

Bethesda Downtown Design Advisory Panel

Meeting Minutes

PROJECT: 4824 Edgemoor Lane
320200020 Sketch Plan Application

DATE: February 26, 2020

The 4824 Edgemoor Lane project was reviewed by the Bethesda Downtown Design Advisory Panel on February 26, 2020. The following meeting notes summarize the Panel's discussion, recommendations regarding design excellence, and the exceptional design public benefits points. The Panel's recommendations will be incorporated into the Staff Report and the Project must return to the Design Advisory Panel at the time of Site Plan review. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.

Attendance:

Panel

Karl Du Puy
George Dove
Damon Orobona
Rod Henderer
Qiaojue Yu
Paul Mortensen, Senior Urban Designer in the Director's Office

Staff

Robert Kronenberg, Deputy Director
Elza Hisel-McCoy, Area 1 Division Chief
Stephanie Dickel, Area 1 Regulatory Supervisor
Grace Bogdan, Planner Coordinator
Matt Folden, Lead Reviewer
Rachel Newhouse, Parks Department

Applicant Team

Pat Harris, Attorney
Robert Kuentzel
Shawn Weingast
Wade WcKinney
Scott Troise



Members of the Public

Neil Goldstein

Richard Haulk

Nancy Haulk

Penny Dash

Charles Mokoff

Robert Wallach

Discussion Points:

This is the 3rd visit to the DAP for this project. The primary issue to be addressed is the treatment of the southern façade, particularly as it relates to the Design Guidelines Tower Separation requirement.

General Comments

- For the south façade, do you have a preference between the two massings presented?
 - *Applicant Response: The first massing with the smaller amount of setback would be the preference. Given the steel structural type, it would be easier to construct.*
- The architecture and materials have been simplified for the better but I maintain significant concerns regarding the tower separation, particularly to the south. Very few things in the Design Guidelines have been met and more effort needs to be put in to make the tower separation work.
 - *Applicant Response: Coming from the District with more urban nature, this just doesn't seem like an issue in comparison.*
- I recognize in downtown DC; this wouldn't be an issue. But the Design Guidelines created a typology that is unique to Bethesda. The Guidelines were designed to encourage something different.
 - *Applicant Response: Agree, but when this site was slated for redevelopment it was known that it would redevelop as a stand-alone site, and given the size and constraints, we think there needs to be some flexibility.*
- Is there a zoning option to go higher so there is some relief about designing the small floorplates?
 - *Applicant Response: There would be a floating zone option and perhaps up to 150 feet would be necessary, but there would still be some inefficiencies with the smaller floor plate.*
- Given the Sector Plan is so new, a rezoning would not be considered at this time. There was not much discussion on these sites, during the Sector Plan process. The discussion was focused on the small size. You could go higher with an increase in MPDU density.
- Typically at Sketch Plan, the Panel can make the recommendation that the design is on track to make the points, with focus on x, y, z; or the panel could decide that the project is just not on course. It is a recommendation from the Panel and staff has to bring the application to the Planning Board, who would ultimately make the decision.
- If you look at the setback diagram of the massing, to meet the intent of the Design Guidelines, I don't think a site like this would need to completely meet the tower separations on all sides,



but you do need it on the south side as a minimum. I think the Panel has made that consensus. Also, because of the height and uniqueness of the site, we are also saying you don't need to fully meet the setbacks from the street. So, the problem here is the one tower separation on the south side. How do we resolve that? It is hard to vote on this.

- Tower setback, there is the spirit of the tower separation which there has been no effort to meet. The splaying option that was proposed for another project (7340 Wisconsin) could work here, above the base. Could this project do something similar to another recent project where the façade splays from the middle?
 - *Applicant Response: That would reduce the building and add inefficiencies.*
- We would want the separation above the base of 3 to 4 stories maximum. The aesthetics otherwise have come a long way.
- The two-story base that you have in the elevation is strong. Not sure about the balconies, they cannot project in the ROW, please confirm in writing that it is OK because it varies between state and county roads. The second floor balconies do not work at all as they are too low.

Public Comments

- Nancy Haulk – We believe in density and height, but this doesn't make sense as the smallest lot in Bethesda. This 12-story wall will look silly. More important is the quality of life for those that face. This is intolerable. Their balconies face this.
- Penny Dash – The loading and circulation remains a concern with the public realm and heavy pedestrian nature of the area. Being directly on the property line will create future issues for Edgemoor residents. Concerned about the foundation and the construction necessary for that.

Panel Recommendations:

The following recommendations should be incorporated into the Staff Report.

The Panel voted 5-0 that the project is on course to meet the minimum design excellence points with the following condition:

- Explore methods to increase tower separation above the base (4 stories) to achieve a minimum separation of 30' and an average of 40'.



Bethesda Downtown Design Advisory Panel

Meeting Minutes

PROJECT: 4824 Edgemoor Lane
Sketch Plan No. 320200020

DATE: January 22, 2020

*The **4824 Edgemoor Lane** project was reviewed by the Bethesda Downtown Design Advisory Panel on January 22, 2020. The following meeting notes summarize the Panel's discussion, recommendations regarding design excellence, and the exceptional design public benefits points. The Panel's recommendations will be incorporated into the Staff Report and the Project must return to the Design Advisory Panel before completion of Sketch Plan review. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.*

Attendance:

Panel

Karl Du Puy
George Dove
Damon Orobona
Rod Henderer
Qiaojue Yu
Paul Mortensen, Senior Urban Designer in the Director's Office

Staff

Robert Kronenberg, Deputy Director
Elza Hisel-McCoy, Area 1 Division Chief
Stephanie Dickel, Area 1 Regulatory Supervisor
Matt Folden, Lead Reviewer
Cristina Sassaki, Parks Planner
Grace Bogdan, Planner Coordinator

Applicant Team

Pat Harris, Attorney
Joseph McKenly
Wade McKinney
Robert Kuentzel
Bill Bonstra
Shawn Weigert



Members of the Public

Amanda Farber
MG Diamond
Bonnie Sherman
Neil Goldstein
Nancy Haulik
Richard Haulik
Penny Dash

Discussion Points:

General Comments

- The massing has improved, however it totally defies the Design Guidelines, which should be overcome with design excellence. The refinement of the materials is going to be very important and we cannot determine that at this sketch plan stage.
 - *Applicant Response: We can continue to show you images of what we can achieve through articulation*
- The elevations have improved, understanding it is a very difficult and small site.
- Appreciate the diagrams showing strong Design Guidelines conformance and the difficulties related to full conformance. Location-wise, it is a good site to develop due to location near metro.
- What is the island you are showing in the drawing along Woodmont Avenue?
 - *Applicant Response: DOT and the Sector Plan recommend a two-way separated bike lane along Woodmont Avenue so the drawing is reflecting that median that is part of the facility.*
- Being so close to the metro have you considered further reducing parking?
 - *Applicant Response: We have looked into that as well as working with the nearby County garage but being a condo project, the economics are driving the number of spaces.*
- Your precedents are lovely but they don't really show many brick buildings like you propose.
 - *Applicant Response: There are a handful of brick precedents and others showing terracotta which is becoming more similar to brick buildings and harder to differentiate.*
- What is the grade change?
 - *Applicant Response: From west to the east is about a 6-foot drop from the southeast to the north east corner, not sure how much from the full extent.*
- What's the proposed building separation to the south?
 - *29 feet from the building and directly on the property line.*



Overall Design

- Given the size of the site, the grey brick grid feels like one move too many. Perhaps the curve is the move of the building and the use of the windows and balconies and alternating floor treatment can simplify the feel of the façade while marrying the front/back and addressing the tower separation. It doesn't seem the framing is highlighting anything important and not sure of the purpose. Some members disagreed on the grid and felt it added to the aesthetic quality.
 - *Applicant Response: We like the flat façade at that part of the building as it works with the function of the building.*
- Perhaps keep the grid but lower the height and simplify the materials.

South Façade and Separation from Chase Condominiums

- It is clear from the several comments received that the building separation from this site and the building to the south (the Chase) is the primary issue. Ideally it would be an addition to the Chase but that isn't possible. The two southern units facing the Chase, what if you setback those units significantly back on the upper floors so you had some articulation to the south, break up the massing of the 120' wall and begins to suggest you do have tower separation above the podium.
 - *Applicant Response: Could we address it a different way with window conditions or material articulation? With a steel structure it may pose internal challenges, from a stacking standpoint. We are already pushing it with 12 stories with light gauge steel. If we did push it back, am concerned Chase residents wouldn't want the new residents looking in on them. Also, with the south side, balconies on that side being the south façade will be mostly shaded.*
- What size are those units?
 - *Applicant Response: They are one bedroom and dens, about 800 square feet.*
- How about a curve along the south façade? That would allow the unit size to remain and provide a separation. Something beyond façade materials needs to be incorporated.
 - *Applicant Response: Respectfully, it is not the location to make a strong move like a curve*
- Do we have a plan of the Chase units?
 - *Applicant Response: The units are facing north towards this site with balconies. Both buildings are 120 feet.*
- Is there a way to make up some area that you'd lose with incorporating a notch?
 - *Applicant Response: The notch is required for fire regulations, those windows are at risk.*
- Unsure what setback would be appropriate but Woodmont Avenue is a Downtown mixed-use street up to 70 feet base height, if that could be carried around and step back 10 feet on the Chase side, it would give a nod to the Design Guidelines. What can we do to address this key issue, there is a reasonable



compromise but what was shown today is not the answer and did not make any meaningful moves towards that primary concern.

- Could you consider a setback on the top floors?
 - *Applicant Response: Perhaps we could break up the difference of the setback by doing it on both facades?*

Corner Design

- Corner image, concerned about the white brick piers coming down onto a big glass opening, they seem disconnected and am not convinced by the design. To the right and left there is resolution but the main entrance at the corner does not work. Continuity is needed between the light and beige and grid levels.
 - *Applicant Response: We do want to open up the corner and we hear you, we can work on grounding that.*

Public Comments

Ms. Penny Dash, Chase on behalf of Board of Directors Committee

- Setbacks: Chase wants as much of a setback as possible, articulation will not be sufficient to them.
- Southern wall will be very important and viewed often from users of the metro.
- West wall should also be setback, important views from Edgemoor.
- Project should minimize conflicts between bike/ped/vehicle, it is a very busy street and needs a larger setback than 15 feet on Woodmont Avenue given the loading and bike lanes.

Mr. Diamond, President of Chase Condominiums

- Every unit of the Chase building has balconies on every façade. The renderings show a new development next to a blank wall which is not accurate.
- To the south of Chase is the Edgemoor Condominium built after the Chase and Edgemoor provided a large setback from the property line as well. That setback is comfortable, and serves as precedent.
- We are not saying no development, just a reasonable setback that was discussed here today. It shouldn't come down to economically viable, it should be the right type of development.

Panel Recommendations:

The following recommendations should be incorporated into the Project and return to the Design Advisory Panel before Sketch Plan approval for further discussion:

- Tower separation is a big concern and do not feel comfortable moving the Project forward with the massing as proposed at this time.
- Incorporate a setback on south façade upper floors to increase tower separation beyond material articulation.
- Come back on February 26th to discuss massing on the south side.



