

# The Avondale

Bethesda, Maryland

4526-4530 AVONDALE STREET

CONSOLIDATED SKETCH PLAN & PRELIMINARY PLAN  
DESIGN ADVISORY PANEL SUBMISSION  
JULY 16, 2020

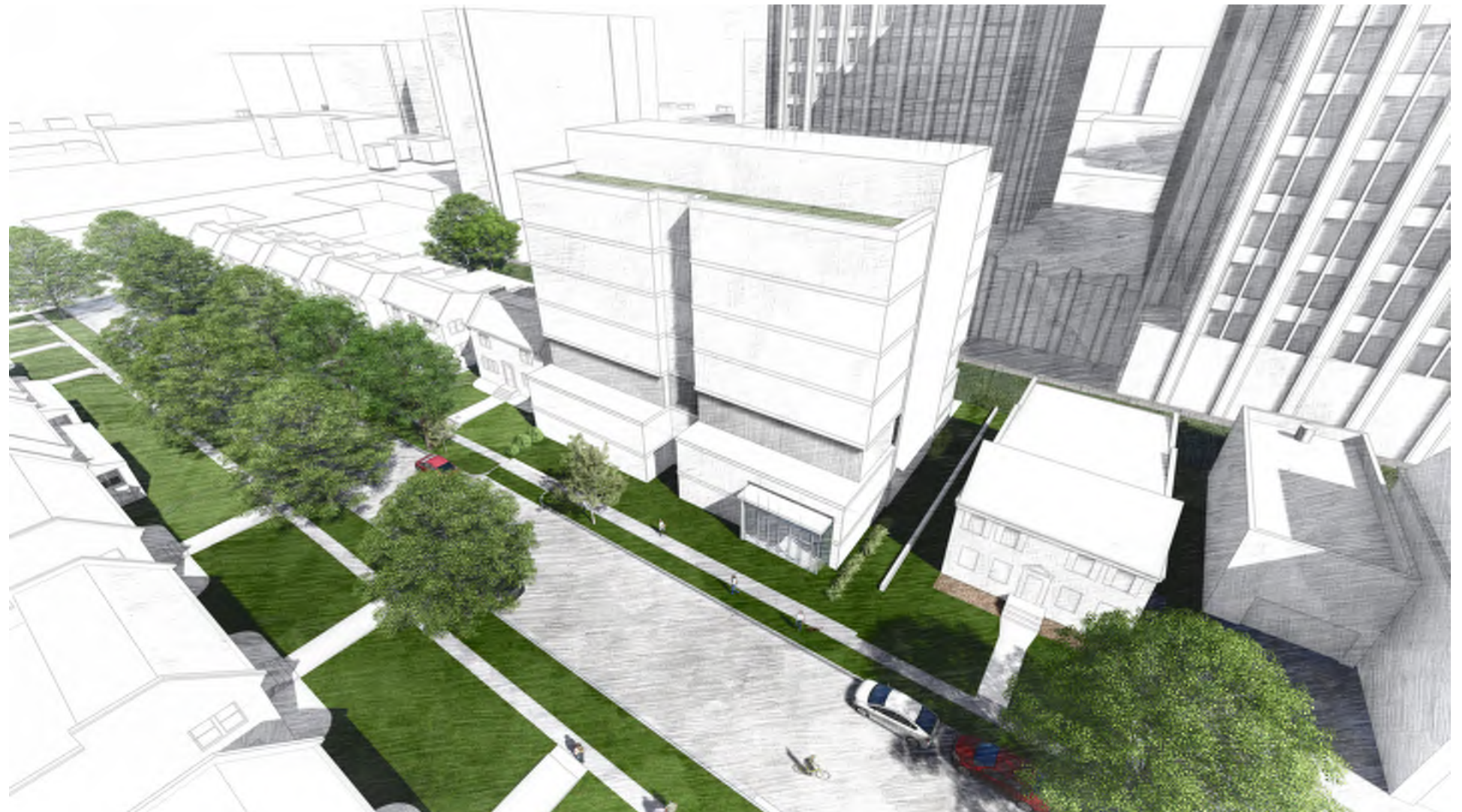
DEVELOPER  
SJ INVESTMENT CORP

LAND USE COUNSEL  
MILLER MILLER & CANBY

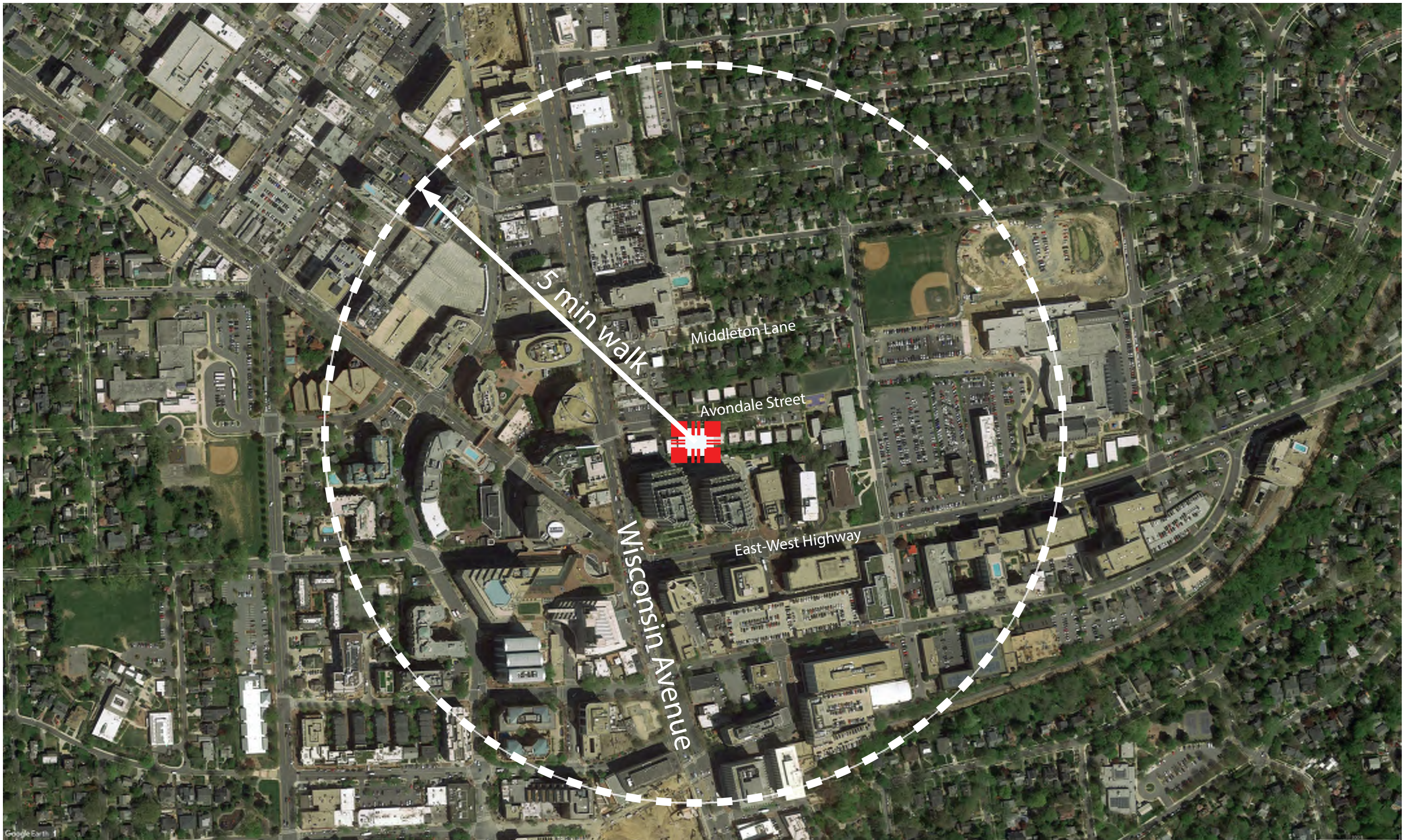
ARCHITECT  
PERKINS EASTMAN ARCHITECTS, DPC

