

# 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>	<p>Check if requesting additional density through the Bethesda Overlay Zone (BOZ) If yes, indicate the amount of density (SF and FAR):</p>		



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.**



**4702 West Virginia Avenue  
Design Advisory Panel Submittal (Site Plan)**

**I. Brief Property & Project Description**

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

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

On June 6, 2019, the Montgomery County Planning Board approved Sketch Plan No. 320190060, which included a total of 20,000 square feet of residential Gross Floor Area. Since the time of Sketch Plan approval, the Applicant modified the unit mix to a more traditional multi-family condominium project and eliminated a previously proposed elevated walkway along the eastern portion of the Property. The change from vertical style townhouse condominium units to more traditional multi-family condominium units resulted in areas that were previously not considered Gross Floor Area (e.g., stairway areas) becoming usable area that constitutes Gross Floor Area in the current proposal. These changes and the advanced nature of the Site Plan level of design resulted in the potential for up to 22,100 square feet of residential Gross Floor Area. The Applicant is now proposing to redevelop the Property with a total of nineteen (19) multi-family condominium dwelling units, an underground parking garage with 15 to 18 vehicle parking spaces and long-term bicycle storage spaces, streetscape improvements and private amenities (the "Project"). The Applicant intends to amend the Sketch Plan approval to reflect the current design of the Project.

The Project provides a dedication of ten (10) additional feet to allow for the Sector Plan recommended 60 foot right-of-way width on West Virginia Avenue. While the Project has been designed with a maximum building height of 35 feet in accordance with the Sector Plan recommendation that the "required greenway width is equal to the amount of building height proposed" to enhance compatibility with the adjacent residential neighborhood to the east, the Applicant has included a building setback for the Project that accommodates a potential 70-foot Eastern Greenway in the long-term. (Sector Plan, p. 136). Vehicular access to the underground parking garage is proposed through a 20-foot drive aisle that has been moved to the westernmost portion of the Property's frontage on West Virginia Avenue. Since the Project includes less than 50 dwelling units, a loading bay is not required pursuant to Section 59-4.6.2.8.B of the Zoning Ordinance. Notwithstanding the foregoing, the Applicant is proposing that a portion of the existing West Virginia Avenue right-of-way, currently restricted as a Residential Parking Permit Area

(RPPA), be used for infrequent loading activities as authorized by the County's Executive regulations. The Applicant will include a provision in the condominium documents that requires the limited loading activities associated with residents moving in and out of the Project to be: (a) coordinated amongst the other unit owners and limited to times outside of the AM and PM peak hours; and (b) conducted pursuant to a validly issued temporary contractors Residential Parking Permit. FedEx, Amazon and similar deliveries will be permitted to temporarily utilize this loading zone as permitted under the County's Executive Regulations governing RPPA's.

## **II. Previous Design Advisory Panel Recommendations**

The Applicant held a pre-submission community meeting for its future Site Plan application in September and anticipates submitting its Site Plan application for M-NCPPC intake review in the next several weeks. With the impending Site Plan application, the Applicant has organized this DAP submission with an emphasis on the primary urban design comments to the Sketch Plan last April. Therefore, this Site Plan submittal to the DAP is specifically focused on addressing the three (3) DAP recommendations. Each of these recommendations is identified below with a summary of how the Applicant's Site Plan design addresses each comment as well as an analysis of the Proposed Development's compliance with the relevant Bethesda Downtown Plan Design Guidelines (the "Design Guidelines").

**DAP Recommendation 1.** Provide more depth to all elevations. In particular, design the west elevation with more articulation and no blank panels. Incorporate elements such as balconies and windows

**Response:** During the DAP's review of the Sketch Plan, the Applicant identified three primary design intentions for the Project: (1) to provide a transition in building heights and housing typology between the more intensive zoning to the west along the Wisconsin Avenue Corridor and the established single-family neighborhoods to the east; (2) to activate the building frontages along (a) West Virginia Avenue, and (b) the future Eastern Greenway, and existing Chase Avenue Urban Park; and (3) to promote enhanced connectivity and open space. The Sector Plan and Design Guidelines provide much clearer direction toward an urban design vision for these frontages than the Project's western façade that faces the existing County Parking Lot 44. While the Sector Plan recommends conversion of County Parking Lot 44 to parkland, there is no identified vision or plan illustrating how this would be accomplished.

Notwithstanding the foregoing, the Applicant has redesigned the western elevation with windows and transparency to the maximum extent feasible under the Building Code. The western elevation also incorporates several balconies to further activate this frontage. The proposed design incorporates a different palette of materials which give greater contrast and more visual depth to the project. The base of the building will be masonry which will provide visual weight and a textural difference between the floors above. Balconies have been included in the façade, and also the roof line of the building has been updated to provide variety of heights. The combined effect of the material changes, changes in planes and depth reinforces the corner expressions on the northeast and southeast corners of the Project and allow for the building to read as a whole with the various facades interacting with each other. The redesigned western façade is consistent with

Section 2.4.1.B of the Design Guidelines by including elements such as fine-grain building articulation, variations in wall planes, colors, materials and textures, which also addresses the DAP’s recommendation.

**DAP Recommendation 2.** Improve the building entry and planted transition to Chase Avenue Urban Park.

**Response:** The Project has been redesigned to accommodate a new mix of dwelling units such that there is no longer an entrance to the building along the southern elevation. However, the Applicant has improved the design of this frontage so that it will be expressed similar to the front façade with changes in materials and depth creating a corner expression at the southeast corner facing Chase Avenue Urban Park. There are proposed landscape improvements made within the paper alley, which are reflected on the plans included with this submission. While there is no longer an entrance to the Project along this frontage, the landscape improvements in the paper alley will allow for a planted transition between the Project and Chase Avenue Urban Park. Since the time of Sketch Plan approval, the elevated walkway along the eastern portion of the Property has been lowered to meet grade which provides a greater opportunity to engage the southern building frontage with the future Eastern Greenway.

