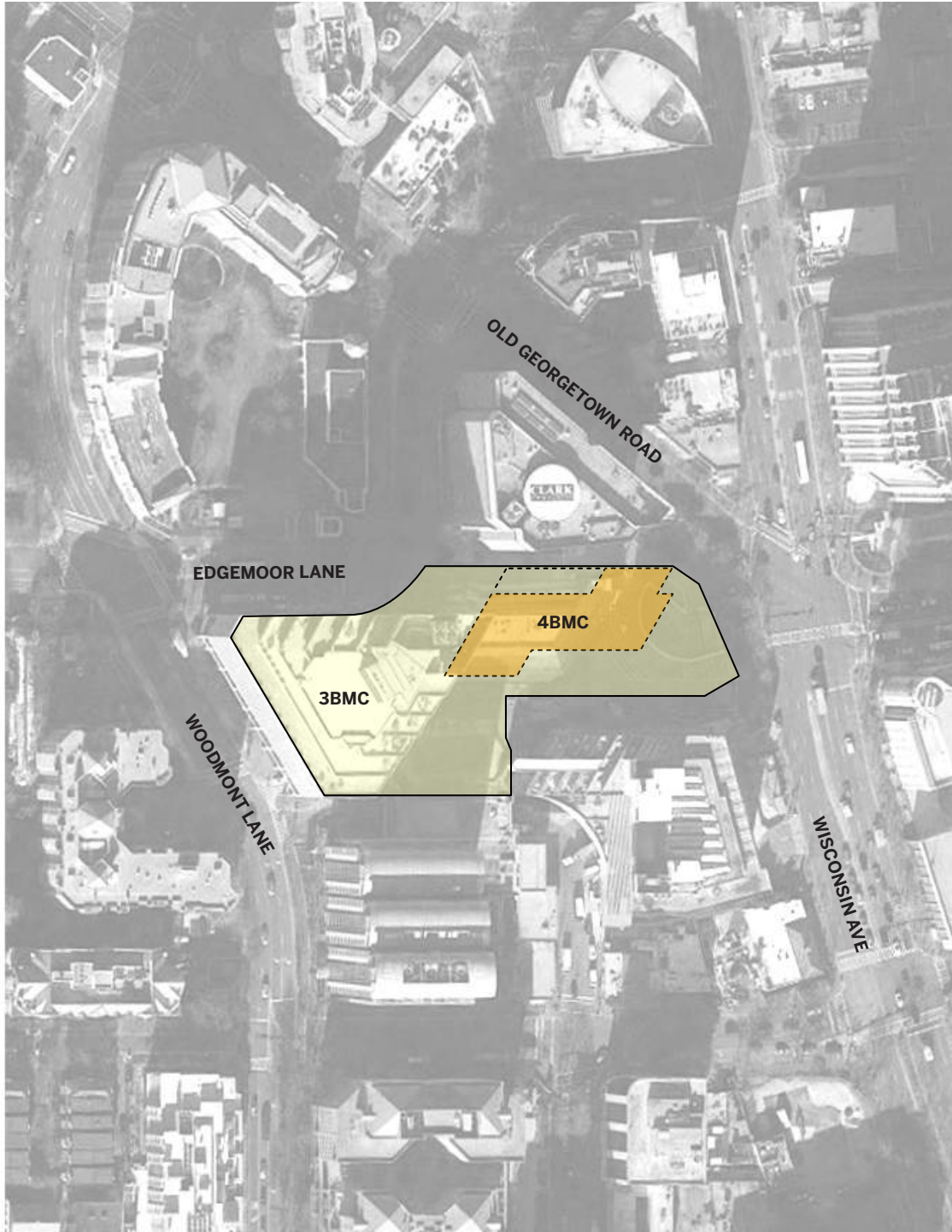


4BMC
DAP SUBMISSION
JUNE 27, 2018

Brookfield

SOM
SKIDMORE, OWINGS & MERRILL LLP



SITE



SITE PHOTOGRAPHS

SITE PHOTOGRAPHS



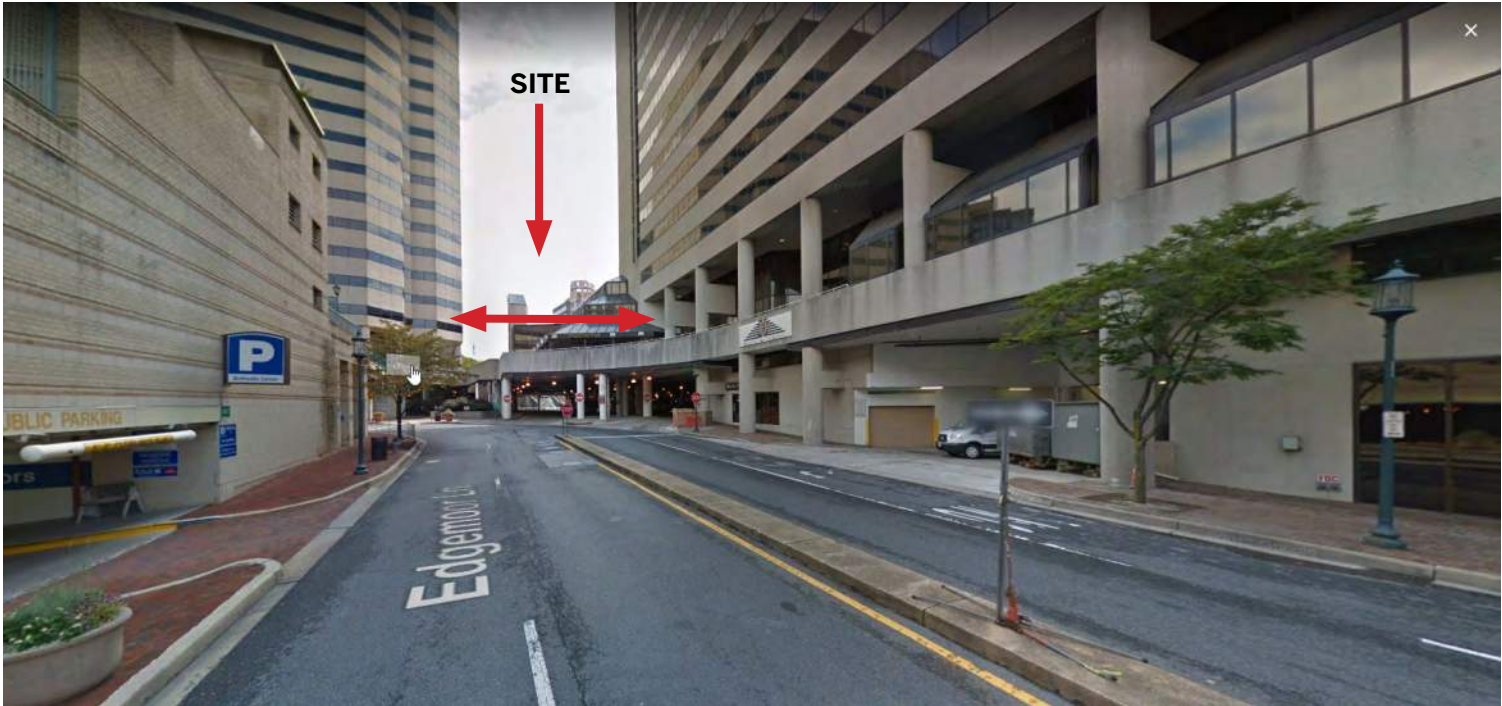
WISCONSIN AVE LOOKING NORTH



EAST WEST HIGHWAY LOOKING WEST

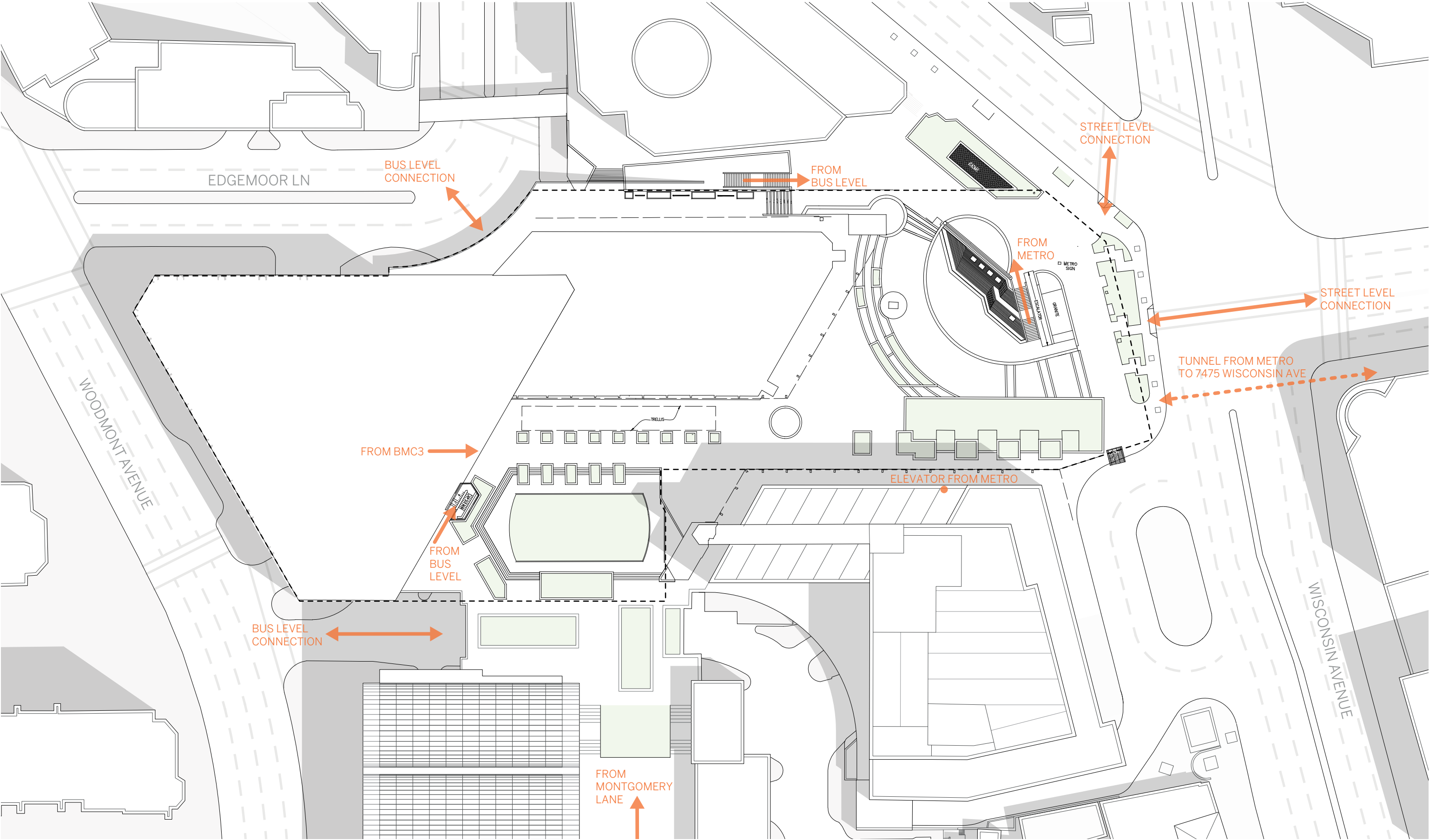


WISCONSIN AVE LOOKING SOUTH

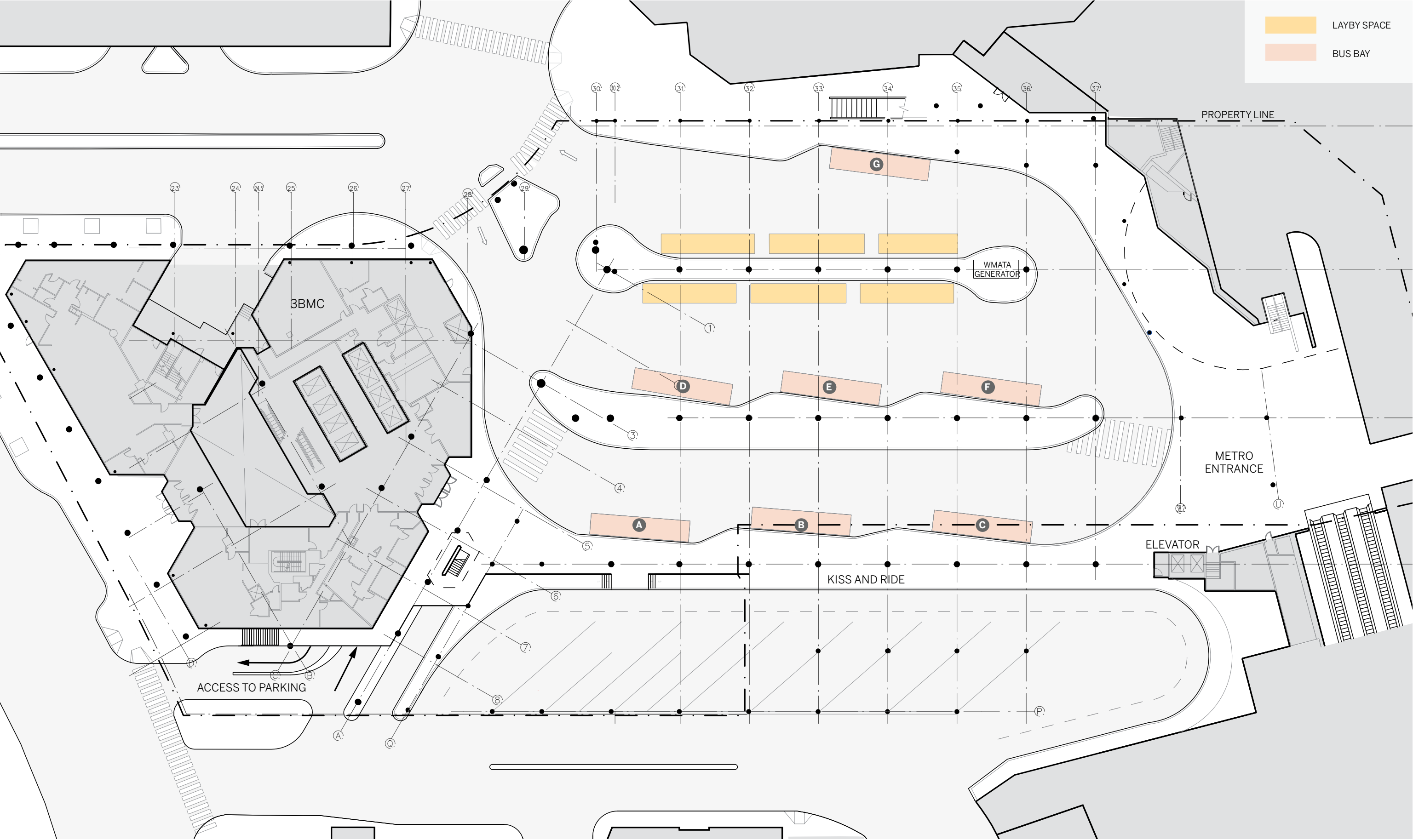


EDGEMOOR LANE LOOKING EAST