Bethesda Downtown Design Advisory Panel

FROM: Matthew Folden
Planner Coordinator

PROJECT: 4824 Edgemoor Lane
Sketch Plan No. 320200020

DATE: 11/20/2019

*The **4824 Edgemoor Lane** project was reviewed by the Bethesda Downtown Design Advisory Panel on 11/20/2019. The following meeting notes summarize the Panel's discussion, and recommendations regarding design excellence and the exceptional design public benefits points. The Panel's recommendations should be incorporated into the Staff Report and strongly considered by Staff prior to the certification of the Site Plan. Should you have any additional questions and/or comments please feel free to contact the Design Advisory Panel Liaison.*

Attendance:

Panel

Karl Du Puy
George Dove
Damon Orobona
Rod Henderer

Staff

Robert Kronenberg, Deputy Director
Elza Hisel-McCoy, Area 1 Division Chief
Stephanie Dickel, Area 1 Regulatory Supervisor
Matthew Folden, Lead Reviewer

Applicant Team

Pat Harris
Shawn Weingast
Robert Kuentzel
Bill Bonstra



Members of the Public

Robert Wallach

Wade McKinney

Scott Troise

Discussion Points:

- The Applicant should submit revised drawings to be discussed at the January DAP meeting addressing the points included in this memorandum.
 - *Applicant response:* The Applicant will revise and resubmit drawings addressing points raised at the meeting and summarized herein.
- As submitted, the project does not comply with the Bethesda Downtown Design Guidelines; however, given the size and constrained nature of the site, strict conformance with the Guidelines is not necessarily required. The project's architecture and design must be exceptional to address this highly visible site.
 - *Applicant response:* The Applicant will revise and resubmit drawings addressing points raised at the meeting and summarized herein.
- As submitted, the Edgemoor Lane and Woodmont Avenue façades are fragmented and unnecessarily broken-up by the glass “zipper” on the northeast corner. Additionally, the building's base, middle, and top elements should be revised to complement one another. The size and prominence of the building suggest a more uniform treatment around the four facades.
- As submitted, the western and southern façades lack architectural treatment commensurate with the high visibility from points west and south.
 - *Applicant response:* Additional attention will be given to these façades.
- The green wall may be challenging. Consideration to how the wall will be maintained will be critical to its success. The size and shape of the green wall should be organic and interesting, not rectilinear as proposed in the drawings.
 - *Applicant response:* The Applicant is familiar with successful examples of green walls within the Mid-Atlantic region and will explore opportunities to make the green wall visually interesting.



Panel Recommendations:

The following recommendations should be incorporated into the revised submittal ahead of the January DAP meeting:

1. Submit a 3-D model that demonstrates:
 - a. strict conformance with the Bethesda Downtown Design Guidelines, and
 - b. the alternative compliance methods proposed to meet the intent of the guidelines, including massing, step-backs, and tower separation;
2. Submit precedent images demonstrating potential façade treatments
3. Submit a revised design that unifies the building facades around the building and vertically.
4. Public Benefit Points: The project is not yet on track to achieve at least the minimum 10 Exceptional Design points required in the Bethesda Overlay Zone. The project will be revised and reviewed again at the Panel's January meeting.



4824 EDGEMOOR LANE
Bethesda Downtown Design Advisory Panel
Sketch Plan Narrative

Edgemoor 48, LLC (the "Applicant") is the developer of the property located at 4824 Edgemoor Lane, Bethesda, Maryland (the "Property"). The Property is located at the southwest quadrant of the intersection of Woodmont Avenue and Edgemoor Lane. It is a corner site, generally bordered by Woodmont Avenue to the east, Edgemoor Lane to the north, and a condominium development to the south and west. The Property is also located within 600 feet of the Bethesda Metro Station and bus terminal, and falls within the Bethesda Parking Lot District.

The Applicant proposes to redevelop the Property with a 12-story multifamily building consisting of up to 77 units (the "Project"). The Project represents an opportunity to bring a new environmentally sensitive condominium building with mid-size units and space saving automated parking within half a block of the Bethesda Metro Station. As explained in detail below, the proposed multifamily building is one of exceptional design and creativity. Pursuant to Section 59.4.7.3.E.2 of the Zoning Ordinance, as well as the exceptional design criteria outlined in the Montgomery County *Commercial/Residential and Employment Zones Incentive Density Implementation Guidelines* (the "Implementation Guidelines"), the Applicant is seeking 25 public benefit points for exceptional design.¹

The ensuing narrative provides the information required by the Bethesda Downtown Design Advisory Panel ("DAP") Submission Form.

A. Brief Project Description and Design Concept

Although located at a unique and highly visible location within the Arlington North District of Downtown Bethesda, the subject Property is underdeveloped with a single-family structure. Accordingly, the Applicant proposes to revitalize the Property with a modern residential landmark that will be on equal footing with other new projects in Downtown Bethesda in terms of architectural design, building quality, and visual appeal. Despite having a limited land area to work with (tract area = 8,659 square feet), the Applicant has been able to generate a creative solution that cleverly utilizes the site's configuration and blends seamlessly with the surrounding environment. Additionally, the proposed multifamily building will achieve the recommended maximum building height of 120 feet denoted in the *2017 Approved and Adopted Bethesda Downtown Sector Plan* (the "Sector Plan").

As discussed in detail below, the design concept achieves several planning goals outlined in the Sector Plan, and implements many of the *Bethesda Downtown Plan Design Guidelines*.

¹ Under Section 4.9.2.C.4.f of the Zoning Ordinance, the Applicant can earn up to 30 public benefit points for exceptional design.

4824 Edgemoor Lane

Bethesda Downtown Design Advisory Panel

Narrative for Exceptional Design Public Benefit Points Justification

- Architecture

Following the meeting with the Design Advisory Panel on January 22nd, the project at 4824 Edgemoor Lane has been redesigned and adjusted per the feedback of the panel. The panel had several comments regarding the design and its compliance with the Bethesda Downtown Plan Design Guidelines. The panel felt that the design had an appreciable improvement since the initial meeting but maintained that the remaining issue was the separation between the Chase condominium to the south and the proposed project. The suggestion was raised to break up the massing to allow for separation and increase light and air. The panel also suggested to reinforce the notion of “grounding” the building at the entry through the addition of piers, rather than a continuous glass wall. Finally, the grid element was deemed extrinsic to the nature of the building and not necessary. These comments have been understood and applied to the design of this project.

4824 Edgemoor Lane establishes a modern residential design at a unique corner site at the intersection of Woodmont Avenue and Edgemoor Lane in downtown Bethesda. The 12-story project is composed of a continuous wrapped façade that turns the corner of Edgemoor Lane and Woodmont Avenue, acting as a transition from the neighborhood to the urban core. The underdeveloped project site, with a net tract area of only 8,006 square feet, is highly visible along a curving Woodmont Avenue as approached from the north, as well as being visible from the neighborhood to the West and from the Metro to the East.

The irregular triangular shaped site creates the opportunity for the project to wrap around the corner, transitioning from the smaller scale to the higher scale, while the facades double height modulation breaks down the scale of the project. A vertically oriented tower element further modulates the Woodmont Avenue façade, while also highlighting the reveal of the white brick massing at the corner. The southeastern corner of the building has been carved away to break up the massing of the southern façade, providing increased separation, and to provide additional light and air between the two buildings. The building is grounded by a continuous two-story masonry that relates to the neighborhood scale and wraps around the entire building. The language of strong tower elements holding in place a curved wall is continuous around the building. Carefully composed ‘at risk windows’ enhance the elevations of the party walls and reinforce the reading of the project as a four-sided building. This contemporary building design will soon become a quiet contributor to the existing urban condition along this picturesque thoroughfare.

- Parking and Loading

Given the Property's proximity to multiple forms of transit, including the Bethesda Metro Station and bus terminal (which is served by numerous bus line), and existing and planned bicycle facilities, the Applicant anticipates that a significant number of its residents will utilize transit for commuting purpose, but may still own a car. Accordingly, parking will be adequately sufficient to accommodate the residents. Given the limited size of the Property, the Project utilizes a parking elevator system to transport vehicles from the grade level of the parking garage to multiple below grade levels. The elevator system will have two cabs that can transport vehicles in either direction.

The Project will provide loading via a 14-foot wide access point at the southeastern portion of the site, along Woodmont Avenue. The loading was specifically located along Woodmont, in response to the concerns of the Chase residents that loading on Edgemoor Avenue would potentially conflict with vehicles entering or exiting the Chase parking garage.

- **Pedestrian Circulation and Streetscape Improvements**

Given the limited tract size, the Zoning Ordinance does not require the Project to provide any public use space. However, an important aspect of the Project is that it will provide improvements to the pedestrian realm. The design will create a continuous building line along Edgemoor Lane and Woodmont Avenue, which will further activate the pedestrian environment. The Applicant intends to dedicate approximately 306 square feet of land area along the Edgemoor Lane frontage to help enhance the walkability of the site.

The Project includes streetscape improvements along the Property's Edgemoor Lane and Woodmont Avenue frontage, in accordance with the Bethesda Streetscape Standards. These improvements will bookend the Edgemont II project to the north (already under construction). The proposed streetscape improvements, framed by a new, multi-family residential building with interesting architecture, will ultimately contribute to the creation of a cohesive pedestrian system through Bethesda, particularly within the Arlington North District.

B. Exceptional Design Public Benefit Points Requested and Brief Justification

With respect to Exceptional Design, the Project merits 25 public benefit points, as it meets all six (6) of the applicable criteria, as outlined in the Implementation Guidelines:

- *Providing innovative solutions in response to the immediate context.*

Generally, the Project's design evidences a keen understanding of the site's immediate context, opportunities, and constraints. The building design fills a development void in Woodmont Avenue's urban streetwall that is compatible with the established scale of the adjacent buildings and addresses the "missing tooth" condition created by the existing single-family structure. Consistent with the Sector Plan, the building's height of 120 feet appropriately steps down from the taller heights to both the north and west, and provides the appropriate transition to the lower heights further to the west of the Property.

Woodmont Avenue is a frequently traversed one-way artery. Additionally, Woodmont Avenue's curve lends the multifamily building to a dynamic, gradual reveal to motorists and pedestrians traveling southbound. Hints of the building's tripartite arrangement will precipitate a dramatic reveal of the signature vertical glass bay, fin, and entry element, just as the view opens at the Woodmont Avenue and Edgemoor lane intersection.

The building is also uniquely designed to ensure that secondary facades on property lines, such as those on the south and west that are in direct view of adjacent residents, are thoughtfully and aesthetically composed to create positive viewing experiences. An innovative measure

proposed is the proposed automated parking system that reserves the space needed to provide a superior residential experience.

Furthermore, the Project enhances the public streetscape by providing new sidewalks, new street trees, and a bike lane with a median strip to slow down traffic. These are essential improvements given the immediate context and daily activity along Woodmont Avenue.

- *Creating a sense of place and serves as a landmark.*

The design concept includes various elements to create a sense of place and establish a landmark development. The Project will provide and maintain an aligned street edge along Woodmont Avenue and Edgemoor Lane. The design incorporates a human-scale lobby and amenity spaces, which will activate this street edge and establish an urban sense of place that the existing single-family structure cannot achieve. The building's ground floor spaces will be recessed behind planters aligned with the building facades. The loading and garage access points will be screened with opaque rolling grills to block any views of internal activity.

The composition of the building responds directly to the site, as Woodmont Avenue curves around the project, so too does the façade. The project is grounded by tower elements on the elevations, holding a curved façade that turns the corner from Edgemoor Lane to Woodmont Avenue. The subtle architectural move allows the project to fit in appropriately with the context and provide the opportunity for incorporating additional building signage to stand out, which could enhance pedestrian wayfinding along the street.

Familiar, well-composed residential materials and building elements at grade-level will also function to create a sense of place. The use of familiar residential elements, such as the modulation of the façade to articulate units, as well as the use of balconies and roof terraces will enhance the projects sense of place and help to establish a landmark development in this area of downtown Bethesda.

- *Enhancing the public realm in a distinct and original manner.*

The Project enhances the public realm in a distinct and original manner. The building's base, which reinforces the Woodmont Avenue street edge, incorporates elements to enhance the pedestrian experience. A composition of masonry materials and glass creates a visual connection between the lobby level and the street, thus establishing a harmony with a projecting canopy to provide a welcoming, hospitable environment along the sidewalk. Additionally, ± 5-foot-wide planters along the base – positioned between projecting columns in the above façade plane – add to the visual experience for pedestrians along Woodmont Avenue and Edgemoor Lane and provide additional greenery on a constrained site.

- *Introducing materials, forms or building methods unique to the immediate vicinity or applied in a unique way.*

The Project utilizes various architectural features to accommodate the site's unique and irregular configuration. The building's design concept resembles a fan-shaped, three-dimensional structure that opens up to the southwest corner of Woodmont Avenue and Edgemoor Lane. The geometry of the site is responded to through the use of a curved façade turning the corner around Woodmont Avenue and Edgemoor Lane. This massing is modulated by varied double height readings to break down the reading of the massing. These façade elements also reinforce the cellular nature of a multifamily building and create identifiable multi-story individual (unit) faces, which break down the building's scale in a sculpturally artistic way.

