

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):		



<p>Exceptional Design Public Benefit Points Requested and Brief Justification</p>	
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DESIGN ADVISORY PANEL SUBMISSION PROCESS

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



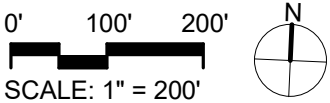
Following the initial meeting with the Design Advisory Panel on November 20th, the project at 4824 Edgemoor Lane has been redesigned and adjusted per the recommendations of the panel. The panel had several comments regarding the design and its compliance with the Bethesda Downtown Plan Design Guidelines. Due to the small site area, the Panel agreed that if the project could provide excellent design, then no stepbacks or setbacks would be required for the project, as it would otherwise be unfeasible to develop. The panel also felt that due to the relatively small scale of the site, the initially proposed design was too fragmented and acted as too strong of a landmark than was appropriate for the scale. Due to the condominium ownership of the site to the South and the West, as well as the high visibility of the Western façade, the panel also felt that the building should act as a four-sided building with continuous architecture, rather than a party wall building. These comments and recommendations, having been understood by the architect, have been applied to the design of the project.

4824 Edgemoor Lane establishes a modern residential design at a unique corner site at the intersection of Woodmont Avenue and Edgemoor Lane in downtown Bethesda. The 12-story project is composed of a continuous wrapped façade that turns the corner of Edgemoor Lane and Woodmont Avenue, acting as a transition from the neighborhood to the urban core. The underdeveloped project site, with a net tract area of only 8,006 square feet, is highly visible along the curving Woodmont Avenue as approached from the north. Additionally, it is visible from the neighborhood to the west and from the Metro to the east. The irregular triangular shaped site creates the opportunity for the project to wrap around the corner, transitioning from the smaller scale to the higher scale, while the facades double height modulation breaks down the scale of the project. A vertically oriented framing element further modulates the Woodmont Avenue façade and provides depth to the façade, while also transitioning from the southern tower element to the wrapping corner element. The building is grounded on the northern façade with a two-story brick base that relates to the neighborhood scale and reaches up to the second story continuous datum that acts as a base around the building. On the southern and eastern façades the base extends from the datum upwards, relating to the high-rise urban scale of downtown Bethesda. The facades provide a textural quality that reduce the scale of the building through its double height modules, both in texture of the massing, as well as through the framing elements applied throughout the building. The architectural language is consistent and applied to wrap around the entire building, anchoring around a tower element with the use of frames as a transitional element between materials. The language is consistent on all sides of the building, including the party wall elevations, which have carefully composed ‘at risk windows’ to enhance the facades, as well as reinforcing the reading of the project as a four-sided building. This contemporary building design will soon become a quiet contributor and enhancement to the existing urban fabric along this picturesque thoroughfare.





LOCATION MAP



PROJECT DESCRIPTION:

THE 4824 EDGEMOOR LANE PROJECT, LOCATED IN DOWNTOWN BETHESDA, CONSISTS OF A NEW 12-STORY CONCRETE FRAMED BUILDING WITH 77 RESIDENTIAL UNITS. LOCATED ON THE GROUND FLOOR WILL BE A LEASING OFFICE, LOBBY AND MAIL/ PACKAGE ROOMS. FLOORS 2-12, 7,400 SF EACH, WILL CONTAIN A MIX OF (1) ONE AND (2) TWO BEDROOM UNITS, WITH 7 PER FLOOR. THE CELLAR LEVELS WILL CONTAIN AN AUTOMATED PARKING GARAGE WITH 77 SPACES, BIKE AND TENANT STORAGE AND BUILDING UTILITY ROOMS. THE ROOF WILL CONSIST OF A GREEN ROOF AREA, OUTDOOR ROOF DECK AND PENTHOUSE CONTAINING TENANT AMENITY AREAS. THE SCREENED PENTHOUSE ROOF WILL HOUSE REQUIRED MECHANICAL AND ELECTRICAL EQUIPMENT. THE BUILDING WILL BE FULLY SPRINKLERED. THE EXTERIOR BUILDING ENVELOPE WILL BE COMPRISED OF GLASS, CEMENTITIOUS AND METAL WOODGRAIN PANELS, STUCCO AND VEGETATIVE WALLS. ALUMINUM CANOPIES, FINS AND TRELLISES WILL BE IMPLEMENTED TO ACCENT THE BUILDING FACADES.

UNIT CALCULATIONS BASED ON DEMISING PLANS DRAWN OCTOBER 4, 2019											
LEVEL	GROSS AREA	NET RESI.	SERVICE/CIRC.	EXTERIOR WALL 14"	LEASING/AMENITY/LOBBY	1 BED	1 BED DEN	2 BED	UNITS	EFFIC.	PARKING
PENTHOUSE	3000		600	250	2150						
12th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
11th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
10th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
9th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
8th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
7th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
6th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
5th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
4th FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
3rd FLOOR	7400	6060	920	420		3	3	1	7	81.9%	
2nd FLOOR	7400	5830	1150	420		4	2	1	7	78.8%	
1st FLOOR	7340		4650	420	2330						
P1	8000										77
TOTAL	99740	66430	15600	5290	4480	34	32	11	77	81.6%	0
UNIT MIX						44.2%	41.6%	14.3%	100.0%		

