

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	
File Number(s)	
Project Address	

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact			
Architect			
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data					
Proposed Land 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): _____

	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'		
Step-Back	Per Street Type		
Bulk Reduction Methods			

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

Yes No

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

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

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



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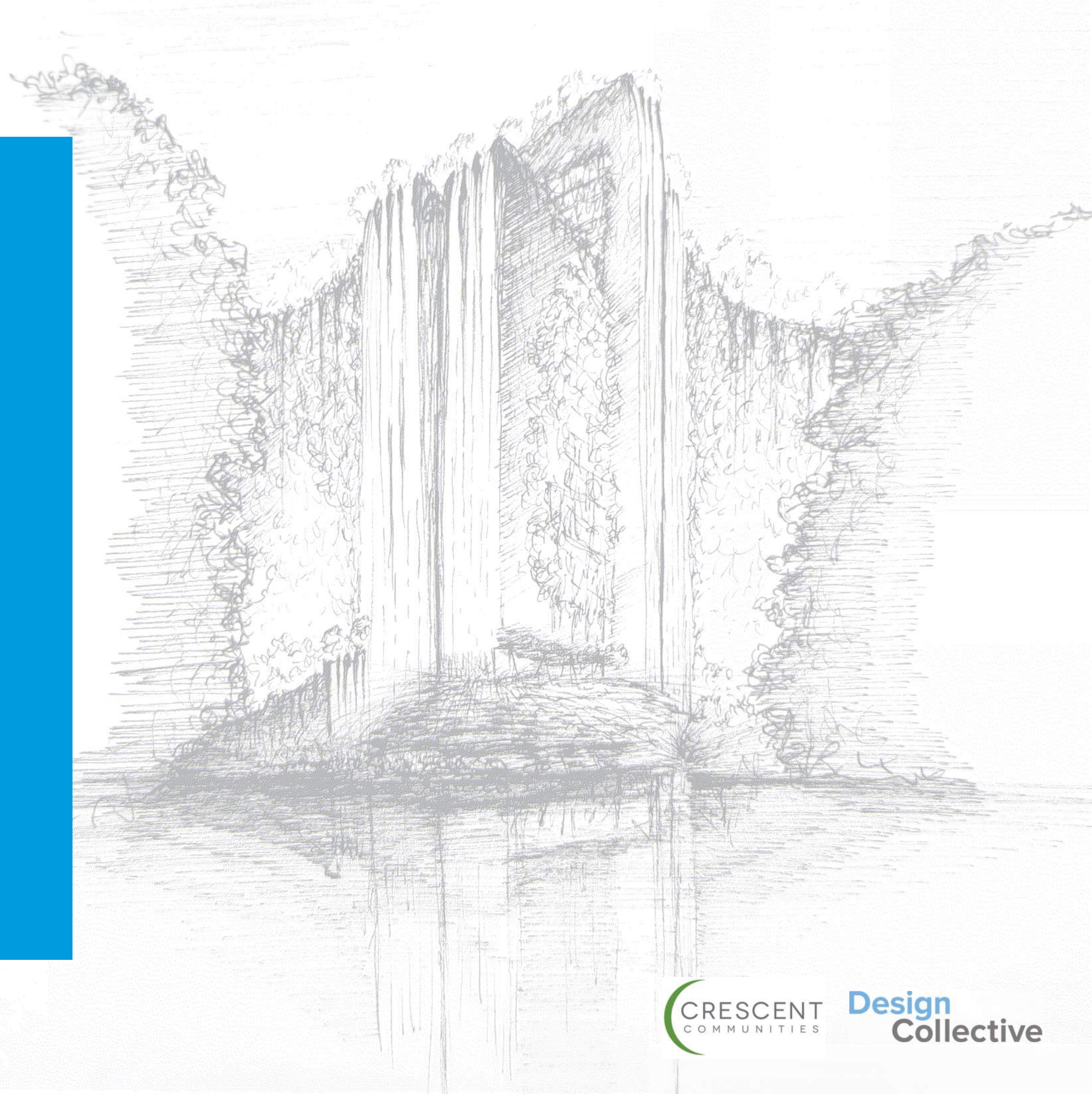
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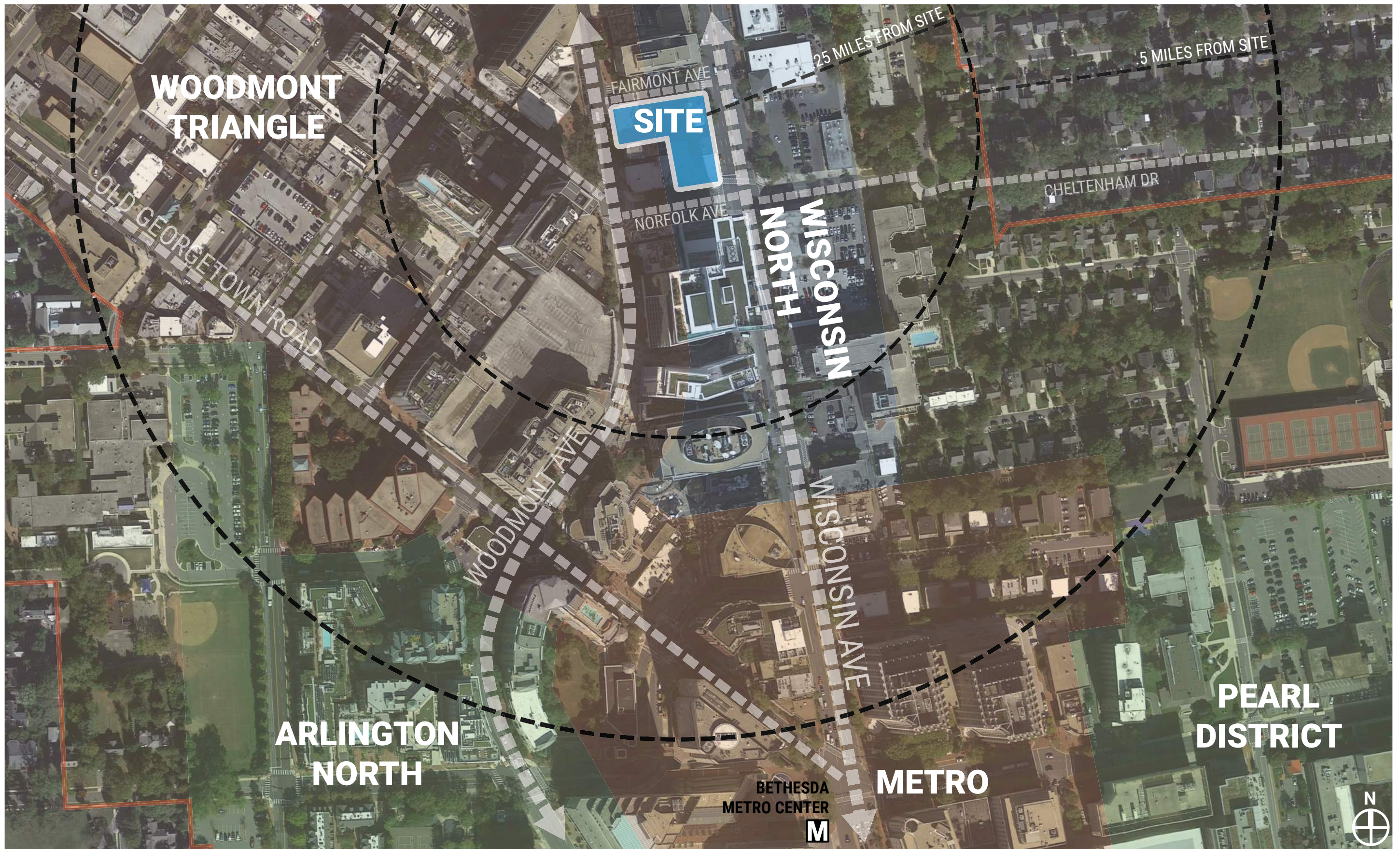
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NOVEL BETHESDA

CONCEPT PLAN DAP SUBMISSION
NOVEMBER 30, 2022





SITE PLAN



1



2



3



4



6



5

NEIGHBORHOOD CONTEXT

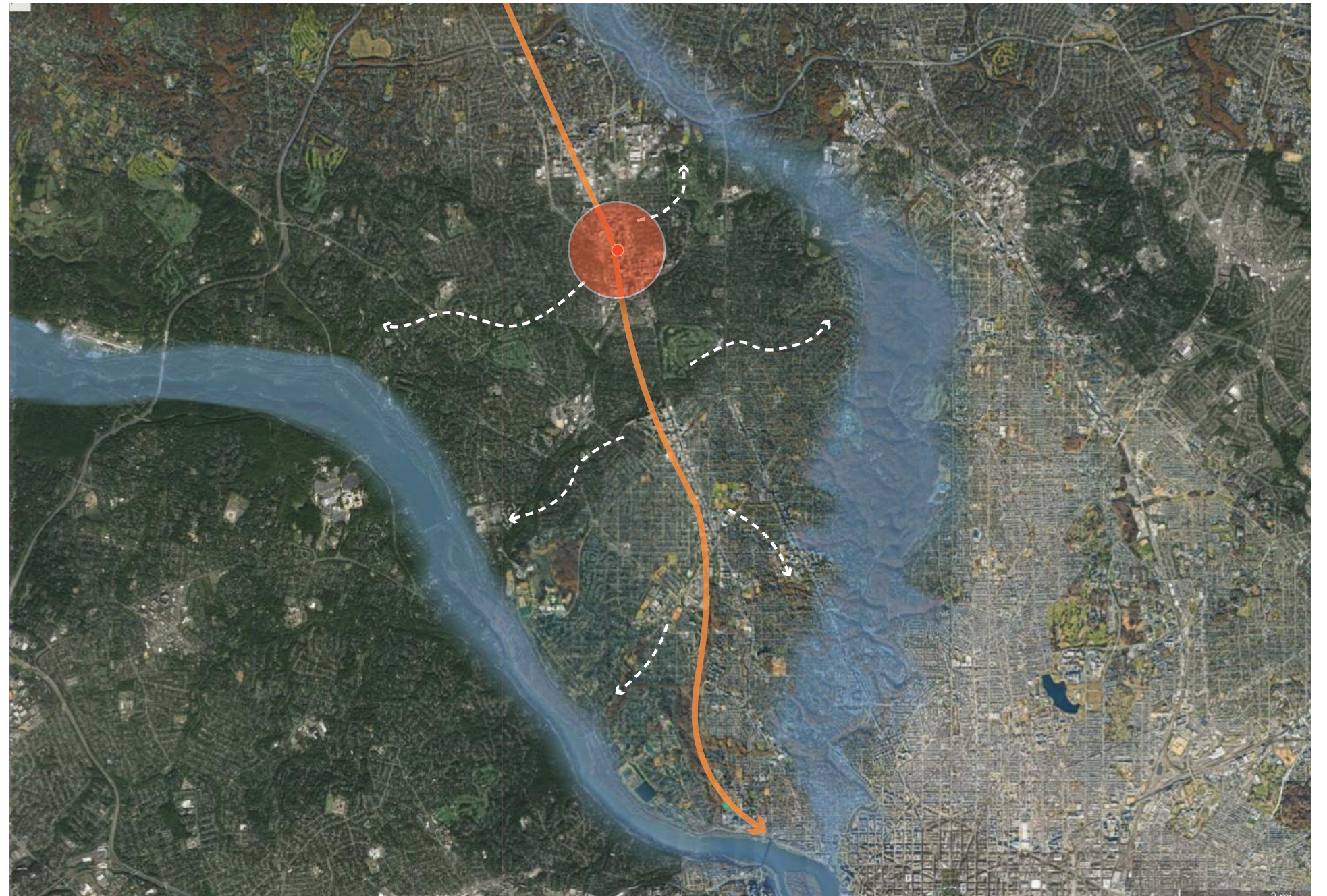


CONCEPTUAL SITE PLAN

1/64" = 1'-0"

