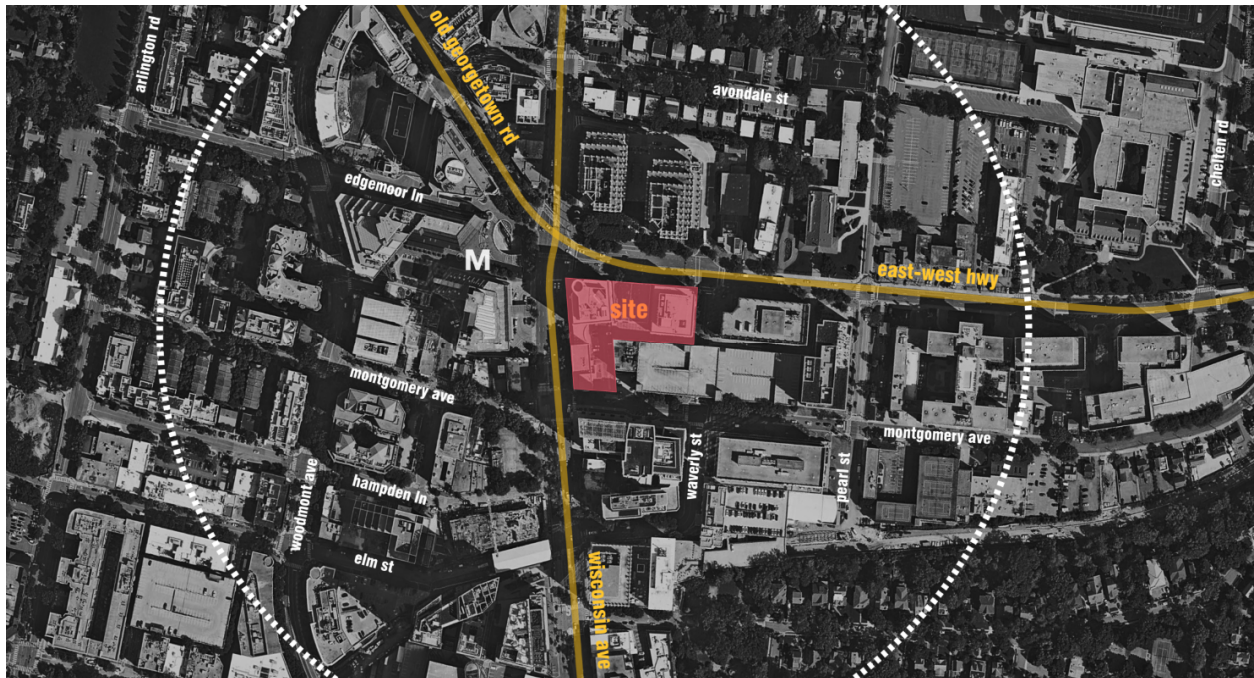


## 7475 Wisconsin Avenue & 4650 East West Highway Concept Plan Design Advisory Panel Submittal

### I. Brief Project Description and Urban Design Concept

Bethesda Crescent 7475 Owner LLC (the “Applicant”)<sup>1</sup> recently acquired four (4) parcels that wrap the prominent intersections of Wisconsin Avenue with East West Highway (to the north), Waverly Street (to the east), and Montgomery Avenue (to the south) (collectively, the “Assembled Site”). The Assembled Site includes the following properties (also illustrated below in red): (a) 7401 Wisconsin Avenue located at the northeast corner of Wisconsin Avenue and Montgomery Lane (improved with a 5-story office building); (b) 7475 Wisconsin Avenue located at the southeast corner of Wisconsin Avenue and East West Highway (improved with a 11-story office building); (c) 4650 East West Highway located mid-block on the south side of East West Highway (improved with a 2-story office building); and (d) 4600 East West Highway located at the southeast intersection of East West Highway and Waverly Street (improved with a 9-story office building). The Assembled Site consists of approximately 2.59 acres of tract area.



The office buildings located at 7475 Wisconsin Avenue and 4650 East West Avenue (the “Phase 1 Property”) have struggled to meet market demands for office space in Downtown Bethesda and each have no tenants in more than 50% of their respective buildings. As a result, the Applicant intends to pursue an expedited Commercial to Residential Reconstruction Plan (“CRR Plan”) in early 2026 to allow for demolition of the vacant office buildings and development of a multi-

<sup>1</sup> The Applicant is a joint venture comprised of MRP Realty and Prime Finance.

family building on the Phase 1 Property. While the Applicant anticipates that the office building located at 4600 East West Highway will continue to compete for market share in the longer term, it may pursue a subsequent CRR Plan for the office building located at 7401 Wisconsin Avenue for a Phase 2 multi-family building in the future (the “Phase 2 Property”). The Phase 1 Property and Phase 2 Property are illustrated below.



The Applicant is pursuing a Concept Plan for redevelopment of the Phase 1 Property with  $\pm 420$  multi-family dwelling units (including up to 17.6% Moderately Priced Dwelling Units, or “MPDUs”), ground floor retail and amenity space, underground parking, and  $\pm 6,500$  square feet of public open space (the “Project”). The Applicant currently estimates that the Project will include approximately 442,000 square feet of residential and retail gross floor area that is served by  $\pm 274$  below grade structured parking spaces. The Project proposes to maximize the zoned height of the Phase 1 Property with additional height (12’ or 1 story) for increased MPDUs to achieve a maximum height of 302’ at the corner of Wisconsin Avenue and East-West Highway and a step-down mid-block to a height of 187’ to the eastern portion of the Phase 1 Property.

As noted above, the Applicant intends to use the CRR Plan process for the Phase 1 Property. Concurrent with a CRR Plan for Phase 1, the Applicant will process an Administrative Subdivision Plan for the Assembled Site to allow for creation of a new record lot for the Project and density averaging.

The Phase 1 Property is zoned CR-5.0, C-5.0, R-4.75, H-290 and CR-5.0, C-5.0, R-4.75, H-175 within the Bethesda Overlay Zone. The Phase 1 Property is located in the Wisconsin Avenue Corridor (as defined in the Approved and Adopted Downtown Bethesda Sector Plan – “Sector Plan”) of Downtown Bethesda. The Sector Plan identifies the Phase 1 Property as Map #123 and Map #125 with the following recommendations:

- Rezone Map #123 from its current zone to increase the commercial density from 4.0 FAR to 5.0 FAR and increase the maximum allowable building height to 290 feet to provide flexible development opportunities and allow future development to better adapt to market conditions.
- Rezone Map #125 from its current zone to increase the commercial density from 4.0 FAR to 5.0 FAR and increase the maximum allowable building height to 175 feet to provide flexible development opportunities and allow future development to better adapt to market conditions. (Sector Plan, p. 102-103).

The Property is located immediately to the east of the Bethesda Metro Station, with direct pedestrian access to the Metro Station provided through a tunnel from the Phase 1 Property under Wisconsin Avenue. There is one (1) curb cut along the Phase 1 Property’s East West Highway frontage, and access is also provided through an internal alley from Wavely Street to the existing improvements on the Assembled Site.

The Applicant is submitting this Concept Plan for review by the Design Advisory Panel so that it can get early input on the proposed massing, including the base building height, tower step-backs, and tower separation distance, so that it is in process to advance the design of the Project for the filing of an expedited CRR Plan in early 2026. A description of how the Project’s massing complies with the Bethesda Downtown Design Guidelines (the “Design Guidelines”) is provided below.

## **II. Massing Compliance with Design Guidelines**

### **A. Design Narrative**

The Project is located within the Wisconsin Avenue Corridor District, and will promote a number of the goals and recommendations of the Sector Plan, with the most notable being the following:

- Creating Visually Distinctive Buildings
- Improved and Enhanced Intersections
- Creating active walkable environments
- Provides integrated retail and residential uses along a designated retail node.

The Project resides at the Heart of Downtown Bethesda, located at the prominent intersection of Wisconsin Avenue and East-West Highway. The goal of the Project is to create an iconic focal point when entering the Central Business District that uses a unique, articulated, and integrated design to create a visually distinctive building. The façade will be developed to break down the building into visually appealing proportions placing the focus of the design at the main corner (Wisconsin Avenue and East West Highway intersection). Utilizing a limited tower floor plate, recessed balcony stitches to limit the apparent face of the tower, varying tower heights and setbacks the Project will create a building massing that is proportional and appropriate for its location. The massing moves will promote the ideal base, middle, top design concept that will help break down the scale of the building and create a cohesive building from top to bottom, that ties to the public

realm and enhances the pedestrian experience. The tower step-backs and tower separation proposed are described in greater detail below.

B. Wisconsin Avenue Elevation

Consistent with the Design Guidelines designation of Wisconsin Avenue as an Urban Boulevard, the Project includes a 25' to 32' build-to-line, 31' to 44' base building height, and a 2' to 29' variable tower step-back above the base building.

C. East West Highway Elevation

Consistent with the Design Guidelines designation of East West Avenue as an Urban Boulevard, the Project includes a 25'-30' build-to-line, 44' base building height, and a 2' to 20' variable tower step-back above the base building.

D. Tower Separation relative to 4600 East West Highway and Phase 2

The Project proposes tower separation distance of 25' from the eastern boundary line adjacent to 4600 East-West Highway (the office building proposed to remain) and a 35' setback from the southeast boundary line. The southern elevation is responsive to a potential future redevelopment of the Phase 2 Property by allowing for a minimal party-wall condition in the middle, with a recess on each corner of the elevation. The overall design of the Project allows for access to light and air and will position the Phase 2 Property to be redeveloped in a compatible manner completing this block of Wisconsin Avenue.

**III. Conclusion**

The Applicant's Concept Plan will revitalize this prominent corner in the Bethesda Central Business District by replacing two (2) highly vacant and underutilized office buildings with a mixed-use multi-family residential building that activates Wisconsin Avenue and East West Highway. The Applicant respectfully requests that the DAP provide input on the massing proposed so that it can advance the design of the Project to include more detailed elevations, streetscape, landscape, and amenities as part of an expedited CRR Plan that is filed in the first quarter of 2026. As part of this subsequent submission to the DAP, the Applicant will describe how the Project is eligible to receive more than the minimum required Exceptional Design public benefit points.

Very truly yours,

**Selzer Gurvitch Rabin Wertheimer  
& Polott, P.C.**

*Matthew M. Gordon*

Matthew M. Gordon

*Counsel to Bethesda Crescent 7475 Owner  
LLC*



## 7475 wisconsin ave

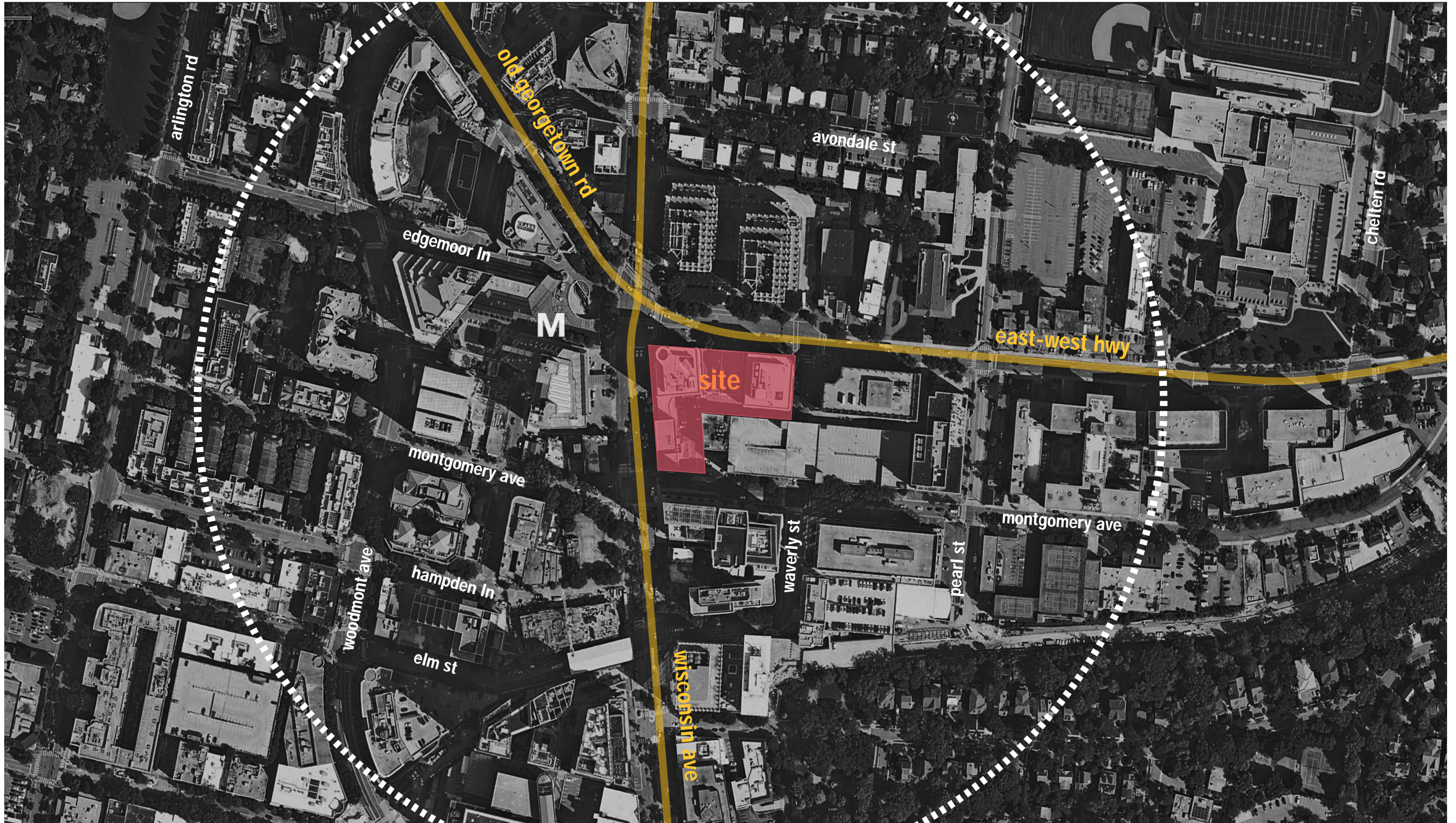
design advisory panel presentation

site location  
7475 wisconsin ave  
bethesda, md 20814

developer  
mrp realty

land use consule  
selzer gurvitch rabin wertheimer & polott, p.c.

