# Bethesda Downtown Design Advisory Panel (DAP)

## Submission Form (Revised March 2020)

### PROJECT INFORMATION

| | |
|---|---|
| Project Name | 7340 Wisconsin Avenue |
| File Number(s) | |
| Project Address | 7340 Wisconsin Avenue |

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

### APPLICANT TEAM

| | Name | Phone | Email |
|---|---|---|---|
| Primary Contact | Patricia A. Harris | 301-841-3832 | paharris@lerchearly.com |
| Architect | Andy Czajkowski, SK+I; 240-479-7488; aczajkowski@skiarch.com | | |
| Landscape Architect | TBD | | |

### PROJECT DESCRIPTION

| | Zone | Proposed Height | Proposed Density (SF/FAR) | Requested BOZ Density (SF/FAR) | MPDU % |
|---|---|---|---|---|---|
| Project Data | CR 5.0, C 5.0, R 4.75, H-250 | 250' | 315,000 | 146,779 sf | 15% |
| Proposed Land Uses | Mixed use, predominately multi-family with ground floor 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):** Urban Boulevard and Downtown Mixed-Use Street - See Attached Chart

| | Recommended | Provided | Alternative Compliance? |
|---|---|---|---|
| Sidewalk Zone | | | |
| Planting/Furnishing Zone | | | |
| Pedestrian Though 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 feet on-site | No |
| Step-Back | Per Street Type | Varies by type (see attached) | |
| Bulk Reduction Methods | Unique geometry; modulate and articulate facades; limit apparent face. | | |

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

☐ Yes ■ No

- If yes, please provide diagrams demonstrating conformance with the District-Specific Guidelines

## EXCEPTIONAL DESIGN POINTS REQUESTED (MIN: 10, MAX: 30): 20

- 10 Points: Generally consistent with the Design Guidelines and meets four of the CR Guideline Criteria
- 20 Points: Superlative design that in a uniquely compelling way meets the Design Guidelines or overcomes a significant site or similar constraint; a top example of design within Montgomery County
- 30 Points: Singular design that exemplifies the highest intent of the Design Guidelines and may be considered a top example of design within the Mid-Atlantic region



**Street Type: Urban Boulevard (Wisconsin Avenue)**

| | Recommended | Provided | Alternative Compliance? |
|---|---|---|---|
| *Sidewalk Zone* | | | |
| Planting/Furnishing Zone | 6-10 feet | 6 feet | No |
| Pedestrian Through Zone | 10-20 feet | 10 feet | No |
| Frontage Zone | 0-10 feet | 9 feet | No |
| *Building Placement* | | | |
| Build-to Line (from street curb) | 25-30 feet | 25 feet | No |
| *Building Form* | | | |
| Base Height | 3-6 stories (35-70 feet) | 6 stories<br>70 feet | No |
| Step-Back | 10-15 feet | Varies with primary step-back of 12 feet | No |

**Street Type: Downtown Mixed-Use Street (Montgomery Lane and Hampden Lane)**

| | Recommended | Provided | Alternative Compliance? |
|---|---|---|---|
| *Sidewalk Zone* | | | |
| 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 |
| *Building Placement* | | | |
| Build-to Line (from street curb) | 15-20 feet | 15 feet | No |
| *Building Form* | | | |
| Base Height | 3-6 stories (35-70 feet) | 6 Stories<br>70 Feet | No |
| Step-Back | 10-15 feet | Varies with Primary step-back of 12 feet | No |

# 7340 Wisconsin Avenue
# Architectural Design Narrative

7340 Wisconsin Avenue, located between Montgomery Lane and Hamden Lane is a long-awaited infill site. The site, housing a vacant Exxon fuel station, is at the core of the Bethesda Central Business District (CBD) and sits directly between Metro's Red Line Station and new Purple Line Station.

The current design goal is to transition the previously approved Sketch Plan (320200010) from a high-rise senior residential building into a market-rate high rise apartment building with the same density. The change of program comes with a change in ownership, intends to deliver an exceptional multi-family project that meets many of the residential goals, high performance, and design excellence goals of the Downtown Bethesda Plan.

Among those goals, the project aims to:

- Strengthen the center of activity at the heart of the Wisconsin Avenue Corridor;
- Promote a diversified mix of housing in Downtown through mixed-use multi-family development;
- Enhance the quality of housing through County Design Excellence programs;
- Improve the neighborhood identity and character, support innovation and design excellence;
- Beautify downtown through greening and improved streetscapes; and
- Add residential density immediately adjacent to public transportation and reduce vehicle miles travelled in the region.

The building fronts three main streets in Downtown, all of which are intended to be activated with ground floor uses adjacent to the pedestrian way. The plan envisions residential lobby, leasing and amenity spaces to be located along Montgomery Lane and Wisconsin Avenues, with the primary residential entry on the northeast corner. About halfway south along the Wisconsin Avenue frontage, retail uses will be located and extend south then turn west along Hampden Lane. The southeast corner is ideal for retail for two reasons, the grade is relative flat and is adjacent to two new developments to the south that also contain retail spaces. This continuous row of retail, across three blocks, will strengthen the area around the new Purple Line Station. Loading and garage access are appropriately proposed at the southwest corner of the site on Hampden Lane. One of the primary differences between this proposal and the currently approved Sketch Plan is the elimination of the internal covered drop-off lane / Porte-cochere and loading on Hamden Lane.

Above the lobby and retail spaces, the building base will extend up to six stories and will be less than the prescribed 70 feet maximum height for the base. Above the base, the tower extends up to the allowed height of 250 feet, and respects the 22.5 feet tower separation from the adjacent property under redevelopment to the west.

The second primary difference of this proposal is the shape and form of the tower. While not radically different, the plan subtly transfers the same density into a slightly different shape that "twists" the form around the core, similar to a pin-wheel. The design team observed that the approved Sketch

Plan has tower extensions (into the step-back zone) primarily on Montgomery and Hampden. The goal was to enhance the maximum setback to 12 feet at the mid-points of the three main frontages while shifting the mass, on an angle, towards the four tower corners. The goal of this "pin-wheel" plan is to create a dynamic building form, enhanced by glazing and balconies, to create a unique building form and exceptional residential units in the heart of Bethesda.

At the tower top, the design resembles the approved Sketch Plan in placing the active penthouse spaces on the northeast corner, directly above the residential lobby 25 stories below. On the south and west sides of the roof are planned residential terraces, roof-top pool, and vegetated planting areas. Mechanical equipment and building utilities will be housed above the enclosed penthouse space and appropriately screened behind an extended façade that is integral to the building's skin and will enhance the projects tower top. These angled wall extensions are intended to pulled up at corners, activating and enlivening the buildings crown in an elegant manner that compliments the plan form in a meaningful and dynamic way.

SK+I

GREYSTAR™ downtown bethesda – design advisory panel submission

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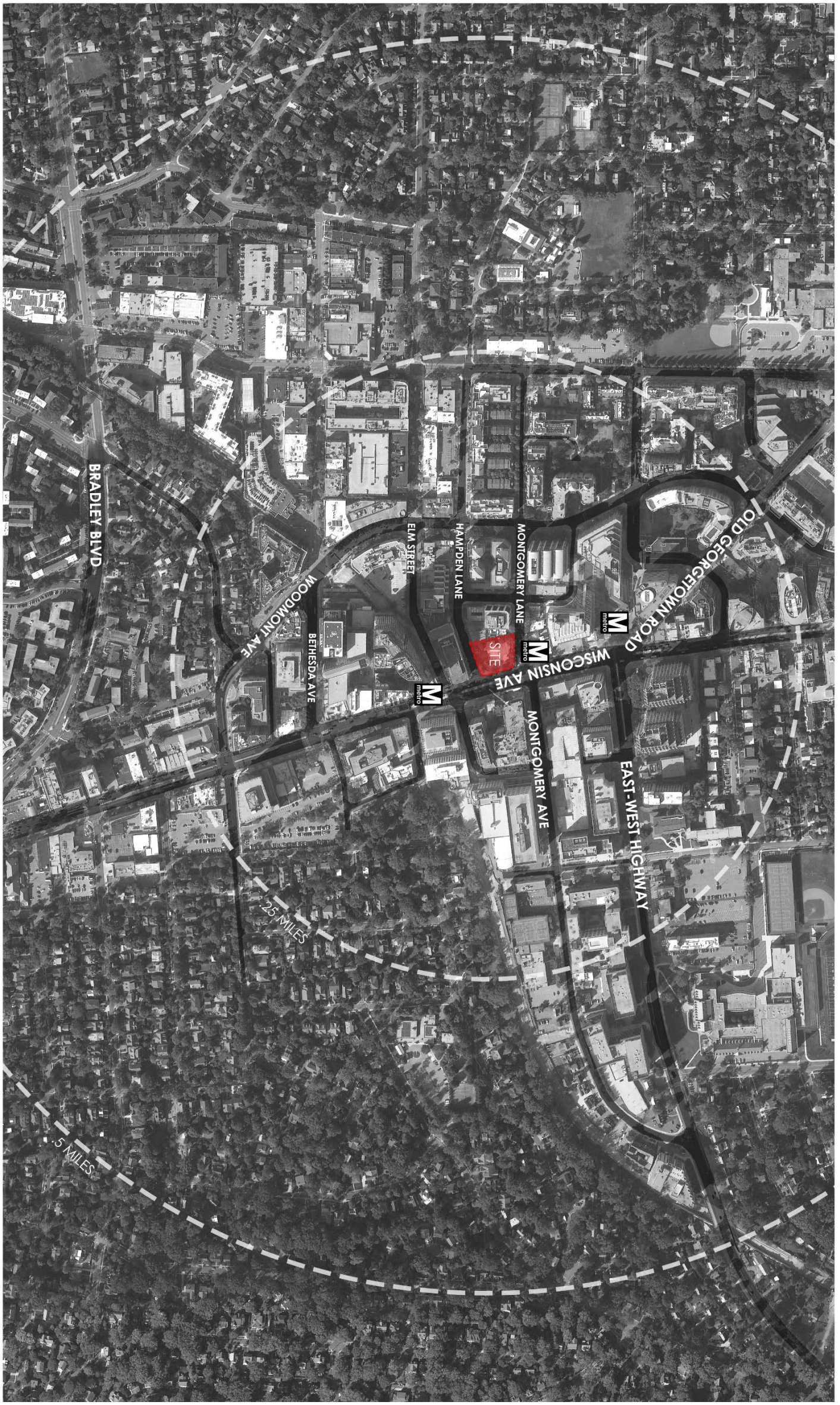


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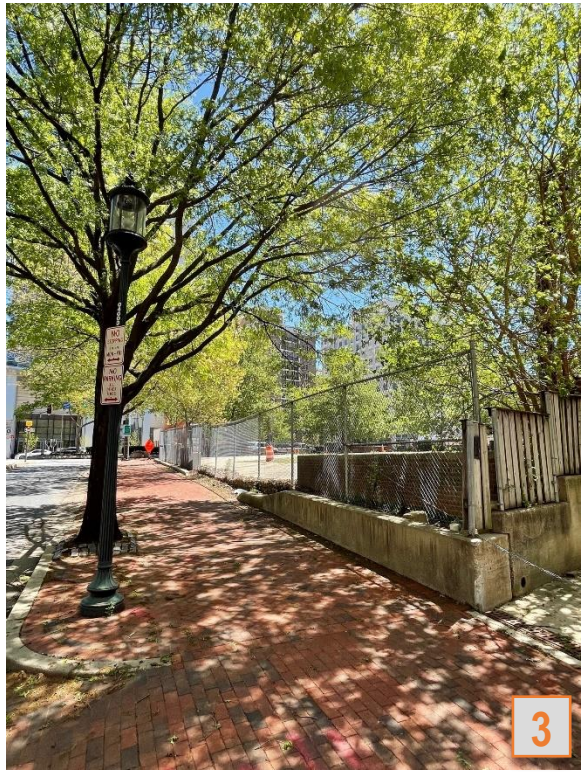
DESIGN GUIDELINES P. 88 | 89:


**WISCONSIN AVE CORRIDOR**
HIGH PERFORMANCE AREA
REF DOWNTOWN SECTOR PLAN SECTION 2.5



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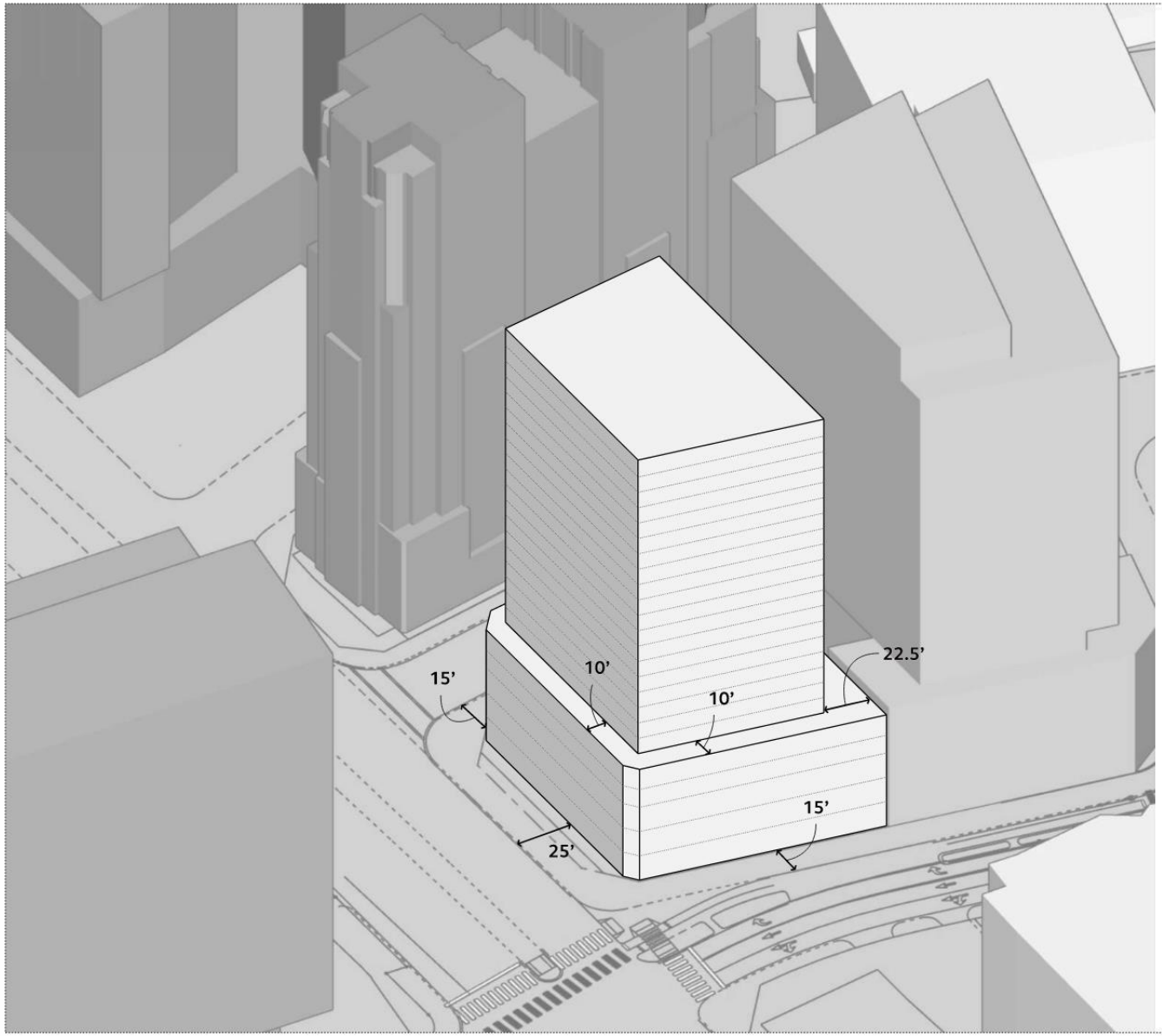
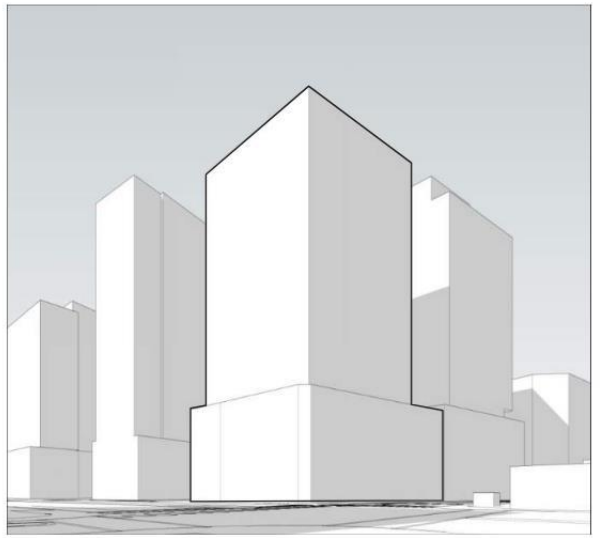
design goals

***Bethesda Tomorrow:***

- *Strengthen the center of activity at the heart of the Wisconsin Avenue Corridor*
- *Promote a diversified mix of housing in Downtown through mixed-use multi-family development.*
- *Enhance the quality of housing through County Design Excellence programs*
- *Improve the neighborhood identity and character, support innovation and design excellence.*
- *Beautify downtown through greening and improved streetscapes.*
- *Add residential density immediately adjacent to public transportation and reduce vehicle miles traveled in the region.*

massing approved sketch plan by South Bay and CRTKL



STREET VIEW @ WISCONSIN AVE & MONTGOMERY LN

1 **2.1 RECOMMENDED BUILDING FORM**

**BASELINE**

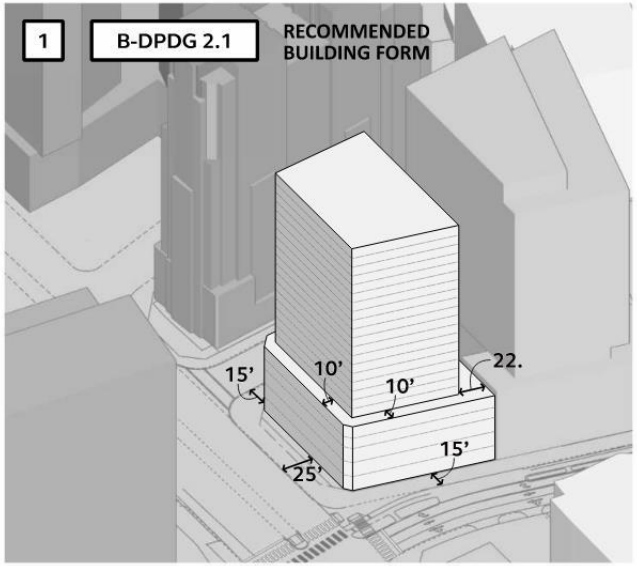
15' BUILD-TO LINE AT MONTGOMERY LANE AND HAMPDEN LANE

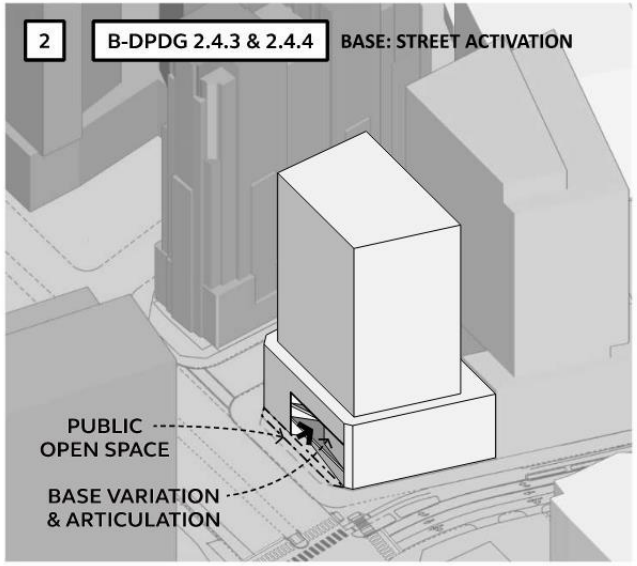
25' BUILD-TO LINE AT WISCONSIN AVENUE

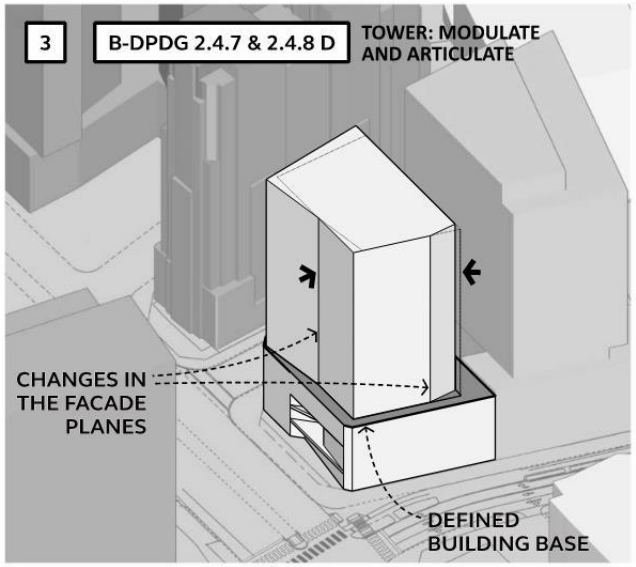
10' STEP-BACK TO MONTGOMERY & HAMPDEN

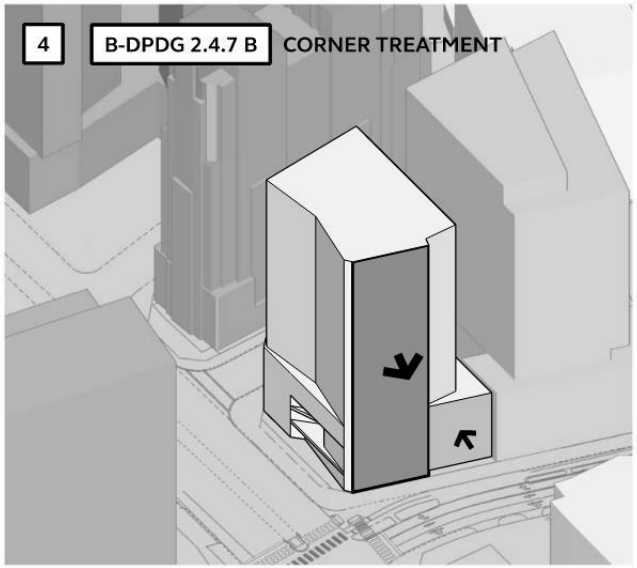
# MASSING OVERVIEW

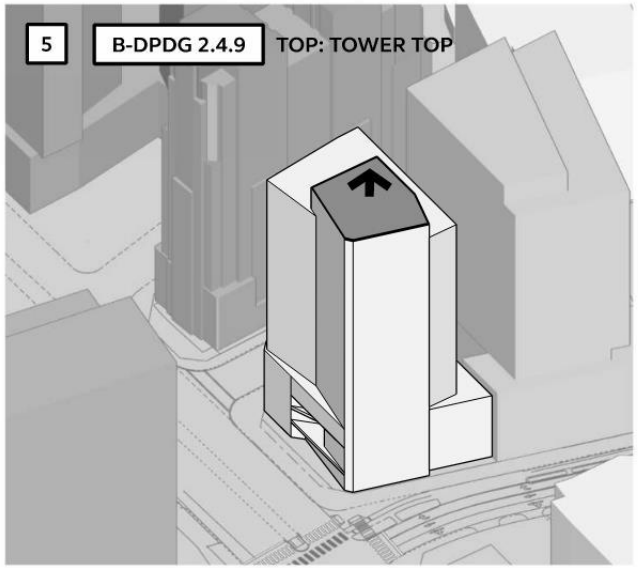
MASSING EVOLUTION PROCESS TO SHOW THE DESIGN INTENT WHILE REVIEWING CONFORMANCE WITH THE BETHESDA DOWNTOWN PLAN AND DESIGN GUIDELINES, IN COLLABORATION WITH THE REVIEW MEETINGS WITH THE MONTGOMERY COUNTY PLANNING DIRECTOR.



approved sketch plan by South Bay and CRTKL

BUILDING SUMMARY:

ROOFTOP AMENITY

IL INDEPENDENT LIVING

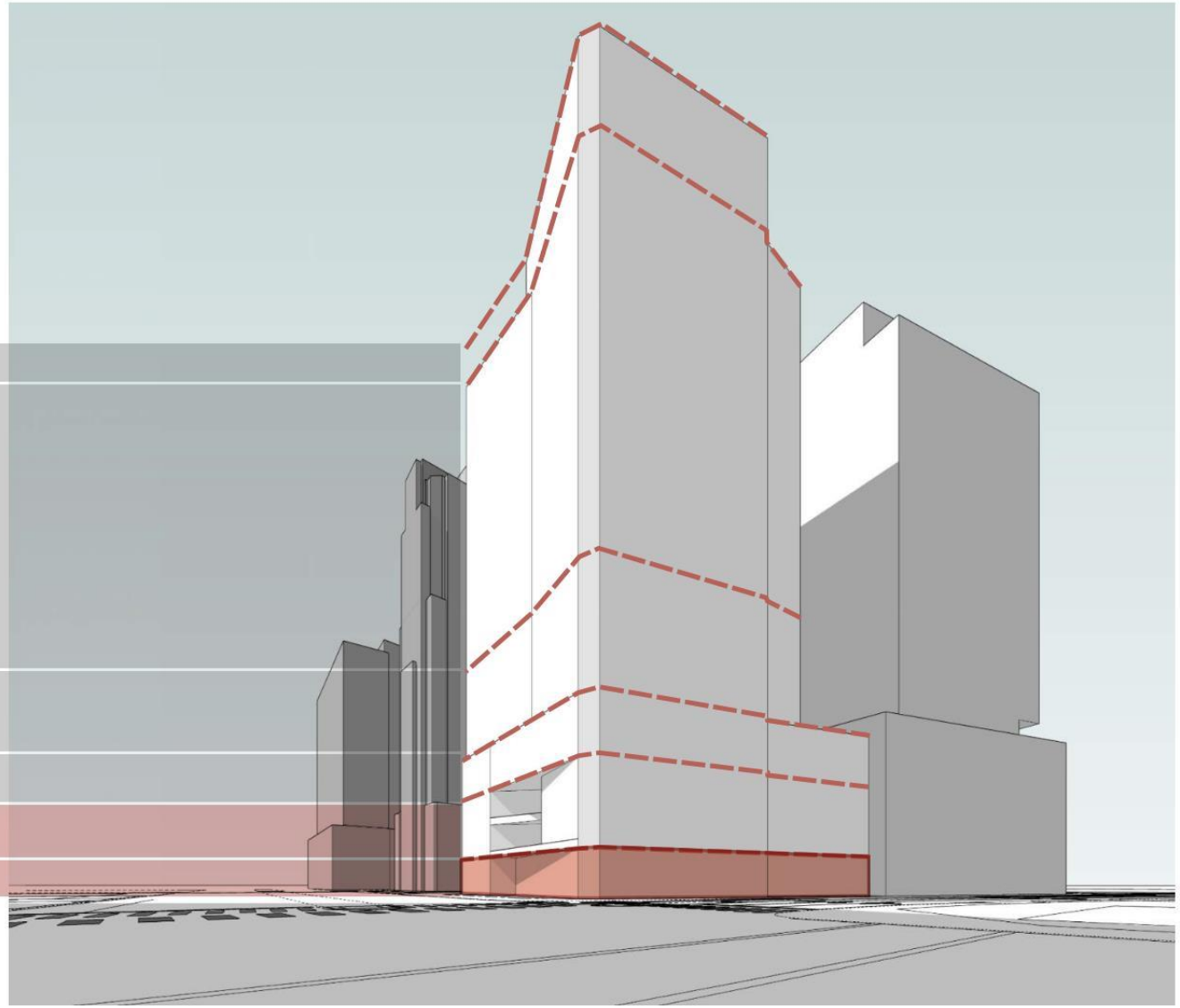
AL ASSISTED LIVING

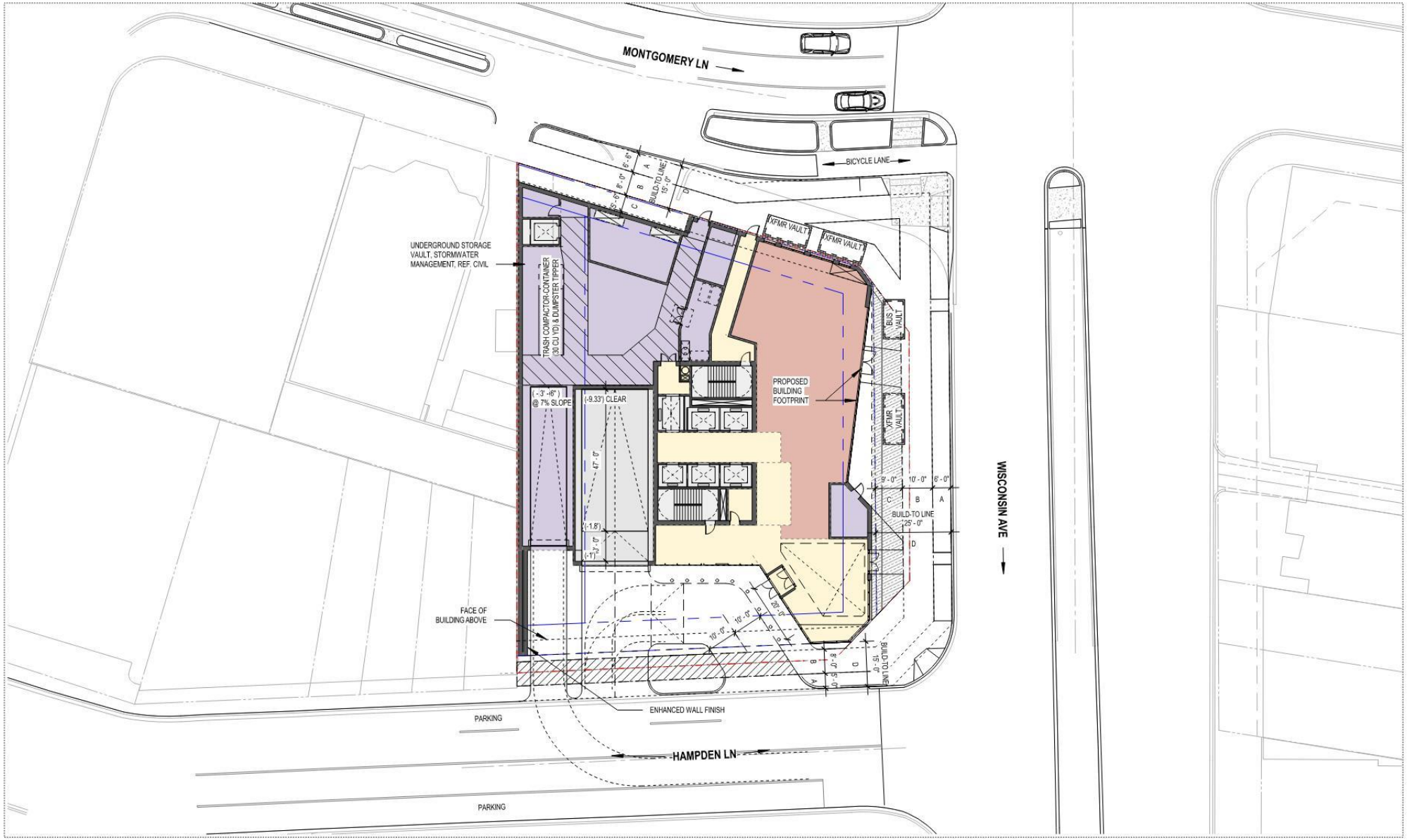
MC MEMORY CARE

AMENITY

RETAIL UP TO 4,500 SF GLA

UP TO 315,000 GROSS SF
UP TO 300 UNITS





massing approach

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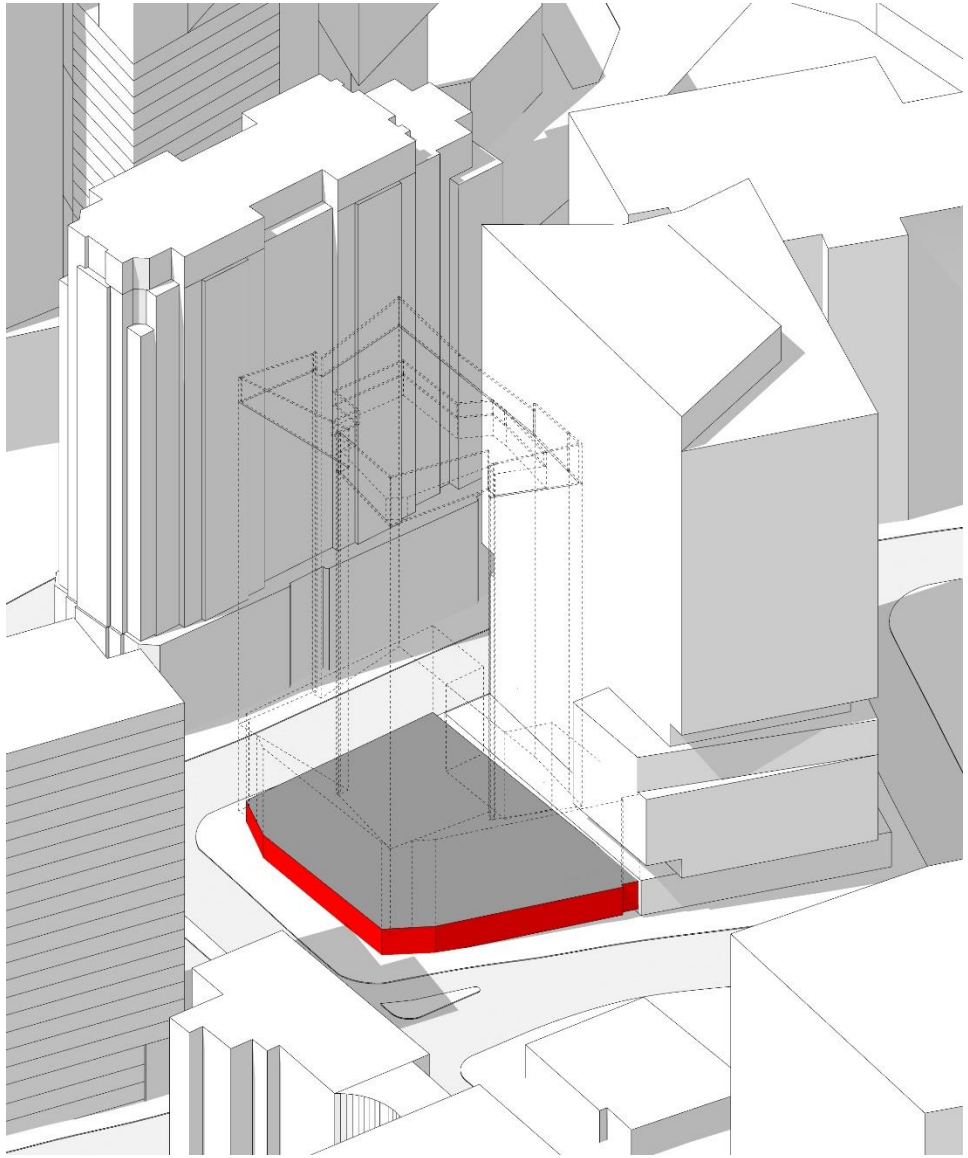
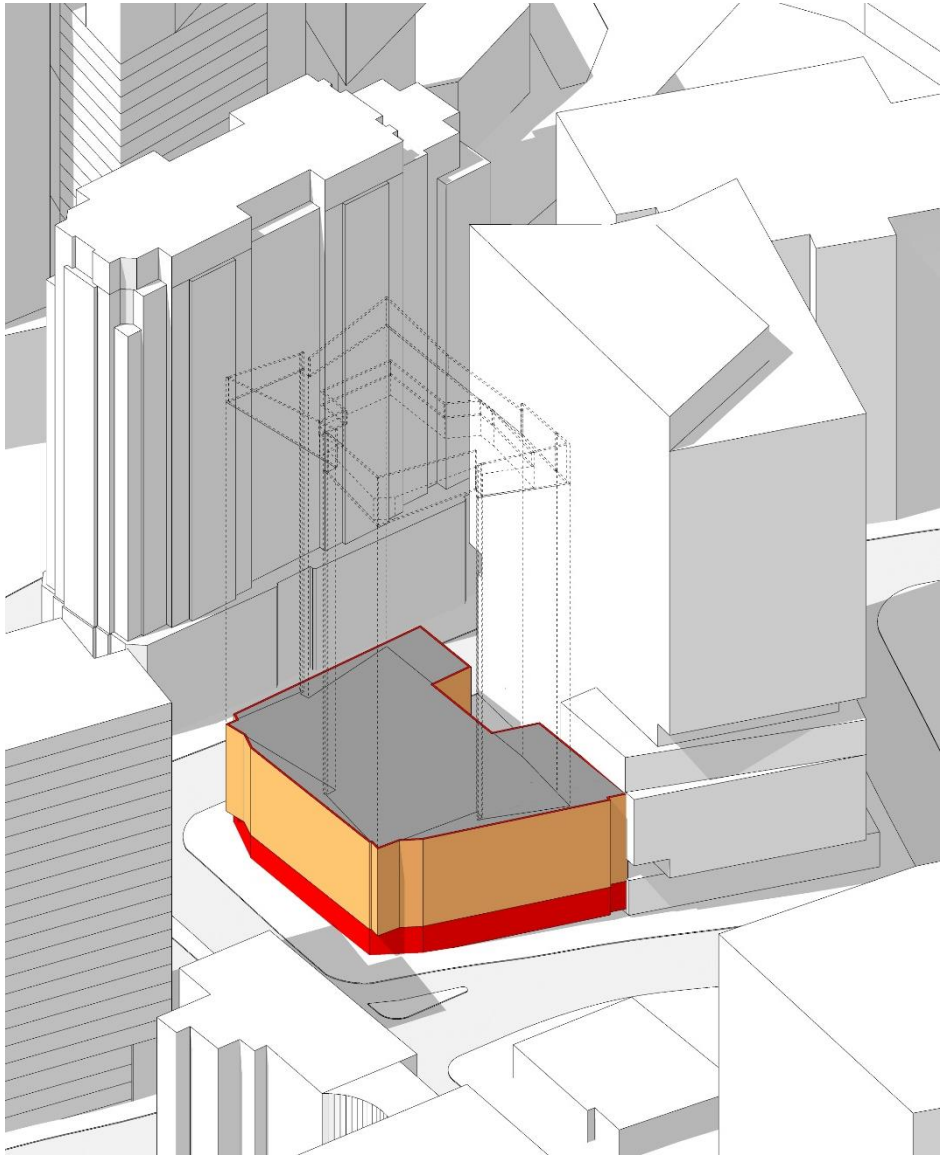


*continuous active frontages along 3 streets*



*6 story base – 5 stories of residential above ground level*

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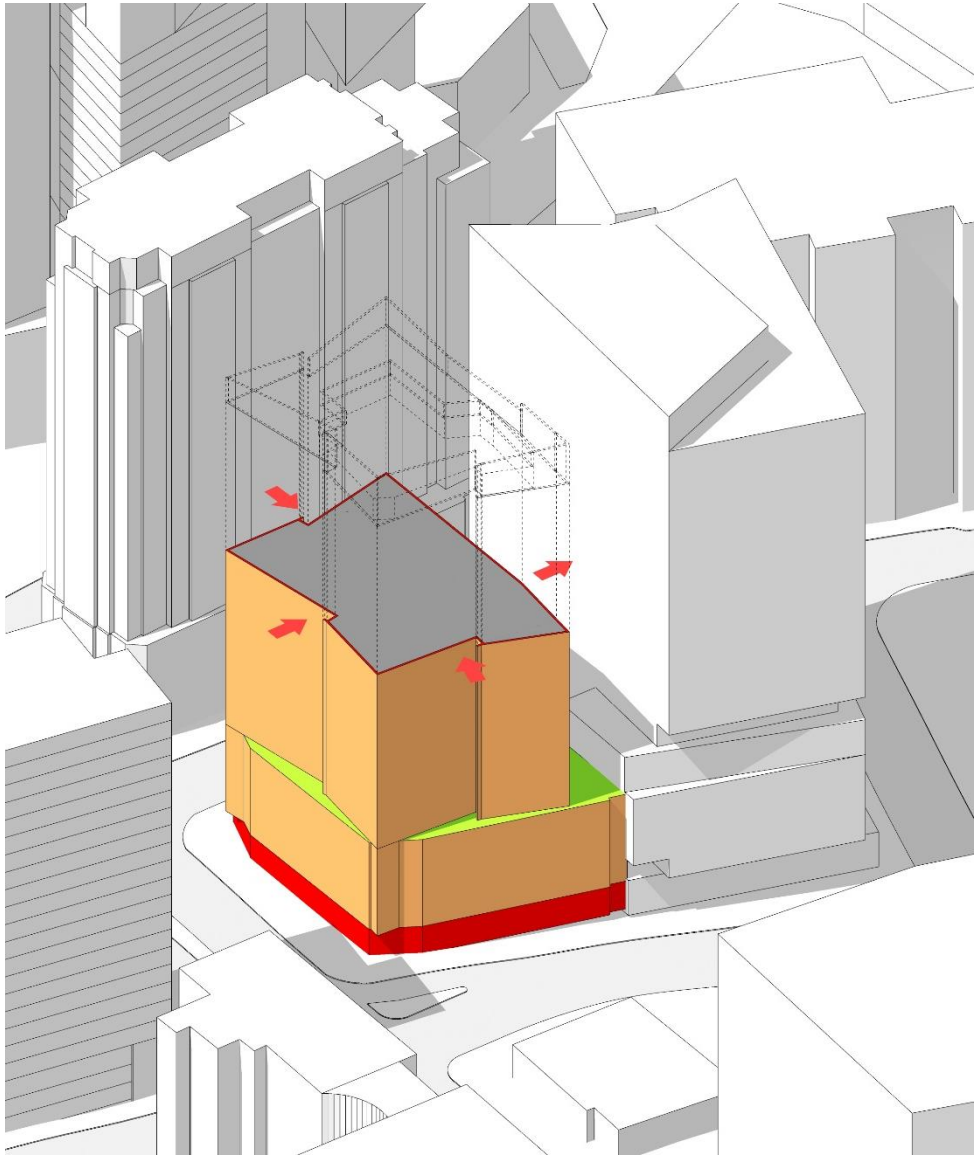
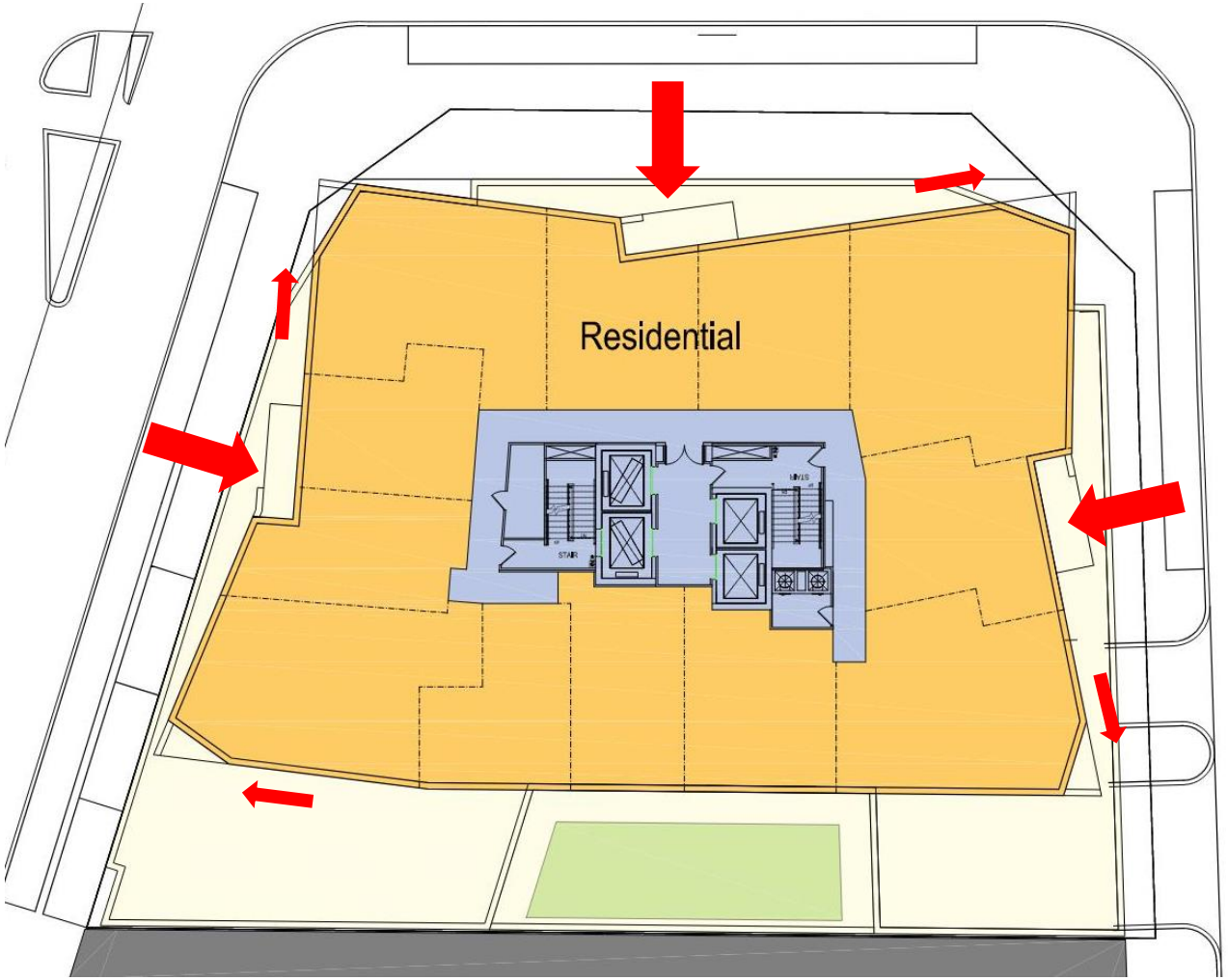


