

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	7340 Wisconsin Avenue
File Number(s)	TBD
Project Address	7340 Wisconsin Avenue, Bethesda

Plan Type Concept Plan ☐ Sketch Plan ☒ Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Joel Sherman / South Bay Partners	214-370-2638	jsherman@southbayltd.com
Architect	James Hamilton / CallisonRTKL		
Landscape Architect	Lyn Wenzel / LAB		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF and FAR)
Project Data	CR-5.0, C-5.0, R-4.75, H-250	250 Feet	315,000 SF / 16.9 FAR
Proposed Land Uses	Up to 345 multi-family and senior housing units and up to 5,000 square feet of retail 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>	<p><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): 315,000 SF / 16.9 FAR</p> <p>South Bay Partners (the "Applicant") is the contract purchaser and developer of the property located at 7340 Wisconsin Avenue (the "Property"), located at the southwest corner of the intersection of Montgomery Lane and Wisconsin Avenue. The Property is located in the Metro Core of the Wisconsin Avenue Corridor district, with immediate proximity to Bethesda Metro Center, the Purple Line Station and Bethesda Gateway. The property is currently occupied by a vacant one-story brick building that has 1,775 square feet of area and a surface parking lot. Vehicular access to the Property is provided on all three adjoining streets: Montgomery Lane, Wisconsin Avenue and Hampden Lane.</p> <p>On the same block and immediately to the west of the Property is 4720 Montgomery Lane, an 11-story class A office building. Planned to the south of the Property is Metro Tower, a 250 foot tall residential tower with approximately 400,000 gross floor area, and 7272 Wisconsin Avenue, a mixed-use development with an office tower and two residential towers that are up to 290 feet tall. To the north of the Property is 4 Bethesda Metro Center, a development with a hotel tower, an office tower and one planned tower that has been rezoned to be up to 290 feet tall. Across Wisconsin Avenue from the Property is 7359 Wisconsin Avenue. It's planned to be a 250 foot tall mixed-use tower with offices and a hotel. To the south of that is an existing 12-story Residence Inn hotel.</p> <p>The Applicant is proposing to redevelop the Property with a mixed-use development that includes up to 340 senior housing units and up to 5,000 square feet of retail uses (the "Project") that activate the street level along Wisconsin Avenue per Bethesda Downtown Plan Design Guidelines. The Project will have two stories of below-grade parking with approximately 45 parking spaces to accommodate residential, FTE and retail parking requirements. Vehicular access to the residential lobby drop-off and parking is proposed via the widened existing curb-cut off Hampden Lane, while two loading and servicing docks would be accessed off the shifted existing curb-cut off Montgomery Lane. The existing curb-cut off Wisconsin Avenue will be filled in, reducing the amount of interruptions to the pedestrian flow and vehicular traffic along the "Urban Boulevard," and provide space for outdoor seating that enhances the pedestrian experience.</p>		



Exceptional Design Public Benefit Points Requested and Brief Justification	<p>The Project responds to the Property's prominent location in the center of Bethesda, and will contribute to the strength of Bethesda as a vibrant, mixed-use, transit-oriented district. The architectural design addresses the planning goals embodied in the Bethesda Downtown Plan and Design Guidelines, while simultaneously accommodating the constraints of a small site and delivering an iconic building that will serve to highlight this prominent location. The architectural design of the Project will both enhance the pedestrian environment and emphasize the urban nature of the Project.</p> <p>The building's design incorporates a series of pivots, breaks and shifts that respond to the surrounding context and interior program, while also serving to break down the perceived mass of the building. In response to the urban grid shifting at the corner of Montgomery Lane and Wisconsin Avenue, the site presents a unique opportunity to respond to its angular geometry with an exceptional building form. Leveraging the distinctive angle at this prominent corner, the building mass pivots at this point into itself. This façade break continues vertically along the tower height to provide slender building mass proportions along Wisconsin Avenue and reduce its perceived mass.</p> <p>The building mass continues to shift by distinctly expressing the interior residential programs by pivoting and breaking at corresponding levels to the care and function of the interior program. This adds visual interest by allowing the building to be viewed dynamically from different vantage points, resulting in the creation of multiple outdoor spaces for potential landscaping opportunities. Finally, the building design peaks at the corner of Montgomery Lane and Wisconsin Avenue, which provides an iconic building top that will contribute to the Metro Core skyline. The enhanced height at this point will further reinforce the prominence of this location and will support rooftop amenity spaces serving the residents. Thereby, linking form and function.</p> <p>The primary building material is currently envisioned to be brick. Various brick patterns, textures and/or colors will be incorporated to further enhance the unique geometry of the building and complement the surrounding neighborhood.</p> <p>The building design will incorporate façade treatments and architectural elements that will provide an appropriate human-scale at the pedestrian level. As discussed above, the ground floor will incorporate active commercial and residential amenity uses, as well as a public open space that will compliment the street-level experience along with those existing and proposed on adjacent properties. At the pedestrian level, the façades are currently intended to incorporate a significant amount of glass, in order to provide ample transparency, activating the ground floor uses and engaging the public street experience.</p> <p>Furthermore, the proposed design consolidates parking and service entry points by eliminating the existing curb cut along Wisconsin Avenue. The existing access points along Montgomery and Hampden Lane will be used to accommodate on-site loading and parking to promote the creation of a retail corridor, as envisioned by the Bethesda Downtown Plan, along Wisconsin Avenue.</p>
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DESIGN ADVISORY PANEL SUBMISSION PROCESS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
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.**





BETHESDA SENIOR LIVING

7340 WISCONSIN AVENUE

DAP SUBMISSION

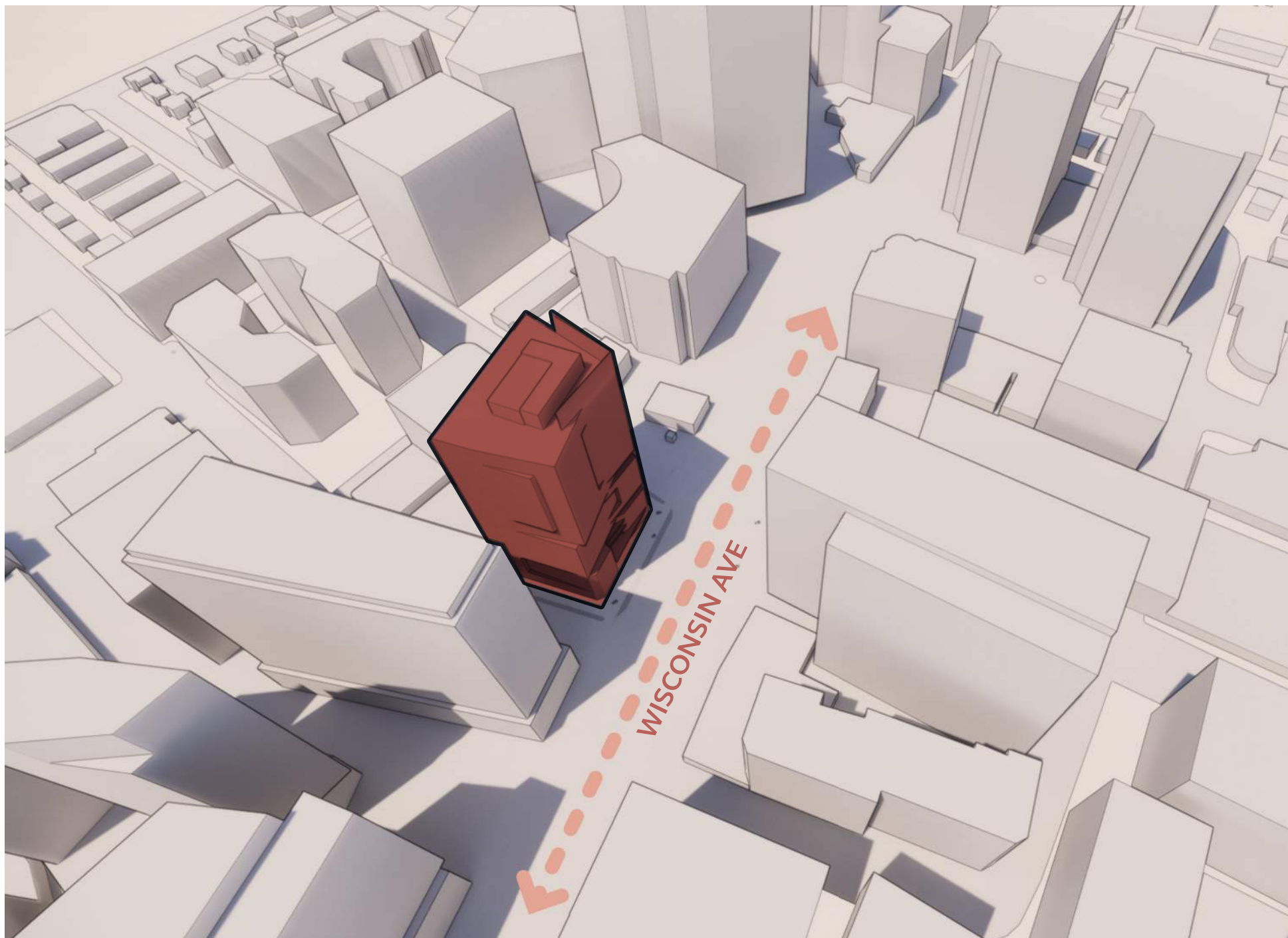
BETHESDA, MARYLAND
SEPTEMBER 11TH, 2019



CALLISON|TKL
A DESIGN CONSULTANCY OF ARCADIS



LAB

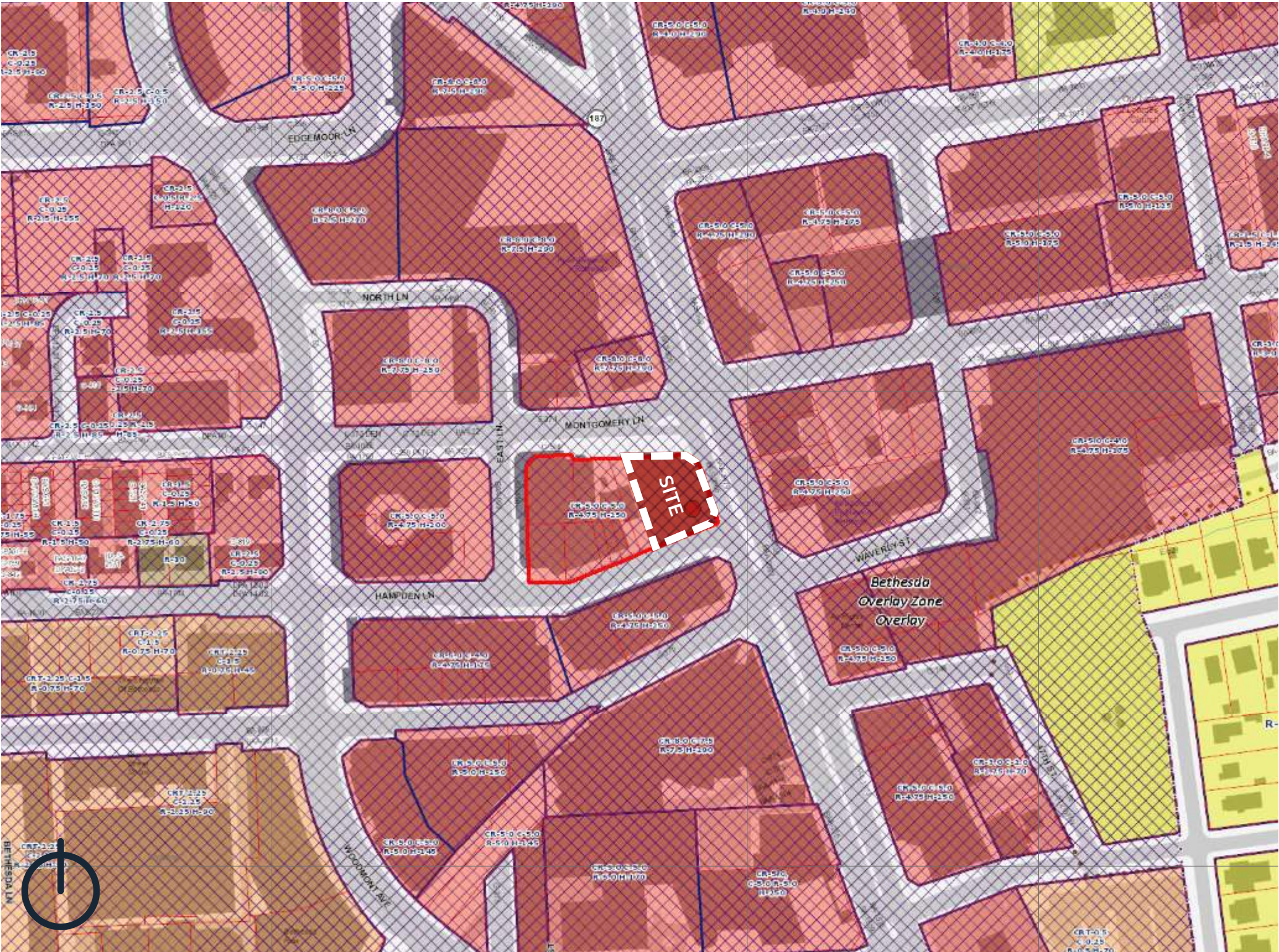


BETHESDA SENIOR LIVING

SITE ASSESSMENT

1. ZONING INFORMATION
2. SITE CONTEXT PHOTOS
3. EXISTING CONDITIONS
4. ALLOWABLE HEIGHT ANALYSIS
5. DOWNTOWN SECTOR PLAN

SITE: ZONING INFORMATION



MONTGOMERY COUNTY ZONING MAP

1 IN = 250 FT

ADDRESS:
7340 WISCONSIN AVE
BETHESDA, 20814

LAND-USE:
RETAIL

LEGAL DESCRIPTION:
PL 19553 EDGEMOOR

ZONE:
CR-5.0 C-5.0 R-4.75 H-250

OVERLAY ZONE:
BETHESDA OVERLAY ZONE

PARKING DISTRICT:
BETHESDA

CBD: BETHESDA

LOT: 8

BLOCK: 24 C

SPECIAL PROTECTION AREA:
N/A

URBAN DISTRICT:
BETHESDA

ENTERPRISE ZONE: N/A

ARTS & ENT. DISTRICT:
BETHESDA ARTS AND ENTERTAINMENT DISTRICT

SPECIAL TAX DISTRICT: N/A

BIKE/PED PRIORITY AREA:
BETHESDA CBD

URBAN RENEWAL AREA:
N/A

METRO STATION POLICY AREA:
BETHESDA CBD

PRIORITY FUNDING AREA:
YES

SEPTIC TIER:
TIER 1: SEWER EXISTING.