**DAP Recommendation 3.** Show the interim scenario without the adjacent new parks and the long-term scenario with adjacent new parks.

**Response:** The Site Plan submission includes alternatives for the Project with a 70-foot Eastern Greenway as well as an interim scenario where the adjacent single-family residential dwelling (4700 West Virginia Avenue) remains. Figure 2.03 (Recommended Land Use) of the Sector Plan makes it abundantly clear that the adjacent property to the east is not recommended for redevelopment, but is designated for parks and open space (*See* below for the excerpt of Figure 2.03 with the green signifying parks and open space). While the Applicant lacks control over the adjacent property to the east, it has incorporated a building setback from the eastern property line to accommodate a future 70-foot Eastern Greenway. In addition to showing the long-term Sector Plan vision as part of the Site Plan application, the Applicant has included plans showing landscape features along the eastern property line that respond to the immediate context with the single-family residential dwelling remaining in the interim scenario.



### **III. Exceptional Design Public Benefit Points**

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

#### ***Providing innovative solutions in response to the immediate context***

The Project creates frontages on all four sides of the Property. First, the front elevation is setback to enhance the streetscape on West Virginia Avenue. Second, the side elevation is activated to face the future Eastern Greenway, which will be part of a more comprehensive network of open spaces. Finally, the south façade is activated to have a compatible relationship with Chase Avenue Urban Park. The Applicant has also redesigned the western elevation to allow for windows and balconies to the maximum extent feasible, and variations in colors, materials and textures on the façade.

#### ***Creating a sense of place and serves as a landmark***

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

#### ***Enhancing the public realm in a distinct and original manner***

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

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

The Project will create frontages on four sides. First, the front elevation is setback to enhance the streetscape on West Virginia Avenue. Second, the east elevation is activated to face a future greenway which will be part of the North Eastern Greenway. Additionally, the south façade will activate Chase Avenue Urban Park. Finally, the western elevation will be activated with building articulation through variation in colors, materials and textures.

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

The Project represents an urban, compact infill redevelopment of a single-lot that brings the Property to its highest and best use. This Project is unique and distinct from the typical high-rise multifamily projects more commonly associated with Downtown Bethesda.

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

The Project will have a consistent side yard setback at the east visually linking West Virginia Avenue to Chase Avenue Urban Park. Also, the Project has below-grade covered parking and private and common rooftop penthouses with terraces.

