

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



SKETCH PLAN APPLICATION
7025-7039 Strathmore Street DAP Narrative and Project Description

I. Introduction

Strathmore Apartments “I” Limited Partnership and Strathmore Apartments “II” Limited Partnership ("Applicant") submits this application for Sketch Plan approval for the proposed redevelopment of Parts of Lot 1 and 4 and all of Lots 2 and 3, Block 2, Plat No. 653 in Land Records from Montgomery County. The subject property is on the southeast corner of Woodmont Avenue and Strathmore Street with an address of 7025-7039 Strathmore Street. The current building is named “The Strathmore”.

The Sketch Plan proposes demolition of the existing multifamily building and construction of a new multifamily building on the Property. The proposed building is approximately 170,000 gross square feet with 7 stories and 180 units. An approximate 0.8:1 parking ratio in an underground parking garage will be provided. The Project will provide resident amenities on the first floor and rooftop.

II. Property and Neighborhood

A. Property Identification

The Property is identified as of Part of Lots 1 and 4 and all of Lots 2 and 3, Block 2, Plat No. 653, George P. Sacks Subdivision. The subject Property has a Net Lot Area of 28,905 sq. ft., having previously dedicated 5,592 sq. ft., resulting in a Gross Tract Area of 28,905 sq. ft. or 0.66357 acres. The Property is zoned Commercial/Residential (CR 1.5, C0.25, R1.5, H-70) within the Bethesda Overlay Zone. The Property is located on Strathmore Street within the "South Bethesda" District of the Bethesda Downtown

Sector Plan. The site slopes from Woodmont Avenue down to the Southern boundary.

The Property is within walking distance of transit, located just over a ¼ mile to the Bethesda Metro Station and just under a ¼ to the new Elm Street Entrance. The Bethesda Circulator passes in front of the Property with a nearby stop on Woodmont Avenue. Bus stops for Ride-On and Metro buses are located along Wisconsin Avenue.

The Bethesda Downtown Sector Plan identifies the property within Area No. 6 on the Map in Figure 3.17 – South Bethesda Recommended Zoning. The Plan recommended rezoning the property to the current CR zone. It is recommended for 70 feet in height per Figure 2.19 – Recommended Maximum Building Heights of the Sector Plan, subject to additional height for provisions of additional MPDUs.

B. Surrounding Zoning and Land Uses

To the north, the Property adjoins Woodmont Avenue. To the east are CR-3.0, C3.0, R-2.5, H-120 zoned retail buildings, along with a new residential building called the Camille Apartments. To the west is a CR-1.5, C-0.25, R-1.5, H-70 zoned, 3-story multi-family building. Immediately south of that site is another 3-story multi-family building zoned at CR-1.5, C-0.5, R-1.5, H-90. South of the property is land zoned CR-1.5, C-0.25, R-1.5, H-90, which is improved with a 3-story multi-family building.

C. Neighborhood

The South Bethesda District, is a residential neighborhood with a mixture of garden style apartments, townhouses, and single-family homes. The district is described in the Bethesda Downtown Plan as having a “garden character with tree-lined streetscapes and planted setbacks.” One of the goals in for this neighborhood is to provide better connections for bikes and pedestrians to surrounding areas. According to Figure 3.18: South

Bethesda District Public Realm Improvements in the Bethesda Downtown Plan, a mid-block connection is recommended through this site to connect the South Bethesda District to Wisconsin Avenue.

III. The Project

A. Description

The project proposes a contemporary building that has been articulated and designed to break-up massing into smaller digestible parts and offer a rhythmic pattern on the long facades. Situated at the northern edge of South Bethesda District, the property sits in view of Bethesda Row downtown area. The proposed building also will be seen from Bethesda Row. The building will offer additional housing in various types ranging from studios to two-bedroom units and, thus, contribute to the future vision of South Bethesda District: improved connectivity between large blocks, a walkable tree-lined neighborhood, a quality mix of housing options, and updated urban design and streetscape that improves pedestrian safety.

The proposed project consists of maximum 180 dwelling units at approximately 170,000 square feet that includes 15% MPDU's, interior and exterior resident amenities, a 3-story underground parking facility, and a new public through block pedestrian connection. The height will be no more than 70 feet, and it also will include a rooftop recreation area. There will be approximately 155 parking spaces for a parking ratio of 0.86:1.

Vehicular circulation throughout the Project is designed to facilitate the required functions of a multi-family mid-rise building while also enhancing pedestrian safety. A lay-by drop-off/pick-up area is proposed for short-term visitors and residents on Strathmore Street near the front entrance. This will remove temporarily stationary vehicles like delivery vehicles, taxi/ride service vehicles, and short-term guests off the main roads. An exterior on-site loading area is tucked away under the building overhang on the alley side, to hide these functions from the public view. The

entrance to the underground parking garage will also be located near the loading space accessed from the alley. The entrance to the ramp is angled at a 45-degree angle facing north towards Woodmont Avenue to facilitate vehicular movement in the narrow alley. It is facing Woodmont Avenue since most residents and guests are expected to turn into the alley from Woodmont Avenue. to enter, and to leave towards Woodmont Avenue.

Pedestrian Circulation throughout the Project is designed to elevate the walking experience. The portion that fronts Strathmore Street will be lined with residences, like the rest of Strathmore Street. On the Woodmont Avenue side, the streetscape is activated with the main lobby and a fitness center. A good portion of the southern side of the property has been dedicated to a through-block pedestrian pathway. Artistic elements are planned to provide visual interest to pedestrians and activate the space with public seating and viewing areas. The pedestrian through block connection will be 2-stories tall to preserve light and air within the pathway through the site. Plenty of vegetation, landscaping, and quality hardscape will line the pathways to soften and elevate the walking experience. The façade design is broken down in scale with articulation, balconies, and parapet height manipulation. A strong rhythm is introduced to set a pattern that is more human scale. The combination of these elements will help create both a vibrant public realm and relate to the human scale for pedestrians on Strathmore Street and Woodmont Avenue.

B. Sector Plan and Design Guideline Compliance

The Project is consistent with the Sector Plan recommendation for this site *to promote enhanced redevelopment opportunities to foster a quality mix of housing options*. The Project proposes redevelopment of a low-density aging apartment complex with no amenities and no income-regulated units to modern housing, with a mix of units, recreational and service amenities,

with 15.0% of the dwelling units subject to the 99- year Moderately Priced Dwelling Unit regulations.

The Project is also designed to be in compliance with the Design Guidelines and aims to provide the neighborhood with public benefits and a pleasant environment for all. The Project fulfills many of the Sector Plan and Design Guideline goals as outlined in more detail below.

1) 2.1.9 Public Through Block Connection

A through block connection is provided per the recommendations of the sector plan. A new through block connection has been planned to connect pedestrians from Strathmore Street to Wisconsin Avenue. This connection is located at the southern end of the Property and go from Strathmore Street through the property and alley to eventually connect to the newly created through block connection at the Camille Apartment project.

2.1.10: Canopy Corridor

The Strathmore Street streetscape has been planned to provide a canopy corridor with trees lined on both sides of the sidewalk. The plans will follow the recommendations from the Bethesda Streetscape Standards and provide a 6–8-foot street tree buffer/furnishing area with an 6-10-foot-wide sidewalk and 5-8 feet of building frontage

2) 2.3.2: Green Cover

The Project is designed to meet the 35% Green Cover requirements. The combination of intensive green roofs, on grade and over structure trees, and various stormwater management strategies will be utilized to meet this requirement.

3) 2.3.3: Servicing Access and Parking

The Project places a loading area and parking access towards the rear of the site in the alley. The loading area is tucked under the building and away from main circulation paths. The parking entrance is also located near the loading area. The parking garage ramp is integrated into the building architecture and thus hidden from view. A drop-off lay-by is located near the lobby to remove idling vehicles from the main circulation road. The combining effect of these elements provides for an enhanced pedestrian experience.

4) 2.4.1: Compatibility

The proposed Project seeks to be modern and contemporary in design and concept yet be sympathetic to the surrounding buildings in massing, articulations, textures and materials. This will be realized by breaking down the mass with facade articulation and parapet manipulation. Materials and textures will be complementary to the new developments in the area.

5) 2.4.2: Base: Building Placement

The building is setback 20 feet from the curb on Strathmore Street side and 15 feet on Woodmont Avenue side per the Design Guideline's recommendations. The façade of the building along the base creates a strong continuous street edge.

6) 2.4.3: Base: Street Activation

The street will be activated with a transparent 2-story lobby and fitness center that fronts Woodmont Avenue. Along Strathmore Street, the base is complimentary to the neighborhood by lining the base with residential homes.

7) 2.4.8 Tower: "Menu" of Methods to Reduce Bulk

Amongst the “menu” of Methods to Reduce Bulk, the Project utilizes the following methods:

- a) “Use Unique Geometry”
 - i) A circular and curved corner feature is juxtaposed with hard corners and orthogonal bays and balconies.
- b) “Modulate and Articulate Facades”
 - i) Elevation is modulated and articulated to reduce bulk and provide a cohesive architectural concept. The modulation is rhythmically designed to represent a “townhouse-like” feel through the use of projecting bays and balconies.
- c) “Limit Apparent Face”
 - i) The apparent face has been limited at the circular corner and also at the pedestrian through block connection.

8) 2.4.9: Tower: Top

The tower top has been designed as the feature of the design. The circular corner design rises above the roof and wraps itself like a ribbon. This feature houses the party room and also mechanical units above the party room. Mechanical areas on the rooftop will be utilized to help reinforce the concept by being concealed behind tall parapets that are an integrated part of the mass.

C. Public Benefit Points - Exceptional Design

The architectural concept for this Project responds contextually to the surrounding with the methods outlined above and exceptionally enhances the visual and functional character. Therefore, the Project is seeking a minimum of 20 Public Benefit Points for exceptional design and it will earn these points with the following:

1. Providing innovative solutions in response to the immediate context.

- a. The Project responds to the context of existing buildings that are both new and old developments. The design addresses the following contextual issues:
 - i. The varying heights and density of buildings in the immediate area are recognized by putting the larger mass (tower element) towards the taller existing buildings on Woodmont Avenue.
 - ii. As you go towards the southern edge of the property, the building steps back in plan to acknowledge the deeper building placement of the bordering southern property.
 - iii. Although the 2.5 story bordering property is expected to be developed in the future, the current existing building is acknowledged with a 2-story brick base.
 - iv. Building is highlighted with a feature that can be seen from the corner of Bethesda Avenue and Woodmont Avenue and also from Wisconsin Avenue; two major intersections where the building can be seen from

2. Creating a sense of place and serves as a landmark.

- a. The property is located at the corner of Woodmont Avenue and Strathmore Street. When standing on the corner Bethesda Avenue and Woodmont Avenue, due to the curving street, the building is at the terminus of the view corridor down Woodmont Avenue. The shining feature at the corner will serve as a wayfinding for pedestrians and vehicles. Further, a sense of place is created at the southern pedestrian connection that is lined with interesting artwork and gathering area.

3. Enhance the public realm in a distinct and original manner.

- a. The project will enhance the public realm with enhanced pedestrian walkability with tree canopy corridors, create a through block connection, and with an architectural feature at the corner to serve as a landmark in the view corridor of Woodmont Avenue. The pedestrian through-block connection is lined with art to further enhance the walking experience. The strong rhythm and articulation offer the public realm a pleasant environment as it breaks and scales down the building mass.
4. Introducing Materials, Forms, or building methods unique to the immediate vicinity or applied in a unique way
 - a. The massing and architectural elements on the building work together to present a cohesive architectural concept. The form is uniquely massed with exciting curvilinear facades that juxtapose the heavily orthogonal designs in the area. Traditional materials like brick will be utilized to visually compliment the surrounding. A lighter colored material will be used to really highlight the building from both Bethesda Avenue and Wisconsin Avenue.
5. Designing compact, infill development so living, working, and shopping environments are more pleasurable and desirable on a site.
 - a. The project is a compact infill development that redevelops an underutilized apartment complex into a more pleasurable and desirable, high class building with building personnel employment opportunities and resident amenities, that also contributes to neighborhood walkability.

IV. Conclusion

This Project is designed to comply with the Bethesda Downtown Sector Plan and a minimum of four of the Design Guidelines. With the strategies outlined above, this project seeks to receive 20 public benefit points for Exceptional Design. The applicant

encourages the DAP committees to consider recommending additional points for the design strategies implemented and for the careful consideration of all the developments and pedestrian connections that this project will implement. The project will produce quality homes for the South Bethesda District and transform the streetscape into a walkable community with high quality architecture.

DAP SUBMISSION



KOSSOW MANAGEMENT CORPORATION



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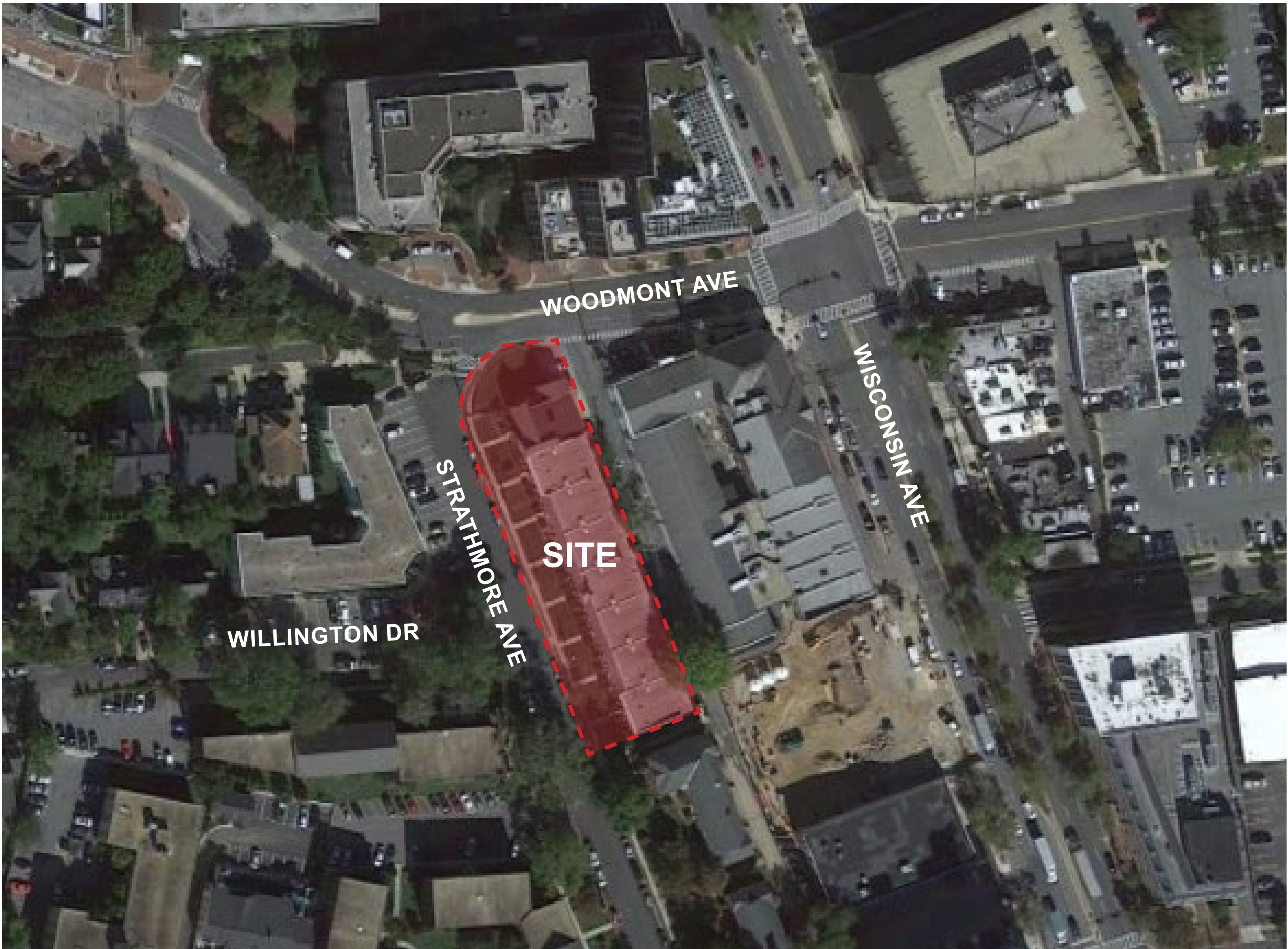


ARCHITECTS
COLLABORATIVE
INCORPORATED



The Strathmore

BETHESDA, MD



SITE LOCATION

7025 Strathmore St,
Bethesda, MD

APPLICANT



KOSSOW MANAGEMENT CORPORATION

LAND USE COUNSEL



LerchEarlyBrewer

ARCHITECT



**ARCHITECTS
COLLABORATIVE
INCORPORATED**

CIVIL ENGINEER & LANDSCAPE



NOTE: SKETCH PLAN DRAWINGS ARE CONCEPTUAL ONLY AND REPRESENT PROPOSED DEVELOPMENT IN AN ILLUSTRATIVE MANNER.
FINAL BUILDING LOCATIONS, DIMENSIONS, HEIGHTS, USES, PHASING, DENSITY, PARKING, UNIT MIX, DEVELOPMENT STANDARDS AND PROGRAMS SHALL BE
DETERMINED AT TIME OF SITE PLAN APPLICATIONS.



