

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	7126 Wisconsin Avenue
File Number(s)	
Project Address	7126 and 7140 Wisconsin Avenue, 4705 Miller Avenue, 4708 Bethesda Avenue

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Wisconsin Avenue Properties, LLC (Josh Etter)	240-499-7626	jetter@foulgerpratt.com
Architect	SK+I Architecture (Andy Czajkowski), 240-479-7488, aczajkowski@skiarch.com		
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR-3.0, C-3.0, R-2.75, H-225/200	225/200	410,688 GSF/8.94 FAR	272,853 GSF/5.94 FAR	15%
Proposed Land Uses	Multi-family residential units, ground floor non-residential uses				

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): There are three street types that apply, please see attached chart.

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone			
Pedestrian Thorough Zone			
Frontage Zone			
Building Placement			
Build-to Line (from street curb)			
Building Form			
Base Height			
Step-Back			

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'	22.6' on site's side of property line	No
Step-Back	Per Street Type	22.6'	
Bulk Reduction Methods	Use of unique geometry, varied tower heights, modulated and articulated facades, limited apparent face		

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): 10

- 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



Street Type: Urban Boulevard (Wisconsin Avenue)

	Recommended	Provided	Alternative Compliance?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	6-10 feet	6 feet	No
Pedestrian Through Zone	10-20 feet	10 feet	No
Frontage Zone	0-10 feet	9 feet	No
<i>Building Placement</i>			
Build-to Line (from street curb)	25-30 feet	25 feet	No
<i>Building Form</i>			
Base Height	3-6 stories (35-70 feet)	6 stories/70 feet	No
Step-Back	10-15 feet	8-10 feet	Yes

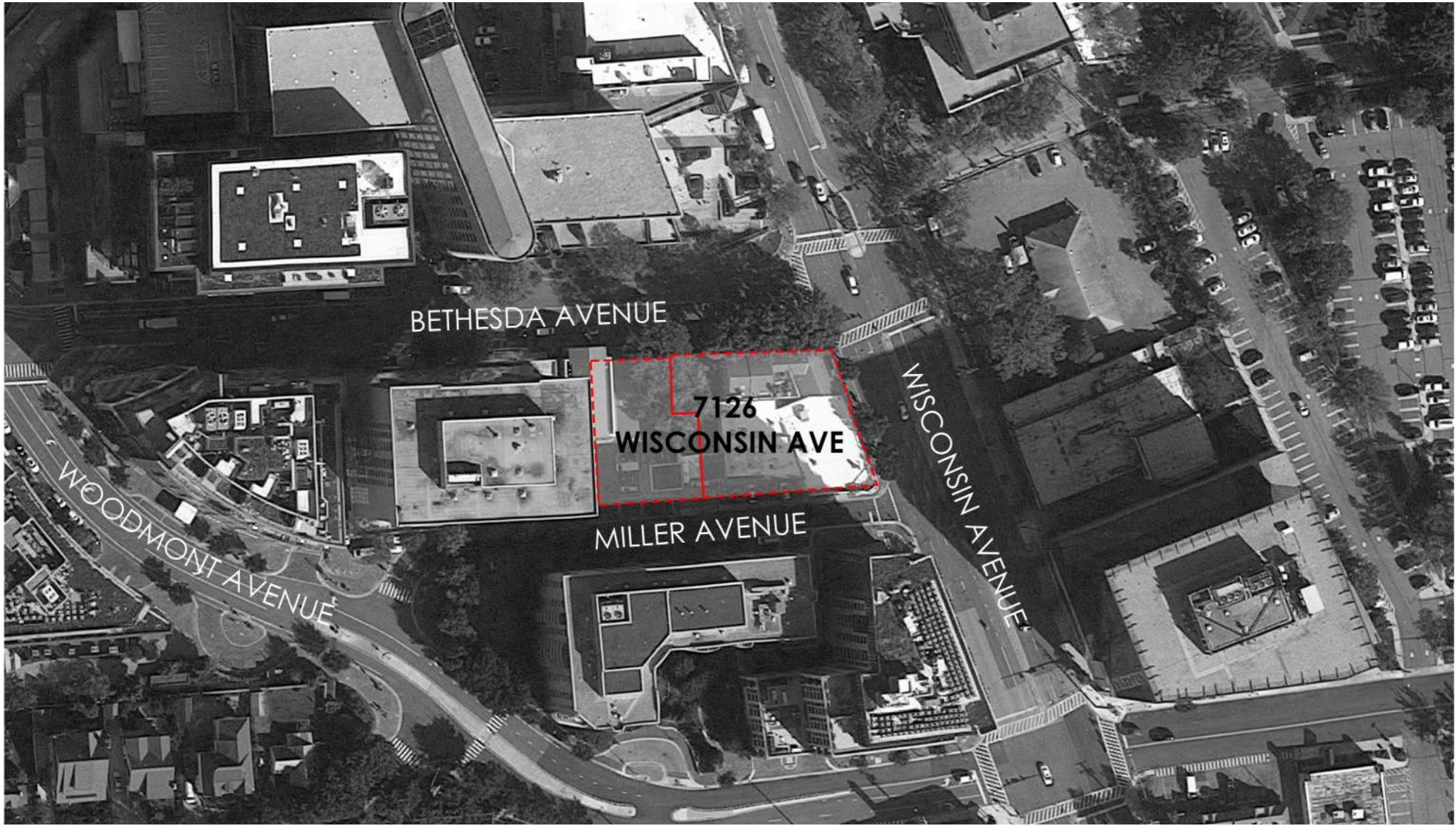
Street Type: Downtown Mixed-Use Street (Bethesda Avenue)

	Recommended	Provided	Alternative Compliance?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	5-8 feet	5 feet	No
Pedestrian Through Zone	8-12 feet	8 feet	No
Frontage Zone	0-7 feet	2 feet	No
<i>Building Placement</i>			
Build-to Line (from street curb)	15-20 feet	15 feet	No
<i>Building Form</i>			
Base Height	3-6 stories (35-70 feet)	6 stories/70 feet	No
Step-Back	10-15 feet	8-10 feet	Yes

Street Type: Neighborhood Local Street (Miller Avenue)

	Recommended	Provided	Alternative Compliance?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	5-8 feet	5 feet	No
Pedestrian Through Zone	6-10 feet	6 feet	No
Frontage Zone	0-4 feet	3 feet	No
<i>Building Placement</i>			
Build-to Line (from street curb)	12-15 feet	15 feet	No
<i>Building Form</i>			
Base Height	2-4 stories (25-50 feet)	Varies	No
Step-Back	15-20 feet	Averages approx. 18 feet	No

7126 Wisconsin Ave
Bethesda, Maryland



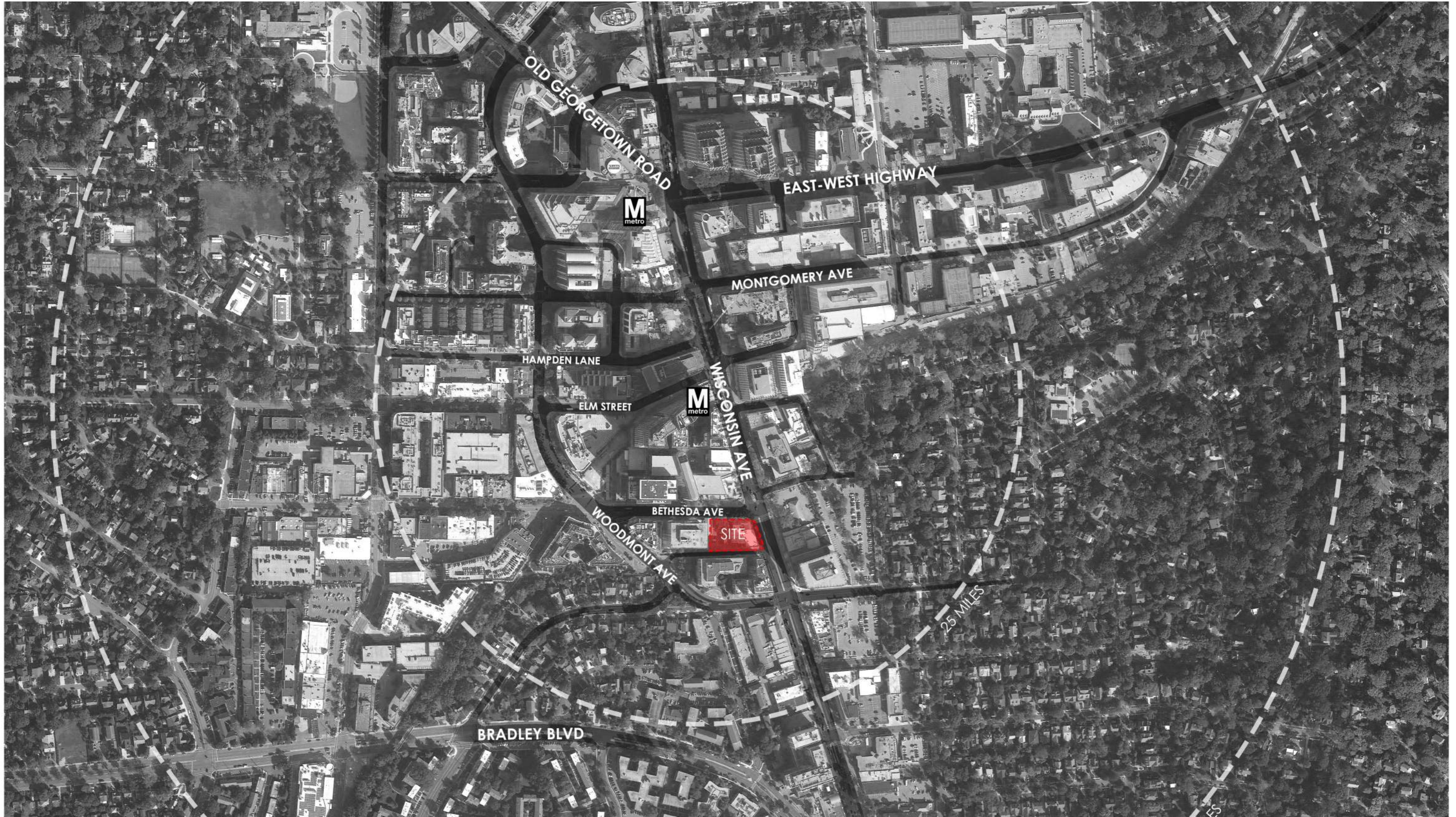
DEVELOPERS / APPLICANTS:
Foulger Pratt

SITE LOCATION:
7126 Wisconsin Ave,
7140 Wisconsin Ave,
4705 Miller Avenue,
4708 Bethesda Avenue,
Bethesda, MD

LAND USE COUNSEL:
Wire Gill LLP

ARCHITECT:
SK+I Architecture

CIVIL:
Bohler Engineering



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site context

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July 14, 2021

A.2



LEGEND

CAPITAL CRESCENT TRAIL

MAJOR VEHICULAR ROADS

SITE OUTLINE

RESIDENTIAL AREA

COMMERCIAL AREA

BUS STOP

M

metro

METRO ENTRANCE

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site plan

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A.3

SK+I

ARCHITECTURE

F

OULGER-PRATT

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE



1. CRESCENT PLAZA CONDO



2. THE DARCY - THE FLATS



3. SOLAIRE 7077 WOODMONT



4. 7200 WISCONSIN AVE



5. THE SEASONS



6. 7201 WISCONSIN AVE.



9. 7101 WISCONSIN AVE.



6. 7201 WISCONSIN AVE.



7. FARM WOMENS MARKET



8. 7137 WISCONSIN AVE.



9. 7101 WISCONSIN AVE.

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site photos

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE



Wisconsin Avenue (Urban Boulevard)

2.1.2 Urban Boulevard

Urban Boulevards typically carry a significant amount of pedestrian, bus and vehicular traffic, and connect to major transit nodes. These streets are predominantly lined by high-rise buildings with a mix of commercial and residential uses. Examples of Urban Boulevards include Wisconsin Avenue and Old Georgetown Road.

Intent: Building and sidewalk design along Urban Boulevards should ensure both efficient pedestrian flow and comfort despite the prominence of large-scale buildings and streets.

Table 2.01: Urban Boulevard

Sidewalk Zones

- A. Planting/Furnishing Zone: 6-10 ft.
- B. Pedestrian Through Zone: 10-20 ft.
- C. Frontage Zone*: 0-10 ft.

Building Placement

- D. Build-to Line: 25-30 ft. from street curb

Building Form

- E. Base Height: 3-6 stories (35-70 ft.)
- F. Step-back: 10-15 ft.**

Alternative Treatments

** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.



* The Frontage Zone can be minimized or eliminated particularly near transit stations to provide a wider Pedestrian Through Zone.

Bethesda Avenue (Downtown Mixed-Use)

2.1.3 Downtown Mixed-Use Street

Downtown Mixed-Use Streets typically accommodate high levels of pedestrian activity with frequent parking turnover, as well as loading and service access needs for local businesses and multi-unit residential buildings. These streets are predominantly lined by mid- to high-rise buildings with a mix of commercial and residential uses. Examples of Downtown Mixed-Use Streets include Woodmont Avenue and most streets in the Downtown Bethesda core and Woodmont Triangle District.

Intent: Building and sidewalk designs along Downtown Mixed-Use Streets should create a vibrant environment that accommodates the diverse needs of businesses, residents and visitors. Sidewalks should balance ease of walkability for continuous pedestrian flow with space for outdoor uses.

Table 2.02: Downtown Mixed-Use Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5-8 ft.
- B. Pedestrian Through Zone: 8-12 ft.
- C. Frontage Zone*: 0-7 ft.

Building Placement

- D. Build-to Line: 15-20 ft. from street curb

Building Form

- E. Base Height: 3-6 stories (35-70 ft.)
- F. Step-back: 10-15 ft.**

Alternative Treatments

** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.



The Frontage Zone can be minimized or eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.

