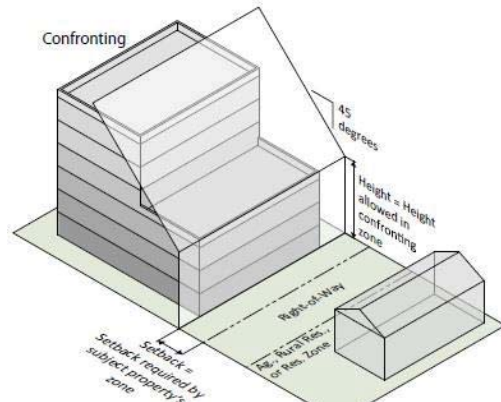
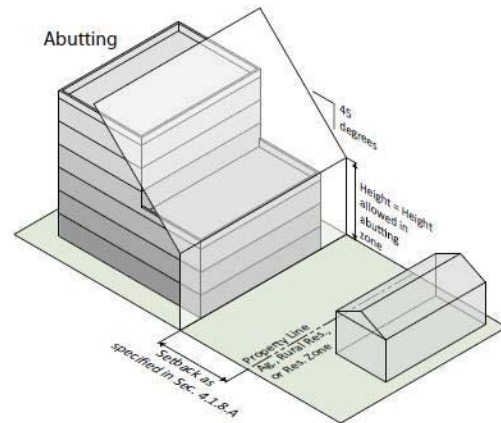


“Add bullet for Greenways: Meet Greenway requirements on Plan designated Greenway properties. Add diagram illustrating Greenway requirements. “

C/R Zone Development Standards

All Standard Method and Optional Method projects must:

- **Meet Compatibility Requirements** when abutting or confronting an Agricultural, Rural Residential, Residential Detached, or Residential Townhouse zone that is vacant or improved with an agricultural or residential use
- **Provide required open space** as indicated in the Zoning Ordinance based on tract size, frontages and/or building type

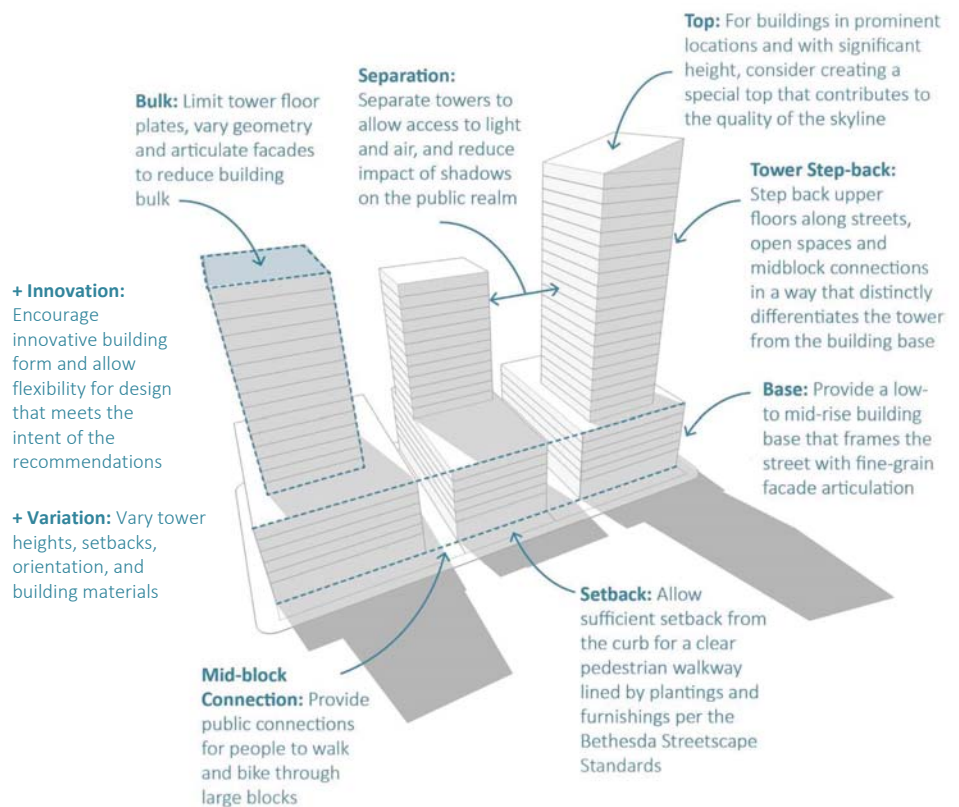


1. **Buildings step down toward residential neighborhoods.** Buildings located on non-Greenway properties that confront or abut residential properties must step down towards those residential properties in accordance with the compatibility requirements of the Montgomery County zoning code (Section 4.1.8). In addition, tall buildings located on properties that abut either Greenway properties or properties subject to the Compatibility Requirements should step down towards the residential properties so as to transition sensitively to the residential neighborhoods

Sector Plan

Urban Form Goal 2.6.2 C:

- Create a walkable environment where buildings frame a vibrant public realm and relate to the human scale.
- Limit the impacts of imposing building massing and bulk particularly in the design of tall buildings.
- Design with sensitivity for access to sunlight, air and shadows.
- Contribute to the character and visual identity of Downtown Bethesda.



Sunlight and sky views: Locate and design tall buildings to protect access to sunlight and sky views and minimize shadows for surrounding properties and streets, particularly for parks, public and private open spaces, and other shadow-sensitive areas. Streets should receive sufficient sunlight to maintain healthy trees.

