

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	
File Number(s)	
Project Address	

Plan Type

Concept Plan ☐

Sketch Plan ☐

Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact			
Architect			
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density
Project Data			
Proposed Land Uses			
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>	Check if requesting additional density through the Bethesda Overlay Zone (BOZ)		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</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:
 - 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



4915 and 4921 Auburn Avenue
Project Description
Site Plan

On November 29, 2018 the Montgomery County Planning Board approved Sketch Plan No. 320180170 and Preliminary Plan No. 120180210 for redevelopment of the Property with a mixed-use, predominately residential, development Property containing up to 204,728 square feet, including up to 180 dwelling units and 12,500 square feet of non-residential use. The Preliminary Plan approved the subdivision of the Property into two lots. The Bethesda Downtown Design Advisory Panel ("DAP") reviewed the project in connection with the Sketch Plan Application and was very supportive of the massing, height, and direction of the design. The Applicant has since refined its plans and is now seeking Site Plan approval.

In conformance with the Sketch Plan and Preliminary Plan approvals, the Site Plan proposes to redevelop the aging commercial buildings on the Property with up to 190,000 square feet (including MPDUs), comprised of up to 175 dwelling units and up to 12,500 square feet of commercial use. The residential component of the Project will include a minimum of 17.7% Moderately Priced Dwelling Units ("MPDUs") (up to 31 units); the MPDUs will comprise up to 29,728 square feet which, pursuant to Section 4.7.3.D.6.c.iii, will be exempted from the calculation of FAR.

The Project provides a context sensitive design that responds to the transit-oriented nature of its location, and transitional location on the edge of the CBD. As previously approved, the Project is divided into two buildings. On Lot 1, closest to the single-family residential neighborhood, the Applicant is proposing a four-story (or up to 50' tall) mixed-use building and substantial public use space. This public use space will serve as through-block pedestrian connection from Auburn Avenue toward Battery Lane Urban Park, and will provide a physical separation and green buffer between the proposed development and the adjacent single-family neighborhood. Lot 2 will be developed with an 11-story (or 122' tall) mixed-use building. The building envelope has been broken down using a number of design techniques to promote compatibility with the neighboring single-family homes, to provide a comfortable scale at the pedestrian level, minimize shadows on the ground plane, and respond to the Property's prominent location within the Bethesda CBD.

The Property is located in the Height Incentive Area as specified in the Bethesda Overlay Zone. The Height Incentive Area recommends providing more than the minimum required MPDUs by allowing additional height if a project exceeds 17.5% MPDUs. As approved by the Sketch Plan, approximately 12 feet of additional height will accommodate the proposed MPDUs (*i.e.* a minimum of 17.7%). As such, the Project will have a maximum height, as permitted by the Property's zoning and as recommended in the Downtown Plan, of 122 feet, inclusive of 17.7% MPDUs.

The Project has also been designed to contribute to the strength of Downtown Bethesda as a vibrant, pedestrian-friendly, mixed-use district and to promote the goals of the Norfolk Avenue main street as outlined in the Downtown Plan. To this end, a four story mixed-use building is proposed to be located directly along Norfolk Avenue to define the pedestrian environment and actively engage the street. Further, the Project consolidates parking and service entry points from three existing curb cuts to one, and accommodates parking and loading internally on the site through a fully shared-street. This will result in the prioritization of pedestrians and bicycles over cars and allow flexibility for future Norfolk Avenue street improvements. The Applicant will participate in the implementation of the Norfolk Avenue shared street.

One of the most unique public benefits that will come from redevelopment of the Property is the new public mid-block pedestrian connection through the middle of the building. The proposed pedestrian path completes the connection between the public pass-through between Auburn Avenue and Del Ray Avenue (located next to Imagination Stage, and illustrated on page 115 of the Downtown Plan), and the Bethesda Trolley Trail/Battery Lane Urban Park.

The through-block connection has been designed to mimic a classic brick arcade. The passageway will incorporate a series of arches that are emphasized by architectural LED lighting. This design, as well as treatment of the internal courtyard space, will be inviting to the public. Specifically, the corners of the building at the ground-floor, interior to the site, have been notched out to provide additional public gathering space and to visually reduce the perceived depth of the covered portion of the pass-through. Landscaping and lighting will be used to draw people into the space. Lighting is proposed to be incorporated into the pedestrian pathway leading in from Auburn Avenue (both in the flooring and building architecture), as well as on a prominent wall within the space (with views from Norfolk Avenue) that will serve as a visual amenity. Additionally, the mid-block connection will be lined with active ground floor uses on both sides. These ground floor spaces will be designed to provide ample transparency, to activate the pass-through, while still creating an intimate setting commensurate with the character of the residential building. Specialty paving will be used to allow the shared street space to read as one cohesive space, while using different textures to signal to vehicles that they are entering a pedestrian realm.

4915 and 4921 Auburn Avenue
Exceptional Design Narrative
Site Plan

The building's design (massing, material, and organizational concept) is a direct response to the Property's location in the Woodmont Triangle and its transitional location on the edge of the Central Business District ("CBD"). The Woodmont Triangle District is characterized by a series of long blocks. As is typical in the neighborhood, the Project proposes a through-block connection, to provide pedestrian permeability through the parcel to Battery Lane Urban Park. Additionally, the building addresses the transition of height that occurs at this edge of the CBD, by providing a unique massing design, based on an arrangement of smaller volumes. These smaller volumes provide two distinct scales for the Project: (1) a smaller scale facing the neighborhood to the west, and (2) a street scale, that is reflective of the Property's transit oriented location, along Auburn Avenue.

The building's form is based on a stepped arrangement of distinct volumes. Specifically, the building's western façade incorporates a series of tiered volumes. Each volume is approximately two to three stories, which step down dramatically to the adjacent residential neighborhood to provide a compatible transition. These stepped volumes will result in the creation of multiple outdoor spaces that provide terraces, designed to support green vegetative roofs, water filtration and storage, and plantings. These terraces will cascade toward Battery Lane Urban Park and the adjacent residential neighborhood, and provide a "soft" architectural façade treatment.

For the building's Auburn Avenue façade, volumes are arranged in an appropriate street façade, and are stacked in a thoughtful pattern. The Auburn frontage will have a continuous façade at the building's base to define the street and reflect the Property's urban character. Above the ground floor, the building façade is modulated with material changes and a series of two to four story recesses, which break down the building's mass and provide architectural interest. By using one of these vertical breaks in the massing, the building emphasizes the entrance to the mid-block pedestrian connection along Auburn Avenue and welcome people into this space. Additionally, these recesses offer opportunities for terraces and balconies, which is an added amenity for residents and will provide additional activity on the street. Furthermore, the top of the building is formed by gradual stepping of the building from south to north (one to four stories), to contribute to the creation of a unique skyline and shouldering of the building. The resulting building design will provide a human-scaled building edge along Auburn Avenue, while emphasizing the urban nature of the Project and accommodating the various site and building constraints.

The materials employed for the building consist primarily of clay masonry units in texture and colors that will complement and enhance its surrounding context. Specifically, two masonry colors are proposed to modulate the scale and reinforce the massing concept. The

façade masonry will consist of different masonry coursing details to provide a textured façade: traditional running bond masonry and stack bond patterning. In addition to the masonry, architectural panels will be installed, using accent colors at the window and balcony openings featured on the façades. The window openings are varied, ranging from one to two stories and have varied depths to provide architectural interest inside the volumetric scaling of the building.

The through-block connection will continue masonry pavers on the horizontal surfaces in two textures to distinguish pedestrian circulation from the vehicular drive aisles. Retail and building entrances will highlight the midblock connection providing animation to the pass-through, a strong and distinguishing feature of the Woodmont Triangle neighborhood. In the passageway, corbelled brick patterns will provide additional textures, with accent lighting to feature the patterning, and provide a visual amenity to a passersby.

Accordingly, the proposed design promotes the planning and design goals embodied in the Bethesda Downtown Plan and Design Guidelines, while presenting a uniquely shaped building for a site that contextually mediates scale.

I. Bethesda Downtown Plan and Bethesda Downtown Plan Design Guidelines

The Project furthers many of the goals of the Downtown Plan and the Design Guidelines, including:

A. Downtown Plan

- Providing expanded affordability for housing through the inclusion of a minimum of 17.6% Moderately Priced Dwelling Units.
- Taking advantage of existing and planned transit by redeveloping the existing low-density, aging commercial buildings with a high-density, mixed-use, predominately residential building that is more appropriately suited for the Property, given its transit-oriented location within 0.6 miles of the Metro Station and various bus routes.
- The Project will provide diverse housing opportunities by including a variety of market rate unit sizes and layouts to facilitate the availability of new housing, in a range of types and rents, within walking distance of the Metro.
- Importantly, the Project's design and the Property's location presents an opportunity to improve the relationship between the CBD's more intensive uses and the residential properties that are located just outside the CBD boundary to the west. The proposed use (which is predominately residential) will be more compatible with the adjacent single-family residential properties than the current commercial buildings and surface parking lots. The building has also been designed to incorporate a series of step-backs and height step-downs on the western façade, to provide a gradual transition from the single-family residential properties and the more intensive uses located beyond the Property in the CBD.

- The Project will preserve the low-density, pedestrian scale character along Norfolk Avenue. The Project proposes to locate a four-story mixed-use building directly along the Property's Norfolk Avenue frontage. As a result, the Project maintains the desired low-density main street character. The four-story building has been strategically designed to create an appropriate transitional scale and to mark the beginning of the Norfolk Avenue Shared Street.
- The proposed design consolidates vehicular access points from three existing curb cuts to one and in doing so, eliminates the existing vehicular access to the Property off of Norfolk Avenue to promote a more pedestrian oriented streetscape experience. The Project will provide streetscape improvements and will take an important first step toward implementing the Norfolk Avenue Shared Street (either through monetary contribution or implementation).
 - The Project will improve connectivity throughout the neighborhood. The Project provides a pedestrian connection through the site that will serve as the missing link between the Bethesda Trolley Trail, which includes a pedestrian connection through Battery Lane Urban Park, and the through-block pedestrian connection between Auburn Avenue and Del Ray Avenue, adjacent to Imagination Stage.

B. Design Guidelines

As discussed in detail below, the building design complies with the recommendations of the Bethesda Design Guidelines and takes advantage of the alternative compliance afforded to small sites.

- **Building Form**
 - **Tower Step-Backs**

The Design Guidelines recommend a base height of 3-6 stories (or 35'-70'), with a tower step-back of approximately 10-15 feet for Downtown Mixed-Use Streets, and a base height of 2-stories (or 25'-50'), with a tower step-back of approximately 15-20 feet for Shared Streets.

On the western façade no specific step-backs are required (as this is along an interior lot line). However, an important aspect of the building design is the series of horizontal and vertical step-backs incorporated along the western façade to provide a compatible transition to the single-family properties located just outside the CBD boundary to the west. Specifically, the design of the western façade incorporates a series of two- to three-story stepped volumes that provide a gradual transition to the taller heights located along Auburn Avenue (and in the CBD beyond). The result is a design which greatly reduces the perceived massing of the building.

Norfolk Avenue is classified as a Shared Street. As recommended in the Design Guidelines, the Project will promote and maintain the character of smaller scale commercial/retail structures with fine-grained and varied storefronts envisioned along Norfolk

Avenue (*see* page 98). The four-story, mixed-use building located directly on Norfolk Avenue will have a maximum height of 50 feet, in keeping with the recommended base building height (*i.e.* 50 feet) (*see* page 98 of the Design Guidelines). The commercial building has a depth of approximately 29 feet, which serves to create a generous step-back to the taller multi-family residential development behind (exceeding the 15 foot step-back recommended in the Design Guidelines). This will contribute to the creation of a continuous streetscape character along Norfolk Avenue.

Auburn Avenue is classified as a Downtown Mixed-Use Street. In accordance with the Design Guidelines, because the proposed building is within the general 120' height range and less than 120 feet tall without the MPDU bonus height, the Applicant is proposing alternative methods, other than step-backs, to reduce tower bulk along this frontage. This alternative compliance is also necessary to accommodate the generous step-backs incorporated on the western façade, while still allowing for a usable floor plate size. The proposed design will incorporate material changes and a series of two to four story recesses to break down the perceived massing along Auburn Avenue, while simultaneously providing a consistent street edge that is reflective of the Property's urban character. By using one of these vertical breaks in the massing, the building emphasizes the entrance to the mid-block pedestrian connection along Auburn Avenue and welcome people into this space. Additionally, these recesses offer opportunities for terraces and balconies, which is an added amenity for residents and will provide additional activity on the street. Furthermore, the top of the building is formed by gradual stepping of the building from south to north (one to four stories), to contribute to the creation of a unique skyline and shouldering of the building. The resulting building design will provide a human-scaled building edge along Auburn Avenue, while emphasizing the urban nature of the Project and accommodating the various site and building constraints.

▪ **Building Placement**

The façade of the base building will be located directly along the Property boundary to create a continuous street edge along both Auburn Avenue and Norfolk Avenue. To further activate the pedestrian environment, ground floor commercial uses and residential lobby/amenity spaces are proposed along both Auburn Avenue and Norfolk Avenue. Additionally, the building design will incorporate ample transparency, articulation, and various building materials at the ground plane. In conformance with the Design Guidelines and Downtown Plan, the streetscape along Auburn Avenue will be approximately 15 feet wide (in-line with the recommended 15-20 foot setback from the street curb) and 16 feet wide along Norfolk Avenue (to accommodate the 80 foot right-of-way recommended for the Norfolk Avenue shared street).

▪ **Tower Separation**

The Design Guidelines generally require that tower floors be separated at least 22.5 to 30 feet from the side and rear property lines. However, the Design Guidelines also provide that in instances such as the subject application, where the proposed building (before accounting for

additional MPDU height) is less than 120 feet tall and where the Property is of limited size/width/depth, the tower separation may be reduced.

The building on Auburn Ave applies a unique approach to its organization and massing based on its specific location and adjacencies. First, urbanistically, at the street level the building provides a pedestrian mid-block break through its center that continues the language of alleys and connections that are an important feature in the Woodmont Triangle district. A beautifully paved access way connects through the site from Auburn Avenue (extending the existing mid-block pedestrian connection between Del Ray and Auburn Avenue to the south) to a rear garden and public space that continues to Norfolk Avenue, and to the Battery Lane Urban Park beyond.

Secondly, the building is shaped to appropriately scale to the residential neighborhood to the west. Conceived as a series of discreet, individual volumes that are arranged in a stepping fashion, the building presents façades that are two to three stories in height arranged diagonally across the site in response to its location. These volumes reflect the residential scale to the west and avoid shadows on the ground plane. On the street side (*i.e.* Auburn Avenue), the proposed design will incorporate a series of two to four story recesses and material changes to break down the perceived massing along Auburn Avenue, while simultaneously providing a consistent street edge that is reflective of the Property's urban character.

The southwest corner of the building will achieve a 15 foot separation from the southern property boundary, above 17 feet. This step-back will allow for substantial glazing on this portion of the façade, which is closest to the adjacent residential neighborhood. The building will also provide various setbacks, ranging between 3 and 9 feet above the 5th floor, to allow for ample glazing along the northern façade (above the existing two-story retail building located directly at the corner of the intersection of Auburn Avenue and Norfolk Avenue). The separations proposed will therefore further the intent of the Design Guidelines in avoiding the creation of expansive blank façades. Strict adherence to the tower separation recommendations would create practical difficulties and create unworkable typical floor plate widths.

