

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	4702 West Virginia Avenue
File Number(s)	Sketch Plan No. 320190060
Project Address	4702 West Virginia Avenue

Plan Type Concept Plan Sketch Plan Site Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Shane Crowley	240-507-1884	shane@broadbranchdev.com
Architect	Dennis Connors (SK+I Architecture)		
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF and FAR)
Project Data	CRT-0.5, C-0.25, R-0.5, H-70	35 feet	Approximately 19,000 square feet of GFA (1.8 FAR)
Proposed Land Uses	8 multi-family condominium units (2 flats and 6 townhouse style units)		
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>	<input checked="" type="checkbox"/> Check if requesting additional density through the Bethesda Overlay Zone (BOZ) If yes, indicate the amount of density (SF and FAR): 13,750 sq. ft. of GFA (1.30 FAR) Please see the attached supplemental narrative.		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	<p>As described in greater detail on the supplemental narrative, the applicant is seeking a minimum of 20 public benefit points in the category of exceptional design.</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: physical model or 3D massing model that can be viewed from different perspectives in real time at the panel meeting, property location (aerial photo or line drawing), illustrative site plan, typical floor plans, sections, elevations, perspective views, precedent images and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. **Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.**



4702 West Virginia Avenue
Design Advisory Panel Submittal – Sketch Plan No. 320190060

I. Brief Property & Project Description

Broad Branch Development (the "Applicant") is the contract purchaser and developer of the property known as 4702 West Virginia Avenue, located to the west of the intersection of Tilbury Street and West Virginia Avenue (the "Property"). The Property is located in the northern portion of the Eastern Greenway District (as defined by the Approved and Adopted Bethesda Downtown Sector Plan – the "Sector Plan"). The Property consists of approximately 10,500 square feet of gross tract area and is improved with a single-family residential dwelling. The Property is zoned Commercial Residential Town (CRT)-0.5, C-0.25, R-0.5, H-70 and Bethesda Overlay Zone (the "BOZ"). The Property is located adjacent to the following uses:

- **West**: Montgomery County Public Parking Lot 44;
- **East**: 4700 West Virginia Avenue, a single-family detached dwelling that faces West Virginia Avenue;
- **North**: Two single-family detached dwellings; and
- **South**: A 10-foot public alley and Chase Avenue Urban Park.

The Applicant is proposing to redevelop the Property with a total of eight (8) multi-family dwelling units (6 townhouse style units and 2 flats), an underground parking garage with 15 vehicle parking spaces and long-term bicycle storage spaces, streetscape improvements and private amenities (the "Project"). The Project provides a dedication of ten (10) additional feet to allow for the Sector Plan recommended 60 foot right-of-way width on West Virginia Avenue. While the existing zoning permits up to 70 feet in building height, the Project has been designed with a maximum building height of 35 feet in accordance with the Sector Plan recommendation that the "required greenway width is equal to the amount of building height proposed" to enhance compatibility with the adjacent residential neighborhood to the east. (Sector Plan, p. 136). Since the Applicant does not presently control the neighboring property to the east (with frontage on Tillbury Street), limiting the building height of the Project to 35 feet will preserve the maximum flexibility for facilitating an Eastern Greenway segment that is a minimum of 35 feet wide when the adjacent property redevelops.

Vehicular access to the underground parking garage is proposed through a 20-foot drive aisle that has been moved to the westernmost portion of the Property's frontage on West Virginia Avenue. Since the Project includes less than 50 dwelling units, a loading bay is not required pursuant to Section 59-4.6.2.8.B of the Zoning Ordinance. Notwithstanding the foregoing, the Applicant is proposing that a portion of the existing West Virginia Avenue right-of-way, that is restricted as a Residential Parking Permit Area (RPPA), be designated as a loading zone for future residents moving in and out of the Project (as well as for mail and related deliveries).¹

¹ The Applicant will include a provision in the condominium documents that requires the limited loading activities associated with residents moving in and out of the Project to be: (a) coordinated amongst the other unit owners and limited to times outside of the AM and PM peak hours; and (b) conducted pursuant to a validly issued temporary contractors Residential Parking

II. Urban Design Concept

The Project is designed with three primary design intentions: (1) to provide a transition in building heights and housing typology between the more intensive zoning to the west along the Wisconsin Avenue Corridor and the established single-family neighborhoods to the east; (2) to activate the building frontages along (a) West Virginia Avenue, and (b) the future Eastern Greenway, and existing Chase Avenue Urban Park; and (3) to promote enhanced connectivity and open space.