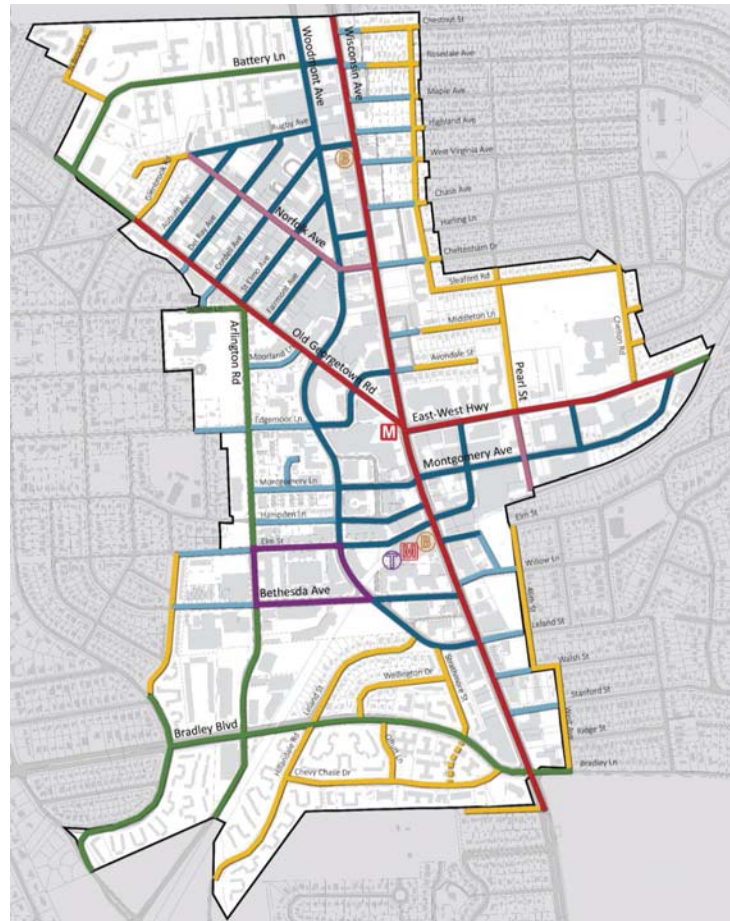
Wind effects. Locate, orient, and design tall buildings to promote air circulation and natural ventilation, yet minimize adverse wind conditions on adjacent streets, parks and open space, at building entrances, and in public and private outdoor open spaces.

Add specific requirements for building separation, step backs, and desirable mid-block connections (on).

"Activate streetscapes on urban boulevards and downtown mixed use streets."

Guidelines by Street Type:

- Urban Boulevard
- Downtown Mixed-Use Street
- Neighborhood Main Street
- Shared Street
- Neighborhood Connector
- Neighborhood Local Street
- Neighborhood Residential Street
- Proposed New Street



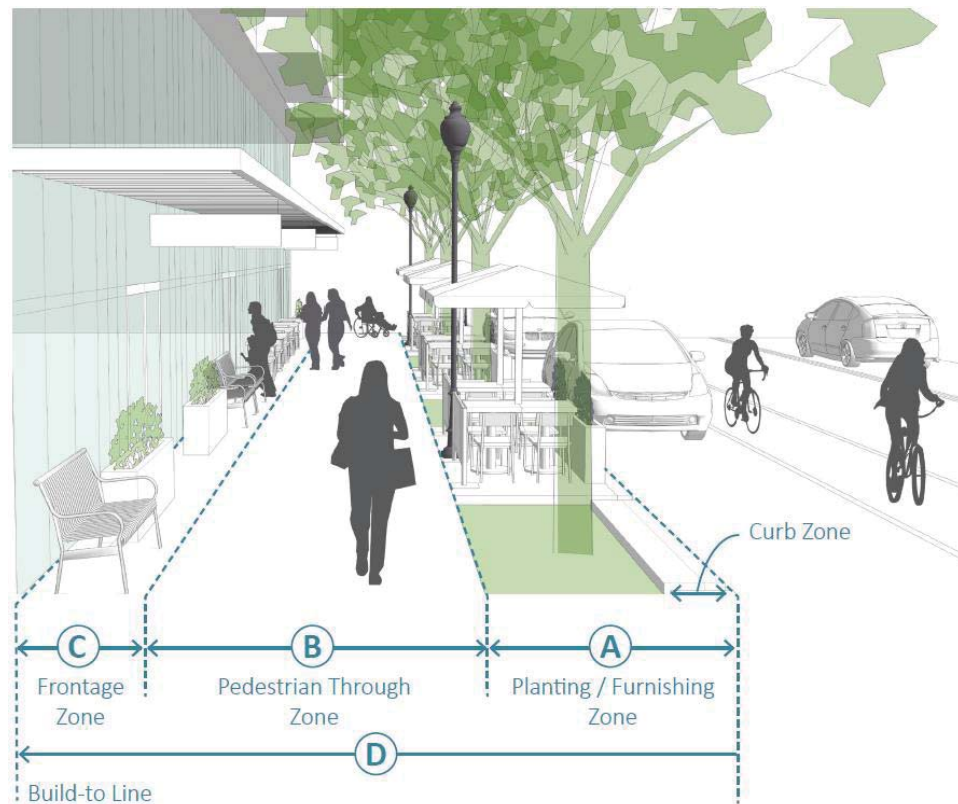
Add a new street type called "Canopy Corridors"

"Guidelines by Street Type" should be specific to street types and with it define the minimum dimension below. "Our suggestions for Streetscape Guidelines" for categories A-D are shown in each street type section."

Guidelines by Street Type

Sidewalk Zones

- A. **Planting/Furnishing Zone:** The buffer from vehicular traffic. Can accommodate street trees, furnishings, stormwater management and on some street types activities like outdoor dining and seating.
- B. **Pedestrian Through Zone:** Provides unobstructed passage and should be designed to be accessible for people of all abilities.
- C. **Frontage Zone:** Adjacent to the building and can accommodate elements such as retail display, café seating and plantings for ground-floor residential uses. On some streets this zone can also serve as part of the Pedestrian Through Zone.



"In A: add to list of items to be accommodated in the buffer: signs, newspaper boxes, trash receptacles, signal boxes, bike racks" "

`Pedestrian Through Zone: Provides adequate space between the Planting/Furnishing Zone and the Frontage Zone to allow for safe, comfortable, and unobstructed passage for people of all abilities. There should be no encroachments into this Zone from the other two zones."

"In C: add to list of items to be accommodated in this zone, "opening of store doors". Add to final sentence about Pedestrian Through Zone: "provided any uses occurring in the Frontage Zone do not encroach into the Pedestrian Through Zone".

