

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	
File Number(s)	
Project Address	

Plan Type

Concept Plan ☐

Sketch Plan ☐

Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact			
Architect			
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data			
Proposed Land 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>			



Exceptional Design Public Benefit Points Requested and Brief Justification	
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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



4 BETHESDA METRO CENTER DESIGN ADVISORY PANEL MEETING

APRIL 25, 2018

Brookfield SOM

AGENDA

1. Sector Plan / Zoning / Development Approval Process
2. Design Drivers + Constraints
3. A Vision for Bethesda Metro Center Tomorrow
4. Supplementary Sketch Plan Exhibits

SECTOR PLAN / ZONING / DEVELOPMENT APPROVAL PROCESS

DEVELOPMENT PROCESS

BETHESDA METRO CENTER



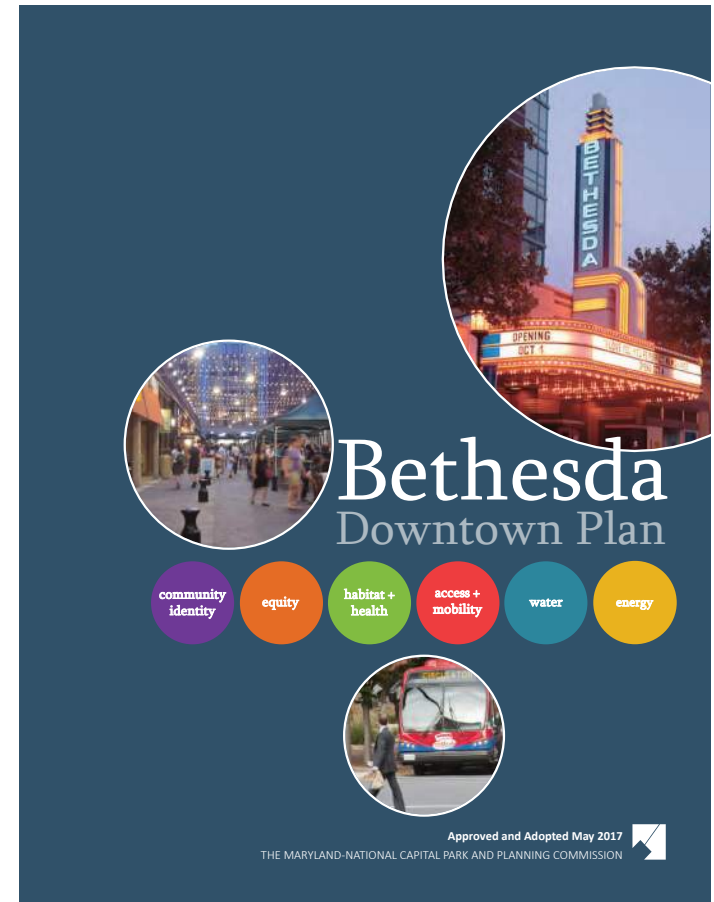
BETHESDA DOWNTOWN PLAN SECTOR PLAN

RECOMMENDATIONS FOR METRO CENTER

From Chapter 3 Section B.1.c

Retain a significant private open space at Metro Center

- In conjunction with construction of one or more new buildings at Metro Center, redesign and reconfigure the existing open space to make it more usable, more programmable and more inviting
- Accommodate new plaza-level retail to further activate the open space
- Provide a welcoming and accessible central gathering space area, with appropriate surface and design features to accommodate the broader community as well as adjacent employees and residents.
- Improve the connections between the below-grade Metro bus area and the plaza to encourage Metro riders to use the open space and visit the retail
- Improve the Metro bus with lighting, art and other features to make it a more inviting area.

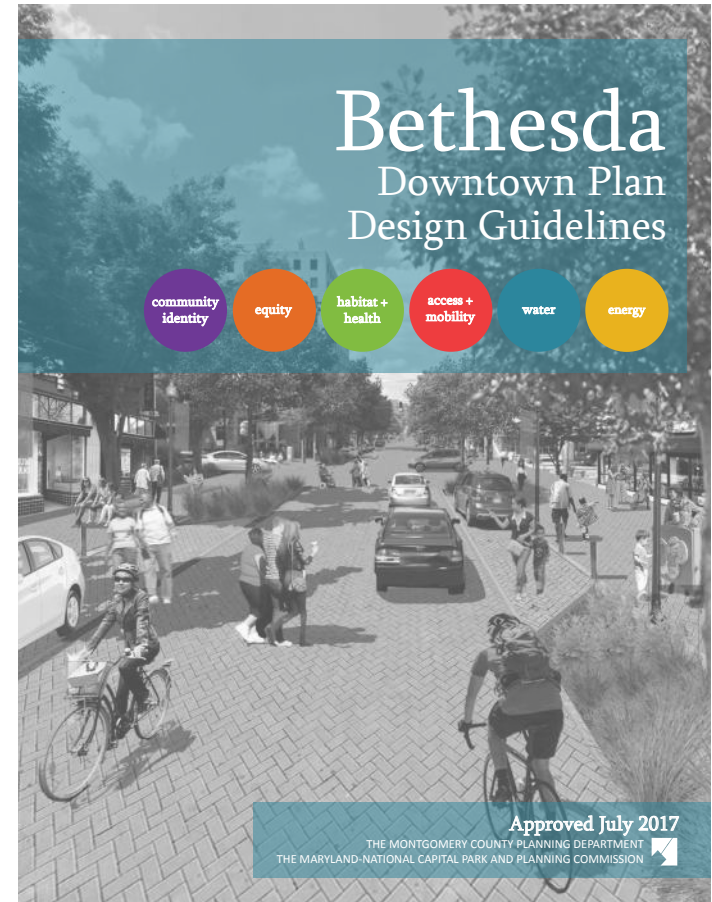


BETHESDA DOWNTOWN PLAN DESIGN GUIDELINES

GUIDELINES FOR METRO CENTER PLAZA

- Integrate a **signature tall building** to provide orientation to the **symbolic center of Bethesda**. This building does not need to meet recommended build-to lines if it creatively relates to the surrounding plaza and pedestrian connections.
- Design future buildings and building retrofits along the plaza with **active, visible and accessible ground-floor uses**.
- De-clutter plaza spaces by **smoothing the grade** and **limiting large permanent furniture**. The plaza should be as close to the elevation of the public sidewalk as feasible to encourage continuous flow between the plaza and the street.
- Integrate **green lawn areas** and plantings for informal **gathering and events**.
- Create **multiple access points** to the Metro station and bus bay below to **encourage transit users to come up to the plaza level**. Utilize sculptural canopy structures to mark these entrances.
- **Improve the bus bay** through enhanced lighting, color and public art.
- **Use creative wayfinding** and **public art** as beacons to **attract visitors**.
- Encourage more **temporary programming**, such as events kiosks and educational opportunities, to draw visitors.
- Consider a **destination use**, such as an event venue or concert hall, to **draw residents and visitors into the plaza space**.

Note: Based on Bethesda Downtown Plan Design Guidelines 2017



DESIGN DRIVERS + CONSTRAINTS

PROJECT OVERVIEW

LOCATION

Three Bethesda Metro Center is in the heart of downtown Bethesda, Maryland. Situated at the intersection of Wisconsin Avenue and Old Georgetown Road the property is centrally located to the most desirable office buildings in Bethesda. Three Bethesda Metro Center sits adjacent to the Bethesda Metro Station and the Hyatt Regency Hotel. Occupants are within walking distance of the region's premiere upscale retail, dining and shops.



PROJECT OVERVIEW

ASSETS + OPPORTUNITIES



More than 9,000 Commuters using the Bethesda Station on a Daily Basis



Strategic Central Location along the Wisconsin Avenue Corridor



Critical Mass of Surrounding Commercial Development



Potential for New Landmark that Symbolizes the Center of Bethesda



Ongoing Renovations and Retail Additions



Existing Network of Courtyards and Inner-block Connections



Strong Presence along Visual Corridors



Opportunity to feature all current events and cultural activities in Bethesda

DESIGN DRIVERS + CONSTRAINTS

OUR MISSION



1 Improve Public Realm

Dramatically upgrade the design, programming and overall utilization of the public space network



2 Insert a new Building

Balance the qualitative goals with the structural and technical practicalities of developing an additional tower on site



3 Enhance User Experience

Improve multimodal connectivity, walkability, wayfinding and functionality for transit patrons, building tenants, hotel guests and public space users

DESIGN DRIVERS + CONSTRAINTS

ISSUES + CHALLENGES



Poor containment of open space by surrounding buildings: a "leaky" urban space



Features **multiple grade changes** and **landscape elements that act as barriers**



Underutilized and under-programmed; lacks an obvious public destination



Landscape elements act as **visual and pedestrian barriers** discouraging access to deeper parts of the plaza



