



Montgomery Planning

Bethesda Downtown Design Advisory Panel

1.7.2019

Bethesda Downtown Design Advisory Panel

Review of 2017-18 Projects



LOOKING BACK ON A DAP YEAR

What We Saw

What's the Points

Looking Ahead



Artery Plaza



Marriott Headquarters



ZOM Bethesda

6th Floor is setback
articulated as a
at 1:1 setback from



Edgemont II



4540 Montgomery



Gateway



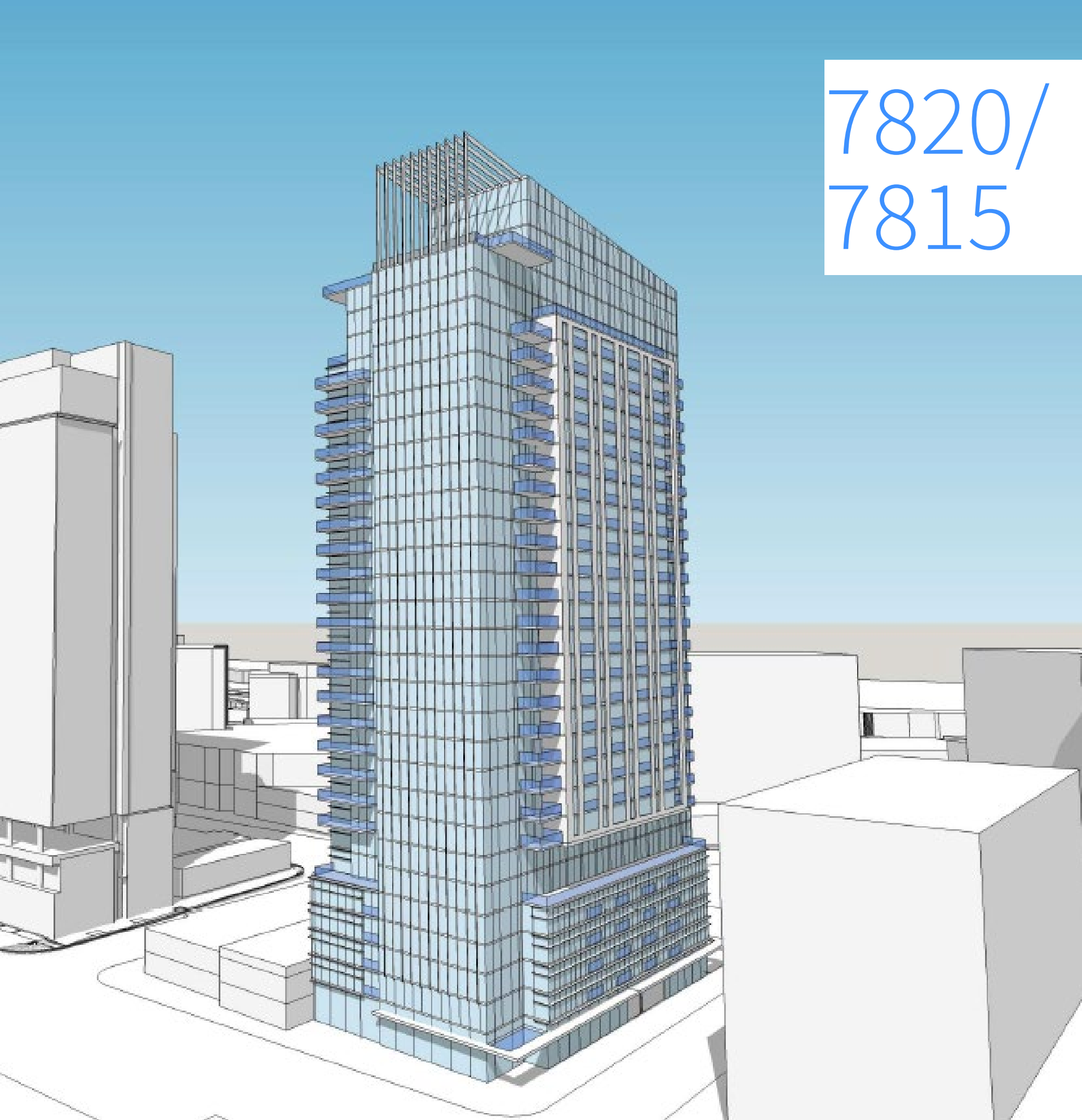
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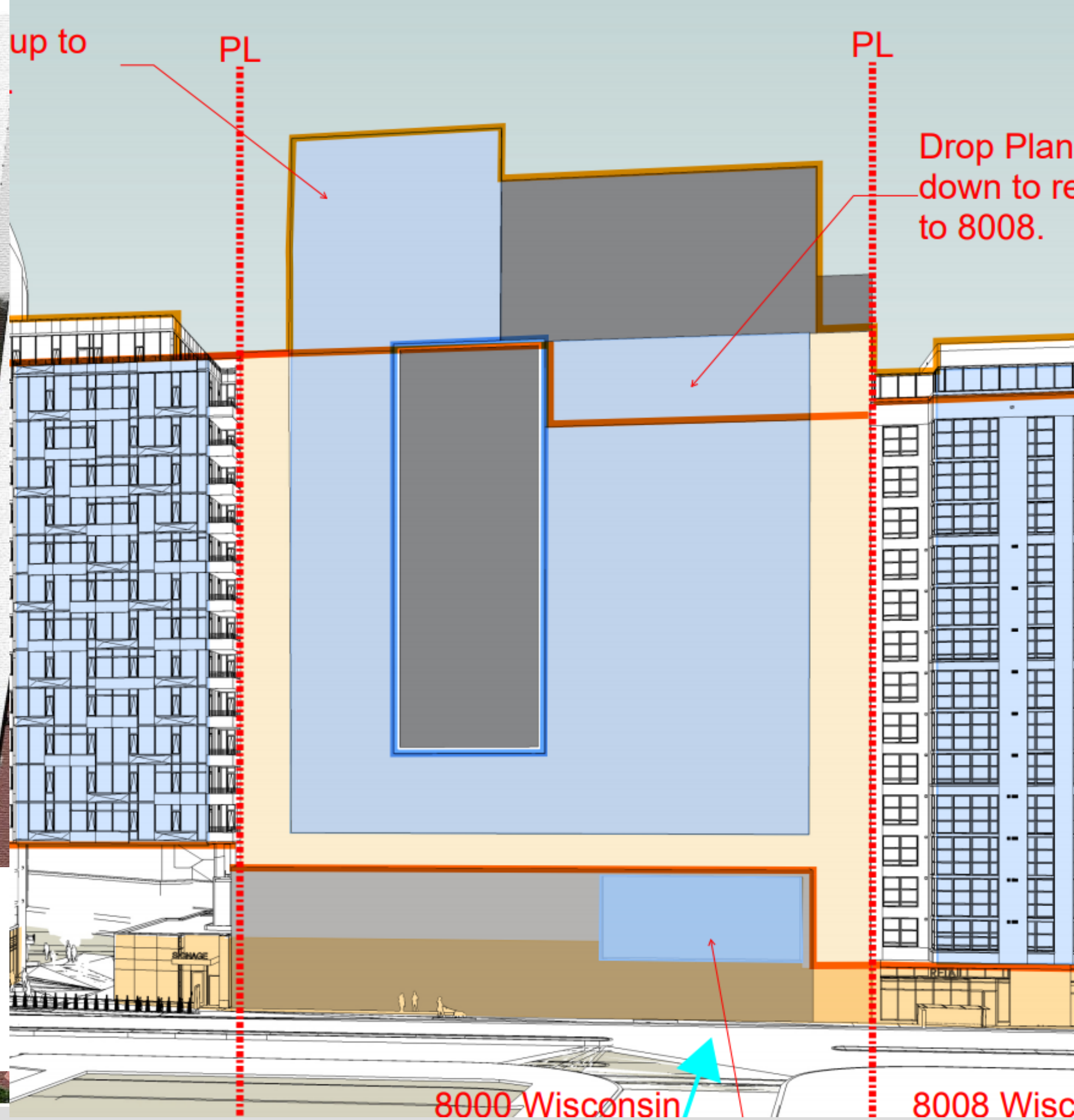
8000
Wisconsin

7820/
7815





8000
Wisconsin



Drop Plan
down to re
to 8008.