- *Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site.*

The Project's design maximizes the development potential of a constrained site that is in close proximity to a variety of living, working, and shopping opportunities. Prospective residents will be drawn to the proposed landmark development at this highly convenient location along Woodmont Avenue. The site is within 600 feet of the Bethesda Metro Station and within a short walking distance of Bethesda Row – the current retail center of Downtown Bethesda. The Project helps to stimulate pedestrian activity along Woodmont Avenue and Edgemoor Lane. Additionally, by orienting living rooms towards street views, new residents will be able to put "eyes on the street", which increases public connectivity, area safety, and ultimately creates a more pleasurable environment.

Furthermore, the project utilizes a compact, space-saving automatic parking system. This allows for a more spacious, enjoyable lobby environment that will be transparent to the public domain and create a more desirable living experience for prospective residents.

- *Integrating low-impact development methods into the overall design of the site and building, beyond green building or site requirements.*

The Project will integrate a variety of low-impact development methods into the overall design of the multifamily building that go beyond green building or site requirements. The automated parking system will reduce vehicle emissions, lower excavation costs, and mitigate any adverse impacts on the surrounding environment. The multifamily building will also consist of green roofs and screened HVAC units on the penthouse roof and provide opportunities for enhanced recycling efforts. Overall, the Project is a low-impact, environmentally sensitive development, especially given the physical constraints of the site.

Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORMATION

Project Name	
File Number(s)	
Project Address	

Plan Type

Concept Plan ☐

Sketch Plan ☐

Site Plan ☐

APPLICANT TEAM

	Name	Phone	Email
Primary Contact			
Architect			
Landscape Architect			

PROJECT DESCRIPTION

	Zone	Proposed Height	Proposed Density (SF and FAR)
Project Data			
Proposed Land Uses			
Brief Project Description and Design Concept <i>(If the project was previously presented to the Design Advisory Panel, describe how the latest design incorporates the Panel's comments)</i>	Check if requesting additional density through the Bethesda Overlay Zone (BOZ) If yes, indicate the amount of density (SF and FAR):		



Exceptional Design Public Benefit Points Requested and Brief Justification	
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DESIGN ADVISORY PANEL SUBMISSION PROCESS

1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
2. A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.
3. Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan: physical model or 3D massing model that can be viewed from different perspectives in real time at the panel meeting, property location (aerial photo or line drawing), illustrative site plan, typical floor plans, sections, elevations, perspective views, precedent images and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. **Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.**







LOCATION MAP

PROJECT DESCRIPTION:

THE 4824 EDGE Moor LANE PROJECT, LOCATED IN DOWNTOWN BETHESDA, CONSISTS OF A NEW 12-STORY CONCRETE FRAMED BUILDING WITH 77 RESIDENTIAL UNITS. LOCATED ON THE GROUND FLOOR WILL BE A LEASING OFFICE, LOBBY AND MAIL/ PACKAGE ROOMS. FLOORS 2-12, 7,400 SF EACH, WILL CONTAIN A MIX OF (1) ONE AND (2) TWO BEDROOM UNITS, WITH 7 PER FLOOR. THE CELLAR LEVELS WILL CONTAIN AN AUTOMATED PARKING GARAGE WITH 77 SPACES, BIKE AND TENANT STORAGE AND BUILDING UTILITY ROOMS. THE ROOF WILL CONSIST OF A GREEN ROOF AREA, OUTDOOR ROOF DECK AND PENTHOUSE CONTAINING TENANT AMENITY AREAS. THE SCREENED PENTHOUSE ROOF WILL HOUSE REQUIRED MECHANICAL AND ELECTRICAL EQUIPMENT. THE BUILDING WILL BE FULLY SPRINKLERED. THE EXTERIOR BUILDING ENVELOPE WILL BE COMPRISED OF GLASS, CEMENTITIOUS AND METAL WOODGRAIN PANELS, STUCCO AND VEGETATIVE WALLS. ALUMINUM CANOPIES, FINS AND TRELLISES WILL BE IMPLEMENTED TO ACCENT THE BUILDING FACADES.

UNIT CALCULATIONS BASED ON DEMISING PLANS DRAWN FEBRUARY 12, 2020										
LEVEL	GROSS AREA	NET RESI.	SERVICE/CIRC.	EXTERIOR WALL 14"	LEASING/AMENITY/LOBBY	1 BED	1 BED DEN	2 BED	UNITS	EFFIC.
PENTHOUSE	3020		450	250	2320					
12th FLOOR	7320	5885	930	415		4	2	1	7	80.4%
11th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
10th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
9th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
8th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
7th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
6th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
5th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
4th FLOOR	7420	5970	930	425		4	2	1	7	80.5%
3rd FLOOR	7420	5970	930	425		4	2	1	7	80.5%
2nd FLOOR	7420	5900	1095	425		4	2	1	7	79.5%
1st FLOOR	7350		4600	420	2330					
P1	7700									62
TOTAL	99590	65515	15445	5335	4650	44	22	11	77	80.4%
UNIT MIX						57.1%	28.6%	14.3%	100.0%	0