NOTE: SQUARE FOOTAGES ARE APPROXIMATE AND SUBJECT TO FINAL DETERMINATION



WOODMONT - ONE WAY



1 INTERSECTION OF OLD GEORGETOWN RD AND EDGEMOOR LN



2 VIEW SOUTH ON WOODMONT AVE



3 VIEW SOUTH ON WOODMONT AVE



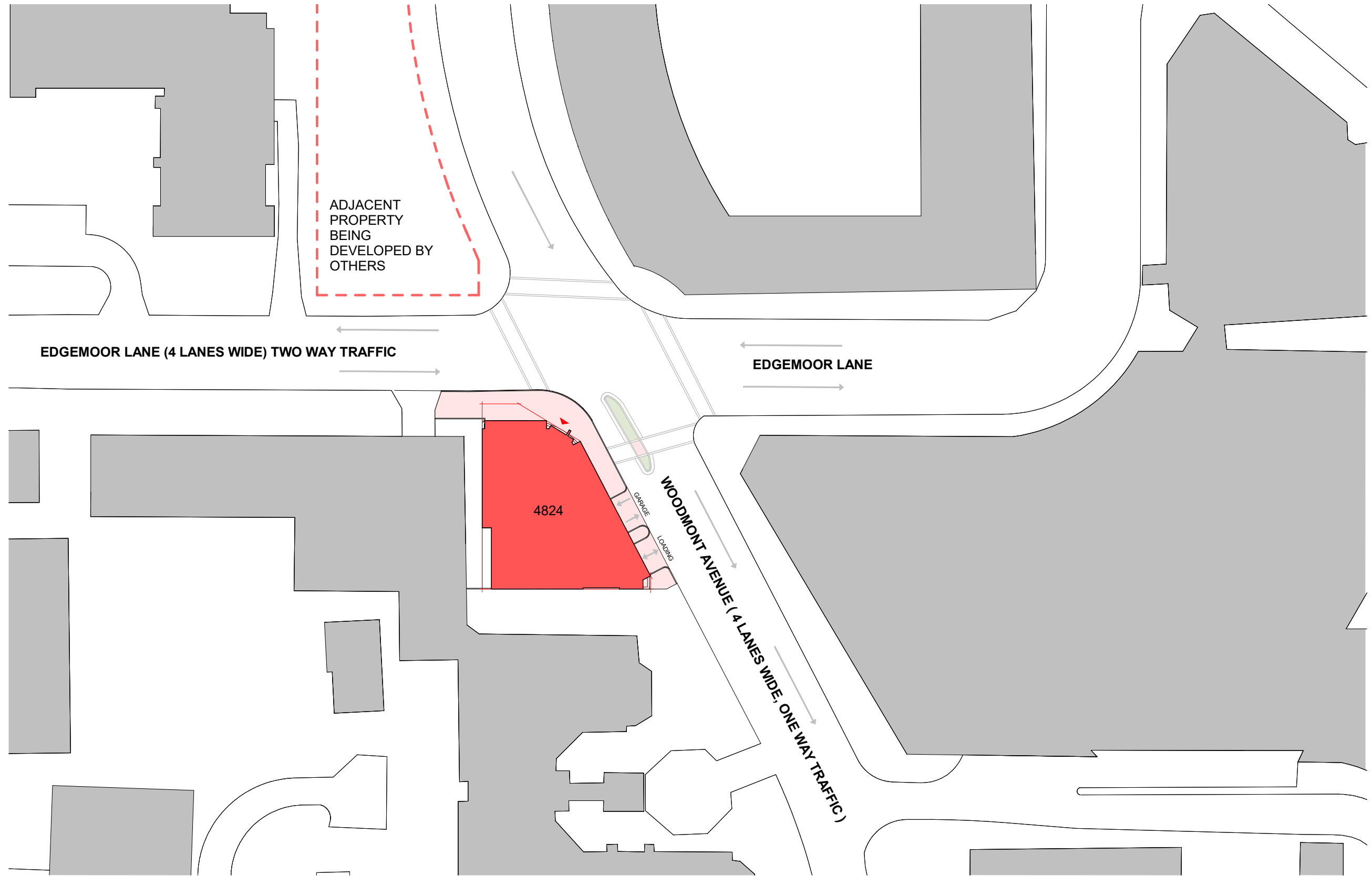