\*\*L&B 8162004v3/13838.0001

**4702 West Virginia Ave  
Bethesda, MD**

November 6th, 2019

**Pre-Submission Site Plan  
Design Advisory Panel**

**Broad Branch Development**

**SK+I ARCHITECTURE**



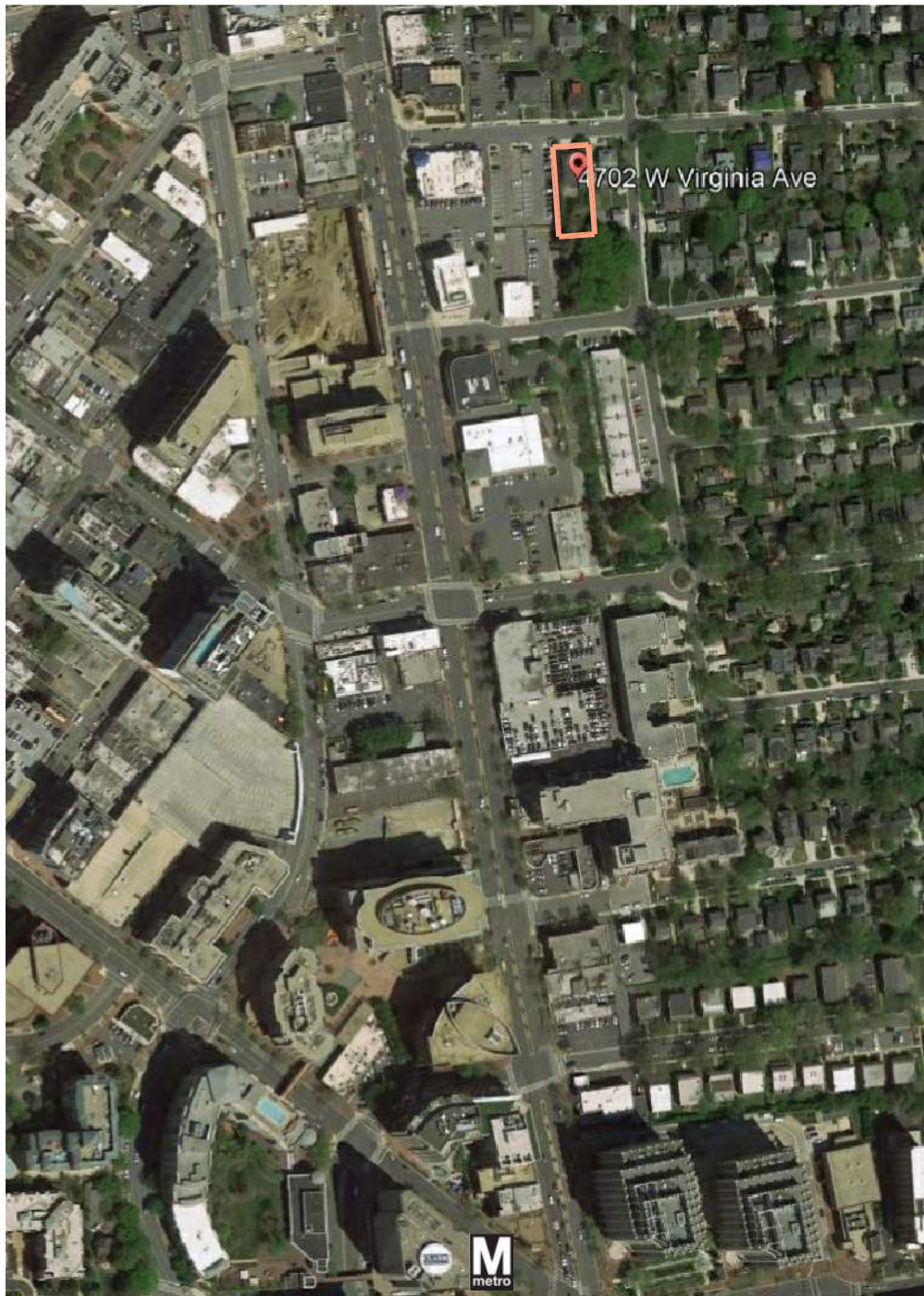
**Broad Branch Development**

**4702 West Virginia Ave | Bethesda, MD**

**November 6th, 2019**







1 Site Context Bethesda  
NO SCALE

NOTE: WALKING DISTANCE TO METRO IS 10 MINS OR 1/2 MILE



2 Site Context Block  
