

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



PLD Lot 25 Redevelopment– Sketch Plan Design Advisory Panel Submittal

I. Brief Project Description

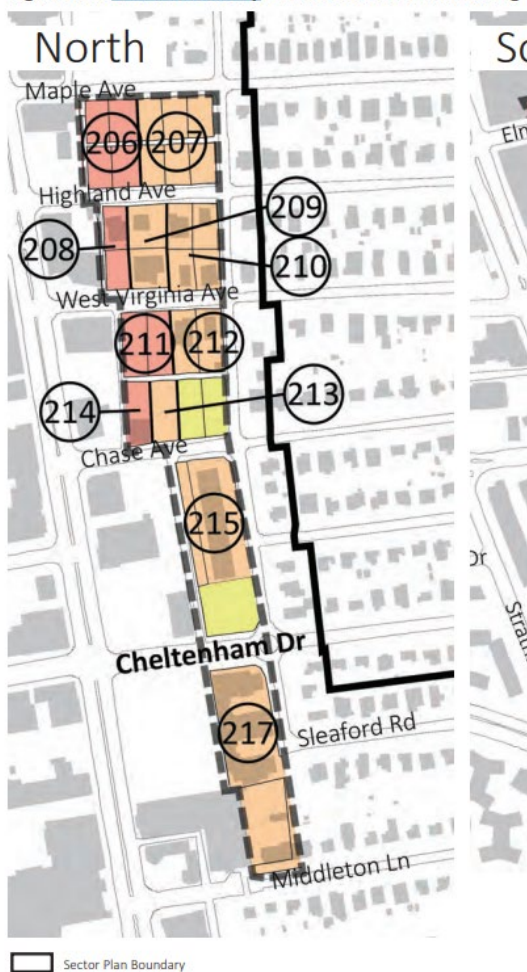
Lot 25 Associates LLC (the “Applicant”) is part of a joint venture that was selected to redevelop Montgomery County Parking Lot 25 (the “Property” or “Lot 25”) through a competitive Request for Development Proposals (“RFDP”) process conducted by Montgomery County (the “County”).¹ Lot 25 totals approximately 82,063 square feet of tract area and is bounded by Maple Avenue to the north, Tilbury Street to the east, Highland Avenue to the south, and 8101 through 8125 Wisconsin Avenue to the west. The Property is split zoned Commercial-Residential (CR-3.0, C-2.0, R-2.75, H-70), Commercial Residential Town (CRT-0.5, C-0.25, R-0.5, H-70) and Bethesda Overlay Zone (BOZ), in the northern portion of the Wisconsin Avenue Corridor and Eastern Greenway Districts of Downtown Bethesda as identified in the Bethesda Downtown Sector Plan, approved and adopted in May of 2017 (the “Sector Plan”).

Consistent with a General Development Agreement (the “GDA”) negotiated between the County and joint venture, the Applicant is proposing to redevelop Lot 25 with up to 230,000 square feet of multi-family residential uses (including a minimum of 15% Moderately Priced Dwelling Units – “MPDUs”), up to 145 structured public parking spaces, and a public park integrated into the Eastern Greenway (the “Project”). In addition to dedication of a public park and replacement public parking in a garage for both Lot 25 and 44, the Applicant will provide eleven (11) deeply affordable MPDUs (at 50% Area Median Income – “AMI”) above and beyond the 15% MPDUs provided at 70% AMI. As a result, the Project will have greater than 15% MPDUs, with such unit mix defined at the time of Site Plan (the Applicant anticipates that the Project will provide a minimum of 20% MPDUs at the present time).

The Property is located in close proximity to the Bethesda and Medical Center Metro Stations, and it is one block to the northeast of the planned Bus Rapid Transit station at the intersection of Cordell Avenue and Wisconsin Avenue. The Property will anchor the northernmost portion of the future Eastern Greenway and allow for an interconnected park system on four (4) adjacent blocks that ensure compatibility between the Bethesda CBD to the west and the established single-family neighborhood to the east. The assembled block to the south, located between Highland and West Virginia Avenue, is subject to a Preliminary Plan and Sketch Plan approval that permits up to 350 multi-family dwelling units, up to 15,000 square feet of commercial uses, and a 70'-wide park integrated into the Eastern Greenway (“8001 Wisconsin Avenue”). Redevelopment of Lot 44 is proposed one block further to the south, which will include additional residential uses and a public park that provides direct access to Chase Avenue Urban Park. All of these properties are illustrated below on Figure 3.14 of the Sector Plan (Lot 25 is identified as Map 206 and 207).

¹ Lot 44 Associates LLC, also part of the joint venture, will be submitting separate development applications for redevelopment of Montgomery County Parking Lot 44 and 4702 West Virginia Avenue (the “Lot 44 development”). The public benefits and amenities delivered through redevelopment of Lot 25 and Lot 44 will be fully coordinated and cohesive.

Figure 3.14: Eastern Greenway Districts Recommended Zoning



As described in more detail below and consistent with the Sector Plan vision for the Eastern Greenway District, the Applicant is proposing to redevelop Lot 25 to include housing and parkland to the maximum extent possible while accommodating the “parking needs of neighborhood businesses that rely [on Lot 25 and 44]” through replacement public parking spaces. (Sector Plan, p. 133). To further the Sector Plan vision for delivery of two (2) major public facilities², the Eastern Greenway public park and a public parking garage, the Applicant is requesting approval for one (1) level of above-grade parking to be excluded from the Project’s height as permitted under Section 59-4.5.2.A.2.e of the Zoning Ordinance. The inclusion of both major public facilities diminishes the Applicant’s ability to provide parking at or below grade for 145 public parking spaces. More specifically, the construction of structured parking such that it doesn’t encroach under the future Eastern Greenway Park diminishes the Applicant’s ability to provide the required parking at or below grade. As a result, the Project includes approximately 82 feet of building

² Section 59-4.7.3.A.1 of the Zoning Ordinance defines major public facilities to “include, but are not limited to, such facilities as a school, library, recreation center, park, County service center, bike share station, public transportation or utility upgrade, or other resource delineated in an applicable master plan.”

height with the height of floors mostly used for above grade parking excluded from the mapped height of 70 feet.

The Applicant is proposing to incorporate approximately 119,937 square feet of mapped gross floor area and all allocation of approximately 110,063 square feet of BOZ density. Any applicable Park Impact Payment (“PIP”), after excluding the gross floor area associated with MPDUs pursuant to Section 59-4.9.2.C.3.c.i of the Zoning Ordinance, is expected to be reduced to \$0.00 since the Applicant will be dedicating the Sector Planned public park, which consists 93'-wide Eastern Greenway along the length of Tilbury Street. The full extent of area comprising the public park (as measured from edge of curb on Tilbury Street to building face) is approximately 21,760 square feet and will be finalized at the time of Preliminary Plan and Site Plan.

As delineated below, the Project is designed to advance all of the Eastern Greenway District (Section 3.4) recommendations from the Bethesda Downtown Plan Design Guidelines (the “Design Guidelines”):

- *These parks are envisioned as destinations and pockets of larger green space along the edge of the downtown. Height limits and greenways will ensure compatibility, provide public open space, enhance connectivity and improve environmental quality. (Design Guidelines, p. 100).*

The Project incorporates a 93'-wide public park that will be integrated into the Eastern Greenway and building form that ensures a compatible transition from Wisconsin Avenue to the established single-family neighborhood to the east. The public park delivered as part of this Project will allow for safe and efficient pedestrian movements to the rest of the Eastern Greenway Park system on the neighboring blocks to the north. The Project will bring to fruition one of the major open space elements of the Eastern Greenway with the creation of a neighborhood park featuring a central multi-use green lawn flanked by the main trail on the east side and a park pathway on the west. The space will function as the northern terminus to the Eastern Greenway and will become a public park where the East Bethesda community can come together to interact, recreate and socialize. The park will become not only a major social space but will also enhance the transition to the residential neighborhood to the east.

- *A. As recommended in the Sector Plan, provide a greenway width that is equal to or greater than the amount of building height proposed. The minimum greenway width is 35 feet.*

The Project is designed with a maximum building height of approximately 82 feet, and a 93'-wide greenway width. As a result, the greenway width is greater than the amount of building height proposed in accordance with this recommendation.

- *B. Orient ground floor uses, entries, balconies, and terraces to the greenway.*

While the ultimate design of the eastern elevation facing Tilbury Street and the future public park will be determined at the time of Site Plan, the Applicant is proposing to line the above-grade parking structure with multi-family dwelling units facing this future public park to ensure that the

greenway is activated. As the design advances to Site Plan, the Applicant will evaluate opportunities to include entrances, balconies, and terraces to further activate the Eastern Greenway.

- *C. Design greenways as primarily landscaped spaces with limited hardscape. Provide adequate lighting continuous pathways, seating and activity areas.*

The Project incorporates a conceptual design for a public park that is consistent with this recommendation and Parks Department's Eastern Greenway Framework Concept. The conceptual design for the Eastern Greenway includes primarily landscaped spaces with a continuous pathway and opportunities for seating and activity areas. The ultimate design, improvements and programming will be further coordinated with the Parks Department through subsequent Preliminary Plan and Site Plan applications.

- *D. Coordinate greenway design and transitions with adjoining properties.*

The Applicant's design of the Eastern Greenway on this block has been extensively coordinated with the planned park improvements on the adjacent blocks to the south. As noted above, Lot 25 is being redeveloped pursuant to a GDA that also includes Lot 44. In this respect, the design of the Eastern Greenway on both Lot 25 and Lot 44 has been evaluated to ensure a cohesive design. Additionally, the design of the proposed public park on Lot 25 allows for a coordinated design and transition with the development approvals for 8001 Wisconsin Avenue on the block to the south.

- *E. Avoid cutting driveways across the greenway where possible. If needed, consolidate vehicular access points and provide the minimum width driveway.*

No driveways are proposed to interrupt the Eastern Greenway on this block. A driveway and loading bay are proposed to the west of the Eastern Greenway along Maple Avenue, which will allow for safe and efficient vehicular access to the Project without impacting pedestrian movements along the Eastern Greenway.

II. Alternative Treatments

As noted on the DAP submission form, the Applicant is utilizing alternative treatments along the Highland and Maple Avenue Street frontages (designated as Neighborhood Local Streets). While the Design Guidelines contemplate a base height of 25 to 50 feet and a tower step-back of 15-20 feet on these frontages, the Applicant is proposing alternative treatments that better meet the intent of the Design Guidelines and Sector Plan recommendations for Lot 25. With respect to the tower step-back recommendations, Section 2.4.7 of the Design Guidelines provides that there are alternative methods to step-backs to reduce tower bulk that "particularly apply to buildings lower than 90-120 feet," which applies to the Project due to its proposed building height of 82 feet. Moreover, the Project is required to provide a setback along the majority of its Maple Avenue frontage under Section 59-4.1.7.B (Height Compatibility) because several confronting properties to the north are zoned Residential Detached (R-60) and improved with residential uses. The Project's inclusion of a 93'-wide Eastern Greenway and various step-backs along Maple Avenue allow for a compatible design that better meets the intent of the Design Guidelines than the use of

uniform base building heights and tower step-backs recommended along Maple and Highland Avenues.

Highland Avenue is the side of the building that is most appropriately called the building's "front door." The entrance has been placed on Highland Avenue because of its proximity to Downtown Bethesda, the nearest Bethesda Metro Station entrance, and the bus connections on Wisconsin Avenue (including a proposed BRT station near the intersection of Cordell Avenue and Wisconsin Avenue). It is also contemplated that the main entrance is near the corner of the building at Highland Avenue and the greenway (i.e., the Southeast corner). This location allows for a prominent amenity space to have glazing, and therefore activation, of the Eastern Greenway. Thus, the organization of the massing on Highland Avenue consists of a corner element at the southeast corner, with two other masses prominent on the face of Highland Avenue. These two elements frame another element of street activation, which is a "bridge" that sits over a staircase element that will connect an internal raised courtyard to the street level. Underneath the bridge are glazed walls that provide a visual connection between the internal private courtyard and the street. The two major masses on either side of the bridge meet the street wall, but the bridge element and the top story above those masses are set back 4' from the building face. In addition, the 3rd floor of the main mass is broken down with inset balconies, holding the street edge at the lower floors but interrupting the bulk of the façade with a recess that reflects the 4' setback above the main mass.

The Tilbury Street frontage is complementary to the Highland Avenue façade by turning the corner mass along the Tilbury Street and Eastern Greenway frontage. This corner also has a large setback on the top floor that can provide outdoor space. There is a main mass at the center of the Tilbury Street frontage, similar to the Highland Avenue frontage, that composes a more scaled down façade on Tilbury Street, with similar breaks at the third floor and a setback of the top floor and between elements of the mass that are also 4' in depth. This pattern breaks down the frontage facing Tilbury Street into multiple pieces before it turns the corner to Maple Avenue.

Maple Avenue presents a unique massing problem, as the zoning requires that the parts of the Property facing a residential zone match the residential height of the zone, then slope back at a 45-degree angle from that point to determine building height. As this would create a sloped building, the Applicant has carefully stepped the masses back twice to reflect this setback. These setbacks also serve to reduce the apparent bulk as it faces Tilbury Street. This massing is anchored by a return of the common massing pattern shown on Highland Avenue, creating a cohesive language across the three frontages.