**ARCHITECTS
COLLABORATIVE
INCORPORATED**



KOSSOW MANAGEMENT CORPORATION

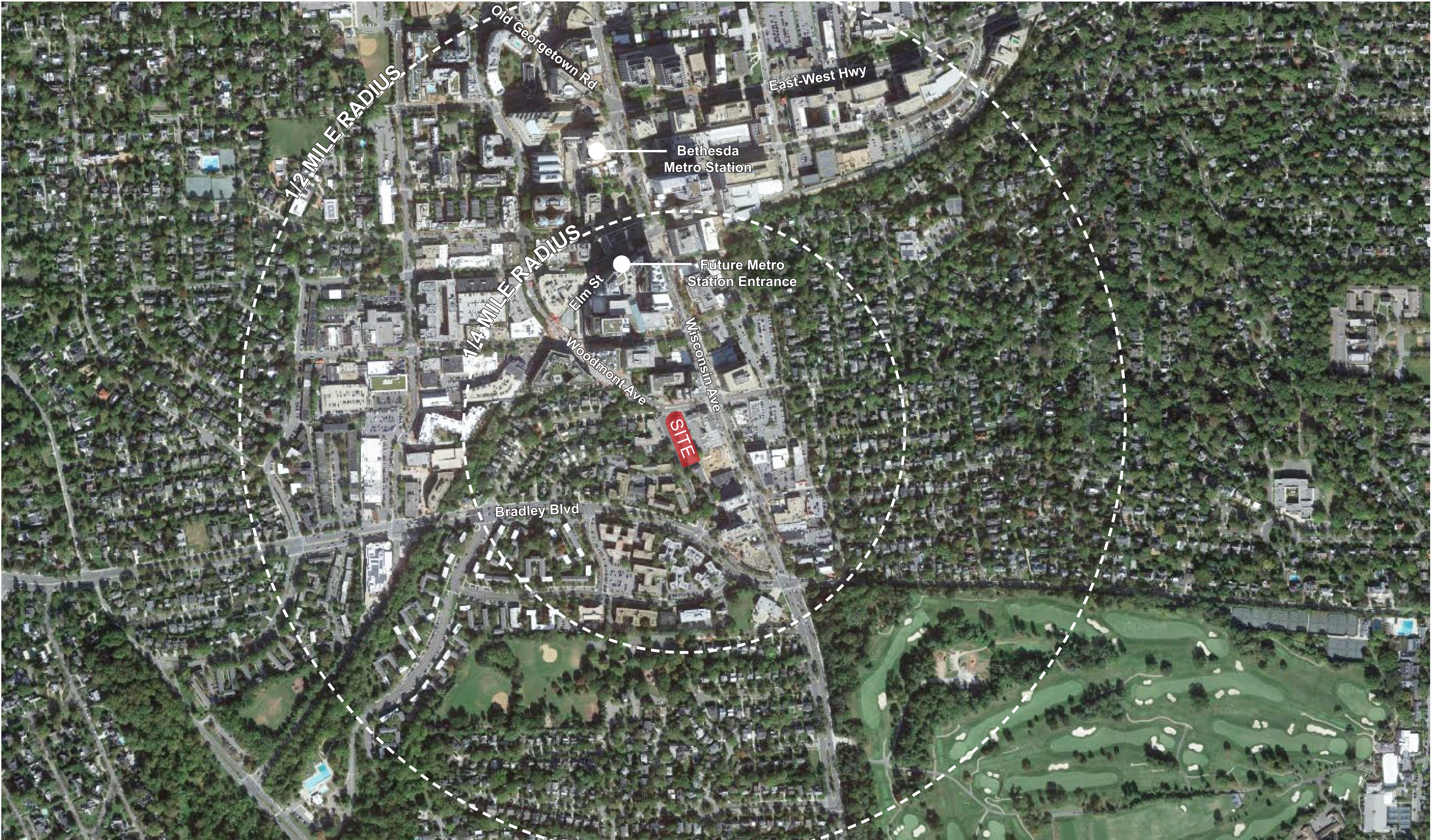


LerchEarlyBrewer



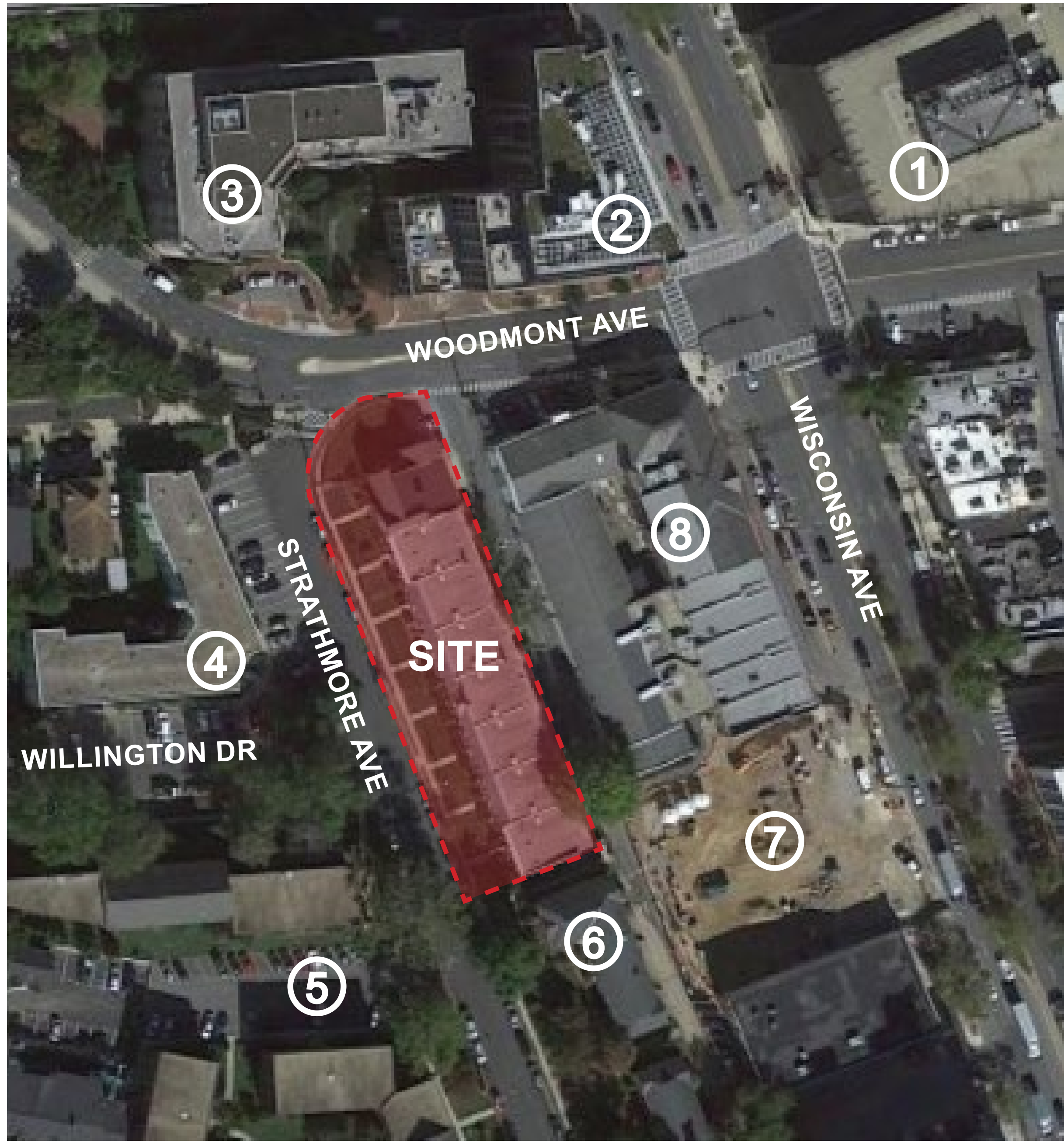
SITE INFORMATION

The Strathmore
BETHESDA , MD



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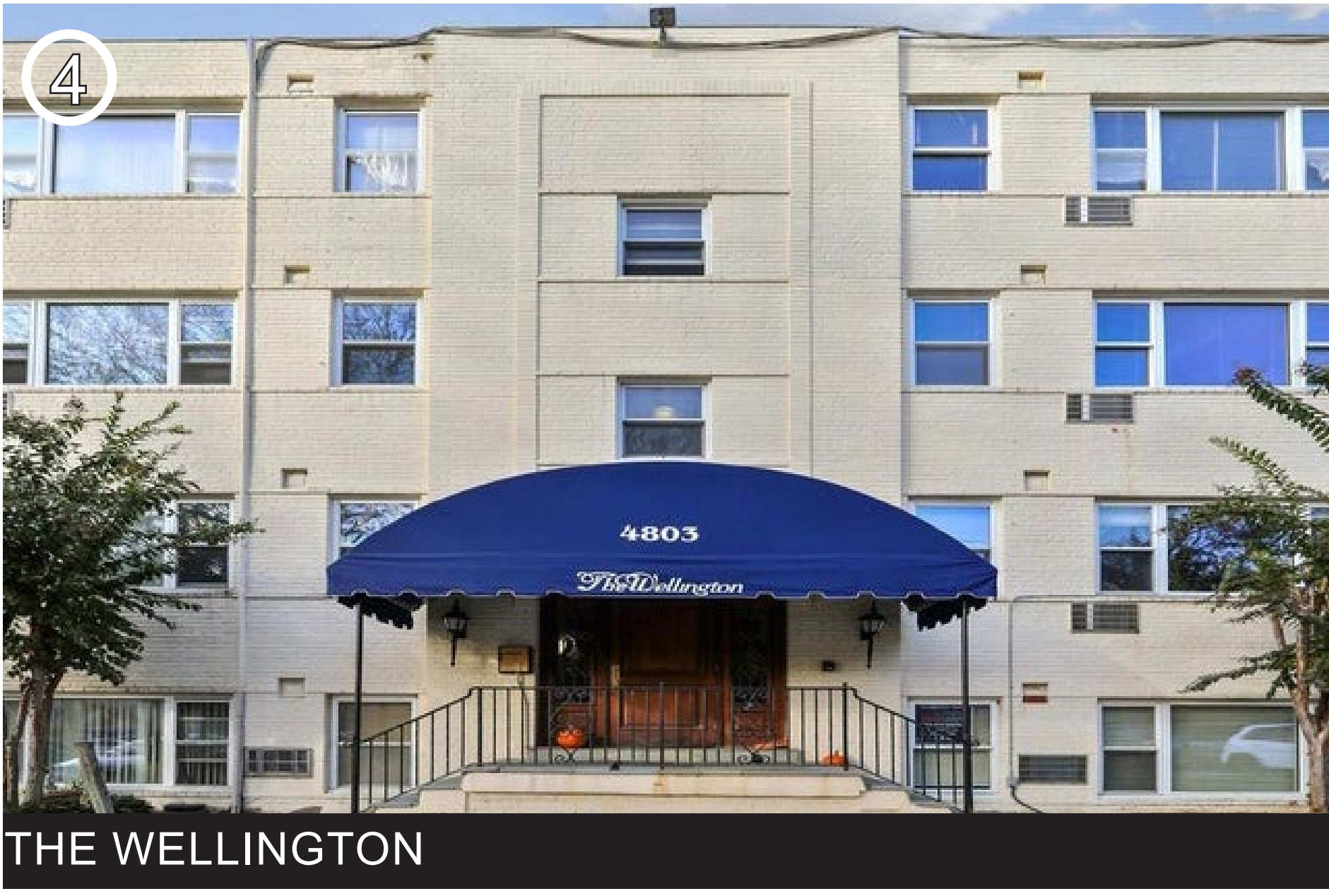
7101 WISCONSIN AVE



SOLAIRE 7077 WOODMONT



CRESCENT PLAZA CONDOMINIUM



THE WELLINGTON



RESIDENTIAL BUILDINGS ACROSS STRATHMORE ST



NEIGHBORING RESIDENTIAL BUILDINGS



THE CAMILLE APARTMENT



BUILDING ON WISCONSIN AVE AND WOODMONT AVE

EXISTING CONTEXT

The Strathmore BETHESDA, MD

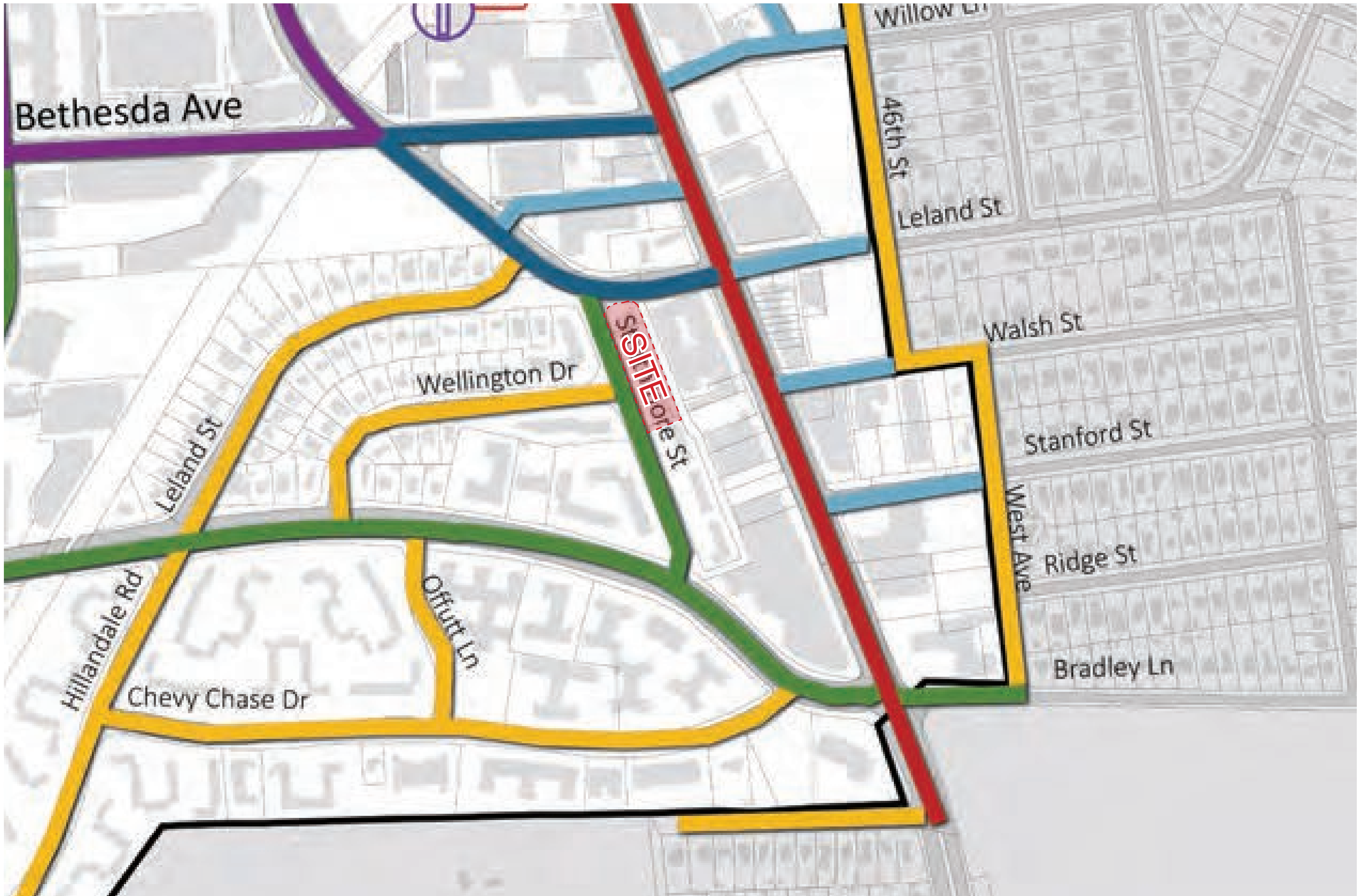
DESIGN GOAL:

THE DESIGN GOAL FOR THIS PROJECT IS TO PROVIDE AN ARCHITECTURALLY EXCITING BUILDING THAT WILL BE FITTING INTO THE CONTEXT OF THE DEVELOPING CENTRAL BUSINESS AREA OF BETHESDA. THE BUILDING WILL ALSO ANCHOR THE PROMINENT CORNER LOOKING EAST ON WOODMONT AVE FROM BETHESDA AVE. THIS BUILDING WILL ALSO SERVE AS A TRANSITION ELEMENT IN ITS MASSING AND HEIGHT TO THE AGING RESIDENTIAL CONTEXT NEAR AND AROUND THE PROJECT SITE. THE BUILDING DESIGN IS FOCUSED ON THE PEDESTRIAN EXPERIENCE AND THE WELL-ARTICULATED RESIDENTIAL BUILDING WILL MEET THE VISION OF THE BETHESDA DOWNTOWN MASTERPLAN.

THE STRATHMORE SITE HAS A GREAT VIEW LOOKING WEST ON WOODMONT AVENUE TOWARDS THE MAJOR RETAIL CENTER OF DOWNTOWN BETHESDA, AS WELL AS, CONVENIENT PEDESTRIAN ACCESS. CONVERSELY, THE VIEW EAST TOWARDS THE SITE (FROM THE RETAIL CENTER) PRESENTS AN OPPORTUNITY FOR A PLAYFUL AND NOTEWORTHY ARCHITECTURAL FEATURE WHICH WOULD BE FRAMED BY THE SURROUNDING BUILDINGS AND TERMINATE AT THE CORNER OF STRATHMORE AND WOODMONT AVENUE. THE CURVITURE OF WOODMONT AVENUE NEAR THE SITE FURTHER HIGHLIGHTS THIS CORNER.

THE MASSING IS ARTICULATED BOTH HORIZONTALLY AND VERTICALLY BRINGING THE MASSING IN PROPORTION WITH THE FUTURE STREETScape AND CURRENT PEDESTRIAN EXPERIENCE. THE ARCHITECTURAL RHYTHM WITH A SERIES OF ARTICULATED BAY WINDOWS AND BALCONIES CREATE AN EXCITING FAÇADE. THIS RHYTHM IS THEN PLAYFULLY COMPLIMENTED BY THE CIRCULAR ARCHITECTURE AT THE CORNER AND A PEDESTRIAN CUT THROUGH ON THE OPPOSITE END.





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DESIGN GUIDELINES - STREET TYPES

The Strathmore

BETHESDA, MD

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

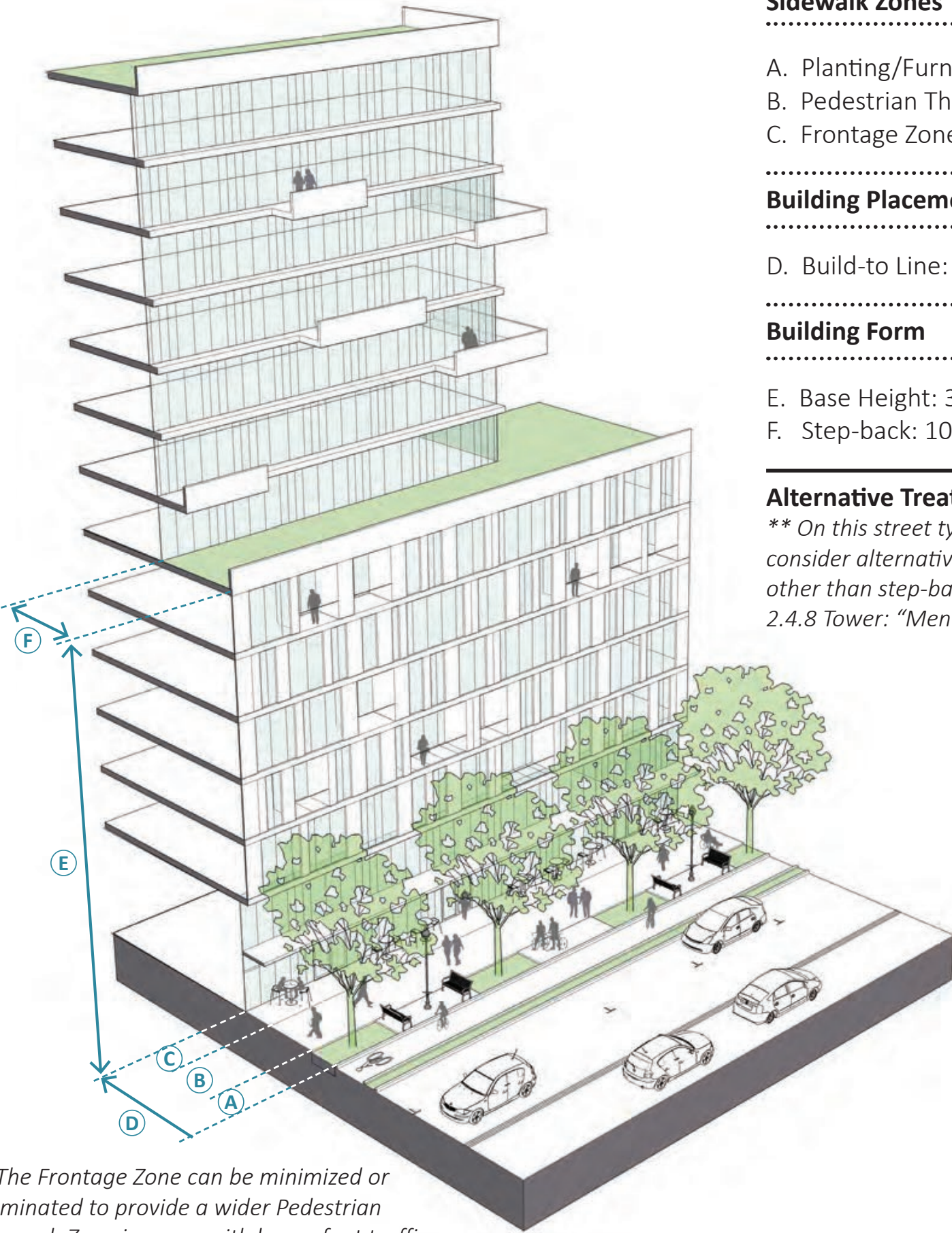
- D. Build-to Line: 15- 20 ft. from street curb

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.



2.1.6 Neighborhood Connector

Neighborhood Connectors typically accommodate vehicular through traffic for area residents and are often combined with bike facilities and less pedestrian volume than Downtown Mixed-Use and Main Streets. These streets are predominantly lined by multi-unit residential buildings with a range of building heights and auto-oriented commercial uses requiring frequent driveway curb cuts. Examples of Neighborhood Connectors include Bradley Boulevard, Battery Lane and portions of Arlington Road near the outer boundaries of the Downtown Bethesda Plan area.

Intent: Building and sidewalk design along Neighborhood Connectors should provide buffering for pedestrians from through traffic, as well as moderate building setbacks to align with the residential neighborhood character. For residential buildings, elements such as ground-floor amenity space and residential entries are encouraged.

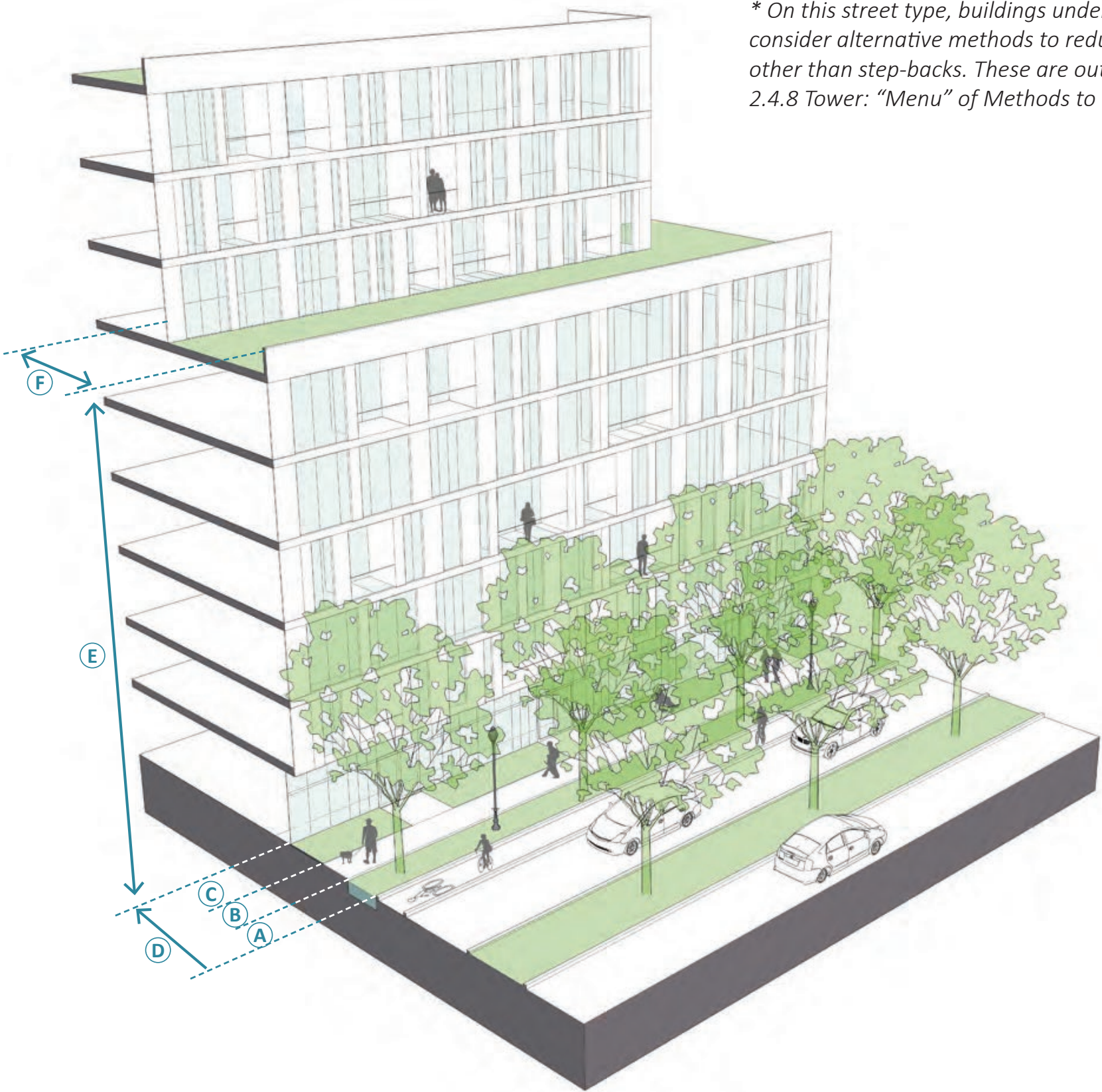


Table 2.05: Neighborhood Connector

Sidewalk Zones

- A. Planting/Furnishing Zone: 6 - 8 ft.
- B. Pedestrian Through Zone: 6 - 10 ft.
- C. Frontage Zone: 5 - 8 ft. min.

Building Placement

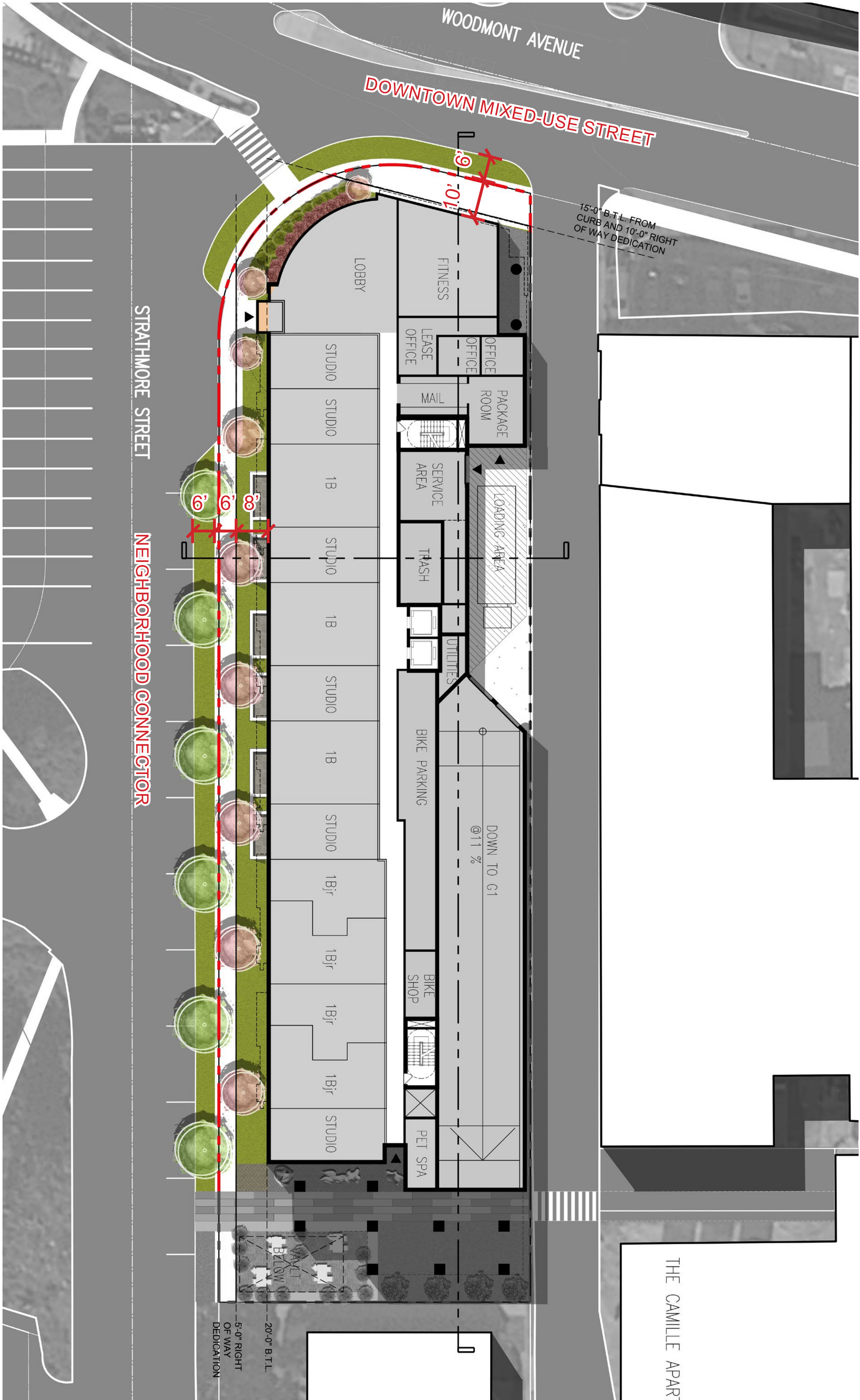
- D. Build-to Line: 20 - 25 ft. from street curb

Building Form

- E. Base Height: 3 - 5 stories (35 - 60 ft.)
- F. Step-back: 15 - 20 ft.*

Alternative Treatments

* On this street type, buildings under 90 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.



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2.1.9 Public Through-Block Connections and Trails

Intent: To improve connectivity for people to walk and bike throughout Downtown Bethesda and create additional outdoor public spaces for residents and visitors to enjoy.

Public Through-block Connections

Public through-block connections are most important within long blocks to provide an efficient pedestrian network to connect to adjacent streets and destinations such as open spaces and transit stations. These connections should be high-quality, open to the sky and wide enough to allow pedestrians and cyclists to pass through comfortably, and others to pause and sit or access building entrances. They should be highlighted through retail that wraps the corner, public art, signage or other design elements, which draw people into the connection from the sidewalk. Landscape can be added to create visual interest, and elements such as paving, lighting, seating, planters or trees should make the connection more inviting. Small-scale, urban recreational uses could also be considered in these spaces.

The aim is to have no more than one through-block connection on a block to not interrupt the continuous building wall. If there are multiple new developments on a block, they are encouraged to have party walls between the base floors to ensure this continuity. If additional gaps are required by building code, consider other uses such as service alleys.

