

Bethesda Downtown Design Advisory Panel (DAP)

Submission Form (Revised March 2020)

PROJECT INFORMATION

Project Name	4719 Hampden Lane and 4720 Montgomery Lane Assemblage
File Number(s)	TBD
Project Address	4719 Hampden Lane and 4720 Montgomery Lane

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

APPLICANT TEAM

	Name	Phone	Email
Primary Contact	Janel Kausner	240-482-8116	jkausner@washproperty.com
Architect	Alyse Talbott, Design Collective		
Landscape Architect	Parker Rodriguez		

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF/FAR)	Requested BOZ Density (SF/FAR)	MPDU %
Project Data	CR-5.0,C-5.0,R-4.75, H-250	262'	260,000	None	17.6%
Proposed Land Uses	Multi-family residential				

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): Downtown Mixed-Use Street (Hampden, East and Montgomery)

	Recommended	Provided	Alternative Compliance?
Sidewalk Zone			
Planting/Furnishing Zone	5-8'	N=0', W=8', S=8'	
Pedestrian Though Zone	8-12'	N=14', W=8', S=8'	
Frontage Zone	0-7'	N=0,W=7'-10', S=7'	
Building Placement			
Build-to Line (from street curb)	15-20'	N=15', W=15', S=20'	
Building Form			
Base Height	3-6 stories(35'-70')	6 stories	
Step-Back	10-15'	10' on East Lane	Yes at N/S streets

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'	variable (max of 10')	Yes
Step-Back	Per Street Type	10' on East Lane	Yes at N/S streets
Bulk Reduction Methods			

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

Yes No

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

EXCEPTIONAL DESIGN POINTS REQUESTED (MIN: 10, MAX: 30): 25

- 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



May 2026

WPC Hampden Lane Multi-Family - CRR Application

Narrative for Exceptional Design Public Benefit Points Justification

Introduction

Over the past half decade, we have seen significant changes in the way development is approached due to the evolving political, economic, and environmental landscape. Developing a project today is fundamentally different from what it was six years ago. The effort to provide more housing, and especially more affordable housing, is increasingly challenged by rising construction costs, changing market conditions, environmental factors, and evolving regulatory requirements. As a result, architecture is increasingly shaped by these outside forces, and now more than ever, thoughtful design is required to solve problems, maintain project viability, and elevate the quality of the built environment.

This second iteration of the project is a physical representation of that evolution. The redesign reflects a substantial reduction in footprint from the original submission and is focused solely on housing with the removal of all commercial program. With the focus on providing sustainable housing, this project will strive to provide high-quality market-rate and moderately priced dwelling units equipped with luxury common areas that are designed in an environmentally sensitive way.

With these parameters in mind, the project places even greater emphasis on design excellence to strategically sculpt a building that improves the urban environment, provides livable mixed-income housing opportunities, and minimizes environmental impact. For all the reasons described in the following sections, the Project meets the criteria for receipt of 25 public benefit points in the category of Exceptional Design.

Overview

The proposed redevelopment reimagines a prominent end-of-block site in Downtown Bethesda as a refined residential building shaped by the Downtown Bethesda Design Guidelines and its relationship to the public realm. Positioned between Montgomery, East, and Hampden Lanes, the project occupies a transitional condition between the larger scale of the Wisconsin Avenue corridor to the east and the finer-grained character of the surrounding neighborhood to the west. The architecture responds to this condition through a careful balance of massing, proportion, façade articulation, and material expression.

The building is conceived through a process of sculpting and reduction, organizing the overall form into a clear base, middle, and top. Subtle shifts in the mass step across the site, reducing the perceived scale along East Lane while maintaining the presence of a slender vertical tower. At the north and south ends, vertical elements extend to the ground, anchoring the composition and reinforcing a sense of elegance and proportion. Between these anchors, the upper volumes cascade toward Hampden Lane, introducing movement within the skyline and directing visual energy toward the Hampden Plaza and greater Bethesda public realm.

Improving the Urban Environment – Meeting the Ground

Where the building meets the ground, the project prioritizes pedestrian experience and urban activation. The main residential entrance is clearly expressed through enhanced lighting, a pronounced canopy, integrated signage, and a carefully composed entry sequence elevated slightly above the surrounding grade. A stair aligned with the primary entrance along East Lane, complemented by an accessible path from the south, creates a gracious arrival procession. Landscape elements and integrated planters soften grade transitions and contribute to the pedestrian environment while avoiding visually obtrusive guardrails. The “living room,” a large transparent residential lounge, is situated near the main entrance at the south and visually connects the building to the adjacent plaza space

between Hampden House and One Bethesda Center, strengthening the relationship to the future Red and Purple Line connection and the broader Bethesda public realm.

The approach from the north along East Lane is punctuated by street trees, lush planters, and an ample walkway, enhancing the pedestrian experience from what is currently an unsightly and dangerous stretch of sidewalk. Around the corner along Montgomery Lane, the tall north tower reaches the ground and then steps down to the east to a raised bioretention planter that is deep enough to host trees and plantings visible from the street.

The program within the main ground level lobby level includes active uses such as resident lounges, co-working spaces, and a fitness center located along the perimeter glazing, which activate the street and create a safer pedestrian environment. Along all three street frontages, deep piers and expanses of glass establish a strong rhythm of solid and void that anchors the building while maintaining transparency and human scale.

Richness of materials is prioritized at the lower levels where they are in view and tactile range of pedestrians and building users. Materiality throughout the project is approached as a balance between performance, longevity, and tactile richness. The façade combines exceptional glazing systems with durable natural materials such as terra cotta, stone, and brick masonry that reinforce the pedestrian scale and ground the building within its urban context. Loading and parking entrances are strategically placed and aligned with glazing above between the rhythmic piers to minimize their appearance. The project base sets up the rhythm for the towers above with strong, undulating multi-story piers that create large vertical glazed openings.

Together, these strategies transform the building base into an active and highly articulated extension of the public realm that enhances both the pedestrian experience and the surrounding urban fabric. Through the integration of landscape, transparency, material richness, and carefully composed massing, the project establishes a welcoming and visually engaging streetscape that reinforces Bethesda's evolution as a vibrant, walkable urban environment.

Sculpting the Tower

Ascending to the residential levels above, the projected massing along East Lane takes advantage of the added depth and contains deep balcony recesses and high quality cladding materials. Alternating balconies and bay windows repeat across the middle portion of the bump out, and terminate at Level 6 with a continuous recessed balcony cornice that sets up for the setback above at the residential clubhouse on Level 7.

The main residential clubhouse is located within a double-height space at the south end of Level 7. Deep recesses create an enhanced arcade condition where warm, tactile materials are introduced at soffits and returns to reinforce human scale and enrich the user experience. This layered façade strategy creates a dynamic relationship between depth, transparency, and materiality that evolves from close-up pedestrian views to long-range views. This horizontal rhythm of deep recesses, that started at the main entrance, carries across horizontally at Level 7, then turns vertically as continued balconies up the façade, stitching together the two masonry towers.

As the façade rises upward, the middle portion of the tower reinforces the building's slender proportions through a triple-story pier language that accentuates verticality and creates a sense of grandeur. A strategically woven 10-foot setback at the center of the building aligns with the main clubhouse amenity and visually connects back down toward the entrance below, creating a cohesive vertical gesture across the façade. Deep faceted piers are carefully angled to catch changing light conditions throughout the day, producing shadow, depth, and subtle undulation across the building surface. Between these solid elements, a high-performance window wall system integrates slab edge covers and concealed ventilation components to maintain a clean and cohesive exterior expression free from visually disruptive penetrations.

Although not a public street-facing façade, the east façade adjoining the adjacent property could remain visible for the foreseeable future. While the wider north side of the property allows for a significant enough setback to allow glazing and balconies, the narrow southern

portion of the property could not viably be setback. The southeast-facing party wall condition is carefully addressed through articulated masonry that echoes the rhythm and proportion of the primary façades, ensuring architectural continuity and avoiding the appearance of a secondary elevation.

Together, these strategies shape a tower that is both sculptural and contextually responsive, balancing elegance at the skyline with richness and articulation at the pedestrian scale. Through carefully composed setbacks, layered façade depth, and a cohesive vertical language, the building establishes a distinctive architectural identity that contributes to the evolving character and skyline of Downtown Bethesda.

Rising to the Top

Near the top, the masonry tower peels away toward the south to reveal a more taut metal and glass façade at the top four stories. The masonry tower on the north side continues to rise to reinforce the stepped massing composition while carefully screening rooftop mechanical equipment within the building form. Larger mechanical equipment is strategically located at this north side while shorter equipment is positioned at the upper roof to remain concealed behind the parapet, preserving a clean and elegant skyline silhouette from distant viewpoints.

A defining feature of the upper massing is a series of vertical sunshade elements that rise along the south-facing glazed façade and transition into an architectural trellis at the rooftop amenity level. These elements reinforce the building's vertical expression while providing solar shading and contributing to environmental performance. Dark-sky-conscious accent lighting integrated within these fins subtly illuminates the upper portion of the tower, visually drawing the eye upward and creating a refined nighttime presence within the Bethesda skyline. Opportunities for climbing vines and integrated planting at the trellis are also being explored to create a biophilic roof-top lounge for the residents. These sculptural sunshading devices both enhance the ground-level experience and will terminate in an iconic architectural crown that contributes to Bethesda's evolving skyline.

Environmentally Conscious

Sustainability is deeply embedded within the design approach. The project is targeting NGBS Silver certification and incorporates a complete air barrier system that will undergo infiltration testing to ensure long-term building performance. The building is largely electrified, with gas use limited to emergency generators only. Efficient electrical systems, minimized parking ratios, and high-quality bicycle storage solutions support a lower-carbon urban lifestyle. Green roofs are incorporated wherever feasible while balancing the need for occupiable terraces and mechanical equipment. An integrated stormwater management strategy intercepts and treats roof runoff while contributing to the overall landscape expression of the project. This planter located on the northeast side has an increased planting depth beyond the required minimum capable of supporting trees and expanded vegetation. Bird-friendly glazing applications and lighting designed to meet Bethesda dark-sky standards further reinforce the project's environmental goals.