III. Exceptional Design Public Benefit Points Requested and Brief Description

The Applicant is seeking 20 public benefit points for design excellence on the basis that the Project satisfies and achieves the six identified criteria in the CR Zone Incentive Density Implementation Guidelines. The Applicant's justification for 20 public benefit points is as follows:

Providing innovative solutions in response to the immediate context

The Project provides three features that help create a contextual response to the site conditions. First, the selection of the major entry at the corner of Highland Avenue and the Eastern Greenway

provides a unique identity that acknowledges the importance of the Eastern Greenway as a public space and, by providing interior uses and outdoor space facing the Eastern Greenway, serves to engage its users with this unique urban design amenity. Second, the provision of an alternative entrance to the building via access from the “bridge” element, along with the visual connection allowed to and from the interior courtyard, sets up the ability to experience and understand the building as a permeable and more open place than a conventional design. Third, the opening of the courtyard on the west façade above the third floor, allows for a massing that opens up the interior courtyard to daylight and also helps create a massing identity on Wisconsin Avenue. While the west side of the building faces a public alley and has no design requirements per the Design Guidelines, the potential of an intermediate condition where the properties west of Lot 25 remain undeveloped, makes for a condition where the west façade is in fact a de facto street façade on Wisconsin Avenue. The moves of the massing around the building help facilitate this west opening of the courtyard, and therefore an enriched building façade on Wisconsin Avenue that does not reflect a simple party wall or blank face to this Urban Boulevard.

Creating a sense of place and serves as a landmark

The Project is an important anchor to the northern end of the Eastern Greenway and serves as a transition to residential uses to the north and east of the building. The unique massing of the corner of Highland Avenue and Tilbury Street, and the integration of the stepped massing on Maple Avenue offer a unique building profile to anchor the public space. The design of the building and park have been conceived with the architecture of the building in a seamless manner in order to create a unique northern terminus to the Eastern Greenway. The building design locates uses that enhance the park edge and provide visual connections to the park. This park will invite neighbors to spend time outside in nature, to interact, play and socialize. The central green will become the catalyst for these activities and is intended to be used for informal play, community events or just a place to relax and enjoy the sun. The park will feature a variety of seating areas with different engaging options. The northern most portion of the park will feature a terminus hardscape plaza shaded by trees and seating walls that allow people to rest and watch neighbors as they move through the space. In addition, lush and layered landscape improvements will provide for seasonal interest, tree canopy shading and wildlife habitat creation.

Enhancing the public realm in a distinct and original manner

This portion of the Sector Plan has very few park and public open spaces. The Eastern Greenway will become the missing gathering space for the community. It will also serve as a transition from the more developed western edge along Wisconsin Avenue to the residential neighborhood to the east. The proposed design is being conceived as one integrated approach with a central spine that invites the user to move through and interact with the various recreational offerings along the way. This spine will meander its way linking all of the various parks and nodes. Inspiration for this design is being drawn from the meandering nature of a braided stream signaling and encouraging flow and connectivity. The northern terminus park is the largest open space and major gathering space for the community at large.

Introducing materials, forms or building methods unique to the immediate vicinity or applied in a unique way.

While early in the design process, the Applicant strives to use materials and color palettes that reflect the historic neighborhood of East Bethesda. A contextual approach to materials, textures, colors, and style will help to integrate and transition a large residential building to a lower density scaled historic residential neighborhood. The site design features included in the Eastern Greenway will allow for a cohesive and interconnected park buffer across three consecutive blocks.

Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site.

The Project will include multi-family residential uses with amenity spaces that activate the public realm facing Tilbury Street and the Eastern Greenway, in accordance with the Sector Plan vision. In addition, the provision of a public parking garage will help provide access to the public space and to neighborhood retail in the vicinity of the Property.

Integrating low-impact development methods into the overall design of the site and building beyond green building or site requirements

The Project will allow for conversion of a surface parking lot into a green public space, a compact, structured parking garage, and approximately 235 dwelling units in a walkable community. By converting an auto centric use into a mix of public and private space, with all of the current advancements in energy use and stormwater management, this development improves the public realm and provides much needed housing in a transit accessible location. The site design will incorporate the latest techniques in low impact development as well as sustainability. Among these measures, the Project may include green roof, bioretention, pervious surfaces and paving. These strategies will enhance the quality of life by adding green areas, additional biodiversity, and improved water and air quality and temperature.

IV. Conclusion

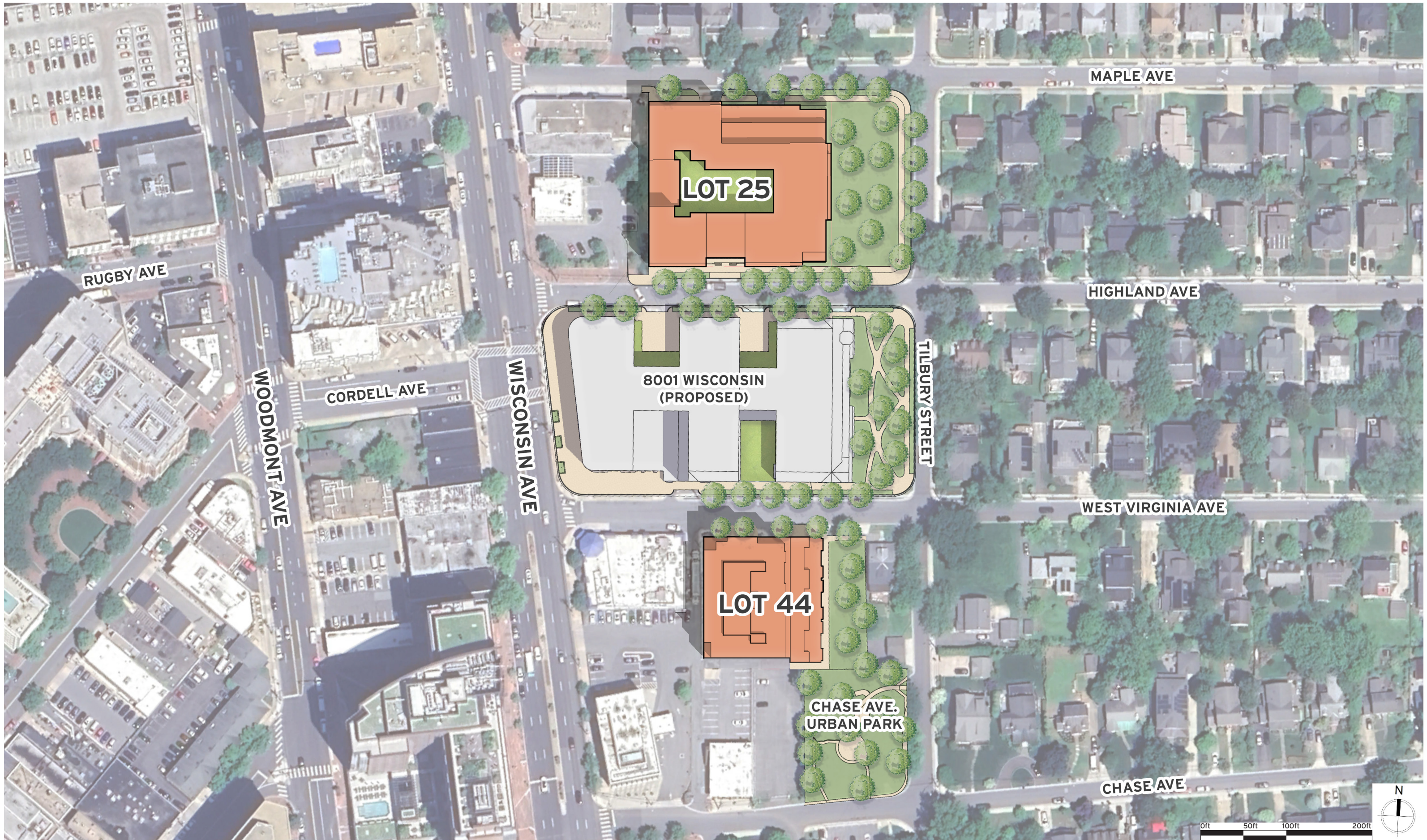
This Sketch Plan submission demonstrates how the massing and overall site design of the Project meets the intent and goals of the Sector Plan and Design Guidelines, while also delivering major public facilities in the form of structured public parking spaces and a public park integrated into the Eastern Greenway.

LOT 25- BETHESDA, MD

WISCONSIN AVE, BETHESDA, MD

TABLE OF CONTENTS

1.....	Cover Sheet
2.....	Table of Contents
3.....	Vicinity Map
4.....	Regional Aerial View
5.....	Existing Context
6.....	Wisconsin Corridor & Eastern Greenway
7 - 10.....	Landscape Concept Design
11.....	Allowable Height
12 - 15.....	Building Form- Eastern Greenway
16 - 18.....	Massing in Context
19.....	Setback Diagram
20 - 21.....	Building Section
22- 26.....	Building Floor Plans
26 - 28.....	Precedents



LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023





VIEW LOOKING NORTH ON WISCONSIN AVE.



VIEW LOOKING WEST ON HIGHLAND AVE.



VIEW LOOKING SOUTH ON WISCONSIN AVE.



VIEW LOOKING SOUTH ON TILBURY ST.



LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023

Old Georgetown Road, Wellington Drive, Bethesda-Chevy Chase East, Chase Avenue, Eastern Greenway, Cheltenham, Western Edge, Elm Street, Caroline Freeland

For more information on each park description, see the Bethesda Downtown Sector Plan – 2.7 Parks and Open Space.

- Intent
- Formally planned, flexible open spaces for:
- Informal gathering
 - Lunchtime relaxation
 - Small special event gatherings
 - Walk-to recreation

- Key Features
- Lawn area
 - Shaded seating
 - Play area
 - Optional: a skate spot, a community garden, or similar neighborhood serving amenities

Size - ¼ acre minimum, ½ acre ideal

- Experiences - ensure a mix of uses
- Active
 - Contemplative
 - Social gathering/community building



Relationship to Adjacent Uses (context)

- Located in the center of residential developments
- Within walking distance of residents

Site Access and Connectivity/ Social Equity

- Ensure physical and visual connections from street
- Ensure safe pedestrian crossings
- Ensure access to all
- Promote diversity

Special Features

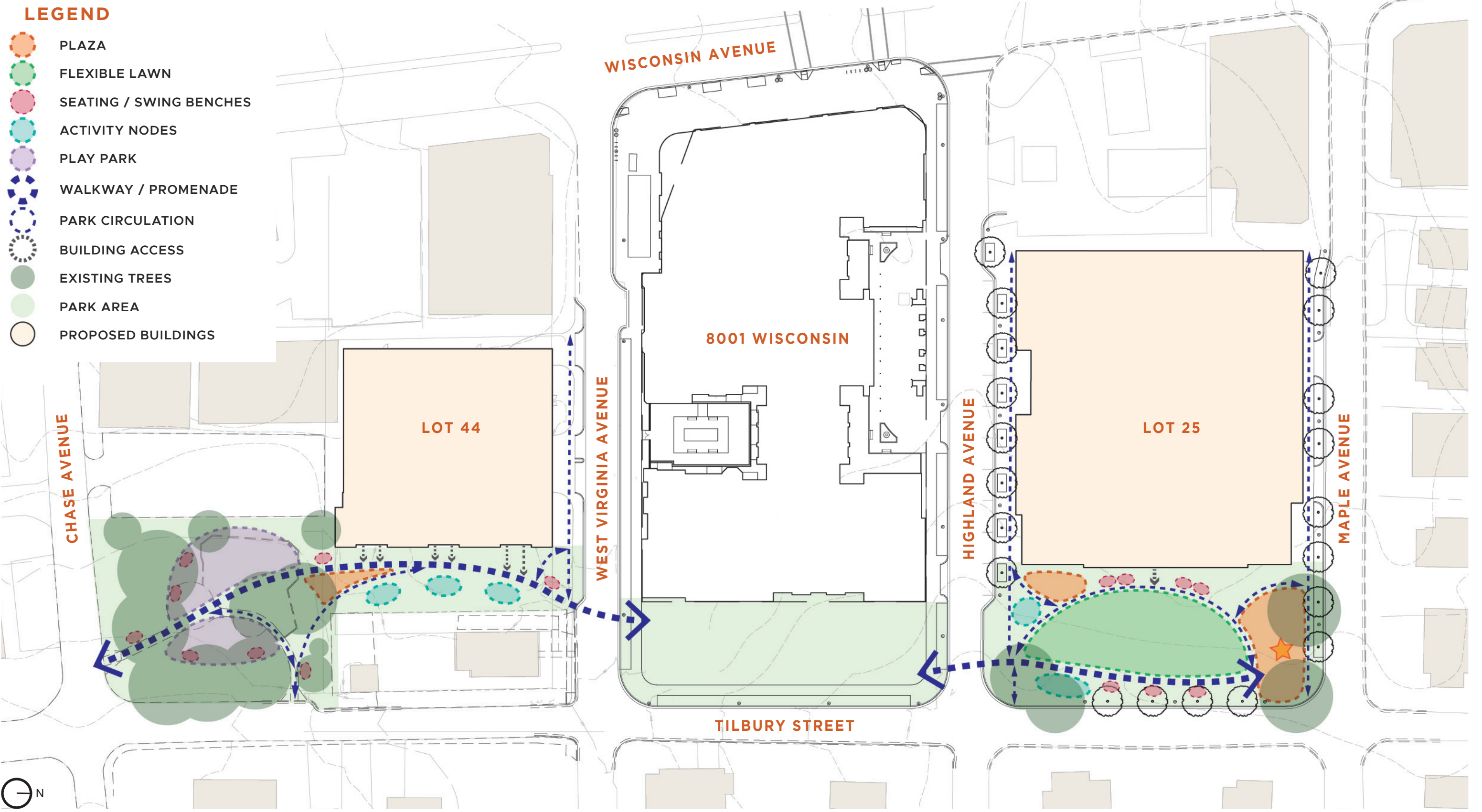
- Picnic areas
- Play features and small game spaces
- Open lawns
- Neighborhood serving amenities, neighborhood identity features
- Wayfinding, signage, interpretative features

