

# 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 (SF and FAR)
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) If yes, indicate the amount of density (SF and FAR):		



Exceptional Design Public Benefit Points Requested and Brief Justification	
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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](mailto: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.**



**8015 Old Georgetown Road – Sketch Plan Application  
Design Advisory Panel Submittal**

**I. Background and Existing Conditions**

JLB Realty, LLC (the "Applicant") is the contract purchaser and developer for 8011 and 8015 Old Georgetown Road in Bethesda, Maryland (the "Property"). The Property is comprised of a total of approximately 2 acres of gross tract area<sup>1</sup> and is generally located in the northwest quadrant of the intersection of Glenbrook Road and Old Georgetown Road in the Battery Lane District (as defined by the Approved and Adopted Bethesda Downtown Sector Plan – the "Sector Plan") of Downtown Bethesda. The Property is zoned CR-2.5, C-0.75, R-1.75, H-120 and is within the Bethesda Overlay Zone (the "BOZ"), in accordance with the recommendations of the Sector Plan and associated Sectional Map Amendment No. H-122 (the "Sectional Map Amendment"). The Property is currently improved with the Christ Evangelical Lutheran Church of Bethesda-Chevy Chase ("CELC"), consisting of a church building and adjoining three-story community building, three single-family, detached houses used for a child daycare and other community purposes, and surface parking areas.

To the northwest of the Property is the Bethesda-Chevy Chase Rescue Squad property, zoned CR-2.5, C-2.5, R-2.5, H-90. Confronting the Property to the west, across Old Georgetown Road, are single-family houses in the R-60 zone. To the south, diagonally across Old Georgetown Road, is an office building in the CRN-1.0, C-1.0, R-1.0, H-50 zone. Confronting the Property to the southeast, across Glenbrook Road, is an eleven-story office building in the CR-3.0, C-3.0, R-2.75, H-110 zone. To the north and northwest, the Property abuts a small enclave of single-family homes in the R-60 zone, one of which fronts on Glenbrook Road and the remainder of which front on Rugby Avenue, which terminates at the Property line.

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<sup>1</sup> The Property is more particularly comprised of eight parcels, as shown on Tax Map HN23: Lot 9, Block C, as shown on Plat No. 407 (Plat of Samuel T. Robertson's Addition to Bethesda), Lots 1-4 and Lot 11, Block B, as shown on Plat No. 407 (Plat of Samuel T. Robertson's Addition to Bethesda), Parcels P816, P859, P860, and P869, and portions of Rugby Avenue and a public alley between Lots 1-3 and Lot 4 in Block B abandoned via County Council Resolution No. 18-711.

## **II. Prior Development Approvals**

The Property has been the subject of extensive review and numerous development approvals over the last decade. On October 26, 2010, the County Council, sitting as the District Council, approved Zoning Application No. G-864 by Resolution No. 16-1540, which reclassified the Property from the R-60 zone to the PD-44 zone,<sup>2</sup> subject to the specifications and requirements of an approved Development Plan (“Development Plan”) and enumerated textual binding elements. On December 12, 2016, the Maryland-National Capital Park and Planning Commission’s (“M-NCPPC”) Montgomery County Planning Board approved a Preliminary Plan of Subdivision and Site Plan, consistent with the Development Plan, under the prior PD-44 Zone (collectively, the “Prior Development Approvals”). The Prior Development Approvals permit up to 198,863 square feet of total development, comprised of up to 107 multi-family dwelling units (including a minimum of 15% Moderately Priced Dwelling Units, or “MPDUs”), and a maximum of 58,000 square feet for a new church and community center. The Prior Development Approvals allowed for a maximum building height of 94 feet for the residential portion of the project, and a maximum building height of 76 feet for the church/community center portion of the project.

Subsequent to the Prior Development Approvals, CELC decided to abandon its plans for a new church facility on the Property and instead opt to seek an alternative location for future operations. CELC has now selected the Applicant as the developer for the Property, which is seeking new development approvals to allow for entirely multi-family residential uses, structured parking, and public and private open space and amenities on the Property in accordance with the new zoning and the Sector Plan.

Despite the proposed adjustments to the use of the Property, many of the important aspects of the previous approvals are being maintained. As a comparative reference, the site plan and select architectural sheets from the Prior Development Approvals are being provided with this submittal as Exhibit “A”. As described in greater detail below, while the general layout, rear setbacks and stepbacks and points of access are substantially similar to those from the Prior Development Approvals, the Proposed Development improves upon the architecture associated

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<sup>2</sup> This rezoning was in accord with the recommendations for the Property contained in the 2006 Woodmont Triangle Amendment to the Sector Plan for the Bethesda Central Business District.

with the Prior Development Approvals by reducing overall building height and providing an additional court along Old Georgetown Road to further break down the mass of this façade. While the proposed design largely adheres to the urban design concepts identified in the Sector Plan and Bethesda Downtown Plan Design Guidelines (the “Design Guidelines”), as described more fully below, there are certain deviations that are largely attributable to the desire to adhere to the massing approved as part of the Prior Development Approvals.

### **III. Brief Project Description**

The Applicant is seeking approval of a Sketch Plan application with up to 310 multi-family dwelling units (including 15% MPDUs), structured parking (up to 274 spaces), public and private open space/amenities (including a public through-block connection) and streetscape improvements (collectively, the “Proposed Development”). The Proposed Development is in accordance with the specific Sector Plan recommendation for the Property, which states that the site should be rezoned “to a comparable Commercial Residential (CR) zone to promote infill redevelopment with high density residential.” *See* Sector Plan, p. 129. *See also* illustrative massing for Property, p. 132. The Proposed Development includes a maximum building height of 85 feet, significantly lower than the 94 feet permitted under the Prior Development Approvals and the 120 feet allowed under the current zoning. In this respect, the Proposed Development is more compatible with the adjacent single-family detached residential dwelling units. The updated urban design also incorporates residential bars facing the east with two courtyards, as compared to the single courtyard included as part of the Prior Development Approvals. Additionally, all three residential bars facing east include a stepback at the top two floors, while the Prior Development Approvals only incorporated one stepback along the north end of the residential building. Finally, the Proposed Development is comprised entirely of residential uses, including dwelling units with direct access on Glenbrook Road that enhance the residential character of the streetscape.

As under the Prior Development Approvals, vehicular access to the Property is proposed through a curb-cut on Glenbrook Road and through a private drive aisle off of Old Georgetown Road. Both access points will provide direct access to the structured parking included within the Proposed Development. The Proposed Development also includes a 15-foot wide public through-block connection that will allow for pedestrian access between Glenbrook Road, Rugby

Avenue and the Bethesda-Chevy Chase Rescue Squad property to the northwest. The public through-block connection is identified in the Sector Plan (page 69) and Design Guidelines (page 29) and will ultimately allow for pedestrian access between Battery Lane and Glenbrook Road when the adjacent Bethesda Chevy-Chase Rescue Squad property redevelops. In addition to this public through-block connection, the Proposed Development incorporates streetscape improvements on Old Georgetown Road and Glenbrook Road that will allow for a wide pedestrian through-zone lined with landscape plantings.

#### **IV. Urban Design Concept**

The Design Guidelines identify the Property's frontage on Old Georgetown Road as a "Neighborhood Connector," which generally recommends: (a) a minimum build-to-line of 20 to 25 feet (as measured from street curb to building face); (b) base building height of 35 to 60 feet; and (c) a tower step-back of 15 to 20 feet for buildings taller than 90 feet. *See* Design Guidelines, p. 22. In accordance with these recommendations, the Proposed Development incorporates a build-to-line of approximately 28 feet on Old Georgetown Road, creating a pedestrian friendly environment through an enhanced buffer between the sidewalk and vehicular travel lanes. As noted above, the maximum height of the Proposed Development is 85 feet. The Design Guidelines identify Alternative Treatments to a tower step-back on the Old Georgetown Road frontage for buildings under 90 feet in accordance with Section 7.4.8. The Proposed Development reduces bulk through the inclusion of three courtyards as well as a stepback at the top two floors of all residential units facing east. All facades are articulated with the following design features: (a) tripartite design (i.e., base, middle and top), (b) a strong element identifying the corner at Old Georgetown Road and Glenbrook Road, and (c) bay windows and balconies along Old Georgetown Road. The Proposed Development places the bulk of the massing toward the west along Old Georgetown Road, tapering down toward the single-family neighborhood to the east. Additionally, the Proposed Development includes an elevated courtyard along Old Georgetown Road to break up the façade without losing a defined edge along this connector.

The Design Guidelines identify the Property's frontage on Glenbrook Road as a "Neighborhood Residential Street," which generally recommends: (a) a minimum build-to-line of 20 to 25 feet (as measured from street curb to building face); (b) base building height of 25 to 35 feet; and (c) a tower step-back of 15 to 20 feet. It is important to note that, in this instance,

the confronting property on this “neighborhood residential street” is an 11-story office building, and that, as such, the Prior Development Approvals did not require any step-backs in this location. Consistent with the height and setback compatibility requirements encompassed by the Prior Development Approvals, the Design Guidelines consistently recognize that “properties on a Neighborhood Residential Street confronting a ***Residential Detached or Residential Townhouse zone*** should see the Montgomery County Code Chapter 59 Section 4.1.8 Compatibility Requirements for base height and upper floor step-backs.” *See* Design Guidelines, p. 26 (emphasis added). Therefore, the Applicant has focused its step-backs for purposes of compatibility on the east side of the Proposed Development rather than Glenbrook Road frontage. In this regard, the eastern façade of the Proposed Development includes a base building height and setbacks in accordance with the compatibility requirements of Section 59-4.1.8 of the Zoning Ordinance, as opposed to the building elevation that faces the existing 11-story office building zoned CR-3.0, C-3.0, R-2.75, H-110. In addition to these urban design elements, the Applicant is exploring the potential for incorporation of individual unit entries and stoops at the ground floor along Glenbrook Road to better reflect the character of the single-family detached homes to the east of the Property.

#### **V. Exceptional Design Public Benefit Points Requested and Brief Description**

The Applicant is seeking 20 public benefit points in this category on the basis that the Proposed Development 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:

(1) Providing innovative solutions in response to the immediate context

The Proposed Development implements a through-block connection along the eastern portion of the Property that will facilitate access from the Bethesda-Chevy Chase Rescue Squad property to the northwest that fronts on Battery Lane. The massing of the Proposed Development scales down to the east, with a defined edge along Old Georgetown Road, and provides courtyards for appropriate access to light and air.