Through these combined strategies, the project establishes an architecture that is sculptural, contextually responsive, and environmentally conscious. The building contributes a refined and dynamic presence to Downtown Bethesda while advancing broader goals of housing diversity, sustainability, and an enhanced public realm.

Conclusion

Through the careful integration of architectural expression, environmental stewardship, and public realm enhancements, the project establishes an exceptional design that meaningfully contributes to the evolving character of Downtown Bethesda. The building responds thoughtfully to its prominent gateway condition through sculpted massing, a refined and articulated façade, and a distinctive architectural crown that together create a recognizable and elegant addition to the skyline. At the pedestrian level, active ground-floor uses, enhanced landscape, improved sidewalks, integrated stormwater features, and transparent façades transform the site into an engaging extension of the public realm that promotes walkability, safety, and connectivity to the surrounding neighborhood and future transit infrastructure.

The project further advances Montgomery County's goals by providing high-quality mixed-income housing in a transit-oriented location while incorporating sustainable strategies such as electrification, green roofs, reduced parking ratios, and high-performance building systems designed to minimize environmental impact and support long-term resiliency. Collectively, these design strategies exceed baseline development expectations and demonstrate a holistic commitment to architecture, sustainability, and urban placemaking. As a result, we believe the project fulfills the intent of the Exceptional Design criteria and merits the associated 25 public benefit points through its substantial contributions to design excellence, the pedestrian experience, environmental performance, and the enhancement of the broader Bethesda public realm.