II. Exceptional Design Narrative

The Applicant is seeking 20 (of the allowed 30) Public Benefit points for Exceptional Design. The Project satisfies a minimum of four of the Exceptional Design criteria, as specified in the Zoning Ordinance and Commercial/Residential and Employment Zones Incentive Density Implementation Guidelines. These criteria are addressed in turn below:

A. Providing innovative solutions in response to the immediate context;

The Property is uniquely situated and serves as a transitional site between the CBD and single-family neighborhood located just outside the CBD boundaries to the west. The Project provides a unique, context sensitive design that responds to both the transit-oriented nature of its location and transitional location on the edge of the CBD.

One of the primary goals of the design was to provide a volumetric approach to the building that would provide an appropriate transition between the adjacent neighborhood to the taller heights that surround it, with the proposed design serving as a mediating element between these scales. The design team quickly abandoned a traditional massing approach of base, middle and top, and instead designed a more interesting organic, modular response. The dynamic west side of the building proposes elements that step down and cascade from north to south, east to west, and employ a scale that is compatible with the neighborhood. Further, the approach avoids a large, blank façade, providing instead smaller volumes with outdoor terraces and greenery.

B. Creating a sense of place, that serves as a landmark.

The Woodmont Triangle District is perhaps the most interesting neighborhood in Bethesda due to its strong urban street plan and pedestrian orientation. The subject Project will introduce needed residents creating more of a 24 hour environment on Auburn Avenue. This will result in additional "eyes on the streets", helping to more fully activate the area, fulfilling the Sector Plan goal of a vibrant mixed-use neighborhood. One of the unique Design Guidelines for the site is the formation of Norfolk as a shared, pedestrian oriented street. This proposal provides a key anchor in achieving this goal by placing a wing of the building, at four-stories, along this Norfolk Avenue frontage – the mix of uses proposed along Norfolk Avenue further knits together the single family residential and central business district communities. The remainder of the building is set back from Norfolk focusing on the urban scale of Auburn Avenue. Together with the mid-block pedestrian passage, the building's design elements reinforce the unique sense of place that is the Woodmont triangle neighborhood.

C. Enhancing the public realm in a distinct and original manner;

The proposed buildings have been designed to create a continuous building façade at the street level to help define and activate the pedestrian environment. The ground level spaces will be occupied by commercial users and/or residential lobby and amenity spaces, to further activate the street. The street level façades have been designed, in accordance with the recommendations contained in the Design Guidelines, to provide additional detail and ample transparency to further enliven the public space.

Furthermore, the Project proposes a very unique pathway through the middle of the site that breaks down the large urban parcels on Auburn Avenue and completes the connection between the public pass-through between Auburn Avenue and Del Ray Avenue (located next to Imagination Stage, and illustrated on page 115 of the Downtown Plan), and the Bethesda Trolley Trail/ Battery Lane Urban Park. As discussed above, the mid-block connection incorporates landscaping, lighting and specialty paving, which will draw users into the space. The building façades flanking either edge of the mid-block connection will incorporate storefront windows to provide ample transparency into the active ground floor uses, to further enliven this public space. As such, the through-block connection will continue the connective culture present in the Woodmont Triangle.

To provide the most appropriate public realm possible, all building services will be entered from the mid- block passage and will not be visible from the Auburn Avenue frontage. This maximizes active street frontages along both Norfolk and Auburn Avenues. Additionally, the Project will participate in the implementation of the Norfolk Avenue shared street. Collectively, the Project will provide significant improvements to the public realm.

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

The building form is based on a stepped arrangement of distinct volumes, each approximately two to three stories, which dramatically steps down to the adjacent neighborhood to provide a compatible transition. The building materials proposed reinforce the unique massing approach in a distinctly contemporary architectural response to the site. The materials employed for the building are typical of the Woodmont Triangle neighborhood and consist primarily of clay masonry units in texture and colors that will complement and enhance its surrounding context. Specifically, two masonry colors are proposed to modulate the scale and reinforce the massing concept. The façade masonry will consist of different masonry coursing details to provide a textured façade: traditional running bond masonry and stack bond patterning. In addition to the masonry, architectural panels will be installed, using accent colors at the window and balcony openings featured on the façades. The window openings are varied, ranging from one to two stories and varied depths to provide architectural interest inside the volumetric scaling of the building.

At the ground level, additional detail and ample transparency will line the activated passage that traverses through the site and provides a new point of connection through the Woodmont Triangle District.

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

The Project will redevelop the existing, aging commercial buildings with a new mixed-use, predominately residential development. The design process began with a thorough analysis of the surrounding context and neighborhood. This analysis considered both the present and future development of the site and neighborhood. The results of our analysis lead to the idea of using the site to mediate between future development and the existing adjacent neighborhood. This consideration forms the basis of the architectural concept and embodies the concept that good design can and should enhance the environment. The resulting design is rooted in the specifics of the site's location and based on providing an appropriate urban mediation from east to west, and north to south. As a result, the façade and composition vary with a granular, scalar composition of overlapping and stepping elements tapering to the residential neighborhood, and a more urbane-façade oriented composition on Auburn Avenue.

F. Integrating low-impact development methods into the overall design of the site and building

The Project will result in significant improvements to the treatment of stormwater management on-site, as there are no known stormwater management facilities located on the Property and drainage flows from rooftops and parking areas directly into the storm drain system unabated. The Project will include an approximately 8-inch green roof, spread across up to 25% of the terraced roofs, significantly reducing impervious cover and providing microclimate cooling and pollinator benefits. In addition to the proposed green roof, three micro-bioretenment facilities are proposed to treat the stormwater runoff from the remaining roof area not being treated by green roof. This green roof and micro-bioretenment planter box system more closely mimics the natural hydrological cycle, filtering and slowing down rain runoff, provides habitat for birds and insects, and reduces the heat island effect. The site at ground level will preserve the current drainage patterns, but will include a variety of plant material slowing, filtering, and infiltrating additional runoff. In combination, the planting and stormwater facility design will act as an integrated system lowering the impact of development and improving water quality.

4915 & 4921 AUBURN AVE

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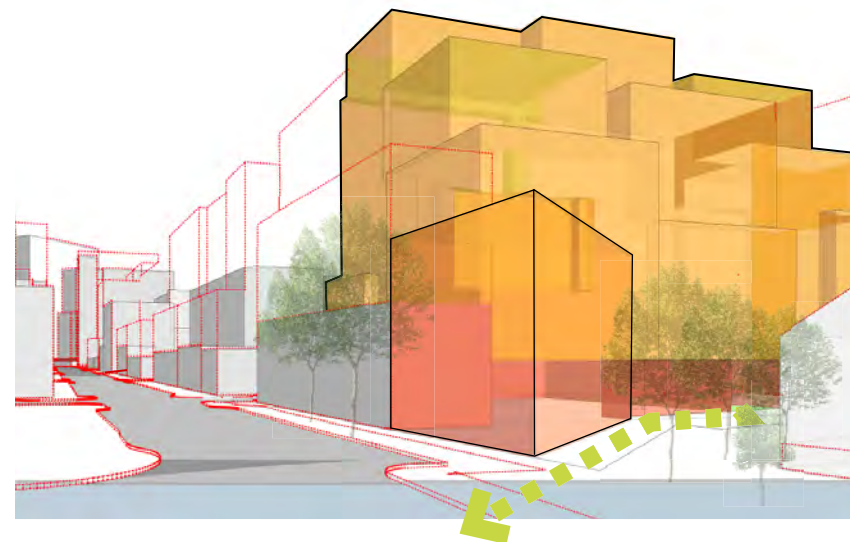
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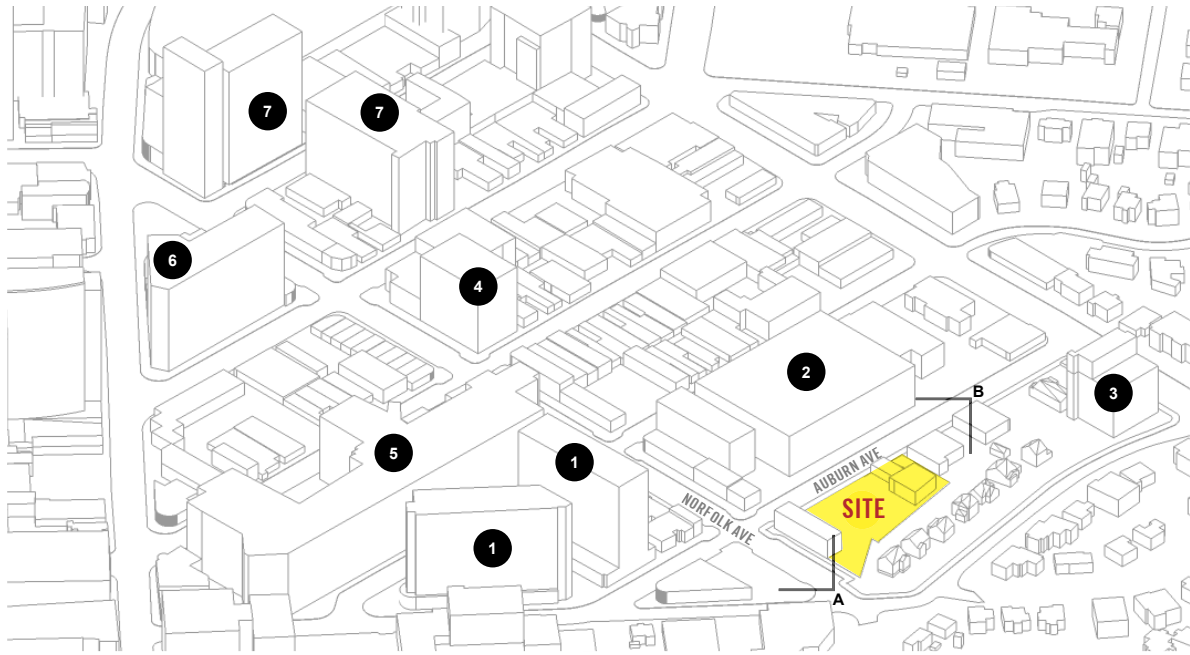
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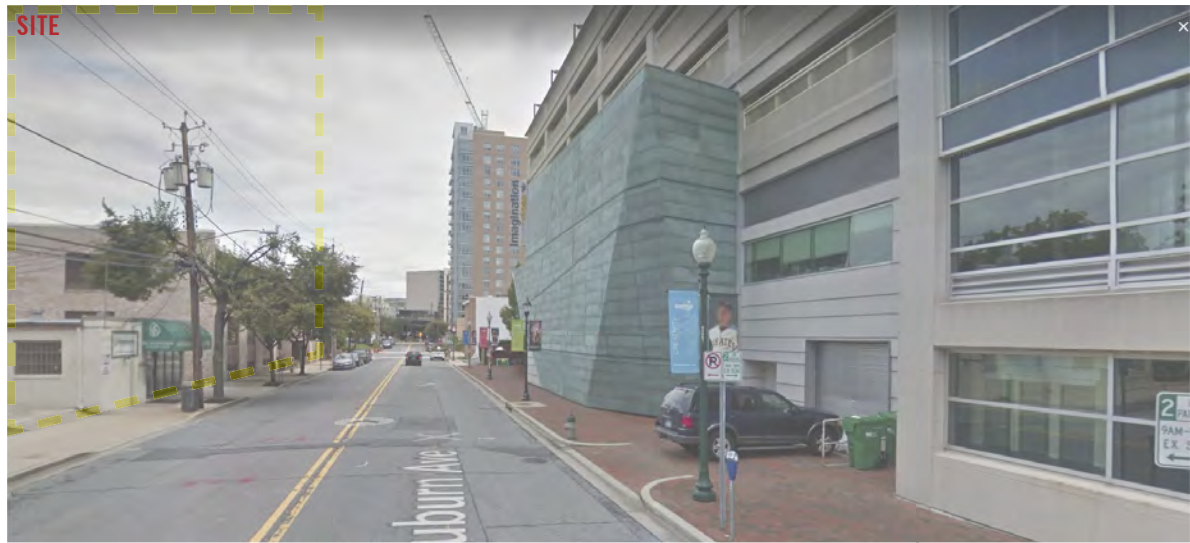
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APRIL 09, 2019





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4915&4921 AUBURN AVE

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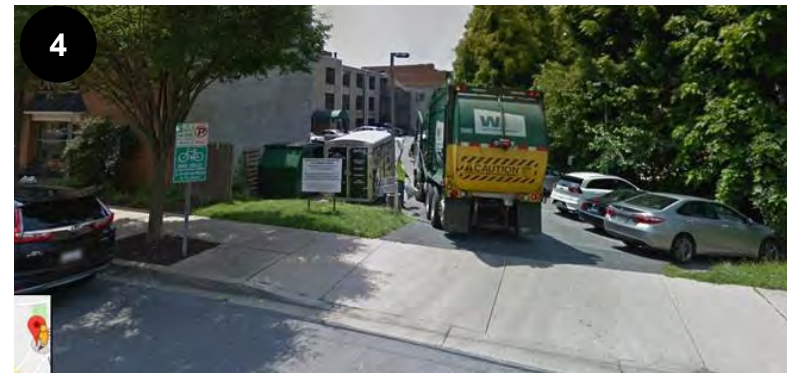
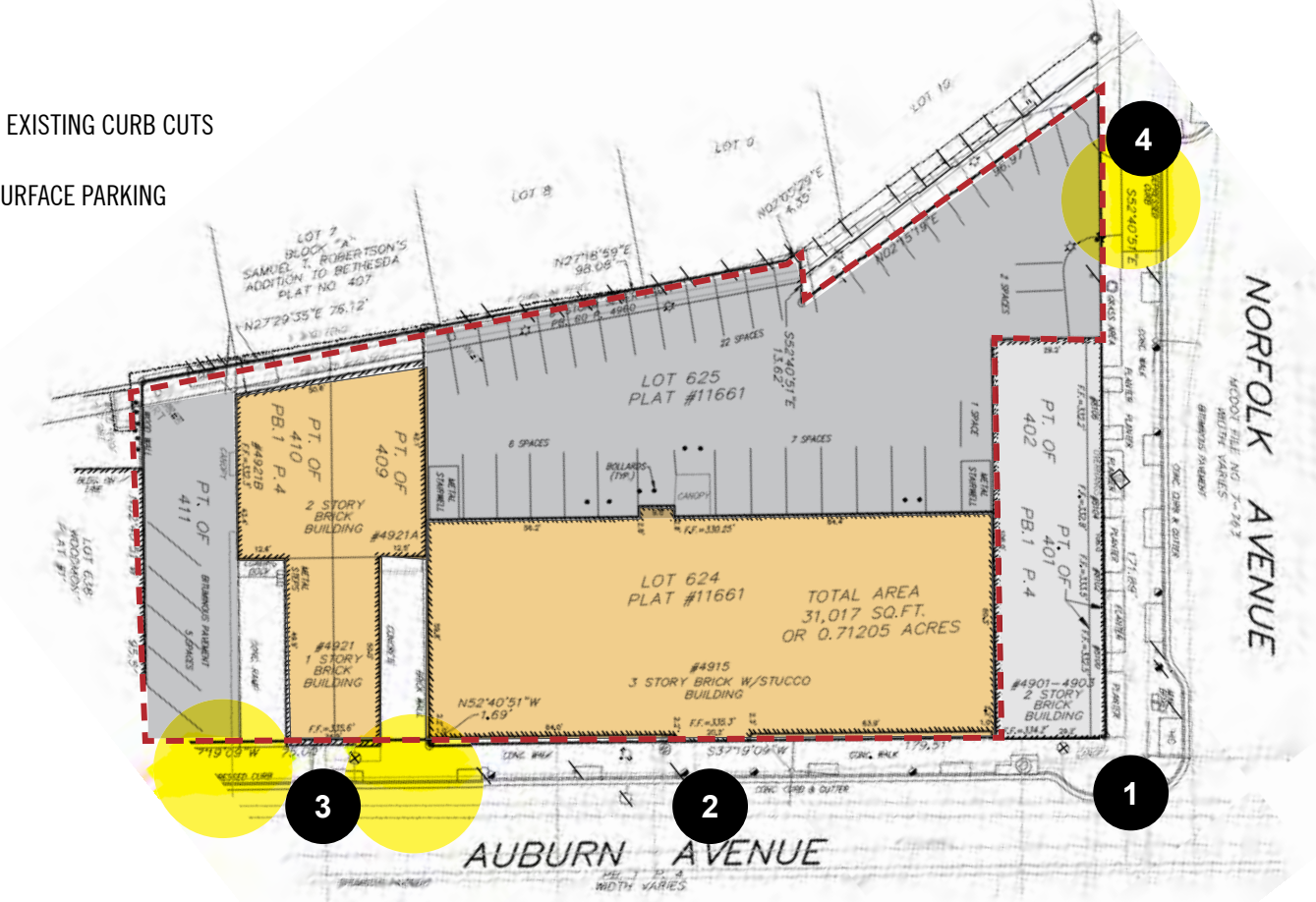
D A P S U B M I S S I O N

SITE PHOTOS | 03

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- 3 EXISTING CURB CUTS
- SURFACE PARKING



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EXISTING SITE 04

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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.