*tower steps-back at midpoints along 3 main frontages*




*tower step-back plan inspired by pin-wheel rotating around core*

N

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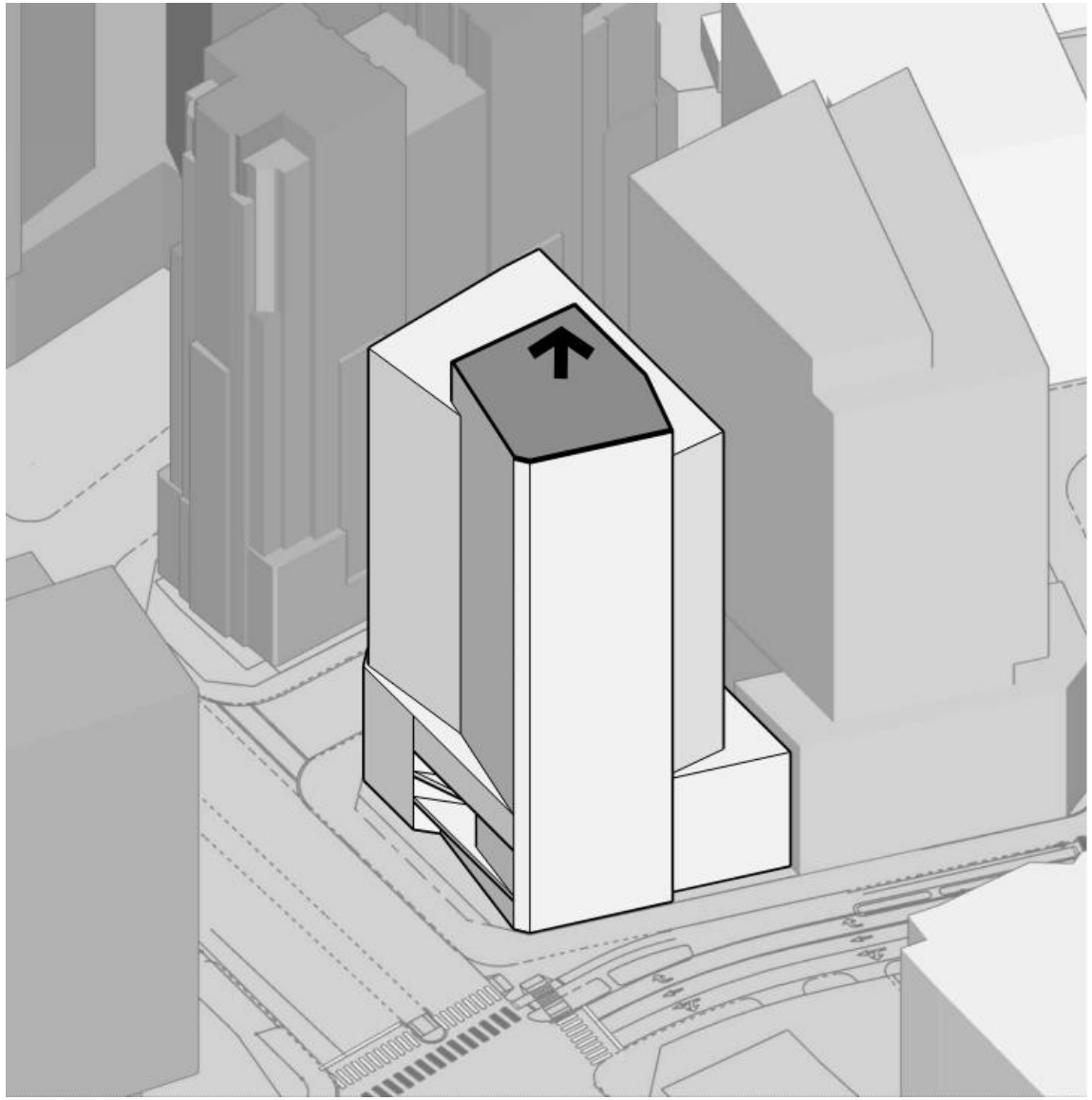
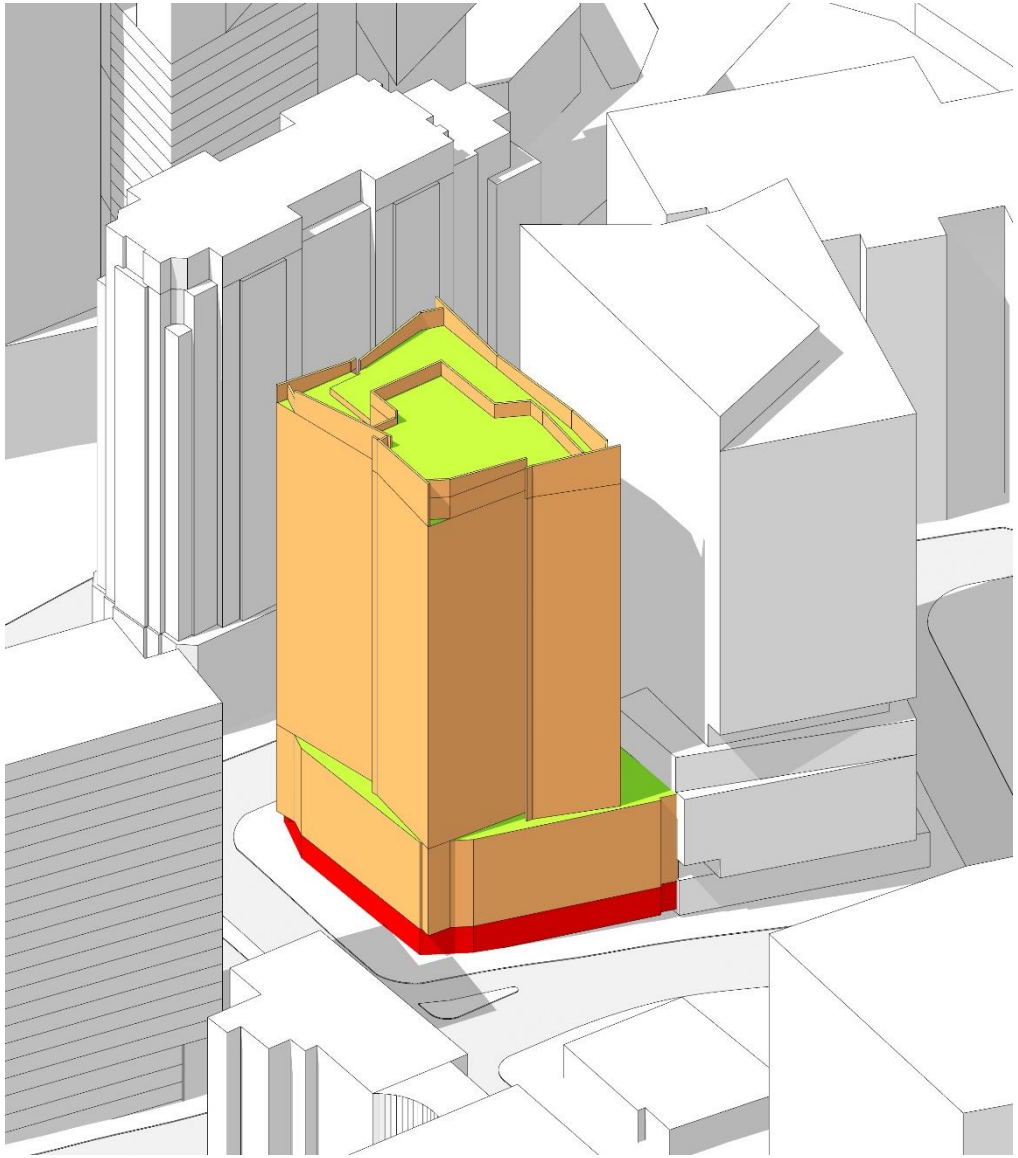
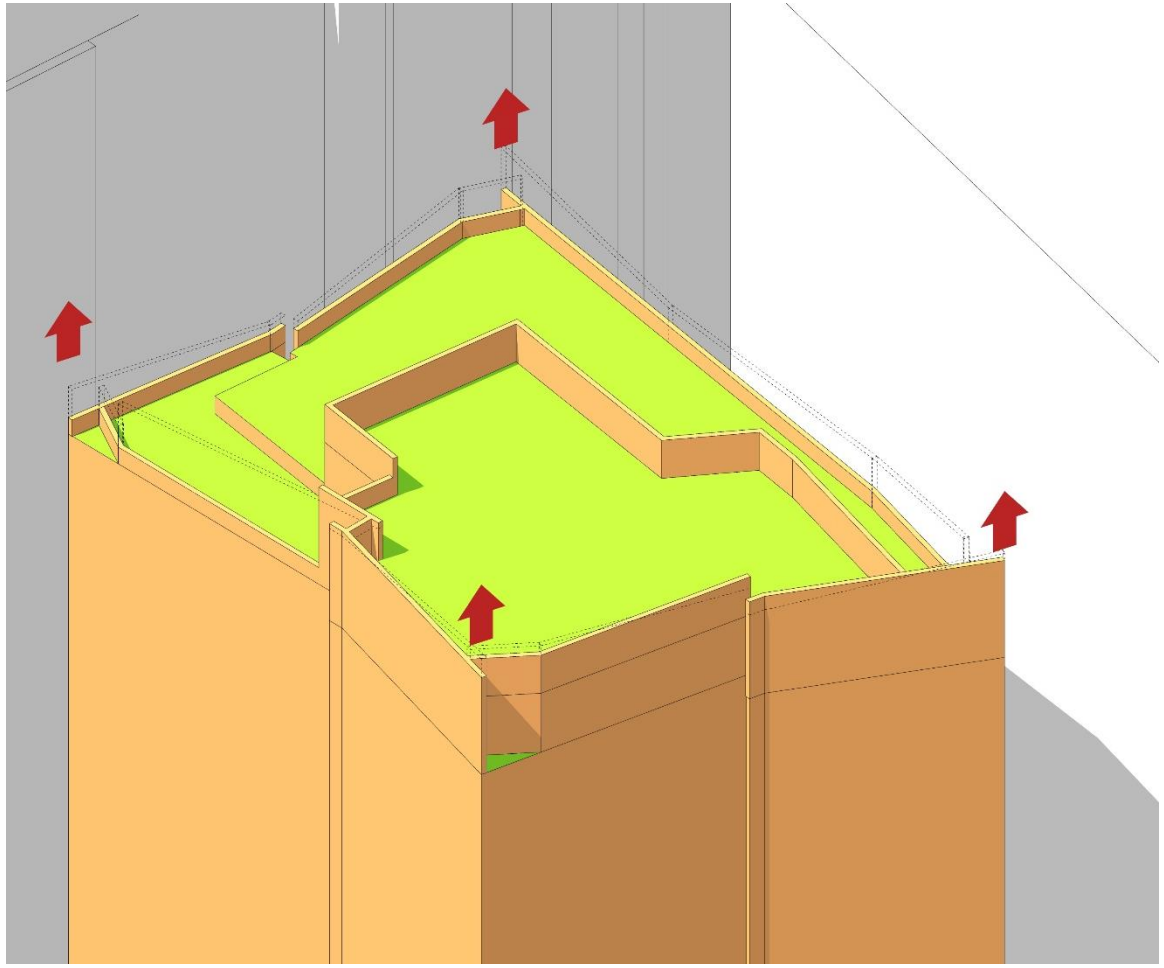
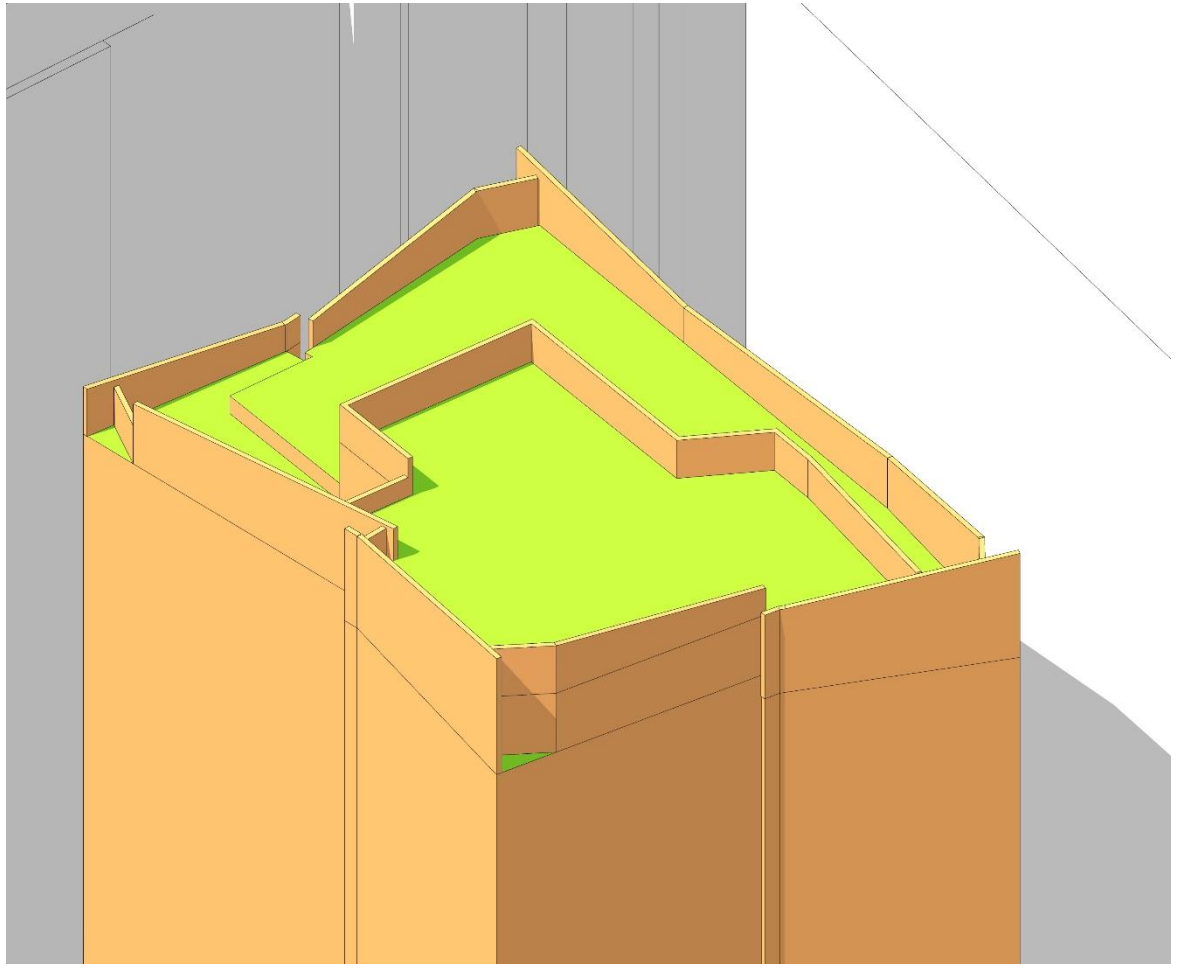


*approved sketch plan by South Bay and CRTKL*



*northeast corner of tower contains penthouse*





*accentuate corners of tower top*

architecture proposed massing



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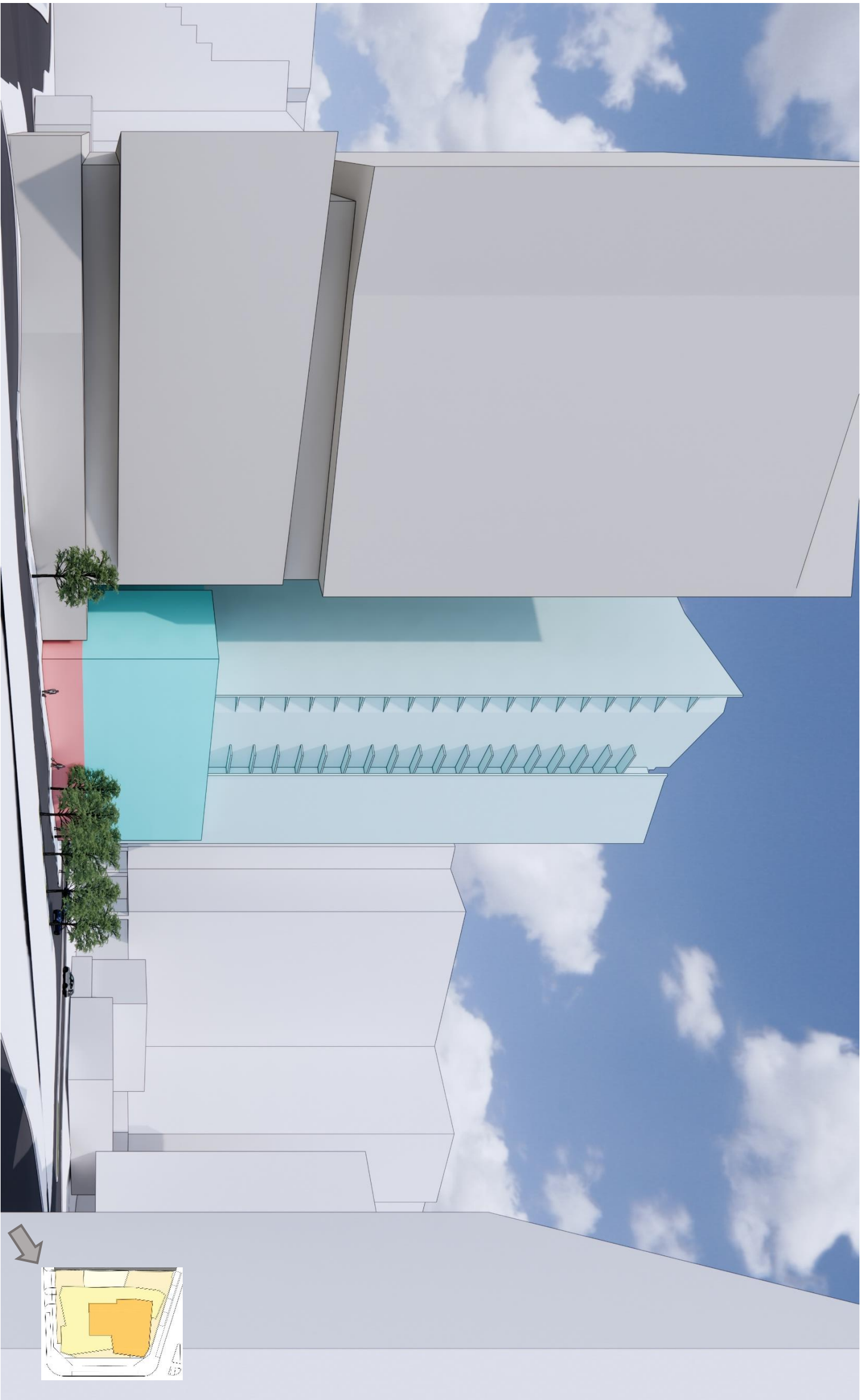



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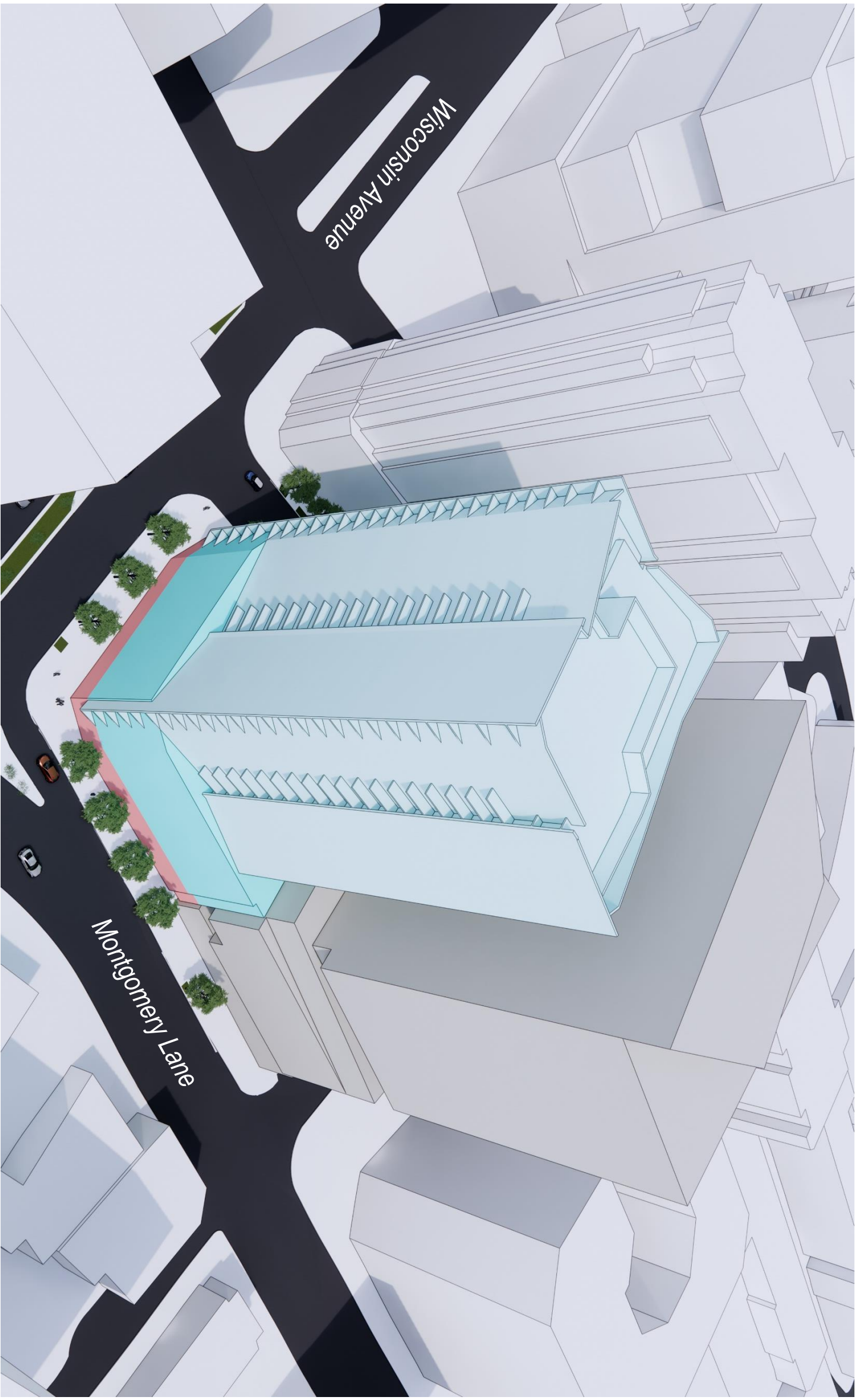


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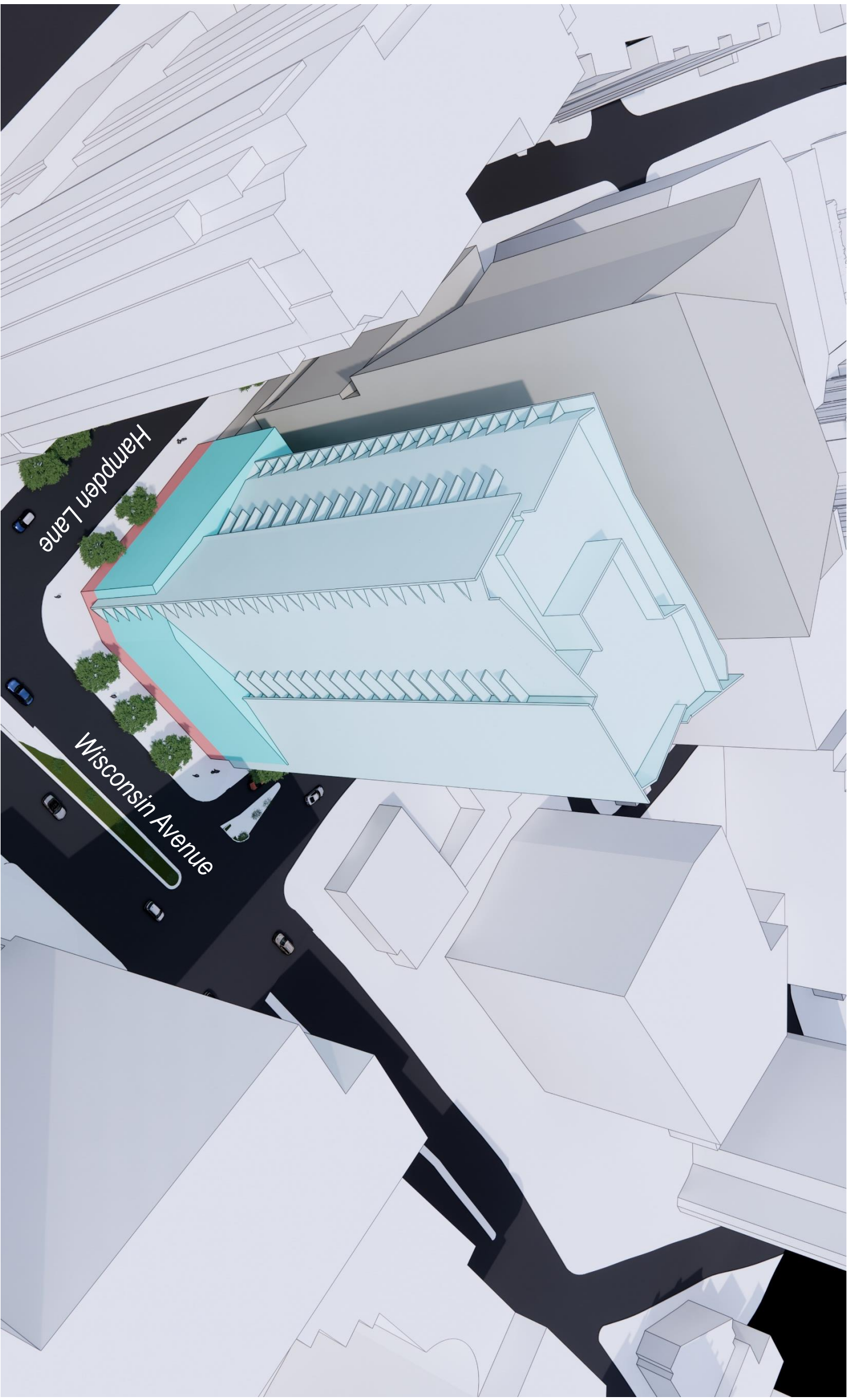


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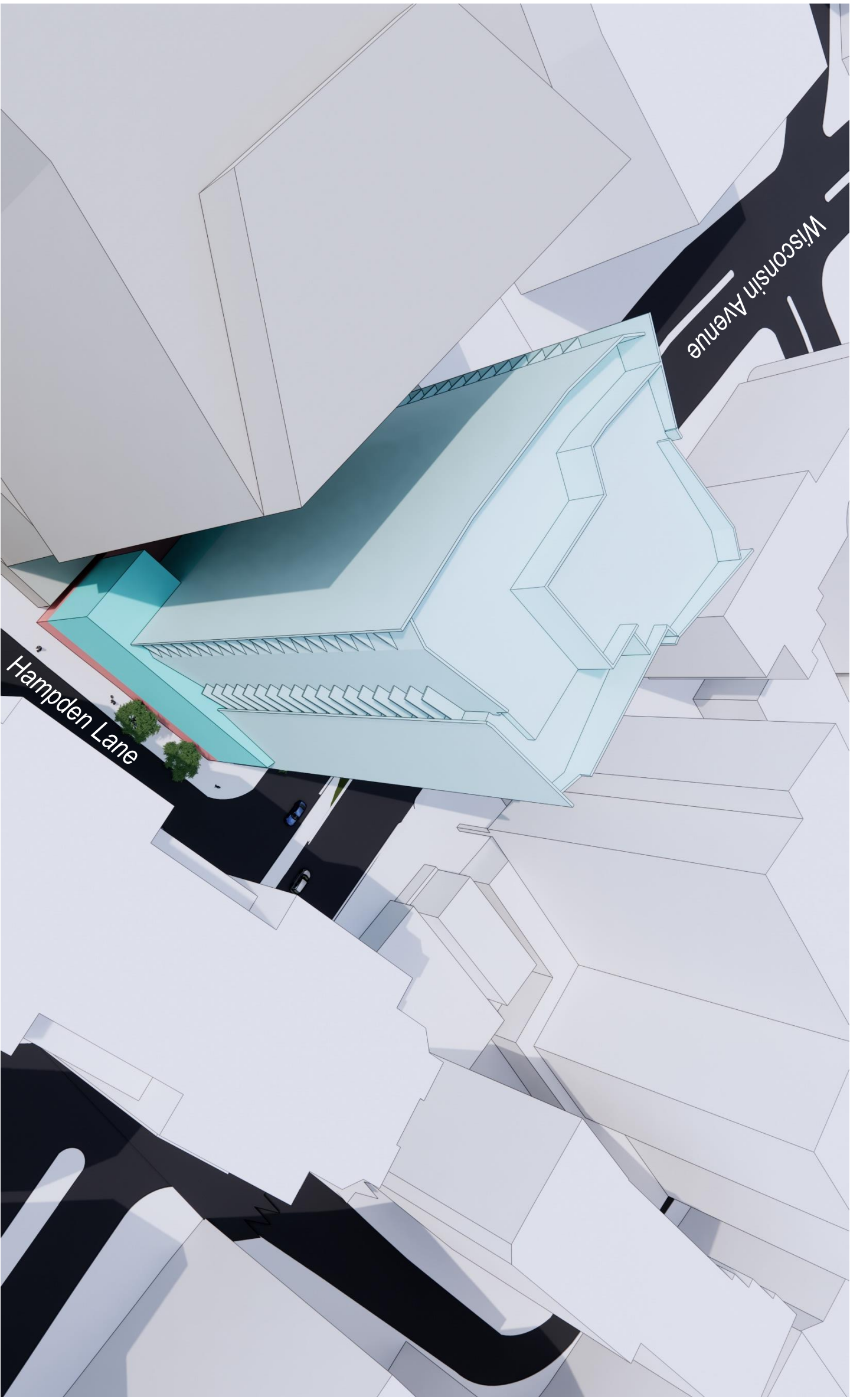


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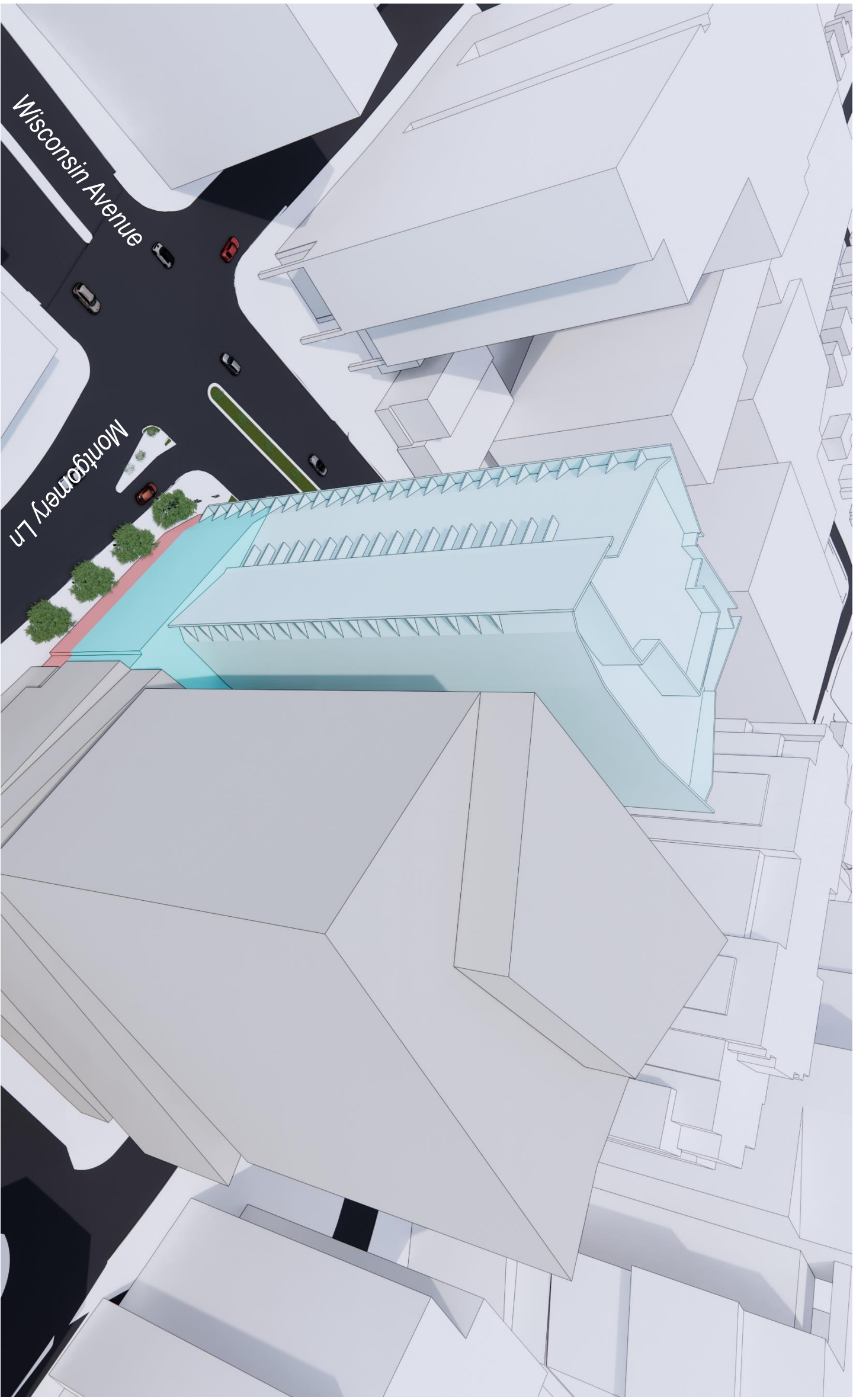


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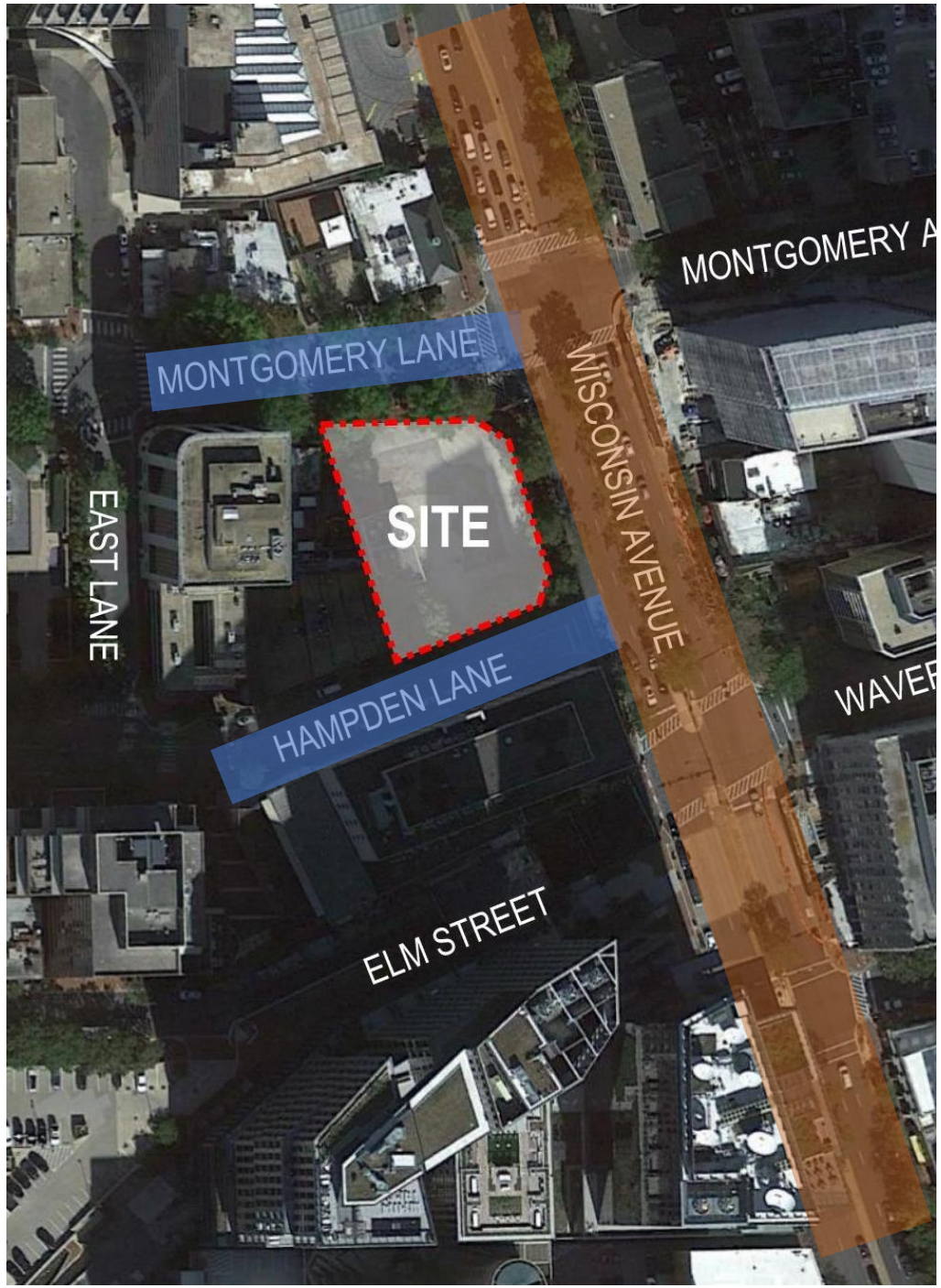
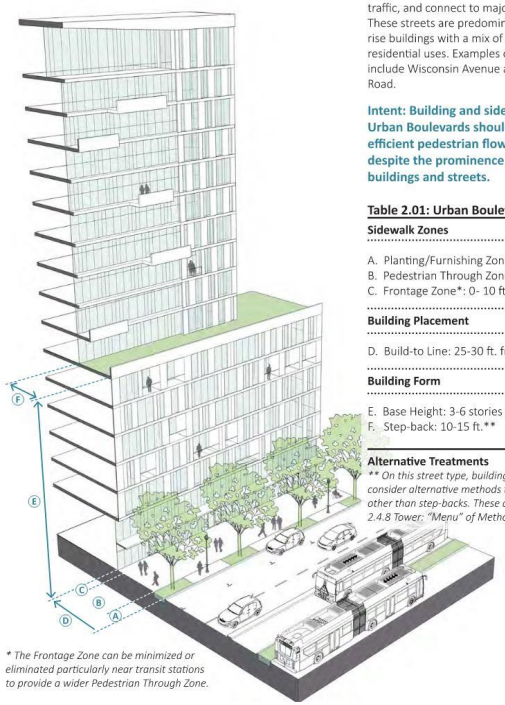
design guidelines




## Wisconsin Avenue
## Urban Boulevard



### 2.1.2 Urban Boulevard

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

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

**Table 2.01: Urban Boulevard**

| |
|---|
| **Sidewalk Zones** |
| A. Planting/Furnishing Zone: 6- 10 ft. |
| B. Pedestrian Through Zone: 10- 20 ft. |
| C. Frontage Zone*: 0- 10 ft. |
| **Building Placement** |
| D. Build-to Line: 25-30 ft. from street curb |
| **Building Form** |
| E. Base Height: 3-6 stories (35-70 ft.) |
| F. Step-back: 10-15 ft.** |
| **Alternative Treatments** |
| *** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.* |

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



## Montgomery Lane & Hampden Lane
## Downtown Mixed-Use Street

### 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**

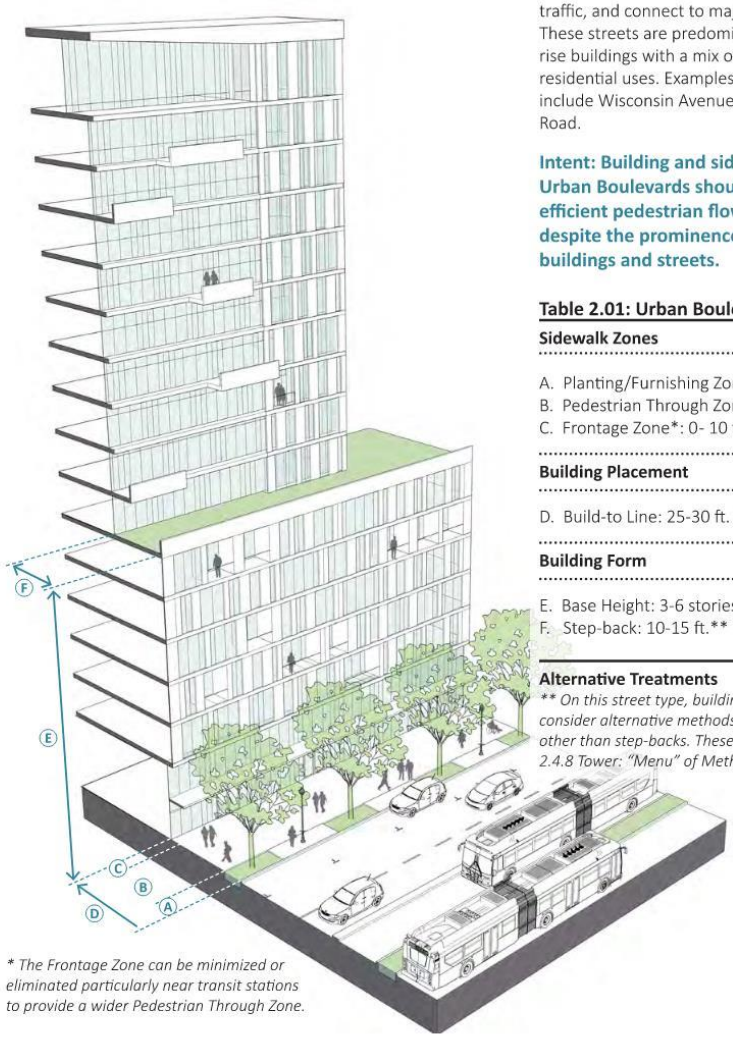
| |
|---|
| **Sidewalk Zones** |
| A. Planting/Furnishing Zone: 5 - 8 ft. |
| B. Pedestrian Through Zone: 8 - 12 ft. |
| C. Frontage Zone*: 0 - 7 ft. |
| **Building Placement** |
| D. Build-to Line: 15- 20 ft. from street curb |
| **Building Form** |
| E. Base Height: 3-6 stories (35-70 ft.) |
| F. Step-back: 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.*


## 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.**




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

**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**

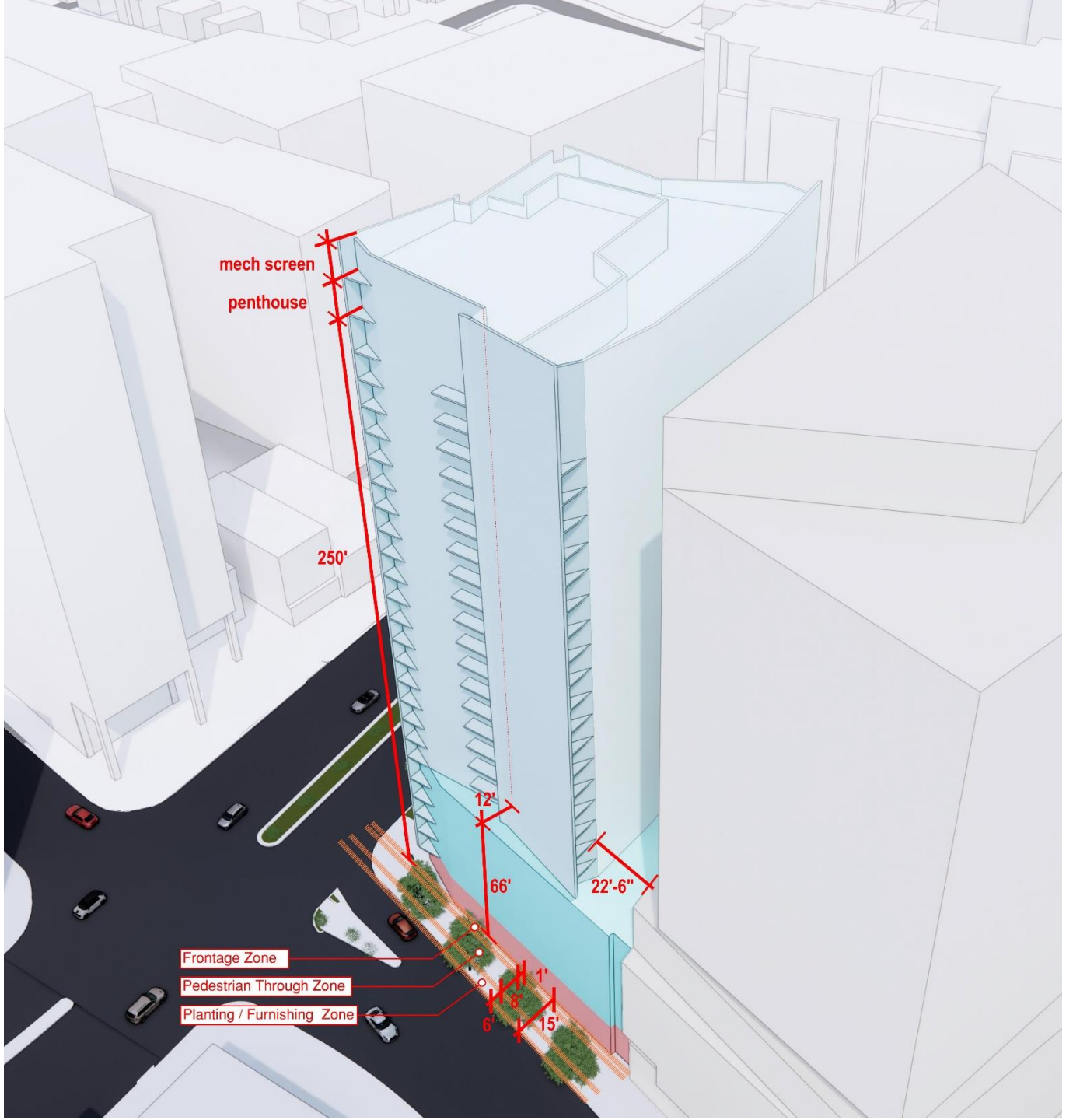
D. Build-to Line: 25-30 ft. from street curb

**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.*




## 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.**


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

**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**

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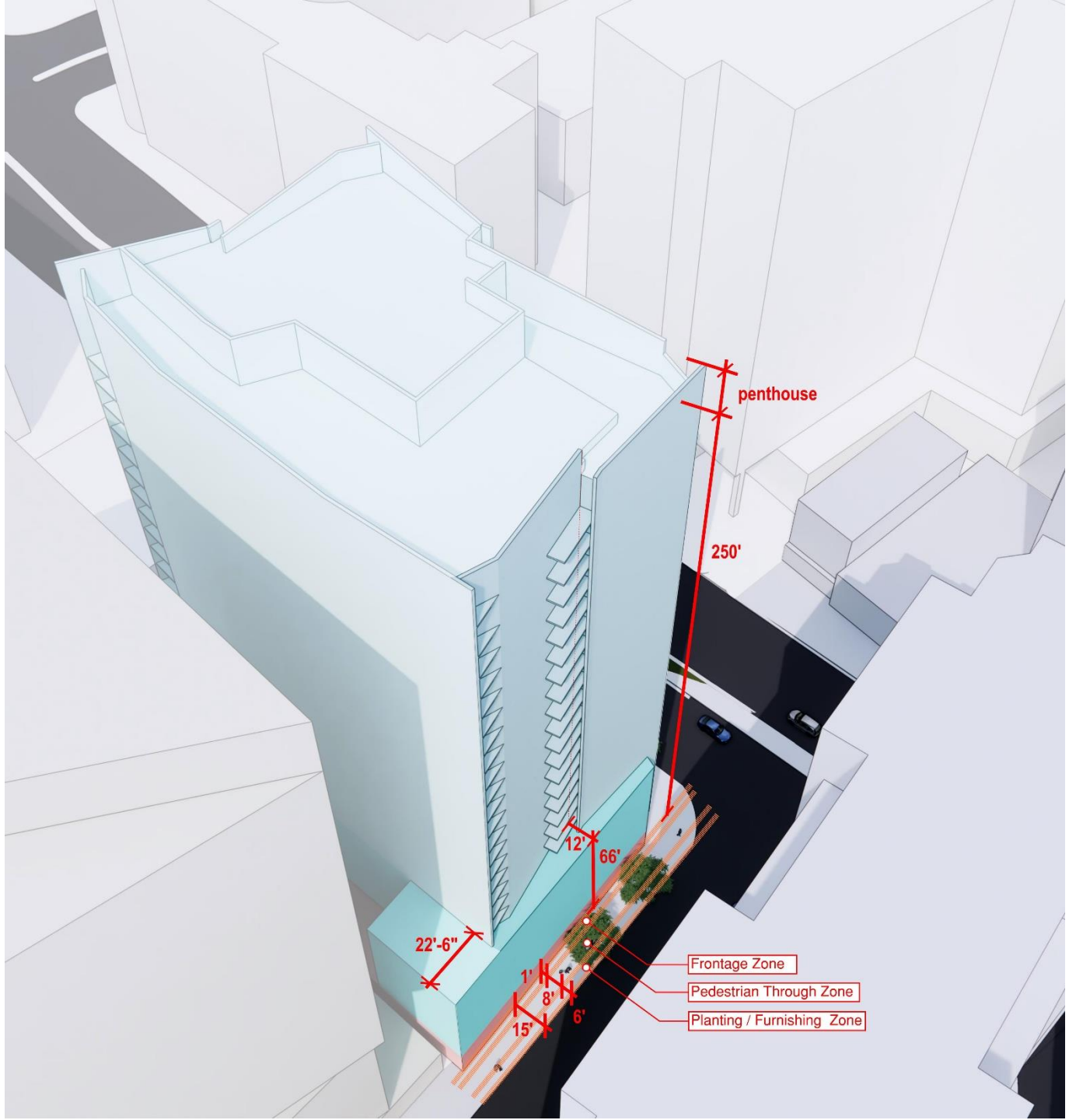