(1) Transition in Building Height and Housing Typology

The proposed maximum building height of 35 feet is consistent with the Sector Plan recommendation to “provide a compatible transition between higher density development along Wisconsin Avenue and the East Bethesda and Town of Chevy Chase neighborhoods” as the properties to the west of the Property permit building heights of up to 70 feet (the mid-block properties) and 90 feet (the properties with frontage on Wisconsin Avenue). In addition to providing an appropriate transition in building heights, the Project incorporates a housing typology that is underutilized in Downtown Bethesda. While a significant number of high-rise multifamily dwelling units have either been constructed or are in the development pipeline, there is a shortage of townhouse style multifamily dwellings in the Sector Plan boundaries. To this end, the Project produces a housing type that is vastly undersupplied in the Bethesda CBD. As described in greater detail below, the urban design of this housing typology and proposed building height will activate the public realm and provide enhanced compatibility with the adjacent uses.

(2) Activation of three distinct building frontages

The urban design of the Project is aimed at activating the public realm along West Virginia Avenue, the future Eastern Greenway, and Chase Avenue Urban Park to create a pedestrian-friendly environment that is compatible with the adjacent residential neighborhood.

(a) West Virginia Avenue

The Bethesda Downtown Sector Plan Design Guidelines (the “Design Guidelines”) identify West Virginia Avenue as a Neighborhood Local Street, which recommends a build-to-line of 12 to 15 feet as measured from street curb to building face. The Project is designed with a 16-foot build-to-line, which will allow for a planting zone with landscape materials and a comfortable pedestrian through-zone (no sidewalk presently exists along the Property’s West Virginia Avenue frontage). Significantly, the Design Guidelines state that “because local streets provide a transition from the downtown core to surrounding neighborhood streets, the height of building frontages should reflect this change in scale.” (Design Guidelines, p. 24). The proposed building

Permit. FedEx, Amazon and similar deliveries will be permitted to temporarily utilize this loading zone as permitted under the County’s Executive Regulations governing Residential Permit Parking Areas.

height of 35 feet and townhouse style massing is consistent with the change in scale of development, as identified by the precedent image on page 25 of the Design Guidelines.

(b) Eastern Greenway and Chase Avenue Urban Park

The Project is designed to activate the ground floor of the building frontage facing the future Eastern Greenway with entrances and bay windows oriented toward this future public open space. The Project also incorporates a 10-foot wide pathway that separates the proposed building from the Eastern Greenway, which may also accommodate access for future residents of the Project to the Eastern Greenway. The building frontage facing Chase Avenue Urban Park is also designed with bay windows and articulation on the upper floors to promote placing eyes on this existing park. The Applicant is proposing streetscape improvements along the Property's frontage on the public alley to enhance pedestrian accessibility from the future Eastern Greenway to Chase Avenue Park.

(c) Facilitating Enhanced Open Spaces and Pedestrian Connectivity

In addition to incorporating urban design that will activate the West Virginia Avenue streetscape, Chase Avenue Urban Park and the future Eastern Greenway, the Project proposes a Park Impact Payment and separate financial contribution toward Chase Avenue Urban Park programming improvements. The requested allocation of 13,750 square feet of BOZ Density will result in approximately \$137,500.00 being made available through the required PIP payment to M-NCPPC for acquisition and/or development of additional park area in Bethesda. The Applicant is proposing to contribute an additional \$25,000 toward improvements to Chase Avenue Urban Park. Therefore, the Project provides approximately \$162,500 toward park space improvements in Bethesda, which is an overarching goal of the Sector Plan. Lastly, the Project is designed with pedestrian connectivity improvements in the following manner: (a) streetscape improvements on West Virginia Avenue where no sidewalk presently exists; (b) a 10-foot wide pedestrian pathway that will face and activate the future Eastern Greenway; and (c) proposed improvements to the 10-foot wide public alley that separates the Property from Chase Avenue Urban Park that will allow for better pedestrian access between the future Eastern Greenway and existing public park.

