

# Bethesda Downtown Design Advisory Panel

## Submission Form

### PROJECT INFORMATION

Project Name	4725 Cheltenham Drive
File Number(s)	TBD
Project Address	4725 Cheltenham Drive

Plan Type

Concept Plan ☒

Sketch Plan ☐

Site Plan ☐

### APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Devon Lauer, Bozzuto	301-623-3650	Devon.Lauer@bozzuto.com
Architect	Sean Stadler, WDG Architecture	202-857-8300	sstadler@wdgarch.com
Landscape Architect	TBD		

### PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF and FAR)
Project Data	CR-3.0, C-2.0, R-2.75, H-90'	90'	4.59 or 74,919 SF
Proposed Land Uses	Multi-family Residential		
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>	<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): 30,126  See attached project description.		



Exceptional Design Public Benefit Points Requested and Brief Justification	See attached design narrative.
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## DESIGN ADVISORY PANEL SUBMISSION PROCESS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
2. A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.
3. Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan: physical model or 3D massing model that can be viewed from different perspectives in real time at the panel meeting, property location (aerial photo or line drawing), illustrative site plan, typical floor plans, sections, elevations, perspective views, precedent images and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. **Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.**



## **4725 Cheltenham Drive Project Description**

Bozzuto Development Company (the “Applicant” or “Bozzuto”) is submitting this pre-concept application to receive input from the Design Advisory Panel on its initial concept plan. Bozzuto is the contract purchaser of the property described below and, as part of its due diligence work, seeks the DAP’s feedback on the proposed massing strategy, site configuration, and ability to achieve at least the minimum amount of exceptional design public benefit points required for projects located in the Bethesda Overlay District. Bozzuto intends to return to the DAP during the Sketch and Site Plan application processes as the design details are advanced.

The Property is located along Cheltenham Drive, just east of its intersection with Wisconsin Avenue, and is currently improved with a single-story automotive repair shop and associated surface parking. The Property has a net lot area of 10,654 square feet and is zoned CR-3.0, C-2.0, R-2.75, H-90’ and located within the Bethesda Overlay Zone. Consistent with the goals and recommendations of the *2017 Approved and Adopted Bethesda Downtown Plan* (the “Downtown Plan”) the Applicant is proposing to redevelop the existing commercial use with a mid-rise residential development (the “Project”). Specifically, the Project will contain approximately 74,919 square feet of density, including up to approximately 67 units, and an overall height of 90 feet. The Project will include a minimum of 15% Moderately Priced Dwelling Units (“MPDUs”).

The building’s design responds to the Property’s transitional location on the edge of the Central Business District (“CBD”). The proposed residential use will be more compatible with the confronting local park than the existing commercial use, and will provide a more appropriate transition to the residential homes located just outside the CBD boundary. Additionally, the proposed development will greatly improve the pedestrian connection between the nearby residential neighborhoods and the CBD. The existing curb cut located along Cheltenham Drive is proposed to be eliminated, which is a key element to improving the streetscape experience. Vehicular access for the Project will be accommodated off the service alleyway located along the eastern edge of the Property. Consistent with the Downtown Plan’s designation of Cheltenham Drive as a Canopy Corridor, the proposed street design will also incorporate additional tree plantings, within amended tree panels, to increase the tree canopy along Cheltenham Drive.

The building massing has been designed to respond to the recommendations of the *2017 Approved Bethesda Downtown Plan Design Guidelines* (the “Design Guidelines”). Given the proposed building height (*i.e.* 90 feet) and site area (*i.e.* 10,654 square feet), the project takes advantage of the alternative compliance afforded to small sites and buildings with lower heights in order to achieve a viable development appropriate for the site. Cheltenham Drive is classified as a Neighborhood Local Street in the Design Guidelines. As illustrated in the design documents, the Project’s design complies with those guidelines by either meeting the specific numerical requirements or utilizing permitted alternative treatments.

The building has been designed to establish a continuous street edge and incorporates ample transparency and articulation at the ground plane along Cheltenham Drive, to further define and actively engage the street. Specifically, the building will be setback approximately 16 feet from the curb, consistent with the recommended building placement for Neighborhood Local Streets (*i.e.* 12-15 feet). The Project will employ several alternative “menu” options including a series of more discrete step-backs, unique geometry, modulated and articulated facades, undulations, and/or variations in building materials and colors. Specifically, the tower’s unique “folding” façade creates varying setback between 6 and 10 feet and greatly reduces the perceived mass viewed from different perspectives. The building base has been articulated into two and three-story height (*i.e.* two to four story base height recommended for Neighborhood Local Streets) and together with the subtle geometry of the tower, contributes to create a dynamic massing. All of this will be accomplished while simultaneously providing a consistent street edge that is reflective of the Property’s urban character.

The Design Guidelines recommend tower separations but also recognize that party walls may be appropriate for buildings below 120 feet or with limited property size/width/depth. Here, the Property is bordered to the west and north by a much larger site (approximately 51,176 square feet) that is currently improved with a CVS and large surface parking lot, to the east by a service alley, and to the south by Cheltenham Drive. As discussed above, the Property size is extremely constrained and the Project is only proposing a maximum building height of 90 feet. Additionally, based on the adjacent site’s size, shape, and configuration along Wisconsin Avenue, it is logical that it will eventually be improved with a development that would be built to the western Property boundary. For all of these reasons, the Applicant is proposing a party wall along the western Property boundary. The Applicant will continue to explore design treatments for this façade to provide visual interest until such time as the adjacent site redevelops. The northern façade will be setback approximately 14 feet from the Property boundary, which will allow for approximately 40-50 percent of glazing along this façade.

The Applicant is extremely excited to be able to move forward with this project, in this part of Downtown Bethesda. The Applicant and its development team have studied the Design Guidelines and the Sector Plan, and believe the Project substantially respond to the goals and recommendations of both documents. We look forward to appearing before the DAP as a first step toward the ultimate redevelopment of this Property.



## **4725 Cheltenham Drive Architectural Narrative**

The Project design will deliver exceptional design qualities that enhance the public realm, use materials and forms that are unique to the immediate vicinity, serve as a compact infill development bridging the Wisconsin Avenue Corridor and the open space of the Cheltenham Urban Park, and utilize sustainable strategies that lower the environmental impact of this project.

The building will enhance the public realm and create a pedestrian environment that connects public spaces between Cheltenham Urban Park and Veterans Park in a way that will help to balance the large-scale developments along the Wisconsin Avenue Corridor with the neighborhood local street of Cheltenham Drive, which transitions into a residential street beyond the Central Business District. The streetscape also acknowledges the green corridors that connect these parks as part of the Canopy Corridor. The project will prioritize street tree plantings along the proposed bicycle network as it expands this linear green corridor. The unique massing of the building design will allow the street to receive sufficient light to maintain healthy trees along this corridor. The street will also be activated through the building's lobby and ground floor units that are currently proposed to have direct access to the street, all of which will further enliven the public realm and create eyes on the street.

The base of the building has been designed to provide plane changes in the façade that accentuate vertical and horizontal breaks which help to distinguish the public entry of the building and the private entrances of ground floor residential units. A variation of materials between the base of the building and the residential tower will also contribute to a more varied building. Utilizing more open and transparent materials at the base of the building while transitioning to a mix of materials on the upper floors will further create this textural differentiation.

Through alternative treatments to the massing of the building's form, a thoughtfully sculpted residential tower further defines the base of the building and allows the tower above to recede and step back to provide a more human-scaled building edge along the street. The unique form of the building anchors the corner and increases sight lines to the urban park.

The site allows for a relatively small footprint creating a need to design a compact building which will provide sixty-seven residential units on a Property that is currently improved with a low-density commercial automotive repair use and associated surface parking. The change in use will encourage more pedestrian activity and strengthen the relationship of the residential neighborhood to the retail and commercial corridor. An enlivened roof terrace will top the building form – enhancing the skyline and allow the residents to take advantage of the site's unique views.

# 4725 Cheltenham Drive | Bethesda, Maryland

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DAP SUBMISSION  
02.12.2020

**Owner/Developer:**

Bozzuto Development  
6406 Ivy Lane, Suite 700  
Greenbelt, MD. 20770

**Architect:**

WDG Architecture  
1025 Connecticut Avenue, NW, Suite 300  
Washington, DC. 20036