EXISTING CONDITIONS



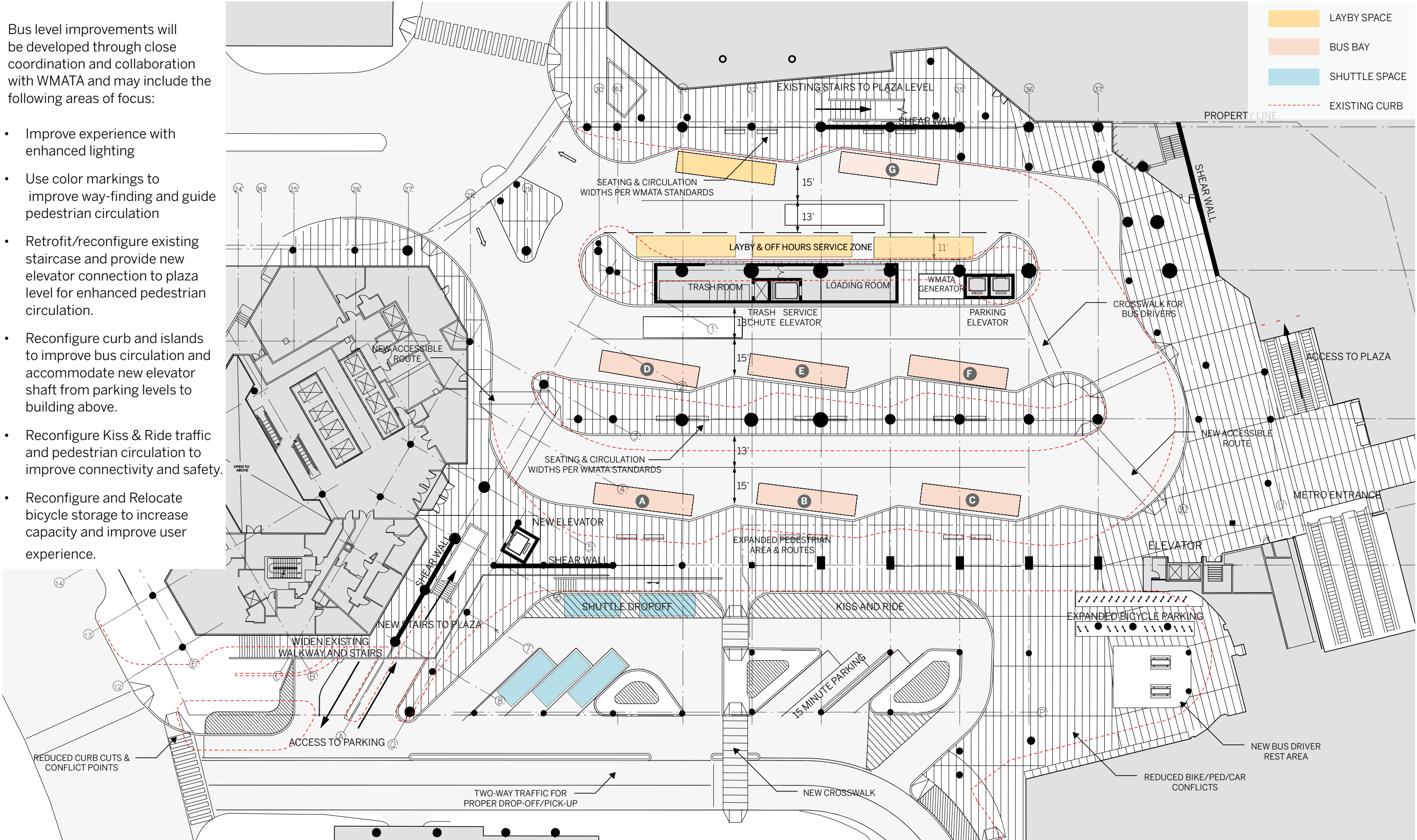
EXISTING BUS LEVEL PLAN

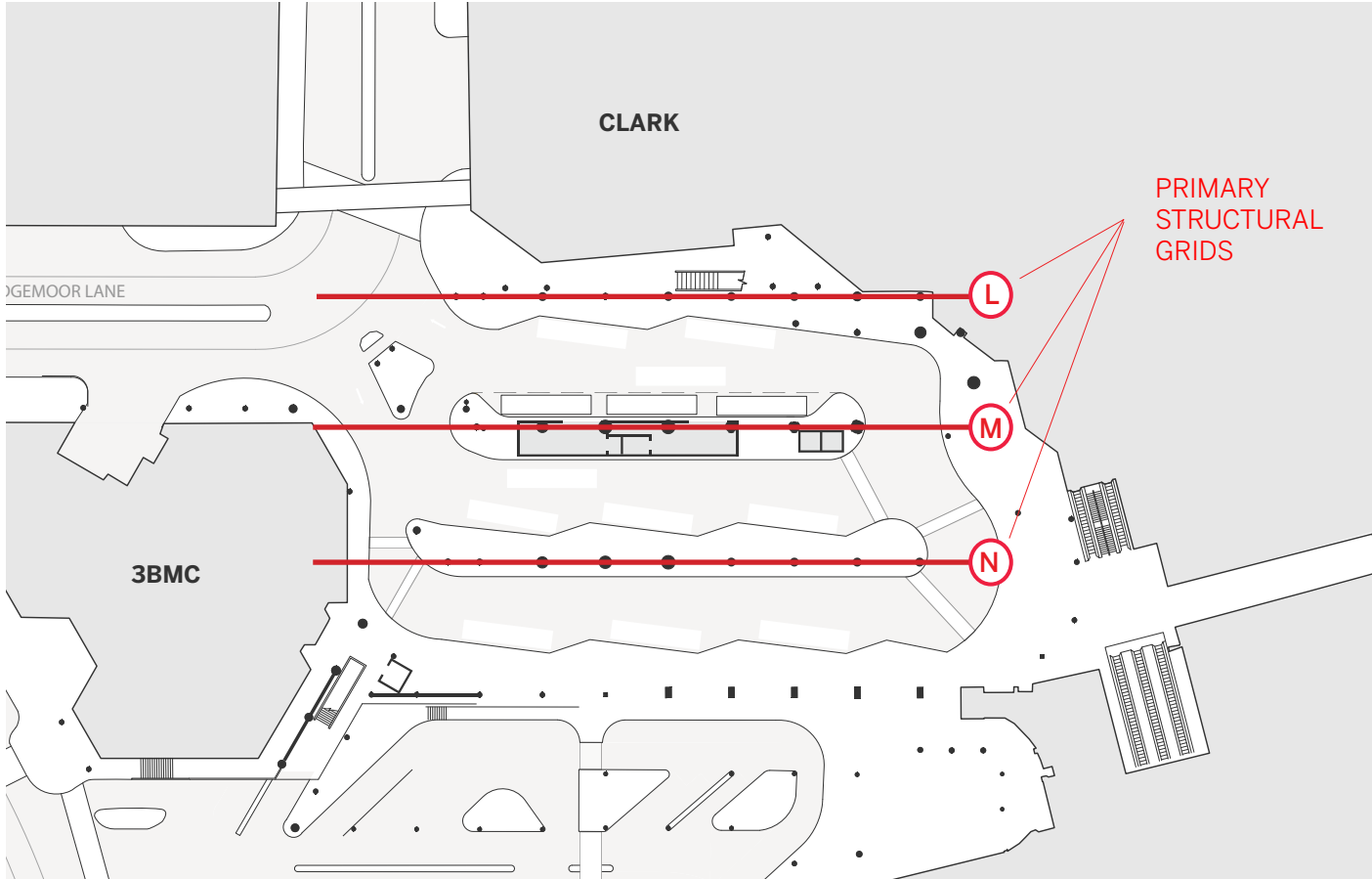


PROPOSED BUS LEVEL PLAN

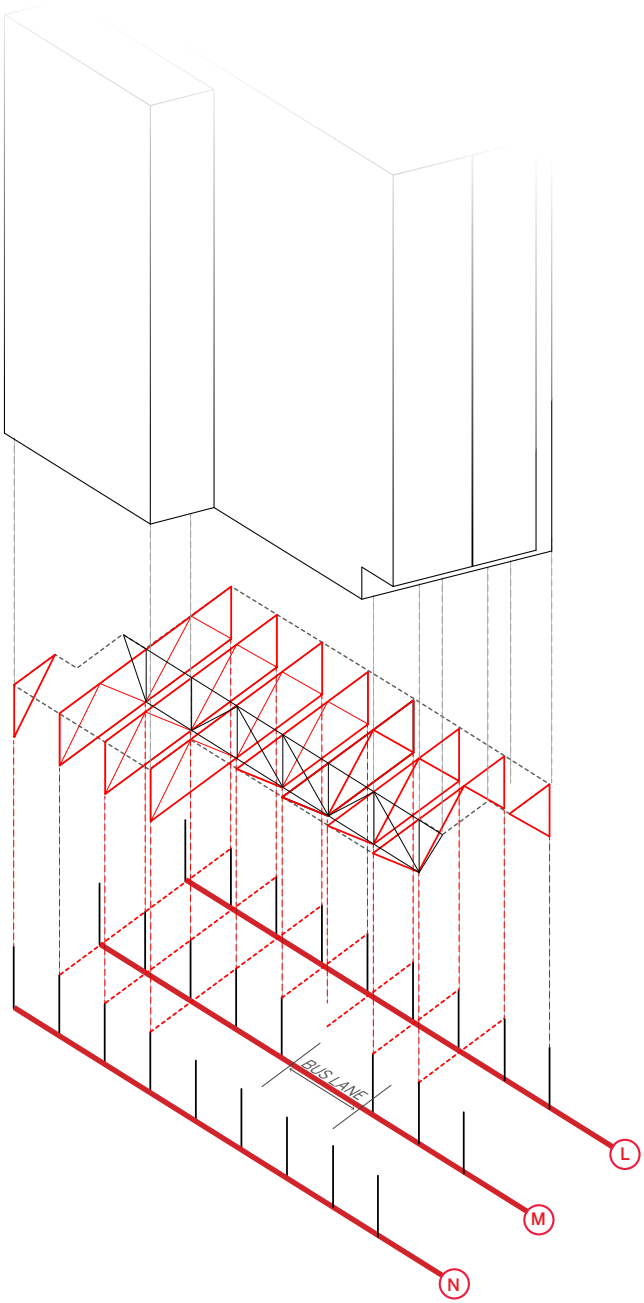
Bus level improvements will be developed through close coordination and collaboration with WMATA and may include the following areas of focus:

- 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.