No sidewalk zone should be prioritized at the expense of the other zones; i.e. - the planting zone should not be reduced for a greater sidewalk width or vice versa.

Add elements for Urban Boulevard:

- Sidewalk width from curb to building face should be a minimum of 20 feet, with a minimum of 10 feet for the Pedestrian Through Zone
- Encourage retail along street fronts to promote street activation.
- Provide clear, unobstructed views into and out from ground floor areas facing the public realm
- Locate café seating next to building face. Seating and serving should not encroach into the Pedestrian Through Zone
- Building doors should not encroach on the Pedestrian Through Zone when open
- Benches, newspaper boxes, bike racks, garbage receptacles, streetscape elements, trees and other landscaping, utility poles, signs, signal boxes should not encroach into the Pedestrian Through Zone
- Streets should be lined with healthy, well-maintained trees.
- High-quality and sustainable landscaping should be provided in the Landscaping/Furnishing zone. Where feasible, landscaping areas should function as bioretention areas.

Bury power lines and telephones lines so that poles will not interfere with pedestrian passage or other requirements of the sidewalk zones

Boulevard

Intent: Ensure efficient pedestrian flow and comfort in an environment dominated by large-scale buildings and streets.



Mixed-Use Street

Intent: Create vibrant settings that accommodate the diverse needs of businesses, residents and visitors, and provide ease of walkability.



Main Street

Intent: Provide sidewalks that act as outdoor rooms with areas for socializing, vending and seating while also ensuring ample space for pedestrians to stroll.



Add elements for Downtown Mixed Use Street and Neighborhood Main Streets

- Sidewalk width from curb to building face should be a minimum of 15 feet, with a minimum of 8 feet for the Pedestrian Through Zone
- Encourage retail along street fronts to promote street activation.
- Provide clear, unobstructed views into and out from ground floor areas facing the public realm
- Encourage café seating next to building face. Seating and serving should not encroach into the Pedestrian Through Zone
- Building doors should not encroach on the Pedestrian Through Zone when open
- Benches, newspaper boxes, bike racks, garbage receptacles, streetscape elements, trees and other landscaping, utility poles, signs, signal boxes should not encroach into the Pedestrian Through Zone
- Provide benches and other resting places in the Landscaping/Furnishing Zone or the Frontage Zone.
- Streets should be lined with healthy, well-maintained trees.
- High-quality and sustainable landscaping should be provided in the Landscaping/Furnishing zone. Where feasible, landscaping areas should function as bioretention areas.

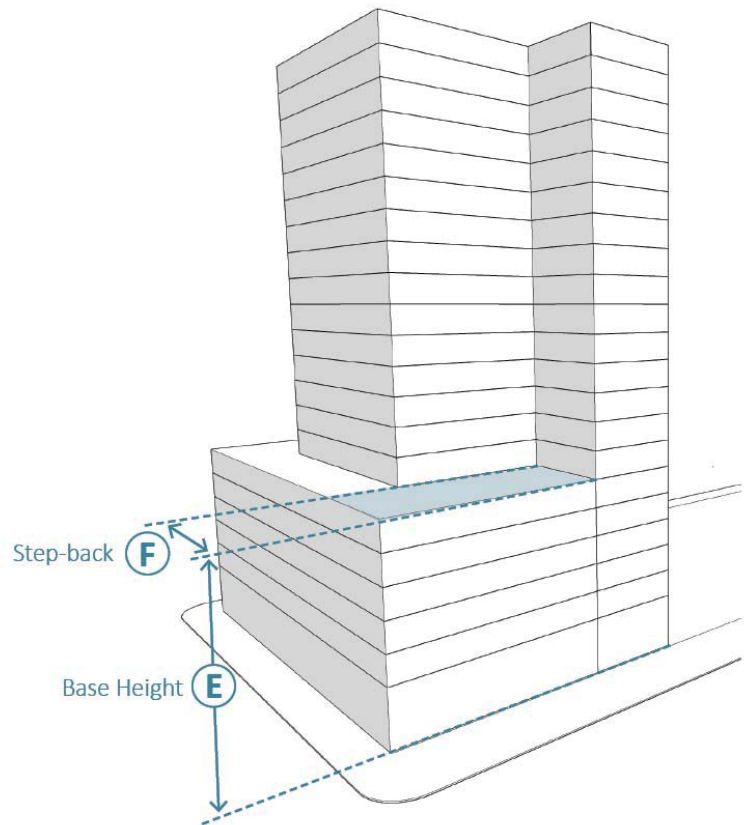
"Guidelines by Street Type" should be specific to street types and with it define the minimum dimension below. Dimensions could vary depending on the street type.

There need to be some definitive standards for bases and stepbacks.

Guidelines by Street Type

Building Form

- **Base Height:** Base heights vary by street type to align with typical existing building heights or create a human-scaled environment for pedestrians on streets with predominantly high-rise development.
- **Step-Back:** Upper floor step-backs provide a human-scaled building edge along the street that enhances pedestrian comfort and access to sky views.



Shared Street

Intent: Provide a linear public open space that is flexible to accommodate all modes of transportation, street activities and occasional large events.



Neighborhood Connector Street

Intent: Ensure pedestrian comfort in relation to through traffic and vehicle access on these connector streets.



Neighborhood Local Street

Intent: Provide efficient and comfortable local access from the urban core to neighborhoods of mid-rise and low-scale buildings.



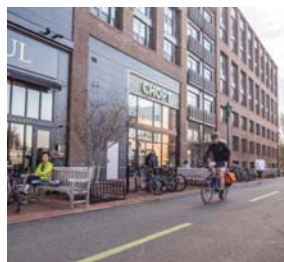
Neighborhood Residential Street

Intent: Ensure pedestrian comfort in relation to through traffic and vehicle access on these connector streets.



Public Through-Block Connections and Trails

Intent: Improve connectivity for people to walk and bike throughout Downtown Bethesda and create additional outdoor public spaces for residents and visitors to enjoy.