Miller Avenue (Neighborhood Local)

2.1.7 Neighborhood Local Street

Neighborhood Local Streets are typically narrow side streets that accommodate shared bike uses, access to residential parking, on-street parking and low traffic volumes with very slow auto speeds. Sidewalks along these streets are often narrower than on other types because of the constrained street width.

Intent: Building and sidewalk designs along Neighborhood Local Streets should provide efficient and comfortable access from the urban core to neighborhoods of low-scale buildings and detached homes. Because local streets provide a transition from the downtown core to surrounding neighborhood streets, the height of building frontages should reflect this change in scale.

Table 2.06: Neighborhood Local Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5-8 ft.
- B. Pedestrian Through Zone: 6-10 ft.
- C. Frontage Zone: 0-4 ft.

Building Placement

- D. Build-to Line: 12-15 ft. from street curb

Building Form

- E. Base Height: 2-4 stories (25-50 ft.)*
- F. Step-back: 15-20 ft.*

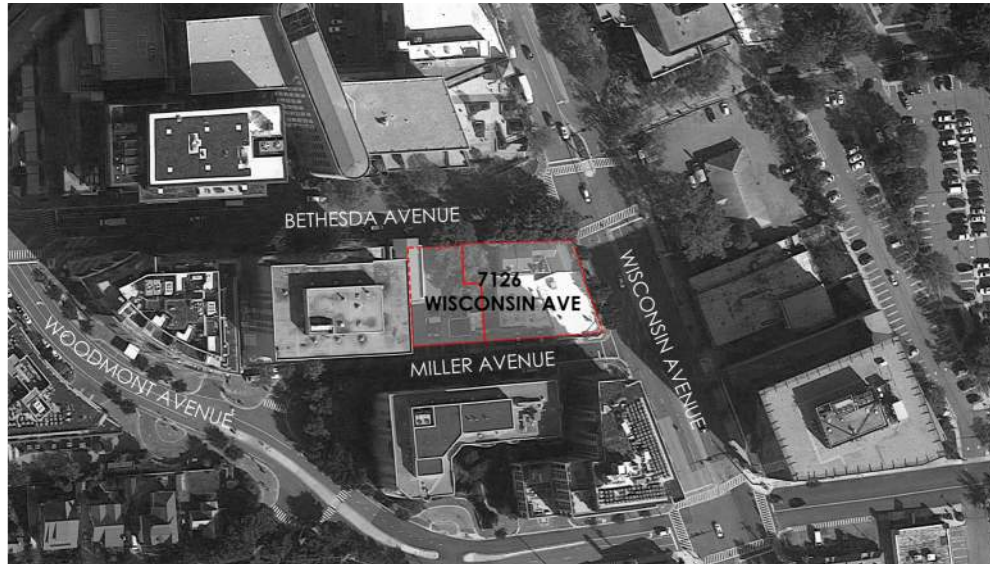
* Properties on a Neighborhood Local Street confronting a Residential Detached or Residential Townhouse zone should see the Montgomery County Code Chapter 59 Section 4.1.8 Compatibility Requirements for base height and upper floor step-backs.



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design guidelines - street types

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE



Design Goals

- The new, expanded site, now completes the urban block with 3 activated frontages along Bethesda, Wisconsin, and Miller Avenues
- Achieve the design goals of the Bethesda Plan and provide a dynamic, sustainable, and inclusive signature address.
- Sculpt a signature residential tower while maintaining an approachable, scaled facade through:
 - Unique Geometry
 - Varying Tower Heights
 - Modulate and Articulating Facades
 - Limiting the Facade's Apparent Face
- Create active and engaging architectural frontages and streetscapes to enhance the public realm, while integrating the existing bank into ground floor retail

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design goals

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There are several ways to reduce the actual bulk of a building’s upper floors or to creatively reduce the perceived bulk of the building. Below is a menu of design techniques that can be used to sculpt building towers and achieve a varied skyline responsive to human scale. Every project is not required to apply every method; however, several should be used in combination to best meet the guideline intent.

D. Modulate and Articulate Facades

Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.



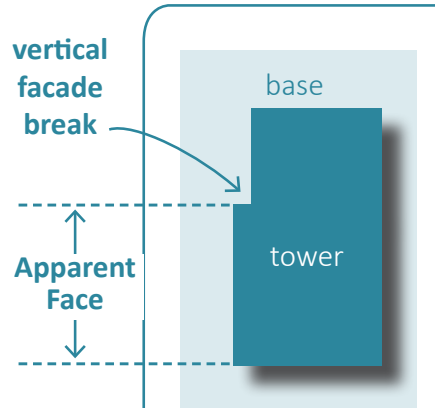
E. Vary Tower Placement and Orientation

Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.



F. Limit Apparent Face

The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.



2.4.8 Tower: “Menu” of Methods to Reduce Bulk

Intent: Downtown Bethesda is an important location in Montgomery County for increased building heights to accommodate future growth. However, collectively, buildings at taller heights can be an imposing presence on the public realm by casting large shadows, limiting sky views and creating an uncomfortable scale for pedestrians.

A. Limit Tower Floor Plate

Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building’s indoor environment.



B. Use Unique Geometry

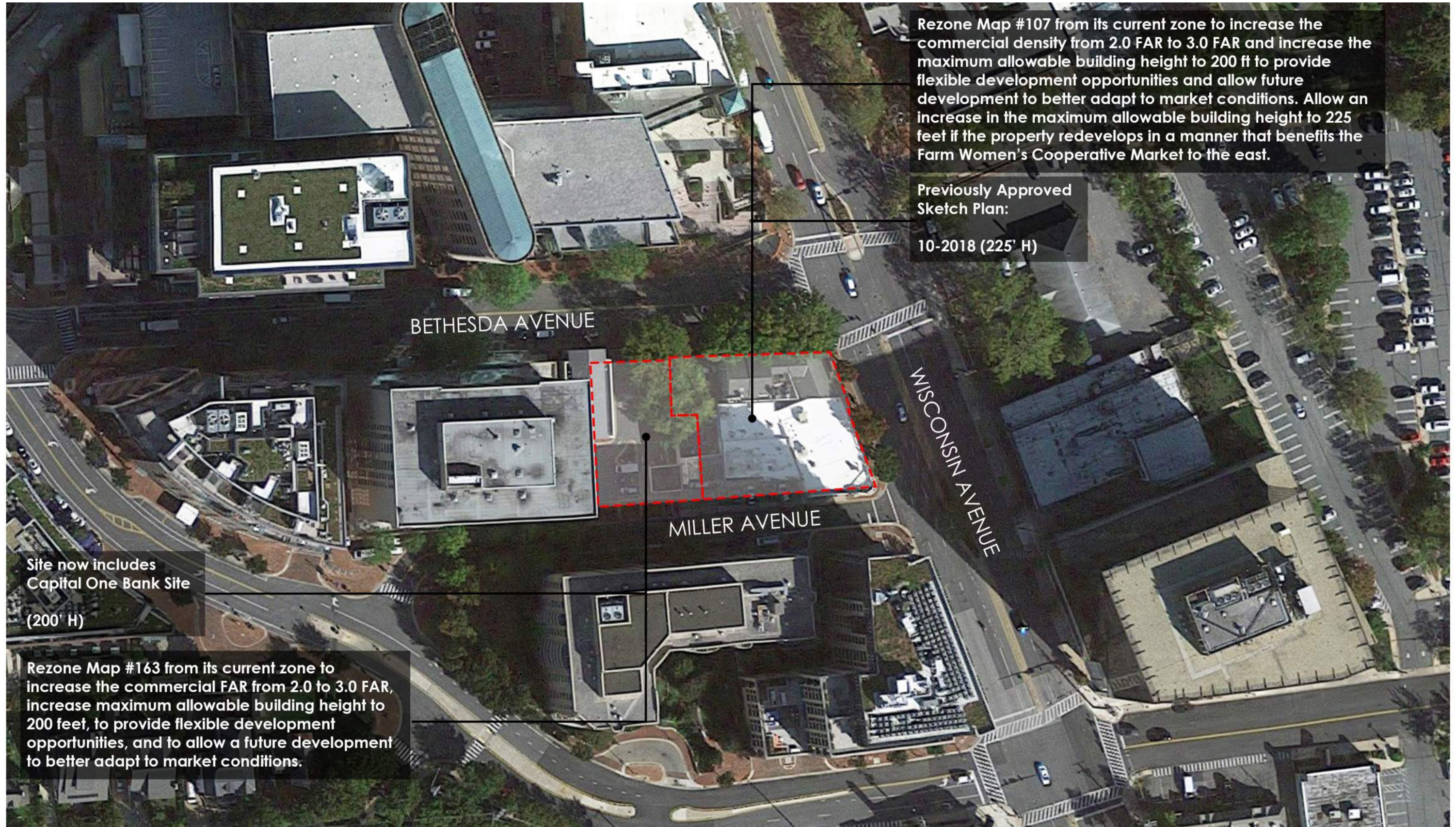
Varied geometry adds visual interest and helps to reduce the perceived bulk of a building’s upper floors. Angled and curved facades allow a building to be viewed dynamically from different vantage points. They can enhance privacy between towers in close proximity by directing views away from nearby windows.



C. Vary Tower Heights

Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.



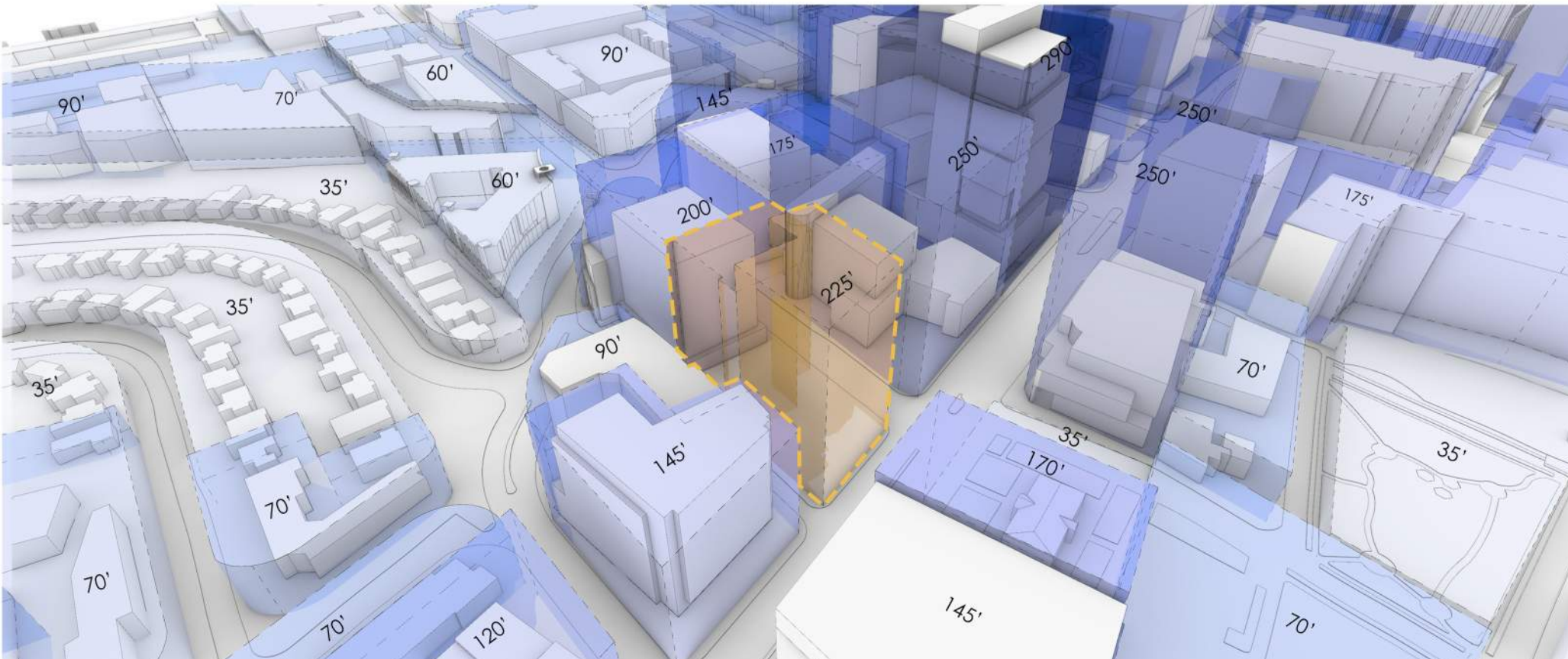
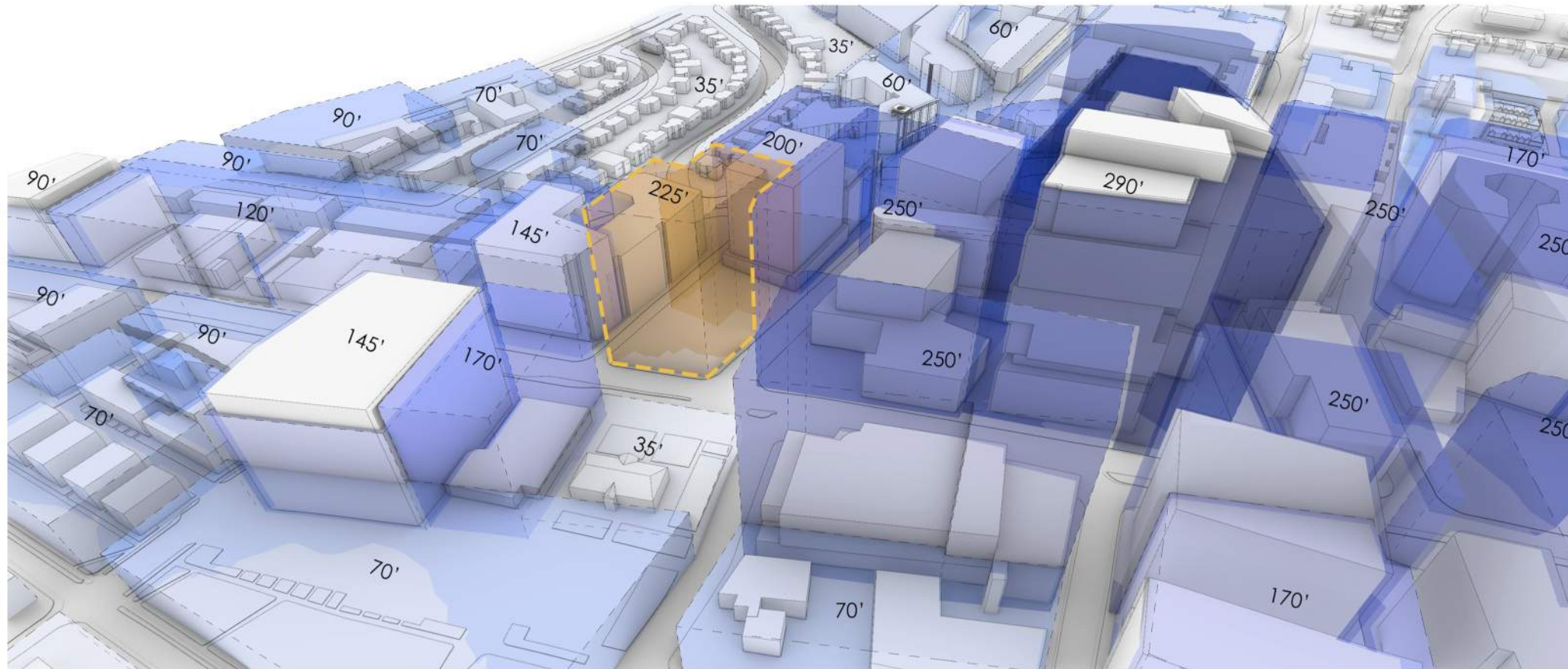