MUNICIPALITY: N/A

MASTER PLAN:
BETHESDA DOWNTOWN PLAN

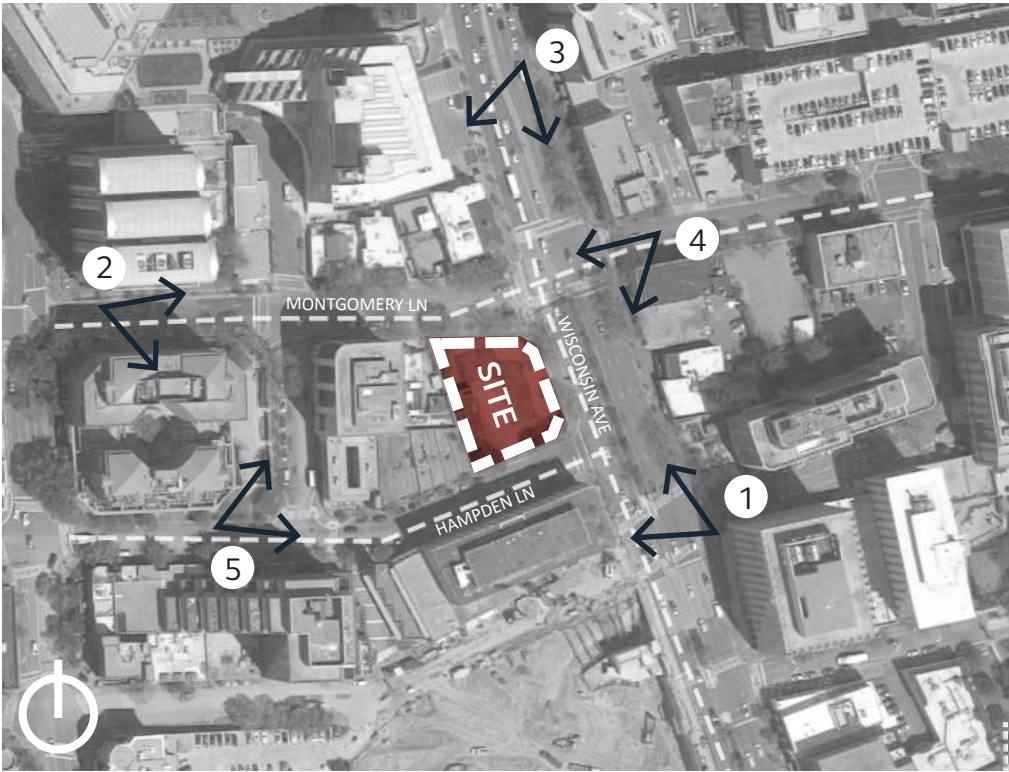
HISTORIC SITE/DISTRICT: N/A

WSSC GRID:
209NW05

WATER/SEWER CATEGORIES:
W-1 /S-1

(AS PRINTED ON 5/15/2019)

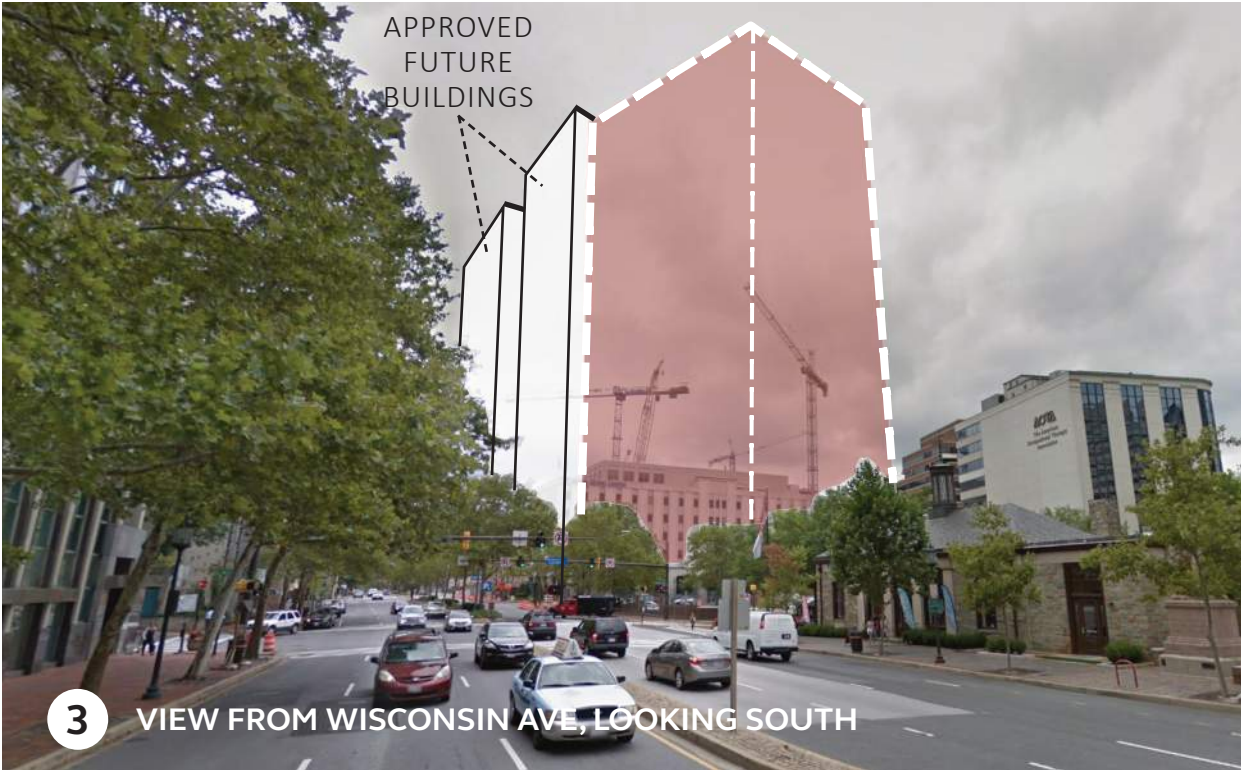
SITE: CONTEXT PHOTOS



1 VIEW FROM WISCONSIN AVE LOOKING NORTH



2 VIEW FROM MONTGOMERY LN, LOOKING EAST



3 VIEW FROM WISCONSIN AVE, LOOKING SOUTH

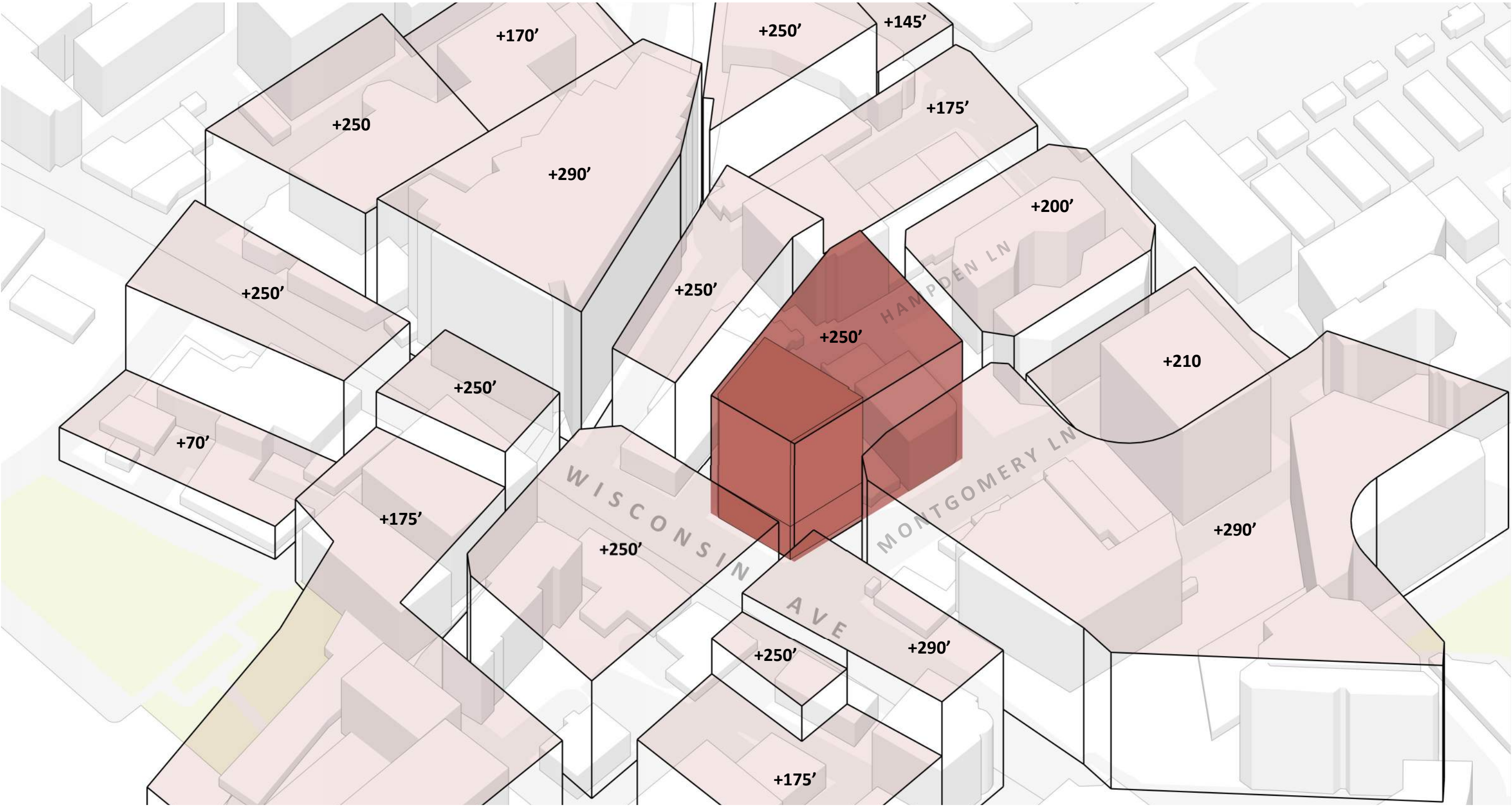


4 VIEW FROM MONTGOMERY LN, LOOKING WEST



5 VIEW FROM HAMPDEN LN, LOOKING EAST

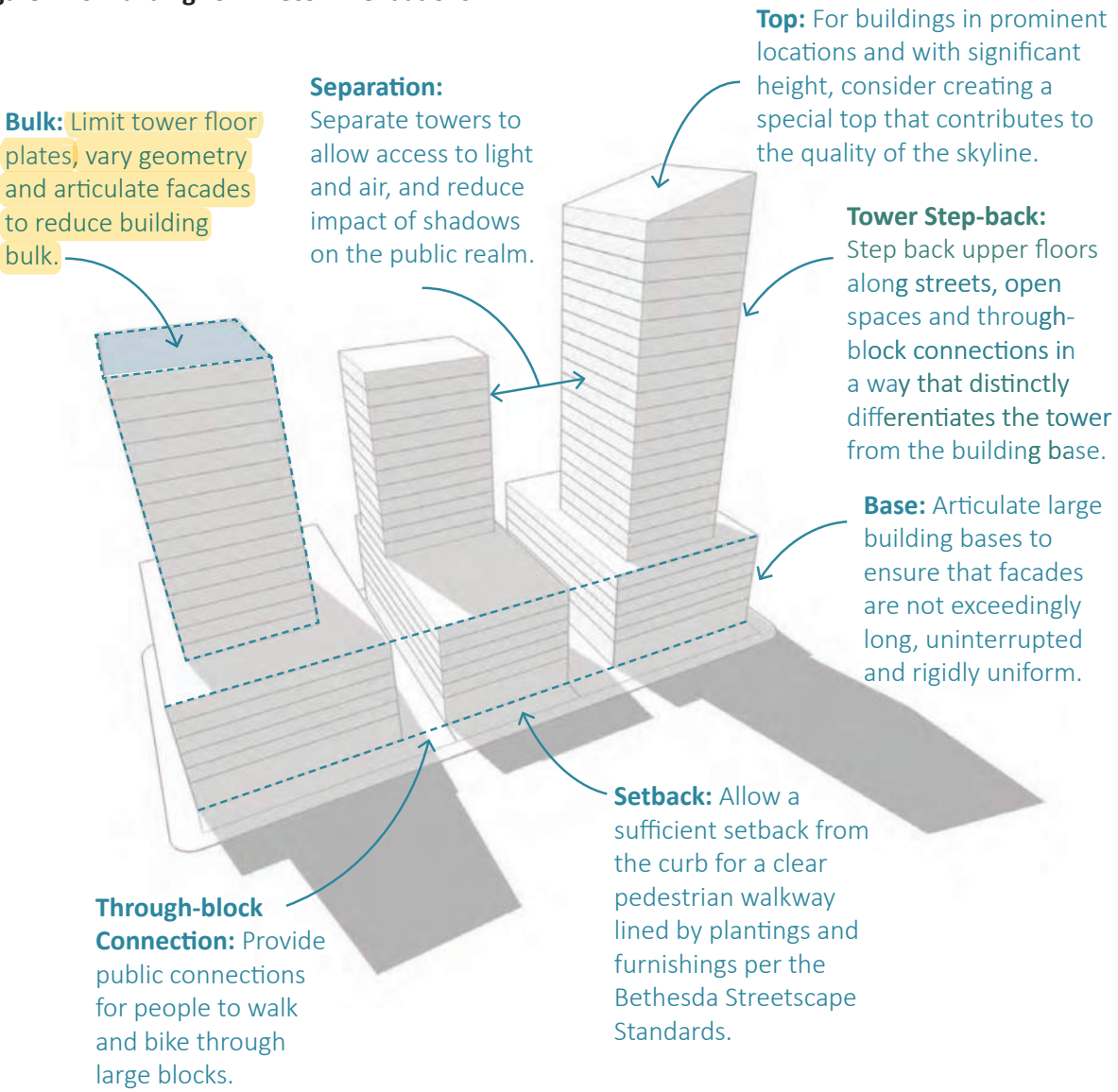
SITE: ALLOWABLE HEIGHT ANALYSIS



DOWNTOWN SECTOR PLAN: INTENT

SECTOR PLAN P. 73:

Figure 2.20: Building Form Recommendations



Intent:

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

SECTOR PLAN P. 104:

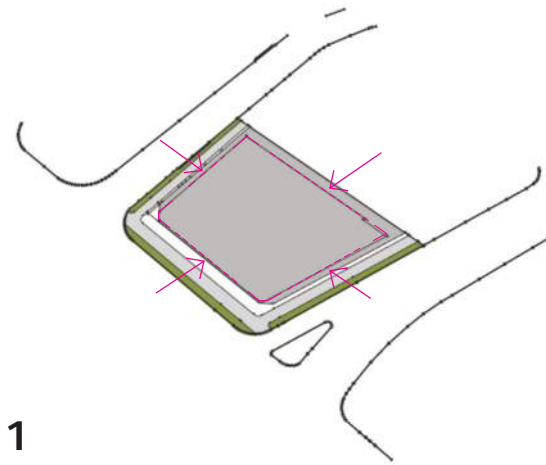


High-rise buildings stepped back with low-rise building base
Source: David Reamer

- Improve the connections between the below-grade Metro bus area and the plaza to encourage Metro riders to use the open space and visit the retail.
- Improve the Metro bus area with lighting, art and other features to make it a more inviting area.

