

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

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

Plan Type Concept Plan ☐ Sketch Plan ☒ Site Plan ☐

APPLICANT TEAM

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

PROJECT DESCRIPTION

| | Zone | Proposed Height | Proposed Density (SF and FAR) |
|---|--|-----------------|-------------------------------|
| Project Data | CR-5.0, C-5.0, R-4.75, H-250 | 250 Feet | 315,000 SF / 16.9 FAR |
| Proposed Land Uses | Up to 345 multi-family and senior housing units and up to 5,000 square feet of retail uses. | | |
| Brief Project Description and Design Concept <i>(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)</i> | <p><input checked="" type="checkbox"/> Check if requesting additional density through the Bethesda Overlay Zone (BOZ) If yes, indicate the amount of density (SF and FAR): 315,000 SF / 16.9 FAR</p> <p>South Bay Partners (the "Applicant") is the contract purchaser and developer of the property located at 7340 Wisconsin Avenue (the "Property"), located at the southwest corner of the intersection of Montgomery Lane and Wisconsin Avenue. The Property is located in the Metro Core of the Wisconsin Avenue Corridor district, with immediate proximity to Bethesda Metro Center, the Purple Line Station and Bethesda Gateway. The property is currently occupied by a vacant one-story brick building that has 1,775 square feet of area and a surface parking lot. Vehicular access to the Property is provided on all three adjoining streets: Montgomery Lane, Wisconsin Avenue and Hampden Lane.</p> <p>On the same block and immediately to the west of the Property is 4720 Montgomery Lane, an 11-story class A office building. Planned to the south of the Property is Metro Tower, a 250 foot tall residential tower with approximately 400,000 gross floor area, and 7272 Wisconsin Avenue, a mixed-use development with an office tower and two residential towers that are up to 290 feet tall. To the north of the Property is 4 Bethesda Metro Center, a development with a hotel tower, an office tower and one planned tower that has been rezoned to be up to 290 feet tall. Across Wisconsin Avenue from the Property is 7359 Wisconsin Avenue. It's planned to be a 250 foot tall mixed-use tower with offices and a hotel. To the south of that is an existing 12-story Residence Inn hotel.</p> <p>The Applicant is proposing to redevelop the Property with a mixed-use development that includes up to 340 senior housing units and up to 5,000 square feet of retail uses (the "Project") that activate the street level along Wisconsin Avenue per Bethesda Downtown Plan Design Guidelines. The Project will have two 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.</p> | | |



| | |
|---|---|
| <p>Exceptional Design Public Benefit Points Requested and Brief Justification</p> | <p>The Project responds to the Property's prominent location in the center of Bethesda, and will contribute to the strength of Bethesda as a vibrant, mixed-use, transit-oriented district. The architectural design addresses the planning goals embodied in the Bethesda Downtown Plan and Design Guidelines, while simultaneously accommodating the constraints of a small site and delivering an 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.</p> <p>The building's design incorporates a series of pivots, breaks and shifts that respond to the surrounding context and interior program, while also serving to break down the perceived mass of the building. In response to the urban grid shifting at the corner of Montgomery Lane and Wisconsin Avenue, the site presents a unique opportunity to respond to its angular geometry with an exceptional building form. Leveraging the distinctive angle at this prominent corner, the building mass pivots at this point into itself. This façade break continues vertically along the tower height to provide slender building mass proportions along Wisconsin Avenue and reduce its perceived mass.</p> <p>The building mass continues to shift by distinctly expressing the interior residential programs by pivoting and breaking at corresponding levels to the care and function of the interior program. This adds visual interest by allowing the building to be viewed dynamically from different vantage points, resulting in the creation of multiple outdoor spaces for potential landscaping opportunities. Finally, the building design peaks at the corner of Montgomery Lane and Wisconsin Avenue, which 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.</p> <p>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.</p> <p>The building design will incorporate façade treatments and architectural elements that will provide an appropriate human-scale at the pedestrian level. As discussed above, the ground floor will incorporate active commercial and residential amenity uses, as well as a public open space that will compliment the street-level experience along with those 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.</p> <p>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.</p> |
|---|---|

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



CALLISONRTKL™



LAB |



I. SITE ASSESSMENT

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





ADDRESS:
7340 WISCONSIN AVE
BETHESDA, 20814

LAND-USE:
RETAIL

LEGAL DESCRIPTION:
PL 19553 EDMOOR

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

OVERLAY ZONE:
BETHESDA OVERLAY ZONE

PARKING DISTRICT:
BETHESDA

CBD: BETHESDA
LOT: 8
BLOCK: 24 C

SPECIAL PROTECTION AREA:
N/A

URBAN DISTRICT:
BETHESDA

ENTERPRISE ZONE: N/A

ARTS & ENT. DISTRICT:
BETHESDA ARTS AND ENTERTAINMENT DISTRICT

SPECIAL TAX DISTRICT: N/A

BIKE/PED PRIORITY AREA:
BETHESDA CBD

URBAN RENEWAL AREA:
N/A

METRO STATION POLICY AREA:
BETHESDA CBD

PRIORITY FUNDING AREA:
YES

SEPTIC TIER:
TIER 1: SEWER EXISTING.

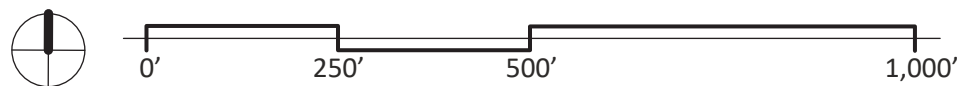
MUNICIPALITY: N/A

MASTER PLAN:
BETHESDA DOWNTOWN PLAN

HISTORIC SITE/DISTRICT: N/A

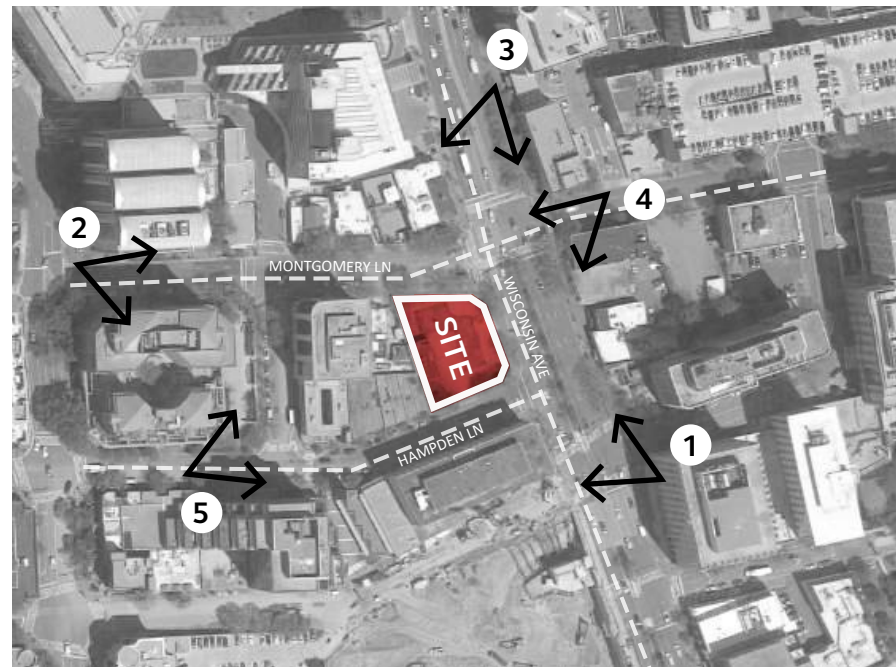
WSSC GRID:
209NW05

WATER/SEWER CATEGORIES:
W-1 /S-1
(AS PRINTED ON 5/15/2019)

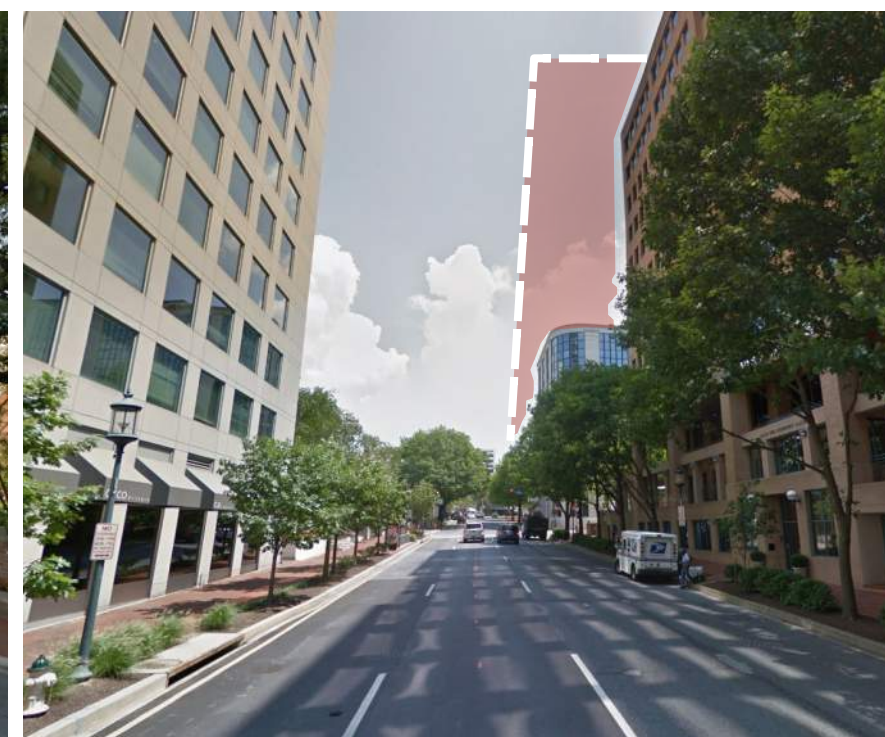


SOUTH BAY SENIOR LIVING TOWER

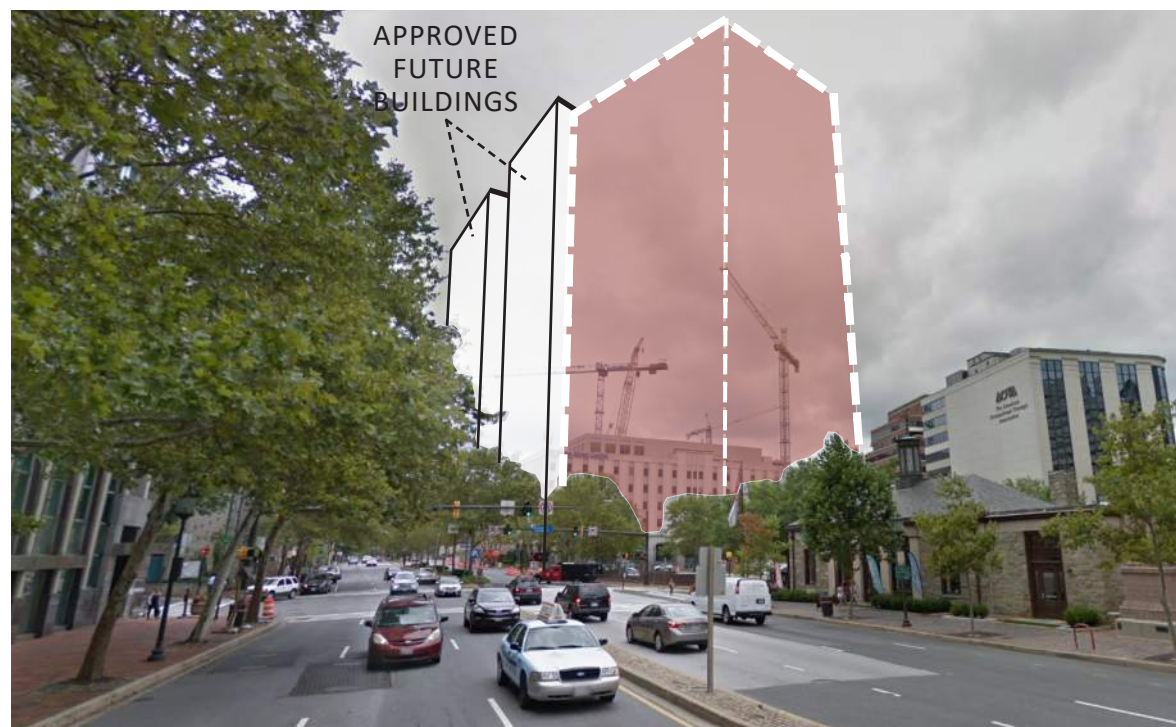
7340 WISCONSIN AVE, BETHESDA, MD
02.26.2020



