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 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 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

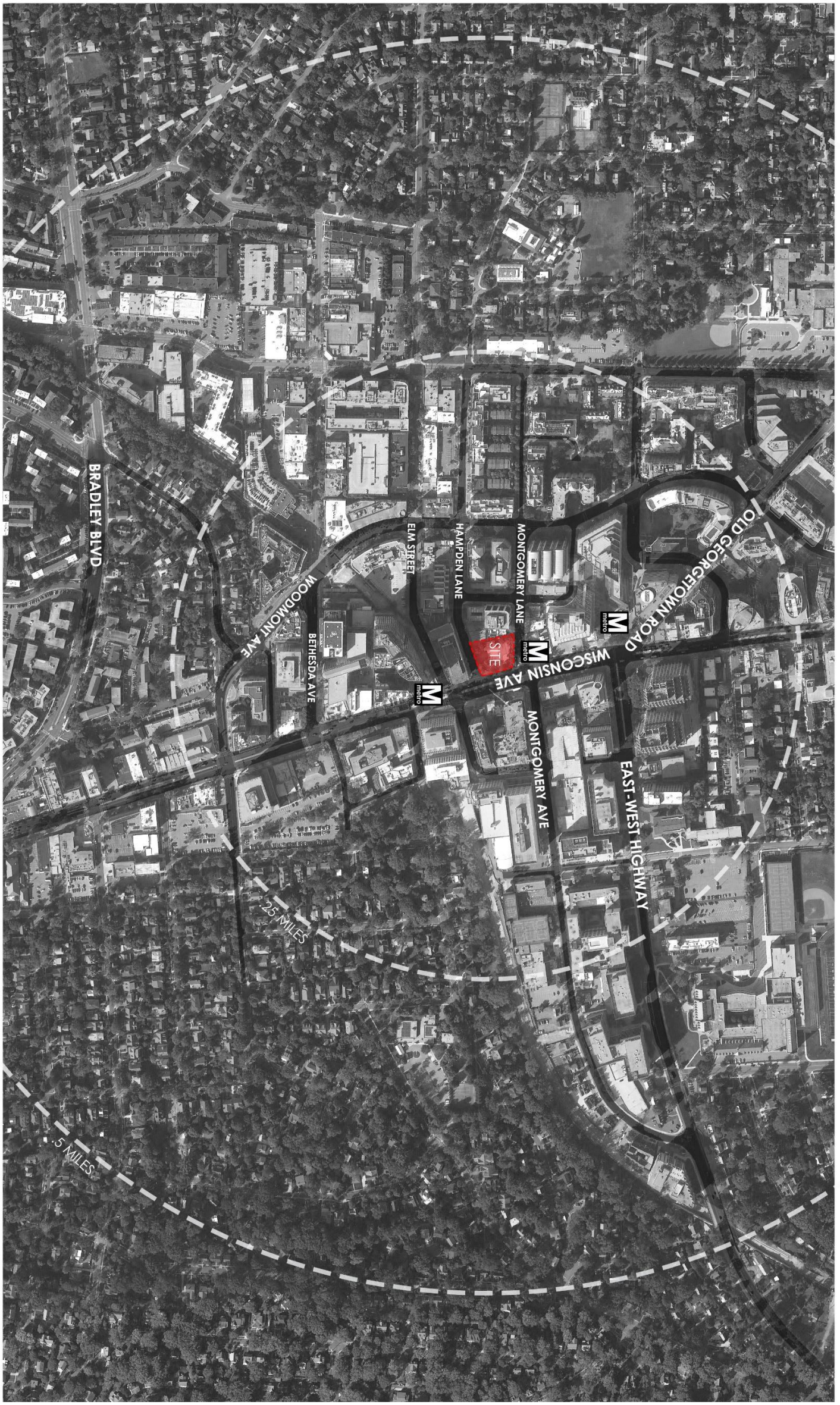
Plan has tower extensions (into the step-back zone) primarily on Montgomery and Hampden. The goal was to enhance the maximum setback to 12 feet at the mid-points of the three main frontages while shifting the mass, on an angle, towards the four tower corners. The goal of this "pin-wheel" plan is to create 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

Illustrative – for conceptual purposes only



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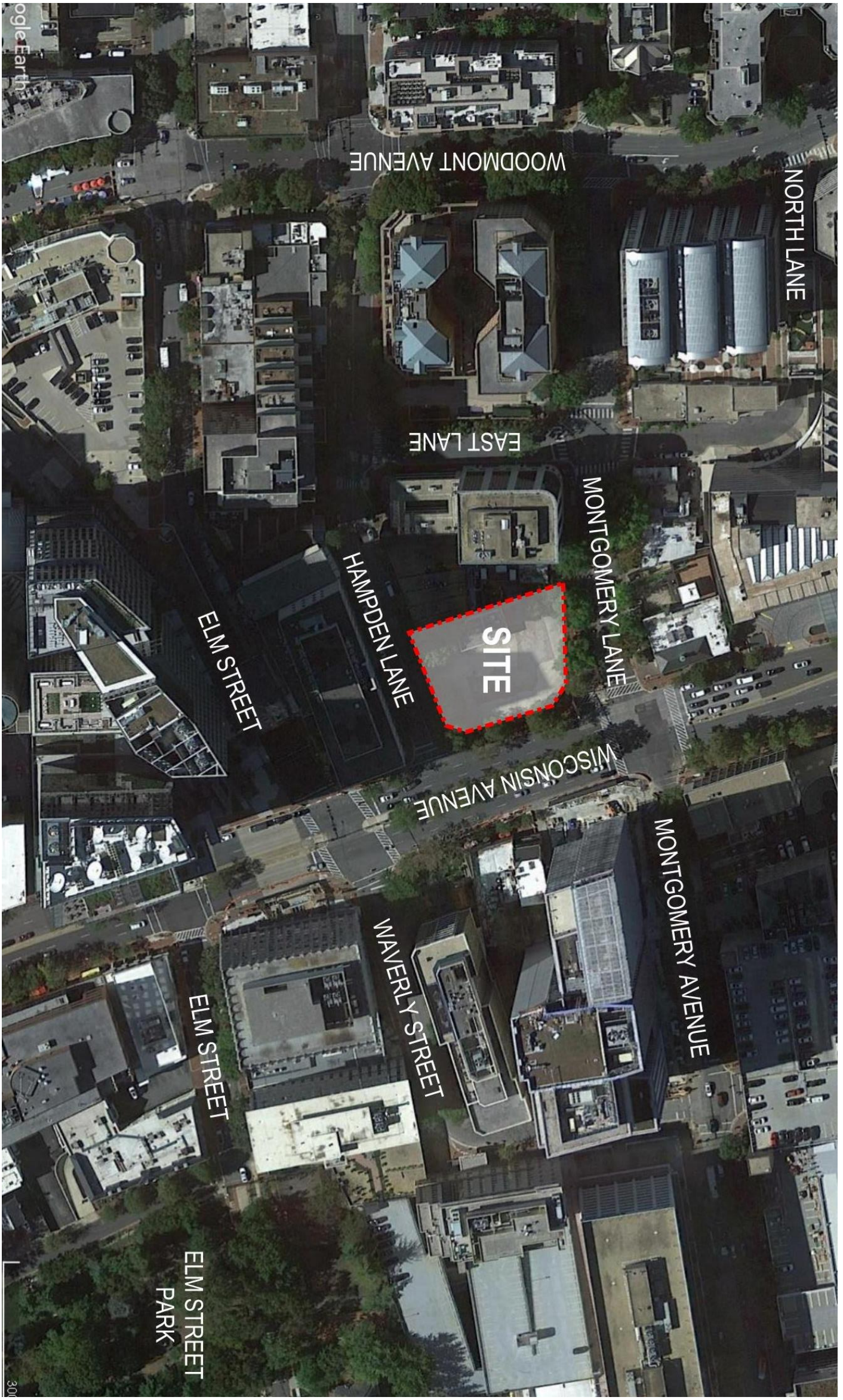

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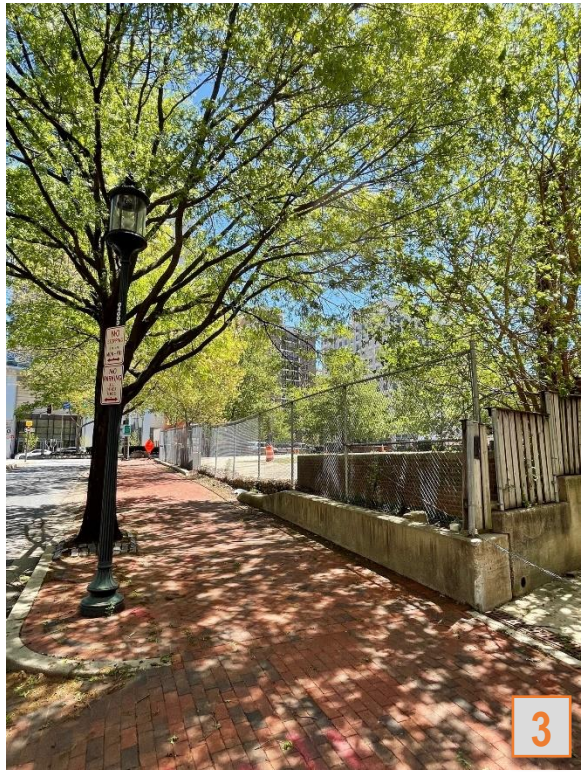
DESIGN GUIDELINES P. 88 | 89:

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



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massing approved sketch plan by South Bay and CRTKL

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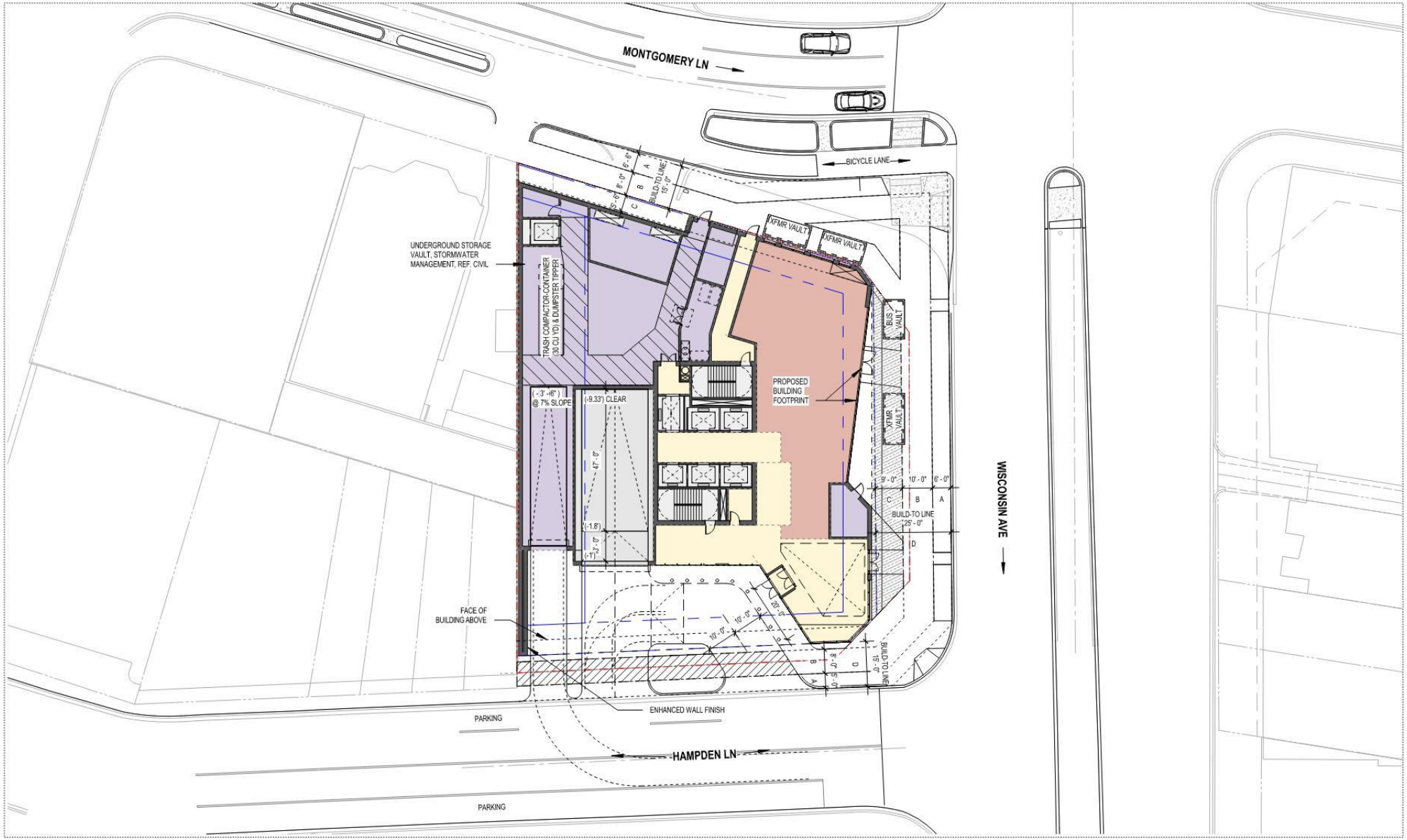

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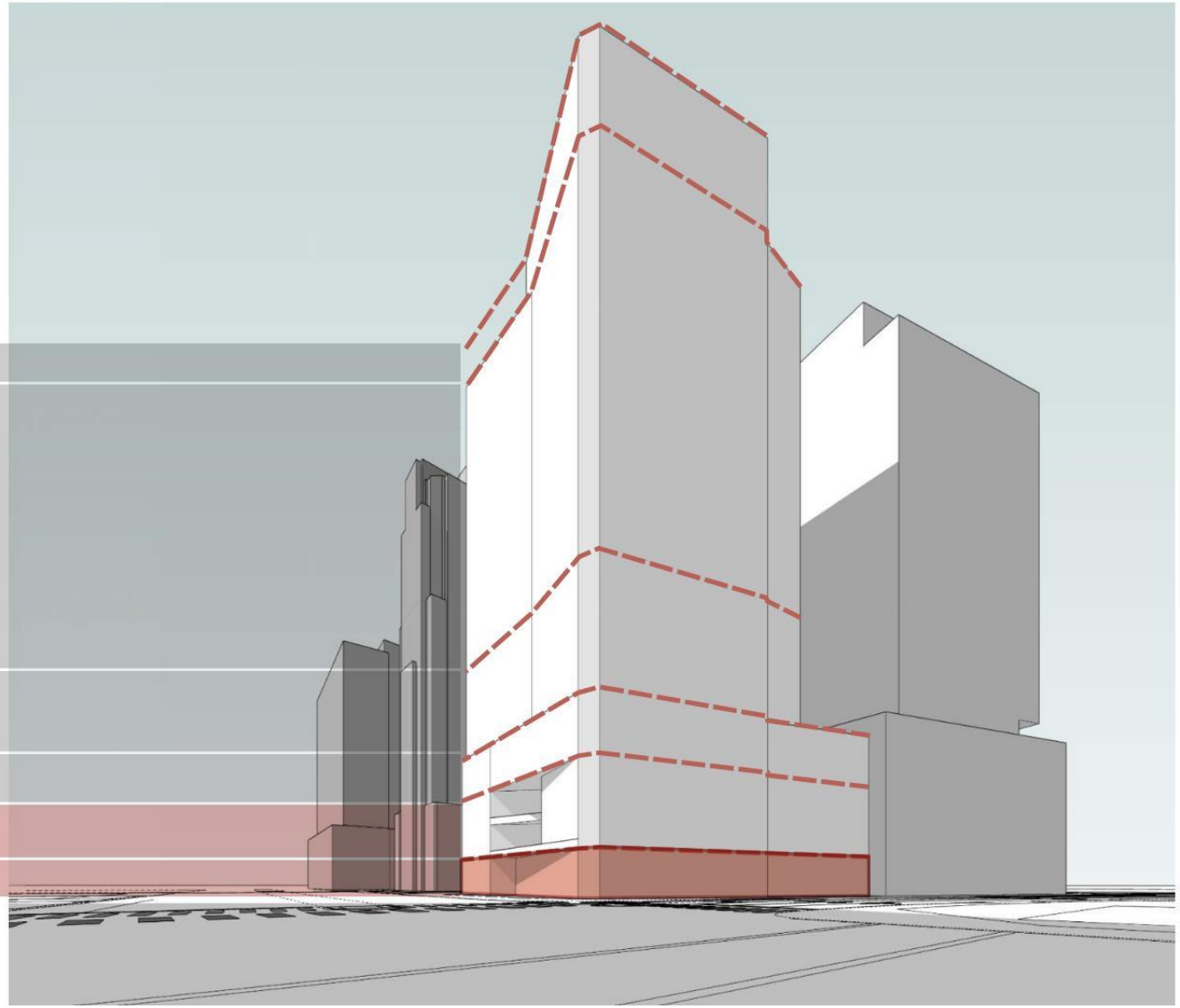

BUILDING SUMMARY:

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

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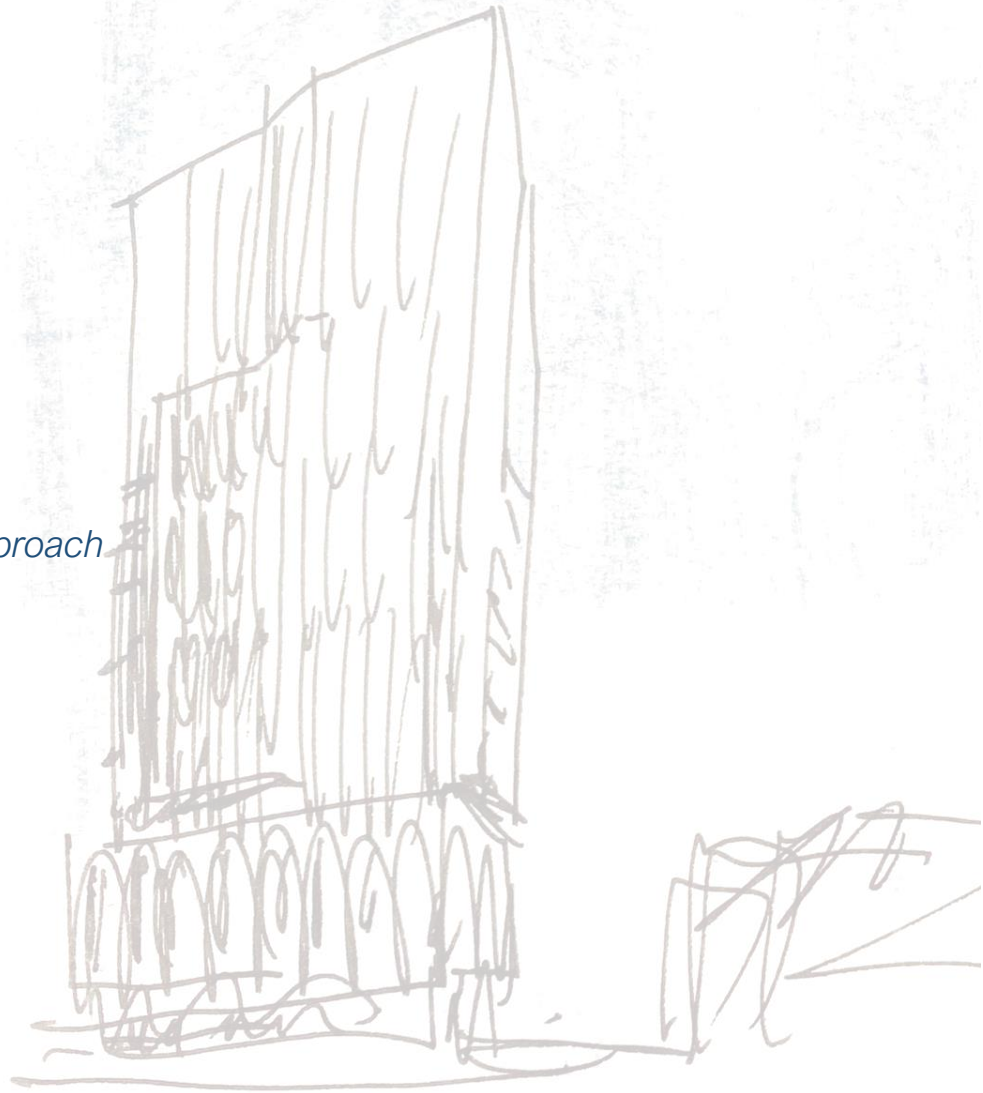
GREYSTAR™

new approach



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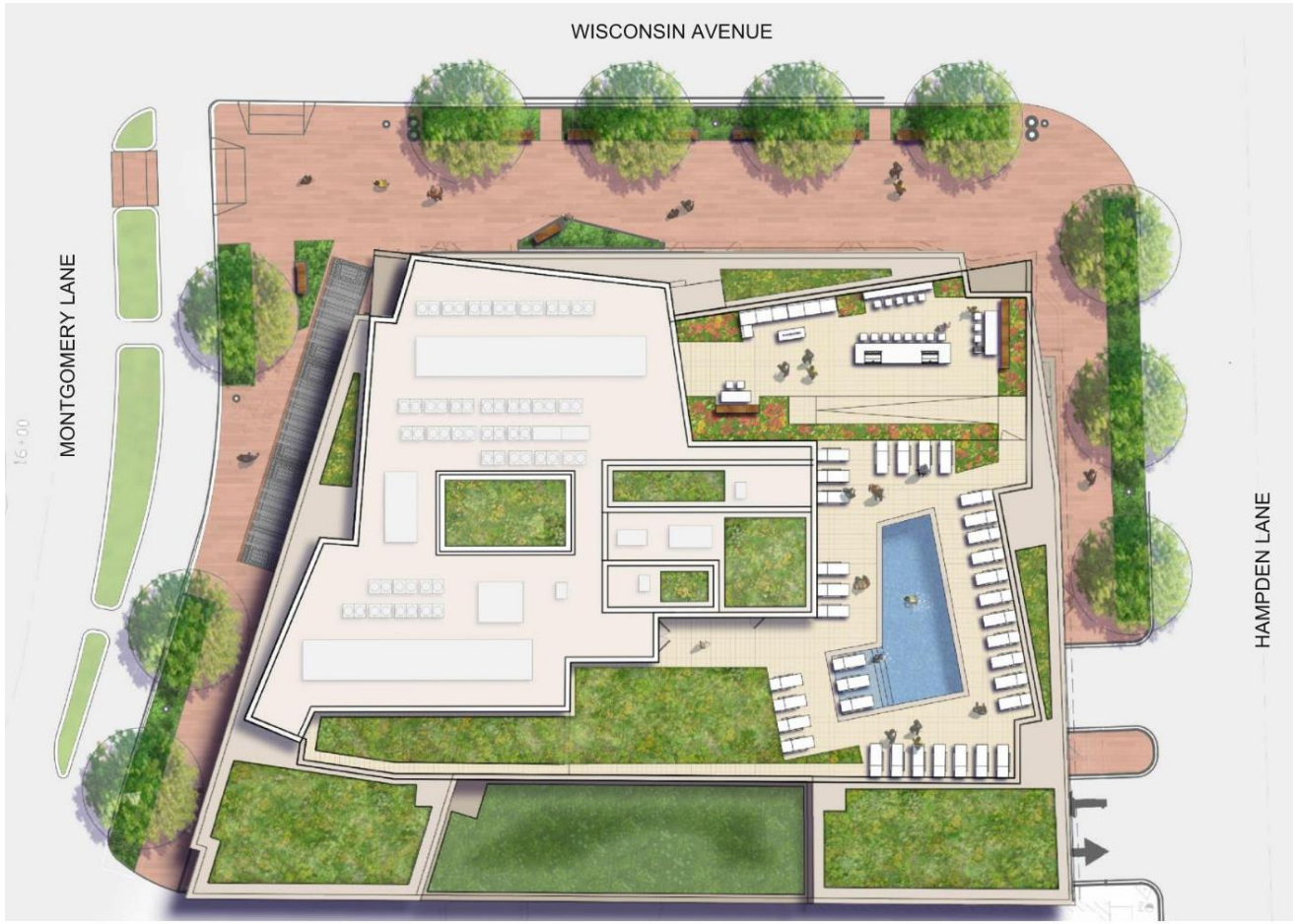

LandDesign

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.*

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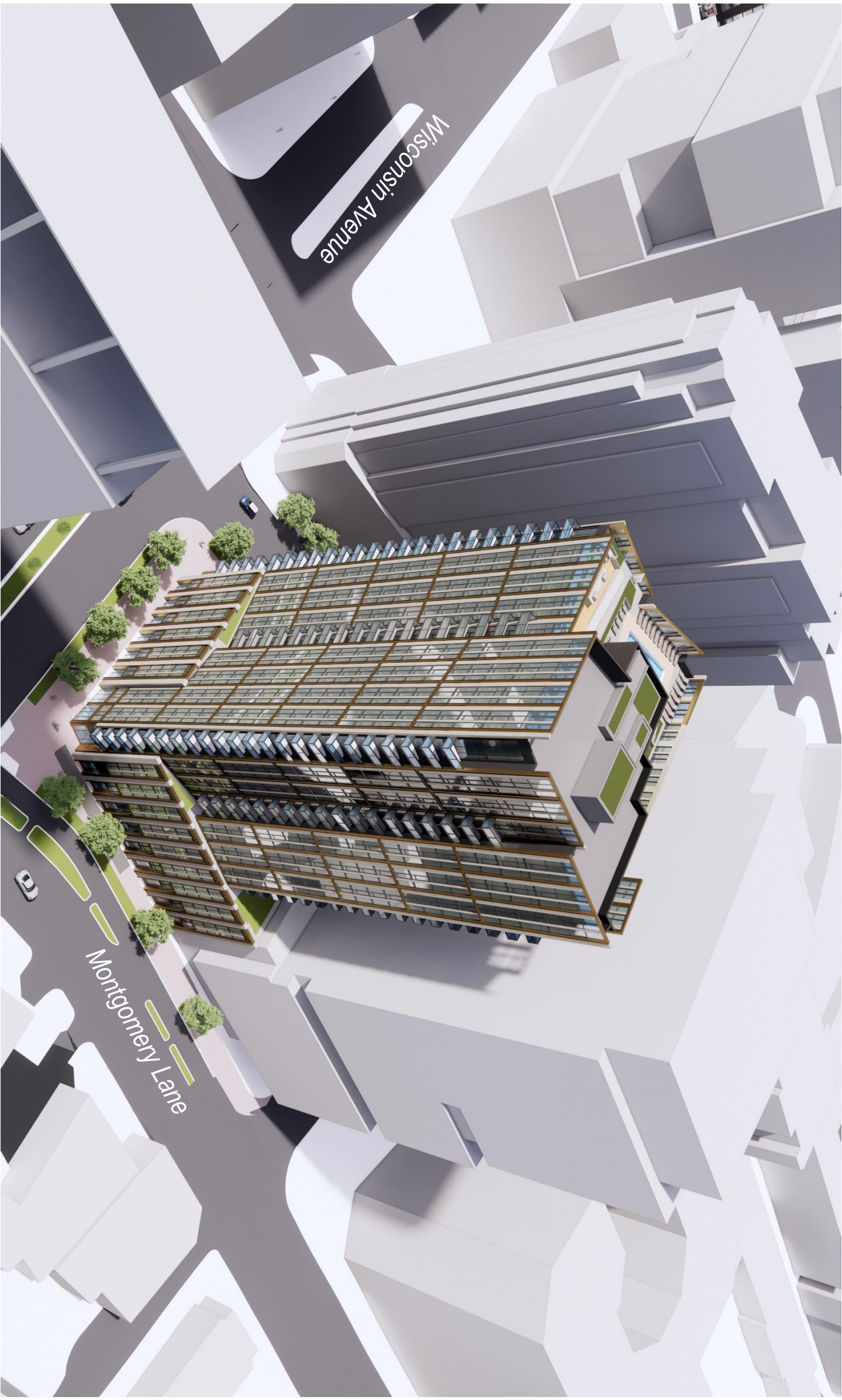

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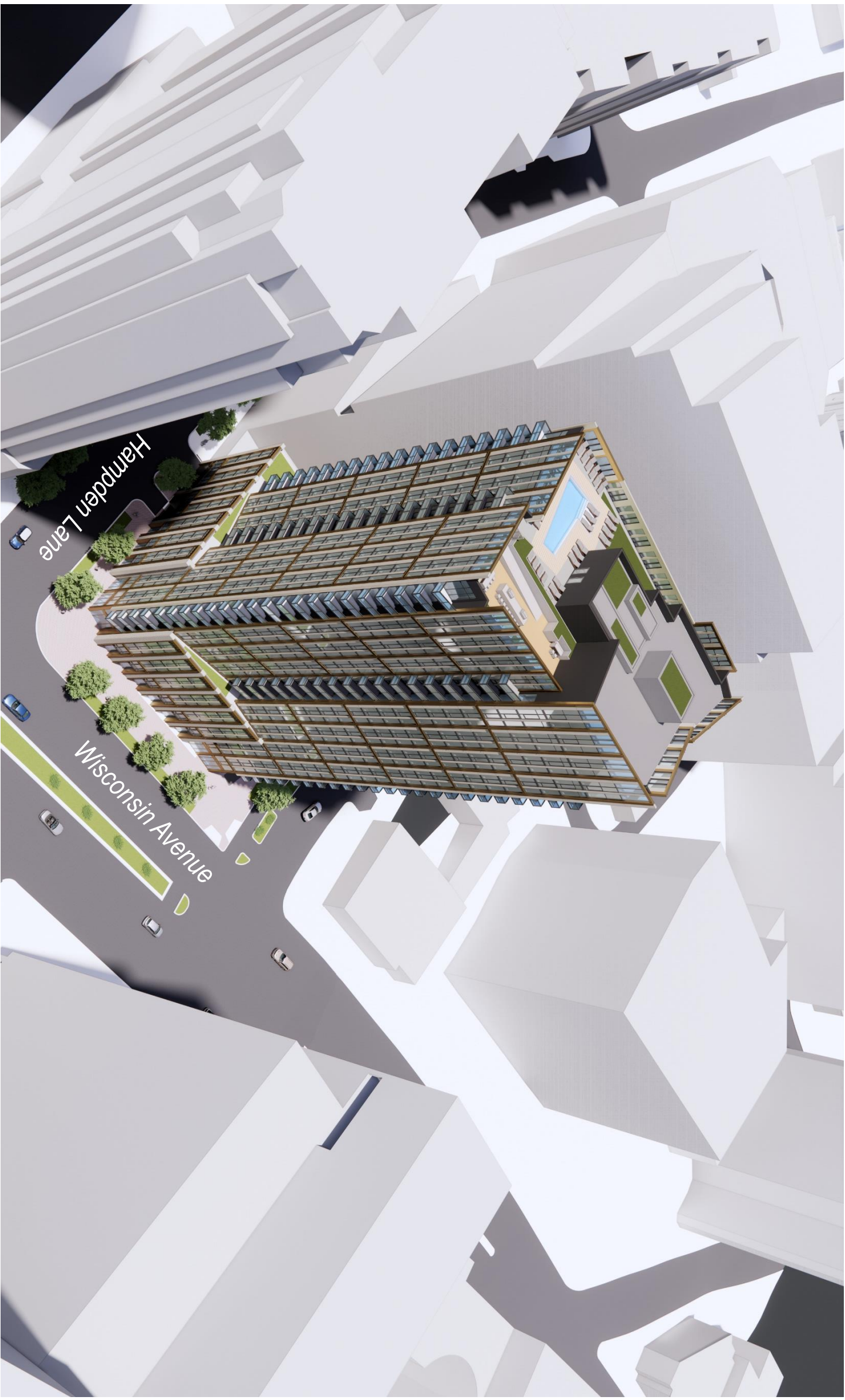

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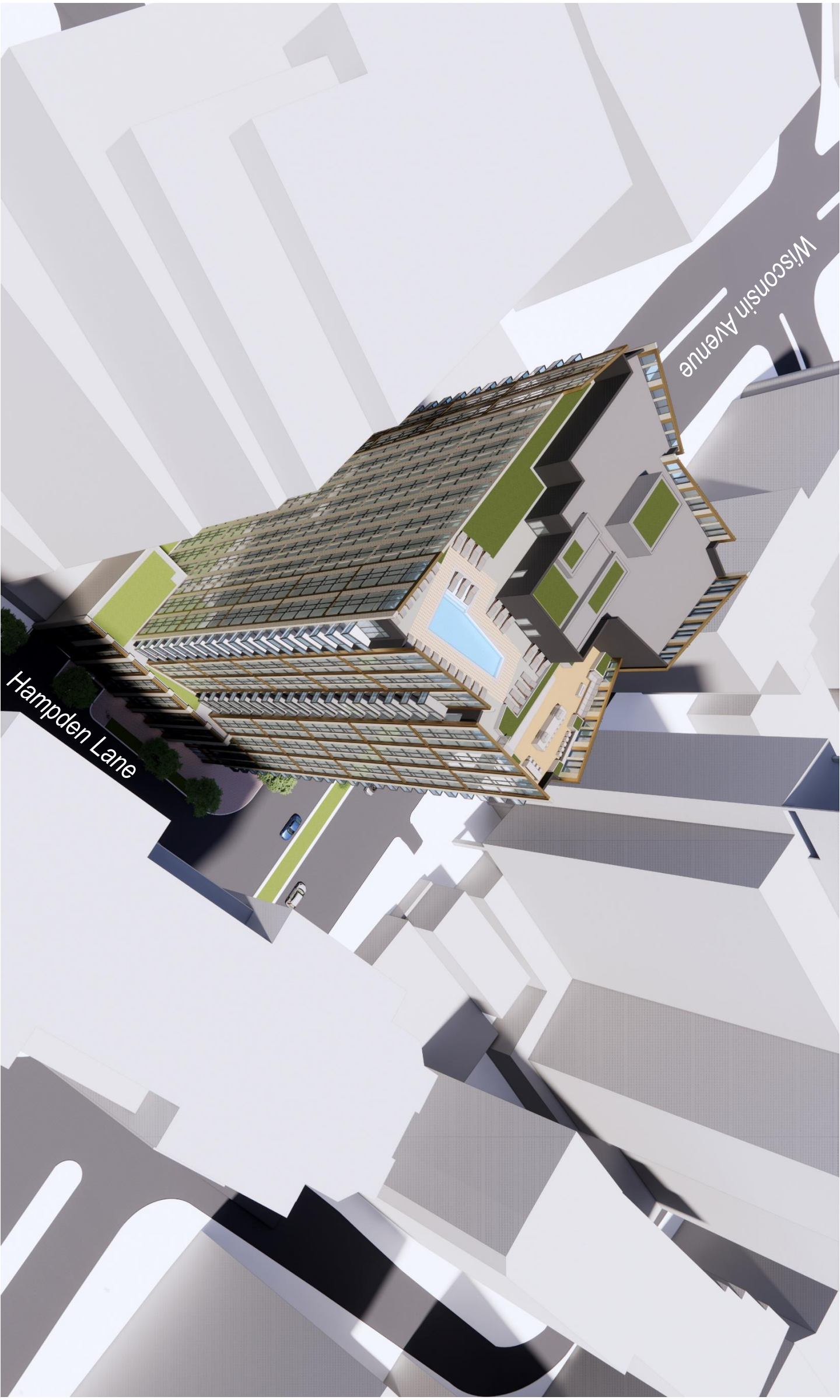