NO SCALE

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Broad Branch Development

4702 West Virginia Ave

Bethesda, MD

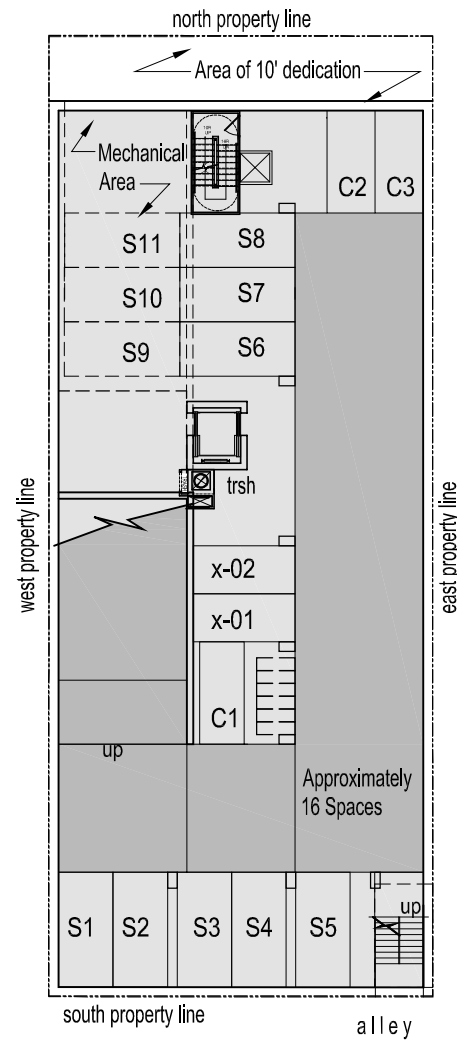
Site Context

Illustrative - For Conceptual Purposes Only

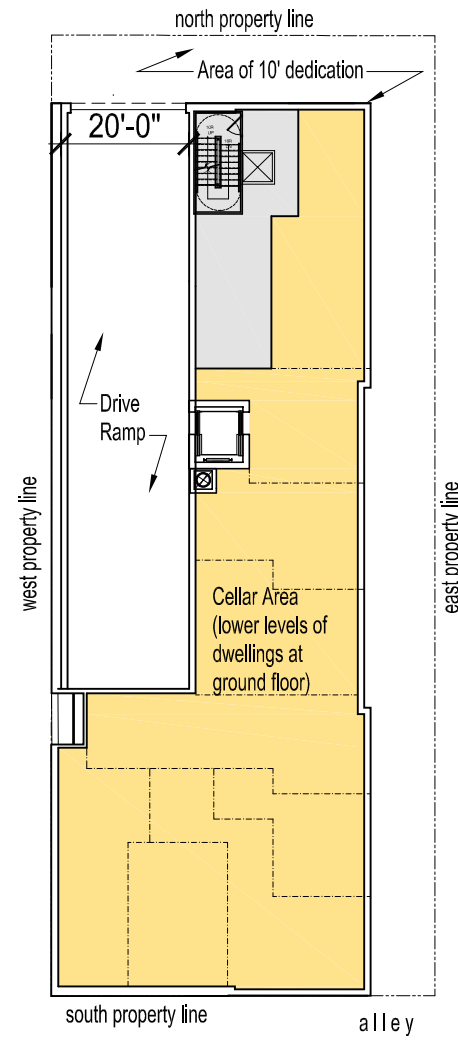
November 6th, 2019

01

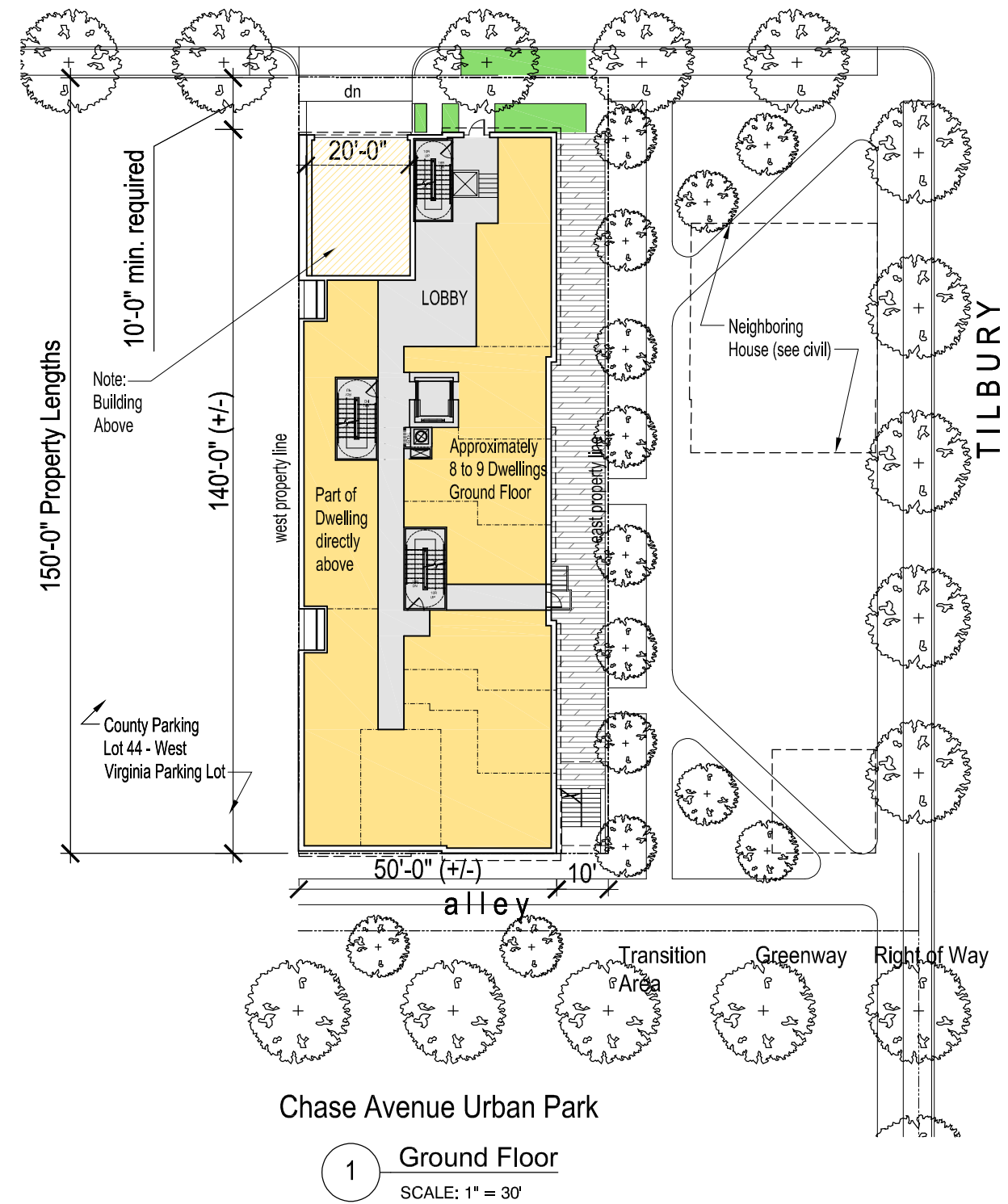




3 **Garage Level**  
SCALE: 1" = 30'



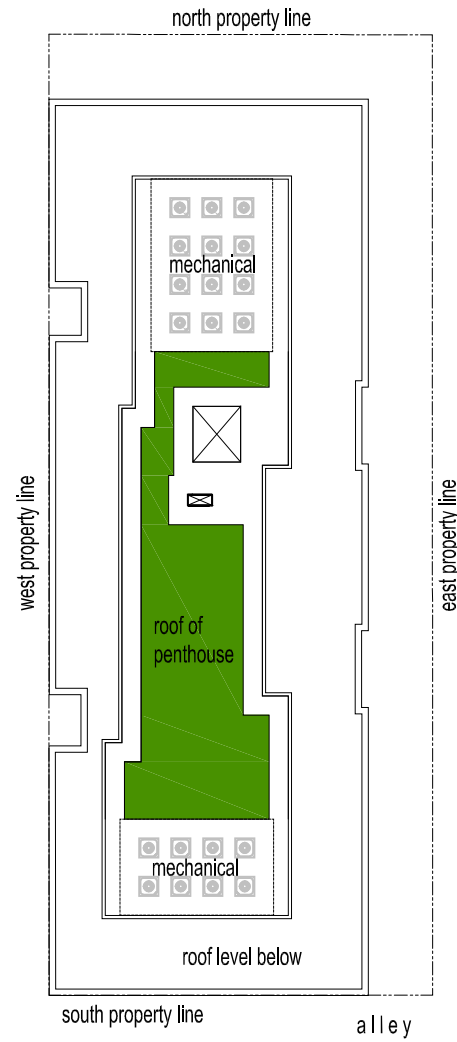
2 **Cellar Area**  
SCALE: 1" = 30'