RECALLING BETHESDA'S HERITAGE

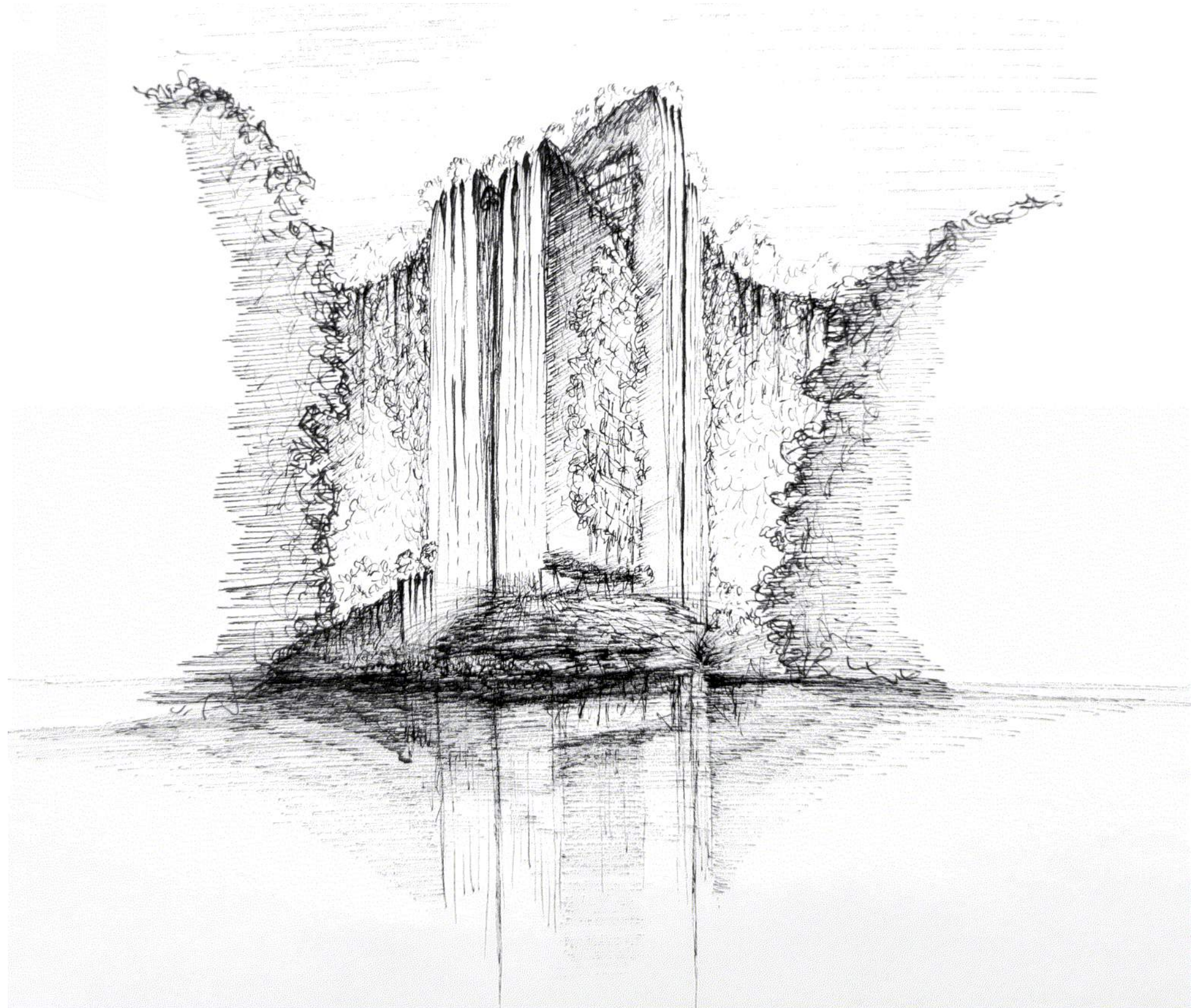
- BEGAN AS A NATIVE AMERICAN RIDGE-LINE TRAIL BETWEEN ADJACENT RIVERS
- BECAME SETTLERS RIDGE-LINE TRADE ROUTE CONNECTING COMMUNITIES TO PORT OF GEORGETOWN
- VISION - RECALL BETHESDA'S LINEAGE AS A NODE OF ENERGY AND VIBRANCY CASCADING DOWN TO THE SURROUNDING COMMUNITIES IT WAS BUILT UPON



PROJECT VISION

RECALLING BETHESDA'S HERITAGE

- THE CONCEPTUAL APPROACH WILL MANIFEST THIS METAPHORIC VISION INTO THE BUILT ENVIRONMENT WHILE SIMULTANEOUSLY EMBODYING THE TENENTS OF SUSTAINABLE DEVELOPMENT AND BIOPHILIC DESIGN.
- CAPITALIZE ON THE OPPORTUNITY TO HARNESS THE ENERGY OF THE BUILDING'S HEIGHT AND DRAW THAT DOWN TO THE URBAN REALM, LETTING IT SPILL ACROSS THE STREETScape CREATING AN ENERGIZED COMMUNITY NODE THAT IS RESPONSIVE TO AND REFLECTIVE OF A NATURAL LANDSCAPE



PROJECT VISION

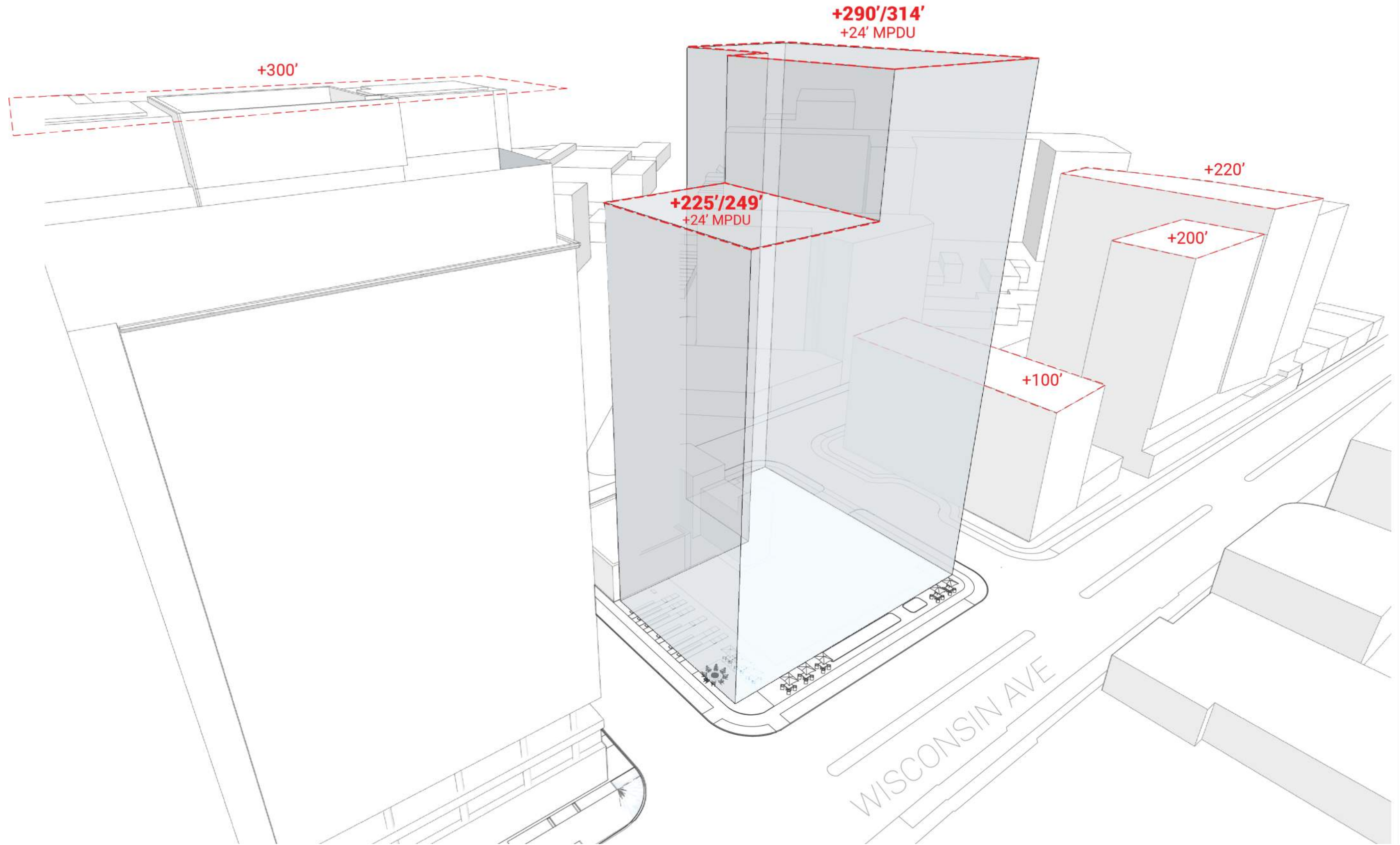


DIAGRAM: BY RIGHT

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.



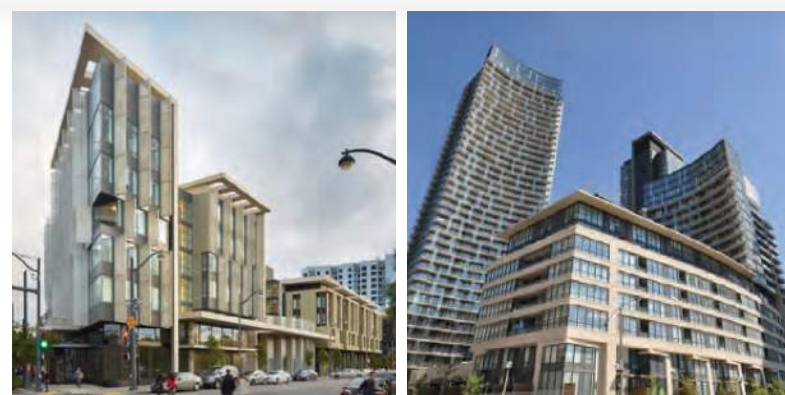
B. Use Unique Geometry

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.



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.



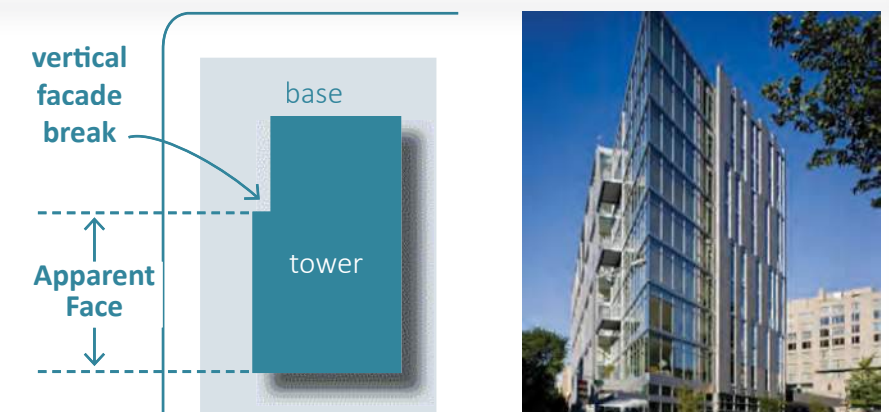
E. Vary Tower Placement and Orientation

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.