III. Exceptional Design Public Benefit Points

The Applicant is seeking a minimum of 20 public benefit points in this category on the basis that the Project satisfies and achieves the six identified criteria in the CR Zone Incentive Density Implementation Guidelines. The Applicant's justification for 20 public benefit points is as follows:

Providing innovative solutions in response to the immediate context

The Project creates frontages on three sides of the Property. First, the front elevation is setback to enhance the streetscape on West Virginia Avenue. Second, the side elevation is activated to face the future Eastern Greenway, which will be part of a more comprehensive network of open

spaces. Finally, the south façade is activated to have a compatible relationship with Chase Avenue Urban Park.

Creating a sense of place and serves as a landmark

The Project is a small boutique style condominium that will create a transition in building height and housing type from the higher density development on Wisconsin Avenue to the west and the less dense single-family residential neighborhoods to the east. The proposed transition in building heights will identify a change between the Bethesda CBD and a well-established residential community. When the Eastern Greenway is implemented, the Project will front and engage this public open space thereby becoming an identifiable landmark along this route.

Enhancing the public realm in a distinct and original manner

In addition to enhancing the streetscape along West Virginia Avenue, the Project will interact with the future Eastern Greenway allowing for access to the first floor of the Project from the east, and the paper alley to the rear will be enhanced through proposed pedestrian improvements which will also help to activate Chase Avenue Urban Park.

Introducing materials, forms or building methods unique to the immediate vicinity or applied in a unique way.

The Project will create frontages on three sides. First, the front elevation is setback to enhance the streetscape on West Virginia Avenue. Second, the side elevation is activated to face a future greenway which will be part of the North Eastern Greenway. Finally, the south façade will activate to have a relationship with Chase Avenue Urban Park. Also, although the building is three stories, by setting back portions of façade corners are emphasized, providing transitions at key dwelling unit entries to break down the scale of the building, and by providing bay window treatments at the 2nd and 3rd floor levels, the proposed building creates a base, middle and a top in a subtle fashion.

Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site.

The Project includes 8 dwelling units, the majority of which, will be a vertical style dwelling. In a compact development, the dwellings will therefore be able to take advantage of light and air at multiple levels and have rooftops for private recreation space. The majority of the dwellings will also have internal elevators which will allow the residences with convenient access to the street level and parking.

Integrating low-impact development methods into the overall design of the site and building beyond green building or site requirements.

The Project will have a consistent side yard setback at the east visually linking West Virginia Avenue to Chase Avenue Urban Park. Also, the Project has below-grade covered parking and green roof trellises at the upper levels. Since the building will have no internal corridors, no common heating or cooling devices will be required other than in the lobby.