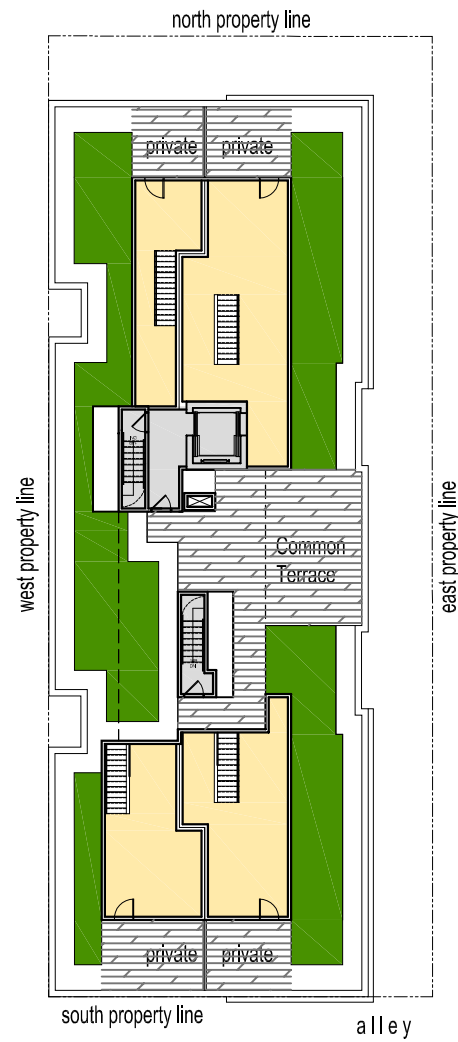
1 **Ground Floor**  
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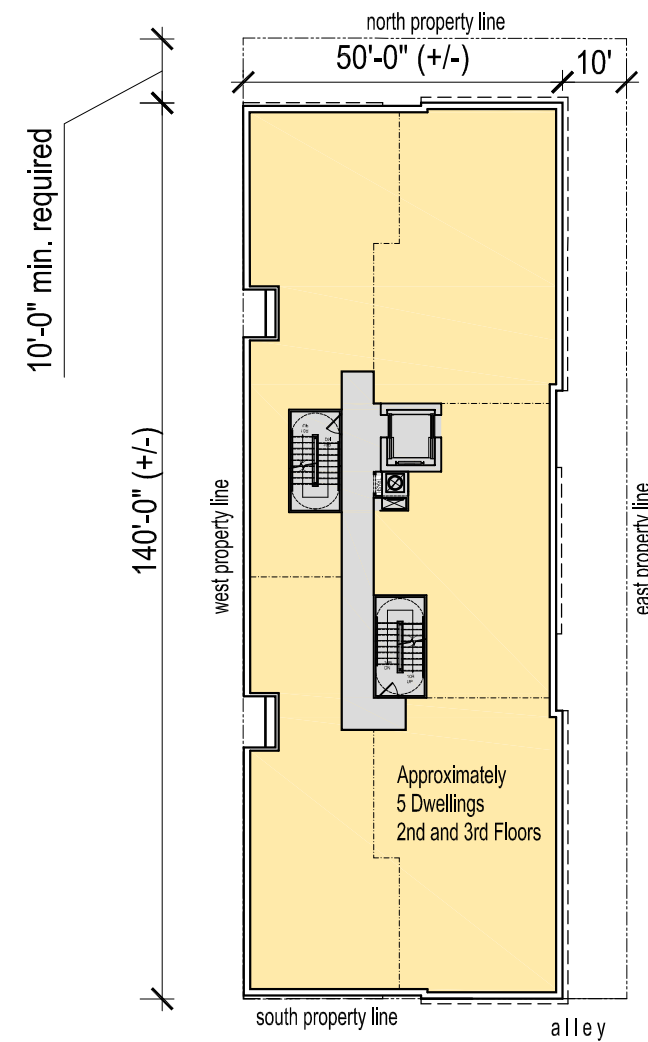
WEST VIRGINIA AVE



3 Penthouse Plan  
SCALE: 1" = 30'



2 Roof Plan  
SCALE: 1" = 30'



1 Typical Plans 2nd and 3rd (sim.)  
SCALE: 1" = 30'



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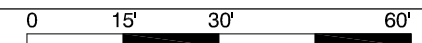
4702 West Virginia Ave | Bethesda, MD

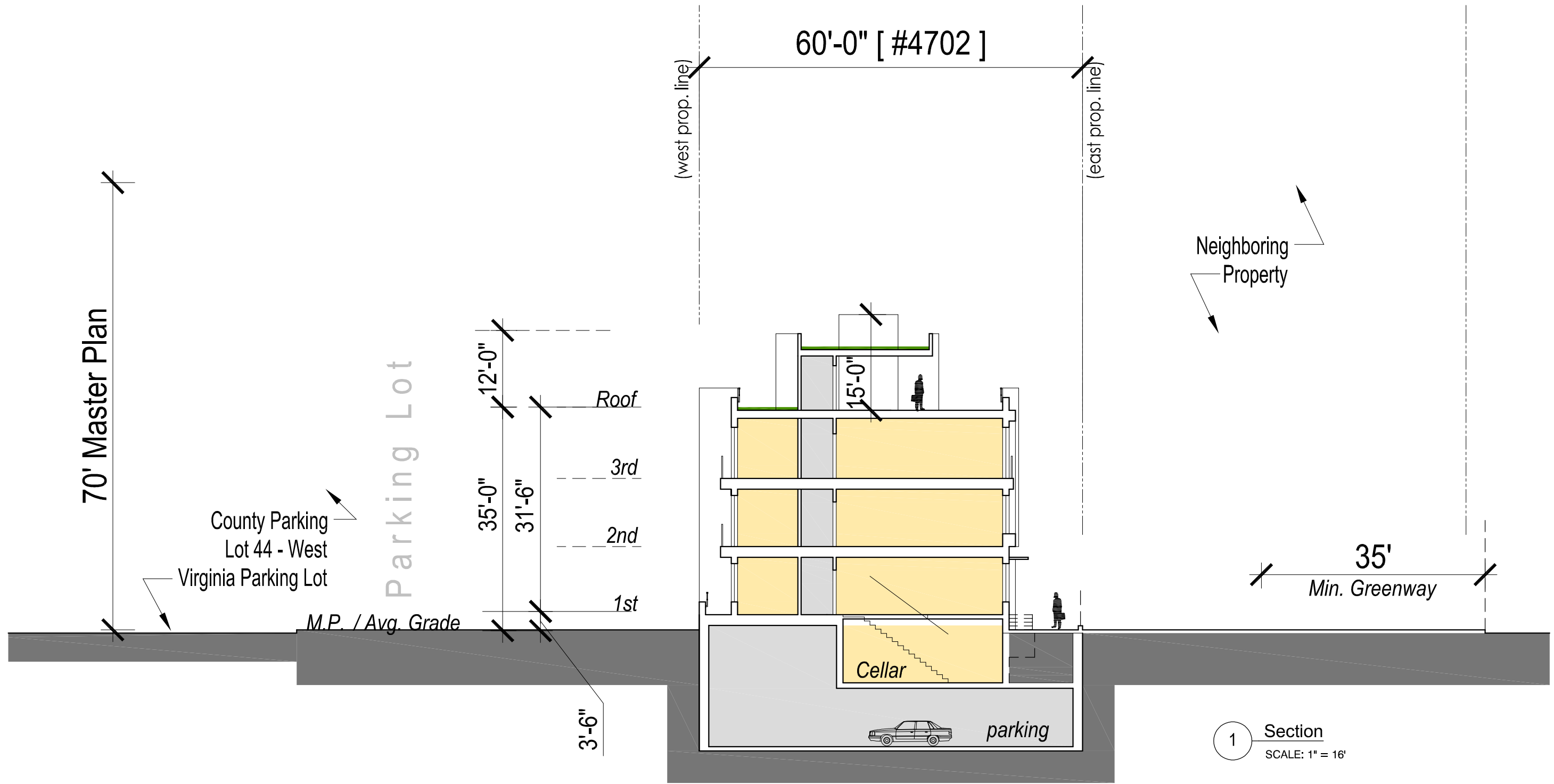
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2nd, 3rd and Roof Plans

