Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	NOVEL Bethesda
File Number(s)	N/A
Project Address	7820 Wisconsin/7810 Wisconsin/7800 Wisconsin/7815 Woodmont

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Barbara Sears, Miles & Stockbridge, PC	301-517-4812	bsears@MilesStockbridge.com
Architect	Michael Goodwin, Design Collective, Inc. 410-685-6655, mgoodwin@designcollective.com		
Landscape Architect	Brian Reetz, Design Collective, Inc. 410-685-6655, breetz@designcollective.com		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR-3, C-3, R-2.75, H-290, H-225	314'	526Ksf Residential/14.5Ksf Retail/10.76	407706 Res/3746 Retail/7.76	25%
Proposed Land Uses	Residential, Retail, Parking				

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 (Wisconsin Ave)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	6'-10'	TBD	
Pedestrian Though Zone	10'-20'	TBD	
Frontage Zone	0'-10'	TBD	
Building Placement			
Build-to Line (from street curb)	25'-30' from street curb	30'	
Building Form			
Base Height	35'-70'	36'-6"	
Step-Back	10'-15'	10'	

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’	NA	
Step-Back	Per Street Type	10' setback at levels 4 and 5, 5' setback levels 6-23	
Bulk Reduction Methods	Limit tower floor plate, vary tower height, modulate and articulate facade, 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): 10

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

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STREET TYPE(S): Downtown Mixed-Use Street (Fairmont Ave)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5'-8'	TBD	
Pedestrian Though Zone	8'-12'	TBD	
Frontage Zone	0'-7'	TBD	
Building Placement			
Build-to Line (from street curb)	15'-20' from street curb	17'-0"	
Building Form			
Base Height	35'-70'	57'	
Step-Back	10'-15'	10'	

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’	NA	
Step-Back	Per Street Type	10' setback at levels 6,7,30 and 31	yes, levels 8-29 exten
Bulk Reduction Methods	Limit tower floor plate, vary tower height, modulate and articulate facade, limit apparent face		

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STREET TYPE(S): Downtown Mixed-Use Street (Woodmont Ave)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5'-8'	TBD	
Pedestrian Though Zone	8'-12'	TBD	
Frontage Zone	0'-7'	TBD	
Building Placement			
Build-to Line (from street curb)	10'-20' from street curb	16'	
Building Form			
Base Height	35'-70'	57'	
Step-Back	10'-15'	1'	minimal frontage on co

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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’	10' seperation (22'-6" recommended on lot line condition)	constrained site footpr
Step-Back	Per Street Type	2'	minimal frontage on co
Bulk Reduction Methods	Limit tower floor plate, vary tower height, modulate and articulate facade, limit apparent fac		

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STREET TYPE(S): Shared Street (Norfolk Ave)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	flexible	TBD	
Pedestrian Though Zone	6'-10'	TBD	
Frontage Zone	NA	TBD	
Building Placement			
Build-to Line (from street curb)	Sector plan recommended right of way	42'	providing setback for r
Building Form			
Base Height	25'-50'	36'-6"	
Step-Back	15'-20'	20'	

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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’	34'-6" from adjacent property line	
Step-Back	Per Street Type	see diagrams provided	
Bulk Reduction Methods	Limit tower floor plate, vary tower height, modulate and articulate facade, limit apparent fac		

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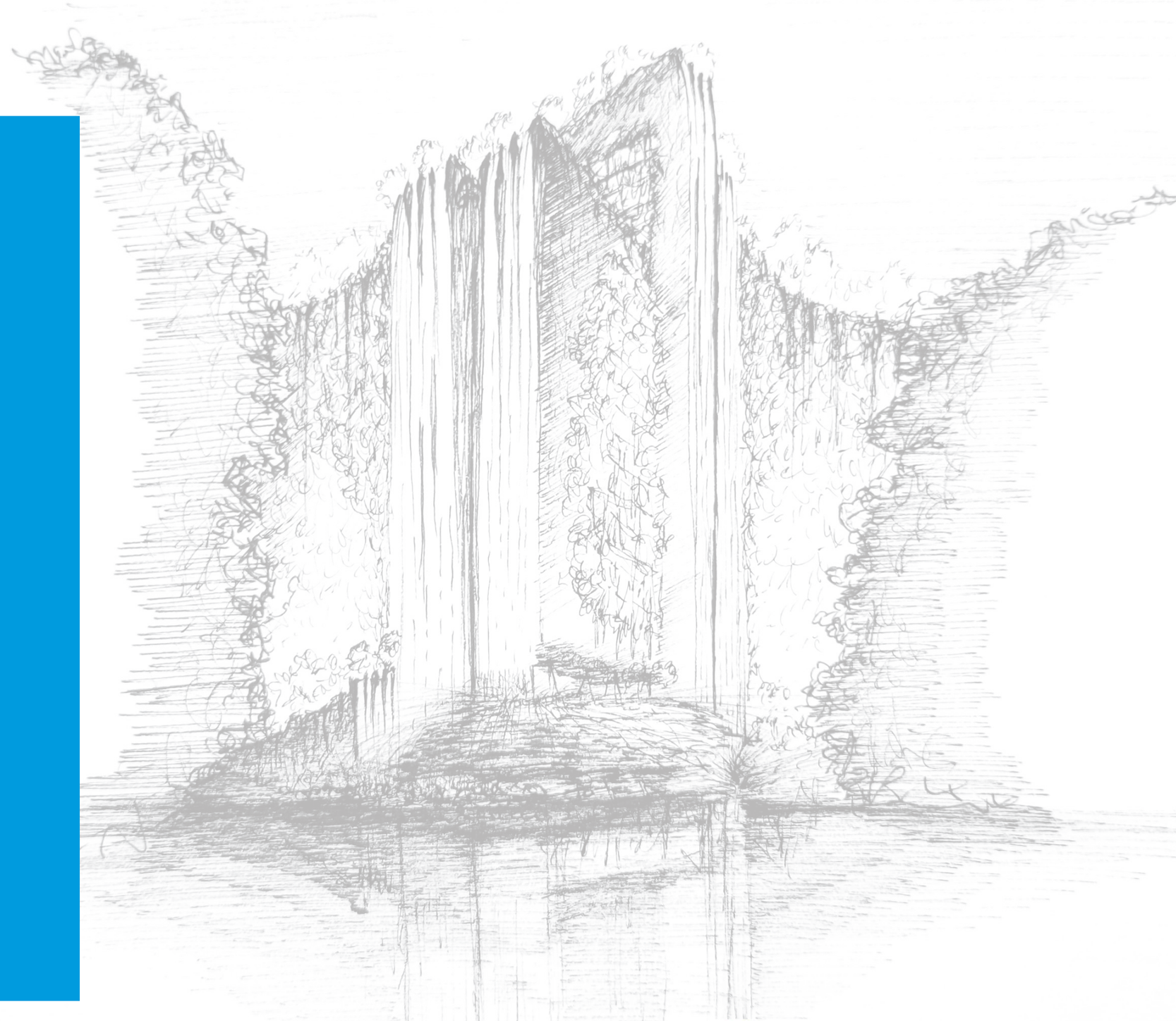
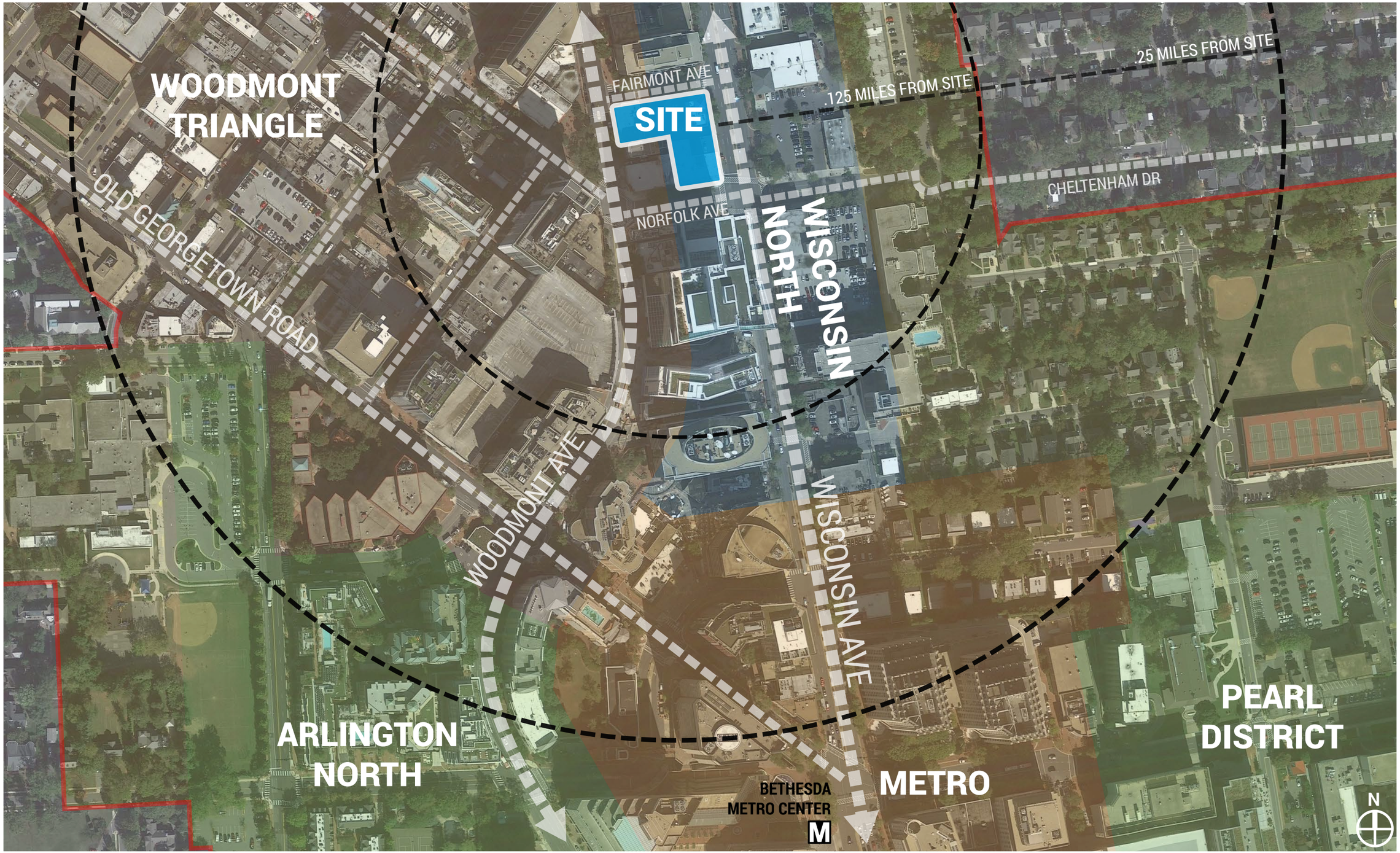
NOVEL BETHESDA

CONCEPT PLAN DAP SUBMISSION
NOVEMBER 30, 2022



CRESCENT COMMUNITIES

Design Collective



SITE PLAN

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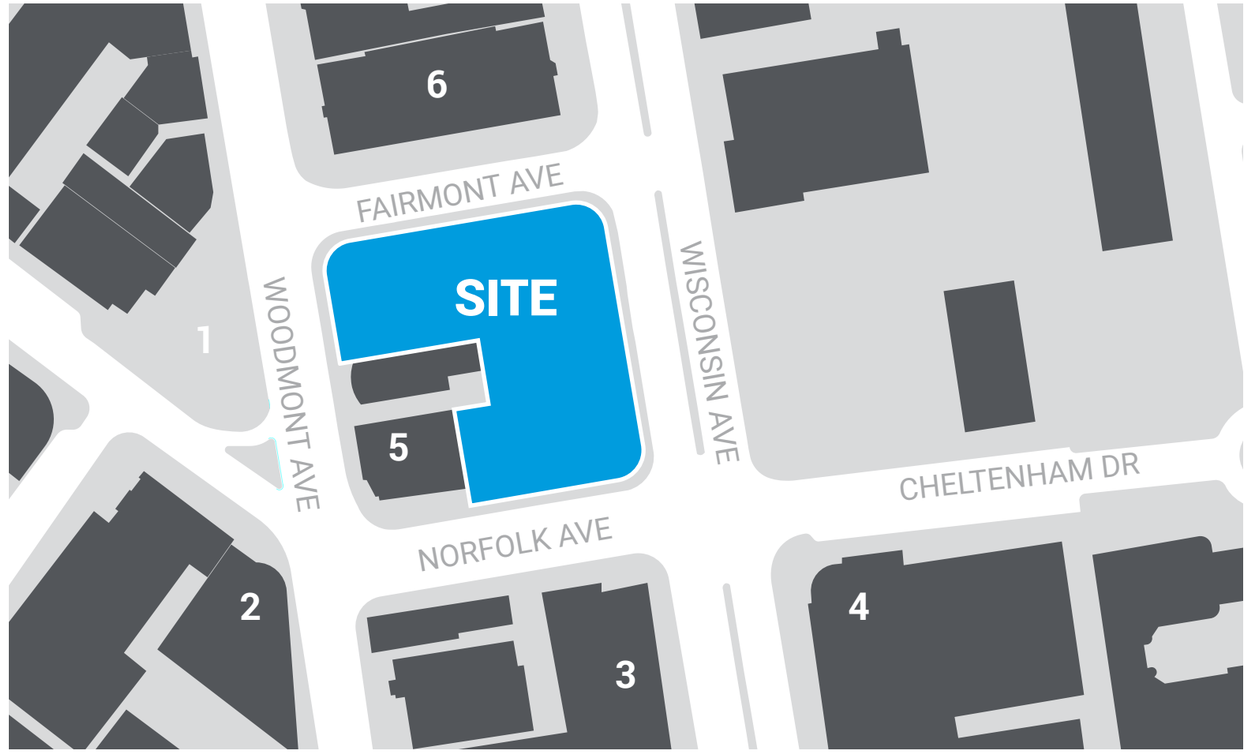

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NEIGHBORHOOD CONTEXT

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CONCEPTUAL SITE PLAN

1/64” = 1’-0”

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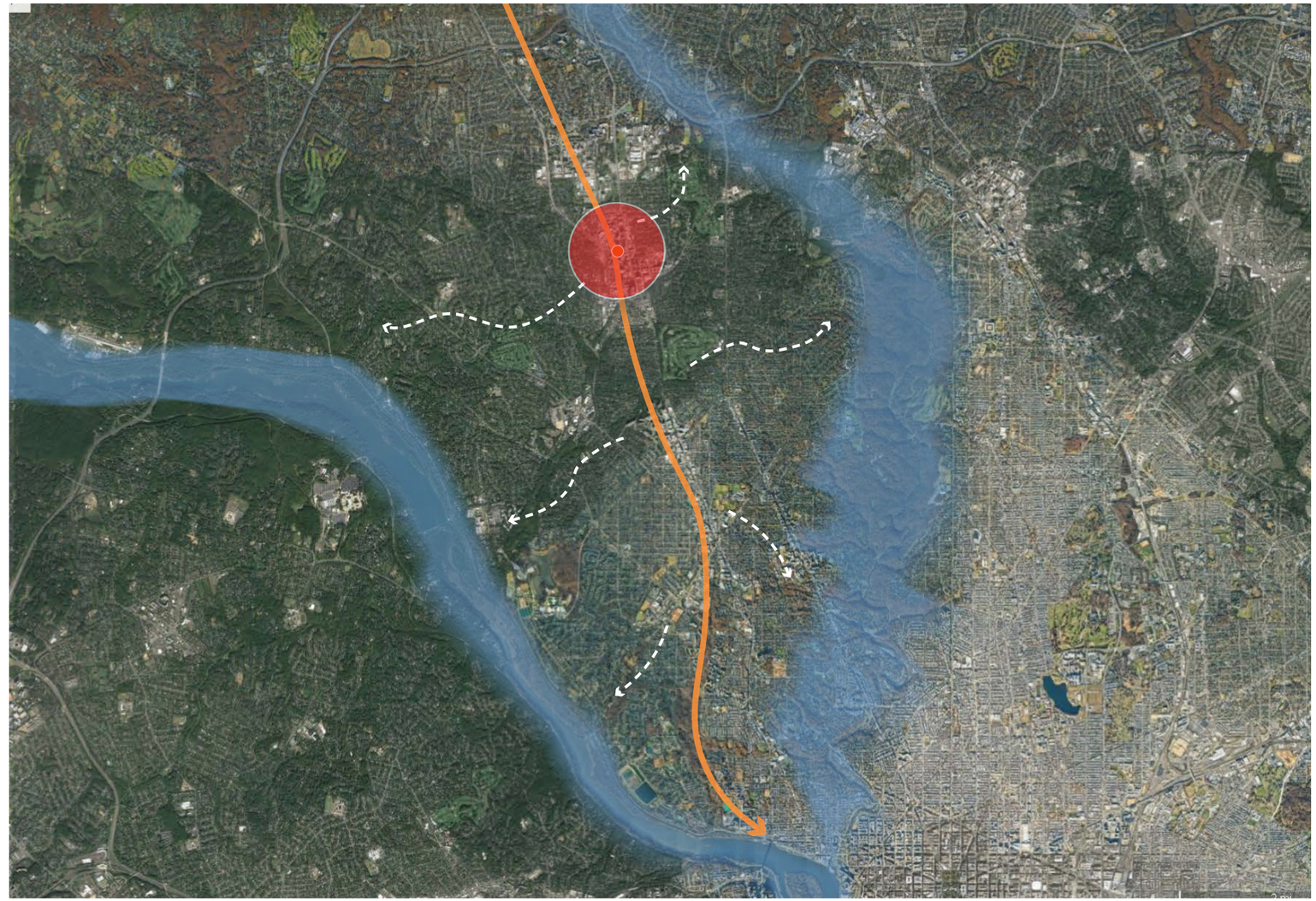
RECALLING BETHESDA'S HERITAGE