PROPOSED BUS LEVEL PLAN WITH PRIMARY STRUCTURAL GRID

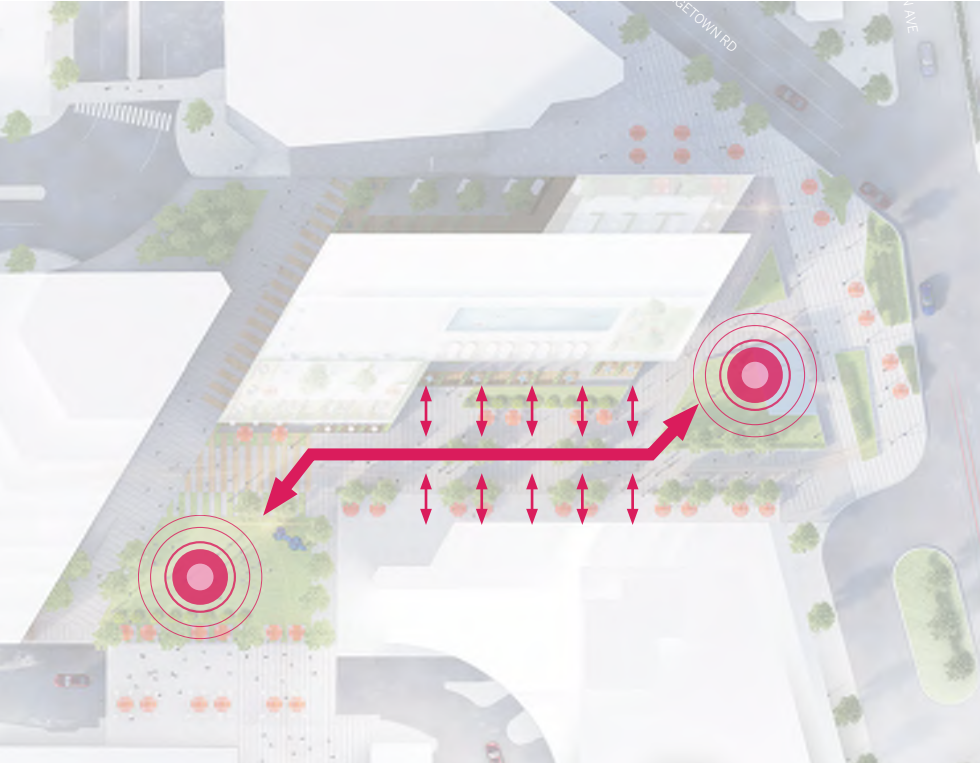


STRUCTURAL TRANSFER DIAGRAM

SITE PLAN

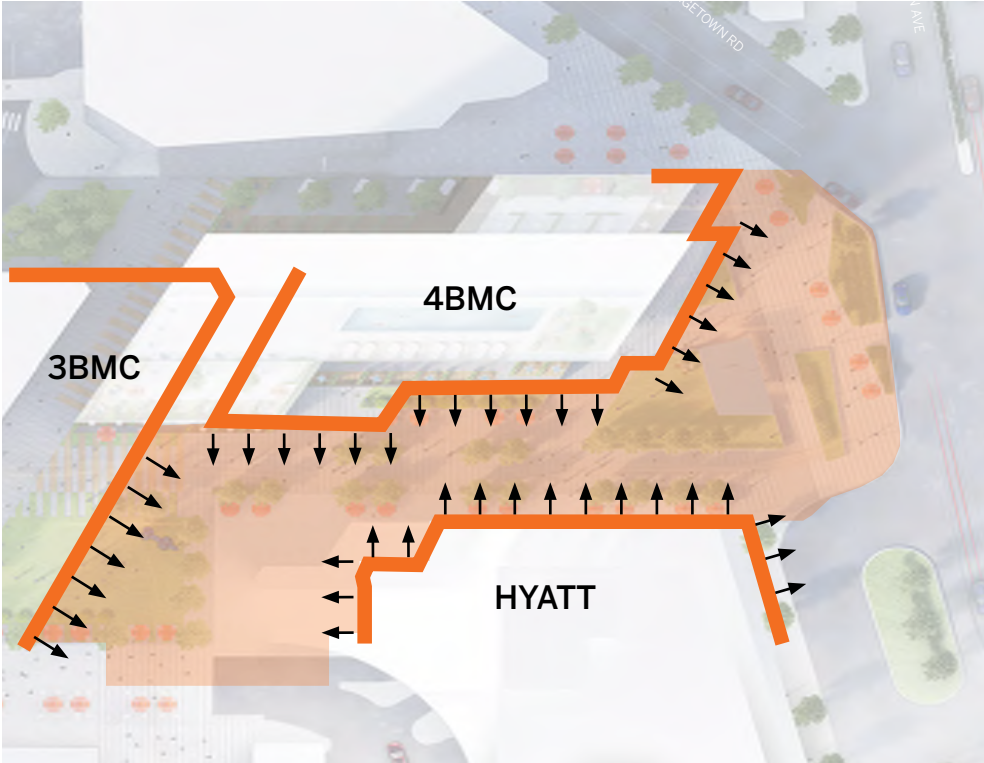






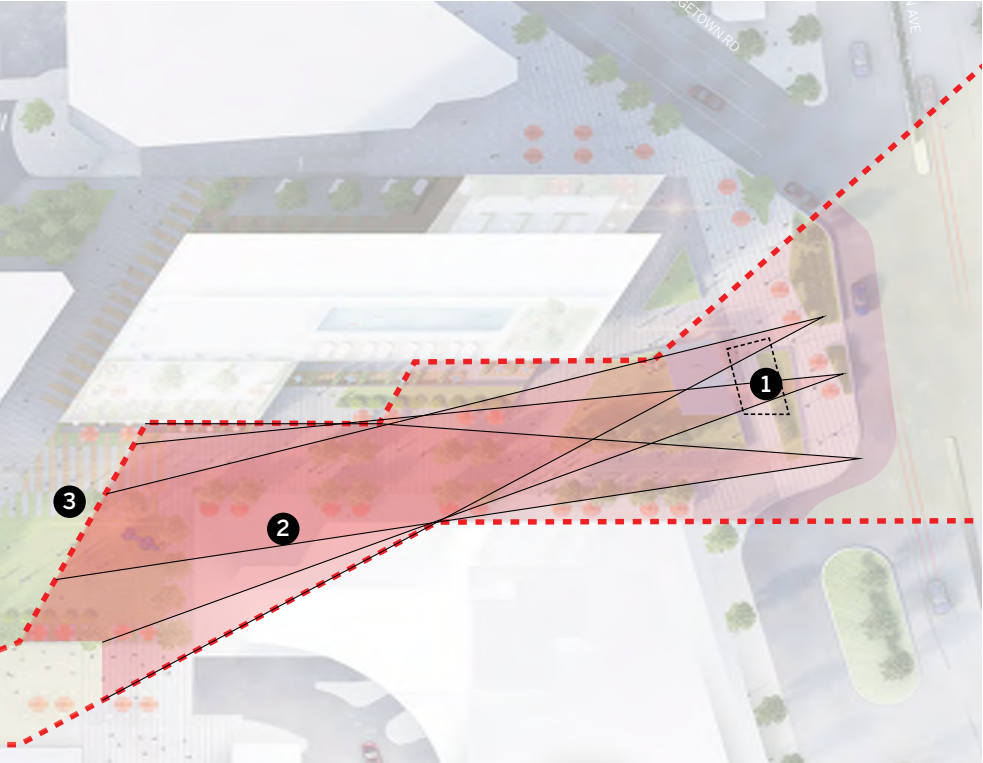
BALANCED SPACES

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

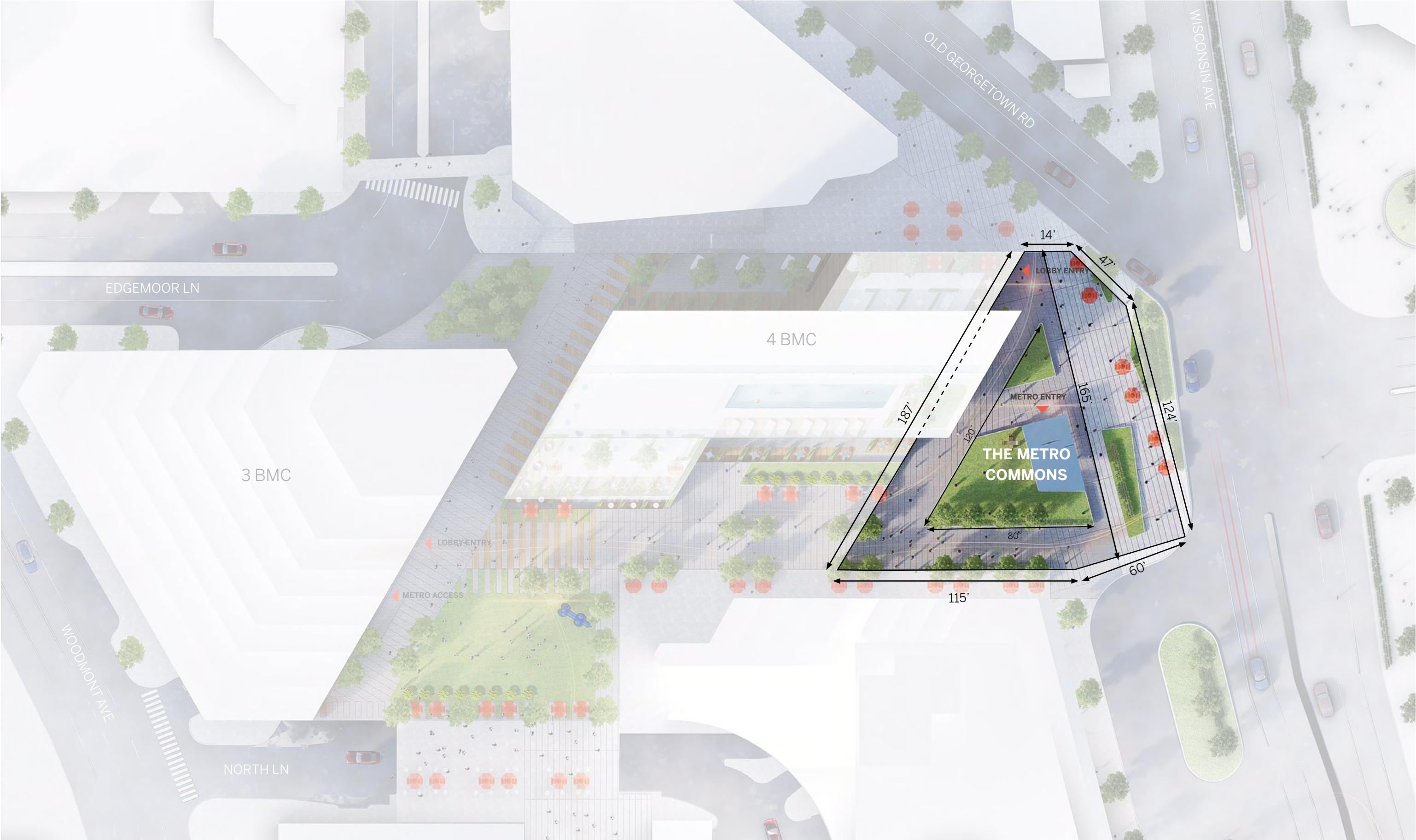
Enliven the Public Realm with Active, Visible and Accessible Ground-floor Uses.



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



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

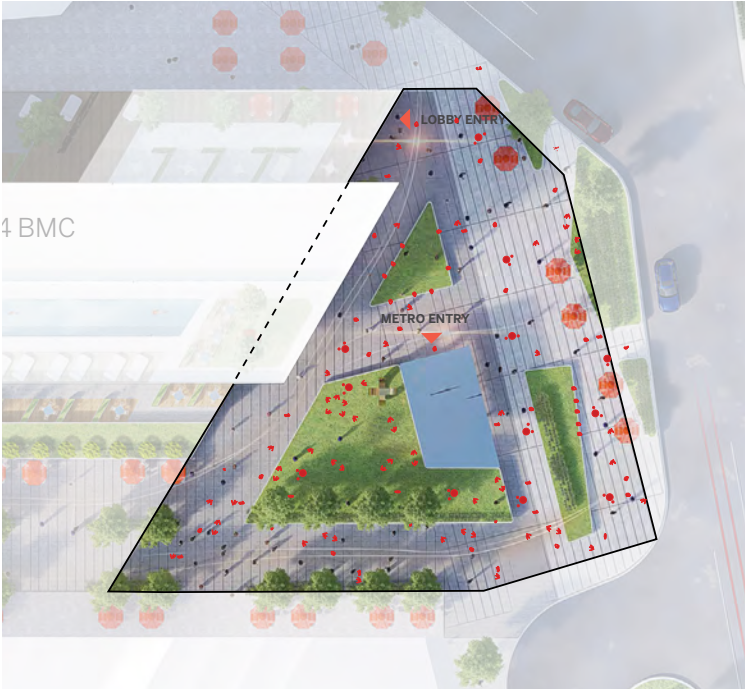


Featuring a New Subway Entrance Seamlessly Integrated with the Landscape
Dilworth Plaza, Philadelphia, PA



And Potential Temporary Uses
Weekend Farmers Market

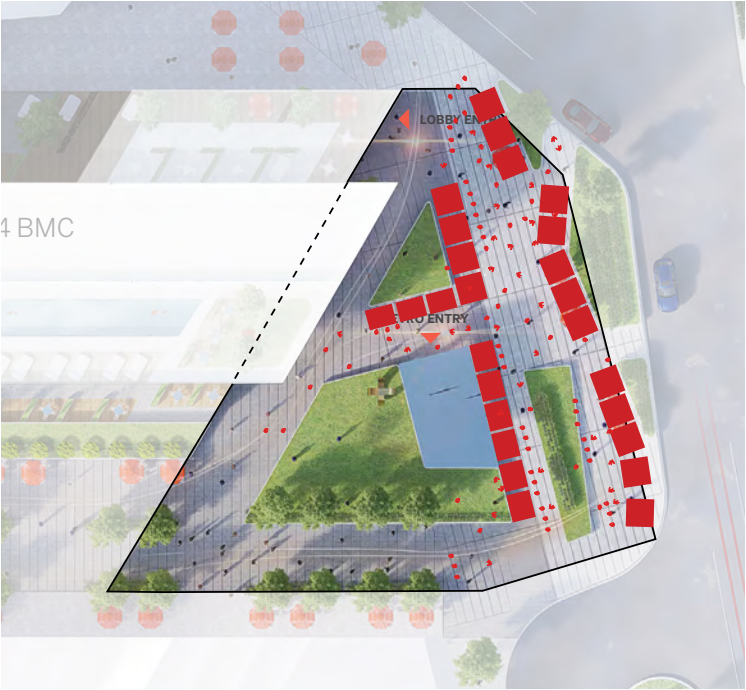
CASUAL GATHERING



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.



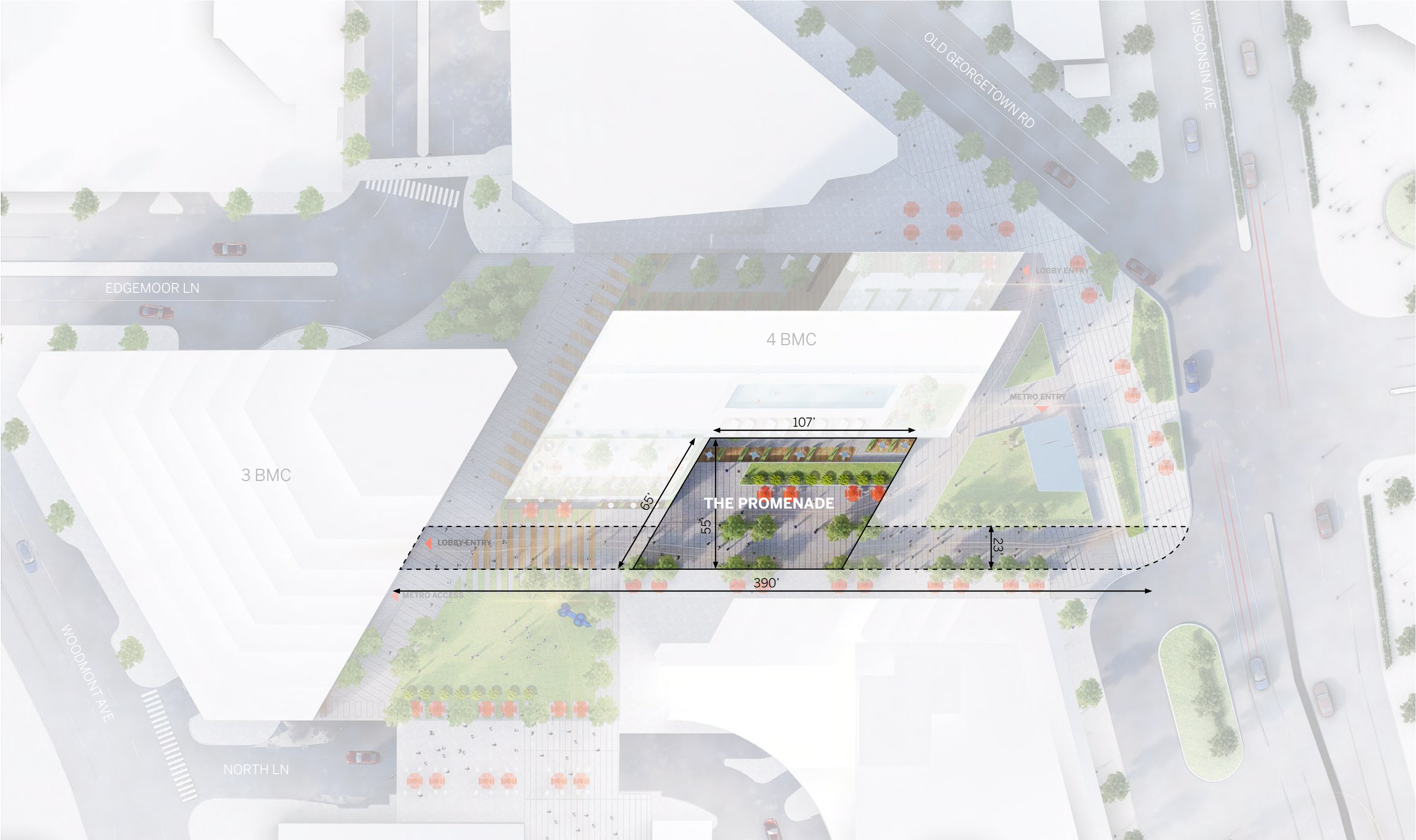
MARKET



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



THE PROMENADE
Open-air retail mall.