November 6th, 2019

03





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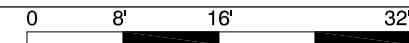
4702 West Virginia Ave Bethesda, MD

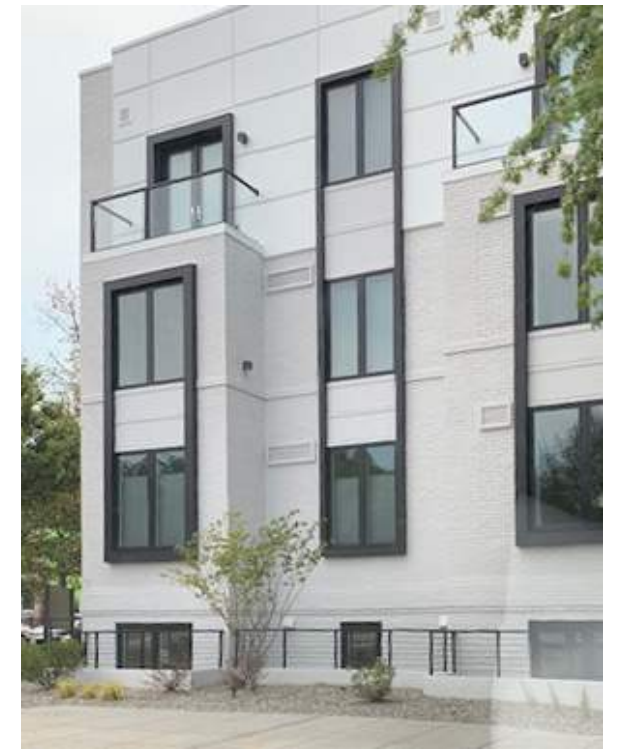
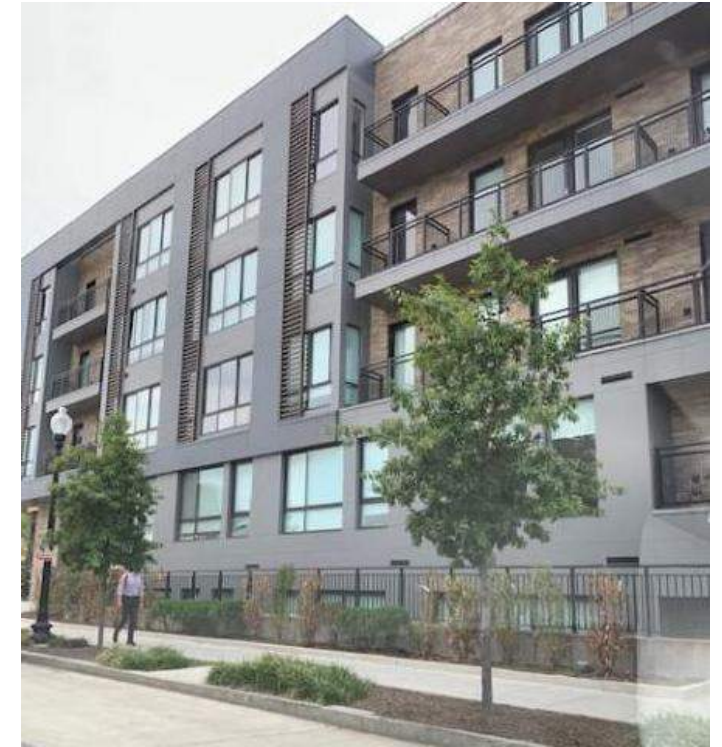
November 6th, 2019

04



Section





**Broad Branch Development**

**4702 West Virginia Ave | Bethesda, MD**

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November 6th, 2019 | 05



Precedents



A - North Elevation (West Virginia Ave)

MATERIAL KEY

- 1 Fiber-cement material system (with faux wood finish)
- 2 Dark Masonry at building base (brick and cast stone sills)
- 3 Fiber-cement panel at penthouse (painted dark gray)
- 4 Commercial grade Fiber-cement or Metal Panel System outer frame (dark gray)



B - East Elevation (Facing Future Green Way)

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MATERIAL KEY

- 1 Fiber-cement material system (with faux wood finish)
- 2 Dark Masonry at building base (brick and cast stone sills)
- 3 Fiber-cement panel at penthouse (painted dark gray)
- 4 Commercial grade Fiber-cement or Metal Panel System outer frame (dark gray)





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November 6th, 2019

08



Massing View (from West Virginia Ave looking southwest)





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**4702 West Virginia Ave** | Bethesda, MD

November 6th, 2019

09



Massing View (from West Virginia Ave looking southwest)  
with house shown at 4700 West Virginia Ave



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November 6th, 2019

10



Massing View (from corner of West Virginia and Tilbury looking southwest)



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Massing View (from corner of West Virginia and Tilbury looking southwest)  
with house shown at 4700 West Virginia Ave



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Massing View (from Chase Urban Park looking northwest)



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November 6th, 2019



Massing View (from Chase Urban Park looking northwest)  
with house shown at 4700 West Virginia Ave