Lack of active ground level uses and public destinations along the route

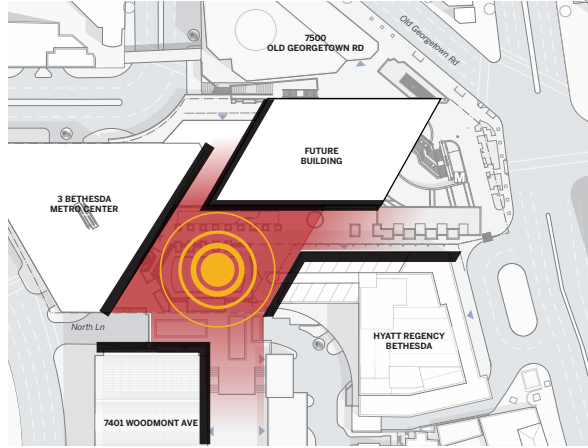


Unclear circulation routes and unwelcoming atmosphere and lighting

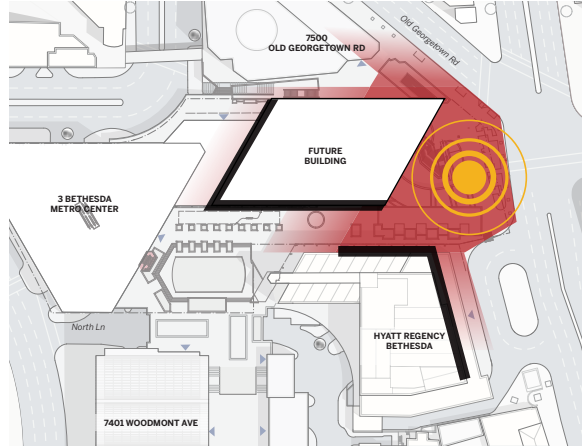
**A VISION FOR
BETHESDA METRO
CENTER**

OUR VISION

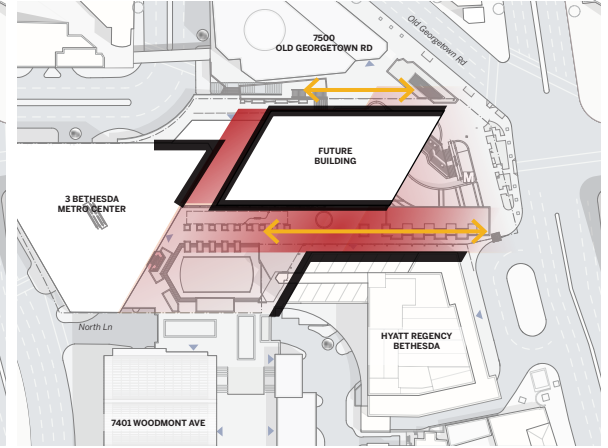
PROMOTE FULL UTILIZATION OF THE PUBLIC REALM



Shift the Center of Gravity



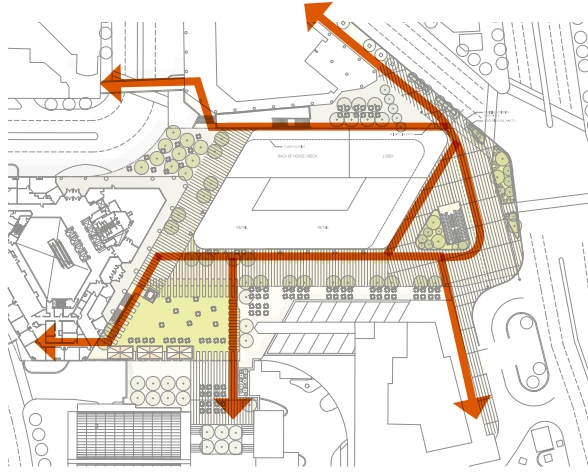
Improve the Arrival Experience



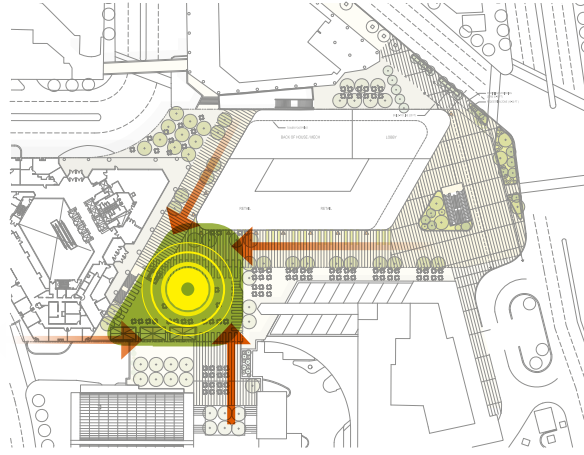
Connect the Spaces with Active Corridors

BETHESDA METRO CENTER

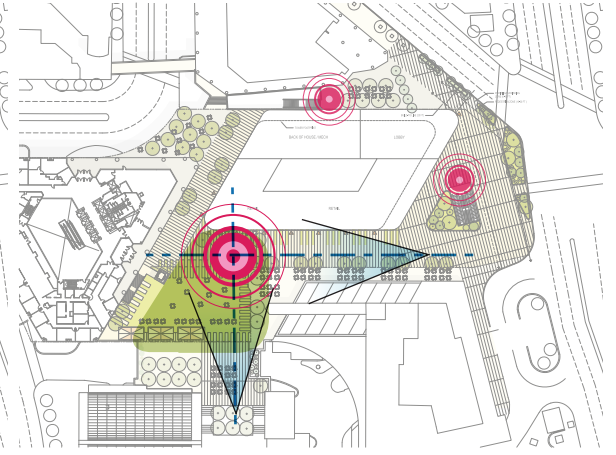
SHAPING THE PUBLIC REALM



Create Multiple Access Points to the Plaza
and **Improve Overall Circulation**



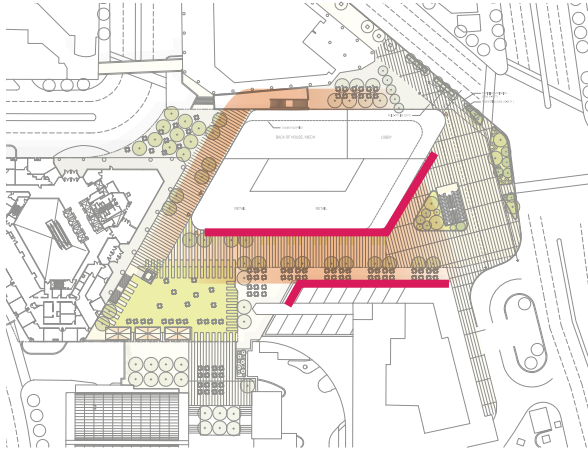
Re-think the Existing Lawn as a **Destination** that **Draws**
Residents and Visitors to the South-west Plaza



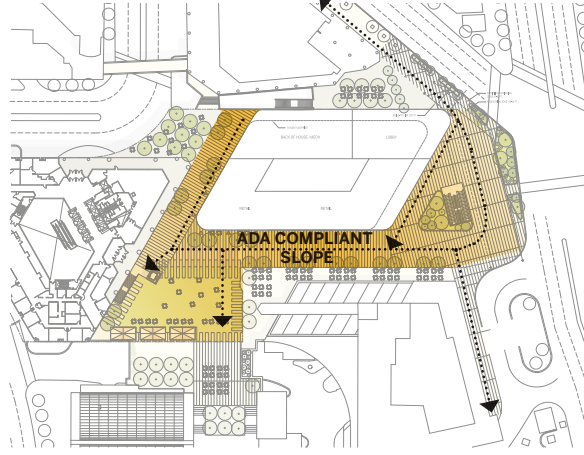
Promote **Creative Wayfinding** by incorporating **Public Art**
as a way to **Attract Visitors**

BETHESDA METRO CENTER

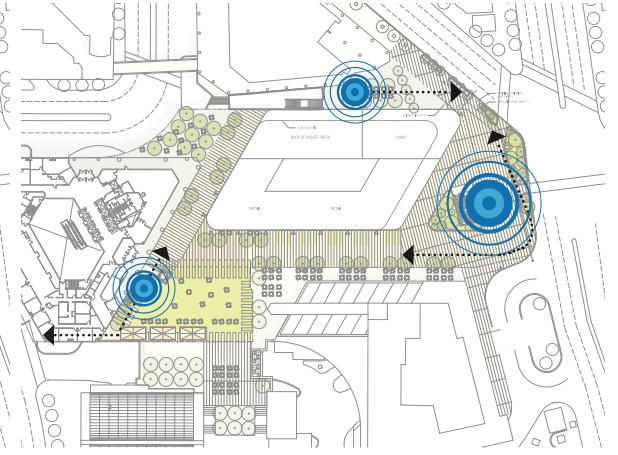
SHAPING THE PUBLIC REALM



Enliven the Public Realm with **Active, Visible and Accessible Ground-floor Uses**



