BATTERY LANE DISTRICT

SITE - B

4858 BATTERY LANE | 08

BROWN DEVELOPMENT LLC.

March 27, 2019

RODGERS CONSULTING

SITE B: *4858 Battery Lane*

Design Goals:

• Strong eastern entrance to the Battery Lane District

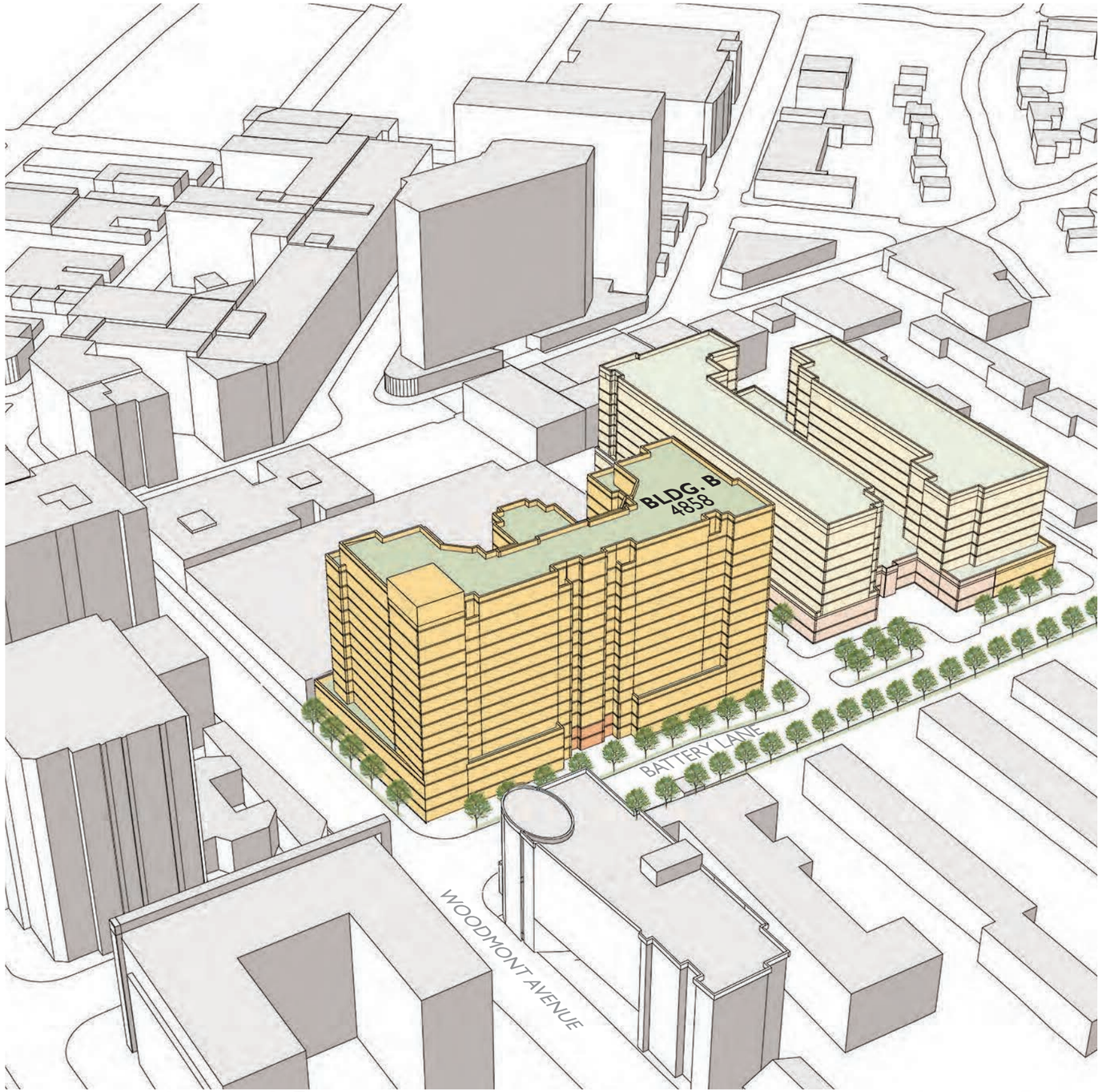
• Tower that holds corner of Battery Lane and Woodmont Avenue

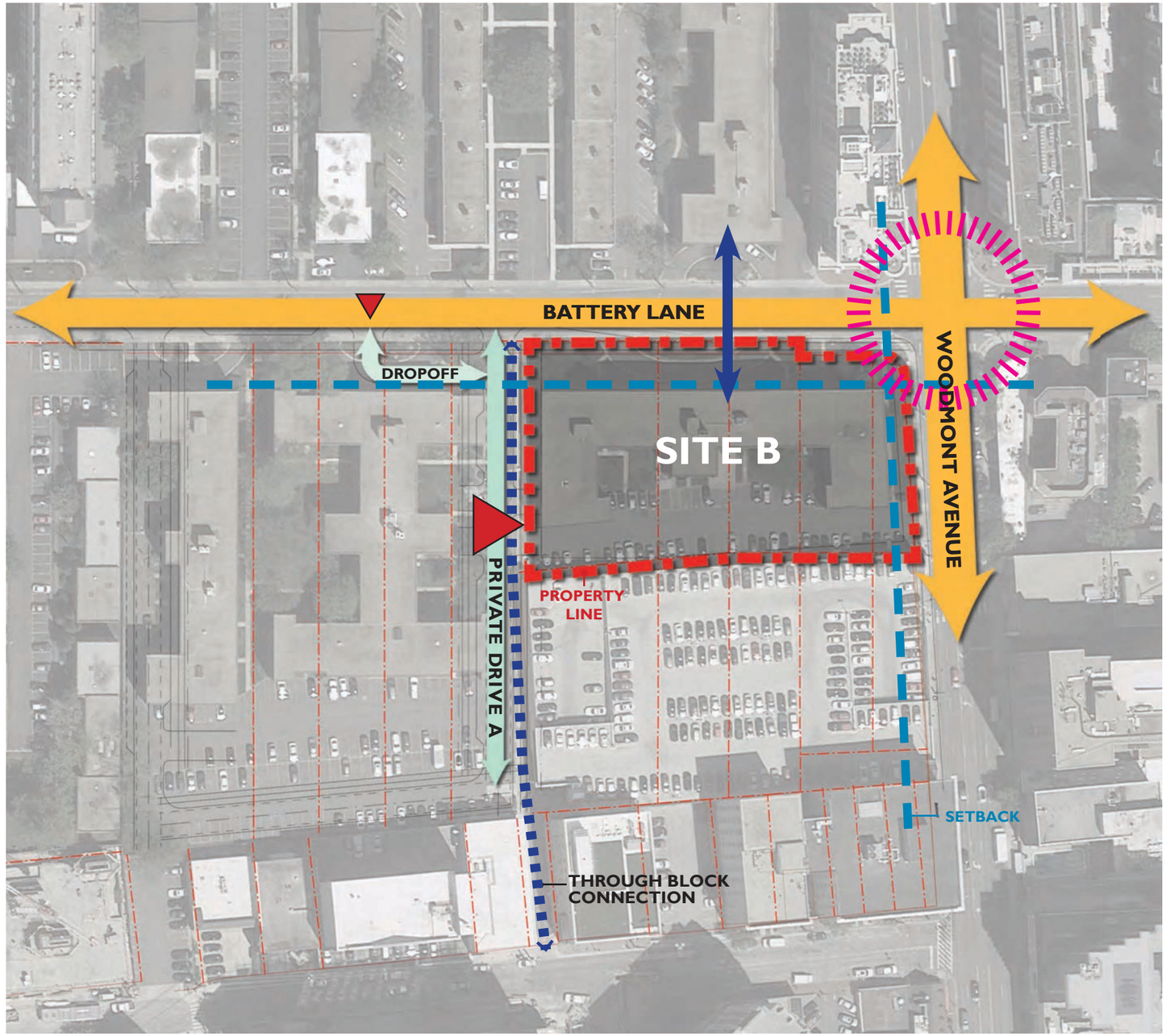
• 25% MPDUs improves affordability of the community, with additional height.

