

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	7070 Arlington Road
File Number(s)	
Project Address	4870 Bethesda Ave

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Mark Hendrickson/FRIT	703-776-9682	mhendrickson@federalrealty.com
Architect	Laurence Caudle/Hickok Cole		
Landscape Architect	TBD		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CRT-2.25 C-2.25 R-2.25 H-90	100'	313,070 sf / 2.42		17.6
Proposed Land Uses	residential, commercial				

90' height limit exceeded by providing 17.6% MPDU's

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 Main Street, Neighborhood Connector

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5-8', 6-8'	5', 8'	
Pedestrian Thorough Zone	8-12', 6-10'	8', 8'	
Frontage Zone	0-7', 5-8'	4', 4'	
Building Placement			
Build-to Line (from street curb)	15-20', 20-25'	17', 20'	
Building Form			
Base Height	2-4 st. (25-50'), 3-5 st. (35-60')	6 st (68'), 4 st (48')	
Step-Back	15-20', 15-20'	15', 15'+6'	

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 N/A			
Separation Distance	45-60'	N/A,	
Step-Back	Per Street Type	15', 15'+ 6'	
Bulk Reduction Methods	limit apparent face, modulate and articulate facade, material mix		

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

Project is within "Bethesda Row" no diagrams relevant to property

☒ 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

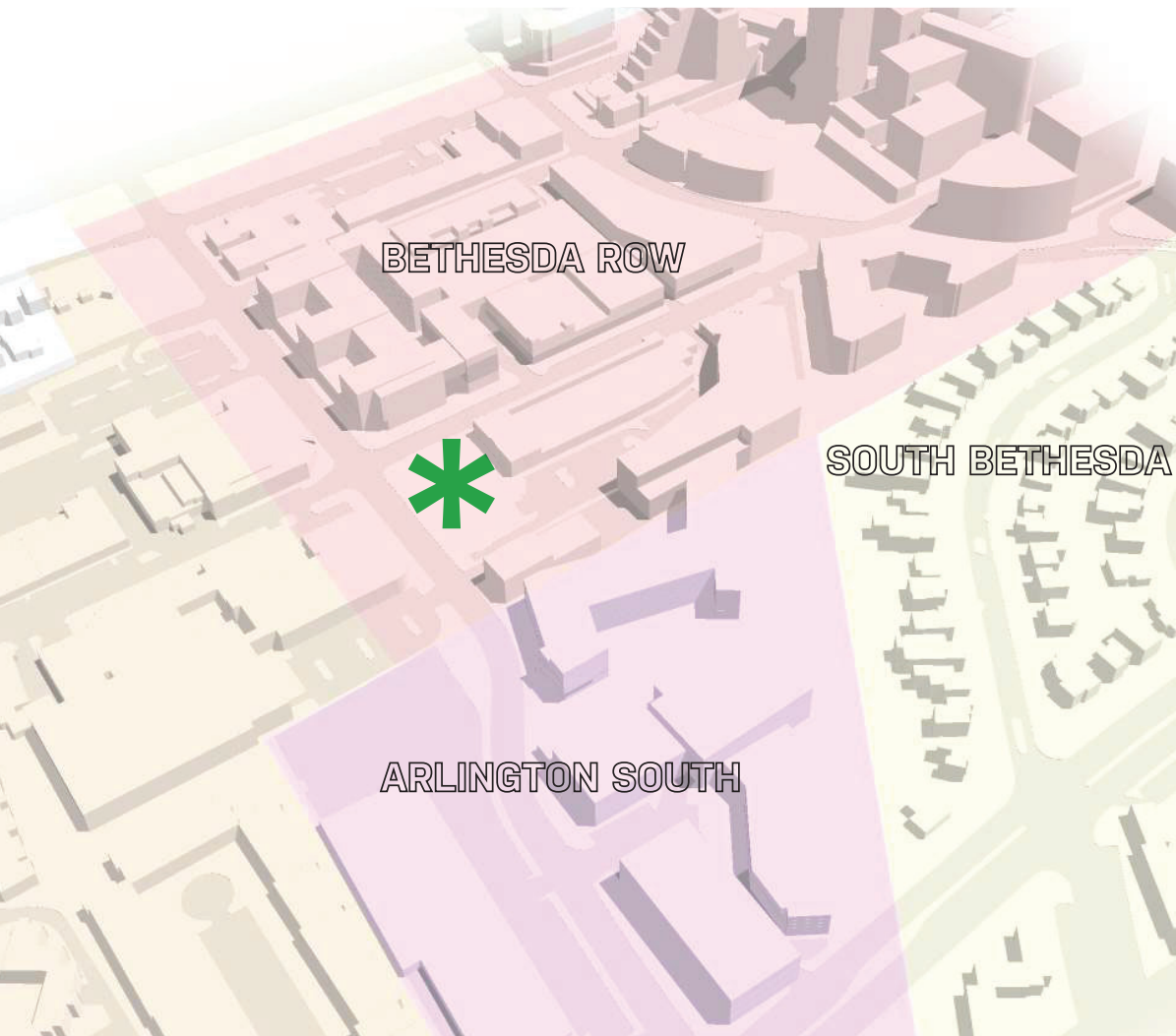




7070 ARLINGTON ROAD

DAP SUBMISSION- SKETCH PLAN

10 February, 2021



CONTENT

CONTEXT

Site Review, Design Guidelines, Opportunities

CONCEPT

Diagrams, Massing, Views and Precedents

FACADE ARTICULATION

Diagrams and Precedents

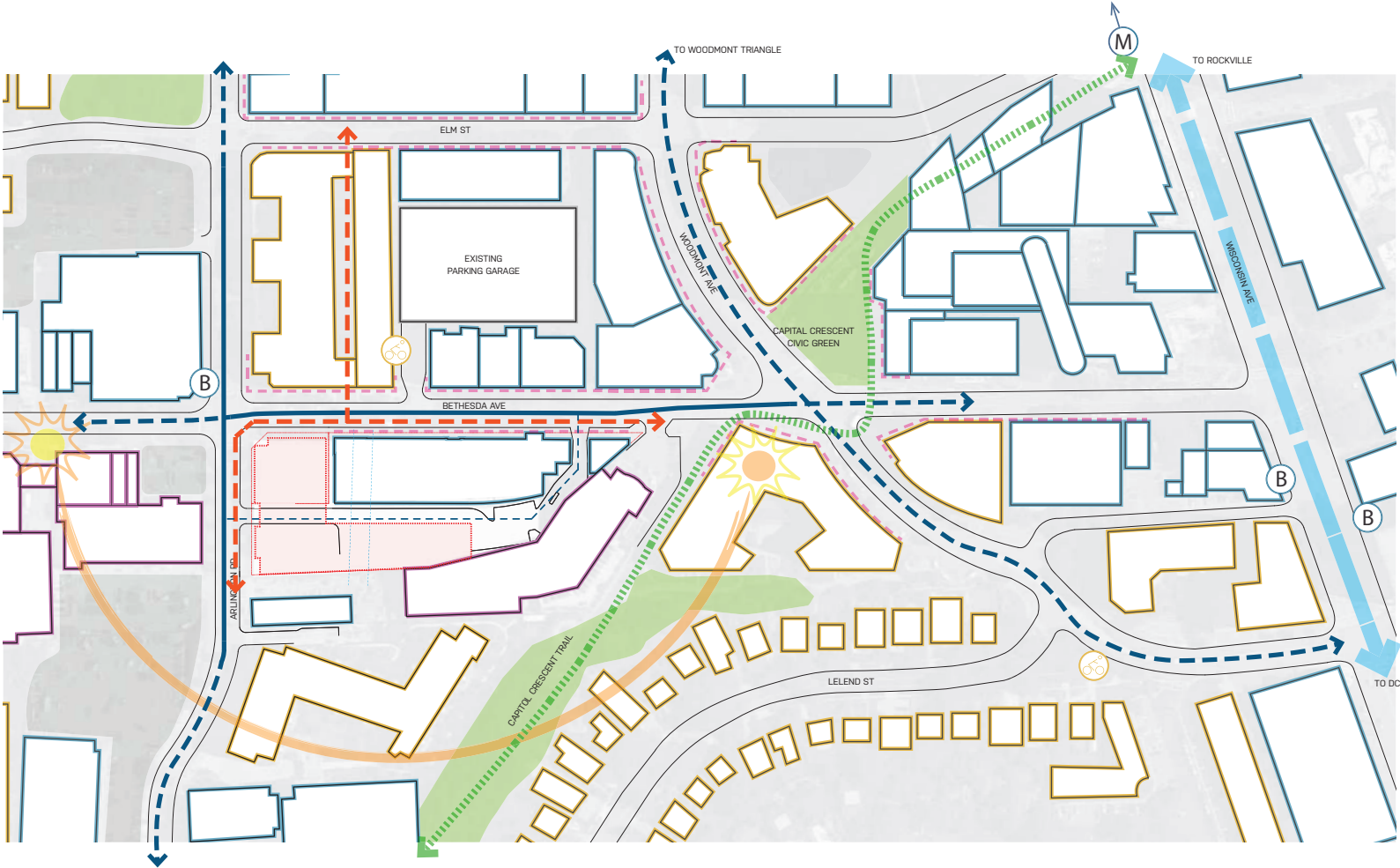
PLANS & SECTIONS

SITE ANALYSIS

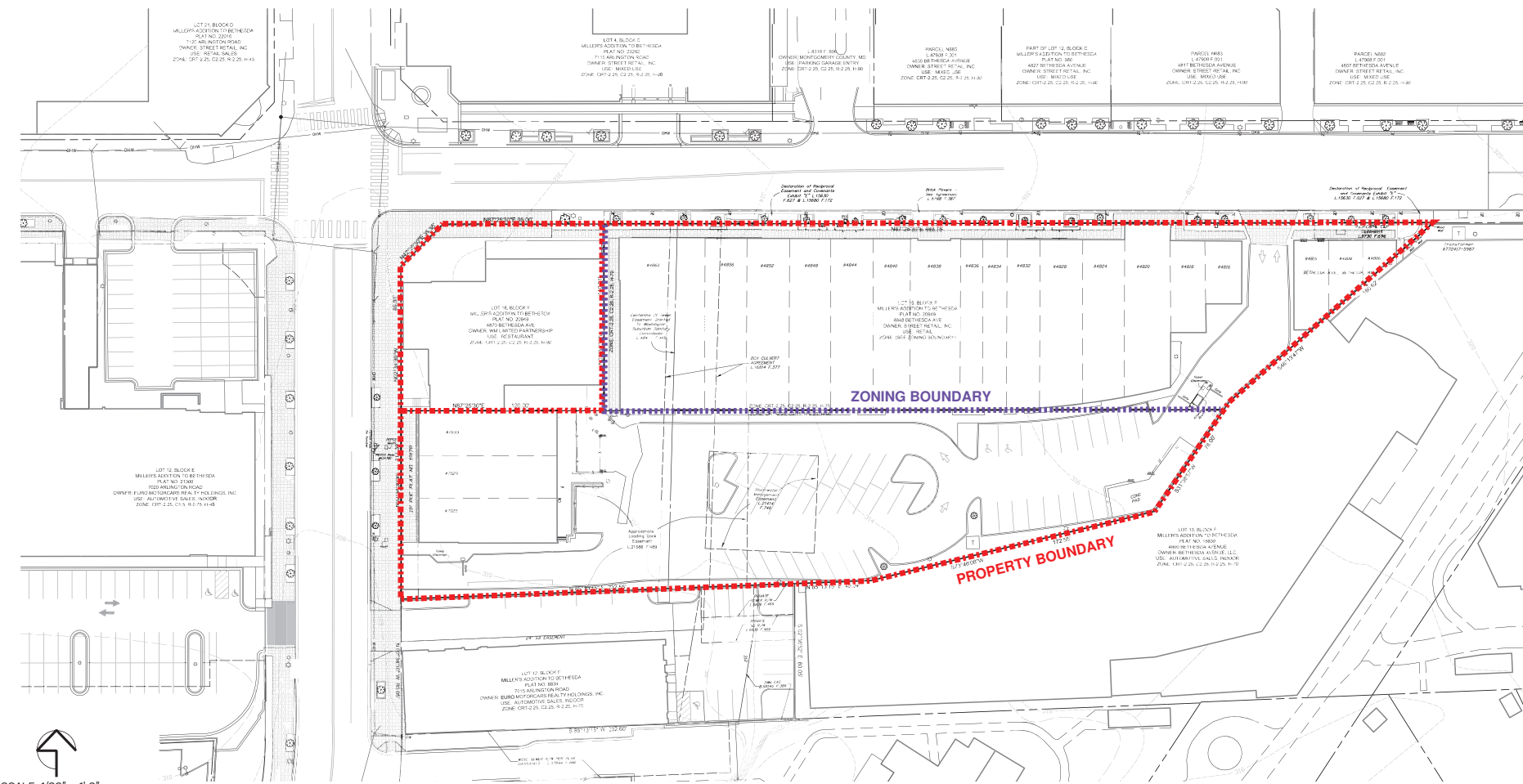
- CIRCULATION ROUTES
- ARTERIAL STREETS
 - VEHICULAR ROUTE
 - PEDESTRIAN FOCUSED ROUTE

- PRIMARY USE
- COMMERCIAL
 - RESIDENTIAL
 - AUTO DEALER
 - RETAIL FRONT

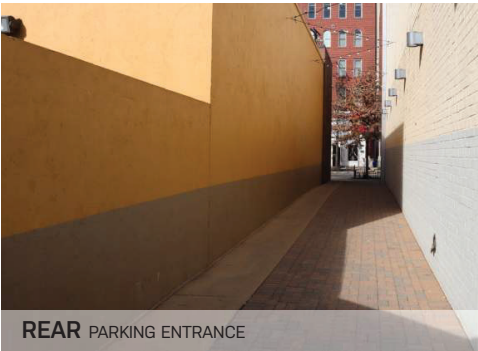
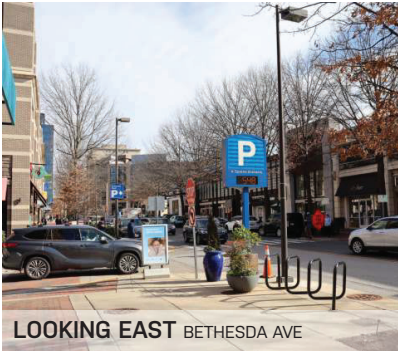
- TRANSIT
- METRO STOP
 - BUS STOP
 - CAPITOL BIKESHARE



