

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	Hampden East
File Number(s)	320200070
Project Address	4703 to 4719 Hampden Lane and 4714 to 4720 Montgomery Lane

Plan Type ☐ Concept Plan ☒ Sketch Plan ☐ Site Plan ☐ Consultation w/o Plan

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Bob Dalrymple	301-634-3148	BDalrymple@sgrwlaw.com
Architect	Robert Sponseller, Shalom Baranes Associates		
Landscape Architect	Jonathan Bondi, VIKa		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR-5,C-5,R-4.75, H-250	262 '	525,000 sf;11.3 FAR	293,440 sf	17.6%
Proposed Land Uses	Ground-floor retail, multi-family residential (podium), and office (tower)				

DESIGN ADVISORY PANEL SUBMISSION PROCESS & REQUIREMENTS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
2. At least two weeks prior to the scheduled Panel meeting, provide via email to the Design Advisory Panel Liaison the completed Submission Form and required drawings in PDF format. Incomplete applications will be returned for revision. **Applications deemed incomplete by the Liaison may result in the loss of the scheduled meeting date if not returned complete within the above time frame.**
3. Concept Plan and Sketch Plan applications must include the following, at a minimum:
 - Property location plan showing three-block context radius
 - Illustrative site plan showing two-block context radius
 - Perspective images of all building faces from a 3-D model that show the proposal in the built context, as well as with nearby buildings approved by the Planning Board. (Bring the 3-D model to the Panel review.)
 - 3-D building massing diagrams illustrating:
 - both strict conformance with the design guidelines and the proposed design, indicating where the proposal does not conform and how the alternative treatments meet the intent of the guidelines
 - the maximum standard method of development density on site
 - the maximum mapped density on site
 - Precedent images showing scale, architectural character, materiality, etc. (Concept & Sketch Plans only).

Except as noted, Site Plan applications must include all of the above, as well as, at a minimum:

- Floor plans for parking level(s), ground floor, typical floor, roof, and unique conditions
- Building/site sections showing full adjacent street sections with opposite building face
- Elevations for each façade
- Key perspective views expressing character of the building elevations and streetscape.



DESIGN GUIDELINES CONFORMANCE

The primary goal of the DAP is to provide advice and recommendations that will heighten design excellence and improve the quality of architecture, urban design, and landscape architecture in Downtown Bethesda. Simple compliance with the numerical standards in the Design Guidelines does not in itself achieve Design Excellence.

STREET TYPE(S): Downtown Mixed-Use Street (Hampden Ln)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5-8 feet	5 feet	
Pedestrian Thorough Zone	8-12 feet	8 feet	
Frontage Zone	0-7 feet	2 feet	
Building Placement			
Build-to Line (from street curb)	15-20 feet	15 feet	
Building Form			
Base Height	3-6 stories (35'-70')	8 stories (85')	See statement.
Step-Back	10-15 feet	5 feet	See statement.

DOES THE PROJECT INCLUDE A THROUGH-BLOCK CONNECTION OR TRAIL?

☐ Yes ☒ No

- If yes, please provide sectional diagrams demonstrating conformance with Section 2.1.9 of the Guidelines

DOES THE PROJECT INCLUDE A SECTOR-PLAN RECOMMENDED PARK OR OPEN SPACE?

☐ Yes ☒ No

- If yes, please provide diagrams demonstrating conformance with Section 2.2 of the Guidelines

BUILDING FORM

	Recommended	Provided	Alternative Compliance?
Tower			
Separation Distance	45-60'	30-60' total	See statement.
Step-Back 10-15 feet	Per Street Type	5 feet	See statement.
Bulk Reduction Methods	unique geometry and articulated facade.		

IS THE PROJECT LOCATED IN A DISTRICT IDENTIFIED IN CHAPTER 3 OF THE DESIGN GUIDELINES?

☐ Yes ☒ No

- If yes, please provide diagrams demonstrating conformance with the District-Specific Guidelines

EXCEPTIONAL DESIGN POINTS REQUESTED (MIN: 10, MAX: 30): 30

- 10 Points: Generally consistent with the Design Guidelines and meets four of the CR Guideline Criteria
- 20 Points: Superlative design that in a uniquely compelling way meets the Design Guidelines or overcomes a significant site or similar constraint; a top example of design within Montgomery County
- 30 Points: Singular design that exemplifies the highest intent of the Design Guidelines and may be considered a top example of design within the Mid-Atlantic region



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STREET TYPE(S): Downtown Mixed-Use Street (East Ln)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5-8 feet	5 feet	
Pedestrian Thorough Zone	8-12 feet	8 feet	
Frontage Zone	0-7 feet	5 feet	
Building Placement			
Build-to Line (from street curb)	15-20 feet	17 feet	
Building Form			
Base Height	3-6 stories (35'-70')	8 stories (90')	See statement.
Step-Back	10-15 feet	10 feet	

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BUILDING FORM

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Tower			
Separation Distance	45-60'	30-60' total	See statement.
Step-Back 10-15 feet	Per Street Type	10 feet	
Bulk Reduction Methods			

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STREET TYPE(S): Downtown Mixed-Use Street (Montgomery Ln)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5-8 feet	5 feet	
Pedestrian Thorough Zone	8-12 feet	8 feet	
Frontage Zone	0-7 feet	10 feet	
Building Placement			
Build-to Line (from street curb)	15-20 feet	20 feet	
Building Form			
Base Height	3-6 stories (35'-70')	8 stories (96')	See statement.
Step-Back	10-15 feet	0 feet	See statement.

DOES THE PROJECT INCLUDE A THROUGH-BLOCK CONNECTION OR TRAIL?

☐ Yes ☒ No

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Tower			
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Hampden East Sketch Plan Application Design Advisory Panel Submittal

I. Brief Project Description and Urban Design Concept

Washington Property Company (“WPC”) and Douglas Development Corporation (collectively, the “Applicant”) is seeking approval for development of a mixed-use project with up to 360,000 square feet of office uses, up to 150 multi-family dwelling units (including 17.6% Moderately Priced Dwelling Units, or “MPDUs”), up to 10,000 square feet of ground-floor retail uses, underground parking, and public open space (the “Proposed Development” or “Hampden East”). The Proposed Development will be located on ± 1.06 acres of property comprising the portion of the block located immediately to the west of 7340 Wisconsin Avenue with frontage on East Lane, Hampden Lane and Montgomery Lane, in the Wisconsin Avenue Corridor (as defined in the Approved and Adopted Downtown Bethesda Sector Plan – “Sector Plan”) of Downtown Bethesda (the “Property”). The Property is zoned CR-5.0, C-5.0, R-4.75, H-250 within the Bethesda Overlay Zone. The Applicant’s Sketch Plan application seeks approval for an additional 12 feet of building height beyond the zoned height of 250 feet, which is permitted on account of the Proposed Development’s inclusion of greater than 17.5% MPDUs.

The assembled Property includes 4703 to 4719 Hampden Lane and 4714 to 4720 Montgomery Lane, and it is presently improved with several single-story retail buildings, including the former Tommy Joe’s bar/restaurant, the former Pines of Rome restaurant, and the existing modern tailor retail store. The Property is also improved with a three-story office building at the corner of Hampden and East Lane that includes the WPC headquarters, and the ± 110 -foot tall AOTA office building located at the intersection of East Lane and Montgomery Lane. The Property is located one block to the north of the future southern entrance to the Bethesda Metro Station and Purple Line Station currently under construction, as well as being in immediate proximity to the current southern entrance to the Bethesda Metro Station (via an elevator located in the northwest quadrant of Montgomery Avenue and Wisconsin Avenue) and a block away from the main entrance to the Metro Station and Ride-On bus terminal. In total, the Property is improved with approximately 109,518 square feet of commercial uses, all of which will be demolished to make way for the Proposed Development. Vehicular access to the Property is currently provided through three (3) curb-cuts on East Lane.

Across Hampden Lane to the south of the Property is a ± 73 -foot tall office building (7316 Wisconsin Avenue), which has recently received development approvals through the CR Zone and Bethesda Overlay Zone for construction of the mixed-use “Metro Tower” project with up to 366 multi-family dwelling units and 11,000 square feet of commercial uses in a 250-foot tall building. Further to the south of Metro Tower is the “Apex” project, which is currently under construction and includes up to 480 multi-family dwelling units (known as “The Elm” and 380,000 square feet of office uses (“The Wilson”) with up to 290 feet of building height. Across East Lane to the west of the Property is a ± 114 -foot tall mixed-use building with office and multi-family condominium units (4800 Montgomery Lane). Across Montgomery Lane to the north are several office buildings and the Hyatt hotel comprising the Bethesda Metro Center development with building heights approaching 200 feet (constructed atop the Bethesda Metro Station). These properties across Montgomery Lane to the north are zoned for up to 250 to 290

feet of building height. The former Exxon gas station immediately to the east of the Property (7340 Wisconsin Avenue) is subject to an approved sketch plan under the CR and Bethesda Overlay Zones for up to 315,500 square feet of high-rise senior residential uses and ground-floor retail uses with up to 250 feet of building height. Further to the east across Wisconsin Avenue is the mixed-use Avocet Tower project that is currently under construction and will consist of an office and hotel building with 250 feet of building height, also approved under the CR and Bethesda Overlay Zones.

The Proposed Development is designed and programmed to achieve each of the Sector Plan's overarching goals: (1) Parks and Open Space; (2) Affordable Housing; (3) Environmental Innovation; and (4) Economic Competitiveness. In addition to achieving these important Sector Plan priorities, redevelopment of the Property offers the potential to establish the public realm as envisioned in the Sector Plan, with streets that welcome pedestrians and a combination of uses that provide a vibrant live-work-shop environment in Downtown Bethesda. The Sector Plan recommendations include the provision of a separated bike lane along Montgomery Lane/Montgomery Avenue, which the Proposed Development will facilitate along the Property's frontage. In addition to the retail and office uses, the Proposed Development provides an expanded affordable housing component in this critical transit-oriented location. This vertical integration of housing, office and retail uses in a single structure, while common in some of the great urban cities in the country, including Washington D.C., is unique to Bethesda and will help with the continuing evolution of Downtown Bethesda as a true urban center.

East Lane serves as a pedestrian counterpoint to the bustling Woodmont and Wisconsin Avenue corridors to the west and east of the Property, respectively. As such, it provides the opportunity to reinforce area-wide connections in the neighborhood's public realm. The Property is strategically located between two primary transit nodes, the Metro Center station to the north and the new Purple Line station to the south, nearing completion. It represents a critical opportunity to provide well-conceived urban redevelopment that enhances the public realm in proximity to transit. The Proposed Development incorporates a resilient program including housing (both expanded affordable and market rate units), unique elevated office space, and quality retail infrastructure. Together, the program will provide the neighborhood with an extended day of active uses on this three-fronted Property. By locating the office above the retail and residential uses, this innovative urban programming ensures active street presence throughout the day.

Two alternate designs are being considered for the future building's service (parking and loading) arrangement. In each of these options, the existing curb-cuts on East Lane are proposed to be eliminated so that the pedestrian experience is prioritized on this frontage that will serve as the front door to Hampden East. The first (and preferred) option places the parking entry on Montgomery Lane, the busier vehicular street, and provides loading off Hampden Lane. This approach allows more retail on the more marketable frontage on Hampden Lane. Since the street grade on Montgomery Lane is eleven (11) feet lower than on Hampden Lane, there is a significant reduction in the length of the parking ramp to get to the below-grade parking. The second option combines both loading and parking facilities on the Hampden Lane frontage. Both options should be considered in the context of the vehicle and service plan proposed for 7340 Wisconsin Avenue to the east, which includes three curb-cuts for parking and loading along Hampden Lane.

The proposed design embraces the Bethesda Downtown Design Guidelines through the provision of an expanded public realm and sidewalks, including outdoor seating areas, a diverse program including affordable housing, and ambitious architecture

II. Alternative Treatments

Base Height Along Montgomery, East and Hampden Lane

As noted above, the Proposed Development has frontage on three different Downtown Mixed-Use Streets (classified per the Downtown Bethesda Design Guidelines (“Design Guidelines”), adopted in conjunction with the approval of the Sector Plan). While the Design Guidelines recommend a base height of up to 70 feet along this type of street classification, the Proposed Development incorporates a maximum base height that varies, due to the Property’s topography, between 86 to 96 feet with articulation and areas that step down. The Proposed Development’s incorporation of an eight-story base relates to the residential program, including an expanded affordable housing program, and exceptional retail infrastructure that will ensure viability long term. The base building incorporates a very generous and distinct 20-25-foot tall street level lobby-retail sub-podium that will be the front-door to Hampden East and that will serve as a mixed-use lobby integrating together the ground-level retail as well as the office and residential vertical uses within Hampden East. The multi-family residential uses within this base building will also incorporate an additional story of residential units on account of the provision of 17.6% MPDUs. In addition to the need to accommodate additional MPDUs, a taller base height allows for a more proportional massing with a building height of 262 feet.

Tower Step-Backs on Montgomery Lane, Hampden Lane, and East Lane

The Proposed Development incorporates tower setbacks above the eight-story base building in a manner that responds to the hierarchy of street frontages and prioritizes the public realm. This hierarchy of street frontages allows for emphasis of tower setbacks above the more pedestrian-oriented East and Hampden Lane frontages and is also the rationale behind the Applicant’s request for alternative treatments on the more vehicular intensive Montgomery Lane frontage. Setbacks above the retail and seven story residential base building reinforce the design concept and vary by street frontage. Along East Lane and Hampden Lane, which form 75% of the Property’s perimeter street frontage and are the primary pedestrian streets, tower setbacks of 5 feet (Hampden Lane) and 10 feet (East Lane) are proposed. On Montgomery Lane, which forms 25% of the Property’s perimeter street frontage and is more vehicular in nature (also providing a separated bicycle lane), the office and residential facades are aligned but separated by a visual ‘break’, which results in a dramatic recess in the office façade that creates the terrace level. In addition to the setbacks listed above, the design proposes a bold geometric expression at the southwest corner of the office volume and additional articulation through the provision of outdoor space for the residents through balconies and terraces.

Tower Separation Distance

The Proposed Development satisfies the goal for tower separation distance relative to the proposed 7340 Wisconsin Avenue redevelopment to the east, with strategic setbacks above the residential floors inherent to the ‘stacked volume’ design approach. The tower separations are coordinated with the adjacent redevelopment proposal (7340 Wisconsin Avenue) and provide for a total tower to tower separation of 30 to 60 feet, half of which is provided by each proposed development. The widest separation is oriented to the Property’s southern exposure, along Hampden Lane, and allows multiple view corridors through the urban parcel between the buildings.

III. Exceptional Design Public Benefit Points Requested and Brief Description

The Applicant is seeking 30 public benefit points for design excellence on the basis that the Proposed Development satisfies and achieves the six identified criteria in the CR Zone Incentive Density Implementation Guidelines. The Applicant’s justification for 30 public benefit points is as follows:

Providing innovative solutions in response to the immediate context

Vertical Village, Three Volumes, Outdoor spaces

The design team sought a unique response to Property-specific challenges. The Applicant’s development program called for a mix of residential, retail and office use on the Property. However, as the Property was unable to accommodate the ideal floor plates with the mix of uses being provided in an adjacent building arrangement on the Property with only 20,000-24,000 of buildable area, it was clear that a conventional ‘side by side’ mixed-use development scenario was not feasible.

Instead, the Applicant’s design team developed a scheme that stacks those ideal floor plans vertically, leaving additional space in the envelope for setbacks and ‘sculpting’ of the buildings to highlight their unique programs. Between the programs vertically are architectural ‘hyphens’, that serve as outdoor landscaped terraces. Architectural expression is achieved by celebrating the individual uses and their characters.

The vertical stacking approach creates a building with a distinct horizontal emphasis, with volumes that are scaled to the unique character of this mid-block neighborhood just outside of the bustling core of Downtown Bethesda. The two lower volumes address the immediate street scale and neighboring redevelopments with a strong street definition at the ground level retail volume as well as the seven-story residential volume above. By placing the office use above the residential and retail, with a ground level lobby serving all of the uses of the project, the design ensures that the ‘street’ volumes will be active throughout the day and into the evening. The office building is designed to provide hierarchy and orientation in the neighborhood with additional setback areas and geometric expression on its southwest corner oriented to the Purple Line station and public spaces to its south.

