



## Transmittal

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

PROJECT: 8015 Old Georgetown Road JLB08      DATE: 1/8/2020

SUBJECT: Bethesda Downtown Advisory Panel- 8015 Old Georgetown Road      TRANSMITTAL ID: 00013

PURPOSE: For your review and comment      VIA: Info Exchange

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### FROM

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

### TO

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

REMARKS: Emily,

Please see the attached links to download the Submission Documents for 8015 Old Georgetown Road.

Please Let me know if you have any questions or if you have any issues downloading our Submission.

Thank you,

Chris



**Chris Huffer, AIA, NCARB | Senior Associate**

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BETHESDA, MD 20814

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## Transmittal

DATE: 1/8/2020  
TRANSMITTAL ID: 00013

### DESCRIPTION OF CONTENTS

QTY	DATED	TITLE	NOTES
1	1/8/2020	2020-01-08 -8015 Old Georgetown Road- DAP submission.skp	
1	1/8/2020	Design-Advisory-Panel-Submission-Form-8015 Old Georgetown Road- Site Plan.pdf	
1	1/8/2020	2020-01-08-8015 Old Georgetown Road-DAP Submission.pdf	

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### COPIES:

Graham Brock	(JLB Partners, DC Metro)
Marty Mankowski	(JLB Partners, DC Metro)
Abed Benzina	(SK&I Architectural Design Group)
Dennis Connors	(SK&I Architectural Design Group, LLC)
Erin Girard	(Miles & Stockbridge)



# Bethesda Downtown Design Advisory Panel

## Submission Form

### PROJECT INFORMATION

Project Name	
File Number(s)	
Project Address	

Plan Type

Concept Plan ☐

Sketch Plan ☐

Site Plan ☐

### APPLICANT TEAM

	Name	Phone	Email
Primary Contact			
Architect			
Landscape Architect			

### PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF and FAR)
Project Data			
Proposed Land Uses			
Brief Project Description and Design Concept <i>(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)</i>	Check if requesting additional density through the Bethesda Overlay Zone (BOZ) If yes, indicate the amount of density (SF and FAR):		



Exceptional Design Public Benefit Points Requested and Brief Justification	
---	--

## 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.**



# 8015 OLD GEORGETOWN ROAD

JLB PARTNERS

JANUARY 08, 2020

BETHESDA DOWNTOWN  
DESIGN ADVISORY PANEL



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JLB  
PARTNERS

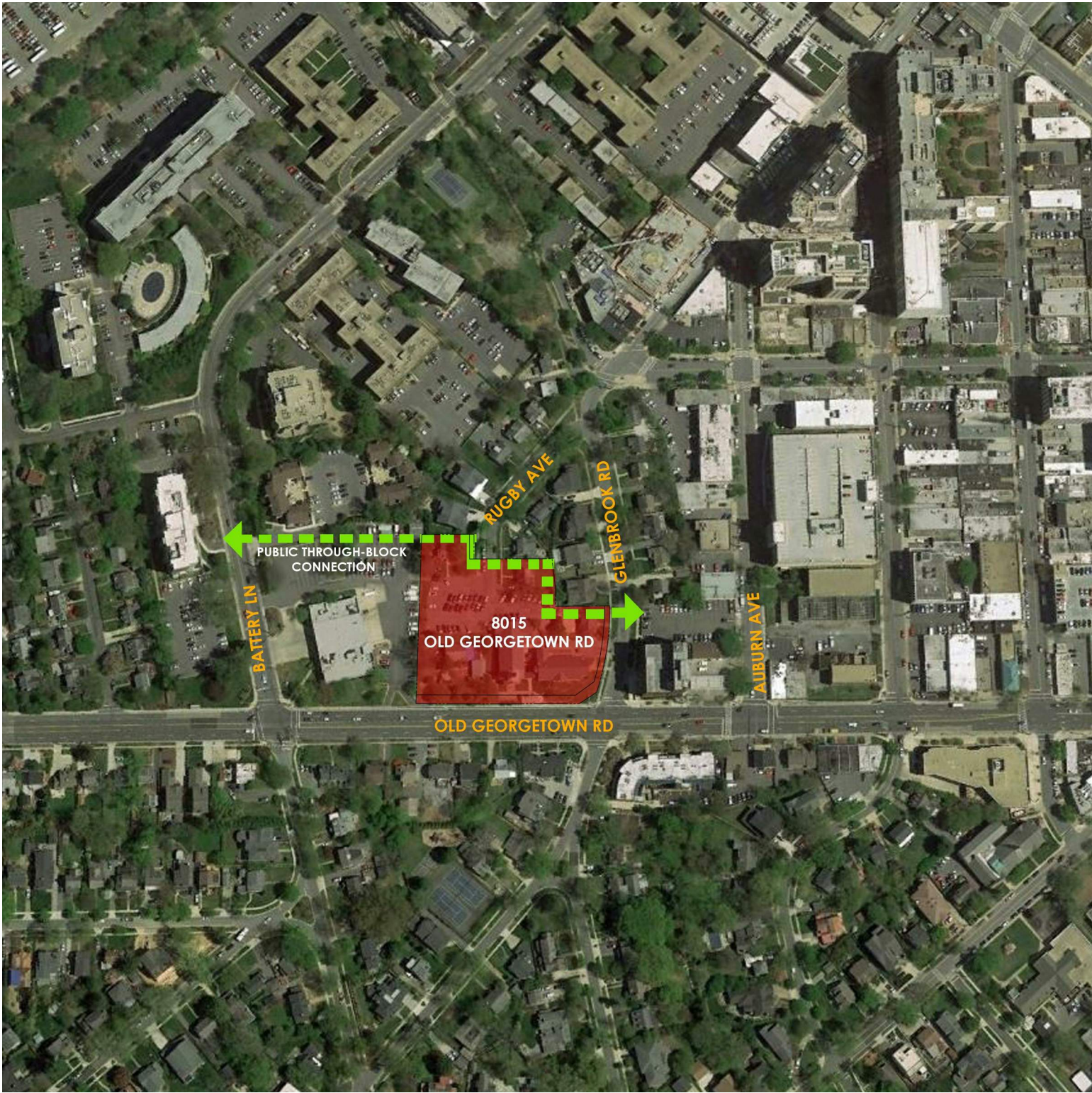
SK+I  
ARCHITECTURE

8015 Old Georgetown Road | Bethesda, MD

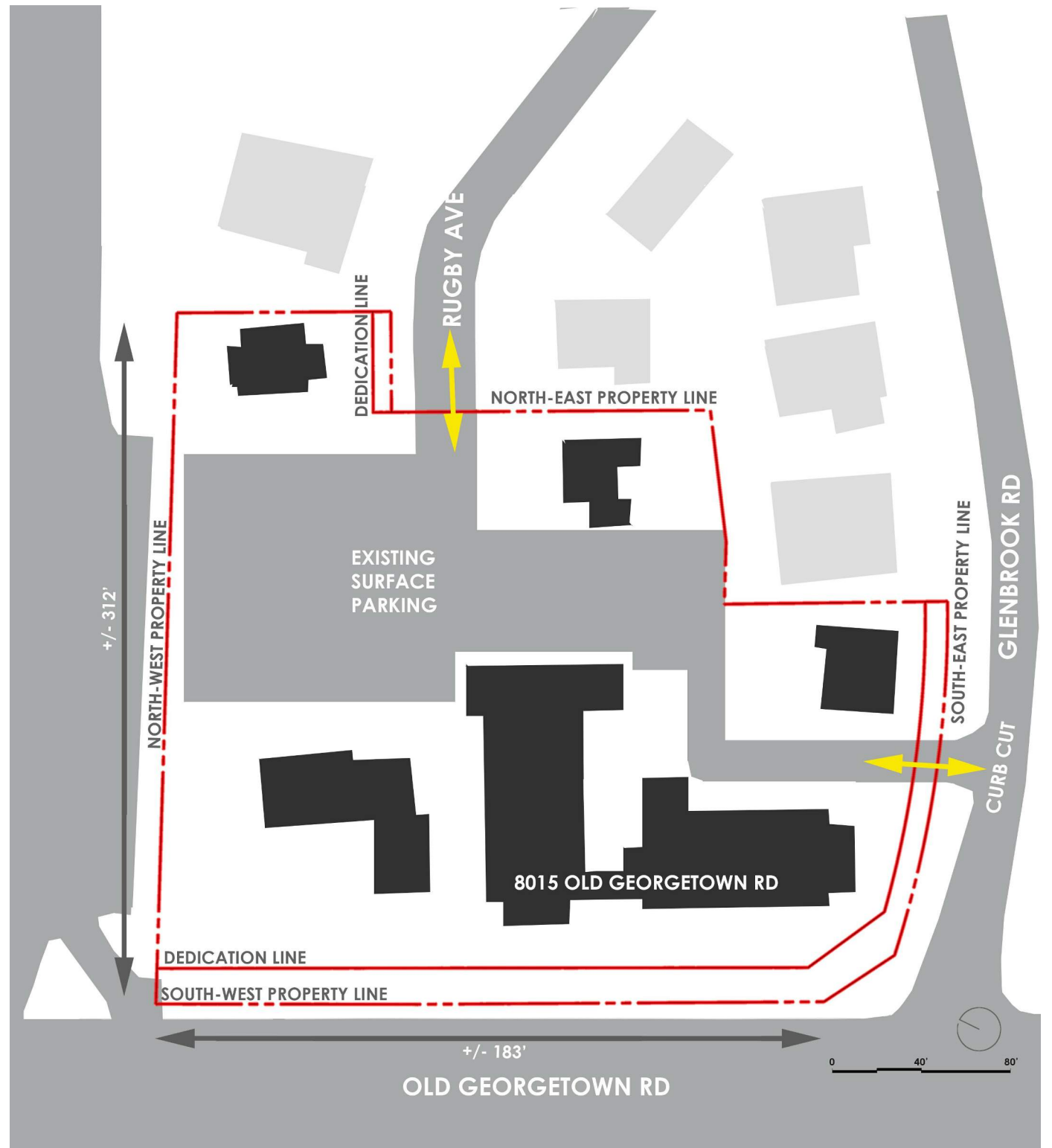
Cover

January 08, 2020 | DAP-01





AERIAL PLAN



EXISTING SITE PLAN





OLD GEORGETOWN RD LOOKING NORTHWEST



OLD GEORGETOWN RD LOOKING SOUTHEAST

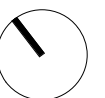
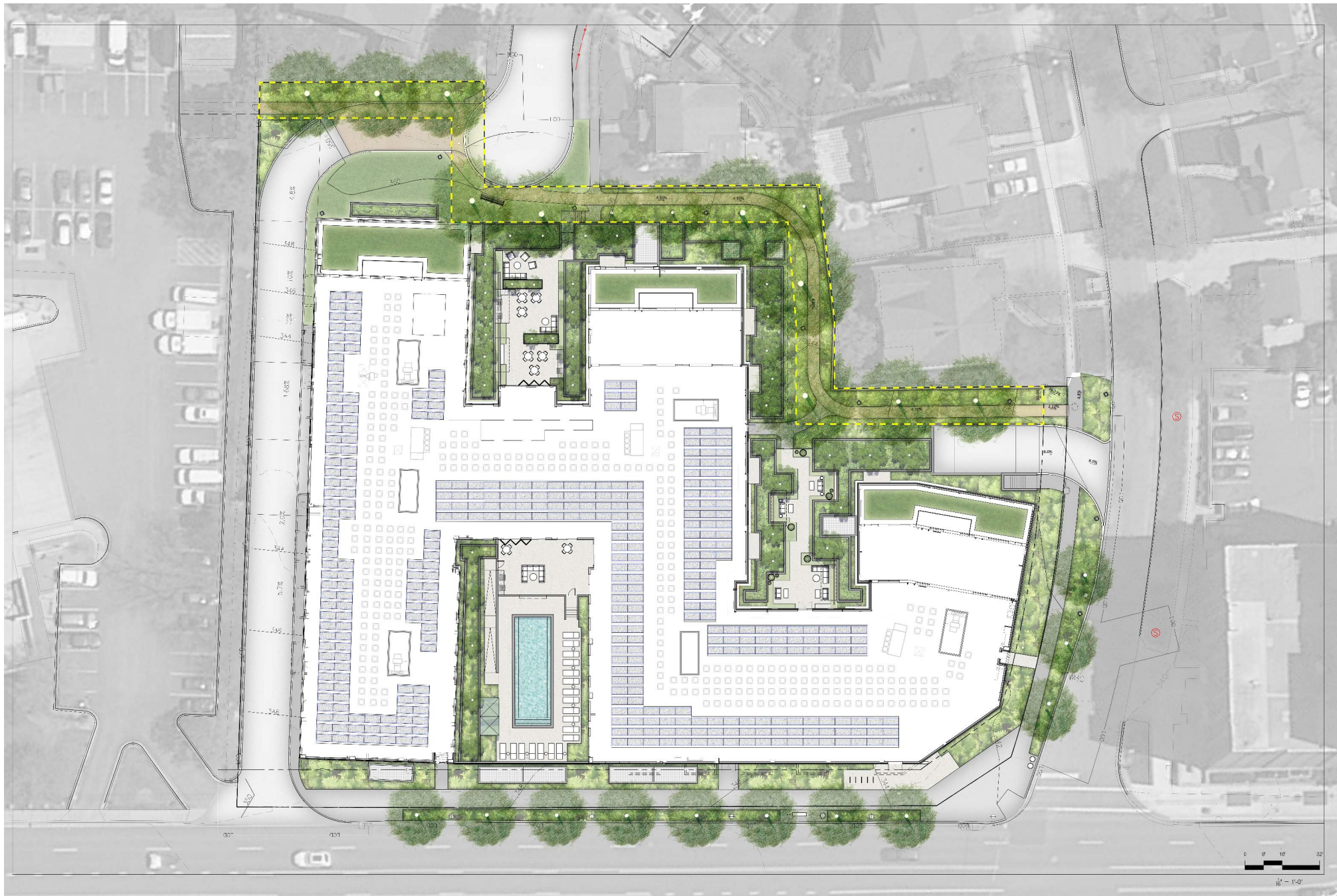