• Improve pedestrian scale and walkability along Battery Lane and Woodmont Ave.

Site B is the southeast corner of Woodmont Avenue, Battery Lane intersection. The building needs to relate to Woodmont Ave, the urban core, as well as Battery Lane. This prime corner location proposes one of the tallest new structures in the Battery Lane District. The building goes above the 120' height limit in order to add additional density and affordable units to the neighborhood. Additional MPDUs allow us to achieve an approximate160' tall building. This allows us to create an elegant tower that will hold the corner. The building entrance is proposed to be centralized to coordinate with the Site A across the street. The units along the street fronts will have balconies and other building façade step-backs.

The parking entrance and loading dock will be accessed from a new private driveway built on the Site C property, eliminating the curb cuts on Battery Lane and Woodmont Avenues for Site B. The coordination of a single drop off for both Site B and Site C, creates an uninterrupted streetscape along Site B. This shifts the focus from cars to the pedestrian. Site access is coordinated with Site C off the new loop drive. The parking will be located on one level below grade and three above grade levels wrapped by residential units on the three public facing sides. The above grade garage abuts the County Public Garage #35. A reduced parking rate is proposed due to proximity to two metro stations, the Bethesda Circulator on Battery Lane, future BRT and major employment center. Site B is proposed at 15 stories with a three story podium at its base. The building will utilize natural materials in a base, middle, and top configuration with different planes between the elements to minimize the mass of the tower. While the architectural elevations have not been developed, the precedent images illustrate the direction the design and ownership team intend to proceed as the project moves forward.





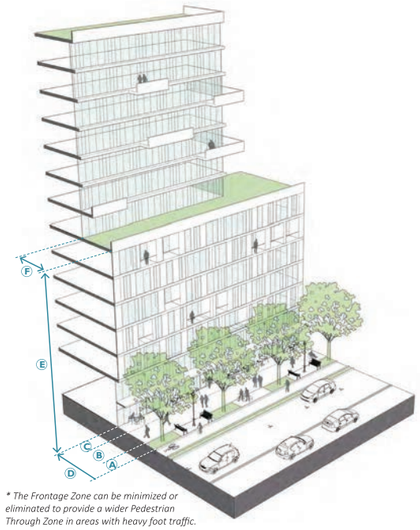
Located at a key intersection, SITE B anticipates holding the corner to create a strong entry to the Battery Lane District.

WOODMONT AVENUE

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.

Intent: Building and sidewalk designs along Downtown Mixed-Use Streets should create a vibrant environment that accommodates the diverse needs of businesses, residents and visitors. Sidewalks should balance ease of walkability for continuous pedestrian flow with space for outdoor uses.



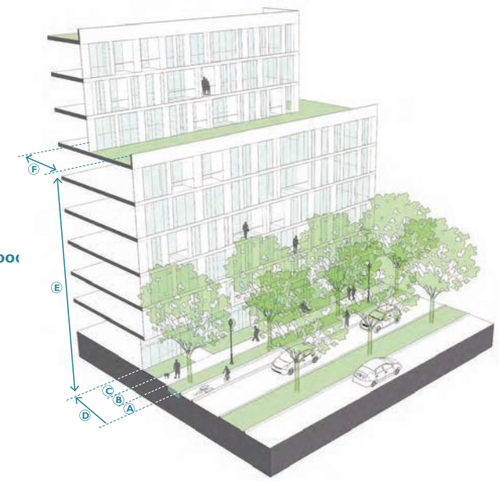
** The Frontage Zone can be minimized or eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.*