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



Featuring Active, Visible and Accessible Ground-floor Uses

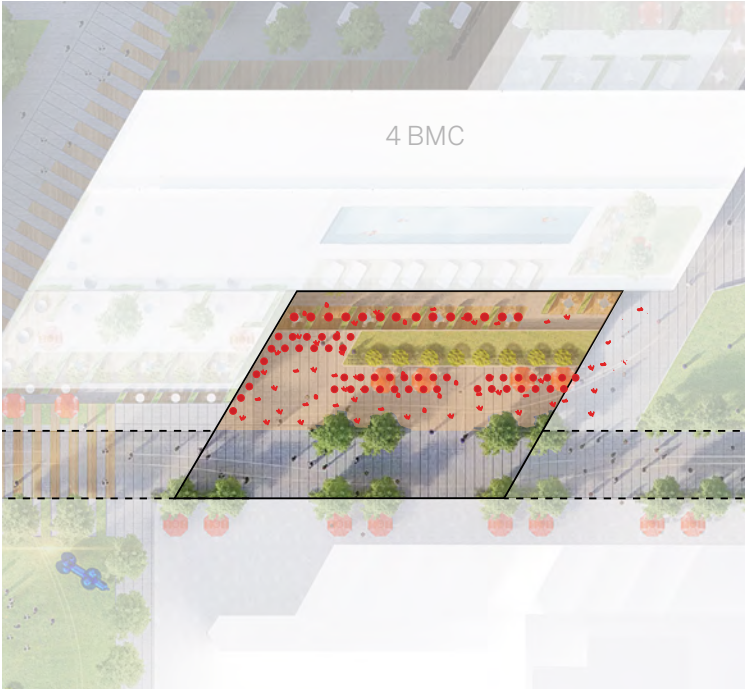


Outdoor Seating and Landscaped Terraces



A Clear, Intuitive Connection to Inner-block Spaces
The Avenue, Washington D.C.

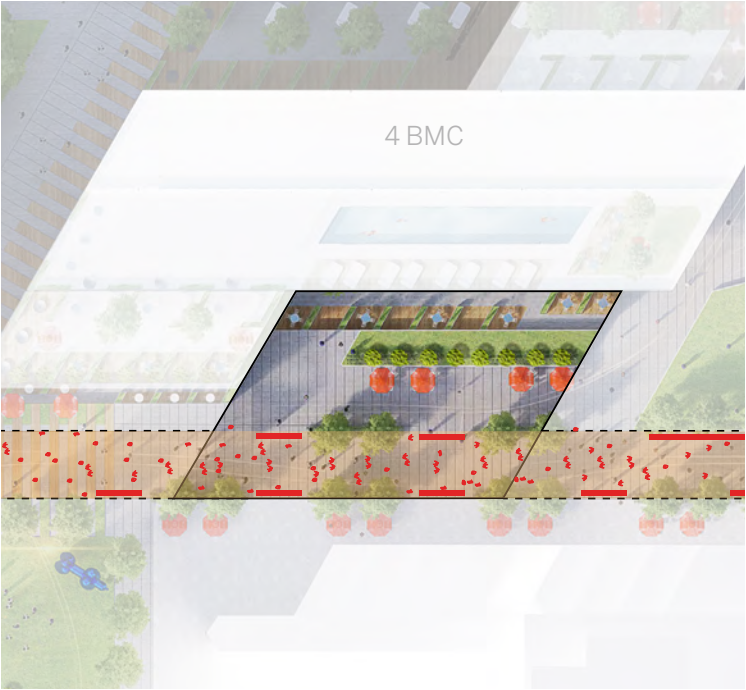
RETAIL EXPERIENCE



The Promenade can be catered to a multitude of engaging ground floor uses. Shown are a multiple intimate dinning areas that belong the retail activity.

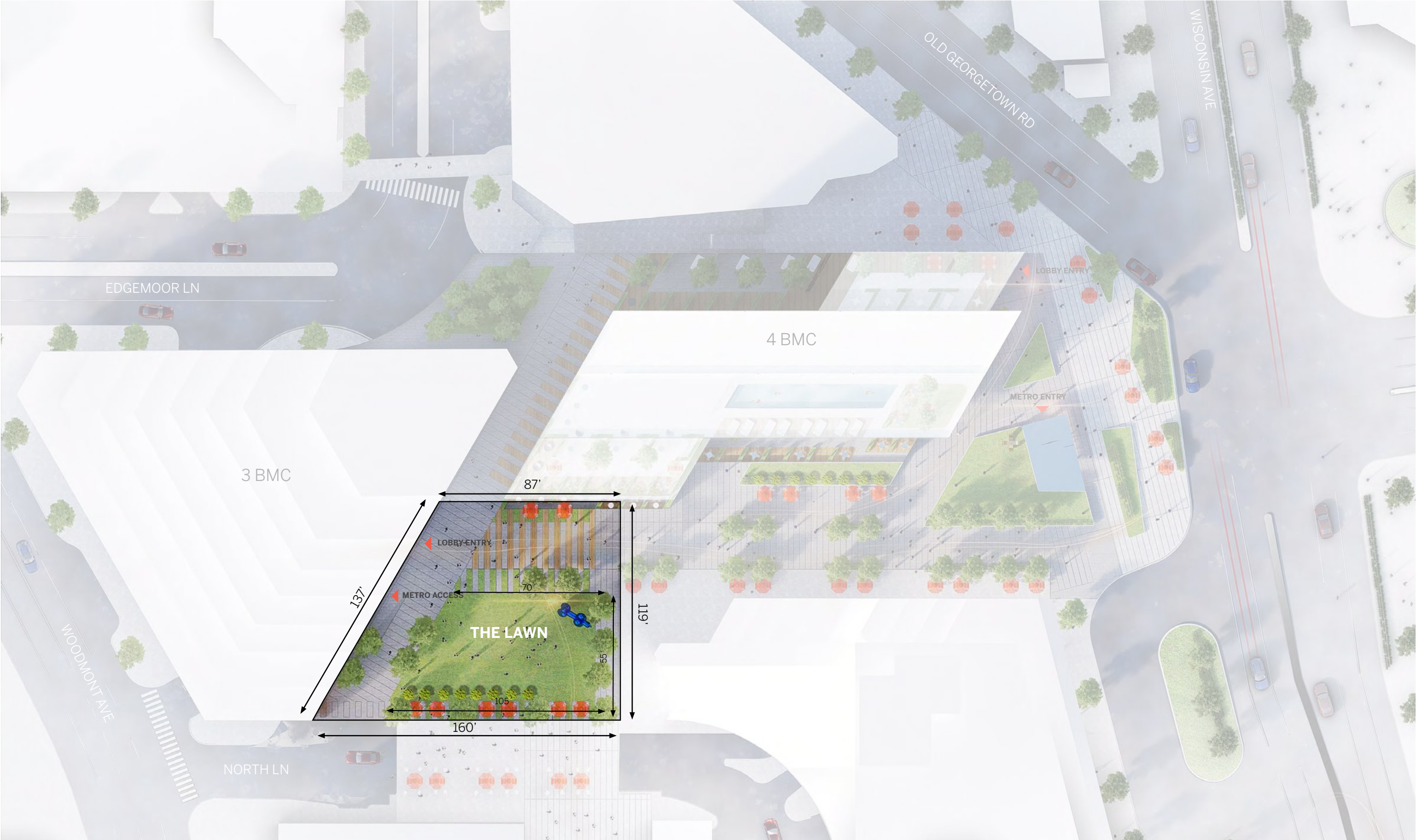


OUTDOOR SEATING



Designed to connect to retail space within 4BMC, the Promenade offers supplemental outdoor seating areas.





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

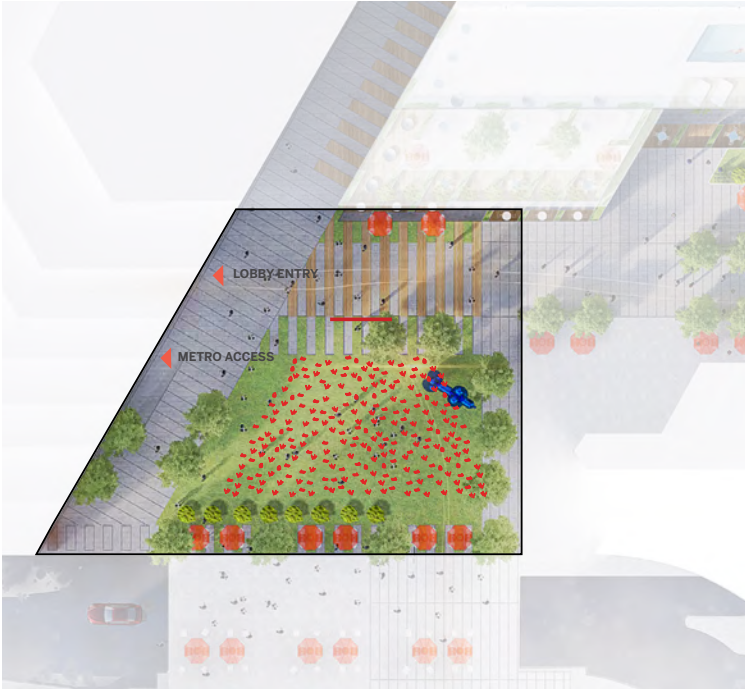


Activated with Retail Kiosks
Industry City, Brooklyn



Transforming the Lawn into a Destination
The Piazza at Schmidt's, Philadelphia PA

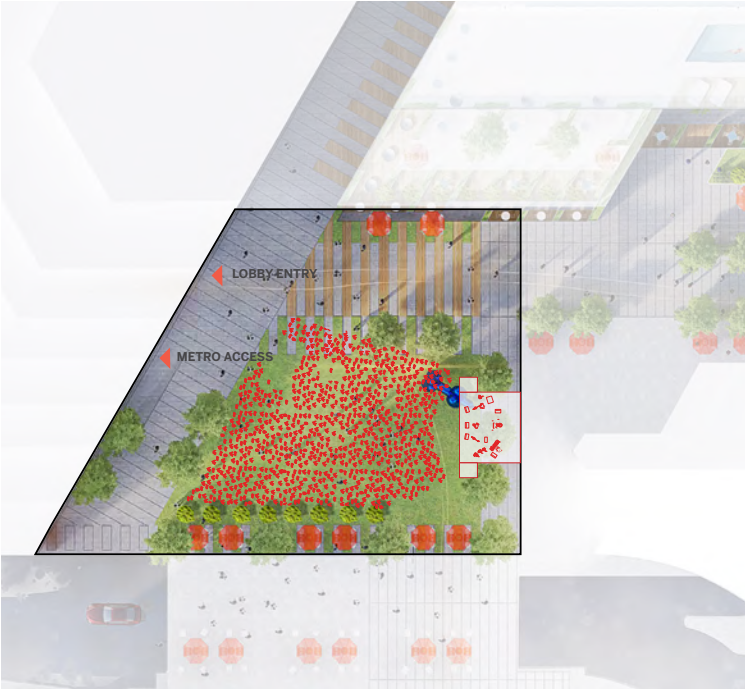
CASUAL EVENT



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.