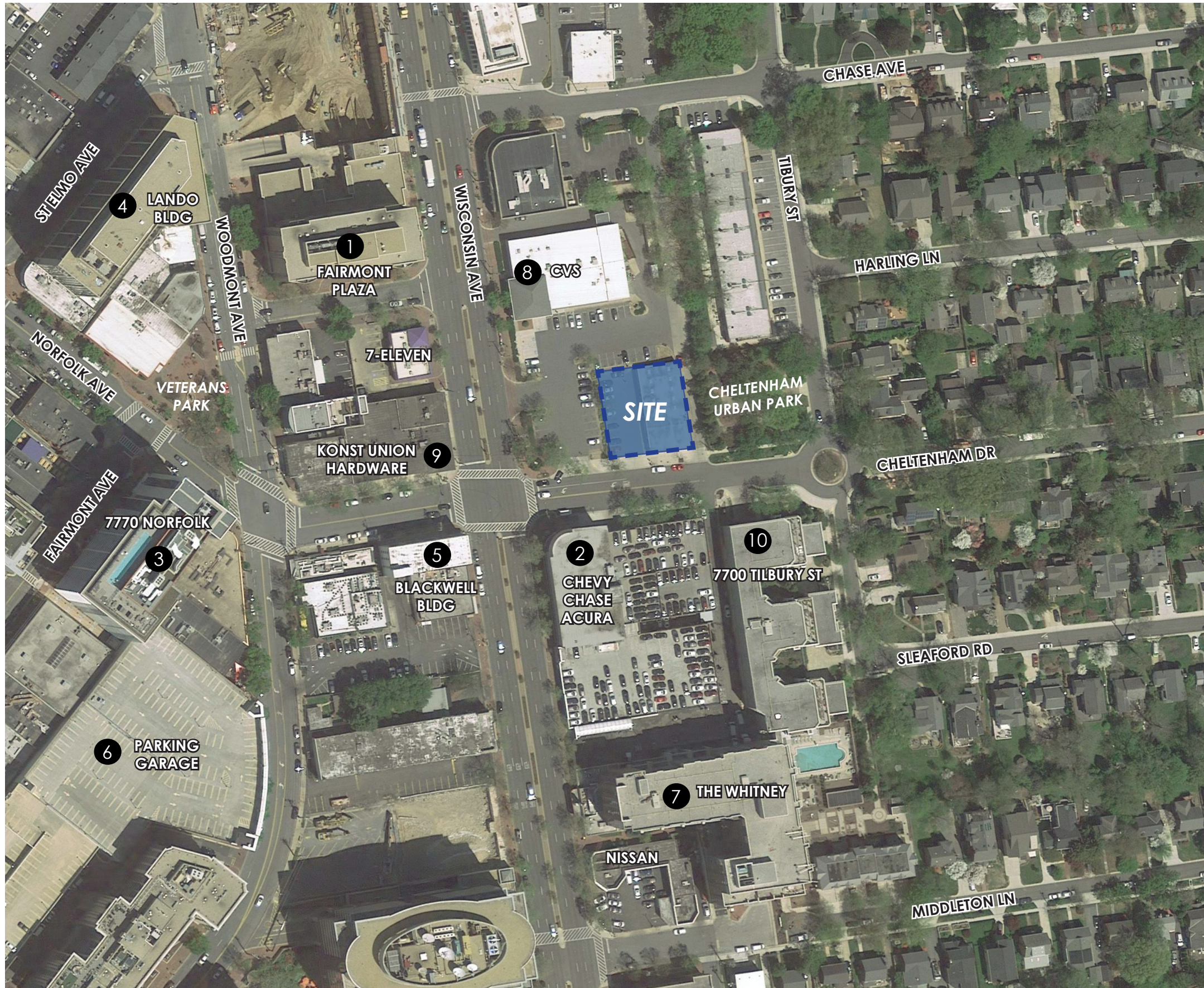
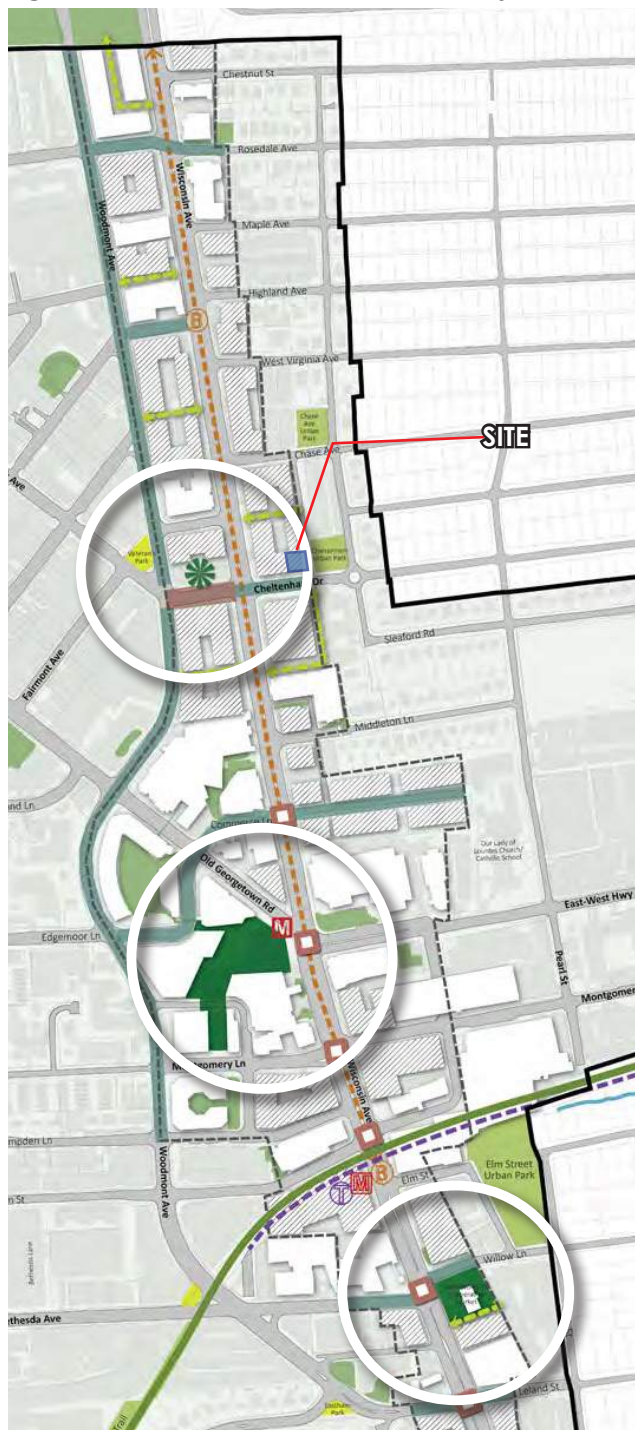


Figure 3.01: Wisconsin Avenue Corridor Key Sites



- Sector Plan Boundary
- District Boundary
- M-NCPPC Park
- County DOT Owned Public Space
- Privately Owned Public Use Space
- Trail
- Metro Station
- Proposed Metro Station Entrance
- Proposed Purple Line
- Proposed BRT
- Recommended Bike Priority Street + Canopy Corridor
- Recommended Public Connection
- Recommended New Street
- Recommended Shared Street
- Enhanced Intersection
- Recommended/Enhanced Open Space
- Potential Open Space (Location TBD)
- Illustrative Potential Development





