

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	Lot 25 PLD Redevelopment
File Number(s)	820250030
Project Address	4700 - 4704 Maple Avenue, 4701-4705 Highland Avenue, and several adjacent parcels comprising Lot 25

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Ryan Kim	202-772-8423	Rkim@monumentrealty.com
Architect	Jeremy Sharp, Torti Gallas		
Landscape Architect	Trini Rodriguez, ParkerRodriguez		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR3, C-2,R-2.7, H-705/CRT-0.5, C-0.25, R-0.25, H-70	83'	230,000 (2.80 FAR)	110,061 sq. ft.	20%
Proposed Land Uses	Multi-family and Live/Work Units				

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 (Maple Ave & Highland Ave), Neighborhood Residential Street (Tilbury Street)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone (Recommended values are based on Neighborhood Local Street Only, since development site does not front Tilbury Street)			
Planting/Furnishing Zone	5-8'	6.67' (Maple) 8.67' <input checked="" type="checkbox"/>	No
Pedestrian Thought Zone	6-10'	6' (Maple), 8' (Highl) <input checked="" type="checkbox"/>	No
Frontage Zone	0-4'	1.83'(Maple), 4.33' <input checked="" type="checkbox"/>	No
Building Placement (Recommended values are based on Neighborhood Local Street Only, since development site does not front Tilbury Street)			
Build-to Line (from street curb)	12-15'	14.5'(Maple), 21' (Hi) <input checked="" type="checkbox"/>	Yes
Building Form (Recommended values are based on Neighborhood Local Street Only, since development site does not front Tilbury Street)			
Base Height	2-4 stories (25-50')		
Step-Back	15-20'		

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	n/a, building below 90' in height		
Separation Distance	45-60'	n/a	n/a
Step-Back	Per Street Type		Alt. Compliance
Bulk Reduction Methods	Modulated and articulated facades with limited setbacks.		

