

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	The Avondale
File Number(s)	320200050, 120200220
Project Address	4526-4530 Avondale Street

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Kevin Park, SJI	(703) 901-5370	kevin@sjinvestmentcorp.com
Architect	Perkins Eastman Architects, Brett R. Swiatocha, AIA, (202) 384-1898, b.swiatocha@perkinseastman.com		
Landscape Architect	MHG, David Post, ASLA, PLA, ISA, (301) 670-0840, dpost@mhgpa.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR-1.5, C-0.25, R-1.5, H-70	70'	3.77	33,121 SF	15
Proposed Land Uses	Multi-unit Residential				

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): Neighborhood Residential

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	6-8 ft.	6 ft.	No
Pedestrian Though Zone	6-10 ft.	6 ft.	No
Frontage Zone	5-8 ft.	15 ft.	No
Building Placement			
Build-to Line (from street curb)	20-25 ft	26 ft.	Per previous DAP review of Sketch Plan
Building Form			
Base Height	2-3 stories (25-35 ft)	2 stories (< 25 ft)	Per previous DAP review of Sketch Plan
Step-Back	15-20 ft	None	Per previous DAP review of Sketch Plan

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'	Not applicable	
Step-Back	Per Street Type	Not Applicable	
Bulk Reduction Methods	Step-back, modulated and articulated facade, changes in plane, varied frame and mullions		