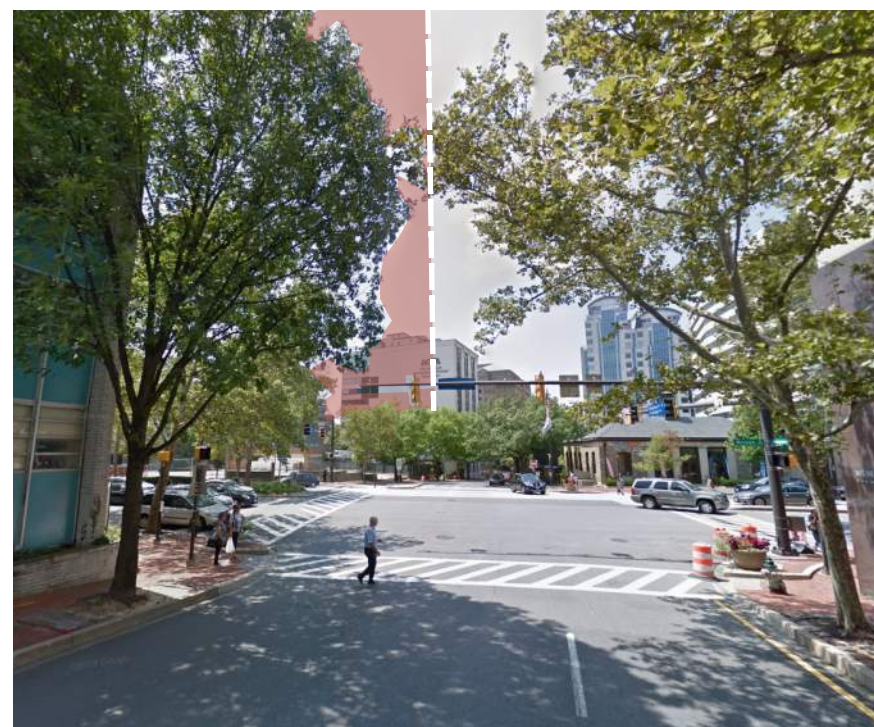
① VIEW FROM WISCONSIN AVE LOOKING NORTH



② VIEW FROM MONTGOMERY LN, LOOKING EAST



③ VIEW FROM WISCONSIN AVE, LOOKING SOUTH



④ VIEW FROM MONTGOMERY LN, LOOKING WEST



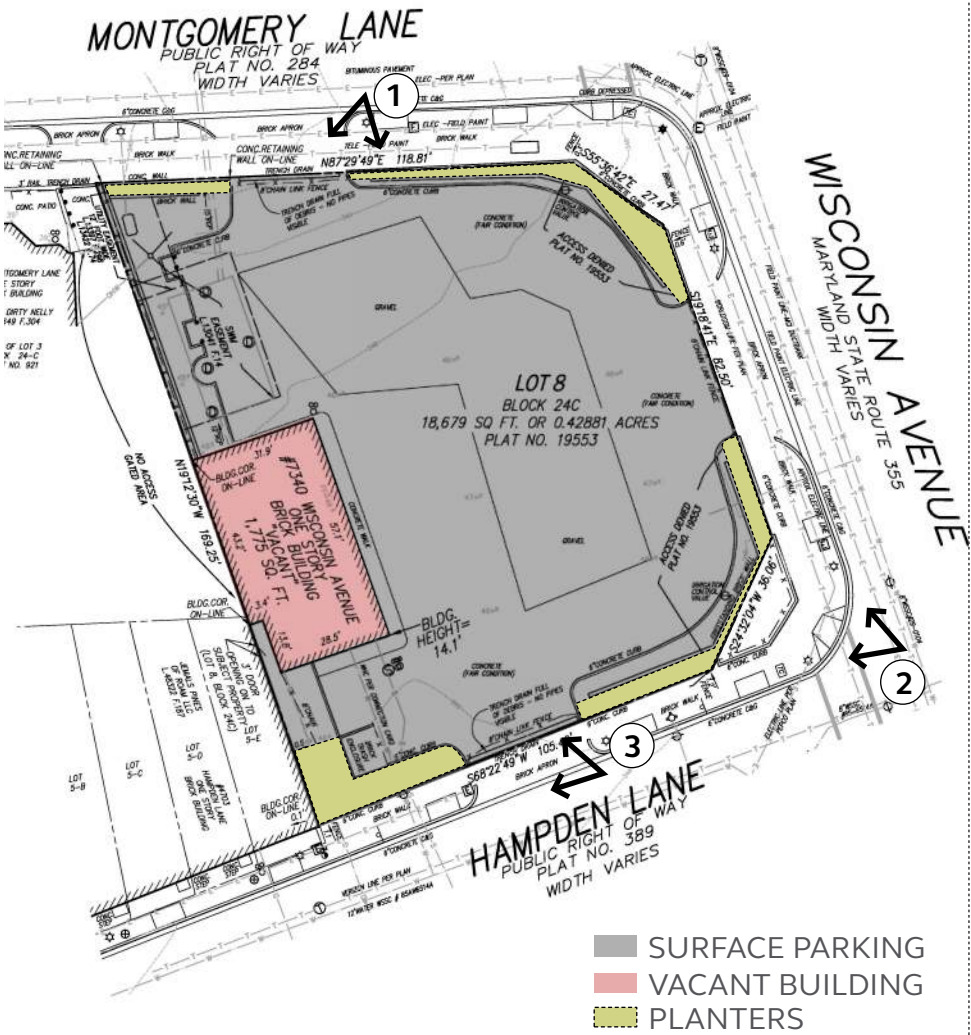
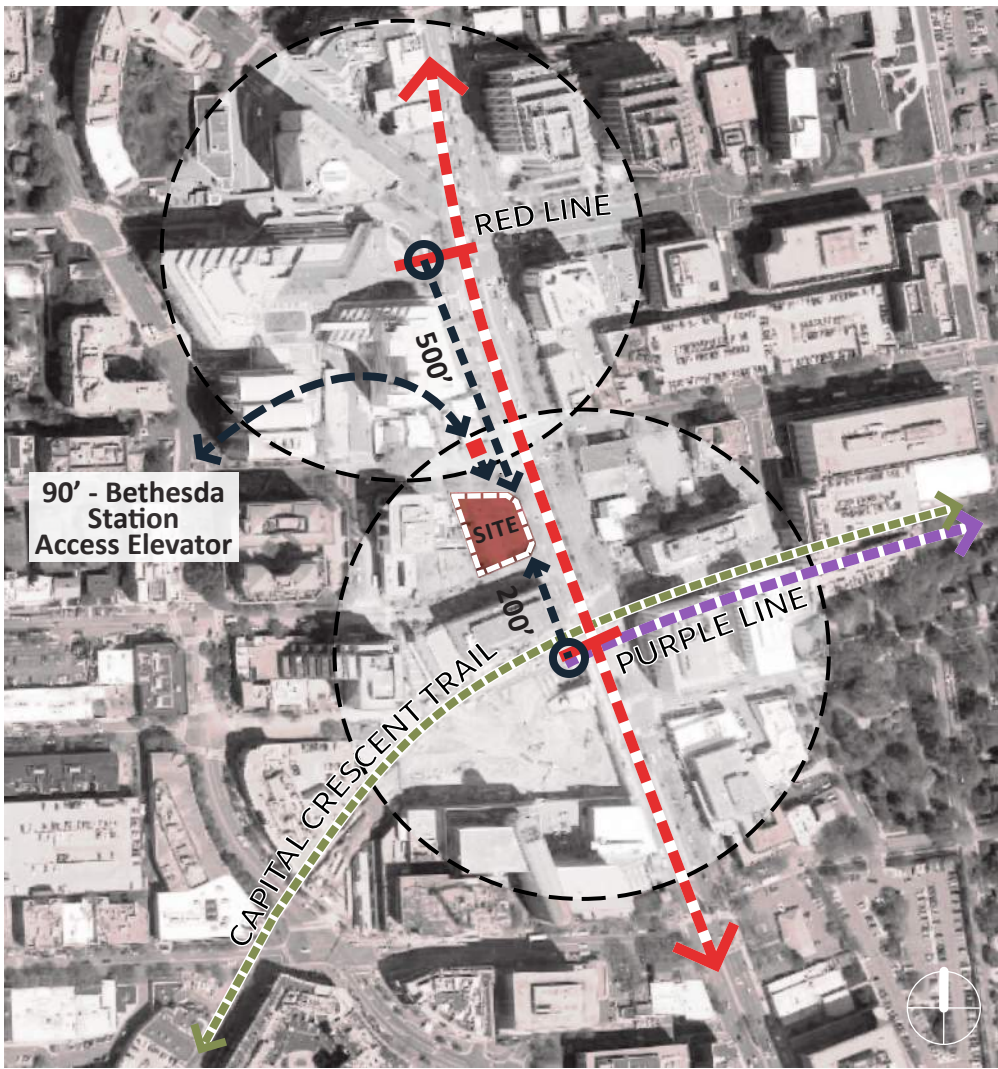
⑤ VIEW FROM HAMPDEN LN, LOOKING EAST



DESIGN GUIDELINES P. 88 | 89:



WISCONSIN AVE CORRIDOR
HIGH PERFORMANCE AREA
REF DOWNTOWN SECTOR PLAN SECTION 2.5



1 MONTGOMERY LN



2 HAMPDEN | WISCONSIN CORNER



3 HAMPDEN LN

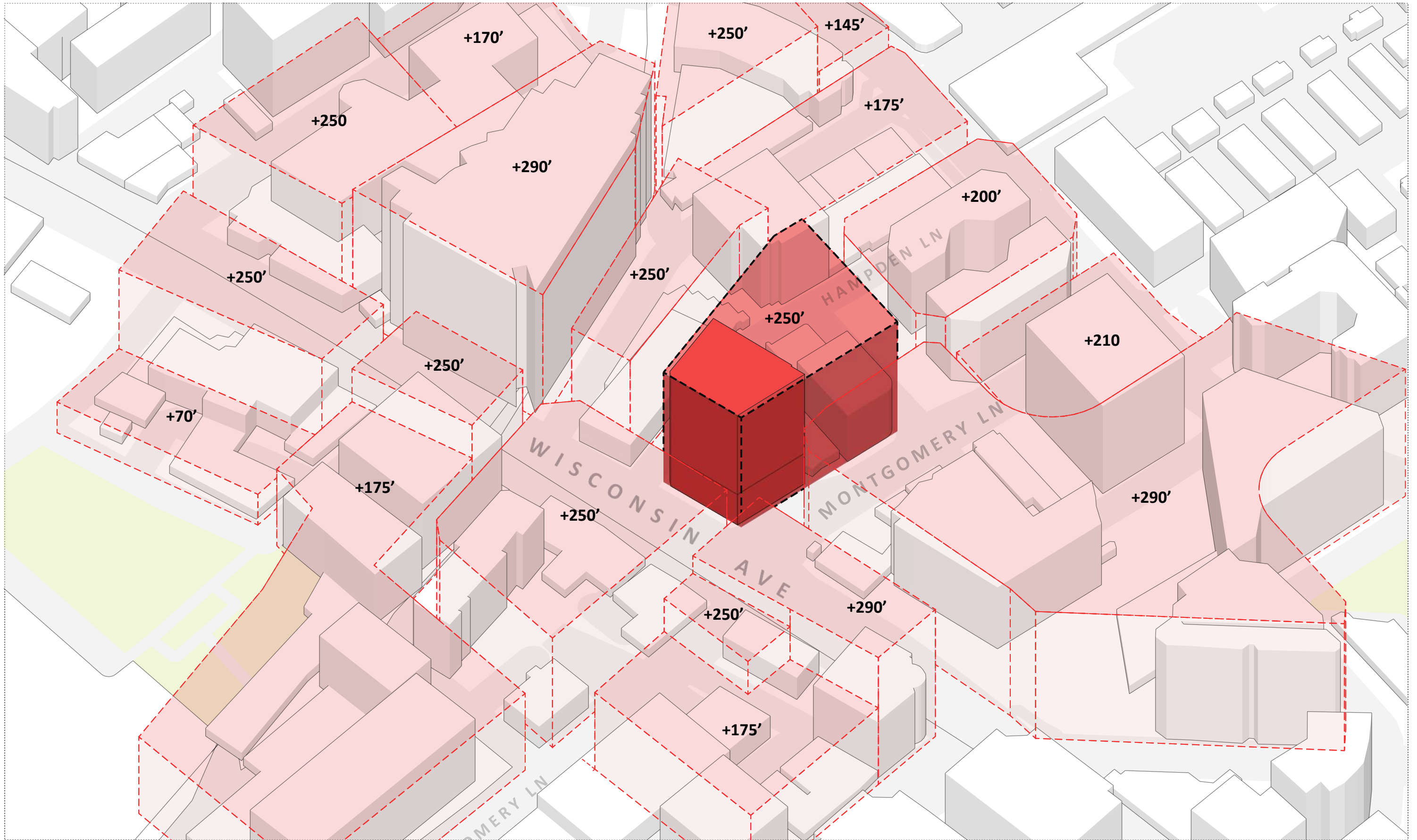


SOUTH BAY SENIOR LIVING TOWER

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SITE: EXISTING CONDITIONS





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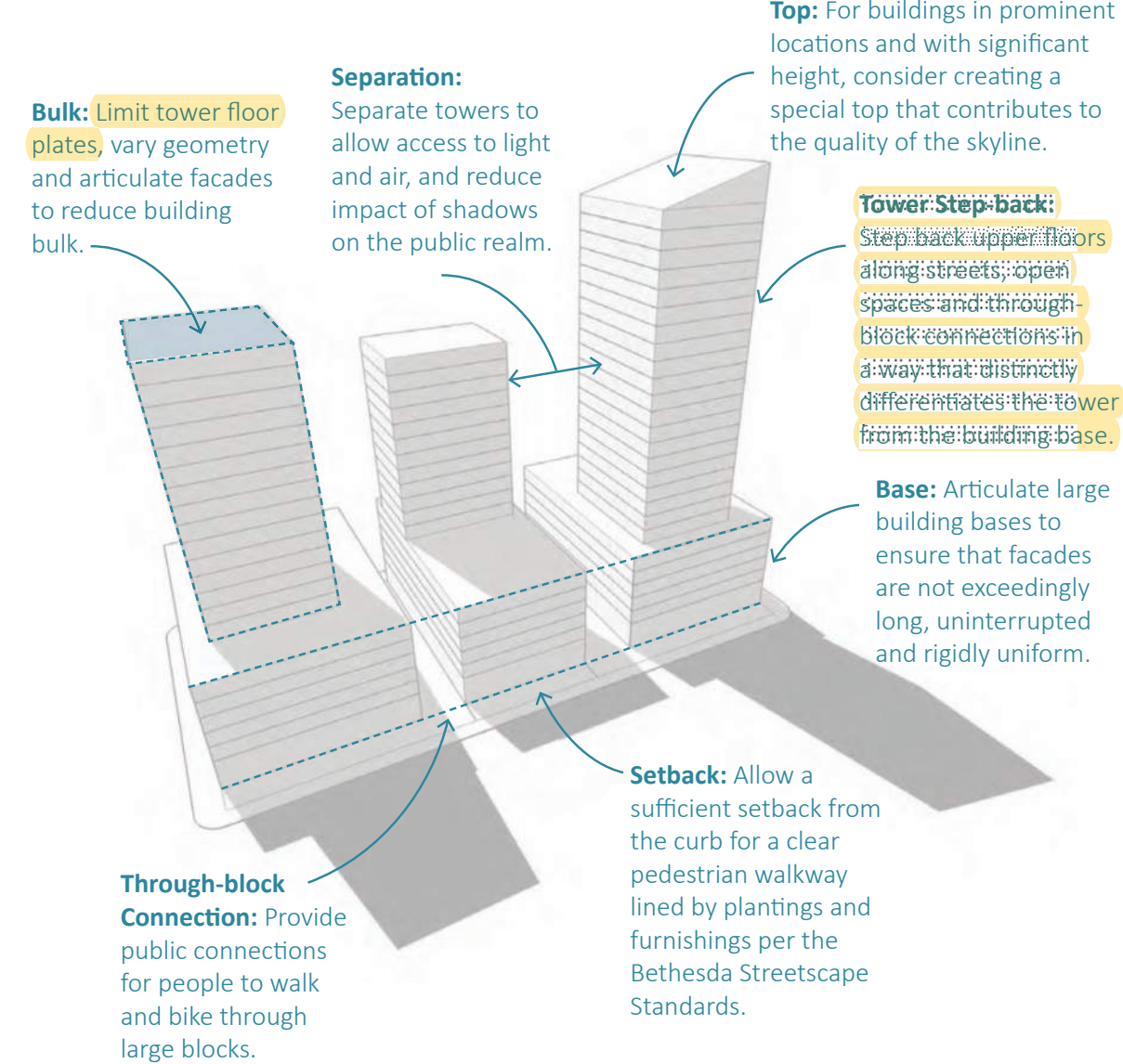
SITE: ALLOWABLE HEIGHT ANALYSIS

6

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BETHESDA DOWNTOWN SECTOR PLAN P. 73:

Figure 2.20: Building Form Recommendations



Intent:

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

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

BETHESDA DOWNTOWN SECTOR PLAN P.104:



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

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

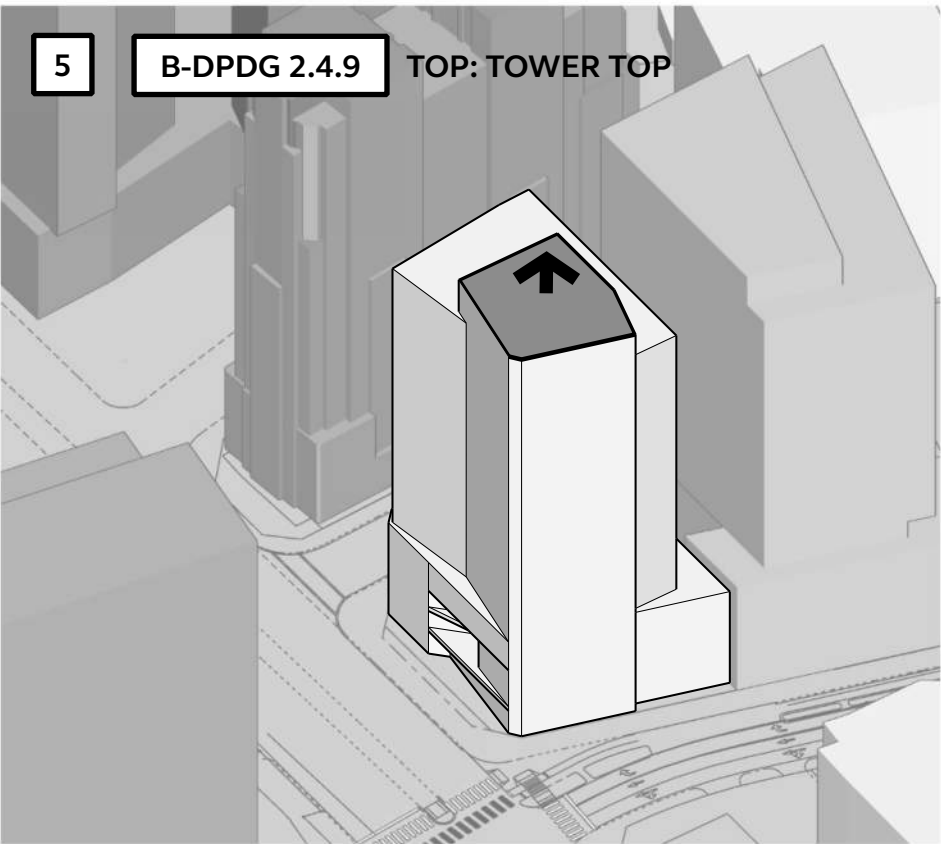
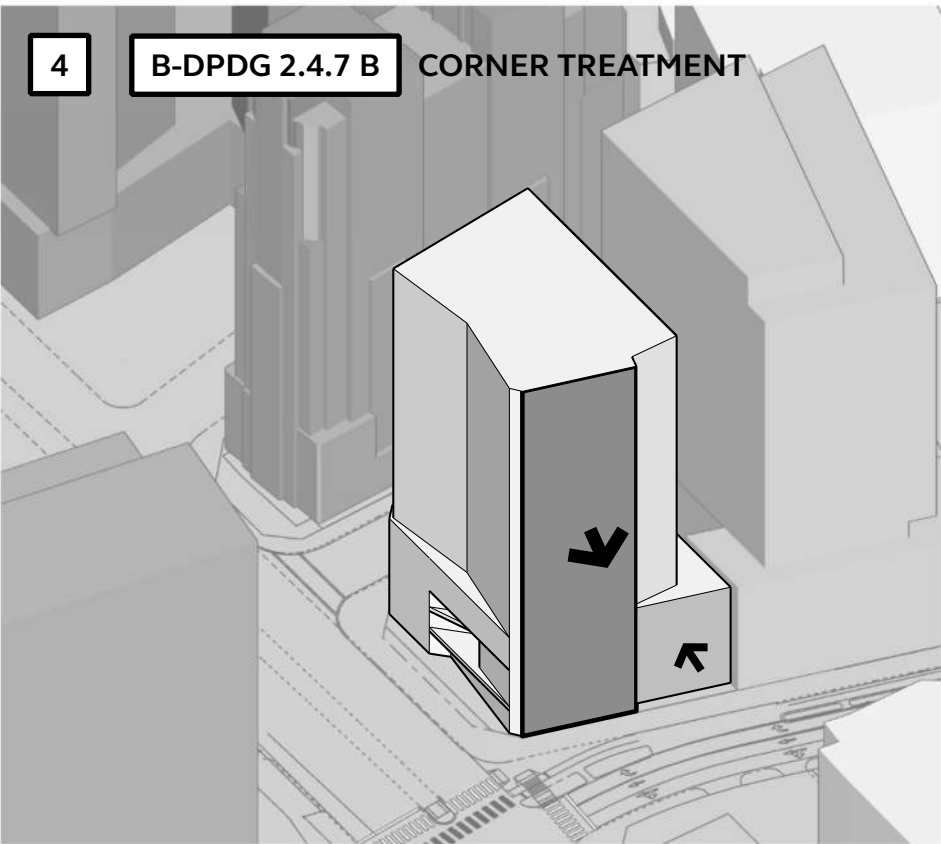
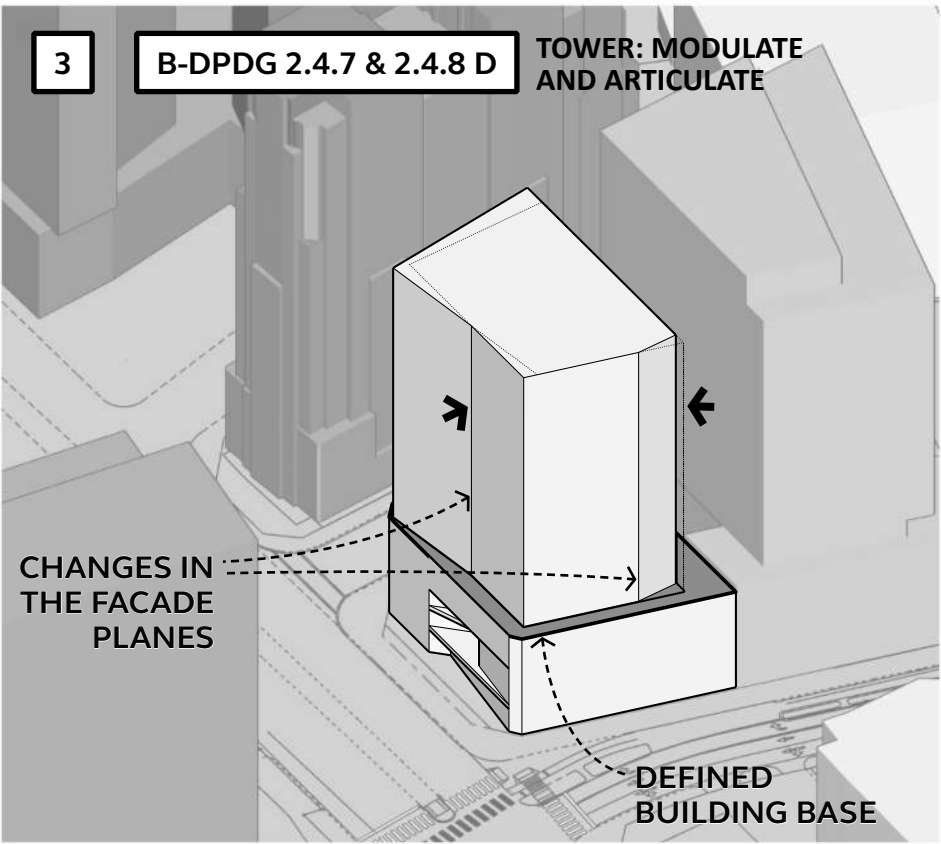
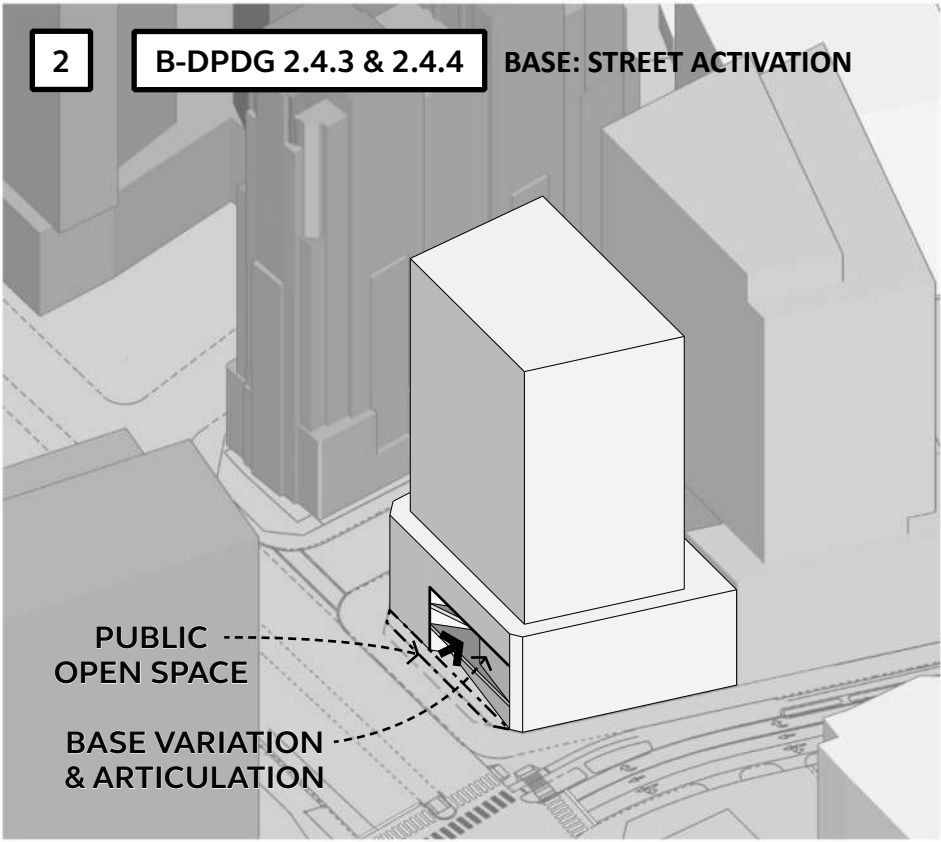
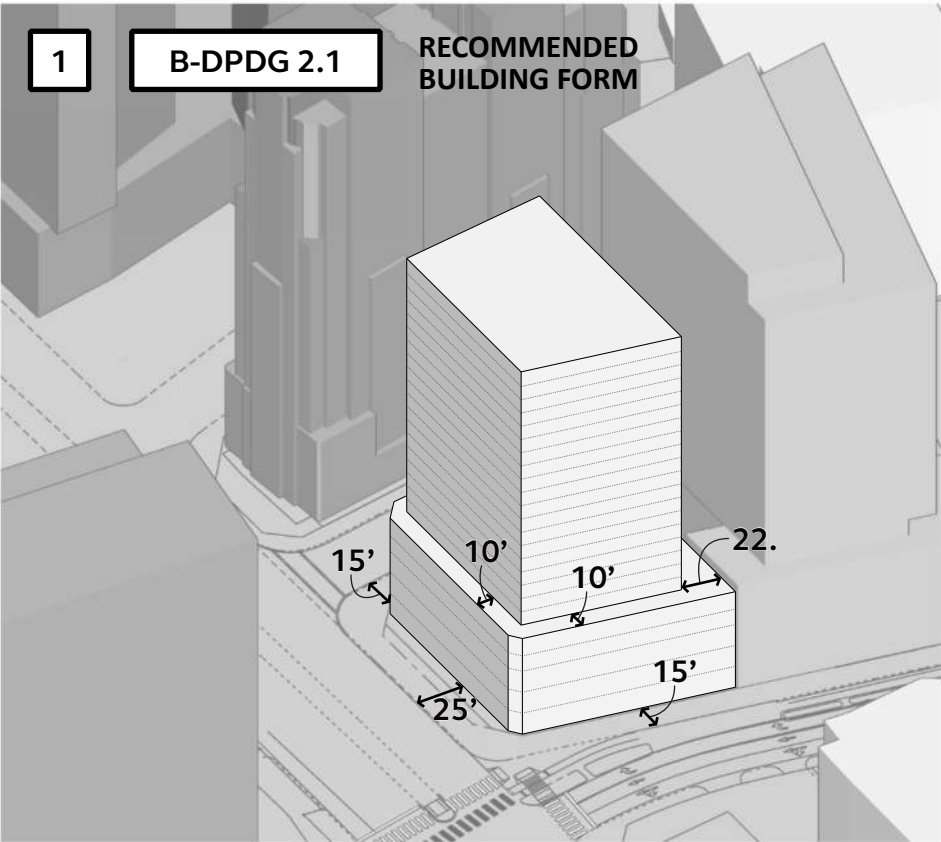
2. Building Form

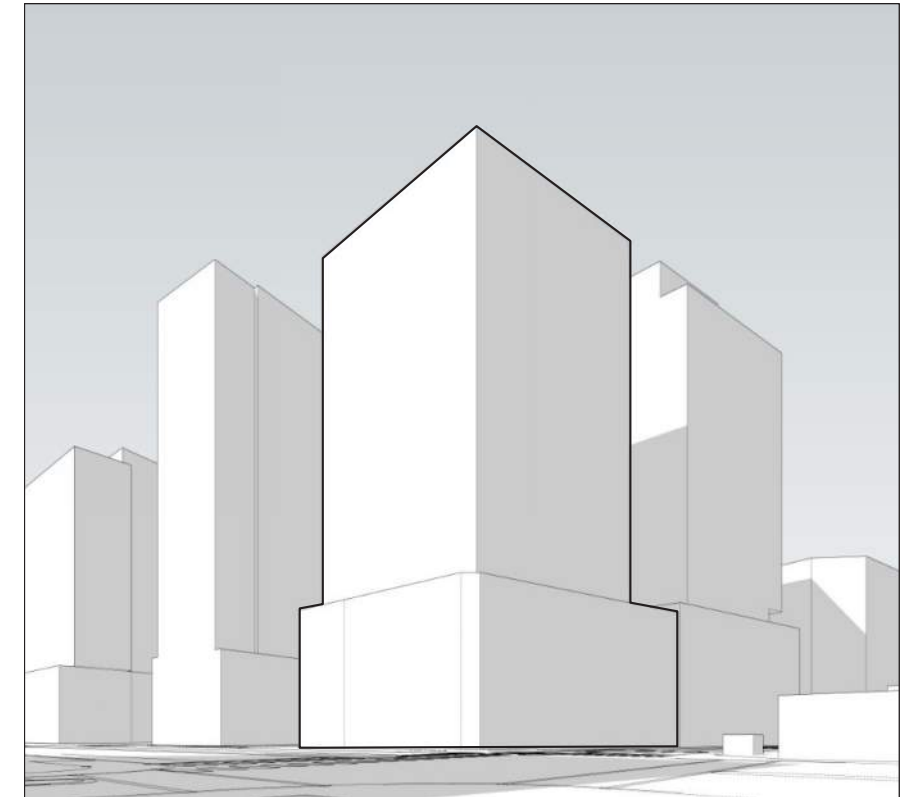
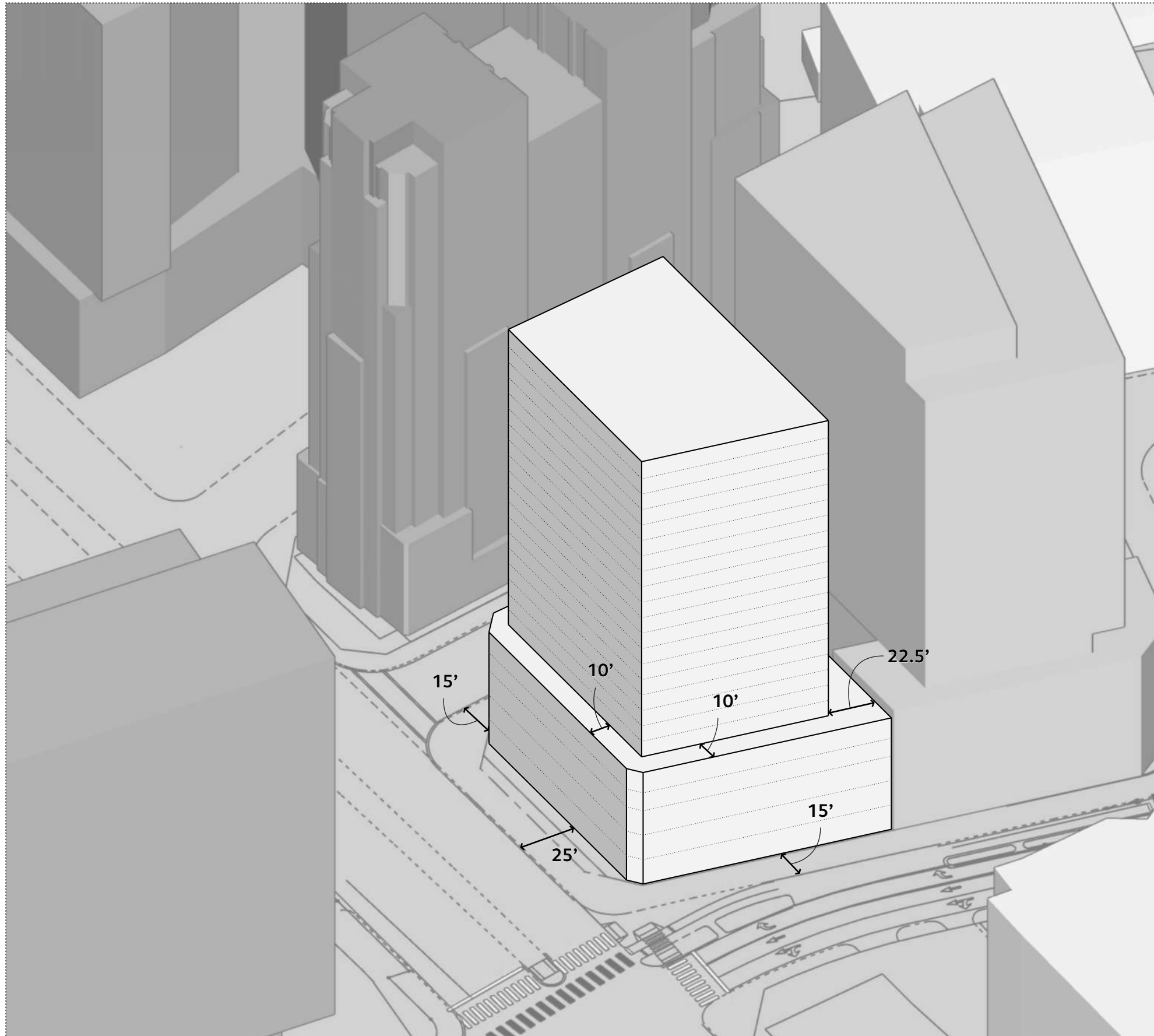
- a. **Goal:** Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.
- Recommendations:**
- Provide building articulation such as step backs, glazing and material changes.
 - Provide building separation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

