

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'	22.5' on site's side of property line	No
Step-Back	Per Street Type	Varies by type	
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	12 feet	No
Frontage Zone	0-10 feet	7 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	Varies with primary step-backs of 10 to 21 feet	No

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

	Recommended	Provided	Alternative Compliance?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	5-8 feet	6 feet	No
Pedestrian Through Zone	8-12 feet	8 feet	No
Frontage Zone	0-7 feet	1 foot	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	Varies with primary step-backs of 8 and 10 feet; the step-back averages 19 feet along frontage	No

Street Type: Neighborhood Local Street (Miller Avenue)

	Recommended	Provided	Alternative Compliance?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	5-8 feet	6 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	Varies with primary step-back of 14'-8"; the step-back averages 20 feet along frontage	No



7126 wisconsin avenue
bethesda, maryland

site plan
dap submission

site location
7126 wisconsin avenue
bethesda, maryland

developer / applicant
foulger-pratt

land use counsel
will gill llp

architect
sk+i architectural design group, llc

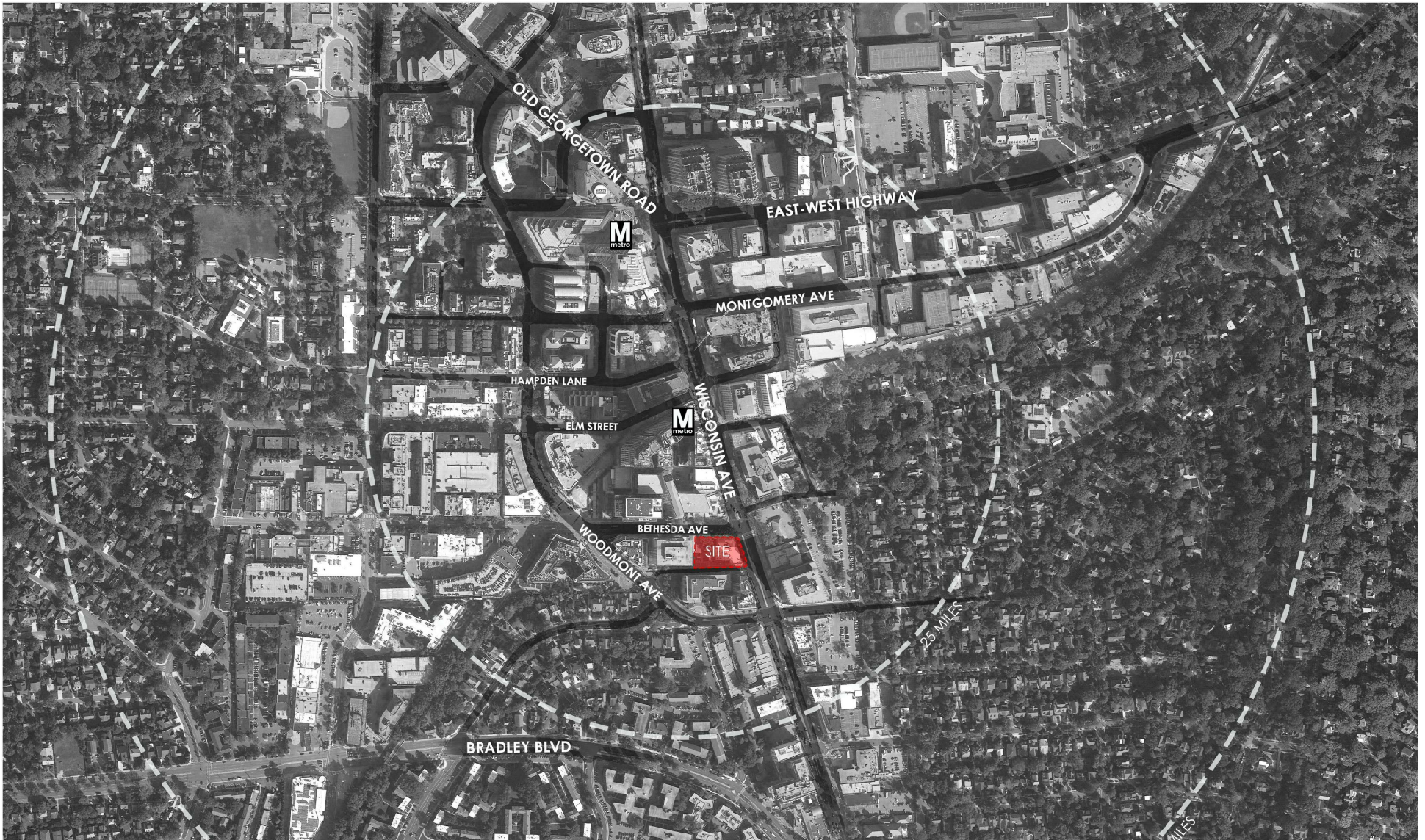
civil engineer
bohler

landscape architect
parkerrodriguez inc

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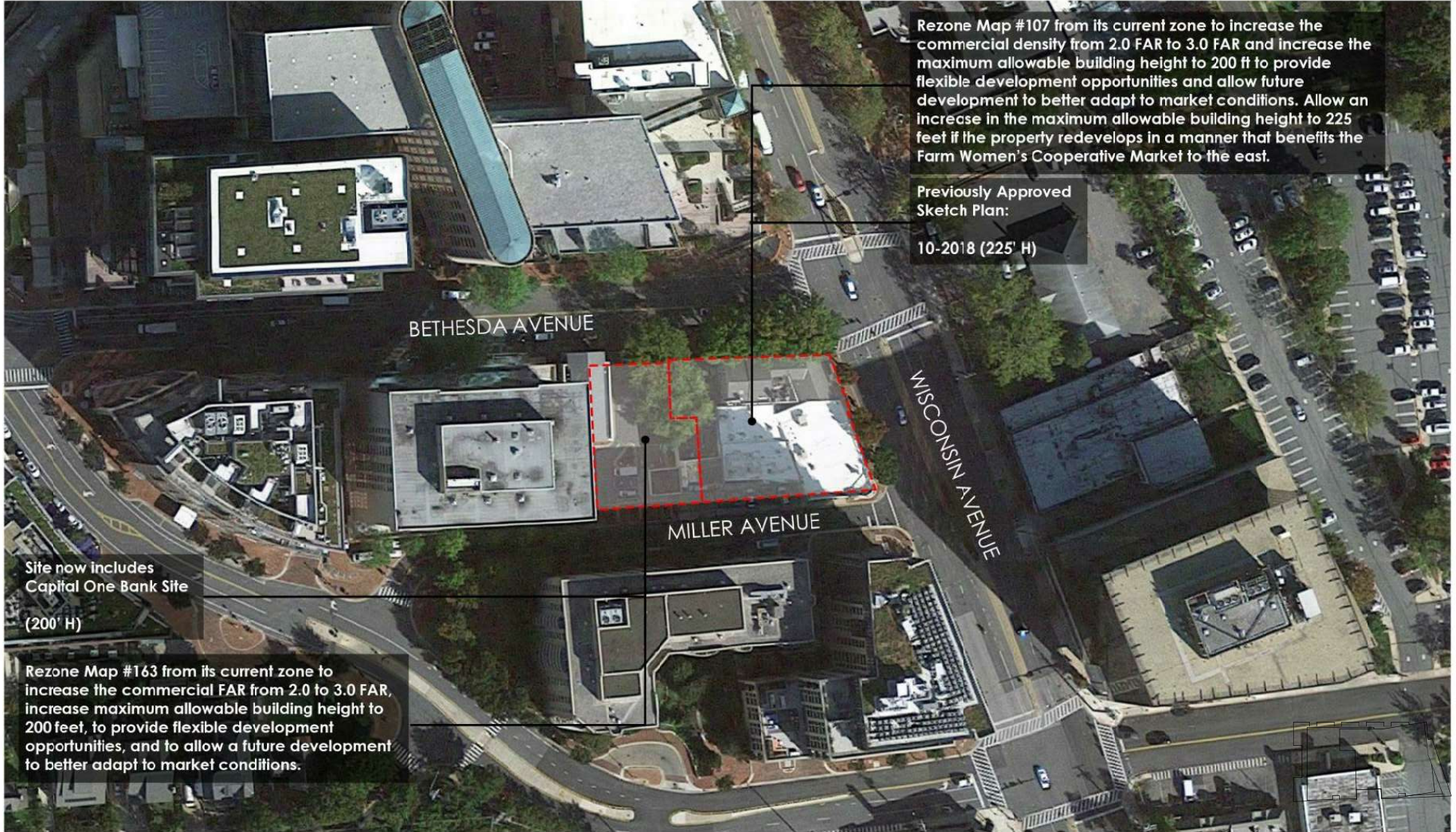


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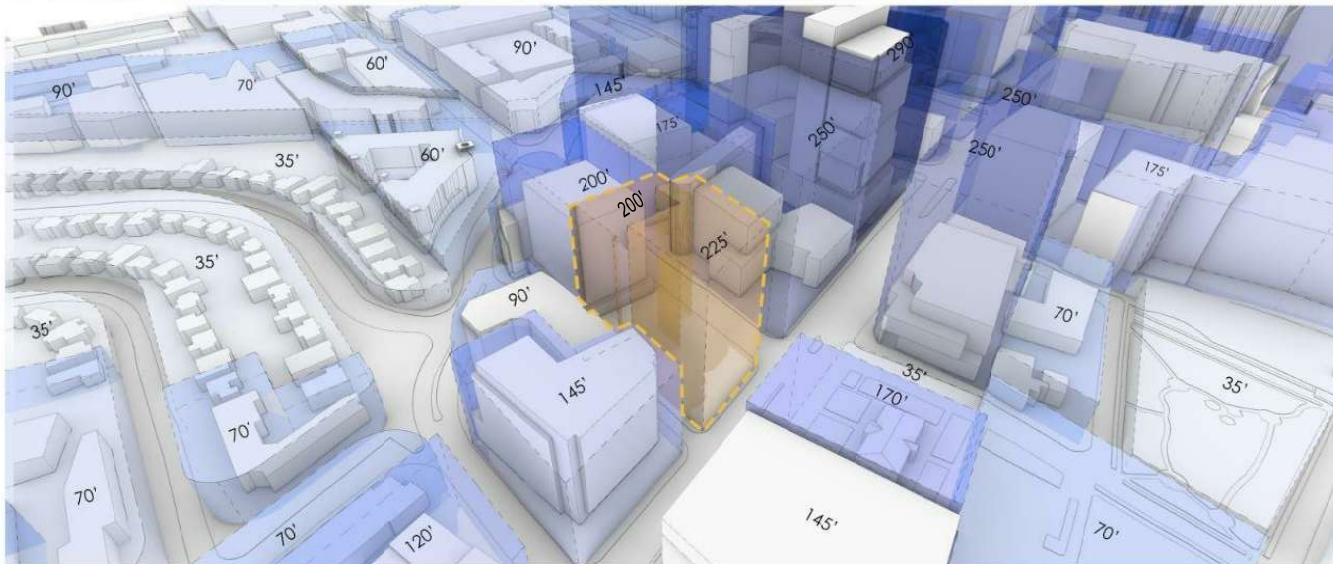
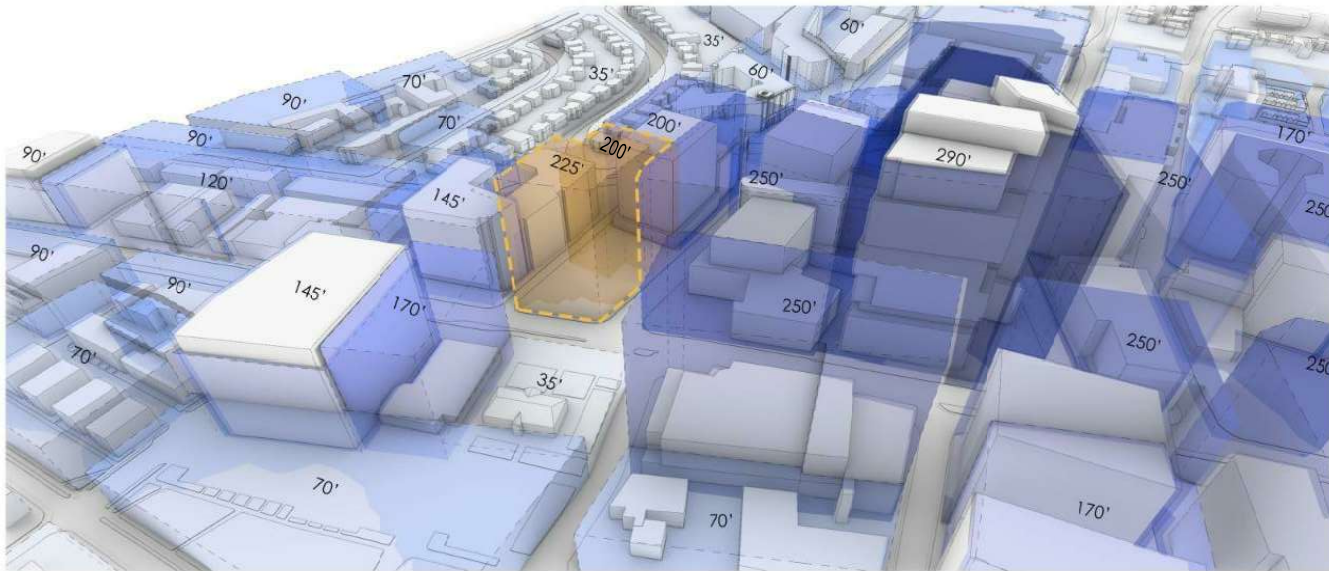




