

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	8001 Wisconsin
File Number(s)	Sketch Plan No. 320210050
Project Address	8001 through 8023 Wisconsin Ave 4700 through 4706 Highland Ave and 4701 through 4705 West Virginia Ave

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Brian Downie	301-986-6122	Brian.Downie@bfsaulco.com
Architect	Jeremy Sharp 301-588-4800 jsharp@tortigallas.com		
Landscape Architect	Trini Rodriguez 703-548-5010; trodriguez@parkerrodriguez.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR and CRT Zones (70/90 feet of height)	90	375,000	155,468	15%
Proposed Land Uses	Multi-family dwellings and ground-floor retail				

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): Urban Boulevard (Wisconsin Avenue)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	6'-10'	6'	n/a
Pedestrian Thorough Zone	10'-20'	14'	n/a
Frontage Zone	0'-10'	9'	n/a
Building Placement			
Build-to Line (from street curb)	25'-30'	30'	n/a
Building Form			
Base Height	35'-70'	90'	Yes
Step-Back	15'	0'	Yes

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'	N/A	
Step-Back	Per Street Type	0'	Yes
Bulk Reduction Methods	Building bulk reduces as it turns corner down Highland and W Va Aves.		

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): 30

- 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



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STREET TYPE(S): Neighborhood Local Street (West Virginia & Highland Avenues)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5'-8'	7'	n/a
Pedestrian Thorough Zone	6'-10'	7'	n/a
Frontage Zone	0'-4'	0'	n/a
Building Placement			
Build-to Line (from street curb)	12-15'	14.5'-15'	n/a
Building Form			
Base Height	25'-50'	70'-90'	Yes
Step-Back	15'-20'	0'	Yes

DOES THE PROJECT INCLUDE A THROUGH-BLOCK CONNECTION OR TRAIL?

☐ Yes ☒ No

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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'	N/A	
Step-Back	Per Street Type		
Bulk Reduction Methods	Building facade only meets the street frontage at tower locations, building recedes from street frontage twice on each frontage		

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STREET TYPE(S): **Neighborhood Residential Street (Tilbury Street)**

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	6'-8'	7'	n/a
Pedestrian Thorough Zone	6'-10'	7'	n/a
Frontage Zone	5'-8'	70'	n/a
Building Placement			
Build-to Line (from street curb)	20'-25'	70'	n/a
Building Form			
Base Height	25'-35'	70'	Yes
Step-Back	15'-20'	0'	Yes

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'	N/A	
Step-Back	Per Street Type		
Bulk Reduction Methods			

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

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- 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
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8001 Wisconsin Avenue – Sketch Plan No. 320210050
Design Advisory Panel Submittal

I. Brief Project Description

8001 Wisconsin LLC (the “Applicant”) is the developer of the assembled site located at 8001 through 8023 Wisconsin Avenue, 4700 through 4706 Highland Avenue, and 4701 through 4705 West Virginia Avenue, which together comprises the entire block located to the east of Wisconsin Avenue, to the west of Tilbury Street, to the south of Highland Avenue, and to the north of West Virginia Avenue (the “Property”). The assembled Property, which is made up of approximately 119,687 square feet of gross tract area, is located in the northern portion of the Wisconsin Avenue Corridor and Eastern Greenway Districts of Downtown Bethesda as identified in the Bethesda Downtown Sector Plan, approved and adopted in May of 2017 (the “Sector Plan”).

The Property is located in close proximity to a number of retail, residential, and employment uses in the Wisconsin Avenue Corridor and the Woodmont Triangle Districts, but also serves as a transition to the single-family residential neighborhood to the east. The Property is located within one-half (1/2) mile of the entrance to the Bethesda Metro Station, and it is also located in close proximity (approximately ½ mile) to NIH, the Naval Medical Center and the Medical Center Metro Station that serves those large Federal government institutions. The Property currently includes numerous lots that are identified on various Record Plats for the West Chevy Chase Heights subdivision. These lots are proposed to be consolidated into one legally recorded lot (the “Record Lot”) initiated through a Preliminary Plan of Subdivision application filed concurrently with the above referenced Sketch Plan application. In addition, pursuant to Chapter 49 of the Montgomery County Code (the “Code”), the Applicant has requested closure and abandonment (Case No. AB769 – the “Abandonment Application”) of the improved ten (10') to fifteen (15') foot wide public alley that currently bifurcates the Property in a north/south direction (the “Public Alley”). Pursuant to Section 49-63 of the Code, the County Council on July 13, 2021, approved Resolution No. 19-939 (the “Abandonment Resolution”), thereby approving the Abandonment Application in final and allowing the Public Alley to now be incorporated into the Record Lot through the Preliminary Plan of Subdivision as regulated by the Subdivision Regulations (Chapter 50 of the Code). The assembled Property is highlighted in yellow, and the Public Alley is highlighted in blue on the Tax Map attached as Exhibit “A”.

The Property is currently zoned in multiple CR zones, as overlaid by the Bethesda Overlay Zone (the “BOZ”), transitioning down in height and density allowance from Wisconsin Avenue to Tilbury Street (west to east) as follows: i) CR-3.0, C-3.0, R-2.75, H-90 for that part of the Property fronting on Wisconsin Avenue; ii) CR-3.0, C-2.0, R-2.75, H-90 for the next section of the Property to the east of Wisconsin Avenue; iii) CR-0.5, C-0.5, R-0.5, H-70 for the next section to the east; and finally iv) CRT-0.5, C-0.25, R-0.5, H-70 for that portion of the Property fronting on Tilbury Street, all as set forth in the Sector Plan and the mapped comprehensively with Sectional Map Amendment No. H-122 (the “SMA”), approved by the District Council in September of 2017.

The Property is located within two (2) Sector Plan defined districts: (a) the northern portion of the Wisconsin Avenue Corridor District; and (b) the northern portion of the Eastern Greenway District. The Property is located in close, walkable proximity to the Bethesda and Medical Center

Metro Stations, and it confronts the planned Bus Rapid Transit (“BRT”) station at the intersection of Cordell Avenue and Wisconsin Avenue. Currently, the western and mid-block portions of the Property are improved with several commercial buildings with approximately 13,057 square feet of office space, 13,404 square feet of retail space, 4,256 square feet of restaurant space, and three (3) ancillary surface parking lots. The eastern portion of the Property is improved with four (4) single-family dwellings. Vehicular access to the Property is currently provided through five (5) curb-cuts on West Virginia Avenue and six (6) curb-cuts on Highland Avenue.

A single-story TD Bank and Montgomery County Public Parking Lot 25 with approximately 129 surface parking spaces are both located along the opposite side of Highland Avenue, to the north of the Property. A Benihana restaurant, Montgomery County Public Parking Lot 44 with approximately 54 surface parking spaces, and residential dwellings at 4700 and 4702 West Virginia Avenue are all located along the opposite side of West Virginia Avenue, to the south of the Property. The property at 4702 West Virginia Avenue has an approved site plan for development of up to 19 multi-family dwelling units in a 35-foot tall building. There is also in early formation a public/private redevelopment opportunity in the blocks to the north and south of the Property that could further add to the realization of the Sector Plan goals for this area

Several mixed-use developments are approved and/or under construction across Wisconsin Avenue to the west, including: (i) the 7900 Wisconsin Avenue project that was recently completed and includes up to 322 multi-family dwelling units and approximately 21,600 square feet of retail uses with a building height of 174 feet; (ii) the approved 8000 Wisconsin Avenue project with up to 441 multi-family dwelling units and 20,000 square feet of retail uses at a building height of up to 199 feet; and (iii) the approved 8008 Wisconsin Avenue project with up to 106 multi-family dwelling units and 5,793 square feet of retail uses at a building height of up to 143 feet. The East Bethesda single-family residential neighborhood is located to the east of the Property across Tilbury Street.

The Sketch Plan application proposes a mixed-use redevelopment of the Property with up to 375,000 square feet of combined multi-family residential uses (including 15% Moderately Priced Dwelling Units – “MPDUs”) and ground floor commercial uses (the “Project”). More specifically, the Project includes up to 350 multi-family dwelling units (including 15% MPDUs) and up to 15,000 square feet of nonresidential uses. As described in more detail below and consistent with the transitional mapped zoning of the Property from west to east, the Applications propose a building height of up to 90 feet along Wisconsin Avenue that transitions down to 70 feet closer to Tilbury Street, utilizing within the mapped height allowance the allowable mapped Floor Area Ratio (“FAR”) density from the existing zoning, with further utilization of the allowable building height for additional square footage by adding density above the mapped density through the BOZ with a corresponding Park Impact Payment (“PIP”) (to be offset with in-kind, master-planned park improvements). The Project also facilitates the Sector Plan vision for an Eastern Greenway by providing a 70'-wide greenway along the length of Tilbury Street (the full extent of area comprising the greenway, as measured from edge of curb to building face, is approximately 14,000 square feet).

The Project must respond to several different urban design considerations at once. To its west is Wisconsin Avenue, a major urban boulevard and regional corridor. The west side of Wisconsin

Avenue is occupied by buildings ranging between 100 to 300 feet tall, including large apartment buildings, corporate headquarters, and hotels, much of which has ground floor retail. On the block to the east is a single family residential neighborhood. To the north is a recommended Countywide park that will occupy a significant percentage of the block, along with opportunities for redevelopment along Wisconsin Avenue. The Eastern Greenway on the eastern portion of the Property will link with other proposed segments of the Greenway and with the Countywide park and other green spaces in Downtown Bethesda to the south, all of which will provide for a vast, attractive green buffer between the urbanity of Downtown Bethesda and the existing single-family community to the east.

II. Alternative Treatments

As noted on the DAP submission form, the Applicant is utilizing alternative treatments along the four (4) street frontages. Pursuant to Section 2.4.7 of the Design Guidelines, there are alternative methods to step-backs to reduce tower bulk that “particularly apply to buildings lower than 90-120 feet,” which applies to the Project due to its inclusion of building heights ranging from 70 to 90 feet. *See Design Guidelines, p. 75.* As described in greater detail below, the Project’s design reduces tower bulk by stepping back the wings facing Highland and West Virginia Avenues two (2) times such that the full bulk of the Project is not at the street front.

Along Wisconsin Avenue, the building maintains a consistent height of 90 feet, with some variation given to the height of parapet walls. The Applicant plans to provide a transition course at an approximate height of 20 feet above the retail facing Wisconsin Avenue. This design will allow for a façade along Wisconsin Avenue articulated in the order of base, middle, and top that gives the façade an order that avoids a singular ground-to-sky profile. In addition to horizontal definition, the architecture will provide façade variation through depth of windows and change of planes between masonry and glass that will present a sophisticated articulation of façade.

The massing and height on Wisconsin Avenue will turn the corner on Highland and West Virginia Avenues, but the apparent face along these roads will be reduced. By having three wings come forward to the street, while setting back the mass enough to provide courtyards along both Highland and West Virginia, the perceived building bulk is reduced along these streets. The ground floor is continuous along West Virginia Avenue, closest to Wisconsin Avenue, but this entire wing is held further north than the two other frontage on West Virginia Avenue, giving a varied depth to the ground level street wall on the south side.

Along Tilbury Street, the façade is set back 70 feet from the curb line to contribute to the Eastern Greenway, with a large park area between the building and Tilbury Street. In addition, the Tilbury Street elevation is designed with multiple plane changes in it, as well as a sloped roof on the top floor to emphasize the residential character as it faces the single-family homes to the east. This wing sits only 70 feet tall, and the bulk of the 90-foot building to the west is hidden by the viewing angle from street level on Tilbury Street, further obscuring the heights of buildings along Wisconsin Avenue.

III. Exceptional Design Public Benefit Points Requested and Brief Description

The Applicant is seeking 30 public benefit points for design excellence on the basis that the Project satisfies and achieves the six identified criteria in the CR Zone Incentive Density Implementation Guidelines. The Applicant's justification for 30 public benefit points is as follows:

Providing innovative solutions in response to the immediate context

One of the major goals of the Sector Plan was the creation of an Eastern Greenway. The overall Greenway and this proposed park node, will create a neighborhood destination with the goal of welcoming diversity and multigenerational usage. It will be designed to emphasize a hierarchy of circulation, demarcate a gateway, integrate seamlessly to the urban grid of streets, and bring a green environment to the urban fabric of Downtown Bethesda. In addition, the park and the rest of the Greenway will be major contributors to health and wellness of the overall community allowing people to be near nature and interact socially with neighbors.

