

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	7126 Wisconsin Avenue
File Number(s)	32019003A, 120230020, 820230020
Project Address	7126 and 7140 Wisconsin Avenue, 4705 Miller Avenue, 4708 Bethesda Avenue

Plan Type Concept Plan Sketch Plan Amendment Site Plan Consultation w/o Plan

APPLICANT TEAM

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

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR-3.0, C-3.0, R-2.75, H-225/200	225/200	418,332 GSF/9.1 FAR	280,497 GSF/6.1 FAR	15%
Proposed Land Uses	Multi-family residential units, ground floor non-residential uses				

DESIGN ADVISORY PANEL SUBMISSION PROCESS & REQUIREMENTS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
2. At least two weeks prior to the scheduled Panel meeting, provide via email to the Design Advisory Panel Liaison the completed Submission Form and required drawings in PDF format. Incomplete applications will be returned for revision. **Applications deemed incomplete by the Liaison may result in the loss of the scheduled meeting date if not returned complete within the above time frame.**
3. Concept Plan and Sketch Plan applications must include the following, at a minimum:
 - Property location plan showing three-block context radius
 - Illustrative site plan showing two-block context radius
 - Perspective images of all building faces from a 3-D model that show the proposal in the built context, as well as with nearby buildings approved by the Planning Board. (Bring the 3-D model to the Panel review.)
 - 3-D building massing diagrams illustrating:
 - both strict conformance with the design guidelines and the proposed design, indicating where the proposal does not conform and how the alternative treatments meet the intent of the guidelines
 - the maximum standard method of development density on site
 - the maximum mapped density on site
 - Precedent images showing scale, architectural character, materiality, etc. (Concept & Sketch Plans only).

Except as noted, Site Plan applications must include all of the above, as well as, at a minimum:

- Floor plans for parking level(s), ground floor, typical floor, roof, and unique conditions
- Building/site sections showing full adjacent street sections with opposite building face
- Elevations for each façade
- Key perspective views expressing character of the building elevations and streetscape.



DESIGN GUIDELINES CONFORMANCE

The primary goal of the DAP is to provide advice and recommendations that will heighten design excellence and improve the quality of architecture, urban design, and landscape architecture in Downtown Bethesda. Simple compliance with the numerical standards in the Design Guidelines does not in itself achieve Design Excellence.

STREET TYPE(S): There are three street types that apply, please see attached chart.

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

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

Yes No

- If yes, please provide sectional diagrams demonstrating conformance with Section 2.1.9 of the Guidelines

DOES THE PROJECT INCLUDE A SECTOR-PLAN RECOMMENDED PARK OR OPEN SPACE?

Yes No

- If yes, please provide diagrams demonstrating conformance with Section 2.2 of the Guidelines

BUILDING FORM

	Recommended	Provided	Alternative Compliance?
Tower			
Separation Distance	45-60'	22.5' on site's side of property line	No
Step-Back	Per Street Type	Varies by type	
Bulk Reduction Methods	Use of unique geometry, varied tower heights, modulated and articulated facades, limited apparent face		

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

Yes No

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

EXCEPTIONAL DESIGN POINTS REQUESTED (MIN: 10, MAX: 30): 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?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	6-10 feet	6 feet	No
Pedestrian Through Zone	10-20 feet	12 feet	No
Frontage Zone	0-10 feet	7 feet	No
<i>Building Placement</i>			
Build-to Line (from street curb)	25-30 feet	25 feet	No
<i>Building Form</i>			
Base Height	3-6 stories (35-70 feet)	6 stories 70 feet	No
Step-Back	10-15 feet	Varies with primary step-backs of 10 to 21 feet	No

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

	Recommended	Provided	Alternative Compliance?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	5-8 feet	6 feet	No
Pedestrian Through Zone	8-12 feet	8 feet	No
Frontage Zone	0-7 feet	1 foot	No
<i>Building Placement</i>			
Build-to Line (from street curb)	15-20 feet	15 feet	No
<i>Building Form</i>			
Base Height	3-6 stories (35-70 feet)	6 Stories 70 feet	No
Step-Back	10-15 feet	Varies with primary step-backs of 8 and 10 feet; the step-back averages 19 feet along frontage	No