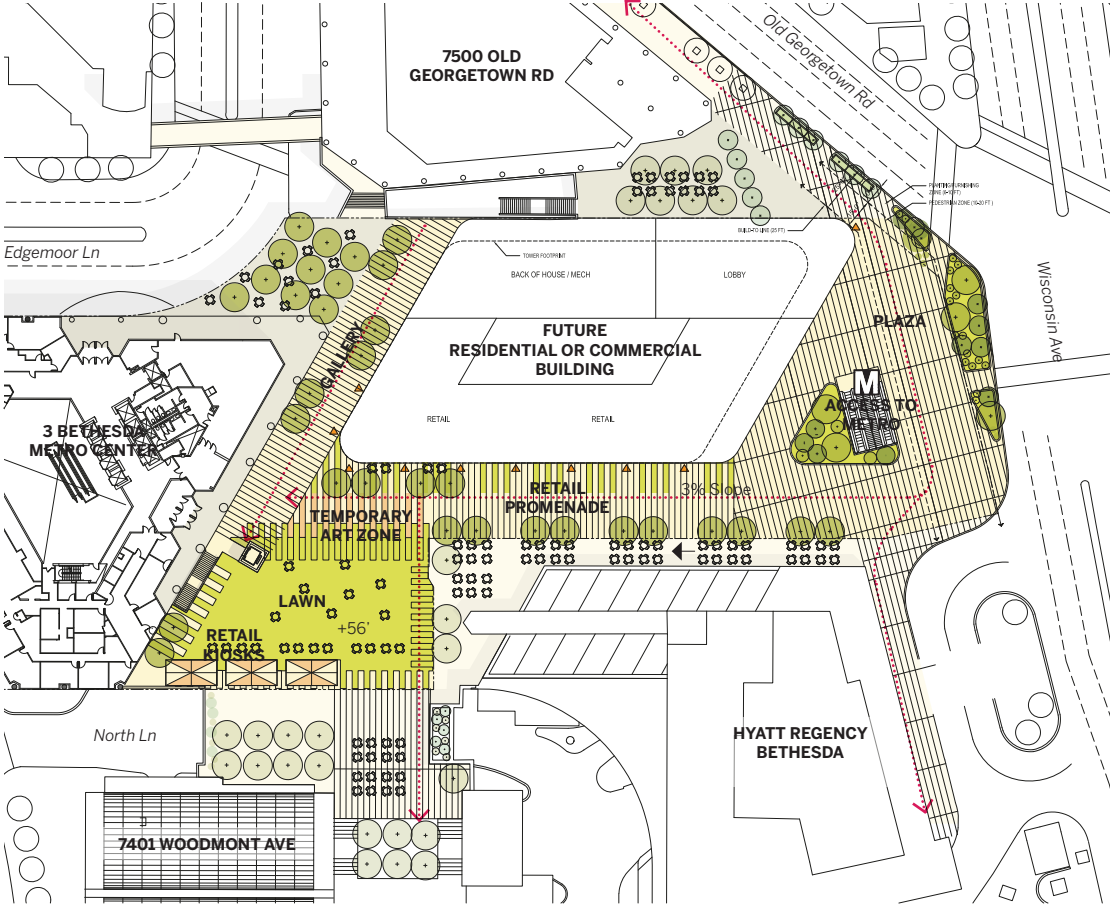
Improve Access to the Plaza by **smoothing grades changes** and **limiting permanent furniture**





Enhance Connections to the Metro Station and Bus Terminal to **Encourage Users to come up to the Plaza**

BETHESDA METRO CENTER

SITE PLAN



-  Access to Transit
-  Pedestrian Circulation

BETHESDA METRO CENTER

A MOSAIC OF USES AND SPACES

- 1 THE PLAZA
- 2 CENTRAL LAWN
- 3 THE PROMENADE
- 4 THE GALLERY
- 5 ARTS BROOKFIELD ZONE

1. WISCONSIN AVENUE PLAZA: LOCATED ALONG THE REDEVELOPMENT AREA'S WISCONSIN AVENUE FRONTAGE. THE WISCONSIN PLAZA WILL BE DESIGNED AS AN OPEN & FLEXIBLE SPACE THAT WILL ACCOMMODATE MULTIPLE FLOWS OF PEOPLE. THE PLAZA WILL PROVIDE CLEAR VISUAL CONNECTIONS TO THE ADJACENT OPEN SPACES TO ENCOURAGE VISITORS AND USERS TO MEANDER FURTHER INTO THE SITE.

2. CENTRAL LAWN: THE LAWN IS ENVISIONED AS A FLEXIBLE, INVITING GREEN SPACE. THIS UN-PROGRAMMED SPACE WILL BE SCHEDULED WITH "POP-UP" PROGRAMS AND EVENTS POTENTIALLY INCLUDING OUTDOOR FITNESS PROGRAMS (E.G. YOGA), "MOVIES ON THE LAWN," COMMUNITY EVENTS, AND CONCERTS. MOVEABLE SEATING WILL BE ADDED TO ENCOURAGE VISITORS TO INTERACT WITHIN THE SPACE, CREATING A MORE FLEXIBLE AND DYNAMIC SPACE.

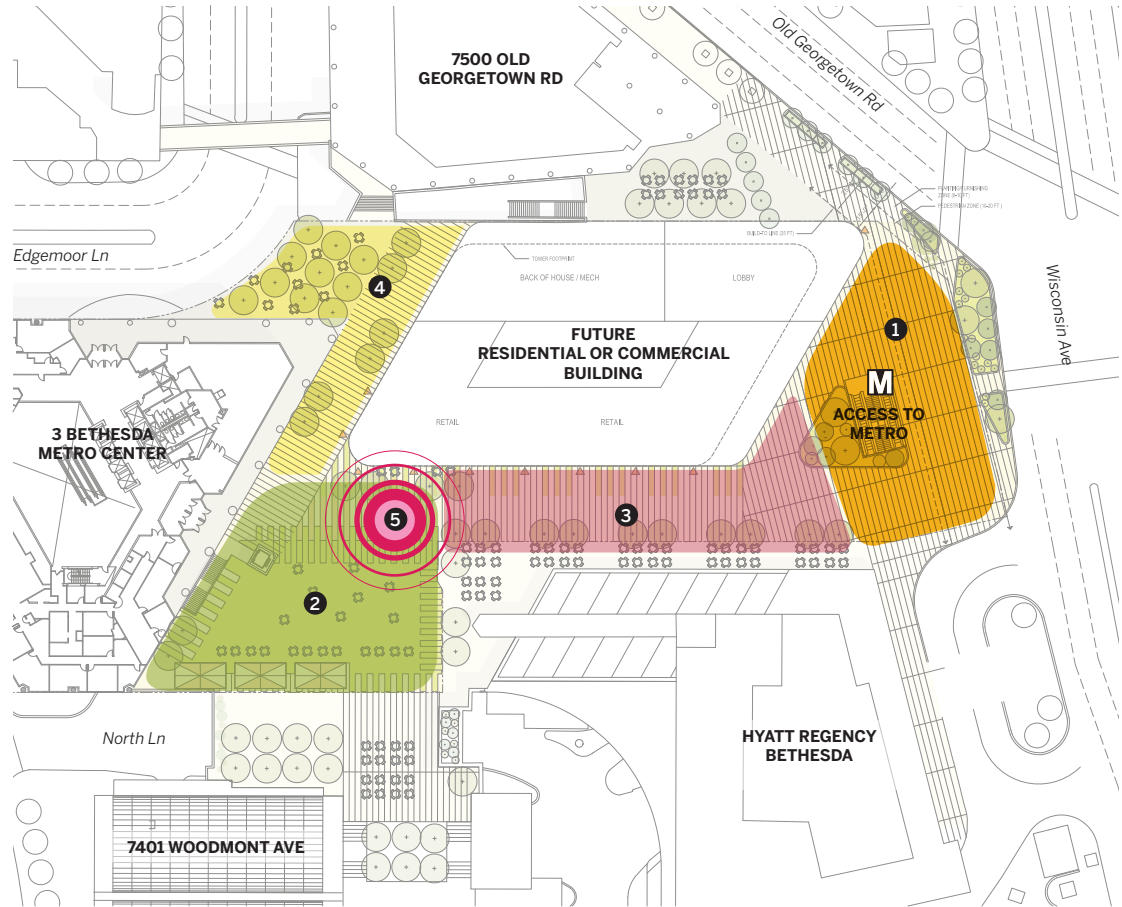
3. RETAIL PROMENADE: THE RETAIL PROMENADE CONNECTS THE WISCONSIN AVENUE PLAZA TO THE INTERIOR CENTRAL LAWN. THE PROPOSED DESIGN OF THE PROMENADE ENVISIONS A UNIFIED PUBLIC SPACE THAT WORKS BOTH FOR PEDESTRIANS PASSING THROUGH AND AS A DESTINATION IN ITSELF. THE RETAIL PROMENADE WILL BE LINED BY ACTIVE GROUND FLOOR USES. THE RETAIL PROMENADE DESIGN WILL INCORPORATE LIGHTING, PAVING, SEATING, AND LANDSCAPING THAT WILL BE DESIGNED AS PART OF AN INTEGRATED EXPERIENCE.

4. THE GALLERY: THE GALLERY WILL SERVE AS AN INTIMATE OUTDOOR PASSAGE THAT PROVIDES A NORTH-SOUTH PEDESTRIAN LINK IN THE HEART OF DOWNTOWN BETHESDA. IT WILL BE DESIGNED TO FACILITATE INFORMAL OUTDOOR GATHERINGS THAT WILL SERVE AS BOTH A PLACE FOR EMPLOYEES, RESIDENTS AND VISITORS TO SIT AND RELAX.

5. ARTS BROOKFIELD ZONE: AN IMPORTANT COMPONENT TO THE ACTIVATION OF THE METRO PLAZA IS THE PROPOSED ACTIVITY ZONES. THE MAIN ACTIVITY ZONE WILL BE PROMINENTLY LOCATED AT THE CONVERGENCE OF THE RETAIL PROMENADE, CENTRAL LAWN, AND GALLERY. THE CENTRAL ACTIVITY ZONE WILL BE VISIBLE FROM WISCONSIN AVENUE AND WILL FEATURE ART INSTALLATIONS TO CREATE VISUAL INTEREST.