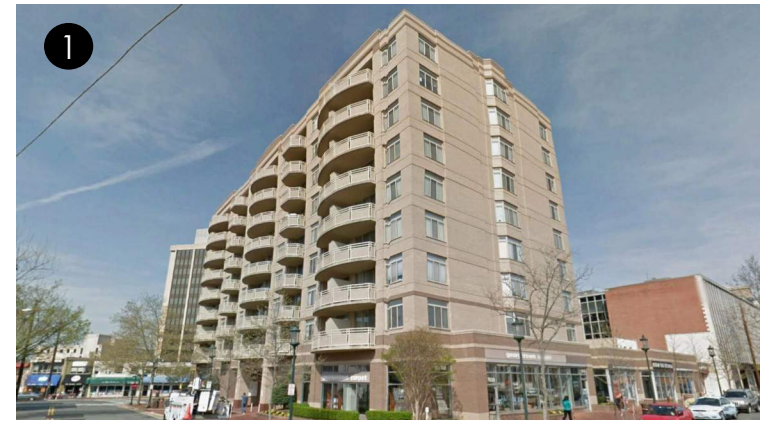
7704 TIBURY ST



CHELTENHAM DR-LOOKING EAST



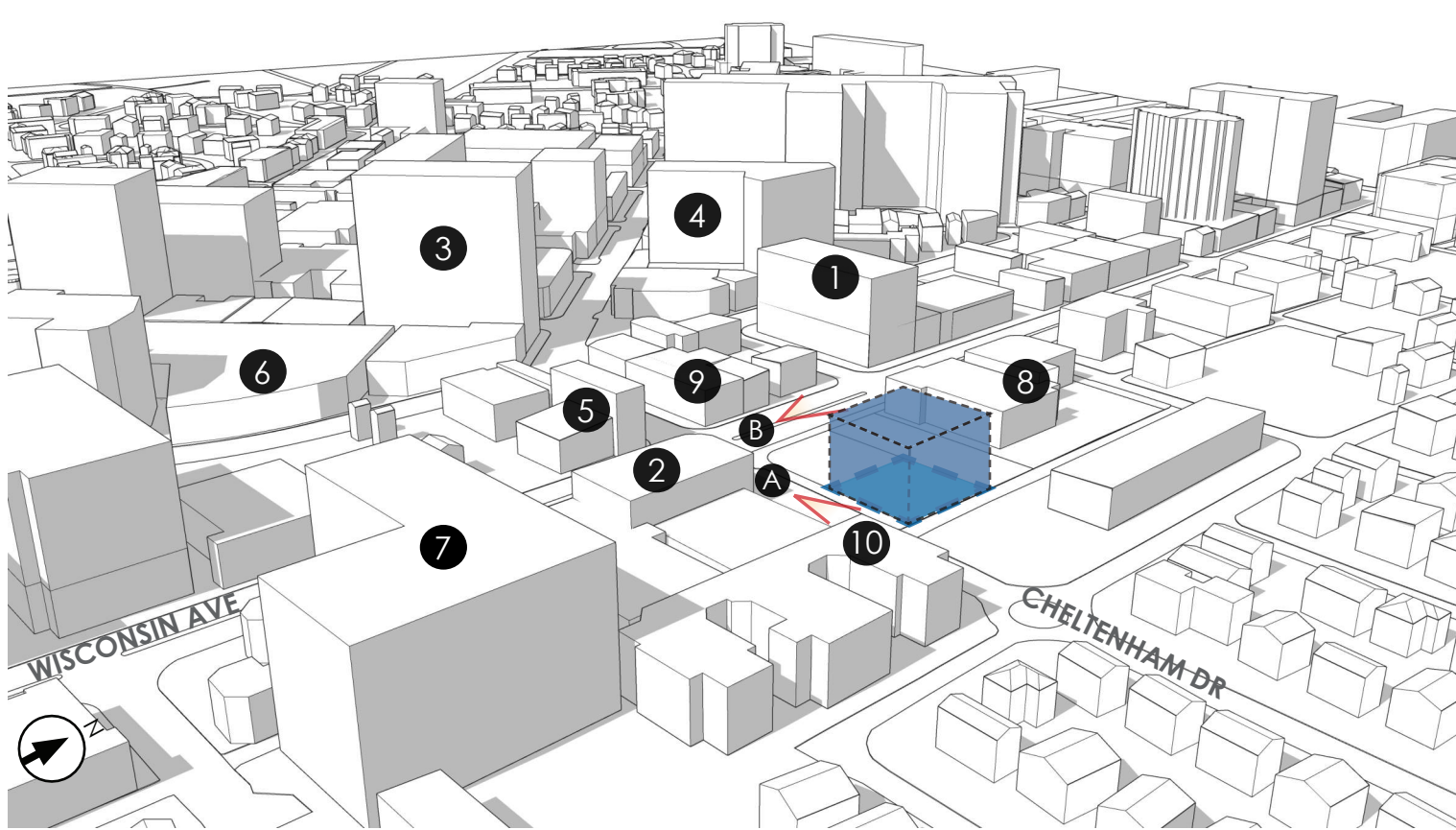
WISCONSIN AVE-LOOKING NORTH



480 FAIRMONT AVE



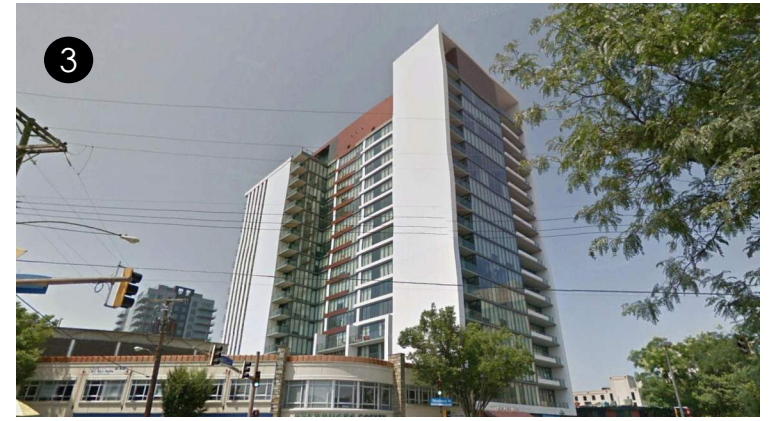
7810 WISCONSIN AVE



7725 WISCONSIN AVE - CHEVY CHASE ACURA



7809 WISCONSIN AVE - CVS PHARMACY



4908 FAIRMONT AVE



7707 WISCONSIN AVE



7730 WOODMONT AVE - PARKING GARAGE

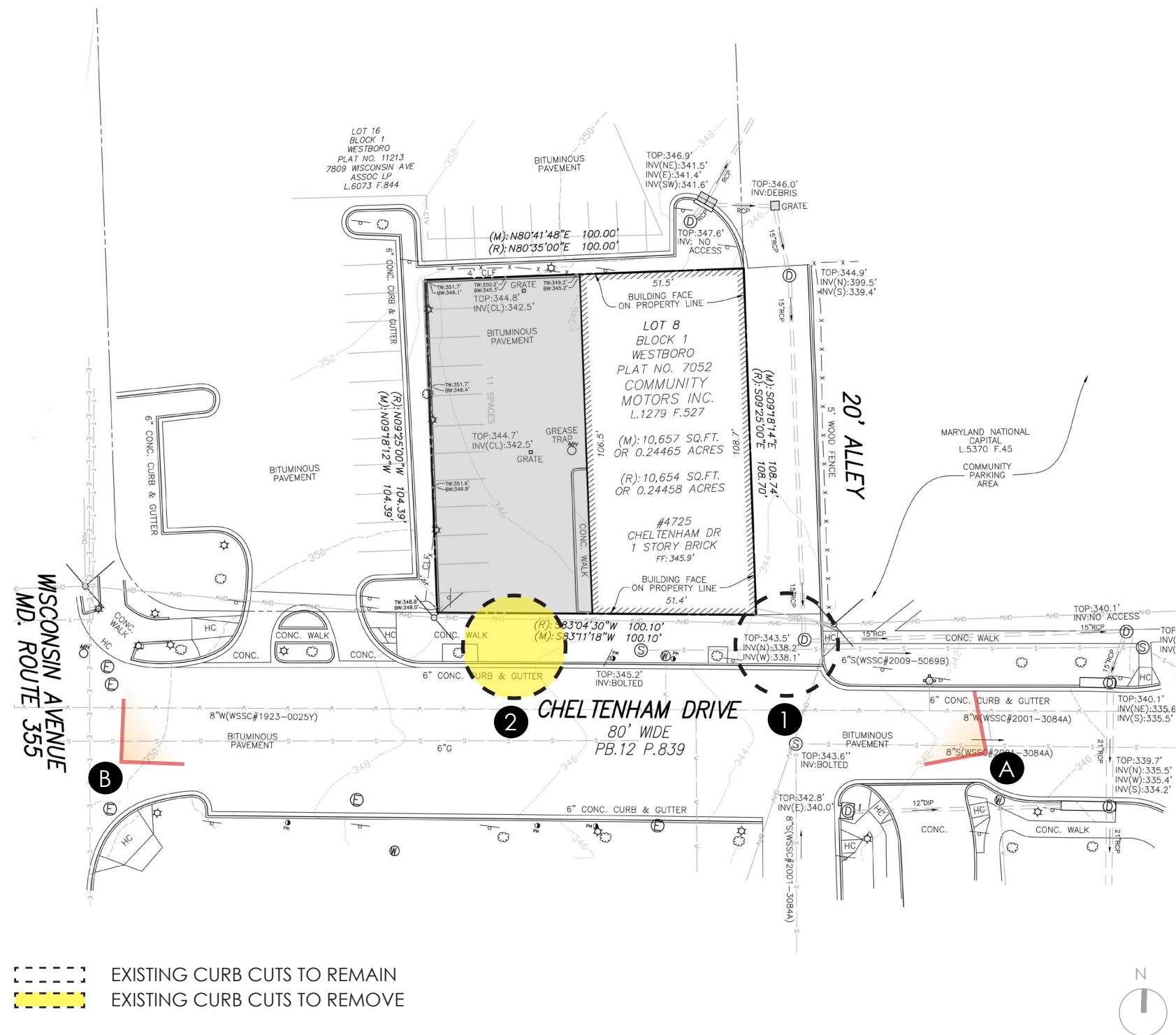


7756 WISCONSIN AVE

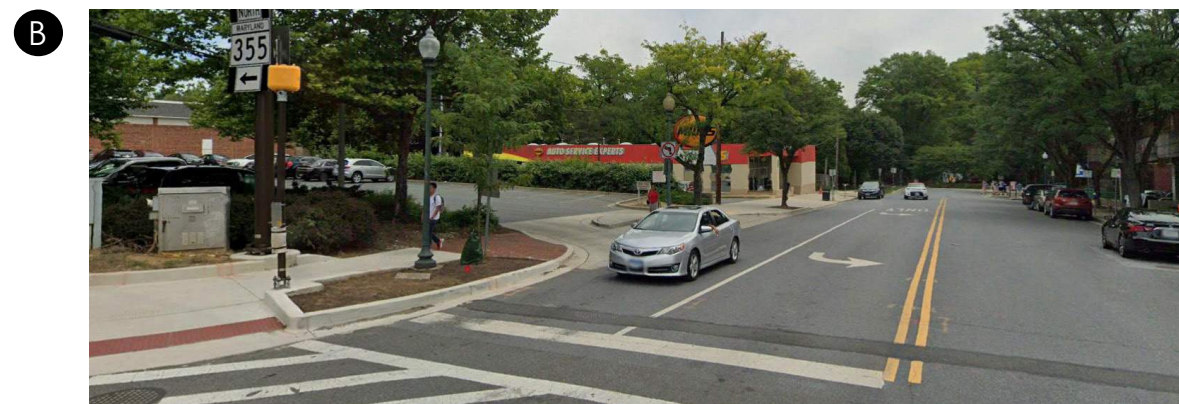


7910 WOODMONT AVE

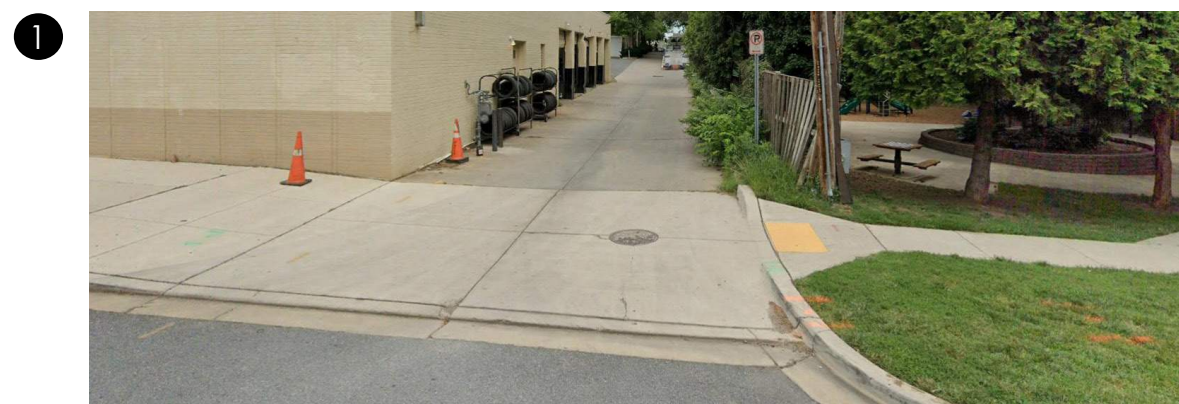




LOOKING WEST FROM CHELTENHAM DRIVE



LOOKING EAST FROM WISCONSIN AVE



LOOKING TOWARDS ALLEY FROM CHELTENHAM DRIVE



LOOKING TOWARDS CURRENT PARKING LOT FROM CHELTENHAM DRIVE



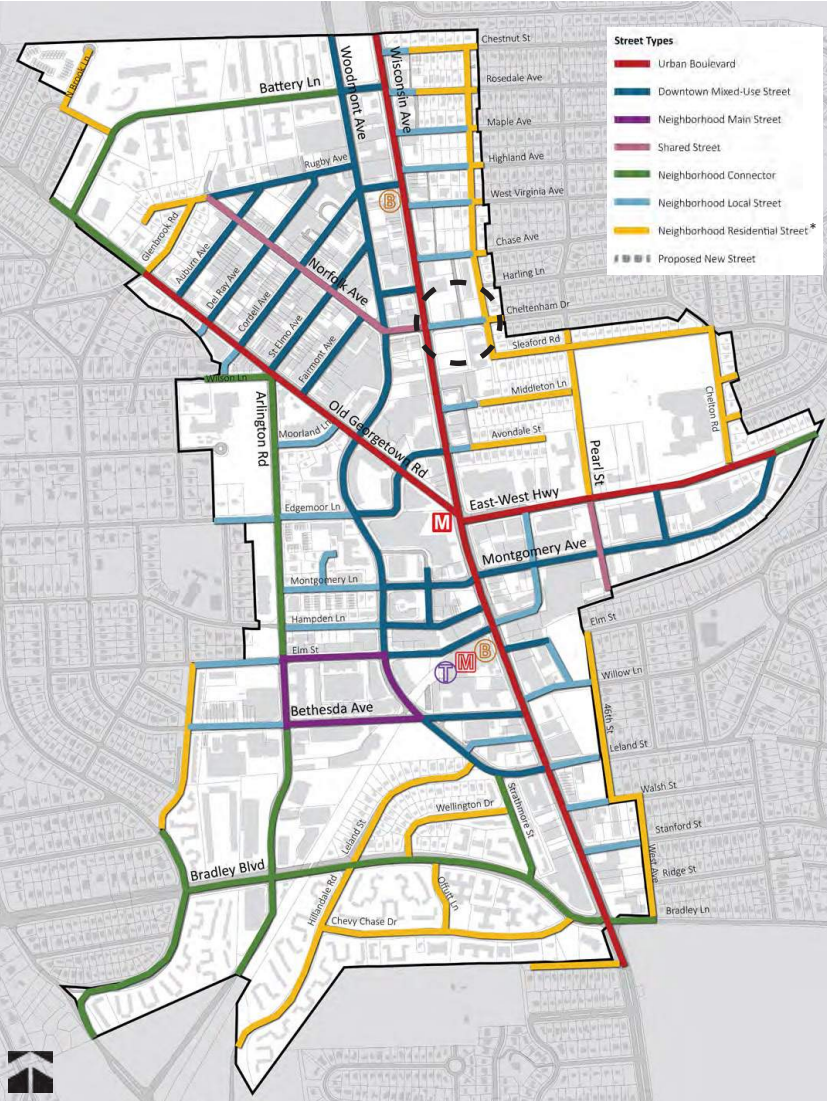
2.1.7 Neighborhood Local Street

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

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



Figure 2.01: Street Types



\* Several properties in the Sector Plan area that front on Neighborhood Residential Streets are designated for greenways. See Section 3.4 Eastern Greenway Districts for additional guidelines.