CIVIL ENGINEER / LANDSCAPE DESIGN  
MHG

TRAFFIC CONSULTANT  
WELLS + ASSOCIATES



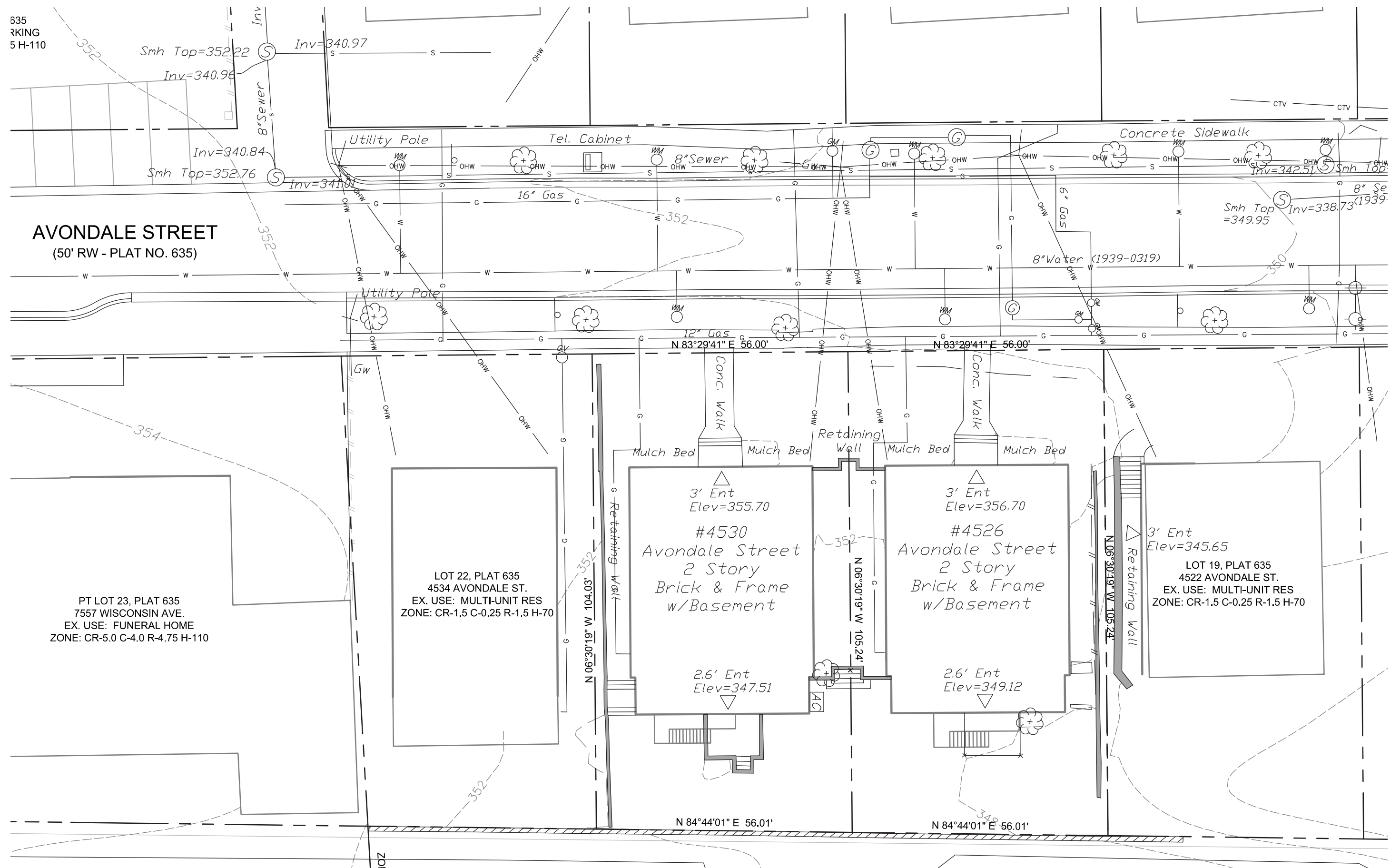








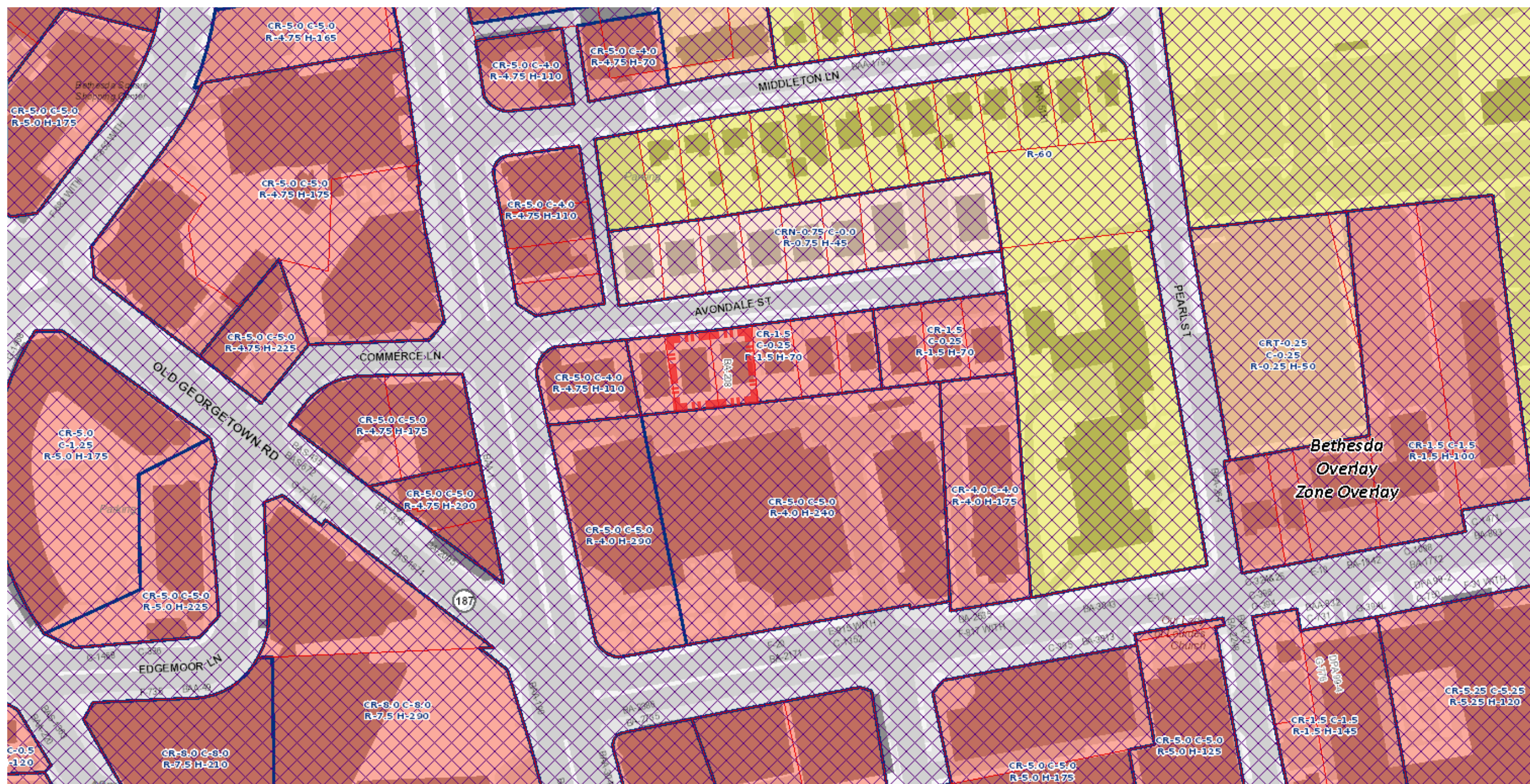




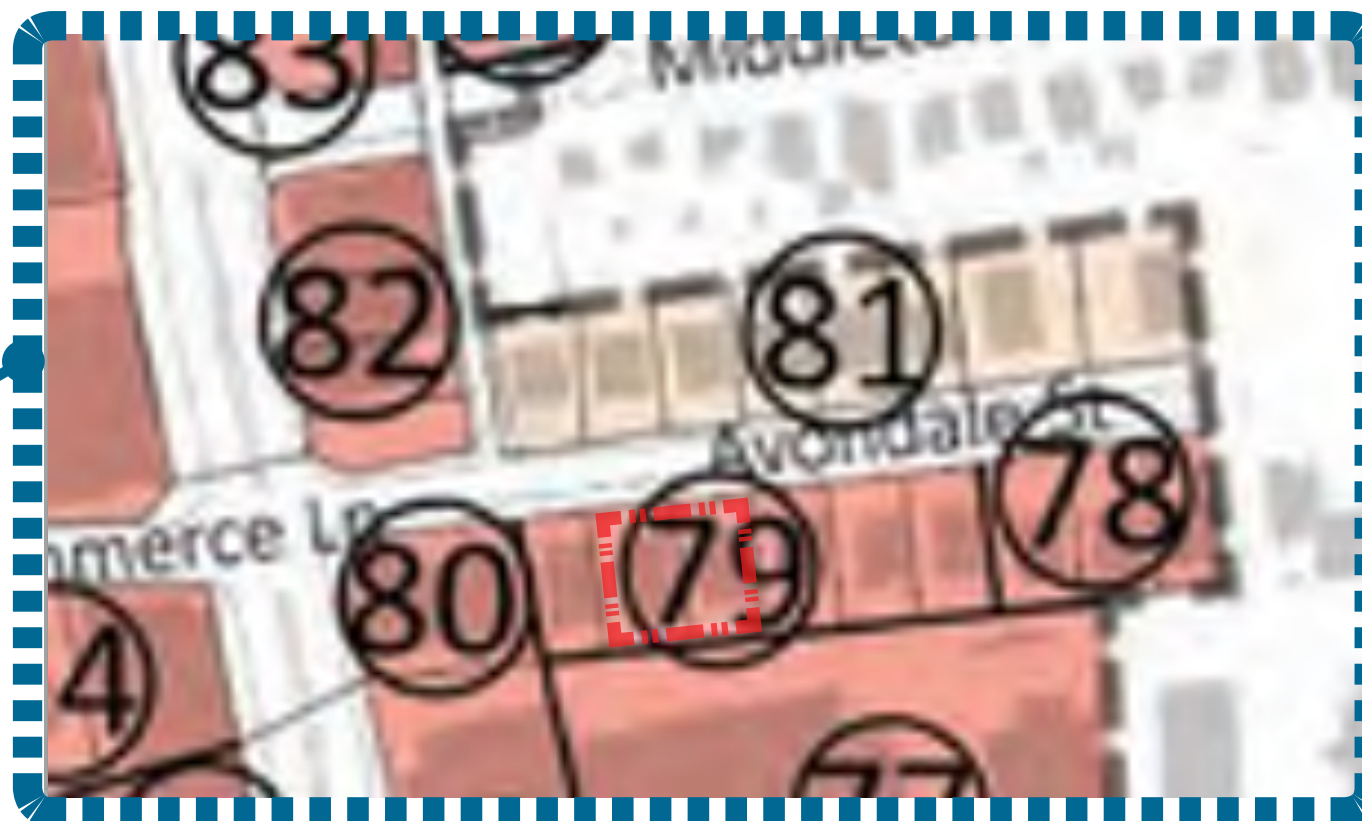
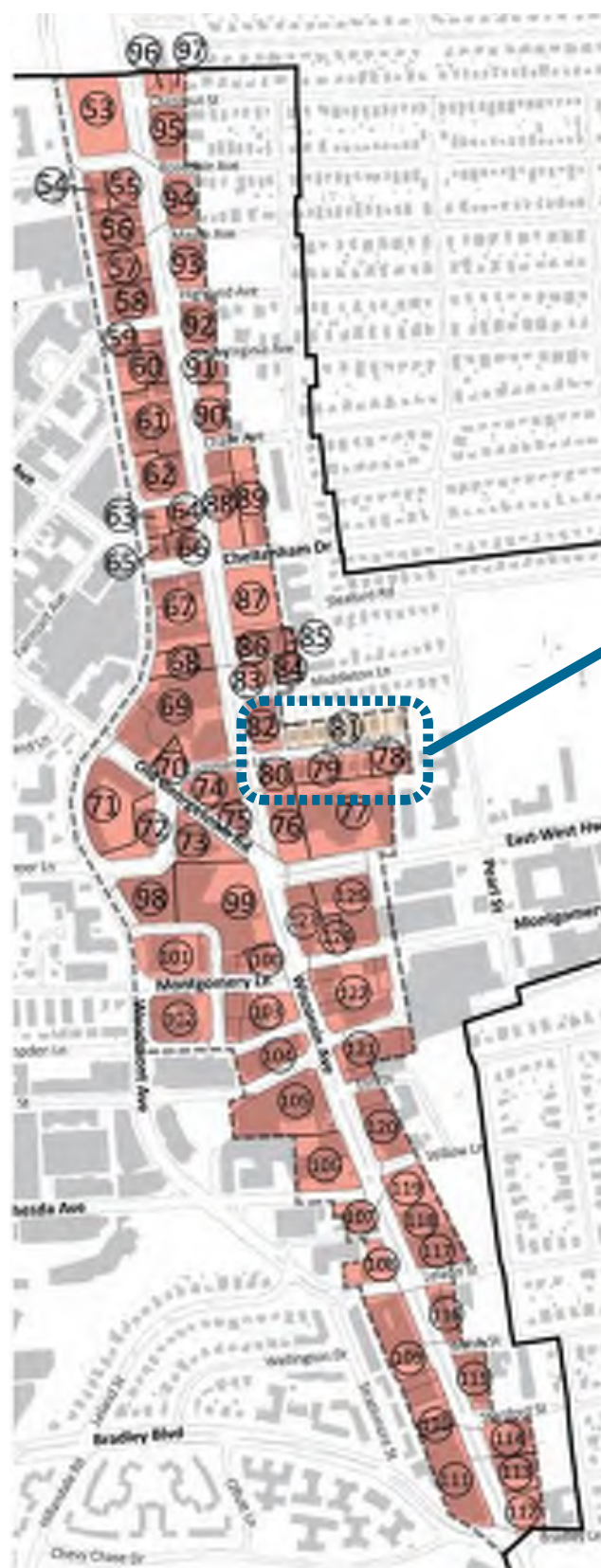












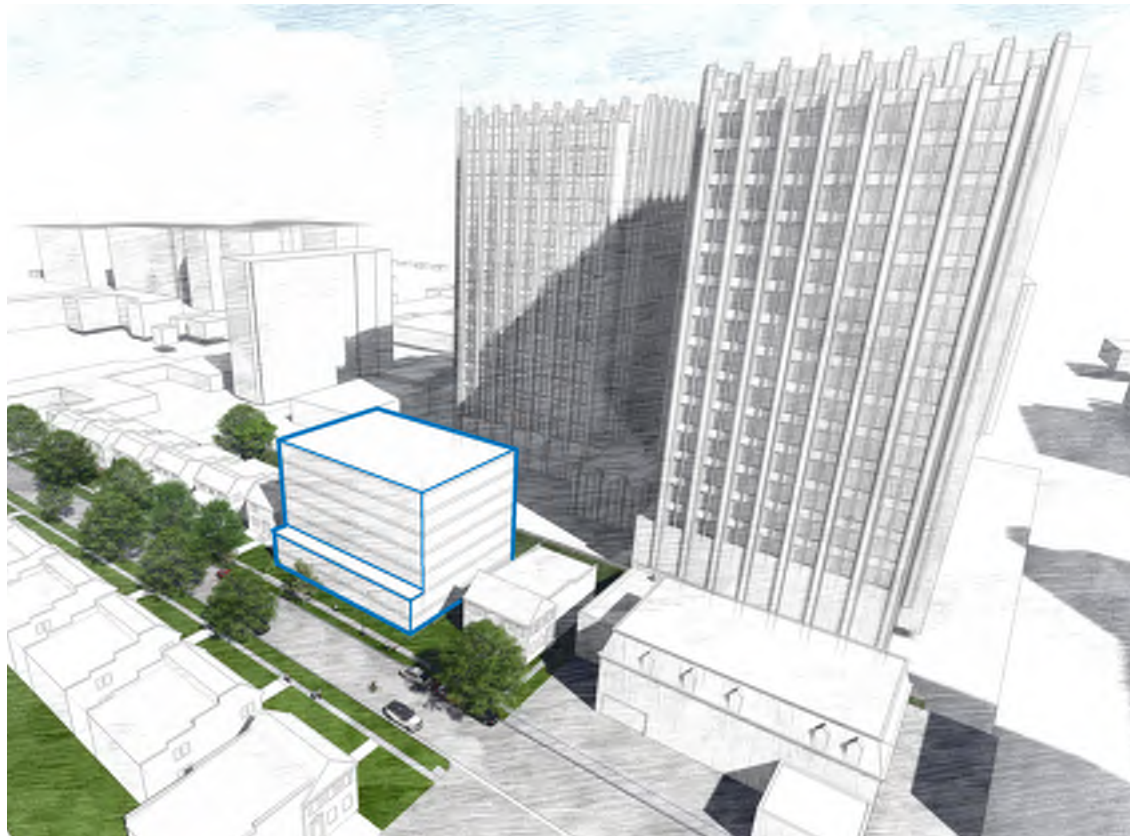
- Rezone Map #78 and #79 from its current R-10 zone to a CR 1.5, C-0.25, R-1.5, H-70 to provide flexible development opportunities near the core of Downtown Bethesda and still maintain compatibility with its surrounding neighborhood.
- Rezone Map #80, #82, #83 and #86 from its current zone to increase the maximum allowable building height from 90T to 110 feet to provide flexible development opportunities and allow future development to better adapt to market conditions.
- Rezone Map #81 from its current zone of R-10 to a CRN zone to reflect the existing development and ensure compatibility with adjacent single residential detached units. Rezone to CRN 0.75, C-0, R-0.75, H-45.



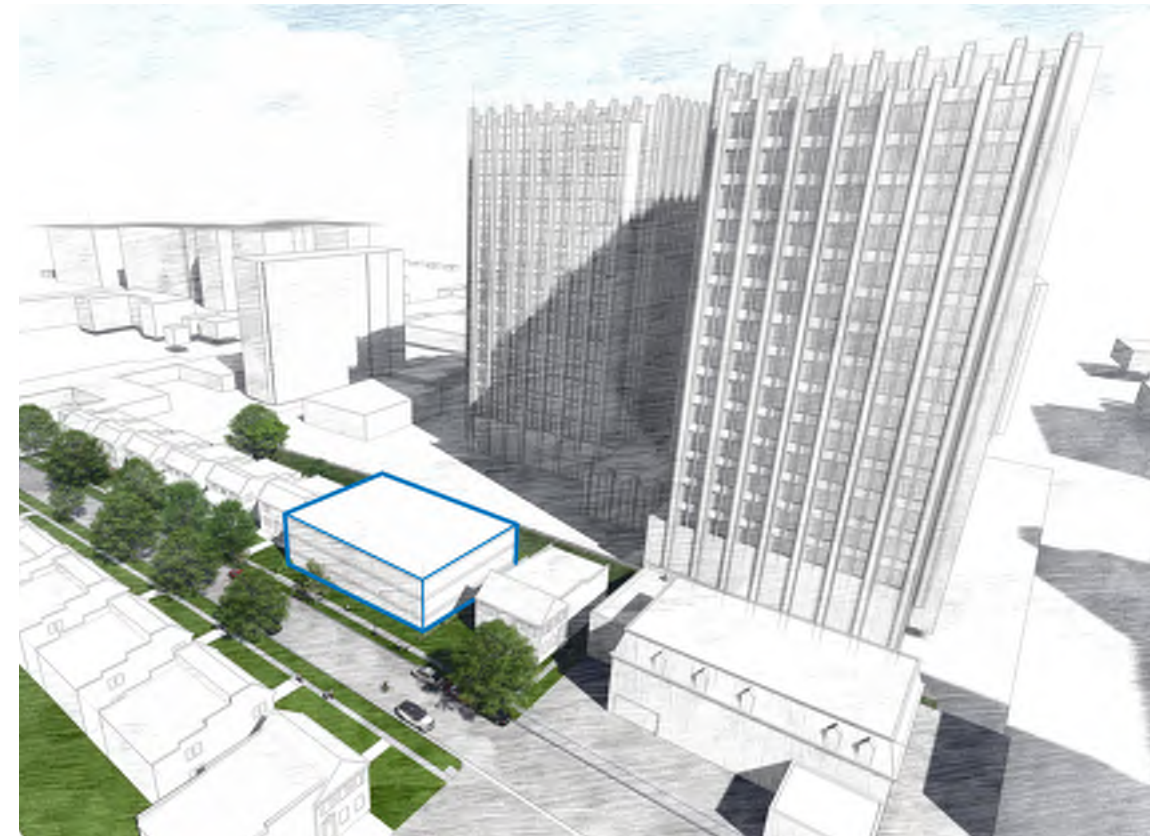
PUBLIC BENEFIT POINTS SUMMARY (INCENTIVE DENSITY = 33,121 SF)		
PUBLIC BENEFIT (SEE CALCULATIONS)	POINTS POSSIBLE	POINTS ACHIEVED
MAJOR PUBLIC FACILITIES (CR ZONE)	40	9
CONNECTIVITY & MOBILITY MINIMUM PARKING	20	10
QUALITY BUILDING & SITE DESIGN ARCHITECTURAL ELEVATIONS EXCEPTIONAL DESIGN STRUCTURED PARKING TOWER STEP BACK	30 30 20 20	15 15 20 10
PROTECTION & ENHANCEMENT OF THE NATURAL ENVIRONMENT BUILDING LOT TERMINATIONS (BLT) ENERGY CONSERVATION & GENERATION RECYCLING FACILITY PLAN	30 25 10	1 15 10
TOTAL POINTS (4 CATEGORIES)	205	105

CR-1.5 C-0.25 R-1.5 H-70 ZONE DEVELOPMENT STANDARDS OPTIONAL METHOD OF DEVELOPMENT - BETHESDA OVERLAY ZONE ZONING ORDINANCE SECTIONS 59-4.5.4 & 59-4.9.2 & BETHESDA DOWNTOWN PLAN		
TRACT AREA = 14,586 SF PRIOR DEDICATION = 2800 SF (AVONDALE STREET, PLAT NO. 635) PROPOSED DEDICATION = 560 SF NET SITE AREA = 11,226 SF		
DEVELOPMENT STANDARD	PERMITTED/REQUIRED	PROVIDED PER PLAN
PUBLIC BENEFIT POINTS	100 POINTS / 4 CATEGORIES	105 POINTS / 4 CATEGORIES
MINIMUM PUBLIC OPEN SPACE	0%	0%
MINIMUM GREEN COVER	35% (3,929 SF)	41% (4,665 SF)
MAXIMUM TOTAL DENSITY (FAR)	1.50 (21,879 SF)	3.77 (55,000 SF)
BOZ DENSITY	N/A	33,121 SF <sup>3</sup>
MAXIMUM COMMERCIAL DENSITY (FAR)	0.25 (3,646 SF)	0.00 (0 SF)
MAXIMUM RESIDENTIAL DENSITY (FAR)	1.5 (21,879 SF)	3.77 (55,000 SF)
MAXIMUM BUILDING HEIGHT	70 FT.	70 FT <sup>2</sup>
MINIMUM FRONT SETBACK (AVONDALE STREET)	0 FT	0 FT
MINIMUM SIDE SETBACK (EAST)	0 FT	TBD
MINIMUM SIDE SETBACK (WEST)	0 FT	0 FT
MINIMUM REAR SETBACK	0 FT	15 FT
MINIMUM VEHICLE PARKING SPACES REQUIRED <sup>1</sup>	24 SPACES <sup>4</sup>	20 SPACES <sup>5</sup>
MAXIMUM VEHICLE PARKING SPACES ALLOWED <sup>1</sup>	75 SPACES <sup>4</sup>	22 SPACES <sup>5</sup>
MINIMUM BICYCLE PARKING SPACES REQUIRED	30 SPACES <sup>4</sup>	30 SPACES <sup>5</sup>
1. THE PROJECT IS NOT LOCATED WITHIN THE BETHESDA PARKING DISTRICT, BUT IS CONSIDERED A REDUCED PARKING AREA. 2. BUILDING HEIGHT IS MEASURED FROM AVONDALE STREET AT THE MIDDLE OF THE BUILDING FRONTAGE 3.. A PARK IMPACT PAYMENT CONTRIBUTION AT THE APPLICABLE RATE PER SF OF APPROVED BOZ DENSITY GROSS FLOOR AREA IS TO BE MADE PRIOR TO ISSUANCE OF THE BUILDING PERMIT. FINAL AMOUNT TO BE DETERMINED AT SITE PLAN. 4. PARKING REQUIREMENTS ARE BASED ON 60 EFFICIENCY & ONE-BEDROOM UNITS, THE 80% BETHESDA OVERLAY ZONE ADJUSTMENT AND AN UNBUNDLED PARKING LEASE ARRANGEMENT. 5. FINAL NUMBER OF PARKING SPACES PROVIDED TO BE DETERMINED AT SITE PLAN. A PARKING WAIVER WILL BE REQUESTED AT SITE PLAN AS NECESSARY.		