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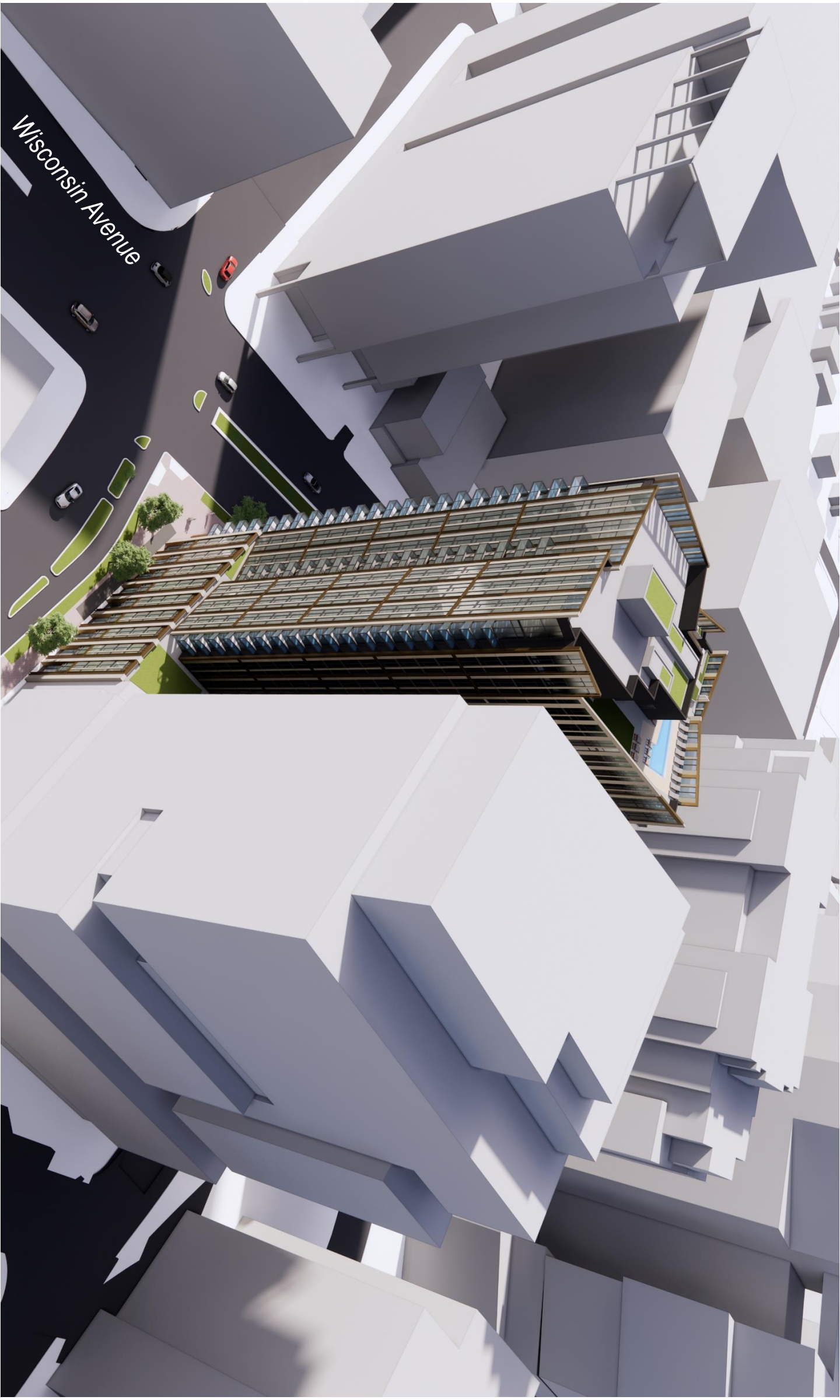

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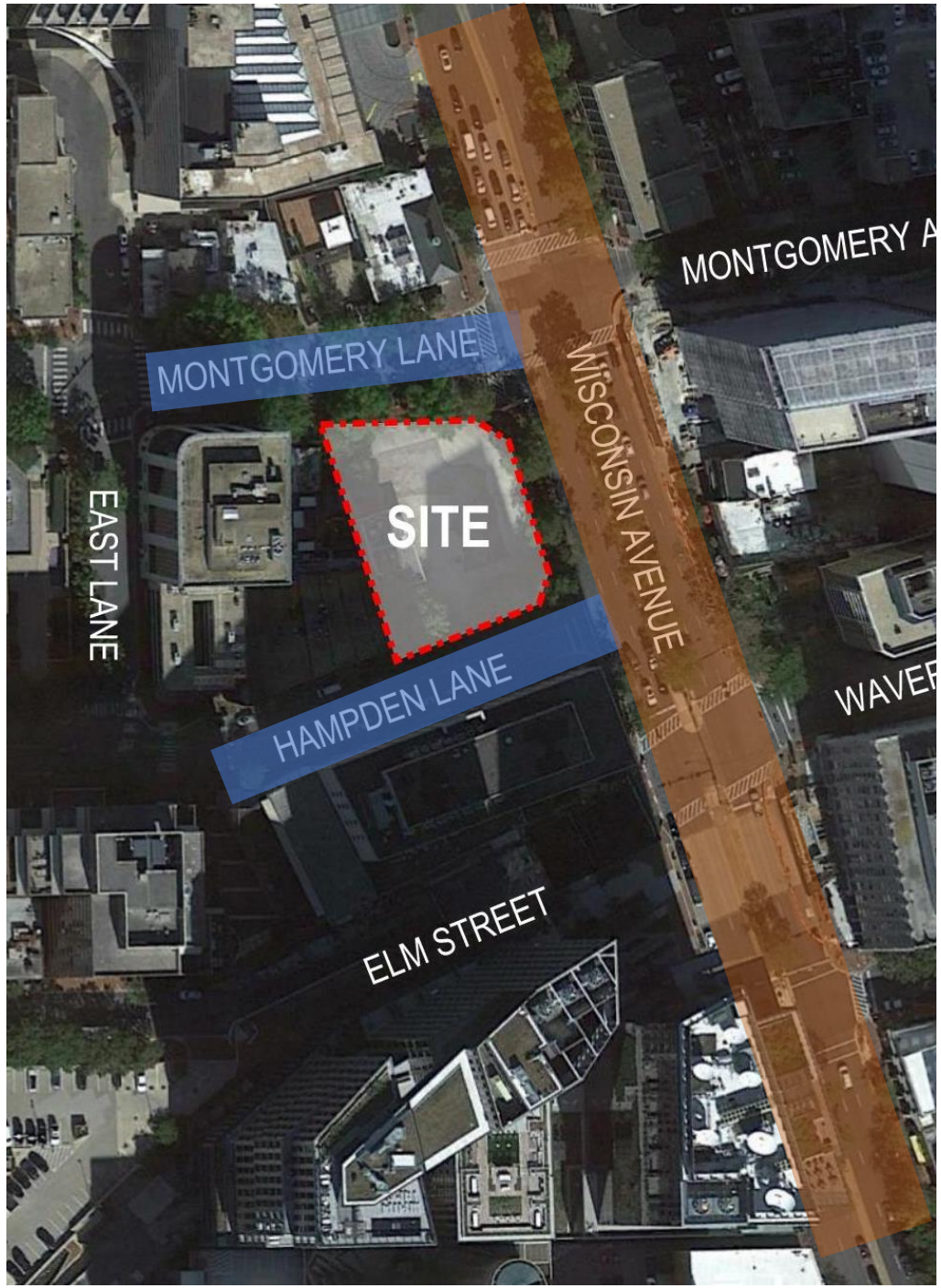
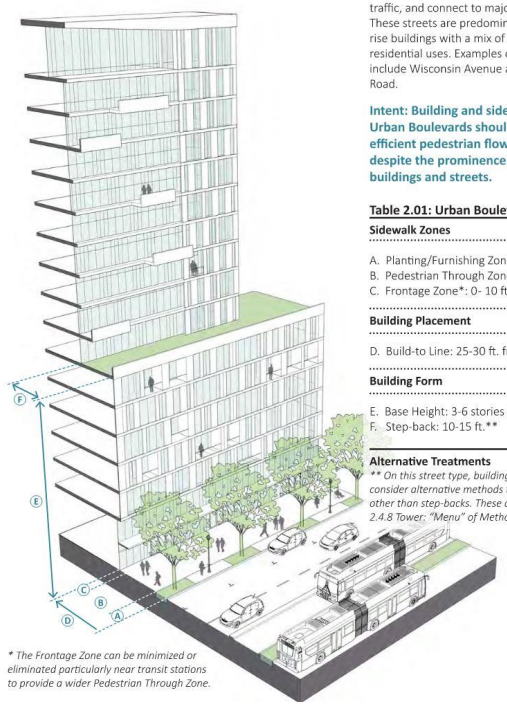
design guidelines



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

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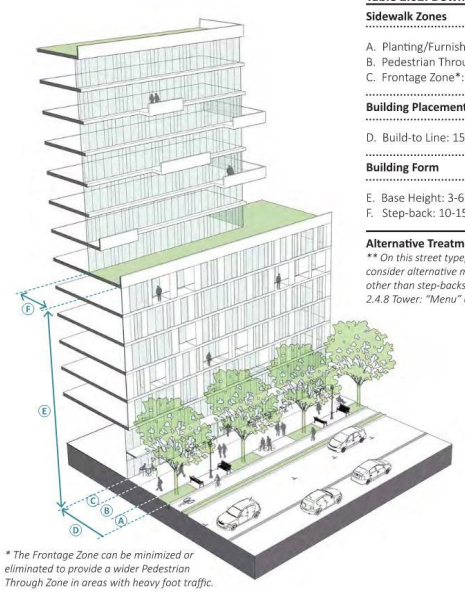

** The Frontage Zone can be minimized or eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.*

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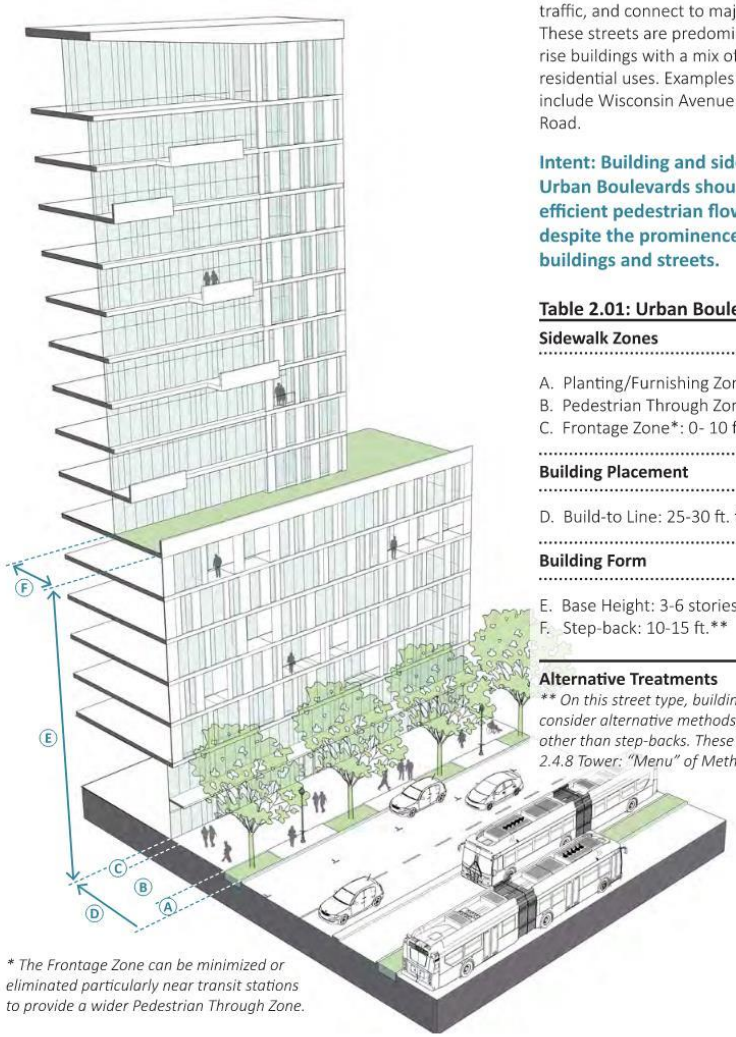

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Sidewalk Zones

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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

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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.

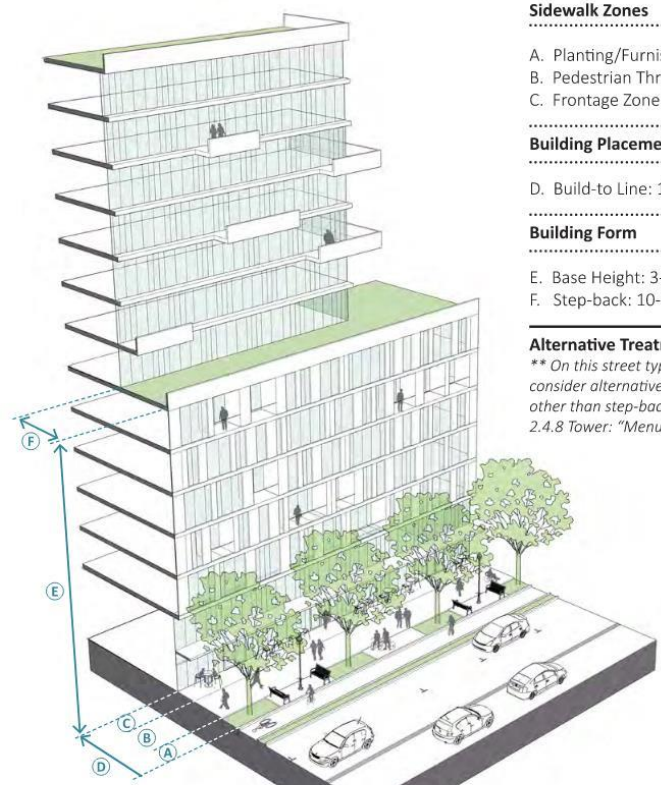

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Table 2.02: Downtown Mixed-Use Street

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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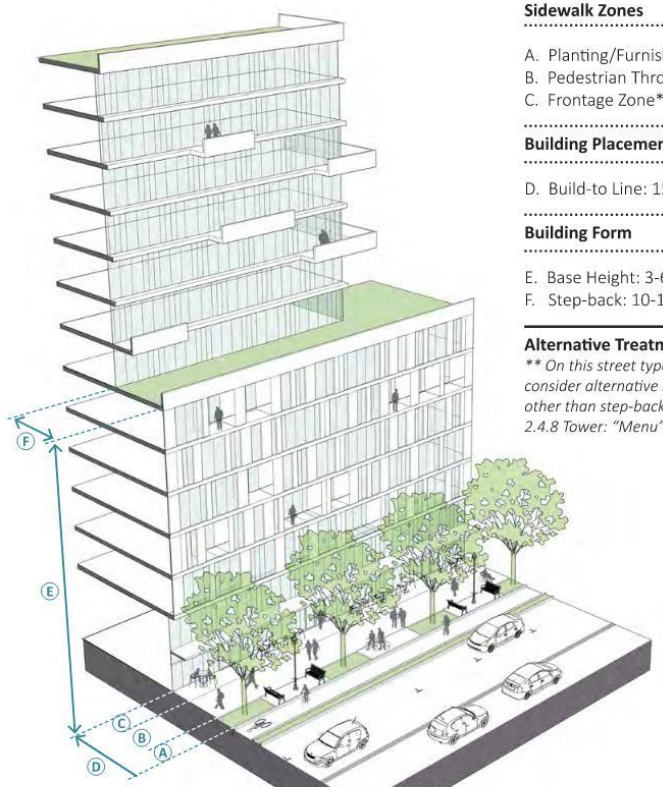

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Sidewalk Zones

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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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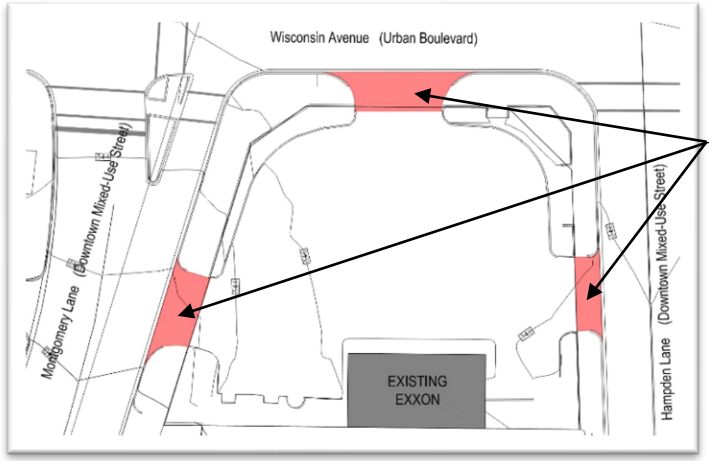
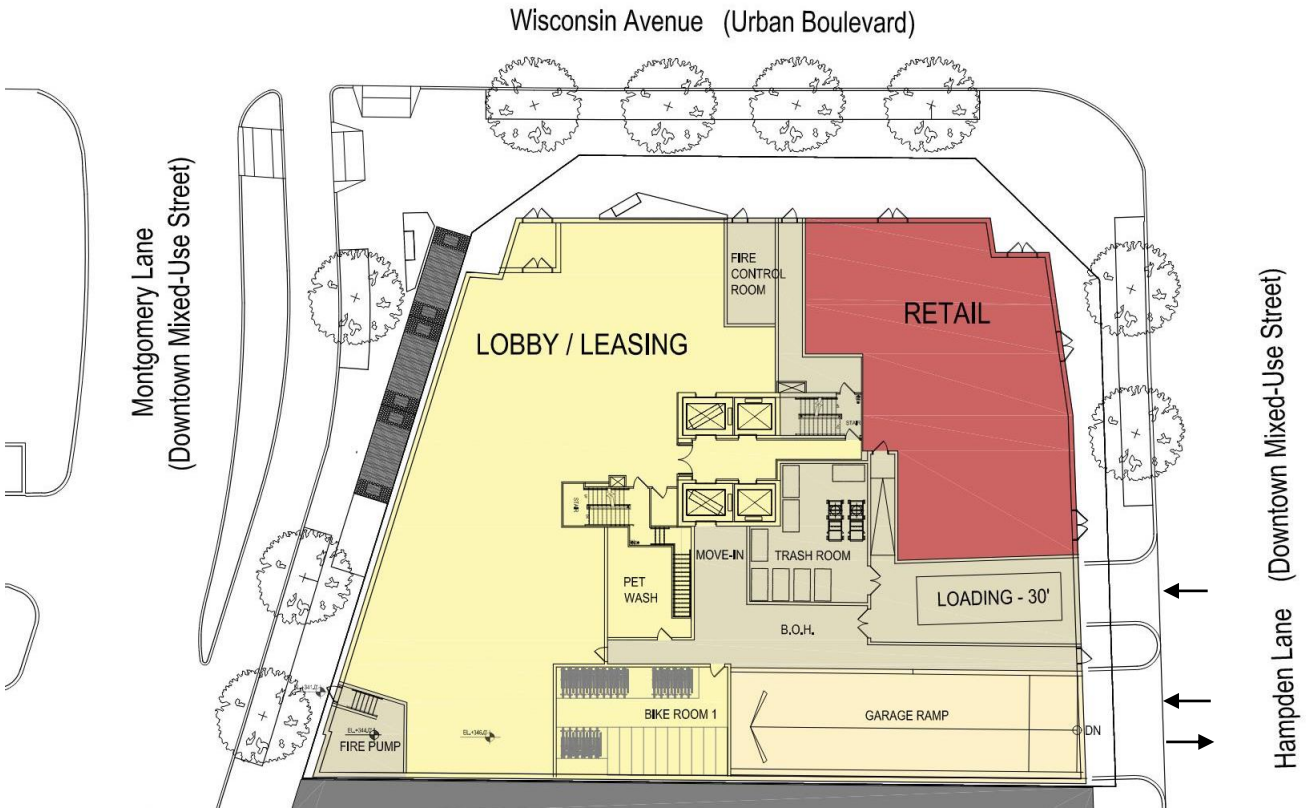




2.3.3 Servicing, Access and Parking

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.