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): 20

- 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

Per previous DAP review of Sketch Plan



The Avondale

Bethesda, Maryland

4526-4530 AVONDALE STREET

SITE PLAN
DESIGN ADVISORY PANEL SUBMISSION
January 13, 2021

DEVELOPER
SJ INVESTMENT CORP

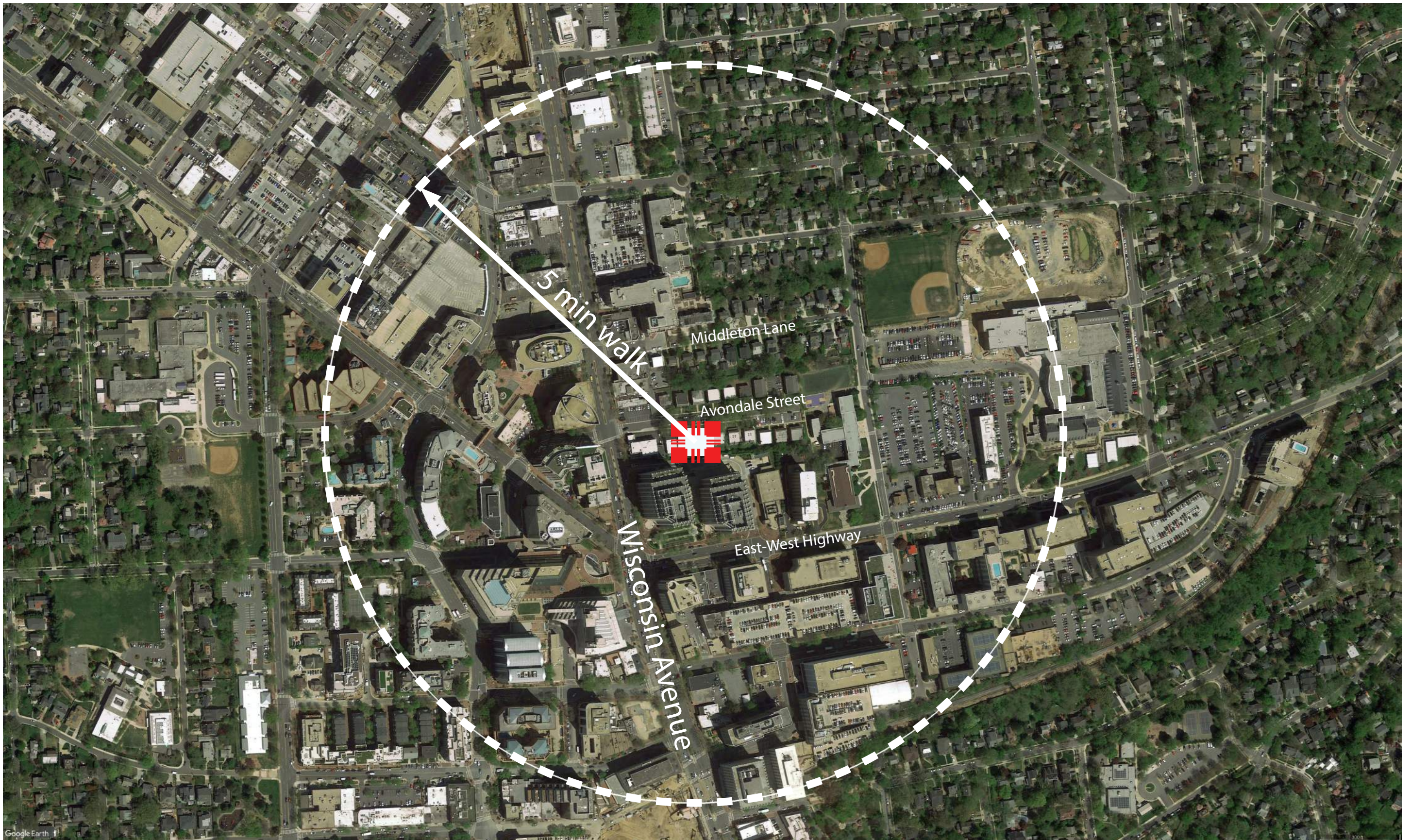
LAND USE COUNSEL
MILLER MILLER & CANBY

ARCHITECT
PERKINS EASTMAN ARCHITECTS, DPC

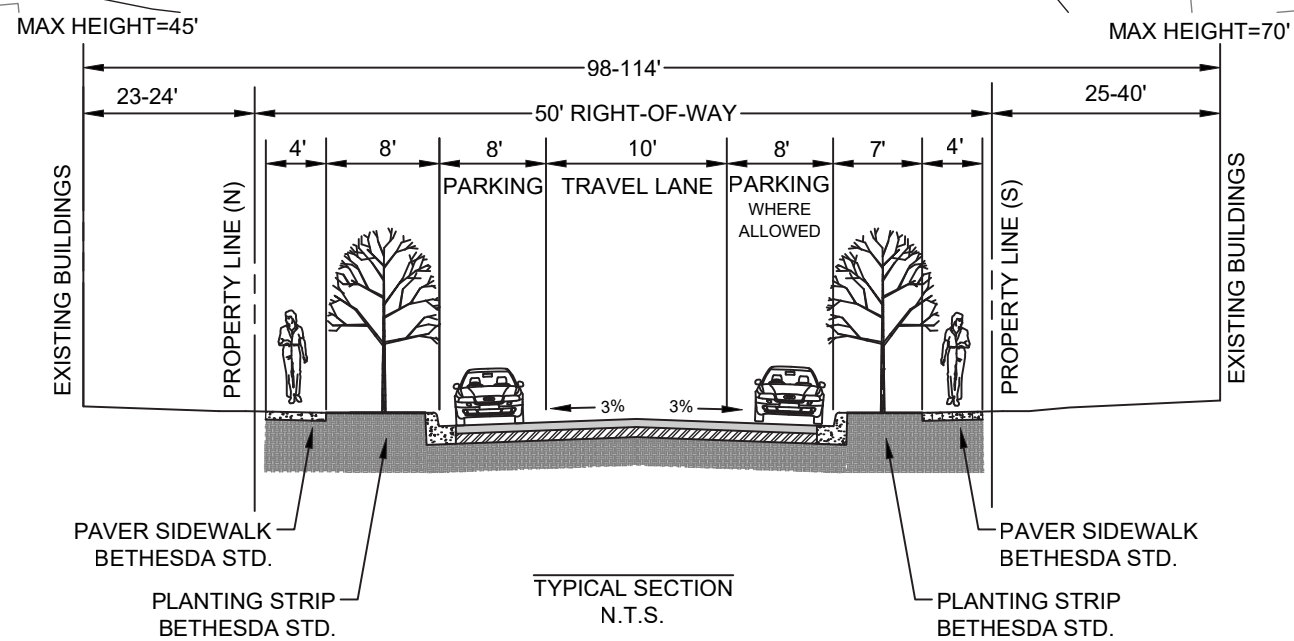
CIVIL ENGINEER / LANDSCAPE DESIGN
MHG

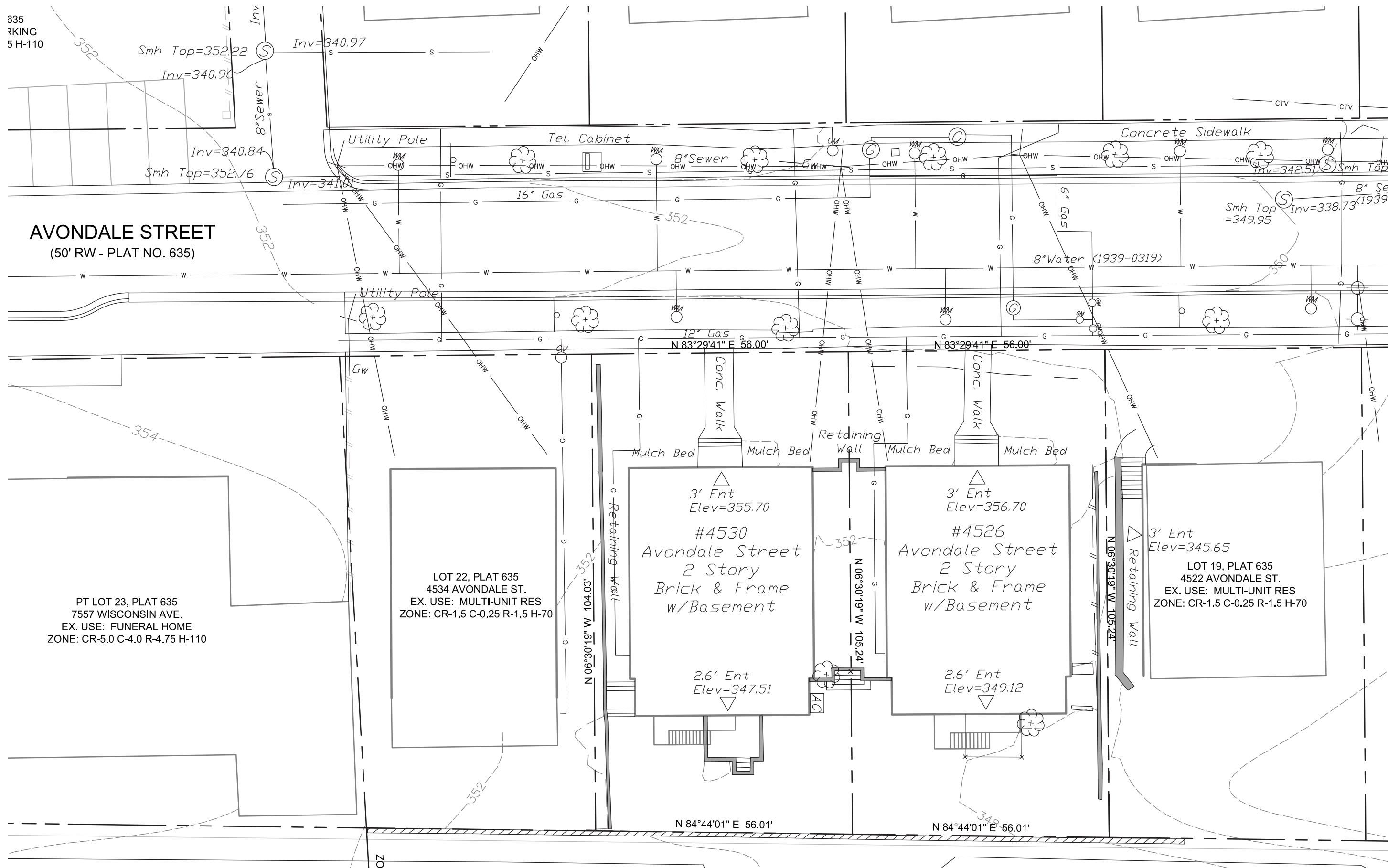
TRAFFIC CONSULTANT
WELLS + ASSOCIATES



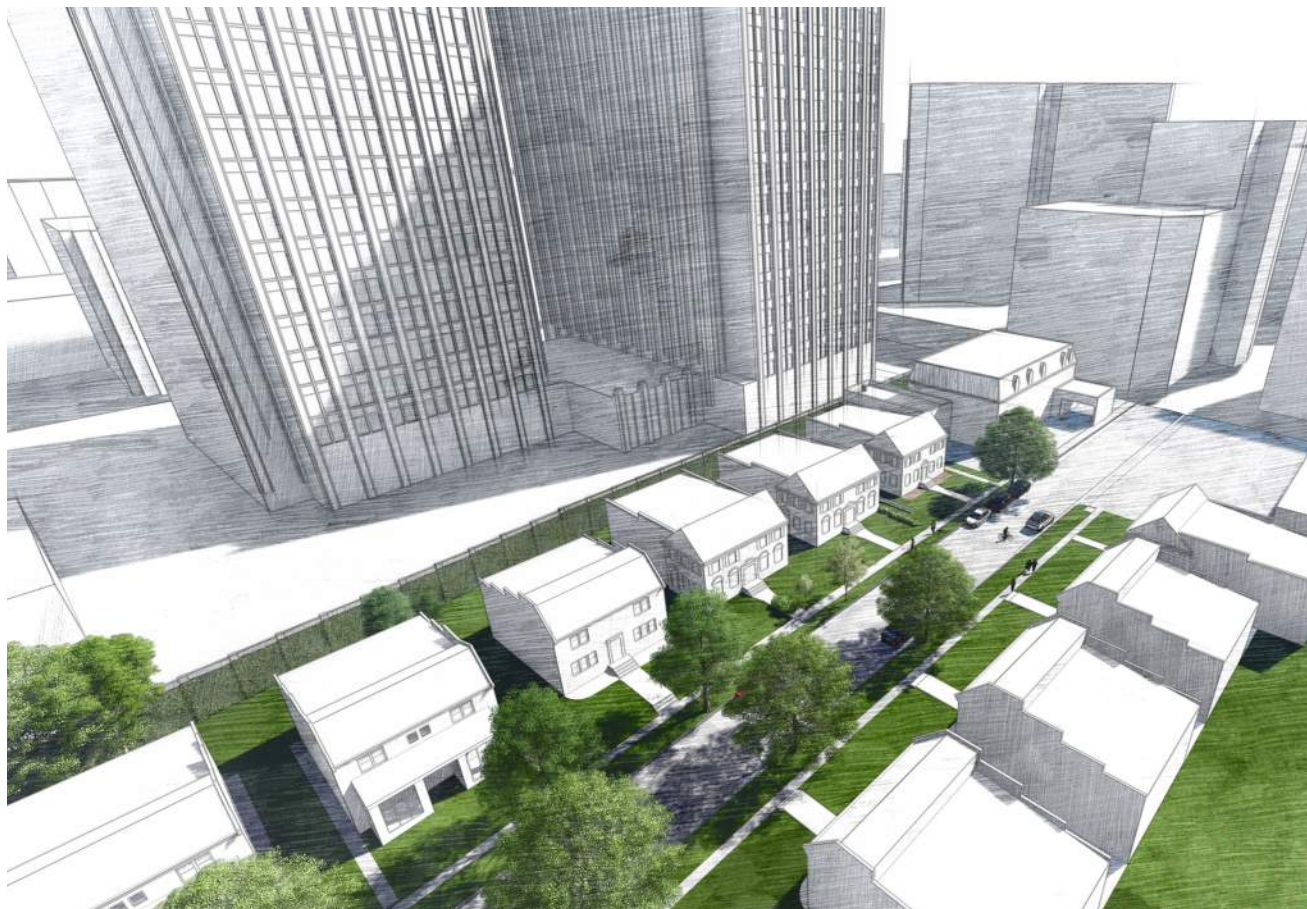
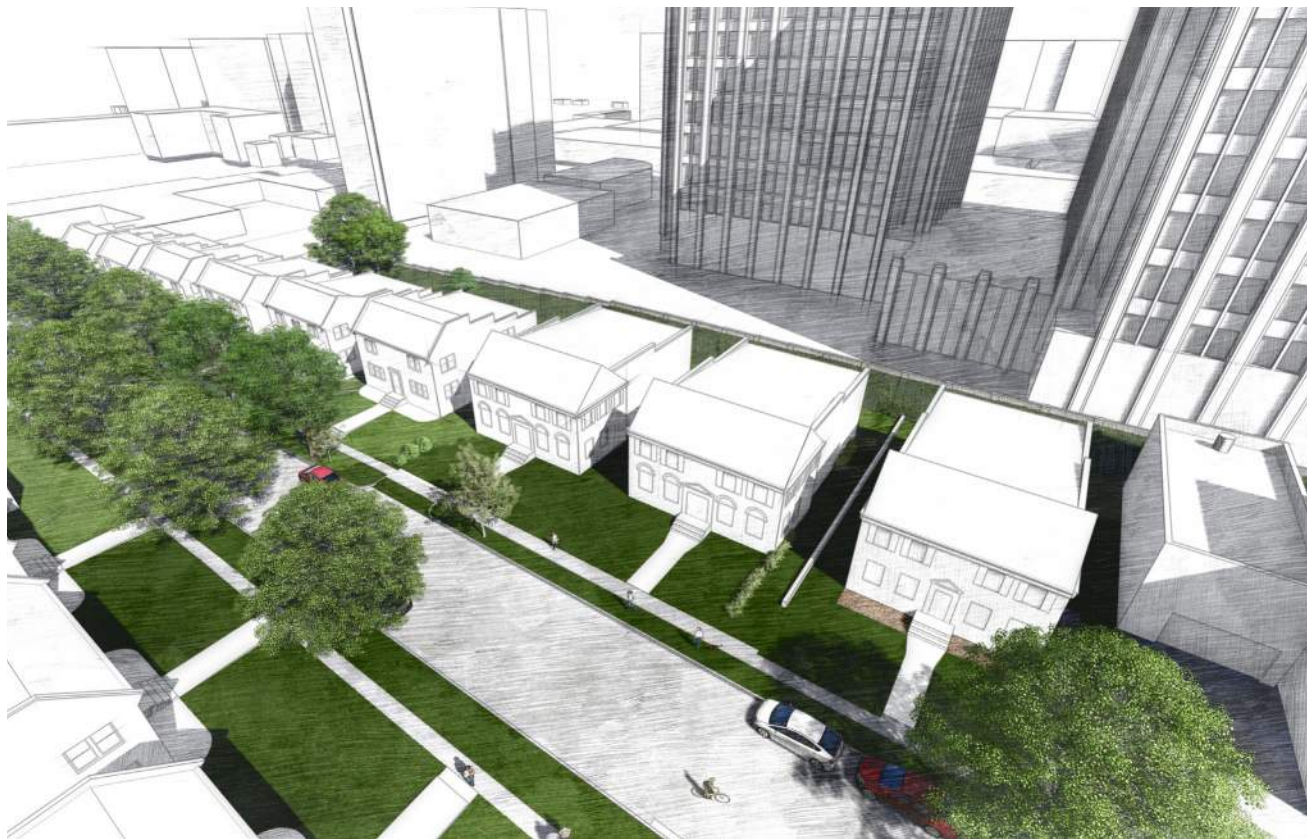