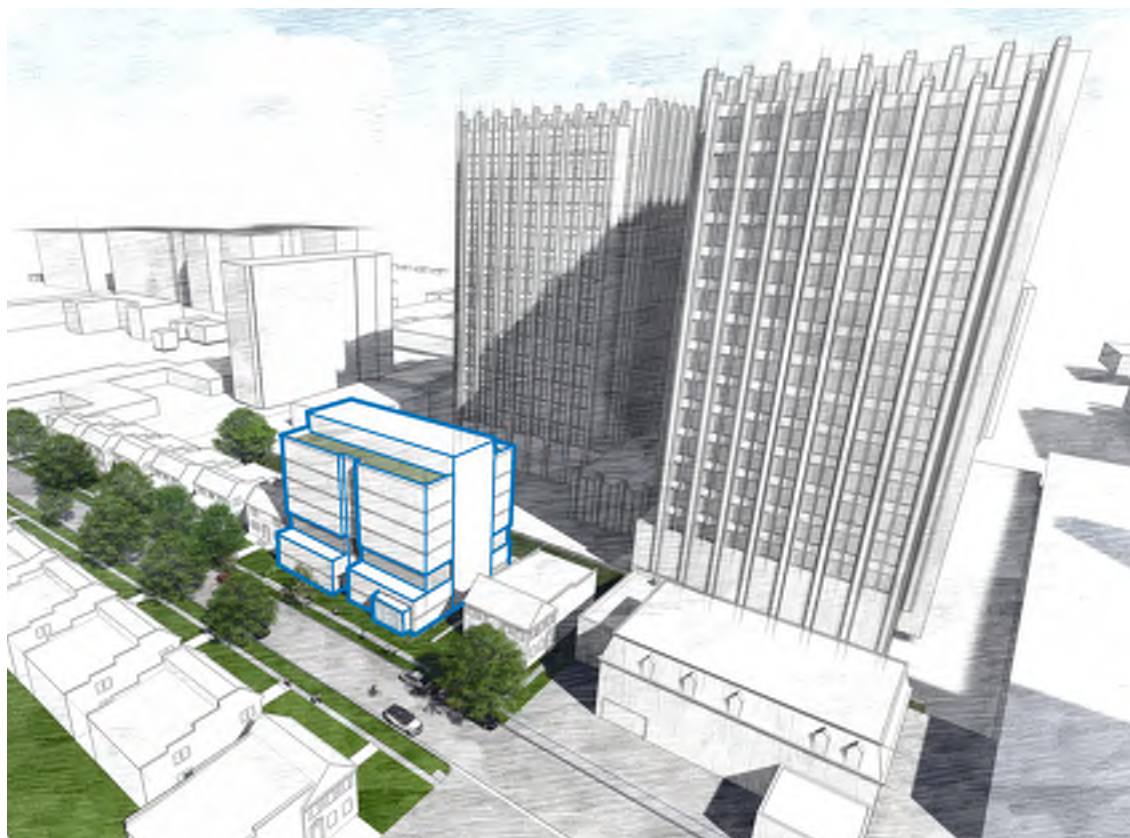




OPTIONAL METHOD + BOZ DENSITY - 3.77 FAR



MAPPED DENSITY - 1.5 FAR



OPTIONAL METHOD + BOZ DENSITY WITH ARTICULATED MASSING - 3.77 FAR



STANDARD METHOD - 0.5 FAR







County Code Chapter 59 Section 4.1.8  
Requirements for base height and up

### 2.1.8 Neighborhood Residential Street

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

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

**Table 2.07: Neighborhood Residential Street  
Sidewalk Zones**

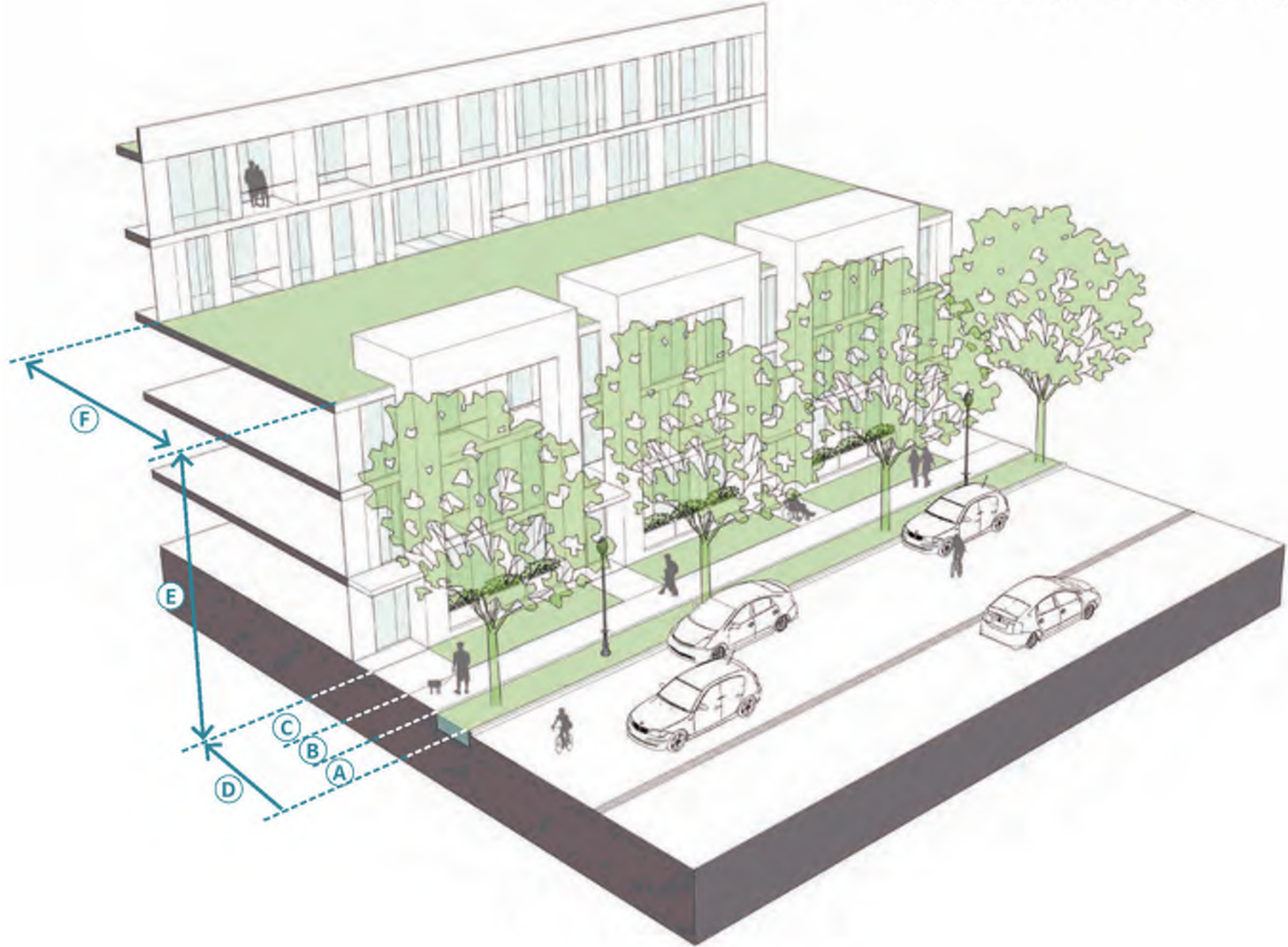
- A. Planting/Furnishing Zone: 6 - 8 ft.
- B. Pedestrian Through Zone: 6 - 10 ft.
- C. Frontage Zone: 5 - 8 ft. min.

**Building Placement**

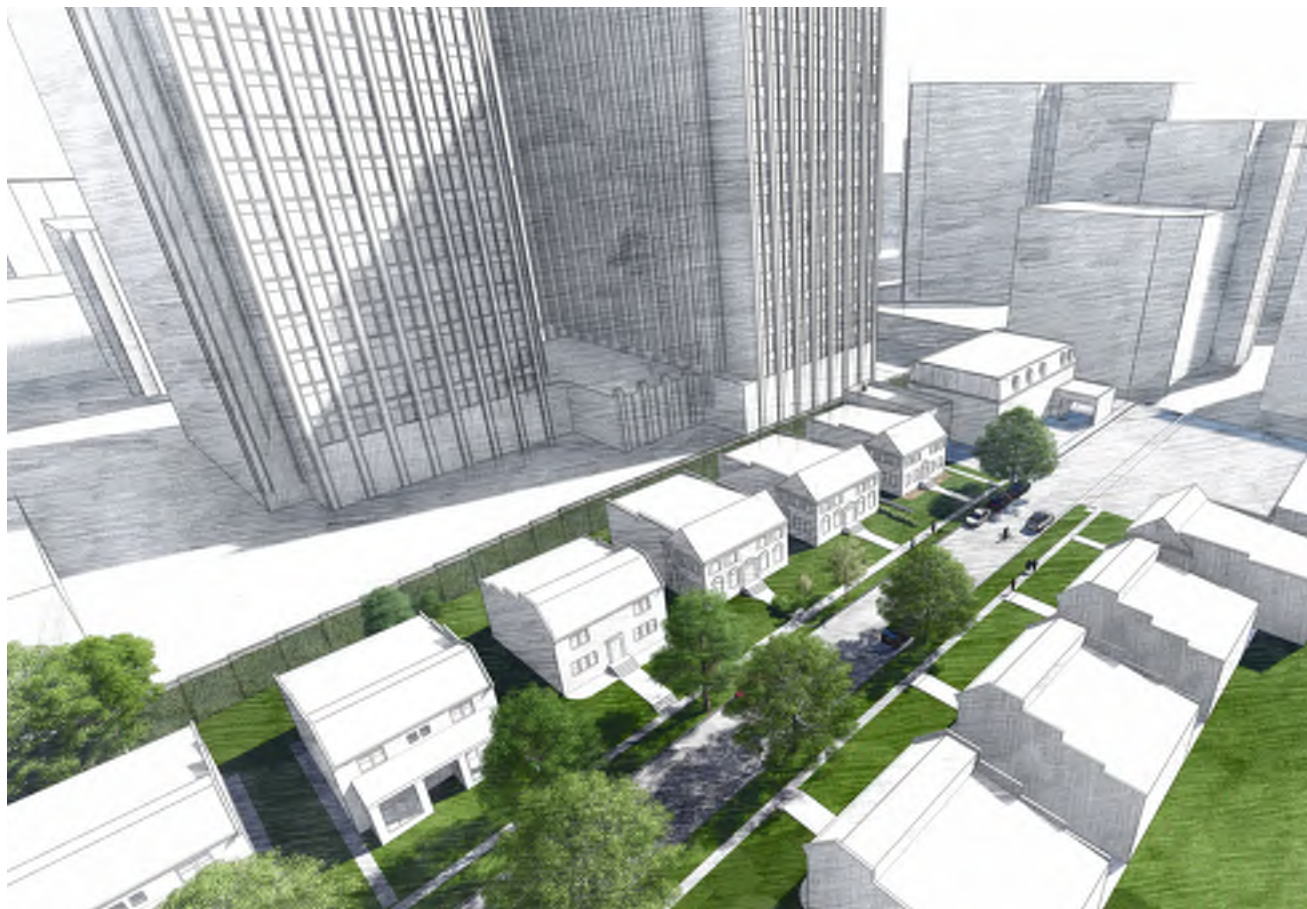
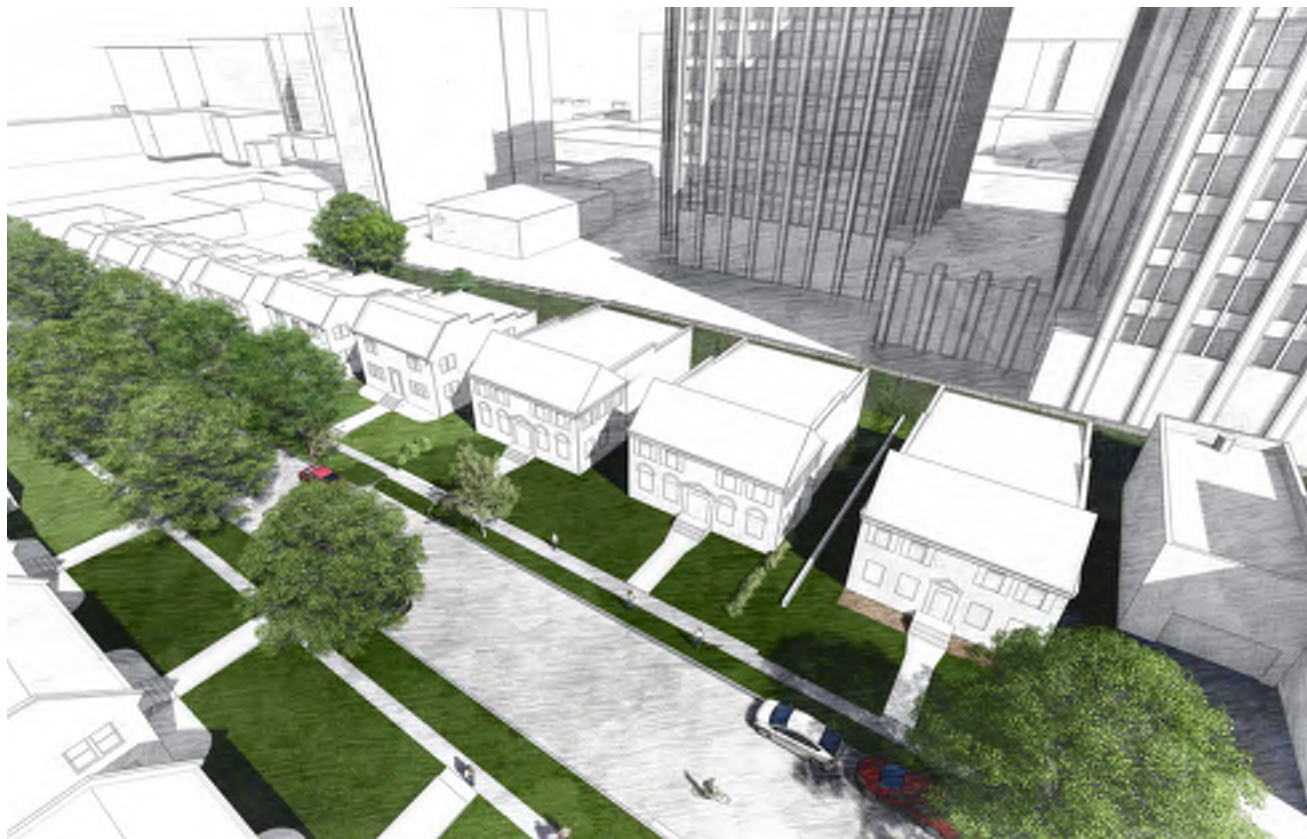
- D. Build-to Line: 20 - 25 ft. from street curb

**Building Form**

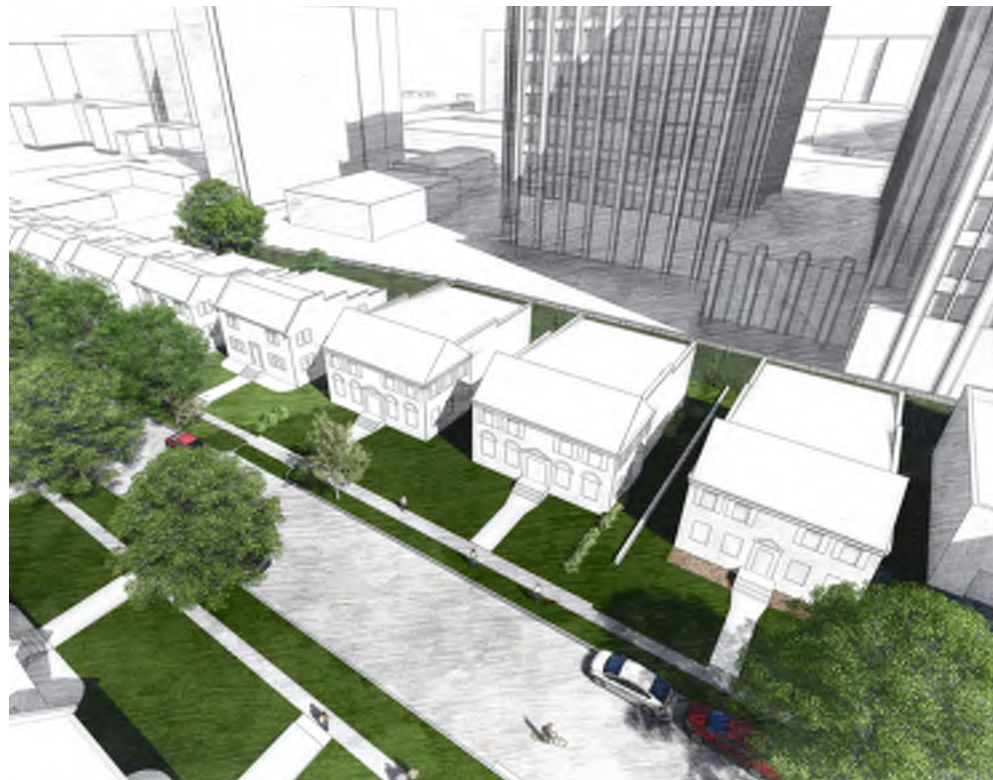
- E. Base Height\*: 2 - 3 stories (25 - 35 ft.)
- F. Step-back\*: 15 - 20 ft.