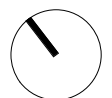
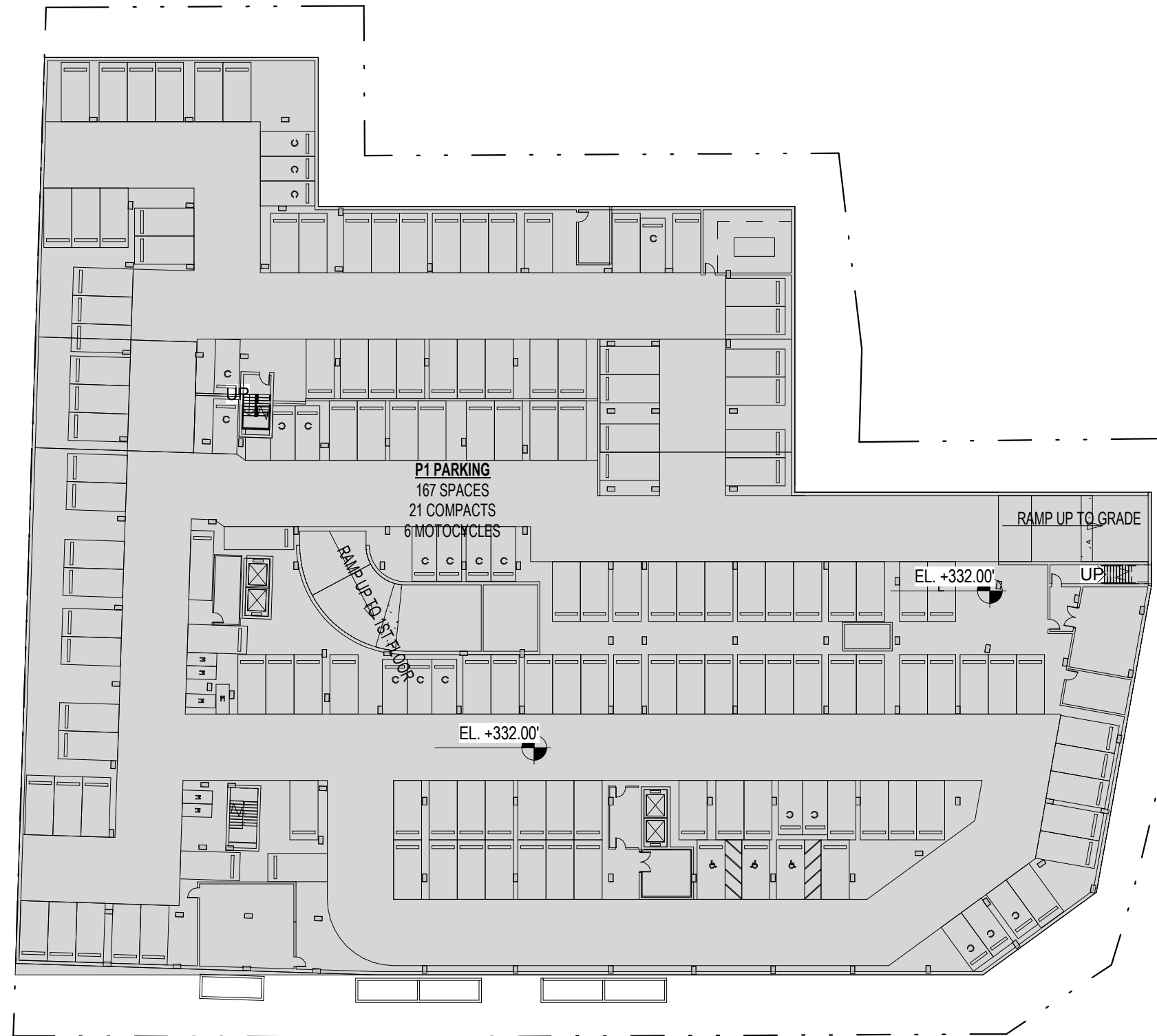
RUGBY AVE LOOKING SOUTHWEST



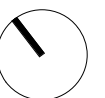
GLENBROOK RD LOOKING SOUTH



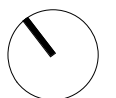












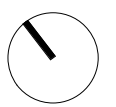
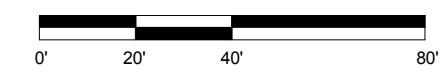


8015 Old Georgetown Road | Bethesda, MD

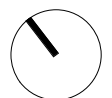
3rd-4th Floor Plan

January 08, 2020

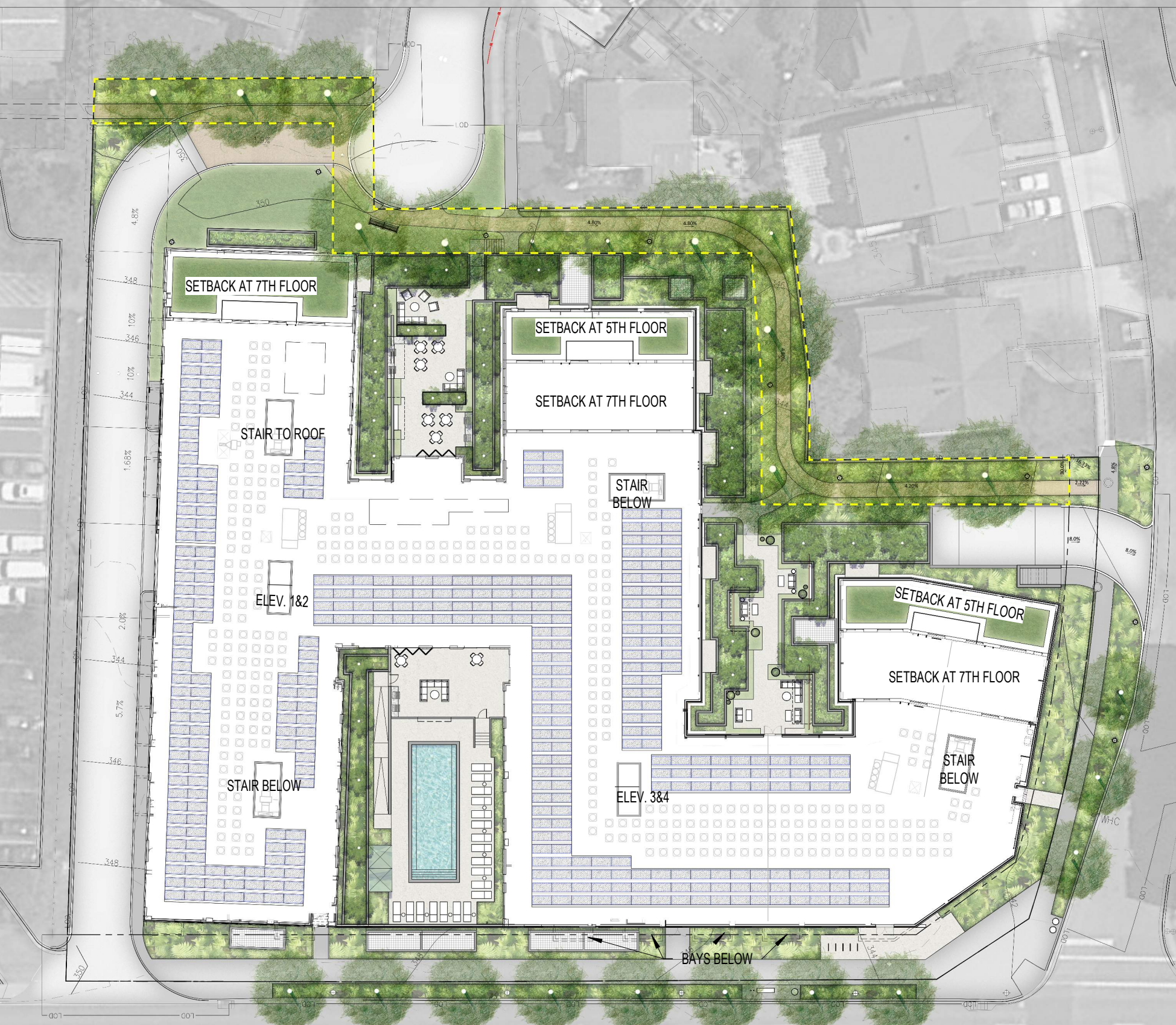
DAP-08



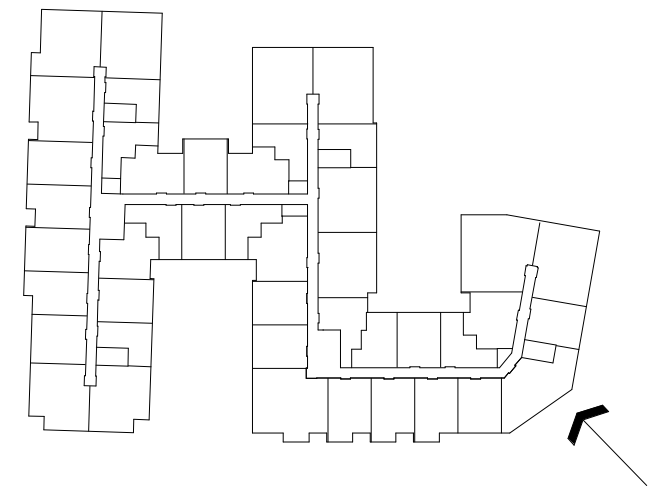




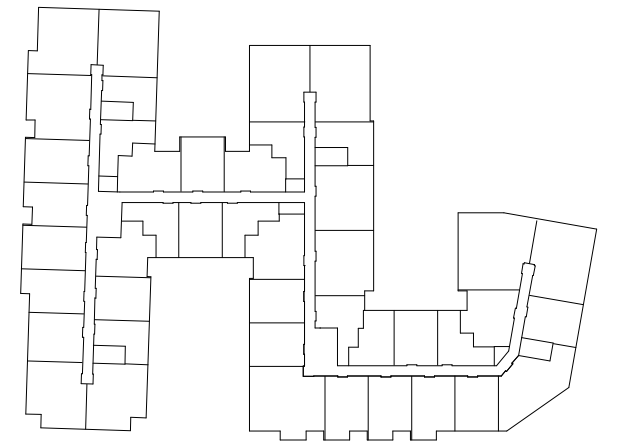












**JLB**  
PARTNERS

**SK+I**  
ARCHITECTURE

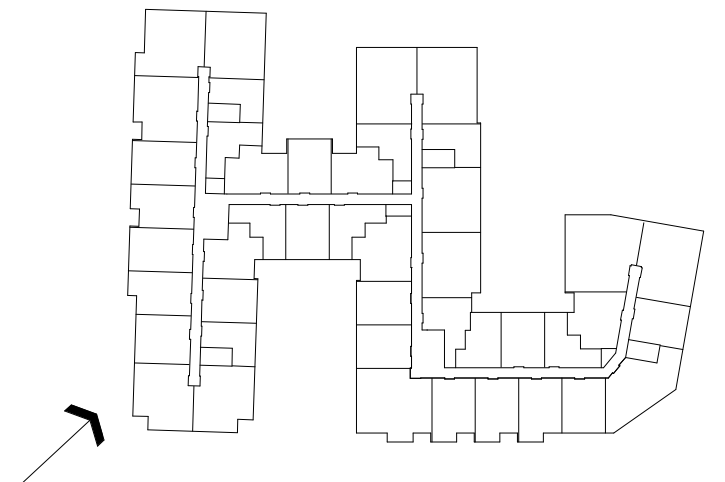
**8015 Old Georgetown Road** | Bethesda, MD

Perspective - Old Georgetown Rd.

January 08, 2020

**DAP-13**





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PARTNERS

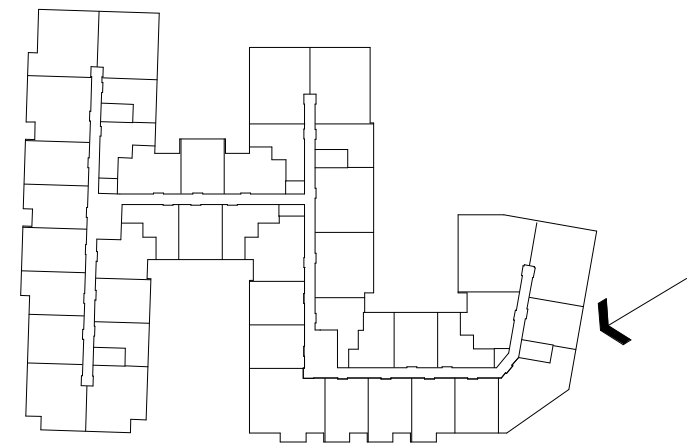
**SK+I**  
ARCHITECTURE

**8015 Old Georgetown Road** | Bethesda, MD

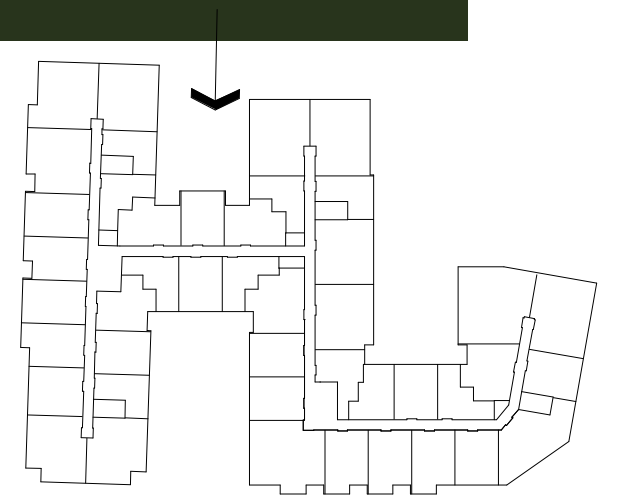
Perspective - Old Georgetown Rd. & Fire  
Access Lane