Rezone Map #107 from its current zone to increase the commercial density from 2.0 FAR to 3.0 FAR and increase the maximum allowable building height to 200 ft to provide flexible development opportunities and allow future development to better adapt to market conditions. Allow an increase in the maximum allowable building height to 225 feet if the property redevelops in a manner that benefits the Farm Women's Cooperative Market to the east.

Previously Approved Sketch Plan:
10-2018 (225' H)

Site now includes Capital One Bank Site
(200' H)

Rezone Map #163 from its current zone to increase the commercial FAR from 2.0 to 3.0 FAR, increase maximum allowable building height to 200 feet, to provide flexible development opportunities, and to allow a future development to better adapt to market conditions.



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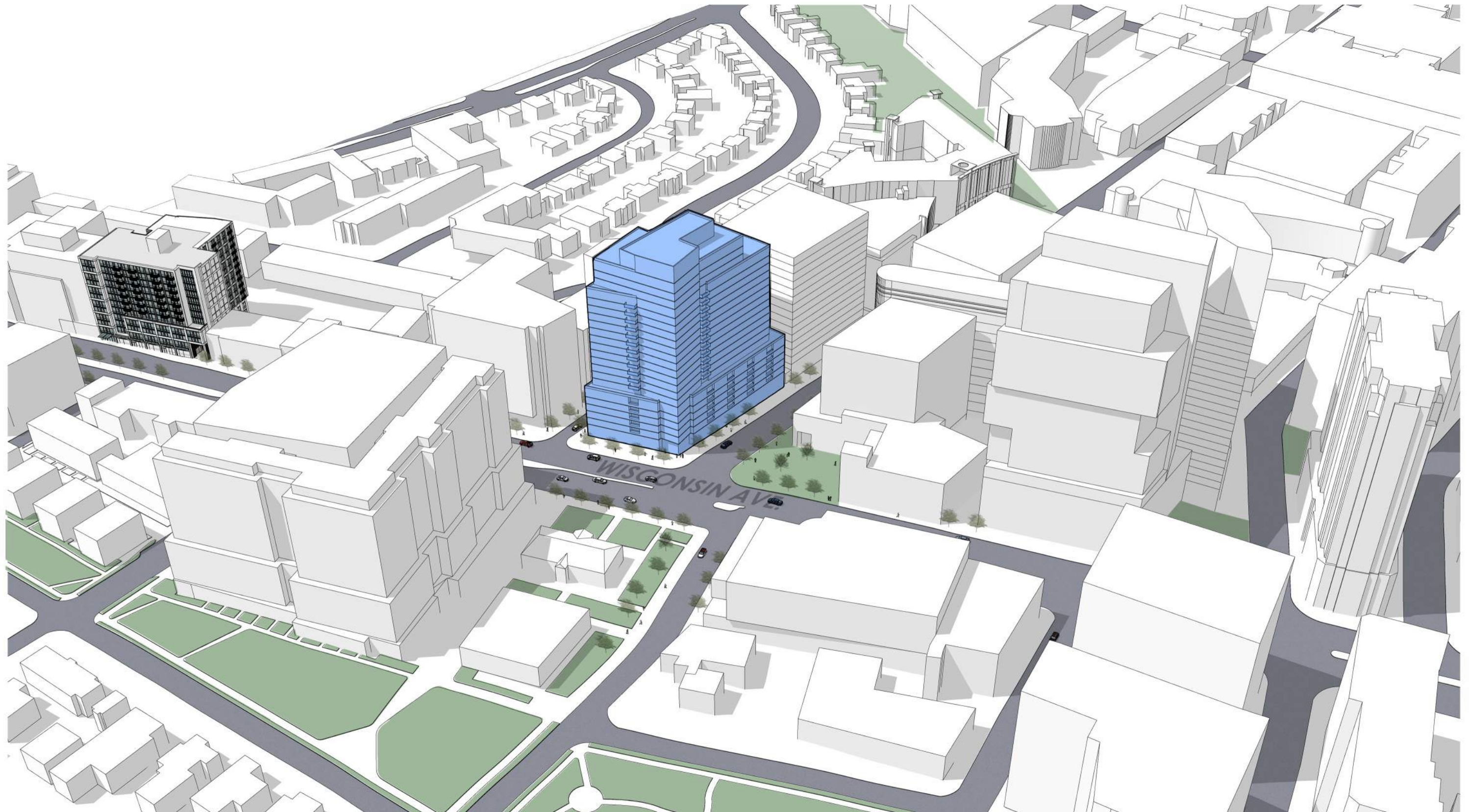
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massing in context of maximum allowable heights

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE



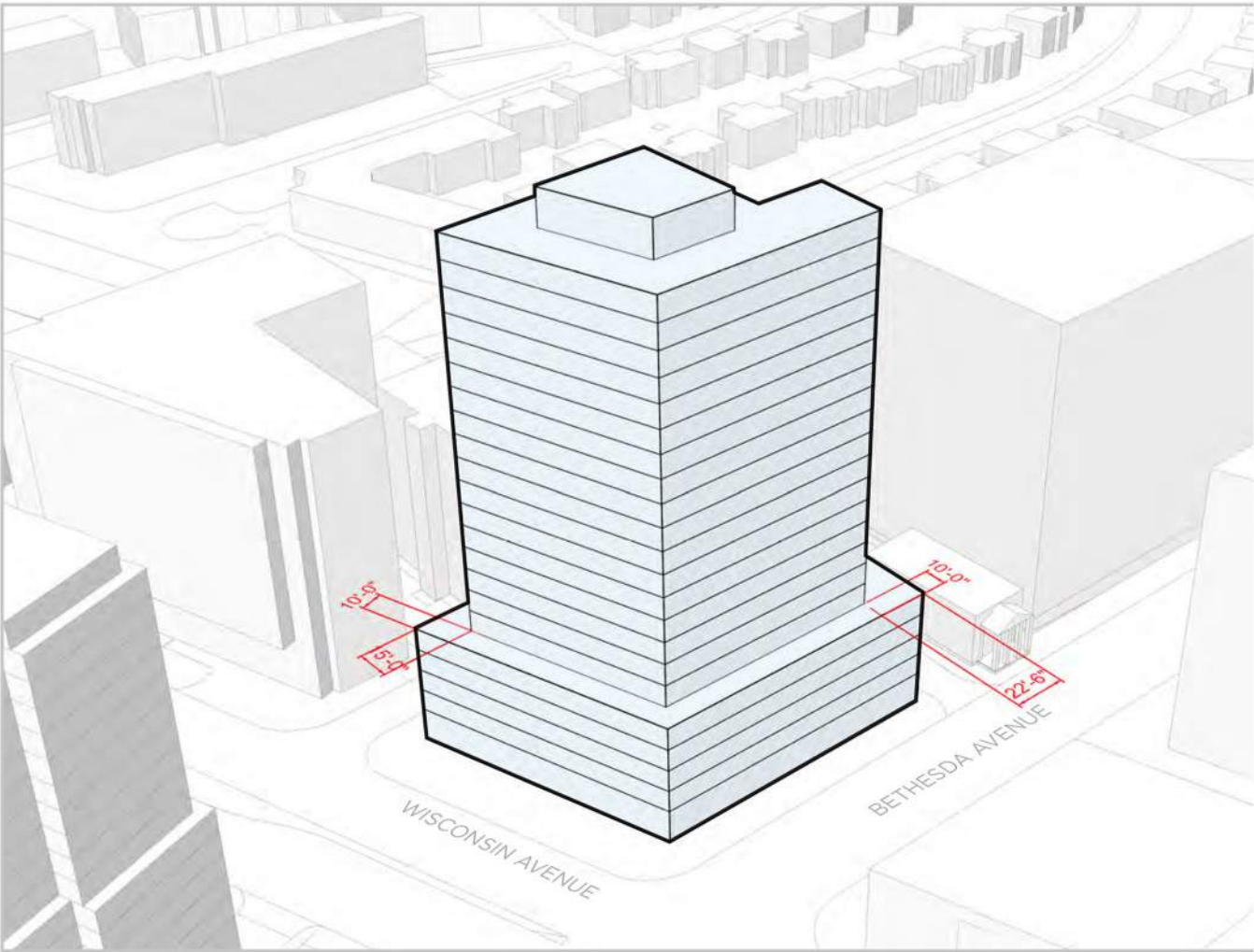
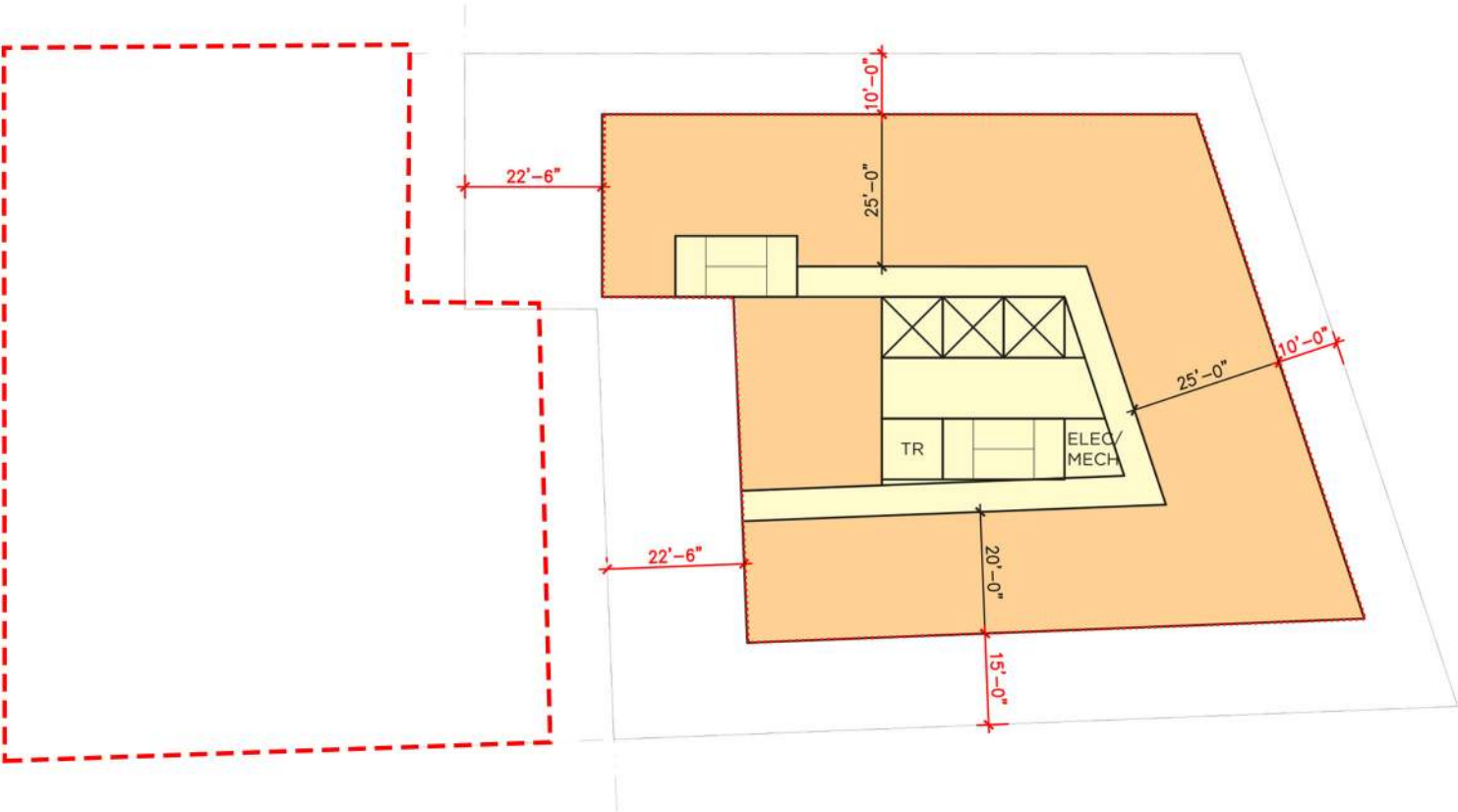
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current massing