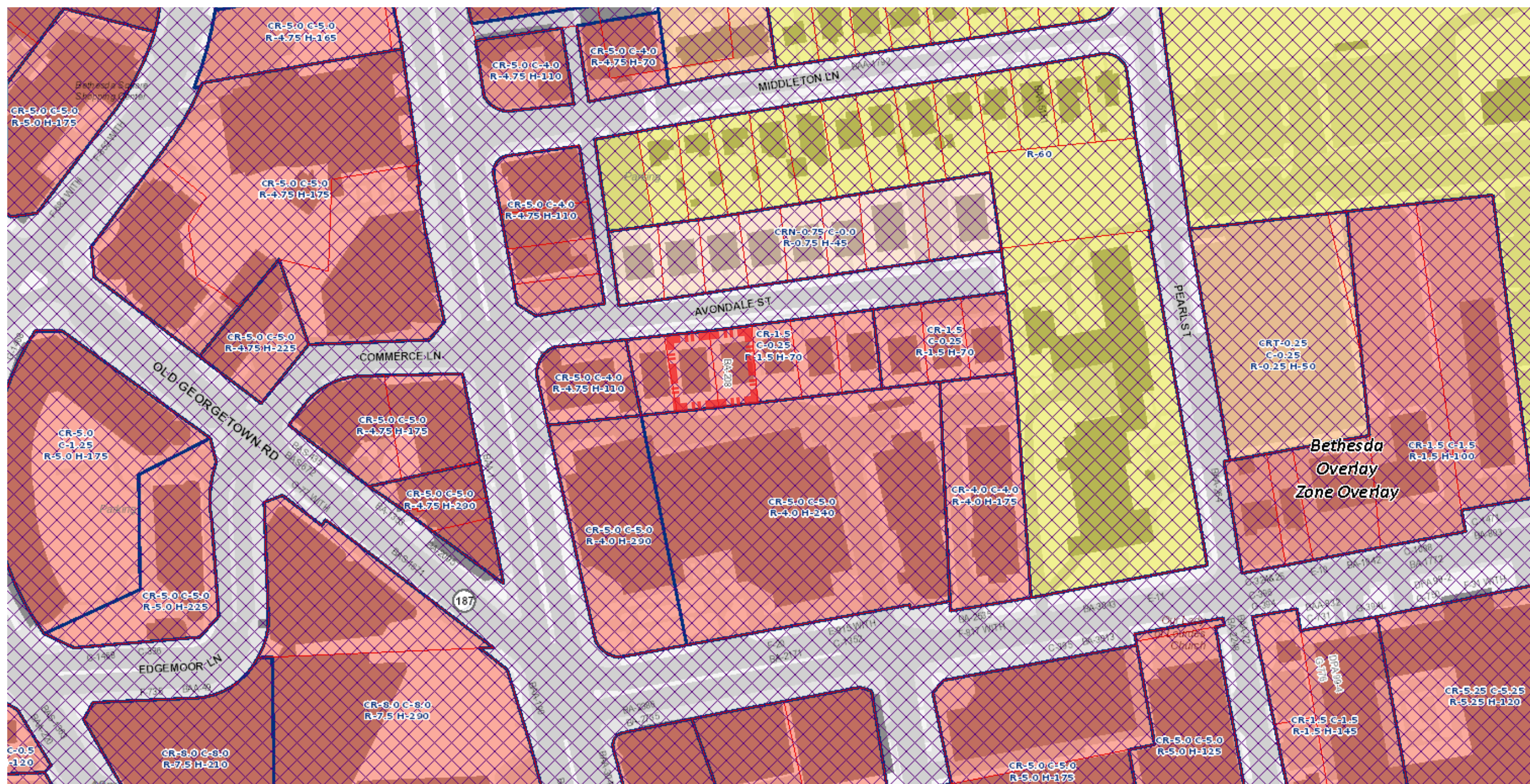


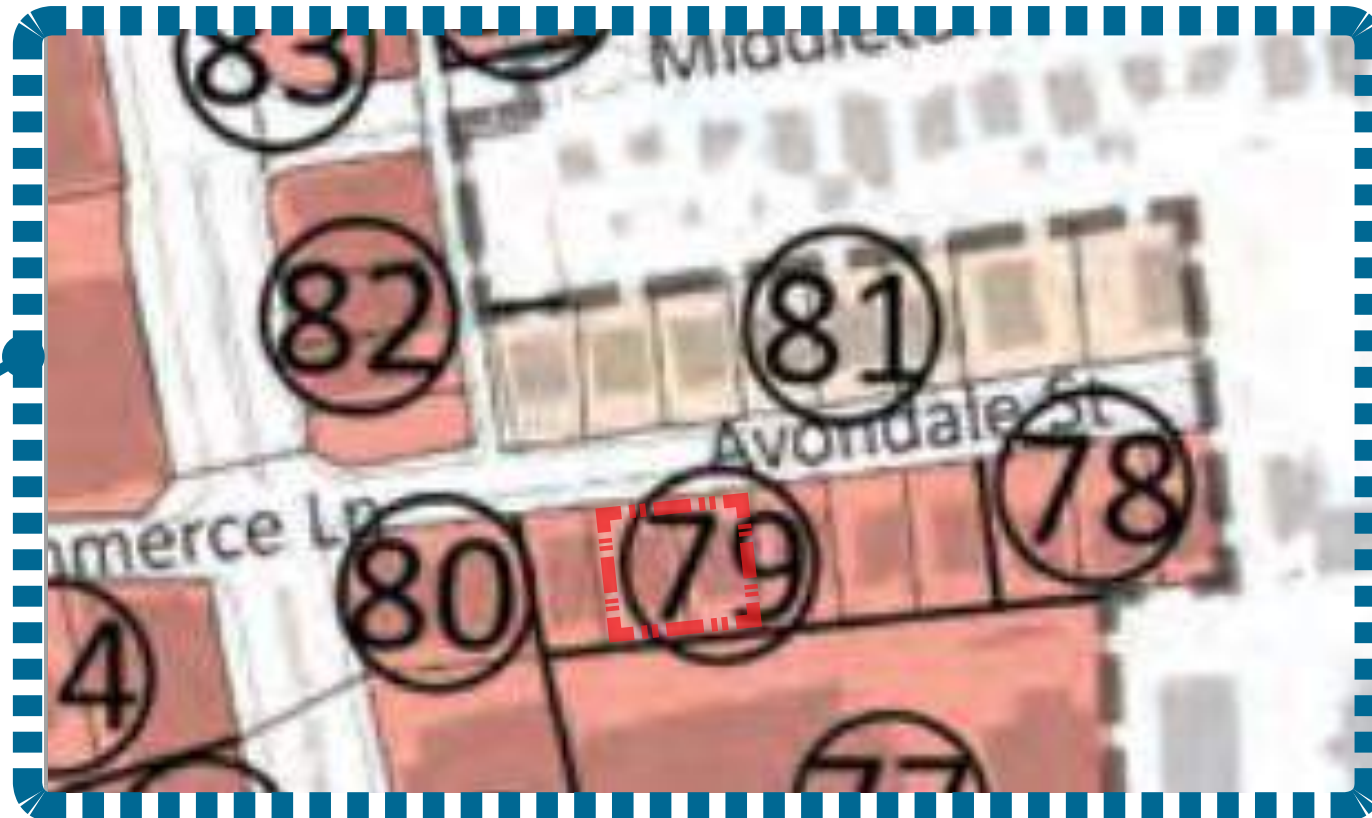








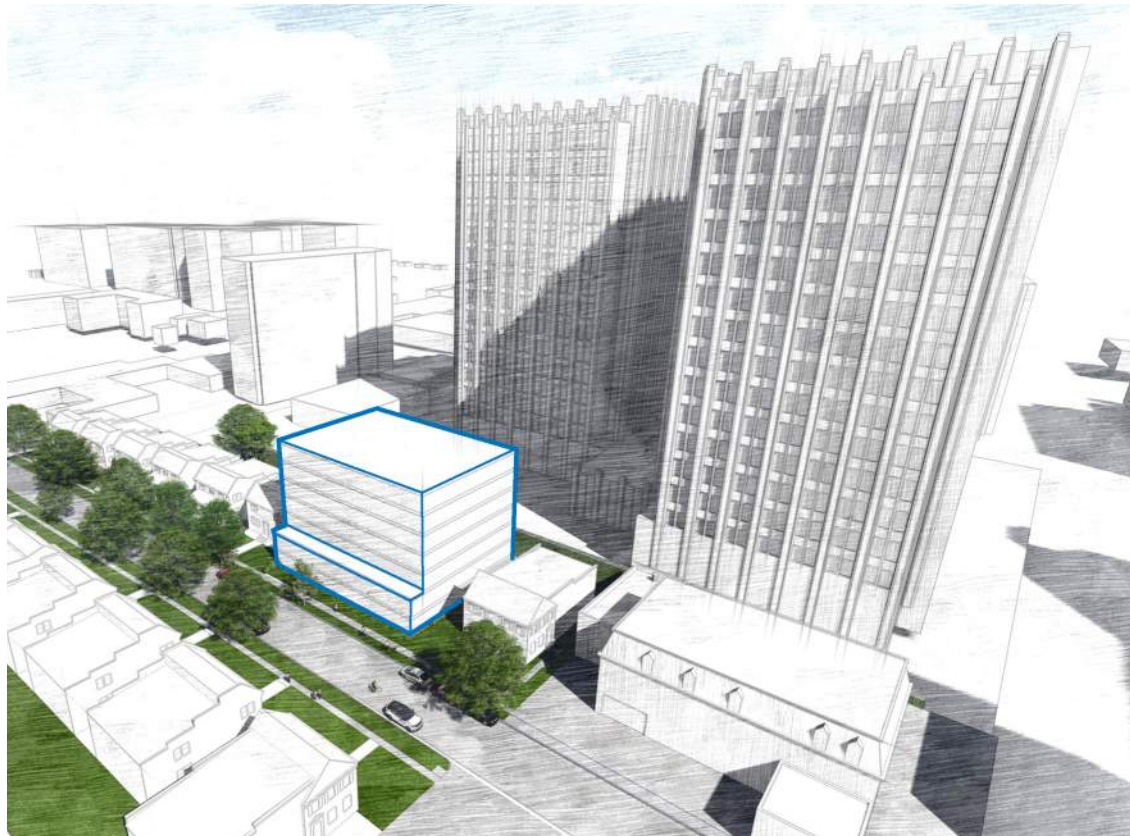




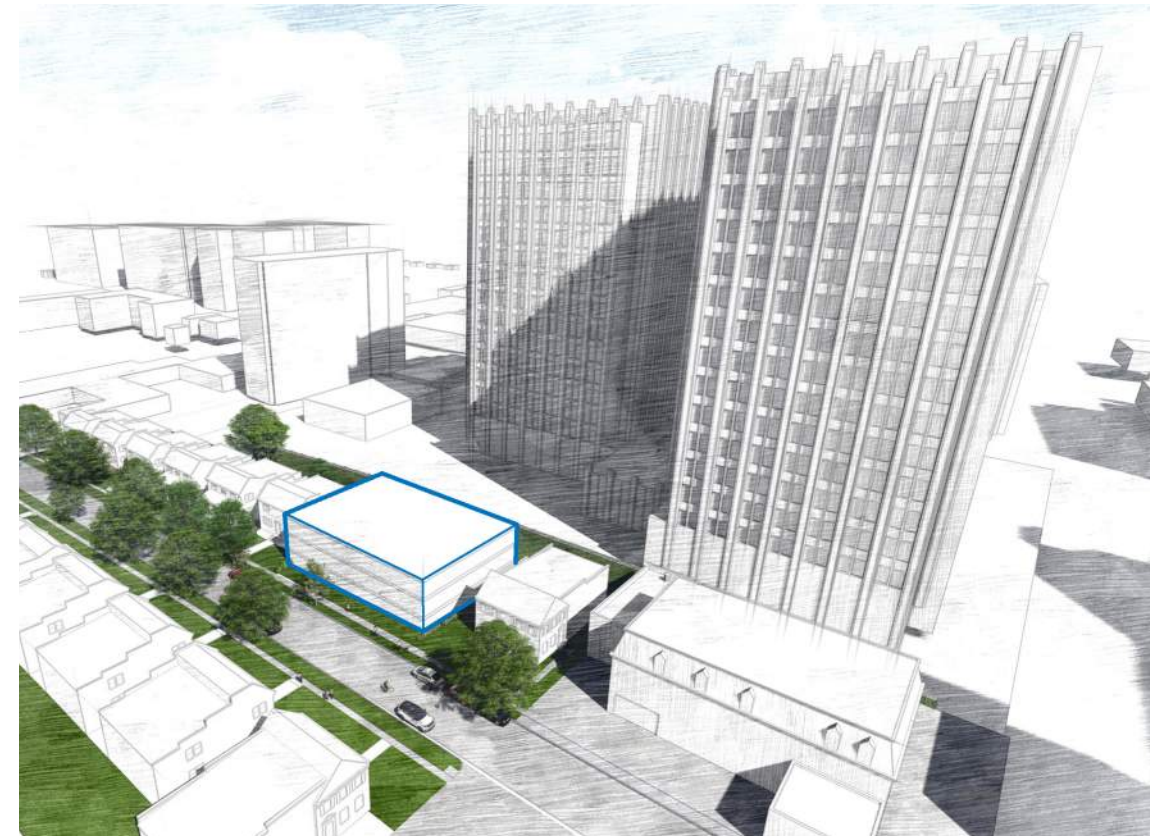
- Rezone Map #78 and #79 from its current R-10 zone to a CR 1.5, C-0.25, R-1.5, H-70 to provide flexible development opportunities near the core of Downtown Bethesda and still maintain compatibility with its surrounding neighborhood.
- Rezone Map #80, #82, #83 and #86 from its current zone to increase 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 = 47,707 SF)		
PUBLIC BENEFIT (SEE CALCULATIONS)	POINTS POSSIBLE	POINTS ACHIEVED
MAJOR PUBLIC FACILITIES (CR ZONE)	40	14
CONNECTIVITY & MOBILITY MINIMUM PARKING	20	10
QUALITY BUILDING & SITE DESIGN ARCHITECTURAL ELEVATIONS EXCEPTIONAL DESIGN STRUCTURED PARKING	30 30 20	15 15 20
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	100

