

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	ZOM Bethesda
File Number(s)	Sketch Plan No. 320180050
Project Address	4816 Moorland Lane, 4820 Moorland Lane, 4910 Moorland Lane, 7505 Arlington Road, 7507 Arlington Road, 7509 Arlington Road, 7511 Arlington Road, and 4905 Edgemoor Lane

Plan Type

Concept Plan ☐

Sketch Plan ☒

Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Heather Dlhopsky	301-961-5270	hdlhopsky@linowes-law.com
Architect	SK+I Architecture - Andy Czajkowski, 301-654-9300, aczajkowski@skiarch.com		
Landscape Architect	ParkerRodriguez, Inc. - Trini Rodriguez, 703-548-5010, trodriguez@parkerrodriguez.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR Zone (see below)	60 feet	3.21 FAR
Proposed Land Uses	Up to 235 multi-family residential units (including 15% moderately priced dwelling units, or "MPDUs")		
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>Zoning: Three Moorland Lane parcels and 7507-7511 Arlington Road CR-2.25, C-0.5, R-2.25, H-60; 7505 Arlington Road CR-2.0, C-0.25, R-2.0, H-60; 4905 Edgemoor Lane CR-1.0, C-0.25, R-1.0, H-60.</p> <p>Project Description and Design Concept: The subject property is located on the west side of downtown Bethesda, anchored on Moorland Lane, wrapping around the corner to stretch along the eastern frontage of Arlington Road and around the corner along Edgemoor Lane to the south. While both the existing and planned development in the Arlington North District are significantly more intensive than the project, the proposed mid-rise building (60 feet in height) will ease the transition between the single-family residential neighborhoods beyond Bethesda Elementary School to the west and the vastly taller development surrounding the property and running east to Woodmont and then Wisconsin Avenues. As a collection of former single-family homes, primarily now used for commercial purposes, the site provides a continuous frontage along Moorland Lane, Arlington Road, and Edgemoor Lane, but has a circuitous eastern property line abutting the neighboring properties. Building massing responds to these unique site conditions. This natural response of the building to the site sets up a mid-block massing distinction between the northern and southern portions, which directly lends itself to breaking down the block into two distinct architectural identities. The wider, northern portion of the site allows for two comfortable residential courtyards on Arlington Road and presents a continuous façade on Moorland Lane. The Moorland Lane frontage will include the building's main residential lobby and focal point, as well as the building's only parking entrance and loading bay.</p> <p>Along the southern portion of the site, the property narrows significantly and massing responds accordingly, with an additional layer of repeating, grounded bays. This cadence of the bays responds to and reflects the nature of the townhouses across the street on Edgemoor Lane. The site also slopes gently seven feet downhill from Moorland Lane to Edgemoor Lane. As an alternative to exposing the basement level and parking garage at the southern end of the site, the ground floor and garage level heights have been shifted, mid-block, to allow for a more appropriate residential character at the highly visible intersection of Arlington Road and Edgemoor Lane. In keeping within the proposed 60-foot building height limit along Arlington Road and responding to the natural slope of the site, the top (sixth) floor of the southern portion is setback at a 1:1 ratio from the right-of-way. In doing so, the top level reads as a "penthouse" level atop the southern façade, adding an additional layer while also reducing the overall bulk, mass, and height of the southern portion. The units on the southern portion of the building will have sidewalk access via residential stoops, and a small transit lobby is located on the Edgemoor Lane frontage, providing residents with both nearer access to Metro and direct access to a below-grade bicycle room via elevator.</p>		