Table 2.06: Neighborhood Local Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5 - 8 ft.
- B. Pedestrian Through Zone: 6 - 10 ft.
- C. Frontage Zone: 0 - 4 ft.

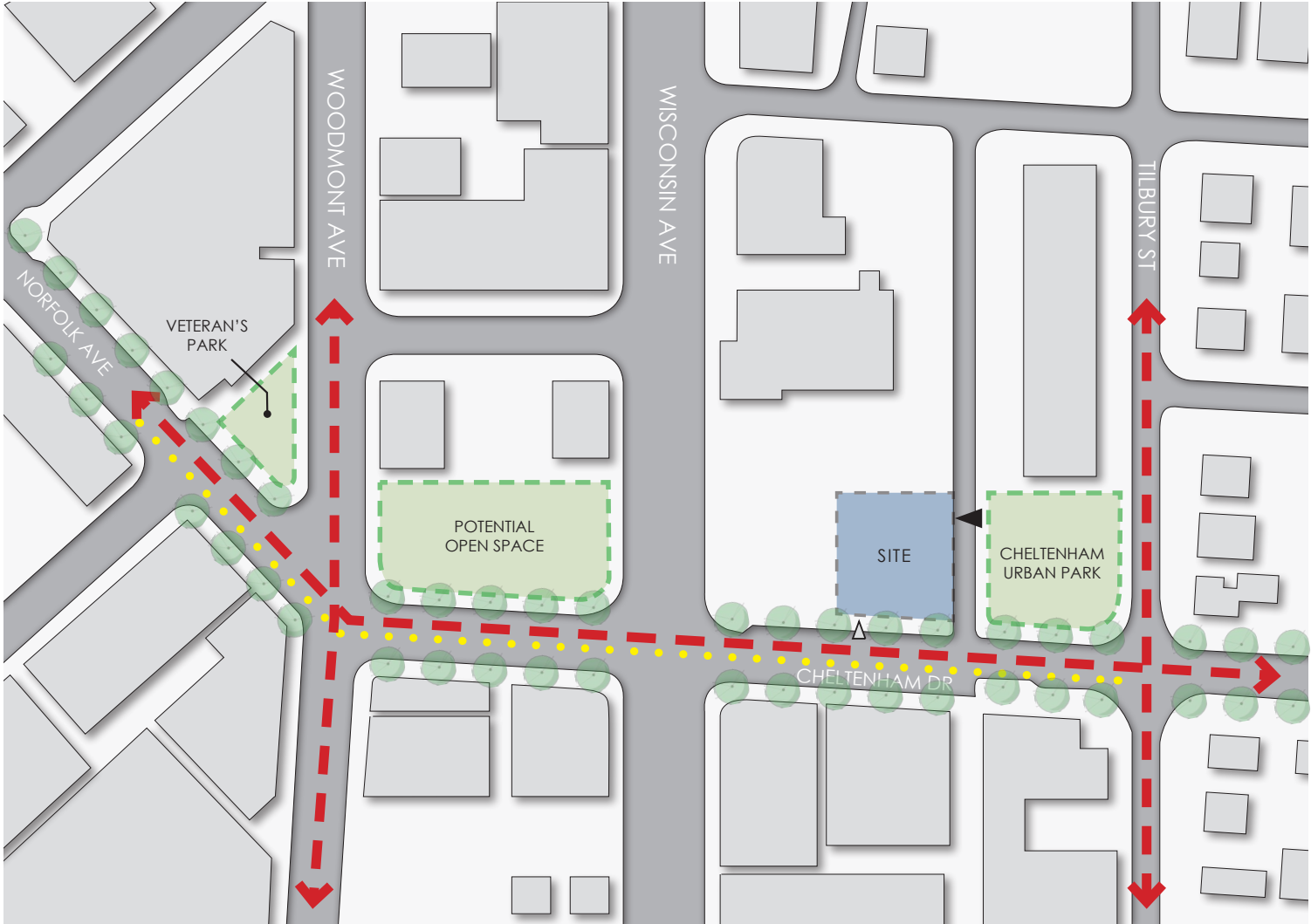
Building Placement

- D. Build-to Line: 12 - 15 ft. from street curb

Building Form

- E. Base Height: 2 - 4 stories (25 - 50 ft.)\*
- F. Step-back: 15 - 20 ft.\*

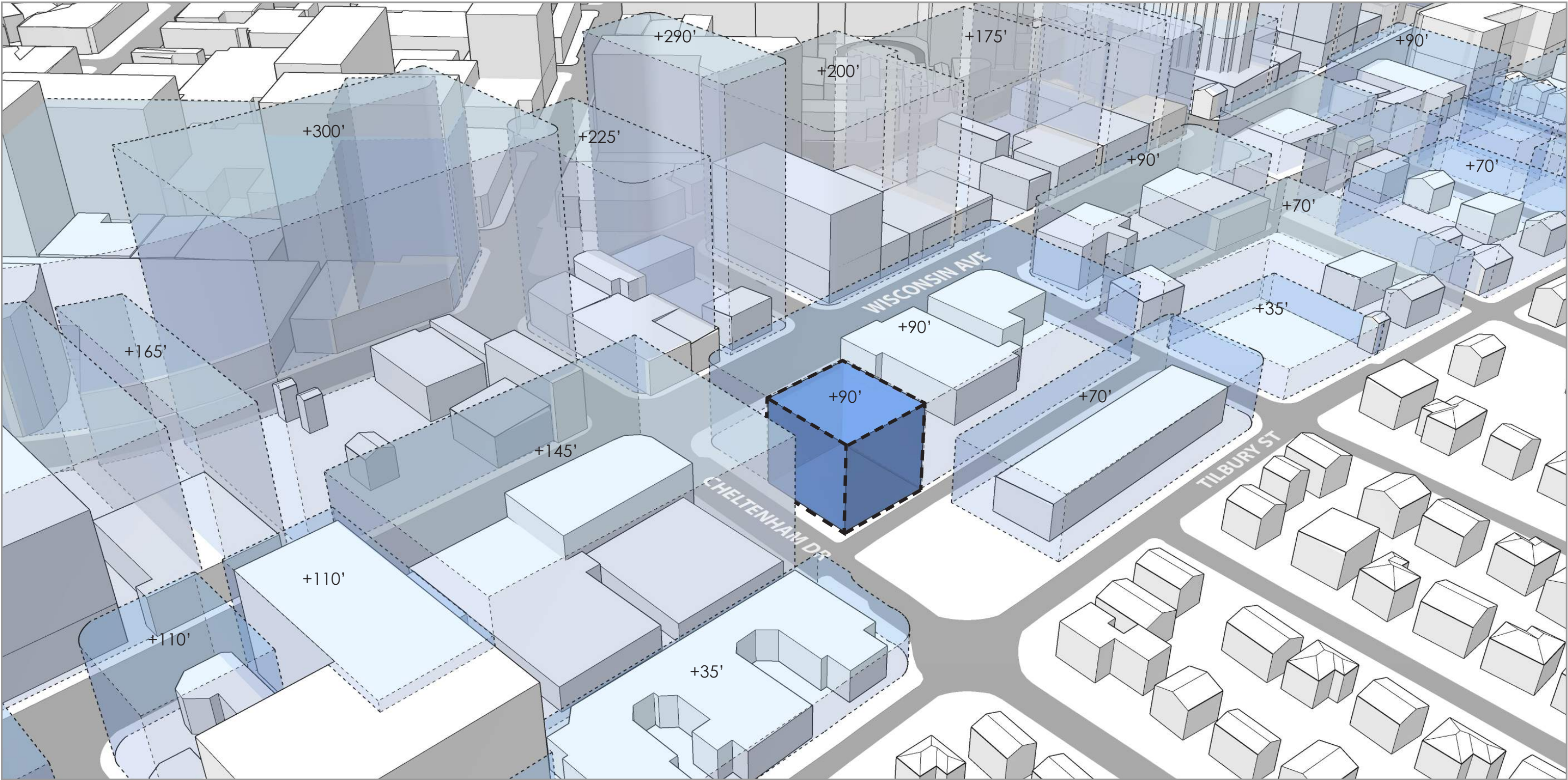
\* Properties on a Neighborhood Local Street confronting a Residential Detached or Residential Townhouse zone should see the Montgomery County Code Chapter 59 Section 4.1.8 Compatibility Requirements for base height and upper floor step-backs.