Special features will also be woven into the design framework of this park as the user moves through the new green spaces. Trees and a rich palette of understory of shrub and perennial plantings will provide seasonal interest and create an urban oasis for the enjoyment of all while providing for educational and interpretive opportunities.

The Project will provide unique building architecture on a major regional boulevard while also transitioning between that boulevard and a smaller scale residential neighborhood. This will be done by transitioning the architecture down the side streets (West Virginia and Highland Avenues), by reducing scale and adapting the architecture from a more commercial scale to a more residential scale. Introducing a varied, vertically oriented mass to the longest frontages de-emphasizes the bulk of the building and offers more units the ability to have engaging, street-facing views. This greatly contrasts with a building diagram that might provide a continuous street wall organized around a private inner courtyard that does not engage the public realm. This design approach provides the community with an outward-facing orientation and creates semi-private areas facing public ways.

In addition, this building will be oriented towards and become the "front door" of the proposed public park on the north side of Highland Avenue. By placing the main building entrance and "front door" on the side of the building facing this park, it acts as one of the key building "walls" enclosing that major urban park.

Creating a sense of place and landmark

This Project acts as a northern anchor to the proposed Eastern Greenway. By providing a 70-foot-wide greenway on Tilbury Street, and then turning the building along Highland Avenue to form the southern boundary of the park, this building is an important landmark of the Eastern Greenway. The Project's unique massing creates vertical towers in lieu of a solid wall as viewed from the ground plane, providing opportunities for unique building profiles and iconic architecture.

In this block, the Applicant could comply with the Sector Plan by providing a 35'-wide section of Greenway. In order to create a sense of place and landmark location, Applicant proposes a 70'-wide Greenway.

Enhancing the public realm in a distinct and original manner

The Project will include a neighborhood green space that is integrated into the overall Eastern Greenway, which will create a major stopping point within the Greenway sequence. This public open space is being designed to be welcoming and porous allowing for cross circulation between the adjacent blocks. The building creates the western edge of the park providing surveillance (eyes on the park) and definition. A variety of places within the park will help its users interact with nature, find a place of respite and bring the community together.

The building as it faces the park will provide a transition from the park and lower-scale neighborhood towards Wisconsin Avenue by providing a variegated massing and residential character. As noted above, the building form intentionally provides a massing that organizes units to face the street and/or courtyards that open to the east-west streets transitioning up to Wisconsin Avenue. This design results in units that engage the public realm, and a massing that is less monotonous than an alternate parti that might be organized around an internal courtyard. The Project's massing also allows for additional daylight to reach the sidewalks and park especially on the northern side of the block.

Introducing unique forms and materials

The Project will be a unique residential apartment building, especially at the scale it presents to the neighborhood and the Eastern Greenway on the east side and to the proposed public park to the north. By introducing a varied massing and sloping roofs, it not only reduces the apparent bulk to the residential neighborhood to the east, but it also offers a scale and setting that recalls the romantic, garden inspired forms of earlier apartment houses of the Washington DC area. The Project's design will contrast favorably as a transition and relief to the larger scale office and residential buildings found west of Wisconsin Avenue.

Designing the development so living working shopping environments are more pleasurable and desirable on a small site

The Project will create new Class-A retail spaces with high ceilings offering high-quality neighborhood serving retail with access on wide public sidewalks along Wisconsin Avenue and the potential for outdoor dining. The improvements to the Property will allow for wide sidewalks along Highland and West Virginia Avenues, connecting the neighborhood to the east to the new amenities and development along Wisconsin Avenue.

Integrating low-impact development methods into the overall design of the site and building beyond green building or site requirements

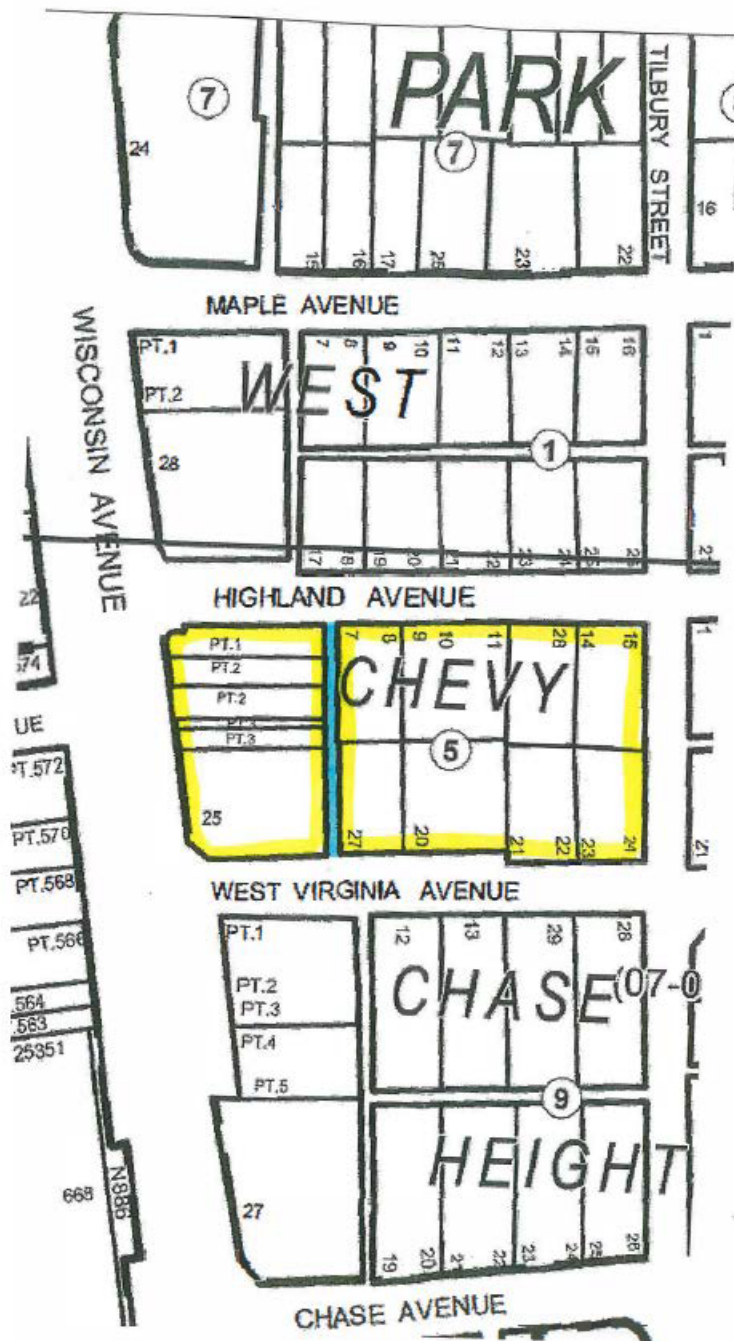
The Project uses unique forms to help provide daylight and views onto the narrower Neighborhood Local Streets, and maximizes the width of the Eastern Greenway, providing open green areas and

daylight above and beyond what the Sector Plan requires. In addition, this project will provide the required 35% of green cover over the building footprint (in addition to the provided greenway).

IV. Conclusion

This Sketch Plan submission demonstrates how the massing and overall site design of the Project meets the intent and goals of the Design Guidelines. The Applicant respectfully requests a favorable recommendation from the DAP and a finding that the Project is on track to receive the requisite amount of public benefit points at the time of Site Plan application.

Exhibit "A"



8001 WISCONSIN AVENUE

DAP SKETCH PLAN #320210050

NOVEMBER 17th, 2021



B. F. SAUL COMPANY

ParkerRodriguez



B. F. Saul Company and Affiliates



Saul Headquarters at 7501 Wisconsin Avenue

- Founded in 1892
- Local Ownership
- Guided by Experience
- Driven by Quality



Kennedy Warren Apartments - Washington, DC



Clarendon Center & Lyon Place Apartments - Arlington, VA



Park Van Ness Apartments - Washington, DC



Twinbrook Quarter - Rockville, MD



The Waycroft Apartments at Wilson & Glebe - Arlington, VA



Hampden House - 7316 Wisconsin Ave. - Bethesda, MD

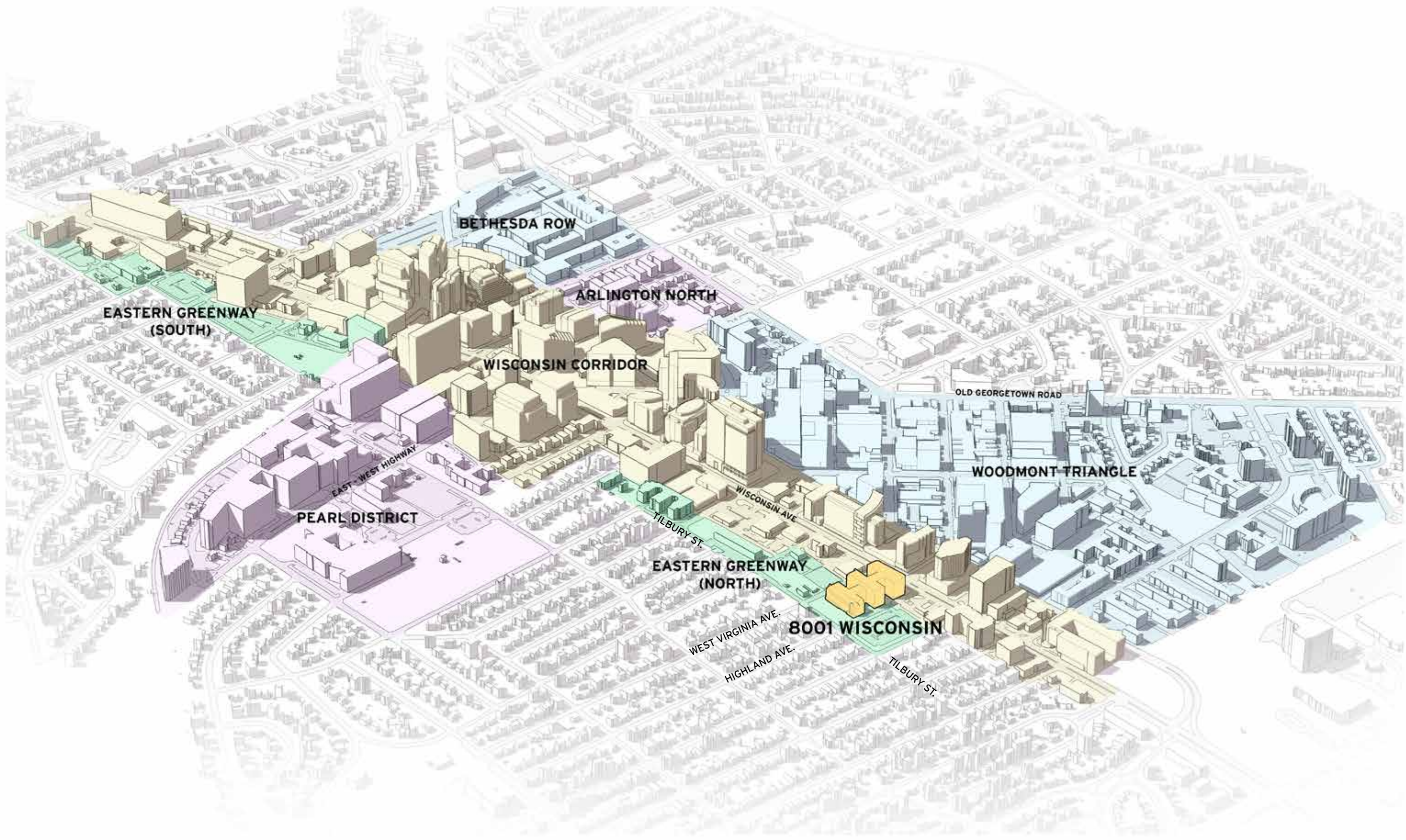
November 17th, 2021 ©2021 Torti Gallas + Partners | 1923 Vermont Ave, NW, Grimke School, 2nd Floor | Washington, DC 20001



B. F. SAUL COMPANY

ParkerRodriguez

8001 WISCONSIN AVENUE





VIEW LOOKING NORTH ON WISCONSIN AVE.