(2) Creating a sense of place and serves as a landmark

The Proposed Development defines the Old Georgetown Road and Glenbrook Road intersection with urban design reflective of a transition between the more intensely

developed Woodmont Triangle District and the adjacent single-family residential neighborhoods. While the existing 11-story office building to the south of the Property currently serves as a gateway building for individuals travelling on Old Georgetown Road to Downtown Bethesda, the Proposed Development will allow for a more walkable environment framed by a building that relates to the human scale at this gateway location in accordance with the Sector Plan's building form goals.

(3) Enhancing the public realm in a distinct and original manner

The Proposed Development includes wide, pedestrian friendly streetscape improvements in accordance with the Design Guidelines. Significantly, the Proposed Development provides a direct connection between uses at the ground floor and the public realm on Old Georgetown and Glenbrook Roads.

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

The Proposed Development includes the use of masonry, siding and metals in a way that strengthens the building's base, middle and top. The use of unique materials will also emphasize the intersection of Old Georgetown Road and Glenbrook Road, as well as the stepbacks along the eastern façade.

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

The Proposed Development arranges amenities and entry points at various locations throughout the building for residents to have easy access to primary transportation corridors and transit options, retail, employment, and recreational amenities.

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

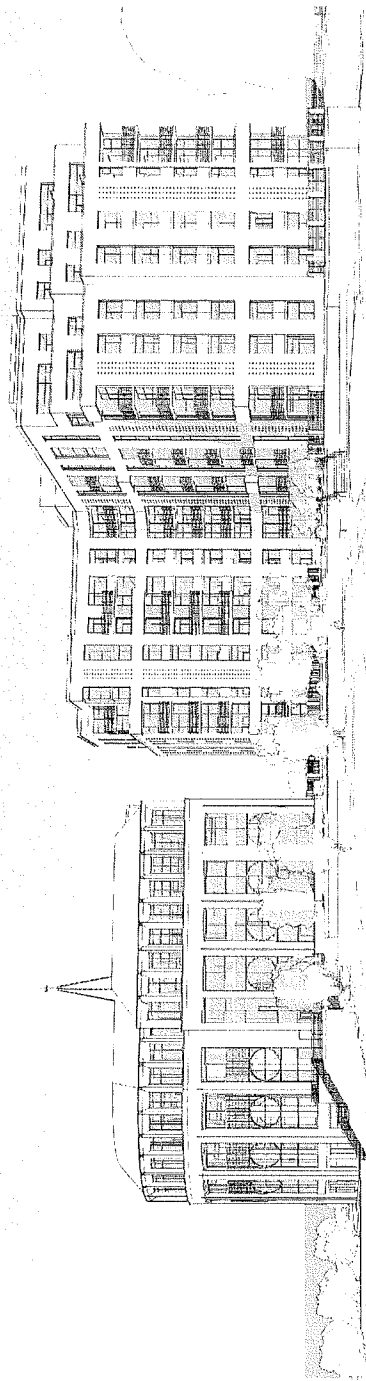
All parking is proposed in a underground parking garage; however, the parking is buried into the existing grading such that the building above can terrace along with the natural grade. The two proposed courtyards facing east will be at different levels and align more closely with the proposed through-block connection. The structure below grade will also be pulled back from the proposed through-block connection. As a result of the placement of the courtyards and structure below grade, the Proposed Development will have less disturbance of earth and also



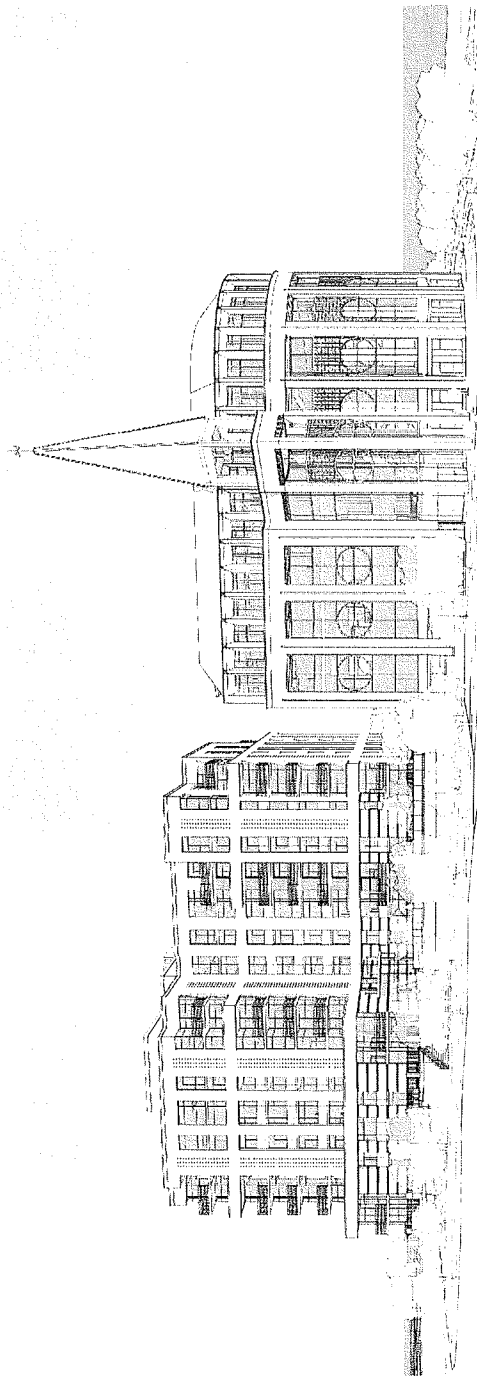
relate more directly to the through-block connection to contribute to the character and visual identify of Downtown Bethesda.







2 RUGBY AVENUE VIEW



1 OLD GEORGETOWN ROAD VIEW

**DEVELOPER'S CERTIFICATE**

Plan	Developer's Name	Business Address	Developer's Name	Business Address
Contract Region	Contract Region	Contract Region	Contract Region	Contract Region
Contact Address	Contact Address	Contact Address	Contact Address	Contact Address
Phone	Phone	Phone	Phone	Phone
Fax	Fax	Fax	Fax	Fax
Website	Website	Website	Website	Website
Notes	Notes	Notes	Notes	Notes

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# 8015 Old Georgetown Road Bethesda, MD