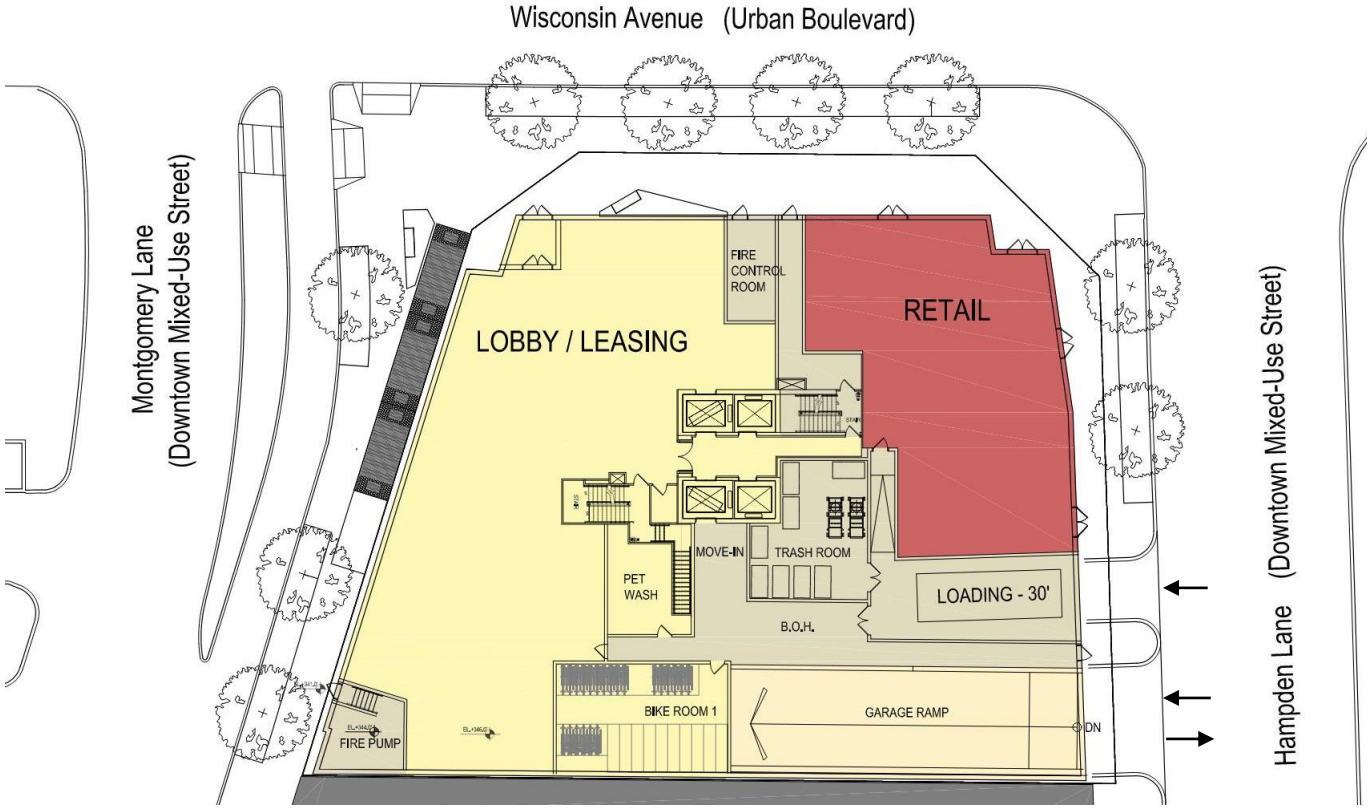
M. While not recommended in Downtown Bethesda, surface parking should be designed according to the following:

- 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
Curb Cuts



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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.

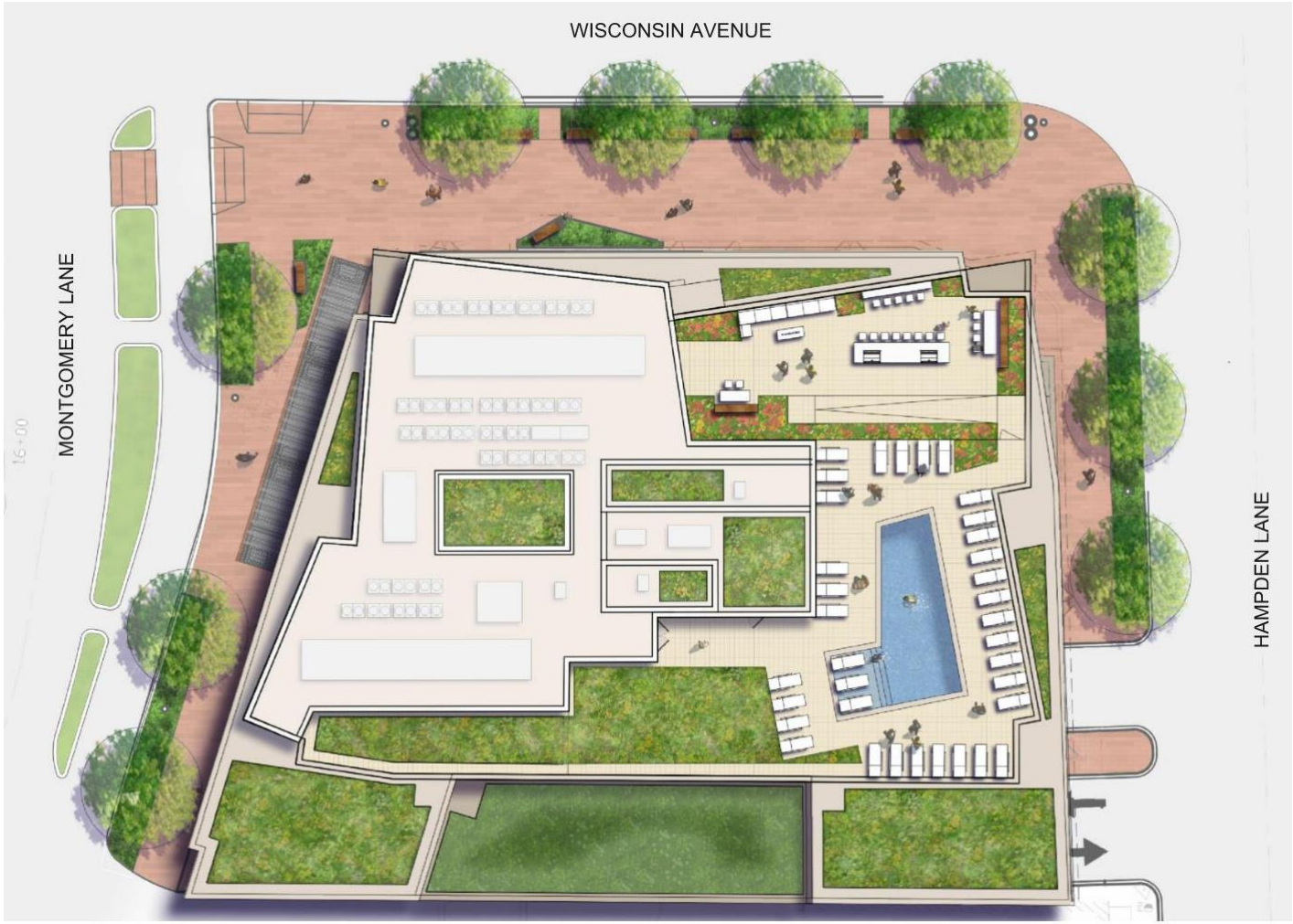
L. Ensure continuous tree canopy along service areas and lay-by areas to the greatest extent feasible.

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



LandDesign

2.3.2 Green Cover

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

Guidelines:

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

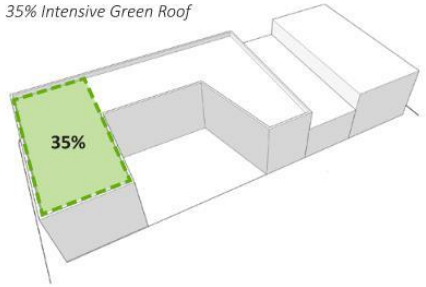
A. Intensive green roof (6 inches or deeper) on 35 percent of rooftop.

B. Tree canopy cover on 35 percent of landscape.

C. A combination of tree canopy and intensive green roof for a total green cover of 35 percent or greater.

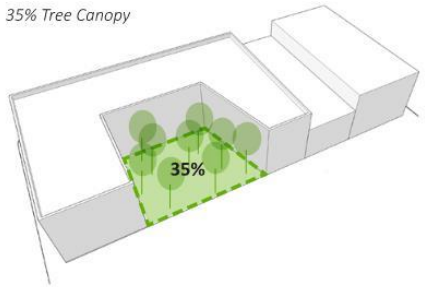
** If on-site energy generation requires the use of the roof or open space, accommodations for these features may alter the 35 percent minimum green cover requirement.*

35% Intensive Green Roof



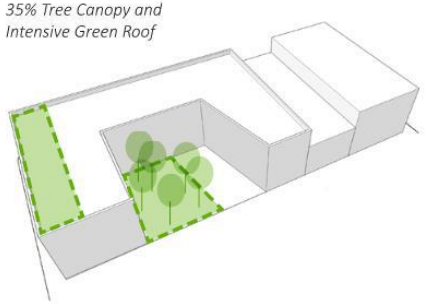
OR

35% Tree Canopy



OR

35% Tree Canopy and Intensive Green Roof



2.4.3 Base: Street Activation

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

Guidelines:

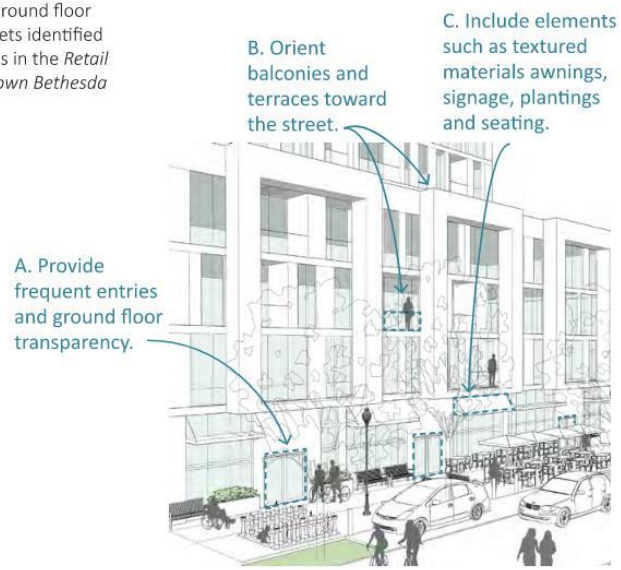
A. Provide frequent entries, transparency and operable walls where possible to encourage visual and physical connections between the ground floor and the public sidewalk. Avoid long blank walls along the sidewalk.

B. Orient private balconies and terraces toward the street to encourage an interface between the private and public realms and to create eyes on the street.

C. Include elements such as textured materials, awnings, plantings, signage and seating to create a visually engaging and inviting building edge to frame the sidewalk and create stopping points to relax, gather and socialize.

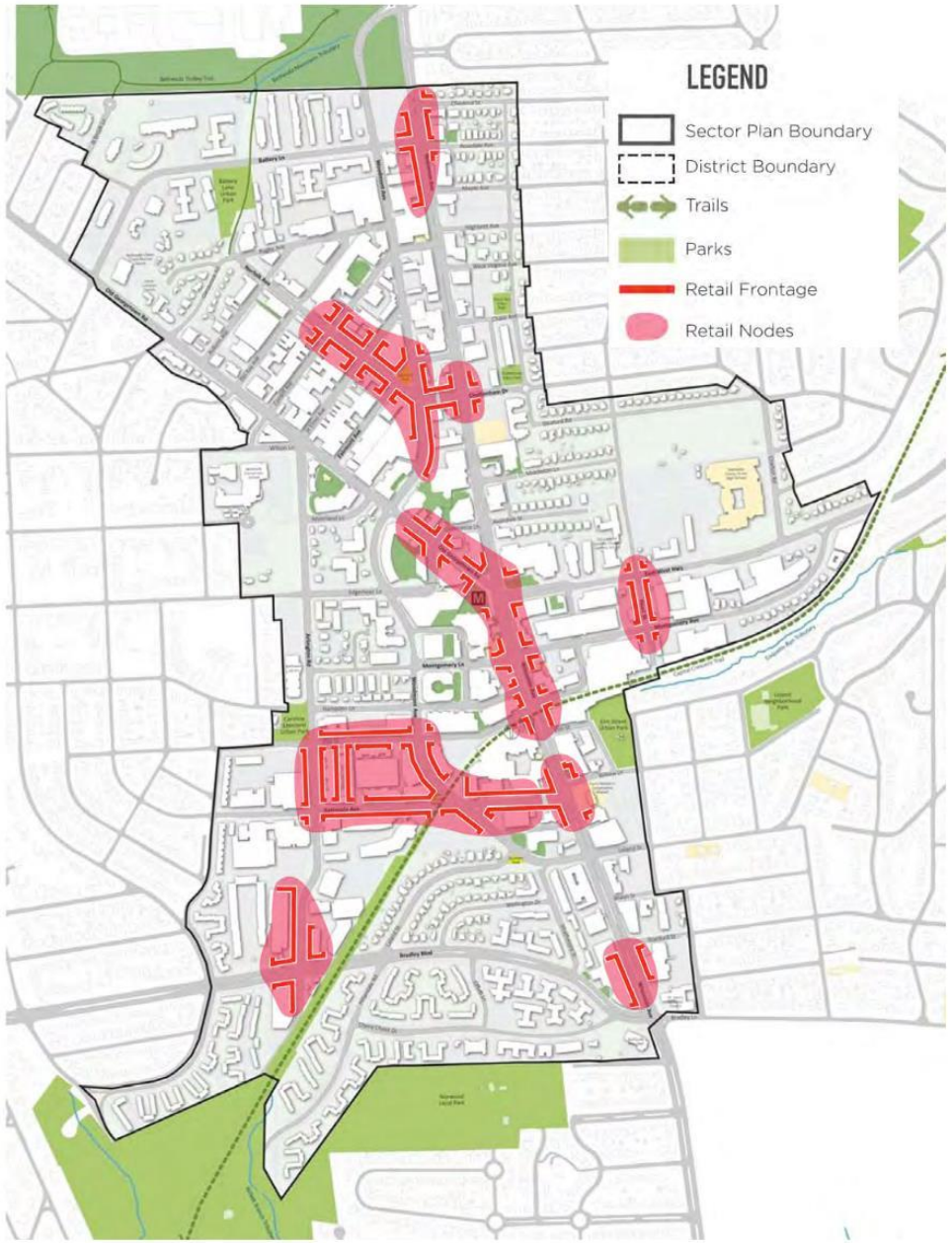
D. Place particular focus on active ground floor design along the portions of streets identified as the recommended retail nodes in the *Retail Planning Strategy for the Downtown Bethesda Plan*.