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



Preliminary/Site Plan DAP Submission

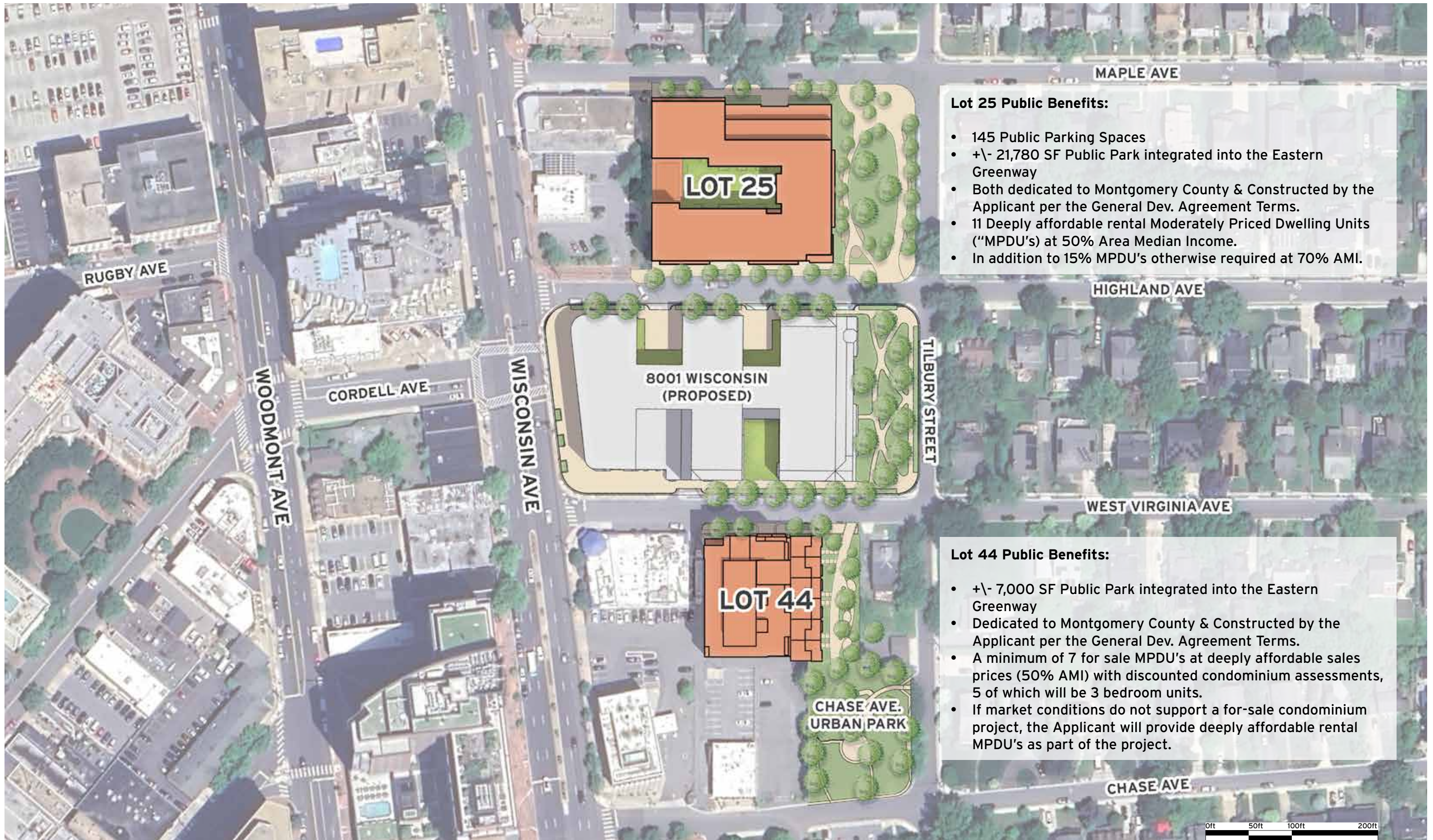
PLD Lot 25

Highland Ave, Bethesda, MD

September 25th, 2024

MAJOR CHANGES

- 1 Grounded the bay elements throughout the building's perimeter.
- 2 Material + Color change to unify the building's architecture.



Lot 25 Public Benefits:

- 145 Public Parking Spaces
- +/- 21,780 SF Public Park integrated into the Eastern Greenway
- Both 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:

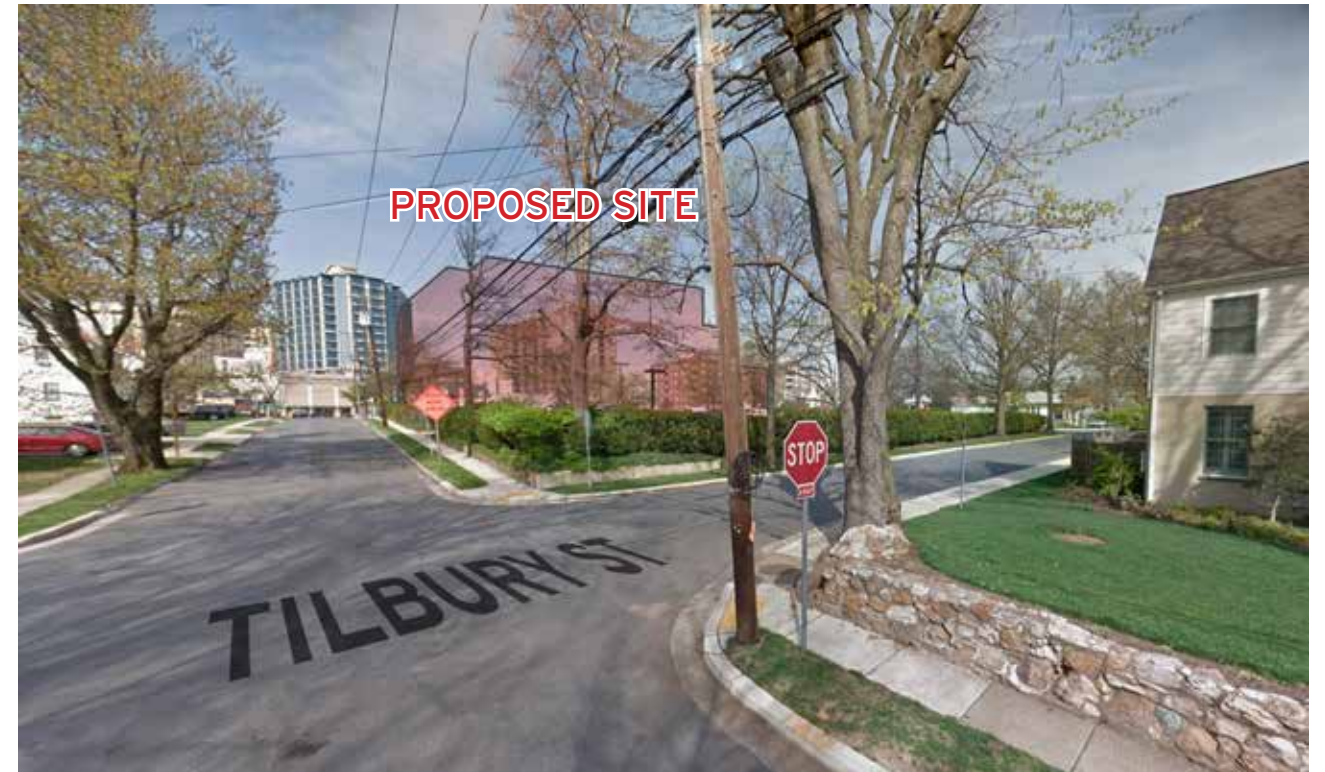
- +/- 7,000 SF Public Park integrated into the Eastern Greenway
- Dedicated to Montgomery County & Constructed by the Applicant per the General Dev. Agreement Terms.
- A minimum of 7 for sale MPDU's at deeply affordable sales prices (50% AMI) with discounted condominium assessments, 5 of which will be 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.