Large outdoor terraces are provided in the vertical juncture between the uses, providing visual relief, and access to outdoor landscaped spaces. These outdoor spaces embrace and sustain the principle of critical use of our urban environments. With emphasis placed on occupant health and wellness, our urban places of work, shop and live can become models of sustainable development, expanding beyond their importance of strategic density that focuses on the larger human experience.

Creating a sense of place and landmark

Neighborhood Building -biophilic design principles

The Proposed Development embraces its location along East Lane, one of the unique streets in Bethesda's central downtown district in the Wisconsin Avenue corridor neighborhood. This unusual character derives from its termination at Hampden Lane, and its location between the busier Wisconsin and Woodmont Avenues, which are more arterial and primary in nature. East Lane's quiet, ambling quality reinforces its pedestrian friendly and strategic location, connecting Bethesda's two primary transit stations: Metro Center and the new Purple Line station. Hampden East is located midway along this strategic pedestrian route, with secondary frontages on Montgomery and Hampden Lanes. A series of neighborhood open spaces, both existing and planned, in conjunction with an emphasis on the ground plane public realm on these three frontages, will enrich this pedestrian experience, which will be enhance by architectural design considerations including building facades and corner emphasis. In particular, a pedestrian space directly adjacent to the Purple Line station opens the adjacent urban fabric and provides striking views of the Hampden Lane and East Lane (southwest) corner of the site, thereby offering an urban and architectural opportunity for expression and orientation in the neighborhood.

Each street frontage along the site's perimeter receives unique consideration and architectural response. The sidewalk widths vary, from 15 feet at the narrowest along Hampden Lane, expanded to 20 feet at the intersection with East lane for outdoor seating. Along East Lane, the sidewalk expands to 17 feet, which allows for accommodation of further outdoor seating. Montgomery Lane, the busier of the three frontages from a vehicular perspective, will accommodate a future two-way bike lane and has the widest sidewalk at 20 feet.

The Hampden East design balances the goals for tower separation distance relative to the proposed 7340 Wisconsin Avenue building to the east, with strategic setbacks above the residential floors inherent to the 'stacked volume' design approach. The tower separations between the two proposed projects have been coordinated through the developers of each and provide for a total tower to tower separation of 30 to 60 feet, half of which is provided by each proposed development. The widest separation is oriented to the Property's southern exposure, along Hampden Lane, and allows multiple view corridors through the urban opening between the buildings.

Setbacks above the 8-story retail and residential base building reinforce the design concept and vary by street frontage. Along East Lane and Hampden Lanes, which form 75% of the Property's perimeter street frontage and are the primary pedestrian streets, tower setbacks of 5 feet (Hampden Lane) and 10 feet (East Lane) are proposed. On Montgomery Lane, which forms 25% of the Property's perimeter street frontage and is more vehicular in nature, the office and

residential facades are aligned but separated by a visual ‘break’, which results in a dramatic recess in the office façade that creates the terrace level. In addition to the setbacks listed above, the design proposes a bold geometric expression at the southwest corner of the office volume and additional articulation through the provision of outdoor space for the residents through balconies and terraces.

Enhancing the public realm in a distinct and original manner

Three Streets, Street Scaled Volumes

The Property sits at a significant, unique location that offers the opportunity to make two strategic connections in the public realm of downtown Bethesda. First, having frontages along both Hampden Lane and Montgomery Lane, it provides street level programming that will help to link Wisconsin Avenue to the Woodmont Avenue and Bethesda Row districts to the west and south. Secondly, located midway between the emerging Purple Line station to the south and Metro Center to the north, it links a series of open spaces along this pedestrian oriented north-south connection between these important emerging transit and development nodes in Downtown Bethesda. In addressing these important connections, the design enriches the public realm through appropriate street retail and outdoor seating in conjunction with a building that is scaled to the sidewalk on multiple levels. Building articulation is hierarchical and addresses the primary southwest corner of the site, visible from multiple vantage points throughout the neighboring public spaces in order to provide orientation in the larger urban context.

Two alternate designs are being considered for the building’s service (parking and loading) arrangement. The first (preferred) option places the parking entry on Montgomery Lane, the busier vehicular street, and provides loading off Hampden Lane. This approach allows more retail frontage on Hampden Lane. The second option combines both loading and parking facilities on the Hampden Lane frontage. Both options should be considered in light of the service plan proposed for 7340 Wisconsin Avenue project to the east, which includes three curb-cuts for parking and loading along Hampden Lane.

Introducing unique forms and materials

Geometric Expression, Embracing Nature

The innovative architectural solution of arranged vertical programs employ geometric differentiation as part of the architectural concept. A simple, rectangular expression for the retail level is distinct from the modelled surfaces of the residential levels, which will receive further interest with recessed outdoor spaces inside the primary volume. The office volume will appear to float above the residential building with a large outdoor terrace that is distinguished by a sculpted southwest corner. With the Property’s urban location being adjacent to the mid-block connection to the Purple Line station, Hampden East serves to open the urban corner and creates a more pedestrian scale at the intersection of East lane and Hamden lane.

The materials chosen will be selected to achieve compatibility with the neighborhood character while also providing a distinctive building of contrasting and juxtaposed forms, expressive of the uniqueness of the buildings program. The retail and terrace levels will be transparent and primarily glass in material, the residential and office programs will have textured surfaces.

Materials being considered include clay masonry (terracotta and brick) and tinted architectural precast concrete. Glazing systems will be high performance thermally broken insulated glass, allowing for an envelope that achieves energy efficiency performance consistent with a LEED Silver rating.

Designing the development so living working shopping environments are more pleasurable and desirable on a small site

Affordable Housing, Live-Work -Shop Extended Day

With the diverse on-site program of retail, affordable and market rate housing, and office uses located within walking distance to transit options and adjacent established urban neighborhoods, Hampden East will further shift the character of the Wisconsin Avenue Corridor neighborhood toward a fuller live-work-shop urban balance. This critical piece of the neighborhood fabric, with three important street frontages, will strengthen pedestrian cross connections, embellish the sidewalk and public realm experience at the street level, provide exceptional retail infrastructure and outdoor seating, and memorably anchor this urban neighborhood. With an expanded affordable housing component, it will strengthen Bethesda's economic diversity and equity.

Integrating low-impact development methods into the overall design of the site and building beyond green building or site requirements

Embracing nature

Between these architecturally distinct volumes, outdoor terraces and plantings provide opportunity to engage with nature. The Proposed Development takes advantage of a 262-foot building height envelope to create an infill redevelopment that utilizes vertical stacking of multi-family, retail, and office uses in a transit-oriented destination location. The overall design of the site and building leverage the Property's location to multiple available transit options, allowing reduced on-site parking that will help to encourage transit, pedestrian, and bicycle modes of transportation. Beyond the requisite green cover and public open space requirements for Hampden East, the Proposed Development creates meaningful outdoor spaces in the form of terraces and rooftop amenity areas that will align with neighboring public open spaces.

IV. Conclusion

This Sketch Plan submission to the DAP addresses how the massing and overall site design of Hampden East meets the intent and goals of the Design Guidelines. The submission also demonstrates how the conceptual design of the Proposed Development complies with the Exceptional Design public benefit points criteria.



HAMPDEN EAST OFFICE - RESIDENTIAL

BETHESDA, MD

DAP/SKETCH PLAN SUBMISSION

NEIGHBORHOOD CONNECTIONS

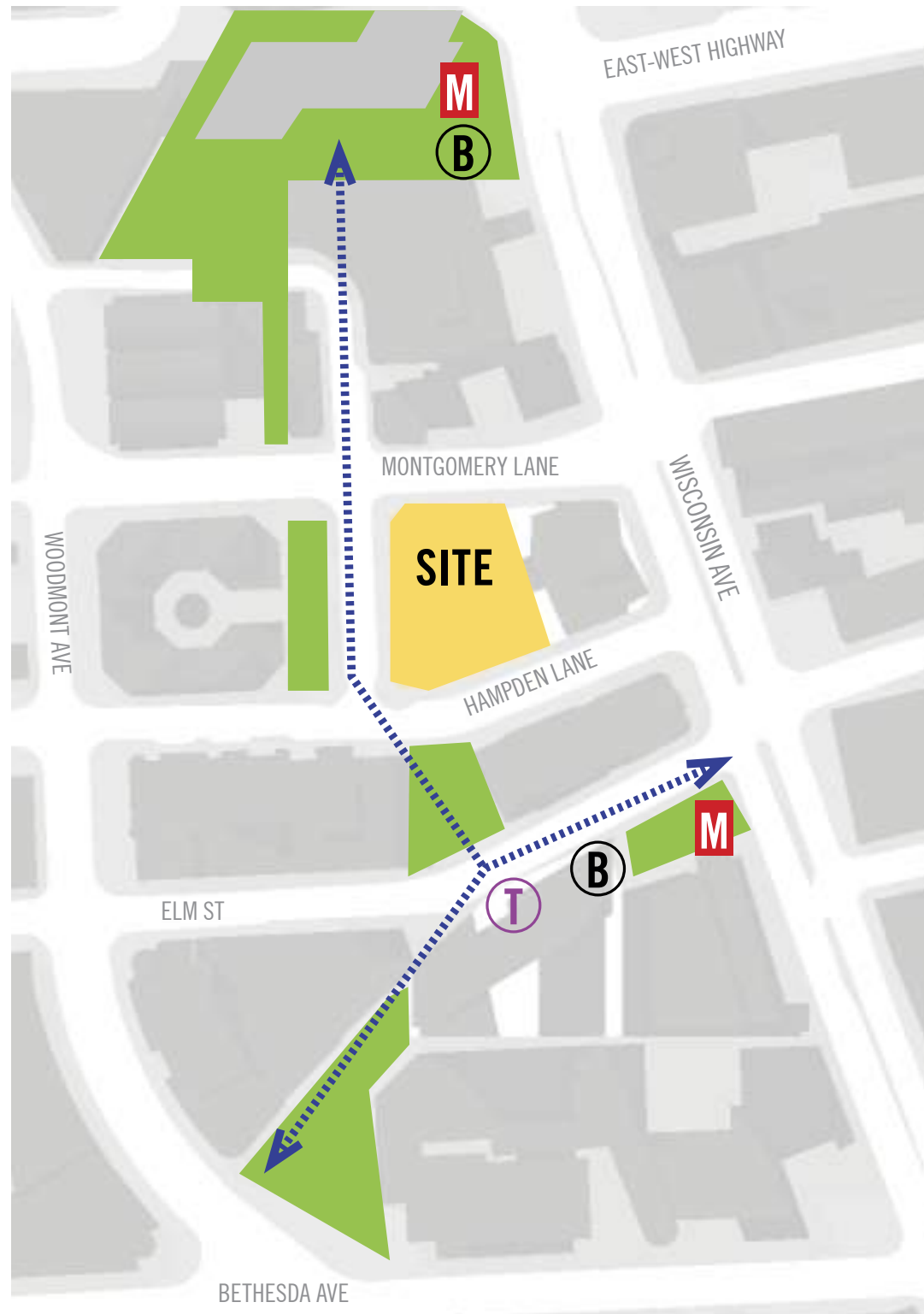
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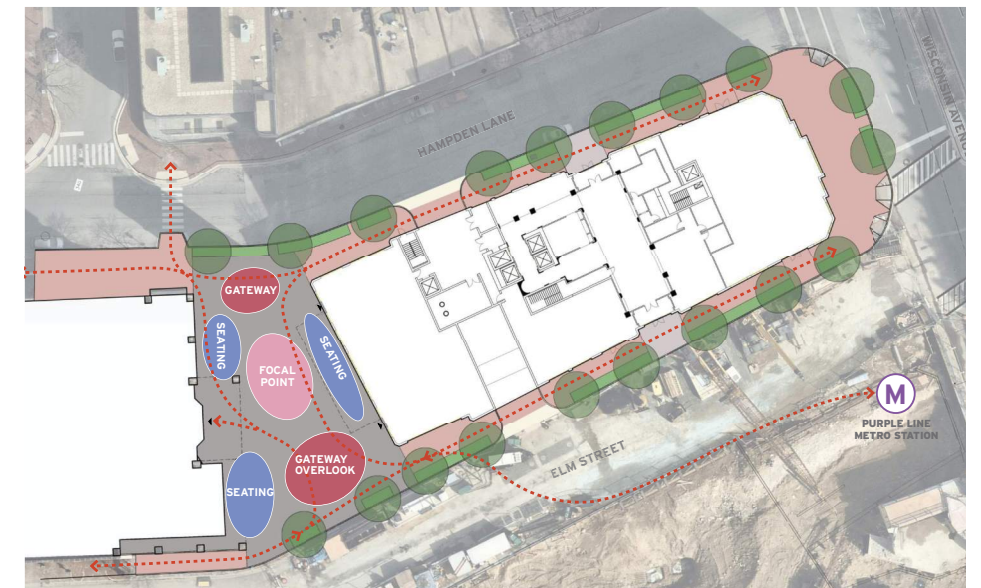
WOODMONT PLAZA



METRO PLAZA



4 BETHESDA METRO CENTER



METRO TOWER

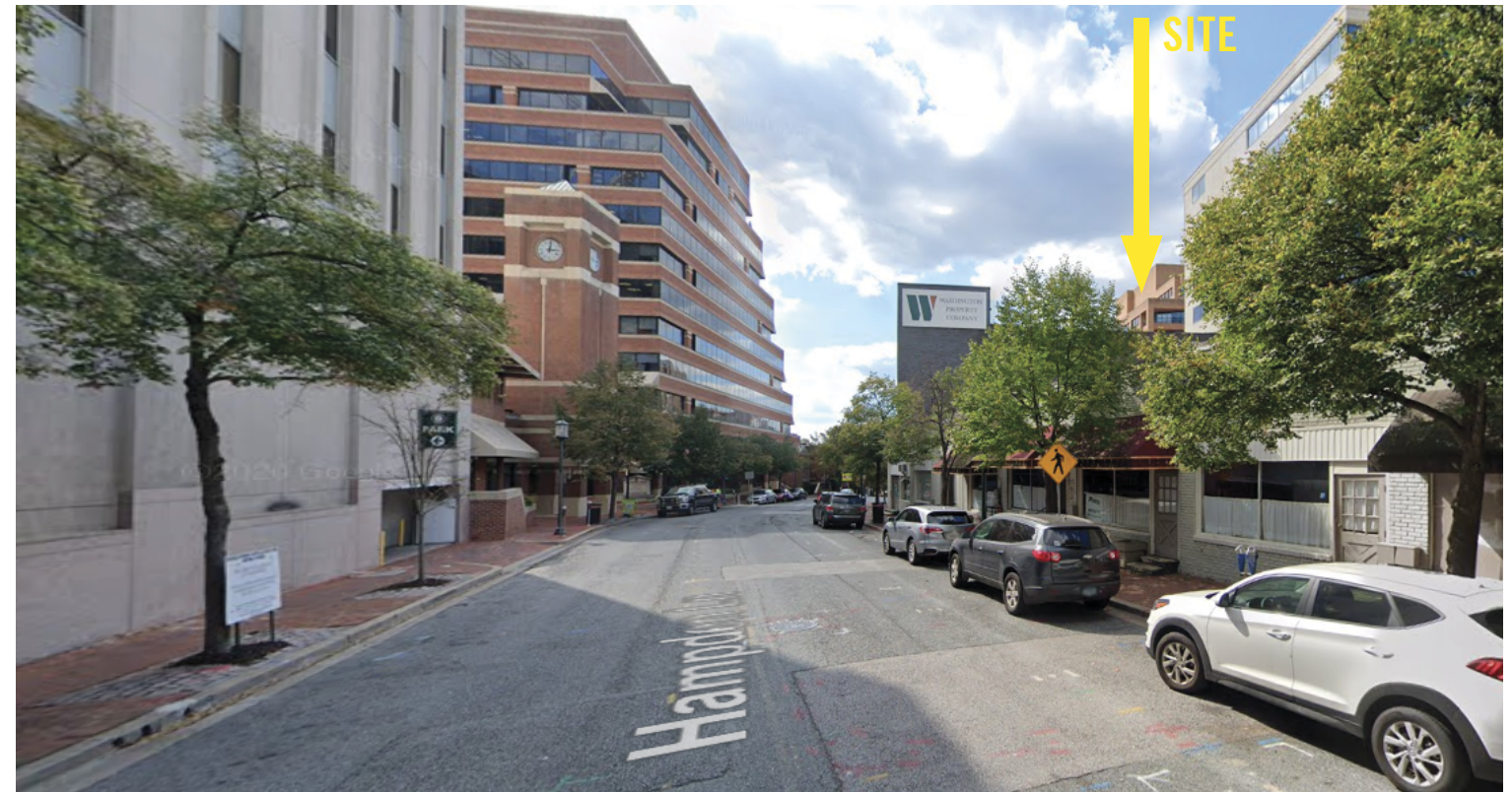
HAMPDEN EAST OFFICE - RESIDENTIAL BETHESDA, MD

DAP/SKETCH PLAN SUBMISSION

NEIGHBORHOOD CONTEXT 02



EAST LANE LOOKING SOUTH



HAMPDEN LANE LOOKING WEST



MONTGOMERY LANE LOOKING EAST



CORNER OF HAMPDEN AND EAST LANE LOOKING EAST

HAMPDEN EAST OFFICE - RESIDENTIAL BETHESDA, MD

A JOINT VENTURE BETWEEN WASHINGTON PROPERTY COMPANY AND DOUGLAS DEVELOPMENT

JUNE 10TH, 2020

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SITE CONTEXT PHOTOS 03

shalom baranes associates architects

2.4.8 Tower: “Menu” of Methods to Reduce Bulk

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

A. Limit Tower Floor Plate

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



B. Use Unique Geometry

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



C. Vary Tower Heights

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



There are several ways to reduce the actual bulk of a building’s upper floors or to creatively reduce the perceived bulk of the building. Below is a menu of design techniques that can be used to sculpt building towers and achieve a varied skyline responsive to human scale. Every project is not required to apply every method; however, several should be used in combination to best meet the guideline intent.