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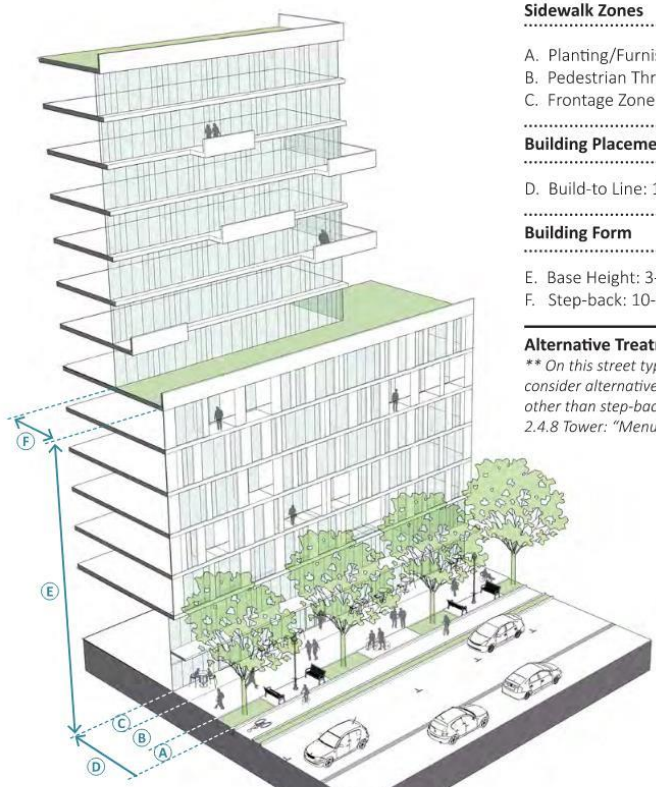


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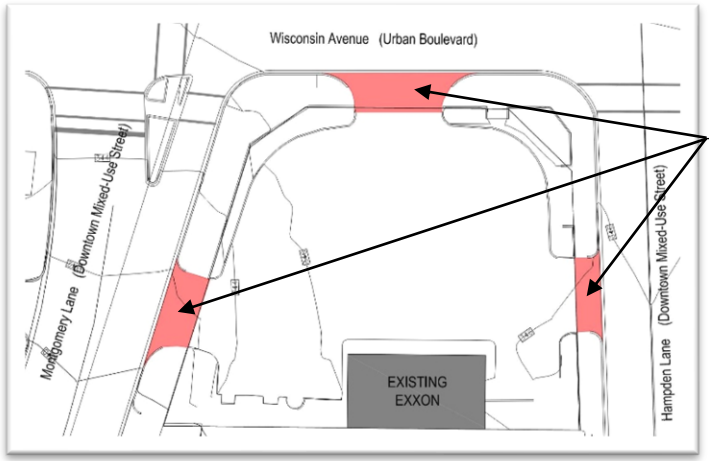
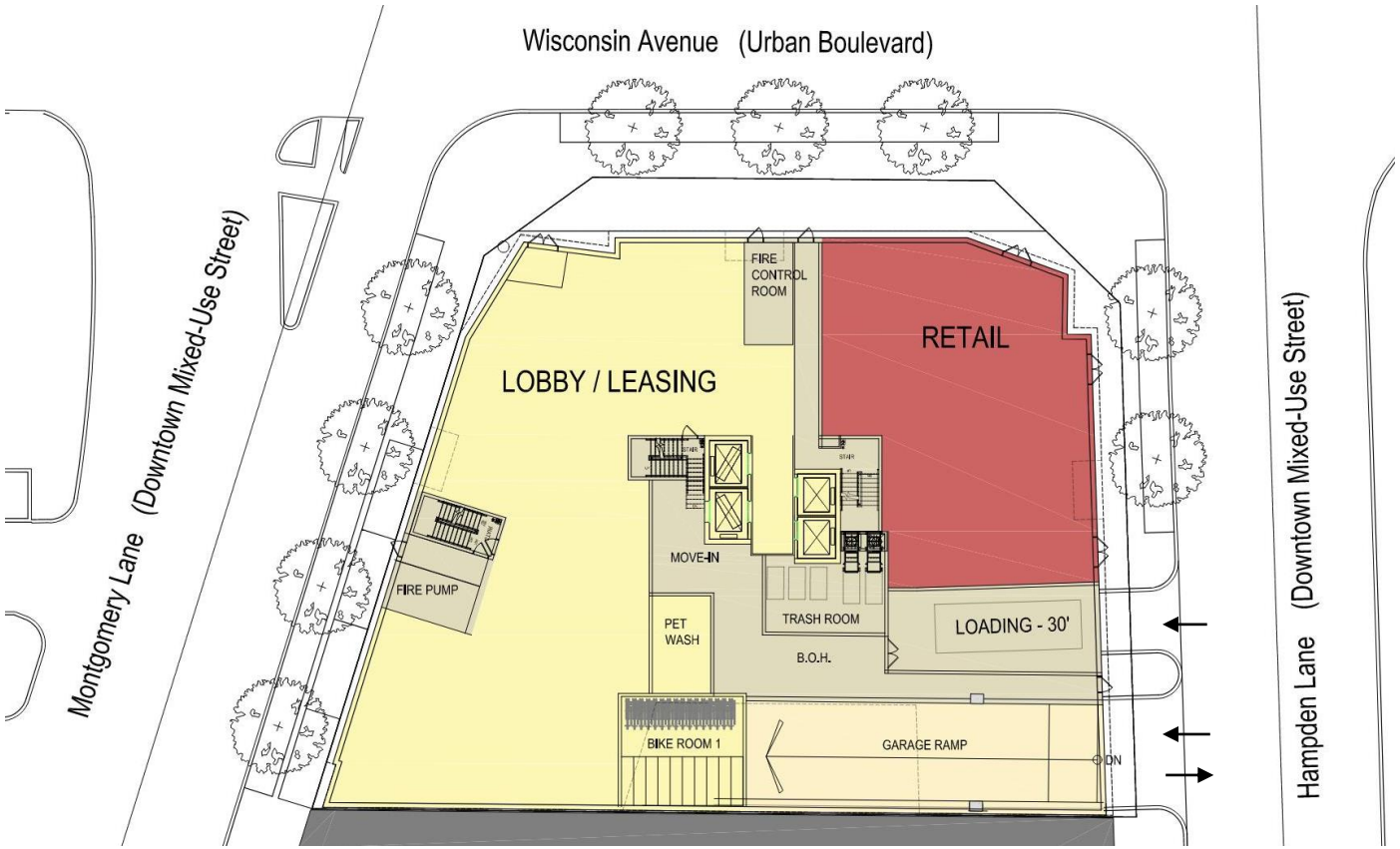



### 2.3.3 Servicing, Access and Parking

**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:**

A. 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.*

B. 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.

C. 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.

D. 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.

E. Avoid placing entries to loading docks, service areas and parking garages on neighborhood residential streets when alternative access is feasible.

F. Minimize the width and height of driveways and vehicular entrances. Where possible, combine loading dock and garage access.

G. 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.

H. Vehicle access points should not be located adjacent to a public open space other than through-block connections.

I. Coordinate location of access points with adjacent and confronting properties where possible to ensure a comfortable sidewalk environment and limited conflicts.

J. Provide loading spaces for pick-up and drop-off where feasible to reduce idling in the travel lane.

K. Design structured parking floors to be flexible for future retrofit to other uses where possible.

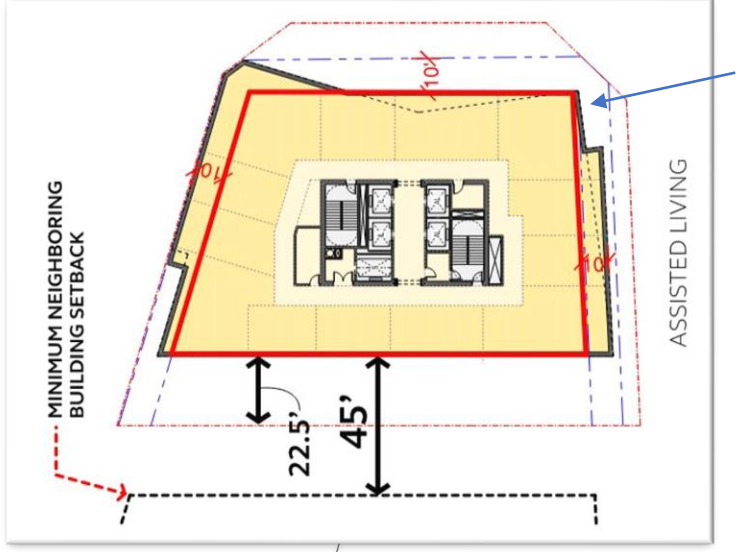
L. Ensure continuous tree canopy along service areas and lay-by areas to the greatest extent feasible.

M. 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*.

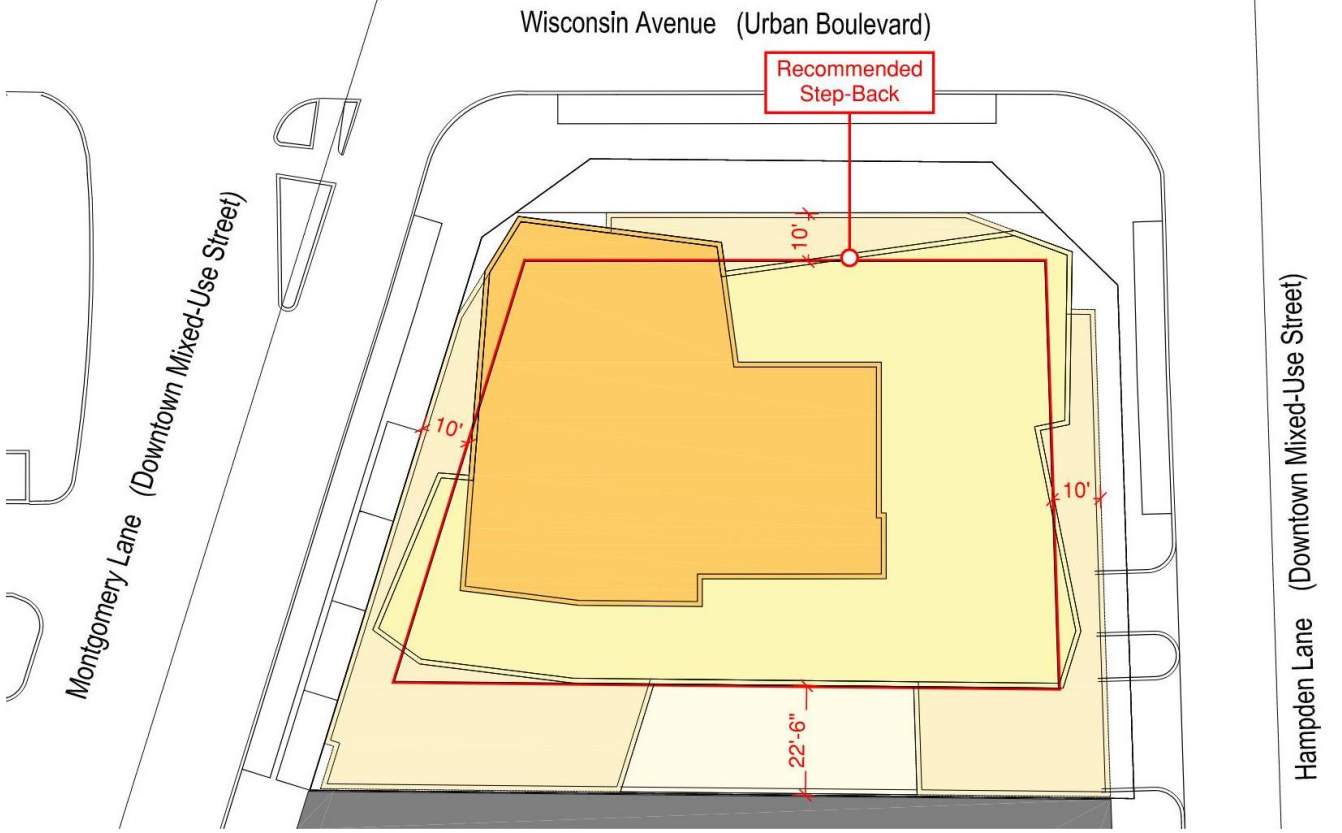
**Servicing Operations:**

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




approved sketch plan and step-backs by South Bay and CRTKL

*proposed step-backs*




### 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.

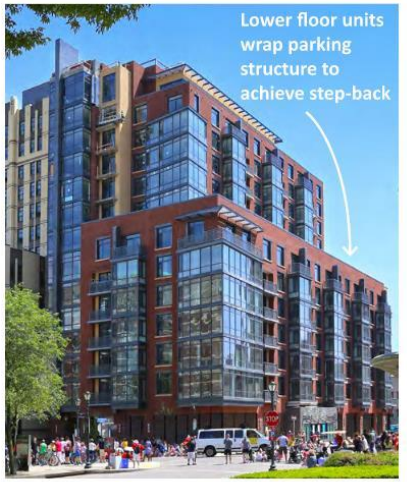
B. Encourage undulating, curved or angled tower step-backs if the average step-back meets the guidelines for the street type. This expressive geometry can increase visual interest on prominent sites near major open spaces and corners.

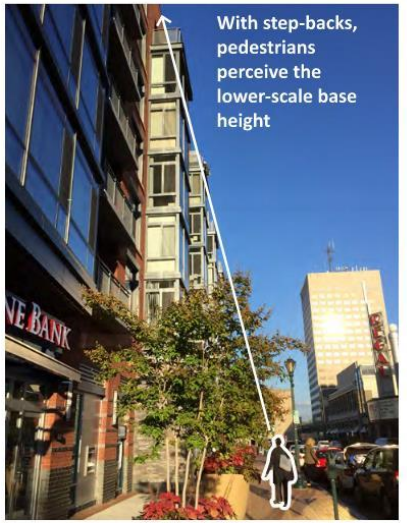
C. Allow balconies to encroach in the step-back if they do not significantly add to the perceived bulk and mass of the building's upper floors.

**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.*
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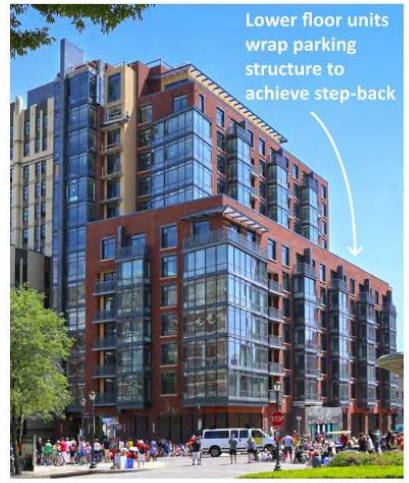


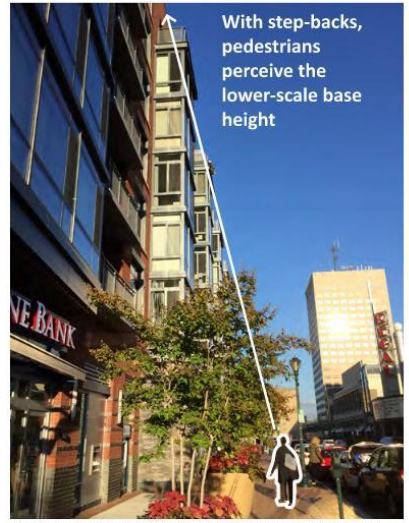


*This residential development in Rockville illustrates the relationship between the pedestrian and the building step-back.*
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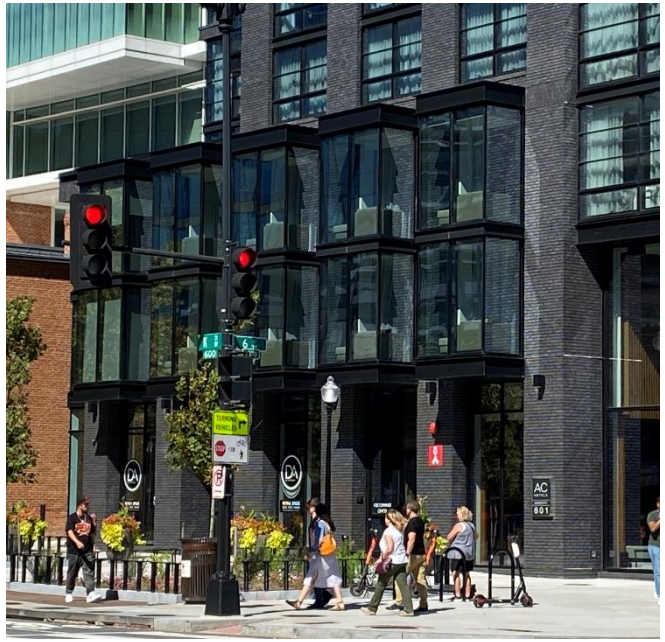
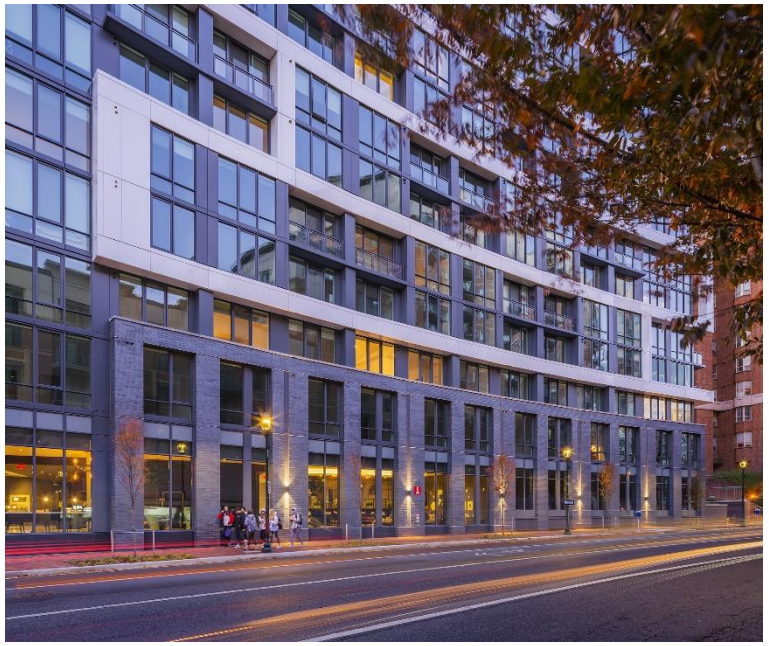
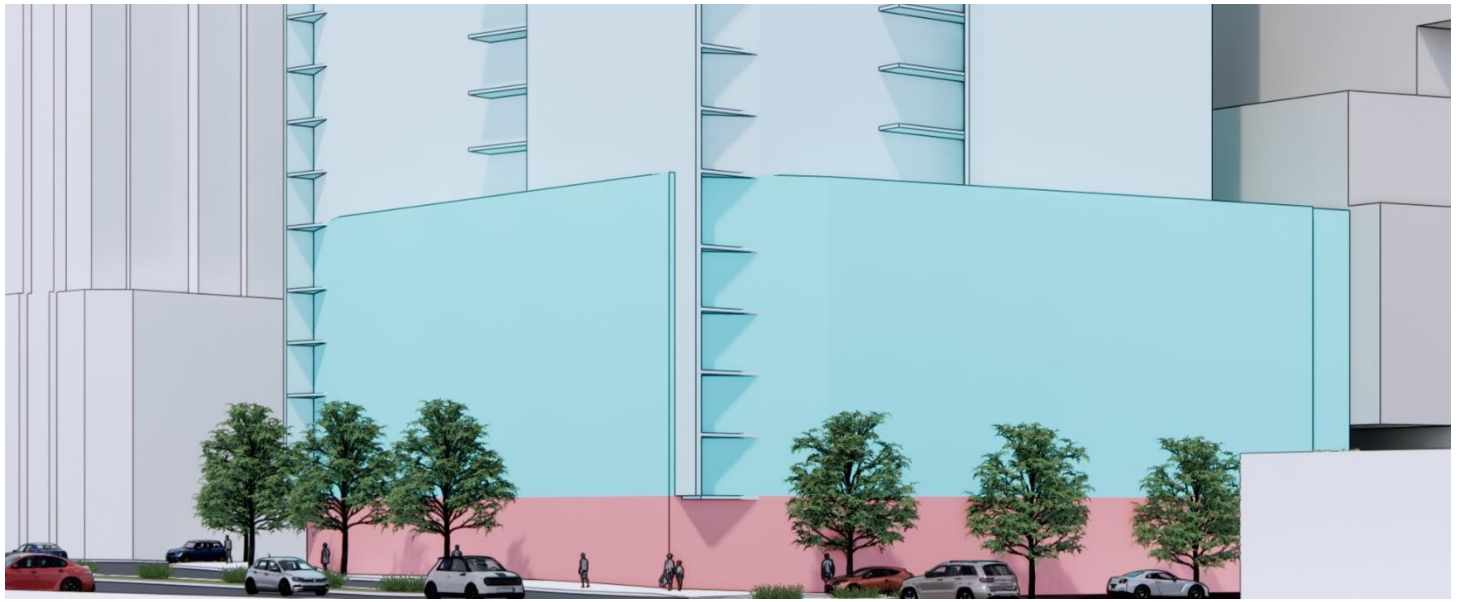
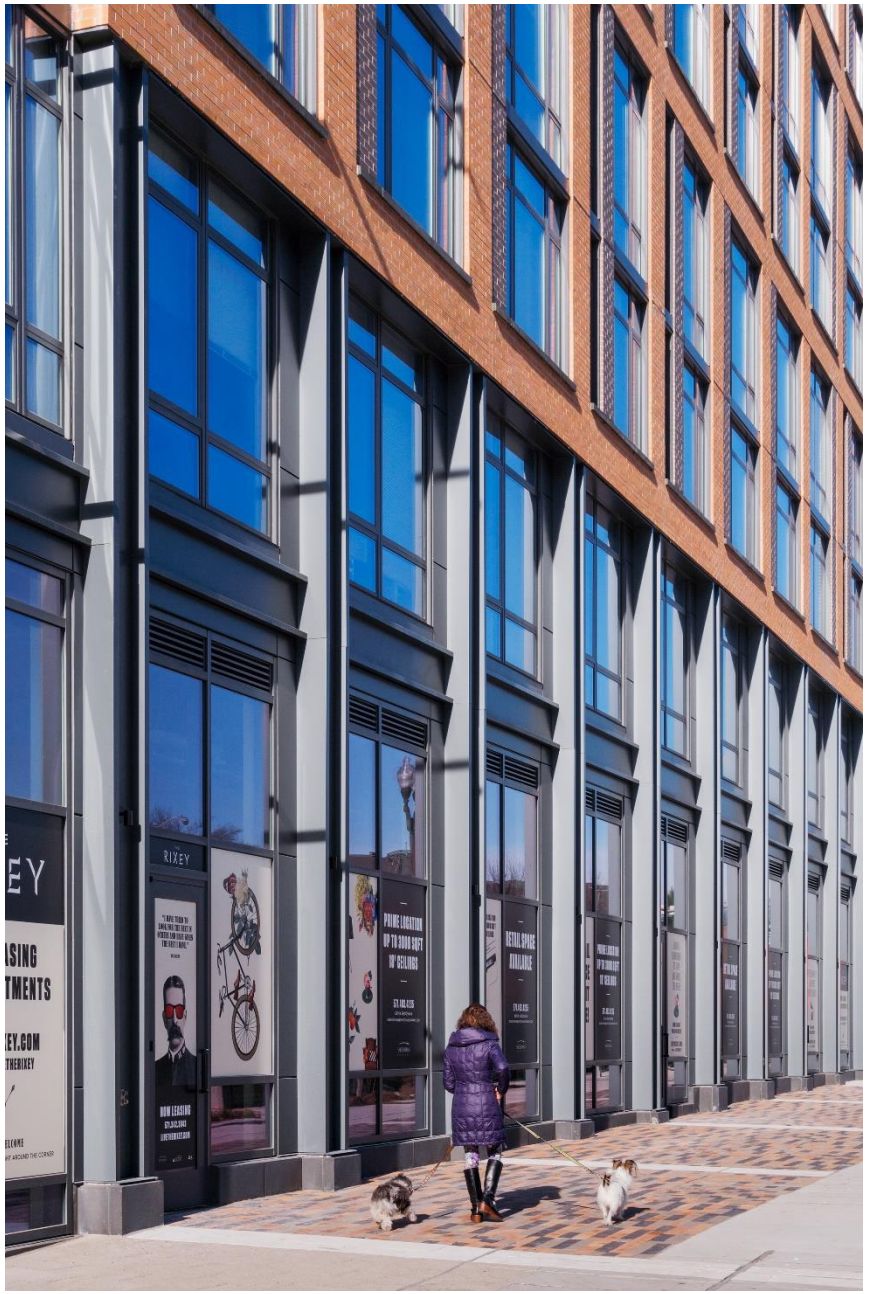
building inspiration

*Illustrative – for conceptual purposes only*



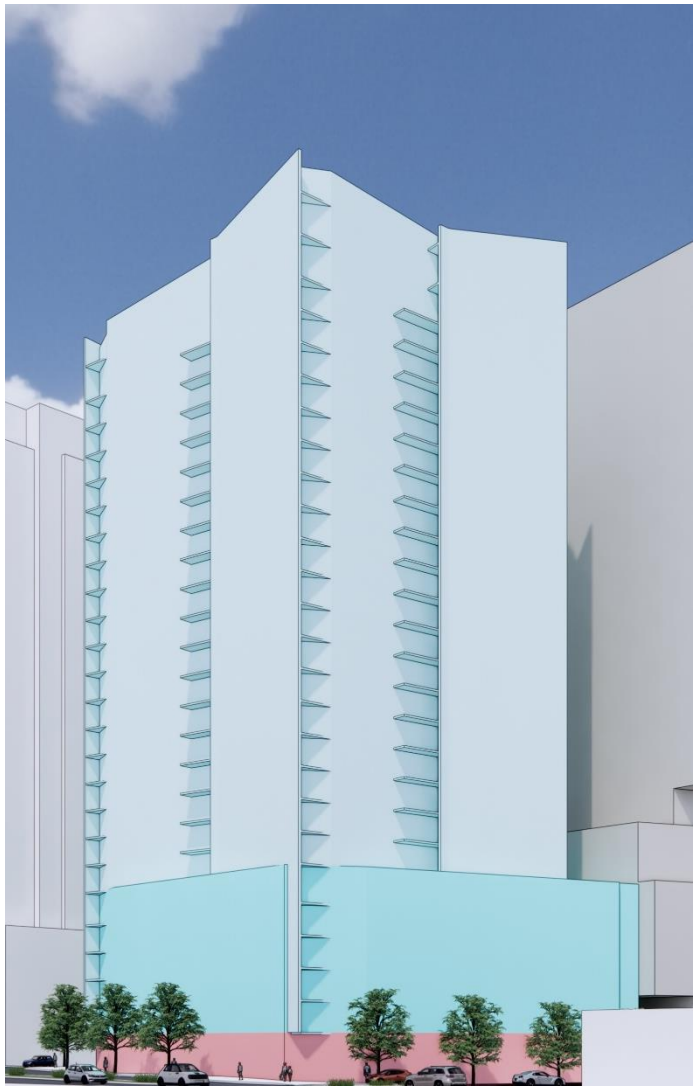




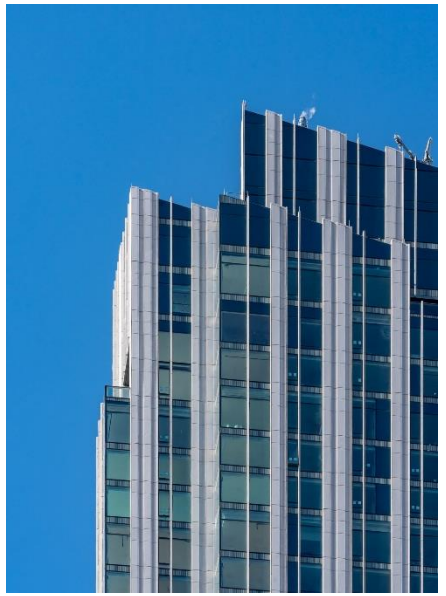


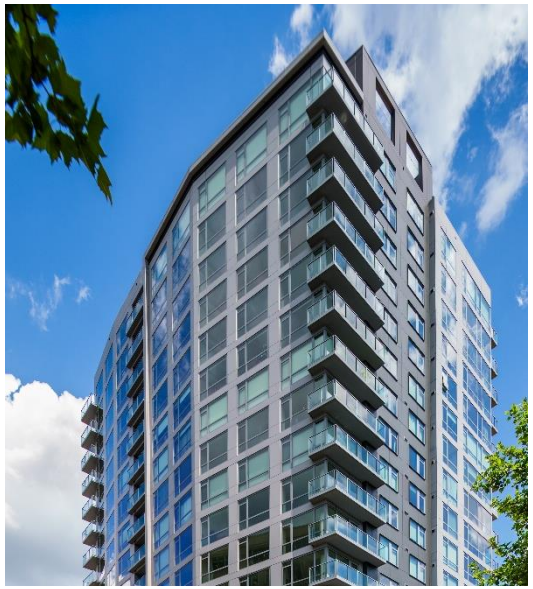

*building base inspiration*

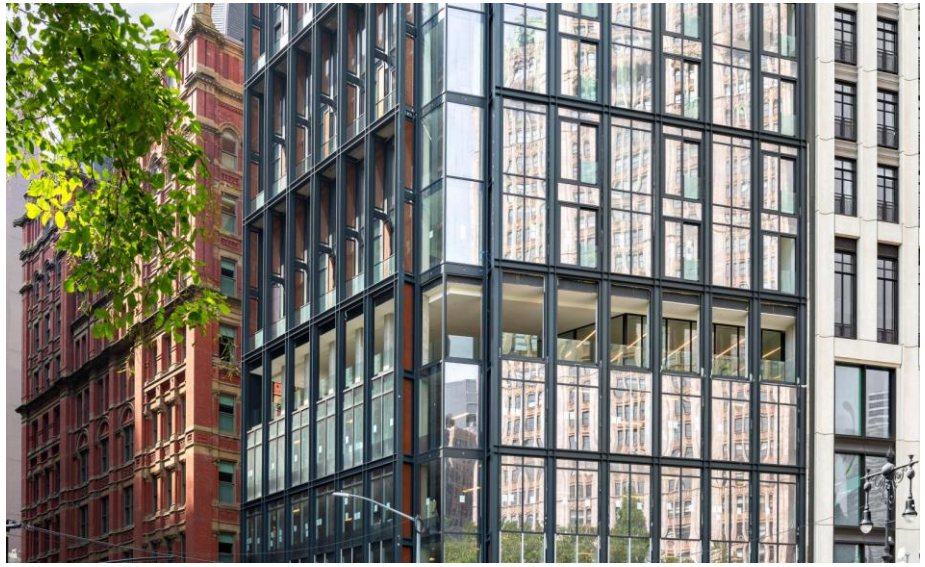
*Illustrative – for conceptual purposes only*

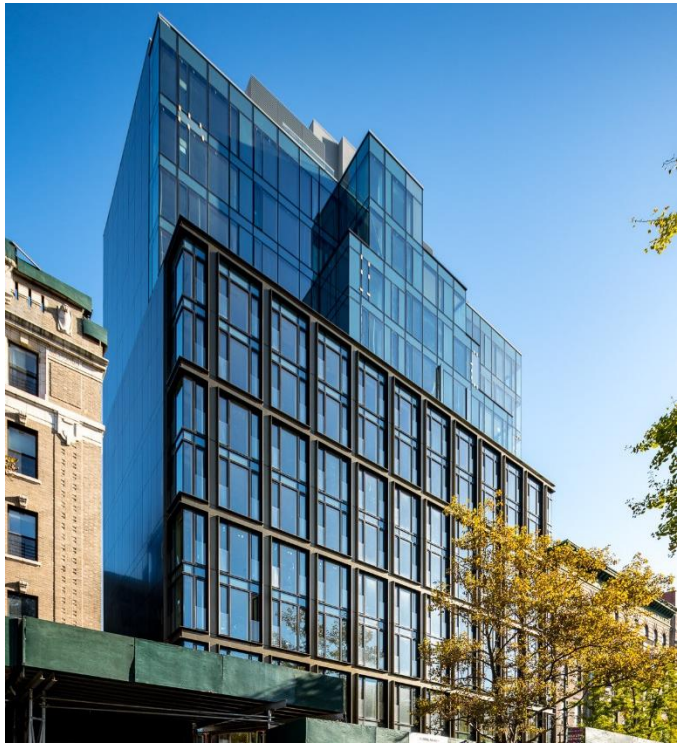


*building tower inspiration*





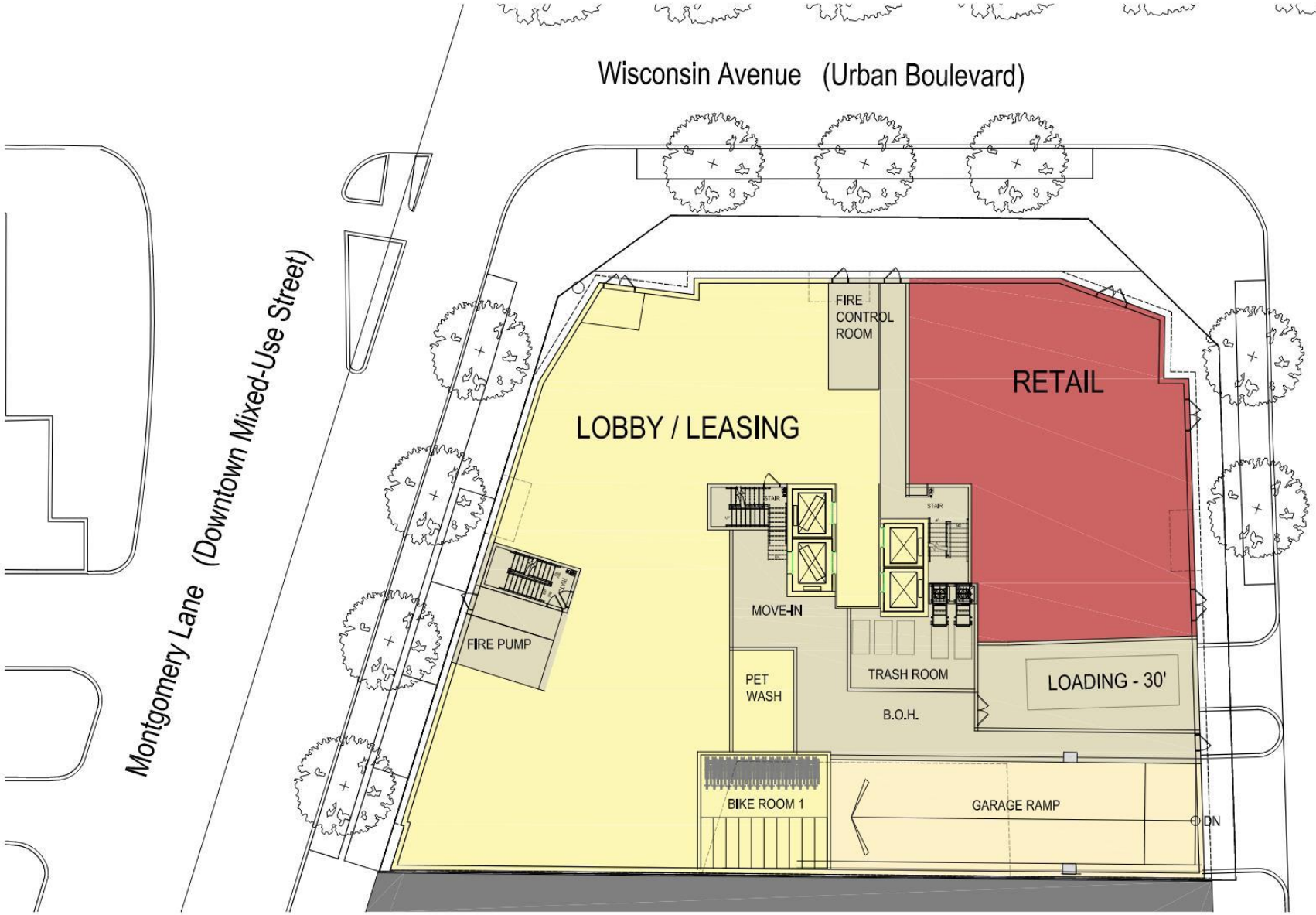


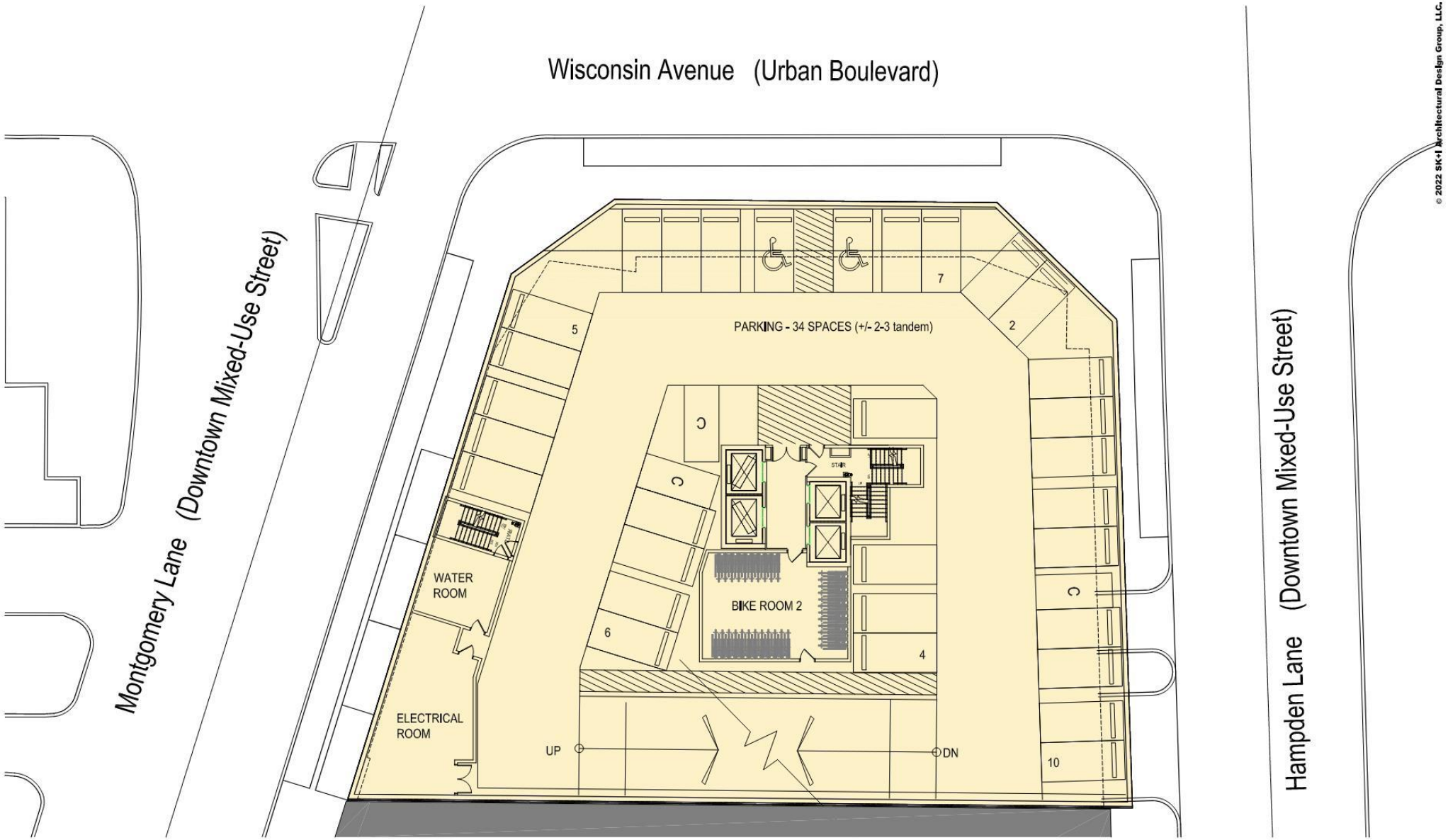


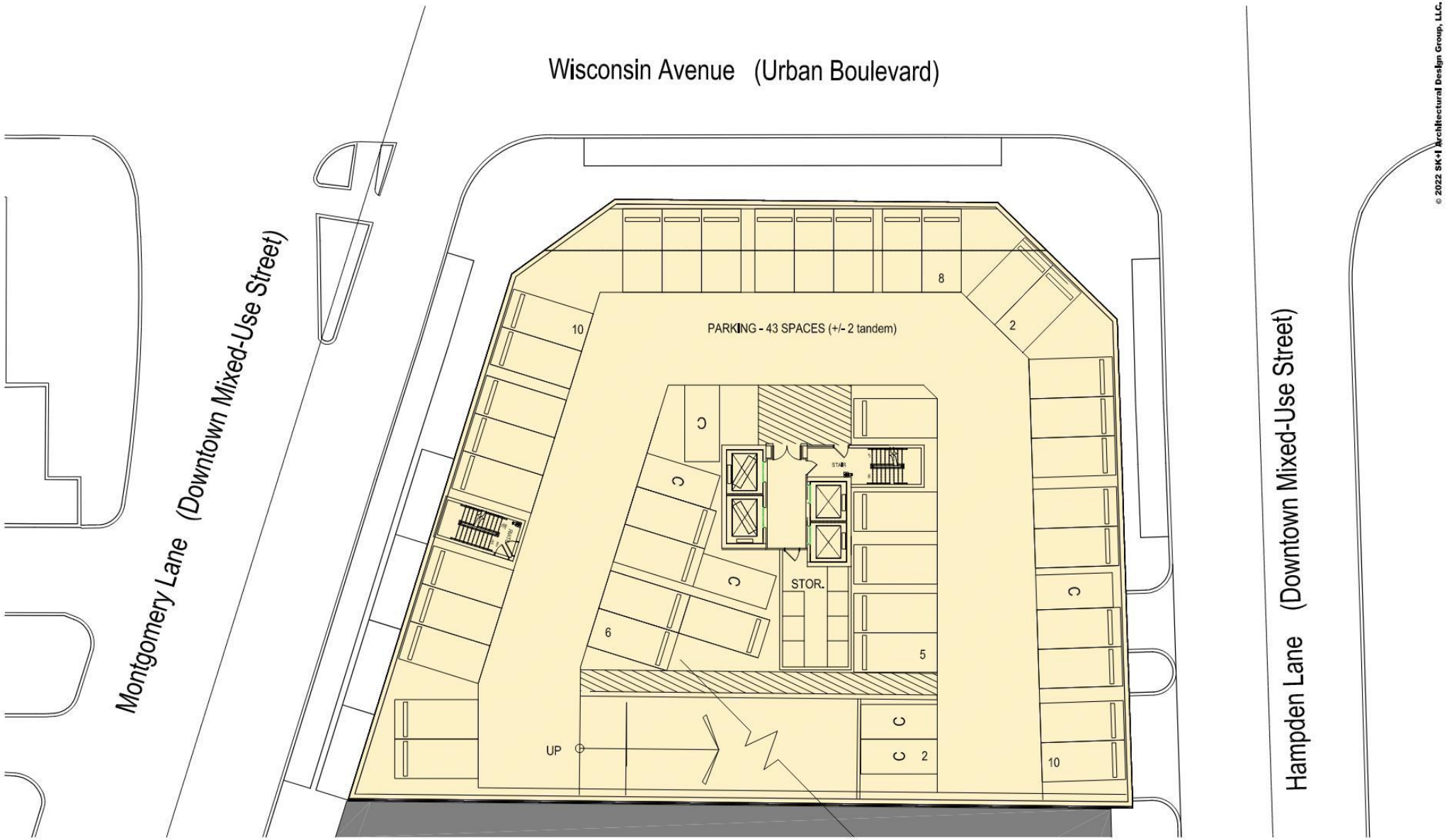
*Illustrative – for conceptual purposes only*

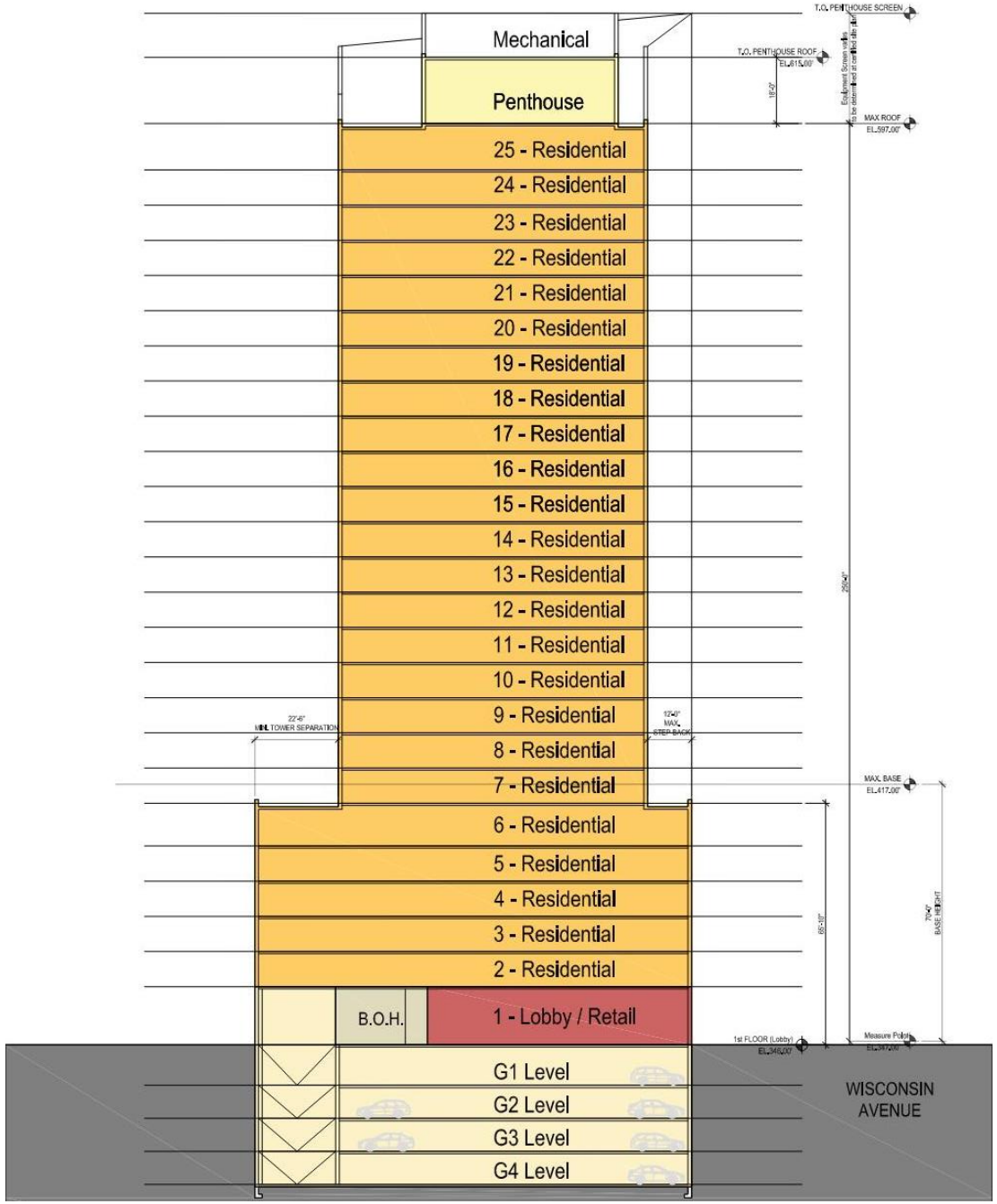
building plans

*Illustrative – for conceptual purposes only*










*building section*

thank you

*Illustrative – for conceptual purposes only*

***Note*Past Submission and notes for reference***


# BETHESDA SENIOR LIVING TOWER

## DAP RESUBMISSION

7340 WISCONSIN AVE, BETHESDA, MD
February 26, 2020

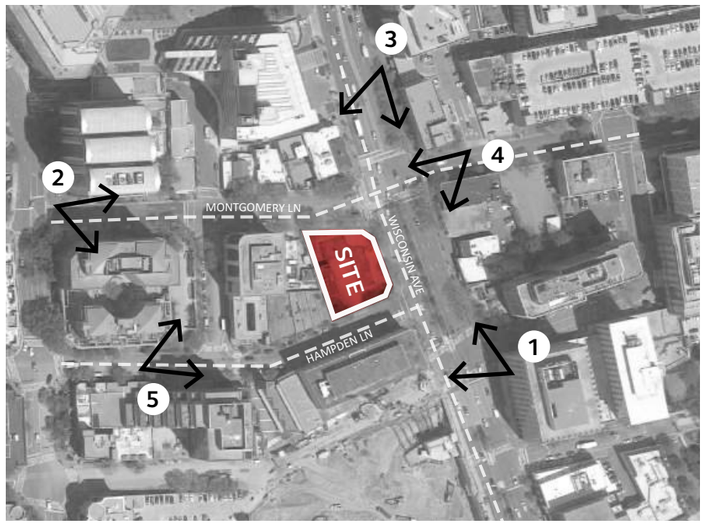
SOUTH BAY PARTNERS
CALLISONRTKL VIKA LAB