Street Type: Neighborhood Local Street (Miller Avenue)

	Recommended	Provided	Alternative Compliance?
<i>Sidewalk Zone</i>			
Planting/Furnishing Zone	5-8 feet	6 feet	No
Pedestrian Through Zone	6-10 feet	6 feet	No
Frontage Zone	0-4 feet	3 feet	No
<i>Building Placement</i>			
Build-to Line (from street curb)	12-15 feet	15 feet	No
<i>Building Form</i>			
Base Height	2-4 stories (25-50 feet)	Varies	No
Step-Back	15-20 feet	Varies with primary step-back of 14'-8"; the step-back averages 20 feet along frontage	No



7126 wisconsin avenue bethesda, maryland

site plan dap submission

site location
7126 wisconsin avenue
bethesda, maryland

developer / applicant
foulger-pratt

land use counsel
will gill llp

architect
sk+i architectural design group, llc

civil engineer
bohler

landscape architect
parkerrodriguez inc

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2022.10.12 | 001



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2022.10.12 | 002



- LEGEND**
- ● ● ● CAPITAL CRESCENT TRAIL
 - ● ● ● COUNTY BIKEWAY
 - — — MAJOR VEHICULAR ROADS
 - - - - SITE OUTLINE
 - RESIDENTIAL AREA
 - COMMERCIAL AREA
 - BUS STOP
 - M METRO ENTRANCE



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design goals:

- the new, expanded site, now completes the urban block with 3 activated frontages along Bethesda, Wisconsin, and Miller Avenues
- achieve the design goals of the Bethesda Plan and provide a dynamic, sustainable, and inclusive signature address
- sculpt a signature residential tower while maintaining an approachable, scaled facade through:
 - unique geometry
 - varying tower height
 - modulate and articulate facades
 - limiting the facade's apparent face
- create active and engaging architectural frontages and streetscapes to enhance the public realm

dap recommendations - april 27, 2022:

- the design of the column at the NE corner main entrance to be enhanced. This column is grounding the tower element providing an opportunity to create a "moment".
- the tower top should be embellished more. downplaying the spandrel glass between the windscreen and amenity would help.
- materiality and detailing to be more refined.

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dap submission | view from wisconsin ave looking south



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dap submission | view from bethesda women's market



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dap submission | view from across wisconsin ave



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dap submission | view from wisconsin ave looking north



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dap submission | view from bethesda ave



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dap submission | view from miller ave



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dap submission | ne corner streetview



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dap submission | bethesda ave streetview



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dap submission | miller ave streetview



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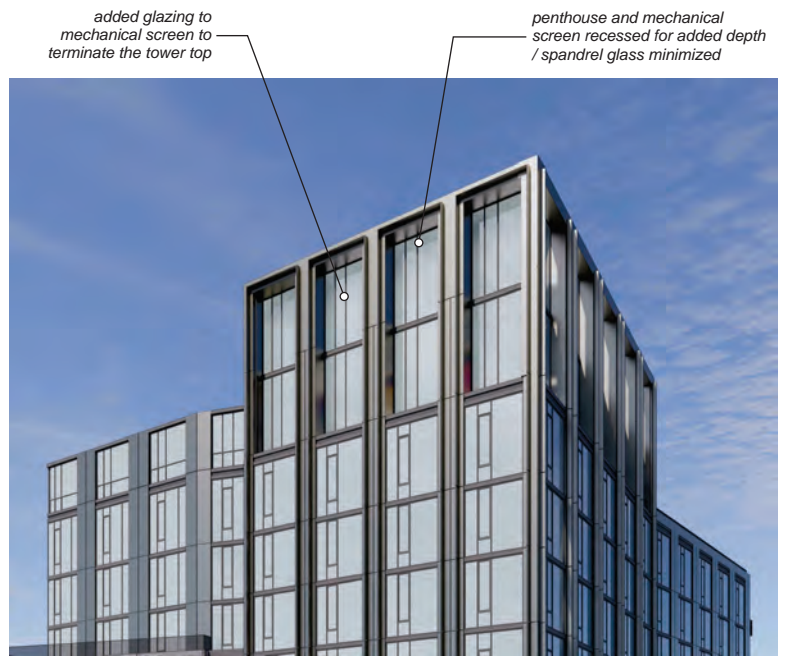
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dap submission | tower top