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.

Table 2.02: Downtown Mixed-Use Street
Sidewalk Zones

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

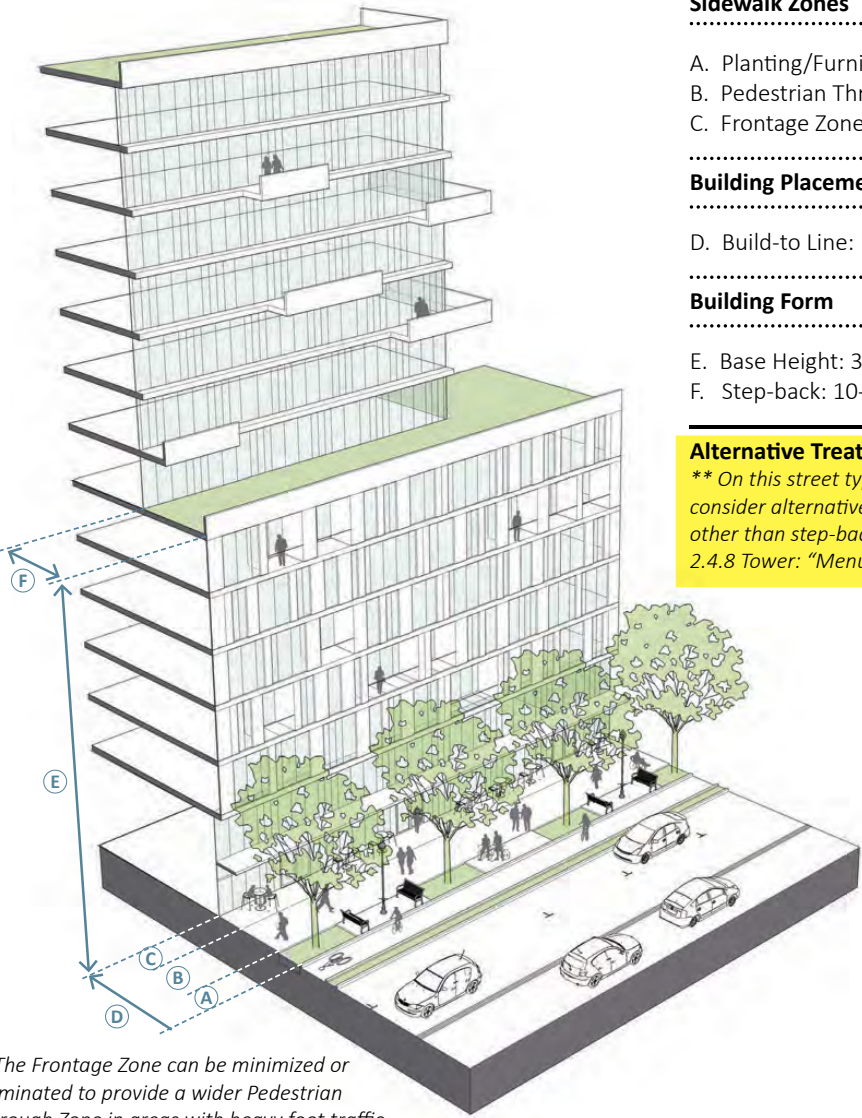
Building Placement

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

Building Form

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



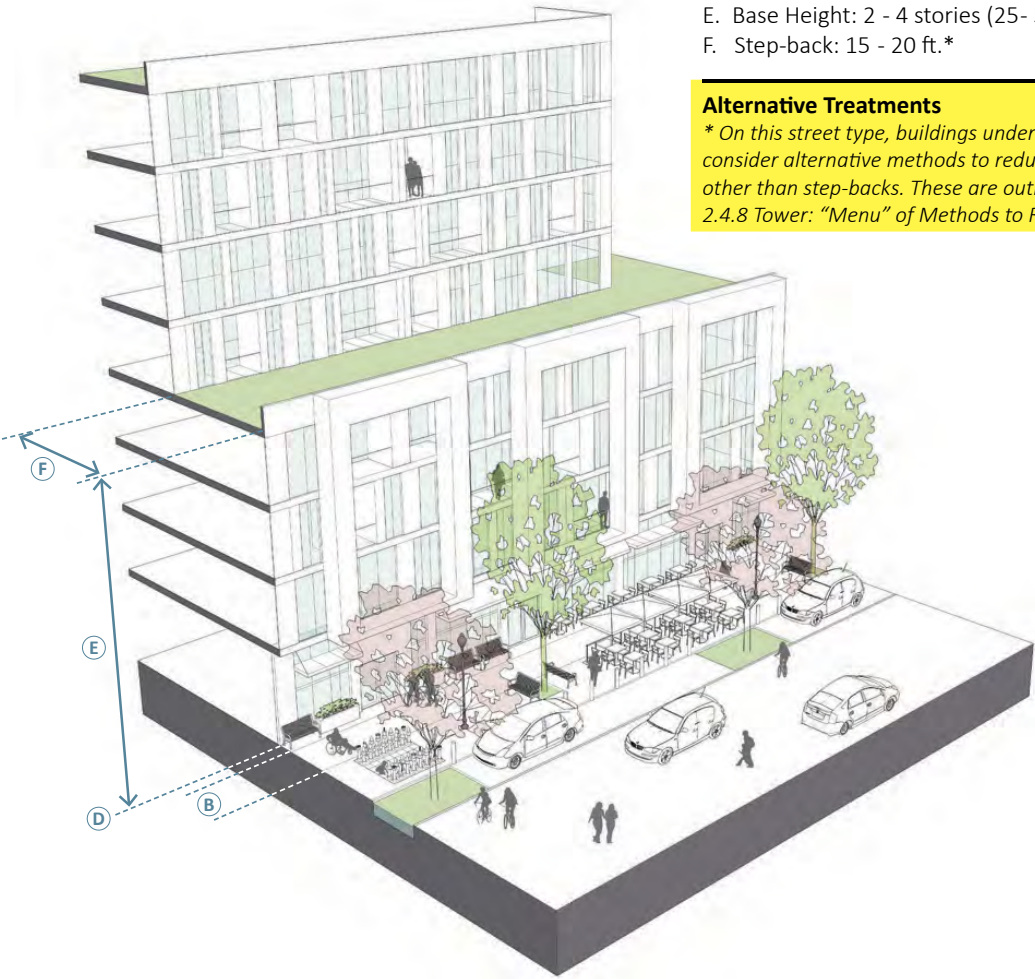
* The Frontage Zone can be minimized or eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.

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. *Note: Until the shared street is constructed, use guidelines for 2.1.4 Neighborhood Main Street for sidewalk zones, building placement and building form.*

Intent: Building and streetscape design along Shared Streets should prioritize the pedestrian experience. These streets should provide a linear public open space that is flexible to accommodate all modes of transportation, street activities and occasional large events.



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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.

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

Building Placement

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

Building Form

- E. Base Height: 2 - 4 stories (25- 50 ft.)
- F. Step-back: 15 - 20 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.

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:

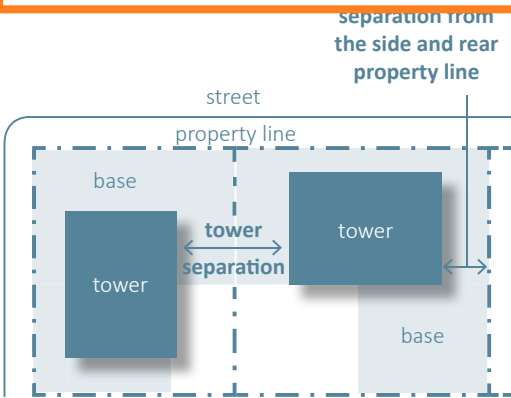
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- B. Provide a continuous building base along the lower floors.
- C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

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.



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.



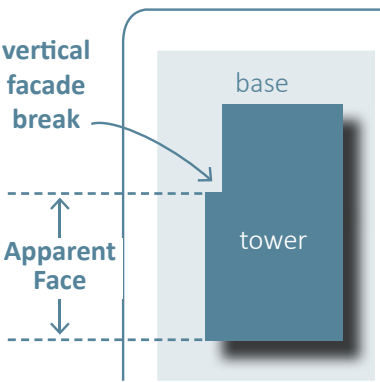
E. Vary Tower Placement and Orientation

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.





CCDC, SBA



THE ORONOCO, SBA



MIXED-USE STREET



DESIGN GOALS:

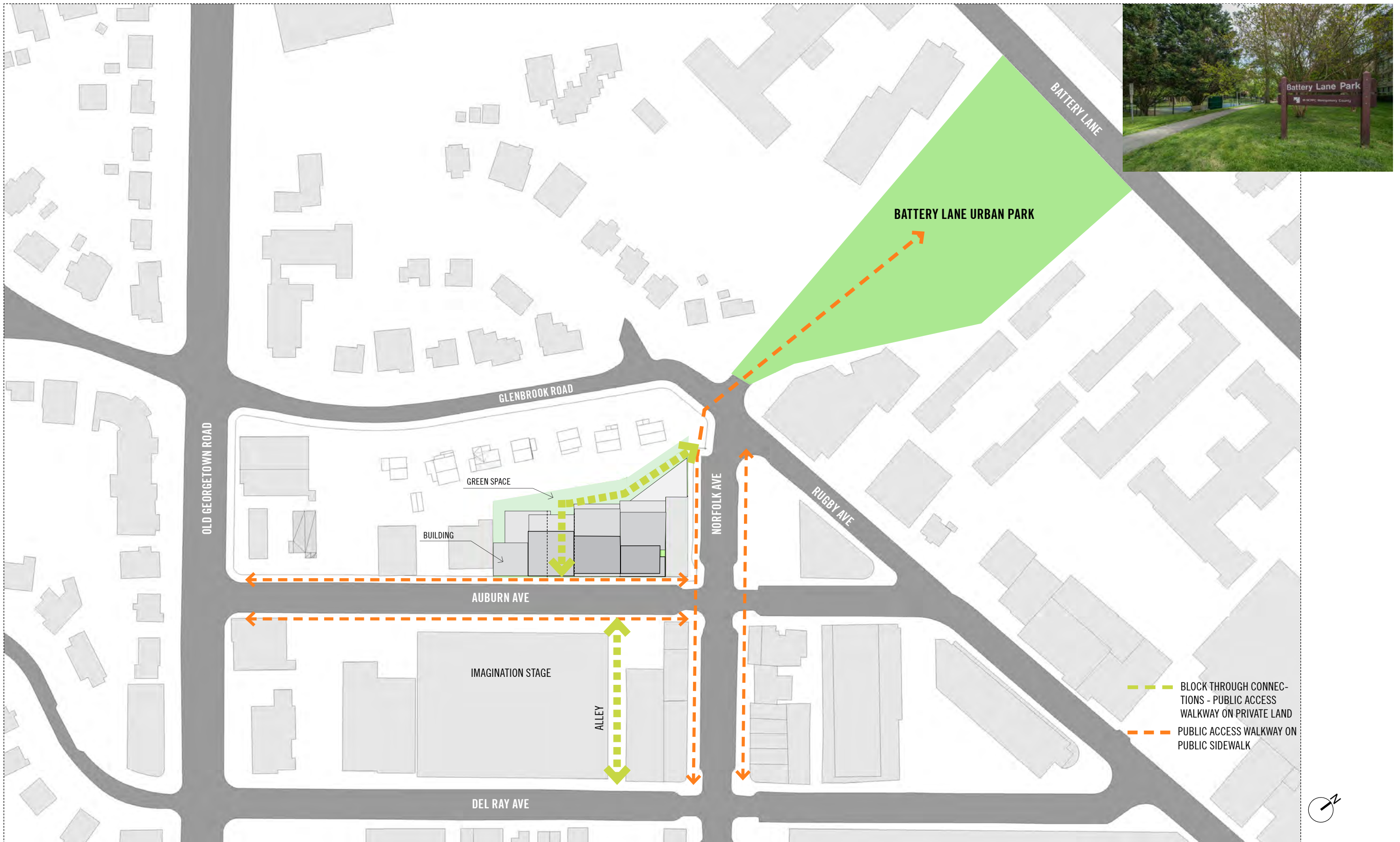
- FURTHER SECTOR PLAN GOALS OF RETAIL AND SHARED STREET ON NORFOLK AVENUE
- PROVIDE PUBLIC THROUGH-BLOCK CONNECTION BETWEEN BATTERY LANE URBAN PARK, NORFOLK AND AUBURN AVE
- ENHANCE MIXED USE NEIGHBORHOOD BY PROVIDING RESIDENTIAL ON AUBURN AVE
- PROVIDE AFFORDABLE HOUSING IN NEIGHBORHOOD
- ENHANCE COMPATIBILITY THROUGH ADJACENT USES AND MASSING
- PROVIDE UNIQUE, QUALITY ARCHITECTURE WITH CONTEXTUAL DESIGN
- REINFORCE 'TRIANGLE' DISTRICT UNIQUE CHARACTER