NOTE: SQUARE FOOTAGES ARE APPROXIMATE AND SUBJECT TO FINAL DETERMINATION



WOODMONT - ONE WAY



1 INTERSECTION OF OLD GEORGETOWN RD AND EDGEMOOR LN



2 VIEW SOUTH ON WOODMONT AVE



3 VIEW SOUTH ON WOODMONT AVE



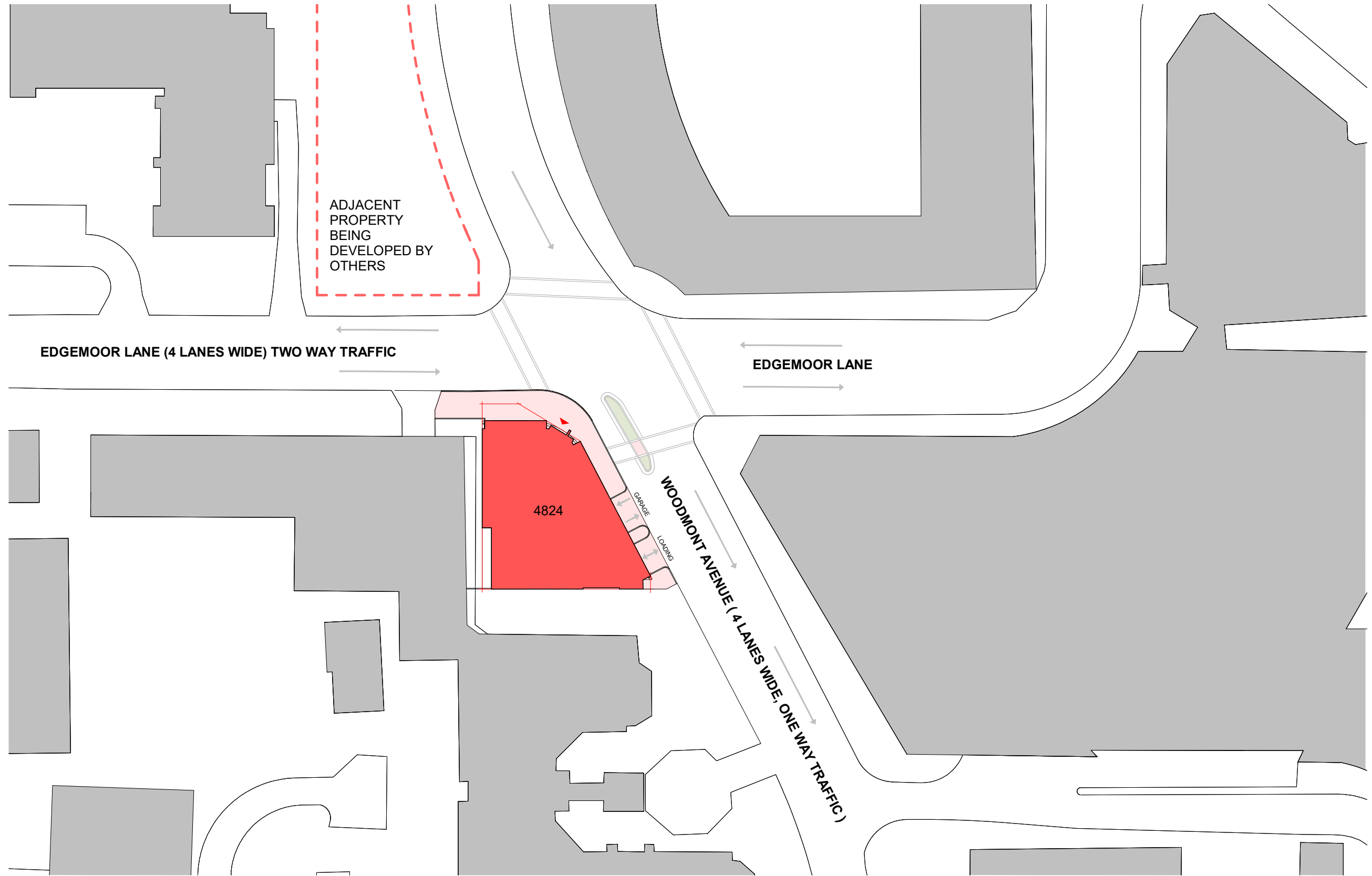
4 VIEW SOUTH ON WOODMONT AVE

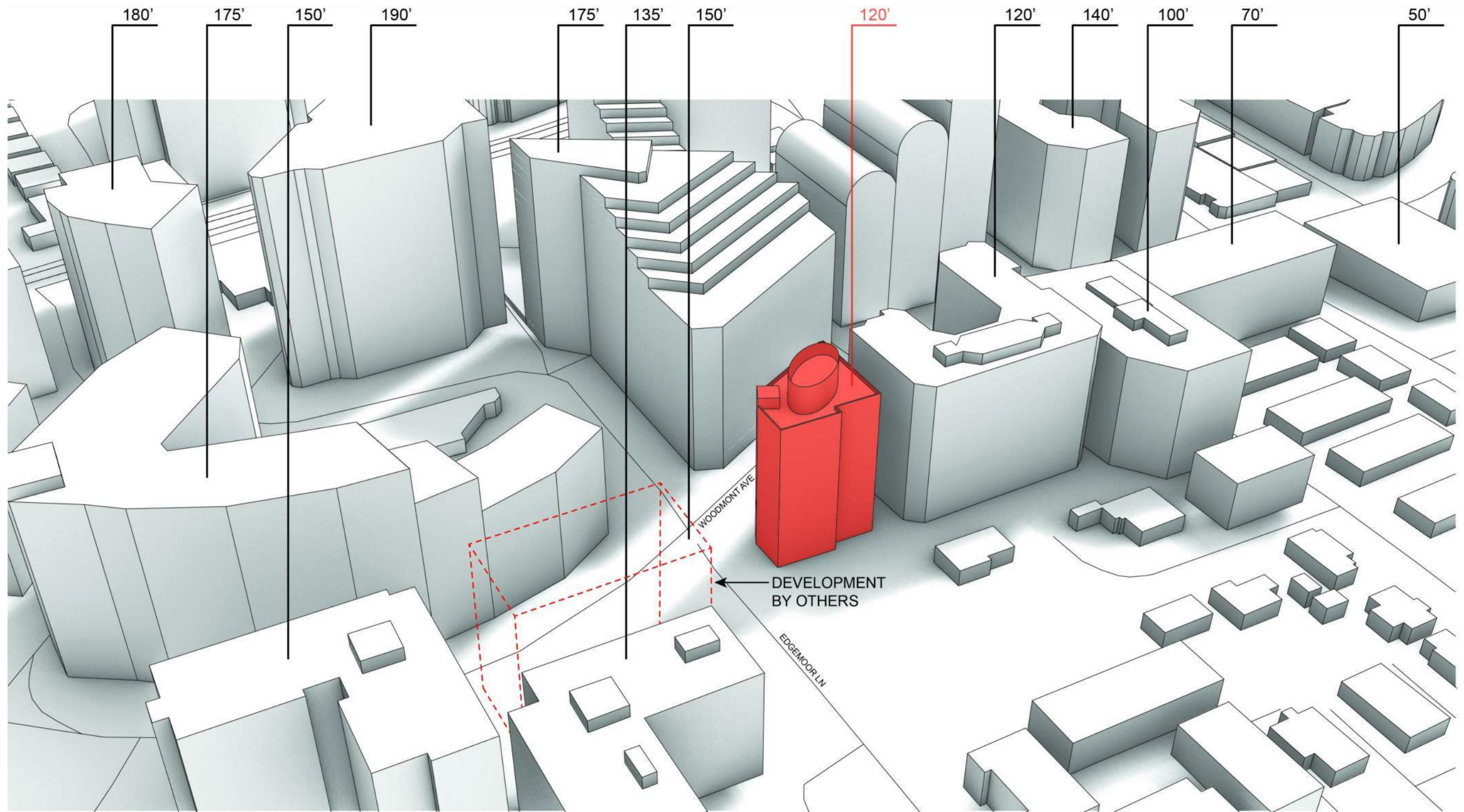


5 INTERSECTION OF EDGEMOOR LN AND WOODMONT AVE

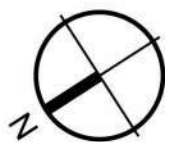


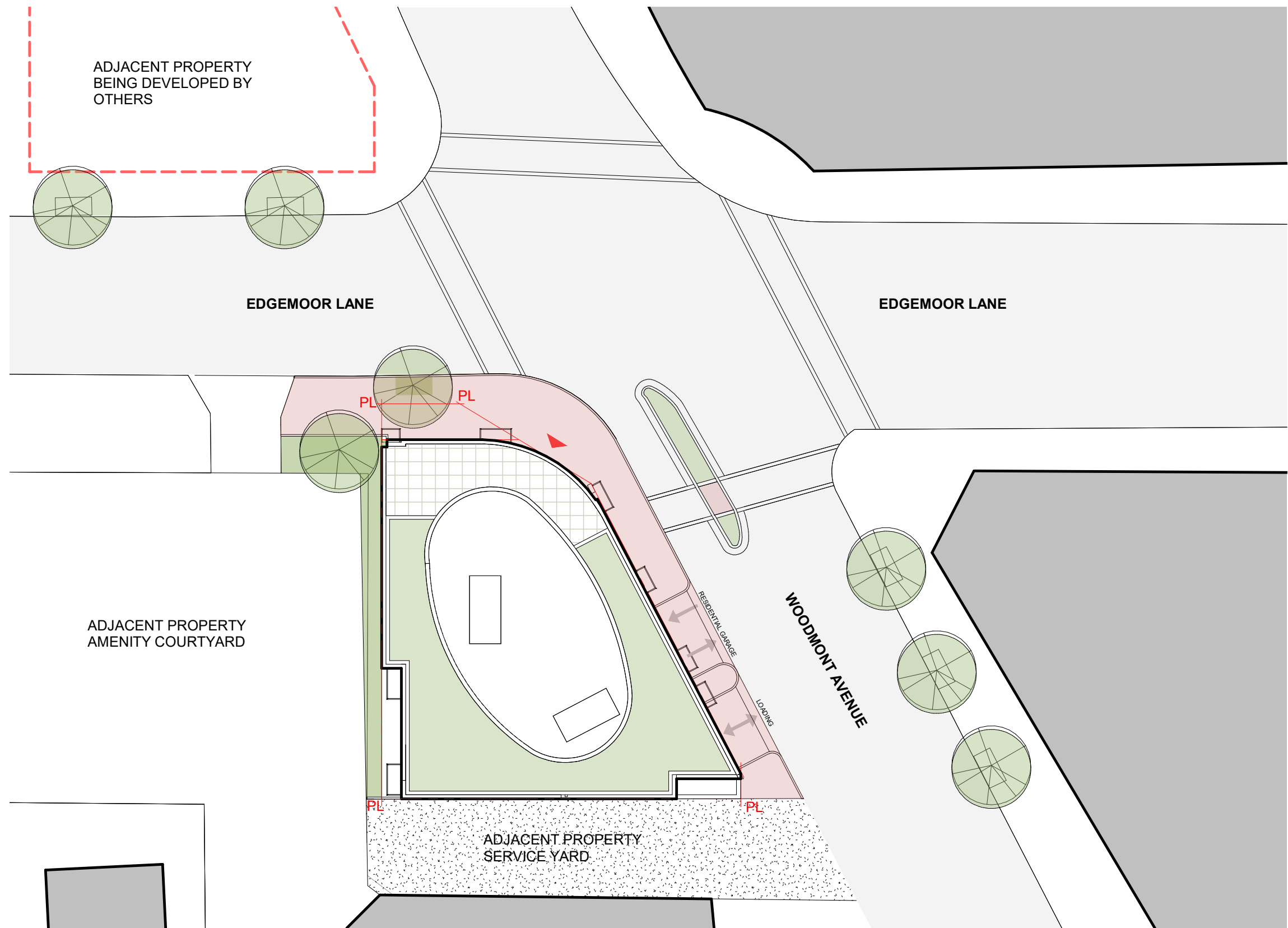
6 VIEW NORTH ON WOODMONT AVE

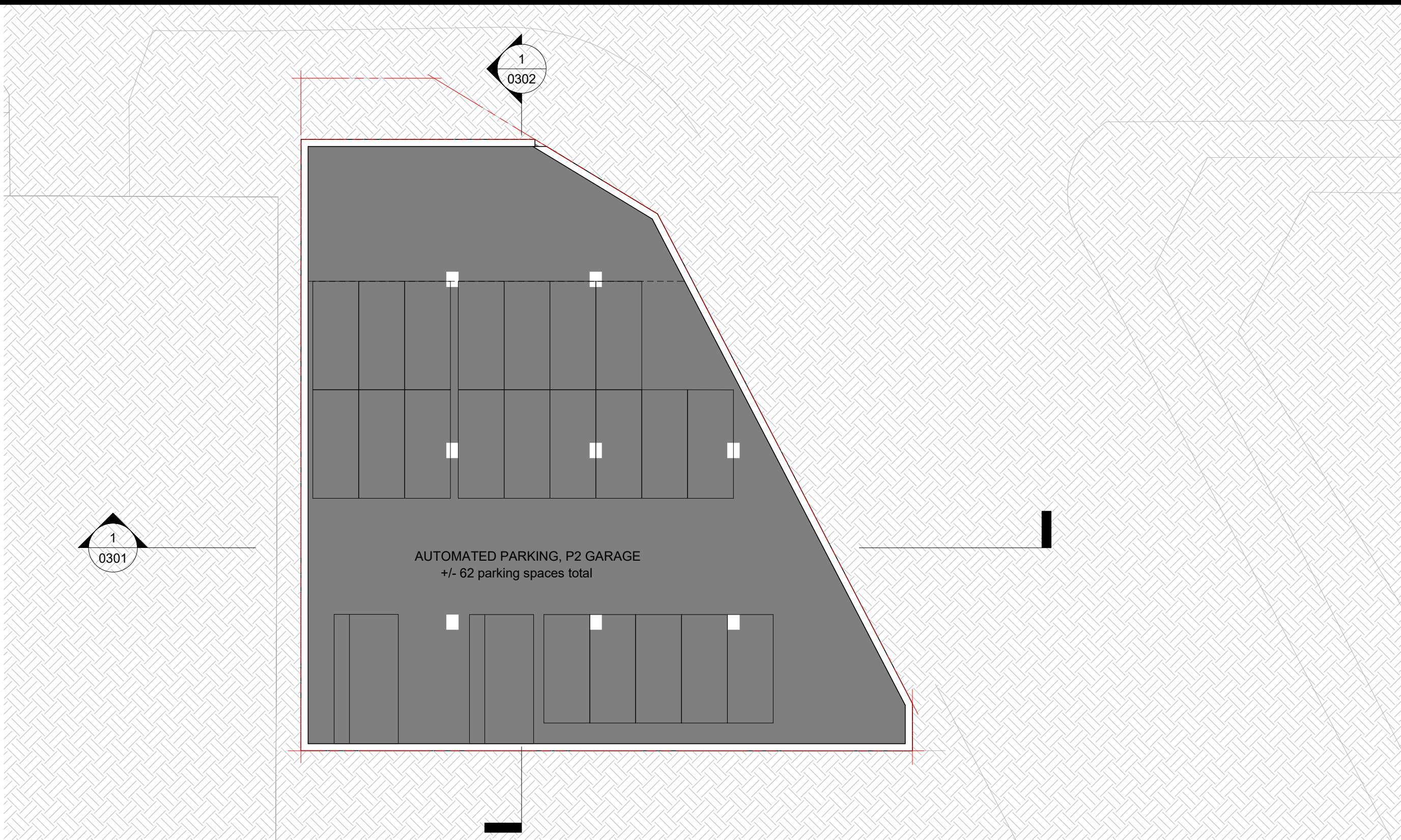