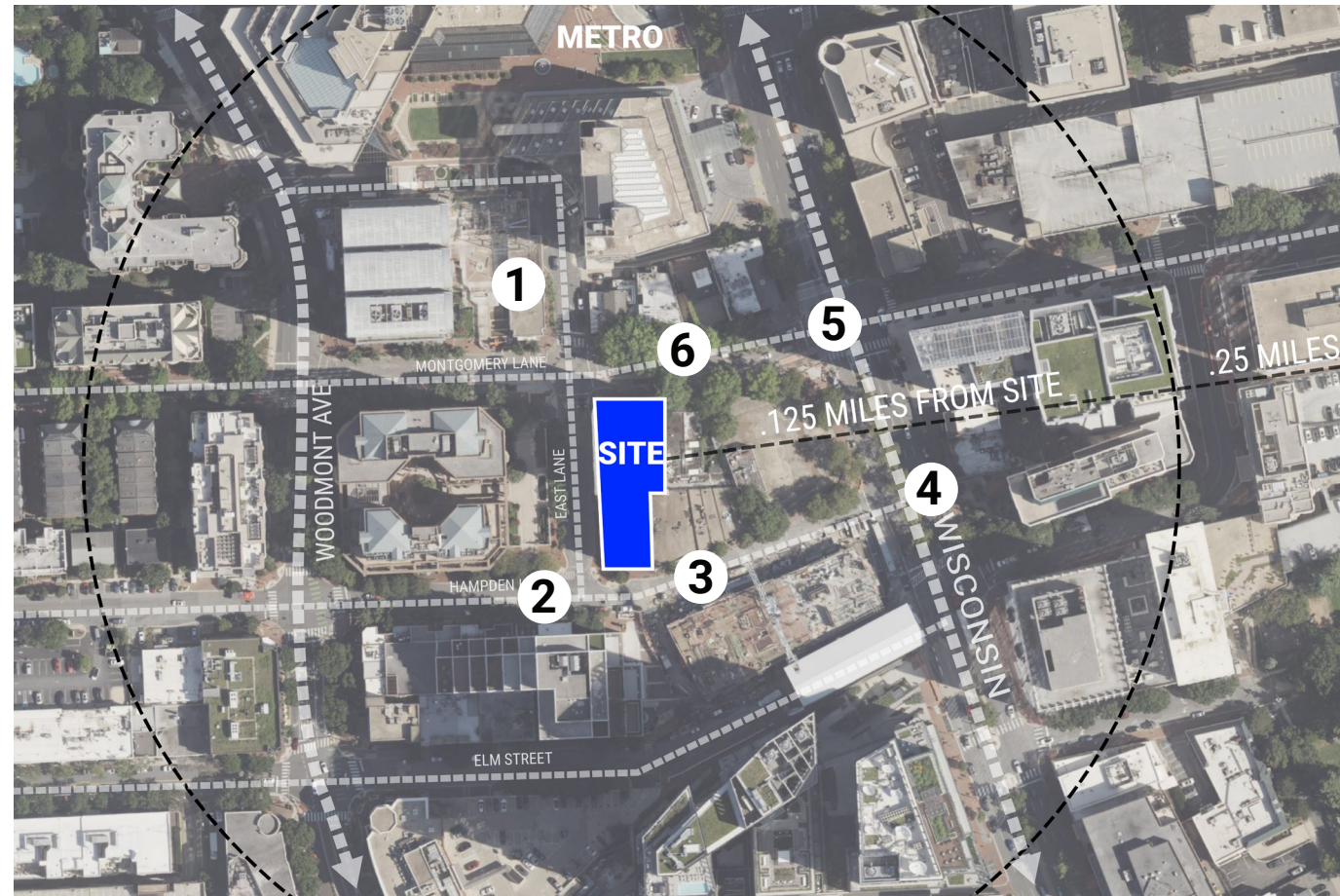
HAMPDEN LANE

DESIGN ADVISORY PANEL PRESENTATION

BETHESDA, MARYLAND

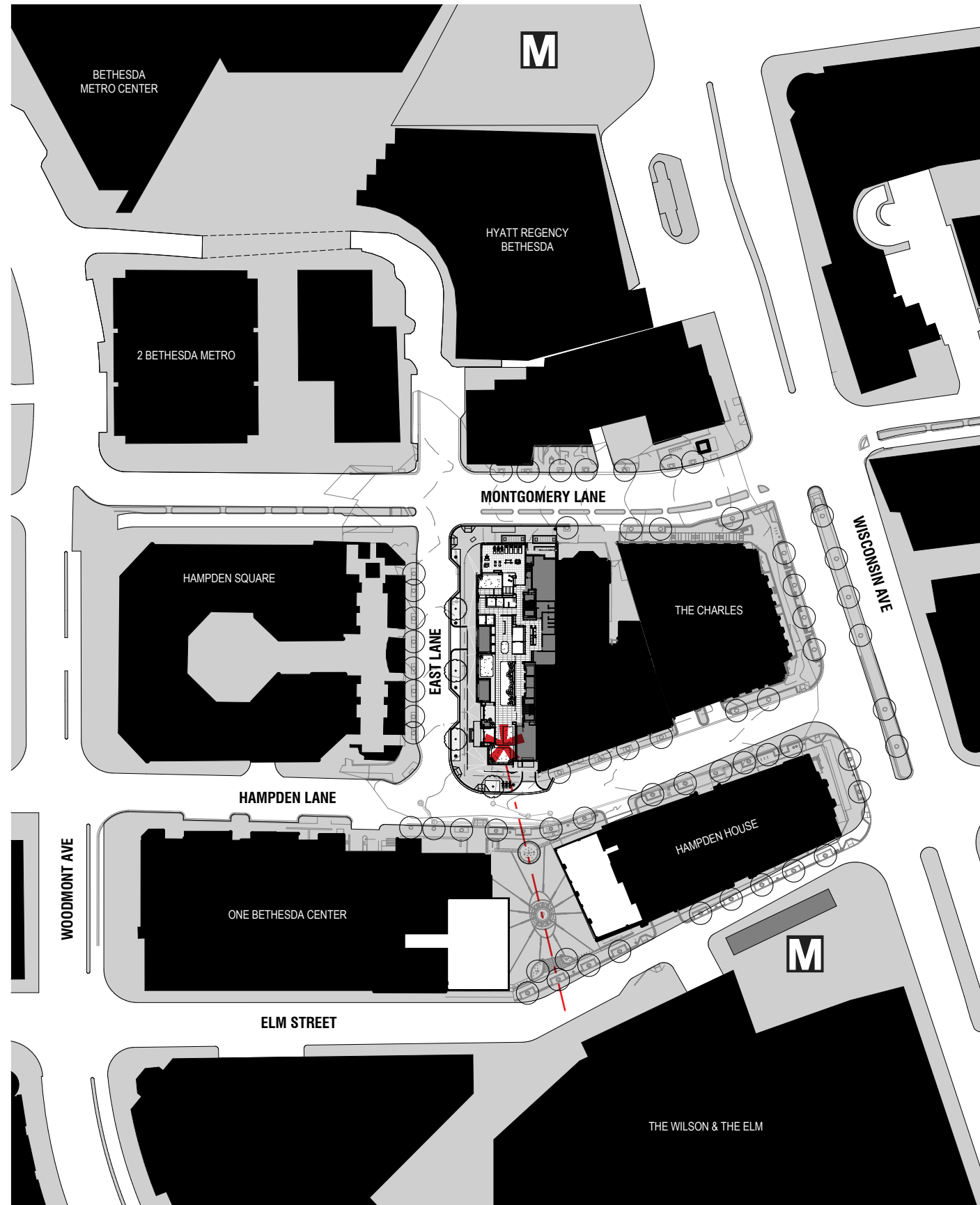
MAY 2026



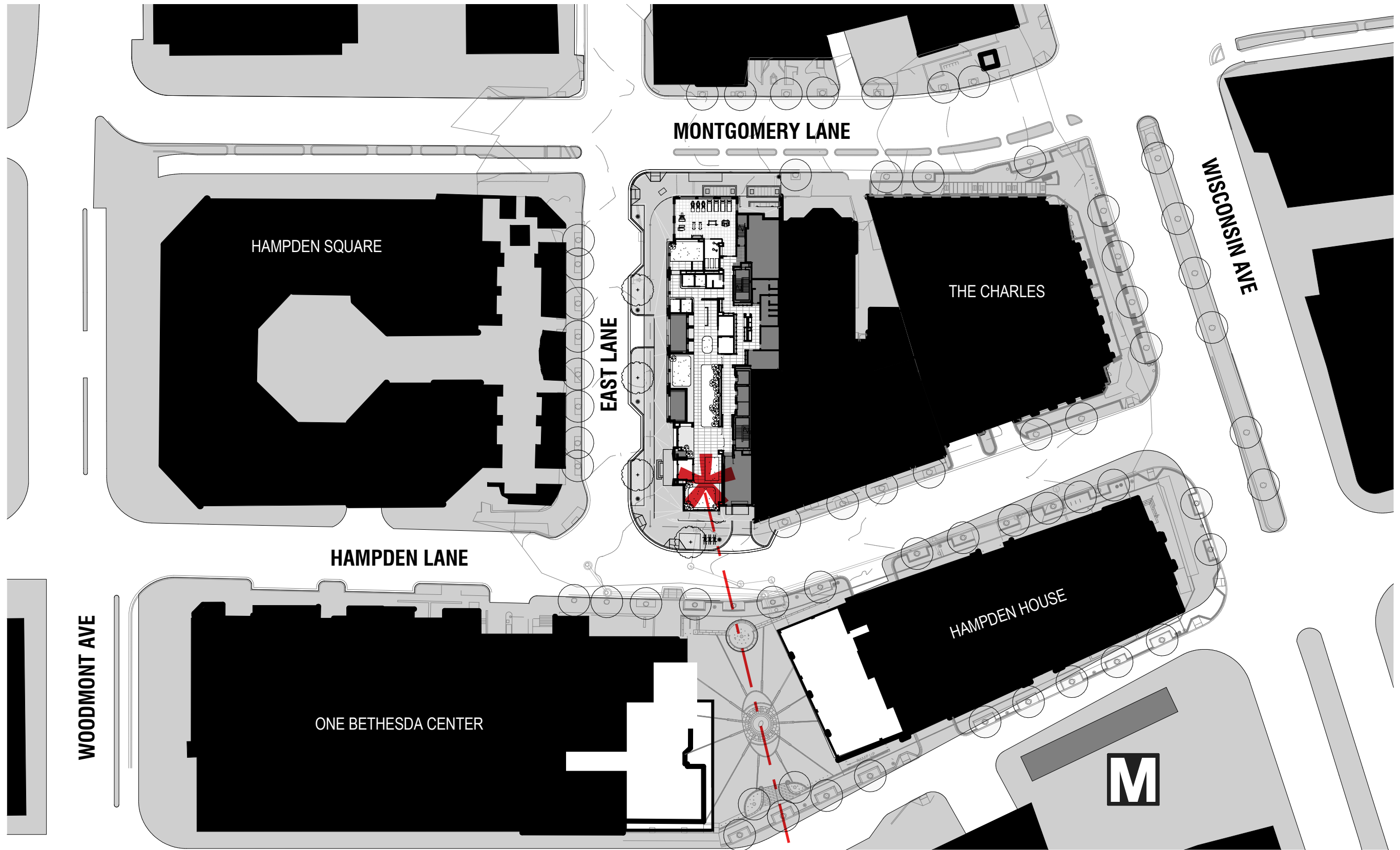


SITE CONTEXT PLAN





SITE PLAN



SITE PLAN



1. VIEW FROM SOUTH WEST_ DECEMBER 2025



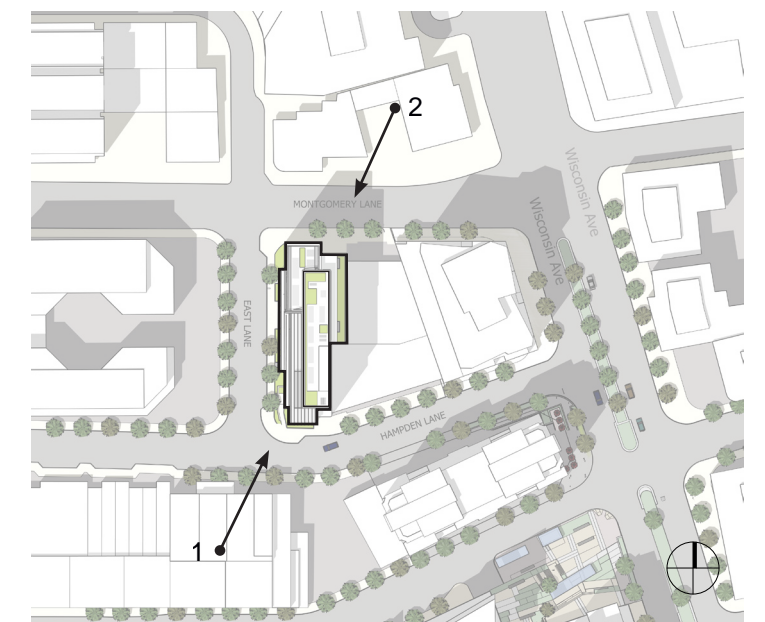
1. VIEW FROM SOUTH WEST_ MARCH 2026



2. VIEW FROM NORTH EAST_ DECEMBER 2025