VIEW LOOKING NORTH ON WISCONSIN 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

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



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



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



Policy Area	Existing Trails	Proposed Trails
Parkland	Existing Separated Bikeways	Proposed Separated Bikeways
Metrorail Station	Existing Striped Bikeways	Proposed Striped Bikeways
Bus Rapid Transit Station (Proposed)	Existing Shared Roads	Proposed Shared Roads
Purple Line Station (Proposed)	Existing Grade Separated Crossing	Proposed Grade Separated Crossing
Breezeway Network	Existing Bicycle Parking Station	Proposed Bicycle Parking Station

Note: White lines represent non-master planned bikeways

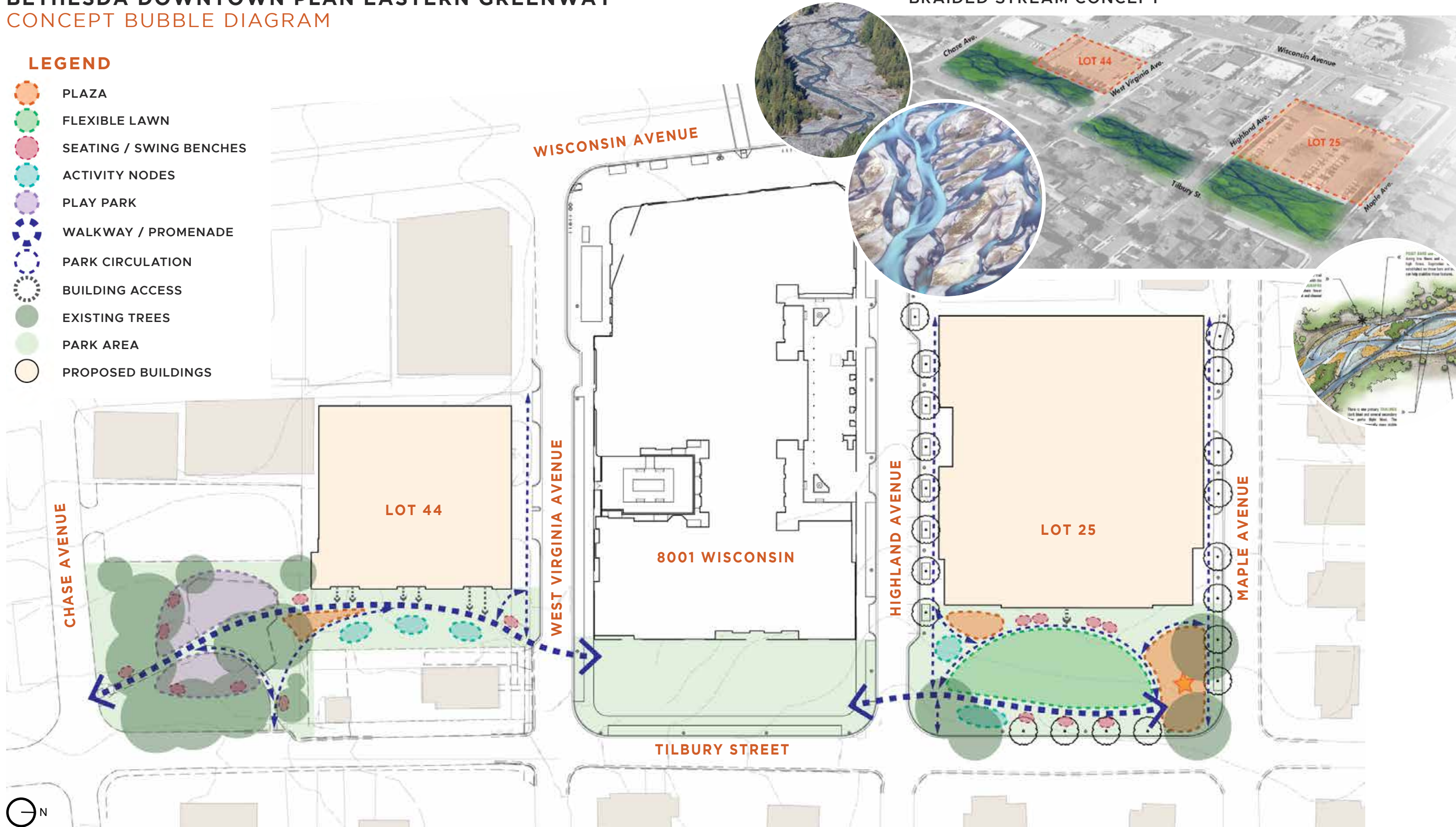
0 1000'