EXISTING CONDITIONS PLAN



SITE PHOTOGRAPHS



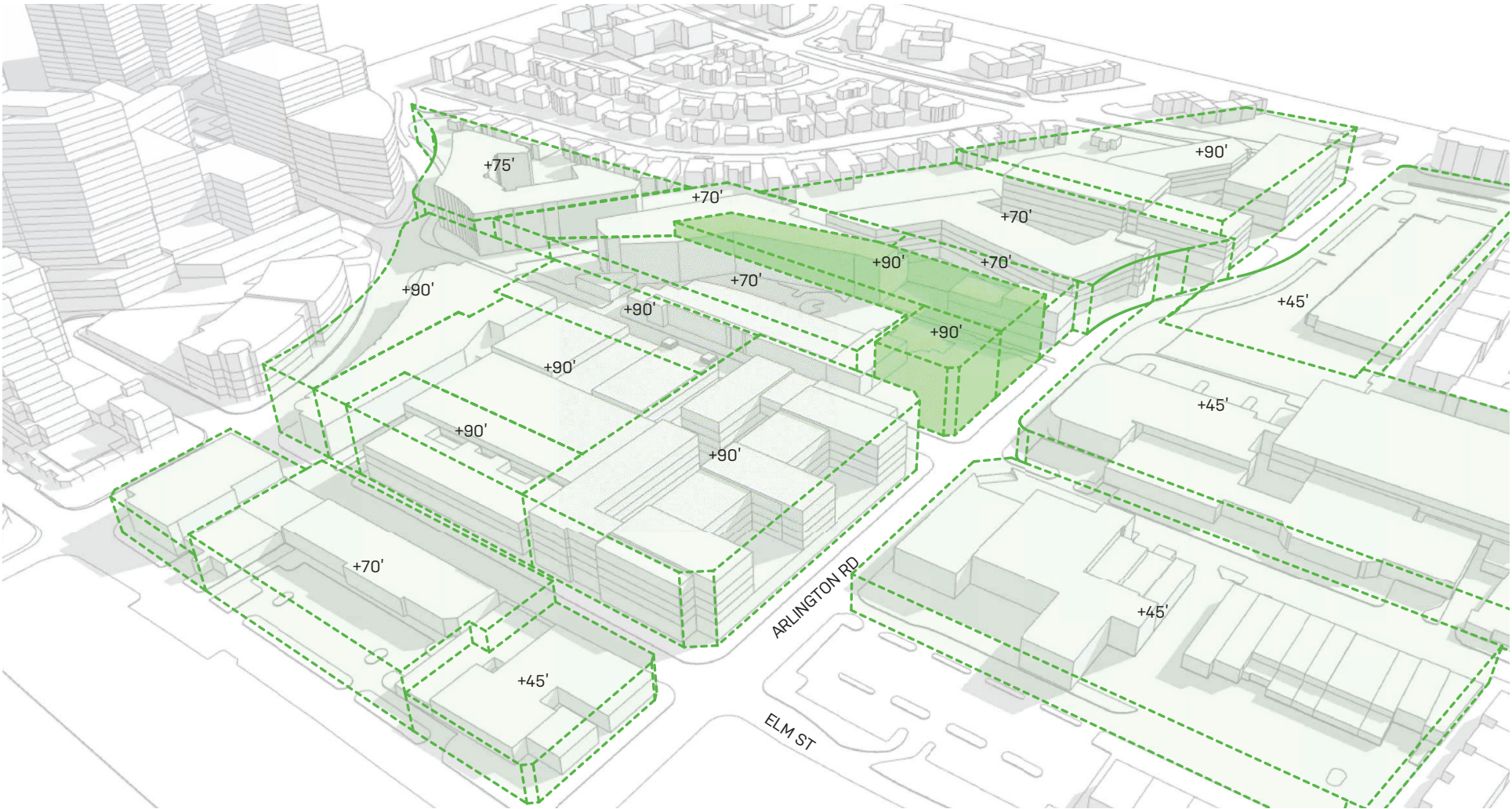
SITE PHOTOGRAPHS



SITE PHOTOGRAPHS



ZONING BUILDING ENVELOPE ANALYSIS



DESIGN GUIDELINES: STREET TYPES

NEIGHBORHOOD MAIN STREET BETHESDA AVE

Neighborhood Main Streets typically accommodate high levels of pedestrian activity for shopping and dining with frequent parking turnover, as well as loading and service access needs for local businesses. These streets are predominantly lined by low-rise retail buildings and mid-rise mixed-use buildings with active ground floor retail. Examples of Neighborhood Main Streets include streets in the Bethesda Row District.

Intent: Building and sidewalk design along Neighborhood Main Streets should create a human-scaled environment with fine-grained design detail to add visual interest along the street. Sidewalks should be outdoor rooms with areas to accommodate activities, vending and seating, while also ensuring a clear passageway for pedestrians.

Table 2.03: Neighborhood Main Street
Sidewalk Zones
A. Planting/Furnishing Zone: 5 - 8 ft.
B. Pedestrian Through Zone: 8 - 12 ft.
C. Frontage Zone*: 0 - 7 ft. min.
Building Placement
D. Build-to Line: 15 - 20 ft. from street curb
Building Form
E. Base Height: 2 - 4 stories (25- 50 ft.)
F. Step-back: 15 - 20 ft.**

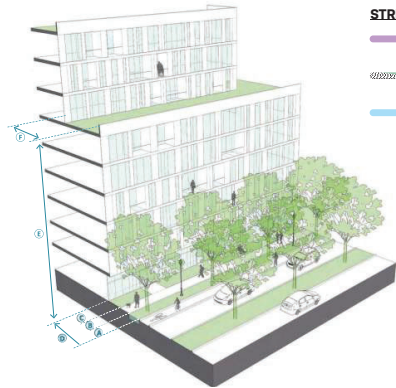
NEIGHBORHOOD CONNECTOR ARLINGTON ROAD

Neighborhood Connectors typically accommodate vehicular through traffic for area residents and are often combined with bike facilities and less pedestrian volume than Downtown Mixed-Use and Main Streets. These streets are predominantly lined by multi-unit residential buildings with a range of building heights and auto-oriented commercial uses requiring frequent driveway curb cuts. Examples of Neighborhood Connectors include Bradley Boulevard, Battery Lane and portions of Arlington Road near the outer boundaries of the Downtown Bethesda Plan area.

Intent: Building and sidewalk design along Neighborhood Connectors should provide buffering for pedestrians from through traffic, as well as moderate building setbacks to align with the residential neighborhood character. For residential buildings, elements such as ground-floor amenity space and residential entries are encouraged.

Table 2.05: Neighborhood Connector
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: 3 - 5 stories (35 - 60 ft.)
F. Step-back: 15 - 20 ft.*

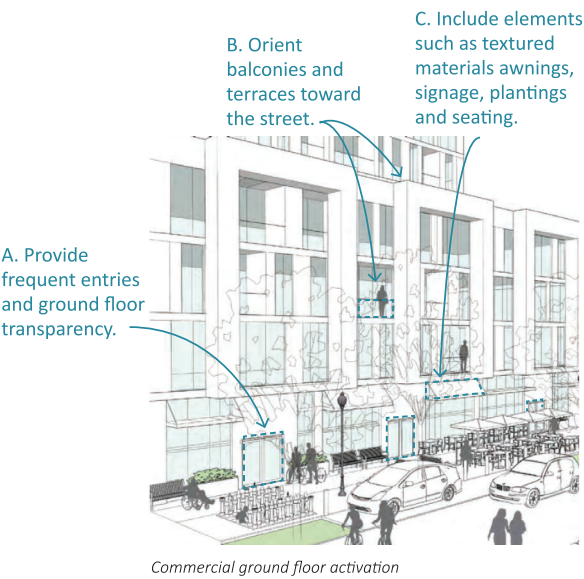
STREET TYPES
NEIGHBORHOOD MAIN STREET
NEIGHBORHOOD CONNECTOR
NEIGHBORHOOD LOCAL STREET



DESIGN GUIDELINES: BUILDING FORM

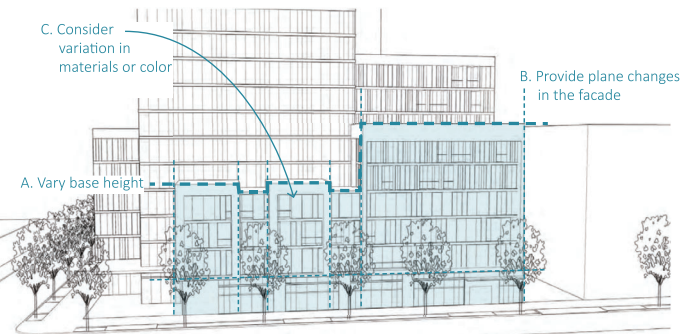
A STREET ACTIVATION

Intent: To encourage pedestrian activity by providing ground-floor and base design elements that engage with the sidewalk environment.



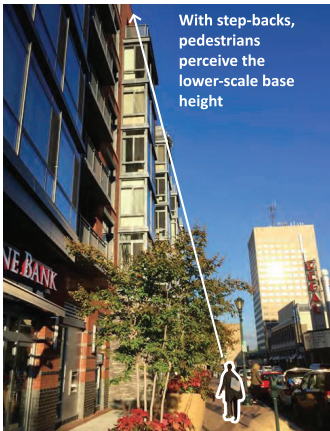
B VARIATION AND ARTICULATION

Intent: To ensure that facades are not exceedingly long, uninterrupted and rigidly uniform. These variations break up the mass of large buildings, add visual interest and promote human-scaled lower stories to relate to pedestrians.



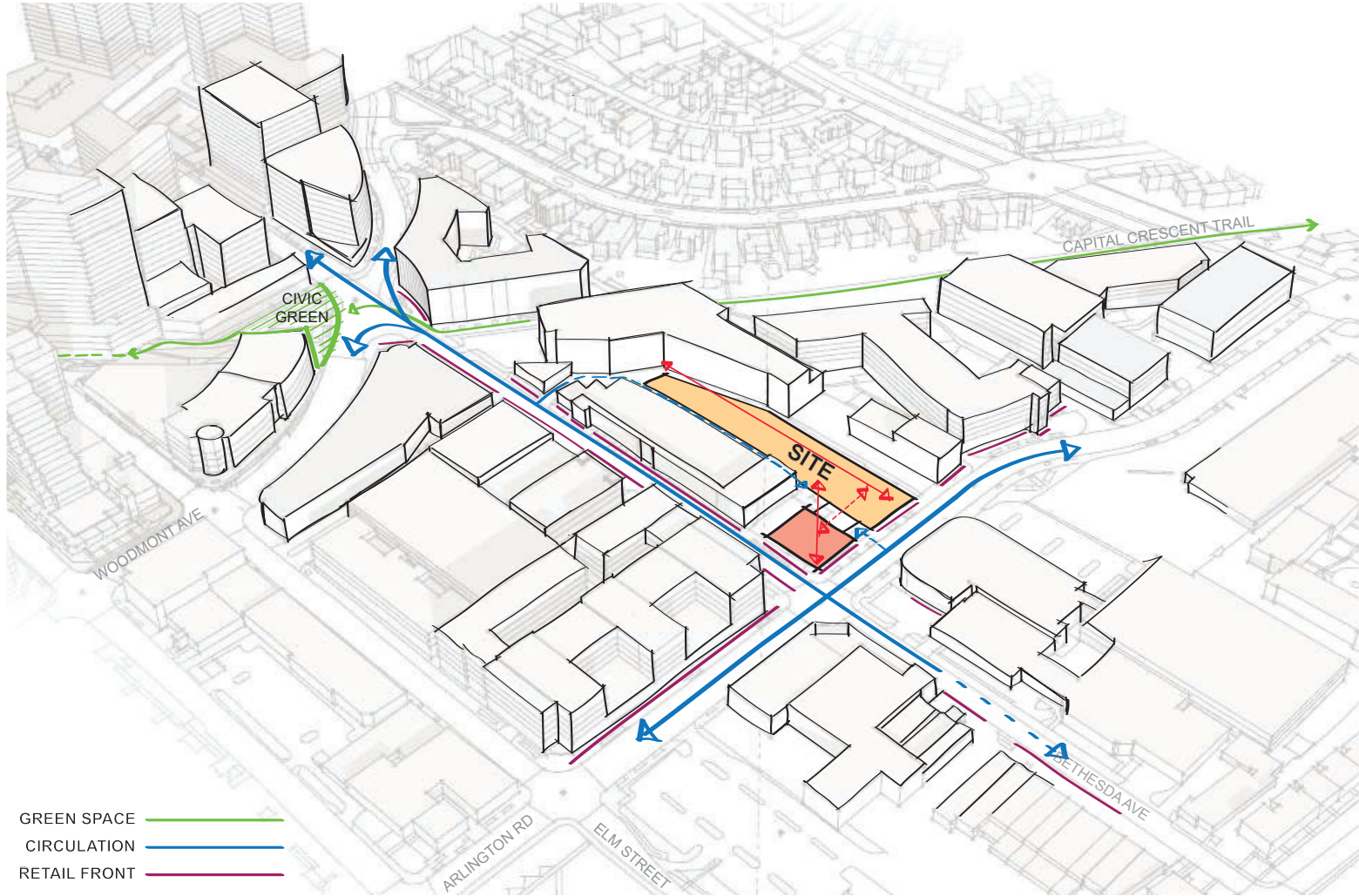
C STEP BACK

Intent: To provide a human-scaled building edge along the street that enhances pedestrian comfort and access to sky views. In districts with mostly low to mid-rise buildings, the step-back enables new tall buildings to better relate to existing context and maintain a similar street character.



