

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>	Check if requesting additional density through the Bethesda Overlay Zone (BOZ)		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</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
 - Drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible



EXHIBIT “A”

8000 Wisconsin Avenue – Exceptional Design Project Narrative

Innovative Solutions in response to the immediate context:

The Project presents the extraordinary challenge of completing a city block. The site sits in a mid-block condition with fronts on both Wisconsin and Woodmont Avenues and is enclosed both to the north and the south by three adjacent properties. Two of the three adjacent properties are presently under redevelopment. The projects at 7900 Wisconsin and 8008 Wisconsin, both have approved site plans, and are on their way to being constructed. While it is a challenge to design a building adjacent to one existing building and two unbuilt projects, our Project has an additional layer of complexity because the two adjacent redevelopment sites were designed under the previous 2006 Woodmont Triangle Amendment to the 1994 CBD Master Plan (the “Prior Master Plan”) with a different set of rules, ideals, and paradigms. While we have embraced these challenges, our endeavor in marrying the thinking behind the Prior Master Plan and new Bethesda Downtown Sector Plan (the “Sector Plan”) has become the rationale for our design, generating a new distinctive aesthetic while remaining a “good neighbor” to the existing and proposed developments that adjoin the Project.

To achieve a coherent, singular solution, the team has employed a few simple design devices to create an elegant parti, which in turn, tie the Project, and the four affected properties together. Foremost, the Project will be organized around our 1st device, a singular “Glazed Spine” which runs from east to west, visually connecting two of Bethesda’s most important Avenues. On Wisconsin Avenue, this 20 story glazed spine receives and terminates West Virginia Avenue. It is also intentionally angled, in plan, to transition the façade, from the primary build-to plane back towards a prescribed ground plane step-back that also provides the pedestrian space for a future Bus Rapid Transit (BRT) Station. As this spine extends west towards Woodmont Avenue, it shifts its center slightly to the south. Again, this shift is deliberate, as it forms both a unique building crown, and, as it descends down to grade, creates a complete encasement for the double-height, primary residential lobby.

Off of this spine, our 2nd device is a series of 3 story “Gridded Frames” which extend north and south, rising up to or terminating below at specific heights which address and respect the proposed designs of our future neighbors. In addition to addressing our vertical relationship to our future neighbors, these framed grids also vary the geometry of the plan of our facades in graceful concert with the glazed spine. Along Wisconsin Ave, while the spine is a dynamic angled terminus to West Virginia Avenue, the framed grid extends parallel with the Avenue. Conversely, along Woodmont Avenue, while the glazed spine descends flush and parallel to the street, the gridded frame angles away from its starting point (shouldered up against 8008) and steps back creating a narrow, yet intriguing 17 story extrusion. This well-proportioned and slender sliver rests upon a 3 story base while both animating 7900’s through block connection and creating a visual terminus to St. Elmo Avenue. Since this framed grid represents a majority of our façades, we will employ layers of simple, repetitive façade elements, colors, and textures, giving the wall an articulated richness and elegance.

These framed elements extend off our 3rd device, that we identify as the set-back plane “Stitch”. This set-back plane is the Project’s “flex” device that respectfully engages each unique adjacent condition or inherent project parameter, and “stitches” the sites together. For example, the “Stich” is the device that engages our neighbor 7900 to the south. By pulling the Stitch back from 7900 corner / end-wall balconies, it serves as a respectful transition device, allowing the maximum amount of exposure for the neighboring residential units and limiting the apparent face of our façade.

The 4th and final device our Project is the 3 story, “Articulated Base”. The base is composed of two elements, the 2 story frame and the flexible piers. Similarly proportioned 2 story frames occur on both Wisconsin and Woodmont Avenues, providing continuity, depth, and a visually engaging and inviting base to this larger building above. Beneath these frames are the flexible piers, which do just as they are called, flex with the grade. The sidewalk along Wisconsin is approximately 7 feet higher than that on Woodmont. These piers adjust their height and color from the frames above allowing the modern expression of the 2 story floating grid, while grounding the building and adding additional depth, warmth, texture, and repetitive rhythm to the pedestrian experience.

Creating a sense of place and serves a landmark:

As stated, the desired part of the Project is to achieve a simple, coherent solution which is both distinctive yet sympathetic and compatible with the adjacent building and redevelopments. The four part building solution, with its richly layered and textured elements, well-proportioned pieces, and purposeful arrangement will add an elegant addition to the collage of “place” within downtown Bethesda. Of the four parts, three directly contribute to enhance the sense of place in the “Wisconsin Avenue District”. The dynamic “Glazed Spine”, the layered “Gridded Frame”, and “Articulated Base” all serve in the advancement of “place” within Bethesda.

From these, two components have the opportunity to serve as neighborhood landmarks. First, is the 20-story “Glazed Spine” that serves as the terminus of West Virginia Avenue and is slender and angled gently to Northeast, while hosting / engaging the gridded frame. It serves as the Project’s signature feature on Wisconsin Avenue and can be seen from either points north or south. The second component is more subtle, but just as interesting as the first. The building plan calls for a slender 17 story element, wrapped in the “Gridded Frame”, to be seen gently angling away from the Woodmont Avenue spine. This massing arrangement creates a unique building element of elegant proportions that floats above the 3 story base and serves as a terminated vista for pedestrians and neighbors walking up St. Elmo Avenue. This unique mass is also perched above the building’s amenities and affords a prime view of 7900’s “through-block connection”.

Enhancing the Public Realm:

The infill nature of this Project has the burden of being the last piece of the puzzle within this urban block. The building will not only complete the block’s streetscape but its massing as well. With the use of its “articulated base” on both frontages, the building breaks down the scale to a pedestrian level and, at the same time, will create a framework, rhythm, and order along the busy

and high activity streetscape along Wisconsin Avenue. The “Glass Spine” of the tower on Wisconsin Avenue angles gently away from the future Cordell Avenue BRT Station, further enhancing the public open space needed for this important infrastructure project.

Materials and forms:

As stated, we created four devices as a kit of parts to assemble the building into its distinct forms and respond to its varied conditions. Glass and metal will rise from the sidewalk to create the slender and elegant “Glazed Spine” that connects to two Avenues.

From this base the “Gridded Frame” extends like wings to the north and the south forming the majority of the façade. As such, we plan to have the most amount of articulation, layering, and texturing to occur within this element. The primary frame wall will be of a light masonry color within which 3 story sub-frames are set with dark masonry, large glass and metal windows, and projected aluminum balconies. These stacks of frames will always occur in three’s (either 12 / 15) to both keep the elegant proportions and relate to the adjacent properties.

The “Stitch” element which connects the building to its neighbors as well as lifts the “gridded frames” of the base, is designed to be a simpler and inverse version of the frames. This consists of same dark masonry with punched openings. The windows within the punches are separated by the same light masonry as the frames above.

The final element, the “Articulated Base” will be the most precious as it, of course, houses the retail base and completes the pedestrian realm at the street level. 2 story light frames echo the masonry above but will be clad in a light stone product with dark metal glass and panel inset. These frames rest upon darker stone “flexible” piers, separated from the frames above by a dark metal channel. These piers ground the building while adding depth, warmth, texture, and repetitive rhythm to the pedestrian experience

Designing Compact:

The Project completes a city block, as infill, satisfying the very definition of this criteria. The design of the massing is articulated in a way that enhances our neighboring properties by creating more air, light and separation between the buildings at the courtyards while preserving vistas and privacy to the adjacent building dwellings. In addition to the Project’s mix of uses, that will generate employment, residential living and shopping, the provision of 25% of the residential component as Moderately Priced Dwelling Units (MPDUs) will extend the benefits of urban living to a broader spectrum of income levels. As a result, Downtown Bethesda will become more inclusive, diverse and compact by locating affordable housing in a transit-oriented location.

Low impact development:

The building is designed to maximize its solar exposure and natural light, particularly with its prime courtyard on the south side adjacent to the 7900 “through-block connection”. The Project will maximize its cool roof areas through a combination of vegetated and green roof elements (including high albedo materials and furniture) to reduce heat gain from the roof down into the

building. These effects occur at the primary courtyard at the 2nd floor, the multiple step-back terraces, and the main roof and penthouse. The project will also be utilizing building systems that will achieve the “High Performance Area” standards set forth by the county. All these architectural features will provide interior comfort while reducing energy consumption and reducing the carbon footprint of the building. Furthermore, all streetscape improvements and tree canopy additions will satisfy the proper soil and storm water volumes for a healthy urban eco-system. Finally, the building’s proximity to major transit stations (Metro Red Line and Purple Line) and the future BRT along Wisconsin Avenue will result in a high level of public transportation use, reducing single occupancy vehicle travel and carbon emissions.

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EXHIBIT “B”

8000 Wisconsin Avenue – Alternative Design Approach Justification

The updated design for the Project is in substantial conformance with both the Bethesda Downtown Sector Plan (the “Sector Plan”) and Bethesda Downtown Plan Design Guidelines (the “Design Guidelines”).

- The Project substantially conforms with sidewalk zone, building placement, and building form standards for a Urban Boulevard (relative to the Wisconsin Avenue frontage) and a Downtown Mixed-Use Street (relative to the Woodmont Avenue).
- More specifically, the Project will accommodate a minimum build-to-line of 25 feet on Wisconsin Avenue and 15 feet on Woodmont Avenue as well as tower step-backs above the base building on both of these frontages.
- In this respect, the Project is designed in accordance with the Sector Plan’s intent for Building Form – with a “clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials.” (Sector Plan, P. 73).