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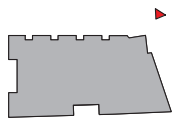


previous design from dap presentation 4.13.2022



revised tower top design

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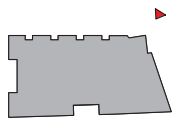


previous design from dap presentation 4.13.2022

corner facade treatment extends down design to create a framed outdoor corner portal



revised corner entry design



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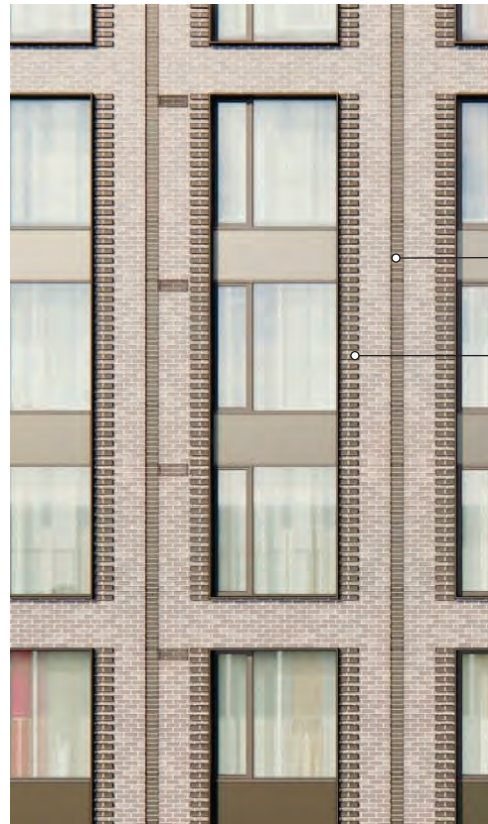
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dap submission | tower detail and materiality



previous design from dap presentation 4.13.2022



revised design

recessed stacked bond of dark accent brick

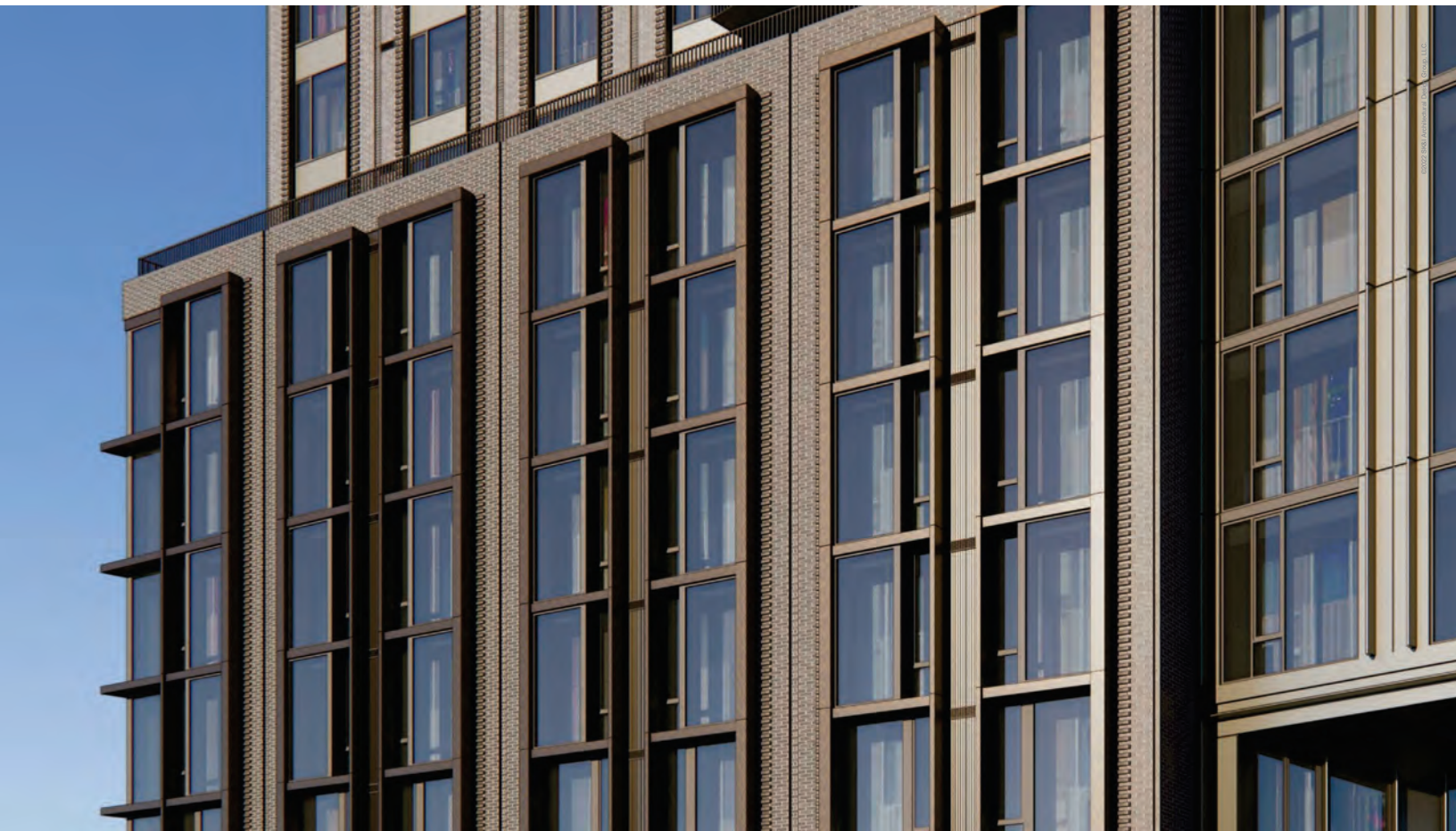
alternating and protruding stacked stretchers of dark accent brick