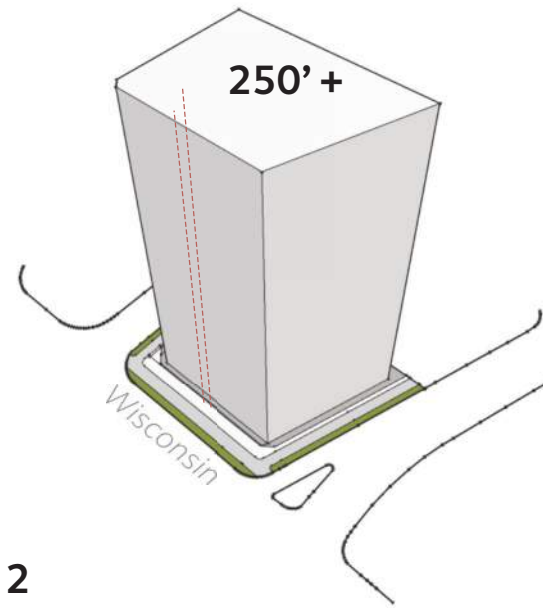
2. Building Form

- a. **Goal:** Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.
- Recommendations:**
- Provide building articulation such as step backs, glazing and material changes.
 - Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.
- b. **Goal:** Provide visual interest along the corridor by highlighting significant points with increased height.
- Recommendations:**
- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
 - Mark the Veteran’s Park Civic Green as a major civic gathering space through signature buildings at this location.
- c. **Goal:** Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue.
- Recommendations:**
- Allow a maximum height of up to 225 feet at the northwest corner of Wisconsin Avenue and Norfolk Avenue on Map #65 and #66.
 - Allow a maximum height of up to 290 feet at the southwest corner of Wisconsin Avenue and Fairmont Avenue on Map #63 and #64 if 25 percent MPDUs are provided. If the affordable housing is not provided, limit building height to 225 feet.



1

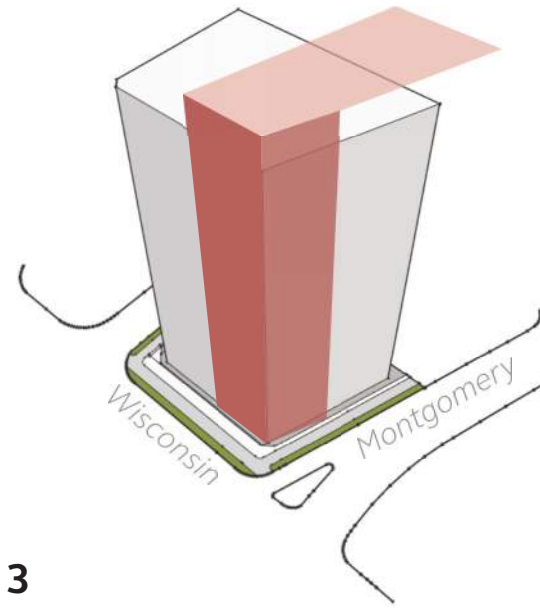
- 10' setback at interior property line to allow for daylight access.
- 20' setback, as measured from curb line at Wisconsin, Montgomery and Hampden (Ref. 2.4.2B)



2

LIMIT APPARENT FACE

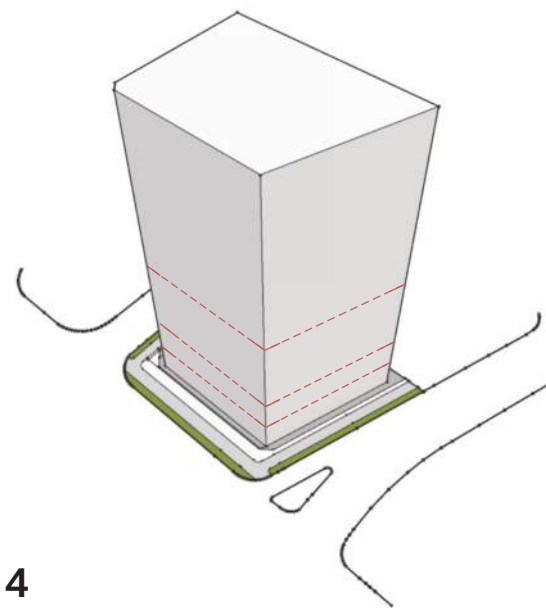
- Slender faces at Wisconsin (Ref. 2.4.8F)



3

VARY TOWER HEIGHTS + USE UNIQUE GEOMETRY

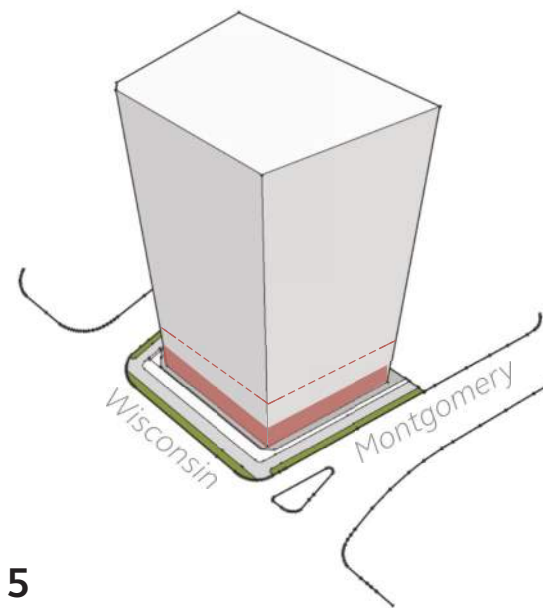
- Enhance Wisconsin | Montgomery corner to accent view from Metro Plaza (Ref. 2.4.8B and 2.4.8C)



4

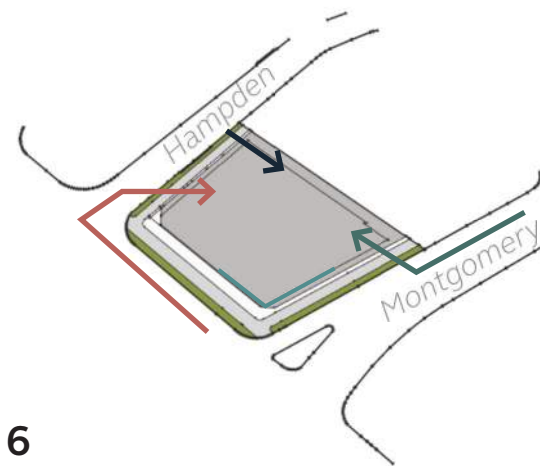
MODULATE AND ARTICULATE FACADE

- Expression of program (Ref. 2.4.8D)



5

- Street level interest
- Expressive outdoor spaces



6

- Quiet lobby entrance at Hampden
- Service entry at Montgomery
- Retail corner at Wisconsin and Montgomery

DESIGN GOALS

1. COMPLEMENT THE METRO CORE OF THE WISCONSIN AVENUE CORRIDOR.
2. LEVERAGE THE SHIFT IN THE URBAN GRID AND ANCHOR CORNERS.
3. CONTRIBUTE TO A SOCIALLY INCLUSIVE DOWNTOWN.
4. ARTICULATE A UNIQUE PROGRAM OUTWARDLY.
5. PRACTICE HOLISTIC DESIGN, IMPLEMENT PASSIVE STRATEGIES.

SECTION 2.4.2: BASE:
BUILDING PLACEMENT:
DESIGN GUIDELINES P.69:

2.4.2 Base: Building Placement

Intent: To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.

Guidelines:

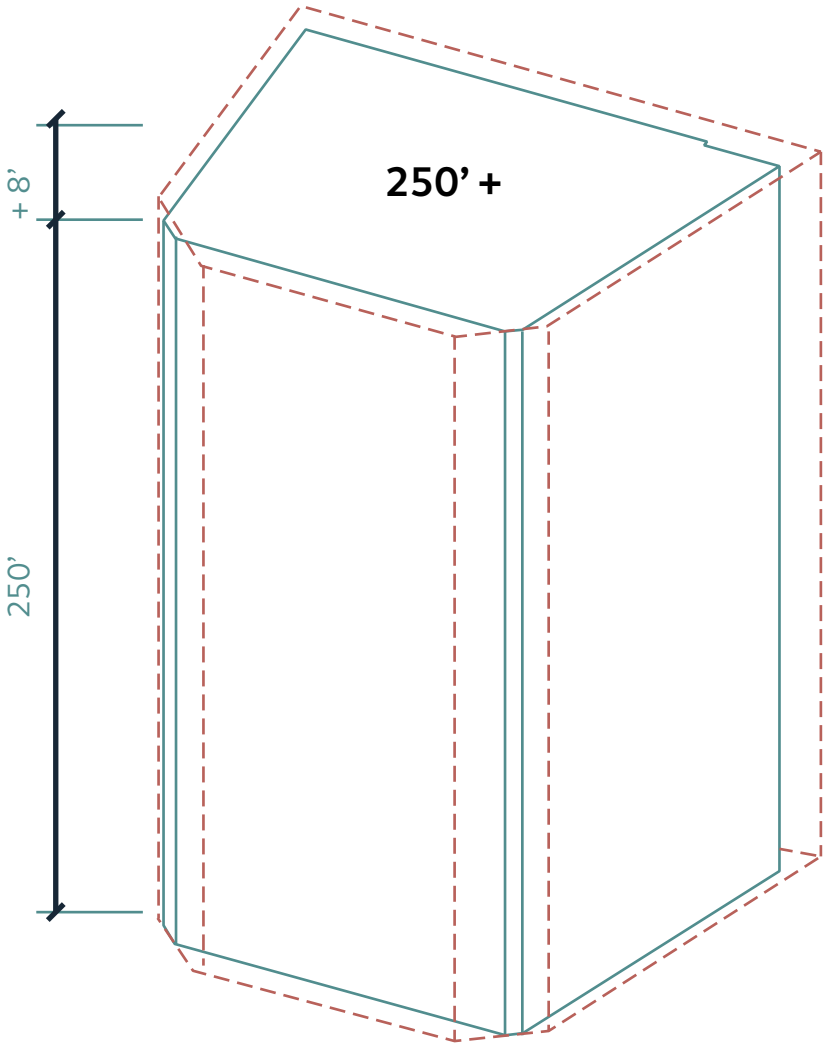
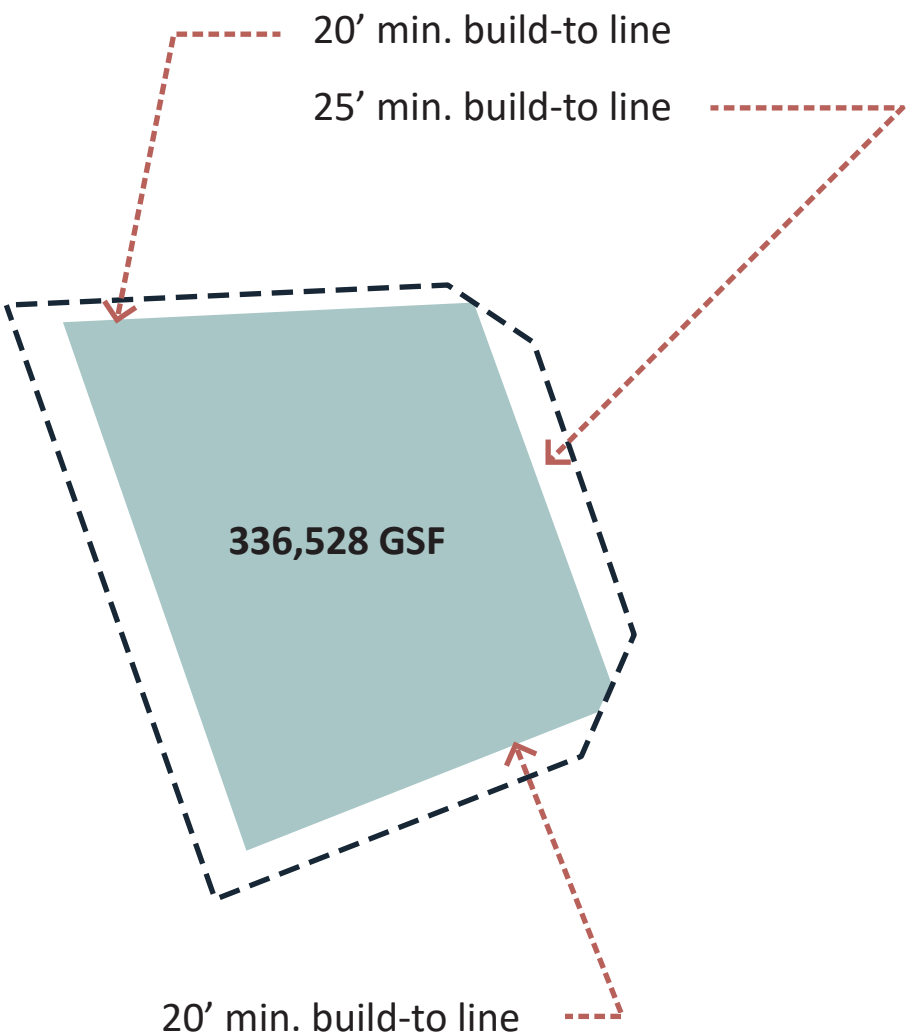
- A. Place the facade of the building base along the recommended build-to-line to create a continuous street edge.
- B. Buildings taller than 200 feet that do not step back the upper floors should have a build-to-line of at least 20-30 feet.
- C. Where existing building lines for adjacent properties are set back more than the recommended build-to-line, buildings may be placed to align with this existing building line as long as it is within 5 feet of the recommended build-to line.
- D. Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.

MAX BUILDING HEIGHT =
250 FT + 8 FT (FOR AMENITY ROOF
STRUCTURES).

