

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	PLD Lot 44
File Number(s)	32019006A & 82020010A
Project Address	

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Shane Crowley	240-507-1884	Scrowley@broadbranchdmv.com
Architect	Jeremy Sharp, Torti Gallas Partners		
Landscape Architect	Trini Rodriguez, ParkerRodriguez		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	Cr-3,C-2,R-2,75,H-70/CRT-0.5,C-0.25,H-70	114'	125,469 sq. ft.	54,594	15% (with partial alternative paym
Proposed Land Uses	Multi-family residential units, private parking and amenities, and Eastern Greenway park				

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): Neighborhood Local Street (West Virginia Avenue)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5-8 feet	11.5 feet	
Pedestrian Thorough Zone	6-10 feet	8 feet	
Frontage Zone	0 - 4 feet	2 feet	
Building Placement			
Build-to Line (from street curb)	12 -15 feet	21.5 feet	
Building Form			
Base Height	2-4 stories	4 stories	
Step-Back	15-20 feet		Yes

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'	N/A	
Step-Back	Per Street Type	5'/41'	Yes
Bulk Reduction Methods	Reduced apparent bulk via large setback to the west, with townhouse style units facing residential community to the east		

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

☒ Yes ☐ No

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

EXCEPTIONAL DESIGN POINTS REQUESTED (MIN: 10, MAX: 30): 20

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



PLD Lot 44 Redevelopment
DAP Submission (Sketch Plan No. 32019006A and Site Plan No. 8202001A)

I. Brief Project Description

Lot 44 Associates LLC (the “Applicant”) is part of a joint venture that was selected to redevelop Montgomery County Parking Lot 44 (“Lot 44”) through a competitive Request for Development Proposals (“RFDP”) process conducted by Montgomery County (the “County”).¹ The joint venture owns the abutting property to the east, 4702 West Virginia Avenue, which will be incorporated into redevelopment of Lot 44 to allow for a contiguous and cohesive Eastern Greenway to the north and south. Redevelopment plans for up to 19 multi-family dwelling units on 4702 West Virginia Avenue were previously reviewed by the Design Advisory Panel in 2019, and the Planning Board approved Sketch Plan No. 320190060 on June 6, 2019, and Site Plan No. 820200100 on May 14, 2020.

Pursuant to M-NCPPC’s speed to market designation, the Applicant submitted a Concept Plan application for DAP review in November of 2023, and this submission is intended to address design comments provided by the DAP as part of its future submission of a combined Sketch Plan amendment, Preliminary Plan of Subdivision, and Site Plan amendment.

Lot 44 and 4702 West Virginia Avenue total approximately 32,375 square feet of tract area and are bounded by West Virginia Avenue to the north, 4700 West Virginia Avenue to the east, Chase Avenue Urban Park the south, and 10’-wide public alley that separates several retail buildings along Wisconsin Avenue to the west (the “Property”). 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 Eastern Greenway District of Downtown Bethesda as identified in the Bethesda Downtown Sector Plan, approved and adopted in May of 2017 (the “Sector Plan”).

Pursuant to a General Development Agreement (the “GDA”) negotiated between the County and joint venture, the Applicant is proposing to redevelop the Property with up to 120,000 square feet of multi-family residential uses (including seven (7) deeply affordable Moderately Priced Dwelling Units – “MPDUs”), up to 5,469 square feet of live/work uses, up to 99 structured private parking spaces, and a ±43’-6”-wide public park integrated into the Eastern Greenway (the “Project”). In order to create the Sector Plan recommended compatible transition to the single-family neighborhood to the east, the Applicant is proposing six (6) townhouse units along the eastern portion of the Property with a maximum height of 43’-6” feet along the proposed Eastern Greenway Park dedicated and constructed by the Applicant.

As illustrated on Figure 3.15 from the Sector Plan (copied below), absent the Applicant’s incorporation of 4702 West Virginia Avenue (denoted by yellow highlighting) into the Eastern

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

Greenway, it would be infeasible to have continuous and cohesive park space that links the blocks to the north to Chase Avenue Urban Park because of a holdout property owner at the southwest corner of West Virginia Avenue and Tilbury Street (4700 West Virginia Avenue, outlined in red below).



As illustrated by the Landscape Concept Design prepared for Lot 25 and 44, the Project will provide an important connection to Chase Avenue Urban Park, thereby allowing for an interconnected park system on four (4) adjacent blocks that enhances compatibility between the Wisconsin Avenue Corridor to the west and the established East Bethesda residential community to the east. The assembled block to the north, 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"). The Applicant's joint venture partner will redevelop Lot 25 on the block further to the north to allow for up to 230,000 square feet of multi-family residential uses (including additional deeply affordable MPDUs), up to 145 structured public parking spaces, and a $\pm 93'$ -wide public park integrated into the Eastern Greenway.



The Project substantially conforms with the Sector Plan vision for Lot 44 and the surrounding area, which specifically provides that:

- “Parking Lot District (PLD) lots ... 44 should be converted to parks to the maximum extent feasible.”
- “The parking needs of neighborhood businesses that rely on these lots should be addressed and parking replaced where necessary.”
- “Provide a compatible transition between higher density development along Wisconsin Avenue and the East Bethesda and Town of Chevy Chase neighborhoods.”
- “Provide a green connector and a transition along the eastern edge of the Sector Plan area.” (Sector Plan, p. 133)

The Project includes housing (including for-sale affordable units) 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 in a new, consolidated structured parking facility delivered as part of the Lot 25 redevelopment. To further the Sector Plan vision for delivery of the Eastern Greenway Park (a major public facility²), the Applicant is requesting approval for four (4) levels 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 Project’s addition of ±99 private structured parking spaces will ensure that there is sufficient public parking in the

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.”

replacement public parking facility delivered on Lot 25 and at other nearby County parking lots to support surrounding business and resident demands. The inclusion of the Eastern Greenway Park diminishes the Applicant's ability to provide parking at or below grade. More specifically, the construction of a sufficient number of structured parking spaces to support this Project, without encroaching 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 114 feet of building height with the height of floors mostly used for above grade parking excluded from the mapped height of 70 feet, on the western portion of the Property.

The Applicant is proposing to incorporate approximately 70,875 square feet of mapped gross floor area and all allocation of approximately 54,594 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 43'-6"-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 7,000 square feet.

In response to comments from the DAP regarding the previously proposed loading bay along West Virginia Avenue, the Applicant followed the DAP's recommendation and coordinated with MCDOT and M-NCPPC staff to prepare a design that eliminates a curb-cut on West Virginia Avenue through a future waiver reviewed by the Planning Board. In lieu of this previously proposed curb-cut for a loading bay, the Project incorporates an on-street loading space along West Virginia Avenue that will accommodate safe and efficient loading and service for the Project, along with UPS, FedEx, and Amazon deliveries for the entire block (amongst other short-term pick-up and drop-off functions). The designation of an on-street loading space also creates an opportunity to narrow down the vehicle travel lanes and move the curb line to accommodate a sidewalk along the adjacent property frontage to the east. This design will enhance future pedestrian movements through the Eastern Greenway public open spaces to the north and south.

As described below, the Project is designed to advance each of the Eastern Greenway District 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 includes a 43'-6"-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. As highlighted above, due to a holdout owner on the adjacent property to the east (fronting Tilbury Street), the Project is necessary to delivering a contiguous link between Chase Avenue Urban Park to the south and the 8001 Wisconsin Avenue project to the north. This public park is envisioned to incorporate seating, activity nodes, flexible lawn space, and a hardscape plaza. The Project furthers the Sector Plan goal for a compatible

transition by reducing the building height along the Eastern Greenway Park to a maximum of 43'-6" feet and shifting building height and density further to the west.

- *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 43'-6" along the Eastern Greenway, and then steps up to accommodate additional building height closer to Wisconsin Avenue. The proposed 43'-6" greenway width will match the maximum proposed building height along this public park, and while the building height increases as it steps up to the west, the height is appropriately setback from Tilbury Street to enhance compatibility with the single-family neighborhood to the east.

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

As illustrated on the plan submittal, the Applicant is proposing to line the Eastern Greenway Park with townhouse units that include active elements, such as entries, balconies and a landscaped pathway.

- *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 the Eastern Greenway that advances this recommendation and is in accord with the 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.

- *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 north and south. Lot 44 is being redeveloped pursuant to a GDA that also includes Lot 25. Significantly, the design of the Eastern Greenway on both Lot 25 and Lot 44 has been evaluated to ensure a cohesive and interconnected design. As noted above, the inclusion of 4702 West Virginia is critical to ensuring a direct connection from Chase Avenue Urban Park to the Eastern Greenway blocks to the north.

- *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 West Virginia, which will allow for safe and efficient vehicular access to the Project without impacting pedestrian movements along the Eastern Greenway.

II. 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

Because the Eastern Greenway acts as a transition to the residential neighborhood and the presence of the holdout landowner that abuts Tilbury Street, the Applicant, in consultation with M-NCPPC staff, has shifted the Eastern Greenway to the west and provided a connection to the Chase Avenue Urban Park. In order to provide context sensitive design that is compatible with a 43'-6" Eastern Greenway, the Project includes six (6) low-rise townhomes facing the public park, and steps back the larger mass of the building away from the Eastern Greenway, reducing the apparent bulk on both the parkland and the single-family neighborhood to the east.

Creating a sense of place and serves as a landmark

Lot 44 will enhance the connectivity of the Eastern Greenway to the north and south and provide a residential scale along this future park, activating it with townhome entrances and balconies, and a landscaped connection with Chase Avenue Urban Park. The design of the Project shifts the bulk and height of residential uses further to the west, which will help to establish the Eastern Greenway Park system as a landmark that separates the urban Wisconsin Avenue Corridor from the single-family neighborhood to the east.