- BEGAN AS A NATIVE AMERICAN RIDGE-LINE TRAIL BETWEEN ADJACENT RIVERS

- BECAME SETTLERS RIDGE-LINE TRADE ROUTE CONNECTING COMMUNITIES TO PORT OF GEORGETOWN

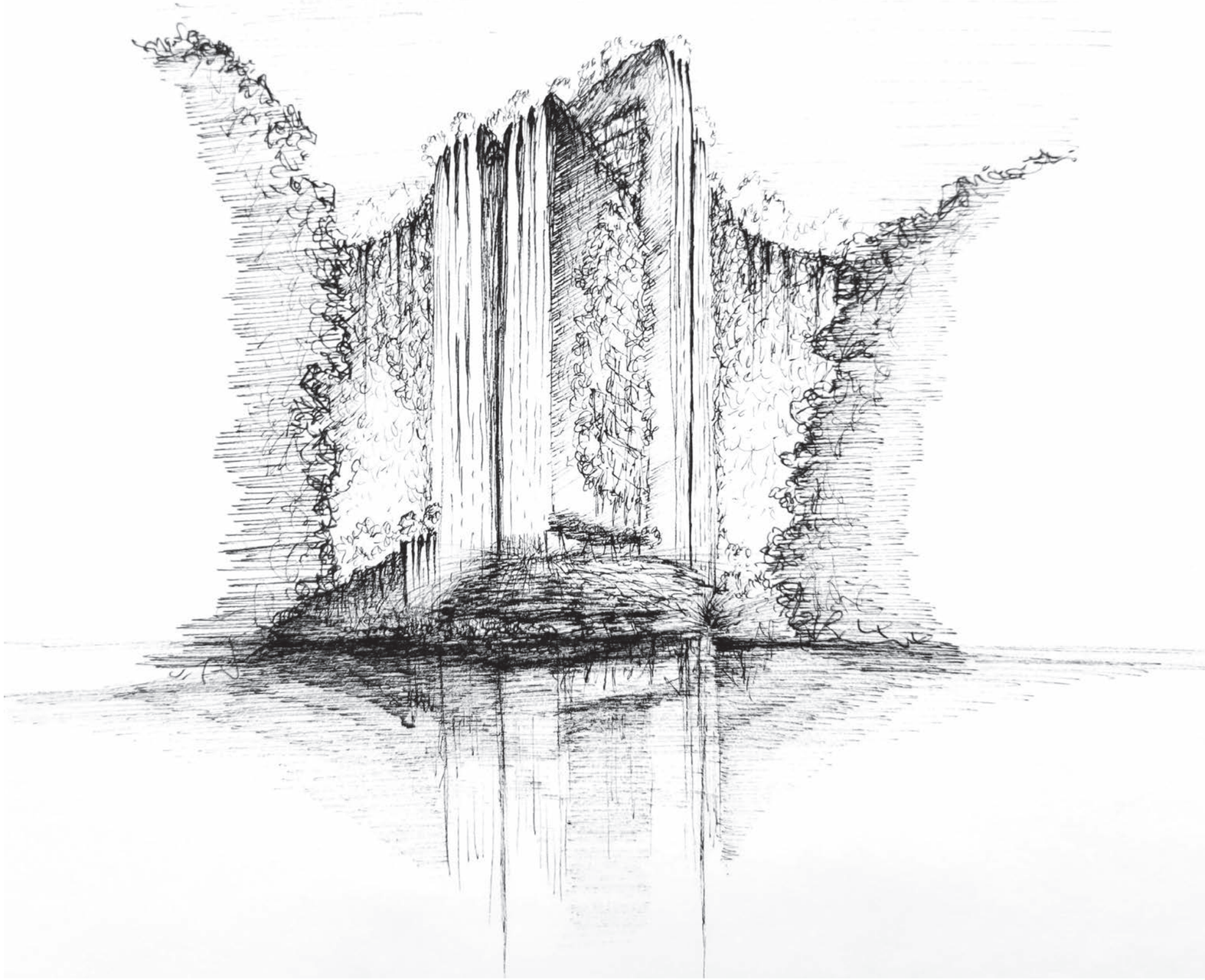
- VISION - RECALL BETHESDA'S LINEAGE AS A NODE OF ENERGY AND VIBRANCY CASCADING DOWN TO THE SURROUNDING COMMUNITIES IT WAS BUILT UPON



RECALLING BETHESDA'S HERITAGE

- THE CONCEPTUAL APPROACH WILL MANIFEST THIS METAPHORIC VISION INTO THE BUILT ENVIRONMENT WHILE SIMULTANEOUSLY EMBODYING THE TENETS 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

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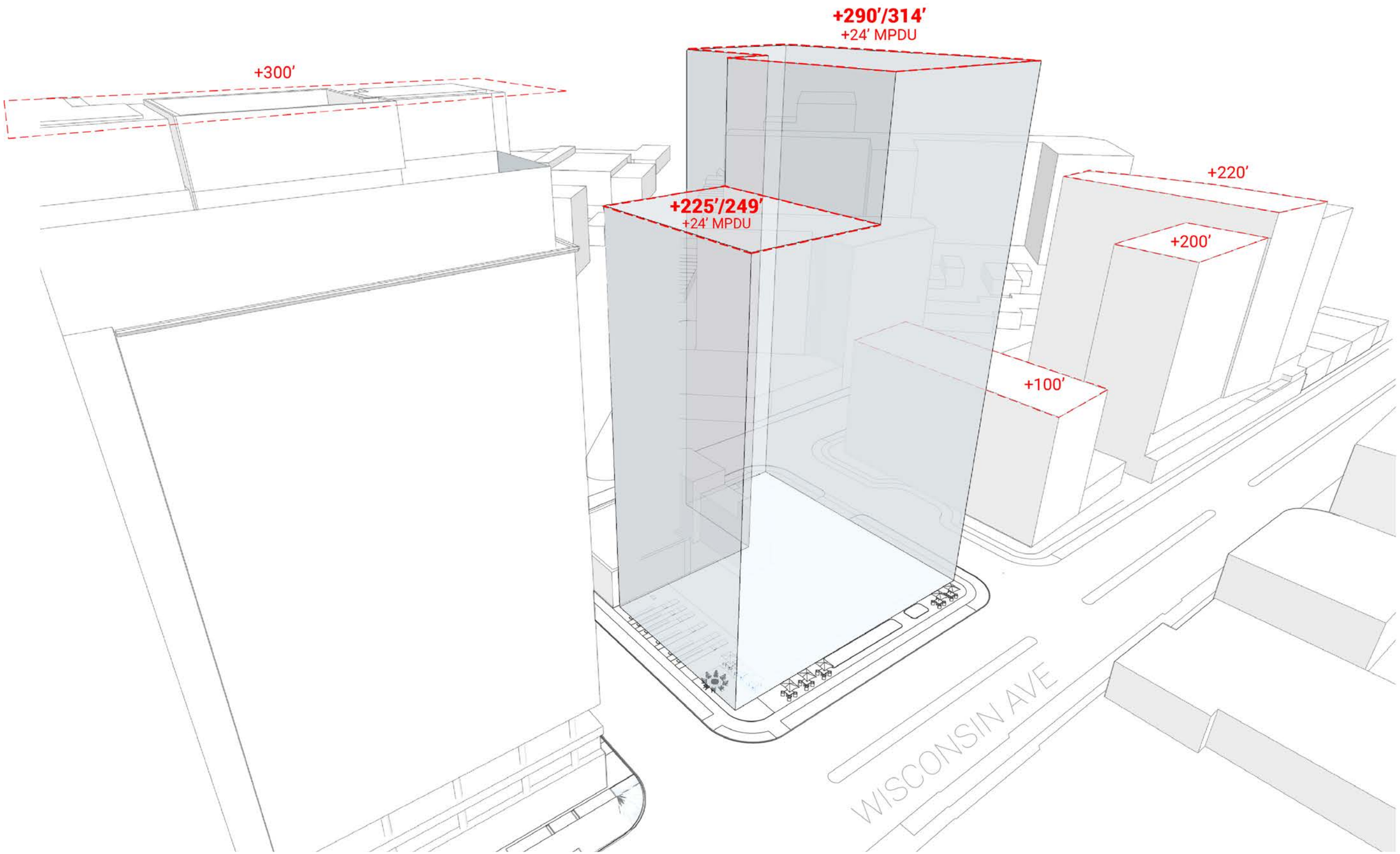

DIAGRAM: BY RIGHT

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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

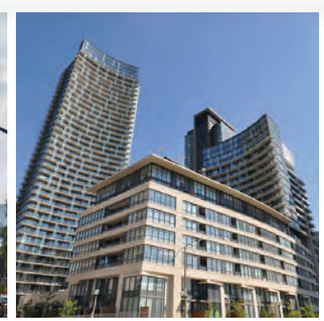
Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building's indoor environment.

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

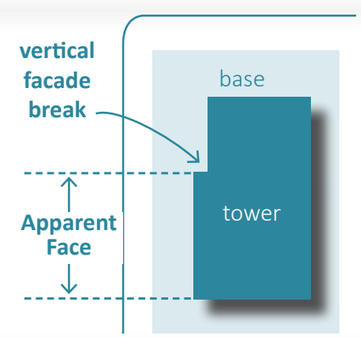
Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.

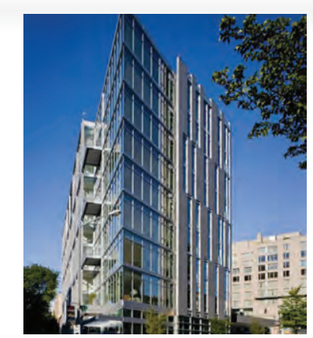
E. Vary Tower Placement and Orientation

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.





BULK REDUCTION

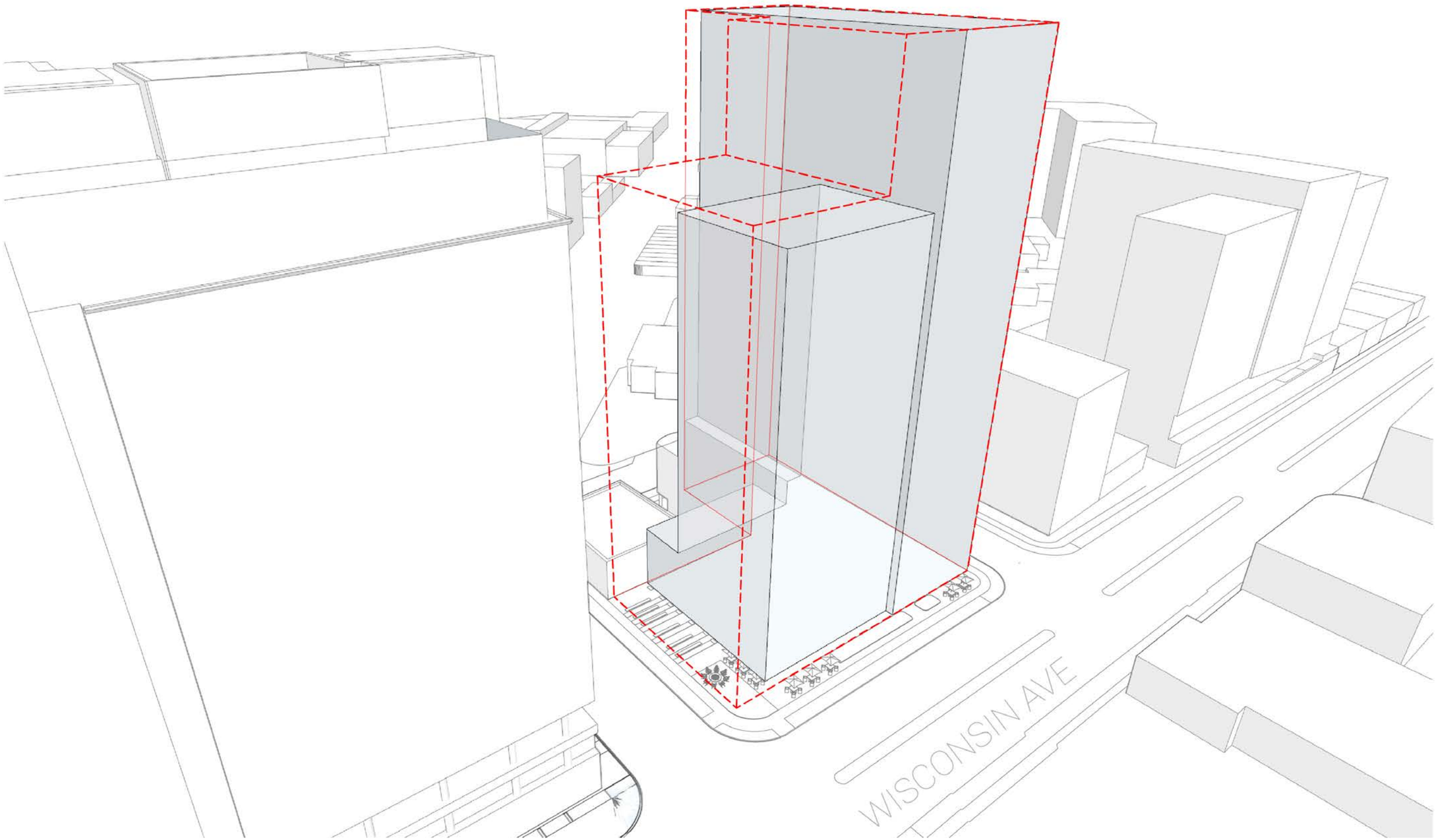


DIAGRAM: GOOD NEIGHBOR

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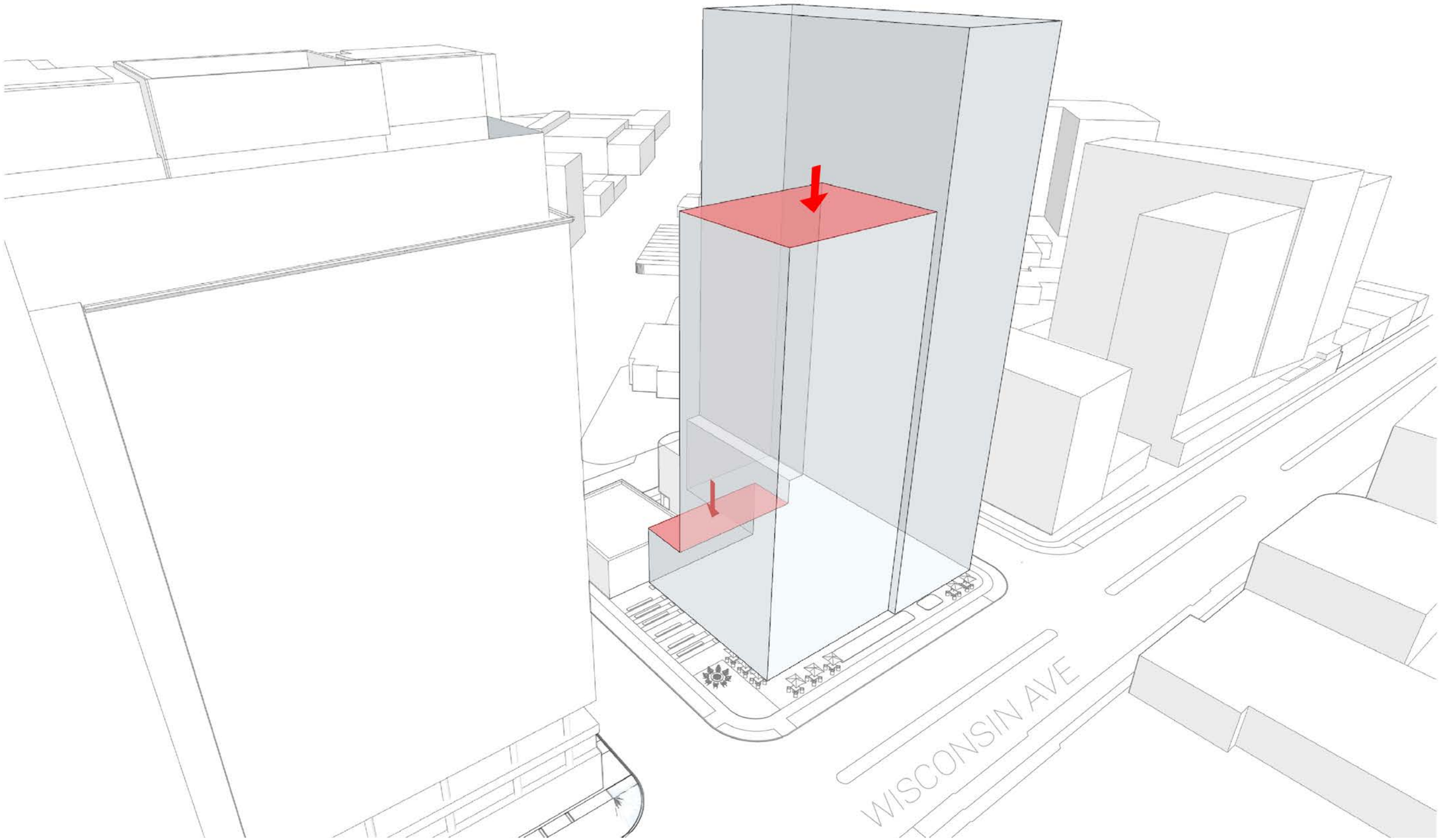