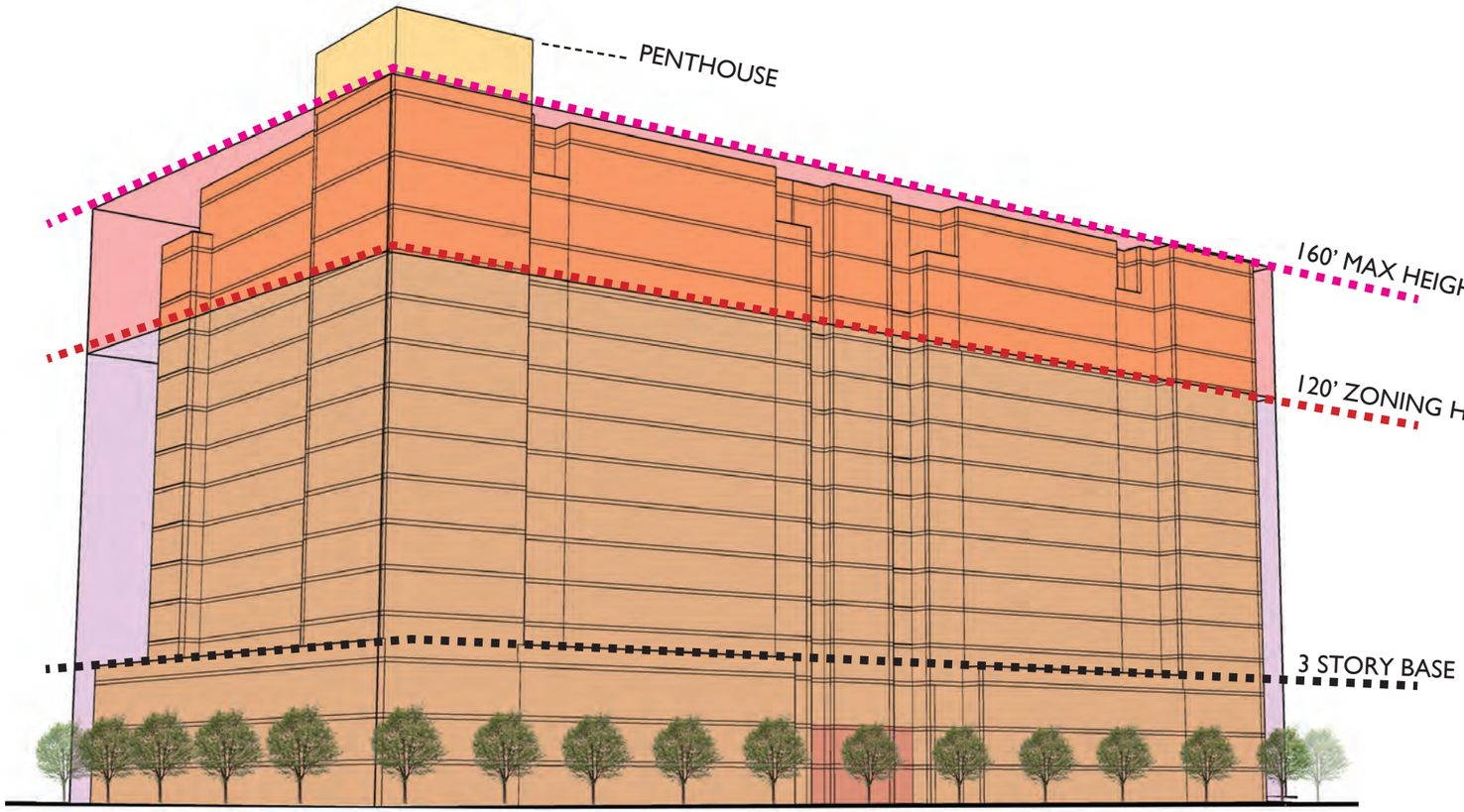
BATTERY LANE

2.1.6 Neighborhood Connector

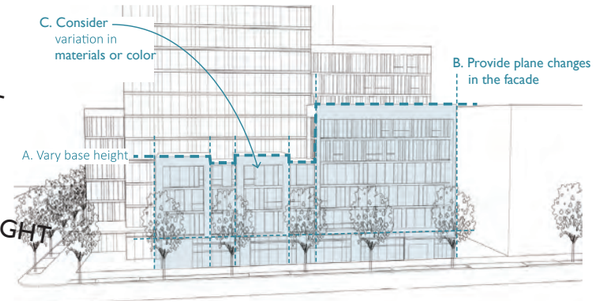
Neighborhood Connectors typically accommodate vehicular through traffic for area residents and are often combined with bike facilities and less pedestrian volume than Downtown Mixed-Use and Main Streets. These streets are predominantly lined by multi-unit residential buildings with a range of building heights and auto-oriented commercial uses requiring frequent driveway curb cuts. Examples of Neighborhood Connectors include Bradley Boulevard, Battery Lane and portions of Arlington Road near the outer boundaries of the Downtown Bethesda Plan area.

Intent: Building and sidewalk design along Neighborhood Connectors should provide buffering for pedestrians from through traffic, as well as moderate building setbacks to align with the residential neighborhood character. For residential buildings, elements such as ground-floor amenity space and residential entries are encouraged.





SITE B will have a strong base to create a good pedestrian environment.



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.

2.4.3 Base: Street Activation

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

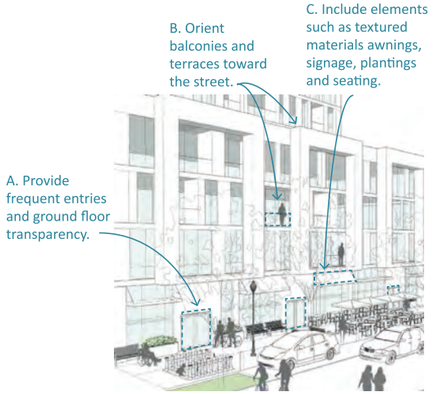
Guidelines:

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 textured 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 Retail *Planning Strategy for the Downtown Bethesda* Plan.