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

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

1

2.1

RECOMMENDED BUILDING FORM

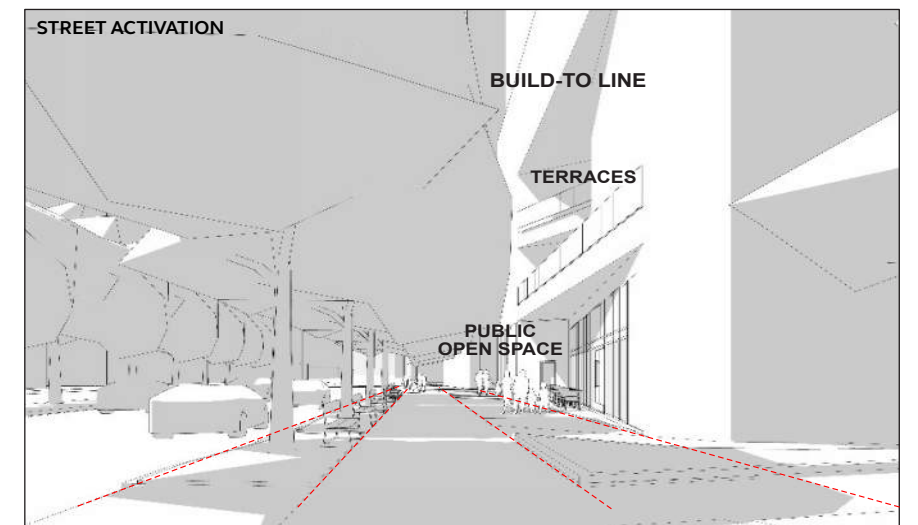
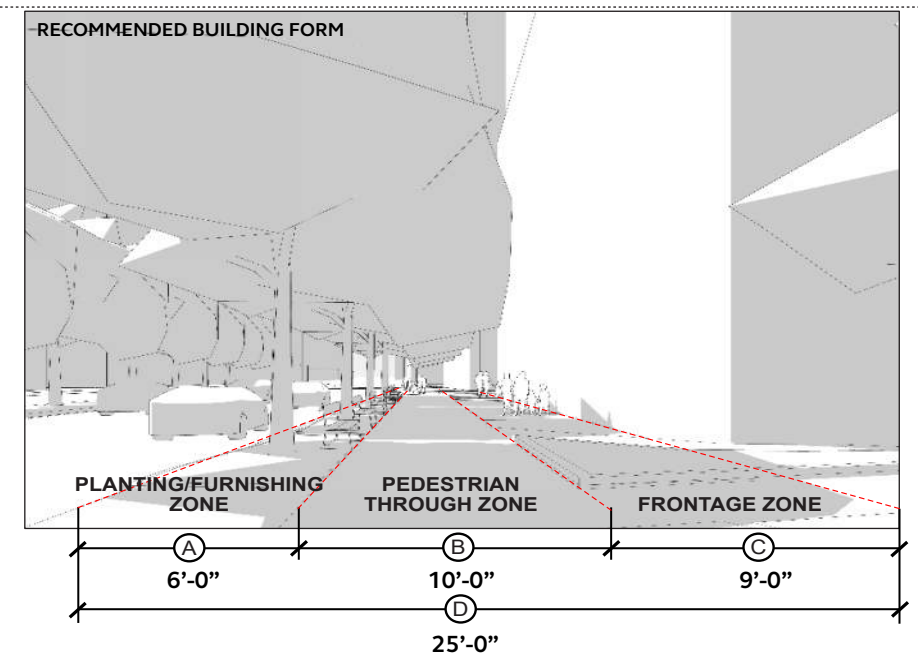
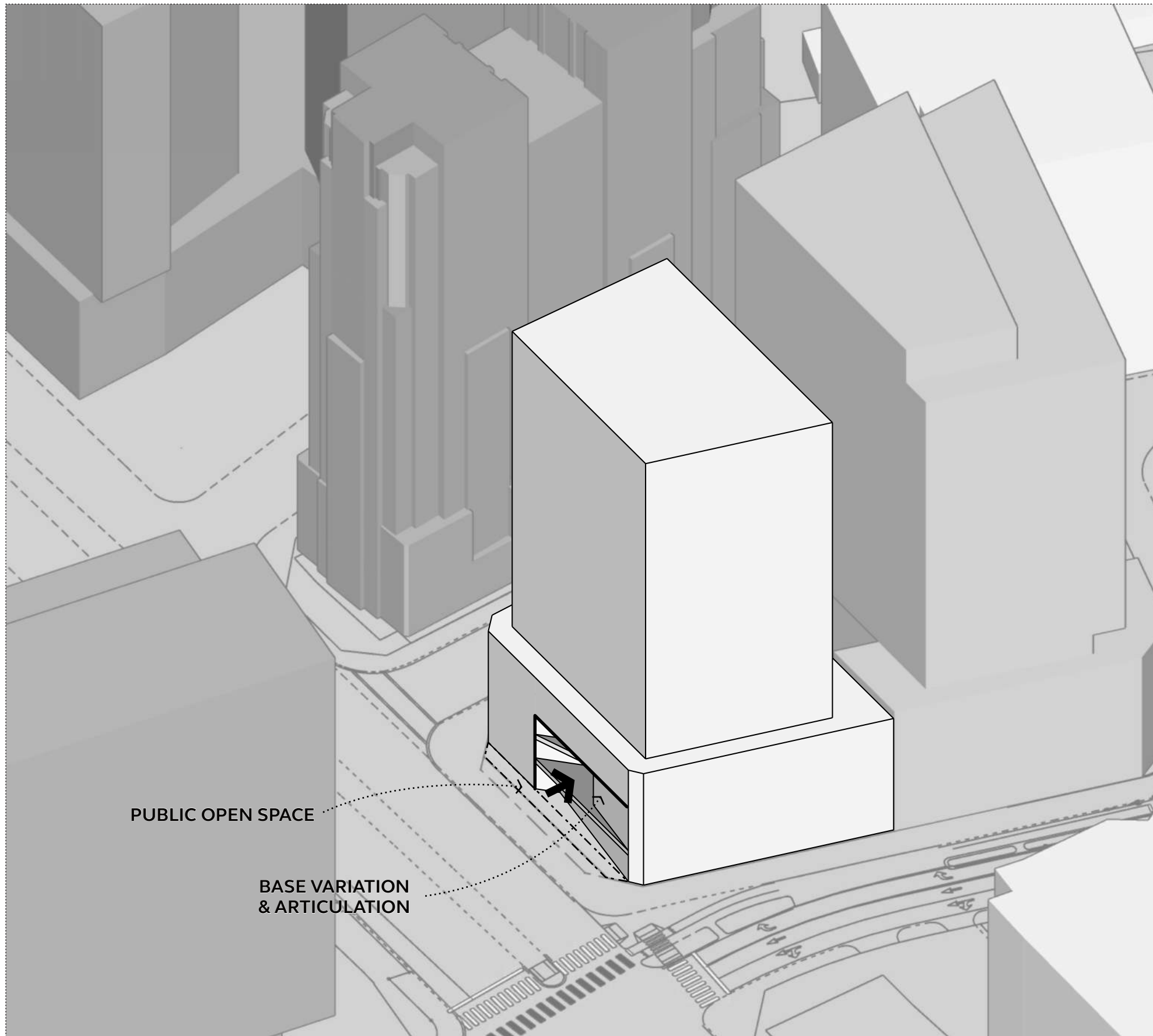
BASELINE

15' BUILD-TO LINE AT MONTGOMERY LANE AND HAMPDEN LANE

25' BUILD-TO LINE AT WISCONSIN AVENUE

10' STEP-BACK TO MONTGOMERY & HAMPDEN





WISCONSIN AVENUE STREET VIEW

2 **2.4.3 & 2.4.4** **BASE: STREET ACTIVATION**

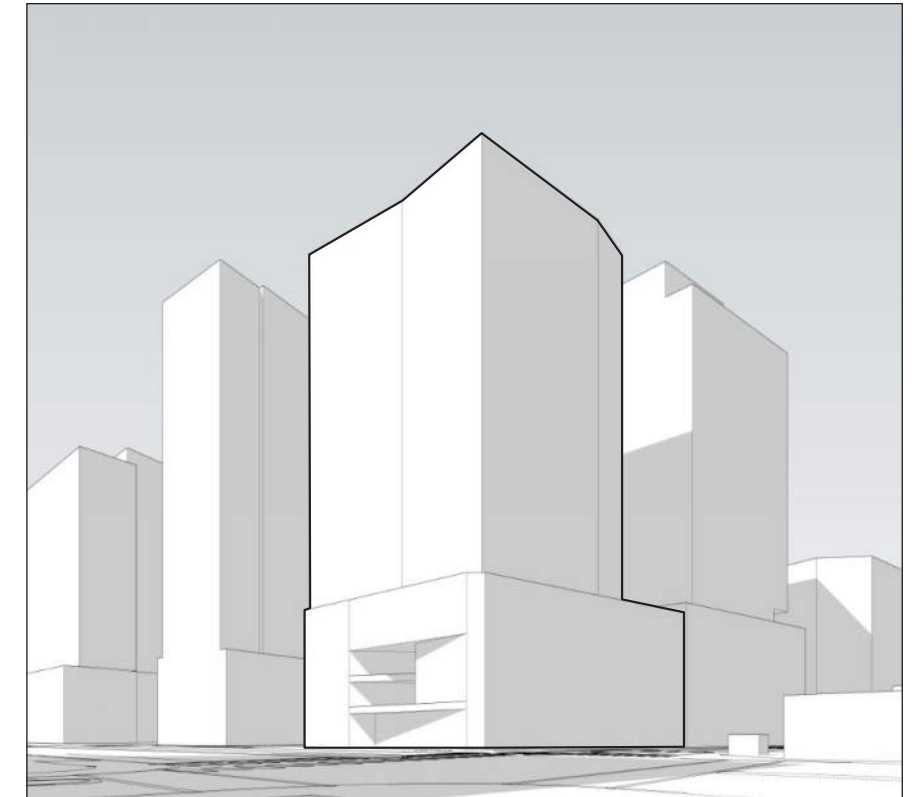
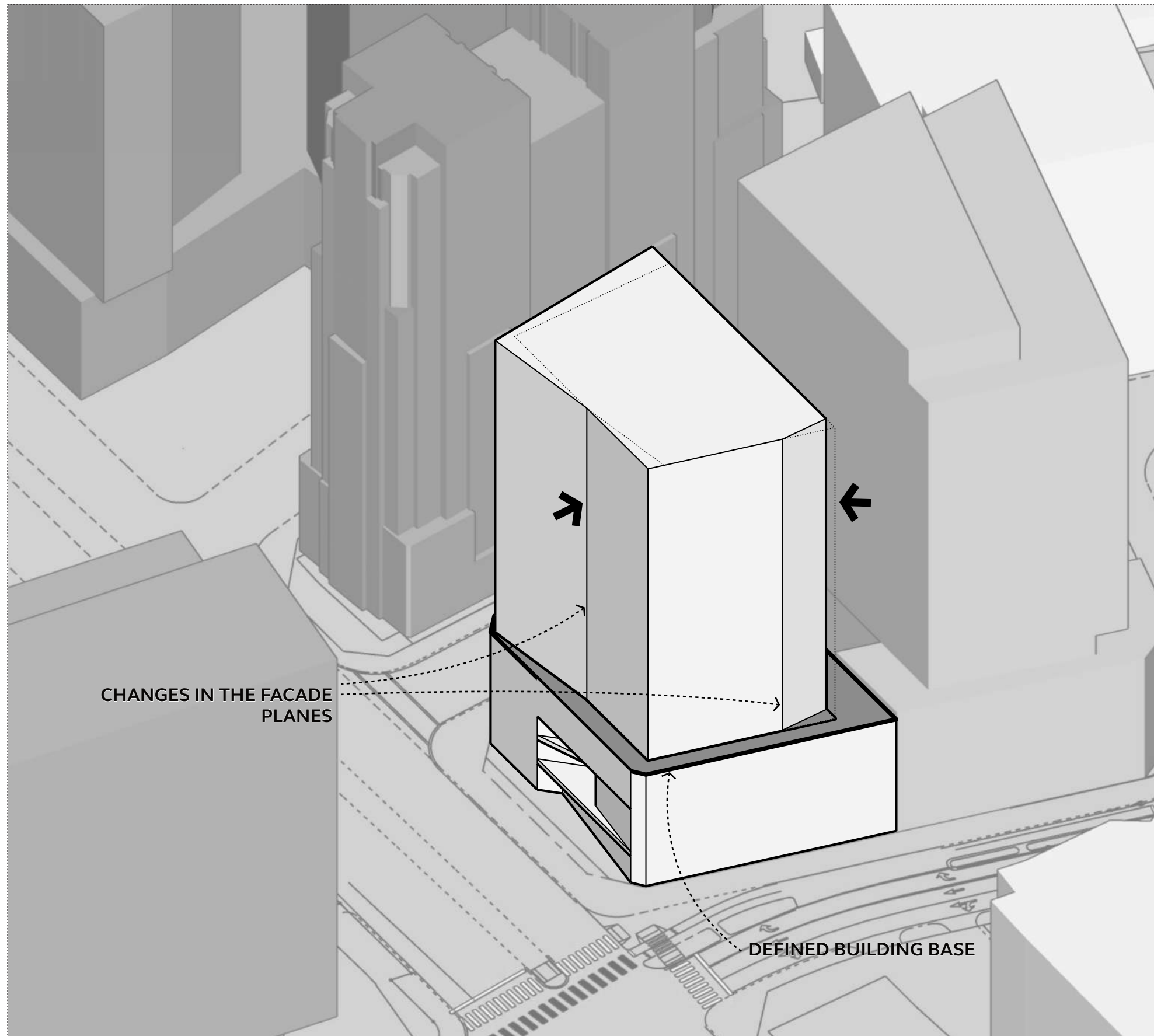
BASE: STREET ACTIVATION

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





STREET VIEW @ WISCONSIN AVE & MONTGOMERY LN

3

2.4.7 & 2.4.8 D

TOWER: MODULATE AND ARTICULATE

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.