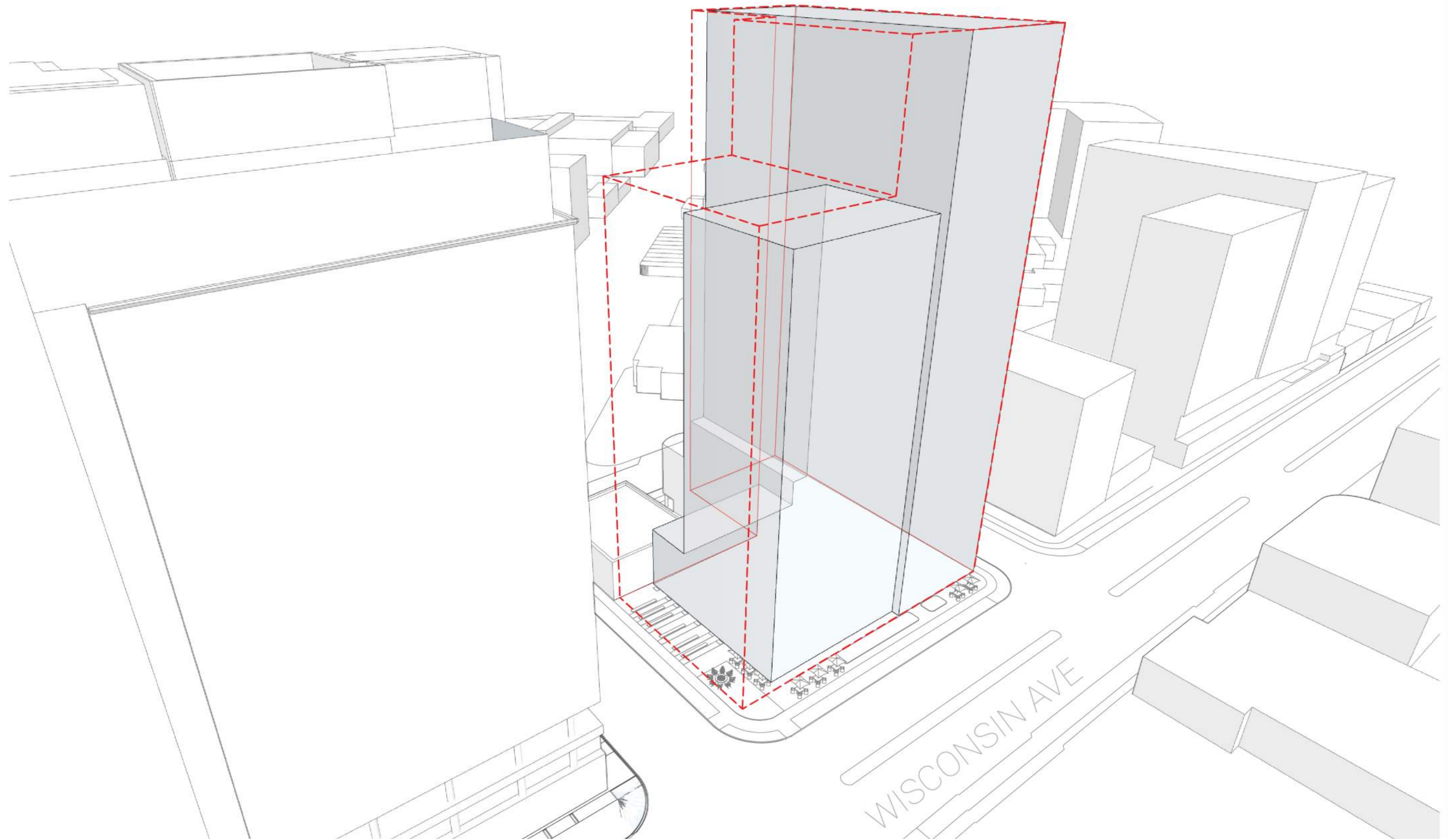


DIAGRAM: GOOD NEIGHBOR

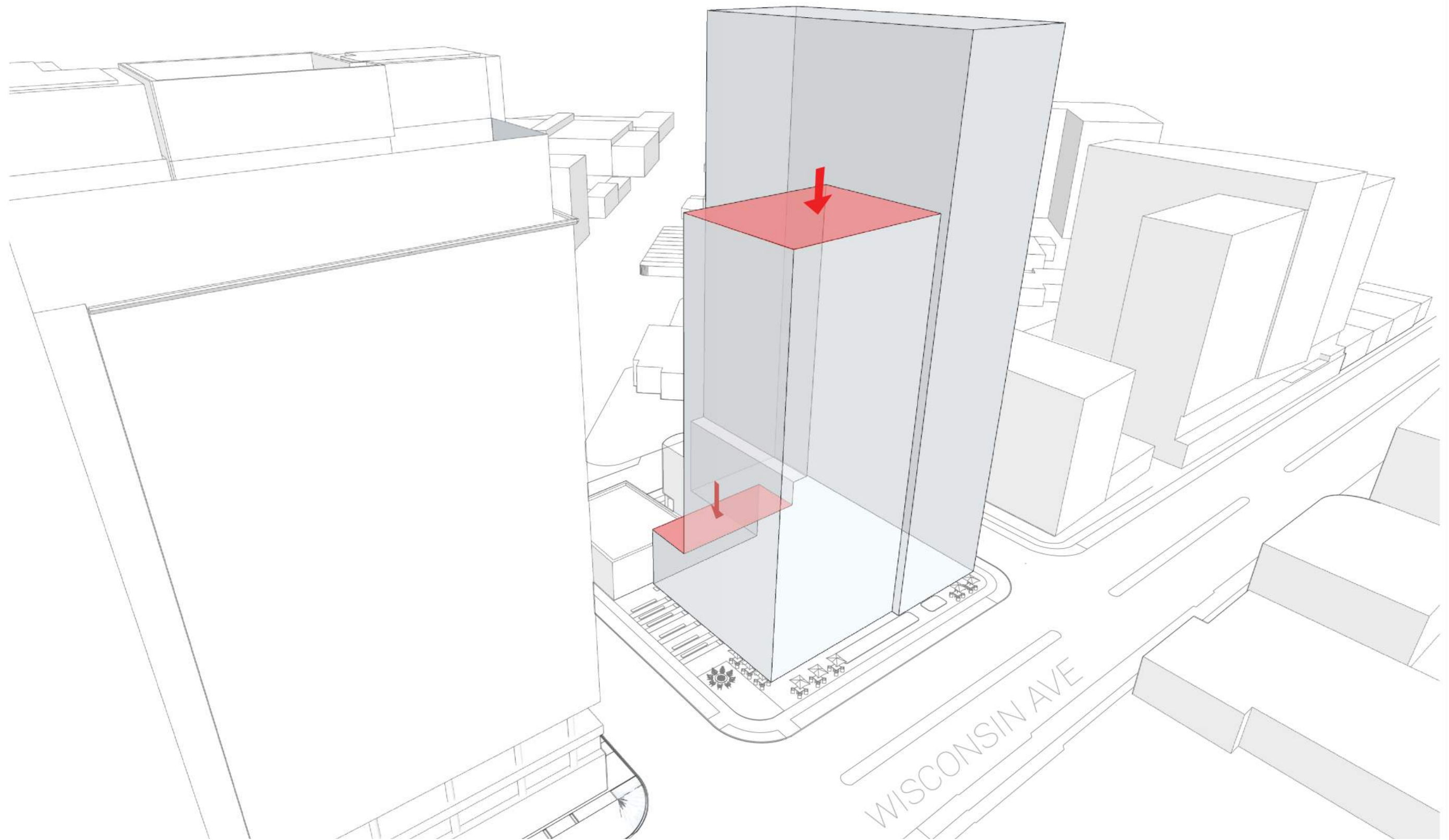


DIAGRAM: MODULATE MASSING HEIGHTS

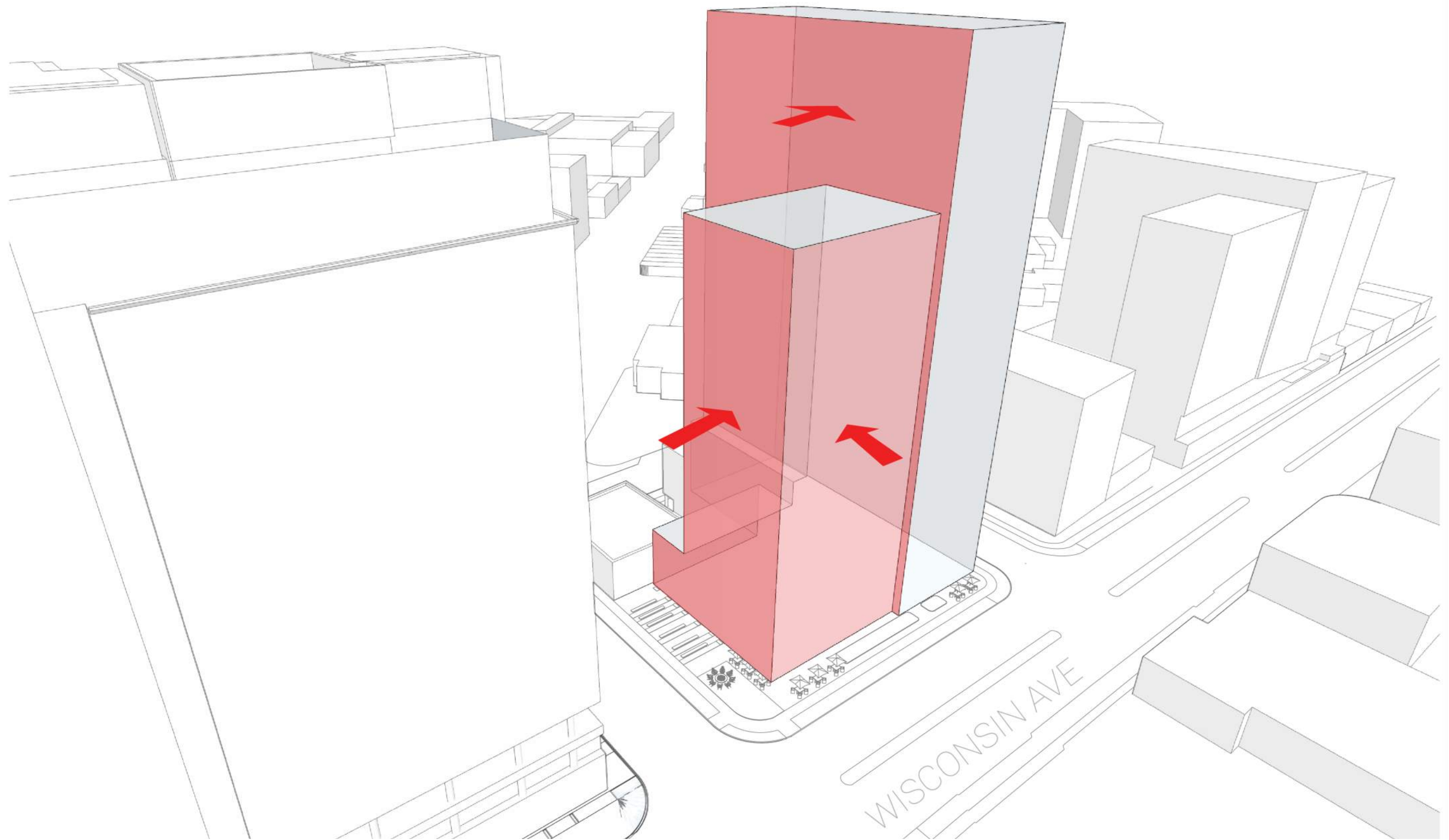


DIAGRAM: REDUCE TOWER FLOORPLATES

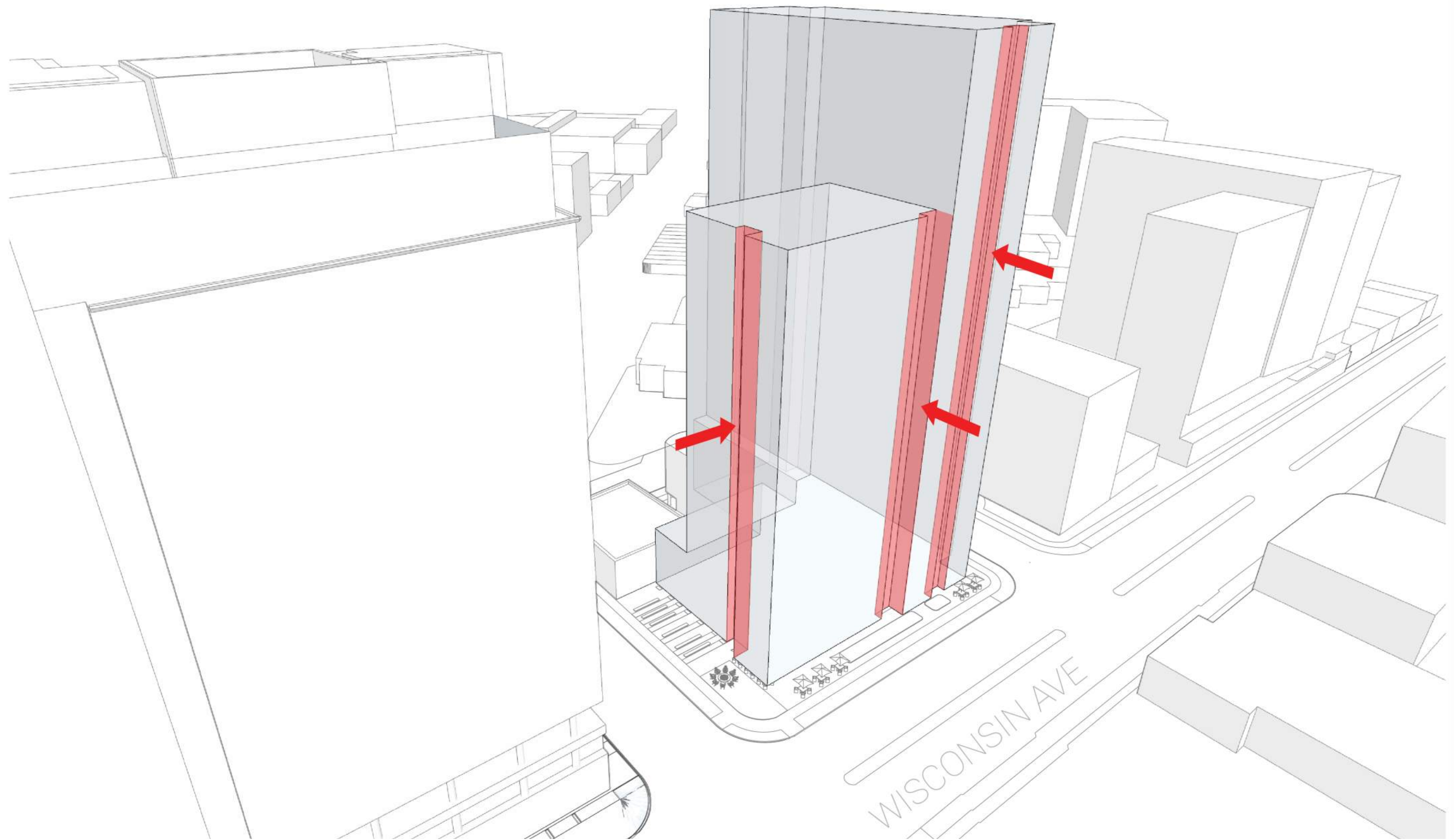


DIAGRAM: LIMIT APPARENT FACE