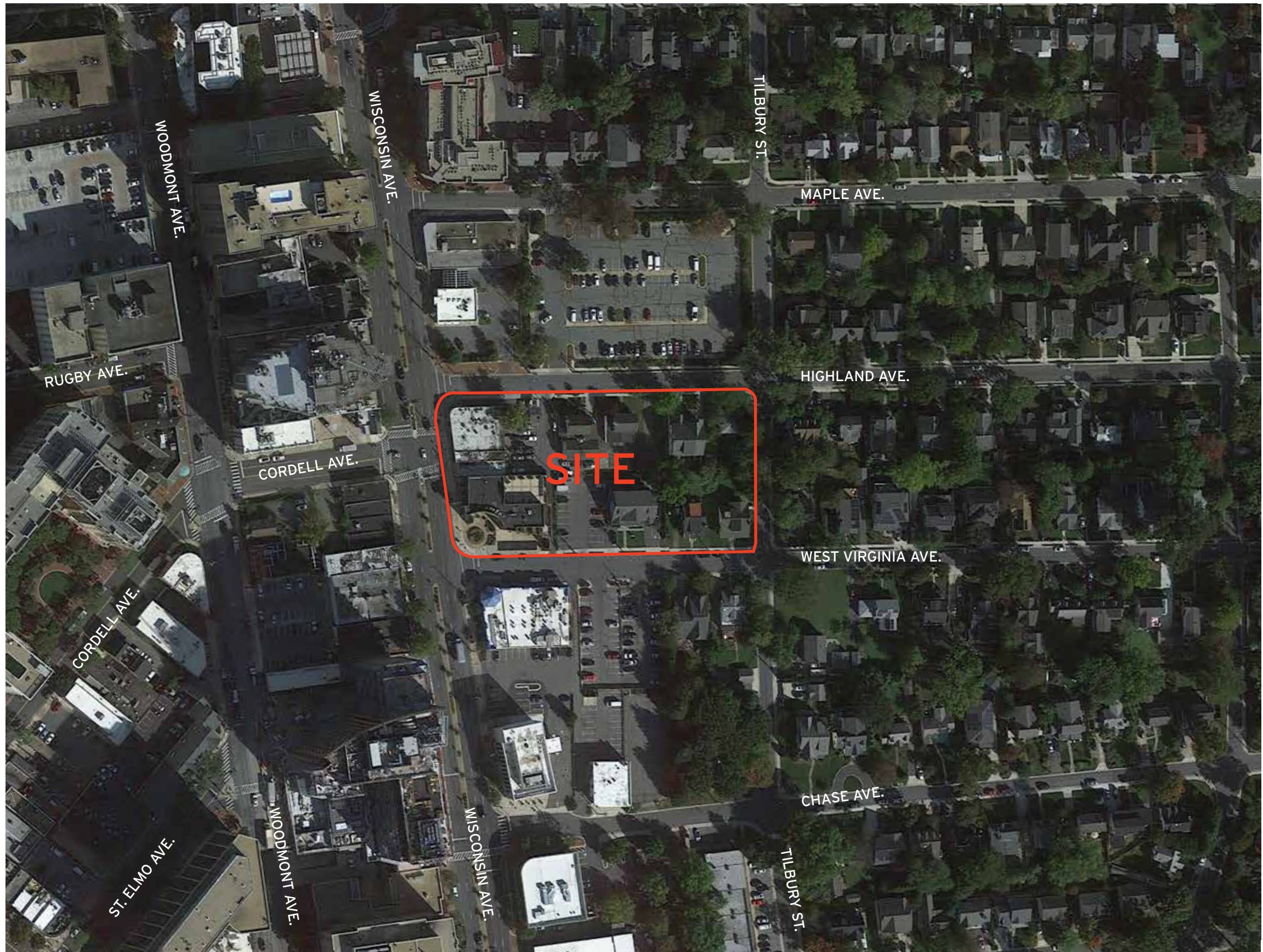
VIEW LOOKING NORTH WEST ON WEST VIRGINIA AVE.



VIEW LOOKING SOUTH ON WISCONSIN AVE.

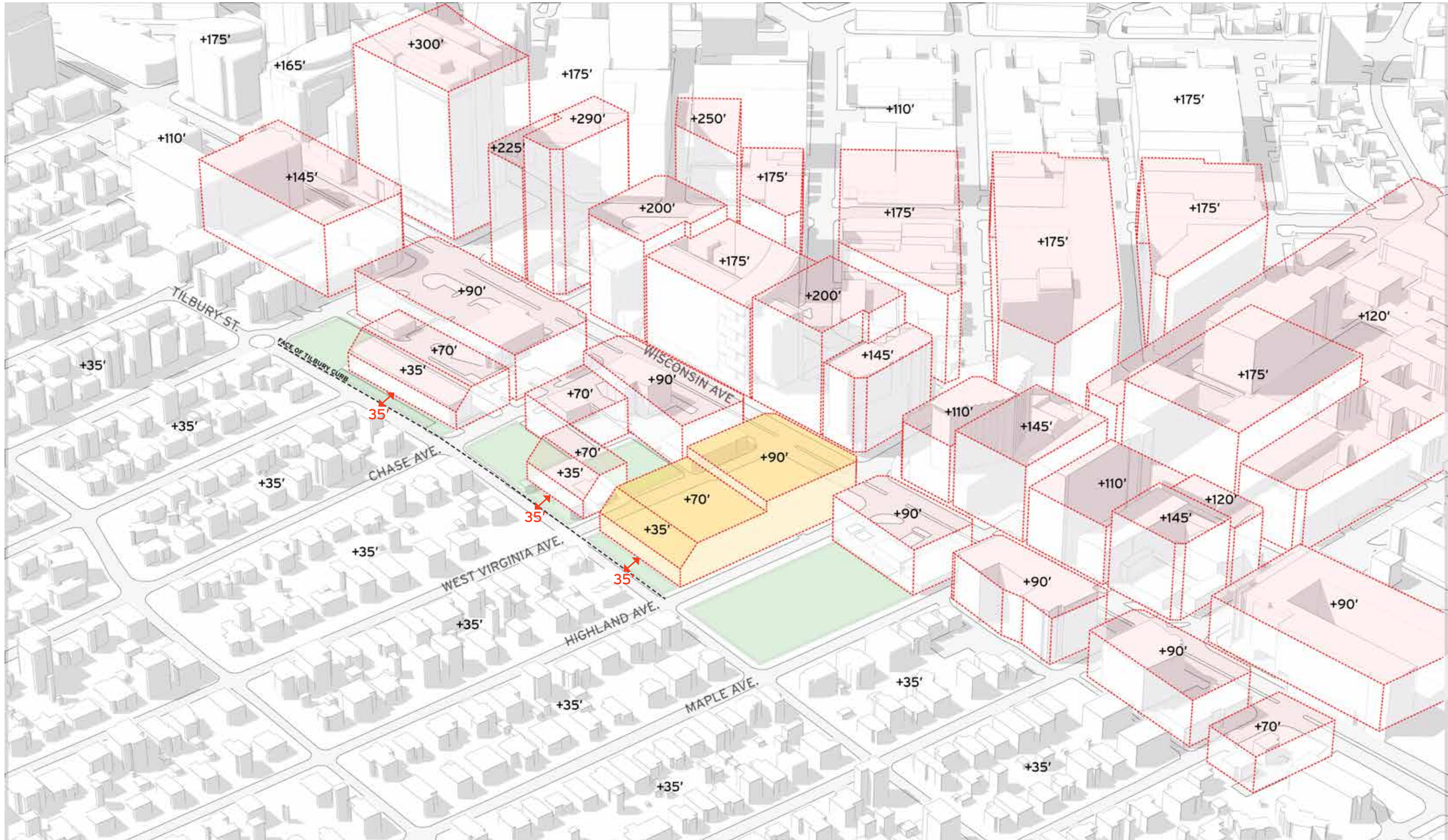


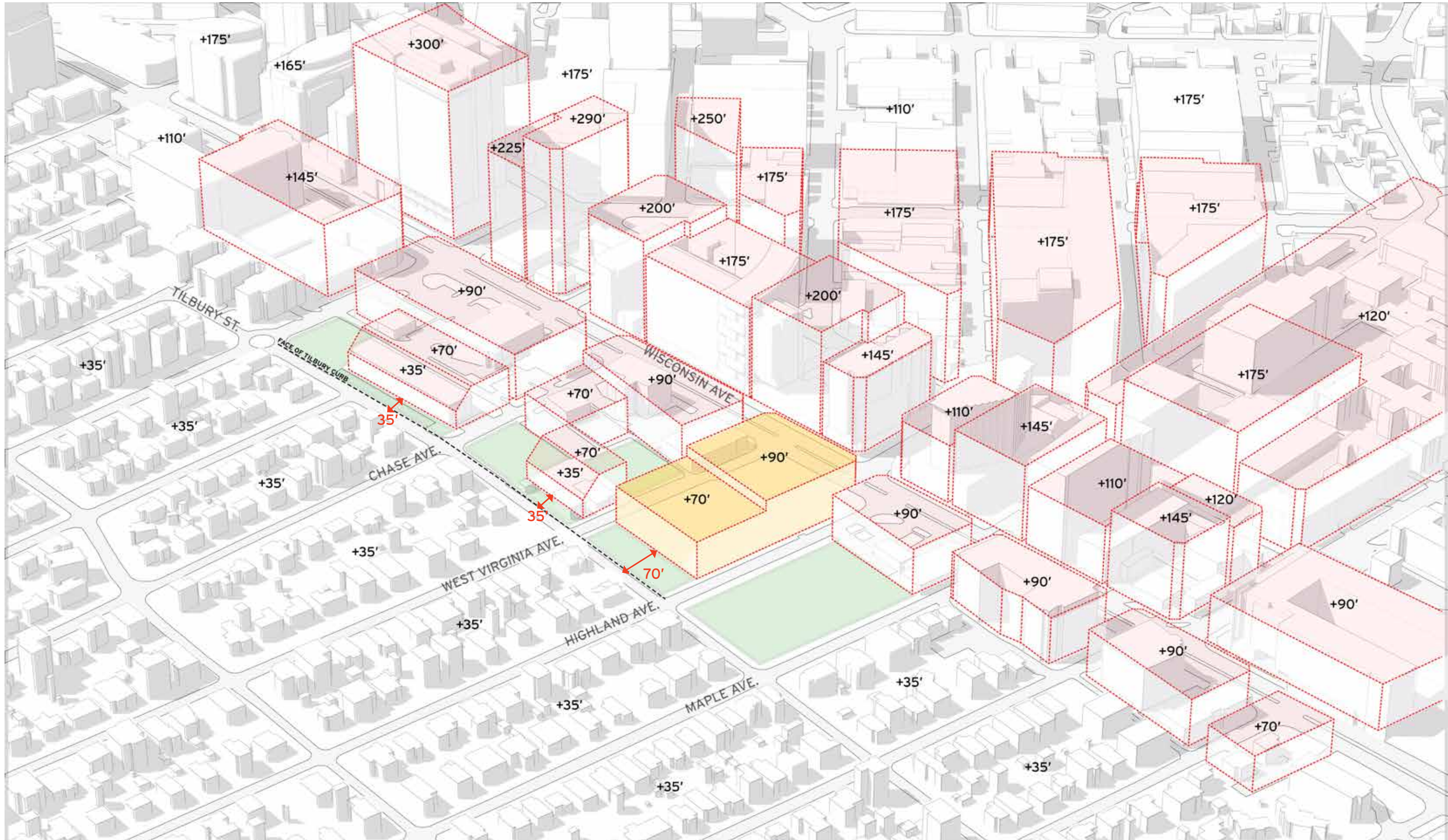
VIEW LOOKING SOUTH ON TILBURY ST.