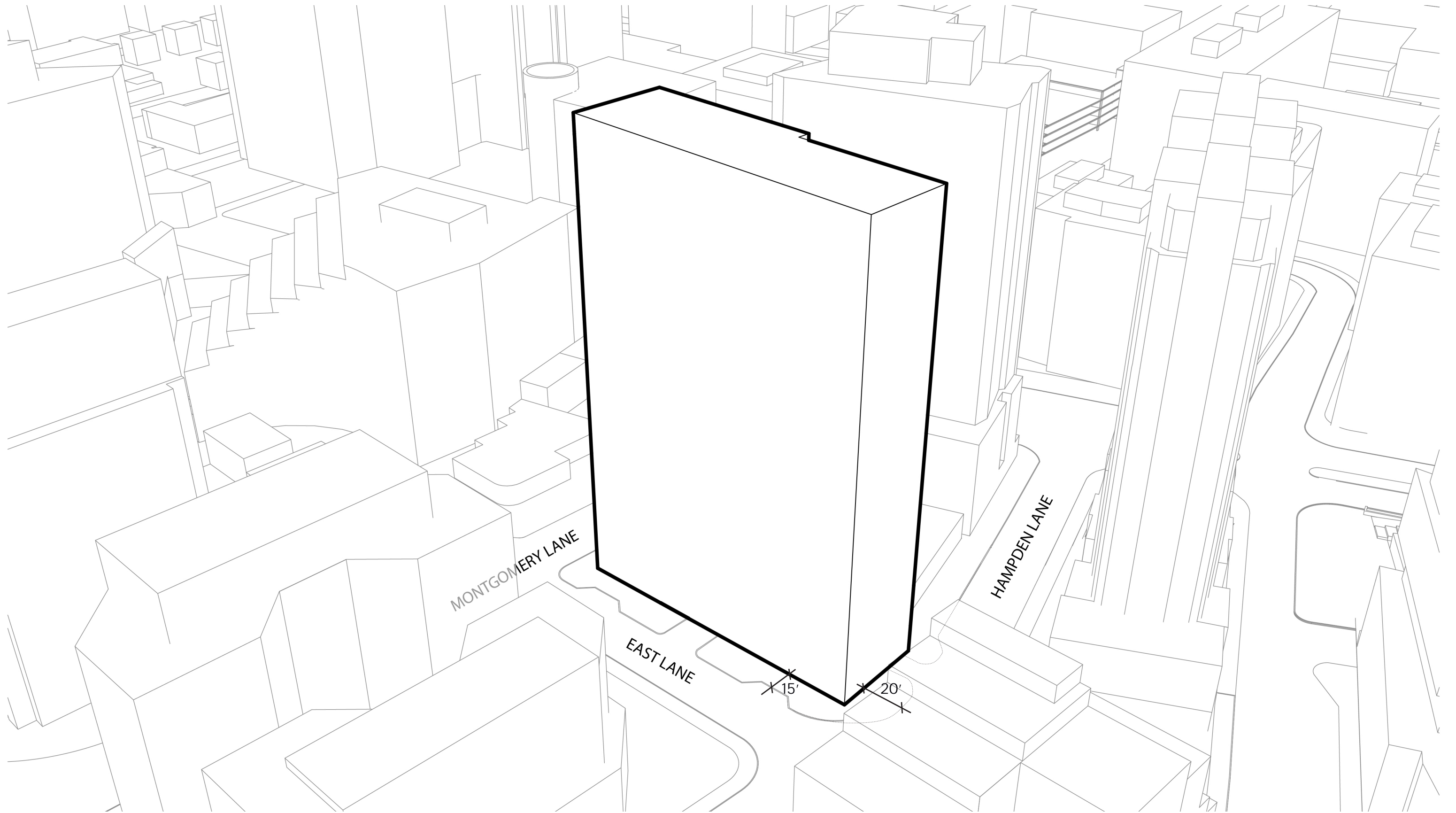


2. VIEW FROM NORTH EAST_ MARCH 2026



KEY PLAN

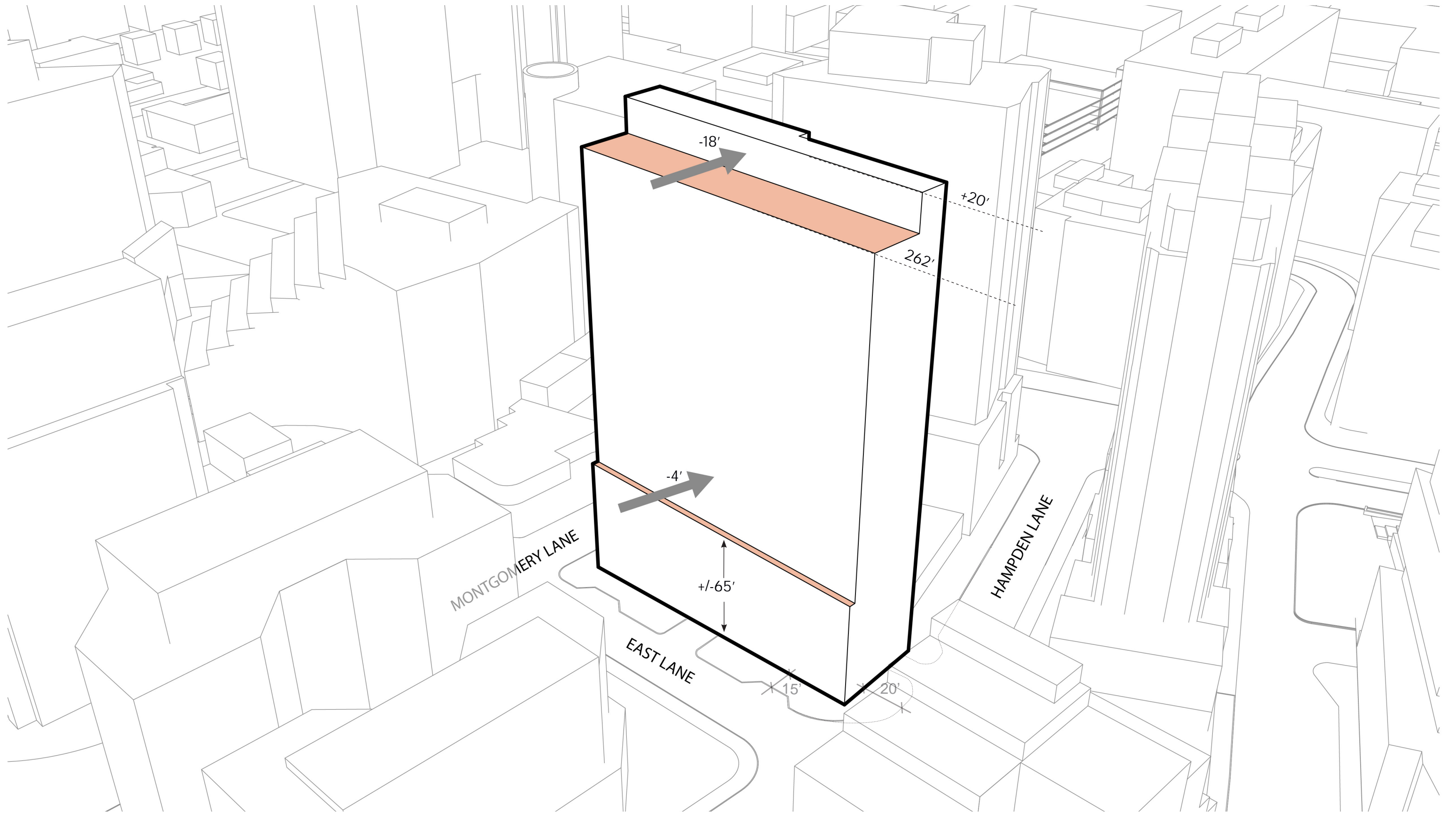
PREVIOUS DESIGN ITERATIONS



1. BUILD-TO MASSING

MASSING DIAGRAMS

ALL WORK © DESIGN COLLECTIVE, INC.

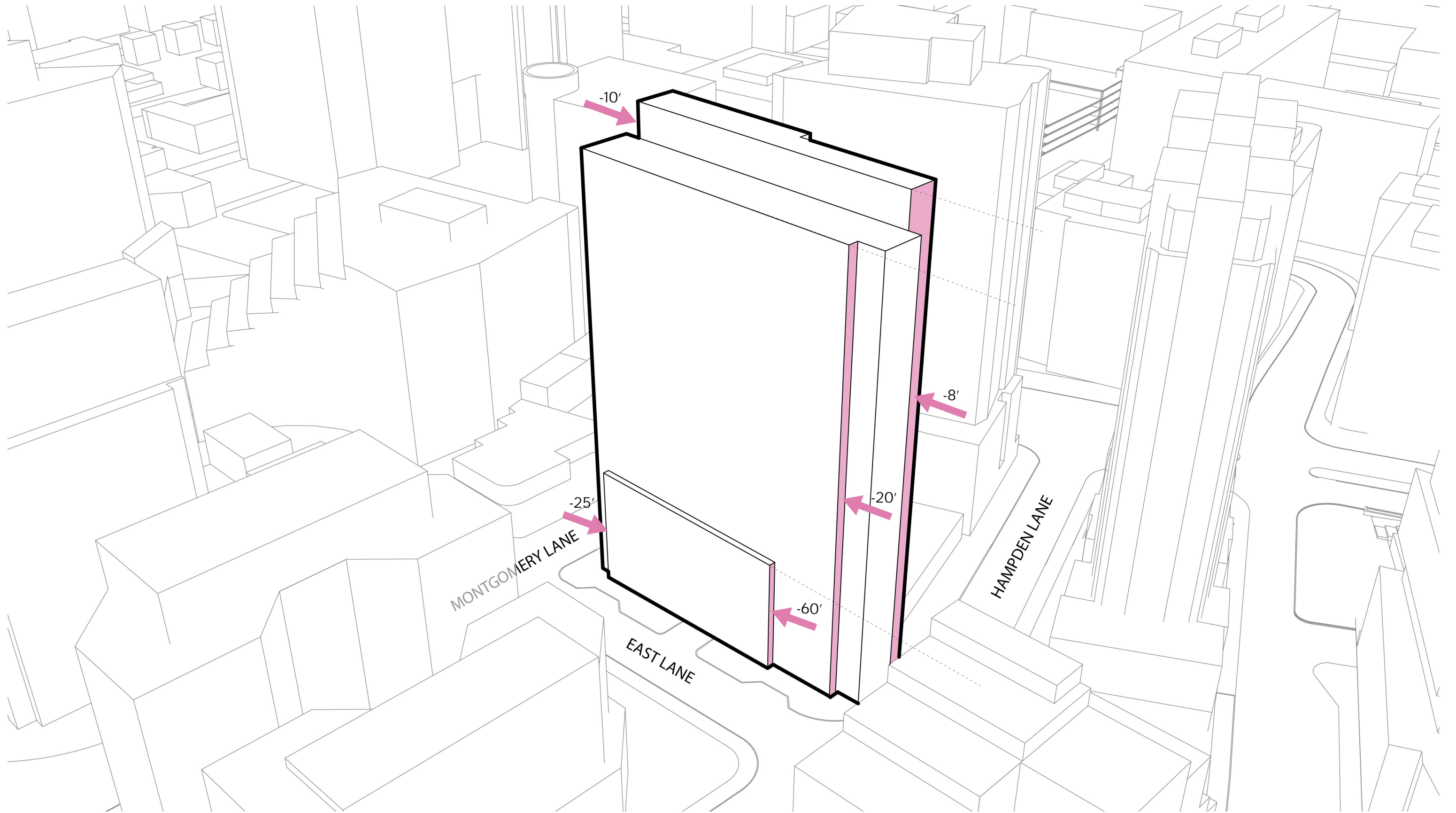


2. SETBACKS

NOTE: SETBACK MEASUREMENTS TAKEN FROM BUILD-TO LINE

MASSING DIAGRAMS

ALL WORK © DESIGN COLLECTIVE, INC.