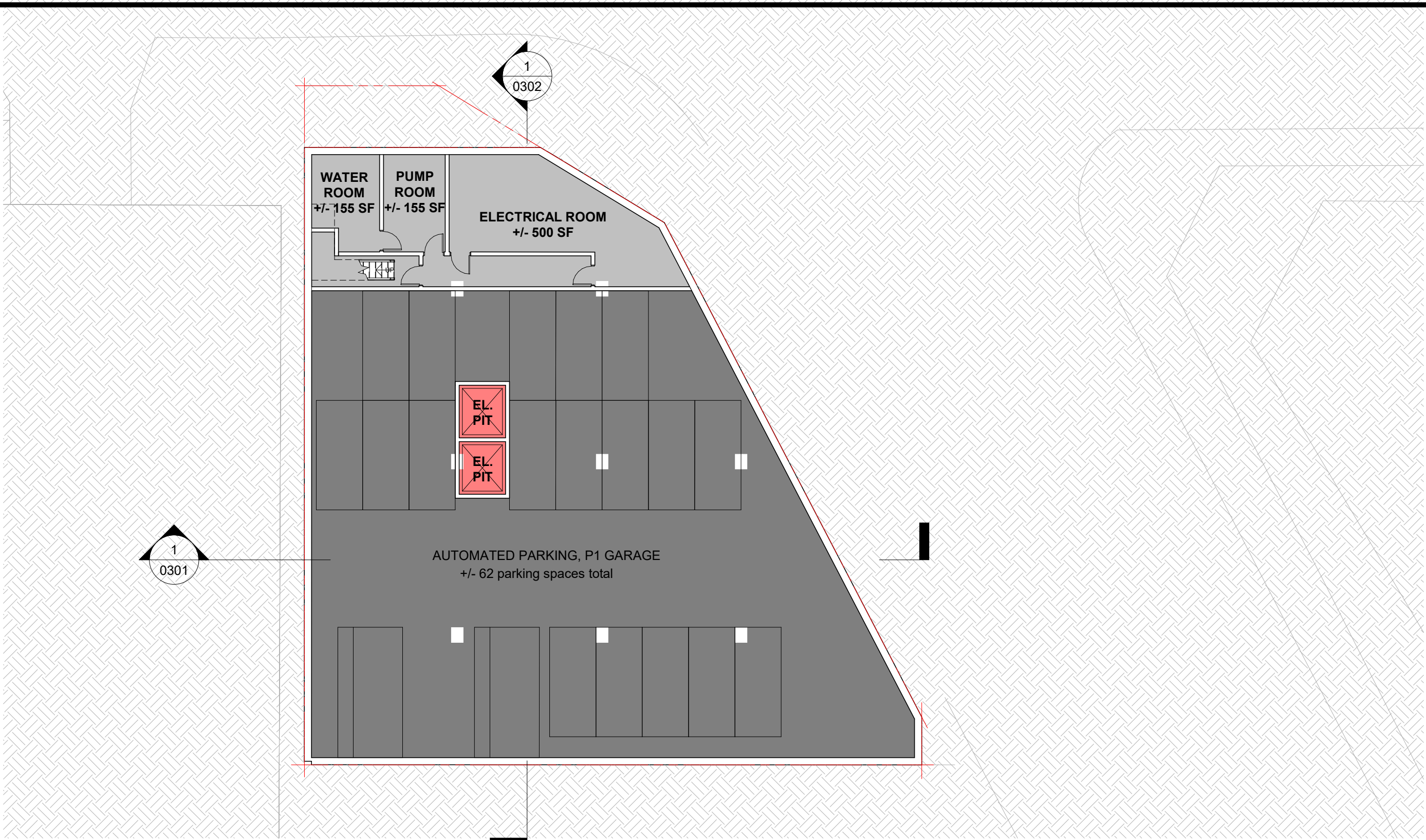


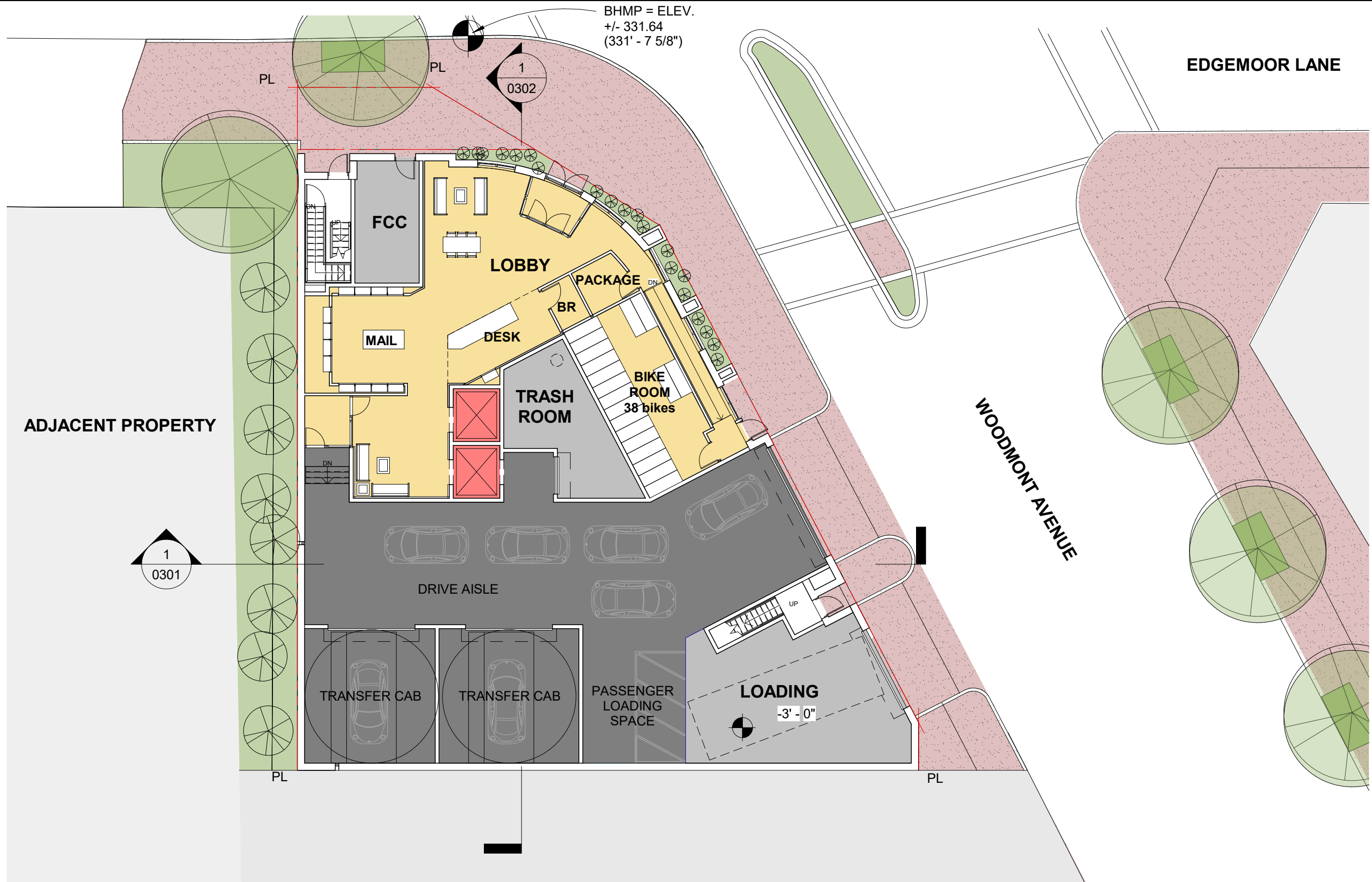
BUILDING MASSING











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LEVEL 1 - GROUND FLOOR

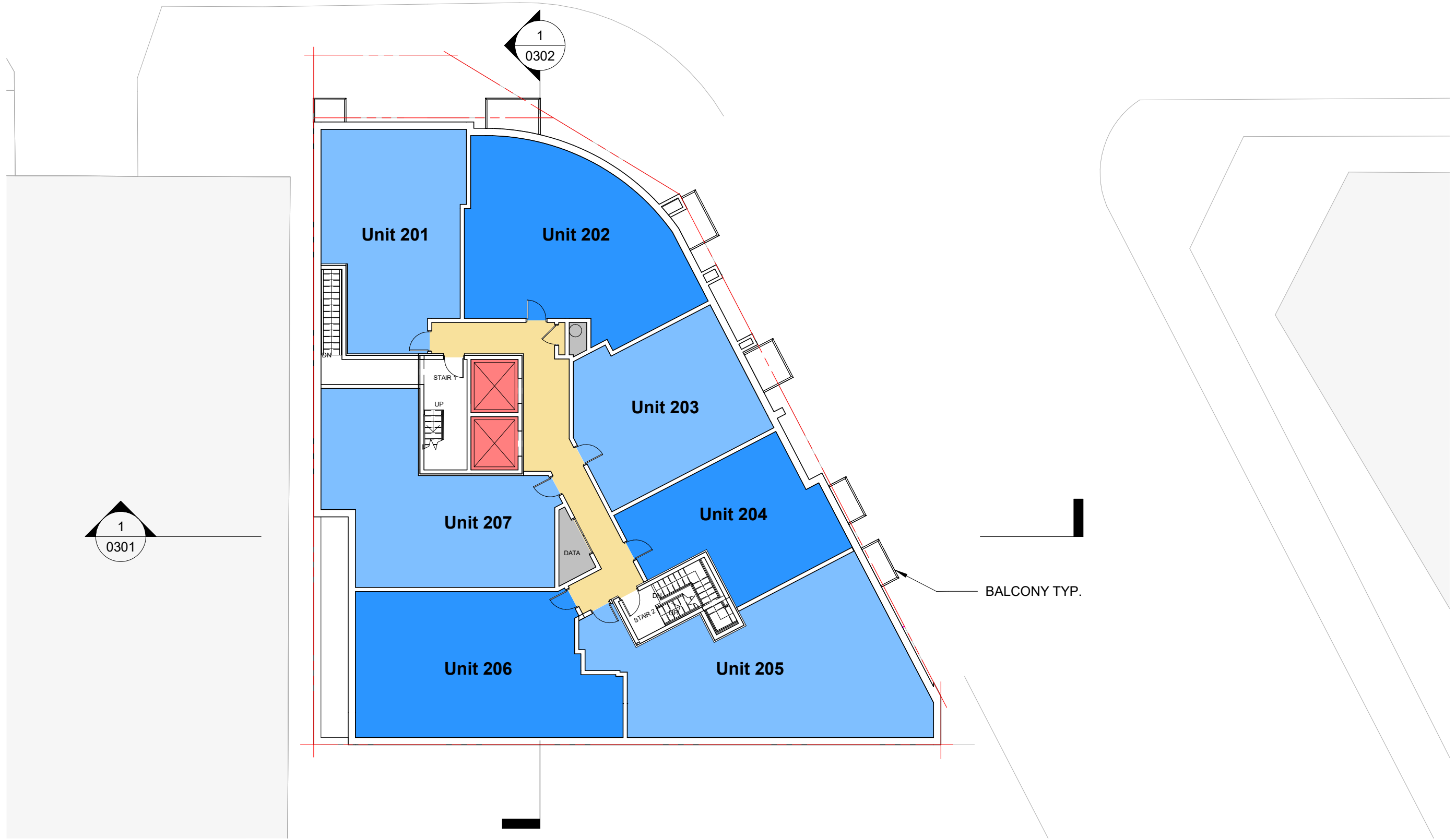
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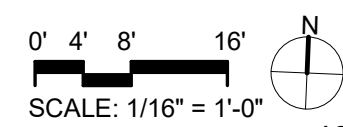
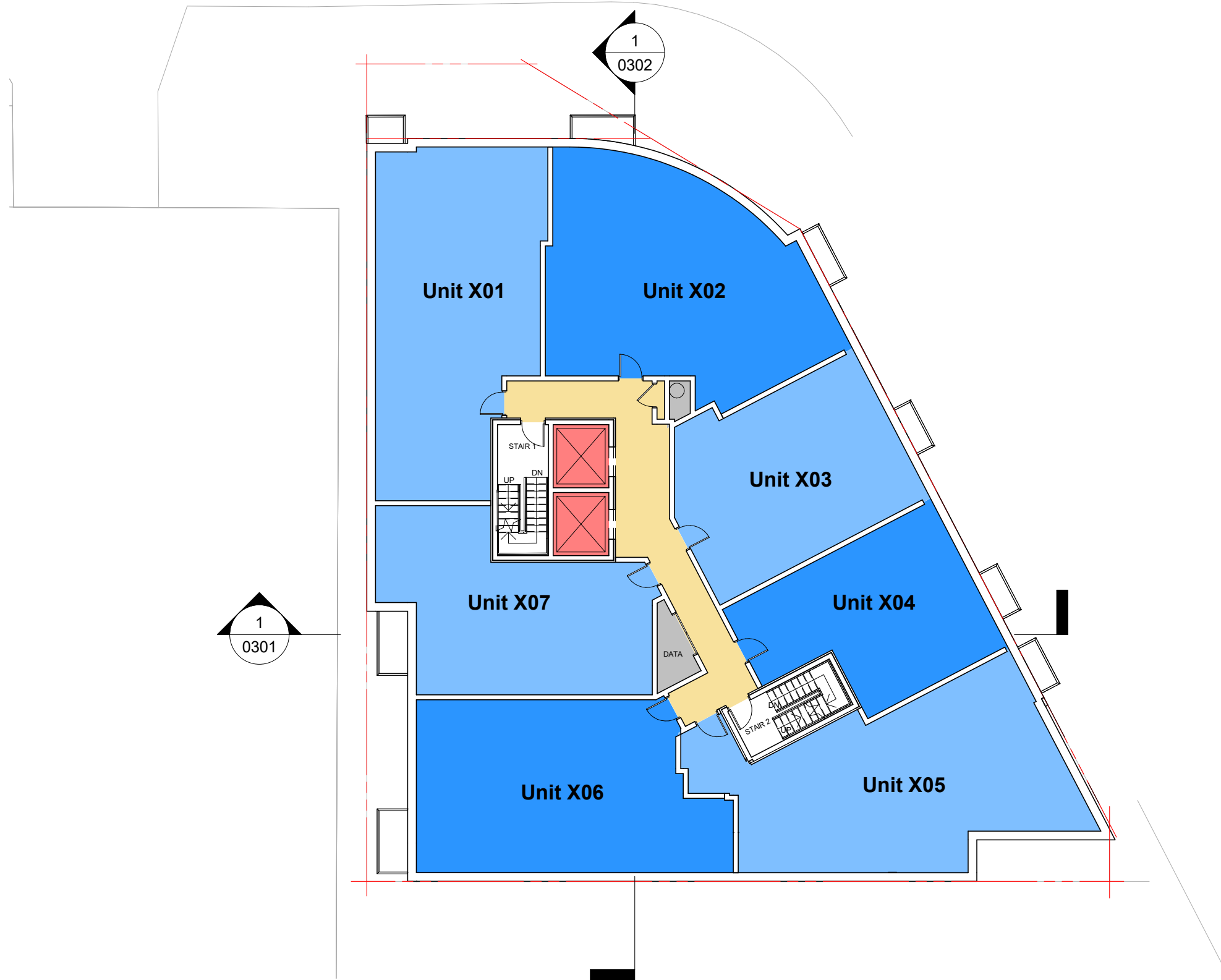
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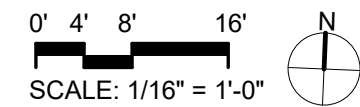
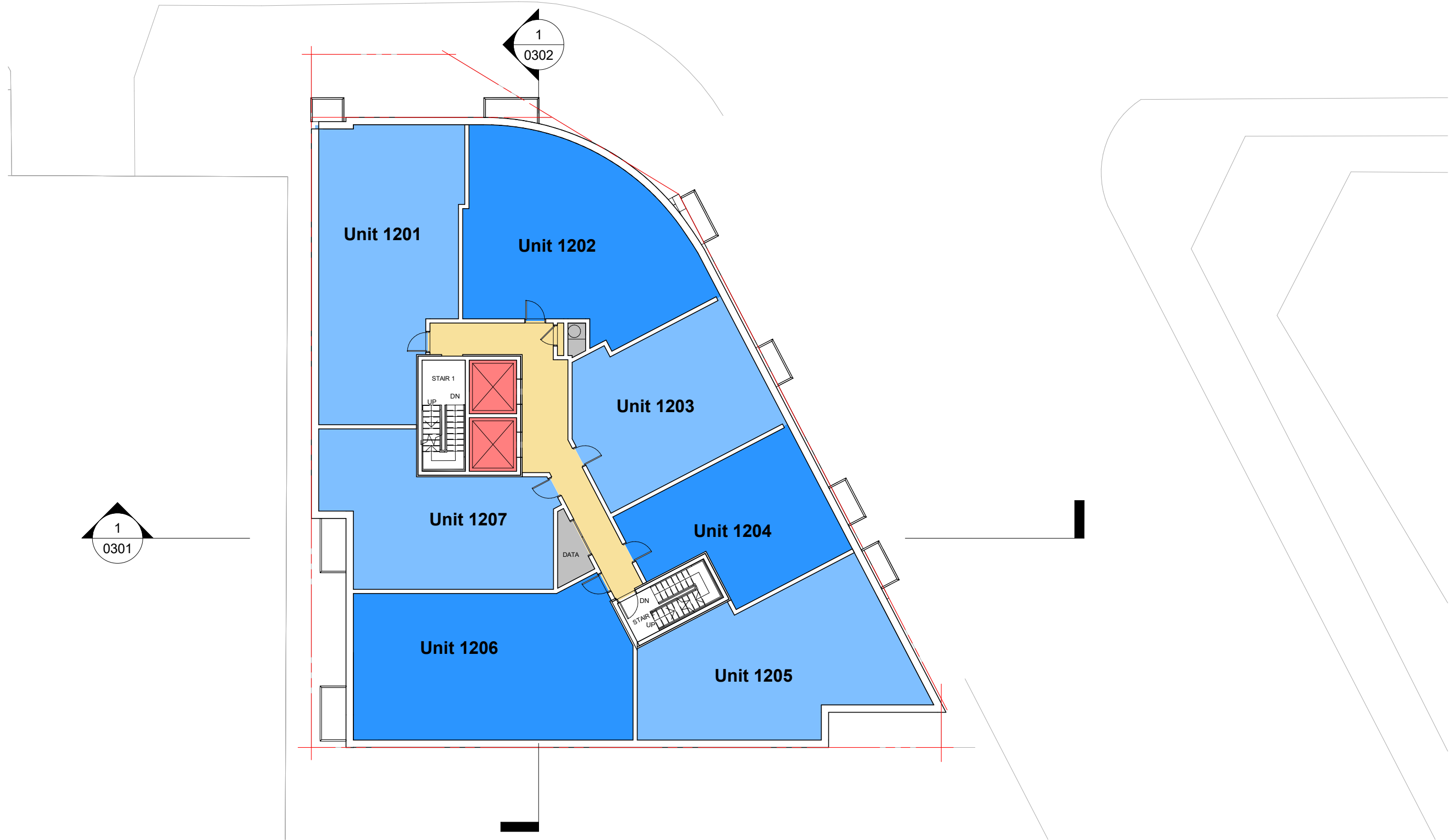
LEVEL 3-11 (TYPICAL)