DIAGRAM: MODULATE MASSING HEIGHTS

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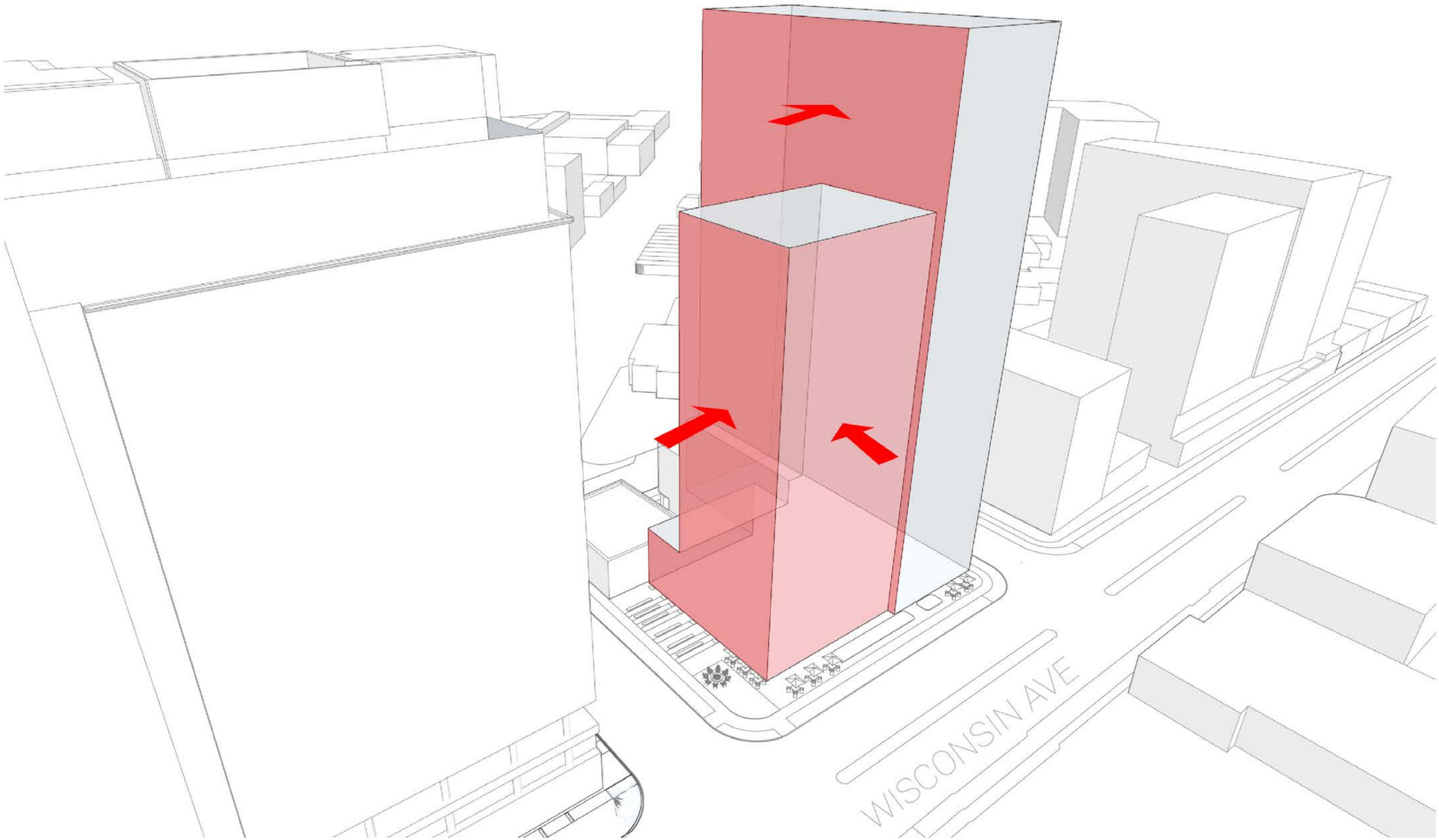

DIAGRAM: REDUCE TOWER FLOORPLATES

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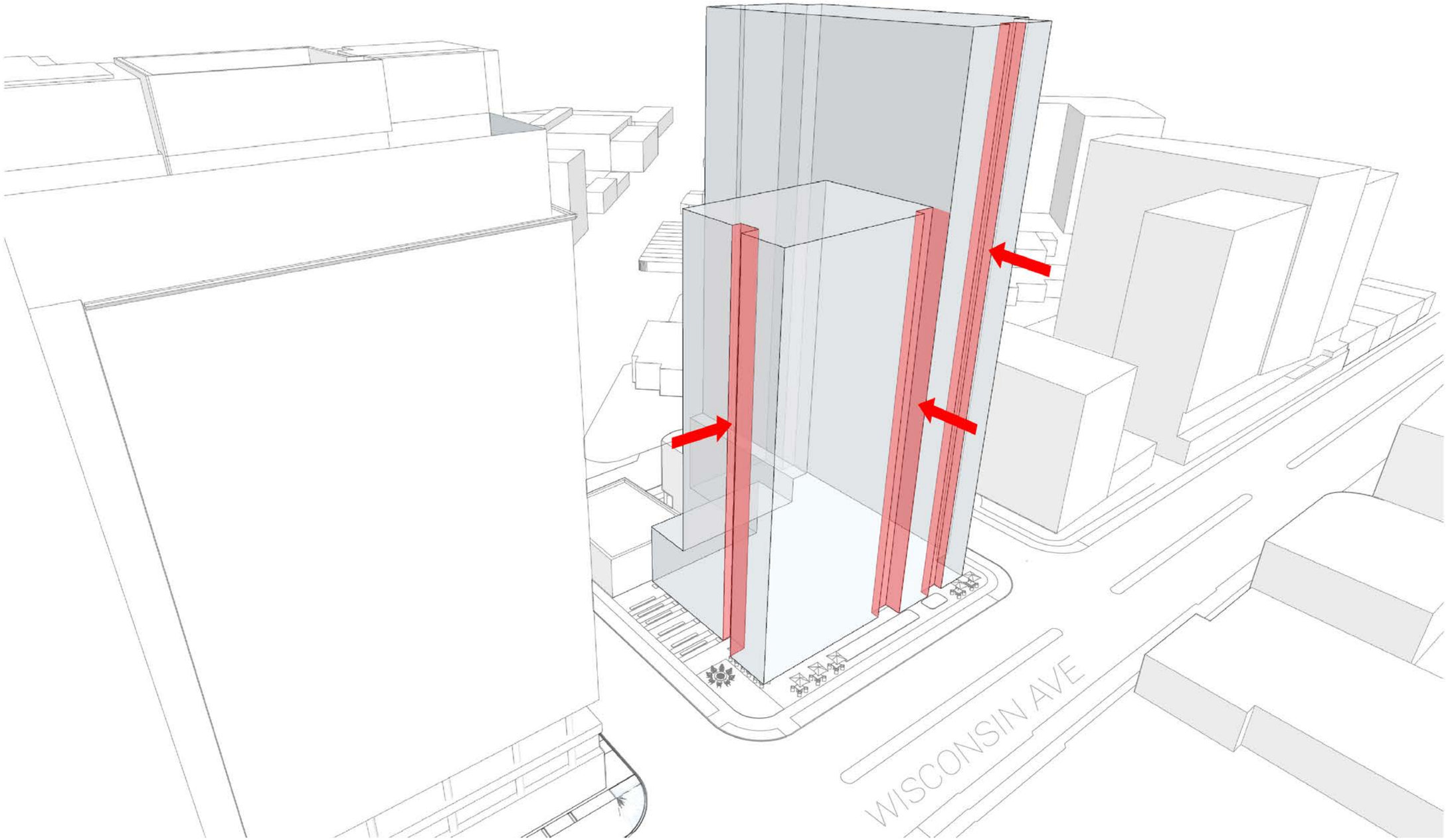

DIAGRAM: LIMIT APPARENT FACE

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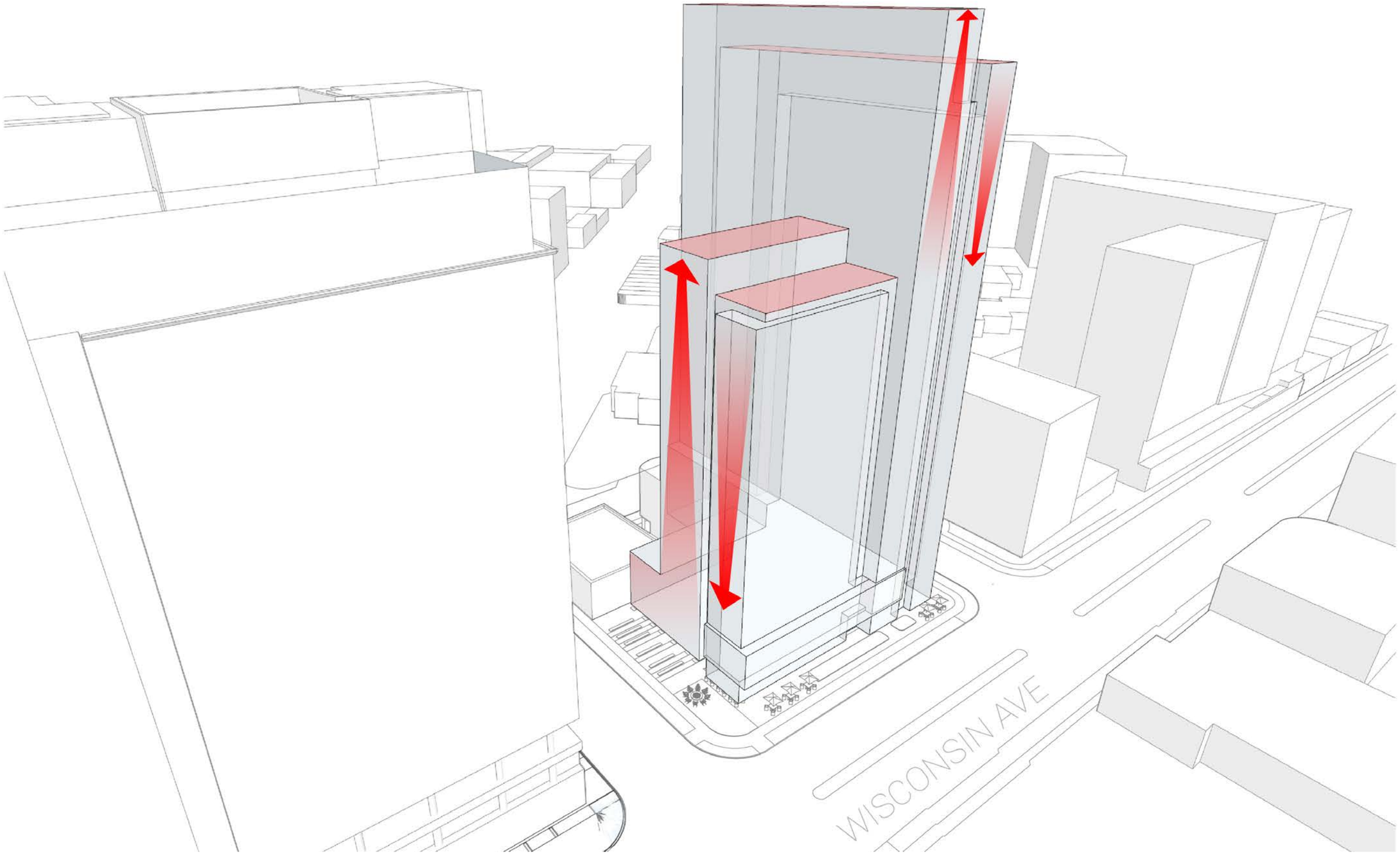

DIAGRAM: VARY TOWER HEIGHTS

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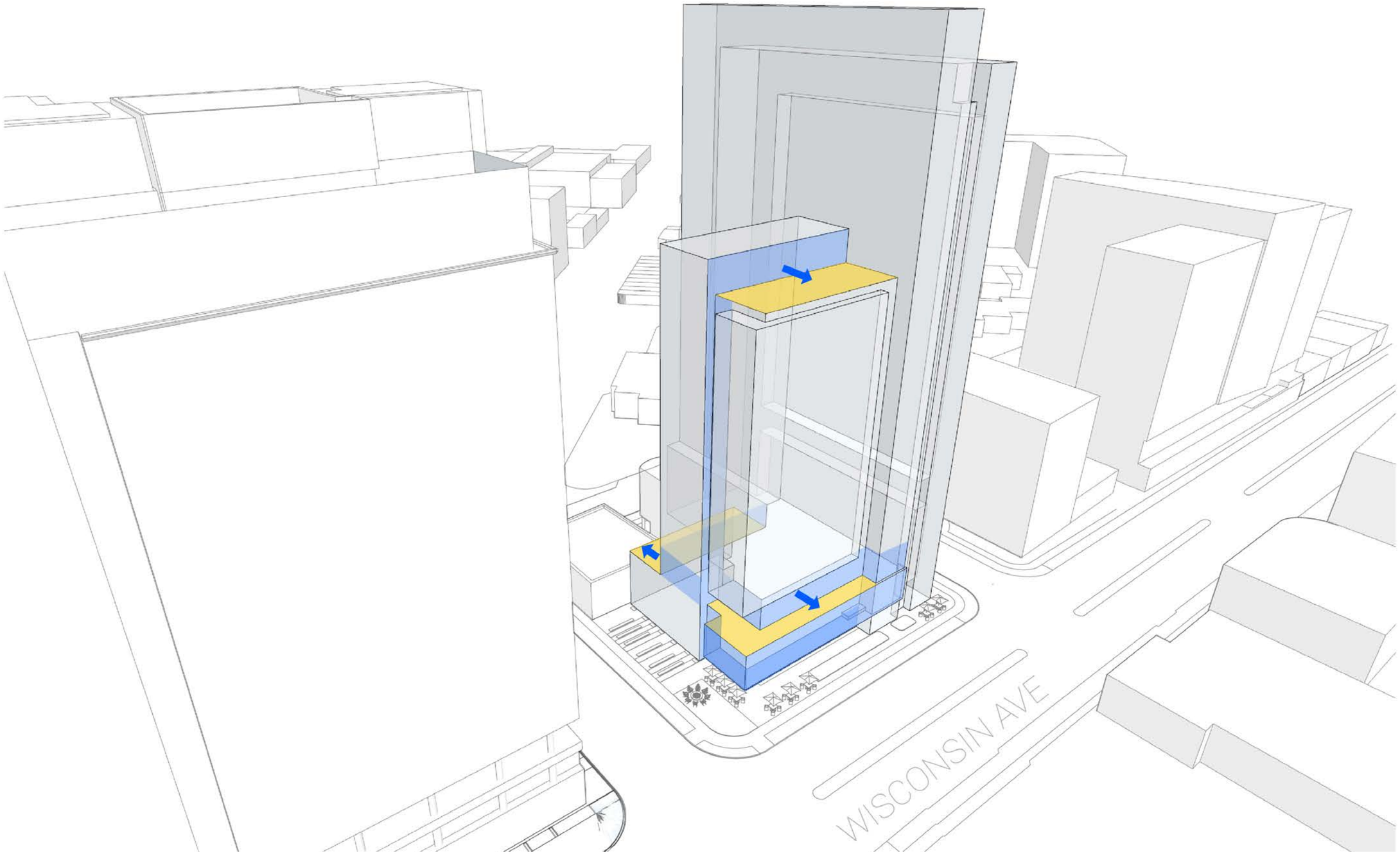

DIAGRAM: CONNECT AMENITIES TO OUTDOOR SPACE

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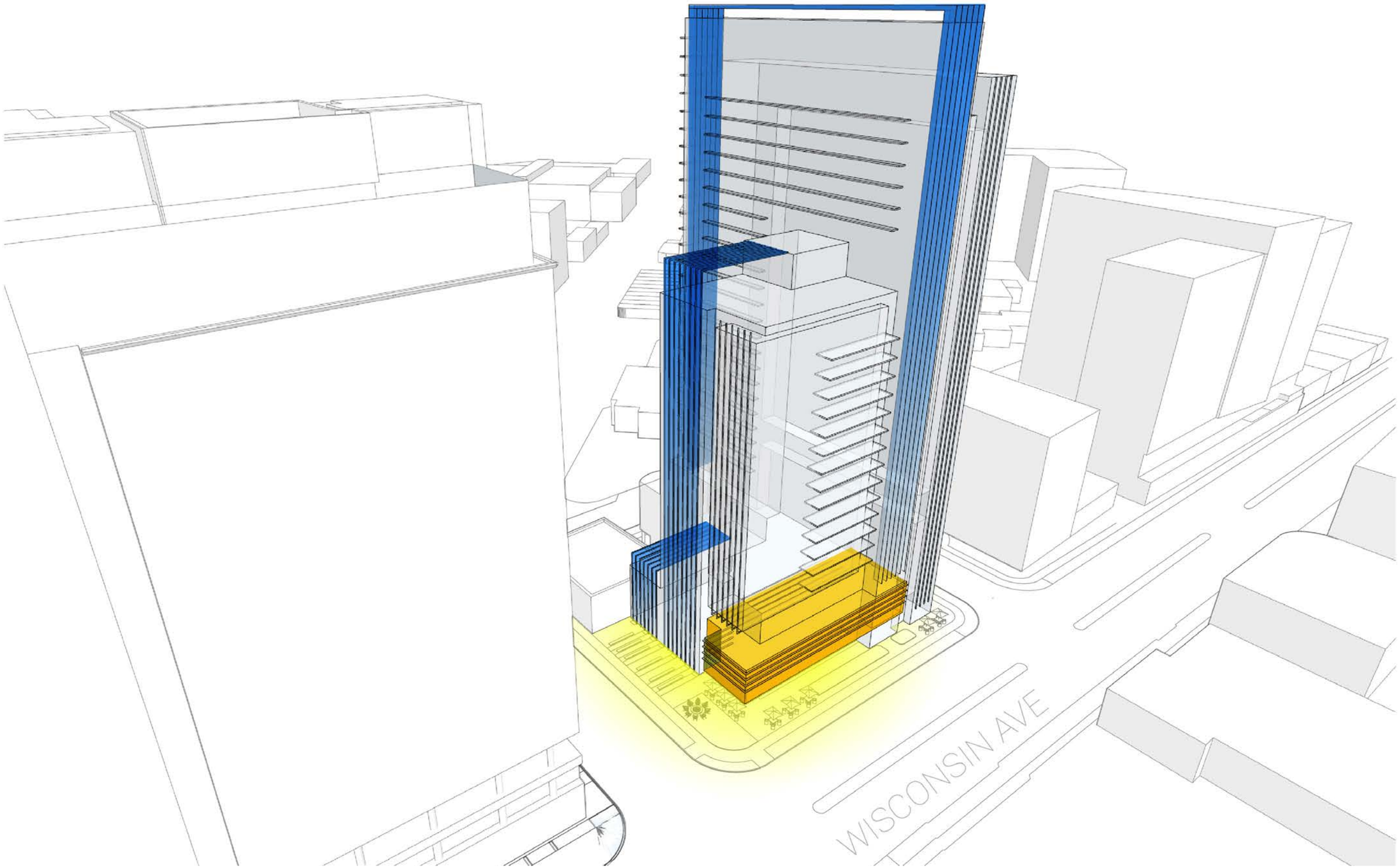