4 VIEW SOUTH ON WOODMONT AVE

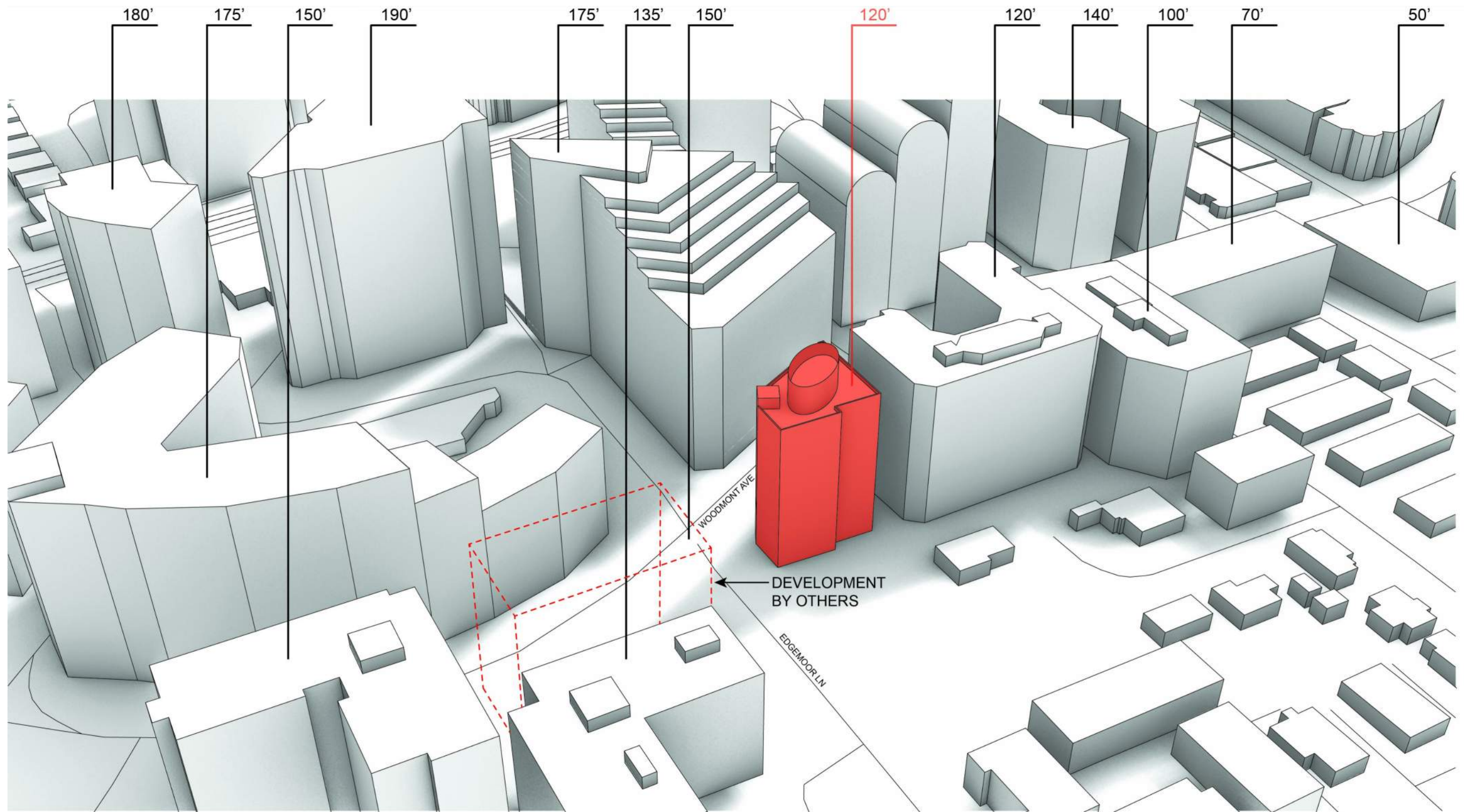


5 INTERSECTION OF EDGEMOOR LN AND WOODMONT AVE



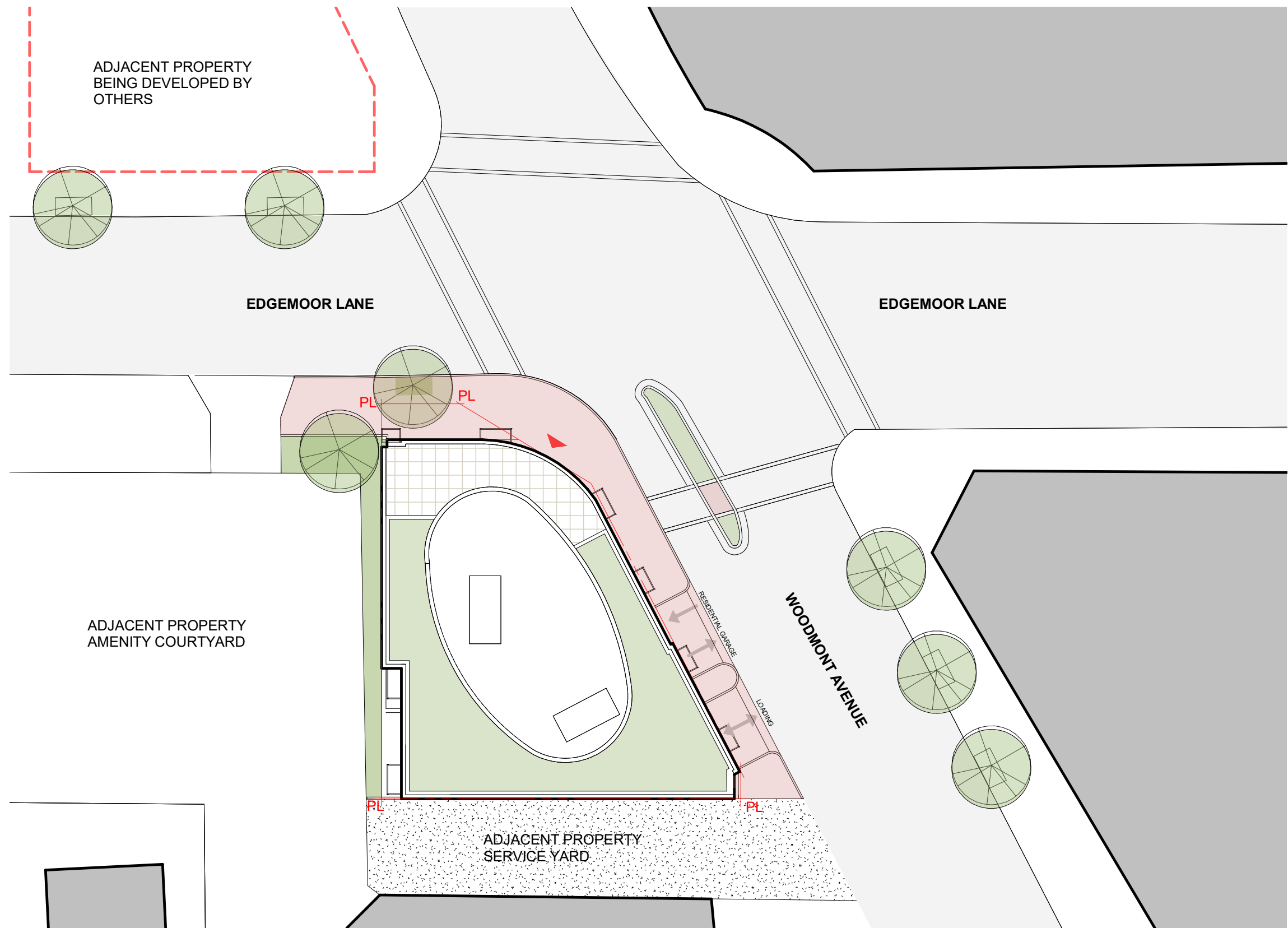
6 VIEW NORTH ON WOODMONT AVE

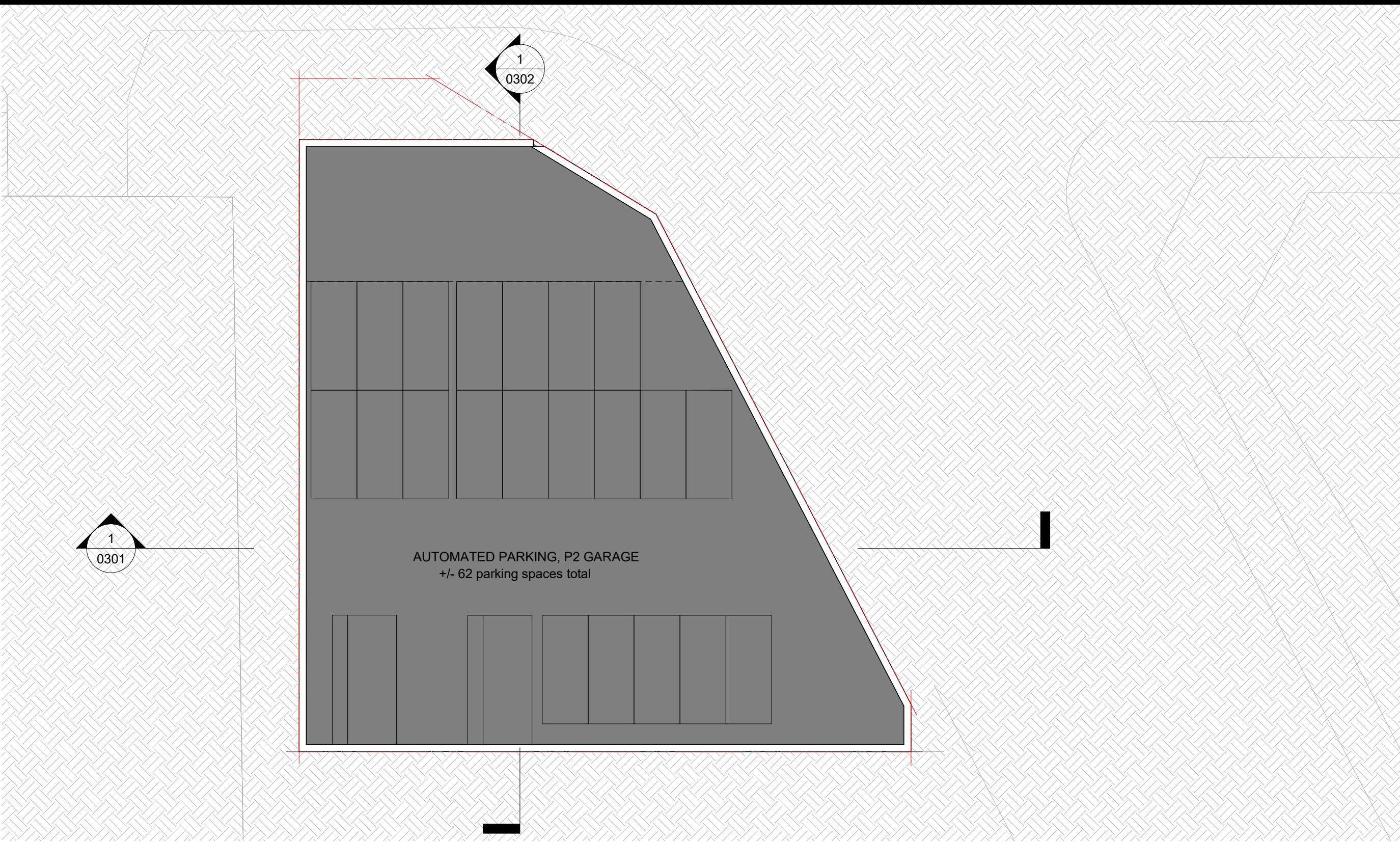