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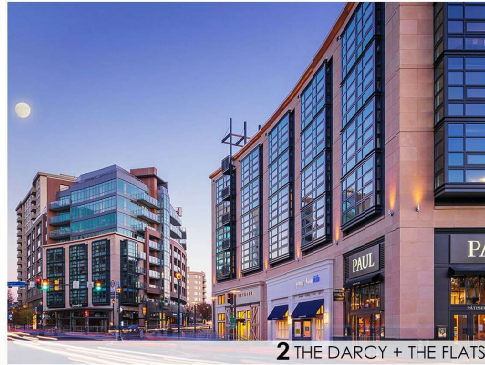
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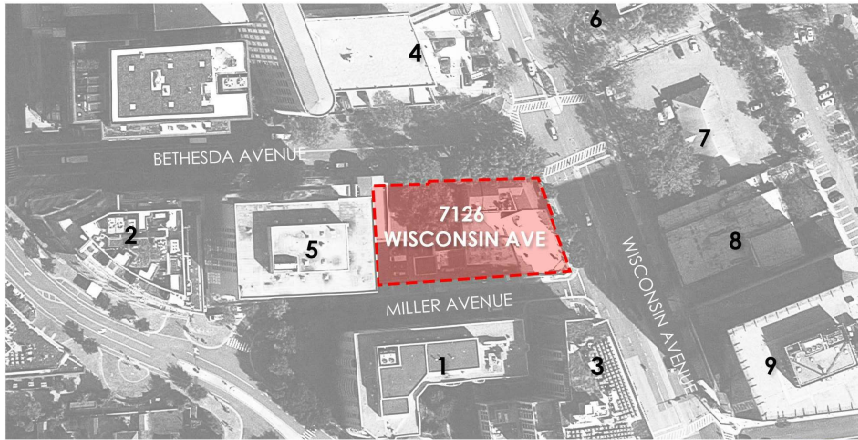
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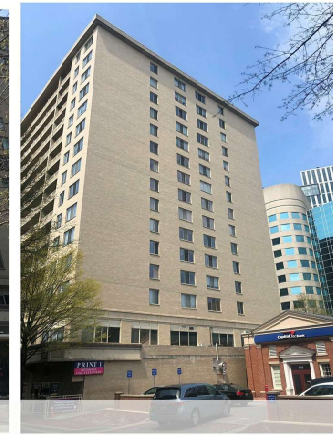
3 SOLAIRE 7077 WOODMONT



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7 FARM WOMENS MARKET



9 7101 WISCONSIN AVE

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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 height
 - modulate and articulate facades
 - limiting the facade's apparent face
- create active and engaging architectural frontages and streetscapes to enhance the public realm

dap recommendations - July 28, 2021:

- setbacks on Bethesda and Wisconsin could be enhanced
- setbacks on Miller feel right, or could be reduced to enhance Bethesda and Wisconsin
- corner tower on Wisconsin and Bethesda is a "jamb" of an "urban doorway", which connects Bethesda and the Farm Women's Market
- corner tower is important and should be legible and articulate
- does not support the bank drive-through

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dap submission | view from wisconsin ave looking south



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dap submission | miller ave streetview



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 use. 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*: 8-10 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*: 10-15 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 use the Montgomery County Code Chapter 53 Section 4.2.8 Compatibility Requirements for base height and upper floor step-backs.



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frontage zone

pedestrian through zone

planting/furnishing zone



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

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.

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pedestrian
through zone

planting/furnishing
zone

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.

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frontage zone

pedestrian through zone

planting/furnishing zone



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

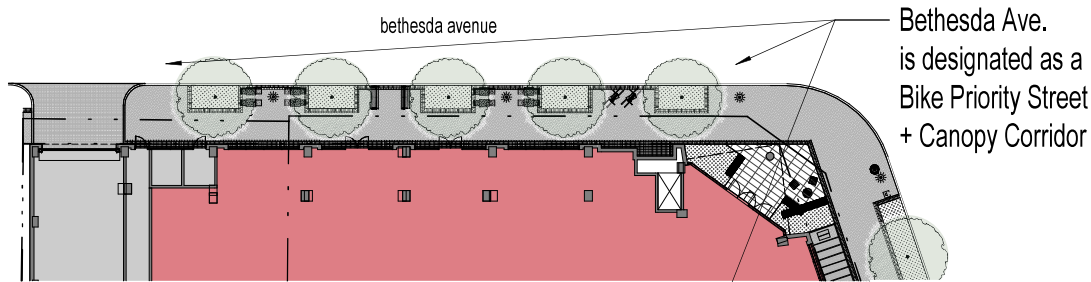
Sidewalk Zones	
A.	Planting/Furnishing Zone: 5 - 8 ft.
B.	Pedestrian Through Zone: 6 - 10 ft.
C.	Frontage Zone: 0 - 4 ft.
Building Placement	
D.	Build-to Line: 12 - 15 ft. from street curb
Building Form	
E.	Base Height: 2 - 4 stories (25 - 50 ft.)*
F.	Step-back: 15 - 20 ft.*

* 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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view west on Bethesda Ave.



Woodmont Avenue tree canopy with a double row of trees.

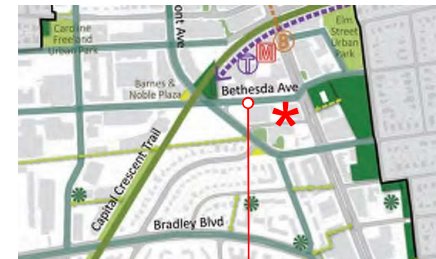
2.1.10 Canopy Corridors

Intent: The Canopy Corridor recommendations in the Sector Plan aim to create green corridors that connect parks, trails, stream buffers and the denser forest networks beyond the Bethesda boundaries.

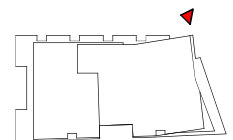
The canopy corridors align with the recommended bike priority streets where continuous streetscape improvements are most likely. Though bicycle and pedestrian facilities are the priority on these streets, tree canopy is also a crucial element to enhance shade, attractiveness and comfort to encourage people to walk and bike throughout the downtown.

Guidelines:

- Prioritize street tree planting along existing and proposed bicycle networks to expand linear green corridors.
- Use appropriate plant species that will thrive in various site conditions and climates. Species should be a combination of native and locally adaptive species lessening water demand while providing biological benefits.
- Provide soil volumes for canopy trees of no less than 600 cubic feet, as recommended in the Sector Plan. This volume may be achieved through amended soil panels, and where possible, utilize street tree panels for greater soil volumes.
- Design buildings to allow streets to receive sufficient sunlight to maintain healthy trees along these corridors.
- Provide the maximum sidewalk width possible to allow for larger canopy, and consider opportunities for double rows of trees.
- Include additional locations for trees on both private and public property, right-of-way and medians wherever possible.



**BETHESDA AVE.
PRIORITY BIKE LANE +
TREE CANOPY CORRIDOR**



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3.1.3 Farm Women's Market Civic Green

This Civic Green is envisioned as a green open space next to the Montgomery Farm Women's Cooperative Market, which is a longstanding community landmark in the historic heart of Bethesda. This space terminates the view along Bethesda Avenue and would act as both a destination and a local gathering spot, providing a space for market customers to shop, eat and relax. It serves as an extension of Elm Street Park and the proposed Eastern Greenway. All improvements to the market site will be reviewed through the Historic Preservation Commission as the site is listed in the Master Plan for historic preservation.

Pedestrian and Bicycle Circulation

Guidelines:

- Create a wide, tree-lined sidewalk along Willow Lane to connect to the greenway and surrounding neighborhoods.
- Provide a through-block connection between the Farm Women's Market site and new development to the south.

Open Space

Guidelines:

- Provide space for temporary outdoor market stalls along Willow Lane to activate this edge for pedestrians.
- Design a picnicking area with flexible seating and tables for market visitors.
- Provide a large flexible lawn space to the rear of the market along the Eastern Greenway to the extent feasible.

Building Design

Building design guidelines listed here apply to new development adjacent to the south side of the Farm Women's Market, not to development on the Farm Women's Market site.

Guidelines:

- Study the effects of shadows cast by new developments on the proposed park.
- Create a low-rise frontage with individual unit entries on development along the south edge of the civic green and step the upper floors back at least 15 feet.