SHARED STREET



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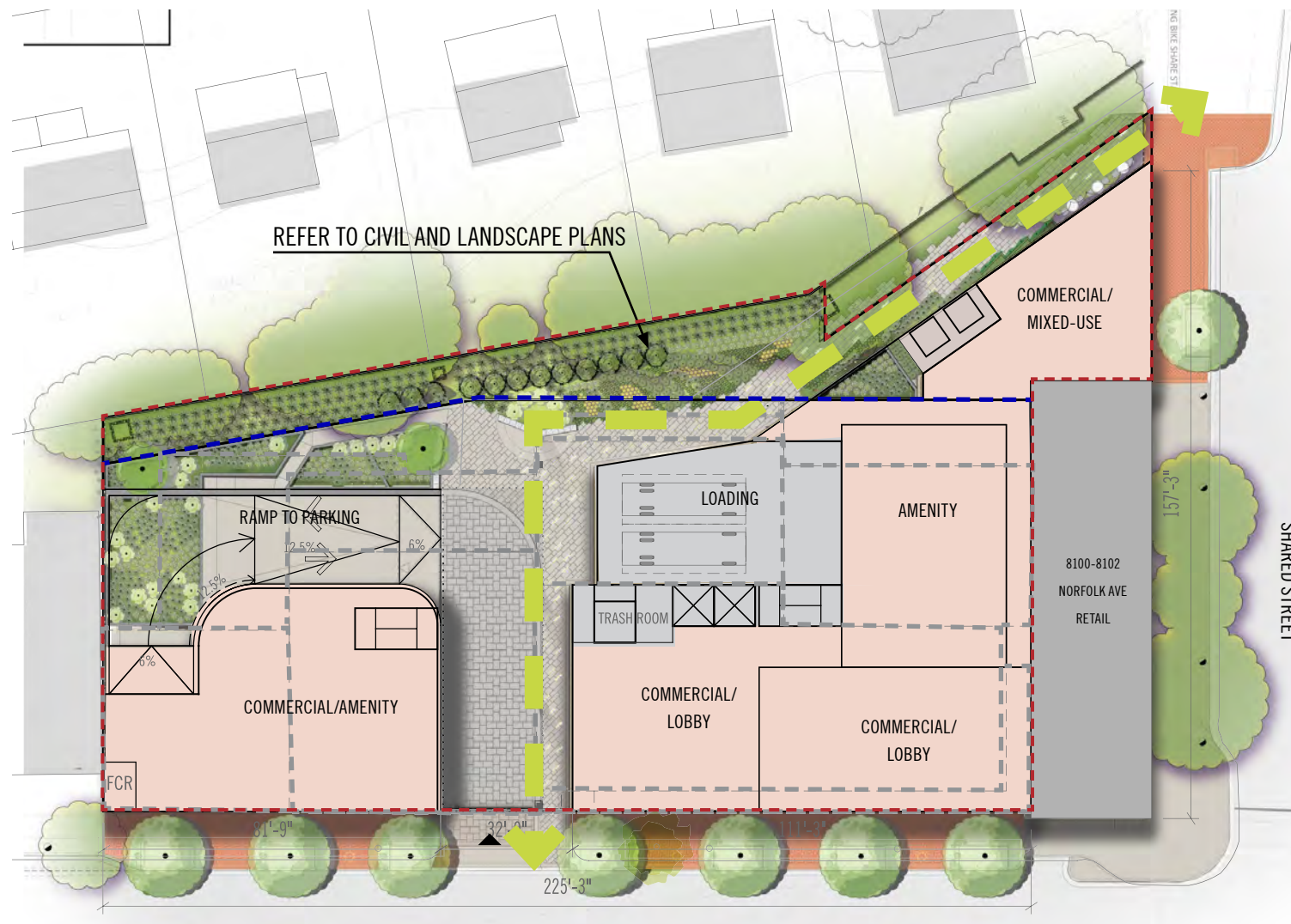


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D A P S U B M I S S I O N

SITE CONCEPT - PUBLIC THROUGH-BLOCK CONNECTION

08



GROUND FLOOR PLAN 1"=40'



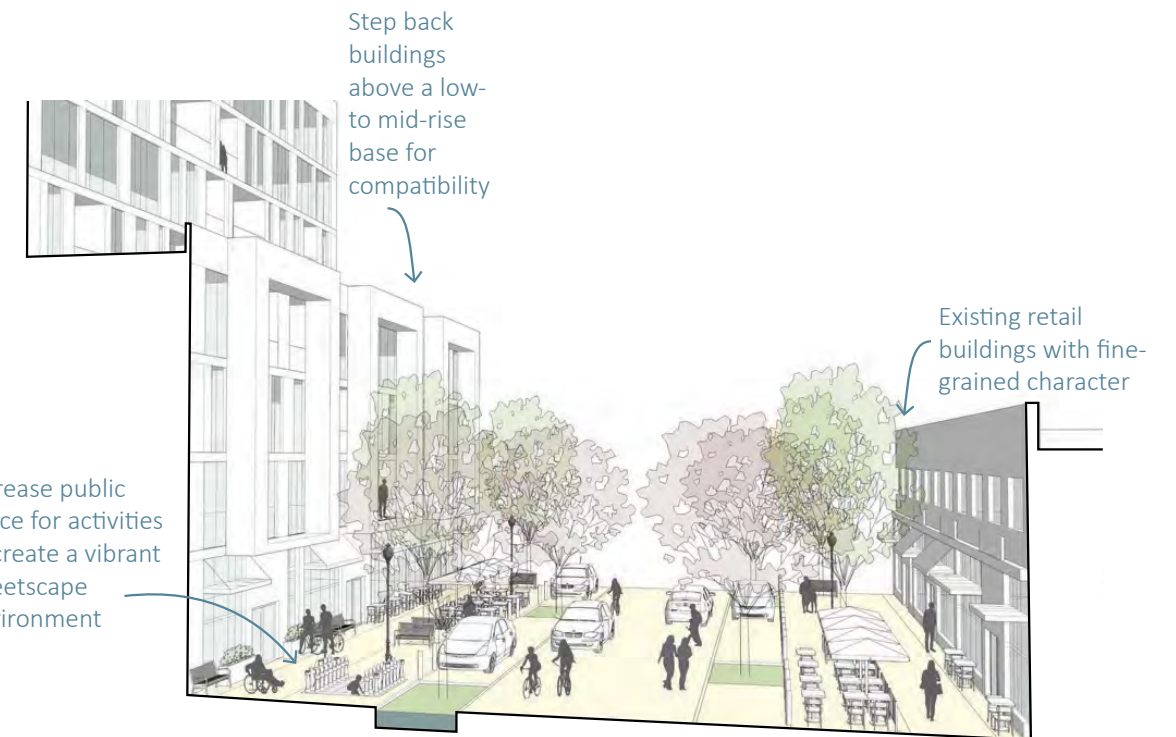
- LOT SUBDIVISION LINE
- PROPERTY LINE
- BUILDING VOLUMES
- THROUGH BLOCK CONNECTION

4915&4921 AUBURN AVE

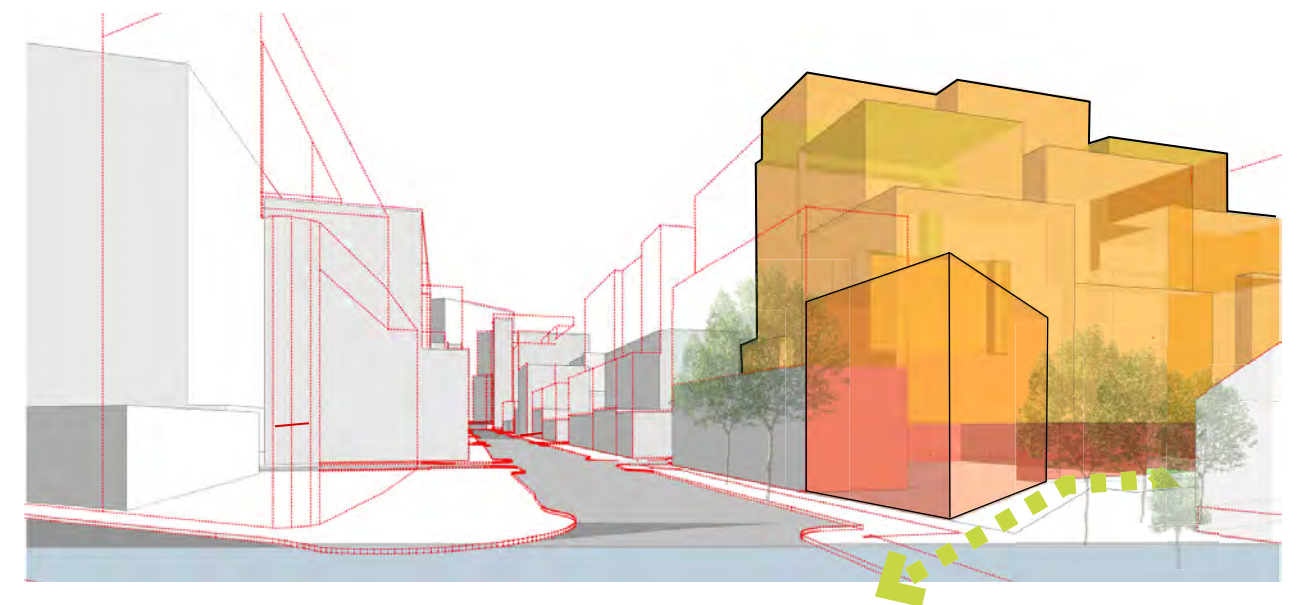
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NORFOLK DESIGN GUIDELINE



NORFOLK AVE RETAIL
FOR ILLUSTRATIVE PURPOSES

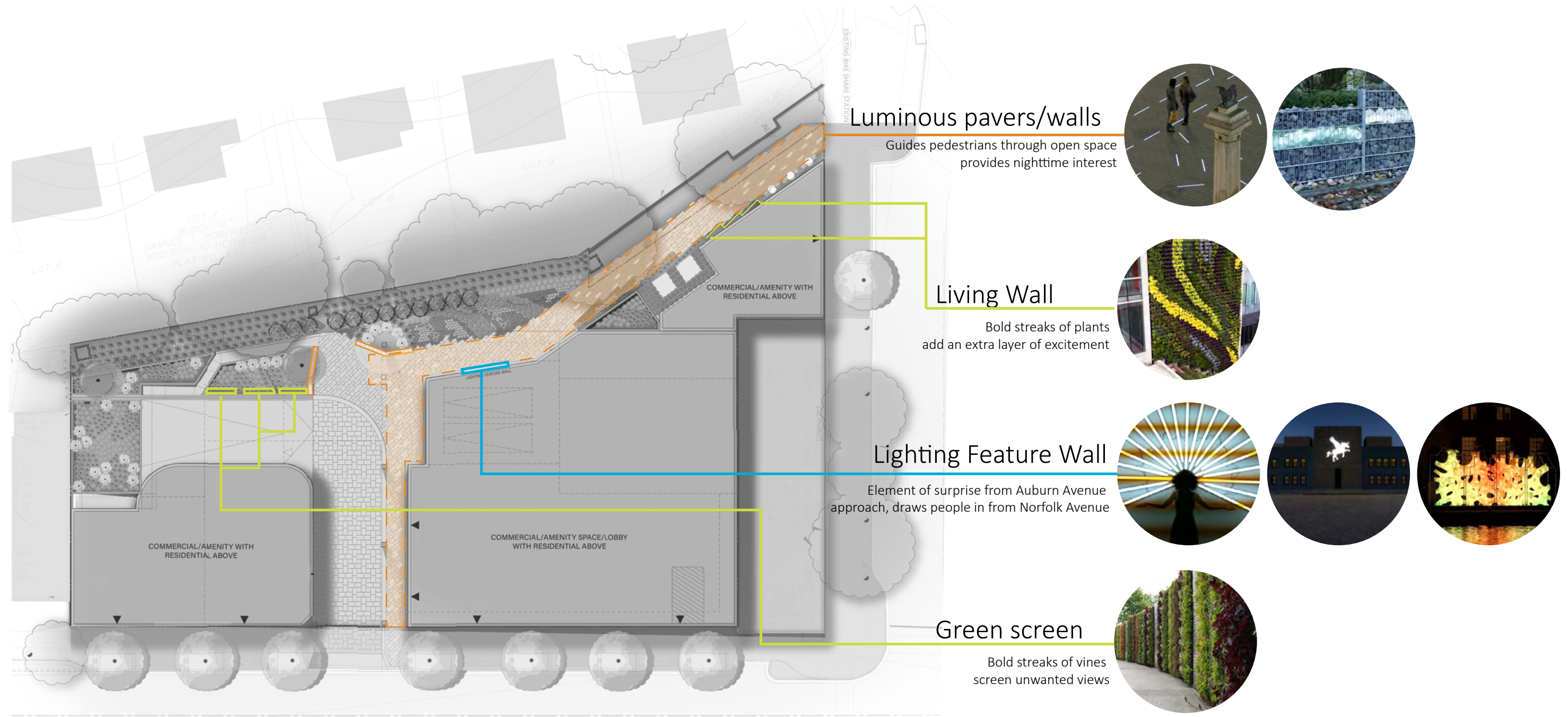
— FUTURE BUILDING HEIGHT

DESIGN CONCEPT - THROUGH BLOCK CONNECTION AND NORFOLK SHARED STREET

09

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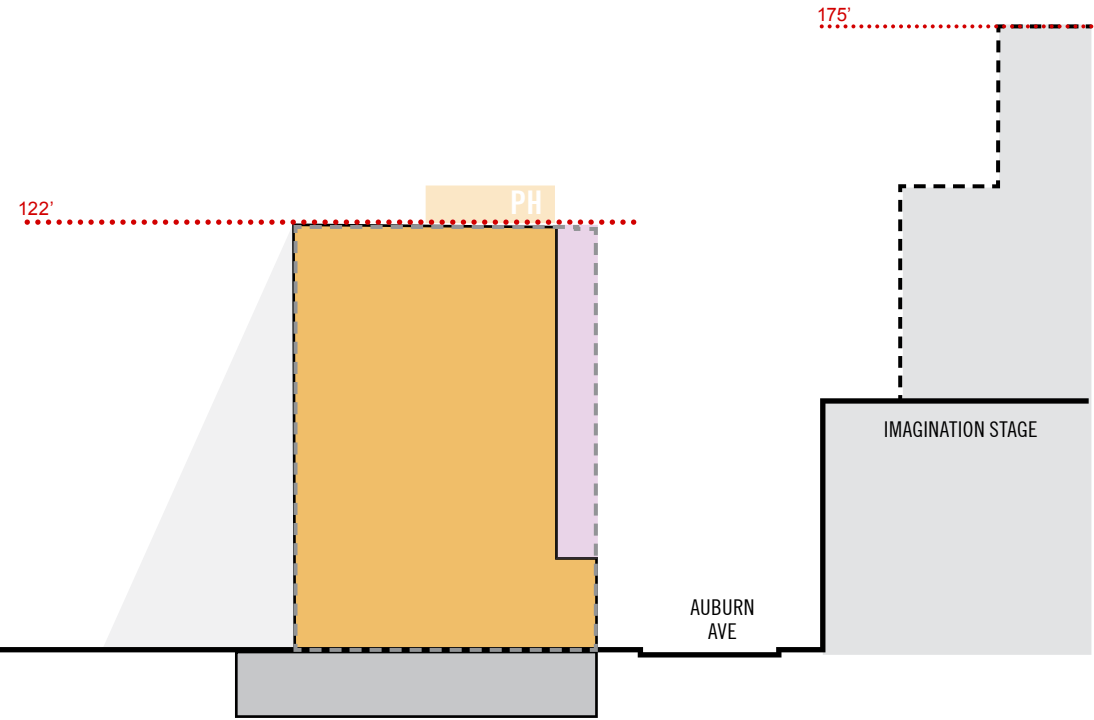
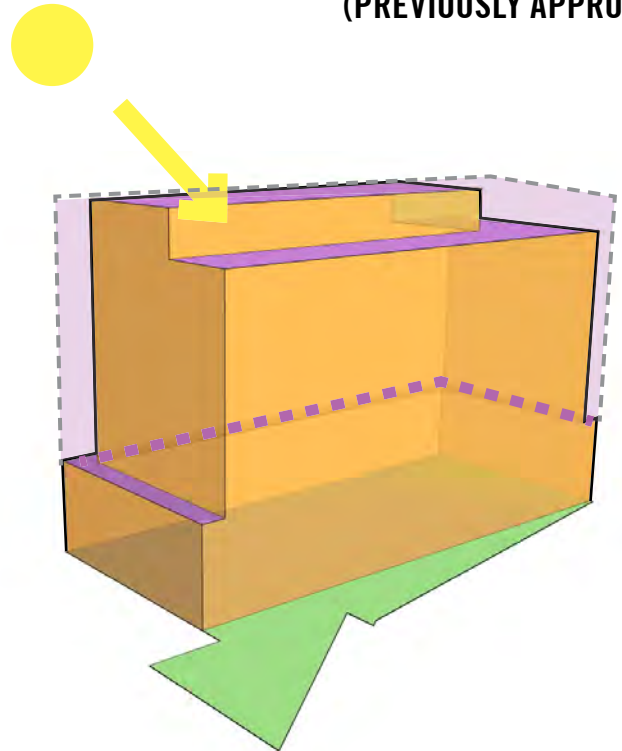




