Bethesda Downtown Design Advisory Panel
Submission Form

PROJECT INFORMATION

Project Name	The Claiborne
File Number(s)	32017003A, 12017025A, 82017008A
Project Address	4816, 4820, and 4828 Auburn Avenue and 8009, 8007, and 8005 Norfolk Avenue, Bethesda

Plan Type Concept Plan ☐ Sketch Plan ■ Site Plan ■

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Heather Dlhopolsky	301-961-5270	hdlhopolsky@linowes-law.com
Architect	SK&I Architecture, 301-654-9300		
Landscape Architect	Bruno Carvalho, CGLA, 202-857-9720, brunoc@carvalhogood.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data	CR-3.0, C-3.0, R-3.0	Split: 110 feet and 90 feet	+/- 96,600 GFA
Proposed Land Uses	Ground floor non-residential uses with multi-family residential units above		
Brief Project Description and Design Concept *(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)*	☑ Check if requesting additional density through the Bethesda Overlay Zone (BOZ) The Claiborne received Sketch, Preliminary, and Site Plan approvals for the original three parcels (the Auburn Avenue addresses) in 2016/2017, for a mixed-use project with ground-floor non-residential uses (up to 2,800 square feet) and multi-family units above (up to 58 residential units, including 15% MPDUs), at 110 feet in height. The zoning in effect for the original three parcels was the CR Zone, but the Bethesda Downtown Sector Plan and Bethesda Overlay Zone had not yet been adopted and thus were not yet in effect. The Applicant is now proposing to add three parcels to the assemblage (the Norfolk Avenue addresses), whose maximum building height under the new Bethesda Overlay Zone and Bethesda Downtown Sector Plan is 90 feet. The project is still proposed to have ground-floor non-residential uses with multi-family units above (up to 5,000 square feet of non-residential uses and up to 82 residential units); the maximum building height on the northern portion of the project (three Auburn Avenue parcels) is 110 feet, and the maximum building height on the southern end is 90 feet. The streetscape along the property highlights the pedestrian-oriented intent of the Bethesda Downtown Plan Design Guidelines. At the intersection of Norfolk Avenue and Auburn Avenue, a vibrant corner design includes artistic seat walls, lush plantings, and a decorative paving pattern. Along Norfolk Avenue, we have introduced a wide sidewalk and planting verge in compliance with the "Shared Street" guidelines. The sidewalk has been populated with benches, bike racks, trash/recycle bins, and seating cubes, further enhancing the pedestrian focus of the corridor. In addition, continuous soil panels are utilized along the streetscape to enhance the root volume for the proposed street trees. As Norfolk Avenue evolves in the future to a more pedestrian-focused street, the project design provides the flexibility to adapt to these changes as they occur. Along Auburn Avenue, a similarly wide sidewalk and planting verge have been incorporated, allowing for ample pedestrian mobility and plant growth.		

Exceptional Design Public Benefit Points Requested and Brief Justification	The Project's design is informed by conditions that are intrinsic to the site, its location, and orientation. Norfolk Avenue has a distinct street section, where consistent building heights on each side of the street are the preamble of greater heights beyond, creating a datum line for the observer. The building raises from the ground with a strong character responsive to the need for compatibility with existing nearby development. The resulting four-story base, predominantly solid in nature, interacts at a pedestrian level through richly textured masonry walls, metal and glass canopies, balconies, and awnings. Glass features purposely located along Norfolk Avenue offer transparency for the public functions of the building. On Auburn Avenue, a section of the massing is called down to integrate the existing building to the north east into the street overall composition. From the fifth floor up the building steps back while disengaging from the vernacular of the base. The tectonic of the building changes along with the ratio between glass and solid areas. Much lighter materials and new architectural elements defines this body of the volume As the building rises, it creates the perception of a loss in mass, reducing the visual impact on pedestrians The façade radiates in different directions but is contained in a controlling frame. On Norfolk Avenue set frame, highlights the faceted, weaving articulation of the glazing, and acts as a "Brise Soleil" or shading device in the summer time. The set frame detaches at the intersection of Norfolk and Auburn Avenues creating the opportunity for the insertion of stacked balconies. These balconies with their glass railings, cantilever slabs define a vertical corner element. As the building turns toward the north-west, the set frame caps the faceted façade on Norfolk and allows for the ratio of glass to solid to decrease, thus diminishing heat loss in the colder months. To unifying the entire composition the Auburn Avenue façade related the Norfolk side by integrating the faceted feature at the far end of the composition. As a result, all the approaches to the building offer the same level of interest and dynamism. Continue on page 3…

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

Exceptional design. The building is shaped by its immediate context and the need to foster compatibility with neighboring buildings, particularly on small sites such as this one. On the Auburn Avenue side, the eastern edge of the building reaches the Property line at a similar height as the existing building next door and then sets back, similar to the neighboring building. With the introduction of jagged shapes that are unique in the Woodmont Triangle area, the Project will bring a fresh, unique, and innovative architectural solution to the residential realm. The main purpose of these shapes is to promote a connection with the outdoors in high-rise living. The nature of the site requires a compact design, where all the uses are close and bleed into one another. The building is designed to maximize sun exposure and natural light. Also the use of the "big frame" and alternating jagged shapes creates shadowing on the glassy areas reducing heat gain in the interior while maximizing the natural light on the south side during summer.

The Applicant anticipates achieving 5 points in this public benefit category. The manner in which the Project satisfies the specific guideline criteria for exceptional design public benefit points is as follows:

Provides innovative solutions in response to the immediate context: The building is shaped by its immediate context. In infill projects, being a good neighbor is a necessary ingredient to avoid an adverse outcome. On Auburn Avenue, the building reaches the Property line with a similar height as the existing building next door and sets back, responding the same way as its immediate counterpart. As for Norfolk Avenue, the building sets the new standard for the neighboring parcel as they develop in the future by providing a stepback above the fourth floor.

Creates a sense of place and serves as a landmark: At the top section of the building, the Project features a frame element that bends to turn the corner in an unusual way. The set frame seems to float in the air, which effect can be seen from afar. In the evenings, this effect will be more dramatic as the lights of the residential units glow through the frame, serving as a "beacon" and a landmark point of reference for pedestrians.

Enhances the public realm in a distinct and original manner: The frame and its floating effect will animate and enhance the pedestrian experience, as they move from Battery Lane Park and funnel into Norfolk Avenue. The Project will also create a connection with the recently constructed project at the corner of Norfolk and Fairmont Avenues, as two bookends defining the stretch on Norfolk from beginning to end.

Introduces materials, forms, or building methods unique to the immediate vicinity or applied in a unique way: The introduction of faceted shapes, a novel/etc concept to the Woodmont Triangle, brings a fresh, unique, and innovative architectural solution to the residential realm. The main purpose of these shapes is to exploit to the maximum the connection with the outdoors in high-rise living, while at the same time creating multiple angle views of the surroundings.

Uses design solutions to make compact, infill development living, working, and shopping environments more pleasurable and desirable on a problematic site: The nature of the site requires a compact design, where all the uses are close and bleed one into the other, making pedestrians more aware and involved as they experience the building. The integration of architecture and landscape enhances the pedestrian experience. The introduction of jagged lines in the sidewalk treatment at the corner draws a direct connection with the building and at the same time generates a focal point at a pedestrian level and scale.

Integrates low-impact development methods into the overall design of the site and building, beyond green building or site requirements: The building is designed to maximize the sun exposure and natural light. The south-facing façade treatment has higher percentage of glass than the north-facing one. The ratio of glass versus solid on each façade is adjusted according to its exposure. Also, the use of the frame element and alternating faceted shapes creates shadowing on the glassy areas, reducing heat gain in the interior while maximizing the natural light on the south side during summer. During the winter when sunlight is more horizontal, the south-facing façade takes full advantage of sunlight and heat gain. The opposite happens on the north, where openings are much smaller, retaining heat inside in winter time. This will provide interior comfort while reducing energy consumption and carbon footprint of the building. The building also features a trash sorting chute, community composting, and cooking oil recycling, as well as on-site paper shredding, to encourage residents to increase their recycling.

THE CLAIBORNE

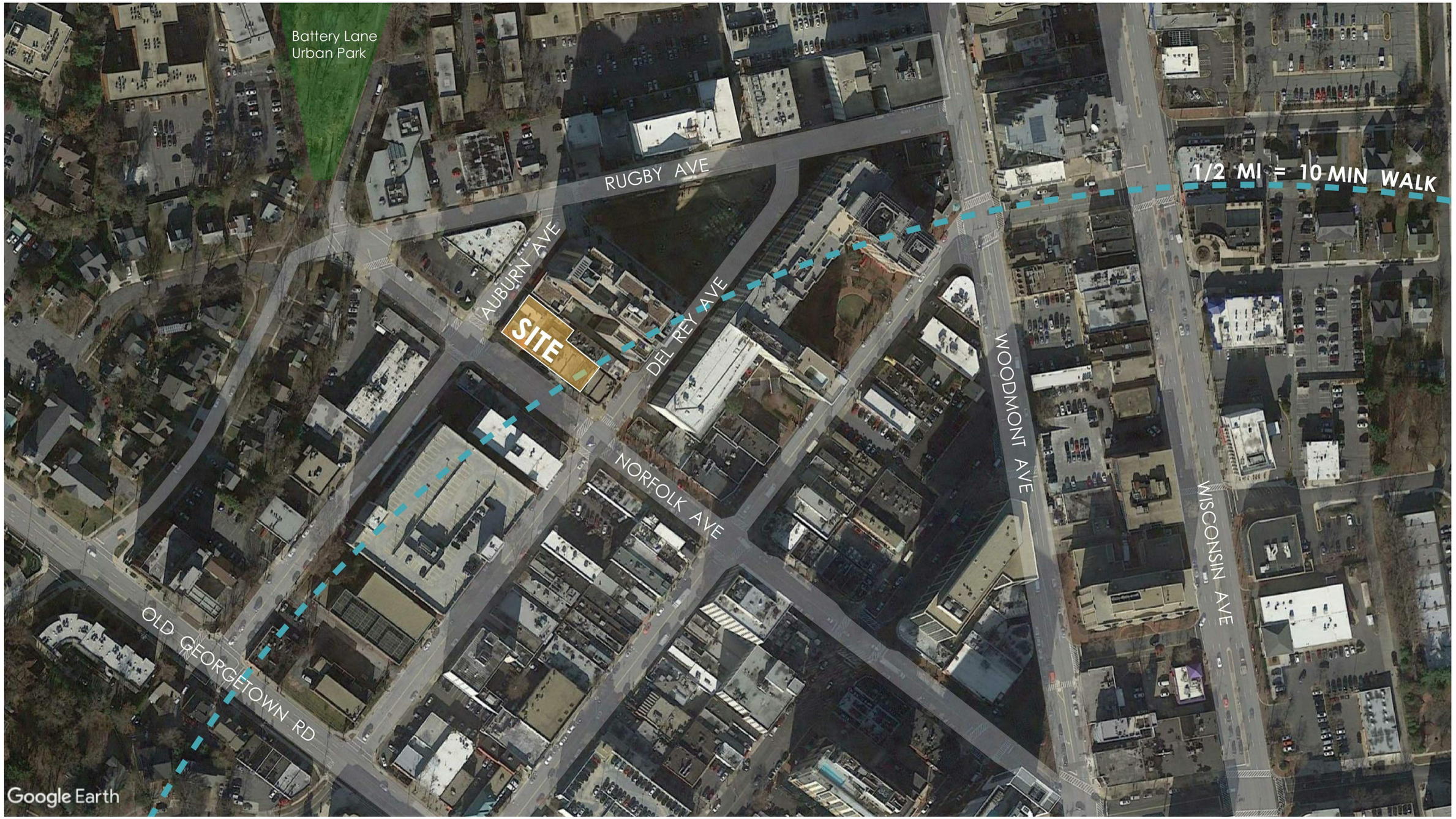
NOVO Properties
July 11, 2018
Bethesda Downtown
Design Advisory Panel