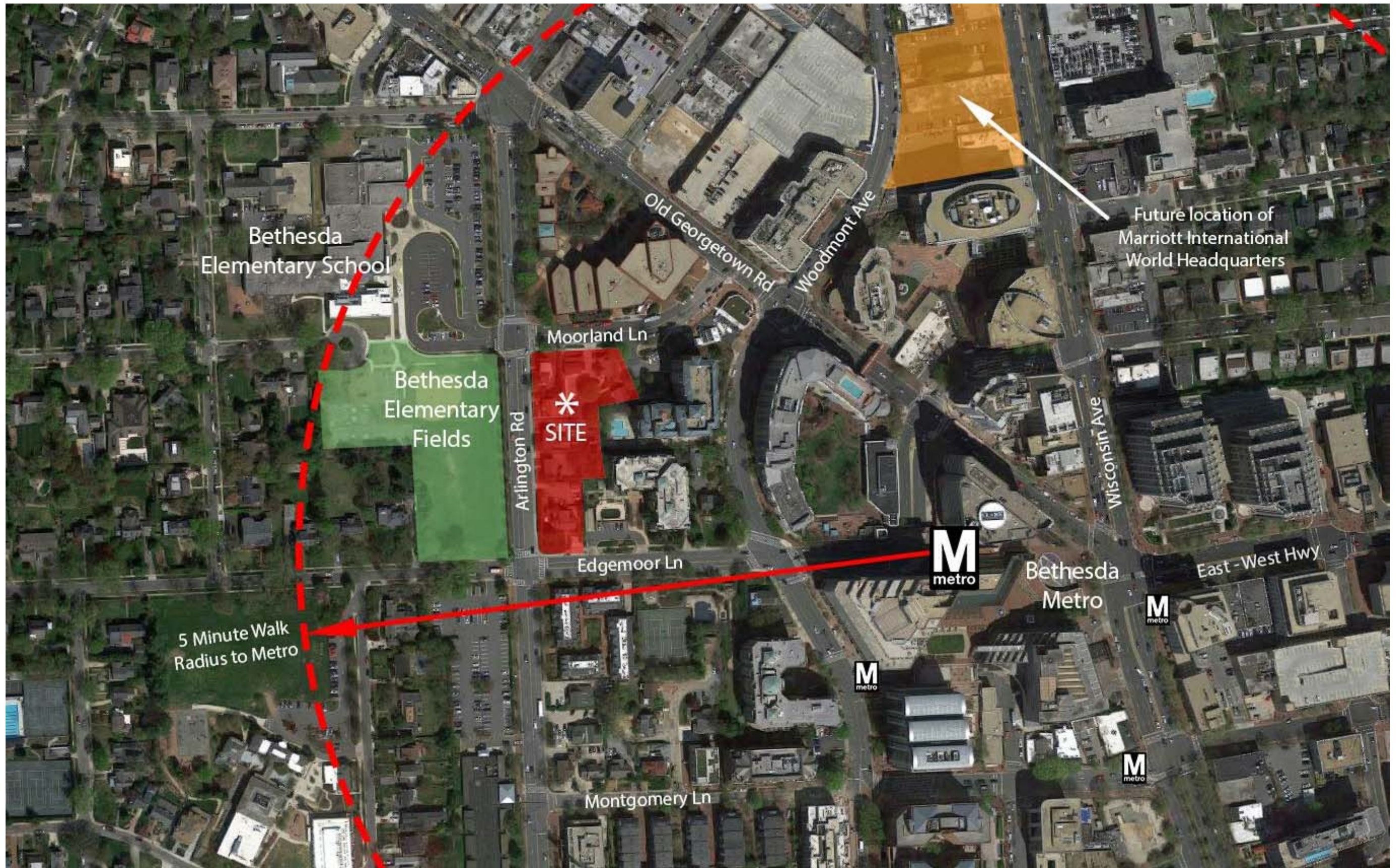


<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>The project's massing response is formed from its unique site dimensions and topography. From this massing, two distinct building characters are defined and articulated, thus breaking down a potentially block-long building into two well-proportioned and individual distinct building forms. The design is compact, yet provides many unique place-making spaces and forms along its edge, thus integrating the architecture and landscape design in a sympathetic and elegant way. Through this integration, the enhanced public space will provide an extremely pleasurable, desirable, and memorable place to live in and near. The project anticipates meeting the following "exceptional design" public benefit point criteria (at this time, the applicant anticipates achieving 10 points in this public benefit category, with further details and refinement to be provided at site plan):</p> <p>The design provides innovative solutions in response to the immediate context: The building is designed to be an innovative solution to a key transitional site. While transforming eight single-family residential lots into a single-use multi-family development, the building embraces its role as a transitional set piece within its immediate dual context. It is both an urban edge building abutting the urban core to the east, and a friendly neighbor to the low-density residential neighborhood to the west. It is being designed to be an exceptional example of crafted, transitional architecture, including two prominent corners, intended to both bridge and connect the downtown urban core to the single-family neighborhoods to the west. The façade, split into smaller north and south identities, is enriched by a melodic movement of shifting heights and changing planes, including 40-foot bay windows, 50-foot terraces, prominent window lanterns, and a double-height glazed attic story which extends to the allowed height of 60 feet. Through these elegantly designed elements and playful massing and arrangement, the building fulfills its dual role as envisioned by the Sector Plan. It is at once substantial enough to bridge the Arlington North District to the downtown Bethesda core, and at the same time artfully deconstructed in a way that embraces the single-family neighborhood to the west.</p> <p>Creates a sense of place and serves as a landmark: The project achieves a sense of place through its two distinct façade identities, informed by the site's shape and topography, which seek to form an intuitive and natural balance with the setting via proportion and architectural character. The identity of the northern portion of the building holds the northern portion of the site, while also addressing the Bethesda Elementary School ballfields, with its intimate garden courts and articulated pavilions crowned with glass and panel lanterns. The identity of the southern portion of the building, organized by the rhythm of the four grounded brick and glass bays, turns the corner of Edgemoor Lane and presents a symmetrical façade to the south. This slender yet articulated façade greets all travelers from points south and presents an urbane and handsome transition to points north or to the Bethesda Metro Station two blocks east.</p> <p>Enhances the public realm in a distinct and original manner: The project site design enhances the public realm through its urbane and sophisticated relationship to the site. This radical transformation of the site's existing harsh and brutal street frontage, to a well-defined safe pedestrian space covered by a leafy canopy, paired with the building's richly detailed wall, courtyards, and gentle recesses, creates an experience that enhances the area in a fresh and distinct way. This new public realm wraps from Moorland Lane, along the entire east side of Arlington Road, then back east towards the Metro on Edgemoor Lane. Enhancements include: (1) respectful transition to adjacent properties; (2) introduction of residential lobbies on Moorland and Edgemoor Lanes; (3) two enhanced landscaped courtyards along Arlington Road; (4) tailored residential stoops on the southern façade identity; and (5) a highly articulated façade with enlarged setbacks for additional green buffer along the adjacent street frontages.</p> <p>Introduces materials, forms or building methods unique to the immediate vicinity or applied in a unique way: In fulfilling its dual role of "bridge" and "connector" through its two façade identities, the architecture introduces familiar forms and materials applied in artful and unique ways, thus heightening the level of architectural language of Bethesda. Through careful proportioning, crafted masonry detailing, distinctive crowning with alluring metal and glass lanterns, tailored setbacks and stoops, decorative metal bays, and well-defined and articulated attic stories, the building is both warm and familiar, like an old friendly neighbor, bridging to the western residential neighborhoods, as well as elegant, distinguished, and inviting as an urban retreat, connected by mere steps to Bethesda's surging urban core.</p> <p>Integrates low-impact development methods into the overall design of the site and building, beyond green building or site requirements: The building intends to integrate low-impact development methods into the overall design primarily through the following three ways: (1) extensive and intensive green roofs which both enhance the rooftop environment and screen all the required mechanical equipment from the residents and adjacent neighbors; (2) opportunities for stormwater management swales adjacent to the building along the meandering eastern pedestrian path; and (3) two enhanced landscaped courtyards along Arlington Road which provide both relief of the façade length as well as additional intensive green roofs and tree canopy as these courtyards sit upon the garage below.</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





ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

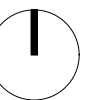
ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Site Location / 5 Minute Walk to Metro

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.01**

SK+I
ARCHITECTURE





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ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda

4900 Moorland Lane

SKETCH PLAN NUMBER: 320180050

October 9, 2017 **A.02**



ZMA DEVELOPMENT, LLC

Concept Sketch of Building Entrance on
Moorland Lane



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda

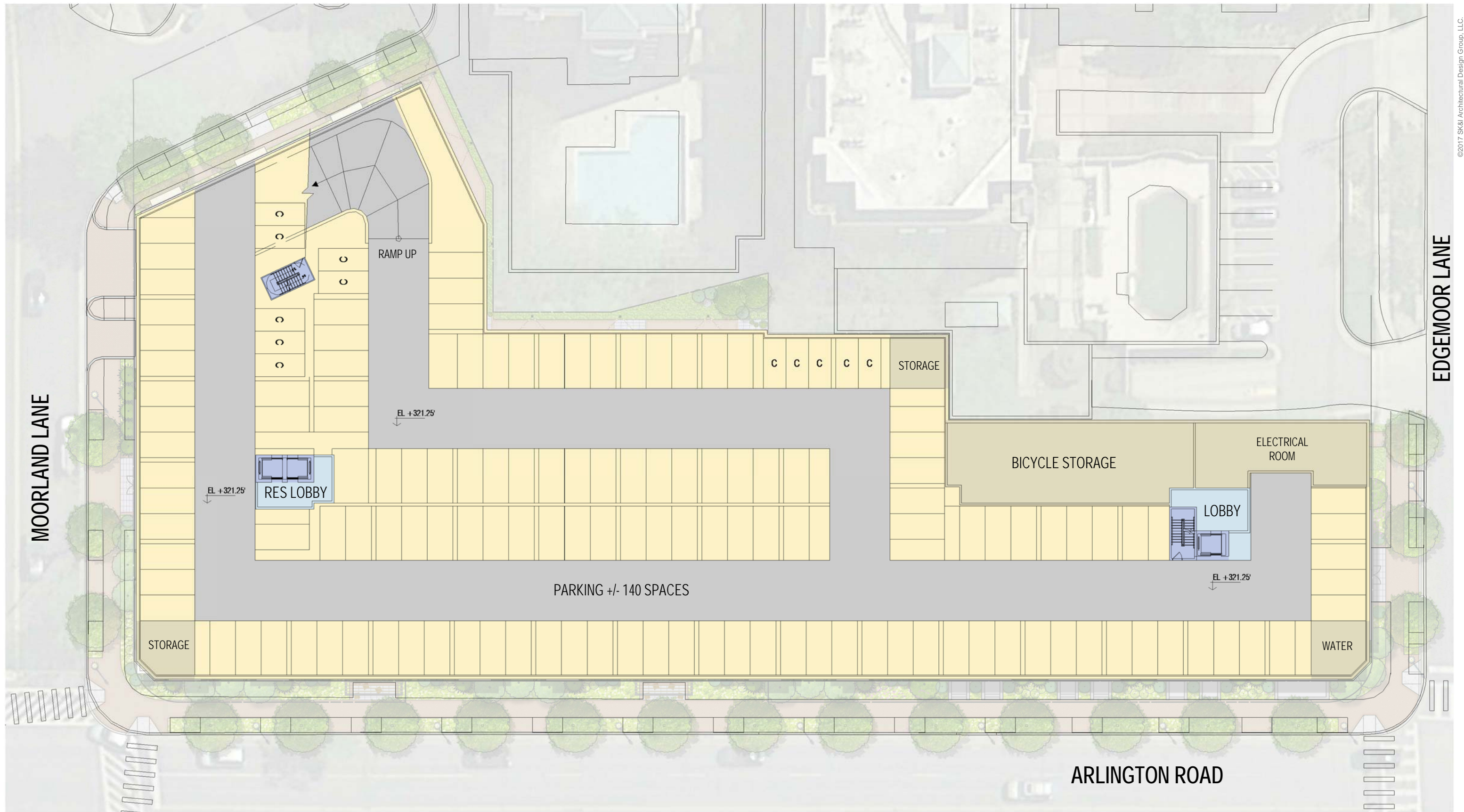
4900 Moorland Lane

ZMA DEVELOPMENT, LLC

Concept Sketch from Adjacent Property
on Moorland Lane