architect  
sk+i architecture





view from old georgetown rd



view of from wisconsin ave looking north



view of from wisconsin ave looking south



view from east-west highway



view of base along east-west highway



view of base along wisconsin ave

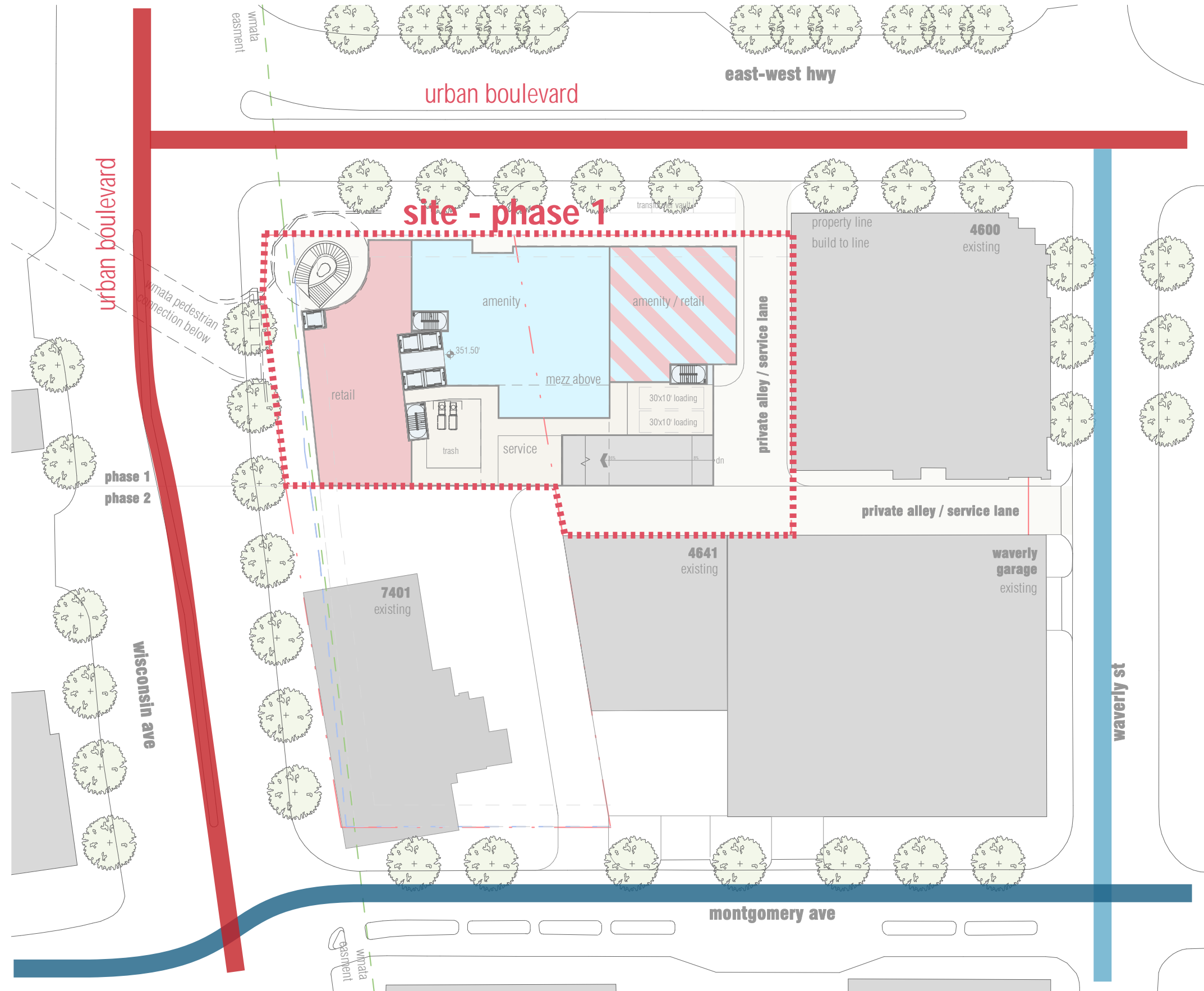


Figure 2.10: Recommended Retail Nodes

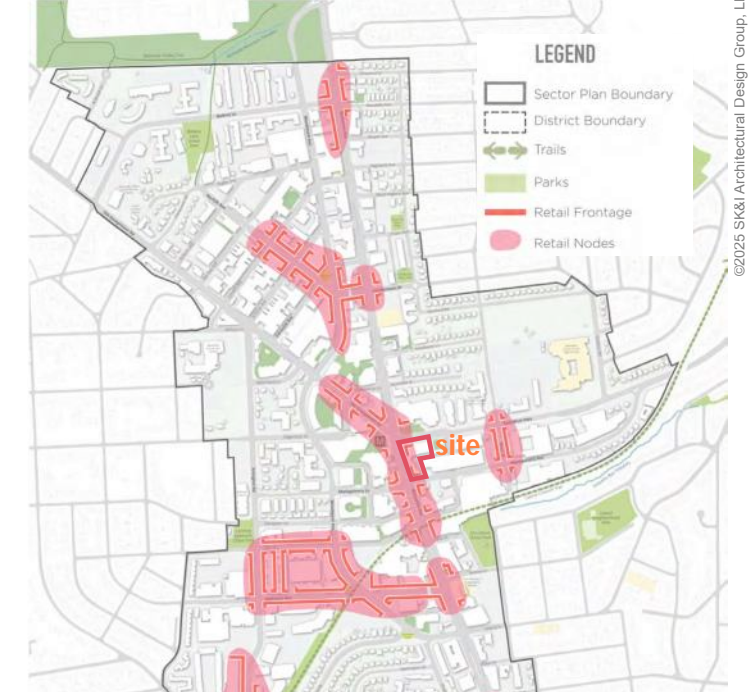
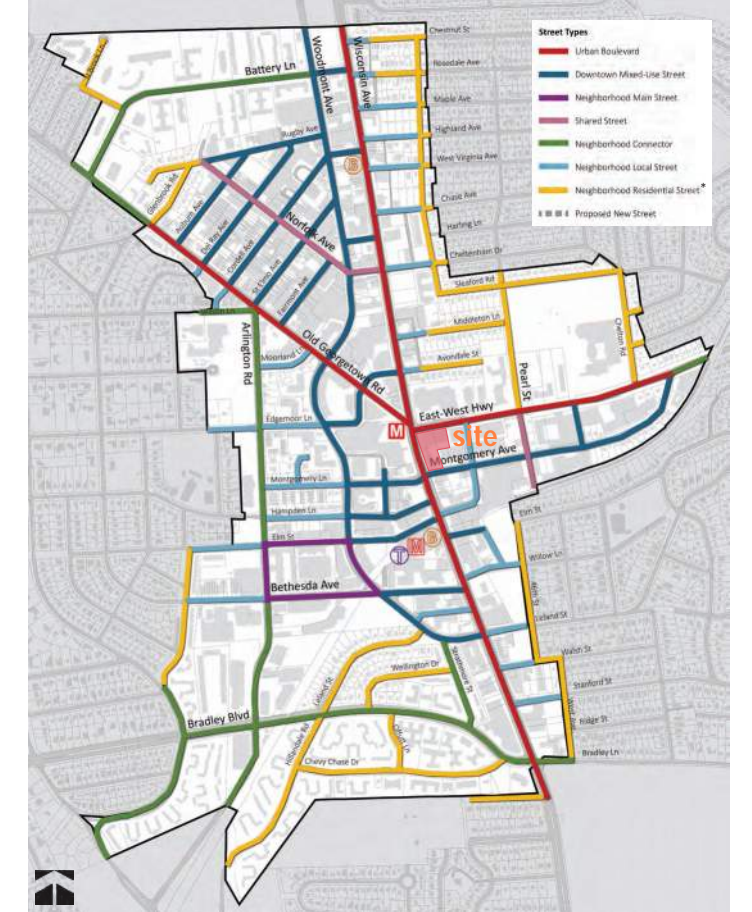


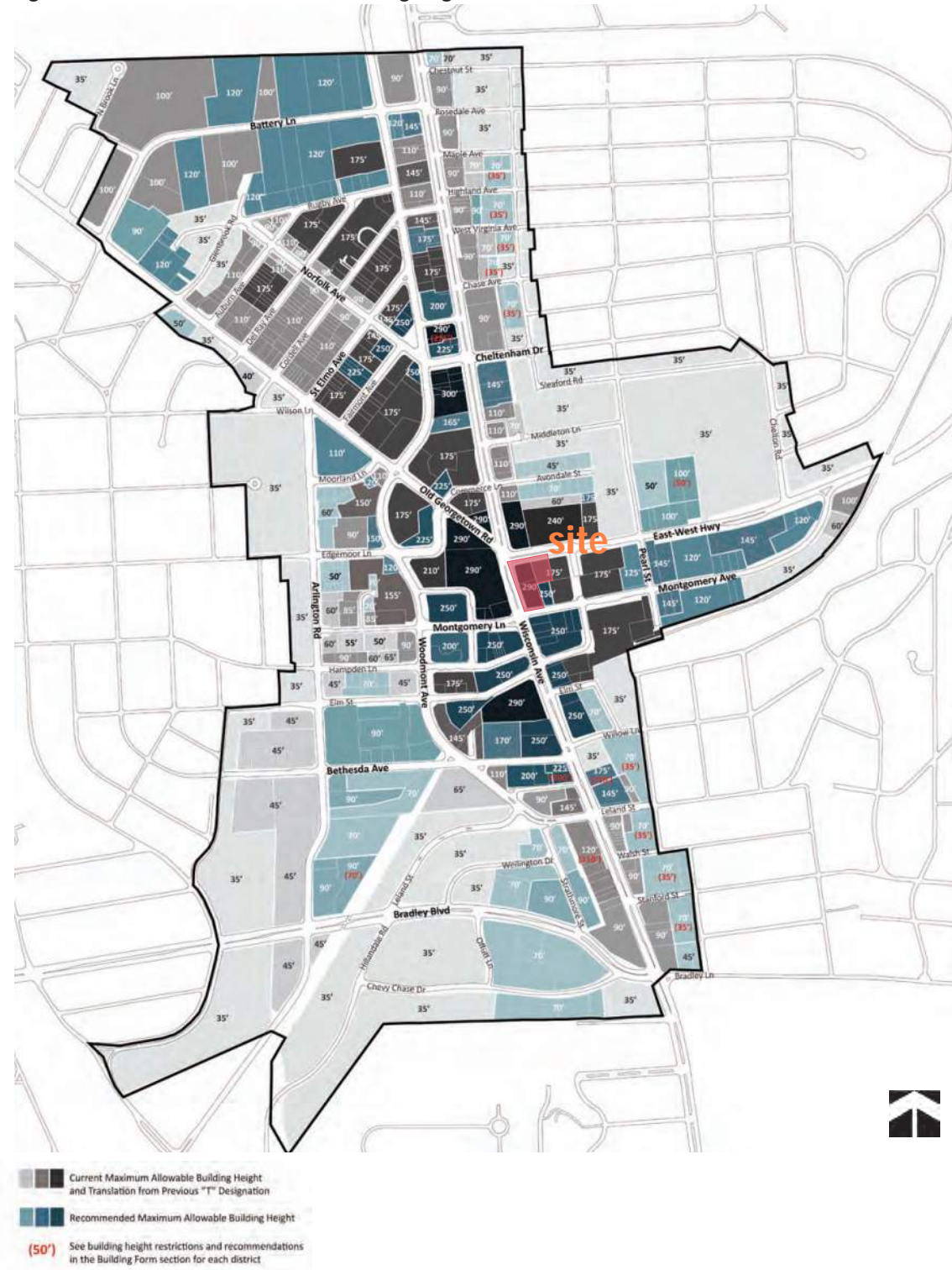
Figure 2.01: Street Types



\* Several properties in the Sector Plan area that front on Neighborhood Residential Streets are designated for greenways. See Section 3.4 Eastern Greenway Districts for additional guidelines.

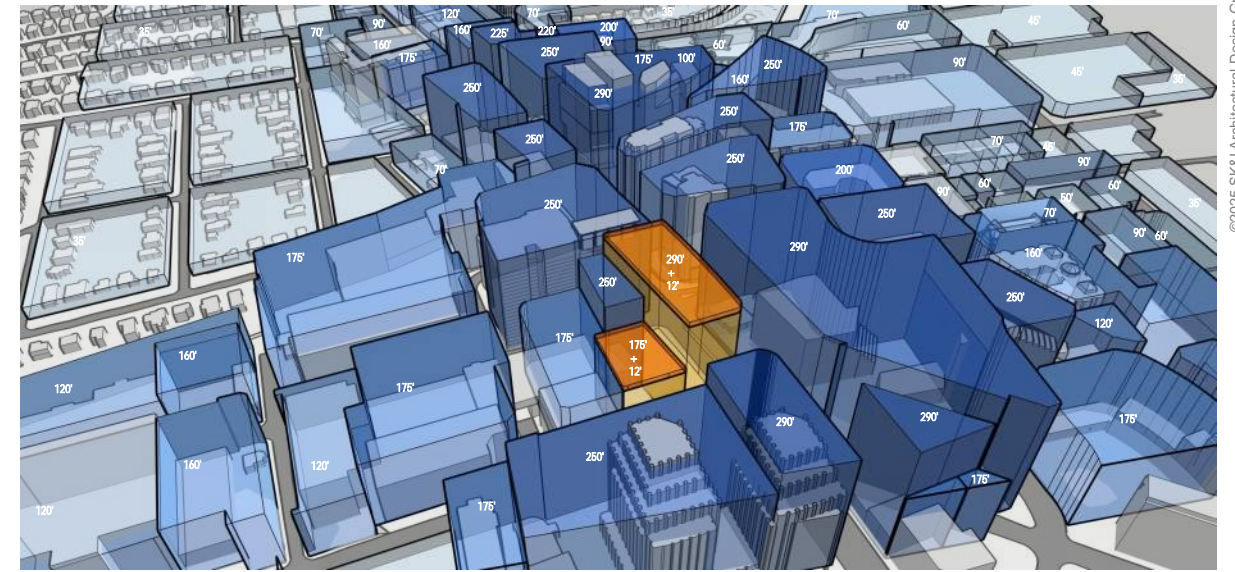


Figure 2.19: Recommended Maximum Building Heights

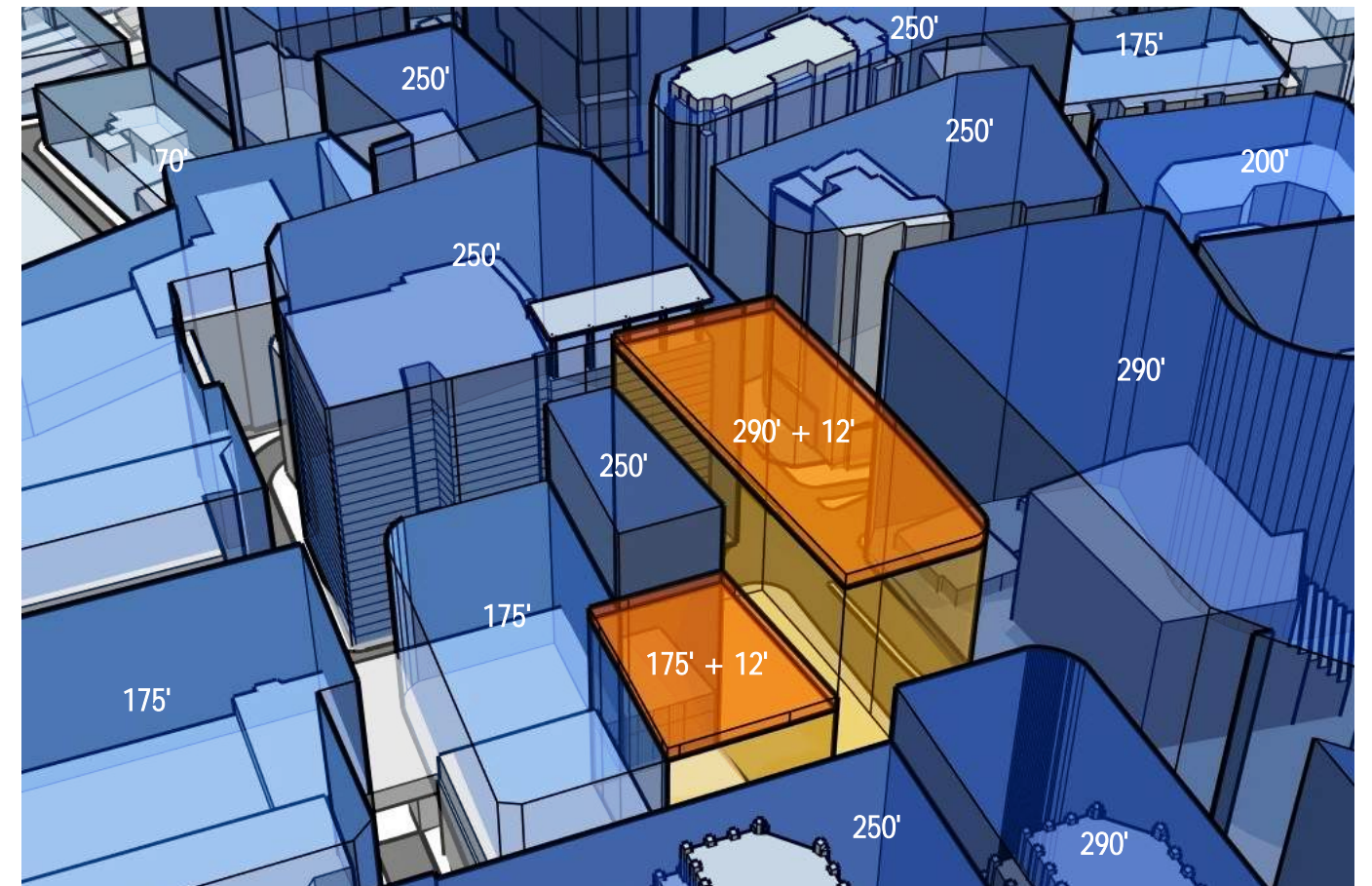


BETHESDA DOWNTOWN PLAN | MAY 2017 71

CR-5,  
C-5,R-4.75,  
H-290/175



allowable building heights - north aerial

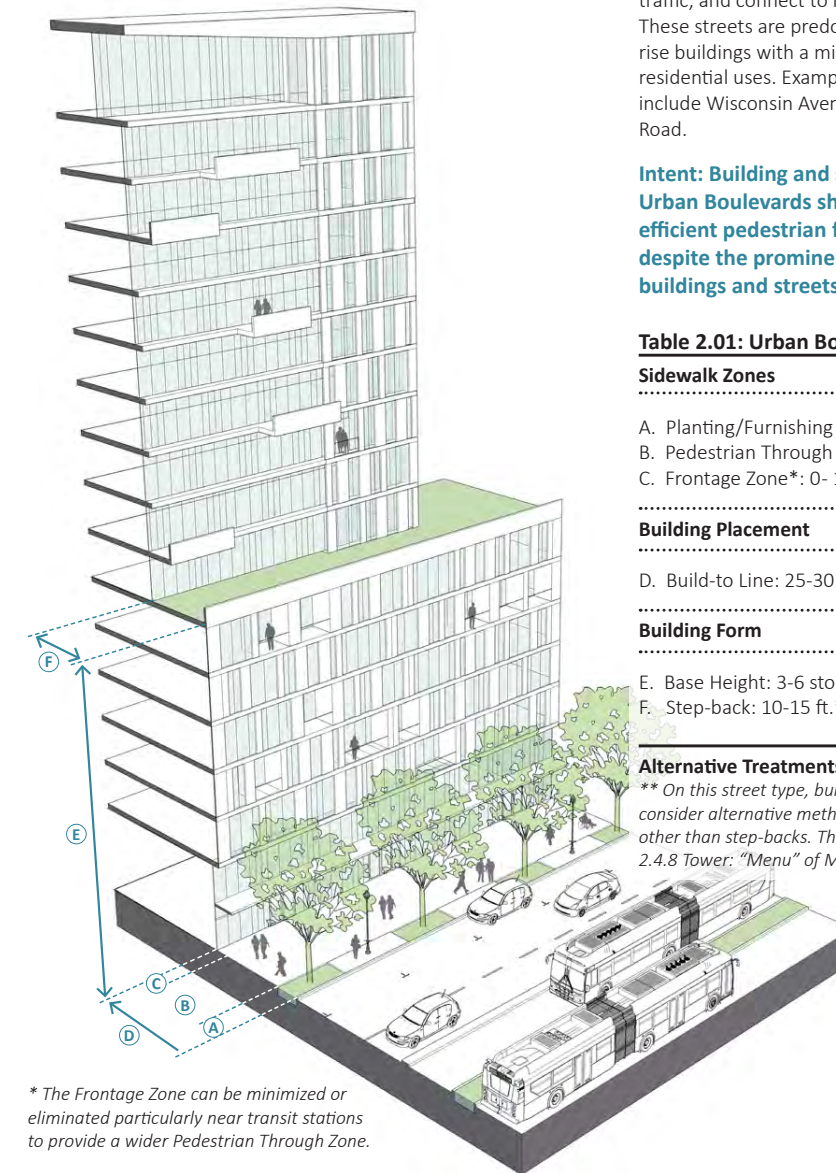
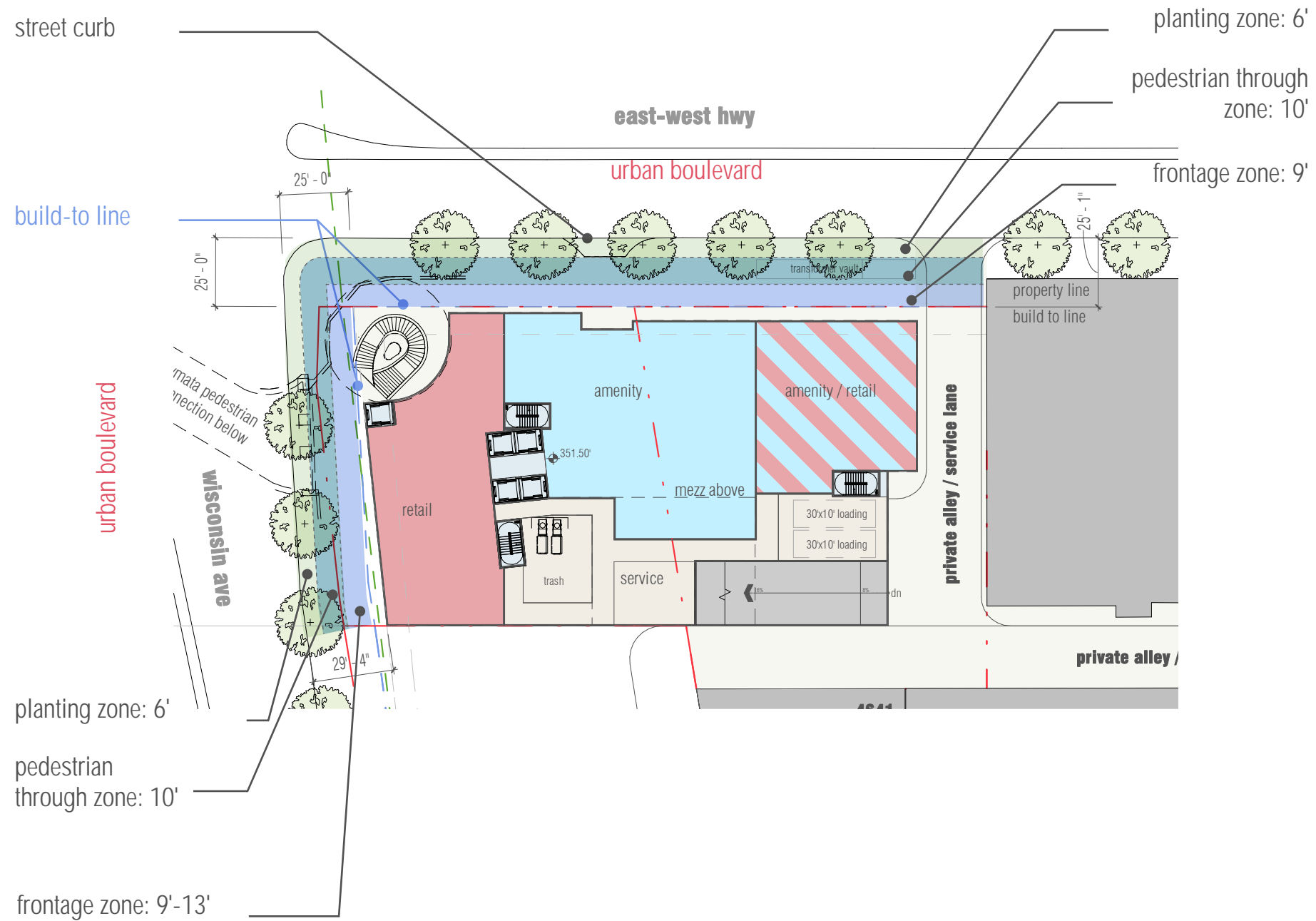