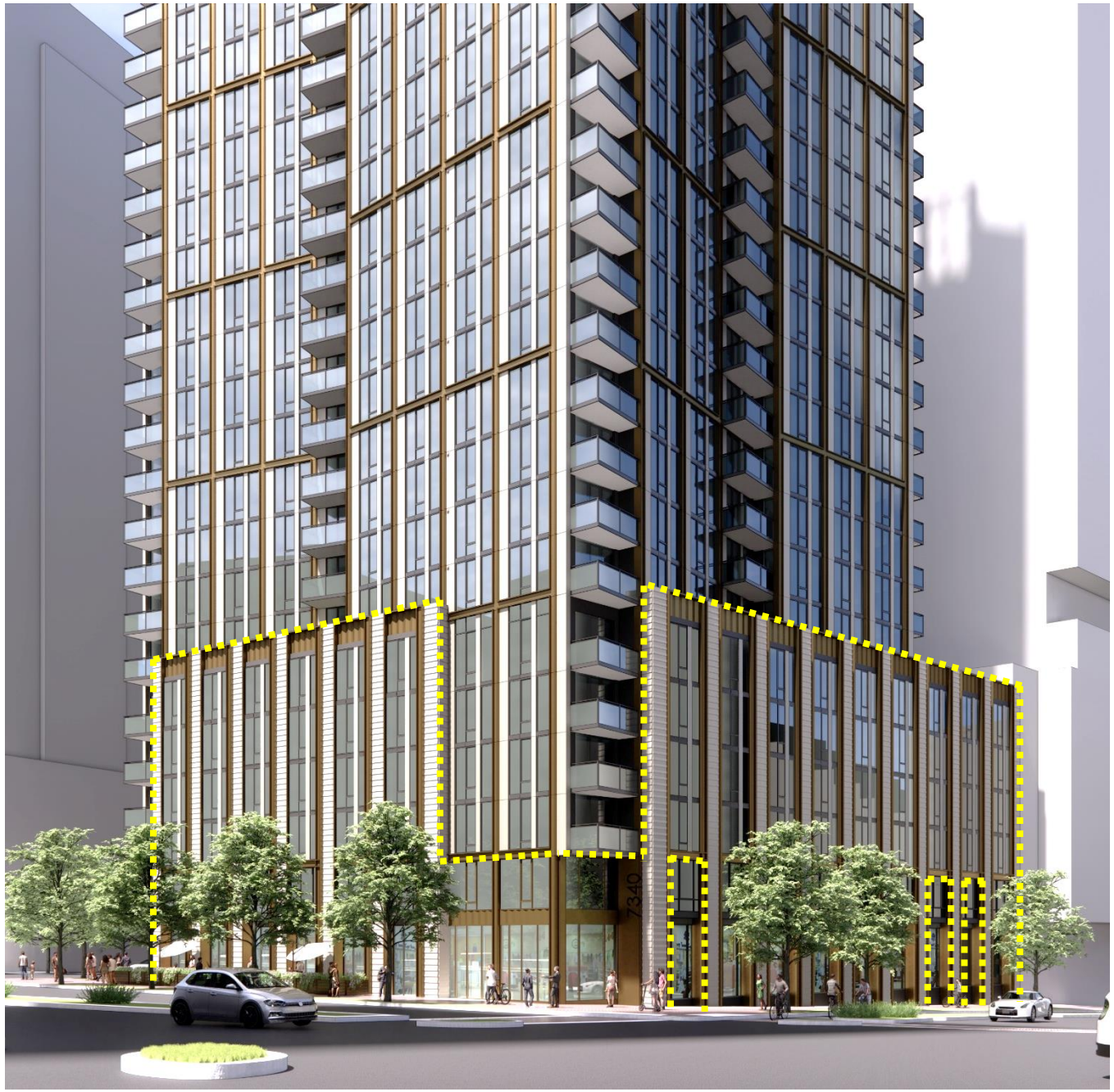
Operable walls that open to the street, along with various materials and textures, create an inviting and visually-engaging sidewalk environment for pedestrians.
Source: David Baker Architects



Commercial ground floor activation

Figure 2.10: Recommended Retail Nodes





2.4.4 Base: Variation and Articulation

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

Guidelines:

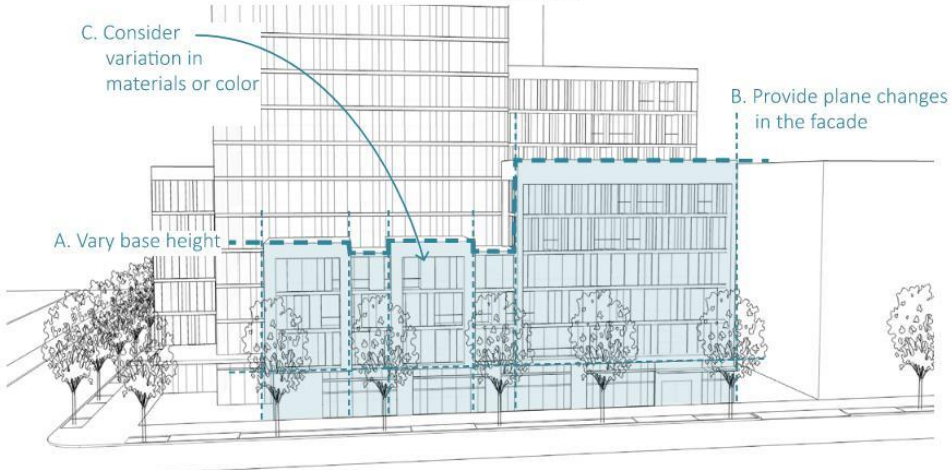
A. Vary base height up to the maximum height designated by the street type. This variation should respond to the street character and typical widths, heights and modulation of existing buildings to create a contextually sensitive building wall along the street.

B. Provide plane changes in the facade that create significant vertical and horizontal breaks, and shadow lines on the facade.

C. Consider variation in building materials or color to add texture to lower floors most visible to those at pedestrian level.

D. Avoid cantilevering the majority of the building mass over the Frontage Zone, public sidewalk or public open space to prevent interfering with street trees and blocking access to sunlight and sky views for pedestrians.

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



2.4.5 Corner Treatments

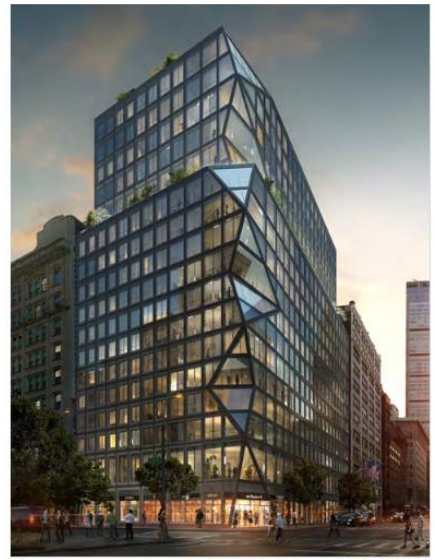
Intent: To anchor and frame street intersections with a continuous building wall or unique design features.

Guidelines:

A. Provide signature design elements on prominent corners or intersections as focal points. These prominent locations include sites adjacent to open spaces, with the tallest building heights and buildings that terminate major view corridors such as East-West Highway, Norfolk Avenue, Old Georgetown Road and Bethesda Avenue.

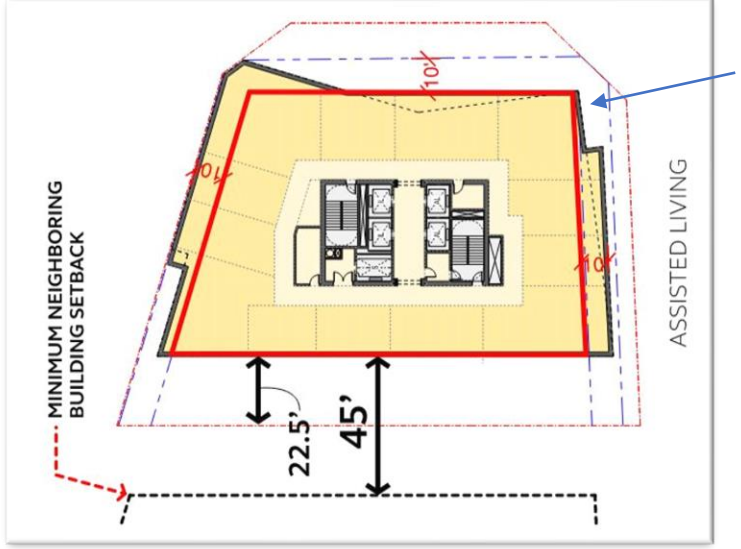
B. The full height of tall buildings may be expressed at corners, as a way to provide variation and increased verticality on buildings with tower step-backs.

C. Establish block corners with architectural articulation and activating uses. While market forces will dictate actual locations where retail operations are feasible, anchoring key block corners by including activating uses such as retail is encouraged.



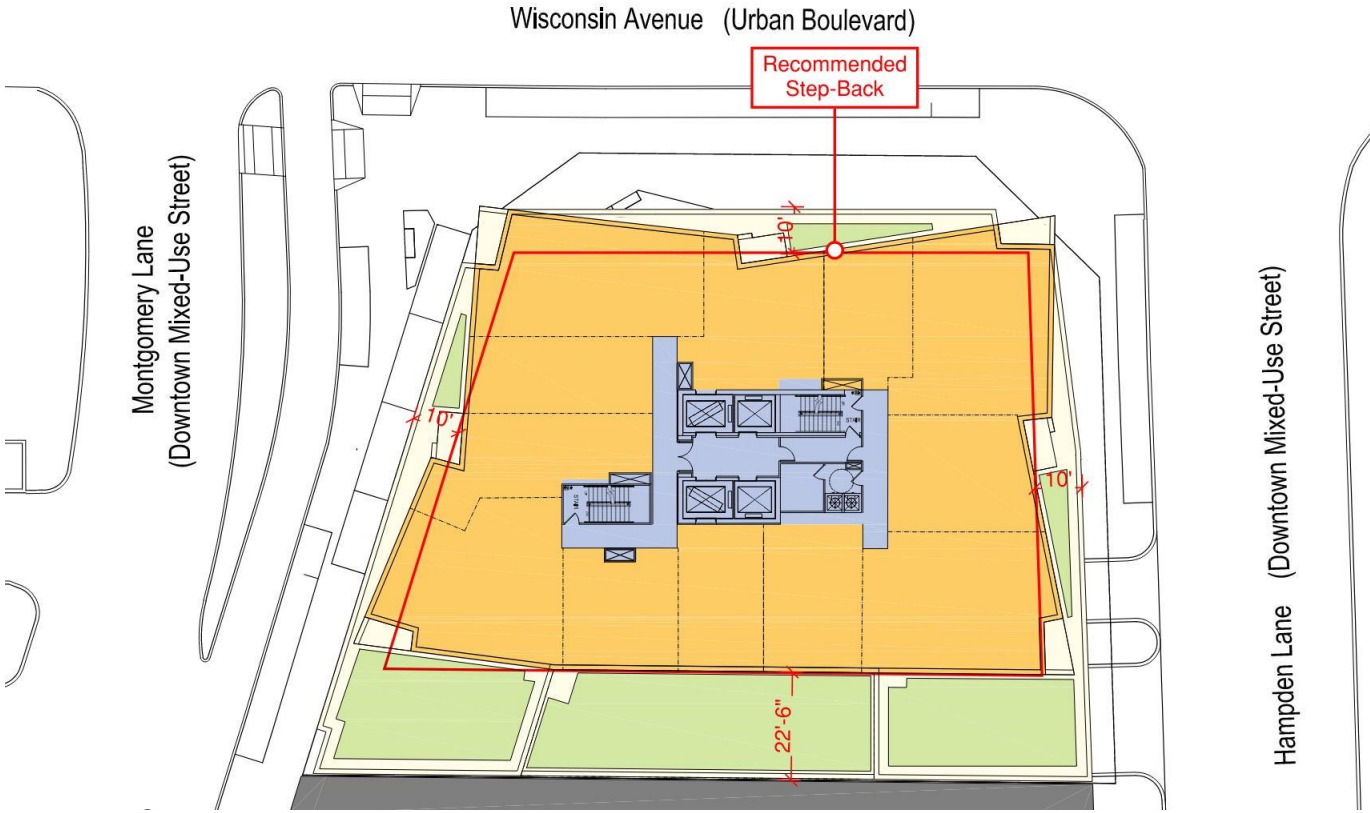
This innovative design treatment articulates the building and creates an intersection focal point.
Source: OMA

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



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.

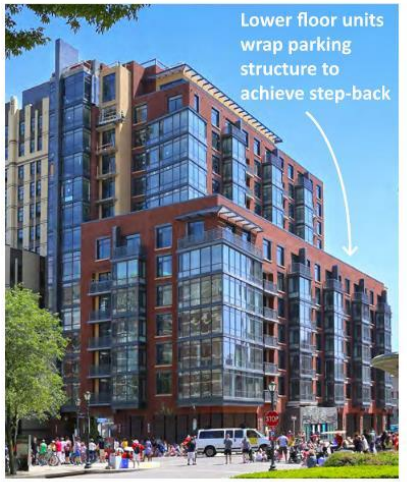
B. Encourage undulating, curved or angled tower step-backs if the average step-back meets the guidelines for the street type. This expressive geometry can increase visual interest on prominent sites near major open spaces and corners.

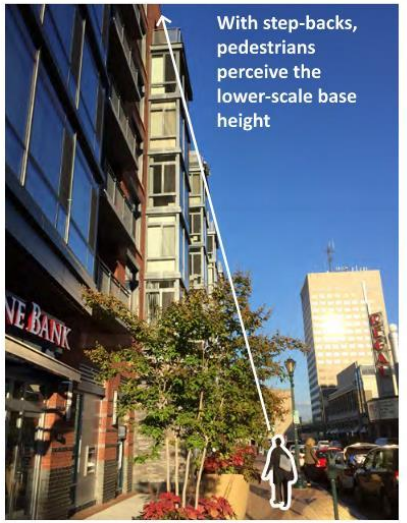
C. Allow balconies to encroach in the step-back if they do not significantly add to the perceived bulk and mass of the building's upper floors.

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.
Source: The Upton (above)

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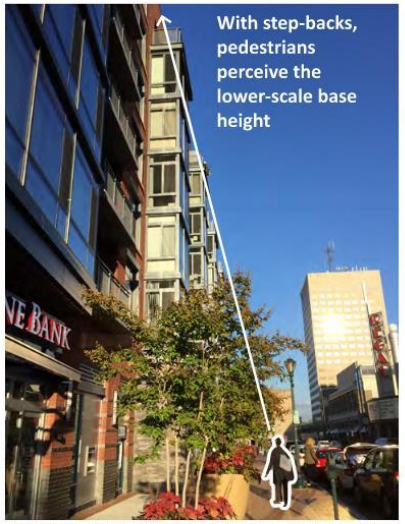


This residential development in Rockville illustrates the relationship between the pedestrian and the building step-back.
Source: The Upton (above)

2.4.9 Top: Tower Top

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

Guidelines:

A. Encourage unique design of tower tops that can enhance the image of Bethesda as an innovative downtown, welcoming new businesses, residents and visitors.

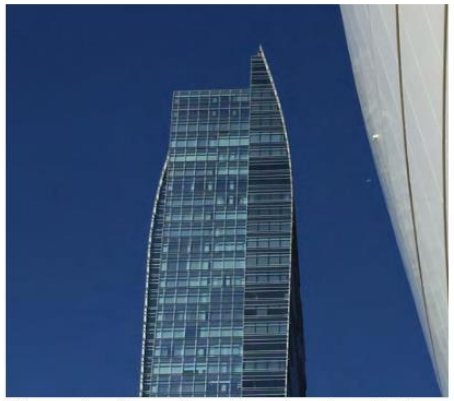
B. Taper tower tops where possible to reduce the perceived bulk of tall buildings.

C. Integrate energy efficiency into the design of tower tops, including solar panels and passive heating and cooling elements.

D. Consider the views of the rooftop composition from adjacent buildings when designing building tops.

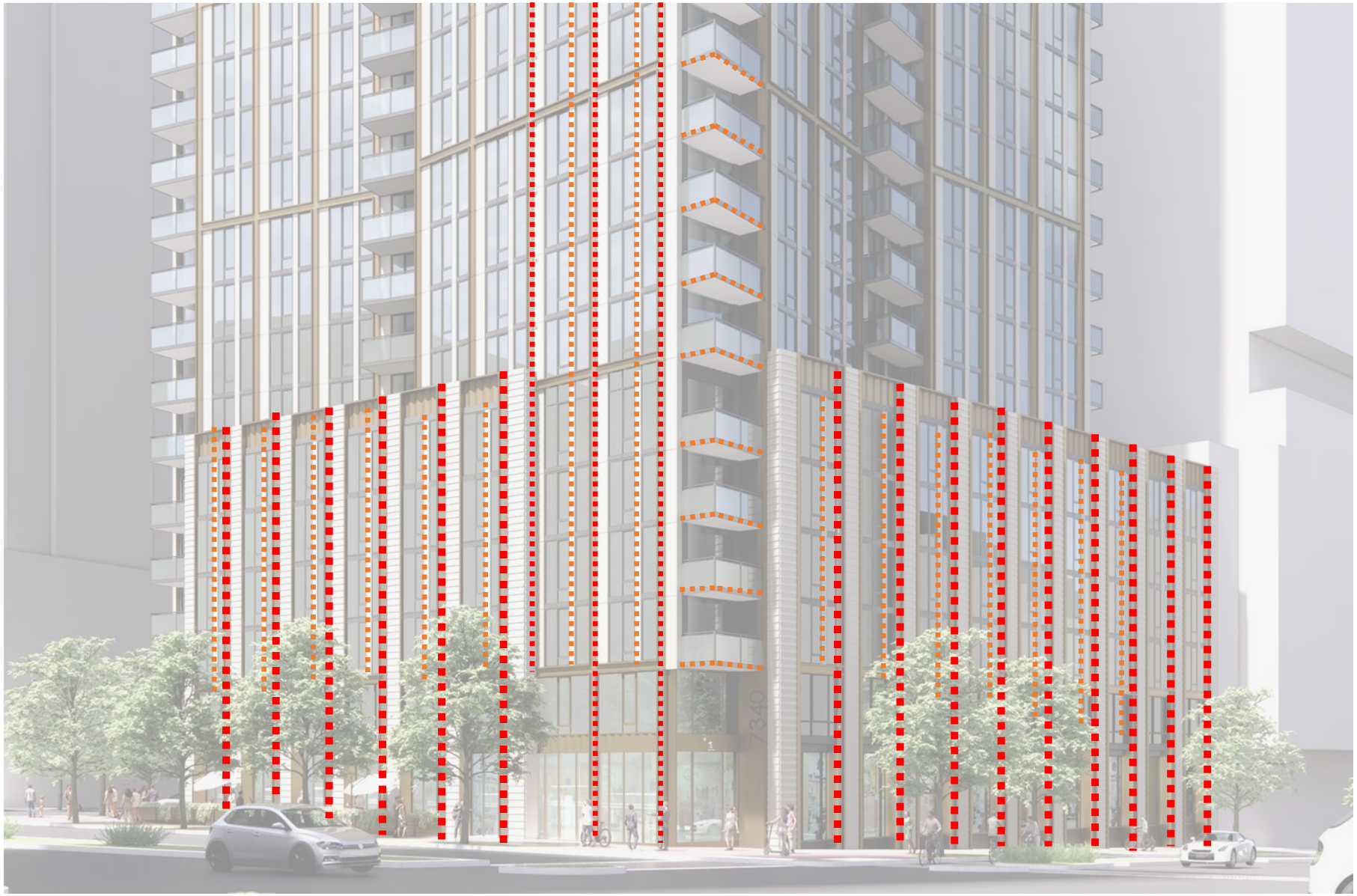
E. Not all tall buildings should have a sculptural top. However, mechanical penthouses and rooftop amenity spaces should in all cases be designed to harmonize with the overall building composition.