SKETCH PLAN NUMBER: 320180050

October 9, 2017 **A.08**



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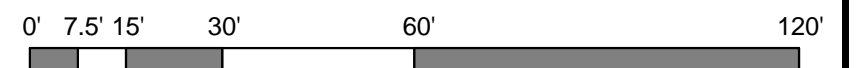
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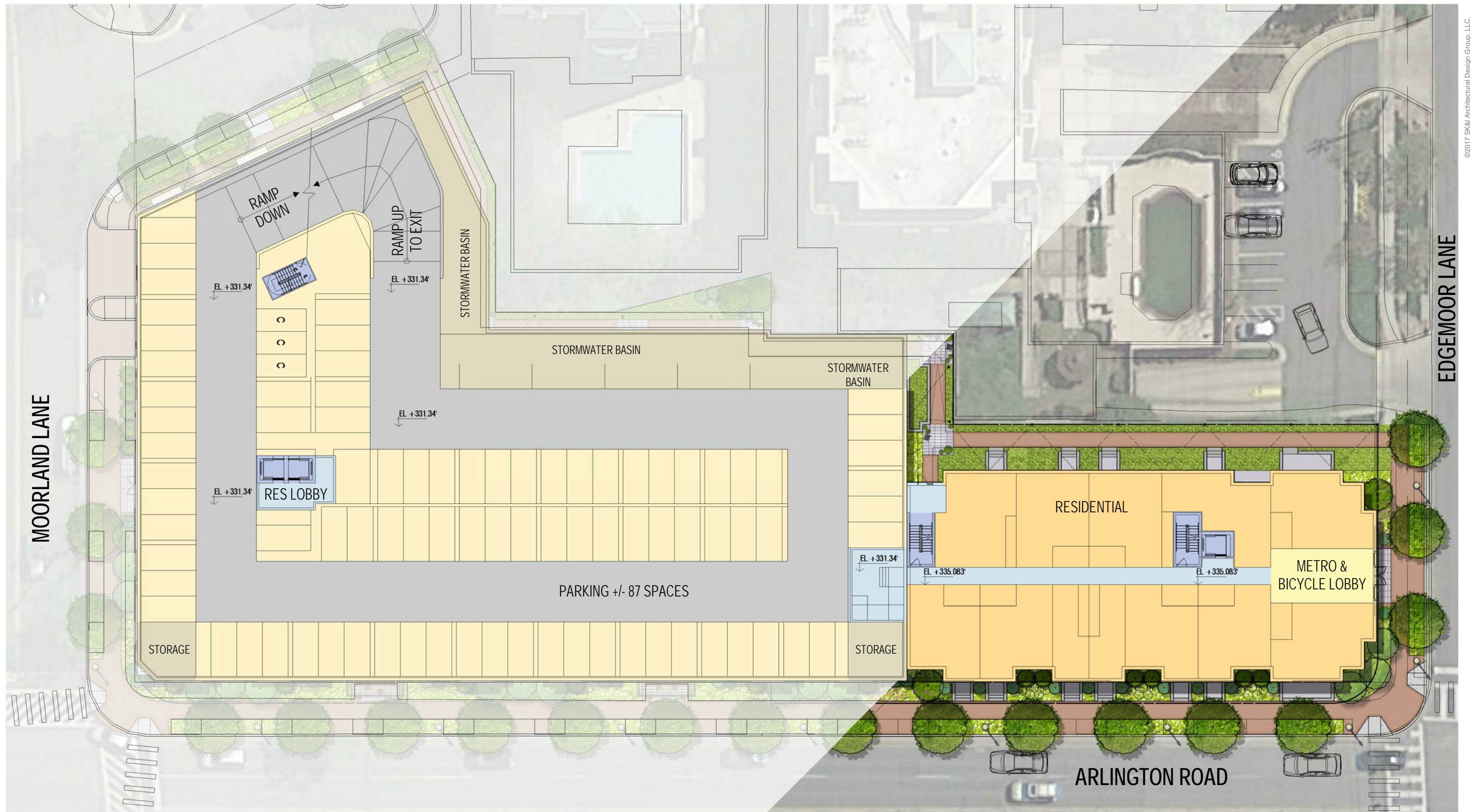
ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Garage Level 2

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.09**





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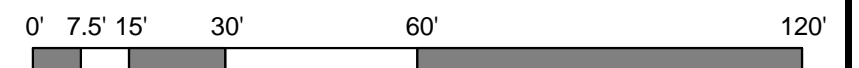
ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Garage Level 1

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.10**





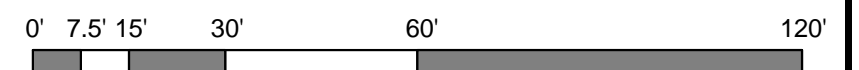
ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Ground Floor (1st Floor)