January 08, 2020 | **DAP-14**

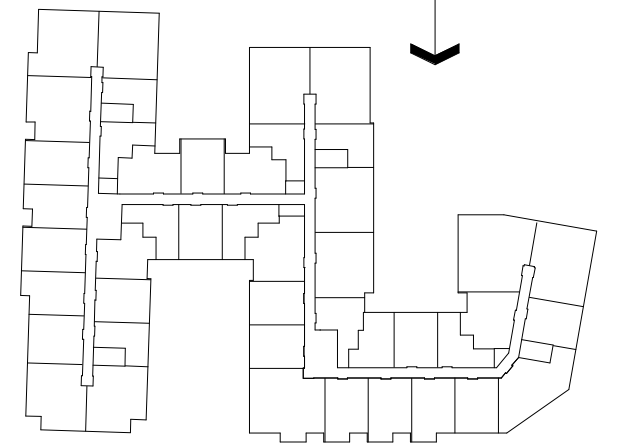




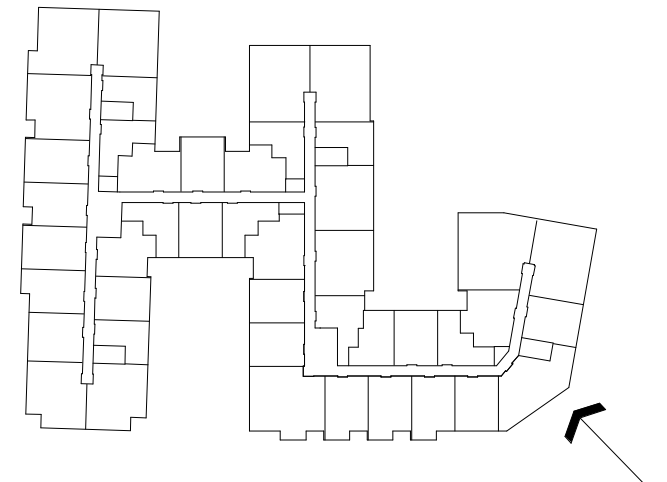




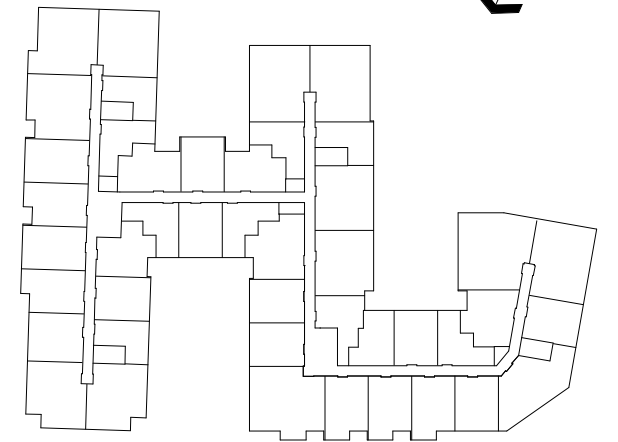




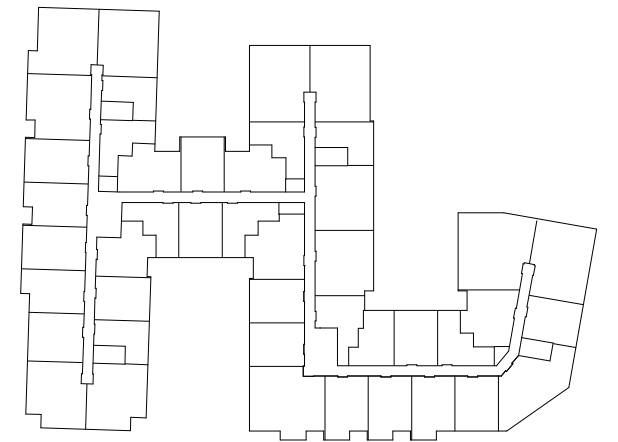
















1 DAP-OLD GEORGETOWN RD ELEVATION  
SCALE: 1" = 30'-0"



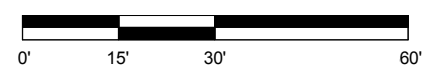
2 DAP-GLENBROOK RD ELEVATION  
SCALE: 1" = 30'-0"



8015 Old Georgetown Road | Bethesda, MD  
Elevations

January 08, 2020

DAP-21





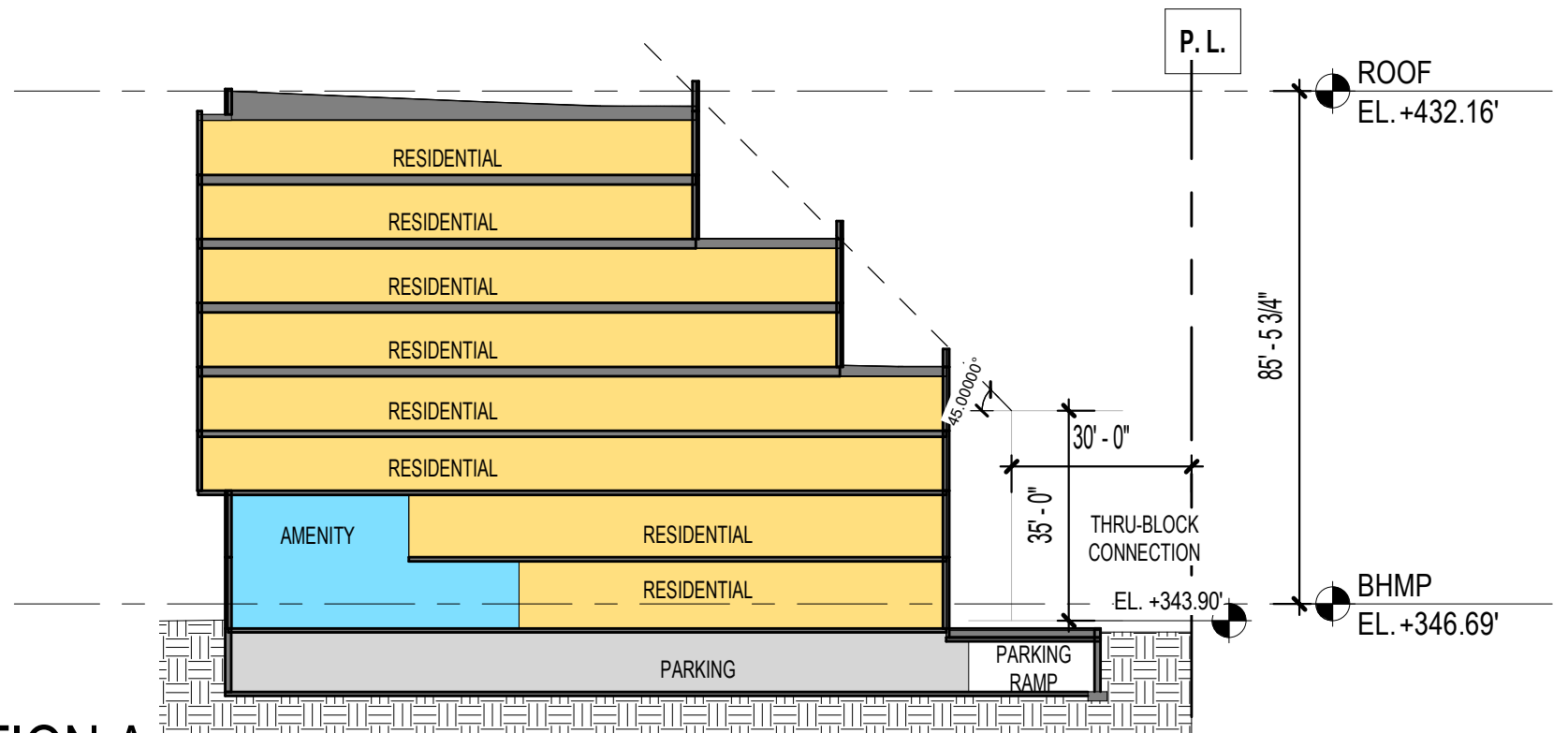


1 DAP-ALLEY ELEVATION  
SCALE: 1" = 30'-0"

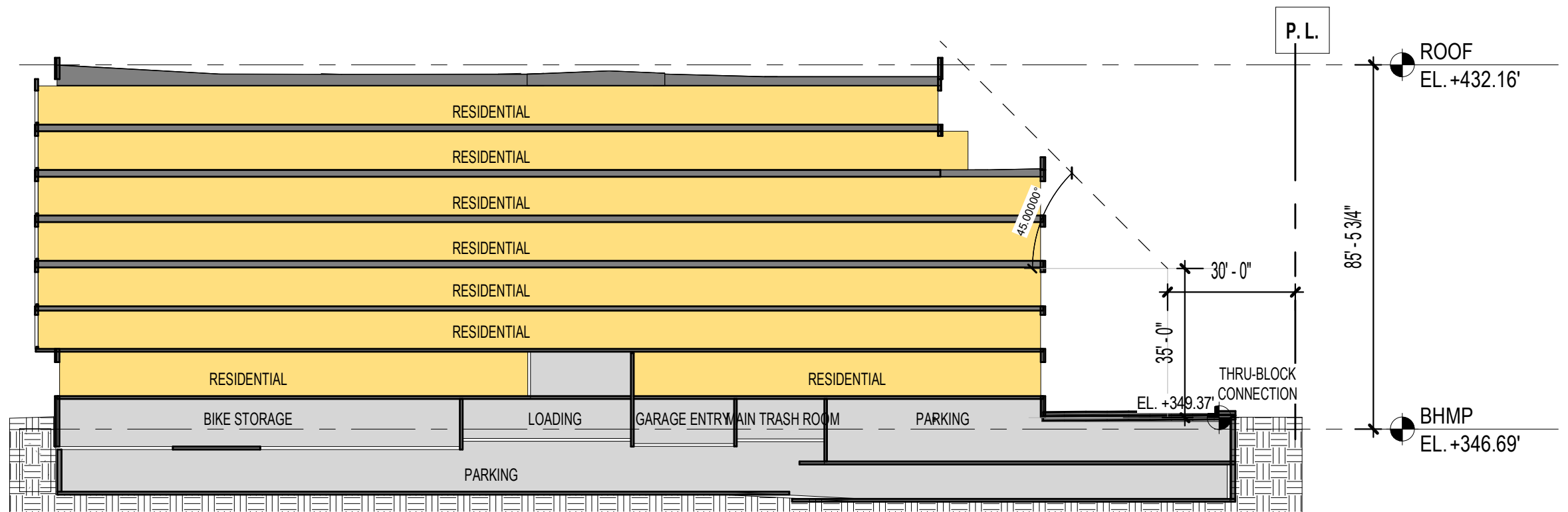


2 DAP-NORTH ELEVATION  
SCALE: 1" = 30'-0"

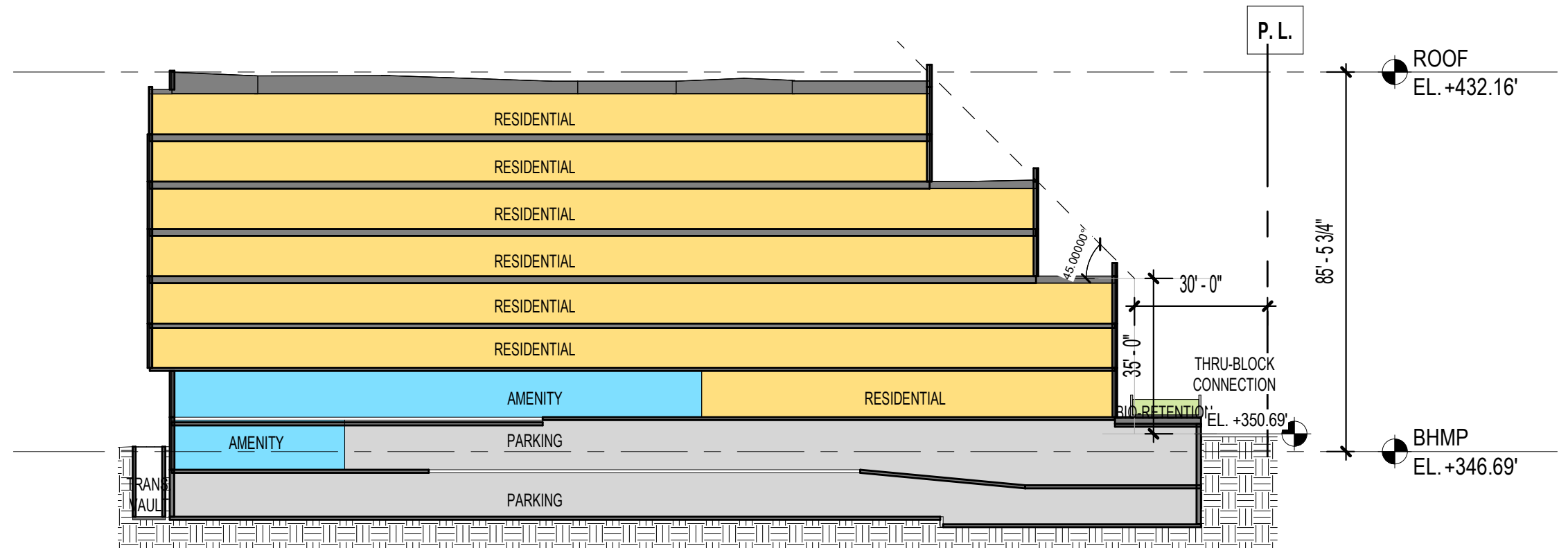




1 DAP BUILDING SECTION A  
SCALE: 1" = 30'-0"



2 DAP BUILDING SECTION B  
SCALE: 1" = 30'-0"



1 DAP BUILDING SECTION C  
SCALE: 1" = 30'-0"



# OLD GEORGETOWN RD.

## 2.1.6 Neighborhood Connector

Neighborhood Connectors typically accommodate vehicular through traffic for area residents and are often combined with bike facilities and less pedestrian volume than Downtown Mixed-Use and Main Streets. These streets are predominantly lined by multi-unit residential buildings with a range of building heights and auto-oriented commercial uses requiring frequent driveway curb cuts. Examples of Neighborhood Connectors include Bradley Boulevard, Battery Lane and portions of Arlington Road near the outer boundaries of the Downtown Bethesda Plan area.