allowable building heights enlarged



## design goals

- achieve the design goals of the bethesda plan and provide a dynamic, sustainable, and inclusive address
- strengthen the center of activity at the heart of the wisconsin avenue corridor
- promote a diversified mix of housing in downtown through office conversion to mixed-use multi-family development
- beautify downtown through greening and improved streetscapes
- add residential density immediately adjacent to public transportation and reduce vehicle miles traveled in the region
- create a signature residential tower that is scaled, approachable, engages and enhances the pedestrian experience, and becomes an iconic moment when entering downtown bethesda from the north and west



**2.1.2 Urban Boulevard**

Urban Boulevards typically carry a significant amount of pedestrian, bus and vehicular traffic, and connect to major transit nodes. These streets are predominantly lined by high-rise buildings with a mix of commercial and residential uses. Examples of Urban Boulevards include Wisconsin Avenue and Old Georgetown Road.

**Intent: Building and sidewalk design along Urban Boulevards should ensure both efficient pedestrian flow and comfort despite the prominence of large-scale buildings and streets.**

**Table 2.01: Urban Boulevard**

Sidewalk Zones	
A.	Planting/Furnishing Zone: 6- 10 ft.
B.	Pedestrian Through Zone: 10- 20 ft.
C.	Frontage Zone*: 0- 10 ft.
Building Placement	
D.	Build-to Line: 25-30 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.

\* The Frontage Zone can be minimized or eliminated particularly near transit stations to provide a wider Pedestrian Through Zone.



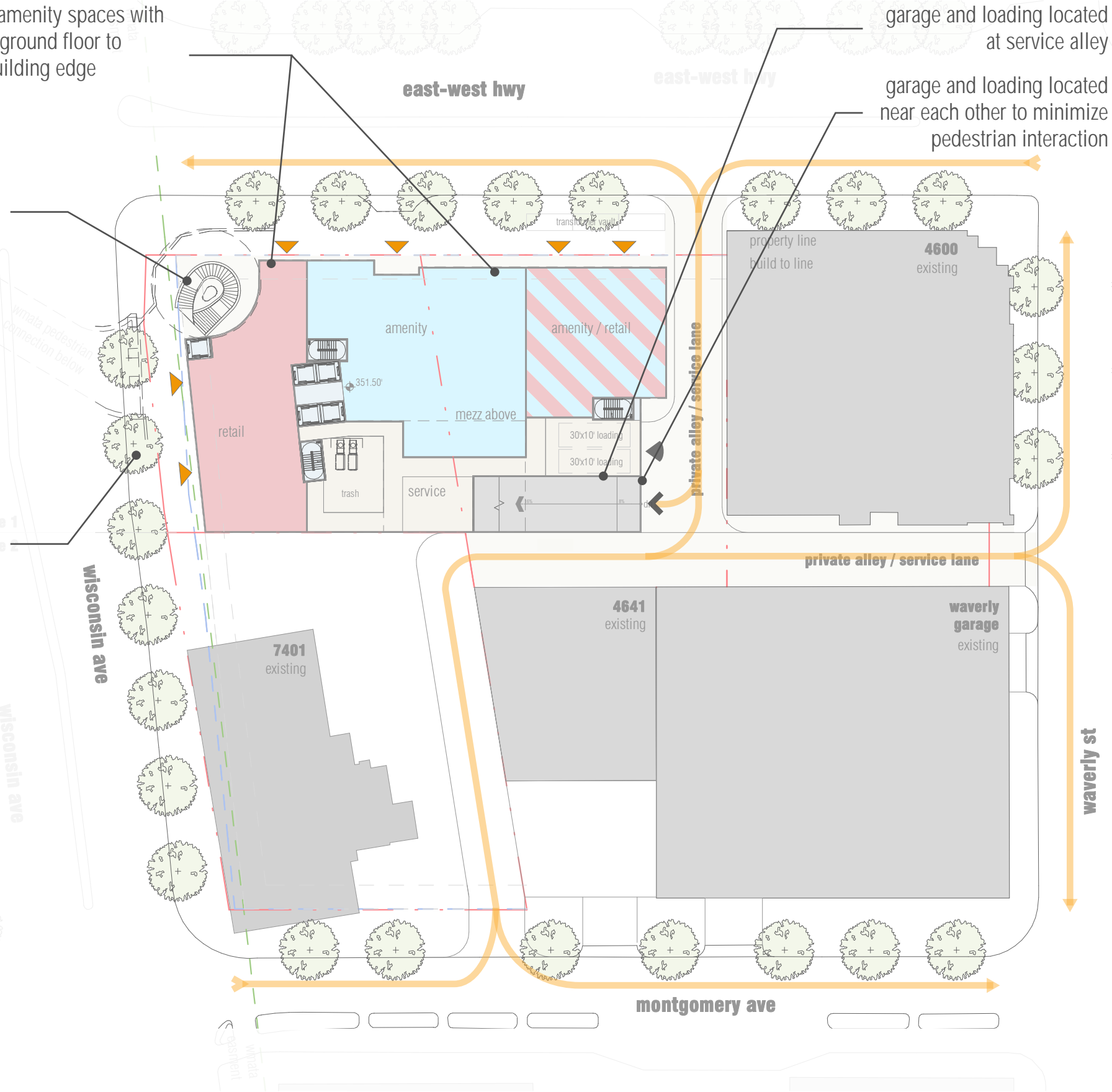
retail, lobby, and amenity spaces with transparency line ground floor to maintain active building edge

wmata station access through re-used connection walkway underneath wisconsin ave

continuous tree canopy to greatest extent feasible

garage and loading located at service alley

garage and loading located near each other to minimize pedestrian interaction



**2.3.3 Servicing, Access and Parking**

**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.

**Guidelines:**

- 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

elements, and design vehicle access doors to incorporate high-quality materials and finishes that are consistent with the building.

- 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.

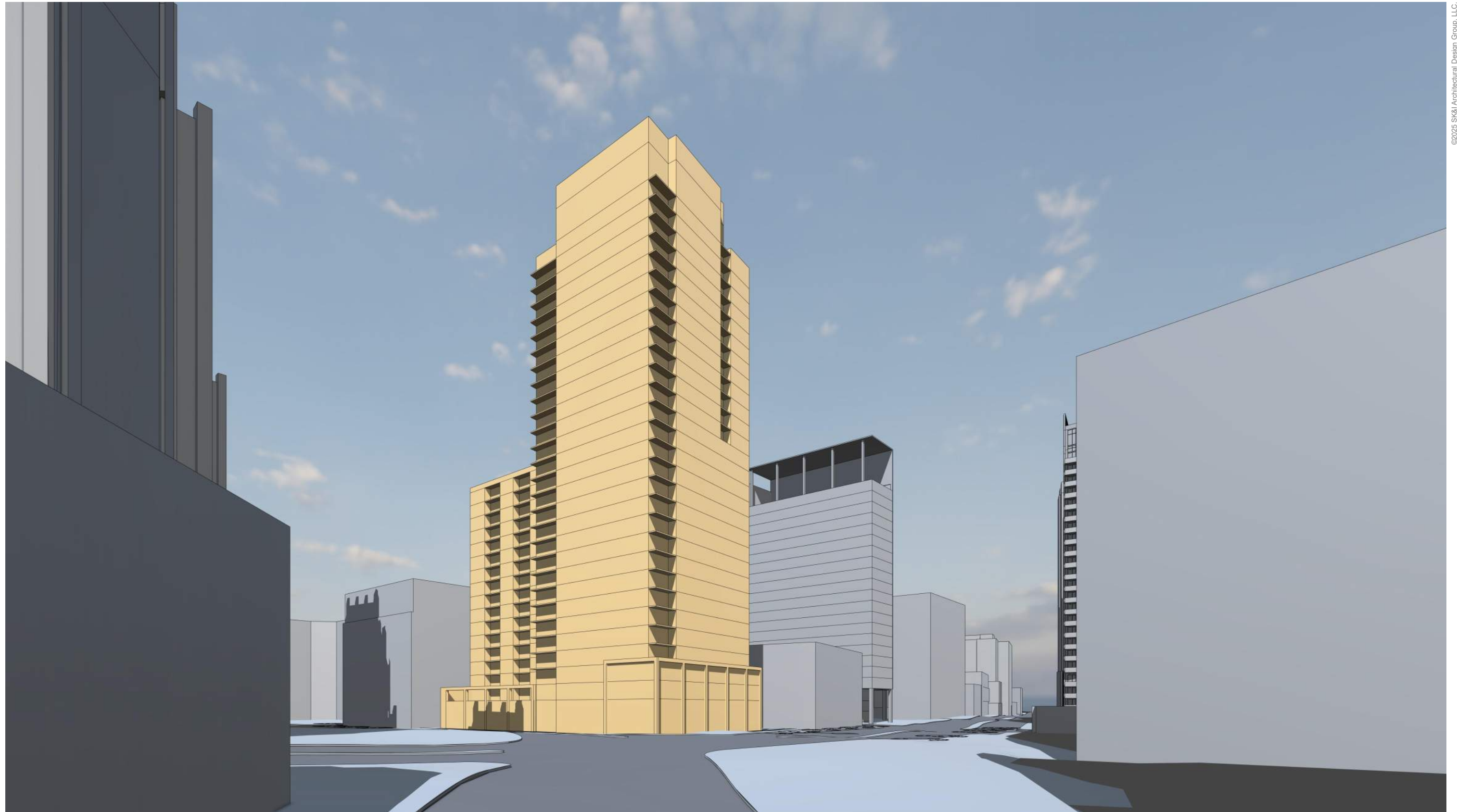
**Servicing Operations:**

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

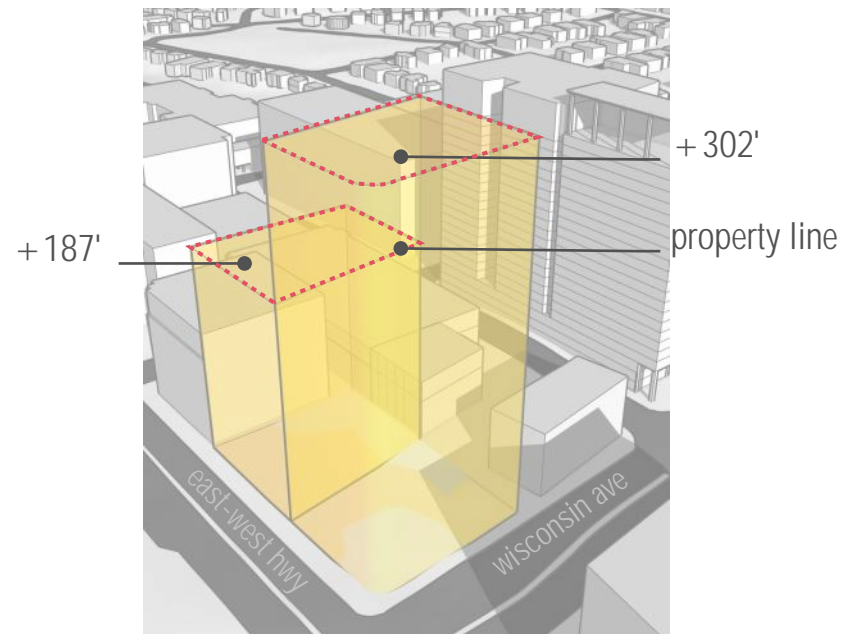
**circulation**

- vehicles
- loading
- building entrance
- parking entrance

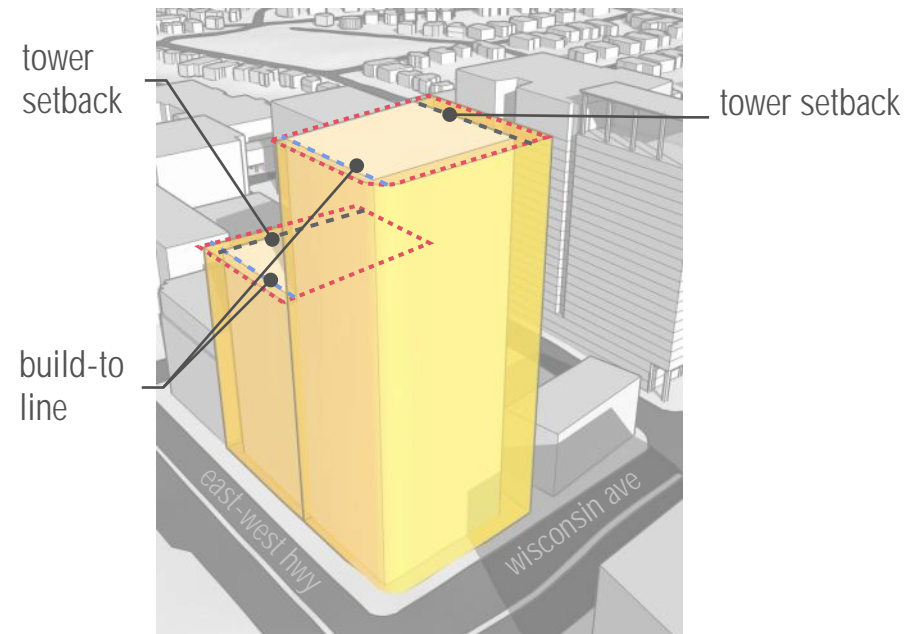




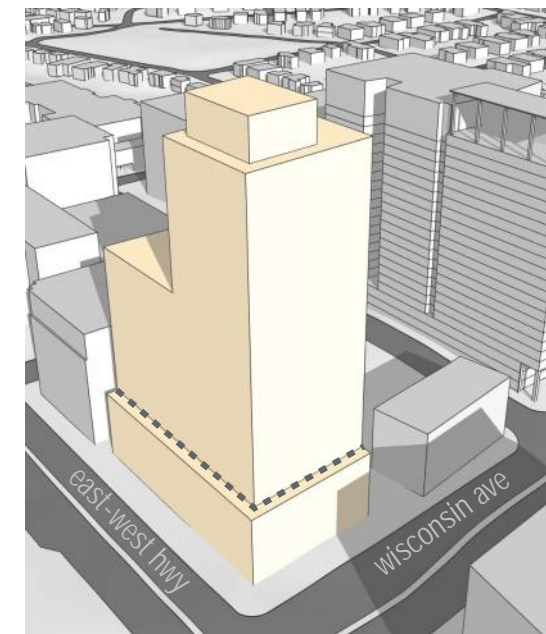
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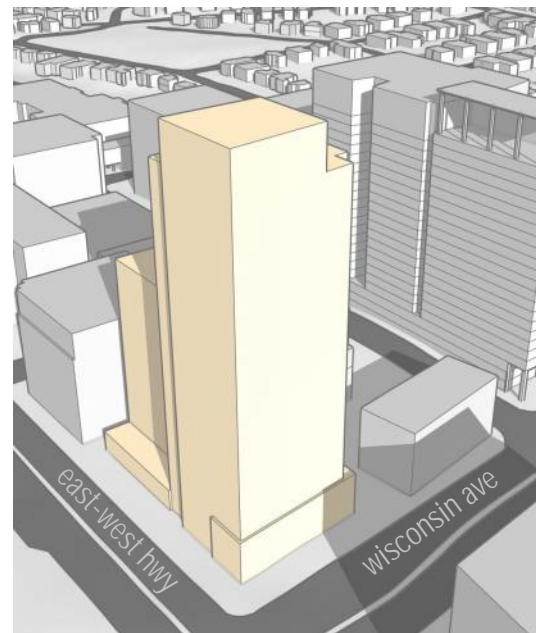
**1** property line and allowable height - with bonus height