Commercial ground floor activation

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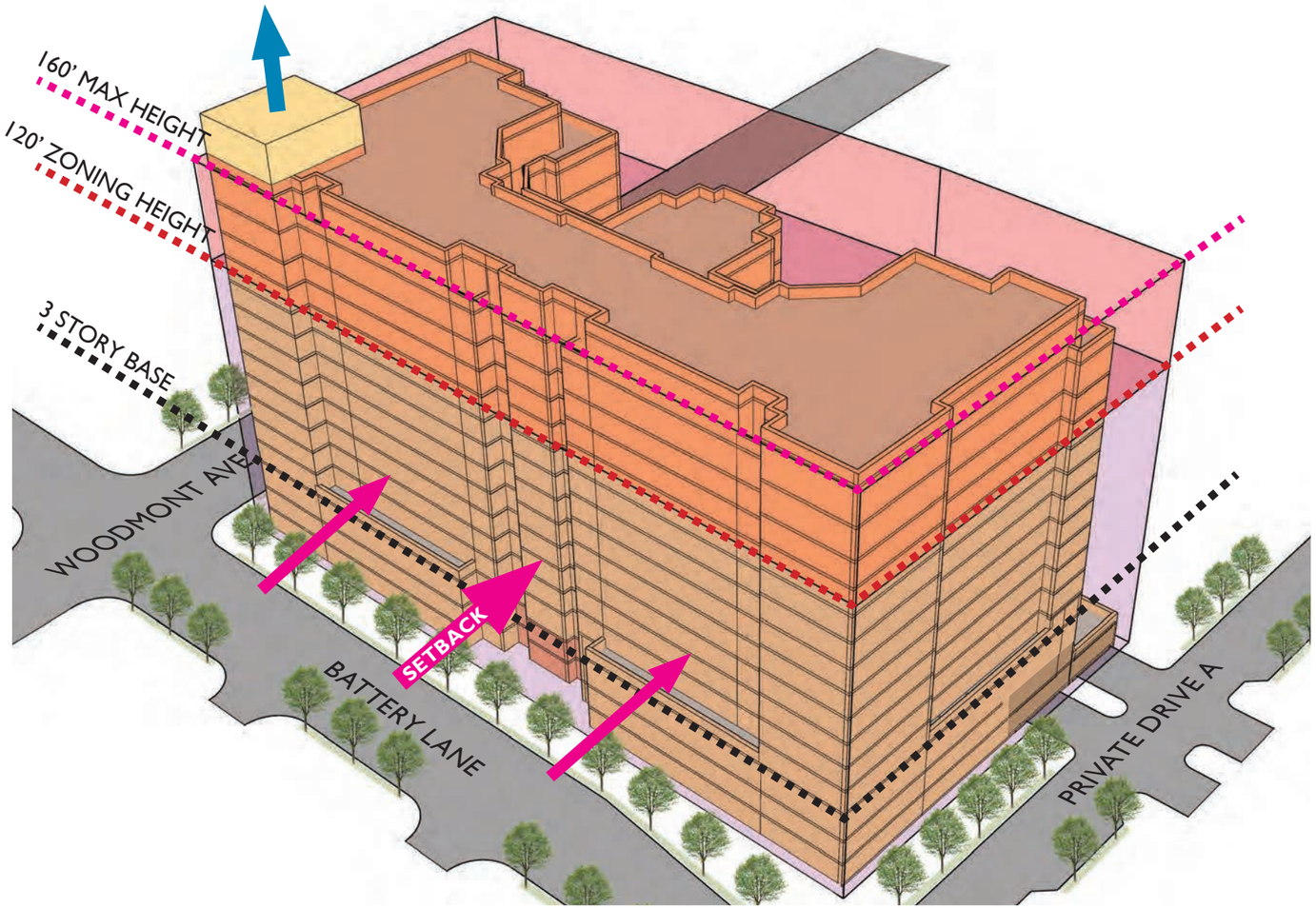
GREEN SPACE
PARKING
RESIDENTIAL AMENITY/ LOBBY



SITE B will hold the corner of Woodmont Ave and Battery Lane. Battery Lane will have setbacks to reduce tower massing.

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.

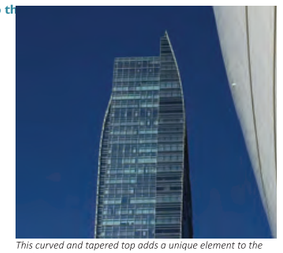
This innovative design treatment articulates the building and creates an intersection focal point.

2.4.7 Tower: Step-Back

Intent: To provide a human-scaled building edge along the street that enhances pedestrian comfort and access to sky views. In districts with mostly low to mid-rise buildings, the step-back enables new tall buildings to better relate to existing context and maintain a similar street character.

2.4.9 Top: Tower Top

Intent: The building top or cap contributes to the skyline, adding visual interest and shaping the image of Bethesda from afar. Tower tops should be carefully considered on prominent sites, including those with the tallest building heights, locations adjacent to major public open spaces and those that terminate views.



This curved and tapered top adds a unique element to the skyline.

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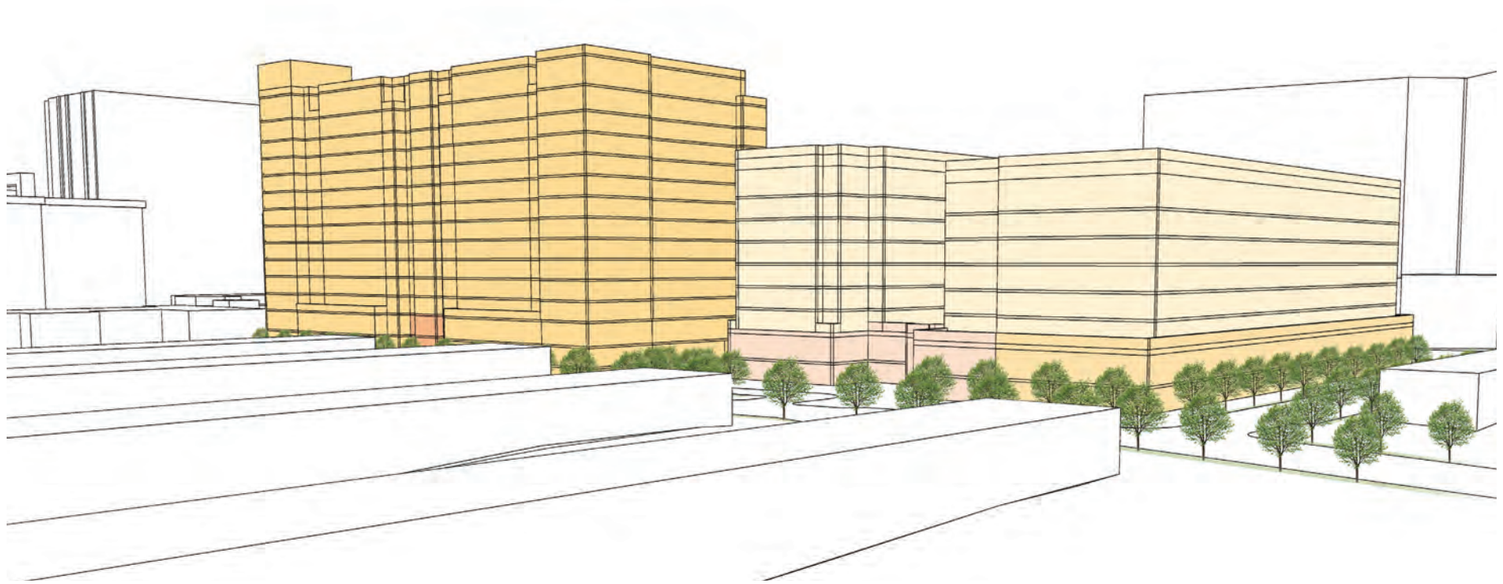