Frequency of Use

- Seasonal Events
- Weekly Functions
- Daily Functions



BETHESDA DOWNTOWN PLAN EASTERN GREENWAY
CONCEPT BUBBLE DIAGRAM

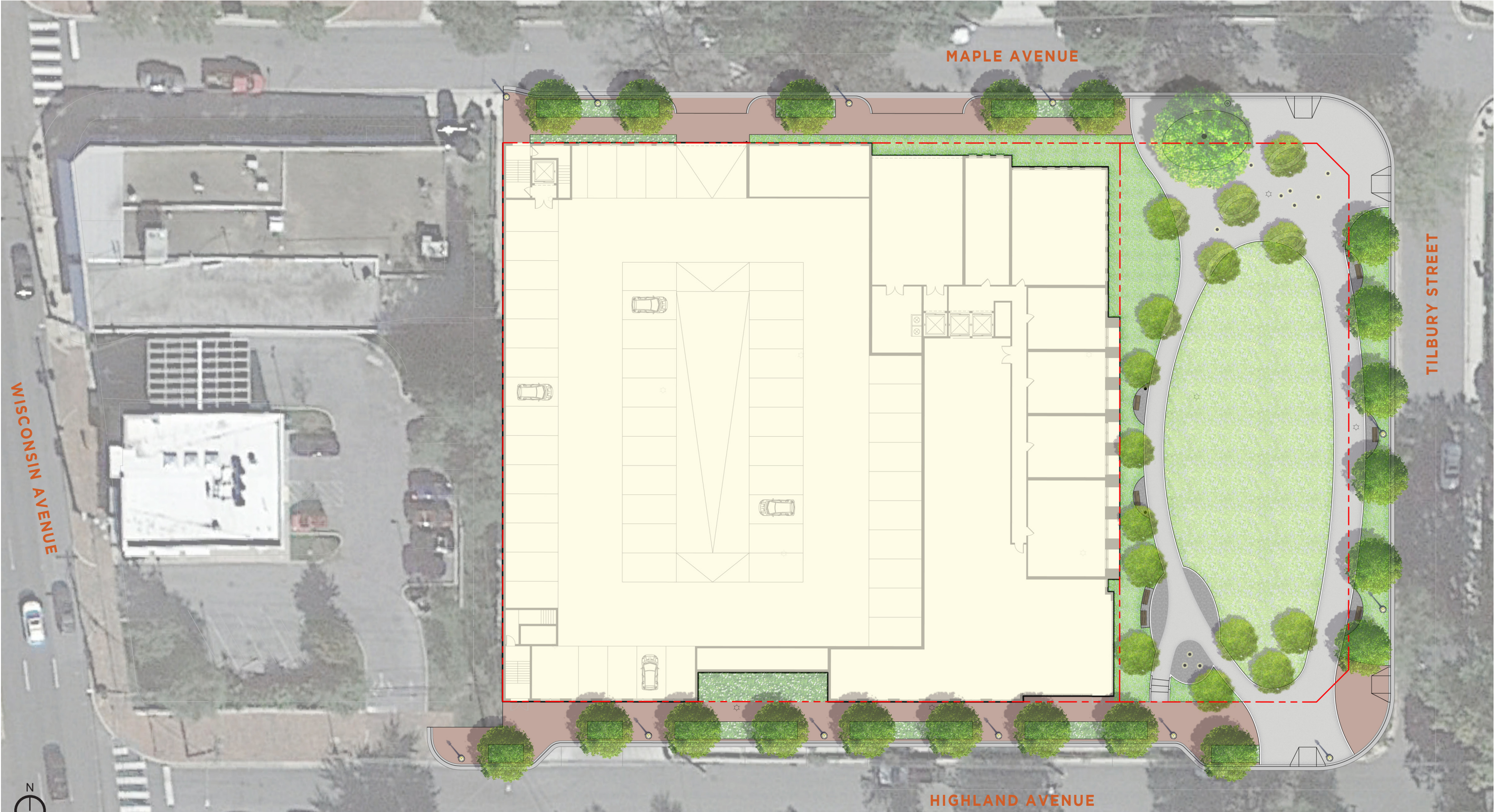


BETHESDA DOWNTOWN PLAN EASTERN GREENWAY NORTH
PRECEDENTS

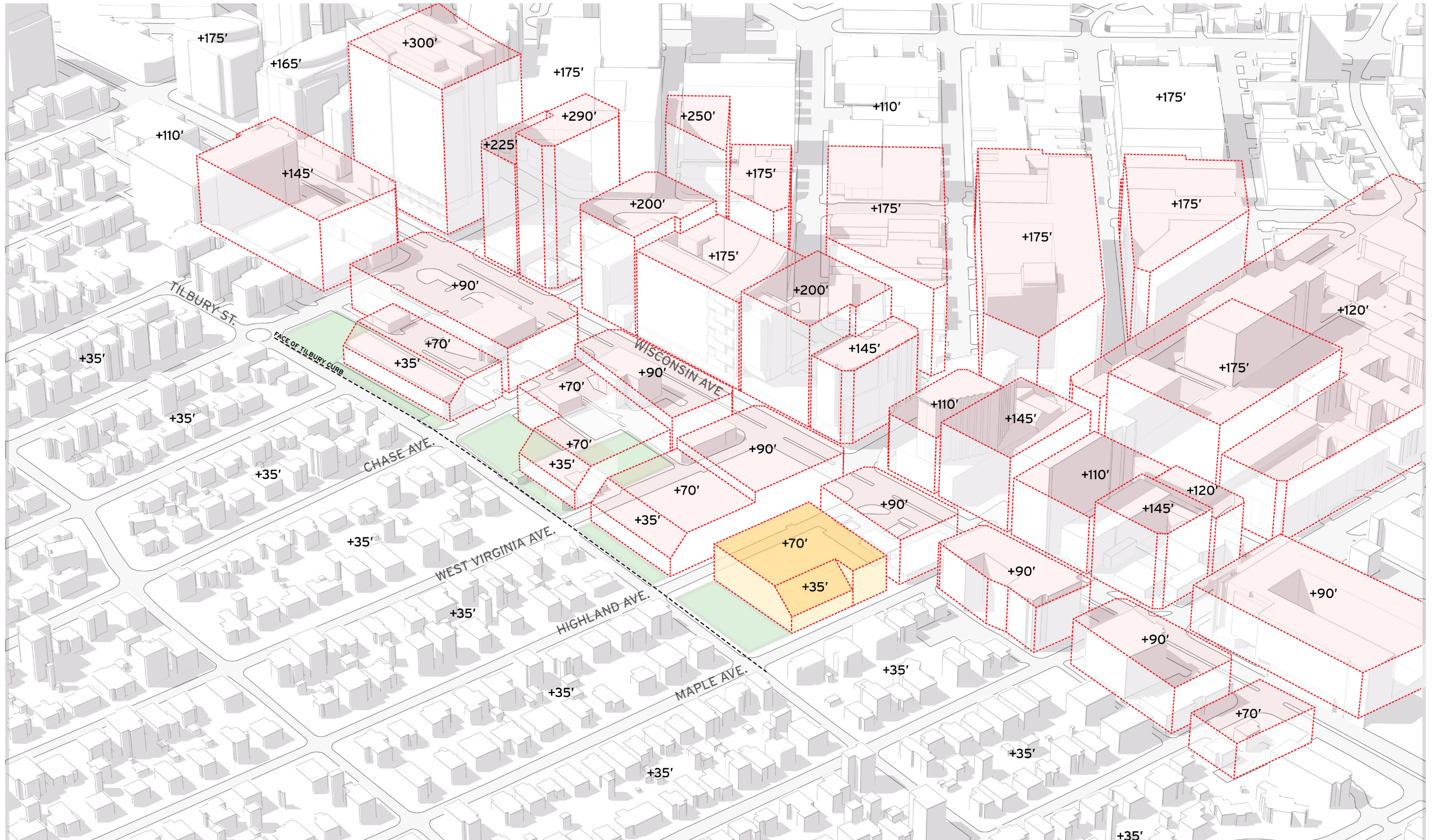


LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023

BETHESDA DOWNTOWN PLAN EASTERN GREENWAY NORTH
CONCEPT PLAN RENDERING

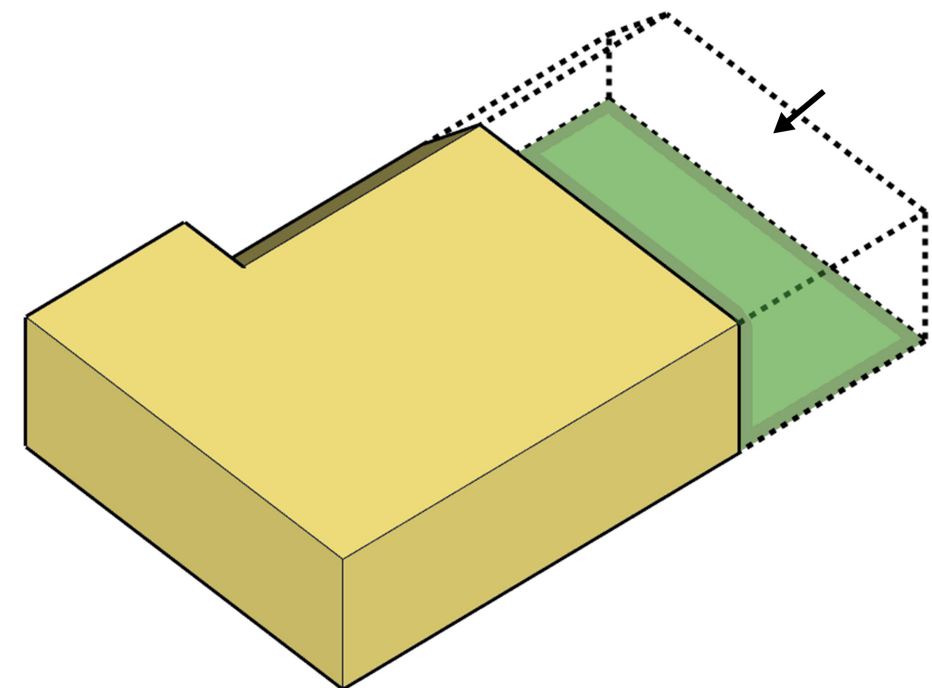
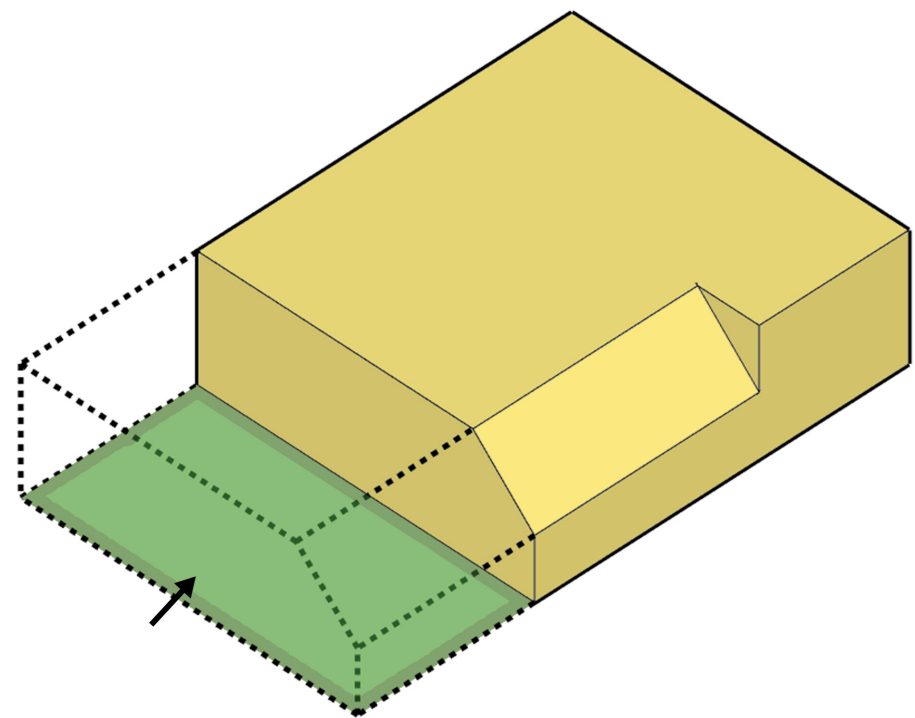
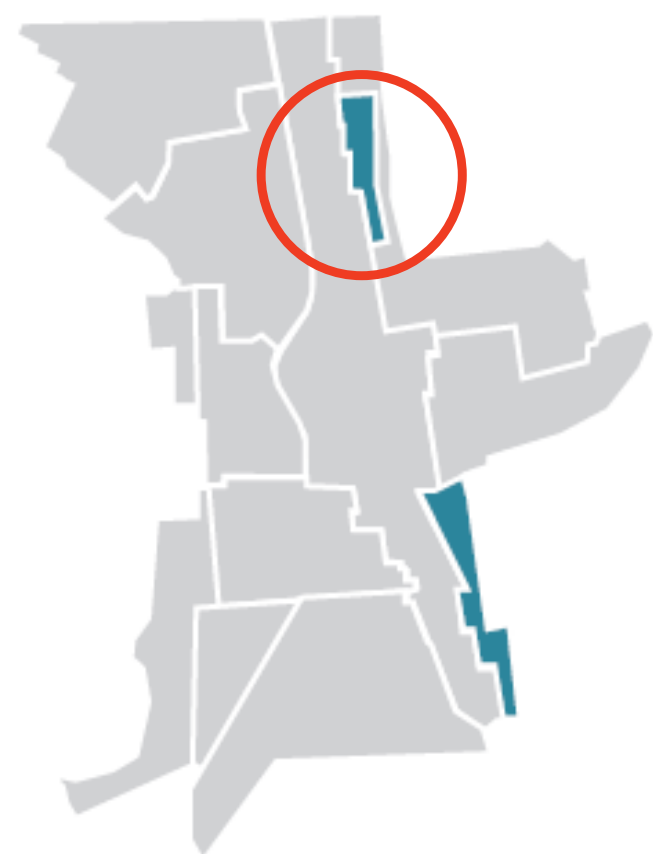
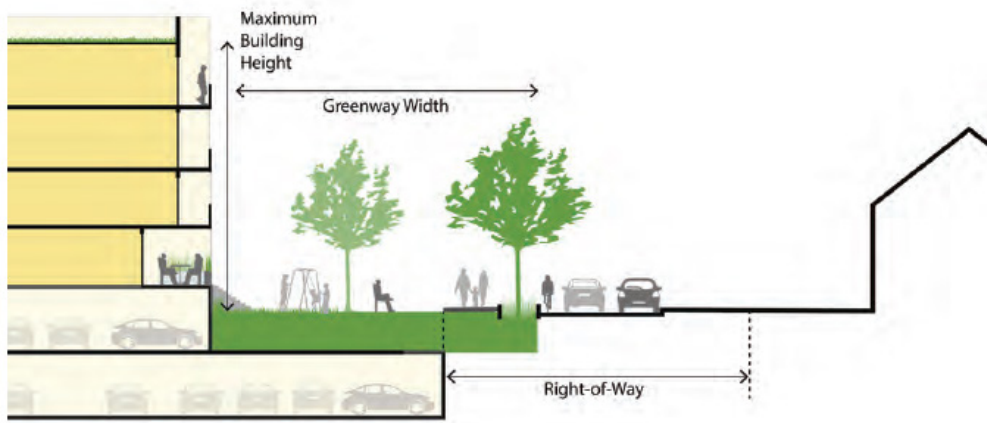


LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023



3.4.1 Eastern Greenway

These parks are envisioned as destinations and pockets of larger green space along the edge of the downtown. Height limits and greenways will ensure compatibility, provide public open space, enhance connectivity and improve environmental quality.

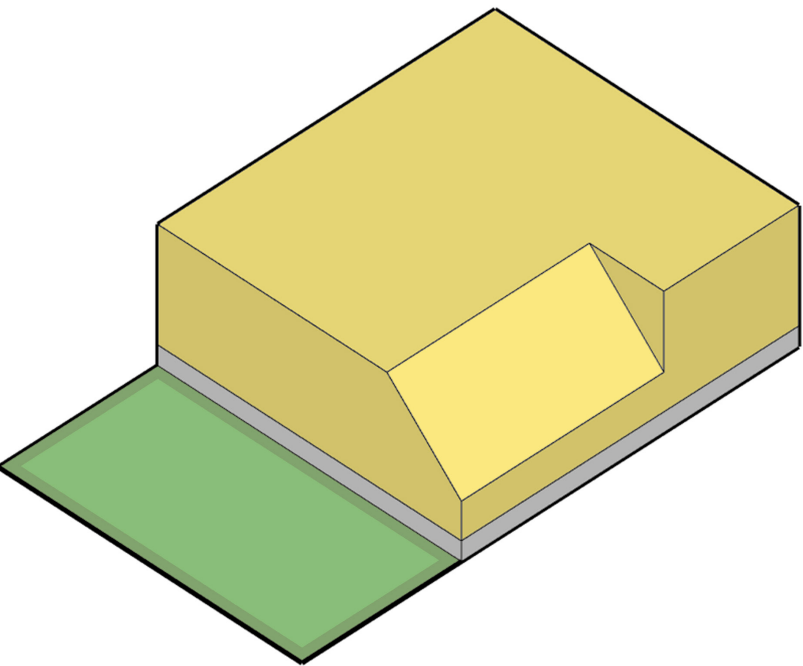


I. CARVE GREENWAY

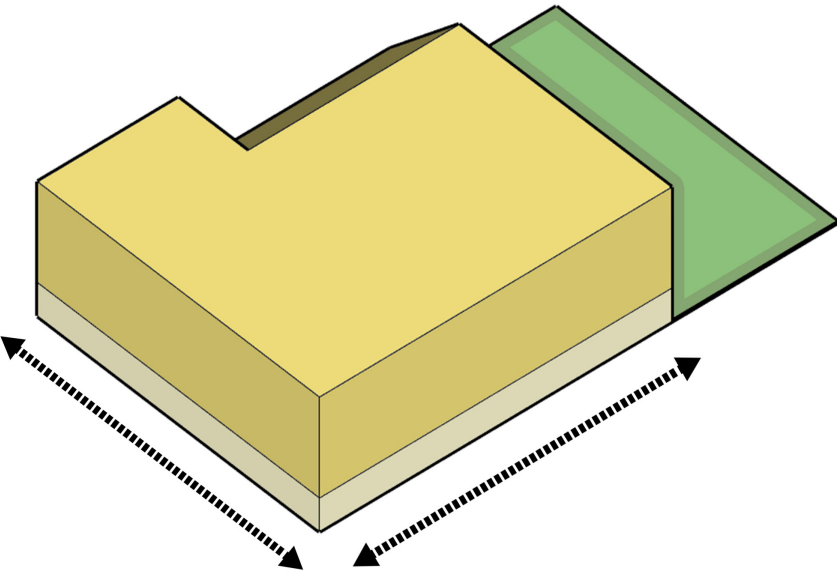
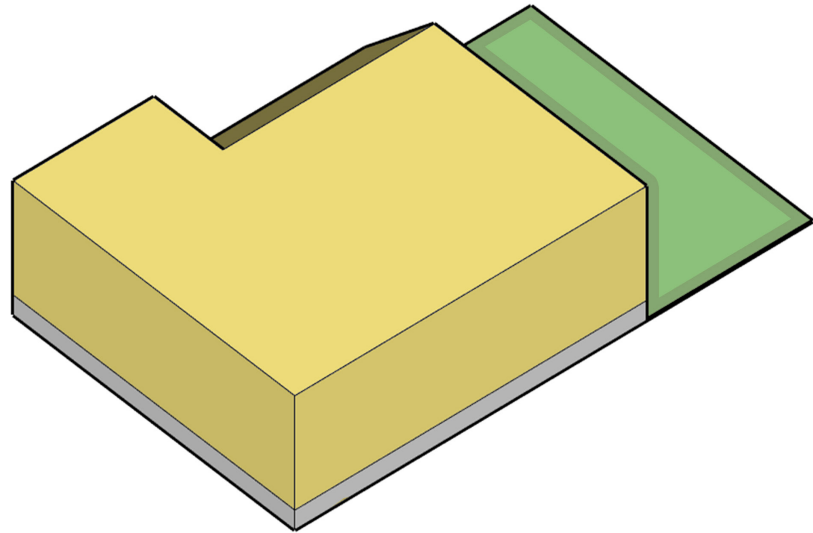
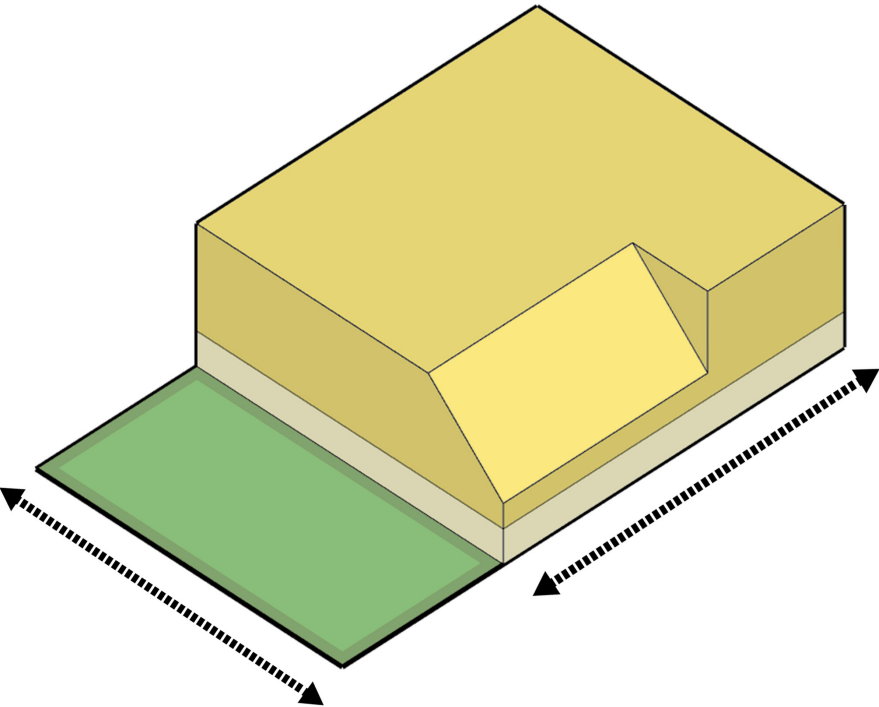
BUILDING FORM- EASTERN GREENWAY

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.

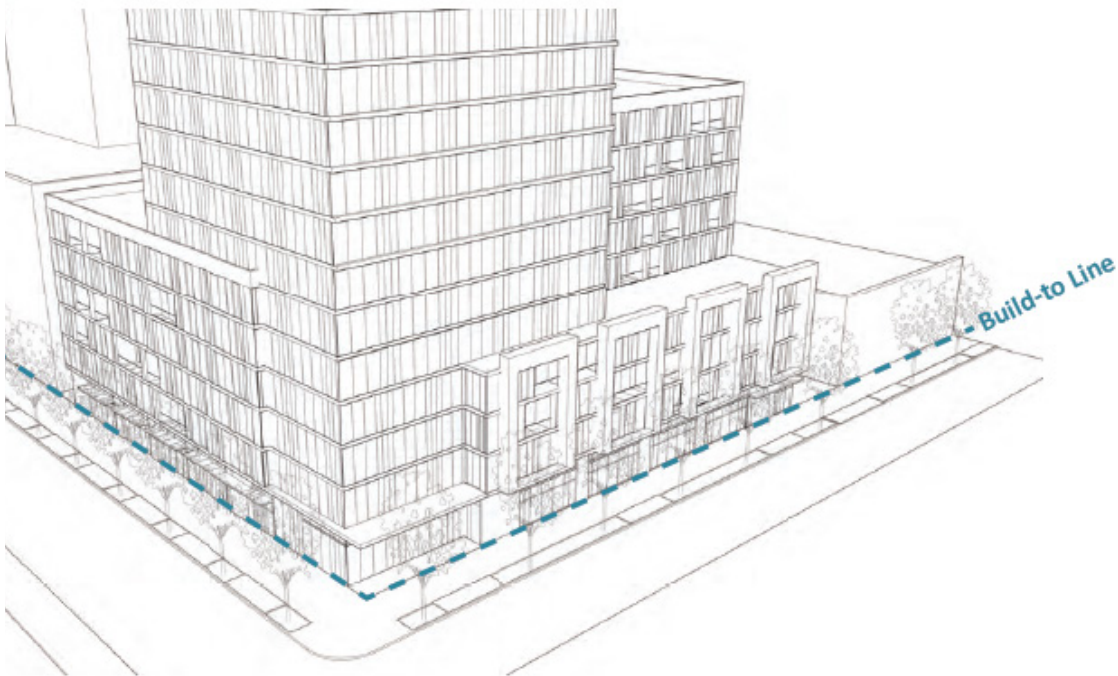


INCREASE HEIGHT DUE TO PUBLIC PARKING



3. ESTABLISH STREET

BUILDING FORM- EASTERN GREENWAY



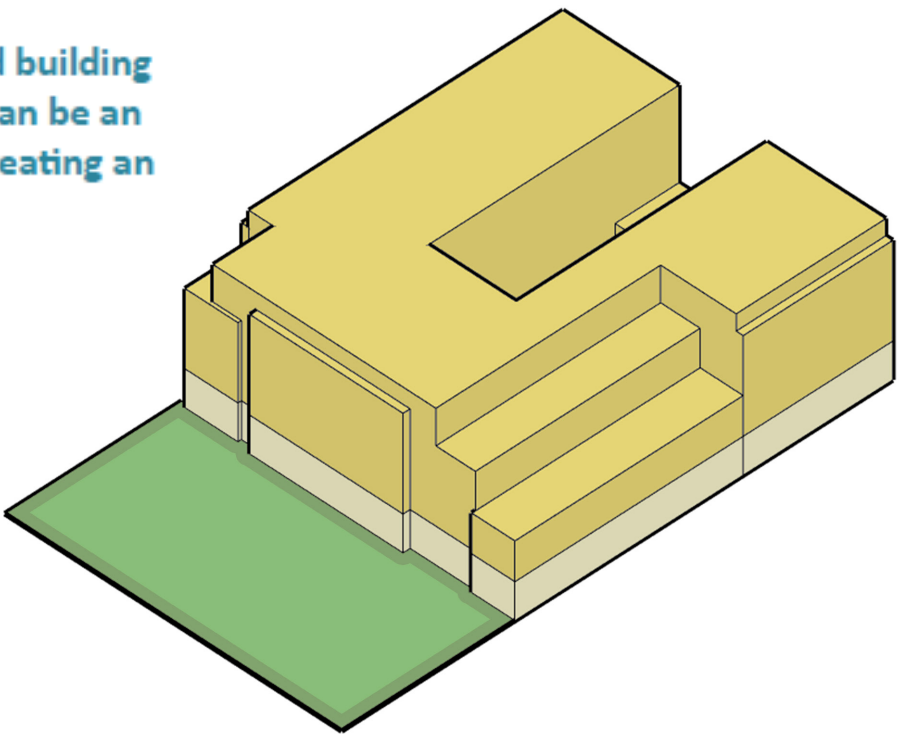
2.4.8 Tower: “Menu” of Methods to Reduce Bulk

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.