Figure 2.06: Guidelines for Public Through-Block Connections Shared by Pedestrians and Cyclists Only

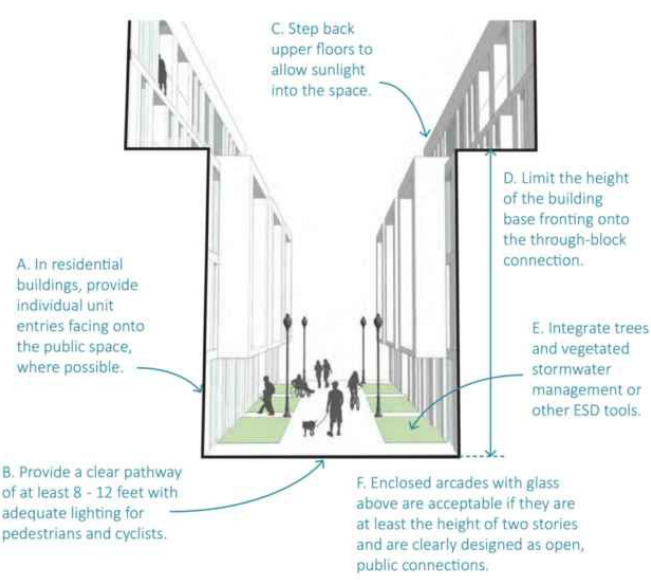


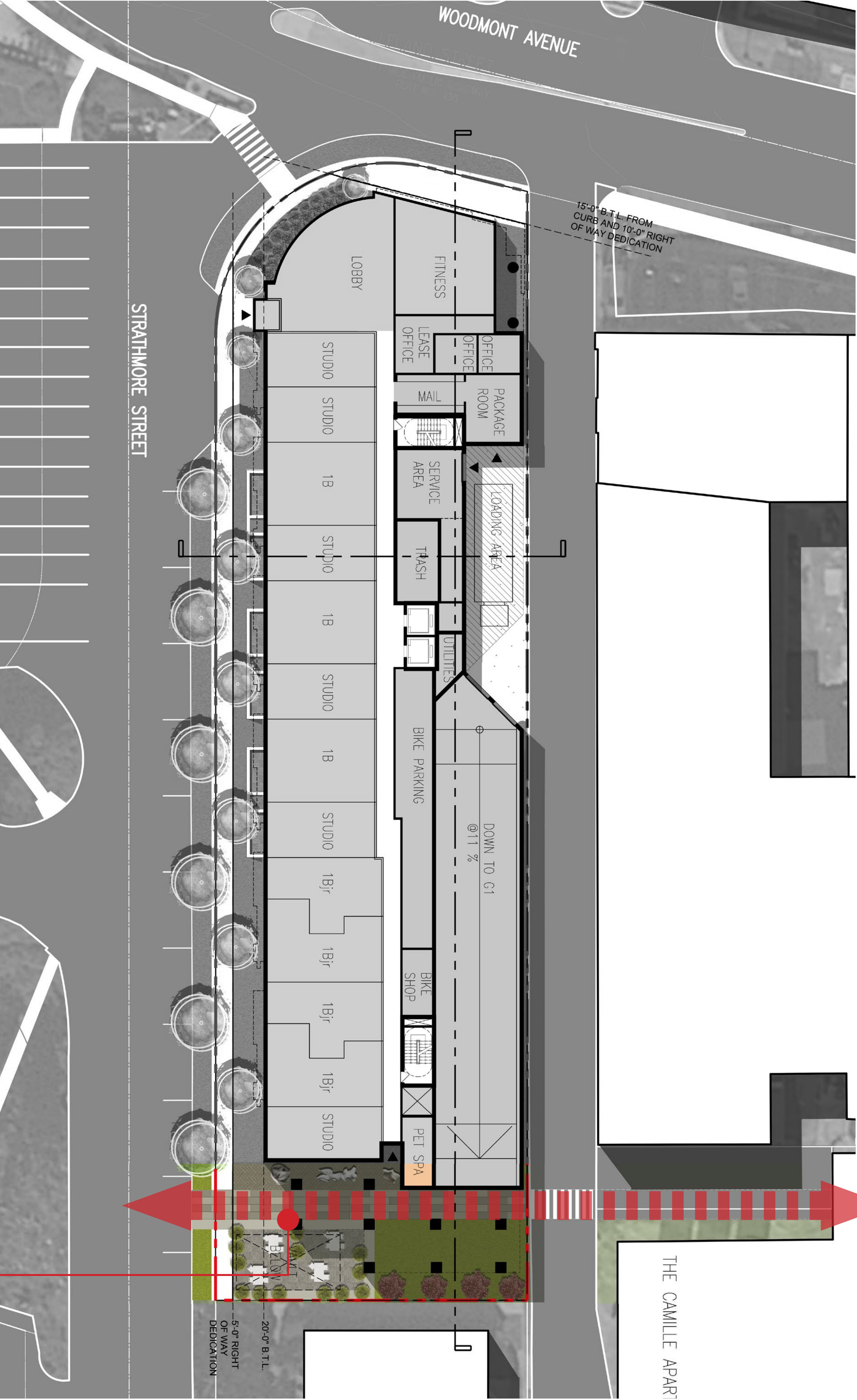
Figure 2.04: Public Through-Block Connections and Trails



* Additional public through-block connections are possible. Exact location and alignment to be determined during the development



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Woodmont Avenue tree canopy with a double row of trees.

2.1.10 Canopy Corridors

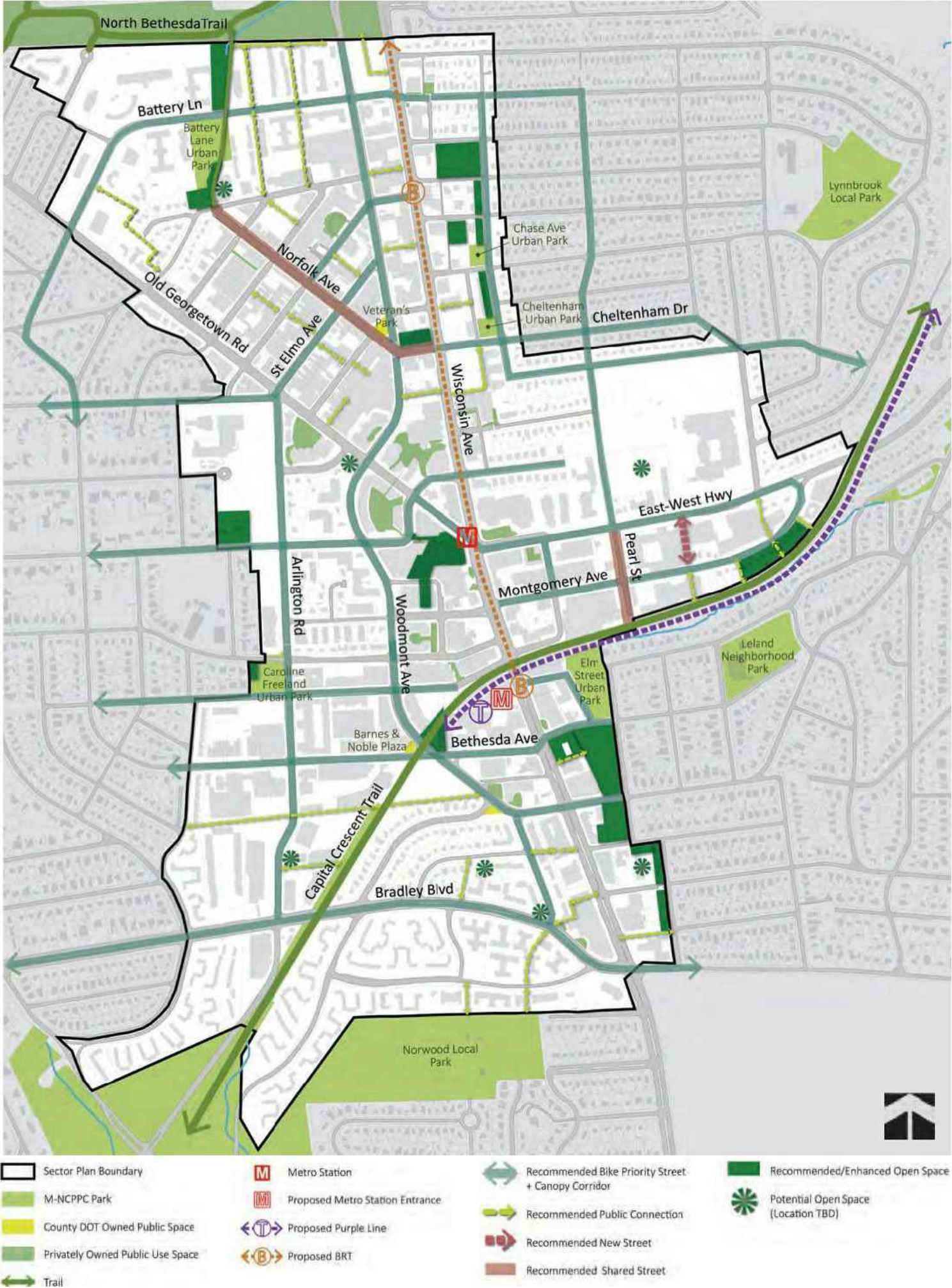
Intent: The Canopy Corridor recommendations in the Sector Plan aim to create green corridors that connect parks, trails, stream buffers and the denser forest networks beyond the Bethesda boundaries.

The canopy corridors align with the recommended bike priority streets where continuous streetscape improvements are most likely. Though bicycle and pedestrian facilities are the priority on these streets, tree canopy is also a crucial element to enhance shade, attractiveness and comfort to encourage people to walk and bike throughout the downtown.

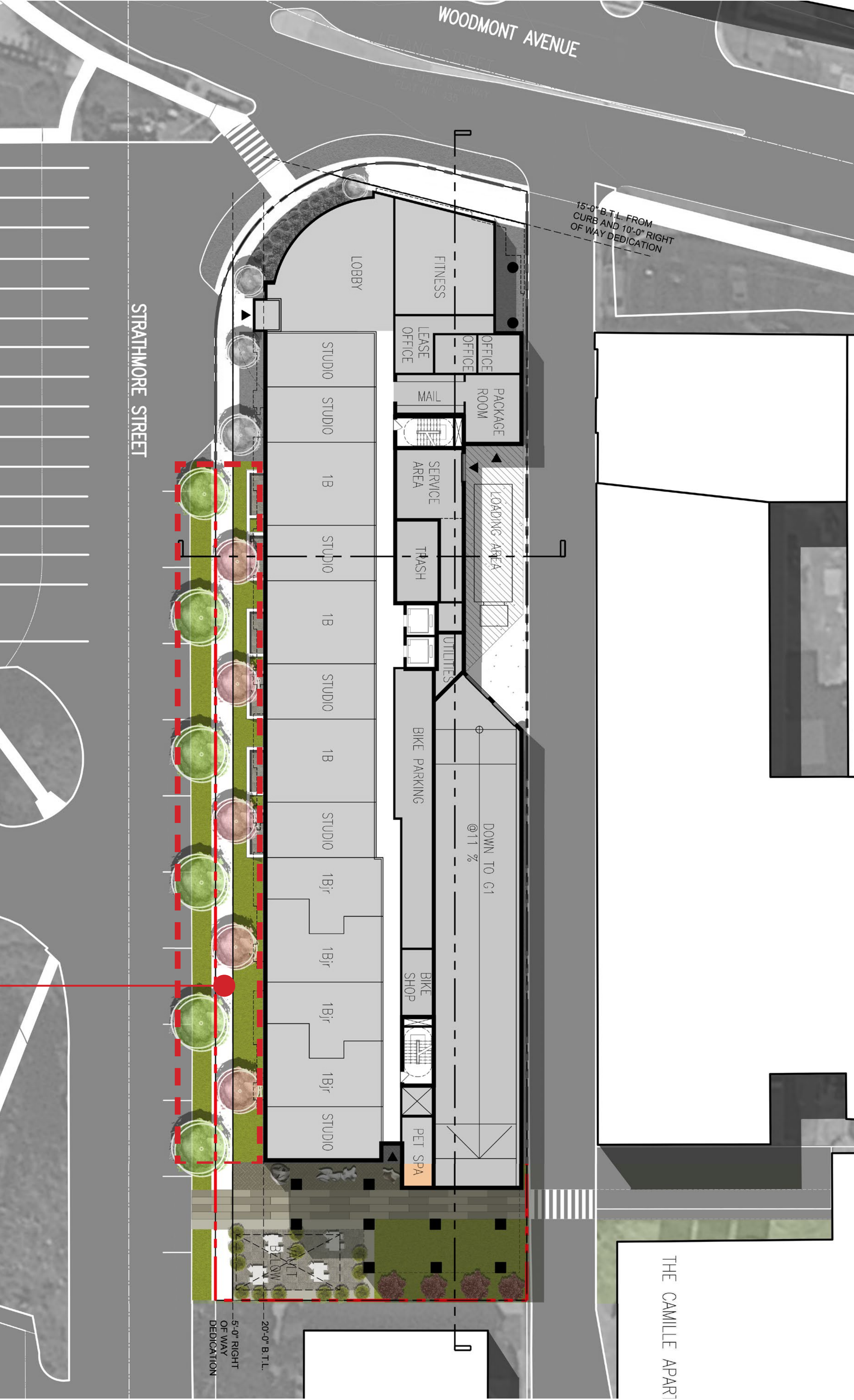
Guidelines:

- A. Prioritize street tree planting along existing and proposed bicycle networks to expand linear green corridors.
- B. Use appropriate plant species that will thrive in various site conditions and climates. Species should be a combination of native and locally adaptive species lessening water demand while providing biological benefits.
- C. Provide soil volumes for canopy trees of no less than 600 cubic feet, as recommended in the Sector Plan. This volume may be achieved through amended soil panels, and where possible, utilize street tree panels for greater soil volumes.
- D. Design buildings to allow streets to receive sufficient sunlight to maintain healthy trees along these corridors.
- E. Provide the maximum sidewalk width possible to allow for larger canopy, and consider opportunities for double rows of trees.
- F. Include additional locations for trees on both private and public property, right-of-way and medians wherever possible.

Figure 2.18: Public Space Network



CANOPY CORRIDOR



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2.3.2 Green Cover

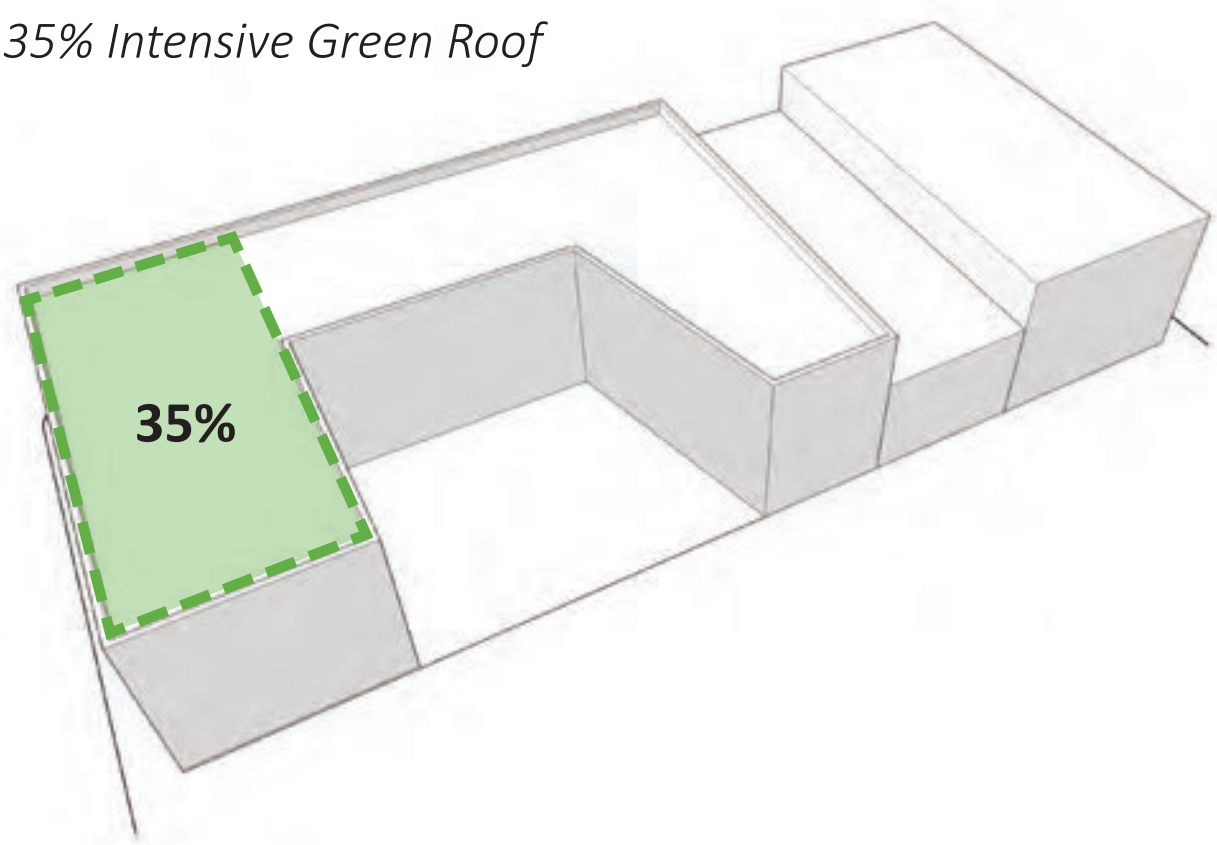
Intent: The green cover guidelines are intended to increase overall tree canopy cover, expand green corridors, reduce heat island effect, improve air quality and carbon sequestration capacity and improve ecological biodiversity. See the Sector Plan Section 2.4.1 Urban Green.

Guidelines:

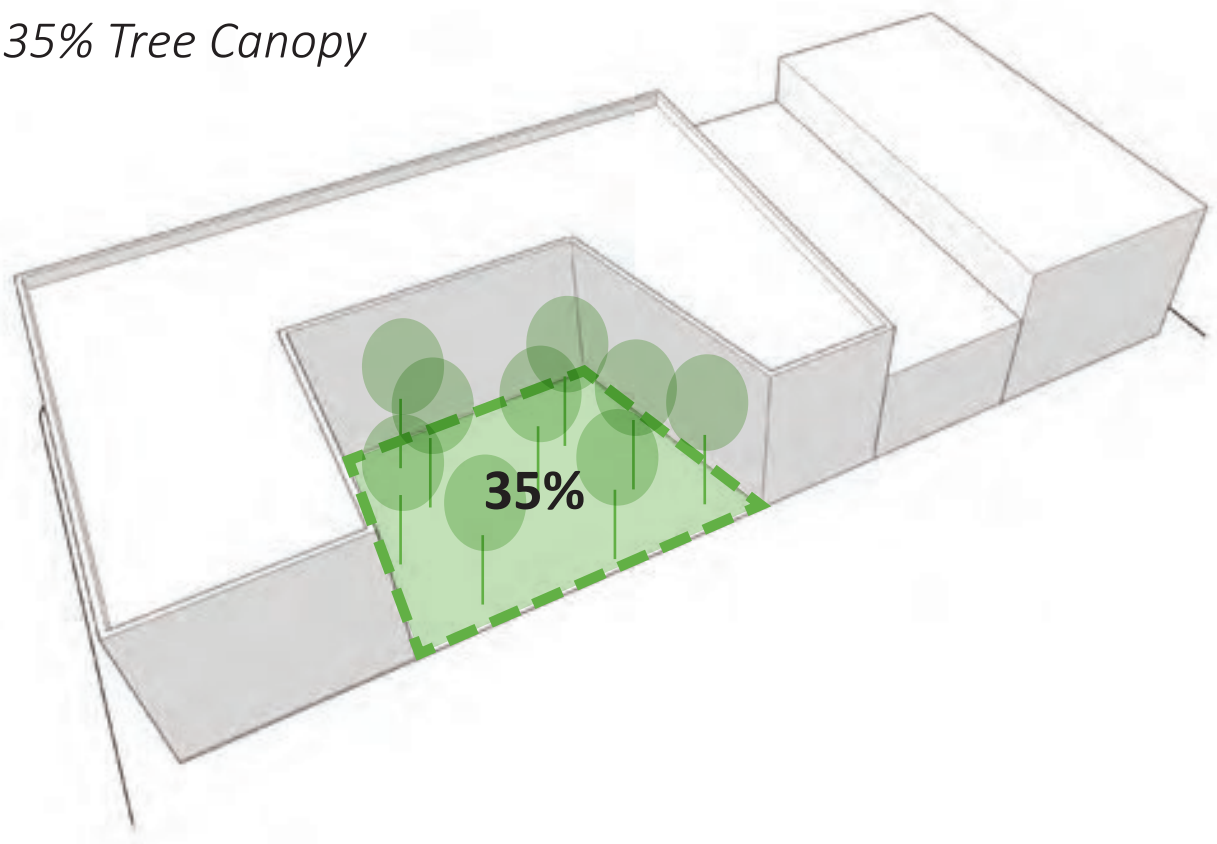
On private property, provide a minimum of 35 percent* green cover, which may include singularly or a combination of the following:

- 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.

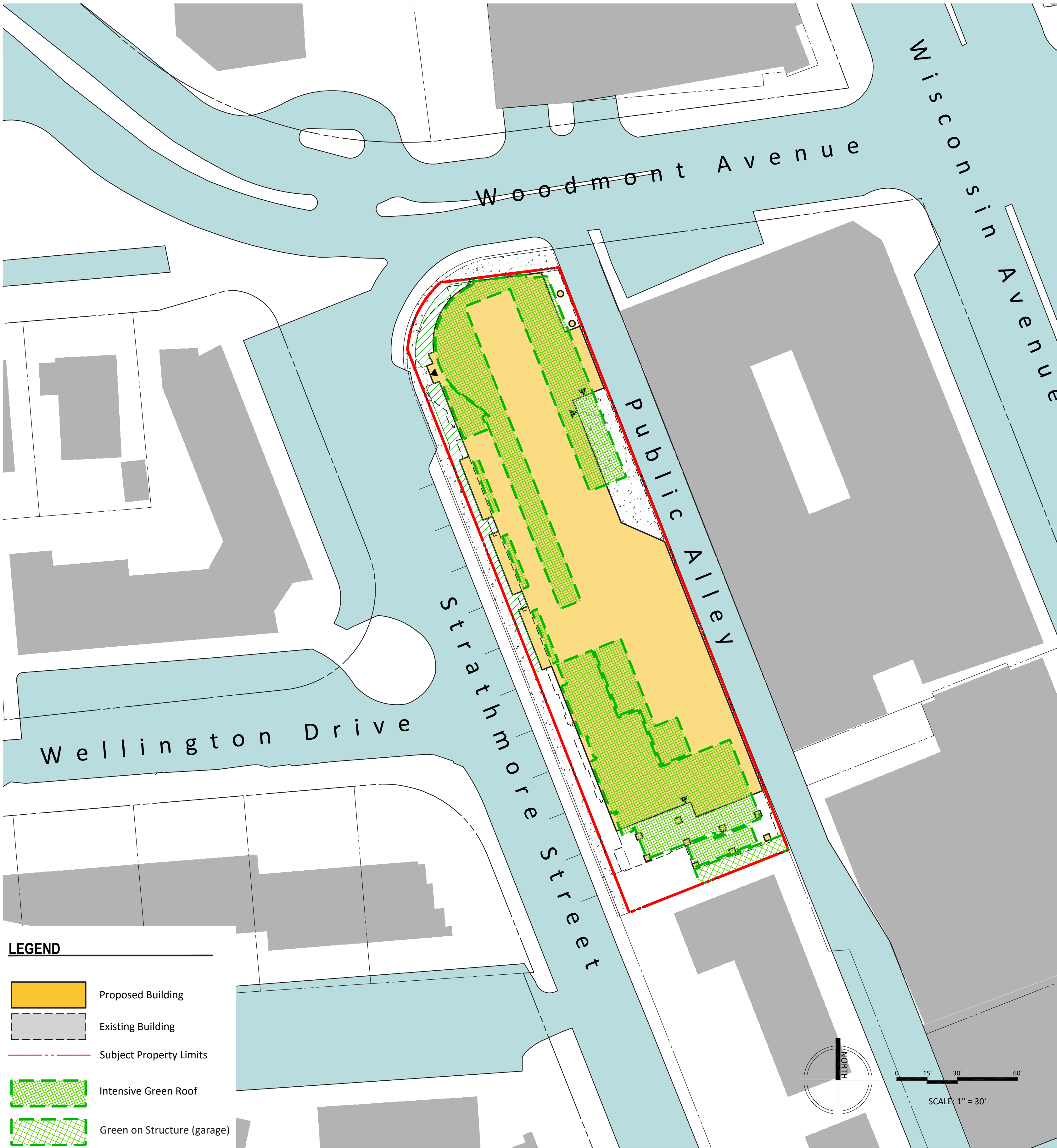
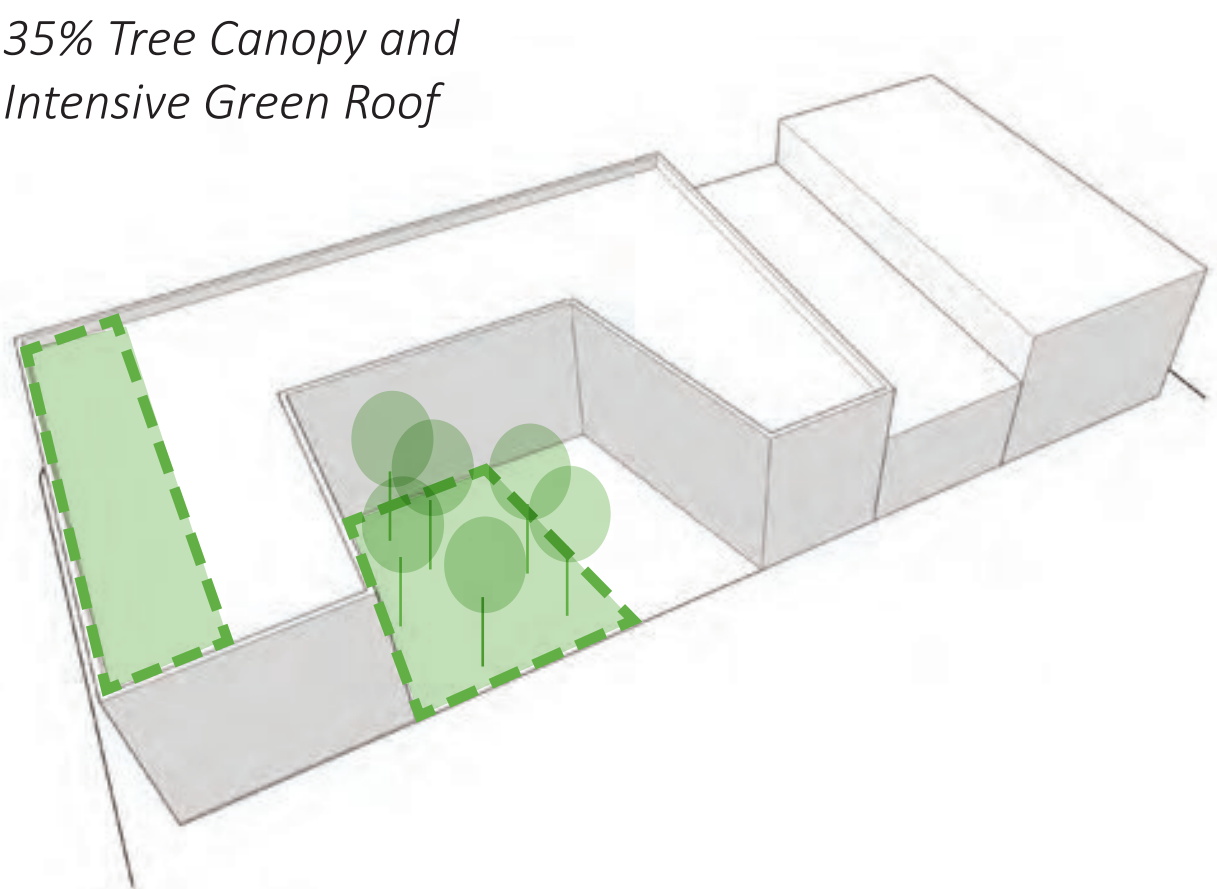
** If on-site energy generation requires the use of the roof or open space, accommodations for these features may alter the 35 percent minimum green cover requirement.*



OR



OR



| Green Cover (%) | Required SF | Required % | Proposed SF | Provided % |
|--------------------------------------|-------------|------------|-------------|------------|
| Site Area | 26,996 | | | |
| Green Cover Area | 9,449 | 35.0% | | |
| Ground Level Planting | - | - | 1,000 | |
| Green Roof / Planting Over Structure | - | - | 9,000 | |
| Total | - | - | 10,000 | 37.0% |

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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.