DIAGRAM: BUILDING MOVEMENT / ENERGY

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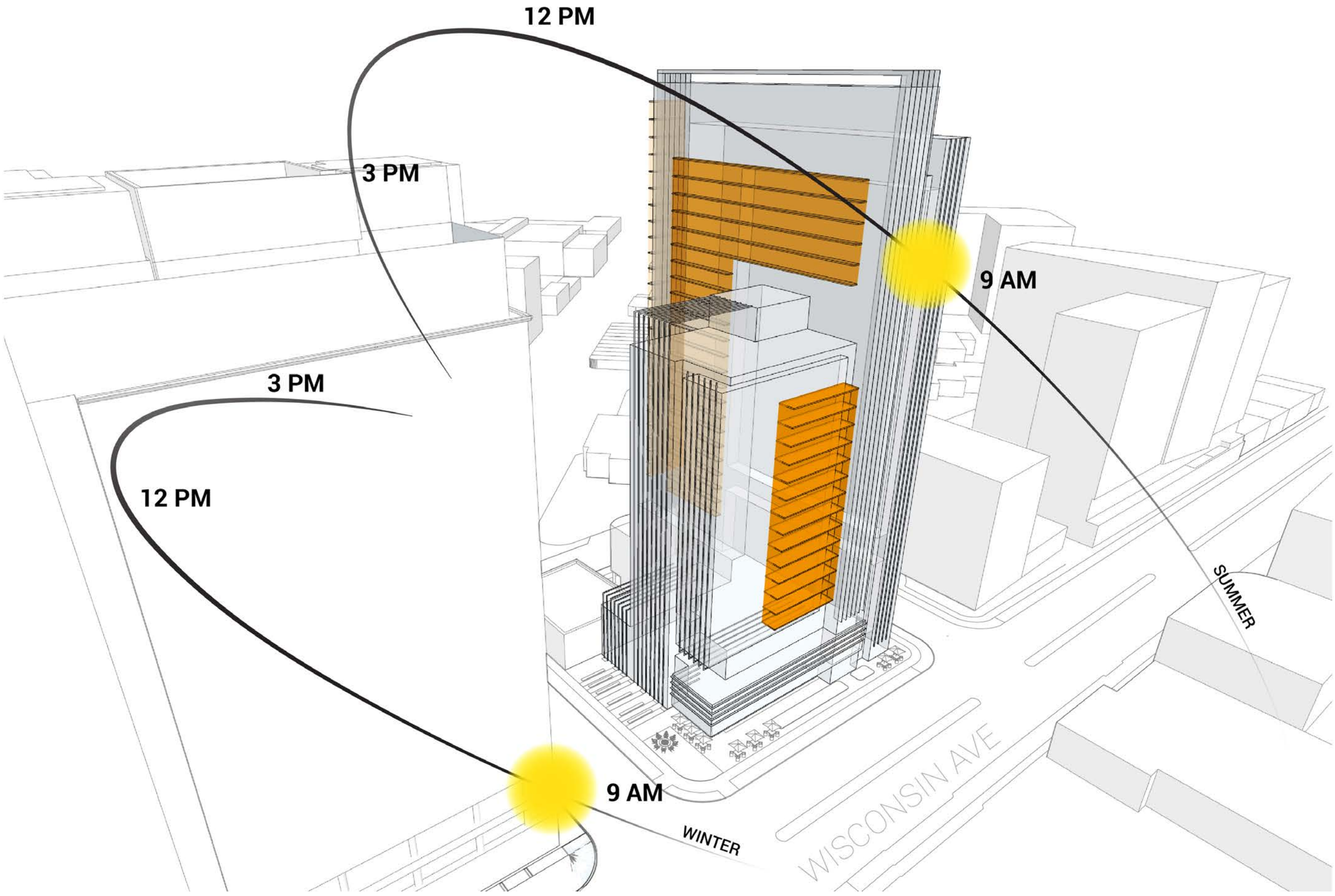

DIAGRAM: BUILDING PERFORMANCE INTEGRATION

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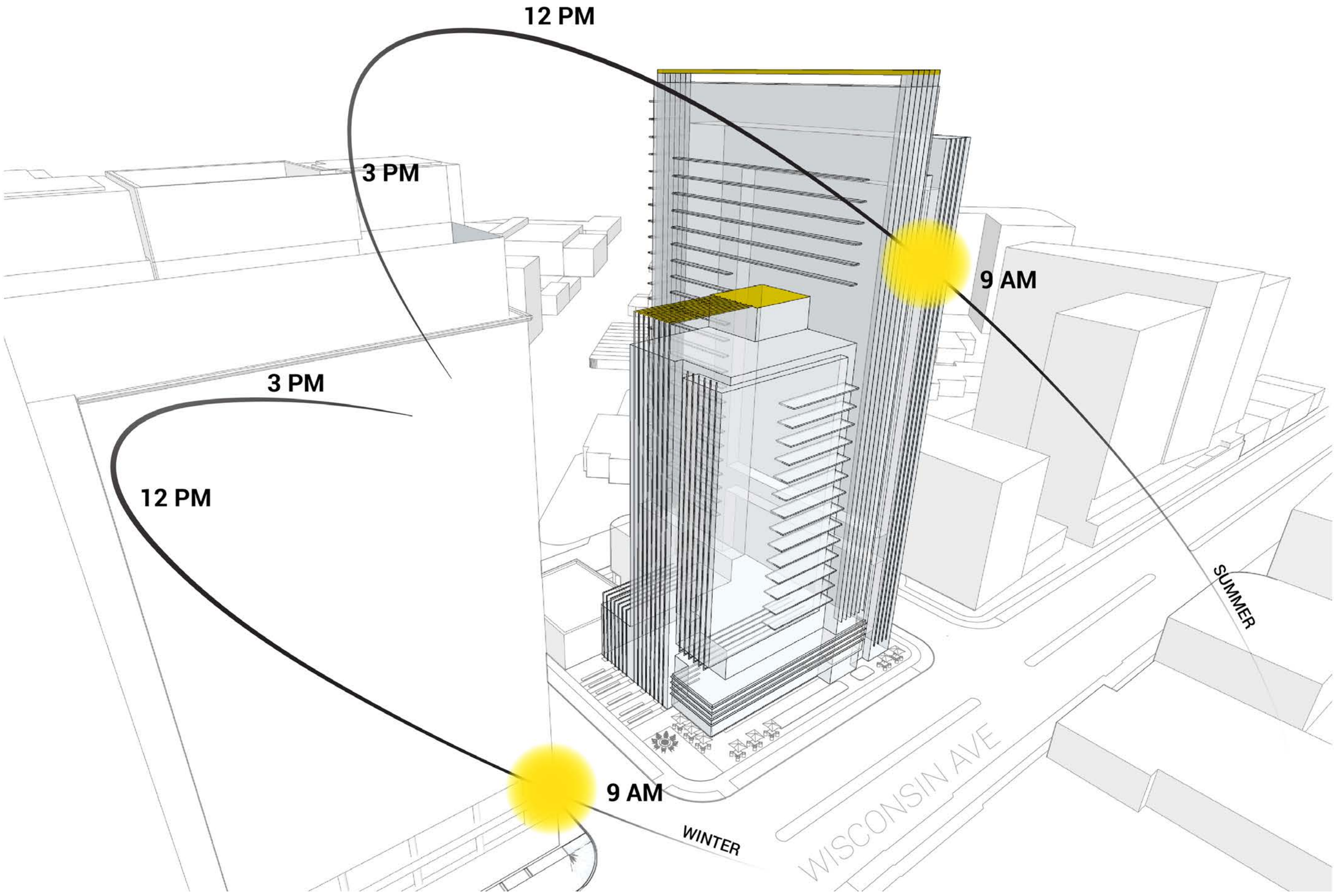

DIAGRAM: BUILDING PERFORMANCE INTEGRATION

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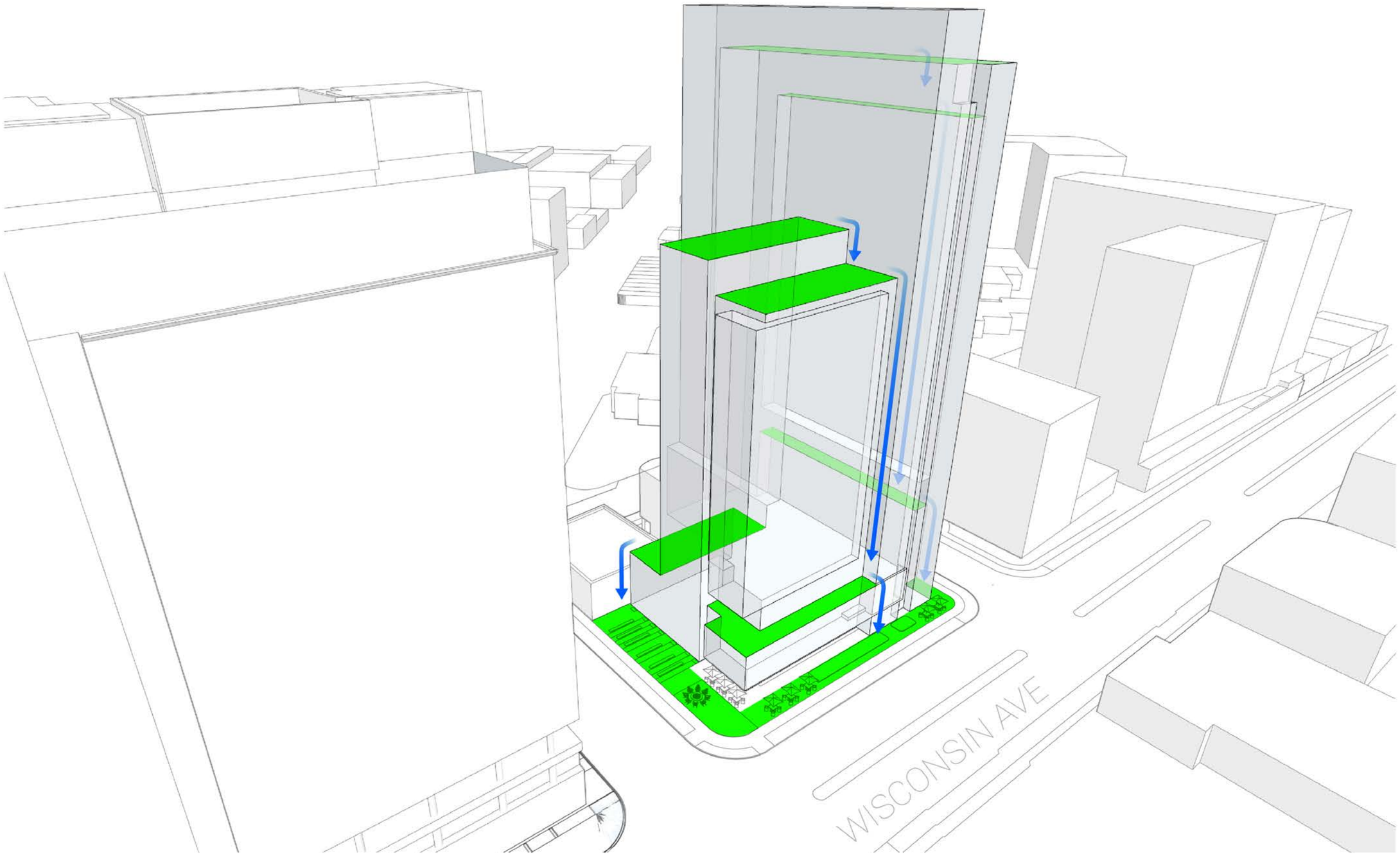

DIAGRAM: HOLISTIC STORM WATER INTEGRATION

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LOOKING NORTHWEST ACROSS WISCONSIN AVE

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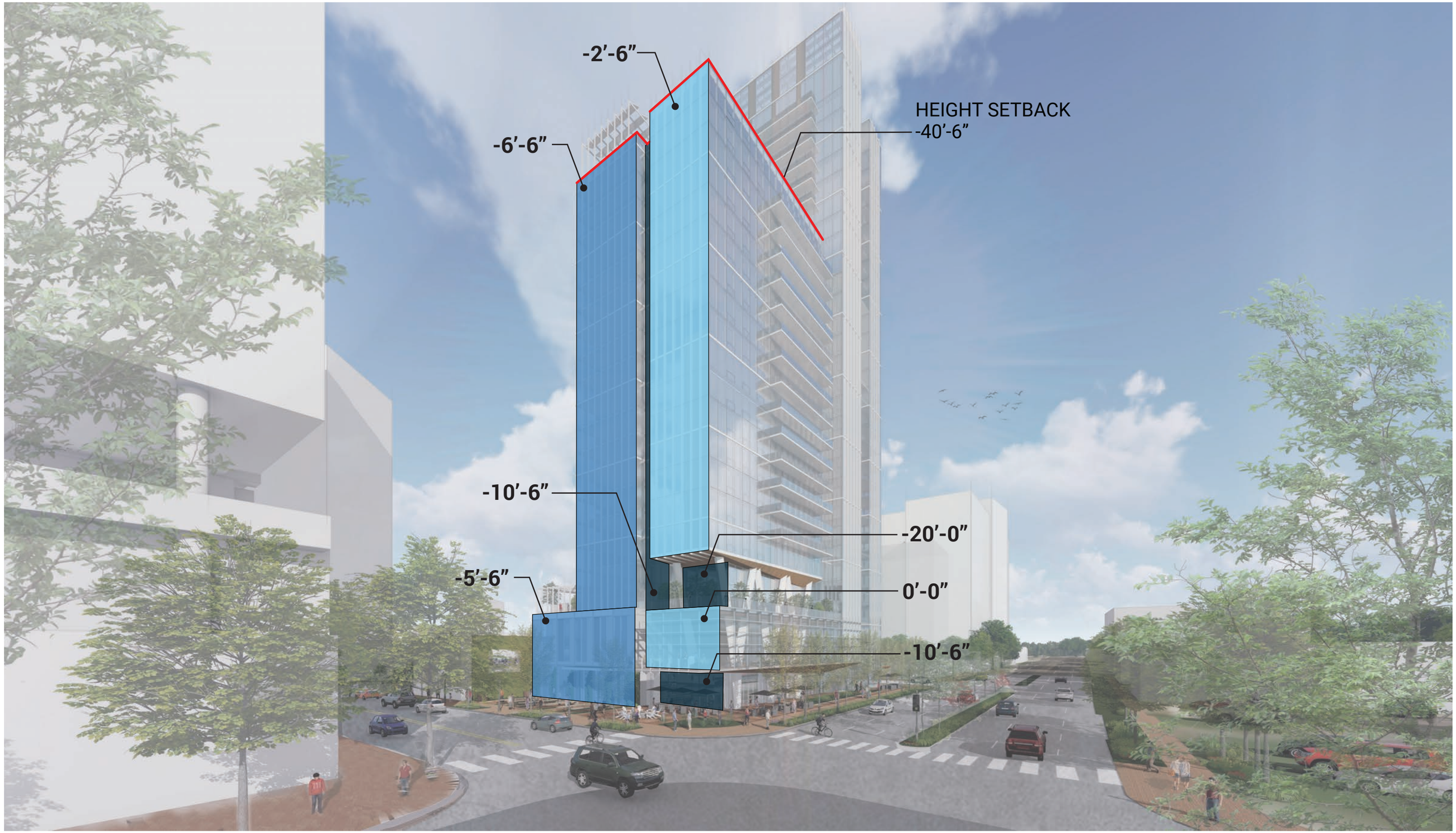
PLANS, DRAWINGS, IMAGES, RENDERINGS, DIAGRAMS, AND SECTIONS SHOWN ARE CONCEPTUAL ONLY AND REPRESENT PROPOSED DEVELOPMENT IN AN ILLUSTRATIVE MANNER.



ARTICULATION DIAGRAM

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

LOOKING WEST ACROSS WISCONSIN AVE

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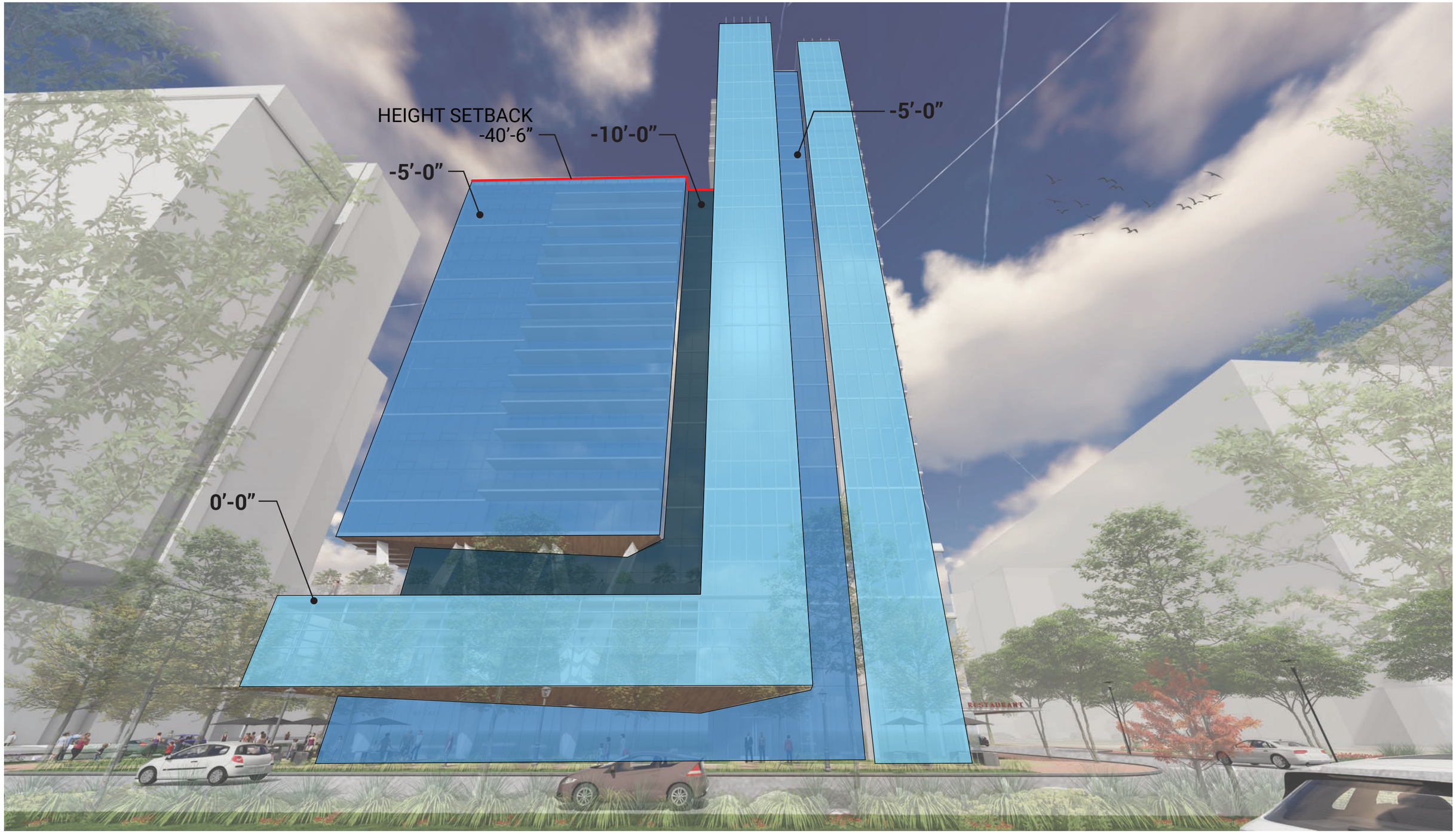