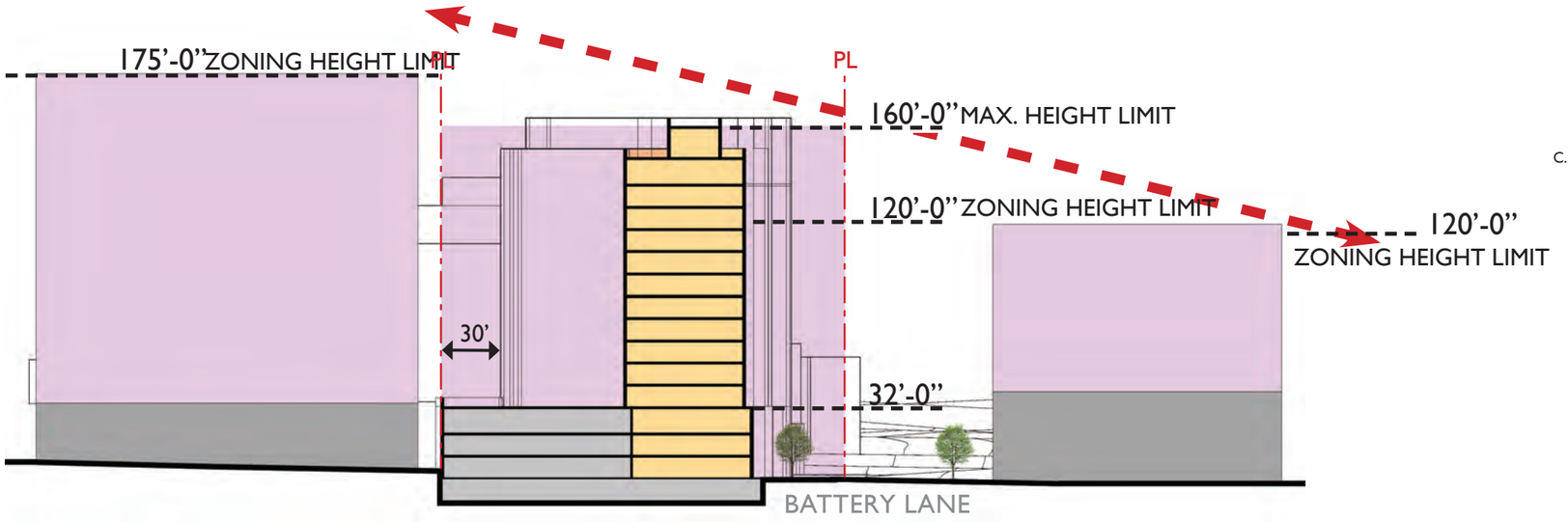

SITE B steps down in height from neighboring buildings along Battery Lane and Woodmont Ave.

2.4.1 Compatibility

Intent: Most new projects in Bethesda will be infill development, therefore design should respect the existing character and scale of the downtown's diverse districts, neighborhoods and public spaces.

Guidelines:

A. Maintain the character of small-scale retail streets by creating ground-floor retail with awnings, signage and bays that reflect the dimensions and design of adjacent existing stores. Step back upper floors to continue the pedestrian experience along the sidewalk of a low to mid-rise building edge.

B. Provide transitions to surrounding neighborhoods by including elements such as:
   - Stepped-down building heights.
   - Individual entries to ground-floor units.
   - Setback transitions to residential properties with front yard setbacks.
   - Increased landscaping in the frontage zone and planting/furnishing zone.
   - Fine-grain building articulation, such as variations in wall planes, colors, materials and textures.

C. Study the impacts of new development on public open spaces. Limit shadows where possible and provide active ground floors with entrances and windows onto public open spaces, avoiding orienting the backs of buildings to these spaces.

Norfolk Avenue has a unique scale and character that should be reflected in future development.

The Bethesda Theater redevelopment maintains the historic building character along Wisconsin Avenue and transitions to adjacent residential neighborhoods.
Source: Google Street View

Transitions from Wisconsin Avenue to surrounding neighborhoods require stepping down of buildings to mediate between the high-rise and low-rise scales of the two areas.
Source: The Vine Condos