M Access to Transit

← Pedestrian Circulation



THE PLAZA

A GREAT ARRIVAL EXPERIENCE



A Welcoming, Open and Flexible Plaza
David H. Koch Plaza, NY



Where Multiple Flows of People Converge
Bailey Plaza, Ithaca, NY



Featuring a New Subway Entrance Seamlessly Integrated with the Landscape
Dilworth Plaza, Philadelphia, PA



Potential Pop up retail uses
Downtown Holiday Market, Washington, DC

THE PLAZA

A GREAT ARRIVAL EXPERIENCE



CENTRAL LAWN

FLEXIBLE, INVITING GREEN SPACE



A Flexible Space Programed with Temporary Events and Installations
Outdoor Fitness Programs



Featuring Art Installations to Create Visual Interest and Draw Visitors
Arts Brookfield



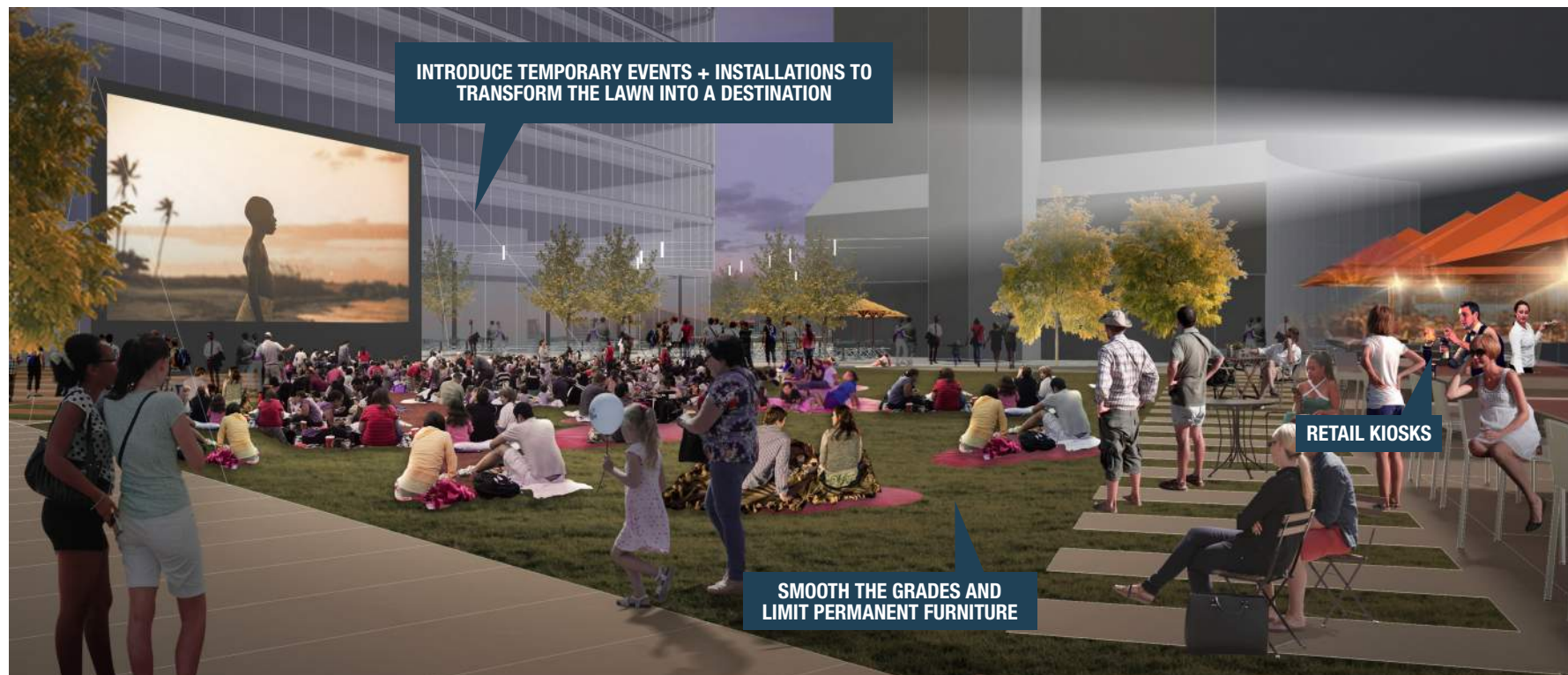
Activated with Retail Kiosks
Industry City, Brooklyn



Transforming the Lawn into a Destination
The Piazza at Schmidt's, Philadelphia PA

CENTRAL LAWN

FLEXIBLE, INVITING GREEN SPACE



THE PROMENADE

OPEN-AIR RETAIL MALL



A Well Proportioned Promenade
Bethesda Row, Bethesda MD (55')



Active, Visible and Accessible Ground-floor Uses
Alley at City Center, Washington D.C.



Outdoor Seating and Landscaped Terraces



A Clear, Intuitive Connection to Inner-block Spaces
The Avenue, Washington D.C.

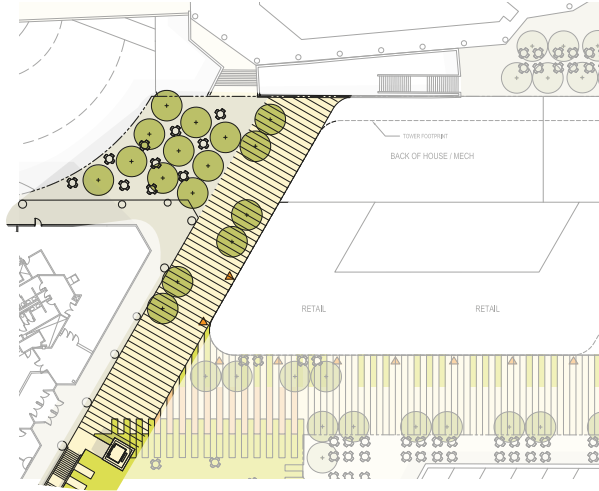
THE PROMENADE

OPEN-AIR RETAIL MALL



THE GALLERY

INTIMATE OUTDOOR PASSAGE



A Linking Space
SUNY Simons Center, Stony Brook NY



Featuring Outdoor Seating and Permanent Art
888 Brannan St, San Francisco CA



A Place for Informal Gatherings
Village of Yorkville Park, Toronto



For both Employees and Visitors
SUNY Simons Center, Stony Brook NY

THE GALLERY

INTIMATE OUTDOOR EXPERIENCE



ARTS BROOKFIELD ZONE

PUBLIC ART AS A BEACON TO ATTRACT VISITORS



Temporary Sculpture and Light Installations
"Intrude", by Amanda Parer



Interactive Art
"The Swings", by Daily tous les jour



Media Walls and Projections
"Winter Lights", Brookfield Place, Perth



Summer Movies at the Park
Film Projection, Battery Park NY



Seasonal Festivals
Oktoberfest at the Kentlands, Gaithersburg MD

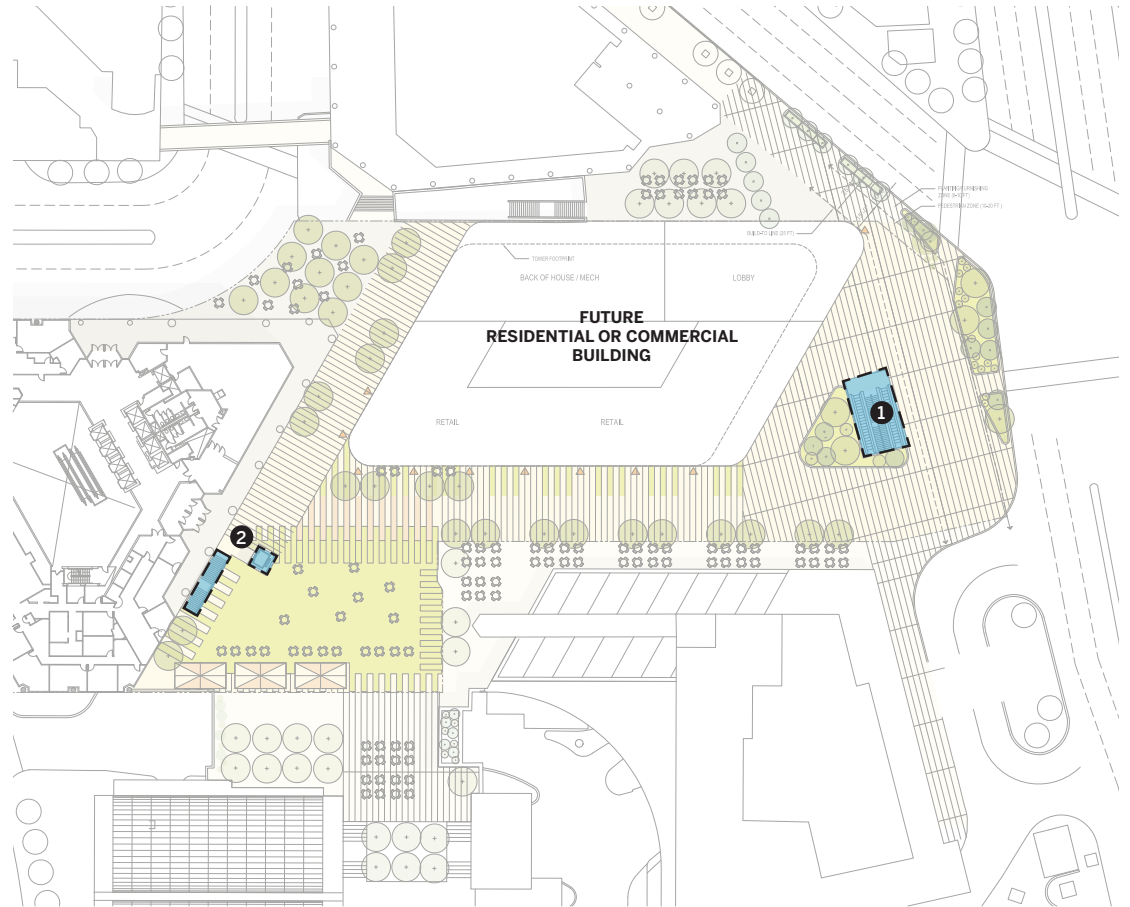


Holiday Markets
Bryant Park, NY

ENHANCED CONNECTIVITY

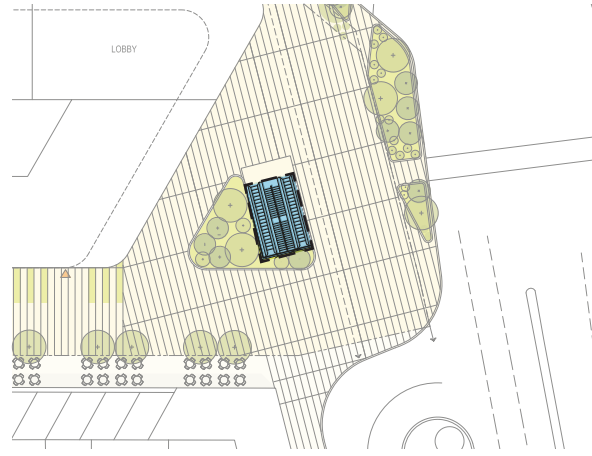
IMPROVED ACCESS FROM METRO, BUS TERMINAL AND SURROUNDING CONTEXT

- 1 New Metro Entrance
- 2 Improvements to existing staircase, new elevator and enhanced below grade experience