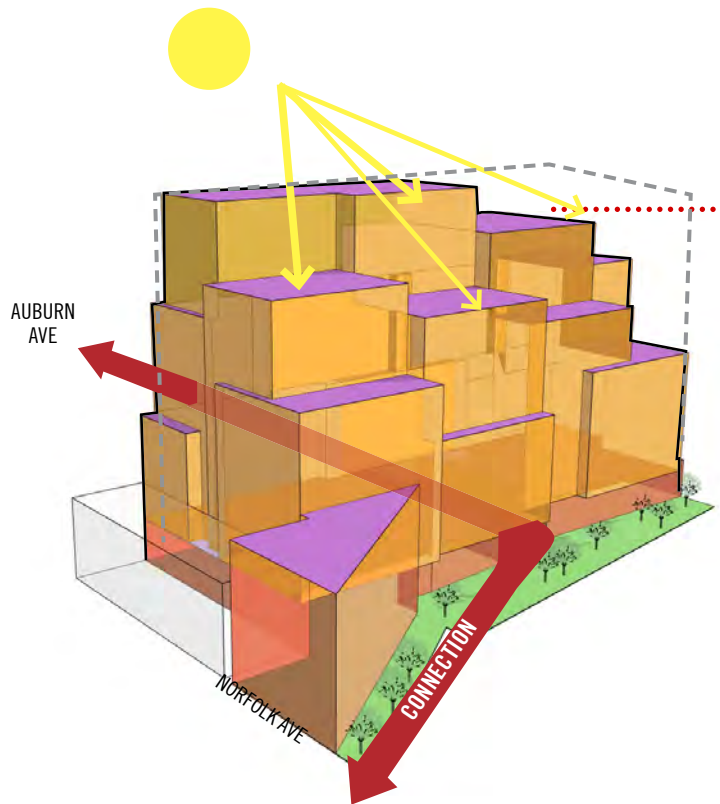
Auburn Avenue | Visual Elements

CONVENTIONAL/PRESCRIPTIVE MASSING

(PREVIOUSLY APPROVED)

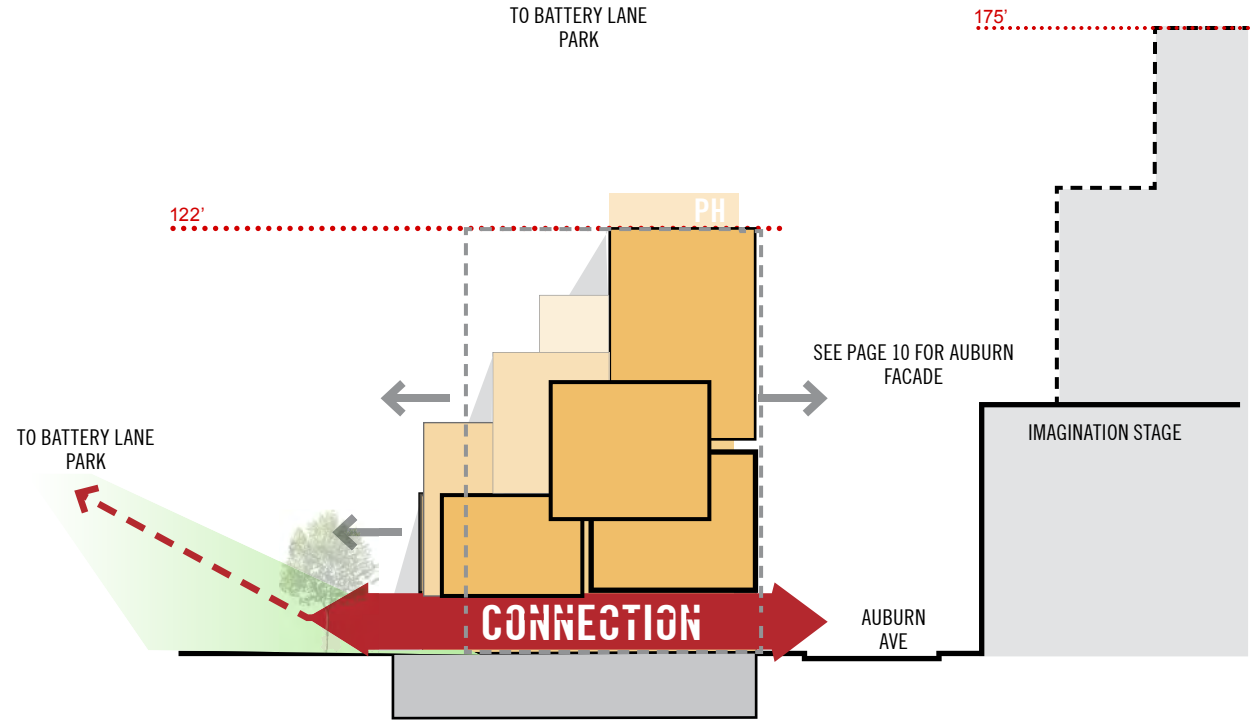


PROPOSED MASSING



- PH
- 9-11 STORIES
- 7-10 STORIES
- 3-6 STORIES

DIAGRAMS FOR ILLUSTRATIVE PURPOSES

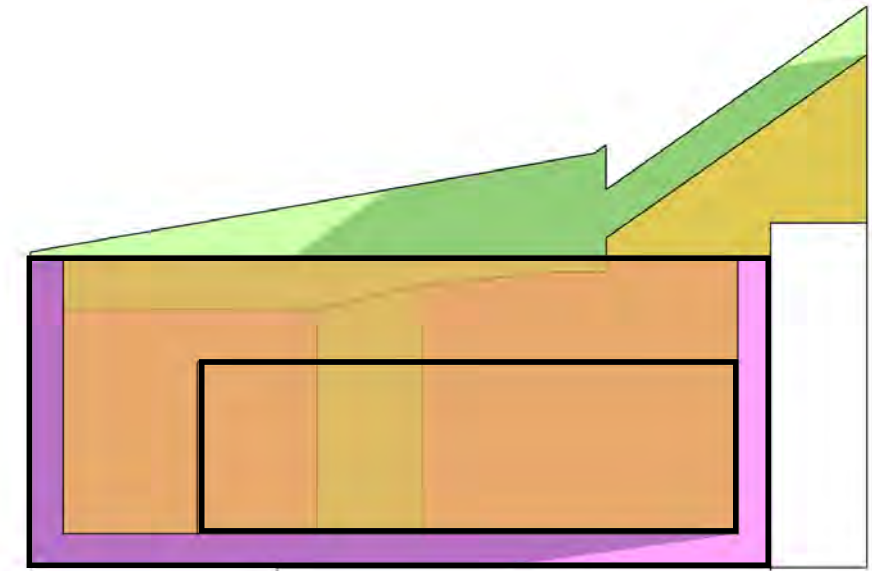
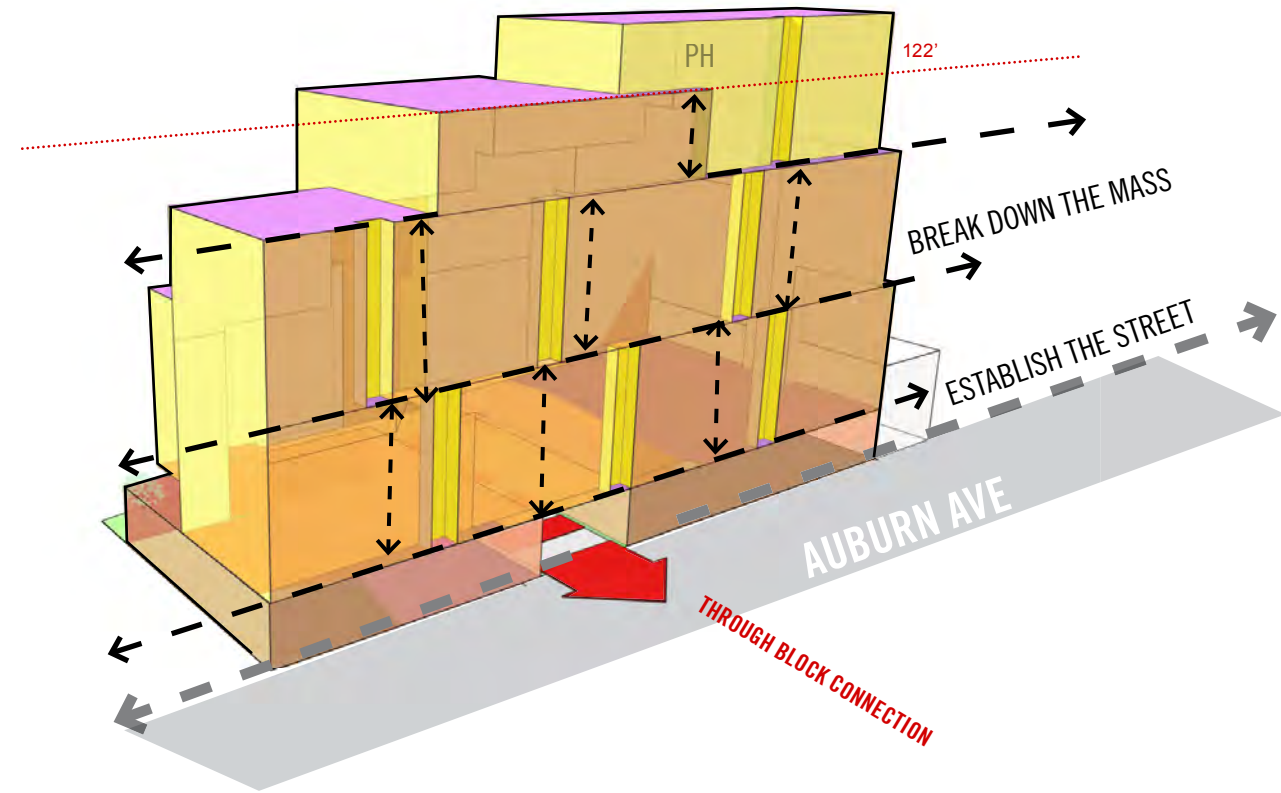


DIAGRAMS FOR ILLUSTRATIVE PURPOSES

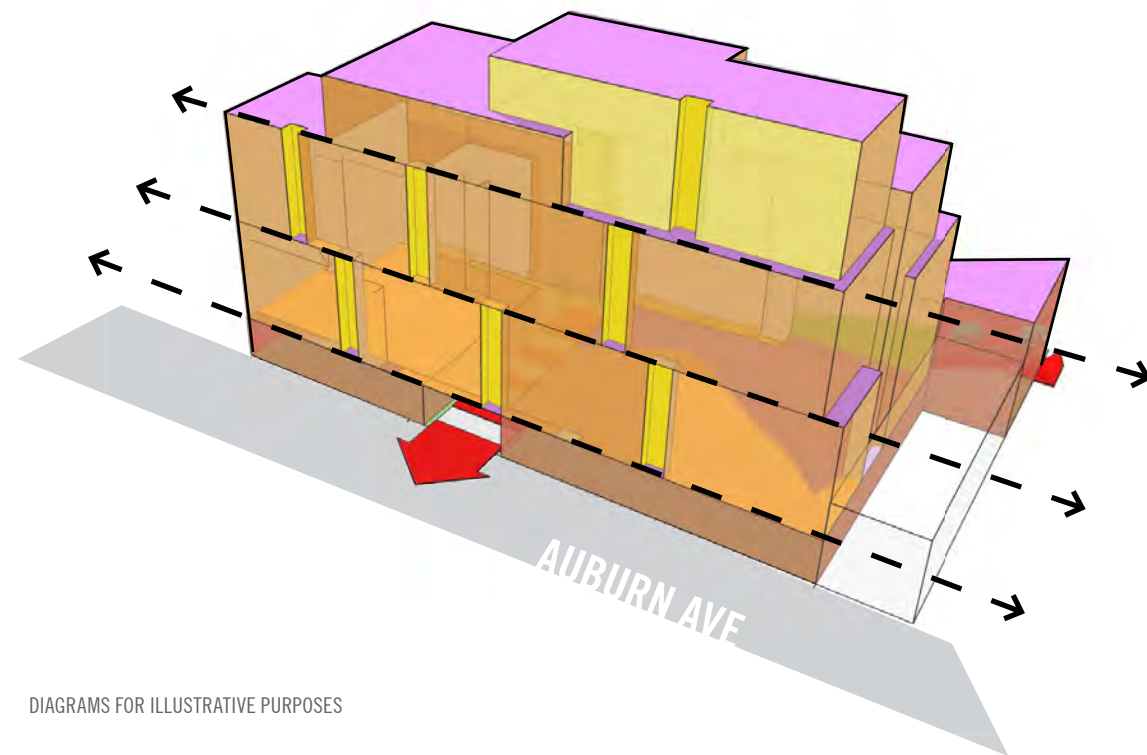
AUBURN URBAN FACADE

CONVENTIONAL/PRESCRIPTIVE MASSING

(PREVIOUSLY APPROVED)



PROPOSED MASSING



DIAGRAMS FOR ILLUSTRATIVE PURPOSES

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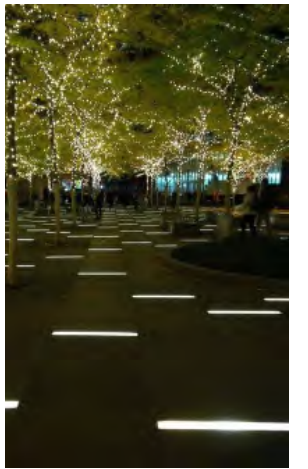
CONCEPTUAL DIAGRAMS - AUBURN URBAN FACADE