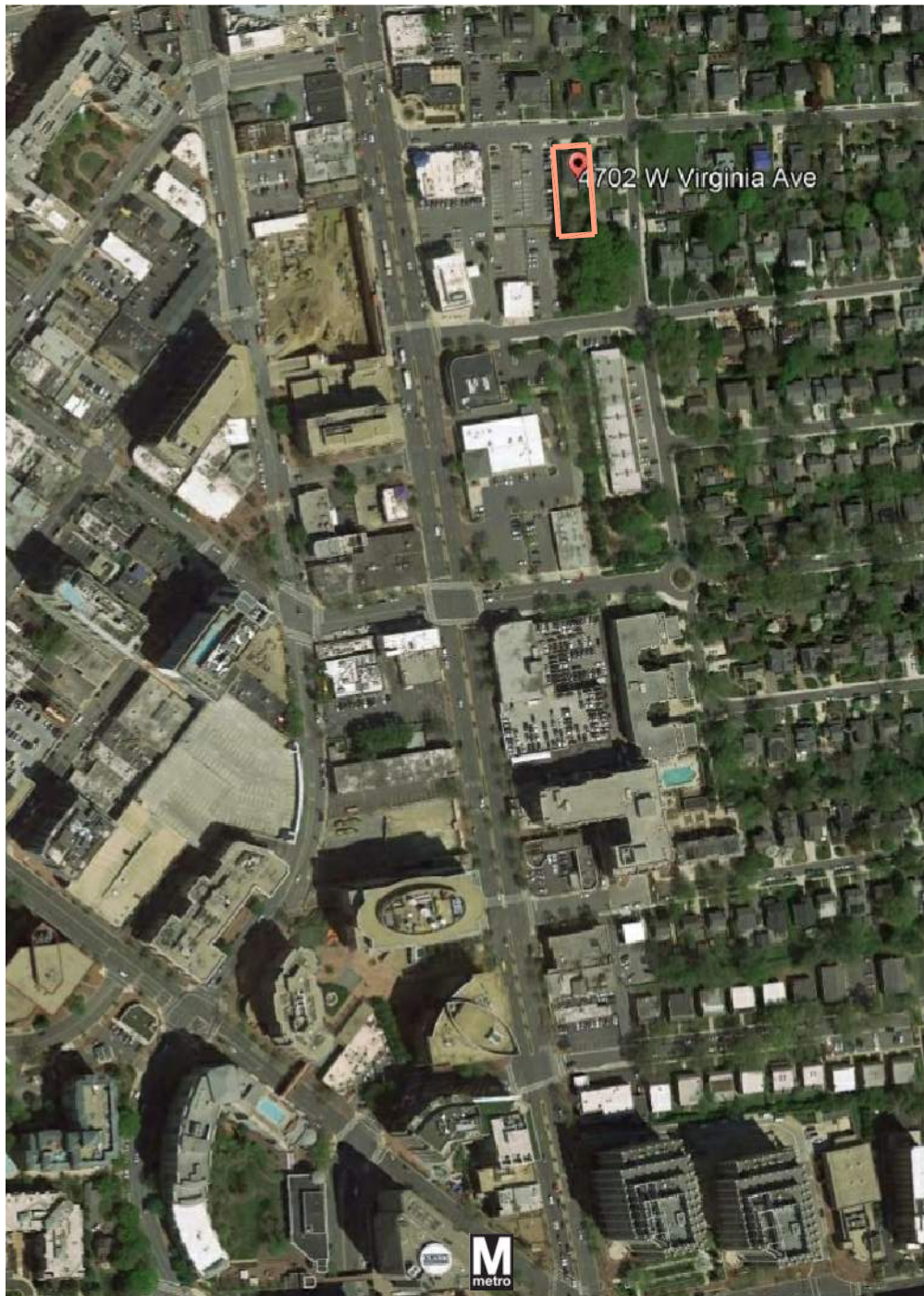
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**4702 West Virginia Ave
Bethesda, MD**