Figure 3.03: Illustrative View of Farm Women's Market Civic Green



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march



june



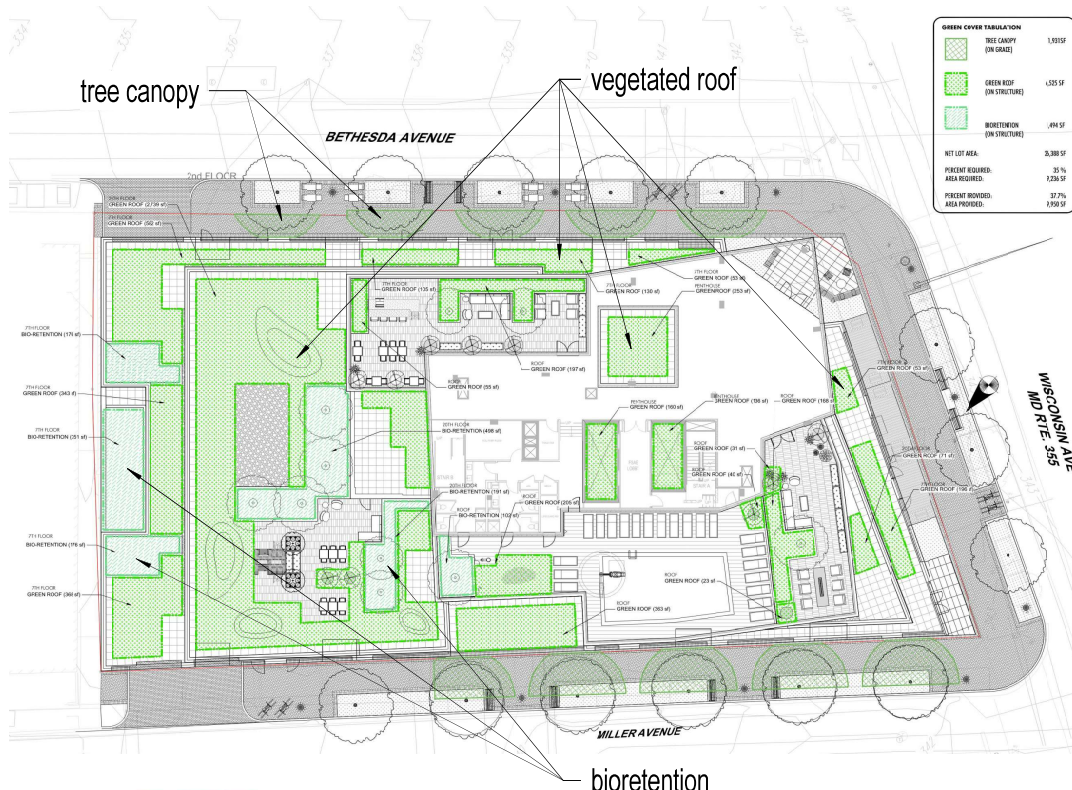
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Vegetated Roofs

Green roofs and living roofs are alternative roof surfaces that replace conventional construction materials with a planting media and vegetation. They may be used in place of traditional flat or pitched roofs to reduce impervious cover and more closely mimic natural soil hydrology. Green roofs reduce heat island effect, decrease the buildings demand for heating and cooling, and provide additional habitat and valuable open space in the urban landscape.

Design factors: There are three basic green roof designs distinguished by media thickness and the plants that can grow in them.

Bioretention

Bioretention systems are shallow depressions within small drainage areas using soil and plant materials (bio) to reduce the volume of stormwater runoff, and detain and filter pollutant loads where they are generated. The soil media is engineered to maximize infiltration and pollutant removal. There are many types of bioretention systems, including cells, planters and swales. They can have a variety of plants including herbaceous plants, grasses, shrubs and in some instances, trees. Often, they contain underdrains to convey treated and surplus water to storm drains.

Design factors: Existing soils play a significant factor when determining the type of structure and drainage systems. Similar systems without the soil element are called retention systems.

2.3.1 Environmental Site Design

Objectives

New developments, redevelopments or retrofits rely on the application of Environmental Site Design (ESD). ESD is a land planning and engineering design approach to manage and treat stormwater runoff. The purpose of ESD is to distribute small-scale treatment practices uniformly throughout a site, street, or community to provide onsite stormwater treatment. The second aspect of ESD is to mimic nature by simulating "woods in good condition" which allows water to slowly infiltrate through soil and into the ground water table while filtering out pollutants.

ESD treats rain where it falls to manage urban stormwater runoff and reduce overflow into the sanitary sewer system. The objectives of ESD are:

- **Minimize Volume:** Reduce or delay the volume of stormwater that enters the sewer system.
- **Minimize Peak Discharge:** Reduce the maximum flow rate into the combined system by decreasing the stormwater volume and lengthening the duration of discharge. This reduction inherently lowers the frequency of combined sewer overflows (CSO).
- **Maximize Water Quality:** Improve water quality through volume reduction, filtration, and biological and chemical processes.

In addition to satisfying the three urban stormwater control requirements, ESDs also fulfill several criteria as follows:

- **Treatment Train:** The ESD should be linked to form a treatment train where possible. For example, the overflow from a green roof could be directed into a vegetated planter box which when full, might overflow into a bioretention cell. The development of a treatment train allows for enhanced water quality and runoff reductions.

- **Site Integration:** The ESD should be able to be integrated into other functional components of the site, such as the landscaping and infrastructure, without impeding or significantly affecting their function. The land on which the ESD is applied should serve purposes in addition to stormwater management, such as open space, play areas, or walkways.
- **Design Storm:** The ESD should satisfy stormwater management objectives for small, frequently occurring storms to reduce the incidence of combined sewer overflow and mitigate urban stormwater pollution.
- **Source Control:** ESD should meet the stormwater management objectives for relatively small quantities of stormwater at or near the source, rather than at a centralized collection point. The ESD should be dispersed in different locations on a site, if necessary, to ensure distributed control of stormwater.

ESD Tool Box

There are many types of ESD tools that can be used in Bethesda. Systems such as vegetated filter strips, green roofs, and bioretention areas, to innovative new technologies such as underground detention vaults. In an urban setting with high amount of impervious cover, and limited land, artful, aesthetically pleasing, and creative ESD is needed. These site design strategies are an opportunity to contribute to the quality of life and place while providing: open space; parks/recreation/and play; increased biodiversity; contribute to urban greening; and improve air and water quality. A few common types of urban stormwater treatment systems are shown on the following pages.



7126 wisconsin avenue | bethesda, md

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2.3.2 Green Cover

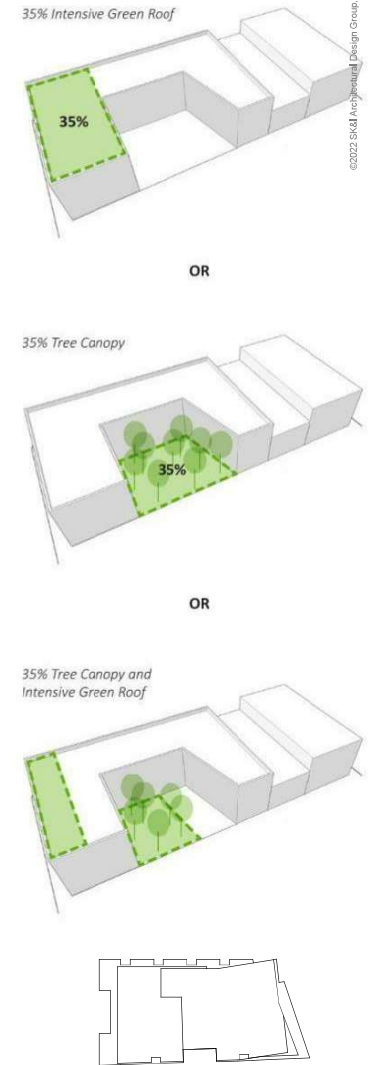
Intent: The green cover guidelines are intended to increase overall tree canopy cover, expand green corridors, reduce heat island effect, improve air quality and carbon sequestration capacity and improve ecological biodiversity. See the Sector Plan Section 2.4.1 Urban Green.

Guidelines:

On private property, provide a minimum of 35 percent* green cover, which may include singularly or a combination of the following:

- A. Intensive green roof (6 inches or deeper) on 35 percent of rooftop.
- B. Tree canopy cover on 35 percent of landscape.
- C. A combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater.

* If on-site energy generation requires the use of the roof or open space, accommodations for these features may alter the 35 percent minimum green cover requirement.



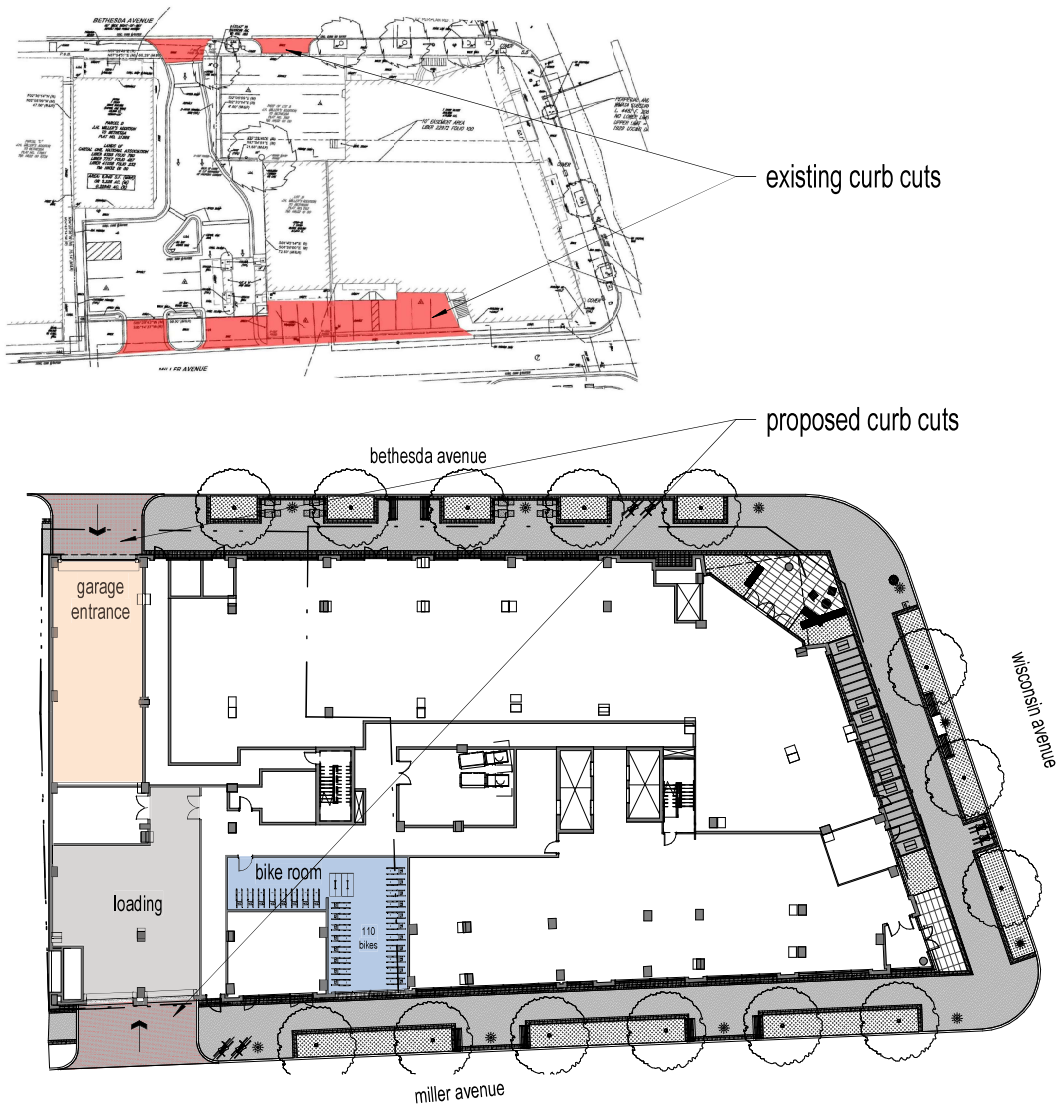
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dap submission | servicing, access and parking

2.3.3 Servicing, Access and Parking

Intent: Loading, servicing and parking should be designed to minimize conflicts between vehicles, pedestrians and cyclists and reduce the visual impacts of vehicle access and parking on the Public Realm. Site design should prioritize the public sidewalk and bikeways over private vehicular crossings.