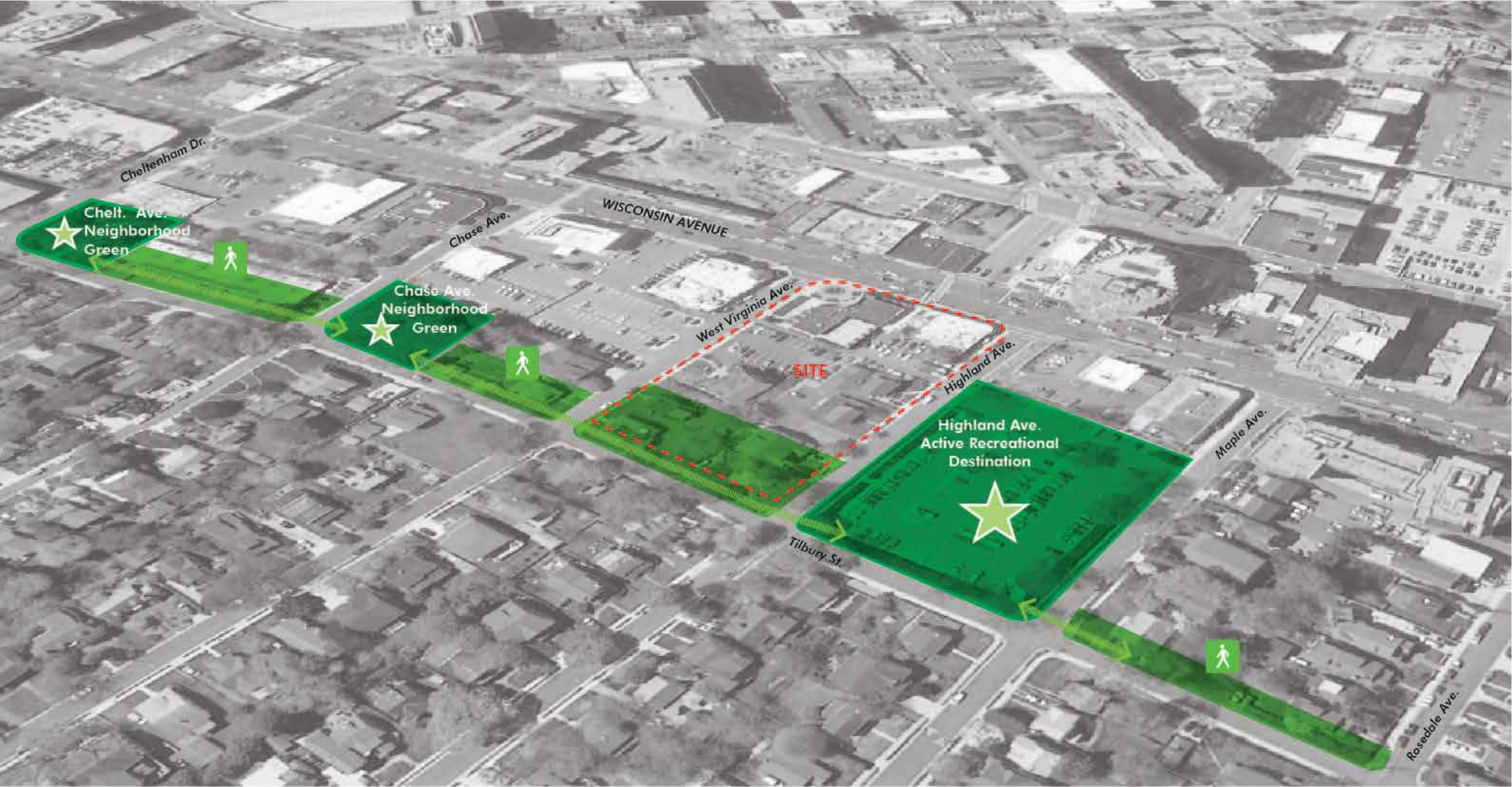






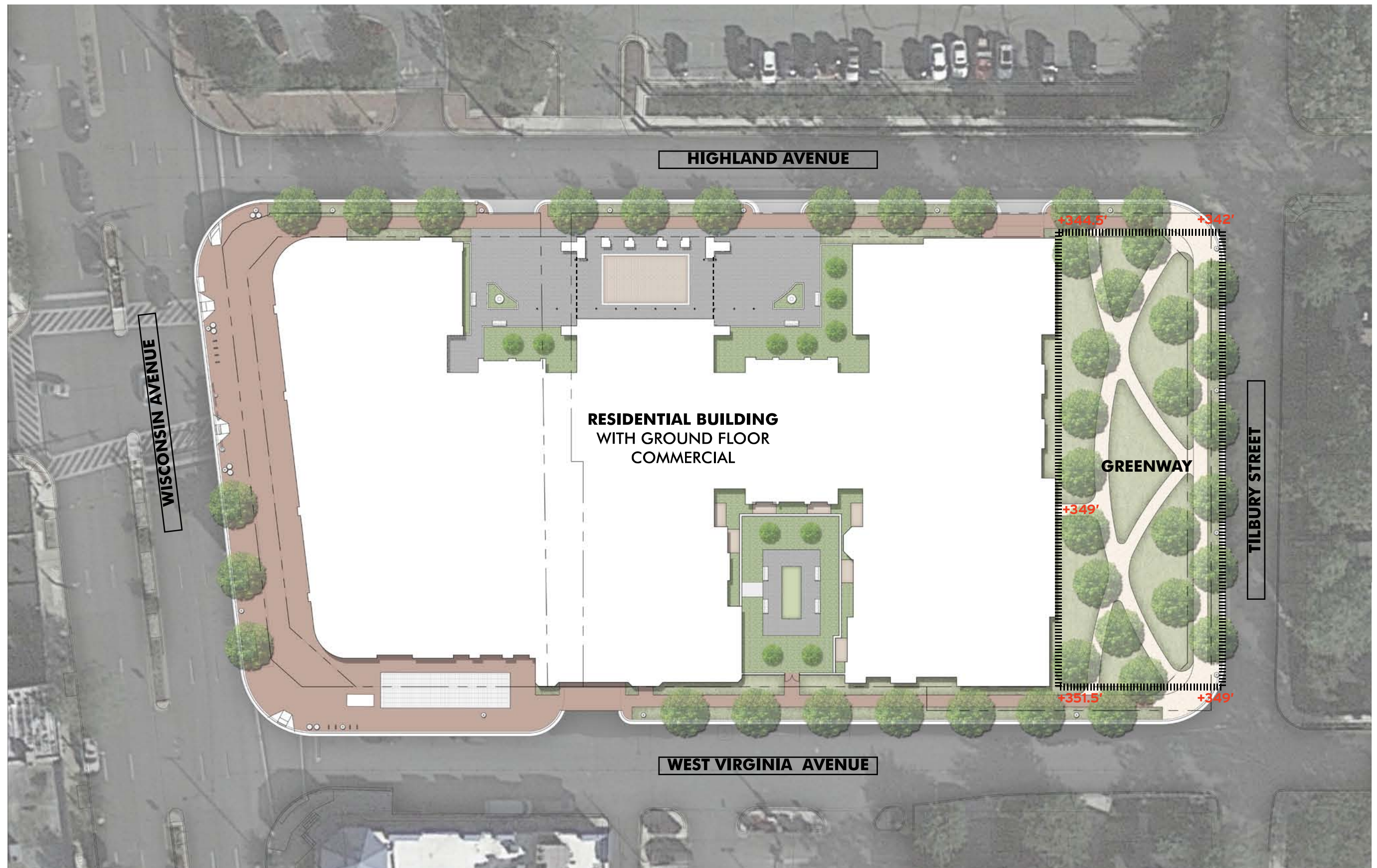


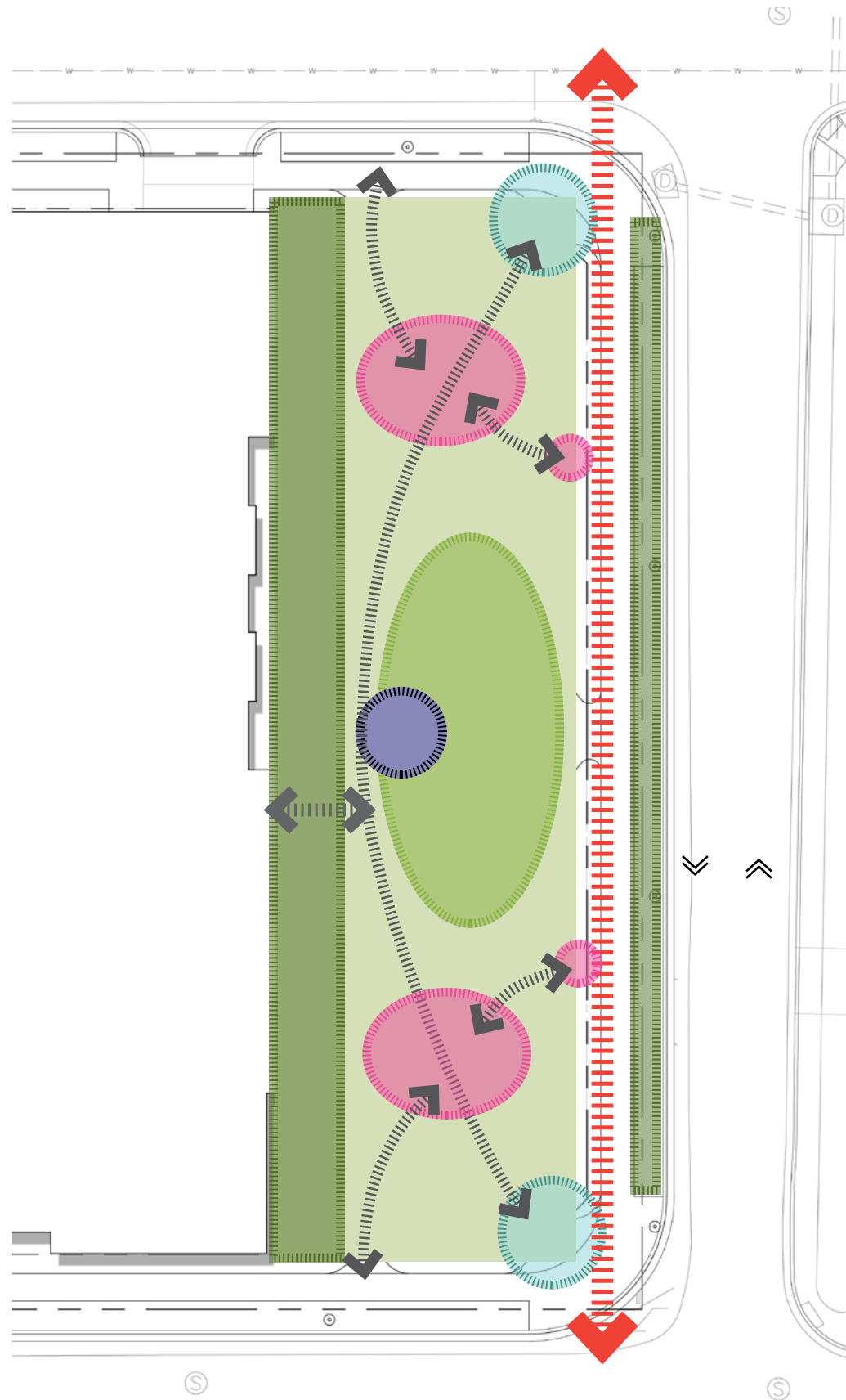
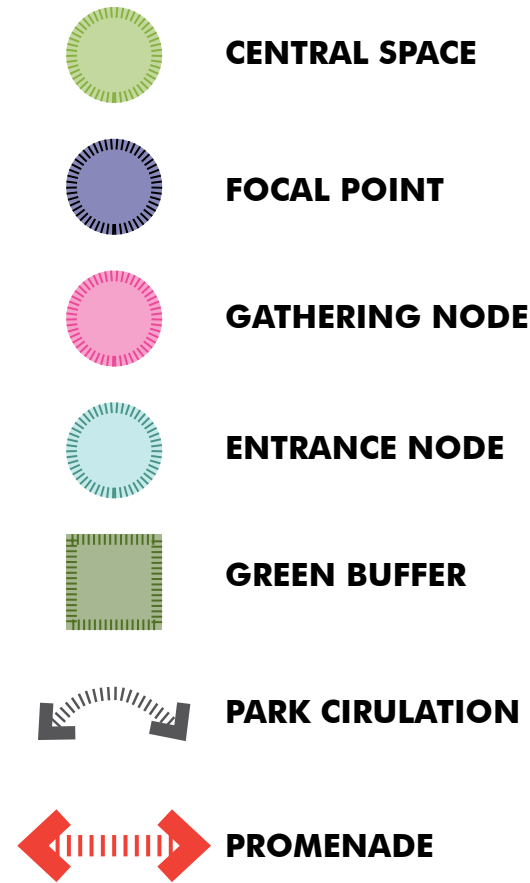




LEGEND

-  Neighbourhood Green
-  Privately Owned Public Use Space
-  Key Node
-  Pedestrian Link
-  Site Extents





USE DIAGRAM

November 17th, 2021 ©2021 Torti Gallas + Partners | 1923 Vermont Ave, NW, Grimke School, 2nd Floor | Washington, DC 20001



B. F. SAUL COMPANY

ParkerRodriguez

NOTE: Drawings are conceptual only and represent proposed development in an illustrative manner. Final building locations, dimensions, heights, uses, phasing, density, parking, unit mix, development standards and programs shall be determined at time of site plan applications.