13

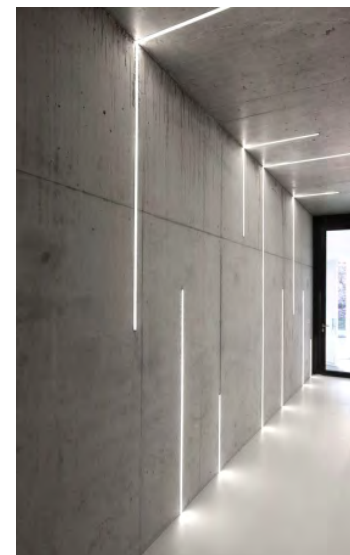
THROUGH BLOCK CONNECTION



DISTINCT PAVEMENT



LIGHTS, ART & COLOR



USES AND DESIGN



SHARED STREET



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D A P S U B M I S S I O N

THROUGH-BLOCK CONNECTION | 14



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THROUGH-BLOCK CONNECTION

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BUILDING PRECEDENTS 16

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RENDERING | 17



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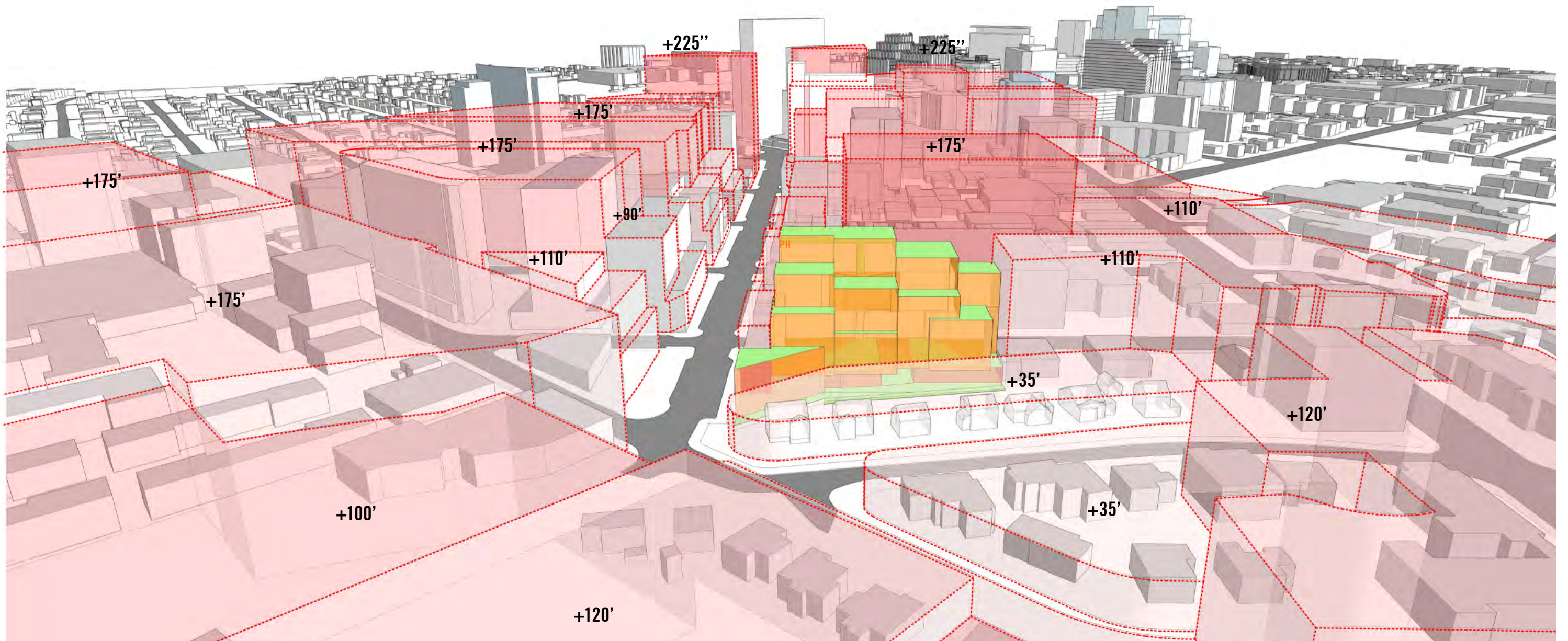
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RENDERINGS 18

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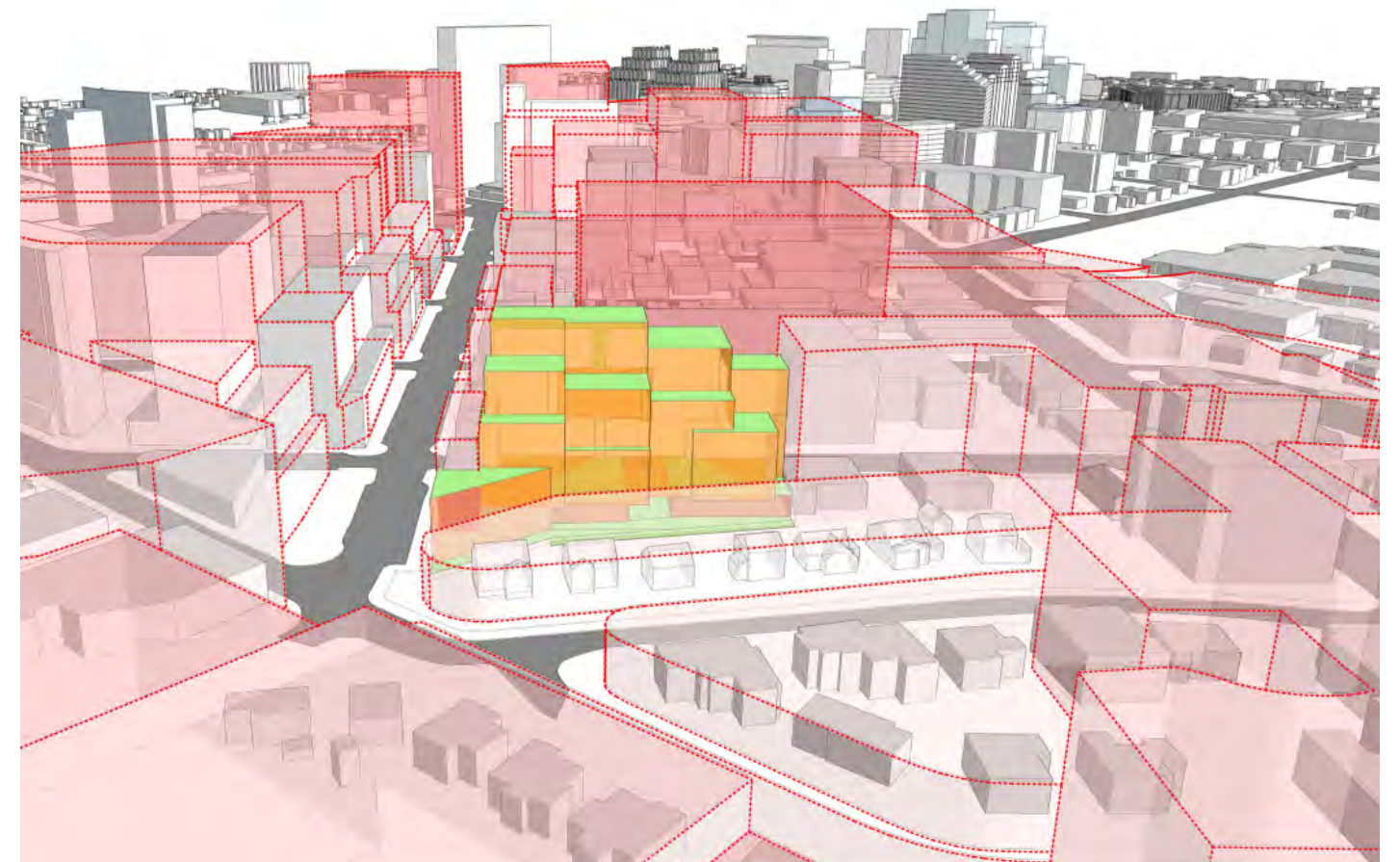
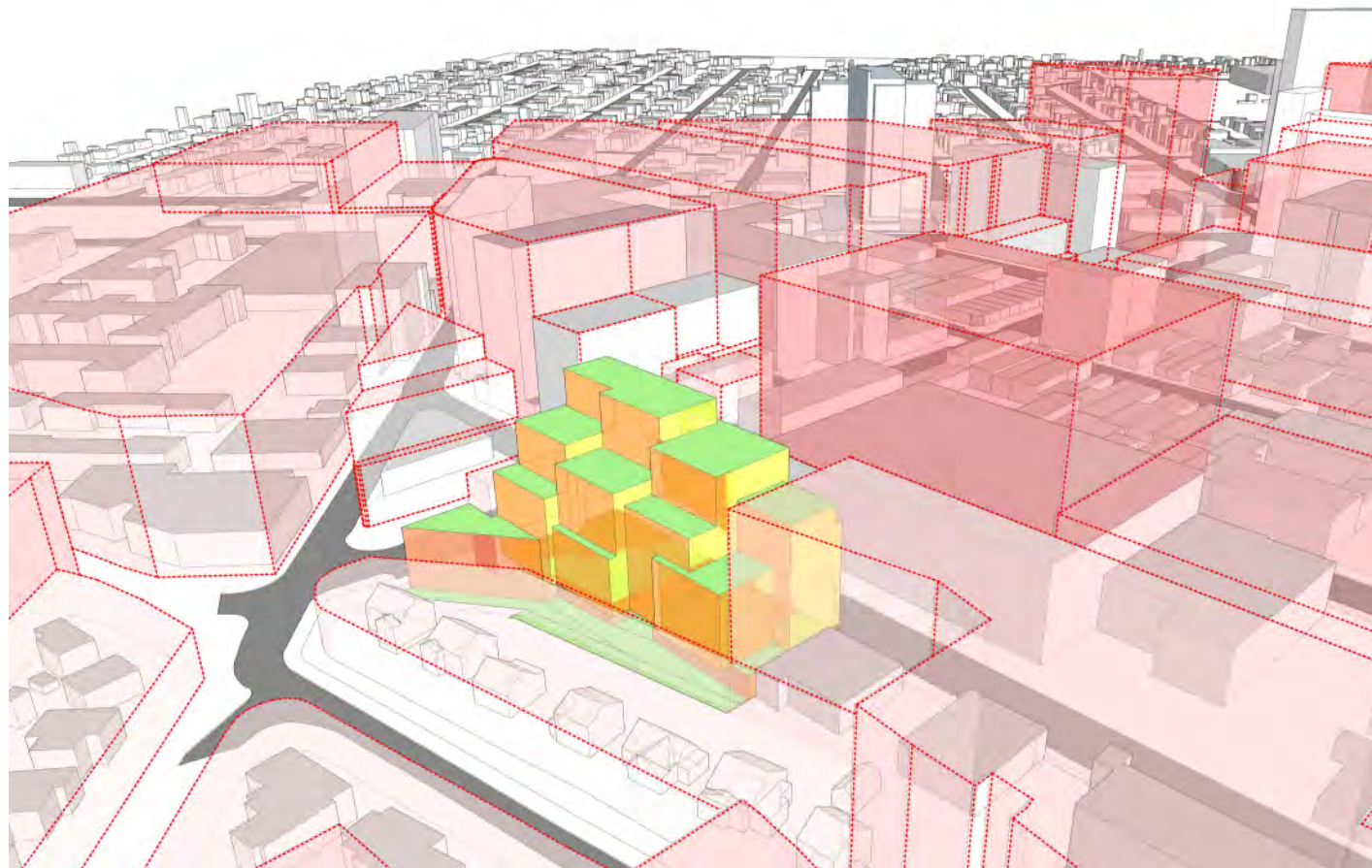