ARTICULATION DIAGRAM

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

LOOKING SOUTHWEST ACROSS WISCONSIN AVE

CRESCENT COMMUNITIES

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ARTICULATION DIAGRAM

CRESCENT COMMUNITIES

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LOOKING SOUTHEAST ACROSS WOODMONT AVE

CRESCENT COMMUNITIES

Design Collective

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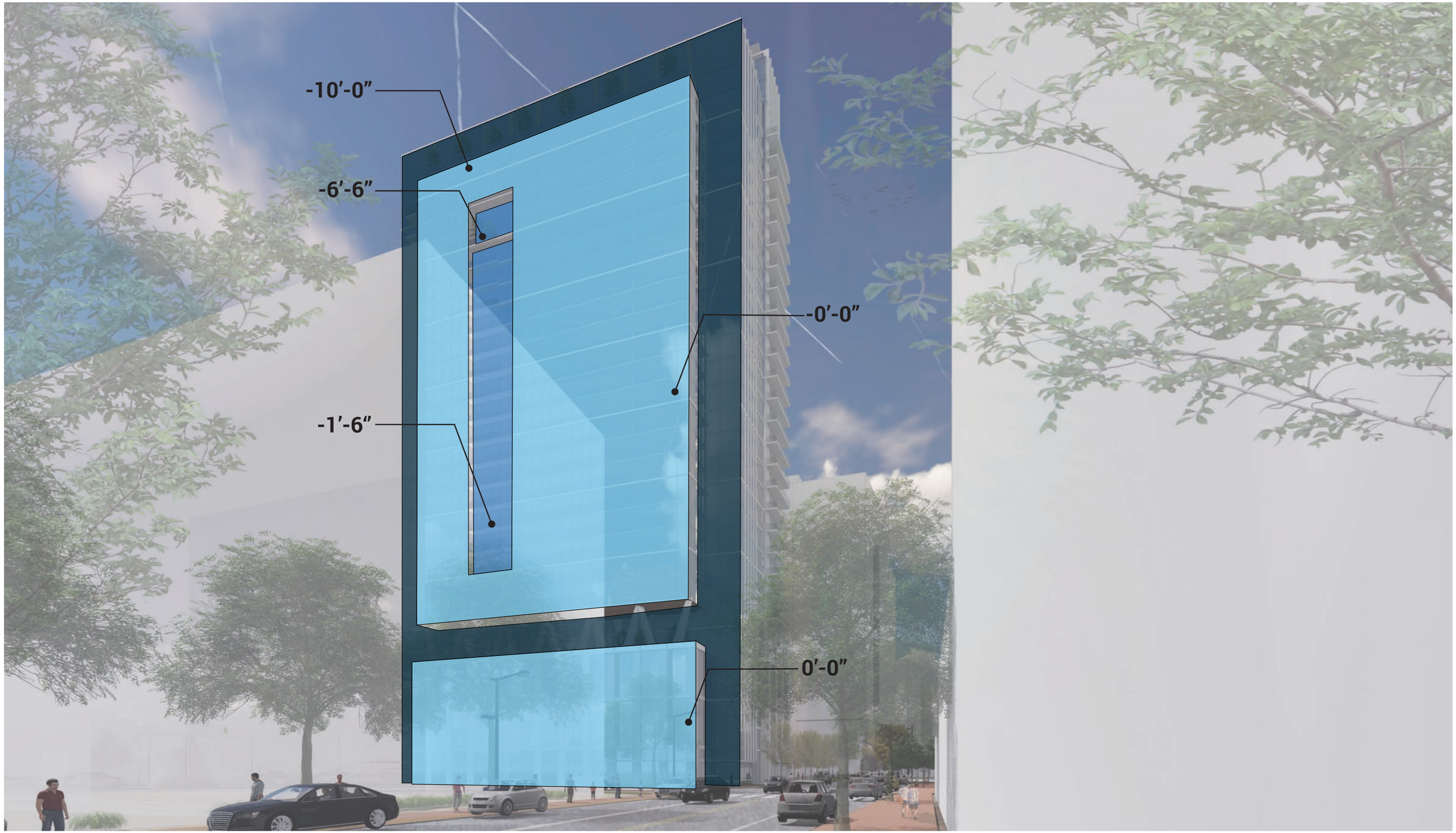

ARTICULATION DIAGRAM

CRESCENT COMMUNITIES

Design Collective

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LOOKING EAST ACROSS VETERANS PARK / WOODMONT AVE

CRESCENT COMMUNITIES

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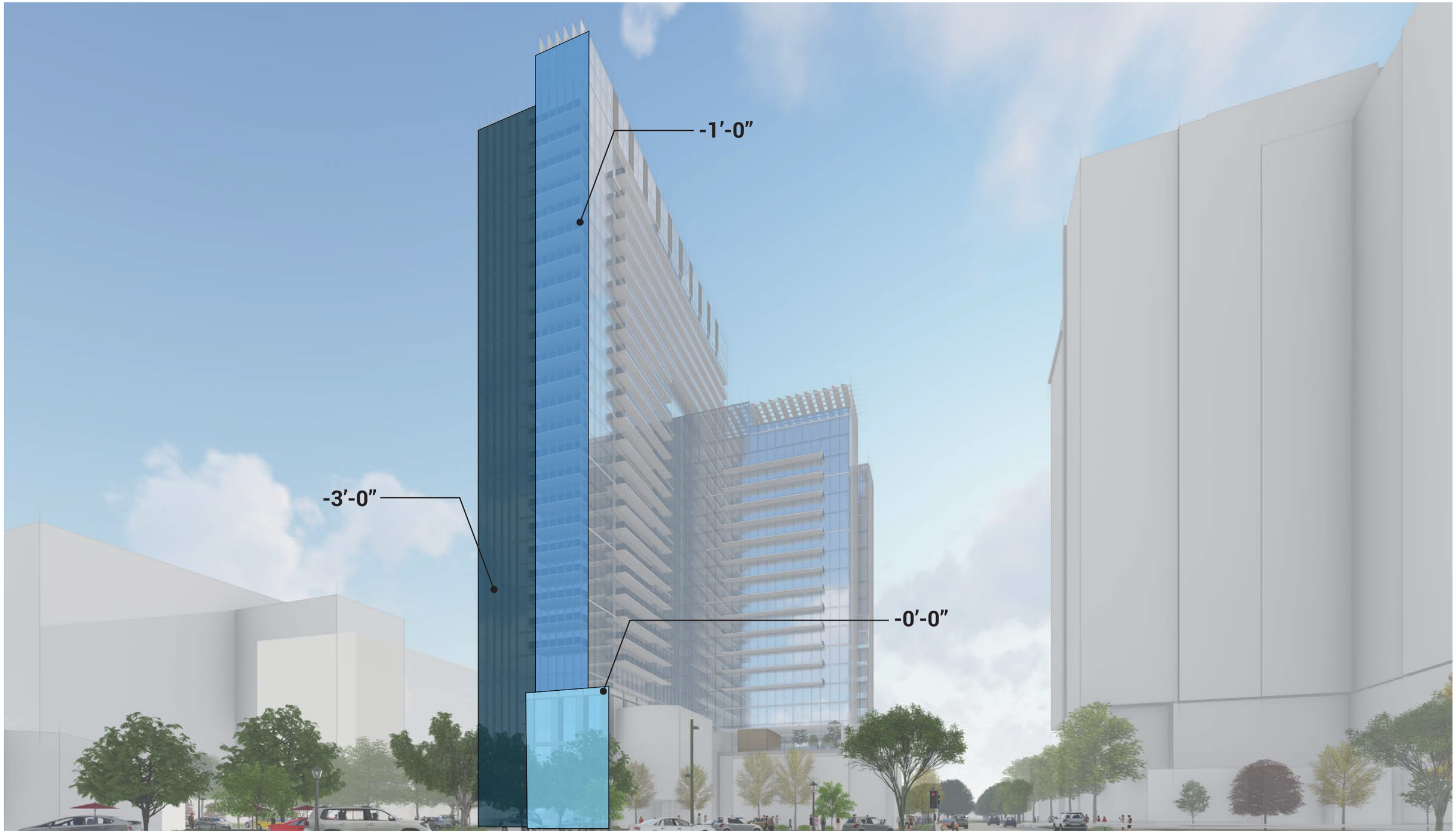


ARTICULATION DIAGRAM

CRESCENT COMMUNITIES

Design Collective

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.

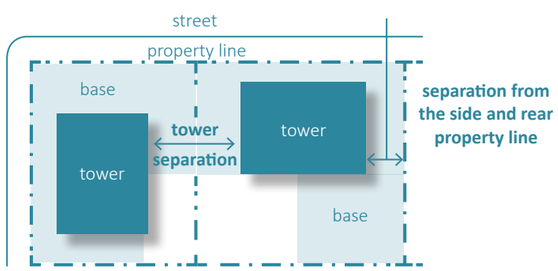
C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

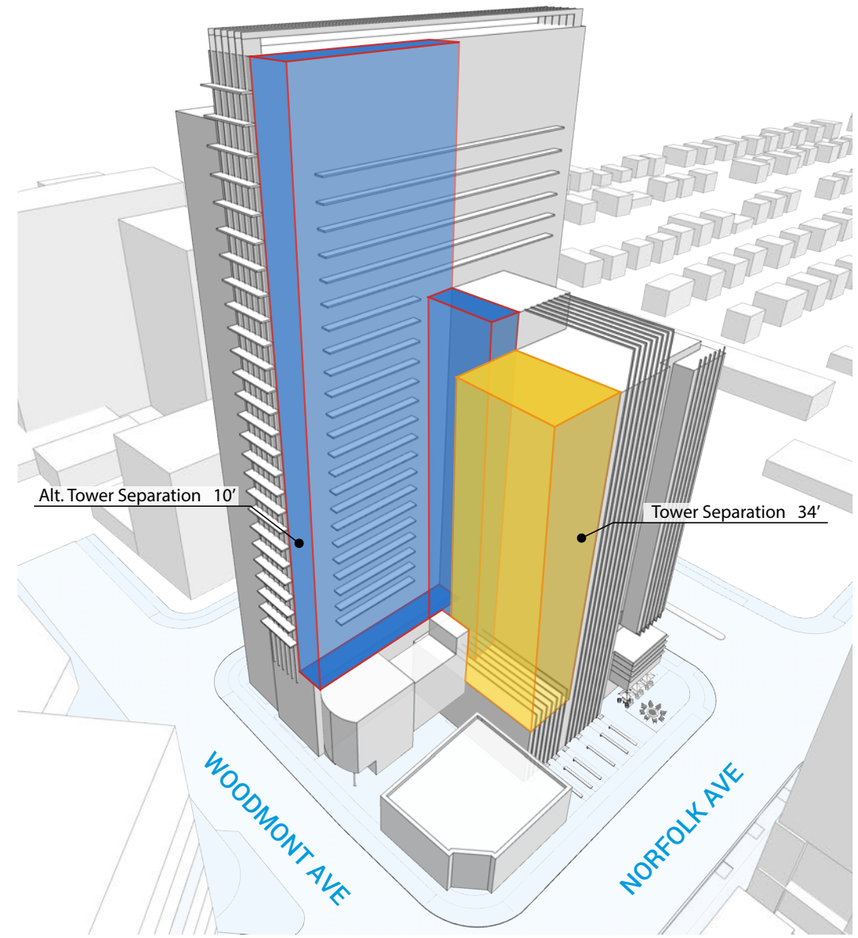
Alternative Treatments:

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.





TOWER SEPARATION DISTANCE

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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

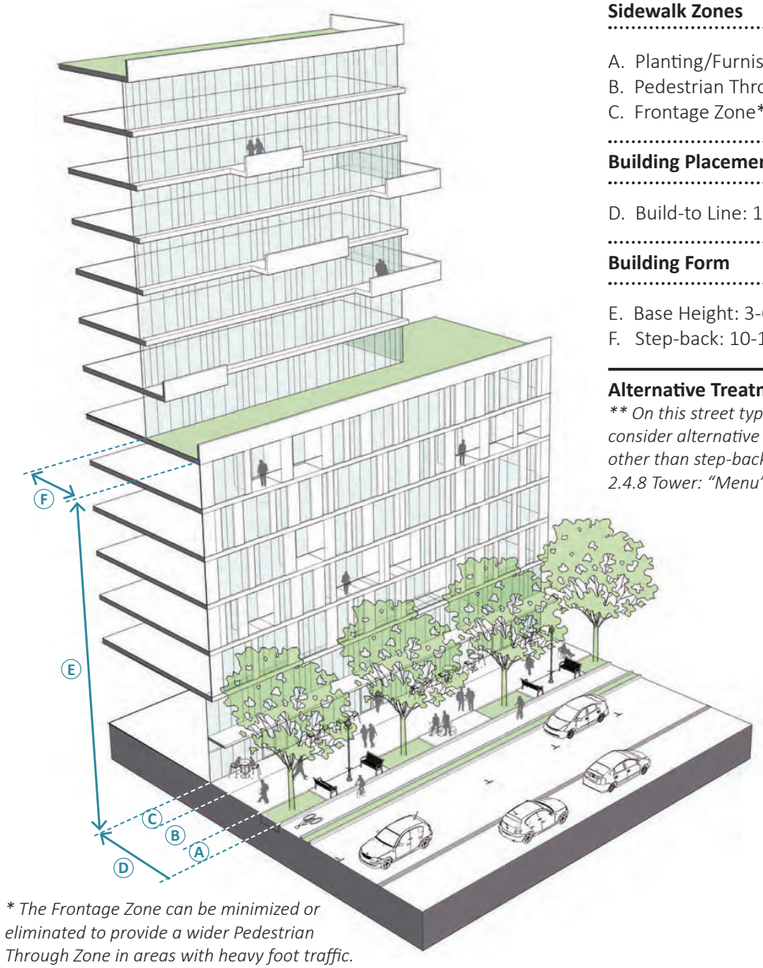
D. Build-to Line: 15- 20 ft. from street curb

Building Form

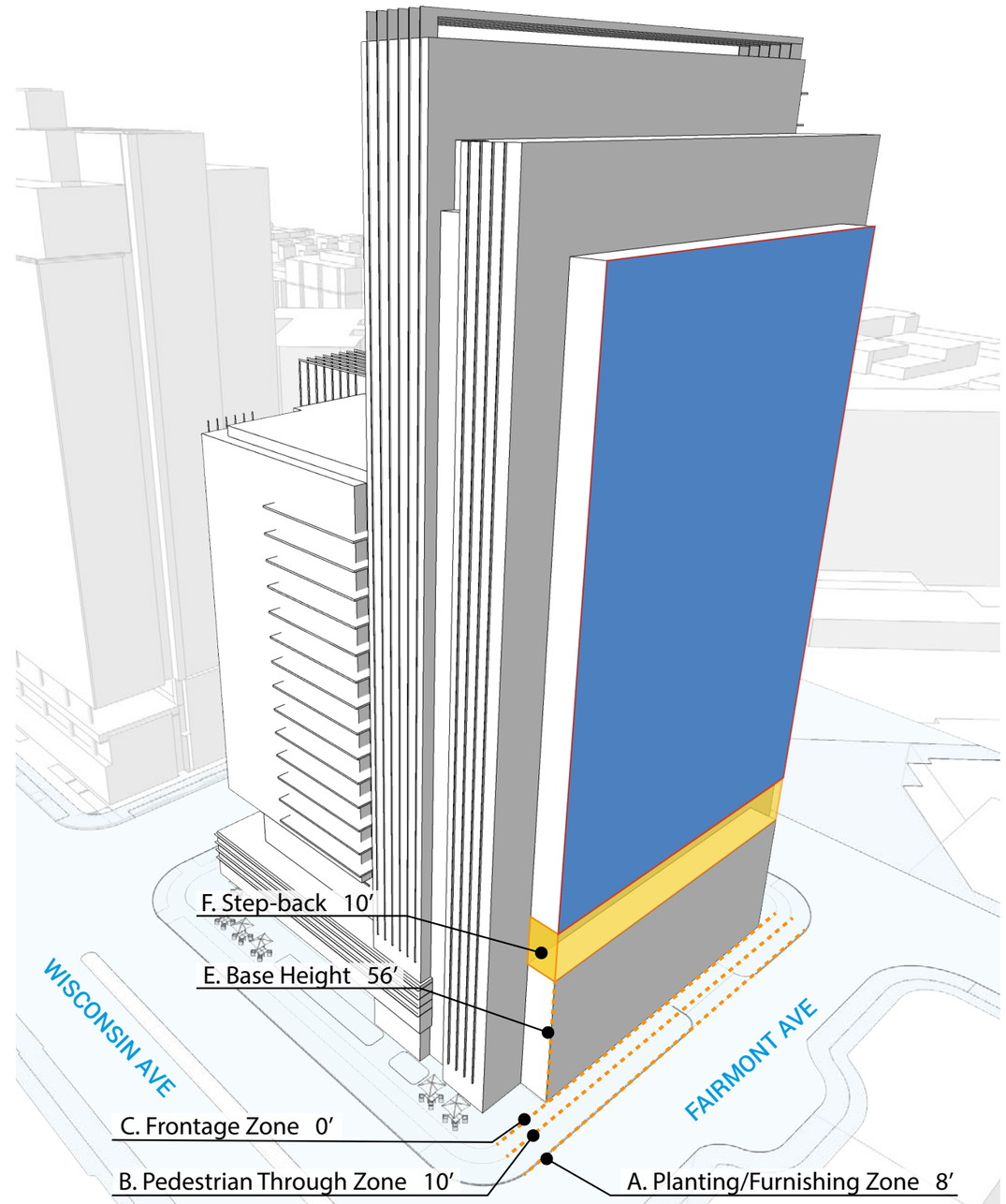
E. Base Height: 3-6 stories (35-70 ft.)
F. Step-back: 10-15 ft.**