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.11**





ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda

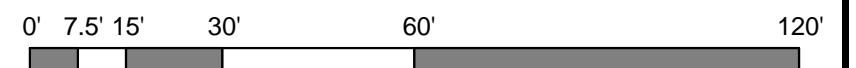
ZMA DEVELOPMENT, LLC

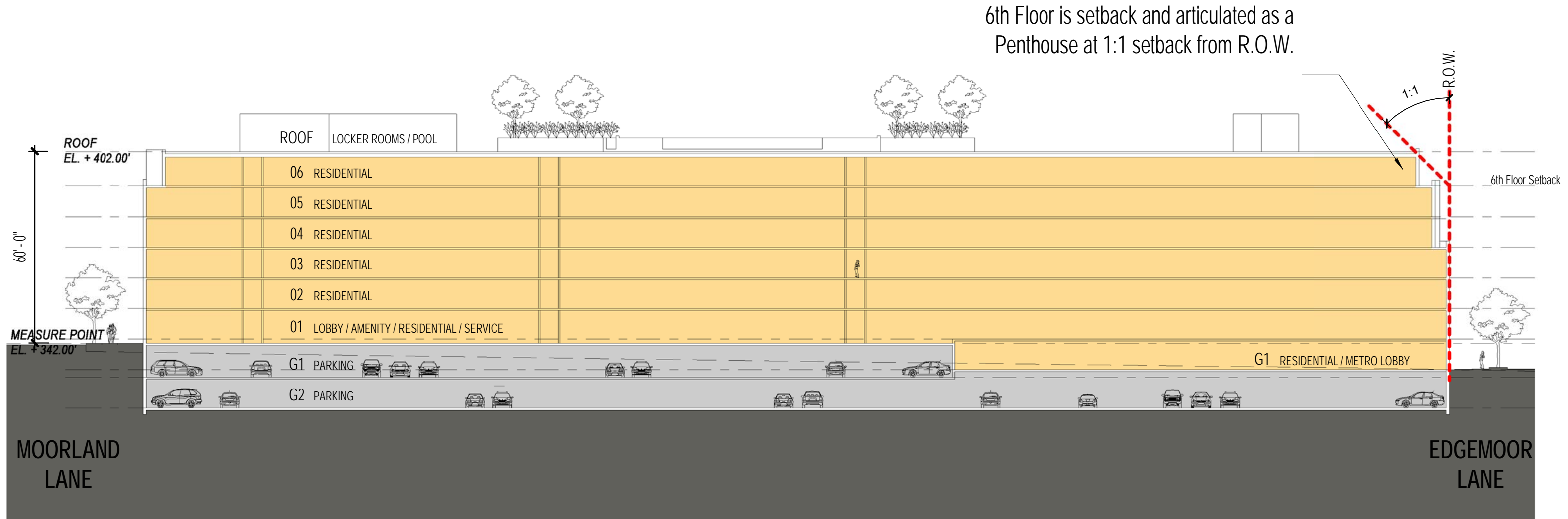
4900 Moorland Lane

Typical Floor Plan

SKETCH PLAN NUMBER: 320180050

October 9, 2017 **A.12**





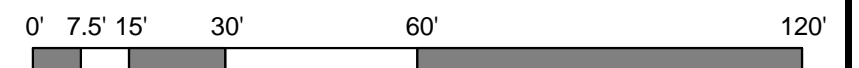
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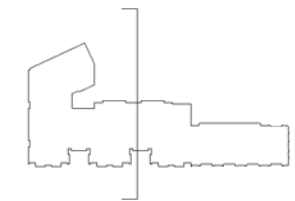
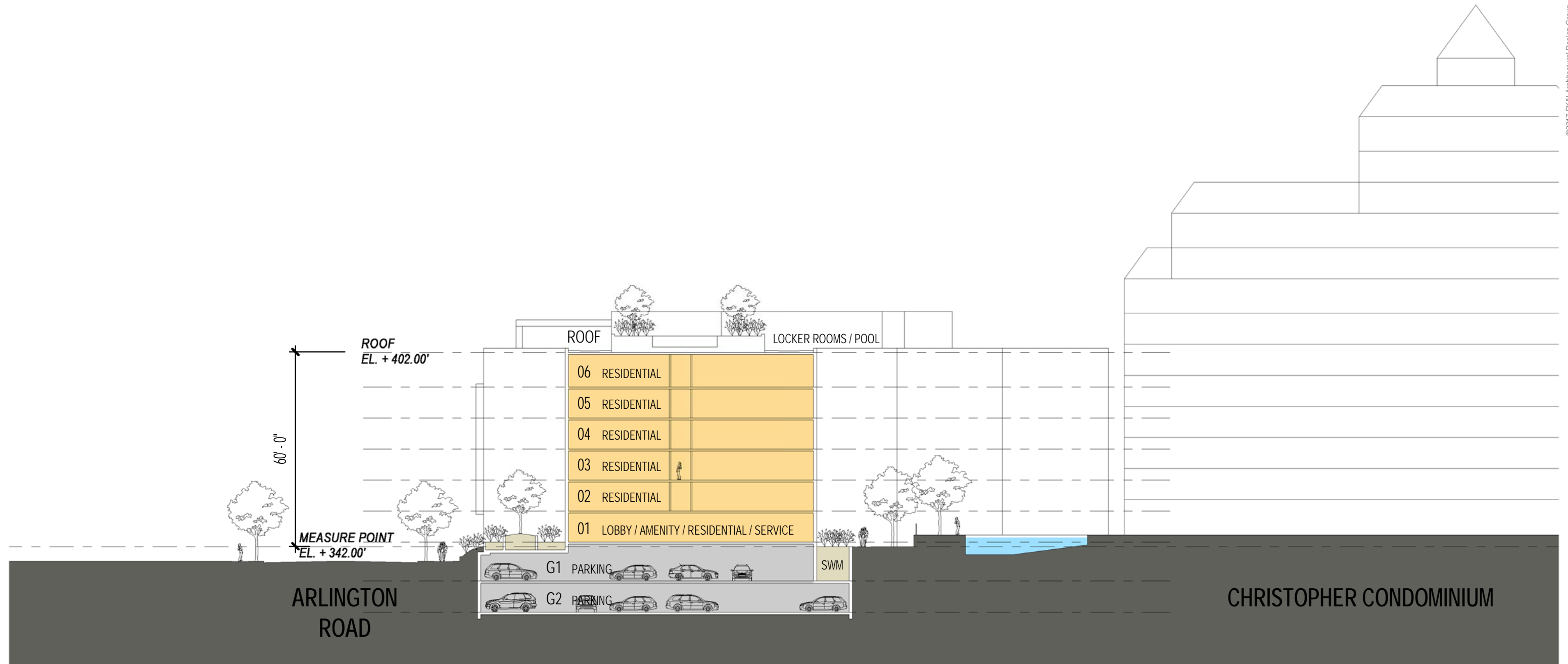
ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Building Section N-S