This Project involves a mid-block site that is bookended by two (2) projects that were approved under the previous 2006 Woodmont Triangle Amendment to the 1994 CBD Master Plan (the “Prior Master Plan”) with a different set of rules, ideals, and paradigms than the Sector Plan and Design Guidelines. While Guideline 2.4.6 (Tower: Separation Distance) recommends separating “tower floors by at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines), these adjacent approved projects (7900 Wisconsin Avenue – JBG; and 8008 Wisconsin Avenue – Toll Brothers) will be built to the property line with blank wall conditions. (Design Guidelines, P. 74).

In order to address this potential blank wall condition, the Project is seeking approval of an alternative design approach that better meets the intent of the Design Guidelines. (Design Guidelines, Guideline Flexibility at P. 5). Moreover, setting the Project back by 22.5 to 30 feet from the adjacent projects (7900 and 8008 Wisconsin Avenue) would conflict with Guideline 2.4.6.C (“Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment”). As a result, the Applicant is seeking approval to use the alternative treatments identified in Section 2.4.6 of the Design Guidelines, which indicates that “building tower levels should provide the separation distance indicated in Guideline 2.4.6.A from the side and rear property lines, **except where building to a lot line could better address an existing blank wall condition.**” (Design Guidelines, P. 74). Therefore, the Project is seeking to use alternative treatments to setting the tower back by 22.5 to 30 feet from the adjacent approved projects (7900 and 8008 Wisconsin Avenue). Such an alternative treatment is contemplated by the Design Guidelines in that “varied geometry in a buildings upper floors, and façade modulation between buildings can also be used as methods to increase the perception of tower separation and allow access to light and air.” (Design Guidelines, P. 74). To the extent that the Applicant is required to strictly adhere to Design Guideline 2.4.6.A, the Project would become economically unviable. More specifically, the following consequences would occur:

- Approximately 134,000 square feet of Gross Floor Area would be lost, which is approximately one-third of the total Project.
- Such a reduction in Gross Floor Area would result in the loss of a substantial number of Moderately Priced Dwelling Units (“MPDUs”). The only economically viable way to provide 25% MPDUs is through the current Project design. Given that the Sector Plan identifies affordable housing as a top priority public benefit, strict adherence to the tower separation Guideline 2.4.6.A in this instance is inconsistent with the Sector Plan as it would also result in **the loss of 111 MPDUs**. By way of example, this is nearly 2 times the amount of MPDUs approved for any residential project that is in the current pipeline for Downtown Bethesda.
- Strict adherence to Guideline 2.4.6.A would expose 80 feet of blank wall on 7900 Wisconsin Avenue – 13 stories tall.
- Strict adherence to Guideline 2.4.6.A would expose 130 feet blank wall on 8008 – 10 stories tall.
- Strict adherence to Guideline 2.4.6.A would likely require that the Project maximize the base to be the full 70’ tall which would create smaller rooftops and terraces. Smaller rooftops and terrace areas would result in the Project providing less Green Cover (which is identified in Guideline 2.3.2).
- Such a 70-foot tall base element would conflict with the Project’s relationship to 7900 Wisconsin Avenue.

8000 Wisconsin Avenue Artena Bethesda

AKSOYLU PROPERTIES

June 13, 2018

Bethesda DOWTOWN

Design Advisory Panel



ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

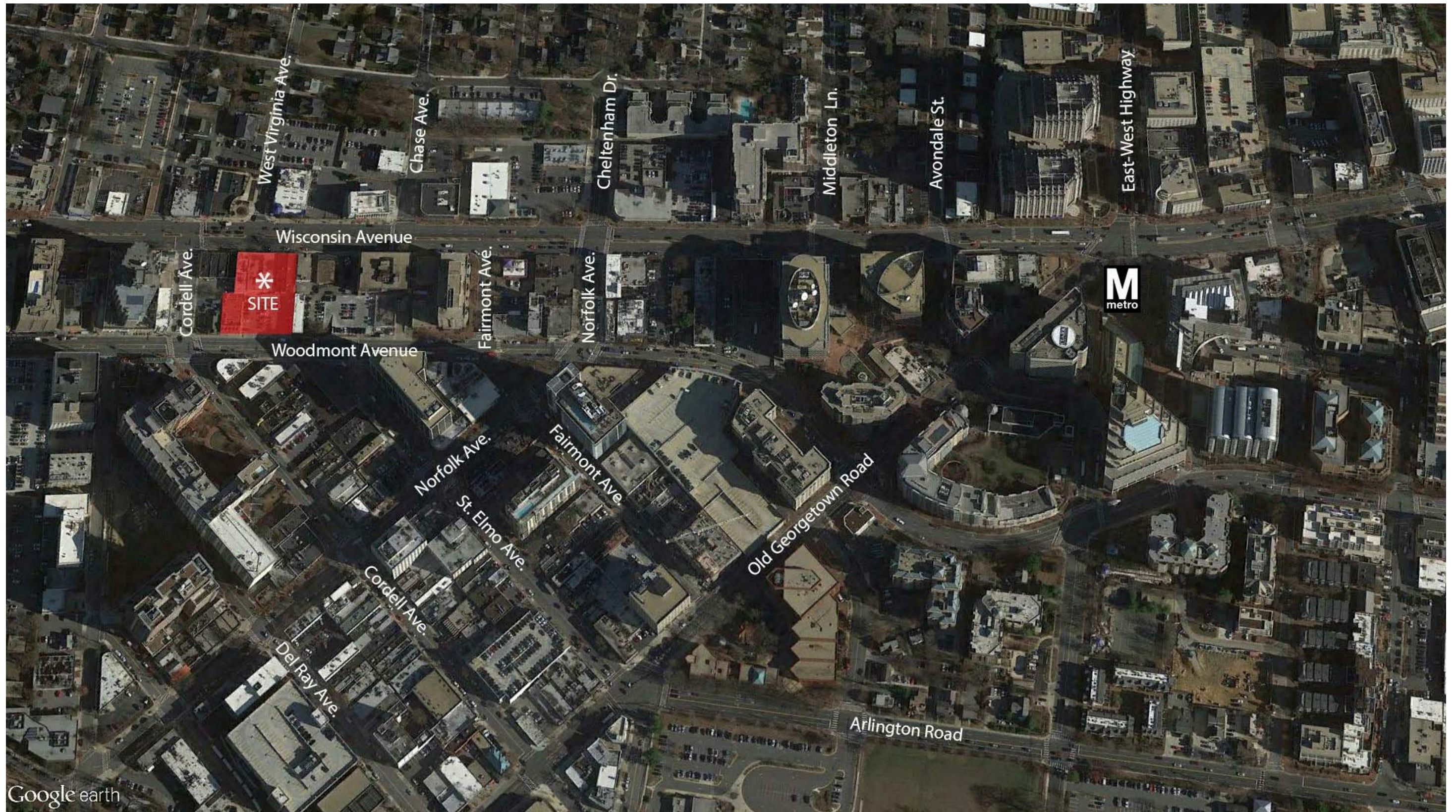
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8000 Wisconsin Avenue, Bethesda MD