May 8th 2019

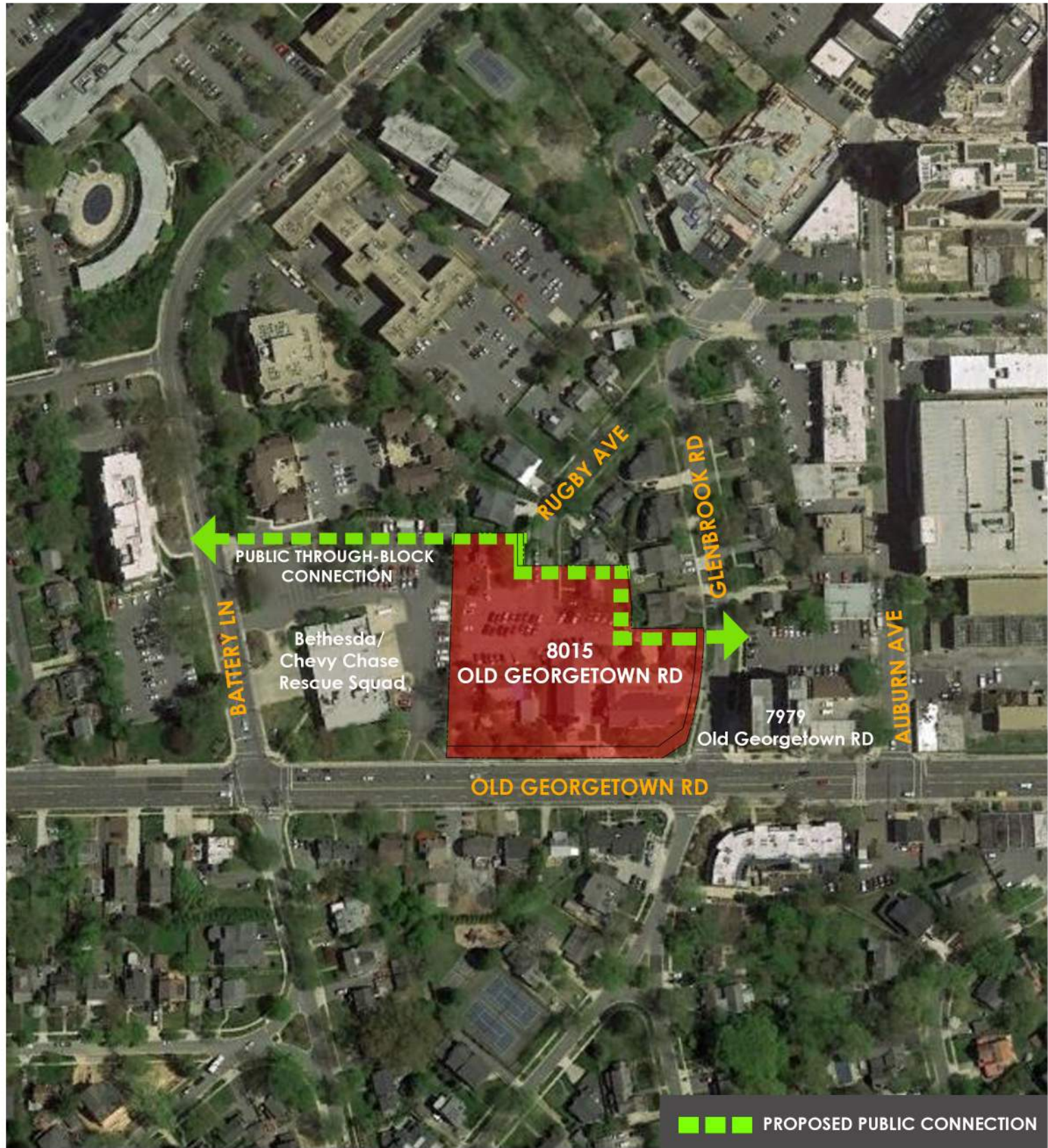
**SK+I ARCHITECTURE**

**Design Advisory Panel - Sketch Plan**

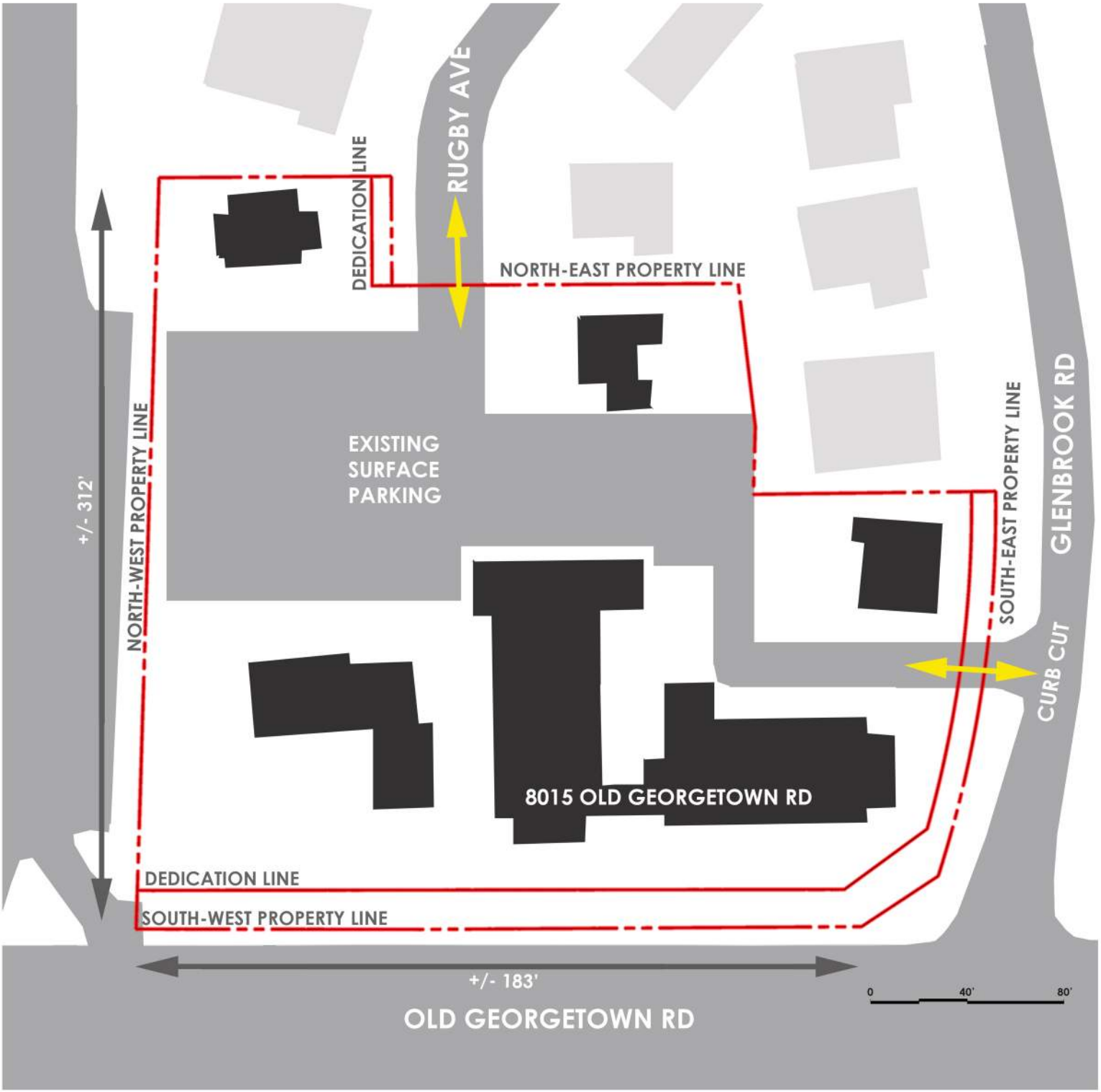
**JLB Partners**







AERIAL PHOTOGRAPH



**GROSS TRACT AREA: 109,677 SF**

EXISTING SITE PLAN







OLD GEORGETOWN RD LOOKING NORTH-WEST



OLD GEORGETOWN RD LOOKING SOUTH-EAST



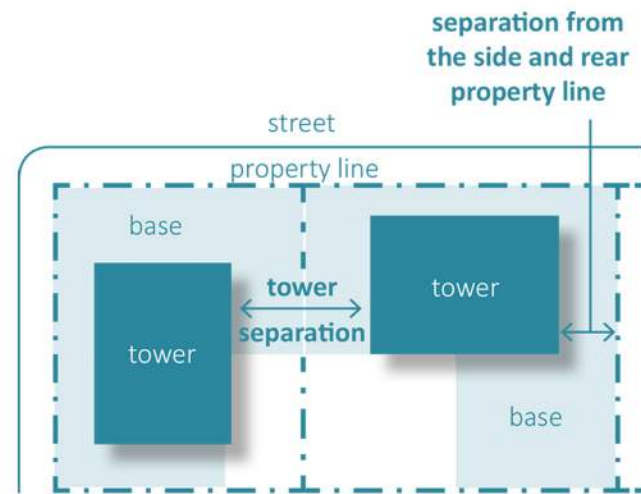
RUGBY AVE LOOKING SOUTH-WEST



GLENBROOK RD LOOKING SOUTH



## TOWER: SEPARATION DISTANCE



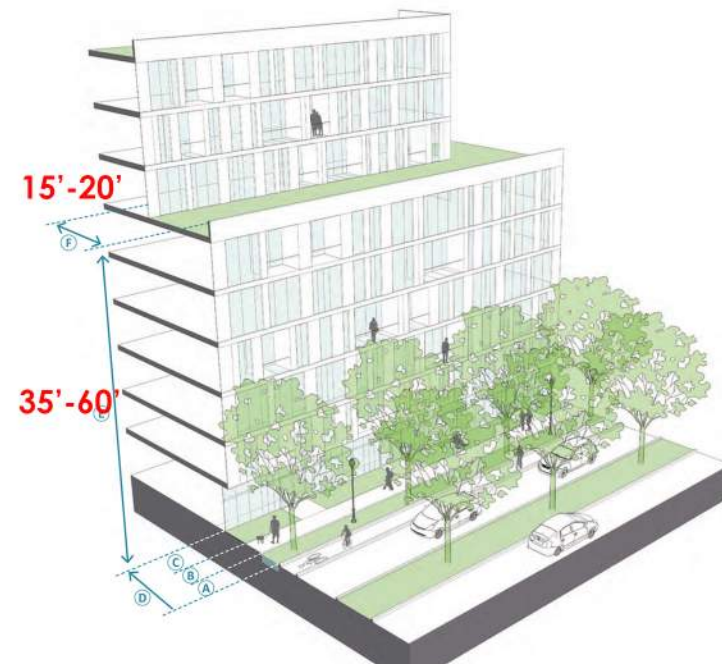
### Alternative Treatments:

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.

## STREET SECTION AND SETBACKS



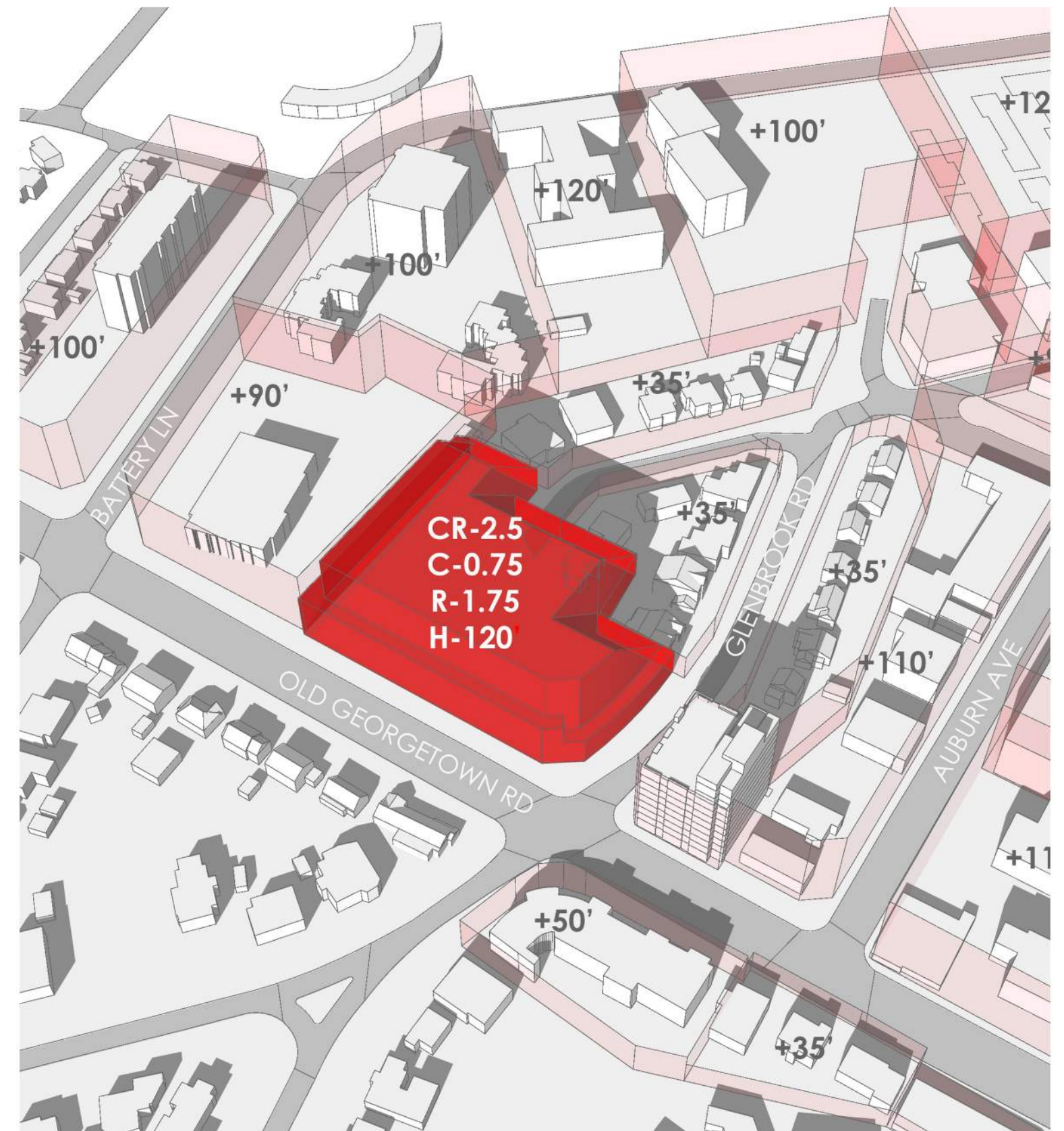
NEIGHBORHOOD CONNECTOR  
(OLD GEORGETOWN RD)

### 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.



NEIGHBORHOOD RESIDENTIAL ST.  
(GLENBROOK RD)



ALLOWABLE BUILDING HEIGHTS



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.



