Bethesda Downtown Design Advisory Panel
Submission Form

PROJECT INFORMATION

<table>
<thead>
<tr>
<th>Project Name</th>
<th>7340 Wisconsin Avenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Number(s)</td>
<td>TBD</td>
</tr>
<tr>
<td>Project Address</td>
<td>7340 Wisconsin Avenue, Bethesda</td>
</tr>
</tbody>
</table>

Plan Type

- Concept Plan [ ]
- Sketch Plan [ ]
- Site Plan [ ]

APPLICANT TEAM

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact</td>
<td>Joel Sherman / South Bay Partners</td>
<td>214-370-2638</td>
</tr>
<tr>
<td>Architect</td>
<td>James Hamilton / CallisonRTKL</td>
<td></td>
</tr>
<tr>
<td>Landscape Architect</td>
<td>Lyn Wenzel / LAB</td>
<td></td>
</tr>
</tbody>
</table>

PROJECT DESCRIPTION

<table>
<thead>
<tr>
<th>Zone</th>
<th>Proposed Height</th>
<th>Proposed Density (SF and FAR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CR-5.0, C-5.0, R-4.75, H-250</td>
<td>250 Feet</td>
<td>315,000 SF / 16.9 FAR</td>
</tr>
</tbody>
</table>

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

- 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

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.

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.

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 to four stories of services and below-grade parking with approximately 45 parking spaces to accommodate residential, FTE and retail parking requirements. Vehicular access to the residential lobby drop-off, parking, and loading/service access is proposed via the widened existing curb-cut off Hampden 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.
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 exceptional 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.

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.

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 produces 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.

The primary building material is currently envisioned to be masonry and/or terra cotta. Various patterns, textures and/or colors will be incorporated to further enhance the unique geometry of the building and complement the surrounding neighborhood.

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 complement the street-level experience along with those at 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.

Furthermore, the proposed design consolidates parking and service entry points by eliminating the existing curb cut along Wisconsin Avenue. The existing access on Hampden Lane will be enlarged and 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.

**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 TOWER
DAP RESUBMISSION

7340 WISCONSIN AVE, BETHESDA, MD
February 26, 2020
I. SITE ASSESSMENT

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

ADDRESS:
7340 WISCONSIN AVE
BETHESDA, MD 20814

LAND-USE:
RETAIL

LEGAL DESCRIPTION:
PL 19553 EDGEWOOD

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: 24-1

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)
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
3.1 Wisconsin Avenue Corridor

The Wisconsin Avenue Corridor District contains three key sites in the future development of Downtown Bethesda, including Metro Center Plaza, Veteran’s Park Civic Green and the Farm Women’s Market Civic Green. These sites are located in the areas of Downtown Bethesda with the tallest buildings, and where several of the primary links between downtown districts meet. Guidelines for these open spaces as well as the surrounding streets and buildings are important to ensure a balanced environment of inviting and connected public spaces in areas with the largest scale developments.

3.1.1 Metro Center Plaza

The Metro Center Plaza is centrally located, surrounded primarily by office development, and for the majority of the year is underutilized except for occasional events. There are many reasons this plaza has failed to become a vibrant public space. Currently, there is no incentive for transit riders to use the plaza because they often connect more efficiently through the back of the lower level bus bay to Bethesda Row and other destinations. The plaza also has many different levels and obstructing design elements that make it feel disconnected from the street.

As the first impression for visitors exiting the Metro station, this plaza and surrounding development should be enhanced as a gateway into Downtown Bethesda and a destination for those who live and work in the area.

Guidelines:

A. Integrate a signature tall building to provide orientation to the symbolic center of...
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 setbacks, 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.
MASSING OVERVIEW

MASSING EVOLUTION PROCESS TO SHOW THE DESIGN INTENT WHILE REVIEWING CONFORMANCE WITH THE BETHESDA DOWNTOWN PLAN AND DESIGN GUIDELINES, IN COLLABORATION WITH THE REVIEW MEETINGS WITH THE MONTGOMERY COUNTY PLANNING DIRECTOR.
STREET VIEW @ WISCONSIN AVE & MONTGOMERY LN

BASELINE
15' BUILD-TO LINE AT MONTGOMERY LANE AND HAMPDEN LANE
25' BUILD-TO LINE AT WISCONSIN AVENUE
10' STEP-BACK TO MONTGOMERY & HAMPDEN
BASE: STREET ACTIVATION
ACTIVE USES such as retail, residential lobby, and dining terraces engage with the public realm.
B-DPDG 2.4.3 BASE: STREET ACTIVATION
B-DPDG 2.4.4 BASE: VARIATION AND ARTICULATION
CHANGES IN THE FACADE PLANES