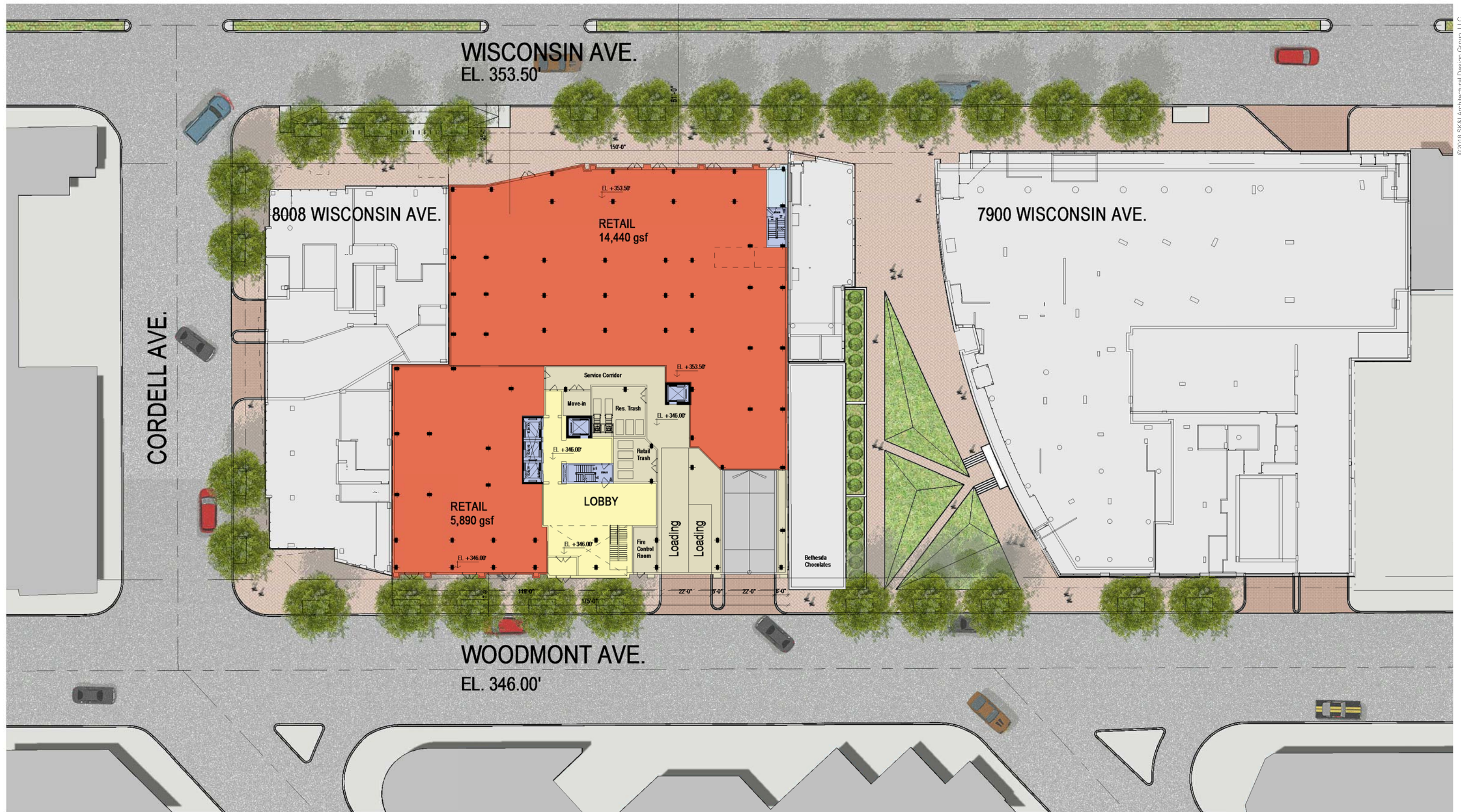
Cover

Bethesda Downtown Design Advisory Panel

June 13, 2018 **A.00**







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Bethesda Downtown Design Advisory Panel

8000 Wisconsin Avenue

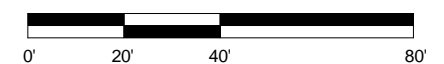
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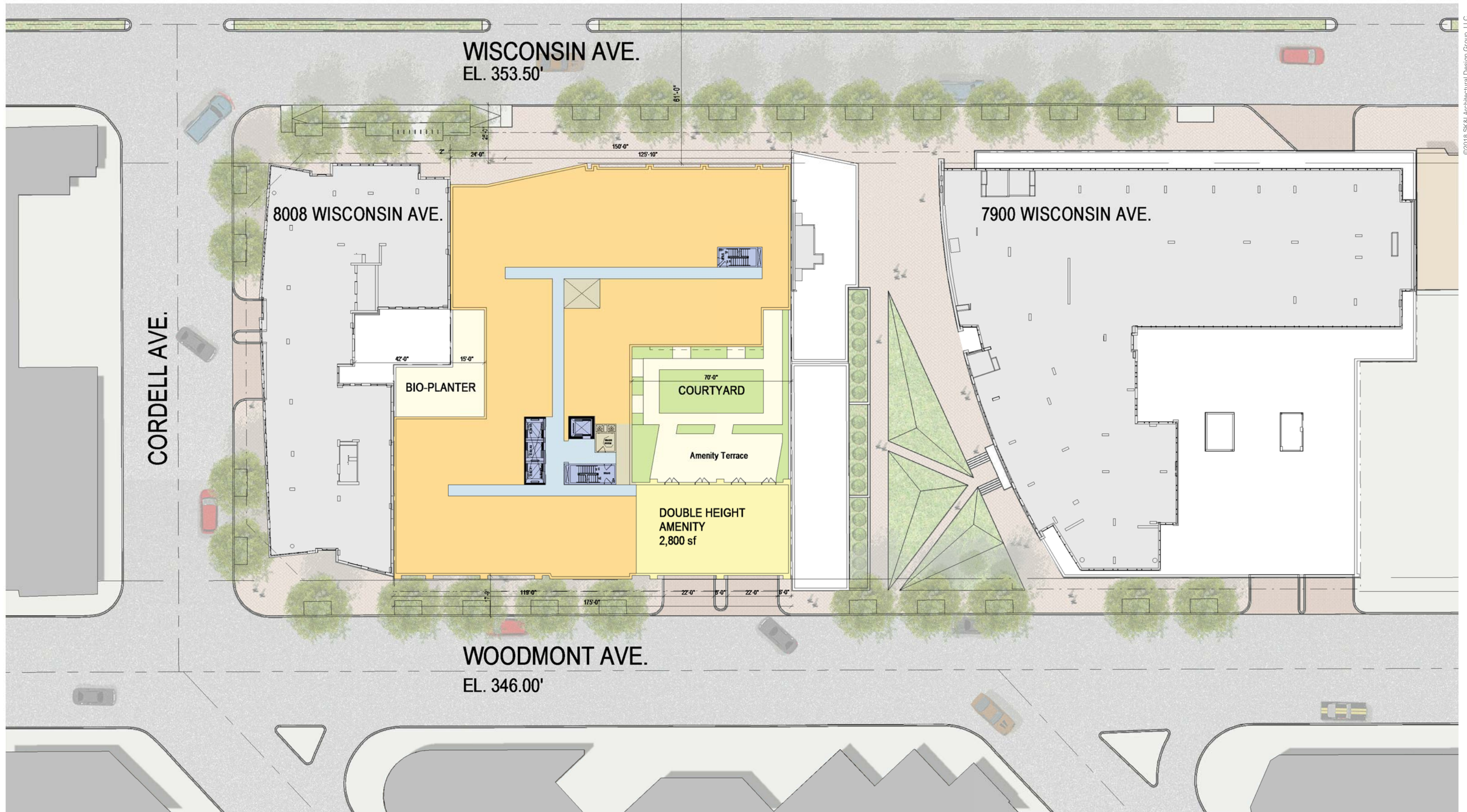
June 13, 2018

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1st Floor Mezzanine Plan





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8000 Wisconsin Avenue

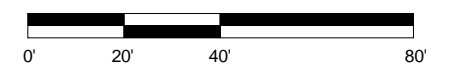
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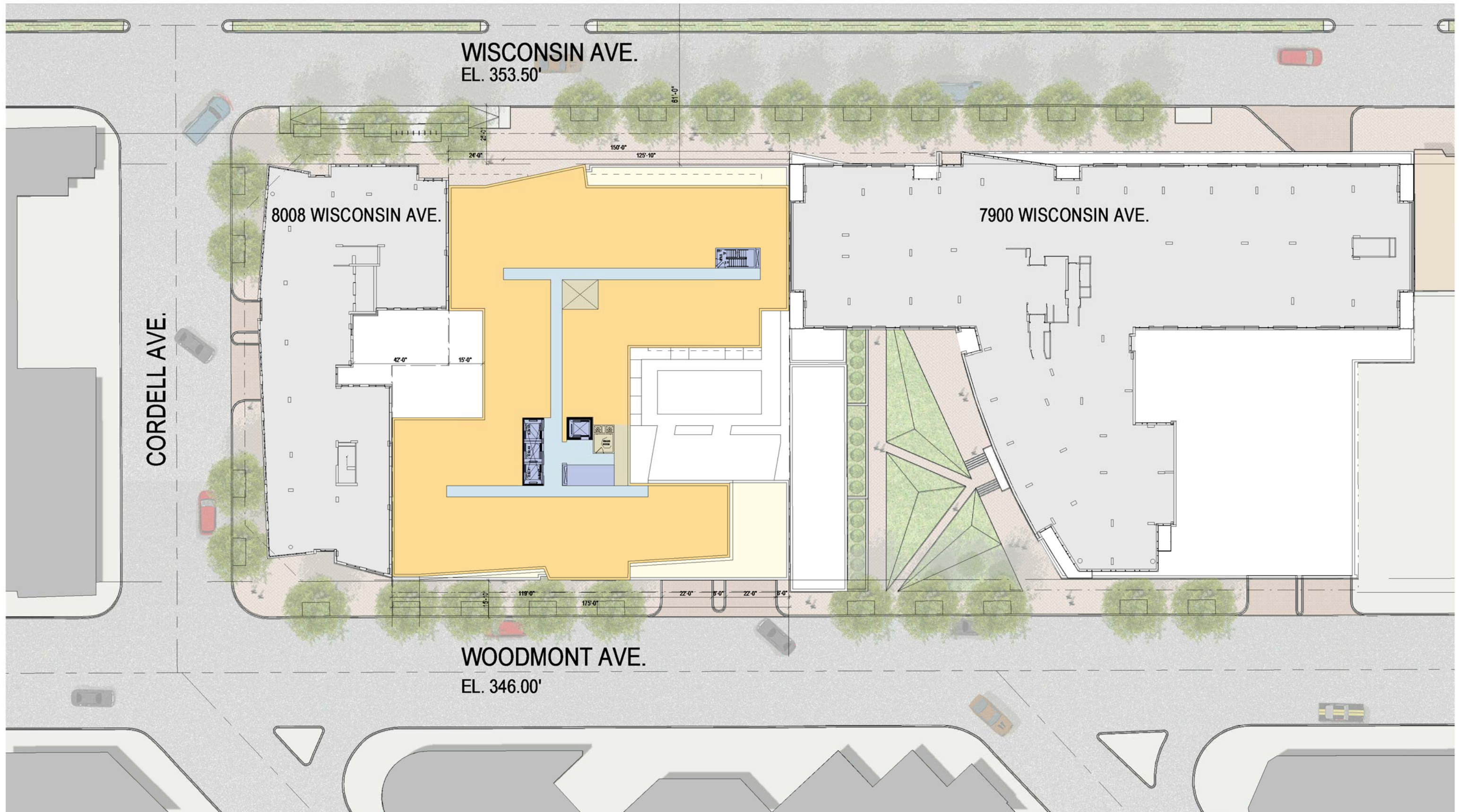
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2nd - 3rd Floor Plan