Illustrative - For Conceptual Purposes Only



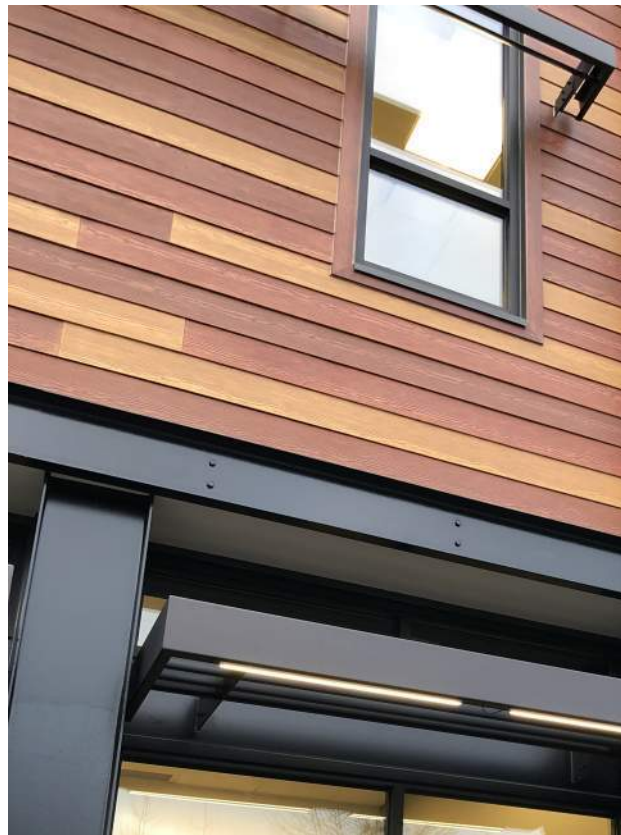
**Broad Branch Development**

**4702 West Virginia Ave | Bethesda, MD**

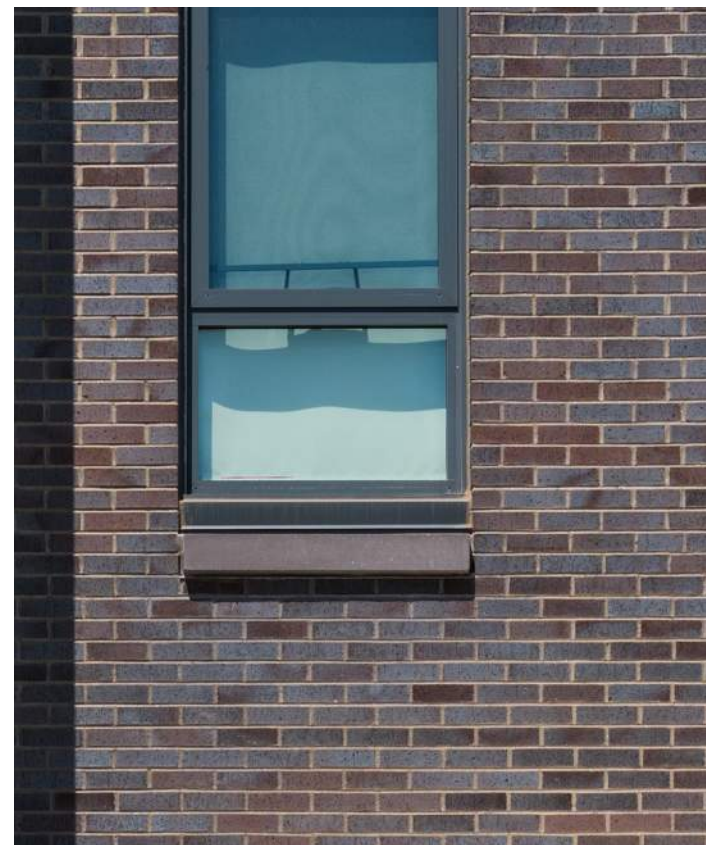
**November 6th, 2019**



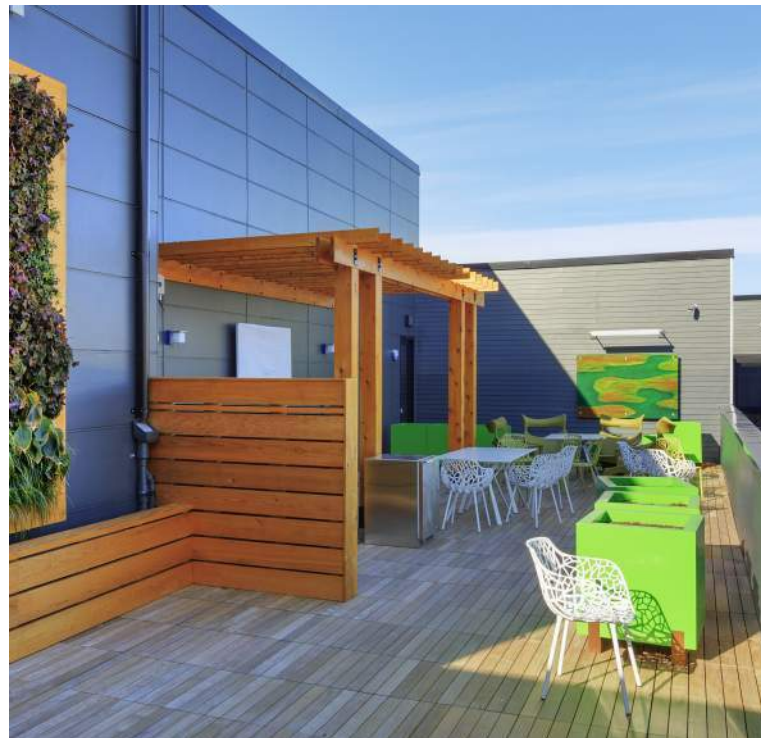
Massing View (from West Virginia looking through parking lot at East facade)



1: Fiber-cement material system (with faux wood finish)



2: Dark Masonry at building base (brick and cast stone sills)



