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

PROJECT INFORMATION

<table>
<thead>
<tr>
<th>Project Name</th>
<th>7070 Arlington Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Number(s)</td>
<td></td>
</tr>
<tr>
<td>Project Address</td>
<td>4870 Bethesda Ave</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>Mark Hendrickson/FRIT</td>
<td>703-776-9682</td>
</tr>
<tr>
<td>Architect</td>
<td>Laurence Caudle/Hickok Cole</td>
<td></td>
</tr>
<tr>
<td>Landscape Architect</td>
<td>TBD</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>
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<tbody>
<tr>
<td>Project Data</td>
<td>CRT-2.25 C-2.25 R-2.25 H-90</td>
<td>100’</td>
<td>313,070 sf / 2.42</td>
<td>17.6</td>
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<tr>
<td>Proposed Land Uses</td>
<td>residential, commercial</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Sidewalk Zone</th>
<th>5'-8', 6'-8'</th>
<th>5', 8'</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Planting/Furnishing Zone</td>
<td>8'-12', 6'-10'</td>
<td>8', 8'</td>
<td></td>
</tr>
<tr>
<td>Pedestrian Though Zone</td>
<td>0'-7', 5'-8'</td>
<td>4', 4'</td>
<td></td>
</tr>
<tr>
<td>Frontage Zone</td>
<td>15'-20', 20'-25'</td>
<td>17', 20'</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Tower</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Separation Distance</td>
<td>45-60'</td>
</tr>
<tr>
<td>Step-Back</td>
<td>Per Street Type</td>
</tr>
<tr>
<td>Bulk Reduction Methods</td>
<td>limit apparent face, modulate and articulate facade, material mix</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
CONTENT

CONTEXT
Site Review, Design Guidelines, Opportunities

CONCEPT
Diagrams, Massing, Views and Precedents

FACADE ARTICULATION
Diagrams and Precedents

PLANS & SECTIONS
SITE ANALYSIS
SITE PHOTOGRAPHS

Looking Northwest Bethesda Ave & Arlington Rd

Looking East Bethesda Ave

Looking West Arlington Rd

Looking West Bethesda Ave

Capital Crescent Trail

Pedestrian Path Bethesda Lane
SITE PHOTOGRAPHS

[Images of site photographs looking east at Woodmont Ave & Bethesda Ave]
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, seating and seating, while also ensuring a clear passageway for pedestrians.

NEIGHBORHOOD CONNECTOR

ARLINGTON ROAD

Neighborhood Connectors typically accommodate vehicular through traffic for area residents and are often consistent with bike facilities and less pedestrian volume than Downtown Mixed-Use and Main Streets. These streets are predominantly lined by mid-rise or mixed-use buildings with a range of building heights and auto-oriented commercial uses requiring frequent driveway cuts. Examples of Neighborhood Connectors include Bradley Boulevard, Battery Lane, and portions of Arlington Road near the outer boundaries of the Downtown Bethesda Main 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 2.03: Neighborhood Main Street

<table>
<thead>
<tr>
<th>Sidewalk Zones</th>
<th>Building Placement</th>
<th>Building Form</th>
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<tr>
<td>A. Parking/Purshing Zone: 5 - 8 ft.</td>
<td>Build to Line: 15 - 20 ft. from street curb</td>
<td>F. Step Back: 15 - 20 ft. **</td>
</tr>
<tr>
<td>B. Pedestrian Through Zone: 8 - 12 ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Frontage Zone: 0 - 7 ft.</td>
<td></td>
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Table 2.04: Neighborhood Connector

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<td>A. Parking/Purshing Zone: 5 - 8 ft.</td>
<td>Build to Line: 20 - 25 ft. from street curb</td>
<td>F. Step Back: 15 - 20 ft. **</td>
</tr>
<tr>
<td>B. Pedestrian Through Zone: 8 - 12 ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Frontage Zone: 0 - 7 ft.</td>
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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.

- A. Provide frequent entries and ground floor transparency.
- B. Orient balconies and terraces toward the street.

B  VARIATION AND ARTICULATION

Intent: To ensure that facades are not exceedingly long, unbroken, 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.

- A. Vary base height.
- B. Provide plane changes in the facade.
- C. Consider variation in materials or color.

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.

- A. Lower floor units wrap parking structure to achieve step-back.
- B. With step-backs, pedestrians perceive the lower-scale base height.

This residential development in Rockville illustrates the relationship between the pedestrian and the building step-back.

Source: The Upton (above)
CONCEPTUAL DIAGRAM
ARCHITECTURAL CONCEPT

MASSING VARIATION 01
"LINKED VOLUMES"

0 ZONING ENVELOPE

1 LINKED VOLUMES
• ARTICULATING THE MASSING INTO A CORNER MASS AND LINEAR BAR CONNECTED BY A SUSPENDED LINK
• CURATED ROOFTOP DECK WITH EXTENSIVE GREEN AREAS AND INDOOR/OUTDOOR AMENITIES.
• REINFORCE CONNECTION WITH PUBLIC REALM INTRODUCING ACTIVE FRONTS AT PRIVATE PEDESTRIAN ALLEY AND COVERED VEHICULAR DRIVEWAY