8000 Wisconsin

8008 Wisconsin

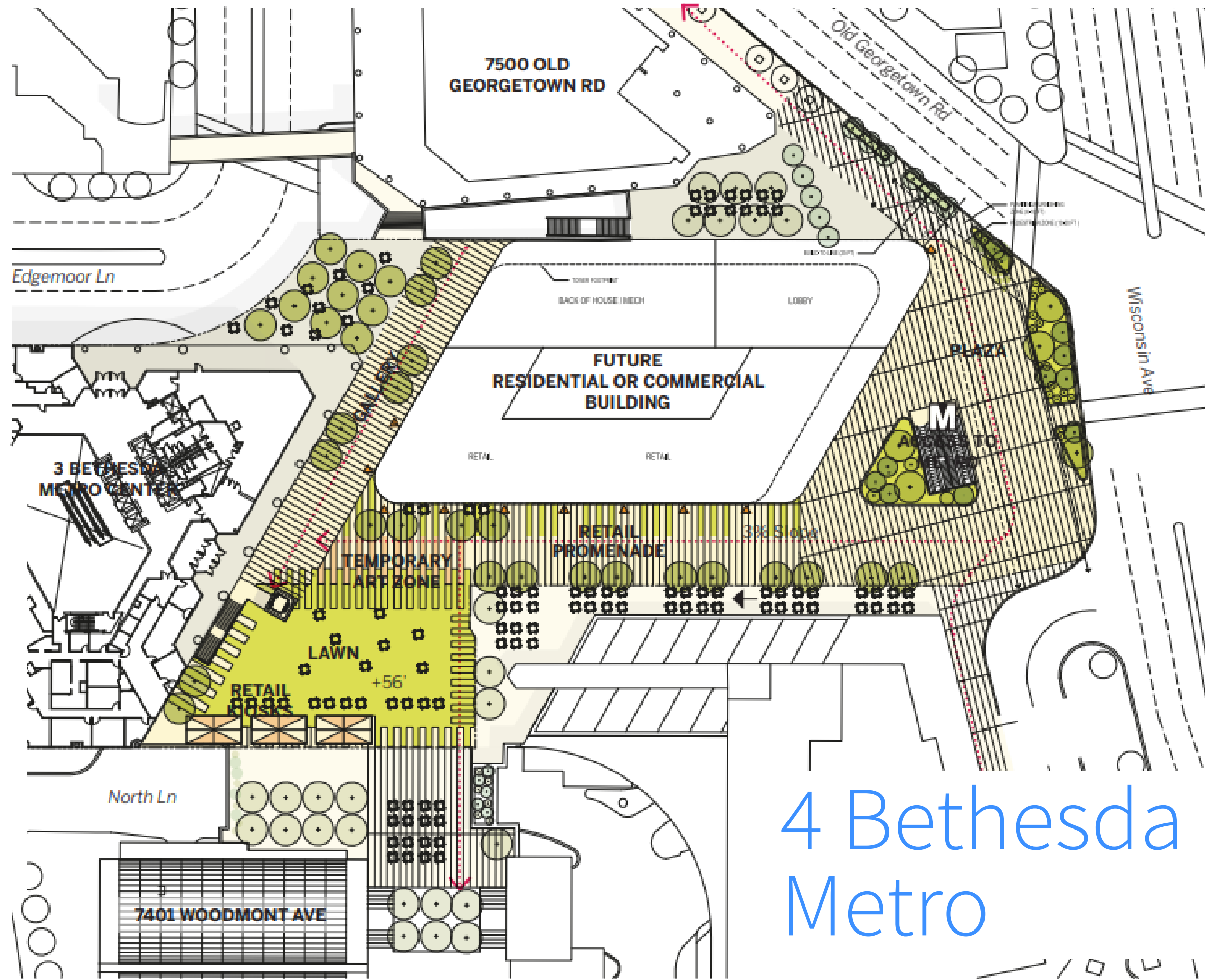