**2** build-to and tower separation



**3** recommended setbacks



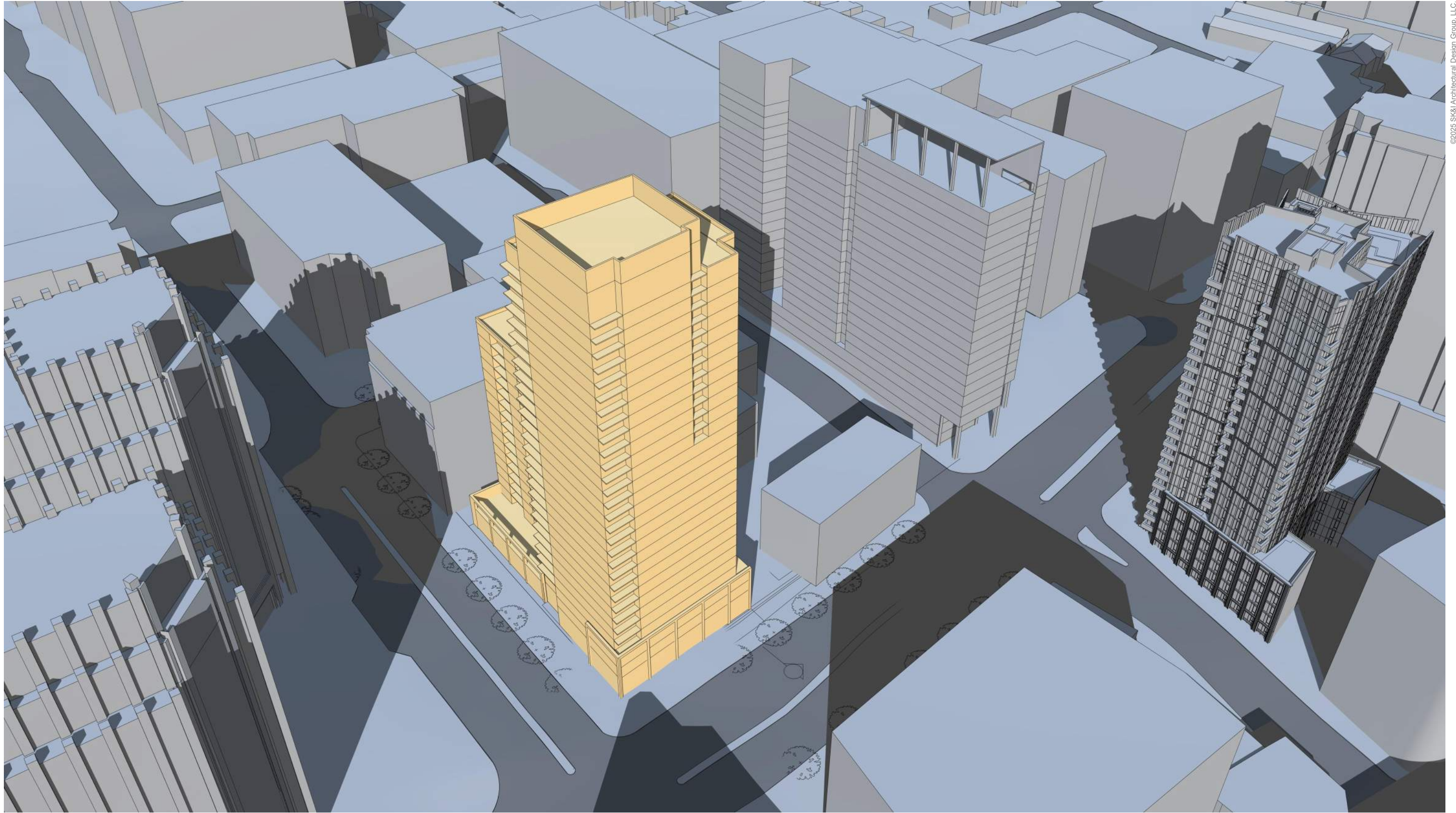
**4** base middle top and bulk reduction