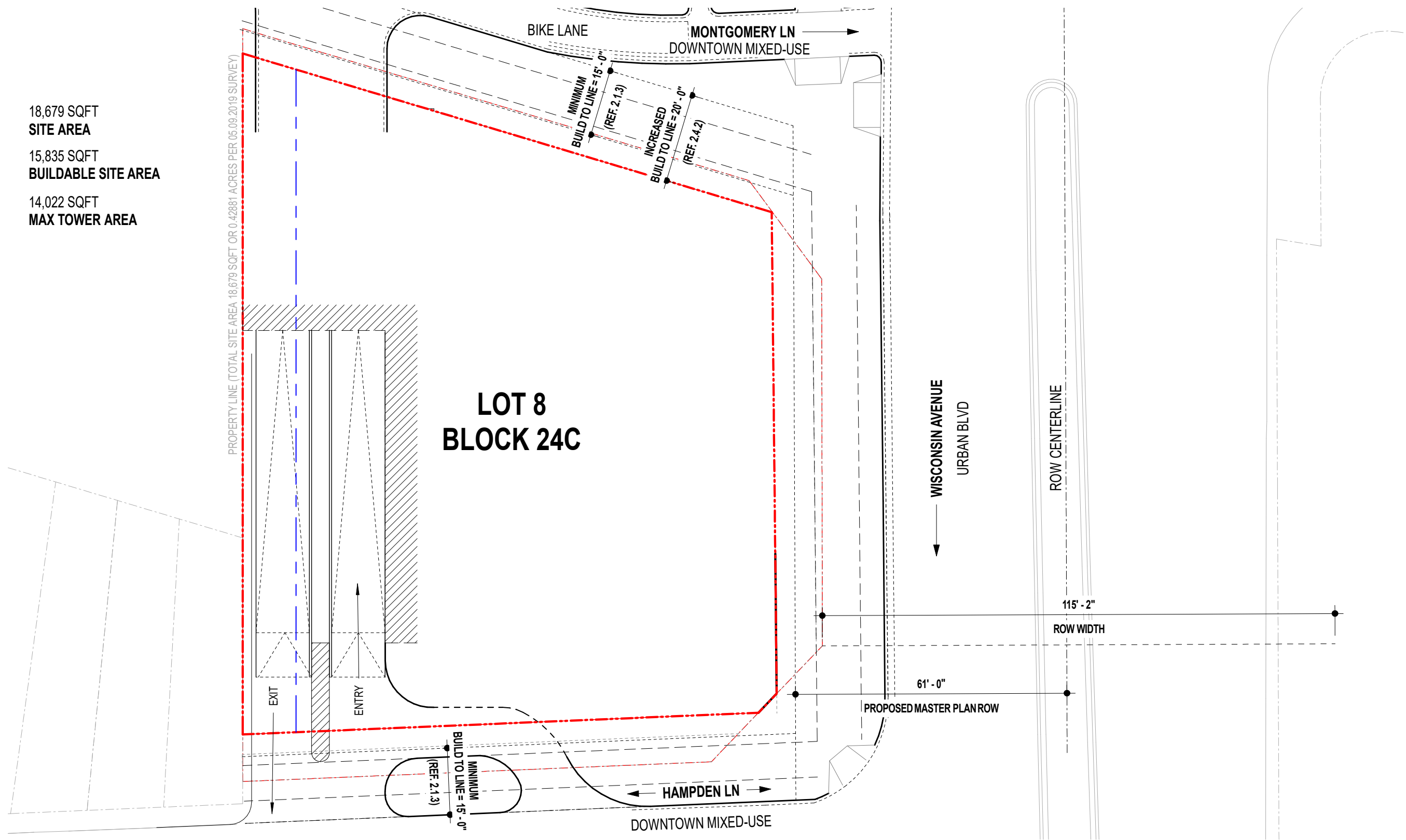
IN THE CRT, CR, EMPLOYMENT, AND INDUSTRIAL ZONES, THE FOLLOWING MAY EXCEED THE ESTABLISHED HEIGHT LIMIT BY UP TO 8 FEET, EXCEPT WHEN LOCATED WITHIN AN AIRPORT APPROACH AREA:

- 1. ROOFTOP DECK, PATIO, SHADE STRUCTURE;
 - 2. ROOFTOP GARDEN, LANDSCAPING;
 - 3. PARAPET WALL;
 - 4. ROOFTOP RAINWATER COLLECTION OR HARVESTING SYSTEM; AND
 - 5. ROOFTOP RENEWABLE ENERGY SYSTEM, SUCH AS A SOLAR PANEL OR WIND TURBINE.
- (REF. 59.4.1.7.C. HEIGHT, MONTGOMERY COUNTY, DPS)

► SITE APPLICATION



1: BASE BUILDING PLACEMENT



2-5: GIVEN METHODS TO REDUCE BULK

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.



APPLIED TO PROPOSED BUILDING FORM

VARIED HEIGHTS, ONE TOWER.

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.



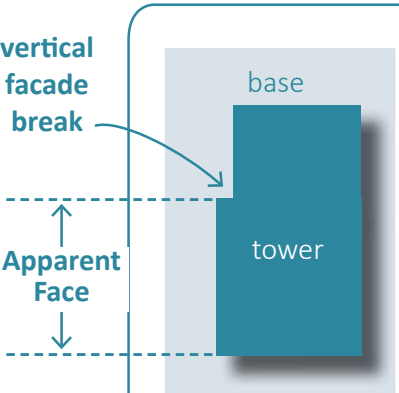
E. Vary Tower Placement and Orientation

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.

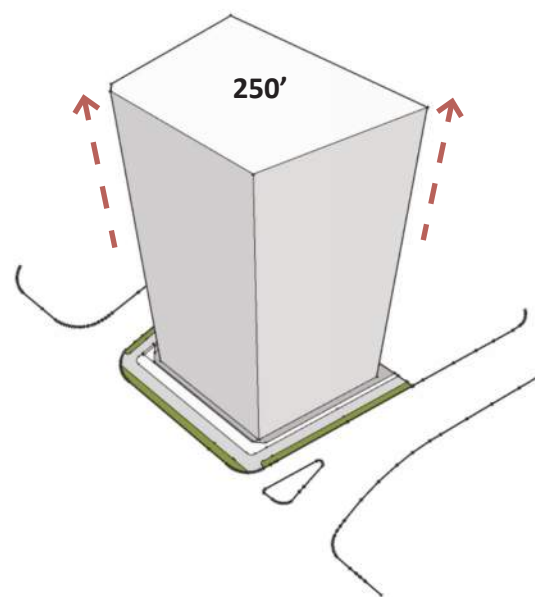


F. Limit Apparent Face

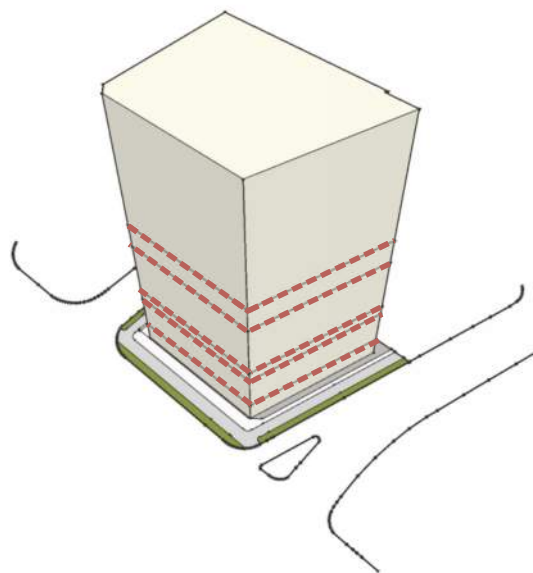
The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.



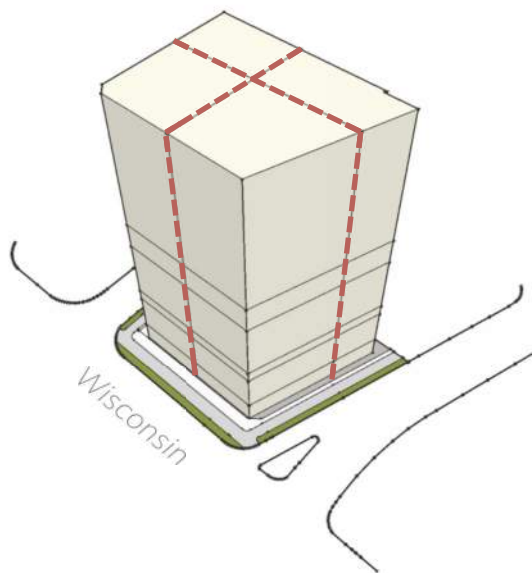
2-5: BUILDING MASS ARTICULATION



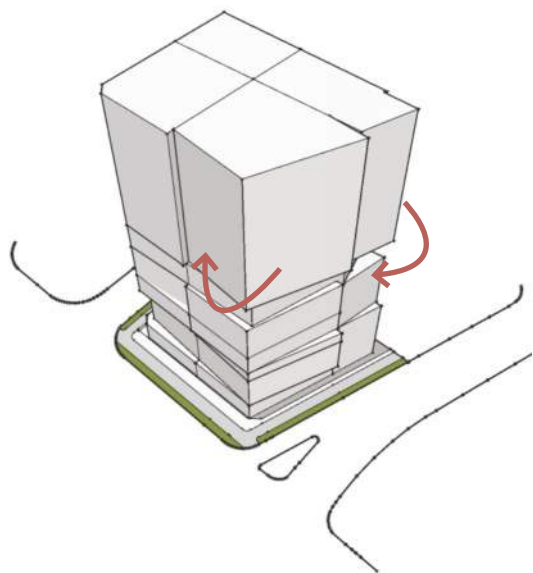
1
- EXTRUSION



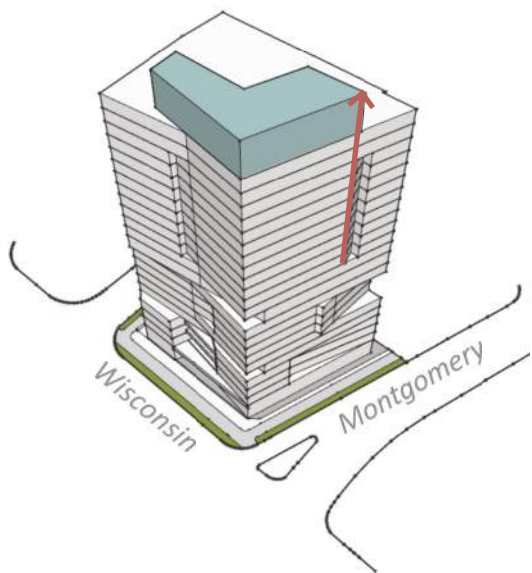
2
- PROGRAMMATIC EXPRESSION



3
- SPLIT



4
- PIVOT



5
- ACCENT



BETHESDA SENIOR LIVING

BUILDING DESIGN

1. BUILDING PROGRAM
2. BUILDING MATERIALITY
3. FLOOR PLANS
 - GROUND LEVEL
 - TYPICAL TOWER FLOORS
 - ROOFTOP
4. URBAN CONTEXT SECTION + ELEVATION

BUILDING PROGRAM: FORM FOLLOWS FUNCTION

BUILDING SUMMARY:

IL

INDEPENDENT LIVING

AL

ASSISTED LIVING

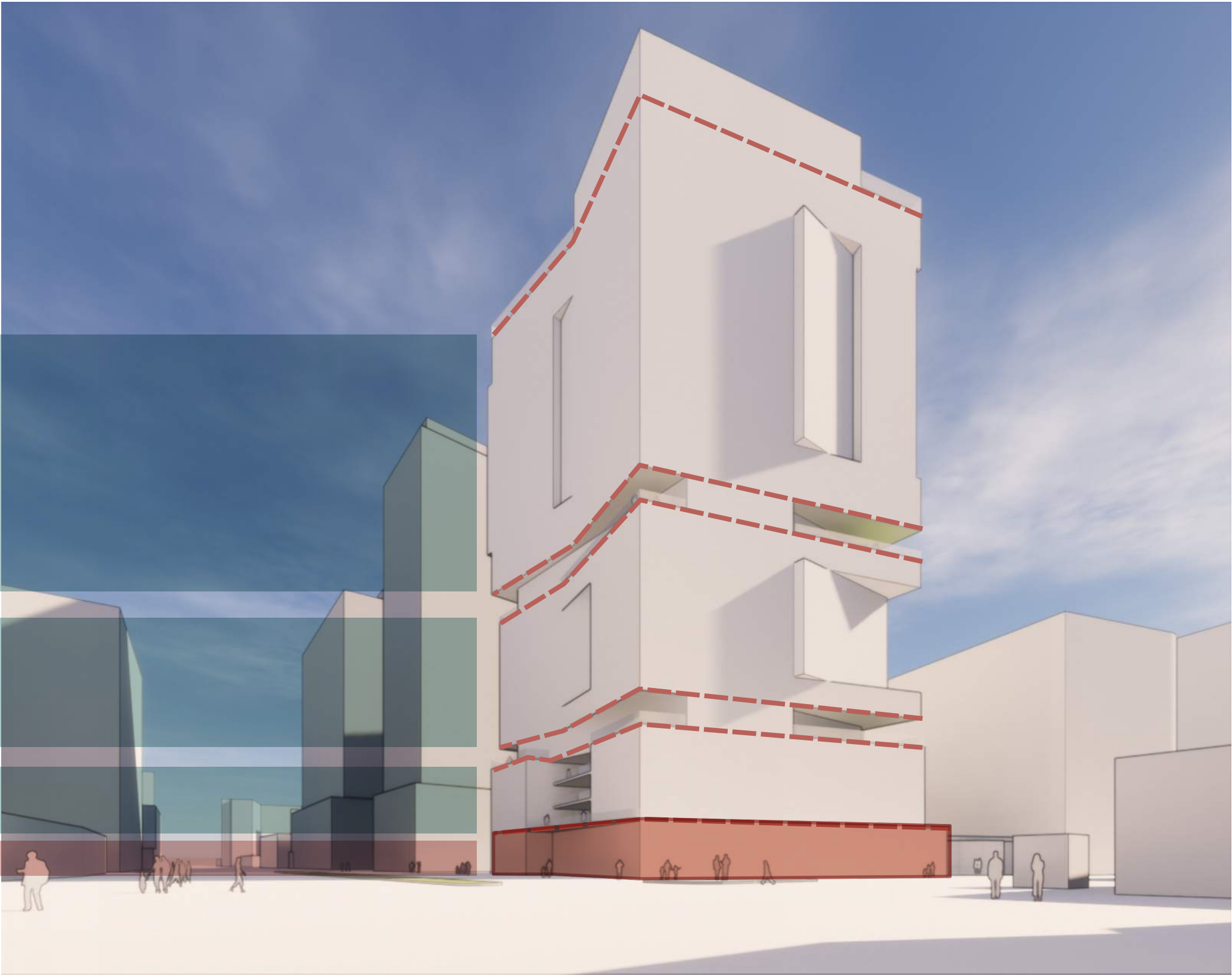
MC

MEMORY CARE

RETAIL

UP TO 4,500 SF GLA

UP TO 315,000 GROSS SF
UP TO 340 UNITS



BUILDING PROGRAM



FOOD EXPERIENCE



ACTIVE



PET FRIENDLY



LEISURE



FOOD AND WELLNESS



CURATED EXPERIENCE



COMMUNITY ART WORK



FULFILL RESIDENT PASSIONS



CONNECTION TO NATURE



HUMAN TOUCH



RETAIL



ACTIVE STREET & LOBBY

BUILDING MATERIALITY

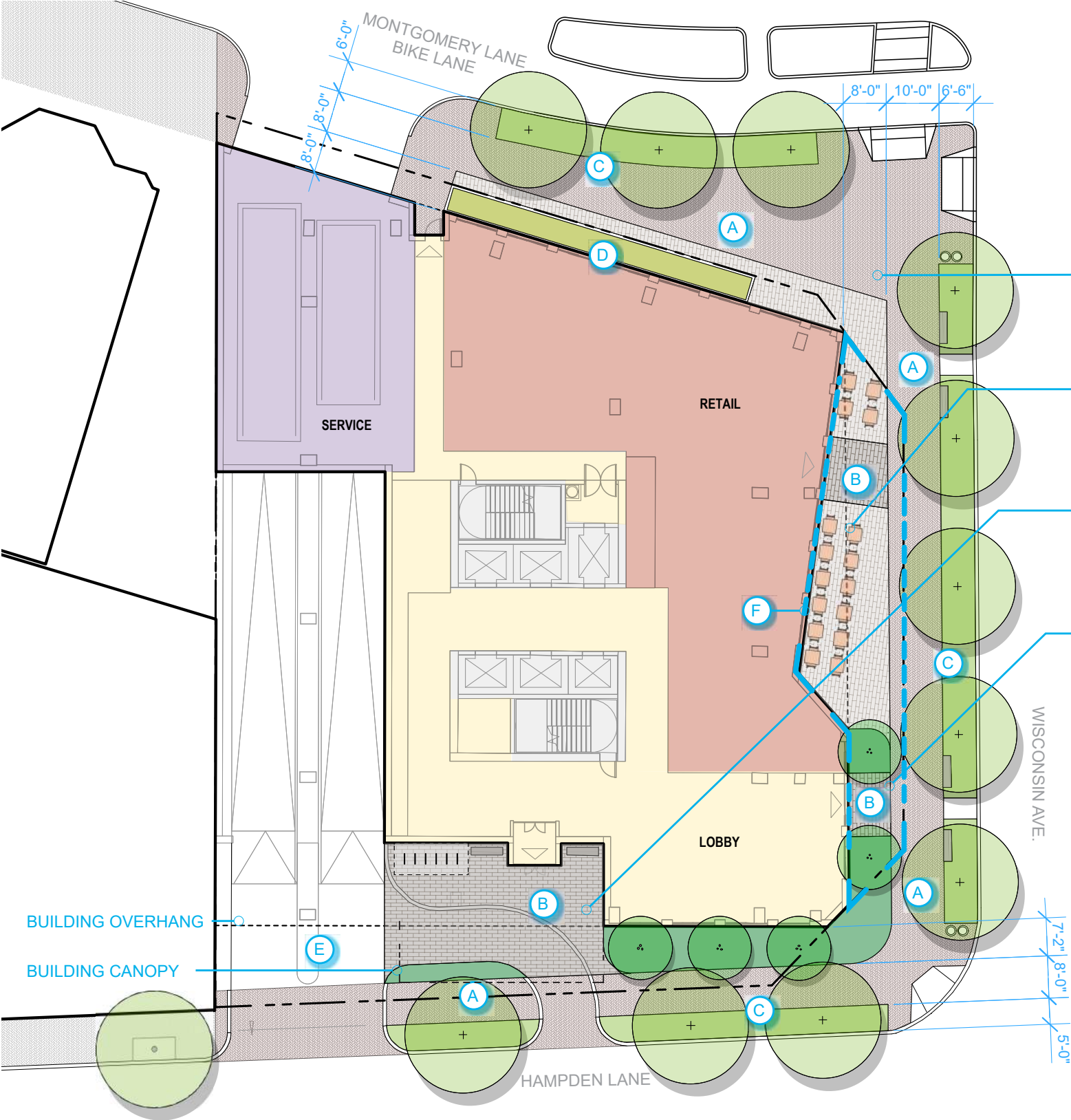


GROUND LEVEL

PROPERTY AREA:
18,679 SF (0.43 AC)