Guidelines:

- Line the ground floor of structured parking with retail or other uses with transparency to maintain an active building edge. Where active uses are infeasible, avoid exposed parking floors along the street through measures outlined in the Zoning Ordinance Section 6.2.9.D.1 Structured Parking Requirements.
- Design exterior of the garage portion of the building to be compatible with the rest of the building facade, in order to enhance the overall architectural quality of the building.
- Provide a continuous, level and clearly delineated Pedestrian Through Zone across driveways to encourage drivers to yield to pedestrians. Consider applying the same materials across these vehicle access points as the sidewalk, such as brick pavers.
- Locate loading and servicing within the interior of a building at the rear whenever possible. Service alleys are also recommended where setbacks are required from the side or rear property lines for building code.
- Avoid placing entries to loading docks, service areas and parking garages on neighborhood residential streets when alternative access is feasible.
- Minimize the width and height of driveways and vehicular entrances. Where possible, combine loading dock and garage access.
- Screen vehicle and servicing access areas and trash storage with landscaping or other vertical

elements, and design vehicle access doors to incorporate high-quality materials and finishes that are consistent with the building.

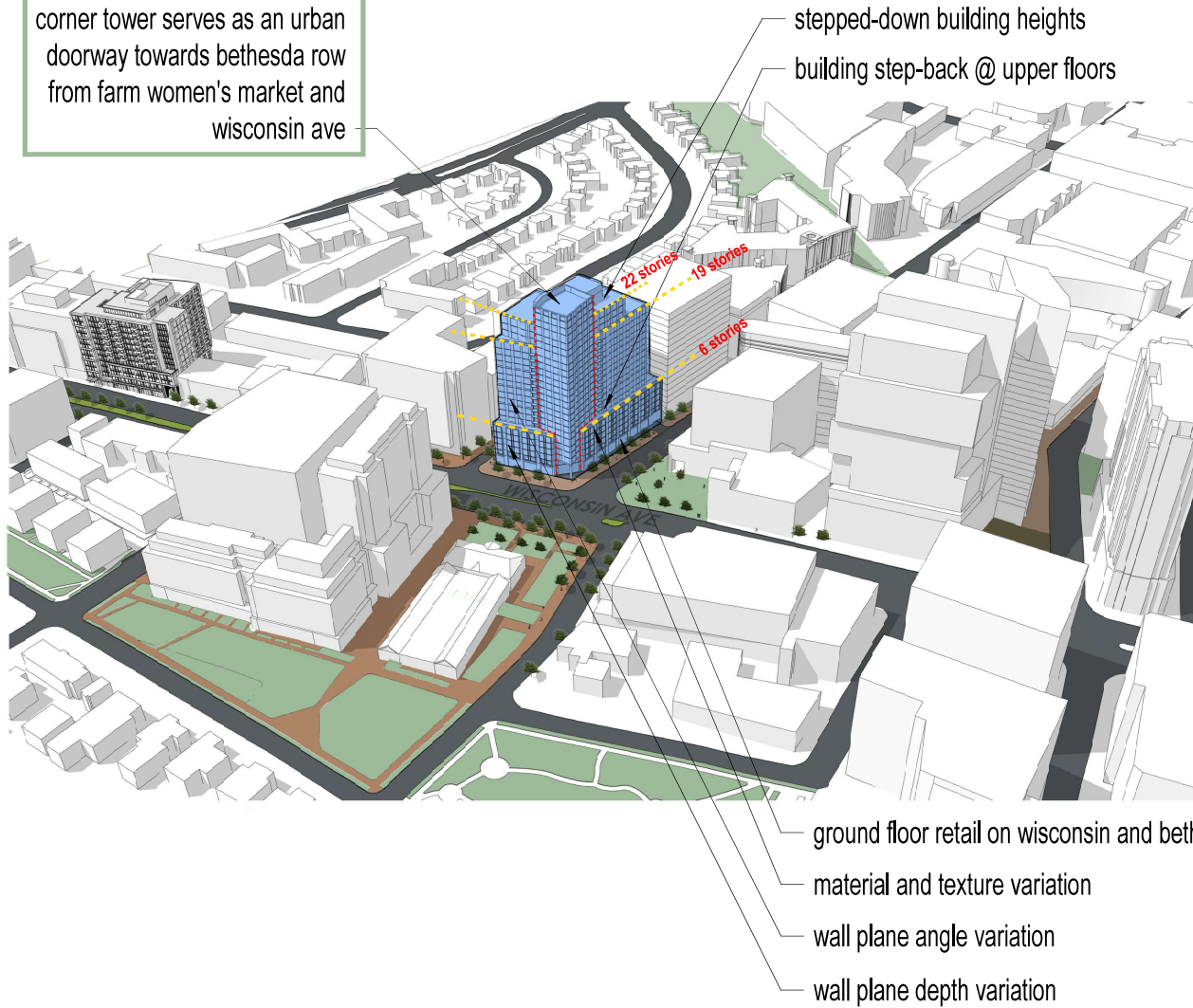
- Vehicle access points should not be located adjacent to a public open space other than through-block connections.
- Coordinate location of access points with adjacent and confronting properties where possible to ensure a comfortable sidewalk environment and limited conflicts.
- Provide loading spaces for pick-up and drop-off where feasible to reduce idling in the travel lane.
- Design structured parking floors to be flexible for future retrofit to other uses where possible.
- Ensure continuous tree canopy along service areas and lay-by areas to the greatest extent feasible.
- While not recommended in Downtown Bethesda, surface parking should be designed according to the following:
 - Locate the parking on the back of the building, with the building fronting the primary streets and sidewalks.
 - For interim lots, design the parking to provide flexibility for temporary events such as pop-up events and public gatherings to maintain an active street edge. See Section 2.5 Creative Placemaking.

Servicing Operations:

The dense urban grid presents both challenges and opportunities for loading and trash collection. Without alleys, trucks and other delivery vehicles have to make complex maneuvers on the streets to access the buildings' loading areas where they exist or simply operate from the streets themselves when the buildings they serve don't have off-street loading facilities. When trucks must access buildings from streets, especially high volume corridors, the loading areas create conflicts with pedestrians. When loading



corner tower serves as an urban doorway towards bethesda row from farm women's market and wisconsin ave



stepped-down building heights
building step-back @ upper floors

ground floor retail on wisconsin and bethesda ave
material and texture variation
wall plane angle variation
wall plane depth variation

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.

Guidelines:

- Maintain the character of small-scale retail streets by creating ground-floor retail with awnings, signage and bays that reflect the dimensions and design of adjacent existing stores. Step back upper floors to continue the pedestrian experience along the sidewalk of a low to mid-rise building edge.
- Provide transitions to surrounding neighborhoods by including elements such as:
 - Stepped-down building heights.
 - Individual entries to ground-floor units.
 - Setback transitions to residential properties with front yard setbacks.
 - Increased landscaping in the frontage zone and planting/furnishing zone.
 - Fine-grain building articulation, such as variations in wall planes, colors, materials and textures.
- Study the impacts of new development on public open spaces. Limit shadows where possible and provide active ground floors with entrances and windows onto public open spaces, avoiding orienting the backs of buildings to these spaces.



Norfolk Avenue has a unique scale and character that should be reflected in future development.



The Bethesda Theater redevelopment maintains the historic building character along Wisconsin Avenue and transitions to adjacent residential neighborhoods.
Source: Google Street View



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

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build to line

2.4.2 Base: Building Placement

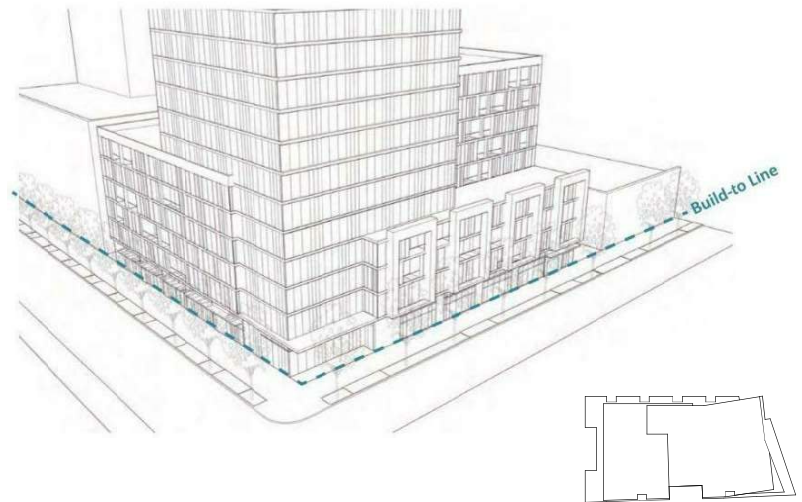
Intent: To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.

Guidelines:

- Place the facade of the building base along the recommended build-to-line to create a continuous street edge.
- Buildings taller than 200 feet that do not step back the upper floors should have a build-to-line of at least 20-30 feet.
- Where existing building lines for adjacent properties are set back more than the recommended build-to-line, buildings may be placed to align with this existing building line as long as it is within 5 feet of the recommended build-to-line.
- Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.



The building base of Eleven 55 Ripley in Silver Spring creates a continuous edge along the sidewalk at a low-rise scale.
Source: Shalom Baranes Associates Architects



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2.4.3 Base: Street Activation

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

Guidelines:

- A. Provide frequent entries, transparency and operable walls where possible to encourage visual and physical connections between the ground floor and the public sidewalk. Avoid long blank walls along the sidewalk.
- B. Orient private balconies and terraces toward the street to encourage an interface between the private and public realms and to create eyes on the street.
- C. Include elements such as textured materials, awnings, plantings, signage and seating to create a visually engaging and inviting building edge to frame the sidewalk and create stopping points to relax, gather and socialize.
- D. Place particular focus on active ground floor design along the portions of streets identified as the recommended retail nodes in the *Retail Planning Strategy for the Downtown Bethesda Plan*.



Operable walls that open to the street, along with various materials and textures, create an inviting and visually-engaging sidewalk environment for pedestrians.
Source: David Baker Architects



Commercial ground floor activation



transparency @ base
- retail on Wisconsin & Bethesda
- residential lobby on Wisconsin & Miller

terraces and balconies facing street

material texture and variation
- dark masonry
- metal bay frames
- corner vertical fin details

pedestrian engagement w/
building + open corner at
Wisconsin & Bethesda

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dap submission | base - street activation - wisconsin ave