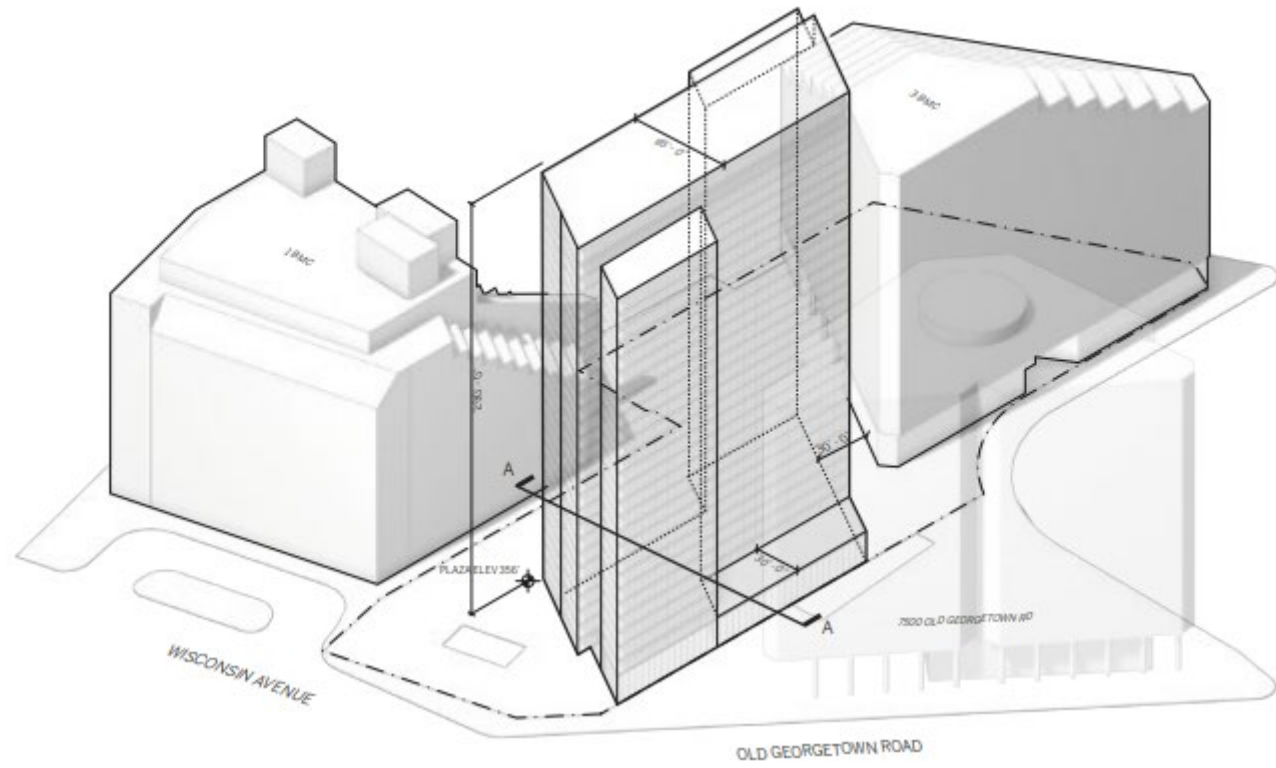