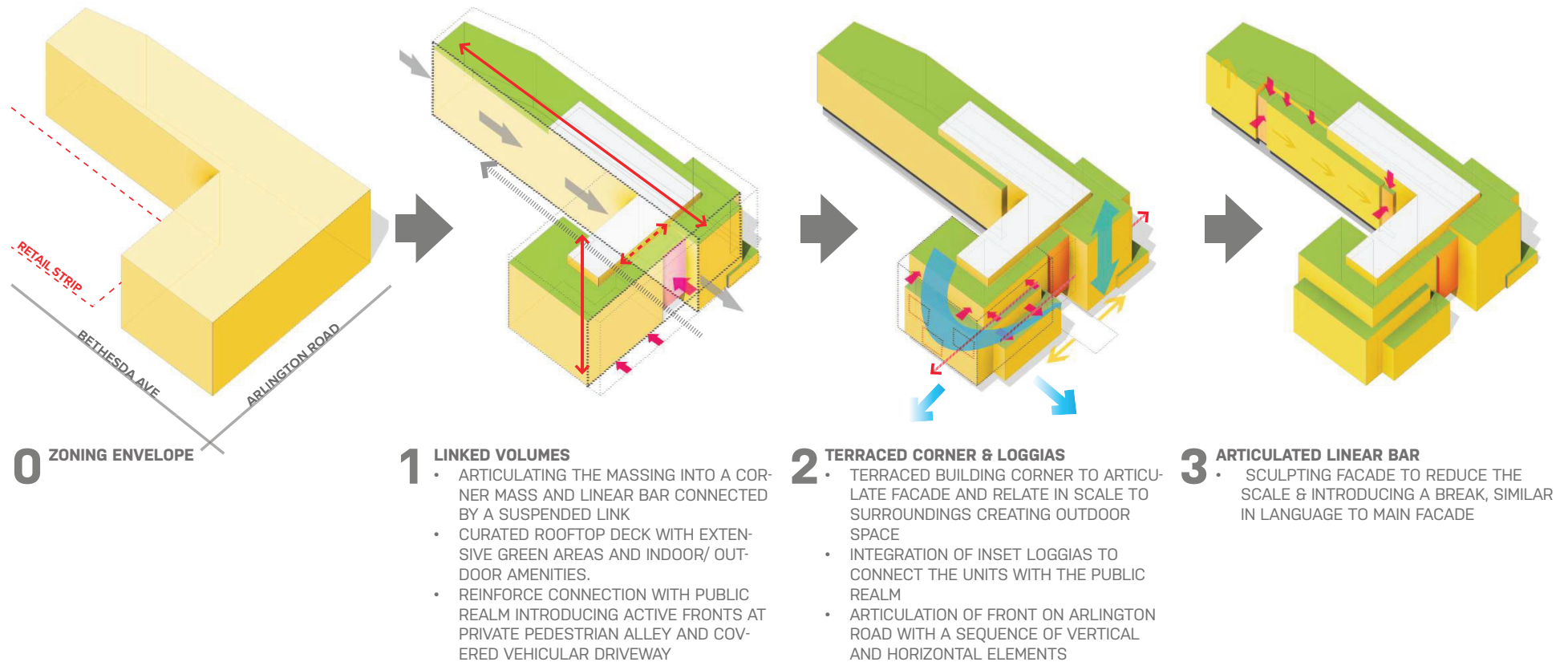
This residential development in Rockville illustrates the relationship between the pedestrian and the building step-back. Source: The Upton (above)

CONCEPTUAL DIAGRAM



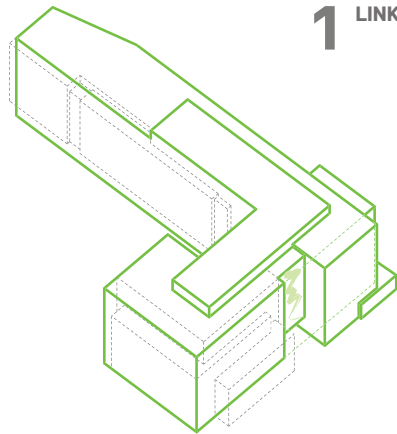
ARCHITECTURAL CONCEPT

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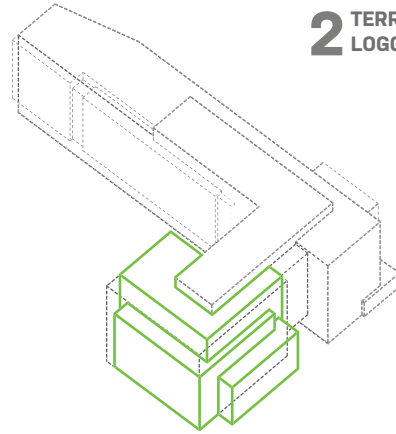


CONCEPT

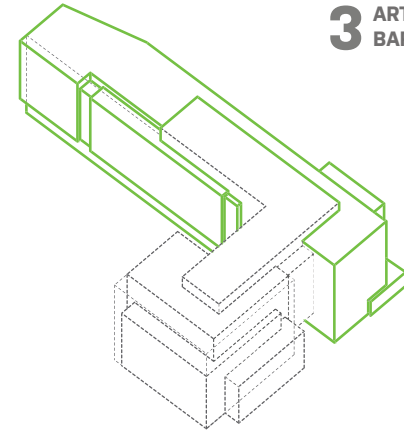
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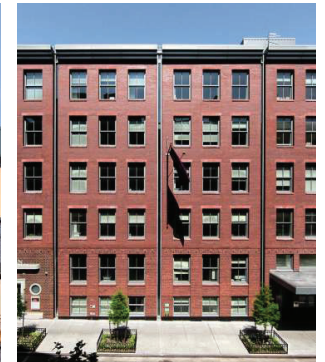
1 LINKED VOLUMES



2 TERRACED CORNER & LOGGIAS

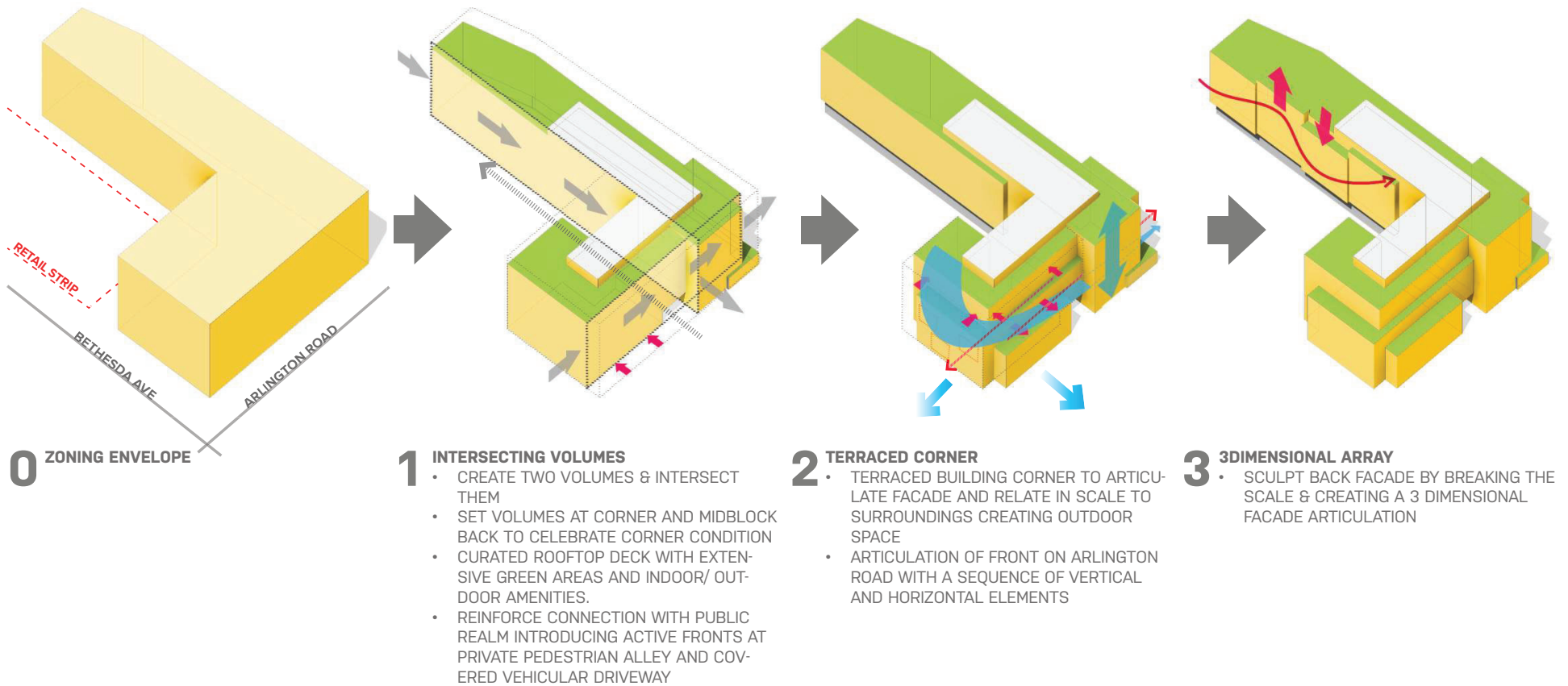


3 ARTICULATED LINEAR BAR



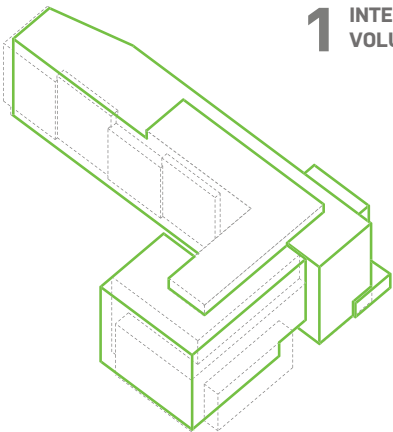
CONCEPT

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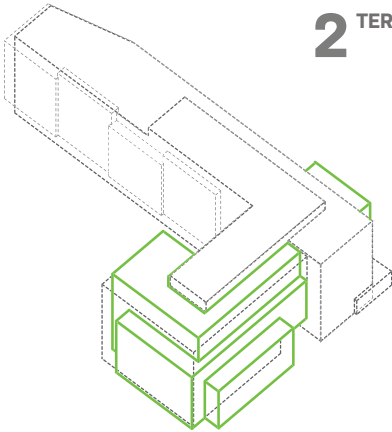


CONCEPT

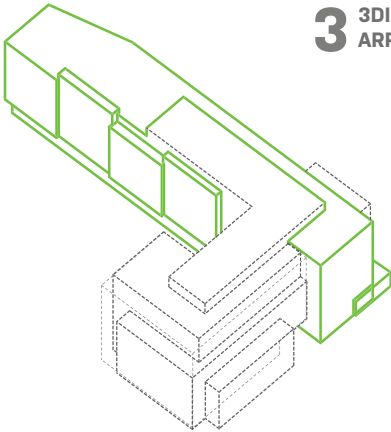
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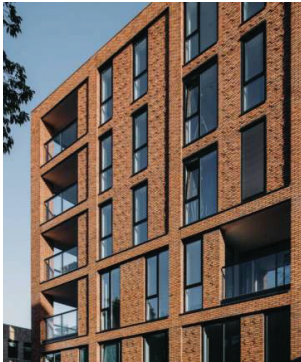
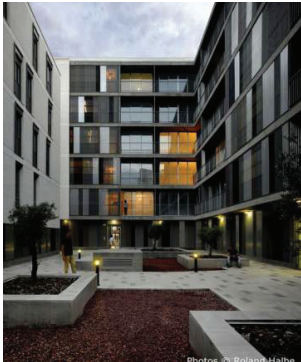
1 INTERSECTING
VOLUMES