NOVO • PROPERTIES •

SK+I ARCHITECTURE

THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-02**

Bethesda Downtown Design Advisory Panel | Location Plan

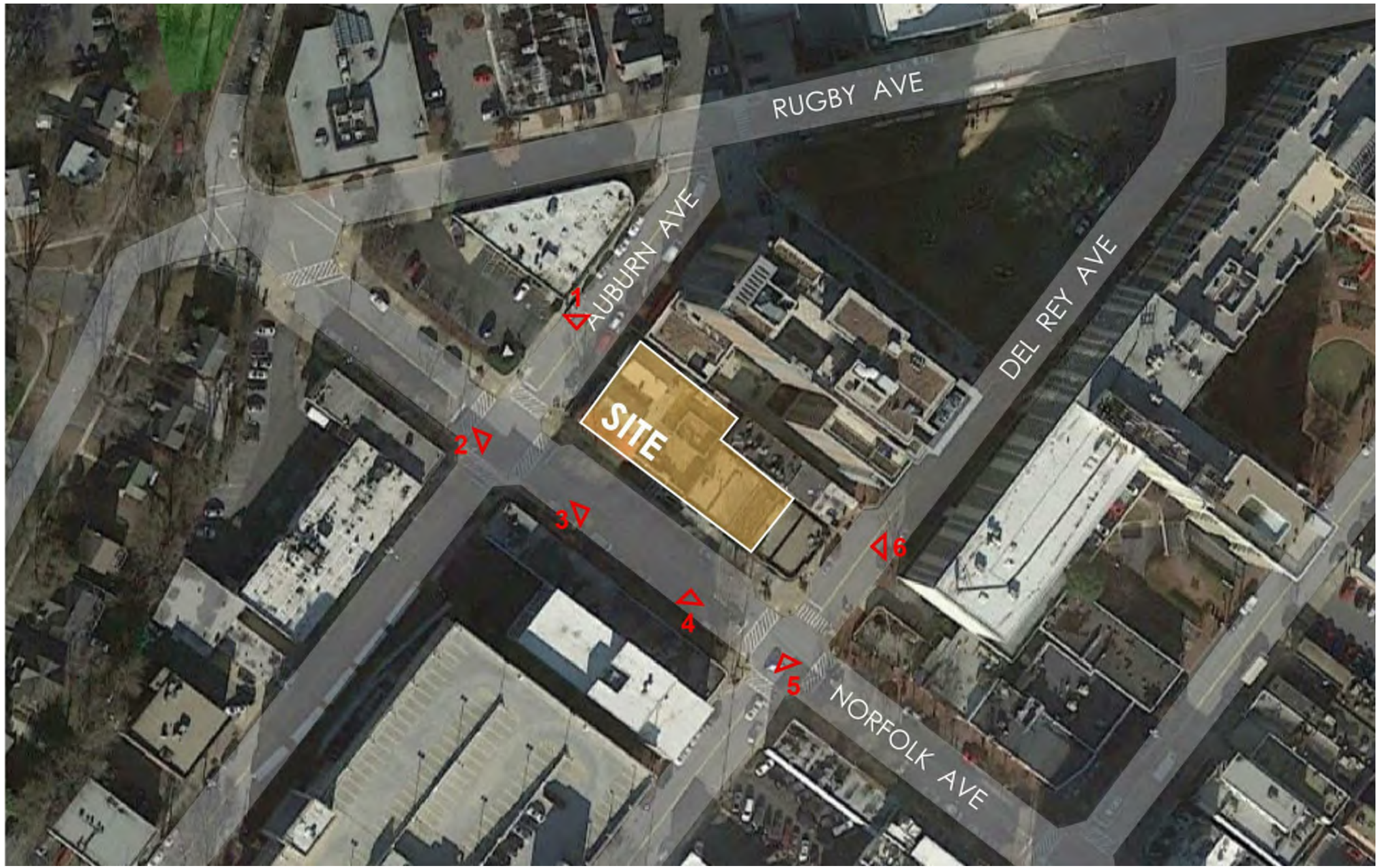


NOVO • PROPERTIES •

SK+I ARCHITECTURE

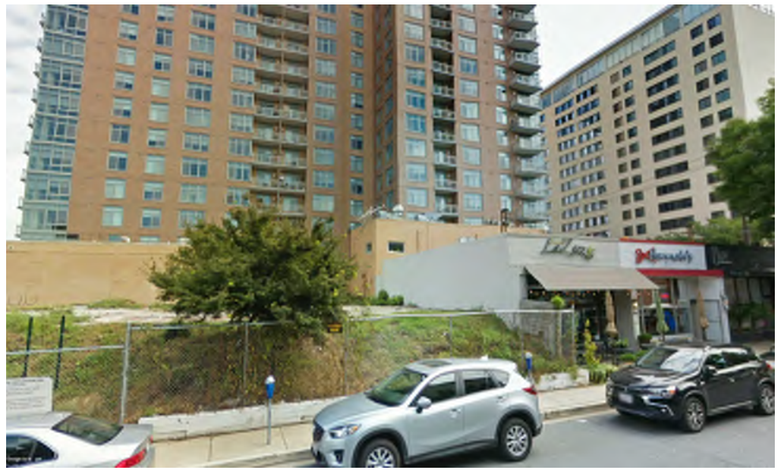
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-03**