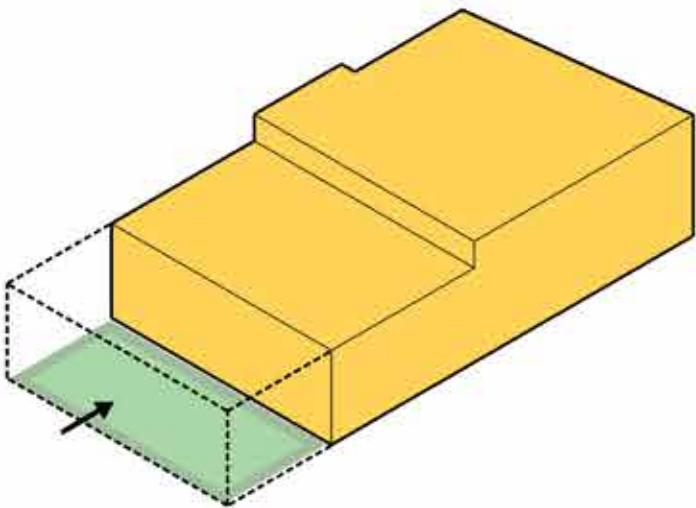
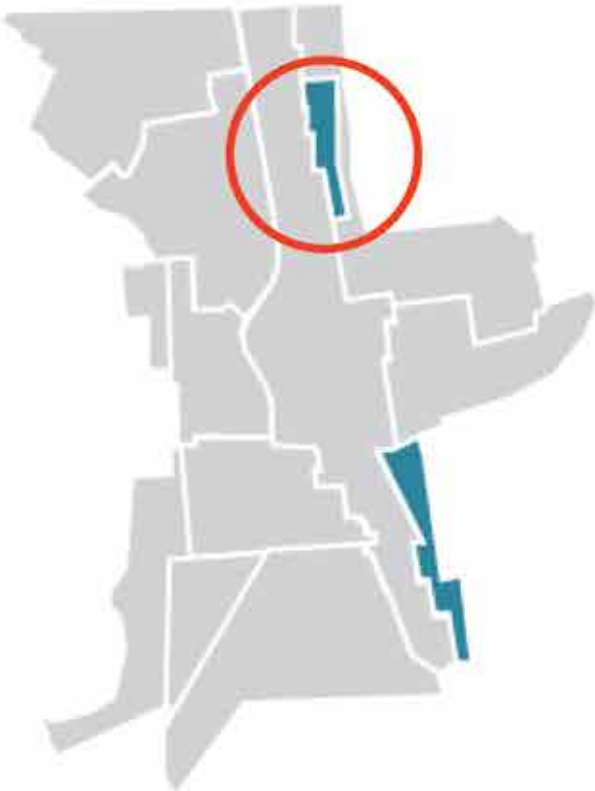
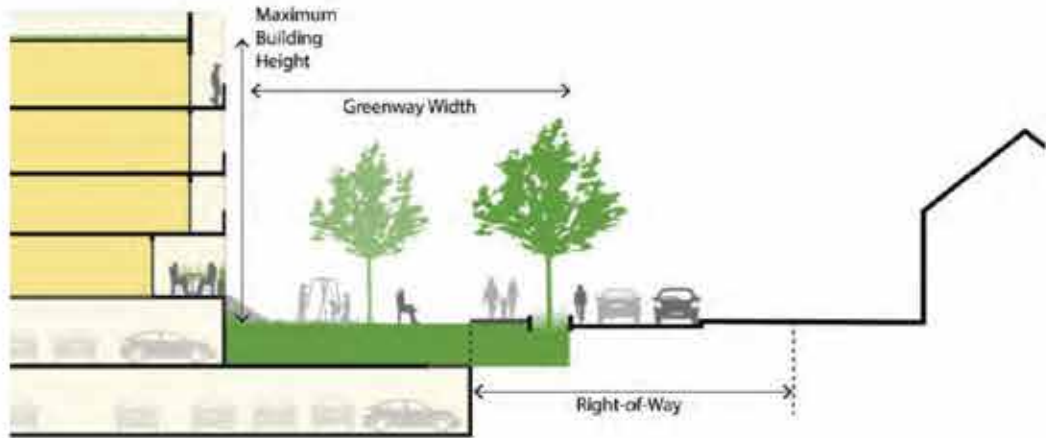


GREENWAY CONCEPT

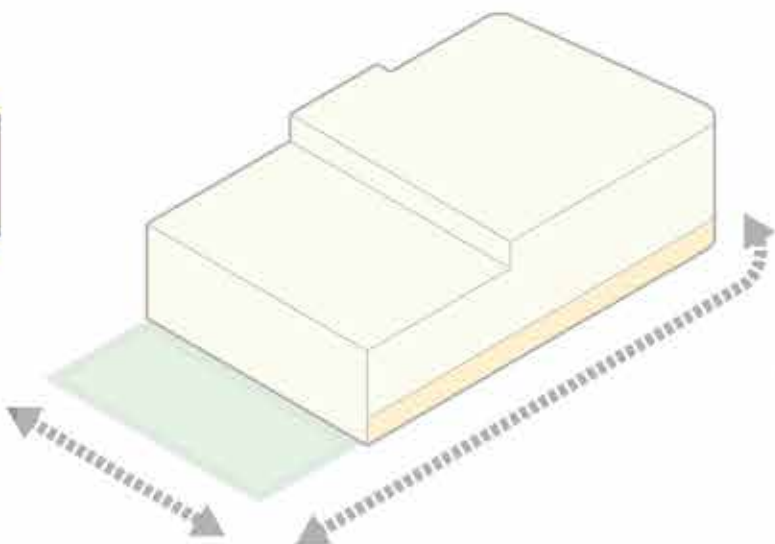
GREENWAY CONCEPT
8001 WISCONSIN AVENUE

3.4.1 Eastern Greenway

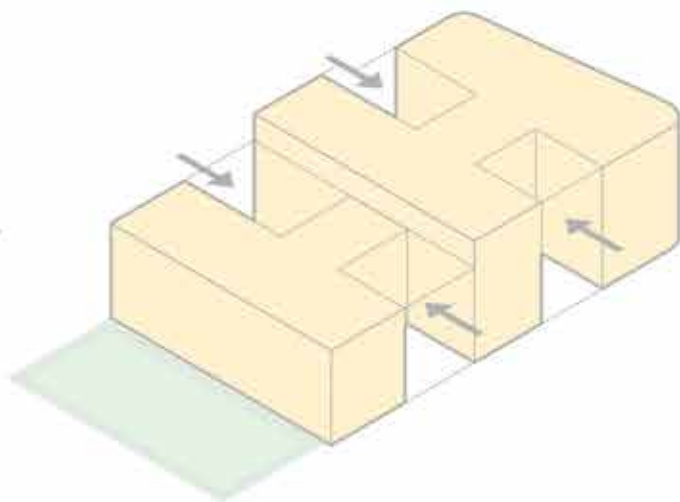
These parks are envisioned as destinations and pockets of larger green space along the edge of the downtown. Height limits and greenways will ensure compatibility, provide public open space, enhance connectivity and improve environmental quality.



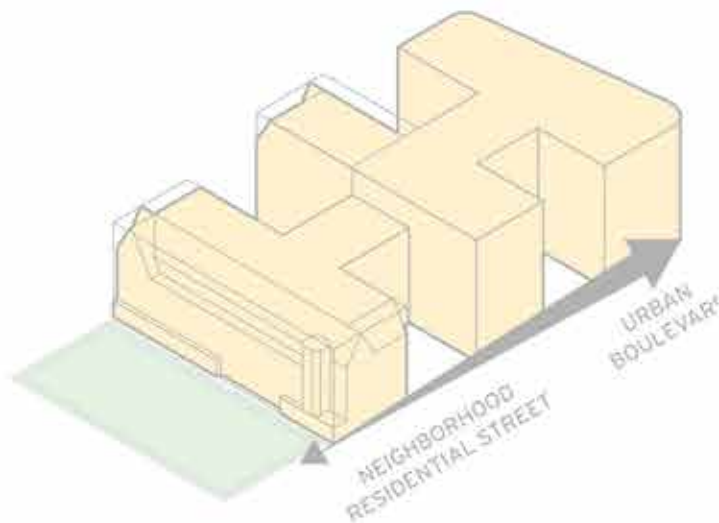
1 CARVE GREENWAY



2 ESTABLISH STREET



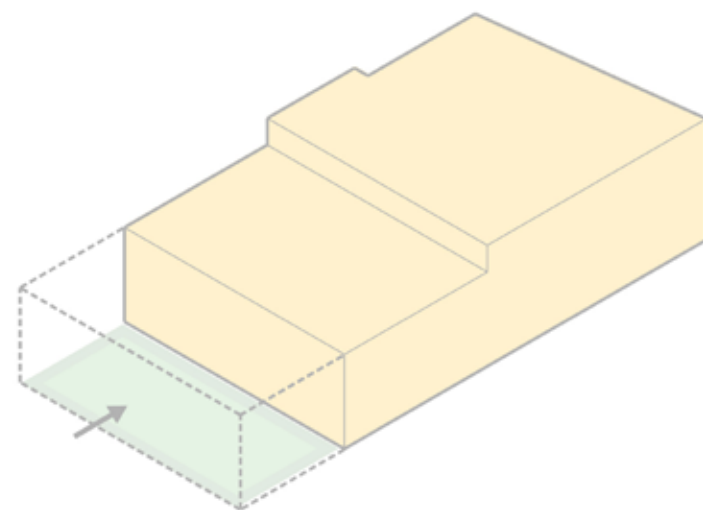
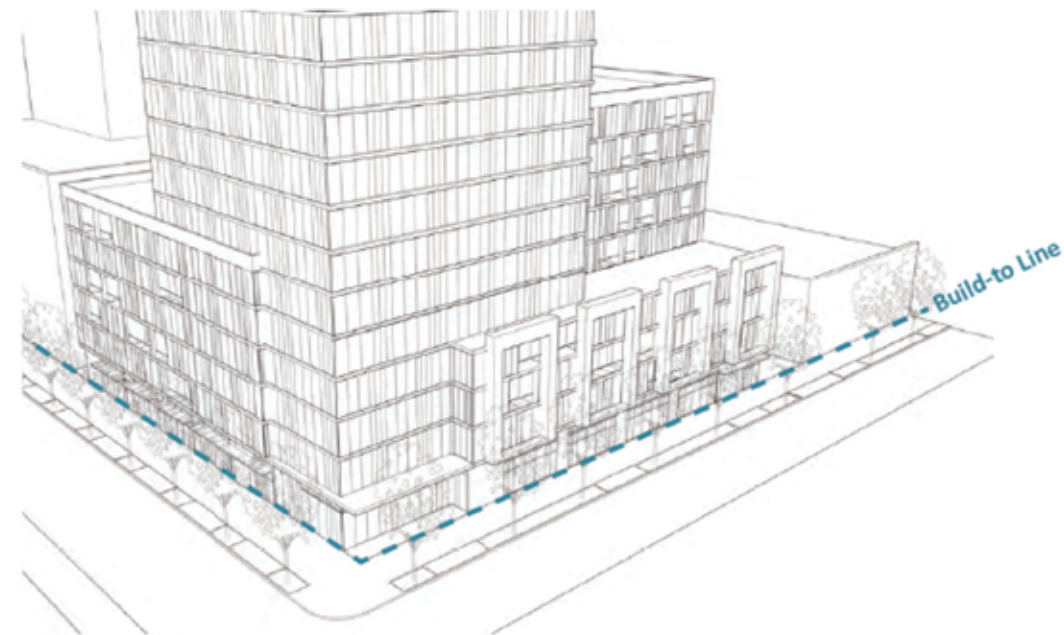
3 LIMIT APPARENT FACE