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02.26.2020

TOWER: MODULATE AND ARTICULATE

11

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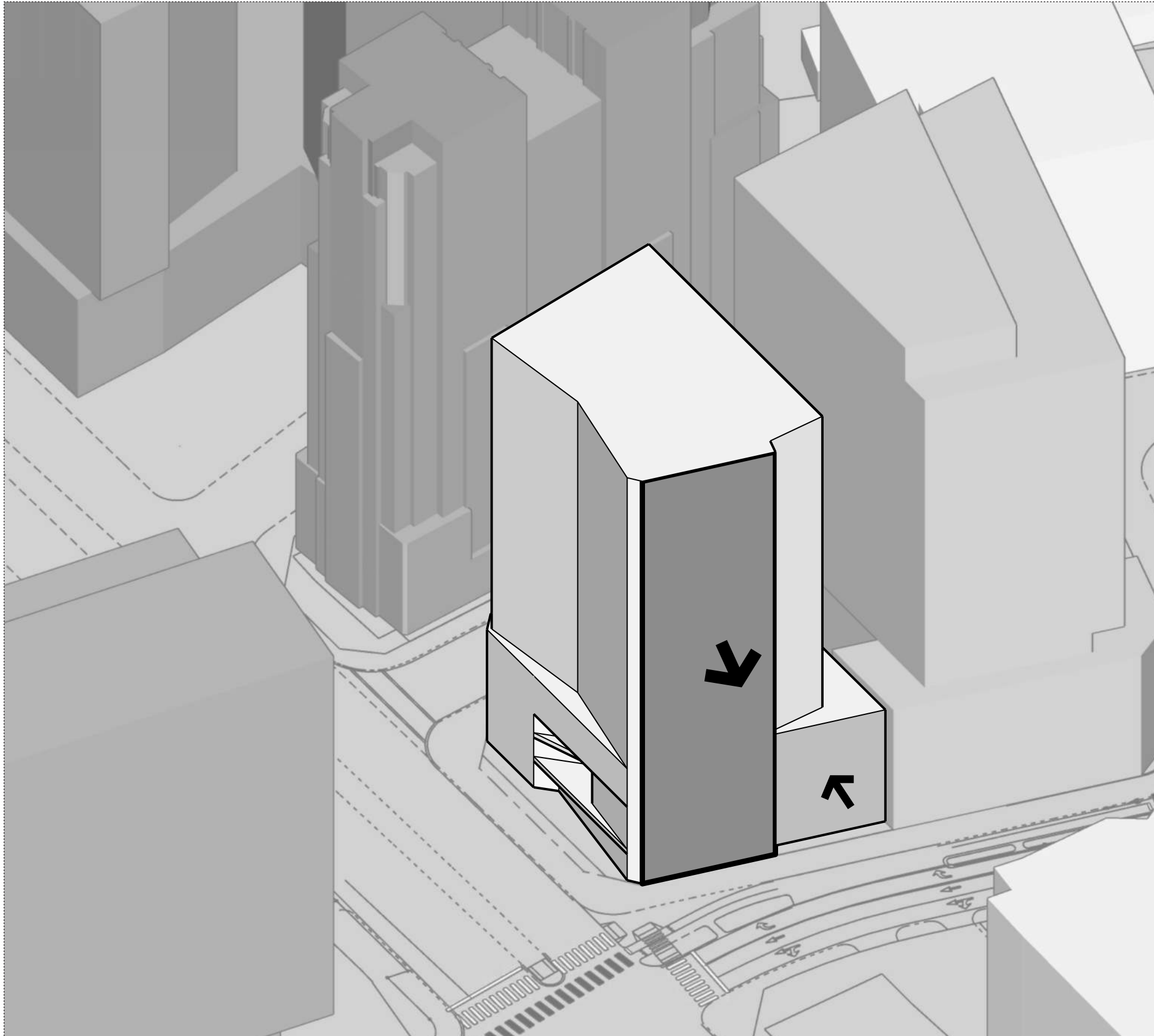
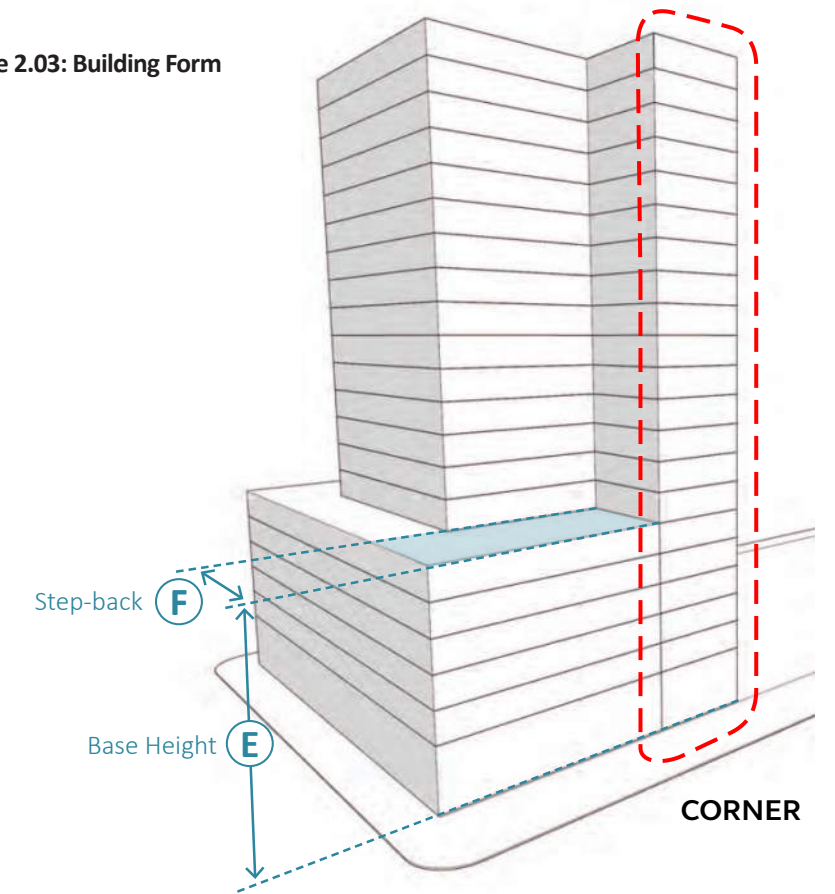


Figure 2.03: Building Form



4

2.4.7 B

CORNER TREATMENT

CORNER TREATMENT

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



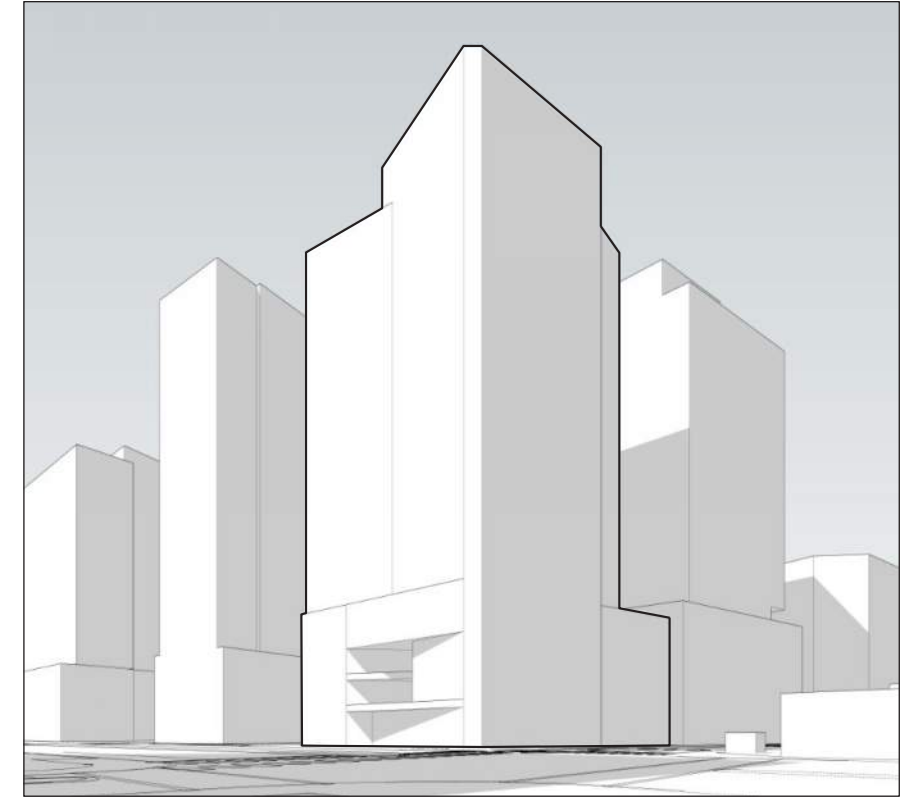
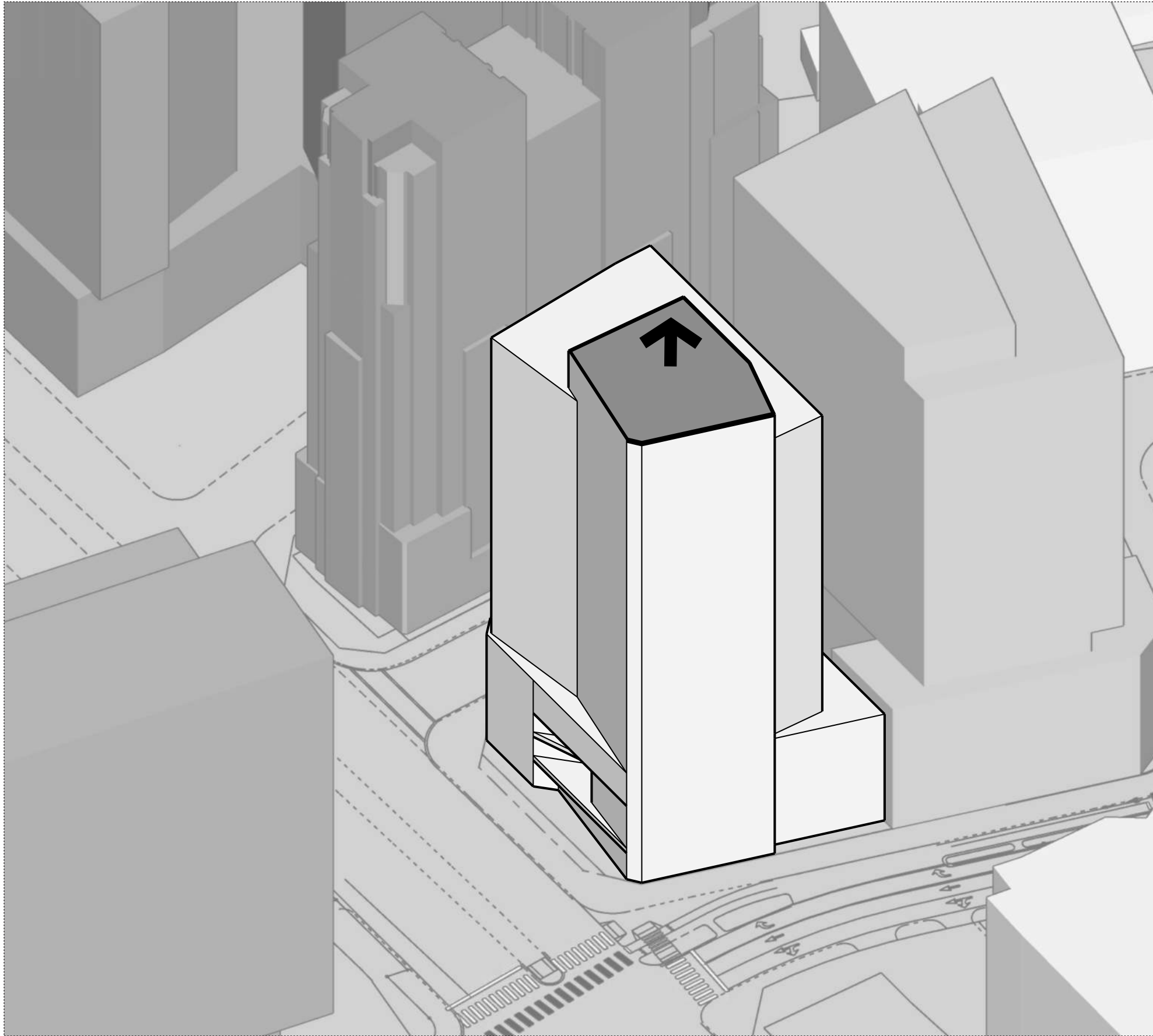
SOUTH BAY SENIOR LIVING TOWER

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CORNERT TREATMENT

12

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STREET VIEW @ WISCONSIN AVE & MONTGOMERY LN

5

2.4.9

TOP: TOWER TOP

TOP: TOWER TOP

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-DPDG 2.4.9.A ENHANCED TOWER TOP

B-DPDG 2.4.9.D CONSIDERS SURROUNDING VIEWS FROM ADJACENT BUILDINGS.

B-DPDG 2.4.9.E SCREENS MECHANICAL EQUIPMENT.

B-DPDG 2.4.9.F TOP HOUSES RESIDENTIAL AMENITY.