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.*



FAIRMONT AVE - MIXED-USE STREET

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CORNER OF WISCONSIN AND NORFOLK AVE

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PLAZA AT CORNER OF WISCONSIN AND NORFOLK AVE

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PRECEDENT FACADE MATERIALS - BASE

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FACADE PRECEDENT - LOWER LEVELS

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FACADE PRECEDENT - MIDDLE LEVELS

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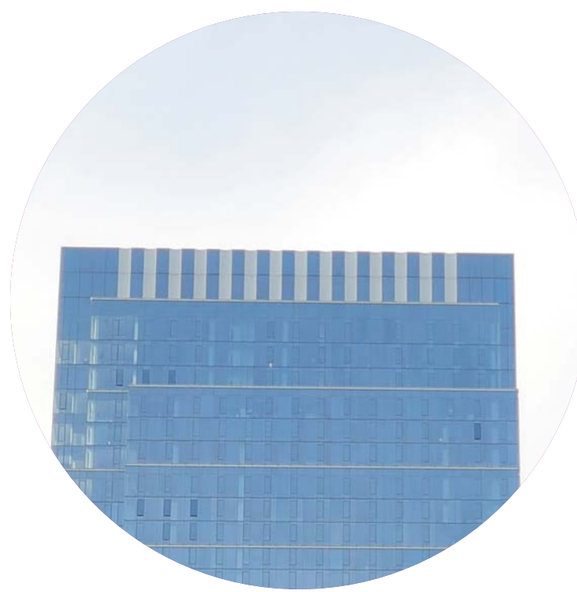

FACADE PRECEDENT - TOP LEVELS

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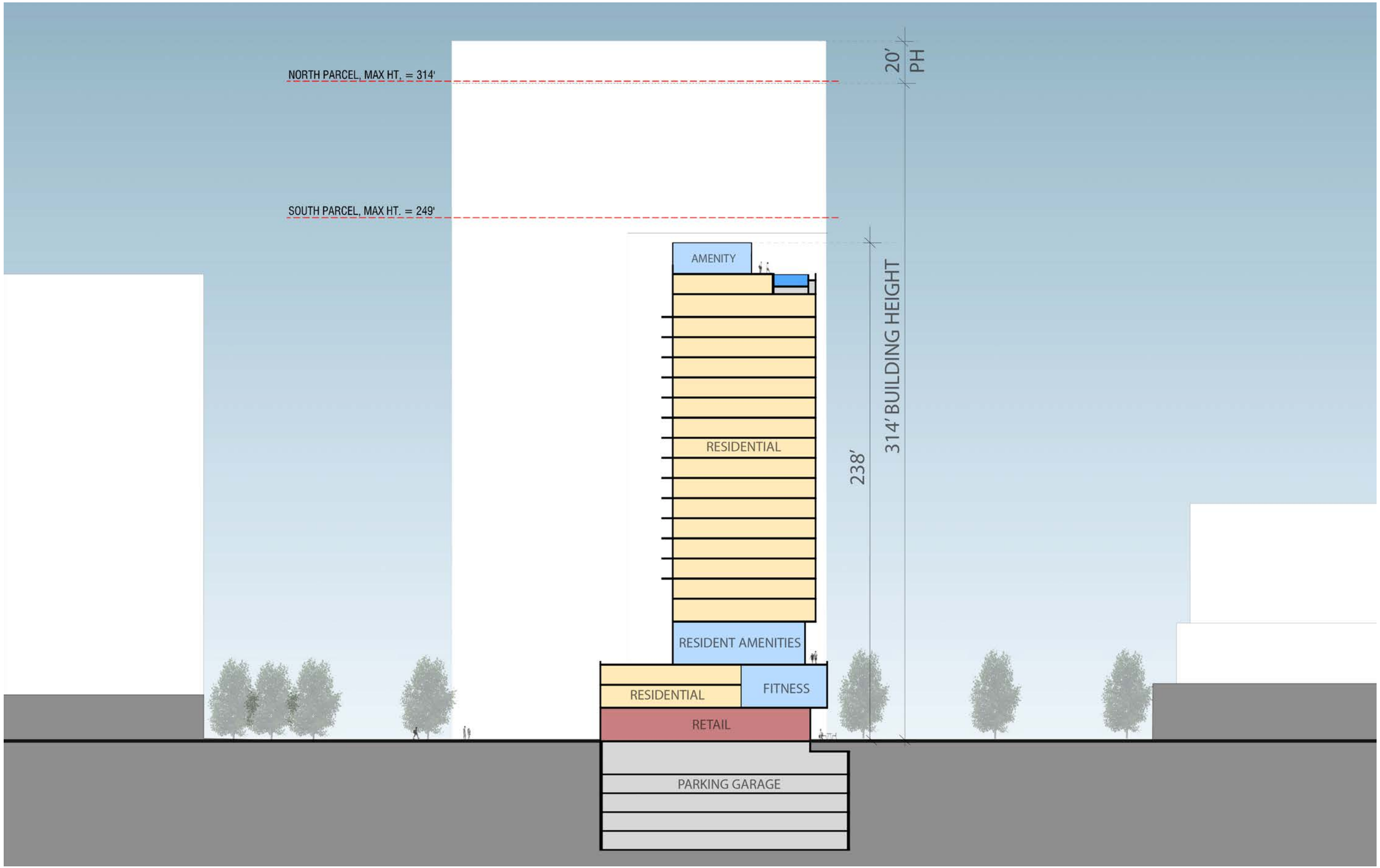

SECTION LOOKING NORTH

NTS

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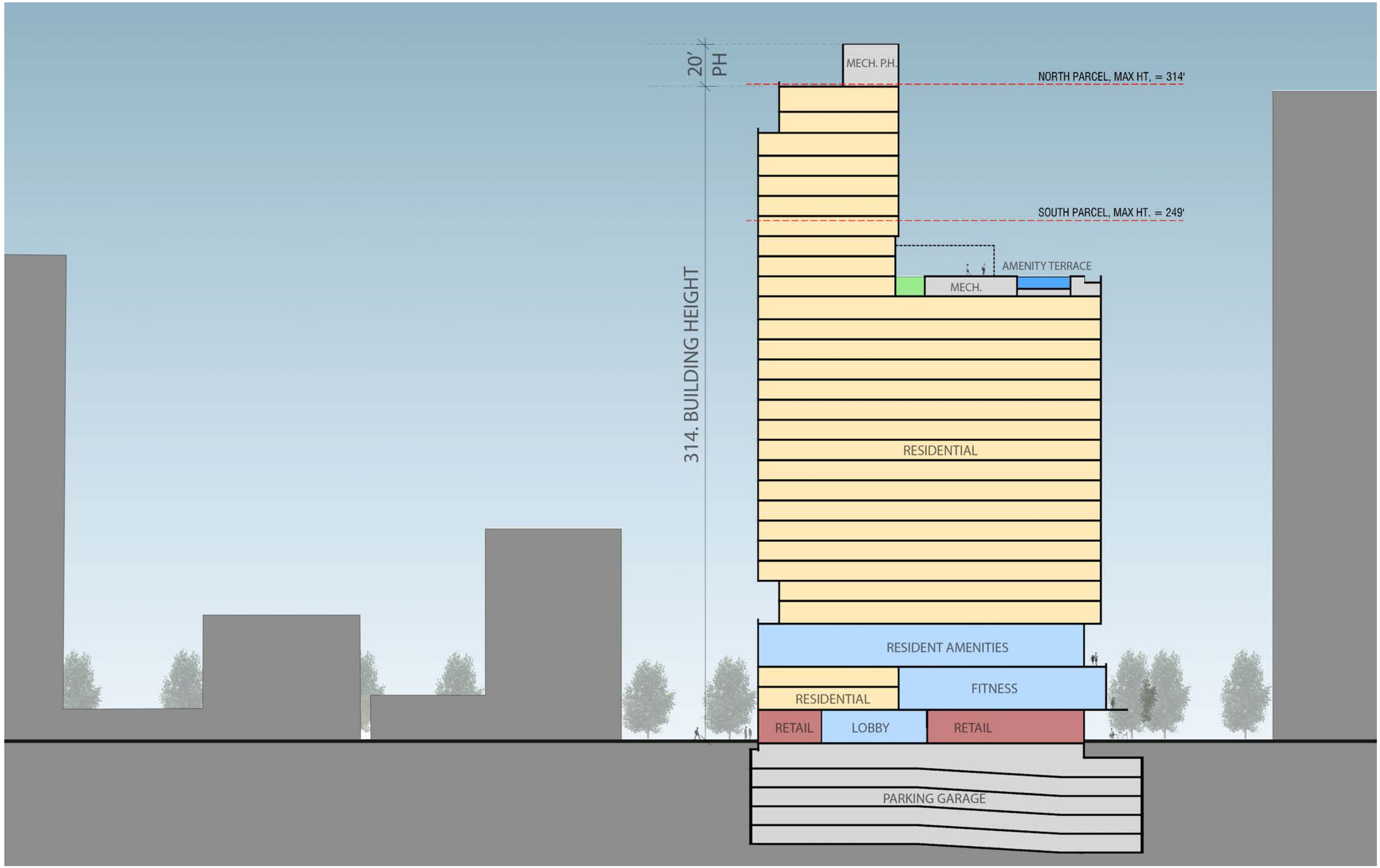

SECTION LOOKING EAST

NTS

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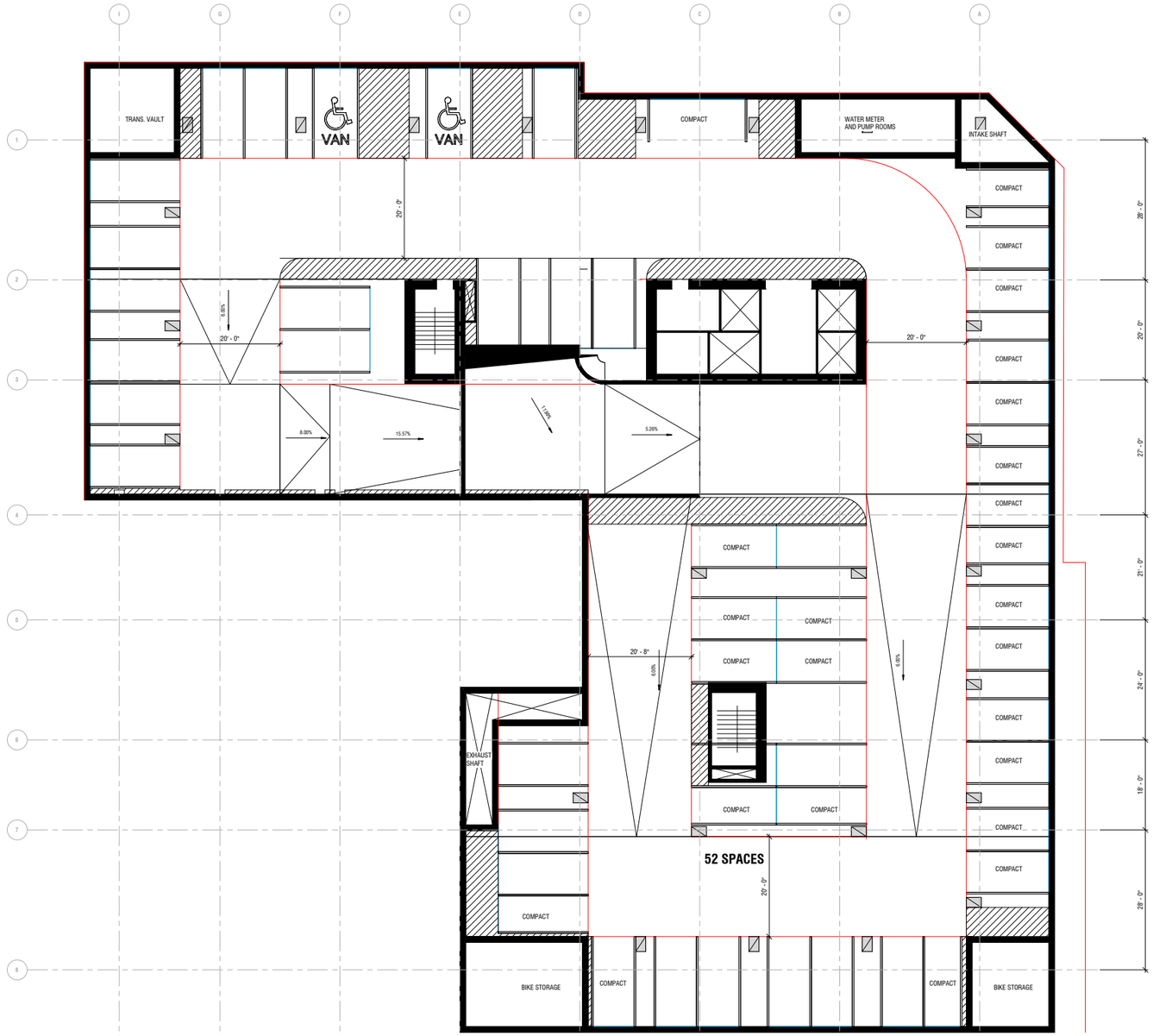
THANK YOU

APPENDIX



1 A105 Garage Level 1
1/8" = 1'-0"

BUILDING PLANS- TYPICAL PARKING LEVEL

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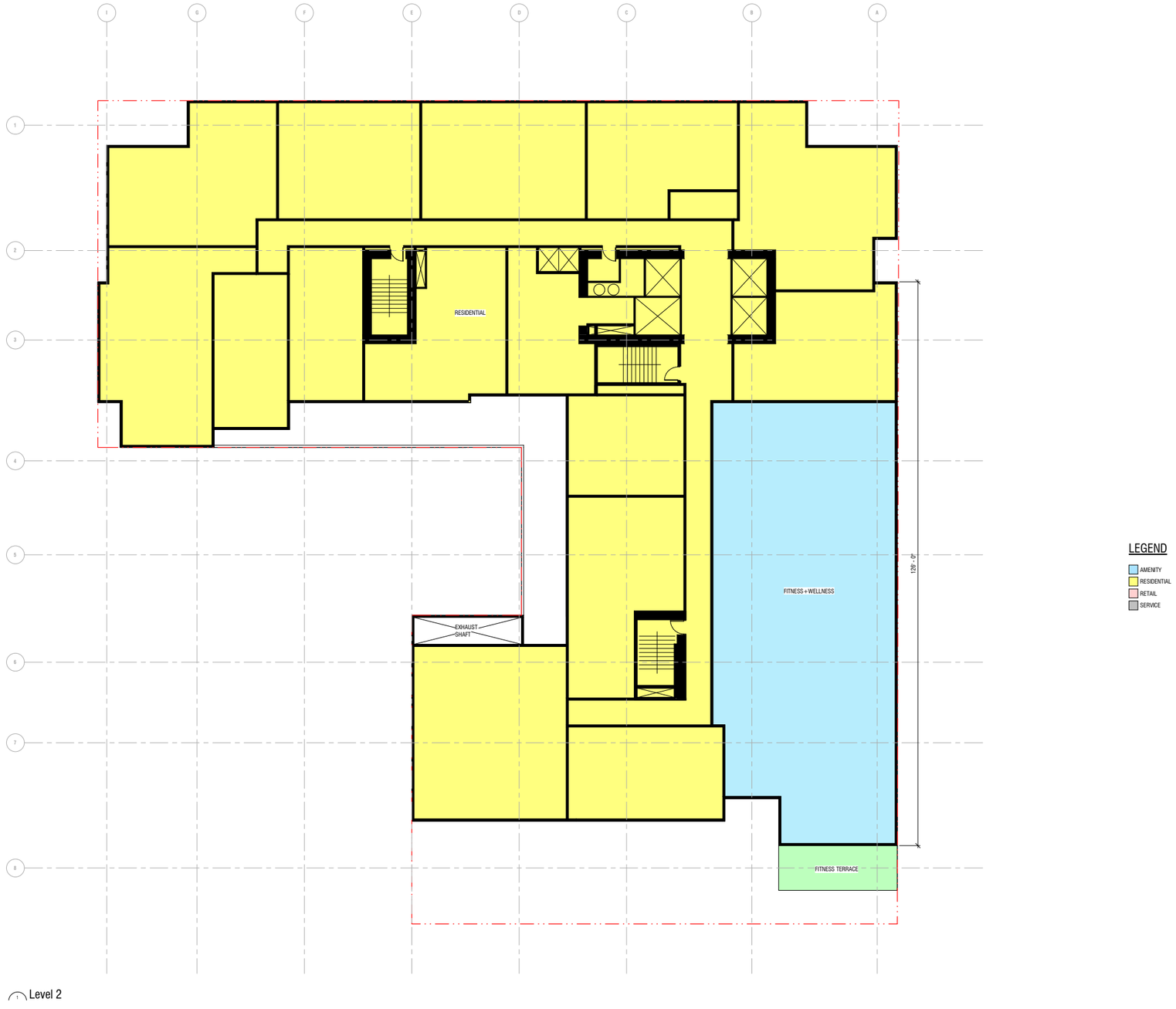