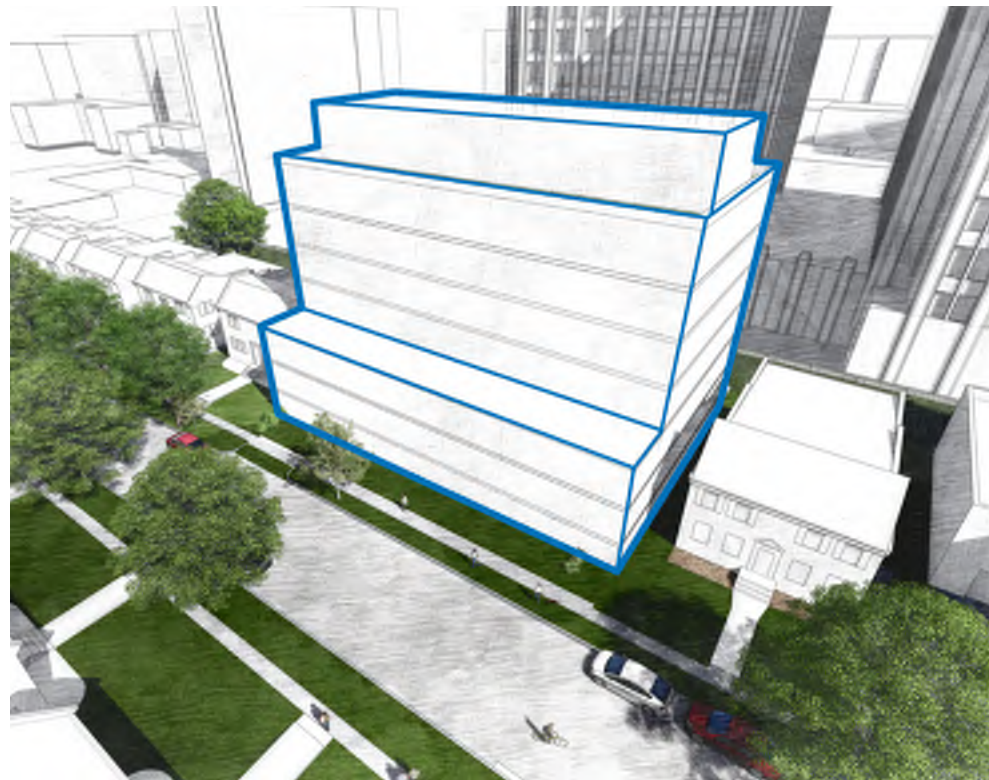




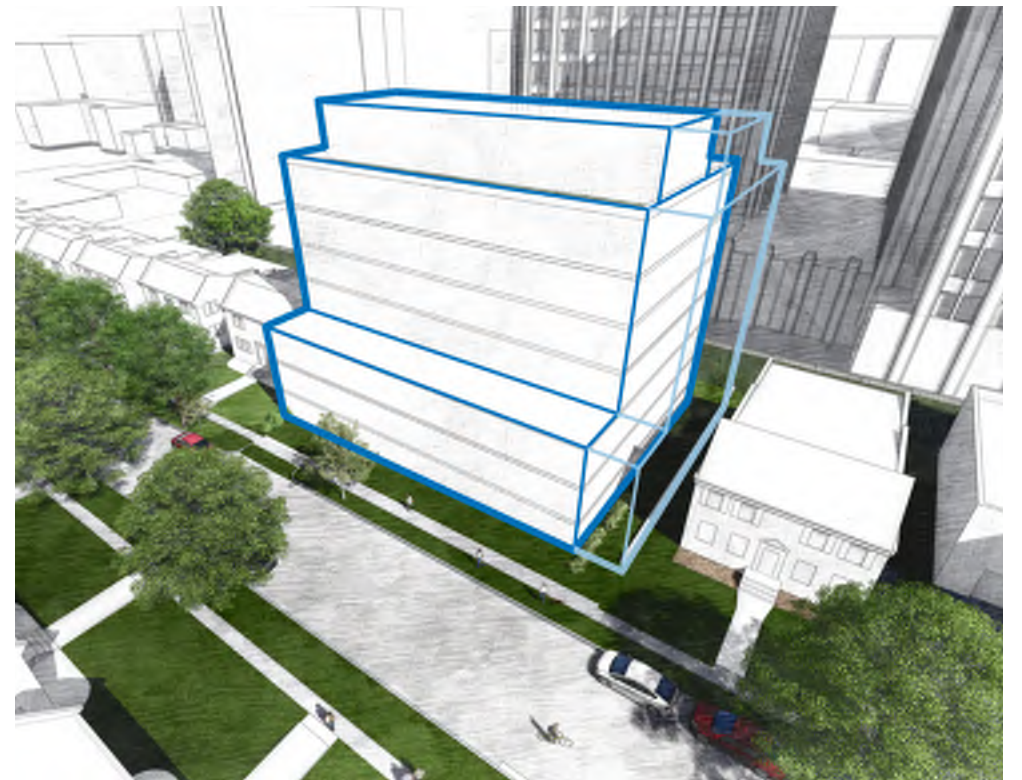




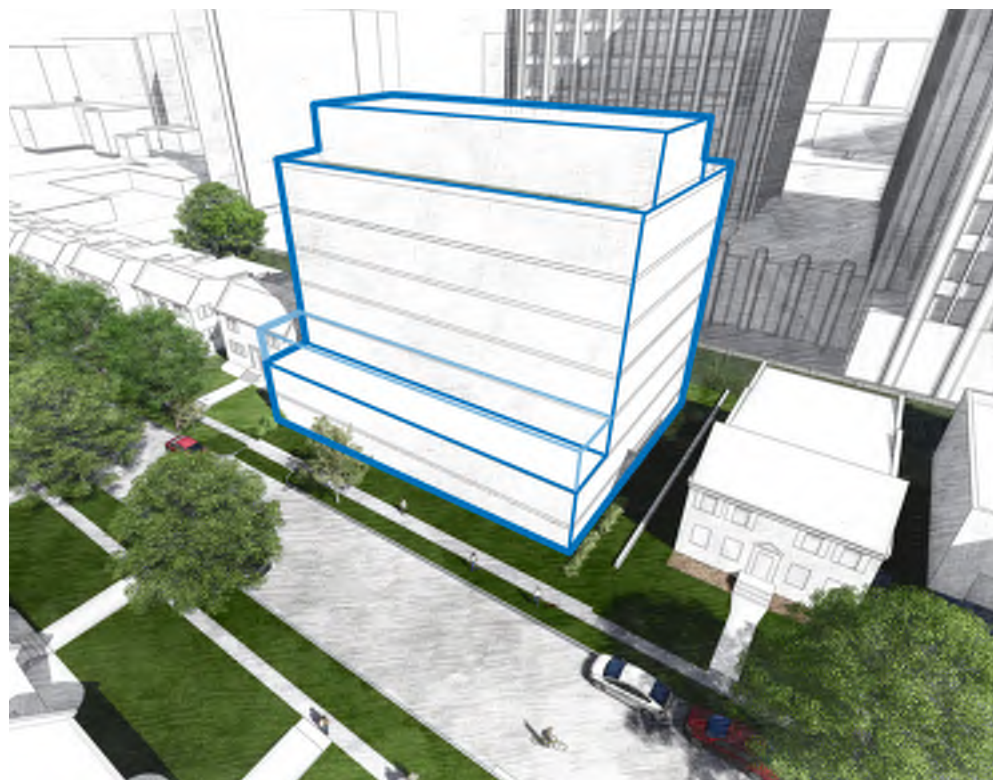
EXISTING CONDITIONS



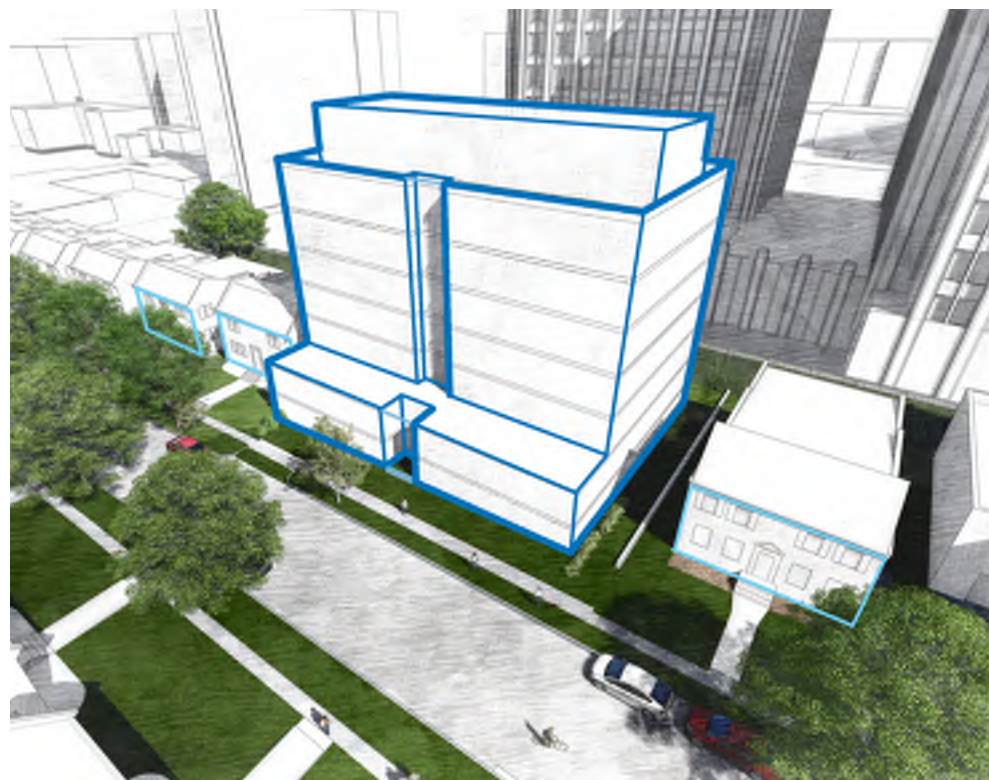
DESIGN GUIDELINES BUILDING FORM



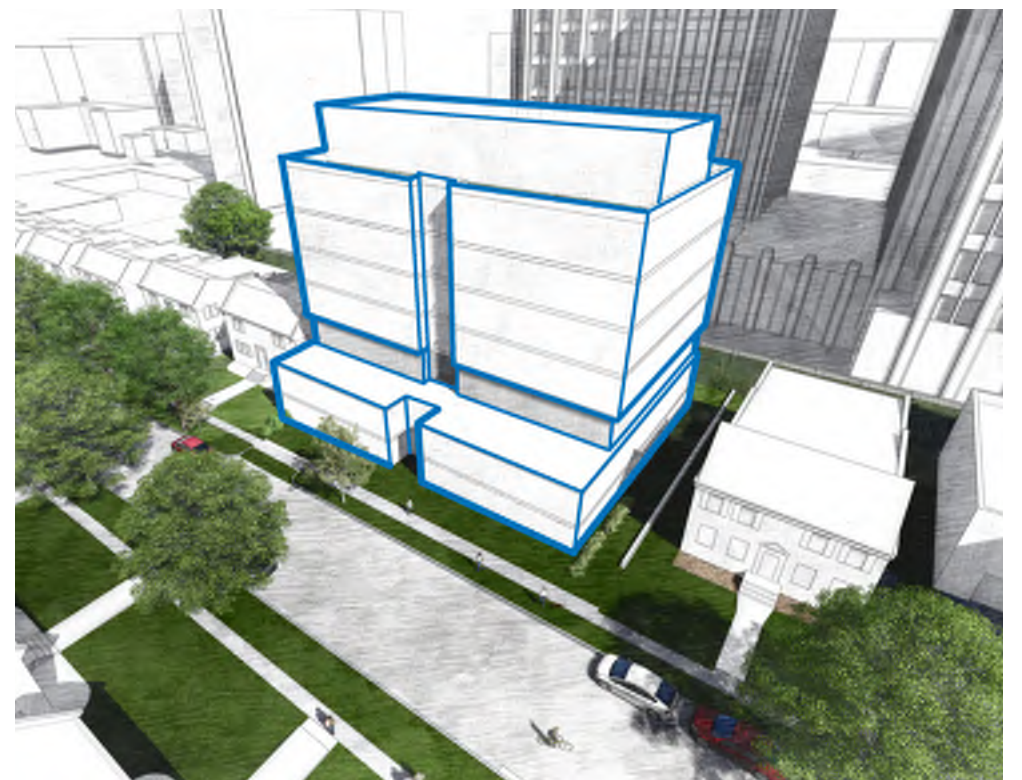
WEST PROPERTY LINE SETBACK



TWO-STORY BASE



SPLIT VOLUME



ACCENTUATED BASE



## JUNE 2020 DAP MEETING SUMMARY

AT THE JUNE 2020 DAP MEETING, THE PANEL ENCOURAGED THE DEVELOPMENT TEAM FOR THIS SITE TO STUDY ALTERNATE MASSING APPROACHES FOR THE PROJECT. THE PANEL REQUESTED THAT THE DESIGN TEAM EXPLORE THE IMPLICATIONS OF VARIOUS MASSING APPROACHES ON THE CHARACTER OF AVONDALE STREET AS A WHOLE.

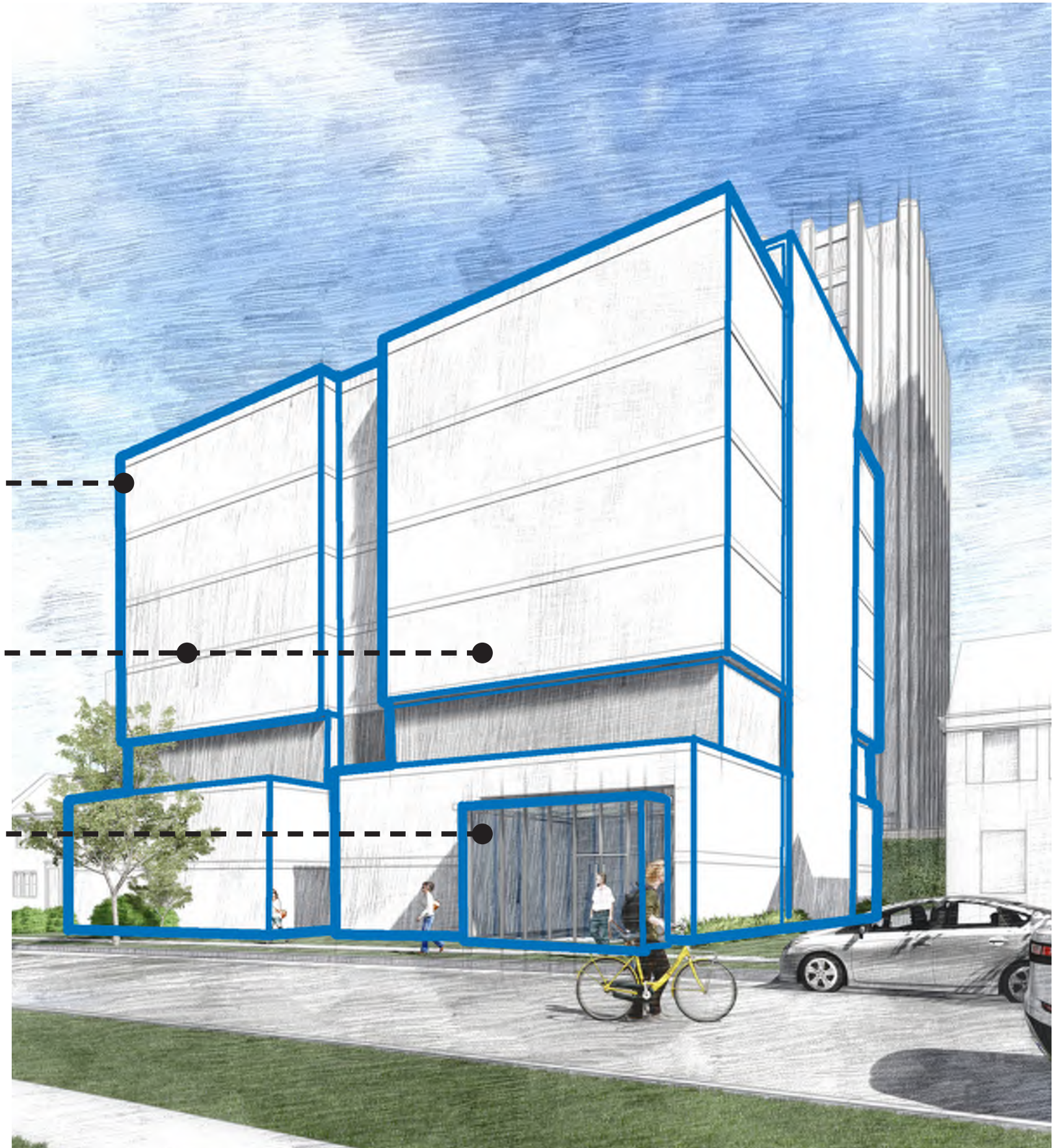
DUE TO THE LIMITED SIZE OF THE PROPERTY, THE EAST WALL OF THE BUILDING IS PROPOSED AS A PARTY WALL. THE VISUAL IMPACT OF THE PARTY WALL WILL BE MITIGATED THROUGH MATERIAL TEXTURE AND

TOWER STEP-BACK ABOVE TWO STORY BASE IS LESS THAN THE 15-20FT STEP-BACK RECOMMENDED IN THE DESIGN GUIDELINES. PROPOSED STEP-BACK VARIES BETWEEN 8FT AT THE PRIMARY BUILDING FACES AND 11FT AT THE SETBACK

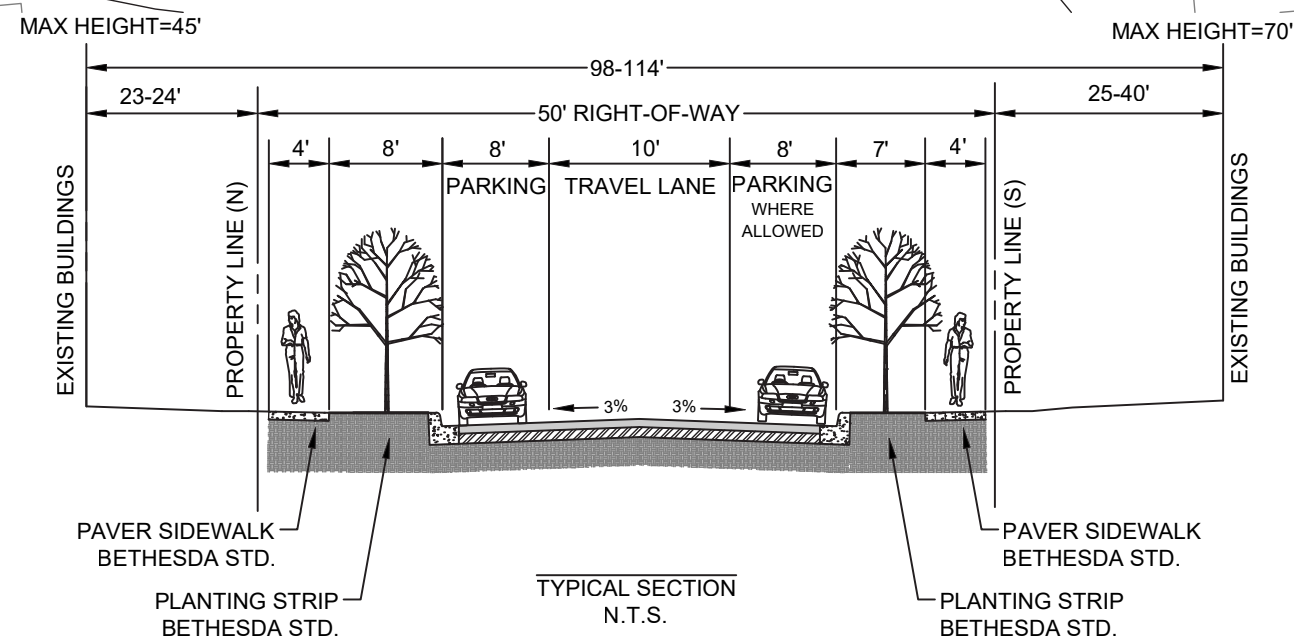
DAP ENCOURAGED EXPLORATION OF OPTIONS THAT DID NOT CONFORM TO THE DESIGN GUIDELINES RECOMMENDATION FOR A 2-STY PROJECTING BASE.

THE ENTRANCE LOBBY OF THE BUILDING PROJECTS APPROXIMATELY 5FT BEYOND THE BUILD-TO LINE AS A CRISPLY DETAILED "GLASS BOX" THAT DISTINGUISHES THE ENTRANCE TO THE BUILDING AS A SPECIAL ARCHITECTURAL ELEMENT AND ADDS VISUAL INTEREST AT THE PEDESTRIAN SCALE. THE GUIDELINES ALLOW FOR EXCEPTIONS TO BUILDING PLACEMENT GUIDELINES FOR ENTRANCES AND FOR THE PURPOSE OF CREATING ARCHITECTURAL INTEREST.

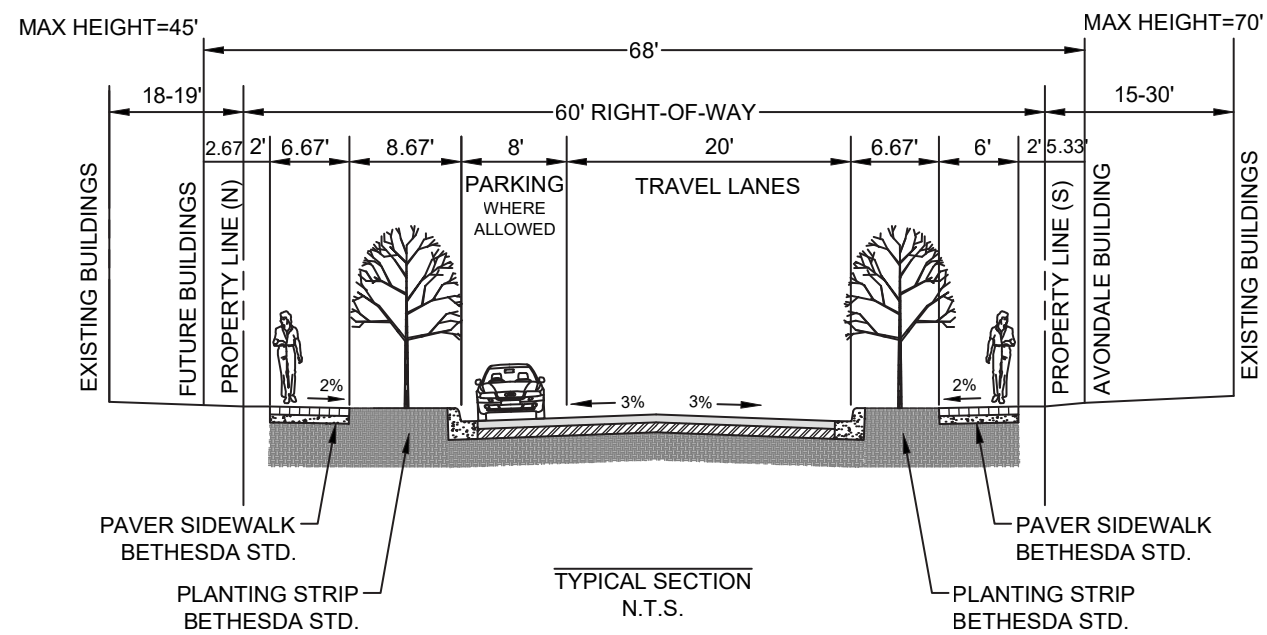
DAP ENCOURAGED EXPLORATION OF OPTIONS THAT DID NOT PROJECT THE LOBBY BEYOND THE BUILD-TO LINE. THE PANEL ALSO ENCOURAGED STUDYING OPTIONS THAT LOCATED THE ENTRANCE IN THE MIDDLE OF THE BUILDING