F. Enclosures for rooftop amenity spaces should either contribute to the creation of expressive tops, or otherwise be set back from the roof line and limited to a portion of the roof area so as to not be perceived from surrounding streets and public spaces.



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

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



2.4.11 Bird-Safe Design

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

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

Guidelines:

A. Glass Coverage and Glazing

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

B. Architectural Features

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

C. Facade Treatments

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

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

D. Lighting Treatments

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

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

E. Site and Landscape Design

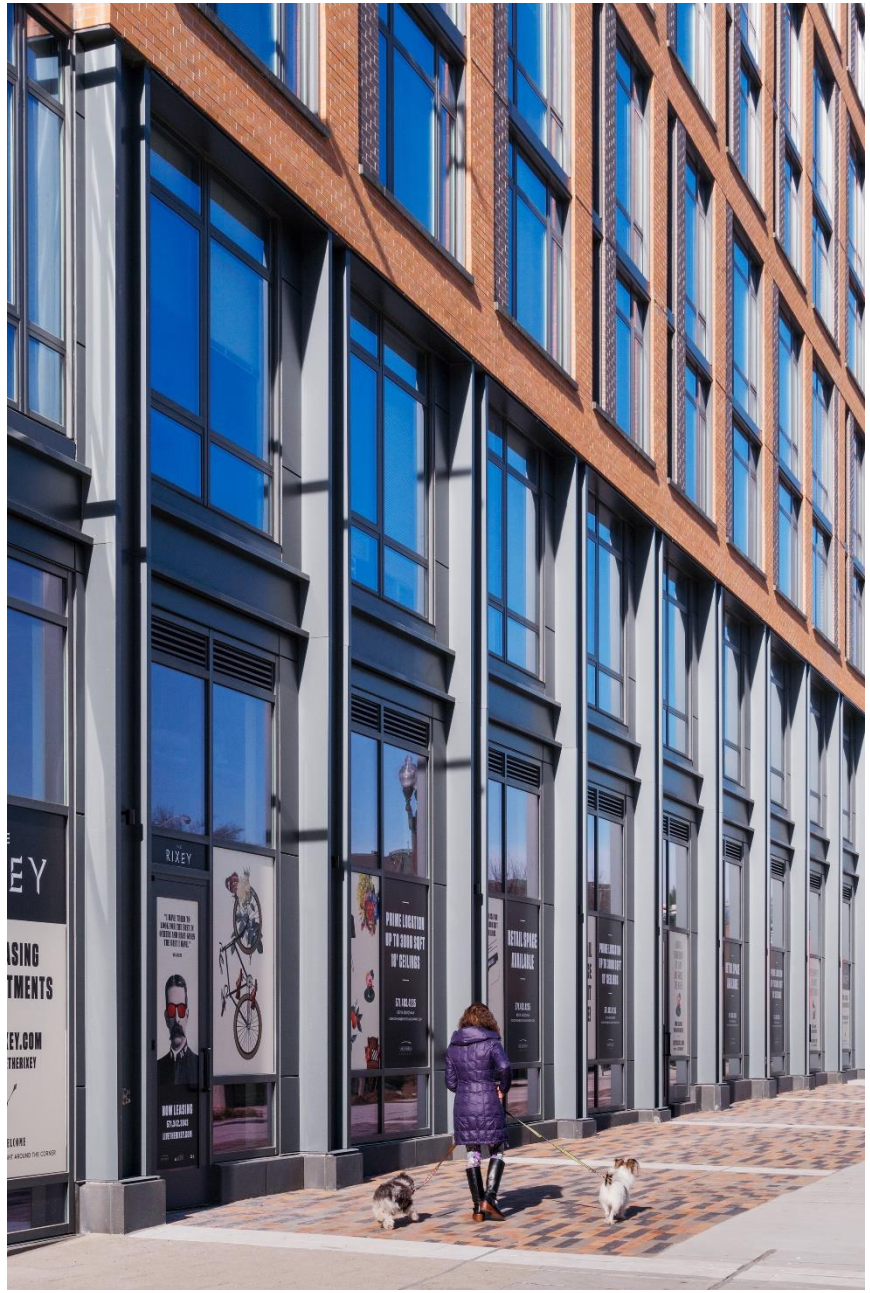
- Obtain USGBC LEED Green Building Rating Points from the category of "Bird Collision Deterrence".
- Glass windows should not reflect nearby or site vegetation, particularly large, mature trees and water. Where this is not feasible, use window treatments outlined above.
- Use soil berms, furniture, landscaping,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

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

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

building inspiration

Illustrative – for conceptual purposes only



building base inspiration

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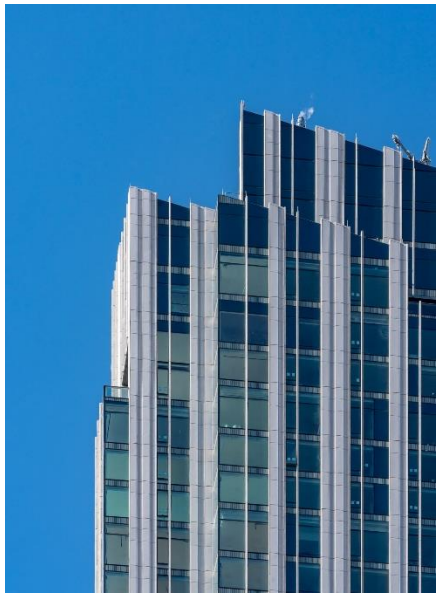
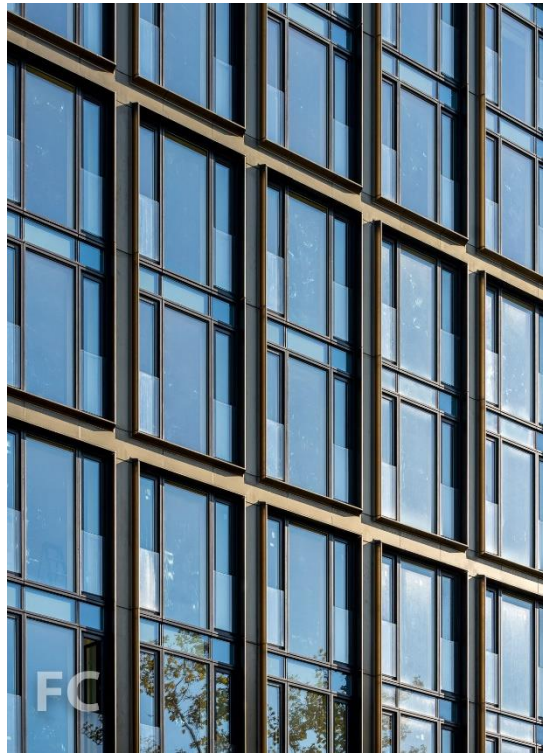
building tower inspiration





Illustrative – for conceptual purposes only

SK+I

GREYSTAR™

Thank You!

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building plans

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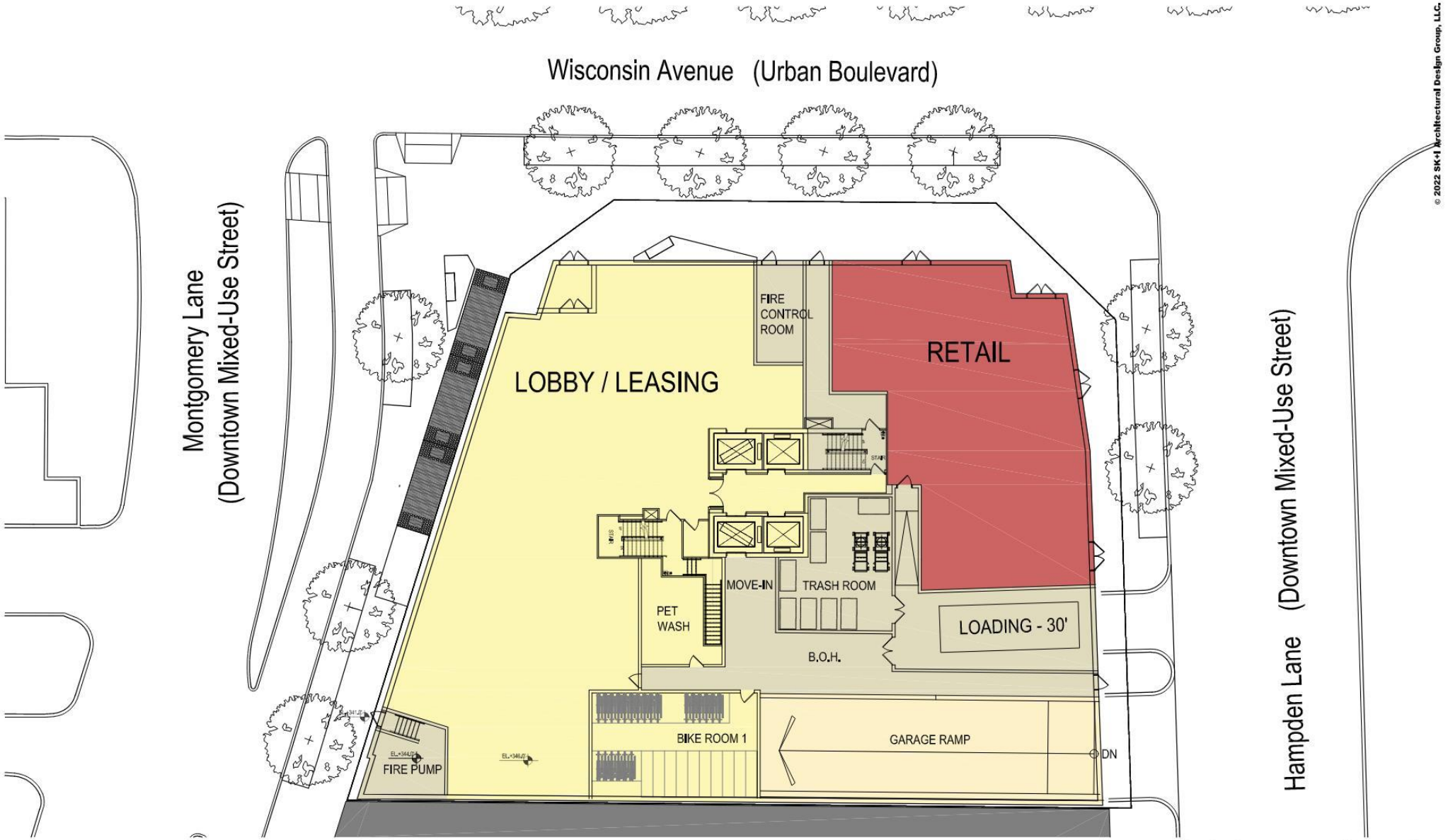
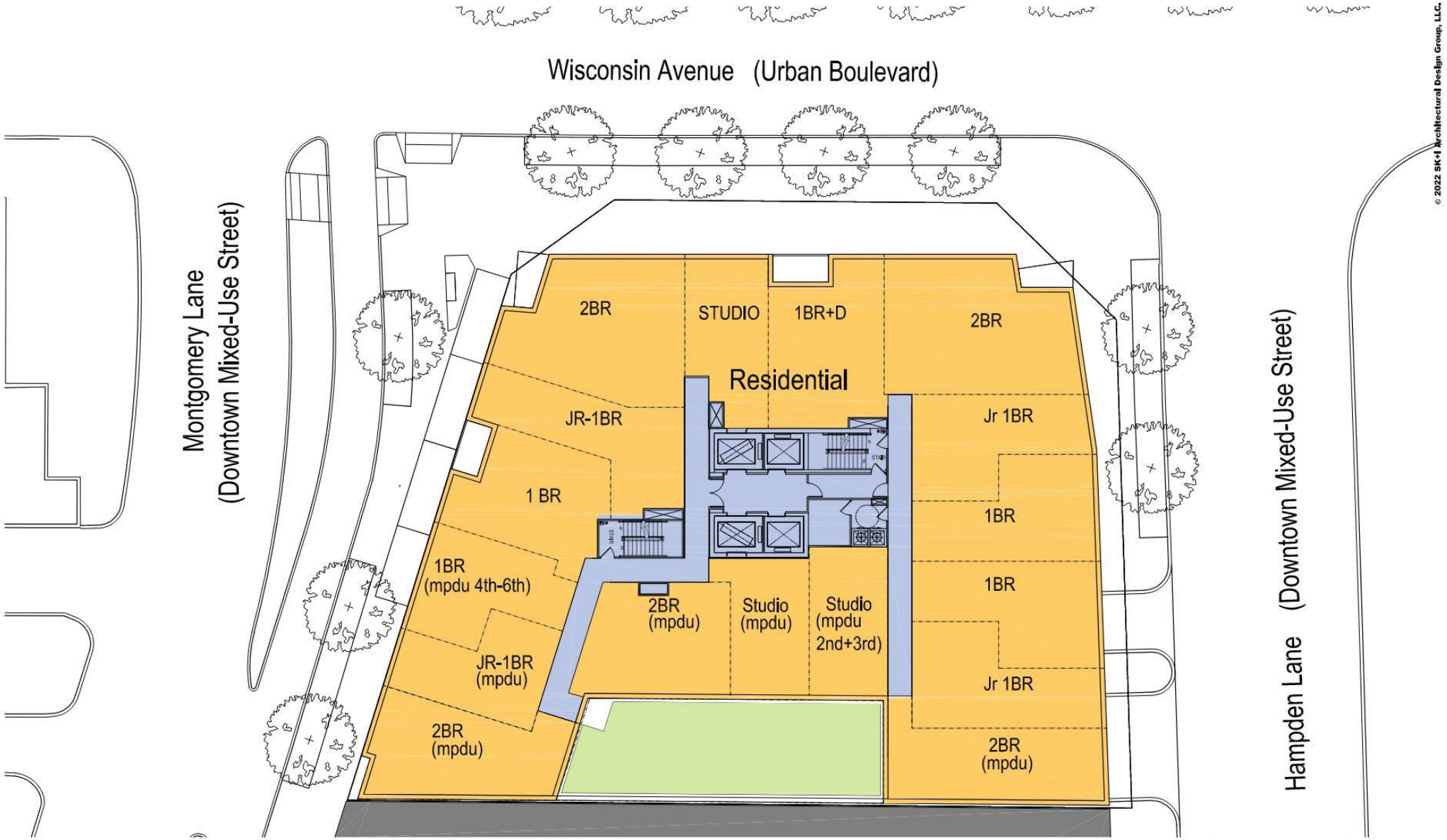