BUILDING PLANS - LEVEL 2 & 3

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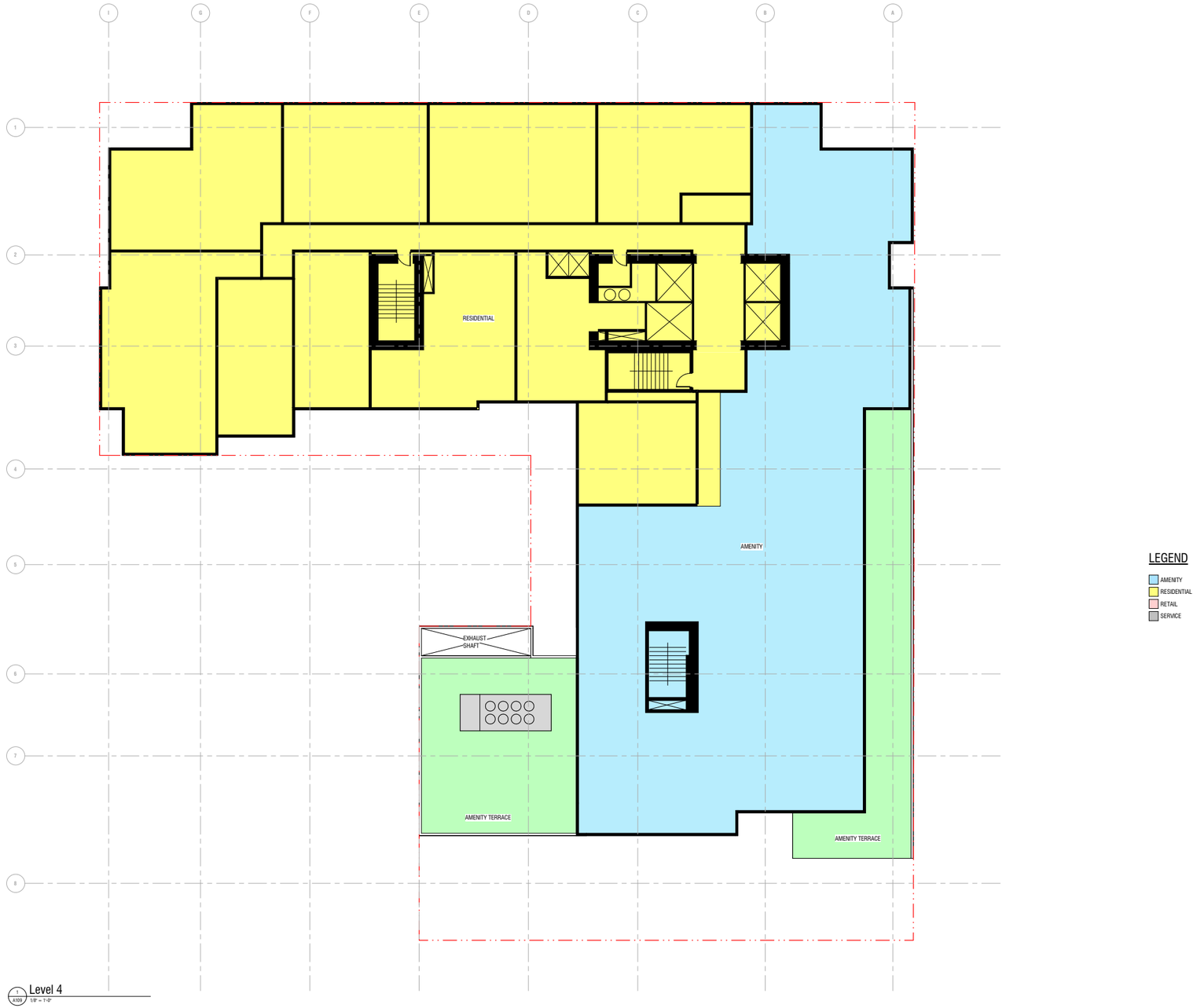

BUILDING PLANS - LEVEL 4 & 5

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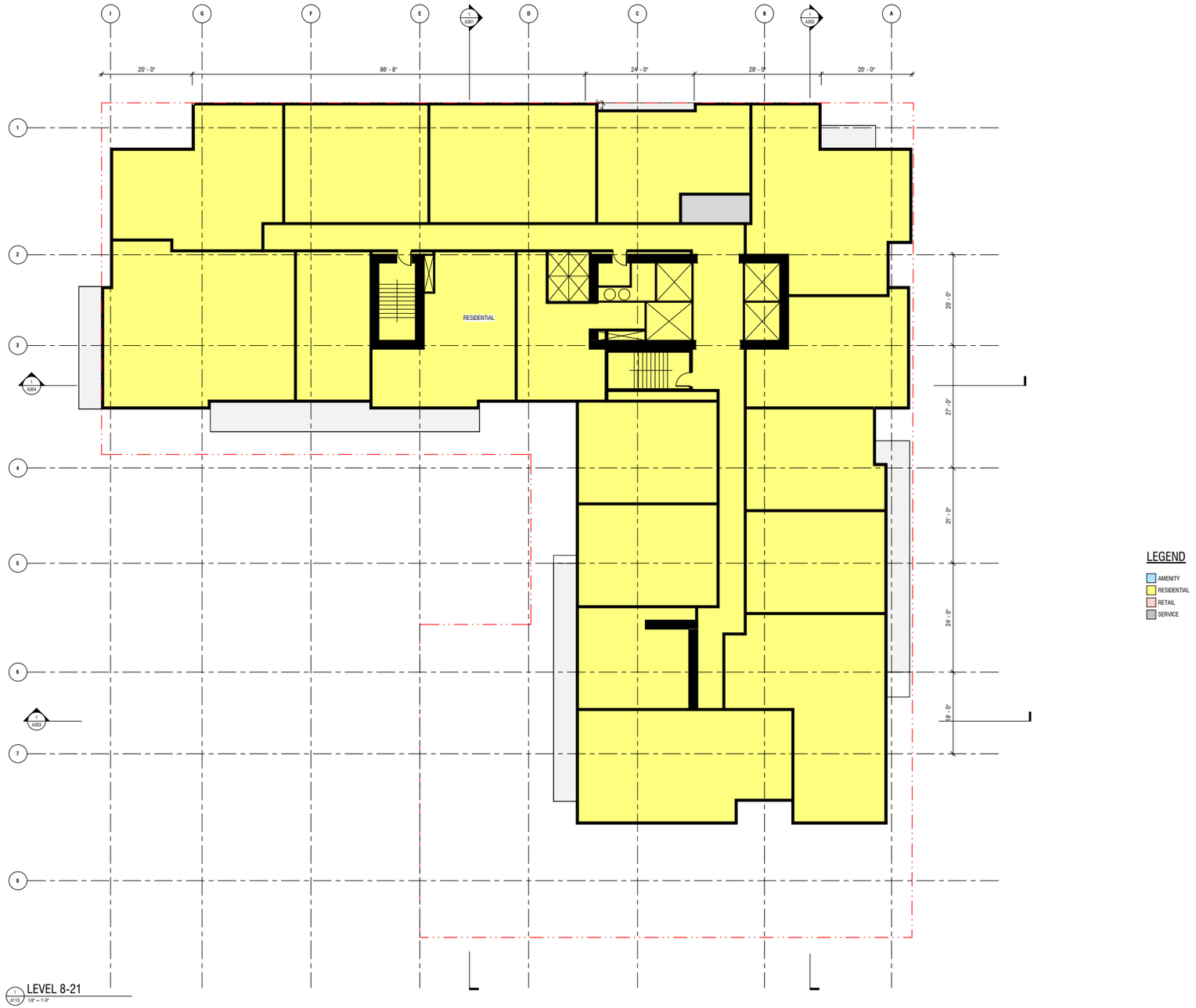

LEGEND

- AMENITY
- RESIDENTIAL
- RETAIL
- SERVICE

BUILDING PLANS - TYPICAL LOWER TOWER

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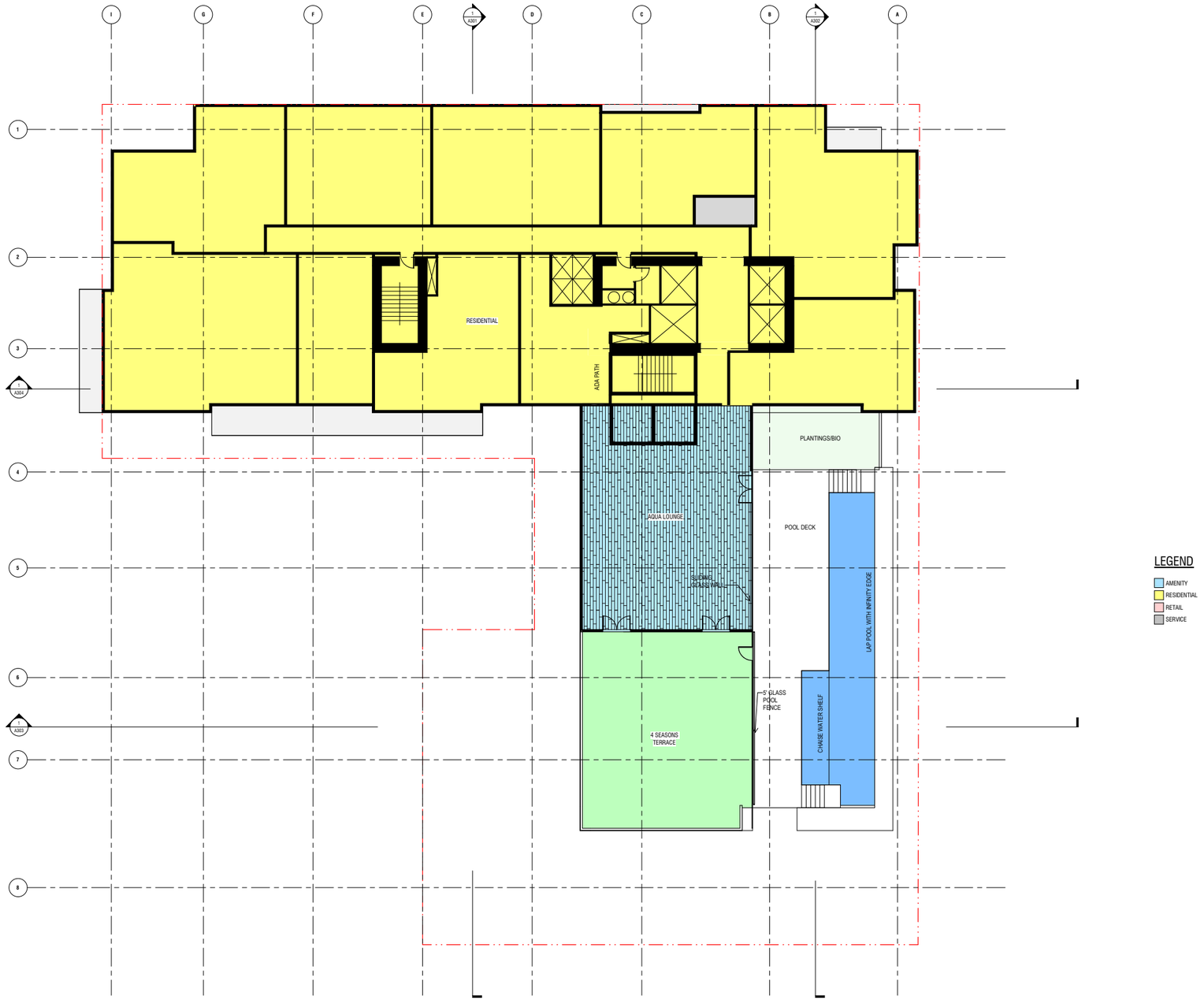

Level 23/Low Roof

BUILDING PLANS - LEVEL 23

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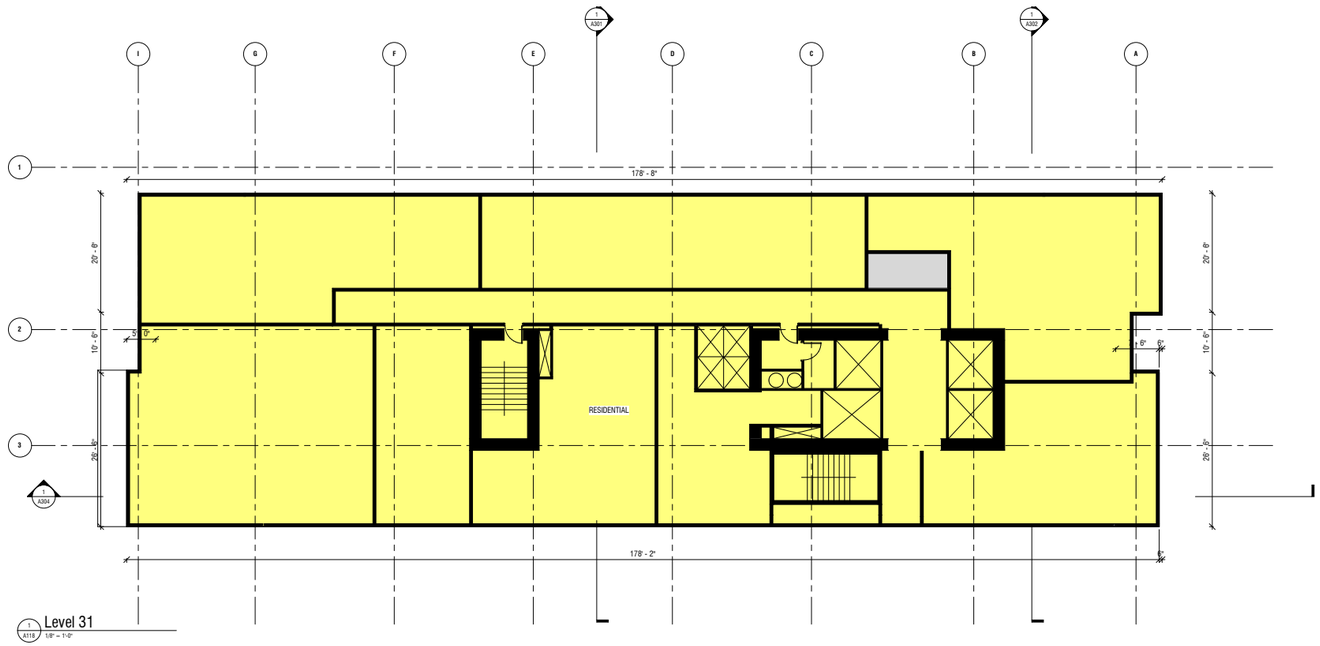
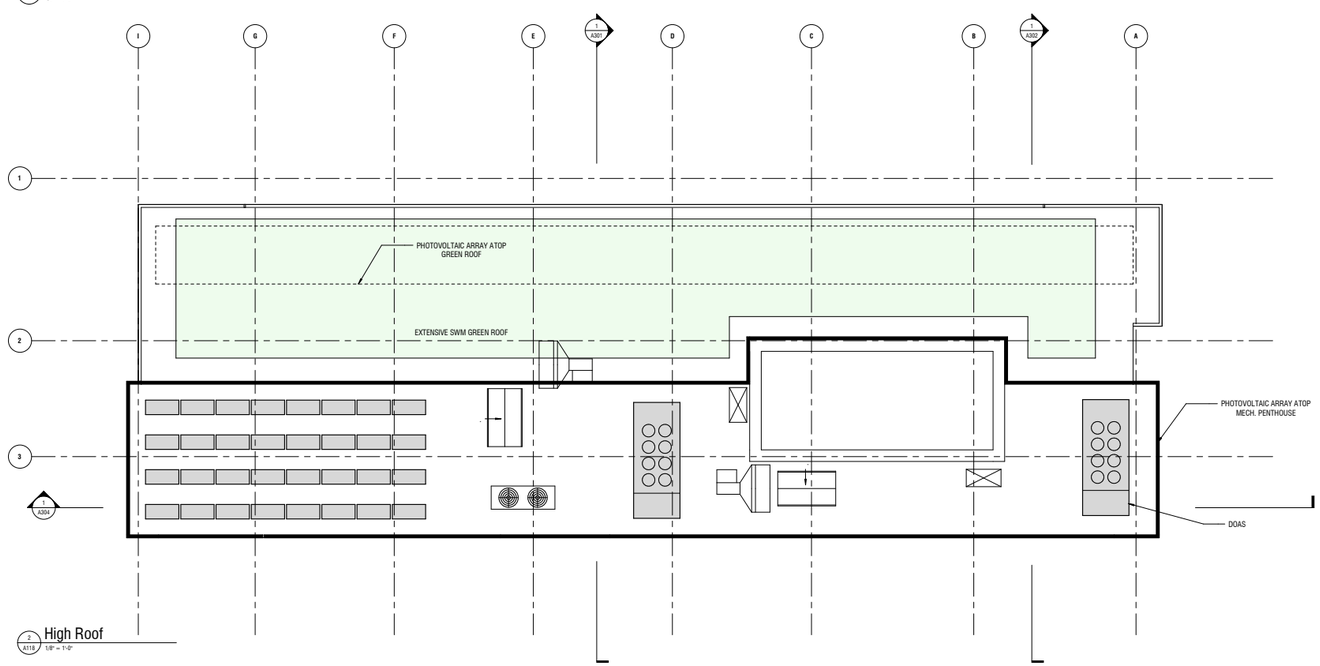