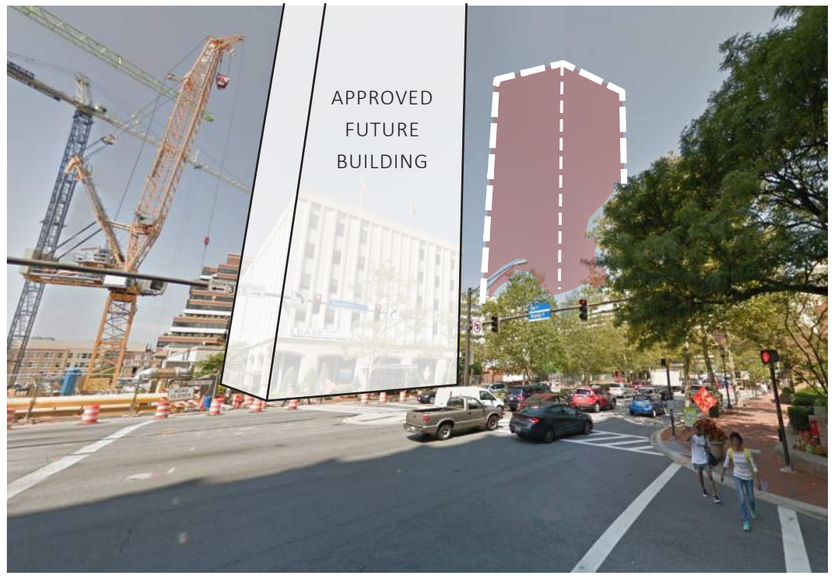
# I. SITE ASSESSMENT

1. ZONING INFORMATION
2. SITE CONTEXT PHOTOS
3. EXISTING CONDITIONS
4. ALLOWABLE HEIGHT ANALYSIS
5. DOWNTOWN SECTOR PLAN
6. MASSING OVERVIEW

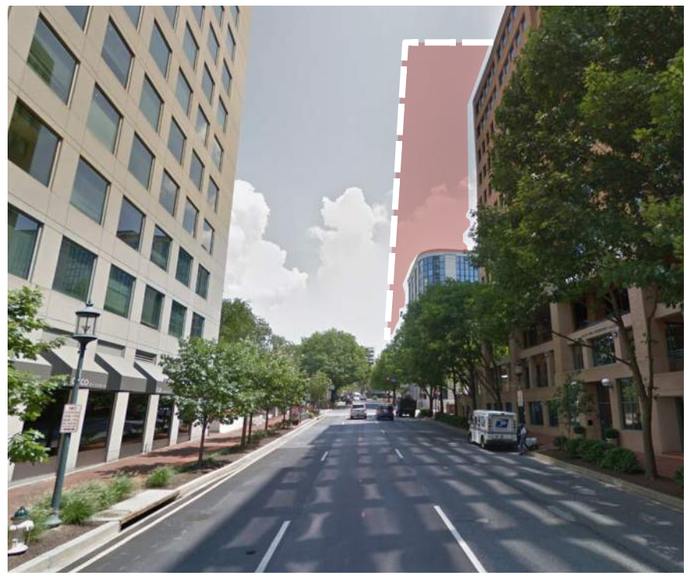


**ADDRESS:**
7340 WISCONSIN AVE
BETHESDA, 20814
**LAND-USE:**
RETAIL
**LEGAL DESCRIPTION:**
PL 19553 EDGEMOOR
**ZONE:**
CR-5.0 C-5.0 R-4.75 H-250
**OVERLAY ZONE:**
BETHESDA OVERLAY ZONE
**PARKING DISTRICT:**
BETHESDA
**CBD:** BETHESDA
LOT: 8
BLOCK: 24 C
**SPECIAL PROTECTION AREA:**
N/A
**URBAN DISTRICT:**
BETHESDA
**ENTERPRISE ZONE:** N/A
**ARTS & ENT. DISTRICT:**
BETHESDA ARTS AND ENTERTAINMENT DISTRICT
**SPECIAL TAX DISTRICT:** N/A
**BIKE/PED PRIORITY AREA:**
BETHESDA CBD
**URBAN RENEWAL AREA:**
N/A
**METRO STATION POLICY AREA:**
BETHESDA CBD
**PRIORITY FUNDING AREA:**
YES
**SEPTIC TIER:**
TIER 1: SEWER EXISTING.
**MUNICIPALITY:** N/A
**MASTER PLAN:**
BETHESDA DOWNTOWN PLAN
**HISTORIC SITE/DISTRICT:** N/A
**WSSC GRID:**
209NW05
**WATER/SEWER CATEGORIES:**
W-1 /S-1
(AS PRINTED ON 5/15/2019)

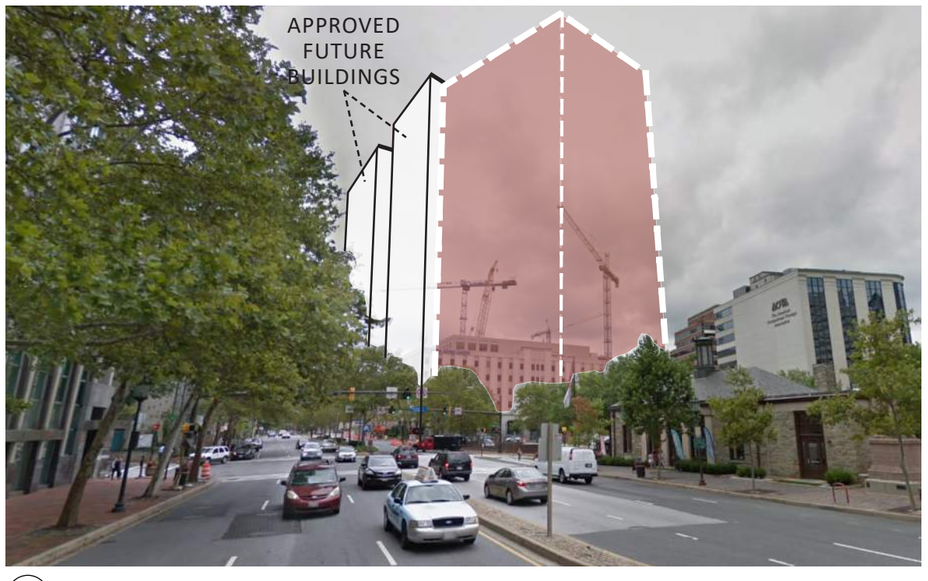


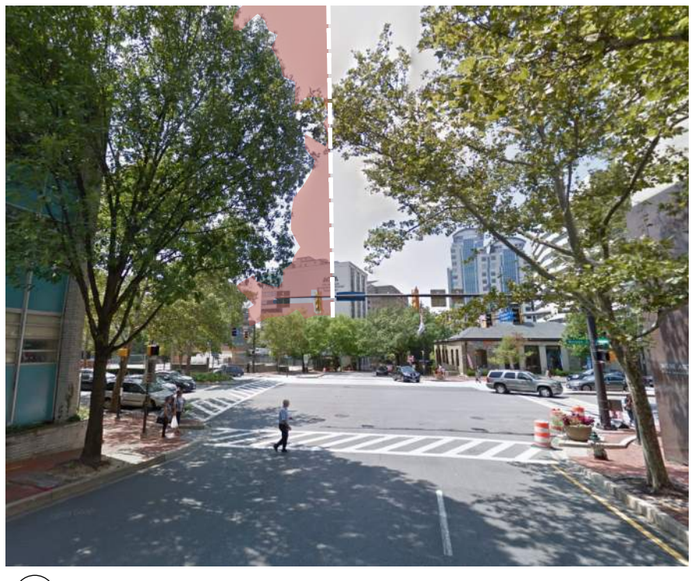

1 VIEW FROM WISCONSIN AVE LOOKING NORTH



2 VIEW FROM MONTGOMERY LN, LOOKING EAST




3 VIEW FROM WISCONSIN AVE, LOOKING SOUTH

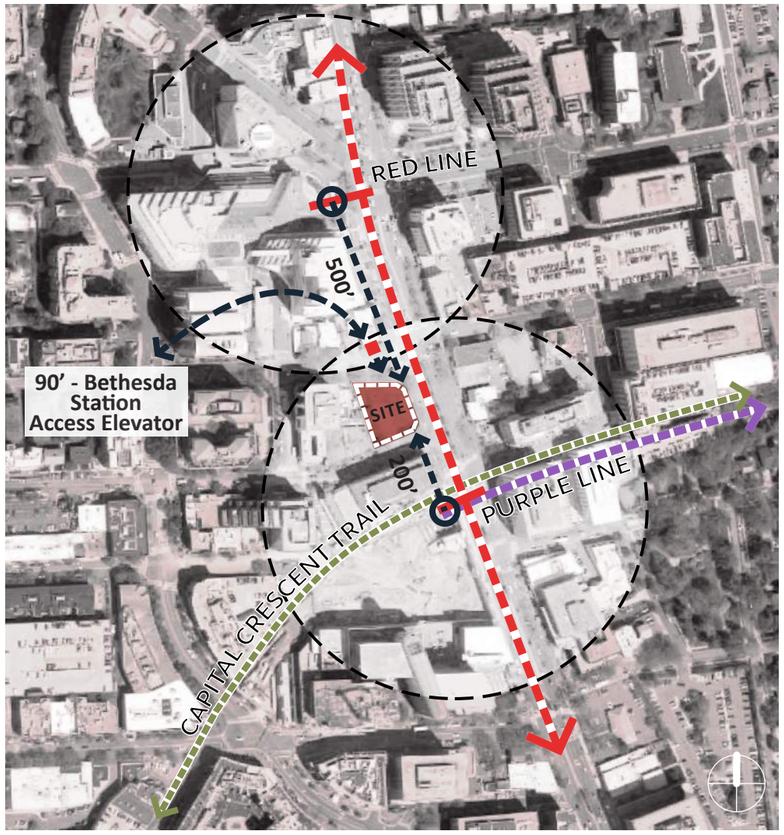


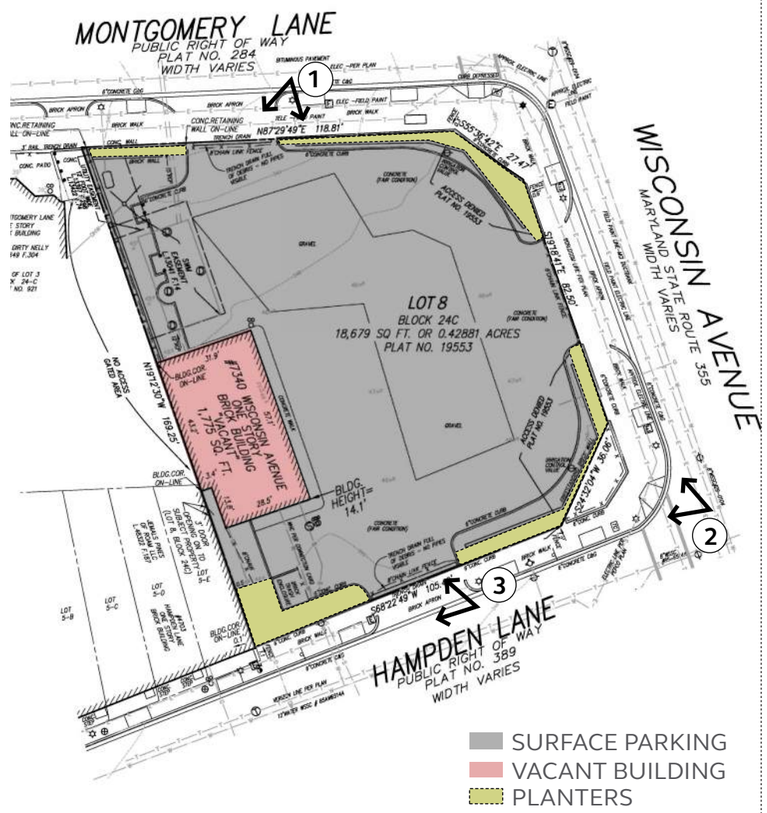
4 VIEW FROM MONTGOMERY LN, LOOKING WEST

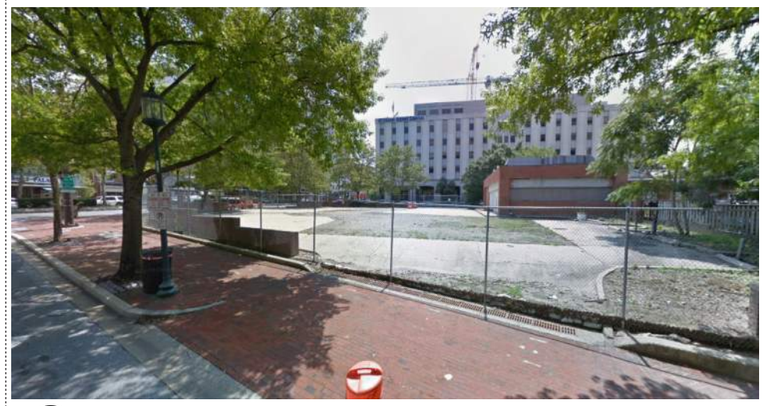

5 VIEW FROM HAMPDEN LN, LOOKING EAST

**DESIGN GUIDELINES P. 88 | 89:**

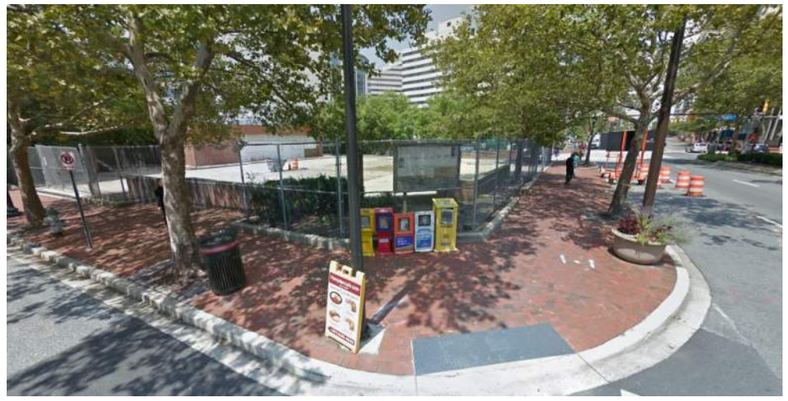

**WISCONSIN AVE CORRIDOR**
HIGH PERFORMANCE AREA
REF DOWNTOWN SECTOR PLAN SECTION 2.5



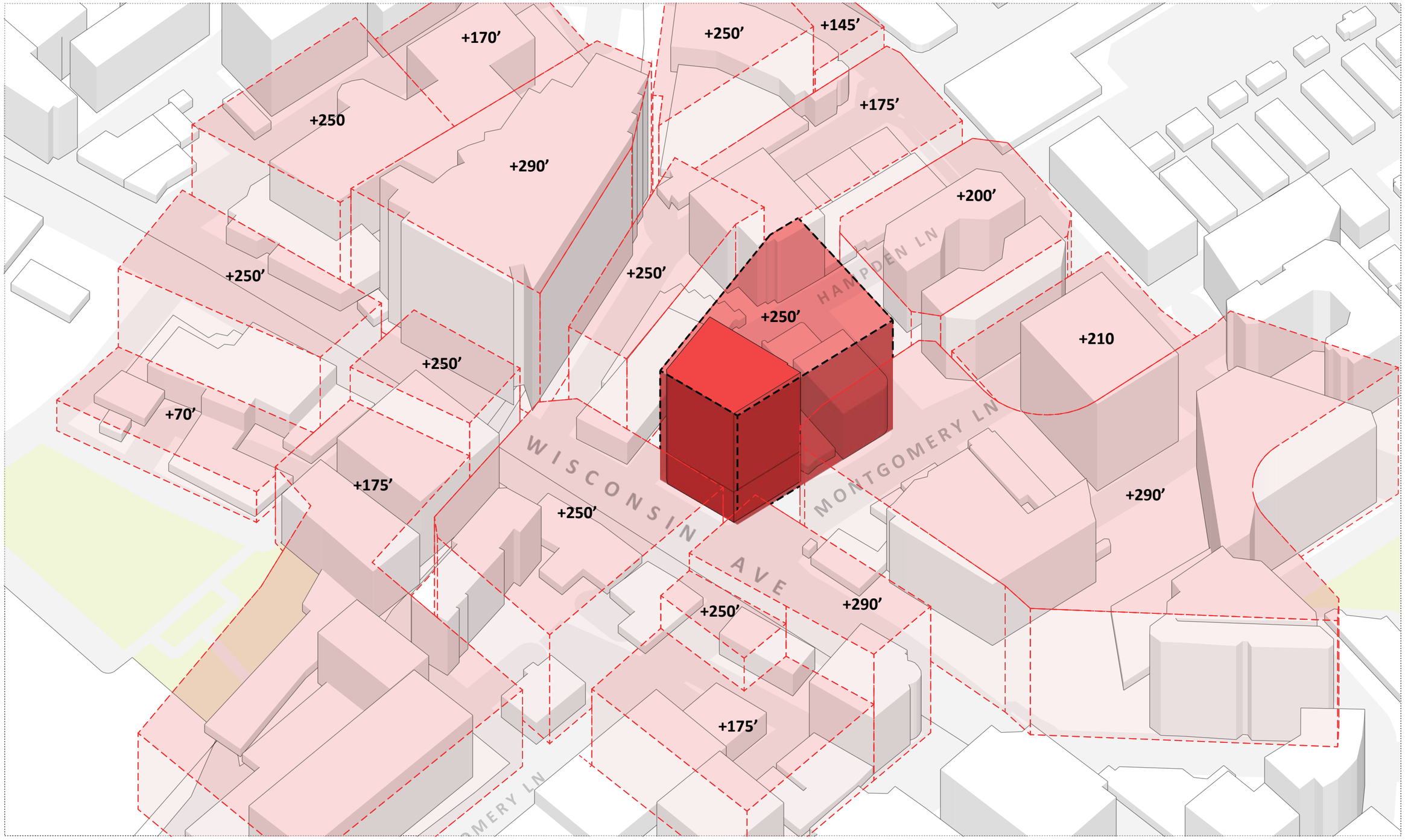



1 MONTGOMERY LN



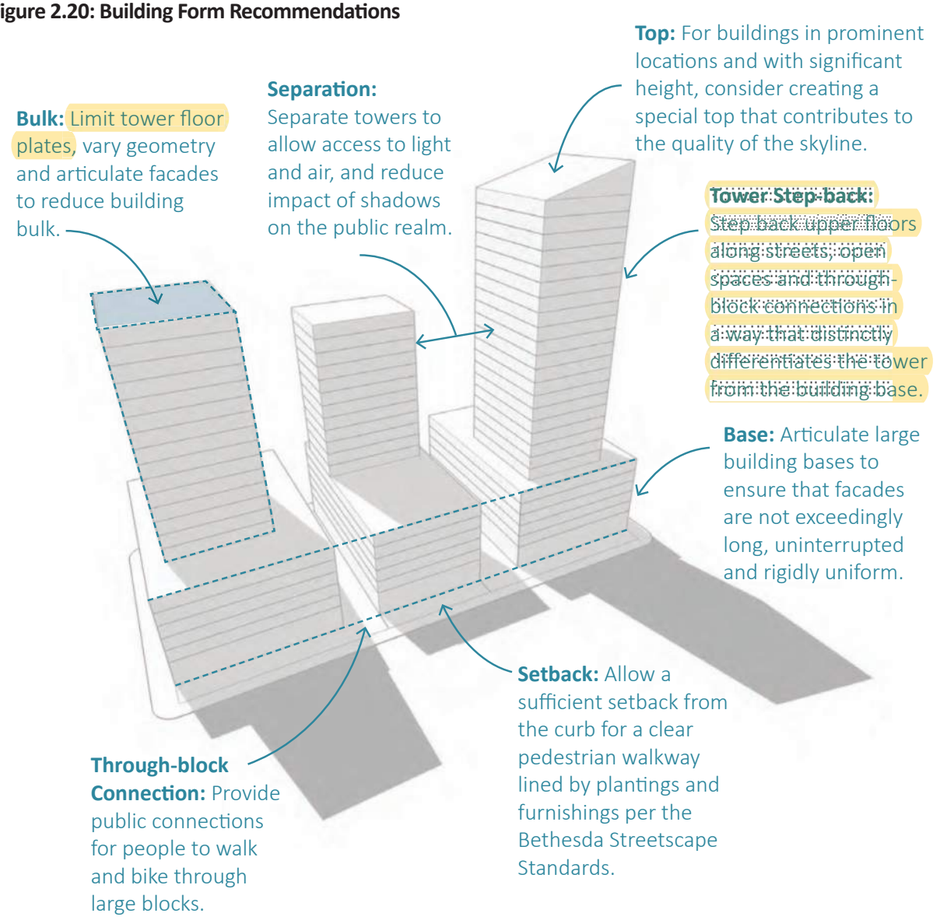
2 HAMPDEN | WISCONSIN CORNER

3 HAMPDEN LN


+170’
+250
+290’
+250’
+145’
+175’
+200’
+250’
+250’
+250’
+210
+70’
+175’
+250’
+290’
+250’
+290’
+175’
HAMPDEN LN
WISCONSIN AVE
MONTGOMERY LN

## BETHESDA DOWNTOWN SECTOR PLAN P. 73:

**Figure 2.20: Building Form Recommendations**




**Intent:**

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

## BETHESDA DOWNTOWN SECTOR PLAN P.104:

*High-rise buildings stepped back with low-rise building base*
*Source: David Reamer*

- Improve the connections between the below-grade Metro bus area and the plaza to encourage Metro riders to use the open space and visit the retail.
- Improve the Metro bus area with lighting, art and other features to make it a more inviting area.

**2. Building Form**

a. *Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.*

*Recommendations:*

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.

b. *Goal: Provide visual interest along the corridor by highlighting significant points with increased height.*

*Recommendations:*

- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
- Mark the Veteran's Park Civic Green as a major civic gathering space through signature buildings at this location.

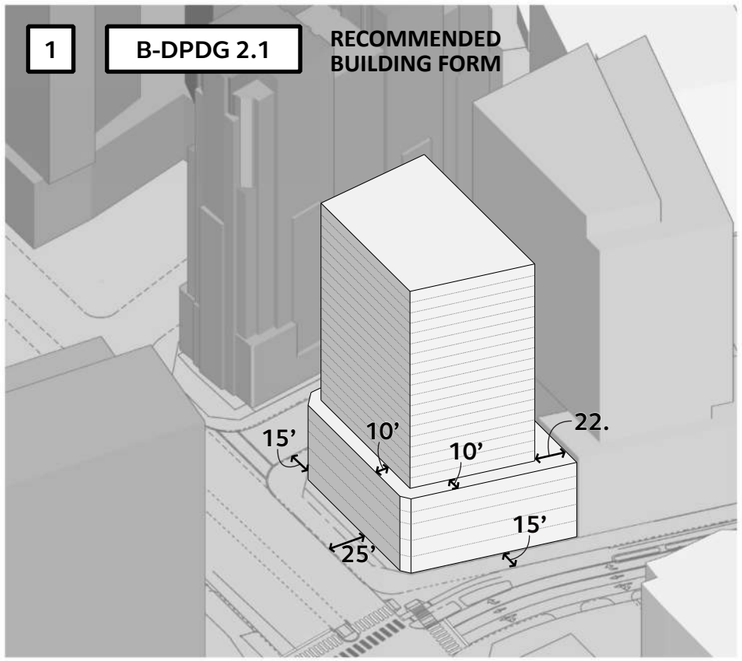
c. *Goal: Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue.*

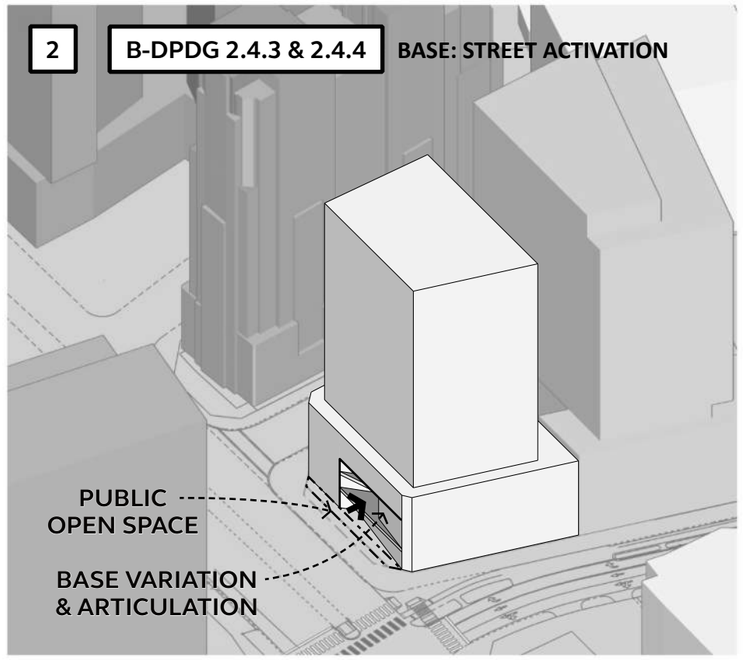
*Recommendations:*

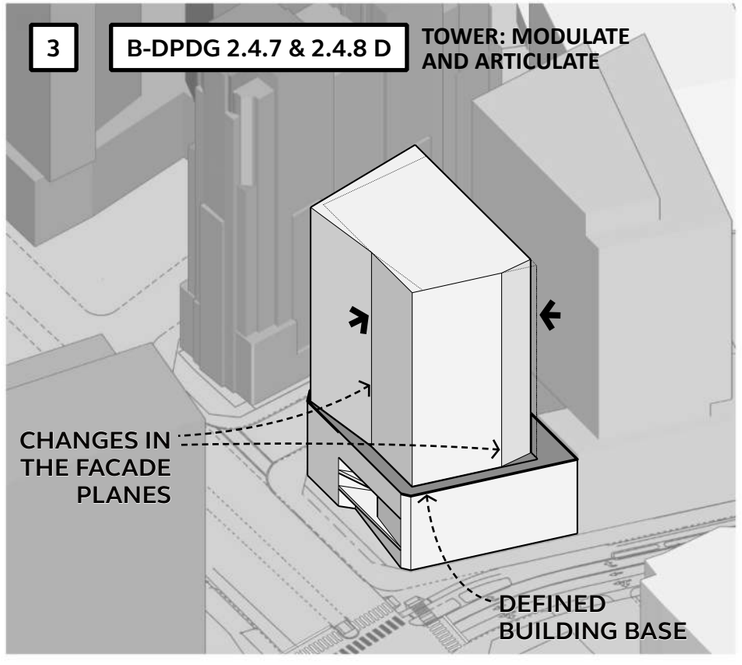
- Allow a maximum height of up to 225 feet at the northwest corner of Wisconsin Avenue and Norfolk Avenue on Map #65 and #66.
- Allow a maximum height of up to 290 feet at the southwest corner of Wisconsin Avenue and Fairmont Avenue on Map #63 and #64 if 25 percent MPDUs are provided. If the affordable housing is not provided, limit building height to 225 feet.

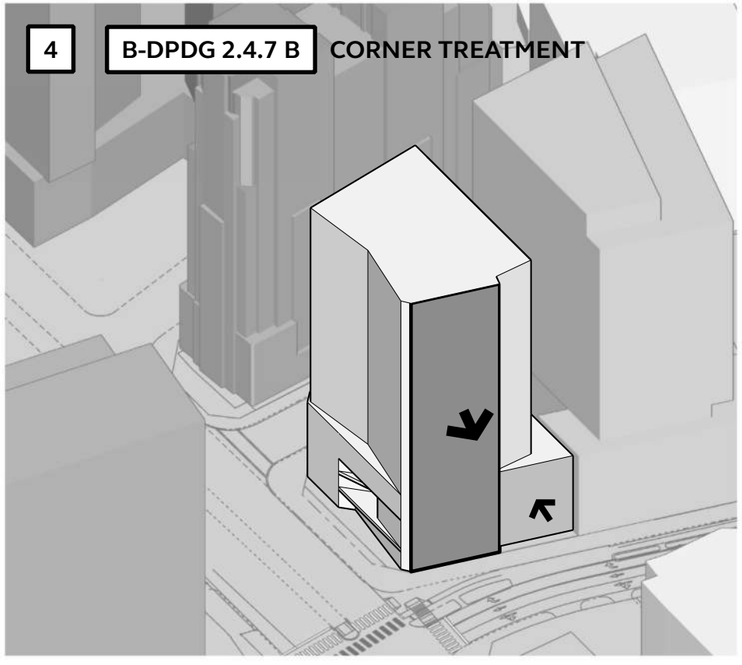
# MASSING OVERVIEW

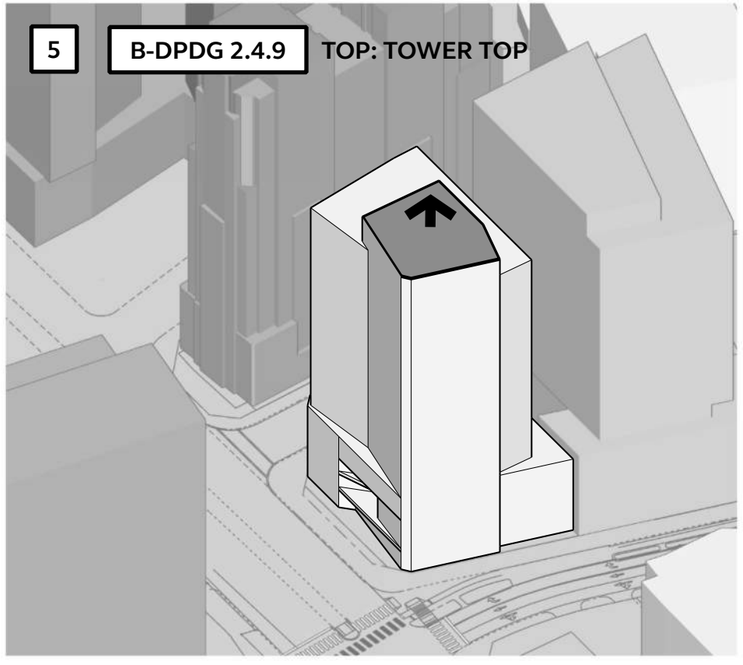
MASSING EVOLUTION PROCESS TO SHOW THE DESIGN INTENT WHILE REVIEWING CONFORMANCE WITH THE BETHESDA DOWNTOWN PLAN AND DESIGN GUIDELINES, IN COLLABORATION WITH THE REVIEW MEETINGS WITH THE MONTGOMERY COUNTY PLANNING DIRECTOR.

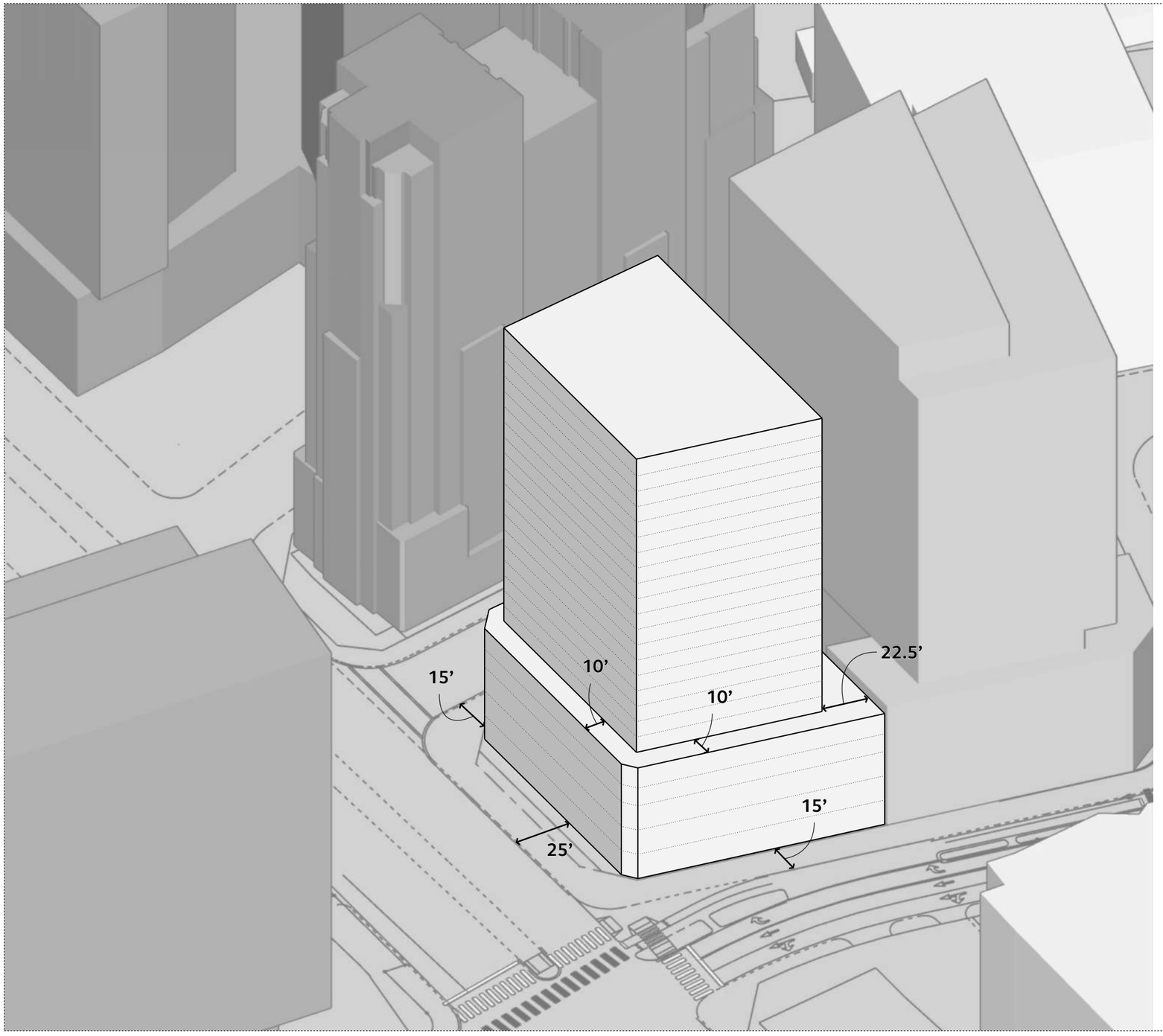


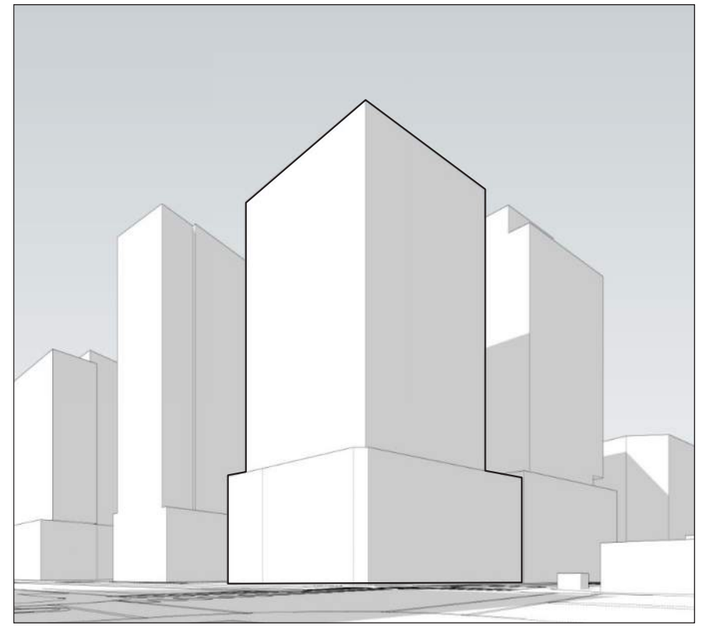





STREET VIEW @ WISCONSIN AVE & MONTGOMERY LN

1

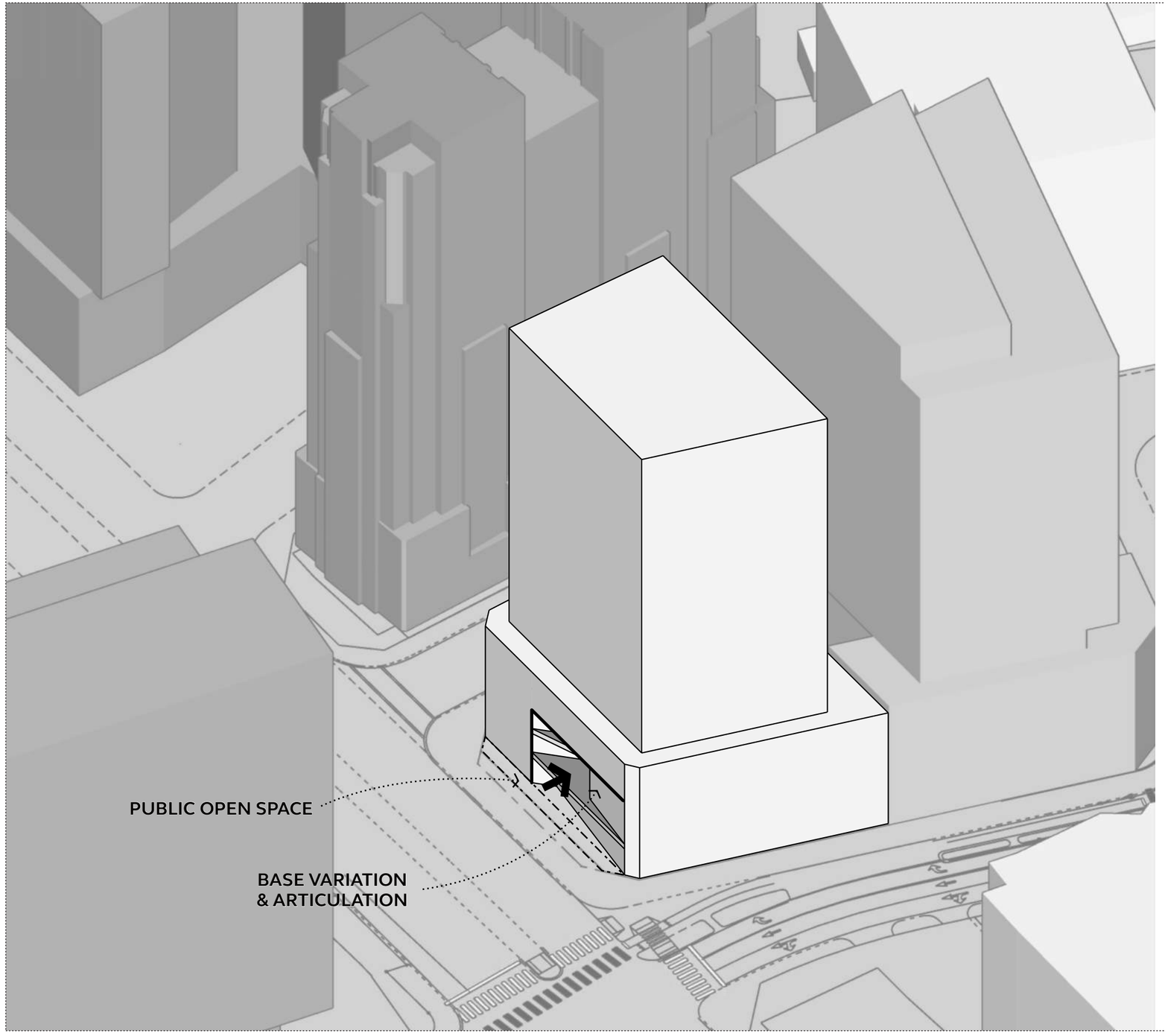
2.1 **RECOMMENDED BUILDING FORM**

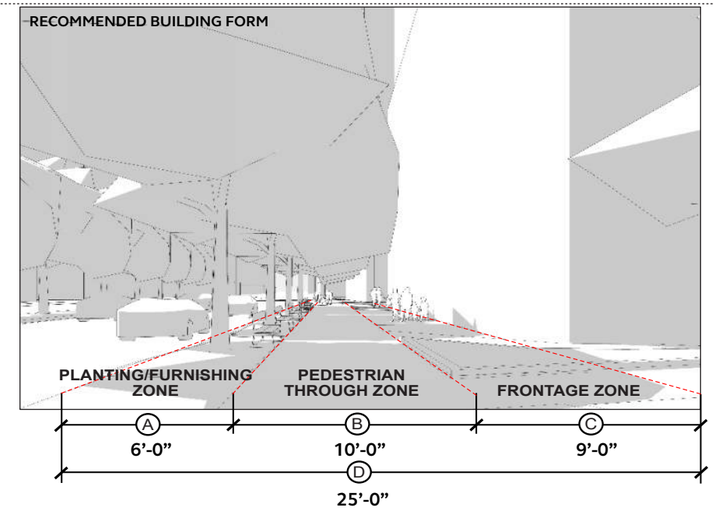
## BASELINE

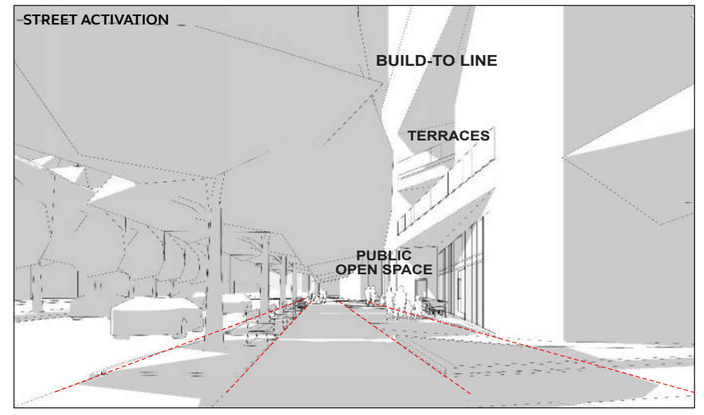
15’ BUILD-TO LINE AT MONTGOMERY LANE AND HAMPDEN LANE

25’ BUILD-TO LINE AT WISCONSIN AVENUE

10’ STEP-BACK TO MONTGOMERY & HAMPDEN




WISCONSIN AVENUE STREET VIEW

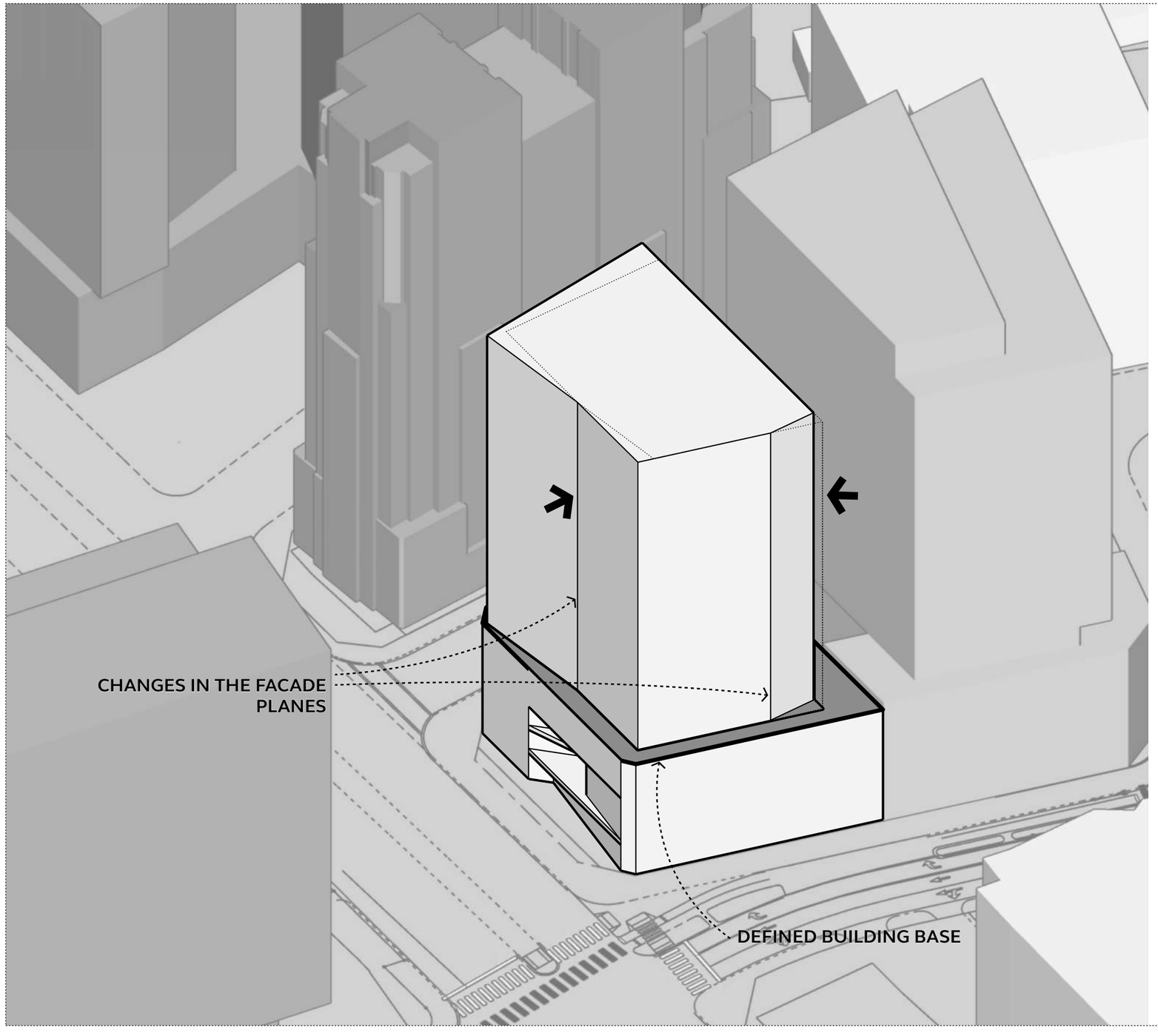
2 **2.4.3 & 2.4.4** **BASE: STREET ACTIVATION**

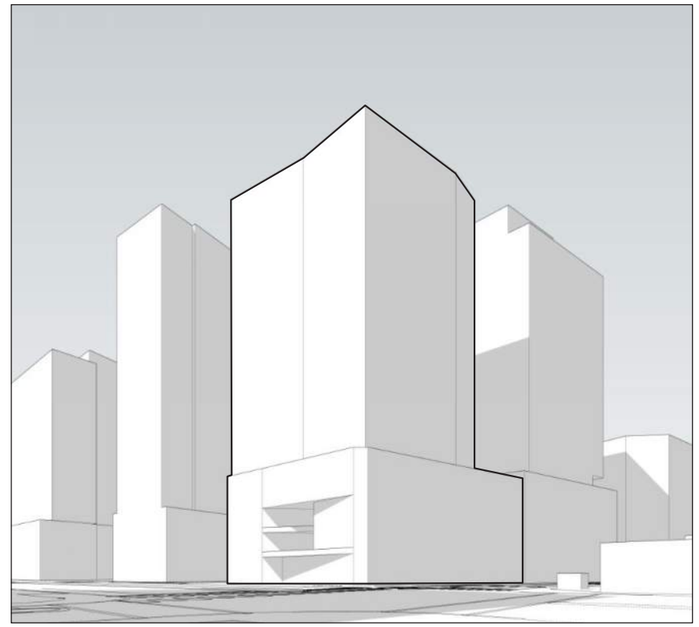
## BASE: STREET ACTIVATION

ACTIVE USES SUCH AS RETAIL, RESIDENTIAL LOBBY AND DINING TERRACES ENGAGE WITH THE PUBLIC REALM.