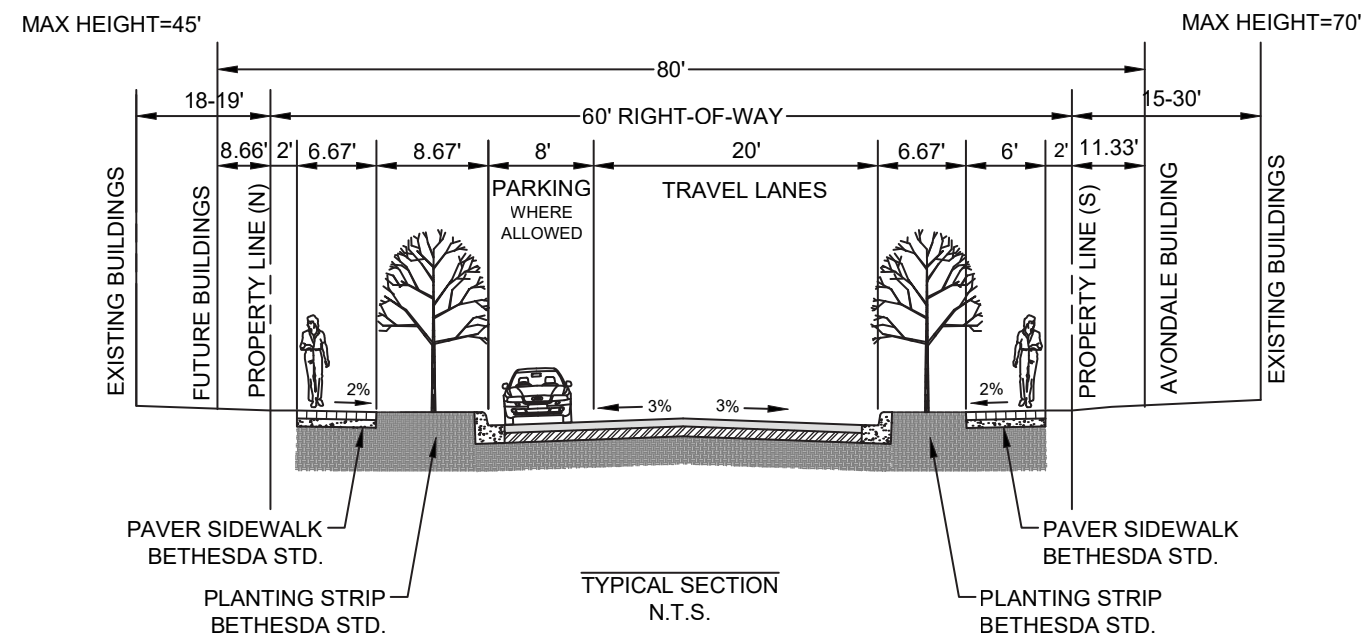
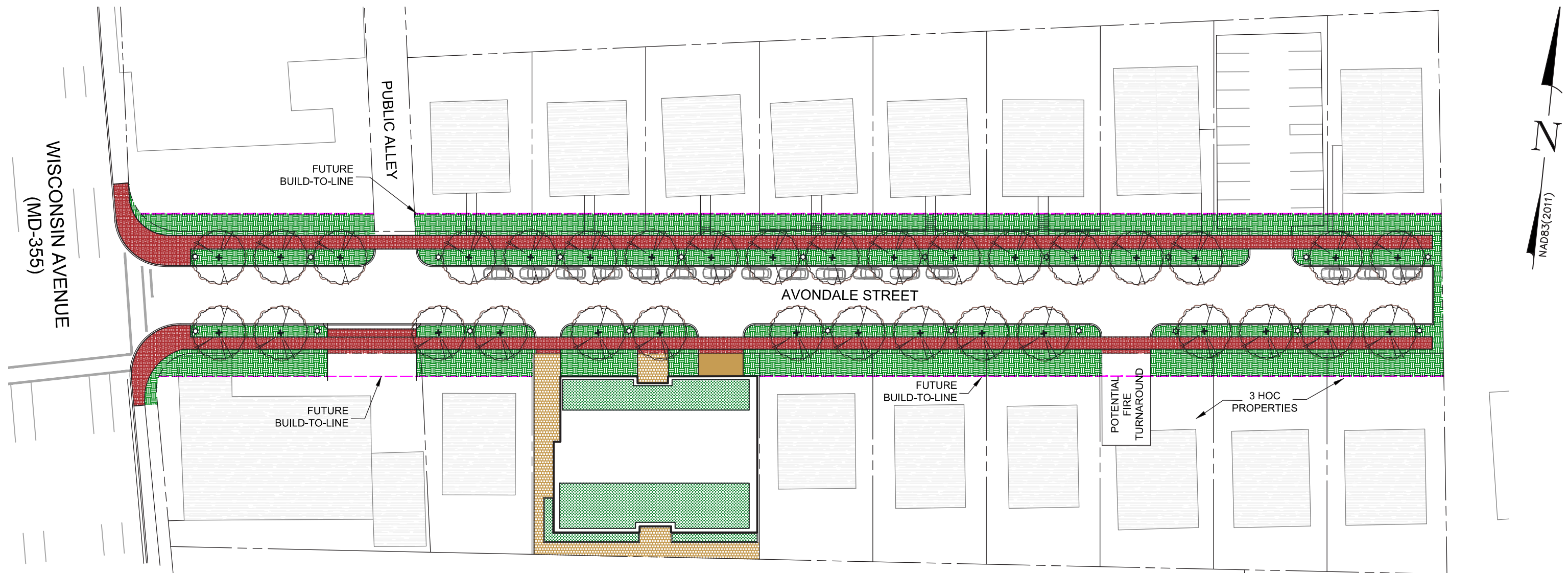