Enhancing the public realm in a distinct and original manner

Consistent with the Sector Plan vision to increase the number of parks and public open spaces in this portion of Downtown Bethesda, the Eastern Greenway will become an important 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 an 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 addition of townhomes fronting the Eastern Greenway will activate this public space in a way that makes it more than solely a connector. The public parkland will be located just steps away from where people live, out their front door. This design will enhance the care and respect of the place by homeowners who carry a part of the Eastern Greenway's success as a place.

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

There is a very limited amount of townhouse units in Downtown Bethesda, and this unique housing type will be different than many of the high-rise flats being delivered in the Bethesda CBD and allow for varied lifestyle choices in the market. The multi-family units contemplated in the main

portion of the Project will also be unique, offering larger, family-friendly unit sizes that will provide for-sale housing, which have been scarce in recent years.

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

Lot 44 is converting a little used urban surface parking lot into a walkable community, enhancing and defining the Eastern Greenway, and providing a western edge to the low-rise residential neighborhood east of Tilbury Street. By defining this edge, it reduces the view of the urban, commercial district from the residential district and enhances the landscape buffer between these two districts. This allows the building residents access to a mix of uses (employment, retail, and civic) surrounding the Property.

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

The Project includes a diverse range of for-sale housing types that allow for a low-impact development. The Project will provide residents with access to all of the amenities in Downtown Bethesda, while enhancing pedestrian connections between this block and the adjacent blocks. The inclusion of a 43'-6" Eastern Greenway will further many environmental goals in the Sector Plan, and also provide for the envisioned transition between Wisconsin Avenue and the single-family neighborhood to the east.

III. 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 a major public facility through a public park integrated into the Eastern Greenway.

LOT 44 | 4702 WEST VIRGINIA AVE

DAP SUBMISSION PACKAGE

MARCH 13TH, 2024

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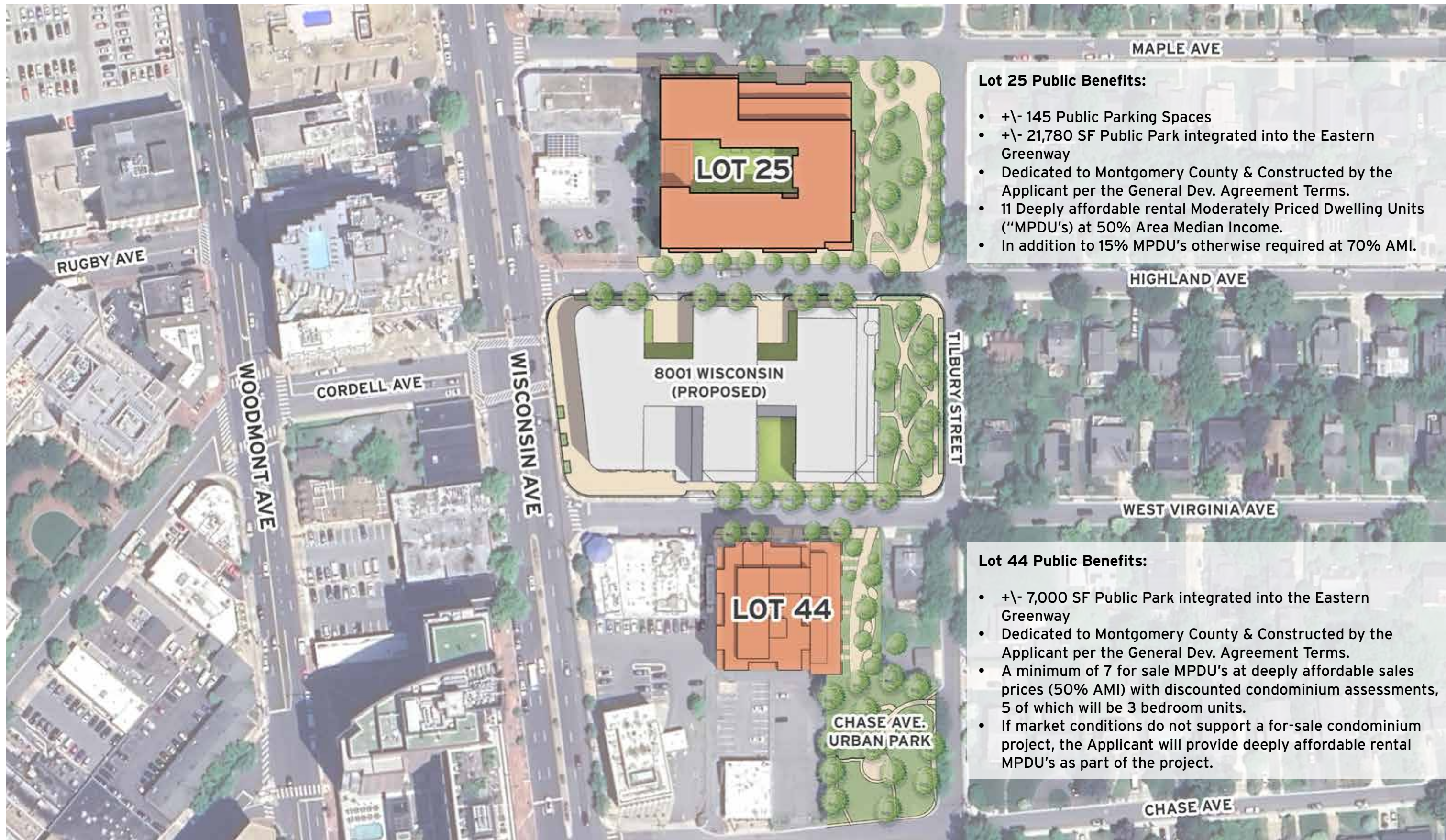
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Lot 25 Public Benefits:

- +/- 145 Public Parking Spaces
- +/- 21,780 SF Public Park integrated into the Eastern Greenway
- Dedicated to Montgomery County & Constructed by the Applicant per the General Dev. Agreement Terms.
- 11 Deeply affordable rental Moderately Priced Dwelling Units ("MPDU's) at 50% Area Median Income.
- In addition to 15% MPDU's otherwise required at 70% AMI.

Lot 44 Public Benefits:

- +/- 7,000 SF Public Park integrated into the Eastern Greenway
- Dedicated to Montgomery County & Constructed by the Applicant per the General Dev. Agreement Terms.
- A minimum of 7 for sale MPDU's at deeply affordable sales prices (50% AMI) with discounted condominium assessments, 5 of which will be 3 bedroom units.
- If market conditions do not support a for-sale condominium project, the Applicant will provide deeply affordable rental MPDU's as part of the project.

LOT 44 - BETHESDA, MD
MARCH 13TH, 2024



LOT 44 - BETHESDA, MD
MARCH 13TH, 2024

REGIONAL AERIAL VIEW



VIEW LOOKING EAST ON W VIRGINIA AVE



VIEW LOOKING WEST ON HIGHLAND AVE



VIEW LOOKING SOUTH ON WISCONSIN AVE



VIEW LOOKING SOUTH ON TILBURY ST



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



Lakelands Clubhouse Park - lawn area with flexible uses central to the community and highly used all year round, Lakelands, MD. Source: M-NCPPC

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

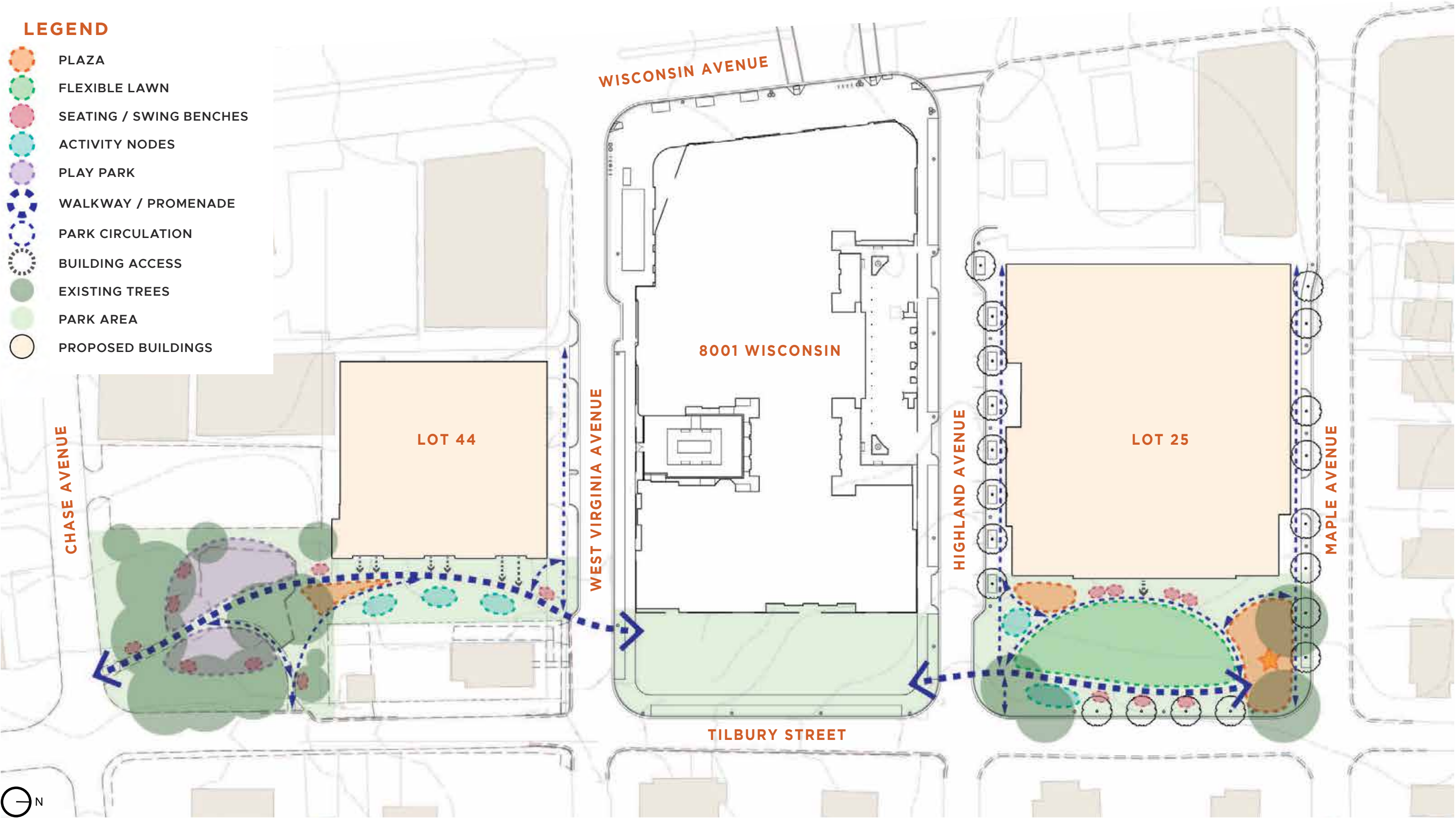


Greater Kennedy Plaza - KidInfo Play in the park with games, activities, and a free-play mobile playground. Providence, RI. Source: Downtown Providence Park Conservancy