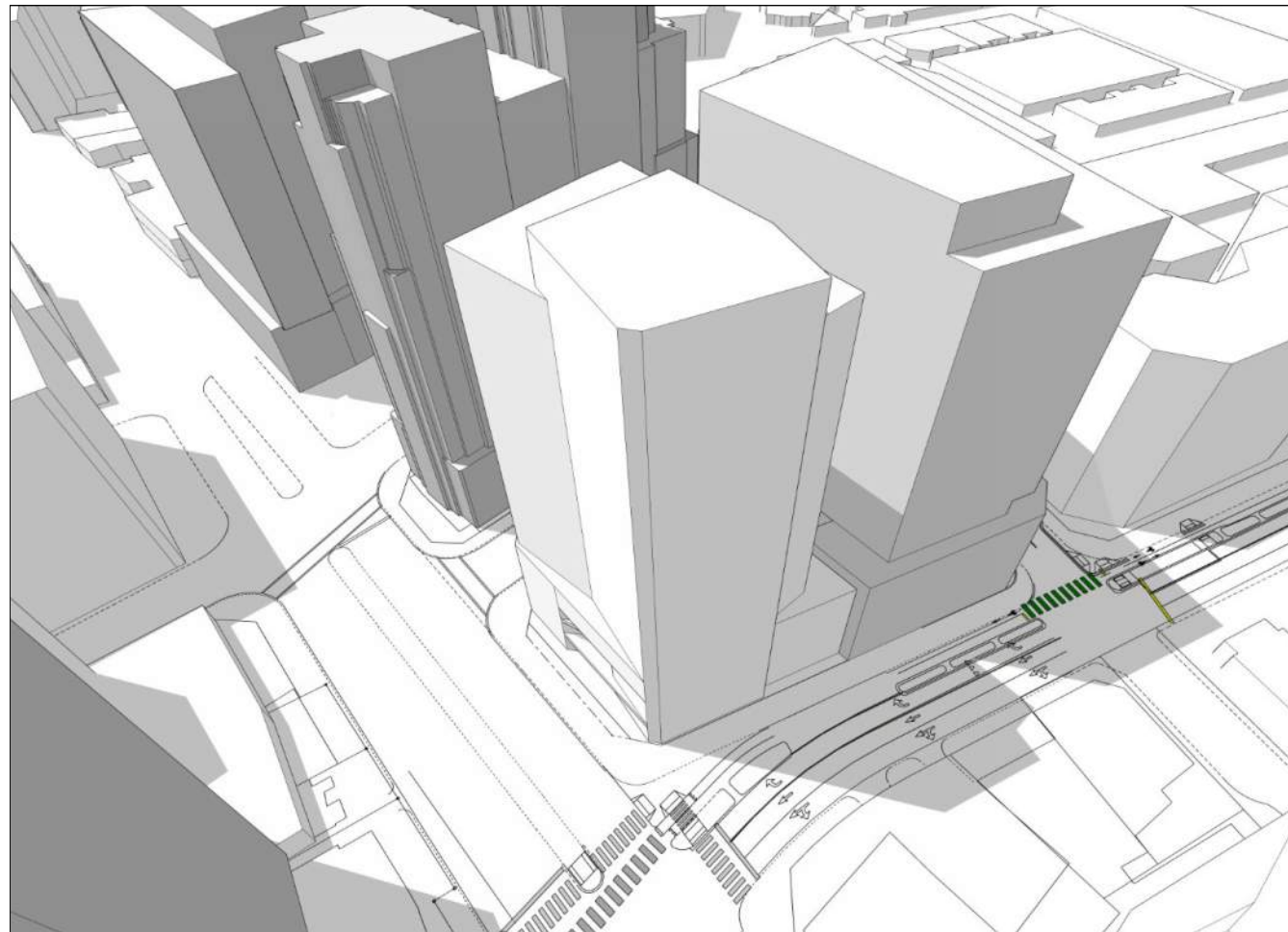
SOUTH BAY SENIOR LIVING TOWER

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02.26.2020

TOP: TOWER TOP

13

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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



SOUTH BAY SENIOR LIVING TOWER

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BUILDING SUMMARY:

ROOFTOP AMENITY

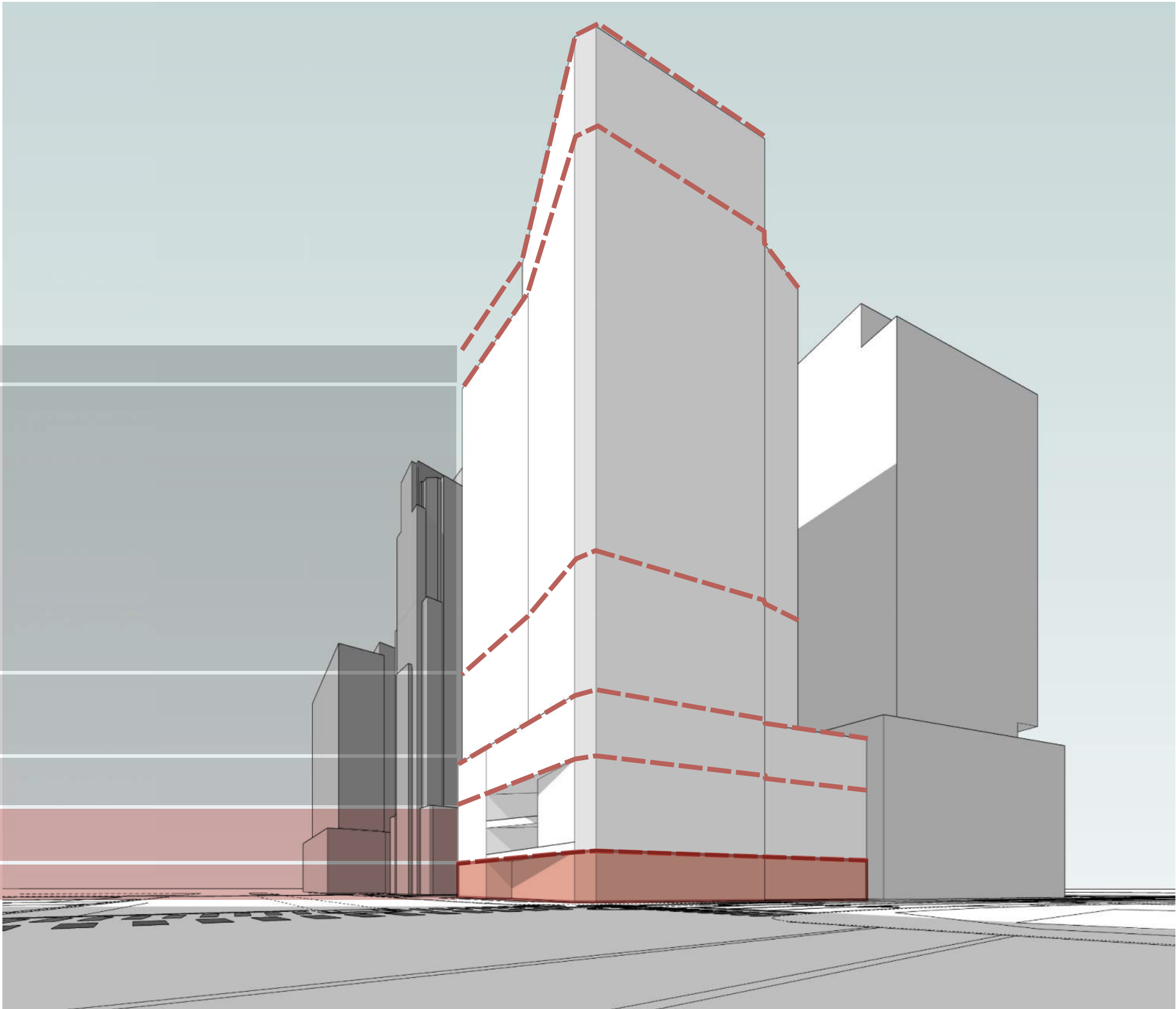
IL INDEPENDENT LIVING

AL ASSISTED LIVING

MC MEMORY CARE
AMENITY

RETAIL UP TO 4,500 SF GLA

UP TO 315,000 GROSS SF
UP TO 300 UNITS





LEISURE

INDEPENDENT LIVING



FOOD EXPERIENCE



ACTIVE

PET FRIENDLY



FOOD AND WELLNESS



COMMUNITY ART WORK



CURATED EXPERIENCE

MEMORY CARE



CONNECTION TO NATURE



“ENCOURAGE
CONNECTION TO
THE STREET”



ACTIVE STREET & LOBBY



HUMAN TOUCH



FULFILL RESIDENT PASSIONS

ASSISTED LIVING



SOUTH BAY SENIOR LIVING TOWER

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02.26.2020

BUILDING PROGRAM

16





LANDSCAPE ELEMENTES:

A. PEDESTRIANZONE - BRICK PAVING TO MATCH EXISTING

B. STREETTREE+ FURNISHING ZONE - CONTINUOUS TREEBOX PLANTING WHERE POSSIBLEW/ CUT THROUGH PAVING ON WISCONSIN AVE.

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

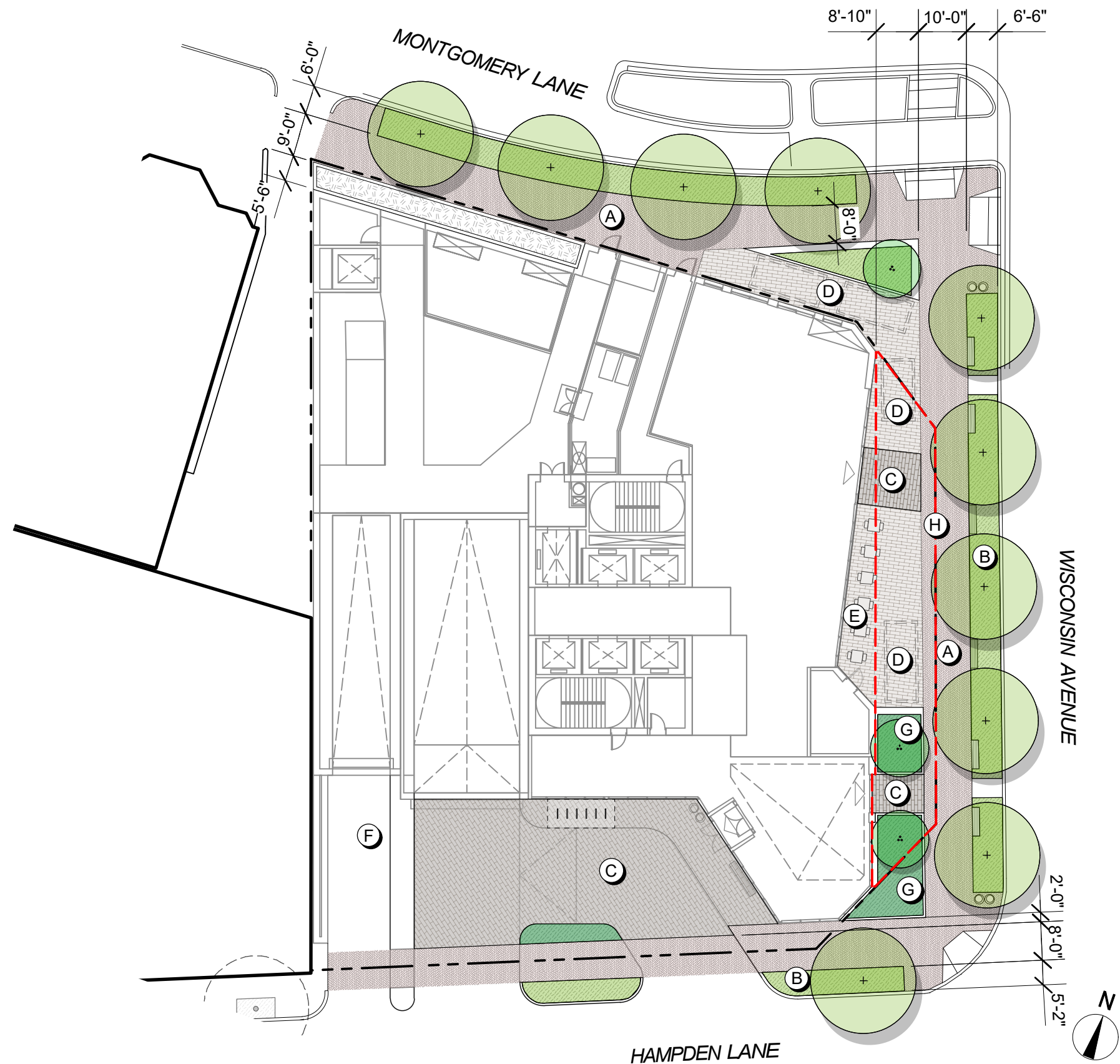
D. UTILITY VAULTS

E. SPECIALPAVING 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.

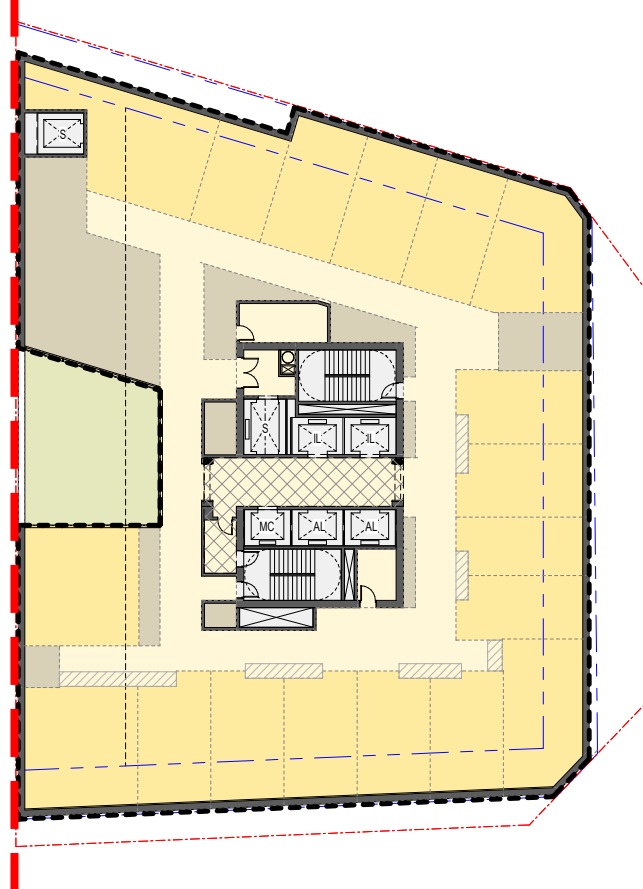


BIKE LANE IMPROVEMENTS @ MONTGOMERY LANE

LOBBY ENTRY & DROP-OFF @ HAMPDEN LANE

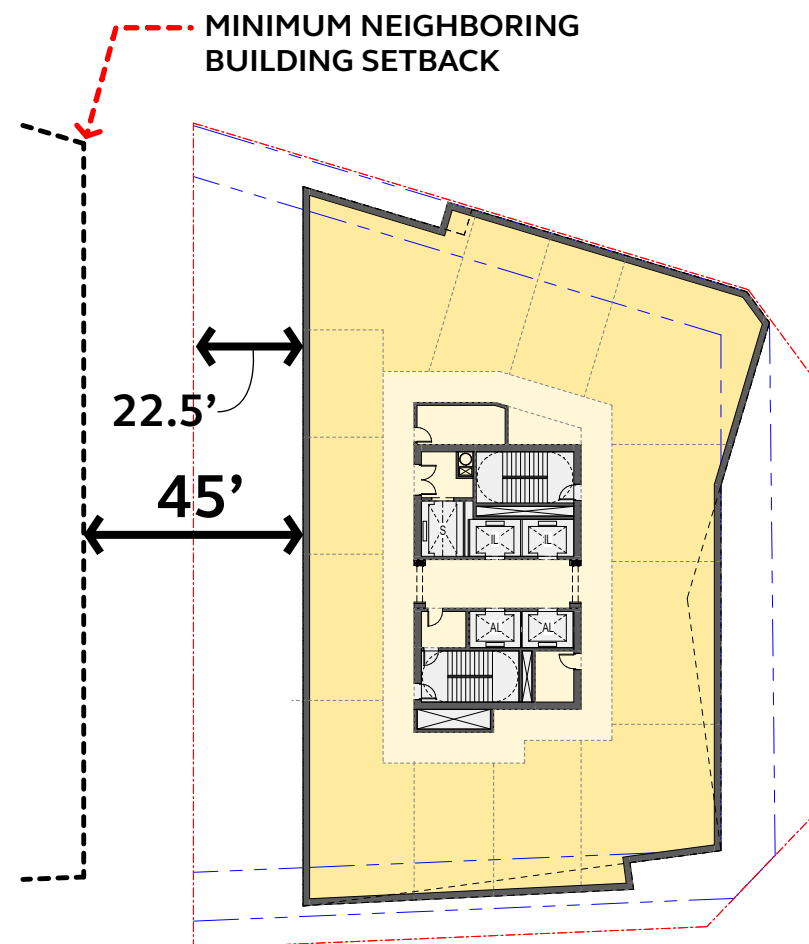


0' INTERIOR PROPERTY SETBACK AT PODIUM



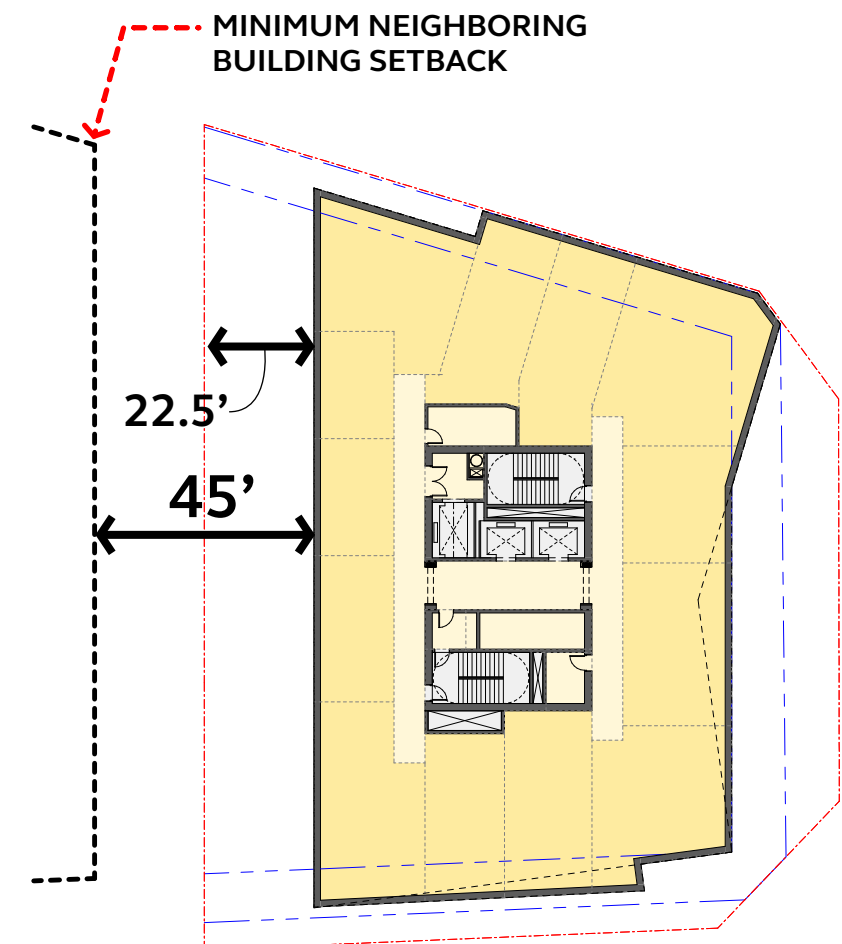
MEMORY CARE
(IN BASE)

MINIMUM NEIGHBORING BUILDING SETBACK

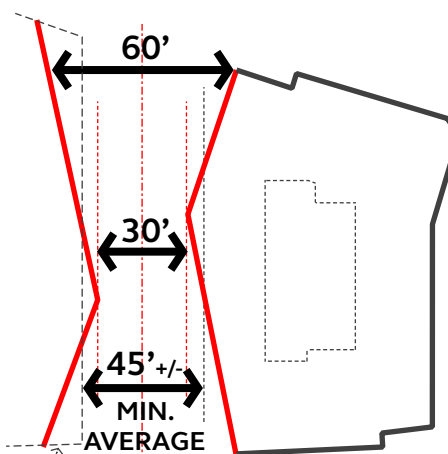


ASSISTED LIVING

MINIMUM NEIGHBORING BUILDING SETBACK



INDEPENDENT LIVING



MINIMUM NEIGHBORING BUILDING SETBACK

*** 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 "SPRAYED" 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.



SOUTH BAY SENIOR LIVING TOWER

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EXAMPLE FLOOR PLANS

21

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LANDSCAPE ELEMENTES:

- 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

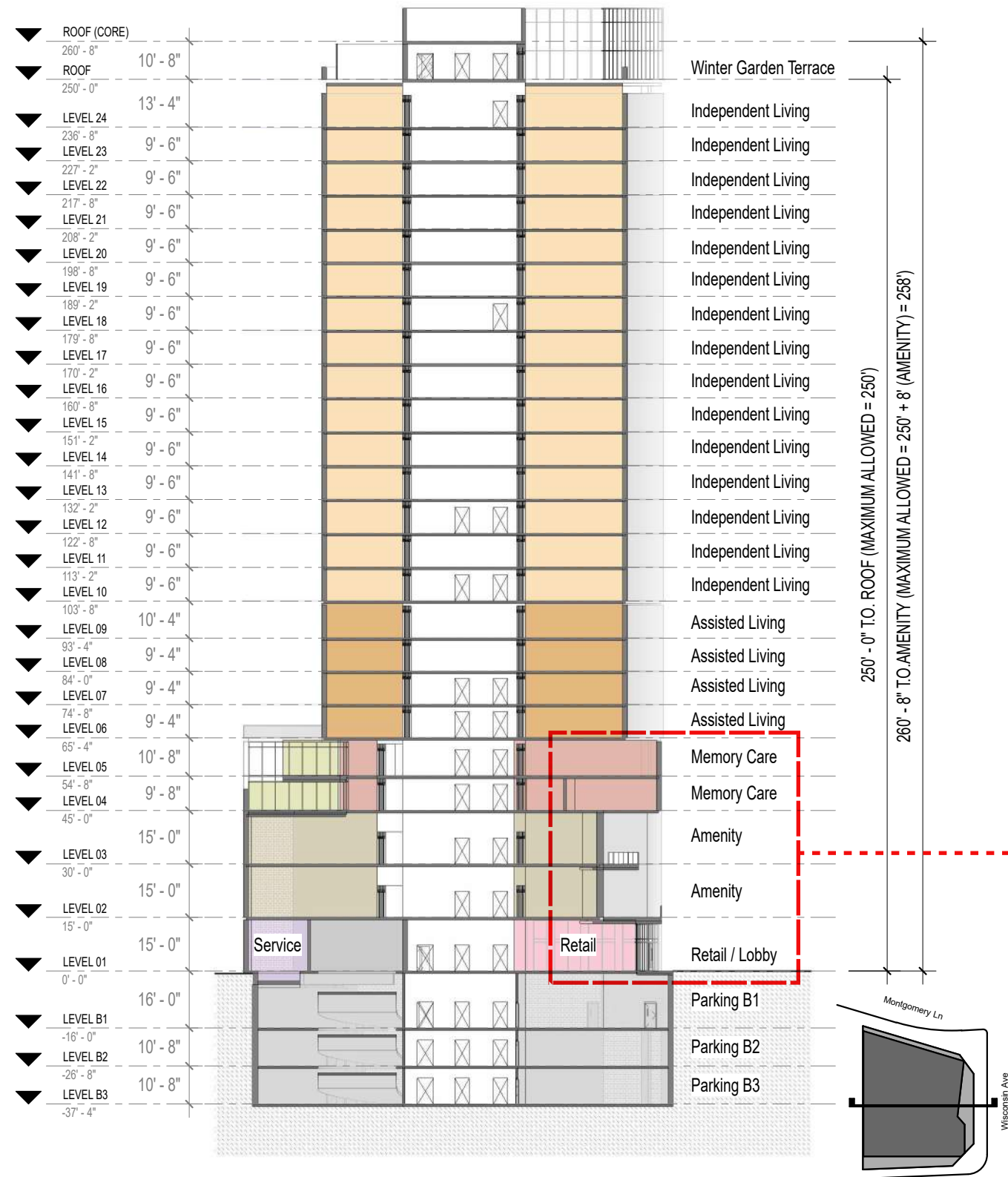


THERAPEUTIC GARDEN



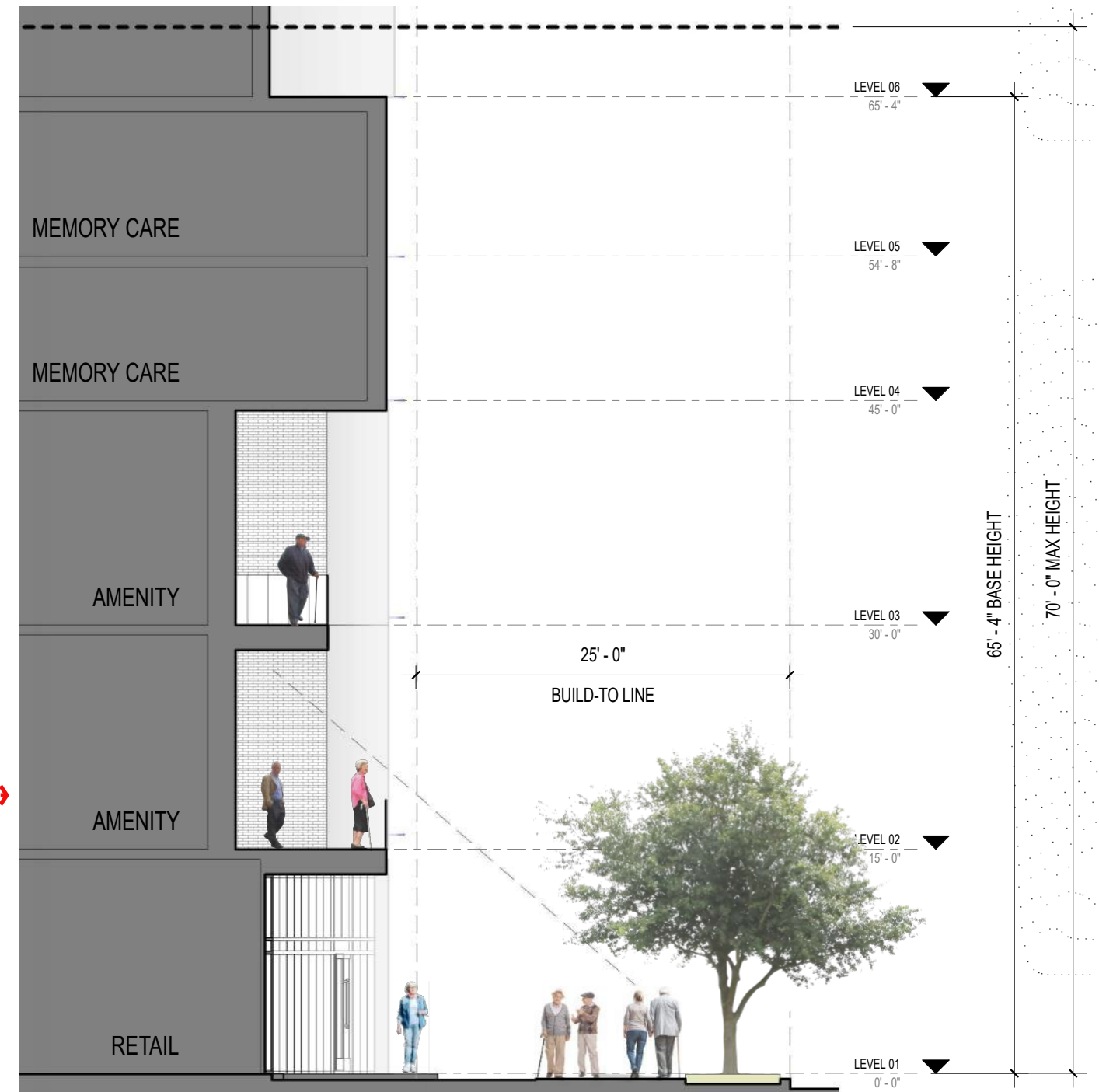
GREENROOF WALKWAY LOOP





BUILDING SECTION

EAST-WEST LOOKING NORTH



STREET SECTION

WISCONSIN AVENUE



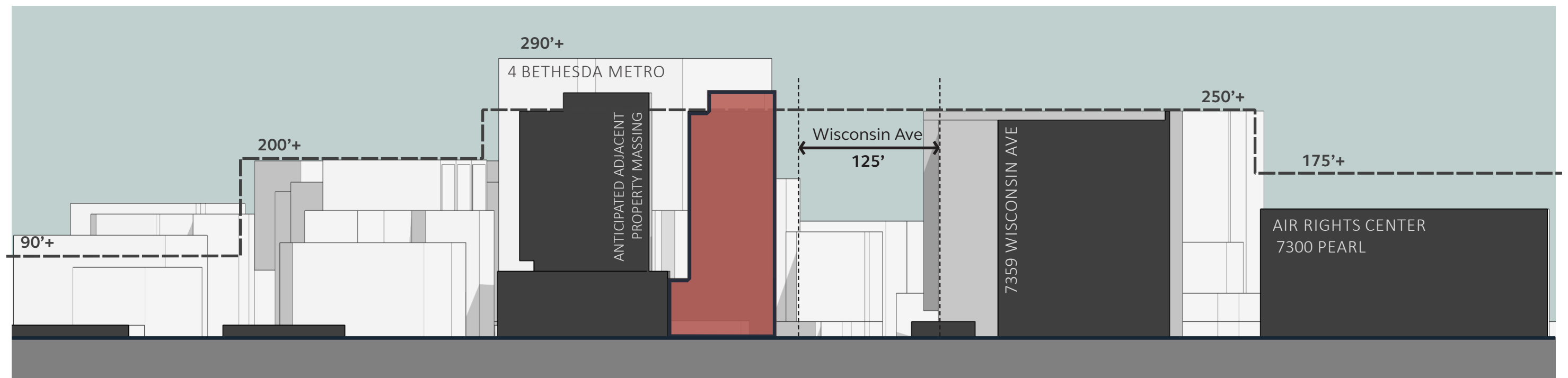
SOUTH BAY SENIOR LIVING TOWER

7340 WISCONSIN AVE, BETHESDA, MD
02.26.2020

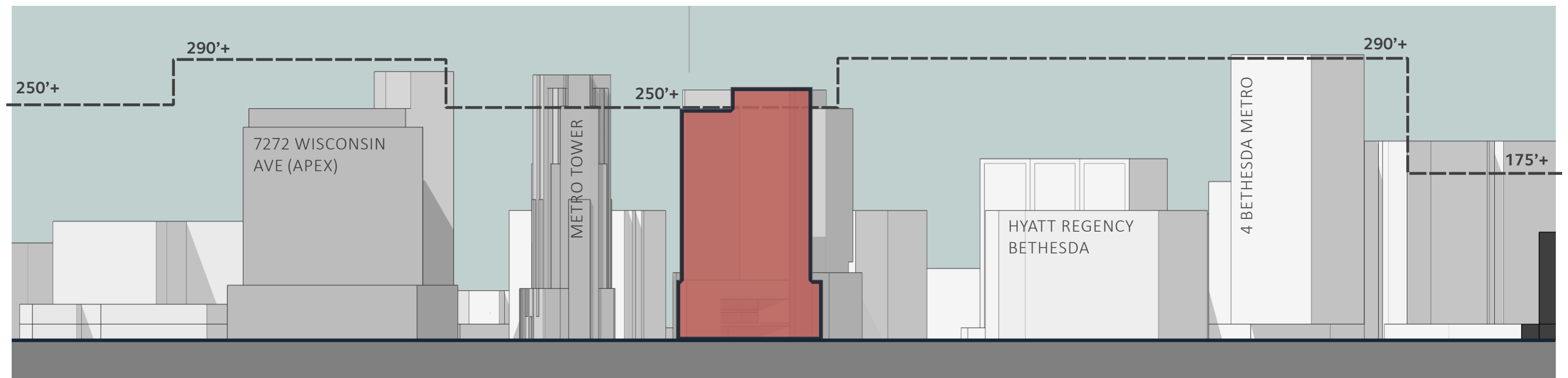
BUILDING SECTIONS

24

CRTKL



WISCONSIN SECTION



ELEVATION ALONG WISCONSIN AVE - LOOKING WEST



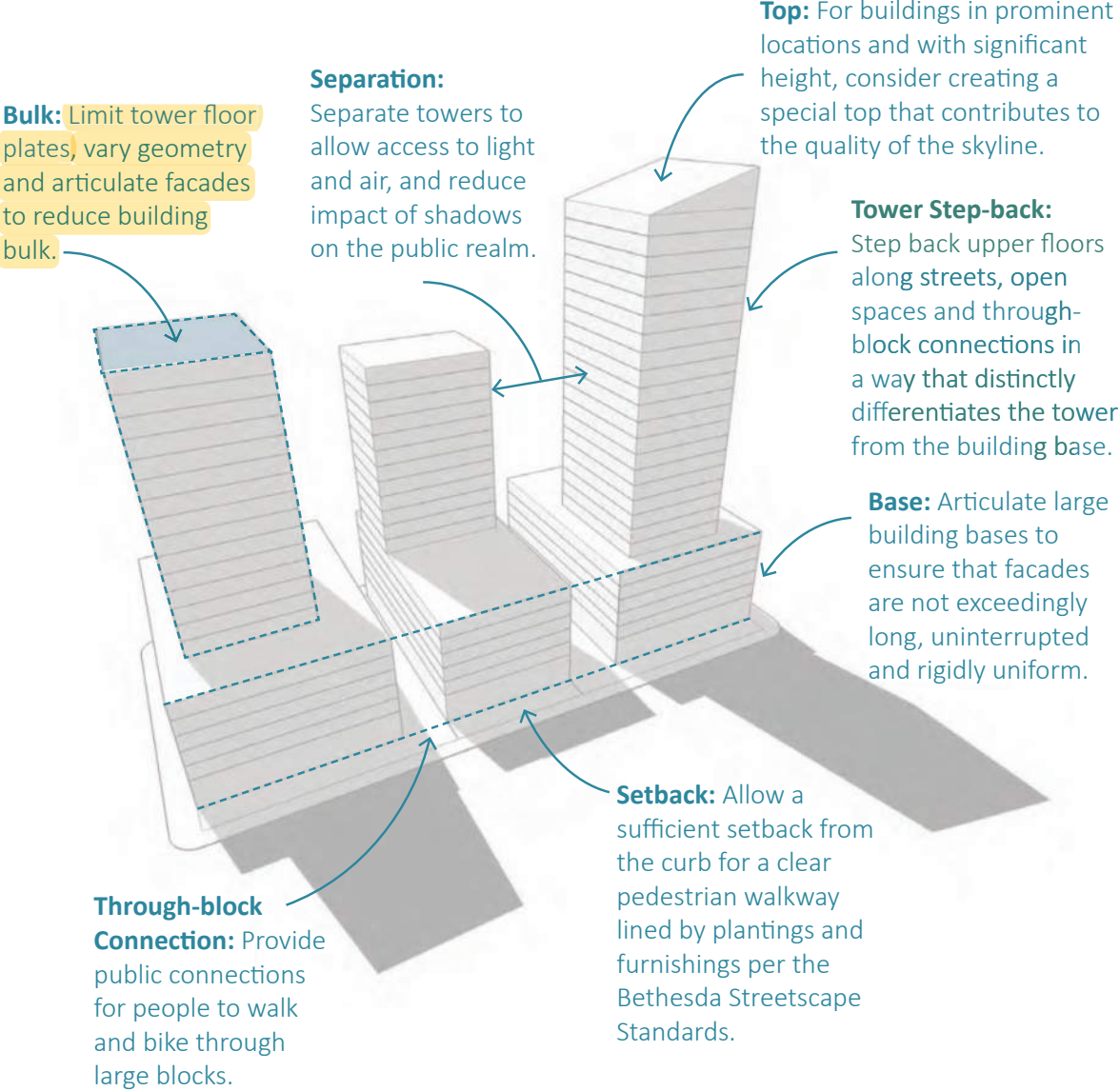


III. APPENDIX



SECTOR PLAN P. 73:

Figure 2.20: Building Form Recommendations



Intent:

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process.

Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

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

SECTOR PLAN P. 104:



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

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

2. Building Form

- a. Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.

Recommendations:

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.

- b. Goal: Provide visual interest along the corridor by highlighting significant points with increased height.

Recommendations:

- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
- Mark the Veteran’s Park Civic Green as a major civic gathering space through signature buildings at this location.

- c. Goal: Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue.

Recommendations:

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

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

DESIGN GUIDELINES P.5:

Guidelines Flexibility

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

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

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

DESIGN GUIDELINES P.10:

2.1.1 Street Types Overview

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

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

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

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

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

DESIGN GUIDELINES P.66:

Top

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

- 2.4.9 Tower Top

Tower

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

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

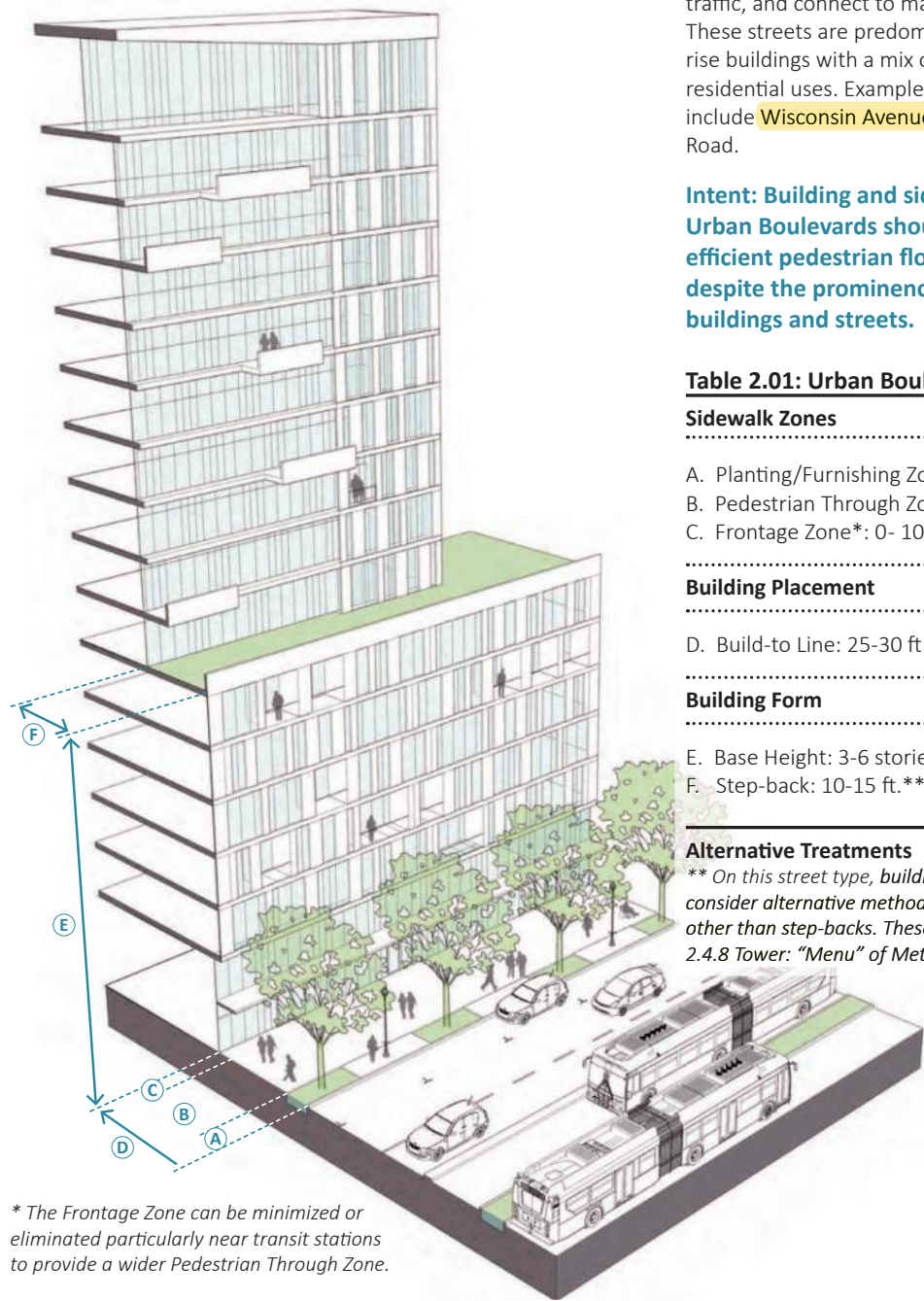
Base

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

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



WISCONSIN AVENUE: DESIGN GUIDELINES P.14:



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

2.1.2 Urban Boulevard

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

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

Table 2.01: Urban Boulevard

Sidewalk Zones

- A. Planting/Furnishing Zone: 6- 10 ft.
- B. Pedestrian Through Zone: 10- 20 ft.
- C. Frontage Zone*: 0- 10 ft.

Building Placement

- D. Build-to Line: 25-30 ft. from street curb

Building Form

- E. Base Height: 3-6 stories (35-70 ft.)
- F. Step-back: 10-15 ft.**

Alternative Treatments

** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.

HAMPDEN AND MONTGOMERY LANES: DESIGN GUIDELINES P.16:

2.1.3 Downtown Mixed-Use Street

Downtown Mixed-Use Streets typically accommodate high levels of pedestrian activity with frequent parking turnover, as well as loading and service access needs for local businesses and multi-unit residential buildings. These streets are predominantly lined by mid- to high-rise buildings with a mix of commercial and residential uses. Examples of Downtown Mixed-Use Streets include Woodmont Avenue and most streets in the Downtown Bethesda core and Woodmont Triangle District.

Intent: Building and sidewalk designs along Downtown Mixed-Use Streets should create a vibrant environment that accommodates the diverse needs of businesses, residents and visitors. Sidewalks should balance ease of walkability for continuous pedestrian flow with space for outdoor uses.

Table 2.02: Downtown Mixed-Use Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5 - 8 ft.
- B. Pedestrian Through Zone: 8 - 12 ft.
- C. Frontage Zone*: 0 - 7 ft.

Building Placement

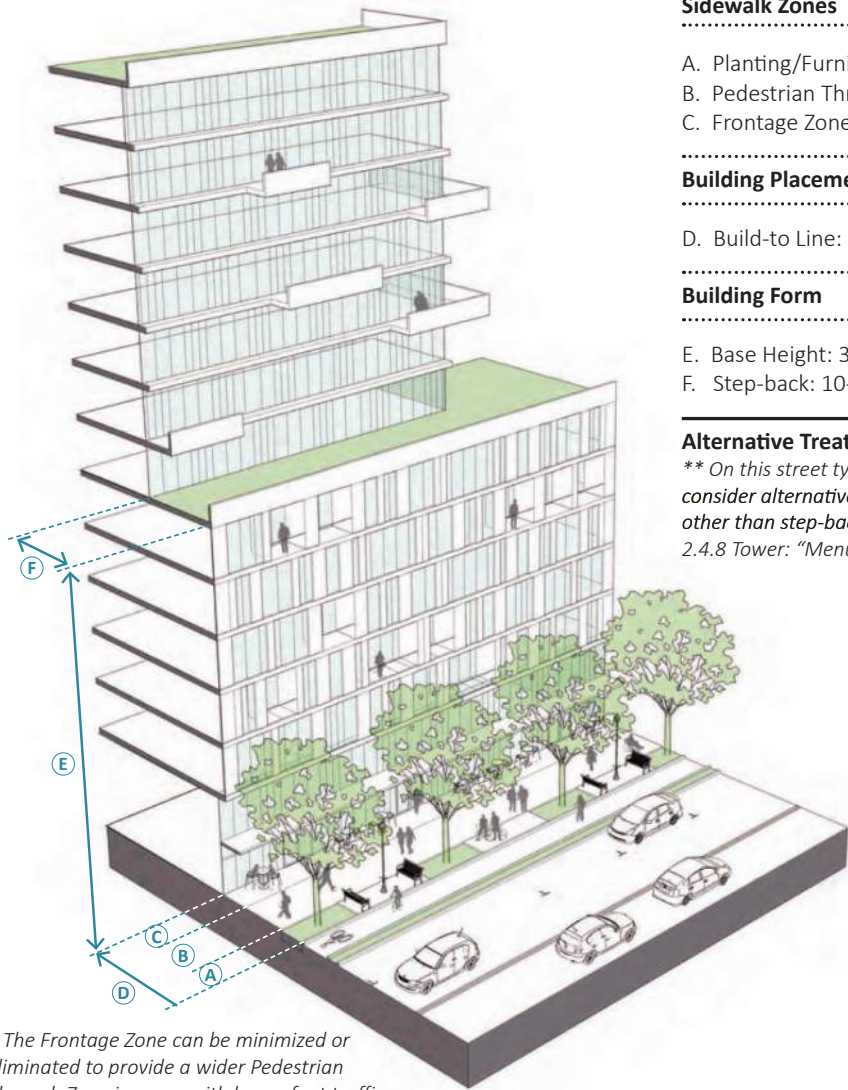
- D. Build-to Line: 15- 20 ft. from street curb

Building Form

- E. Base Height: 3-6 stories (35-70 ft.)
- F. Step-back: 10-15 ft.**

Alternative Treatments

** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.



* 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.



APPLIED TO PROPOSED BUILDING FORM

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.