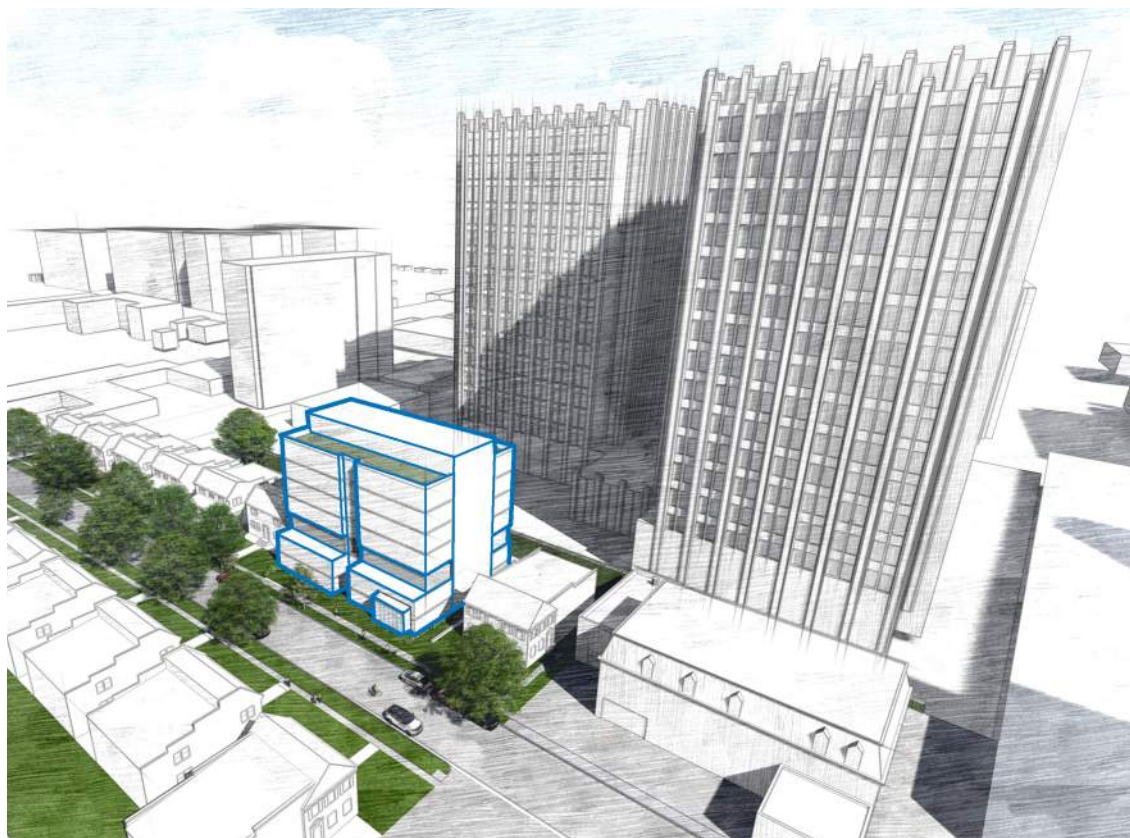
CR-1.5 C-0.25 R-1.5 H-70 ZONE DEVELOPMENT STANDARDS OPTIONAL METHOD OF DEVELOPMENT - BETHESDA OVERLAY ZONE ZONING ORDINANCE SECTIONS 59-4.5.4 & 59-4.9.2 & BETHESDA DOWNTOWN PLAN		
TRACT AREA = 14,586 SF PRIOR DEDICATION = 2800 SF (AVONDALE STREET, PLAT NO. 635) PROPOSED DEDICATION = 560 SF SITE AREA = 11,226 SF		
DEVELOPMENT STANDARD	PERMITTED/REQUIRED	PROPOSED
PUBLIC BENEFIT POINTS	100 POINTS / 4 CATEGORIES	100 POINTS / 4 CATEGORIES
MINIMUM PUBLIC OPEN SPACE	0%	0%
MINIMUM GREEN COVER	35% (3,929 SF)	41% (4,603 SF)
MAXIMUM TOTAL DENSITY (FAR)	1.50 (21,879 SF)	3.77 (55,000 SF)
BOZ DENSITY	N/A	33,121 SF ³
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)
MINIMUM MPDUS	15.0%	15.0%
MAXIMUM BUILDING HEIGHT	70 FT.	70 FT ^{2,5}
MINIMUM FRONT SETBACK (AVONDALE STREET)	0 FT	11 FT ⁵
MINIMUM SIDE SETBACK (EAST)	0 FT	0 FT ⁵
MINIMUM SIDE SETBACK (WEST)	0 FT	10 FT ⁵
MINIMUM REAR SETBACK	0 FT	11 FT ⁵
MINIMUM VEHICLE PARKING SPACES REQUIRED ¹	24 SPACES ⁴	20 SPACES ⁵
MAXIMUM VEHICLE PARKING SPACES ALLOWED ¹	75 SPACES ⁴	22 SPACES ⁵
MINIMUM BICYCLE PARKING SPACES REQUIRED	30 SPACES ⁴	30 SPACES ⁵
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 BUILDING HEIGHT, SETBACKS AND NUMBER OF PARKING SPACES PROVIDED TO BE DETERMINED AT SITE PLAN. A PARKING WAIVER WILL BE REQUESTED AT SITE PLAN AS NECESSARY.		



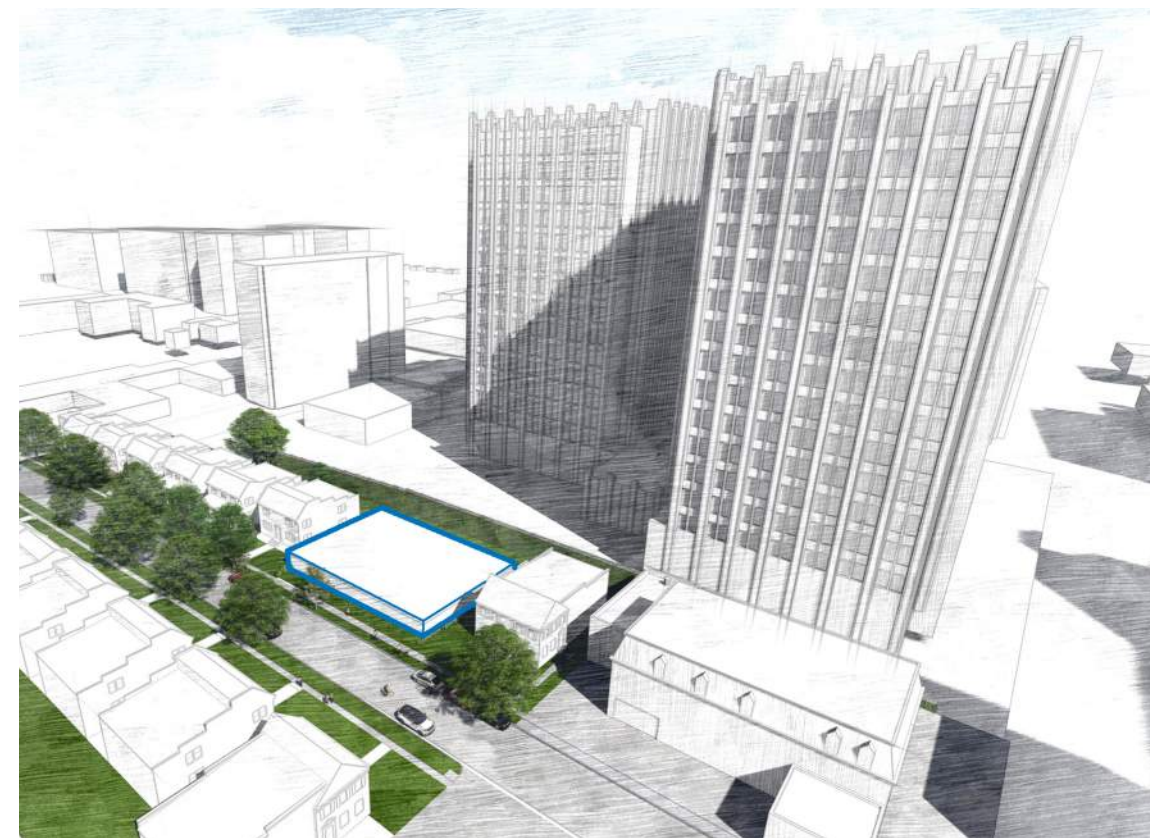
OPTIONAL METHOD + BOZ DENSITY - 3.77 FAR