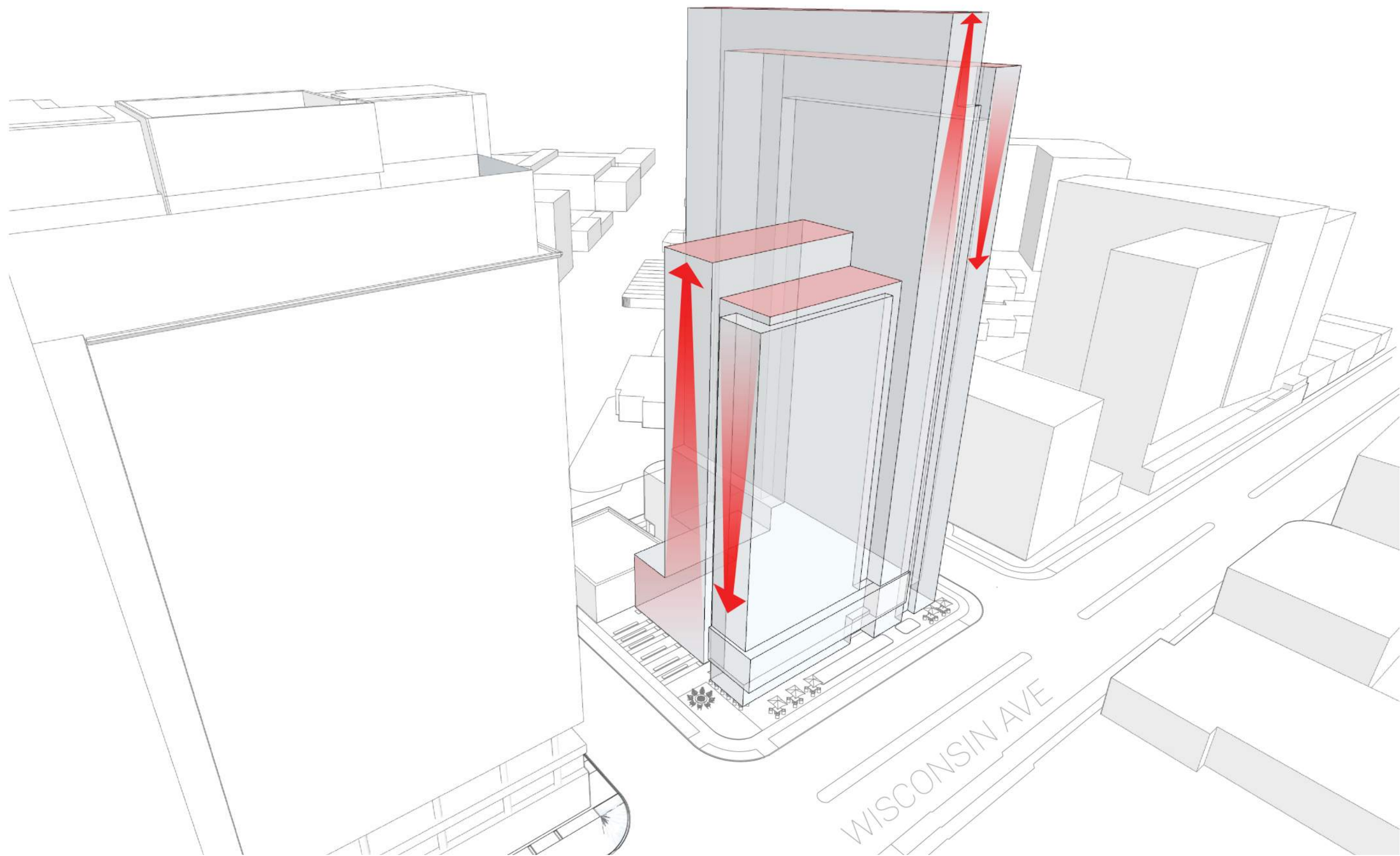


DIAGRAM: VARY TOWER HEIGHTS

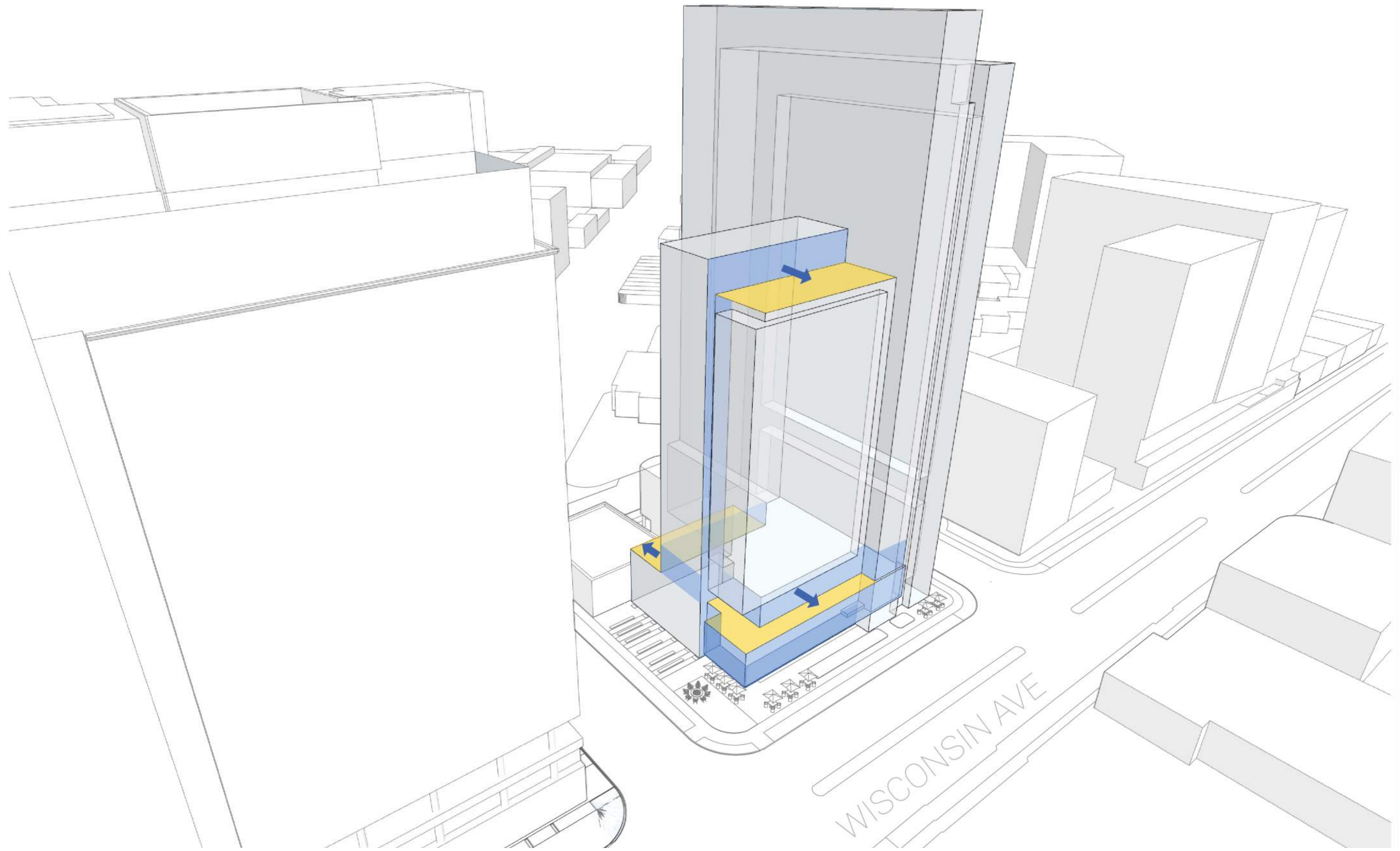


DIAGRAM: CONNECT AMENITIES TO OUTDOOR SPACE

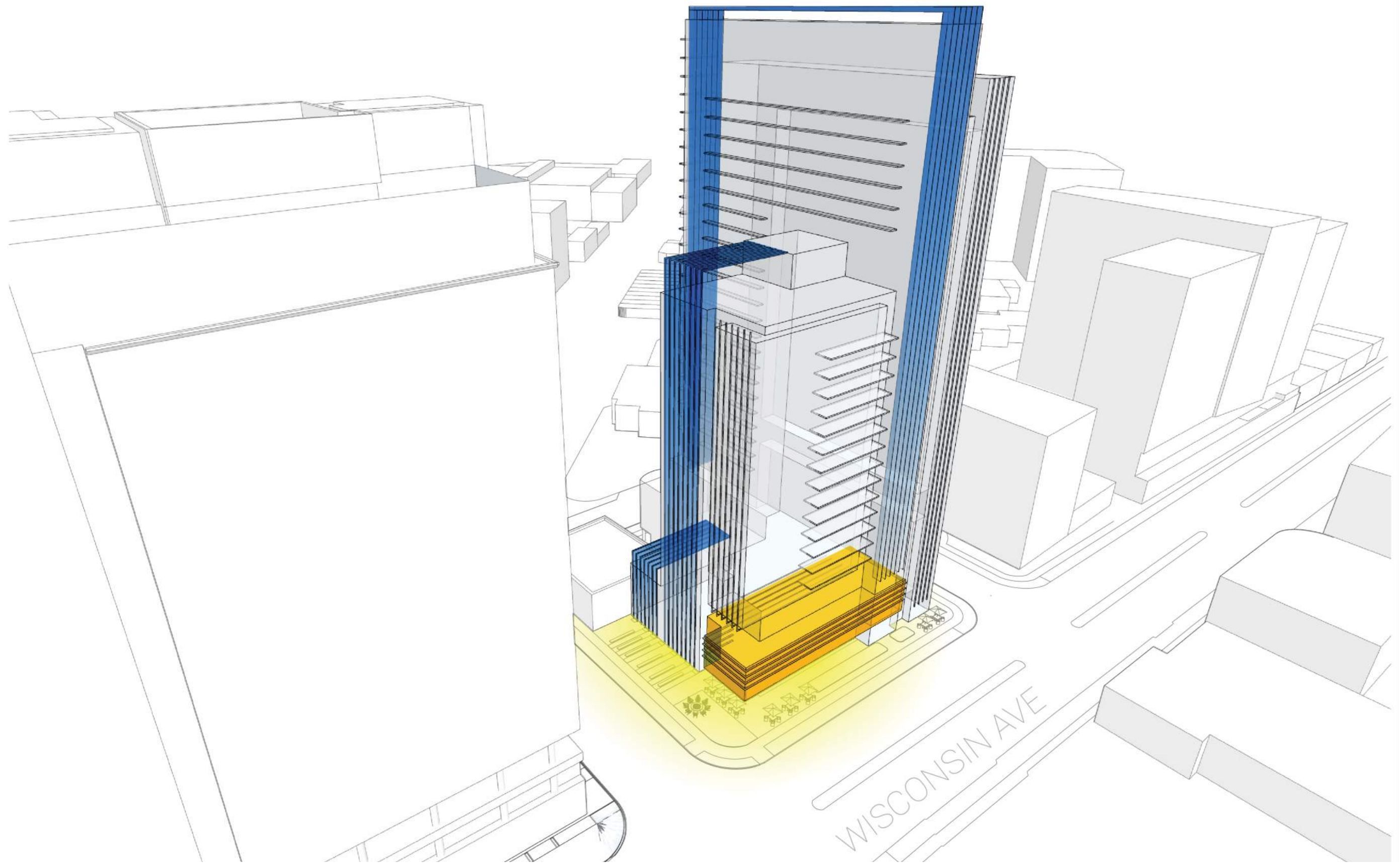


DIAGRAM: BUILDING MOVEMENT / ENERGY

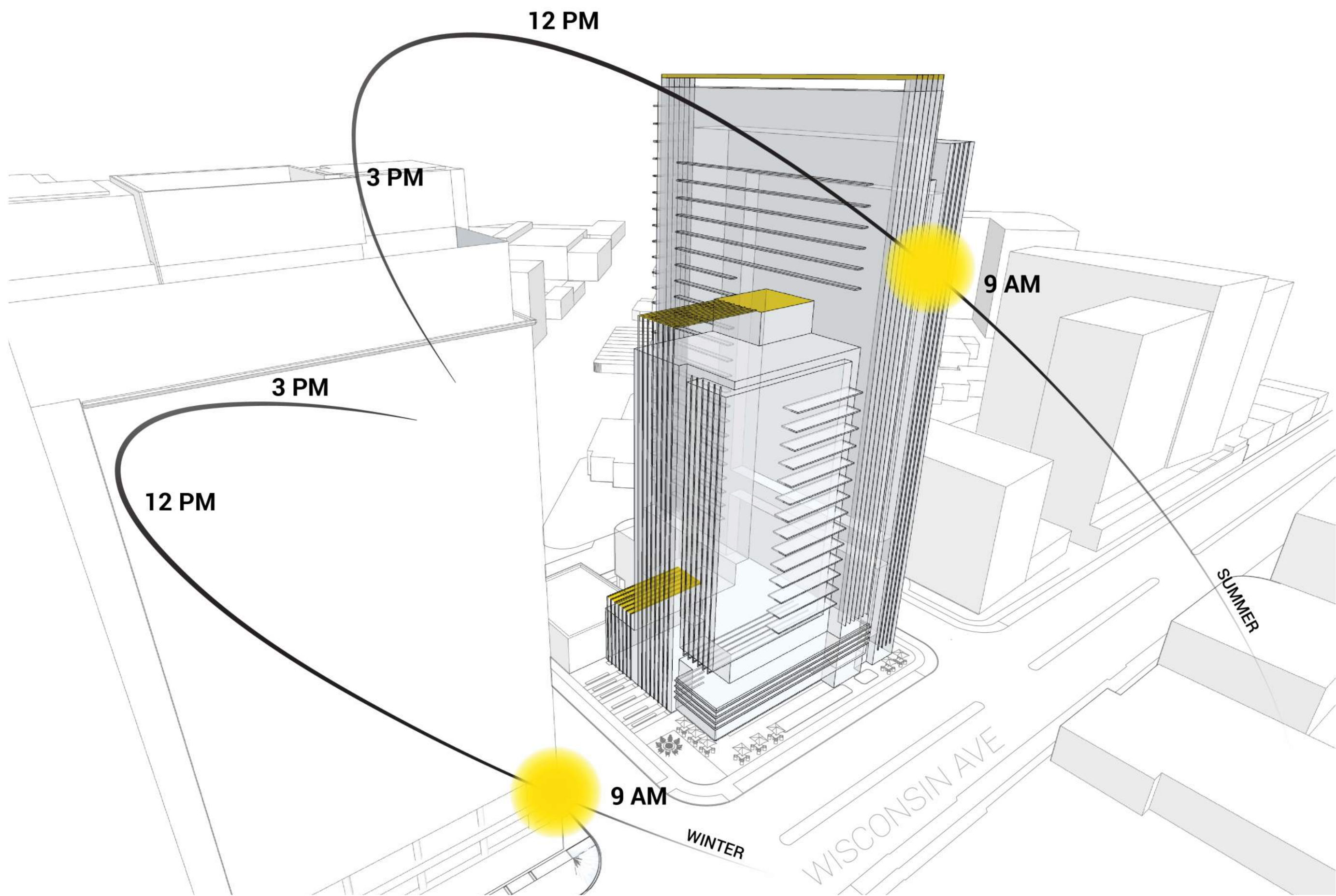