2 TERRACED CORNER & LOGGIAS
• TERRACED BUILDING CORNER TO ARTICULATE FACADE AND RELATE IN SCALE TO SURROUNDINGS CREATING OUTDOOR SPACE
• INTEGRATION OF INSET LOGGIAS TO CONNECT THE UNITS WITH THE PUBLIC REALM
• ARTICULATION OF FRONT ON ARLINGTON ROAD WITH A SEQUENCE OF VERTICAL AND HORIZONTAL ELEMENTS

3 ARTICULATED LINEAR BAR
• SCULPTING FACADE TO REDUCE THE SCALE & INTRODUCING A BREAK, SIMILAR IN LANGUAGE TO MAIN FACADE
CONCEPT
MASSING VARIATION 01
“LINKED VOLUMES”

1 LINKED VOLUMES

2 TERRACED CORNER & LOGGIAS

3 ARTICULATED LINEAR BAR
CONCEPT
MASSING VARIATION 02
“INTERSECTING VOLUMES”

0 ZONING ENVELOPE

1 INTERSECTING VOLUMES
- CREATE TWO VOLUMES & INTERSECT THEM
- SET VOLUMES AT CORNER AND MIDBLOCK BACK TO CELEBRATE CORNER CONDITION
- CURATED ROOFTOP DECK WITH EXTENSIVE GREEN AREAS AND INDOOR/OUTDOOR AMENITIES
- REINFORCE CONNECTION WITH PUBLIC REALM INTRODUCING ACTIVE FRONTS AT PRIVATE PEDESTRIAN ALLEY AND COVERED VEHICULAR DRIVEWAY

2 TERRACED CORNER
- TERRACED BUILDING CORNER TO ARTICULATE FACADE AND RELATE IN SCALE TO SURROUNDINGS CREATING OUTDOOR SPACE
- ARTICULATION OF FRONT ON ARLINGTON ROAD WITH A SEQUENCE OF VERTICAL AND HORIZONTAL ELEMENTS

3 3DIMENSIONAL ARRAY
- SCULPT BACK FACADE BY BREAKING THE SCALE & CREATING A 3 DIMENSIONAL FACADE ARTICULATION
CONCEPT
MASSING VARIATION 02
"INTERSECTING VOLUMES"

1 INTERSECTING VOLUMES

2 TERRACE CORNER

3 3DIMENSIONAL ARRAY
CREATIVE PLACE MAKING OPPORTUNITIES
RETAIL PRECEDENTS
MASSING IN CONTEXT WITH ZONING ENVELOPES

MASSING VARIATION 01
"LINKED VOLUMES"

AXON VIEW - LOOKING SOUTHWEST
AXON VIEW - LOOKING SOUTHEAST
MASSING IN CONTEXT
MASSING VARIATION 01
"LINKED VOLUMES"

1. STREET VIEW - LOOKING SOUTHWEST
2. STREET VIEW - LOOKING WEST
3. AERIAL VIEW - LOOKING SOUTHWEST
4. STREET VIEW - LOOKING WEST
MASSING IN CONTEXT
MASSING VARIATION 01
“LINKED VOLUMES”

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

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

hickok cole
MASSING IN CONTEXT WITH ZONING ENVELOPES

MASSING VARIATION 02
"INTERSECTING VOLUMES"

AXON VIEW - LOOKING SOUTHWEST

AXON VIEW - LOOKING SOUTHEAST
MASSING IN CONTEXT

MASSING VARIATION 02
"INTERSECTING VOLUMES"

1. STREET VIEW - LOOKING SOUTHWEST
2. STREET VIEW - LOOKING WEST
3. AERIAL VIEW - LOOKING SOUTHWEST
4. STREET VIEW - LOOKING WEST
MASSING IN CONTEXT
MASSING VARIATION 02
"INTERSECTING VOLUMES"

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
FACADE ARTICULATION

CORNER VOLUME

LINEAR BAR
CORNER VOLUME FEATURES
LINEAR BAR FEATURES
TYPICAL LEVEL PLAN (3RD FLOOR)
BUILDING SECTION

LEVEL 01
309'

LEVEL 02
327'

LEVEL P1
297'

LEVEL P2
287'

LEVEL 03
336'

LEVEL 04
347'

LEVEL 05
357'

LEVEL 06
366'

LEVEL 07
376'

LEVEL 08
387'

LEVEL 09
397'

LEVEL 10
408'

LEVEL 11
420'

LEVEL 01 MEZZ.
318'

UNITS

COVERED DRIVEWAY

AMENITY

PARKING

SCREENED MECH.

PH

PHR

ARLINGTON RD.

ADJ. FLOOR MPDU BONUS

SCALE: 1/30" = 1'-0"
PROJECT: Bethesda Row Feasibility Study
DATE: 2/10/2021

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

PURPOSE: For your use
VIA: Email

FROM

NAME          EMAIL                          PHONE
Fanny Gonzalez  fgonzalez@hickokcole.com       357
Hickok Cole

TO

NAME          EMAIL                          PHONE
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Severna Park, MD 21146
United States of America

REMARKS:
All-

Please Find attached updated package with added existing conditions plan and updated conceptual diagram. Let us know
if you have any other comments.

Thanks,

DESCRIPTION OF CONTENTS

<table>
<thead>
<tr>
<th>QTY</th>
<th>DATED</th>
<th>TITLE</th>
<th>NOTES</th>
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<td>2021-02-10_BROW_Sketch Plan Submission (DAP)_FINAL.pdf</td>
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</tbody>
</table>

COPIES:

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David Wahl (Hickok Cole)
Fanny Gonzalez (Hickok Cole)