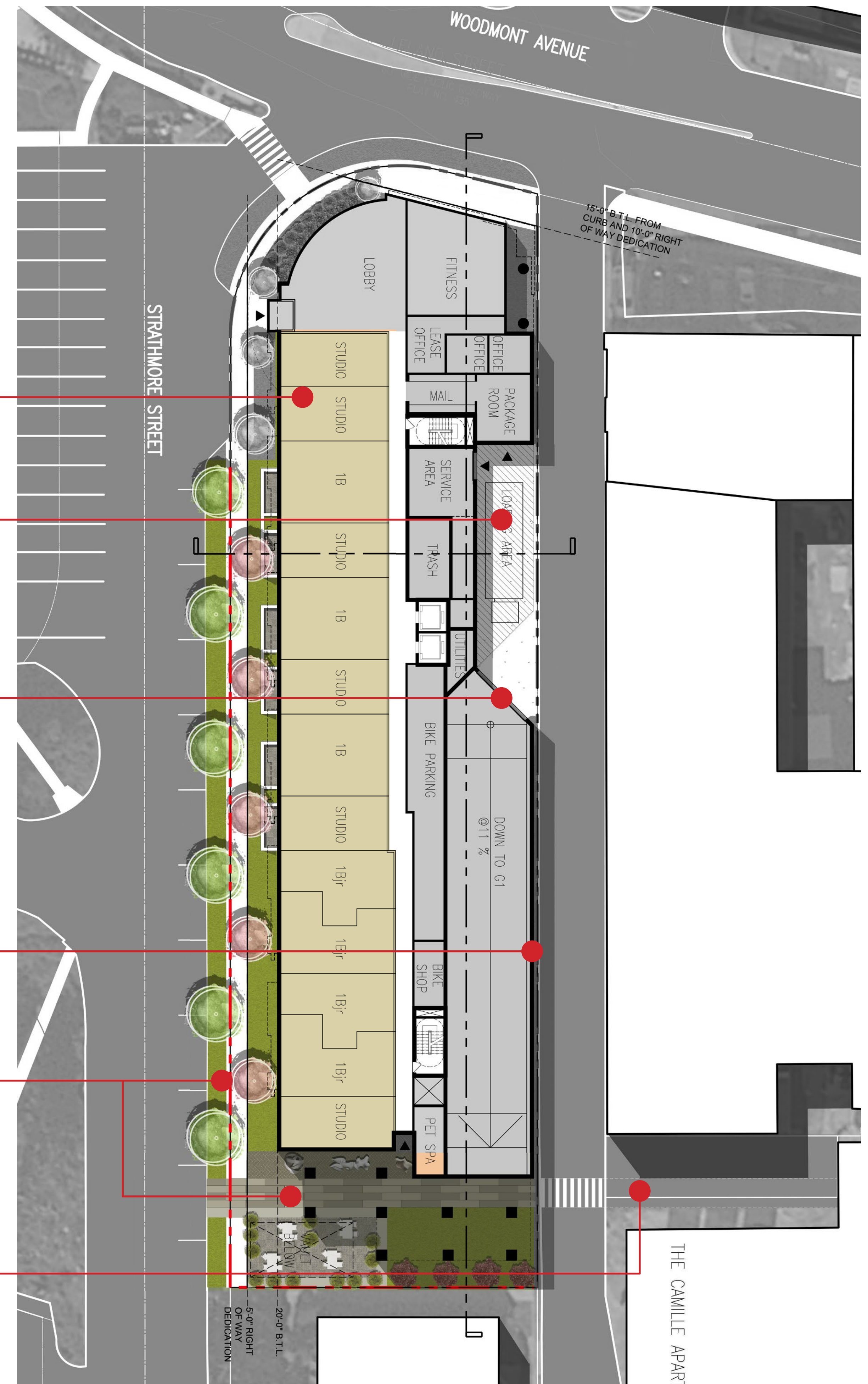
- A. Line the ground floor of structured parking with retail or other uses with transparency to maintain an active building edge. Where active uses are infeasible, avoid exposed parking floors along the street through measures outlined in the Zoning Ordinance *Section 6.2.9.D.1 Structured Parking Requirements*.
- 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

- 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*.

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



ARCHITECTS
COLLABORATIVE
INCORPORATED



2.4.1 Compatibility

Intent: Most new projects in Bethesda will be infill development, therefore design should respect the existing character and scale of the downtown’s diverse districts, neighborhoods and public spaces.

Guidelines:

- A. Maintain the character of small-scale retail streets by creating ground-floor retail with awnings, signage and bays that reflect the dimensions and design of adjacent existing stores. Step back upper floors to continue the pedestrian experience along the sidewalk of a low to mid-rise building edge.
- B. Provide transitions to surrounding neighborhoods by including elements such as:
 - Stepped-down building heights.
 - Individual entries to ground-floor units.
 - Setback transitions to residential properties with front yard setbacks.
 - Increased landscaping in the frontage zone and planting/furnishing zone.
 - Fine-grain building articulation, such as variations in wall planes, colors, materials and textures.
- C. Study the impacts of new development on public open spaces. Limit shadows where possible and provide active ground floors with entrances and windows onto public open spaces, avoiding orienting the backs of buildings to these spaces.



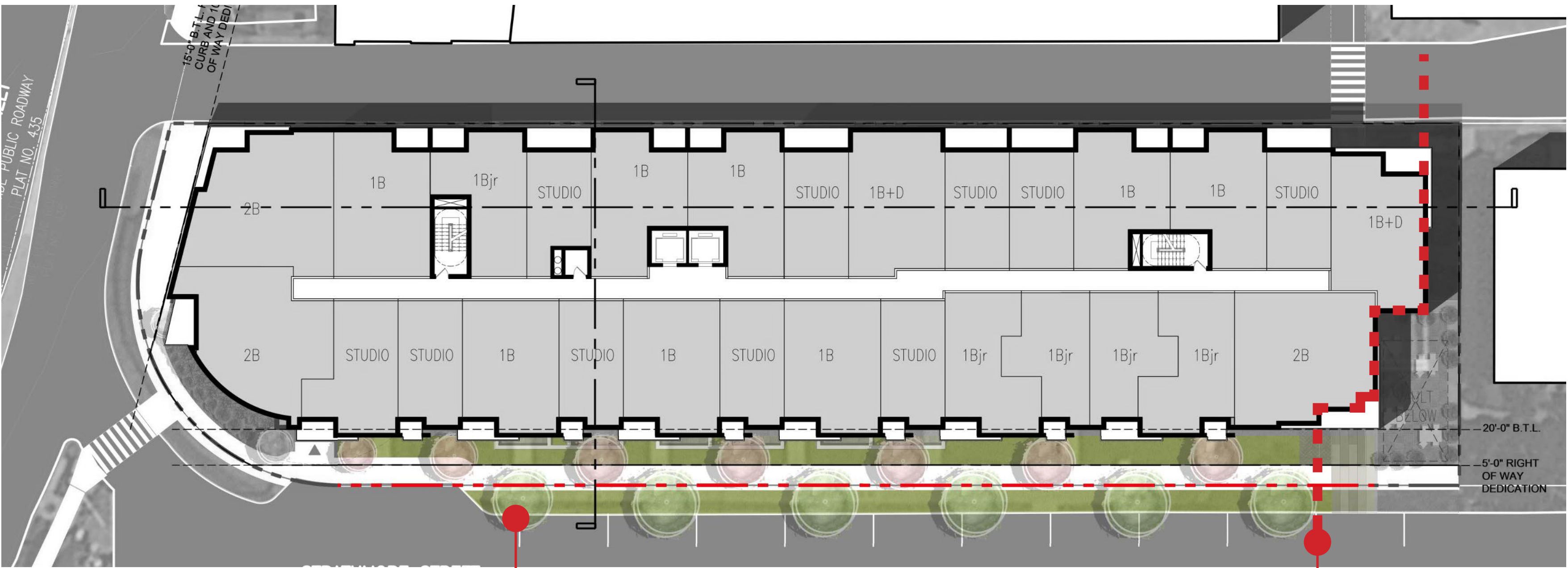
Norfolk Avenue has a unique scale and character that should be reflected in future development.



The Bethesda Theater redevelopment maintains the historic building character along Wisconsin Avenue and transitions to adjacent residential neighborhoods. Source: Google Street View

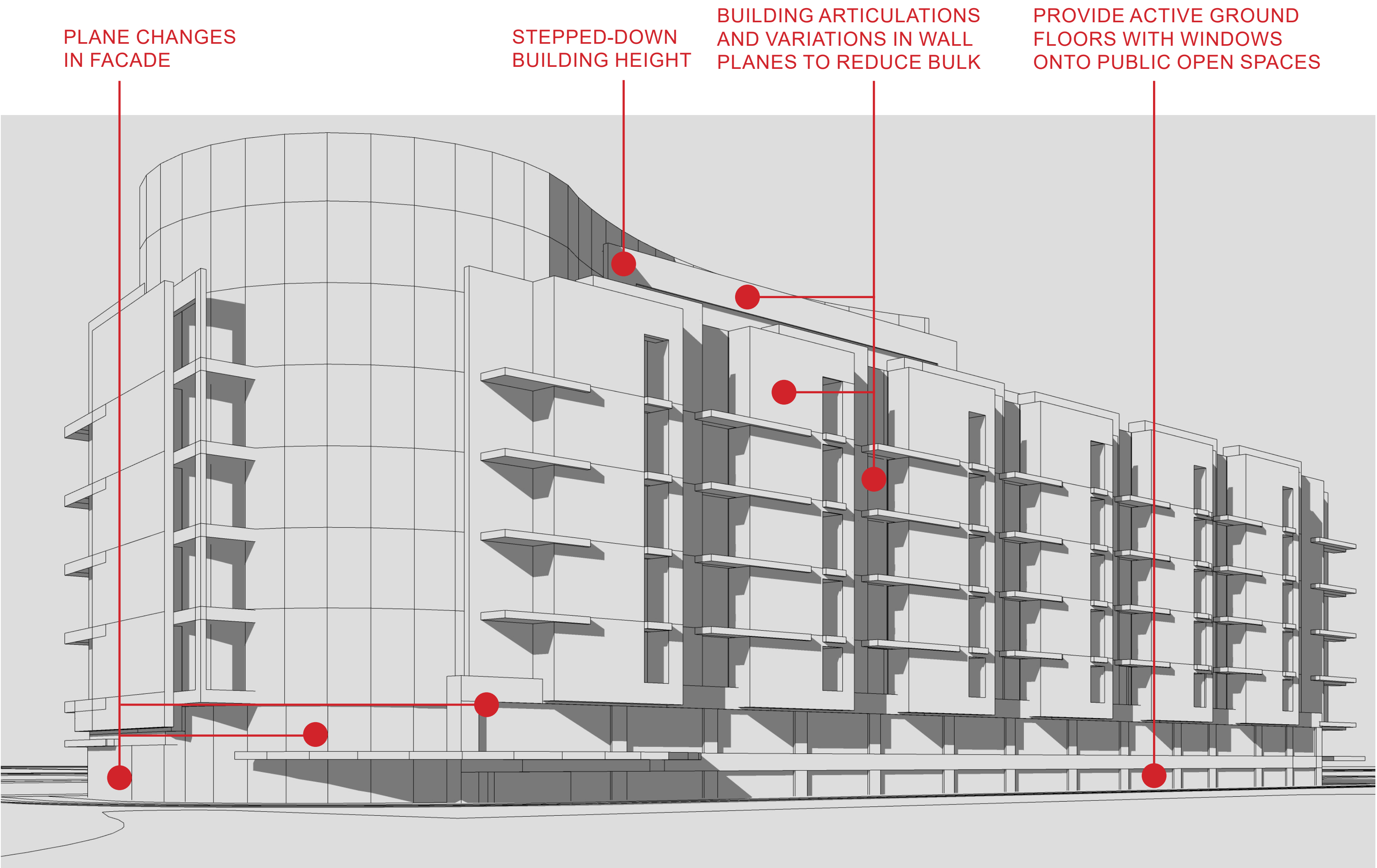


Transitions from Wisconsin Avenue to surrounding neighborhoods require stepping down of buildings to mediate between the high-rise and low-rise scales of the two areas. Source: The Vine Condos



INCREASED LANDSCAPING
IN THE FRONTAGE ZONE
AND PLANTING/
FURNISHING ZONE

SETBACK TRANSITIONS TO
RESIDENTIAL PROPERTIES
WITH FRONT YARD
SETBACKS



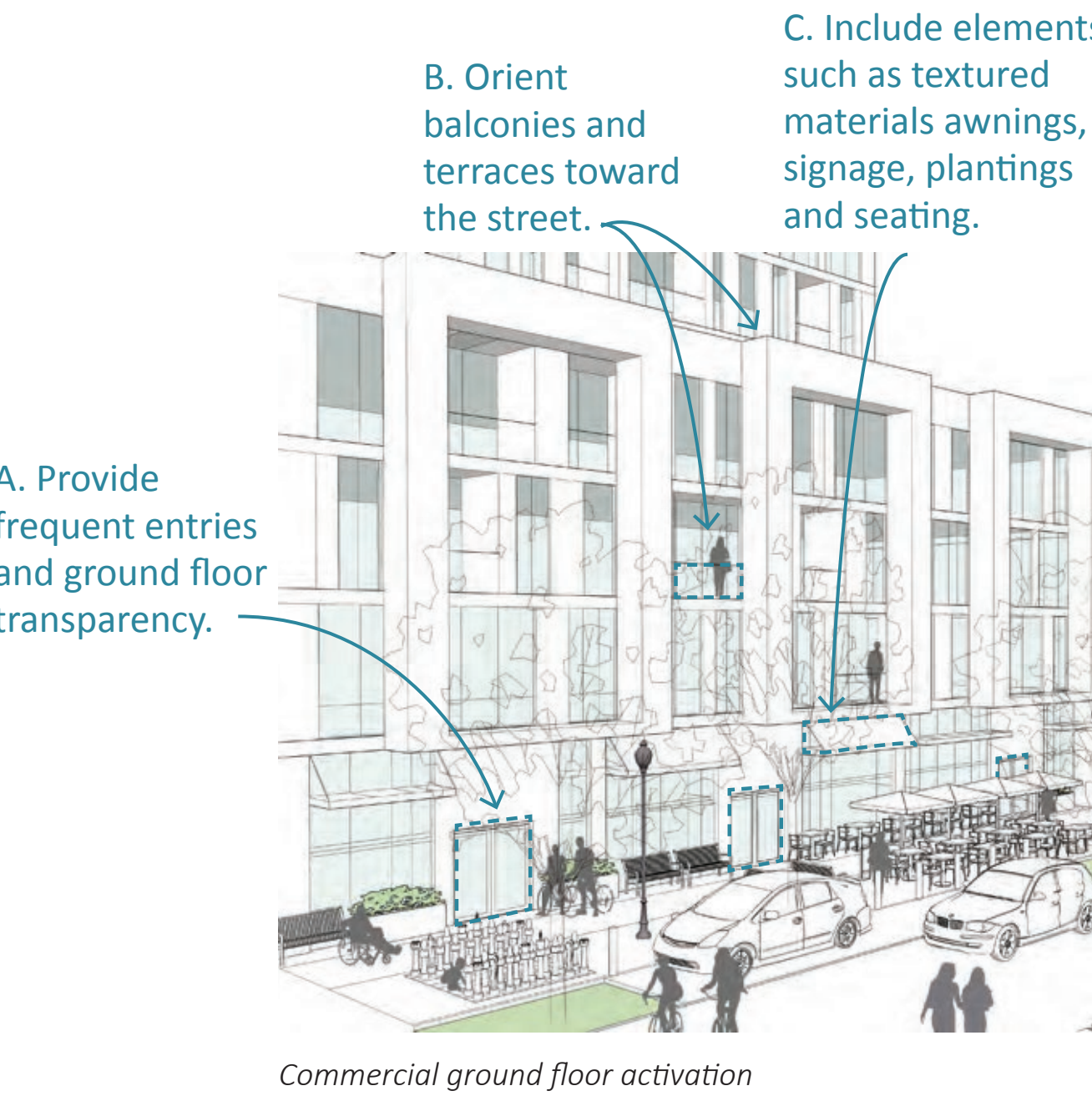
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2.4.3 Base: Street Activation

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*.