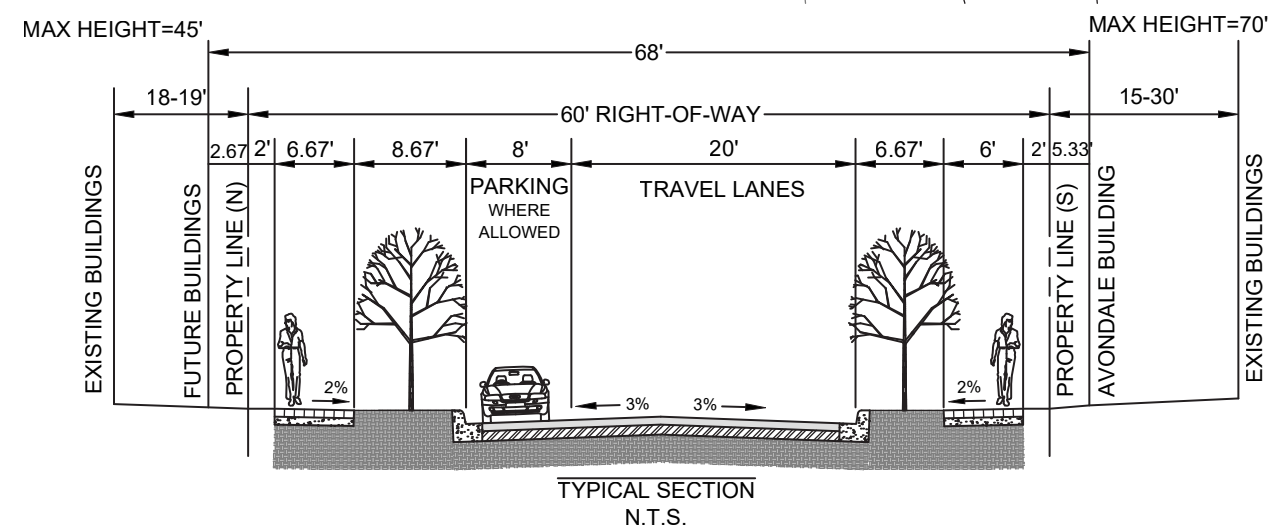




















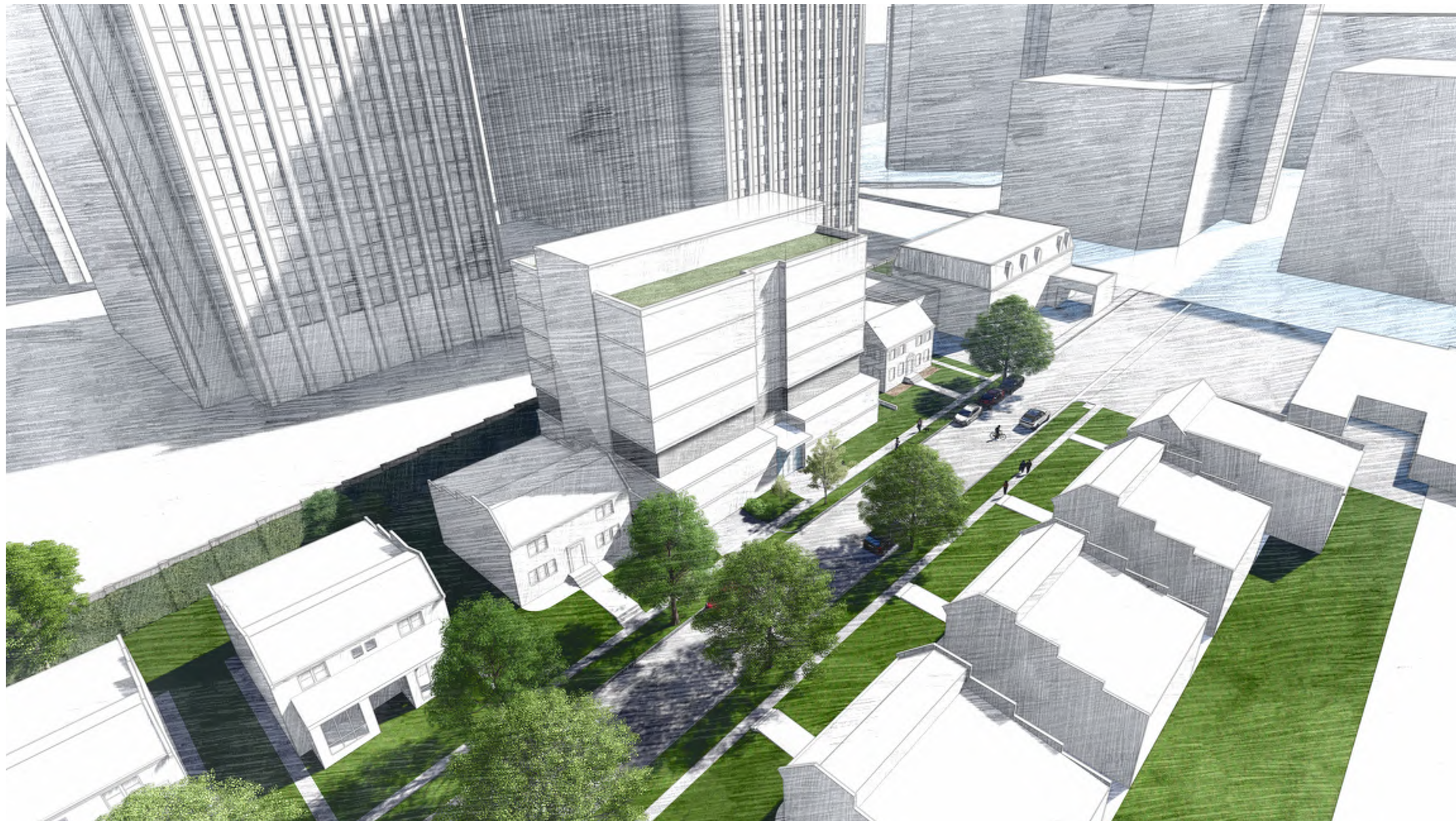




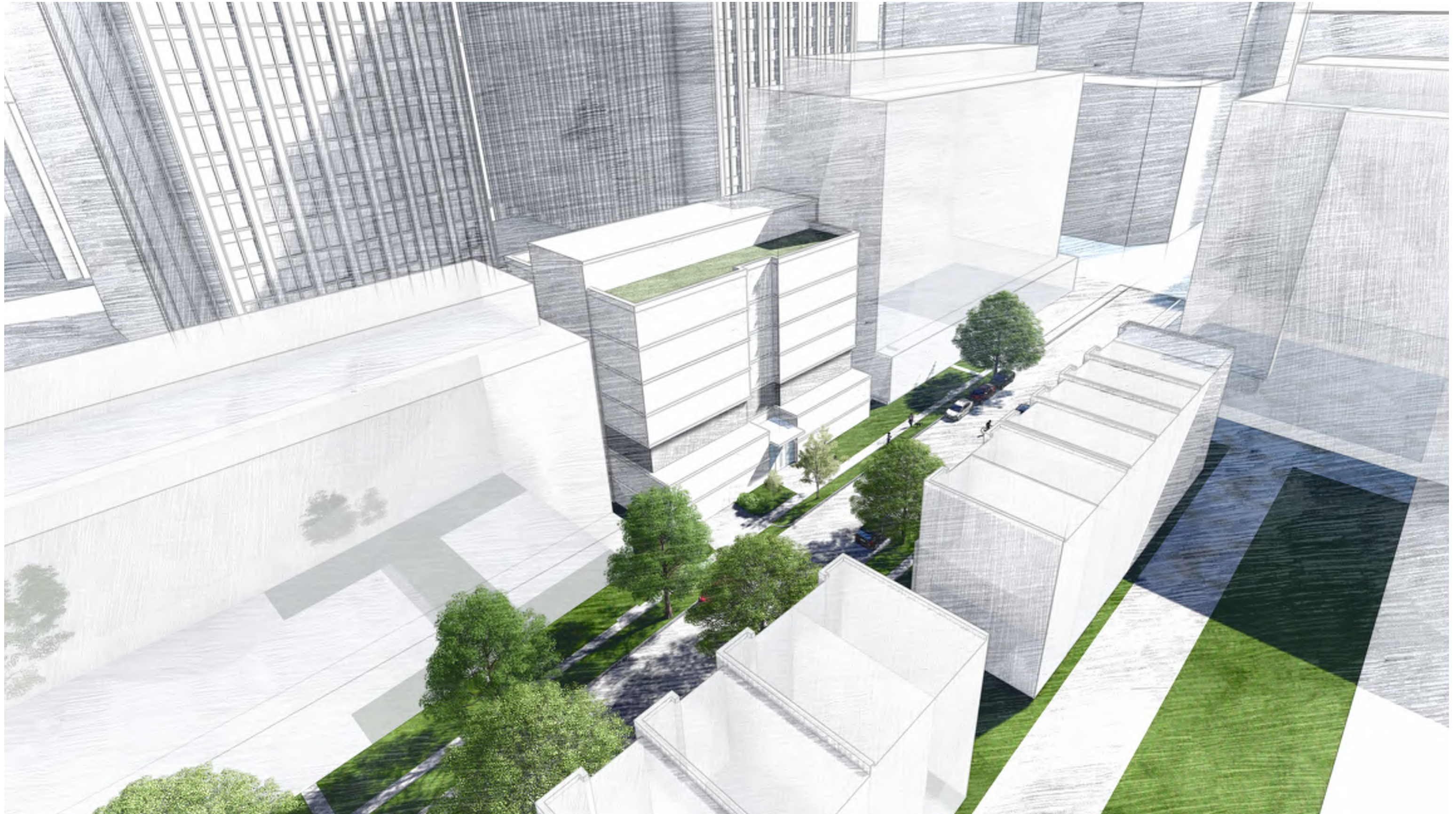
























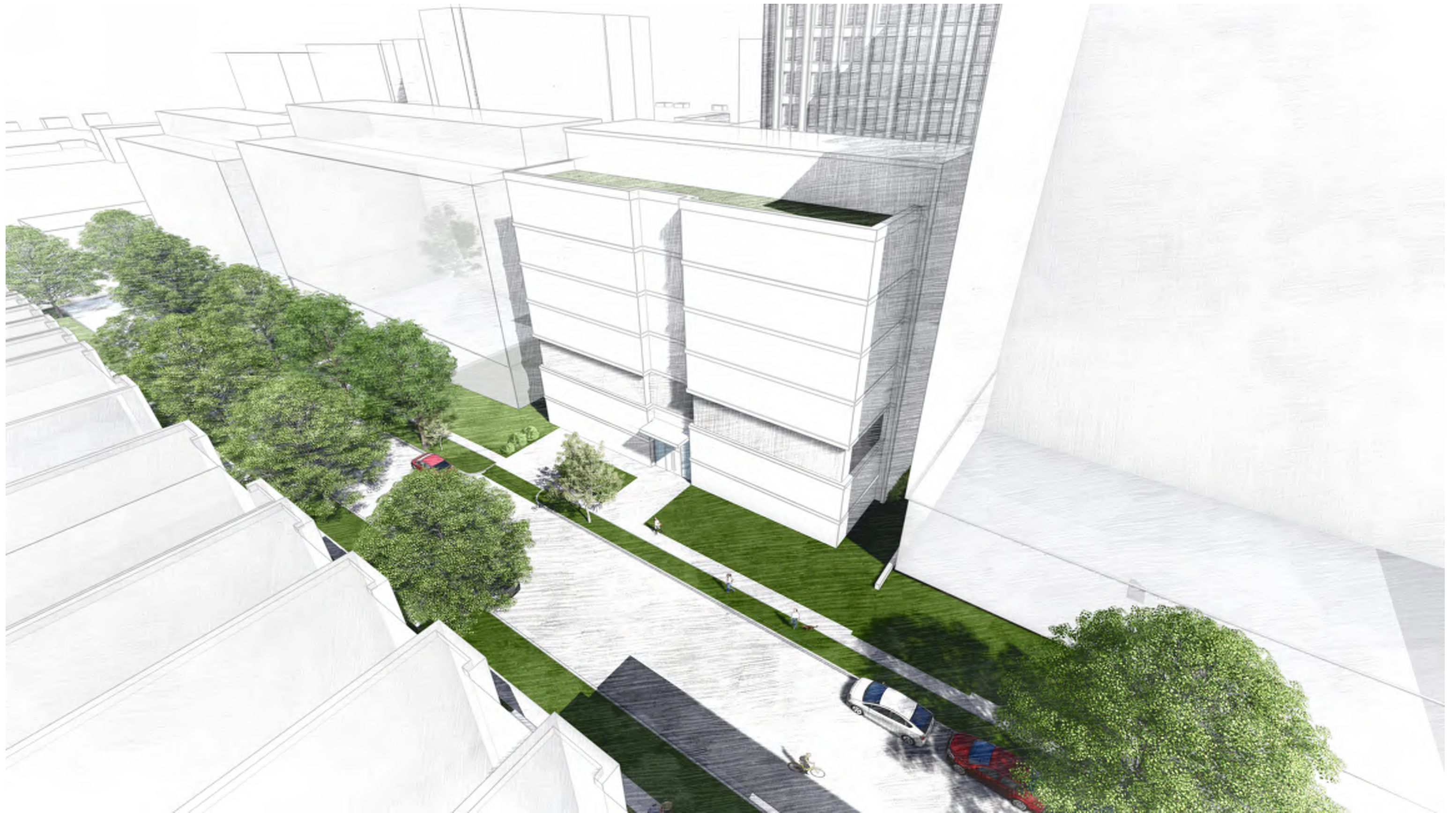




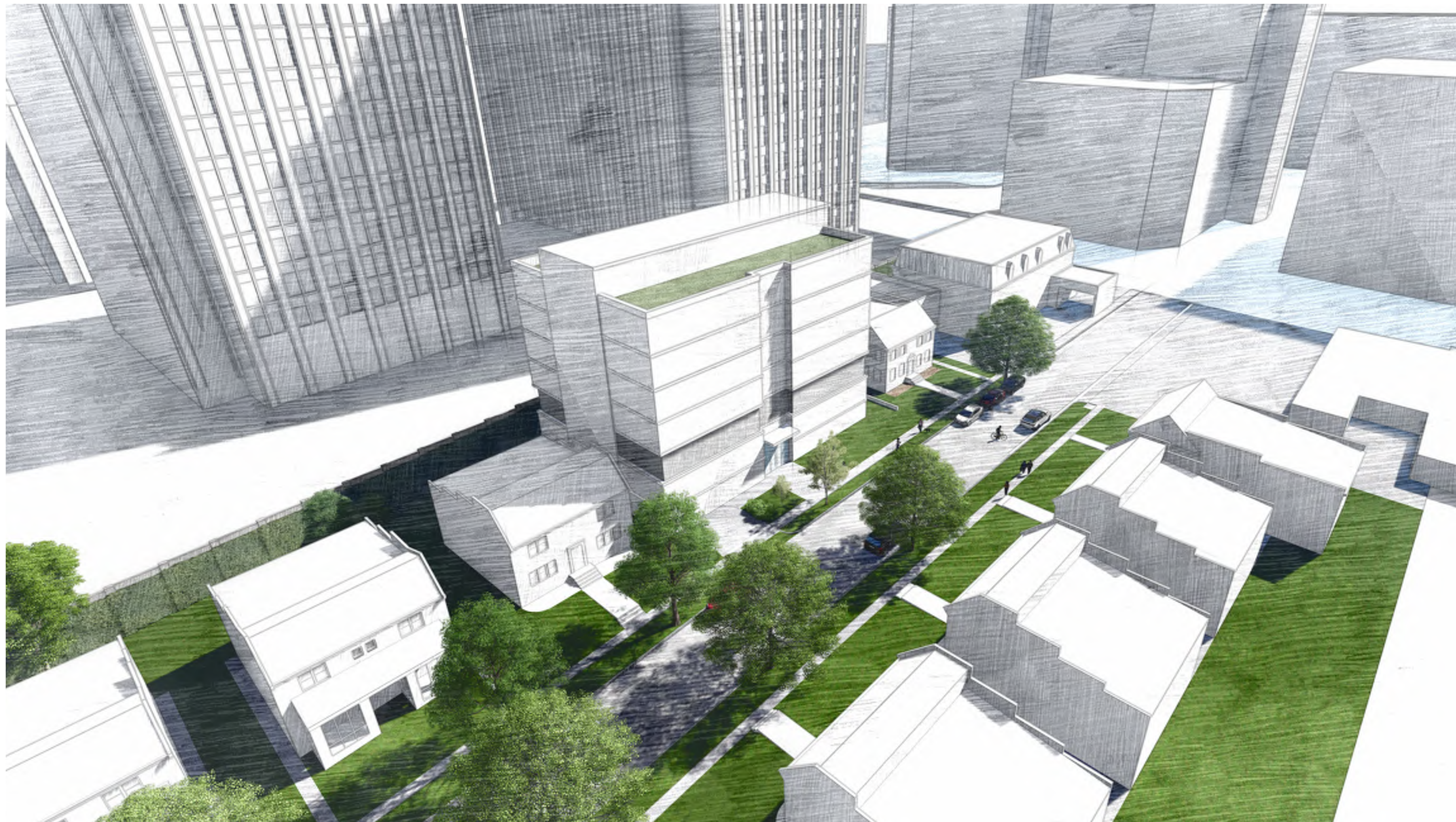




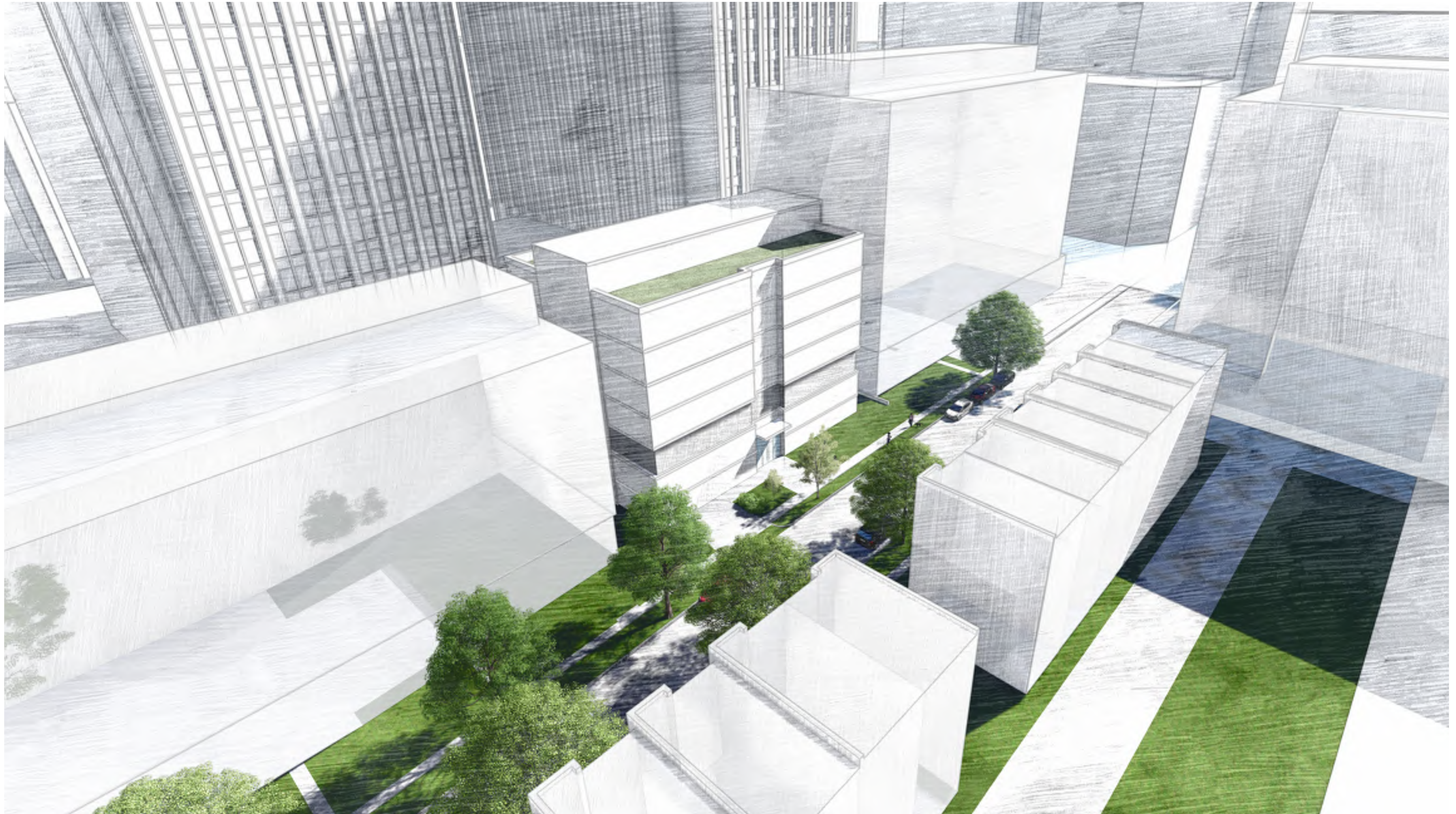








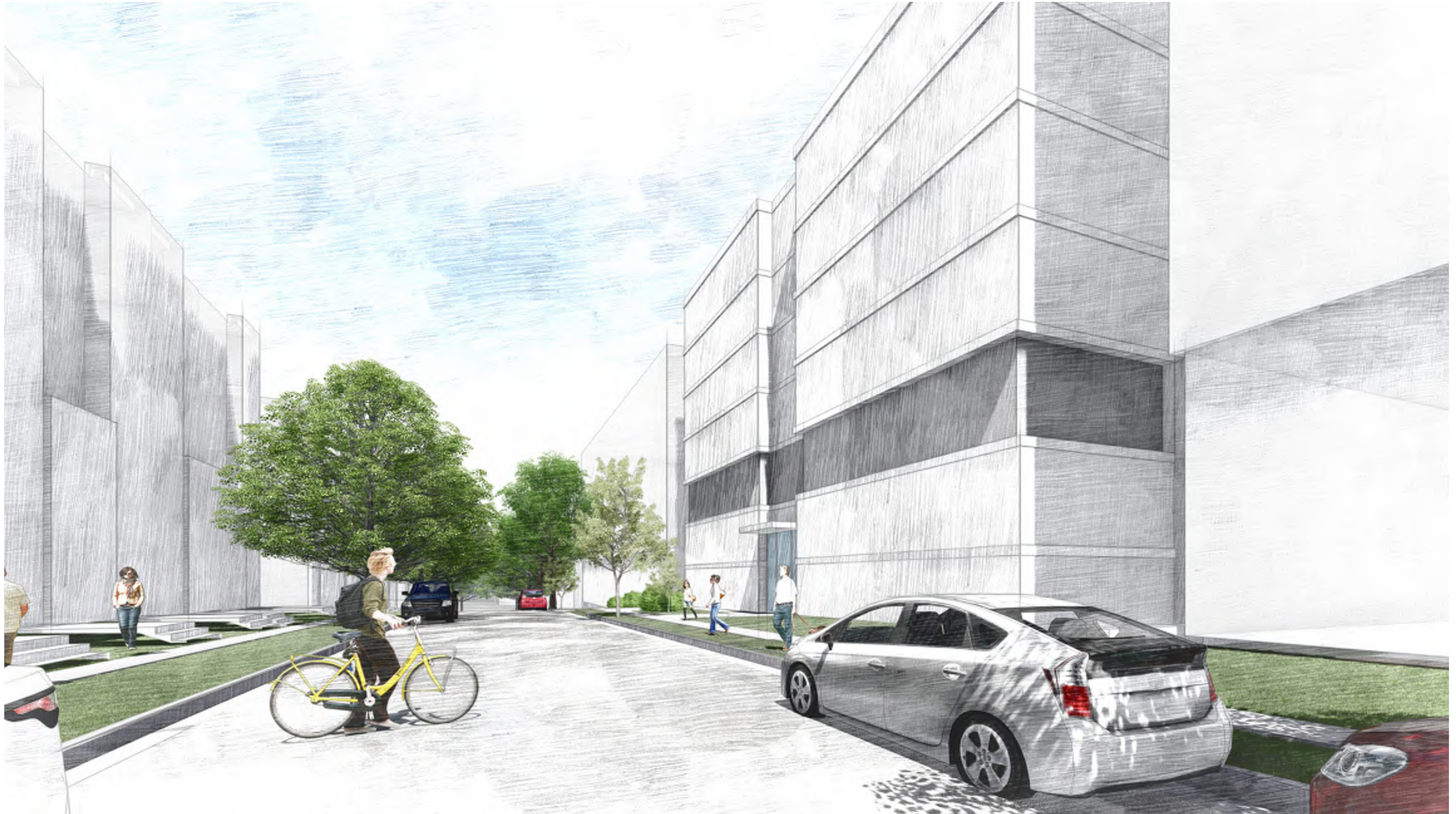




















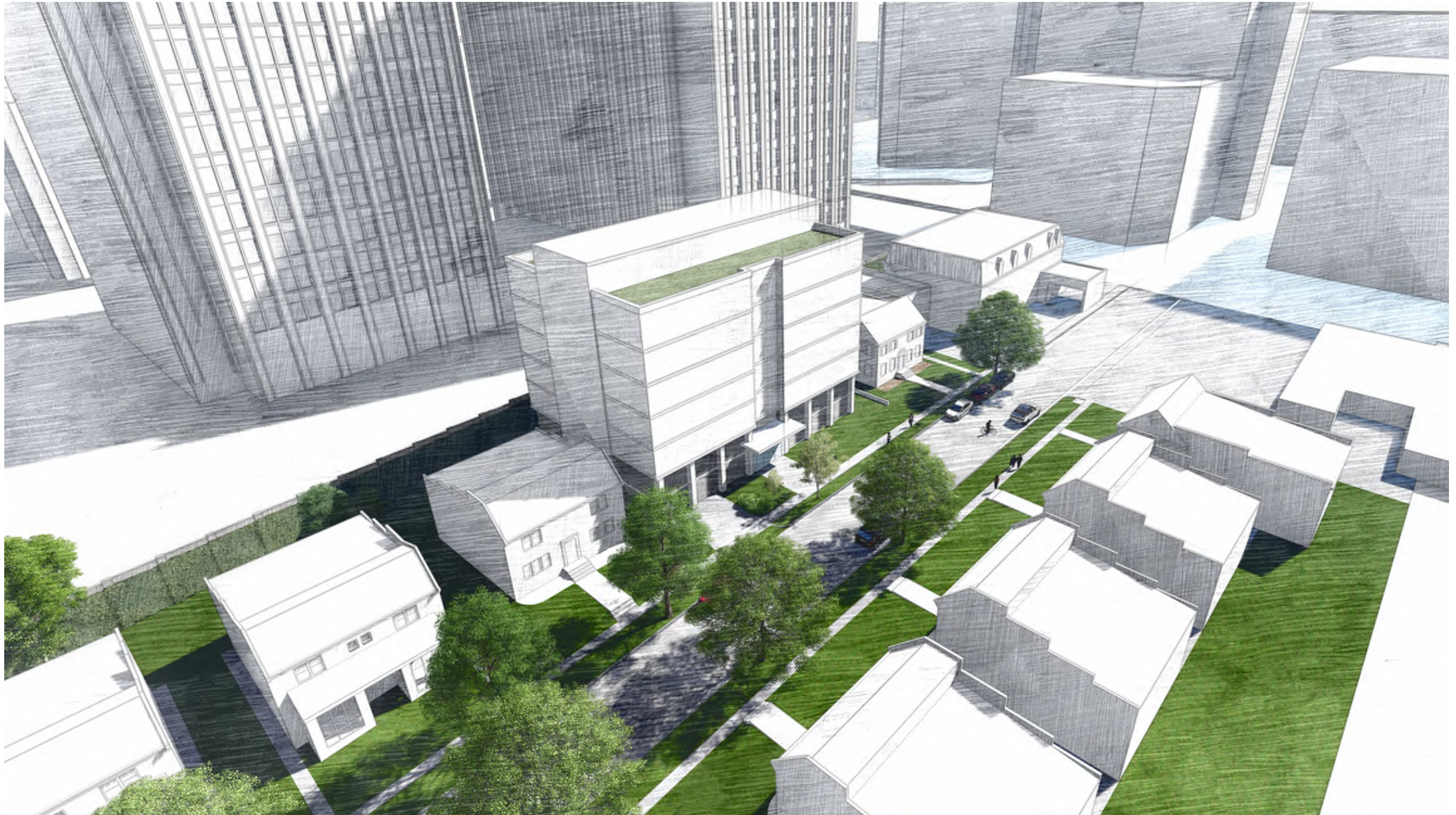