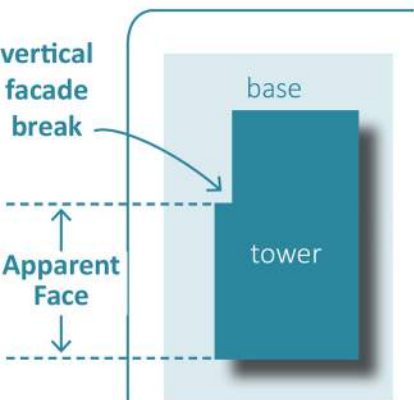
E. Vary Tower Placement and Orientation

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

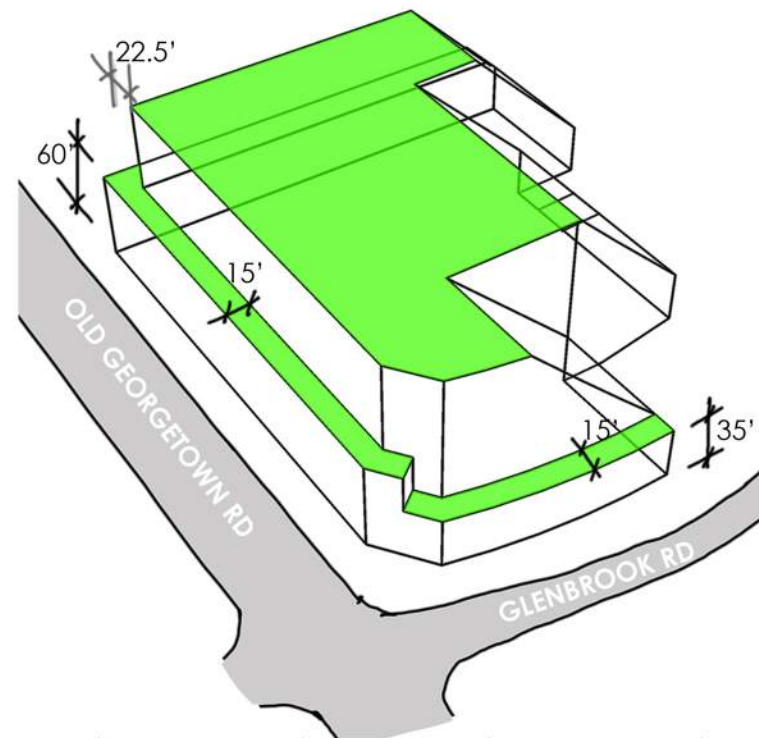
The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.



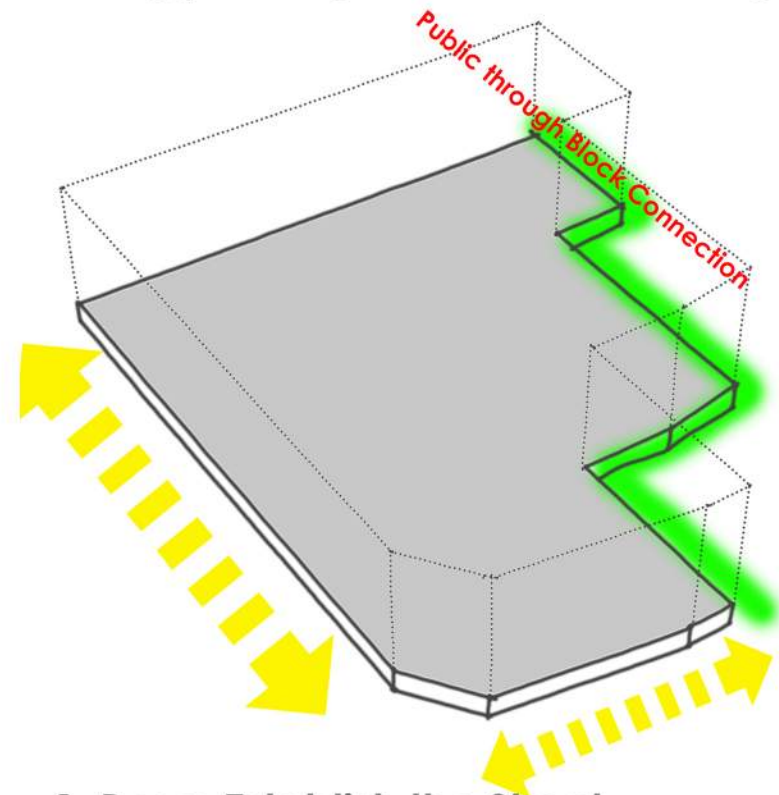




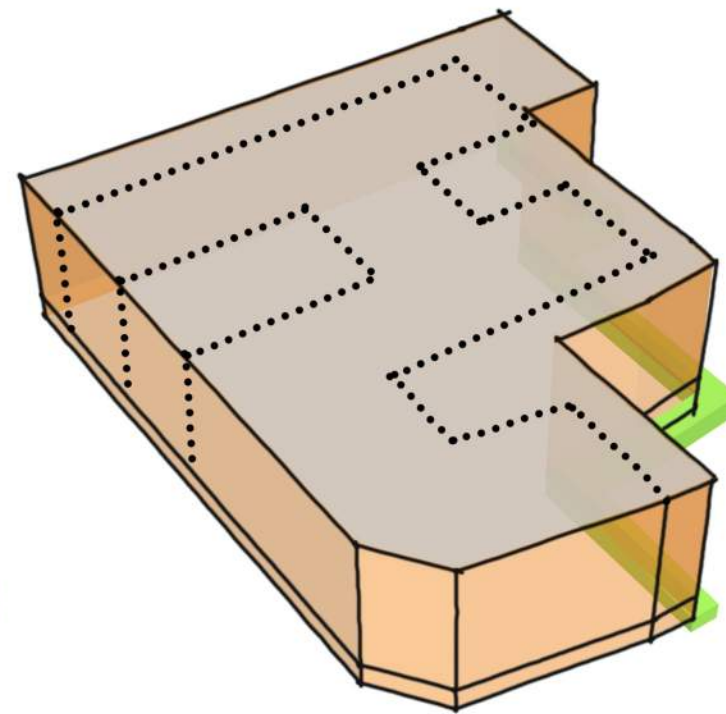




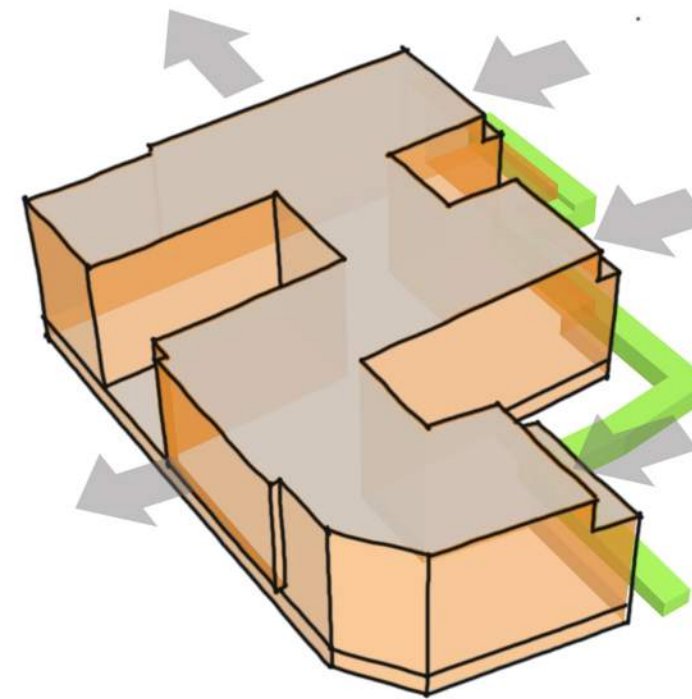
Massing per Design Guideline and Zoning



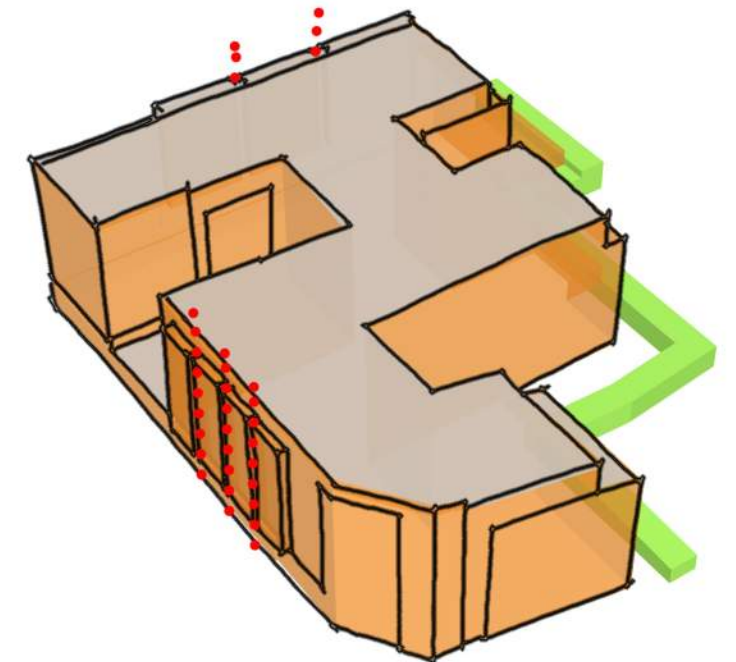
**1. Base: Establish the Street**  
Building base defines street scale  
Establish Residential Frontage  
Provide a public through-Block Connection