BETHESDA DOWNTOWN PLAN EASTERN GREENWAY
CONCEPT BUBBLE DIAGRAM

- LEGEND
- PLAZA
 - FLEXIBLE LAWN
 - SEATING / SWING BENCHES
 - ACTIVITY NODES
 - PLAY PARK
 - WALKWAY / PROMENADE
 - PARK CIRCULATION
 - BUILDING ACCESS
 - EXISTING TREES
 - PARK AREA
 - PROPOSED BUILDINGS

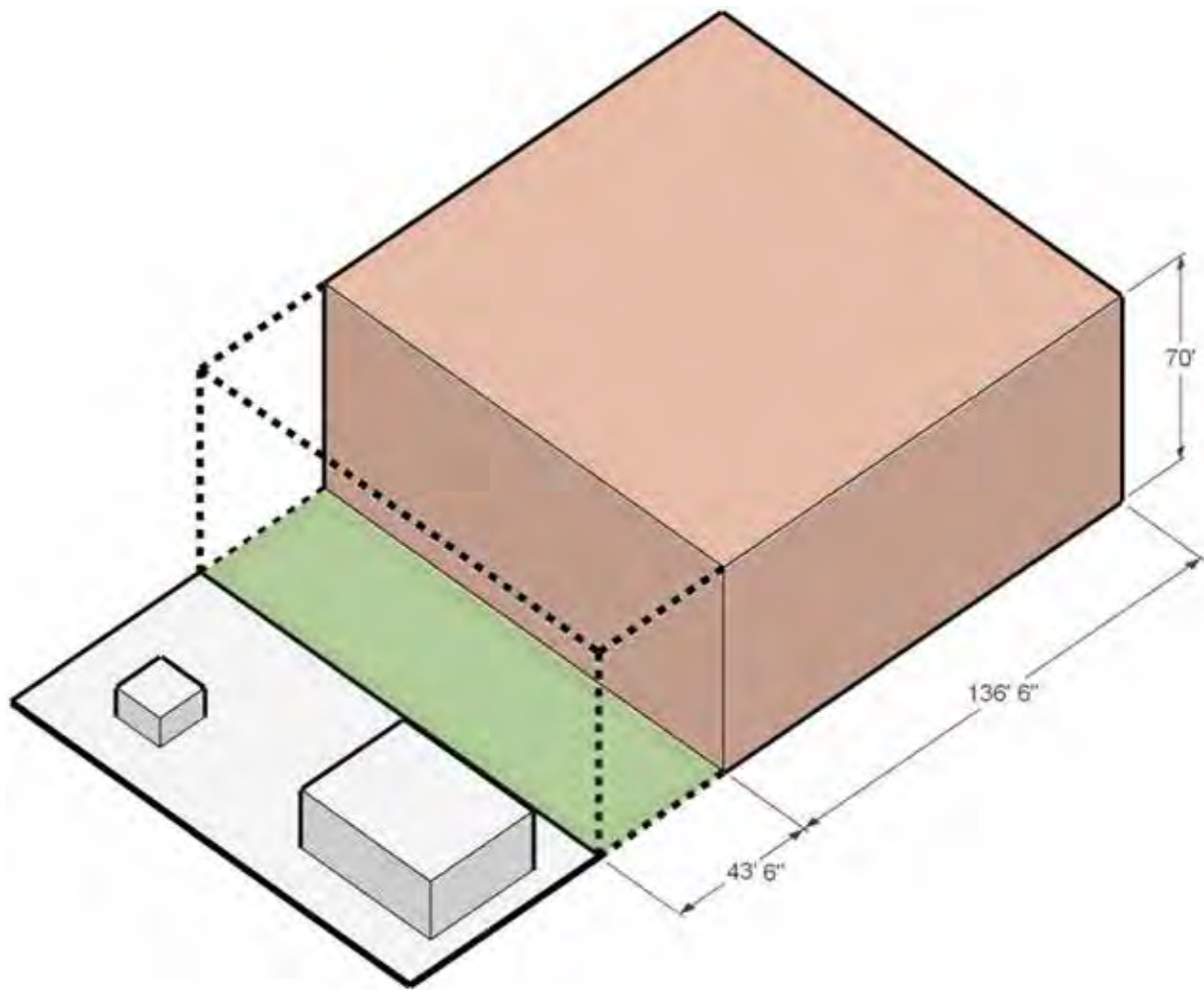
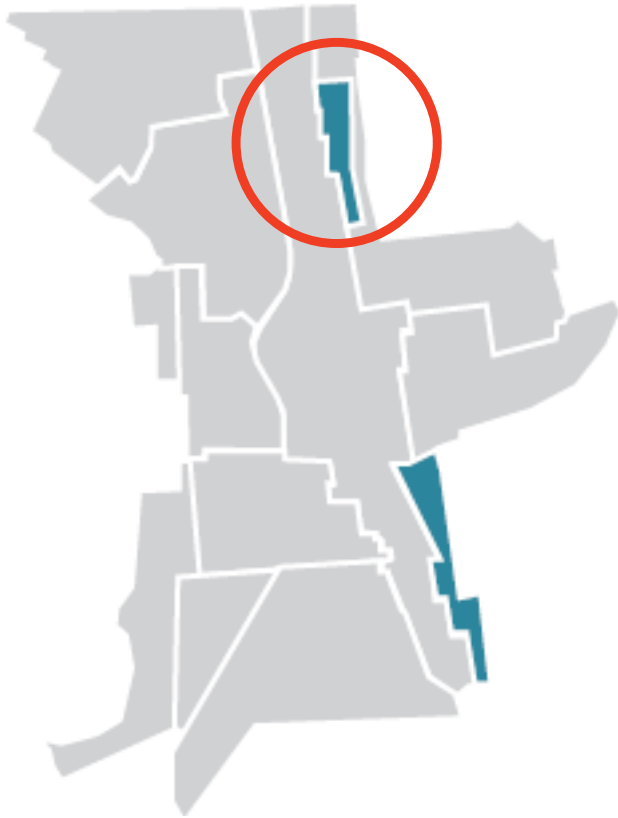
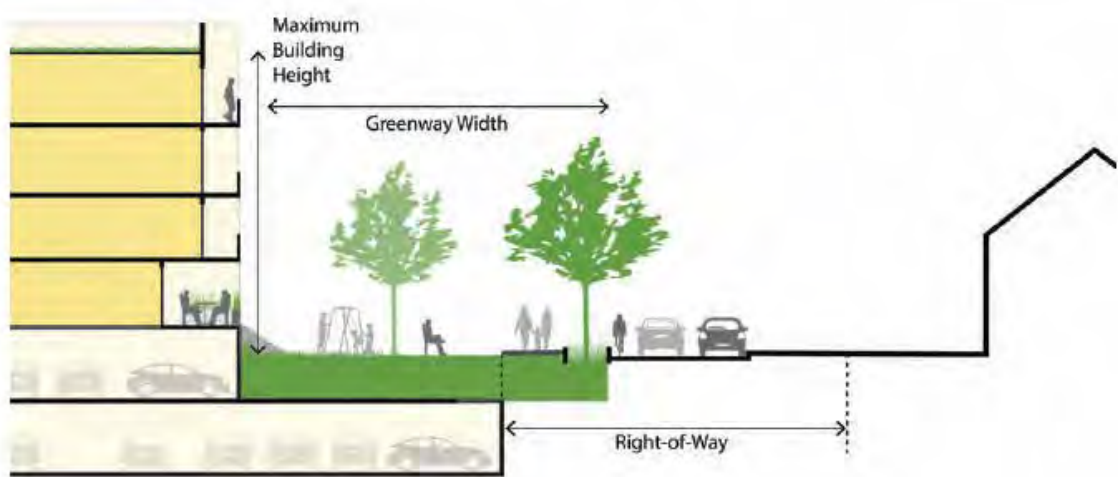


BETHESDA DOWNTOWN PLAN EASTERN GREENWAY NORTH PRECEDENTS



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.