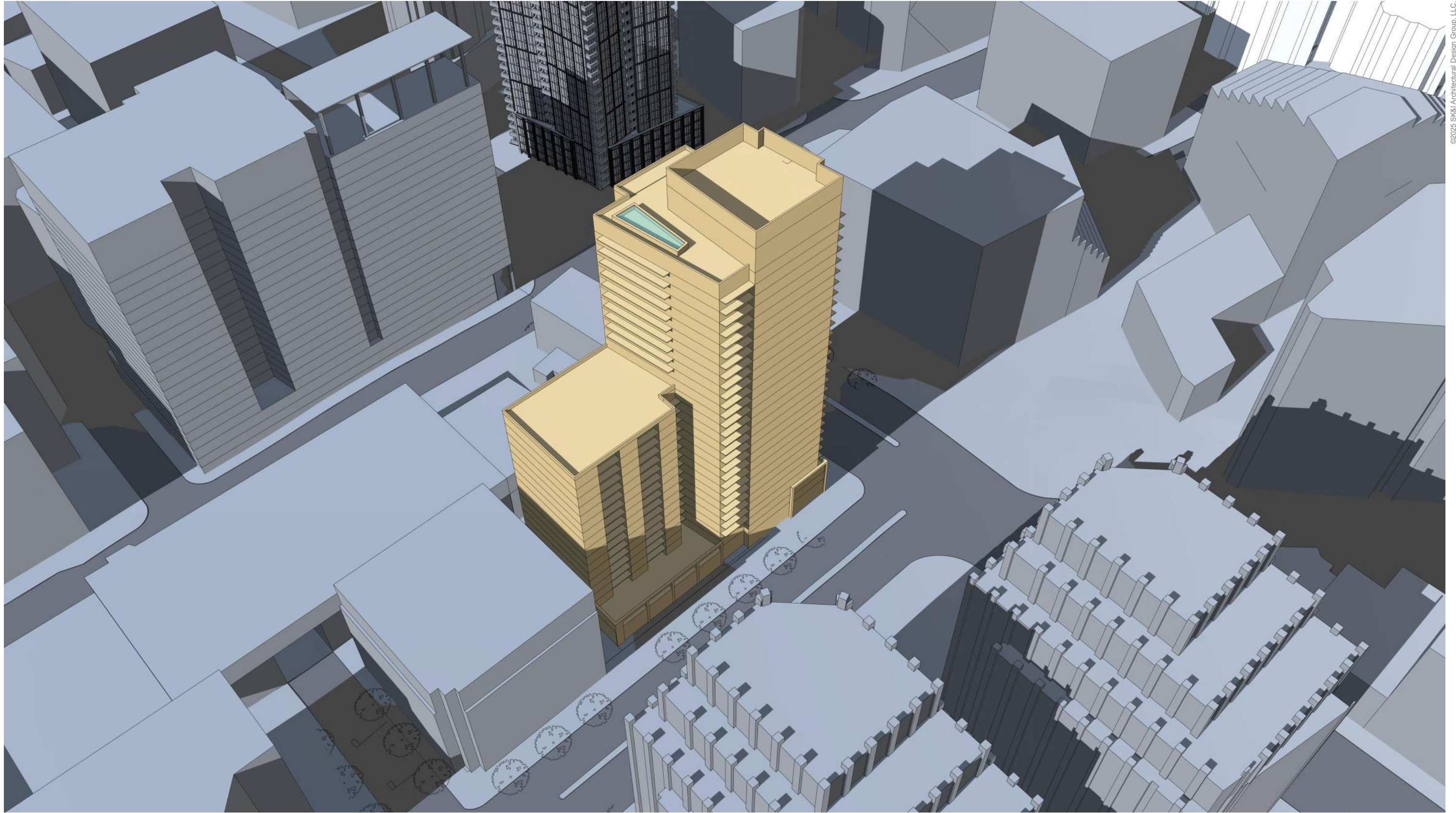
**5** articulation and refinement



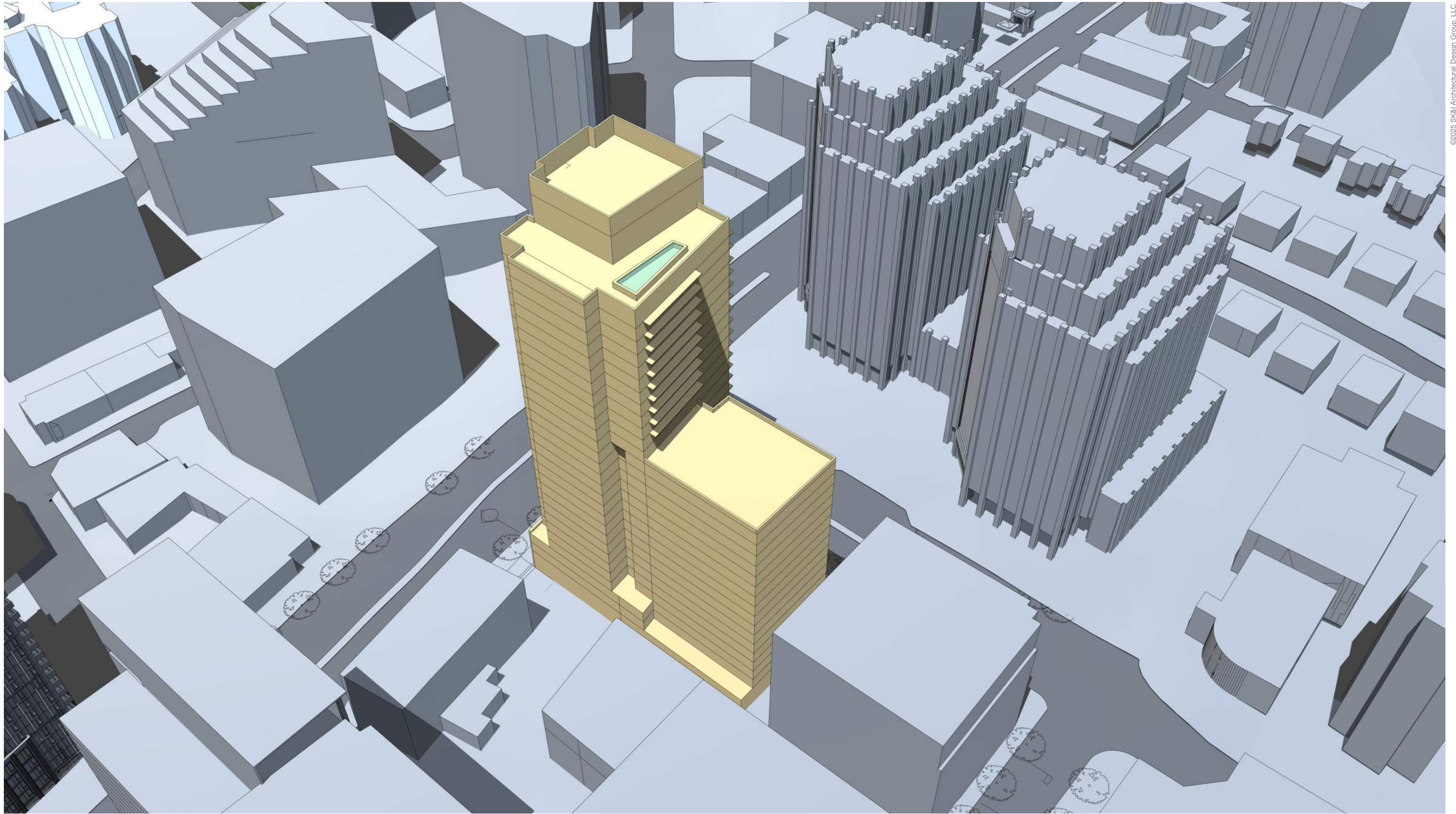
**6** massing concept



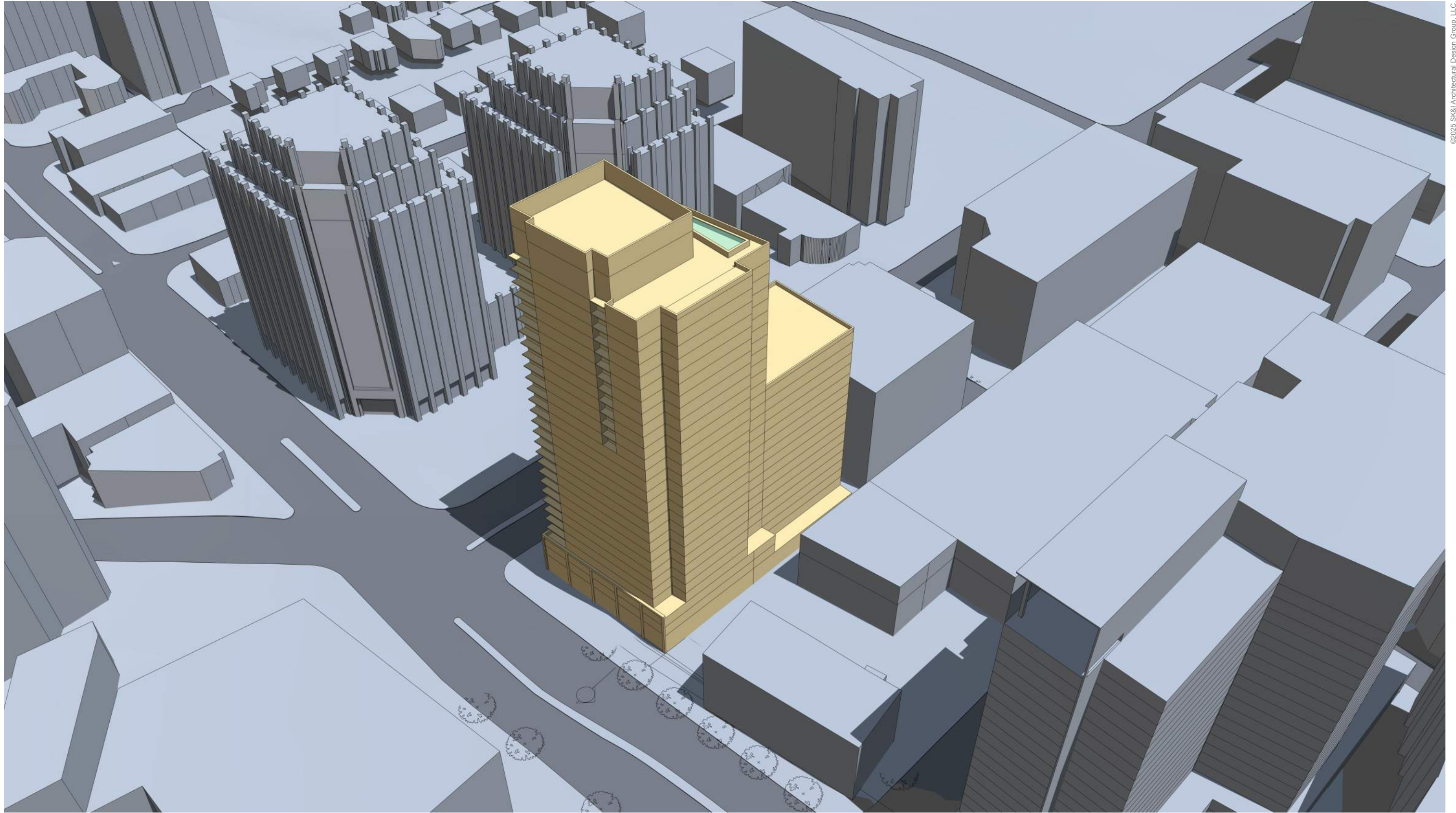
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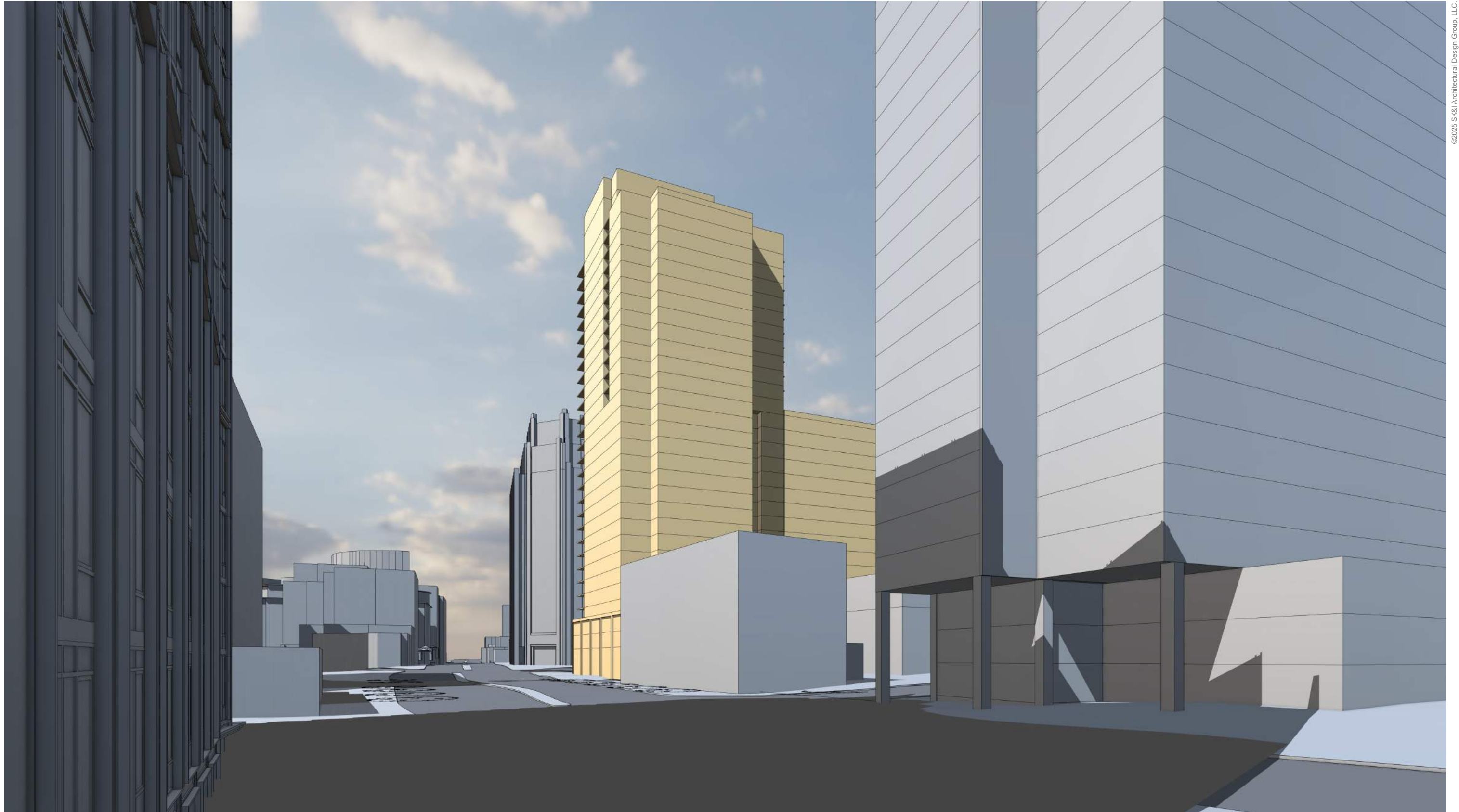
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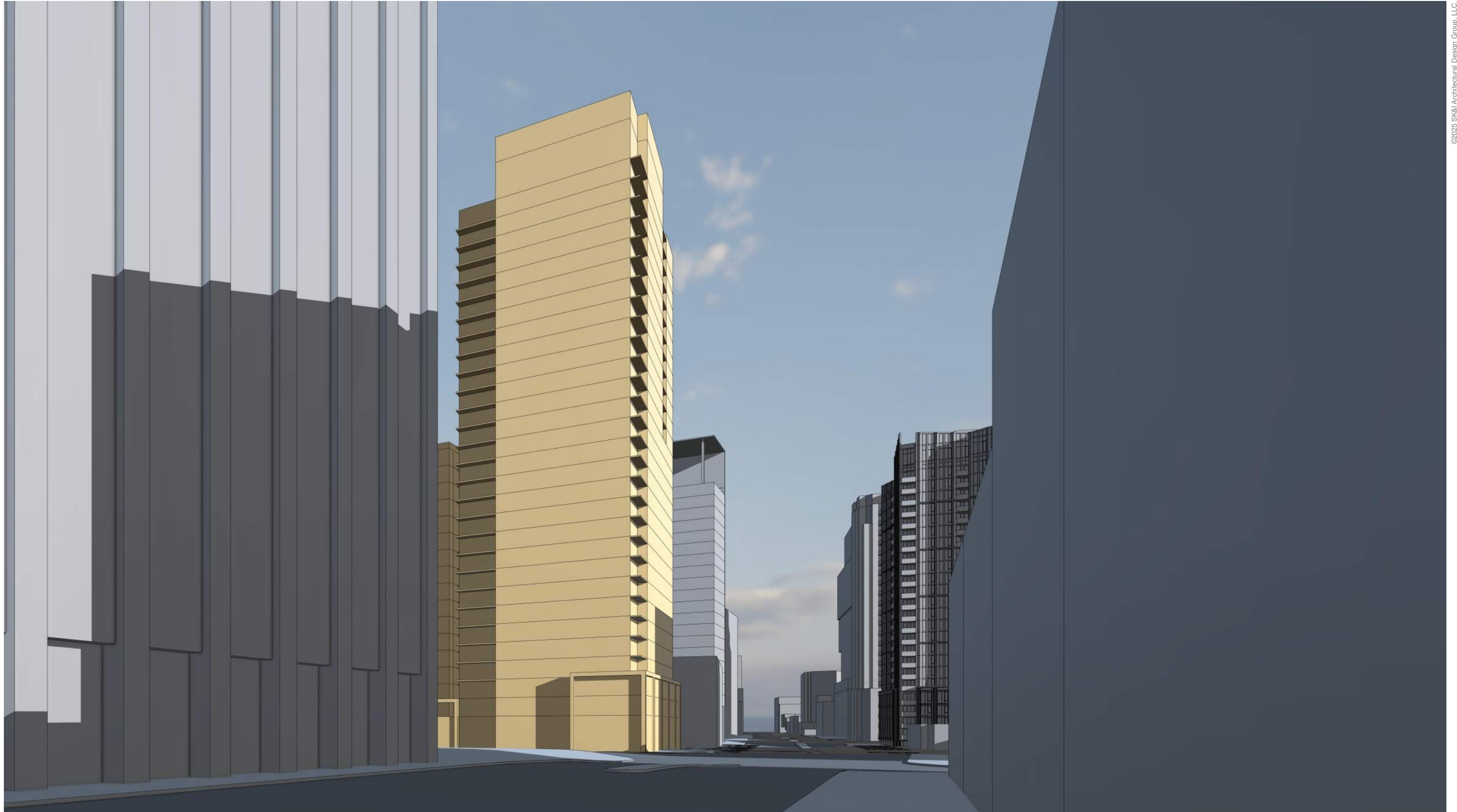
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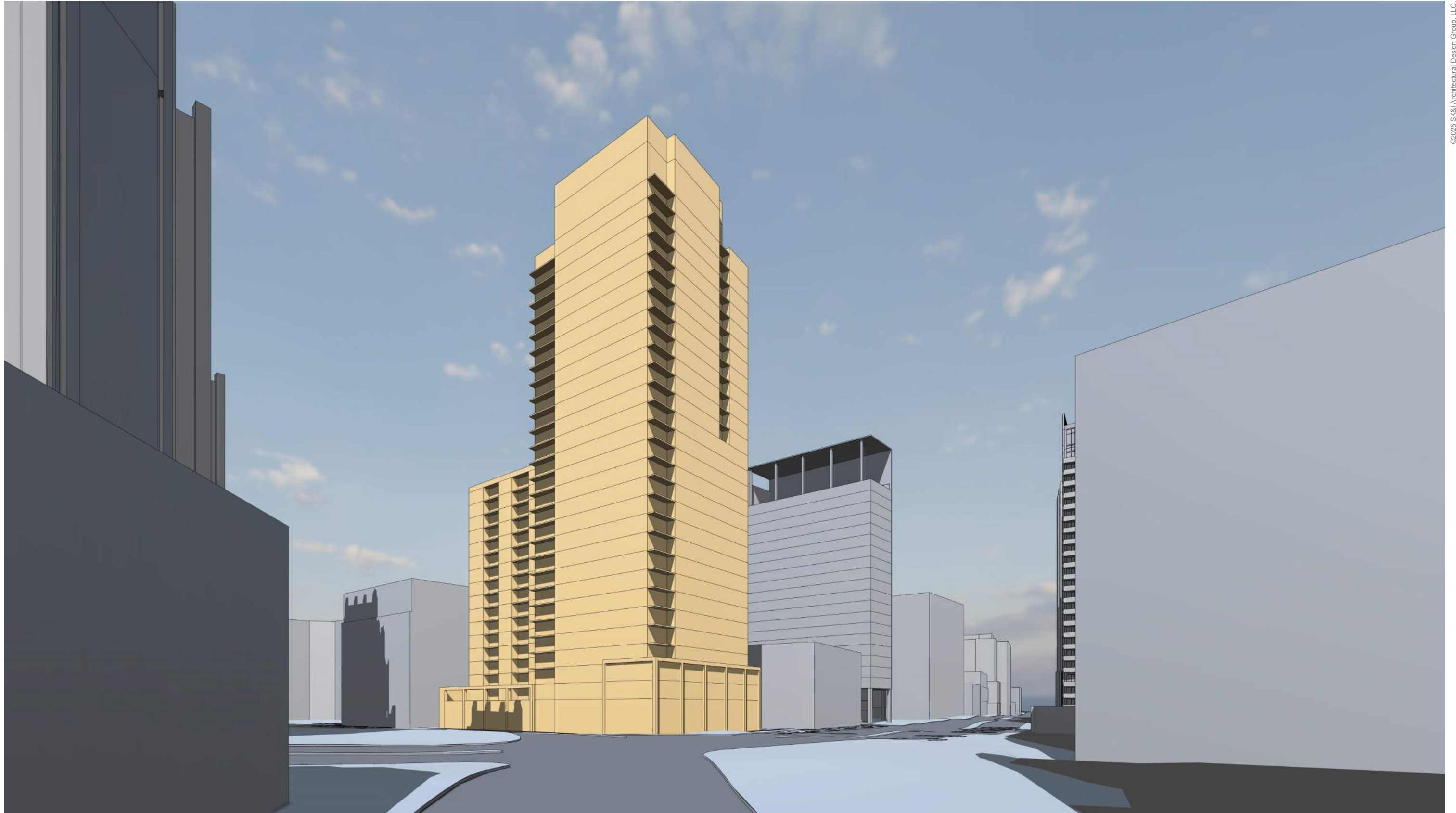
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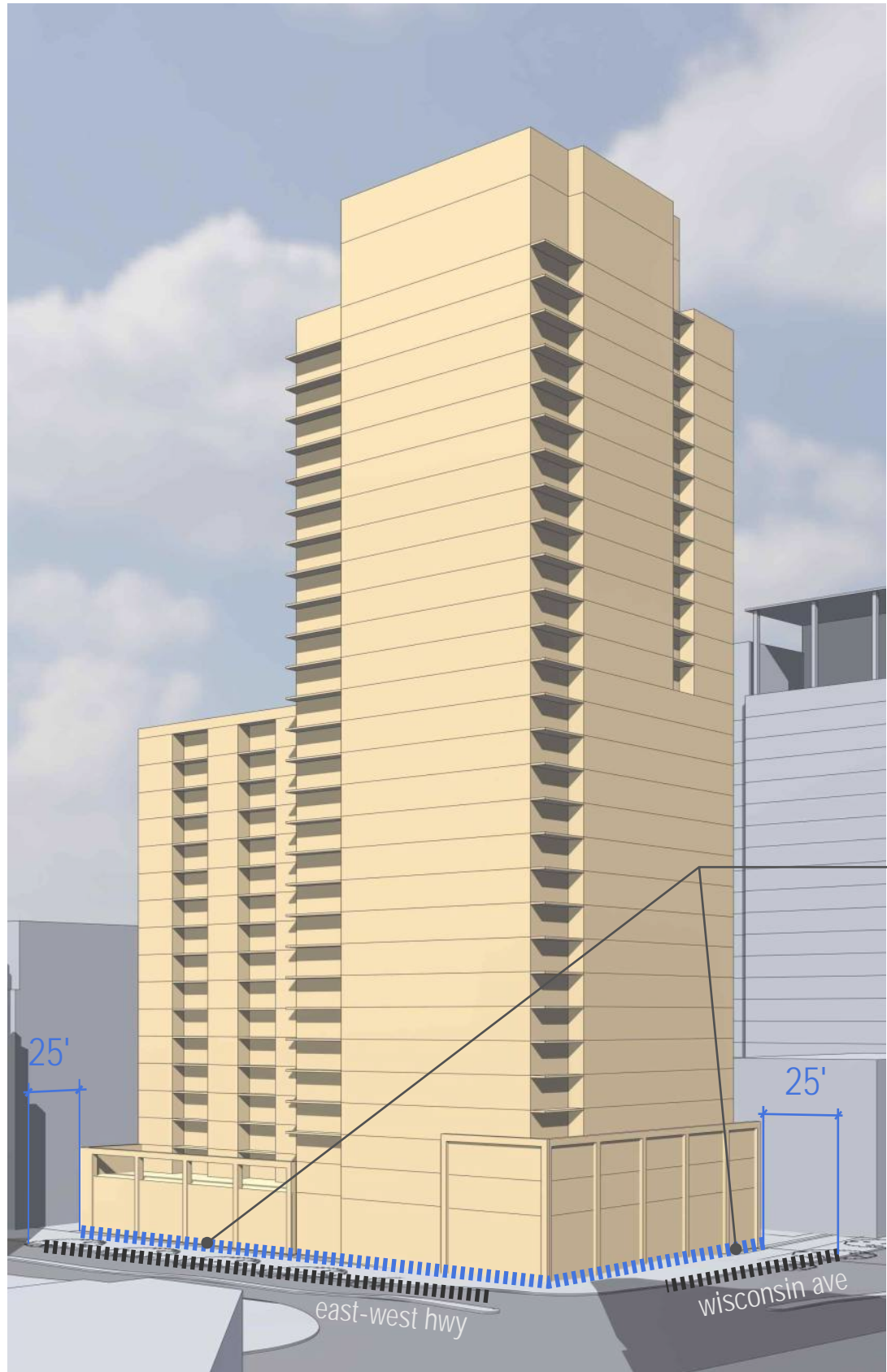
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continuous street edge along build-to line

### 2.4.2 Base: Building Placement

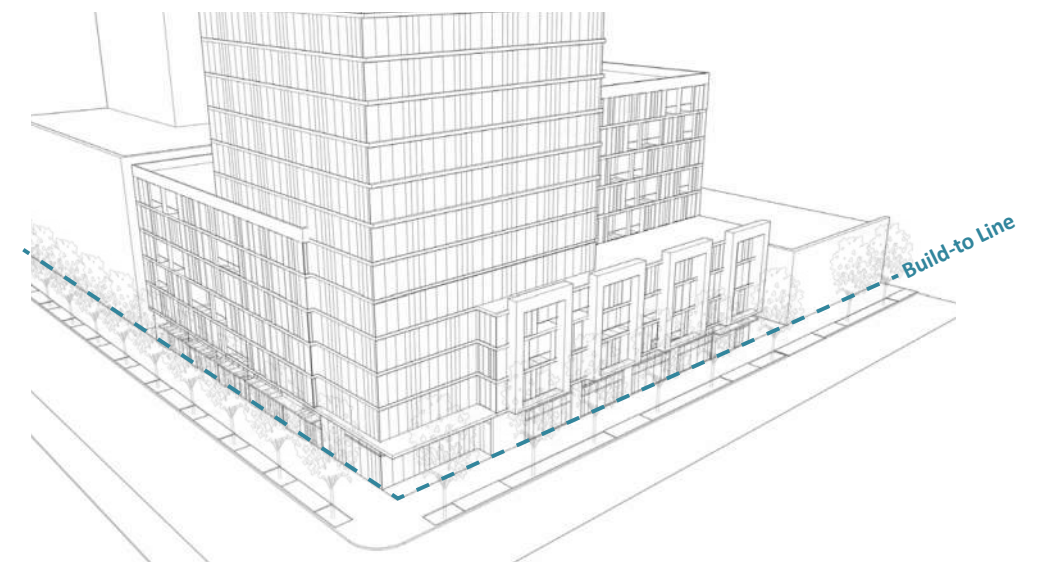
**Intent:** To create a continuous street wall to frame the sidewalk and create a more comfortable outdoor room for pedestrians to encourage walking throughout the downtown.

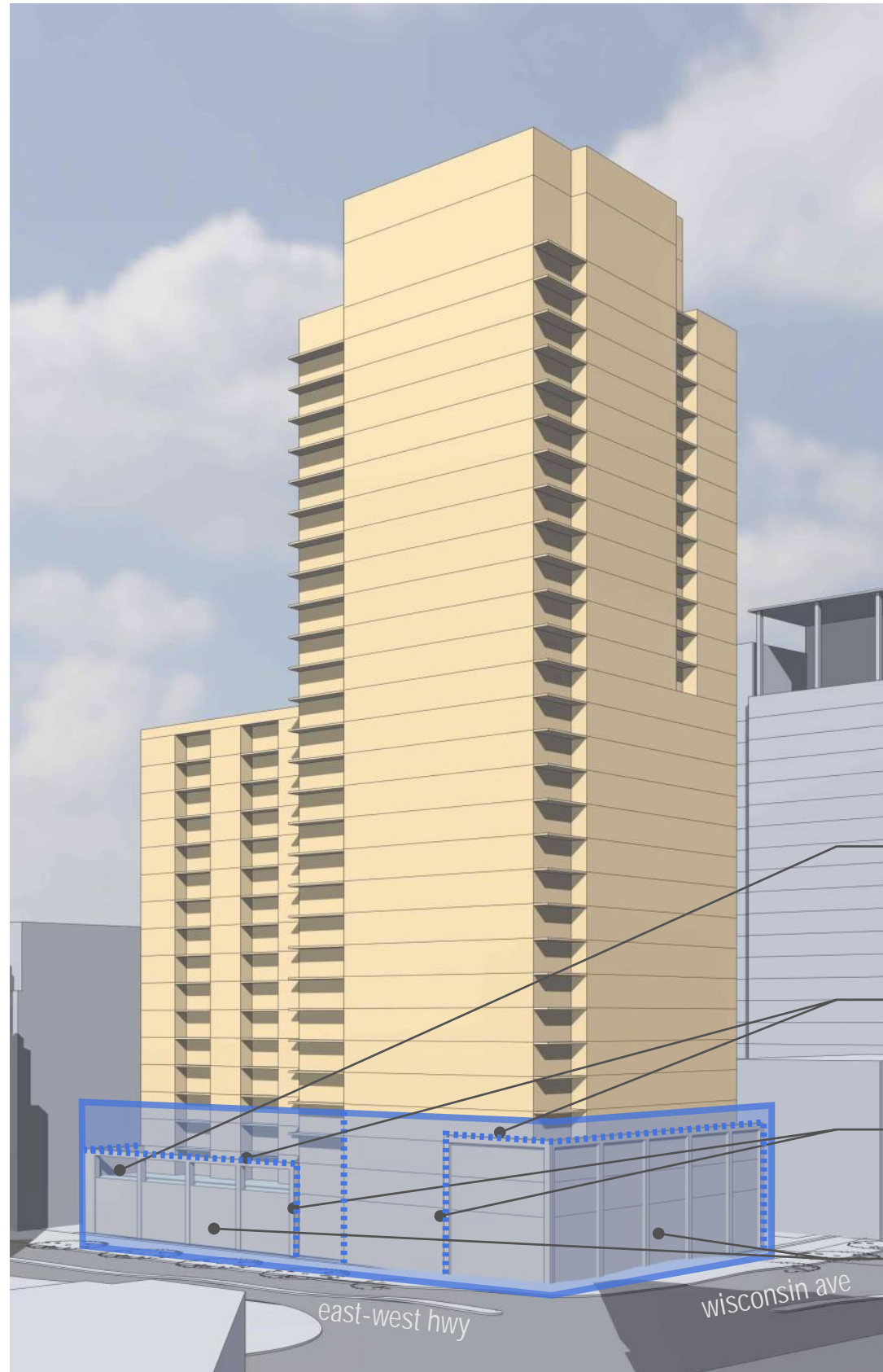
**Guidelines:**

- 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





terrace facing street

variation in base height and articulation

plane changes create breaks and shadow lines

transparent facades at lobby, retail, and amenity to encourage visual connections

### 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:**

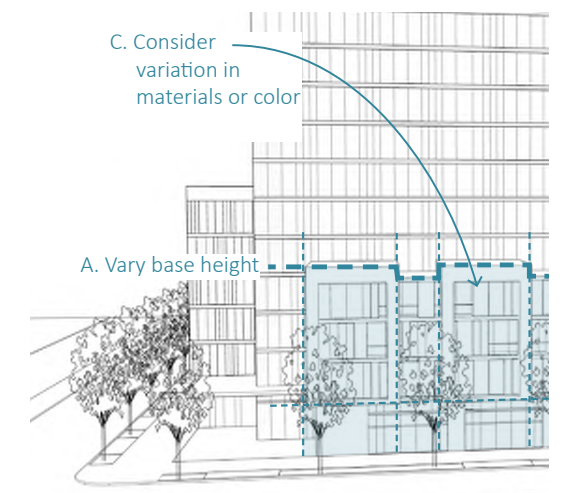
- A. Provide frequent entries, transparency and operable walls where possible to encourage visual and physical connections between the ground floor and the public sidewalk. Avoid long blank walls along the sidewalk.
- B. Orient private balconies and terraces toward the street to encourage an interface 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*.