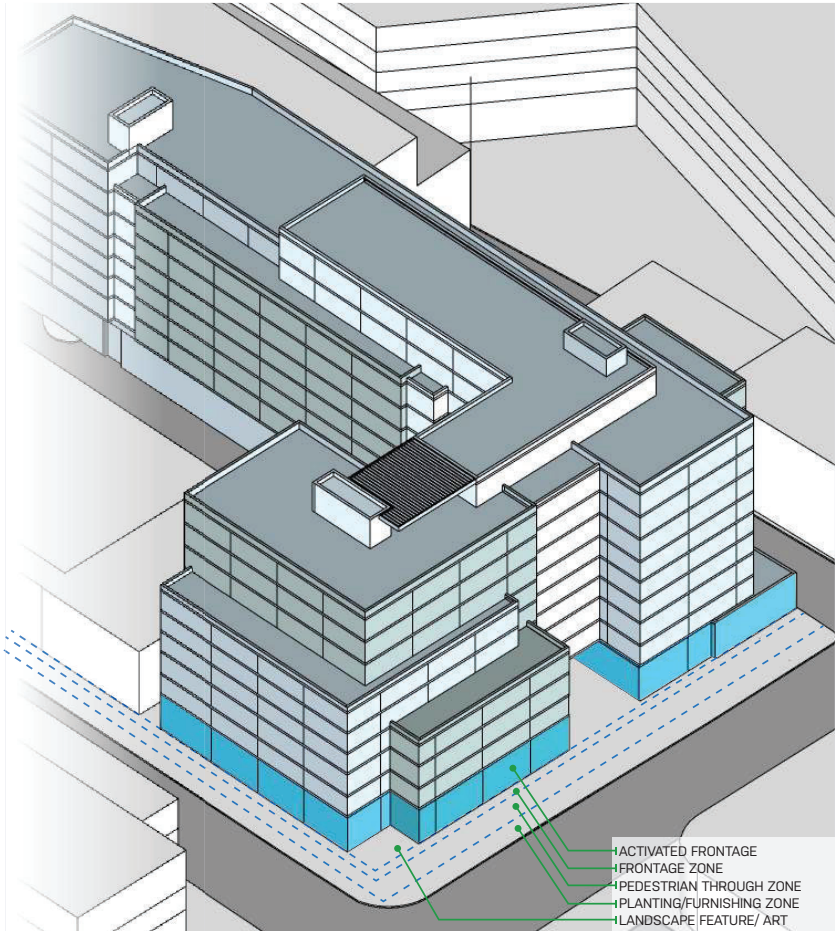
2 TERRACED CORNER



3 3D DIMENSIONAL
ARRAY



CREATIVE PLACE MAKING OPPORTUNITIES

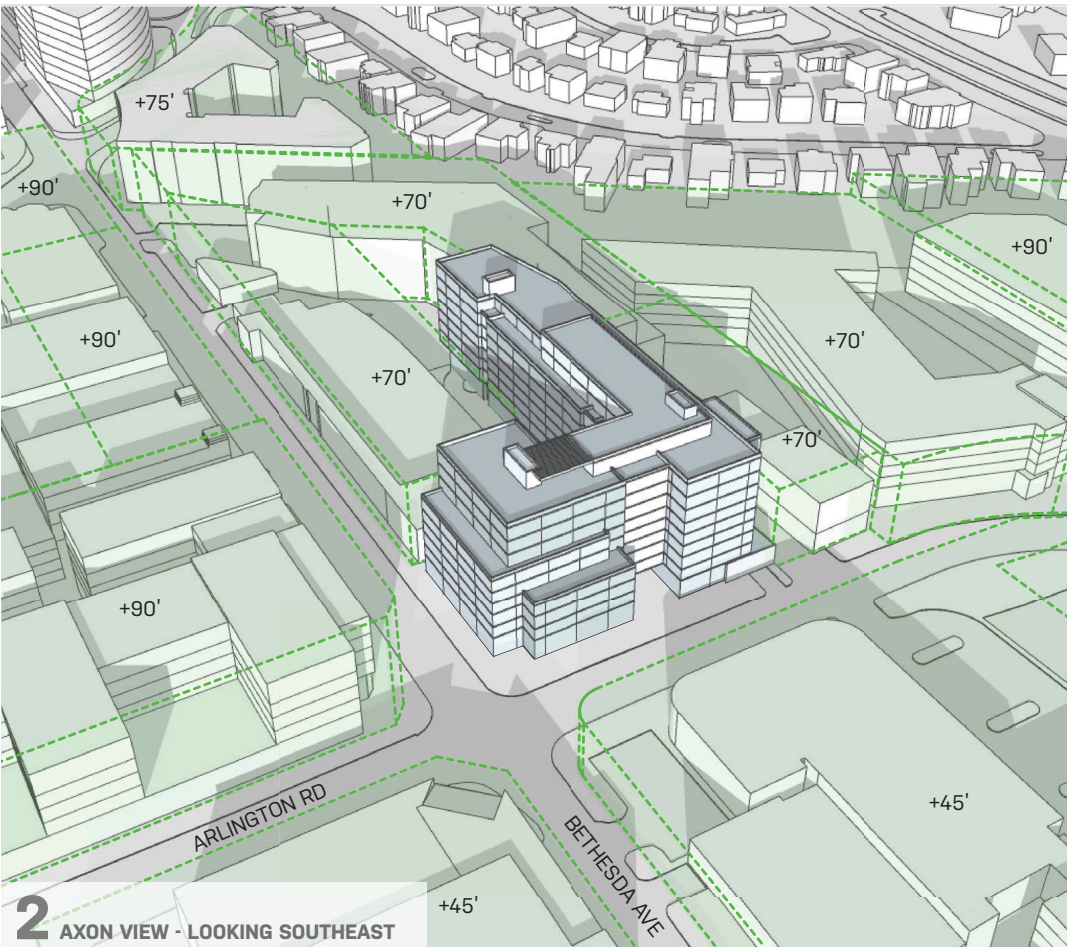
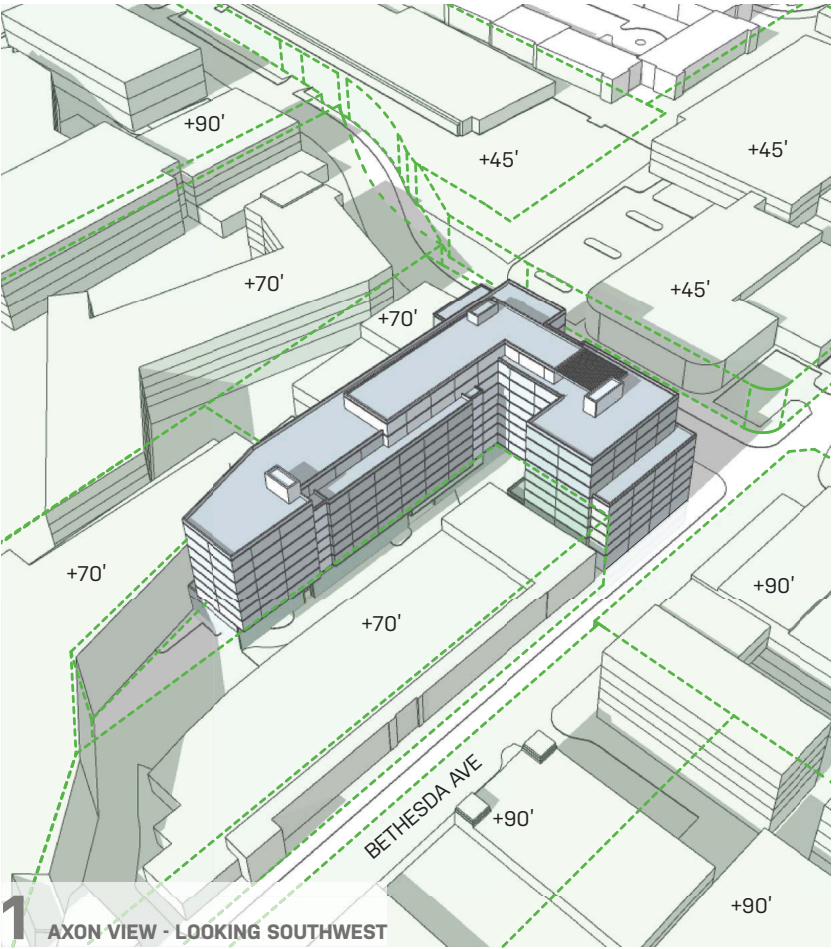
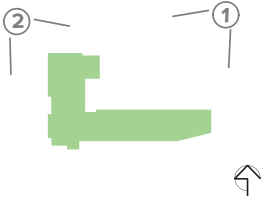


RETAIL PRECEDENTS



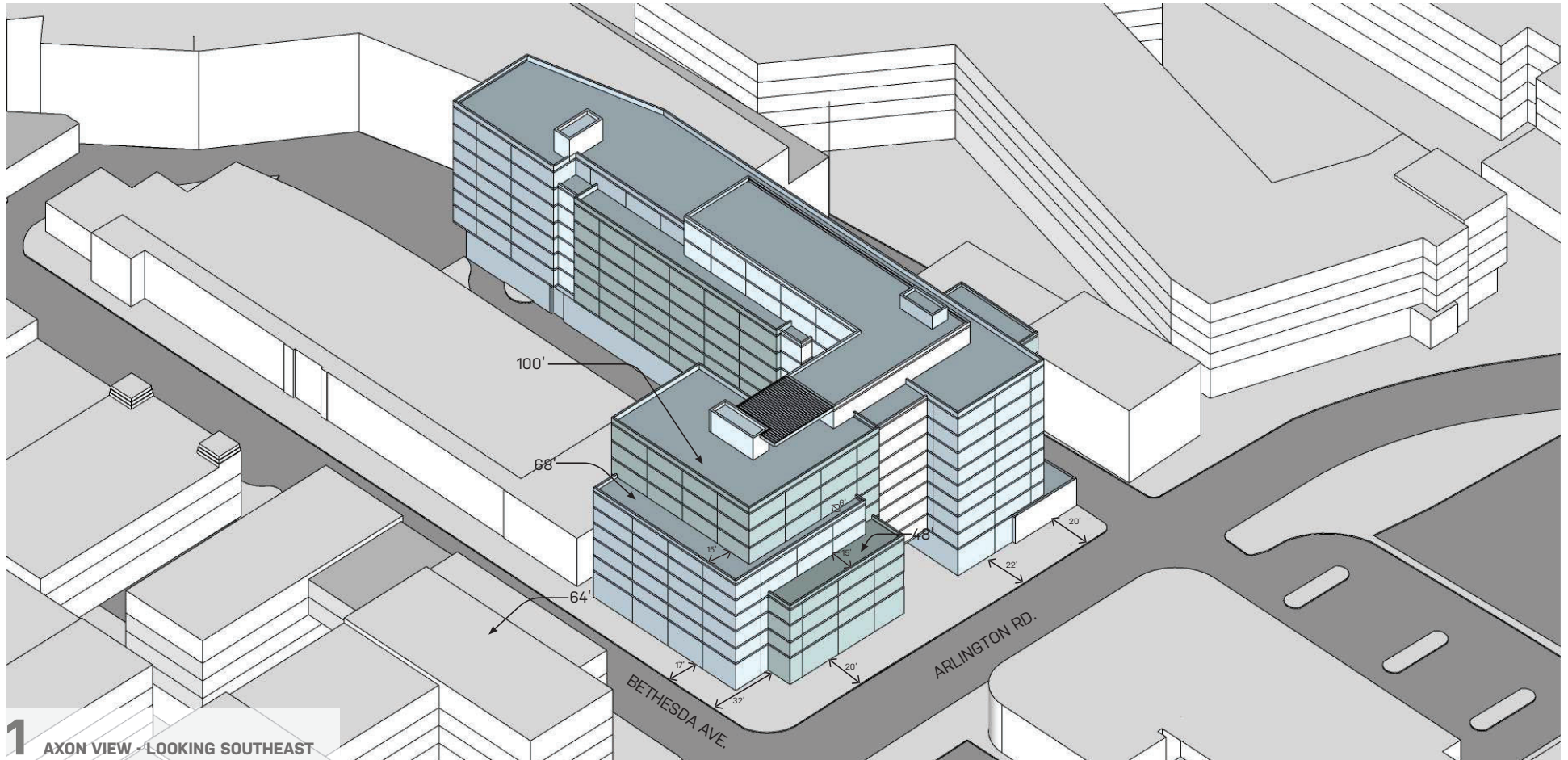
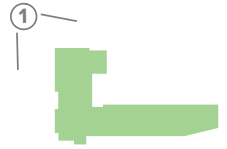
MASSING IN CONTEXT WITH ZONING ENVELOPES

MASSING VARIATION 01
"LINKED VOLUMES"



STEP BACK DIAGRAM

MASSING VARIATION 01
"LINKED VOLUMES"



1

AXON VIEW - LOOKING SOUTHEAST

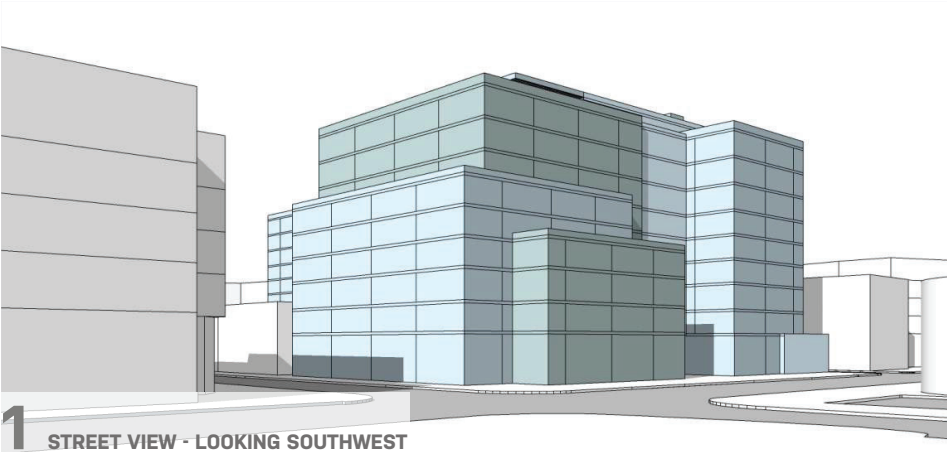
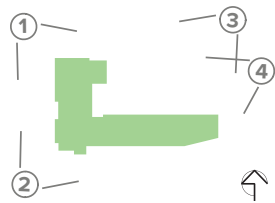
19

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DAP SUBMISSION- SKETCH PLAN | 10 FEBRUARY, 2021

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MASSING IN CONTEXT

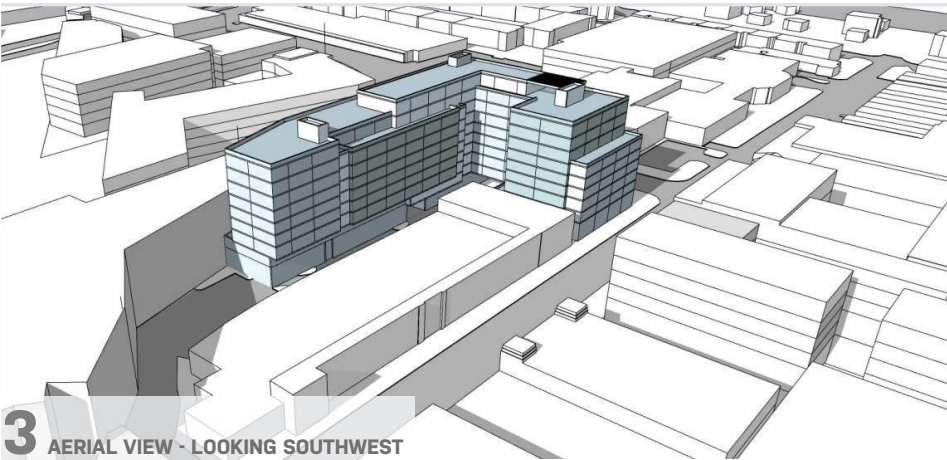
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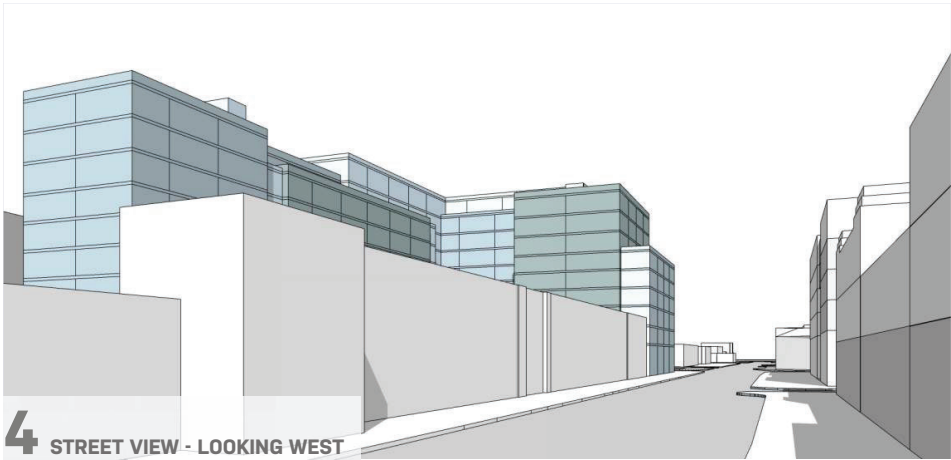
1 STREET VIEW - LOOKING SOUTHWEST