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.16**





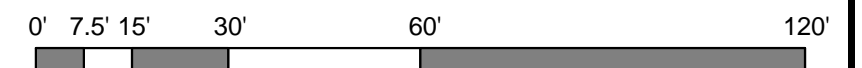
ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

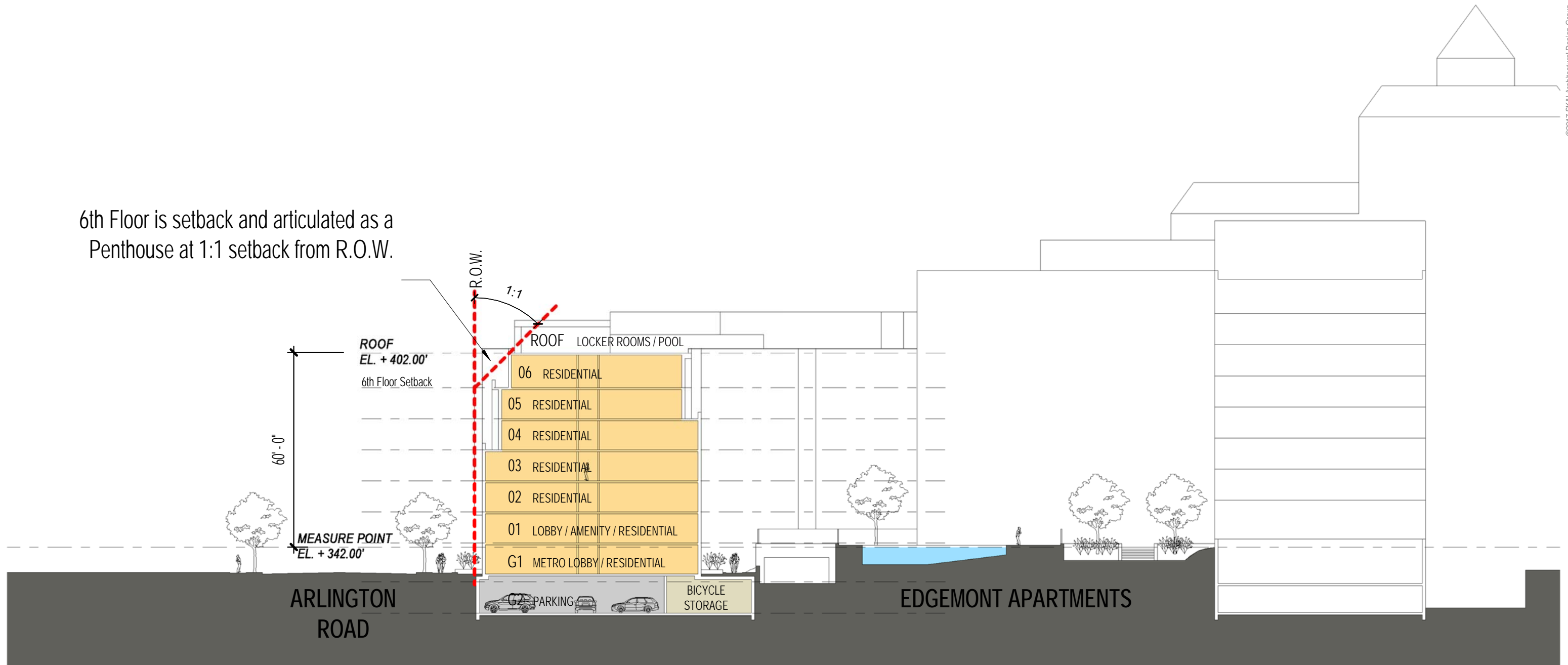
ZMA DEVELOPMENT, LLC | Building Section E-W - 1

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.17**



6th Floor is setback and articulated as a Penthouse at 1:1 setback from R.O.W.



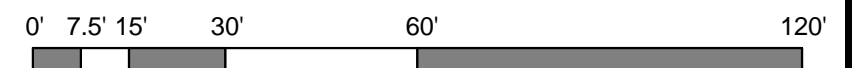
ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