design with intention: masonry details add character, depth, and texture

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dap submission | base detail and materiality



previous design from dap presentation 4.13.2022



revised design

framed metal bay projections

recessed panel between bays to receive and hide exhaust vents

alternating and protruding stacked stretchers of base brick

design with intention: masonry details add character, depth, and texture

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bethesda, maryland

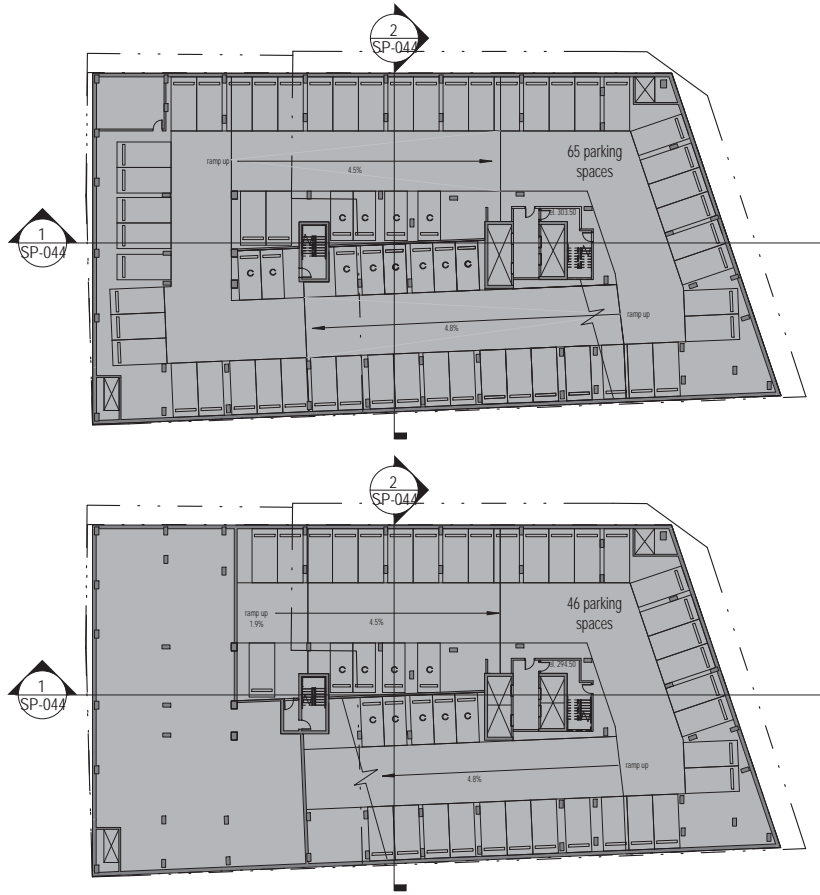
site plan
dap submission

appendix

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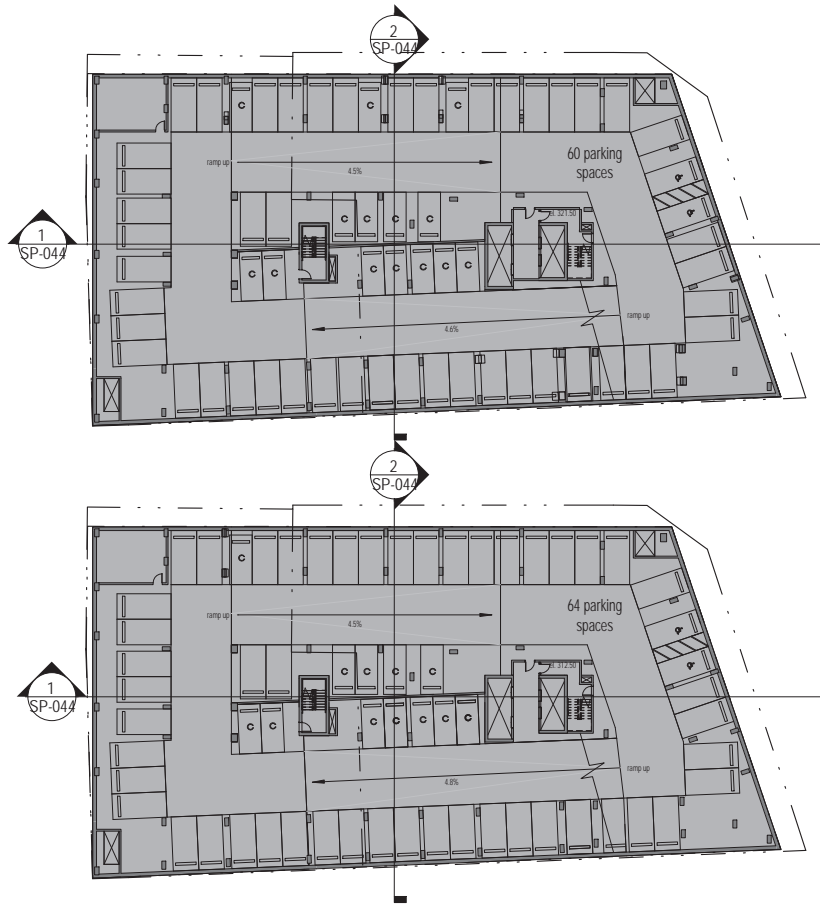
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dap submission | p5 & p4