1. CARVE GREENWAY

2.4.1 Compatibility

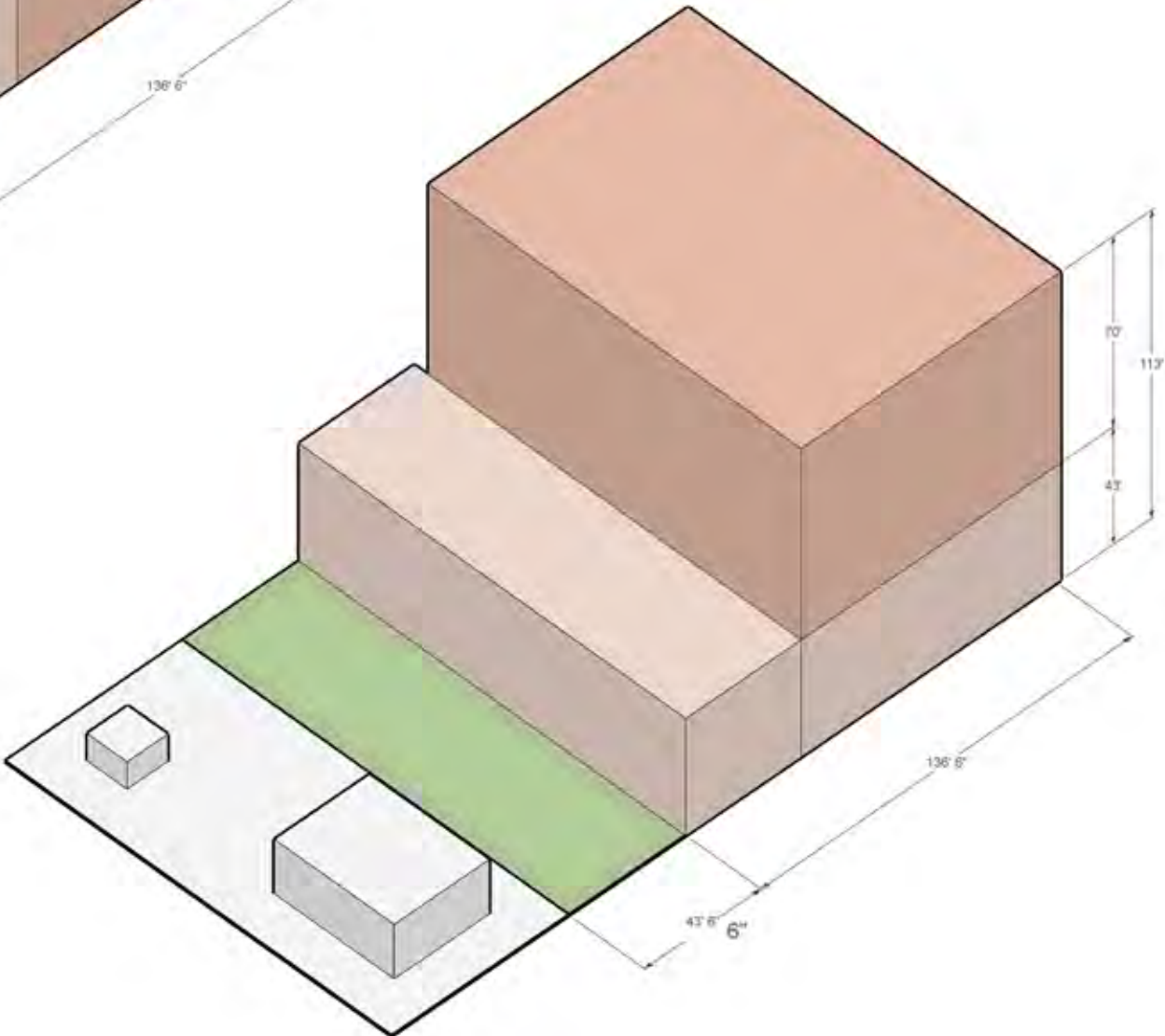
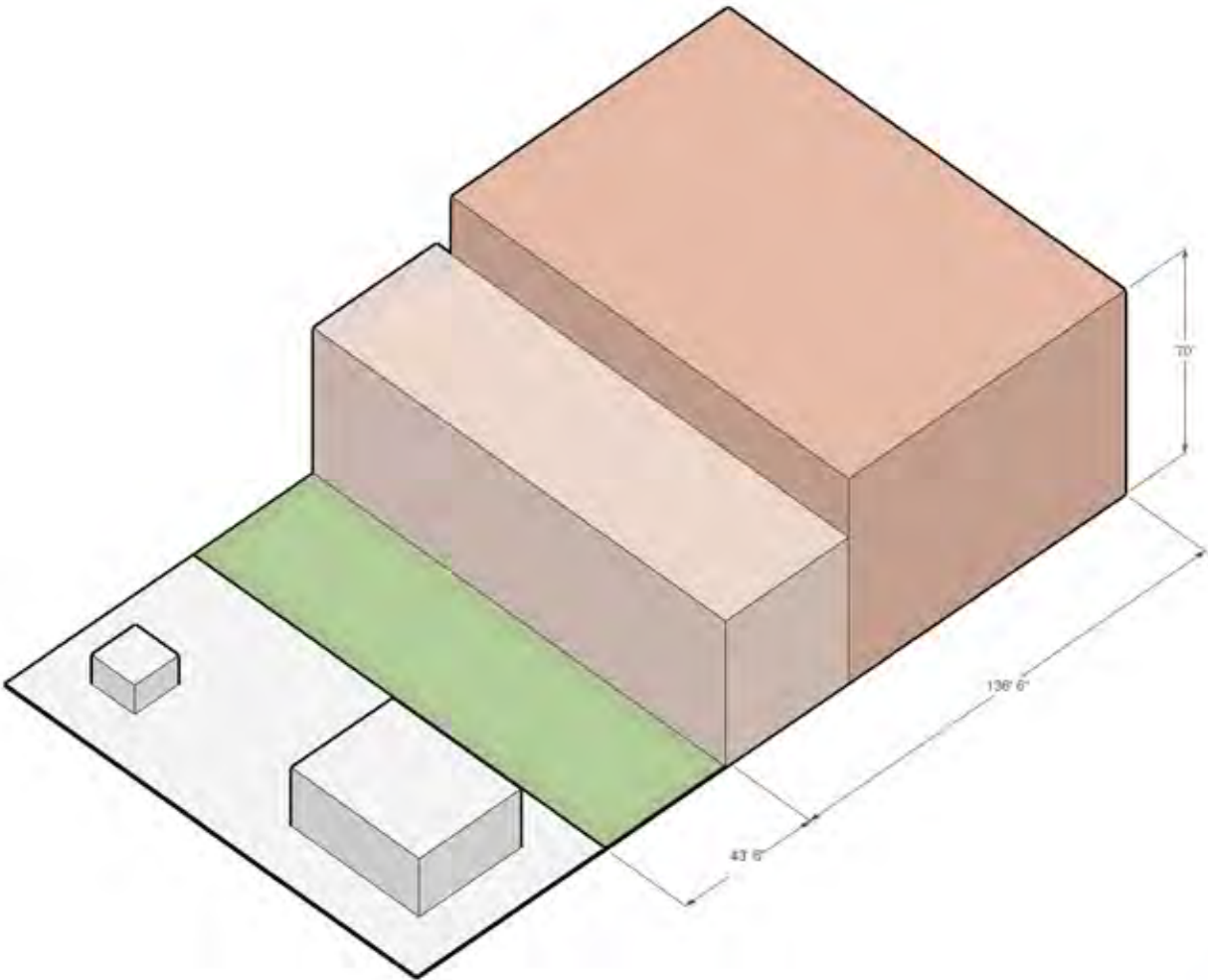
Intent: Most new projects in Bethesda will be infill development, therefore design should respect the existing character and scale of the downtown’s diverse districts, neighborhoods and public spaces.

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.



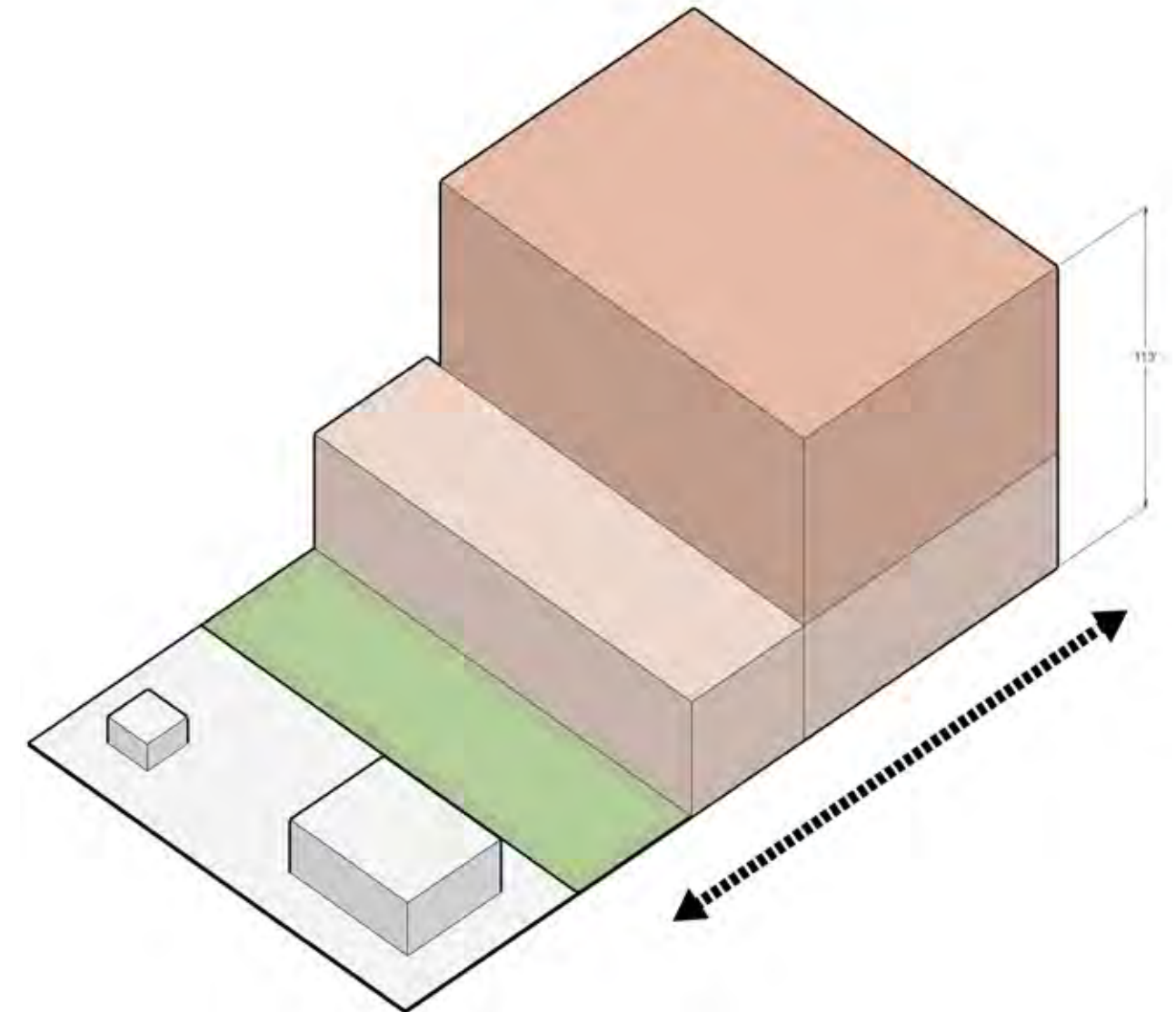
Transitions from Wisconsin Avenue to surrounding neighborhoods require stepping down of buildings to mediate between the high-rise and low-rise scales of the two areas.
Source: The Vine Condos



2. RELATE TO CONTEXT &
3. INCREASE HEIGHT DUE TO PUBLIC PARKING

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.