BETHESDA DOWNTOWN PLAN EASTERN GREENWAY CONCEPT BUBBLE DIAGRAM

BRAIDED STREAM CONCEPT

LEGEND

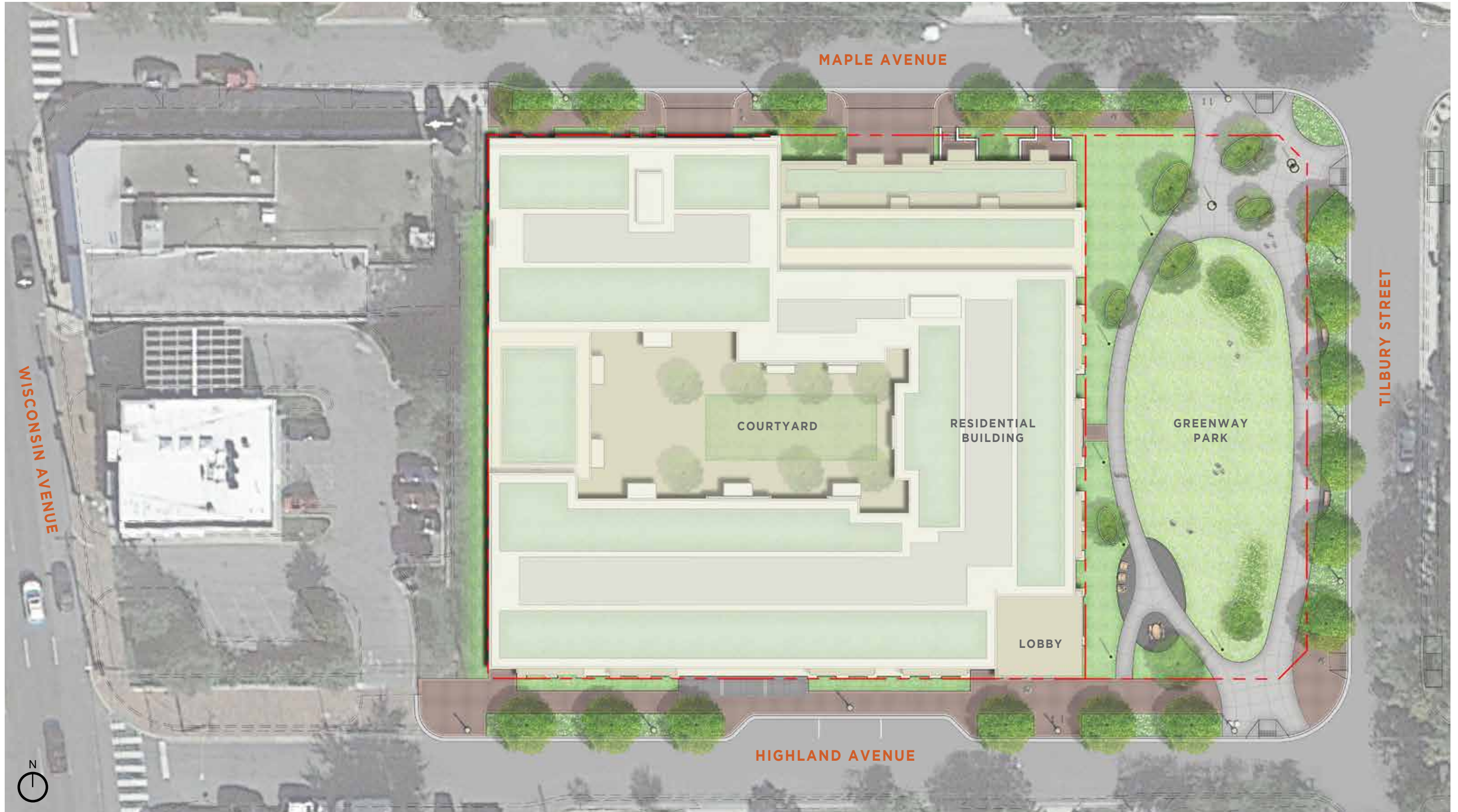
-  PLAZA
-  FLEXIBLE LAWN
-  SEATING / SWING BENCHES
-  ACTIVITY NODES
-  PLAY PARK
-  WALKWAY / PROMENADE
-  PARK CIRCULATION
-  BUILDING ACCESS
-  EXISTING TREES
-  PARK AREA
-  PROPOSED BUILDINGS



