SITE

SITE PHOTOGRAPHS
EXISTING CONDITIONS

BUS LEVEL CONNECTION

FROM BMC3

FROM BUS LEVEL

STREET LEVEL CONNECTION

TUNNEL FROM METRO TO 7475 WISCONSIN AVE

FROM METRO

ELEVATOR FROM METRO

STREET LEVEL CONNECTION

FROM BUS LEVEL

EDGEMOOR LN

WOODMONT AVENUE

WISCONSIN AVENUE
Bus level improvements will be developed through close coordination and collaboration with WMATA and may include the following areas of focus:

- Improve experience with enhanced lighting
- Use color markings to improve way-finding and guide pedestrian circulation
- Retrofit/reconfigure existing staircase and provide new elevator connection to plaza level for enhanced pedestrian circulation.
- Reconfigure curb and islands to improve bus circulation and accommodate new elevator shaft from parking levels to building above.
- Reconfigure Kiss & Ride traffic and pedestrian circulation to improve connectivity and safety.
- Reconfigure and Relocate bicycle storage to increase capacity and improve user experience.

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PROPOSED BUS LEVEL PLAN WITH PRIMARY STRUCTURAL GRID

STRUCTURAL TRANSFER DIAGRAM
BALANCED SPACES
Re-think the Existing Lawn and New Metro Commons to create a balanced composition of space types and uses for Residents and Visitors.

ACTIVE FRONTAGES
Enliven the Public Realm with Active, Visible and Accessible Ground-floor Uses.

OPEN VIEW CORRIDORS
Promote Creative Way finding by sculpting the building form, opening view corridors. Incorporate Public Art as a way to Attract Visitors.

1. Metro Access
2. Arts Brookfield
3. 3BMC Entry
PUBLIC SPACE: THE METRO COMMONS
THE METRO COMMONS
A great arrival experience.

A Welcoming, Open and Flexible Plaza
David H. Koch Plaza, NY

Where Multiple Flows of People Converge
Bailey Plaza, Ithaca, NY

Featuring a New Subway Entrance Seamlessly Integrated with the Landscape
Dilworth Plaza, Philadelphia, PA

And Potential Temporary Uses
Weekend Farmers Market
The Plaza is designed as an open and flexible space, allowing for informal meeting and relaxing. This diagram shows a low density of 90 people.

The central lawn offers flexibility for many configurations and sizes of Farmers' Market tent stalls. This layout shows 26 tents at 12' x 12'.
PUBLIC SPACE: THE PROMENADE

- EDGEWOOD LN
- WOODMONT AVE
- OLD GEORGETOWN RD
- WISCONSIN AVE
- NORTH LN
- 3 BMC
- 4 BMC

THE PROMENADE

PUBLIC SPACE: THE PROMENADE

- 107'
- 390'
- 55'
- 65'
- 390'
- 107'
- 23'

THE PROMENADE
THE PROMENADE
Open-air retail mall.

A Well Proportioned Promenade
Bethesda Row, Bethesda MD (55')

Featuring Active, Visible and Accessible Ground-floor Uses

Outdoor Seating and Landscaped Terraces

A Clear, Intuitive Connection to Inner-block Spaces
The Avenue, Washington D.C.
The Promenade can be catered to a multitude of engaging ground floor uses. Shown are multiple intimate dining areas that belong to the retail activity.

Designed to connect to retail space within 4BMC, the Promenade offers supplemental outdoor seating areas.
PUBLIC SPACE: THE LAWN

- 170 ft
- 137 ft
- 119 ft
- 87 ft

THE LAWN

- Metro Access
- Lobby Entry
- Lobby Curves

Locations:
- Edgemoor Ln
- Woodmont Ave
- Old Georgetown Rd
- Wisconsin Ave
- North Ln

BETHESDA METRO CENTER - DAP SUBMISSION © SOM 2018
PUBLIC SPACE : THE LAWN

THE LAWN
Flexible, inviting green space.

A Flexible Space Programed with Temporary Events and Installations
Outdoor Fitness Programs

Featuring Art Installations to Create Visual Interest and Draw Visitors
Janet Echelman sculpture

Activated with Retail Kiosks
Industry City, Brooklyn

Transforming the Lawn into a Destination
The Piazza at Schmidt’s, Philadelphia PA
During a less dense, more casual event, variety in planting prevents the Lawn from feeling empty. This diagram shows a crowd of **280** people at 9 square feet per person.

The Lawn will be engineered to withstand a small stage concert. This diagram shows a crowd of 1,000 people at 5 square feet per person.
PUBLIC SPACE: THE LAWN ACTIVATION STRATEGIES
PUBLIC SPACE: THE LAWN ACTIVATION STRATEGIES

ACTIVATED RETAIL FRONTAGES AND BUILDING AMENITIES AT 4BMC
PUBLIC SPACE: THE LAWN ACTIVATION STRATEGIES

ENHANCED CONNECTIVITY AND ACTIVATED FRONTAGES

CONNECTION FROM WOODMONT TO THE LAWN
ONGOING DIALOGUE WITH CHEVY CHASE LAND TO ENHANCE CONNECTIVITY AND ACTIVATION
PUBLIC SPACE: THE LAWN ACTIVATION STRATEGIES

CONNECTION TO ONGOING RENOVATIONS AT 1BMC
PUBLIC SPACE COMPARISON

BETHESDA METRO CENTER
37,000 SF

ROCKVILLE TOWN CENTER
23,000 SF

SILVER SPRING, MD
25,000 SF
FORM DEVELOPMENT DIAGRAMS

1. STRUCTURAL ALIGNMENT
The existing structure at Bethesda Metro Center is composed of 3 primary gridlines (M, N and P). The proposed massing and building footprint location are defined by the limits of this structure and the bus level drive aisles below.

2. BREAK DOWN THE MASS
In response to the Metro access and Plaza the building massing pushes back, creating an open and active front door for Bethesda.

3. SHAPE THE TOWER
The building form steps back on the Northwest and Southeast giving relief to the main public space at the metro entrance and buildings to the North. The Northwest and Southwest corners push out, engaging the public realm.
4. ESTABLISH THE STREET

The ground floor and podium are sculpted to create intuitive and activated connection to central spaces of the site. Additionally the lower levels respond and activate the Metro Plaza and Wisconsin Ave frontage.

5. AMENITIES AND RETAIL

The building amenities interact with the public spaces, to create a network of uses that enrich the whole development.

6. KEY FACADES

Key Facades are pushed forward to capture views and to create hierarchy and proportion in the massing. The Eastern forms also step in plan to help funnel people into the site and to open view corridors.
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.

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.
• URBAN BEACON
• EXPRESSIVE TOP
• INTEGRATE ENERGY EFFICIENCY INTO DESIGN
• CONSIDER VIEWS OF THE ROOFTOP
• USE UNIQUE GEOMETRY
• VARY TOWER HEIGHTS
• MODULATE AND ARTICULATE FACADES
PODIUM DESIGN

• VARY BASE
• VARIATION IN MATERIAL OR COLOR
• PROVIDE PLAN CHANGES IN THE FACADE
Elevated just above the ground plain, the building amenities cascade out onto private terraces overlooking the newly re-imagined central lawn and promenade.
The ground floor and podium are sculpted to create intuitive and activated connection to central spaces of the site. Additionally the lower levels respond and activate the Metro Plaza and Wisconsin Ave frontage.
TYPICAL TOWER PLAN
4BMC
DAP SUBMISSION
JUNE 27, 2018

Brookfield

SOM
SKIDMORE, OWINGS & MERRILL LLP