ENHANCED CONNECTIVITY

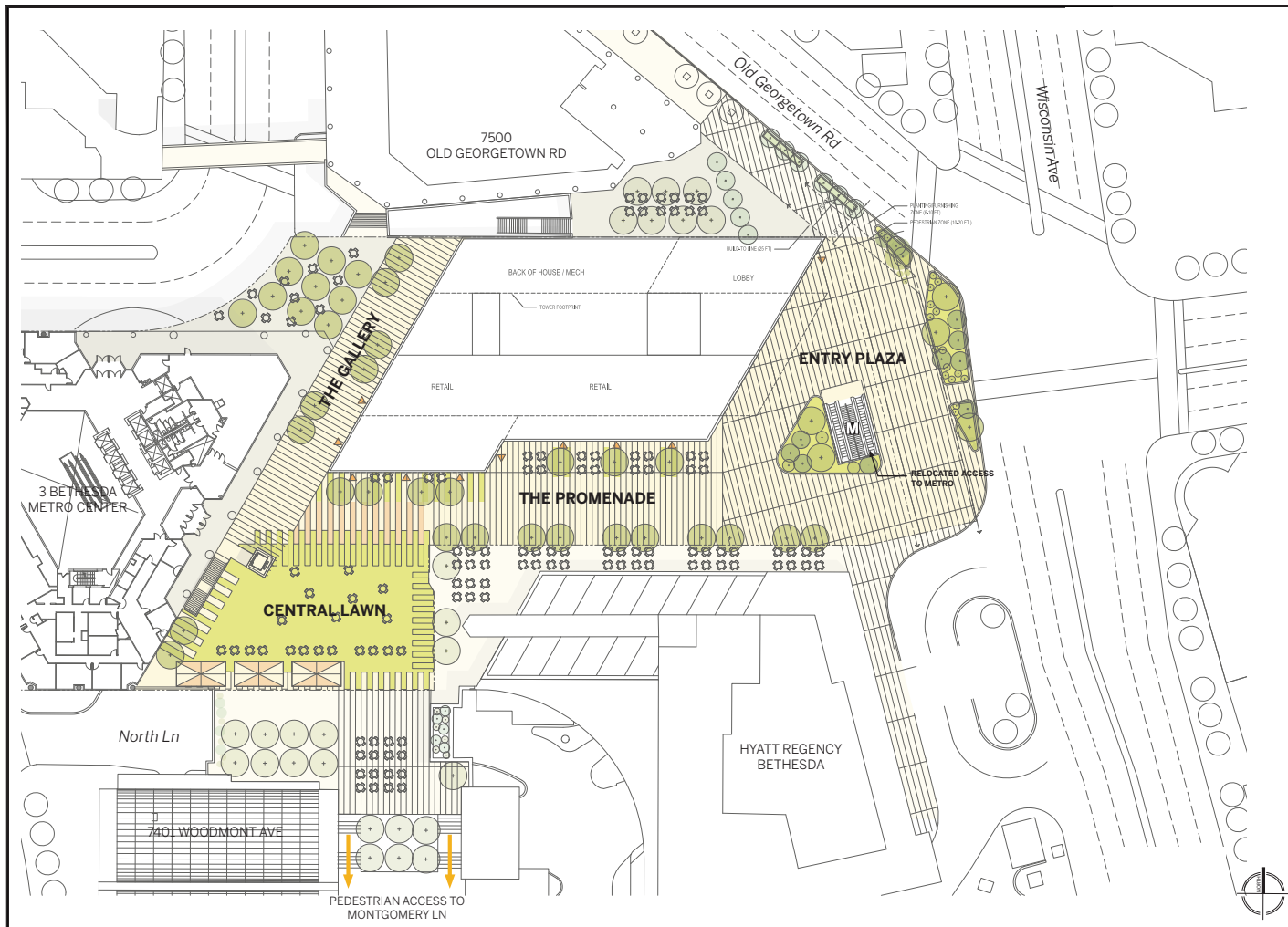
IMPROVED ACCESS FROM METRO, BUS
TERMINAL AND SURROUNDING CONTEXT



1 New Metro Entrance



SUPPLEMENTARY SKETCH PLAN EXHIBITS



4 BETHESDA METRO

Owner/Applicant:

Brookfield Property Partners
Brookfield Place
250 Vesey Street, 15th Floor
New York, NY 10281
212.417.7000
Contact: Richard Femicola

Attorney:

Lorch, Early & Brewer
7600 Wisconsin Avenue
Suite 700
Bethesda, MD 20814
301.986.1300
Contact: Robert Harris

Architect:

**Skidmore, Owings & Merrill
LLP**
201 K St NW
#200, Washington, DC 20006
202.367.2600
Contact: Scott Phillips

Landscape Architect:

VIKA Maryland, LLC
20251 Century Boulevard,
Suite 400
Germantown, MD 20874
301.916.4100
Contact: James Buchheiser

Land Planners/ Civil Engineers:

VIKA Maryland, LLC
20251 Century Boulevard,
Suite 400
Germantown, MD 20874
301.916.4100
Contact: James Buchheiser

Traffic Engineer:

Wells and Associates
1420 Spring Hill Road, Suite 610
Tysons, VA 22102
703.917.6620
Contact: Nancy Randall

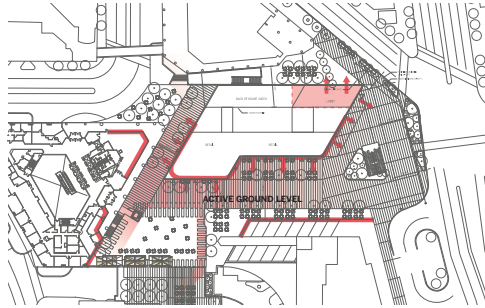
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1	xx/xx/17	Init. Submission

RESIDENTIAL ILLUSTRATIVE SITE PLAN

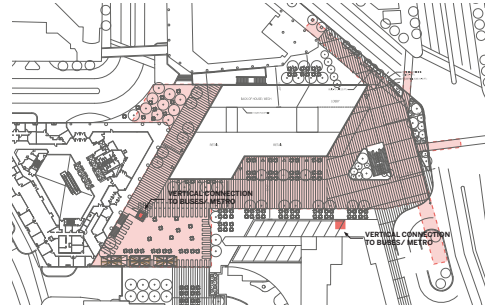
Sheet 1 of 1

A-01

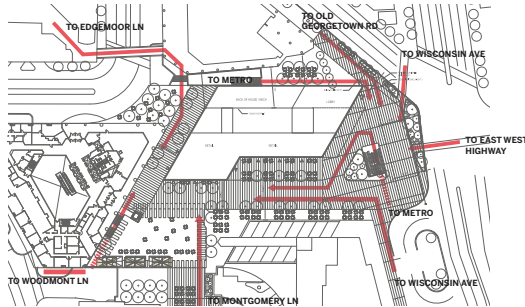
PUBLIC REALM DIAGRAMS
BASED ON SECTOR PLAN GUIDELINES



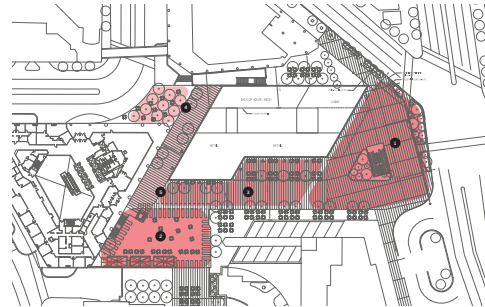
PLAZA LEVEL ACTIVITY
Enliven the public realm with active, visible, and accessible ground floor uses.



ACCESSIBILITY
Access improvement to the plaza by smoothing grade changes, and limiting permanent furniture and planters.



ENHANCE PEDESTRIANS CONNECTIONS
Through block between 3BMC and 4BMC improve the pedestrian flow and encourages movement and allows complete connections to the plaza from multiple directions.



PROGRAMMABLE PUBLIC SPACE:
The new plaza offers a range of uses such as 1. A transit oriented plaza, 2. Central lawn, 3. Retail lined promenade, 4. A tranquil gallery and shaded areas, and 5. space for public art.