BETHESDA DOWNTOWN PLAN EASTERN GREENWAY NORTH PRECEDENTS



BETHESDA DOWNTOWN PLAN EASTERN GREENWAY NORTH CONCEPT PLAN ILLUSTRATIVE

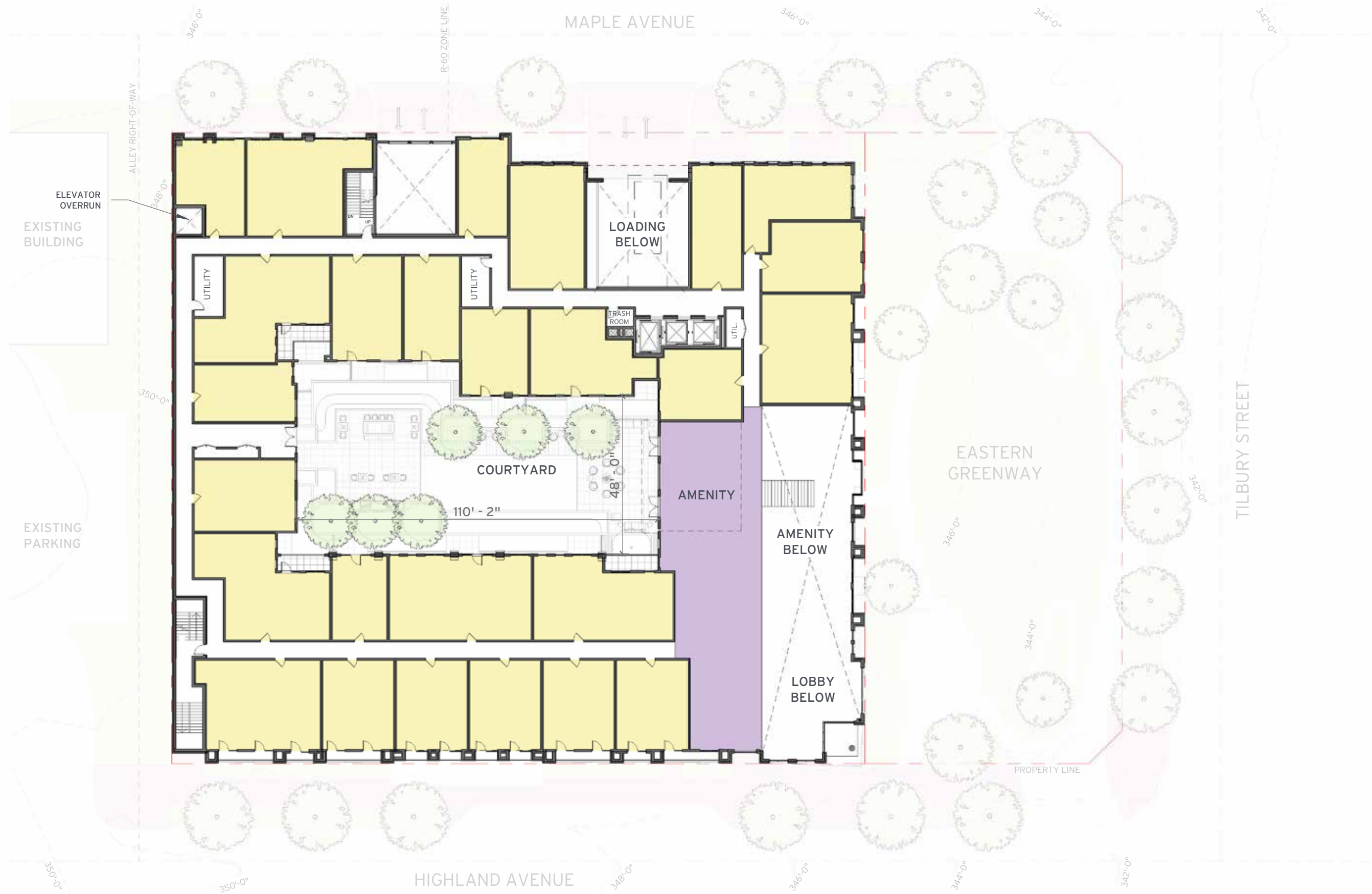


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ParkerRodriguez
NOVEMBER 2023