**Intent: Building and sidewalk design along Neighborhood Connectors should provide buffering for pedestrians from through traffic, as well as moderate building setbacks to align with the residential neighborhood character. For residential buildings, elements such as ground-floor amenity space and residential entries are encouraged.**

Table 2.05: Neighborhood Connector

Sidewalk Zones	MIN	MAX
A. Planting/Furnishing Zone: 6 - 8 ft.	6'-0"	6'-0"
B. Pedestrian Through Zone: 6 - 10 ft.	8'-6"	8'-6"
C. Frontage Zone: 5 - 8 ft. min.	10'-6"	11'-6"
Building Placement		
D. Build-to Line: 20 - 25 ft. from street curb	25'-0"	26'-0"
Building Form		
E. Base Height: 3 - 5 stories (35 - 60 ft.)	16'-6"	20'-0"
F. Step-back: 15 - 20 ft.*	5'-0"	5'-0"

**Alternative Treatments**  
\* On this street type, buildings under 90 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.





# GLENBROOK RD.

## 2.1.8 Neighborhood Residential Street

Neighborhood Residential Streets are narrow, low-volume streets that have on-street parking and provide for very slow moving local traffic. They are primarily lined with low-rise residential buildings, townhouses and detached homes.

**Intent:** Building and sidewalk designs along Neighborhood Residential Streets should provide landscaped local access creating a casual walking experience within a garden environment. The height of building frontages should reflect the low-rise scale of surrounding development and include elements such as frequent ground floor residential entries.

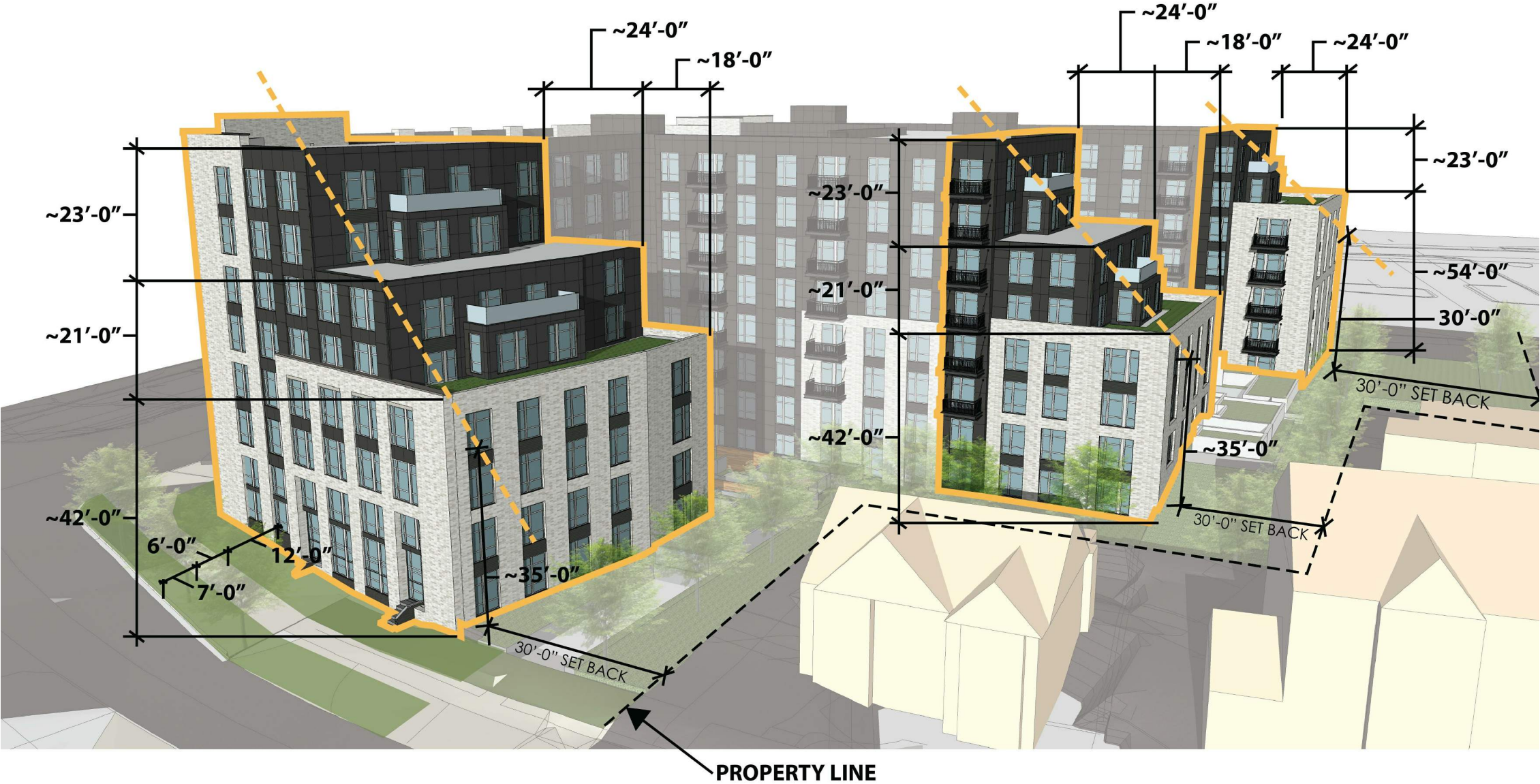
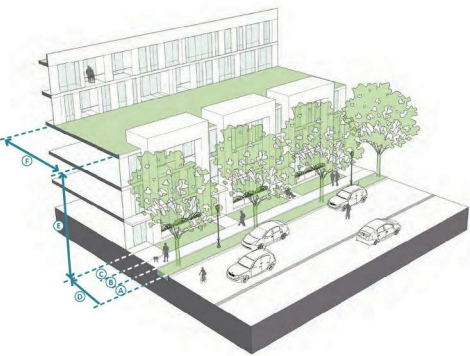
Table 2.07: Neighborhood Residential Street

Sidewalk Zones	MIN	MAX
A. Planting/Furnishing Zone: 6 - 8 ft.	7'-0"	7'-0"
B. Pedestrian Through Zone: 6 - 10 ft.	6'-0"	6'-0"
C. Frontage Zone: 5 - 8 ft. min.	12'-0"	12'-0"

Building Placement	MIN	MAX
D. Build-to Line: 20 - 25 ft. from street curb	25'-0"	26'-0"

Building Form	MIN	MAX
E. Base Height*: 2 - 3 stories (25 - 35 ft.)	42'-0"	42'-0"
F. Step-back*: 15 - 20 ft.	5'-0"	5'-0"

\* Properties on a Neighborhood Residential Street confronting a Residential Detached or Residential Townhouse zone should see the Montgomery County Code Chapter 59 Section 4.1.8 Compatibility Requirements for base height and upper floor step-backs.





2.1.9 Public Through-Block Connections and Trails

Intent: To improve connectivity for people to walk and bike throughout Downtown Bethesda and create additional outdoor public spaces for residents and visitors to enjoy.

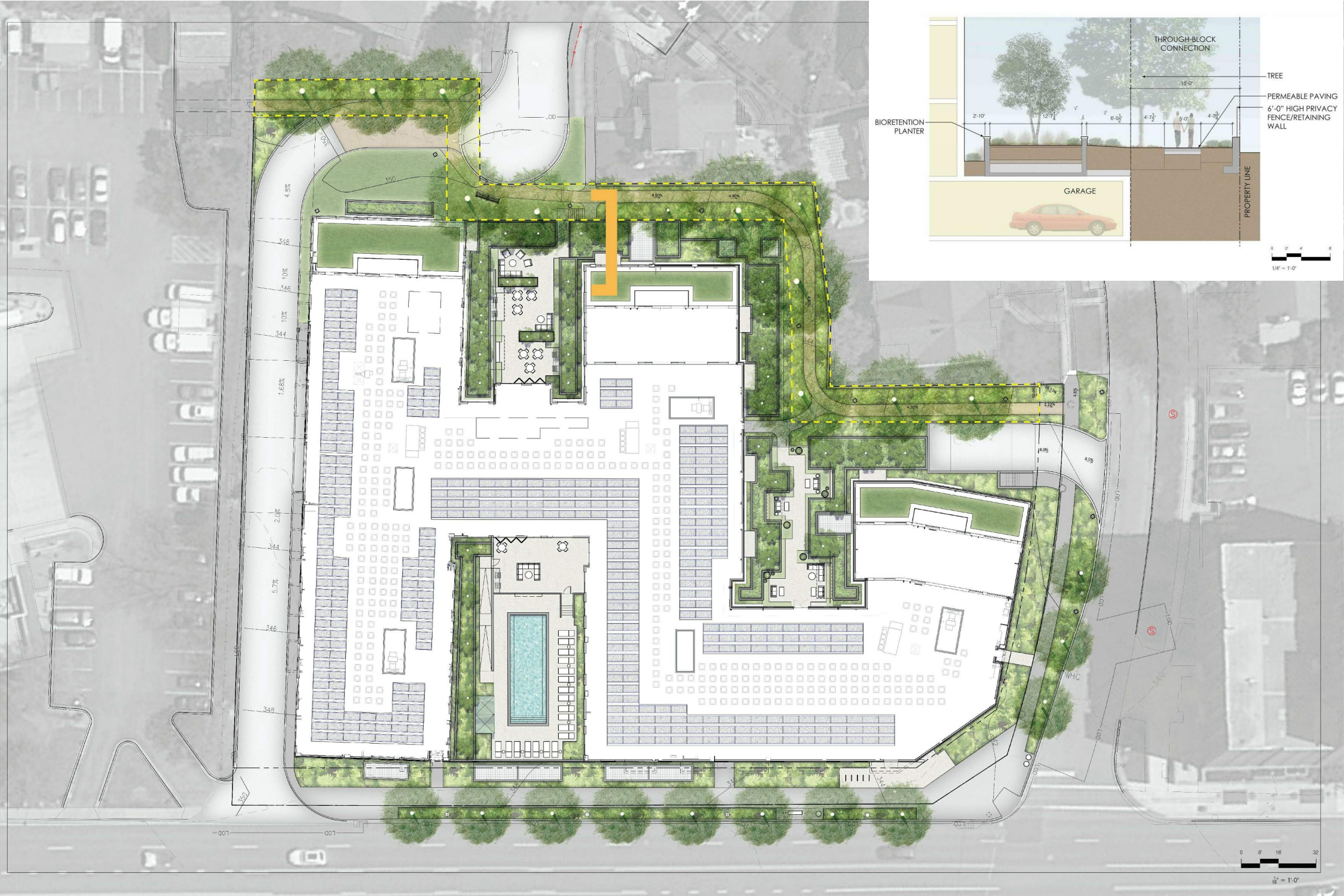
**Public Through-block Connections**  
Public through-block connections are most important within long blocks to provide an efficient pedestrian network to connect to adjacent streets and destinations such as open spaces and transit stations. These connections should be high-quality, open to the sky and wide enough to allow pedestrians and cyclists to pass through comfortably, and others to pause and sit or access building entrances. They should be highlighted through retail that wraps the corner, public art, signage or other design elements, which draw people into the connection from the sidewalk. Landscape can be added to create visual interest, and elements such as paving, lighting, seating, planters or trees should make the connection more inviting. Small-scale, urban recreational uses could also be considered in these spaces.

The aim is to have no more than one through-block connection on a block to not interrupt the continuous building wall. If there are multiple new developments on a block, they are encouraged to have party walls between the base floors to ensure this continuity. If additional gaps are required by building code, consider other uses such as service alleys.

**Trails**  
The Capital Crescent Trail and North Bethesda Trail are important public connectors for walking and biking to destinations throughout the county and region. In Downtown Bethesda, development should enhance the trail experience for users and minimize negative impacts. The facade of new development should be oriented toward the trail with ground-floor activating uses and landscaping or provide an appropriate transition with setbacks and landscape buffers.

The upper floors of buildings should step back from the trail to allow access to sunlight and sky views as well as to provide compatibility with detached homes in close proximity. Building orientation along the trail should include elements such as entrances to common areas or retail, ground-floor transparency, individual unit entrances, outdoor terraces, plantings and seating areas. If the building does not provide orientation to the trail, it should include a larger setback with a planted landscape buffer.

Properties on a trail 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.





2.3.1 Environmental Site Design

Objectives

New developments, redevelopments or retrofits rely on the application of Environmental Site Design (ESD). ESD is a land planning and engineering design approach to manage and treat stormwater runoff. The purpose of ESD is to distribute small-scale treatment practices uniformly throughout a site, street, or community to provide onsite stormwater treatment. The second aspect of ESD is to mimic nature by simulating “woods in good condition” which allows water to slowly infiltrate through soil and into the ground water table while filtering out pollutants.

ESD treats rain where it falls to manage urban stormwater runoff and reduce overflow into the sanitary sewer system. The objectives of ESD are:

- **Minimize Volume:** Reduce or delay the volume of stormwater that enters the sewer system.
- **Minimize Peak Discharge:** Reduce the maximum flow rate into the combined system by decreasing the stormwater volume and lengthening the duration of discharge. This reduction inherently lowers the frequency of combined sewer overflows (CSO).
- **Maximize Water Quality:** Improve water quality through volume reduction, filtration, and biological and chemical processes.

In addition to satisfying the three urban stormwater control requirements, ESDs also fulfill several criteria as follows:

- **Treatment Train:** The ESD should be linked to form a treatment train where possible. For example, the overflow from a green roof could be directed into a vegetated planter box which when full, might overflow into a bioretention cell. The development of a treatment train allows for enhanced water quality and runoff reductions.

- **Site Integration:** The ESD should be able to be integrated into other functional components of the site, such as the landscaping and infrastructure, without impeding or significantly affecting their function. The land on which the ESD is applied should serve purposes in addition to stormwater management, such as open space, play areas, or walkways.
- **Design Storm:** The ESD should satisfy stormwater management objectives for small, frequently occurring storms to reduce the incidence of combined sewer overflow and mitigate urban stormwater pollution.
- **Source Control:** ESD should meet the stormwater management objectives for relatively small quantities of stormwater at or near the source, rather than at a centralized collection point. The ESD should be dispersed in different locations on a site, if necessary, to ensure distributed control of stormwater.

ESD Tool Box

There are many types of ESD tools that can be used in Bethesda. Systems such as vegetated filter strips, green roofs, and bioretention areas, to innovative new technologies such as underground detention vaults. In an urban setting with high amount of impervious cover, and limited land, artful, aesthetically pleasing, and creative ESD is needed. These site design strategies are an opportunity to contribute to the quality of life and place while providing: open space; parks/ recreation/and play; increased biodiversity; contribute to urban greening; and improve air and water quality. A few common types of urban stormwater treatment systems are shown on the following pages.