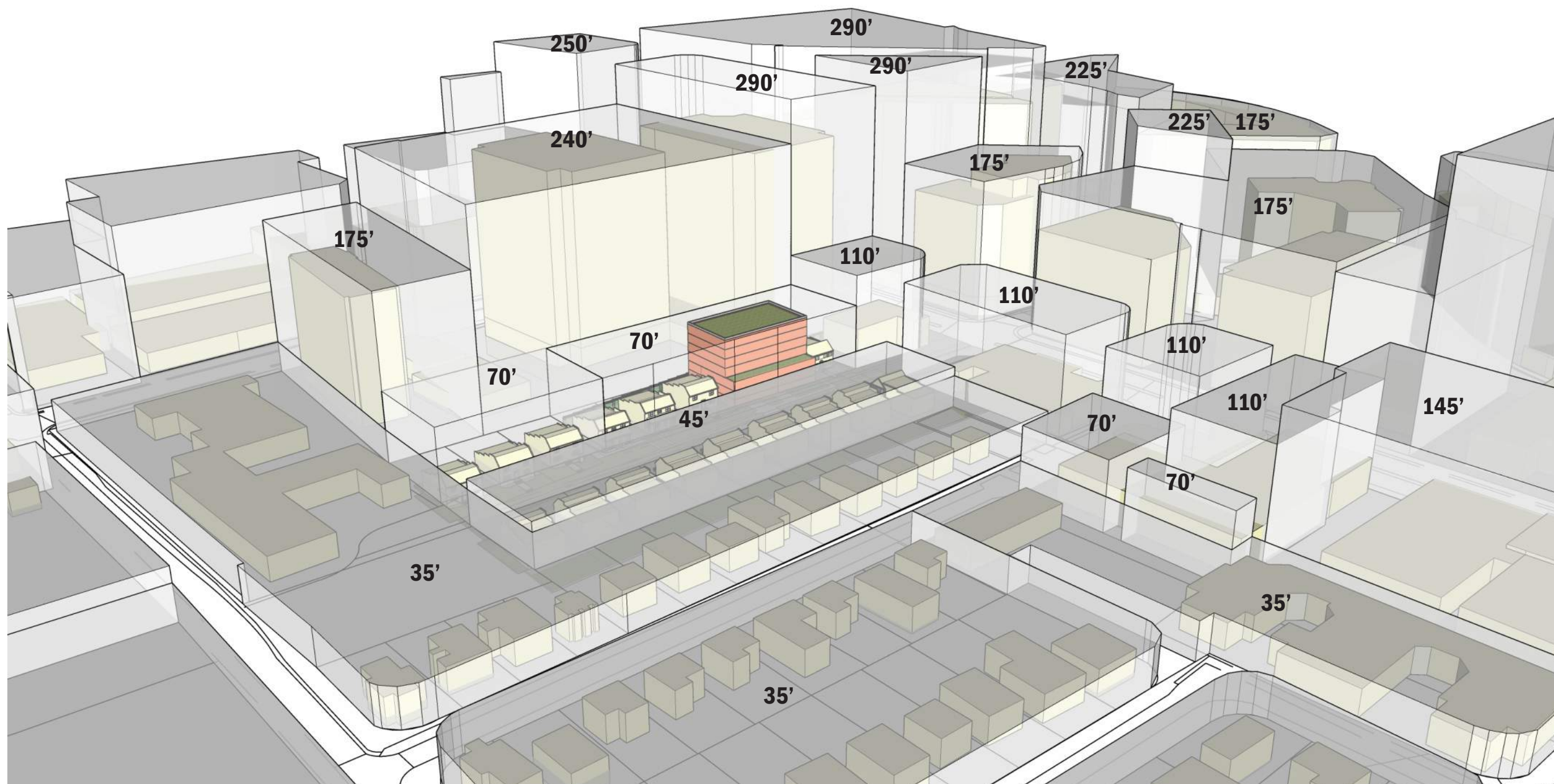
MAPPED DENSITY - 1.5 FAR



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**

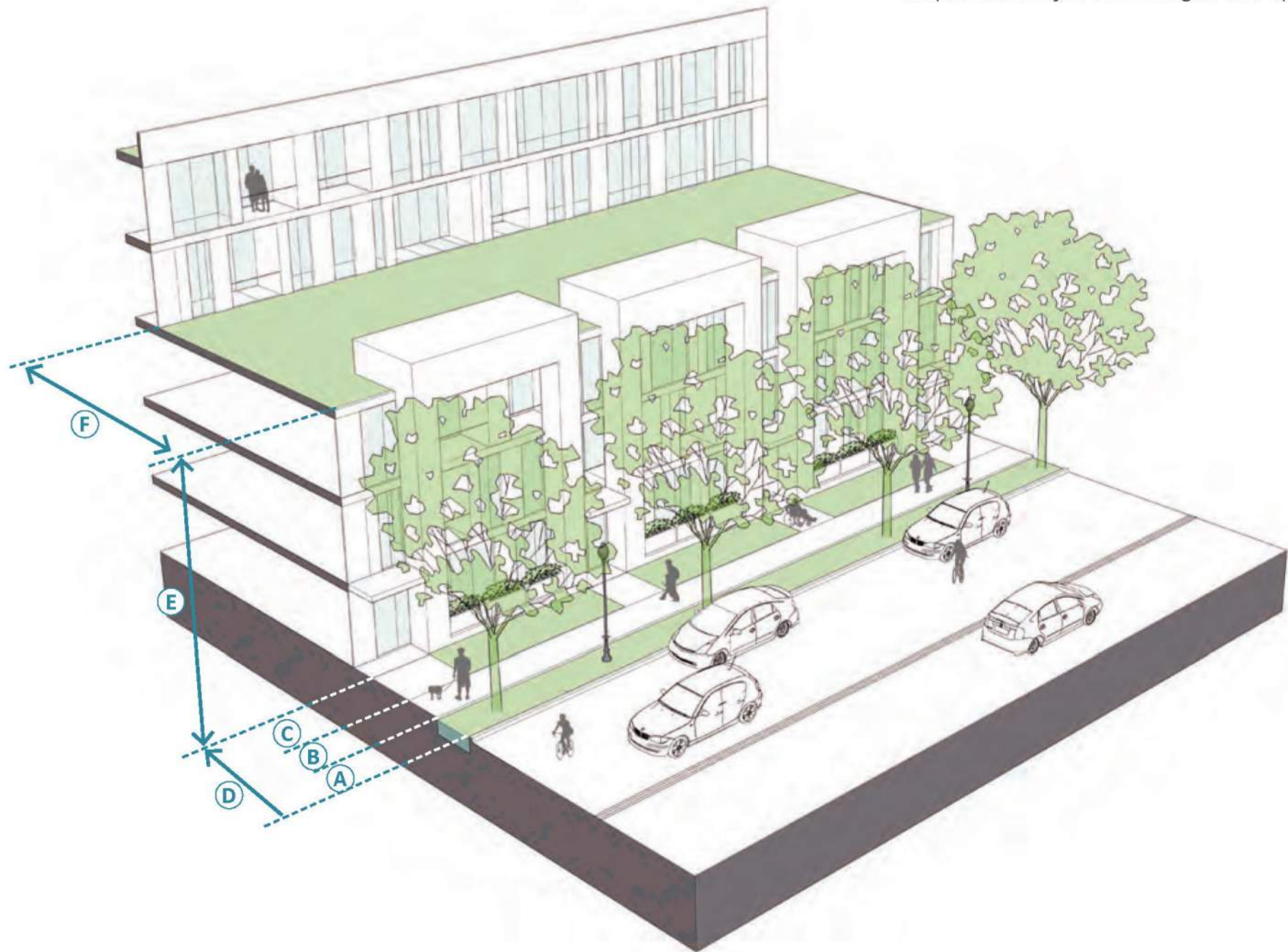
- A. Planting/Furnishing Zone: 6 - 8 ft.
- B. Pedestrian Through Zone: 6 - 10 ft.
- C. Frontage Zone: 5 - 8 ft. min.