LANDSCAPE CONCEPT DESIGN
LOT 25 - BETHESDA, MD
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4TH FLOOR PLAN



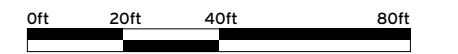
5TH - 6TH FLOOR PLAN

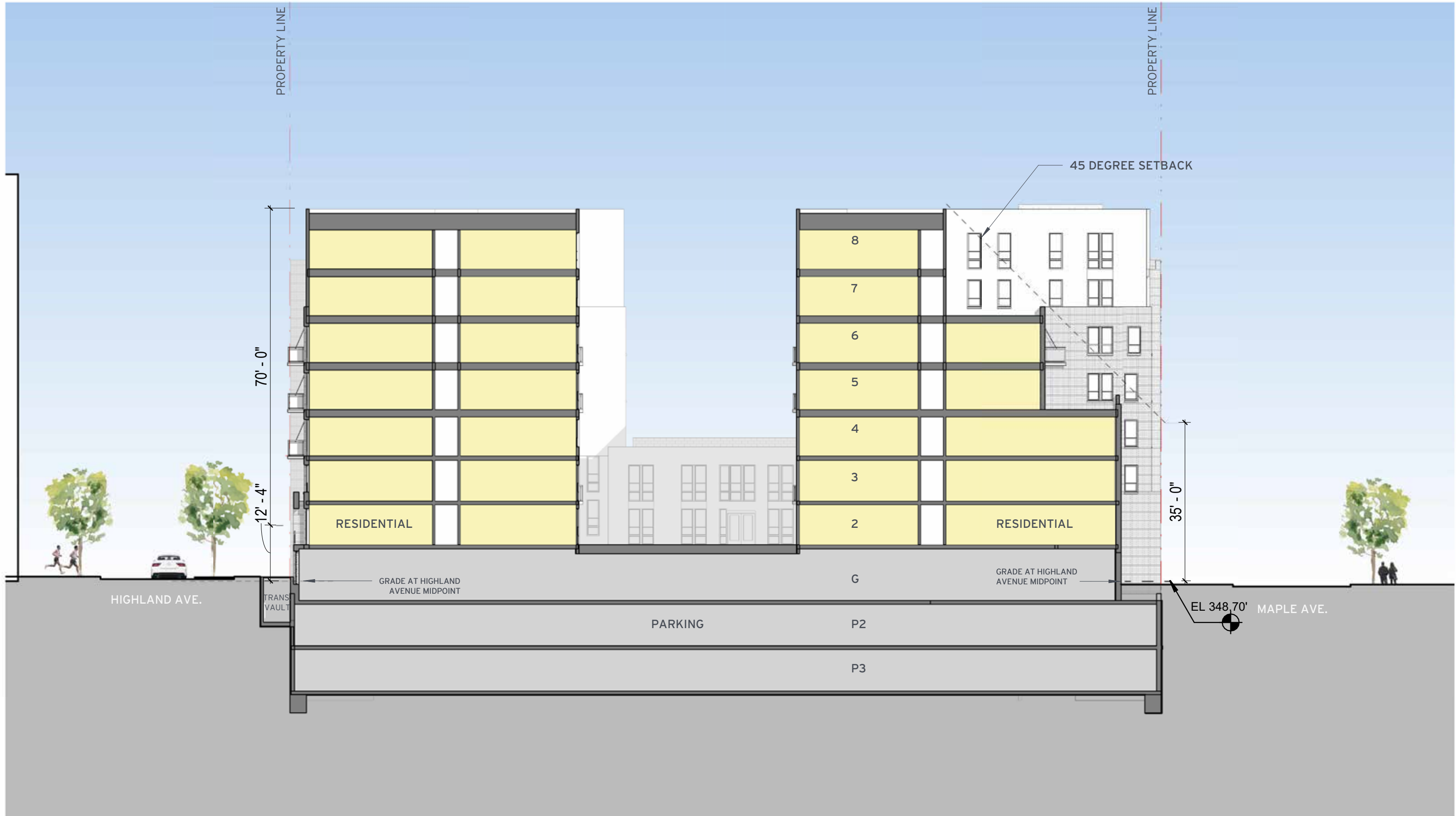


7TH FLOOR PLAN

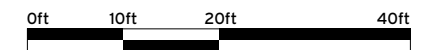
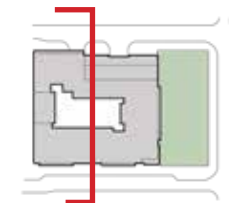


8TH FLOOR PLAN





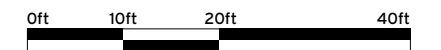
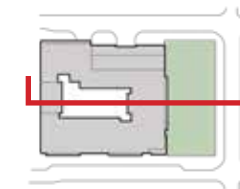
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BUILDING SECTION
 LOT 25 - BETHESDA, MD
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BUILDING SECTION
 LOT 25 - BETHESDA, MD
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PREVIOUS PRESENTATION



REVISED FACADE



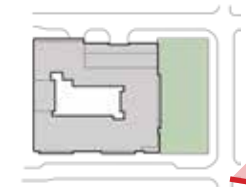
PREVIOUS PRESENTATION



REVISED FACADE



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VIEW LOOKING WEST
LOT 25 - BETHESDA, MD
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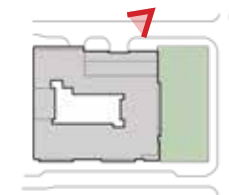
VIEW LOOKING SOUTHWEST

LOT 25 - BETHESDA, MD

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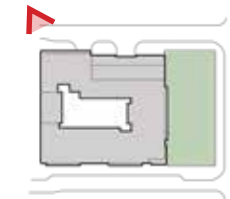
**VIEW LOOKING SOUTHWEST
TOWARDS LOADING DOCK**

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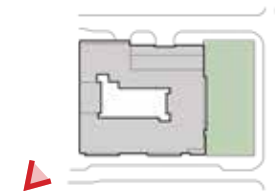


**VIEW OF PARKING LOBBY &
GARAGE ENTRANCE**

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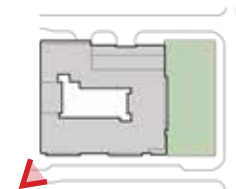
**VIEW LOOKING EAST FROM
WISCONSIN AVE.**

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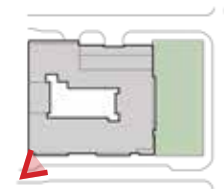
HIGHLAND AVE. VIEW LOOKING EAST