**B-DPDG 2.4.3** BASE: STREET ACTIVATION

**B-DPDG 2.4.4** BASE: VARIATION AND ARTICULATION



STREET VIEW @ WISCONSIN AVE & MONTGOMERY LN

3

**2.4.7 & 2.4.8 D** **TOWER: MODULATE AND ARTICULATE**

## TOWER: MODULATE AND ARTICULATE

MODULATE MASSING TO DEFINE BASE.

**B-DPDG 2.4.7.A** RETAIN A TOWER STEP-BACK ACROSS THE MAJORITY OF THE BUILDING FRONTAGE.

**B-DPDG 2.4.8.D** TOWER: “MENU” OF METHODS TO REDUCE BULK - MODULATE AND ARTICULATE FACADES.

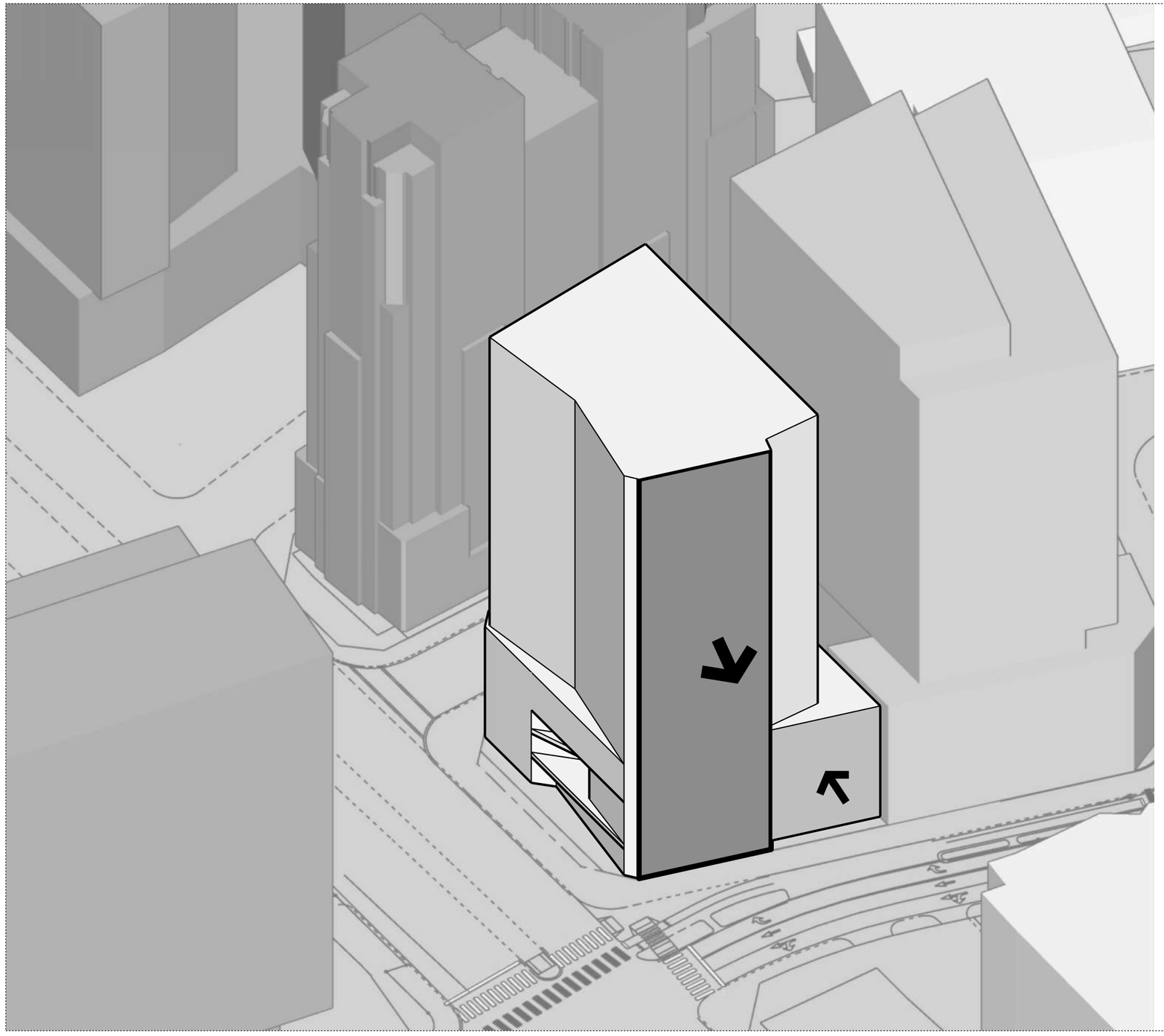
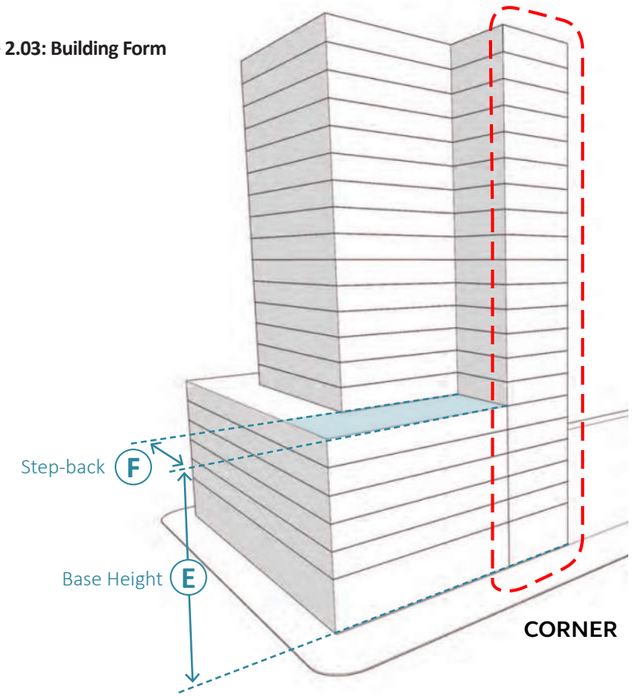


**Figure 2.03: Building Form**



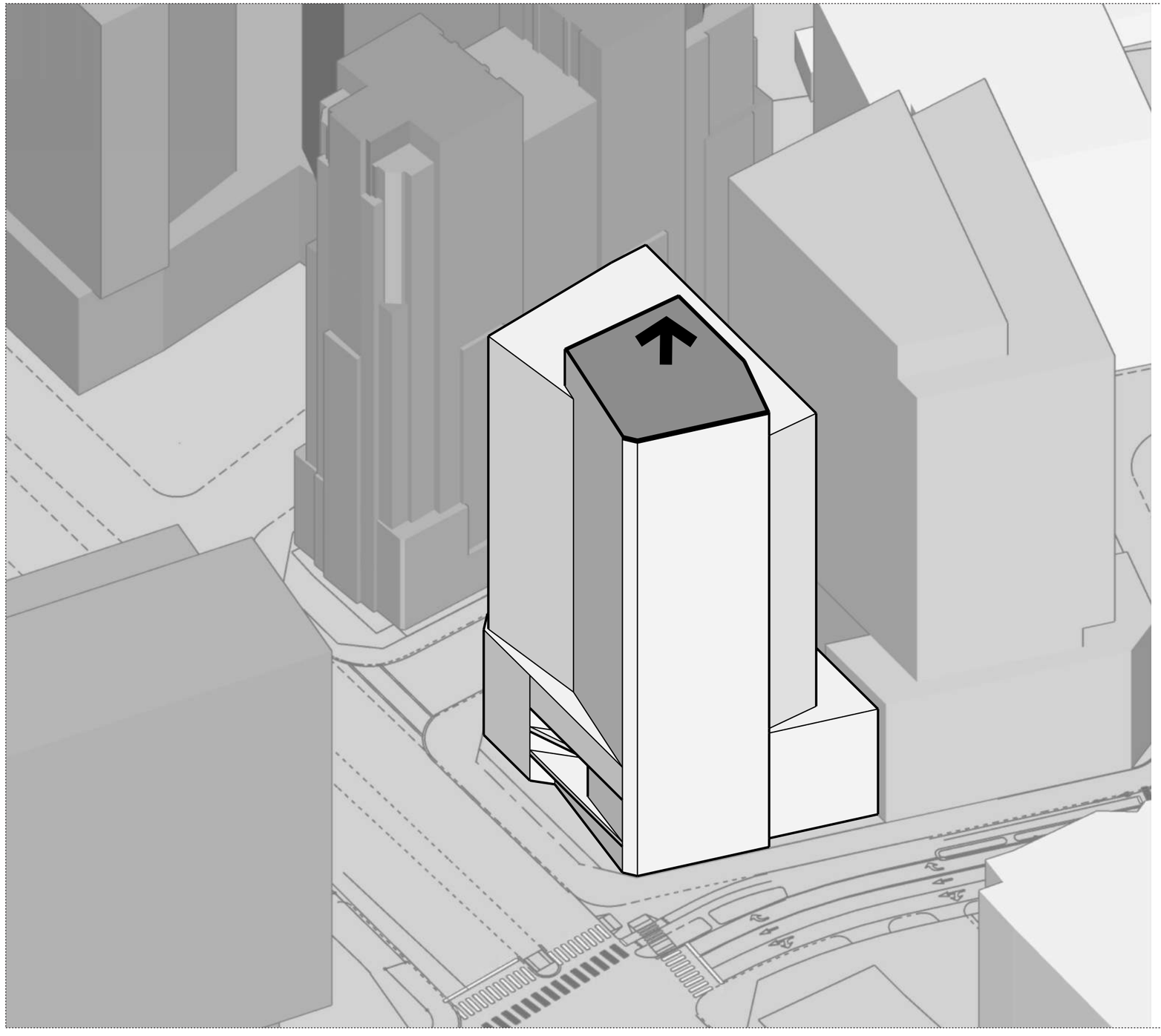

4 **2.4.7 B** **CORNER TREATMENT**

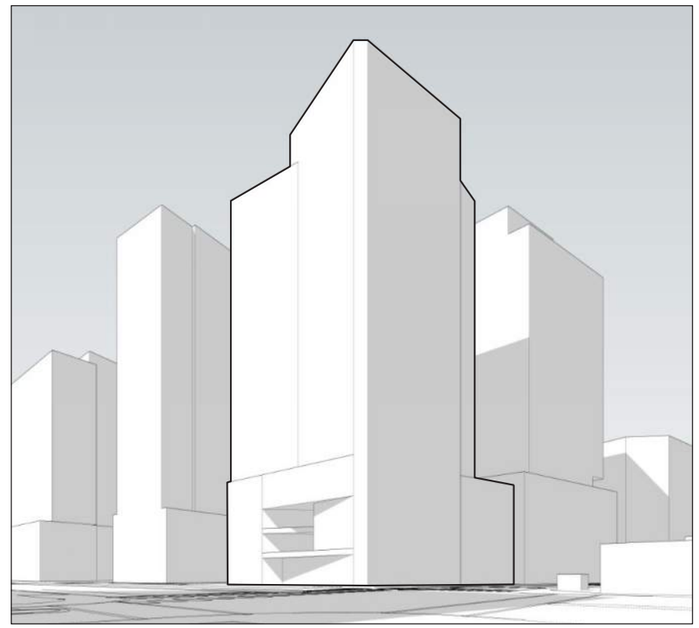
## CORNER TREATMENT

THE FULL HEIGHT OF THE TOWER IS EXPRESSED AT THE CORNER OF MONTGOMERY LANE AND WISCONSIN AVE.

PORTION OF FACADE PUSHED IN TO REDUCE APPARENT TOWER WIDTH AND ACCENTUATE CORNER TREATMENT.

**B-DPDG 2.4.5.B** CORNER TREATMENT





STREET VIEW @ WISCONSIN AVE & MONTGOMERY LN

5 | 2.4.9 | TOP: TOWER TOP

## TOP: TOWER TOP

TOWER TOP HOUSES A WINTER GARDEN AMENITY FOR BUILDING RESIDENTS AND SERVES TO SCREEN MECHANICAL EQUIPMENT AND ELEVATOR OVERRUNS.

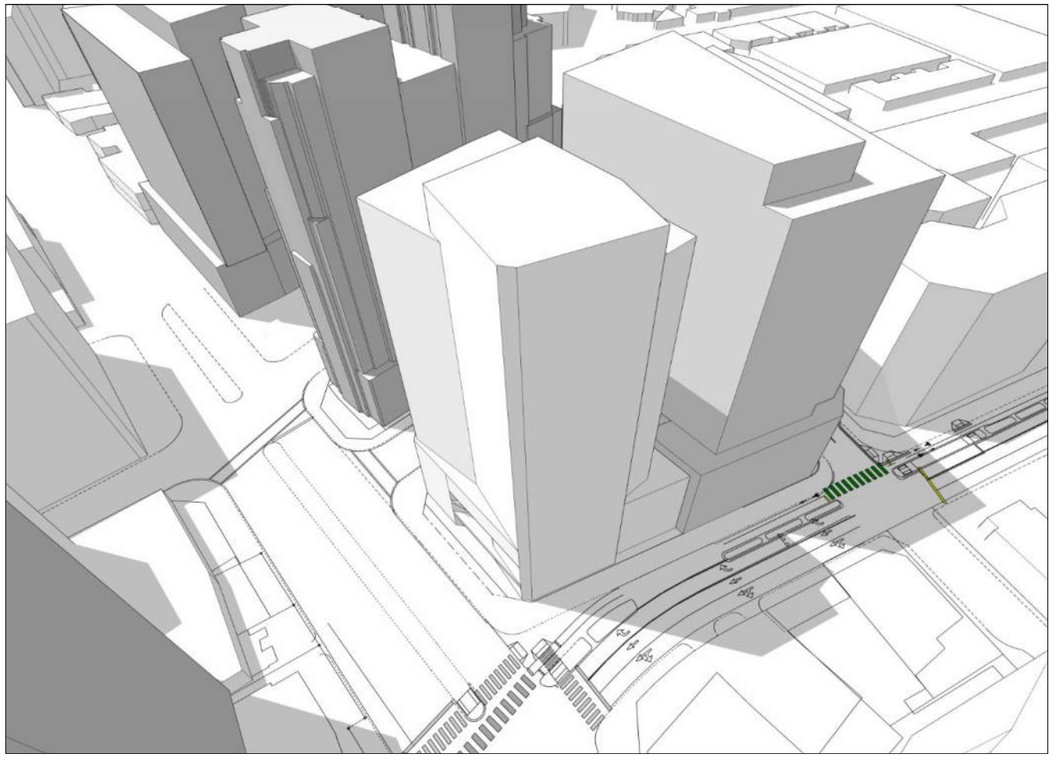
THE GREEN ROOF AND AMENITY AT ROOF WILL ENHANCE VIEWS FROM ADJACENT TOWERS.

**B-DPDG 2.4.9.A** ENHANCED TOWER TOP

**B-DPDG 2.4.9.D** CONSIDERS SURROUNDING VIEWS FROM ADJACENT BUILDINGS.

**B-DPDG 2.4.9.E** SCREENS MECHANICAL EQUIPMENT.

**B-DPDG 2.4.9.F** TOP HOUSES RESIDENTIAL AMENITY.



# II. BUILDING DESIGN

1. BUILDING PROGRAM
2. BUILDING RESIDENTS
3. MATERIALITY CONCEPTS
4. FLOOR PLANS
   - GROUND LEVEL
   - FLOOR PLAN EXAMPLES
   - ROOFTOP
   - BUILDING SECTION
5. URBAN CONTEXT SECTION + ELEVATION

BUILDING SUMMARY:

**ROOFTOP AMENITY**

**IL** INDEPENDENT LIVING

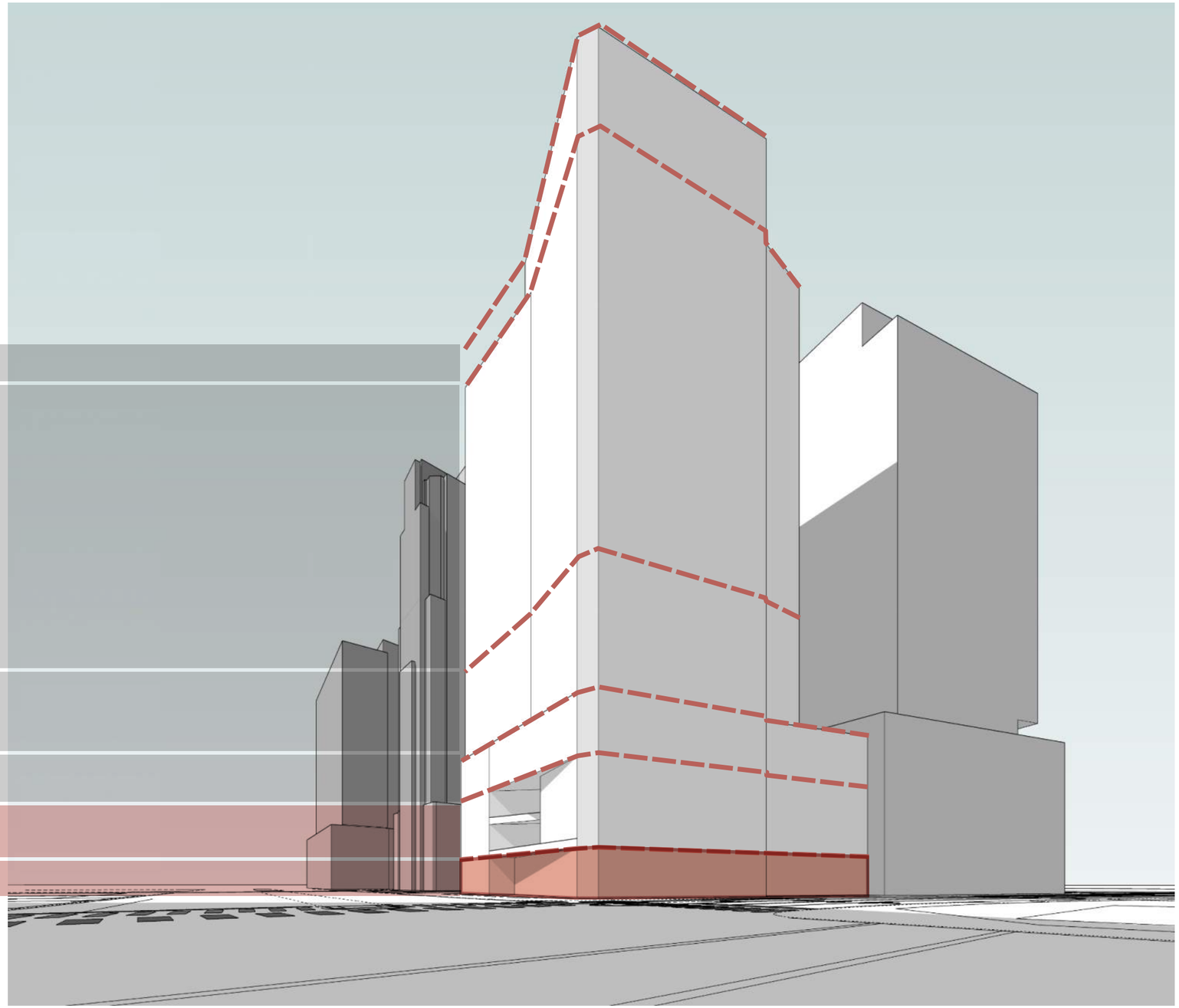
**AL** ASSISTED LIVING

**MC** MEMORY CARE

**AMENITY**

**RETAIL** UP TO 4,500 SF GLA

**UP TO 315,000 GROSS SF**
**UP TO 300 UNITS**



LEISURE

FOOD EXPERIENCE

# INDEPENDENT LIVING

ACTIVE

PET FRIENDLY

# ASSISTED LIVING

FOOD AND WELLNESS

COMMUNITY ART WORK

CURATED EXPERIENCE

# MEMORY CARE

CONNECTION TO NATURE

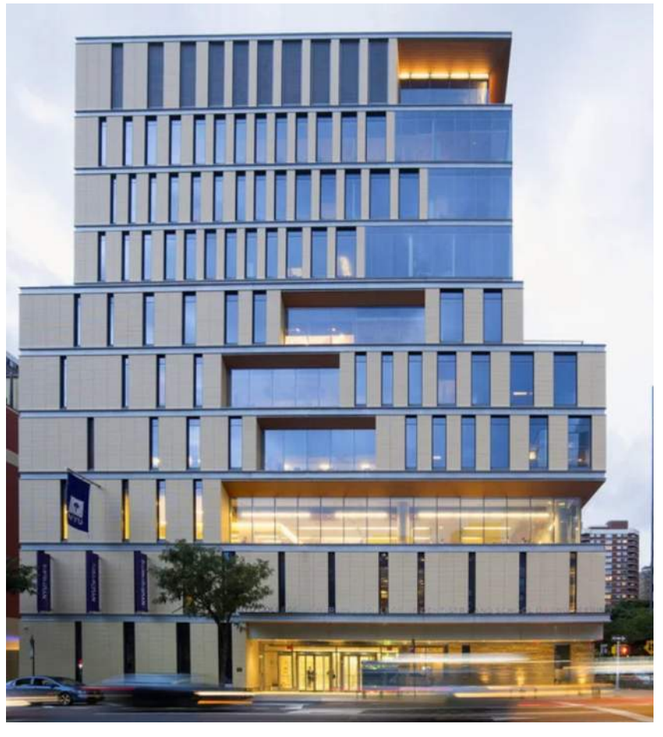
HUMAN TOUCH

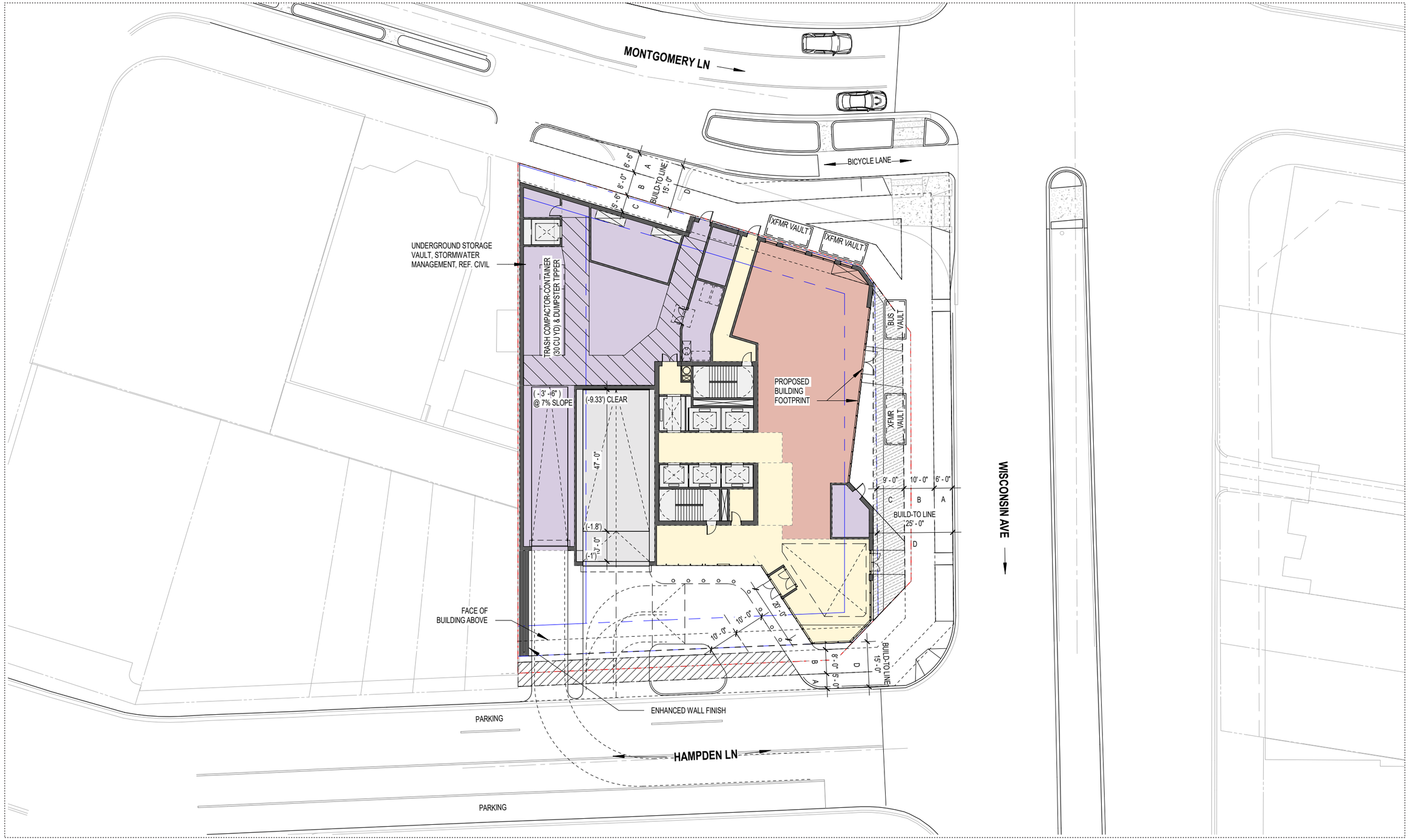
**“ENCOURAGE CONNECTION TO THE STREET”**

# RETAIL

ACTIVE STREET & LOBBY

FULFILL RESIDENT PASSIONS




MONTGOMERY LN
BICYCLE LANE
BUILD-TO LINE
15' - 0"
16' - 6"
8' - 0"
15' - 6"
A
B
C
D
XFMR VAULT
XFMR VAULT
UNDERGROUND STORAGE VAULT, STORMWATER MANAGEMENT, REF. CIVIL
TRASH COMPACTOR-CONTAINER (30 CU YD) & DUMPSTER TIPPER
BUS VAULT
PROPOSED BUILDING FOOTPRINT
XFMR VAULT
( -3" -I6" ) @ 7% SLOPE
(-9.33') CLEAR
47' - 0"
(-1.8')
0"
(-1')
9' - 0"
10' - 0"
6' - 0"
C
B
A
BUILD-TO LINE
25' - 0"
D
WISCONSIN AVE
FACE OF BUILDING ABOVE
10' - 0"
10' - 0"
20' - 0"
B
D
A
8' - 0"
5' - 0"
BUILD-TO LINE
15' - 0"
ENHANCED WALL FINISH
PARKING
HAMPDEN LN
PARKING

## LANDSCAPE ELEMENTES:

A. PEDESTRIANZONE – BRICK PAVING TO MATCH EXISTING

B. STREETTREE+ FURNISHING ZONE – CONTINUOUS TREEBOX PLANTING WHERE POSSIBLEW/ CUT THROUGH PAVING ON WISCONSIN AVE.

C. BUILDING ENTRIES:
   1. RETAIL ENTRY: ENTRY PAVING
   2. LOBBY ENTRY: ENTRY PAVING W/ ENTRY PLANTING & (2) SMALL TREES
   3. DROP OFF ENTRY: ENTRY PAVING W/ PAVING BANDS TO DELINEATE BETWEEN DRIVEWAY AND PEDESTRIAN AREA, CURBLESS, BOLLARDS OR SIM. INTEGRATEDINTO PAVING BAND

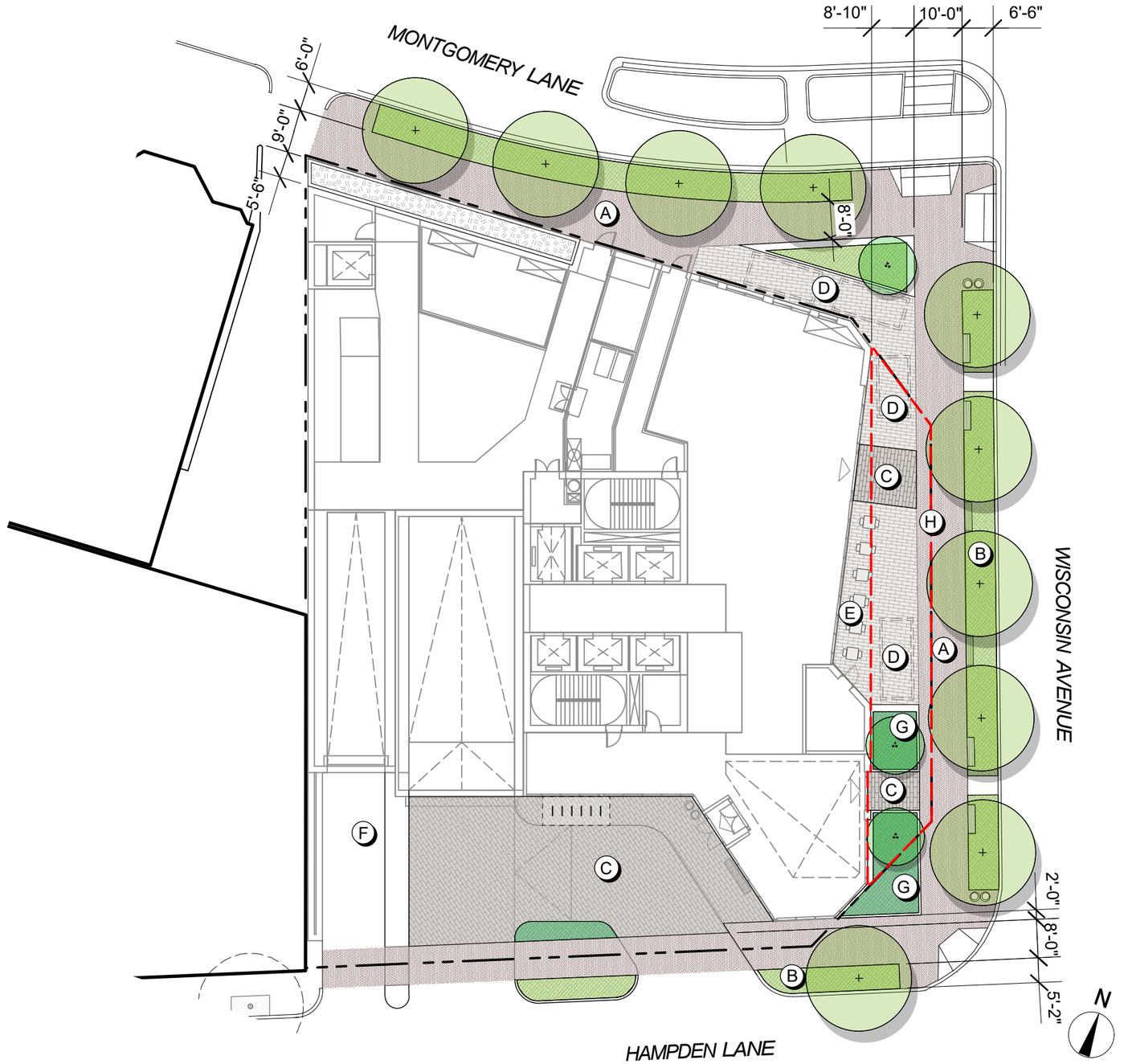
D. UTILITY VAULTS

E. SPECIALPAVING W/ CAFE SEATING @ RETAIL ENTRY

F. C.I.P. CONC. PAVING @ GARAGE ENTRY

G. PLANTED AREAS@ HAMPDEN MEDIAN AND SURROUNDING LOBBY

H. PUBLIC OPEN SPACE (1230 SF)



## STREETSCAPE



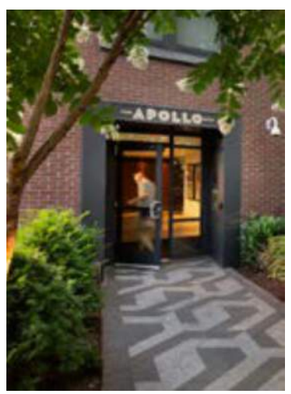

## RETAIL PLAZA @ WISCONSIN AVE.

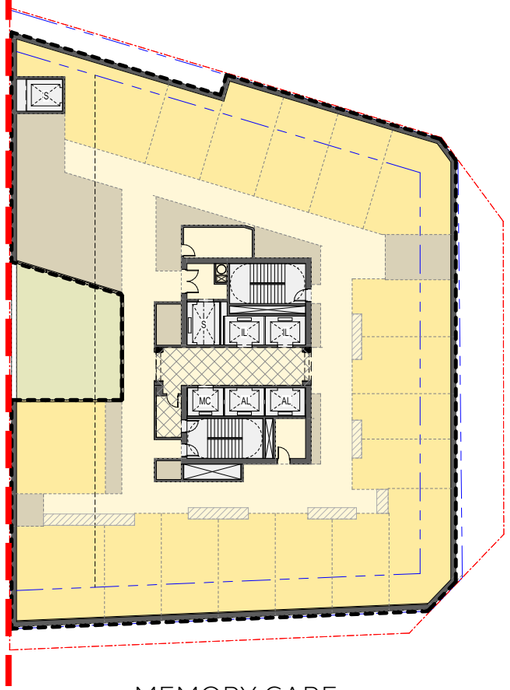




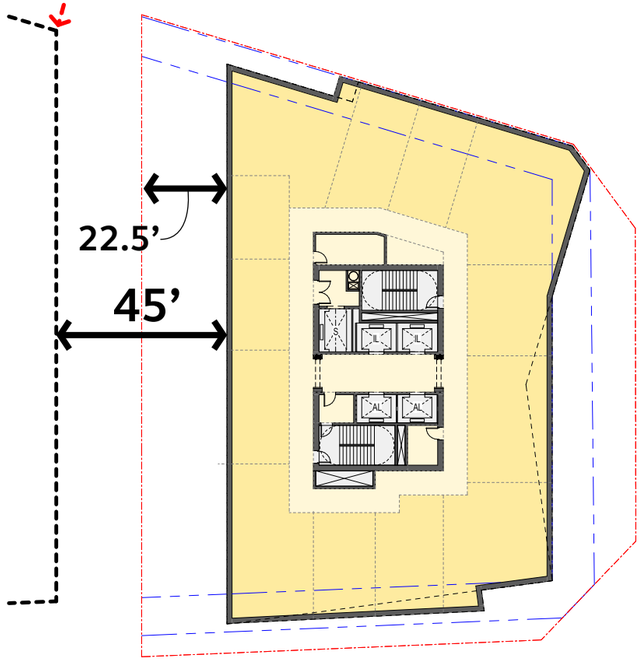
## BIKE LANE IMPROVEMENTS @ MONTGOMERY LANE


## LOBBY ENTRY & DROP-OFF @ HAMPDEN LANE

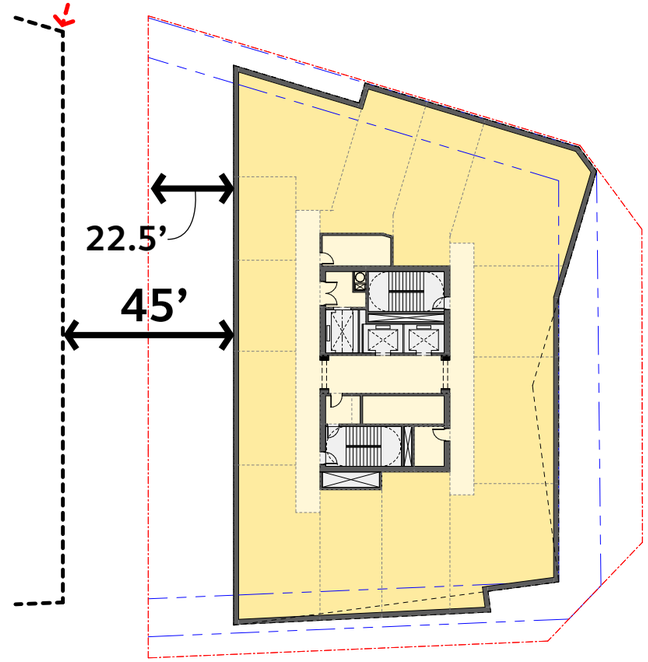



MEMORY CARE
(IN BASE)

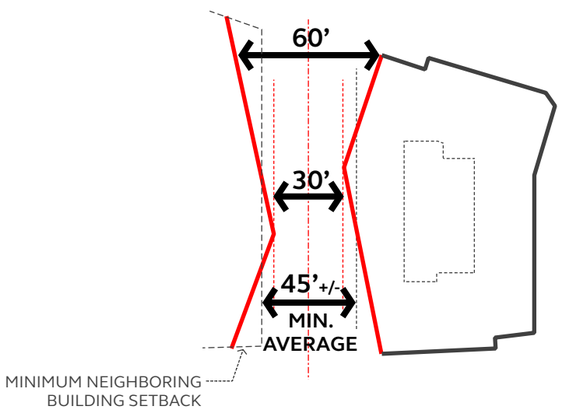



ASSISTED LIVING




INDEPENDENT LIVING

NTS




* **NOTE:** THERE IS ONGOING DIALOG BETWEEN THIS PROPERTY AND THE ADJACENT PROPERTY TO THE WEST TO COLLABORATE ON A TOWER SEPARATION DISTANCE OPTION THAT MUTUALLY BENEFITS EACH PROJECT BY MODIFYING FROM A STRAIGHT 45'-0" SEPARATION (22'-6" ON EACH SIDE) TO A "SPLAYED" OPTION. THIS OPTION WOULD OPEN TO THE NORTH AND SOUTH WIDER THAN THE MINIMUM 45'-0" SEPARATION PER THE GUIDELINES, BUT "PINCH" DOWN TO A MUTUALLY AGREED UPON DISTANCE FROM THE PROPERTY LINE ON EACH SIDE. THE TEAMS ARE WORKING TO MAKE THE AVERAGE OF THE TOWER SEPARATION DISTANCE AT OR GREATER THAN THE 45'-0" MINIMUM. SEE DIAGRAM FOR A DEPICTION OF THE OPTION BEING DISCUSSED AND RESOLVED.

LANDSCAPE ELEMENTES:

A. FLEXIBLEOPEN TERRACEW/ MOVABLE TABLES & CHAIRS, SPECIAL PAVING, & LOUNGE SPACE

B. THERAPEUTIC GARDEN W/ LUSH PLANTING AND LOOP LAYOUT

C. FLEXIBLEPROGRAM SPACE

D. GREENROOF 'A' - 24"-36" DEPTH W/ PLANTING SOIL

E. GREENROOF 'B' - 8" DEPTH W/ STORMWATER COMPLIANT SOIL

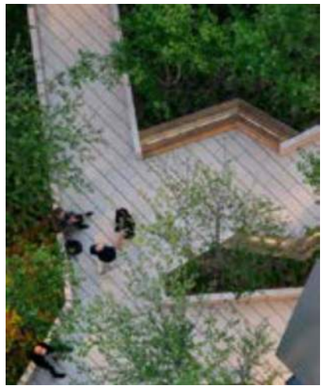
F. BIORETENTION PLANTING, ABOVE PODIUM LEVEL