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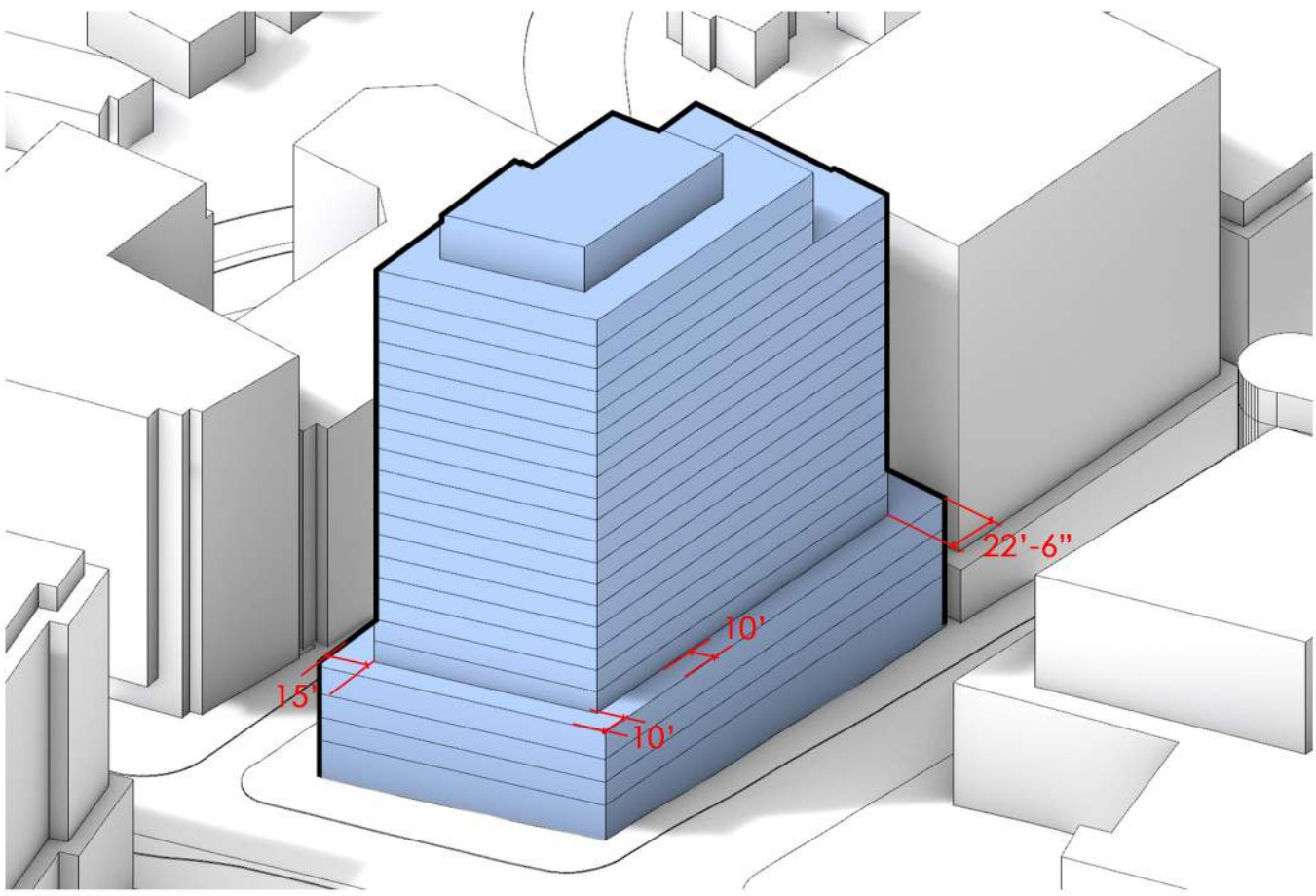
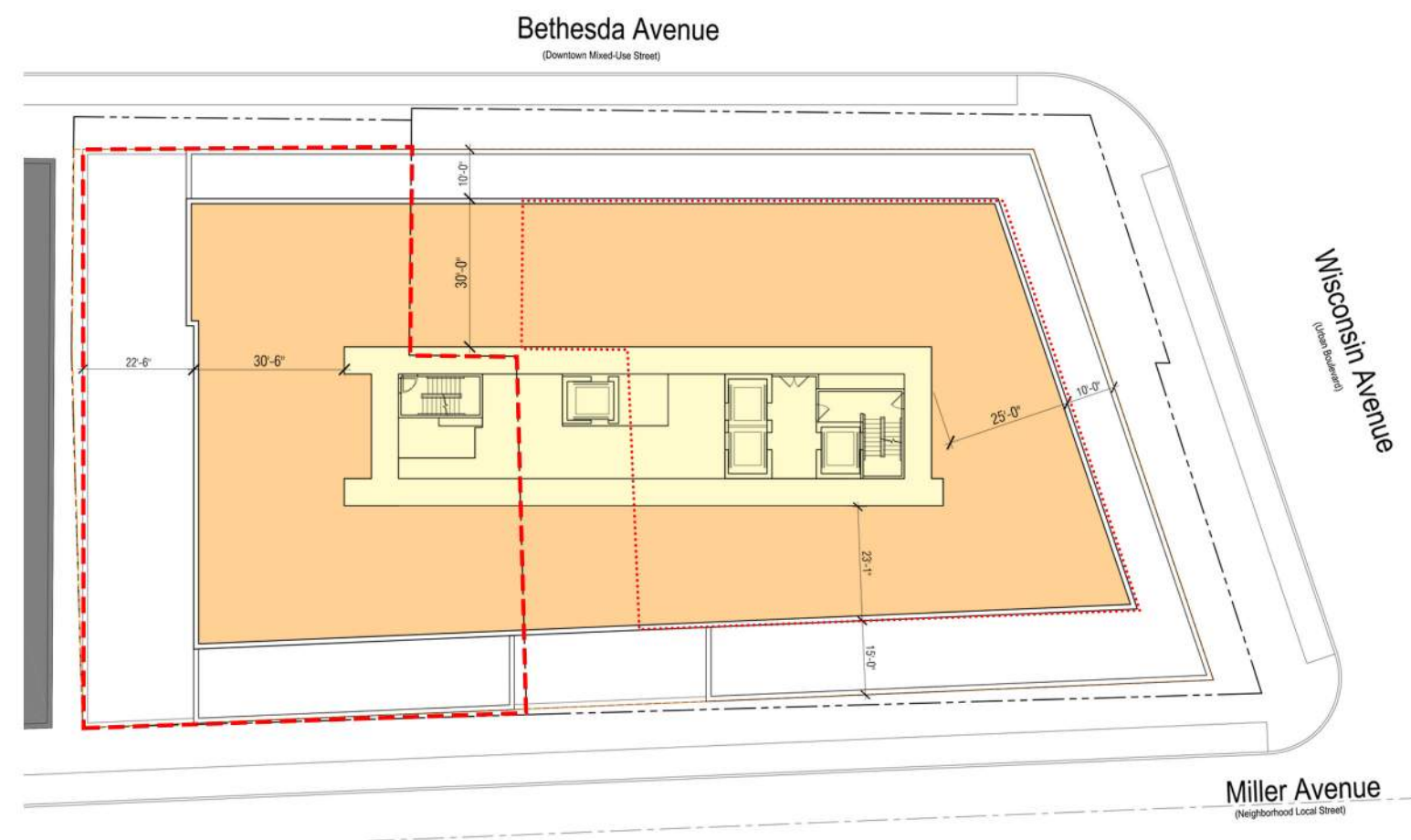
Design Guidelines Setback - Previous Site



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Design Guidelines Setback - Combined Site



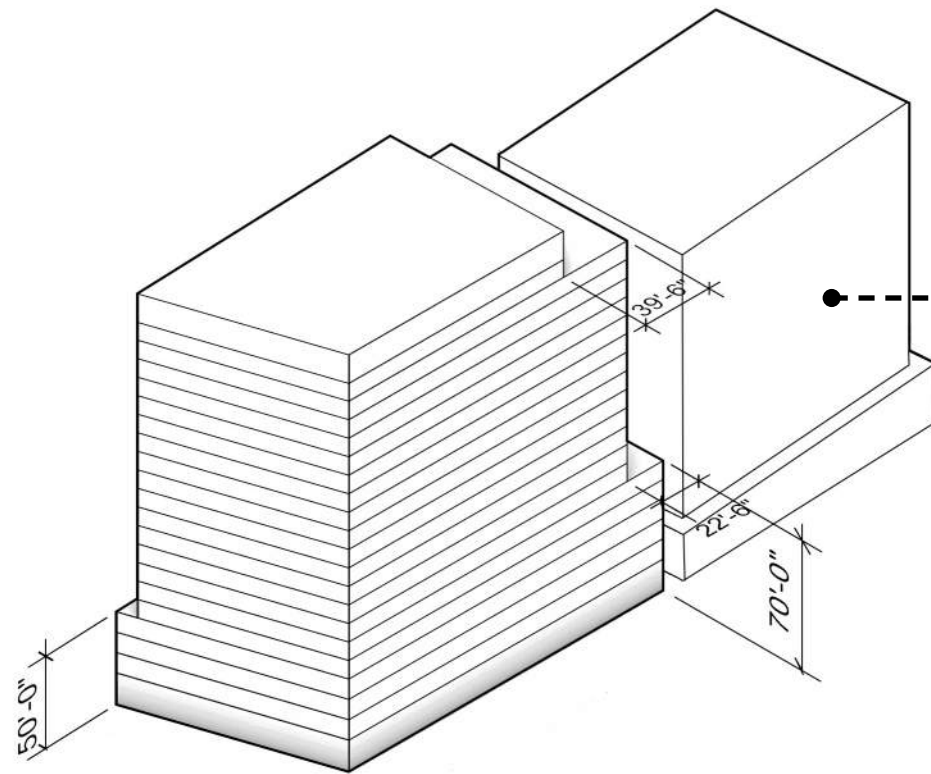
Proposed Massing



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proposed massing

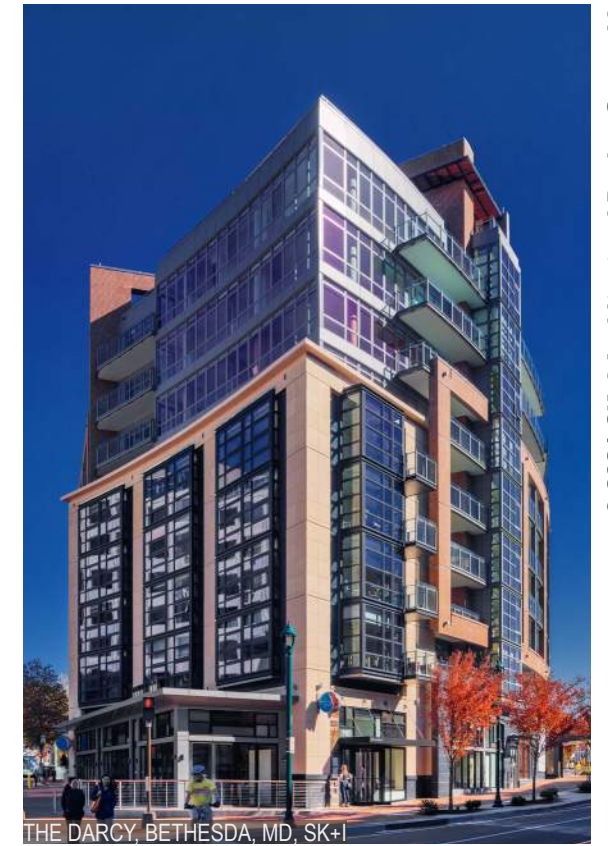
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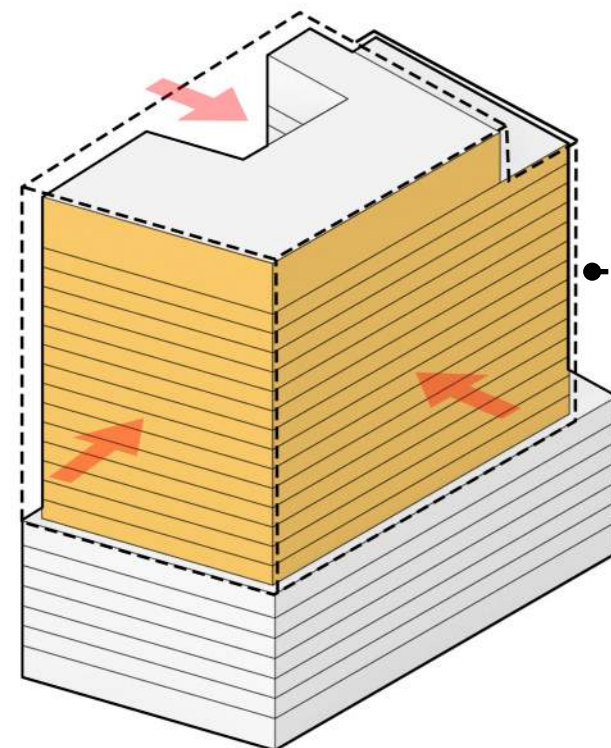
BASIC MASSING



