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

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact</td>
<td>Kevin Park, SJI</td>
<td>(703) 901-5370</td>
</tr>
<tr>
<td>Architect</td>
<td>Perkins Eastman Architects, Brett R. Swiatocha, AIA, (202) 384-1898, <a href="mailto:b.swiatocha@perkinseastman.com">b.swiatocha@perkinseastman.com</a></td>
<td></td>
</tr>
<tr>
<td>Landscape Architect</td>
<td>MHG, David Post, ASLA, PLA, ISA, (301) 670-0840, <a href="mailto:dpost@mhgpa.com">dpost@mhgpa.com</a></td>
<td></td>
</tr>
</tbody>
</table>

PROJECT DESCRIPTION

<table>
<thead>
<tr>
<th>Zone</th>
<th>Proposed Height</th>
<th>Proposed Density (SF/FAR)</th>
<th>Requested BOZ Density (SF/FAR)</th>
<th>MPDU %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Data</td>
<td>CR-1.5, C-0.25, R-1.5, H-70</td>
<td>70’</td>
<td>3.77</td>
<td>33,121 SF</td>
</tr>
<tr>
<td>Proposed Land Uses</td>
<td>Multi-unit Residential</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Sidewalk Zone</th>
<th>Recommended</th>
<th>Provided</th>
<th>Alternative Compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planting/Furnishing Zone</td>
<td>6-8 ft.</td>
<td>6 ft.</td>
<td>No</td>
</tr>
<tr>
<td>Pedestrian Though Zone</td>
<td>6-10 ft.</td>
<td>6 ft.</td>
<td>No</td>
</tr>
<tr>
<td>Frontage Zone</td>
<td>5-8 ft.</td>
<td>15 ft.</td>
<td>No</td>
</tr>
</tbody>
</table>

**Building Placement**

<table>
<thead>
<tr>
<th>Build-to Line (from street curb)</th>
<th>Recommended</th>
<th>Provided</th>
<th>Alternative Compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-25 ft</td>
<td>26 ft.</td>
<td></td>
<td>Per previous DAP review of Sketch Plan</td>
</tr>
</tbody>
</table>

**Building Form**

<table>
<thead>
<tr>
<th>Base Height</th>
<th>Recommended</th>
<th>Provided</th>
<th>Alternative Compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 stories (25-35 ft)</td>
<td>2 stories (&lt; 25 ft)</td>
<td></td>
<td>Per previous DAP review of Sketch Plan</td>
</tr>
</tbody>
</table>

**Step-Back**

<table>
<thead>
<tr>
<th>Building Form</th>
<th>Recommended</th>
<th>Provided</th>
<th>Alternative Compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step-Back</td>
<td>15-20 ft</td>
<td>None</td>
<td>Per previous DAP review of Sketch Plan</td>
</tr>
</tbody>
</table>

DOES THE PROJECT INCLUDE A THROUGH-BLOCK CONNECTION OR TRAIL?  
- 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?  
- If yes, please provide diagrams demonstrating conformance with Section 2.2 of the Guidelines

**BUILDING FORM**

<table>
<thead>
<tr>
<th>Tower</th>
<th>Recommended</th>
<th>Provided</th>
<th>Alternative Compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Separation Distance</td>
<td>45-60’</td>
<td>Not applicable</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Step-Back</th>
<th>Recommended</th>
<th>Provided</th>
<th>Alternative Compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Street Type</td>
<td>Not Applicable</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bulk Reduction Methods</th>
<th>Recommended</th>
<th>Provided</th>
<th>Alternative Compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step-back, modulated and articulated facade, changes in plane, varied frame and mullions</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

- Rezone Map #80, #82, #83 and #85 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.
MINIMIZE CONFLICTS BETWEEN VEHICLES, PEDESTRIANS, AND CYCLISTS AND REDUCE THE VISUAL IMPACTS

PER CR INCENTIVE GUIDELINES, 10 POINTS IS APPROPRIATE FOR DEVELOPMENT THAT MEETS ALL OF THE POINTS PROPOSED = 15 POINTS

PER CR INCENTIVE DENSITY GUIDELINES, 10 POINTS IS APPROPRIATE FOR DEVELOPMENT THAT PROVIDES ADDITIONAL POINTS FOR BEING LOCATED IN MASTER PLAN WHERE ARCHITECTURAL ELEVATIONS ARE ARCHITECTURAL ELEVATIONS:

BUILDING, BEYOND GREEN BUILDING OR SITE REQUIREMENTS.

TOTAL SPACES (T) = 20 SPACES

*CREATING A SENSE OF PLACE AND SERVES AS A LANDMARK.