 FUTURE BUILDING HEIGHTS

4915&4921 AUBURN AVE

D A P S U B M I S S I O N

19



SOUTH-WEST AERIAL
FOR ILLUSTRATIVE PURPOSES

WEST AERIAL
FOR ILLUSTRATIVE PURPOSES

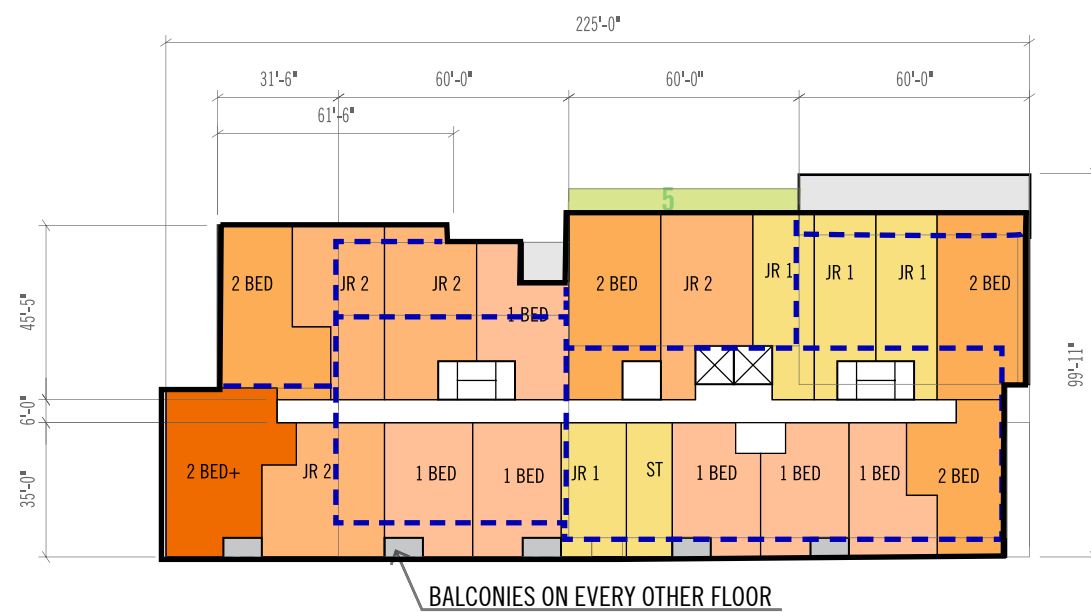
FUTURE BUILDING HEIGHTS

4915&4921 AUBURN AVE

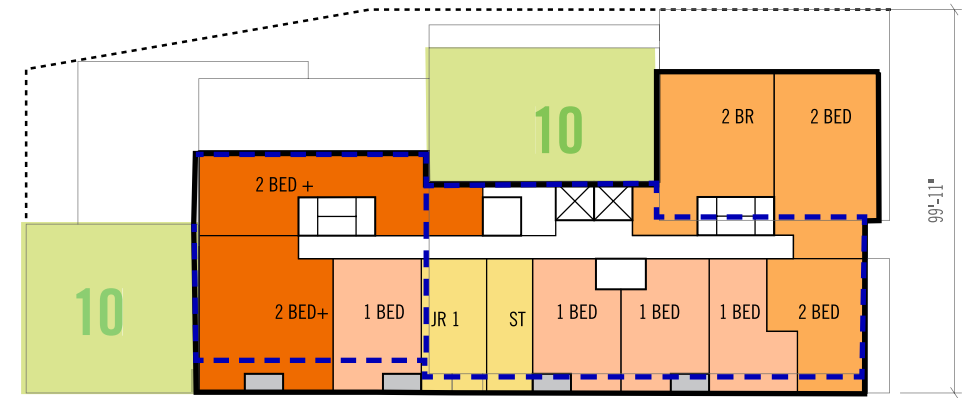
D A P S U B M I S S I O N

DESIGN CONCEPT- **MASSING** | 20

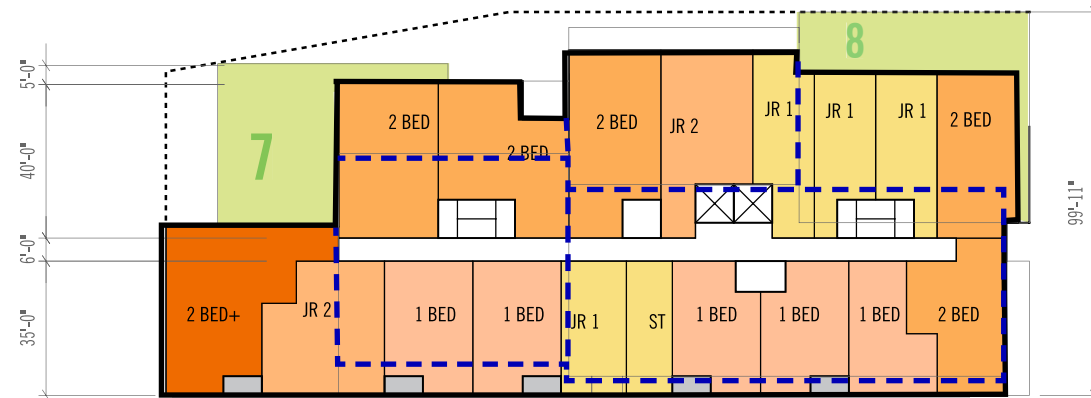
L5-6
L2-4 SIM



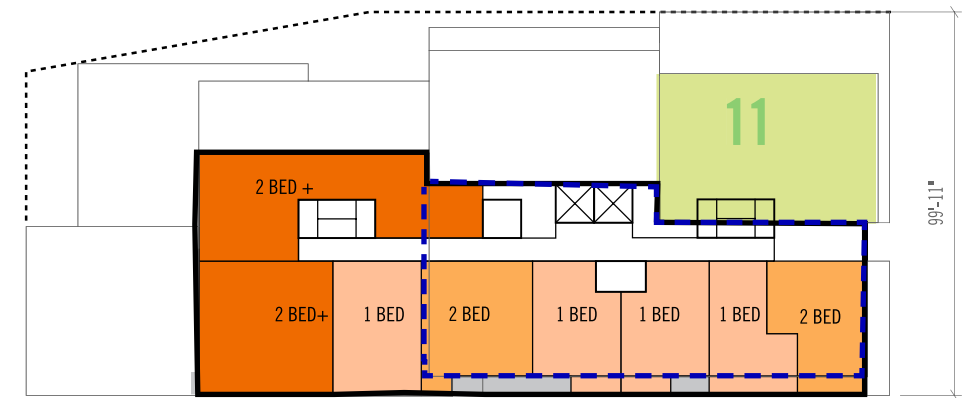
L10



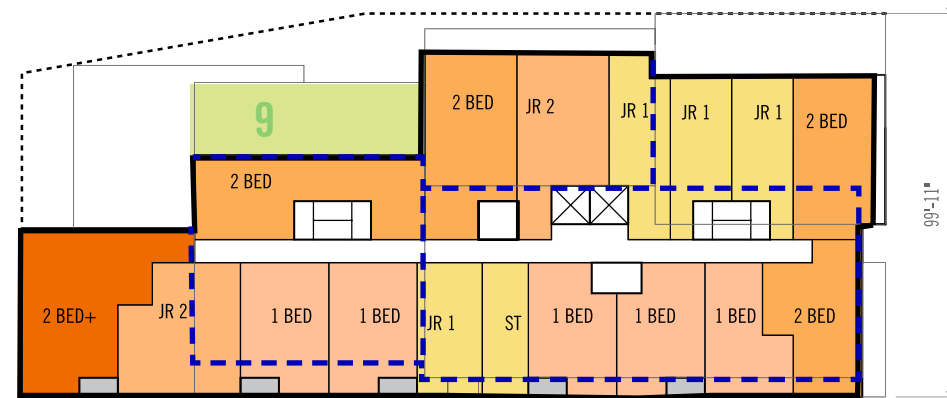
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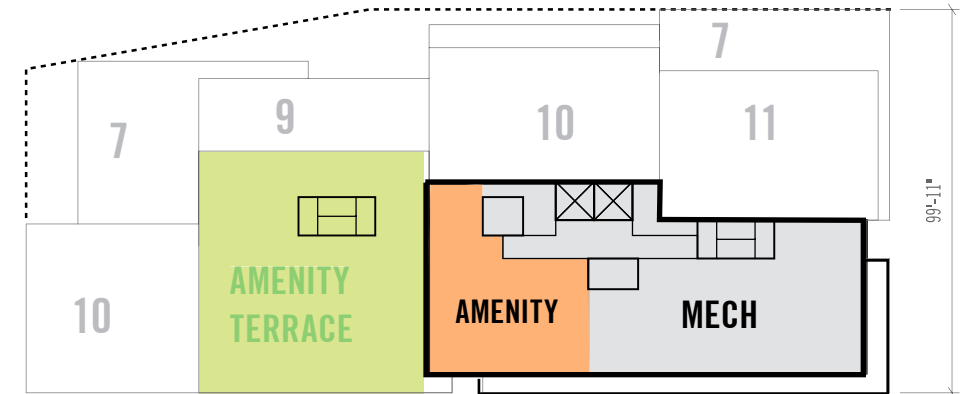
L11



L9



PH

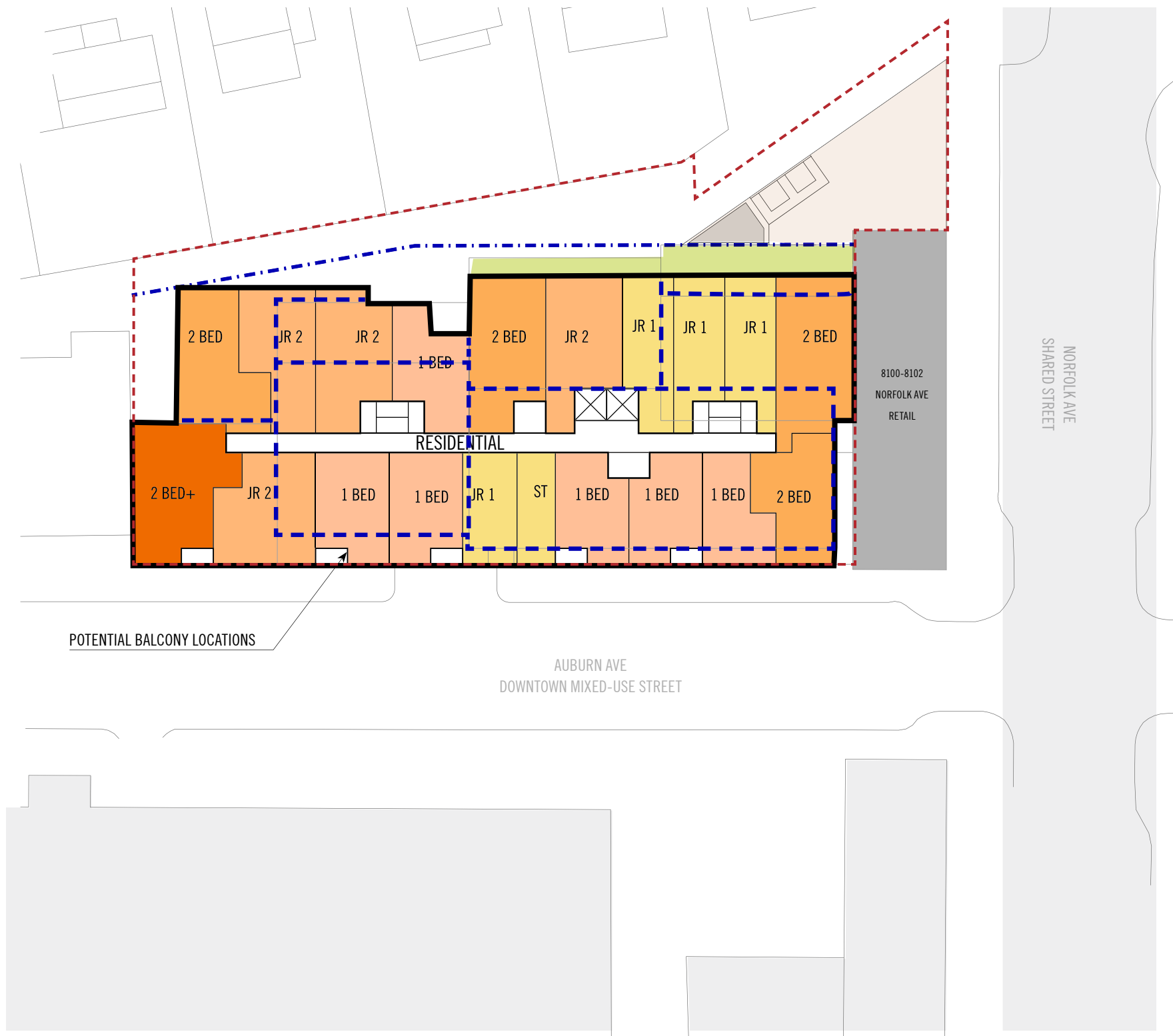


ROOF TERRACES BALCONIES ON EVERY OTHER FLOOR

4915&4921 AUBURN AVE

D A P S U B M I S S I O N

UNIT DEMISING DESIGN CONCEPT 21



TYP FLOOR PLAN 1"=40'



--- LOT SUBDIVISION LINE

--- PROPERTY LINE

--- BUILDING VOLUMES

||||| POTENTIAL BALCONY LOCATIONS

COMBINATION TERRACE/GREEN ROOF

COMMERCIAL/AMENITY

RESIDENTIAL

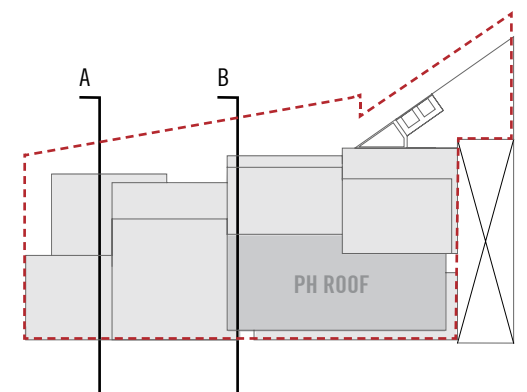
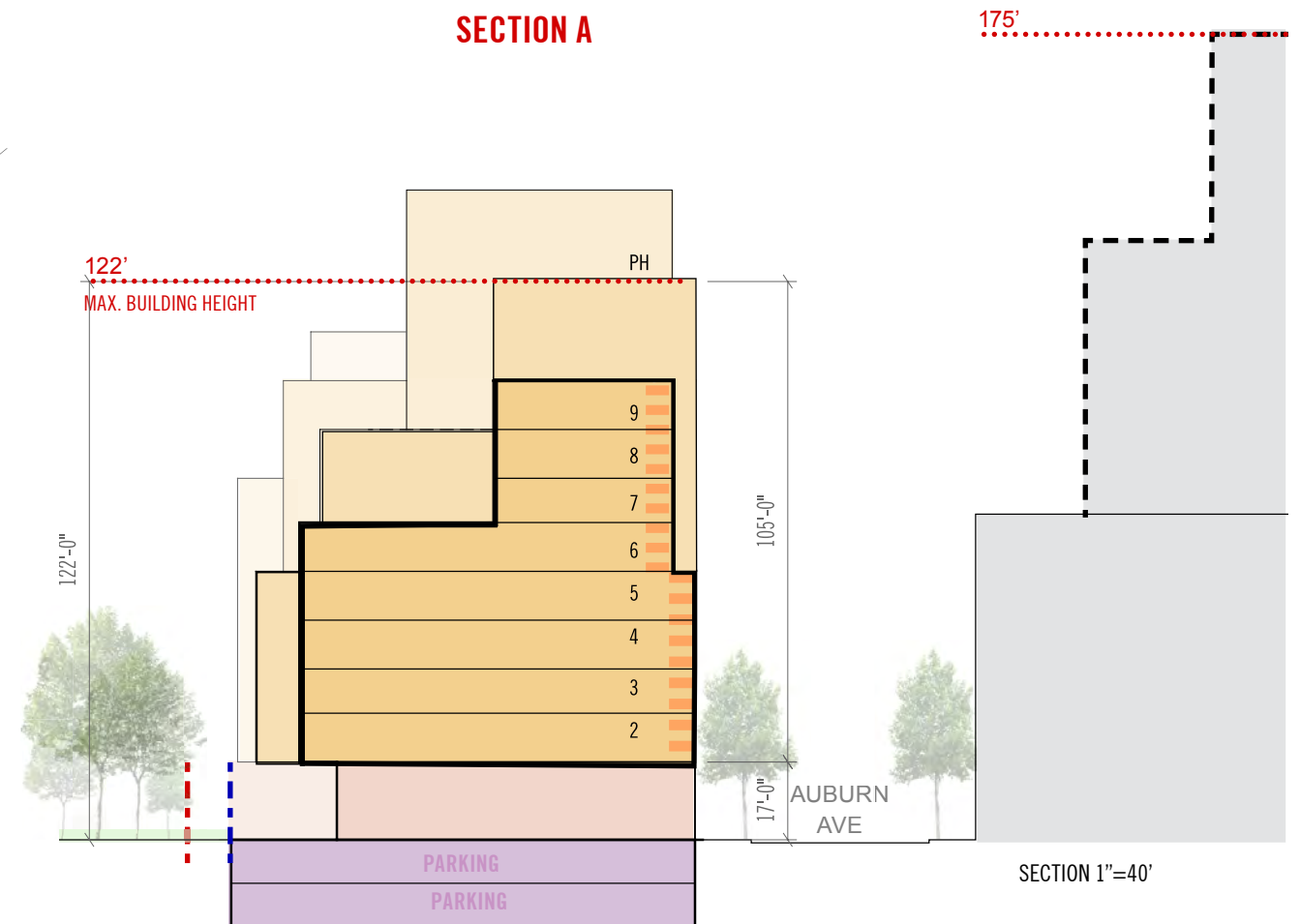
TERRACES

4915&4921 AUBURN AVE

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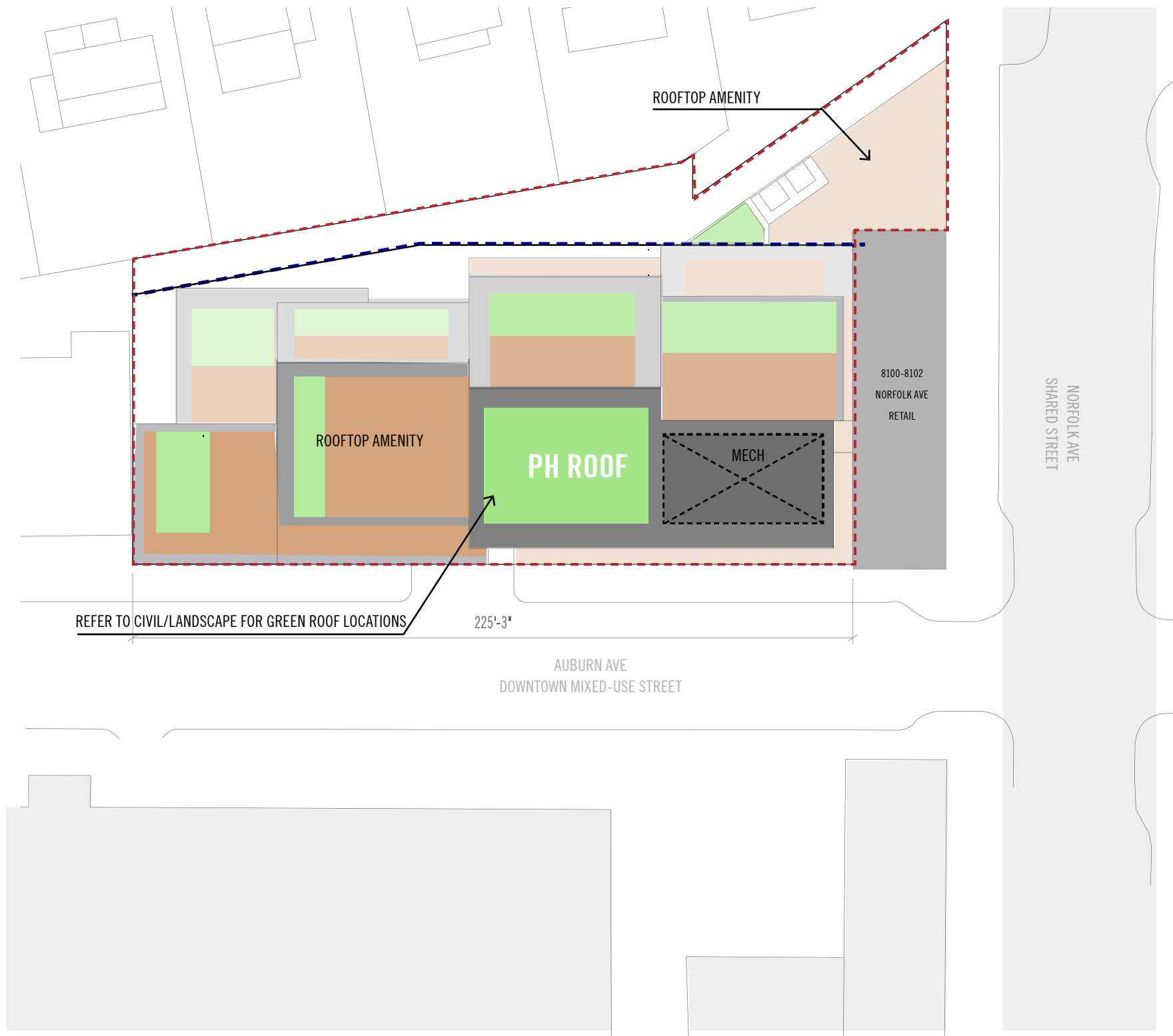
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TYP FLOOR PLAN & SECTION 22