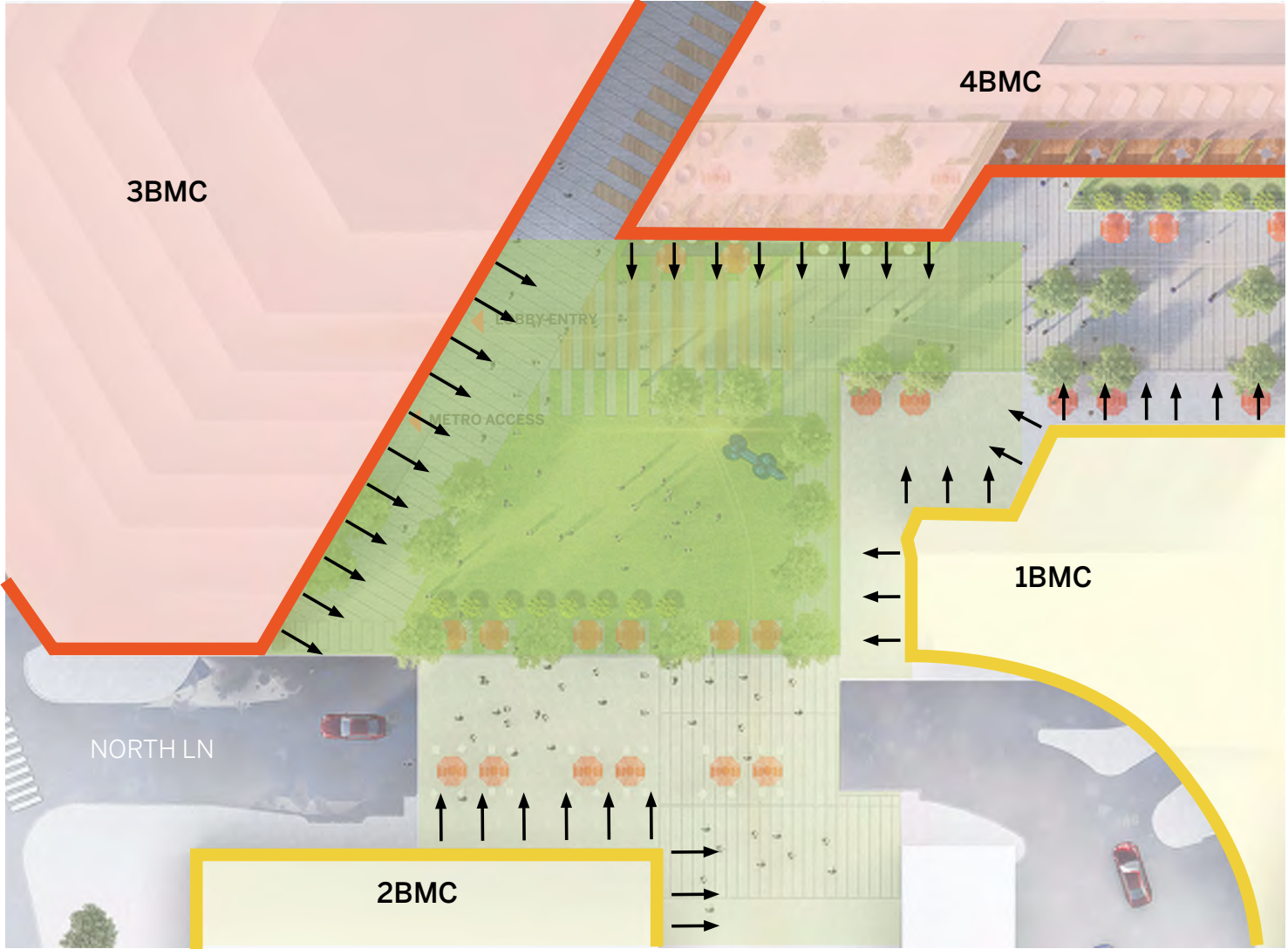


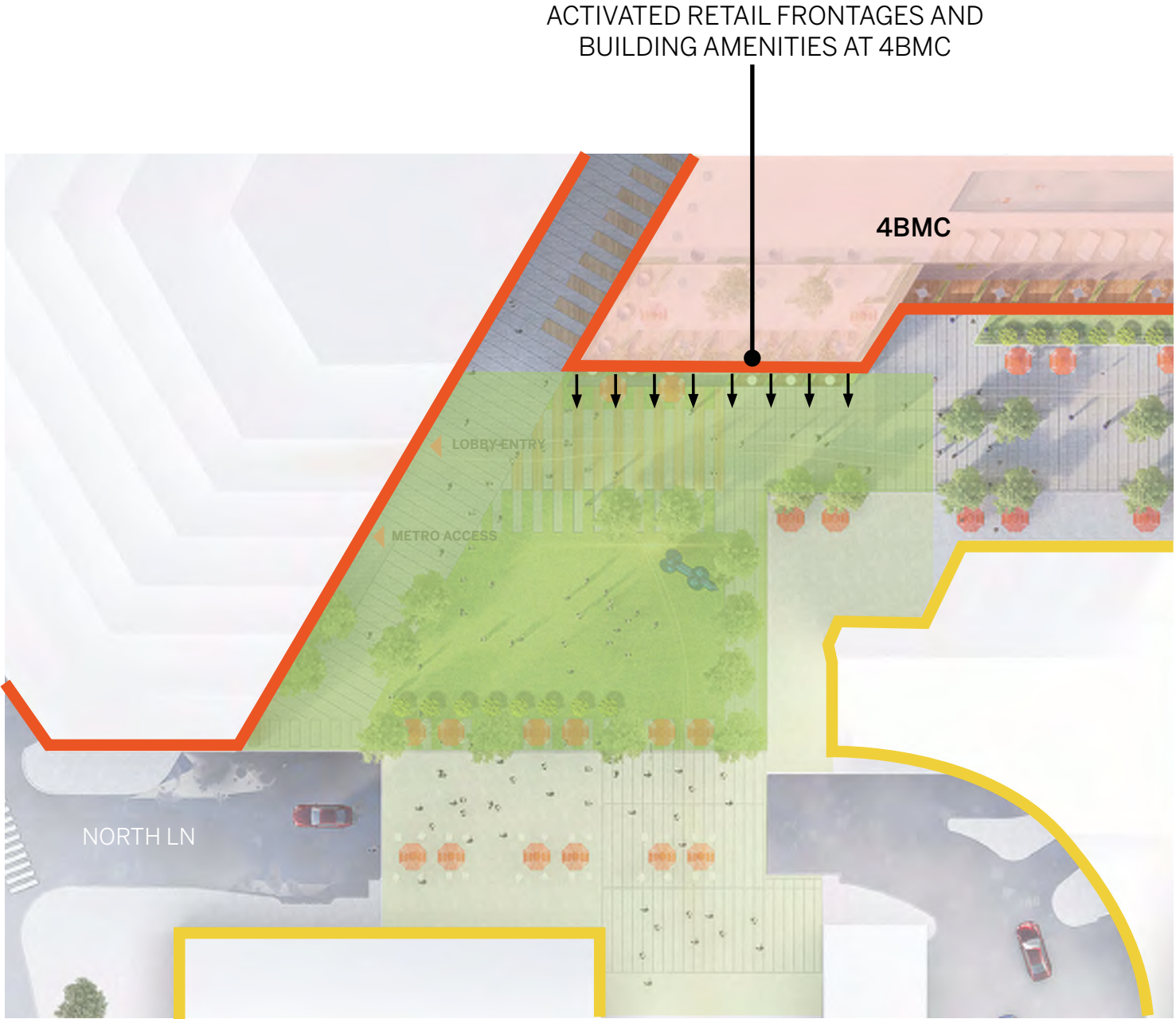
SMALL CONCERT

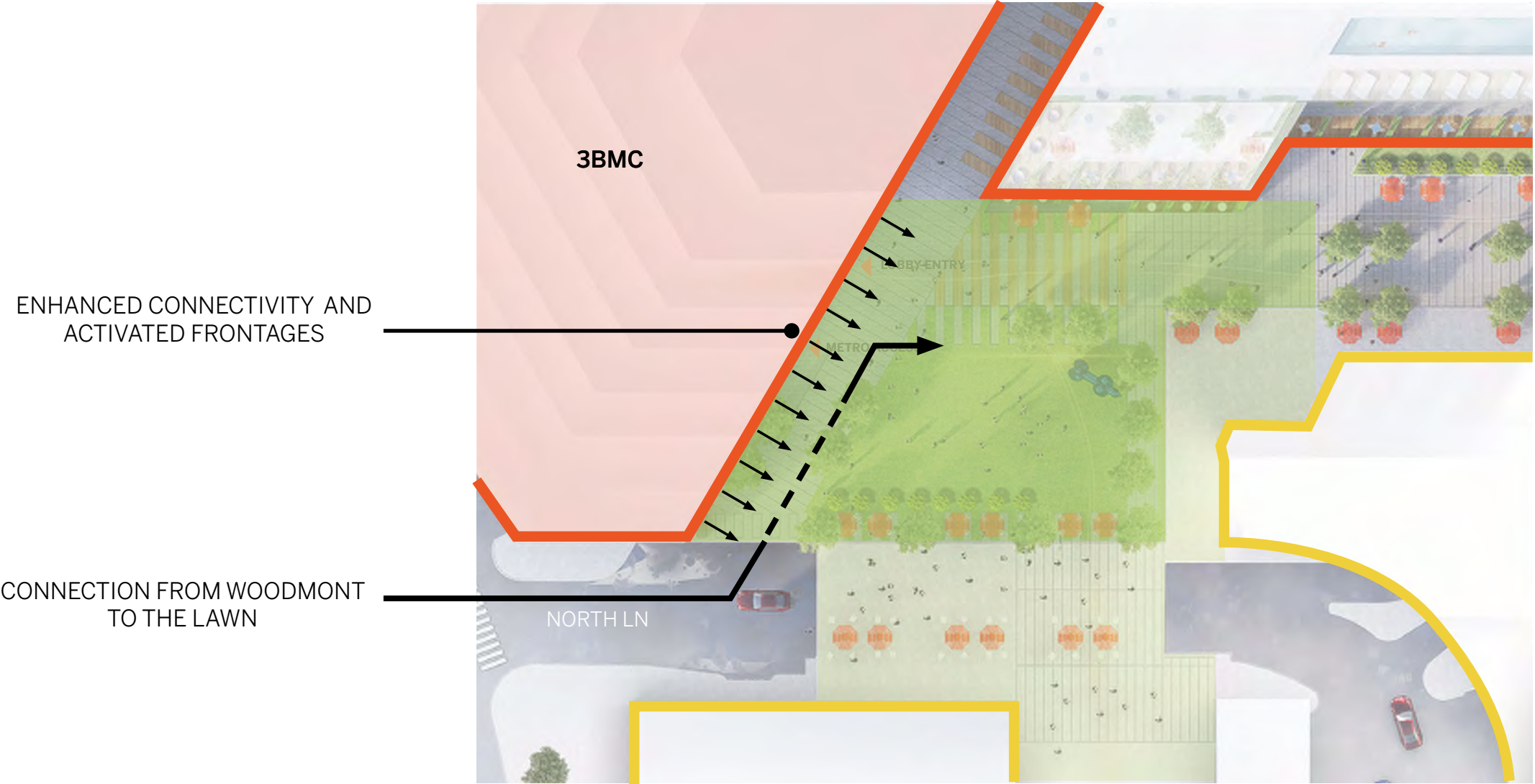


The Lawn will be engineered to withstand a small stage concert. This diagram shows a crowd of 1,000 people at 5 square feet per person.