Alternative Treatments:

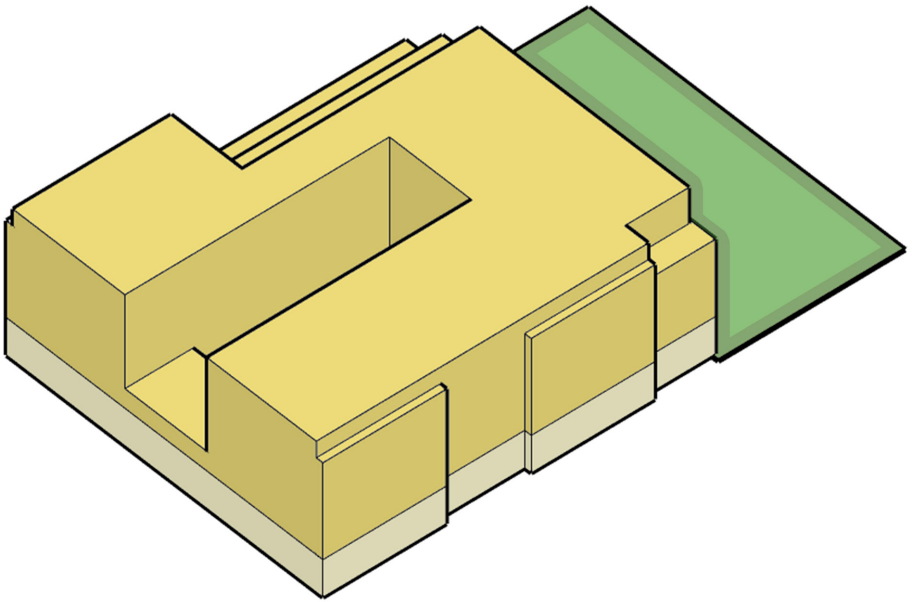
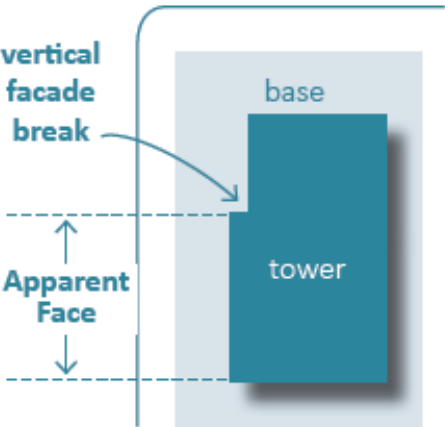
Though step-backs are one of the preferred methods to reduce tower bulk, especially on small neighborhood street types, alternative methods are outlined in *Section 2.4.8 Tower: “Menu” of Methods to Reduce Bulk*. These alternative methods particularly apply to buildings lower than 90-120 feet as noted in *Section 2.1 Street Types*, or to sites with limited size or property depth from the street.

In cases where a step-back is not provided, another method to relate to the context of adjacent building heights and base conditions is with a change of materials or clear regulating lines.



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.



4. LIMIT APPARENT FACE

BUILDING FORM- EASTERN GREENWAY

2.4.1 Compatibility

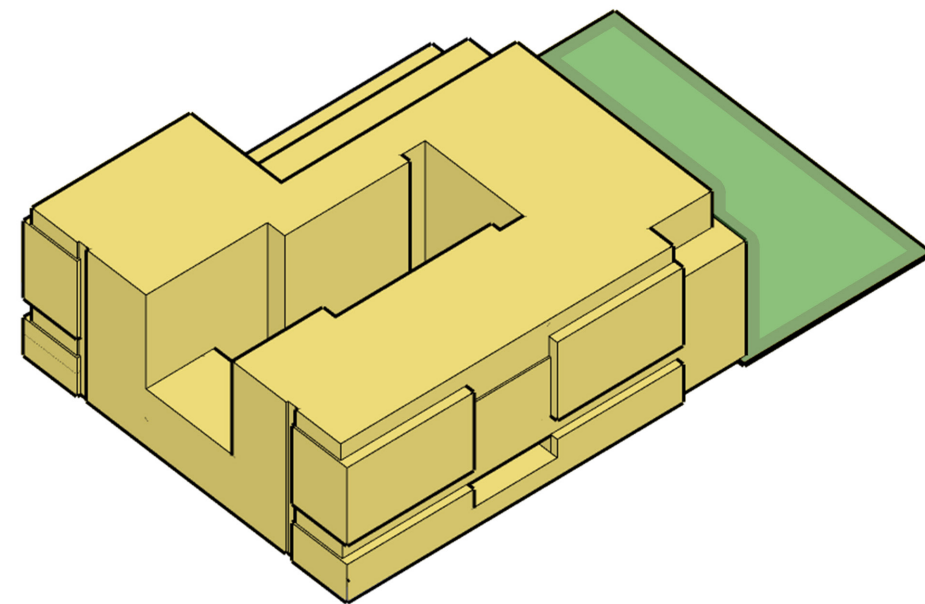
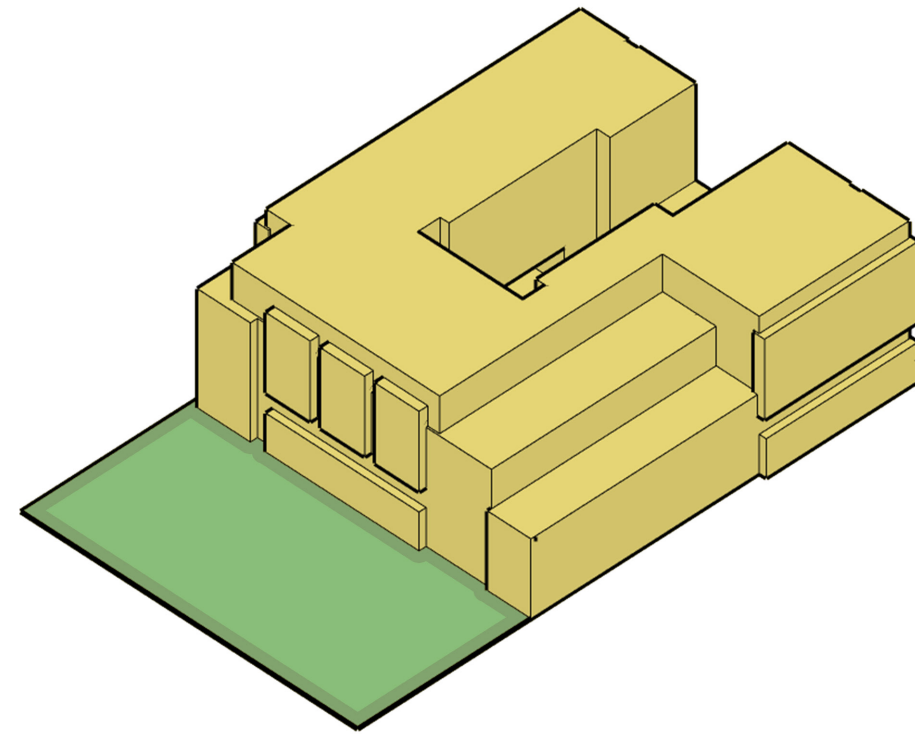
Intent: Most new projects in Bethesda will be infill development, therefore design should respect the existing character and scale of the downtown's diverse districts, neighborhoods and public spaces.

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.

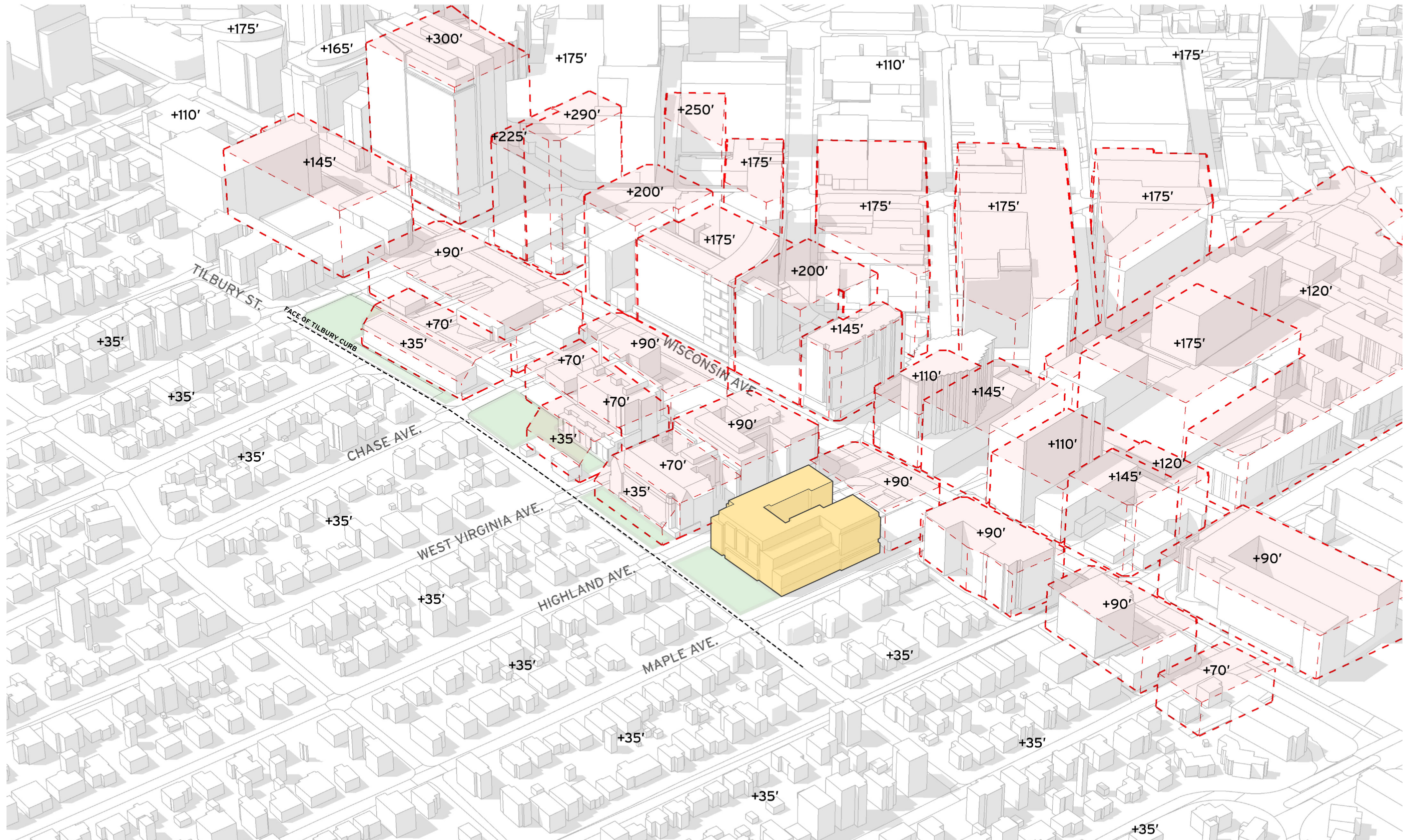


"Transitions from Wisconsin Avenue to surrounding neighborhoods require stepping down of buildings to mediate between high-rise and low-rise scales of the two areas." Source: The Vine Condos