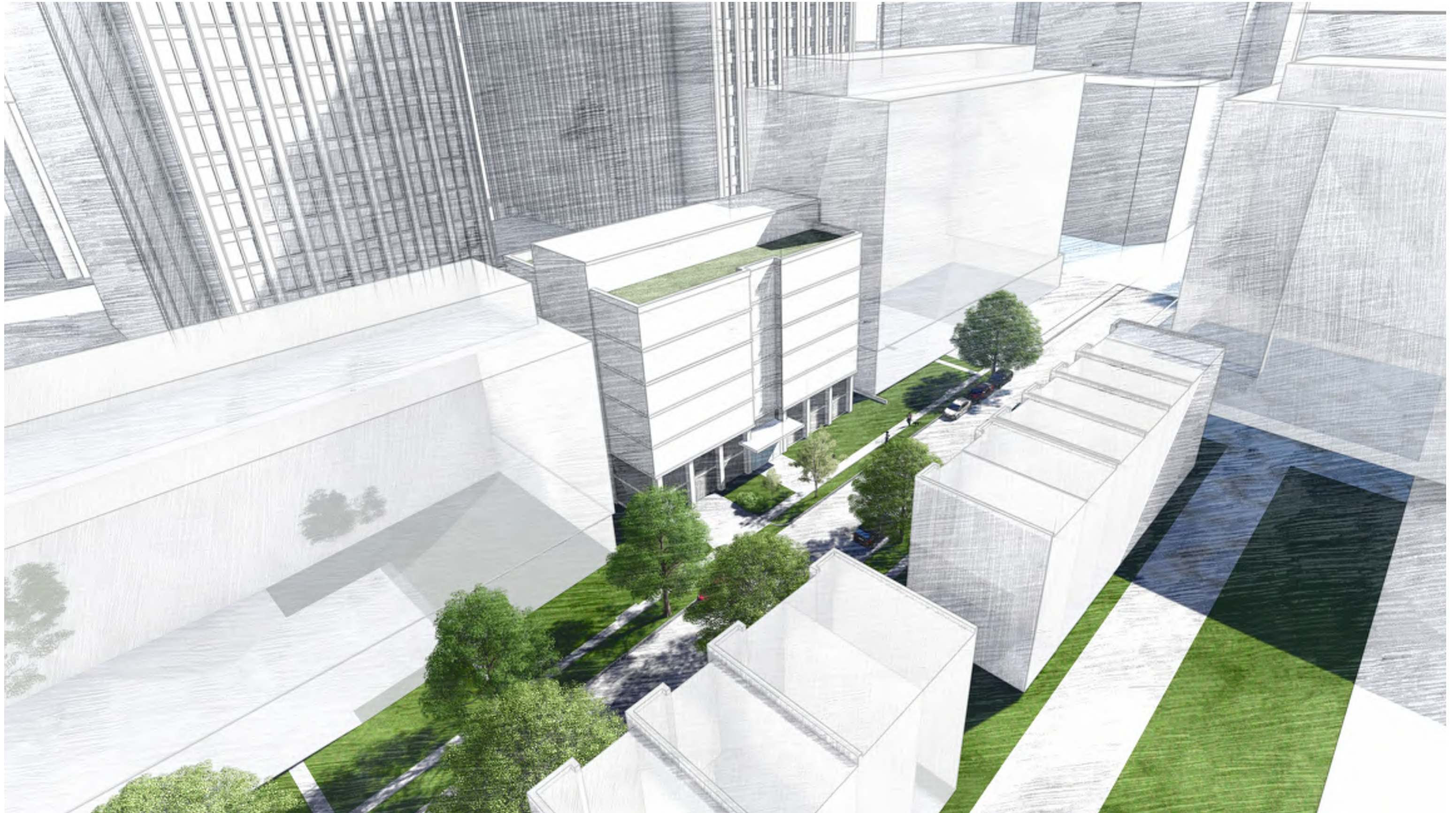
























PREVIOUSLY PRESENTED MASSING



MASSING OPTION 1

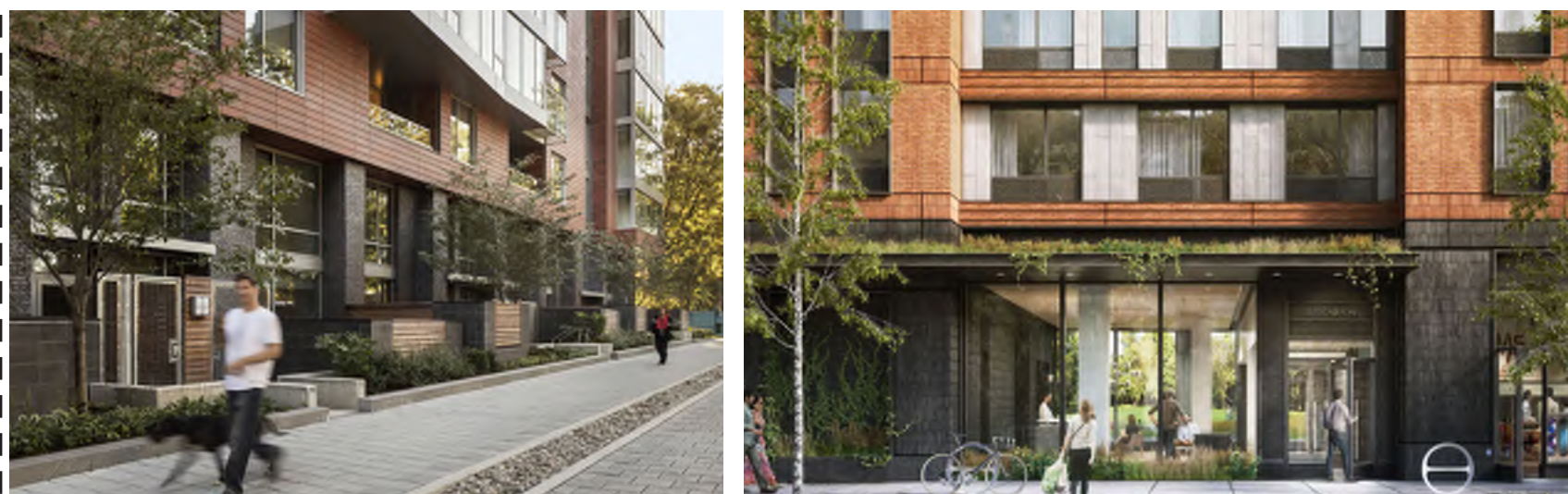
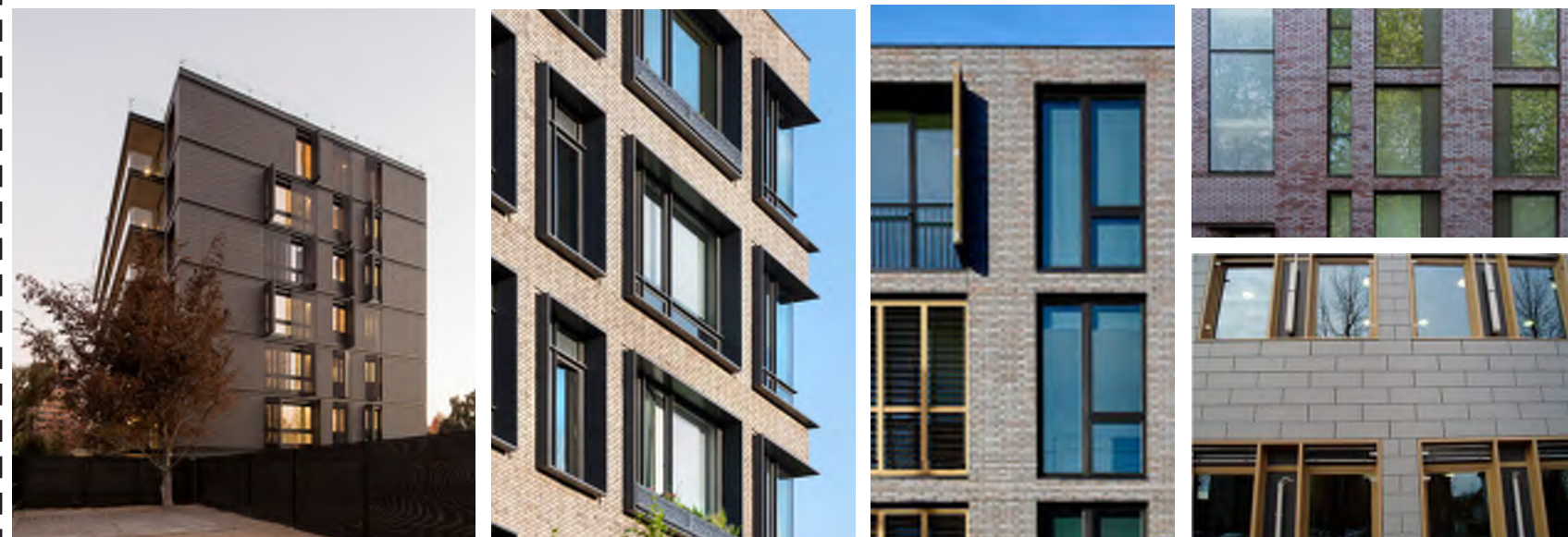
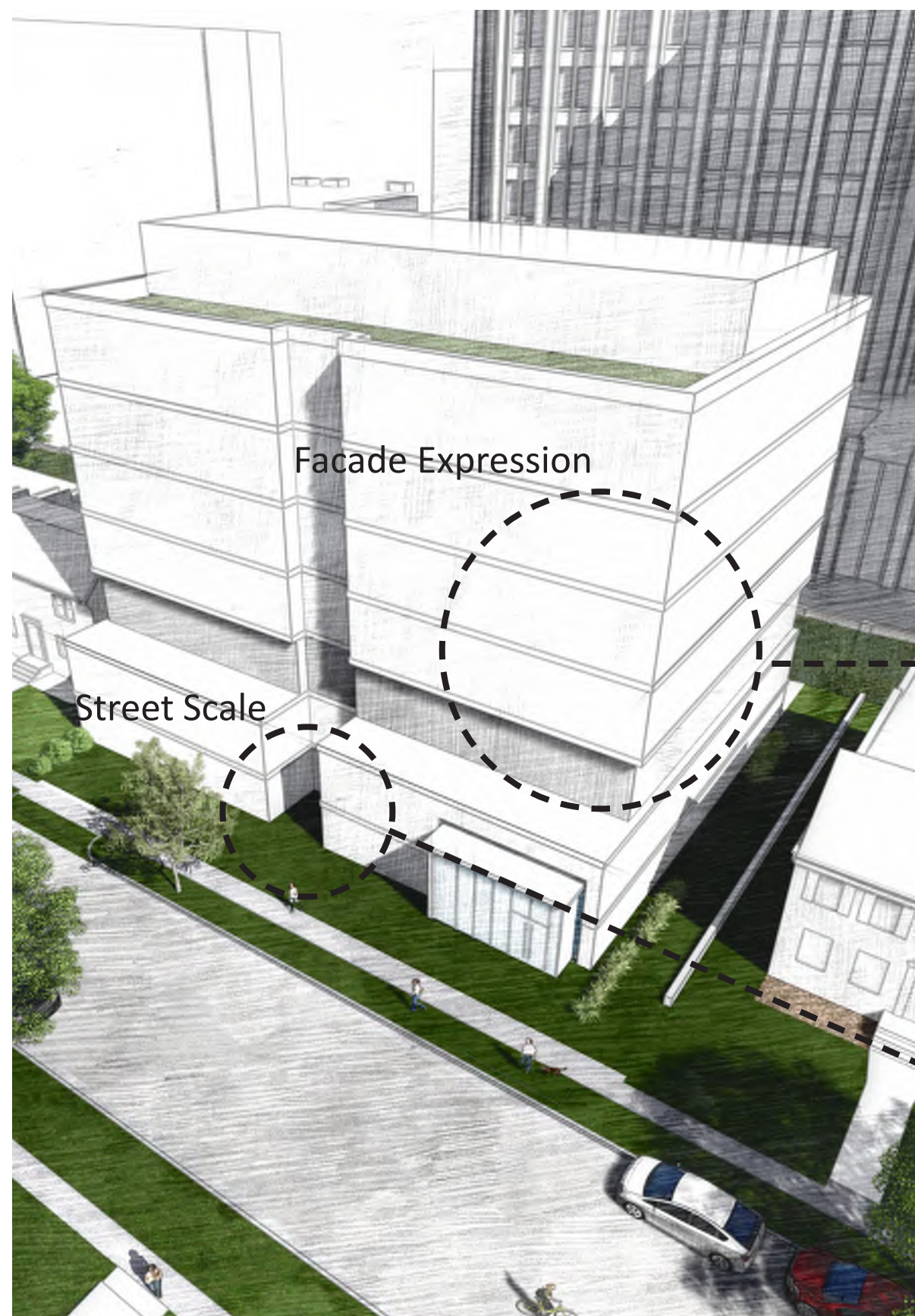


MASSING OPTION 2

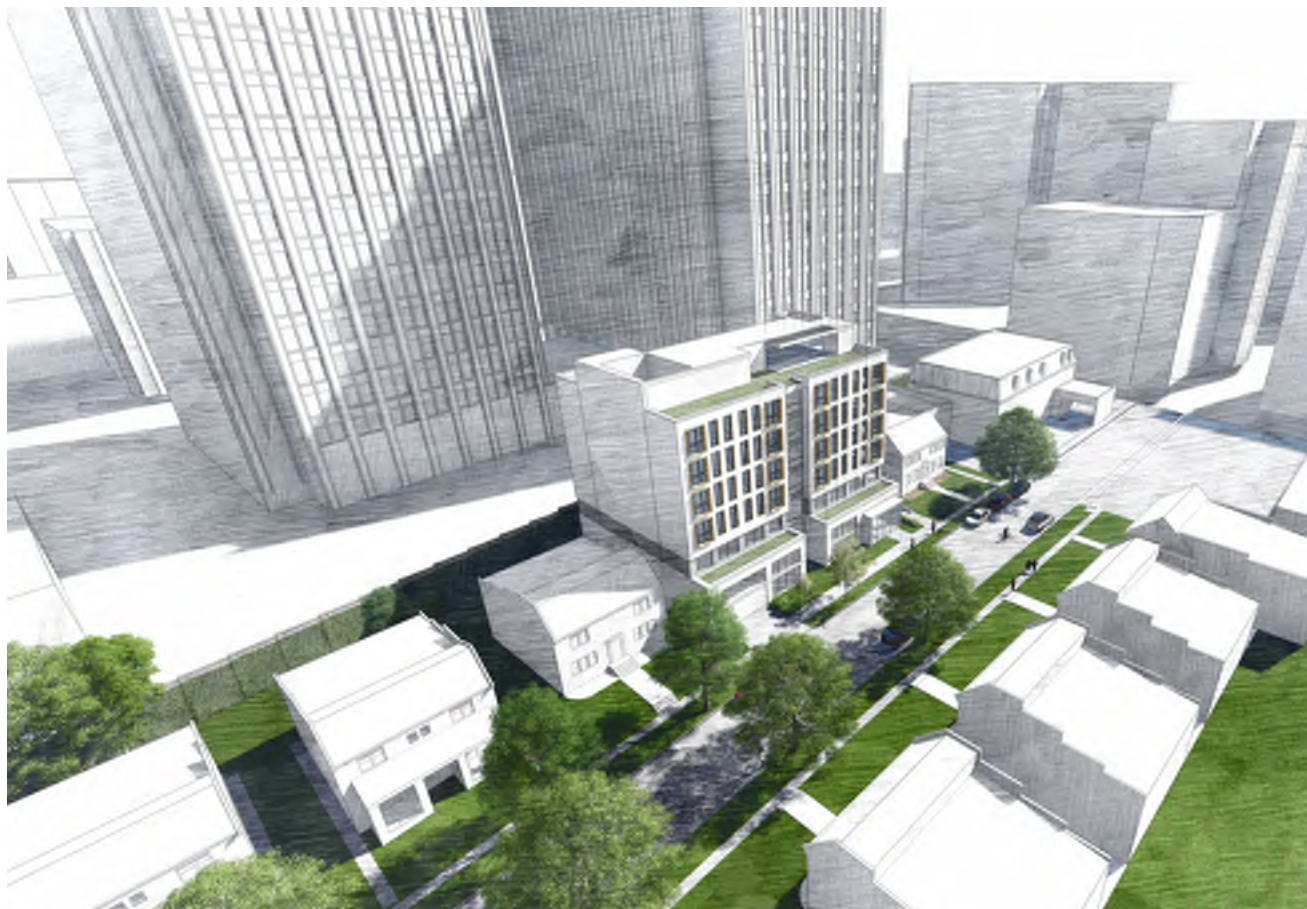


MASSING OPTION 3













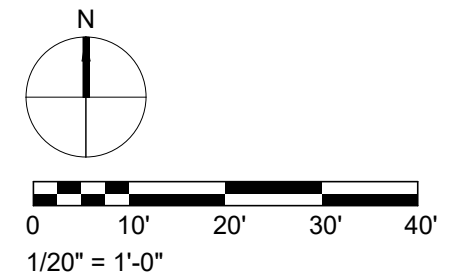
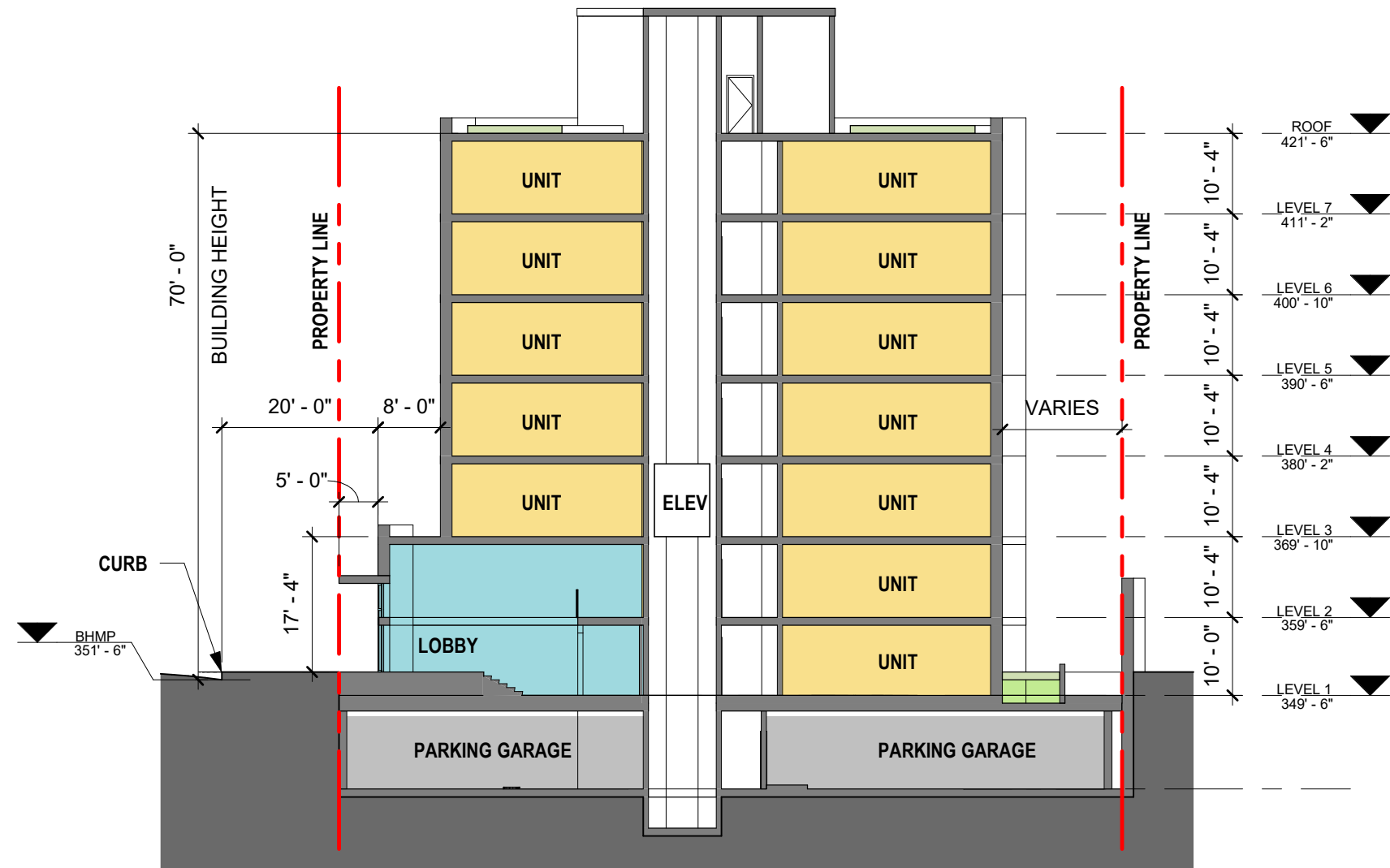