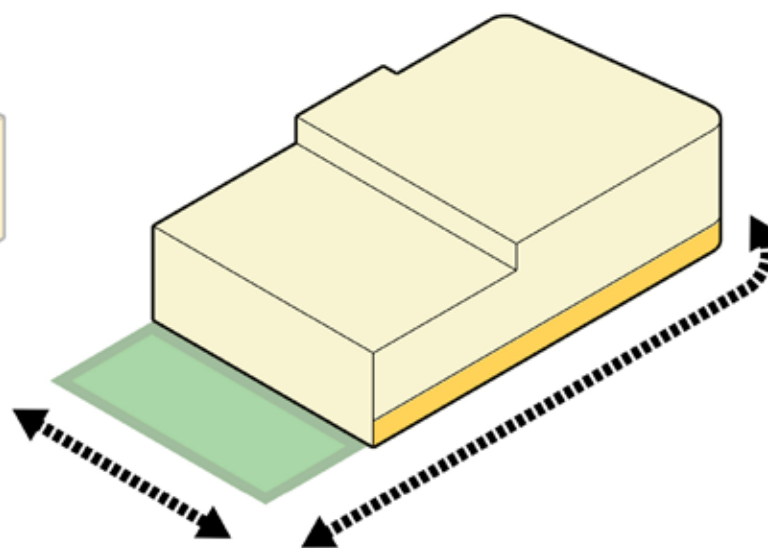
4 RELATE TO CONTEXT

2.4.2 Base: Building Placement

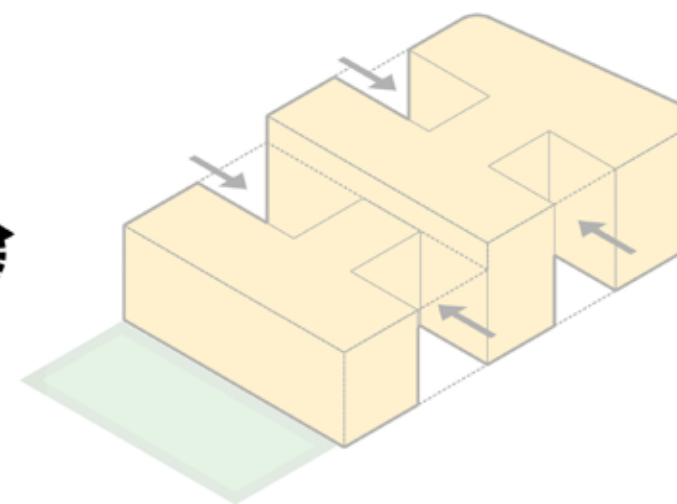
Intent: To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.



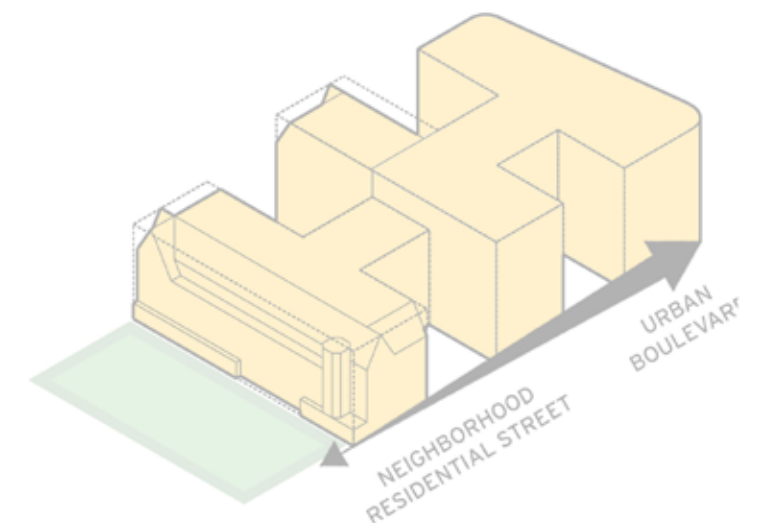
1 CARVE GREENWAY



2 ESTABLISH STREET



3 LIMIT APPARENT FACE



4 RELATE TO CONTEXT

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.

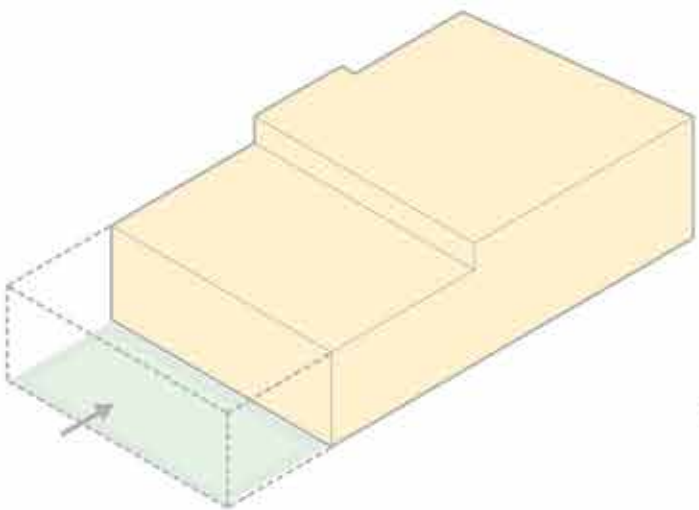
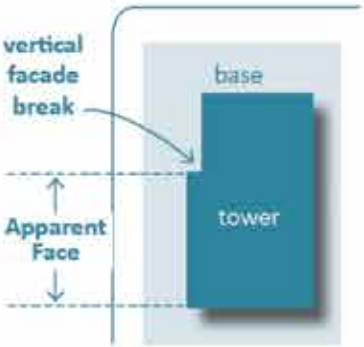
Alternative Treatments:

Though step-backs are one of the preferred methods to reduce tower bulk, especially on small neighborhood street types, alternative methods are outlined in Section 2.4.8 Tower: “Menu” of Methods to Reduce Bulk. These alternative methods particularly apply to buildings lower than 90-120 feet as noted in Section 2.1 Street Types, or to sites with limited size or property depth from the street.

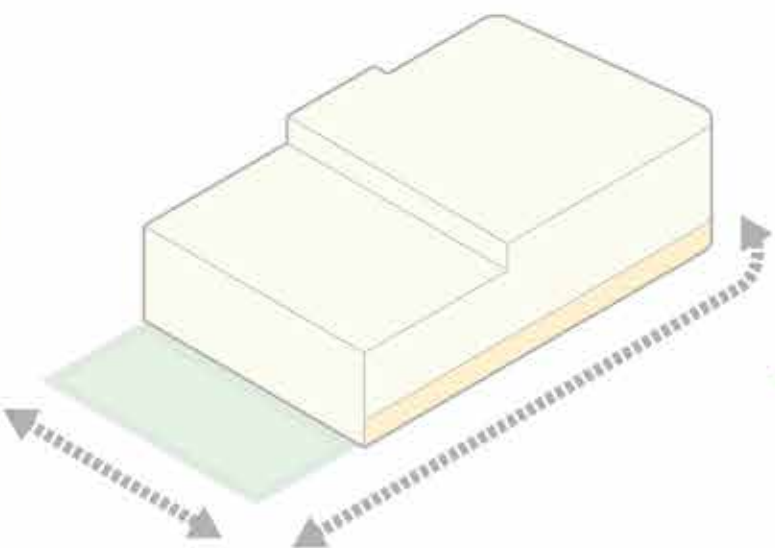
In cases where a step-back is not provided, another method to relate to the context of adjacent building heights and base conditions is with a change of materials or clear regulating lines.

F. Limit Apparent Face

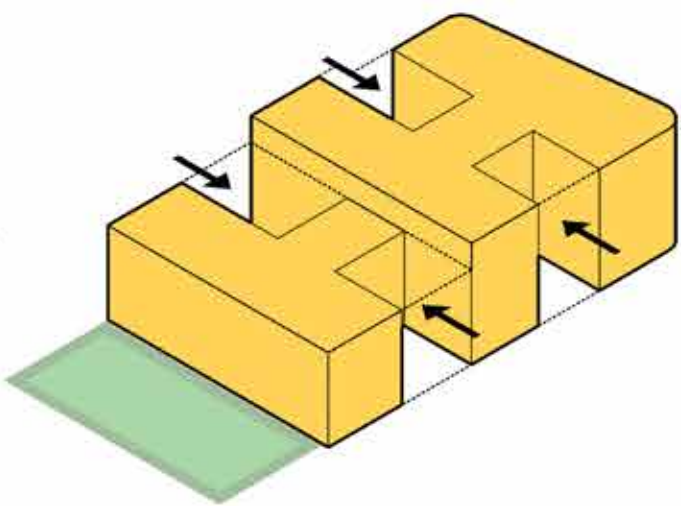
The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.



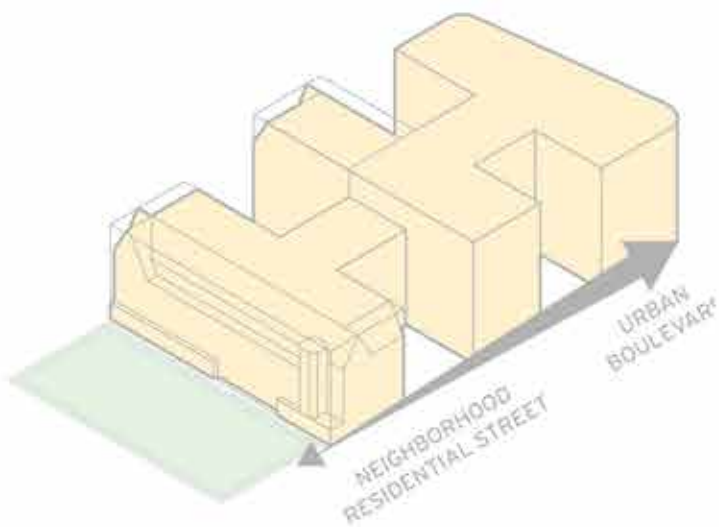
1 CARVE GREENWAY



2 ESTABLISH STREET



3 LIMIT APPARENT FACE



4 RELATE TO CONTEXT

2.4.1 Compatibility

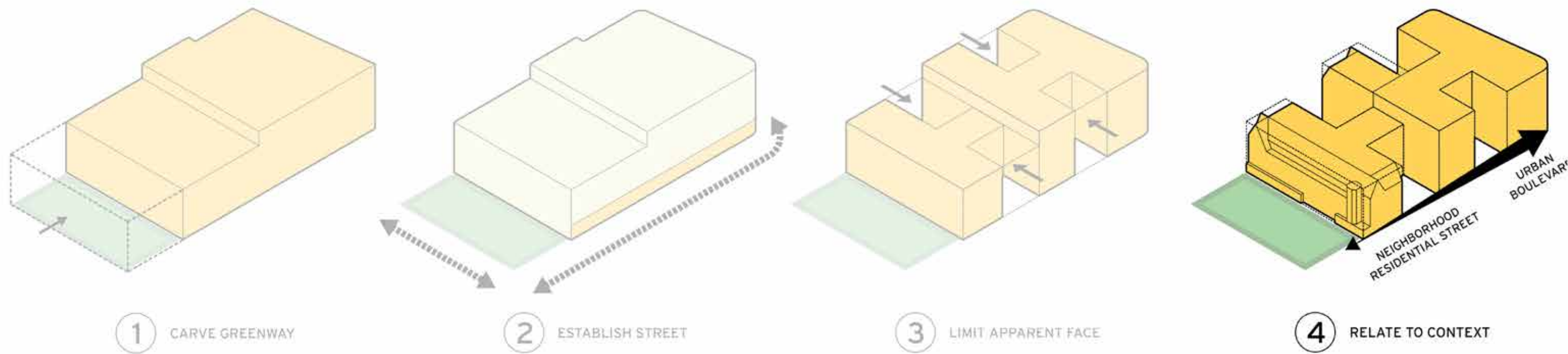
Intent: Most new projects in Bethesda will be infill development, therefore design should respect the existing character and scale of the downtown’s diverse districts, neighborhoods and public spaces.