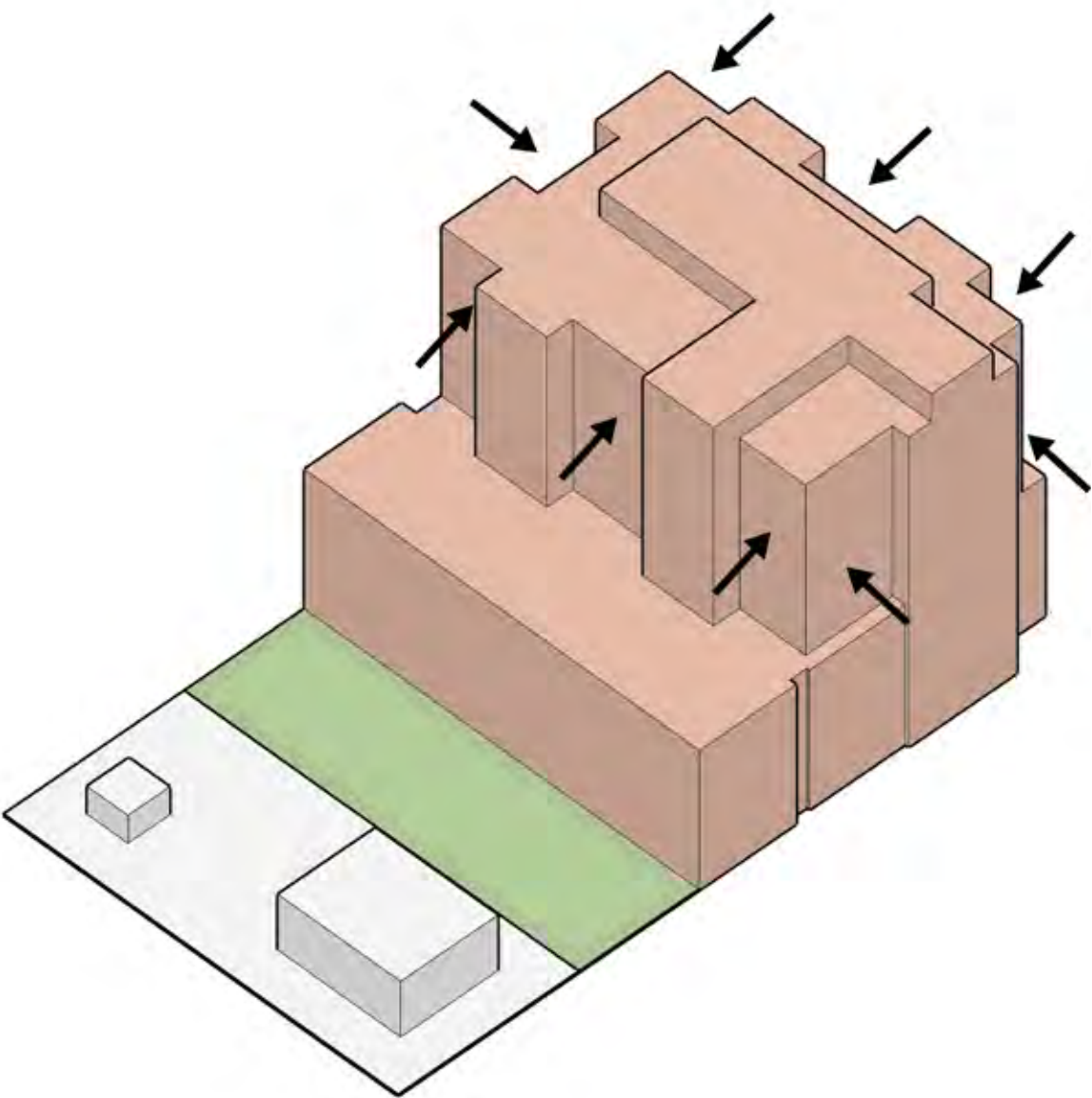


4. ESTABLISH STREET WALL

2.4.7 Tower: Step-Back

Intent: To provide a human-scaled building edge along the street that enhances pedestrian comfort and access to sky views. In districts with mostly low to mid-rise buildings, the step-back enables new tall buildings to better relate to existing context and maintain a similar street character.

- A. Retain a tower step-back across the majority of the building frontage. The building's full height may be expressed to the ground on important corners, to mark primary entryways or to balance the massing composition with vertical elements.
- B. Encourage undulating, curved or angled tower step-backs if the average step-back meets the guidelines for the street type. This expressive geometry can increase visual interest on prominent sites near major open spaces and corners.
- C. Allow balconies to encroach in the step-back if they do not significantly add to the perceived bulk and mass of the building's upper floors.



5. ADD STEPBACKS TO TOWER

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.

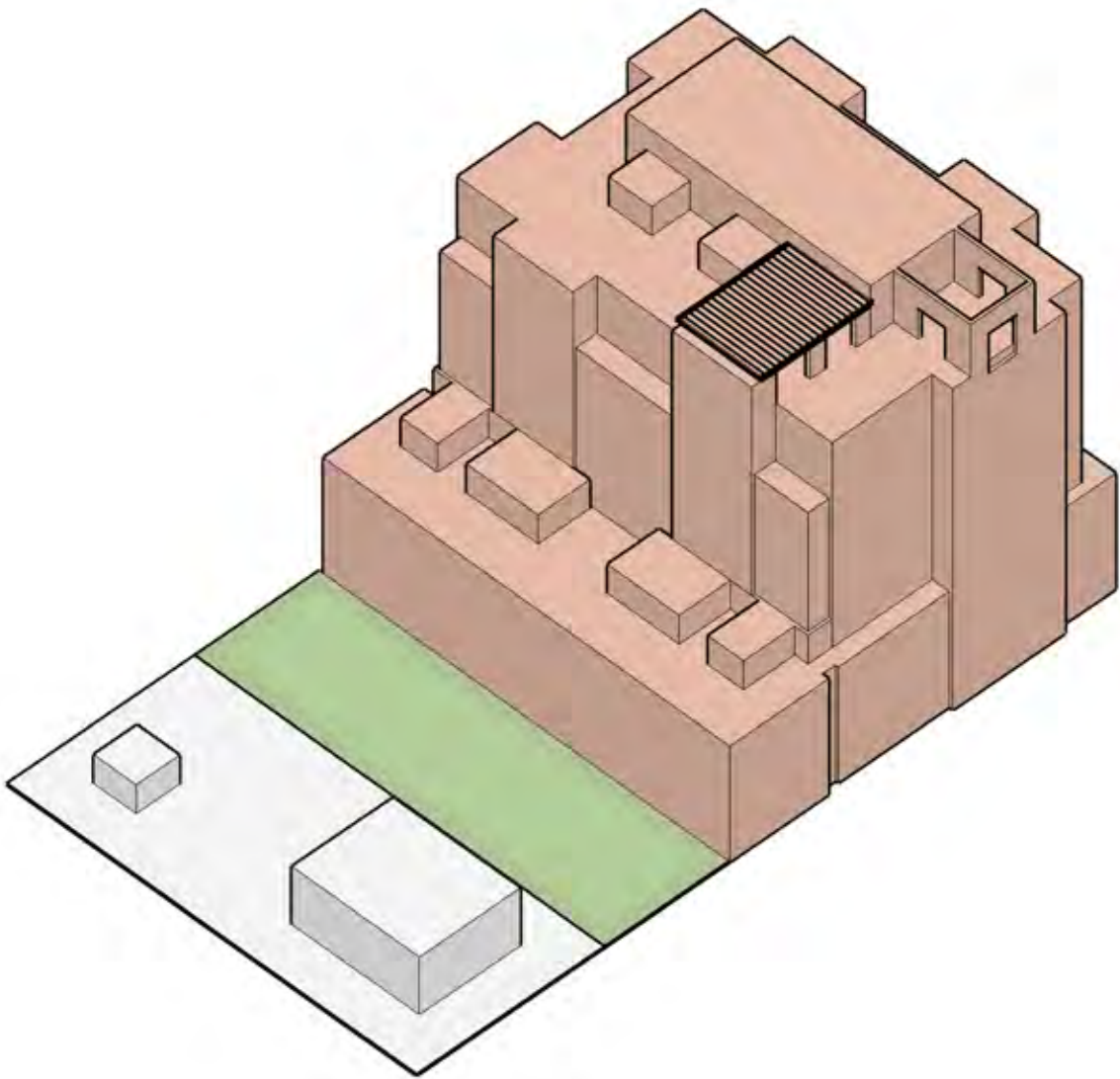
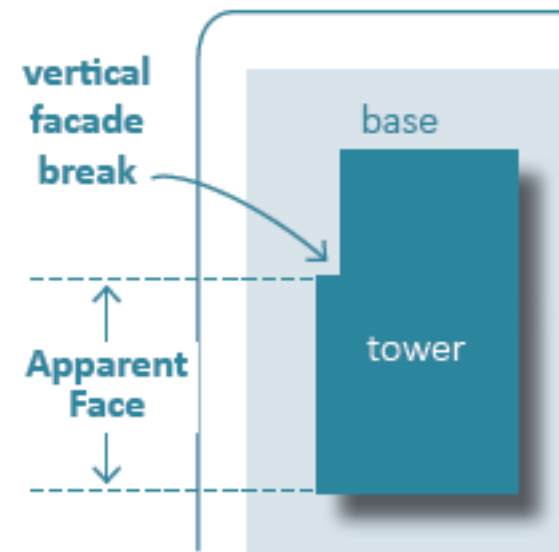
Alternative Treatments:

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.