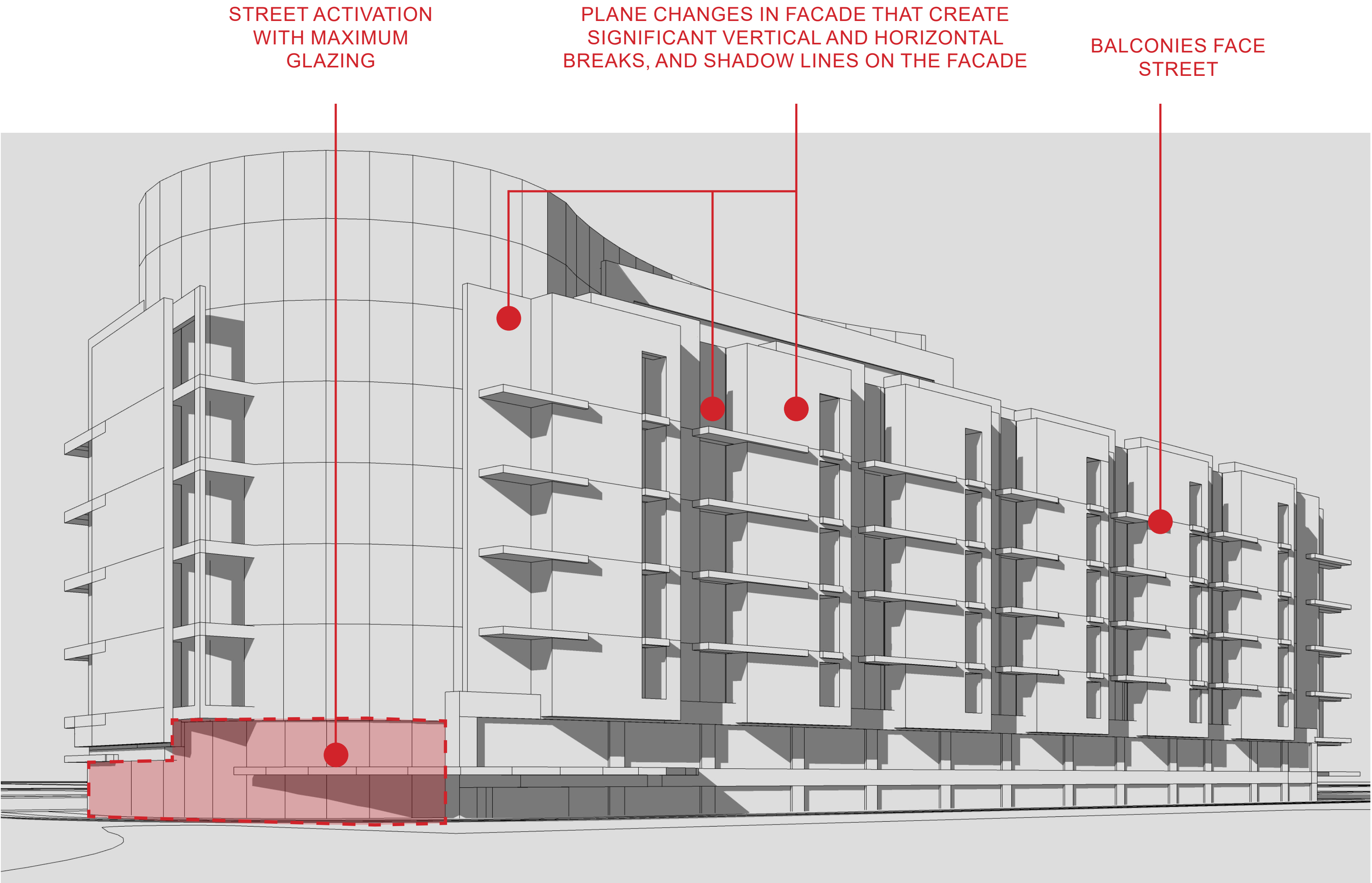
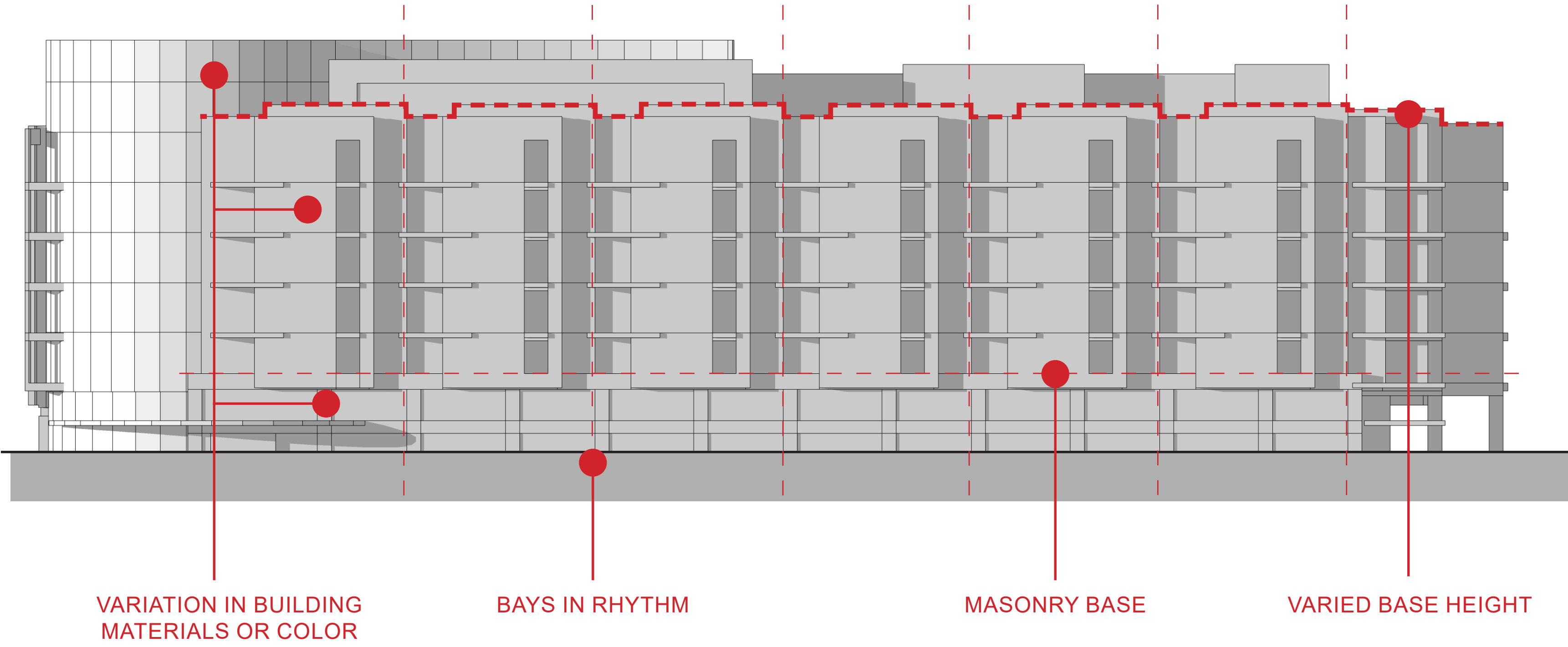
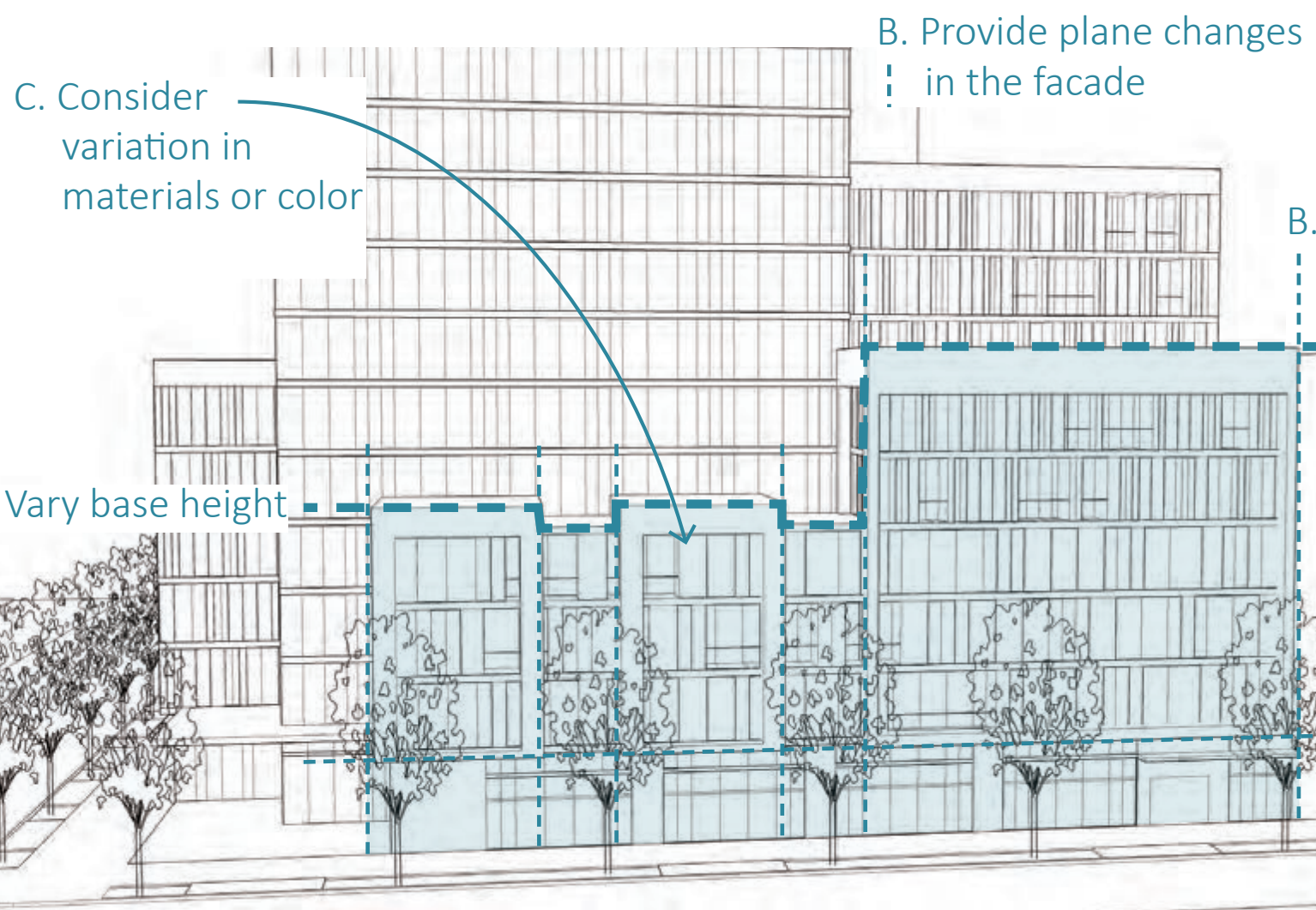
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2.4.4 Base: Variation and Articulation

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.



DESIGN GUIDELINES - STREET ACTIVATION & VARIATION & ARTICULATION

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.

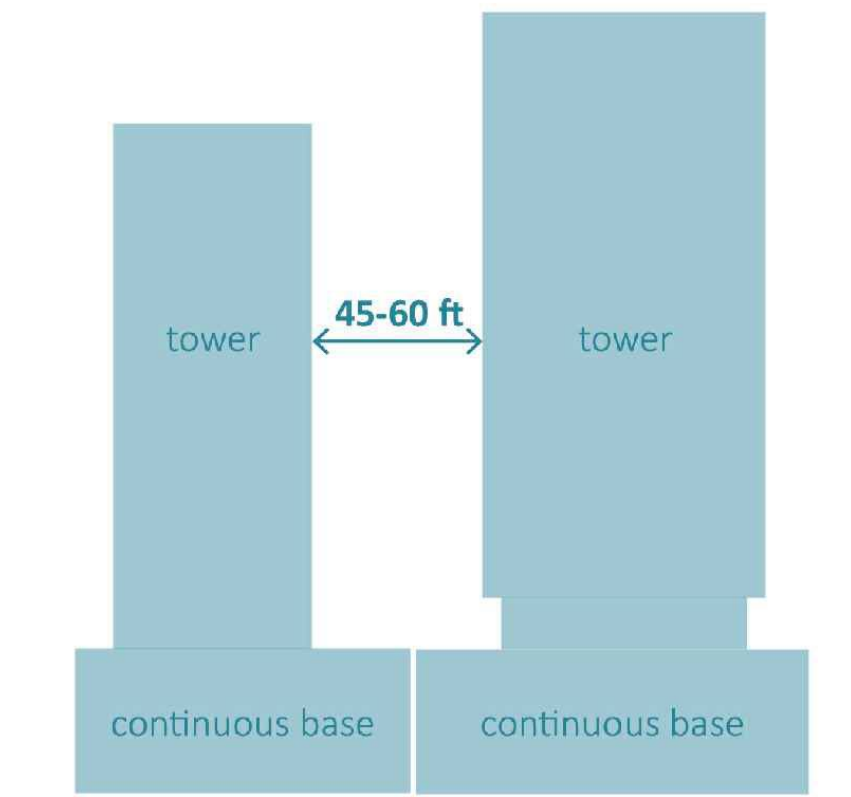
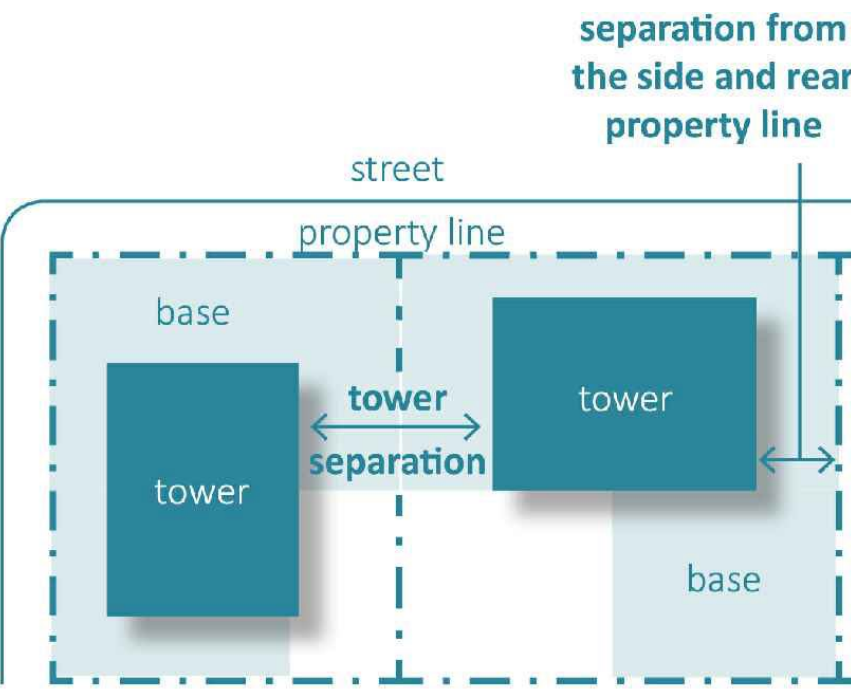
- Guidelines:
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
 - B. Provide a continuous building base along the lower floors.
 - C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian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



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2.4.2 Base: Building Placement

Intent: To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.

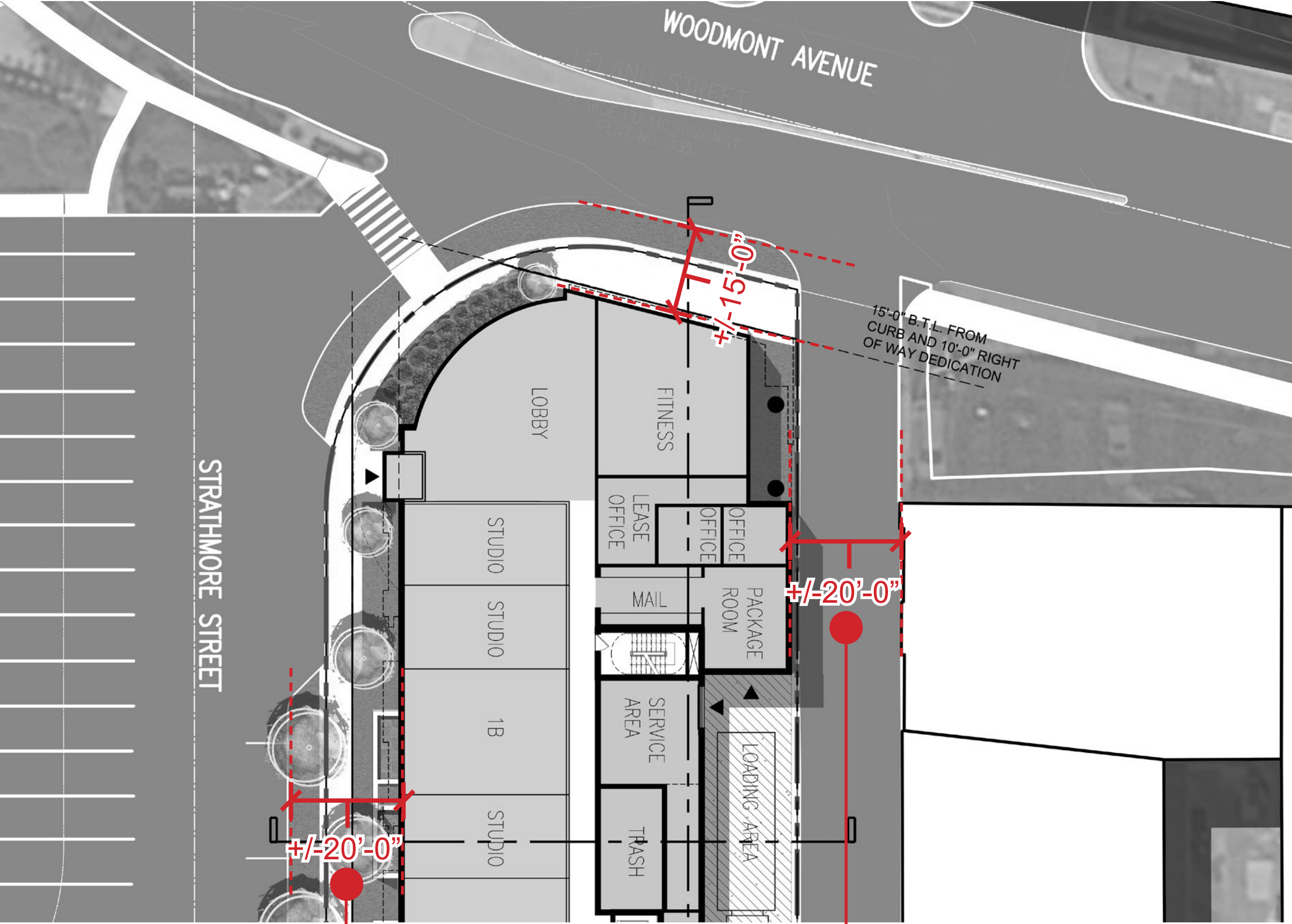
- Guidelines:
- A. Place the facade of the building base along the recommended build-to-line to create a continuous street edge.
 - B. Buildings taller than 200 feet that do not step back the upper floors should have a build-to-line of at least 20-30 feet.
 - C. Where existing building lines for adjacent properties are set back more than the recommended build-to-line, buildings may be placed to align with this existing building line as long as it is within 5 feet of the recommended build-to-line.
 - D. Exceptions to the building placement guidelines include through-block connections and open spaces recommended in the sector plan, entrances and articulation for architectural interest.



The building base of Eleven 55 Ripley in Silver Spring creates a continuous edge along the sidewalk at a low-rise scale. Source: Shalom Baranes Associates Architects

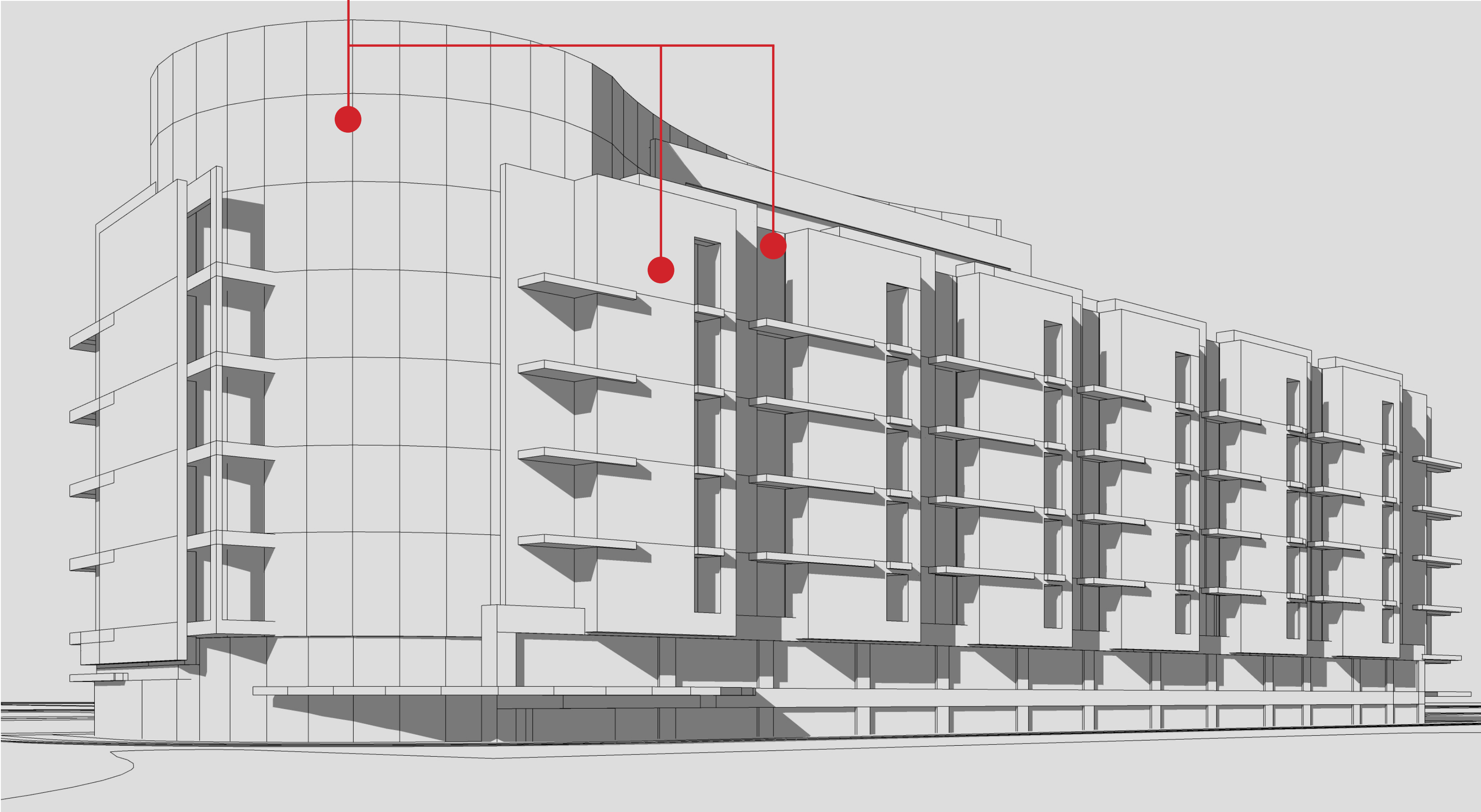


BETHESDA DOWNTOWN PLAN DESIGN GUIDELINES | JULY 2017



VARIED GEOMETRY IN A BUILDING'S UPPER FLOORS

HAVE A BUILD-TO-LINE OF AT LEAST 20-30 FEET.



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.



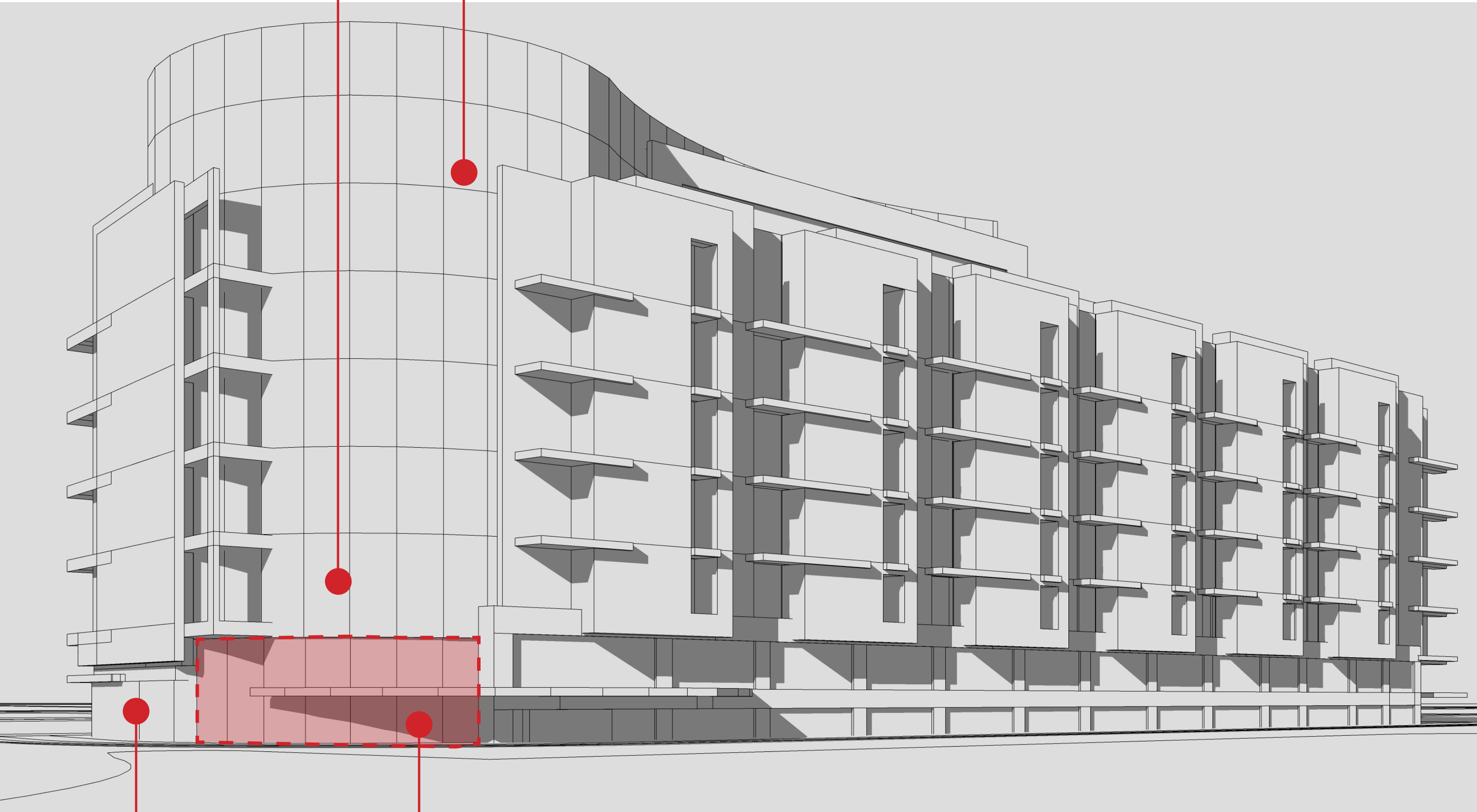
This innovative design treatment articulates the building and creates an intersection focal point.
Source: OMA



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

PROVIDE SIGNATURE DESIGN ELEMENTS ON PROMINENT CORNERS OR INTERSECTIONS AS FOCAL POINTS.

THE FULL HEIGHT OF TALL BUILDINGS MAY BE EXPRESSED AT CORNERS, AS A WAY TO PROVIDE VARIATION AND INCREASED VERTICALITY ON BUILDINGS



CORNER ACTIVATED WITH 2-STORY FITNESS CENTER

BLOCK CORNER ACTIVATED WITH 2-STORY RESIDENTIAL LOBBY

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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.

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.



