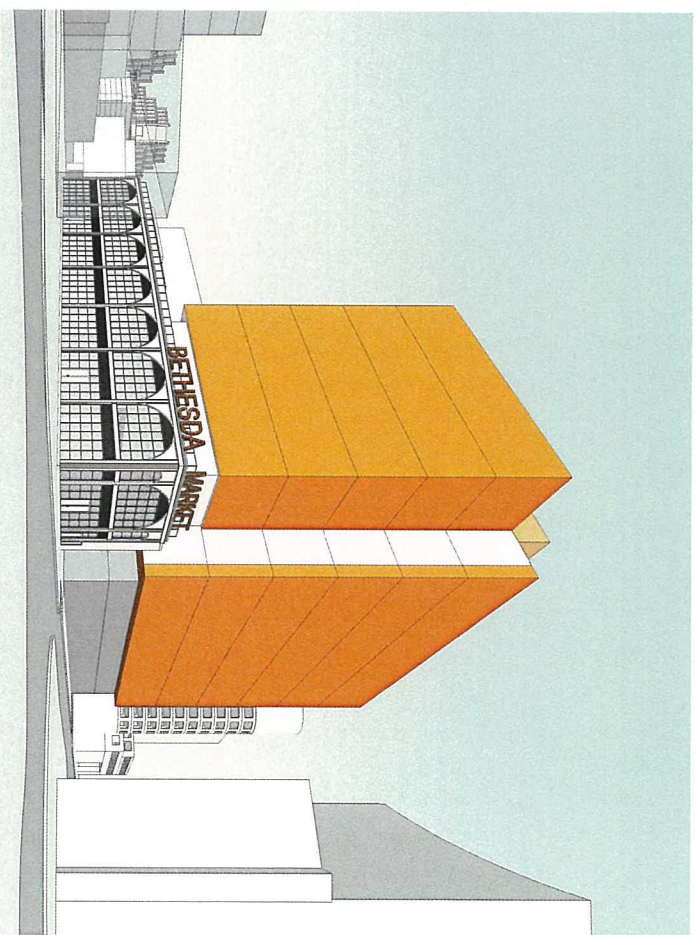
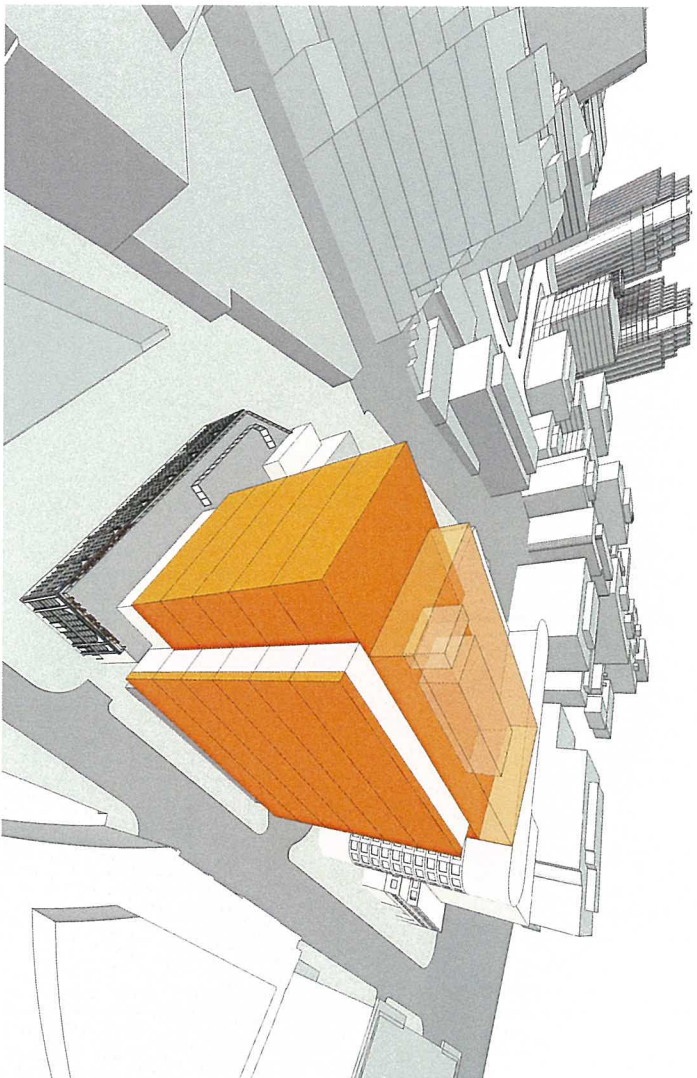
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APPROVED PH VOLUME