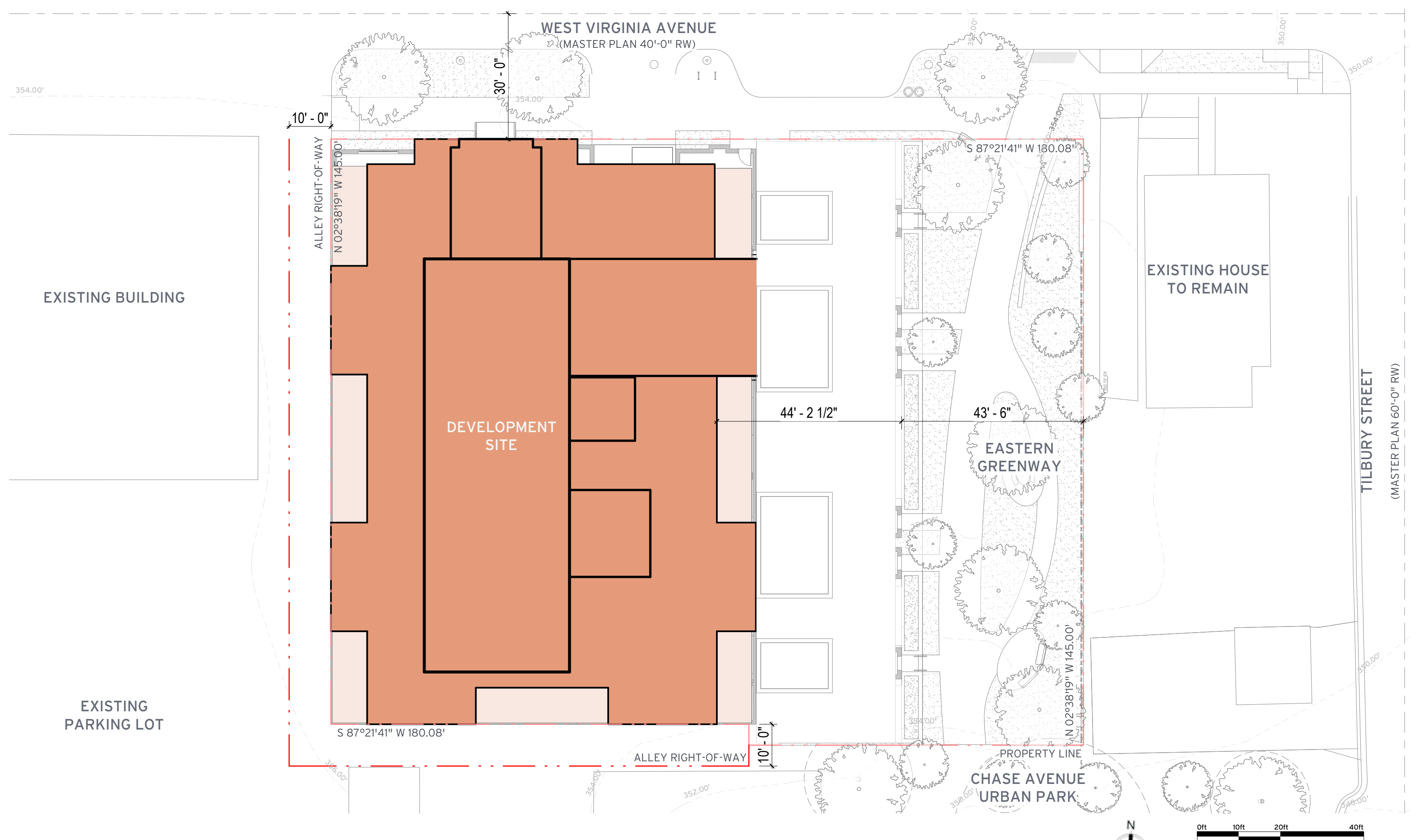
In cases where a step-back is not provided, another method to relate to the context of adjacent building heights and base conditions is with a change of materials or clear regulating lines.

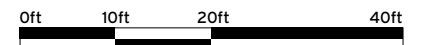
F. Limit Apparent Face

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.