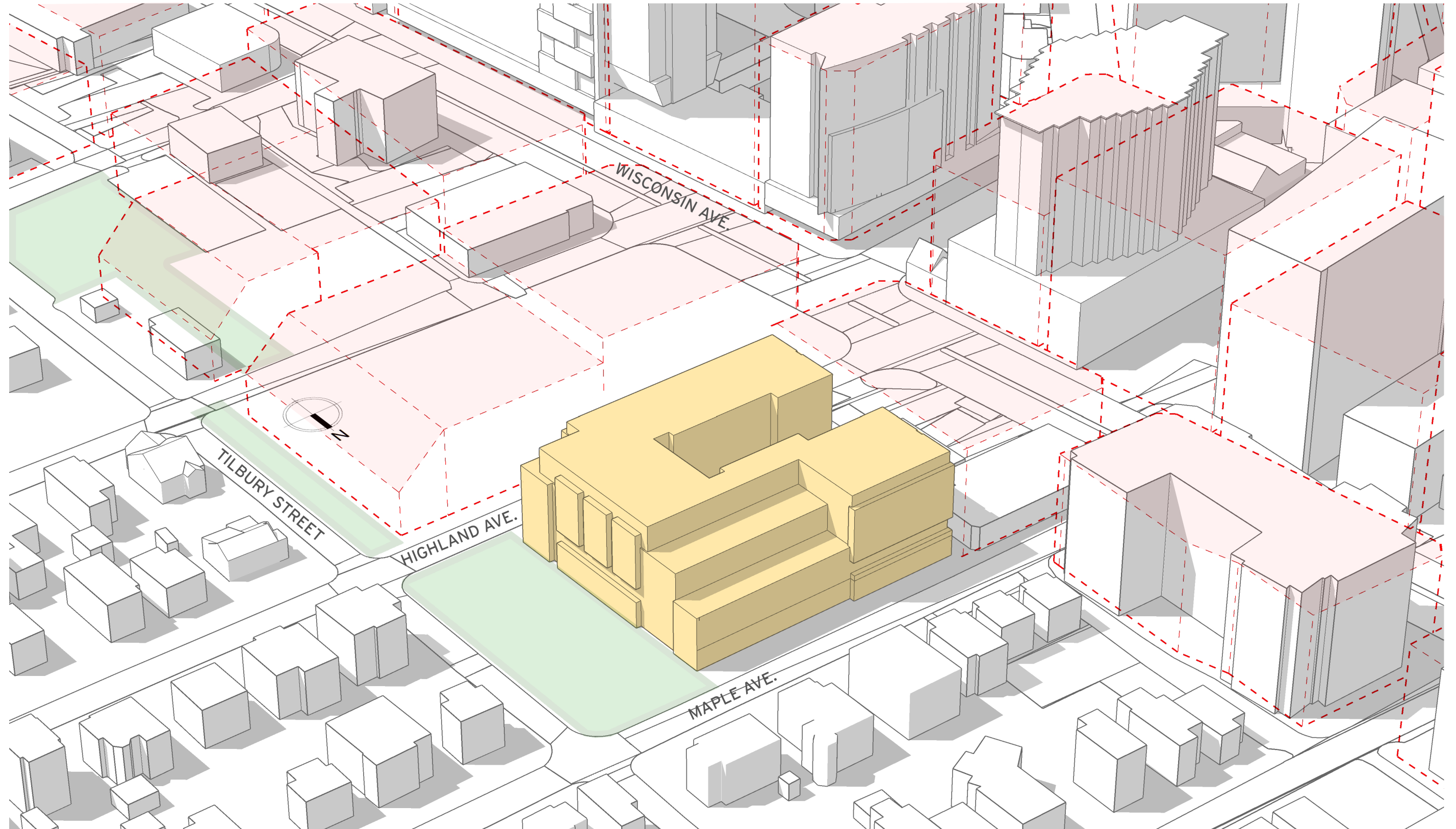


5. RELATE TO CONTEXT

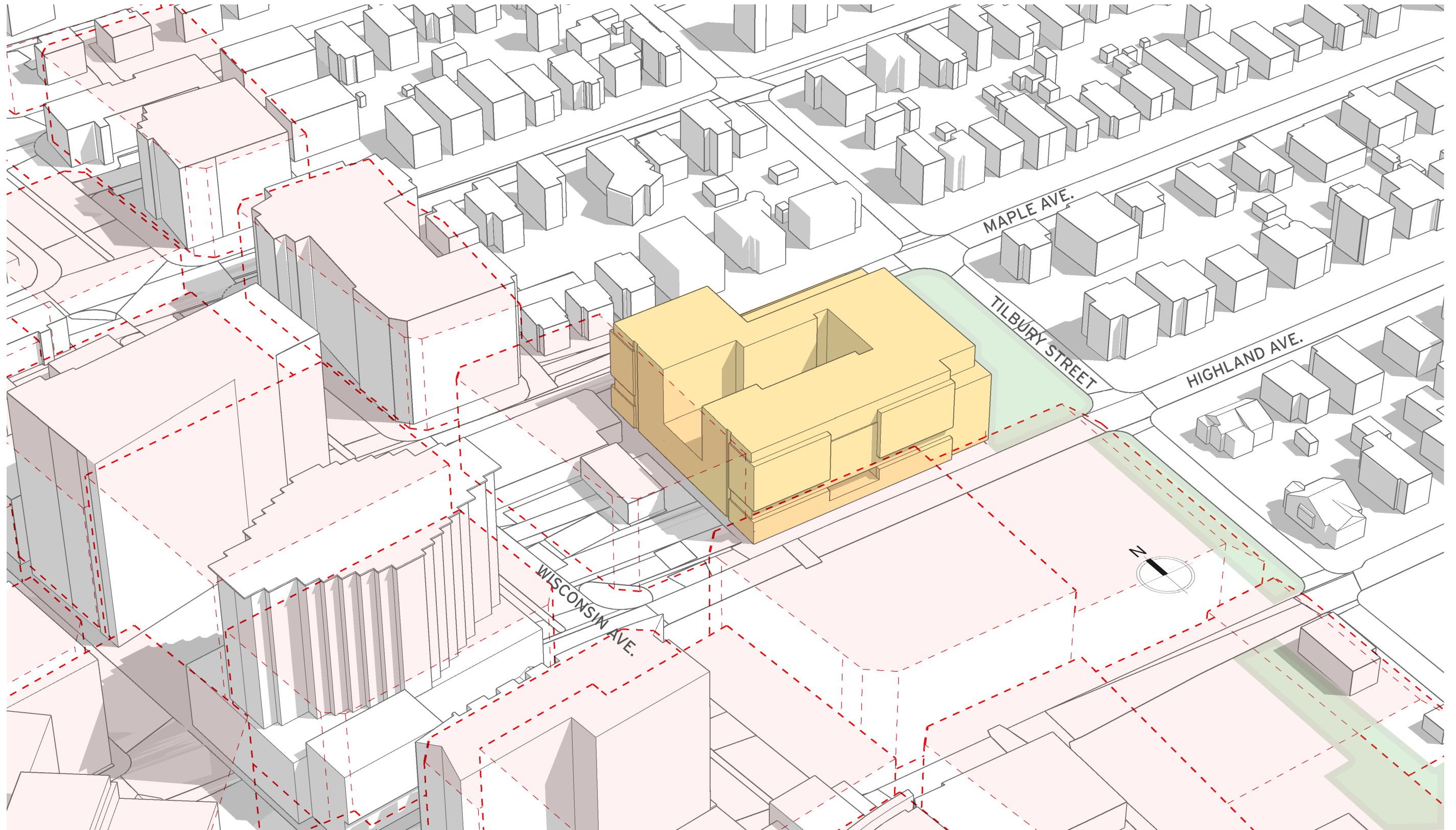
BUILDING FORM- EASTERN GREENWAY

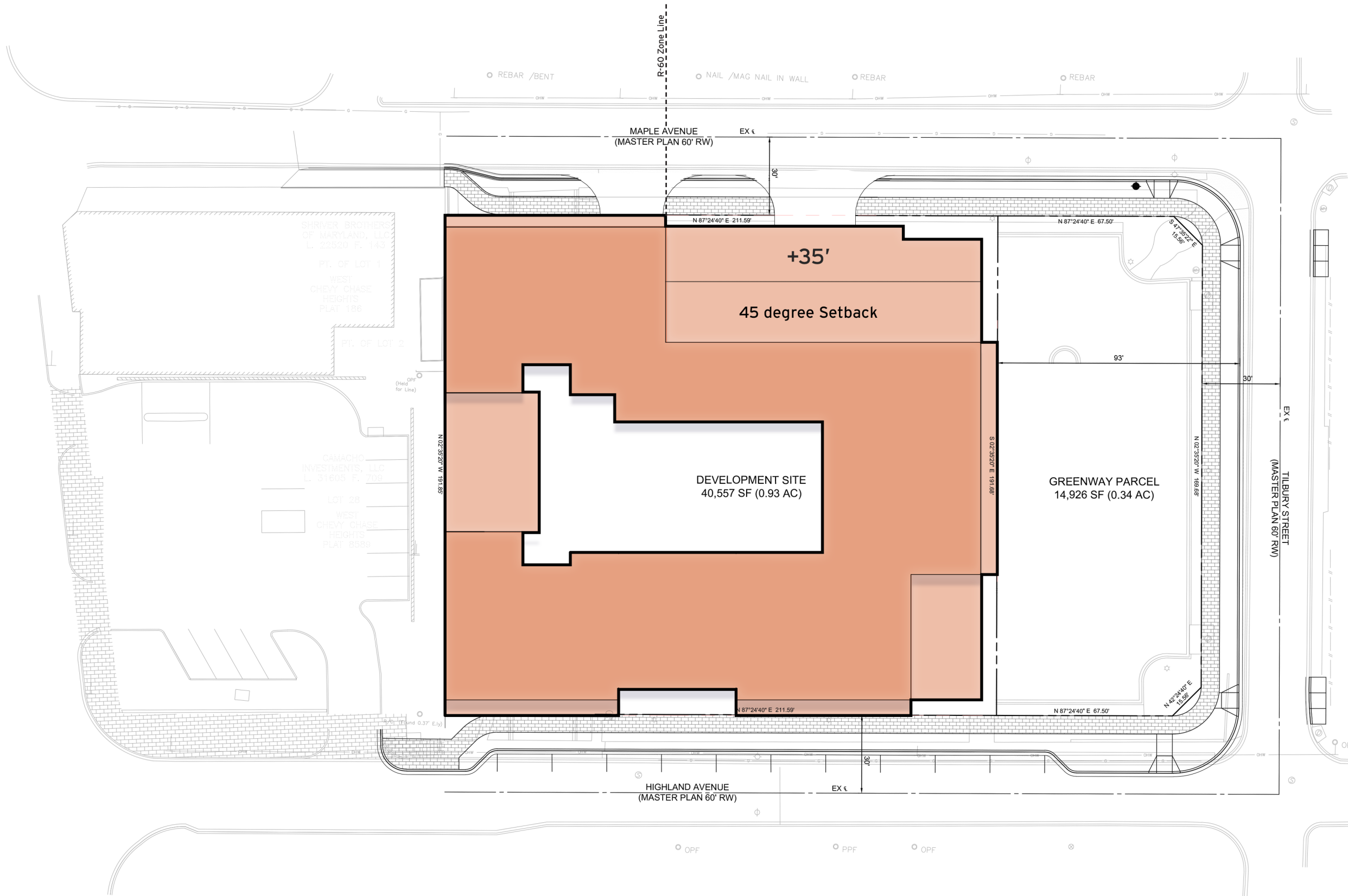


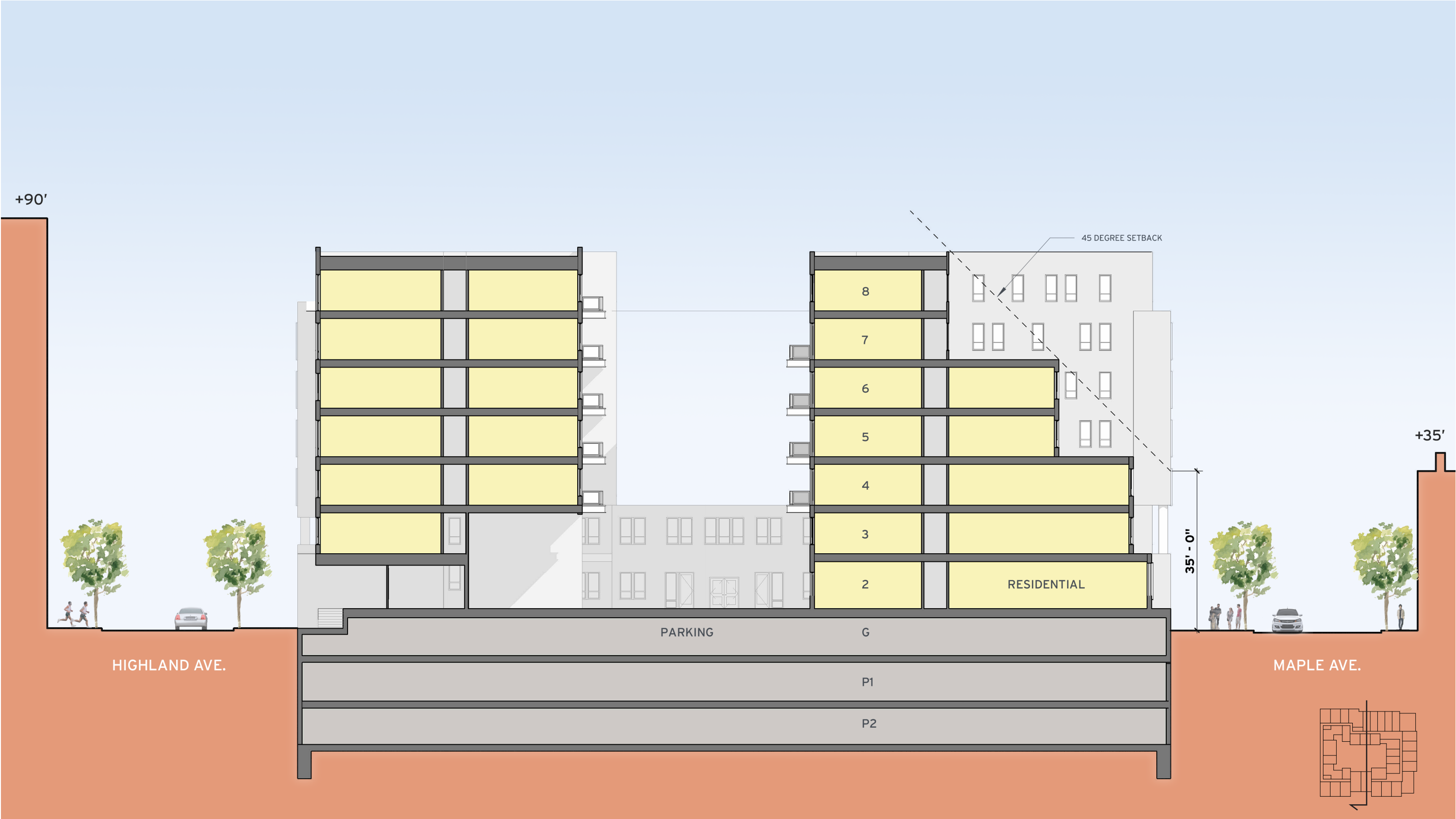
LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023