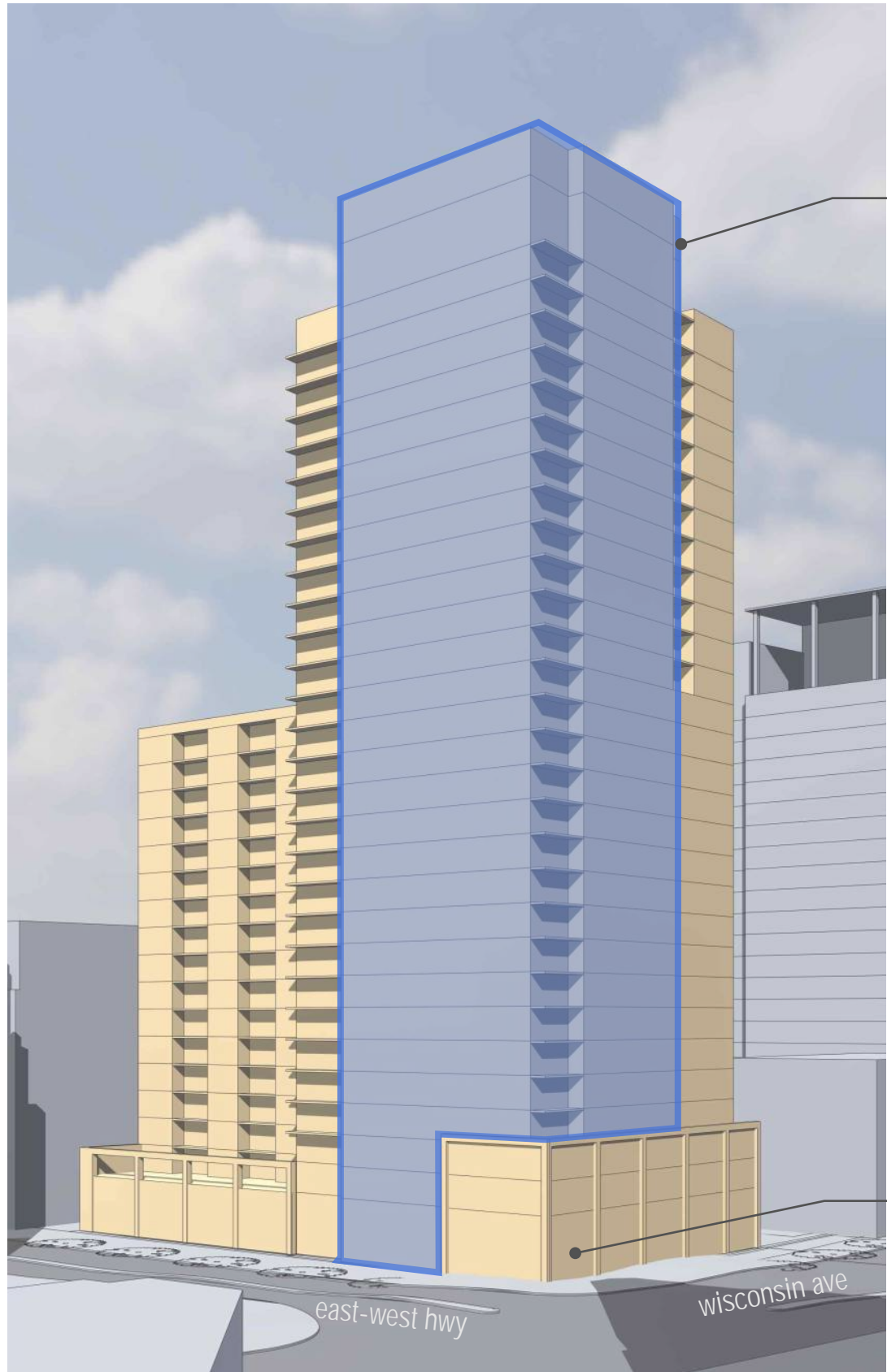
### 2.4.4 Base: Variation and Articulation

**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.





building tower full height  
expressed on prominent  
street corner,  
providing focal  
point when approaching  
downtown from the old  
georgetown rd and north  
wisconsin ave

transparent facades at  
base with retail at corner  
to activate space

### 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.*



### 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:**

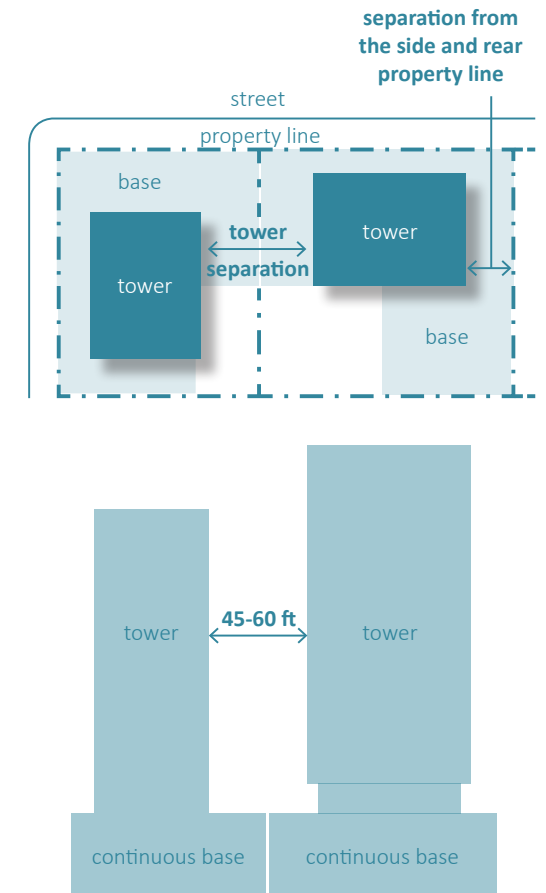
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- B. Provide a continuous building base along the lower floors.
- C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

**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.

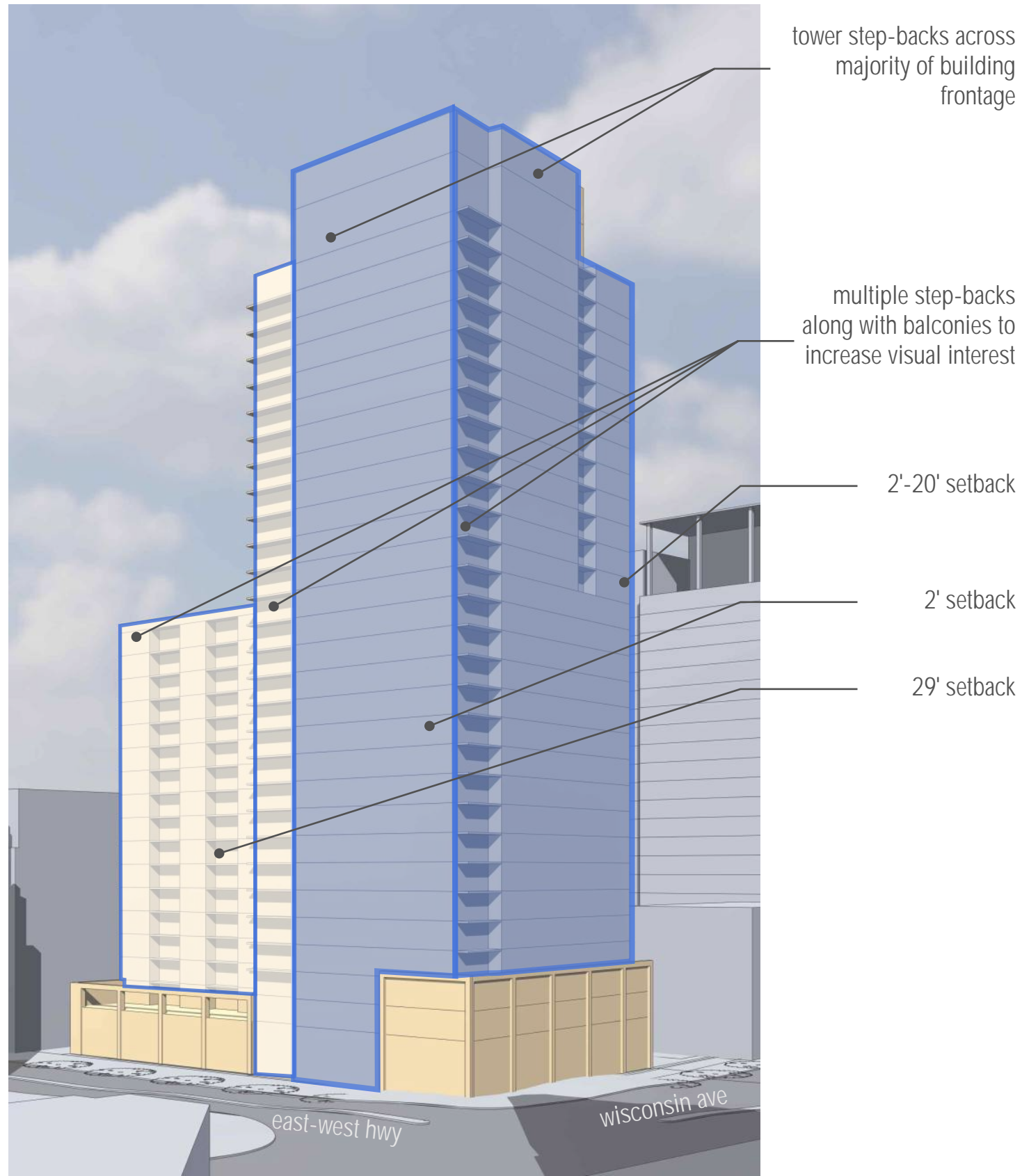
Where existing neighboring building towers are built to or close to the property line, new development should aim to achieve the total tower separation where possible. However, at a minimum, the new building tower levels should provide the separation distance indicated in *Guideline 2.4.6 A* from the 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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### 2.4.7 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.

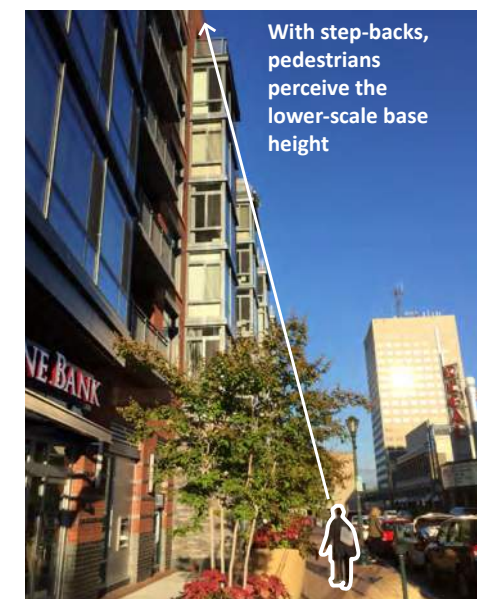
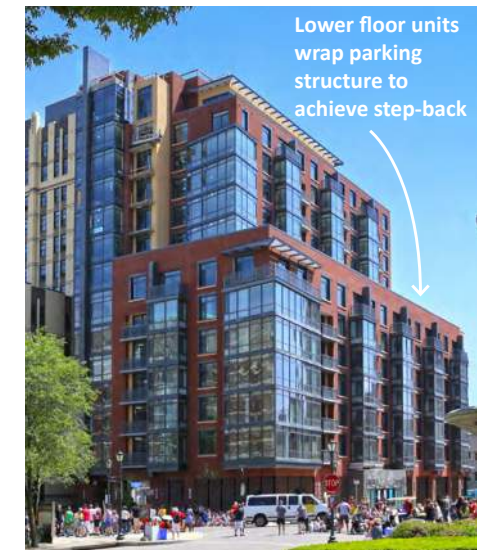
**Guidelines:**

- 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.

**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.



This residential development in Rockville illustrates the relationship between the pedestrian and the building step-back.  
Source: The Upton (above)



balcony slots to articulate the facade and emphasize slenderness of the tower

setback of lower tower to limit facade presence

#### 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.

##### A. Limit Tower Floor Plate

Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building’s indoor environment.



##### 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.



##### 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.





balcony slots to articulate the facade and emphasize slenderness of the tower

setback of lower tower to limit facade presence

There are several ways to reduce the actual bulk of a building's upper floors or to creatively reduce the perceived bulk of the building. Below is a menu of design techniques that can be used to sculpt building towers and achieve a varied skyline responsive to human scale. Every project is not required to apply every method; however, several should be used in combination to best meet the guideline intent.

**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.



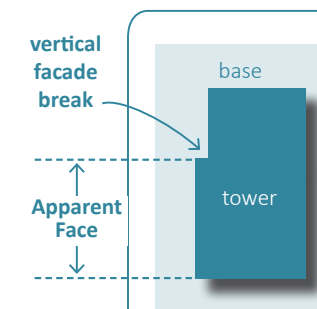
**E. Vary Tower Placement and Orientation**

Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.



**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.





rooftop amenity spaces  
and mechanical  
enclosure focused along  
the street corner  
contributing to an  
expressive  
tower top

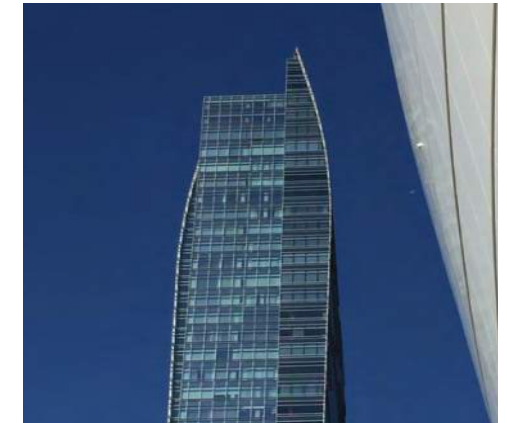
articulation from tower  
below expressed through  
tower top

#### 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:**

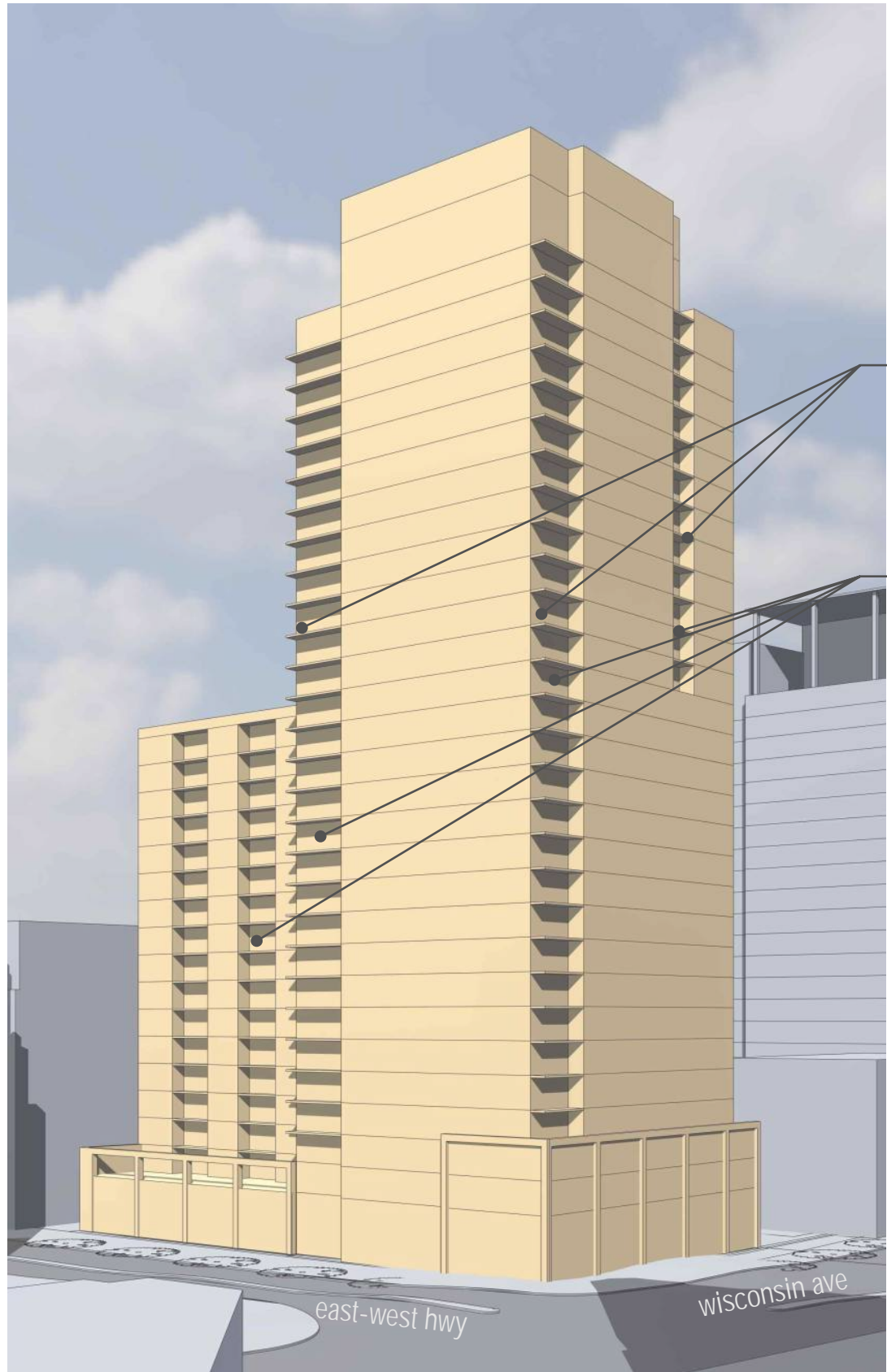
- A. Encourage unique design of tower tops that can enhance the image of Bethesda as an innovative downtown, welcoming new businesses, residents and visitors.
- B. Taper tower tops where possible to reduce the perceived bulk of tall buildings.
- C. Integrate energy efficiency into the design of tower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



projecting and recessed balconies

material changes

#### 2.4.11 Bird-Safe Design

The windows, doors, and arches of buildings can be deadly obstacles for birds causing hundreds of millions of bird collisions annually. Glass is transparent to birds. Reflections of the sky, vegetation, clouds, water, and branches lure birds into the glass causing mortality and injury.