April 10th, 2019

SK+I ARCHITECTURE
Design Advisory Panel - Sketch Plan
Broad Branch Development





1 Site Context Bethesda
NO SCALE

NOTE: WALKING DISTANCE TO METRO IS 10 MINS OR ½ MILE



2 Site Context Block
NO SCALE

Illustrative - For Conceptual Purposes Only



Broad Branch Development

4702 West Virginia Ave

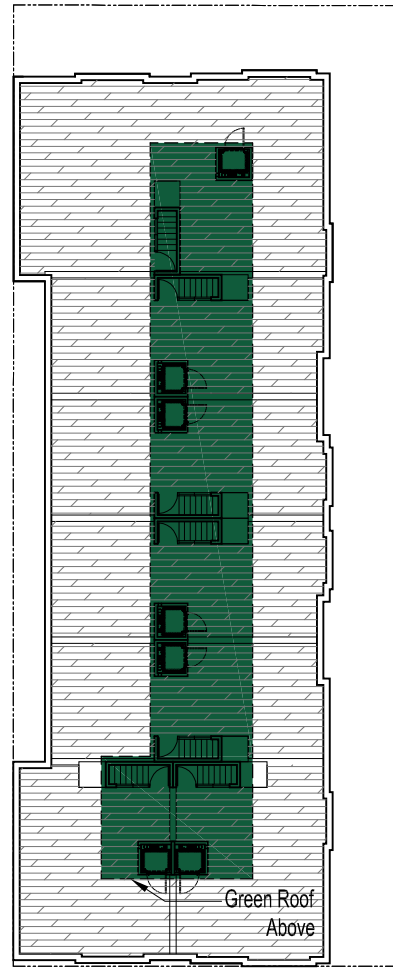
Bethesda, MD

April 10th, 2019

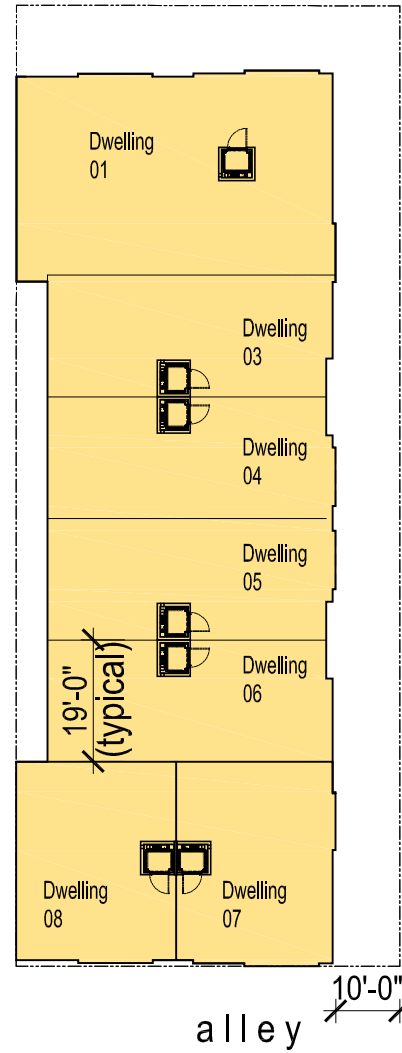
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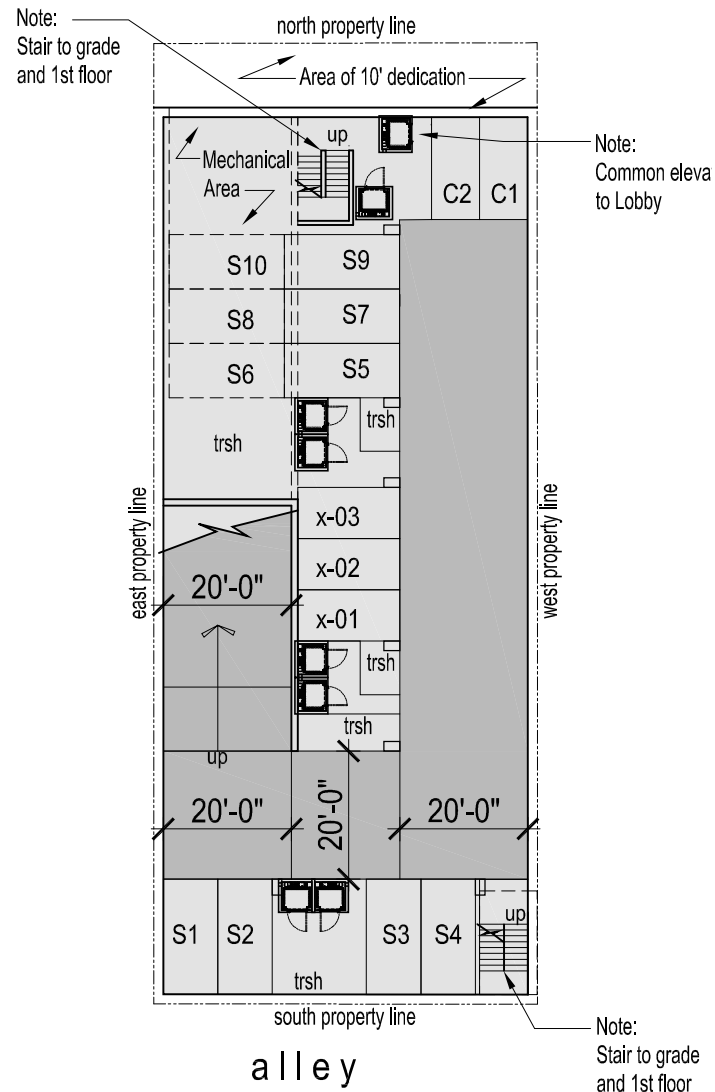
Site Context