- RECOMMENDED CANOPY CORRIDOR
- RECOMMENDED BIKE LANE
- PARKING / LOADING ENTRANCES
- BLDG ENTRANCES

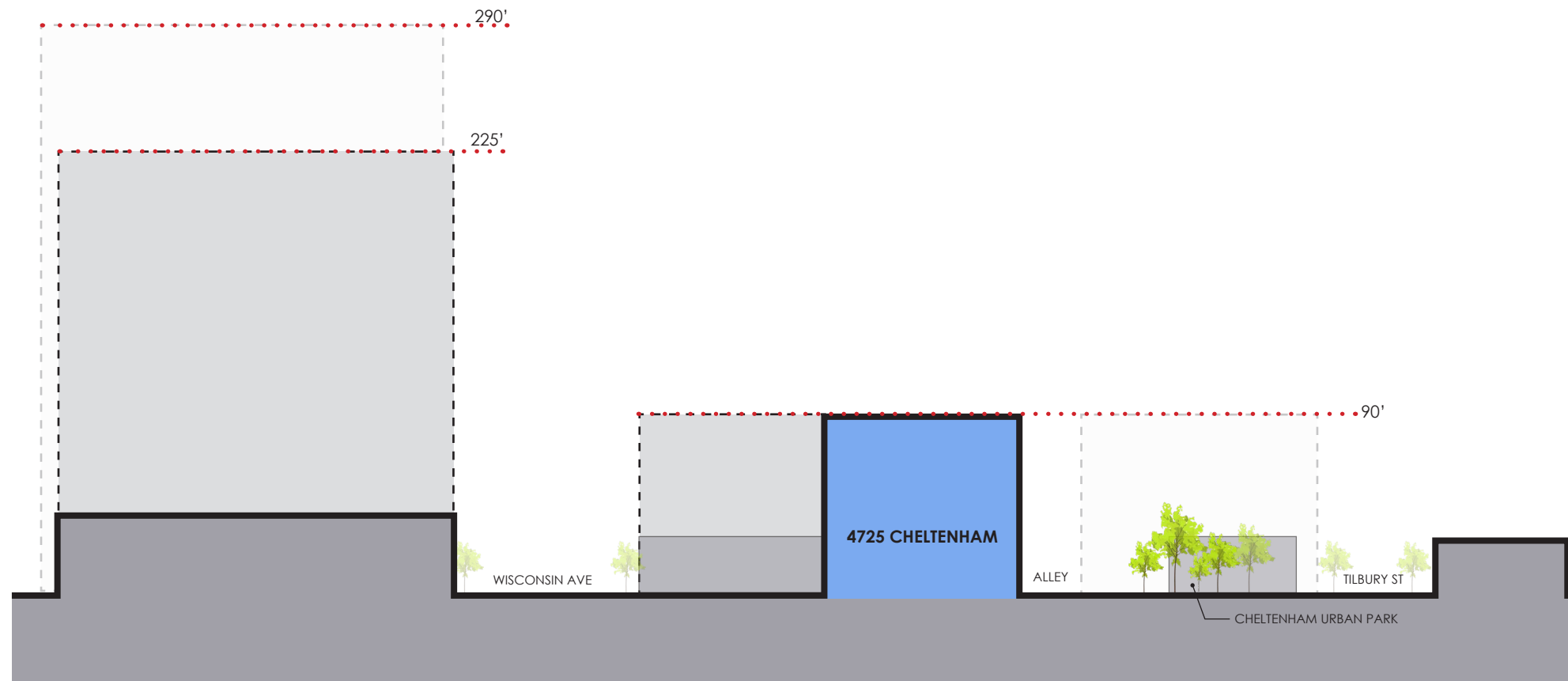




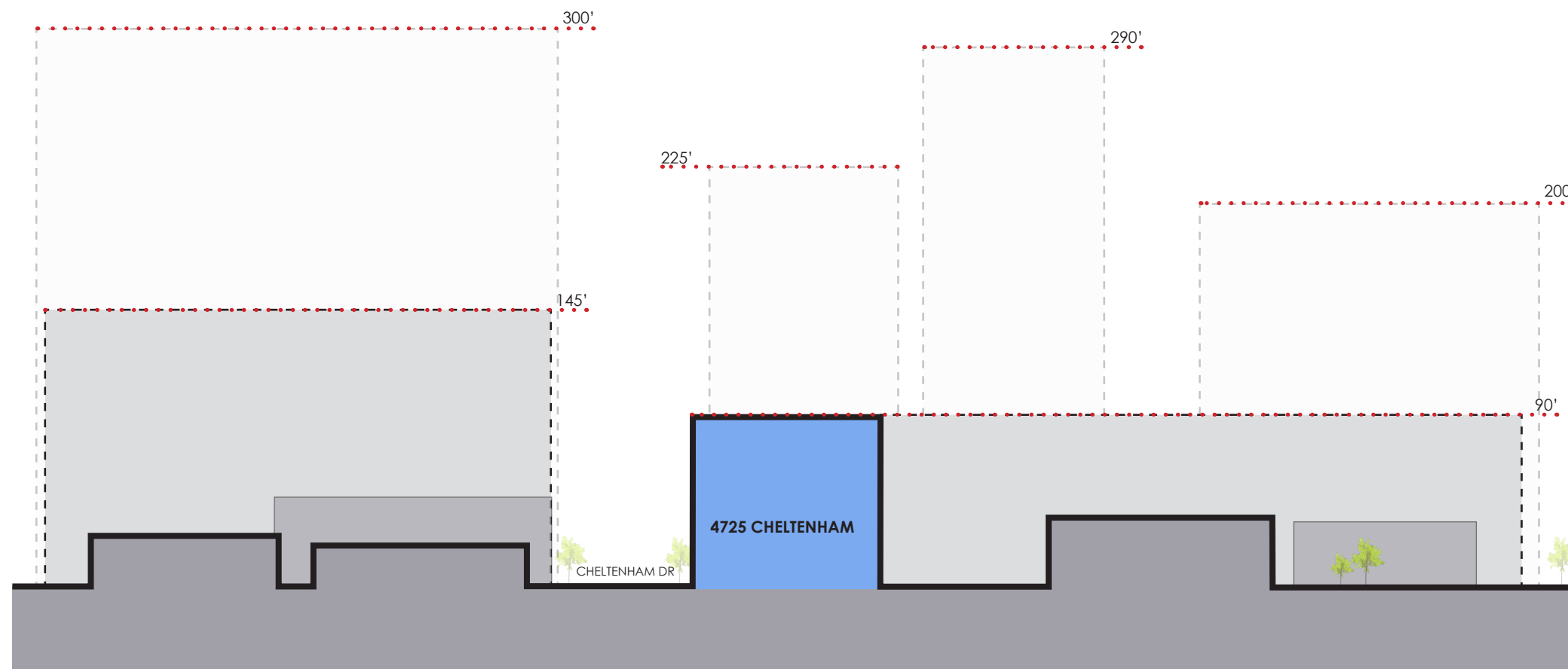


SOUTH-EAST AERIAL

 FUTURE BUILDING HEIGHTS

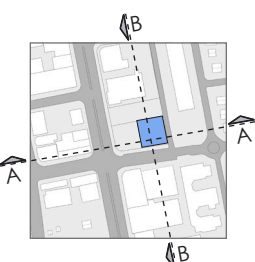


SECTION A-A



SECTION B-B

..... xxx'  
FUTURE HEIGHT





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.

**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.



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.

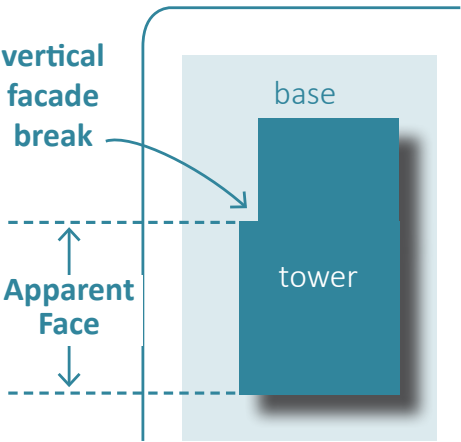
**D. Modulate and Articulate Facades**

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.



**F. Limit Apparent Face**

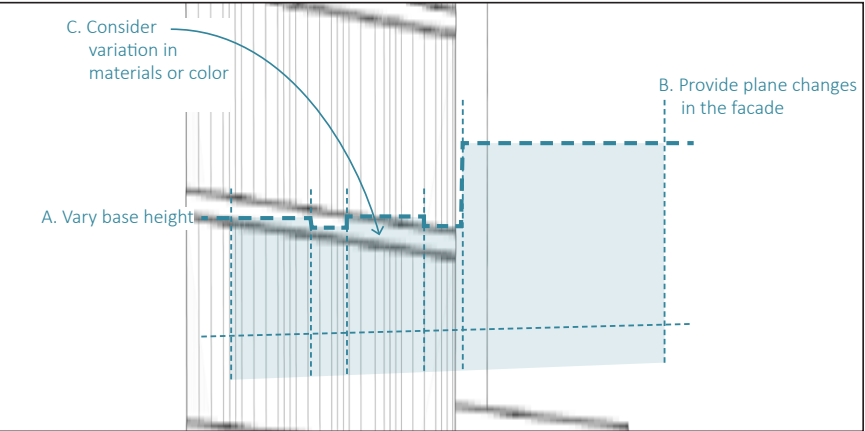
The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.

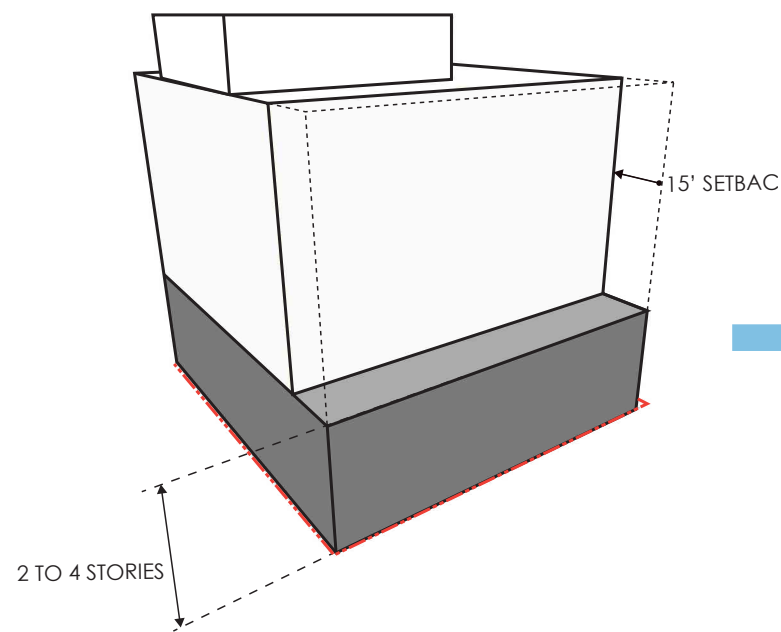


2.4.4 Base: Variation and Articulation

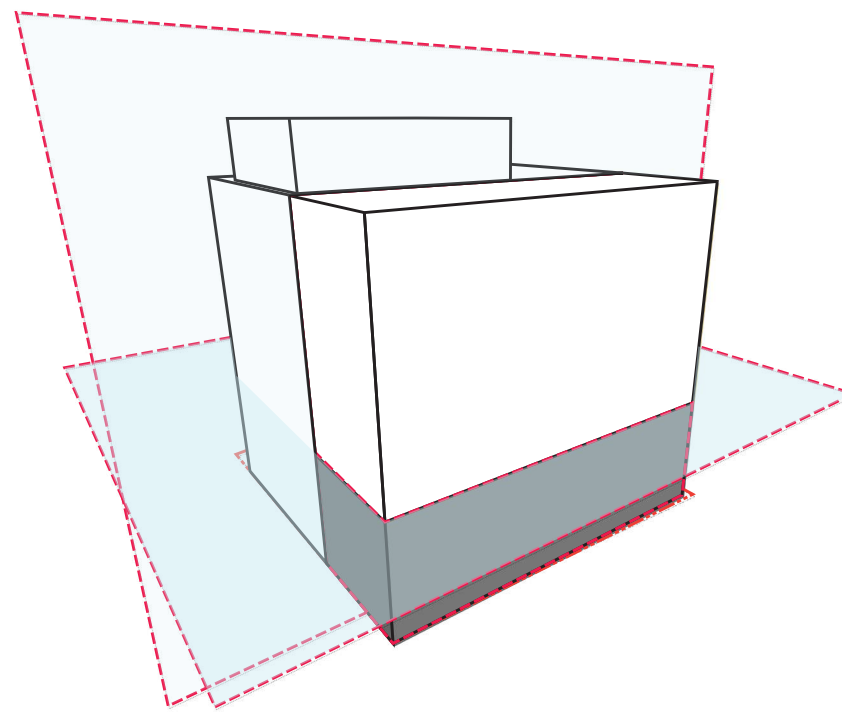
Intent: To ensure that facades are not exceedingly long, uninterrupted and rigidly uniform. These variations break up the mass of large buildings, add visual interest and promote human-scaled lower stories to relate to pedestrians.