4 BETHESDA
METRO

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RESIDENTIAL SITE
STRATEGIES
DIAGRAM

04/27/17

A-02





4 BETHESDA METRO

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212.417.7000
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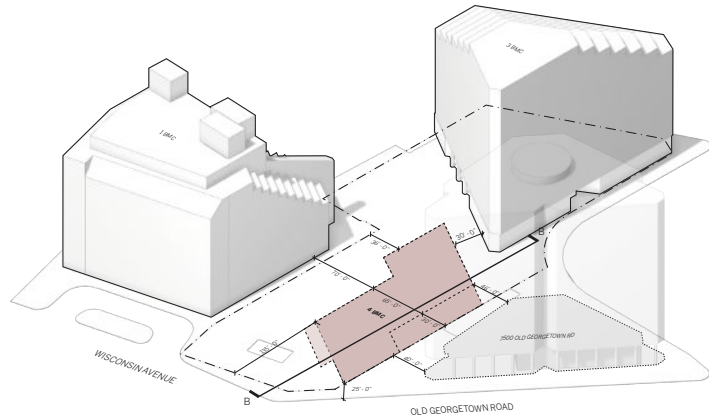
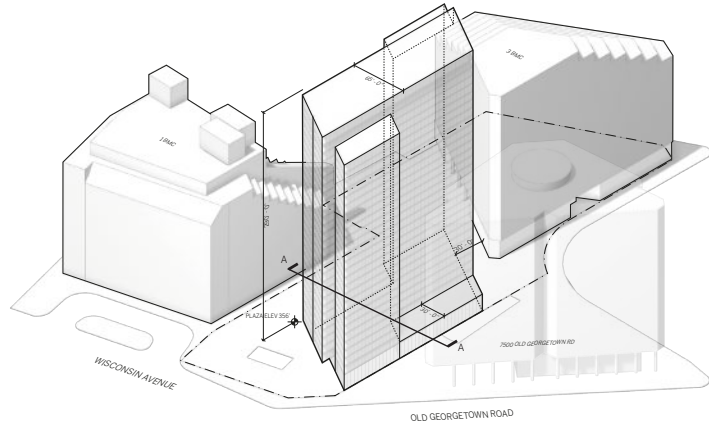
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RESIDENTIAL BUILDING STREET EDGE DIAGRAM

QUART 8/17

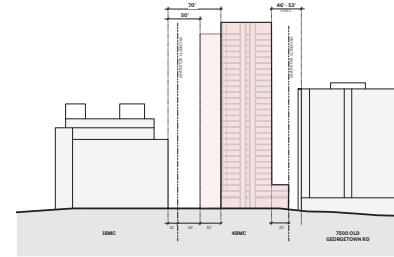
A-03

RESIDENTIAL BUILDINGS MASSING DIAGRAMS

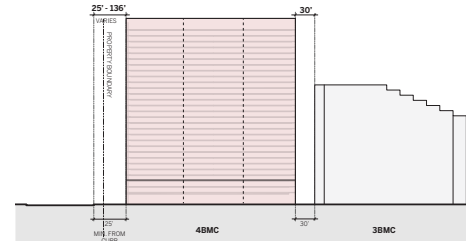


ANTICIPATED DIMENSIONS AND SETBACKS ARE APPROXIMATE. ALL DIMENSIONS
MAY VARY +/- 5 FEET AS DESIGN DEVELOPMENT ADVANCES

SECTION A-A



SECTION B-B



4 BETHESDA METRO

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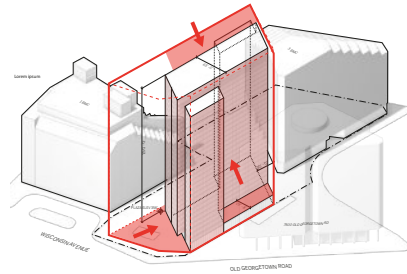
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RESIDENTIAL BUILDING MASSING

Sheet 04

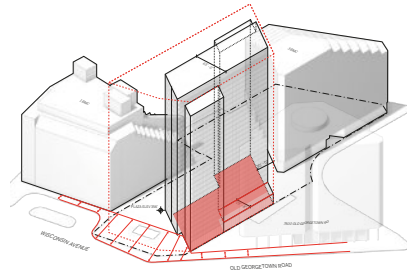
A-04

RESIDENTIAL BUILDINGS MASSING DIAGRAMS



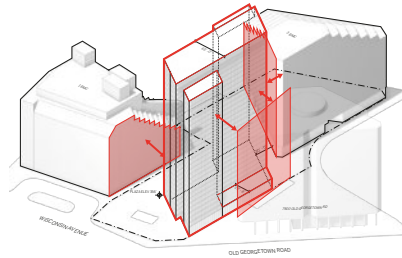
BULK

Building envelope is reduced by carving out area on the east to accommodate metro station pedestrian traffic, provide sufficient separation from adjacent towers, and the building is situated towards the north to allow a direct visual connection between the sidewalk to the central lawn



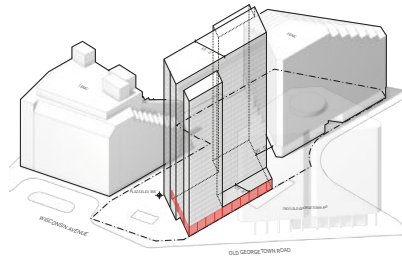
SET BACK AND TOWER STEP-BACK

Building mass steps back to provide adequate space to the entry plaza. It facilitates the flow of metro travellers and funnels pedestrians into deeper parts of the plaza. (Other step back relationships to public space to be shown as design progresses)



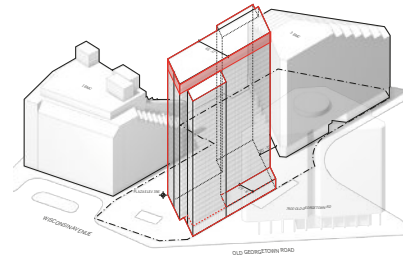
SEPARATION

Podium and tower are situated towards the north to maximize the exposure of daylight and air onto the main public spaces. The tower is distanced sufficiently from 3BMC and 7500 Old Georgetown Rd.



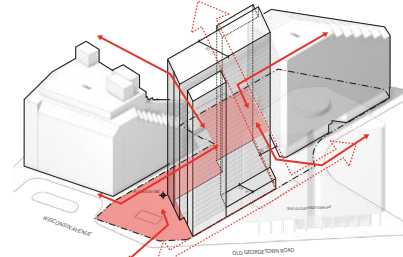
BASE

Transparency and facade articulation at the base will prevent exceedingly long, uninterrupted and rigidly uniform surfaces. Retail entrances and main building lobby to be strategically positioned to be lanterns within the plaza.



TOP

Building form accentuates its prominent location, verticality and axis with East West Highway.



THROUGH-BLOCK CONNECTIONS

Building massing allows general porosity within the site. A new through-block connection aims to facilitate pedestrian movement which is currently blocked by the existing annex.

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Contact: James Buchheiser

Traffic Engineer:

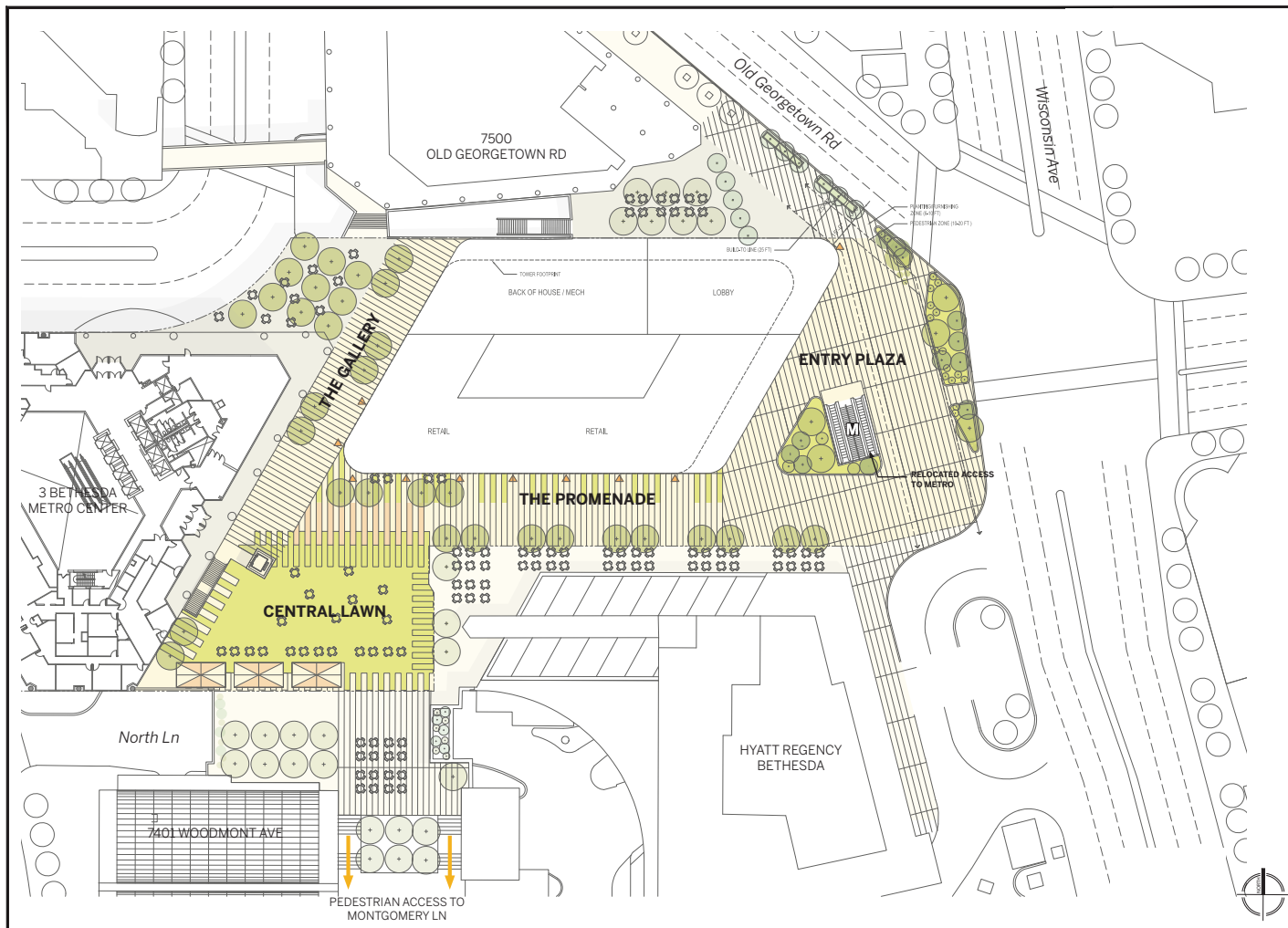
Wells and Associates
1420 Spring Hill Road, Suite 610
Tysons, VA 22120
703.917.6620
Contact: Nancy Randall