BUILDABLE AREA:
15,835 SF

RETAIL:
UP TO 4,500 SF GLA



PRIMARY PROGRAMMATIC SPACES:

- EXPANDED SIDEWALK
w/ pedestrian zone paving
Opportunities for:
 - Public Art Program
 - Retail Plaza extension during special events
- RETAIL PLAZA
w/ moveable tables & chairs and special paving
Opportunities for:
 - Cafe Seating for retail tenant
 - Farmer's Market/Festival Tents for weekend sidewalk events
- DROP-OFF AREA
w/ curbless entry and special paving
Opportunities for:
 - Covered resident drop-off
 - Bench seating for waiting area
- LOBBY ENTRY
w/ surrounding planted areas
Opportunities for:
 - Small tree planting (to fulfill canopy coverage requirement)
 - Additional planted area contributes to streetscape character

ADDITIONAL MATERIALS & ELEMENTS:

- (A) PEDESTRIAN ZONE - w/ brick paving to match existing
- (B) SPECIAL PAVING - at retail plaza, drop-off zone, and lobby entry
- (C) CONTINUOUS PLANTING STRIP - street tree & perennial planting w/ bench seating and cut-through paving @ Wisconsin Ave.
- (D) BIORETENTION PLANTED AREA - perennial, shrub, and grass planting adapted to bio conditions (256 sf)
- (E) DRIVEWAY PAVING - typical C.I.P. concrete, extension of garage ramp
- (F) PUBLIC OPEN SPACE (provided 1365 sf) (required 5% of site area - 934sf)



STREETSCAPE PRECEDENT IMAGES

TREETScape



ETAIL PLAZA @ WISCONSIN AVE.