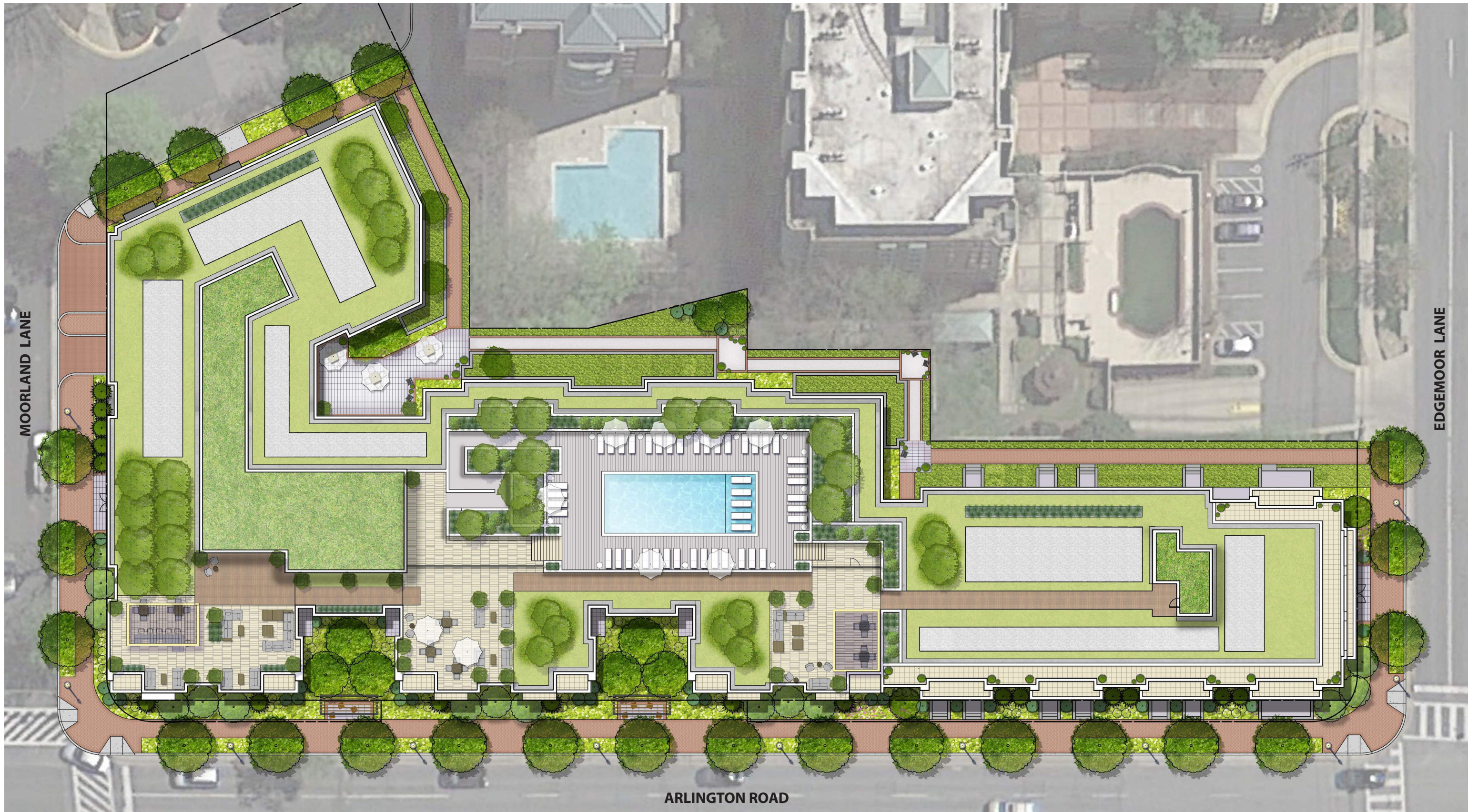
ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Building Section E-W - 2

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.18**





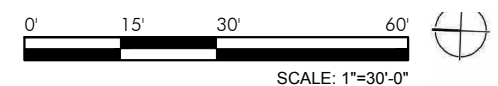
ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | **GROUND FLOOR AND ROOFTOP LANDSCAPE PLAN**

SKETCH PLAN NUMBER: 320180050

October 6, 2017 | **L 1**



PARKER RODRIGUEZ, INC.
Planning | Urban Design | Landscape Architecture



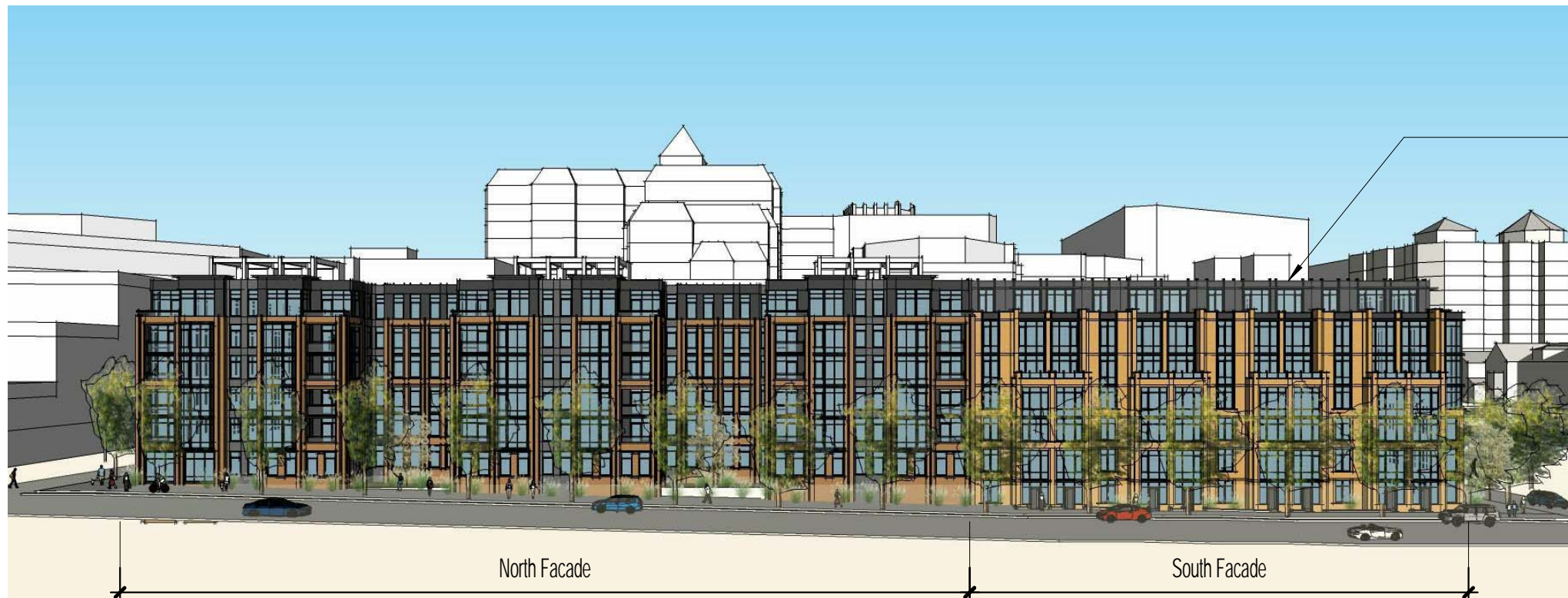
ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Concept View of Arlington Road -
Edgemoor Lane Roof Setback