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4747 BETHESDA AVENUE

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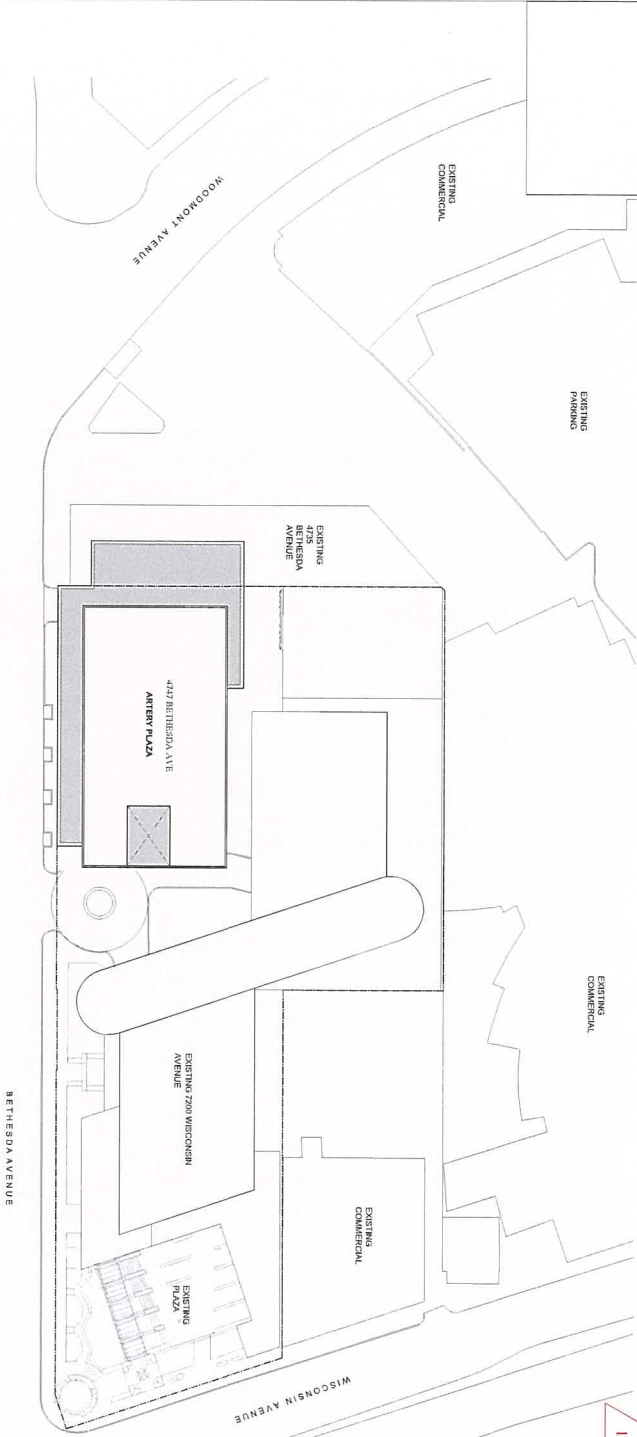
PROPOSED PH VOLUME

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END OF PRESENTATION

AMENDMENT SUMMARY
-NEW EXHIBIT TO THE SKETCH
PLAN TO REFLECT THE
ADDITIONAL HEIGHT FOR 4747
BETHESDA AVENUE

KEY PLAN



GENERAL NOTES

- SEE CIVIL DRAWINGS FOR MEASURING POINT LOCATION AND ELEVATION.