DIAGRAM: BUILDING PERFORMANCE INTEGRATION

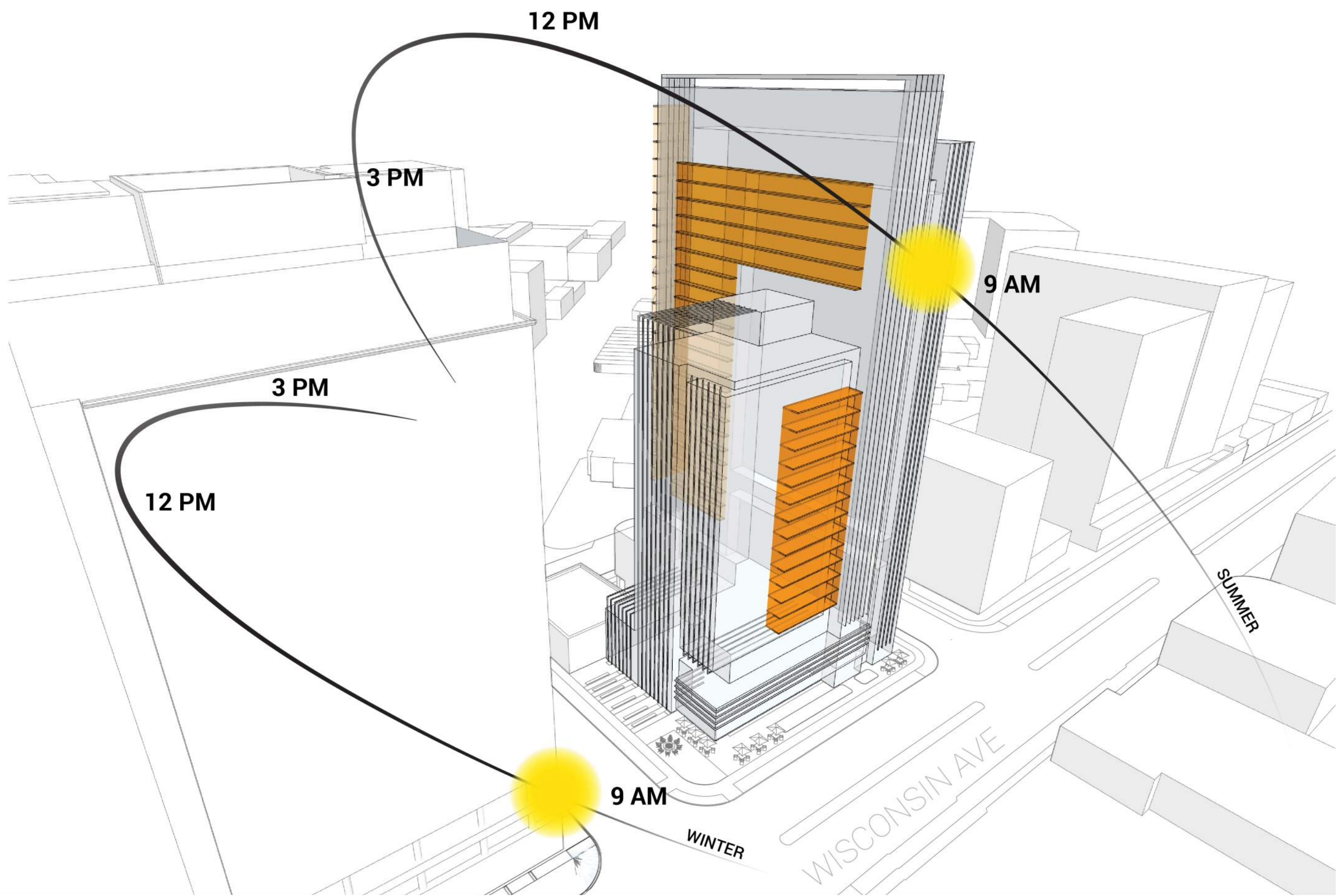


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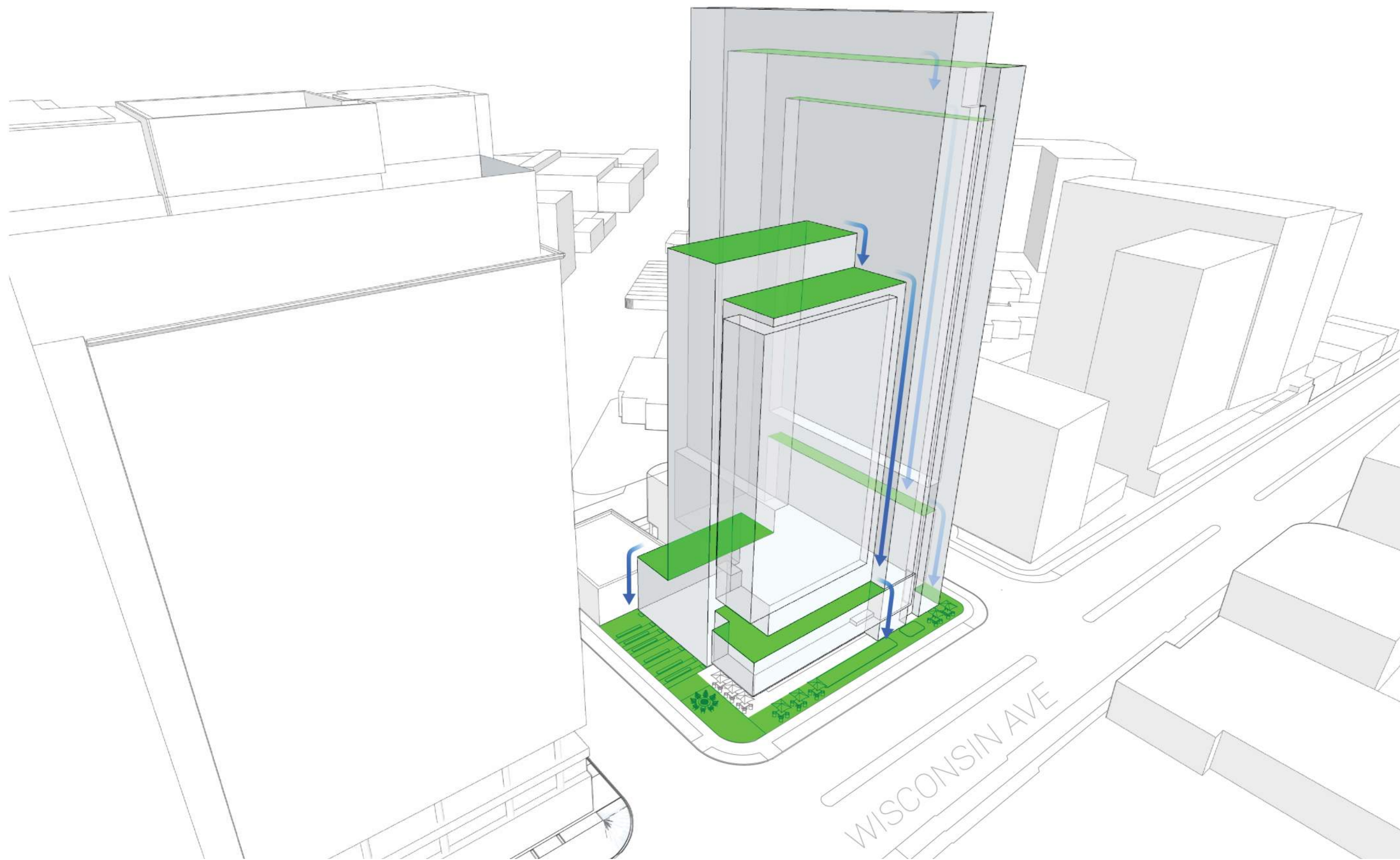


DIAGRAM: HOLISTIC STORM WATER INTEGRATION

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

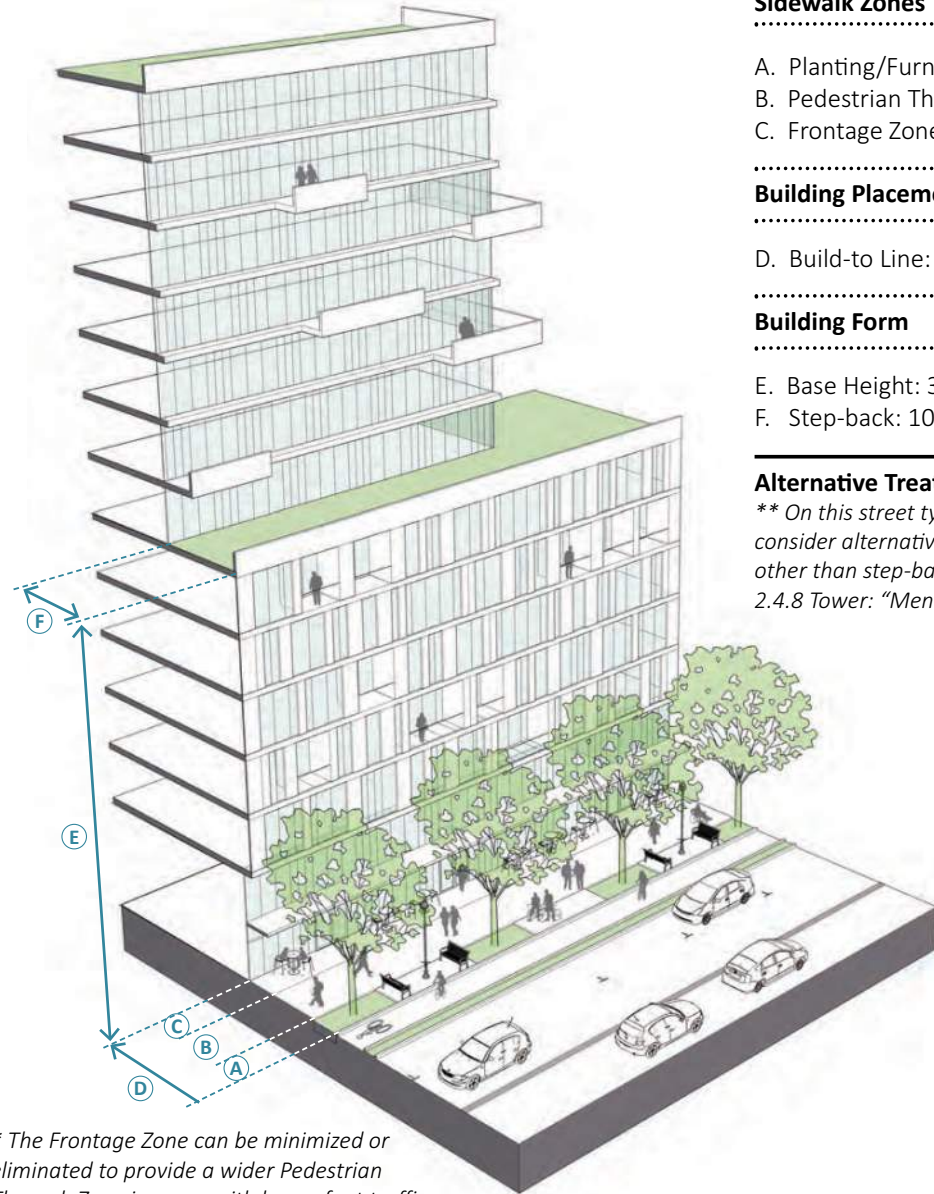