LOT 25 - BETHESDA, MD

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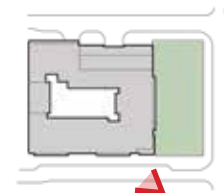
HIGHLAND AVE. VIEW LOOKING EAST

LOT 25 - BETHESDA, MD

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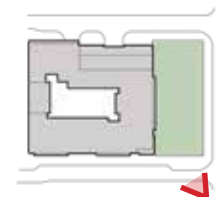


HIGHLAND AVE. VIEW LOOKING WEST

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GREENWAY VIEW LOOKING NORTHWEST

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GREENWAY VIEW LOOKING SOUTHWEST

LOT 25 - BETHESDA, MD

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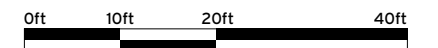
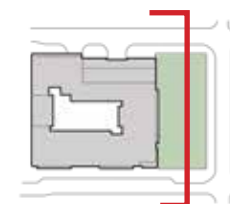
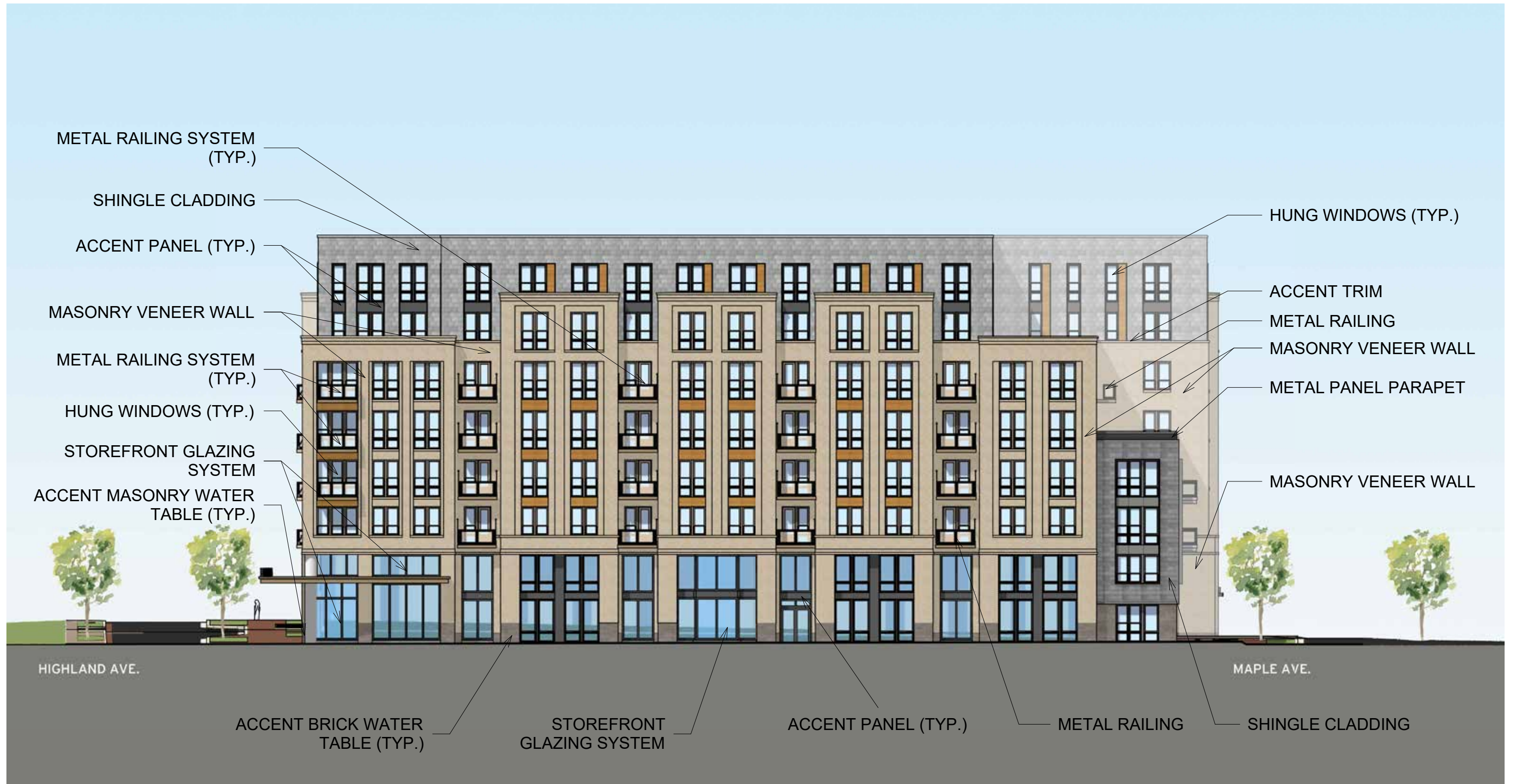
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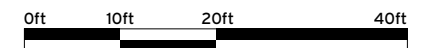
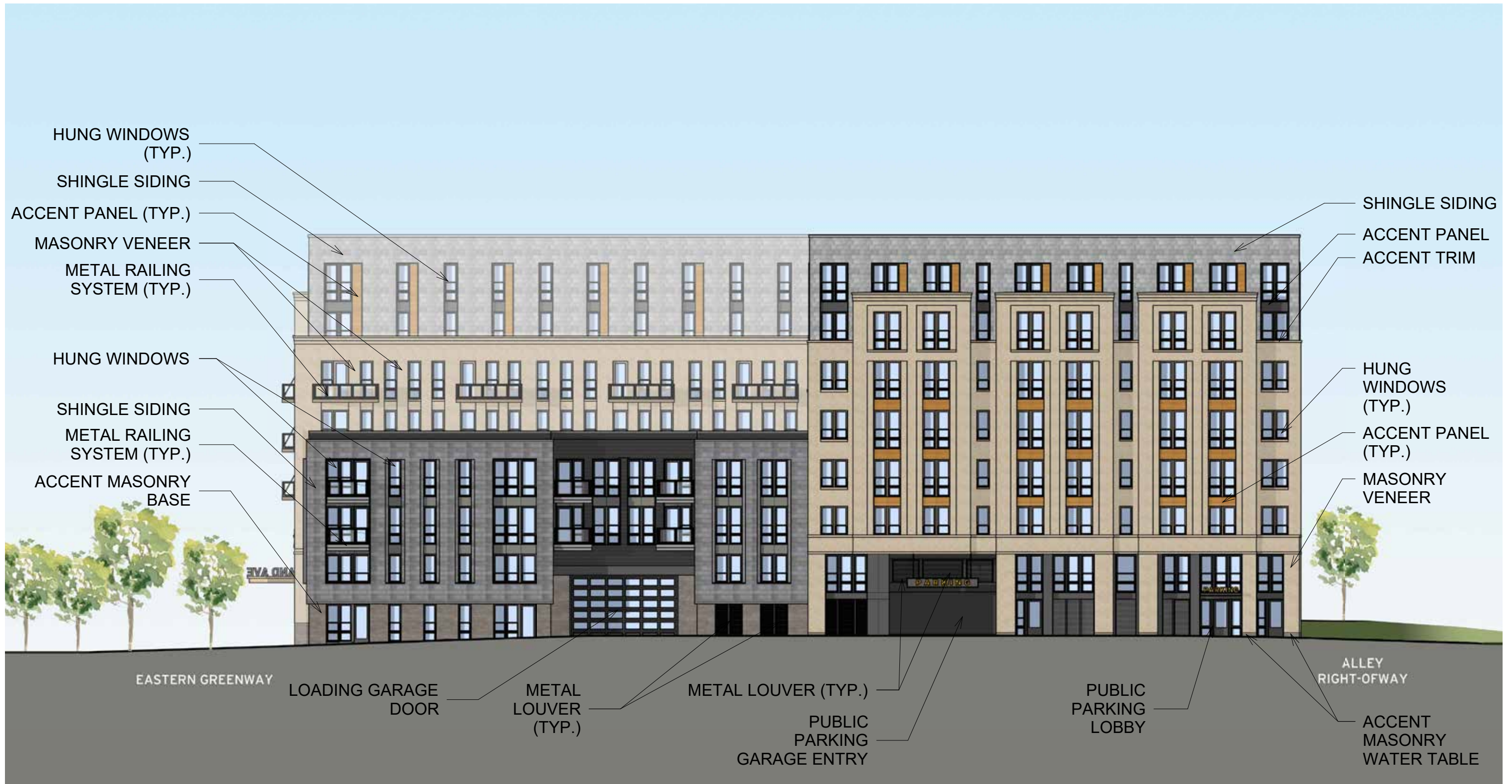