Building Placement

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

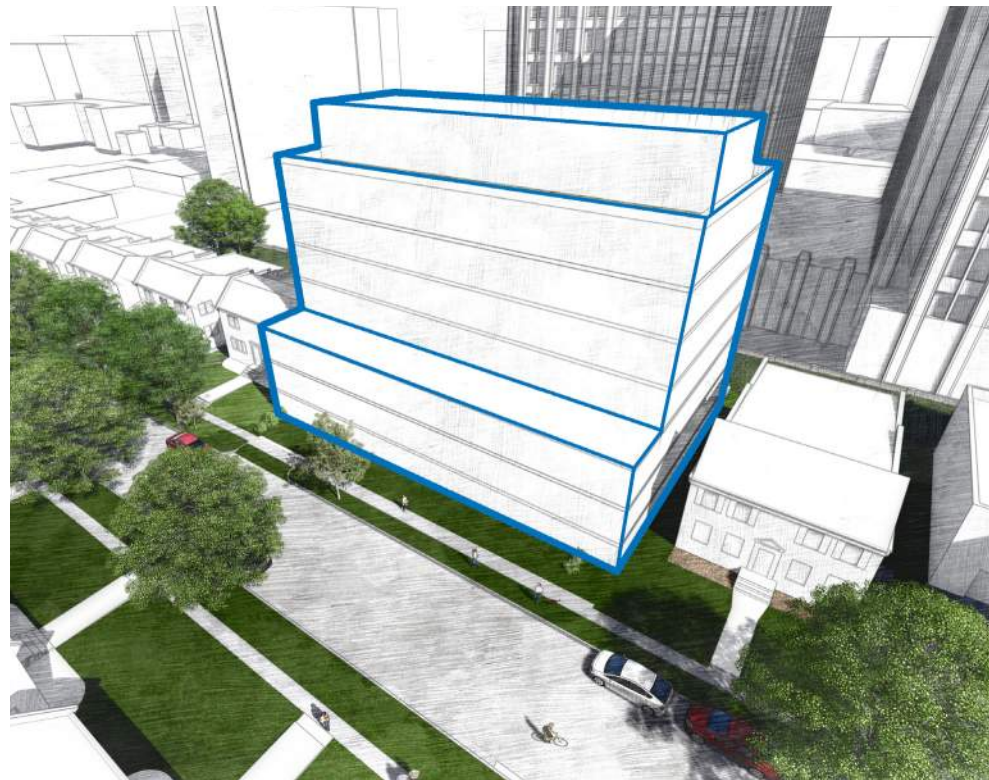
Building Form

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

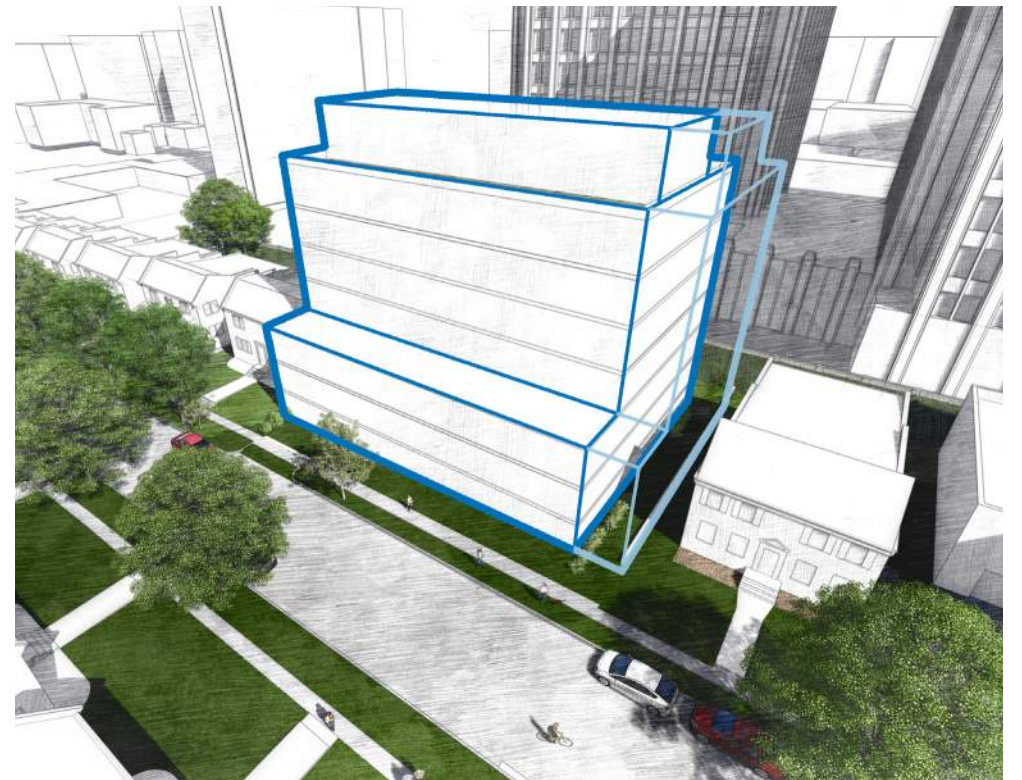




EXISTING CONDITIONS



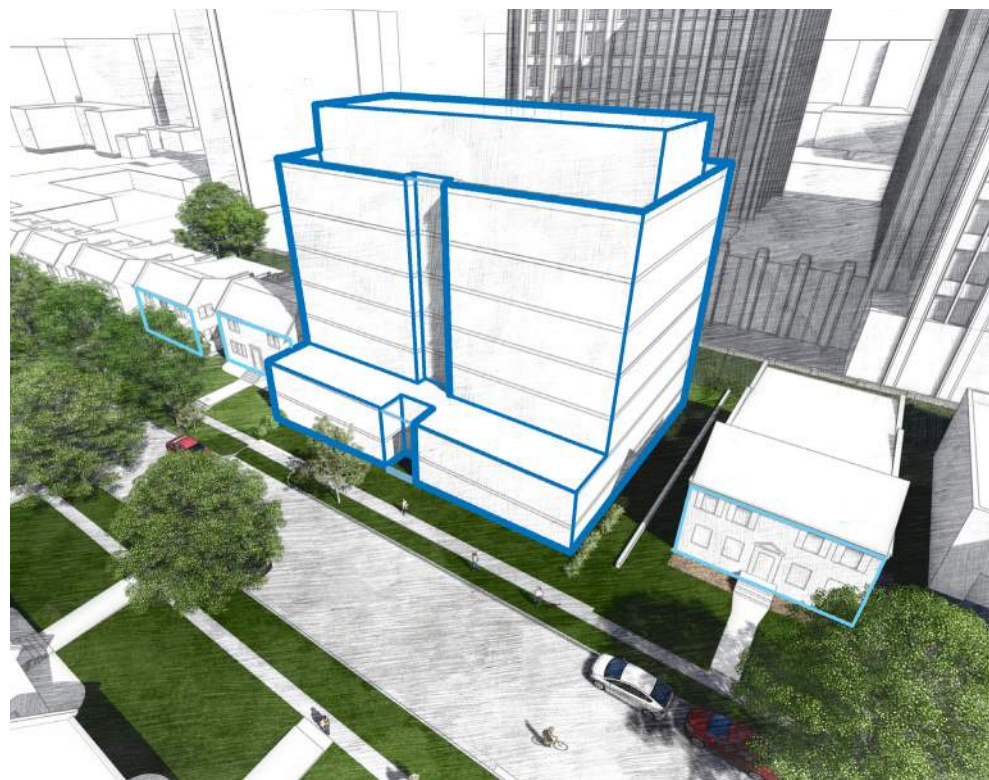
DESIGN GUIDELINES BUILDING FORM



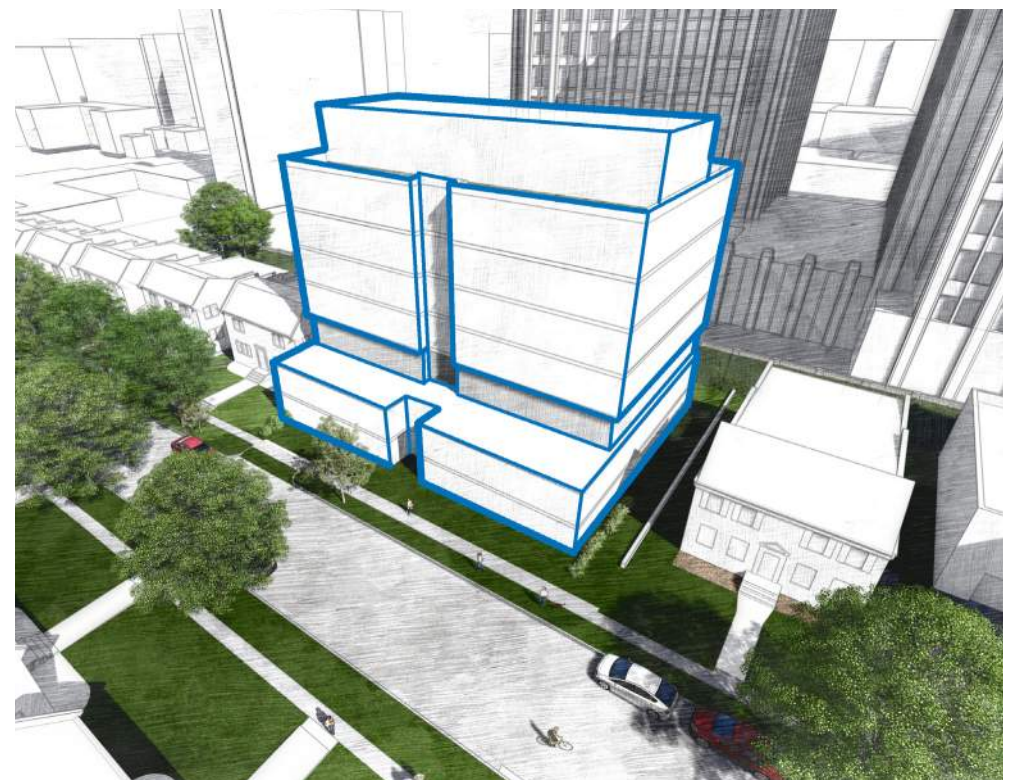
WEST PROPERTY LINE SETBACK



TWO-STORY BASE



SPLIT VOLUME