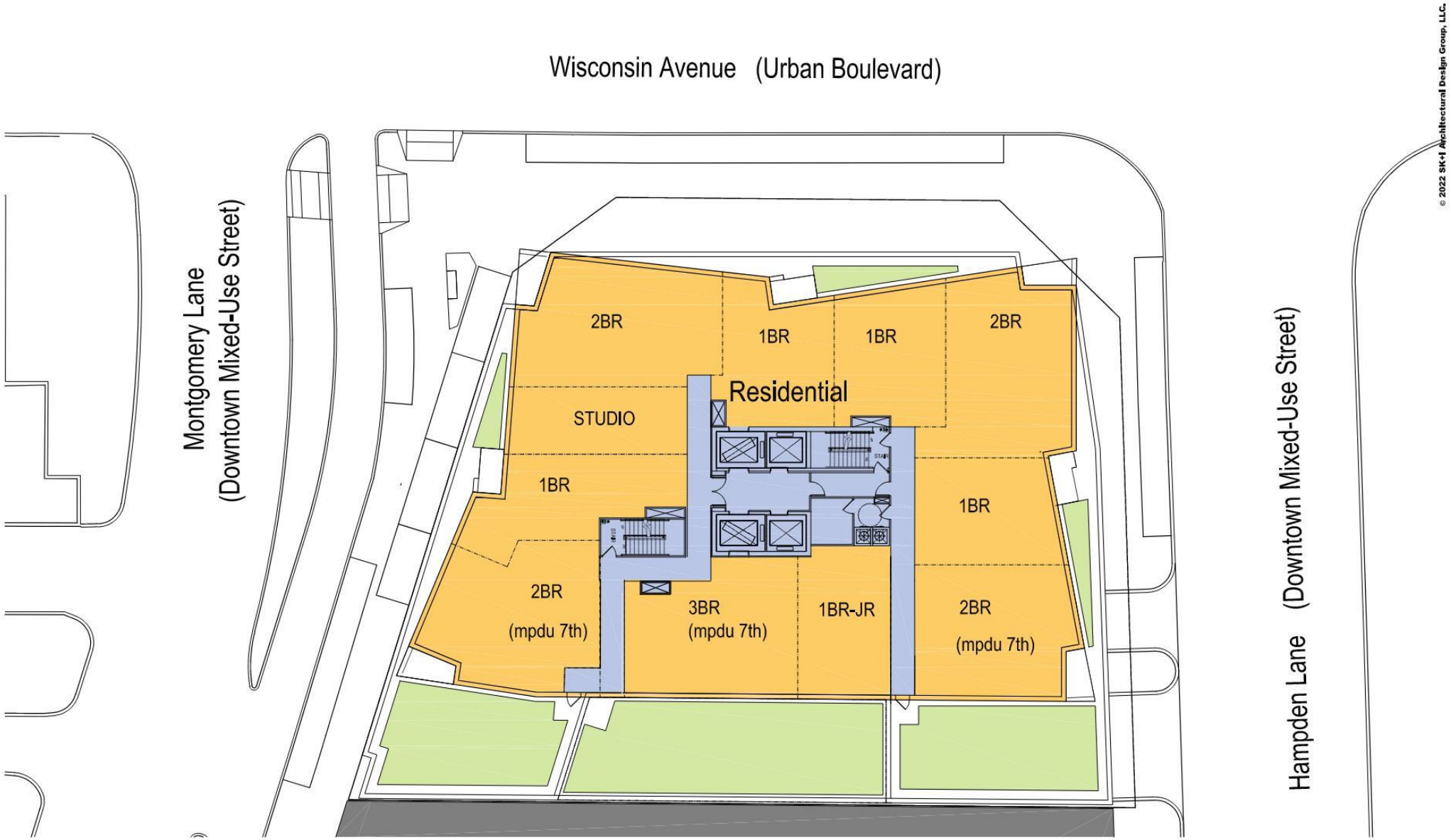
pre-submission community meeting

7340 wisconsin ave	bethesda md	july 12, 2022	A01
SK+I | Greystar | LandDesign	1st floor plan		

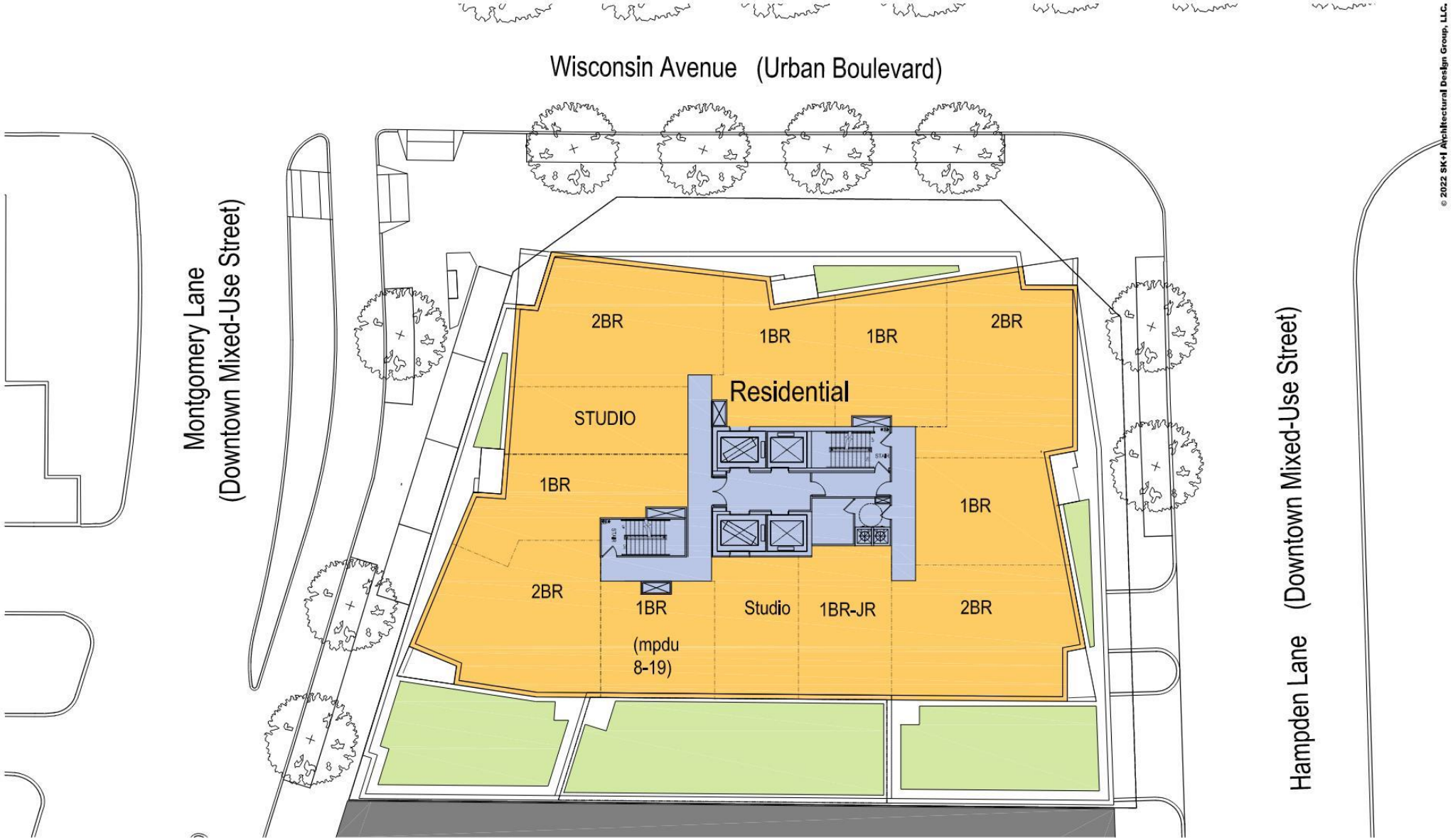


pre-submission community meeting

7340 wisconsin ave	bethesda md	july 12, 2022	A.02
SK+I | Greystar | LandDesign	2nd-6th floor plan		



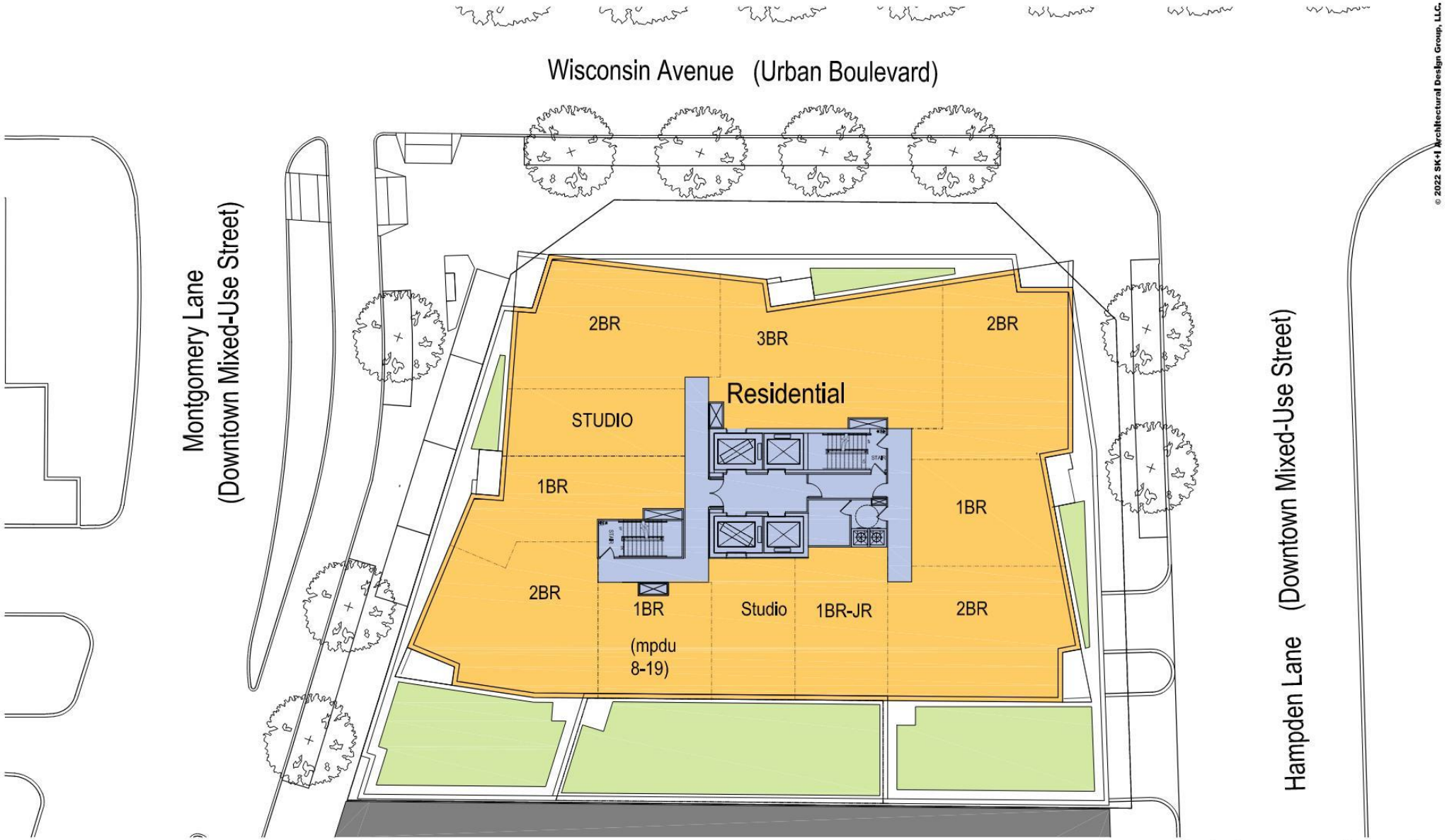
pre-submission community meeting



pre-submission community meeting

7340 wisconsin ave | bethesda md | **july 12, 2022** | **A.04**

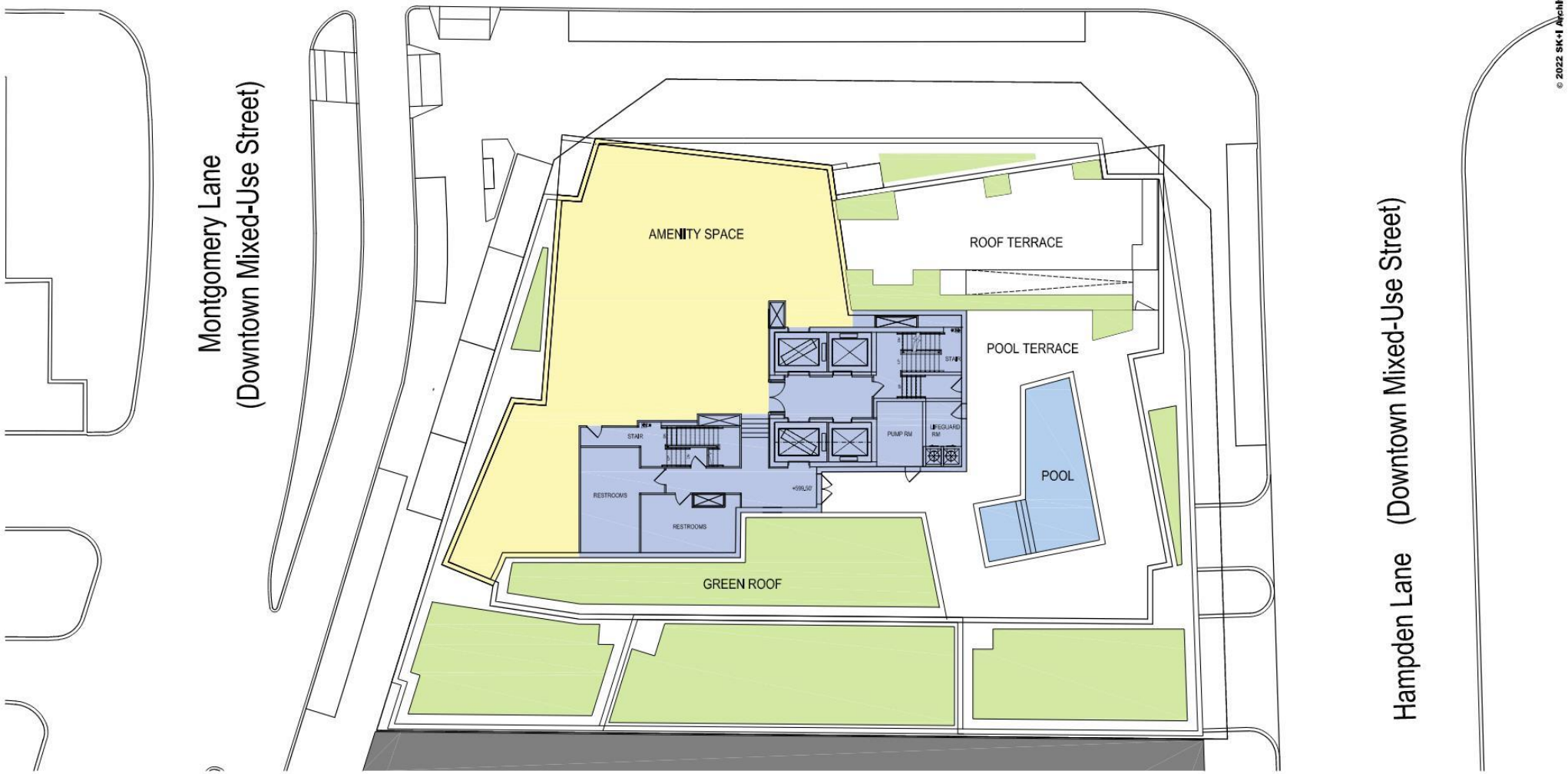
SK+I | Greystar | LandDesign | 8th-14th floor plan



pre-submission community meeting

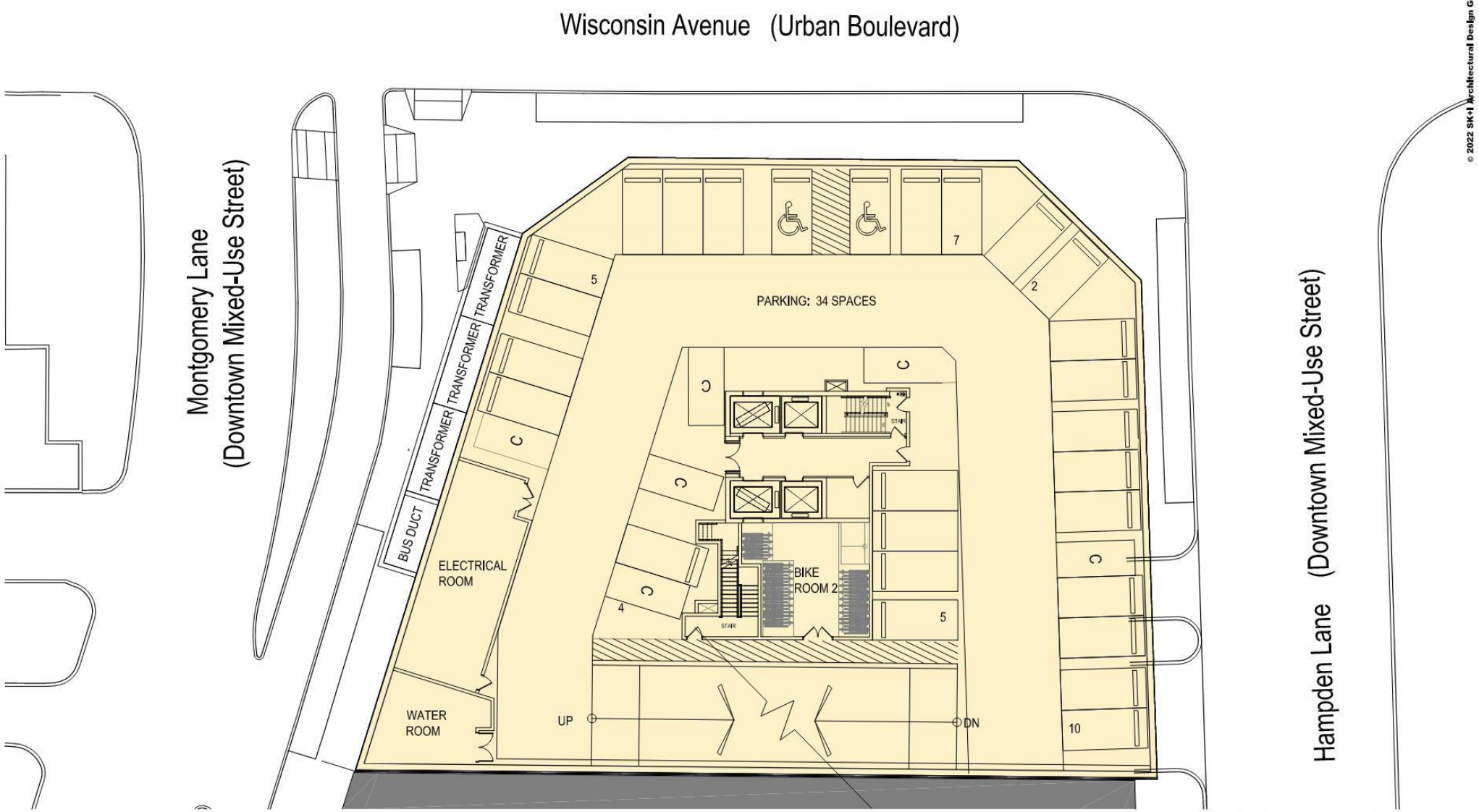
7340 wisconsin ave | bethesda md | **july 12, 2022** | **A.05**