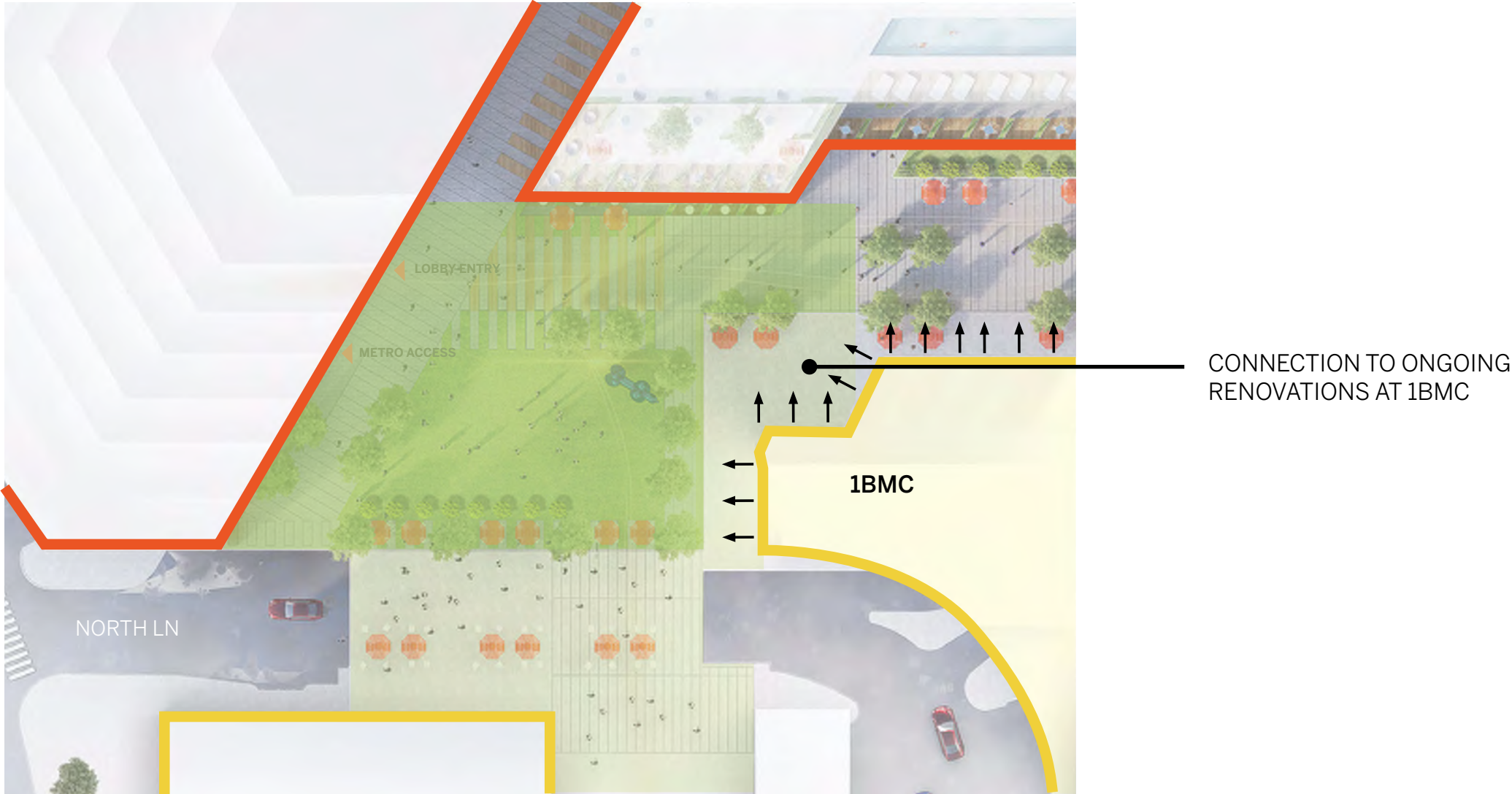








ONGOING DIALOGUE WITH CHEVY
CHASE LAND TO ENHANCE CONNECTIVI-
TY AND ACTIVATION

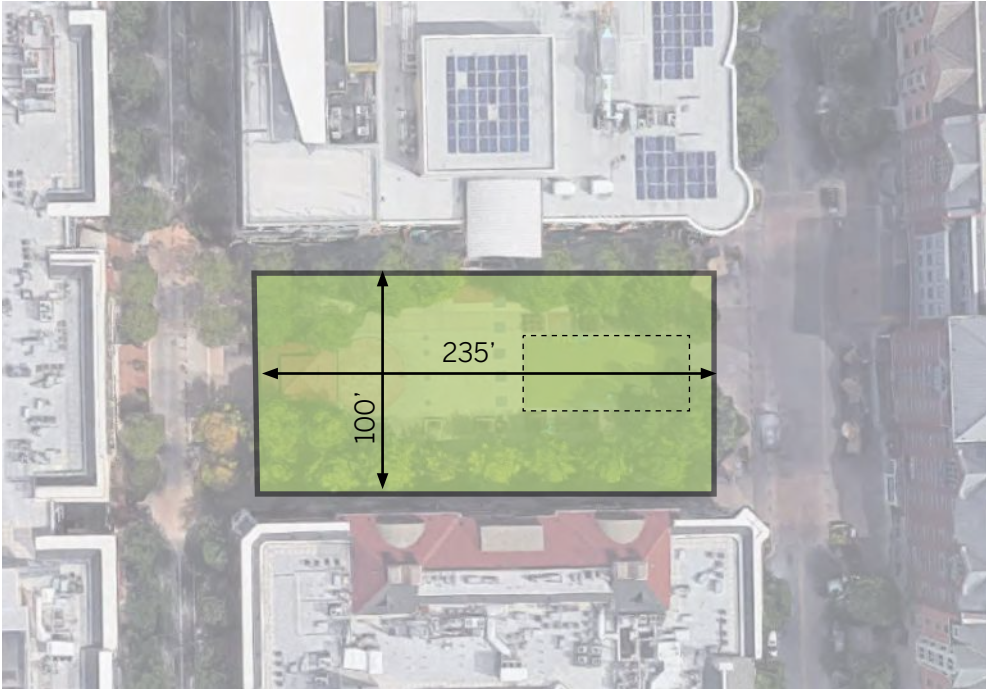


PUBLIC SPACE COMPARISON



BETHESDA METRO CENTER

37,000 SF



ROCKVILLE TOWN CENTER

23,000 SF



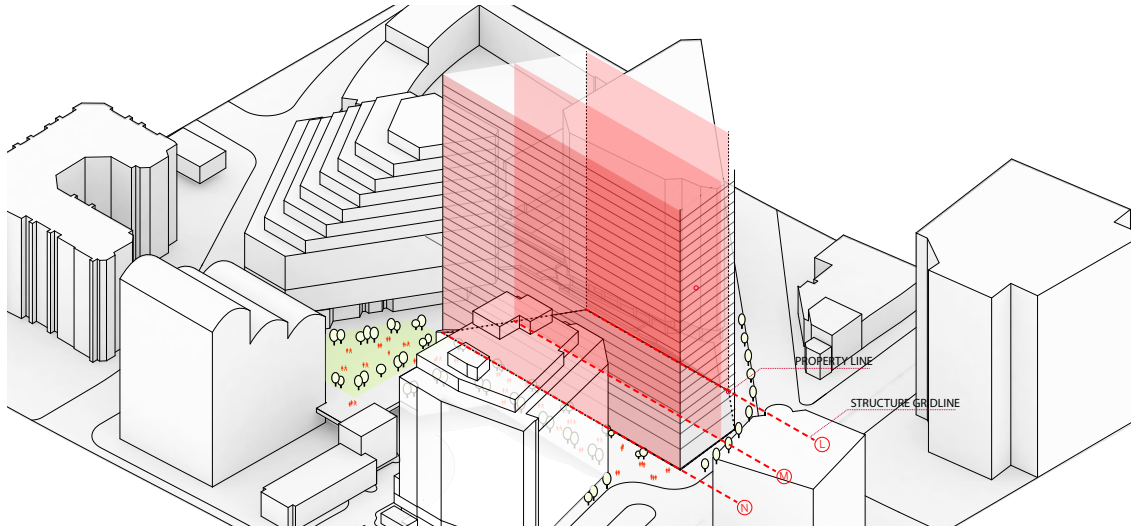
SILVER SPRING, MD

25,000 SF

FORM DEVELOPMENT DIAGRAMS

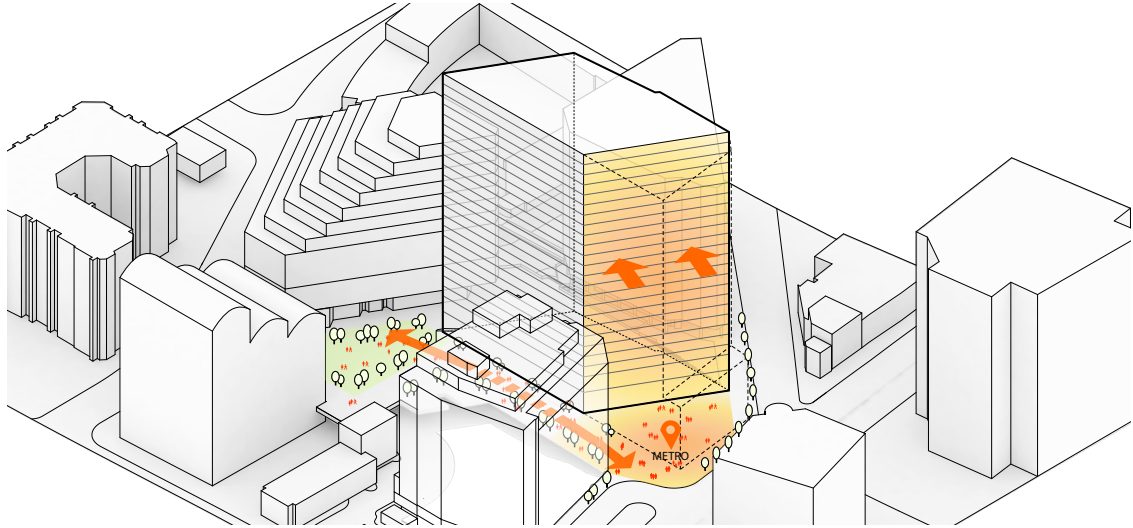
1. STRUCTURAL ALIGNMENT

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.



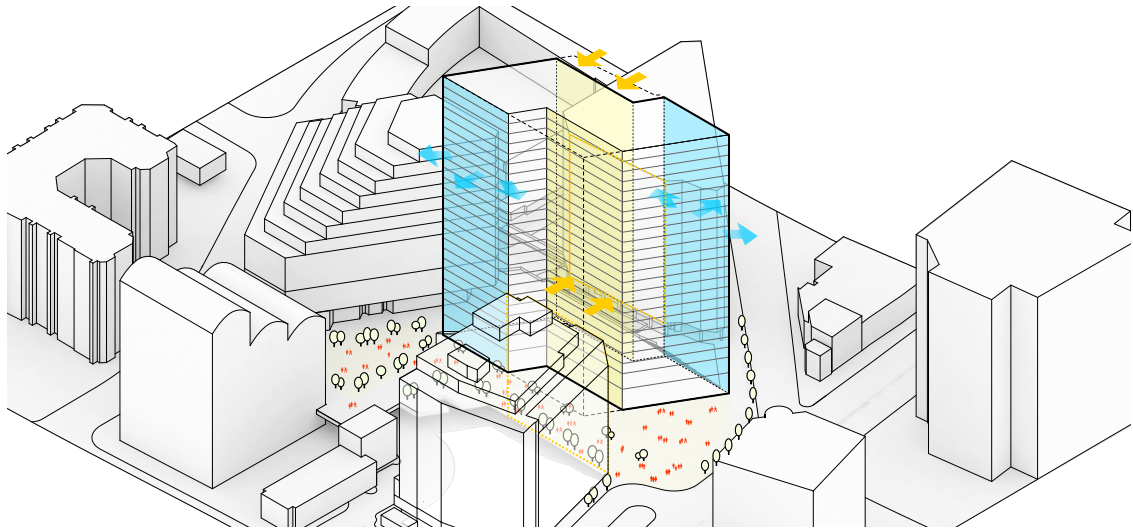
2. BREAK DOWN THE MASS

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

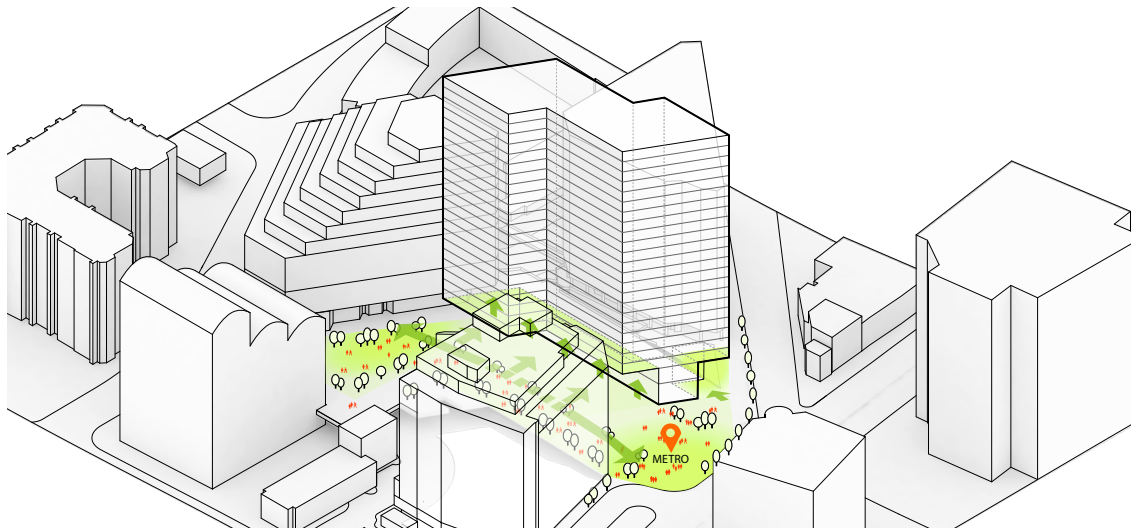
The building form steps back on the Northwest and Southeast giving relief to the main public space at the metro entrance and buildings to the North. The Northwest and Southwest corners push out, engaging the public realm.



FORM DEVELOPMENT DIAGRAMS

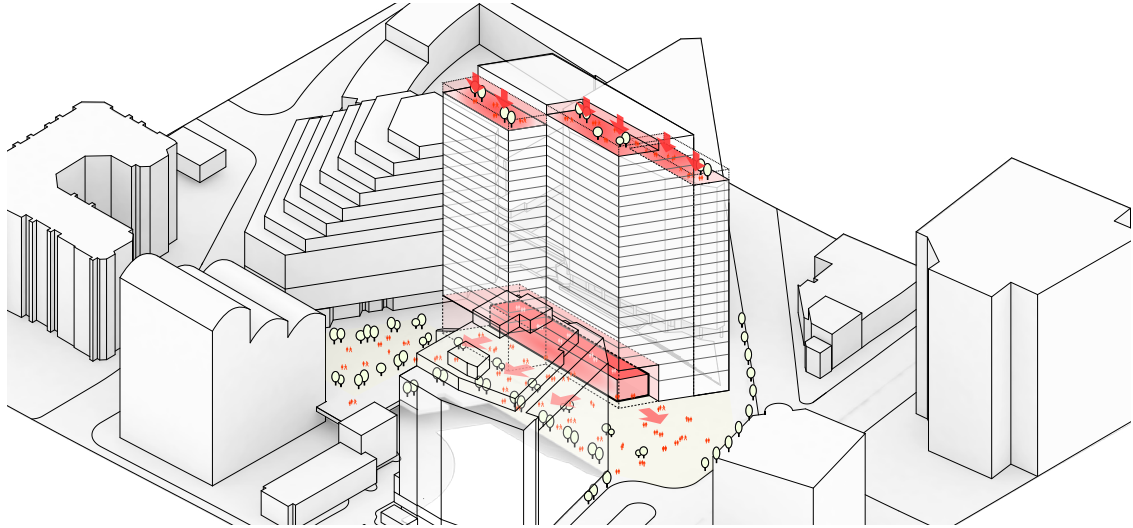
4. ESTABLISH THE STREET

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.



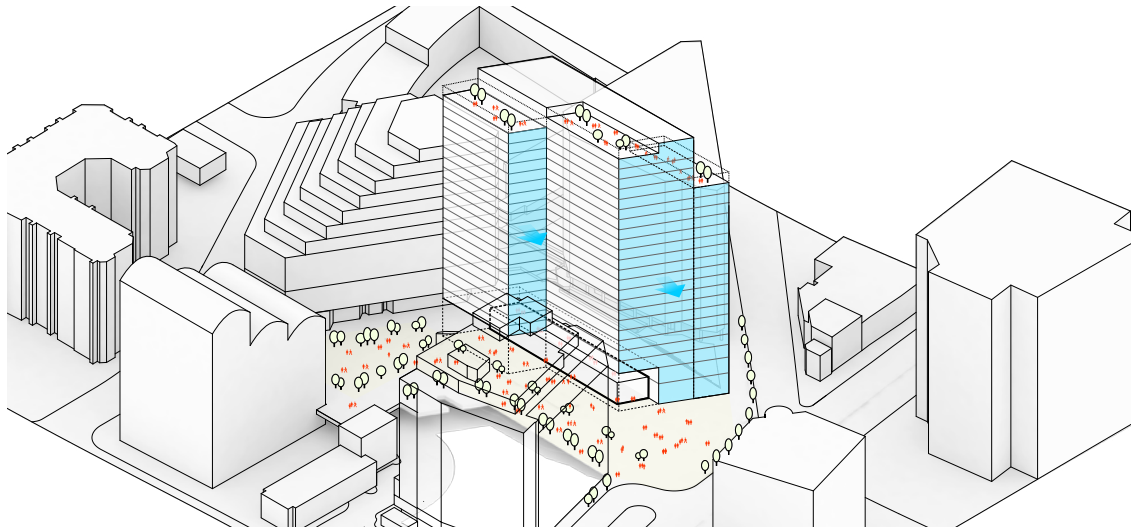
5. AMENITIES AND RETAIL

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

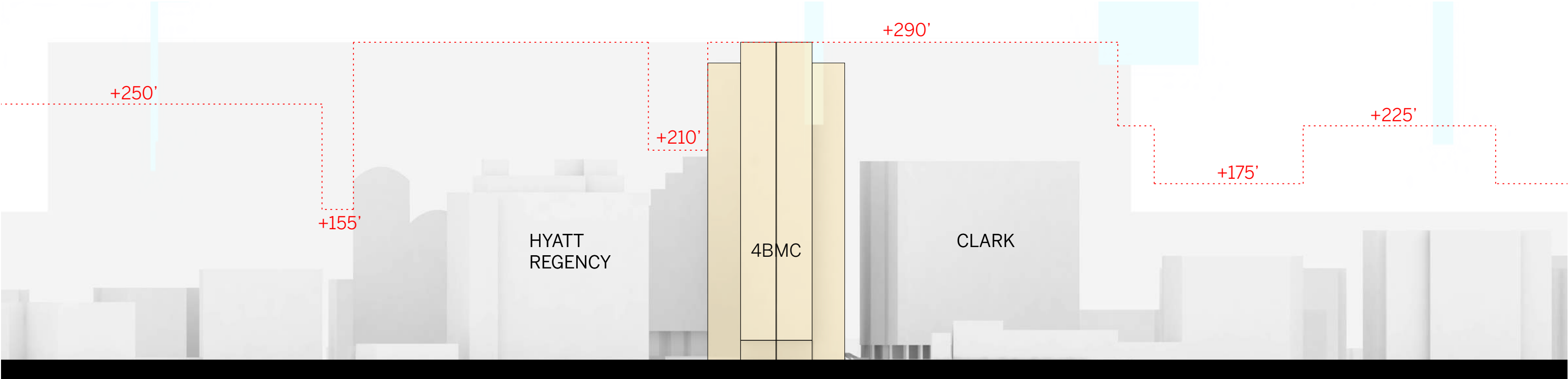


6. KEY FACADES

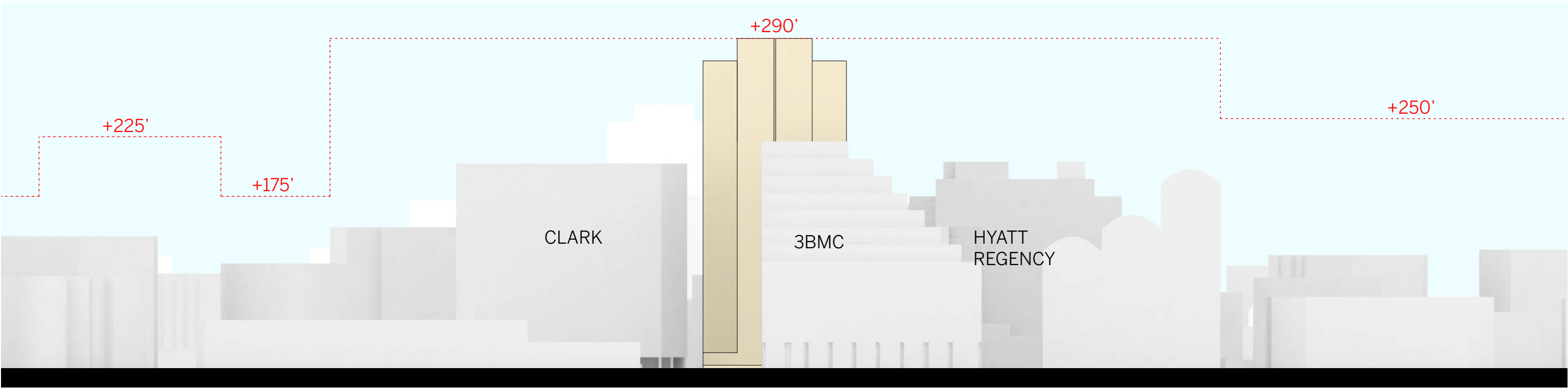
Key Façades are pushed forward to capture views and to create hierarchy and proportion in the massing. The Eastern forms also step in plan to help funnel people into the site and to open view corridors.