D. Modulate and Articulate Facades

Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.



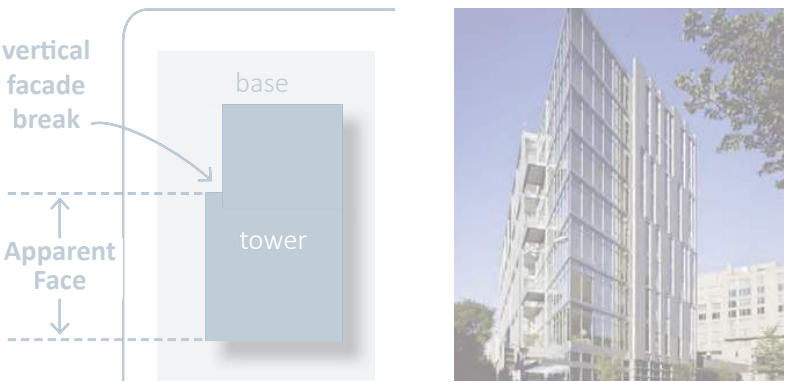
E. Vary Tower Placement and Orientation

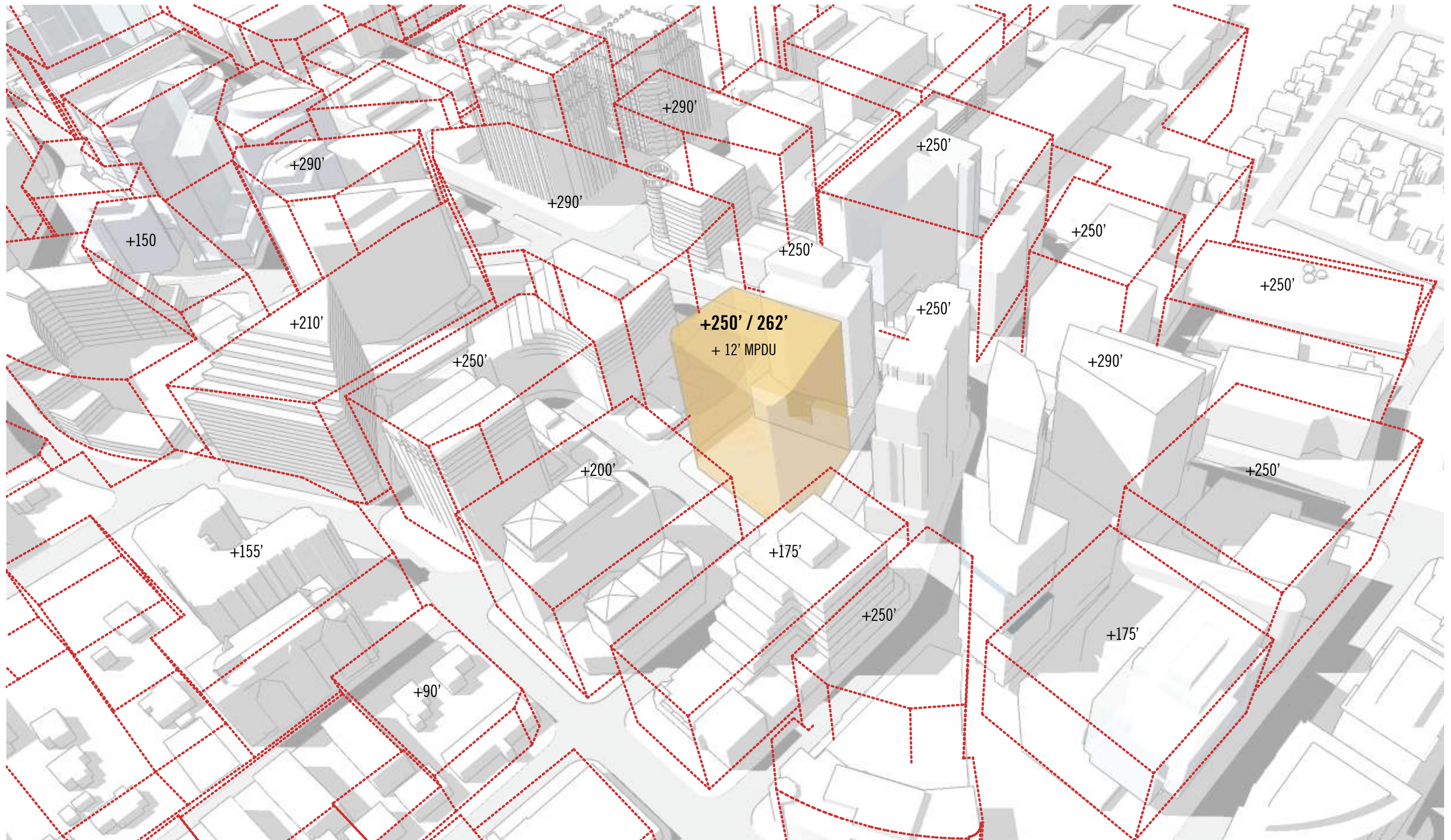
Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.



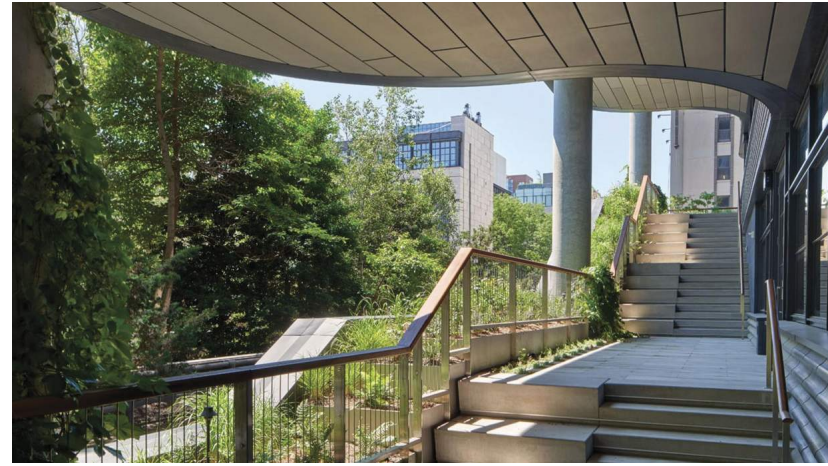
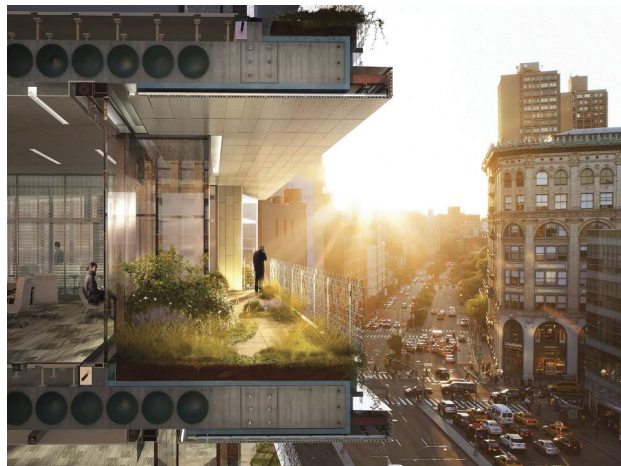
F. Limit Apparent Face

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



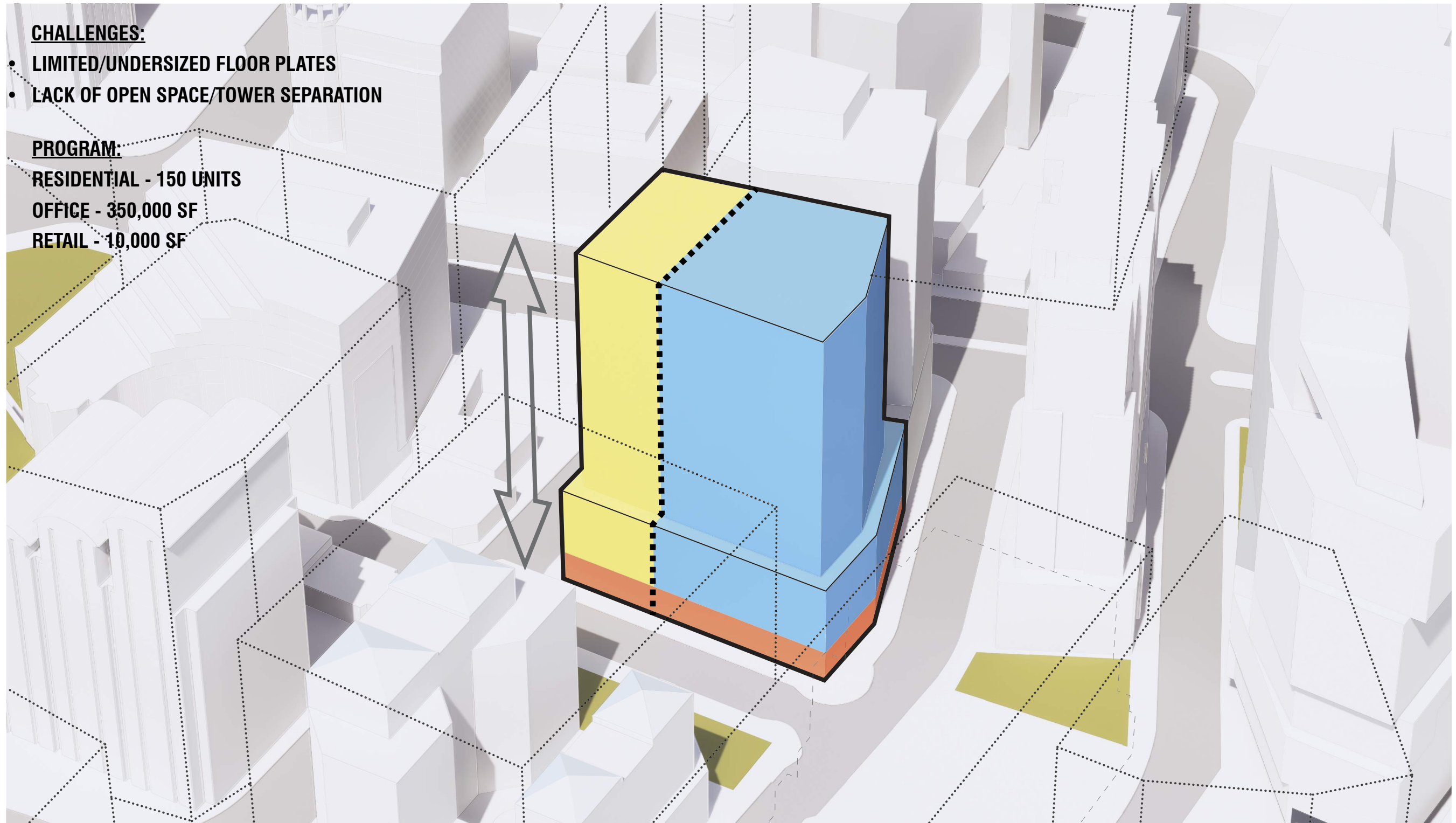


..... FUTURE DEVELOPMENT HEIGHTS



DESIGN PRINCIPLES:

- PROVIDE AN UNPRECEDENTED VERTICAL MIX OF URBAN USES: RESIDENTIAL, COMMERCIAL & OFFICE IN FURTHERANCE OF THE DOWNTOWN SECTOR PLAN THAT WILL ACTIVATE & ENHANCE THE URBAN ENVIRONMENT ORIENTED TO THE NEAR-BY BETHESDA METRO STATION.
- PROVIDE A PROJECT DESIGNED TO CONTRIBUTE TO THE GOALS & OBJECTIVES FOR THE “HIGH PERFORMANCE AREA” IDENTIFIED IN THE SECTOR PLAN THROUGH ENERGY EFFICIENCY & DESIGN THAT PROMOTES LONG TERM SUSTAINABILITY & LOW ECOLOGICAL IMPACT.
- PROVIDE ADDITIONAL AFFORDABLE HOUSING & DIVERSIFIED HOUSING OPTIONS TO OPTIMIZE THE CLOSE PROXIMITY TO MASS TRANSPORTATION.
- PROVIDE EXCEPTIONAL & FLEXIBLE RETAIL INFRASTRUCTURE WITH OUTDOOR SEATING ZONES FOR RETAIL DESIGNED TO ACTIVATE.
- ACHIEVE SECTOR PLAN BUILDING FORM GOALS THROUGH ARCHITECTURAL ARTICULATION & EXPRESSION OF OFFICE, RESIDENTIAL & RETAIL USES THAT ACHIEVES A HUMAN SCALED PRESENCE ON THE STREET & REDUCED VERTICAL UNIFORMLY APPROPRIATE FOR A PROJECT ALONG THE WISCONSIN AVE. CORRIDOR. DISTRICT.
- PROVIDE DESIRED PLACE MAKING THROUGH EXCEPTIONAL & UNIQUE DESIGN OF PUBLIC REALM & BUILDING ARCHITECTURE.