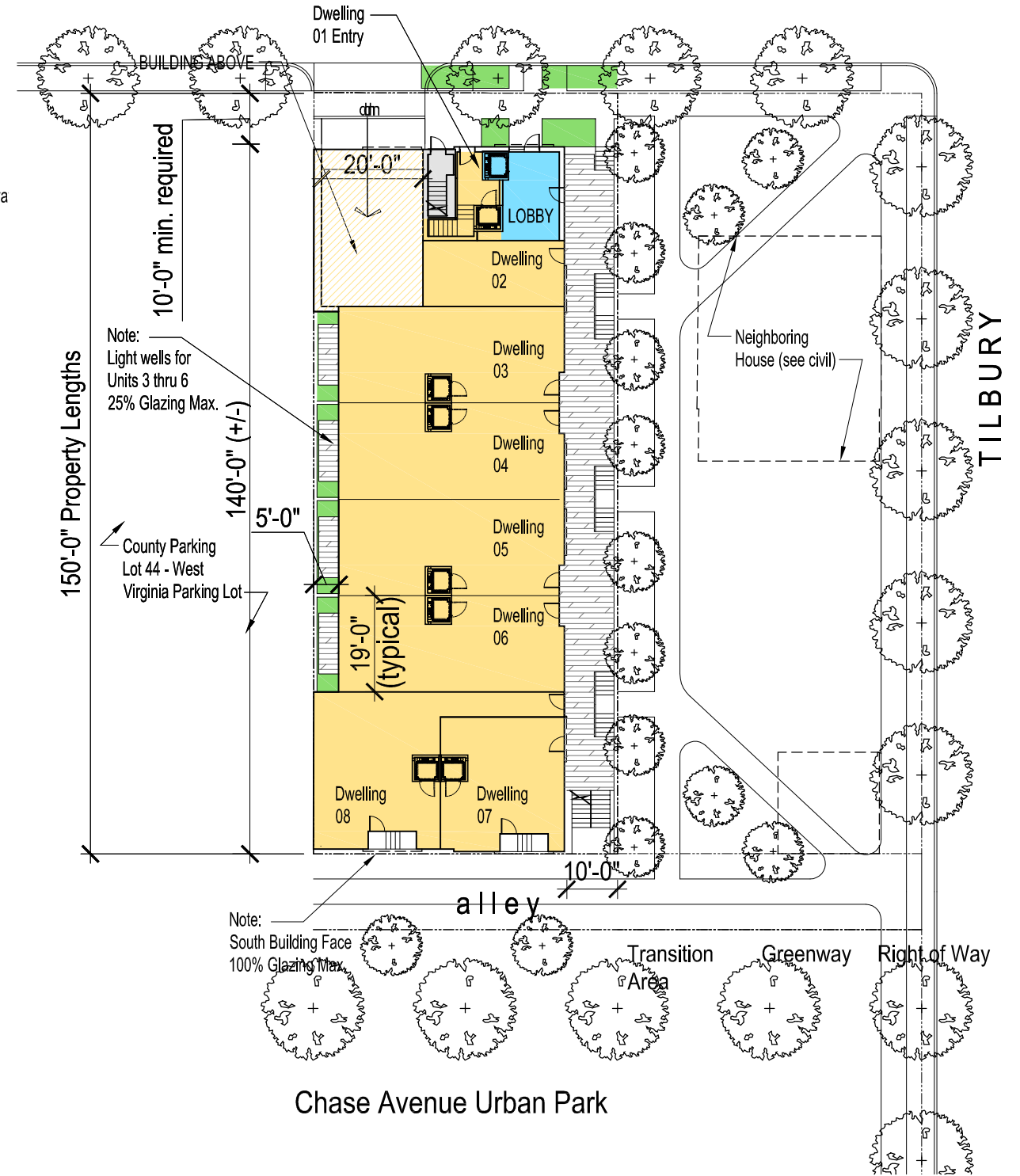
4 Roof Plan
SCALE: 1" = 30'