STREET PROFILES



WISCONSIN AVENUE - LOOKING WEST



WOODMONT AVE - LOOKING EAST

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.



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.



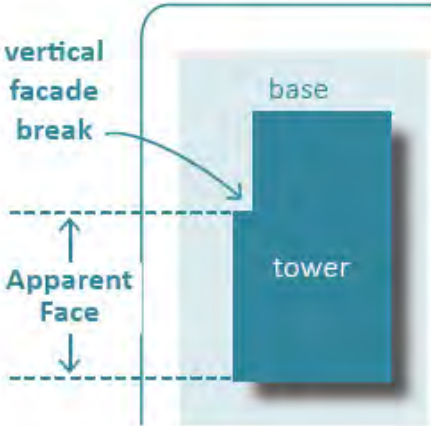
E. Vary Tower Placement and Orientation

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.



TOWER TOP DESIGN



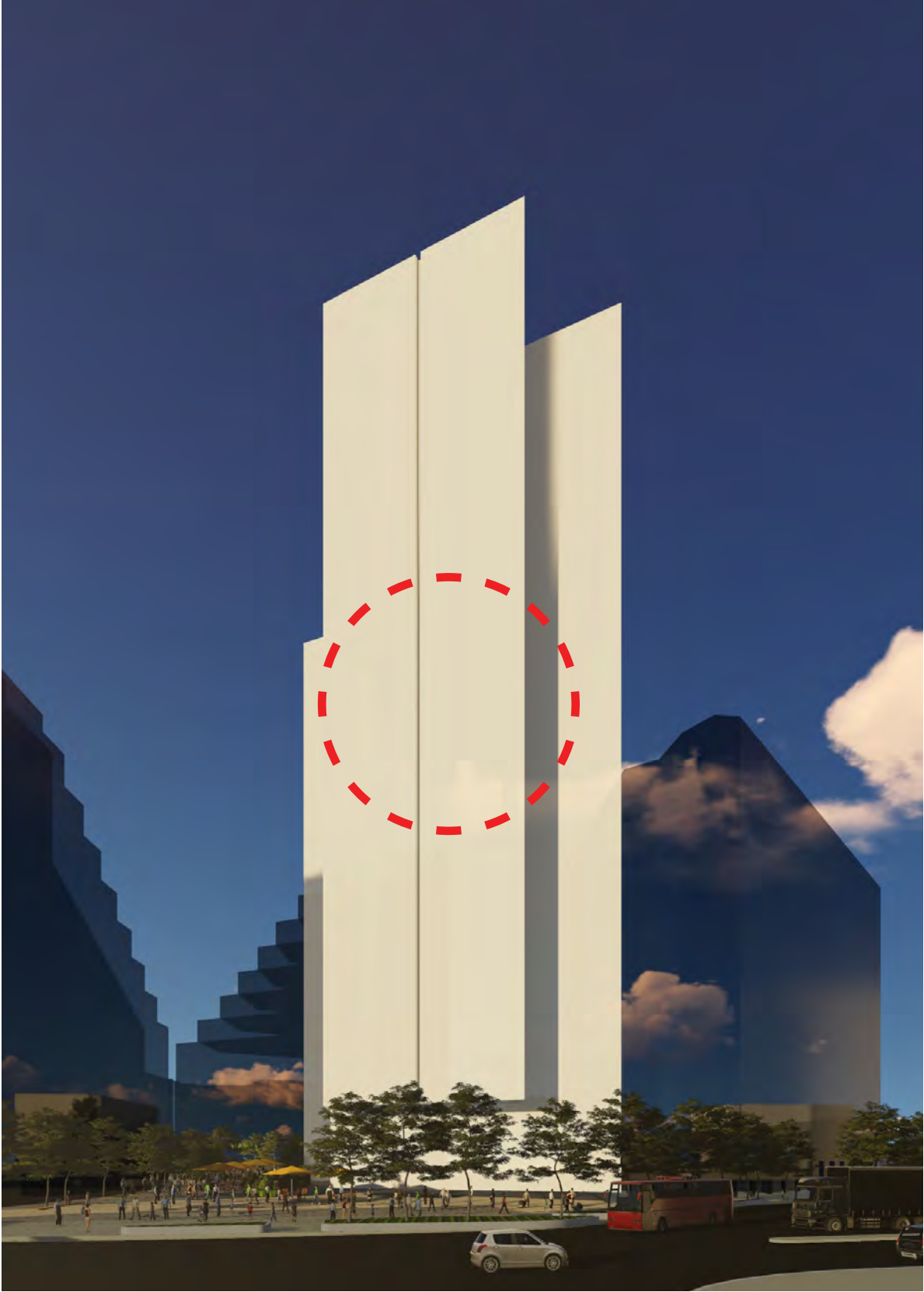
EAST WEST HIGHWAY LOOKING WEST



ROOFTOP TERRACE & AMENITIES

- URBAN BEACON
- EXPRESSIVE TOP
- INTEGRATE ENERGY EFFICIENCY INTO DESIGN
- CONSIDER VIEWS OF THE ROOFTOP

TOWER DESIGN

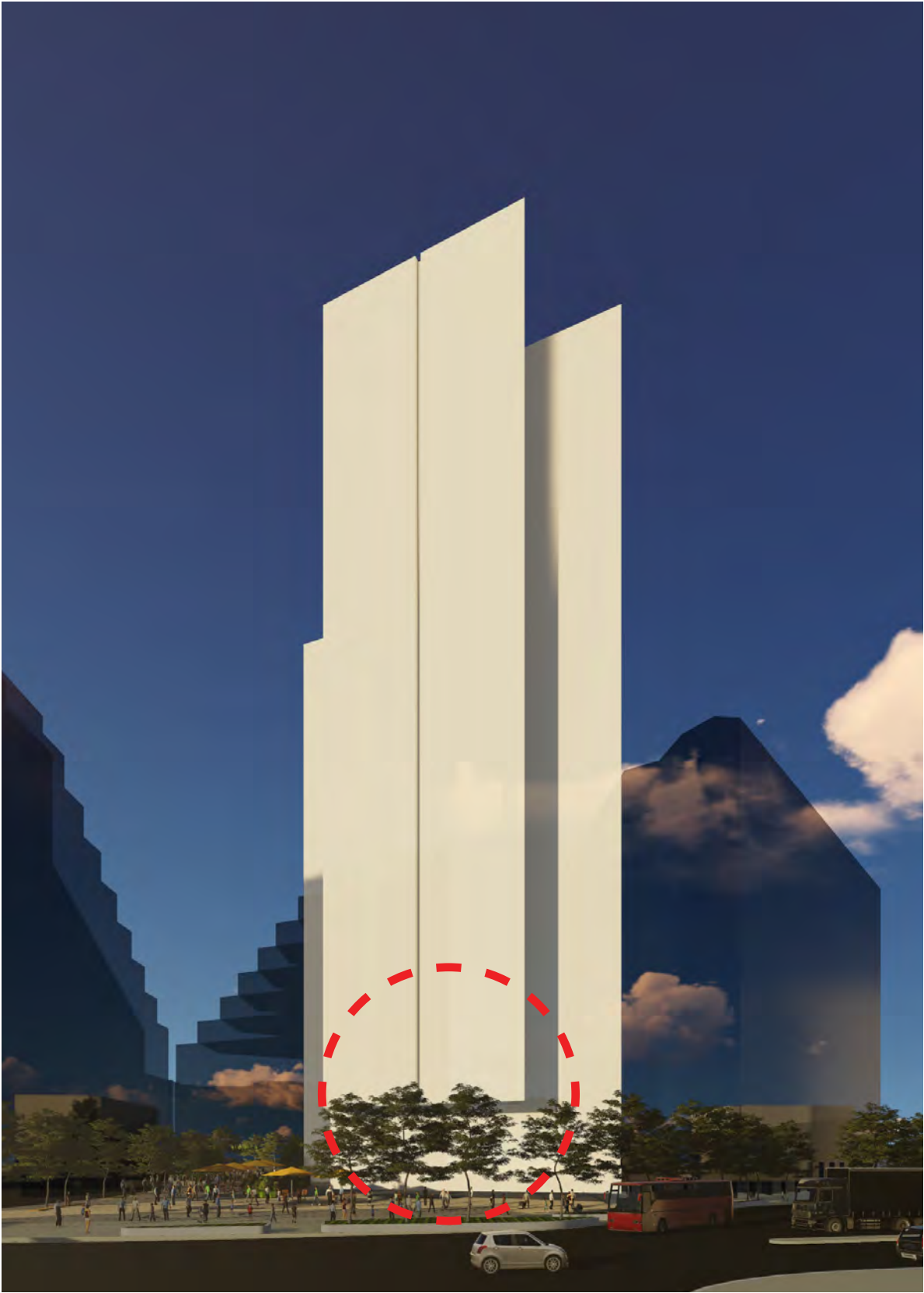


EAST WEST HIGHWAY LOOKING WEST



- USE UNIQUE GEOMETRY
- VARY TOWER HEIGHTS
- MODULATE AND ARTICULATE FACADES

PODIUM DESIGN

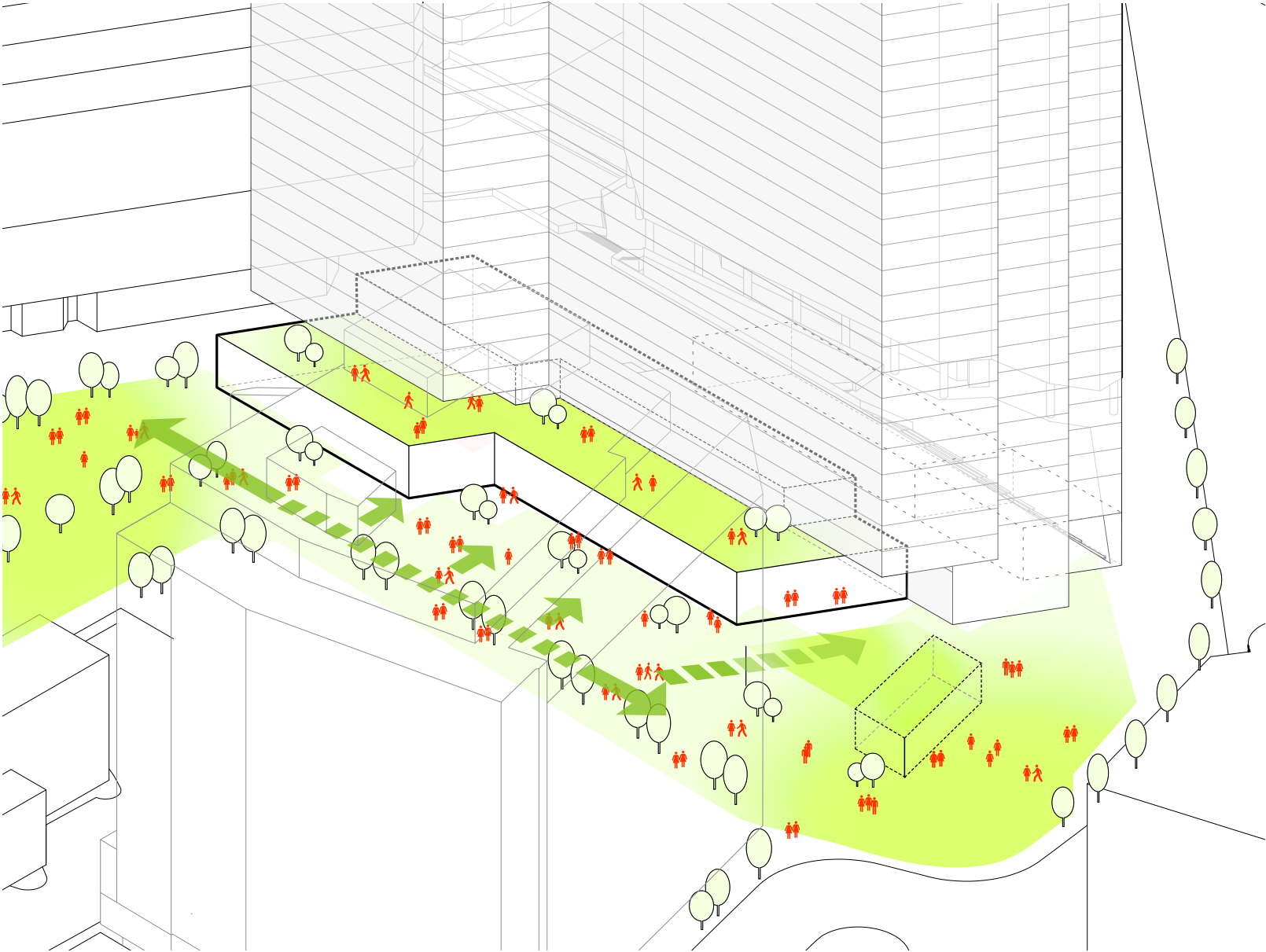