- D. Build-to Line: 15- 20 ft. from street curb

Building Form

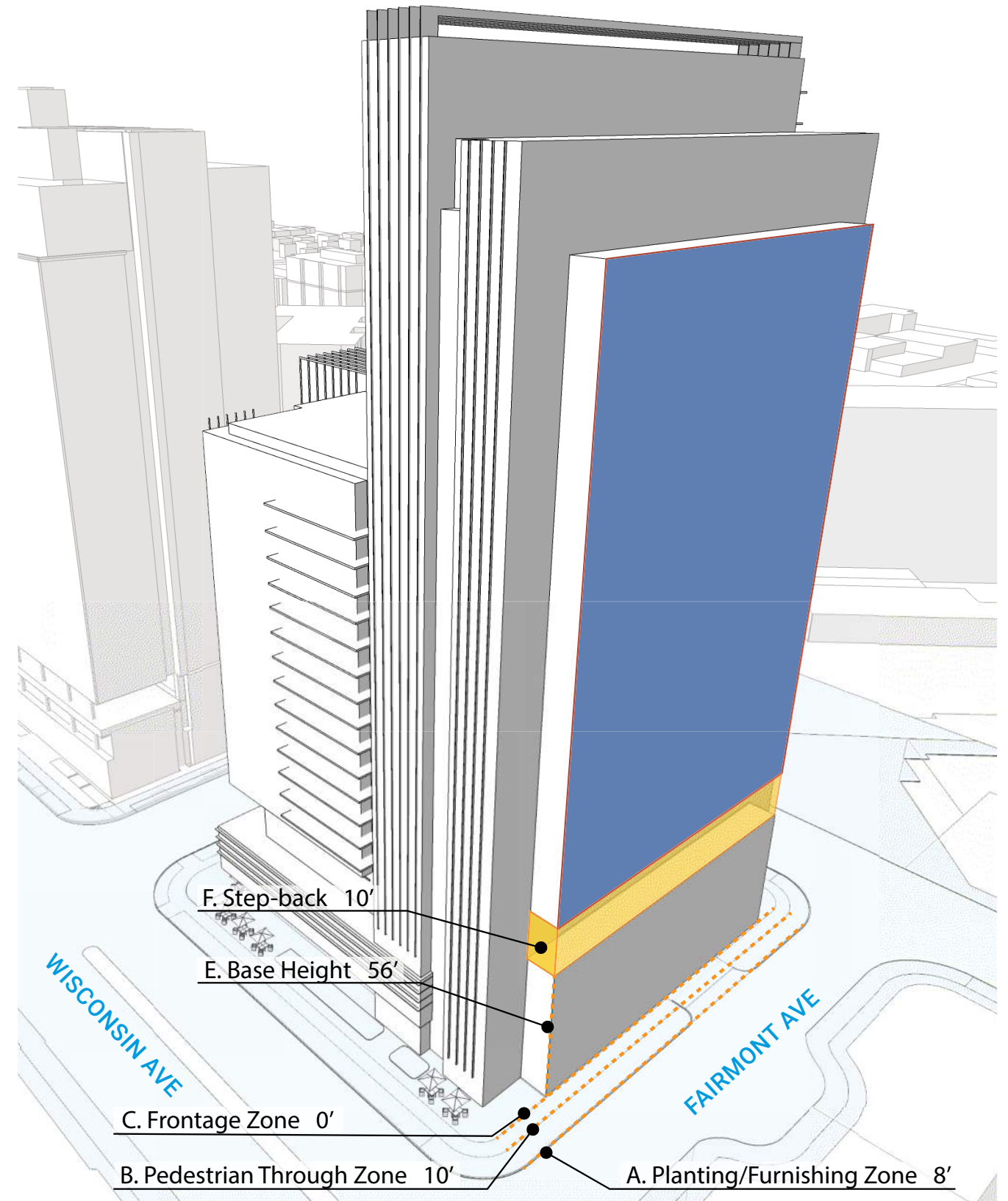
- E. Base Height: 3-6 stories (35-70 ft.)
- F. Step-back: 10-15 ft.**

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.



2.4.6 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:

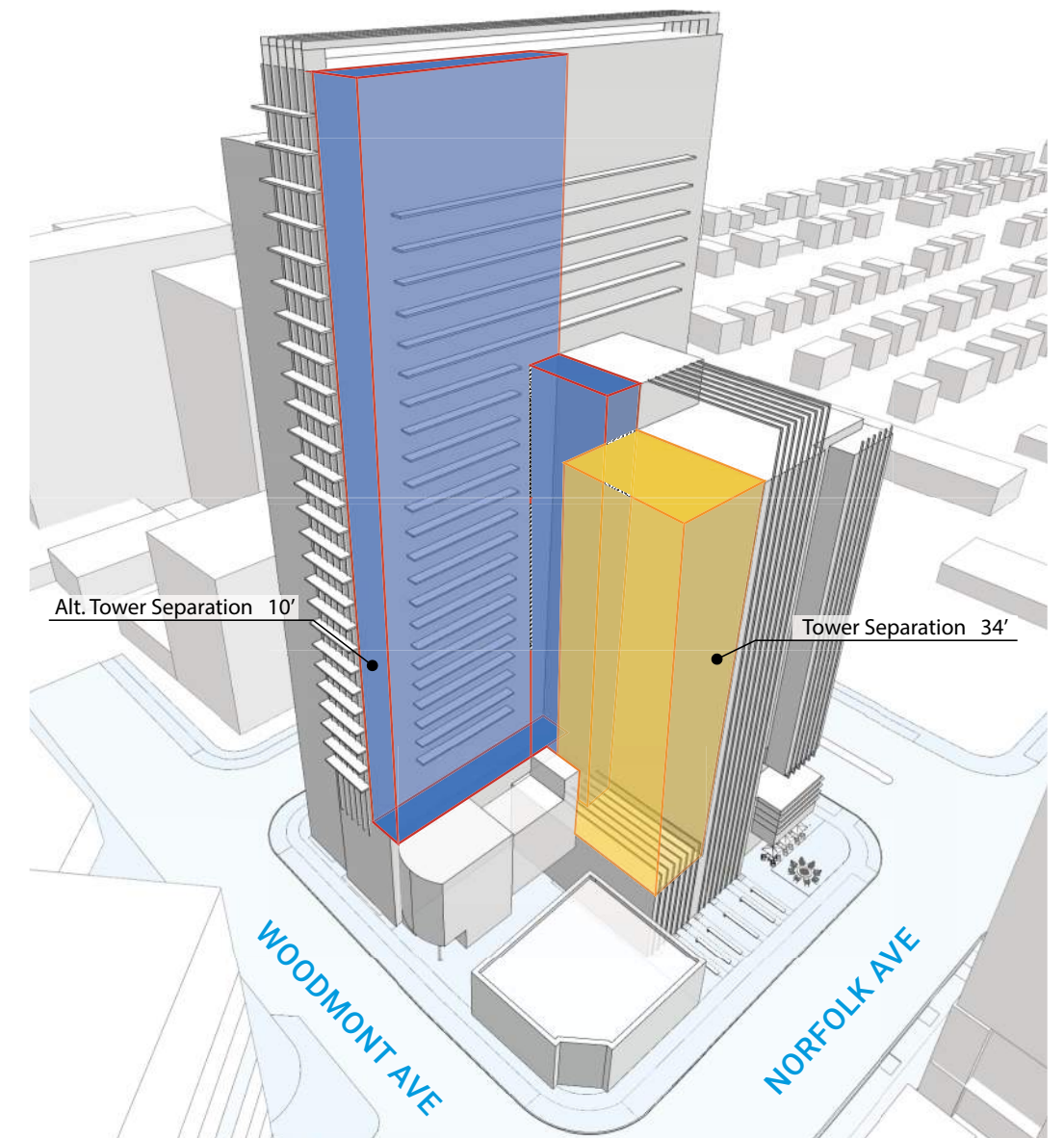
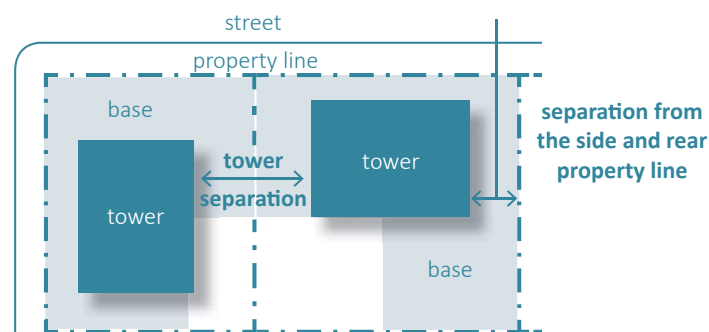
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- B. Provide a continuous building base along the lower floors.
- C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

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.

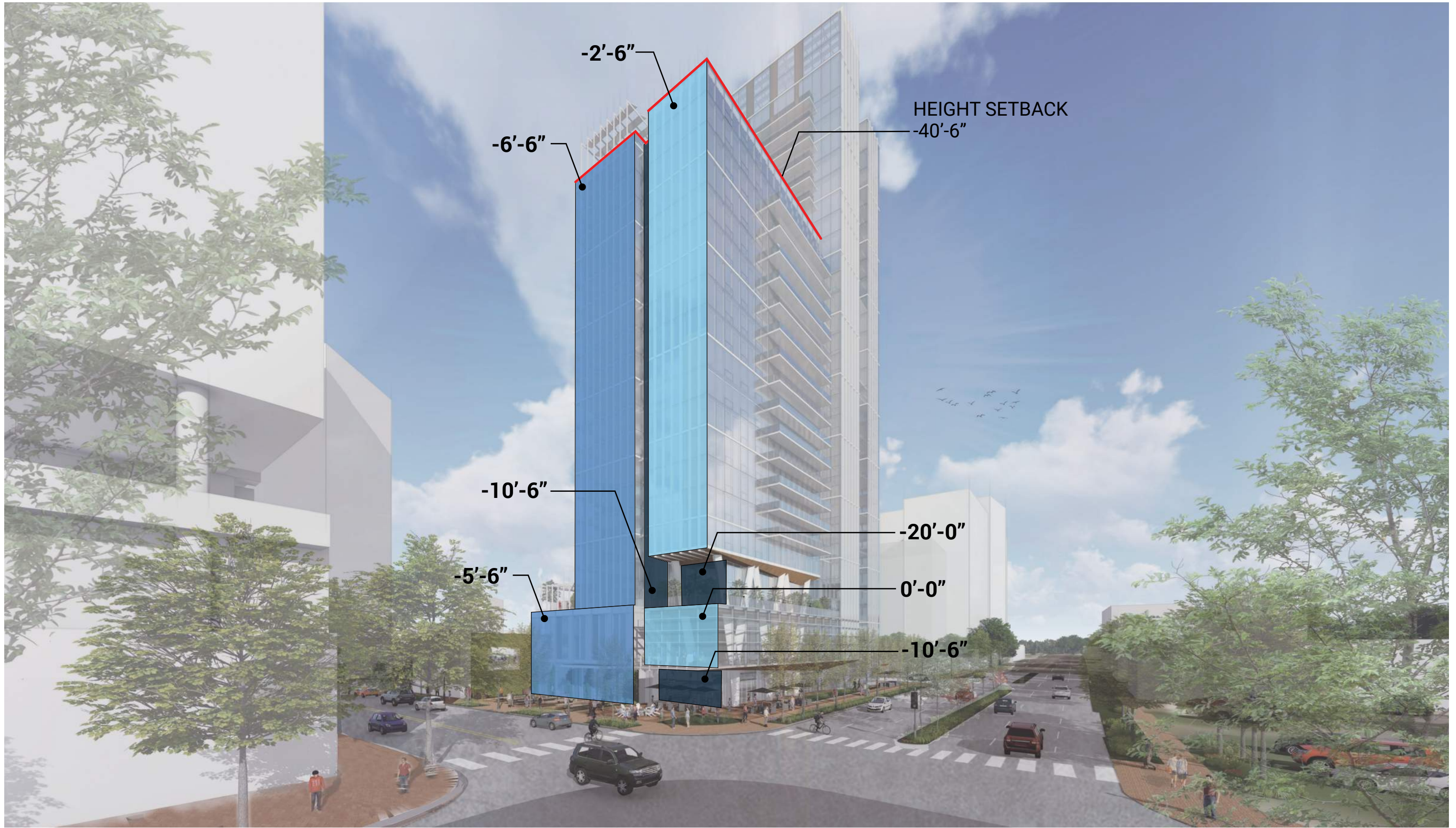
Where existing neighboring building towers are built to or close to the property line, new development should aim to achieve the total tower separation where possible. However, at a minimum, the new building tower levels should provide the separation distance indicated in *Guideline 2.4.6 A* from the 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.





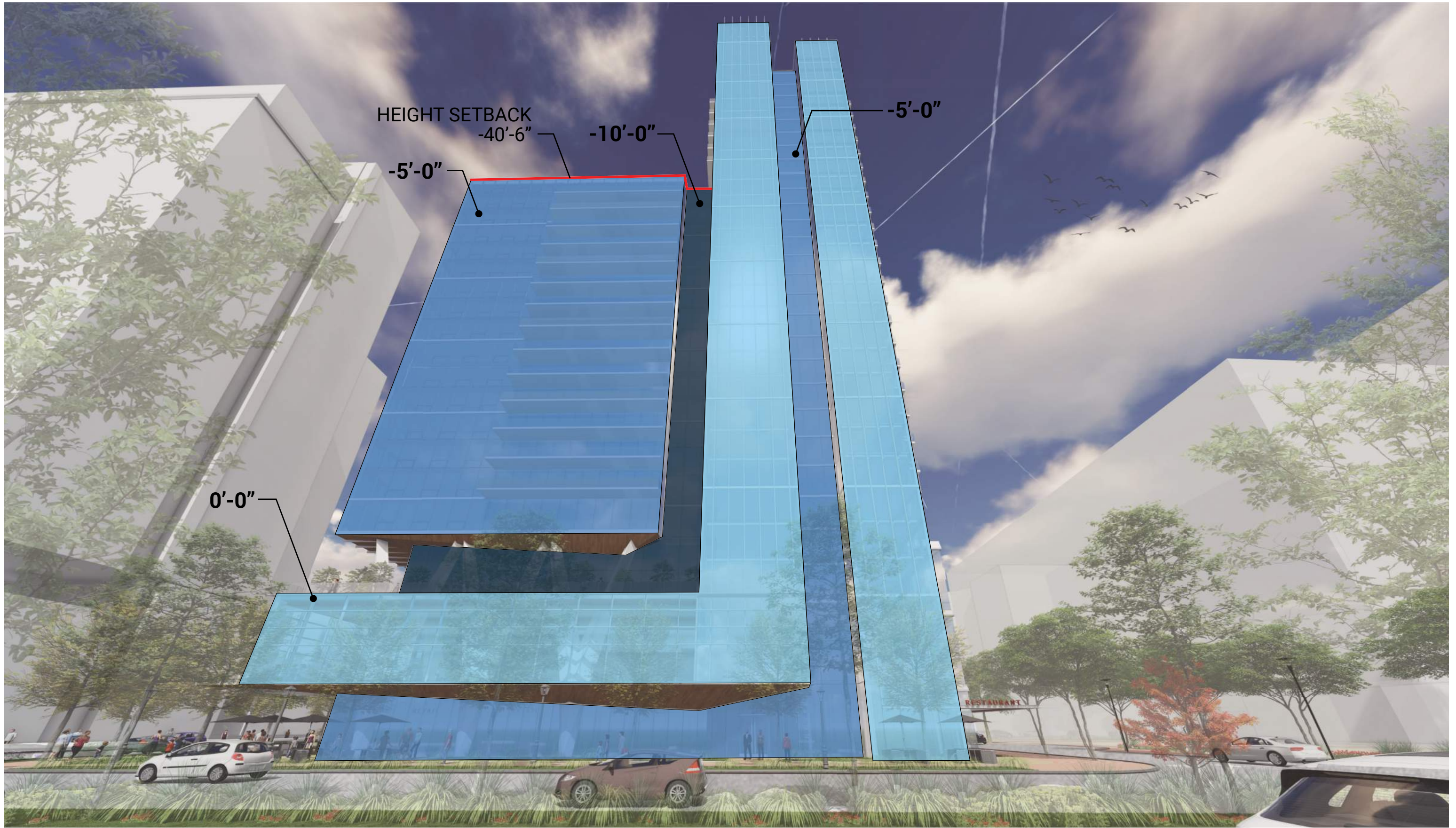
LOOKING NORTHWEST ACROSS WISCONSIN AVE



ARTICULATION DIAGRAM



LOOKING WEST ACROSS WISCONSIN AVE



ARTICULATION DIAGRAM



LOOKING SOUTHWEST ACROSS WISCONSIN AVE



PLANS, DRAWINGS, IMAGES, RENDERINGS, DIAGRAMS, AND SECTIONS SHOWN ARE CONCEPTUAL ONLY AND REPRESENT PROPOSED DEVELOPMENT IN AN ILLUSTRATIVE MANNER.