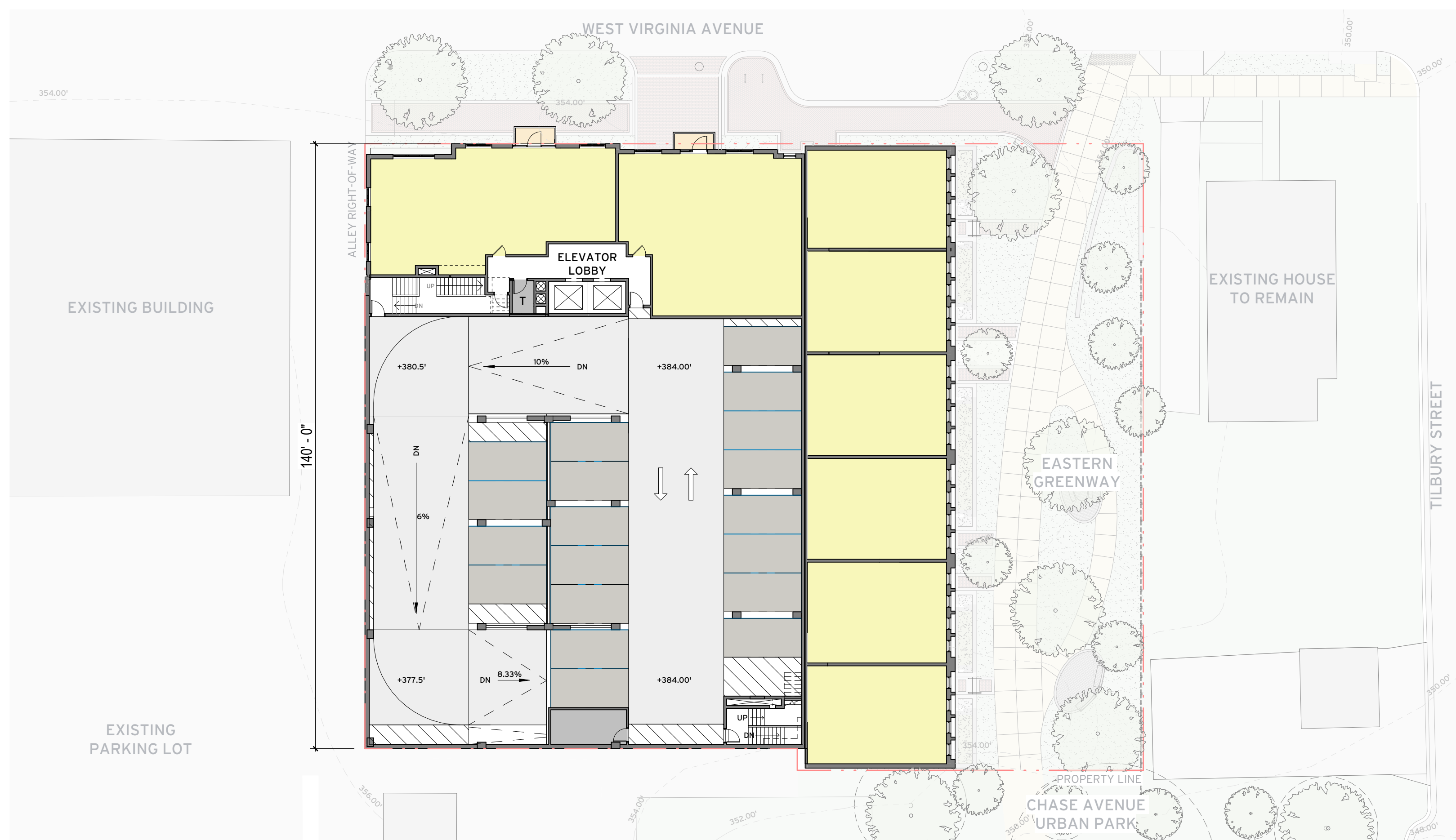
6. LIMIT APPARENT FACE



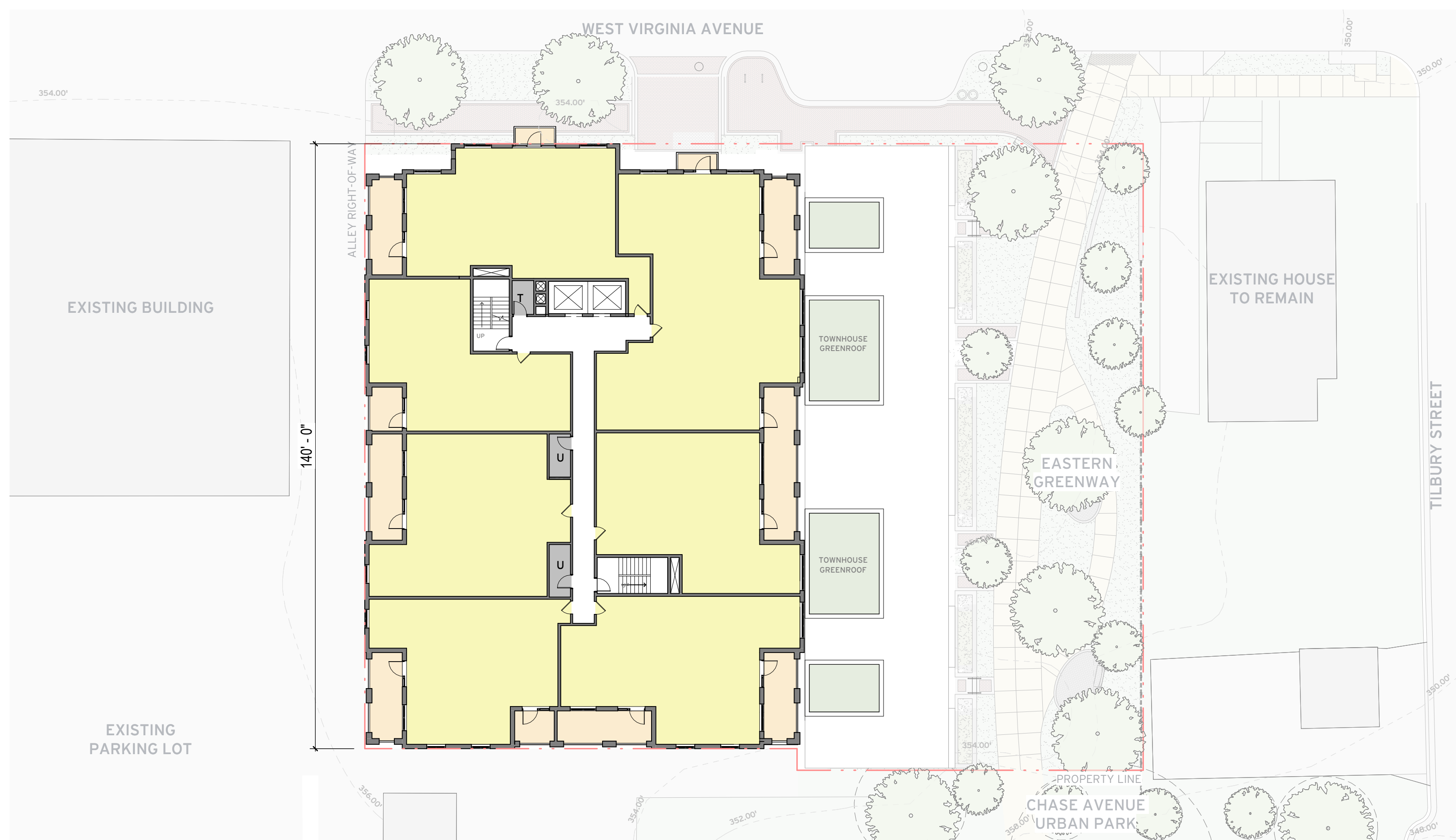


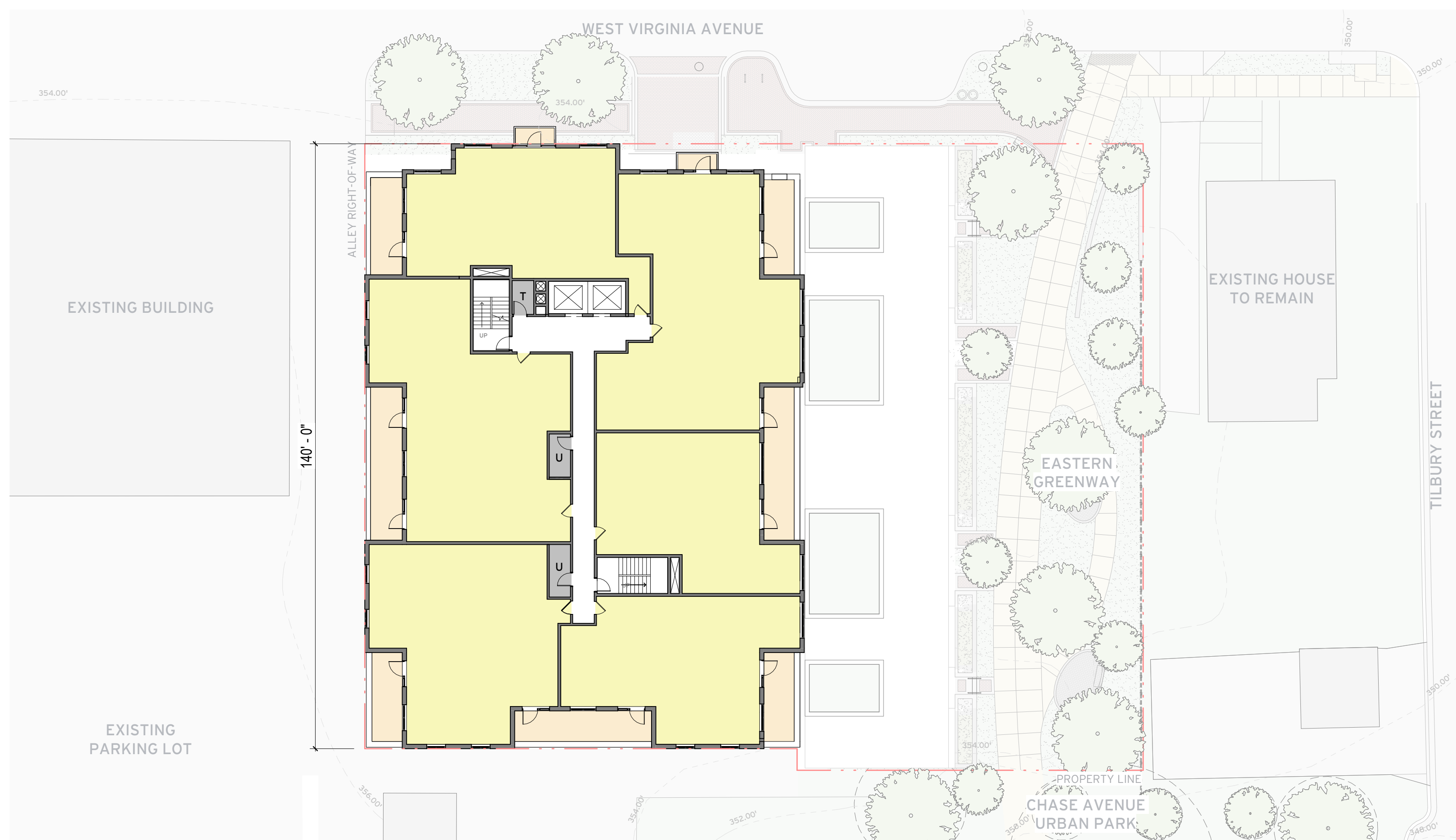
3RD FLOOR PLAN

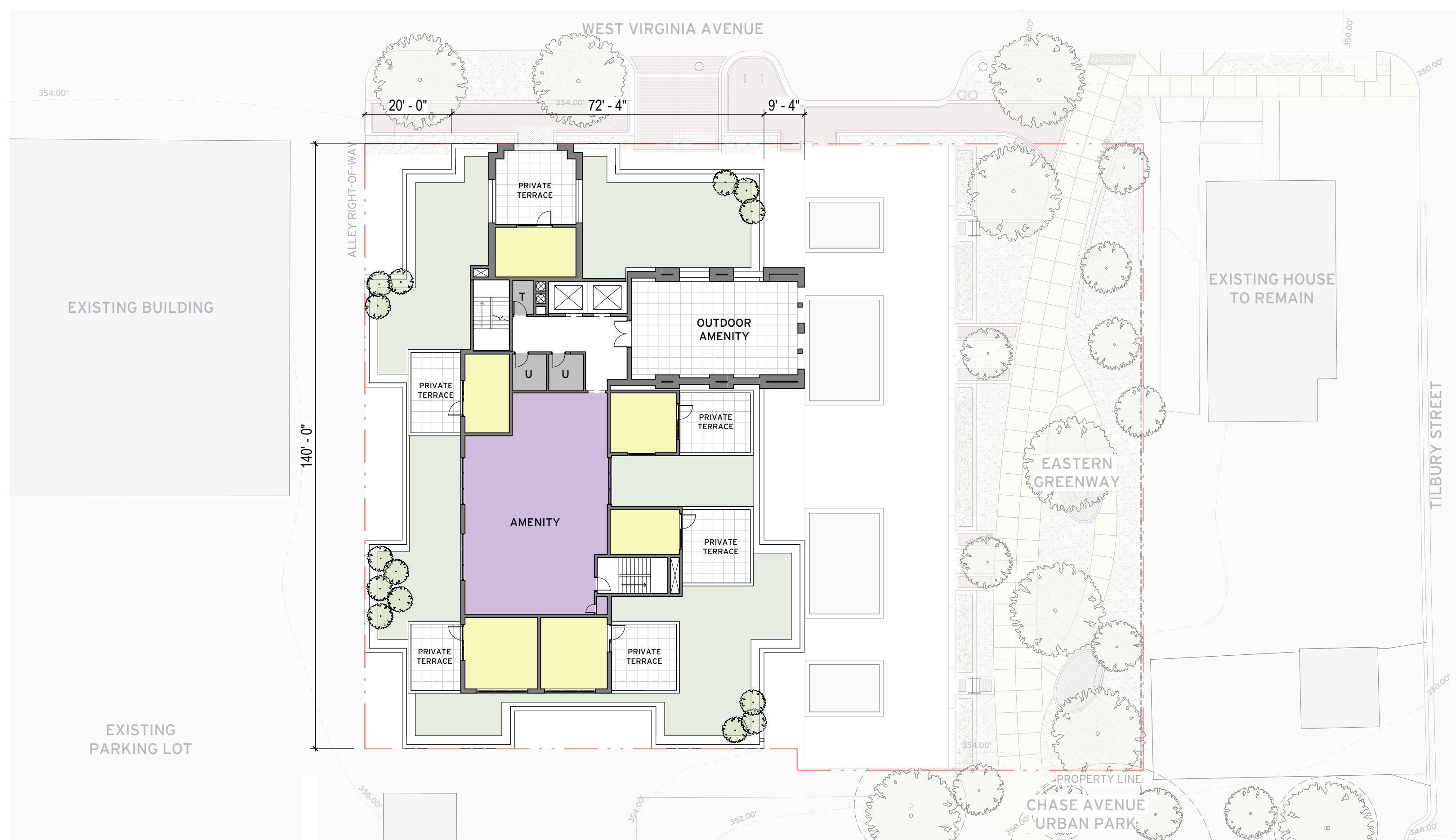
LOT 44 | 4702 WEST VIRGINIA AVE

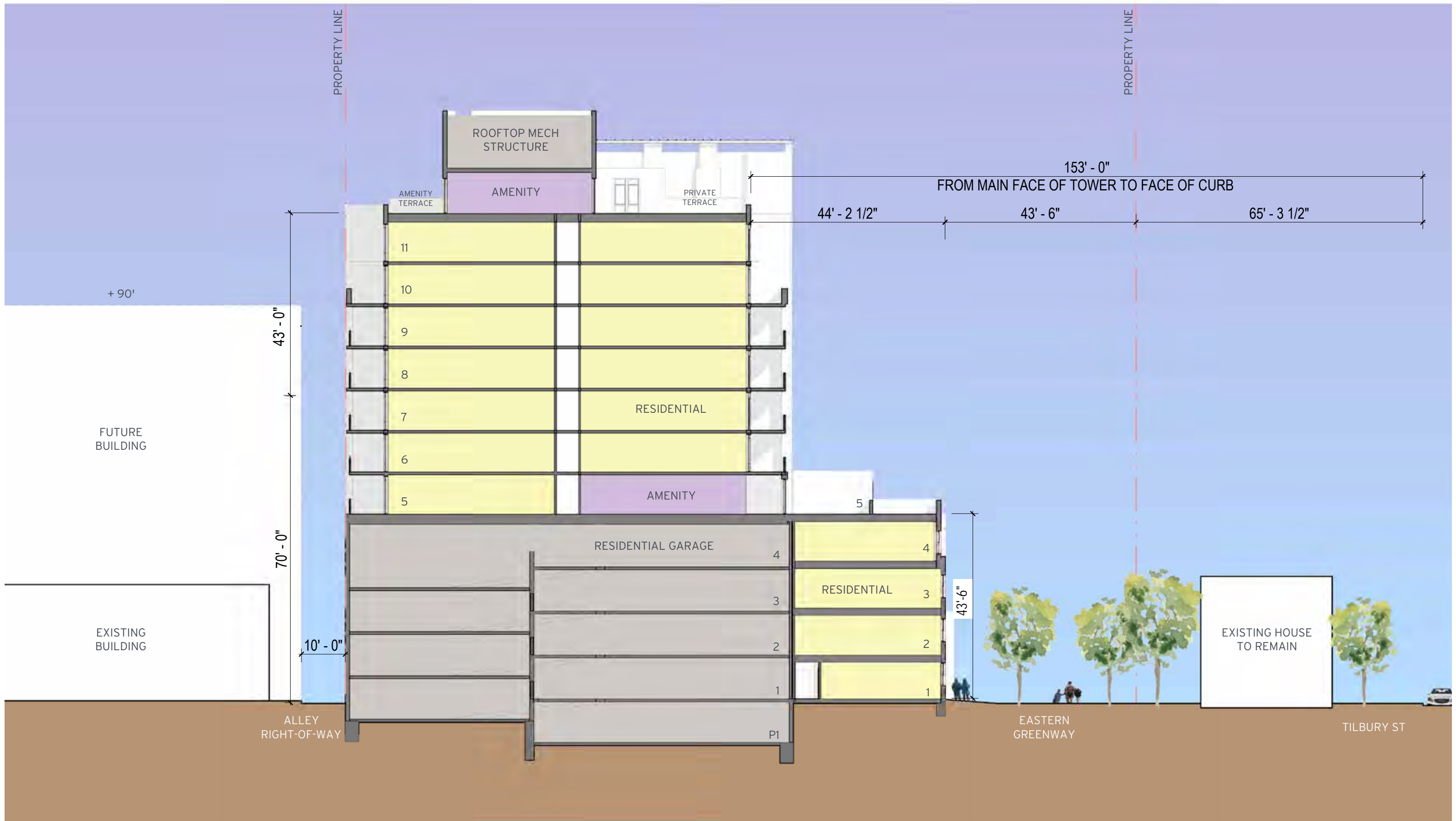






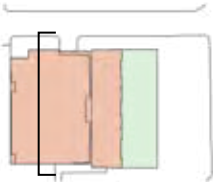


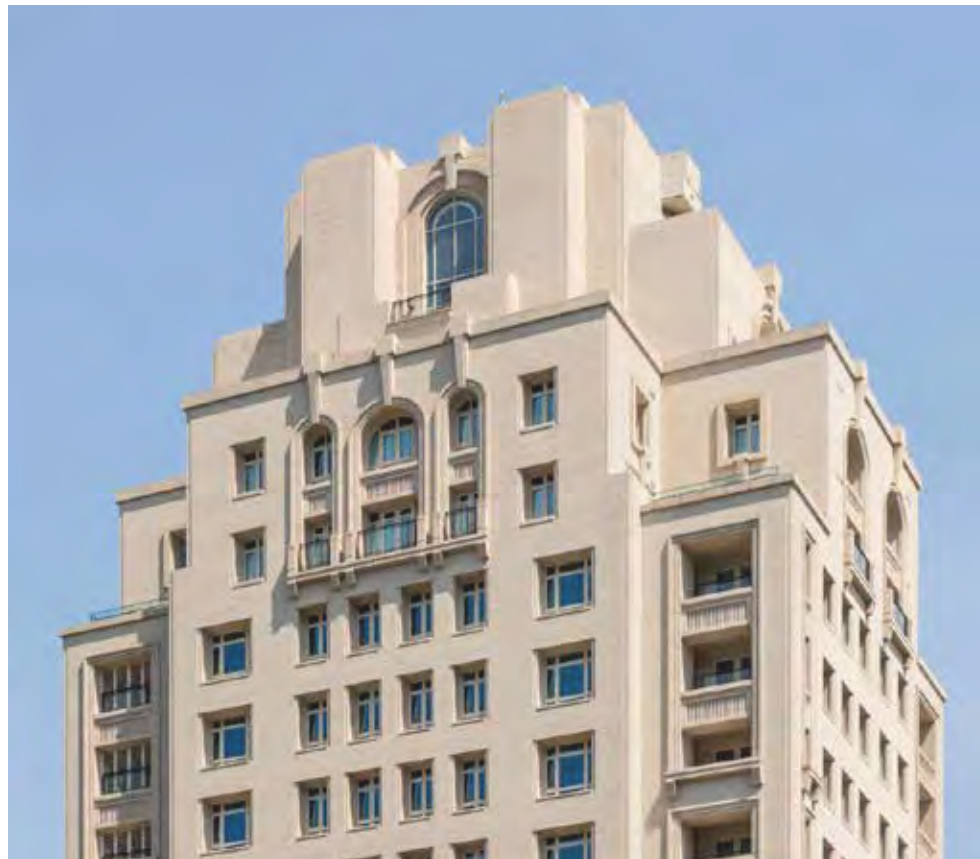




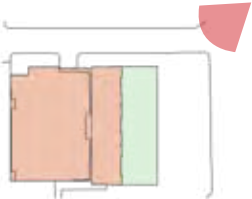
Additional Building Height - Major Public Facility (Section 59-4.5.2.A.2.e)

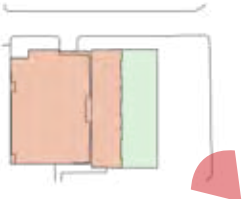
***Note:**
 The Project includes a major public facility in the form of a public park that will be dedicated to Montgomery County. This major public facility (a dedicated public park) diminishes the applicant's ability to provide parking at or below grade. The floors mostly used for above grade parking are approximately 43'-0" in height and are permitted in addition to the mapped height of 70'-0" pursuant to Section 59-4.5.2.A.2.e of the Montgomery County Zoning Ordinance. In order to dedicate the public park to the County, it is critical that there not be below grade parking that encroaches under this public