Bethesda Downtown Design Advisory Panel | Location Plan



1. AUBURN AVE LOOKING SOUTH

2. CORNER OF AUBURN AVE AND NORFOLK AVE

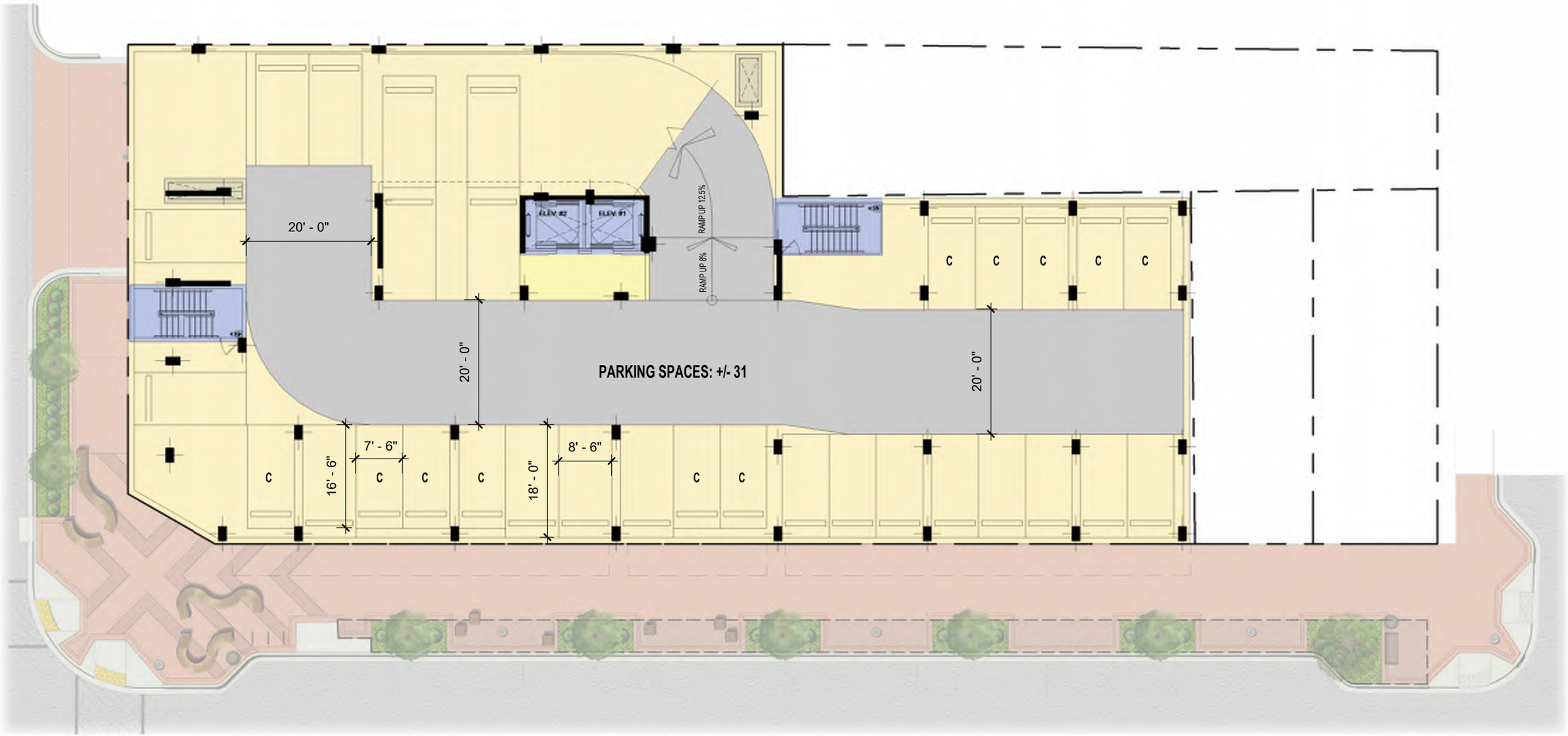


3. NORFOLK AVE LOOKING NORTHEAST

4. NORFOLK AVE LOOKING NORTH

5. CORNER OF NORFOLK AVE AND DEL RAY AVE

6. DEL RAY AVE LOOKING SOUTHWEST



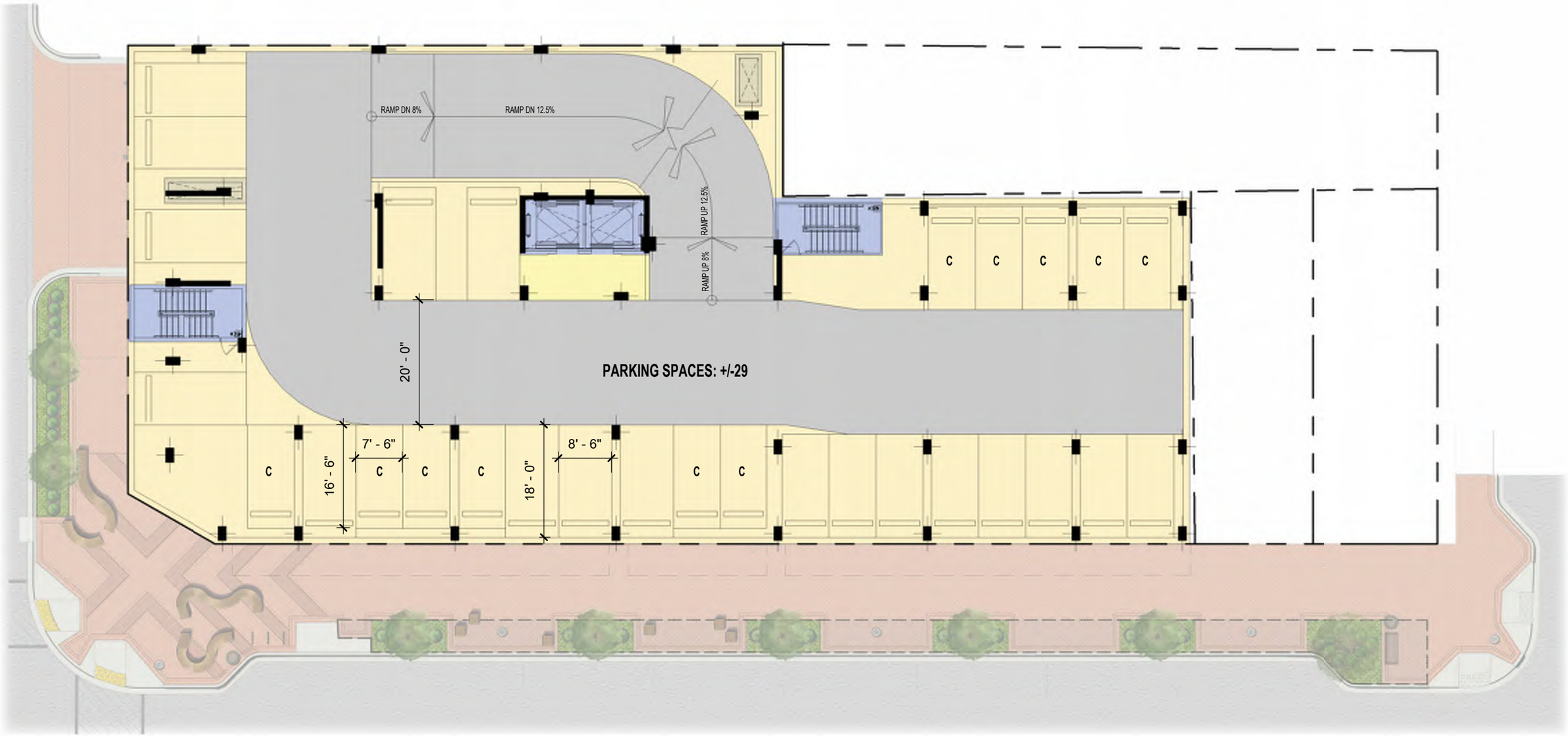
NOVO PROPERTIES

SK+I ARCHITECTURE

THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-06**

Bethesda Downtown Design Advisory Panel | G3 Level

0' 8' 16' 32'



NOVO PROPERTIES

SK+I ARCHITECTURE

THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-07**

Bethesda Downtown Design Advisory Panel | G2 Level

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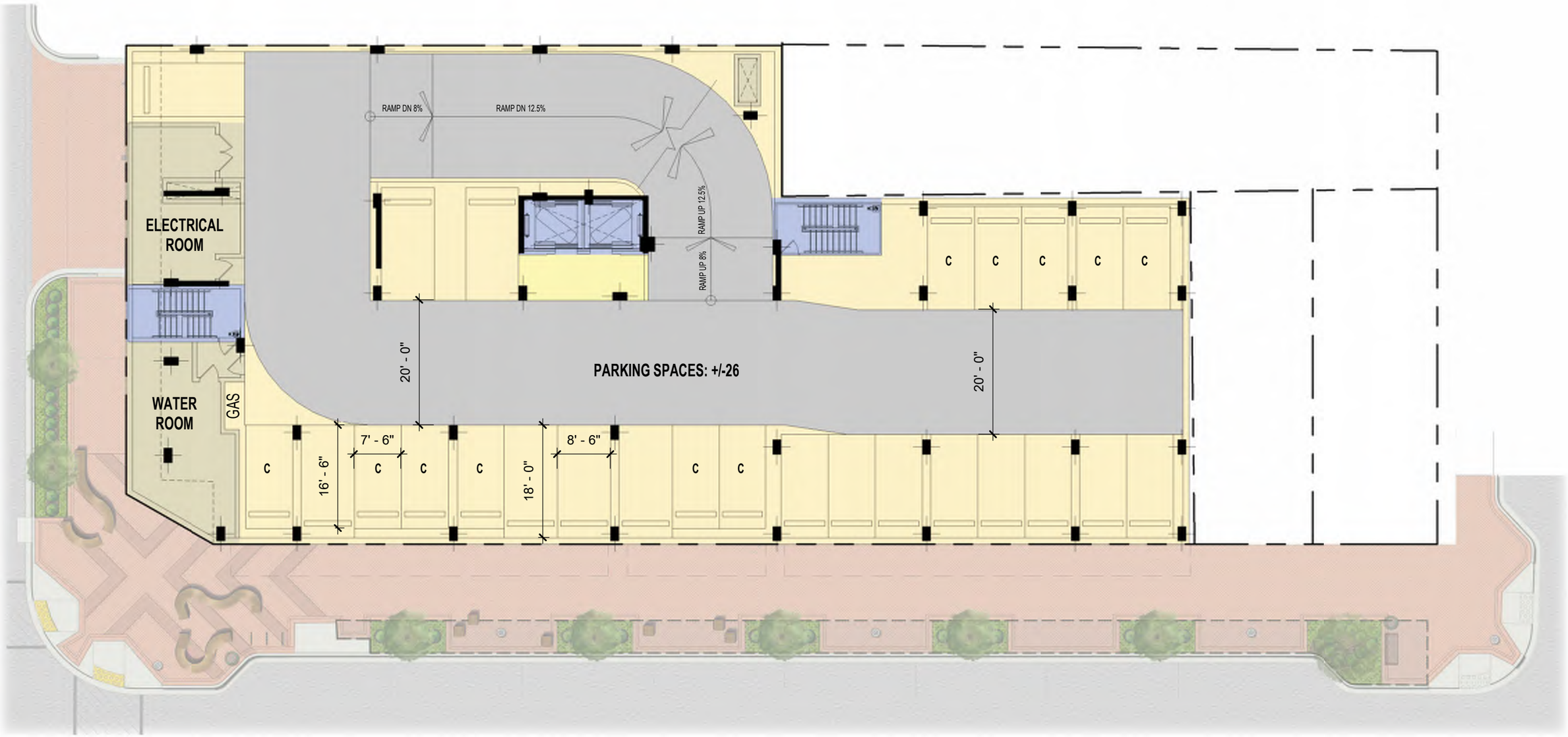

NOVO • PROPERTIES •

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THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-08**

Bethesda Downtown Design Advisory Panel | G1 Level

0' 8' 16' 32'

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THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-09**

Bethesda Downtown Design Advisory Panel | Ground Floor

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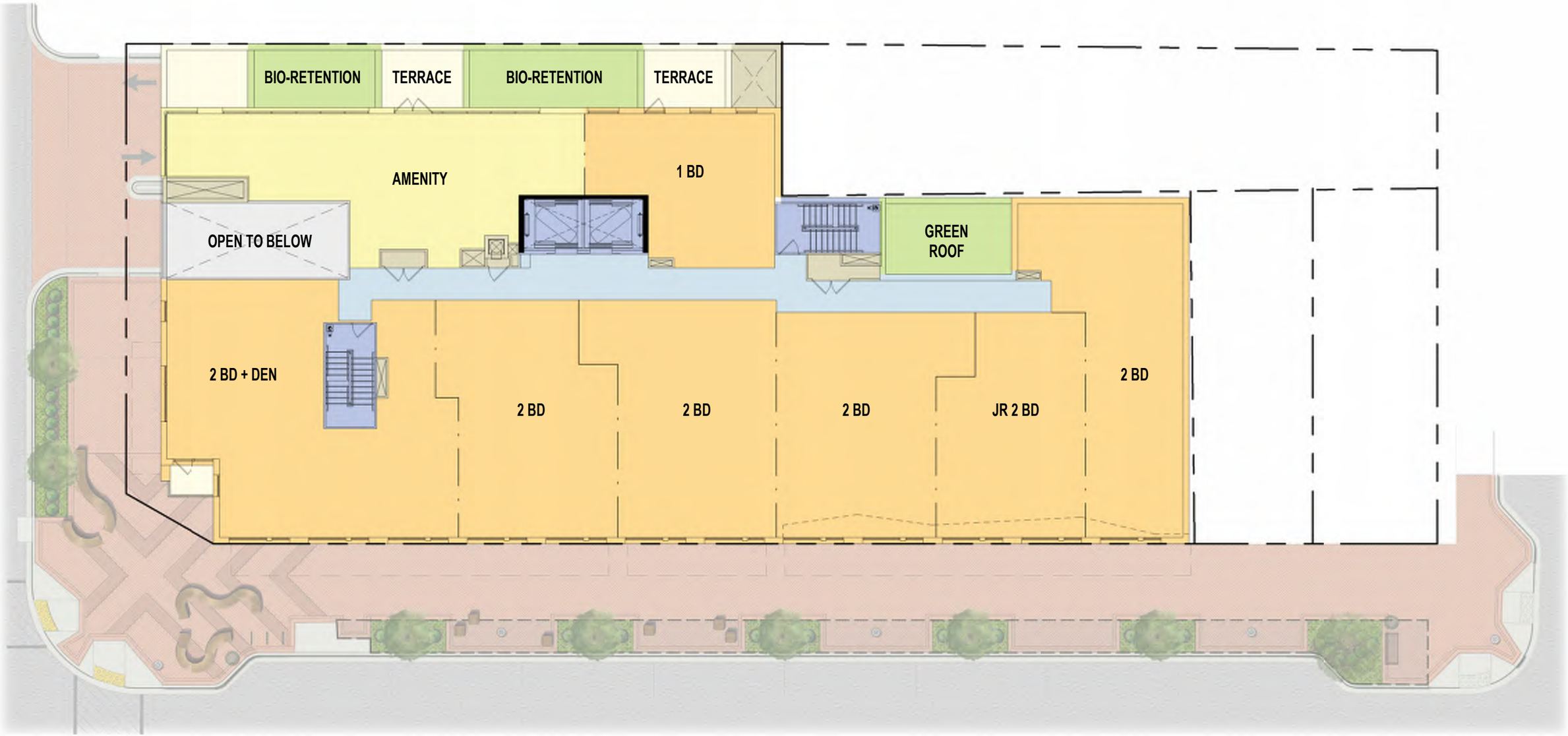