ACCENTUATED BASE



MASSING STUDY 1



MASSING STUDY 1.1



MASSING STUDY 2



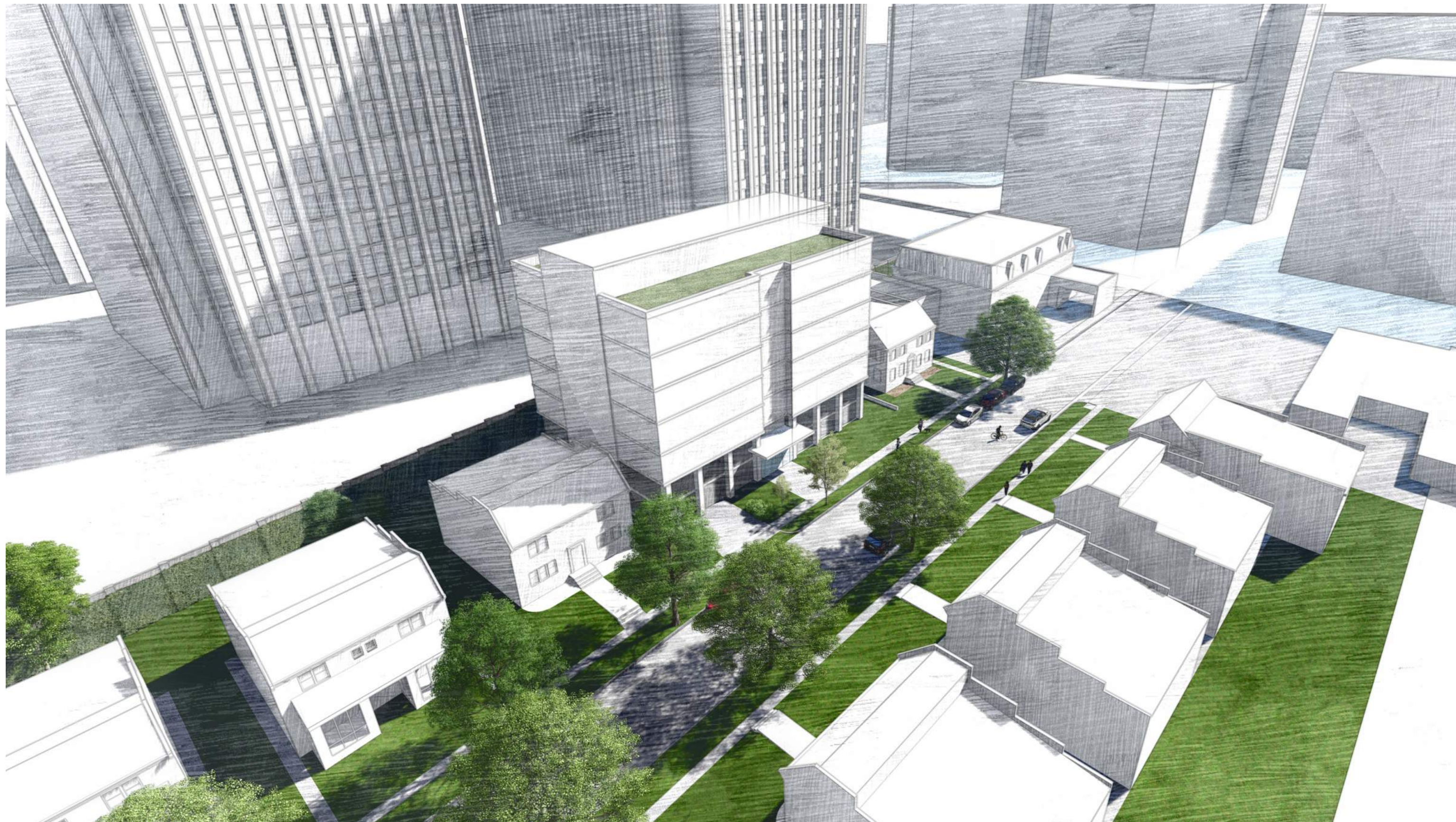
MASSING STUDY 3 - PROPOSED MASSING

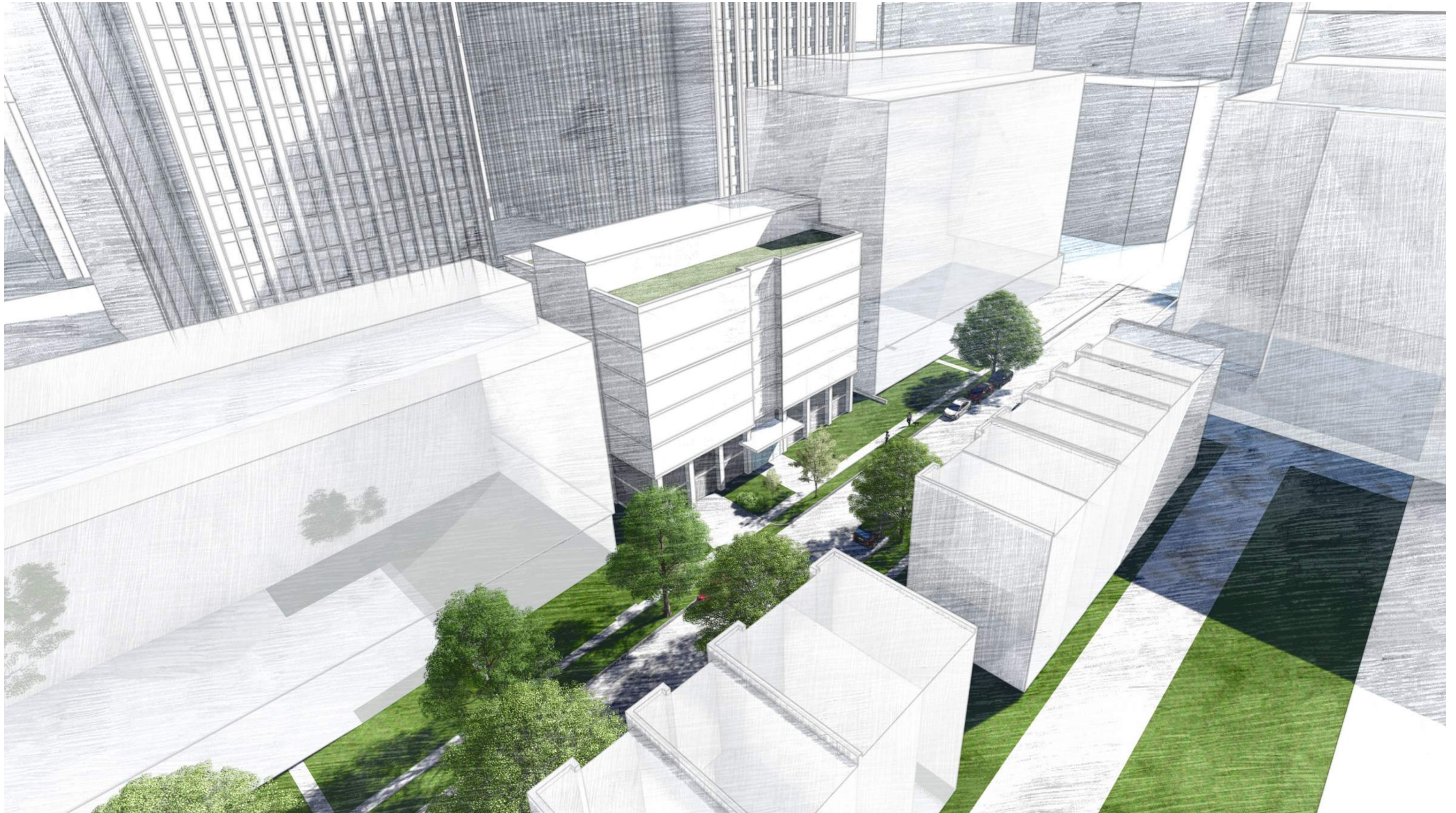
















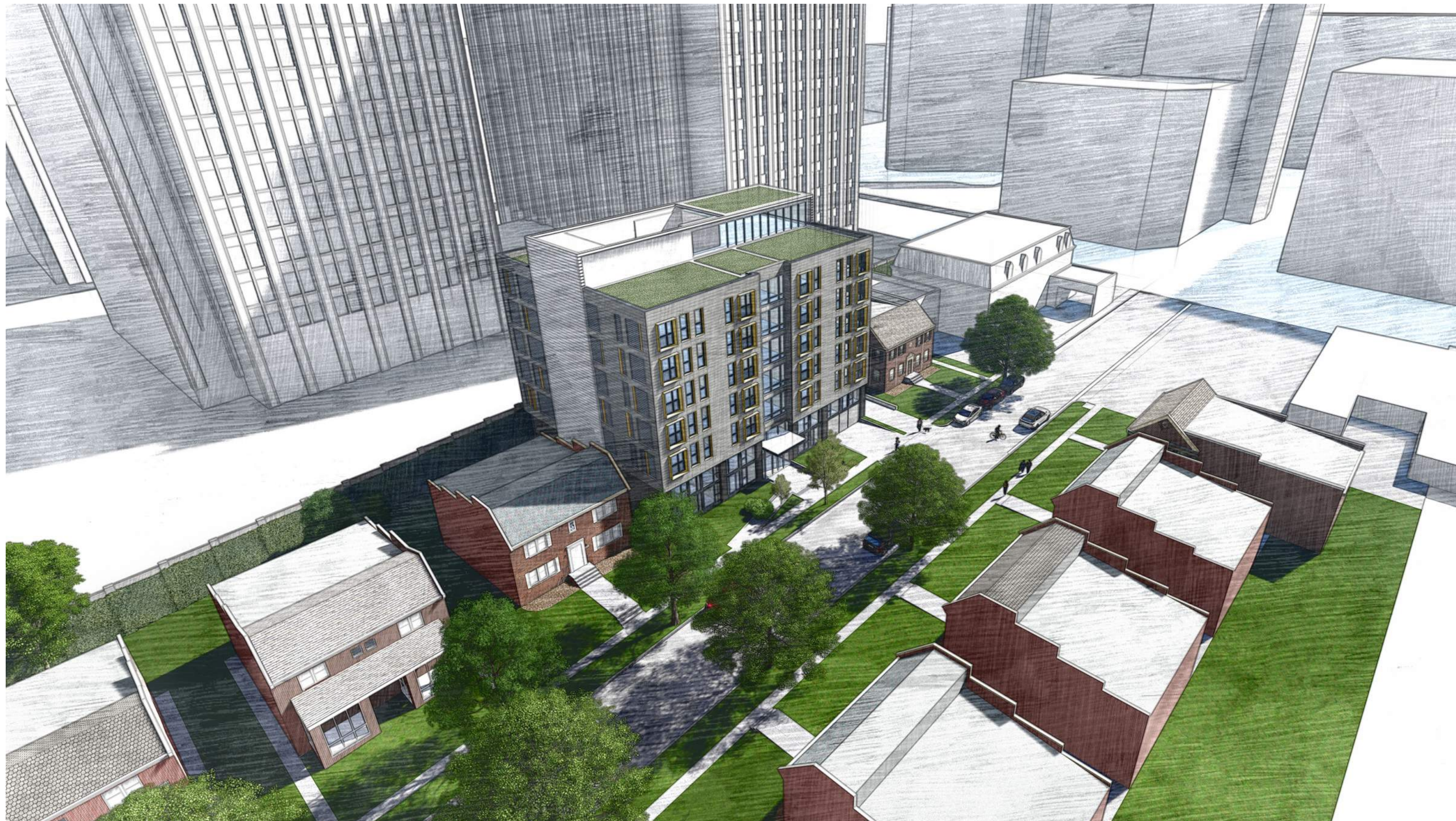
















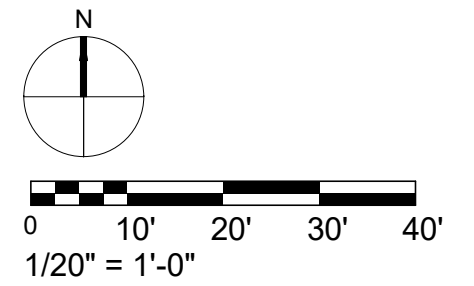
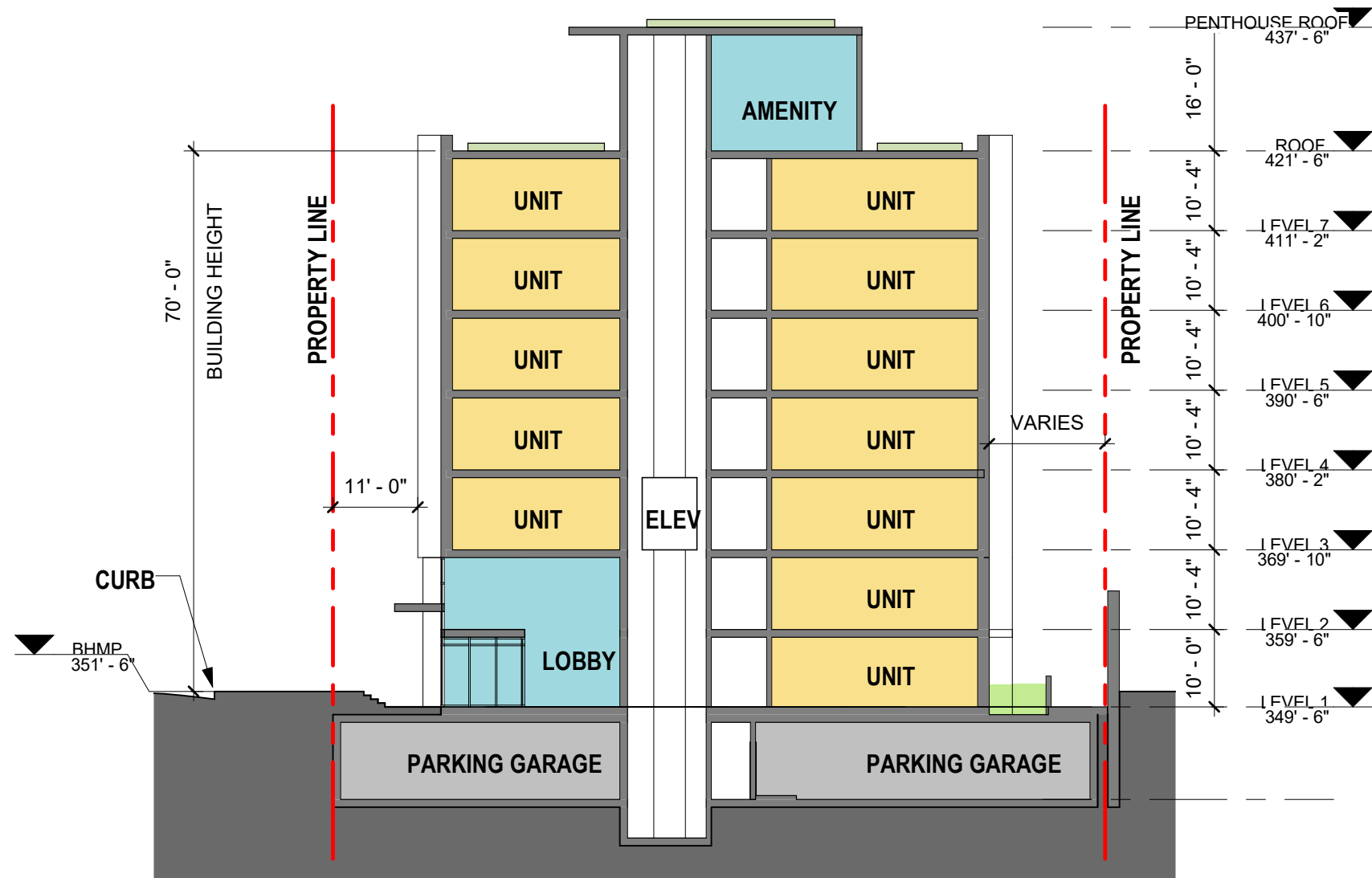


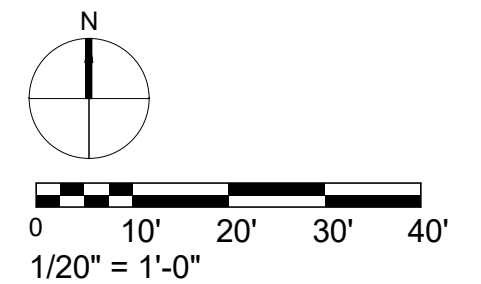
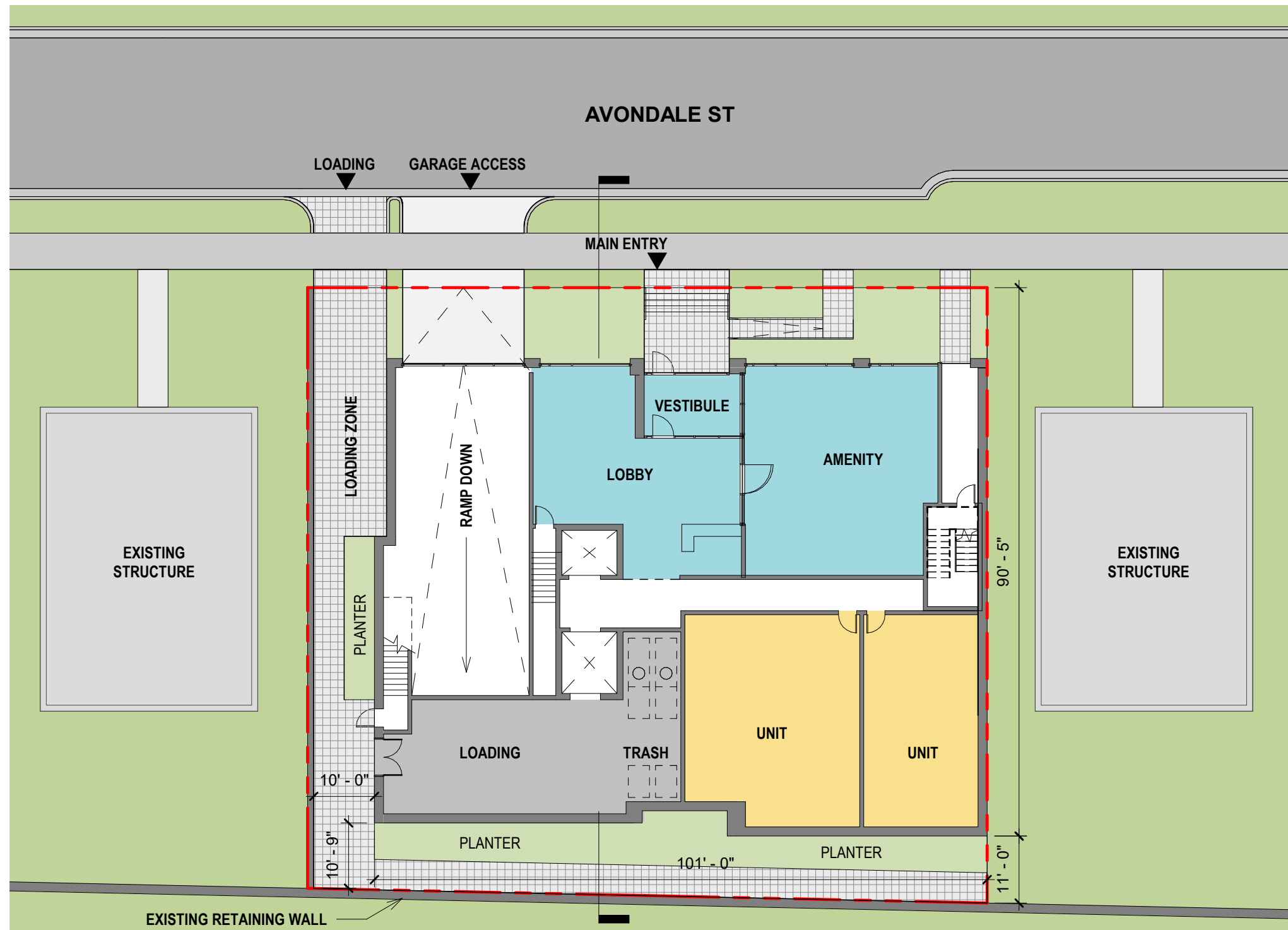