KE LANE IMPROVEMENTS @ MONTGOMERY LANE

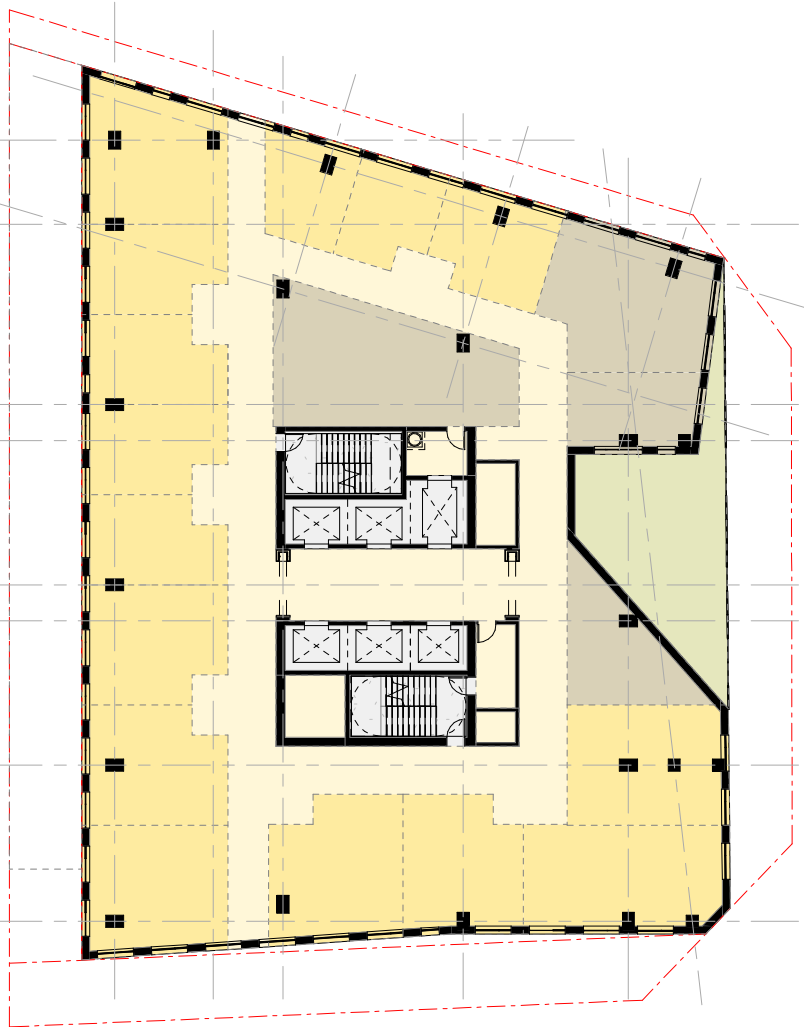


LOBBY ENTRY & DROP-OFF @ HAMPDEN LANE

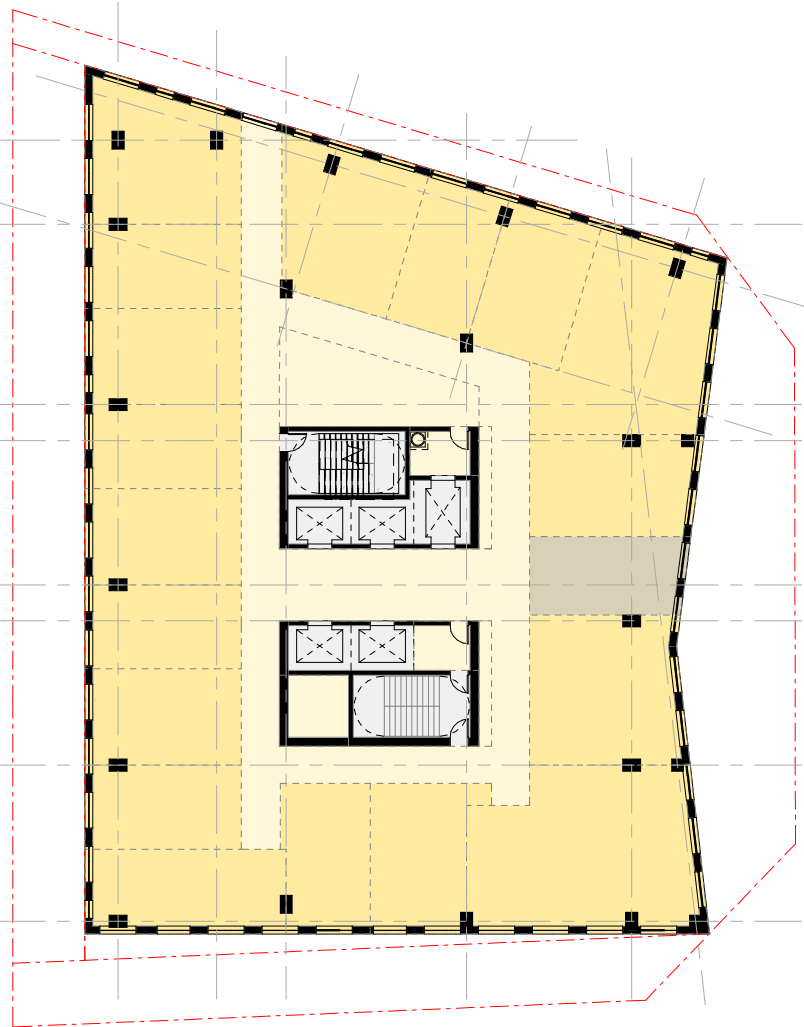


TYPICAL TOWER LEVELS

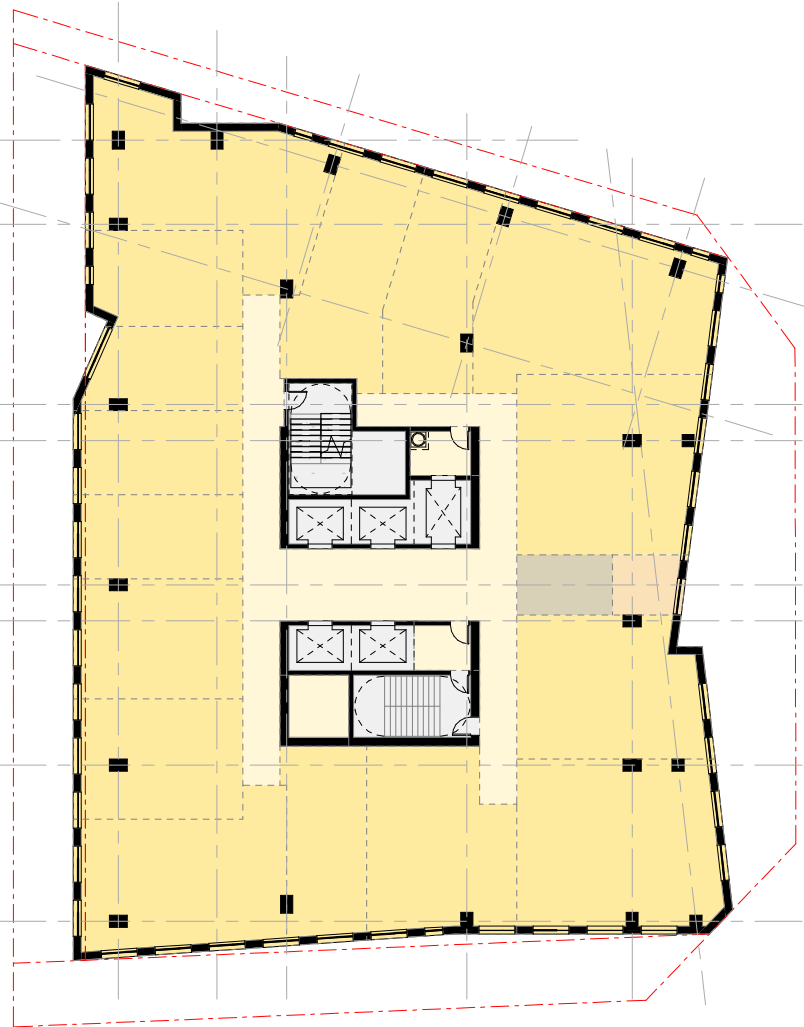
MEMORY CARE



ASSISTED LIVING

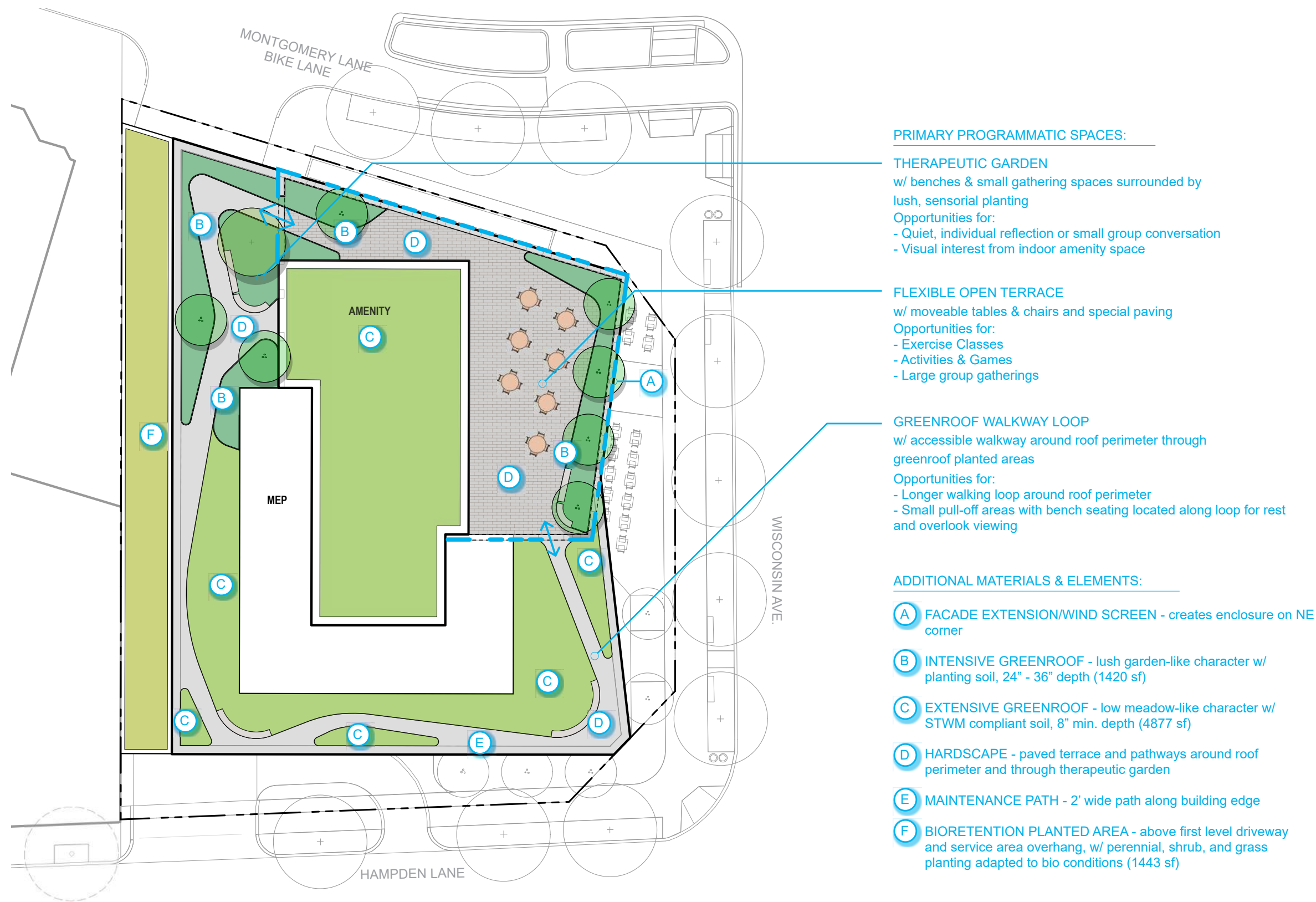


INDEPENDENT LIVING



- MAJOR VERTICAL PENETRATION
- EXTAMENITY
- AMENITY
- RENTABLE
- COMMON





ROOFTOP LANDSCAPE PRECEDENT IMAGES

FLEXIBLE OPEN TERRACE



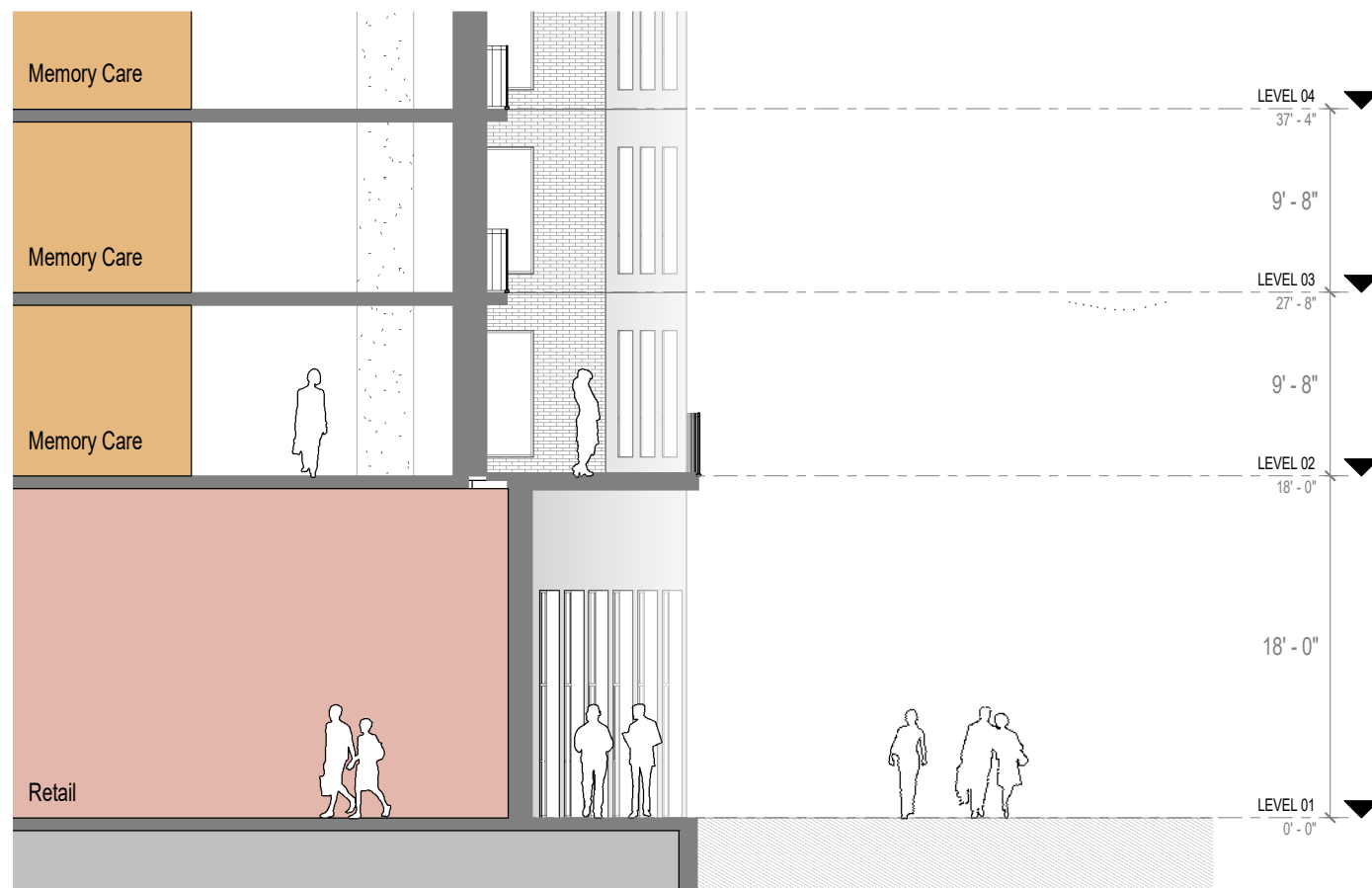
THERAPEUTIC GARDEN



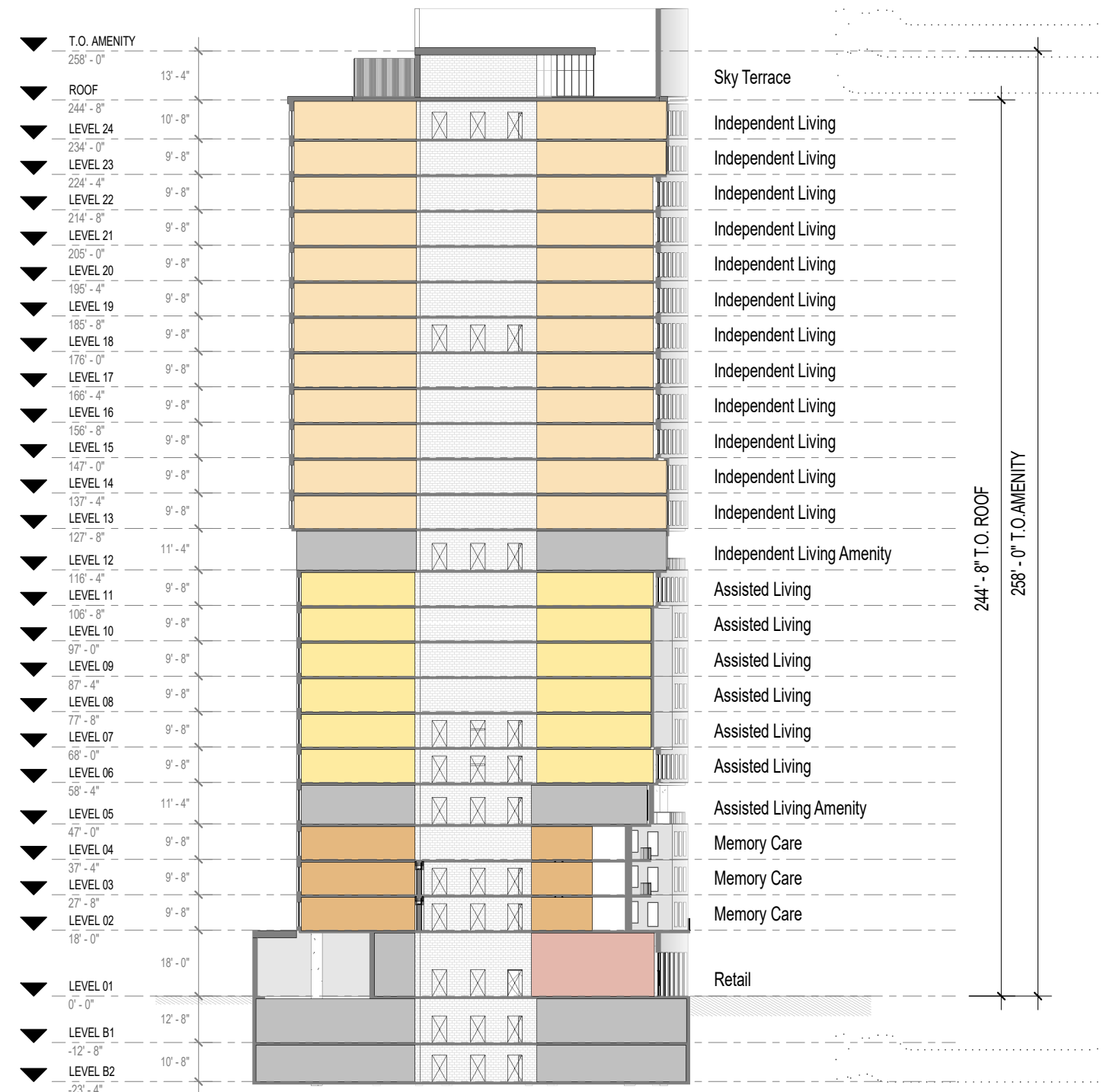
GREENROOF WALKWAY LOOP



BUILDING SECTIONS



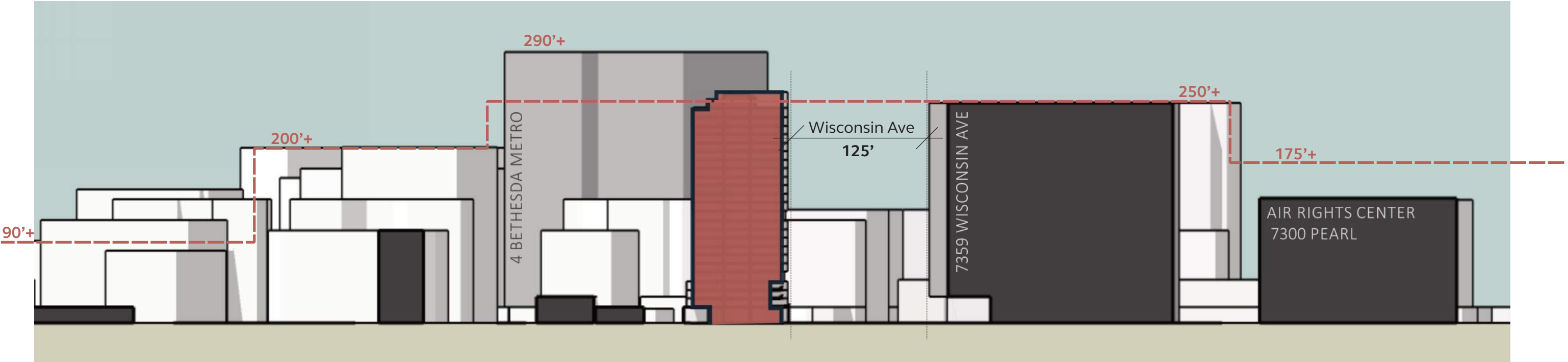
1 STREET SECTION - TERRACES

$$1'' = 10'-0''$$


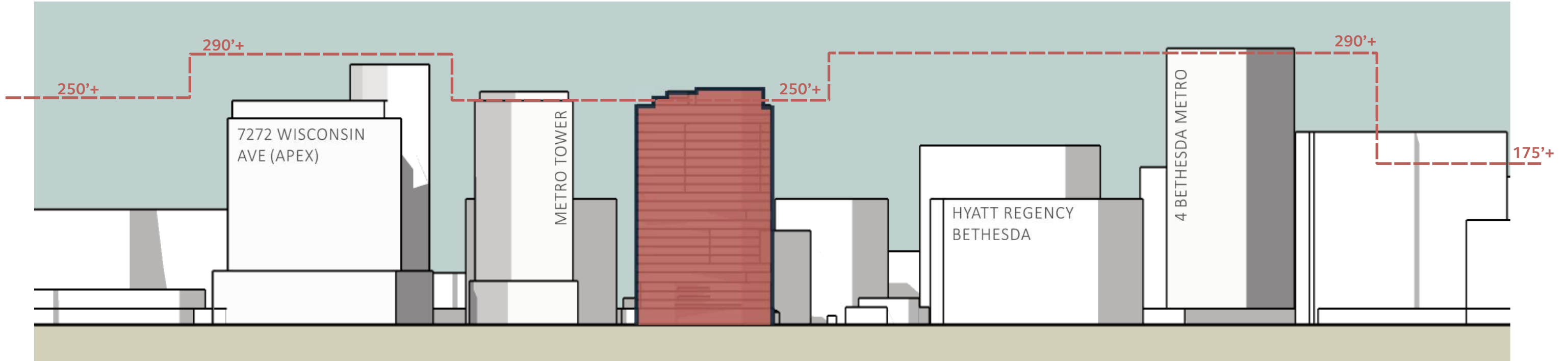
2 BUILDING SECTION - EAST/WEST

$$1'' = 40'-0''$$

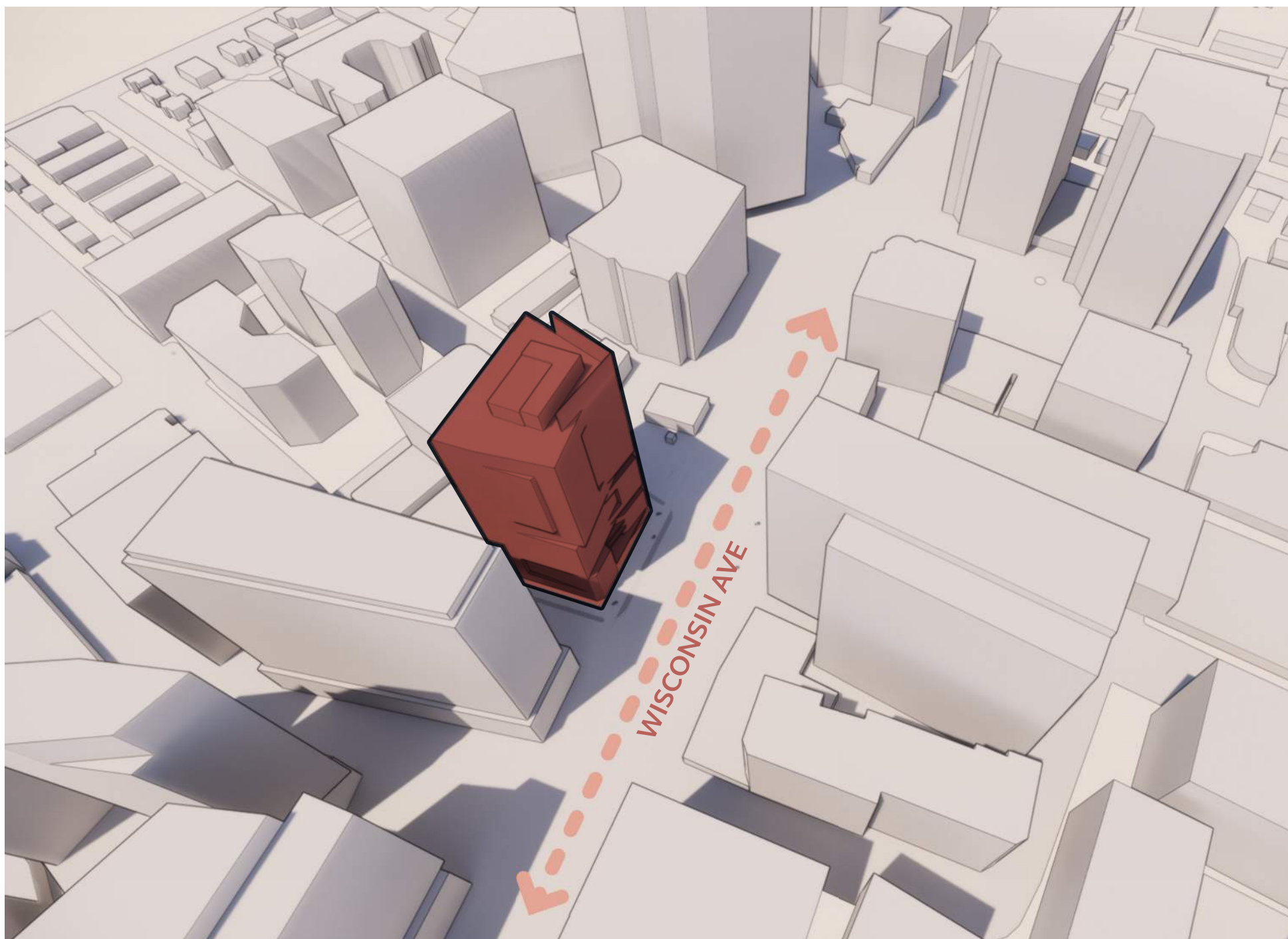
URBAN SECTION



WISCONSIN SECTION



ELEVATION ALONG WISCONSIN AVE - LOOKING WEST



BETHESDA SENIOR LIVING

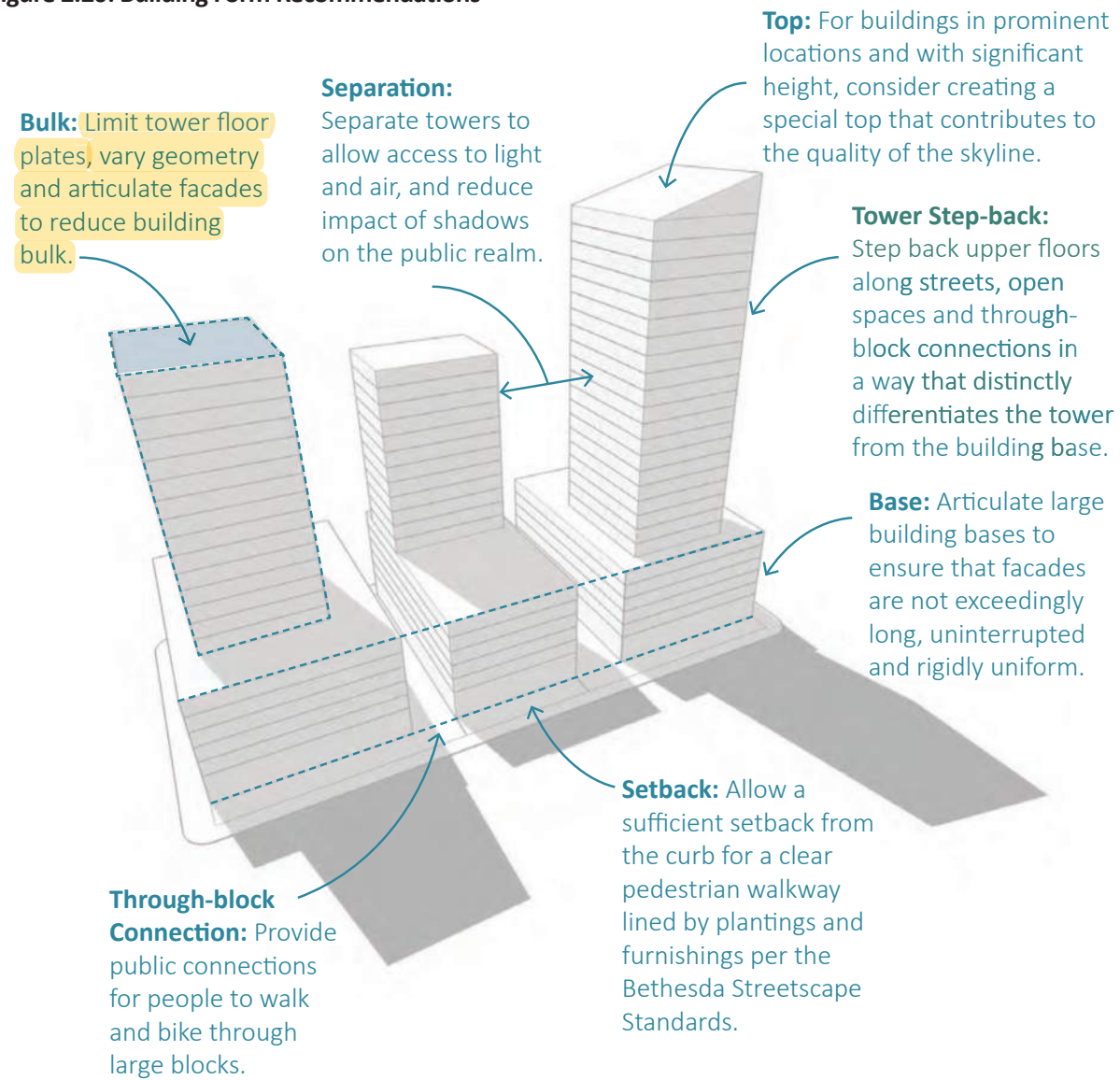
APPENDIX

1. DESIGN GUIDELINES

BUILDING FORM: DOWNTOWN SECTOR PLAN: INTENT.

SECTOR PLAN P. 73:

Figure 2.20: Building Form Recommendations



Intent:

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

SECTOR PLAN P. 104:



High-rise buildings stepped back with low-rise building base
Source: David Reamer

- Improve the connections between the below-grade Metro bus area and the plaza to encourage Metro riders to use the open space and visit the retail.
- Improve the Metro bus area with lighting, art and other features to make it a more inviting area.

2. Building Form

- a. **Goal:** Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.
- Recommendations:**
- Provide building articulation such as step backs, glazing and material changes.
 - Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.
- b. **Goal:** Provide visual interest along the corridor by highlighting significant points with increased height.
- Recommendations:**
- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
 - Mark the Veteran's Park Civic Green as a major civic gathering space through signature buildings at this location.
- c. **Goal:** Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue.

Recommendations:

- Allow a maximum height of up to 225 feet at the northwest corner of Wisconsin Avenue and Norfolk Avenue on Map #65 and #66.
- Allow a maximum height of up to 290 feet at the southwest corner of Wisconsin Avenue and Fairmont Avenue on Map #63 and #64 if 25 percent MPDUs are provided. If the affordable housing is not provided, limit building height to 225 feet.

BUILDING FORM GUIDELINES OUTLINED IN THE SECTOR PLAN ARE HIGHLIGHTED IN THE PRECEDING PAGE.
NO DIMENSIONS WERE SPECIFICALLY RECOMMENDED IN THE SECTOR PLAN.

DESIGN GUIDELINES P.5:

Guidelines Flexibility

The Planning Board may approve alternative design approaches that better meet the intent of the design guidelines. This review flexibility will allow room for truly exceptional and unexpected creative solutions to improve the downtown.

Certain guidelines provide a range of recommended dimensions to appropriately meet the intent. These ranges are not rigid requirements but instead provide more predictability for applicants as to what will be expected during development review, and provide staff and the Planning Board with a framework to guide the review process. Unless dimensions are specifically recommended in the Sector Plan, guidelines that include dimensions also outline opportunities for alternative design solutions to meet the intent of the guidelines. These alternatives address constrained sites and buildings of moderate height.

Meeting the recommended dimensions in the guidelines does not ensure approval. Design proposals and alternative solutions will be evaluated during the development review process based on the surrounding context, site conditions, and how the project meets the Sector Plan goals and Design Guidelines intent.