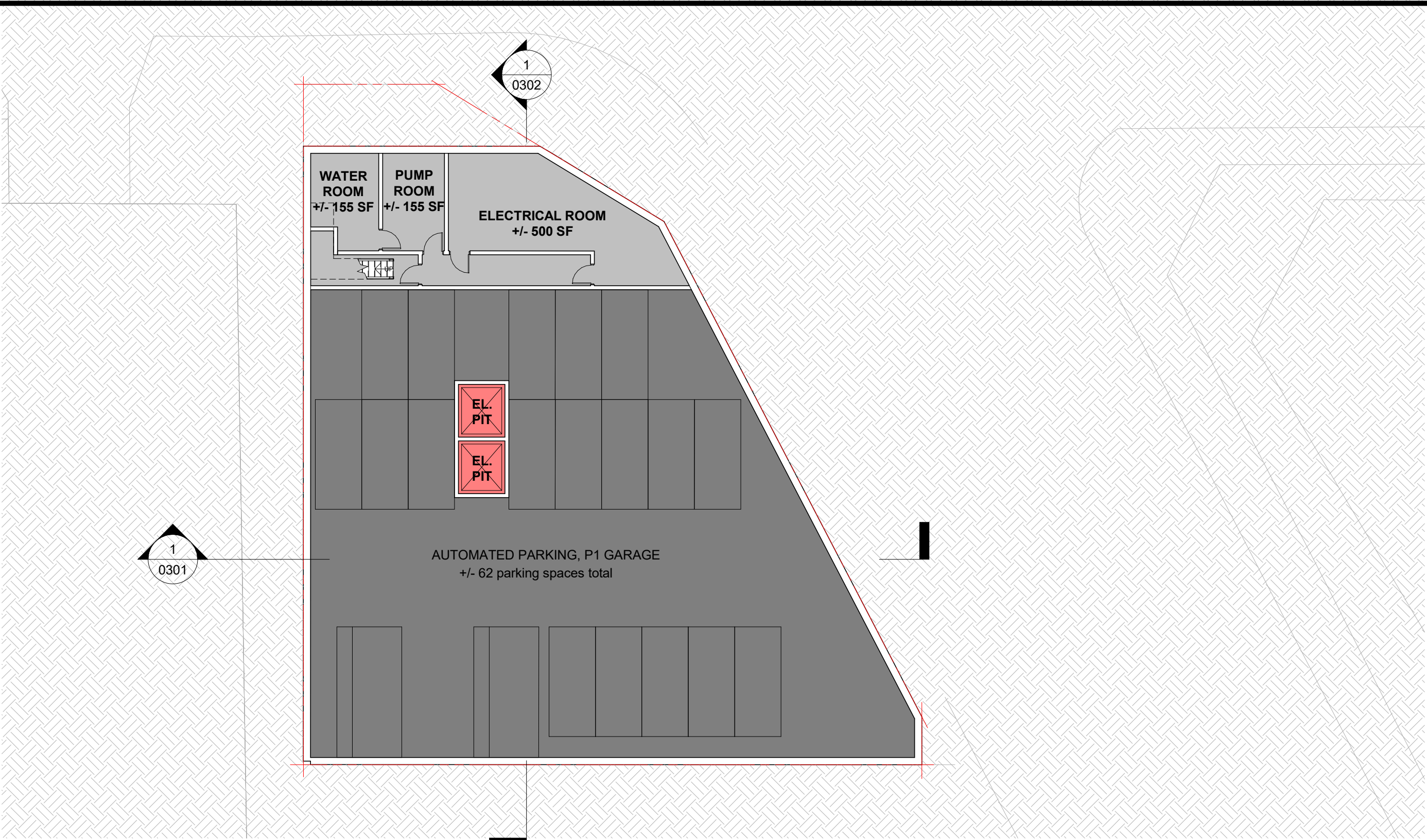


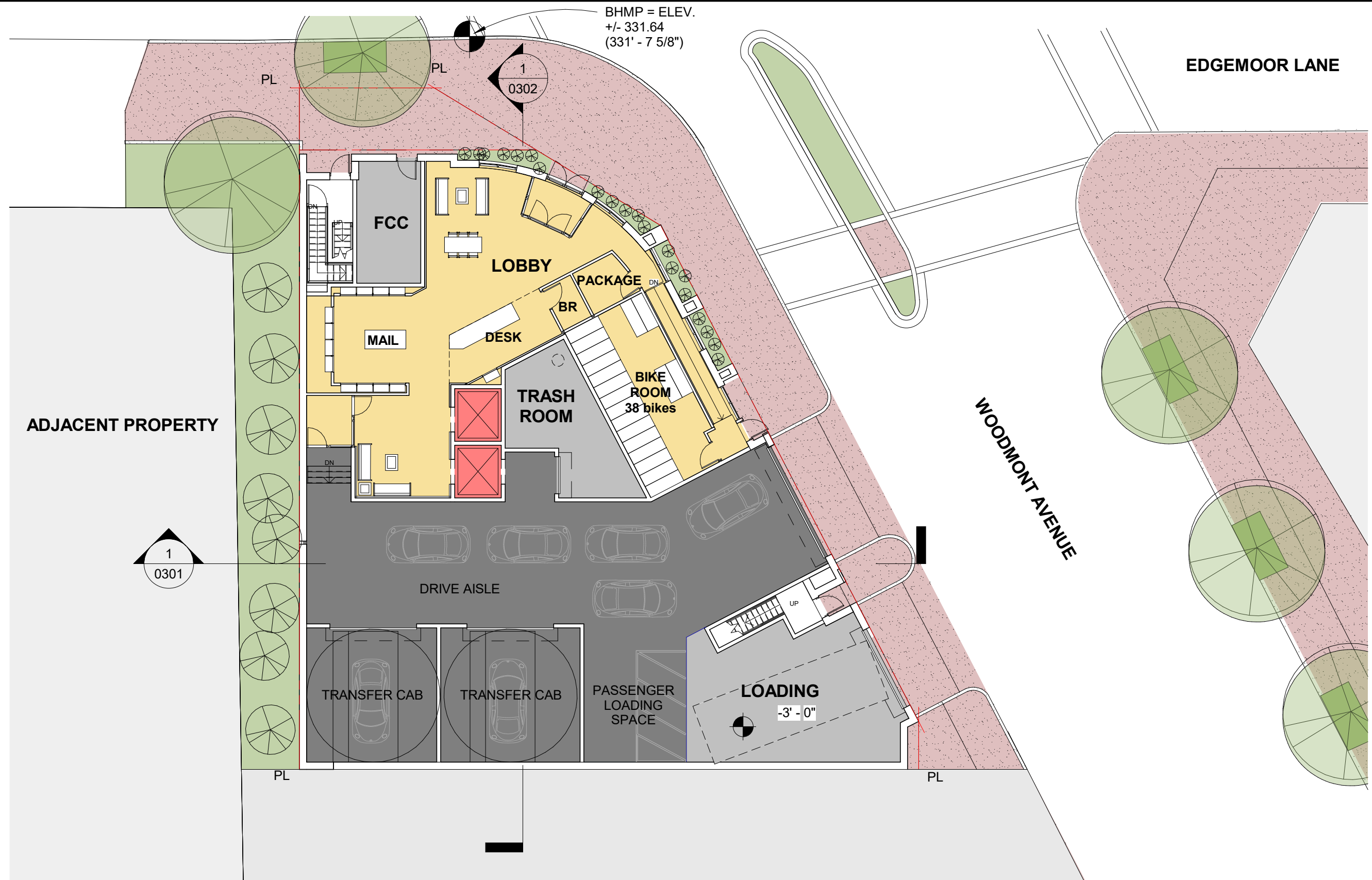
BUILDING MASSING

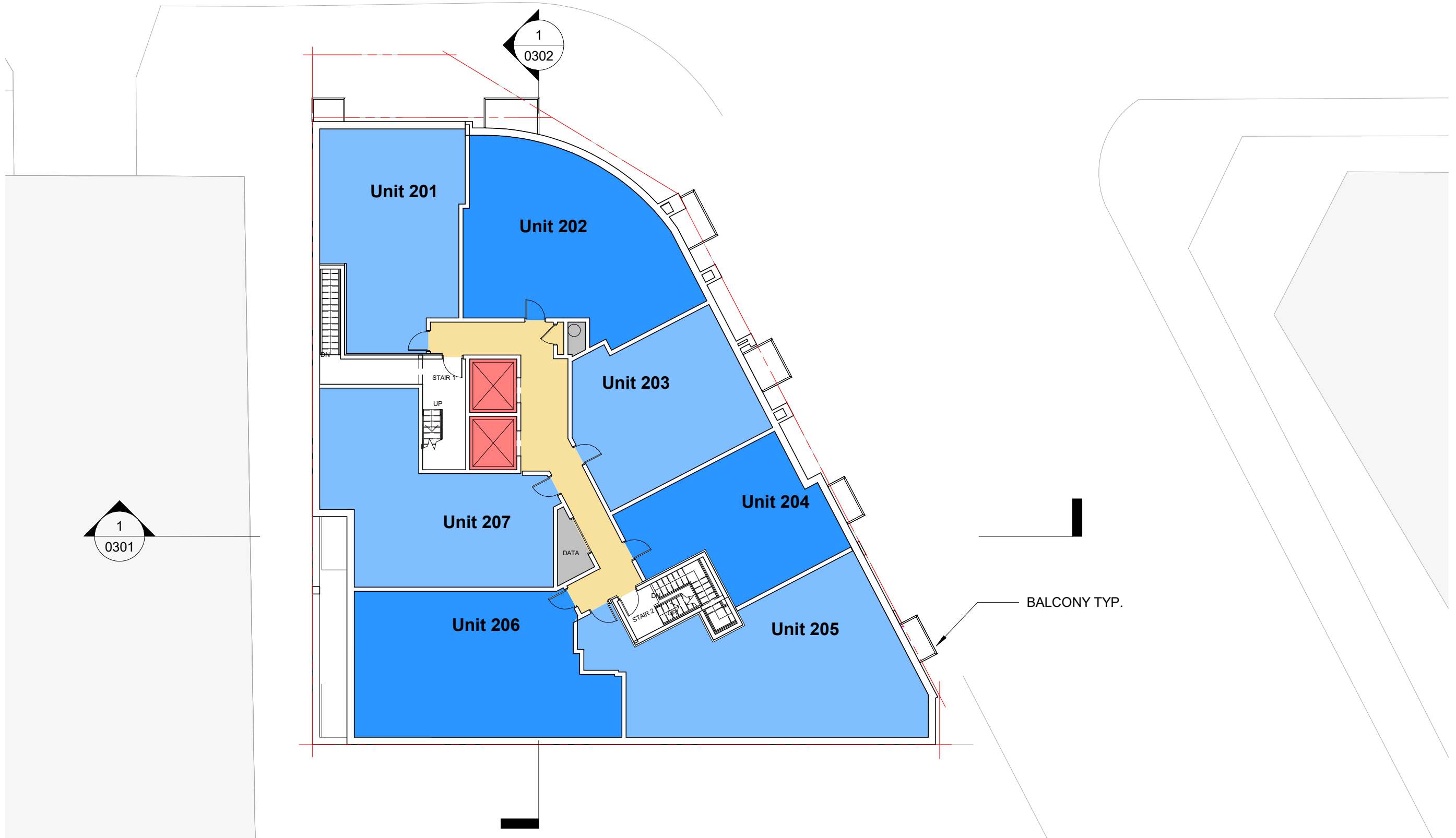


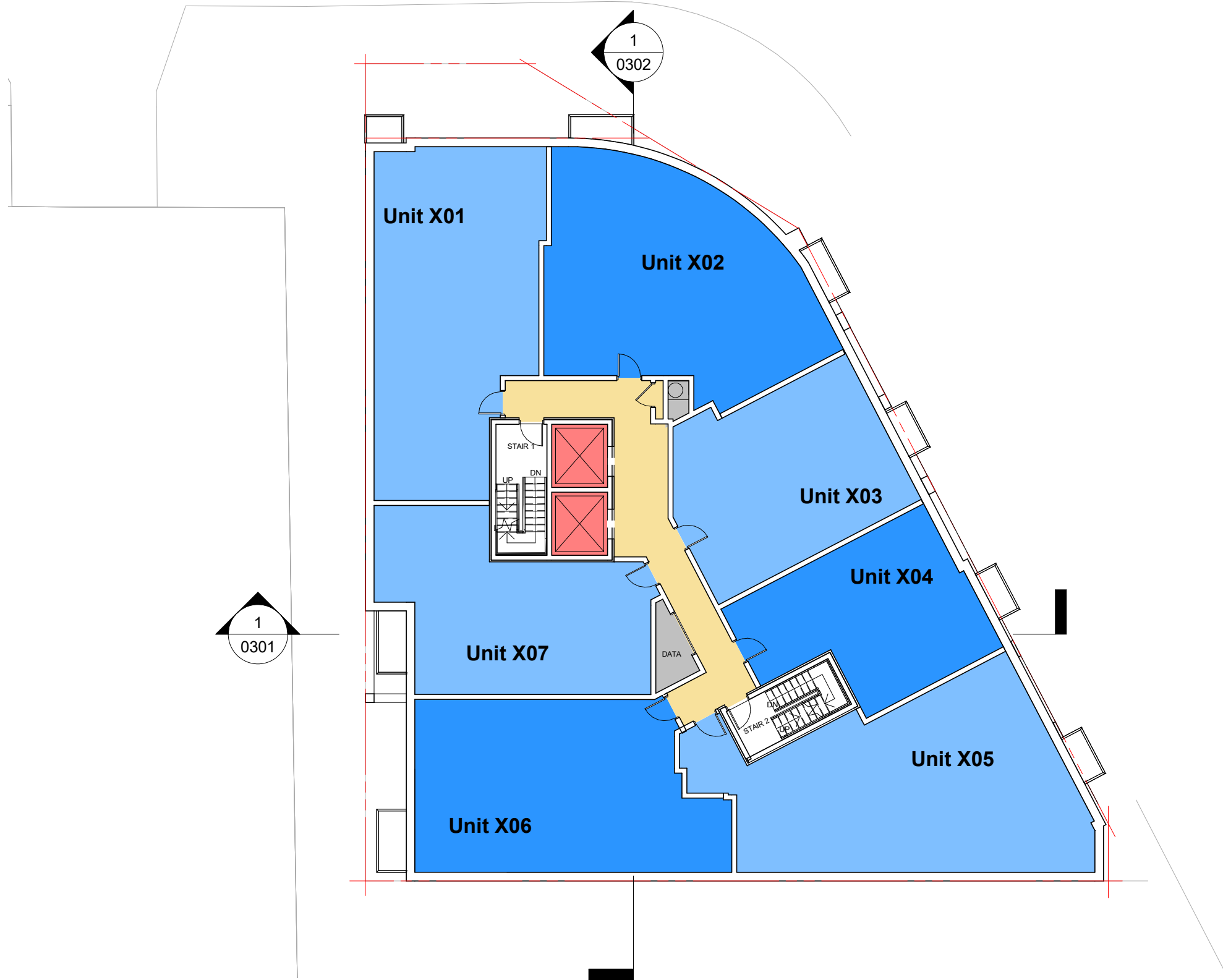


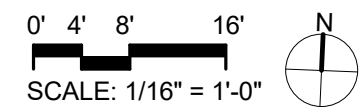
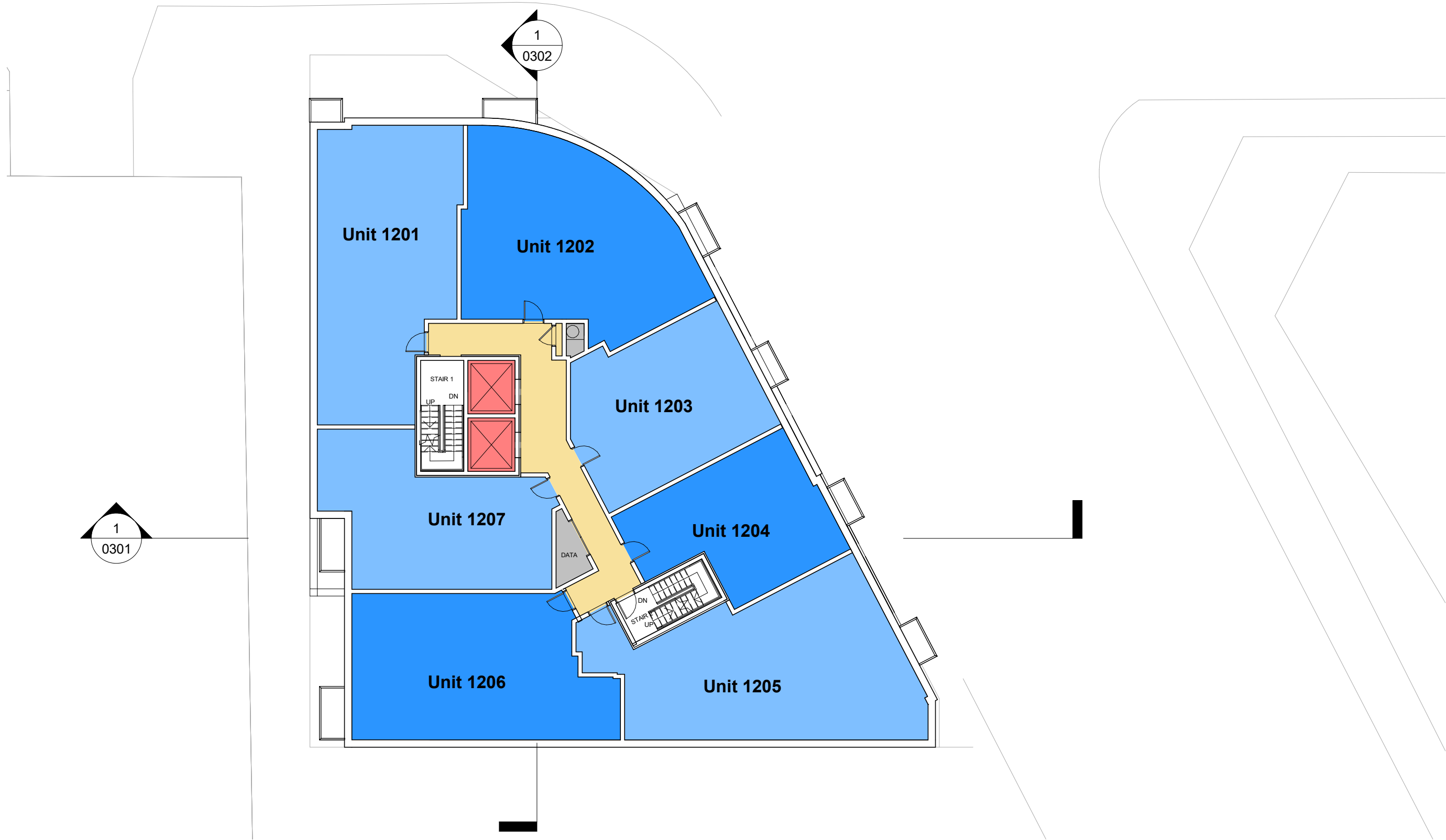