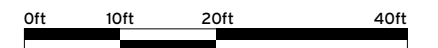
COURTYARD VIGNETTES

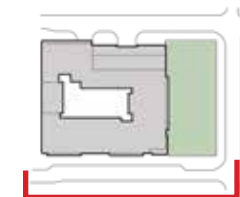
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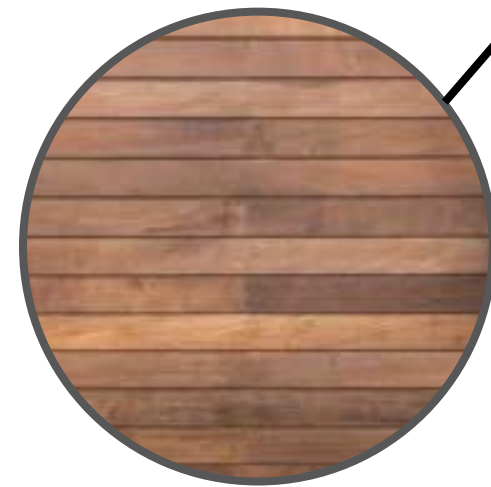
WARM STONE



GREY SHIPLAP



BLOND BRICK



WOOD ACCENT



SURROUNDING PRECEDENT PALETTE

LOT 25 - BETHESDA, MD