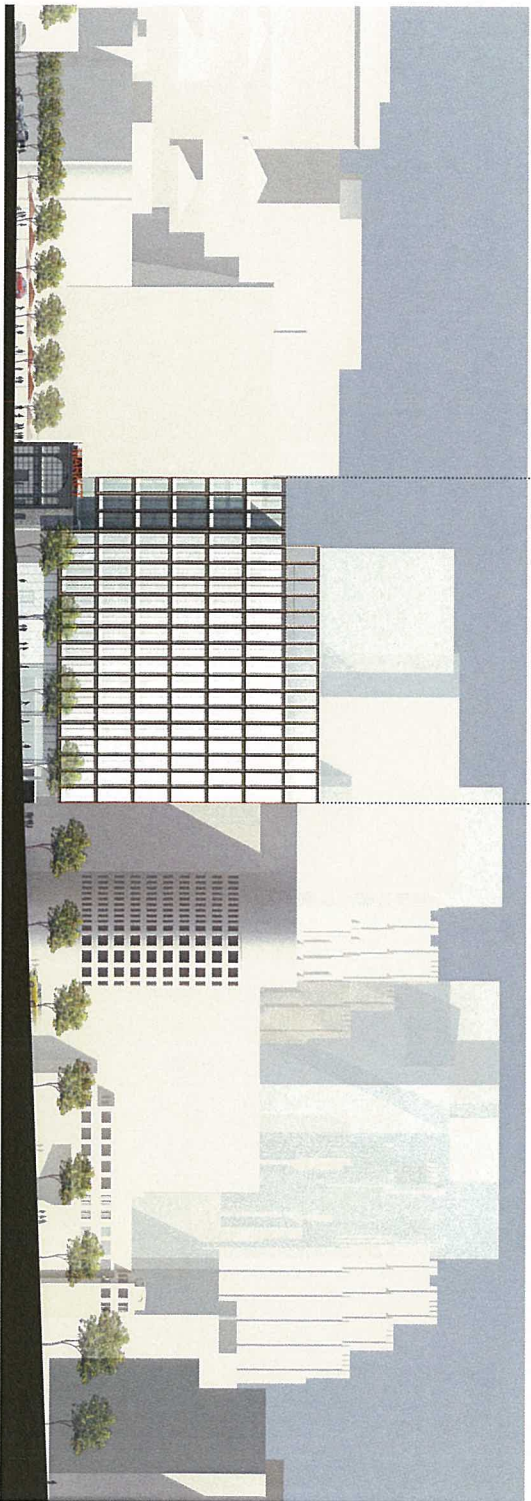
SHEET NOTES

- 1. ALL NOTATIONS, INCLUDING DIMENSIONS, SHALL BE AS SHOWN ON THIS SHEET, AS WELL AS NUMBER, SIZE AND LOCATION OF PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY.
- 2. RETAIL AND SERVICE AREAS SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LOCATION AND QUANTITIES MAY VARY.
- 3. MECHANICAL, ELECTRICAL, PLUMBING, AND ROOF AND TERRACE LAYOUTS SUBJECT TO BUILDING PERMIT PHASE.

PROFESSIONAL CERTIFICATION



NO.	DATE	DESCRIPTION	BY



ARTERY PLAZA

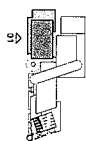
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SKETCH PLAN AMENDMENT
#32015005B

ARCHITECTURAL SITE PLAN A.01

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KEY PLAN



GENERAL NOTES

1. SEE CIVIL DRAWINGS FOR MEASURING POINT LOCATION AND ELEVATION.

SHEET NOTES

5. EXTERIOR PARTITIONING, INCLUDING THOSE BETWEEN DIFFERENT USERS, AS STALLS AND ELEVATOR LOBBIES, ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY.
6. RETAIL AND BUSINESS OCCUPANCY ARE SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND QUANTITIES MAY VARY.
7. FINAL LAYOUT OF ROOF TOP MECHANICAL STRUCTURES MAY VARY TO COMPLY WITH LOCAL REGULATIONS IN BUILDING PERMIT PHASE.

PROFESSIONAL CERTIFICATION

DEVELOPER'S CERTIFICATE

The undersigned, Architect, is hereby certifying that the plans shown on this sheet are the work of the Architect and that the Architect is duly licensed to practice in the State of Maryland.
Architect's Name: [Signature]
Architect's Title: [Signature]
Firm Name: [Signature]
Firm Address: [Signature]
Firm Phone: [Signature]
Firm Fax: [Signature]
Firm E-mail: [Signature]
Firm Website: [Signature]
Firm License No.: [Signature]
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Firm Registration Authority: [Signature]



ARTERY PLAZA

BETHESDA, MARYLAND

CERTIFIED SITE PLAN AMENDMENT

BUILDING SOUTH ELEVATION A-04

THE JBGS COMPANIES

MAY 03, 2017

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8-1984002B

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NO.	DATE	DESCRIPTION	BY
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