CHALLENGES:

- LIMITED/UNDERSIZED FLOOR PLATES
- LACK OF OPEN SPACE/TOWER SEPARATION

PROGRAM:

RESIDENTIAL - 150 UNITS

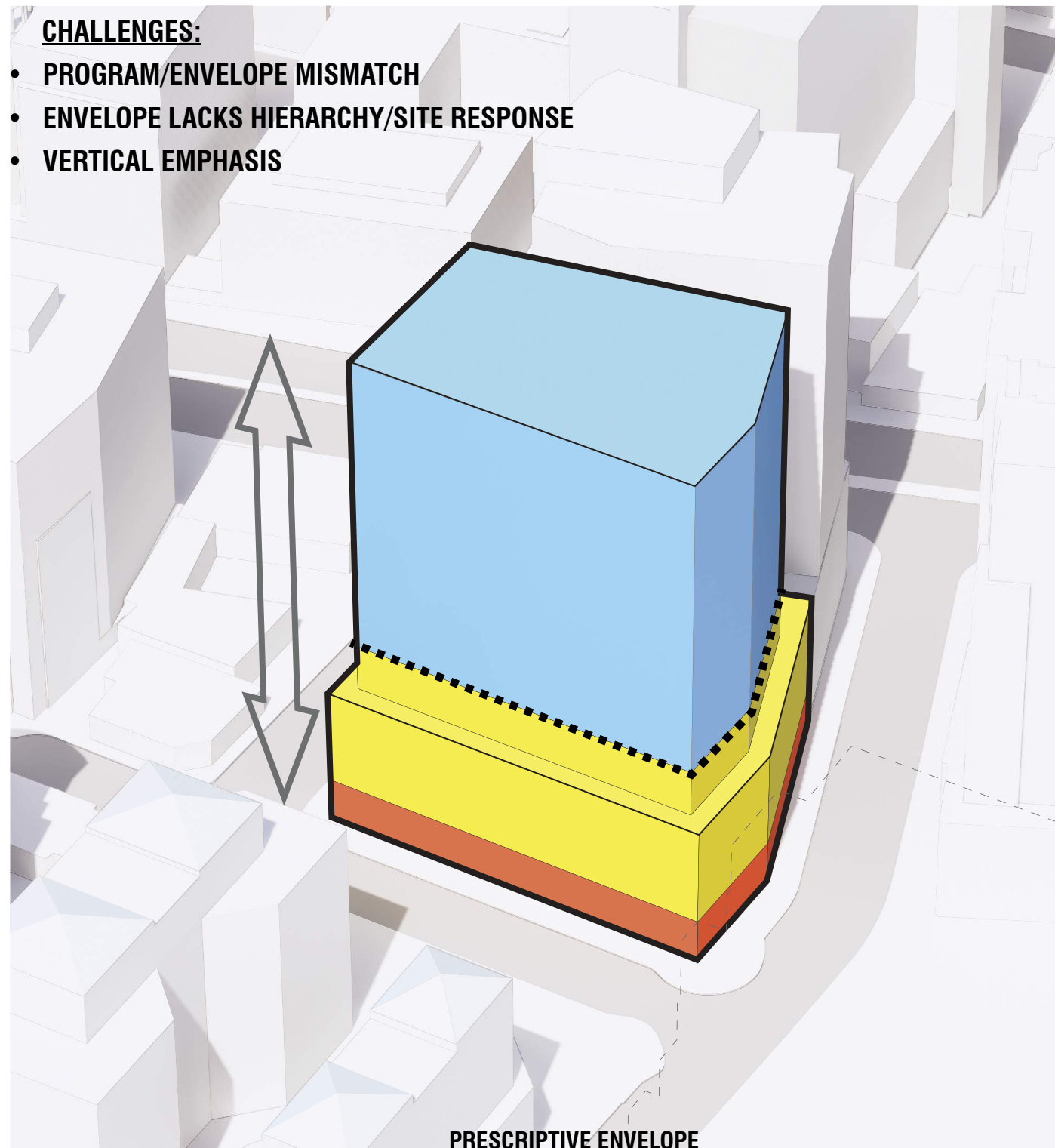
OFFICE - 350,000 SF

RETAIL - 10,000 SF

‘SIDE-BY-SIDE’ VILLAGE

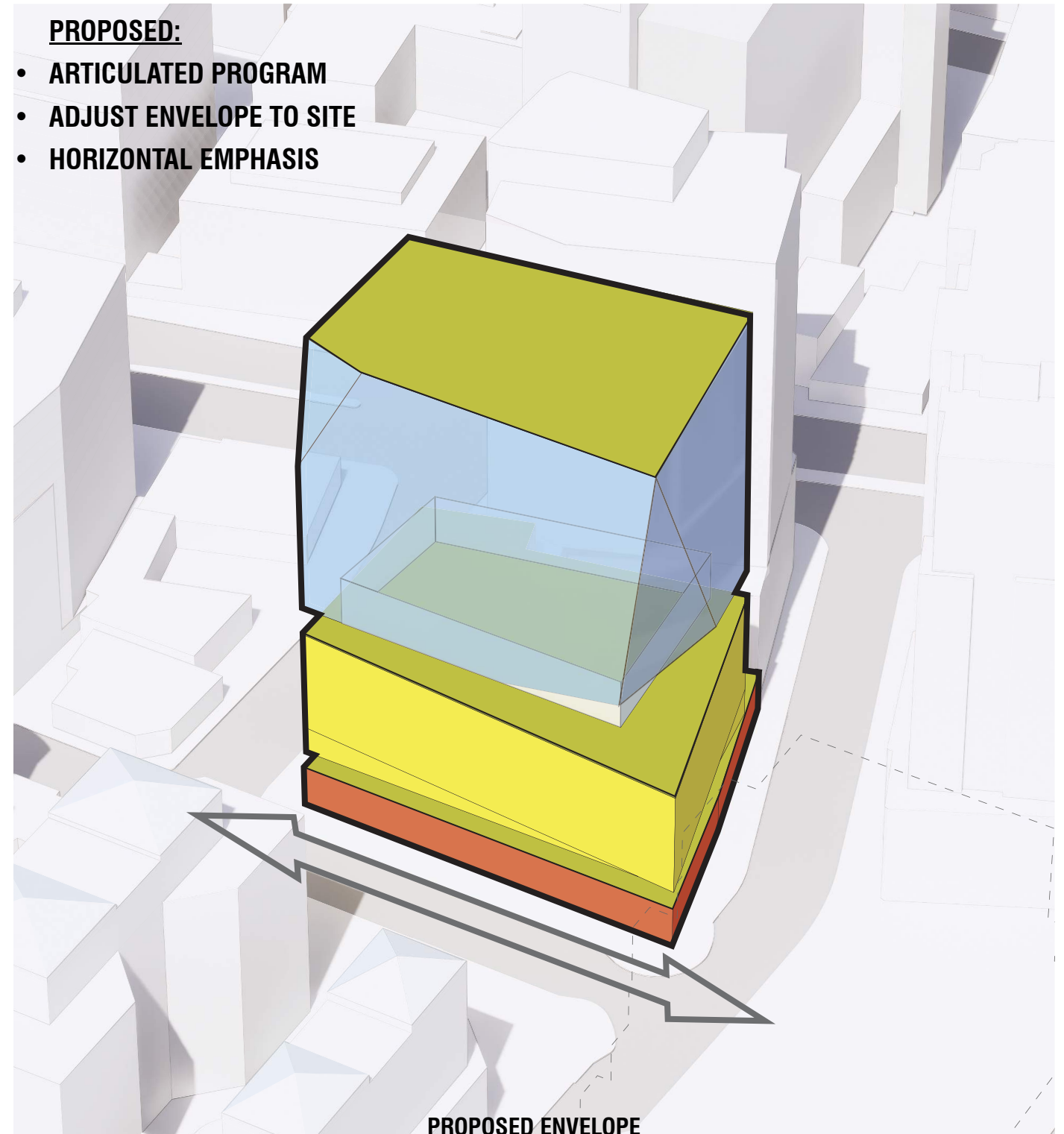
CHALLENGES:

- PROGRAM/ENVELOPE MISMATCH
- ENVELOPE LACKS HIERARCHY/SITE RESPONSE
- VERTICAL EMPHASIS



PROPOSED:

- ARTICULATED PROGRAM
- ADJUST ENVELOPE TO SITE
- HORIZONTAL EMPHASIS



VERTICAL VILLAGE

HAMPDEN EAST OFFICE - RESIDENTIAL BETHESDA, MD

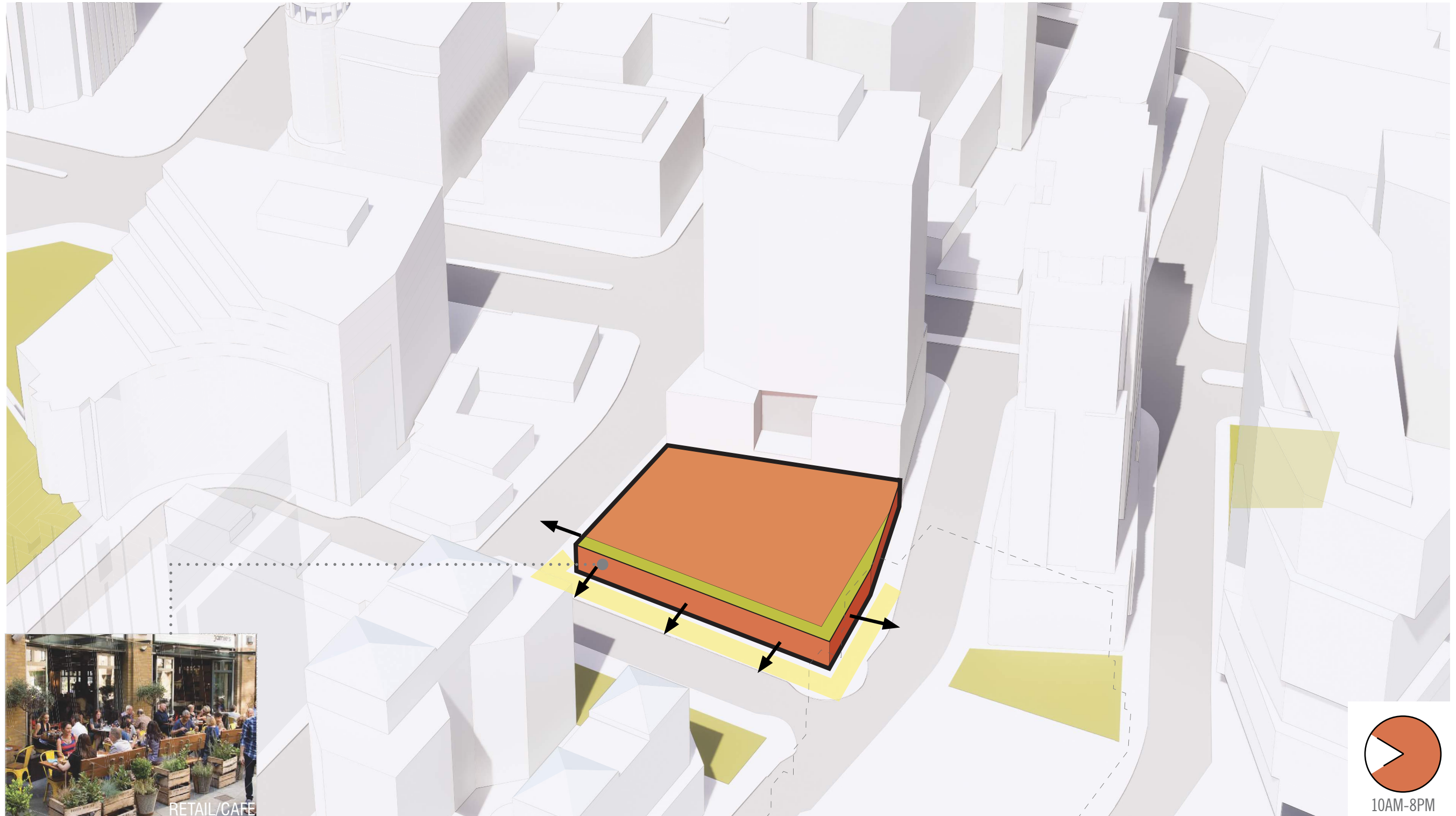
DAP/SKETCH PLAN SUBMISSION

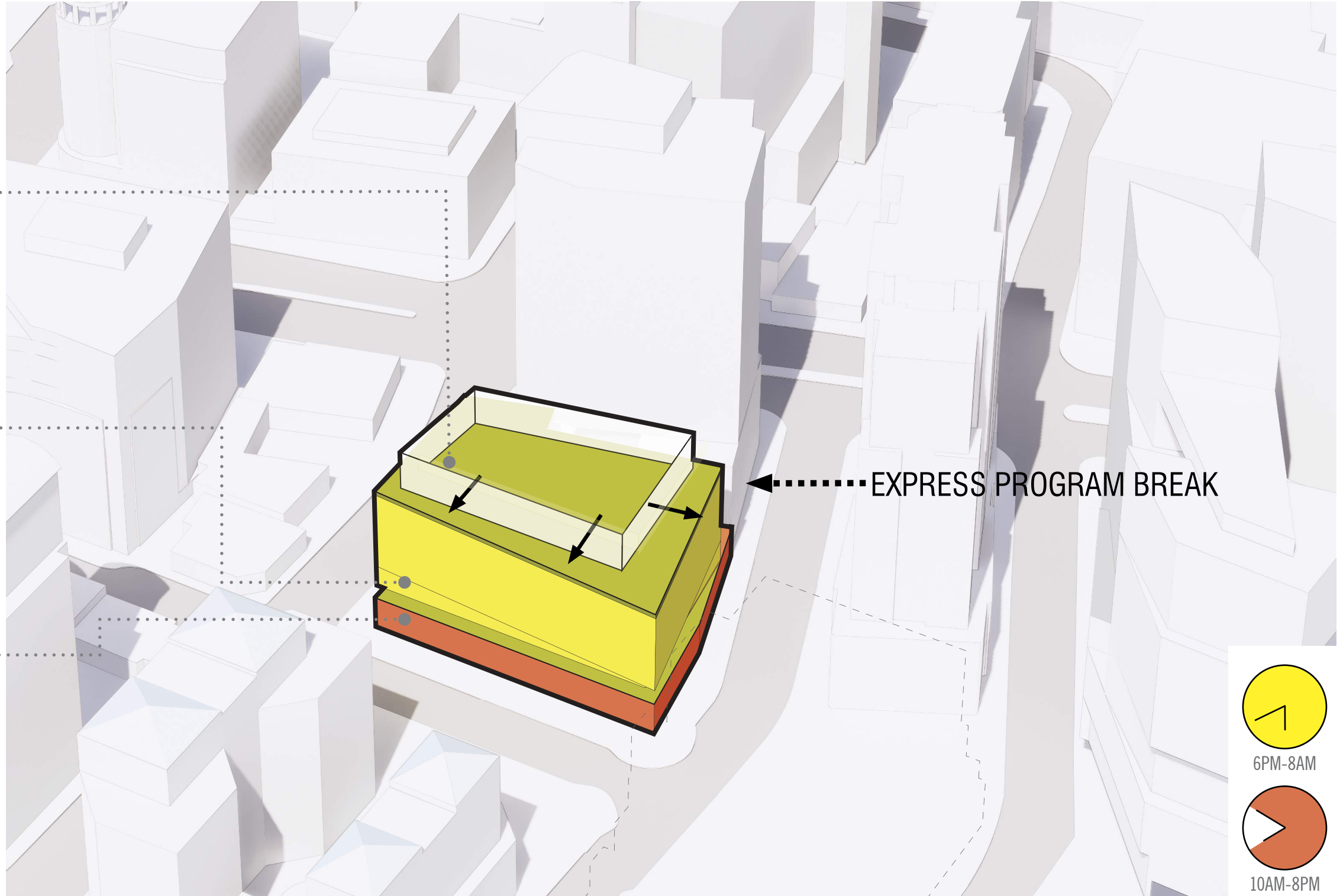
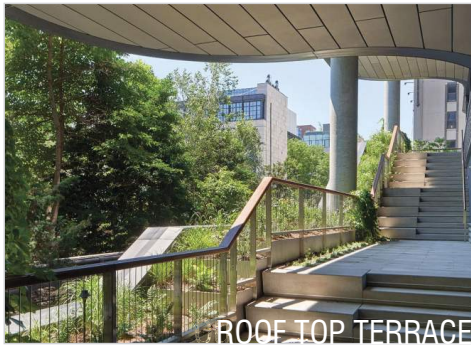
A JOINT VENTURE BETWEEN WASHINGTON PROPERTY COMPANY AND DOUGLAS DEVELOPMENT