THE SEASONS APARTMENTS



THE DARCY, BETHESDA, MD, SK+I



SET-BACKS



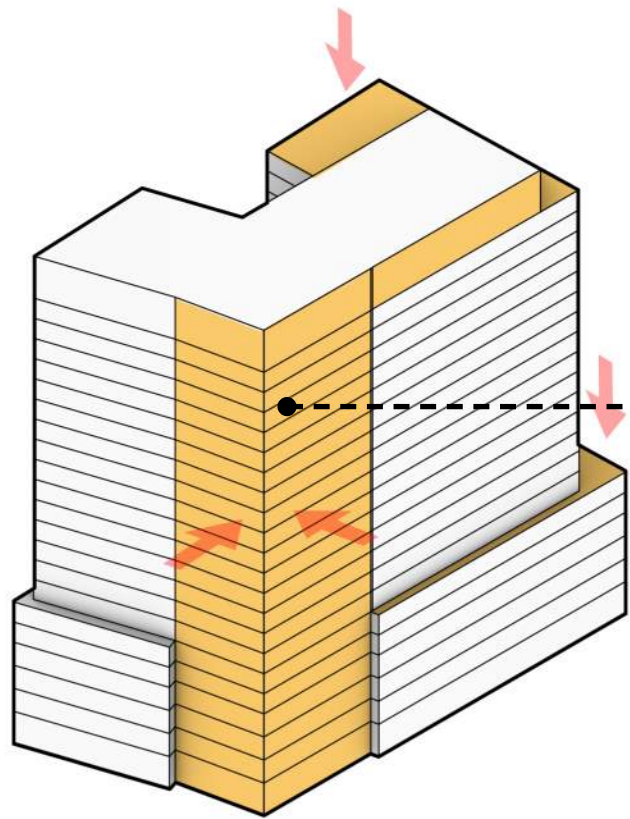
THE SOLAIRE, NYC, PELLI CLARKE PELLI



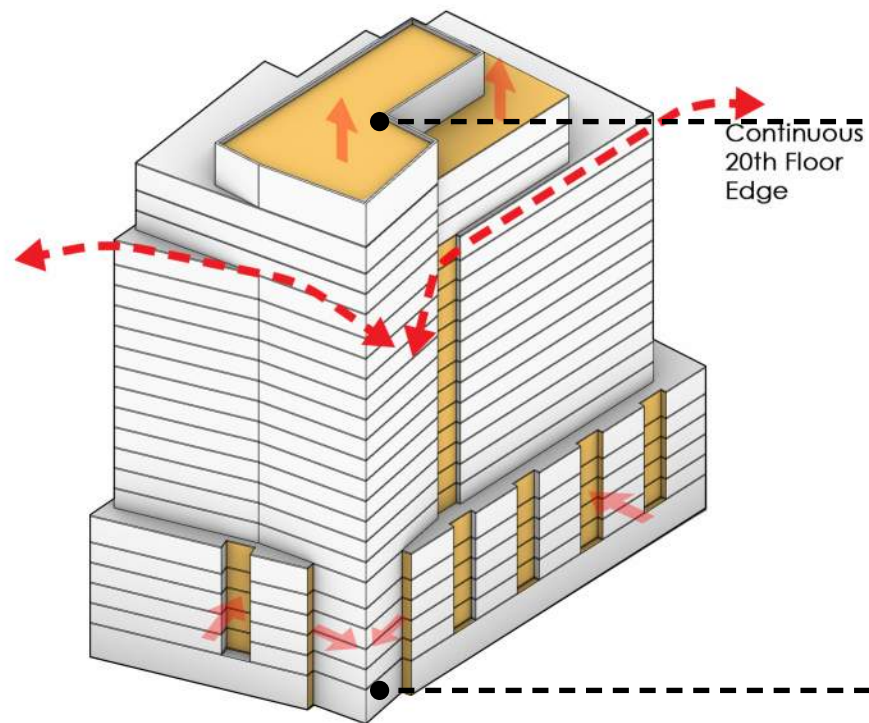
THE VERDESIAN, NYC, PELLI CLARKE PELLI

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CORNER EXPRESSION AND ENHANCED TOWER SEPARATION



ENTRANCE, FACADE, AND PENTHOUSE ARTICULATION

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DC CROSSING - DC, HANDEL



1 WEST END - NYC, PELLI CLARKE PELLI

MISSION STREET - SAN FRANCISCO, CA, HANDEL



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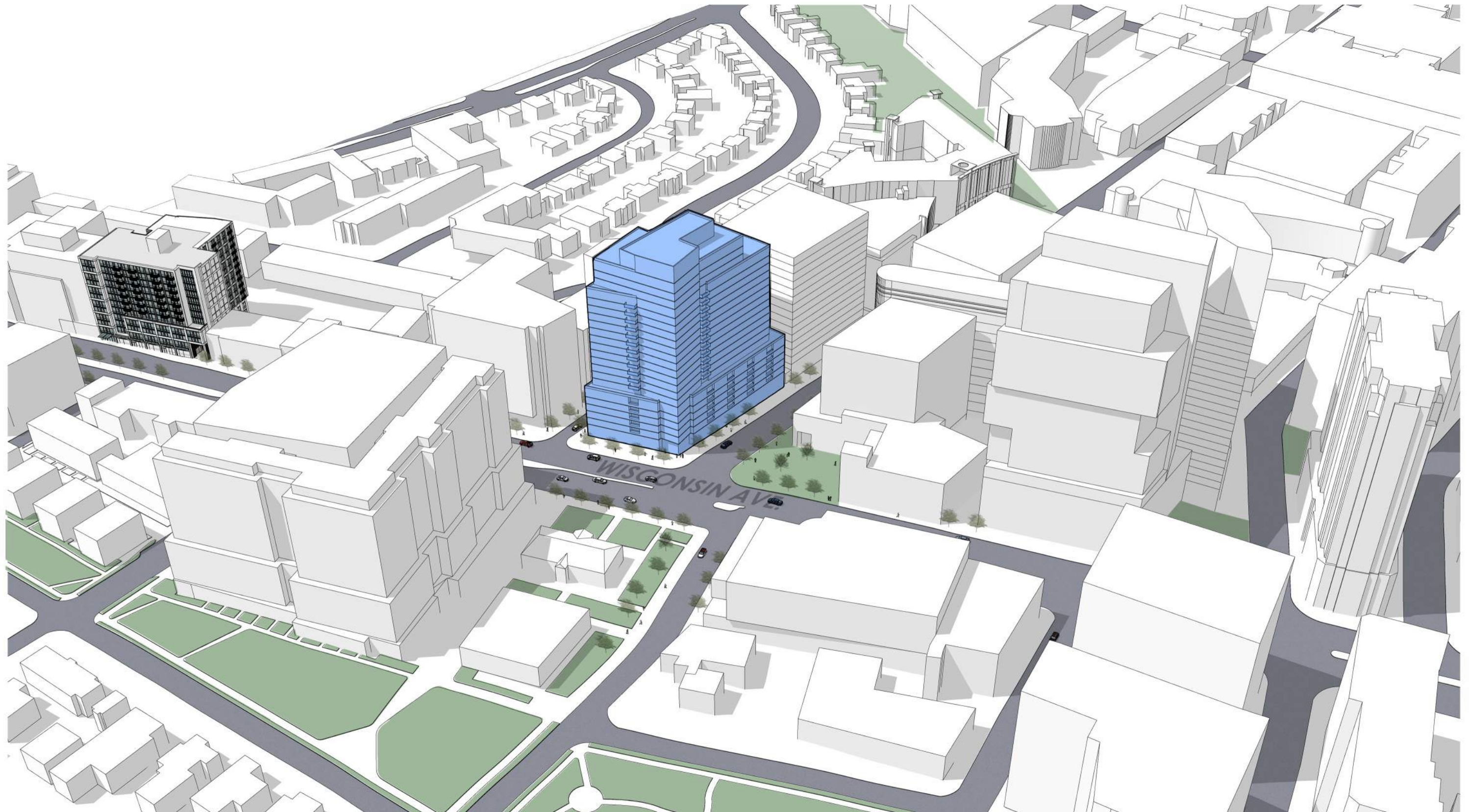
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massing diagrams - retail precedents

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massing in context to existing buildings

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE

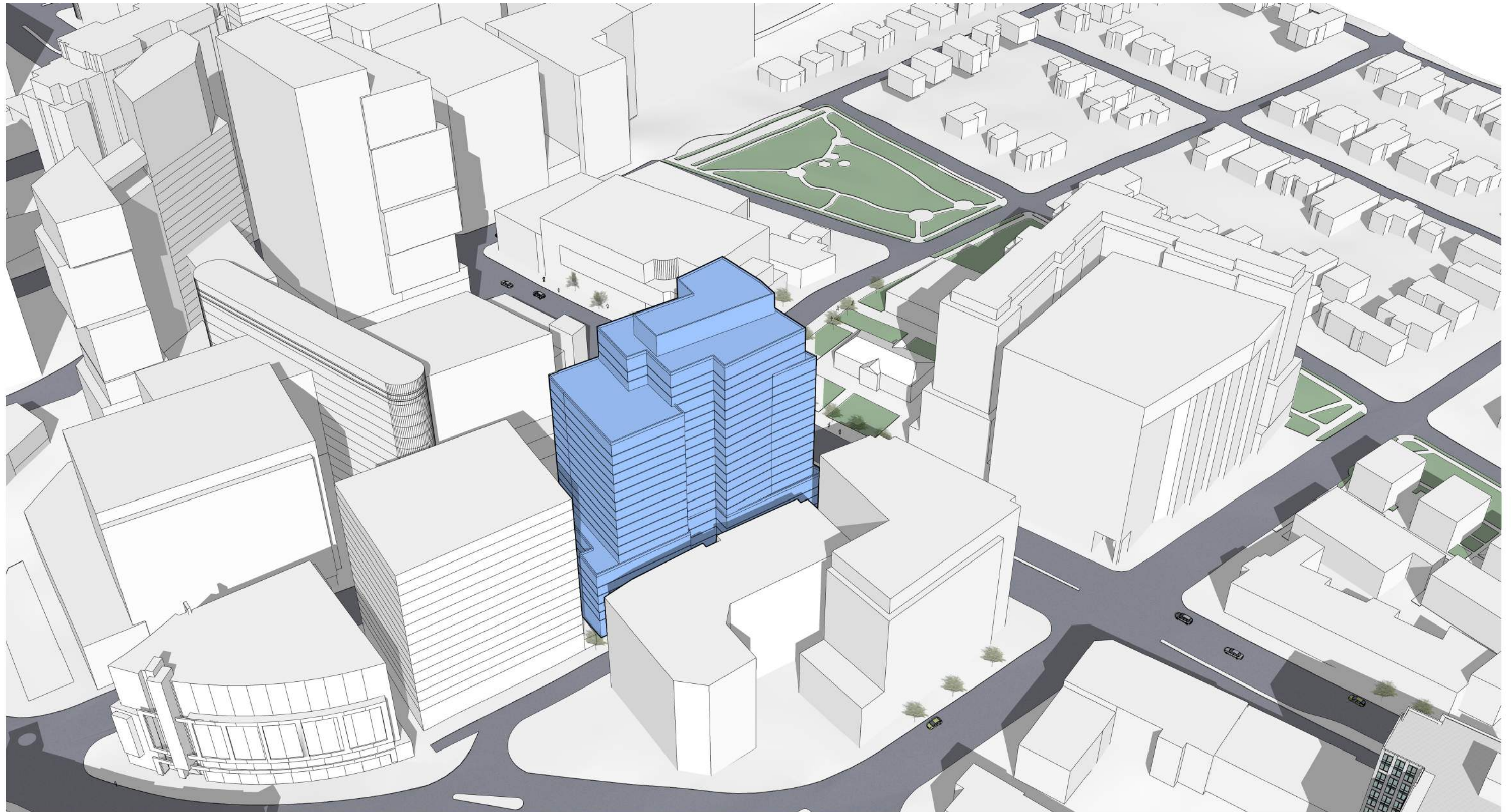


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massing in context to existing buildings

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE



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massing in context to existing buildings

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE



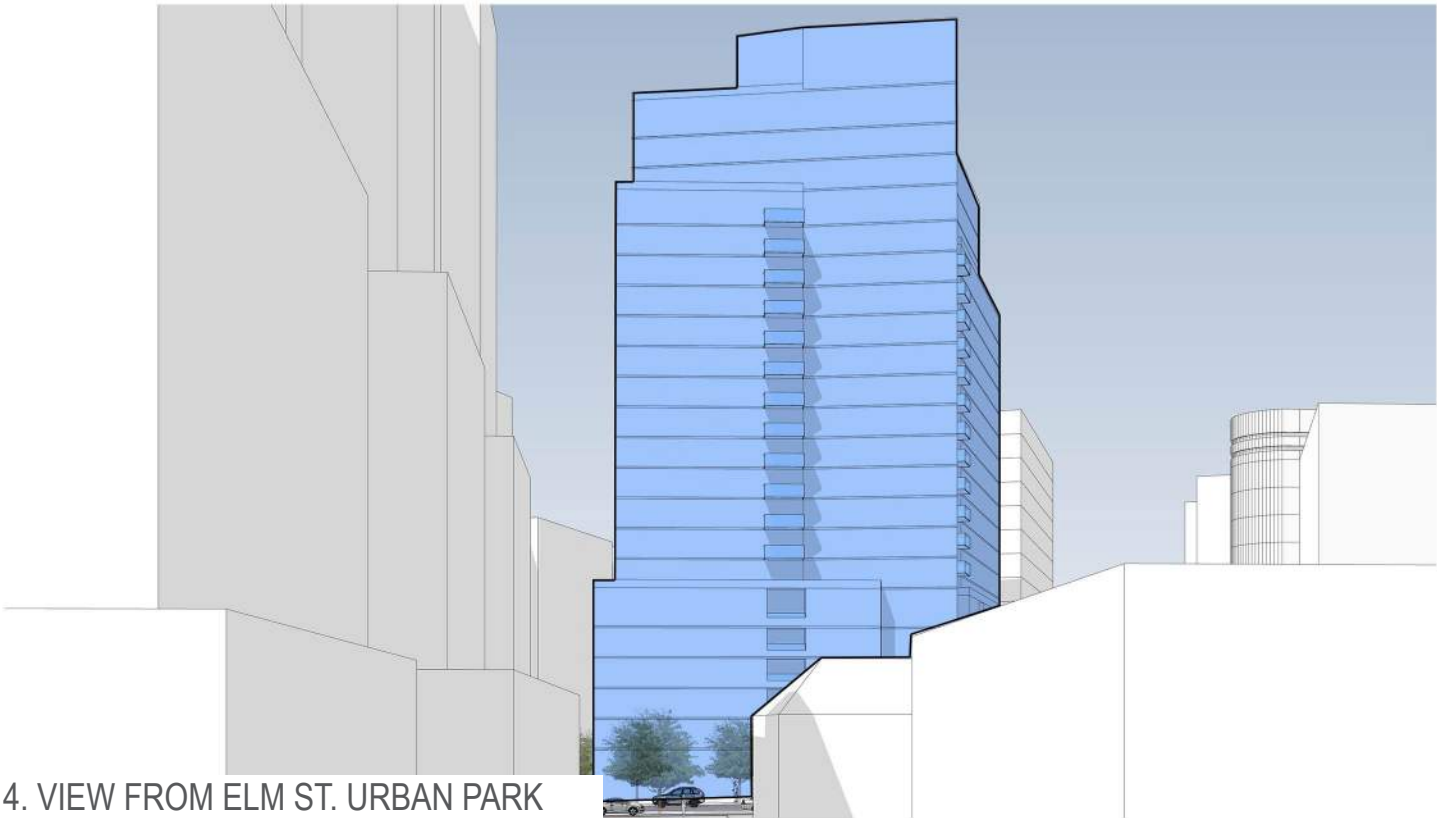
1. VIEW FROM SOUTH WISCONSIN AVE.