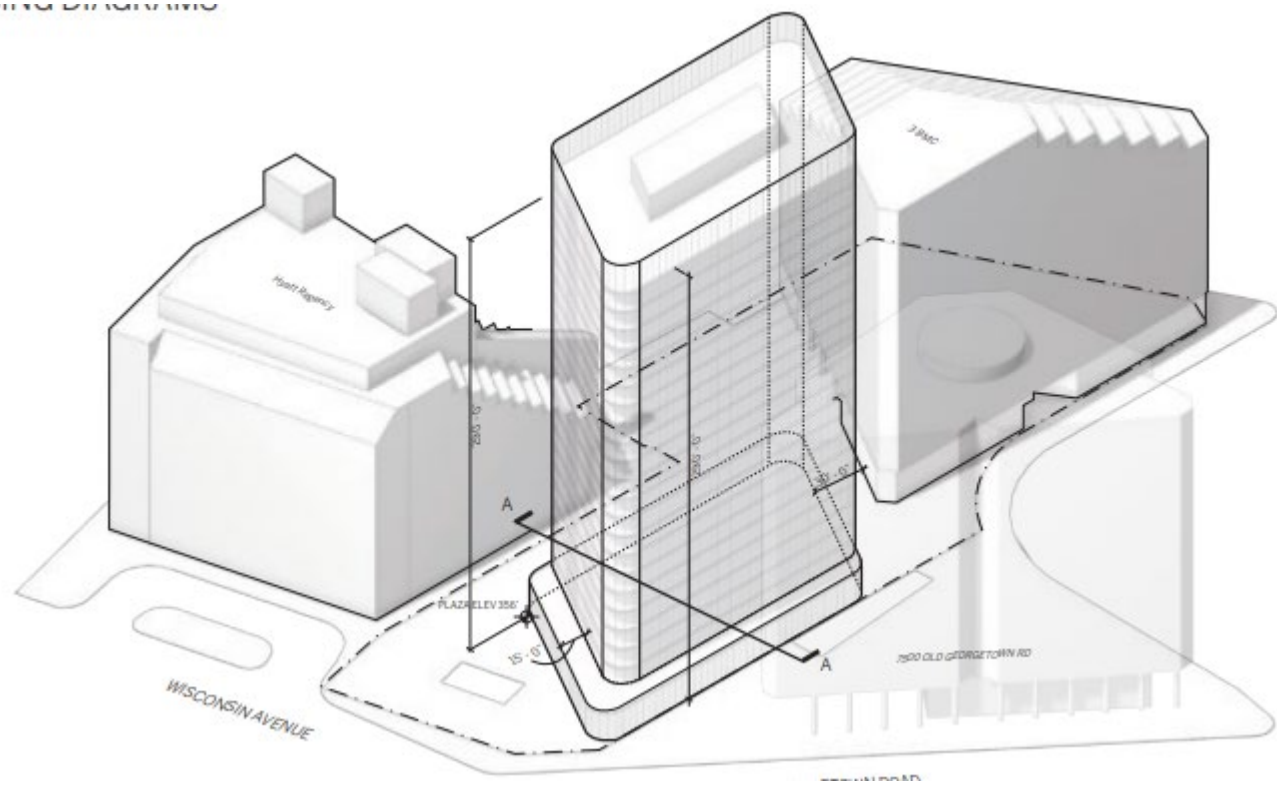
7607 Old Georgetown