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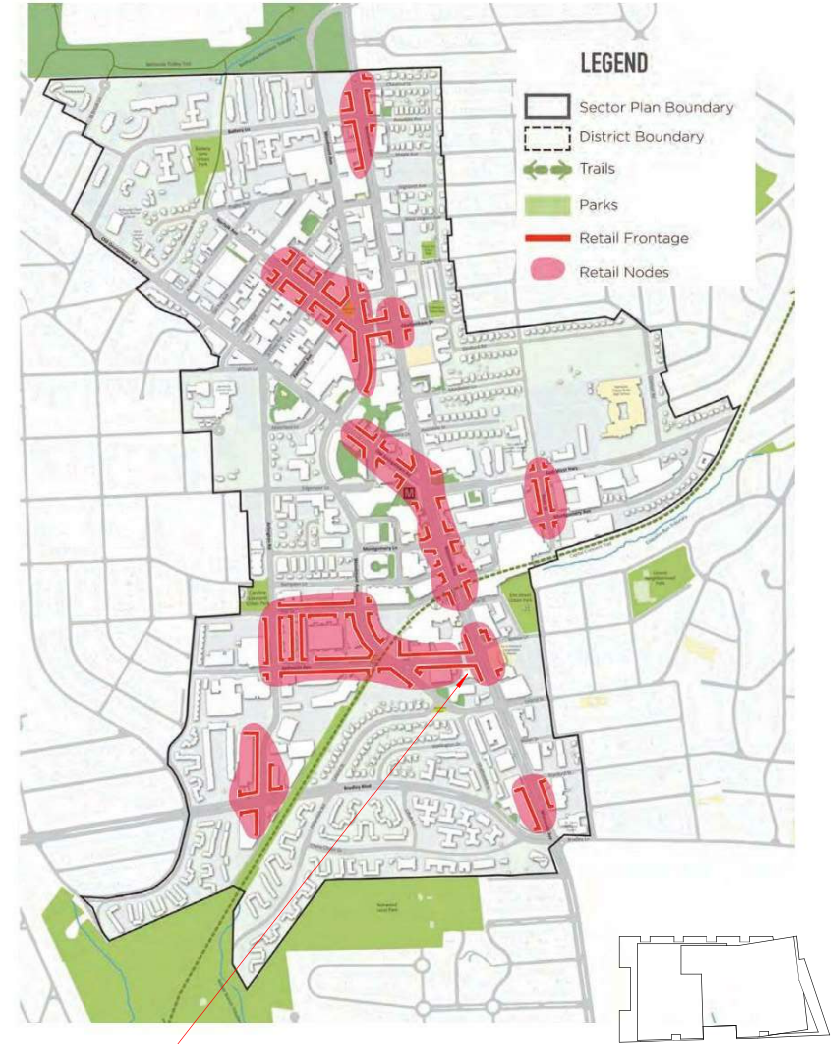


terraces and balconies facing street

transparency @ base
- retail space along bethesda ave

material texture and variation
- dark masonry
- metal bay frames
- corner vertical fin details

Figure 2.10: Recommended Retail Nodes



site

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7126 wisconsin avenue | bethesda, md

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besthesda avenue facade



- base height variation
- facade plane changes
- shadow lines
- material texture and variation

wisconsin avenue facade



- base height variation
- facade plane changes
- shadow lines
- material texture and variation

2.4.4 Base: Variation and Articulation

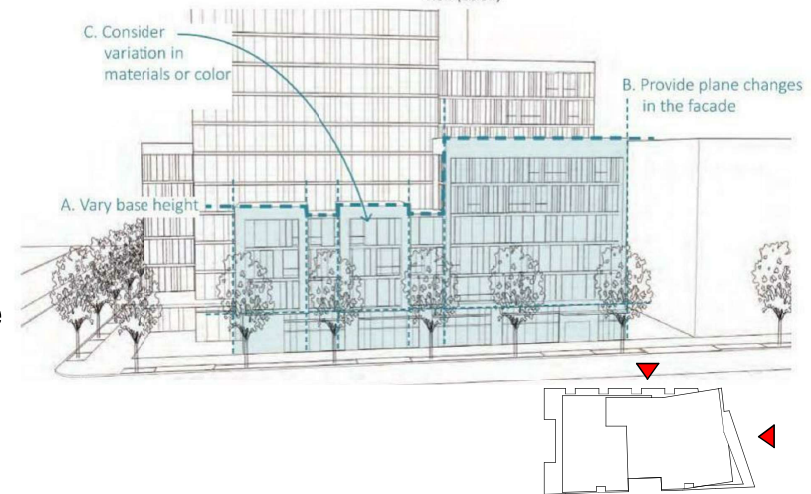
Intent: To ensure that facades are not exceedingly long, uninterrupted and rigidly uniform. These variations break up the mass of large buildings, add visual interest and promote human-scaled lower stories to relate to pedestrians.

Guidelines:

- A. Vary base height up to the maximum height designated by the street type. This variation should respond to the street character and typical widths, heights and modulation of existing buildings to create a contextually sensitive building wall along the street.
- B. Provide plane changes in the facade that create significant vertical and horizontal breaks, and shadow lines on the facade.
- C. Consider variation in building materials or color to add texture to lower floors most visible to those at pedestrian level.
- D. Avoid cantilevering the majority of the building mass over the Frontage Zone, public sidewalk or public open space to prevent interfering with street trees and blocking access to sunlight and sky views for pedestrians.



Building bases with variation in height and articulation can break up a large building, and can also reflect the modulation and character of adjacent structures.
Source: Hariri Pontarini Architects (above), Google Street View (below)

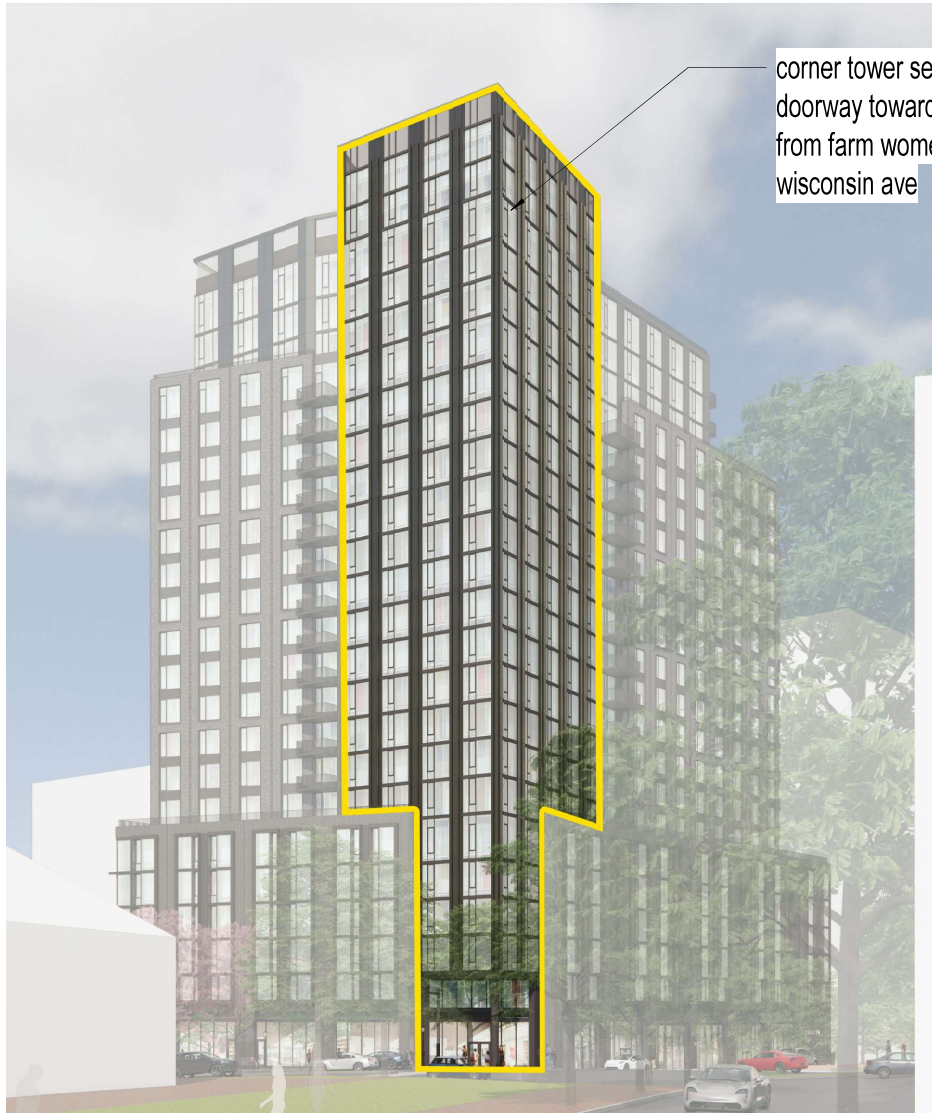


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dap submission | base - variation and articulation

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corner tower serves as an urban doorway towards Bethesda Row from Farm Women's Market and Wisconsin Ave

2.4.5 Corner Treatments

Intent: To anchor and frame street intersections with a continuous building wall or unique design features.

Guidelines:

- A. Provide signature design elements on prominent corners or intersections as focal points. These prominent locations include sites adjacent to open spaces, with the tallest building heights and buildings that terminate major view corridors such as East-West Highway, Norfolk Avenue, Old Georgetown Road and Bethesda Avenue.
- B. The full height of tall buildings may be expressed at corners, as a way to provide variation and increased verticality on buildings with tower step-backs.
- C. Establish block corners with architectural articulation and activating uses. While market forces will dictate actual locations where retail operations are feasible, anchoring key block corners by including activating uses such as retail is encouraged.

fin detail at corner



This innovative design treatment articulates the building and creates an intersection focal point.
Source: OMA



The curved corner along this major Bethesda Row intersection enhances pedestrian flow and provides an active ground floor.



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splayed
secondary corner
top to reduce
bulk

2.4.5 Corner Treatments

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Guidelines:

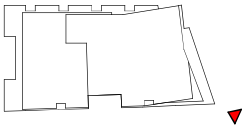
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*This innovative design treatment articulates the building and creates an intersection focal point.
Source: OMA*



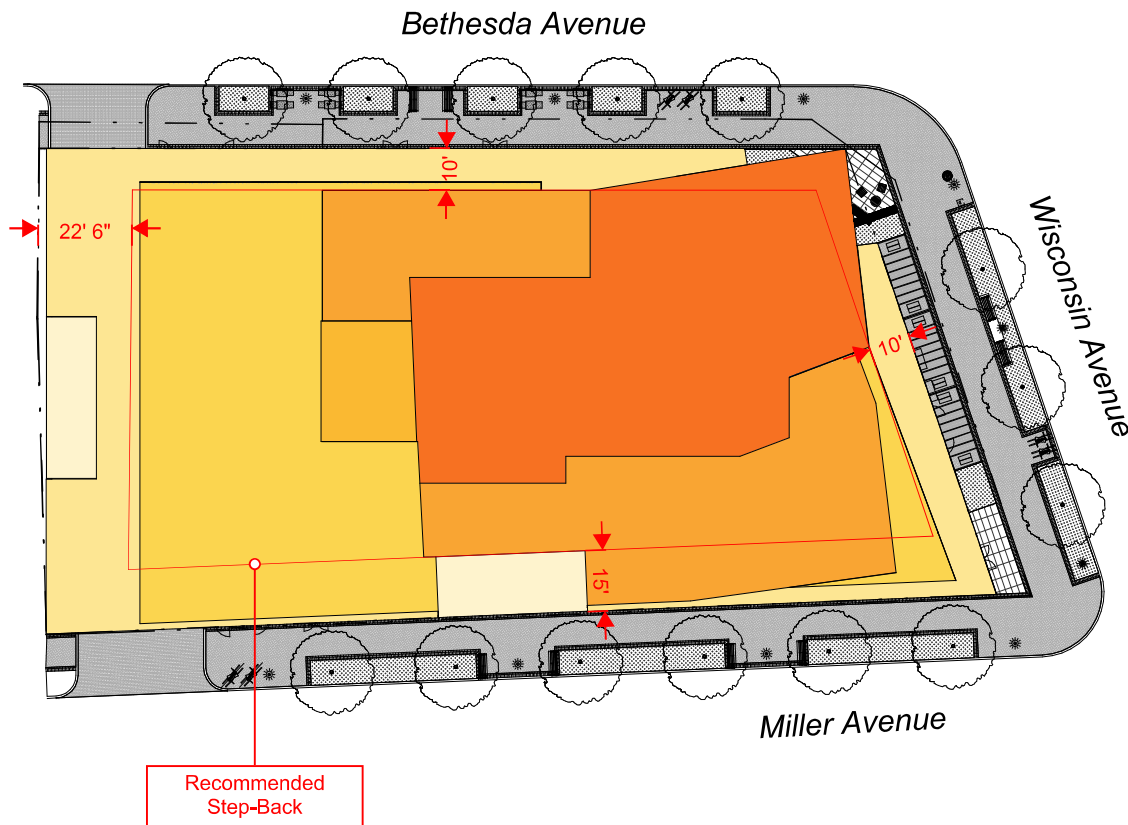
The curved corner along this major Bethesda Row intersection enhances pedestrian flow and provides an active ground floor.