2. VIEW FROM NORTH WISCONSIN AVE.



3. VIEW FROM WILLOW LANE

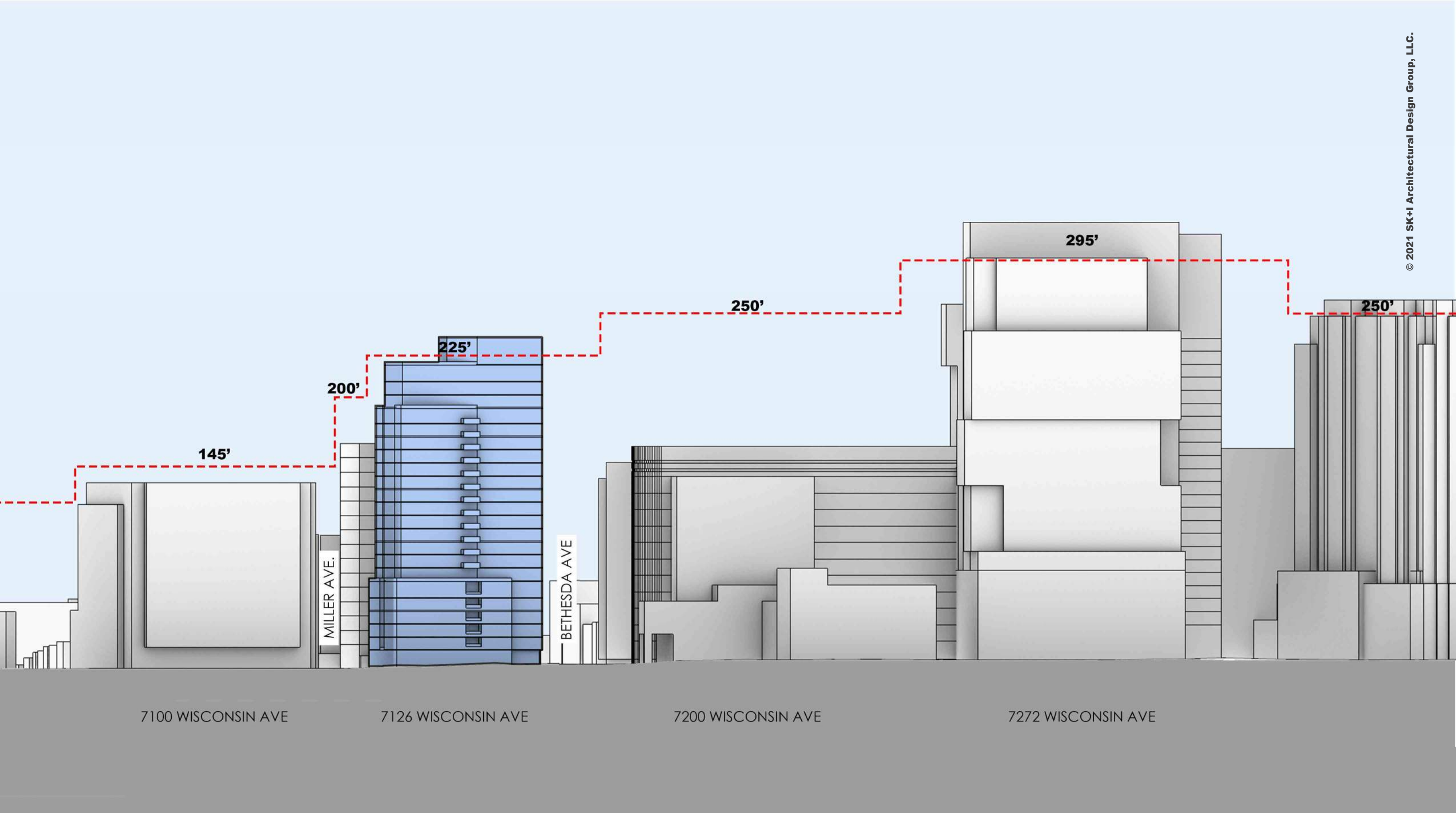


4. VIEW FROM ELM ST. URBAN PARK

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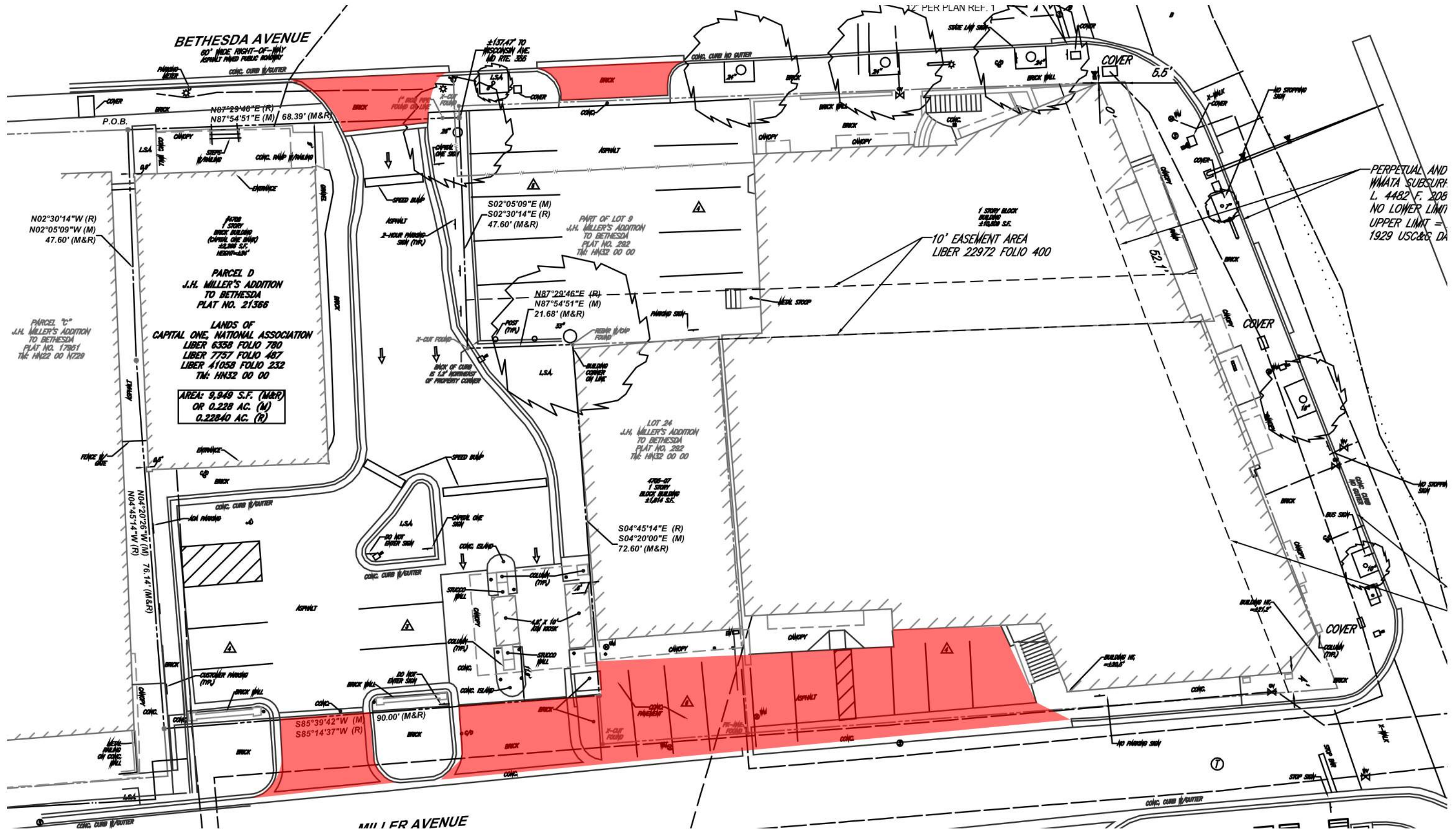
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Bethesda Avenue

(Downtown Mixed-Use Street)



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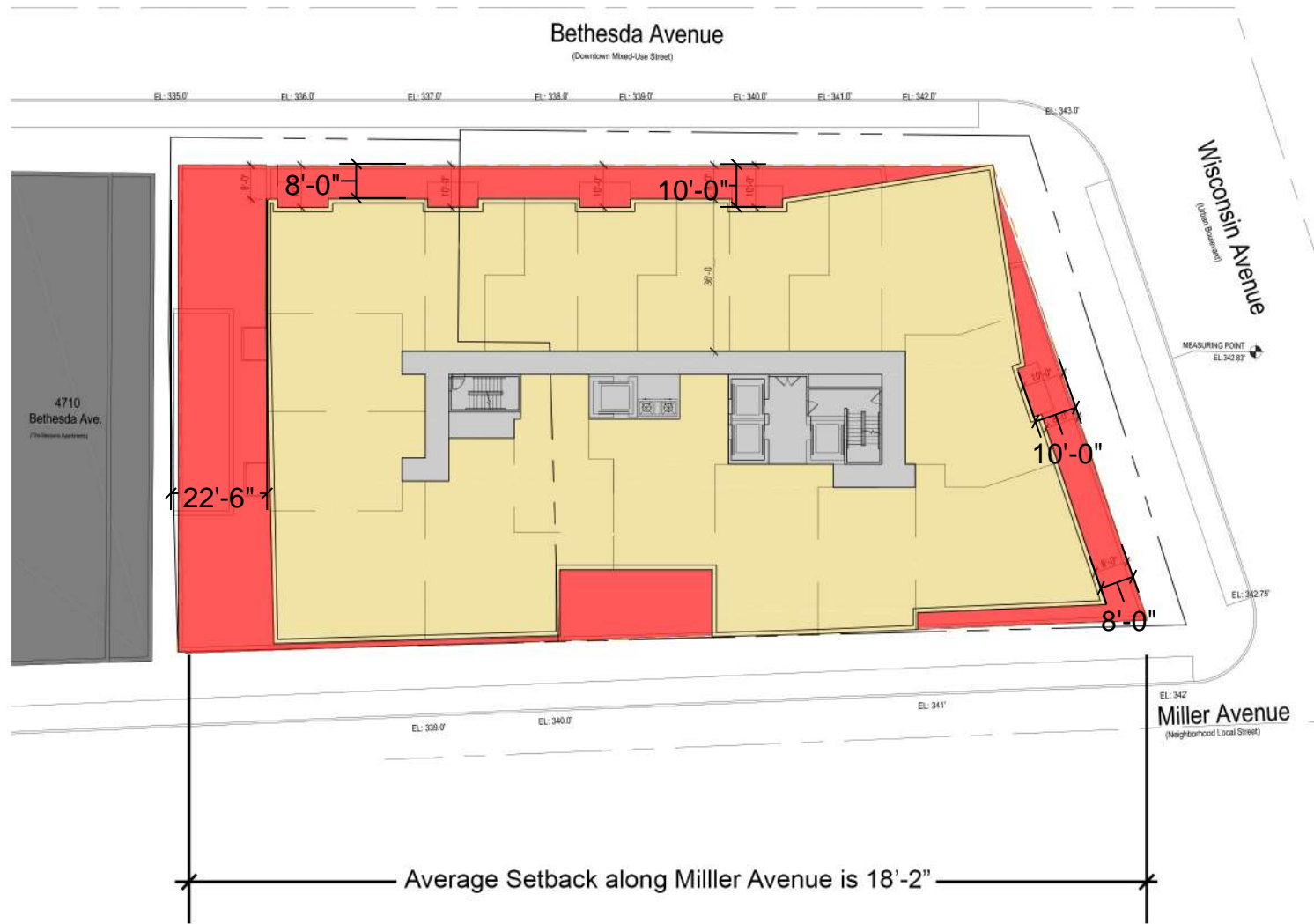
4710
Bethesda Ave.
(The Seasons Apartments)

Wisconsin Avenue
(Urban Boulevard)

Miller Avenue
(Neighborhood Local Street)

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bethesda, maryland

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typical floor plan - massing