- 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.



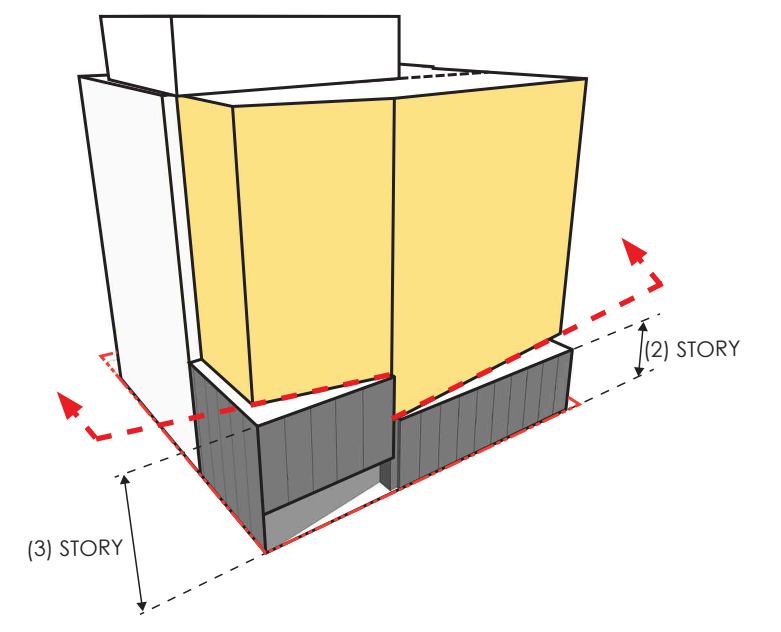


## PRESCRIPTIVE MASSING



## BREAKING DOWN THE MASSING

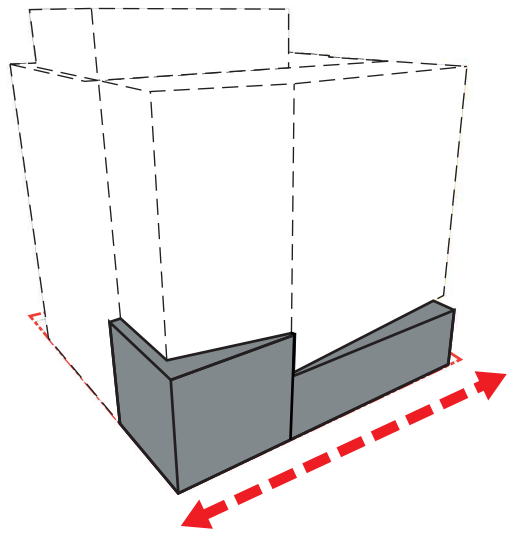
- TOWER/BASE SEPARATION



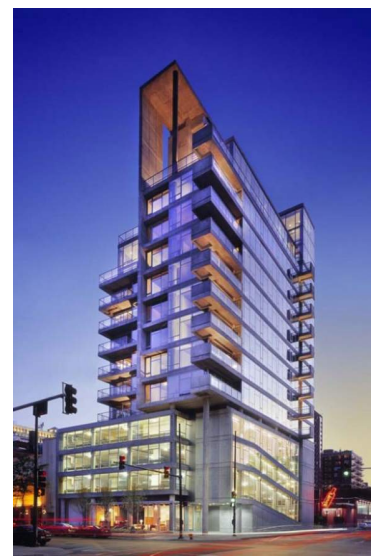
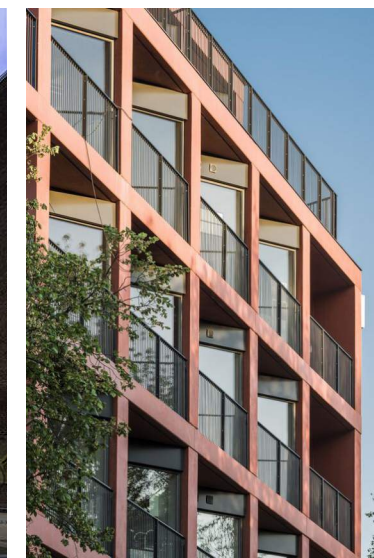
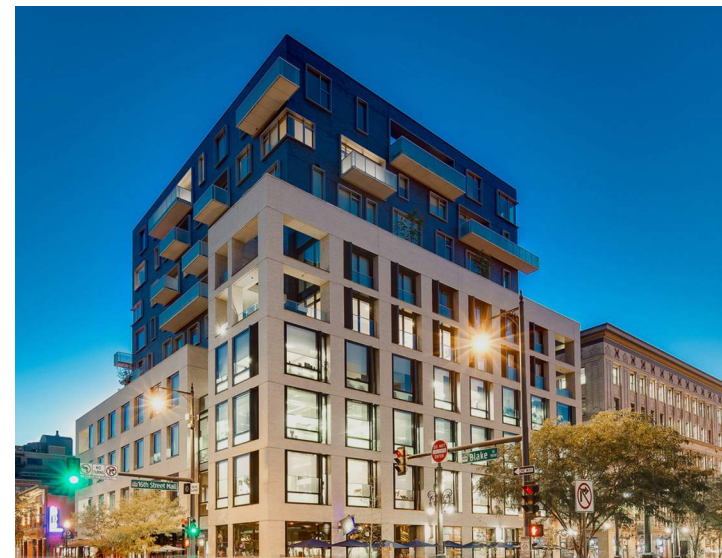
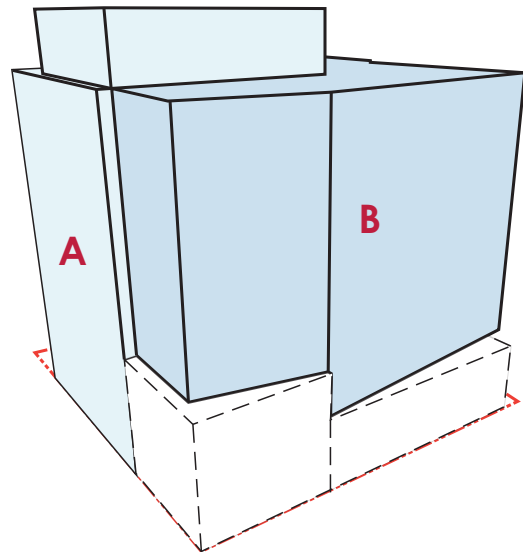
## MASSING ARTICULATION

- VARYING BASE HEIGHT  
- FOLDING PRIMARY FACADE PLANE

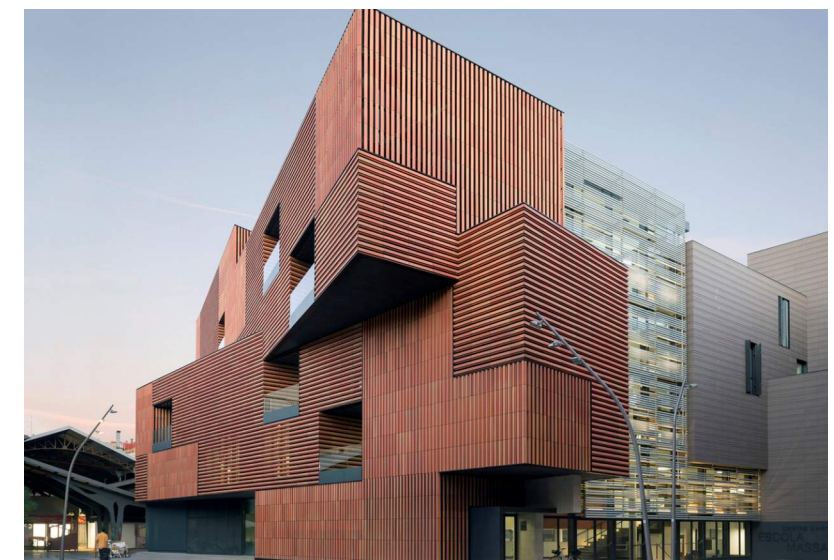
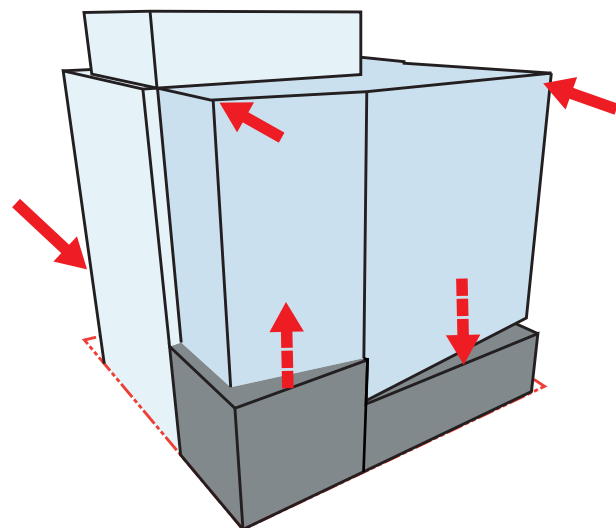