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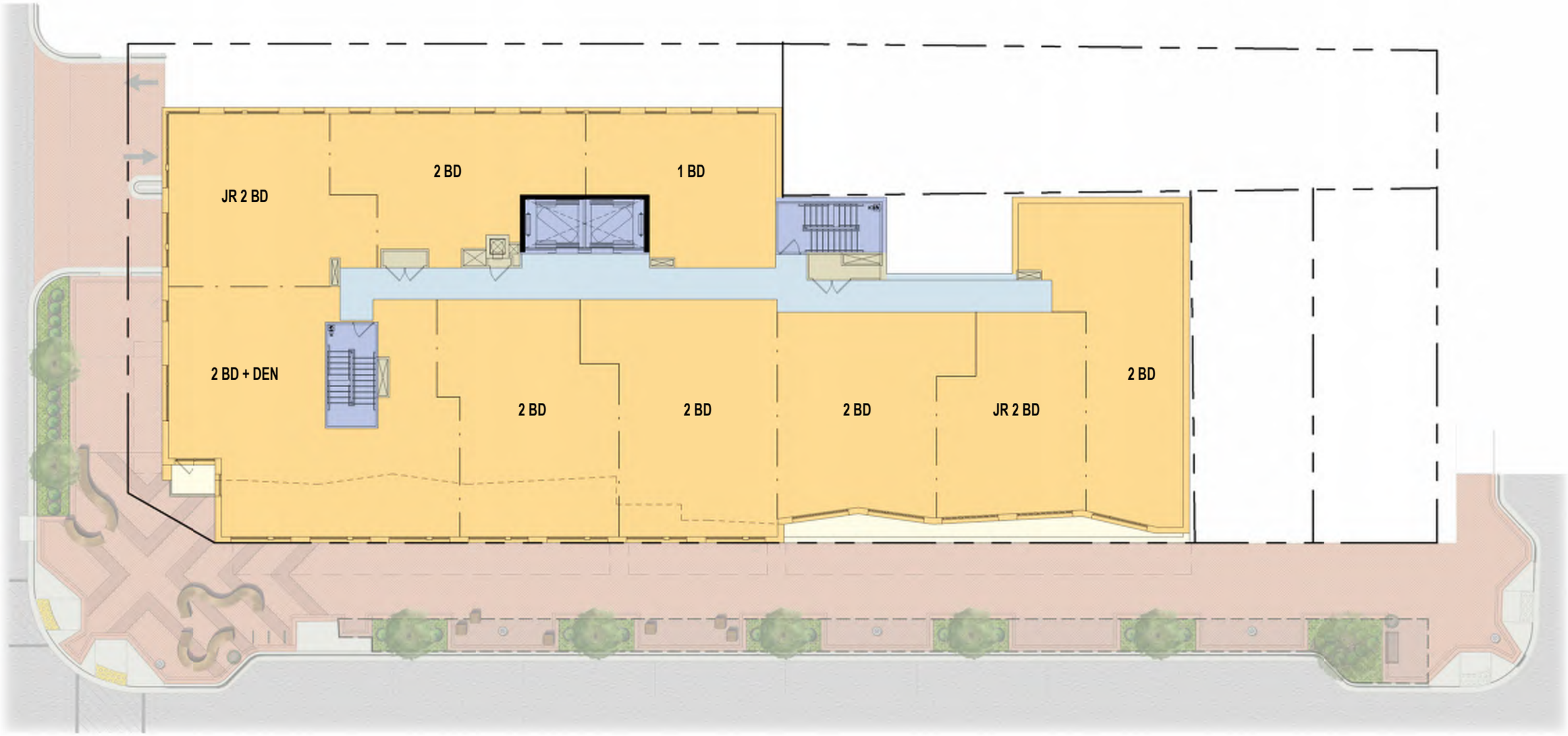
SK+I ARCHITECTURE

THE CLAIBORNE | BETHESDA, MD

Bethesda Downtown Design Advisory Panel | 2nd Floor

07-11-2018 | **DAP-10**

0' 8' 16' 32'



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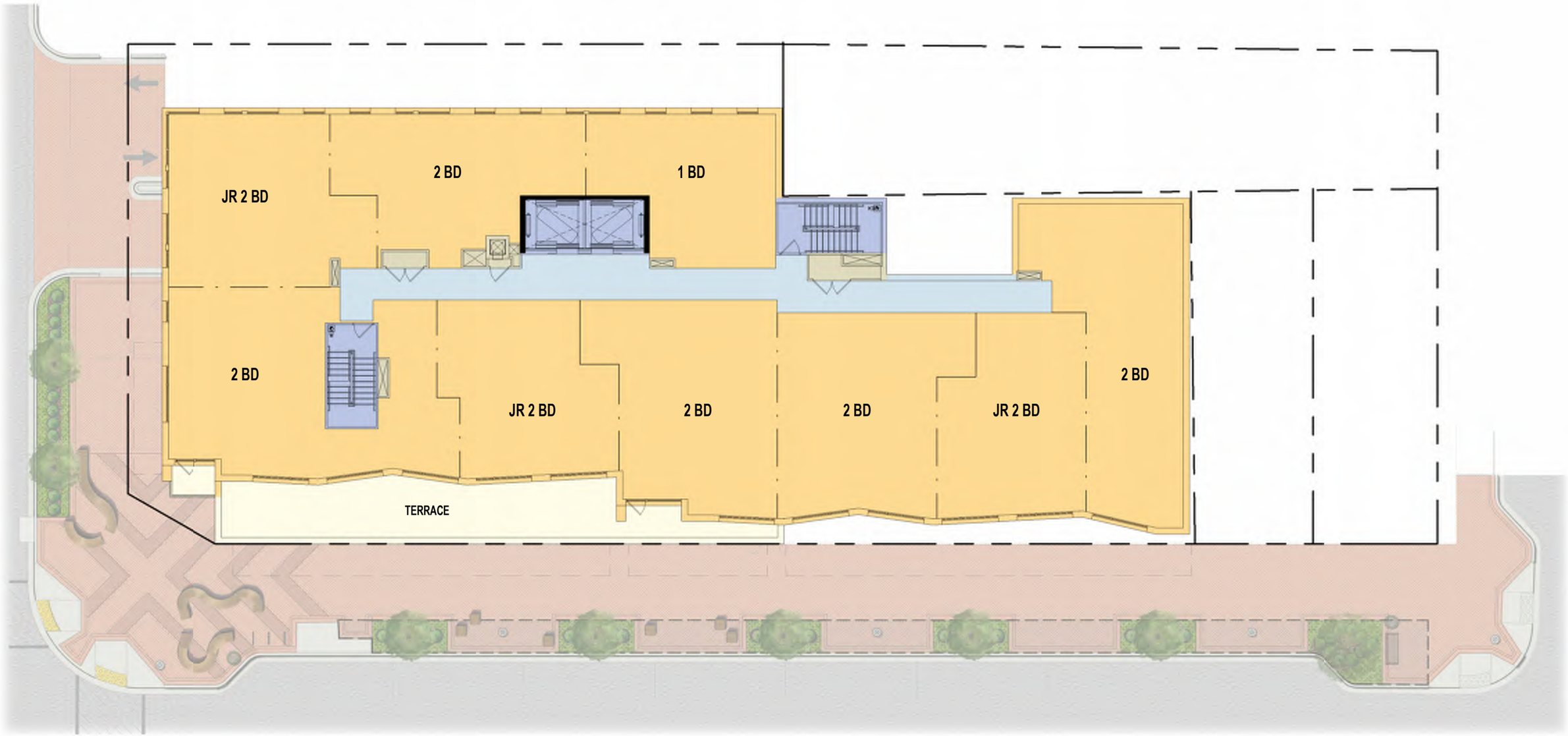
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-11**

Bethesda Downtown Design Advisory Panel | 3rd-4th Floors

0' 8' 16' 32'



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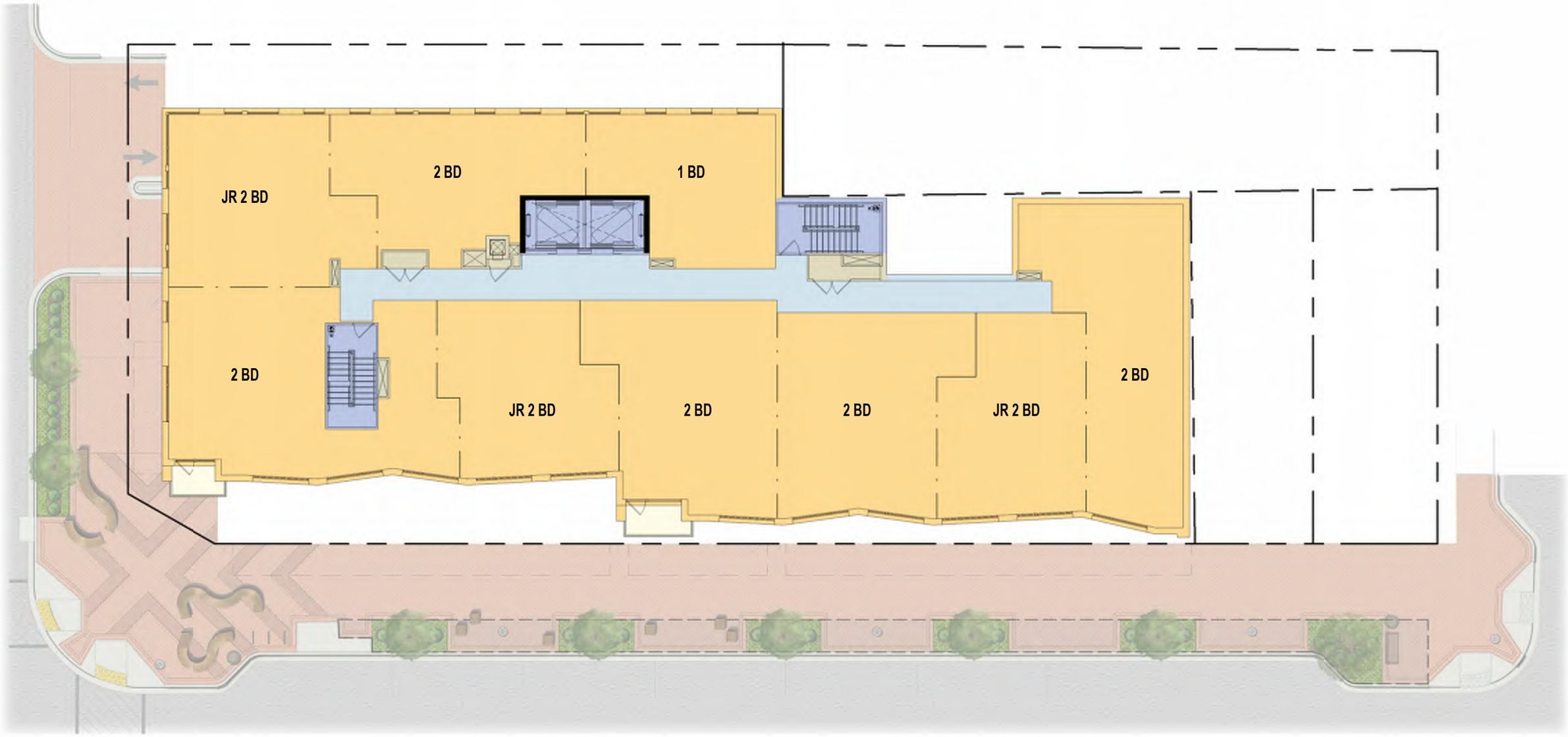
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-12**