St. Elmo

ZOM Bethesda





4 Bethesda Metro



7121
Wisconsin



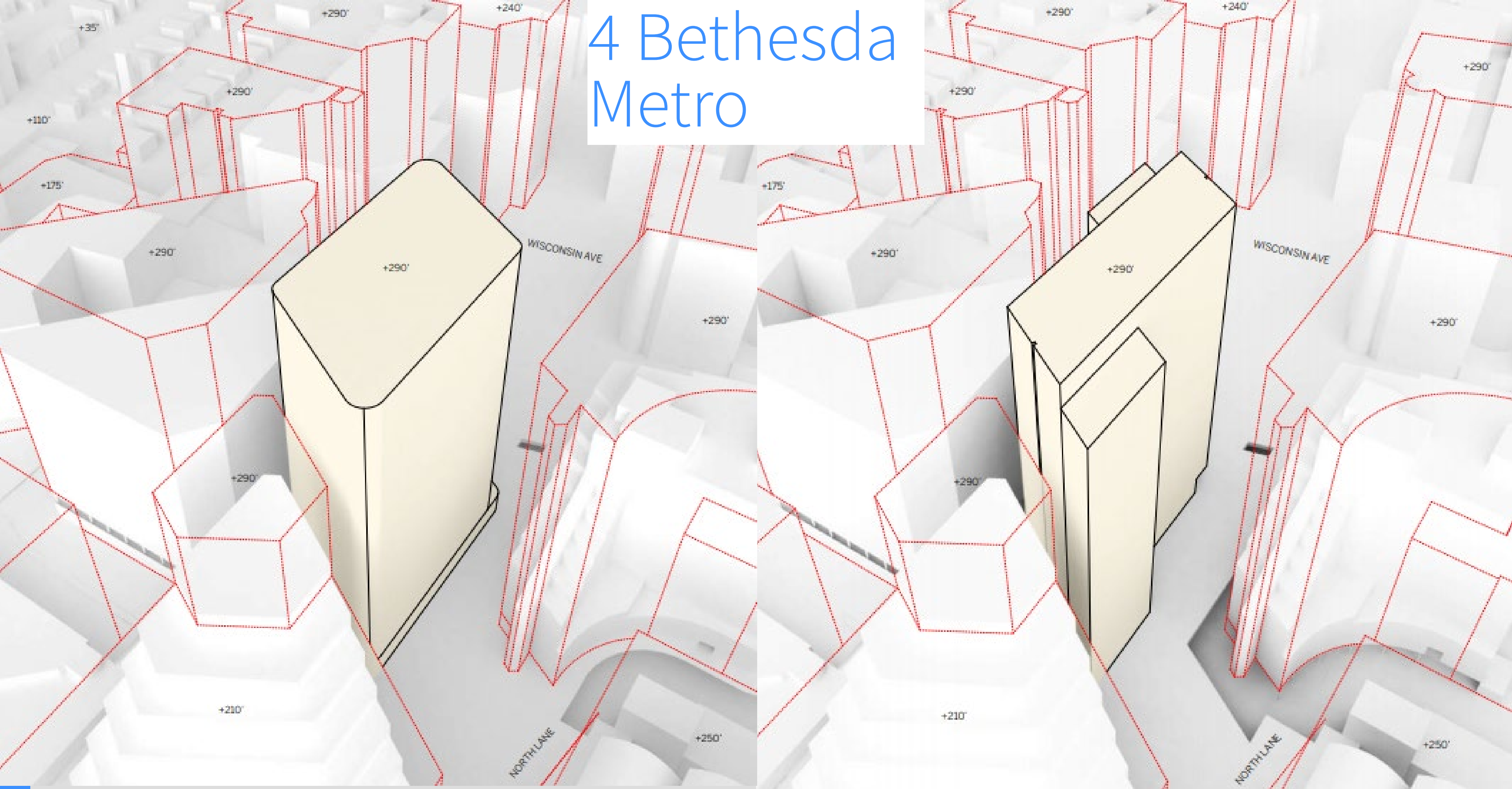
7126
Wisconsin



8000
Wisconsin

8280
Wisconsin

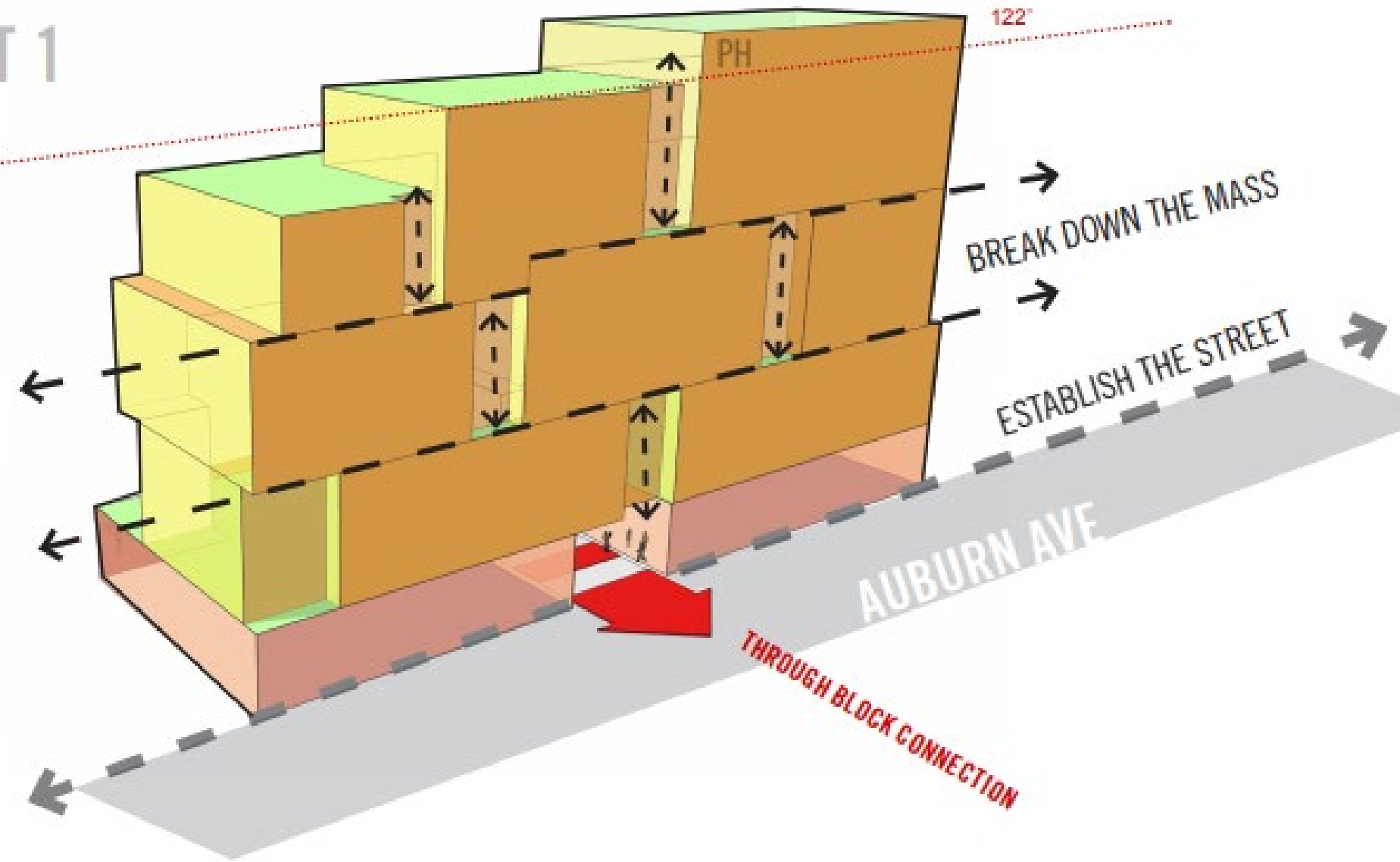
4 Bethesda Metro



Edgemont II



PT 1



4915 Auburn

Claiborne



St. Elmo





8280
Wisconsin



7607 Old
Georgetown



Bethesda Market

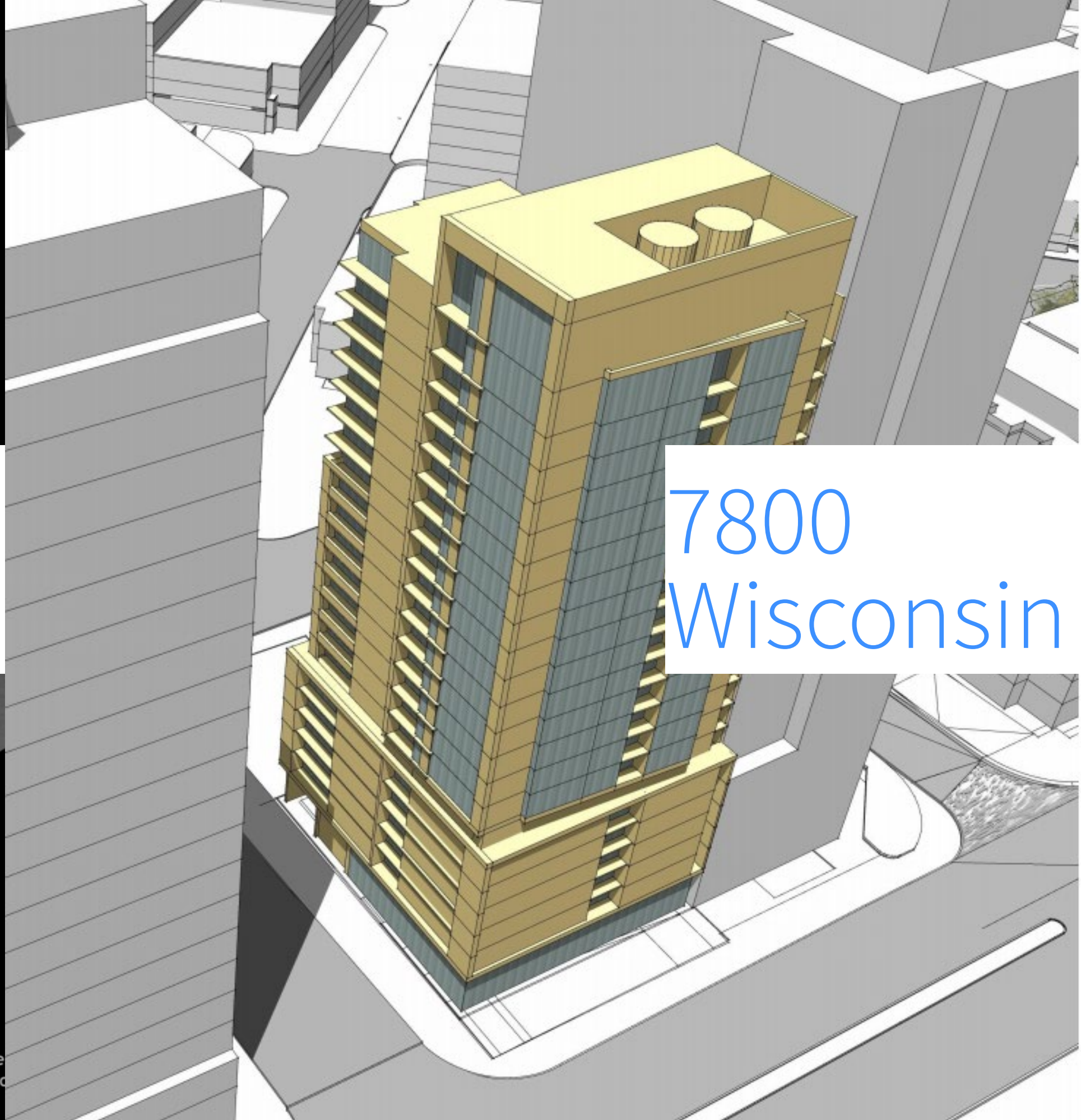
Claiborne



8000
Wisconsin



Metro Tower



7800 Wisconsin

DISCLAIMER: Proposed plans and e
purposes only. The design will ev

Characters

- Carvalho Good
- David Schwarz
- Ewing Cole
- FX Fowle*
- Gensler
- KTG Y
- LandDesign*
- Packard Chilton
- Parker Rodriguez
- Perkins Eastman
- Rhodeside & Harwell