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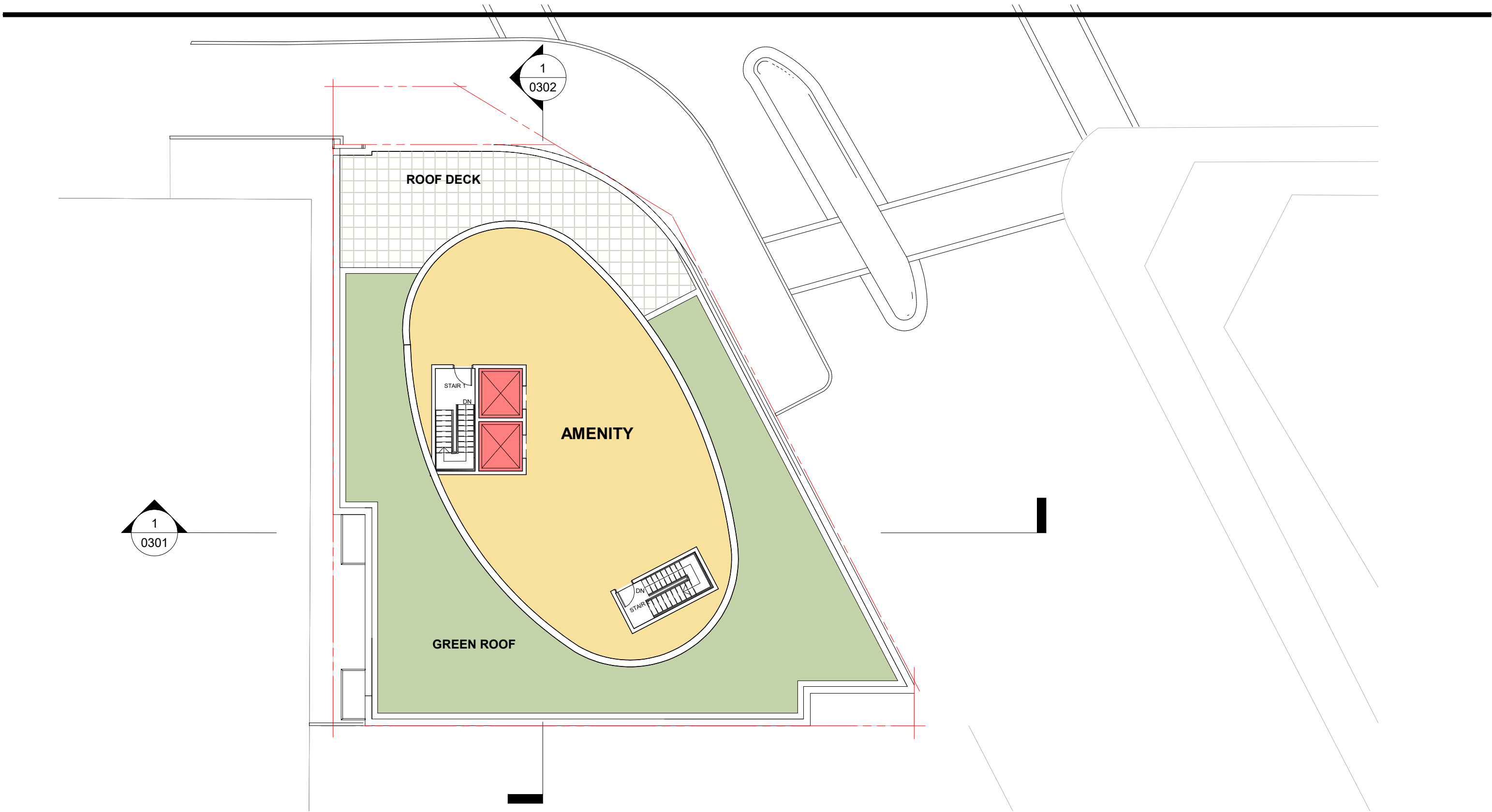
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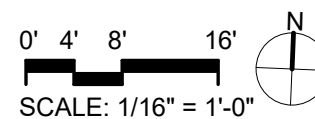
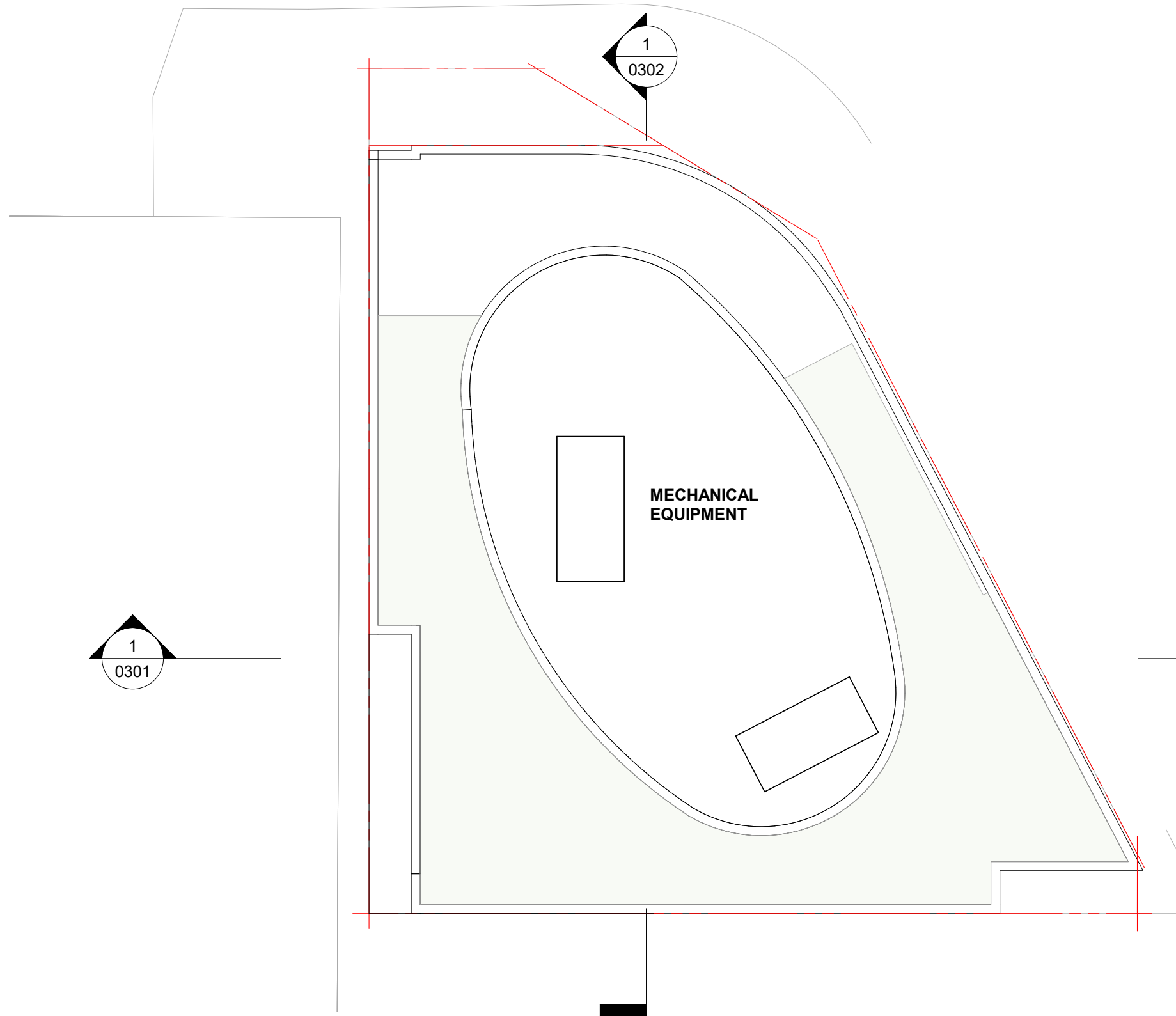
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ROOF PLAN