Bethesda Downtown Design Advisory Panel | 5th Floor

0' 8' 16' 32'



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• PROPERTIES •

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ARCHITECTURE

THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-13**

Bethesda Downtown Design Advisory Panel | 6th-9th Floors

0' 8' 16' 32'

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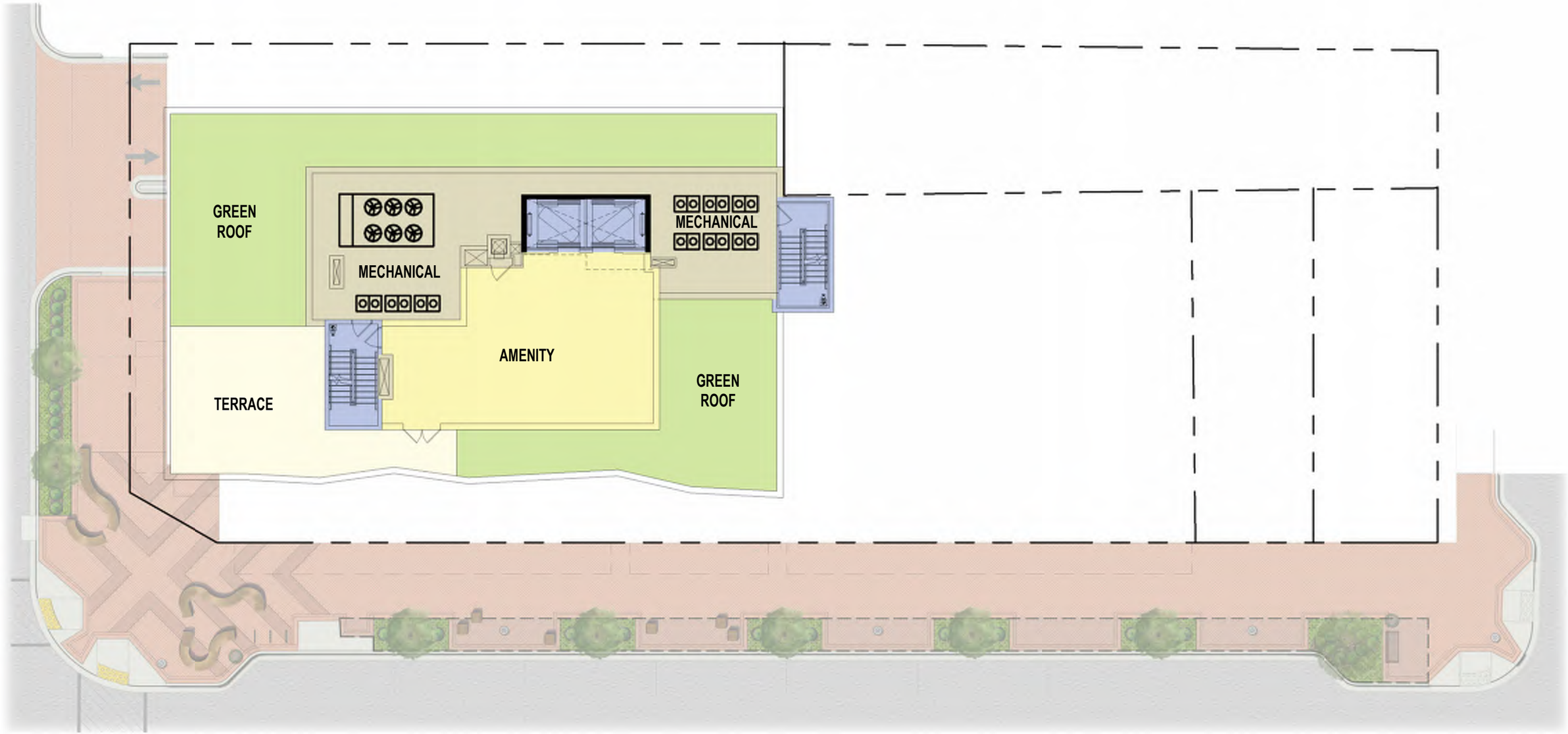
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-14**

Bethesda Downtown Design Advisory Panel | 10th Floor / Low Roof

0' 8' 16' 32'



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THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-15**

Bethesda Downtown Design Advisory Panel | High Roof

0' 8' 16' 32'

KEY PLAN

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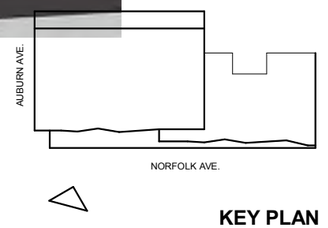
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-16**

Bethesda Downtown Design Advisory Panel | Perspective - East



KEY PLAN

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THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-17**

Bethesda Downtown Design Advisory Panel | Perspective - Northeast

KEY PLAN

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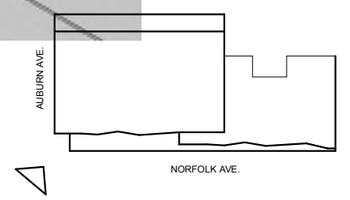
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-18**

Bethesda Downtown Design Advisory Panel | Perspective - North



KEY PLAN

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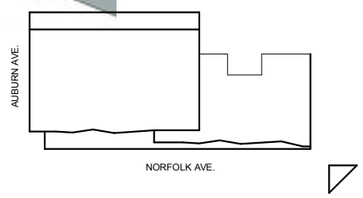
SK+I ARCHITECTURE

THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-19**

Bethesda Downtown Design Advisory Panel | Aerial - East



KEY PLAN

NOVO • PROPERTIES •

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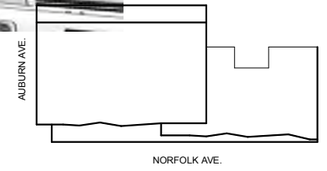
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-20**

Bethesda Downtown Design Advisory Panel | Aerial - North



KEY PLAN

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SK+I ARCHITECTURE

THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-21**

Bethesda Downtown Design Advisory Panel | Street View - Norfolk & Auburn Ave.

KEY PLAN

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THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-22**

Bethesda Downtown Design Advisory Panel | Street View - Norfolk Ave.

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THE CLAIBORNE | BETHESDA, MD

Bethesda Downtown Design Advisory Panel | Norfolk Ave. Elevation

07-11-2018 | **DAP-23**

0' 8' 16' 32'

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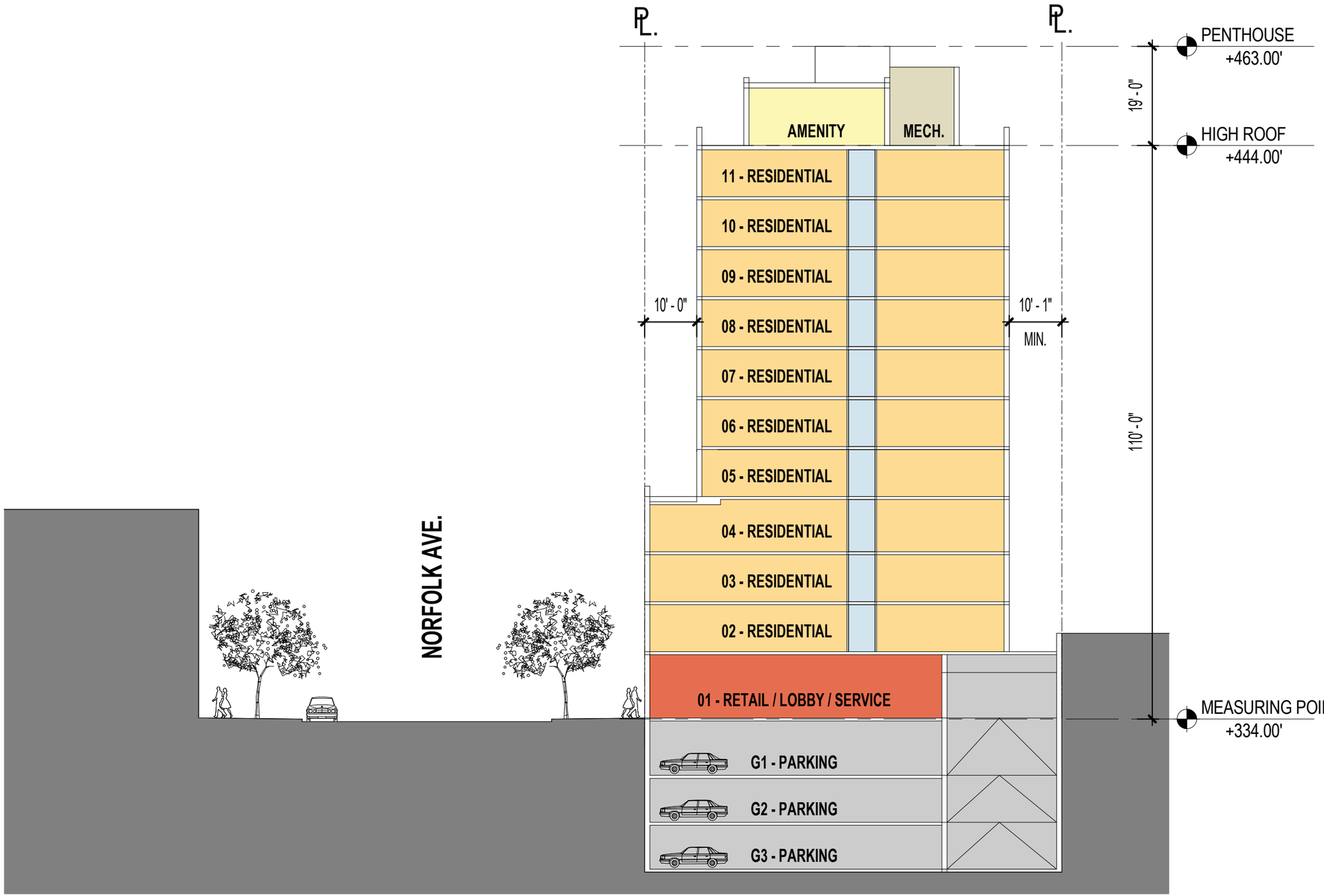
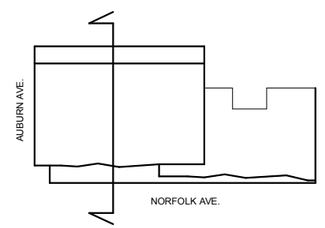
THE CLAIBORNE | BETHESDA, MD | 07-11-2018 | **DAP-24**