Bioretention

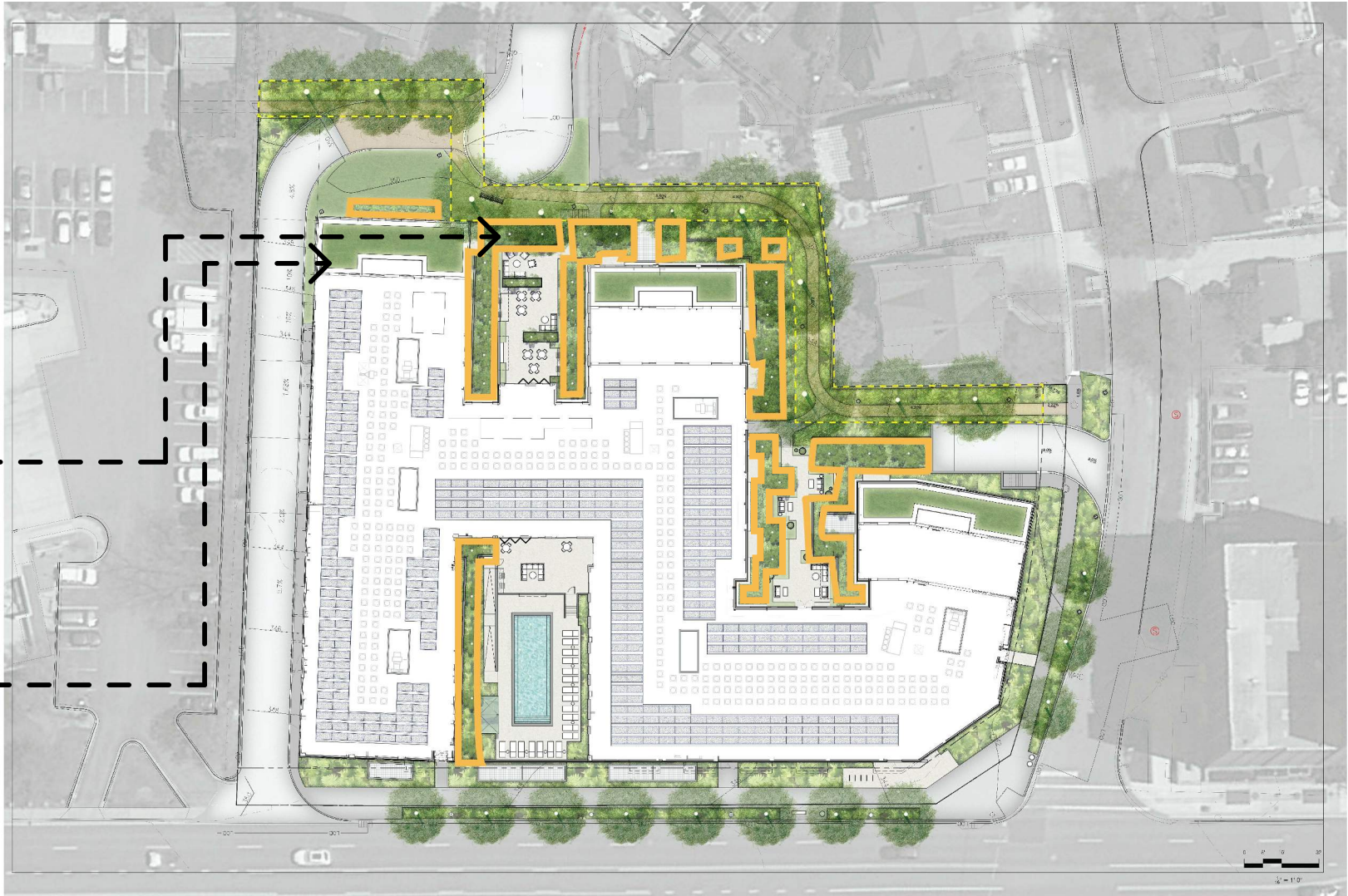
Bioretention systems are shallow depressions within small drainage areas using soil and plant materials (bio) to reduce the volume of stormwater runoff, and detain and filter pollutant loads where they are generated. The soil media is engineered to maximize infiltration and pollutant removal. There are many types of bioretention systems, including cells, planters and swales. They can have a variety of plants including herbaceous plants, grasses, shrubs and in some instances, trees. Often, they contain underdrains to convey treated and surplus water to storm drains.

**Design factors:** Existing soils play a significant factor when determining the type of structure and drainage systems. Similar systems without the soil element are called retention systems.

Vegetated Roofs

Green roofs and living roofs are alternative roof surfaces that replace conventional construction materials with a planting media and vegetation. They may be used in place of traditional flat or pitched roofs to reduce impervious cover and more closely mimic natural soil hydrology. Green roofs reduce heat island effect, decrease the buildings demand for heating and cooling, and provide additional habitat and valuable open space in the urban landscape.

**Design factors:** There are three basic green roof designs distinguished by media thickness and the plants that can grow in them.





2.3.2 Green Cover

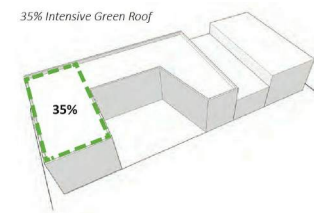
Intent: The green cover guidelines are intended to increase overall tree canopy cover, expand green corridors, reduce heat island effect, improve air quality and carbon sequestration capacity and improve ecological biodiversity. See the Sector Plan Section 2.4.1 Urban Green.

Guidelines:

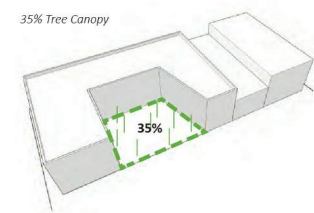
On private property, provide a minimum of 35 percent\* green cover, which may include singularly or a combination of the following:

- A. Intensive green roof (6 inches or deeper) on 35 percent of rooftop.
- B. Tree canopy cover on 35 percent of landscape.
- C. A combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater.

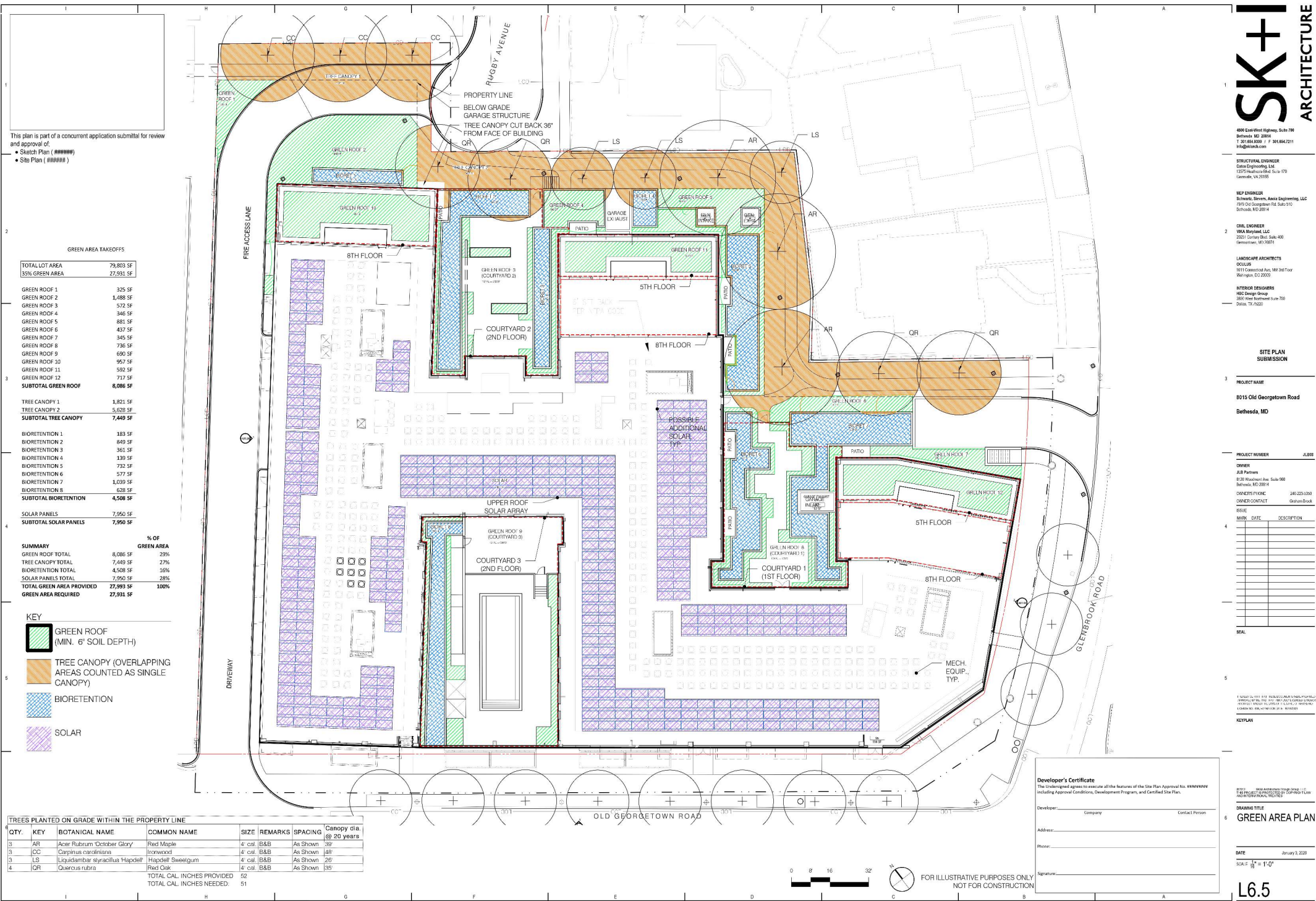
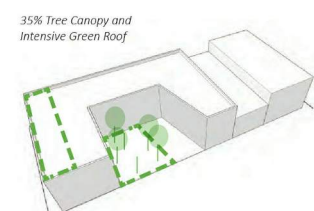
\* If on-site energy generation requires the use of the roof or open space, accommodations for these features may alter the 35 percent minimum green cover requirement.



OR



OR



SK+I  
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MEP ENGINEER  
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CIVIL ENGINEER  
VWA Maryland, LLC  
20201 Carver Ave., Suite 101  
Gaithersburg, MD 20878

LANDSCAPE ARCHITECTS  
OCOLUS  
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Washington, DC 20006

INTERIOR DESIGNERS  
H&C Design Group  
3801 New Hampshire Lane, Suite 100  
Dallas, TX 75226

SITE PLAN  
SUBMISSION

PROJECT NAME  
8015 Old Georgetown Road  
Bethesda, MD

PROJECT NUMBER  
JLB

OWNER  
JLB Partners  
8120 Wisconsin Ave., Suite 900  
Bethesda, MD 20814

OWNER PHONE  
202.225.1234

OWNER CONTACT  
Graham Book

ISSUE  
MARK DATE DESCRIPTION

4

5

6

GREEN AREA PLAN

DATE  
January 3, 2020

SCALE  
1" = 1'-0"

L6.5





### 2.3.3 Servicing, Access and Parking

**Intent:** Loading, servicing and parking should be designed to minimize conflicts between vehicles, pedestrians and cyclists and reduce the visual impacts of vehicle access and parking on the Public Realm. Site design should prioritize the public sidewalk and bikeways over private vehicular crossings.

### Guidelines:

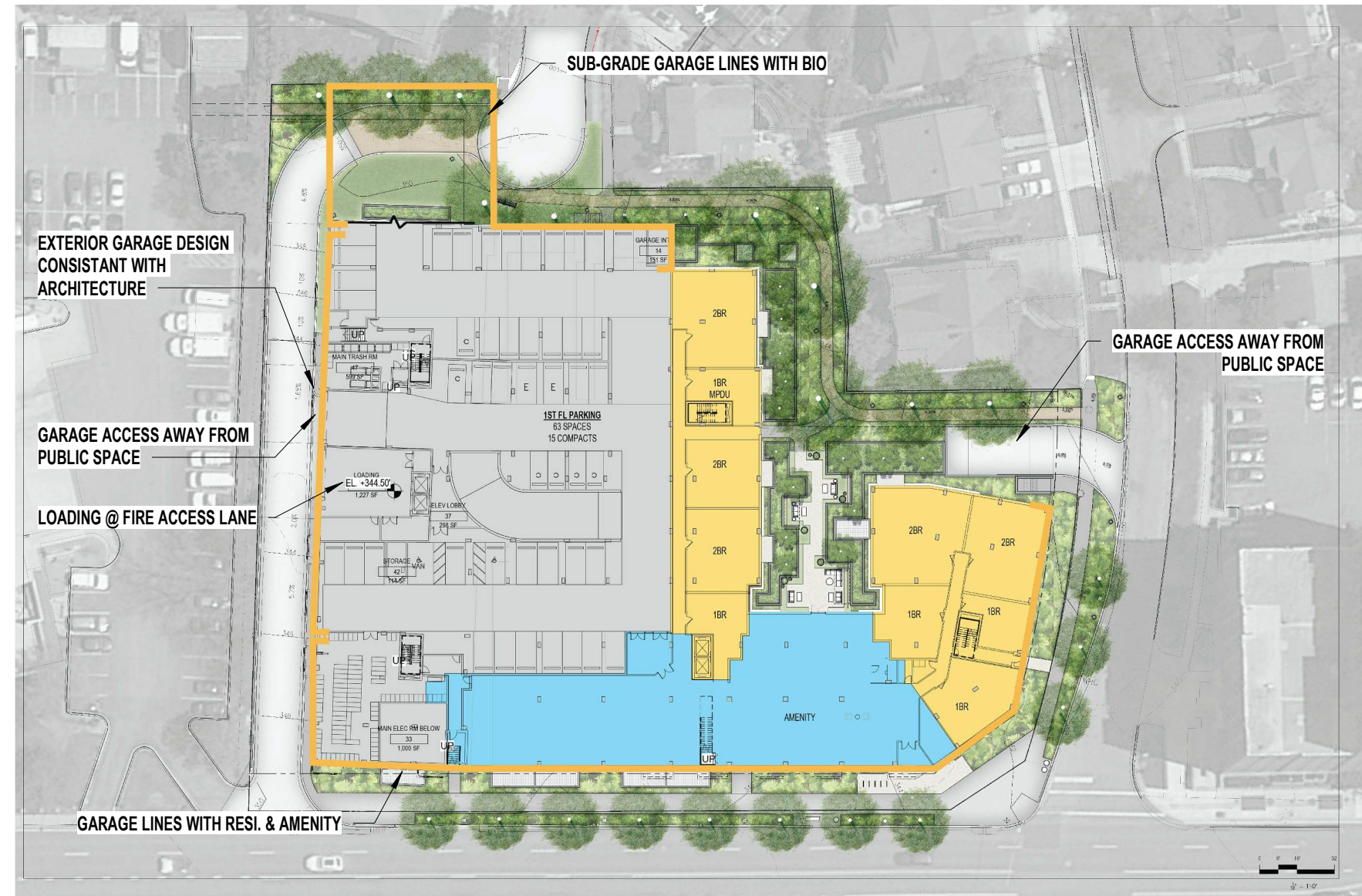
- A. Line the ground floor of structured parking with retail or other uses with transparency to maintain an active building edge. Where active uses are infeasible, avoid exposed parking floors along the street through measures outlined in the Zoning Ordinance *Section 6.2.9.D.1 Structured Parking Requirements*.
- B. Design exterior of the garage portion of the building to be compatible with the rest of the building facade, in order to enhance the overall architectural quality of the building.
- C. Provide a continuous, level and clearly delineated Pedestrian Through Zone across driveways to encourage drivers to yield to pedestrians. Consider applying the same materials across these vehicle access points as the sidewalk, such as brick pavers.
- D. Locate loading and servicing within the interior of a building at the rear whenever possible. Service alleys are also recommended where setbacks are required from the side or rear property lines for building code.
- E. Avoid placing entries to loading docks, service areas and parking garages on neighborhood residential streets when alternative access is feasible.
- F. Minimize the width and height of driveways and vehicular entrances. Where possible, combine loading dock and garage access.
- G. Screen vehicle and servicing access areas and trash storage with landscaping or other vertical

elements, and design vehicle access doors to incorporate high-quality materials and finishes that are consistent with the building.