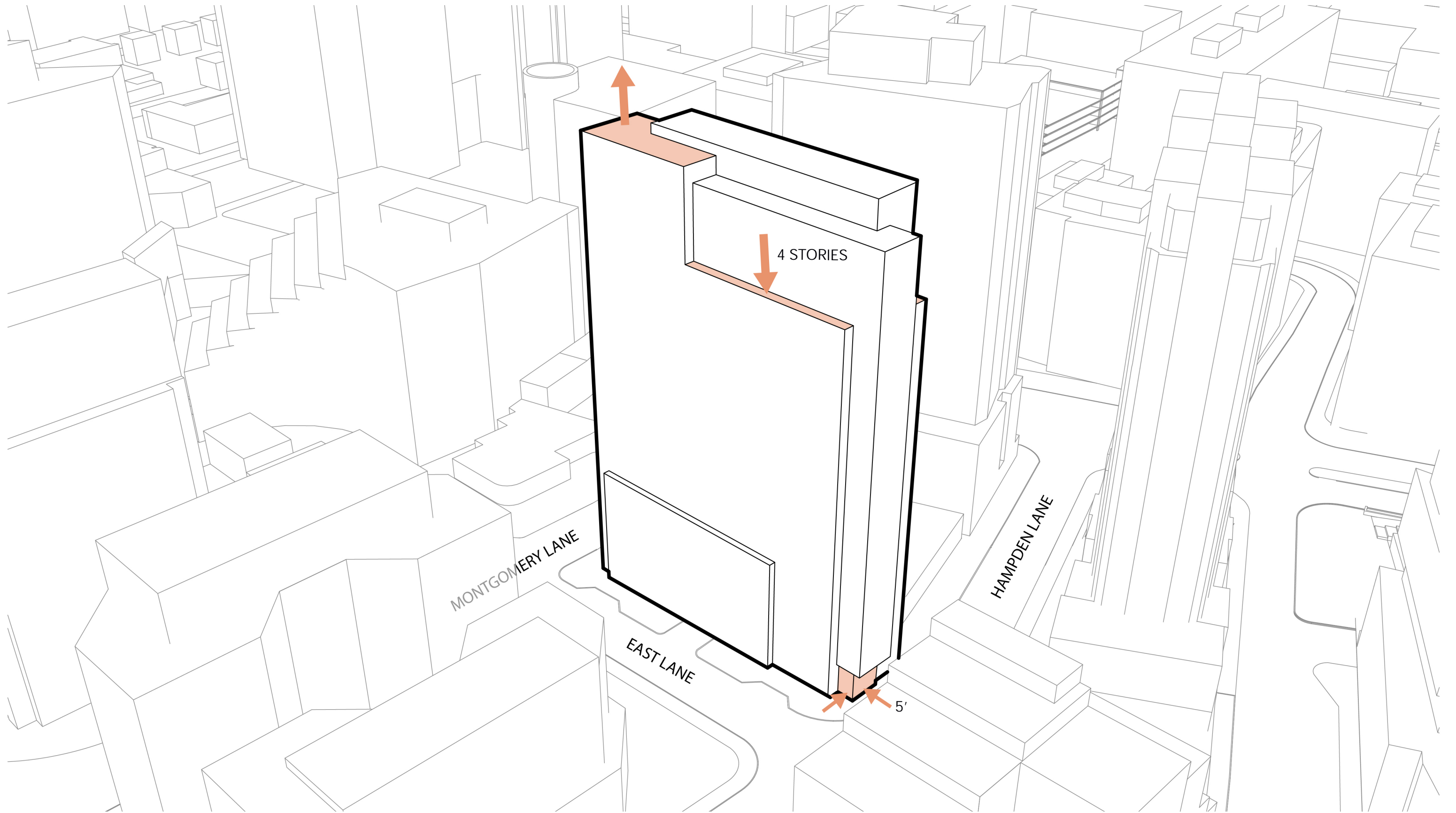


3. VERTICAL EMPHASIS

MASSING DIAGRAMS

NOTE: SETBACK MEASUREMENTS TAKEN FROM BUILD-TO LINE

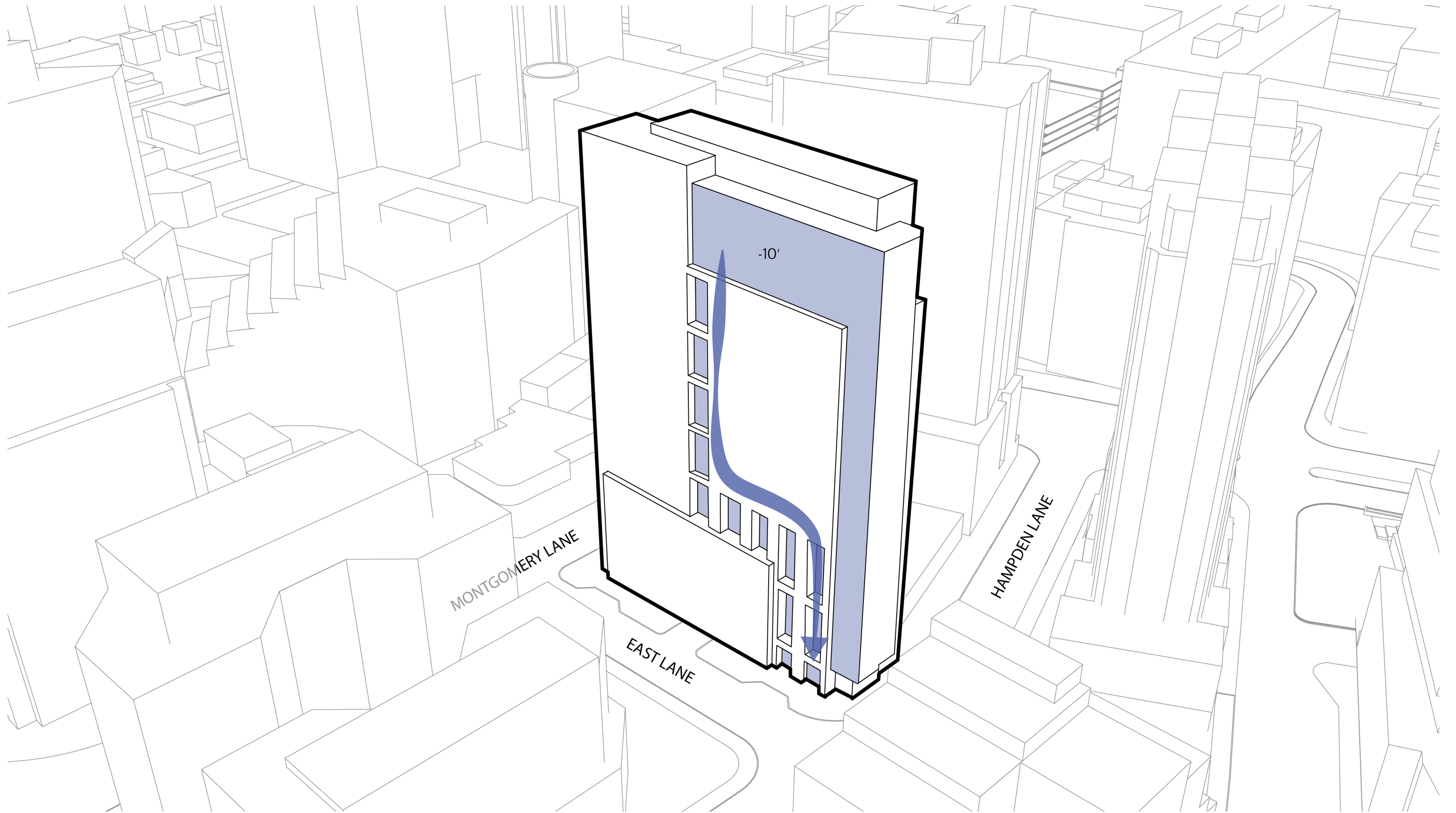
ALL WORK © DESIGN COLLECTIVE, INC.



4. MODULATION AND SCULPTING

MASSING DIAGRAMS

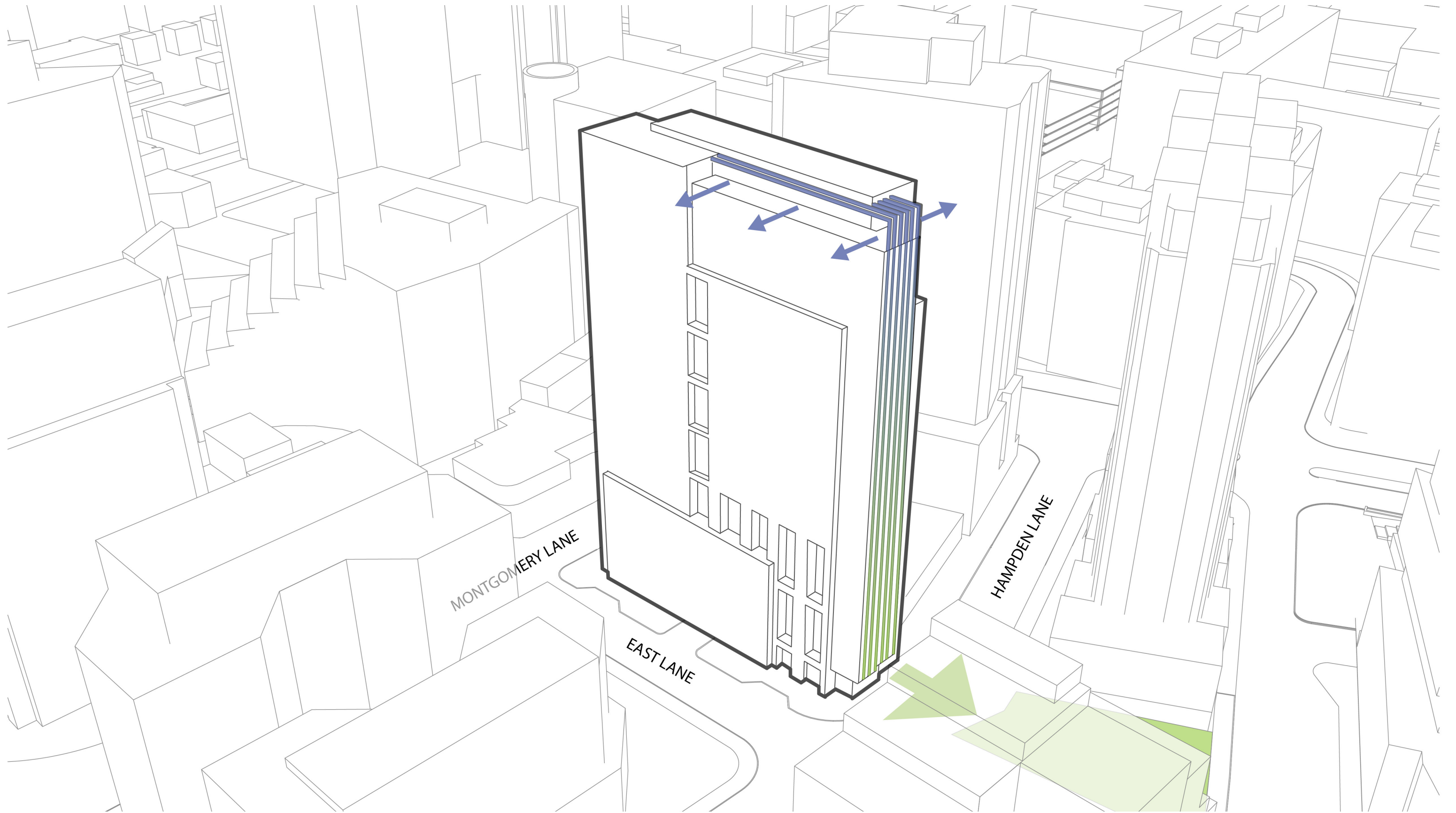
ALL WORK © DESIGN COLLECTIVE, INC.