Public Through-block Connections

Existing Public Connection

Proposed Public Connection

Trails

Existing Trails



1. **Connections.** Comfortable, safe, and accessible pedestrian and cycling routes through and around any building site (particularly tall ones) should be provided to connect with adjacent routes, streets, parks, open space, and other priority destinations, such as transit and underground concourses.

Avoid cantilevering large sections of a building over a through block connection because it can make the space feel closed in, impact light, and create more of a "canyon"

Montgomery Avenue Green strip

Provide sufficient transition space between activating uses on the property and the CCT to ensure safety for those off and on the CCT.

Design Guidelines to Enhance the Capital Crescent Trail

When a property on the south side of Montgomery Ave. redevelops, a green strip should be installed at the back of the property abutting the Capital Crescent Trail. The green strip should provide landscaping, shade and screening from parking areas to enhance the experience of Trail users and to provide a transition area between the development and the single-family homes to the south of the properties.

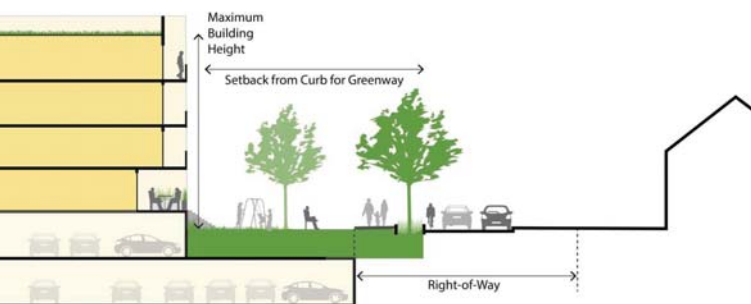
- At a minimum, the green strip should include trees and low landscaping (shrubbery, perennials, bio-retention facilities).
- If the property is redeveloped with a business oriented towards Trail users (e.g., a restaurant with an outside seating area in the rear of the building, a bicycle store), the green area may be open in character (trees and low landscaping elements) with a pathway leading through it to the building.
- If the property is redeveloped with a business not oriented towards Trail users (e.g., medical or other professional offices, apartment or condominium building, townhouses) the green strip should include a hedge or other such landscaping along its western edge to provide screening from the building and any parking area.
- Provision of benches should be encouraged in the green strip for use by Trail users.

1. Greenway design should provide for safety and security with adequate lighting, continuous pathways, regular seating areas and other amenities that encourage maximum use.
2. Make Greenways green. And when possible coordinate greenway design on a property with that on adjoining properties.
3. The minimum setback is 35 feet.
4. No driveway or roadway may cut across a Greenway unless there is no other way to access the property. If a driveway must cut across a Greenway in order to provide access, only one driveway of minimum width is allowed regardless of how many lots may have been assembled. Parking on Greenway properties should be behind the buildings. No parking or maneuvering is allowed in the Greenway.

Eastern Greenway Districts

These parks are envisioned as destinations and pockets of larger green space along the edge of the downtown. Height limits and greenway setbacks will ensure compatibility, provide public open space, improve connections and enhance environmental benefits.

The required building setback is equal to the amount of building height proposed.



- Recommended/Enhanced Open Space
- ⊗ Potential Open Space (Location TBD)
- ▨ Illustrative Potential Development



Eastern Greenway - Civic Greens, Neighborhood Greens and Urban Greenway

Vision - These parks are envisioned as destinations and pockets of larger green space along the edge of the downtown.



- Recommended/Enhanced Open Space
- Potential Open Space (Location TBD)
- Illustrative Potential Development

Provide precedents of parks that are the same scale as what is anticipated in Bethesda

Civic Greens

- **Experiences** – ensure a mix of uses with a focus on Social Gathering
 - Active
 - Contemplative
 - Social gathering/community building
- **Relationship to Adjacent Uses (context)**
 - Located at the center of activating uses
 - Building entrances should front on civic green
- **Site Accessibility/Connectivity**
 - Ensure physical and visual connections from street
 - Ensure a connection to transit systems
 - Ensure safe pedestrian crossings
- **Special Features**
 - Capitalize on unique views
 - Incorporate identity creating features or artwork
 - Incorporate streetscape enhancements along open space edge
- **Frequency of Use**
 - Special Events
 - Seasonal Events
 - Monthly Functions
 - Weekly Functions
 - Daily Functions



Require sufficient trash bins for any restaurants facing onto public civic greens or public space.

Urban Park Types

Neighborhood Greens

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



great idea, but
where would this
be anticipated in
Bethesda

Neighborhood Greens

- **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 Accessibility/Connectivity**
 - Ensure physical and visual connections from street
 - Ensure safe pedestrian crossings
- **Special Features**
 - Picnic areas
 - Play features and small game spaces
 - Open lawns
 - Neighborhood serving amenities, neighborhood identity features
- **Frequency of Use**
 - Seasonal Events
 - Monthly Functions
 - Daily Functions



Urban Park Types

Countywide Urban Recreational Parks

Intent

Oriented to the recreational needs of a densely populated neighborhood and business district, They provide space for:

- active recreation
- recreational programming
- community gatherings

Key features

- athletic fields, playing courts, picnicking, dog parks, sitting areas and flexible grassy open space
- Programming can include farmer's markets, outdoor exercise classes, and community yard sales.

Size – minimum 2.5 acres



Activate ground floors of buildings abutting parks. Allow restaurants in buildings abutting parks to have outside seating facing the park space and residential buildings to have rear entrances, patios and decks opening to the parks.

District of Columbia has much more enlightened policy for green roofs - below you will find some of their narrative. There is more on-line

DOEE's green roof rebate program has launched the 2016-2017 program with new funding. The program will process applications from an existing queue. Applicants should file the necessary paperwork with the Anacostia Watershed Society (AWS) to be added to the queue.

The 2016-2017 green roof rebate program will provide base funding of \$10 per square foot, and up to \$15 per square foot in targeted subwatersheds. There is no cap on the size of projects eligible for the rebate. Properties of all sizes including residential, commercial and institutional are encouraged to apply. For buildings with a footprint of 2,500 square feet or less, funds are available to defray the cost of a structural assessment. This webpage will be continuously updated with additional information.