**Intent: To design glass buildings to protect local and migratory birds from deadly strikes. Integrate elements into the building and site design to warn birds before they collide.**

##### Guidelines:

##### A. Glass Coverage and Glazing

- Patterns on Glass: Ceramic dots, or frits, can be screened, printed, applied between layers of insulated glass to reduce transmission of light and prevent bird collisions. These can be applied in different colors and patterns to work effectively.
- Angled Glass: Not as effective as other strategies, angled glass at 20-40 degrees has resulted in reduced mortality.
- Window Surfaces: New one-way transparent opaque films and window surfaces allow sunlight to pass through windows while reducing reflectivity.

##### B. Architectural Features

- Awnings, Louvers and Overhangs: When designed to eliminate reflections and shadow glass these architectural features have shown to reduce bird collisions.
- Balconies and Balustrades: Along with providing outdoor spaces for humans, balconies and balustrades can block window reflection.
- Opaque and Translucent Glass: Frosted, colored, opaque, or stained glass have proven to be significantly successful bird deterrents.

##### C. Facade Treatments

- Screens: Screens can be integrated into facade elements without blocking view or light and are highly effective in protecting birds.



Patterns on this glass building reduce the likelihood of bird collisions.  
Source: naturalimages.net



Balconies provide shadows and limit reflections on glass to deter birds.  
Source: Merchant Quarter Condominiums

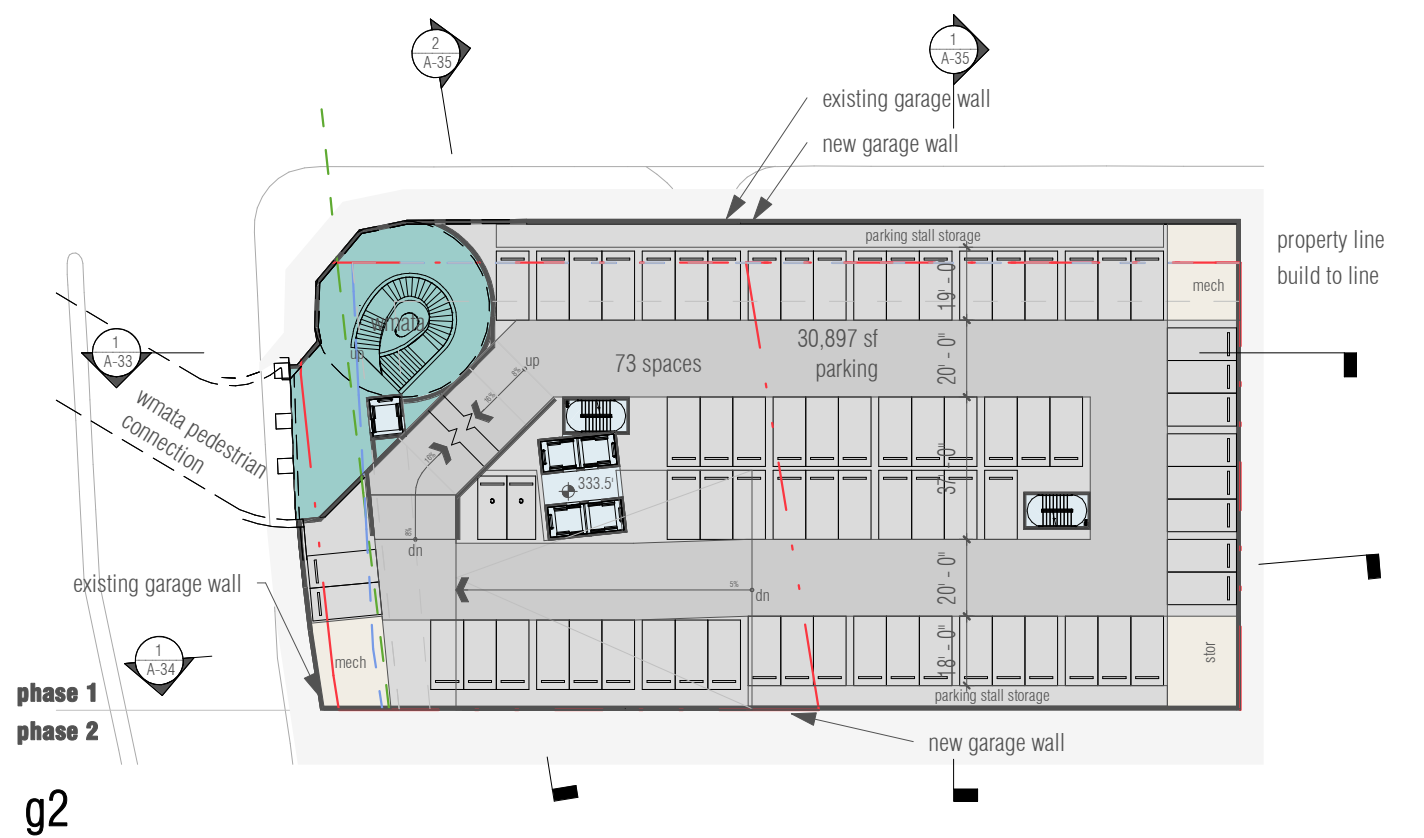
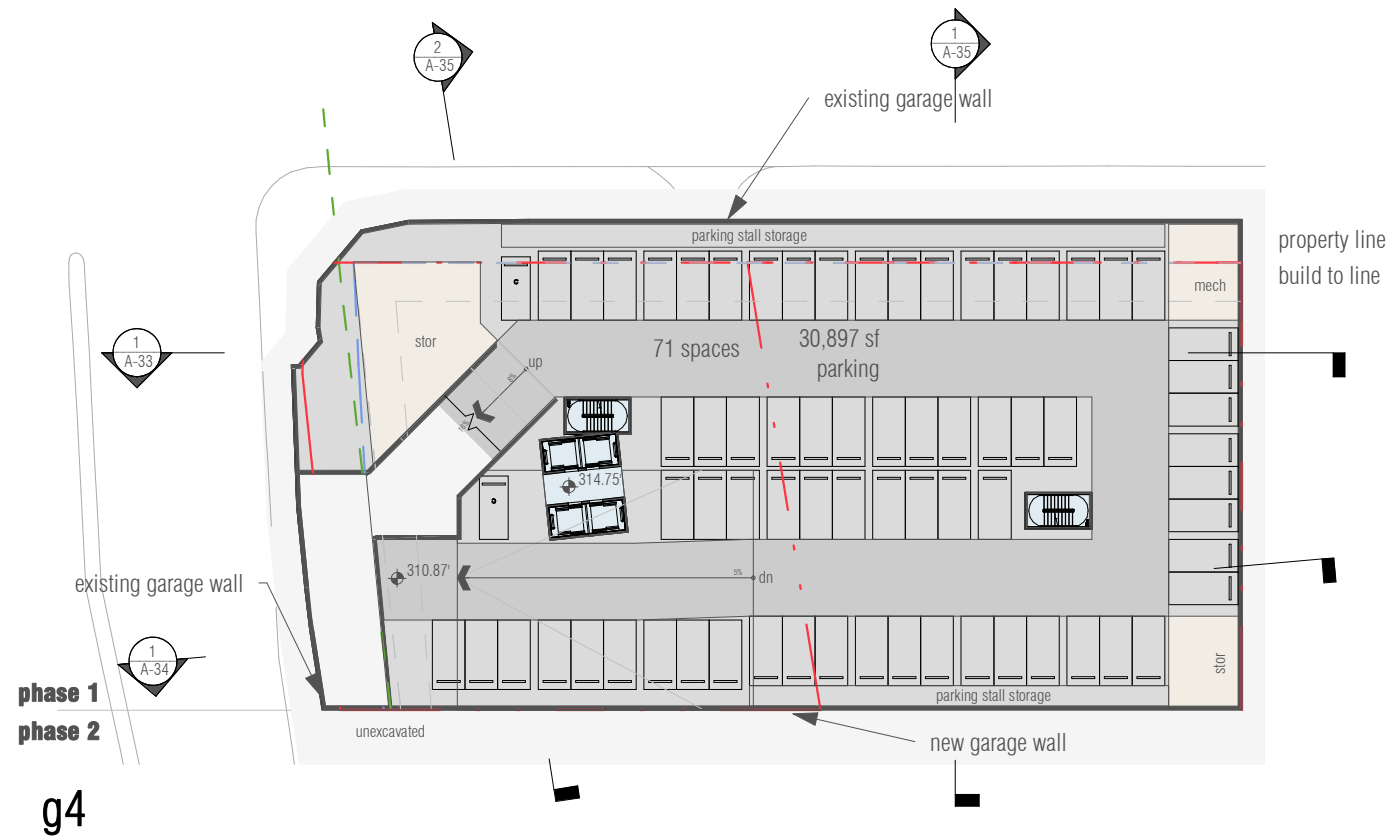
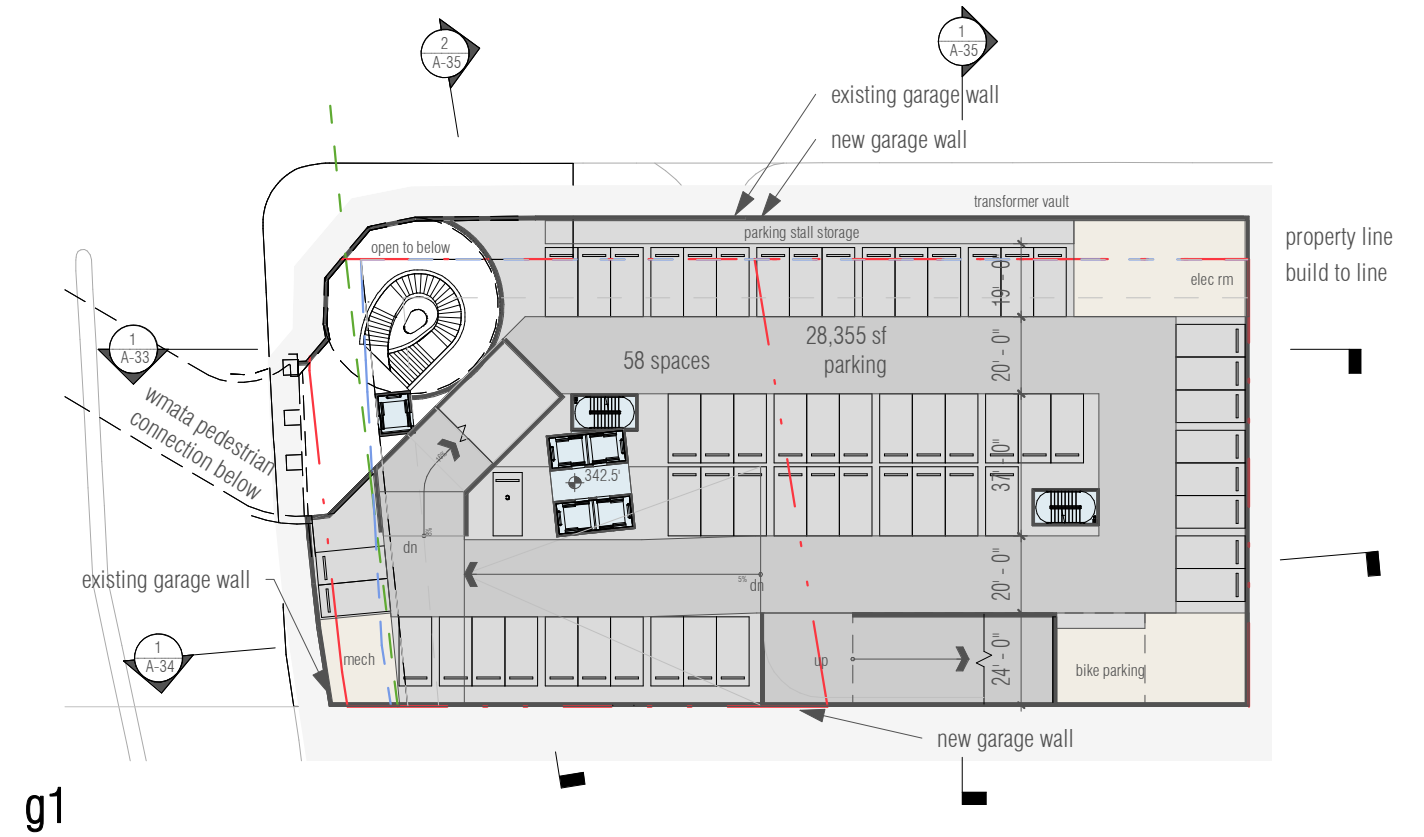
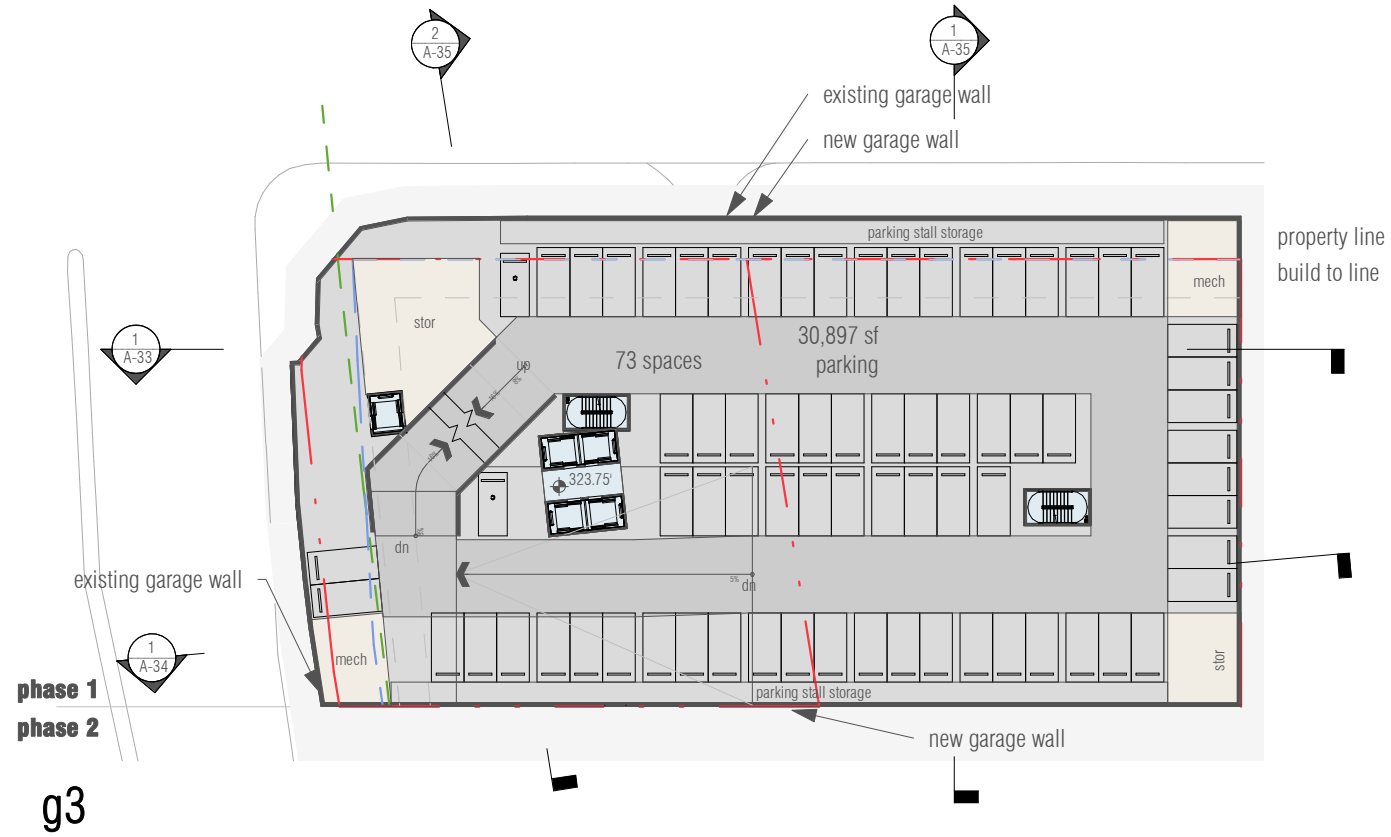


