

Bethesda Downtown Design Advisory Panel

AGENDA ITEM: Design Advisory Panel Lunch

DATE: January 7, 2019

Attendance:

Karl Du Puy (Panelist)
George Dove (Panelist)
Rod Henderer (Panelist)
Qiaojue Yu (Panelist)
Paul Mortensen (Panelist, Senior Urban Designer in the Director's Office)

Laura Shipman (Design Advisory Panel Liaison)
Gwen Wright (Planning Department Director)
Robert Kronenberg (Deputy Director)
Elza Hisel-McCoy (Area 1 Regulatory Supervisor)
Matt Folden (Area 1 Planner Coordinator)
Stephanie Dickel (Area 1 Planner Coordinator)
Grace Bogdan (Area 1 Planner Coordinator)
Molline Jackson (Director's Office)

Discussion Points:

- Recommend teams bring physical models with immediate context for large projects like Metro Center or as alternative bring a 3D (SketchUp) model that can be viewed in real time from several perspectives. Through our GIS system we have overall model of Bethesda, staff can also ask GIS team to insert proposals into GIS context model.
- If there is an issue of disagreement then note to the board, otherwise do not need to note that only one member made a comment.
- Many come in and only need 10 design excellence points so it is a low bar. Staff would like to focus on qualitative and not quantitative issues, and can use points as a proxy.
- Entitlement to density. Are applicants using mapped density or BOZ density? Applicant should indicate FAR and square footage under density on submission form. Add the amount of density requesting through the Bethesda Overlay Zone.
- How do you treat projects already approved? Should you start over? If the project is allocated additional significant height or is changing massing, then the panel should evaluate the new proposal as a whole.
- How do you deal with projects that come several times and do not change significantly? The process is evolving, more incrementally pushing projects further to improve design.



- Should you be more lax on the guidelines for a project that provides 25% MPDUs? This can be taken into consideration, but this panel should still seek design excellence in all buildings even those with a high percentage of MPDUs.
- Highlight projects on the website and to the board that the Panel would like to recognize. Those that follow the guidelines in particular.
- Potential to expand design advisory panel beyond Bethesda? Harder to combine with suburban environments with no context to work with. Places like Silver Spring would be more similar. Countywide could be problematic.
 - Where you have defined perimeter, urban, mid to high density
 - A single panel as opposed to multiple
 - Are there other counties that have a similar program?
 - Could be required through a ZTA

Panel Actions:

1. No action taken.