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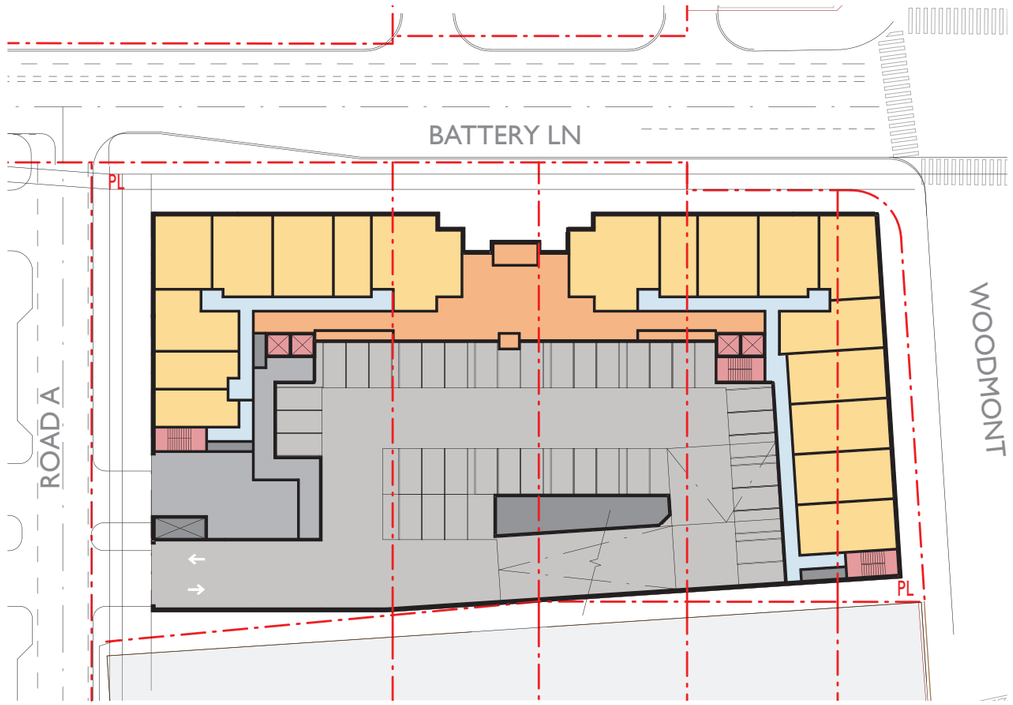
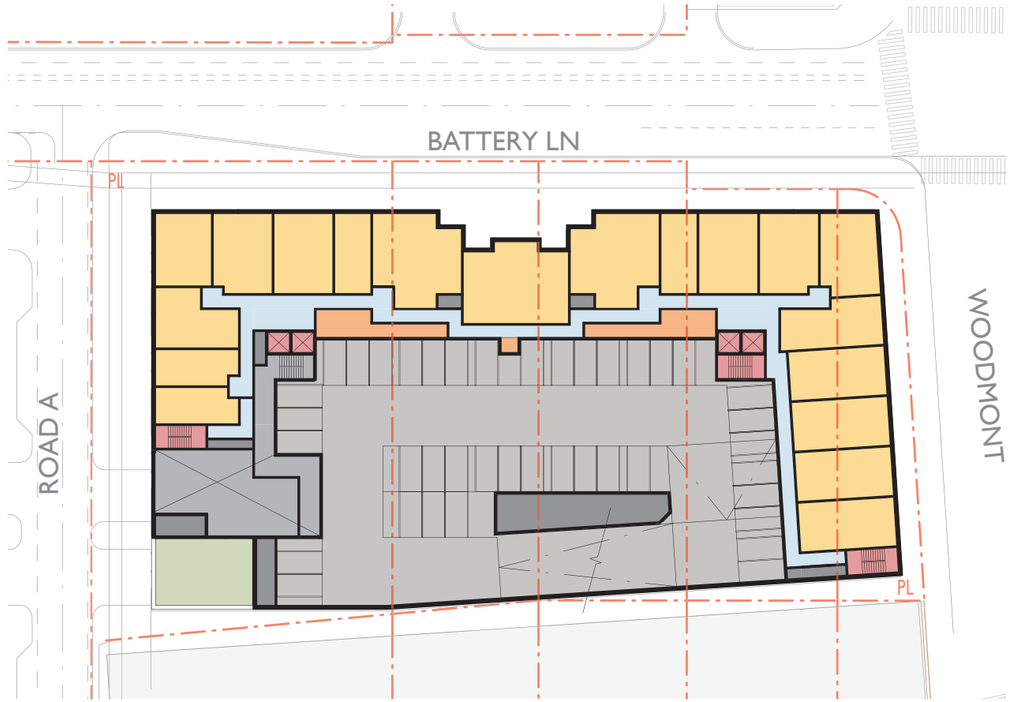
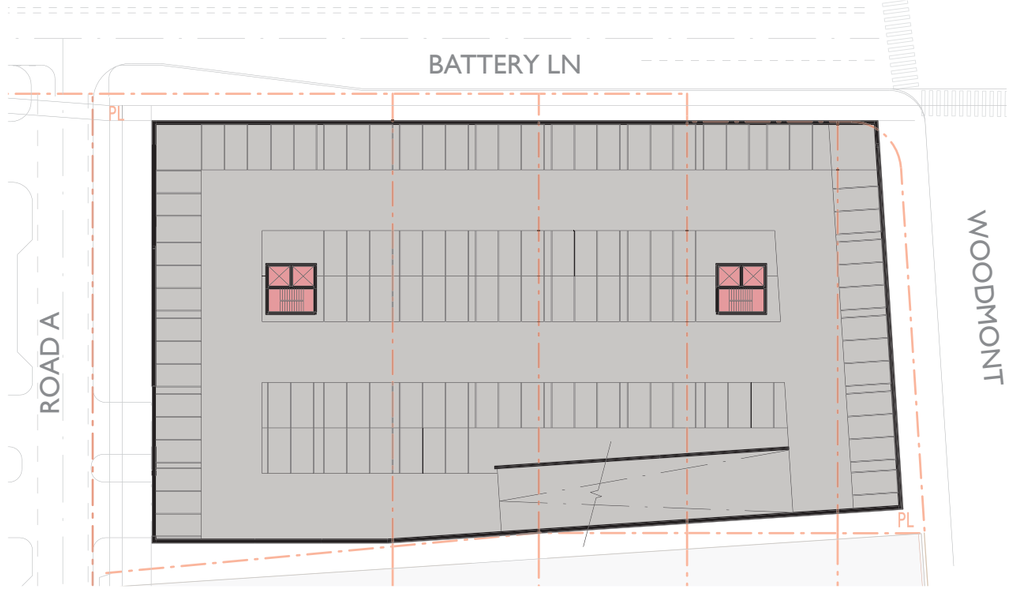