1 Level 31
A116 1/8" = 1'-0"



2 High Roof
A116 1/8" = 1'-0"

LEGEND

- AMENITY
- RESIDENTIAL
- RETAIL
- SERVICE

BUILDING PLANS - TYPICAL TOWER + ROOF

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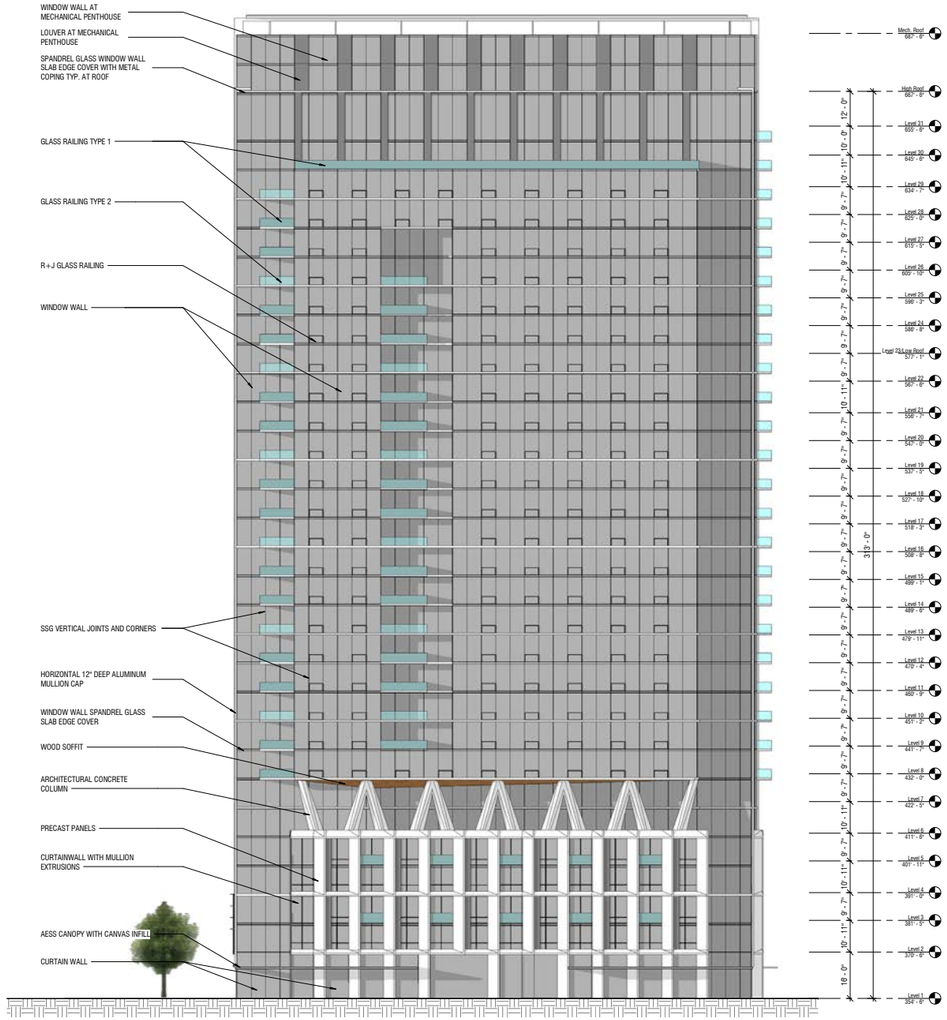
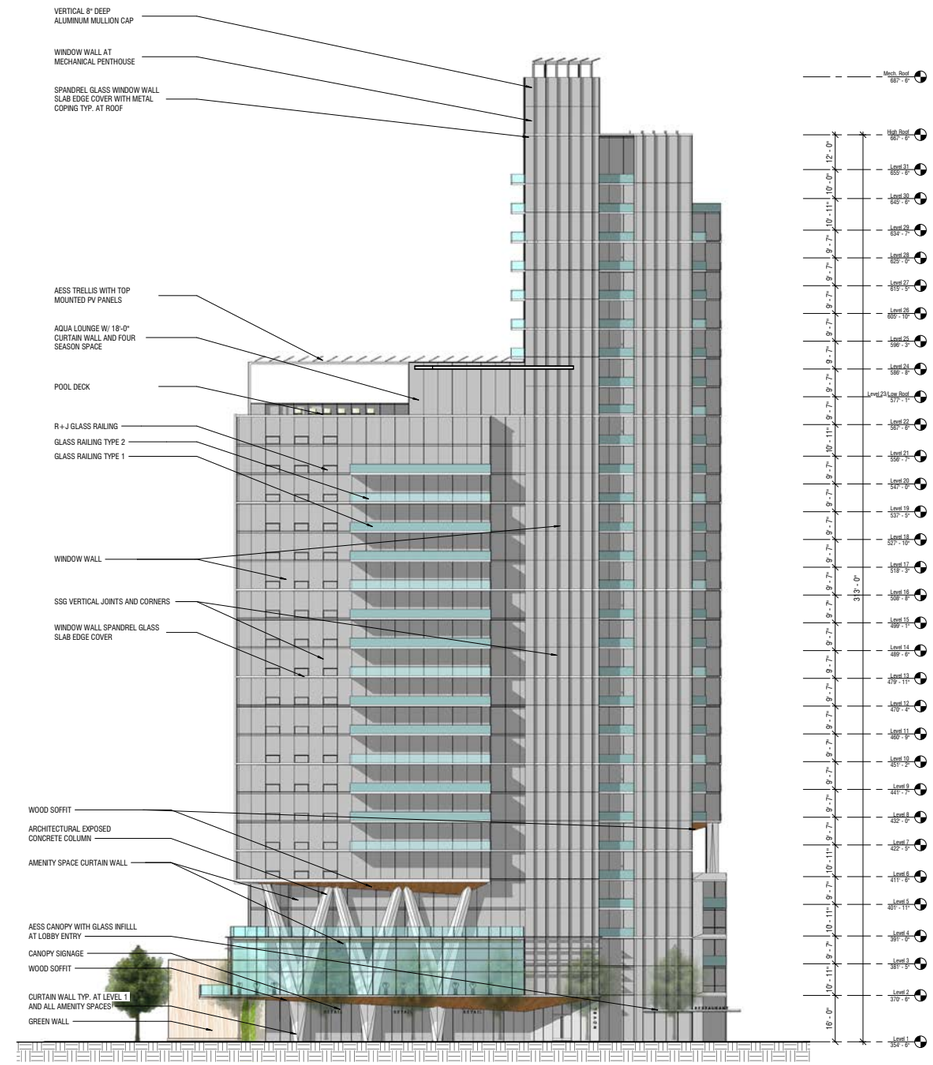


1 A201 North Elevation
1/16" = 1'-0"



1 A202 East Elevation
1/16" = 1'-0"

ELEVATIONS

CRESCENT COMMUNITIES

Design Collective

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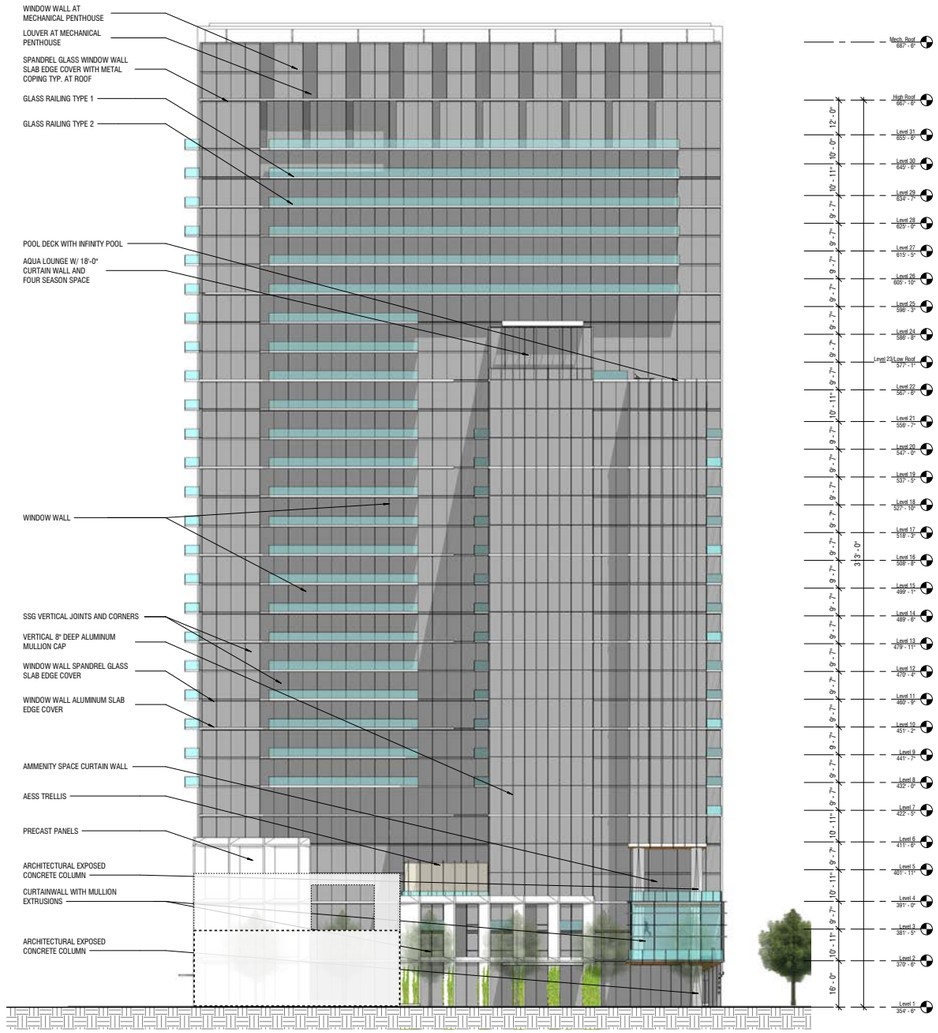
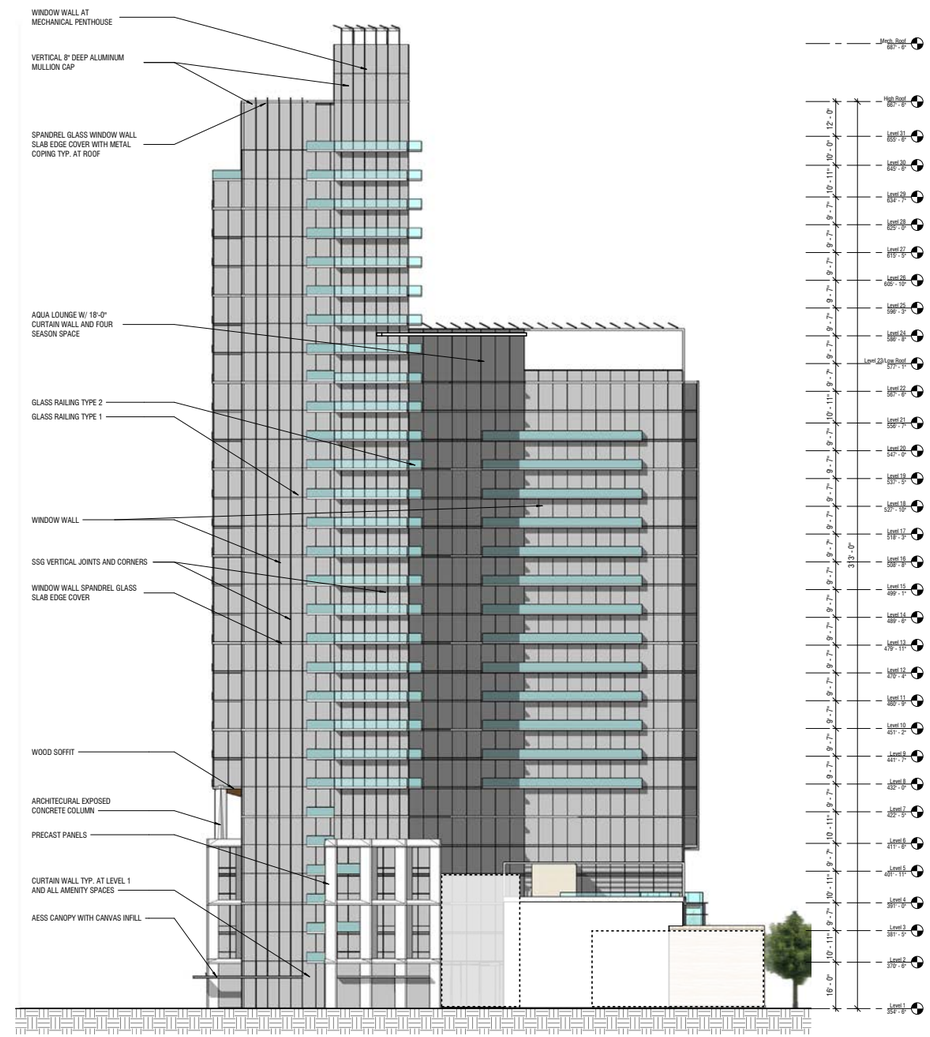


1 A203 South Elevation
1/16" = 1'-0"



1 A204 West Elevation
1/16" = 1'-0"

ELEVATIONS

CRESCENT COMMUNITIES

Design Collective

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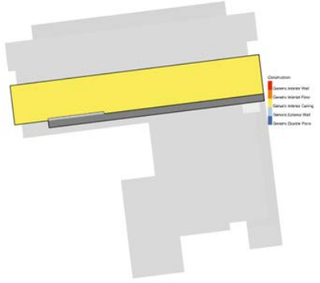
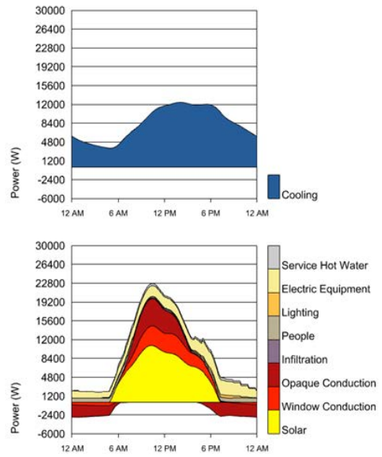
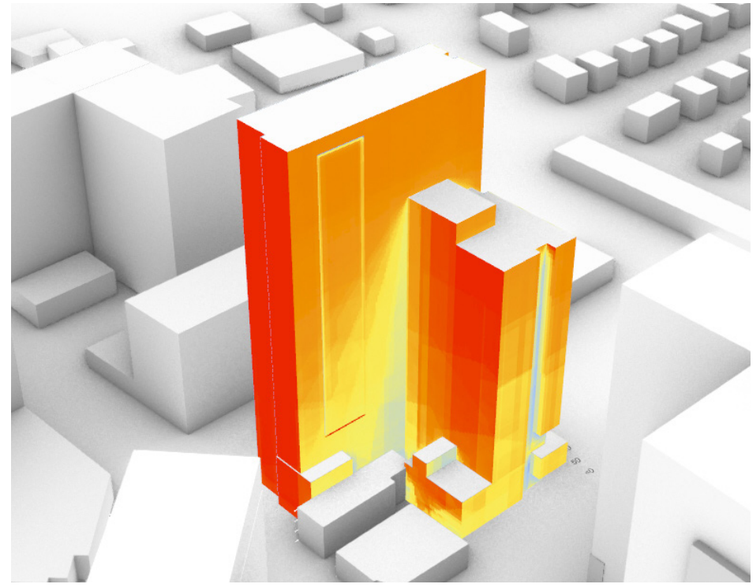
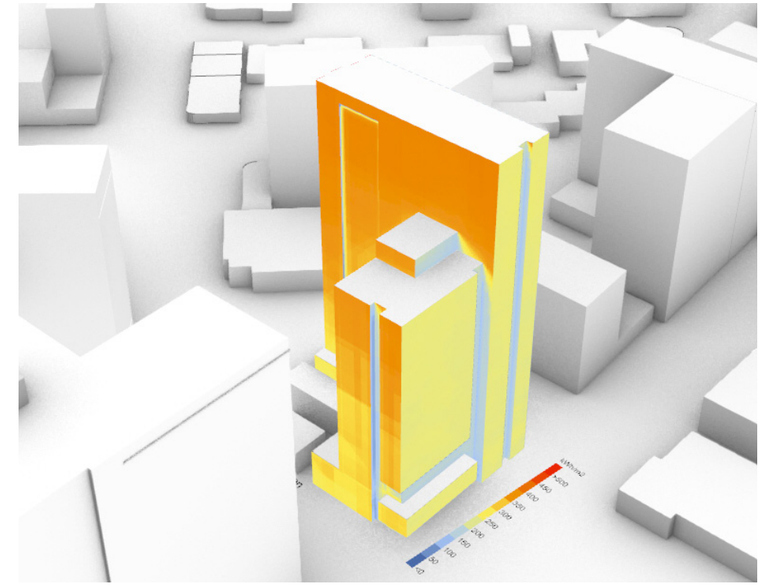
WITHOUT BALCONY

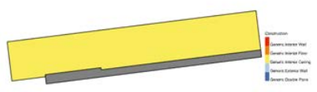


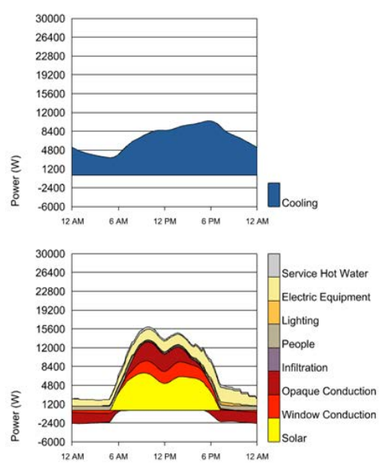


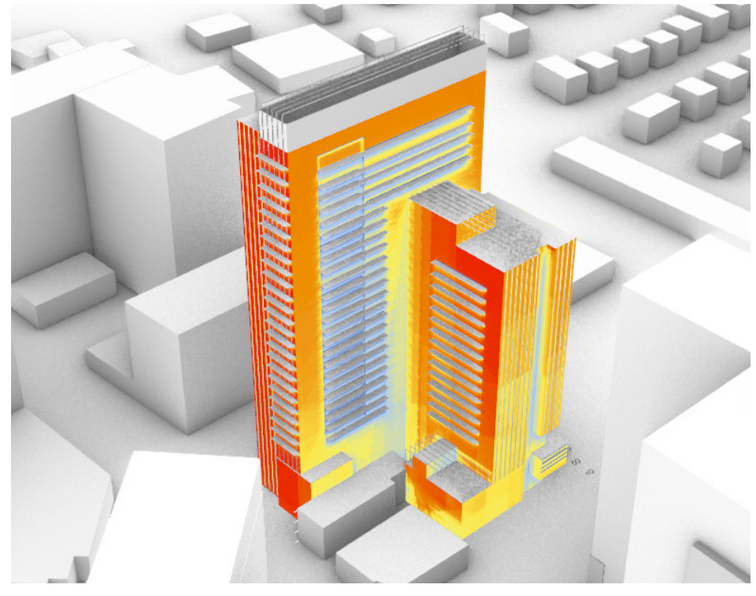


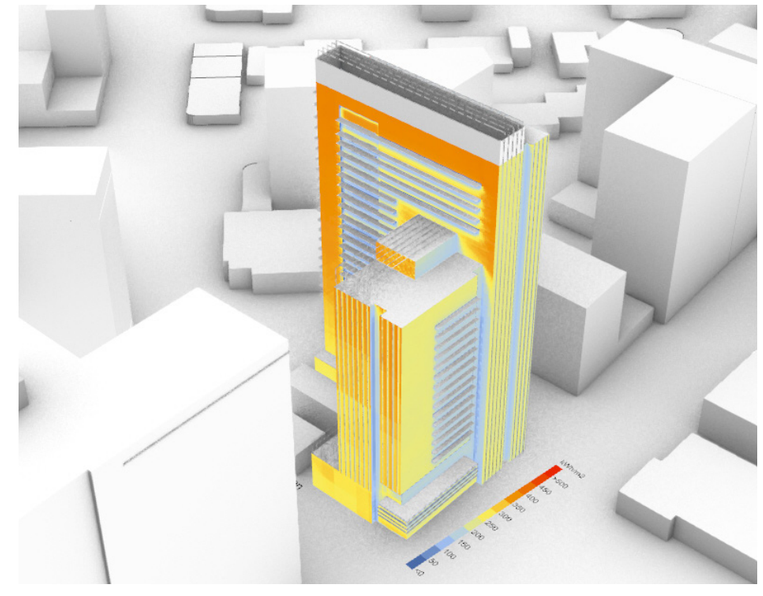


WITH BALCONY









PEAK LOAD

SOUTHWEST VIEW

SOUTHEAST VIEW

SOLAR RADIATION STUDIES

CRESCENT COMMUNITIES

Design Collective