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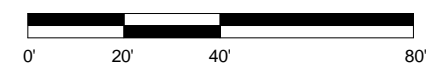
Bethesda Downtown Design Advisory Panel

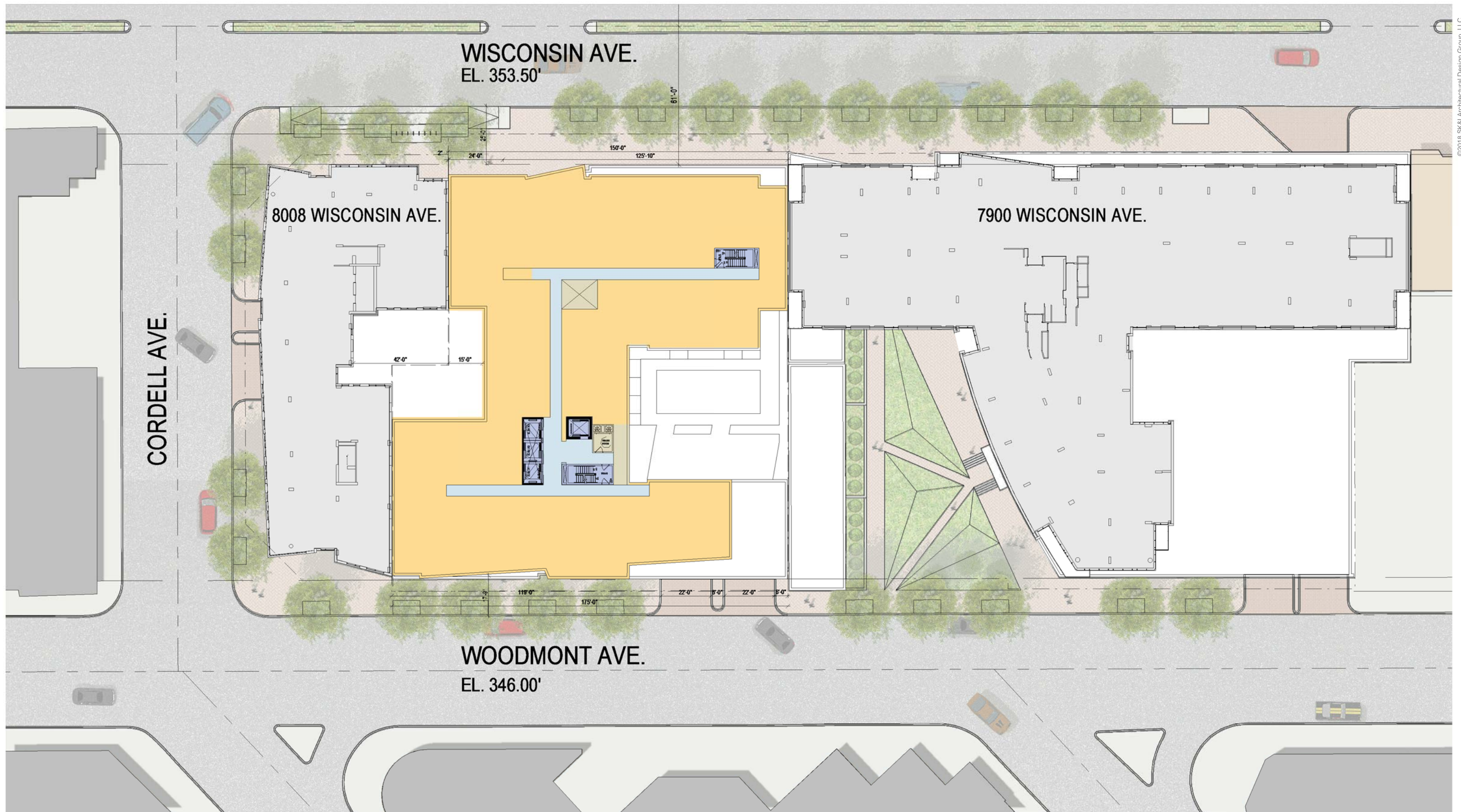
8000 Wisconsin Avenue | 8000 Wisconsin Avenue, Bethesda MD

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4th - 5th Floor Plan





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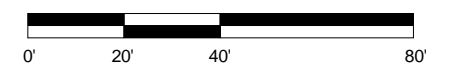
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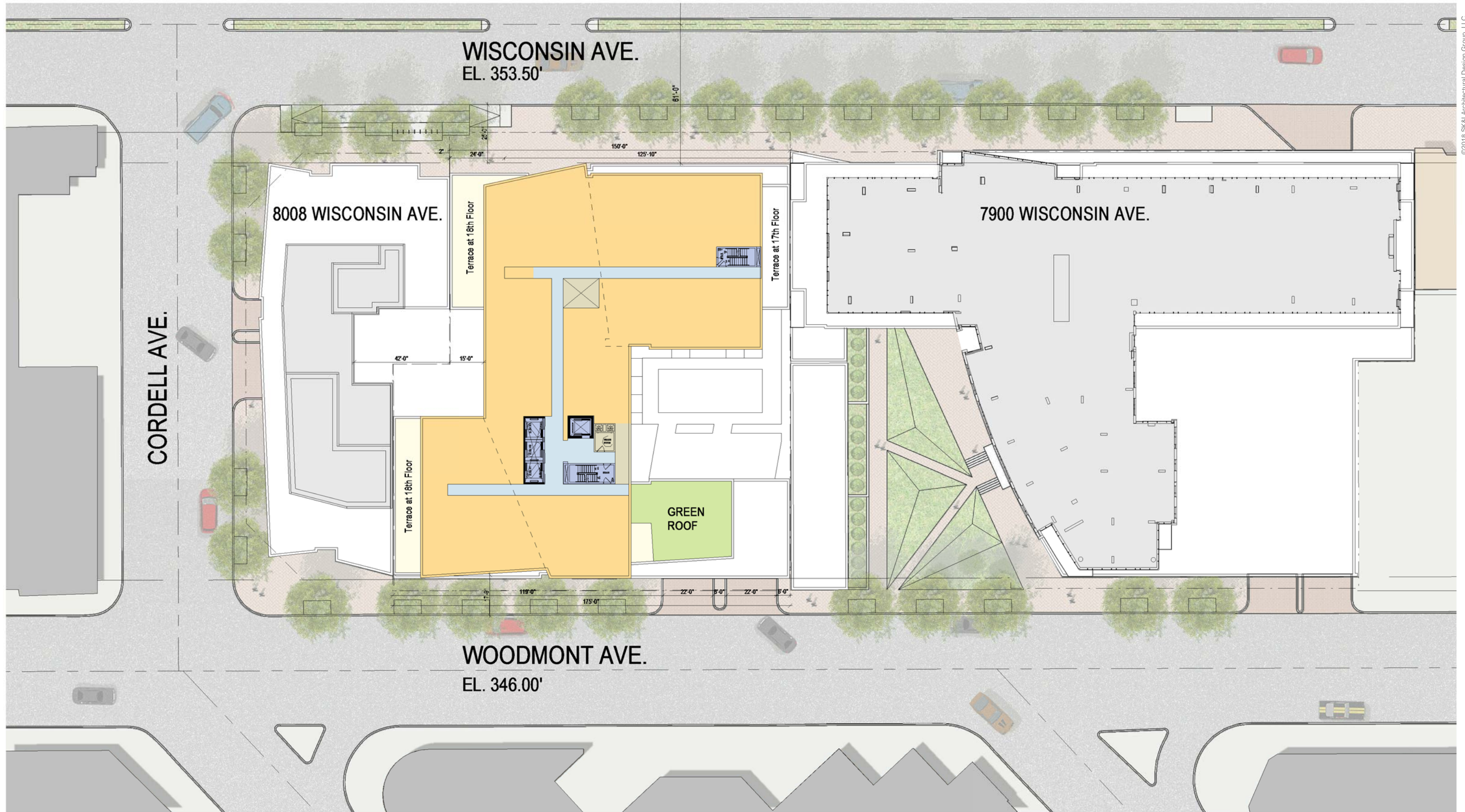
Bethesda Downtown Design Advisory Panel