DESIGN GUIDELINES P.10:

2.1.1 Street Types Overview

Buildings are the vertical faces of streets and, together with well-designed sidewalks, are crucial to creating an inviting environment for pedestrians to walk, gather, shop and experience downtown neighborhoods. As Bethesda grows with infill development at greater heights and densities, streetscape guidelines will ensure a strong pedestrian character with sufficient sidewalk widths.

The roadway classifications identified in the Bethesda Downtown Sector Plan Figure 2.08 Roadway Classification follow the Montgomery County Code functional classifications defined in Chapter 49 Article 3 Road Design and Construction Code. These classifications provide a general framework for the design of roadways for the safety and convenience of all users, identifying design standards for elements, such as lane widths and curb radii.

The county functional classifications generally reflect the surrounding context, but the street types defined in the Bethesda Design Guidelines provide a finer-grained designation of streetscape character based on existing conditions and the Sector Plan vision for the pedestrian realm, building frontages and adjacent land uses. This document updates the street types hierarchy designated in the 1994 Bethesda Sector Plan Chapter 6 Streetscape Plan, creating types that better align with the proposed public space network and urban form goals in the Bethesda Downtown Sector Plan. The street types are also expanded to all streets within and along the Sector Plan boundaries.

These street type guidelines should be used in conjunction with the roadway functional classifications to guide future development review and streetscape improvements emphasizing sidewalk zones, building placement and building form. Additional building form guidelines are outlined in Section 2.4 Building Form. Also see p.4 and 5 for guidance on guidelines flexibility for streetscape design, building placement and building form.

Note: Developments that front multiple street types on a corner or through-block site should follow the guidelines for each street frontage and provide transitions in the design to mediate between different street types.

DESIGN GUIDELINES P.66:

Top

Top guidelines apply to buildings in prominent locations and with significant height. See the section below for top guidelines:

- 2.4.9 Tower Top

Tower

Tower guidelines apply to the portion of buildings taller than the base height designated in Section 2.1 Street Types. See the sections below for tower guidelines:

- 2.4.6 Separation Distance
- 2.4.7 Step-Back
- 2.4.8 Methods to Reduce Bulk

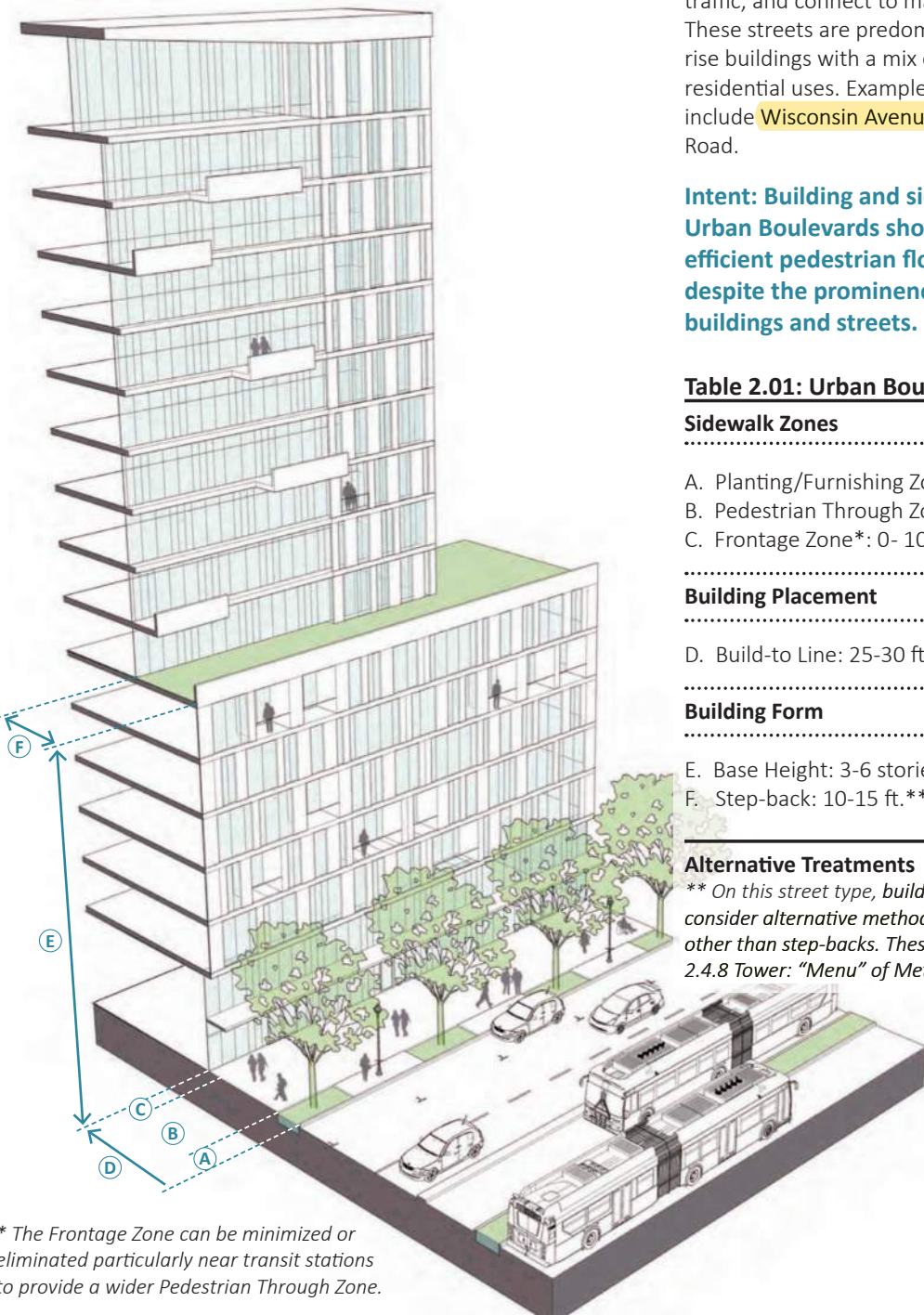
Base

Base guidelines apply to all building types. See the sections below for base guidelines:

- 2.4.2 Building Placement
- 2.4.3 Street Activation
- 2.4.4 Variation and Articulation

STREET TYPOLOGIES:

WISCONSIN AVENUE:
DESIGN GUIDELINES P.14:



The diagram illustrates the Wisconsin Avenue street typology. It features a tall, multi-story building with a series of setbacks. The sidewalk is divided into zones labeled A through F. Zone A is the planting/furnishing zone, Zone B is the pedestrian through zone, and Zone C is the frontage zone. Zones D, E, and F represent building placement and form. The diagram shows a street with cars, a bus, and pedestrians. A note at the bottom states: '* The Frontage Zone can be minimized or eliminated particularly near transit stations to provide a wider Pedestrian Through Zone.'

2.1.2 Urban Boulevard

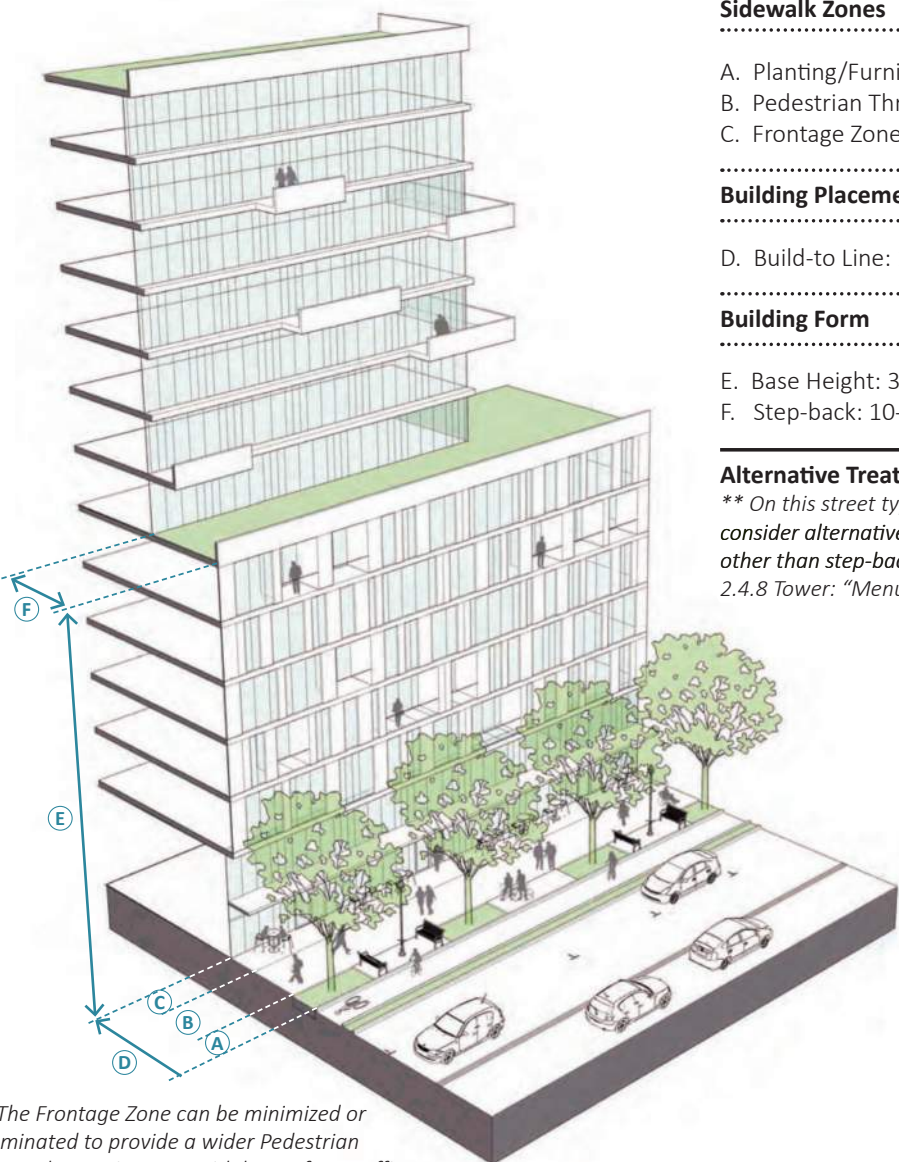
Urban Boulevards typically carry a significant amount of pedestrian, bus and vehicular traffic, and connect to major transit nodes. These streets are predominantly lined by high-rise buildings with a mix of commercial and residential uses. Examples of Urban Boulevards include **Wisconsin Avenue** and Old Georgetown Road.