ARTICULATING THE BASE AND DEFINING THE STREET EDGE

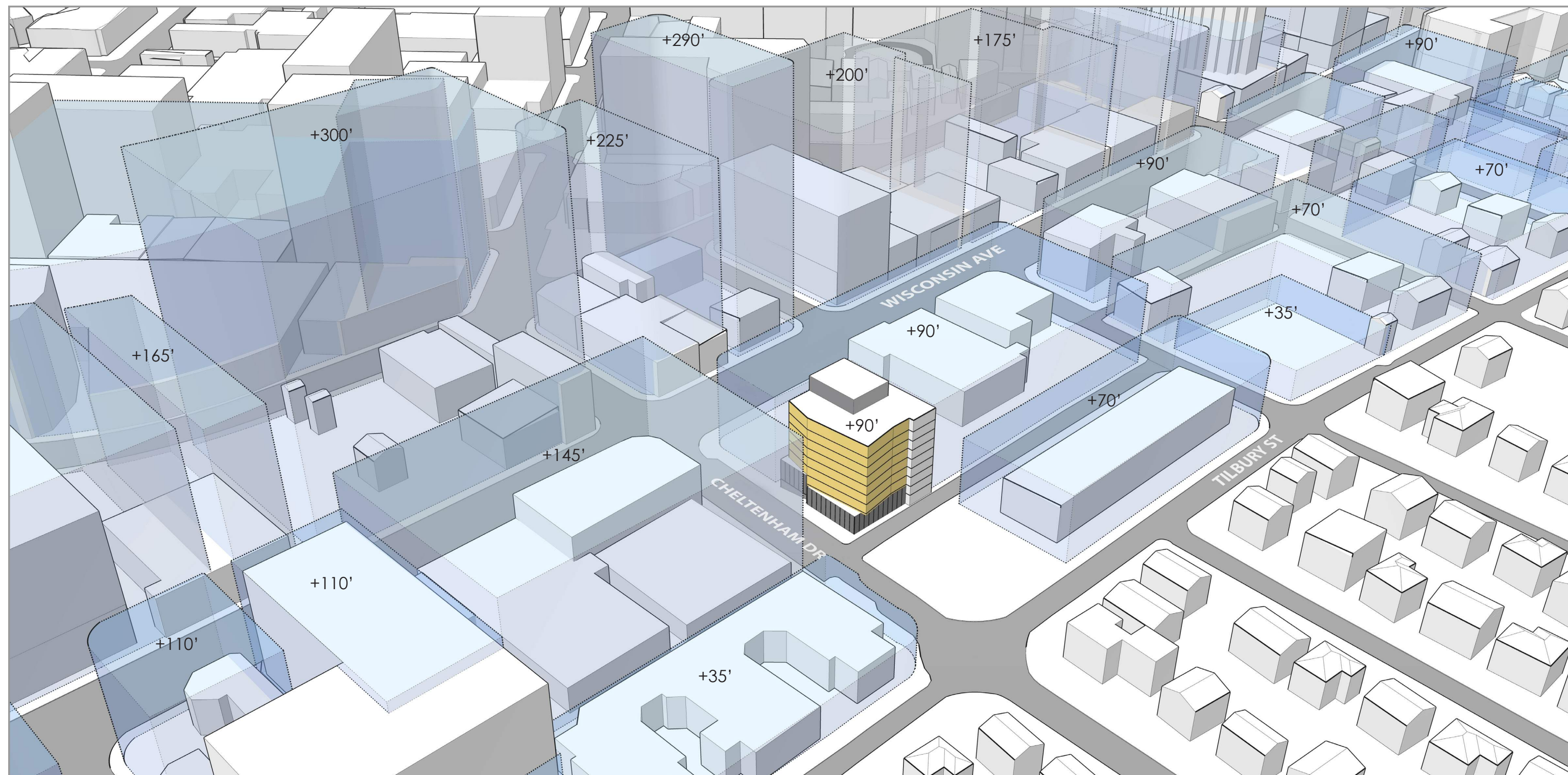


REDUCING THE TOWER BULK



SHAPING THE MASS

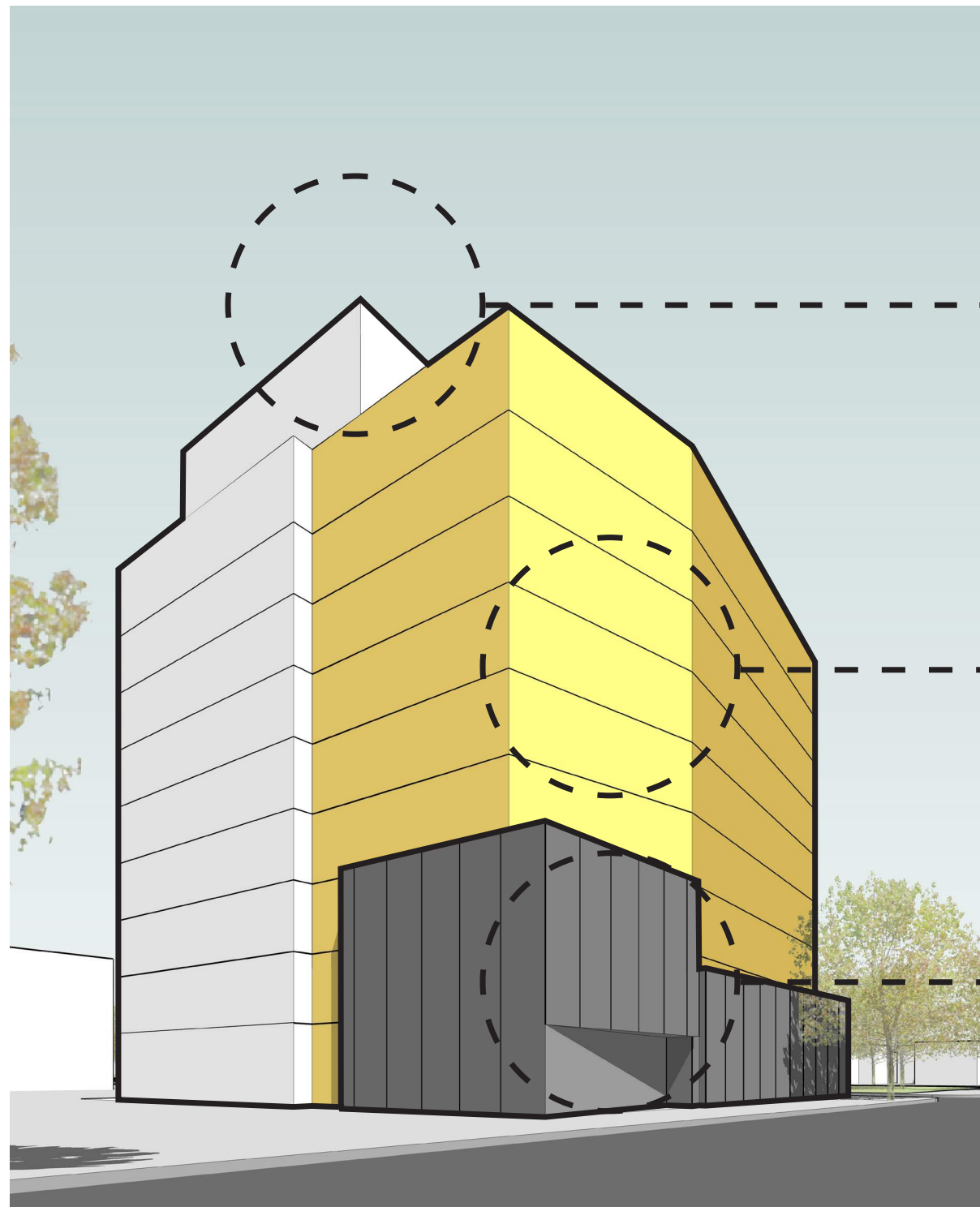




SOUTH-EAST AERIAL

 FUTURE BUILDING HEIGHTS

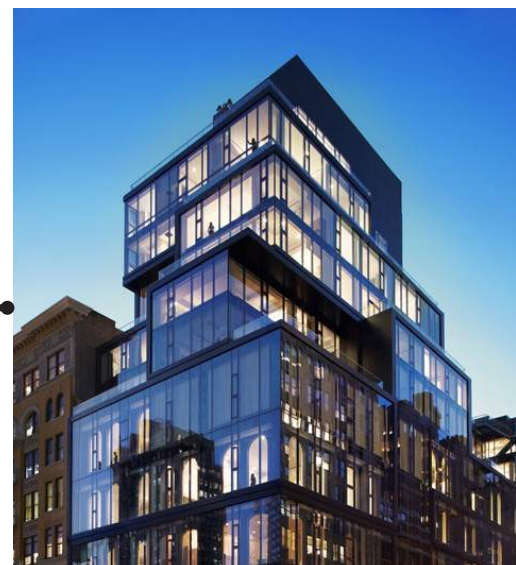




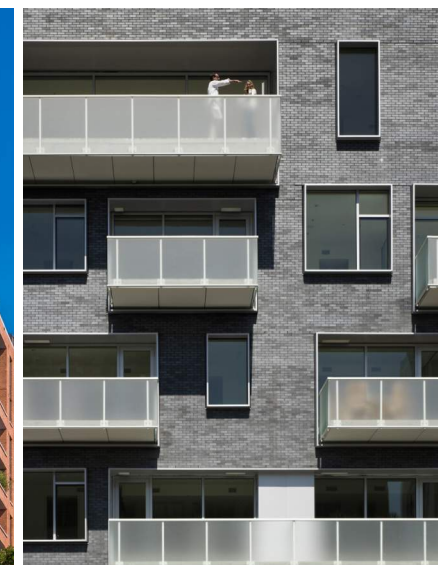
ILLUSTRATIVE VIEW FROM WISCONSIN AVE



BUILDING TOP



TOWER

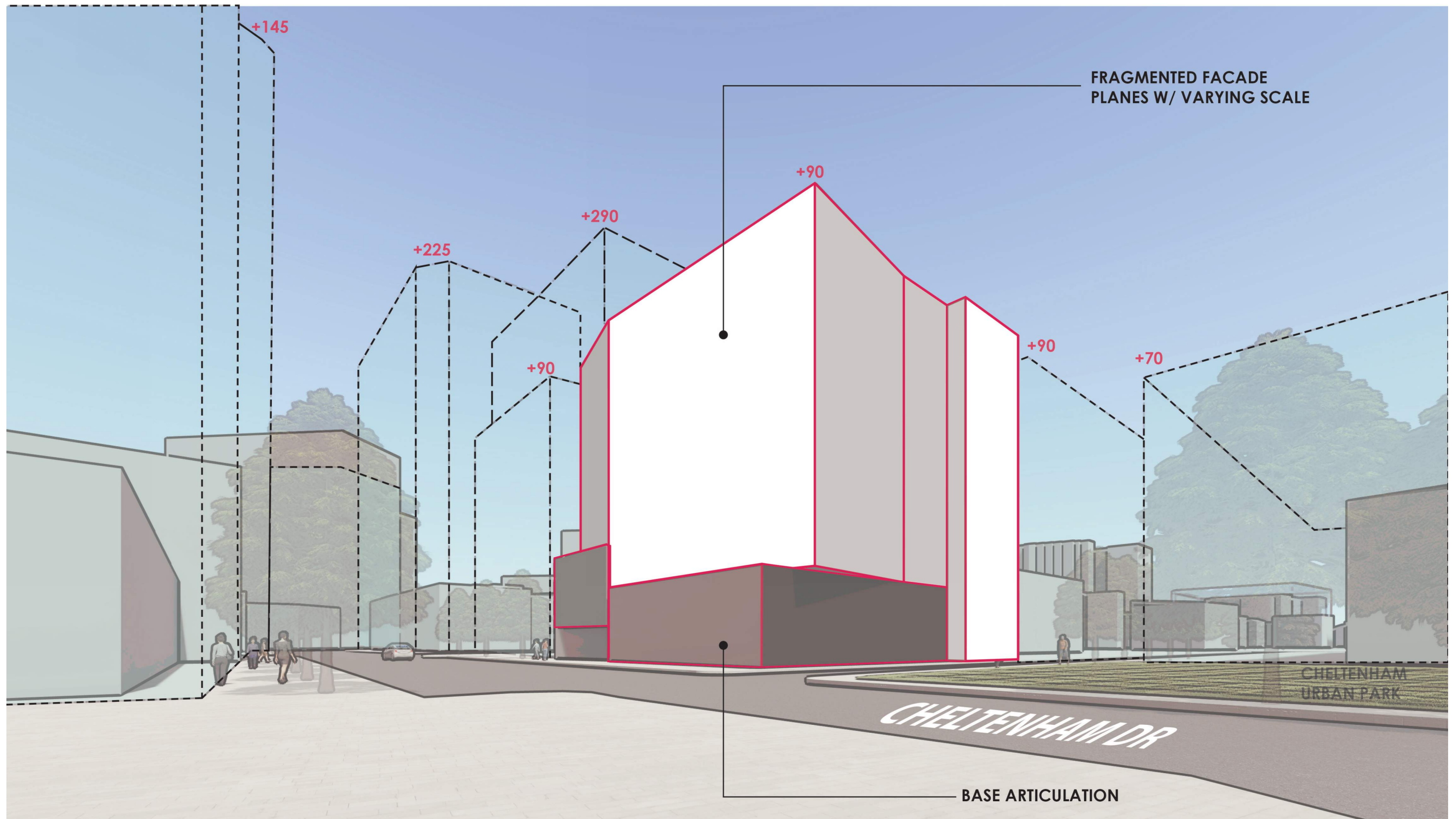


BASE

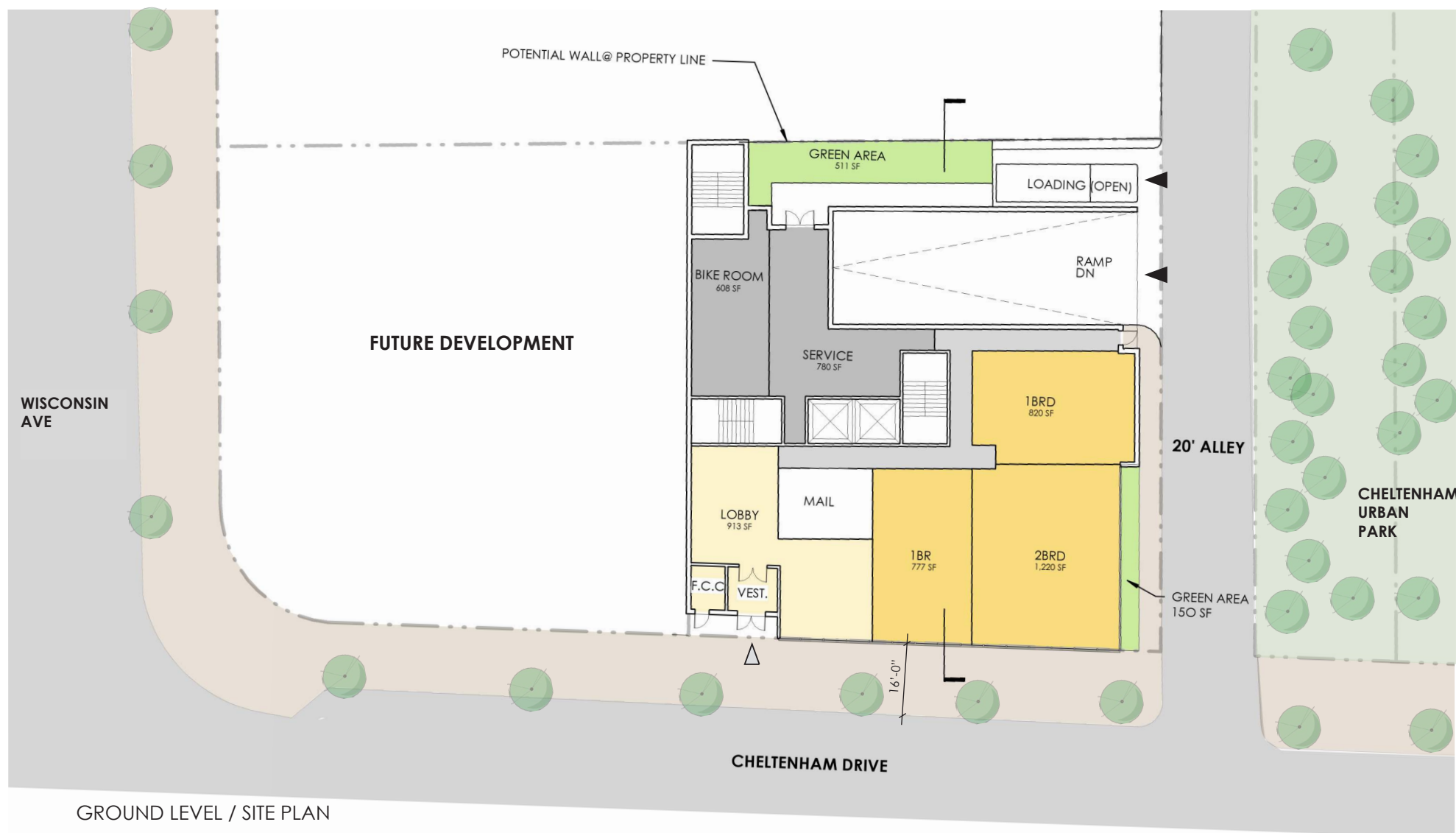


- Provide and enhance pedestrian environment that connects public spaces between Cheltenham Urban Park and Veterans Park.
- Promote active streetscape by creating a dynamic building base that contains residential lobby and ground floor units along Cheltenham Dr.
- Remove existing curb cut along Cheltenham Dr. and consolidate loading & parking entrances off public alley.
- Provide a quality architecture with thoughtful massing that improves sight lines within a tight urban infill site.
- The building bridges between Wisconsin Avenue corridor and lower-density residential streets.





ILLUSTRATIVE VIEW FROM CHELTENHAM DRIVE  
 - - - - - FUTURE BUILDINGS



### 2.3.3 Servicing, Access and Parking

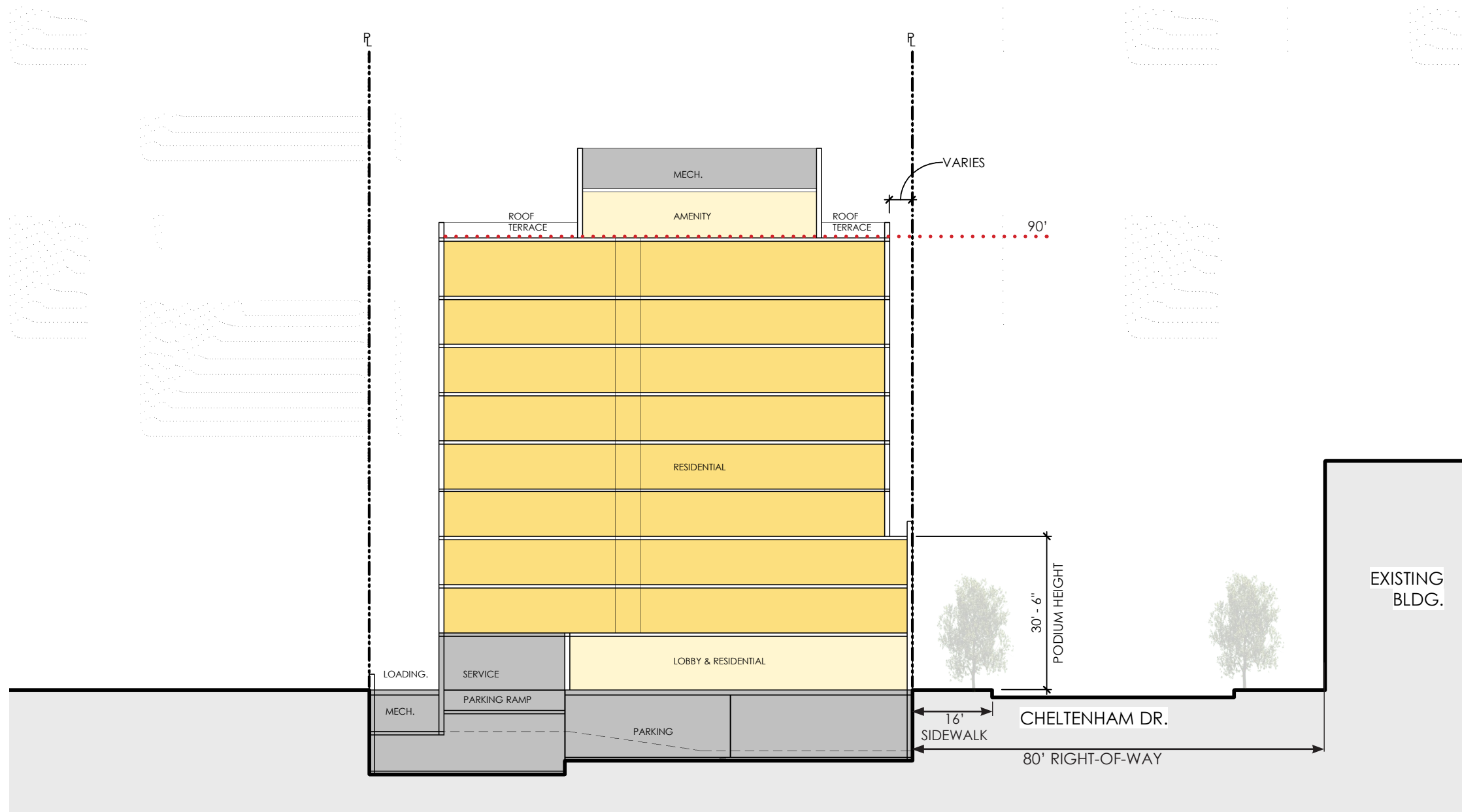
**Intent:** Loading, servicing and parking should be designed to minimize conflicts between vehicles, pedestrians and cyclists and reduce the visual impacts of vehicle access and parking on the Public Realm. Site design should prioritize the public sidewalk and bikeways over private vehicular crossings.

- 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.

### 2.1.10 Canopy Corridors

**Intent:** The Canopy Corridor recommendations in the Sector Plan aim to create green corridors that connect parks, trails, stream buffers and the denser forest networks beyond the Bethesda boundaries.

The canopy corridors align with the recommended bike priority streets where continuous streetscape improvements are most likely. Though bicycle and pedestrian facilities are the priority on these streets, tree canopy is also a crucial element to enhance shade, attractiveness and comfort to encourage people to walk and bike throughout the downtown.



BUILDING SECTION



Table 2.06: Neighborhood Local Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5 - 8 ft.
- B. Pedestrian Through Zone: 6 - 10 ft.
- C. Frontage Zone: 0 - 4 ft.

Building Placement

- D. Build-to Line: 12 - 15 ft. from street curb

Building Form

- E. Base Height: 2 - 4 stories (25 - 50 ft.)\*
- F. Step-back: 15 - 20 ft.\*

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