Benefits of Green Roofs

Green, or vegetated, roofs help to manage stormwater. Stormwater runoff is rainwater that flows off impervious surfaces such as rooftops, driveways, roads, sidewalks and sometimes even lawns.

Stormwater runoff travels from these surfaces to our streams, picking up pollutants such as oil and grease from our roadways and driveways as it goes. Nutrients from lawn fertilizers and bacteria from pet waste may also be picked up by stormwater and carried to our streams. Once in the stream, stormwater causes erosion, poor water quality and destruction to habitat for fish and other wildlife.

Green roofs hold and delay rainfall runoff, effectively preventing rainwater from becoming stormwater and reducing combined sewer overflow events. In addition, green roofs filter air pollutants from the rainwater and save energy in buildings and in some cases provide habitat for wildlife.

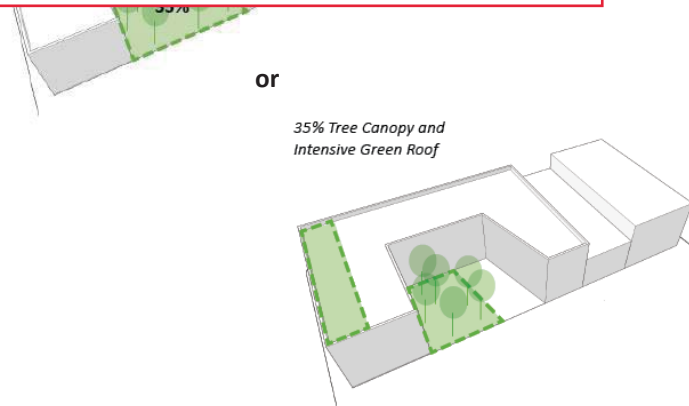
Green roofs are especially effective in cities such as the District of Columbia (District), where so much surface area is taken up by rooftops. Green roofs are most appropriate for flat rooftops of commercial and residential buildings; modern systems are lightweight but roof structures must be checked for adequacy.

- Tree canopy cover on 35% of landscape

or

- A combination of tree canopy and intensive green roof for a total green cover of 35% or greater.

** If onsite energy generation requires the use of the roof or open space, accommodations for these features may alter the 35 percent minimum green cover requirement.*

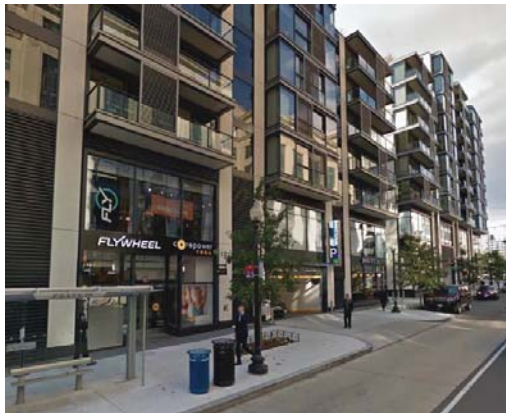


Street trees. Streets should be lined with healthy, well-maintained trees. Building bases and towers must be set back from the curb sufficiently to allow adequate space and sunlight for tree growth.

Tree plantings on Canopy Corridors should go beyond the general requirements for street trees. On the corridors, trees should be planted to form a continuous canopy). Options for increasing canopy can include allees of trees (two rows; as on Woodmont between Montgomery and Hampden). Possibly require greater setbacks/stepbacks (and no cantilevers) so there is room for true canopy and require minimum soil volume of no less than 600 cubic feet. Every effort should be made to include additional locations for trees on both private property/ROW/and any medians.

Servicing, Access and Parking

Intent: To minimize conflicts between vehicles, pedestrians and cyclists and reduce the visual impacts of vehicle access and parking on the Public Realm.



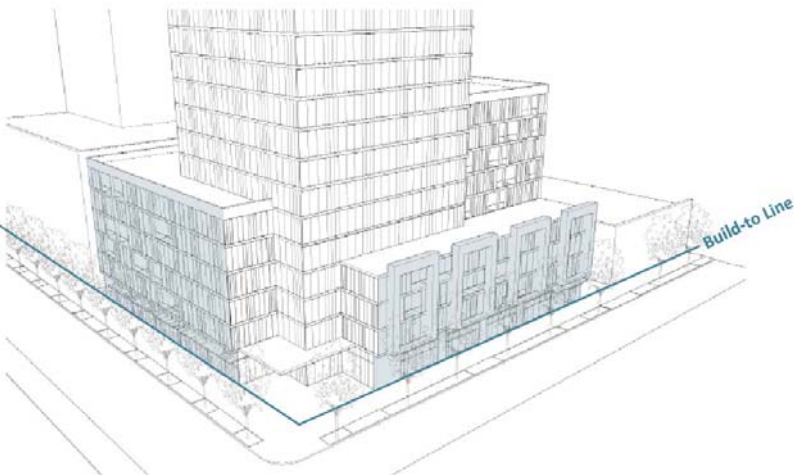
1. Avoid residential streets for vehicular access to commercial buildings. Entries to loading docks, service entries and parking garages should be located on alleys or business district streets, not on residential streets.
2. Driveways and entrances. The height and width of driveways and entrances for loading docks and parking areas should be minimized.
3. Make “back-of-house” activities inconspicuous. Activities such as loading, deliveries, servicing, trash storage and collection, and vehicle parking, should be conducted within the building mass or in well-screened locations; in general, away from the public realm and public view, to the extent possible.
4. Primarily residential buildings should have lay-by lanes or pull off lanes for cars/ quick deliveries these should not come at the expense of street trees.