G. INTERIOR AMENITY SPACE

## FLEXIBLE OPEN TERRACE

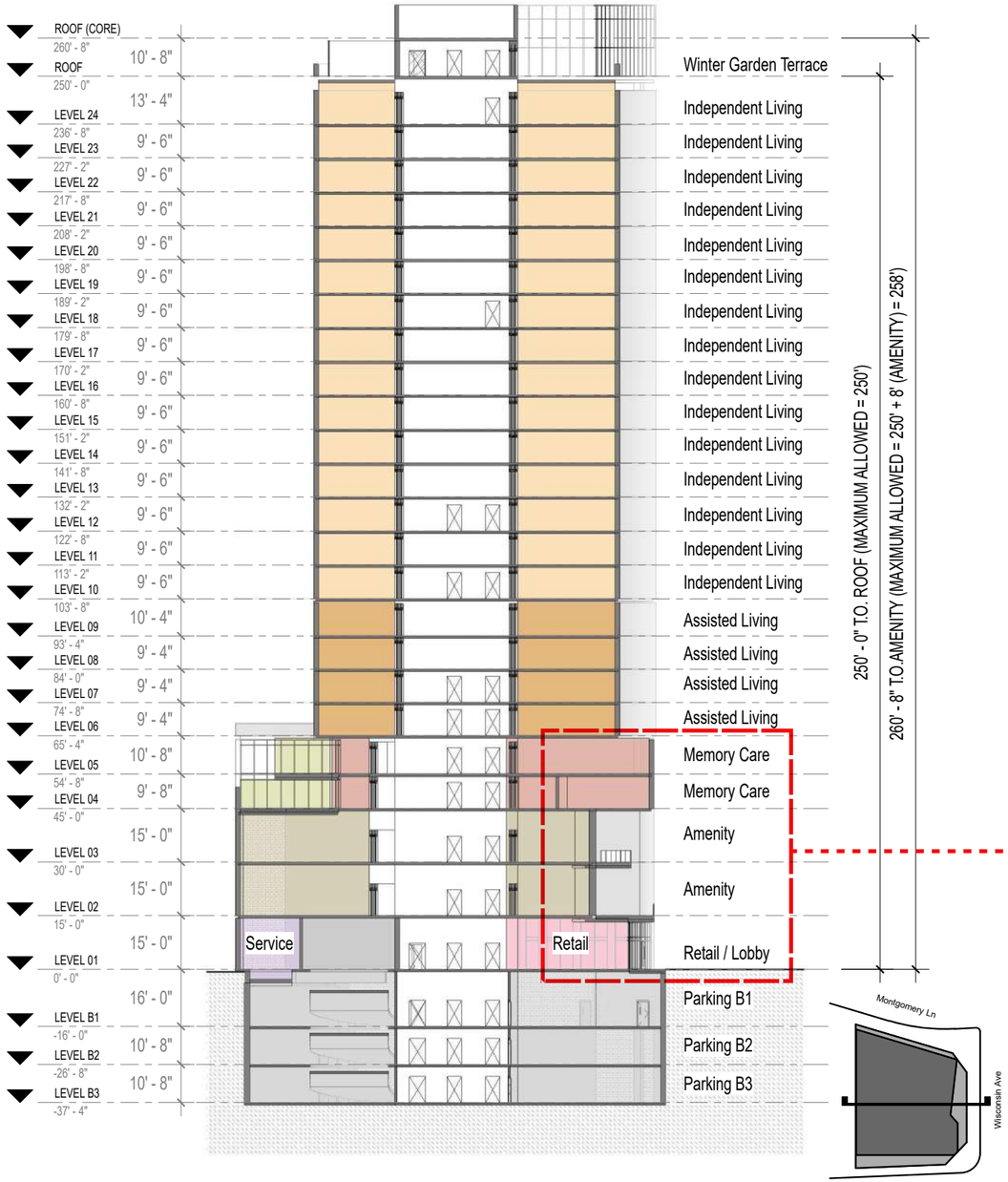



## THERAPEUTIC GARDEN

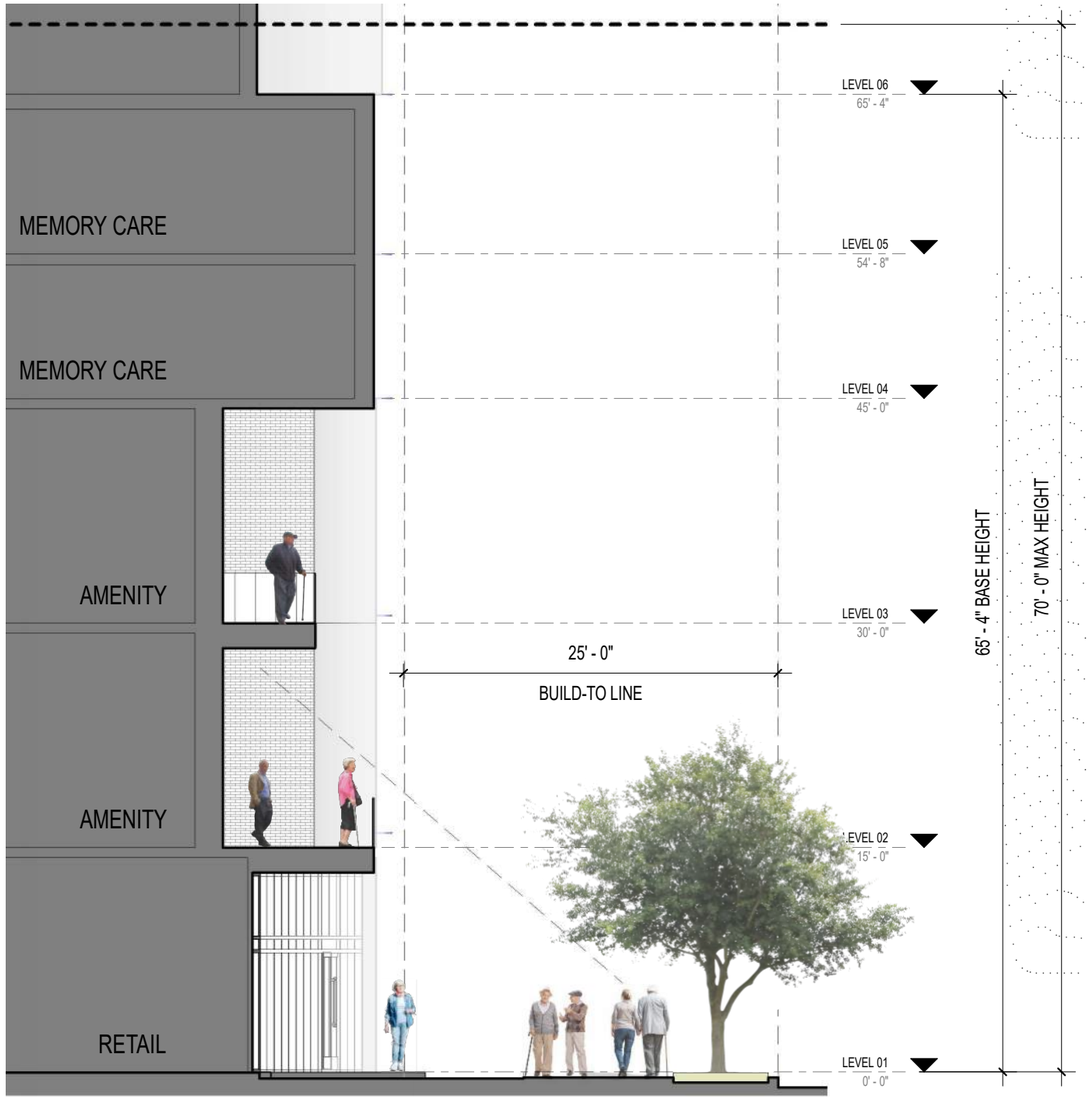

## GREENROOF WALKWAY LOOP



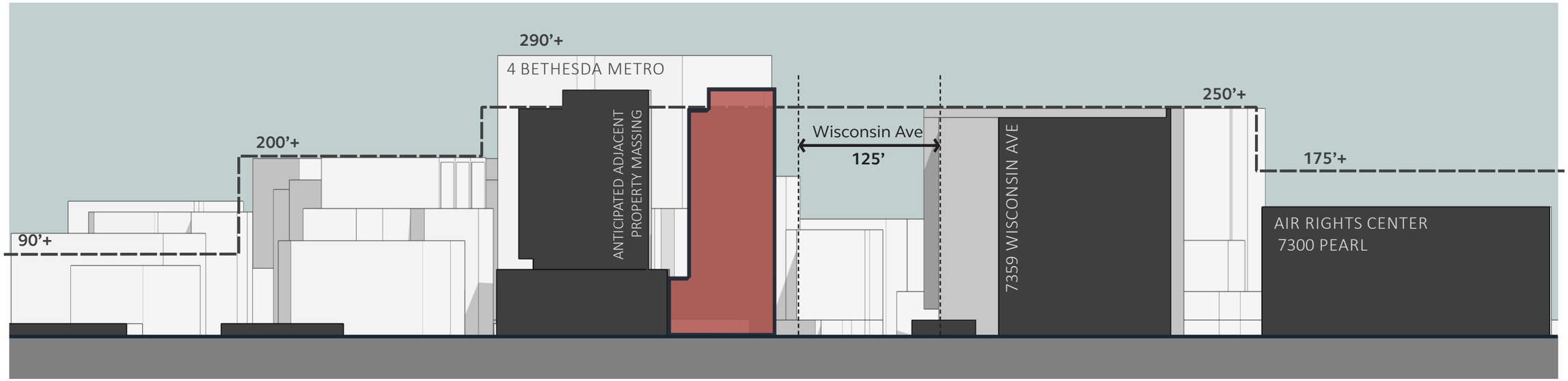

## BUILDING SECTION

EAST-WEST LOOKING NORTH

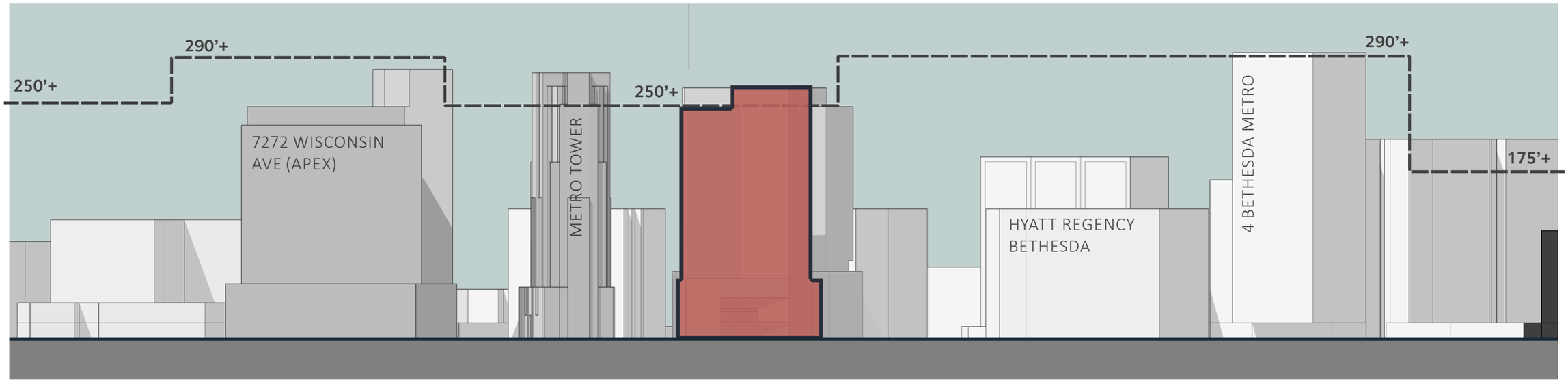



## STREET SECTION

WISCONSIN AVENUE




**WISCONSIN SECTION**

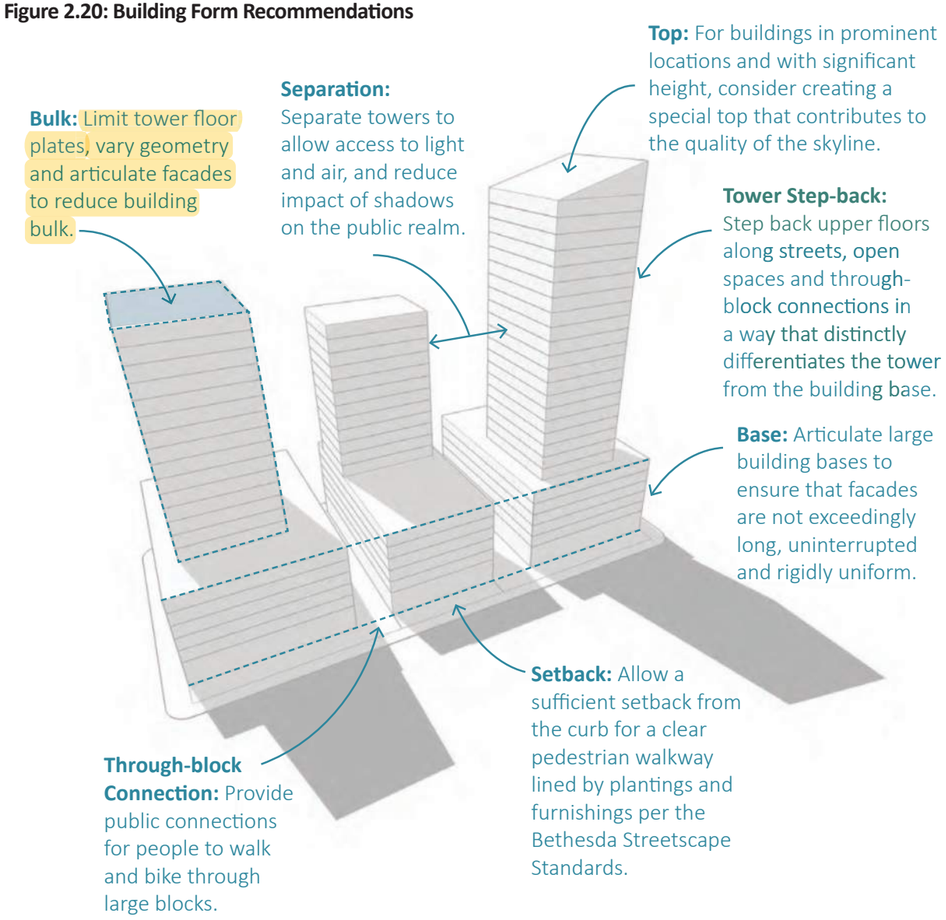



**ELEVATION ALONG WISCONSIN AVE - LOOKING WEST**


# III. APPENDIX

## SECTOR PLAN P. 73:

**Figure 2.20: Building Form Recommendations**




**Intent:**

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

## SECTOR PLAN P. 104:

*High-rise buildings stepped back with low-rise building base*
*Source: David Reamer*

- Improve the connections between the below-grade Metro bus area and the plaza to encourage Metro riders to use the open space and visit the retail.
- Improve the Metro bus area with lighting, art and other features to make it a more inviting area.

**2. Building Form**

*a. Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.*

*Recommendations:*

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.

*b. Goal: Provide visual interest along the corridor by highlighting significant points with increased height.*

*Recommendations:*

- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
- Mark the Veteran's Park Civic Green as a major civic gathering space through signature buildings at this location.

*c. Goal: Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue.*

*Recommendations:*

- Allow a maximum height of up to 225 feet at the northwest corner of Wisconsin Avenue and Norfolk Avenue on Map #65 and #66.
- Allow a maximum height of up to 290 feet at the southwest corner of Wisconsin Avenue and Fairmont Avenue on Map #63 and #64 if 25 percent MPDUs are provided. If the affordable housing is not provided, limit building height to 225 feet.

**BUILDING FORM GUIDELINES** OUTLINED IN THE SECTOR PLAN ARE HIGHLIGHTED IN THE PRECEDING PAGE.
**NO DIMENSIONS** WERE SPECIFICALLY RECOMMENDED IN THE SECTOR PLAN.

**DESIGN GUIDELINES P.5:**

## Guidelines Flexibility

The Planning Board may approve alternative design approaches that better meet the intent of the design guidelines. This review flexibility will allow room for truly exceptional and unexpected creative solutions to improve the downtown.

Certain guidelines provide a range of recommended dimensions to appropriately meet the intent. These ranges are not rigid requirements but instead provide more predictability for applicants as to what will be expected during development review, and provide staff and the Planning Board with a framework to guide the review process. Unless dimensions are specifically recommended in the Sector Plan, guidelines that include dimensions also outline opportunities for alternative design solutions to meet the intent of the guidelines. These alternatives address constrained sites and buildings of moderate height.

Meeting the recommended dimensions in the guidelines does not ensure approval. Design proposals and alternative solutions will be evaluated during the development review process based on the surrounding context, site conditions, and how the project meets the Sector Plan goals and Design Guidelines intent.

**DESIGN GUIDELINES P.10:**

## 2.1.1 Street Types Overview

Buildings are the vertical faces of streets and, together with well-designed sidewalks, are crucial to creating an inviting environment for pedestrians to walk, gather, shop and experience downtown neighborhoods. As Bethesda grows with infill development at greater heights and densities, streetscape guidelines will ensure a strong pedestrian character with sufficient sidewalk widths.

The roadway classifications identified in the Bethesda Downtown Sector Plan *Figure 2.08 Roadway Classification* follow the Montgomery County Code functional classifications defined in *Chapter 49 Article 3 Road Design and Construction Code*. These classifications provide a general framework for the design of roadways for the safety and convenience of all users, identifying design standards for elements, such as lane widths and curb radii.

The county functional classifications generally reflect the surrounding context, but the street types defined in the Bethesda Design Guidelines provide a finer-grained designation of streetscape character based on existing conditions and the Sector Plan vision for the pedestrian realm, building frontages and adjacent land uses. This document updates the street types hierarchy designated in the 1994 *Bethesda Sector Plan Chapter 6 Streetscape Plan*, creating types that better align with the proposed public space network and urban form goals in the Bethesda Downtown Sector Plan. The street types are also expanded to all streets within and along the Sector Plan boundaries.

These street type guidelines should be used in conjunction with the roadway functional classifications to guide future development review and streetscape improvements emphasizing sidewalk zones, building placement and building form. Additional building form guidelines are outlined in *Section 2.4 Building Form*. Also see p.4 and 5 for guidance on guidelines flexibility for streetscape design, building placement and building form.

*Note: Developments that front multiple street types on a corner or through-block site should follow the guidelines for each street frontage and provide transitions in the design to mediate between different street types.*

**DESIGN GUIDELINES P.66:**

### Top

Top guidelines apply to buildings in prominent locations and with significant height. See the section below for top guidelines:

- **2.4.9 Tower Top**

### Tower

Tower guidelines apply to the portion of buildings taller than the base height designated in *Section 2.1 Street Types*. See the sections below for tower guidelines:

- **2.4.6 Separation Distance**
- **2.4.7 Step-Back**
- **2.4.8 Methods to Reduce Bulk**

### Base

Base guidelines apply to all building types. See the sections below for base guidelines:

- **2.4.2 Building Placement**
- **2.4.3 Street Activation**
- **2.4.4 Variation and Articulation**

# WISCONSIN AVENUE:
## DESIGN GUIDELINES P.14:


** 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**

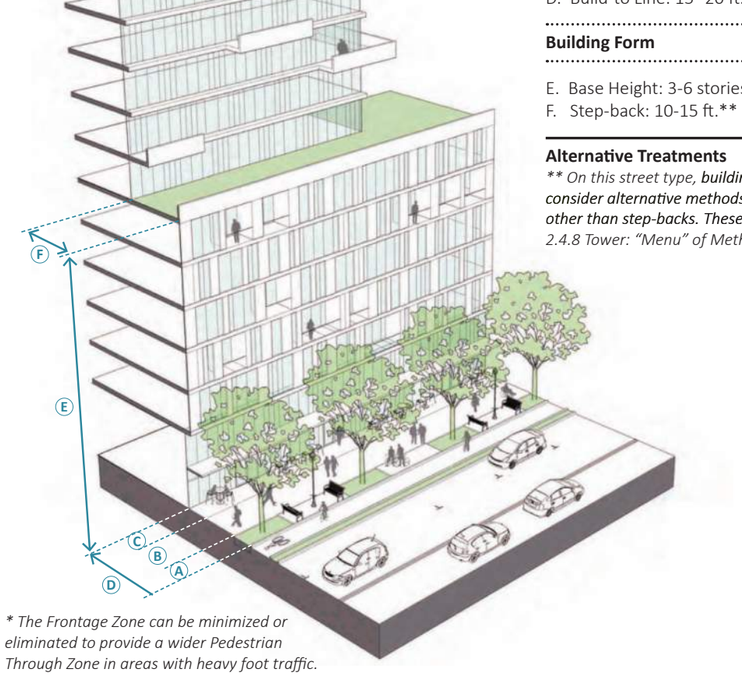
*** On this street type, **buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section 2.4.8 Tower: "Menu" of Methods to Reduce Bulk.***

# HAMPDEN AND MONTGOMERY LANES:
## DESIGN GUIDELINES P.16:

### 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.**




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

**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.***

## 2.4.8 Tower: "Menu" of Methods to Reduce Bulk

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

### A. Limit Tower Floor Plate

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


### B. Use Unique Geometry

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


### C. Vary Tower Heights

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


## APPLIED TO PROPOSED BUILDING FORM

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

### D. Modulate and Articulate Facades

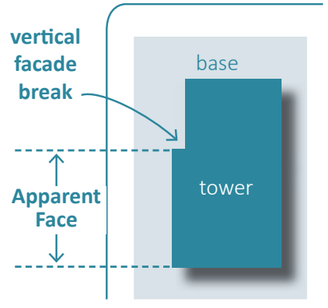
Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.


### E. Vary Tower Placement and Orientation

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

### F. Limit Apparent Face

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




# Bethesda Downtown Design Advisory Panel
## Meeting Minutes

**PROJECT:** **7340 Wisconsin Ave**
320200010 Sketch Plan Application

**DATE:** February 26, 2020

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*The **7340 Wisconsin Ave** project was reviewed by the Bethesda Downtown Design Advisory Panel on February 26 2020. The following meeting notes summarize the Panel's discussion, recommendations regarding design excellence, and the exceptional design public benefits points. The Panel's recommendations will be incorporated into the Staff Report and the Project must return to the Design Advisory Panel at the time of Site Plan review. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.*

---

**Attendance:**

Panel
Karl Du Puy
George Dove
Damon Orobona
Rod Henderer (present, abstained)
Qiaojue Yu
Paul Mortensen, Senior Urban Designer in the Director's Office

Staff
Robert Kronenberg, Deputy Director
Elza Hisel-McCoy, Area 1 Division Chief
Stephanie Dickel, Area 1 Regulatory Supervisor
Grace Bogdan, Planner Coordinator
Marco Fuster, Lead Reviewer

Applicant Team
Bob Harris, Attorney
Sylke Knuppel
James Hamilton
Tom Brink
Joel Sherman

## Discussion Points:

General Comments

- I'm very intrigued with the splayed western façade option with the adjacent property, as the angle improves the design. What happens if the neighboring property doesn't move forward? Even if the neighboring property keeps it straight, the angle would improve this design, stand alone.
    - *Applicant Response: We are concerned about that also, but this process can help with that.*
- Can you get to the site in an uber with a drop off? You have a lot of intersection issues here with curb cuts, etc. so I'm coming out of DC on Wisconsin, how do I get here?
    - *Applicant Response: You'd either have to turn left on Woodmont or Bethesda Avenue and turn onto Hampden Lane. You can't turn into Hampden from Wisconsin. Hampden is two directions, but a quiet street.*
- So I drop my parents off and then I can drive into the parking garage? OK. I think you guys did a really good job with this.
    - *Applicant Response: The original project had double loading off Montgomery and we heard that it wasn't ideal and loading could not occur off Montgomery under the new Sector Plan, so we tried to design this so we could keep back of house and keep the entrance appealing for pedestrians and residents. Our operating partner will make sure this works operationally and have had their input in this design.*
    - *Applicant Response: We want to keep this walkable, and in this urban environment, we really hope that most of the vehicle traffic will be for drop-offs. Thankfully we also have a lot of public parking within ¼ mile of this site.*
- I think you guys did a really good job with the landscaping plan, but the northeast corner, is the planter flush with the sidewalk?
    - *Applicant Response: It is currently flush, but could be a seat wall*
- I wonder if using small planting pots would help make it more fluid rather than a planter. It definitely needs to be flush.
    - *Applicant Response: Part of it is the green cover requirements and then the furnishings could be more mobile. We agree the treatment should be as flush as possible due to all the bicycle and pedestrians.*
- Those improvements are also in the right-of-way, with any non-standard conditions to be approved by DOT and DPS due to maintenance issues. There are also a lot of things going on in that corner that they need to review.
    - *Applicant Response: The triangle could potentially be abandoned, there are a number of solutions we can consider.*
- We can discuss with BUP, that is a good conversation to have and communicate with them the potential here.
- I wonder if this is the trigger necessary to discuss that whole circulation pattern going on with one-way streets down at Woodmont and within the neighborhood. The sector plan did

recommend reviewing the one way loops in the downtown. It would have to be a DOT-initiated study along with SHA.

- Public art was a big idea in Bethesda 30 years ago. This is a fantastic location for public art, something strong and dramatic with a vertical element? Considering public art will help with conversation with BUP.
- The massing has come a long way, thank you for the improvements.
- How will the service circulation work in the building? Will trucks need to back in and/or out of the service entrance onto the street? If it works, we might suggest a one-way, single lane service access that can enter on Hampden lane and then exit on Montgomery lane. There is a lot going on the first floor and this might help.
    - *Applicant Response: We've worked a lot with staff, and we hope this improvement helps create a sense of arrival. We can work on providing art, and we want to continue to make this visually pleasing.*

## Public Comments

No members of the public present

## Panel Recommendations:

The following comments should be incorporated into the Staff Report.

- The design that has significantly improved. If the Applicant can do the splayed option with the western façade, that would be a huge improvement.
- The Panel maintains the original vote taken at the September 25, 2019 meeting. The project is on track to receive the minimum 10 points.

# Bethesda Downtown Design Advisory Panel
Submission Form

## PROJECT INFORMATION

| | |
|---|---|
| Project Name | 7340 Wisconsin Avenue |
| File Number(s) | TBD |
| Project Address | 7340 Wisconsin Avenue, Bethesda |

Plan Type  Concept Plan ☐  Sketch Plan ■  Site Plan ☐

## APPLICANT TEAM

| | Name | Phone | Email |
|---|---|---|---|
| Primary Contact | Joel Sherman / South Bay Partners | 214-370-2638 | jsherman@southbayltd.com |
| Architect | James Hamilton / CallisonRTKL | | |
| Landscape Architect | Lyn Wenzel / LAB | | |

## PROJECT DESCRIPTION

| | Zone | Proposed Height | Proposed Density (SF and FAR) |
|---|---|---|---|
| Project Data | CR-5.0, C-5.0, R-4.75, H-250 | 250 Feet | 315,000 SF / 16.9 FAR |
| Proposed Land Uses | Up to 345 multi-family and senior housing units and up to 5,000 square feet of retail uses. | | |

**Brief Project Description and Design Concept** *(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)*

☑ Check if requesting additional density through the Bethesda Overlay Zone (BOZ)
If yes, indicate the amount of density (SF and FAR): 315,000 SF / 16.9 FAR

South Bay Partners (the "Applicant") is the contract purchaser and developer of the property located at 7340 Wisconsin Avenue (the "Property"), located at the southwest corner of the intersection of Montgomery Lane and Wisconsin Avenue. The Property is located in the Metro Core of the Wisconsin Avenue Corridor district, with immediate proximity to Bethesda Metro Center, the Purple Line Station and Bethesda Gateway. The property is currently occupied by a vacant one-story brick building that has 1,775 square feet of area and a surface parking lot. Vehicular access to the Property is provided on all three adjoining streets: Montgomery Lane, Wisconsin Avenue and Hampden Lane.

On the same block and immediately to the west of the Property is 4720 Montgomery Lane, an 11-story class A office building. Planned to the south of the Property is Metro Tower, a 250 foot tall residential tower with approximately 400,000 gross floor area, and 7272 Wisconsin Avenue, a mixed-use development with an office tower and two residential towers that are up to 290 feet tall. To the north of the Property is 4 Bethesda Metro Center, a development with a hotel tower, an office tower and one planned tower that has been rezoned to be up to 290 feet tall. Across Wisconsin Avenue from the Property is 7359 Wisconsin Avenue. It's planned to be a 250 foot tall mixed-use tower with offices and a hotel. To the south of that is an existing 12-story Residence Inn hotel.

The Applicant is proposing to redevelop the Property with a mixed-use development that includes up to 340 senior housing units and up to 5,000 square feet of retail uses (the "Project") that activate the street level along Wisconsin Avenue per Bethesda Downtown Plan Design Guidelines. The Project will have two stories of below-grade parking with approximately 45 parking spaces to accommodate residential, FTE and retail parking requirements. Vehicular access to the residential lobby drop-off and parking is proposed via the widened existing curb-cut off Hampden Lane, while two loading and servicing docks would be accessed off the shifted existing curb-cut off Montgomery Lane. The existing curb-cut off Wisconsin Avenue will be filled in, reducing the amount of interruptions to the pedestrian flow and vehicular traffic along the "Urban Boulevard," and provide space for outdoor seating that enhances the pedestrian experience.

| | |
|---|---|
| Exceptional Design Public Benefit Points Requested and Brief Justification | The Project responds to the Property's prominent location in the center of Bethesda, and will contribute to the strength of Bethesda as a vibrant, mixed-use, transit-oriented district. The architectural design addresses the planning goals embodied in the Bethesda Downtown Plan and Design Guidelines, while simultaneously accommodating the constraints of a small site and delivering an iconic building that will serve to highlight this prominent location. The architectural design of the Project will both enhance the pedestrian environment and emphasize the urban nature of the Project.<br>The building's design incorporates a series of pivots, breaks and shifts that respond to the surrounding context and interior program, while also serving to break down the perceived mass of the building. In response to the urban grid shifting at the corner of Montgomery Lane and Wisconsin Avenue, the site presents a unique opportunity to respond to its angular geometry with an exceptional building form. Leveraging the distinctive angle at this prominent corner, the building mass pivots at this point into itself. This façade break continues vertically along the tower height to provide slender building mass proportions along Wisconsin Avenue and reduce its perceived mass.<br>The building mass continues to shift by distinctly expressing the interior residential programs by pivoting and breaking at corresponding levels to the care and function of the interior program. This adds visual interest by allowing the building to be viewed dynamically from different vantage points, resulting in the creation of multiple outdoor spaces for potential landscaping opportunities. Finally, the building design peaks at the corner of Montgomery Lane and Wisconsin Avenue, which provides an iconic building top that will contribute to the Metro Core skyline. The enhanced height at this point will further reinforce the prominence of this location and will support rooftop amenity spaces serving the residents. Thereby, linking form and function.<br>The primary building material is currently envisioned to be brick. Various brick patterns, textures and/or colors will be incorporated to further enhance the unique geometry of the building and complement the surrounding neighborhood.<br>The building design will incorporate façade treatments and architectural elements that will provide an appropriate human-scale at the pedestrian level. As discussed above, the ground floor will incorporate active commercial and residential amenity uses, as well as a public open space that will compliment the street-level experience along with those existing and proposed on adjacent properties. At the pedestrian level, the façades are currently intended to incorporate a significant amount of glass, in order to provide ample transparency, activating the ground floor uses and engaging the public street experience.<br>Furthermore, the proposed design consolidates parking and service entry points by eliminating the existing curb cut along Wisconsin Avenue. The existing access points along Montgomery and Hampden Lane will be used to accommodate on-site loading and parking to promote the creation of a retail corridor, as envisioned by the Bethesda Downtown Plan, along Wisconsin Avenue. |

## DESIGN ADVISORY PANEL SUBMISSION PROCESS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.

2. A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.

3. Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan: physical model or 3D massing model that can be viewed from different perspectives in real time at the panel meeting, property location (aerial photo or line drawing), illustrative site plan, typical floor plans, sections, elevations, perspective views, precedent images and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. **Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.**


# BETHESDA
# SENIOR LIVING

7340 WISCONSIN AVENUE

# DAP
# SUBMISSION

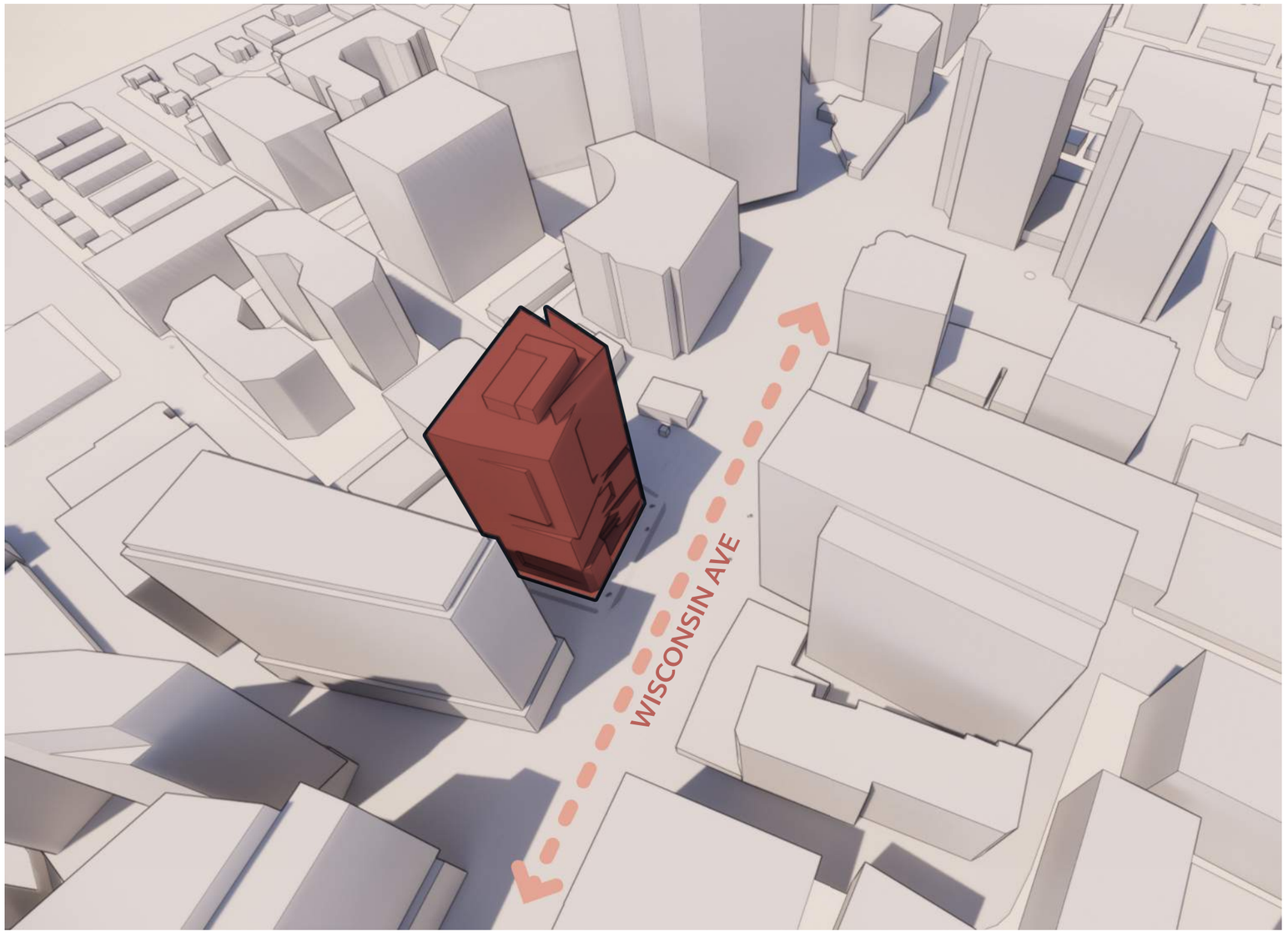
BETHESDA, MARYLAND
SEPTEMBER 11TH, 2019

SOUTH BAY PARTNERS

CALLISONRTKL
A DESIGN CONSULTANCY OF ARCADIS

VIKA

LAB

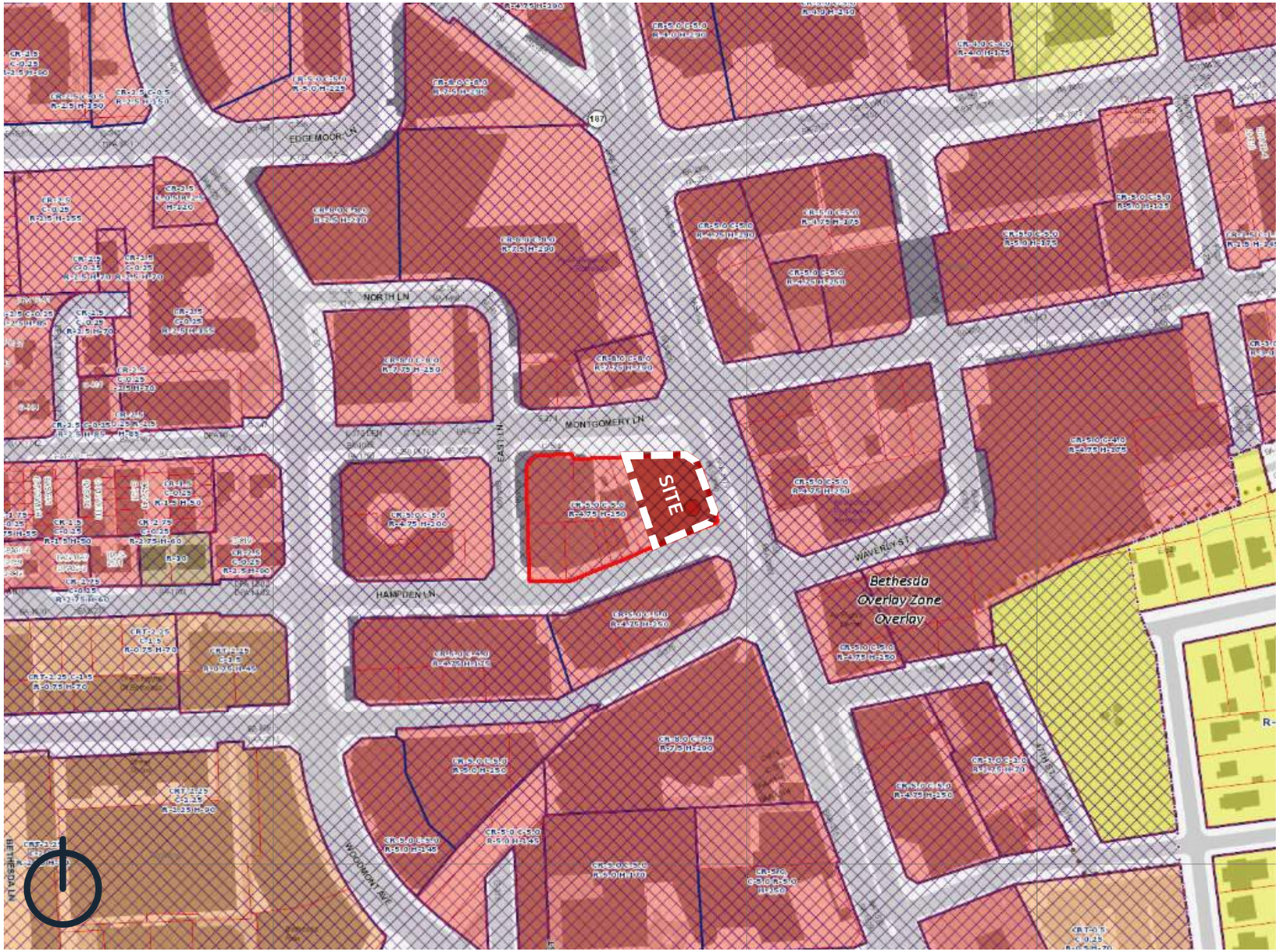



# BETHESDA
# SENIOR LIVING

## SITE ASSESSMENT

1. ZONING INFORMATION
2. SITE CONTEXT PHOTOS
3. EXISTING CONDITIONS
4. ALLOWABLE HEIGHT ANALYSIS
5. DOWNTOWN SECTOR PLAN

# **SITE:** ZONING INFORMATION




MONTGOMERY COUNTY ZONING MAP 1 IN = 250 FT

**ADDRESS:**
7340 WISCONSIN AVE
BETHESDA, 20814

**LAND-USE:**
RETAIL

**LEGAL DESCRIPTION:**
PL 19553 EDGEMOOR

**ZONE:**
CR-5.0 C-5.0 R-4.75 H-250

**OVERLAY ZONE:**
BETHESDA OVERLAY ZONE

**PARKING DISTRICT:**
BETHESDA

**CBD:** BETHESDA
LOT: 8
BLOCK: 24 C

**SPECIAL PROTECTION AREA:**
N/A

**URBAN DISTRICT:**
BETHESDA

**ENTERPRISE ZONE:** N/A

**ARTS & ENT. DISTRICT:**
BETHESDA ARTS AND ENTERTAINMENT DISTRICT

**SPECIAL TAX DISTRICT:** N/A

**BIKE/PED PRIORITY AREA:**
BETHESDA CBD

**URBAN RENEWAL AREA:**
N/A

**METRO STATION POLICY AREA:**
BETHESDA CBD

**PRIORITY FUNDING AREA:**
YES

**SEPTIC TIER:**
TIER 1: SEWER EXISTING.

**MUNICIPALITY:** N/A

**MASTER PLAN:**
BETHESDA DOWNTOWN PLAN

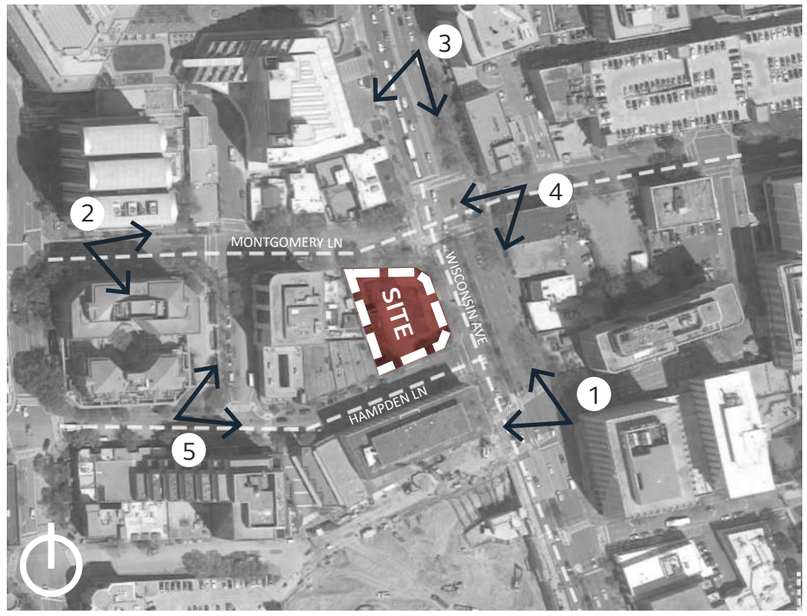
**HISTORIC SITE/DISTRICT:** N/A

**WSSC GRID:**
209NW05

**WATER/SEWER CATEGORIES:**
W-1 /S-1

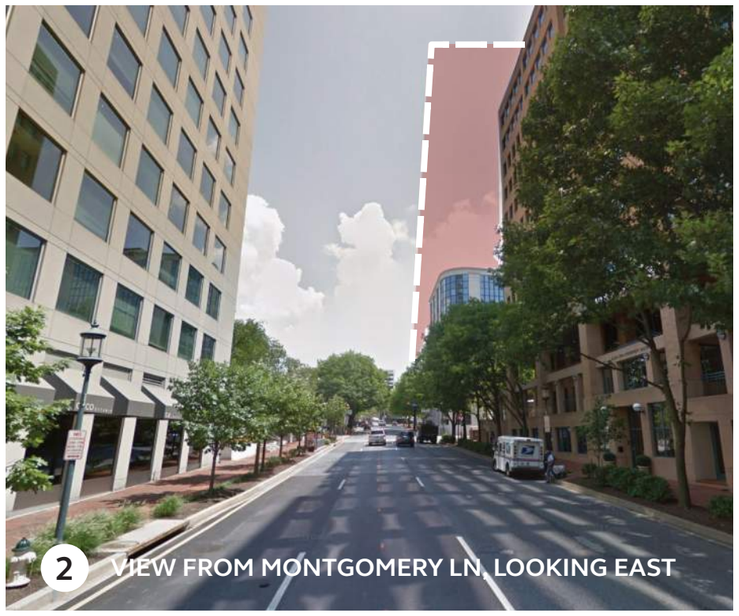
(AS PRINTED ON 5/15/2019)

# **SITE:** CONTEXT PHOTOS

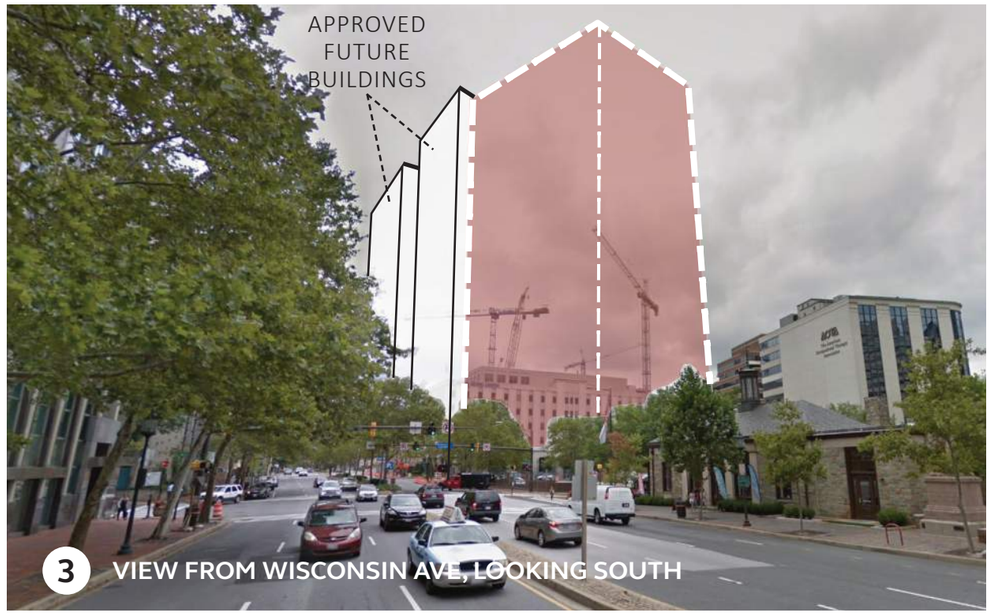




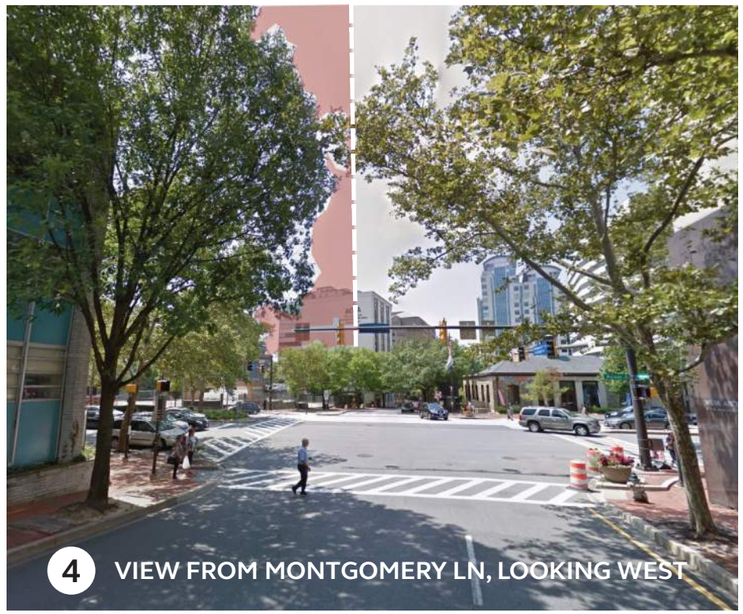
1 VIEW FROM WISCONSIN AVE LOOKING NORTH



2 VIEW FROM MONTGOMERY LN, LOOKING EAST




3 VIEW FROM WISCONSIN AVE, LOOKING SOUTH



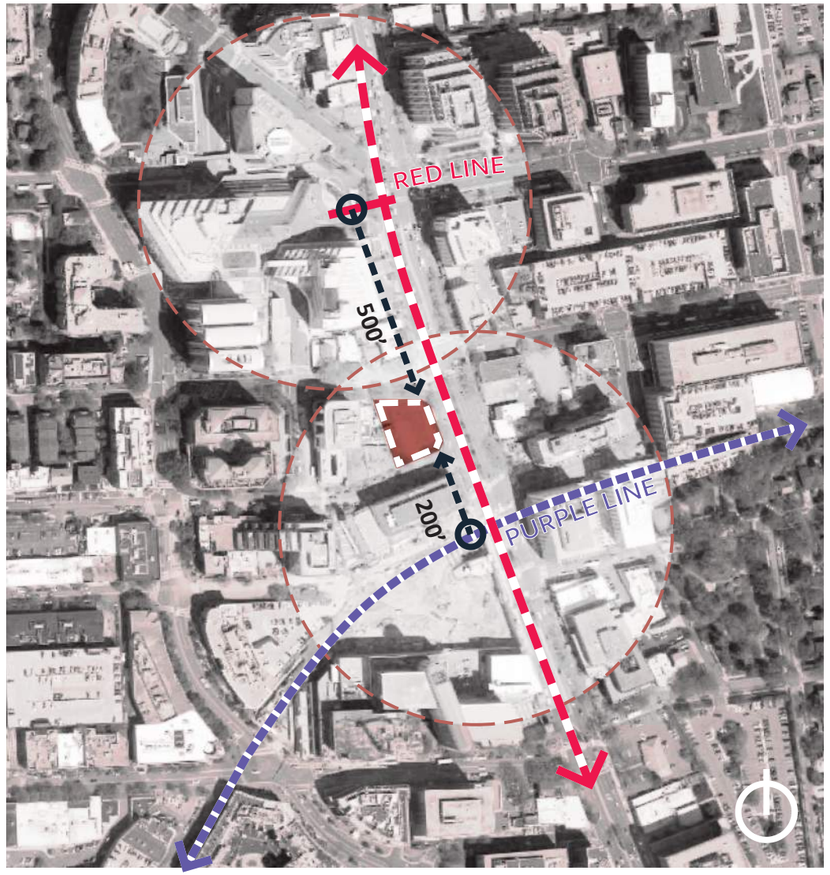
4 VIEW FROM MONTGOMERY LN, LOOKING WEST

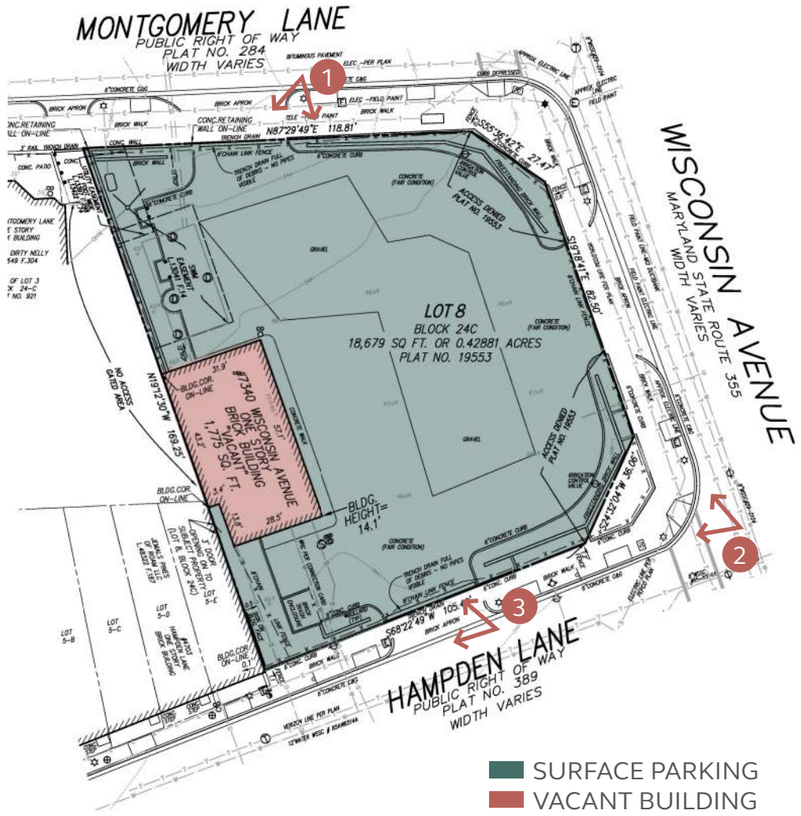

5 VIEW FROM HAMPDEN LN, LOOKING EAST

# **SITE:** EXISTING CONDITIONS

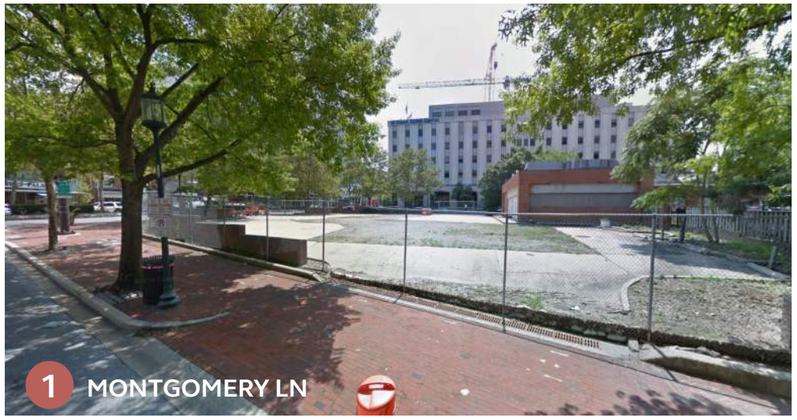
**DESIGN GUIDELINES P. 88 | 89:**


**WISCONSIN AVE CORRIDOR**
HIGH PERFORMANCE AREA
REF DOWNTOWN SECTOR PLAN SECTION 2.5



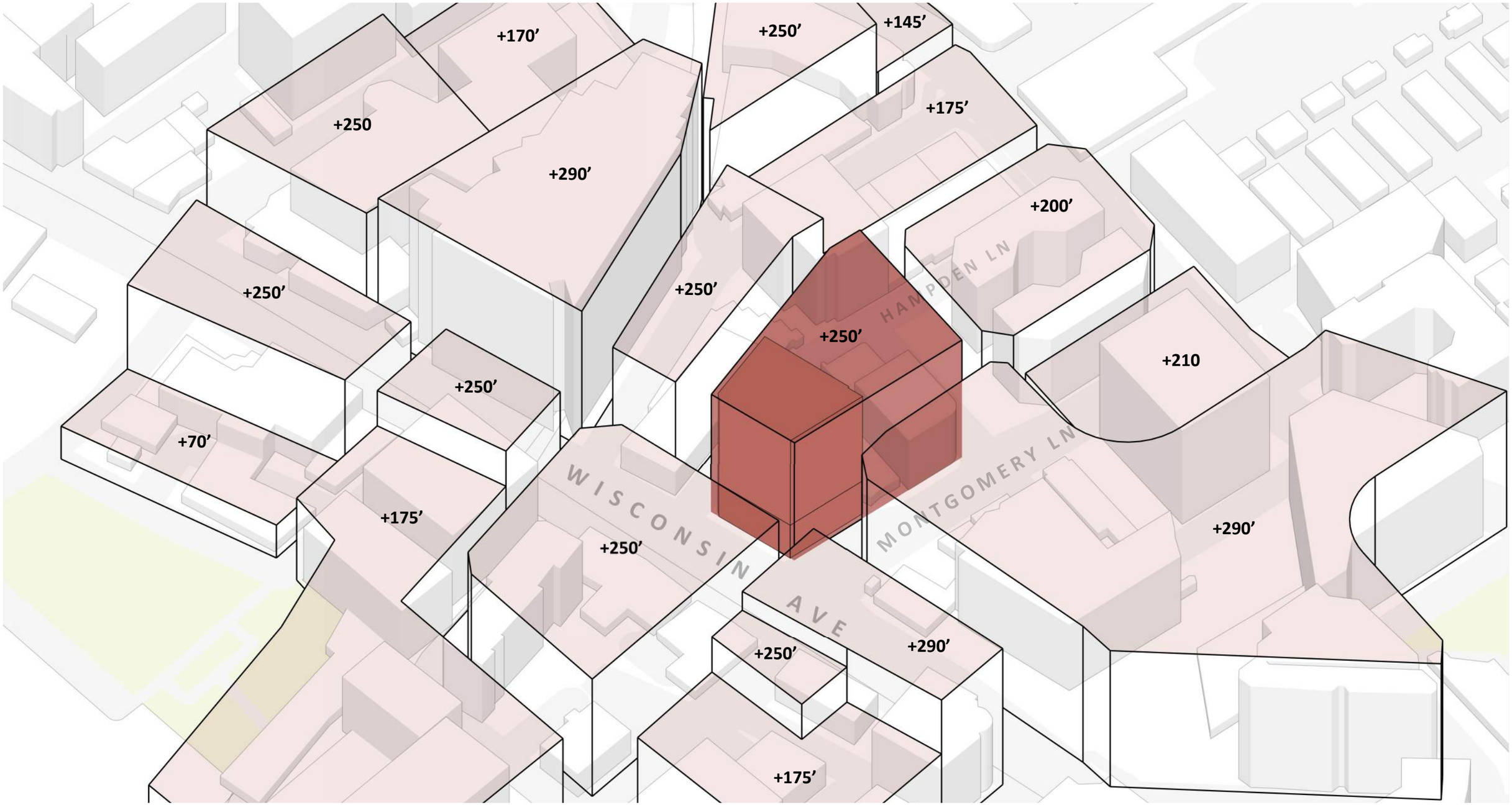




SURFACE PARKING
VACANT BUILDING



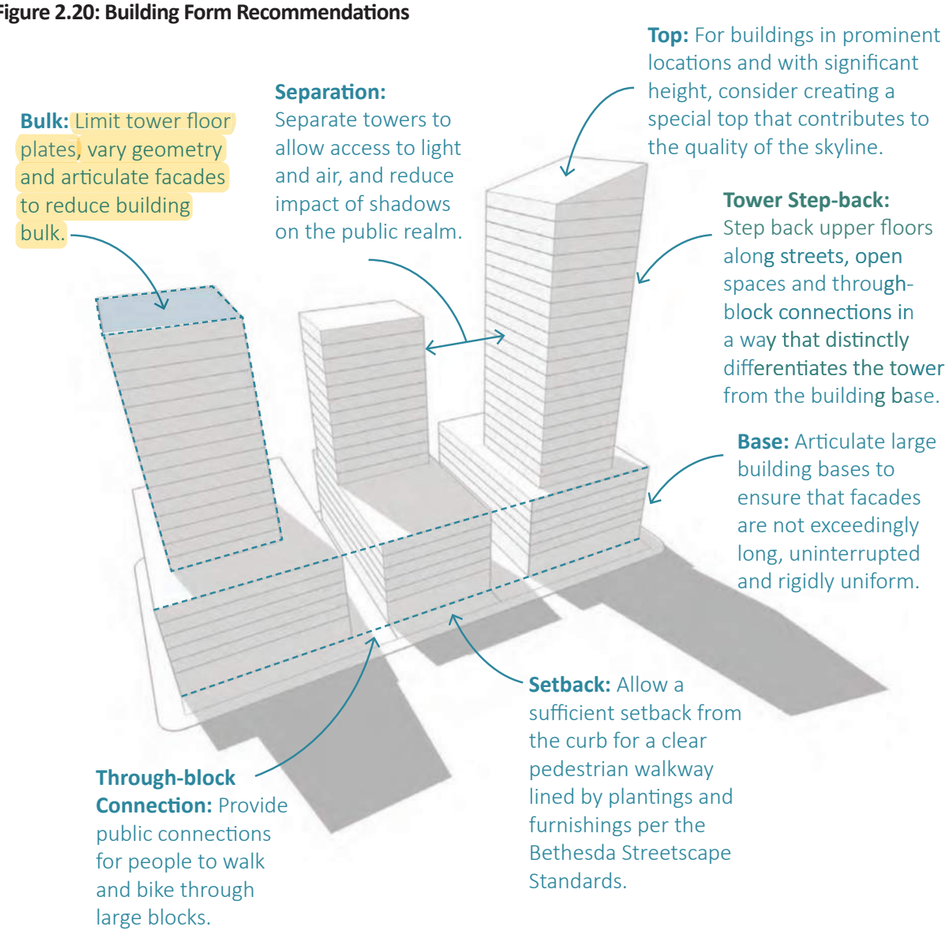


# **SITE:** ALLOWABLE HEIGHT ANALYSIS



## SECTOR PLAN P. 73:

**Figure 2.20: Building Form Recommendations**




**Intent:**

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

## SECTOR PLAN P. 104:

*High-rise buildings stepped back with low-rise building base*
*Source: David Reamer*