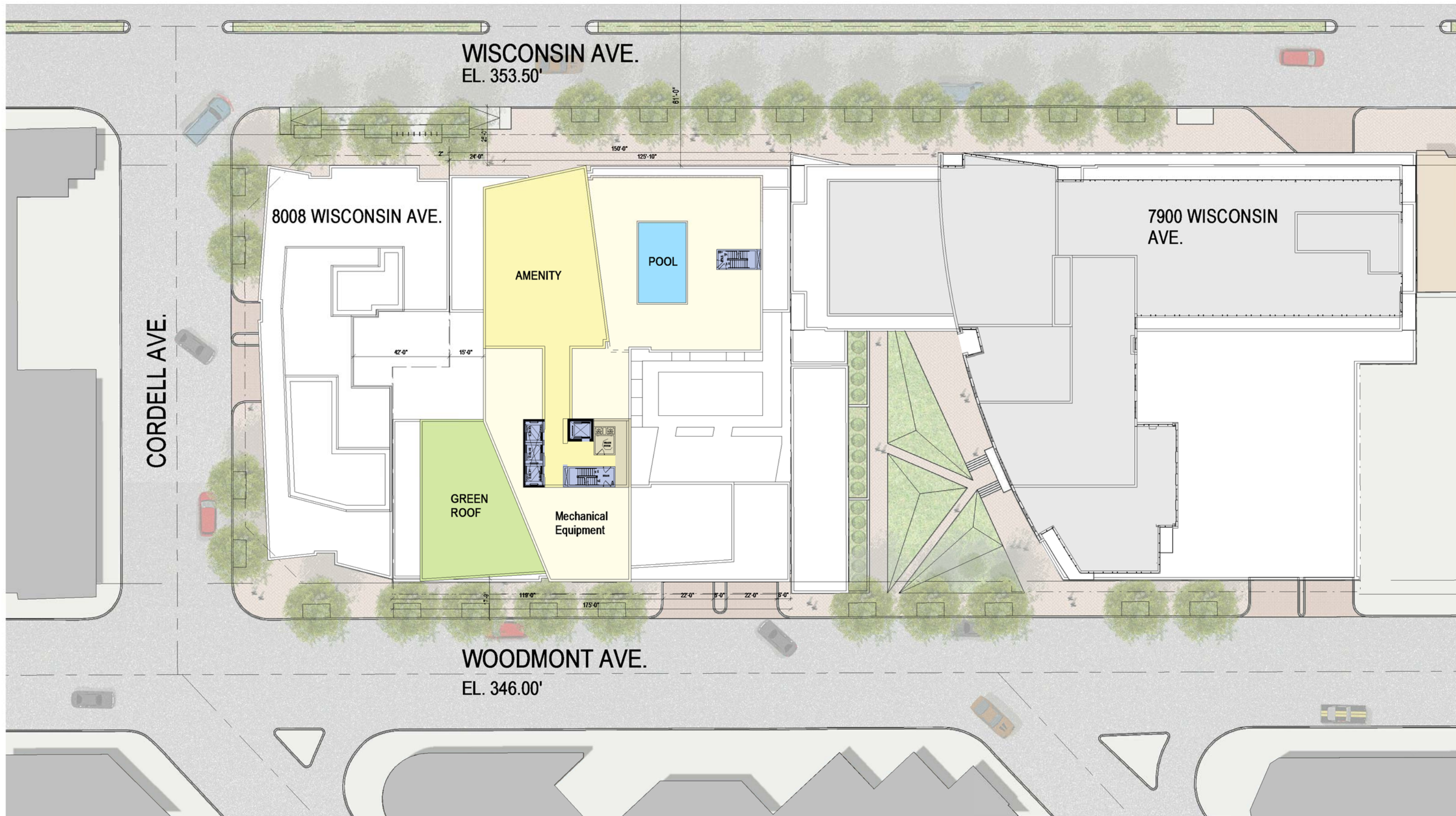
8000 Wisconsin Avenue | 8000 Wisconsin Avenue, Bethesda MD

June 13, 2018 | **A.07**

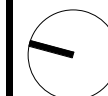
6th - 16th Floor Plan







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WISCONSIN AVE.
EL. 353.50'

8008 WISCONSIN AVE.

Green
Roof

7900 WISCONSIN
AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'

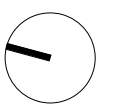
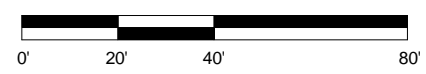
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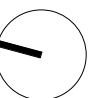
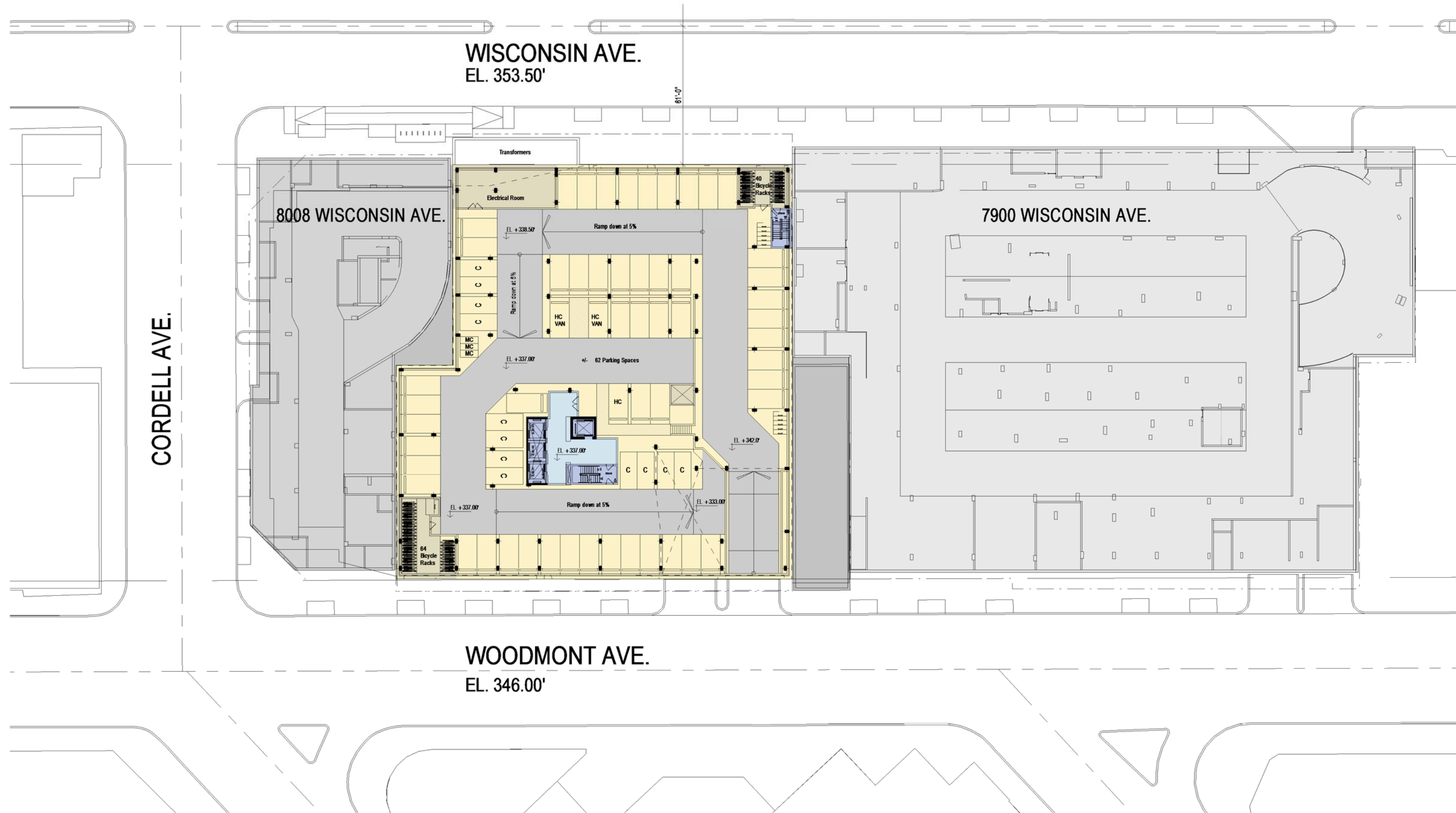
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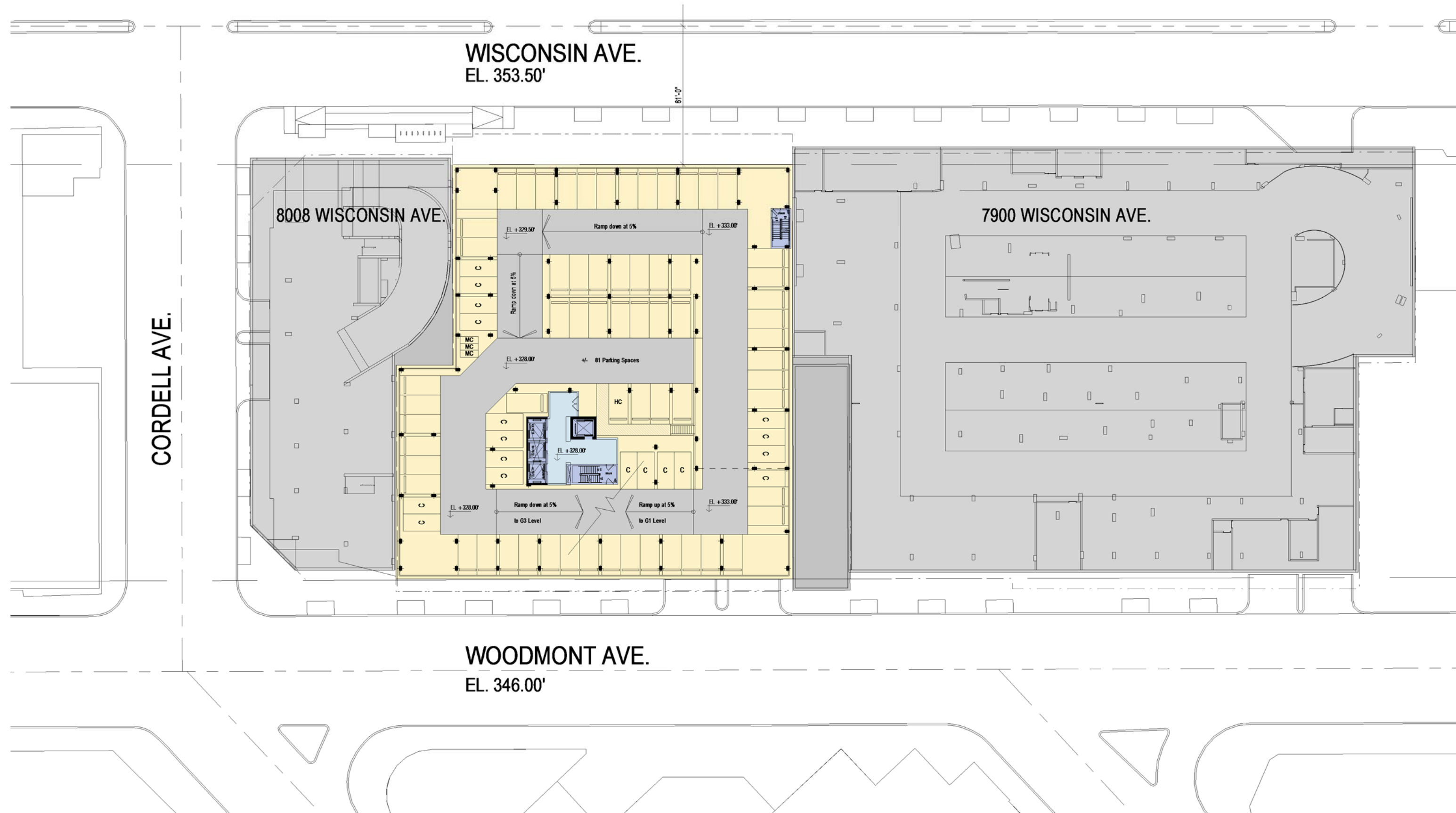
Upper Roof Level Plan