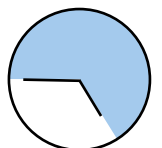
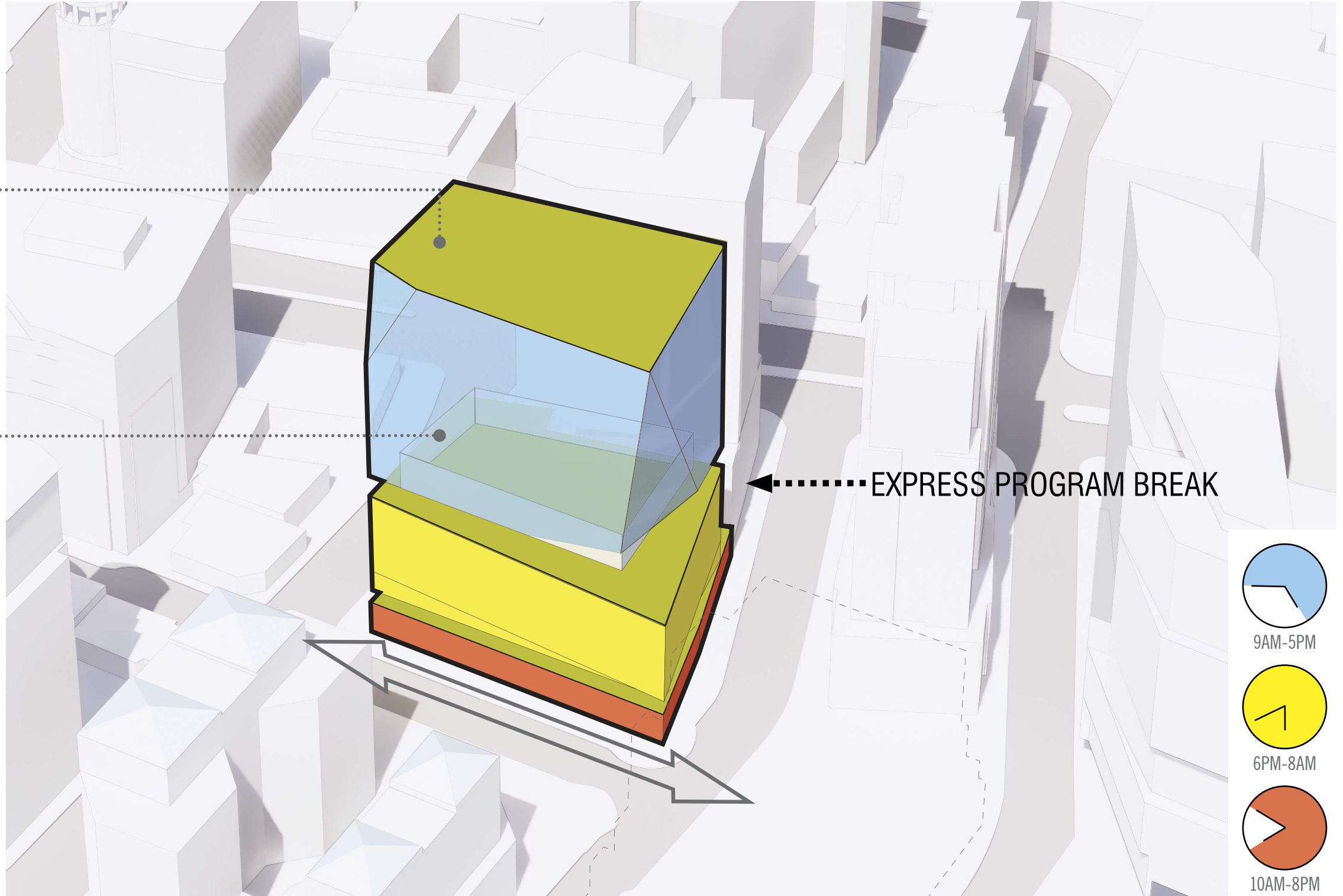
JUNE 10TH, 2020

©2020 Shalom Baranes Associates, PC

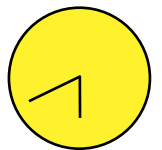
shalom baranes associates architects



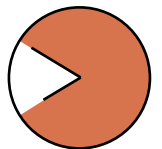




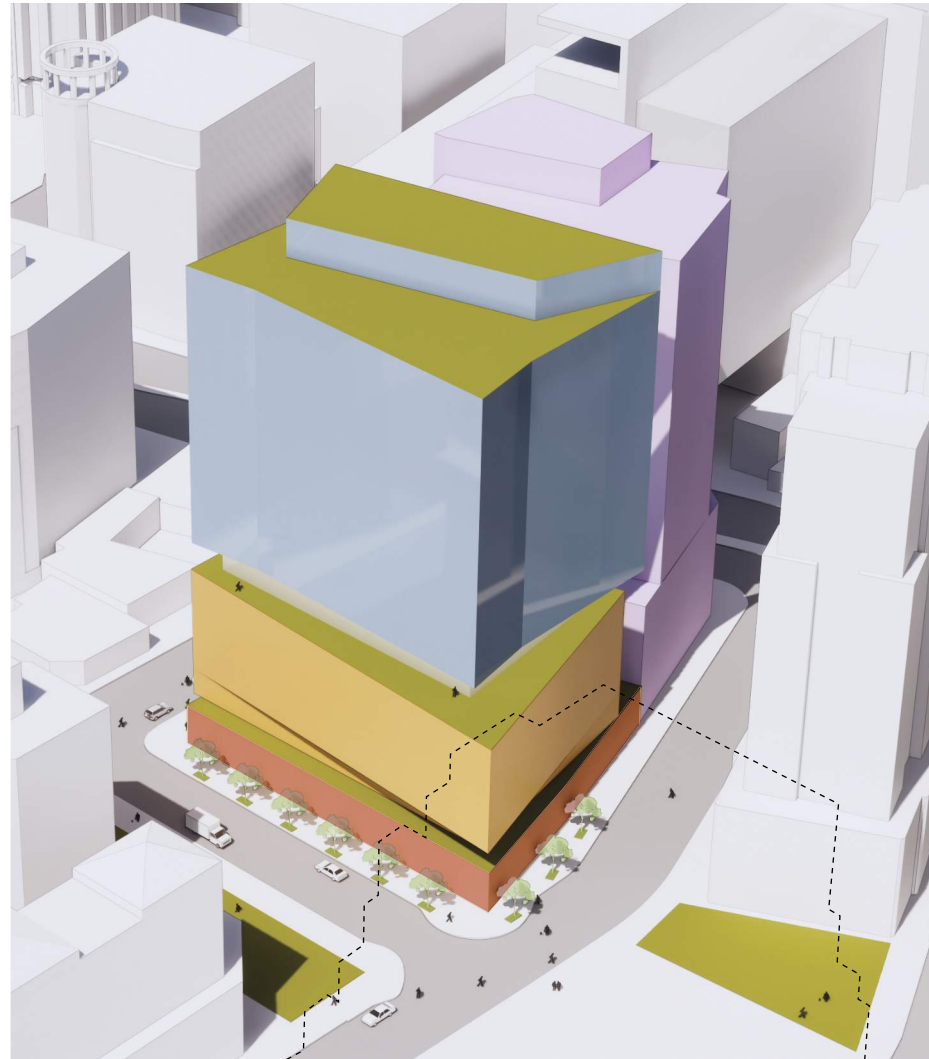
9AM-5PM



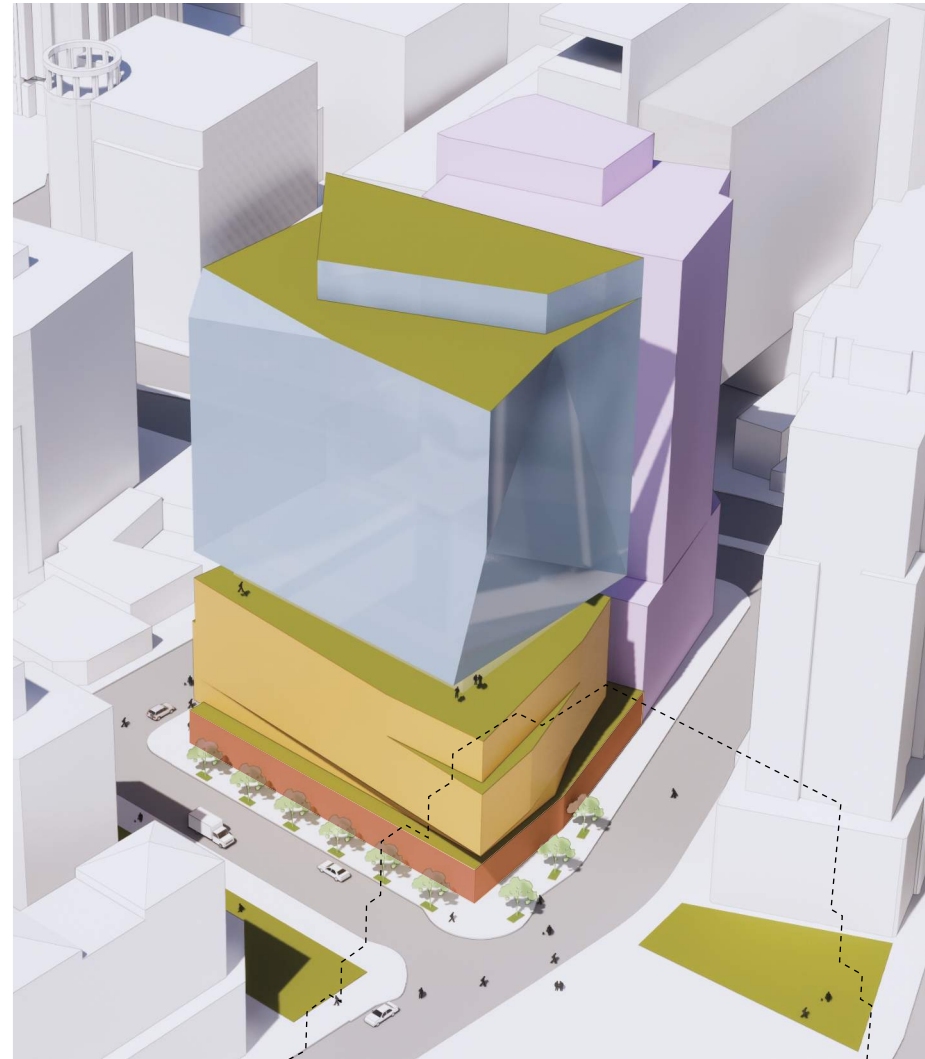
6PM-8AM



10AM-8PM



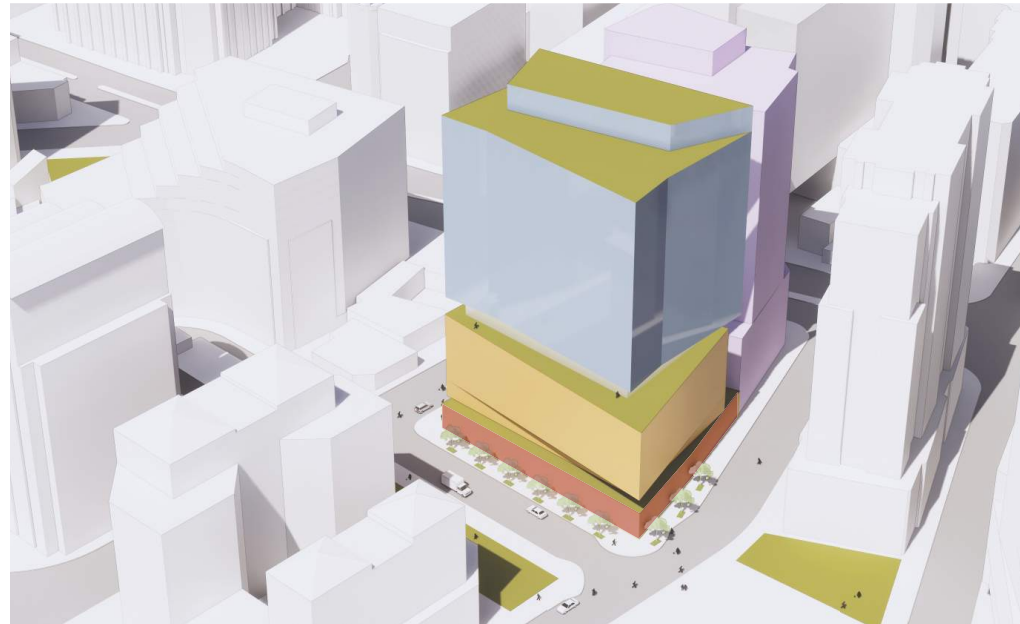
OPTION 1



OPTION 2



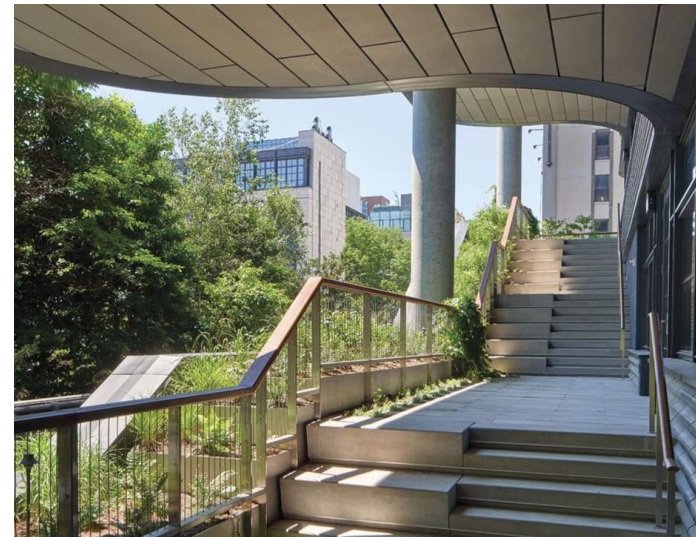
OPTION 3



ILLUSTRATIVE VIEWS



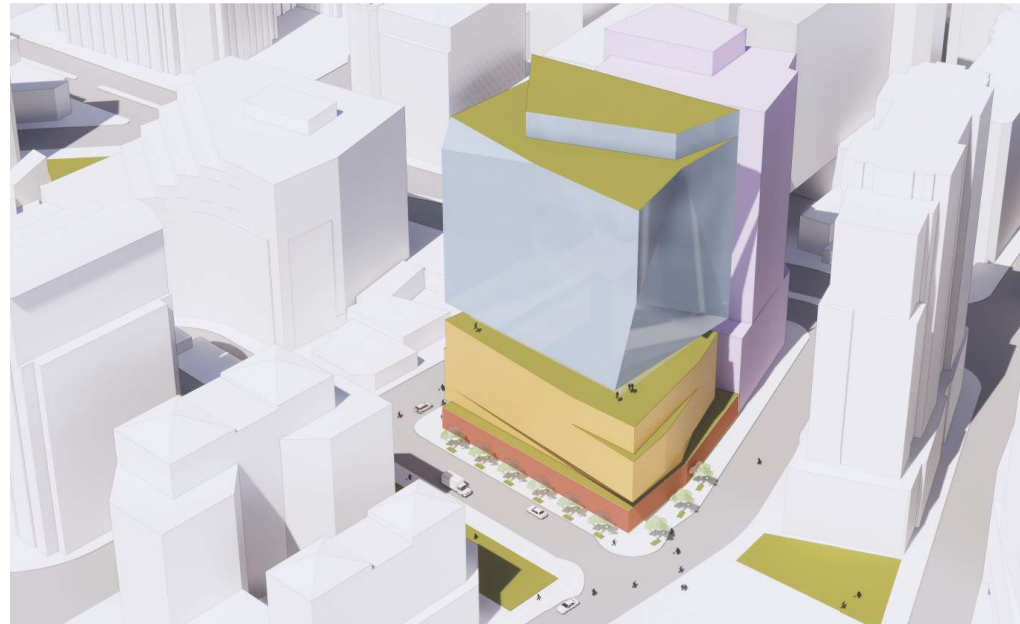
512 WEST 22, NYC - COOKFOX ARCHITECTS



512 WEST 22, NYC - COOKFOX ARCHITECTS



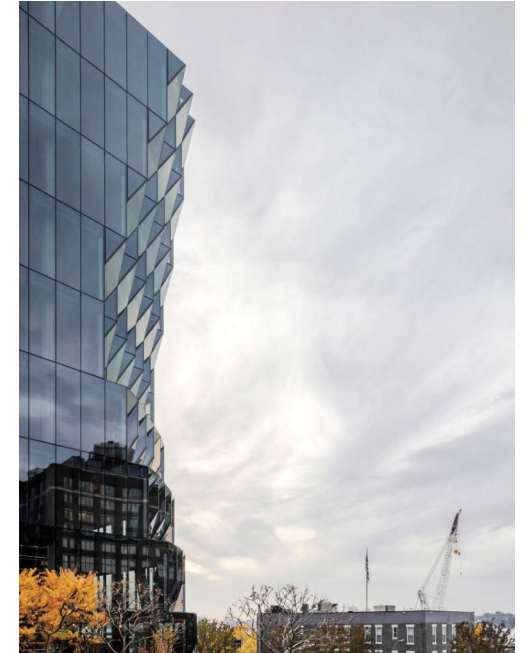
CITY MARKET AT O ST, DC - SHALOM BARANES ARCHITECTS



