




DATE: July 17, 2024

TO: Bethesda Downton Plan Design Advisory Panel (DAP)

FROM: Grace Bogdan, Planner III, Downcounty Planning 
Stephanie Dickel, Regulatory Supervisor, Downcounty Planning
Paul Mortensen, Senior Urban Designer, Directors Office

RE: Staff comments for the July 24, 2024 DAP Meeting

This will be a hybrid meeting, attendees can participate in person or virtually.

Item #1

7749 Old Georgetown Road

Stonebridge, Developer
SK+I Architects

- 2nd Site Plan presentation, focusing on more detailed and developed architectural expression and site design, consistent with the Design Guidelines and determination of design excellence points.
- The DAP provided comments at the June meeting, requesting the Applicant to refine the Old Georgetown Road façade to carry over the discipline and sophistication of the St Elmo Avenue façade, and to further explain the design idea for the top corner element.
- The Applicant's resubmission provides a series of side-by-side comparisons showing refinements on the Old Georgetown Road façade based on comments received at the meeting, including repetition of the chevron and façade structure from the St Elmo Avenue façade.
- The resubmission also provides the evolution of the top corner element from the Sketch Plan, 1st DAP Site Plan presentation, and the current proposal. The piers within the corner element have been increased in width to strengthen the feel of the corner.
- Staff appreciates the brick material surrounding the driveway and service entrance area as it will provide a durable material and texture on an otherwise blank base. One suggestion would be to add a mural on the masonry that provides a hint of color that could relate to the Sector Plan's intent for a canopy/green corridor. We look forward to hearing from the DAP regarding this suggestion.
- The Applicant is requesting 30 points for design excellence.