- Sasaki
- Shalom Baranes*
- SK+I*
- SOM
- Studio 39
- Torti Gallas

THIS IS 30



THIS IS 20*



THIS IS 10*



WHAT WORKS

- 1. Good open critical Panel discussions & thoughtful comments**
- 2. Flexibility & willingness of DAP to assess progress and adapt**
- 3. Staff identify review issues to DAP ahead of and at meetings**
- 4. Identify if projects need to come back**
- 5. Community members able to participate**
- 6. Excellent and patient administration**
- 7. ...**

GETTING BETTER ALL THE TIME

- 1. Continue to press applicant teams harder for Design Excellence**
- 2. Presentations & discussions address the Design Guidelines more specifically and how each project measures up**
- 3. Revise application materials to include massing diagrams illustrating both strict conformance with the Design Guidelines as well as proposed departures**
- 4. Framing the Design Guidelines issues for the Planning Board**

GETTING BETTER ALL THE TIME

- 5. Add physical models to the list of requirements and/or define when they are necessary for DAP review?**
- 6. Create guidelines for scheduling (“holds”)?**
- 7. Avoid “majority/minority” description of design issues?**
- 8. Allow DAP to award points as it sees fit, greater as well as fewer than requested?**
- 9. The DAP and Staff should celebrate projects awarded high ratings!**
- 10. ...**

NEXT STEPS