**2. Tower: Break Down the Mass**  
Define Tower Mass & Split it to minimise Bulk



**3. Shape the Tower**  
Articulate Tower Mass to create Setbacks  
Push/Pull Mass to create Bay

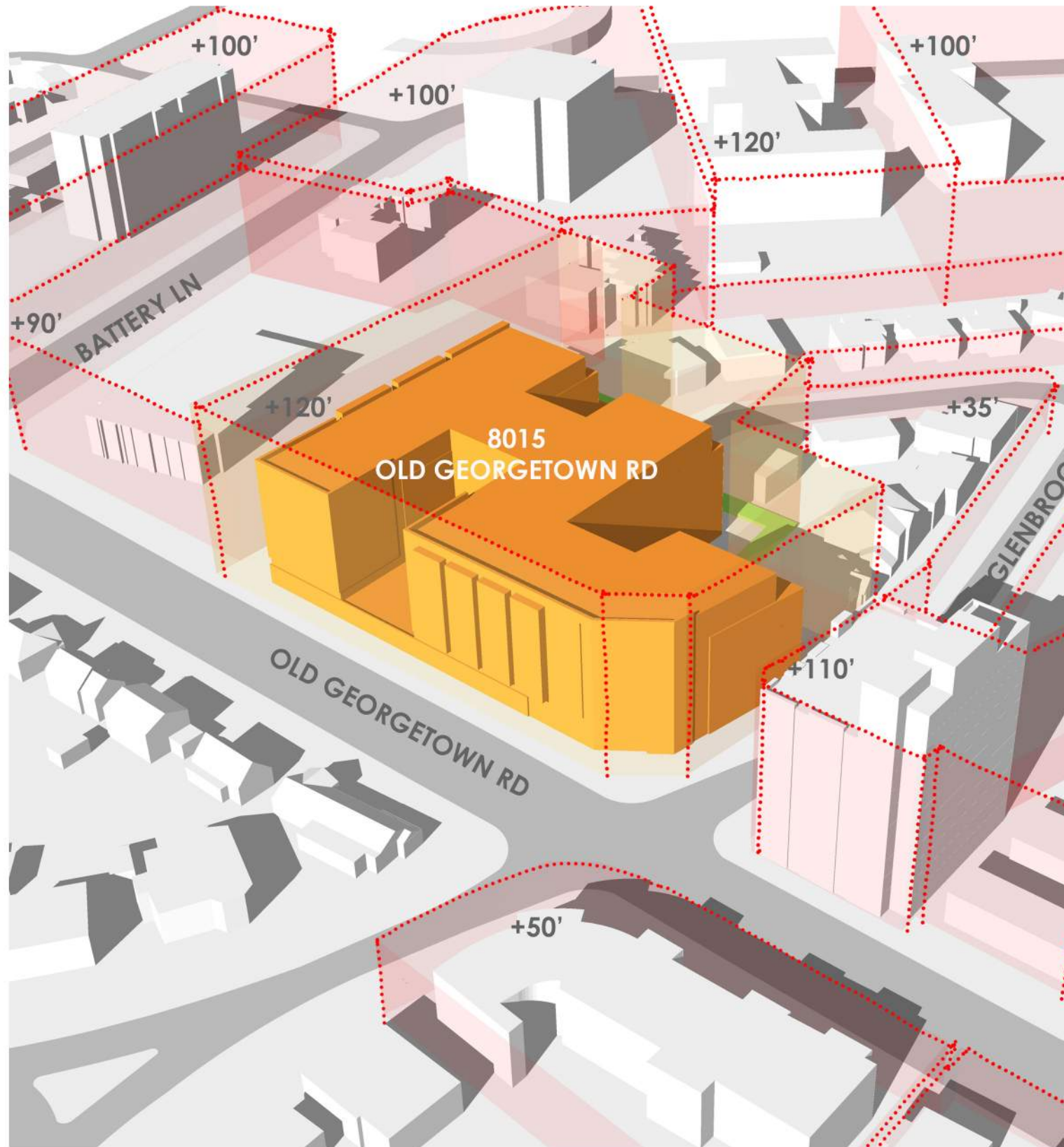


**4. Inflect the Tower**  
Push/Pull Edge and Articulate bay  
to sculpt the Volume

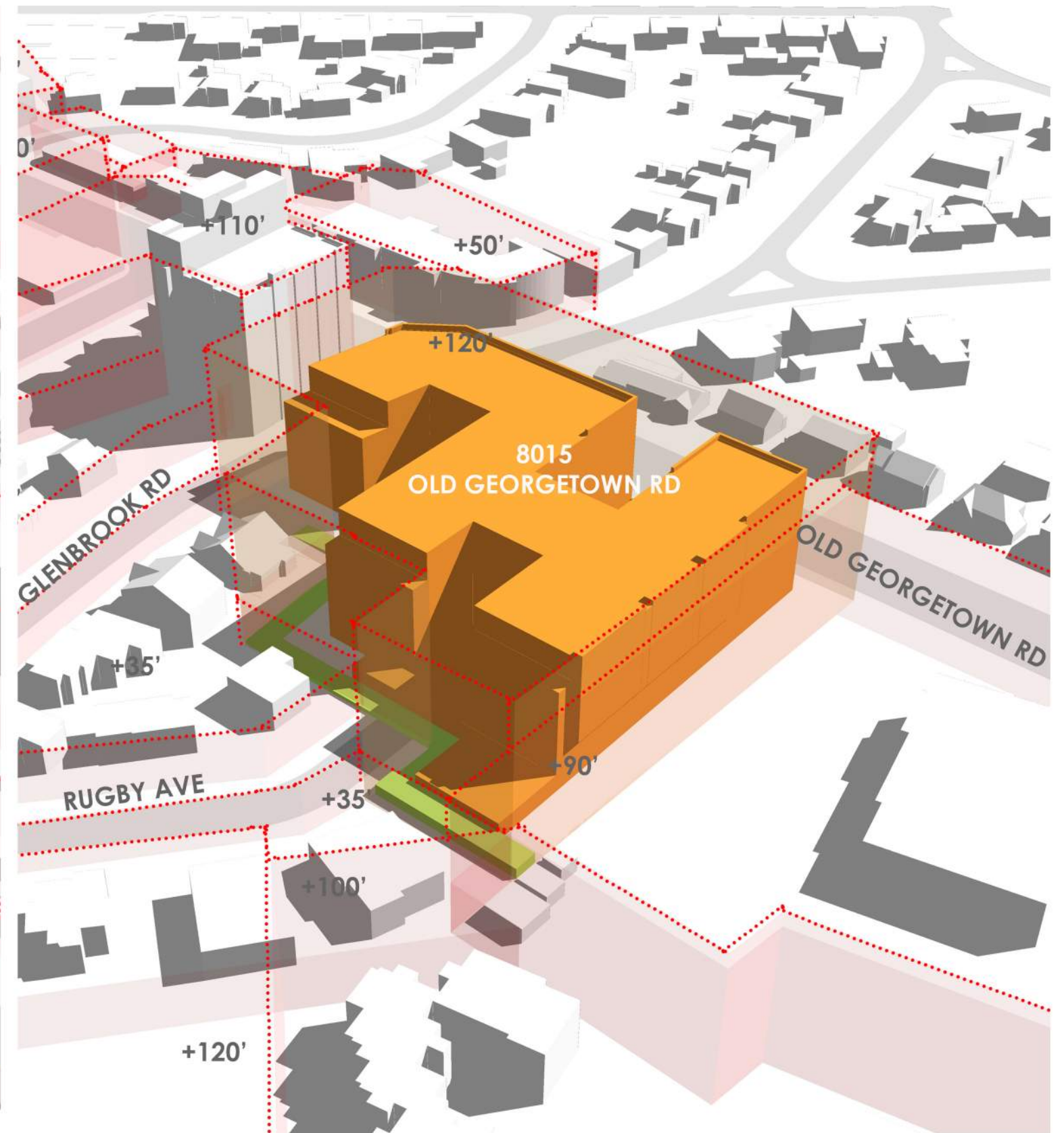








AERIAL VIEW LOOKING NORTH