2 STREET VIEW - LOOKING WEST



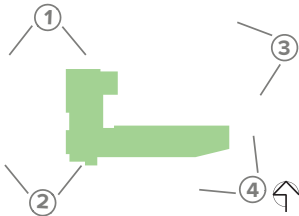
3 AERIAL VIEW - LOOKING SOUTHWEST



4 STREET VIEW - LOOKING WEST

MASSING IN CONTEXT

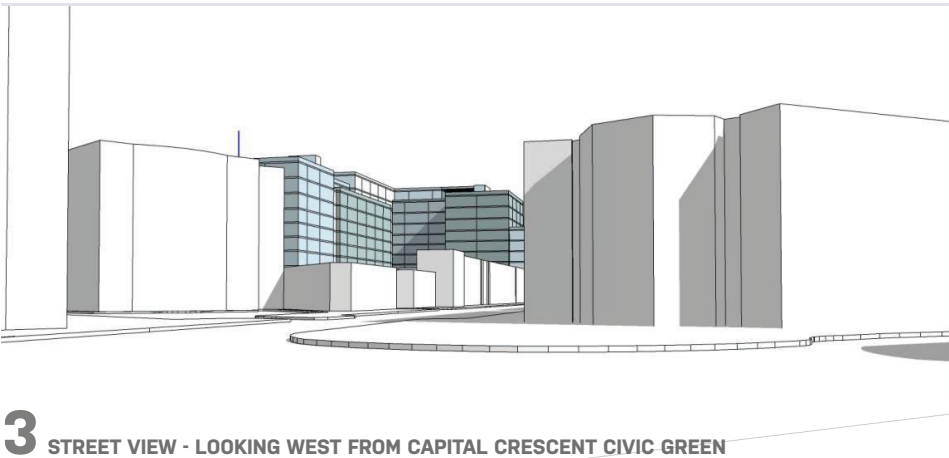
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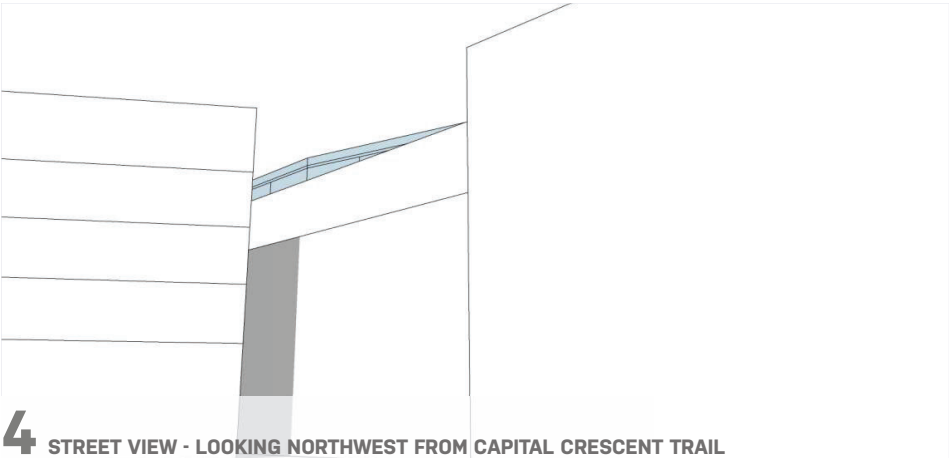
1 STREET VIEW - LOOKING SOUTH ON ARLINGTON RD



2 STREET VIEW - LOOKING NORTH ON ARLINGTON RD



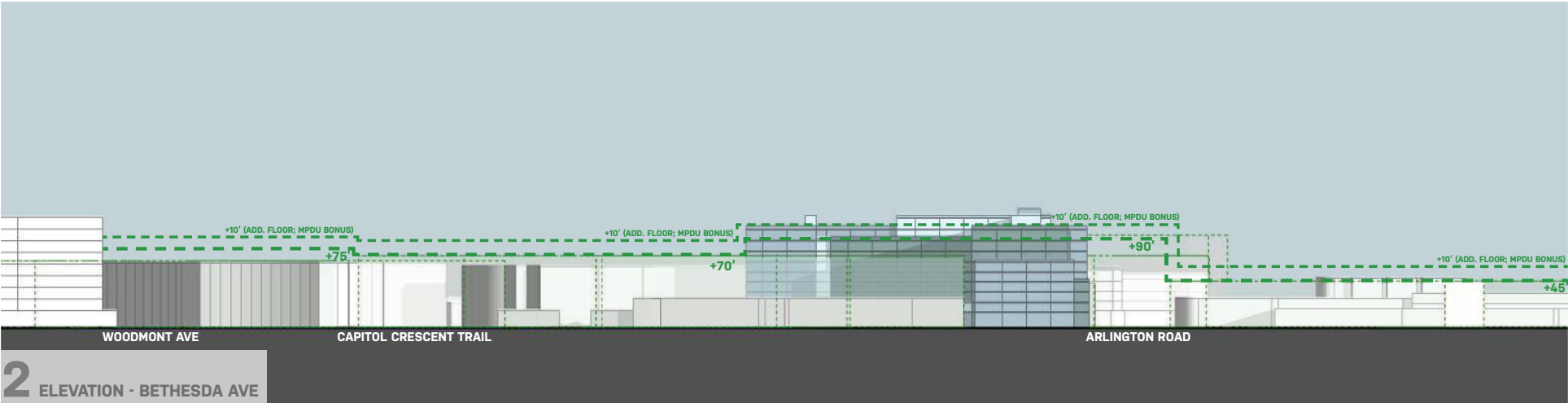
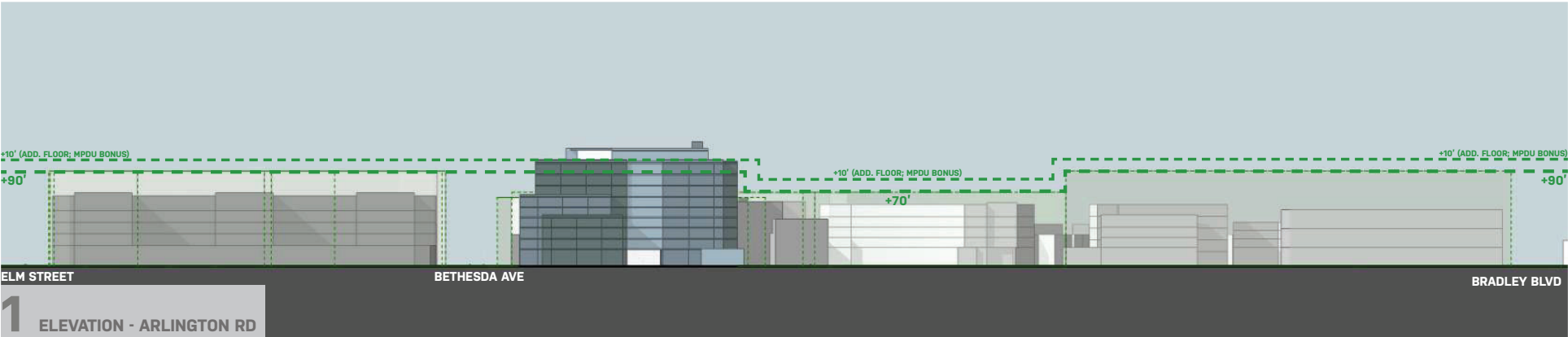
3 STREET VIEW - LOOKING WEST FROM CAPITAL CRESCENT CIVIC GREEN



4 STREET VIEW - LOOKING NORTHWEST FROM CAPITAL CRESCENT TRAIL

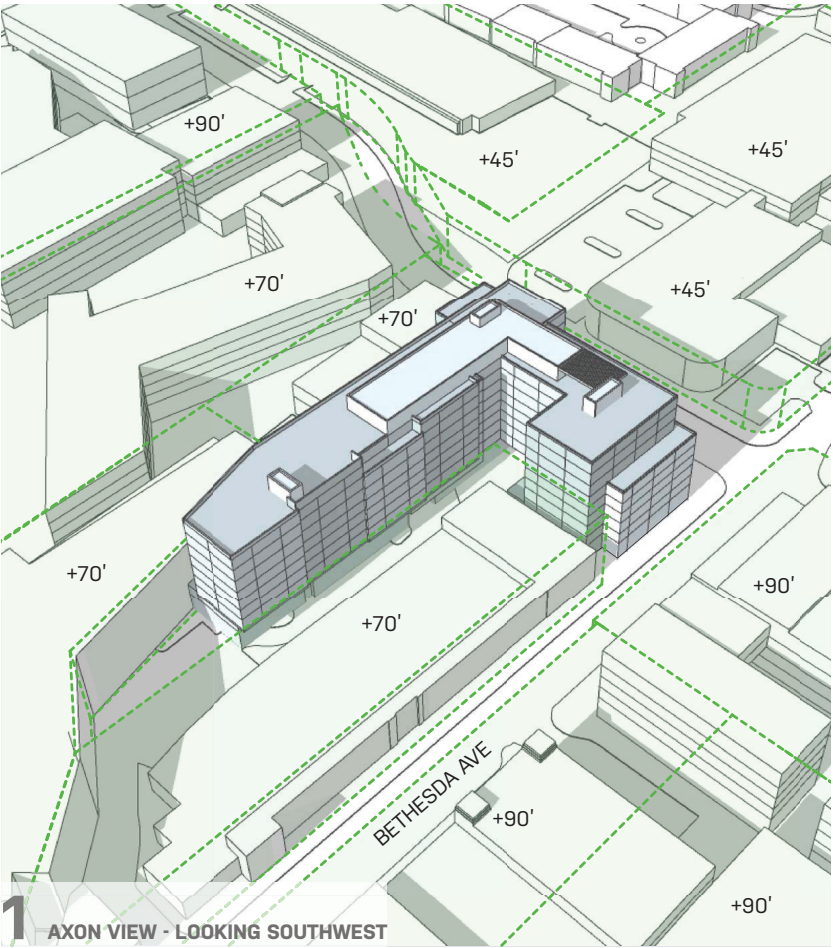
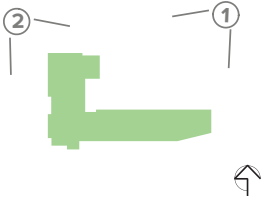
STREET PROFILE

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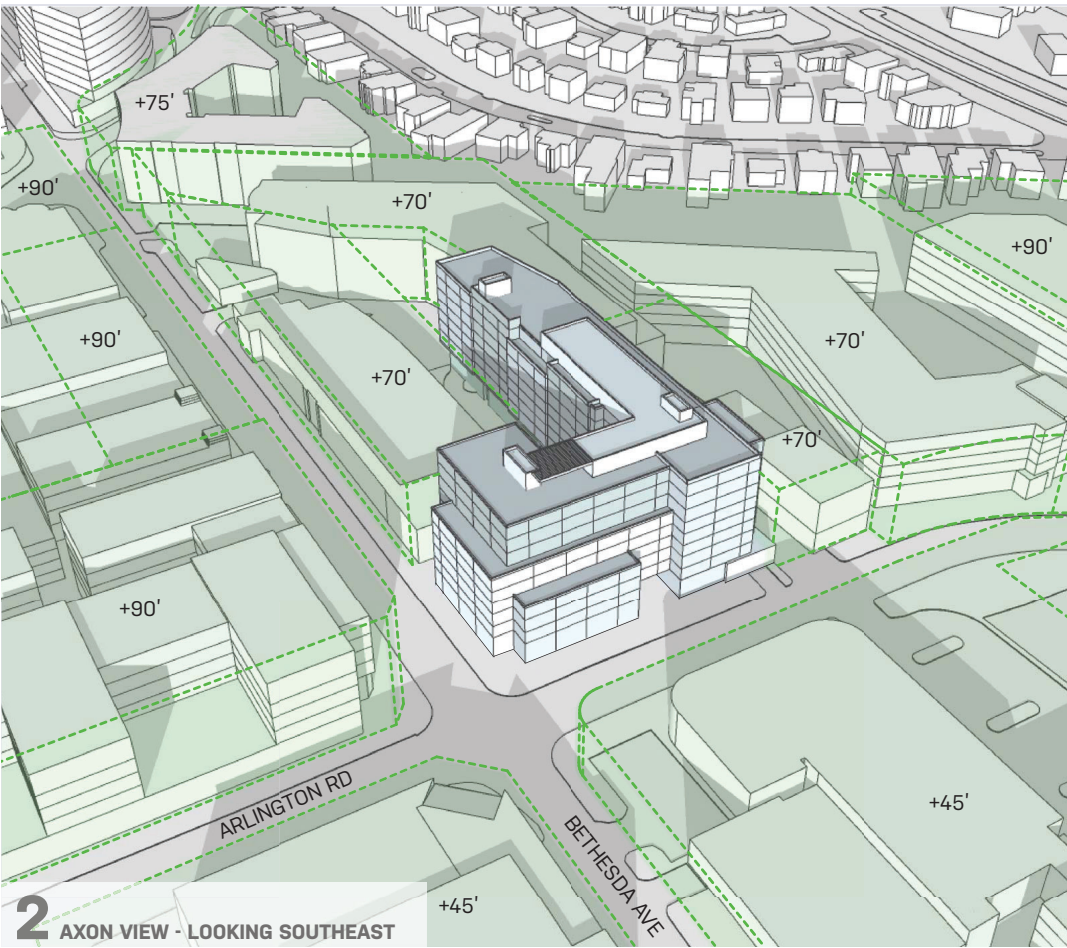


MASSING IN CONTEXT WITH ZONING ENVELOPES

MASSING VARIATION 02
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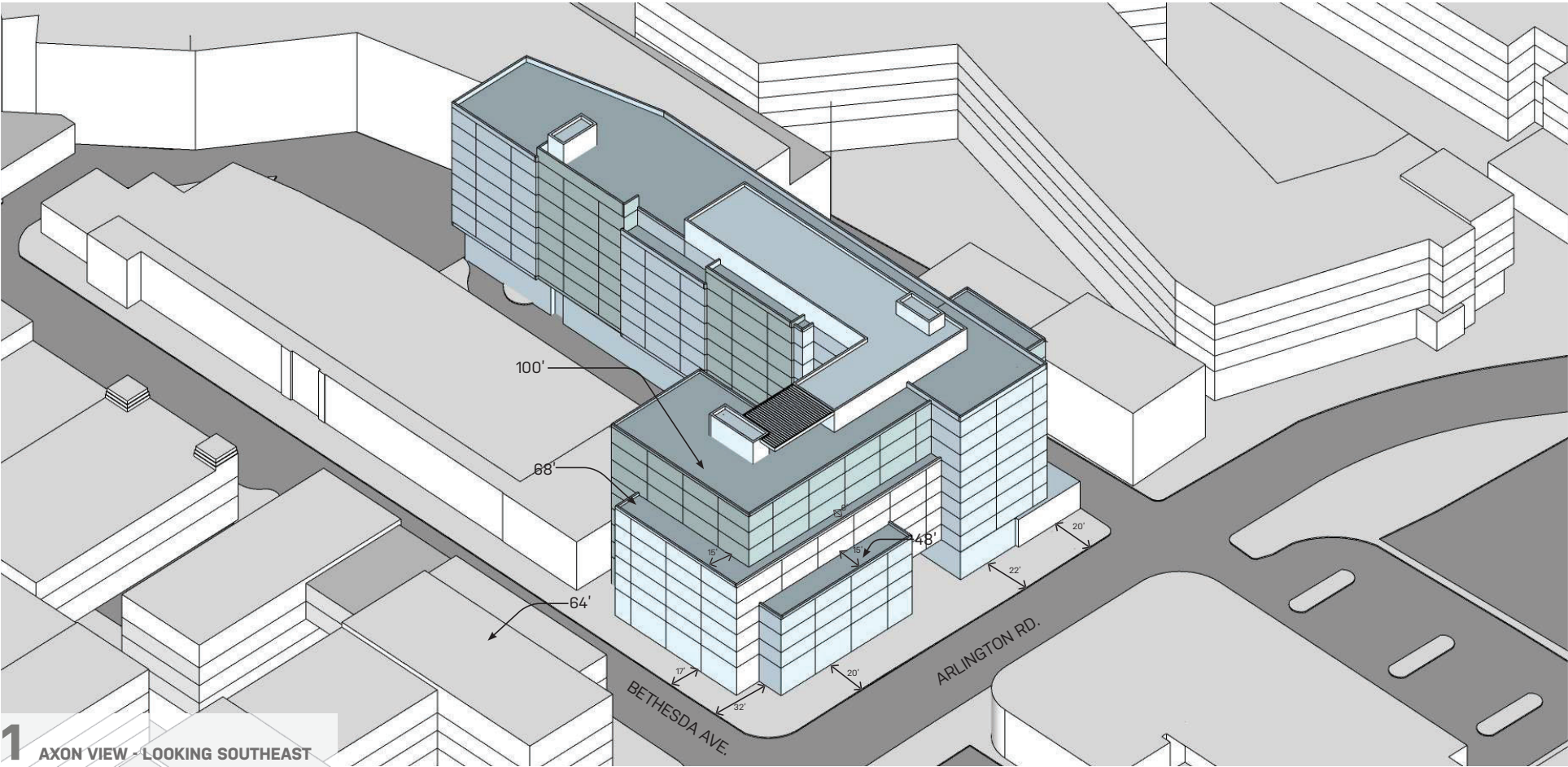
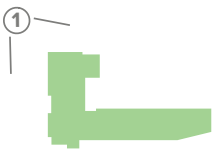
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SETBACK DIAGRAM