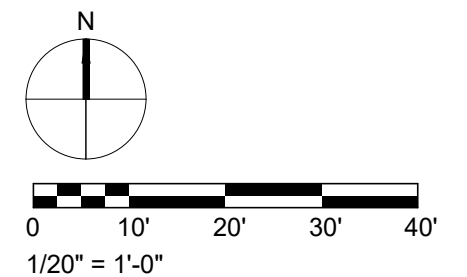
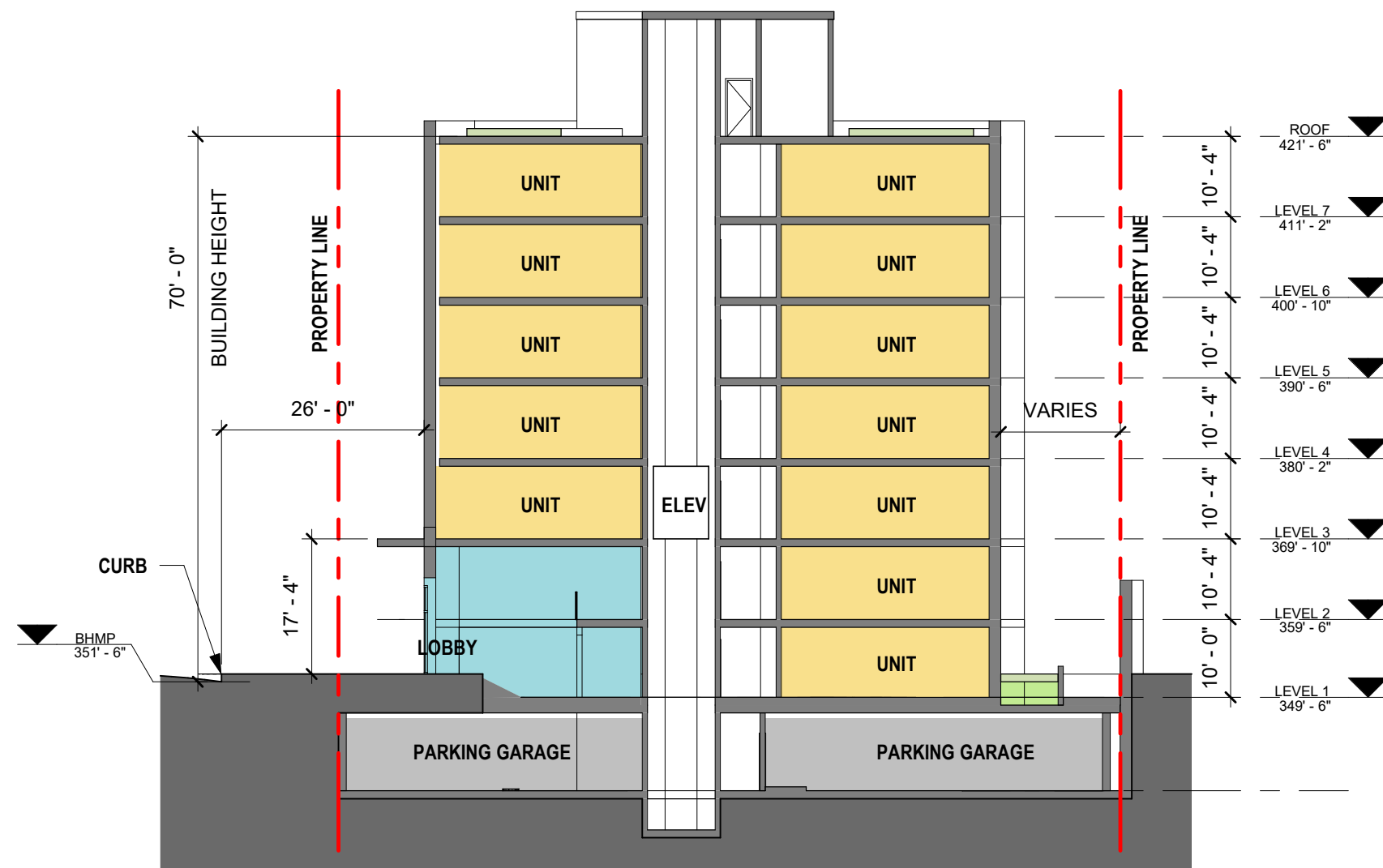








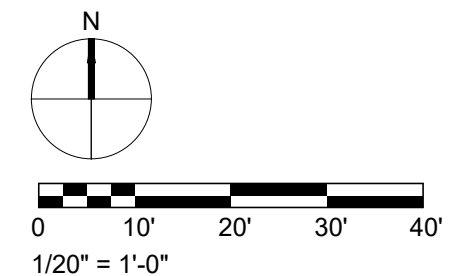




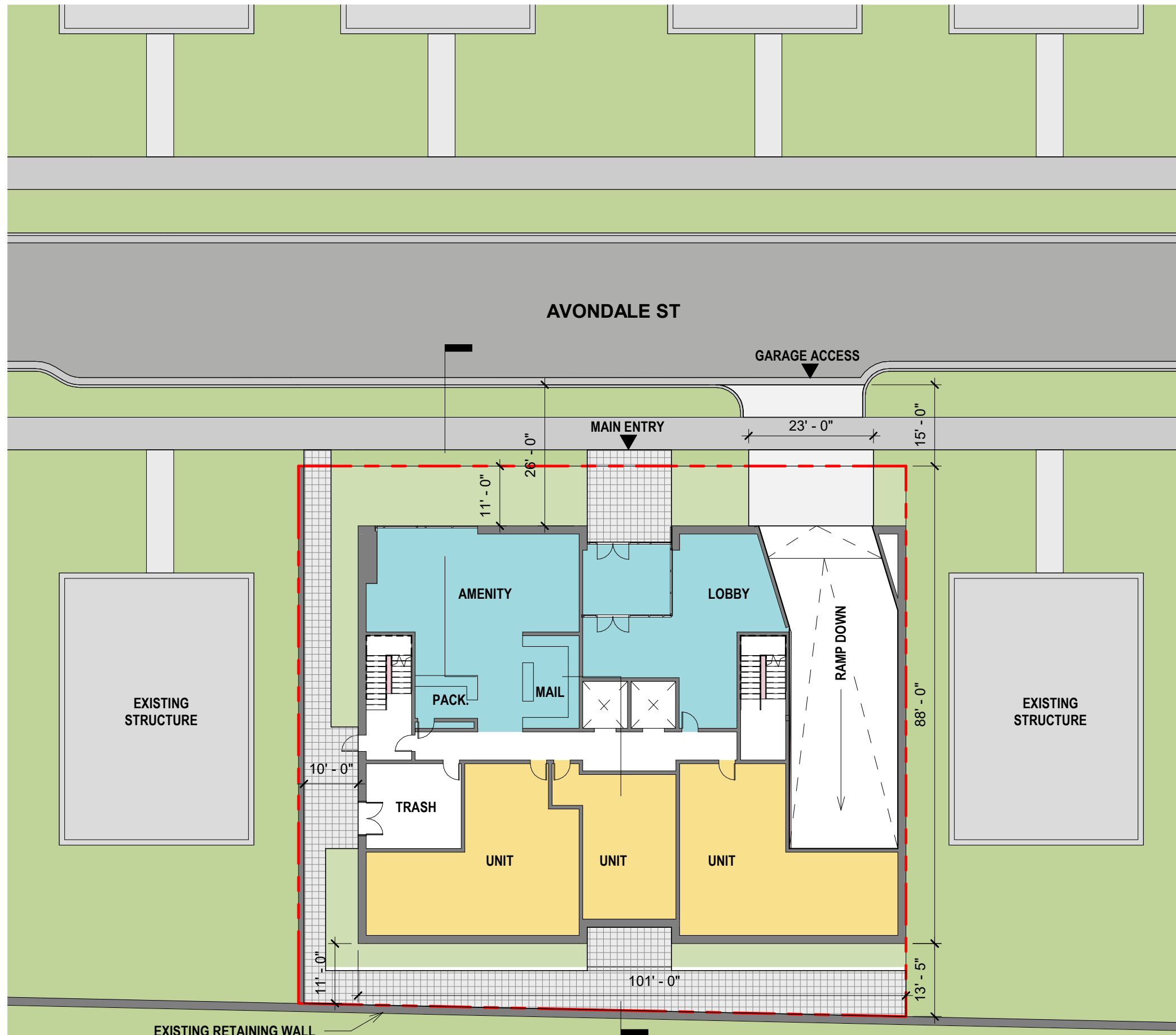




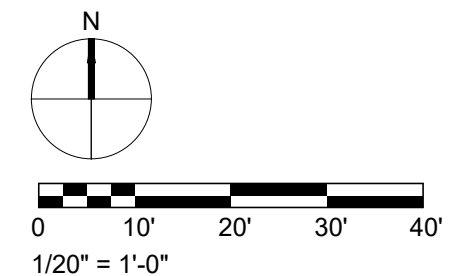
NOTES:  
1. INTERIOR PARTITION LOCATIONS, THE NUMBER, SIZE AND LOCATIONS OF UNITS, STAIRS, AND ELEVATORS ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LAYOUTS MAY VARY.





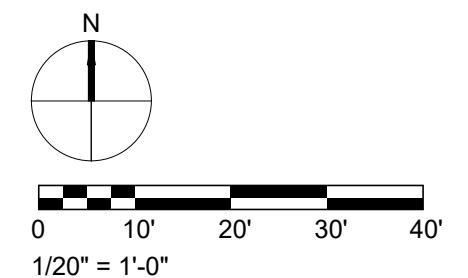
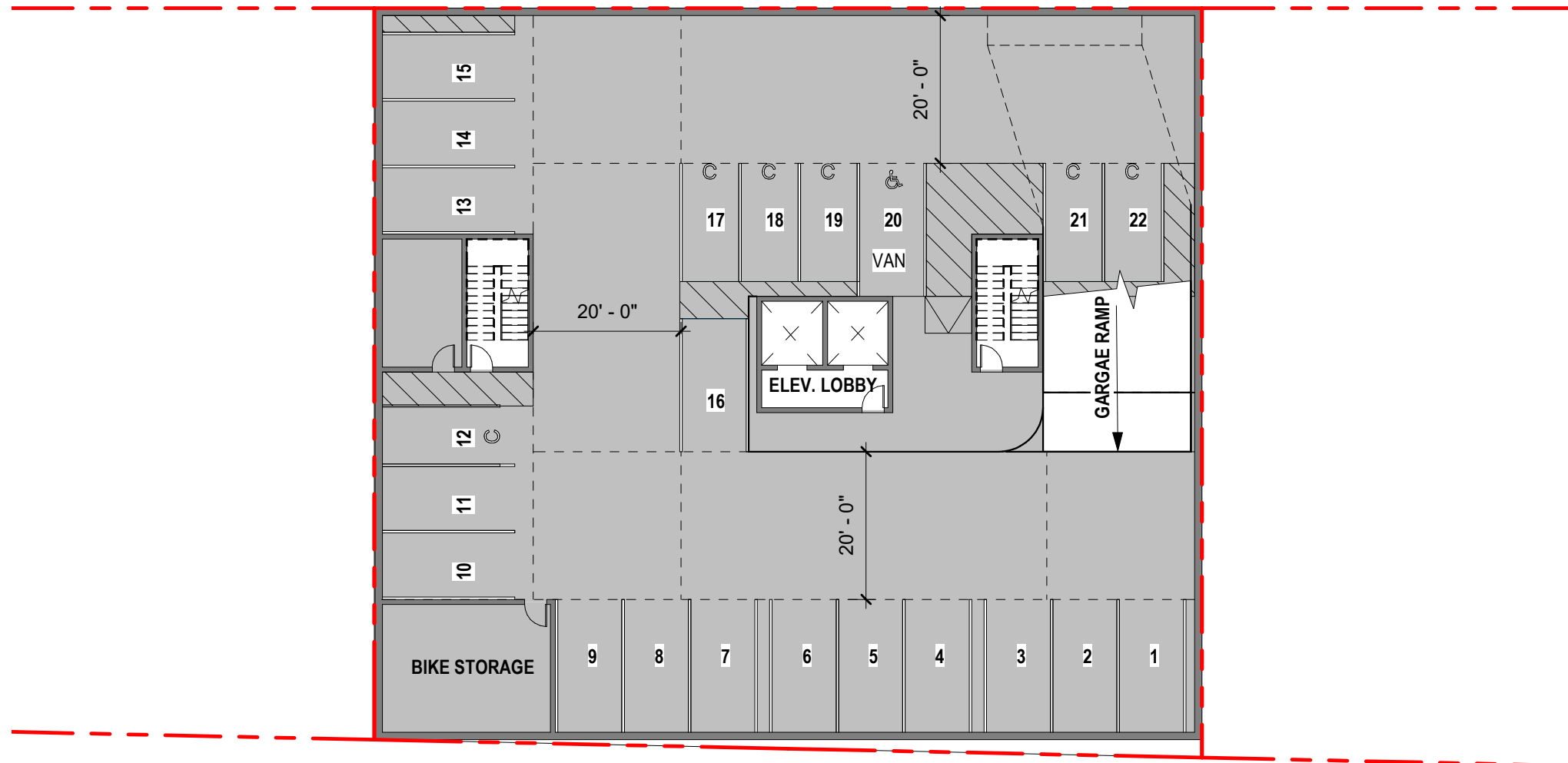


NOTES:  
1. INTERIOR PARTITION LOCATIONS, THE NUMBER, SIZE AND LOCATIONS OF UNITS, STAIRS, AND ELEVATORS ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LAYOUTS MAY VARY.





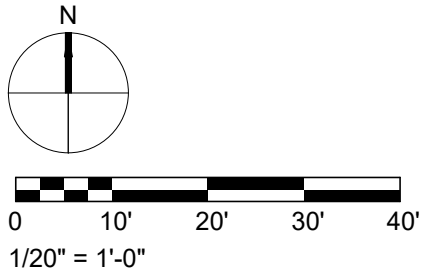
NOTES:  
 1. INTERIOR PARTITION LOCATIONS, THE NUMBER, SIZE AND LOCATIONS OF UNITS, STAIRS, AND ELEVATORS ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LAYOUTS MAY VARY.





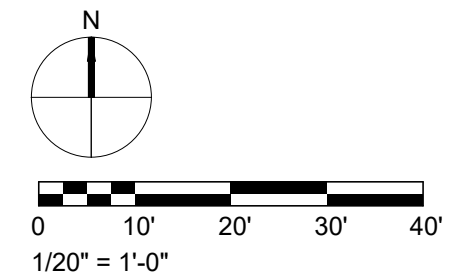
AVONDALE ST

NOTES:  
1. INTERIOR PARTITION LOCATIONS, THE NUMBER, SIZE AND LOCATIONS OF UNITS, STAIRS, AND ELEVATORS ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LAYOUTS MAY VARY.



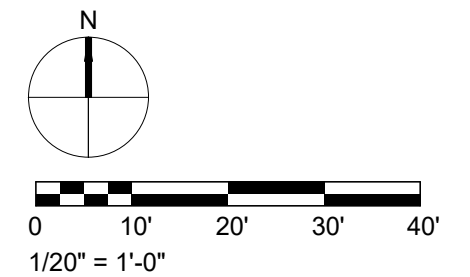
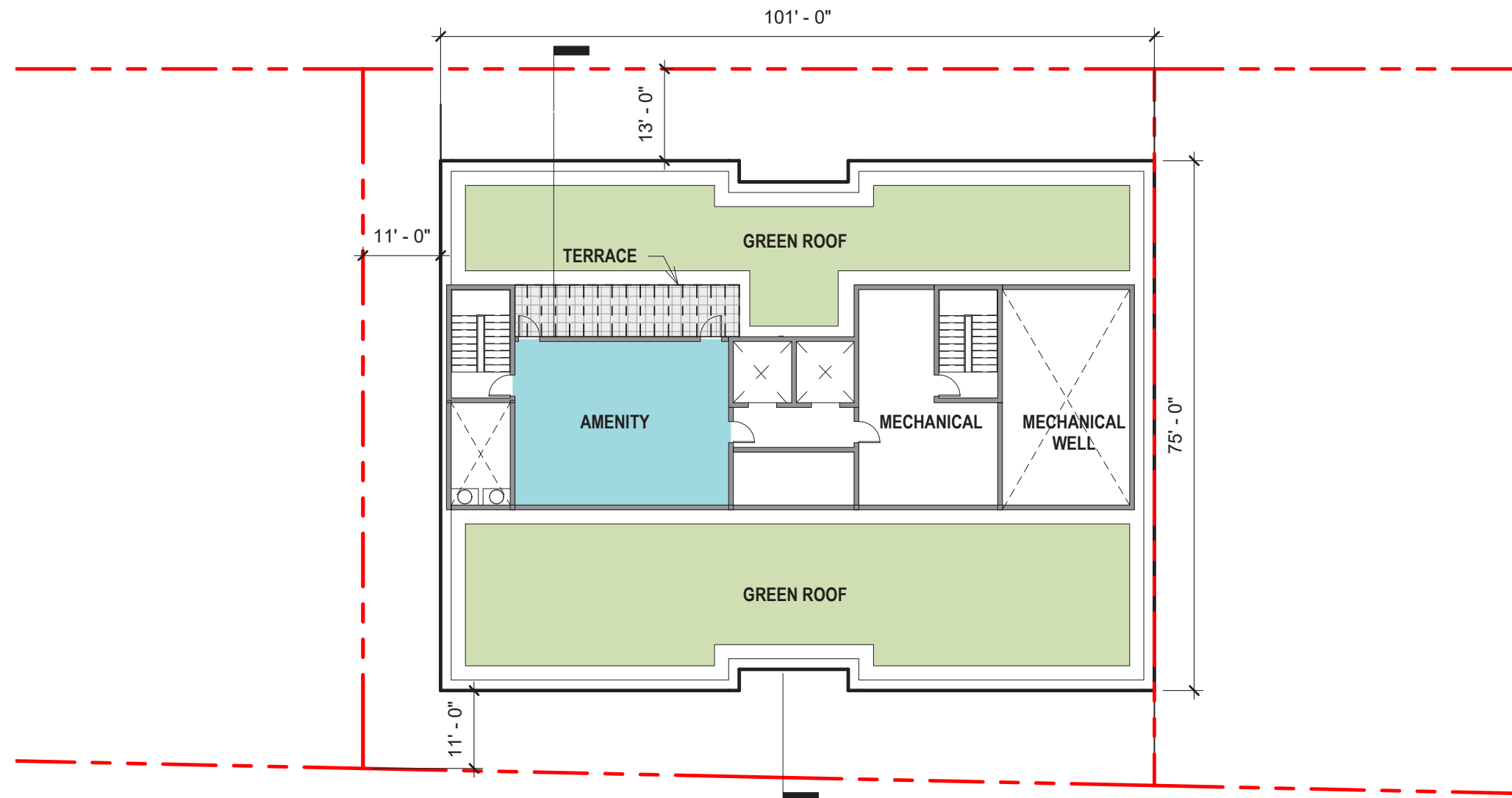


NOTES:  
 1. INTERIOR PARTITION LOCATIONS, THE NUMBER, SIZE AND LOCATIONS OF UNITS, STAIRS, AND ELEVATORS ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LAYOUTS MAY VARY.





NOTES:  
 1. INTERIOR PARTITION LOCATIONS, THE NUMBER, SIZE AND LOCATIONS OF UNITS, STAIRS, AND ELEVATORS ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LAYOUTS MAY VARY.





NOTES:  
 1. INTERIOR PARTITION LOCATIONS, THE NUMBER, SIZE AND LOCATIONS OF UNITS, STAIRS, AND ELEVATORS ARE PRELIMINARY AND SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. FINAL LAYOUTS MAY VARY.