DEFINED BUILDING BASE

TOWER: MODULATE AND ARTICULATE

MODULATE MASSING TO DEFINE BASE.
B-DPDG 2.4.7.A RETAIN A TOWER STEP-BACK ACROSS THE MAJORITY OF THE BUILDING FRONTAGE.
B-DPDG 2.4.8.D TOWER: "MENU" OF METHODS TO REDUCE BULK - MODULATE AND ARTICULATE FACADES.
CORNERTREATMENT

THE FULL HEIGHT OF THE TOWER IS EXPRESSED AT THE CORNER OF MONTGOMERY LANE AND WISCONSIN AVE.

PORTION OF FACADE PUSHED IN TO REDUCE APPARENT TOWER WIDTH AND ACCENTUATE CORNER TREATMENT.

B-DPDG 2.4.5.B CORNER TREATMENT
TOWER TOP HOUSES A WINTER GARDEN AMENITY FOR BUILDING RESIDENTS AND SERVES TO SCREEN MECHANICAL EQUIPMENT AND ELEVATOR OVERRUNS. THE GREEN ROOF AND AMENITY AT ROOF WILL ENHANCE VIEWS FROM ADJACENT TOWERS.

B-DPG 2.4.9.A ENHANCED TOWER TOP
B-DPG 2.4.9.D CONSIDERS SURROUNDING VIEWS FROM ADJACENT BUILDINGS.
B-DPG 2.4.9.E SCREENS MECHANICAL EQUIPMENT.
B-DPG 2.4.9.F TOP HOUSES RESIDENTIAL AMENITY.
II. BUILDING DESIGN

1. BUILDING PROGRAM
2. BUILDING RESIDENTS
3. MATERIALITY CONCEPTS
4. FLOOR PLANS
   - GROUND LEVEL
   - FLOOR PLAN EXAMPLES
   - ROOFTOP
   - BUILDING SECTION
5. URBAN CONTEXT SECTION + ELEVATION
BUILDING SUMMARY:

- ROOFTOP AMENITY
  - **IL** INDEPENDENT LIVING

- ASSISTED LIVING
  - **AL**

- MEMORY CARE
  - **MC**

- AMENITY

- RETAIL
  - UP TO 4,500 SF GLA

- UP TO 315,000 GROSS SF
- UP TO 300 UNITS

BUILDING PROGRAM: FORM FOLLOWS FUNCTION
INDEPENDENT LIVING
- Leisure
- Food Experience
- Active
- Memory Care
- Connection to Nature
- Human Touch
- Pet Friendly

ASSISTED LIVING
- Food and Wellness
- Community Art Work
- Curated Experience
- Fulfill Resident Passions

RETAIL
- "Encourage Connection to the Street"
- Active Street & Lobby
LANDSCAPE ELEMENTS:

A. PEDESTRIAN ZONE - BRICK PAVING TO MATCH EXISTING

B. STREET TREE + FURNISHING ZONE - CONTINUOUS TREE BOX PLANTING WHERE POSSIBLE/ CUT THROUGH PAVING ON WISCONSIN AVE.

C. BUILDING ENTRIES:
   1. RETAIL ENTRY: ENTRY PAVING
   2. LOBBY ENTRY: ENTRY PAVING W/ ENTRY PLANTING & (2) SMALL TREES
   3. DROP-OFF ENTRY: ENTRY PAVING W/ PAVING BANDS TO DELINEATE BETWEEN DRIVEWAY AND PEDESTRIAN AREA, CURBLES, BOLLARDS OR SIM INTEGRATED INTO PAVING BAND

D. UTILITY VAULTS

E. SPECIAL PAVING W/ CAFE SEATING @ RETAIL ENTRY

F. C.I.P. CONC. PAVING @ GARAGE ENTRY

G. PLANTED AREAS @ HAMPDEN MEDIAN AND SURROUNDING LOBBY

H. PUBLIC OPEN SPACE (1230 SF)
STREETSCAPE

RETAIL PLAZA @ WISCONSIN AVE.