- Improve the connections between the below-grade Metro bus area and the plaza to encourage Metro riders to use the open space and visit the retail.
- Improve the Metro bus area with lighting, art and other features to make it a more inviting area.

**2. Building Form**

a. *Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.*

*Recommendations:*

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.

b. *Goal: Provide visual interest along the corridor by highlighting significant points with increased height.*

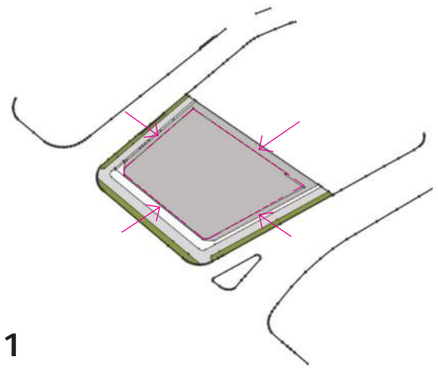
*Recommendations:*

- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
- Mark the Veteran's Park Civic Green as a major civic gathering space through signature buildings at this location.

c. *Goal: Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue.*

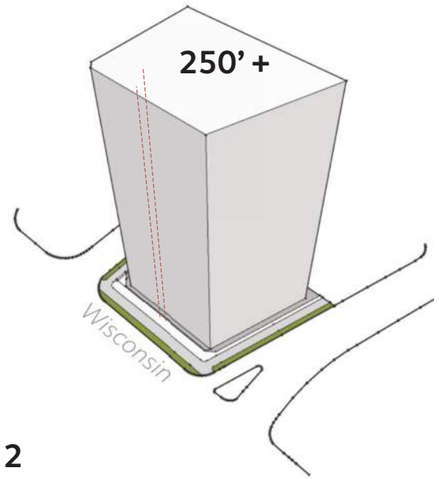
*Recommendations:*

- Allow a maximum height of up to 225 feet at the northwest corner of Wisconsin Avenue and Norfolk Avenue on Map #65 and #66.
- Allow a maximum height of up to 290 feet at the southwest corner of Wisconsin Avenue and Fairmont Avenue on Map #63 and #64 if 25 percent MPDUs are provided. If the affordable housing is not provided, limit building height to 225 feet.



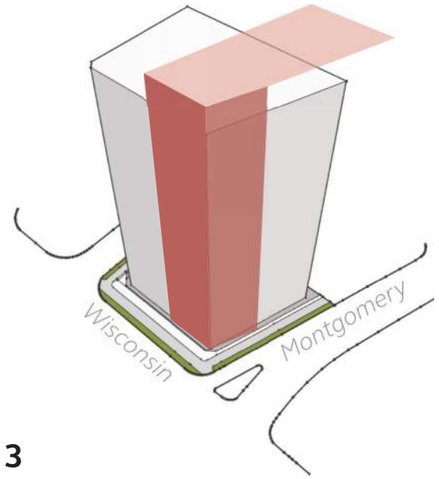
**1**

– 10’ setback at interior property line to allow for daylight access.
– 20’ setback, as measured from curb line at Wisconsin, Montgomery and Hampden
**(Ref. 2.4.2B)**



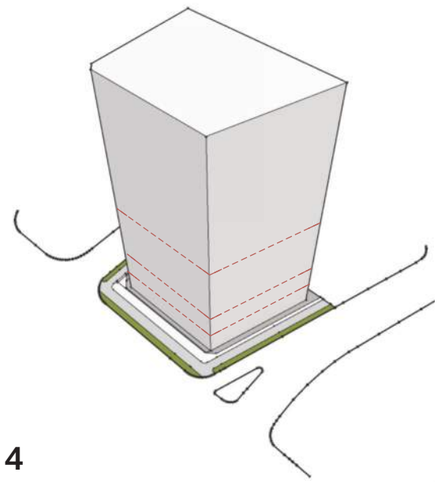

**2**

**LIMIT APPARENT FACE**
– Slender faces at Wisconsin
**(Ref. 2.4.8F)**



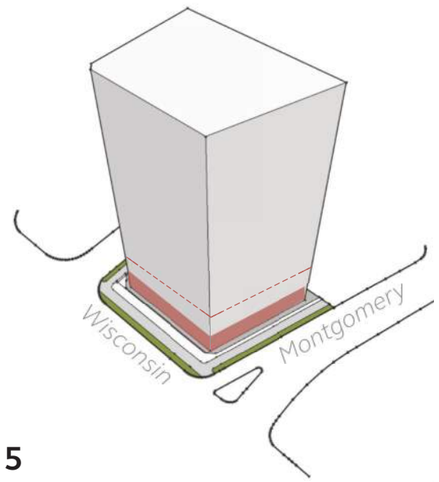

**3**

**VARY TOWER HEIGHTS + USE UNIQUE GEOMETRY**
– Enhance Wisconsin | Montgomery corner to accent view from Metro Plaza
**(Ref. 2.4.8B and 2.4.8C)**



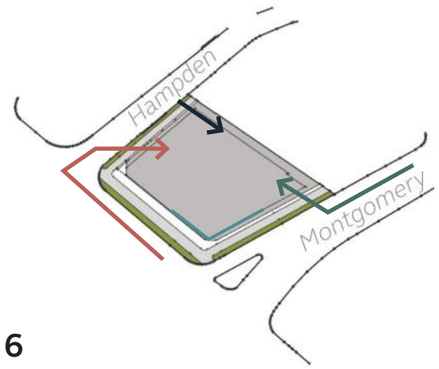
**4**

**MODULATE AND ARTICULATE FACADE**
– Expression of program
**(Ref. 2.4.8D)**




**5**

– Street level interest
– Expressive outdoor spaces




**6**

– Quiet lobby entrance at Hampden
– Service entry at Montgomery
– Retail corner at Wisconsin and Montgomery

# DESIGN GOALS

1. COMPLEMENT THE METRO CORE OF THE WISCONSIN AVENUE CORRIDOR.

2. LEVERAGE THE SHIFT IN THE URBAN GRID AND ANCHOR CORNERS.

3. CONTRIBUTE TO A SOCIALLY INCLUSIVE DOWNTOWN.

4. ARTICULATE A UNIQUE PROGRAM OUTWARDLY.

5. PRACTICE HOLISTIC DESIGN, IMPLEMENT PASSIVE STRATEGIES.

## SECTION 2.4.2: BASE: BUILDING PLACEMENT:

DESIGN GUIDELINES P.69:

### 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:**

A. Place the facade of the building base along the recommended build-to-line to create a continuous street edge.

B. 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.

C. 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.

D. Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.

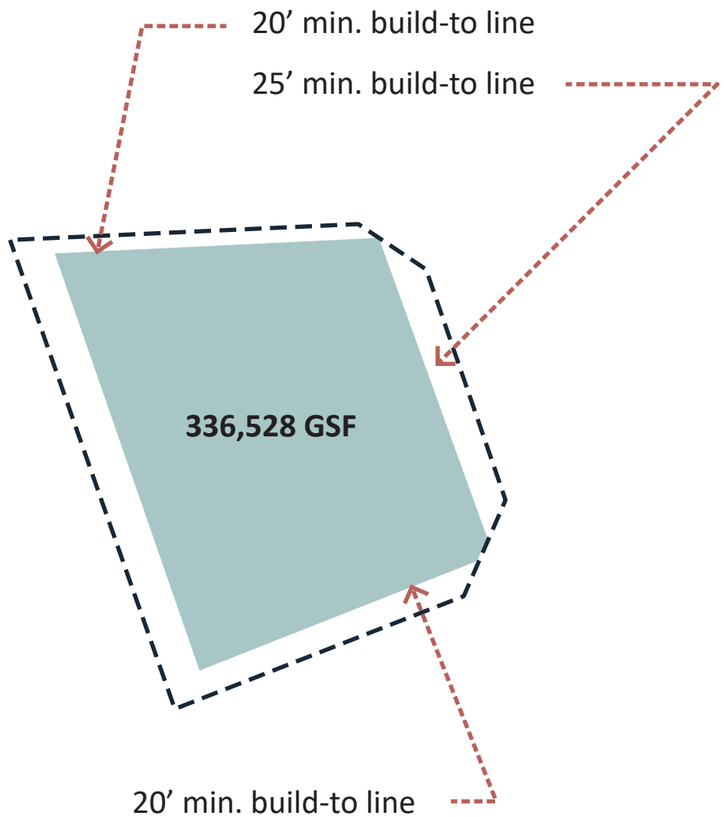
**MAX BUILDING HEIGHT = 250 FT + 8 FT (FOR AMENITY ROOF STRUCTURES).**

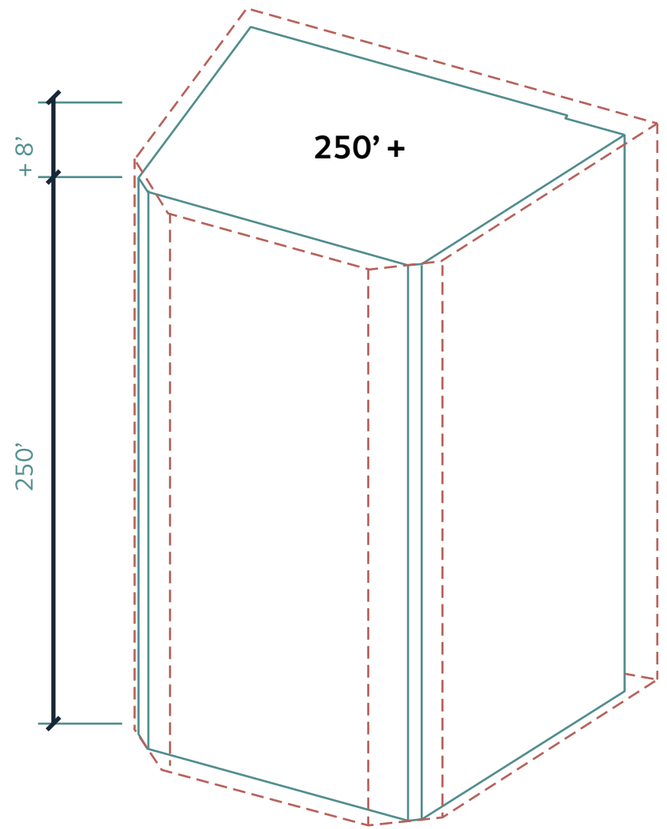
IN THE CRT, CR, EMPLOYMENT, AND INDUSTRIAL ZONES, **THE FOLLOWING MAY EXCEED THE ESTABLISHED HEIGHT LIMIT BY UP TO 8 FEET**, EXCEPT WHEN LOCATED WITHIN AN AIRPORT APPROACH AREA:

1. ROOFTOP DECK, PATIO, SHADE STRUCTURE;
2. ROOFTOP GARDEN, LANDSCAPING;
3. PARAPET WALL;
4. ROOFTOP RAINWATER COLLECTION OR HARVESTING SYSTEM; AND
5. ROOFTOP RENEWABLE ENERGY SYSTEM, SUCH AS A SOLAR PANEL OR WIND TURBINE.

(REF. 59.4.1.7.C. HEIGHT, MONTGOMERY COUNTY, DPS)

# SITE APPLICATION



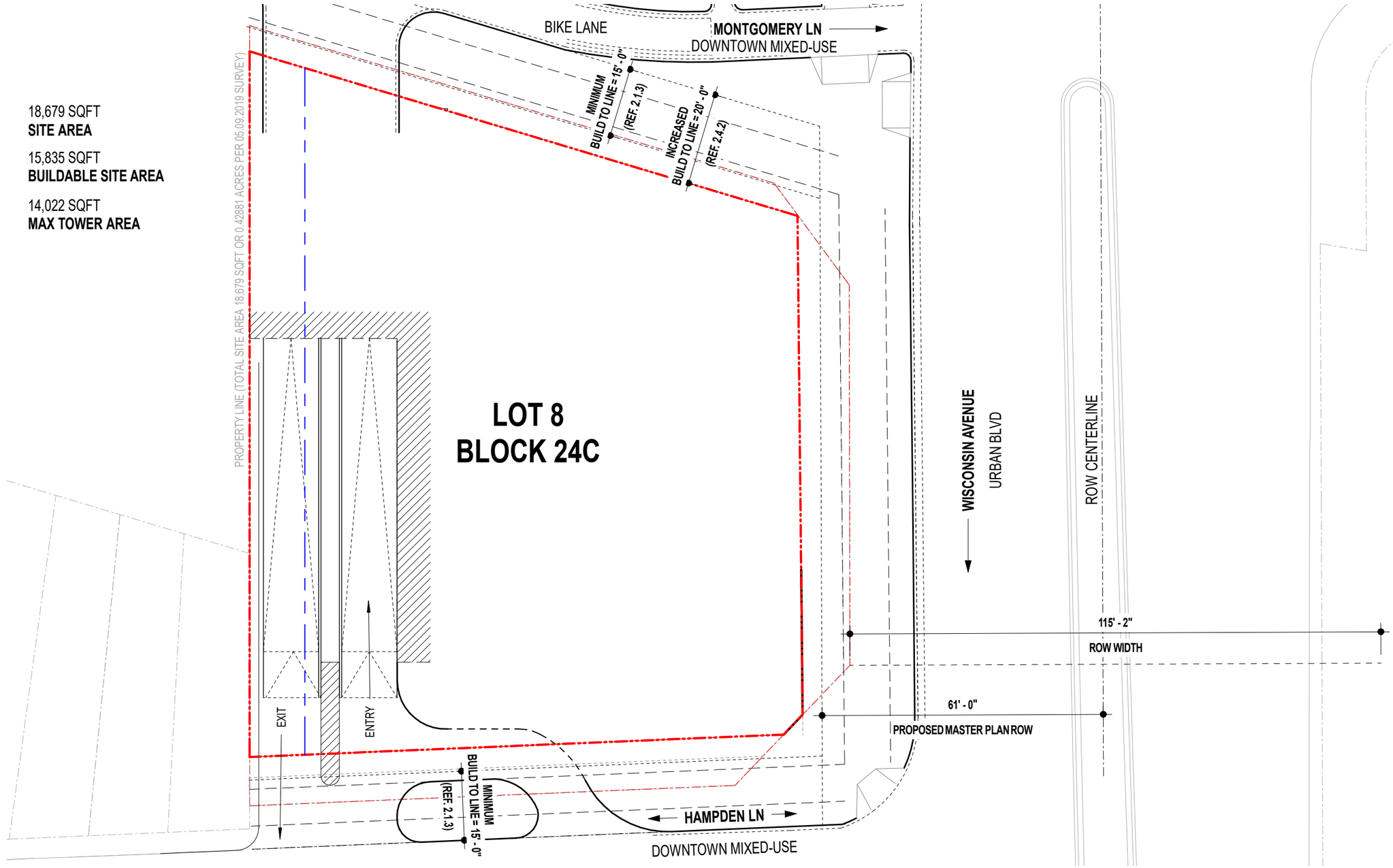



# 1: BASE BUILDING PLACEMENT

18,679 SQFT
**SITE AREA**

15,835 SQFT
**BUILDABLE SITE AREA**

14,022 SQFT
**MAX TOWER AREA**




1" = 20' - 0"

## 2.4.8 Tower: "Menu" of Methods to Reduce Bulk

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

### A. Limit Tower Floor Plate

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


### B. Use Unique Geometry

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


### C. Vary Tower Heights

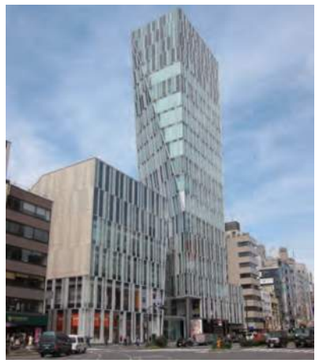
Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.


**APPLIED TO PROPOSED BUILDING FORM** **VARIED HEIGHTS, ONE TOWER.**

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

### D. Modulate and Articulate Facades

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

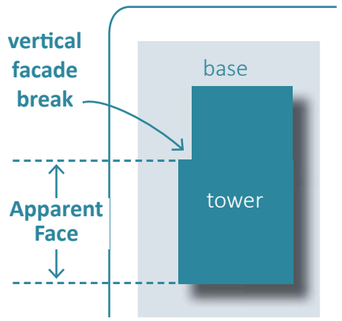



### E. Vary Tower Placement and Orientation

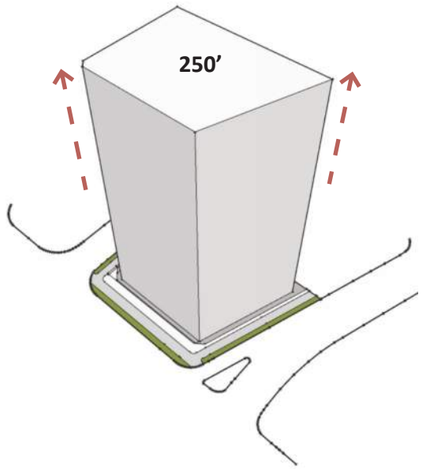
Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.

### F. Limit Apparent Face

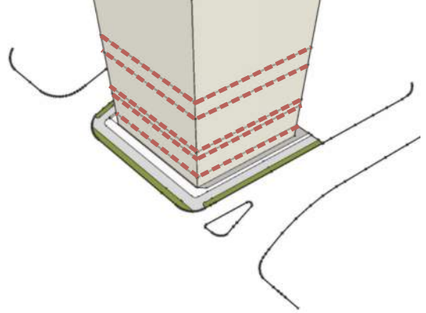
The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.



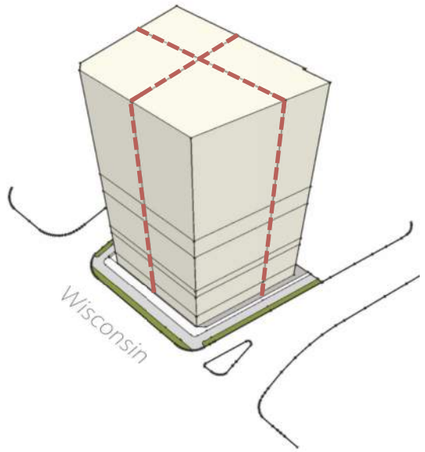

# **2-5:** BUILDING MASS ARTICULATION



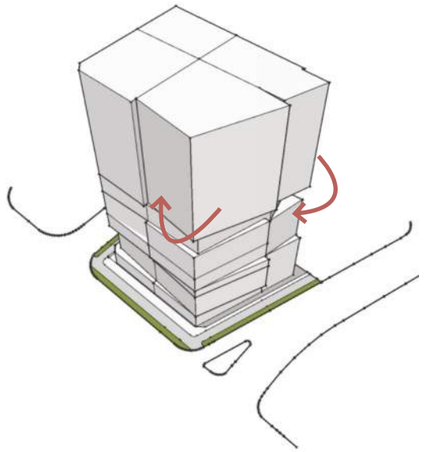

**1**
– EXTRUSION



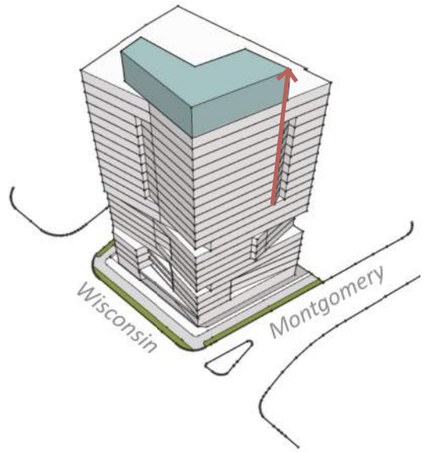
**2**
– PROGRAMMATIC EXPRESSION




**3**
– SPLIT



**4**
– PIVOT



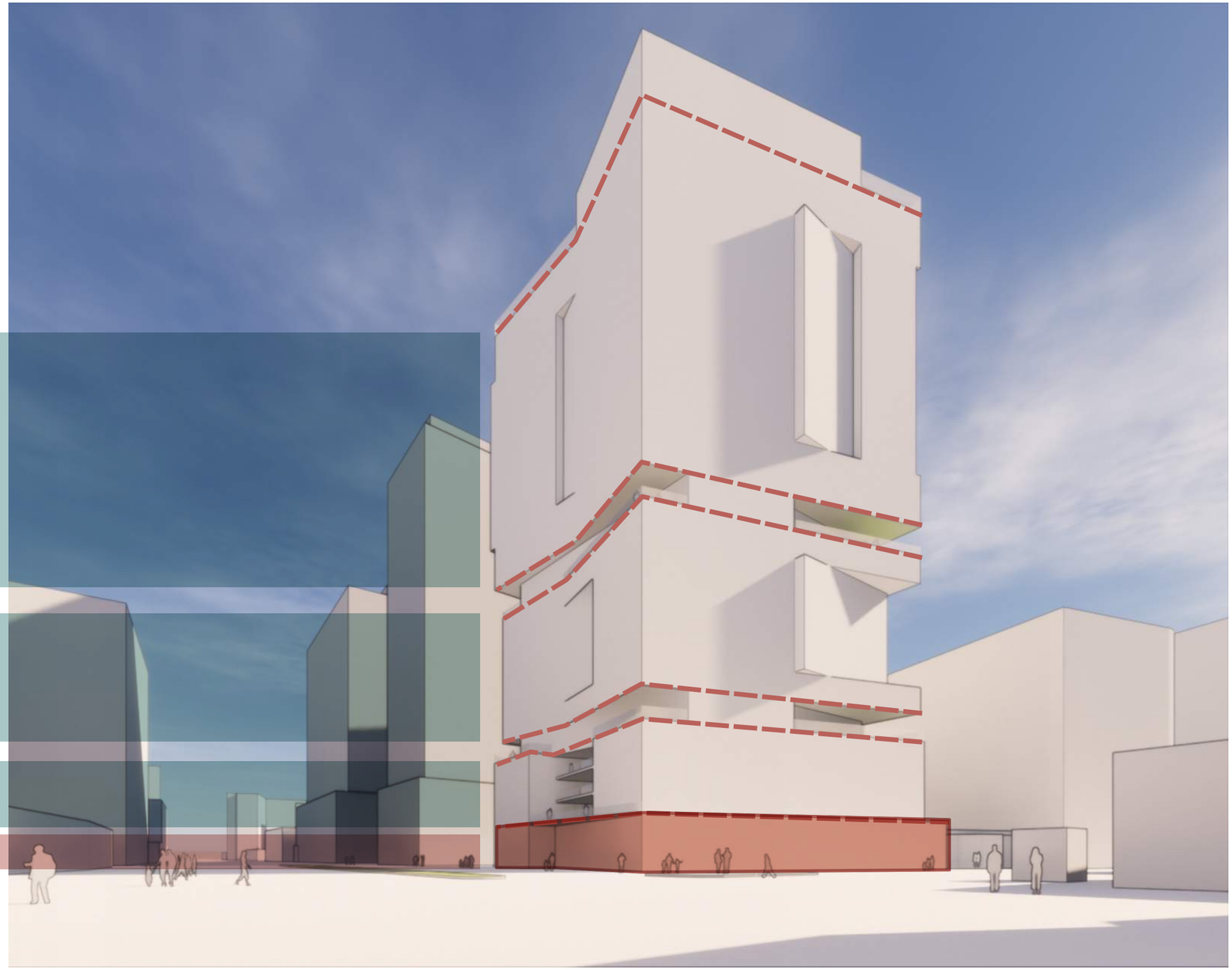

**5**
– ACCENT

# BETHESDA
# SENIOR LIVING

## BUILDING DESIGN

1. BUILDING PROGRAM
2. BUILDING MATERIALITY
3. FLOOR PLANS
   - GROUND LEVEL
   - TYPICAL TOWER FLOORS
   - ROOFTOP
4. URBAN CONTEXT SECTION + ELEVATION

# **BUILDING PROGRAM:** FORM FOLLOWS FUNCTION



**BUILDING SUMMARY:**

**IL** INDEPENDENT LIVING

**AL** ASSISTED LIVING

**MC** MEMORY CARE

**RETAIL** UP TO 4,500 SF GLA

**UP TO 315,000 GROSS SF**
**UP TO 340 UNITS**

# BUILDING PROGRAM


FOOD EXPERIENCE

ACTIVE

PET FRIENDLY

LEISURE


FOOD AND WELLNESS

CURATED EXPERIENCE

COMMUNITY ART WORK

FULFILL RESIDENT PASSIONS


CONNECTION TO NATURE

HUMAN TOUCH


ACTIVE STREET & LOBBY

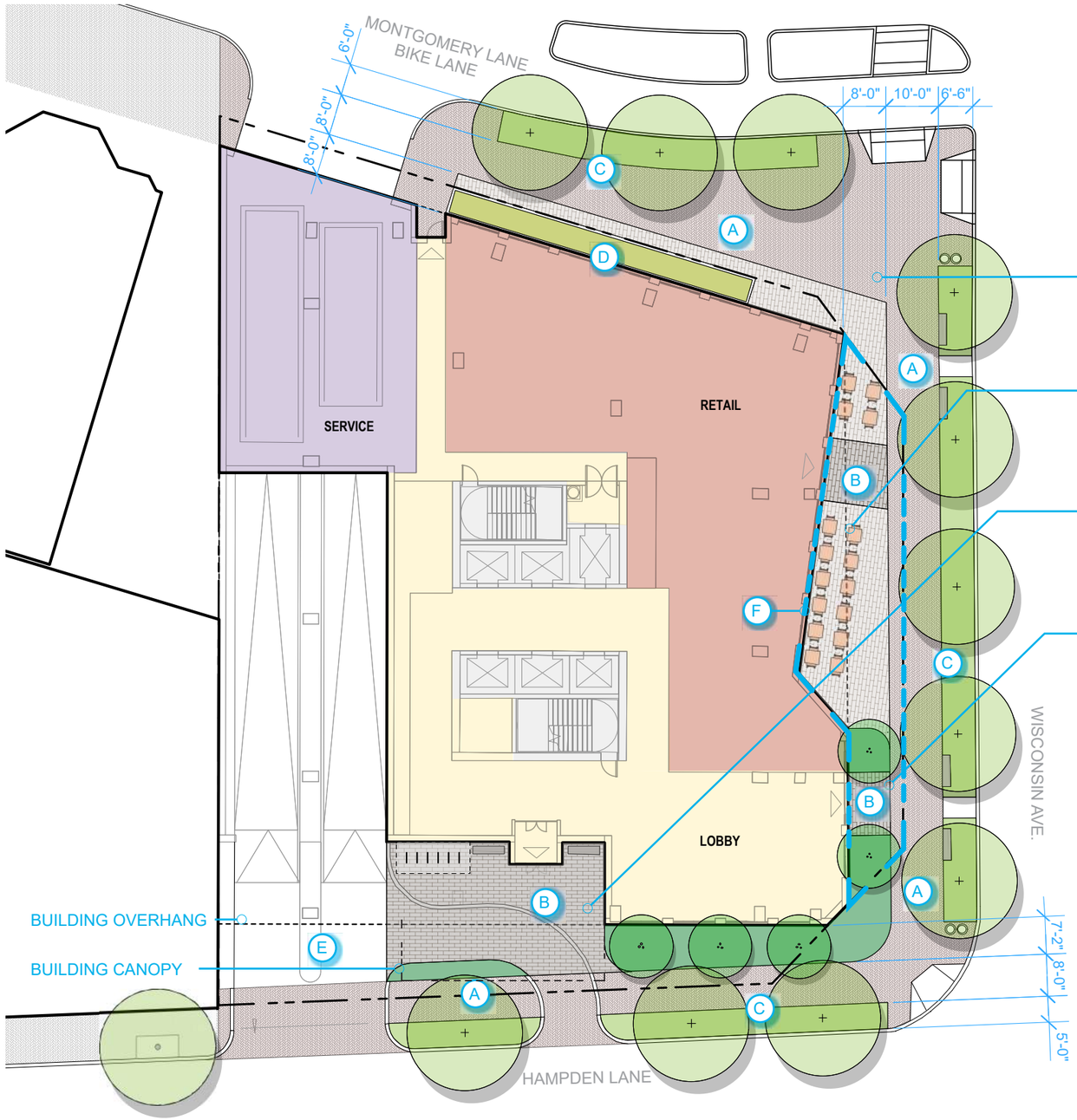
# BUILDING MATERIALITY

# GROUND LEVEL

**PROPERTY AREA:**
**18,679 SF (0.43 AC)**

**BUILDABLE AREA:**
**15,835 SF**

RETAIL:
UP TO 4,500 SF GLA




PRIMARY PROGRAMMATIC SPACES:

EXPANDED SIDEWALK
w/ pedestrian zone paving
Opportunities for:
- Public Art Program
- Retail Plaza extension during special events

RETAIL PLAZA
w/ moveable tables & chairs and special paving
Opportunities for:
- Cafe Seating for retail tenant
- Farmer's Market/Festival Tents for weekend sidewalk events

DROP-OFF AREA
w/ curbless entry and special paving
Opportunities for:
- Covered resident drop-off
- Bench seating for waiting area

LOBBY ENTRY
w/ surrounding planted areas
Opportunities for:
- Small tree planting (to fulfill canopy coverage requirement)
- Additional planted area contributes to streetscape character

ADDITIONAL MATERIALS & ELEMENTS:

A PEDESTRIAN ZONE - w/ brick paving to match existing

B SPECIAL PAVING - at retail plaza, drop-off zone, and lobby entry

C CONTINUOUS PLANTING STRIP - street tree & perennial planting w/ bench seating and cut-through paving @ Wisconsin Ave.

D BIORETENTION PLANTED AREA - perennial, shrub, and grass planting adapted to bio conditions (256 sf)

E DRIVEWAY PAVING - typical C.I.P. concrete, extension of garage ramp

F PUBLIC OPEN SPACE (provided 1365 sf) (required 5% of site area - 934sf)

NTS

# STREETSCAPE PRECEDENT IMAGES

TREETSCAPE



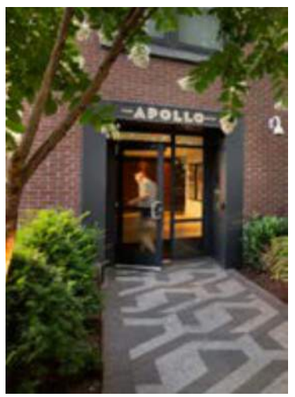

ETAIL PLAZA @ WISCONSIN AVE.





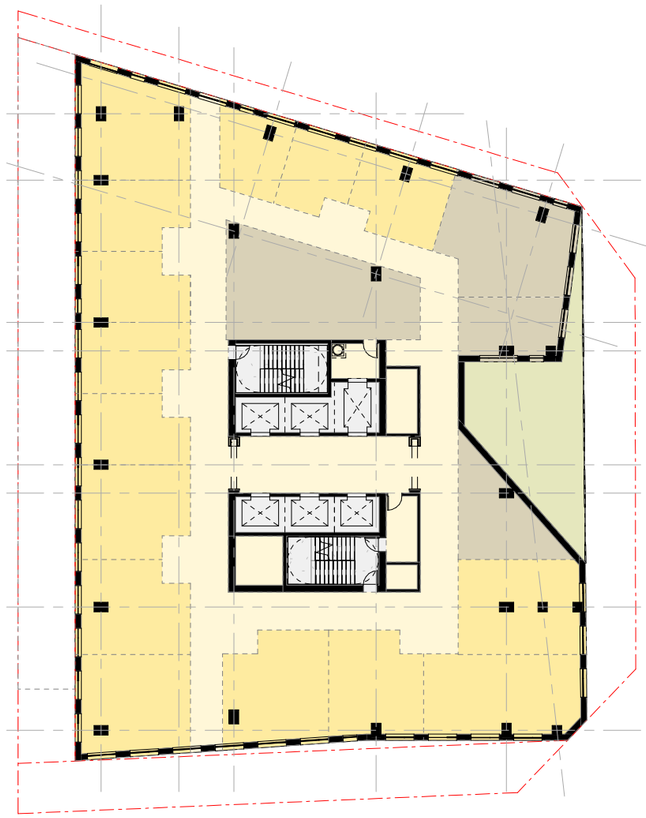
IKE LANE IMPROVEMENTS @ MONTGOMERY LANE


LOBBY ENTRY & DROP-OFF @ HAMPDEN LANE

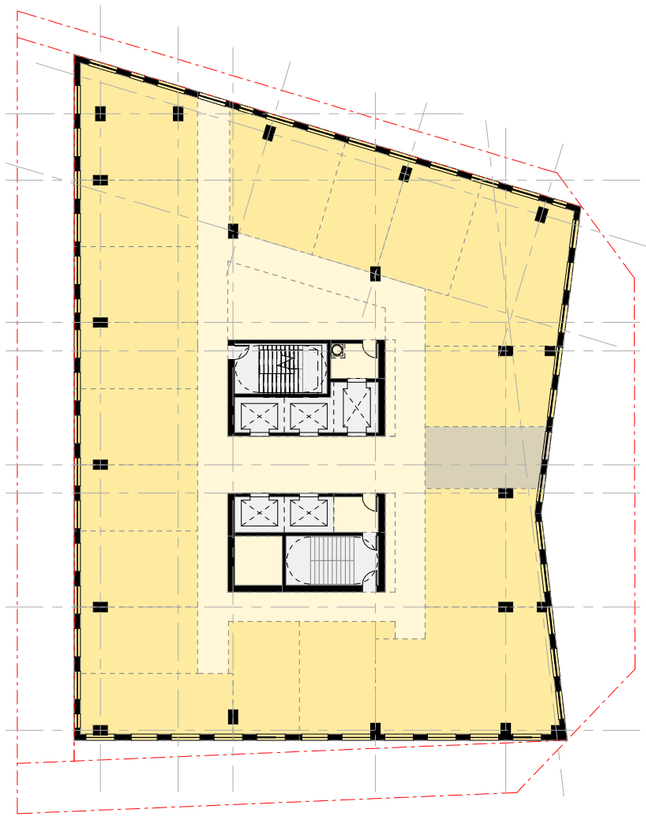



# TYPICAL TOWER LEVELS

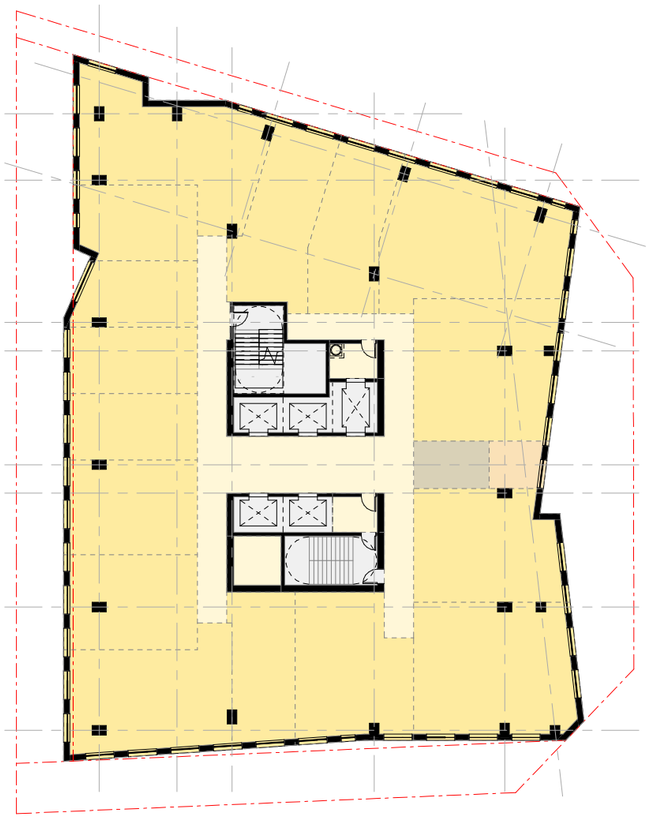
## MEMORY CARE



## ASSISTED LIVING



## INDEPENDENT LIVING



- MAJOR VERTICAL PENETRATION
- EXT AMENITY
- AMENITY
- RENTABLE
- COMMON

NTS

# ROOFTOP


PRIMARY PROGRAMMATIC SPACES:

THERAPEUTIC GARDEN
w/ benches & small gathering spaces surrounded by lush, sensorial planting
Opportunities for:
- Quiet, individual reflection or small group conversation
- Visual interest from indoor amenity space

FLEXIBLE OPEN TERRACE
w/ moveable tables & chairs and special paving
Opportunities for:
- Exercise Classes
- Activities & Games
- Large group gatherings

GREENROOF WALKWAY LOOP
w/ accessible walkway around roof perimeter through greenroof planted areas
Opportunities for:
- Longer walking loop around roof perimeter
- Small pull-off areas with bench seating located along loop for rest and overlook viewing

ADDITIONAL MATERIALS & ELEMENTS:

A FACADE EXTENSION/WIND SCREEN - creates enclosure on NE corner

B INTENSIVE GREENROOF - lush garden-like character w/ planting soil, 24” - 36” depth (1420 sf)

C EXTENSIVE GREENROOF - low meadow-like character w/ STWM compliant soil, 8” min. depth (4877 sf)

D HARDSCAPE - paved terrace and pathways around roof perimeter and through therapeutic garden

E MAINTENANCE PATH - 2’ wide path along building edge

F BIORETENTION PLANTED AREA - above first level driveway and service area overhang, w/ perennial, shrub, and grass planting adapted to bio conditions (1443 sf)