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ROOF FLOOR PLAN 1"=40'



--- LOT SUBDIVISION LINE

--- PROPERTY LINE

--- BUILDING VOLUMES

||||| POTENTIAL BALCONY LOCATIONS

COMBINATION TERRACE/GREEN ROOF

COMMERCIAL/AMENITY

RESIDENTIAL

TERRACES

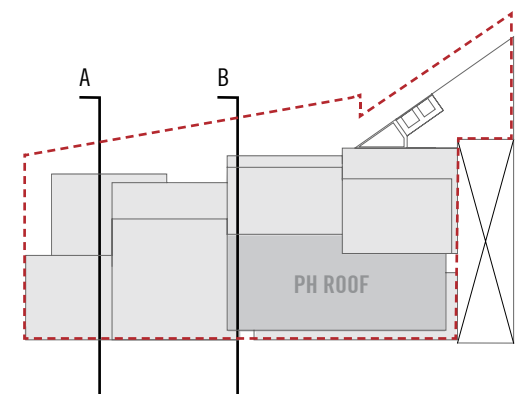
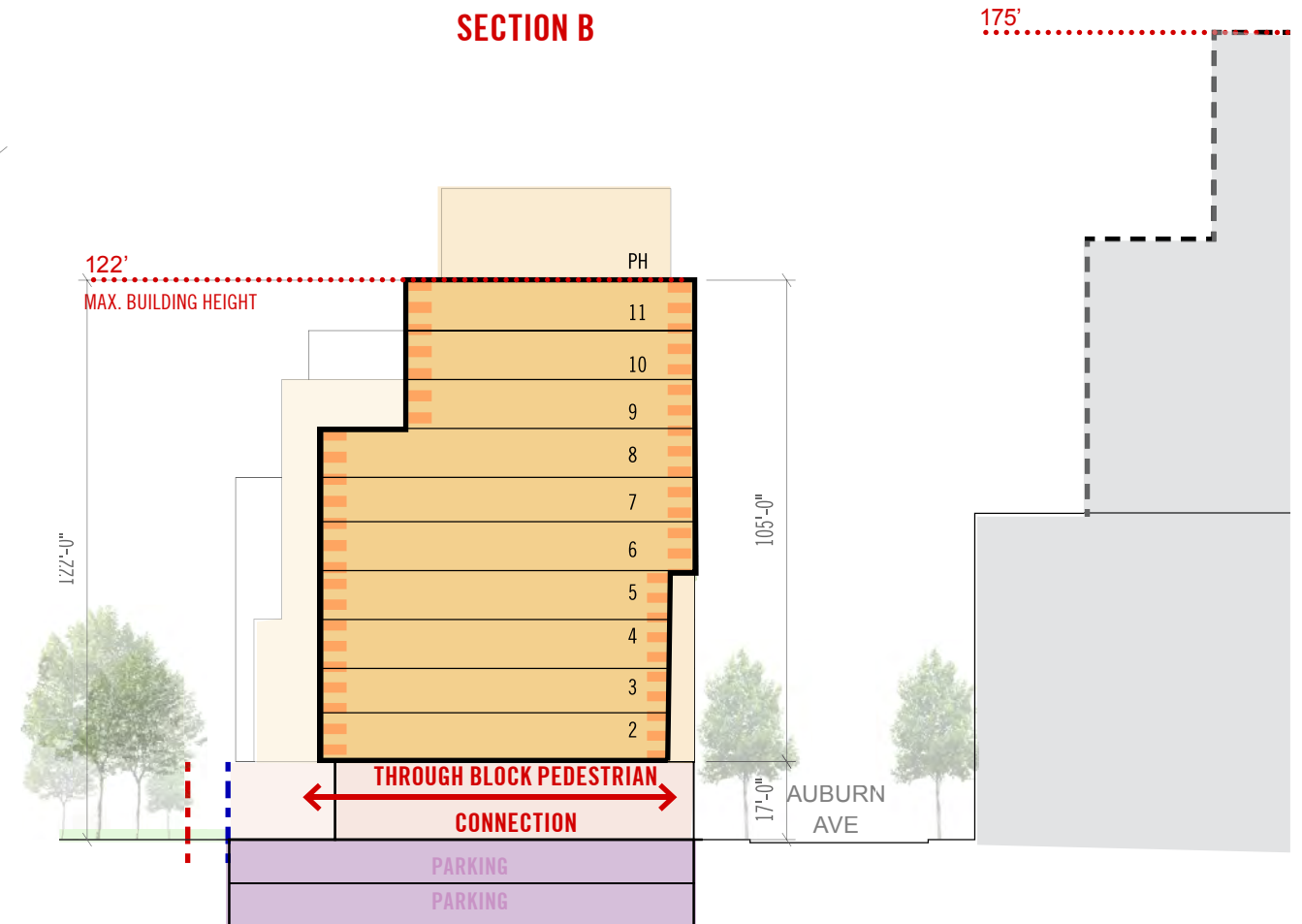
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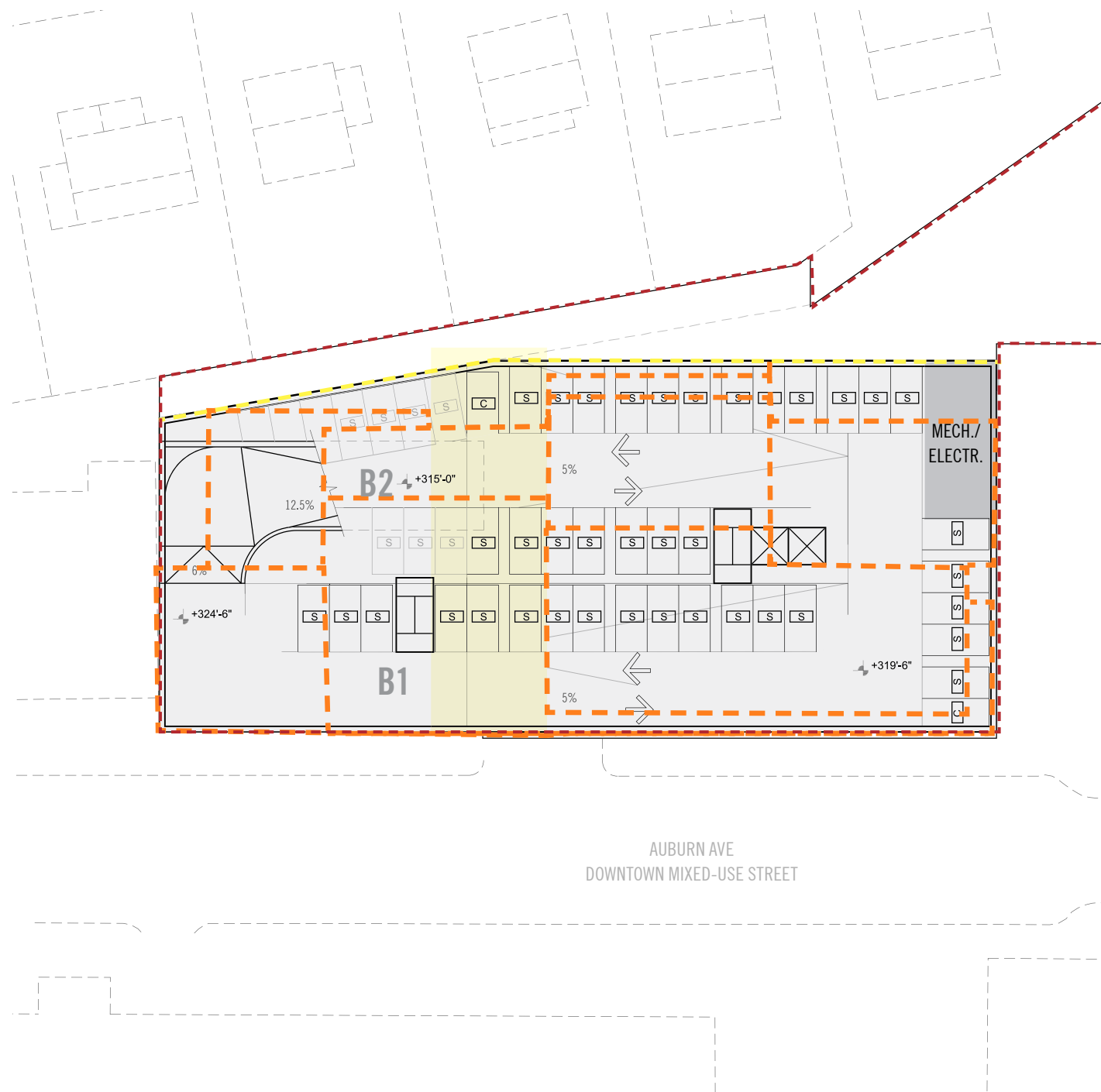
SECTION B



DESIGN CONCEPT- ROOF PLAN & SECTION

23

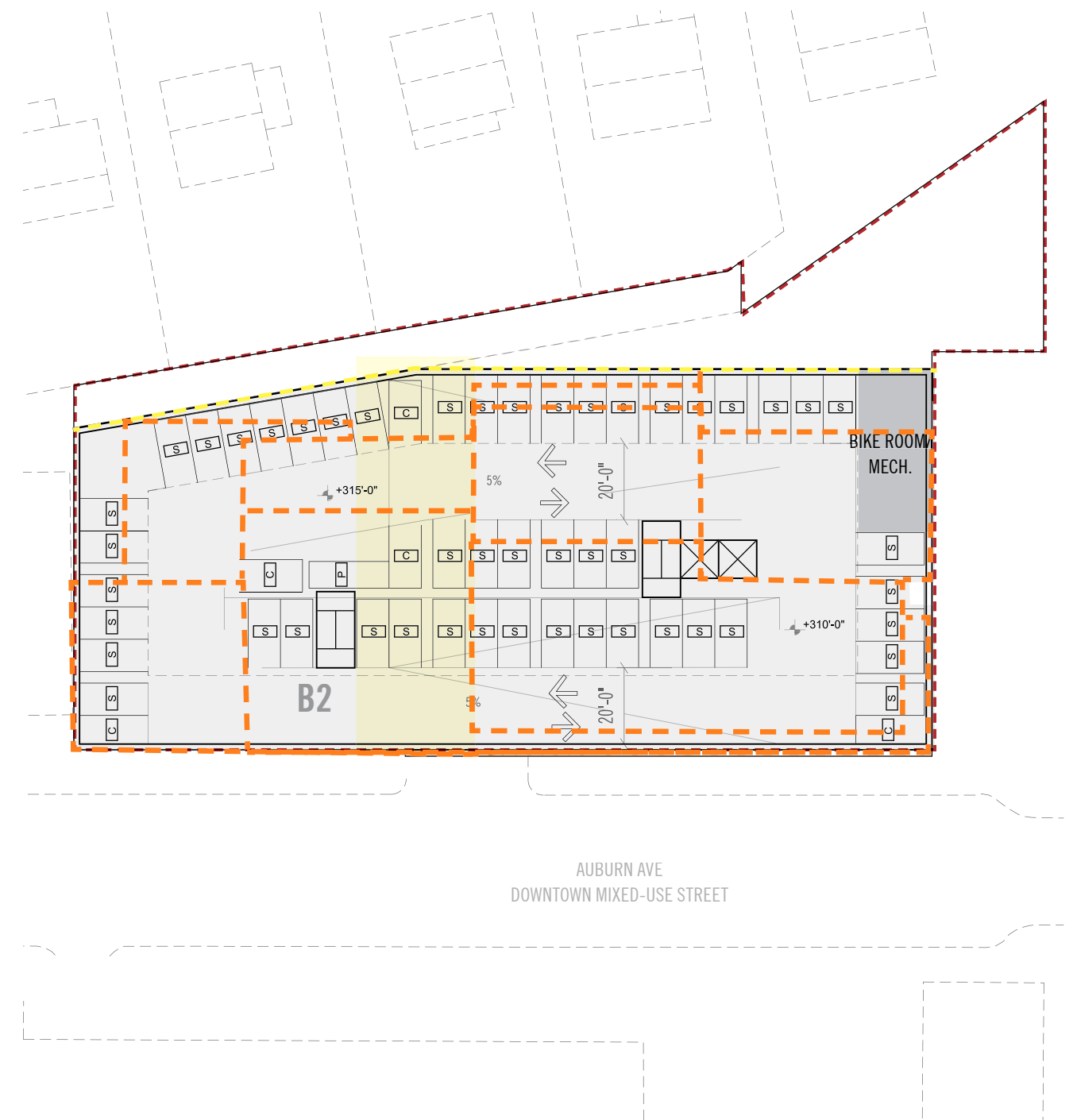
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B1 PARKING LEVEL (+/- 40 SPACES)

1"=40'

LOT SUBDIVISION LINE
PROPERTY LINE



B2 PARKING LEVEL (+/- 55 SPACES)

1"=40'

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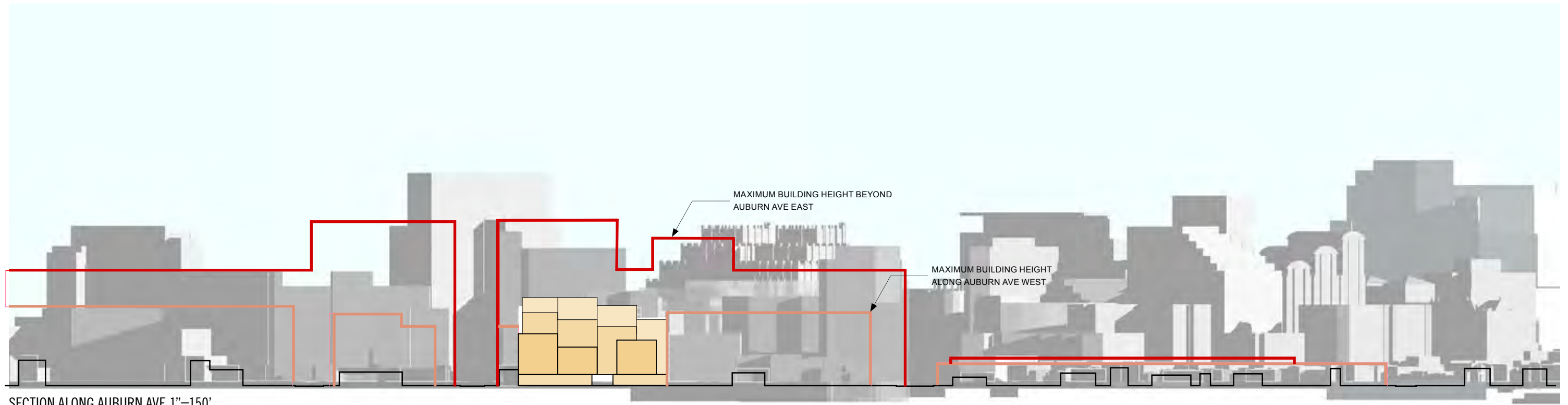
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B1 & B2- PARKING DESIGN CONCEPT TO BE FINALIZED
AT SITE PLAN

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architects



SECTION ALONG AUBURN AVE 1"=150'

FOR ILLUSTRATIVE PURPOSES