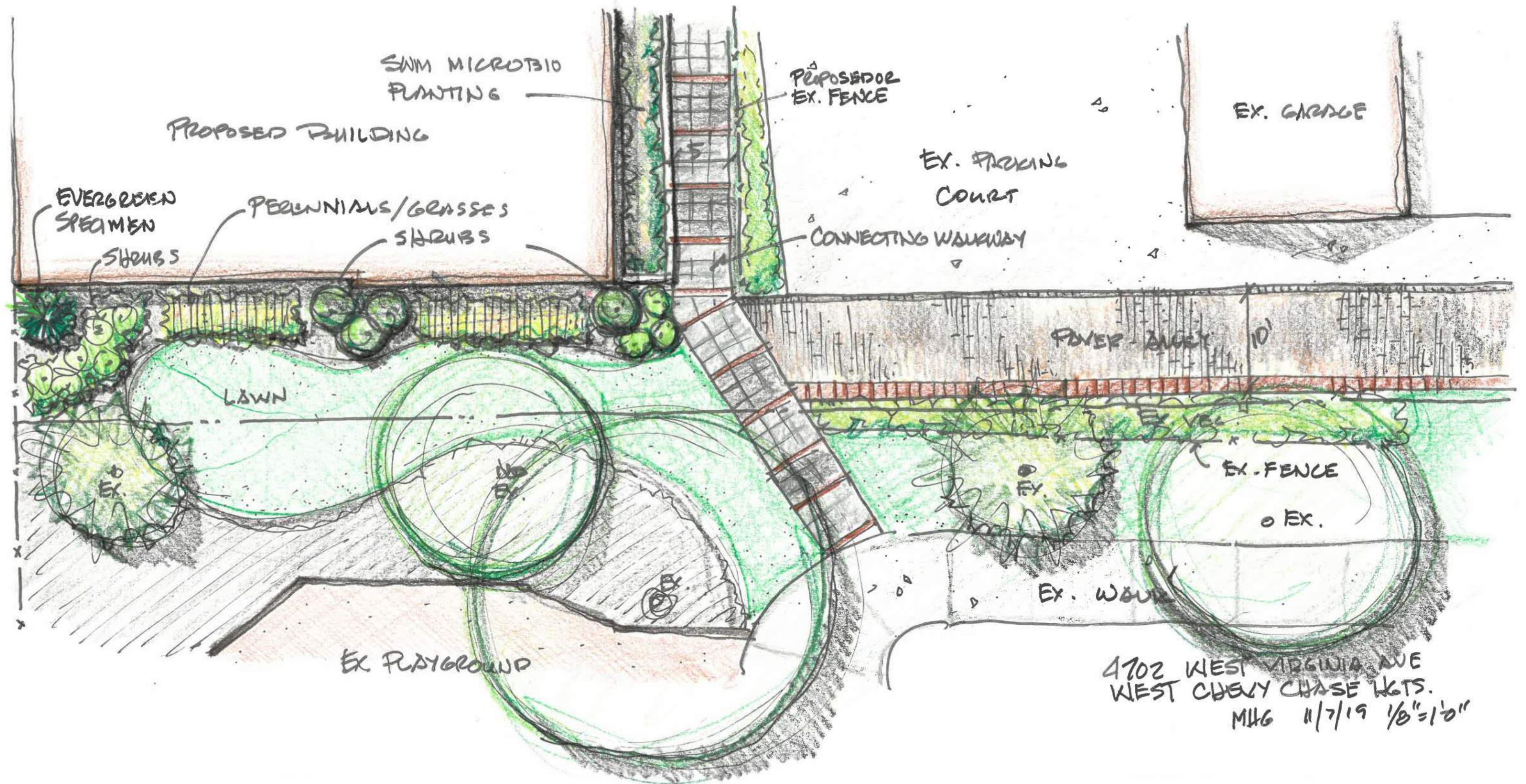
3: Fiber-cement panel at penthouse (painted dark gray)



4: Commercial grade Fiber-cement or Metal Panel System outer frame (dark gray)

*Illustrative - For Conceptual Purposes Only*









# Transmittal

4600 East-West Hwy Suite 700, Bethesda, MD 20814

PROJECT: 4702 West Virginia Ave Bethesda BBD05      DATE: 11/8/2019

SUBJECT: BBD05 4702 West Virginia Ave DAP pre site plan submission      TRANSMITTAL ID: 00004

PURPOSE: For your use      VIA: Info Exchange

FROM

NAME	COMPANY	EMAIL	PHONE
Dennis Connors 4600 East-West Hwy Suite 700 Bethesda MD 20814 United States	SK&I Architectural Design Group, LLC	dconnors@skiarch.com	301-654-9300

TO

NAME	COMPANY	EMAIL	PHONE
emily.balmer@montgomeryplanning.org		emily.balmer@montgomeryplanning.org	

REMARKS: To: Emily Balmer, Montgomery County Parks and Planning

Please find the attached DAP pre site plan submission for 4702 West Virginia Ave:  
 -Submission Form  
 -Narrative  
 -Presentation Package  
 -sketch up model version 2016

Feel free to call with any issues,  
 Dennis Connors, AIA  
 Associate Principal  
 301-654-9300 ex 491

DESCRIPTION OF CONTENTS

QTY	DATED	TITLE	NOTES
1	11/8/2019	20191107_BBD05 4702 W VA DAP.pdf	
1	11/8/2019	4702 West Va Avenue - Site Plan DAP Submittal Narrative.DOCX	
1	11/8/2019	4702 West Virginia Avenue - DAP Site Plan Submission Form.pdf	
1	11/8/2019	4702_WVA_Bldg_2019-11-08_DAP_v16.skp	

# Transmittal

DATE: 11/8/2019  
TRANSMITTAL ID: 00004

COPIES:

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shane@broadbranchdev.com  
jason@broadbranchdev.com

(Linowes and Blocher LLP)