- H. Vehicle access points should not be located adjacent to a public open space other than through-block connections.
- I. Coordinate location of access points with adjacent and confronting properties where possible to ensure a comfortable sidewalk environment and limited conflicts.
- J. Provide loading spaces for pick-up and drop-off where feasible to reduce idling in the travel lane.
- K. Design structured parking floors to be flexible for future retrofit to other uses where possible.
- L. Ensure continuous tree canopy along service areas and lay-by areas to the greatest extent feasible.
- M. While not recommended in Downtown Bethesda, surface parking should be designed according to the following:
  - Locate the parking on the back of the building, with the building fronting the primary streets and sidewalks.
  - For interim lots, design the parking to provide flexibility for temporary events such as pop-up events and public gatherings to maintain an active street edge. See *Section 2.5 Creative Placemaking*.

**Servicing Operations:**

The dense urban grid presents both challenges and opportunities for loading and trash collection. Without alleys, trucks and other delivery vehicles have to make complex maneuvers on the streets to access the buildings' loading areas where they exist or simply operate from the streets themselves when the buildings they serve don't have off-street loading facilities. When trucks must access buildings from streets, especially high volume corridors, the loading areas create conflicts with pedestrians. When loading





2.4.1 Compatibility

Intent: Most new projects in Bethesda will be infill development, therefore design should respect the existing character and scale of the downtown’s diverse districts, neighborhoods and public spaces.

Guidelines:

- ✓
- A. Maintain the character of small-scale retail streets by creating ground-floor retail with awnings, signage and bays that reflect the dimensions and design of adjacent existing stores. Step back upper floors to continue the pedestrian experience along the sidewalk of a low to mid-rise building edge.
- ✓
- B. Provide transitions to surrounding neighborhoods by including elements such as:
  - Stepped-down building heights.
  - Individual entries to ground-floor units.
  - Setback transitions to residential properties with front yard setbacks.
  - Increased landscaping in the frontage zone and planting/furnishing zone.
  - Fine-grain building articulation, such as variations in wall planes, colors, materials and textures.
- ✓
- C. Study the impacts of new development on public open spaces. Limit shadows where possible and provide active ground floors with entrances and windows onto public open spaces, avoiding orienting the backs of buildings to these spaces.





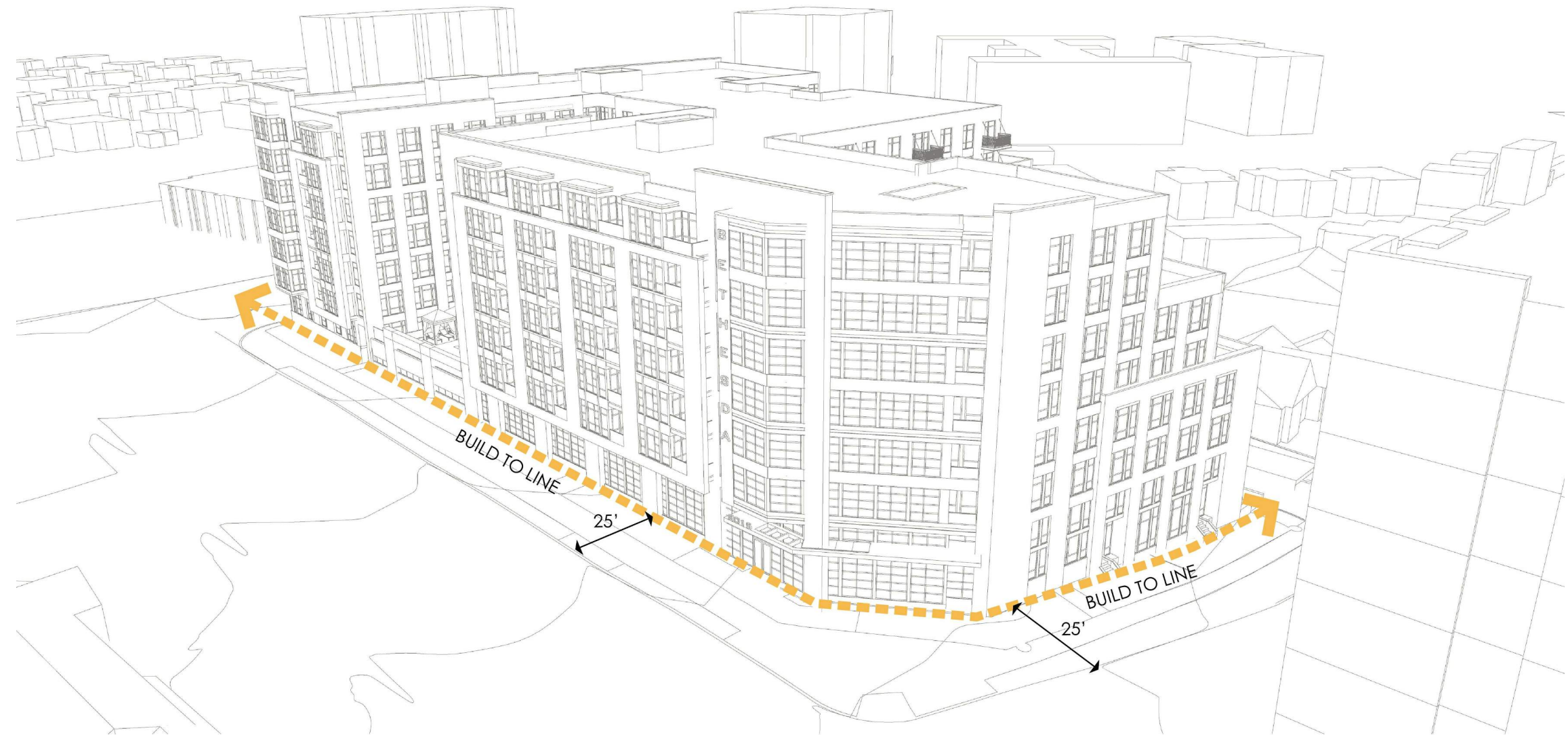
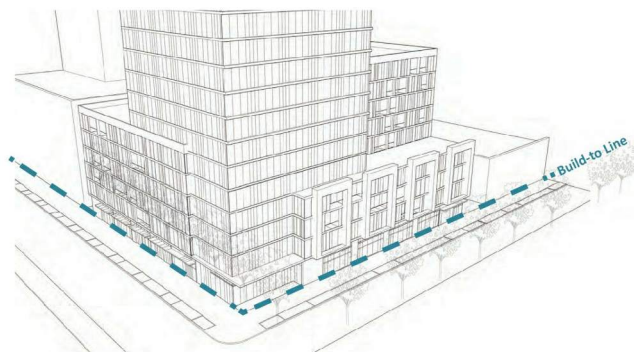
## 2.4.2 Base: Building Placement

**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.



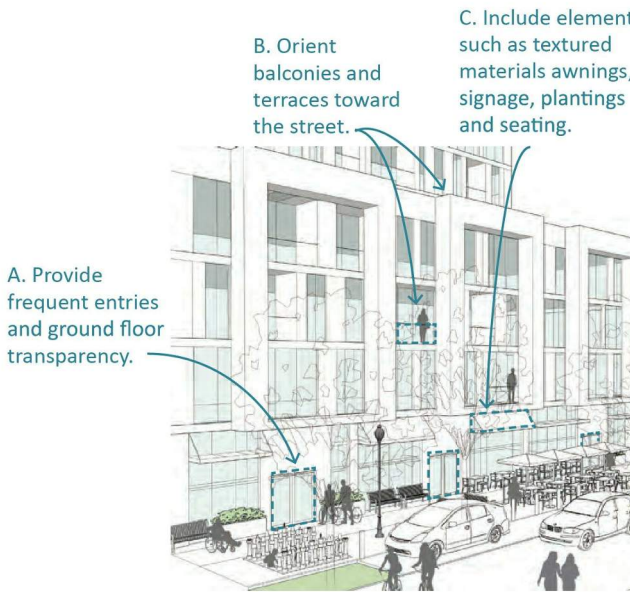


2.4.3 Base: Street Activation

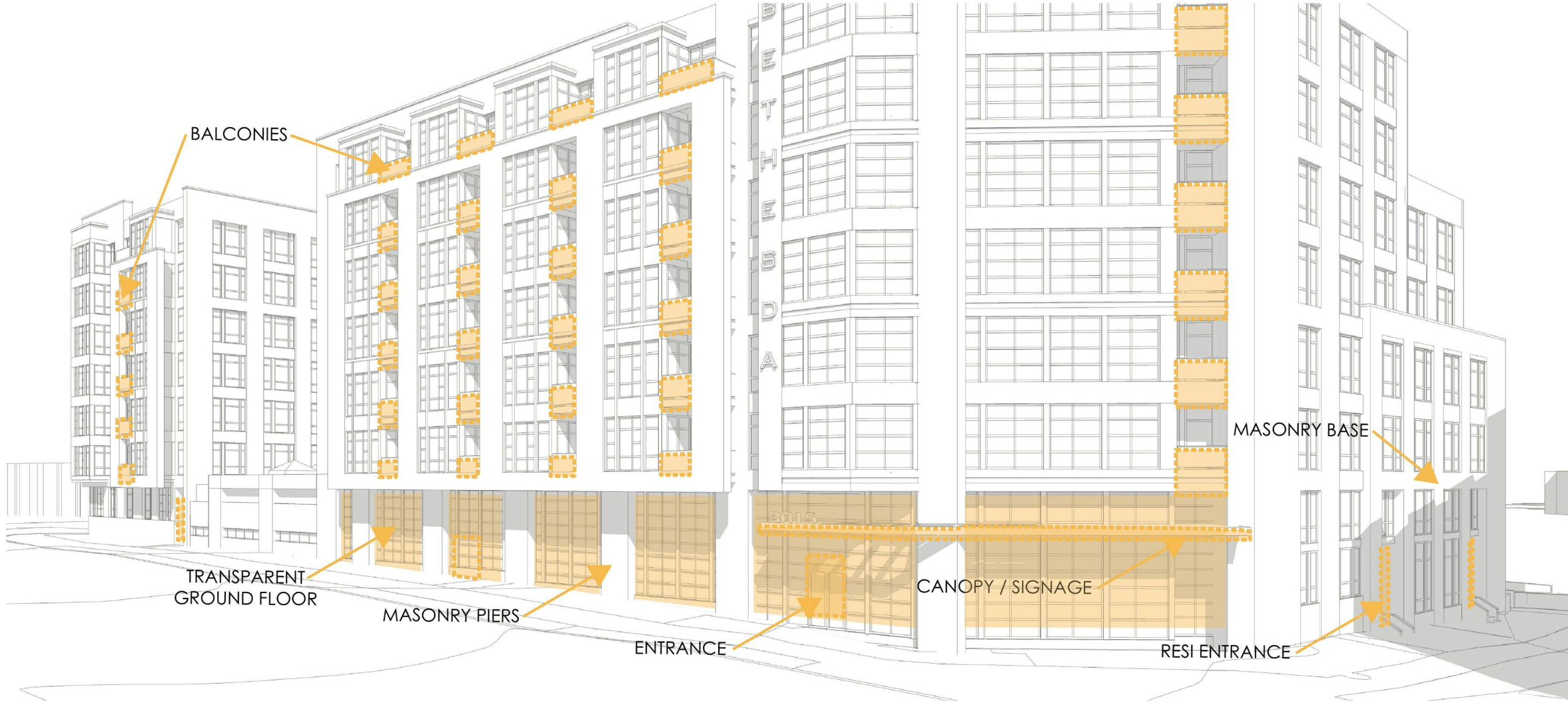
Intent: To encourage pedestrian activity by providing ground-floor and base design elements that engage with the sidewalk environment.

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 texture 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 *Planning Strategy for the Downtown Bethesda Plan*.



