Bethesda Downtown Design Advisory Panel (DAP)
Submission Form (Revised March 2020)

PROJECT INFORMATION

<table>
<thead>
<tr>
<th>Project Name</th>
<th>The Avondale</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Number(s)</td>
<td>320200050, 120200220</td>
</tr>
<tr>
<td>Project Address</td>
<td>4526-4530 Avondale Street</td>
</tr>
</tbody>
</table>

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>
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</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>

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

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

<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>
<tr>
<td>Step-Back</td>
<td>Per Street Type</td>
<td>Not Applicable</td>
<td></td>
</tr>
<tr>
<td>Bulk Reduction Methods</td>
<td>Step-back, modulated and articulated facade, changes in plane, varied frame and mullions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 27, 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
AVONDALE STREET
(90° RW - PLAT NO. 635)
- 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-4.5.
EXCEPTIONAL DESIGN:
PER CR INCENTIVE GUIDELINES, UP TO 20 POINTS IS APPROPRIATE FOR DEVELOPMENT THAT SEEKS TO
OF VEHICLE ACCESS AND PARKING ON THE PUBLIC REALM. ALL PARKING FOR PLANNED DEVELOPMENT

ARCHITECTURAL AND DESIGN NARRATIVE IN THE STATEMENT OF JUSTIFICATION FOR DETAILS

ARCHITECTURAL ELEVATIONS:

TOTAL SPACES (T) = 20 SPACES

*INTEGRATING LOW-IMPACT DEVELOPMENT METHODS INTO THE OVERALL DESIGN OF THE SITE AND
*PROVIDING INNOVATIVE SOLUTIONS IN RESPONSE TO THE IMMEDIATE CONTEXT.

PUBLIC BENEFIT POINTS CALCULATIONS

CONNECTIVITY AND MOBILITY

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

POINTS PROPOSED = 15 POINTS

BUILDING LOT TERMINATION (REQUIRED IN CR ZONE):
7.5% OF INCENTIVE DENSITY = 2,484 SF

PUBLIC BENEFIT (SEE CALCULATIONS)

CONNECTIVITY & MOBILITY

ENERGY CONSERVATION & GENERATION

BUILDING LOT TERMINATIONS (BLT)

ARCHITECTURAL ELEVATIONS

ARCHITECTURAL AND DESIGN NARRATIVE IN THE STATEMENT OF JUSTIFICATION FOR DETAILS

ARCHITECTURAL ELEVATIONS

30 15
30 15
20 20

MINIMUM BICYCLE PARKING SPACES REQUIRED

MINIMUM PARKING:

MINIMUM MPDUS

MAXIMUM TOTAL DENSITY (FAR) 1.50 (21,879 SF) 3.77 (55,000 SF)

MINIMUM GREEN COVER

MAXIMUM TOTAL DENSITY (FAR) 1.50 (21,879 SF) 3.77 (55,000 SF)

MINIMUM MPDUS 15.0% 15.0%

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

MINIMUM RESIDENTIAL DENSITY (FAR) 1.5 (21,879 SF) 3.77 (55,000 SF)

MINIMUM FRONT SETBACK (AVONDALE STREET) 0 FT 11 FT 3

MINIMUM SIDE SETBACK (EAST) 0 FT 0 FT 5

MINIMUM SIDE SETBACK (WEST) 0 FT 10 FT 3

MINIMUM REAR SETBACK 0 FT 11 FT 3

MINIMUM VEHICLE PARKING SPACES REQUIRED 4 24 SPACES 4 20 SPACES 3

MAXIMUM VEHICLE PARKING SPACES ALLOWED 7 75 SPACES 4 22 SPACES 3

MINIMUM BICYCLE PARKING SPACES REQUIRED 30 SPACES 3 30 SPACES 3

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.
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
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

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

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.
MASSING STUDY 1

MASSING STUDY 1.1

MASSING STUDY 2

MASSING STUDY 3 - PROPOSED MASSING
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.
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AVONDALE ST

NOTES:
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