Building Facades

1. Facade articulation. Avoid large expanses of single plane facades. Articulate the base of the building and use other design elements that reduce the impacts of mass and contribute to a pedestrian scale.
2. Facade materials. Use varied materials, patterns and colors on the building's facades to create the illusion of smaller scale. Use materials and design elements that complement or are compatible with neighboring buildings. Avoid use of reflective materials on building facades when this could result in sunlight being reflected onto pedestrians creating “hot” spots or into driver's eyes.
3. Above-grade structured parking. Above-grade structured parking should be avoided. When the building will have above-grade structured parking, facades of the garage portion of the building should be compatible with the rest of the structure, in order to enhance the overall architectural quality of the building. At the street-level the garage should be interior to the building with retail space fronting onto the street.
- 4 Cantilevering. Cantilevers over a public sidewalk or public open space that may interfere or obstruct views, sunlight, and street trees should be avoided.

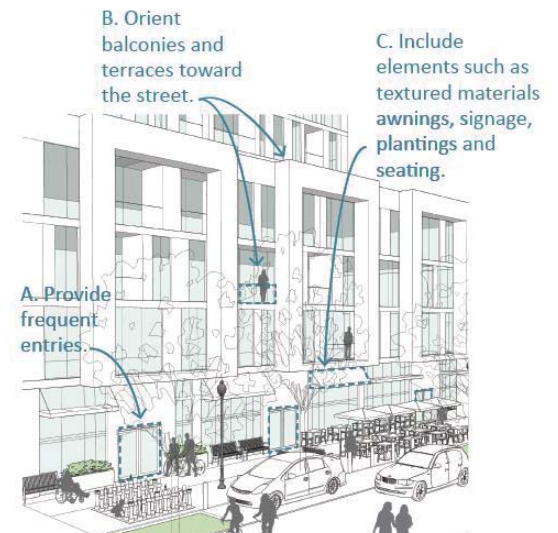
Base: Building Placement

Intent: To create a continuous street wall that frames the sidewalk, creates a more comfortable outdoor room for pedestrians and encourages walking throughout the downtown.



Base: Street Activation

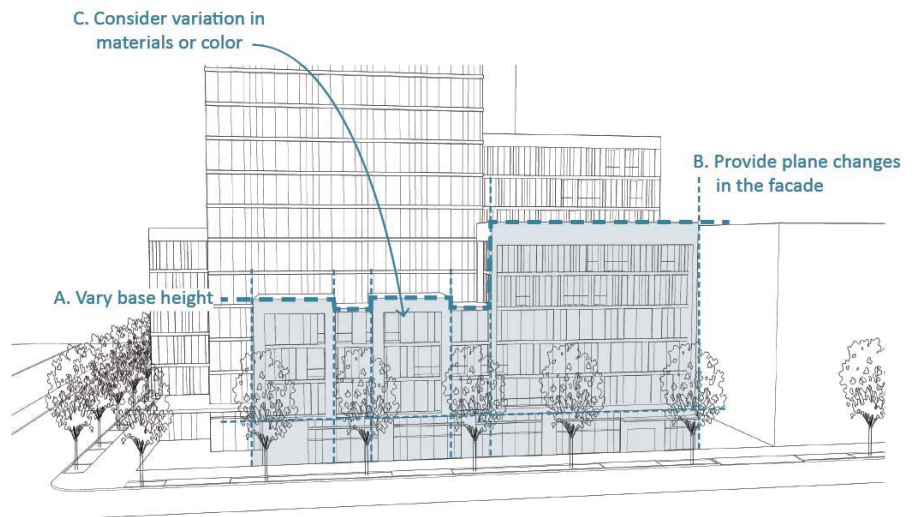
Intent: Provide ground-floor and base design elements that engage with the sidewalk environment to encourage pedestrian activity.



1. **Building base.** In general, the building base should be designed to fit harmoniously within the existing context of neighboring building heights at the street and respect the scale and proportion of adjacent streets, parks, historic buildings and public or private open space. To create a comfortable pedestrian environment, the base of tall buildings should be no more than 3 to 6 stories along streets, parks, open spaces, and historic properties.
2. **Tower placement.** Towers rising above the base should be setback from the base or podium to minimize the visual and physical impact on the adjacent residential neighborhoods, parks, open space, and historic buildings, as well as allow the base building to be the primary defining element for the site and adjacent public realm.
3. In general, colonnades or arcades along the street sides of buildings should not be allowed. Such features move the building activity away from pedestrians and create isolated areas that can make pedestrians feel unsafe”
4. Provide clear, unobstructed views into and out from ground floor areas facing the public realm”

Base: Variation and Articulation

Intent: Articulate large building bases to ensure that facades are not exceedingly long, uninterrupted and rigidly uniform. These variations break up the mass of large buildings and add visual interest for pedestrians.



Building Facades

1. **Facade articulation.** Avoid large expanses of single plane facades. Articulate the base of the building and use other design elements that reduce the impacts of mass and contribute to a pedestrian scale.
2. **Facade materials.** Use varied materials, patterns and colors on the building's facades to create the illusion of smaller scale. Use materials and design elements that complement or are compatible with neighboring buildings. Avoid use of reflective materials on building facades when this could result in sunlight being reflected onto pedestrians creating "hot" spots or into driver's eyes.
3. **Above-grade structured parking.** Above-grade structured parking should be avoided. When the building will have above-grade structured parking, facades of the garage portion of the building should be compatible with the rest of the structure, in order to enhance the overall architectural quality of the building. At the street-level the garage should be interior to the building with retail space fronting onto the street.

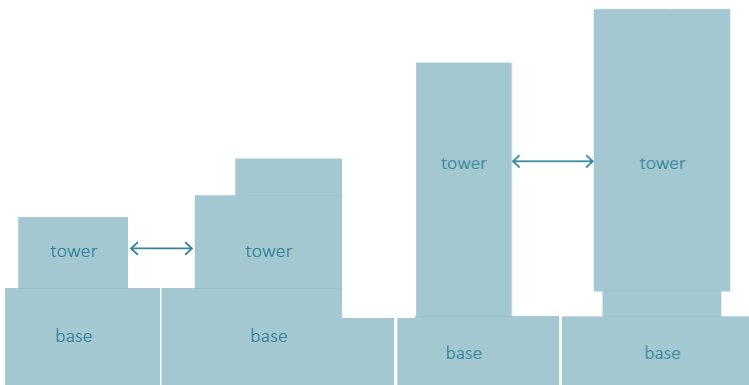
Need to define minimum separations.