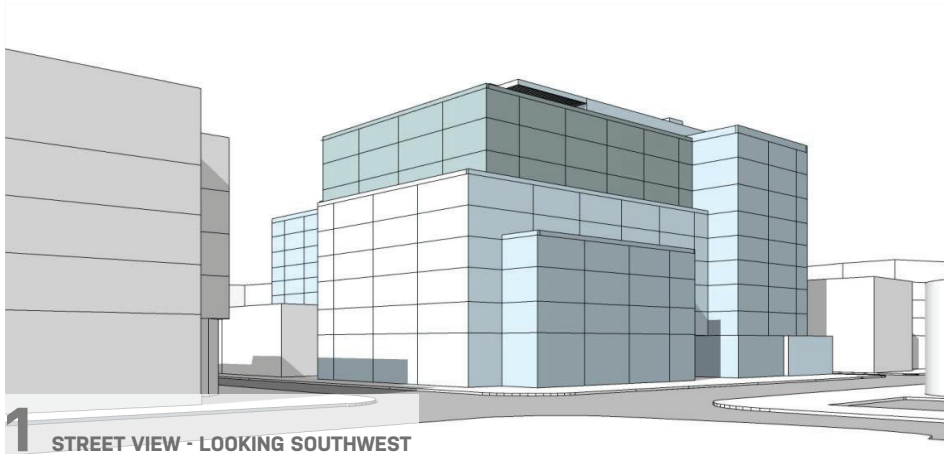
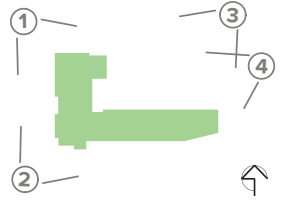
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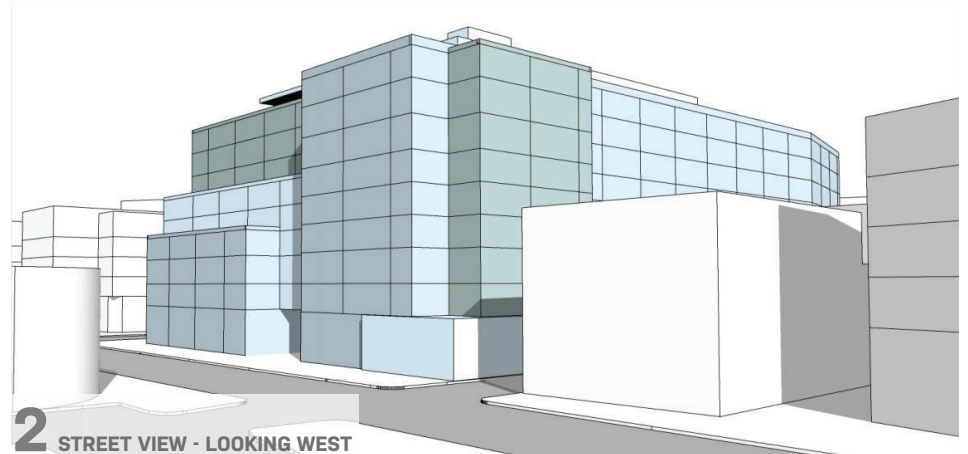
1 AXON VIEW - LOOKING SOUTHEAST

MASSING IN CONTEXT

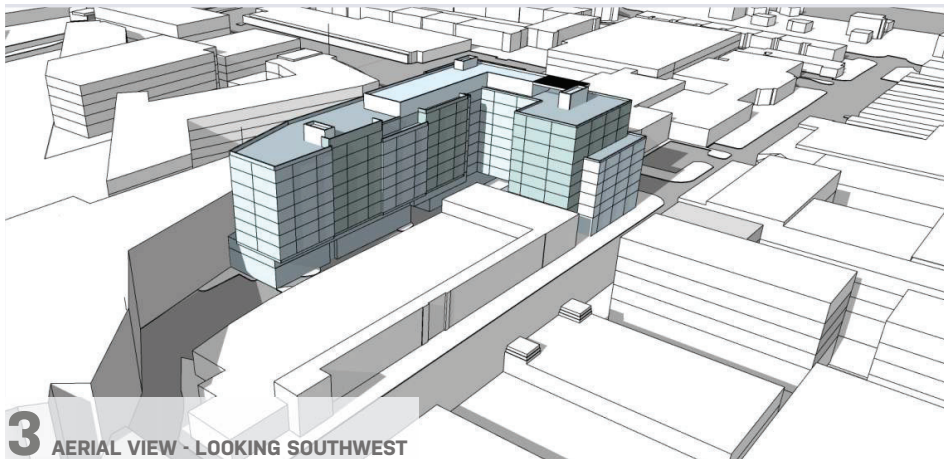
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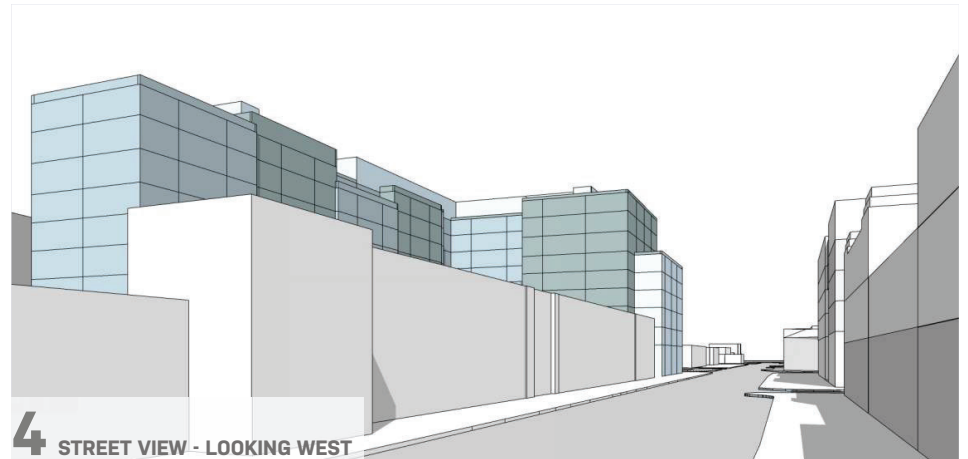
1 STREET VIEW - LOOKING SOUTHWEST



2 STREET VIEW - LOOKING WEST



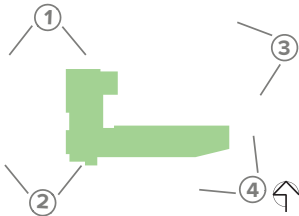
3 AERIAL VIEW - LOOKING SOUTHWEST



4 STREET VIEW - LOOKING WEST

MASSING IN CONTEXT

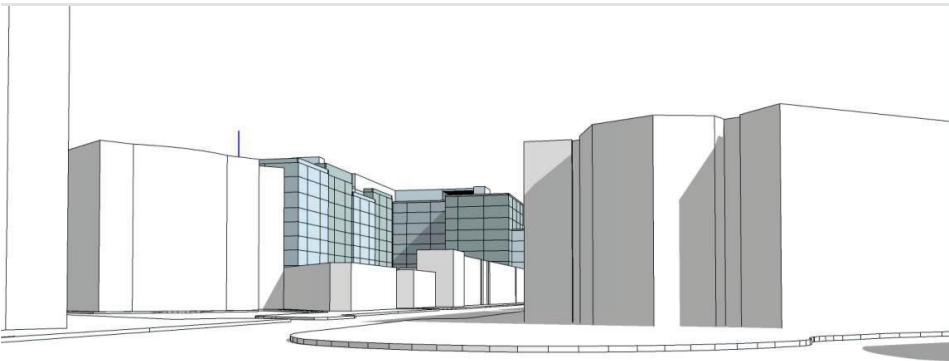
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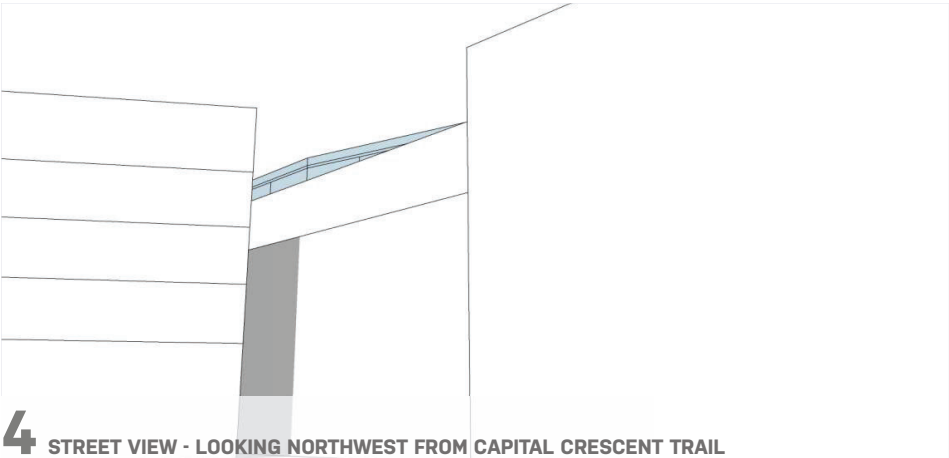
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2 STREET VIEW - LOOKING NORTH ON ARLINGTON RD



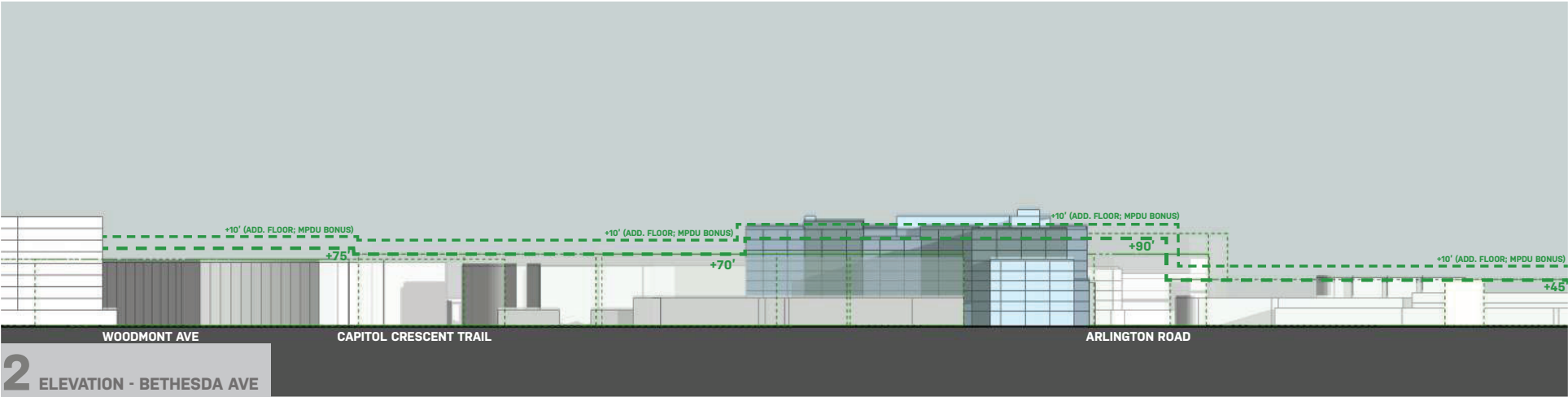
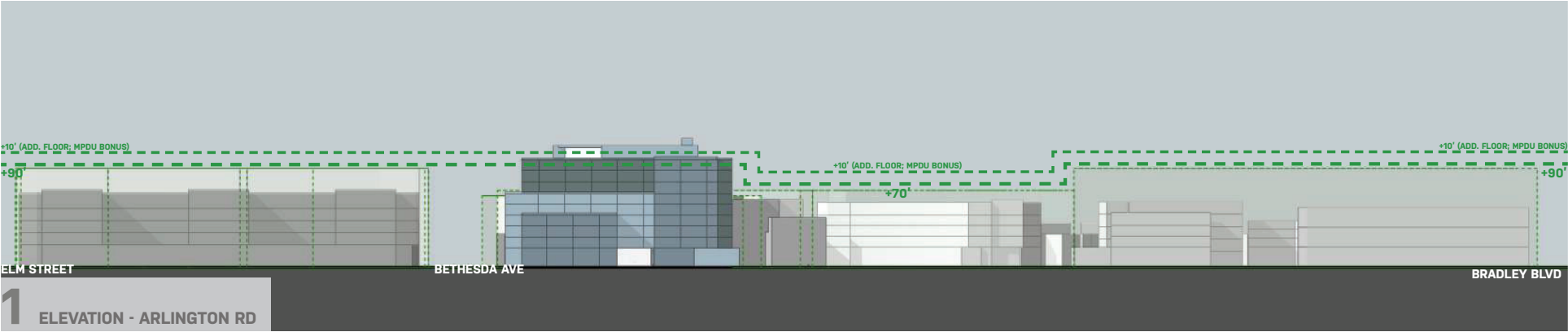
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4 STREET VIEW - LOOKING NORTHWEST FROM CAPITAL CRESCENT TRAIL