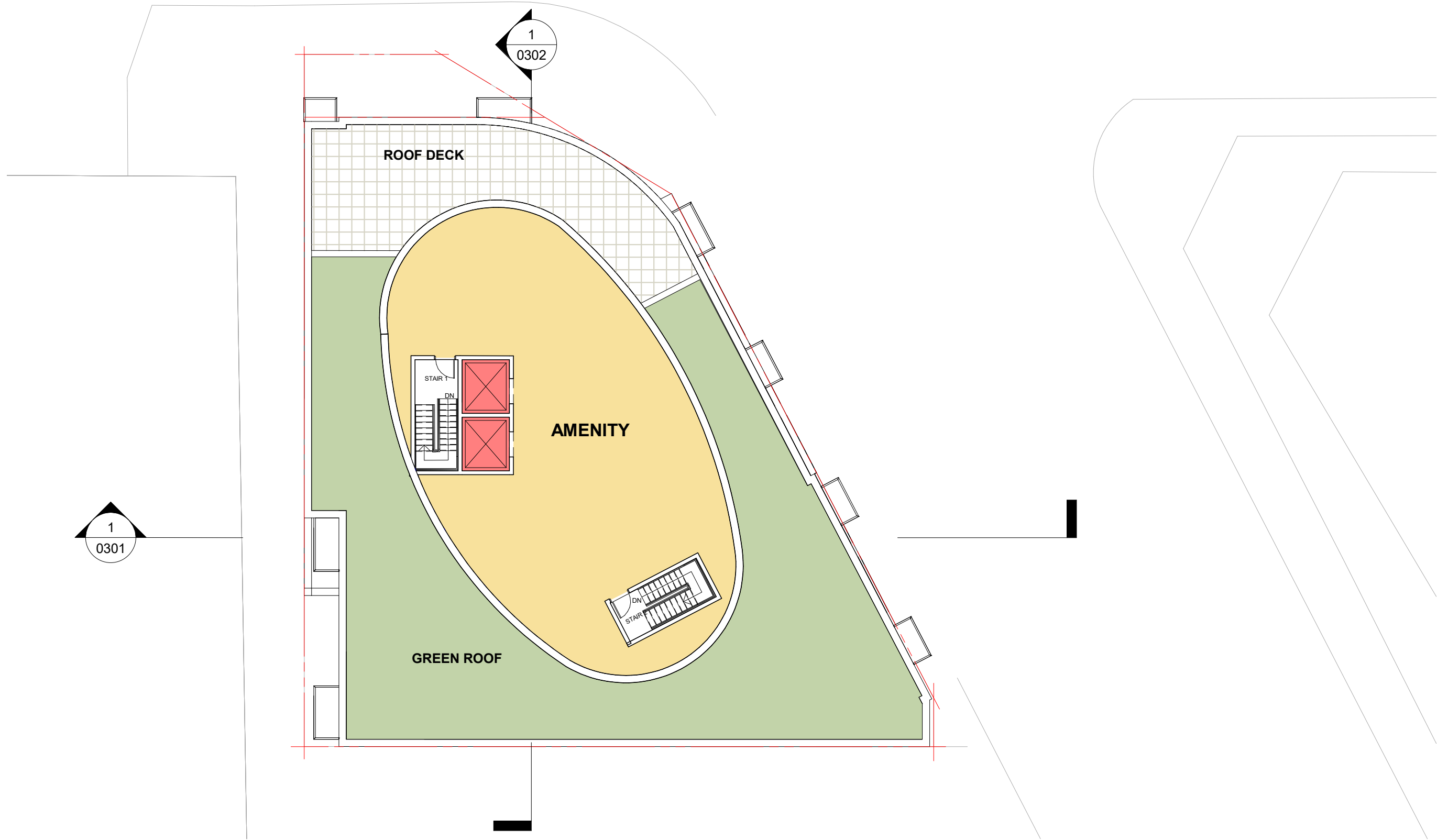


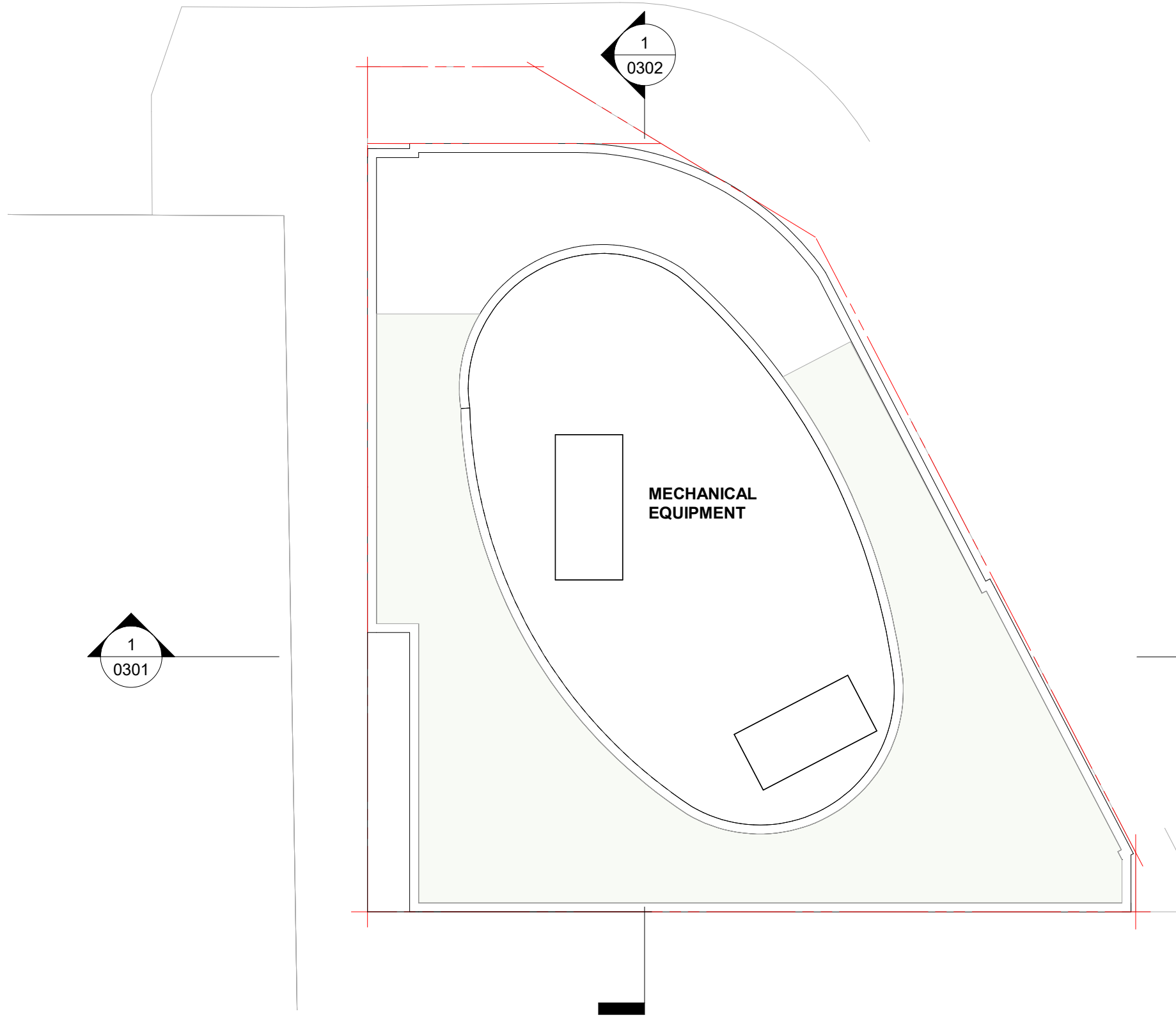


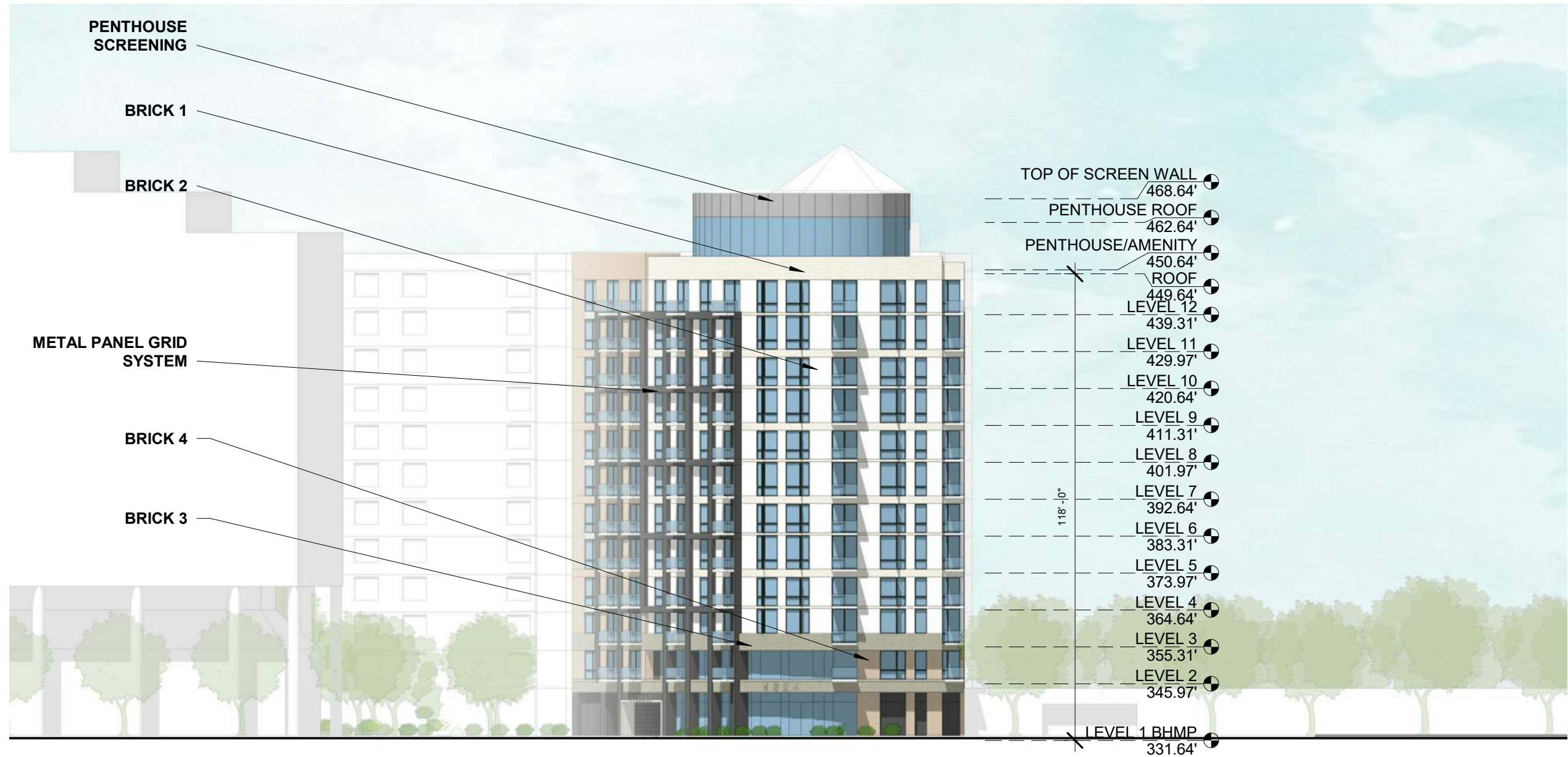




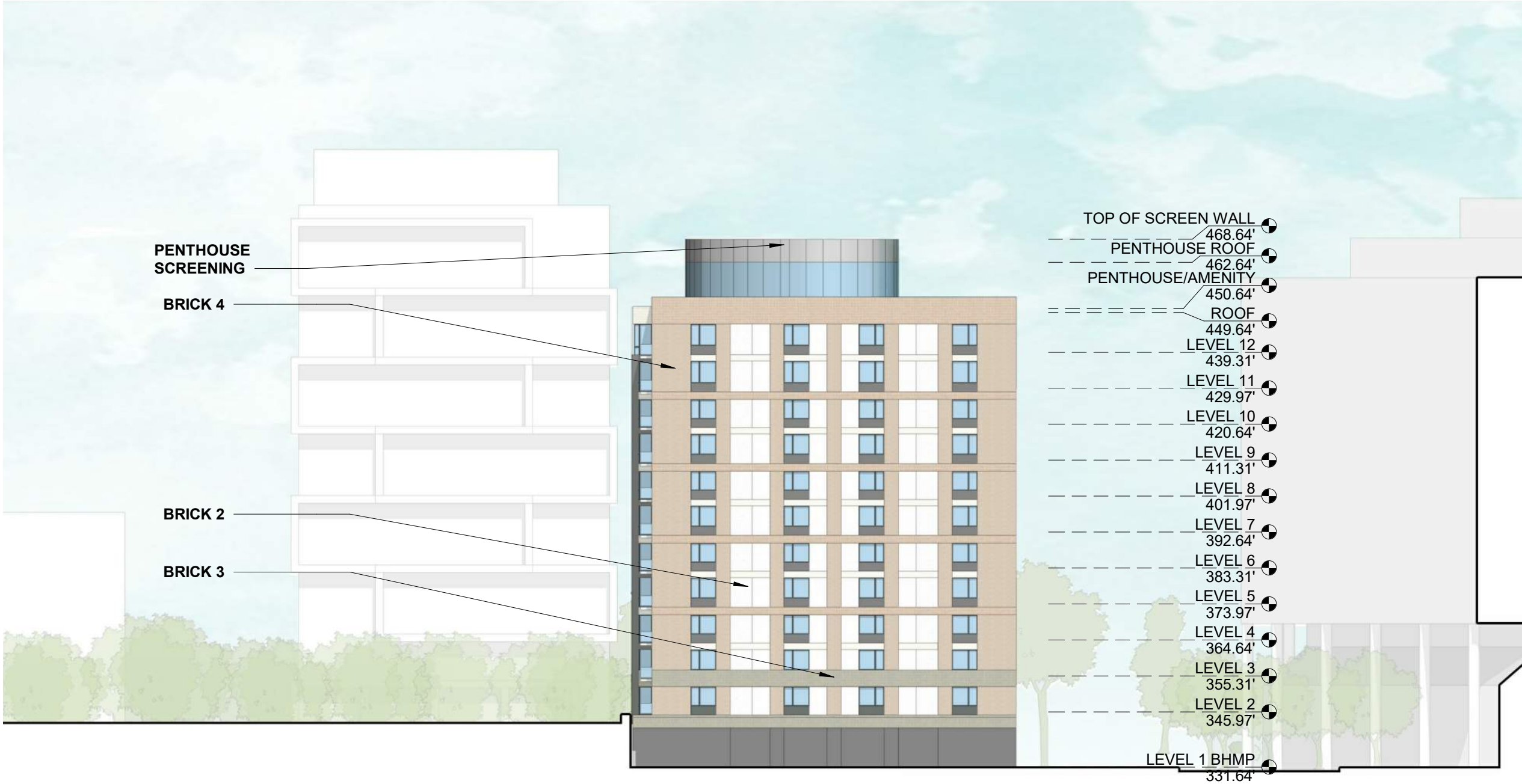




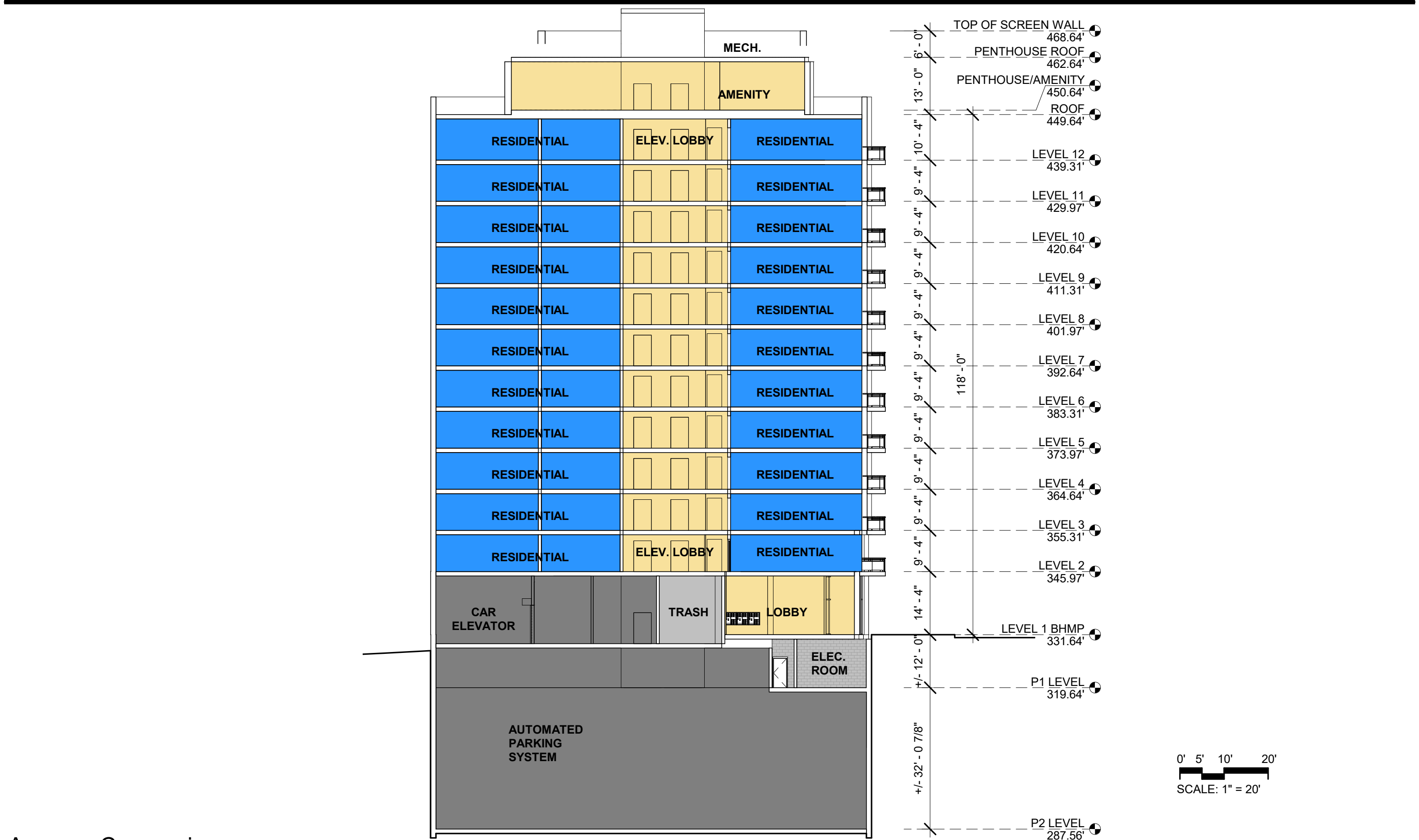














Organizing Grid to Modulate and Break Down Massing



Articulated Floorplates with Double Height Openings



Organizing Grid to Create Uniformity



Double Height Openings to Reduce Apparent Height



Articulated Floorplates with Brick Piers



Articulated Floorplates with Punched Windows



Vertical Colored Panel System for Visual Interest



Vertical Colored Panel System for Visual Interest



Vertical Colored Panel System for Visual Interest



Horizontal Colored Panel System for Visual Interest

Acumen Companies

PRECEDENTS

4824 EDMOND LANE, BETHESDA MD



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NORTHEAST PERSPECTIVE

4824 EDMOND LANE, BETHESDA MD

01/08/2020

BETHESDA DAP SKETCH PLAN SUBMISSION

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0500

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NORTHWEST PERSPECTIVE

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SOUTHWEST PERSPECTIVE

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2.1.3 Downtown Mixed-Use Street

WOODMONT AVENUE

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.



NON-COMPLIANT WITH STEP BACK,
SEEKING ALTERNATIVE TREATMENT
SEE SHEET 0608

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



EDGEMOOR LANE

2.1.7 Neighborhood Local Street

Neighborhood Local Streets are typically narrow side streets that accommodate shared bike uses, access to residential parking, on-street parking and low traffic volumes with very slow auto speeds. Sidewalks along these streets are often narrower than on other types because of the constrained street width.

Intent: Building and sidewalk designs along Neighborhood Local Streets should provide efficient and comfortable access from the urban core to neighborhoods of low-scale buildings and detached homes. Because local streets provide a transition from the downtown core to surrounding neighborhood streets, the height of building frontages should reflect this change in scale.