ARTICULATION DIAGRAM



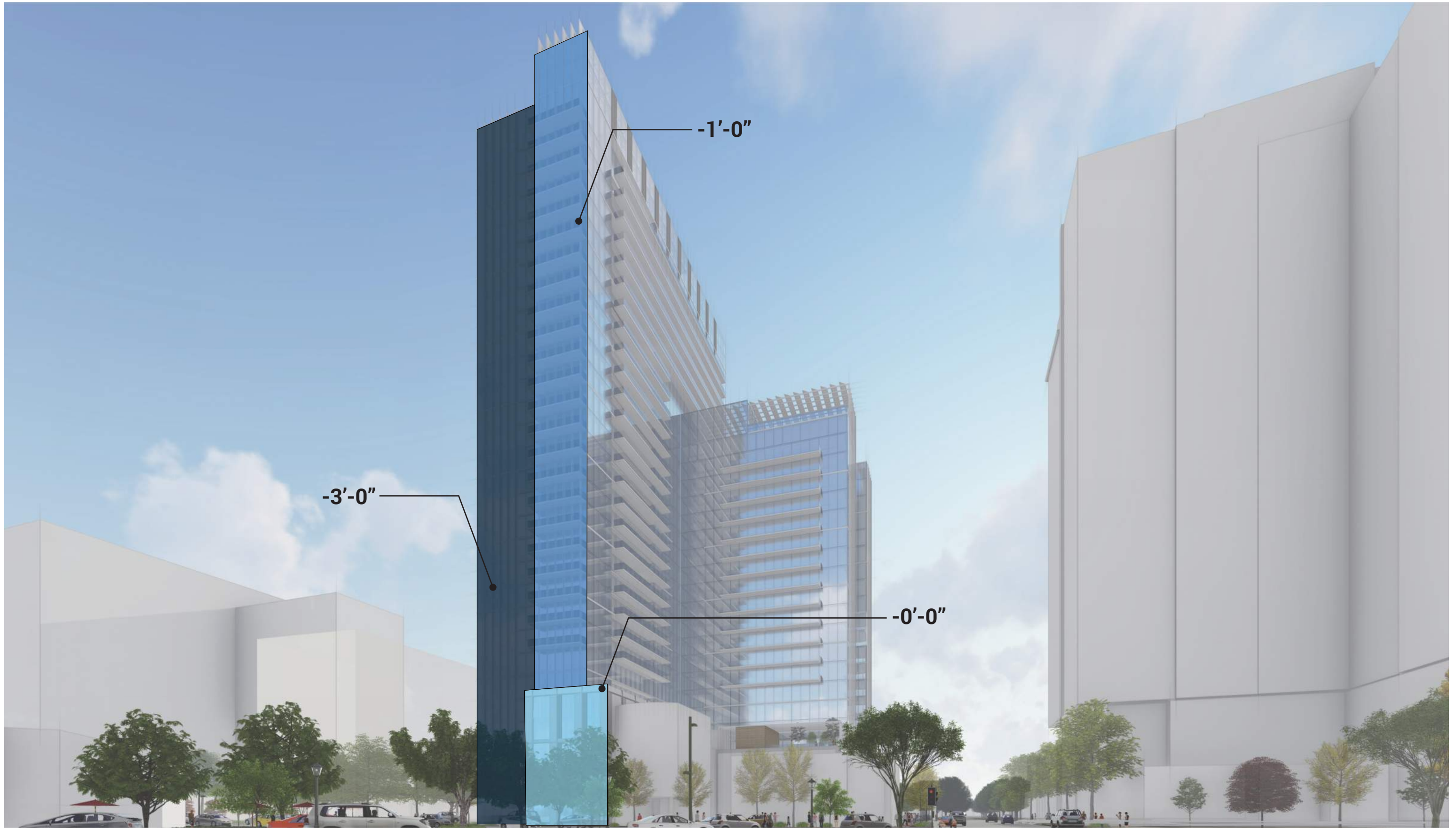
LOOKING SOUTHEAST ACROSS WOODMONT AVE



ARTICULATION DIAGRAM



LOOKING EAST ACROSS VETERANS PARK / WOODMONT AVE



ARTICULATION DIAGRAM



CORNER OF WISCONSIN AND NORFOLK AVE



PLAZA AT CORNER OF WISCONSIN AND NORFOLK AVE



PRECEDENT FACADE MATERIALS - BASE



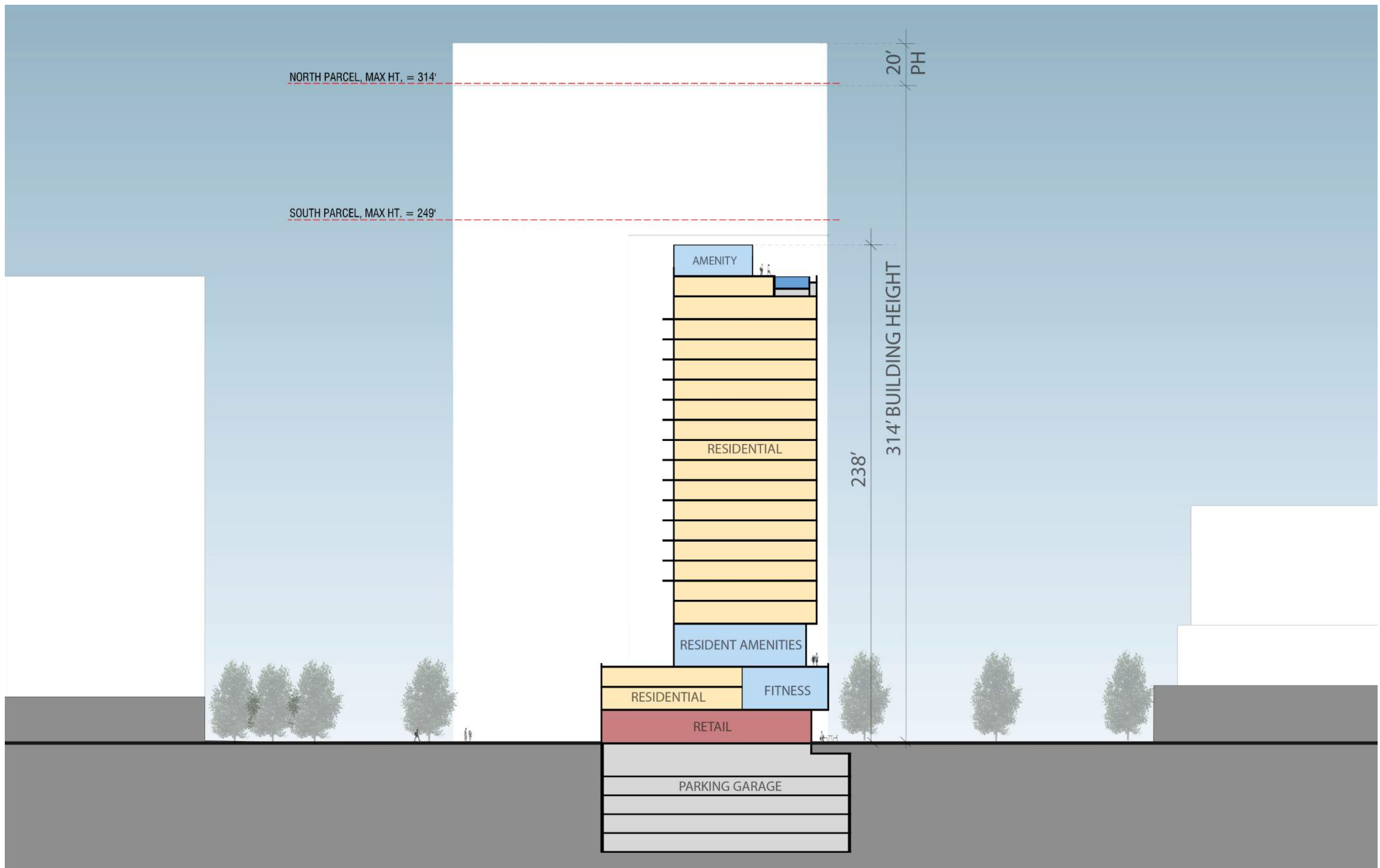
FACADE PRECEDENT - LOWER LEVELS



FACADE PRECEDENT - MIDDLE LEVELS

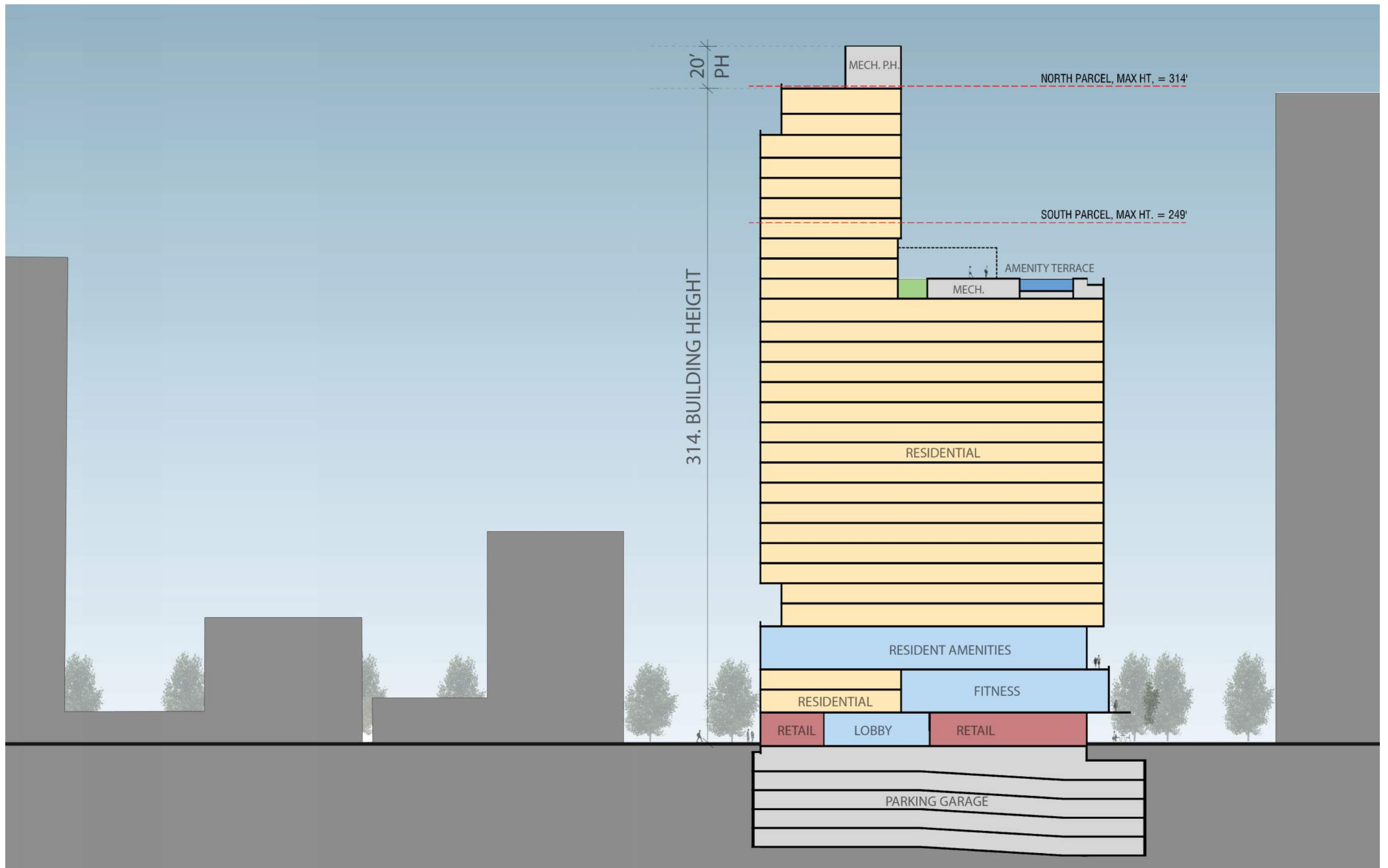


FACADE PRECEDENT - TOP LEVELS



SECTION LOOKING NORTH

NTS



SECTION LOOKING EAST

NTS

An architectural rendering of a modern, multi-story building with a prominent cantilevered upper section. The building features a glass facade and a series of white, angular structural elements. In the foreground, a public plaza is depicted with a brick-paved walkway, greenery, and several people engaged in various activities like walking, pushing a stroller, and sitting at outdoor tables under umbrellas. The entire scene is overlaid with a semi-transparent blue filter.

THANK YOU