SK+I | Greystar | LandDesign | 15th to 25th floor plan



pre-submission community meeting

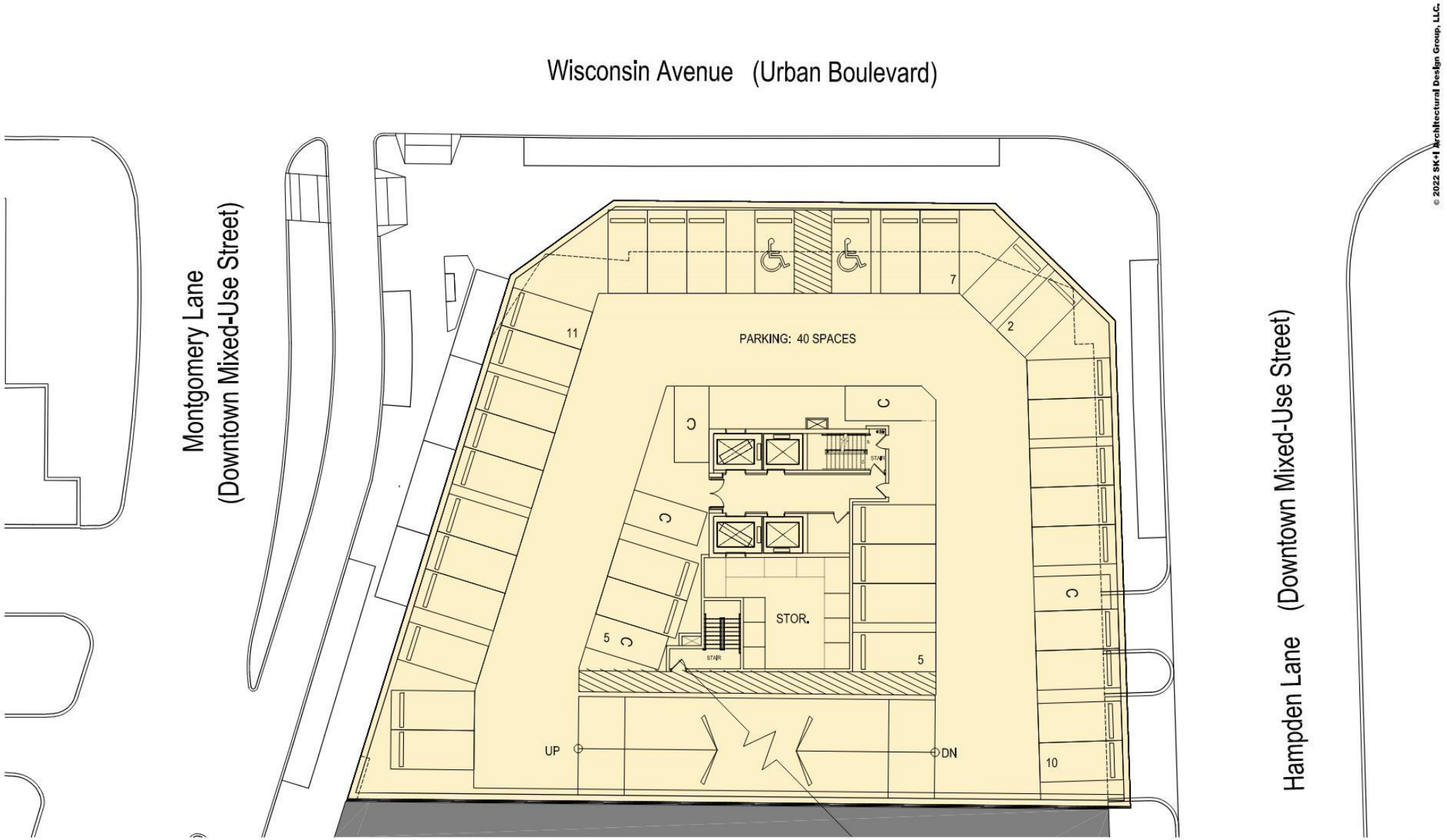
pre-submission community meeting



pre-submission community meeting

7340 wisconsin ave | bethesda md | **july 12, 2022** | **A.08**

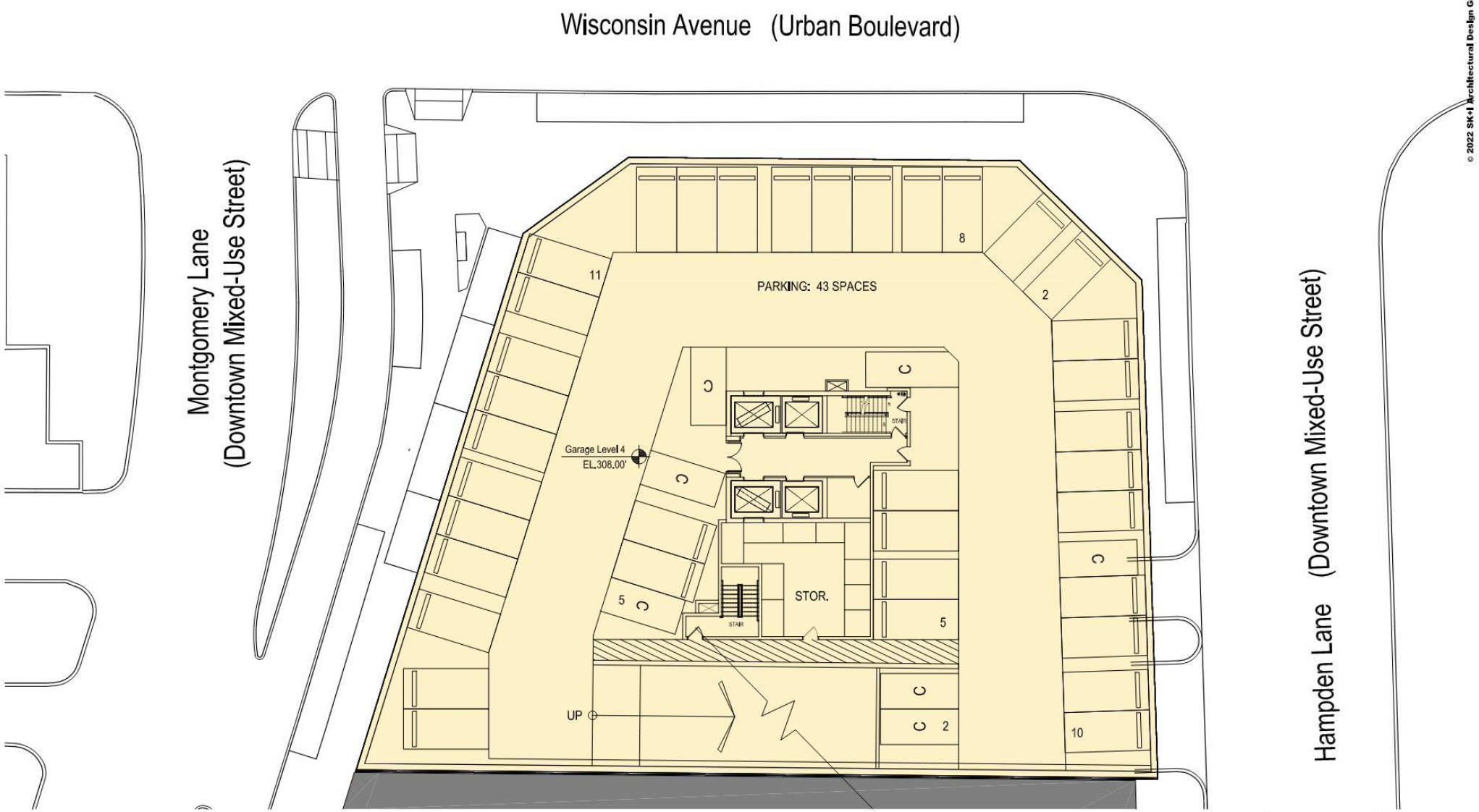
SK+I | Greystar | LandDesign | garage level 1



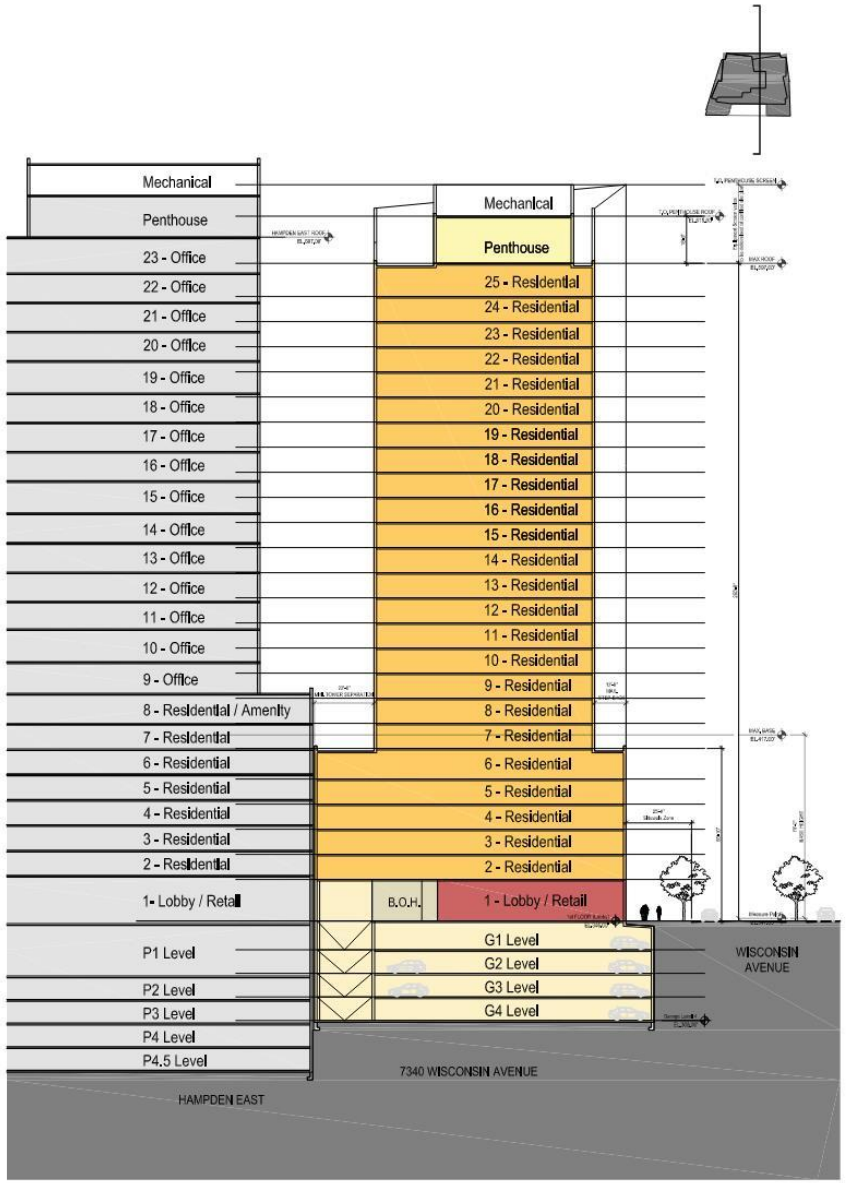
pre-submission community meeting

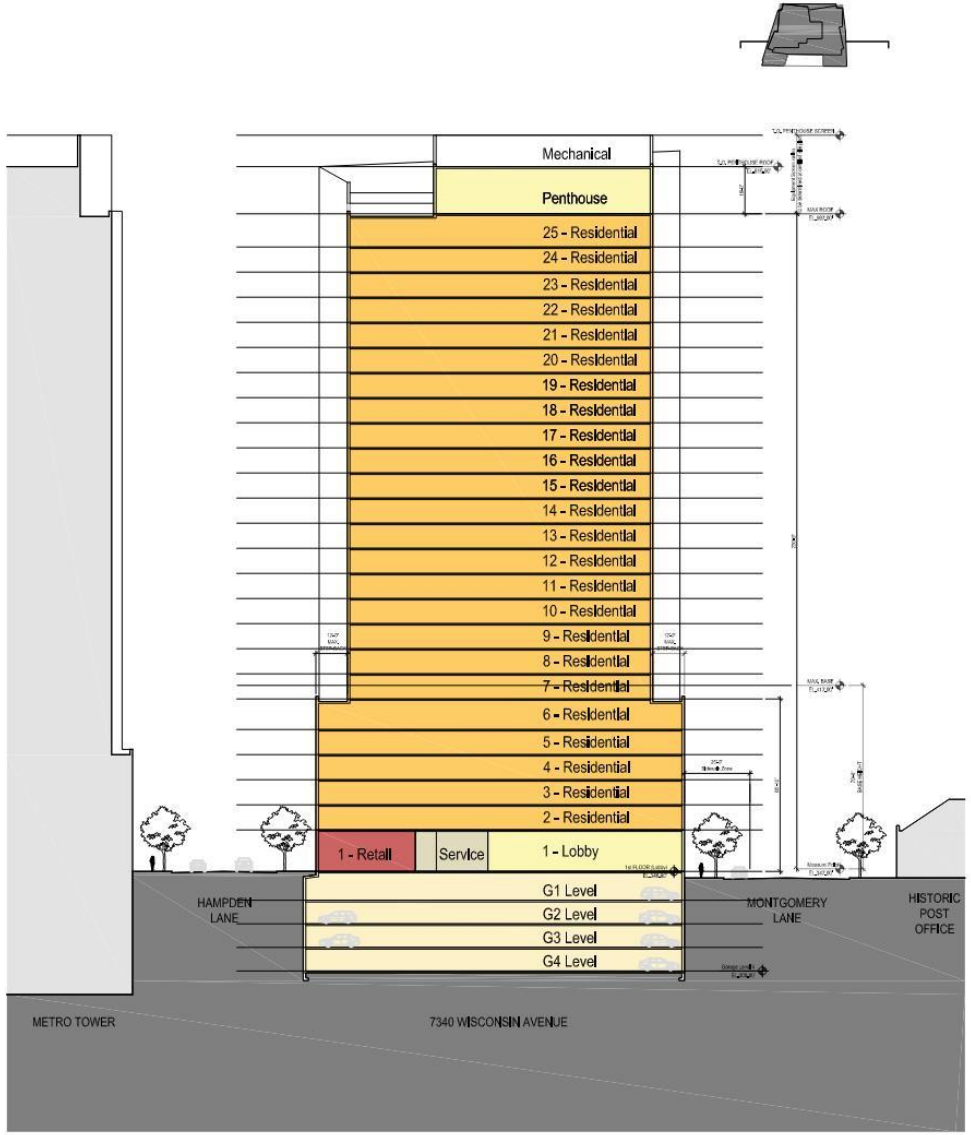
7340 wisconsin ave | bethesda md | **july 12, 2022** | **A.09**

SK+I | Greystar | LandDesign | typical garage level (G2-G3)



pre-submission community meeting





pre-submission community meeting

SK+I

GREYSTAR™

Thank You!

Memorandum

To: Grace Bogdan

From: Patricia A. Harris

Date: July 21, 2022

Re: 7340 Wisconsin Avenue – Supplemental DAP Submission

The following is intended to supplement the DAP submission filed on July 13, 2022. By way of background, Greystar Development Services, the contract purchaser of the property located at 7340 Wisconsin Avenue (the "Property"), is pursuing Sketch Plan Amendment, Preliminary Plan Amendment and Site Plan approval for the Property for a 315,500 square foot multi-family project with ground floor retail (the "Project"). Given that the height and massing of the building is very similar to the previously approved Sketch Plan, Planning Board Staff determined that all three approvals could be pursued concurrently.

In this regard, Greystar first presented the Project to the DAP at its May 25, 2022 meeting. At that time, Greystar representatives explained that while they were pursuing the Sketch Plan Amendment and Site Plan concurrently, they were approaching the May DAP meeting as essentially a review of the Sketch Plan. Greystar representatives further stated that they intended to meet with the DAP again at its July meeting to present a more detailed architectural package, commensurate with a Site Plan level of review.

During the May DAP meeting, the DAP Committee provided the following three comments which are addressed below:

1. **Relationship of building to the proposed building to the west**.

The Project's first floor will be located essentially on the western Property line. Portions of floors two through six will be located on the western Property line, except that there is a courtyard "cut out" in the center with a depth of 22.5 feet with a bio planter at the second floor level. The remaining western façade of the building above the sixth floor will be setback 22.5 feet from the western Property line.

2. Reevaluation of the curtain wall.

One member of the DAP Committee commented that the curtain wall at the top of the building may be awkward and that the Applicant should reevaluate this. This was reevaluated and the architects decided to maintain the same design concept given that it worked well with the

overall design. However, the top portion of the building will be built slightly differently from the window wall system below, but the vertical framing detailing will extend beyond the occupied floors to continue the building's verticality. These extensions will create the screening needed at the amenity roof and penthouse roof levels. There will be infill panels between the frames that will be either glass or louvers, depending on the function of the space behind it.

3. **How is the 7340 Wisconsin Avenue distinguishable from the building located at 7126 Wisconsin.**

The 7126 Wisconsin Avenue building has more of a "punched opening" look throughout most of the building. It utilizes brick and metal panel throughout, with the exception of the main corner on Wisconsin and Bethesda Ave, which is a glassier, window wall system. In contrast, the Project will use a window wall system throughout with 60-70 percent of the skin being glass, with the building's framing emphasizing its verticality.

The Applicant's representatives, including its architects from SK+I will be happy to further discuss these items at the upcoming July 27 DAP meeting.