Table 2.06: Neighborhood Local Street

Sidewalk Zones	
A. Planting/Furnishing Zone:	5 - 8 ft.
B. Pedestrian Through Zone:	6 - 10 ft.
C. Frontage Zone:	0 - 4 ft.
Building Placement	
D. Build-to Line:	12 - 15 ft. from street curb
Building Form	
E. Base Height:	2 - 4 stories (25 - 50 ft.)*
F. Step-back:	15 - 20 ft.*

** Properties on a Neighborhood Local 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.*

NON-COMPLIANT WITH STEP BACK,
SEEKING ALTERNATIVE TREATMENT
SEE SHEET 0608

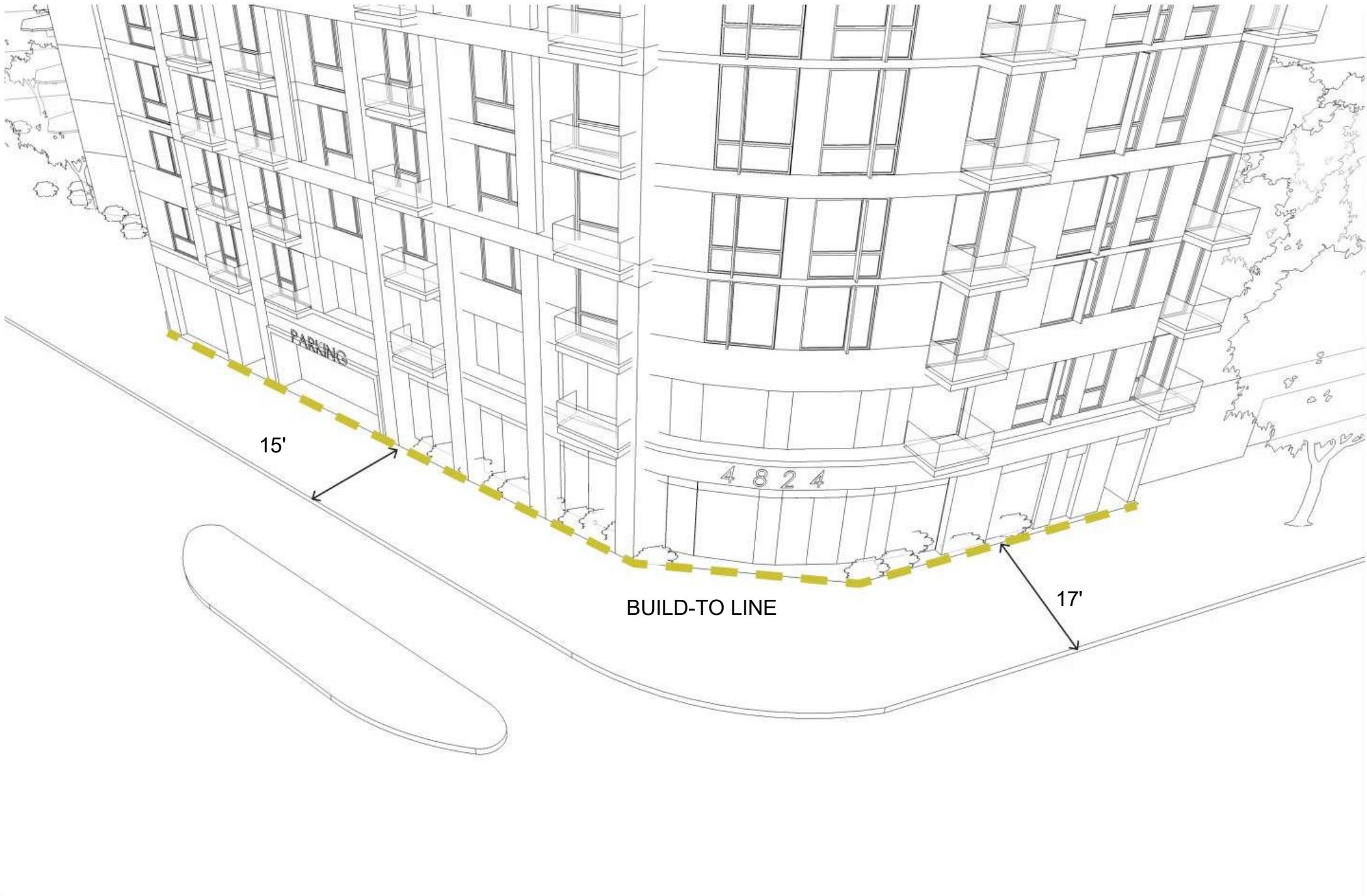


2.4.2 Base: Building Placement

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.

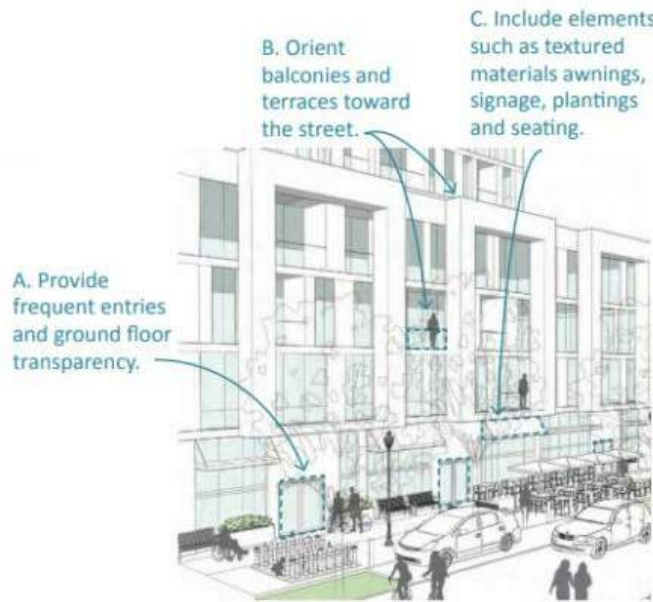


2.4.3 Base: Street Activation

Intent: To encourage pedestrian activity by providing ground-floor and base design elements that engage with the sidewalk environment.

Guidelines:

- A. Provide frequent entries, transparency and operable walls where possible to encourage visual and physical connections between the ground floor and the public sidewalk. Avoid long blank walls along the sidewalk.
- B. Orient private balconies and terraces toward the street to encourage an interface between the private and public realms and to create eyes on the street.
- C. Include elements such as textured materials, awnings, plantings, signage and seating to create a visually engaging and inviting building edge to frame the sidewalk and create stopping points to relax, gather and socialize.
- D. Place particular focus on active ground floor design along the portions of streets identified as the recommended retail nodes in the *Retail Planning Strategy for the Downtown Bethesda Plan*.

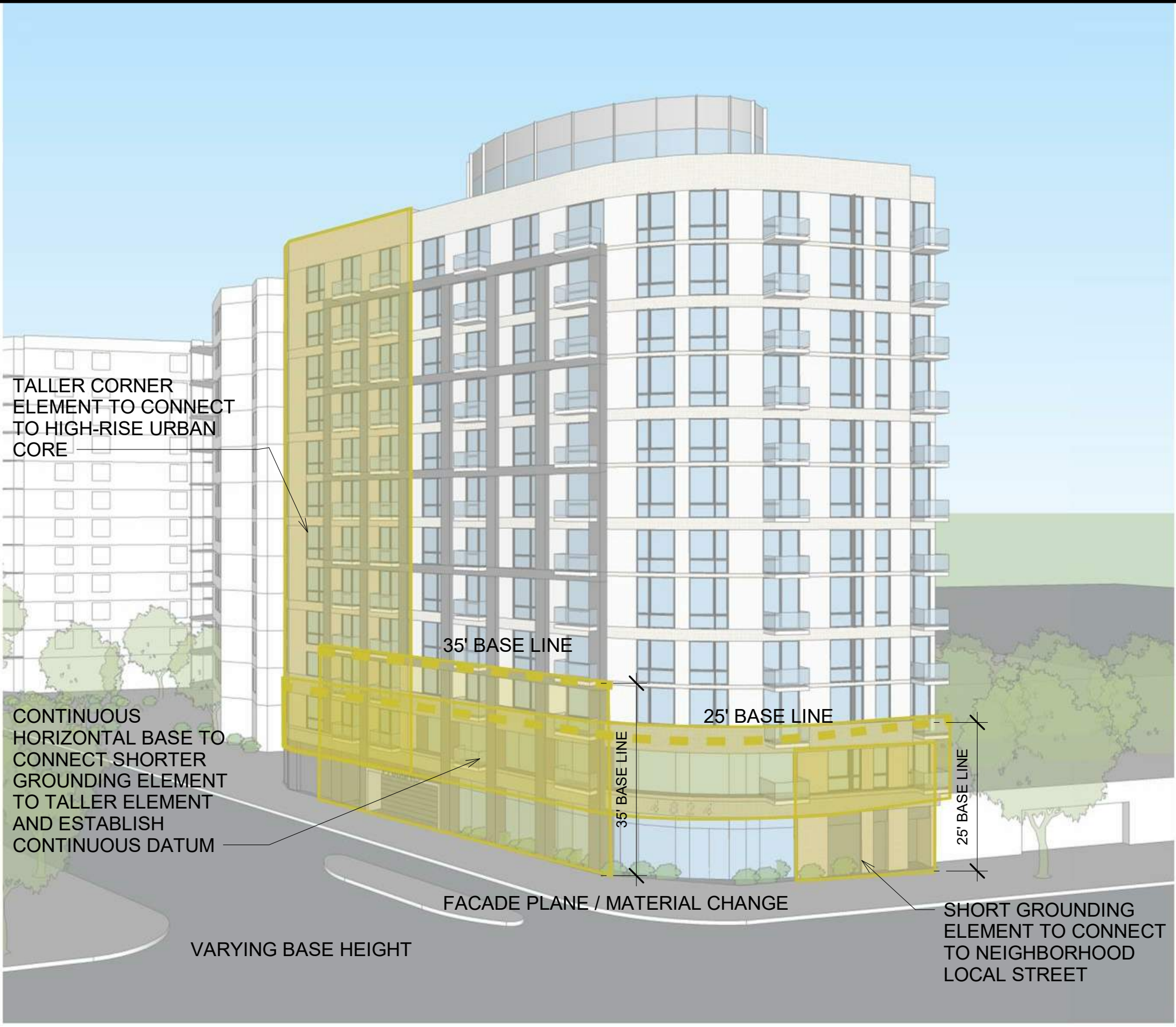
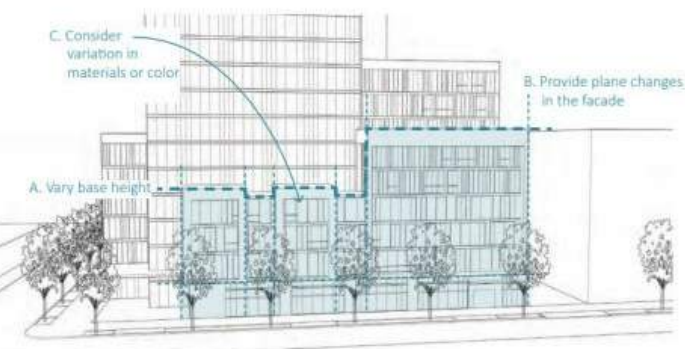


2.4.4 Base: Variation and Articulation

Intent: To ensure that facades are not exceedingly long, uninterrupted and rigidly uniform. These variations break up the mass of large buildings, add visual interest and promote human-scaled lower stories to relate to pedestrians.