AERIAL VIEW LOOKING SOUTH



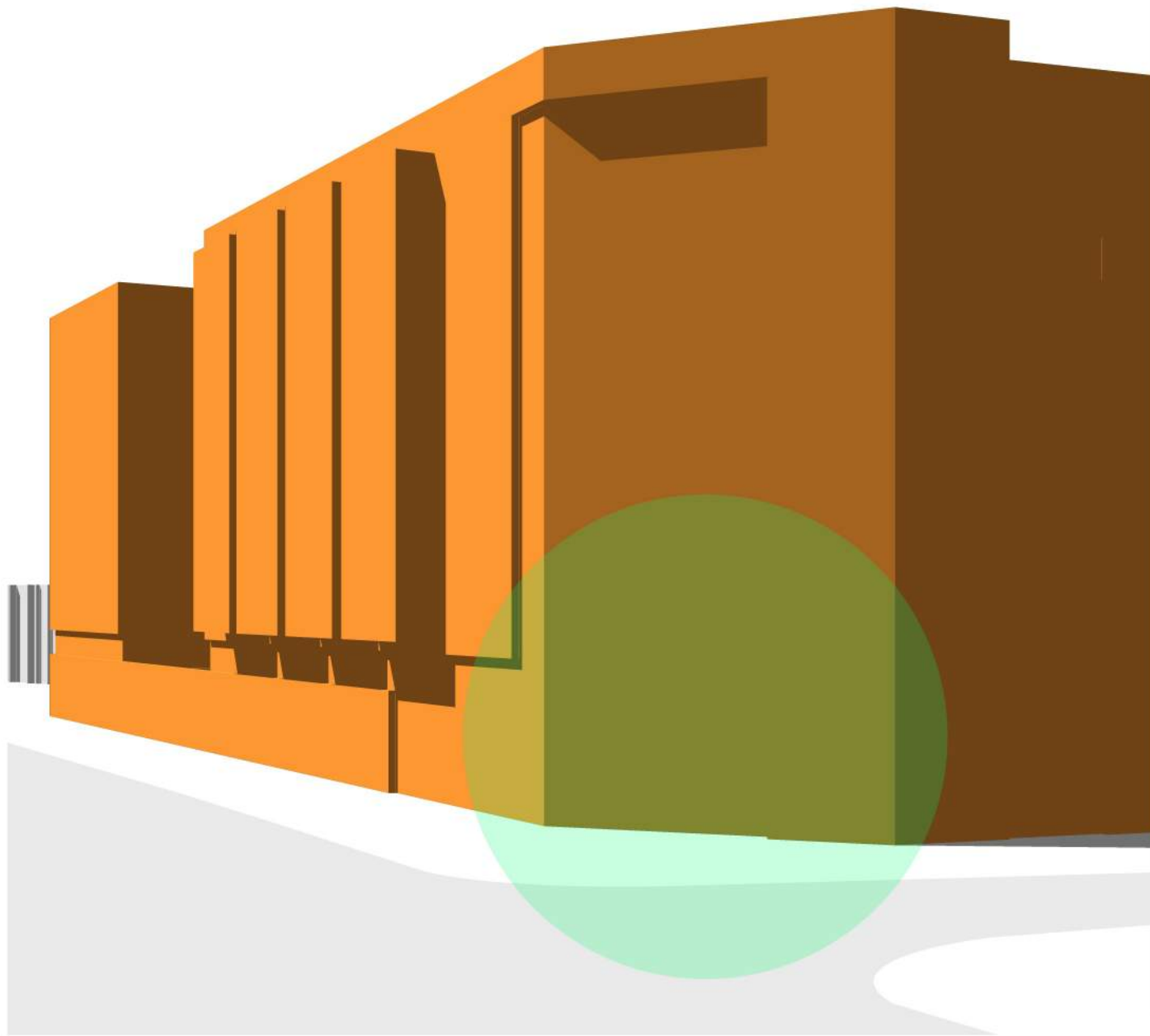


OLD GEORGETOWN RD - Looking North-East

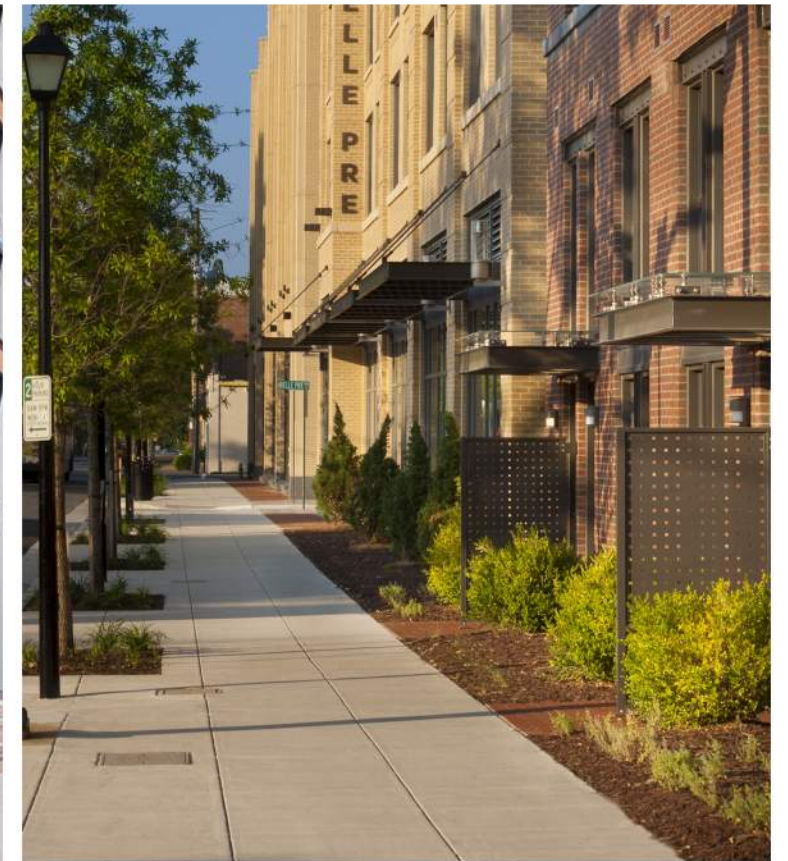


GLENBROOK RD - Looking North-West

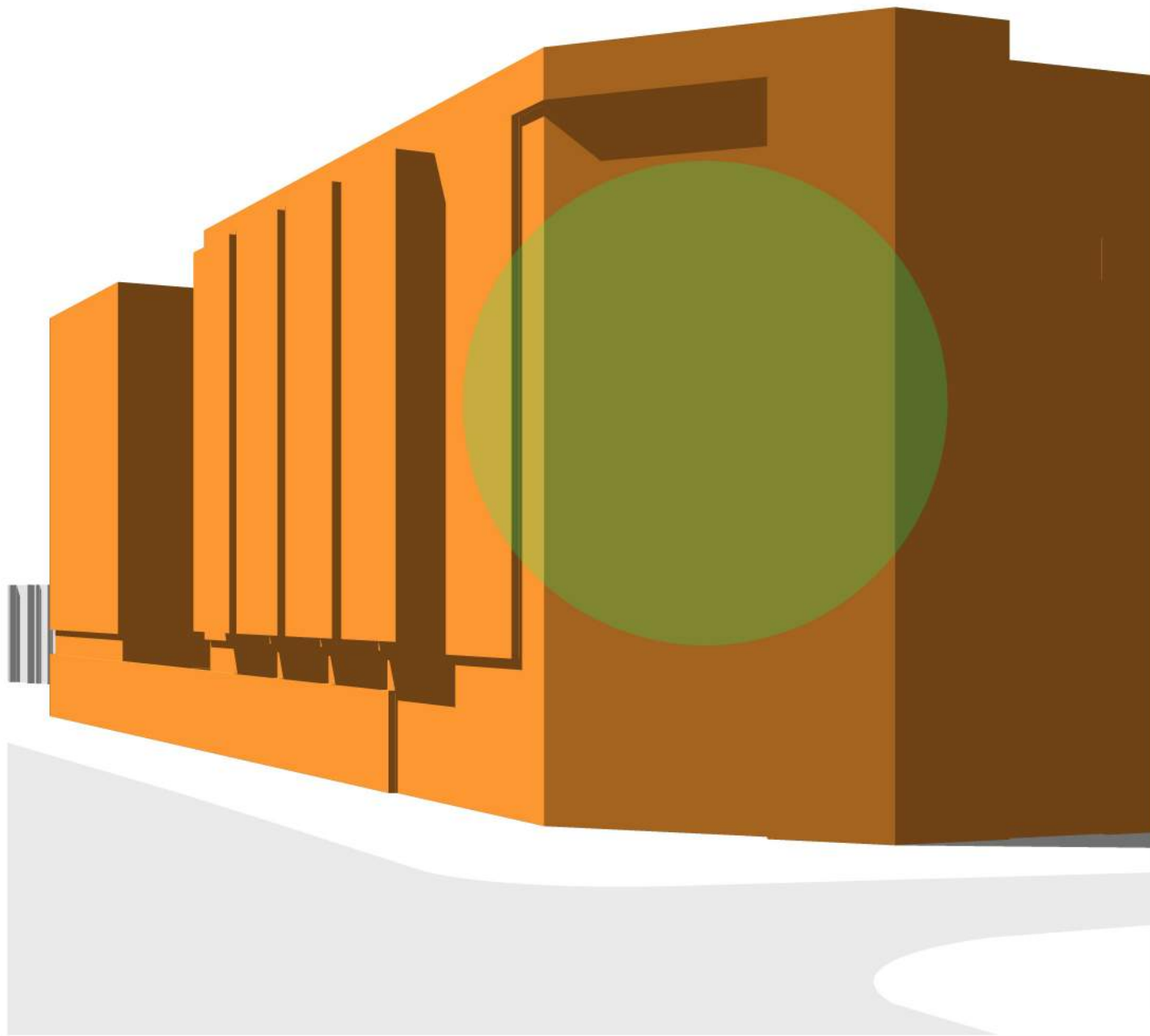




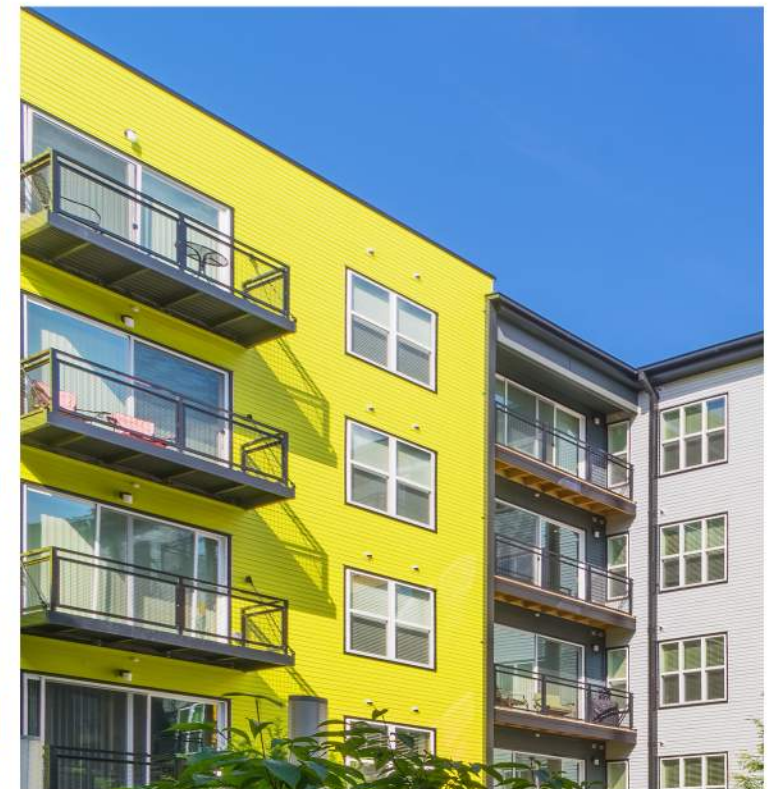
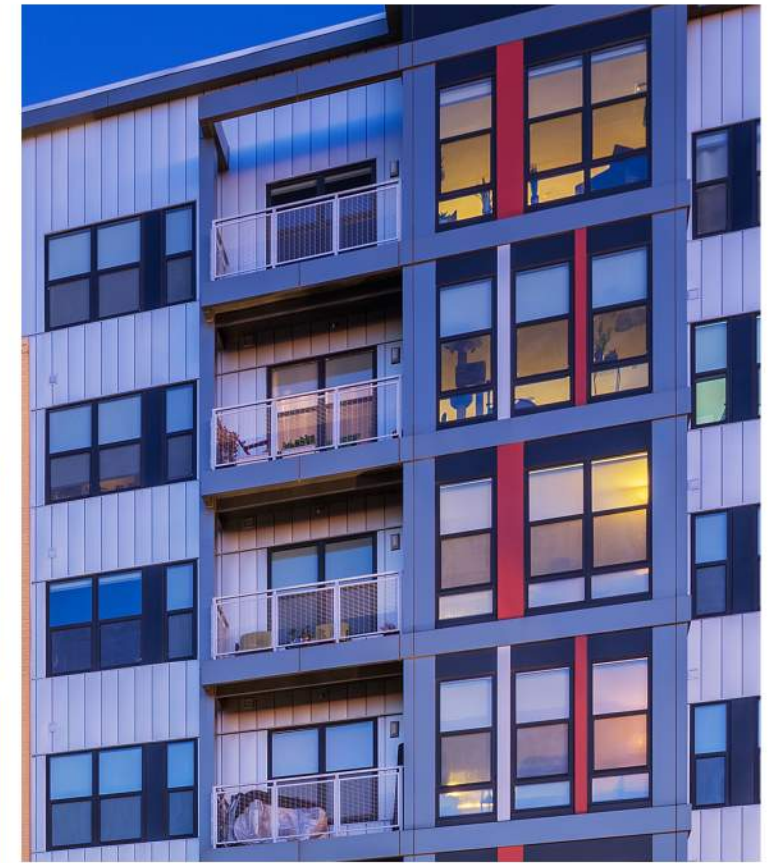
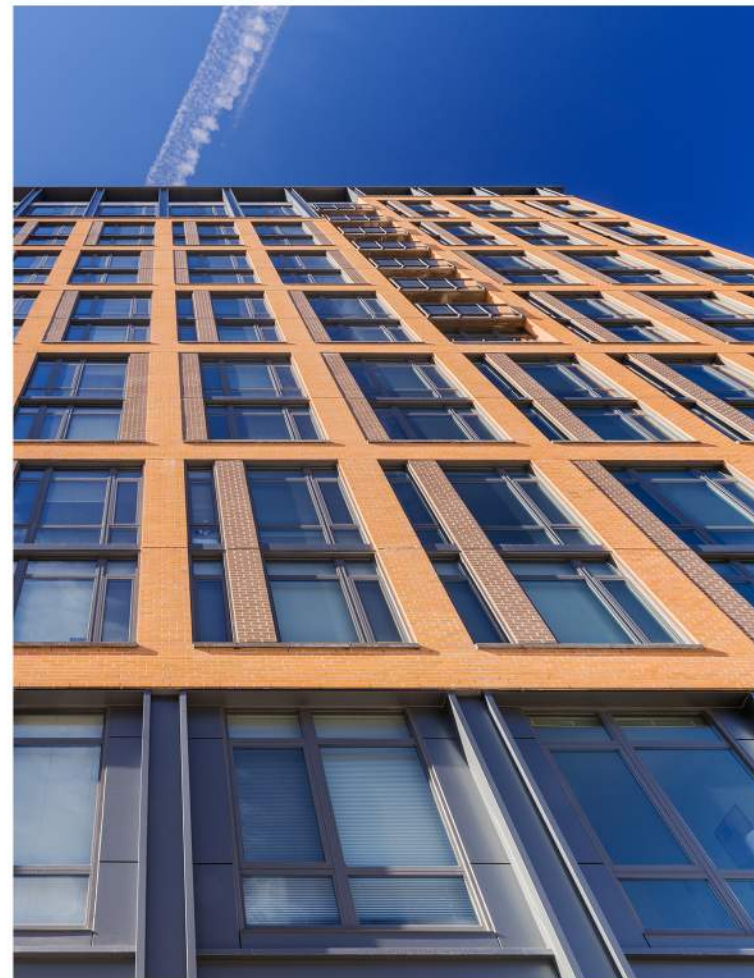
OLD GEORGETOWN RD LOOKING NORTH