Commercial ground floor activation



8015 Old Georgetown Road | Bethesda, MD

Bethesda Guideline Diagram - 2.4.3

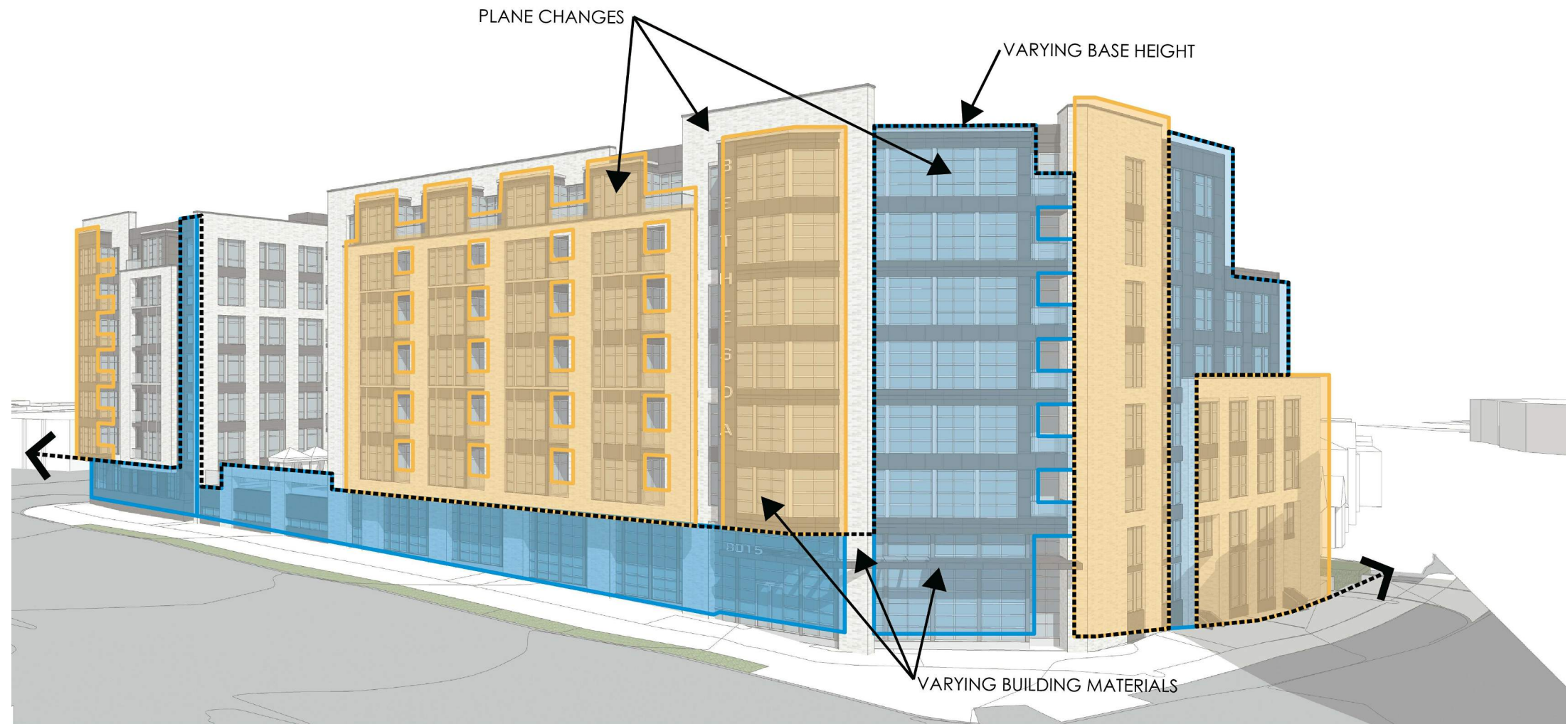
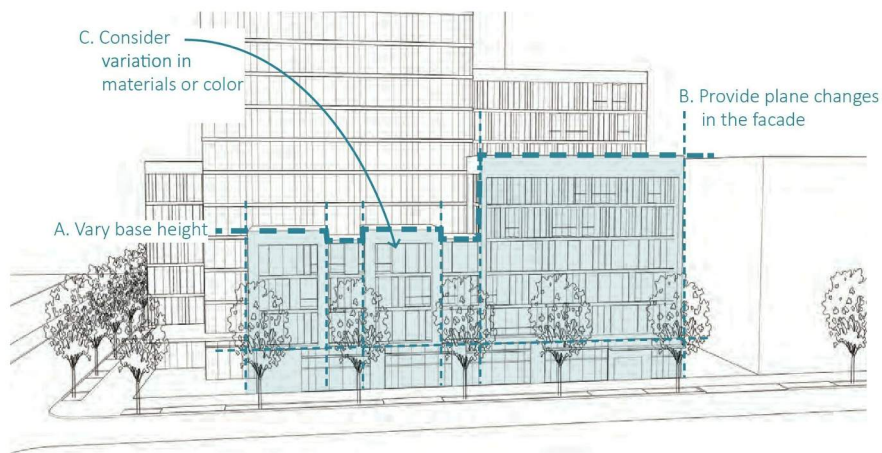


## 2.4.4 Base: Variation and Articulation

**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.





2.4.5 Corner Treatments

Intent: To anchor and frame street intersections with a continuous building wall or unique design features.

Guidelines:



A. Provide signature design elements on prominent corners or intersections as focal points. These prominent locations include sites adjacent to open spaces, with the tallest building heights and buildings that terminate major view corridors such as East-West Highway, Norfolk Avenue, Old Georgetown Road and Bethesda Avenue.



B. The full height of tall buildings may be expressed at corners, as a way to provide variation and increased verticality on buildings with tower step-backs.



C. Establish block corners with architectural articulation and activating uses. While market forces will dictate actual locations where retail operations are feasible, anchoring key block corners by including activating uses such as retail is encouraged.



This innovative design treatment articulates the building and creates an intersection focal point.  
Source: OMA





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Source: OMA





## 2.4.6 Tower: Separation Distance

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

### Guidelines:

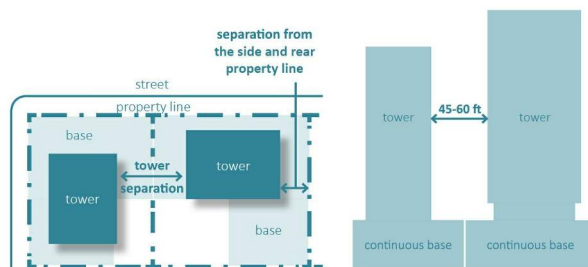
- ✓ A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- ✓ B. Provide a continuous building base along the lower floors.
- ✓ C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

### Alternative Treatments:

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

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

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









2.4.8 Tower: “Menu” of Methods to Reduce Bulk

Intent: Downtown Bethesda is an important location in Montgomery County for increased building heights to accommodate future growth. However, collectively, buildings at taller heights can be an imposing presence on the public realm by casting large shadows, limiting sky views and creating an uncomfortable scale for pedestrians.

A. Limit Tower Floor Plate

Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building's indoor environment.



B. Use Unique Geometry

Varied geometry adds visual interest and helps to reduce the perceived bulk of a building's upper floors. Angled and curved facades allow a building to be viewed dynamically from different vantage points. They can enhance privacy between towers in close proximity by directing views away from nearby windows.



C. Vary Tower Heights

Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.



2.4.8 Tower: “Menu” of Methods to Reduce Bulk (continued)

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.



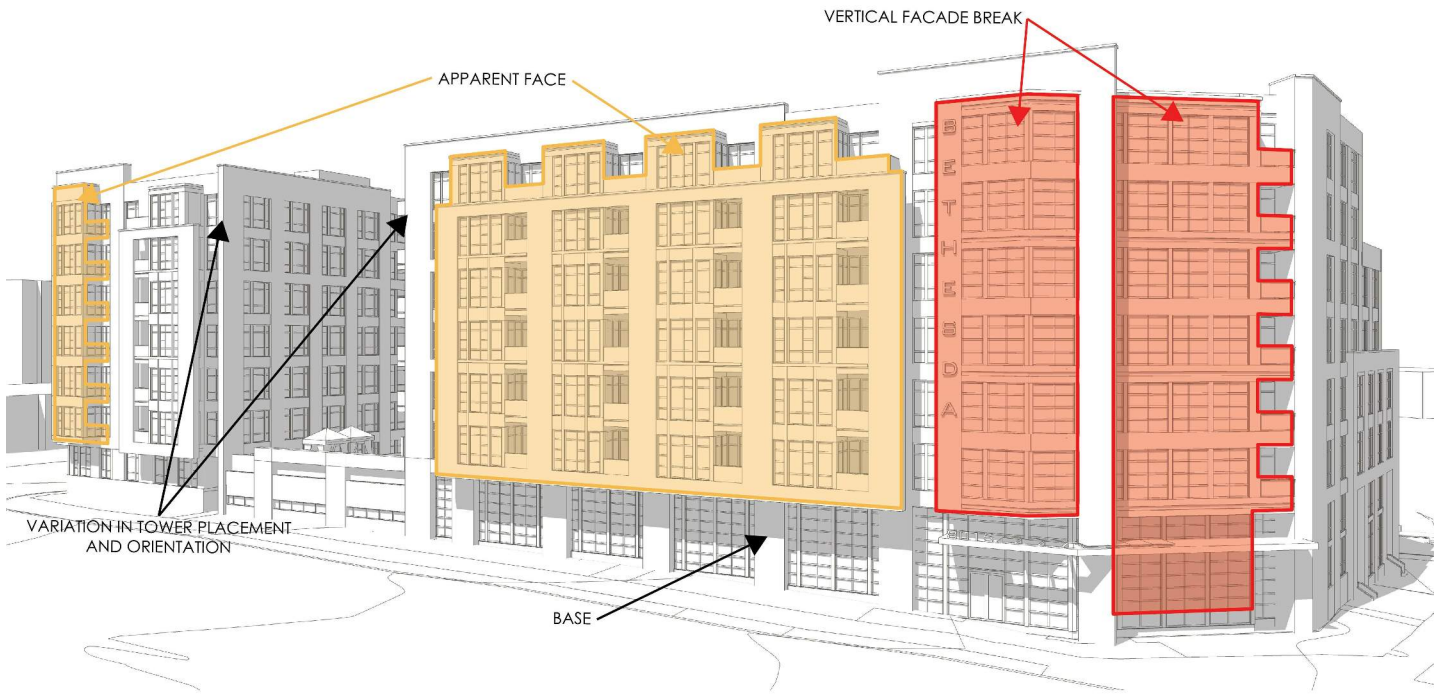
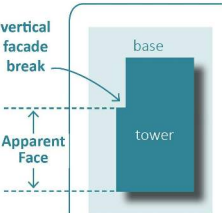
E. Vary Tower Placement and Orientation

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.





### 2.4.11 Bird-Safe Design

The windows, doors, and arches of buildings can be deadly obstacles for birds causing hundreds of millions of bird collisions annually. Glass is transparent to birds. Reflections of the sky, vegetation, clouds, water, and branches lure birds into the glass causing mortality and injury.

**Intent: To design glass buildings to protect local and migratory birds from deadly strikes. Integrate elements into the building and site design to warn birds before they collide.**

#### Guidelines:

##### A. Glass Coverage and Glazing

- Patterns on Glass: Ceramic dots, or frits, can be screened, printed, applied between layers of insulated glass to reduce transmission of light and prevent bird collisions. These can be applied in different colors and patterns to work effectively.
- Angled Glass: Not as effective as other strategies, angled glass at 20-40 degrees has resulted in reduced mortality.
- Window Surfaces: New one-way transparent opaque films and window surfaces allow sunlight to pass through windows while reducing reflectivity.

##### B. Architectural Features

- Awnings, Louvers and Overhangs: When designed to eliminate reflections and shadow glass these architectural features have shown to reduce bird collisions.
- Balconies and Balustrades: Along with providing outdoor spaces for humans, balconies and balustrades can block window reflection.
- Opaque and Translucent Glass: Frosted, colored, opaque, or stained glass have proven to be significantly successful bird deterrents.

##### C. Facade Treatments

- Screens: Screens can be integrated into facade elements without blocking view or light and are highly effective in protecting birds.
- Grilles: Horizontal or vertical grilles can be incorporated into the aesthetic and design of windows.
- Shutters and Shades: External shutters and shades of various styles and colors enhance a buildings aesthetic while reducing or eliminating reflections.

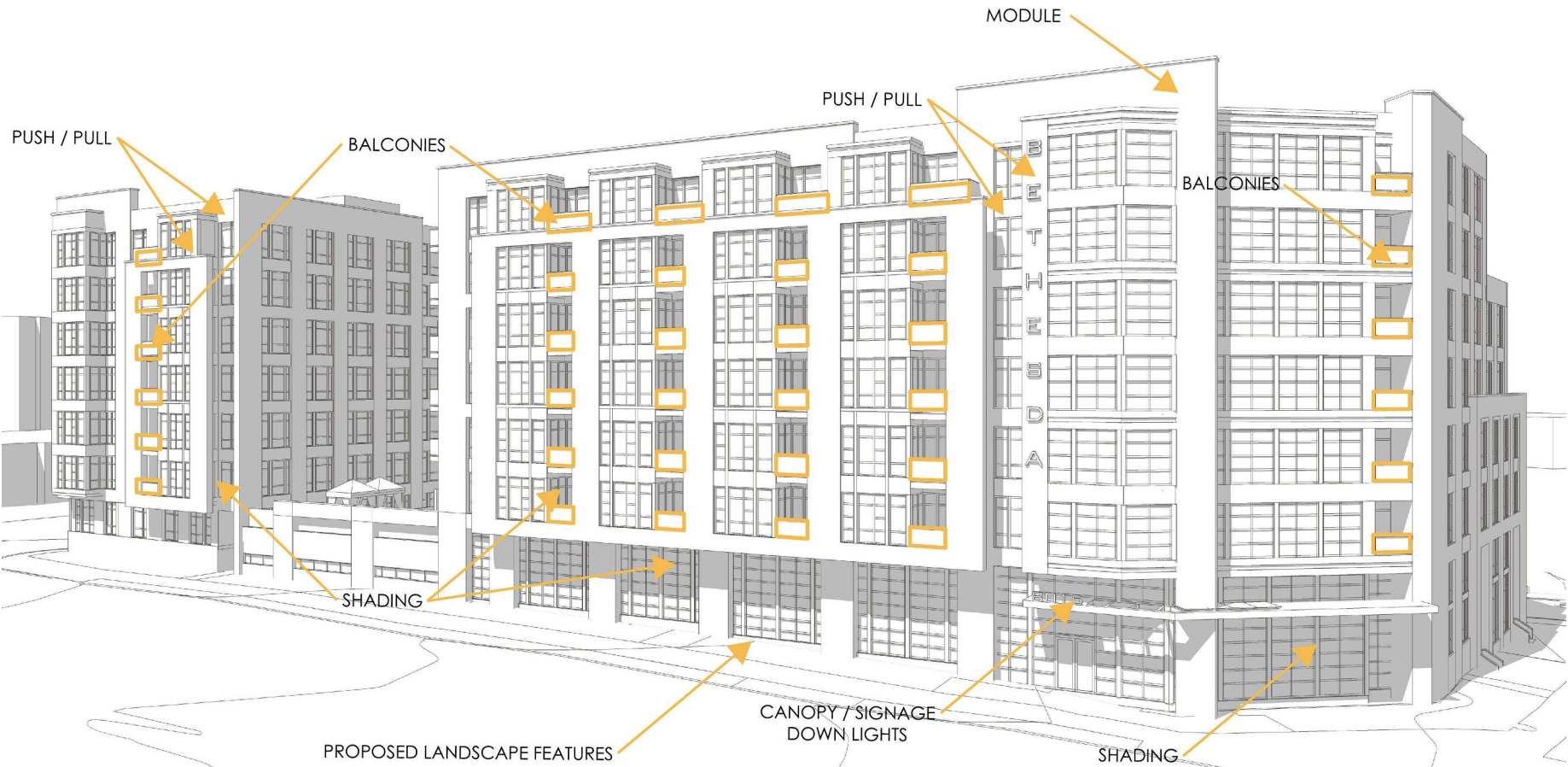
##### D. Lighting Treatments

Lights disrupt birds' orientation inhibiting them from seeing their navigational markers like the stars and moon. Night lights and up lights (lights pointing upward) can entrap birds reluctant to fly from a lit area into a dark one.