PRESENTATION FOR ILLUSTRATIVE PURPOSES AND SUBJECT TO CHANGE



ONE CROWN PLAE - LONDON, UK, KPF



BROOKLYN POINT - BROOKLYN, NY KPF



THE ALTAIRE, ARLINGTON, VA



THE ALTAIRE, ARLINGTON, VA



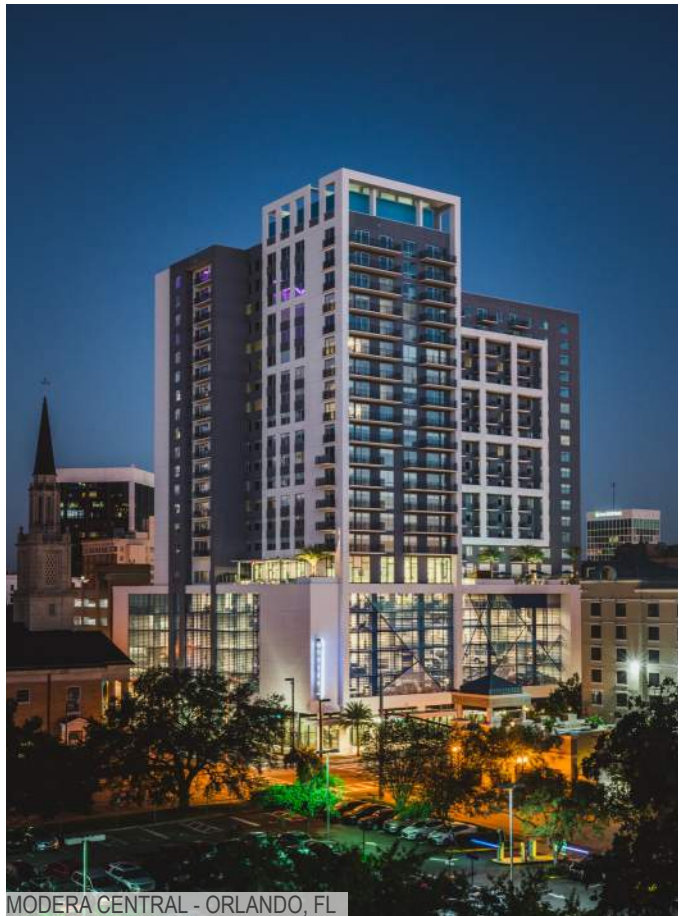
MODERA MIDTOWN - ATLANTA, GA



THE RIXEY - ARLINGTON, VA



THE CHEVAL - BETHESDA, MD



MODERA CENTRAL - ORLANDO, FL

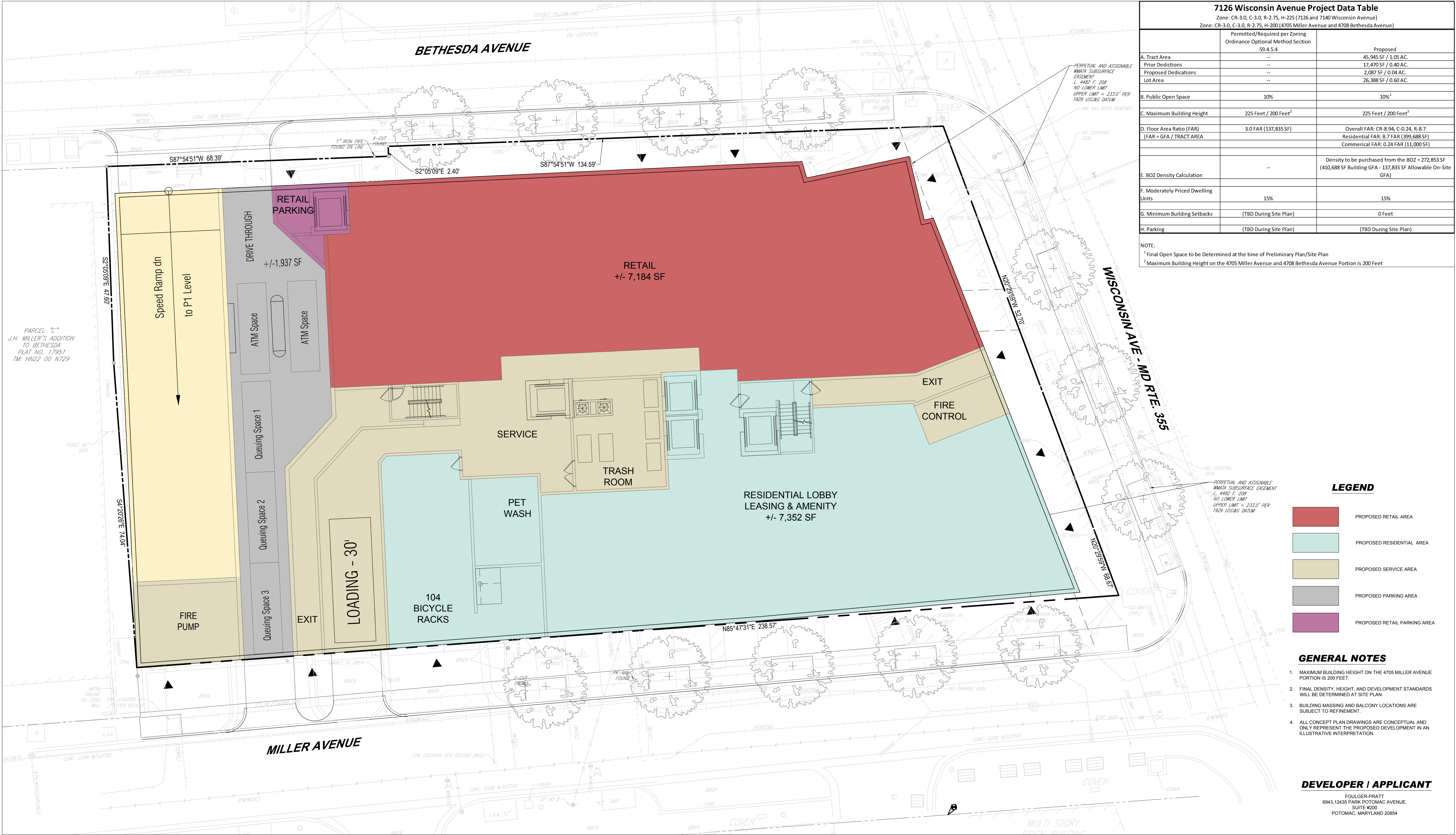
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precedents

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7126 Wisconsin Avenue Project Data Table		
Zone: CR-3.0, C-3.0, R-2.75, H-225 (7126 and 7140 Wisconsin Avenue)		
Zone: CR-3.0, C-3.0, R-2.75, H-200 (4705 Miller Avenue and 4708 Bethesda Avenue)		
	Permitted/Required per Zoning Ordinance Optional Method Section 59.4.5.4	Proposed
A. Tract Area	--	45,945 SF / 1.05 AC.
Prior Dedictions	--	17,470 SF / 0.40 AC.
Proposed Dedications	--	2,087 SF / 0.04 AC.
Lot Area	--	26,388 SF / 0.60 AC.
B. Public Open Space	10%	10% ¹
C. Maximum Building Height	225 Feet / 200 Feet ²	225 Feet / 200 Feet ²
D. Floor Area Ratio (FAR) (FAR = GFA / TRACT AREA)	3.0 FAR (137,835 SF)	Overall FAR: CR-8.94, C-0.24, R-8.7 Residential FAR: 8.7 FAR (399,688 SF) Commercial FAR: 0.24 FAR (11,000 SF)
E. BOZ Density Calculation	--	Density to be purchased from the BOZ = 272,853 SF (410,688 SF Building GFA - 137,835 SF Allowable On-Site GFA)
F. Moderately Priced Dwelling Units	15%	15%
G. Minimum Building Setbacks	(TBD During Site Plan)	0 Feet
H. Parking	(TBD During Site Plan)	(TBD During Site Plan)
NOTE: ¹ Final Open Space to be Determined at the time of Preliminary Plan/Site Plan ² Maximum Building Height on the 4705 Miller Avenue and 4708 Bethesda Avenue Portion is 200 Feet		

LEGEND

- PROPOSED RETAIL AREA
- PROPOSED RESIDENTIAL AREA
- PROPOSED SERVICE AREA
- PROPOSED PARKING AREA
- PROPOSED RETAIL PARKING AREA

GENERAL NOTES

- MAXIMUM BUILDING HEIGHT ON THE 4705 MILLER AVENUE PORTION IS 200 FEET.
- FINAL DENSITY, HEIGHT, AND DEVELOPMENT STANDARDS WILL BE DETERMINED AT SITE PLAN.
- BUILDING MASSING AND BALCONY LOCATIONS ARE SUBJECT TO REFINEMENT.
- ALL CONCEPT PLAN DRAWINGS ARE CONCEPTUAL AND ONLY REPRESENT THE PROPOSED DEVELOPMENT IN AN ILLUSTRATIVE INTERPRETATION.

DEVELOPER / APPLICANT

FOULGER-PRATT
6943,12435 PARK POTOMAC AVENUE,
SUITE #200
POTOMAC, MARYLAND 20854

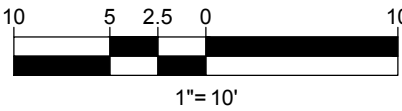
BOHLER

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CONCEPT PLAN

7126 WISCONSIN AVENUE

BETHESDA, MARYLAND | REV. 0





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July 14, 2021

Submitted Via E-Plans

Mr. Elza Hisel-McCoy, Downcounty Planning Chief
Maryland-National Capital Park and Planning Commission
2425 Reedie Drive, 14th Floor
Wheaton, Maryland 20902

Re: 7126 and 7140 Wisconsin Avenue, 4705 Miller Avenue, 4708 Bethesda Avenue, Bethesda
(collectively, the “Property”) – Concept Plan Application (the “Application”)

Dear Mr. Hisel-McCoy:

On behalf of Wisconsin Avenue Properties LLC (the “Applicant”), we are submitting this concept plan narrative and the accompanying materials as our Concept Plan Application (the “Application”). The Applicant is the owner or contract purchaser and developer of four properties identified as 7126 and 7140 Wisconsin Avenue, 4705 Miller Avenue, and 4708 Bethesda Avenue (collectively, the “Property”), located on the western frontage of Wisconsin Avenue between Bethesda Avenue and Miller Avenue in downtown Bethesda. The Montgomery County Planning Board (the “Planning Board”) approved Sketch Plan No. 320190030 (the “Original Sketch Plan”) at a public hearing held on October 24, 2019. The Original Sketch Plan included 7126 and 7140 Wisconsin Avenue and 4705 Miller Avenue, as well as properties directly across Wisconsin Avenue from the Property, on the east side, owned by another entity. The Applicant is now filing this Application, in advance of filing an amendment to the Original Sketch Plan, in order to add the 4708 Bethesda Avenue site to the assemblage. This Application and the forthcoming amendment to the Original Sketch Plan, which the Applicant plans to file concurrently with a preliminary plan of subdivision and site plan (collectively, the amendment to the Original Sketch Plan, preliminary plan of subdivision, and site plan are referred to as the “Future Applications”), include only the properties located on the west side of Wisconsin Avenue, and do not include any of the properties on the east side of Wisconsin Avenue.

The purpose of this Concept Plan Application is to elicit feedback from the Maryland-National Capital Park and Planning Commission (“M-NCPPC”) and other reviewing agencies that will be instrumental as the Applicant proceeds to filing of the Future Applications. The Applicant proposes this Concept Plan Application to develop the Property with a mixed-use project with up to 360 multi-family residential units (including 15% moderately priced dwelling units, or “MPDUs”) and up to 11,000 square feet of non-residential uses¹, as well as private underground parking, private amenities, and public amenities and public benefit points (the “Project”). Please note that the information provided with this Concept Plan is preliminary in nature and for

¹ Final unit count and unit mix and non-residential square footage to be constructed will be refined at the time of the Future Applications.



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conceptual and illustrative purposes only. Further refinement and details will be provided at the time of the Future Applications.

As part of this Concept Plan process, the Applicant is seeking feedback from M-NCPPC and the reviewing agencies on the following topics:

- The design concept for the proposed Project, including building massing, streetscape dimensions, and overall feel and design.
- Garage and loading access points, curb cuts, and vehicular circulation.

THE PROPERTY AND BACKGROUND

The Property is comprised of 28,475 square feet of existing lot area or 45,945 square feet of gross tract area, which gross tract area is the basis for density calculation attributable to the Property.² 7126 and 7140 Wisconsin Avenue are zoned CR-3.0, C-3.0, R-2.75, H-225 and located within the area described as the “Wisconsin Avenue Corridor” in the Bethesda Downtown Sector Plan, approved and adopted May 2017 by the Montgomery County Council (the “Sector Plan”). 4705 Miller Avenue and 4708 Bethesda Avenue are zoned CR-3.0, C-3.0, R-2.75, H-200 and located within the “Bethesda Row District” of the Sector Plan. The Property is also located within the Bethesda Overlay Zone, pursuant to the recommendations of the Sector Plan. Notably, the Sector Plan provides that the maximum building height that would otherwise be permitted on the 7126 and 7140 Wisconsin Avenue properties (200 feet) is permitted to increase to 225 feet if the properties redevelop “in a manner that benefits the Farm Women’s Cooperative Market to the east”.

While the Applicant is no longer formally part of the joint venture that will develop the Farm Women’s Cooperative Market itself, the Applicant is making a very significant financial contribution to the Farm Women’s Cooperative Market to fund the sale of their parcel and future ongoing operations. Without this financial contribution, the sale of the site would not have been possible. This contribution will allow for improvements to the Farm Women’s Cooperative Market and its associated “civic green” as envisioned by and in furtherance of the Sector Plan recommendations. More specifically, as described in the Sector Plan, this civic green is envisioned as a green open space next to the Farm Women’s Cooperative Market building that will “act as both a destination and a local gathering spot, providing a space for market customers to eat and relax”. (Sector Plan, p. 81) On this basis, the 7126 and 7140 Wisconsin Avenue portions of the Property are permitted an increase in the maximum allowable building height to 225 feet, given that the Property will be redeveloped “in a manner that benefits the Farm Women’s Cooperative Market to the east”. (Sector Plan, p. 101)

The Property is located along downtown Bethesda’s main artery – Wisconsin Avenue – just three blocks south of the Bethesda Metro Station and one block east of the regional retail destination of

² The gross tract area of the Property is comprised of approximately 28,475 square feet of existing lot area, in addition to area of the Property previously dedicated to public right-of-way for Wisconsin Avenue, Bethesda Avenue, and Miller Avenue (approximately 17,470 square feet of previous dedication).