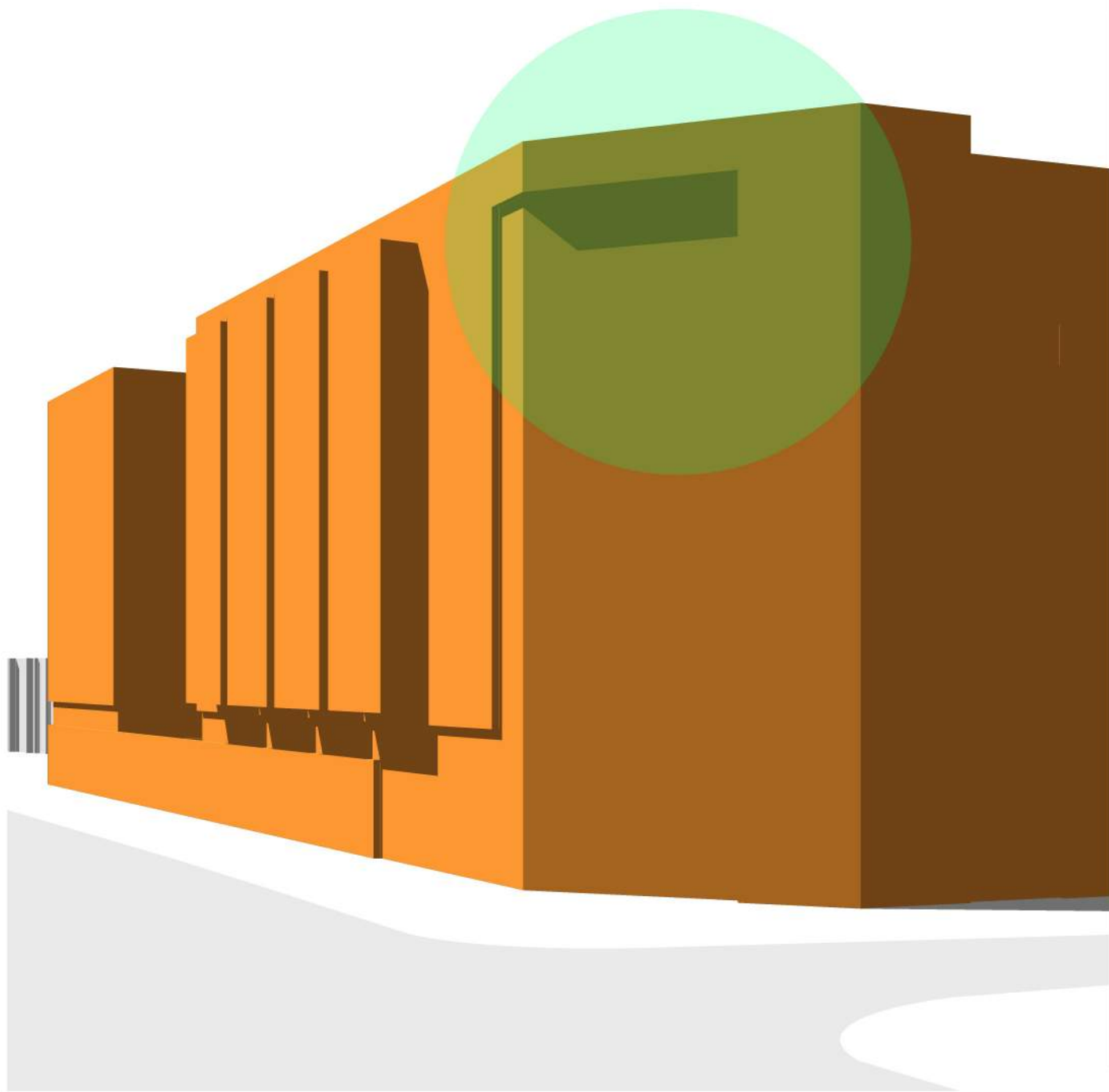




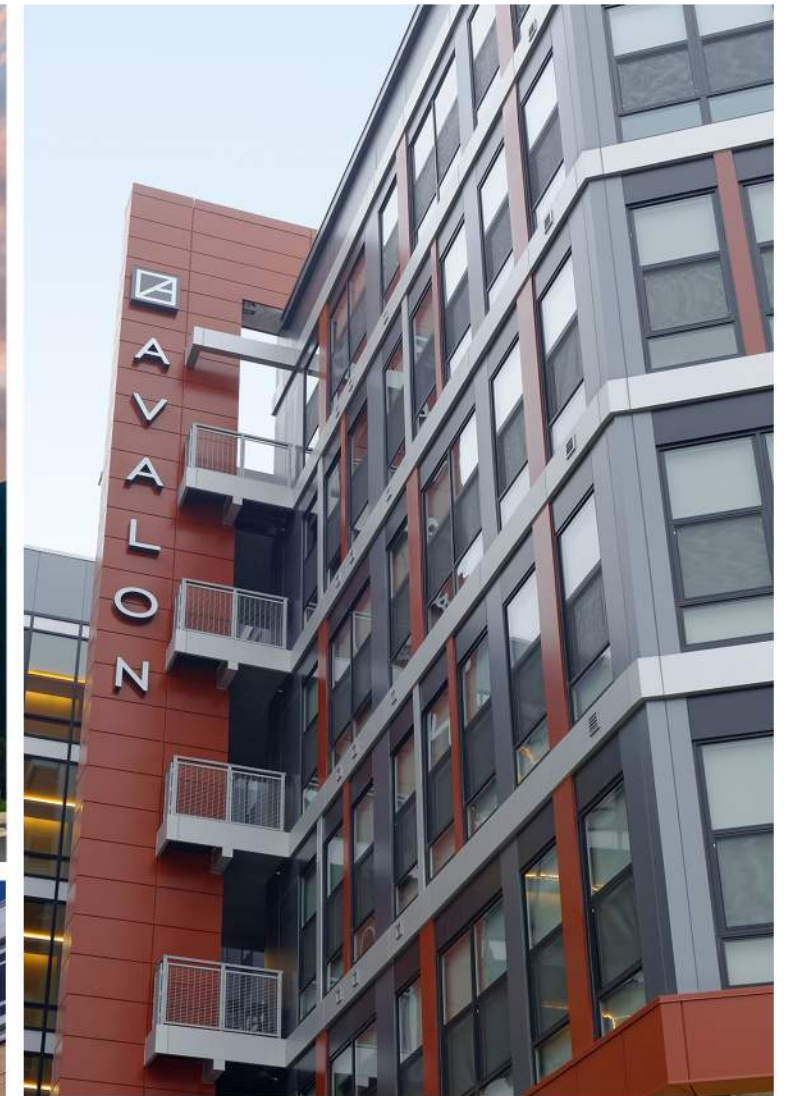
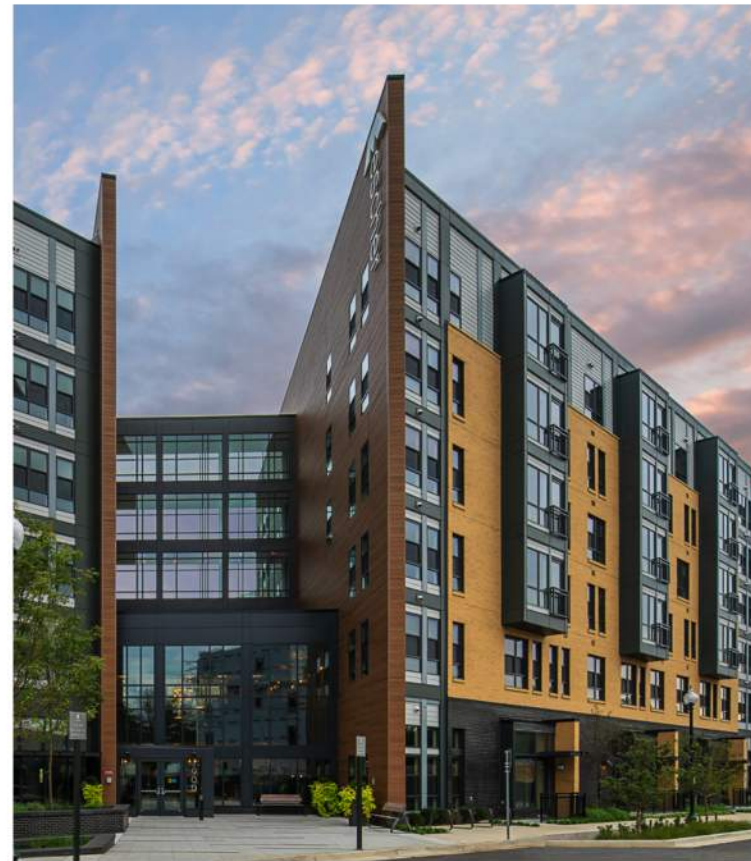
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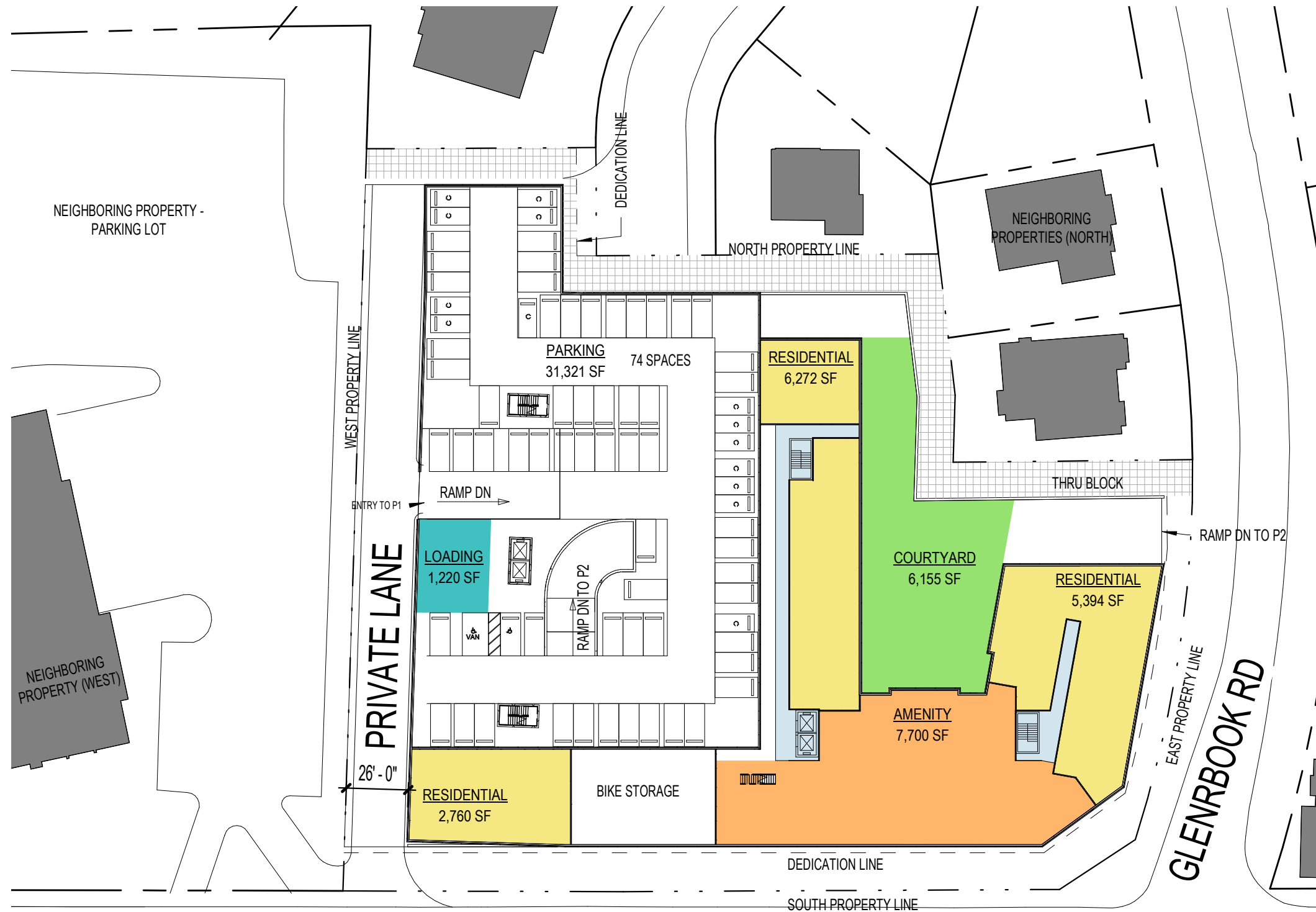






OLD GEORGETOWN RD LOOKING NORTH

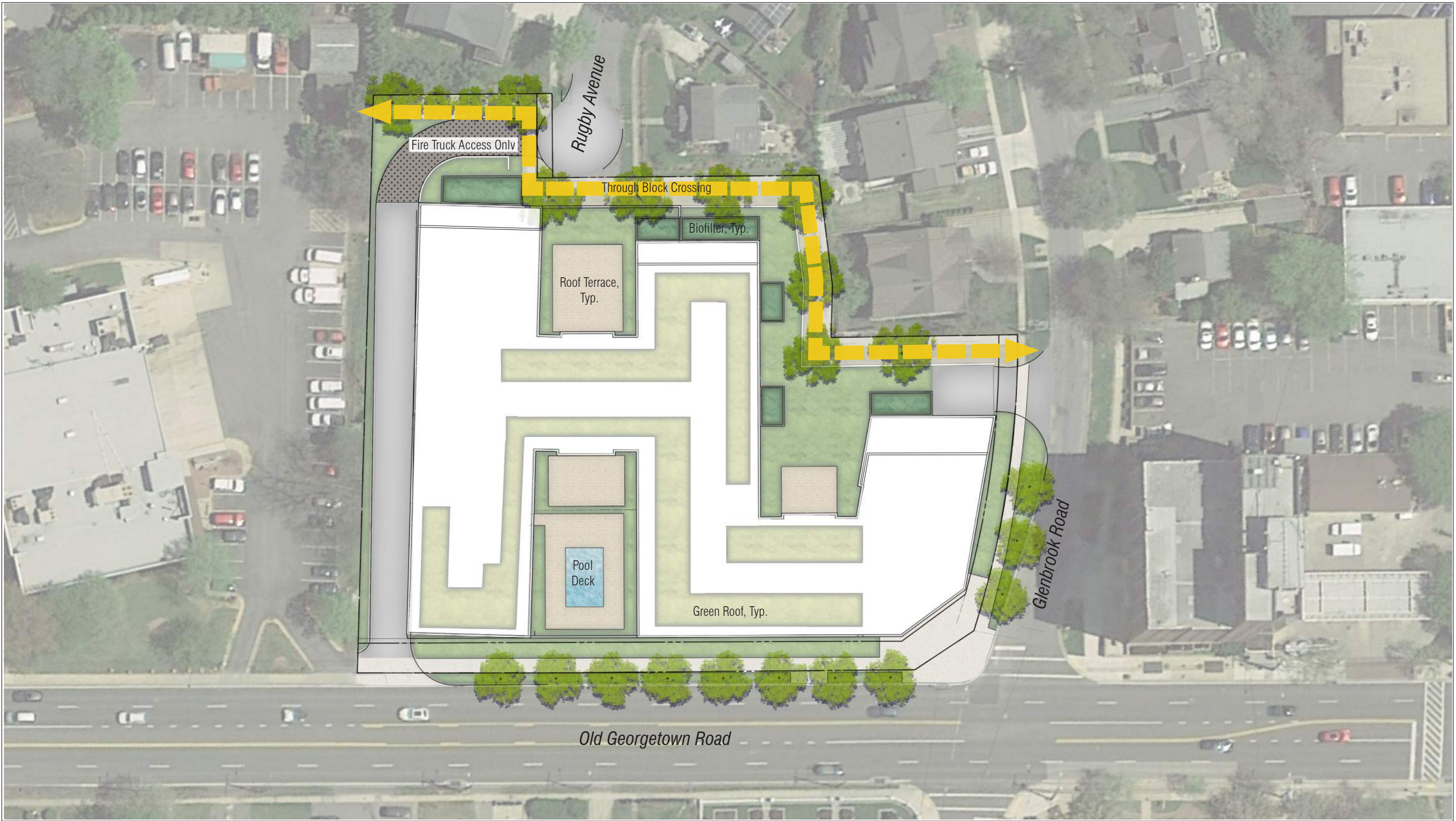












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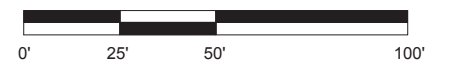
# 8015 Old Georgetown Road | Bethesda, MD

**SK+I** ARCHITECTURE **OCULUS**

Conceptual and for Illustrative Purposes Only

Illustrative Site Plan

May 8th, 2019 | **L01**







Through Block Crossing

Streetscape



# 8015 Old Georgetown Road | Bethesda, MD

**SK+I** ARCHITECTURE **OCULUS**

Conceptual and for Illustrative Purposes Only

Character Imagery

May 8th, 2019 | **L02**