EAST WEST HIGHWAY LOOKING WEST



STOREFRONTS &STREETSCAPE

- VARY BASE
- VARIATION IN MATERIAL OR COLOR
- PROVIDE PLAN CHANGES IN THE FACADE

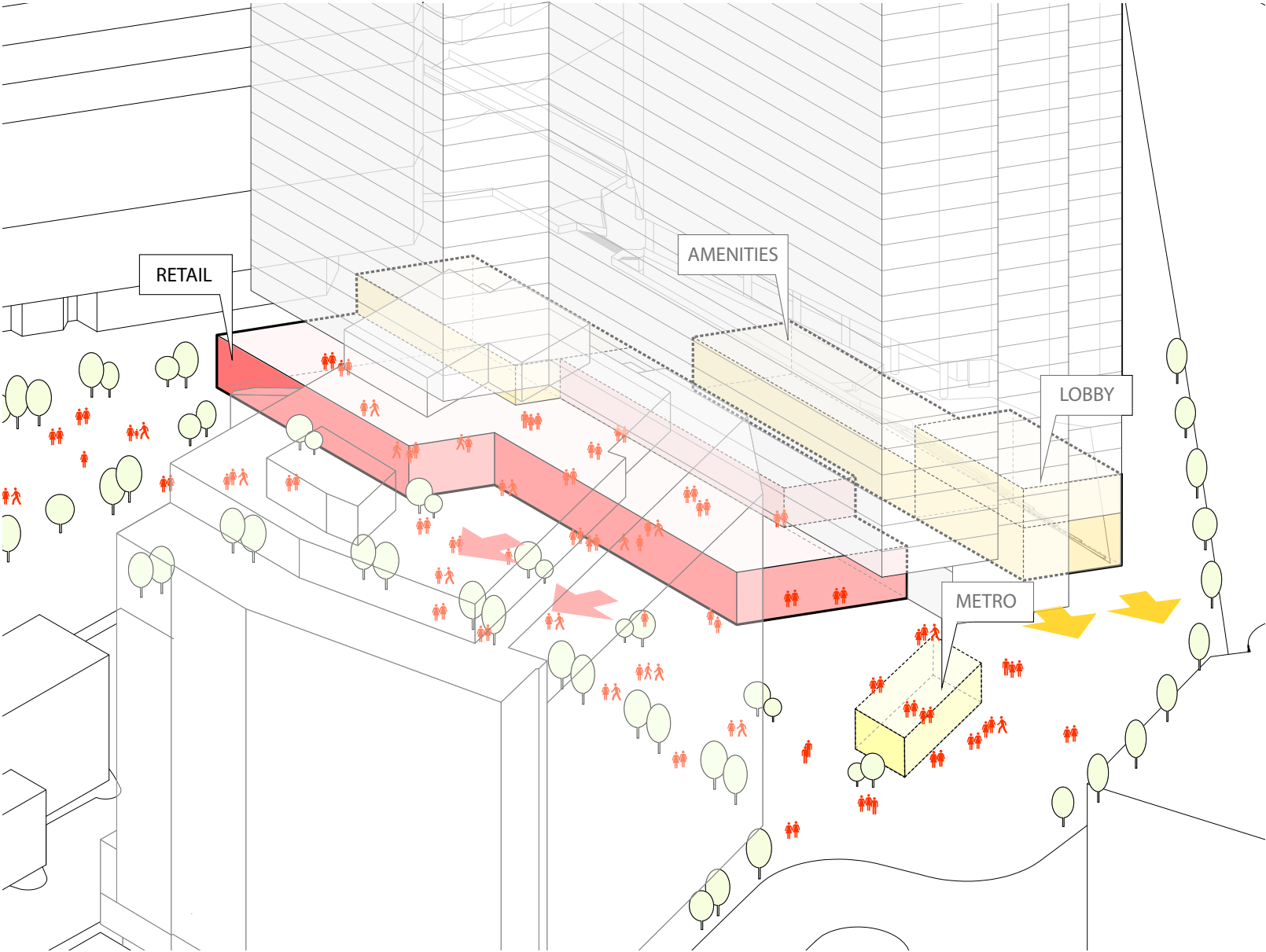


A Village of Green Space

Elevated just above the ground plain, the building amenities cascade out onto private terraces overlooking the newly re-imagined central lawn and promenade.



Green Space Reference



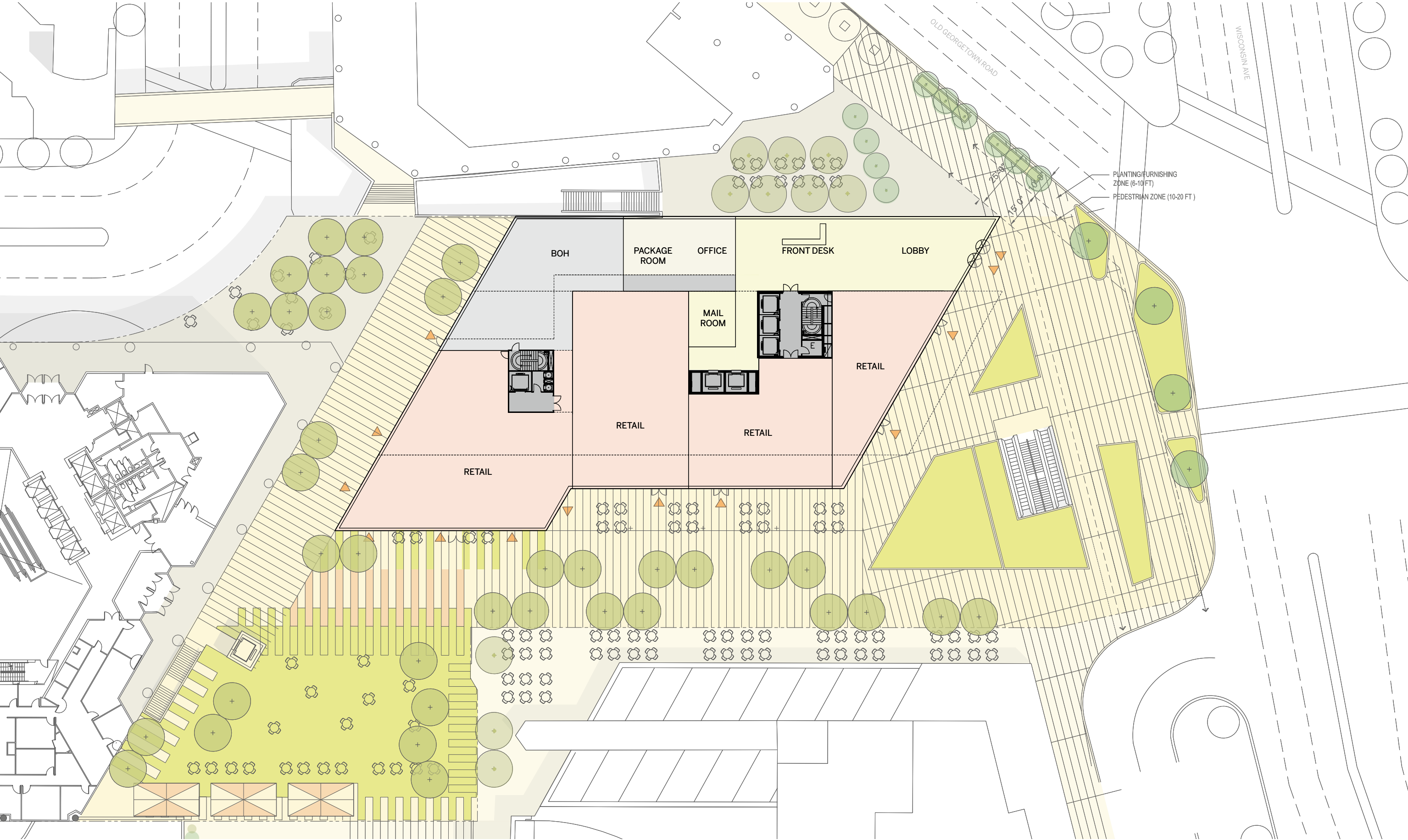
A Unique Retail Experience

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.

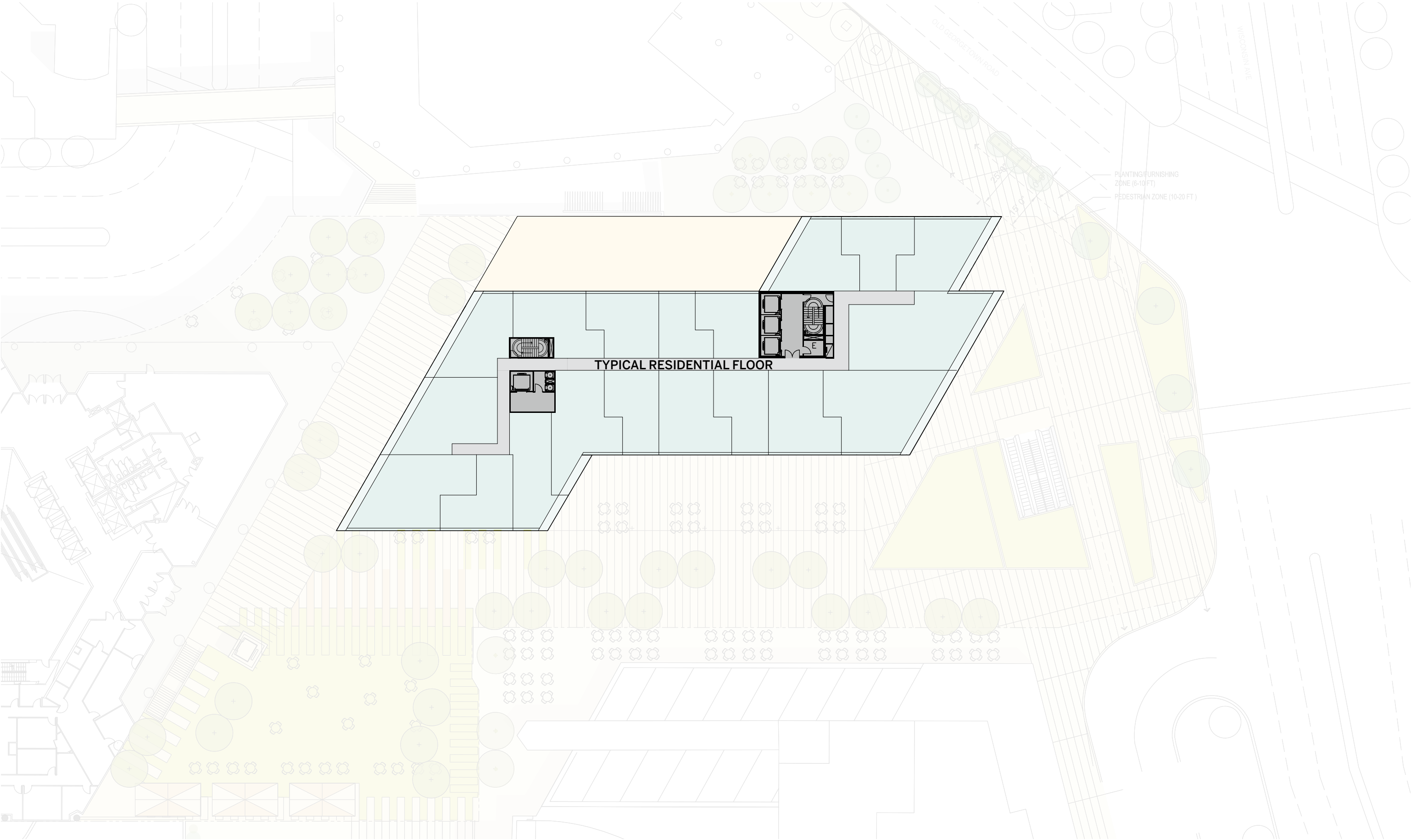


Retail Reference

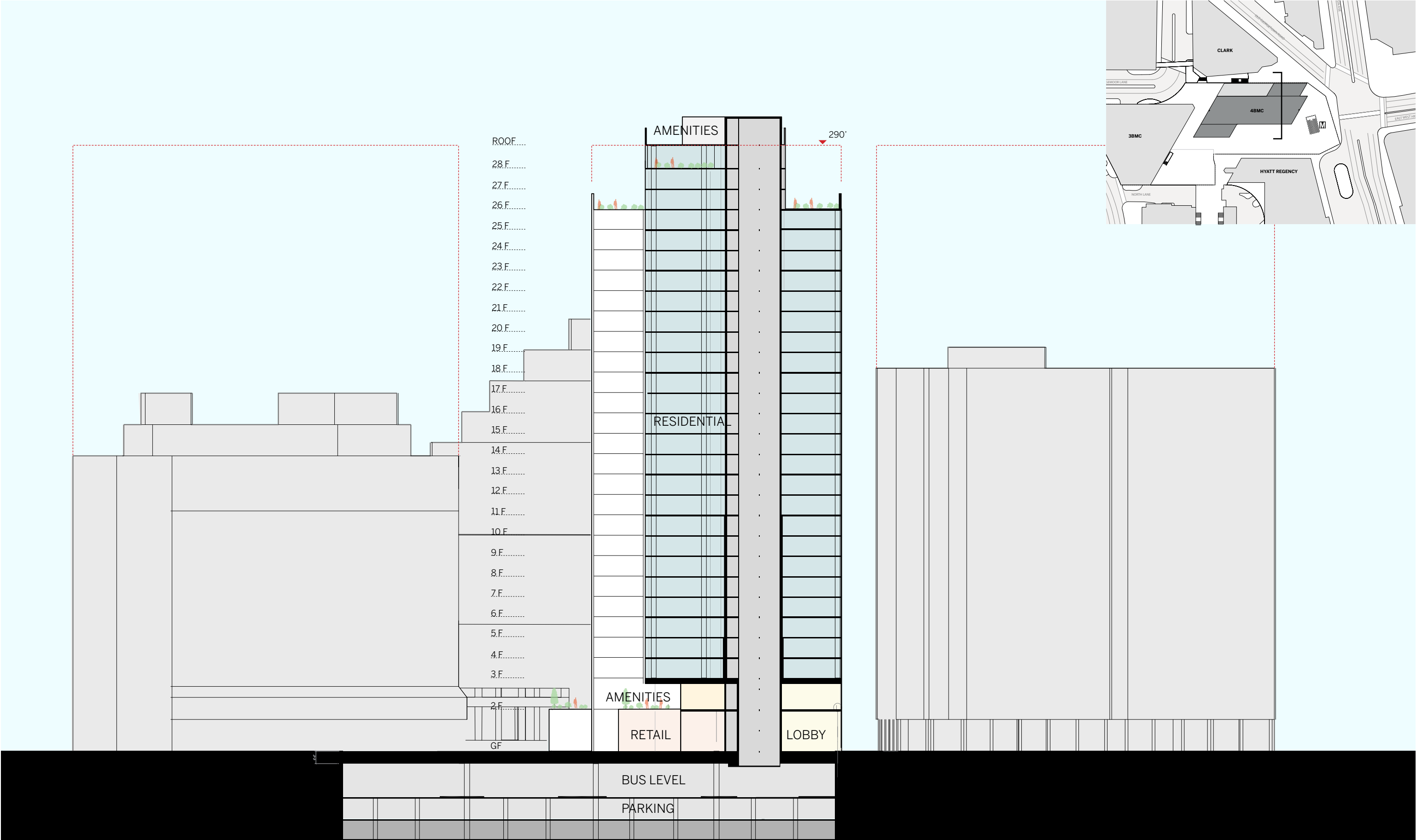
GROUND LEVEL PLAN



TYPICAL TOWER PLAN



TYPICAL SECTION



TOWER SECTION

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JUNE 27, 2018

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