Bethesda Downtown Design Advisory Panel

June 13, 2018 | **A.10**







WISCONSIN AVE.
EL. 353.50'

CORDELL AVE.

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

WOODMONT AVE.
EL. 346.00'

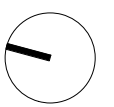
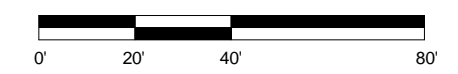
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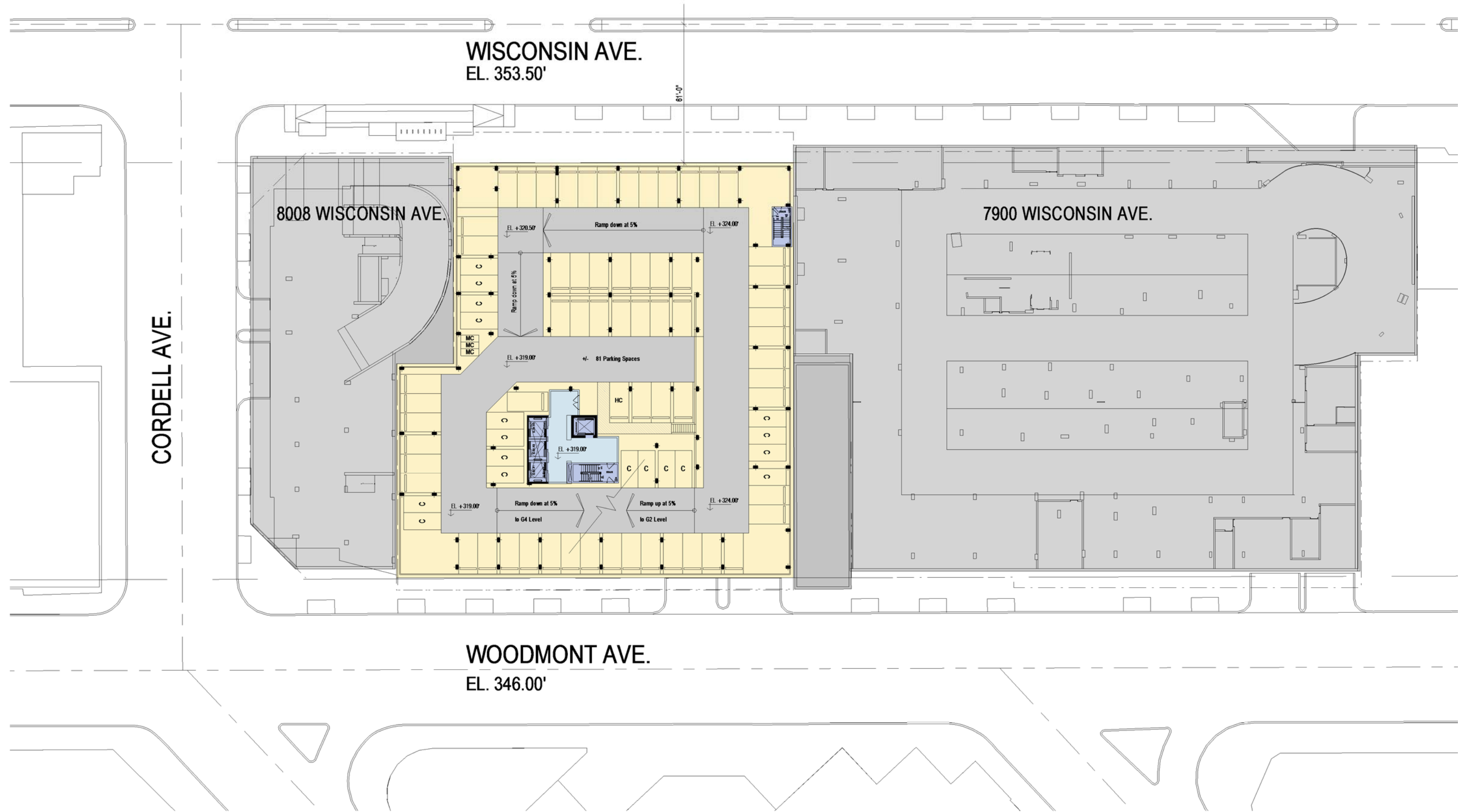
8000 Wisconsin Avenue | 8000 Wisconsin Avenue, Bethesda MD

G2 Level Plan

Bethesda Downtown Design Advisory Panel

June 13, 2018 | **A.12**





WISCONSIN AVE.
EL. 353.50'

CORDELL AVE.

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

WOODMONT AVE.
EL. 346.00'

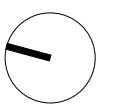
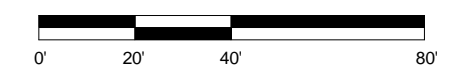
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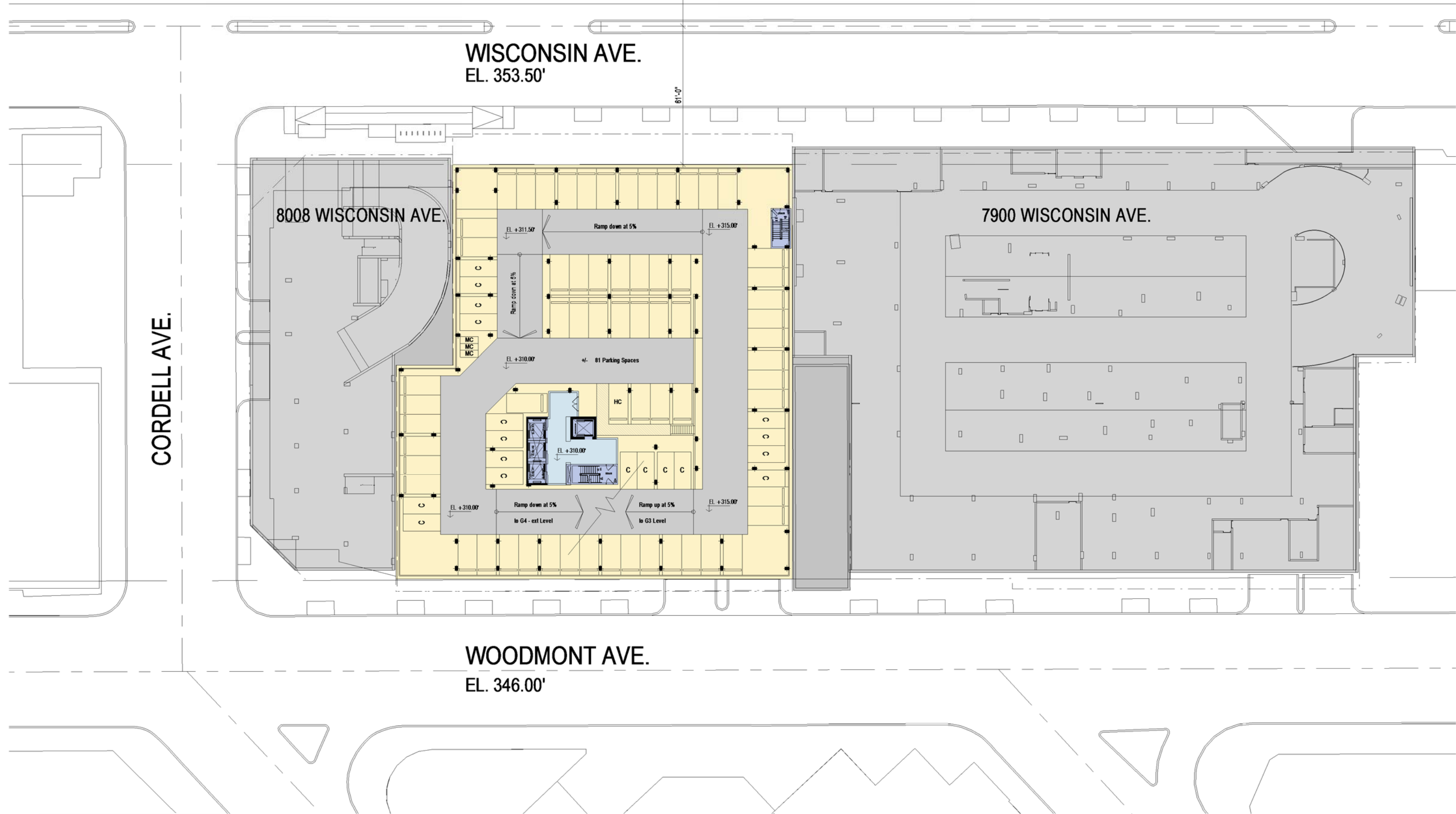
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G3 Level Plan