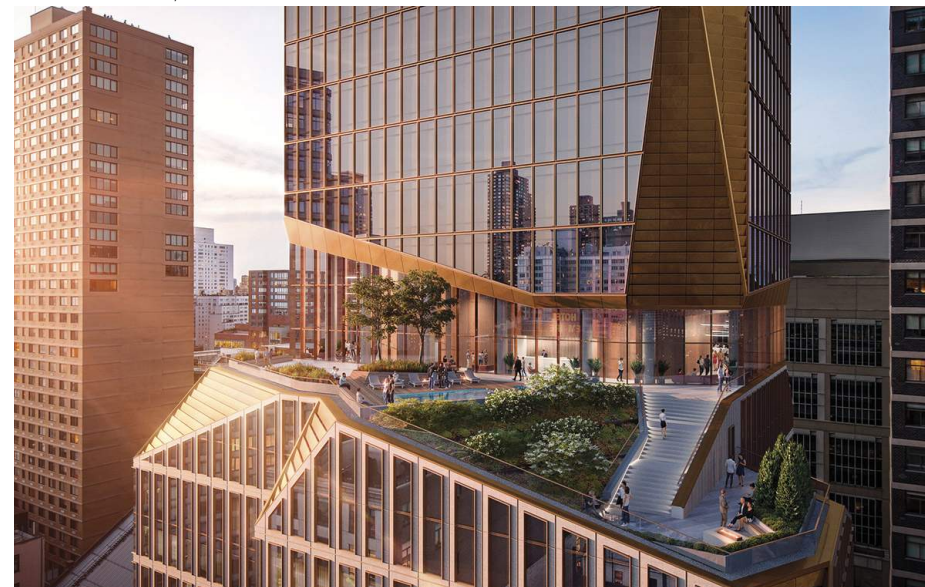
ILLUSTRATIVE VIEWS



40 MERCER ST, NYC - JEAN NOUVEL



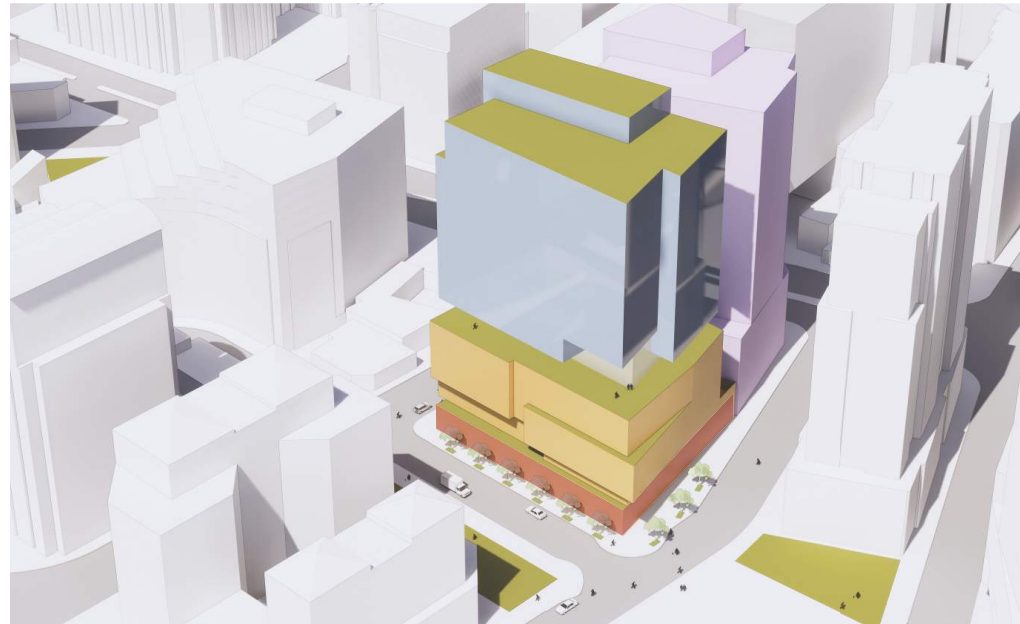
SOLAR CARVE , NYC- STUDIO GANG



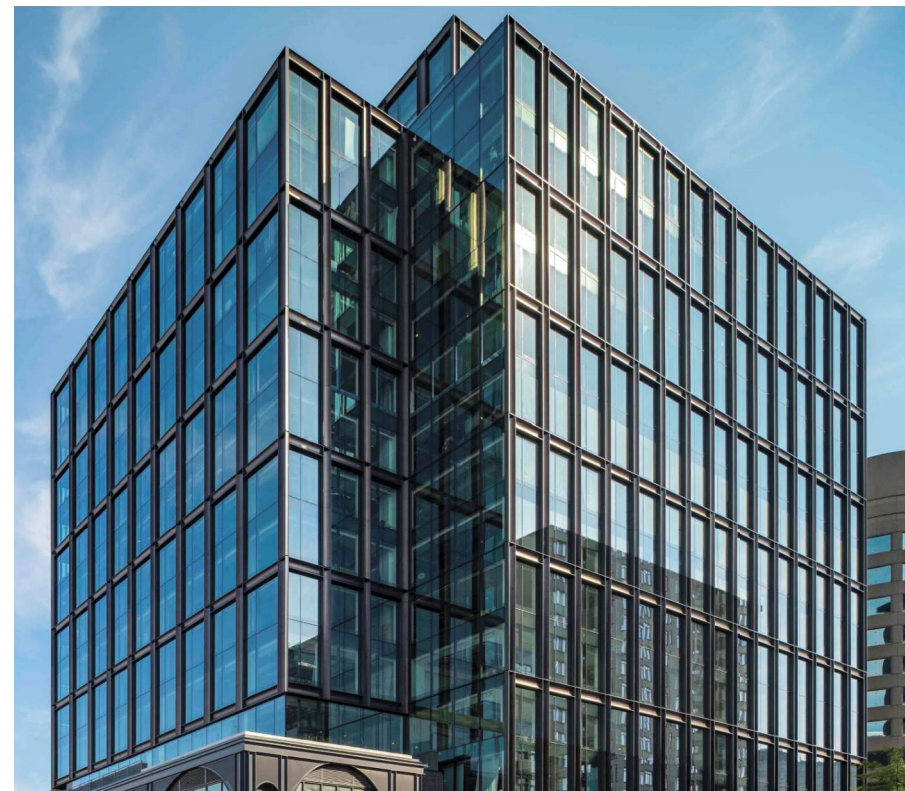
50 WEST 66TH STREET, NYC- SNØHETTA



HAWTHORN TOWER , NETHERLANDS- STEFANO BOERI



ILLUSTRATIVE VIEWS



4747 BETHESDA AVE - SHALOM BARANES ARCHITECTS



41 BOND ST, NYC - DDG



BRYANT PARK, NYC - DAVID CHIPPERFIELD



BERKELEY WAY ACADEMIC OFFICE BUILDING / WRNS STUDIO

HAMPDEN EAST OFFICE - RESIDENTIAL

BETHESDA, MD

DAP/SKETCH PLAN SUBMISSION

A JOINT VENTURE BETWEEN WASHINGTON PROPERTY COMPANY AND DOUGLAS DEVELOPMENT

JUNE 10TH, 2020

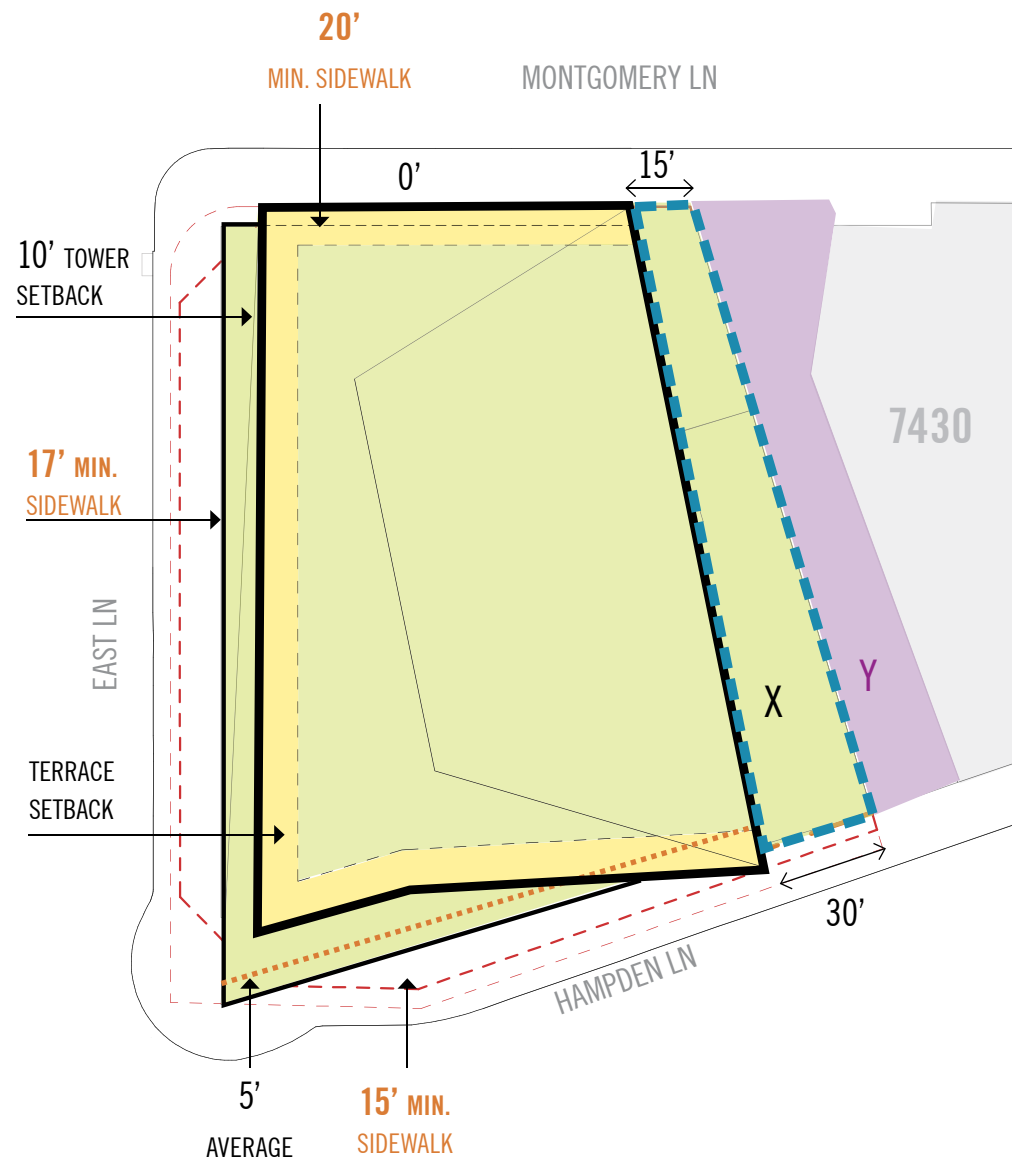
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SKIN PRECEDENTS

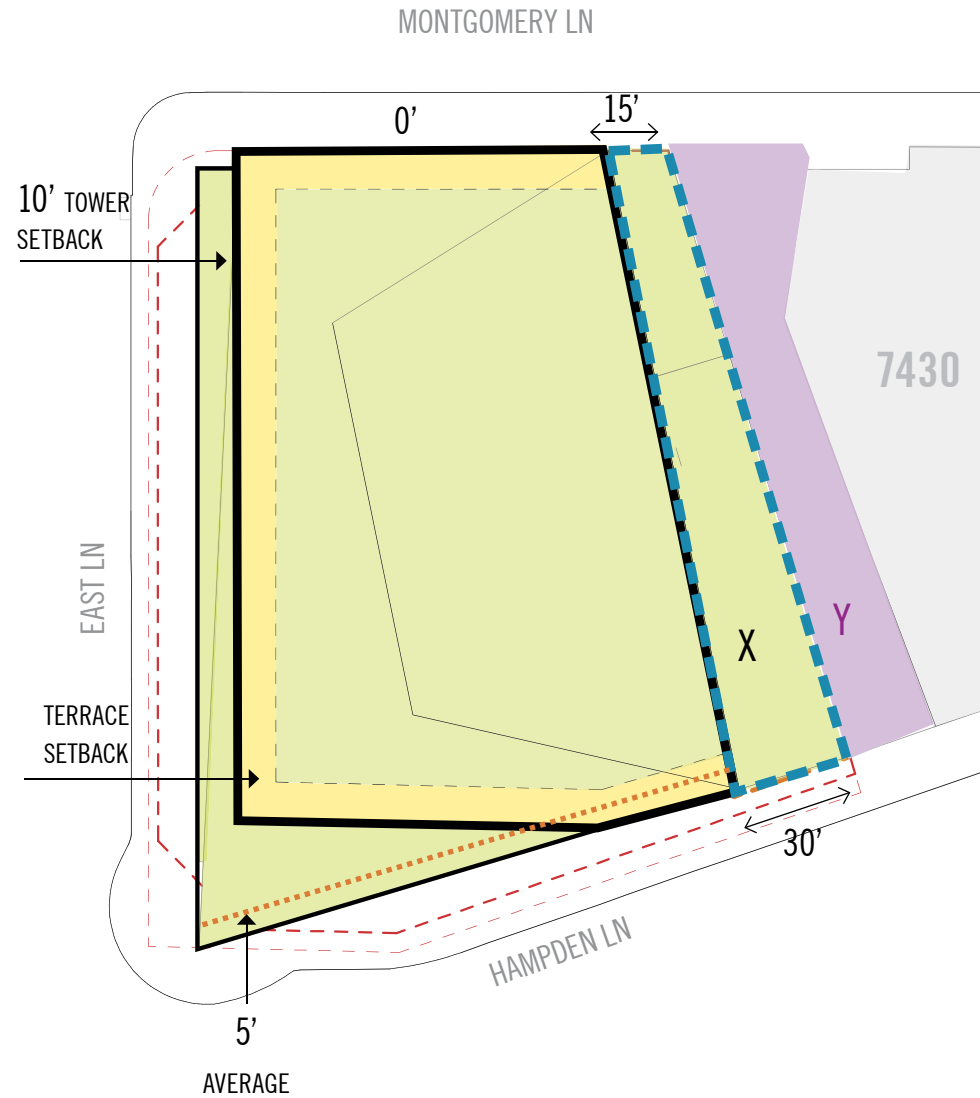
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shalom baranes associates