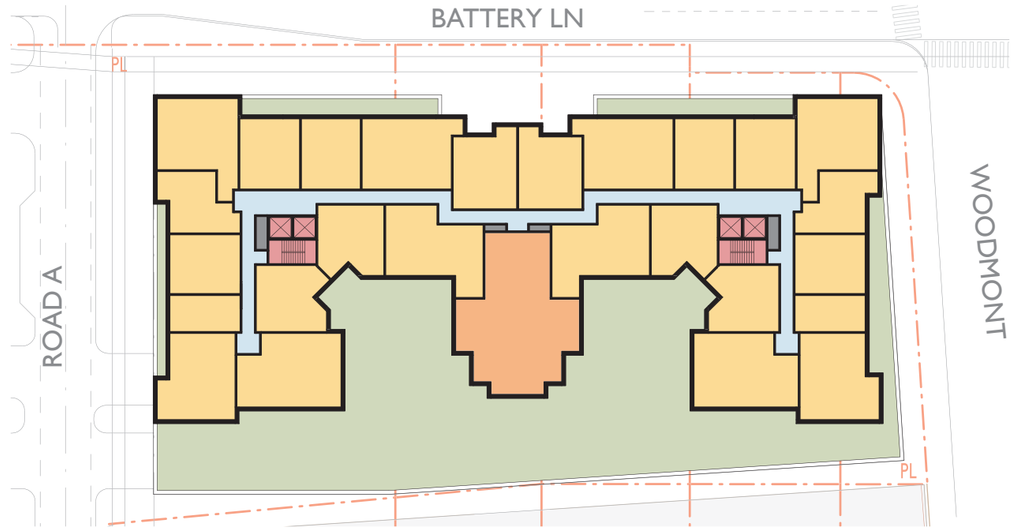
GROUND FLOOR PLAN



PODIUM FLOOR PLAN



BELOW GRADE GARAGE FLOOR PLAN



PODIUM AMENITY FLOOR PLAN

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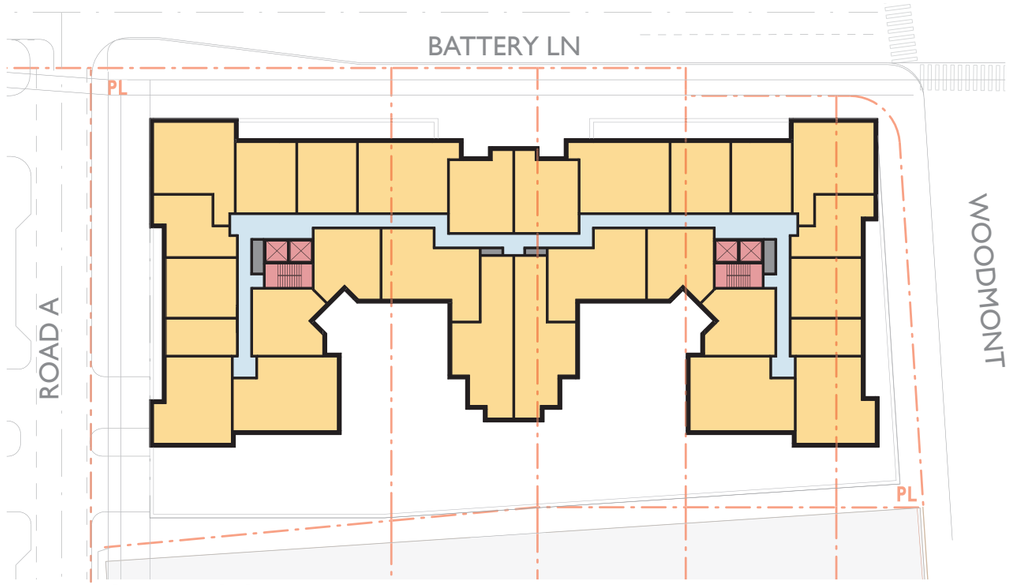
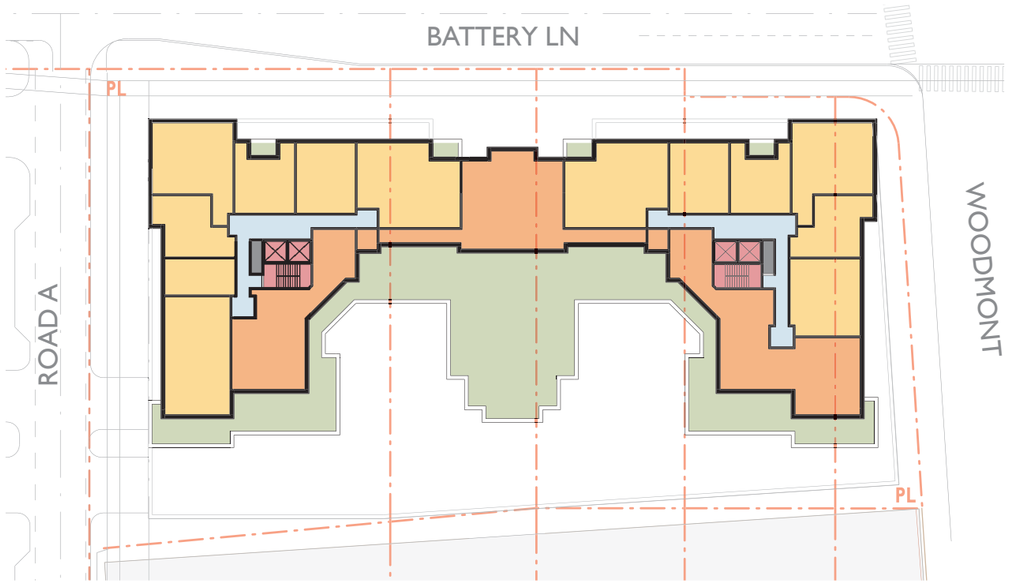
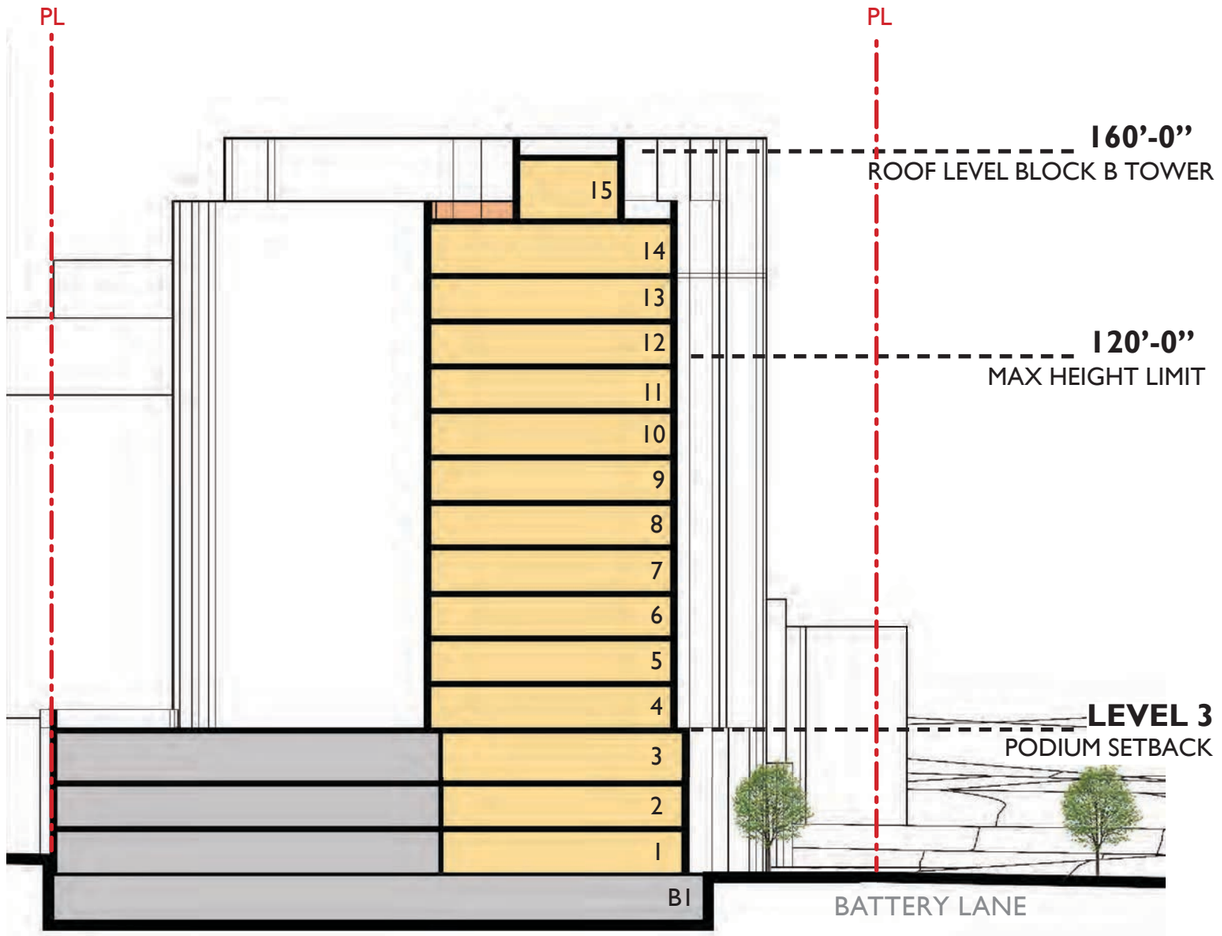