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2.4.7 Tower: 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.

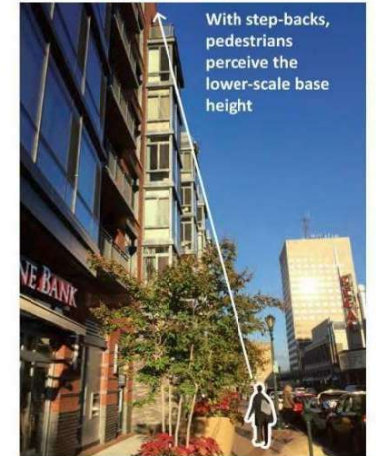
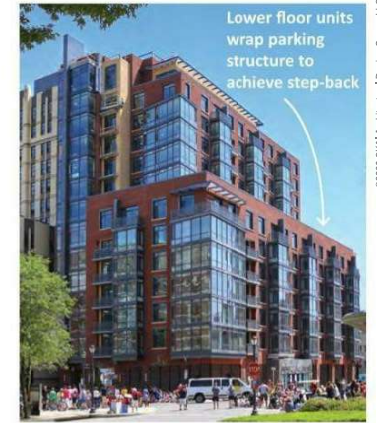
Guidelines:

- A. Retain a tower step-back across the majority of the building frontage. The building's full height may be expressed to the ground on important corners, to mark primary entryways or to balance the massing composition with vertical elements.
- B. Encourage undulating, curved or angled tower step-backs if the average step-back meets the guidelines for the street type. This expressive geometry can increase visual interest on prominent sites near major open spaces and corners.
- C. Allow balconies to encroach in the step-back if they do not significantly add to the perceived bulk and mass of the building's upper floors.

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.



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

Source: The Upton (above)



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dap submission | tower - step back

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2.4.7 Tower: Step-Back

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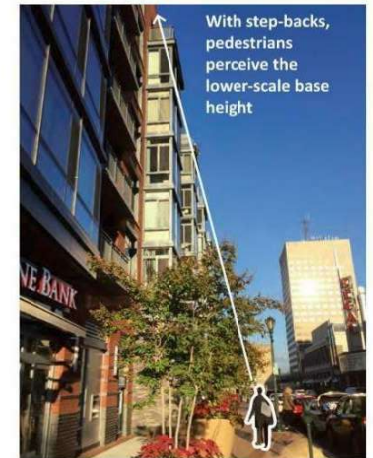
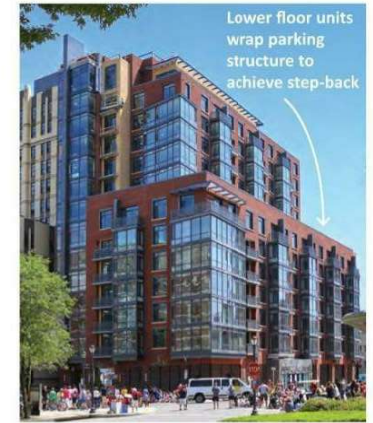
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This residential development in Rockville illustrates the relationship between the pedestrian and the building step-back.

Source: The Upton (above)



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dap submission | tower - step back view





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.

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.

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.



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.



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.



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splayed
secondary corner
top to reduce
bulk

harmonized
mechanical
penthouse w/
building design

tapered top to reduce bulk

rooftop views
- penthouse clubroom
- rooftop pool enclosure

2.4.9 Top: Tower Top

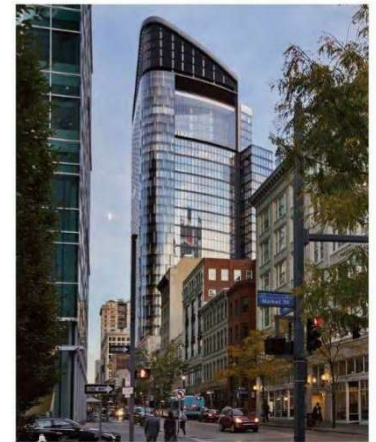
Intent: The building top or cap contributes to the skyline, adding visual interest and shaping the image of Bethesda as a far. Tower tops should be carefully considered on prominent sites, including those with the tallest building heights, locations adjacent to major public open spaces and those that terminate views.

Guidelines:

- Encourage unique design of tower tops that can enhance the image of Bethesda as an innovative downtown, welcoming new businesses, residents and visitors.
- Taper tower tops where possible to reduce the perceived bulk of tall buildings.
- Integrate energy efficiency into the design of tower tops, including solar panels and passive heating and cooling elements.
- Consider the views of the rooftop composition from adjacent buildings when designing building tops.
- Not all tall buildings should have a sculptural top. However, mechanical penthouses and rooftop amenity spaces should in all cases be designed to harmonize with the overall building composition.
- Enclosures for rooftop amenity spaces should either contribute to the creation of expressive tops, or otherwise be set back from the roof line and limited to a portion of the roof area so as to not be perceived from surrounding streets and public spaces.



This curved and tapered top adds a unique element to the skyline.



The form of the tower top for this Pittsburgh office building is part of the energy efficient solar chimney design. Source: Gensler

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dap submission | bird-safe design

2.4.11 Bird-Safe Design

The windows, doors, and arches of buildings can be deadly obstacles for birds causing hundreds of millions of bird collisions annually. Glass is transparent to birds. Reflections of the sky, vegetation, clouds, water, and branches lure birds into the glass causing mortality and injury.

Intent: To design glass buildings to protect local and migratory birds from deadly strikes. Integrate elements into the building and site design to warn birds before they collide.

Guidelines:

A. Glass Coverage and Glazing

- Patterns on Glass: Ceramic dots, or frits, can be screened, printed, applied between layers of insulated glass to reduce transmission of light and prevent bird collisions. These can be applied in different colors and patterns to work effectively.
- Angled Glass: Not as effective as other strategies, angled glass at 20-40 degrees has resulted in reduced mortality.
- Window Surfaces: New one-way transparent opaque films and window surfaces allow sunlight to pass through windows while reducing reflectivity.

B. Architectural Features

- Awnings, Louvers and Overhangs: When designed to eliminate reflections and shadow glass these architectural features have shown to reduce bird collisions.
- Balconies and Balustrades: Along with providing outdoor spaces for humans, balconies and balustrades can block window reflection.
- Opaque and Translucent Glass: Frosted, colored, opaque, or stained glass have proven to be significantly successful bird deterrents.

C. Facade Treatments

- Screens: Screens can be integrated into facade elements without blocking view or light and are highly effective in protecting birds.



Balconies provide shadows and limit reflections on glass to deter birds.
Source: Merchant Quarter Condominiums



Patterns on this glass building reduce the likelihood of bird collisions.
Source: naturalimages.net

- Grilles: Horizontal or vertical grilles can be incorporated into the aesthetic and design of windows.
- Shutters and Shades: External shutters and shades of various styles and colors enhance a building's aesthetic while reducing or eliminating reflections.

D. Lighting Treatments

Lights disrupt birds' orientation inhibiting them from seeing their navigational markers like the stars and moon. Night lights and up lights (lights pointing upward) can entrap birds reluctant to fly from a lit area into a dark one.

- Eliminating unnecessary lighting is one of the easiest ways to reduce bird collisions, with the added advantage of saving energy and expense.
- Choose down-lighting over up-lighting to keep from directing light into the night sky.
- Minimize perimeter and vanity lighting and consider filters or special bulbs to reduce red wavelengths where lighting is necessary.
- As much as possible, lights should be controlled by motion sensors.
- Lights Out: Turn lights out visible from the outside during spring and fall migration periods.

E. Site and Landscape Design

- Obtain USGBC LEED Green Building Rating Points from the category of "Bird Collision Deterrence".
- Glass windows should not reflect nearby or site vegetation, particularly large, mature trees and water. Where this is not feasible, use window treatments outlined above.
- Use soil berms, furniture, landscaping, or architectural features to prevent reflection in glazed building facades.
- Avoid up-lighting rooftop antennas and tall equipment as well as decorative architectural spires.



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bethesda, maryland

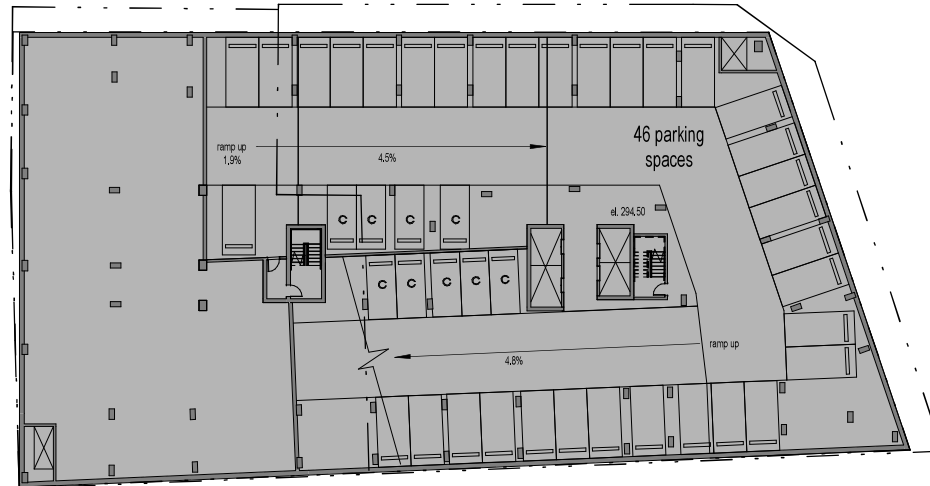
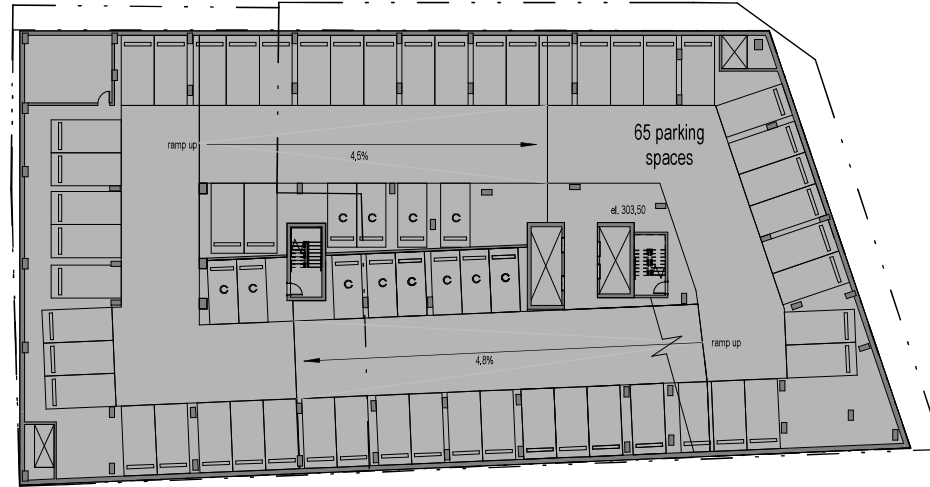
site plan
dap submission