5. DEEP RECESSES - ENTRY EMPHASIS

MASSING DIAGRAMS

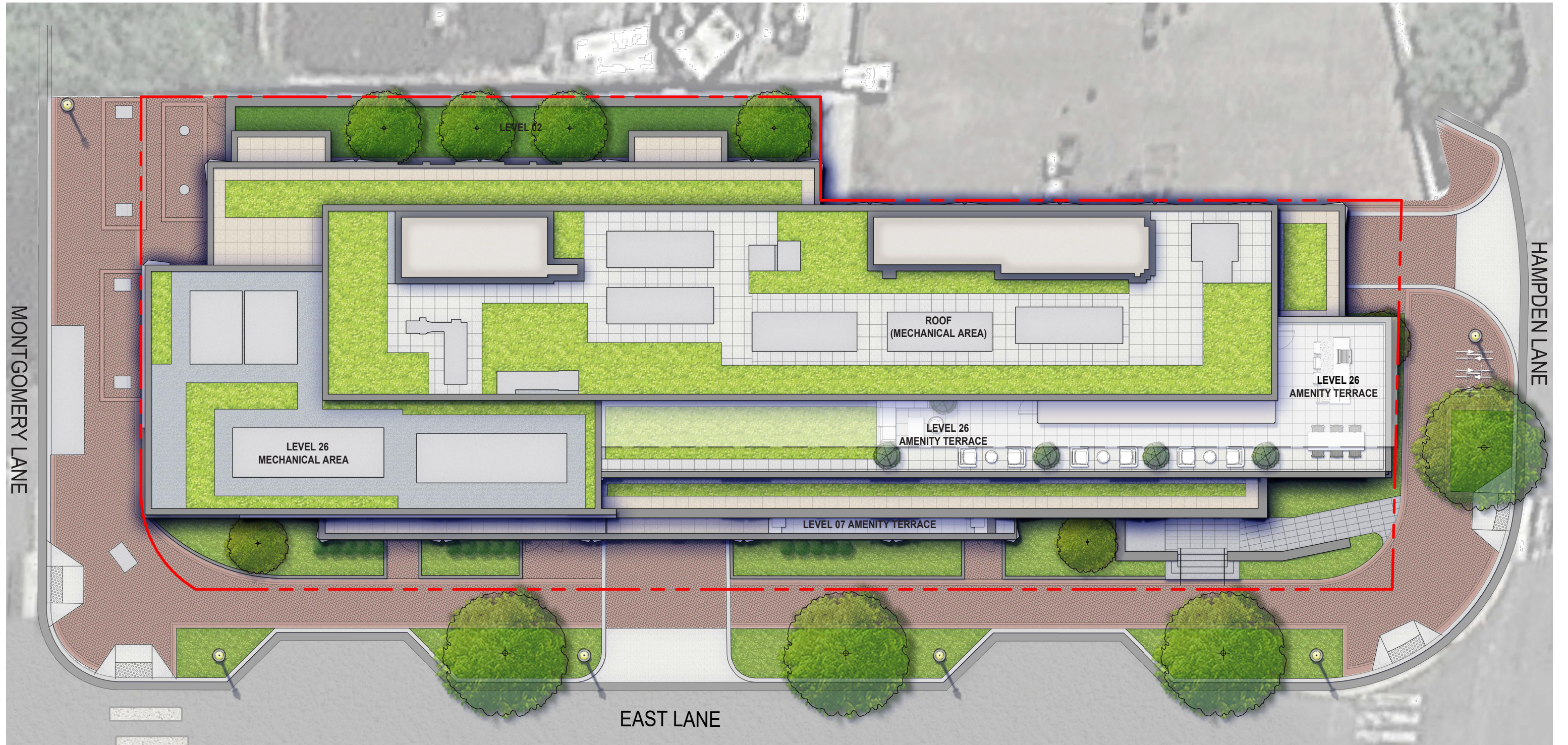
ALL WORK © DESIGN COLLECTIVE, INC.



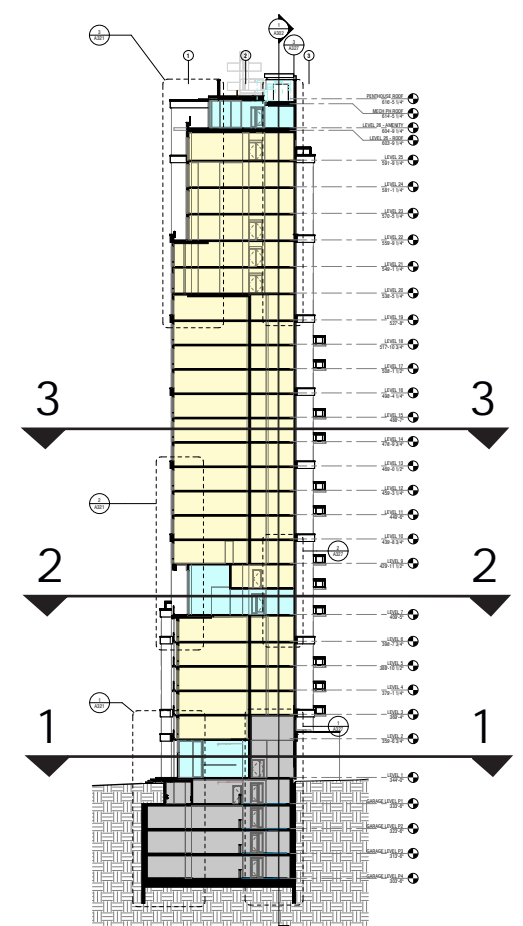
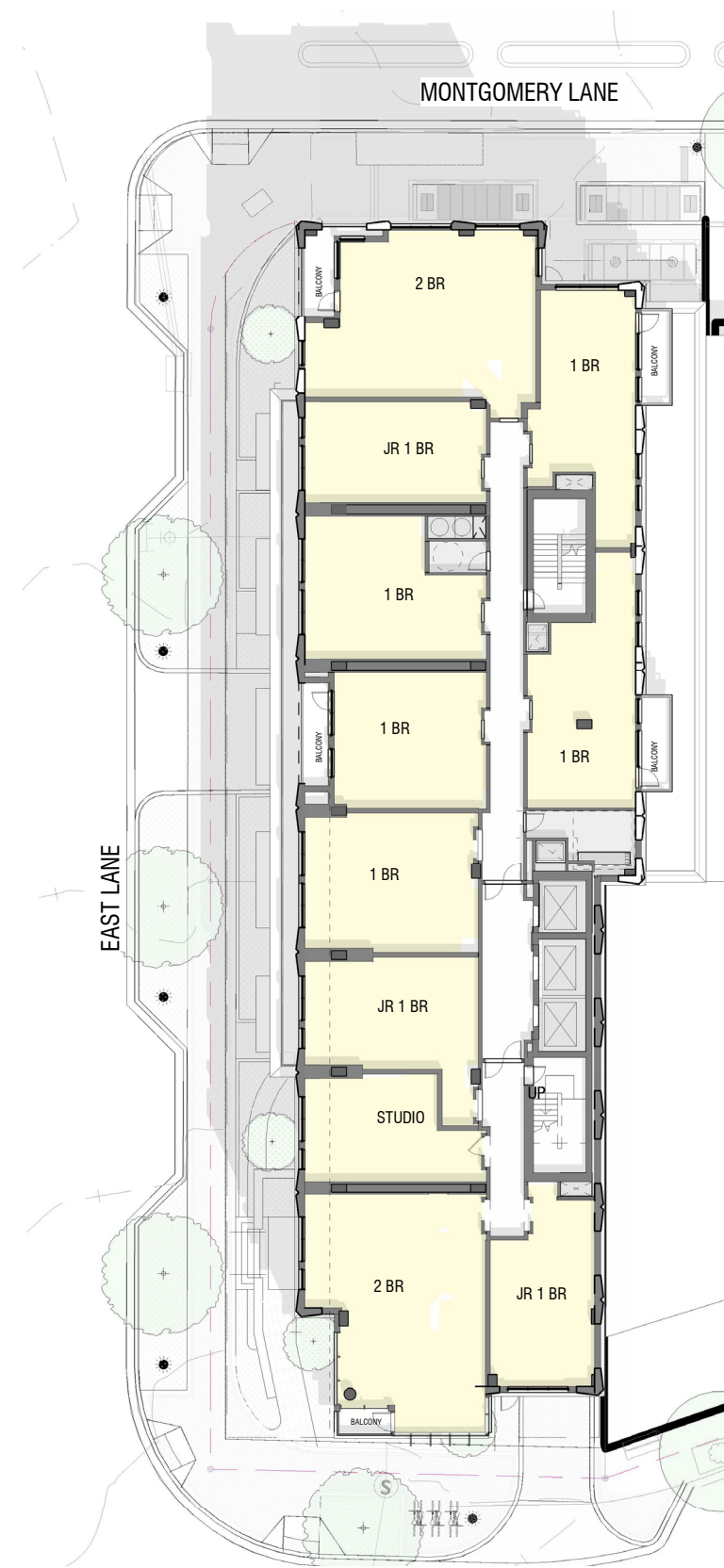
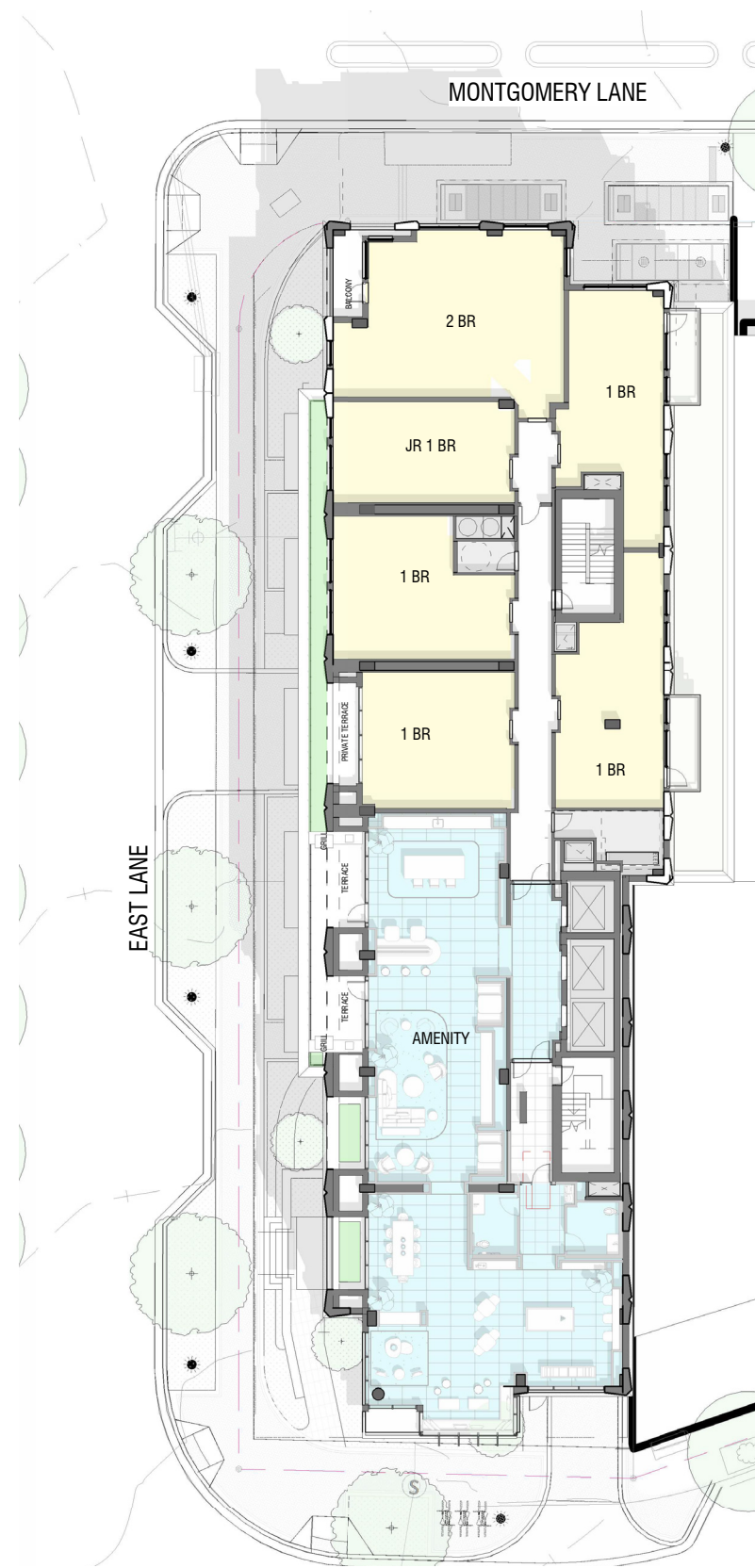
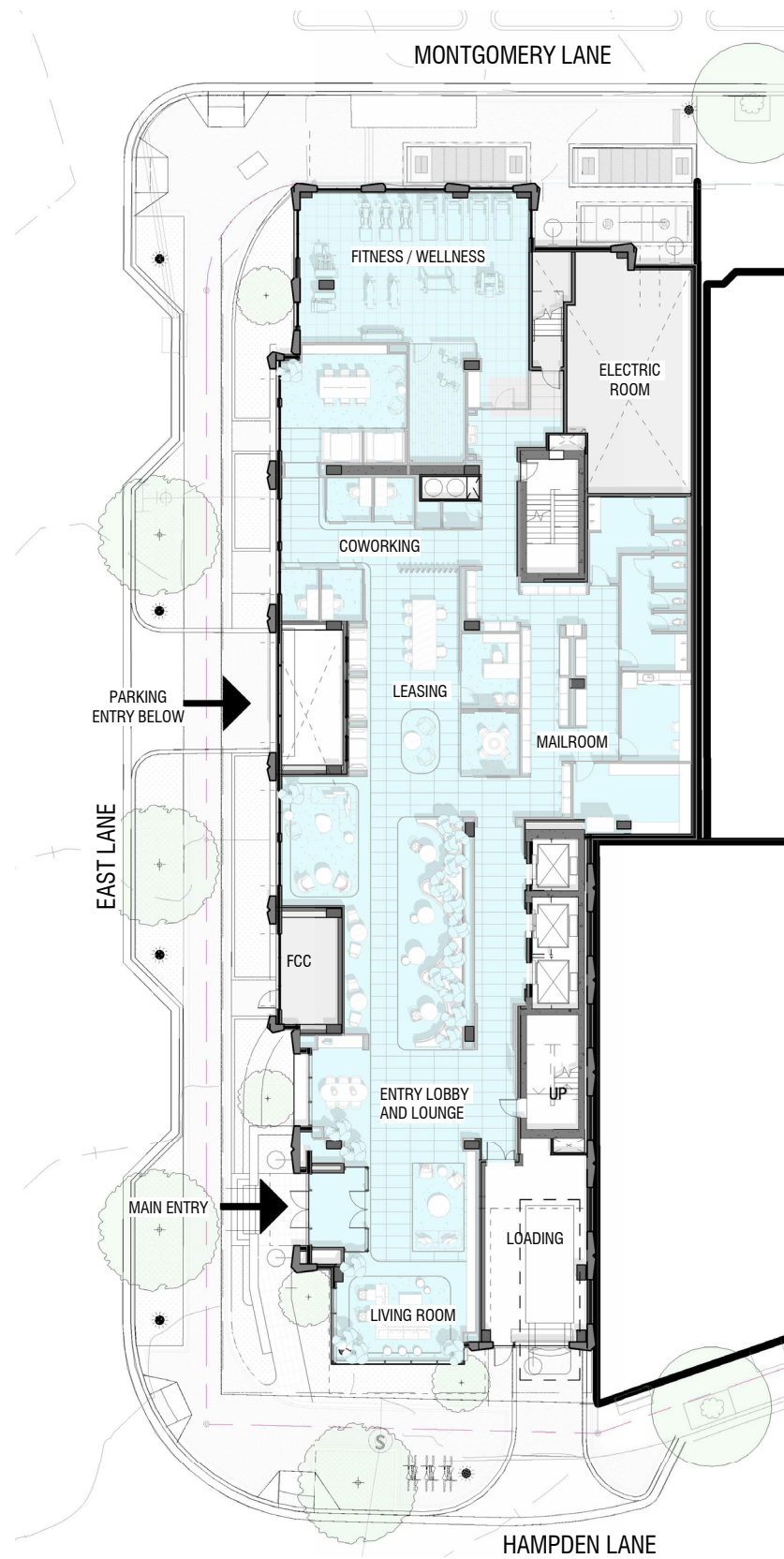
6. BASE TO TOP CONTINUITY