3 Typical 2nd and 3rd Levels
SCALE: 1" = 30'



2 Garage Floor
SCALE: 1" = 30'



1 Ground Floor
SCALE: 1" = 30'

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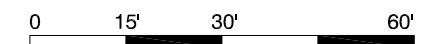
Garage and Ground Floor

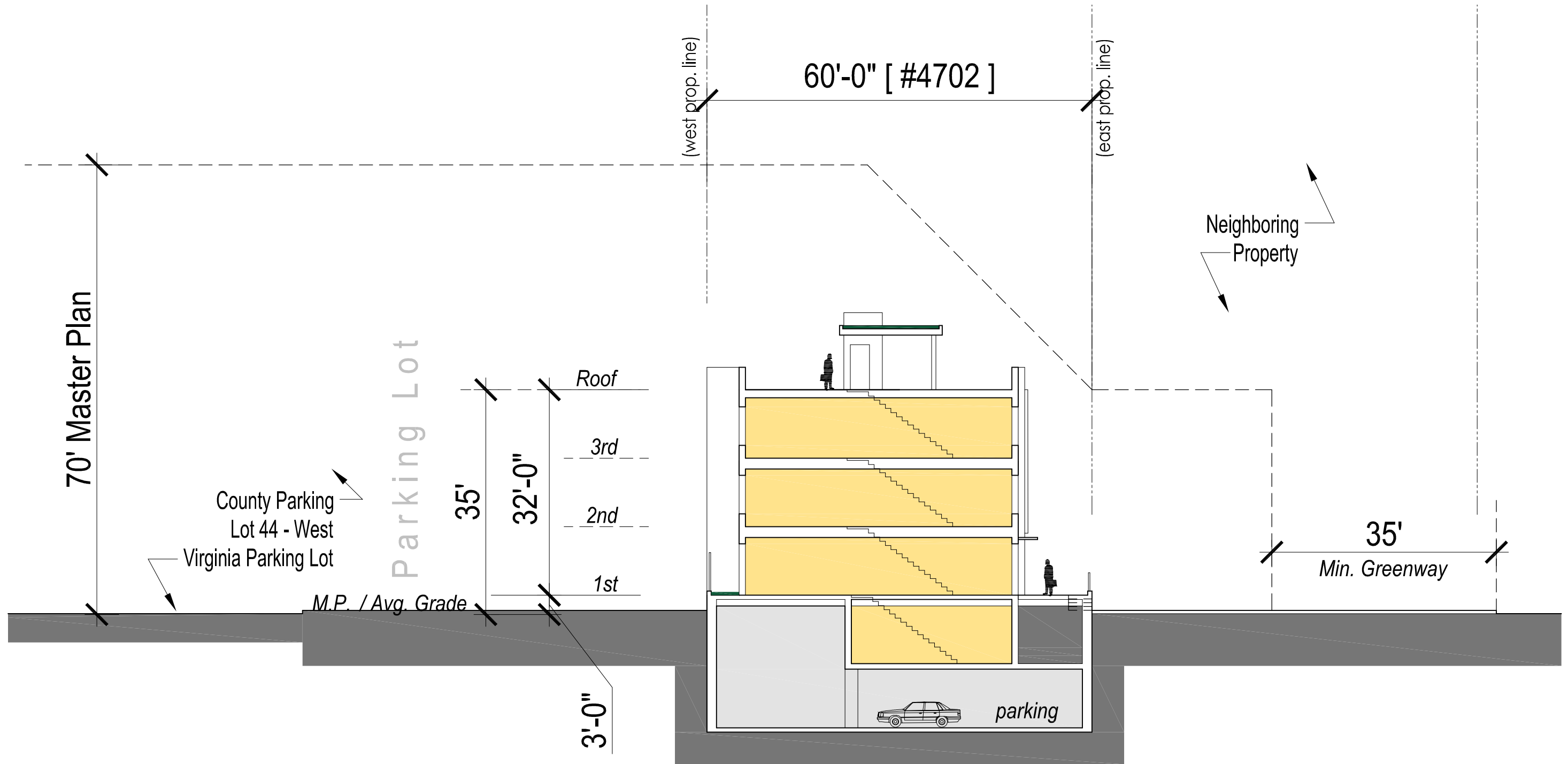
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4702 West Virginia Ave