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Bethesda Row to the west. The Property is located within the Bethesda Parking Lot District and the Bethesda Arts and Entertainment District. While high- and mid-rise development predominates the area, the Property itself is improved with one- and two-story retail buildings.

To the north of the Property, across Bethesda Avenue, is an 11-story office building (Artery Plaza) with ground floor retail. South of the Property is the recently constructed Solaire Bethesda, containing a ground floor restaurant with 10 stories of multi-family residential units above. To the west of the Property is The Seasons apartment building, comprised of 15 floors of residential units. Directly across Wisconsin Avenue, to the east, is a block that includes the Farm Women's Cooperative Market (on the northern end of the block, adjacent to Willow Lane) and its building and surface parking, and, south of the Farm Women's Cooperative Market, single-story retail uses.

PROJECT DESCRIPTION

The proposed redevelopment of the Property will be located on one new subdivision lot of record (consisting of approximately 26,388 square feet of net lot area).³ As noted, this Application proposes to develop the Property with a multi-family residential building consisting of up to 360 multi-family residential units (including 15% MPDUs) and up to 11,000 square feet of non-residential uses⁴, as well as private underground parking, private amenities, and public amenities and public benefit points, in accordance with Division 4.7 of the Zoning Ordinance. The Project proposes one floor of non-residential uses, with 21 floors of multi-family residential units above. The Applicant proposes to utilize the Bethesda Overlay Zone ("BOZ") Density provisions of Section 59-4.9.2.C.2 of the Zoning Ordinance in order to allocate gross floor area from BOZ Density to the Project and to fill out the remainder of the permitted height for the Property. Through utilization of the BOZ Density provisions, the effective proposed FAR of the Project is approximately CR-8.94, C-0.24, and R-8.7, with the H (height) component of 225 feet on 7126 and 7140 Wisconsin Avenue and 200 feet on 4505 Miller Avenue and 4708 Bethesda Avenue. Note, however, that because unit count and non-residential square footage will only be finalized at the time of certified site plan, the Applicant requests the flexibility throughout the entitlement process to shift residential and non-residential square footage within the total maximum FAR, with final total FAR and "C" (commercial) and "R" (residential) components to be established at certified site plan.

Vehicular access to the Project's garage will be from Bethesda Avenue, while loading access will be from Miller Avenue, allowing the frontage along Wisconsin Avenue to remain fully pedestrian in nature. The Applicant discussed these locations several times with M-NCPPC Staff, and all agreed that vehicular access is best from Bethesda Avenue, so that vehicles seeking to travel north on Wisconsin Avenue can make a left at the light, rather than either traversing around the block or having to make a U-turn if vehicular access was from Miller Avenue. Further, by placing the

³ The Applicant will be submitting a preliminary plan of subdivision, concurrent with the amendment to the Original Sketch Plan and a site plan, in order to combine the four existing lots into one new record lot.

⁴ See Footnote 1.



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garage entrance on Bethesda Avenue and the loading entrance on Miller Avenue, it minimizes the width of the curb cuts on both frontages, minimizing pedestrian and vehicular conflicts.

All of the parking for the Project is proposed to be located underground, and the Applicant anticipates that there will be four levels of parking (with numbers of parking spaces, bicycle parking spaces, and loading spaces to be further refined as the Project moves forward through the review processes). The main residential lobby is anticipated to be located near the corner of Wisconsin and Miller Avenues. Entrances to the non-residential uses will be along both Wisconsin and Bethesda Avenues. The location of these entrances will maintain pedestrian activity levels along the Wisconsin and Bethesda Avenue street frontages, while retail storefronts will visually engage that pedestrian activity.

The Project proposes to utilize the CR Zone optional method of development in order to redevelop the Property to the maximum height and density permitted under its current zoning. Under the CR Zone optional method, public benefits are required to be provided in return for a project's achievement of the full incentive density permitted for the site. At least 100 public benefits points must be provided from at least four public benefit points categories. The public benefit points that the Project anticipates achieving will be further specified at the time of the Future Applications, but the Project will include the requisite 10 Exceptional Design points and 15 Energy Conservation and Generation points. The manner in which the Project satisfies the other findings that must be made in order to approve a CR Zone optional method of development project, including compliance with all applicable Sector Plan recommendations, will be fully described with the Future Applications anticipated to be submitted within the next several weeks.

Proposed Architecture

The Project's design is rooted in its unique location at the prominent intersection of Wisconsin and Bethesda Avenues and opposite the historic Farm Women's Cooperative Market. The Project is considered in its larger context with direct acknowledgment of the "civic green"-like open space that is proposed as a part of the Farm Women's Cooperative Market redevelopment, creating a great urban destination. The building takes a classic, timeless approach to design and strives to create a precedent for future development in the area.

The Project site is located on a narrow block in the Wisconsin Avenue Corridor of the Sector Plan, which enjoys full frontage along Wisconsin Avenue to the east, Bethesda Avenue to the north, and the smaller scale Miller Avenue to the south. To the west, the site is bordered by a 15-story, mid-block parcel. Due to the relatively small size of the Property, several design accommodations have been studied to ensure a vibrant pedestrian realm and an uncompromised presence at the skyline, while still providing efficient floorplates for the residential development.

A 6-story base creates a continuous street edge at a comfortable pedestrian scale, responding to the tree canopy height and maintaining the character of the neighboring retail streets. The ground floor primarily contains retail program along Wisconsin and Bethesda Avenues, strengthening the street activity in the area. Retail storefronts will be detailed to permit elements such as canopies and vibrant signage, and outdoor seating will create stopping points to relax, gather, and socialize.



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The residential lobby and ground floor amenities, including a bike room, will be located along Miller Avenue. These uses will transform the nature and quality of activity on this quiet side street. The location of the bike room is strategically located steps away from the Capital Crescent Trail. The connection to green space is also a key component to the building's urban integration with enhanced streetscape and the introduction of activating uses at grade.

Moving up the building, the use of clear balcony reveals breaks up the larger façades into more elegantly proportioned slender geometric faces. The building setback is expanded along Wisconsin and Bethesda Avenues to encourage efficient pedestrian movement at a busy intersection, foster ground floor activity along the retail corridor, and promote a larger tree canopy. A step back is introduced above the southern base along Wisconsin and Miller Avenues to further enhance pedestrian comfort and create a better relationship to the "civic green"-like open space at the Farm Women's Cooperative Market.

Above Miller Avenue, a small courtyard at the second floor provides a special gap, providing both relief and further creating two slender and elegant façade faces rising above Miller Avenue. Further façade development and articulation will differentiate the tower from its base, allowing the tower to respond to and contribute a dynamic addition to the Bethesda skyline, while adding interest and compatibility to lower pedestrian zone.

As the building climbs from the seventh and reaches the 19th story, the western portion of the tower ends, while the top three stories step back once again, creating an elegant, recessed crown. The height of the building at the western portion is lower to both comply with the mapped zoning and create a better relationship to the neighboring context. The penthouse engages the northeast corner to create a special tower top that contributes to the quality of the skyline.

The Farm Women's Cooperative Market represents the terminus of Bethesda Avenue and is an important civic site in Bethesda. To emphasize the Farm Women's Cooperative Market's importance, the building mass is angled and extended to the build-to line at the intersection of Wisconsin and Bethesda Avenues. The emphasis at this corner, at this intersection, creates a dramatic icon and anchors the pedestrian view behind the "civic green"-like open space as one approaches from the east. Building residents are also given ample opportunities to enjoy this public amenity, both visually through large, glazed corners and physically with balconies and terraces. Outdoor space is used to activate an expressive building crown that harmonizes with the overall composition of the building below.

The result is a site-specific design for the building that is finely tuned to each unique aspect of its surrounding context and urban fabric. It creates an integral bond with the Farm Women's Cooperative Market and shows that a cohesive vision of creativity and innovation leads to design excellence.

Exceptional Design Narrative

It is the Project's intention to deliver a sustainable, timeless, and lasting contribution to the heart of downtown Bethesda. While the design is in its early, conceptual stages, multiple meaningful



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design gestures and architectural massing decisions are being deliberately made to set up a project that will resonate in quality, value, and community pride within downtown Bethesda.

The Project will pursue exceptional design through the following design criteria:

1. The Project's overall massing, step-backs, tower separation, and courtyard are responding to the adjacent properties while addressing the immediate context through cleaning up and transforming three meaningful frontages (Wisconsin, Bethesda, and Miller Avenues), at a key site in downtown Bethesda.
2. Additionally, these three enhanced frontages, with their retail and residential amenity uses, transform the sidewalks and streetscapes into shared, attractive, pedestrian friendly and meaningful public spaces. The Project's ground floor will be experienced from all three sides.
3. The new, dynamic tower, rising at this key intersection, across from the Farm Women's Cooperative Market, will create an enhanced public realm and backdrop to the Eastern Greenway while creating a sense of place at the point that re-connects the Eastern Greenway, the Wisconsin Avenue Corridor, and Bethesda Row.
4. With a dynamic and elegantly proportioned massing of the Project established at this conceptual phase, materiality and façade forms will be studied further at the time of amendment to the Original Sketch Plan and site plan.
5. This key "infill" project will be providing needed additional residential density in short walking distance to the Bethesda Metro Station and forthcoming Purple Line Station, with the addition of the residential uses (with 15% MPDUs) set upon a new retail base in the heart Bethesda. This new retail base is designed with high ceilings, expansive storefronts, and market-driven depths to accommodate contemporary retail expectations. This will provide a much-needed replacement to the existing small, low-ceilinged retail and crumbling surface parking that comprise the Property today.
6. The Project will pursue and integrate many low-impact design elements. The design team will pursue engineered, vegetated, and integrated innovative materials to enhance the Project, with further detail to be provided at the time of amendment to the Original Sketch Plan and site plan.

Proposed Public Use Space and Streetscape and Landscape Concept

The Project is comprised of two primary open spaces: the streetscape along Wisconsin Avenue, Bethesda Avenue, and Miller Avenue, and a private amenity rooftop terrace. The streetscape design is based on the County's Bethesda Downtown Plan Design Guidelines (the "Design Guidelines," approved July 2017). At this very early stage of Concept Plan, the street frontages and the dimensions and creation of the spaces within them are still evolving, and further information and details will be provided on these features at the time of the Future Applications.



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However, at this time it is anticipated that the Project's three street frontages will comply with the relevant provisions of the Design Guidelines.

Wisconsin Avenue is identified as an Urban Boulevard street type. A six-foot wide planting/furnishing zone is provided adjacent to Wisconsin Avenue with a ten-foot-wide pedestrian through zone and nine-foot-wide frontage zone along the face of building for an overall width build-to line of 25 feet. Bethesda Avenue is identified as a Downtown Mixed-Use Street type. A five-foot wide planting/furnishing zone is provided adjacent to Bethesda Avenue with an eight-foot wide pedestrian through zone and two-foot wide frontage zone along the face of building for an overall width build-to line of 15 feet. Miller Avenue is identified as a Neighborhood Local Street type. A five-foot wide planting/furnishing zone is provided adjacent to Miller Avenue with a six-foot wide pedestrian through zone and three-foot wide frontage zone along the face of building for an overall width build-to line of 15 feet.

The streetscape design prescribed in the Bethesda Streetscape Plan includes brick paver sidewalks in a herringbone pattern. Special paving is proposed to accent the base of the building and key building features. As noted in the Bethesda Streetscape Plan, the trees along Wisconsin Avenue are tree wells with granite sets and amended soil panel. Bethesda Avenue and Miller Avenue have a continuous amended soil tree panel with underplantings. The streetscape design also features site furniture per the Bethesda Streetscape Plan including benches, trash receptacles, and light fixtures, further blending the Project into the existing pedestrian-oriented context of downtown Bethesda. As mentioned, the exact dimensions and design of the Project's three street frontages will continue to evolve through the development review process, and further information will be provided regarding these features at the time of the Future Applications.

The private amenity rooftop terrace will have green roof areas used for stormwater management purposes as well as amenity space. The occupied space will include a pool and surrounding deck, seating nodes, and grilling areas. Mechanical equipment space on the rooftop will be screened by panels, planters, and layered plantings. Amenity components of the rooftop are designed as a series of outdoor rooms to accommodate relatively small groups of people for social interaction, grilling, and enjoyment of the views and open air. Further information will be provided regarding the rooftop at the time of amendment of the Original Sketch Plan and site plan.

Green Features and Stormwater Management

Currently, stormwater from the Property enters the public storm drain system without any retention or treatment. The Project will provide both quantity and quality controls through measures that will double as site amenities, implementing State and local mandates for Environmental Site Design to the Maximum Extent Practicable (ESD to the MEP). The Project proposes to provide intensive green roof and micro-bioretenion planter boxes on the building to treat runoff. After stormwater is treated, it will be conveyed via storm drain to the existing public storm drain system. The implementation of the previously mentioned facilities will provide ESD volume to the maximum extent practicable and provides the minimum treatment per Montgomery County requirements.



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The Project also anticipates providing public benefits from the “Protection and Enhancement of the Natural Environment” category as part of the “public benefits” package required in order to construct the full incentive density permitted under the CR Zone optional method of development, which will be further specified at the time of amendment to the Original Sketch Plan and site plan. Through implementation of “ESD to the MEP” and the other environmental features noted, the Project will be a significant improvement over the existing conditions on the Property.

CONCLUSION

The Applicant is very pleased to begin the regulatory review process for the Project through submission of this Concept Plan Application. We look forward to receiving comments and feedback from M-NCPPC and other reviewing agencies, including from the Bethesda Design Advisory Panel, and utilizing these comments to more fully inform the Future Applications to be submitted to M-NCPPC within the next several weeks.

Sincerely,

Wire Gill LLP

A handwritten signature in black ink, appearing to read "Heather Dlhopsky", is written over the printed name.

Heather Dlhopsky