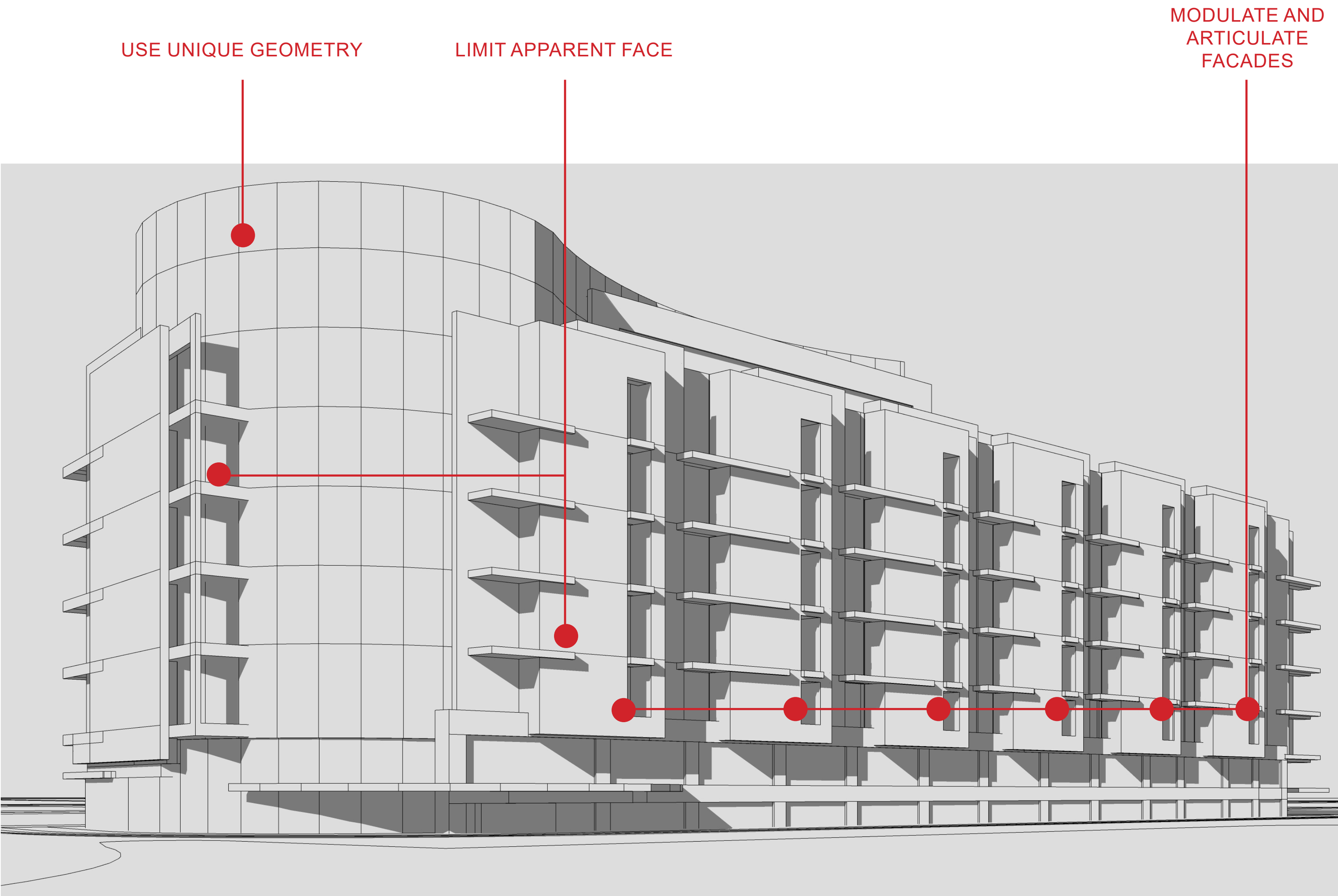
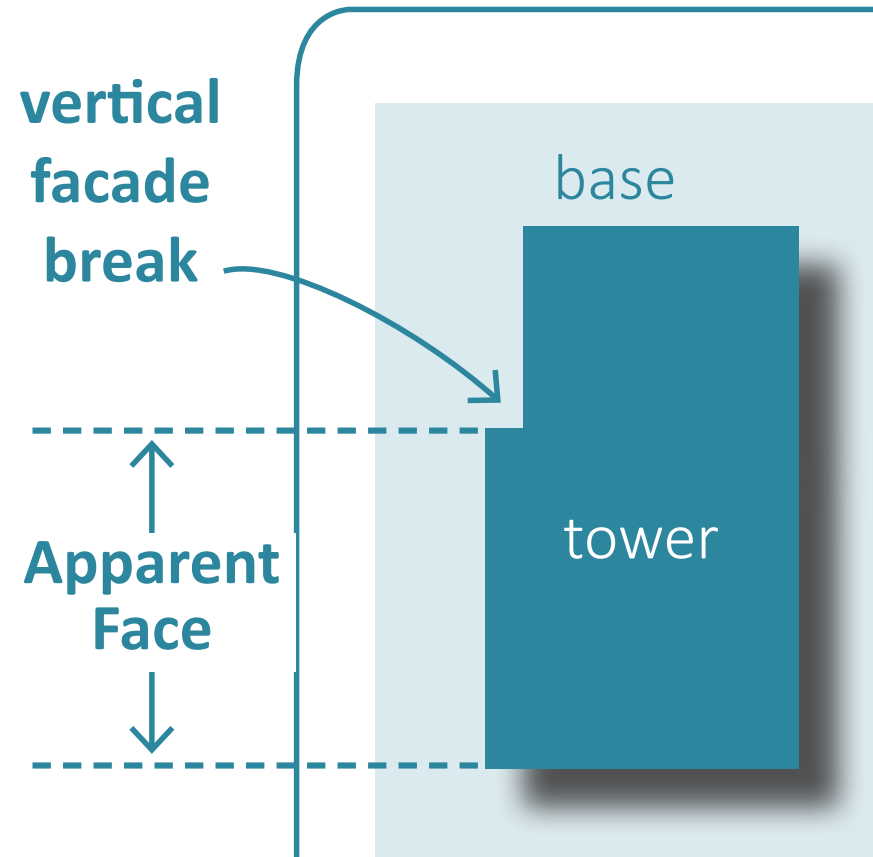
D. Modulate and Articulate Facades

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.



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.



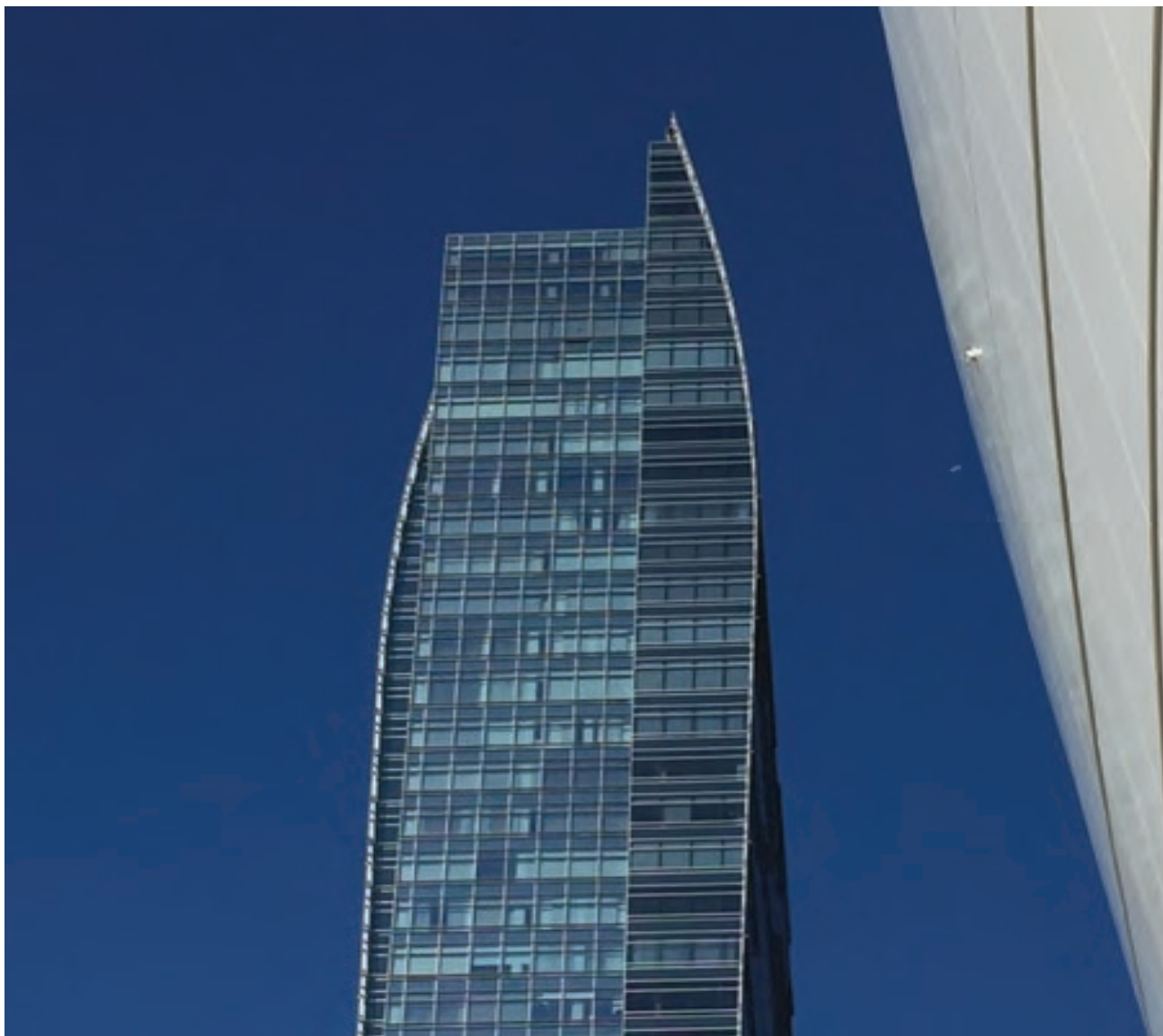
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2.4.9 Top: Tower Top

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:

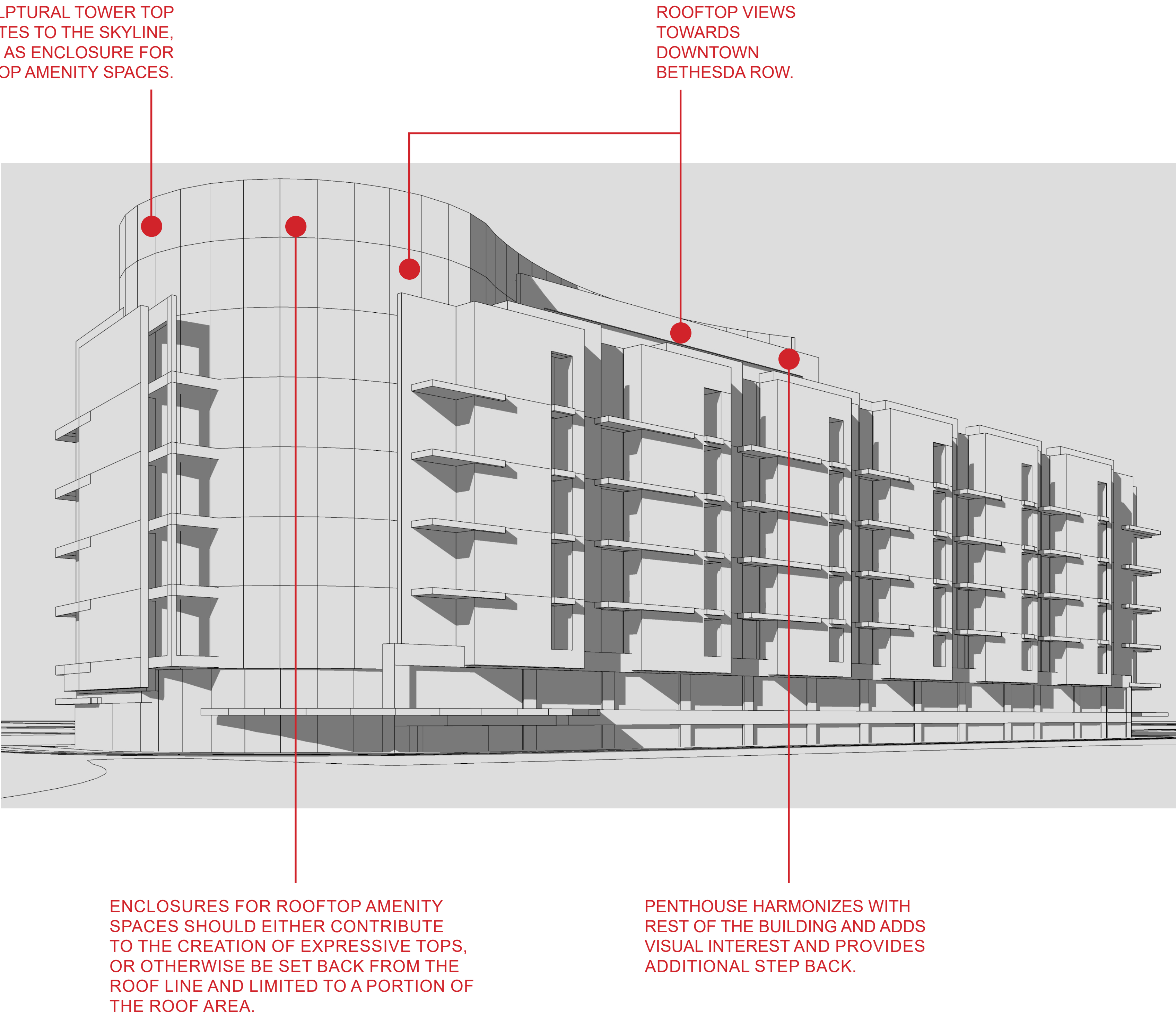
- A. Encourage unique design of tower tops that can enhance the image of Bethesda as an innovative downtown, welcoming new businesses, residents and visitors.
- B. Taper tower tops where possible to reduce the perceived bulk of tall buildings.
- C. Integrate energy efficiency into the design of tower 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.



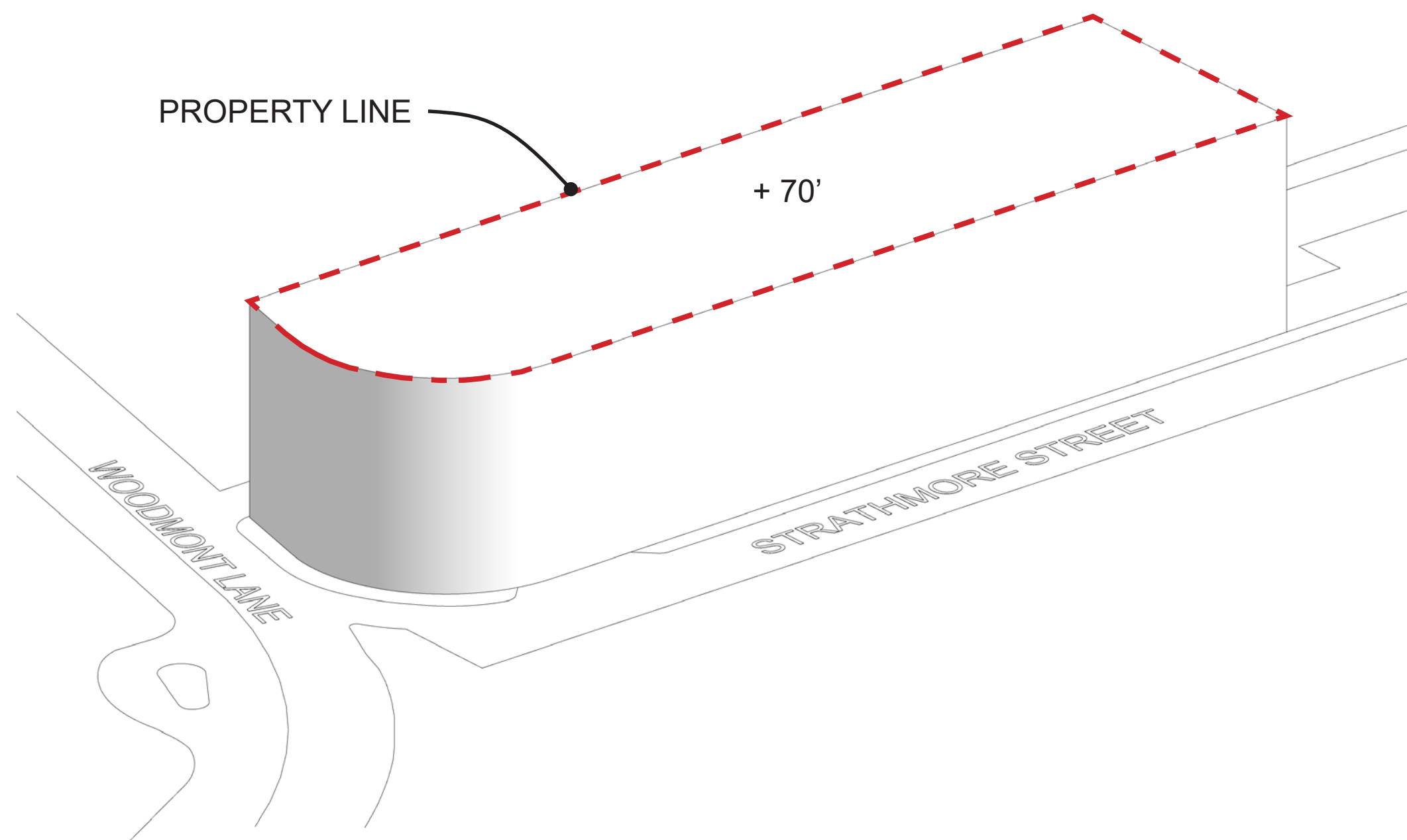
This curved and tapered top adds a unique element to the skyline.



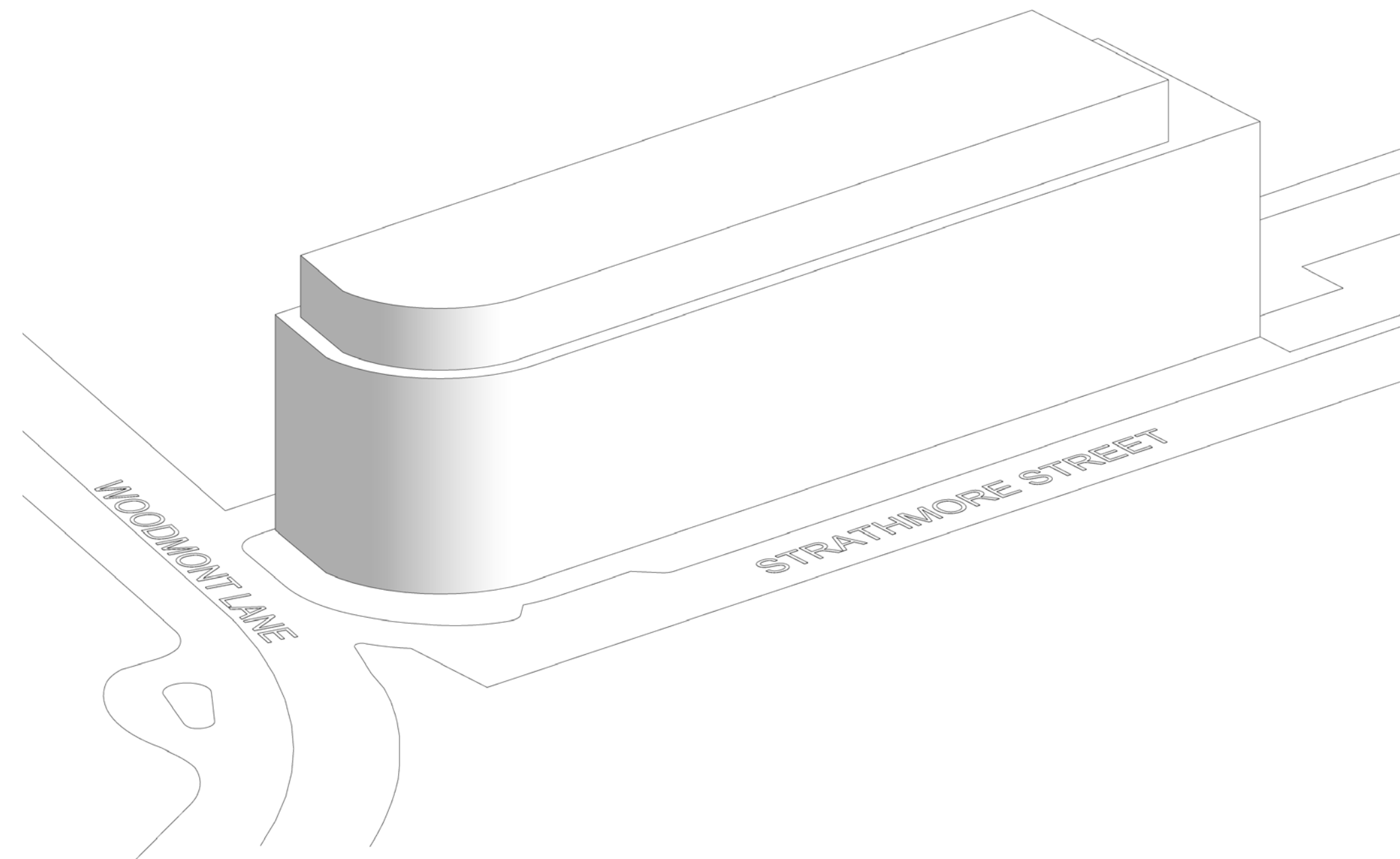
The form of the tower top for this Pittsburgh office building is part of the energy efficient solar chimney design.
Source: Gensler



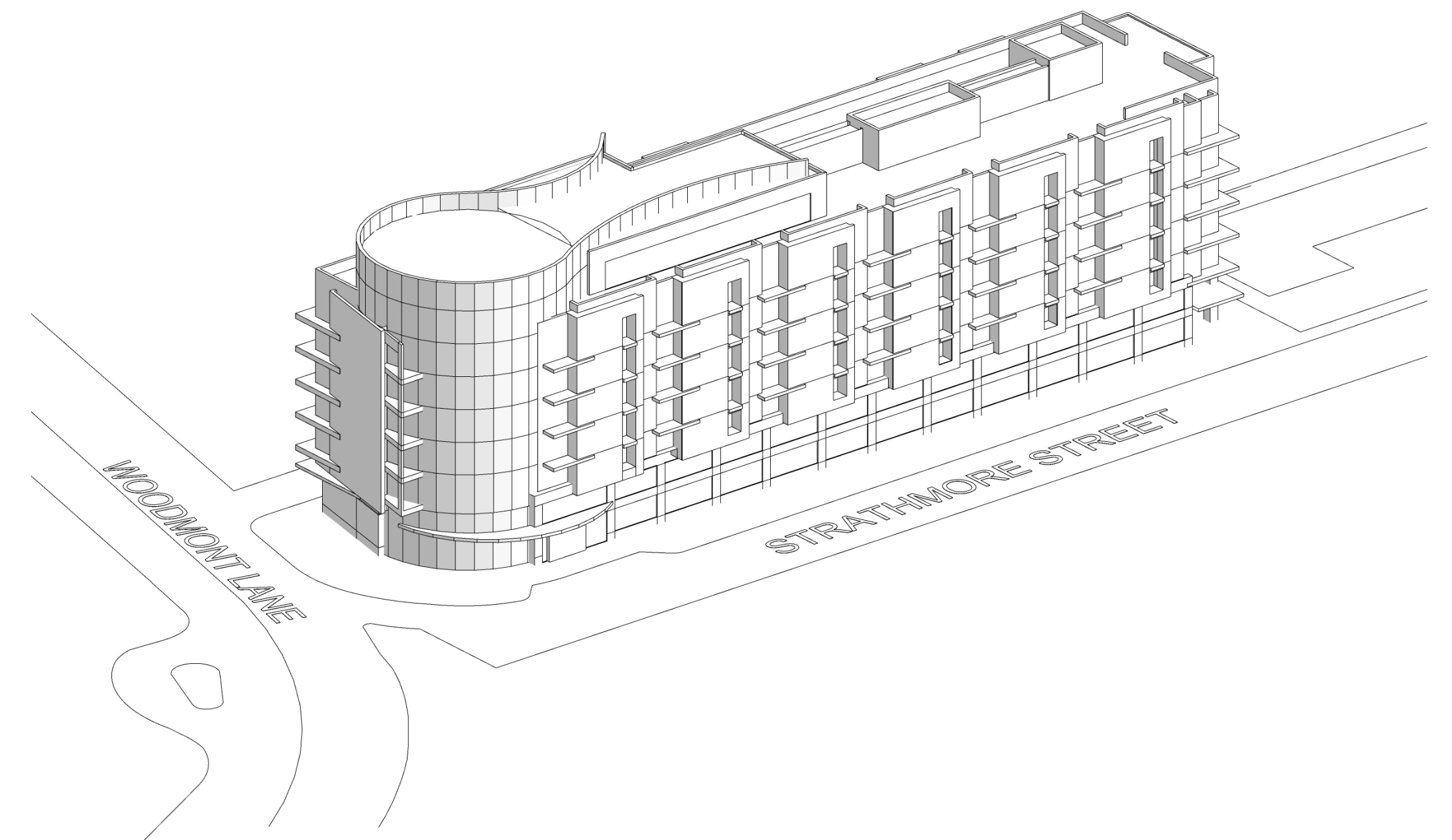
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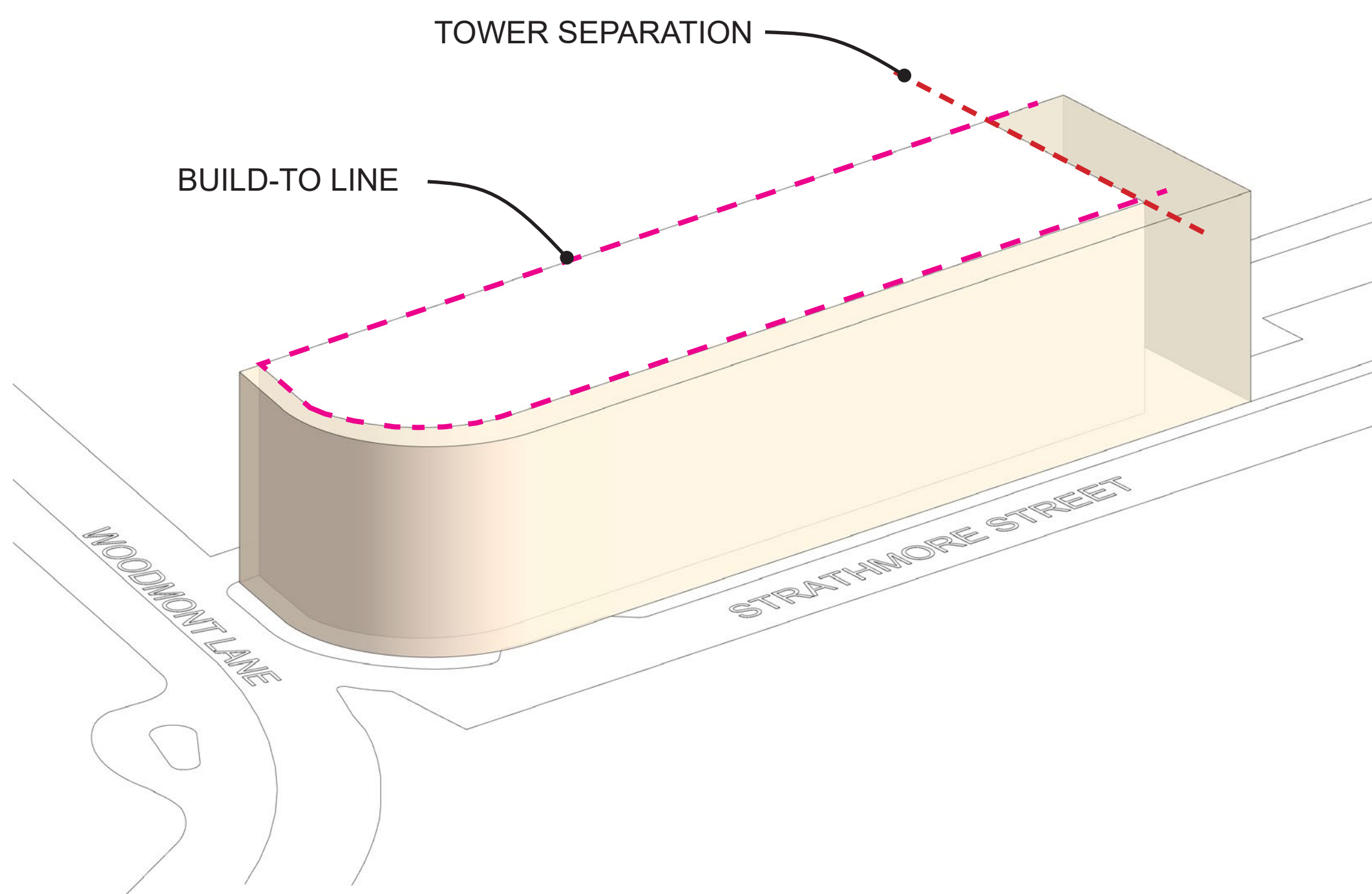
1. PROPERTY LINE AND ALLOWABLE HEIGHT