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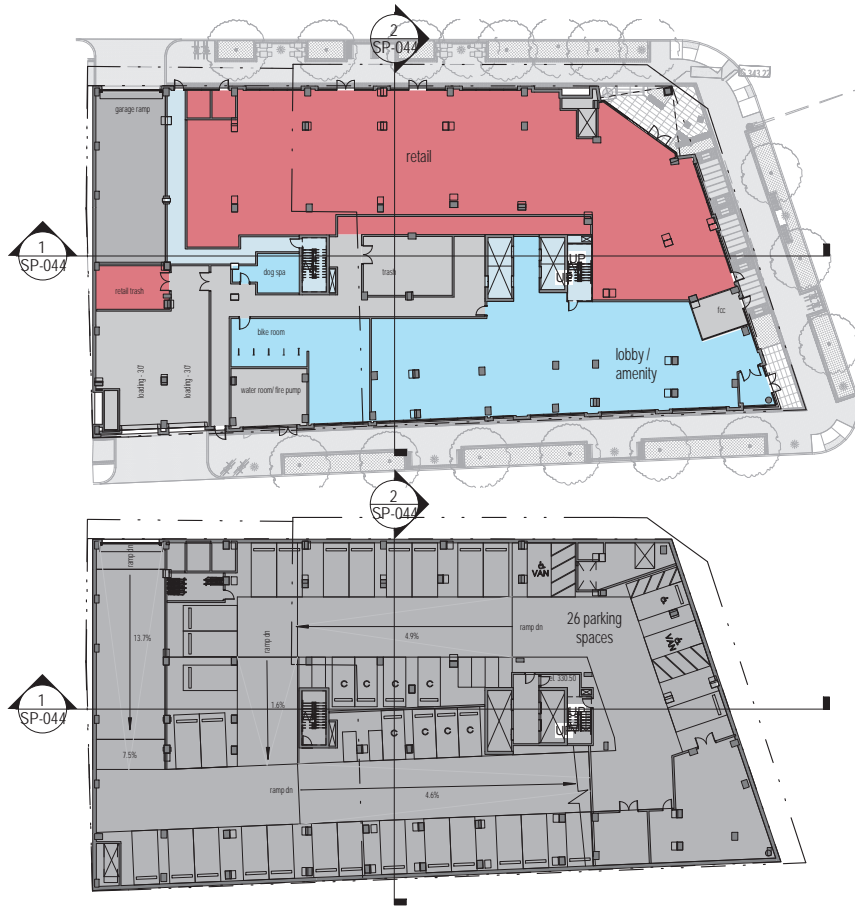


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dap submission | 2nd floor & 3rd - 6th floor

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dap submission | 7th - 19th floor & 20th floor

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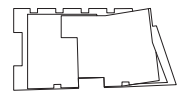
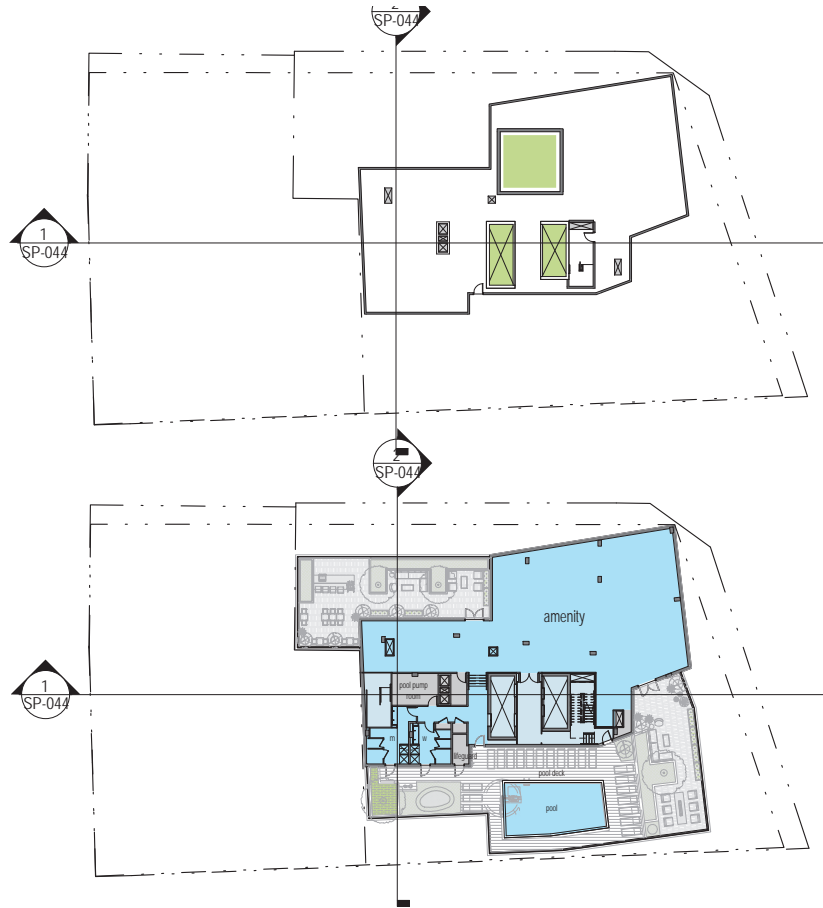
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dap submission | 21st floor & 22nd floor