Intent: Building and sidewalk design along Urban Boulevards should ensure both efficient pedestrian flow and comfort despite the prominence of large-scale buildings and streets.

Table 2.01: Urban Boulevard

Sidewalk Zones
A. Planting/Furnishing Zone: 6- 10 ft.
B. Pedestrian Through Zone: 10- 20 ft.
C. Frontage Zone*: 0- 10 ft.
Building Placement
D. Build-to Line: 25-30 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.

HAMPDEN AND MONTGOMERY LANES:
DESIGN GUIDELINES P.16:



The diagram illustrates the Hampden and Montgomery Lanes street typology. It features a mid-rise building with a series of setbacks. The sidewalk is divided into zones labeled A through F. Zone A is the planting/furnishing zone, Zone B is the pedestrian through zone, and Zone C is the frontage zone. Zones D, E, and F represent building placement and form. The diagram shows a street with cars and pedestrians. A note at the bottom states: '* The Frontage Zone can be minimized or eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.'

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.

TOWER SEPARATION:

DESIGN GUIDELINES P.74:

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:

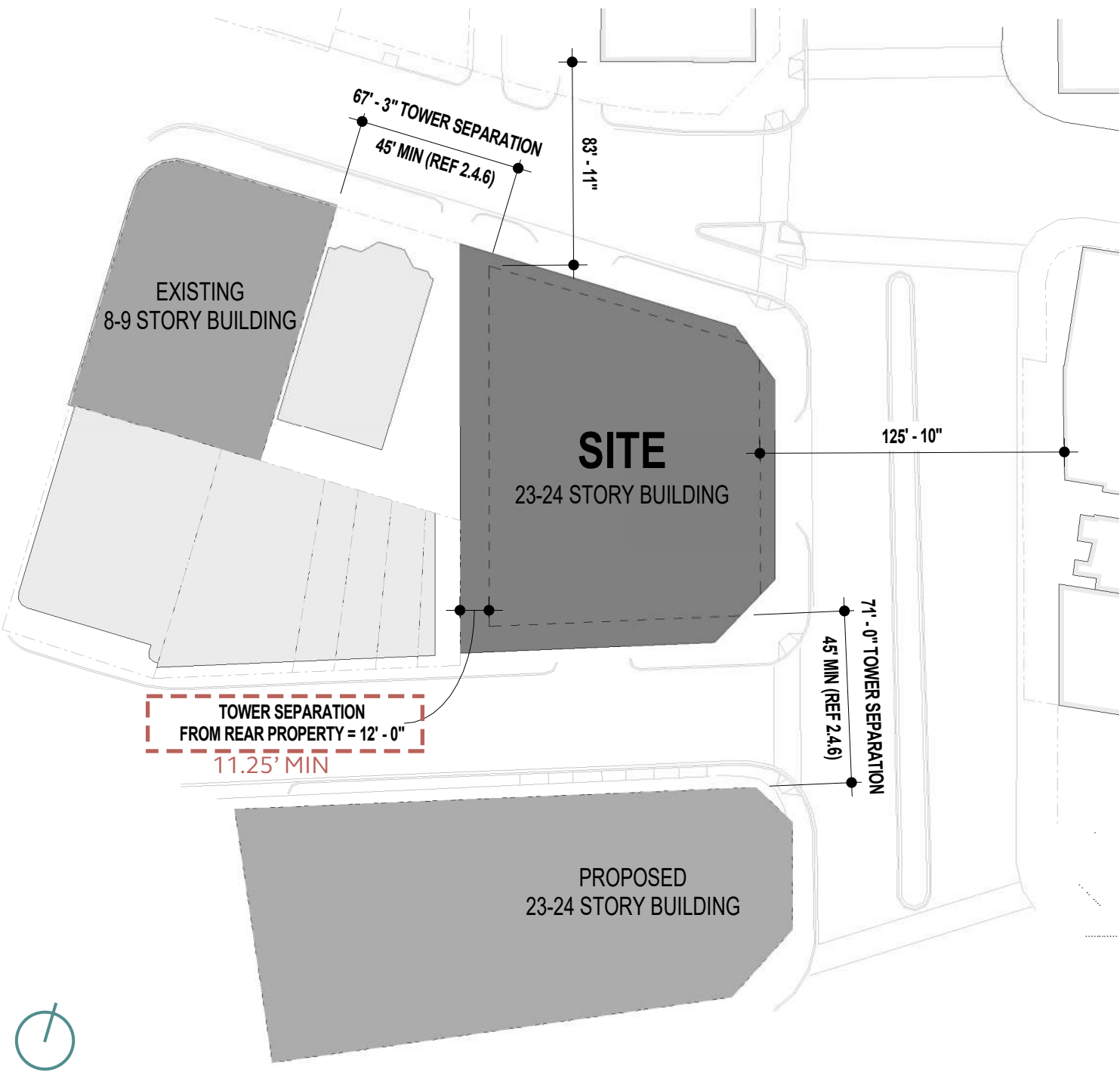
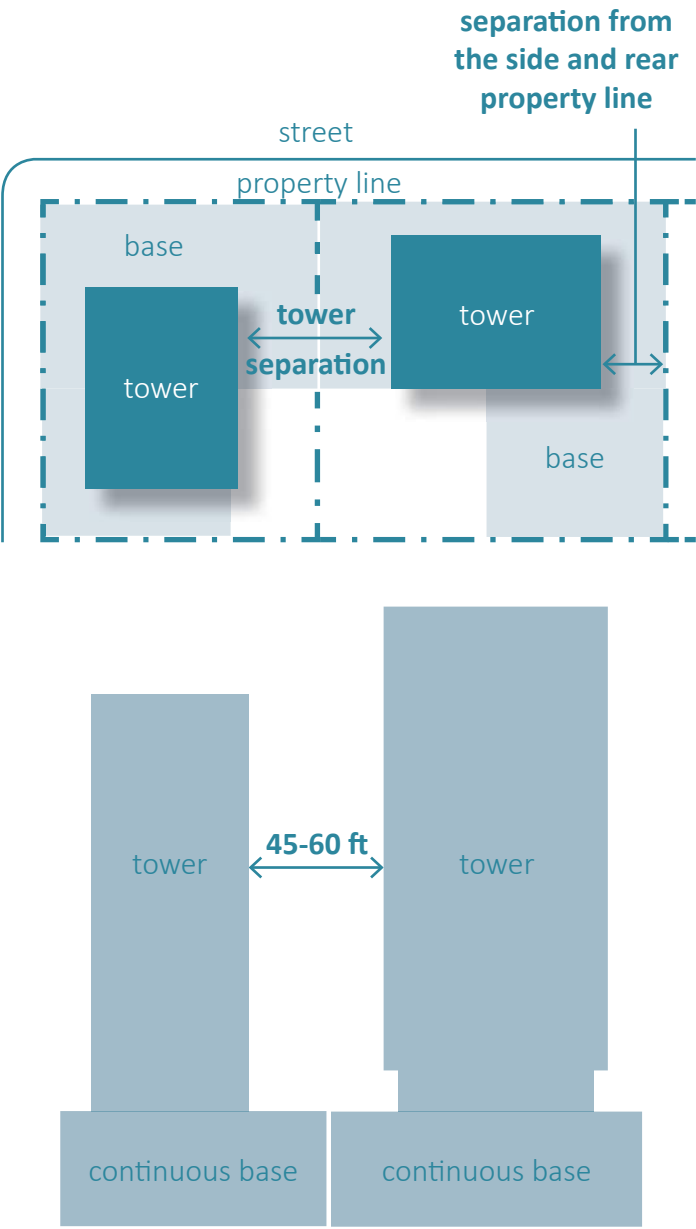
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- B. Provide a continuous building base along the lower floors.
- C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

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.



▶ GUIDELINES APPLICATION TO SITE

TOWER STEP-BACK:

DESIGN GUIDELINES P.75:

2.4.7 Tower: Step-Back

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

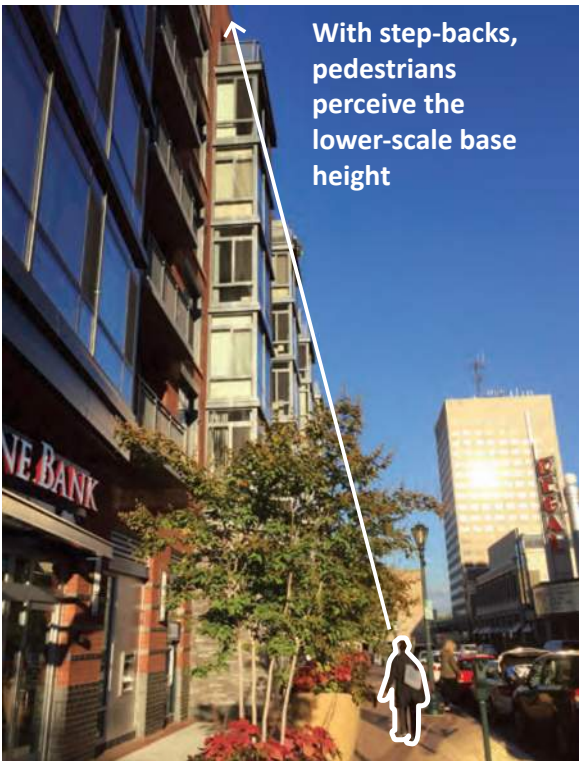
Guidelines:

- A. Retain a tower step-back across the majority of the building frontage. The building's full height may be expressed to the ground on important corners, to mark primary entryways or to balance the massing composition with vertical elements.
- B. Encourage undulating, curved or angled tower step-backs if the average step-back meets the guidelines for the street type. This expressive geometry can increase visual interest on prominent sites near major open spaces and corners.
- C. Allow balconies to encroach in the step-back if they do not significantly add to the perceived bulk and mass of the building's upper floors.

Alternative Treatments:

Though step-backs are one of the preferred methods to reduce tower bulk, especially on small neighborhood street types, alternative methods are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk. These alternative methods particularly apply to buildings lower than 90-120 feet as noted in Section 2.1 Street Types, or to sites with limited size or property depth from the street.

In cases where a step-back is not provided, another method to relate to the context of adjacent building heights and base conditions is with a change of materials or clear regulating lines.



SECTION 2.4.2: BASE: BUILDING PLACEMENT:

DESIGN GUIDELINES P.69:

2.4.2 Base: Building Placement

Intent: To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.

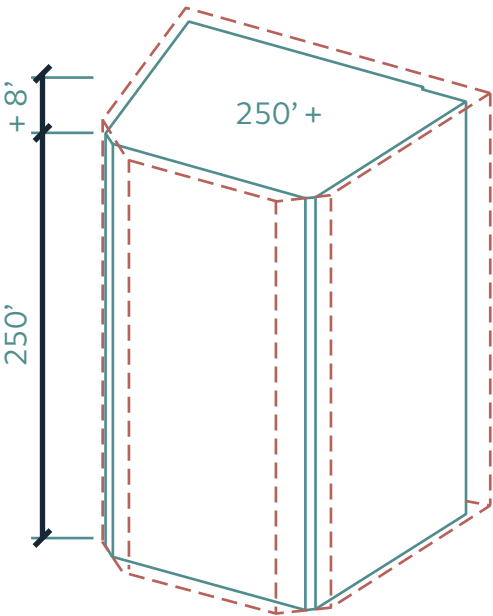
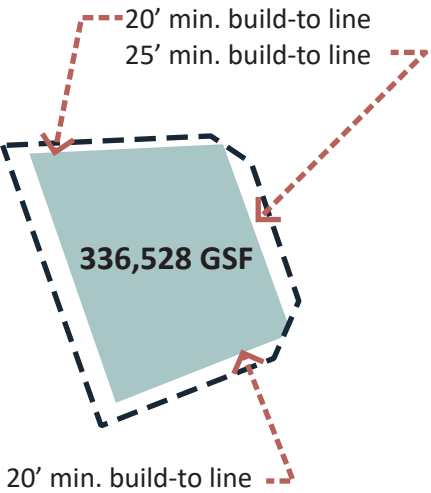
Guidelines:

- A. Place the facade of the building base along the recommended build-to-line to create a continuous street edge.
- B. Buildings taller than 200 feet that do not step back the upper floors should have a build-to-line of at least 20-30 feet.
- C. Where existing building lines for adjacent properties are set back more than the recommended build-to-line, buildings may be placed to align with this existing building line as long as it is within 5 feet of the recommended build-to line.
- D. Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.

MAX BUILDING HEIGHT = 250 FT + 8 FT (FOR AMENITY ROOF STRUCTURES).

IN THE CRT, CR, EMPLOYMENT, AND INDUSTRIAL ZONES, THE FOLLOWING MAY EXCEED THE ESTABLISHED HEIGHT LIMIT BY UP TO 8 FEET, EXCEPT WHEN LOCATED WITHIN AN AIRPORT APPROACH AREA:

1. ROOFTOP DECK, PATIO, SHADE STRUCTURE;
 2. ROOFTOP GARDEN, LANDSCAPING;
 3. PARAPET WALL;
 4. ROOFTOP RAINWATER COLLECTION OR HARVESTING SYSTEM; AND
 5. ROOFTOP RENEWABLE ENERGY SYSTEM, SUCH AS A SOLAR PANEL OR WIND TURBINE.
- (REF. 59.4.1.7.C. HEIGHT, MONTGOMERY COUNTY, DPS)



SEE SECTION 2.4.8 FOR OTHER SELECTED METHODS TO REDUCE BULK

► SITE: SETBACKS

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.



APPLIED TO PROPOSED BUILDING FORM

VARIED HEIGHTS, ONE TOWER.

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.