3. RECOMMENDED SETBACKS

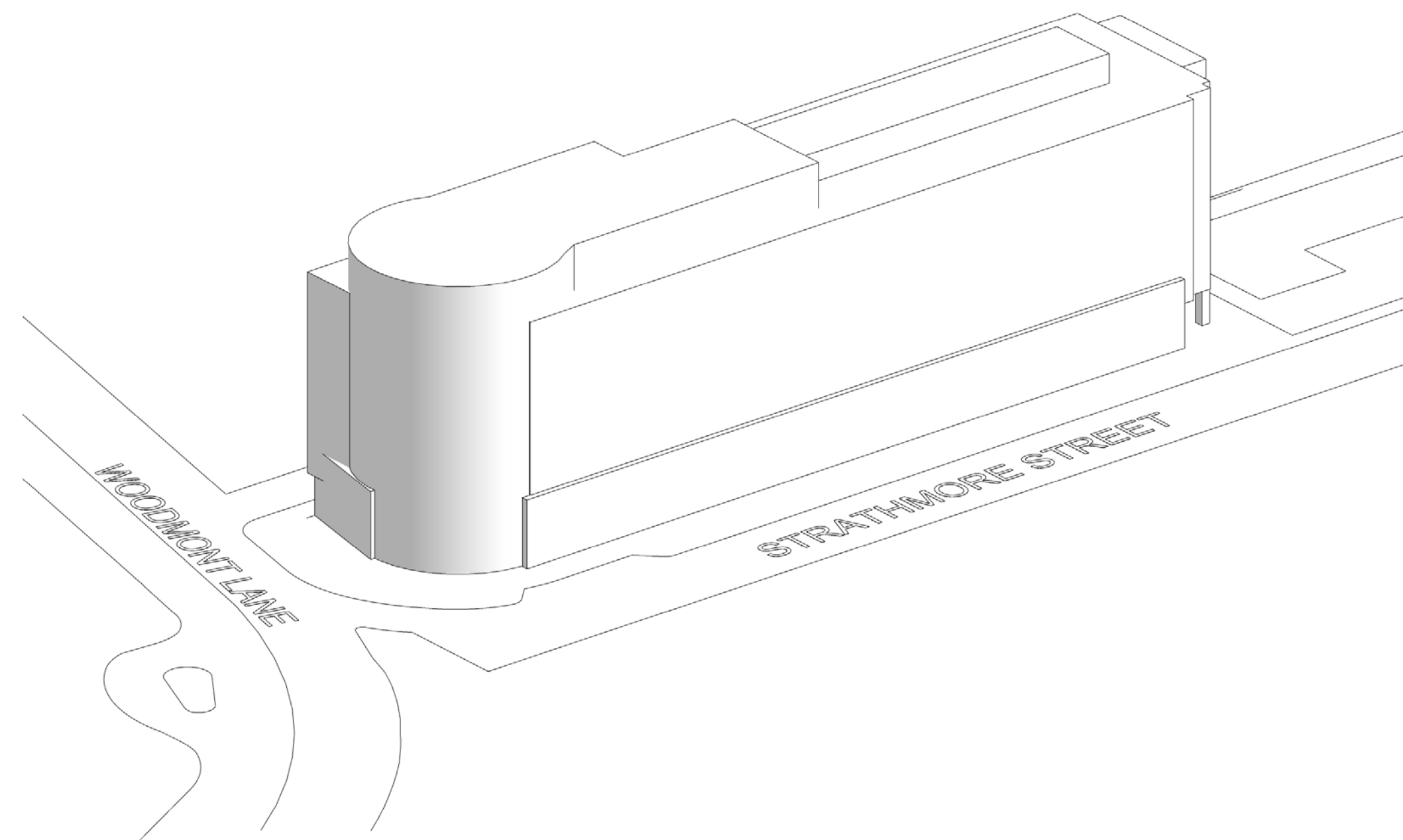


5. ARTICULATION AND MODULATION

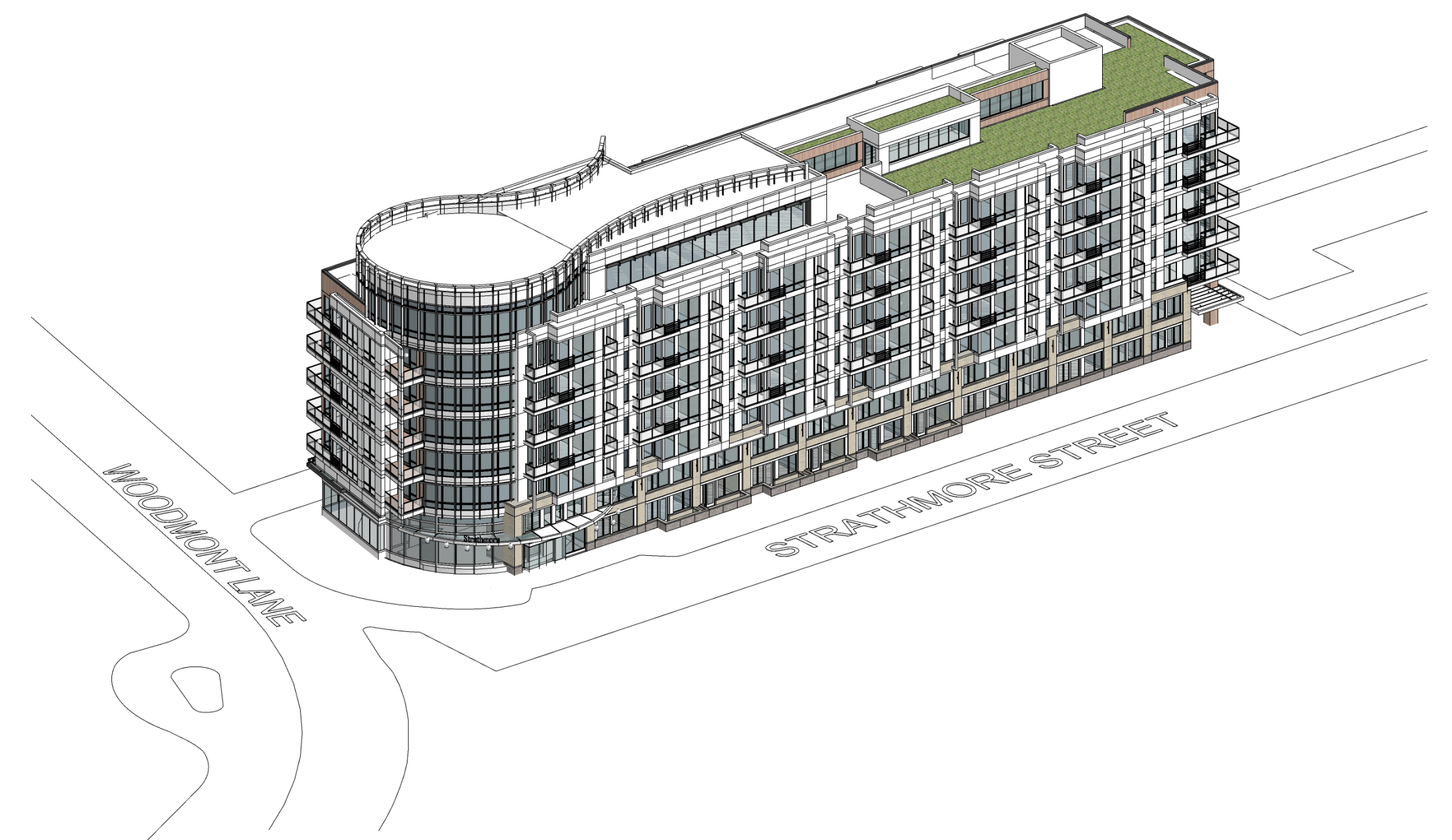


2. BUILD-TO AND TOWER SEPARATION

NOTE: DUE TO 70' HEIGHT LIMITATION, AN ALTERNATIVE TOWER SEPARATION DISTANCE TREATMENT HAS BEEN IMPLEMENTED PER SECTION 2.4.6 TOWER: SEPARATION DISTANCES FROM THE BETHESDA DOWNTOWN PLAN DESIGN GUIDELINES.

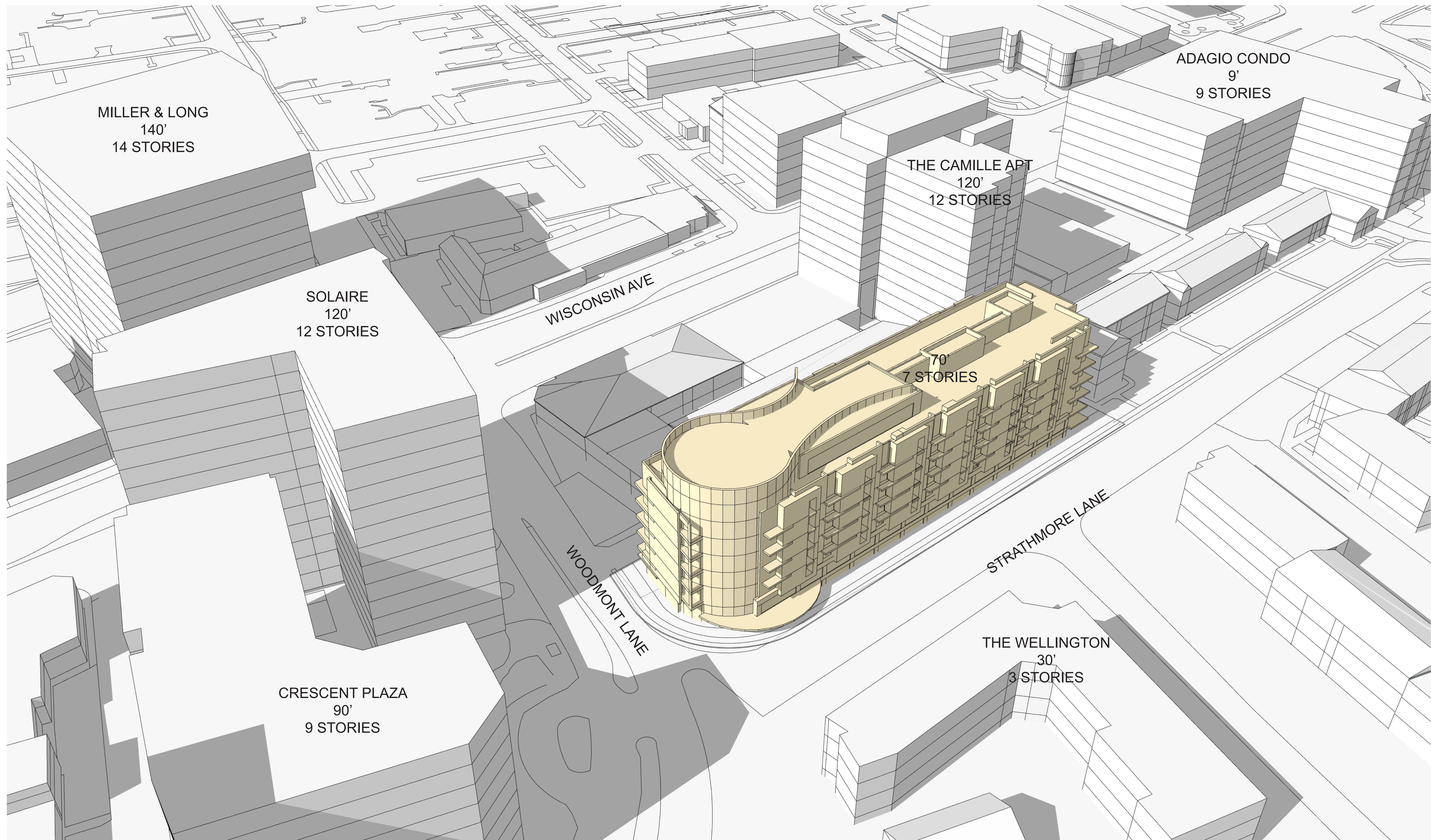


4. BASE / MIDDLE / TOP



6. FINAL MODEL

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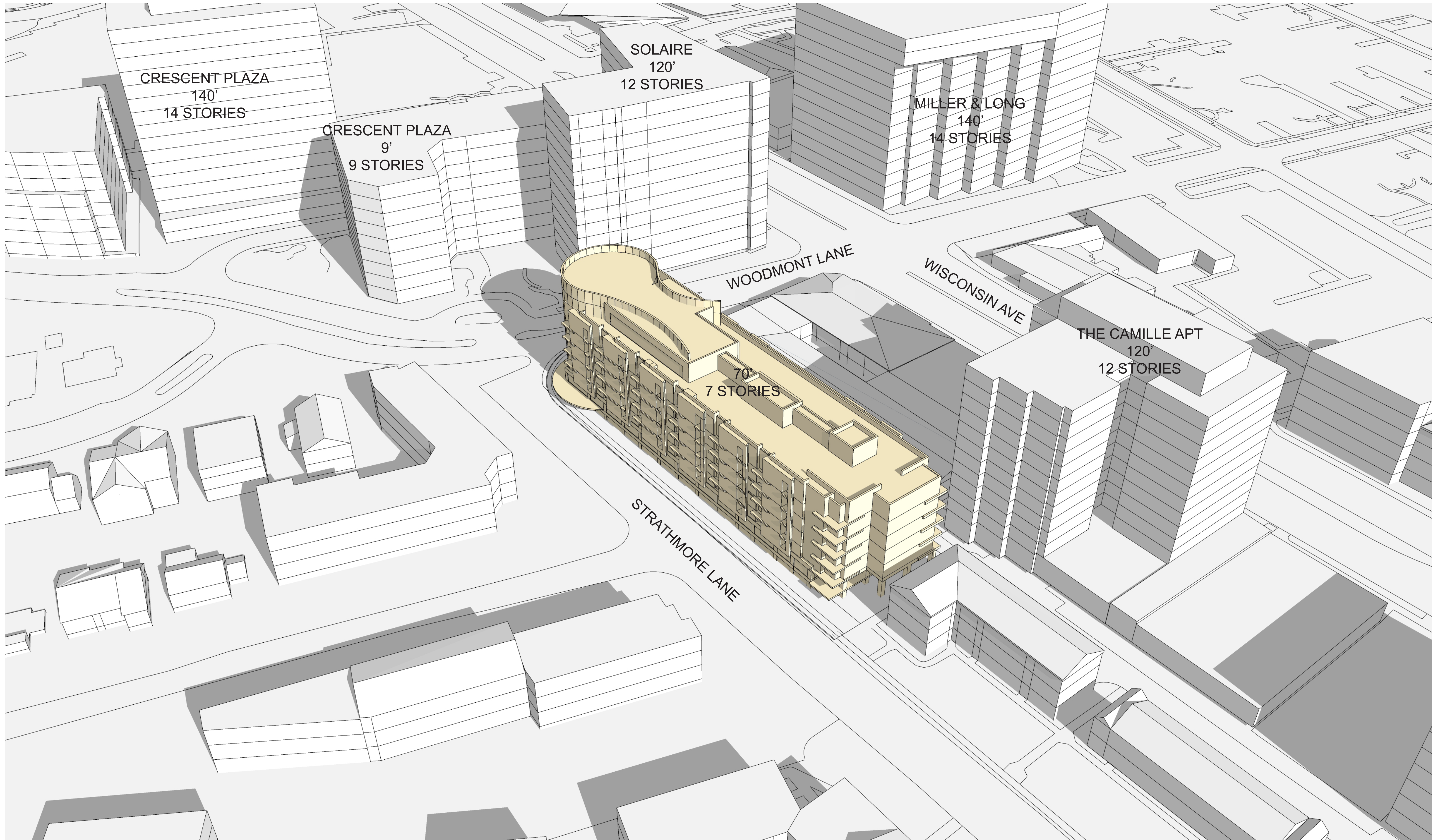


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MASSING IN CONTEXT TO EXISTING BUILDINGS

The Strathmore

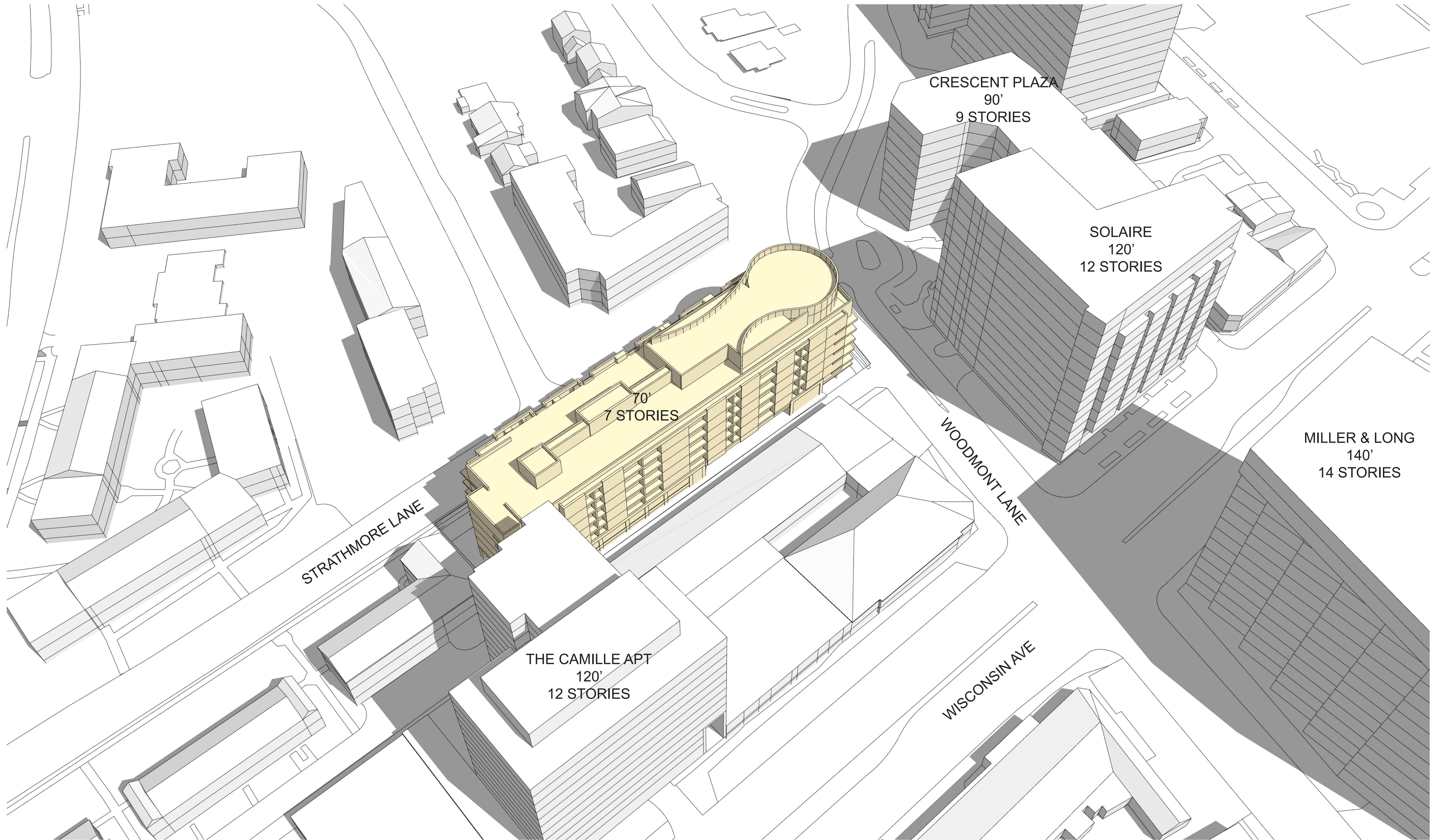
BETHESDA, MD



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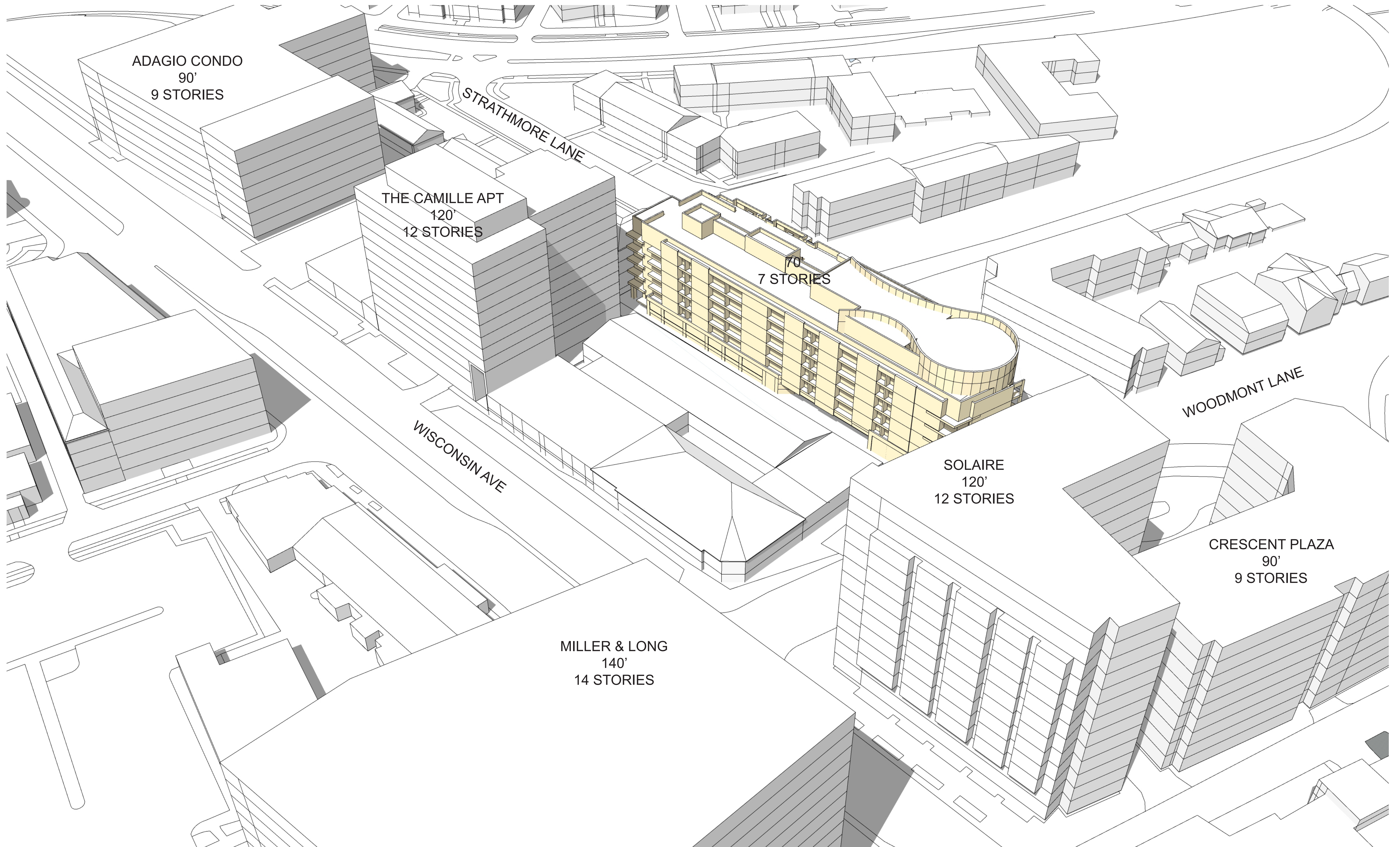
The Strathmore
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FIRST FLOOR PLAN