Bethesda Downtown Design Advisory Panel

June 13, 2018 | **A.13**





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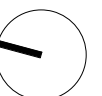
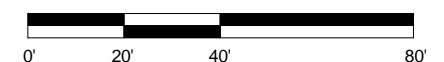
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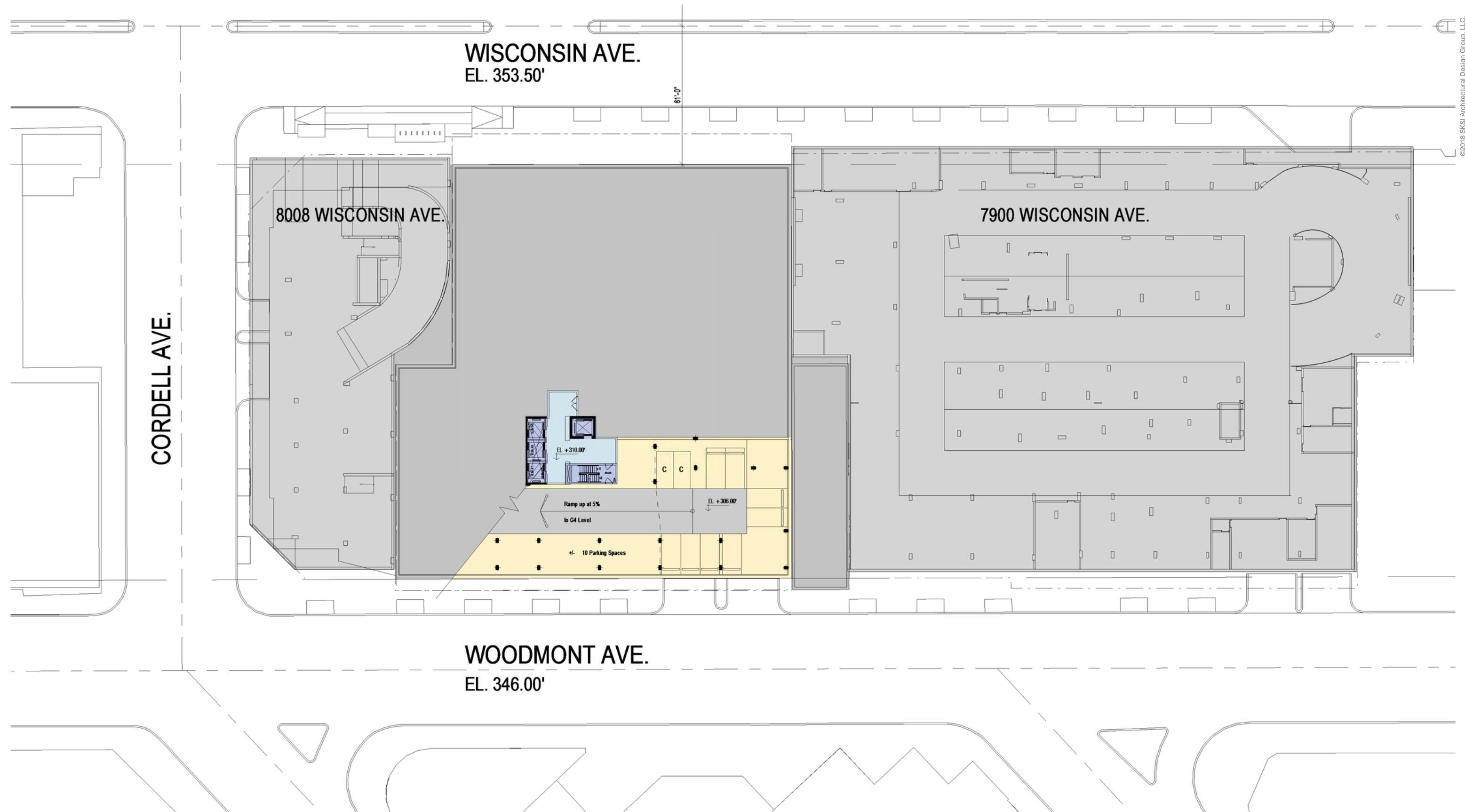
8000 Wisconsin Avenue | 8000 Wisconsin Avenue, Bethesda MD

June 13, 2018 | **A.14**



G4 Level Plan





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EL. 353.50'

8008 WISCONSIN AVE.

7900 WISCONSIN AVE.

CORDELL AVE.

WOODMONT AVE.
EL. 346.00'

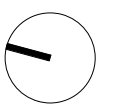
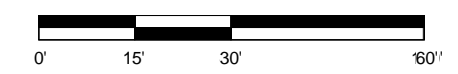
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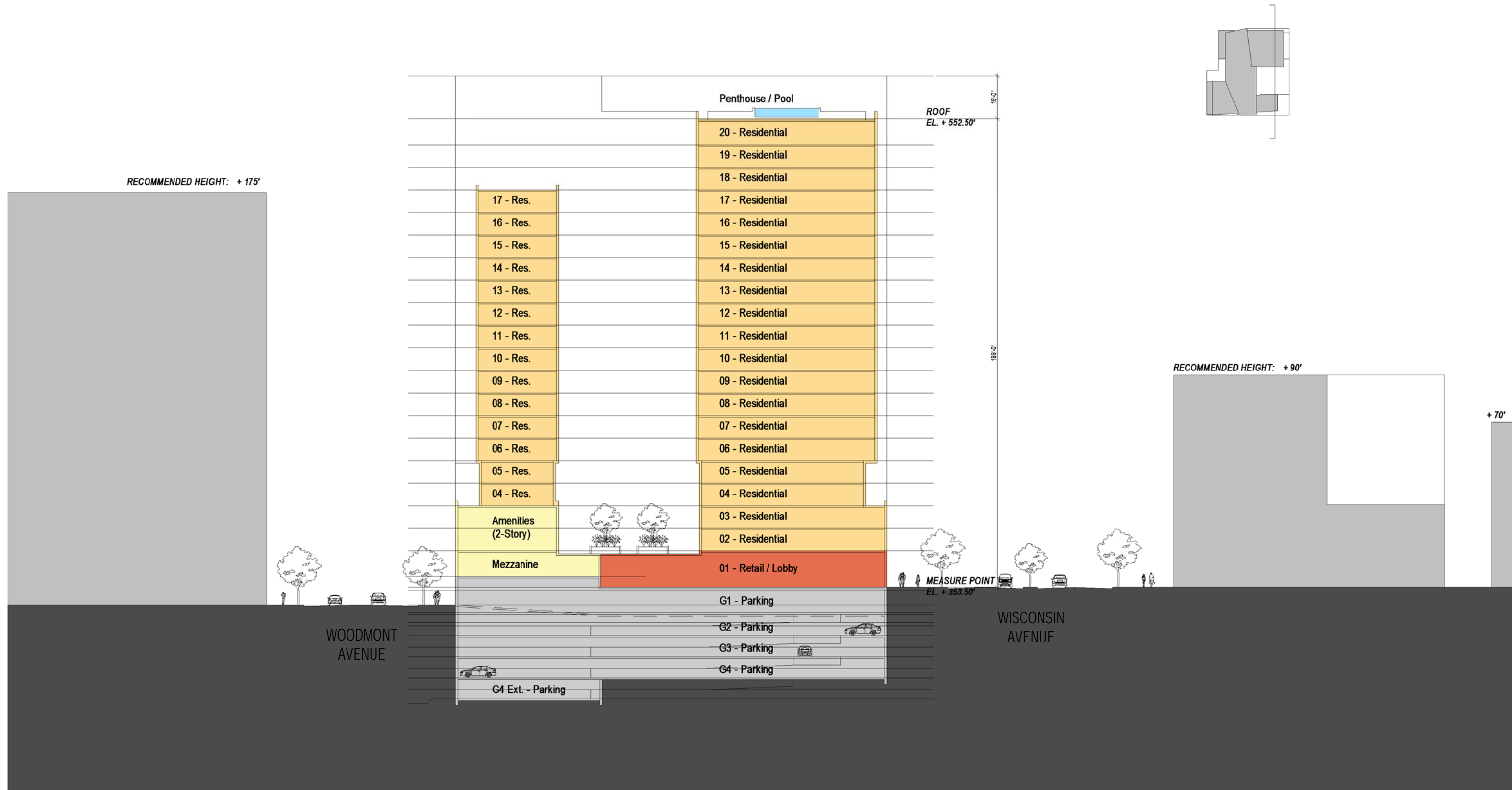
8000 Wisconsin Avenue | 8000 Wisconsin Avenue, Bethesda MD