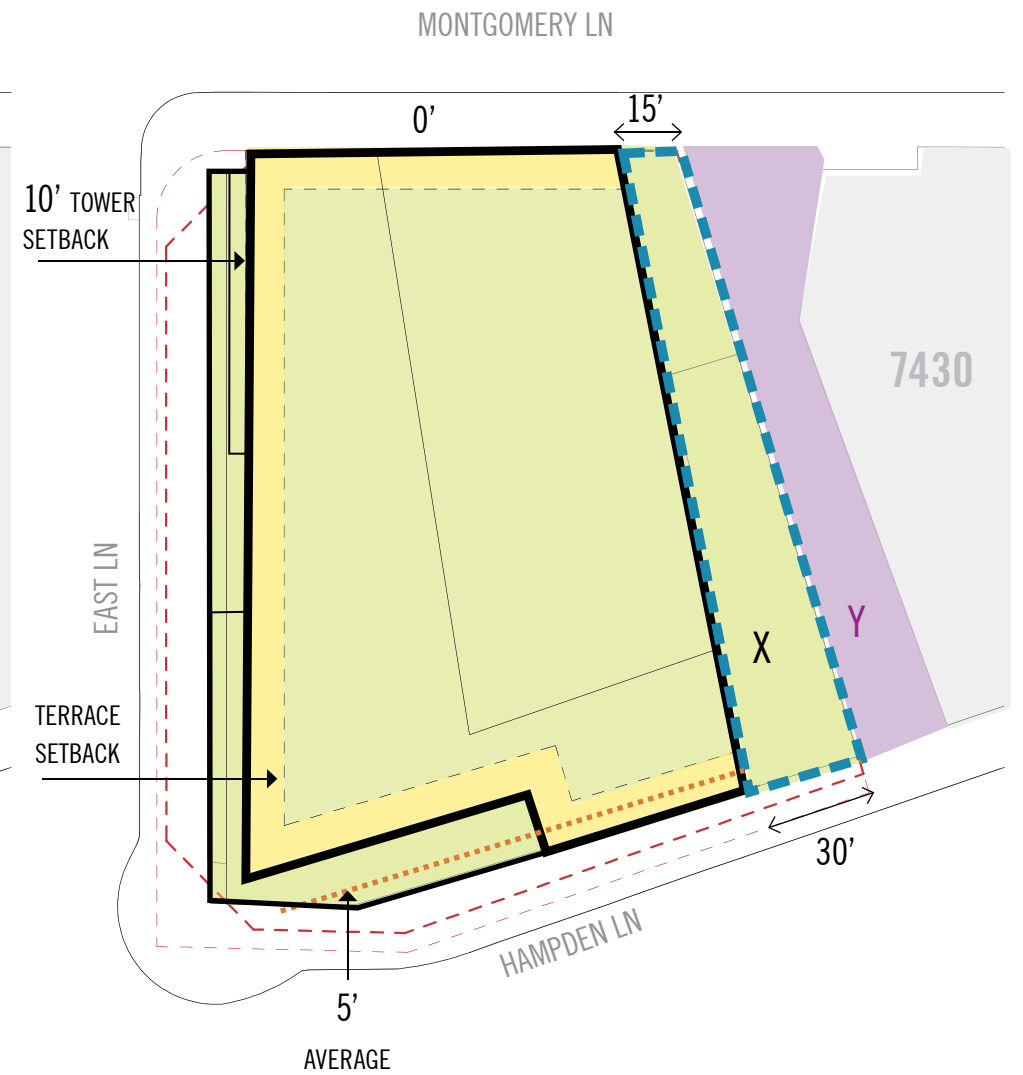
architects



OPT 1



OPT 2



OPT 3

X=Y

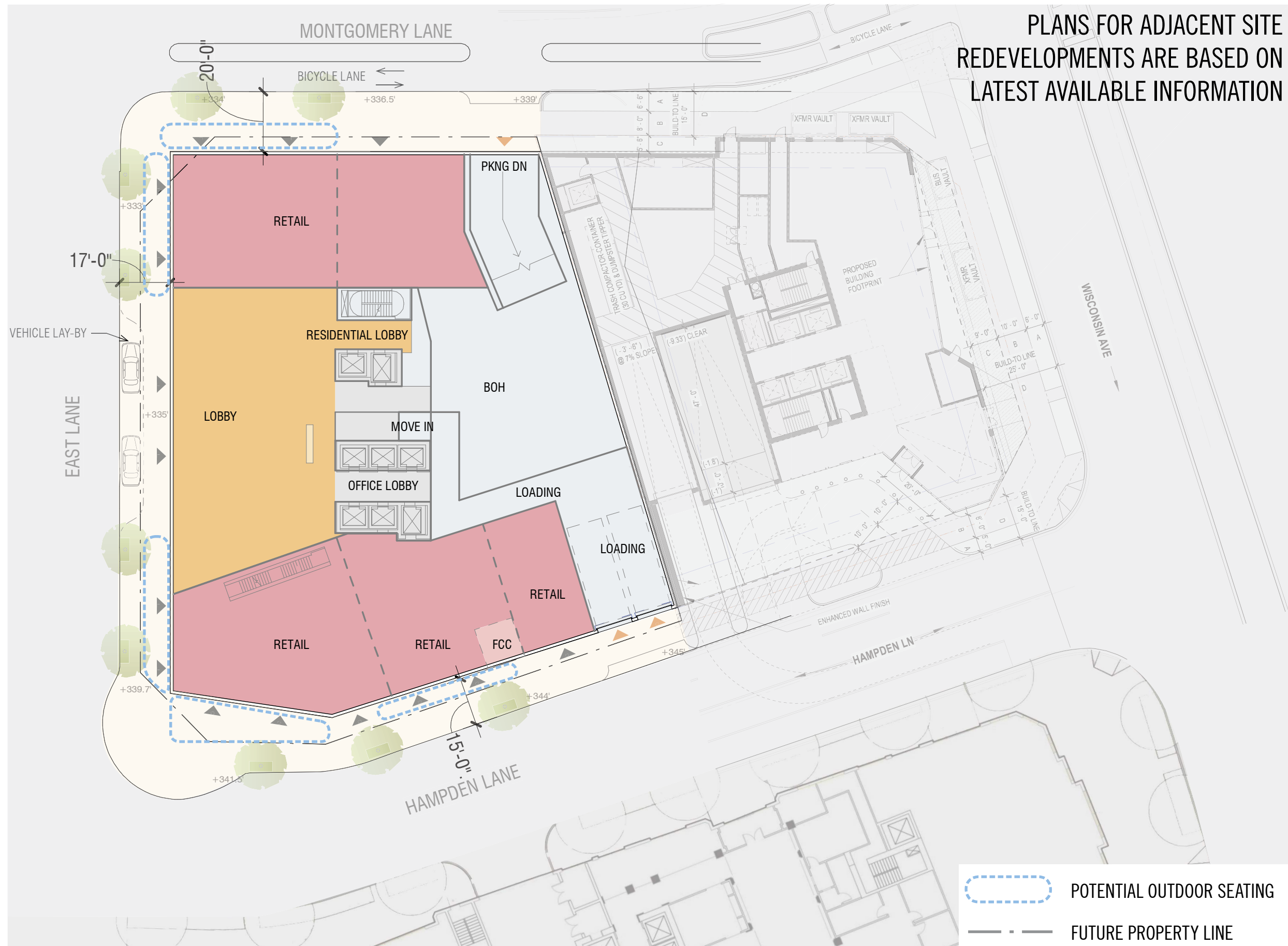


TOWER SEPARATION AREA MATCHES PREVIOUS AREA SHOWN TO THE COUNTY

- NSA (NET SITE AREA) / FUTURE PROPERTY LINE
- EXISTING PROPERTY LINE



PLANS FOR ADJACENT SITE
REDEVELOPMENTS ARE BASED ON
LATEST AVAILABLE INFORMATION

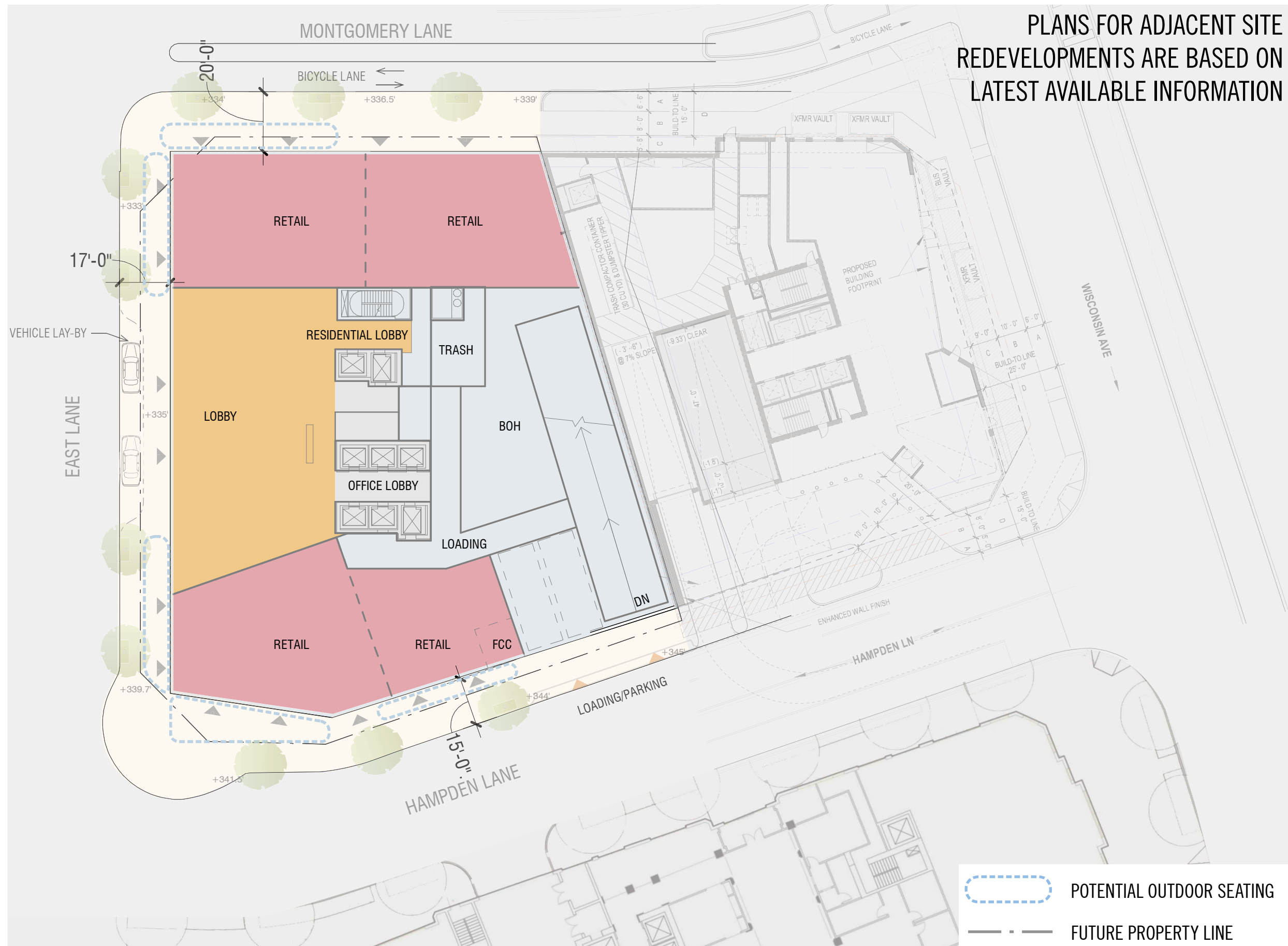


POTENTIAL OUTDOOR SEATING

FUTURE PROPERTY LINE

N

PLANS FOR ADJACENT SITE
REDEVELOPMENTS ARE BASED ON
LATEST AVAILABLE INFORMATION



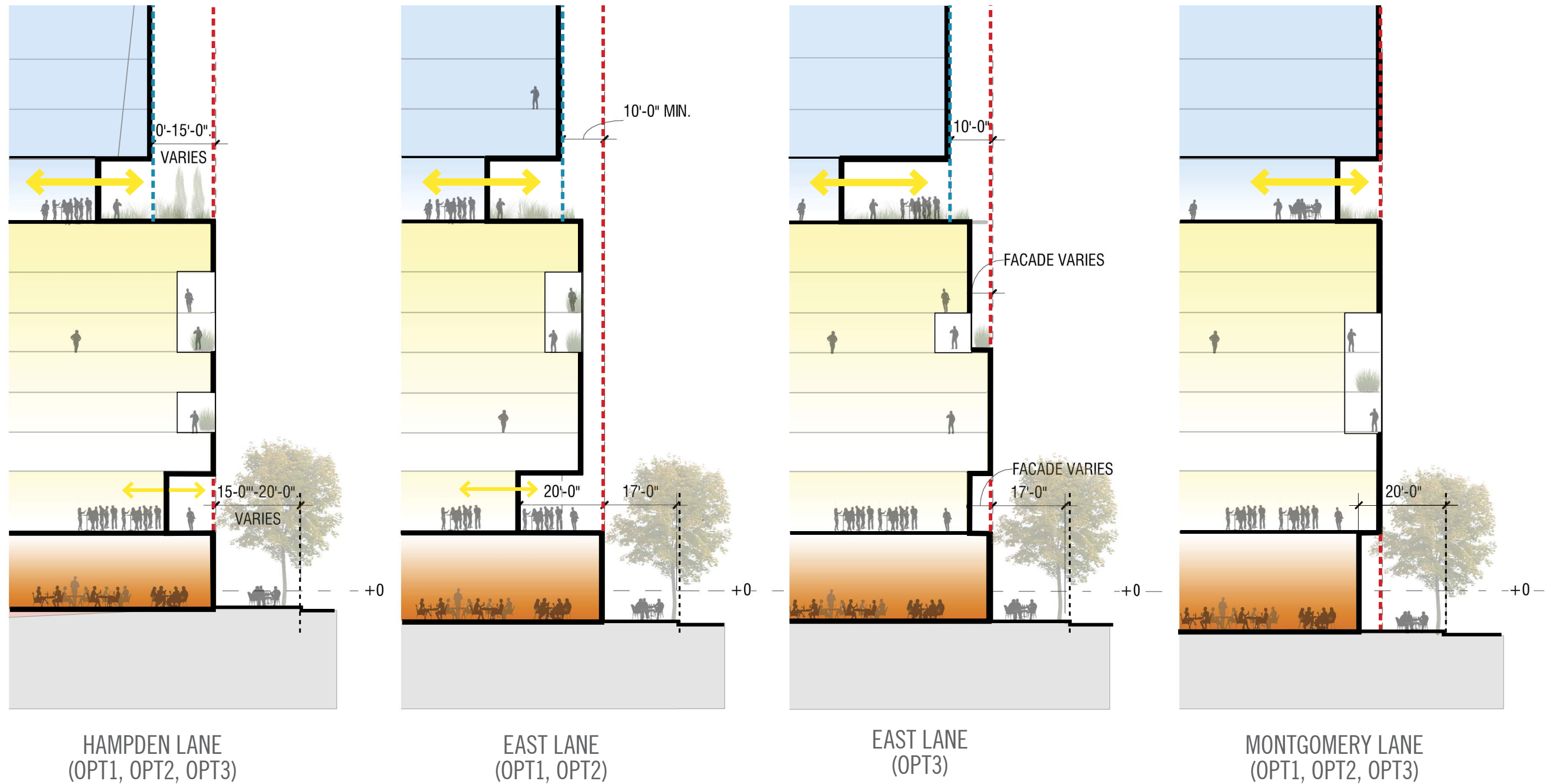
HAMPDEN EAST OFFICE - RESIDENTIAL

BETHESDA, MD

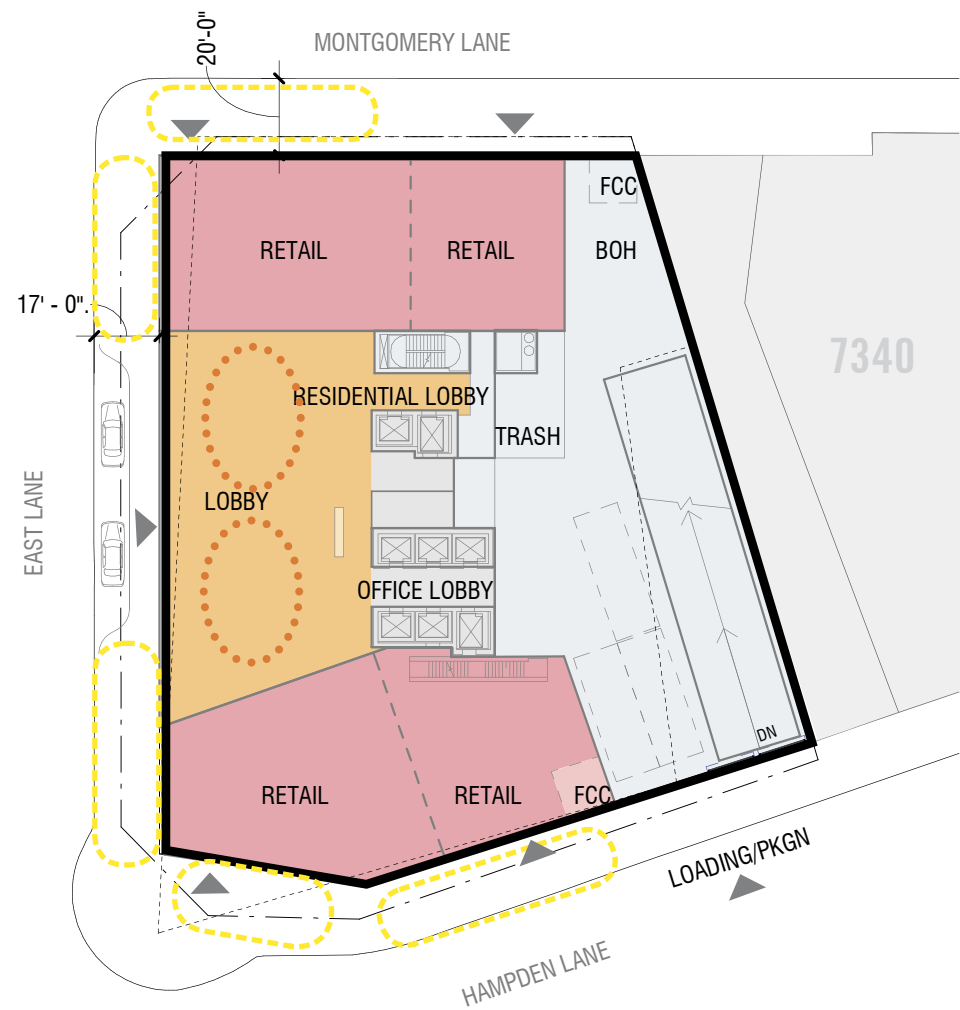