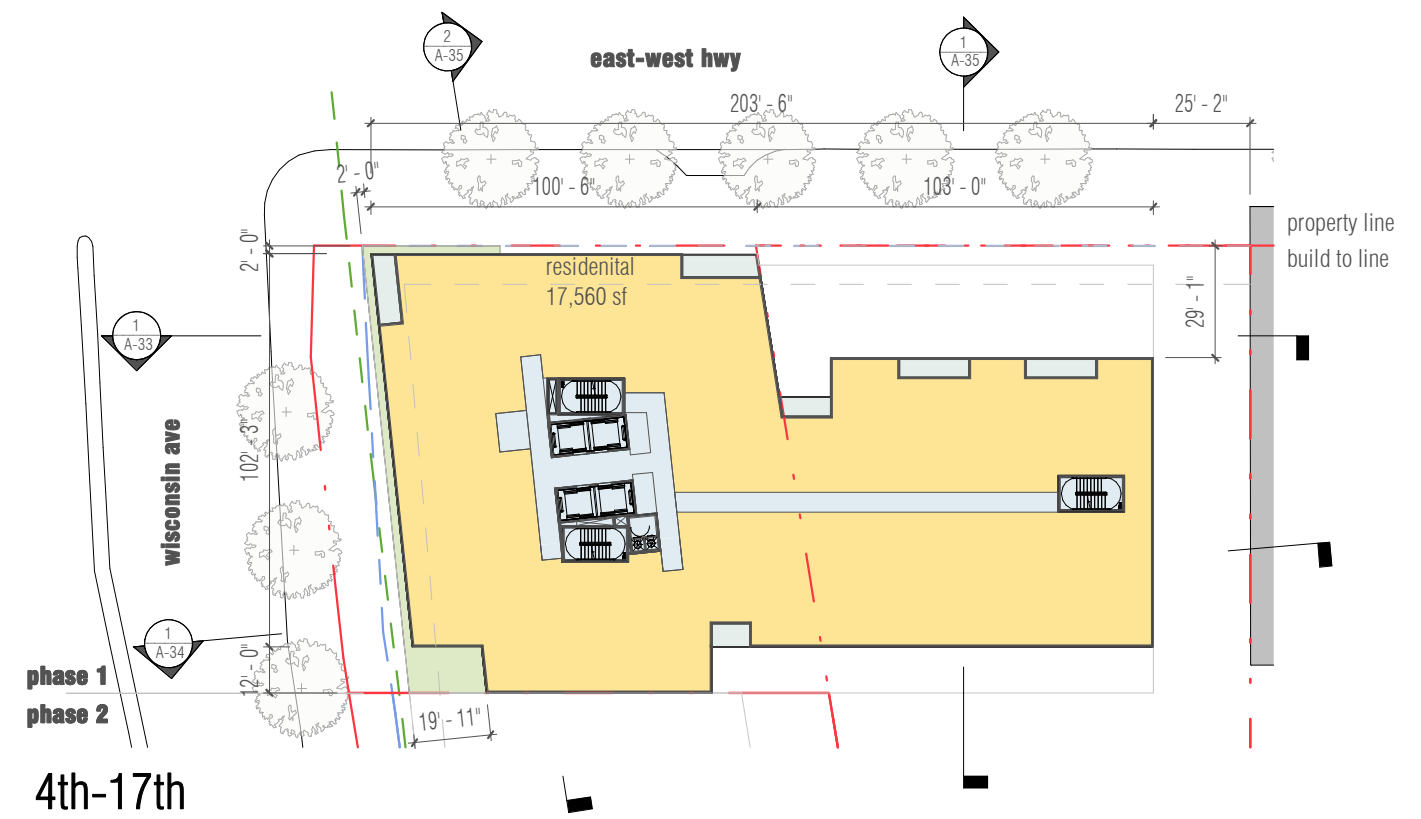
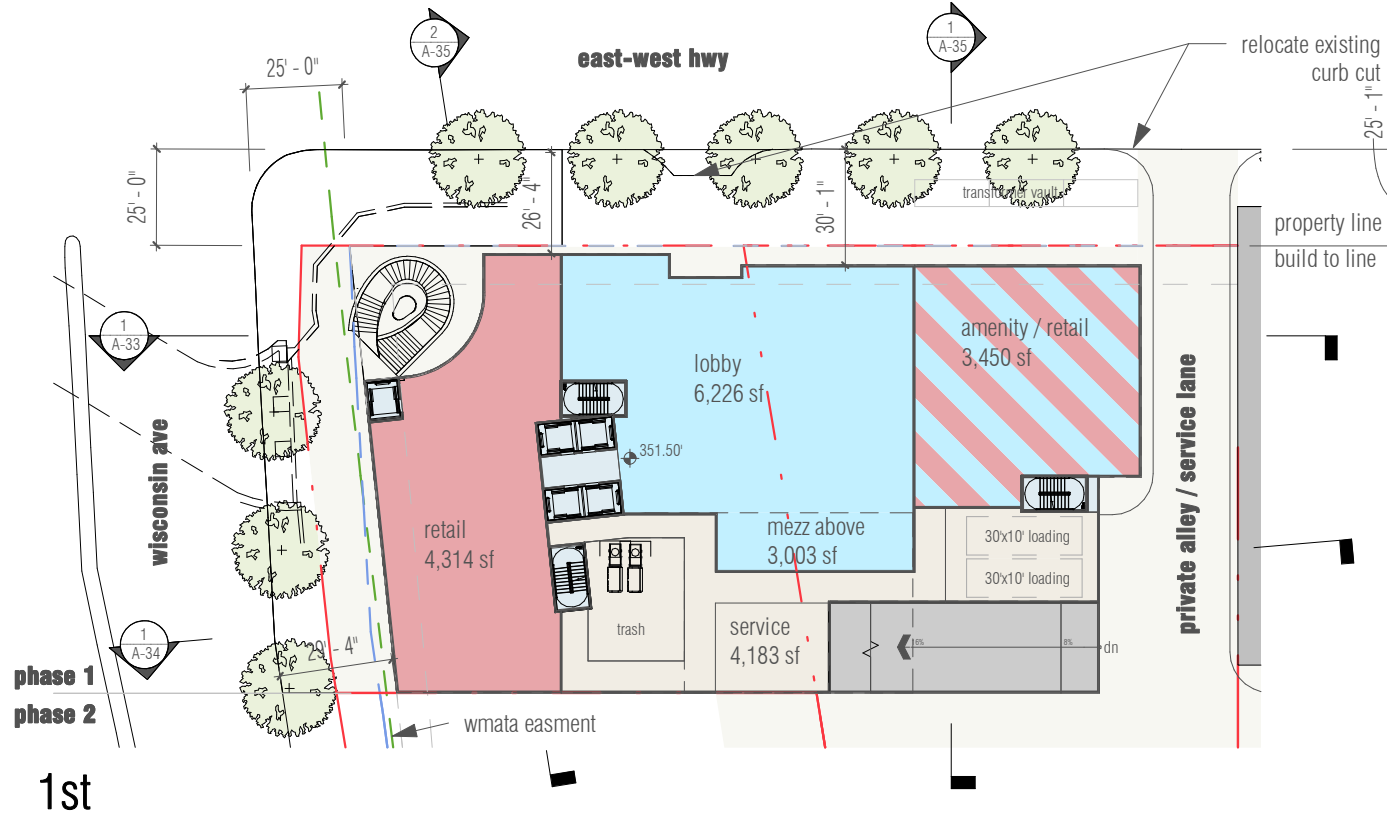
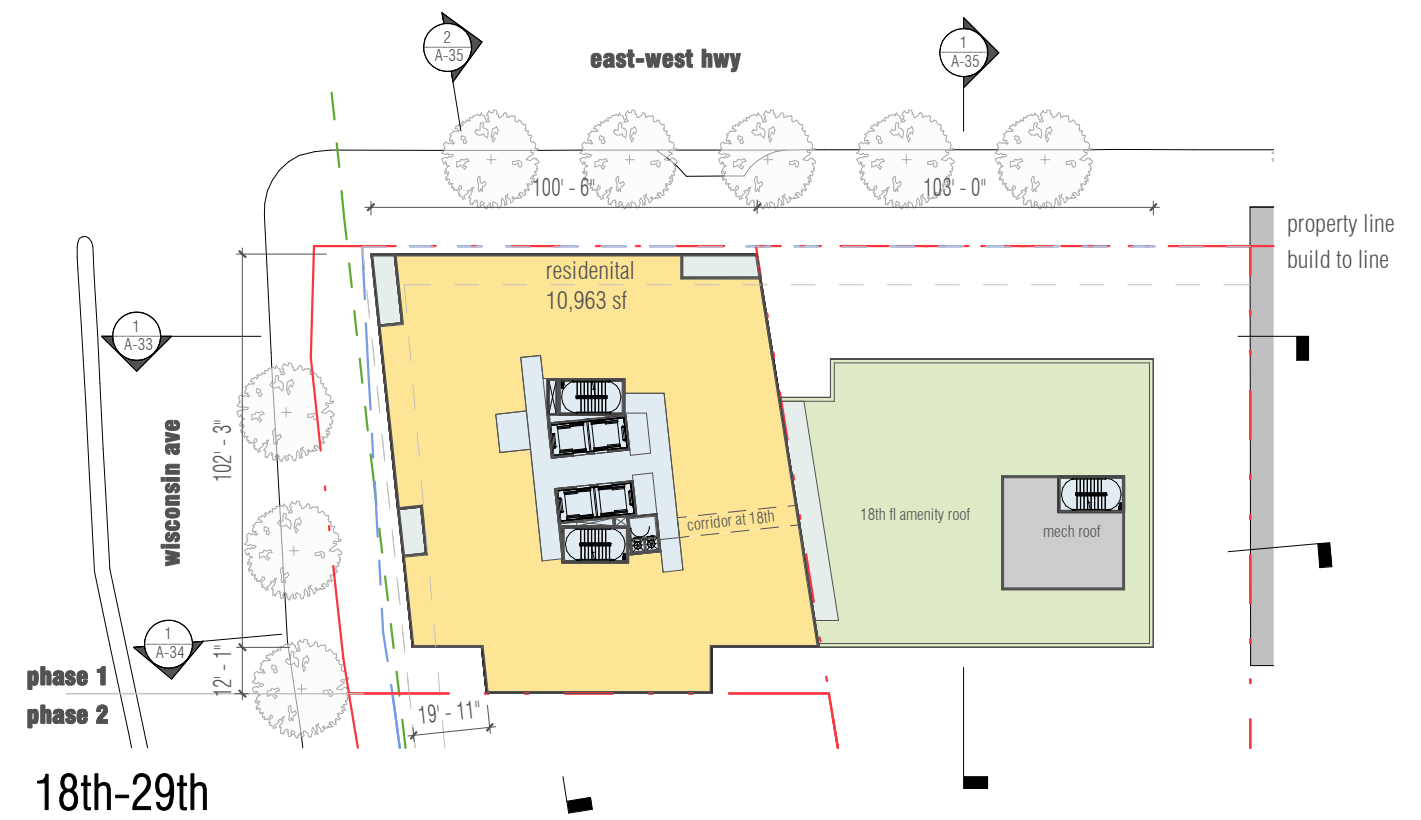
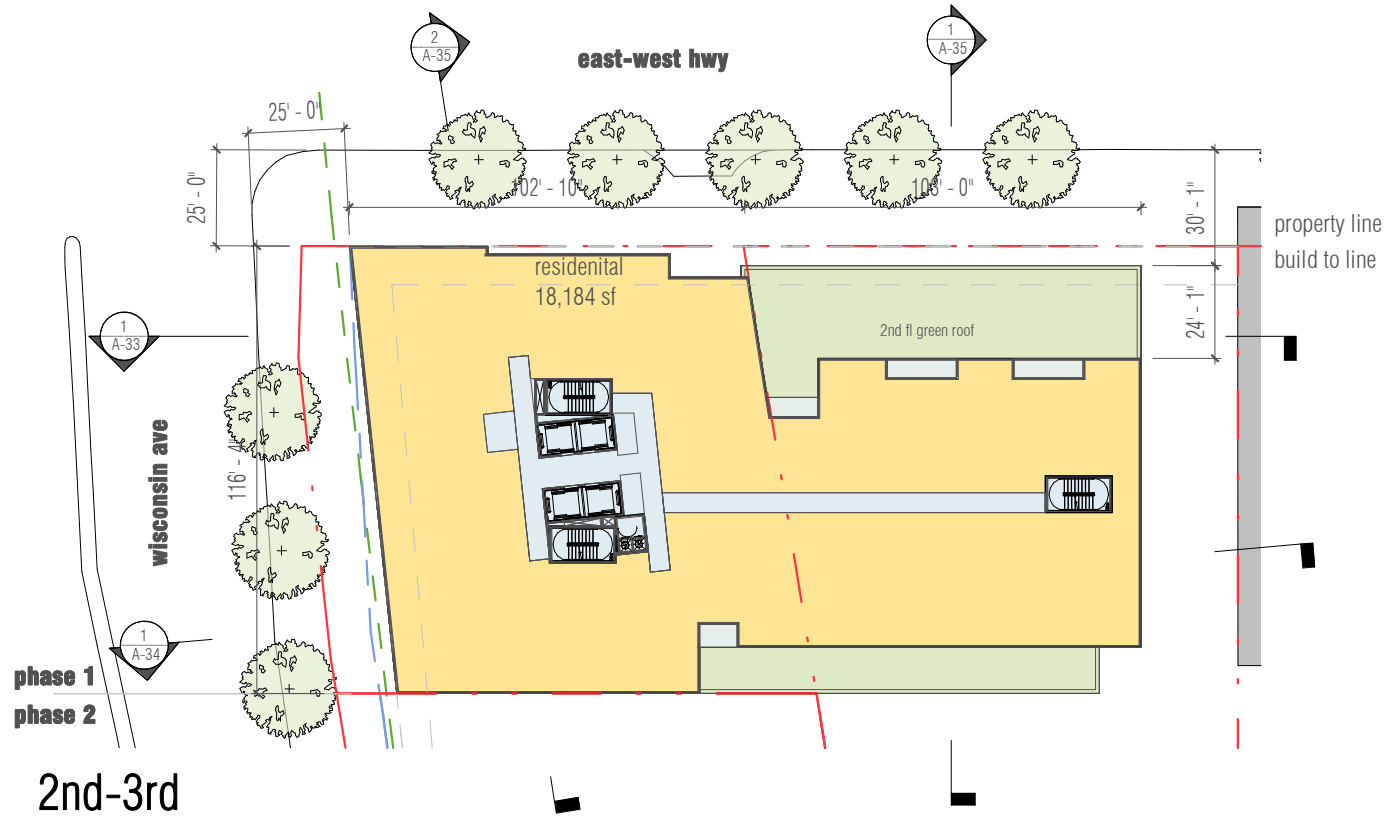




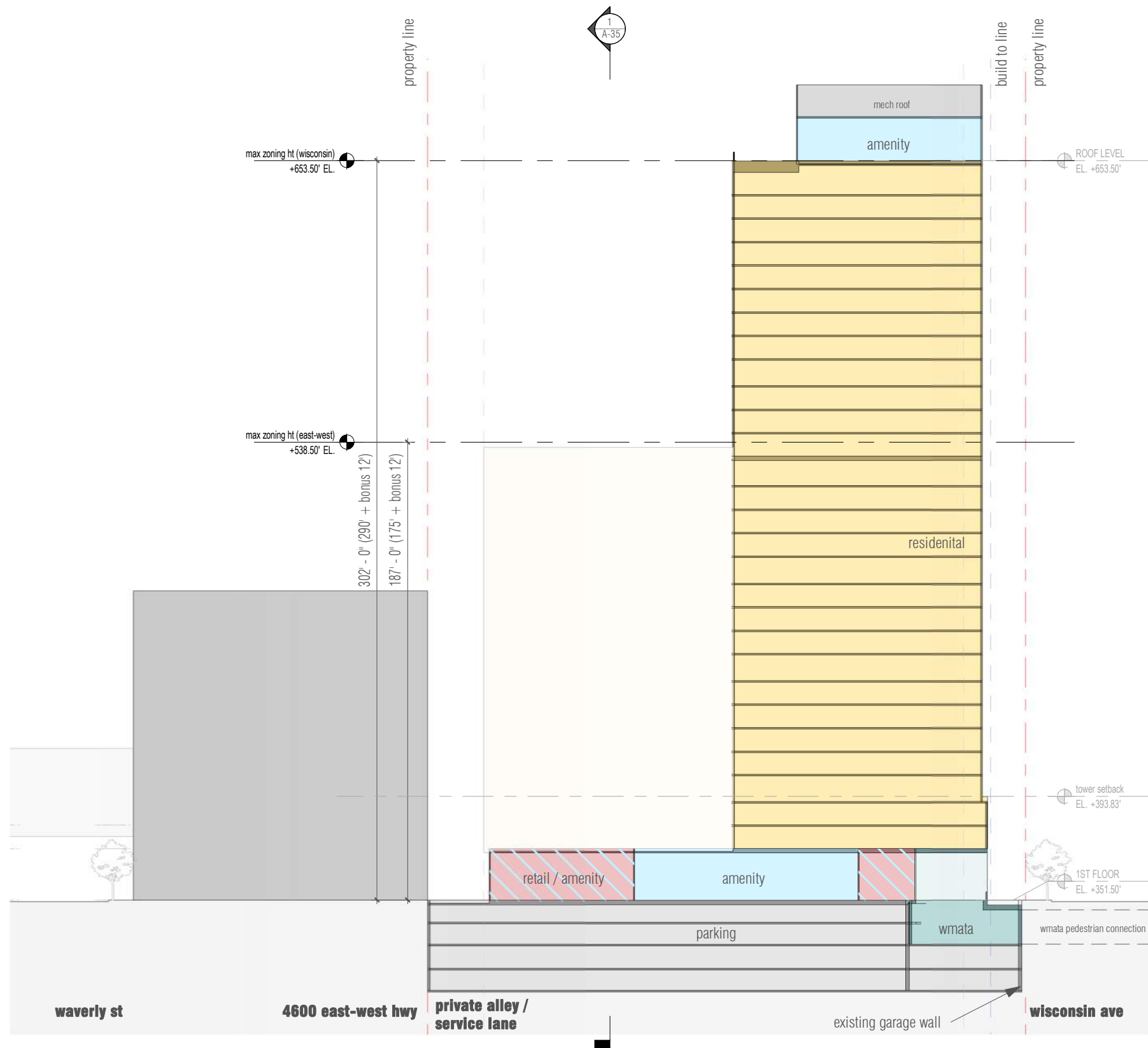
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