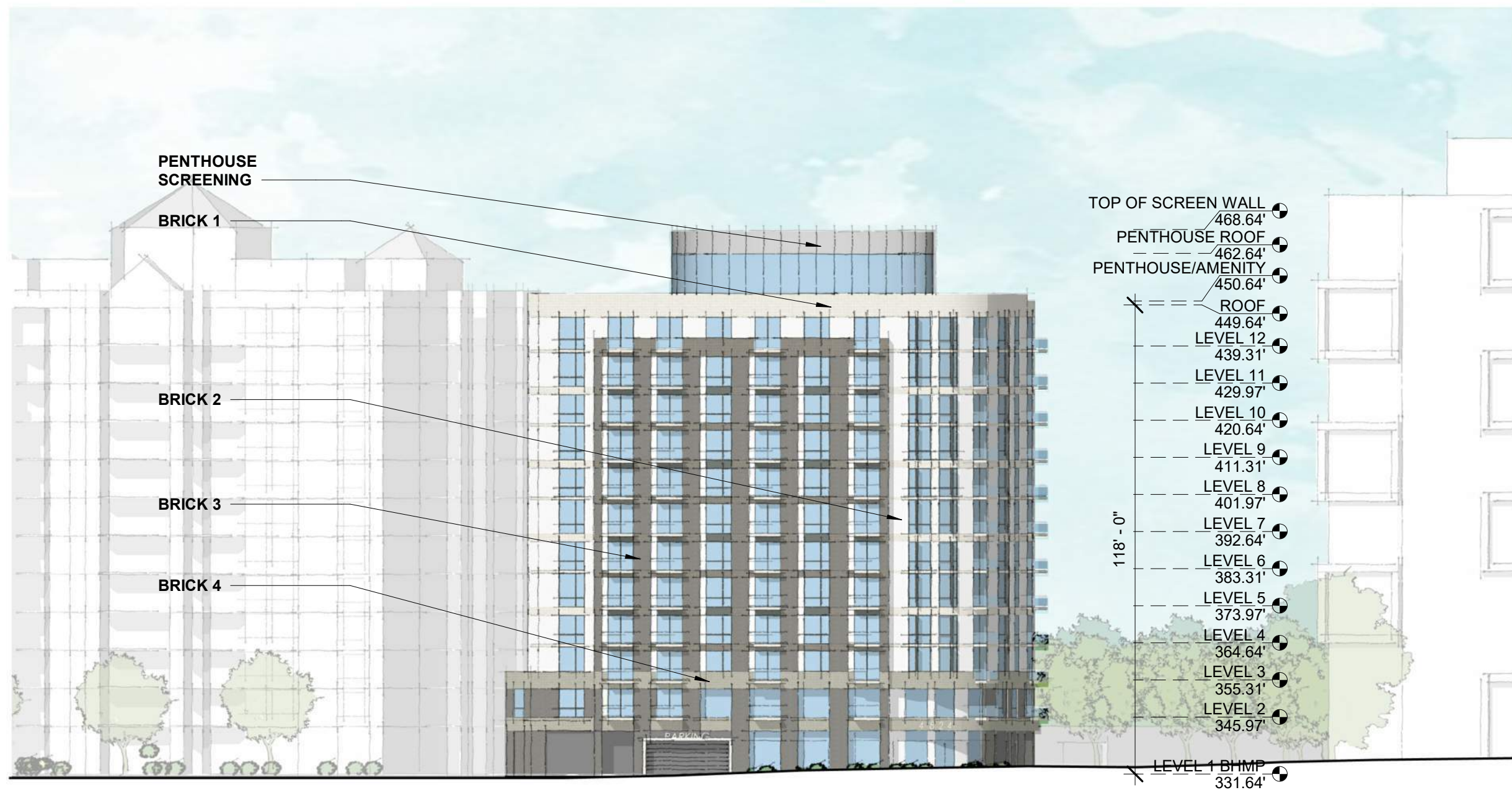
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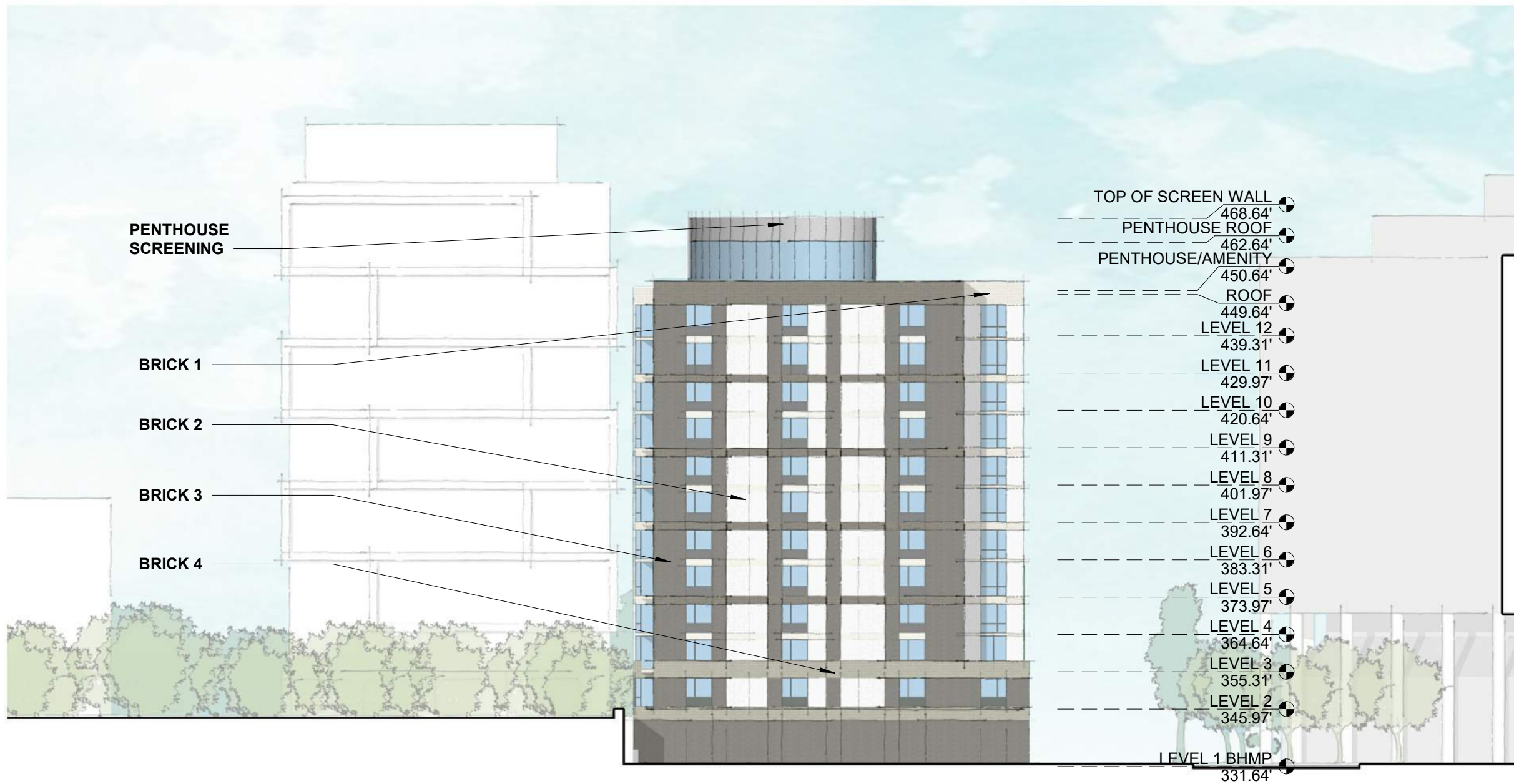
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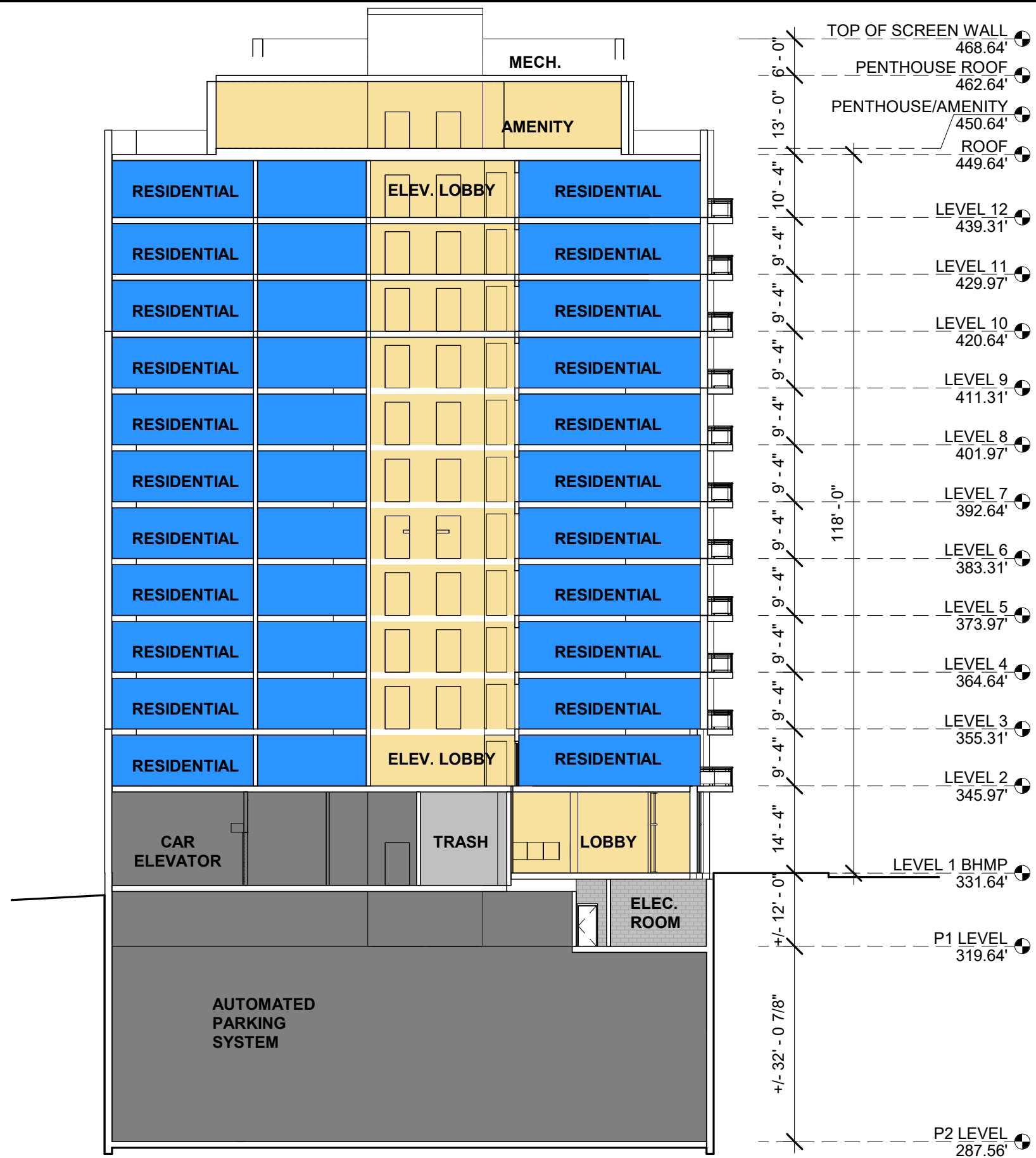
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0' 5' 10' 20'



SCALE: 1" = 20'



Organizing Grid to Modulate and Break Down Massing



Articulated Floorplates with Double Height Openings



Organizing Grid to Create Uniformity



Double Height Openings to Reduce Apparent Height



Articulated Floorplates with Brick Piers



Articulated Floorplates with Punched Windows



Vertical Colored Panel System for Visual Interest



Vertical Colored Panel System for Visual Interest



Vertical Colored Panel System for Visual Interest



Horizontal Colored Panel System for Visual Interest

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PRECEDENTS

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NORTHWEST PERSPECTIVE

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SOUTHEAST PERSPECTIVE

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SOUTHWEST PERSPECTIVE

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2.1.3 Downtown Mixed-Use Street

WOODMONT AVENUE

Downtown Mixed-Use Streets typically accommodate high levels of pedestrian activity with frequent parking turnover, as well as loading and service access needs for local businesses and multi-unit residential buildings. These streets are predominantly lined by mid- to high-rise buildings with a mix of commercial and residential uses. Examples of Downtown Mixed-Use Streets include Woodmont Avenue and most streets in the Downtown Bethesda core and Woodmont Triangle District.