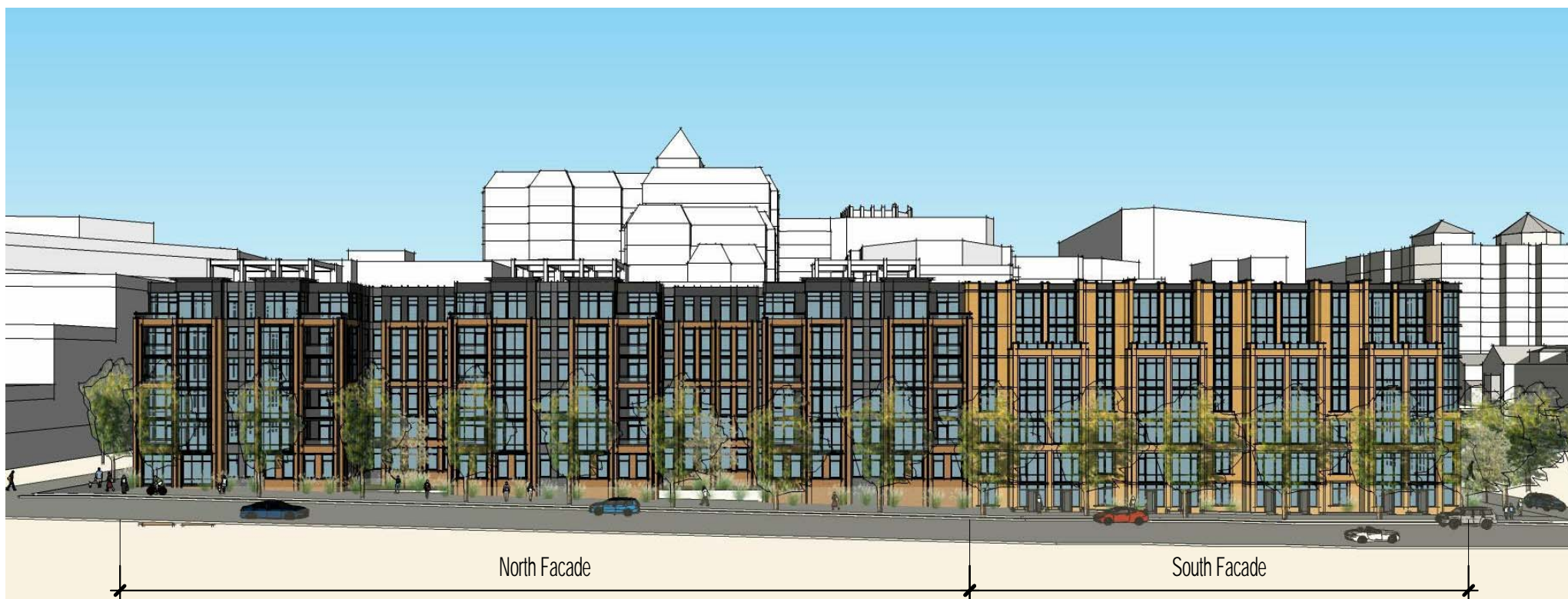
SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.04**



6th Floor is setback and articulated as a Penthouse at 1:1 setback from R.O.W.

October 9, 2017 - Revision: Penthouse on South End / Edgemoor Lane



August 8, 2017 - Original Submission



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda

4900 Moorland Lane

ZMA DEVELOPMENT, LLC

Arlington Road Facade - Edgemoor Lane Roof Setback

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.05**



6th Floor is setback and articulated as a Penthouse at 1:1 setback from R.O.W.



October 9, 2017 - Edgemoor Lane Roof Setback

October 9, 2017 - Edgemoor Lane Roof Setback



August 8, 2017 - Original Submission



August 8, 2017 - Original Submission



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda | 4900 Moorland Lane

ZMA DEVELOPMENT, LLC | Concept Views - Edgemoor Lane Roof Setback

SKETCH PLAN NUMBER: 320180050

October 9, 2017 | **A.07**





ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

ZOM - Bethesda

ZMA DEVELOPMENT, LLC

4900 Moorland Lane

6th Floor Plan (Setback on Edgemoor Lane)

SKETCH PLAN NUMBER: 320180050

October 9, 2017 **A.13**