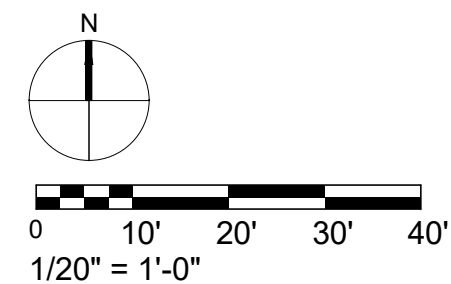
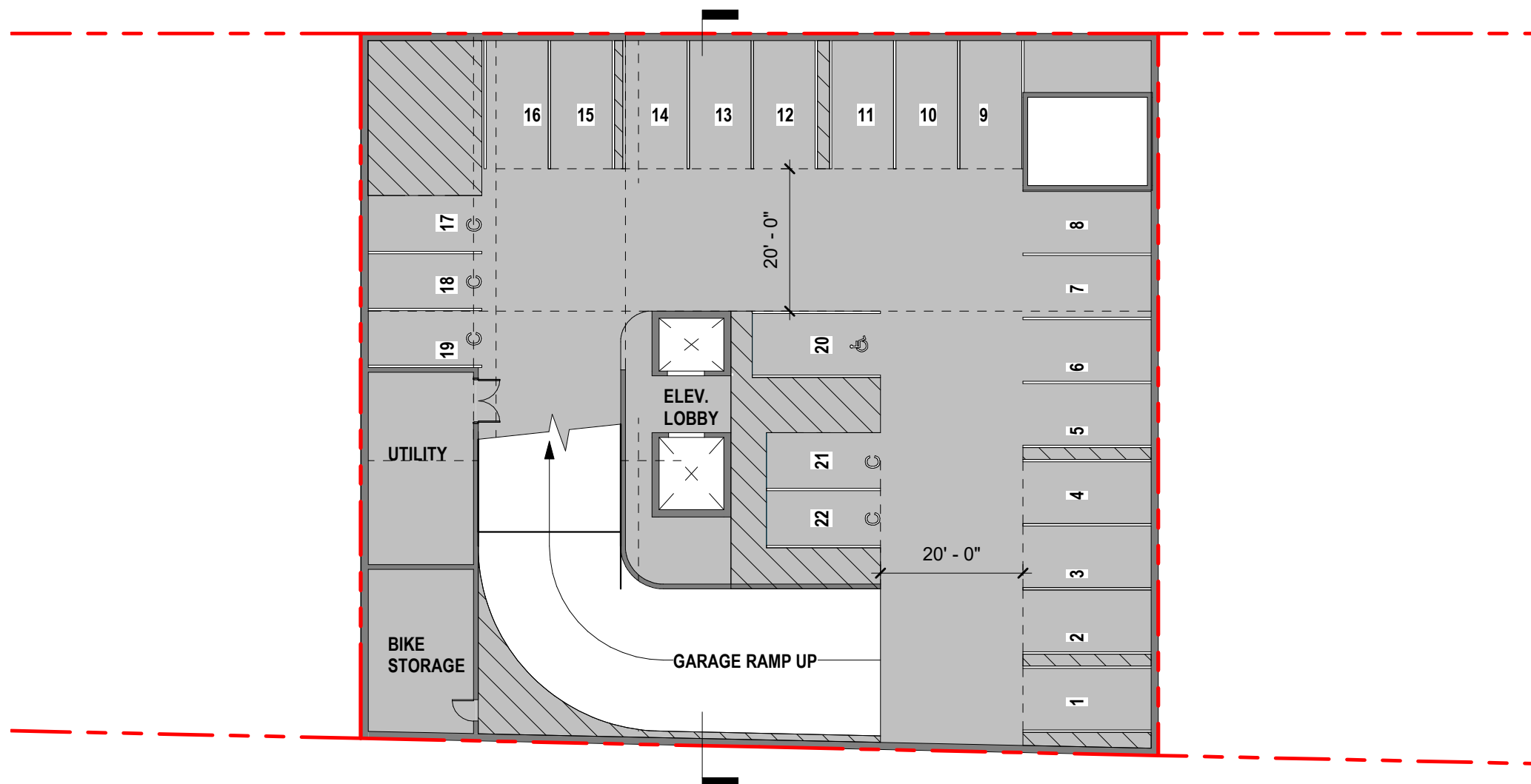
AVONDALE STREET



AVONDALE STREET

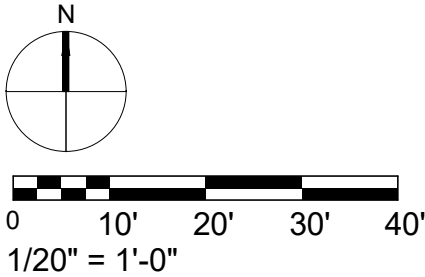






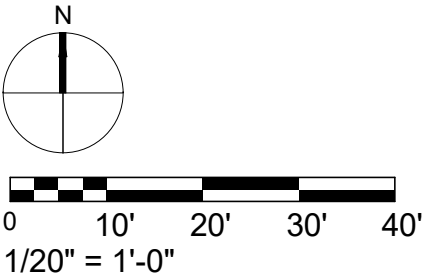
AVONDALE ST

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

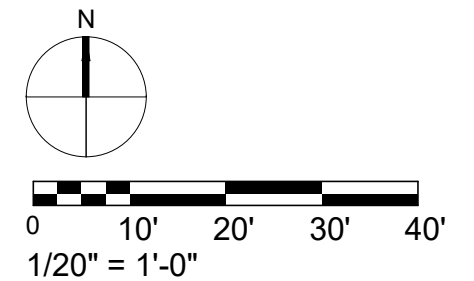
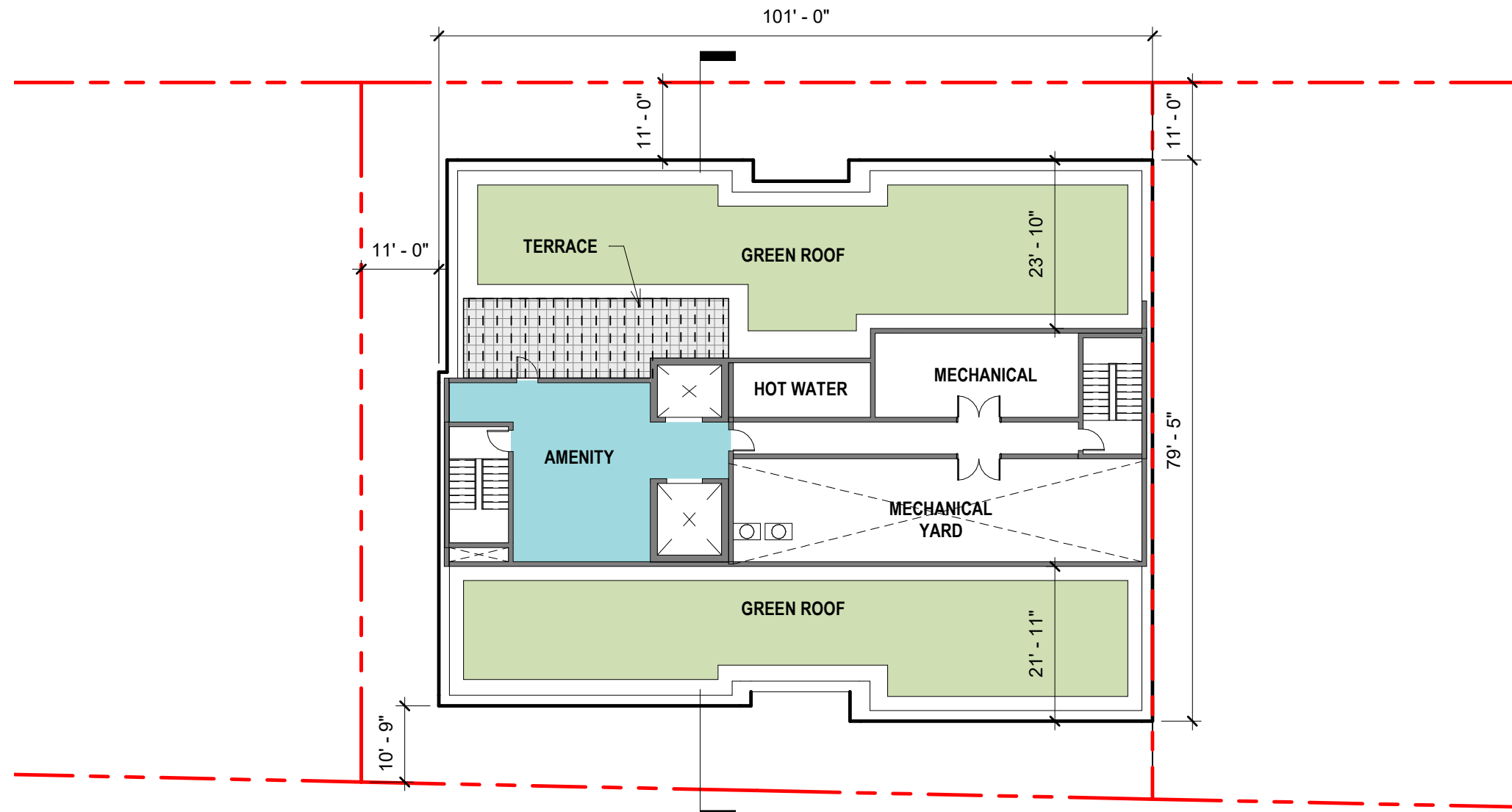


AVONDALE ST

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