appendix

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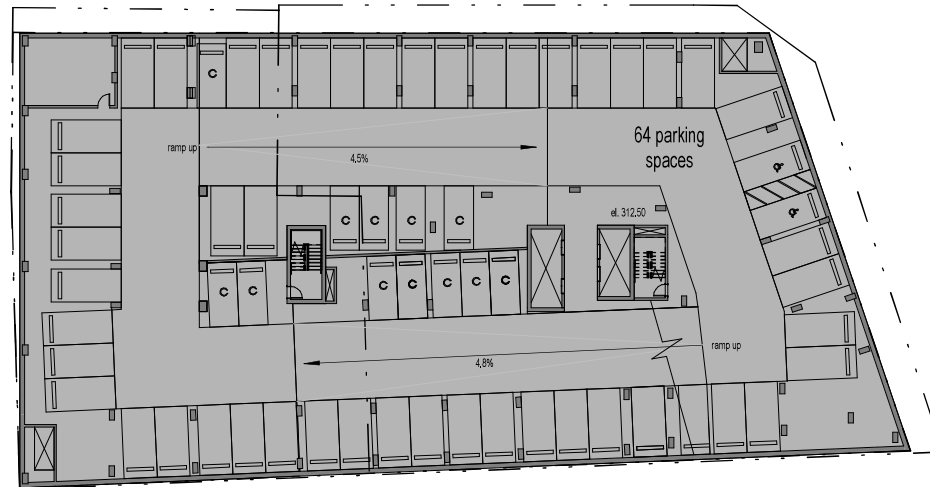
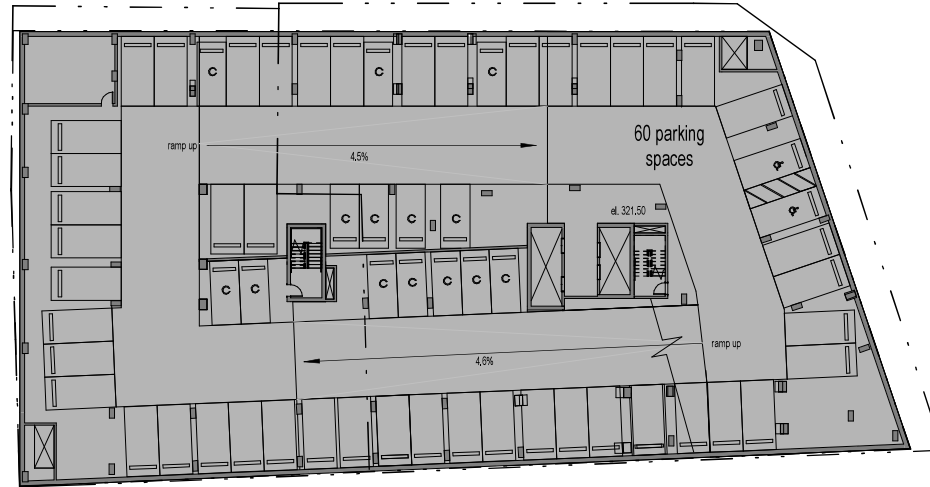
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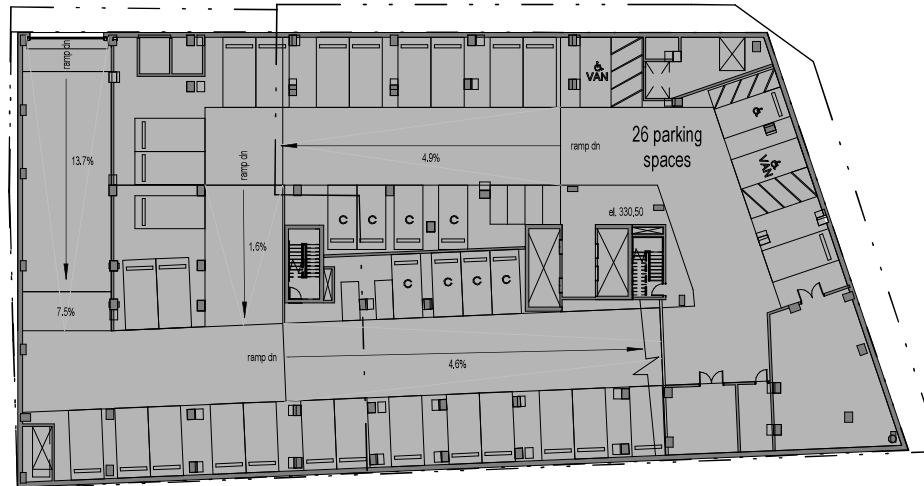
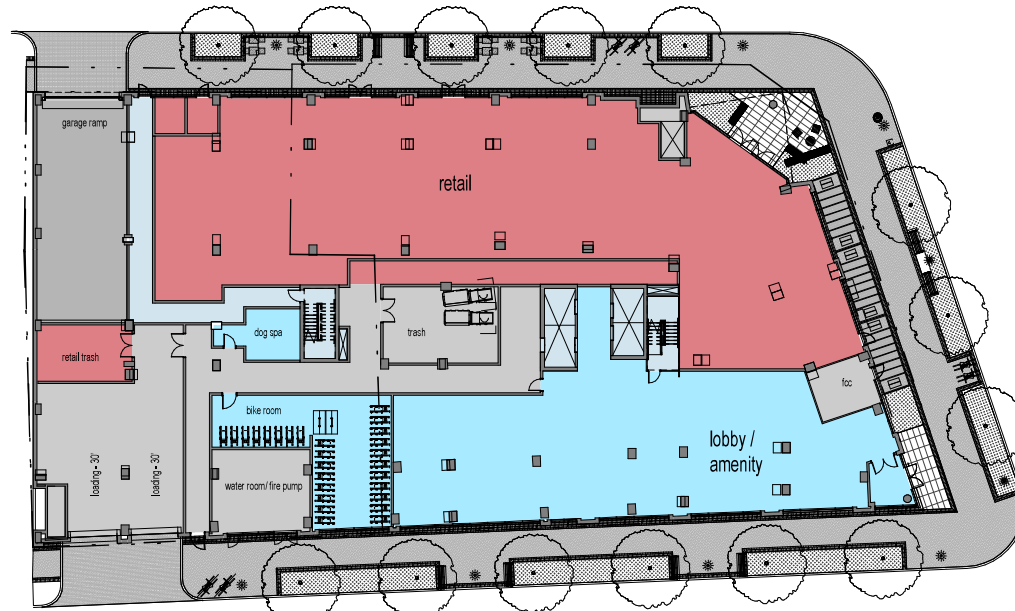
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SK+I | Foulger Pratt | ParkerRodriguez | Bohler

0' 16' 32' 64'





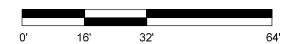
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dap submission | p1 & 1st floor

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SK+I | Foulger Pratt | ParkerRodriguez | Bohler





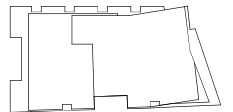
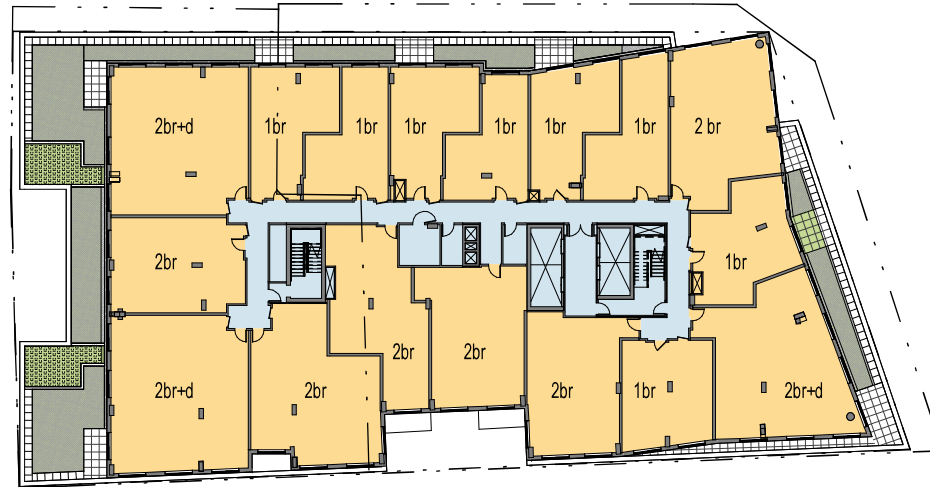
illustrative - for conceptual purposes only

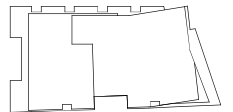
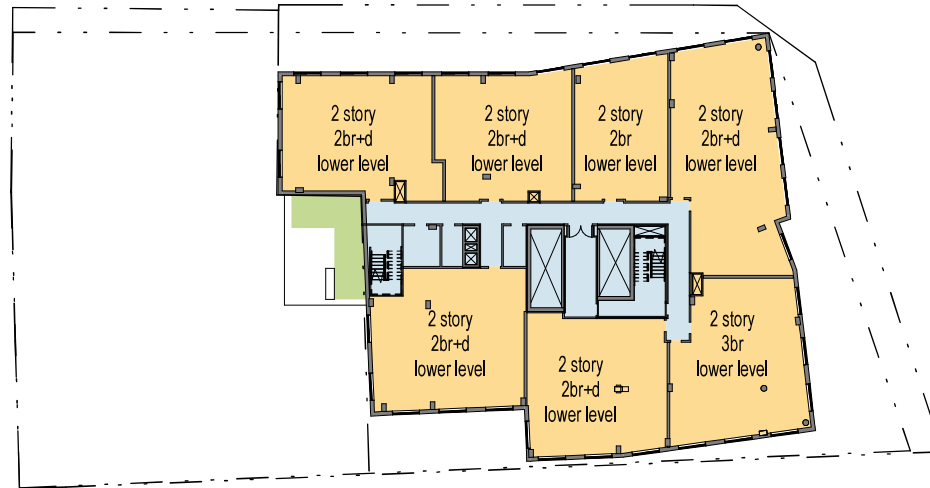
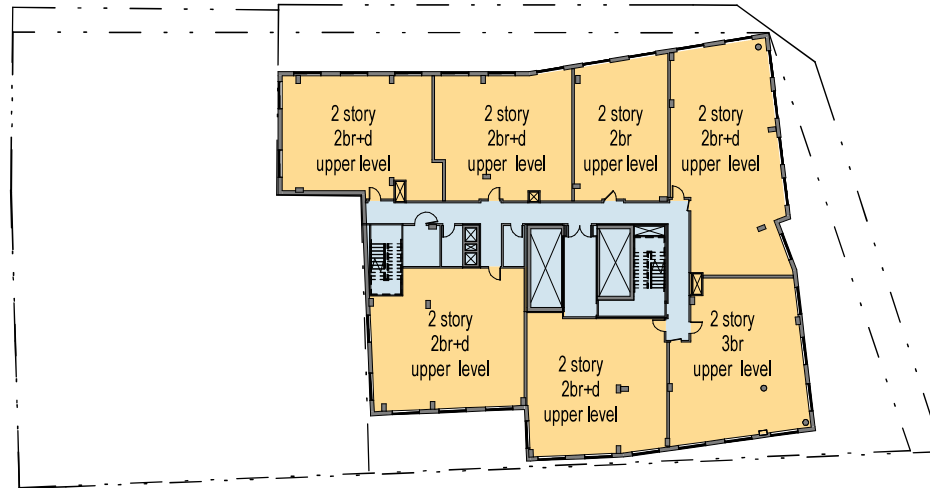
7126 wisconsin avenue | bethesda, md