1. Separation of towers. Towers rising above the base should be setback from side and rear property lines to allow sufficient separation of the towers to maintain sunlight and sky views for the surrounding area.

Add specific requirements for building separation, step backs, and desirable mid-block connections. on).

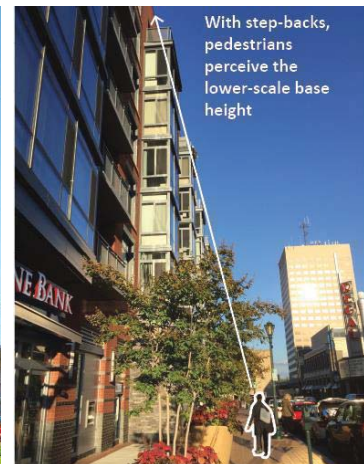
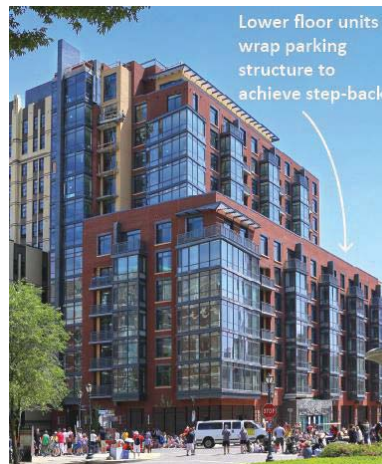
Tower: Separation Distance

Intent: Separation of the building’s upper floors allows access to light and air, limits the impact of shadows on the public realm and reduces the extent of large blank walls as new buildings develop at or near the property line. The building base should remain a continuous street wall.



Tower: Step-Back

Intent: Upper floor step-backs provide a human-scaled building edge along the street that enhances pedestrian comfort and access to sky views.



“Tower placement. Towers rising above the base should be setback from the base or podium to minimize the visual and physical impact on the adjacent residential neighborhoods, parks, open space, and historic buildings, as well as allow the base building to be the primary defining element for the site and adjacent public realm.

“Buildings step down toward residential neighborhoods. Tall buildings located on properties that abut either Greenway properties or properties subject to the Compatibility Requirements should step down towards the residential properties so as to transition sensitively to the residential neighborhoods.”

Respect historic properties. Locate and design buildings, to respect and complement the scale, character, form and setting of on-site and adjacent historic properties.

Also, would the wind effect item go here with the other tall tower items? They did refer to making those buildings nice for pedestrians and wind sure isn't.

Retrofitting Existing Buildings

Intent: Retrofits of existing buildings are encouraged because they maintain the existing scale and character of established districts while breathing new life into older building stock.



1. Respect historic properties. Locate and design buildings, to respect and complement the scale, character, form and setting of on-site and adjacent historic properties.

Building façade: . Use materials and design elements that complement or are compatible with neighboring buildings. Avoid use of reflective materials on building facades when this could result in sunlight being reflected onto pedestrians creating “hot” spots or into driver's eyes

From: Jeneva Stone
To: [Wright, Gwen](#); [Shipman, Laura](#); [Kronenberg, Robert](#); [Anderson, Casey](#); christina.contreras@montgomerycountymd.gov
Cc: [Amanda Farber](#)
Subject: Disability Input on Outdoor Restaurant Seating Guides
Date: Friday, June 02, 2017 11:22:20 AM

Dear Planning Board Members and Others,

Amanda Farber alerted me to this issue when we were discussing my son Robert, about to turn 20, who is severely disabled and travels by custom wheelchair. Robert has developmental disabilities due to a rare illness. Getting him out in the community is crucial, and we attempt to do so; however, we find that outdoor restaurant seating makes all of this very difficult.

We live in the East Bethesda neighborhood, so walking into downtown is a viable option any day at any time. Construction, obviously, poses another significant problem, as sidewalks are disrupted (often filled with gravel--non-wheelchair navigable) or crosswalks are removed entirely across Wisconsin. Before I discuss restaurants, let me say that the crossing of Wisconsin at the marked crosswalk at Cordell & Highland is our main point of entry to the restaurants and shops in downtown Bethesda, and that is about to be, well, removed, with no alternatives planned.

Restaurant Seating, though! Six feet of sidewalk is not enough for someone in a custom or motorized chair. Let me tell you why. With the bags typically added to wheelchairs by their users, including personal supplies and medical equipment, a wheelchair of that type needs at least 4.5 to 5 feet of clearance to avoid nicking pedestrians coming the other way (it hurts!). That leaves only 1 to 1.5 feet, barely enough for an able-bodied adult to turn sideways and pass.

My experience with bottlenecks in downtown Bethesda on the sidewalks is that pedestrians coming the opposite way rarely yield to someone in a wheelchair. People just aren't thinking. Even if I start to move the wheelchair into the bottleneck, able-bodied persons will just start to hop around my son, not let him pass. We have given up taking him to any of the downtown festivals because we cannot make progress with the chair in very crowded conditions--people just swarm around him, and we can't risk hitting someone with his chair (it has metal footrests that stick out and it could easily bruise someone badly).

Furthermore, when the planning board discusses 6 feet of sidewalk, does that mean 6 feet of clearance, or just a 6 foot measurement from the curb? I ask because I regularly find, particularly on St. Elmo, that County planting urns for flowers, restaurant awnings & their associated poles, plus the Country tree planting beds all eliminate the possibility of finding even 6 feet of clearance on the sidewalks of St Elmo.

When there has been restaurant outdoor seating on that street, even able-bodied pedestrian traffic has been reduced to a trail, one that often requires a wheelchair user to have half the chair rolling through the dirt of a County tree planting bed, while the other wheel is on the sidewalk.

The Pub that repeatedly changes ownership--it's usually a British-themed place--and Tony's Seafood restaurant are repeatedly problems. The tree planting beds by the

Pub place make the side walk non-navigable for wheelchairs, and the flower urns and the poles for the awning at Tony's Seafood (plus the curb cut for the awning, which creates a significant hazard when navigated laterally) make it difficult for a wheelchair user to get past.