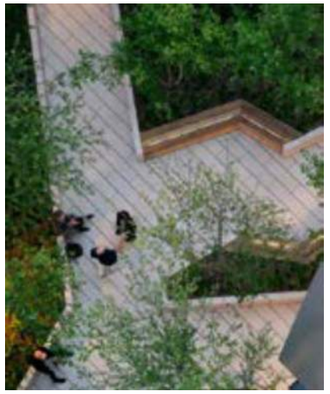
NTS

# ROOFTOP LANDSCAPE PRECEDENT IMAGES

## FLEXIBLE OPEN TERRACE



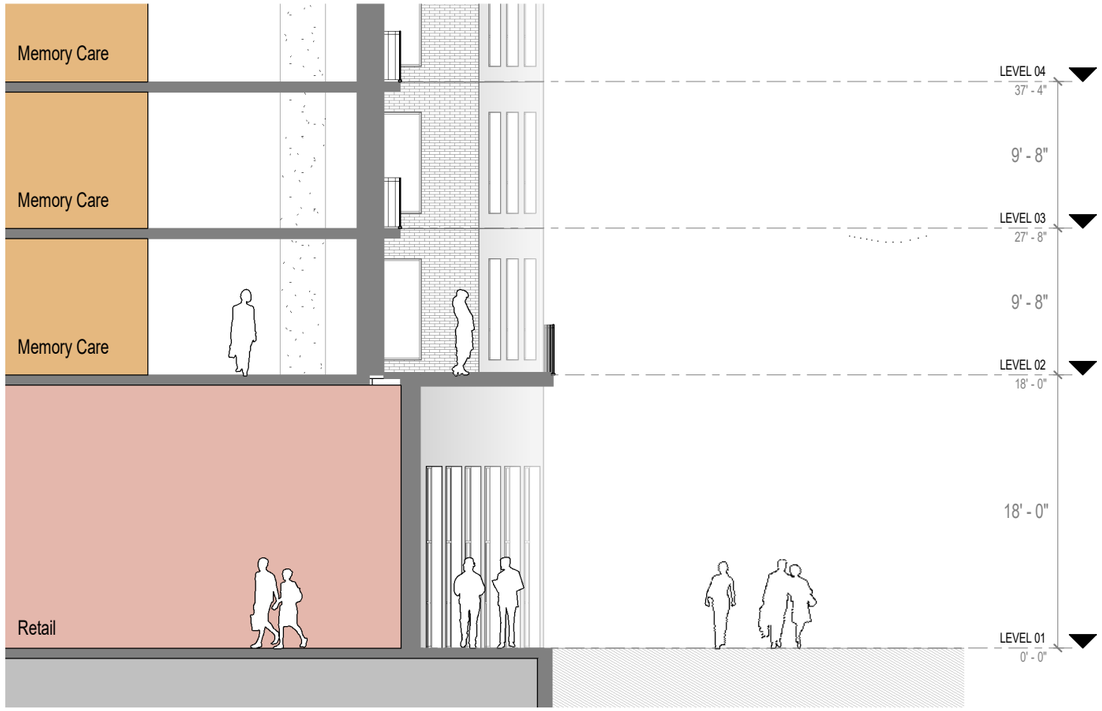

## THERAPEUTIC GARDEN


## GREENROOF WALKWAY LOOP

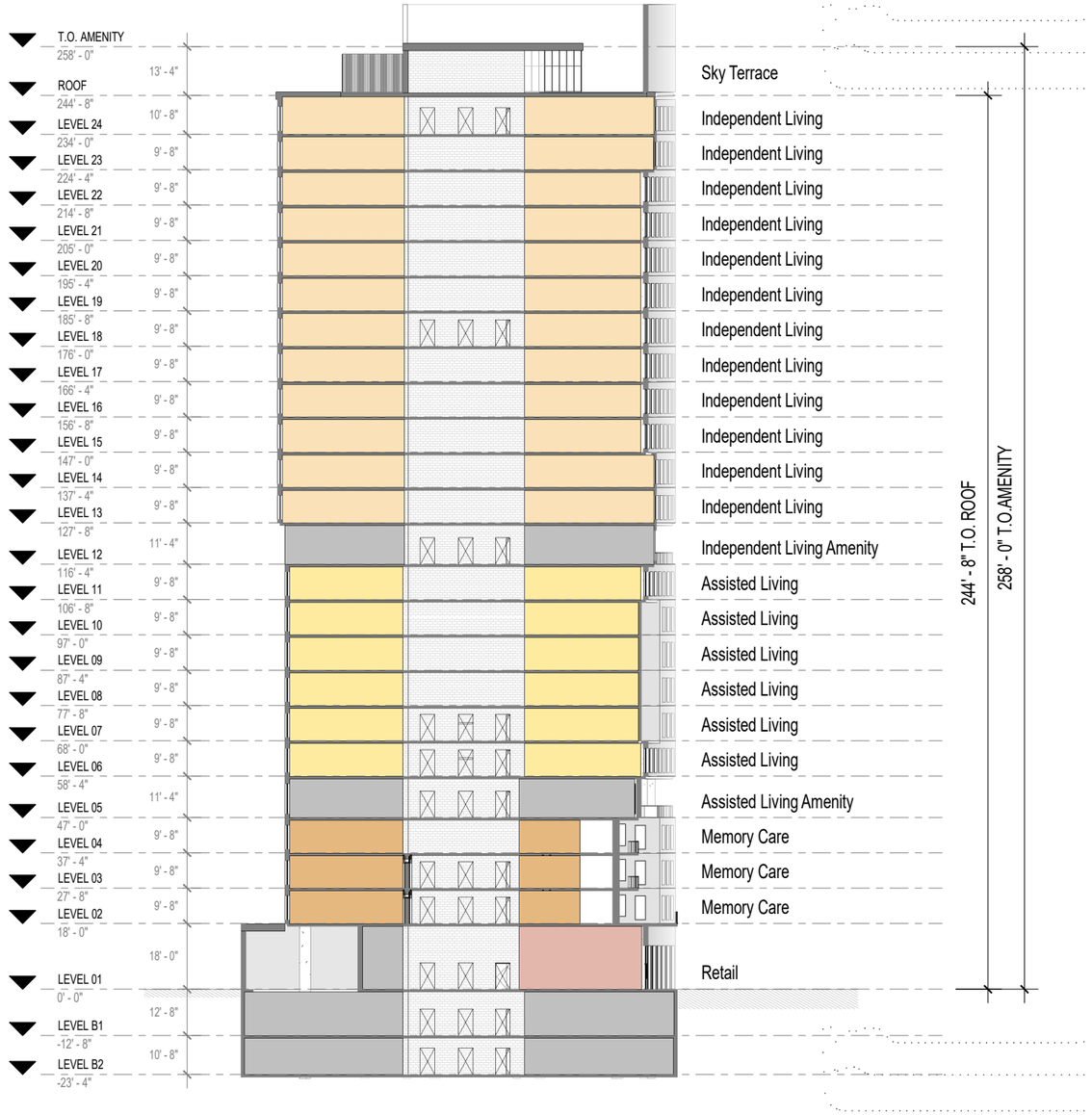



# BUILDING SECTIONS




1 STREET SECTION - TERRACES

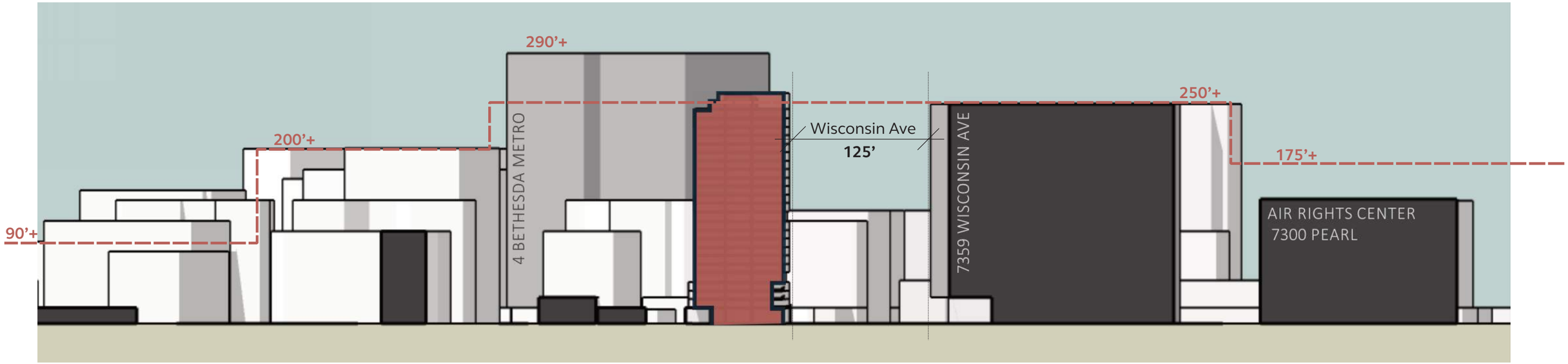
1" = 10'-0"



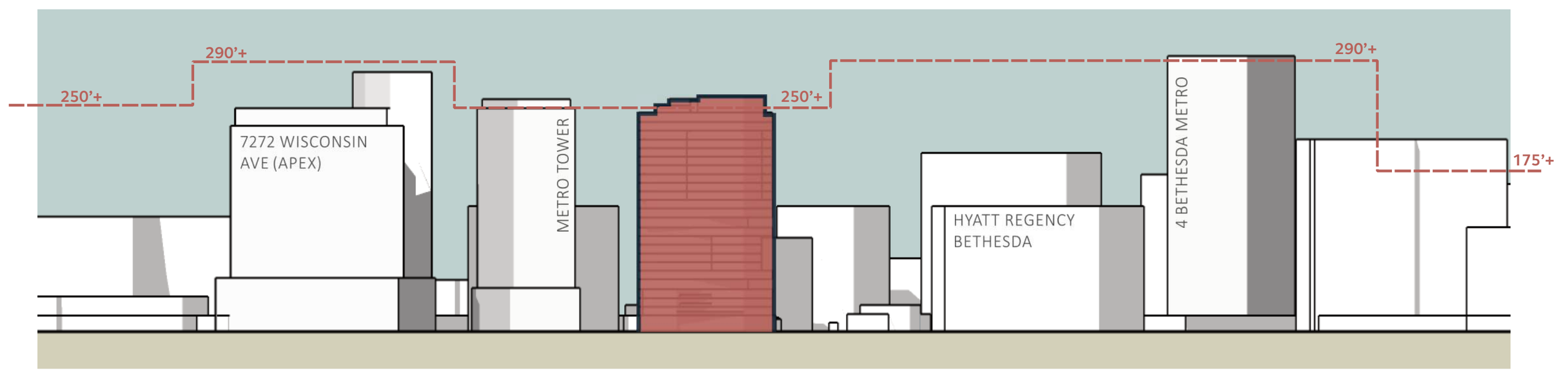

2 BUILDING SECTION - EAST/WEST

1" = 40'-0"

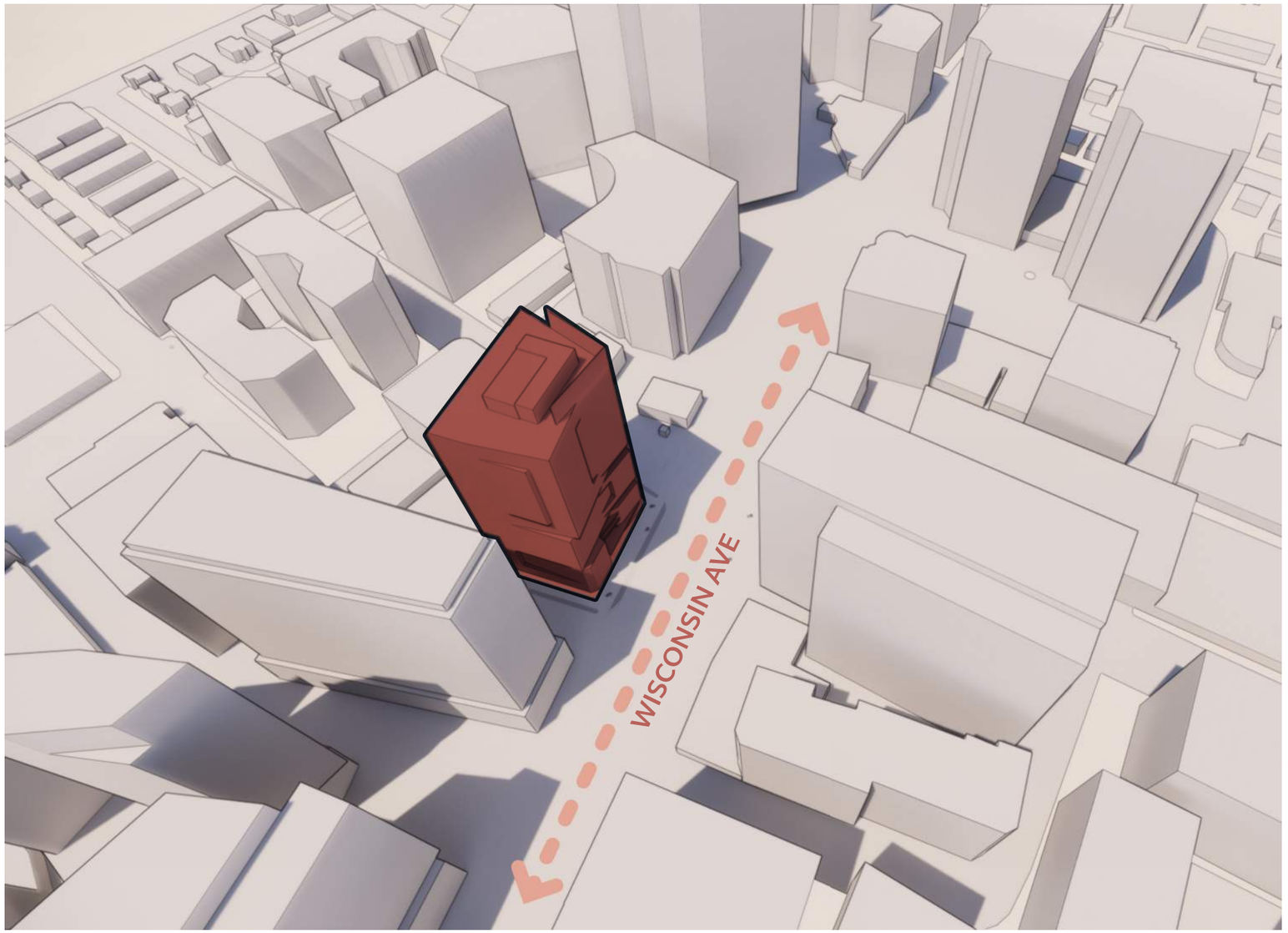
# URBAN SECTION




**WISCONSIN SECTION**




**ELEVATION ALONG WISCONSIN AVE - LOOKING WEST**




# BETHESDA SENIOR LIVING

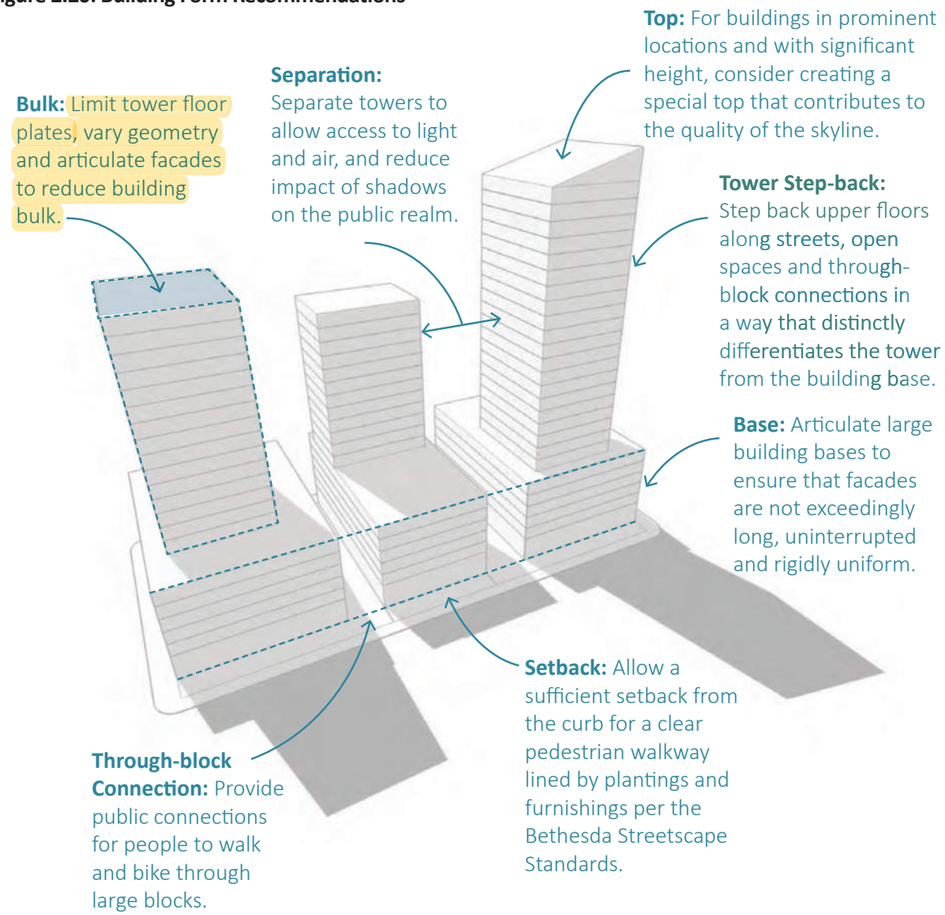
## APPENDIX

1. DESIGN GUIDELINES

# **BUILDING FORM:** DOWNTOWN SECTOR PLAN: INTENT.

## SECTOR PLAN P. 73:

**Figure 2.20: Building Form Recommendations**

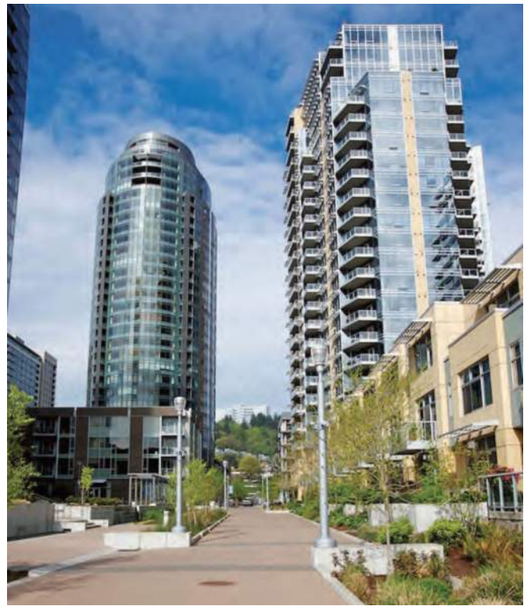



**Intent:**

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process. Design Guidelines will be developed with specific recommendations to achieve these objectives and elaborate on the general guidance and illustrative diagrams presented on this page.

Tall buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead, they should have a clearly differentiated base that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

## SECTOR PLAN P. 104:



*High-rise buildings stepped back with low-rise building base*
*Source: David Reamer*

- Improve the connections between the below-grade Metro bus area and the plaza to encourage Metro riders to use the open space and visit the retail.
- Improve the Metro bus area with lighting, art and other features to make it a more inviting area.

**2. Building Form**

*a. Goal: Design tall buildings along Wisconsin Avenue to have a human-scaled presence on the street, reduced uniformity and compatibility with edge neighborhoods.*

*Recommendations:*

- Provide building articulation such as step backs, glazing and material changes.
- Provide building separation to ensure the design allows for light and air, and reduces shadows cast onto public spaces.

*b. Goal: Provide visual interest along the corridor by highlighting significant points with increased height.*

*Recommendations:*

- Provide increased height at the transit gateways to the Metrorail and Purple Line stations.
- Mark the Veteran's Park Civic Green as a major civic gathering space through signature buildings at this location.

*c. Goal: Incentivize the provision of green space and affordable housing through increased height along Wisconsin Avenue.*

*Recommendations:*

- Allow a maximum height of up to 225 feet at the northwest corner of Wisconsin Avenue and Norfolk Avenue on Map #65 and #66.
- Allow a maximum height of up to 290 feet at the southwest corner of Wisconsin Avenue and Fairmont Avenue on Map #63 and #64 if 25 percent MPDUs are provided. If the affordable housing is not provided, limit building height to 225 feet.

**BUILDING FORM GUIDELINES** OUTLINED IN THE SECTOR PLAN ARE HIGHLIGHTED IN THE PRECEDING PAGE.
**NO DIMENSIONS** WERE SPECIFICALLY RECOMMENDED IN THE SECTOR PLAN.

DESIGN GUIDELINES P.5:

## Guidelines Flexibility

The Planning Board may approve alternative design approaches that better meet the intent of the design guidelines. This review flexibility will allow room for truly exceptional and unexpected creative solutions to improve the downtown.

Certain guidelines provide a range of recommended dimensions to appropriately meet the intent. These ranges are not rigid requirements but instead provide more predictability for applicants as to what will be expected during development review, and provide staff and the Planning Board with a framework to guide the review process. Unless dimensions are specifically recommended in the Sector Plan, guidelines that include dimensions also outline opportunities for alternative design solutions to meet the intent of the guidelines. These alternatives address constrained sites and buildings of moderate height.

Meeting the recommended dimensions in the guidelines does not ensure approval. Design proposals and alternative solutions will be evaluated during the development review process based on the surrounding context, site conditions, and how the project meets the Sector Plan goals and Design Guidelines intent.

DESIGN GUIDELINES P.10:

## 2.1.1 Street Types Overview

Buildings are the vertical faces of streets and, together with well-designed sidewalks, are crucial to creating an inviting environment for pedestrians to walk, gather, shop and experience downtown neighborhoods. As Bethesda grows with infill development at greater heights and densities, streetscape guidelines will ensure a strong pedestrian character with sufficient sidewalk widths.

The roadway classifications identified in the Bethesda Downtown Sector Plan *Figure 2.08 Roadway Classification* follow the Montgomery County Code functional classifications defined in *Chapter 49 Article 3 Road Design and Construction Code*. These classifications provide a general framework for the design of roadways for the safety and convenience of all users, identifying design standards for elements, such as lane widths and curb radii.

The county functional classifications generally reflect the surrounding context, but the street types defined in the Bethesda Design Guidelines provide a finer-grained designation of streetscape character based on existing conditions and the Sector Plan vision for the pedestrian realm, building frontages and adjacent land uses. This document updates the street types hierarchy designated in the 1994 *Bethesda Sector Plan Chapter 6 Streetscape Plan*, creating types that better align with the proposed public space network and urban form goals in the Bethesda Downtown Sector Plan. The street types are also expanded to all streets within and along the Sector Plan boundaries.

These street type guidelines should be used in conjunction with the roadway functional classifications to guide future development review and streetscape improvements emphasizing sidewalk zones, building placement and building form. Additional building form guidelines are outlined in *Section 2.4 Building Form*. Also see p.4 and 5 for guidance on guidelines flexibility for streetscape design, building placement and building form.

*Note: Developments that front multiple street types on a corner or through-block site should follow the guidelines for each street frontage and provide transitions in the design to mediate between different street types.*

DESIGN GUIDELINES P.66:

### Top

Top guidelines apply to buildings in prominent locations and with significant height. See the section below for top guidelines:

- **2.4.9 Tower Top**

### Tower

Tower guidelines apply to the portion of buildings taller than the base height designated in *Section 2.1 Street Types*. See the sections below for tower guidelines:

- **2.4.6 Separation Distance**
- **2.4.7 Step-Back**
- **2.4.8 Methods to Reduce Bulk**

### Base

Base guidelines apply to all building types. See the sections below for base guidelines:

- **2.4.2 Building Placement**
- **2.4.3 Street Activation**
- **2.4.4 Variation and Articulation**

# WISCONSIN AVENUE:

## DESIGN GUIDELINES P.14:

### 2.1.2 Urban Boulevard

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

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

**Table 2.01: Urban Boulevard**

**Sidewalk Zones**

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

**Building Placement**

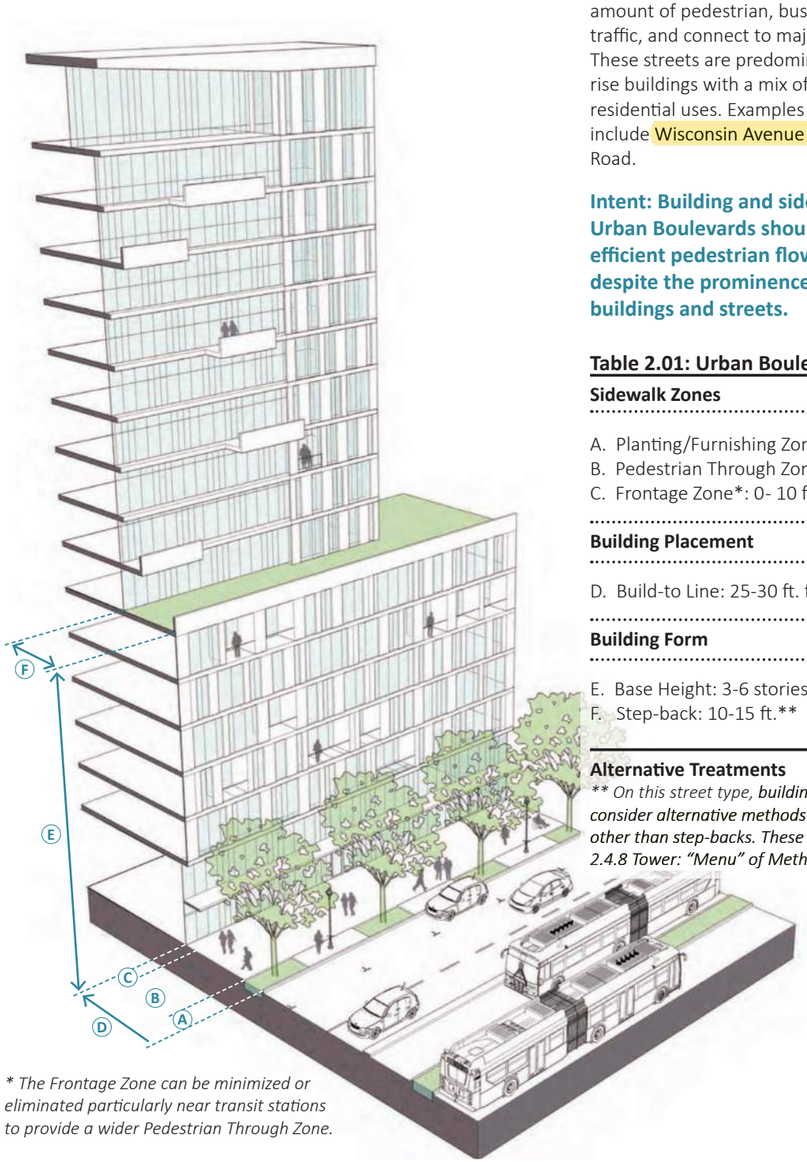
D. Build-to Line: 25-30 ft. from street curb

**Building Form**

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

**Alternative Treatments**

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




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

# HAMPDEN AND MONTGOMERY LANES:

## DESIGN GUIDELINES P.16:

### 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**

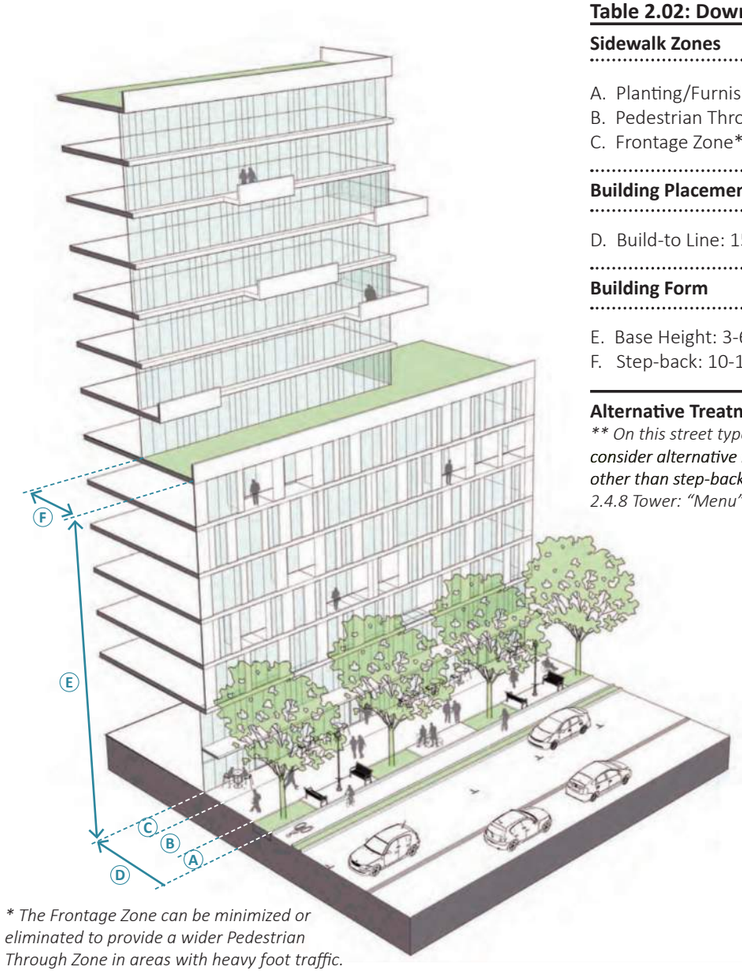
D. Build-to Line: 15- 20 ft. from street curb

**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.*

# TOWER SEPARATION:
## DESIGN GUIDELINES P.74:

### 2.4.6 Tower: Separation Distance

**Intent: To allow access to light and air, limit the impact of shadows on the public realm and reduce the extent of large blank walls as new buildings develop at or near the property line.**

**Guidelines:**

A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).

B. Provide a continuous building base along the lower floors.

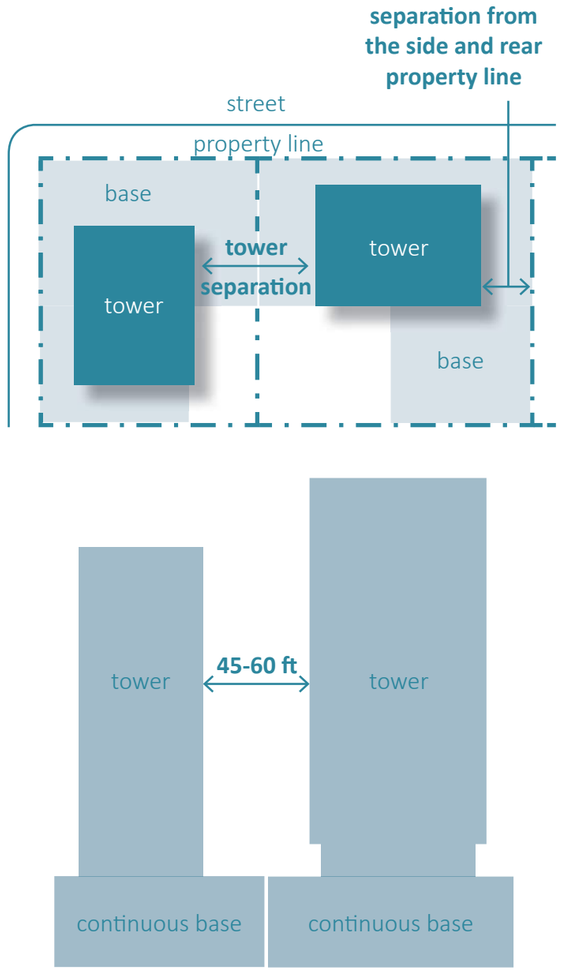
C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

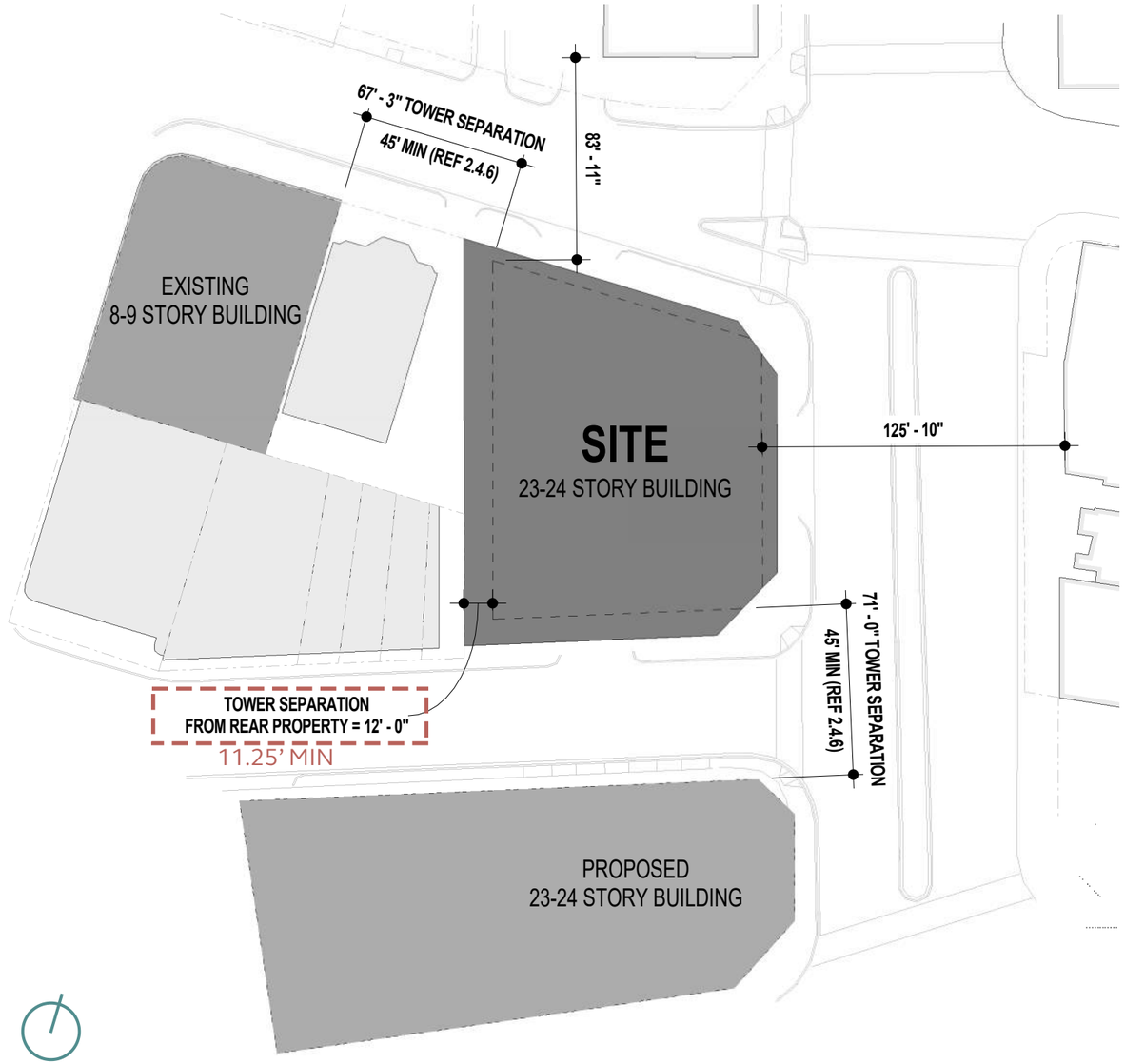
**Alternative Treatments:**

Buildings below 120 feet or with limited property size/width/depth may reduce tower separation or consider party walls. If party walls are necessary, mitigate their visual impact with elements such as public art, lighting, texture and/or patterning that provide visual interest and are appropriate to the context and architecture of the building.

Where existing neighboring building towers are built to or close to the property line, new development should aim to achieve the total tower separation where possible. However, at a minimum, the new building tower levels should provide the separation distance indicated in *Guideline 2.4.6 A* from the side and rear property lines, except where building to the lot line could better address an existing blank wall condition.

Varied geometry in a building's upper floors, and facade modulation between buildings can also be used as methods to increase the perception of tower separation and allow access to light and air.




## GUIDELINES APPLICATION TO SITE

# TOWER STEP-BACK:
## DESIGN GUIDELINES P.75:

### 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.

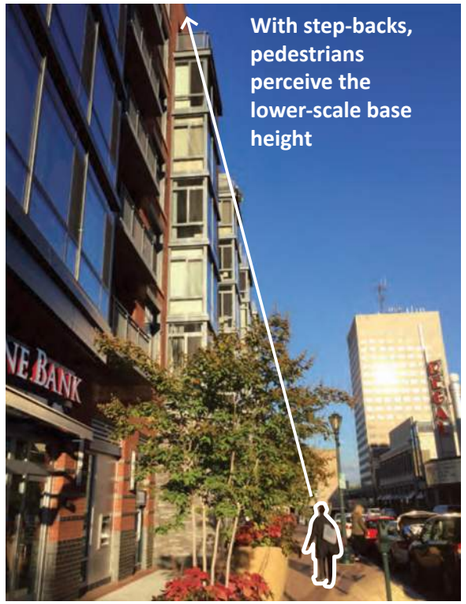
B. Encourage undulating, curved or angled tower step-backs if the average step-back meets the guidelines for the street type. This expressive geometry can increase visual interest on prominent sites near major open spaces and corners.

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.


# SECTION 2.4.2: BASE: BUILDING PLACEMENT:
## DESIGN GUIDELINES P.69:

### 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:**

A. Place the facade of the building base along the recommended build-to-line to create a continuous street edge.

B. 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.

C. 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.

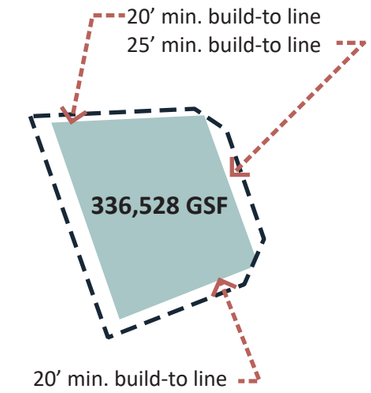
D. Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.

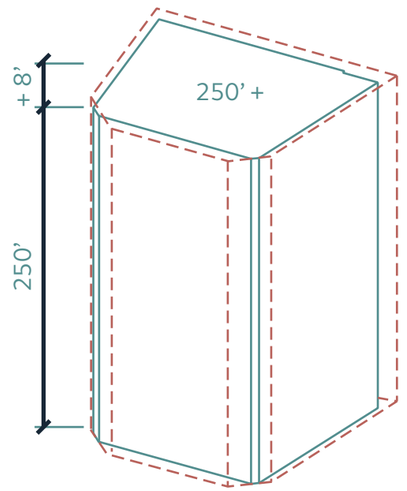
**MAX BUILDING HEIGHT = 250 FT + 8 FT (FOR AMENITY ROOF STRUCTURES).**

IN THE CRT, CR, EMPLOYMENT, AND INDUSTRIAL ZONES, **THE FOLLOWING MAY EXCEED THE ESTABLISHED HEIGHT LIMIT BY UP TO 8 FEET**, EXCEPT WHEN LOCATED WITHIN AN AIRPORT APPROACH AREA:

1. ROOFTOP DECK, PATIO, SHADE STRUCTURE;
2. ROOFTOP GARDEN, LANDSCAPING;
3. PARAPET WALL;
4. ROOFTOP RAINWATER COLLECTION OR HARVESTING SYSTEM; AND
5. ROOFTOP RENEWABLE ENERGY SYSTEM, SUCH AS A SOLAR PANEL OR WIND TURBINE.

(REF. 59.4.1.7.C. HEIGHT, MONTGOMERY COUNTY, DPS)




SEE SECTION 2.4.8 FOR OTHER SELECTED METHODS TO REDUCE BULK

**SITE:** SETBACKS

## 2.4.8 Tower: "Menu" of Methods to Reduce Bulk

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

### A. Limit Tower Floor Plate

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

### B. Use Unique Geometry

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

### C. Vary Tower Heights

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

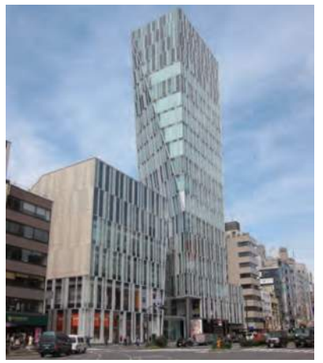
**APPLIED TO PROPOSED BUILDING FORM**

**VARIED HEIGHTS, ONE TOWER.**

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

### D. Modulate and Articulate Facades

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

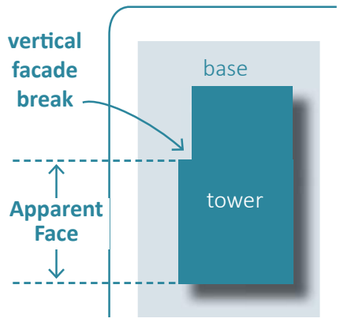


### E. Vary Tower Placement and Orientation

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

### F. Limit Apparent Face

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




# Bethesda Downtown Design Advisory Panel

**FROM:** Matthew Folden
*Area 1 Regulatory Team*

**PROJECT:** 7340 Wisconsin Avenue
Application Number TBD

**DATE:** Wednesday, September 25, 2019; 10:30 AM

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*The 7340 Wisconsin Avenue project was reviewed by the Bethesda Downtown Design Advisory Panel on Wednesday, September 25, 2019. The following meeting notes summarize the Panel's discussion, and recommendations regarding design excellence and the exceptional design public benefits points. The Panel's recommendations should be incorporated into the Staff Report and strongly considered by Staff prior to the certification of the Site Plan. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.*

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**Attendance:**

Karl Du Puy (Panelist)
George Dove (Panelist)
Damon Orobona (Panelist)

Qiaojue Yu (Panelist)
Paul Mortensen (Panelist, Senior Urban Designer in the Director's Office)

Robert Kronenberg (Deputy Director)
Elza Hisel-McCoy (Area 1 Division Chief)
Stephanie Dickel (Area 1 Regulatory Supervisor)
Matthew Folden (Area 1 Regulatory Reviewer)

Bob Harris, Lerch, Early & Brewer (Applicant)
Scott Strusinew Lamb Properties, LLC (Applicant)
Joel Sherman, South Bay Partners (Applicant)
James Hamilton, CRTKL (Applicant)
Tom Brink, CRTKL (Applicant)
Sylke Knuppel, VIKA (Applicant)

Amanda Farber

Naomi Spinrad
Gary Modjeska
Jim Troy

Project Name: Bethesda Senior Living (formerly 7340 Wisconsin Avenue); Presenting DAP application, dated 9.11.19, for an anticipated Sketch Plan Application. The current approval is valid through 2023.

- 

**Discussion Points:**

- Massing:
  - Relatively narrow block with three street frontages lends itself to a more iconic massing than strict adherence to design guidelines would yield.
    - Need a diagram showing how the building massing compares with strict adherence to guidelines.
    - The Panel generally supports the horizontal zoning of the massing, but the team should explore methods to introduce more vertical continuity.
    - Planning staff suggested that further development of the skin materials and openings should respect the overall massing diagram, which breaks down the bulk of the building in an iconic and interesting fashion.

  - **Applicant response**:
    - The building form is dictated by the use and broken down by typology of care within the building as follows: higher floors house independent senior units while lower floors house assisted living and memory care residents who need to be closer to exits during emergencies.
    - The Applicant believes that the Project has responded to the Design Guidelines by meeting the additional setback recommendations for buildings that do not include a tower step-back, based on the massing approach on an "important" corner, and by responding to adjacent buildings through the use of horizontal and vertical breaks in the façade.
    - The Applicant will explore these issues further as the design develops.

- *Access:*
    - The Panel expressed concern about passenger drop-off on Wisconsin Avenue due to the negative impacts that type of operation would have on traffic.

    - **Applicant response**:
        - MD SHA would not permit a drop-off/ loading zone on Wisconsin Avenue and one is not being requested as part of the application.
        - The Lobby/ drop-off design on Hampden Lane is intended to pull the drop-off zone off of Wisconsin Avenue.

- Streetscape/ Ground Floor:

    - The Panel had some concern about having the lobby, rather than retail, on the prominent southwestern corner.
    - **Applicant response:**
        - Applicant feels that the lobby location and design helps blend the residents into the community.
        - Applicant wants the lobby to be in an oasis of green; panel is supportive of the landscape concept.

**Panel Recommendations:**

The following recommendations should be incorporated into the Staff Report.

- The applicant should submit diagrams showing what strict conformance to the design guidelines would look like and how the proposal differs from strict conformance with the Sketch Plan submittal.
- Panel supports the "rotational" expression of the façade, but cautions not to "over do it." Continue to emphasize the northeast corner
- Panel is supportive of the landscape/ streetscape concept., including the open space along Wisconsin.
- Panel supports rooftop amenity, which will contribute to the building as viewed from a distance.
- Vertical treatment of the tower could be emphasized to improve visual continuity
- Panel supports the use in this location.

1. Public Benefit Points: The project is on track to achieve at least the minimum 10 Exceptional Design points required in the Bethesda Overlay Zone.
2. Straw vote: 0 in support, 5 in support but with conditions, 0 do not support

# Bethesda Downtown Design Advisory Panel
Submission Form

## PROJECT INFORMATION

| | |
|---|---|
| Project Name | 7340 Wisconsin Avenue |
| File Number(s) | TBD |
| Project Address | 7340 Wisconsin Avenue, Bethesda |

Plan Type  Concept Plan ☐  Sketch Plan ■  Site Plan ☐

## APPLICANT TEAM

| | Name | Phone | Email |
|---|---|---|---|
| Primary Contact | Joel Sherman / South Bay Partners | 214-370-2638 | jsherman@southbayltd.com |
| Architect | James Hamilton / CallisonRTKL | | |
| Landscape Architect | Lyn Wenzel / LAB | | |

## PROJECT DESCRIPTION

| | Zone | Proposed Height | Proposed Density (SF and FAR) |
|---|---|---|---|
| Project Data | CR-5.0, C-5.0, R-4.75, H-250 | 250 Feet | 315,000 SF / 16.9 FAR |
| Proposed Land Uses | Up to 345 multi-family and senior housing units and up to 5,000 square feet of retail uses. | | |

**Brief Project Description and Design Concept** *(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)*

☑ Check if requesting additional density through the Bethesda Overlay Zone (BOZ)
If yes, indicate the amount of density (SF and FAR): 315,000 SF / 16.9 FAR

South Bay Partners (the "Applicant") is the contract purchaser and developer of the property located at 7340 Wisconsin Avenue (the "Property"), located at the southwest corner of the intersection of Montgomery Lane and Wisconsin Avenue. The Property is located in the Metro Core of the Wisconsin Avenue Corridor district, with immediate proximity to Bethesda Metro Center, the Purple Line Station and Bethesda Gateway. The property is currently occupied by a vacant one-story brick building that has 1,775 square feet of area and a surface parking lot. Vehicular access to the Property is provided on all three adjoining streets: Montgomery Lane, Wisconsin Avenue and Hampden Lane.

On the same block and immediately to the west of the Property is 4720 Montgomery Lane, an 11-story class A office building. Planned to the south of the Property is Metro Tower, a 250 foot tall residential tower with approximately 400,000 gross floor area, and 7272 Wisconsin Avenue, a mixed-use development with an office tower and two residential towers that are up to 290 feet tall. To the north of the Property is 4 Bethesda Metro Center, a development with a hotel tower, an office tower and one planned tower that has been rezoned to be up to 290 feet tall. Across Wisconsin Avenue from the Property is 7359 Wisconsin Avenue. It's planned to be a 250 foot tall mixed-use tower with offices and a hotel. To the south of that is an existing 12-story Residence Inn hotel.

The Applicant is proposing to redevelop the Property with a mixed-use development that includes up to 340 senior housing units and up to 5,000 square feet of retail uses (the "Project") that activate the street level along Wisconsin Avenue per Bethesda Downtown Plan Design Guidelines. The Project will have two to four stories of services and below-grade parking with approximately 45 parking spaces to accommodate residential, FTE and retail parking requirements. Vehicular access to the residential lobby drop-off, parking, and loading/service access is proposed via the widened existing curb-cut off Hampden Lane. The existing curb-cut off Wisconsin Avenue will be filled in, reducing the amount of interruptions to the pedestrian flow and vehicular traffic along the "Urban Boulevard," and provide space for outdoor seating that enhances the pedestrian experience.

| | |
|---|---|
| Exceptional Design Public Benefit Points Requested and Brief Justification | The Project responds to the Property's prominent location in the center of Bethesda, and will contribute to the strength of Bethesda as a vibrant, mixed-use, transit-oriented district. The architectural design addresses the planning goals embodied in the Bethesda Downtown Plan and Design Guidelines, while simultaneously accommodating the constraints of a small site and delivering an exceptional building that will serve to highlight this prominent location. The architectural design of the Project will both enhance the pedestrian environment and emphasize the urban nature of the Project.<br>The building's design incorporates a series of pivots, breaks and shifts that respond to the surrounding context and interior program, while also serving to break down the perceived mass of the building. In response to the urban grid shifting at the corner of Montgomery Lane and Wisconsin Avenue, the site presents a unique opportunity to respond to its angular geometry with an exceptional building form. Leveraging the distinctive angle at this prominent corner, the building mass pivots at this point into itself. This façade break continues vertically along the tower height to provide slender building mass proportions along Wisconsin Avenue and reduce its perceived mass.<br>The building mass continues to shift by distinctly expressing the interior residential programs by pivoting and breaking at corresponding levels to the care and function of the interior program. This adds visual interest by allowing the building to be viewed dynamically from different vantage points, resulting in the creation of multiple outdoor spaces for potential landscaping opportunities. Finally, the building design peaks at the corner of Montgomery Lane and Wisconsin Avenue, which produces an iconic building top that will contribute to the Metro Core skyline. The enhanced height at this point will further reinforce the prominence of this location and will support rooftop amenity spaces serving the residents. Thereby, linking form and function.<br>The primary building material is currently envisioned to be masonry and/or terra cotta. Various patterns, textures and/or colors will be incorporated to further enhance the unique geometry of the building and complement the surrounding neighborhood.<br>The building design will incorporate façade treatments and architectural elements that will provide an appropriate human-scale at the pedestrian level. As discussed above, the ground floor will incorporate active commercial and residential amenity uses, as well as a public open space that will compliment the street-level experience along with those at existing and proposed on adjacent properties. At the pedestrian level, the façades are currently intended to incorporate a significant amount of glass, in order to provide ample transparency, activating the ground floor uses and engaging the public street experience.<br>Furthermore, the proposed design consolidates parking and service entry points by eliminating the existing curb cut along Wisconsin Avenue. The existing access on Hampden Lane will be enlarged and used to accommodate on-site loading and parking to promote the creation of a retail corridor, as envisioned by the Bethesda Downtown Plan, along Wisconsin Avenue. |

## DESIGN ADVISORY PANEL SUBMISSION PROCESS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.

2. A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.

3. Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan: physical model or 3D massing model that can be viewed from different perspectives in real time at the panel meeting, property location (aerial photo or line drawing), illustrative site plan, typical floor plans, sections, elevations, perspective views, precedent images and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. **Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.**