- Eliminating unnecessary lighting is one of the easiest ways to reduce bird collisions, with the added advantage of saving energy and expense.
- Choose down-lighting over up-lighting to keep from directing light into the night sky.
- Minimize perimeter and vanity lighting and consider filters or special bulbs to reduce red wavelengths where lighting is necessary.
- As much as possible, lights should be controlled by motion sensors.
- Lights Out: Turn lights out visible from the outside during spring and fall migration periods.

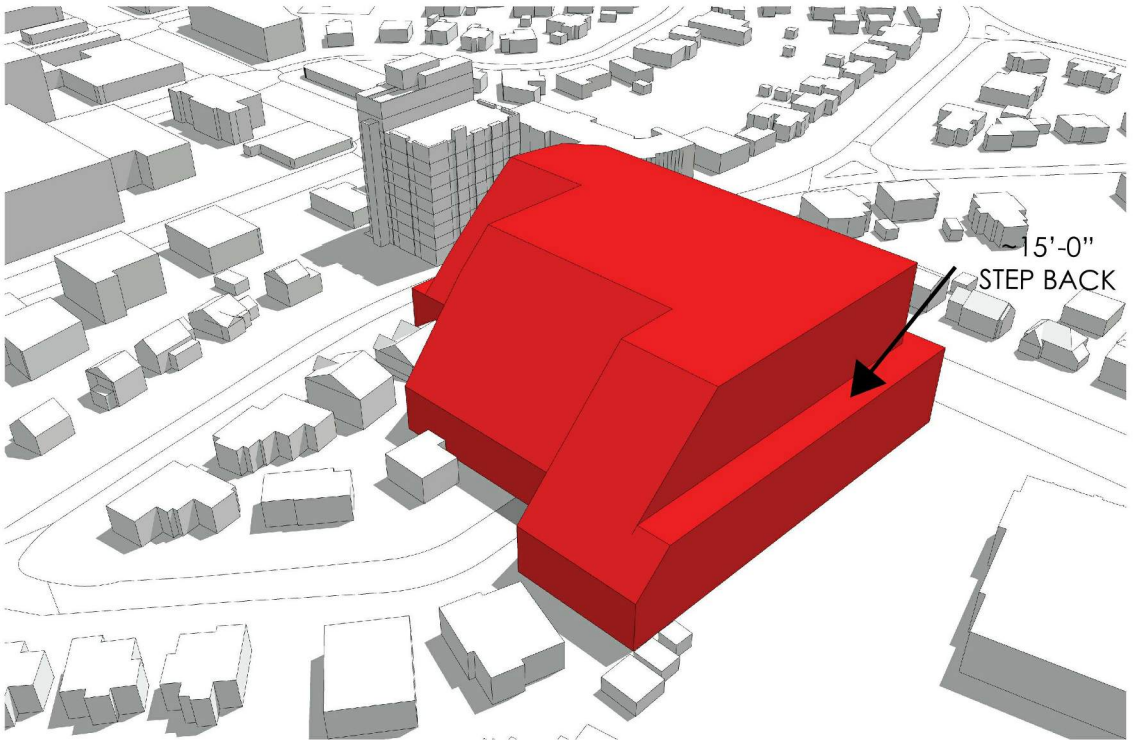
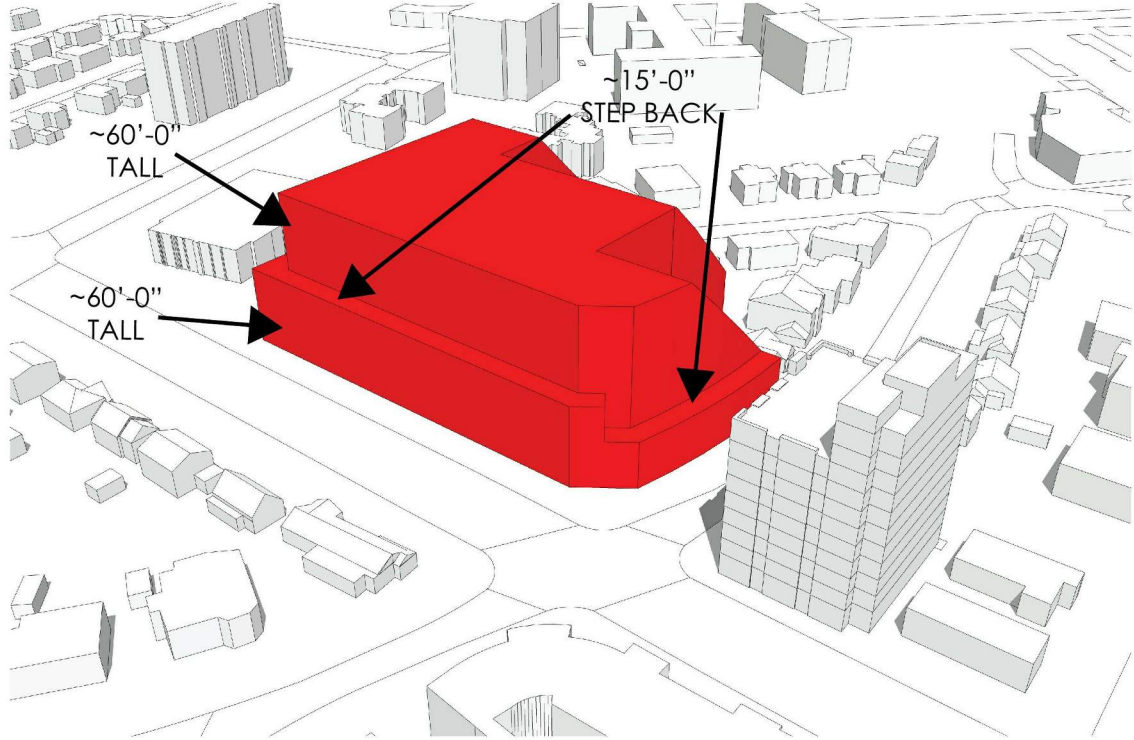
##### E. Site and Landscape Design

- Obtain USGBC LEED Green Building Rating Points from the category of "Bird Collision Deterrence".
- Glass windows should not reflect nearby or site vegetation, particularly large, mature trees and water. Where this is not feasible, use window treatments outlined above.
- Use soil berms, furniture, landscaping, or architectural features to prevent reflection in glazed building facades.
- Avoid up-lighting rooftop antennas and tall equipment as well as decorative architectural spires.

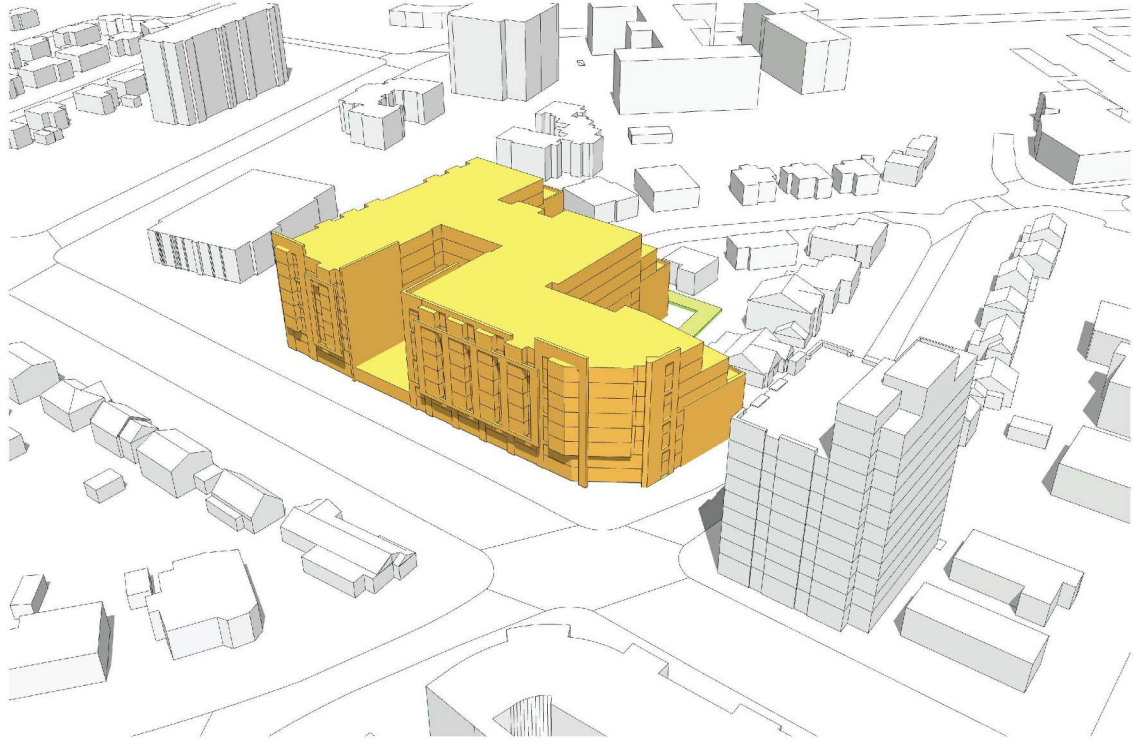




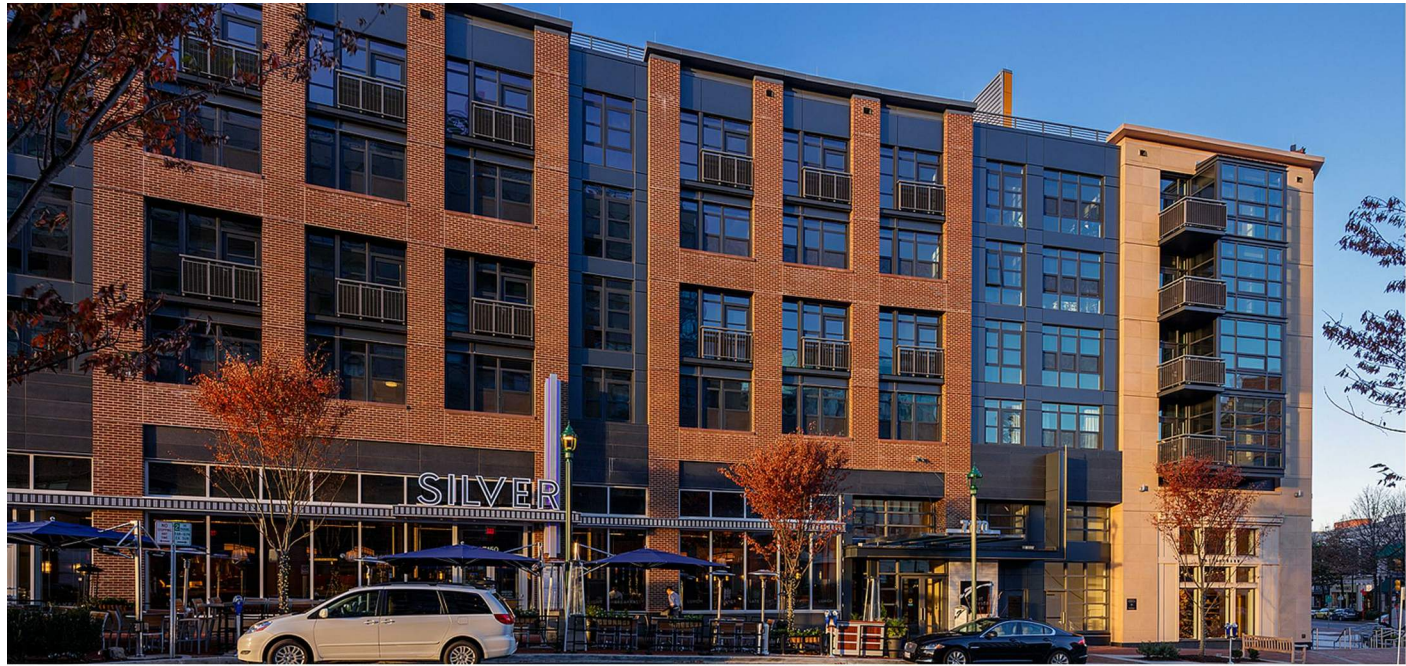
BETHESDA DESIGN GUIDELINES MASSING



CURRENT DESIGN MASSING









March 21st

June 21st

September 21st

December 21st

9:00 am



12:00 pm



3:00 pm



JLB  
PARTNERS

SK+I  
ARCHITECTURE

8015 Old Georgetown Road

Bethesda, MD

Shadow Studies

January 08, 2020

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