BIKE LANE IMPROVEMENTS @ MONTGOMERY LANE

LOBBY ENTRY & DROP-OFF @ HAMPDEN LANE
*NOTE: THERE IS ONGOING DIALOG BETWEEN THIS PROPERTY AND THE ADJACENT PROPERTY TO THE WEST TO COLLABORATE ON A TOWER SEPARATION DISTANCE OPTION THAT MUTUALLY BENEFITS EACH PROJECT BY MODIFYING FROM A STRAIGHT 45'-0" SEPARATION (22'-6" ON EACH SIDE) TO A "SPLAYED" OPTION. THIS OPTION WOULD OPEN TO THE NORTH AND SOUTH WIDER THAN THE MINIMUM 45'-0" SEPARATION PER THE GUIDELINES, BUT "PINCH" DOWN TO A MUTUALLY AGREED UPON DISTANCE FROM THE PROPERTY LINE ON EACH SIDE. THE TEAMS ARE WORKING TO MAKE THE AVERAGE OF THE TOWER SEPARATION DISTANCE AT OR GREATER THAN THE 45'-0" MINIMUM. SEE DIAGRAM FOR A DEPICTION OF THE OPTION BEING DISCUSSED AND RESOLVED.
LANDSCAPE ELEMENTS:

A. FLEXIBLE OPEN TERRACE W/ MOVABLE TABLES & CHAIRS, SPECIAL PAVING, & LOUNGE SPACE

B. THERAPEUTIC GARDEN W/ LUSH PLANTING AND LOOP LAYOUT

C. FLEXIBLE PROGRAM SPACE

D. GREENROOF 'A' - 24"-36" DEPTH W/ PLANTING SOIL

E. GREENROOF 'B' - 8" DEPTH W/ STORMWATER COMPLIANT SOIL

F. BIORETENTION PLANTING, ABOVE PODIUM LEVEL

G. INTERIOR AMENITY SPACE
FLEXIBLE OPEN TERRACE

THERAPEUTIC GARDEN

GREENROOF WALKWAY LOOP
III. APPENDIX
SECTOR PLAN P. 73:

Figure 2.20: Building Form Recommendations

**Bulk:** Limit tower floor plates, vary geometry and articulate facades to reduce building bulk.

**Separation:** Separate towers to allow access to light and air, and reduce impact of shadows on the public realm.

**Through-block Connection:** Provide public connections for people to walk and bike through large blocks.

**Setback:** Allow a sufficient setback from the curb for a clear pedestrian walkway lined by plantings and furnishings per the Bethesda Streetscape Standards.

**Top:** For buildings in prominent locations and with significant height, consider creating a special top that contributes to the quality of the skyline.

**Tower Step-back:** Step back upper floors along streets, open spaces and through-block connections in a way that distinctly differentiates the tower from the building base.

**Base:** Articulate large building bases to ensure that facades are not exceedingly long, uninterrupted and rigidly uniform.

**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:

- 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 NorthPark 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 MFDUs are provided. If the affordable housing is not provided, limit building height to 225 feet.
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:
2.4 Building Form

The Sector Plan recommends increases to allowable building heights and the Bethesda Overlay Zone allows greater density from the Bethesda Overlay Zone, the CR public benefit points in the CR Guidelines and the Design Guidelines. The DAP will be guided by the Bethesda Downtown Sector Plan, the Bethesda Downtown Design Guidelines, the Bethesda Overlay Zone criteria for granting density incentives for exceptional design.

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 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 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

**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.
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

<table>
<thead>
<tr>
<th>Sidewalk Zones</th>
<th>Build-to Line</th>
<th>Build Form</th>
<th>Alternative Treatments</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Planting/Furnishing Zone: 6 - 10 ft.</td>
<td>75-100 ft. from street curb</td>
<td>F. Step-back: 10-15 ft. **</td>
<td>** On this street type, buildings under 230 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.</td>
</tr>
<tr>
<td>B. Pedestrian Through Zone: 10-20 ft.</td>
<td>75-100 ft. from street curb</td>
<td>E. Base Height: 3-6 stories (35-70 ft.)</td>
<td></td>
</tr>
<tr>
<td>C. Frontage Zone*: 0-10 ft.</td>
<td>25-30 ft. from street curb</td>
<td>D. Build-to Line: 25-30 ft. from street curb</td>
<td></td>
</tr>
</tbody>
</table>

* The Frontage Zone can be minimized or eliminated particularly near transit stations to provide a wider Pedestrian Through Zone.

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

<table>
<thead>
<tr>
<th>Sidewalk Zones</th>
<th>Building Placement</th>
<th>Building Form</th>
<th>Alternative Treatments</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Planting/Furnishing Zone: 5 - 8 ft.</td>
<td>D. Build-to Line: 15 - 20 ft. from street curb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Pedestrian Through Zone: 8 - 12 ft.</td>
<td>C. Frontage Zone*: 0 - 7 ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Frontage Zone*: 0 - 7 ft.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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.

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

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.

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.