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RESIDENTIAL BUILDING MASSING

Sheet 01

A-05



4 BETHESDA METRO

Owner/Applicant:

Brookfield Property Partners
Brookfield Place
250 Vesey Street, 15th Floor
New York, NY 10281
212.417.7000
Contact: Richard Femicola

Attorney:

Lorch, Early & Brewer
7600 Wisconsin Avenue
Suite 700
Bethesda, MD 20814
301.986.1300
Contact: Robert Harris

Architect:

**Skidmore, Owings & Merrill
LLP**
2001 K St NW
#200, Washington, DC 20006
202.367.2600
Contact: Scott Phillips

Landscape Architect:

VIKA Maryland, LLC
20251 Century Boulevard,
Suite 400
Germantown, MD 20874
301.916.4100
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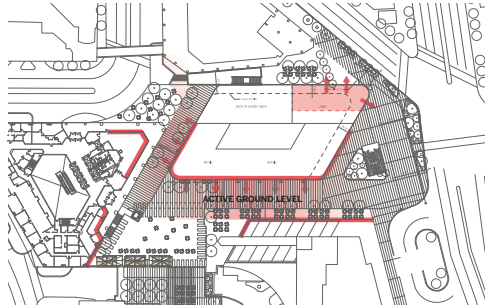
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COMMERCIAL ILLUSTRATIVE SITE PLAN

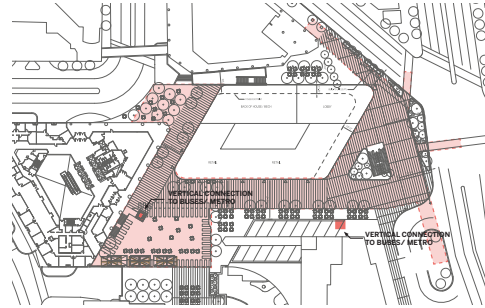
Sheet #1

A-06

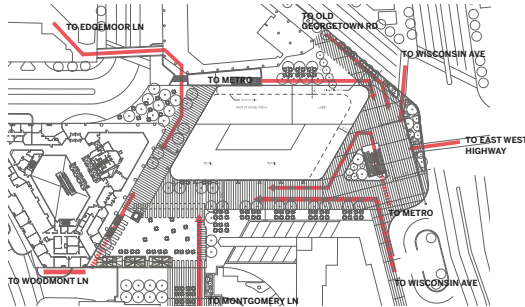
PUBLIC REALM DIAGRAMS
BASED ON SECTOR PLAN GUIDELINES



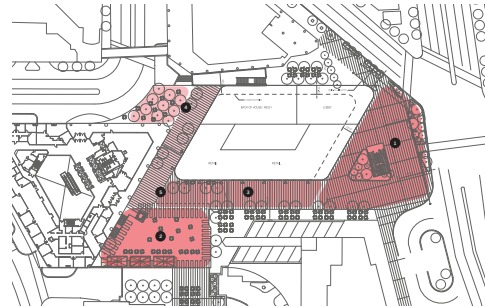
PLAZA LEVEL ACTIVITY
Enliven the public realm with active, visible, and accessible ground floor uses.



ACCESSIBILITY
Access improvement to the plaza by smoothing grade changes, and limiting permanent furniture and planters.



ENHANCE PEDESTRIANS CONNECTIONS
Through block between 3BMC and 4BMC improve the pedestrian flow and encourages movement and allows complete connections to the plaza from multiple directions.



PROGRAMMABLE PUBLIC SPACE:
The new plaza offers a range of uses such as 1. A transit oriented plaza, 2. Central lawn, 3. Retail lined promenade, 4. A tranquil gallery and shaded areas, and 5. space for public art.

4 BETHESDA
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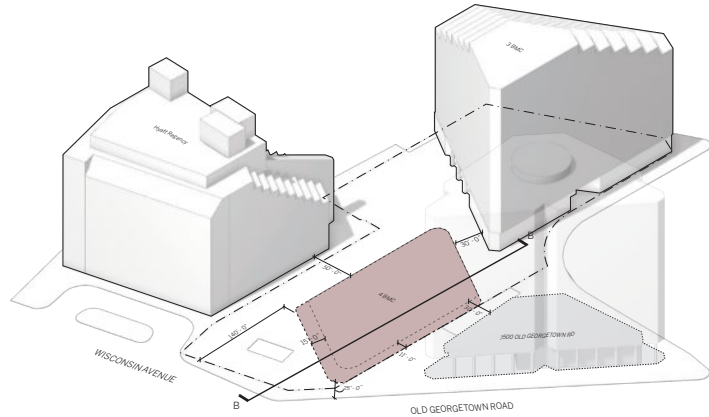
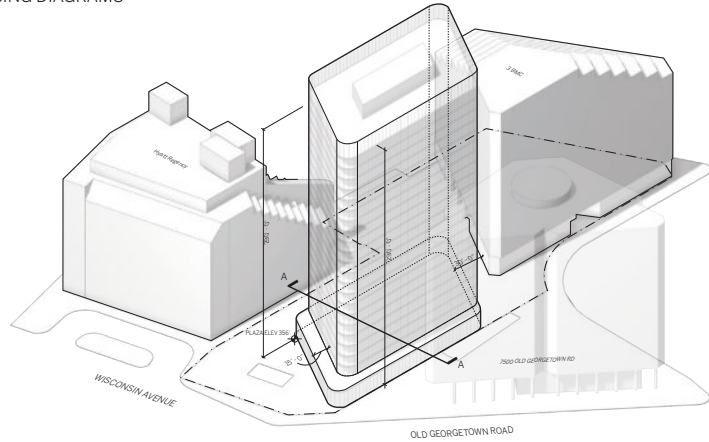
COMMERCIAL
SITE STRATEGIES
DIAGRAM

04/27/17

A-07

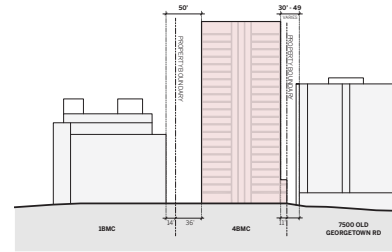


COMMERCIAL BUILDINGS
MASSING DIAGRAMS

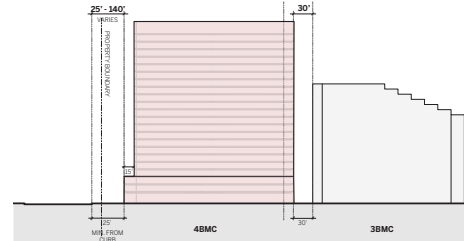


ANTICIPATED DIMENSIONS AND SETBACKS ARE APPROXIMATE. ALL DIMENSIONS
MAY VARY +/- 5 FEET AS DESIGN DEVELOPMENT ADVANCES

SECTION A-A



SECTION B-B



4 BETHESDA
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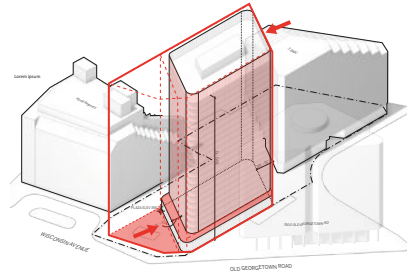
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COMMERCIAL
BUILDING MASSING

Sheet 1 of 1

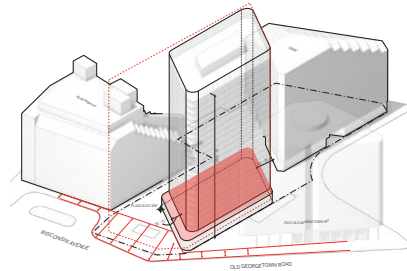
A-09

COMMERCIAL BUILDINGS MASSING DIAGRAMS



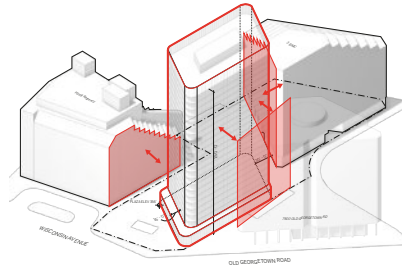
BULK

Building envelope is reduced by carving out area on the east to accommodate metro station pedestrian traffic, provide sufficient separation from adjacent towers, and the building is situated towards the north to allow a direct visual connection between the sidewalk to the central lawn