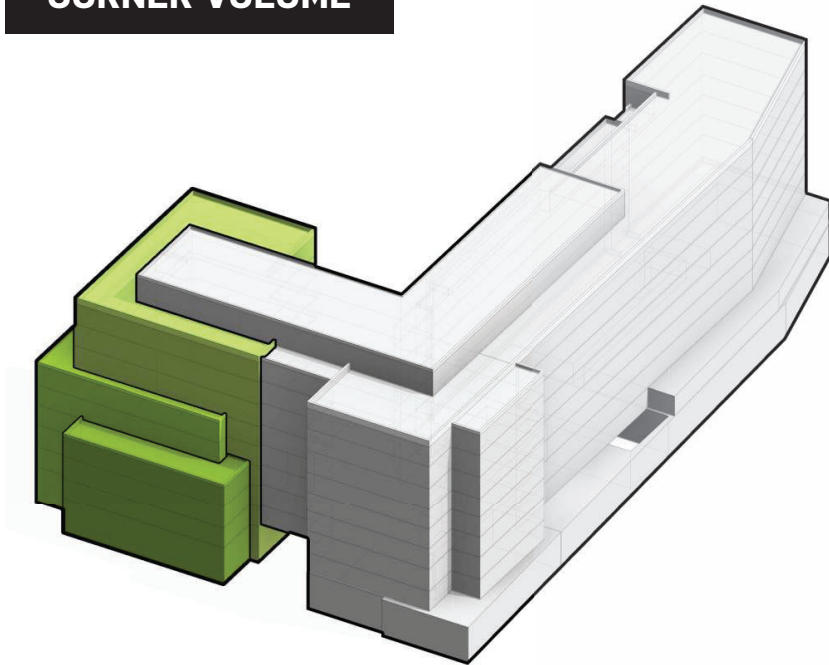
STREET PROFILE

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"INTERSECTING VOLUMES"

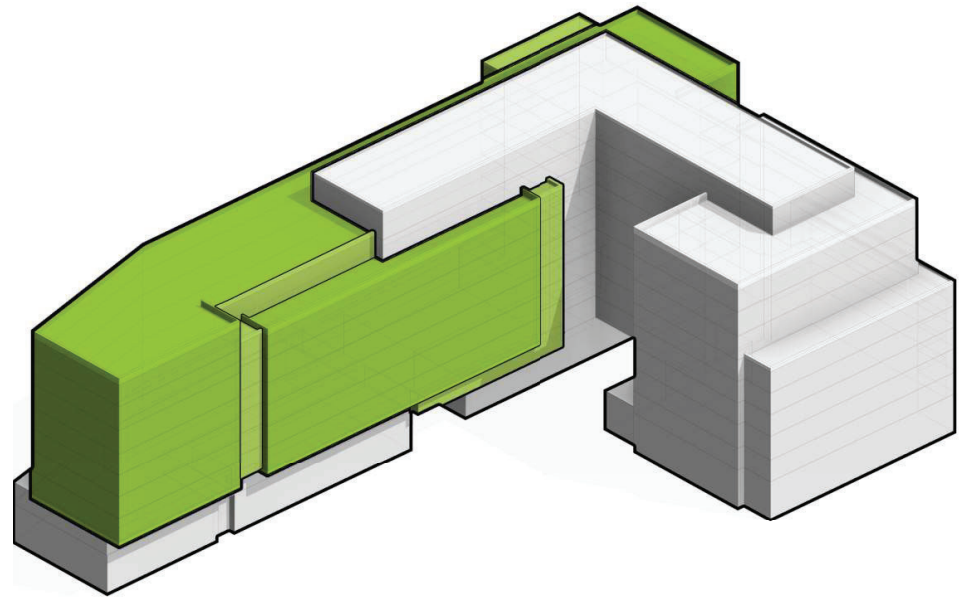


FACADE ARTICULATION

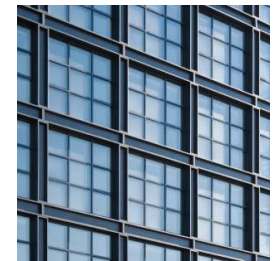
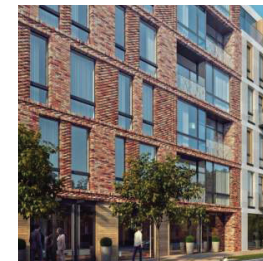
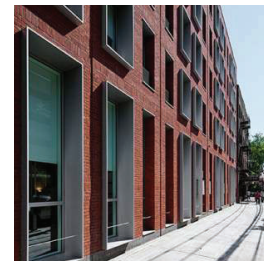
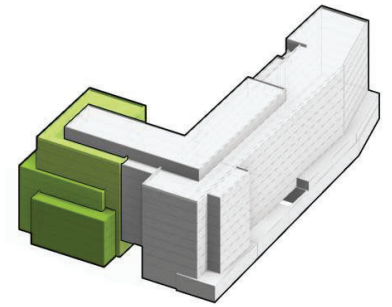
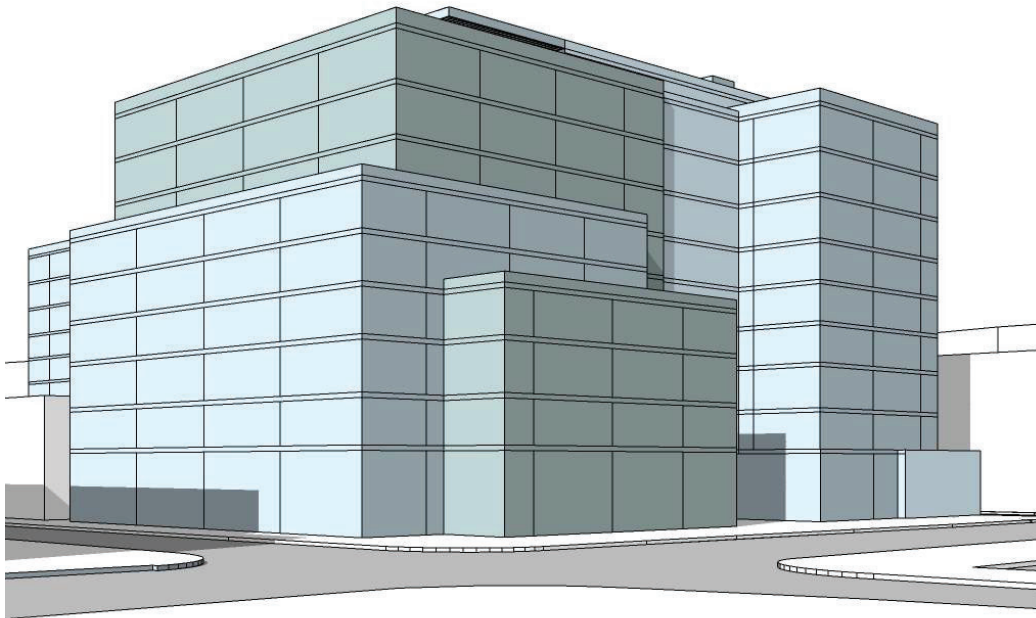
CORNER VOLUME



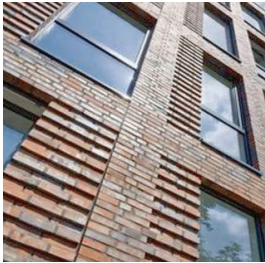
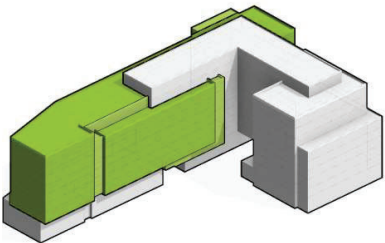
LINEAR BAR



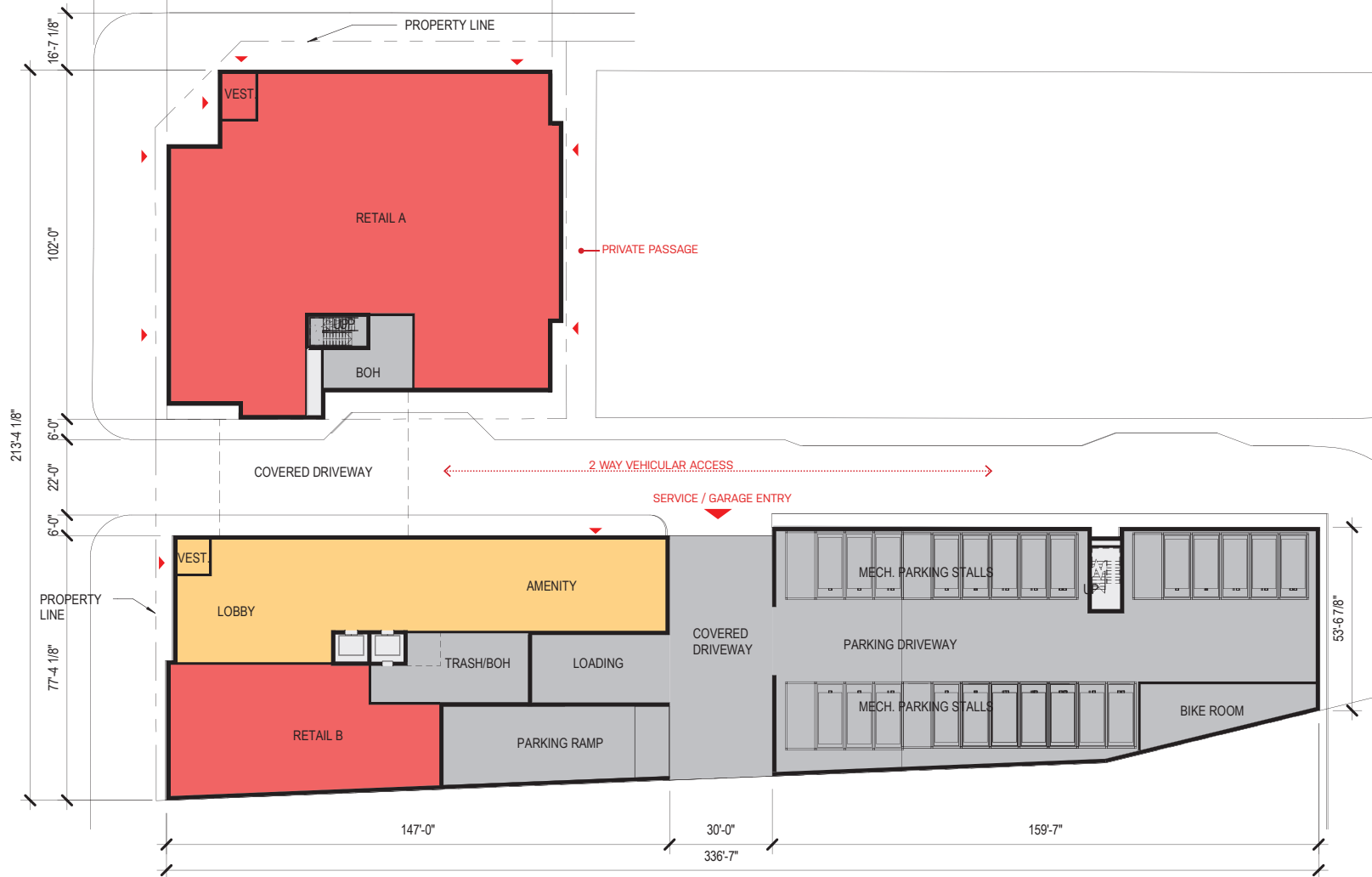
CORNER VOLUME FEATURES



LINEAR BAR FEATURES

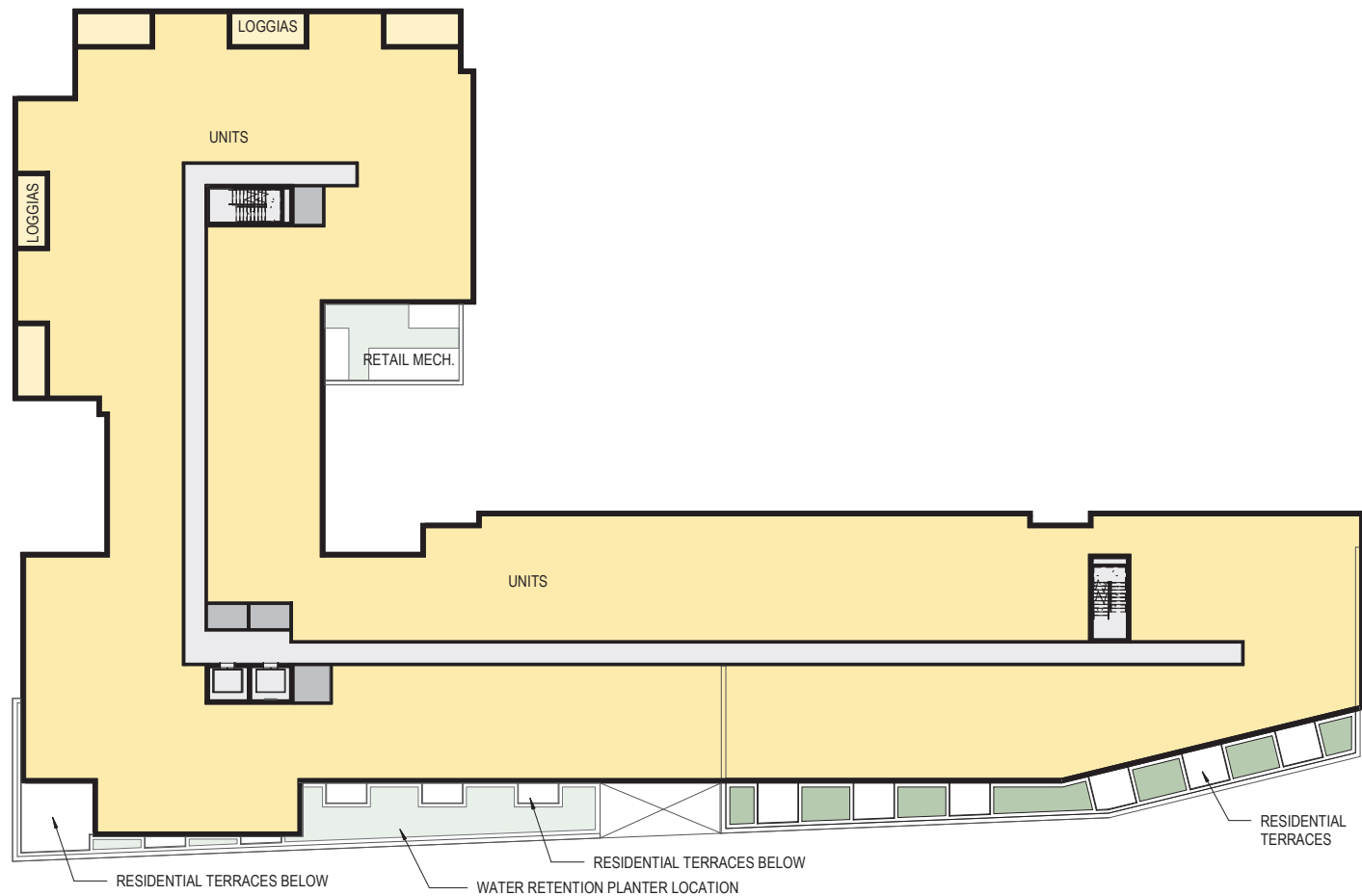


GROUND LEVEL PLAN



SCALE: 1/30" = 1'-0"