MASSING DIAGRAMS

ALL WORK © DESIGN COLLECTIVE, INC.



ILLUSTRATIVE SITE PLAN



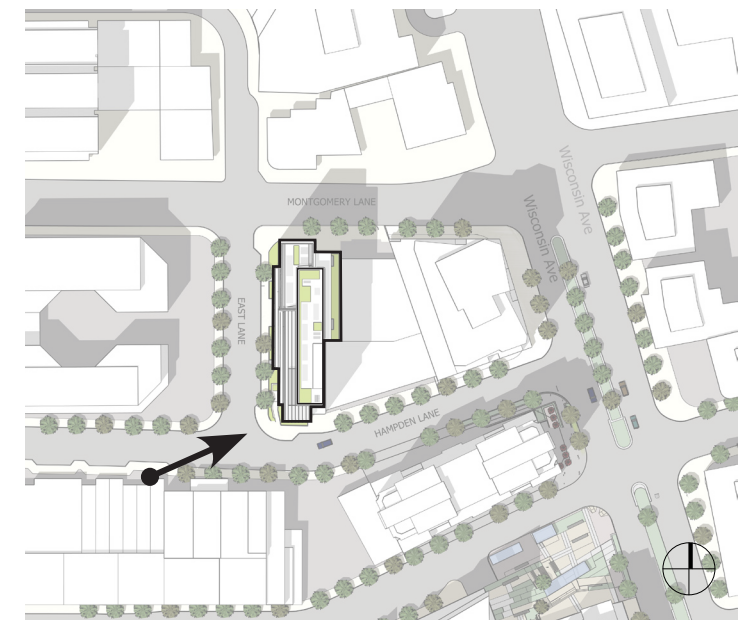
1. LEVEL 1

2. LEVEL 7 - CLUBHOUSE

3. TYPICAL RESIDENTIAL LEVEL



VIEW FROM SOUTHWEST

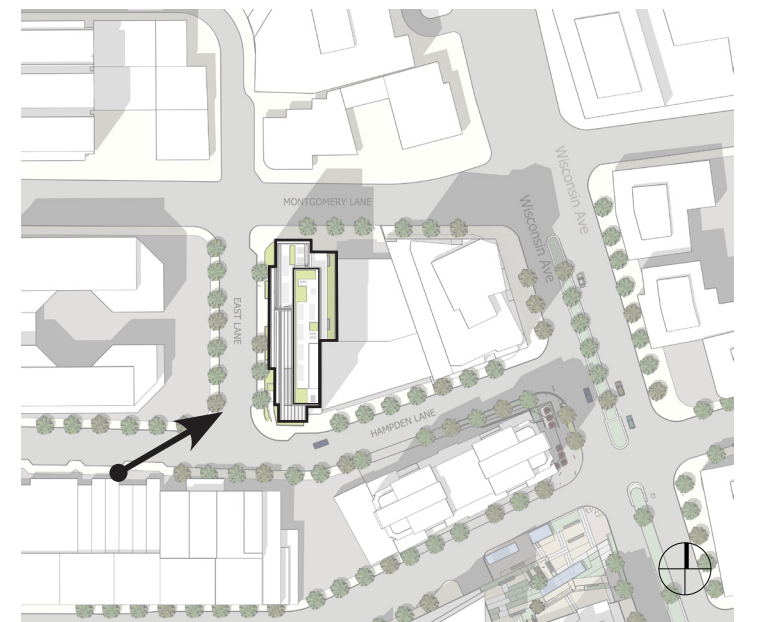


KEY PLAN

ALL WORK © DESIGN COLLECTIVE, INC.