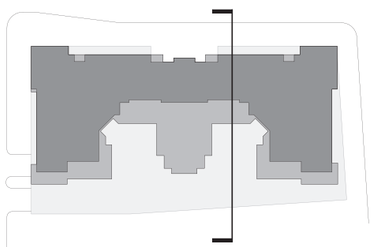
TYPICAL FLOOR PLAN



TOWER AMENITY FLOOR PLAN



BUILDING SECTION



BATTERY LANE DISTRICT

SITE B: 4858 BATTERY LANE

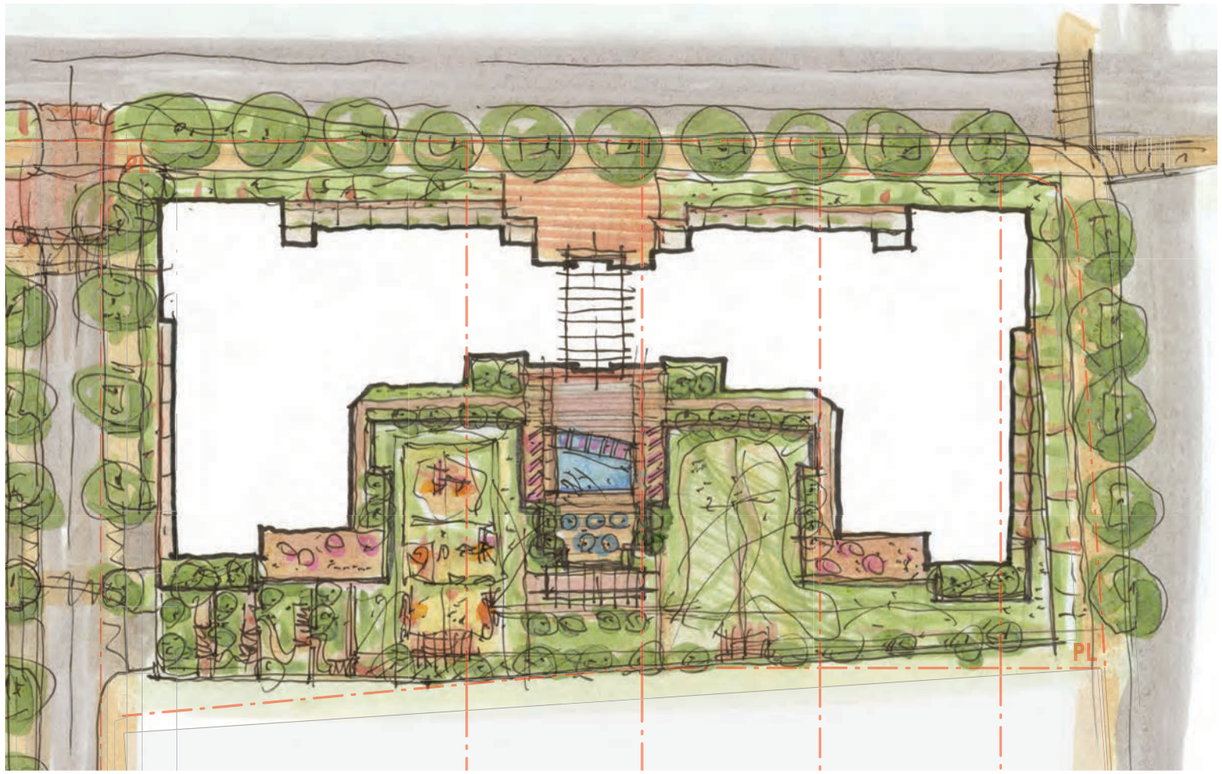
FLOOR PLANS/SECTIONS

No. 9.2

BROWN DEVELOPMENT LLC.

March 27, 2019

COOPER CARRY



SITE B AMENITY PLAN

SITE B's rooftop amenity may include elements such as: party room; pool; lounge areas; green vegetation; and outdoor kitchen.

BUILDING IDENTITY