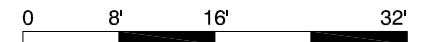
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Section





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4702 West Virginia Ave Precedents

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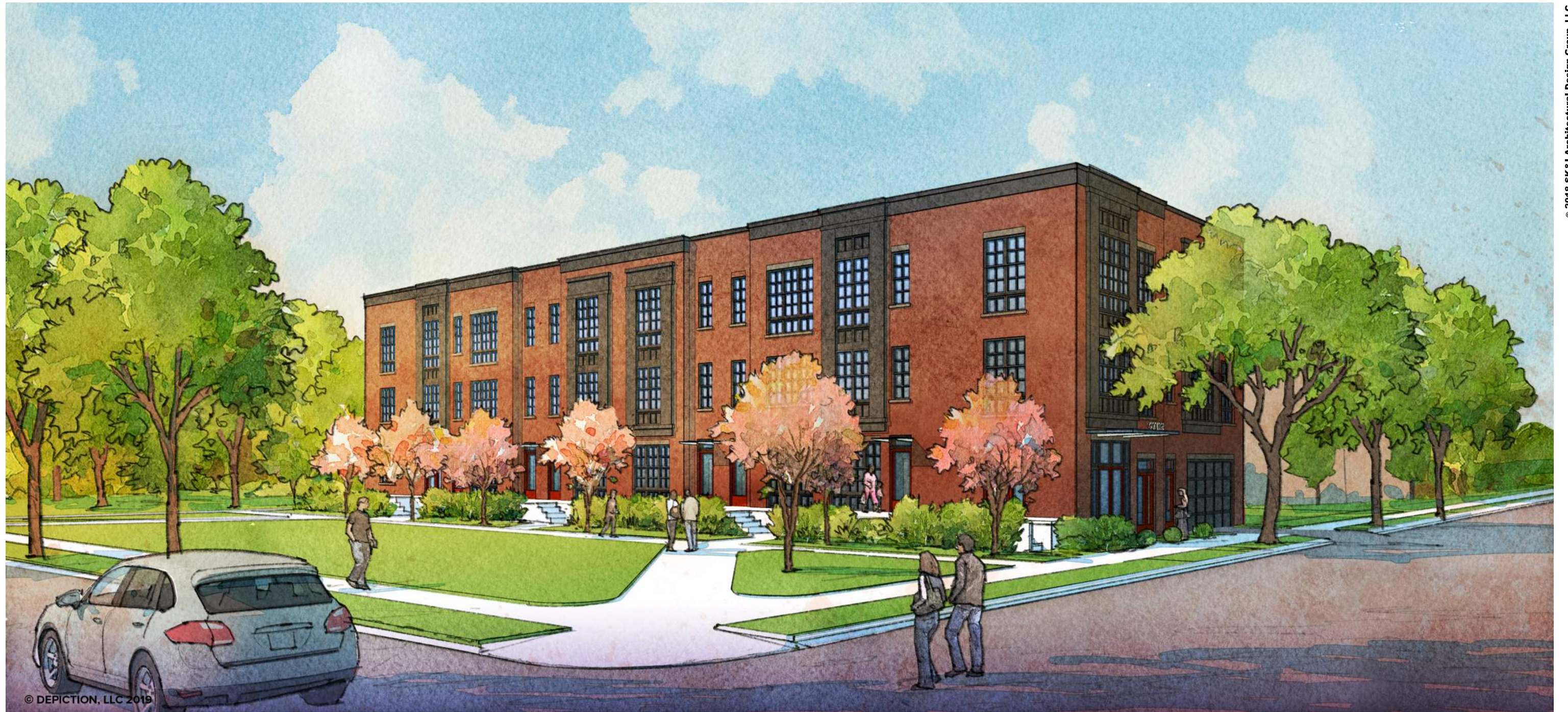
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