Sorry for the lengthy email. I am happy to answer any questions you may have about my concerns, or provide additional information. Thank you for considering these issues.

Best,
Jeneva Stone
4415 Highland Ave
Bethesda MD 20814
240-401-9693



[MONSTER](#), by Jeneva Stone
Essays & Poems
Phoenicia Publishing



FOULGER-PRATT

June 22, 2017

Mr. Casey Anderson, Chair
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Maryland 20910

Ms. Gwen Wright, Planning Director
M-NCPPC
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: Draft Bethesda Downtown Plan Design Guidelines

Dear Mr. Anderson and Ms. Wright:

We are writing to you on behalf of Foulger-Pratt and C&G Associates as the owner and prospective developer of property located along the west side of Wisconsin Avenue at the corner of Bethesda Avenue in downtown Bethesda (7126-7140 Wisconsin Avenue), to thank you for your time in discussing the draft Bethesda Downtown Plan Design Guidelines (the "Guidelines") this past Friday. As we discussed, there are many ways that the intents of the Guidelines can be met for any given property or project, and thus it is vital that the Guidelines be flexible and, as you expressed, a "menu" rather than a "cookbook", to allow for creativity and uniqueness in meeting the intents. Above all, we share your desire for exciting and dynamic architecture in Bethesda, including a healthy and activated streetscape experience for both pedestrians and retailers, and believe that the Guidelines are an important first step in realizing that vision. Foulger-Pratt has a longstanding history and proven track record in Montgomery County designing and building exciting projects and communities, and we are certain that our approach to this project will be no different. Along with our partners at C&G Associates, we look forward to working with you on the Guidelines, and as Bethesda redevelops pursuant to the recommendations of the Bethesda Downtown Plan.

Very truly yours,

Brigg Bunker
Executive Director
Foulger-Pratt

cc: Ms. Robert Kronenberg, M-NCPPC
Ms. Leslye Howerton, M-NCPPC
Ms. Laura Shipman, M-NCPP

June 19, 2017

VIA HAND AND ELECTRONIC DELIVERY

Ms. Gwen Wright
Montgomery County Planning Director
MNCPPC
8787 Georgia Avenue
Silver Spring, MD 20910

Re: Bethesda Design Guidelines

Dear Ms. Wright:

We would like to commend Staff again on their work on the Design Guidelines. We also appreciate Staff taking the time to meet with us to discuss our proposed suggestions based on our collective design experience throughout the region and Country. We all welcome the County's shift to elevate the quality of design for Bethesda. But, we want to be careful that in creating prescriptive design standards, we do not inadvertently create generic architecture. We offer below a summary of our comments to date:

- Small sites, of approximately 0.75 acres or less, should have modified and reduced requirements to recognize the unique challenges of development and to promote their development.
- There are different neighborhoods in Bethesda. As such, let the Guidelines have flexibility to recognize unique architectural neighborhoods within the larger Bethesda community, i.e., Woodmont Triangle, Bethesda Row and Wisconsin Avenue.
- There should be no building setbacks for buildings with heights up to 150 feet. Instead, a vertical articulation would be more appropriate, to avoid "slab looking buildings."
- Proportions of base vs. tower should be a min of 5-1, 6-1 or more to produce slender buildings.
- Base -middle-top articulation can be accomplished in many different ways, and to ensure the best architecture, there needs to be flexibility to allow for architects to be creative in their approach based on the site specific features of each site.
- Articulation of the base of the building is critical to create an active pedestrian friendly environment.
- Ensure the Guidelines are flexible so that the Design Review Panel may vary from prescriptive guidelines in exchange for creative solutions.
- Maximum practical cantilever is 8' for a brick façade and 9' to 10' for glass. Setbacks beyond this will require extra column bay "too close" to the others, creating a less desirable retail space at ground level.

- We suggest that there should not be a maximum floor plate, given that there are a myriad of options to control scale and having a maximum does not take into account unique factors of a specific site. If a maximum floor plate is included, we suggest that a recommended maximum floor plate for Residential be 12-14,000 sf, and 20-22,000 sf for Office. These floorplates will be more efficient and representative of the marketplace. Current Building Code requires a much larger core, for buildings beyond 120' in height, making them less efficient. Again, we do not recommend having such floor plate maximums in the Code, but if such are included the Design Guidelines must clearly allow flexibility to vary depending on the site specific nature of a property.
- Minimum dimensions for buildings to properly function internally: 65' for residential, 110'/120' for Office.
- Setbacks could be one of the tools, but the language must be clear that it is one of many equally valid options. The "silver bullet" approach will result in "wedding cake buildings" popping up everywhere. Variety will make the public domain richer. Maybe the different districts have different characteristics giving them their own identity within Bethesda.
- Tower-to-Tower separation. Building code regulates this already. Otherwise whoever comes first has more flexibility than the rest.
- "Interesting building tops." The Design Guidelines should encourage active uses on the roof, beyond the maximum height, such as amenities, decks, etc. can help create meaningful expressive tops that relate to the building in a more powerful way.
- The definition of the Intent of the Guidelines needs to be clarified to ensure that creativity may continue to be utilized in the Site Plan review process.

Overall, we ask that the Design Guidelines include language that allows for flexibility and creativity. Thank you again for taking the time to meet with us and giving us the opportunity to share our suggestions.

Sincerely,

David Kitchens, Cooper Carry
 Brian Pilot, Studios
 Federico Olivera Sala, SK&I
 Robert Sponseller, Shalom Baranes Associates
 Craig Williams, David M. Schwarz Architects
 Heather Arnold, Streetsense
 Robert Graham, Rodgers Consulting, Inc.
 Matt Hopkins, Aimco
 Matt Jones, Bohler
 Mark Morelock, VIKA
 Jennifer Russel, Rodgers Consulting, Inc.

cc: Planning Board Chair and Commissioners
Paul Mortenson
Robert Kronenberg
Laura Shipman
Leslye Howerton
Ginanne Italiano, Bethesda Chamber
Sally Modjeska, NAIOP DC/MD
Stacy Silber, LEB