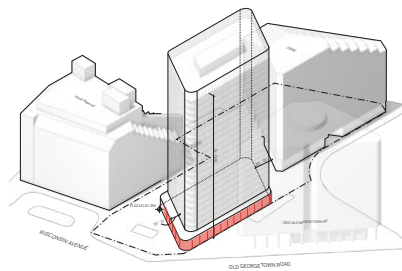
SET BACK AND TOWER STEP-BACK

Building mass steps back to provide adequate space to the entry plaza. It facilitates the flow of metro travellers and funnels pedestrians into deeper parts of the plaza. (Other step back relationships to public space to be shown as design progresses)



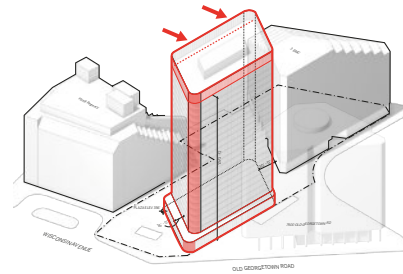
SEPARATION

Podium and tower are situated towards the north to maximize the exposure of daylight and air onto the main public spaces. The tower is distanced sufficiently from 3BMC and 7500 Old Georgetown Rd.



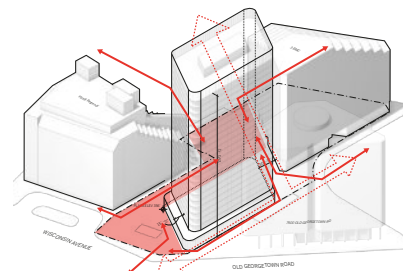
BASE

Transparency and facade articulation at the base will prevent exceedingly long, uninterrupted and rigidly uniform surfaces. Retail entrances and main building lobby to be strategically positioned to be lanterns within the plaza.



TOP

Building form accentuates its prominent location, verticality and axis with East West Highway.



THROUGH-BLOCK CONNECTIONS

Building massing allows general porosity within the site. A new through-block connection aims to facilitate pedestrian movement which is currently blocked by the existing annex.

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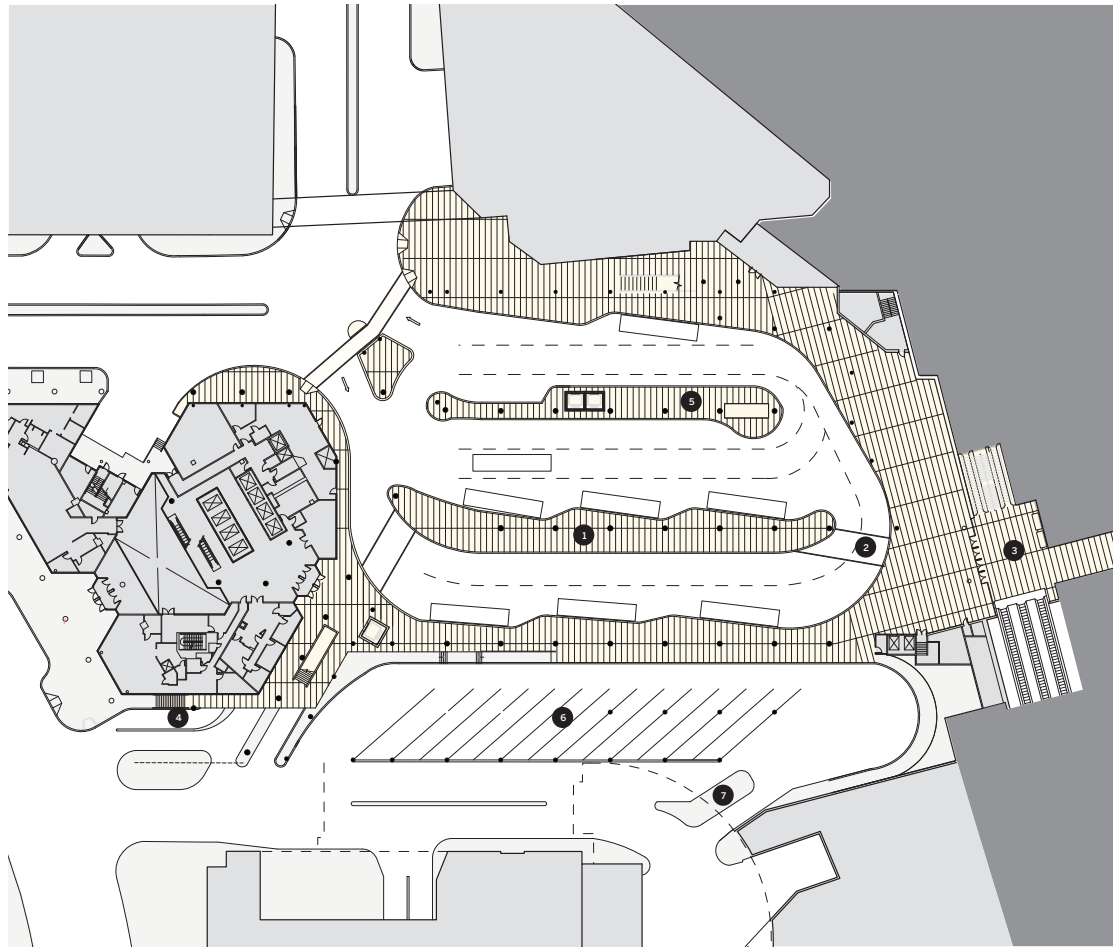
Wells and Associates
1420 Spring Hill Road, Suite 610
Tysons, VA 22102
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COMMERCIAL BUILDING MASSING

Sheet 8/11

A-10



Bus level improvements will be developed through close coordination and collaboration with WMATA and may include the following areas of focus:

- 1 Improve experience with enhanced lighting
- 2 Use color markings to improve way-finding and guide pedestrian circulation
- 3 Enhance passenger experience at escalators and connection with bus bay & tunnel
- 4 Retrofit/reconfigure existing staircase and provide new elevator connection to plaza level for enhanced pedestrian circulation
- 5 Reconfigure curb and islands to improve bus circulation and accommodate new elevator shaft from parking levels to building above.
- 6 Reconfigure Kiss & Ride traffic and pedestrian circulation to improve connectivity and safety.
- 7 Reconfigure and Relocate bicycle storage to increase capacity and improve user experience.

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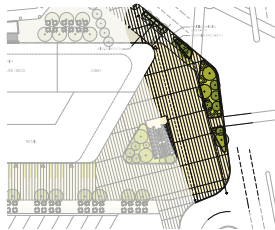
LOWER LEVEL BUS BAY

QUEST 871

A-11



THE PLAZA



David H. Koch Plaza
New York

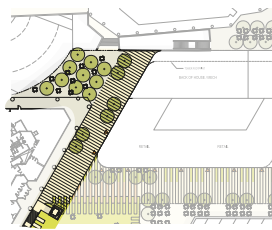


Bailey Plaza
Ithaca, NY



Dilworth Plaza
Philadelphia, PA

THE GALLERY



SUNY Simons Center
Stony Brook, NY



Village of Yorkville Park
Toronto



888 Brannan St
San Francisco, CA

THE PROMENADE



Bethesda Row
Bethesda, MD



Alley at City Center
Washington, D.C.



The Avenue
Foggy Bottom, Washington D.C.

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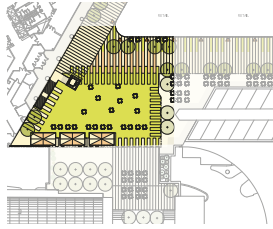
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PRECEDENT IMAGERY

QUART 8/1

A-12

CENTRAL LAWN



Industry City, Brooklyn



Bryant Park, New York



Schmidts Place
Philadelphia, Pennsylvania



Space for Sculptures and light installations
"Intrude" by Amanda Parer

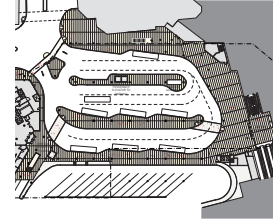


Summer movies at the lawn
Film Projection, Battery Park NY



Holiday Markets
Bryant Park, New York

BUS/METRO LEVEL



Bus terminal at Union Station
Washington, DC



Improved way finding and enhanced multimodal
transit vestibule



Retrofit existing staircase

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PRECEDENT IMAGERY

QUART 1/17

A-13

ARCHITECTURAL CHARACTER REFERENCES



7770 Norfolk Ave
Bethesda, MD



The Blairs
Silver Spring, MD



The Boro Block A1
Tyson's Corner, VA



Rosslyn Central Place
Arlington, VA



1244 South Capitol
Washington, DC



The Boro Block A2
Tyson's Corner, VA



Marymount Residential
Arlington, VA



Ballston Quarter
Arlington, VA



320 Florida
Washington, DC

As outlined in the Urban Design Guidelines, we will consider several strategies to shape the building form and appearance to yield a quality public realm. These strategies may include activating the building's base, articulating the building's corners and facades, and using unique geometry. In addition to these strategies, we will explore complementary design approaches to add visual interest and a unique presence to the Bethesda skyline and Bethesda Metro Center.

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PRECEDENT IMAGERY

QUEST 871

A-14

DISCUSSION