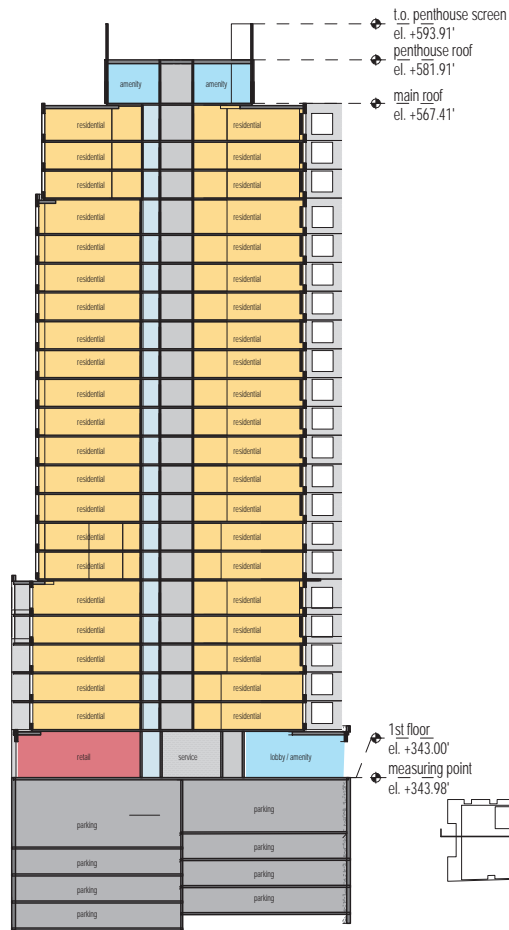
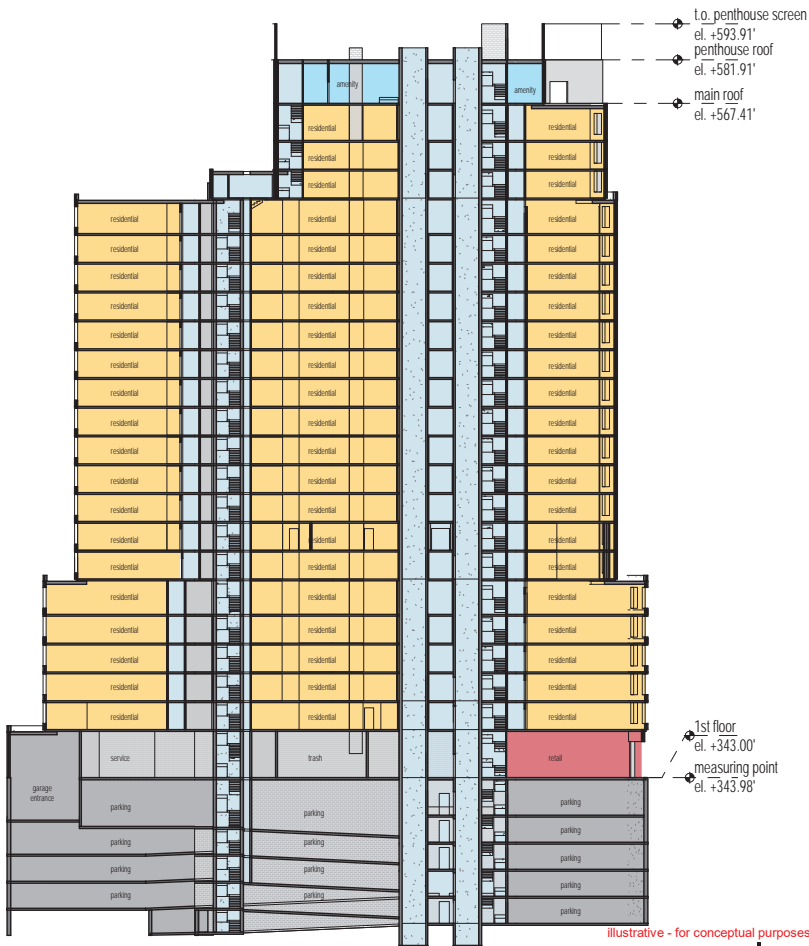
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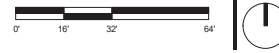