Bethesda Downtown Design Advisory Panel | Auburn Ave. Elevation

0' 8' 16' 32'





KEY PLAN

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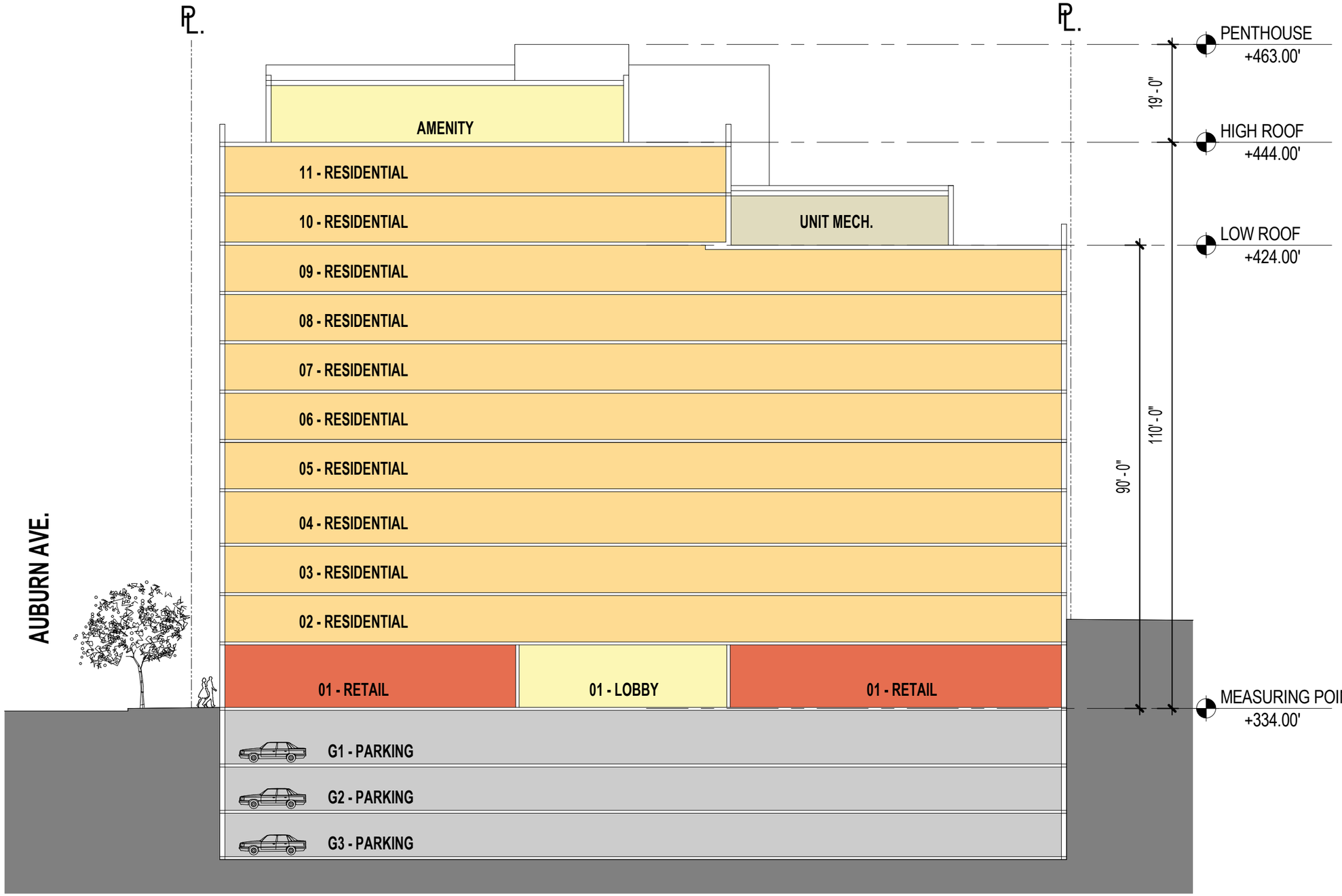
THE CLAIBORNE | BETHESDA, MD

Bethesda Downtown Design Advisory Panel | Building Section

07-11-2018 | **DAP-25**

0' 8' 16' 32'



KEY PLAN

NOVO PROPERTIES

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THE CLAIBORNE | BETHESDA, MD

Bethesda Downtown Design Advisory Panel | Building Section

07-11-2018 | **DAP-26**

0' 15' 30' 60''

NORFOLK AVE

2.1.5 Shared Street

Shared Streets provide continuous special paving and slower speeds to allow people who walk, bike and drive to share the entire street, and to encourage street activity. Shared Streets are typically similar to Neighborhood Main Streets and are predominantly lined by low-rise retail buildings and mid-rise mixed-use buildings with active ground-floor retail. Shared streets are also designed to be partially or temporarily closed to vehicular traffic to serve as linear plazas for markets and other community events. Examples of proposed Shared Streets include Norfolk Avenue and Pearl Street in Bethesda.

Table 2.04: Shared Street

Sidewalk Zones

A. & C. Planting/Furnishing and Frontage zone dimensions on shared streets are flexible based on the specific street design. Plant: 5 ft

B. A clear Pedestrian Through Zone separated from vehicle traffic by bollards or other design elements should be 6 - 10 ft. Pedestrian: 12 ft

Building Placement

D. Build-to Line: Sector Plan recommended right-of-way line Build-to Line: X ft

Building Form

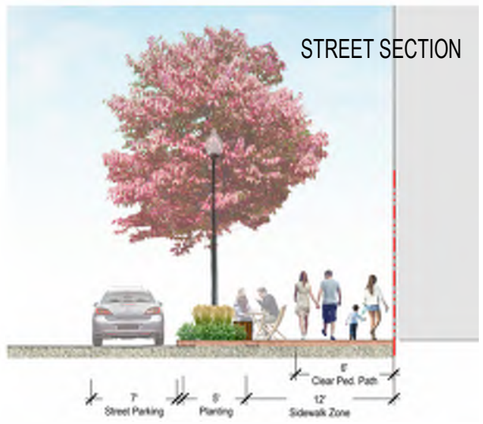
E. Base Height: 2 - 4 stories (25- 50 ft.) Base: 2-4 stories

F. Step-back: 15 - 20 ft.* Step-back: 1-3 ft & 10 ft

Alternative Treatments

** On this street type, buildings under 90 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.*

See Sheet XX



AUBURN AVE

2.1.3 Downtown Mixed-Use Street

Downtown Mixed-Use Streets typically accommodate high levels of pedestrian activity with frequent parking turnover, as well as loading and service access needs for local businesses and multi-unit residential buildings. These streets are predominantly lined by mid- to high-rise buildings with a mix of commercial and residential uses. Examples of Downtown Mixed-Use Streets include Woodmont Avenue and most streets in the Downtown Bethesda core and Woodmont Triangle District.

Table 2.02: Downtown Mixed-Use Street

Sidewalk Zones

A. Planting/Furnishing Zone: 5 - 8 ft. Plant: 5 ft
B. Pedestrian Through Zone: 8 - 12 ft. Pedestrian: 15 ft
C. Frontage Zone*: 0 - 7 ft.

Building Placement

D. Build-to Line: 15- 20 ft. from street curb Build-to Line: XX ft

Building Form

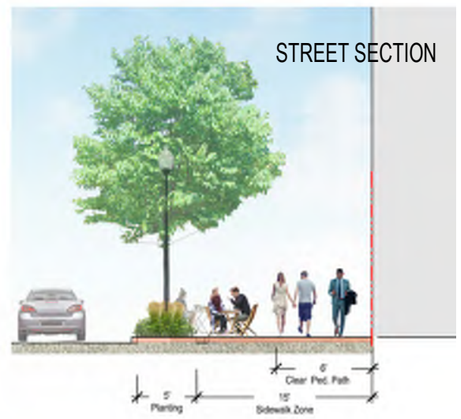
E. Base Height: 3-6 stories (35-70 ft.) Base : 4 stories
F. Step-back: 10-15 ft.** Step-back: 1 ft

Alternative Treatments

*** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.*

See Sheet XX

* The Frontage Zone can be minimized or eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.



2.3.2 Green Cover

Intent: The green cover guidelines are intended to increase overall tree canopy cover, expand green corridors, reduce heat island effect, improve air quality and carbon sequestration capacity and improve ecological biodiversity. See the Sector Plan *Section 2.4.1 Urban Green*.

Guidelines:

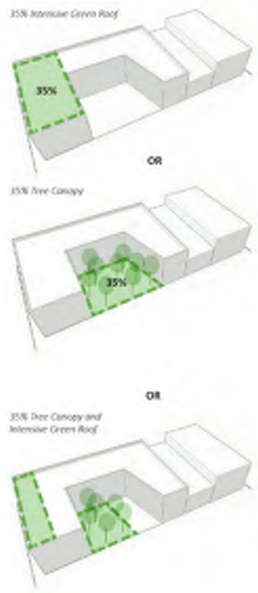
On private property, provide a minimum of 35 percent* green cover, which may include singularly or a combination of the following:

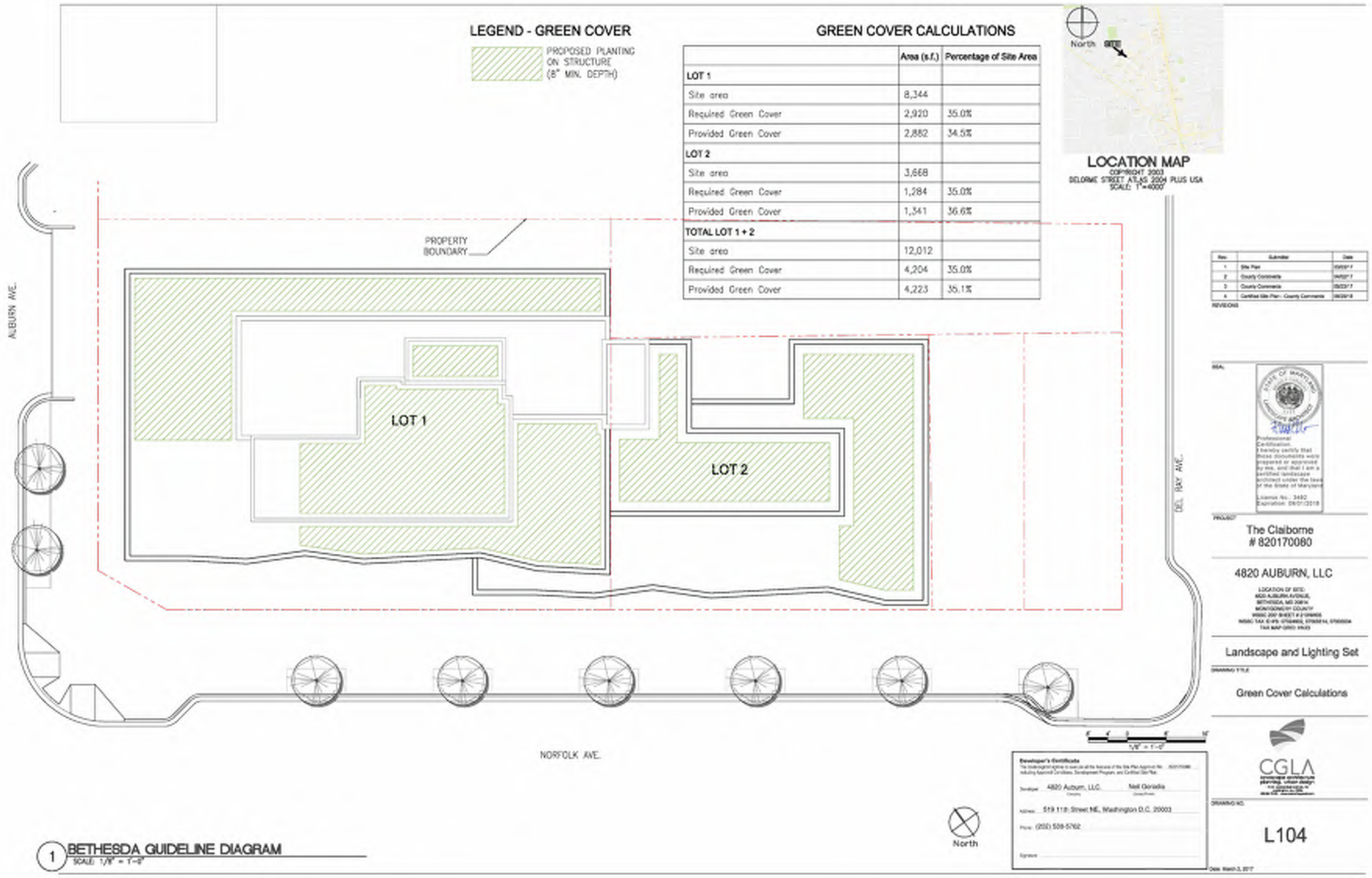
A. Intensive green roof (6 inches or deeper) on 35 percent of rooftop.

B. Tree canopy cover on 35 percent of landscape.

C. A combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater.

** If on-site energy generation requires the use of the roof or open space, accommodations for these features may alter the 35 percent minimum green cover requirement.*





2.4.2 Base: Building Placement

Intent: To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.

Guidelines:

A. Place the facade of the building base along the recommended build-to-line to create a continuous street edge.

B. Buildings taller than 200 feet that do not step back the upper floors should have a build-to-line of at least 20-30 feet.

C. Where existing building lines for adjacent properties are set back more than the recommended build-to-line, buildings may be placed to align with this existing building line as long as it is within 5 feet of the recommended build-to line.

D. Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.

The building base of Eleven 55 Ripley in Silver Spring creates a continuous edge along the sidewalk at a low-rise scale. Source: Shalom Baranes Associates Architects

2.4.3 Base: Street Activation

Intent: To encourage pedestrian activity by providing ground-floor and base design elements that engage with the sidewalk environment.

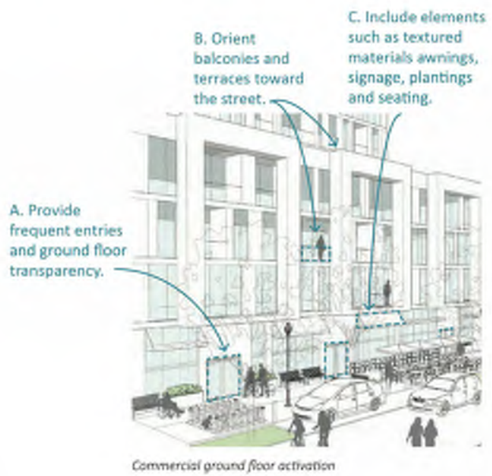
Guidelines:

A. Provide frequent entries, transparency and operable walls where possible to encourage visual and physical connections between the ground floor and the public sidewalk. Avoid long blank walls along the sidewalk.

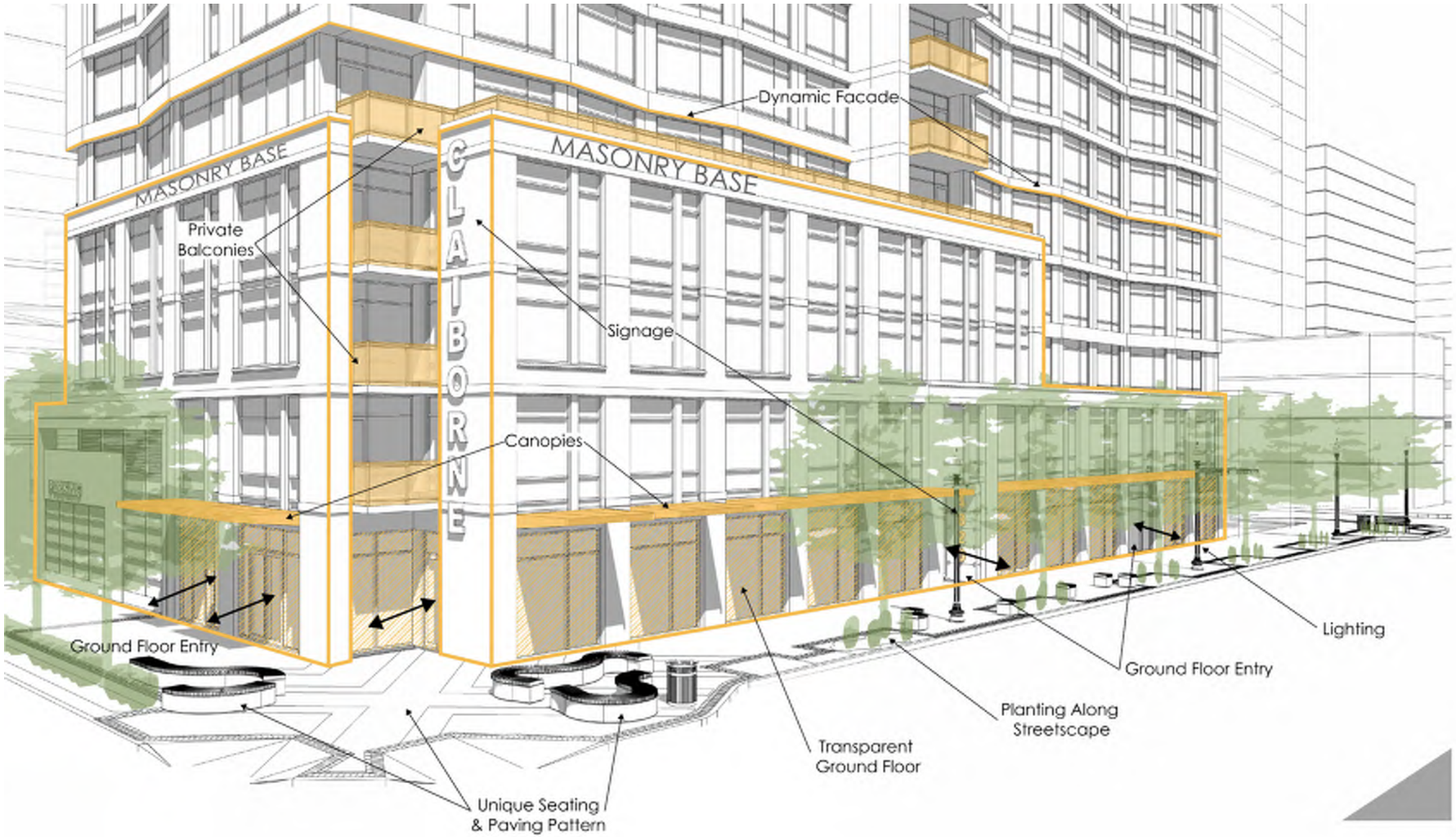
B. Orient private balconies and terraces toward the street to encourage an interface between the private and public realms and to create eyes on the street.

C. Include elements such as texture materials, awnings, plantings, signage and seating to create a visually engaging and inviting building edge to frame the sidewalk and create stopping points to relax, gather and socialize.

D. Place particular focus on active ground floor design along the portions of streets identified as the recommended retail nodes in the *Planning Strategy for the Downtown Bethesda Plan*.



Commercial ground floor activation



2.4.4 Base: Variation and Articulation

Intent: To ensure that facades are not exceedingly long, uninterrupted and rigidly uniform. These variations break up the mass of large buildings, add visual interest and promote human-scaled lower stories to relate to pedestrians.

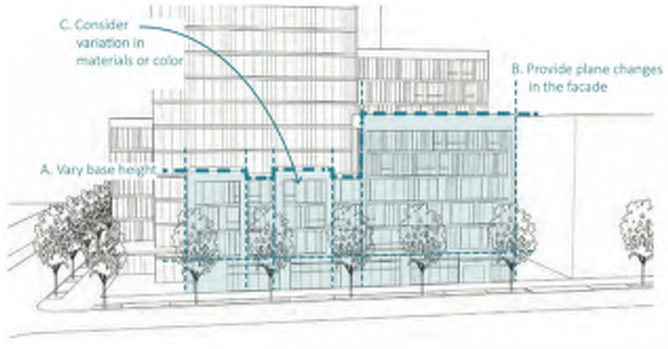
Guidelines:

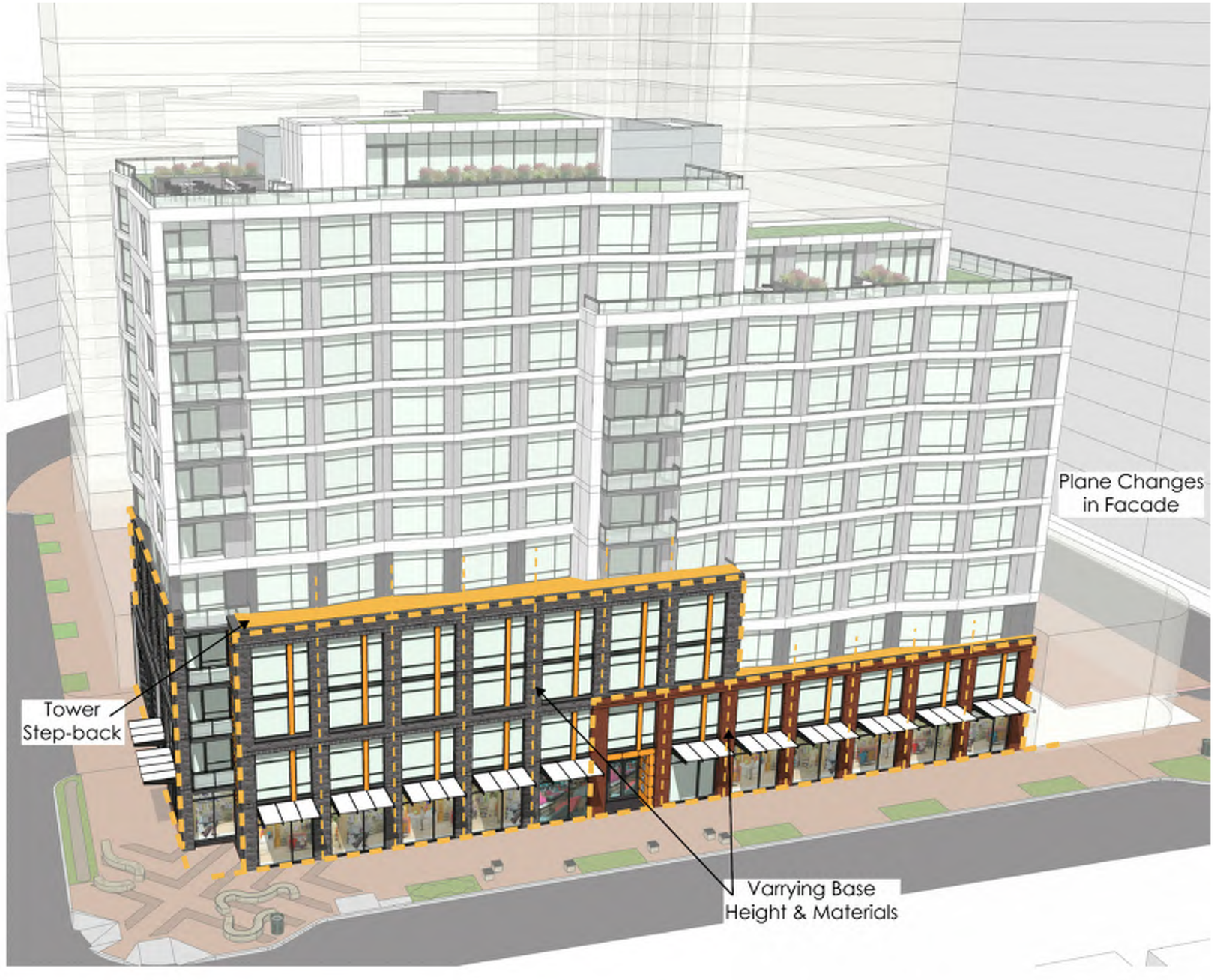
A. Vary base height up to the maximum height designated by the street type. This variation should respond to the street character and typical widths, heights and modulation of existing buildings to create a contextually sensitive building wall along the street.

B. Provide plane changes in the facade that create significant vertical and horizontal breaks, and shadow lines on the facade.

C. Consider variation in building materials or color to add texture to lower floors most visible to those at pedestrian level.

D. Avoid cantilevering the majority of the building mass over the Frontage Zone, public sidewalk or public open space to prevent interfering with street trees and blocking access to sunlight and sky views for pedestrians.





2.4.5 Corner Treatments

Intent: To anchor and frame street intersections with a continuous building wall or unique design features.

Guidelines:

A. Provide signature design elements on prominent corners or intersections as focal points. These prominent locations include sites adjacent to open spaces, with the tallest building heights and buildings that terminate major view corridors such as East-West Highway, Norfolk Avenue, Old Georgetown Road and Bethesda Avenue.

B. The full height of tall buildings may be expressed at corners, as a way to provide variation and increased verticality on buildings with tower step-backs.

C. Establish block corners with architectural articulation and activating uses. While market forces will dictate actual locations where retail operations are feasible, anchoring key block corners by including activating uses such as retail is encouraged.

This innovative design treatment articulates the building and creates an intersection focal point.
Source: OMA

2.4.6 Tower: Separation Distance

Intent: To allow access to light and air, limit the impact of shadows on the public realm and reduce the extent of large blank walls as new buildings develop at or near the property line.

Guidelines:

A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).

B. Provide a continuous building base along the lower floors.

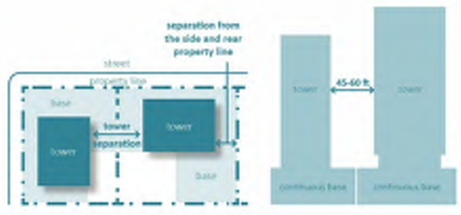
C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

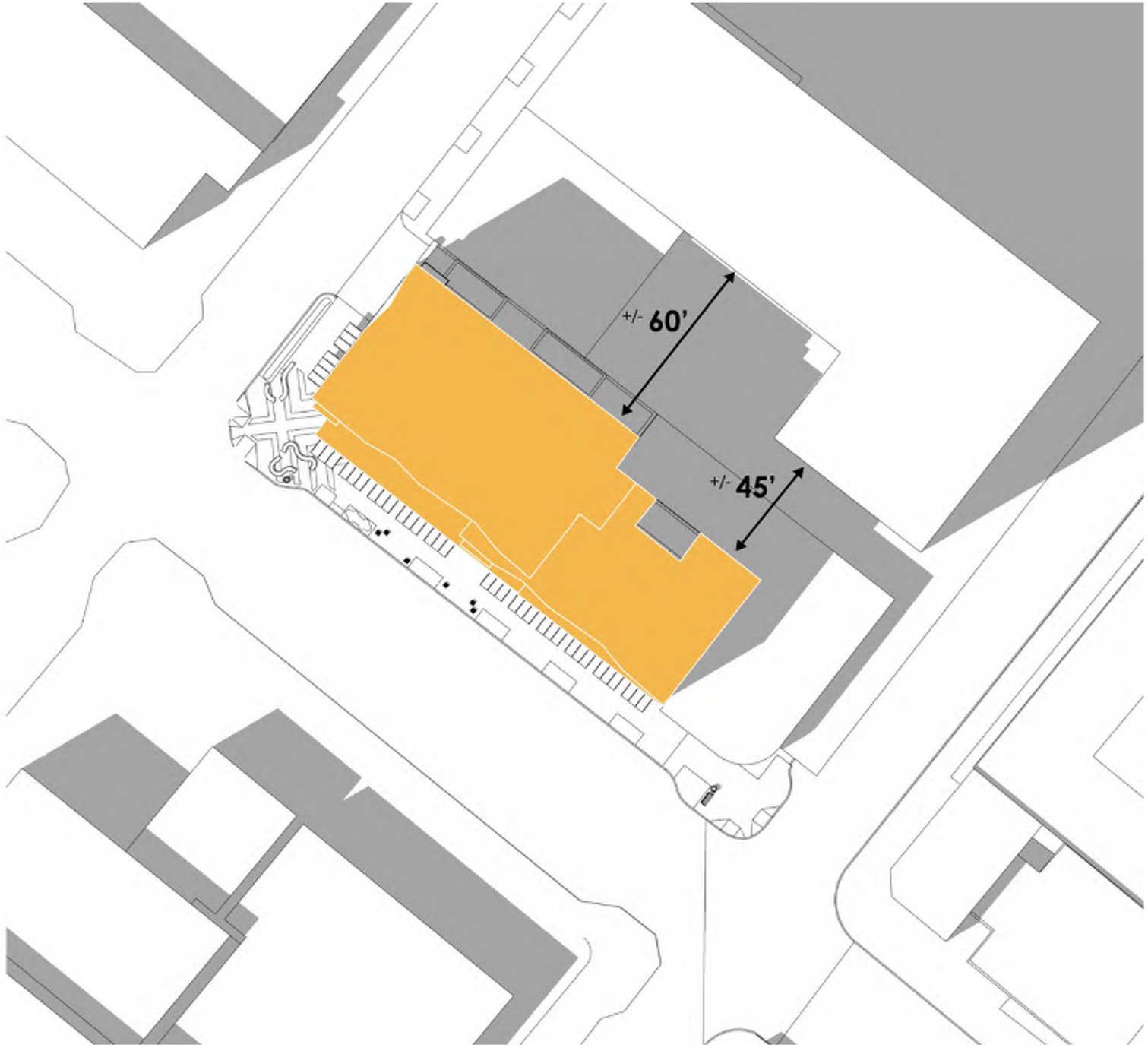
Alternative Treatments:

Buildings below 120 feet or with limited property size/width/depth may reduce tower separation or consider party walls. If party walls are necessary, mitigate their visual impact with elements such as public art, lighting, texture and/or patterning that provide visual interest and are appropriate to the context and architecture of the building.

Where existing neighboring building towers are built to or close to the property line, new development should aim to achieve the total tower separation where possible. However, at a minimum, the new 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 the lot line could better address an existing blank wall condition.

Varied geometry in a building's upper floors, and facade modulation between buildings can also be used as methods to increase the perception of tower separation and allow access to light and air.





2.4.8 Tower: "Menu" of Methods to Reduce Bulk

Intent: Downtown Bethesda is an important location in Montgomery County for increased building heights to accommodate future growth. However, collectively, buildings at taller heights can be an imposing presence on the public realm by casting large shadows, limiting sky views and creating an uncomfortable scale for pedestrians.

A. Limit Tower Floor Plate

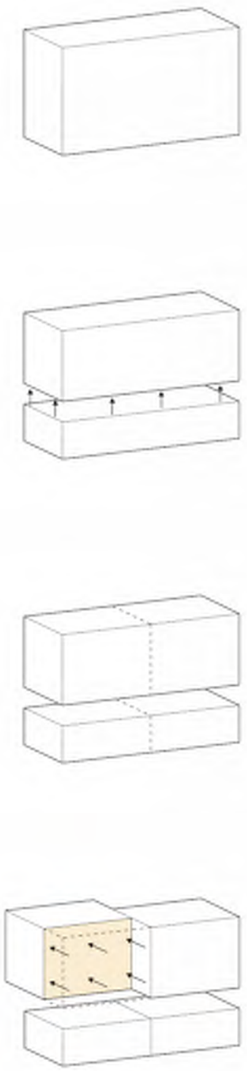
Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building's indoor environment.

B. Use Unique Geometry

Varied geometry adds visual interest and helps to reduce the perceived bulk of a building's upper floors. Angled and curved facades allow a building to be viewed dynamically from different vantage points. They can enhance privacy between towers in close proximity by directing views away from nearby windows.

C. Vary Tower Heights

Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.

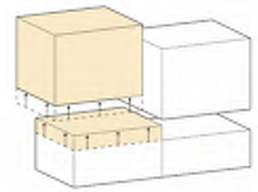


2.4.8 Tower: "Menu" of Methods to Reduce Bulk (continued)

There are several ways to reduce the actual bulk of a building's upper floors or to creatively reduce the perceived bulk of the building. Below is a menu of design techniques that can be used to sculpt building towers and achieve a varied skyline responsive to human scale. Every project is not required to apply every method; however, several should be used in combination to best meet the guideline intent.

D. Modulate and Articulate Facades

Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.



E. Vary Tower Placement and Orientation

Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.

F. Limit Apparent Face

The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.