Guidelines:

- A. Vary base height up to the maximum height designated by the street type. This variation should respond to the street character and typical widths, heights and modulation of existing buildings to create a contextually sensitive building wall along the street.
- B. Provide plane changes in the facade that create significant vertical and horizontal breaks, and shadow lines on the facade.
- C. Consider variation in building materials or color to add texture to lower floors most visible to those at pedestrian level.
- D. Avoid cantilevering the majority of the building mass over the Frontage Zone, public sidewalk or public open space to prevent interfering with street trees and blocking access to sunlight and sky views for pedestrians.



2.4.6 Tower: Separation Distance

Intent: To allow access to light and air, limit the impact of shadows on the public realm and reduce the extent of large blank walls as new buildings develop at or near the property line.

Guidelines:

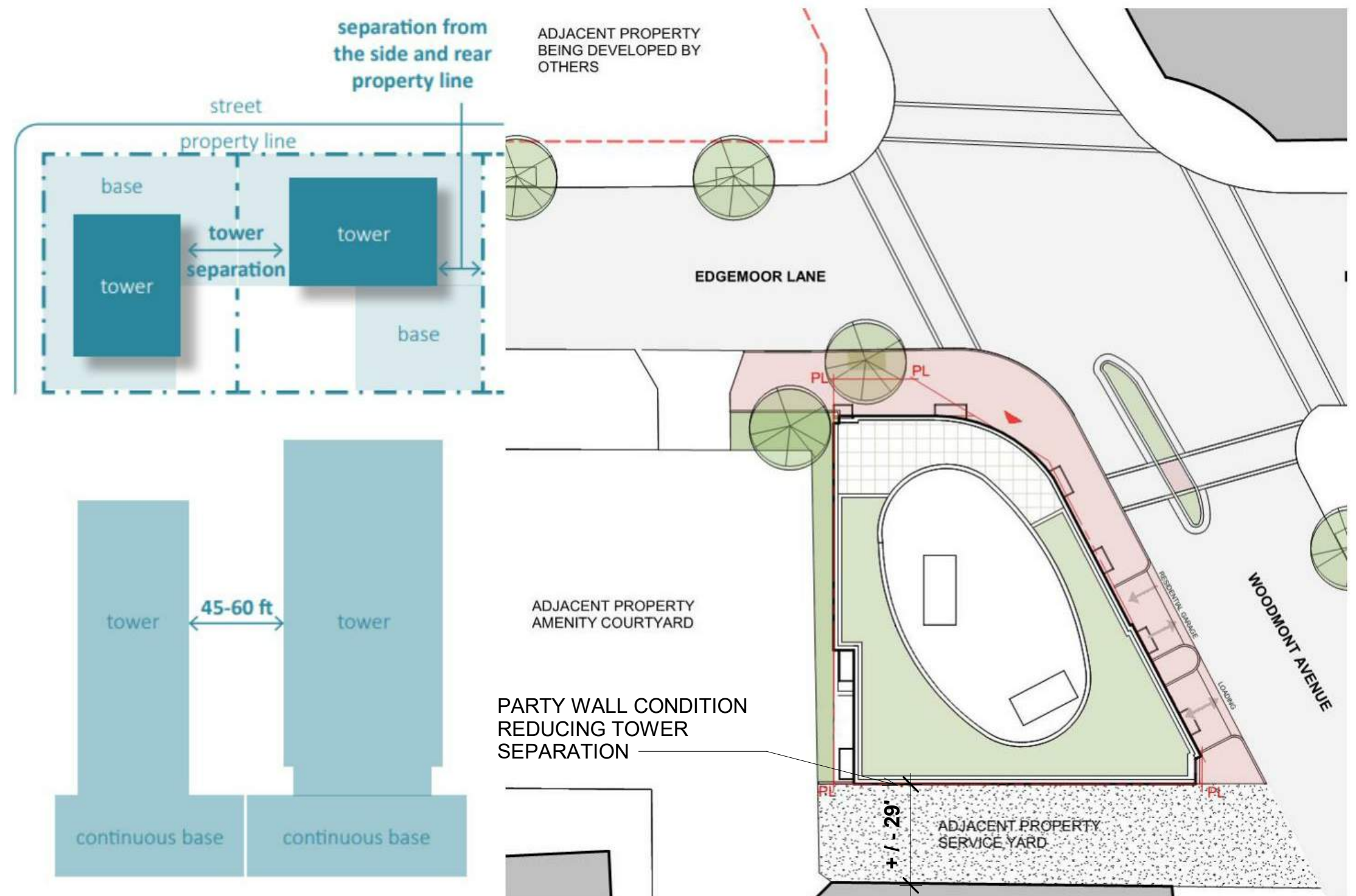
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- B. Provide a continuous building base along the lower floors.
- C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

Alternative Treatments:

Buildings below 120 feet or with limited property size/width/depth may reduce tower separation or consider party walls. If party walls are necessary, mitigate their visual impact with elements such as public art, lighting, texture and/or patterning that provide visual interest and are appropriate to the context and architecture of the building.

Where existing neighboring building towers are built to or close to the property line, new development should aim to achieve the total tower separation where possible. However, at a minimum, the new building tower levels should provide the separation distance indicated in *Guideline 2.4.6 A* from the side and rear property lines, except where building to the lot line could better address an existing blank wall condition.

Varied geometry in a building's upper floors, and facade modulation between buildings can also be used as methods to increase the perception of tower separation and allow access to light and air.



2.4.7 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:

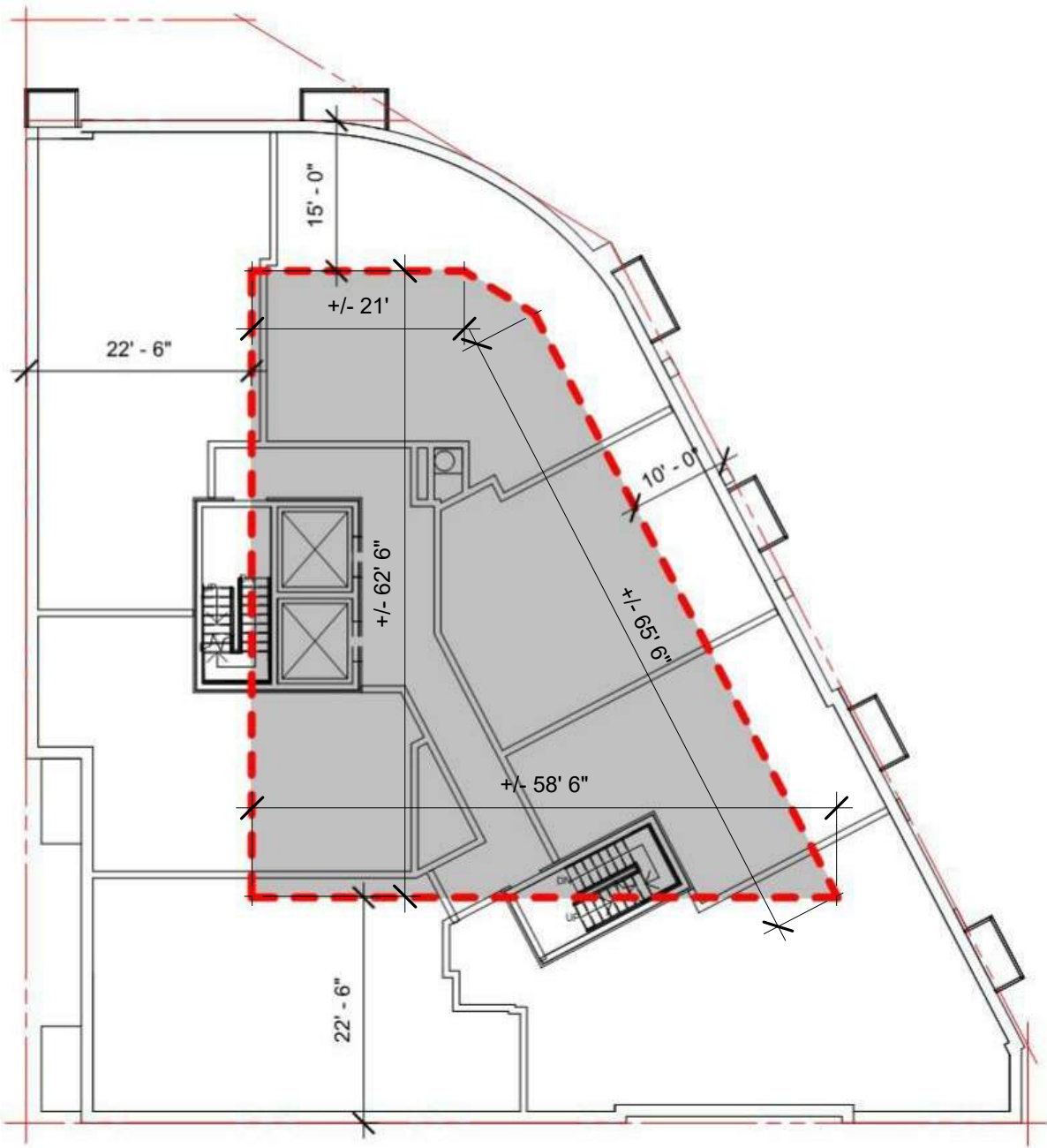
- A. Retain a tower step-back across the majority of the building frontage. The building's full height may be expressed to the ground on important corners, to mark primary entryways or to balance the massing composition with vertical elements.
- B. Encourage undulating, curved or angled tower step-backs 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.

NON-COMPLIANT, SEEKING
ALTERNATIVE TREATMENT



EXISTING TYPICAL FLOORPLATE:
+/- 7,400 GSF

TYP FLOORPLATE WITH
RECOMMENDED STEP-BACKS:
+/- 2,600 GSF

2.4.7 Tower: Step-Back

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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.

NON-COMPLIANT, SEEKING ALTERNATIVE TREATMENT



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.