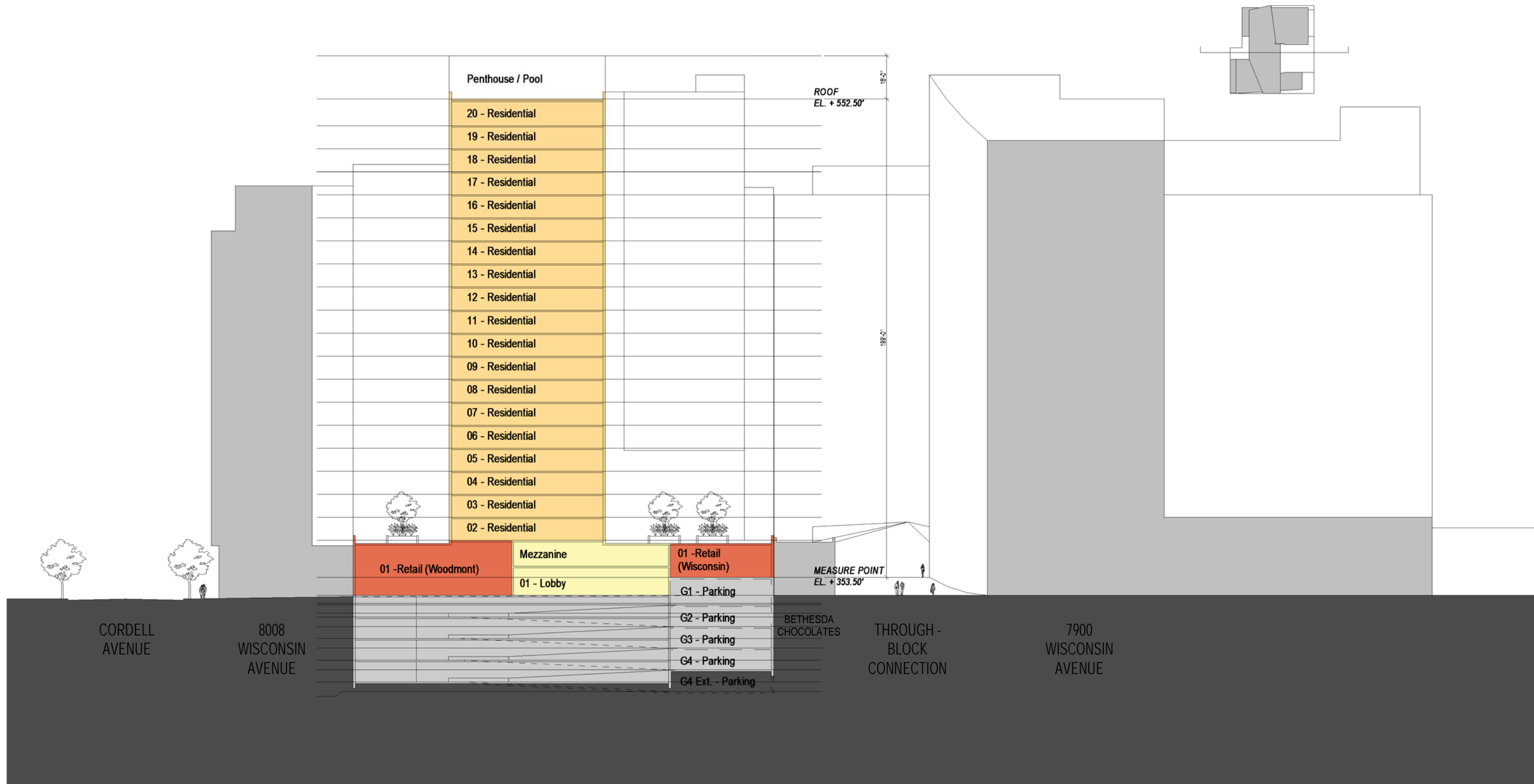
G4 Extension Plan

Bethesda Downtown Design Advisory Panel

June 13, 2018 | **A.15**



















AKSOYLU
PROPERTIES

ILLUSTRATIVE - FOR CONCEPTUAL PURPOSES ONLY

8000 Wisconsin Avenue

8000 Wisconsin Avenue, Bethesda MD

Bethesda Downtown Design Advisory Panel

June 13, 2018

A.23

SK+I
ARCHITECTURE

Wisconsin Avenue Streetwall - Views North
and South











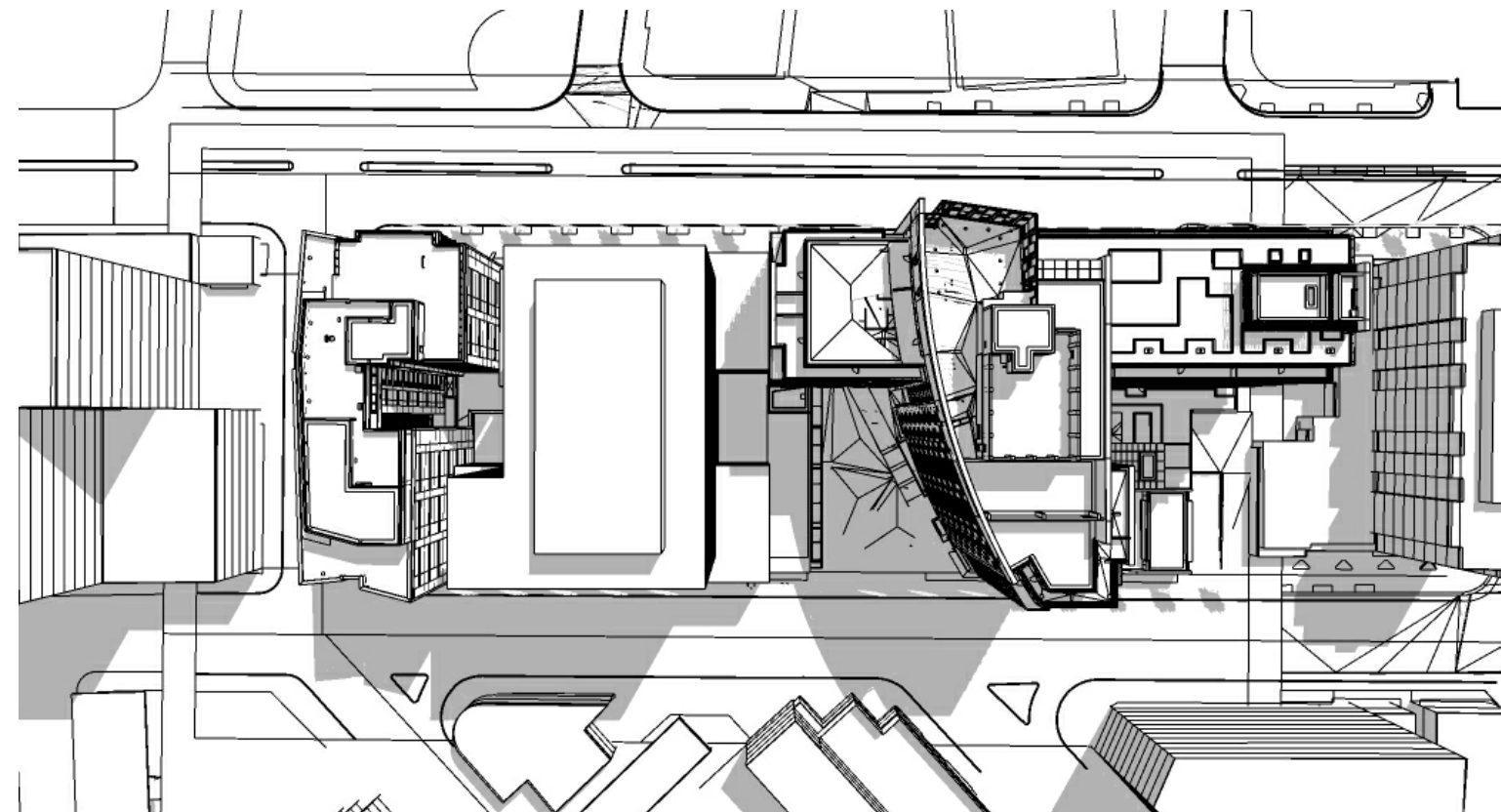
Massing Study with 30' setbacks from Wisconsin Avenue



Massing Study with 30' setbacks from Woodmont Avenue

In this Study:

30' setbacks, as recommended by the Downtown Bethesda Design Guidelines, when abutting buildings approved under the previous 2006 Woodmont Triangle Amendment to the 1994 CBD Master Plan, present economically unviable solutions with multiple consequences.



Massing Study with 30' setbacks - Plan

Consequences:

- Approximate loss of 1/3 FAR for total project
- Substantial loss of MPDU's
- Expose 80' of blank wall on 7900 - 13 stories tall
- Expose 130' of blank wall on 8008 - 10 stories tall
- Potential 70' base of of scale and potential conflict with adjacent projects
- Potential smaller usable terrace for building amenities