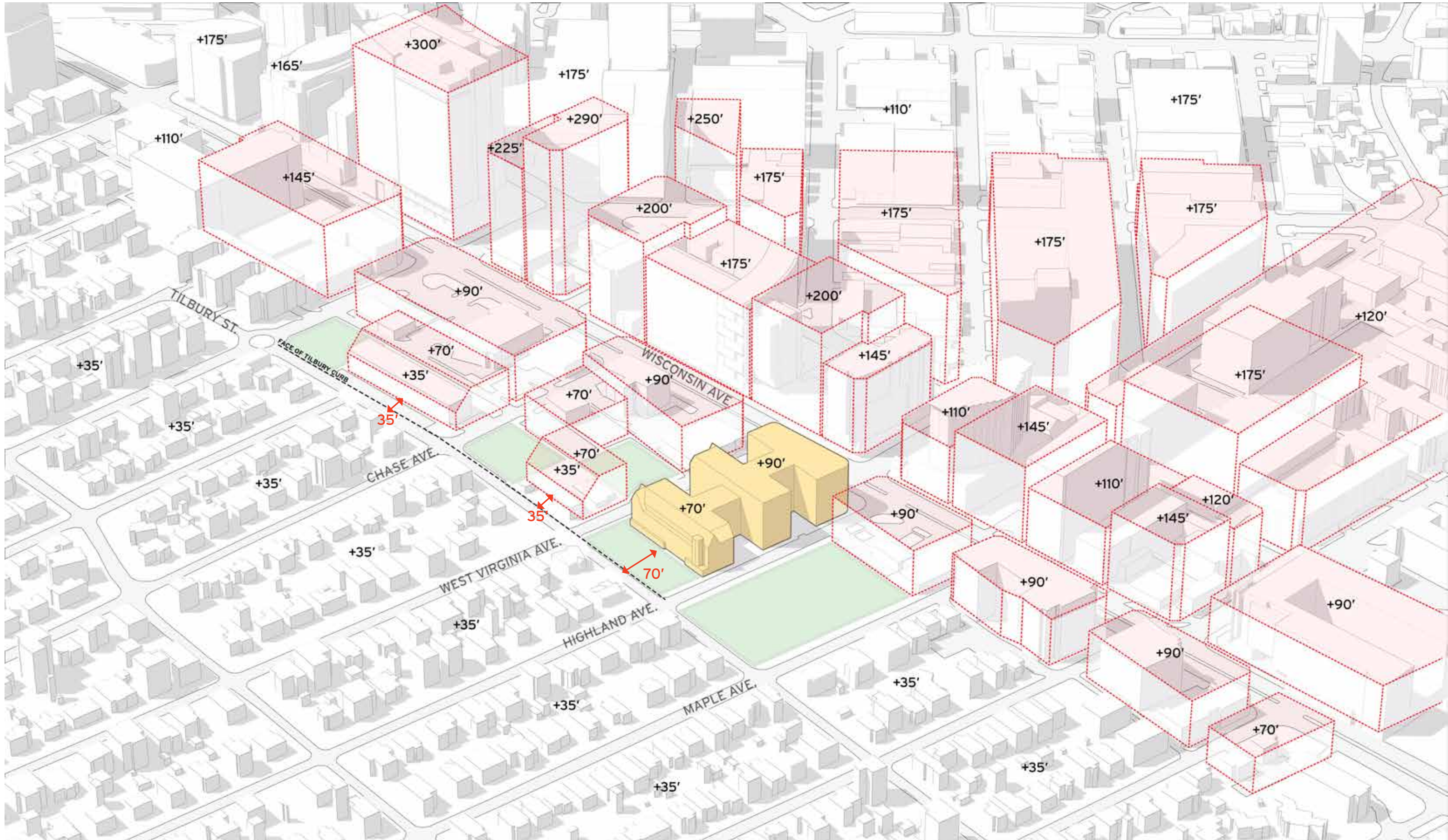
C. Vary Tower Heights

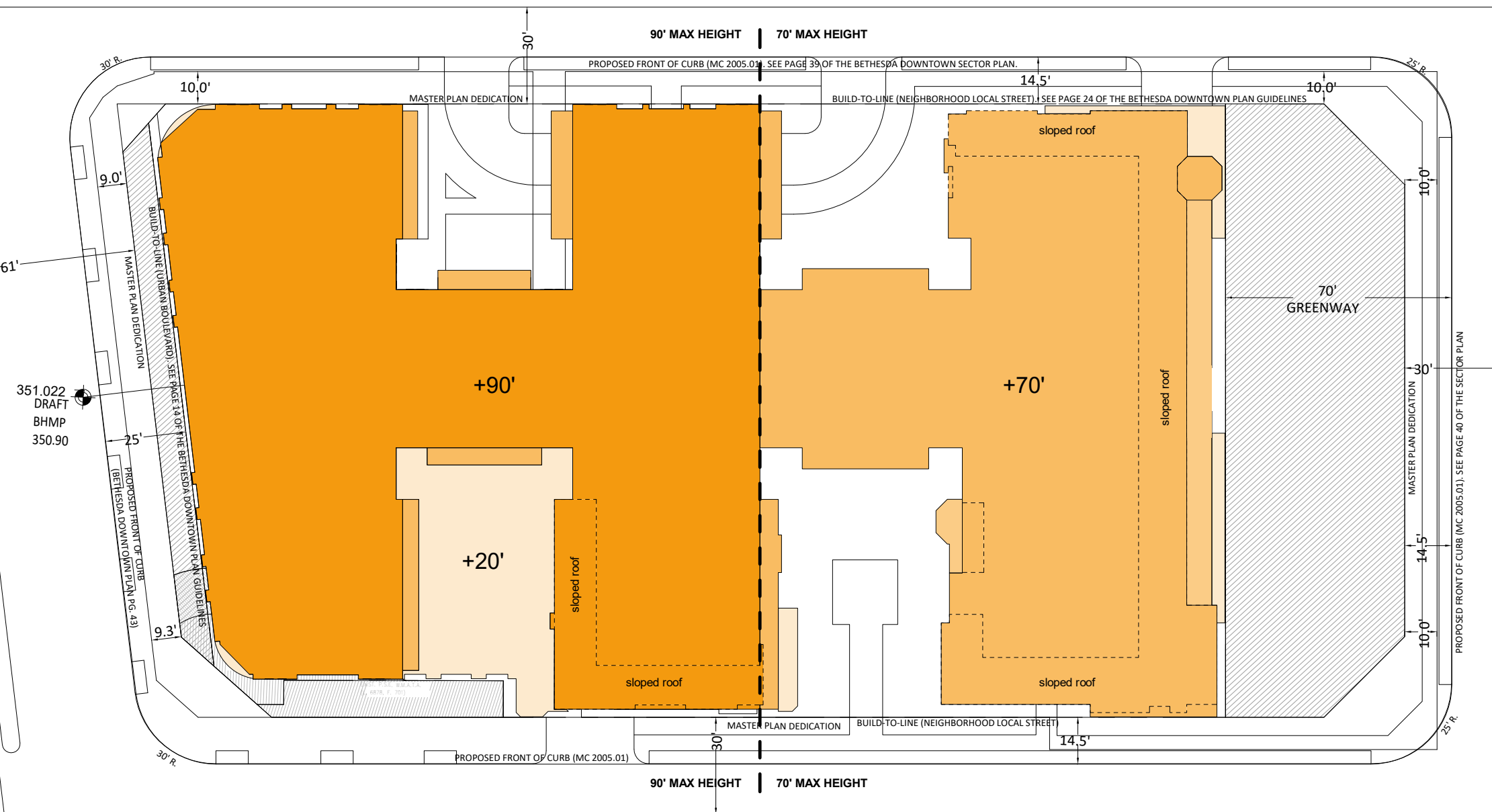
Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.



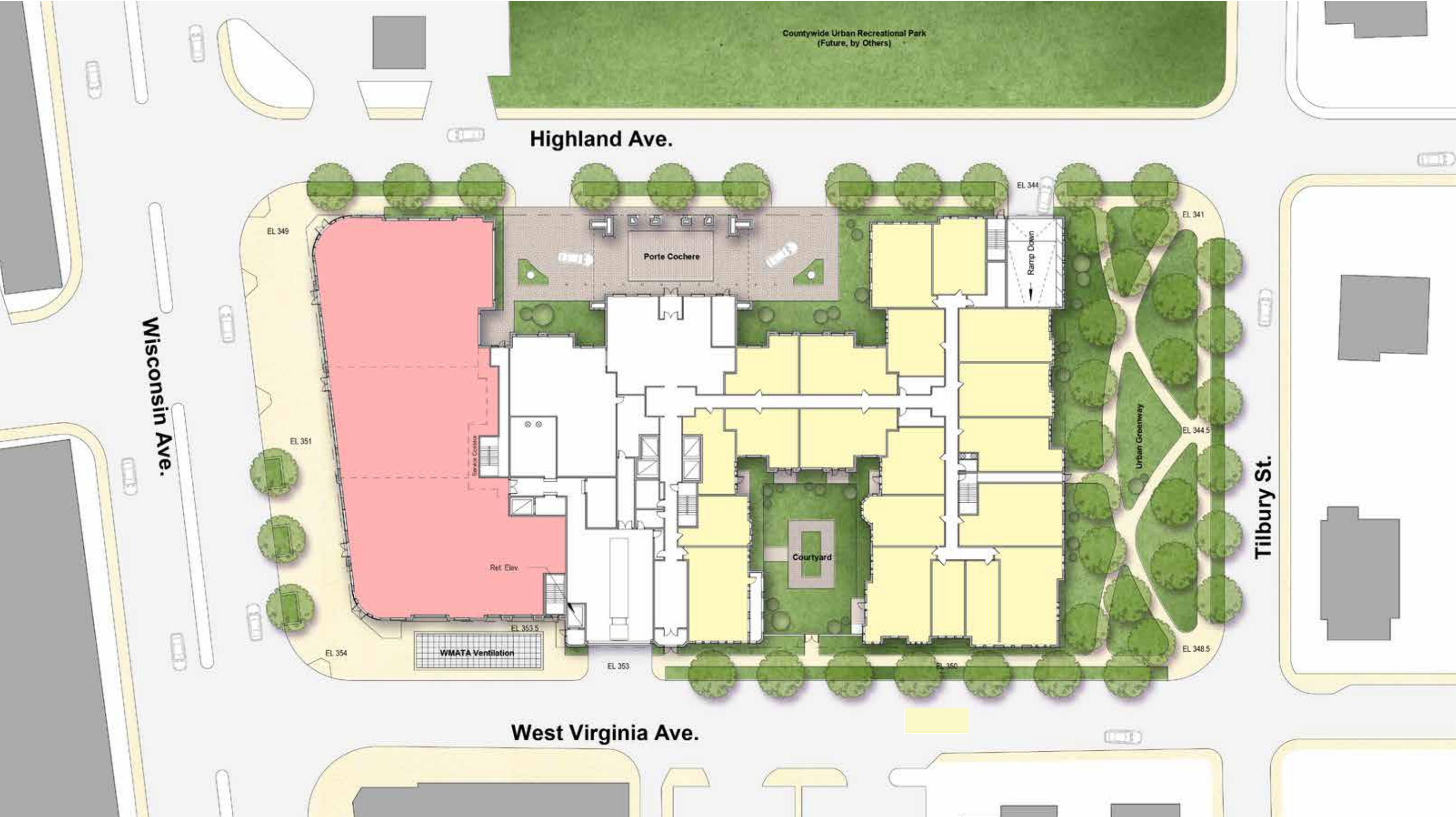
“Transitions from Wisconsin Avenue to surrounding neighborhoods require stepping down of buildings to mediate between high-rise and low-rise scales of the two areas.” Source: The Vine Condos