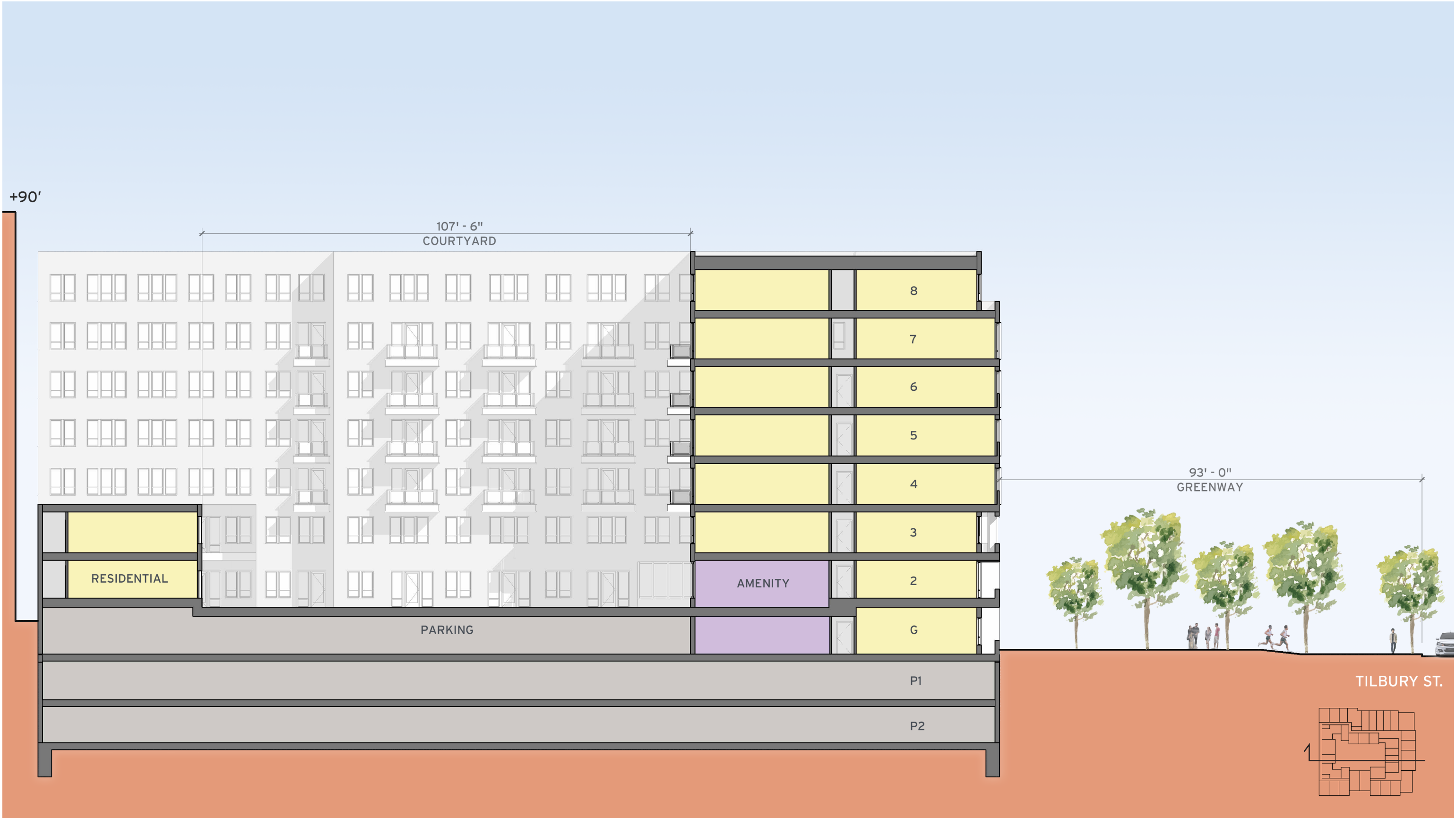
LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023