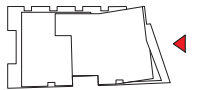
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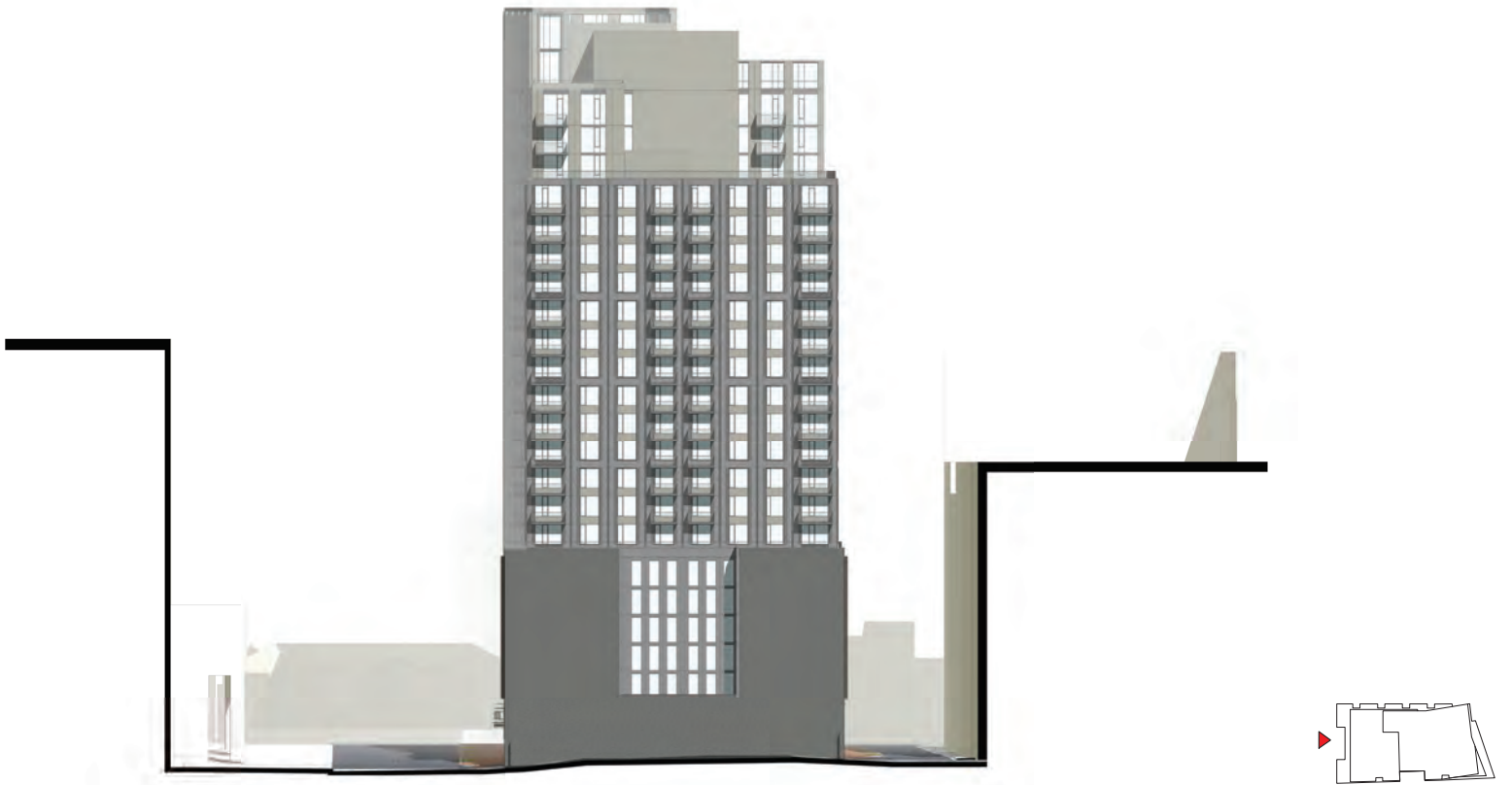


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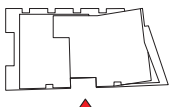


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