DAP/SKETCH PLAN SUBMISSION

SERVICE OPTION B

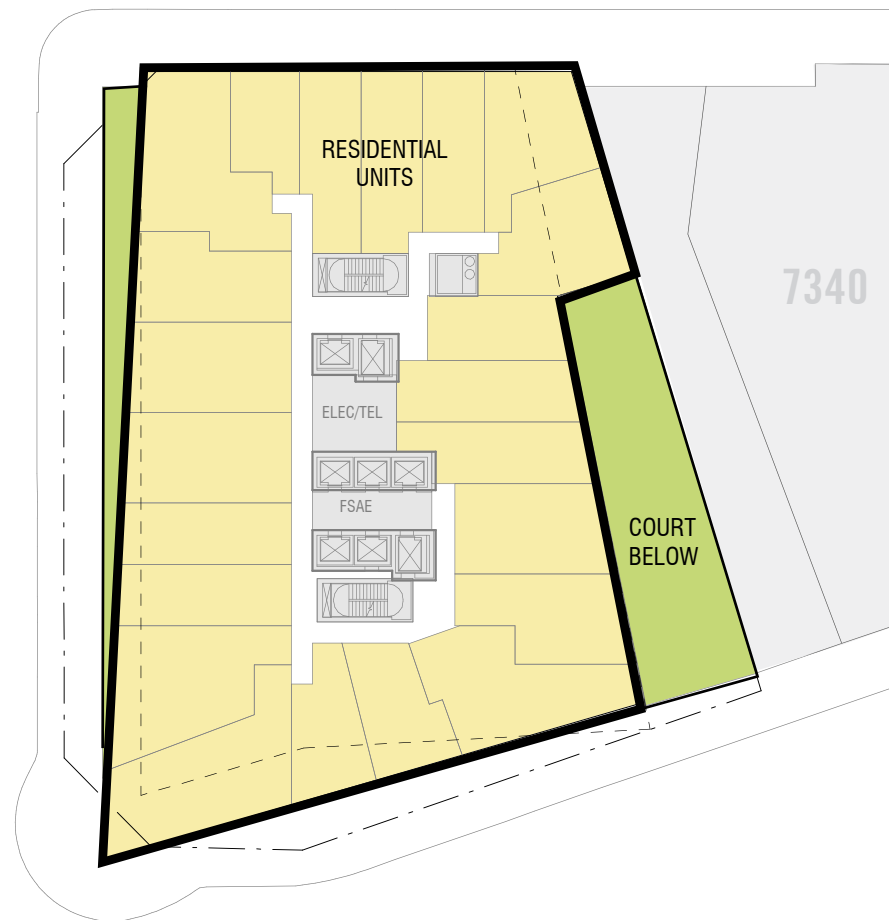
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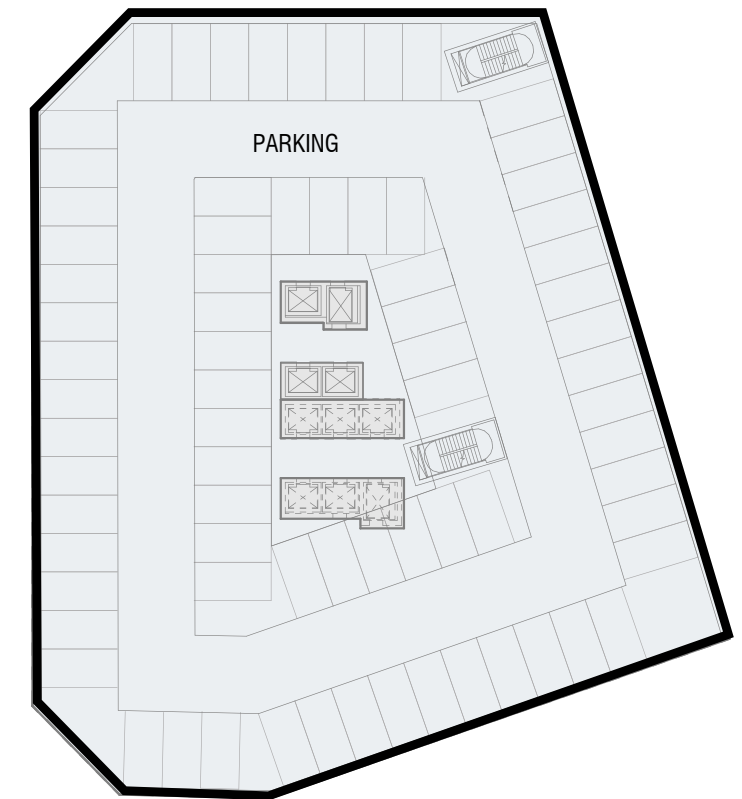
--- BUILD-TO-LINE
 --- TOWER SETBACK



GROUND LEVEL



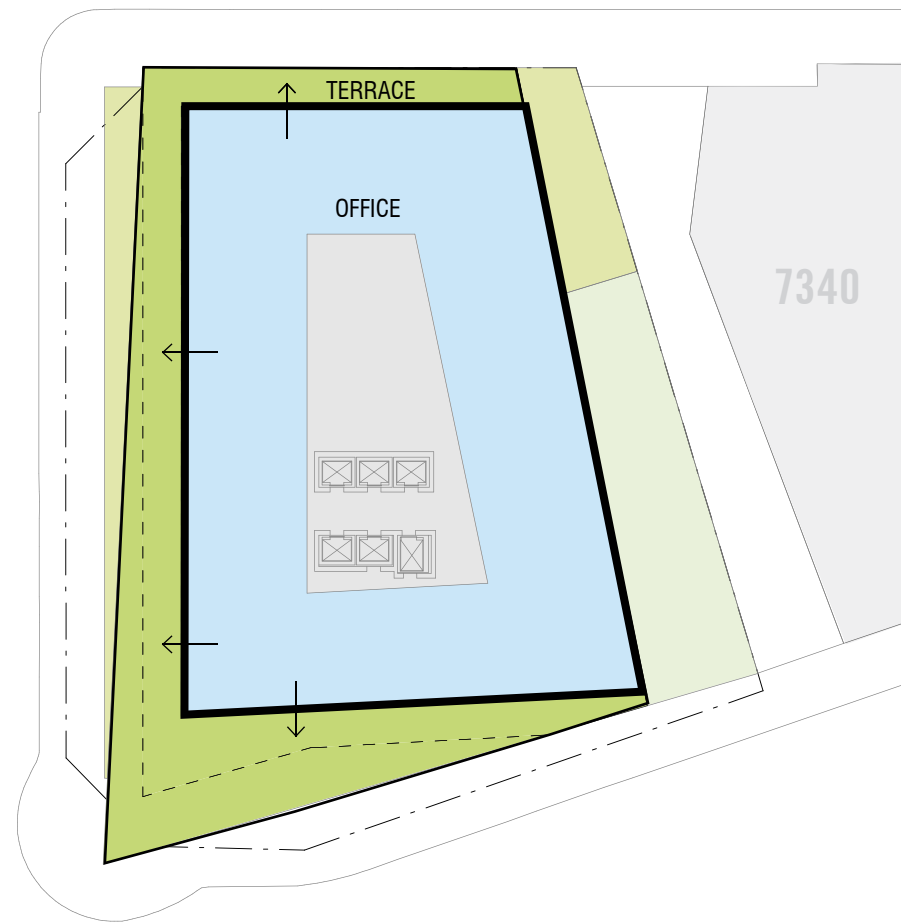
TYPICAL RESIDENTIAL LEVEL



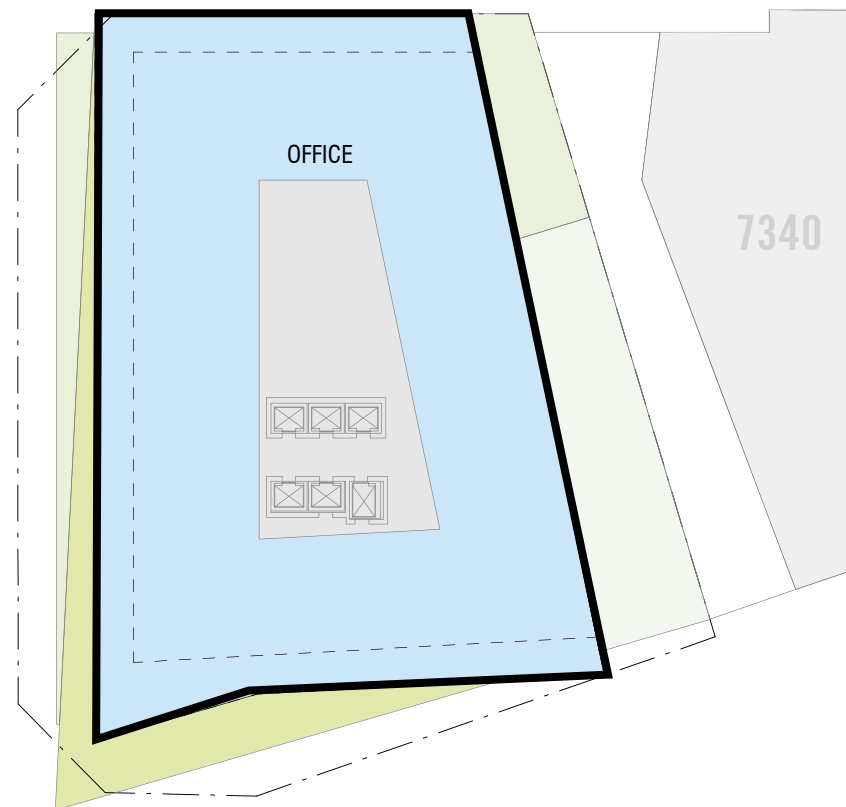
PARKING
LVL B1 (B2-B4 SIM)

— · — FUTURE PROPERTY LINE





LVL 9

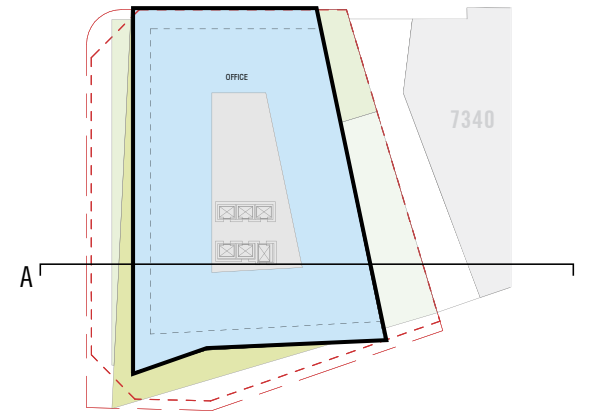
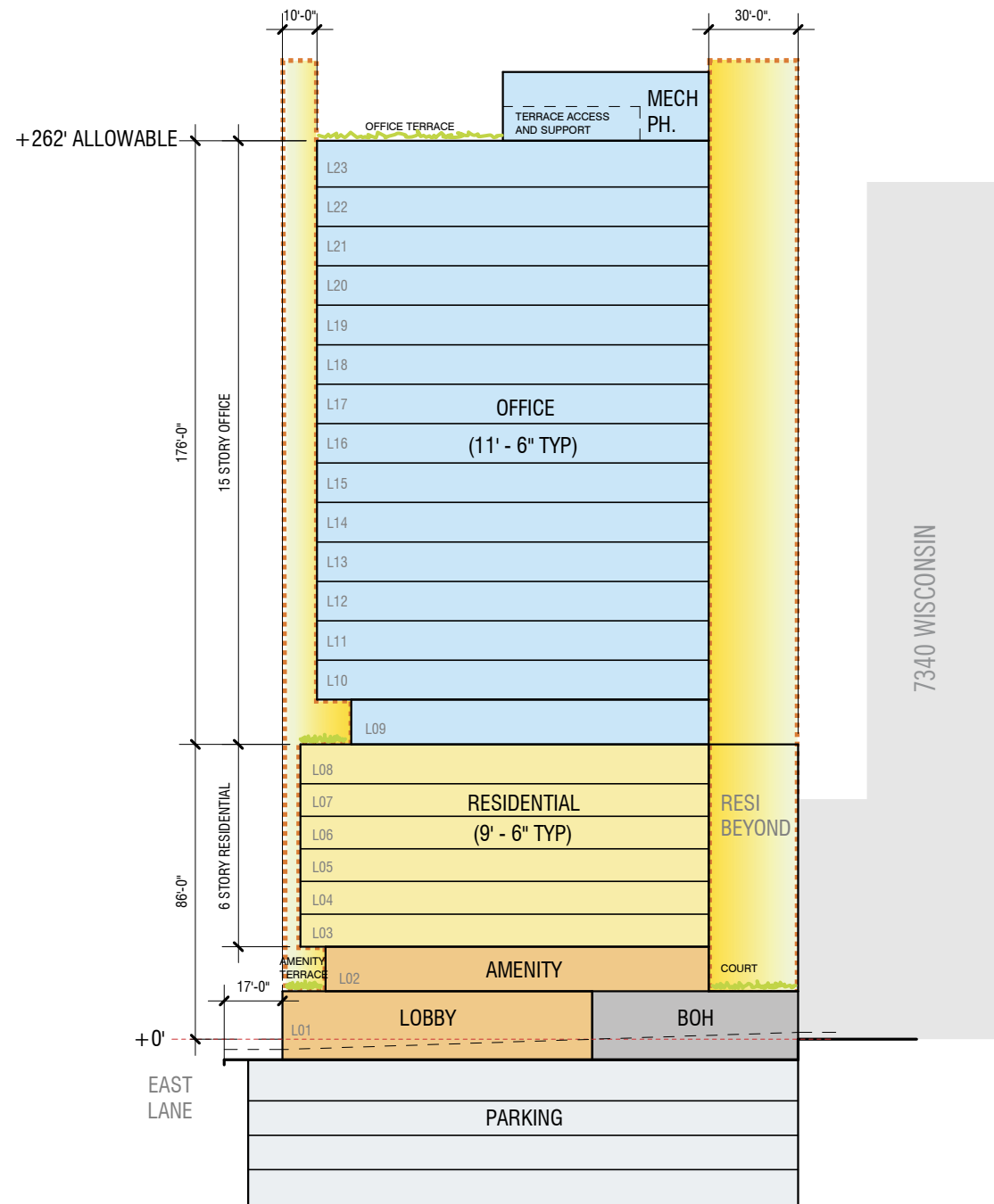


OFFICE
LVLS 10 TO 22



OFFICE
ROOF PLAN

— . — FUTURE PROPERTY LINE



CURRENT SECTION A
 OFFICE: 15 FLOORS
 RESIDENTIAL: 6 FLOORS / 145 UNITS