TYPICAL LEVEL PLAN (3RD FLOOR)



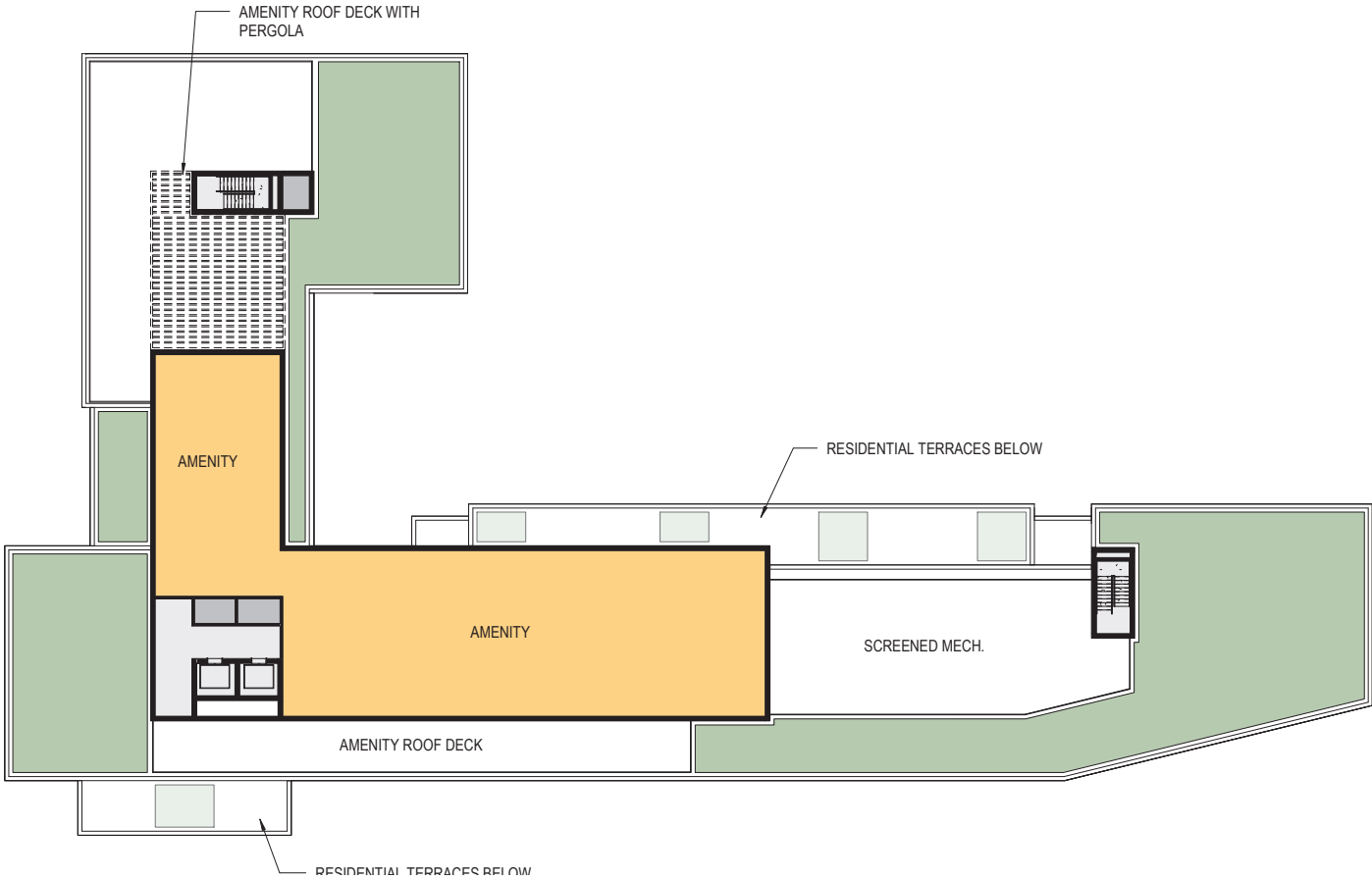
SCALE: 1/30" = 1'-0"

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7070 ARLINGTON ROAD | FEDERAL REALTY
DAP SUBMISSION- SKETCH PLAN | 10 FEBRUARY, 2021

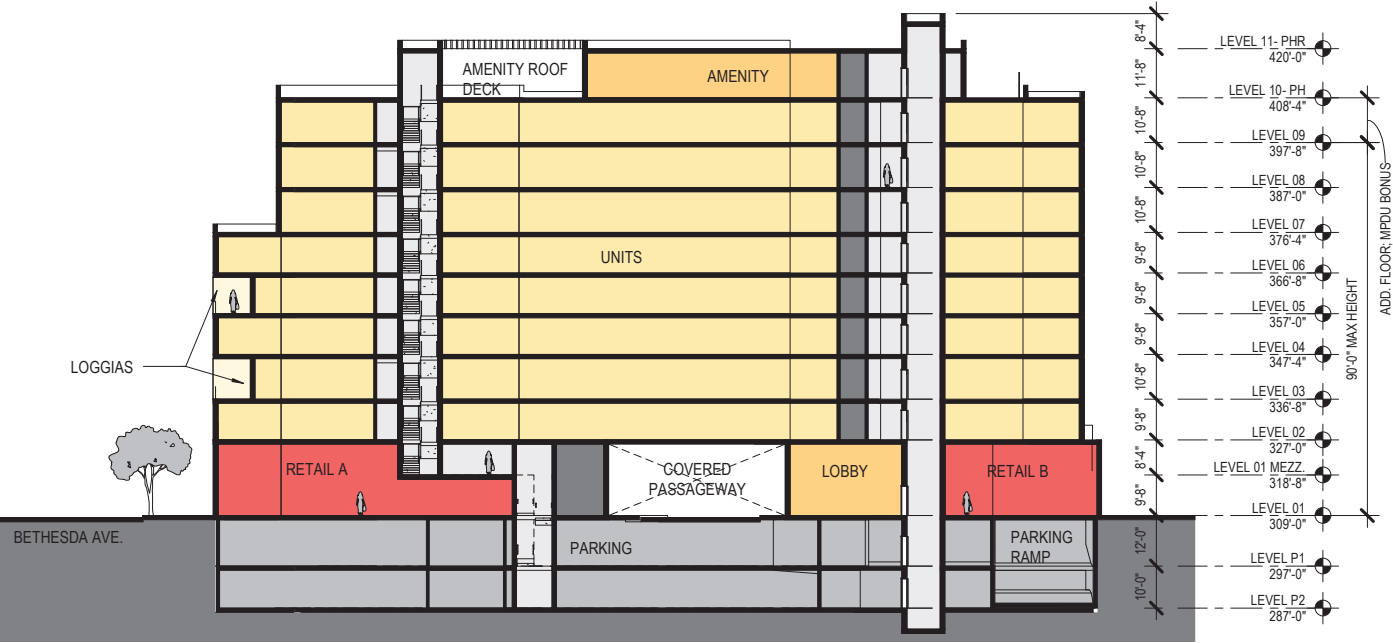
hickok cole

ROOF LEVEL PLAN



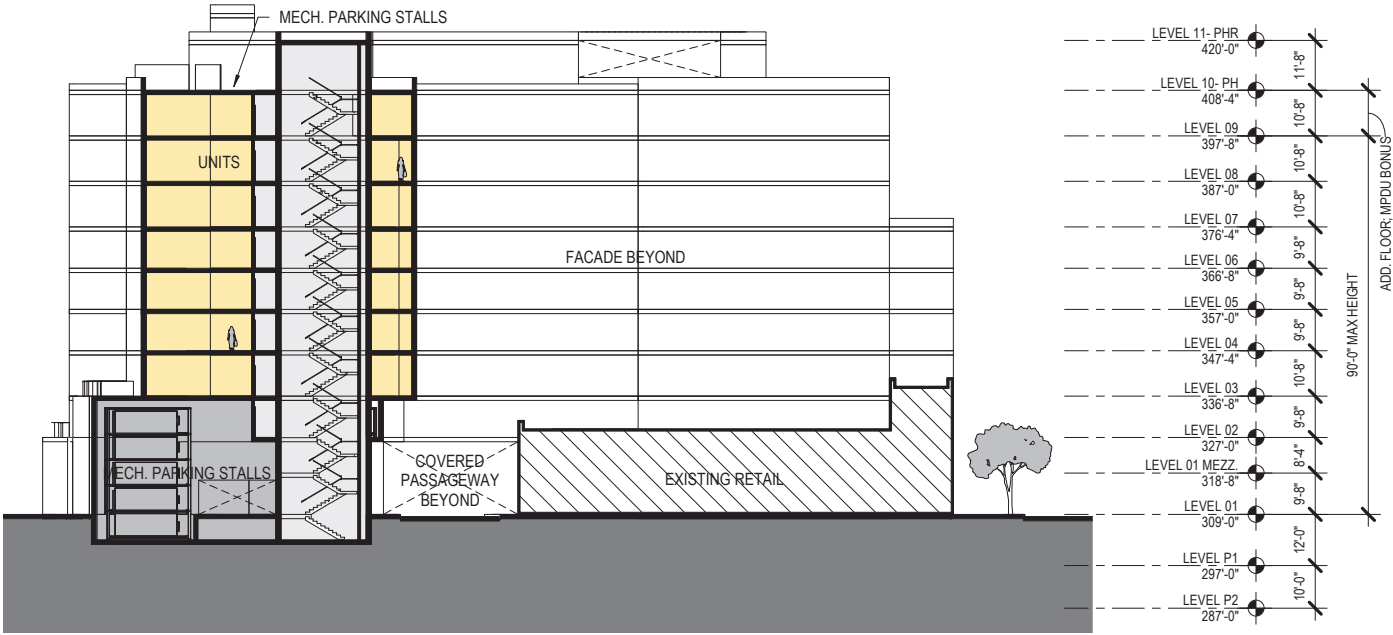
SCALE: 1/30" = 1'-0"

BUILDING SECTION



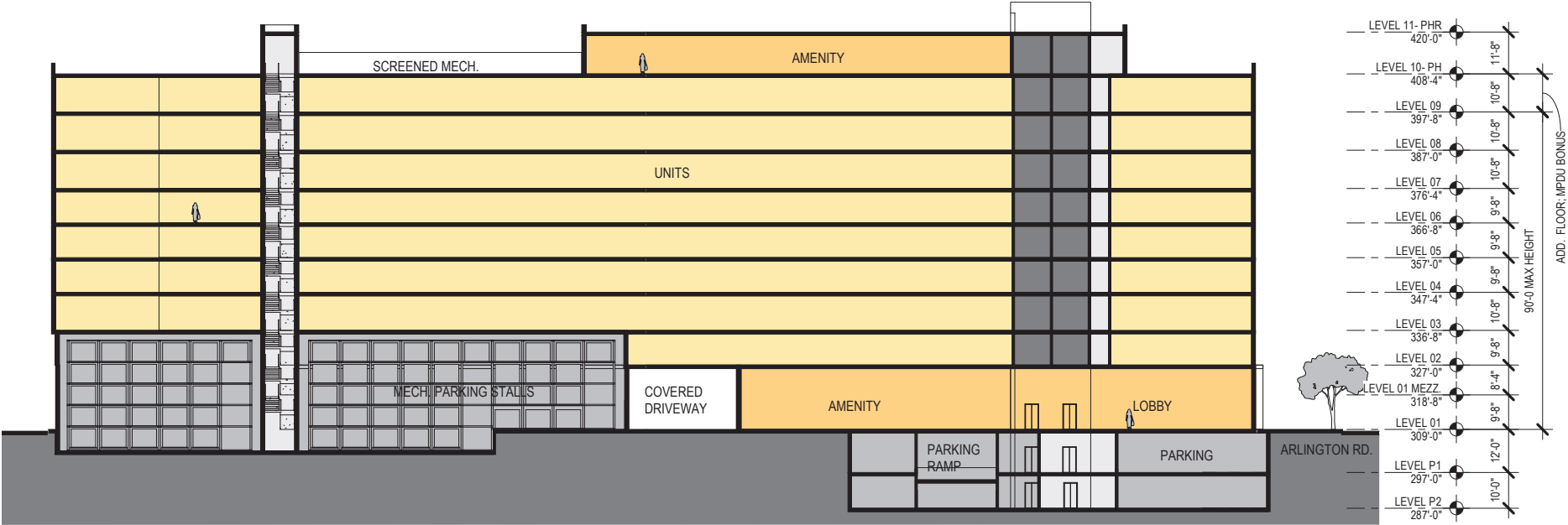
SCALE: 1/30" = 1'-0"

BUILDING SECTION



SCALE: 1/30" = 1'-0"

BUILDING SECTION



SCALE: 1/30" = 1'-0"



Transmittal

PROJECT: Bethesda Row Feasibility Study 19064 DATE: 2/10/2021

SUBJECT: DAP Submission-Sketch PLan (2021-02-10) TRANSMITTAL ID: 00003

PURPOSE: For your use VIA: Email

FROM

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REMARKS: All-

Please Find attached updated package with added **EXISTING CONDITIONS PLAN** and updated **CONCEPTUAL DIAGRAM**. Let us know

Transmittal

DATE: 2/10/2021
TRANSMITTAL ID: 00003

if you have any other comments.

Thanks,

DESCRIPTION OF CONTENTS

QTY	DATED	TITLE	NOTES
1	2/10/2021	2021-02-10_BROW_Sketch Plan Submission (DAP)_FINAL.pdf	

COPIES:

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