*PROVIDING INNOVATIVE SOLUTIONS IN RESPONSE TO THE IMMEDIATE CONTEXT.

AREN MORE PLEASURABLE AND DESIRABLE ON A PROBLEMATIC SITE.

APPLIED IN A UNIQUE WAY.

PROTECTION & ENHANCEMENT OF THE NATURAL ENVIRONMENT

INCENTIVE GUIDELINES, INCENTIVE DENSITY OF 15 POINTS IS APPROPRIATE FOR NEW BUILDINGS THAT

FORMULA = 0.08 BLT * 9 POINTS PER BLT = 0.72 POINTS

FORMULA = (A/R) X 100 = 9 POINTS

PROVIDING DEDICATED RECYCLING CONTAINERS WITHIN THE ADJOINING PUBLIC STREETSCAPE, AS WELL AS A PAPER SHREDDER AND A COOKING OIL CONTAINER IN THE TRASH/RECYCLING ROOM.

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 20 10

MINIMUM PARKING

QUALITY BUILDING & SITE DESIGN 30 15

ARCHITECTURAL ELEVATIONS

EXCEPTIONAL DESIGN 30 15

STRUCTURED PARKING 20 20

PROTECTION & ENHANCEMENT OF THE NATURAL ENVIRONMENT 30 1

BUILDING LOT TERMINATIONS (BLT)

ENERGY CONSERVATION & GENERATION 25 15

RECYCLING FACILITY PLAN 10 10

TOTAL POINTS (4 CATEGORIES) 205 100

PUBLIC BENEFIT POINTS

100 POINTS / 4 CATEGORIES

PUBLIC BENEFIT POINTS

100 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 (56,000 SF)

BOZ DENSITY 33,121 SF 33,121 SF

MAXIMUM COMMERCIAL DENSITY (FAR) 0.25 (3,646 SF) 0.00 (0 SF)

MAXIMUM RESIDENTIAL DENSITY (FAR) 1.5 (21,879 SF) 3.77 (56,000 SF)

MINIMUM MPDUS 15.0% 15.0%

MAXIMUM BUILDING HEIGHT 70 FT 70 FT

MINIMUM FRONT SETBACK (AVONDALE STREET) 0 FT 11 FT

MINIMUM SIDE SETBACK (EAST) 0 FT 0 FT

MINIMUM SIDE SETBACK (WEST) 0 FT 10 FT

MINIMUM REAR SETBACK 0 FT 11 FT

MINIMUM VEHICLE PARKING SPACES REQUIRED 1 24 SPACES 20 SPACES

MAXIMUM VEHICLE PARKING SPACES ALLOWED 1 75 SPACES 22 SPACES

MINIMUM BICYCLE PARKING SPACES REQUIRED 30 SPACES 30 SPACES

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 PARKING IMPACT PAYMENT CONTRIBUTION AT THE APPROPRIATE 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.

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 = 14,566 SF

PRIOR DEDICATION = 2630 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

PUBLIC BENEFIT POINTS

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DENSITY COMPARISONS

STANDARD METHOD - 0.5 FAR

MAPPED DENSITY - 1.5 FAR

OPTIONAL METHOD + BOZ DENSITY - 3.77 FAR

OPTIONAL METHOD + BOZ DENSITY WITH ARTICULATED MASSING - 3.77 FAR

STANDARD METHOD - 0.5 FAR
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

<table>
<thead>
<tr>
<th>Sidewalk Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Planting/Furnishing Zone: 6 - 8 ft</td>
</tr>
<tr>
<td>B. Pedestrian Through Zone: 6 - 10 ft</td>
</tr>
<tr>
<td>C. Frontage Zone: 5 - 8 ft. min.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>D. Build-to Line: 20 - 25 ft. from street curb</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. Base Height*: 2 - 3 stories (25 - 35 ft.)</td>
</tr>
<tr>
<td>F. Step-back*: 15 - 20 ft.</td>
</tr>
</tbody>
</table>
ARCHITECTURAL PRECEDENTS

Facade Expression

Street Scale
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:
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AVONDALE ST
RAMP DOWN
AMENITY LOBBY
UNIT UNITUNIT
EXISTING STRUCTURE
EXISTING STRUCTURE
MAIL / PKGE
MAIN ENTRY
TRASH
GARAGE ACCESS
10' - 0" 11' - 0"
20' - 0"
EXISTING RETAINING WALL
N 0 20'
1/20" = 1'
13' - 5" 15' - 0" 12' - 6" 75' - 6"
101' - 0"

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.

January 13, 2021
4526-4530 Avondale Street
THE AVONDALE