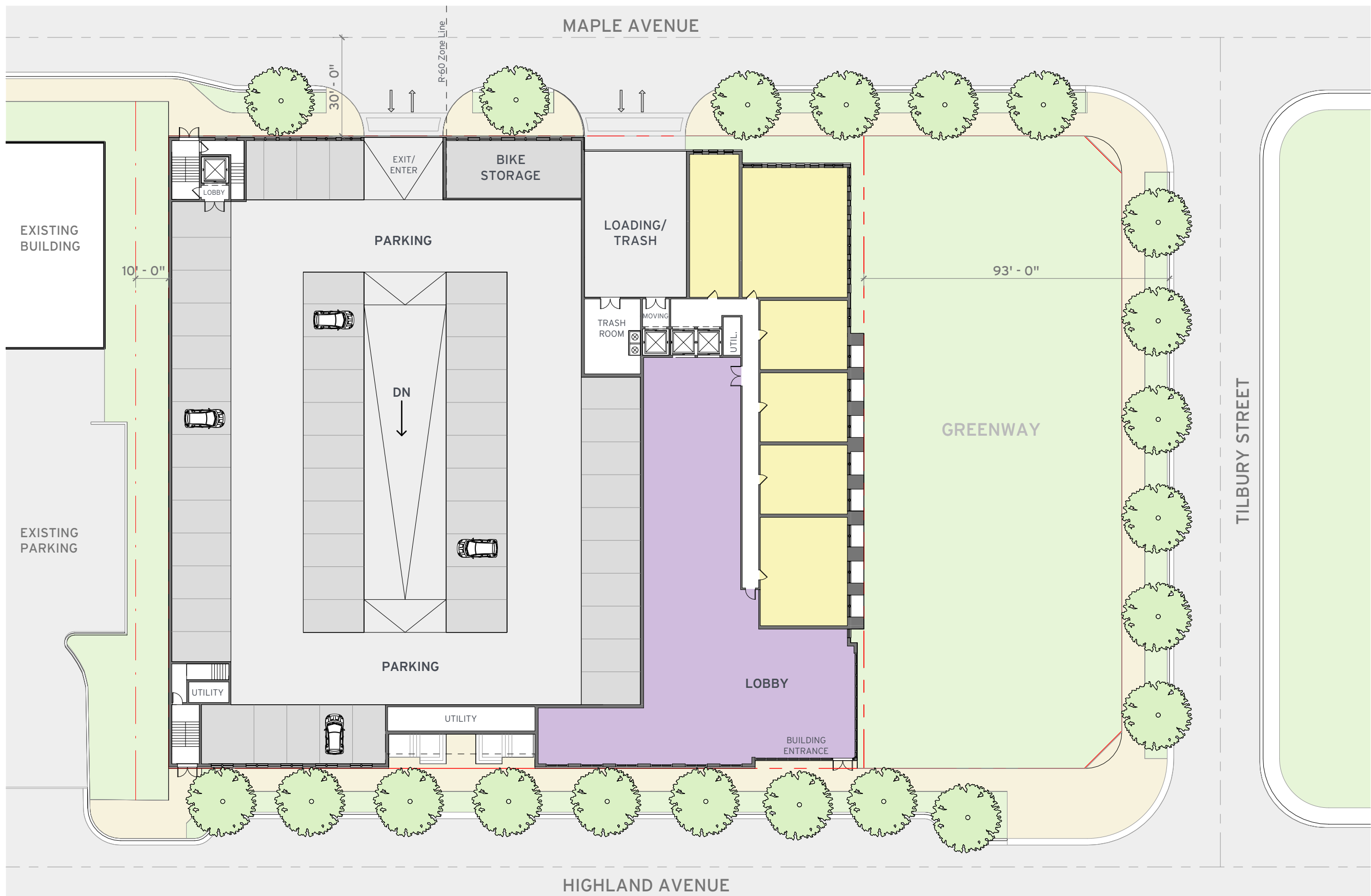




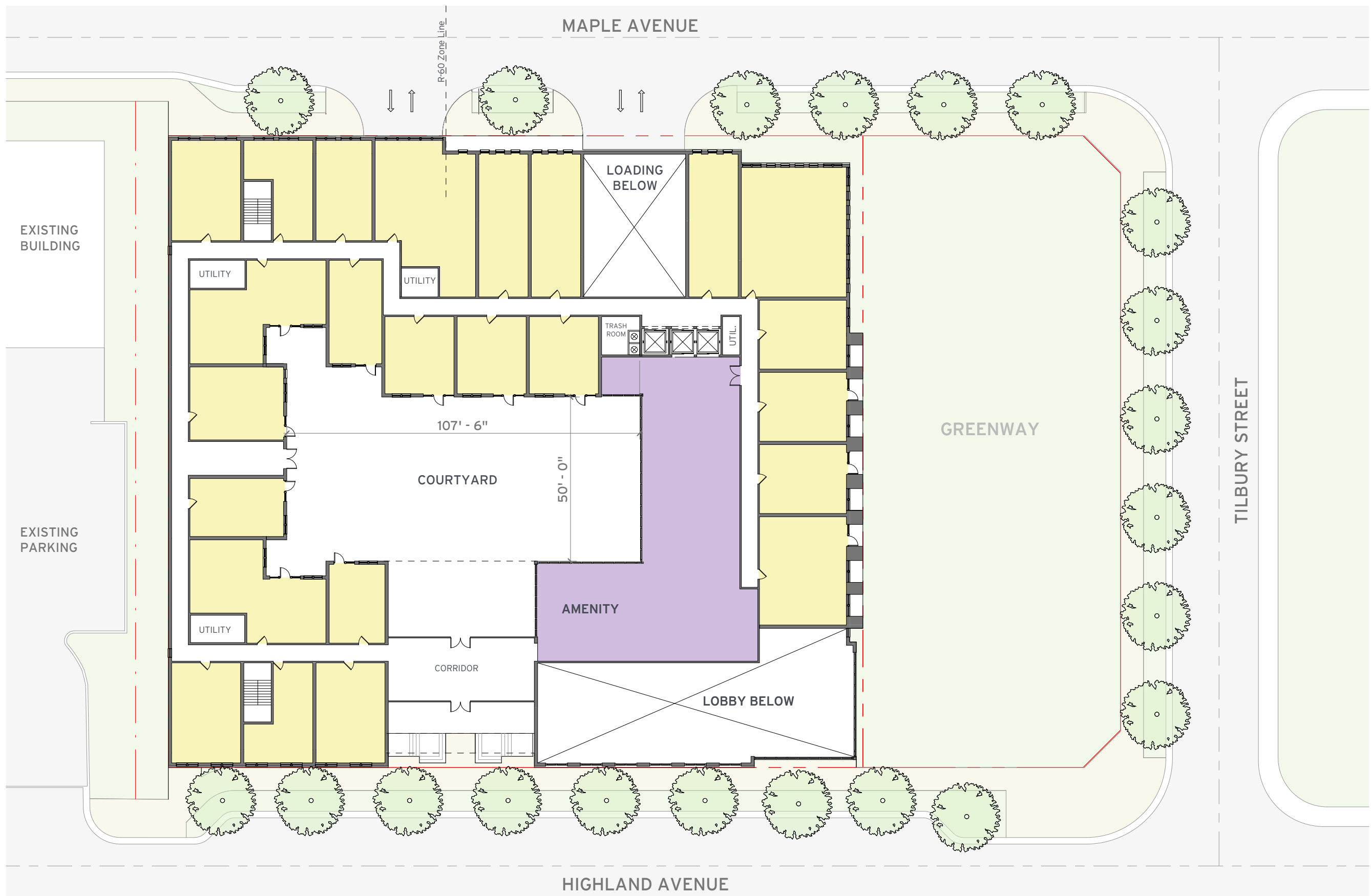


LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023

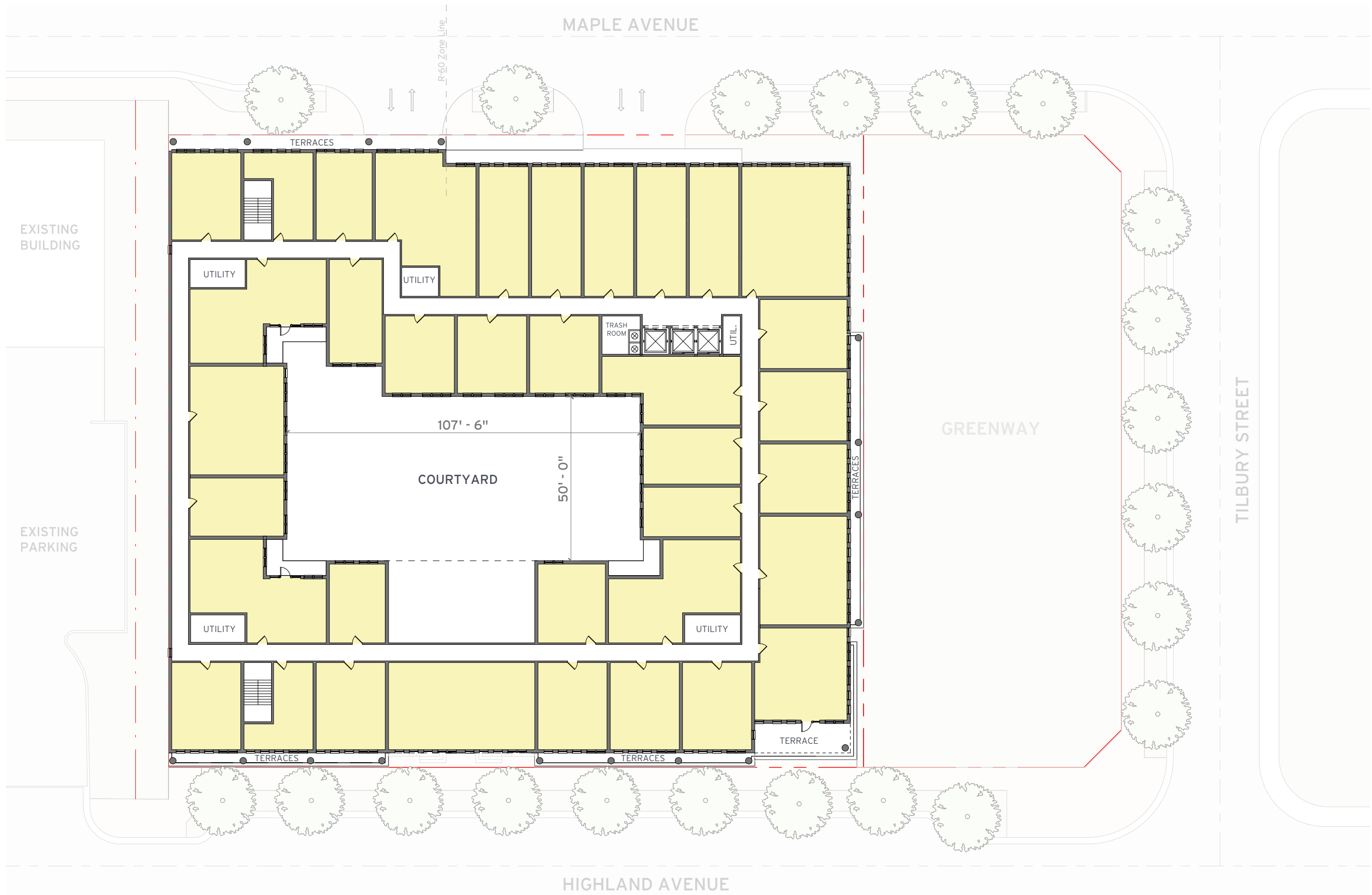




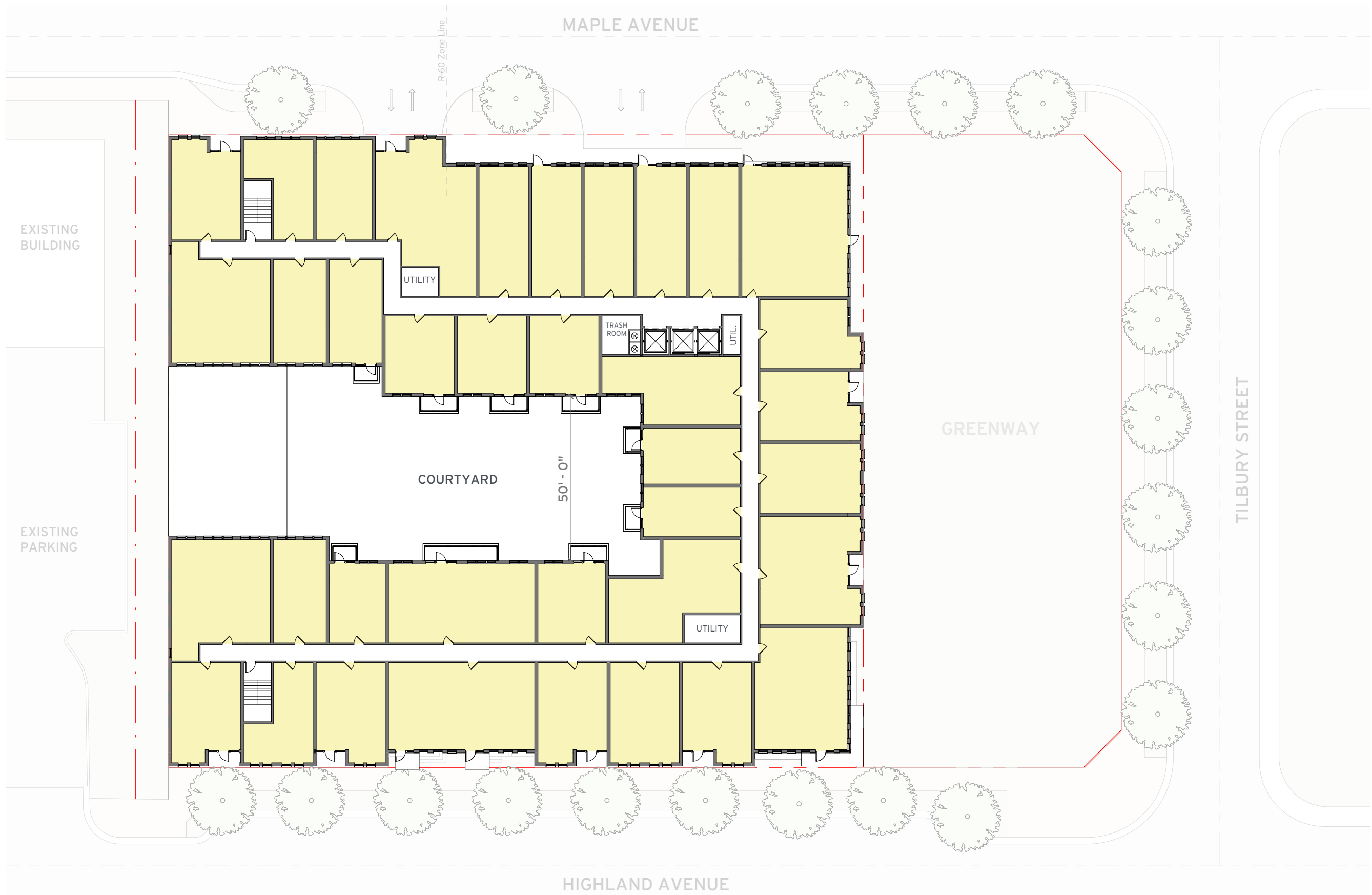
LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023

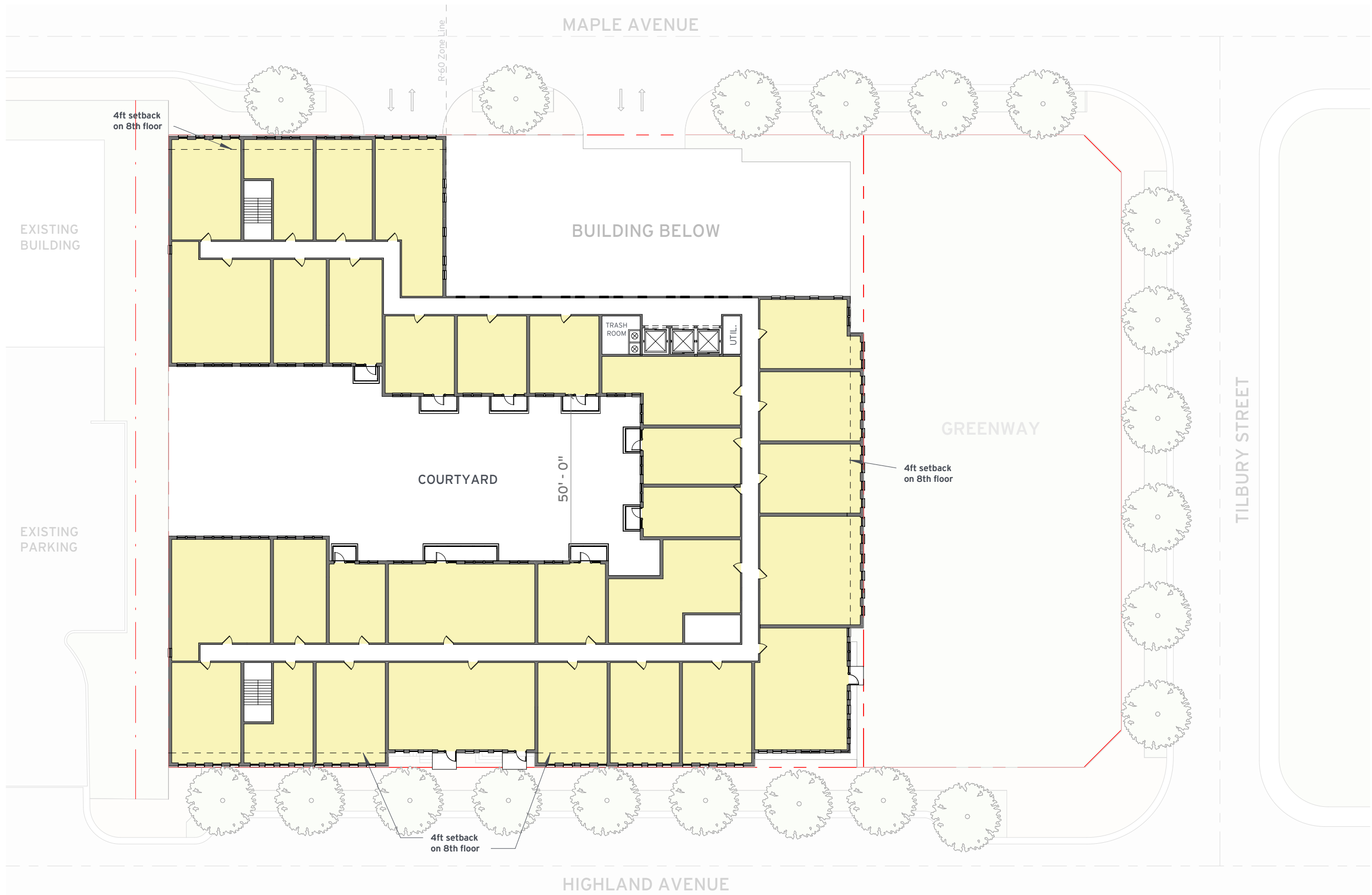


LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023



LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023





LOT 25 - BETHESDA, MD
NOVEMBER 29TH, 2023



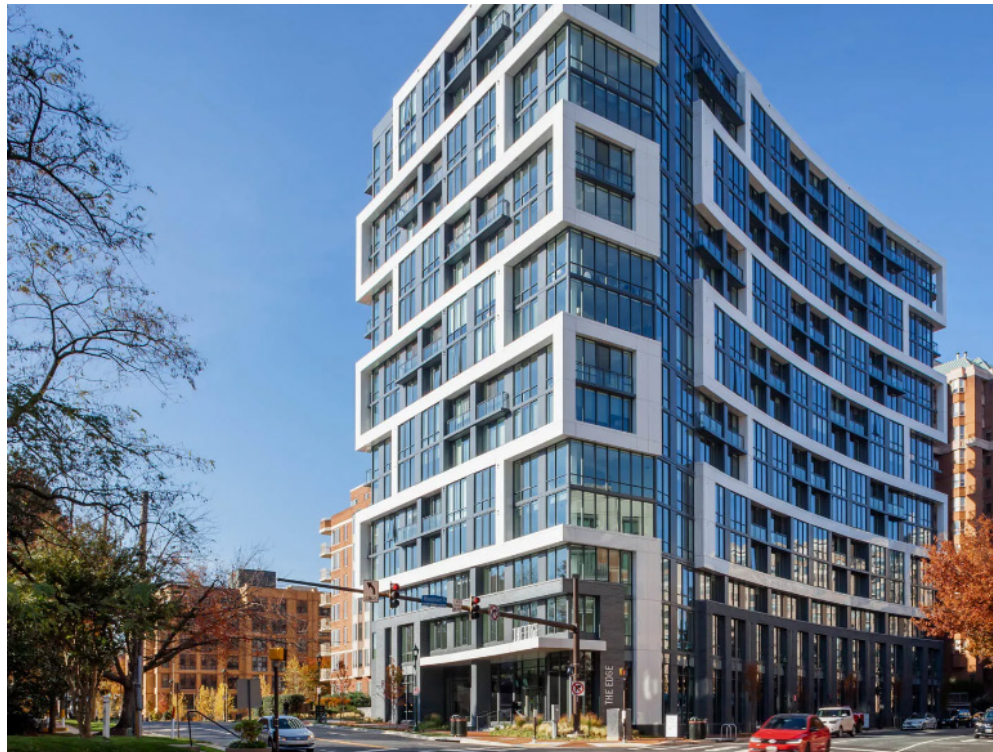
7501 WISCONSIN AVE



8001 WOODMONT AVE



8001 WISCONSIN AVE



4885 EDMOOR LANE



8300 WISCONSIN AVE



7750 WISCONSIN AVE