space. Since it is necessary to keep the structured parking free and clear of the public park, the Property provides limited space to excavate a parking garage that is functional and feasible entirely below-grade. At least half of these above-grade parking floors' clear ceiling height is above the building height measuring points, in accordance with Section 59-4.1.7.C of the Zoning Ordinance.

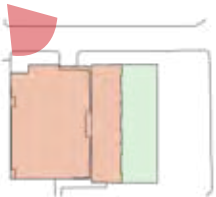




LOT 44 - BETHESDA, MD
MARCH 13TH, 2024











EXISTING PARKING
LOT

ALLEY
RIGHT-OF-WAY

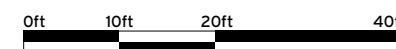
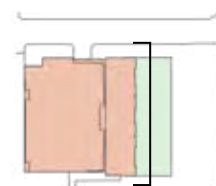
W VIRGINIA AVE

8001 WISCONSIN
AVE



LOT 44 - BETHESDA, MD
MARCH 13TH, 2024

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ILLUSTRATIVE EAST BUILDING ELEVATION
LOT 44 | 4702 WEST VIRGINIA AVE





8001 WISCONSIN
AVE

W VIRGINIA AVE

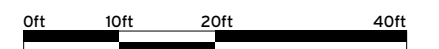
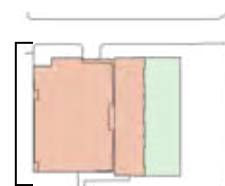
ALLEY
RIGHT-OF-WAY

EXISTING PARKING
LOT



LOT 44 - BETHESDA, MD
MARCH 13TH, 2024

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ILLUSTRATIVE WEST BUILDING ELEVATION
LOT 44 | 4702 WEST VIRGINIA AVE