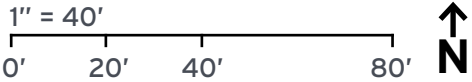




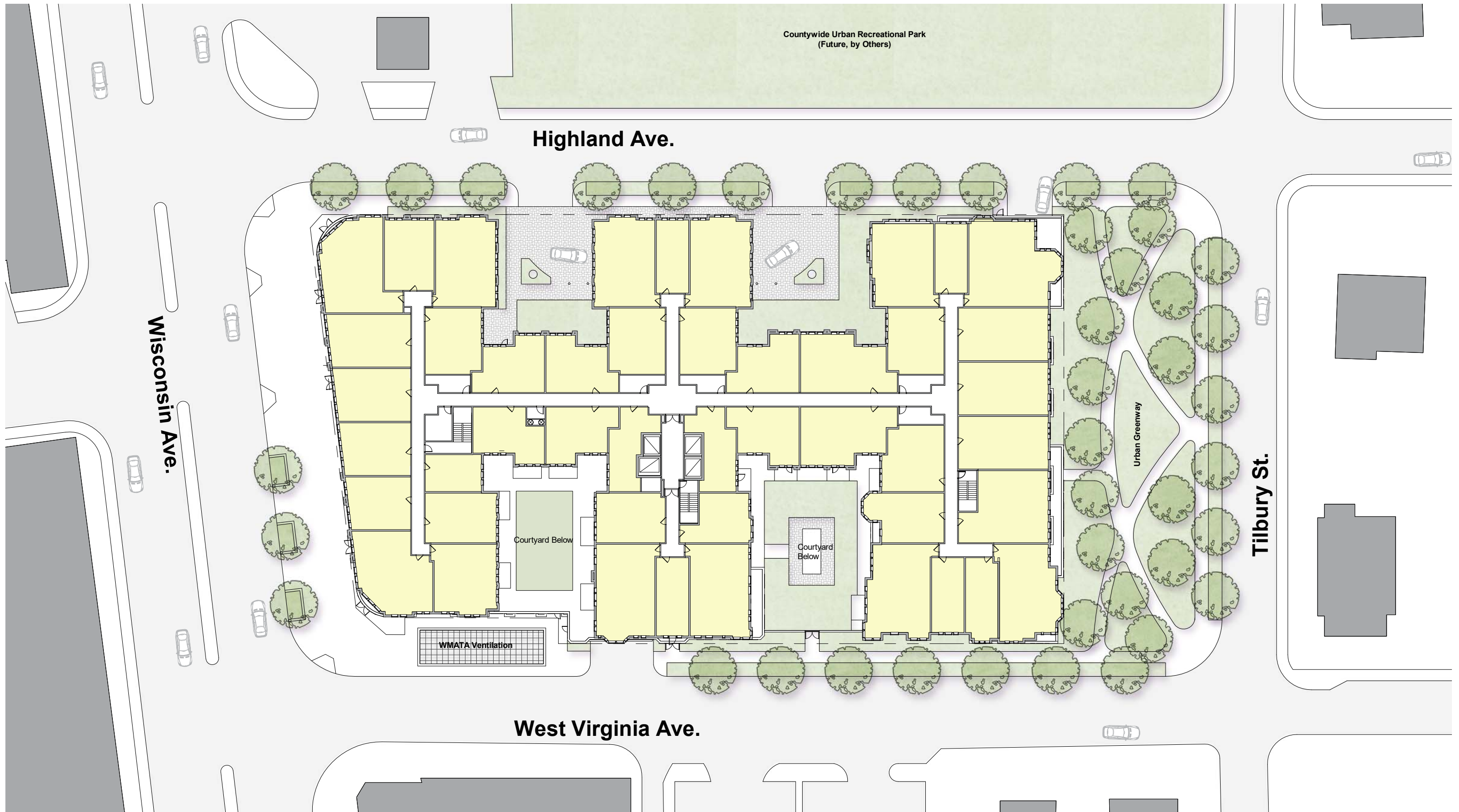


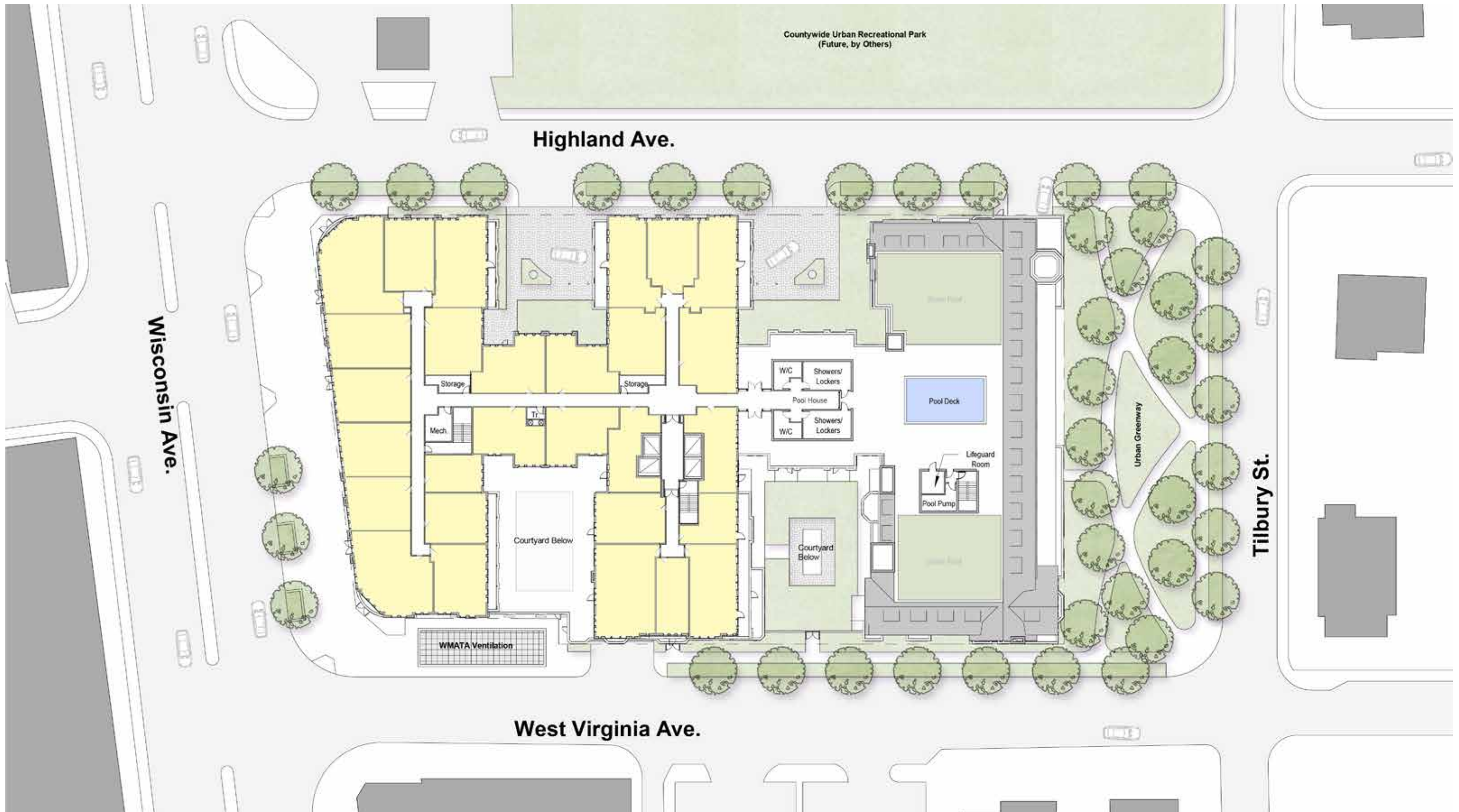
NOTE: Drawings are conceptual only and represent proposed development in an illustrative manner. Final building locations, dimensions, heights, uses, phasing, density, parking, unit mix, development standards and programs shall be determined at time of site plan applications.

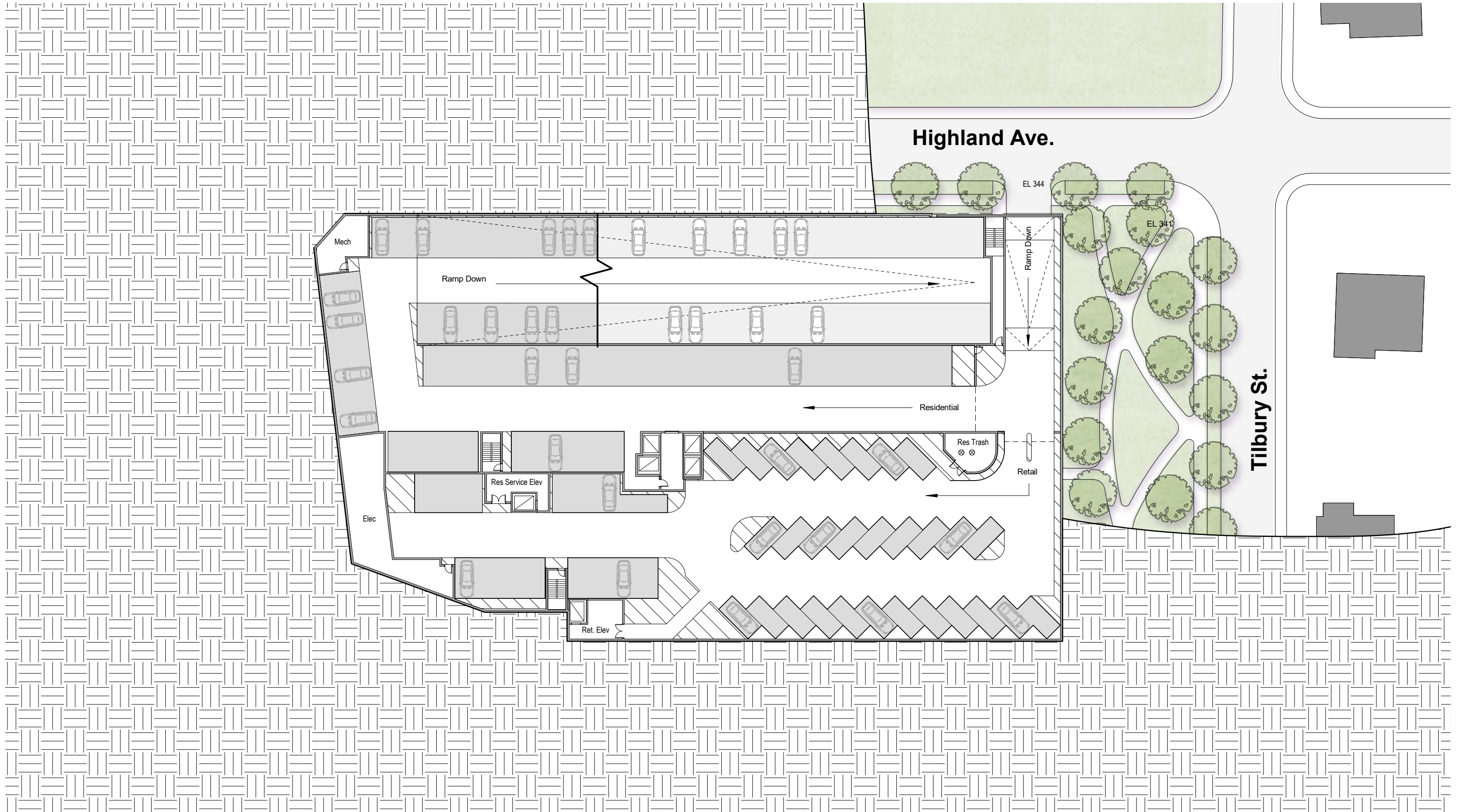
- Residential
- Retail



**GROUND FLOOR PLAN
8001 WISCONSIN AVENUE**









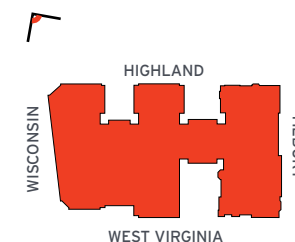
November 17th, 2021 ©2021 Torti Gallas + Partners | 1923 Vermont Ave, NW, Grimke School, 2nd Floor | Washington, DC 20001



B. F. SAUL COMPANY

ParkerRodriguez

NOTE: Drawings are conceptual only and represent proposed development in an illustrative manner. Final building locations, dimensions, heights, uses, phasing, density, parking, unit mix, development standards and programs shall be determined at time of site plan applications.



ILLUSTRATIVE PERSPECTIVE
HIGHLAND AVE & WISCONSIN AVE. (NW)
8001 WISCONSIN AVENUE



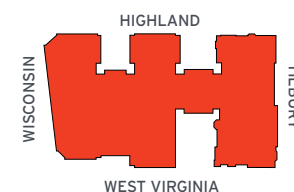
November 17th, 2021 ©2021 Torti Gallas + Partners | 1923 Vermont Ave, NW, Grimke School, 2nd Floor | Washington, DC 20001



B. F. SAUL COMPANY

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ILLUSTRATIVE PERSPECTIVE
WEST VIRGINIA AVE. & TILBURY ST (SE)
8001 WISCONSIN AVENUE