VIEW FROM SOUTHWEST

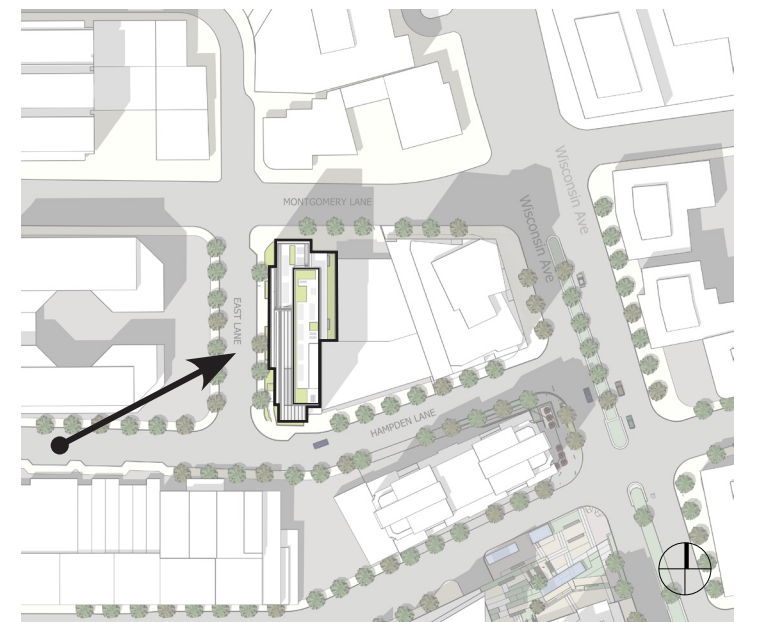


KEY PLAN

ALL WORK © DESIGN COLLECTIVE, INC.



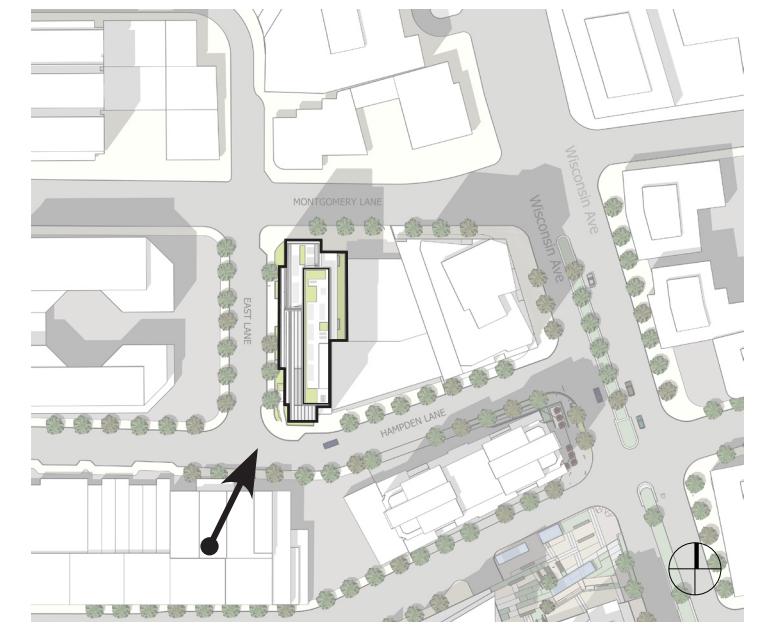
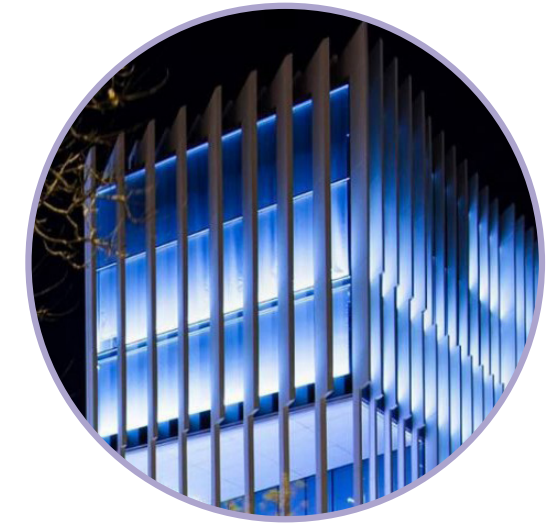
VIEW FROM WEST



KEY PLAN



VIEW FROM SOUTHEAST

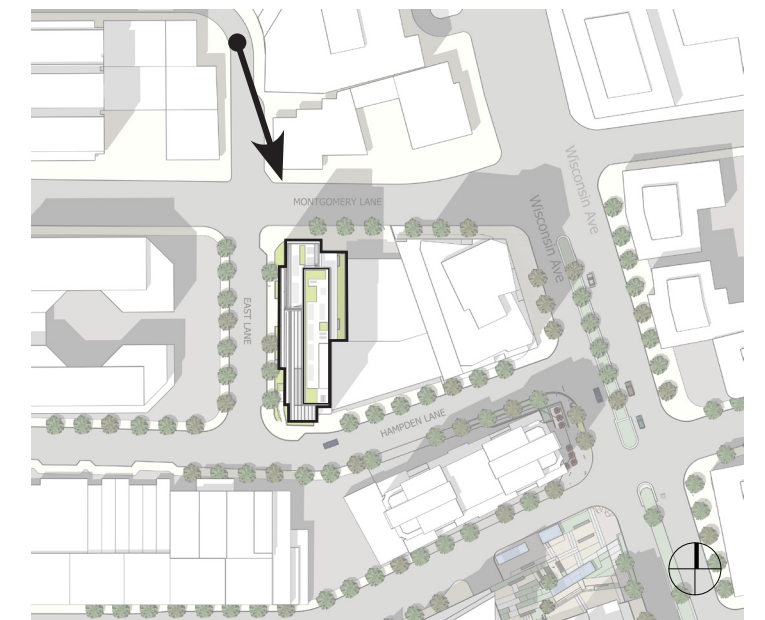


KEY PLAN

ALL WORK © DESIGN COLLECTIVE, INC.



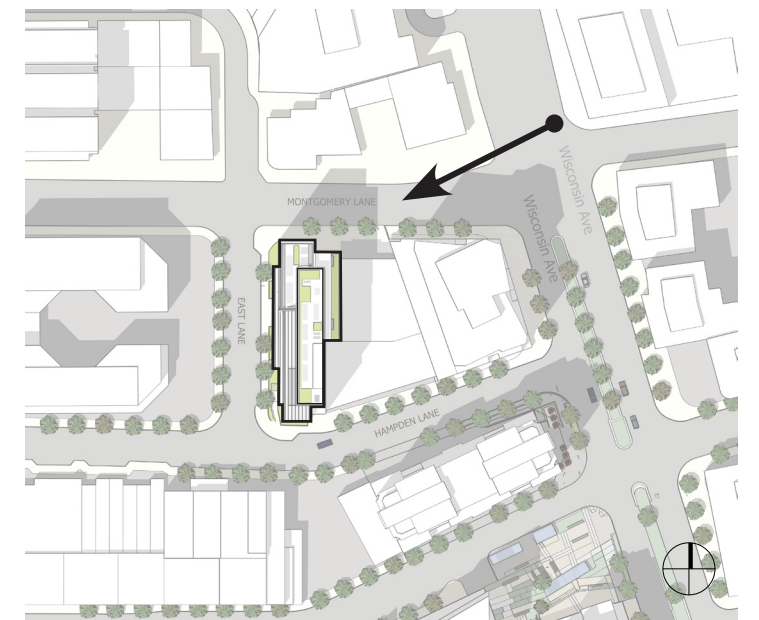
VIEW FROM NORTHWEST



KEY PLAN



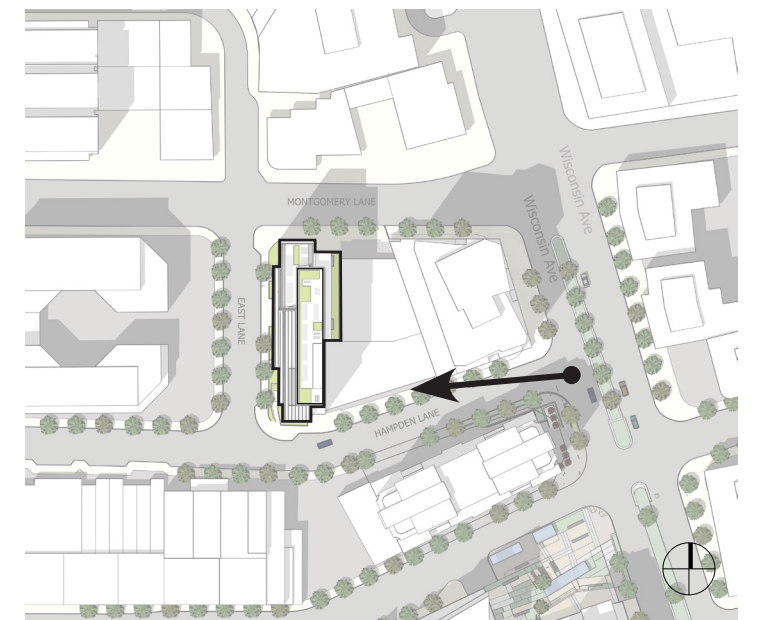
VIEW FROM NORTHEAST



KEY PLAN



VIEW FROM SOUTHEAST



KEY PLAN

ALL WORK © DESIGN COLLECTIVE, INC.

An architectural rendering of a modern high-rise building at dusk. The building features a mix of concrete, glass, and wood paneling. It has multiple floors with balconies and large windows, some of which are illuminated from within. The ground floor has a glass-fronted entrance. The address number '4801' is visible above the entrance. The scene includes a street with cars, pedestrians, and trees, with a warm sunset glow on the left side. The text 'THANK YOU' is overlaid in the center in a large, black, sans-serif font.

THANK YOU