dap submission | 2nd floor & 3rd - 6th floor

2022.04.13 | 063







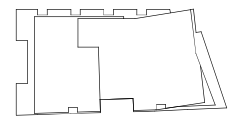
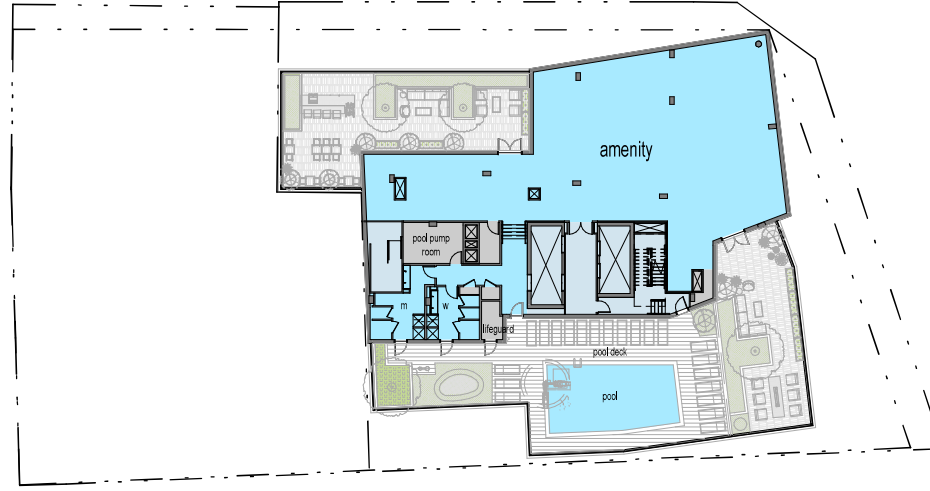
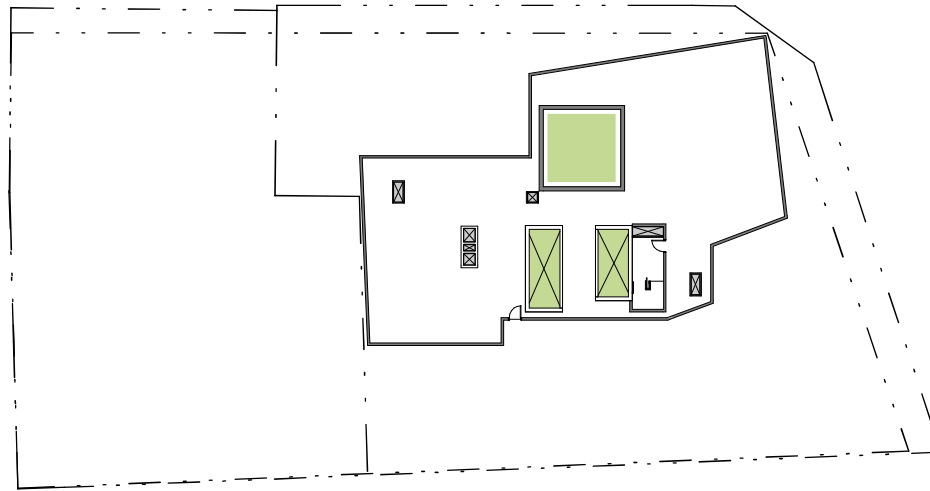
illustrative - for conceptual purposes only

7126 wisconsin avenue | bethesda, md

dap submission | 21st floor & 22nd floor

2022.04.13 | 065





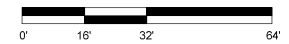
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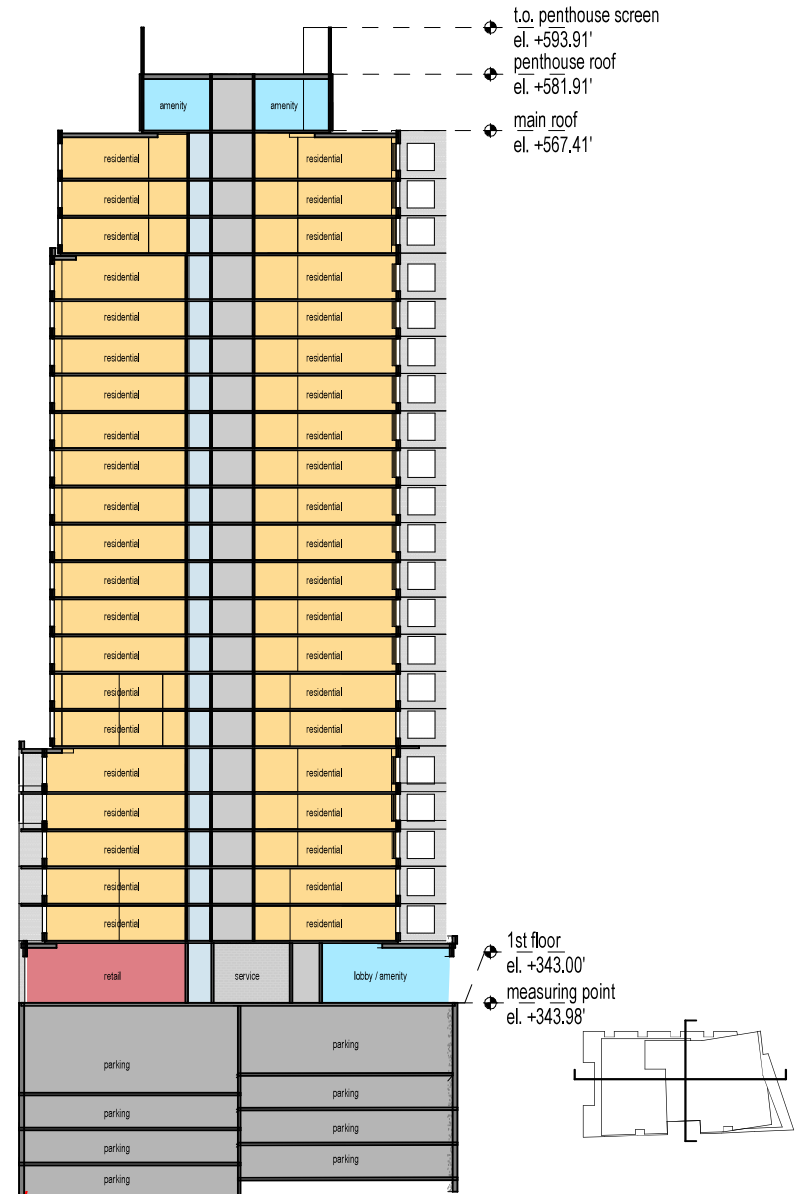
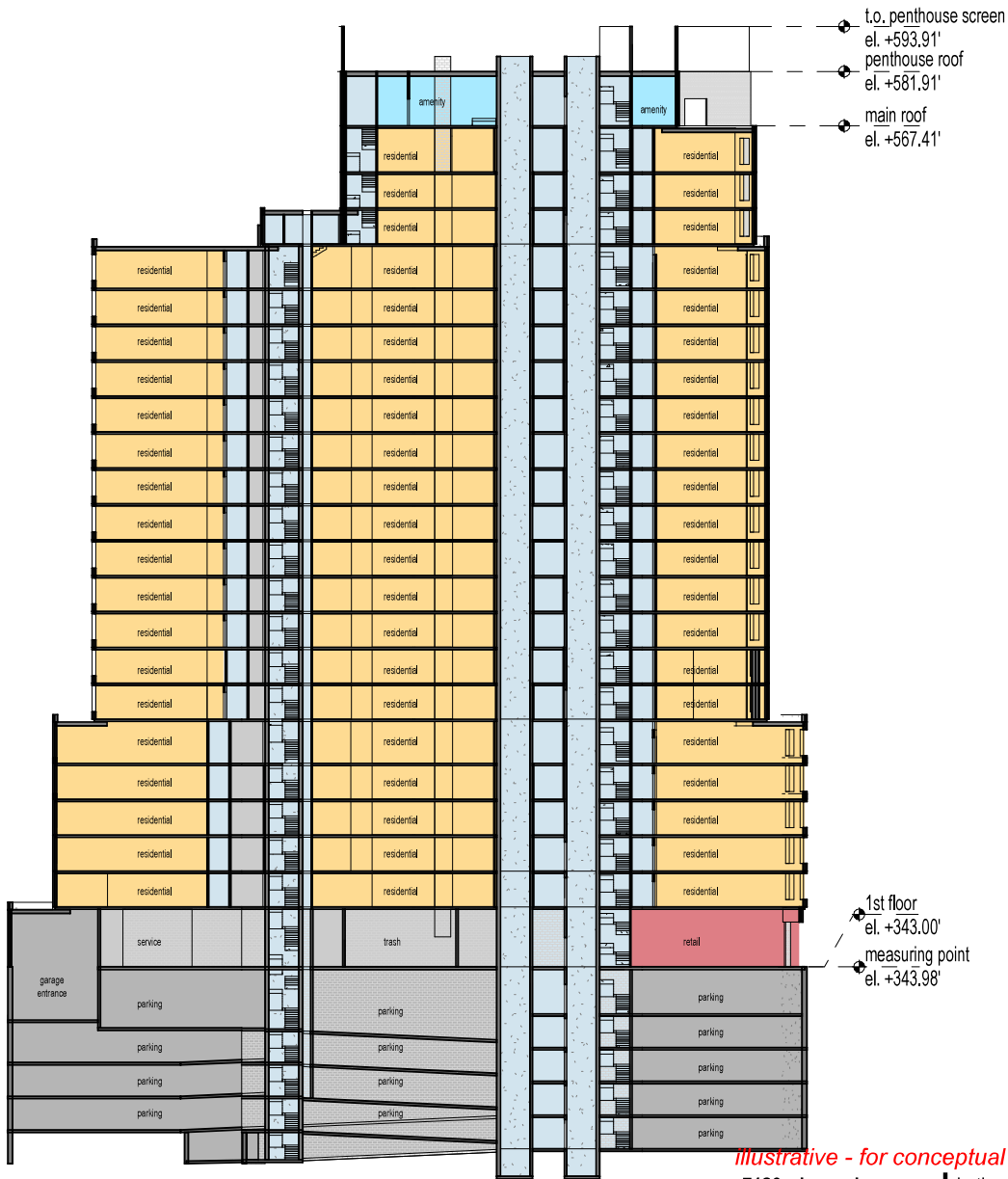
7126 wisconsin avenue | bethesda, md

dap submission | amenity roof & mechanical penthouse

2022.04.13 | 066

SK+I | Foulger Pratt | ParkerRodriguez | Bohler



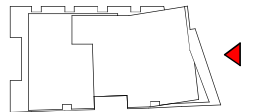


illustrative - for conceptual purposes only

7126 wisconsin avenue | bethesda, md

dap submission | n-s & e-w sections

2022.04.13 | 067



illustrative - for conceptual purposes only

7126 wisconsin avenue | bethesda, md

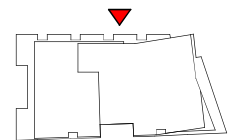
dap submission | east elevation

SK+I | Foulger Pratt | ParkerRodriguez | Bohler

2022.04.13 | 068

0' 16' 32' 64'





illustrative - for conceptual purposes only

7126 wisconsin avenue | bethesda, md

dap submission | north elevation

SK+I | Foulger Pratt | ParkerRodriguez | Bohler

2022.04.13 | 069





illustrative - for conceptual purposes only

7126 wisconsin avenue | bethesda, md

dap submission | west elevation

SK+I | Foulger Pratt | ParkerRodriguez | Bohler

2022.04.13 | 070

0' 16' 32' 64'





illustrative - for conceptual purposes only

7126 wisconsin avenue | bethesda, md

dap submission | south elevation

2022.04.13 | 071

SK+I | Foulger Pratt | ParkerRodriguez | Bohler