The Strathmore

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SECOND FLOOR PLAN

The Strathmore

BETHESDA, MD



0' 8' 16' 32'
SCALE: 1/16" = 1'-0"



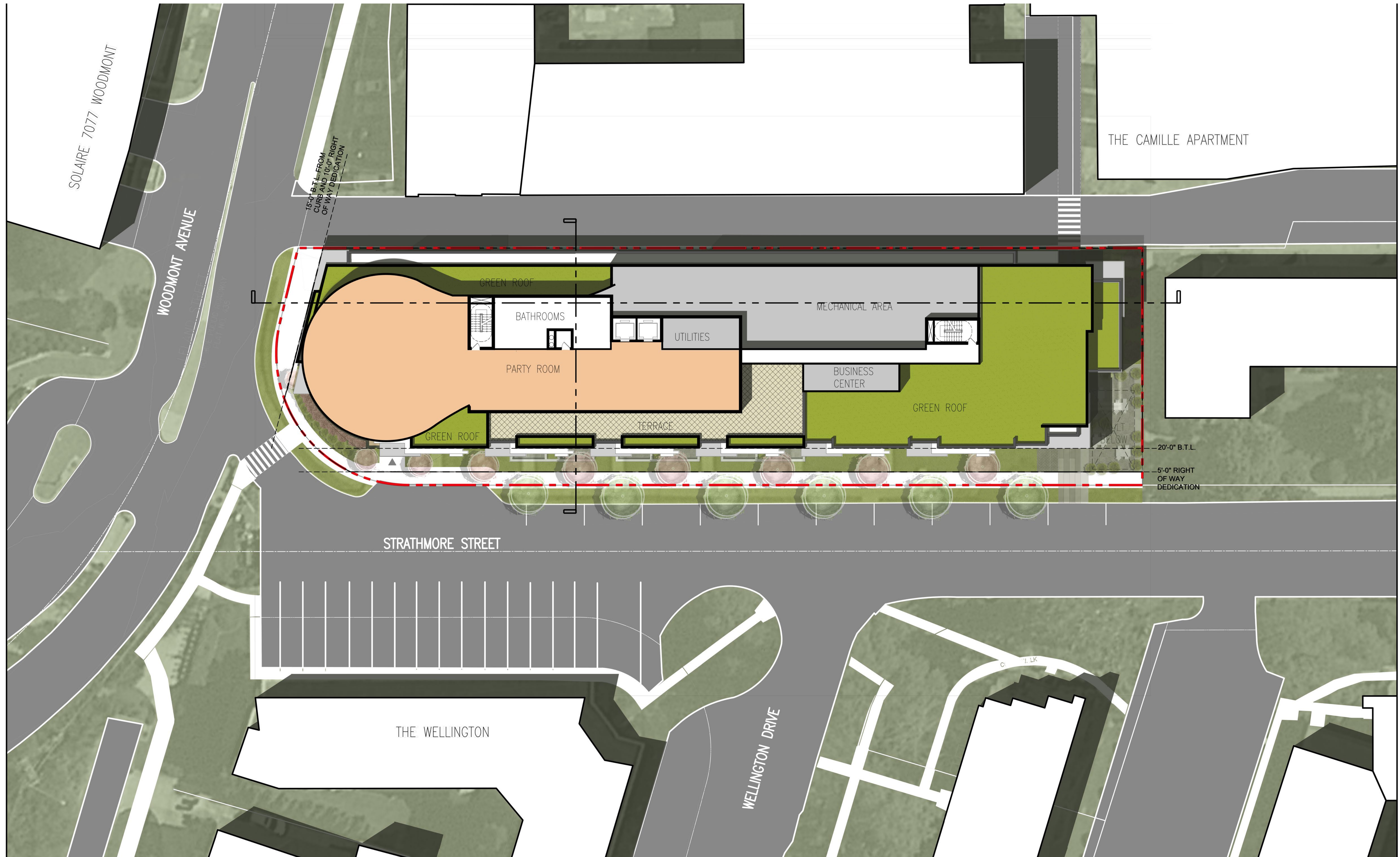
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TYPICAL FLOOR PLAN

The Strathmore
BETHESDA, MD



0' 8' 16' 32'
SCALE: 1/16" = 1'-0"

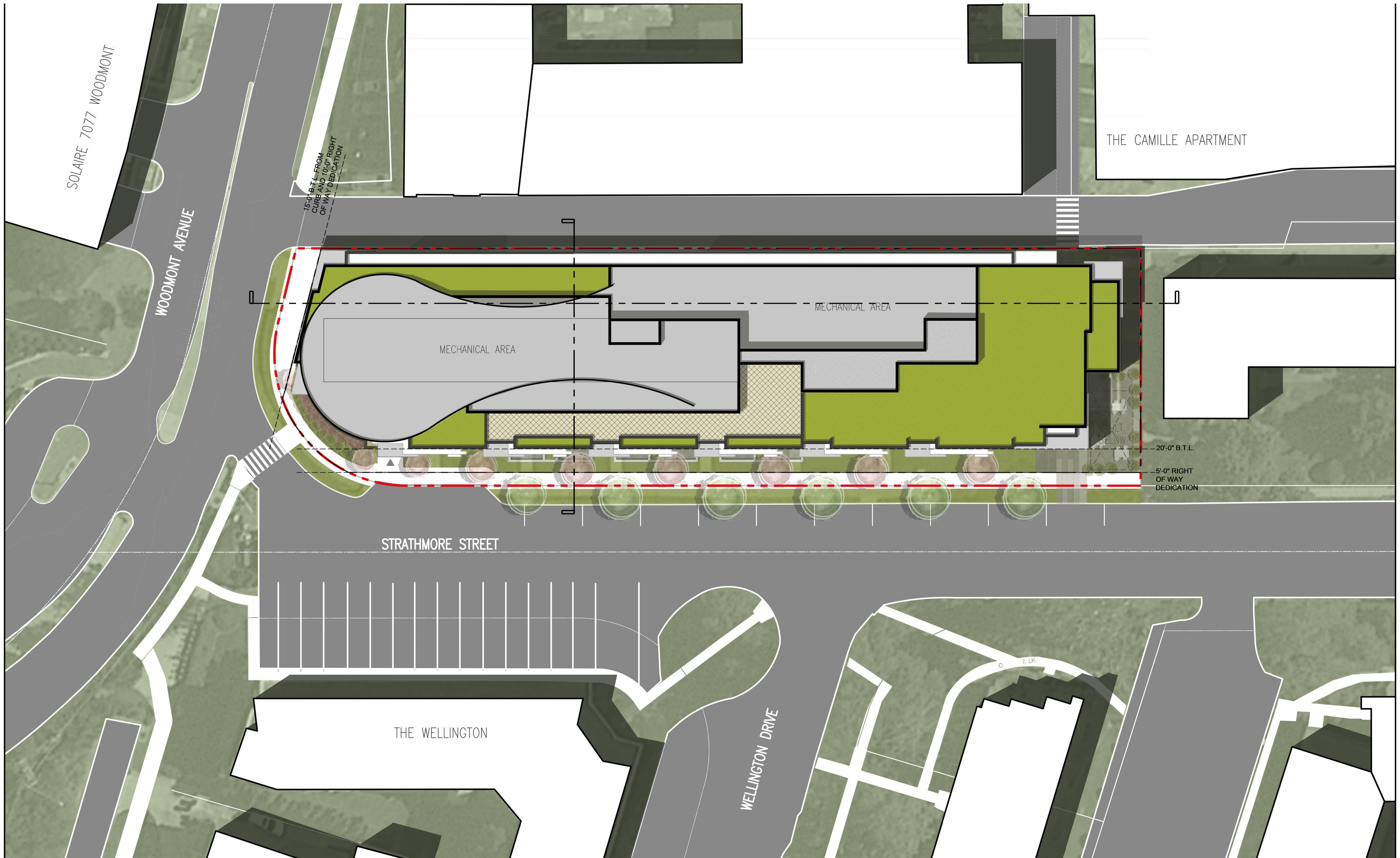


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PENTHOUSE FLOOR PLAN

The Strathmore
BETHESDA, MD



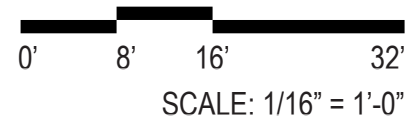


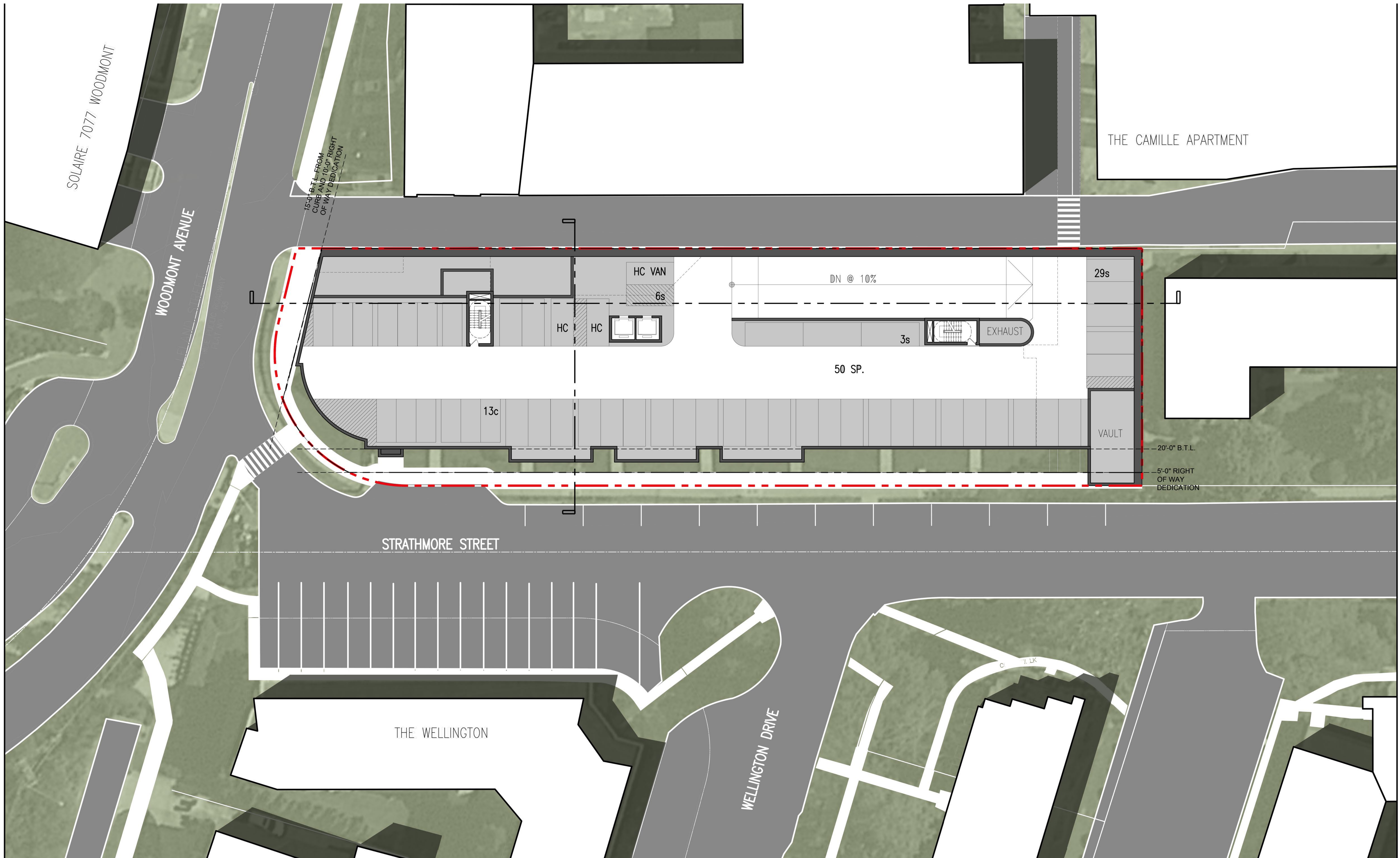
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ROOF PLAN

The Strathmore

BETHESDA, MD



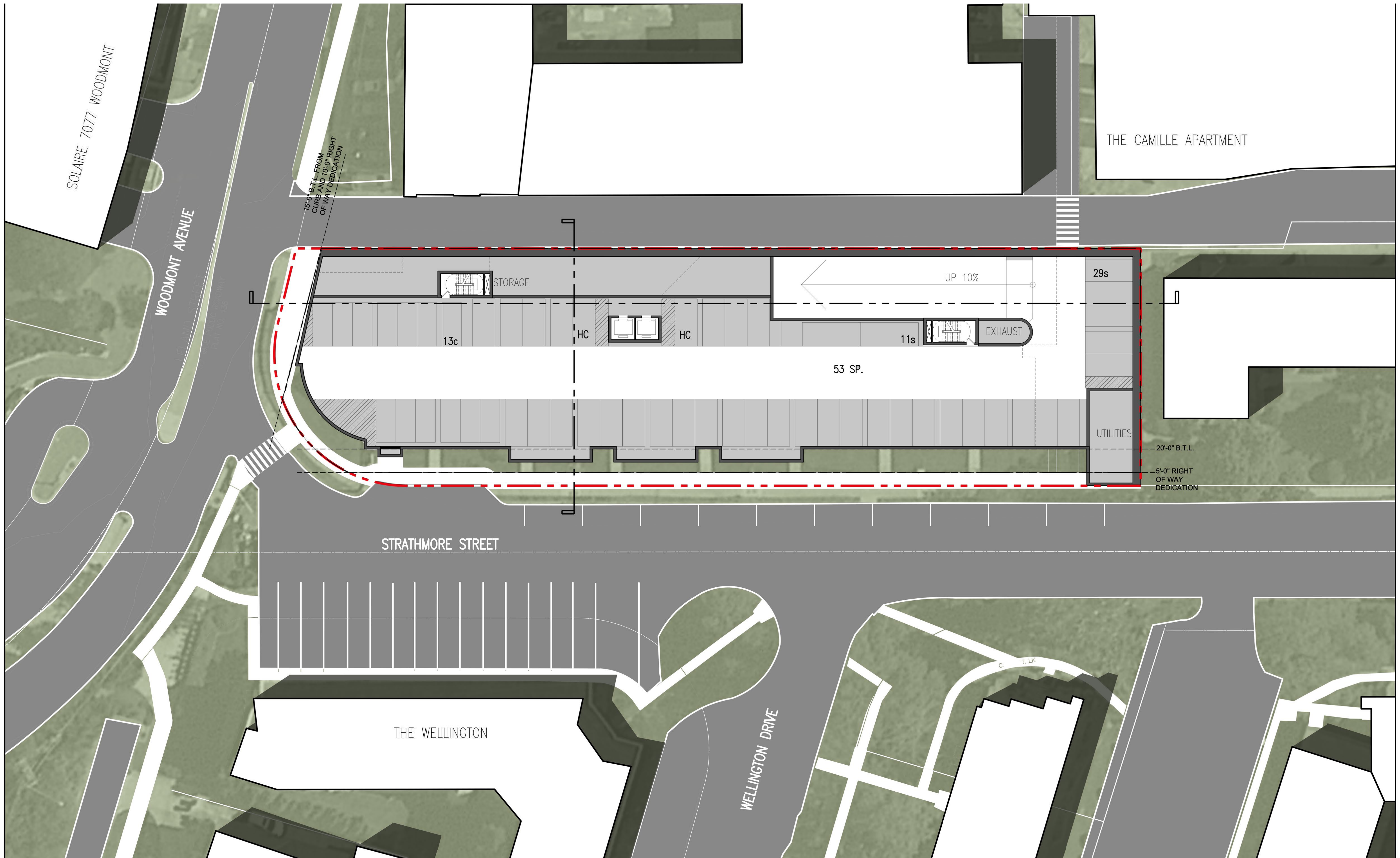


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G1 GARAGE FLOOR PLAN

The Strathmore
BETHESDA, MD





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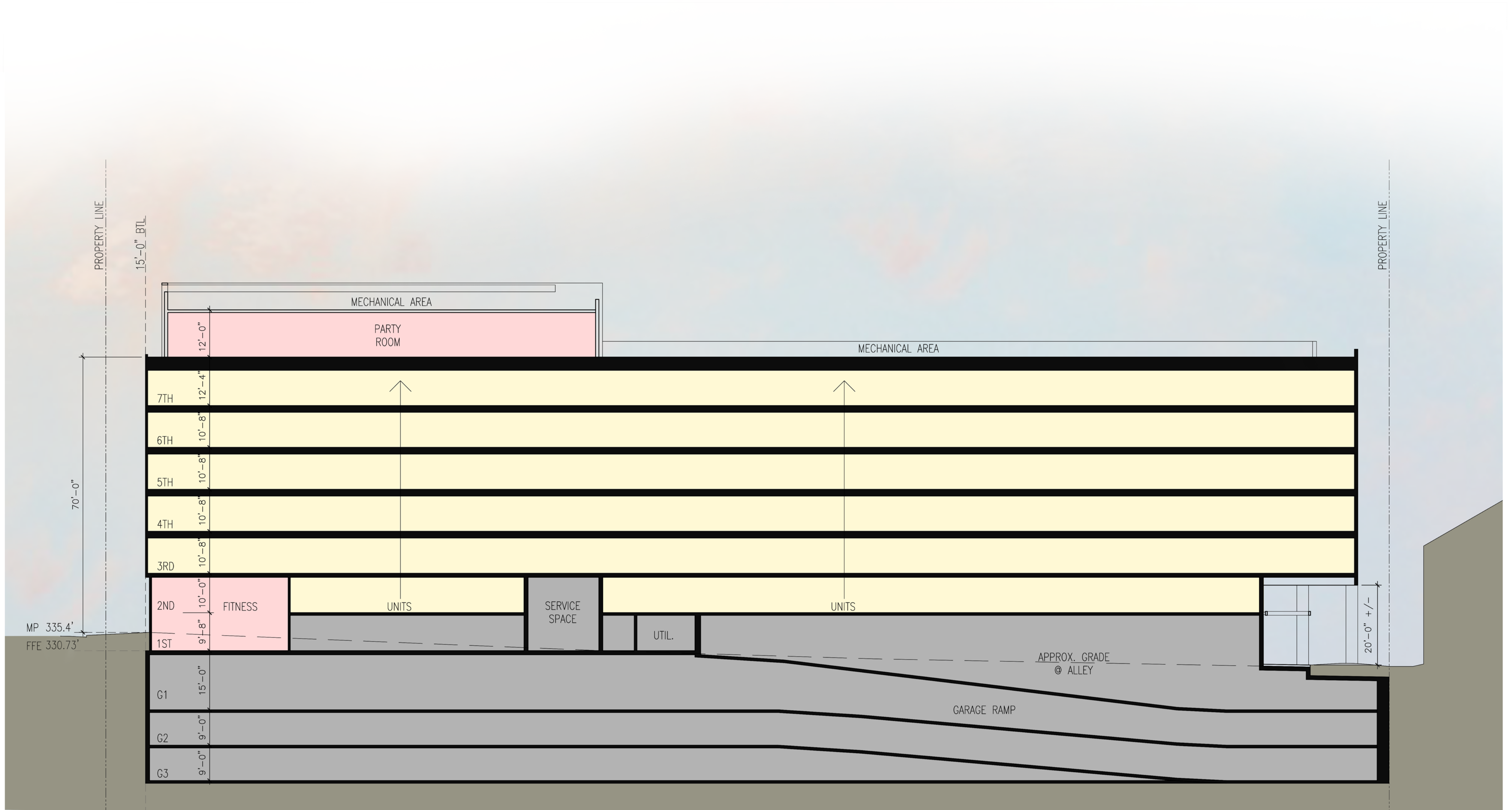
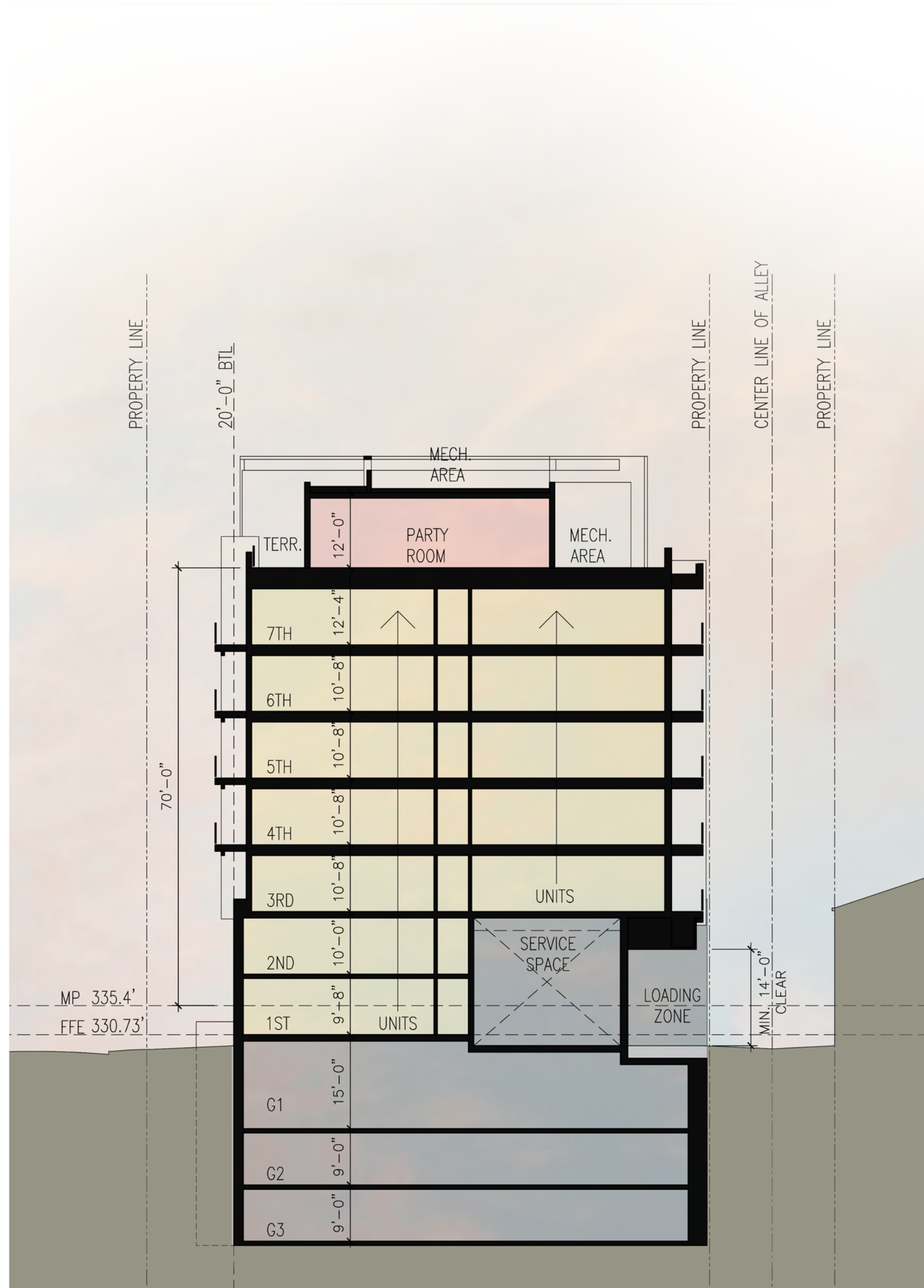
G2 GARAGE FLOOR PLAN

The Strathmore

BETHESDA, MD



0' 8' 16' 32'
SCALE: 1/16" = 1'-0"



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KOSSOW MANAGEMENT CORPORATION



LerchEarlyBrewer



PERSPECTIVE RENDERING

The Strathmore

BETHESDA, MD

0' 8' 16' 32'
SCALE: 1/16" = 1'-0"



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KOSSOW MANAGEMENT CORPORATION

LerchEarlyBrewer



PERSPECTIVE RENDERING

The Strathmore

BETHESDA, MD

0' 8' 16' 32'
SCALE: 1/16" = 1'-0"

A-32

SEP 20, 2023



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ARCHITECTS
 COLLABORATIVE
 INCORPORATED



KOSSOW MANAGEMENT CORPORATION



LerchEarlyBrewer



PERSPECTIVE RENDERING

The Strathmore

BETHESDA, MD

0' 8' 16' 32'
 SCALE: 1/16" = 1'-0"