Intent: Building and sidewalk designs along Downtown Mixed-Use Streets should create a vibrant environment that accommodates the diverse needs of businesses, residents and visitors. Sidewalks should balance ease of walkability for continuous pedestrian flow with space for outdoor uses.

Table 2.02: Downtown Mixed-Use Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5 - 8 ft.
- B. Pedestrian Through Zone: 8 - 12 ft.
- C. Frontage Zone*: 0 - 7 ft.

Building Placement

- D. Build-to Line: 15- 20 ft. from street curb

Building Form

- E. Base Height: 3-6 stories (35-70 ft.)
- F. Step-back: 10-15 ft.**

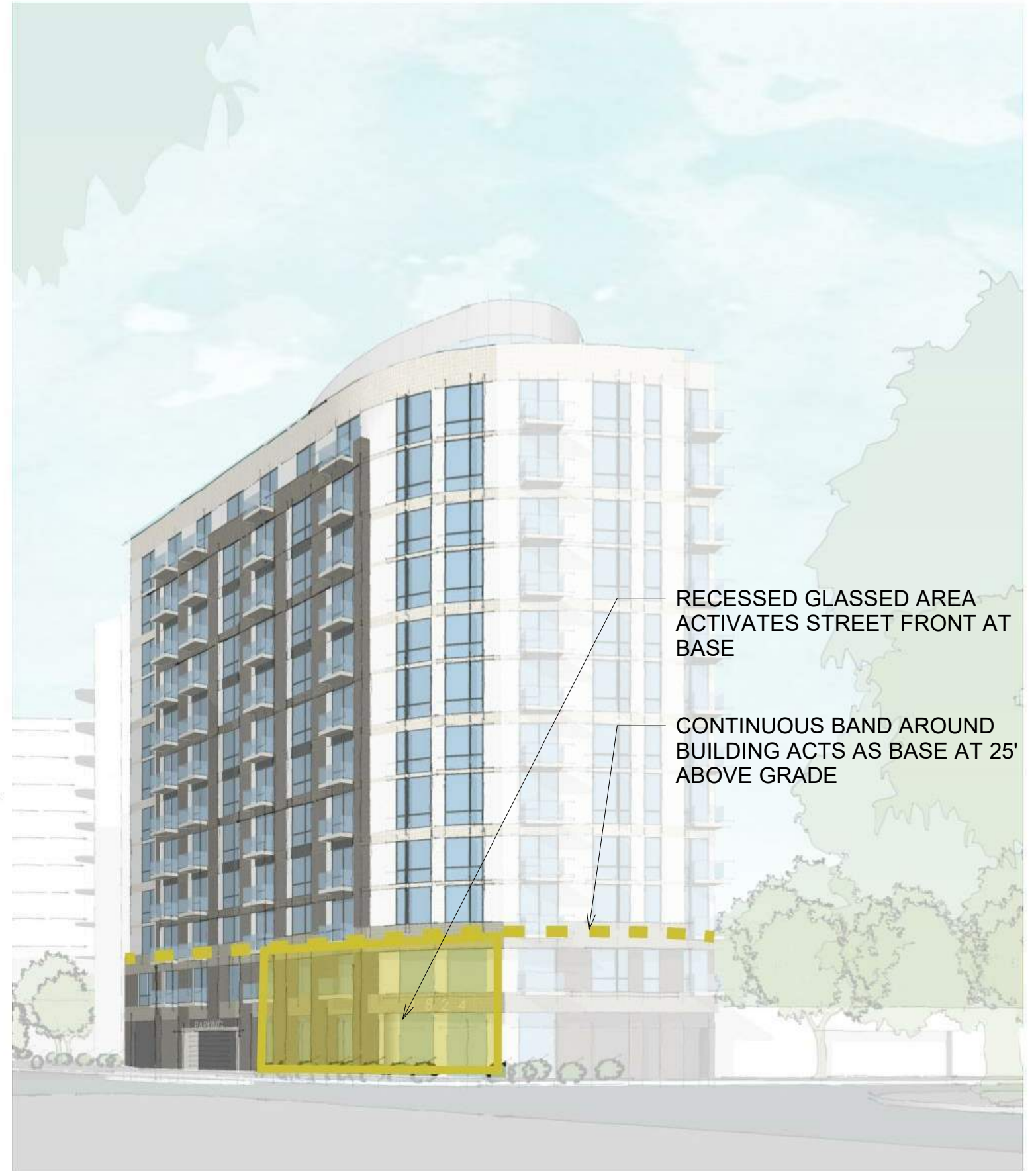
Alternative Treatments

** 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.

NON-COMPLIANT WITH STEP BACK,
SEEKING ALTERNATIVE TREATMENT
SEE SHEET 0608



* The Frontage Zone can be minimized or eliminated to provide a wider Pedestrian Through Zone in areas with heavy foot traffic.



EDGEMOOR LANE

2.1.7 Neighborhood Local Street

Neighborhood Local Streets are typically narrow side streets that accommodate shared bike uses, access to residential parking, on-street parking and low traffic volumes with very slow auto speeds. Sidewalks along these streets are often narrower than on other types because of the constrained street width.

Intent: Building and sidewalk designs along Neighborhood Local Streets should provide efficient and comfortable access from the urban core to neighborhoods of low-scale buildings and detached homes. Because local streets provide a transition from the downtown core to surrounding neighborhood streets, the height of building frontages should reflect this change in scale.

Table 2.06: Neighborhood Local Street

Sidewalk Zones

- A. Planting/Furnishing Zone: 5 - 8 ft.
- B. Pedestrian Through Zone: 6 - 10 ft.
- C. Frontage Zone: 0 - 4 ft.

Building Placement

- D. Build-to Line: 12 - 15 ft. from street curb

Building Form

- E. Base Height: 2 - 4 stories (25 - 50 ft.)*
- F. Step-back: 15 - 20 ft.*

** Properties on a Neighborhood Local Street confronting a Residential Detached or Residential Townhouse zone should see the Montgomery County Code Chapter 59 Section 4.1.8 Compatibility Requirements for base height and upper floor step-backs.*

NON-COMPLIANT WITH STEP BACK,
SEEKING ALTERNATIVE TREATMENT
SEE SHEET 0608



CONTINUOUS BAND AROUND
BUILDING ACTS AS BASE AT 25'
ABOVE GRADE

RECESSED GLASSED AREA
ACTIVATES STREET FRONT AT
BASE

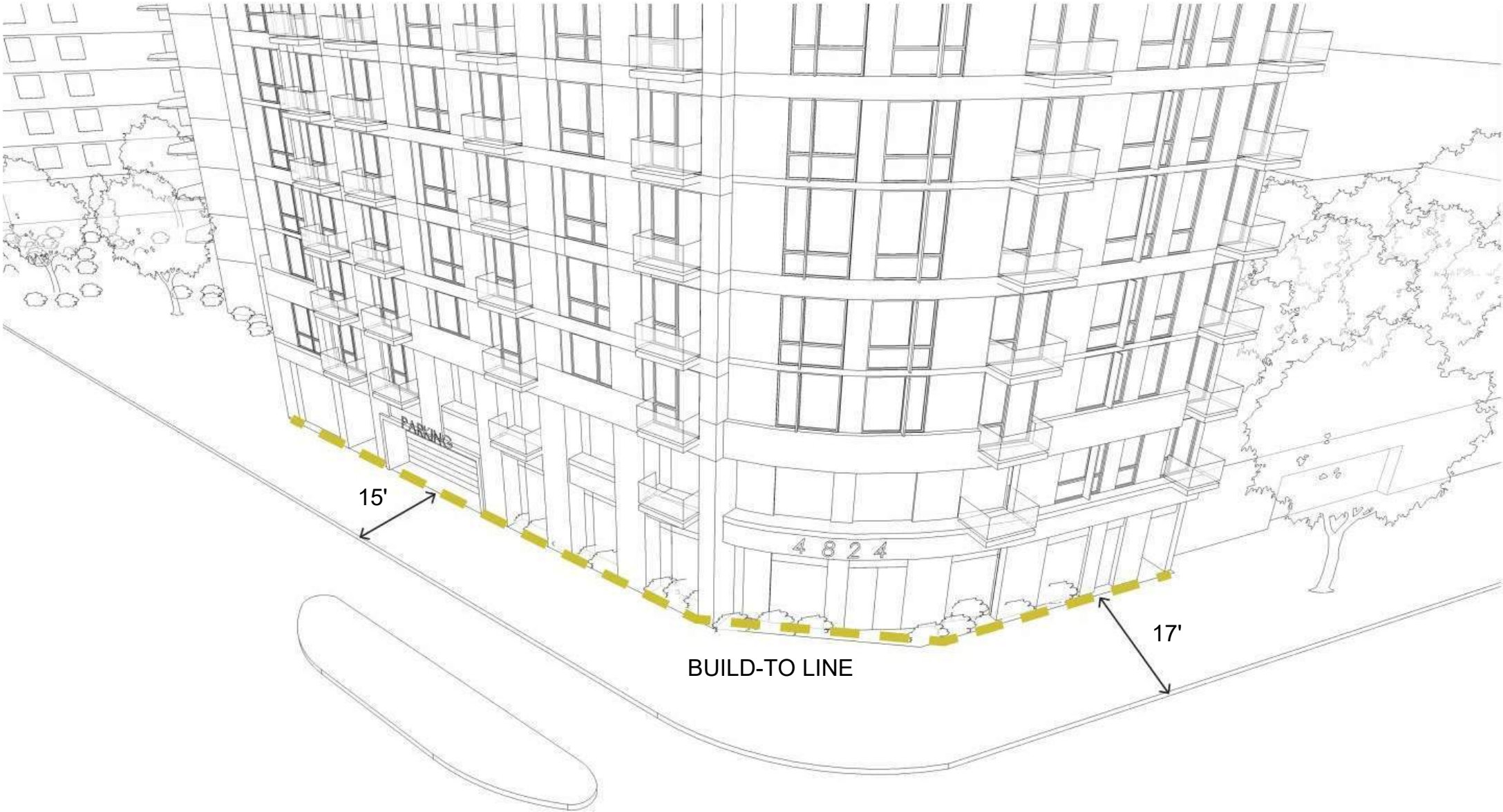


2.4.2 Base: Building Placement

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.

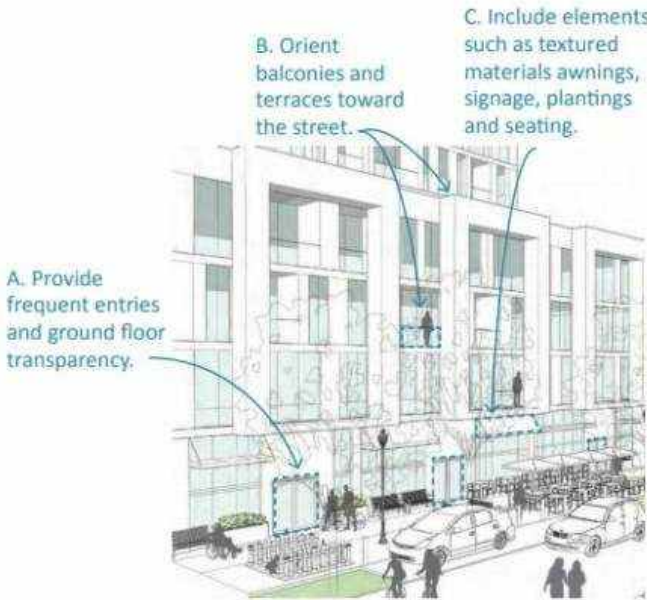


2.4.3 Base: Street Activation

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*.



PLANTING AT BUILDING BASE

TRANSPARENT GROUND FLOOR TO ACTIVATE PUBLIC REALM

CANOPY / SIGNAGE

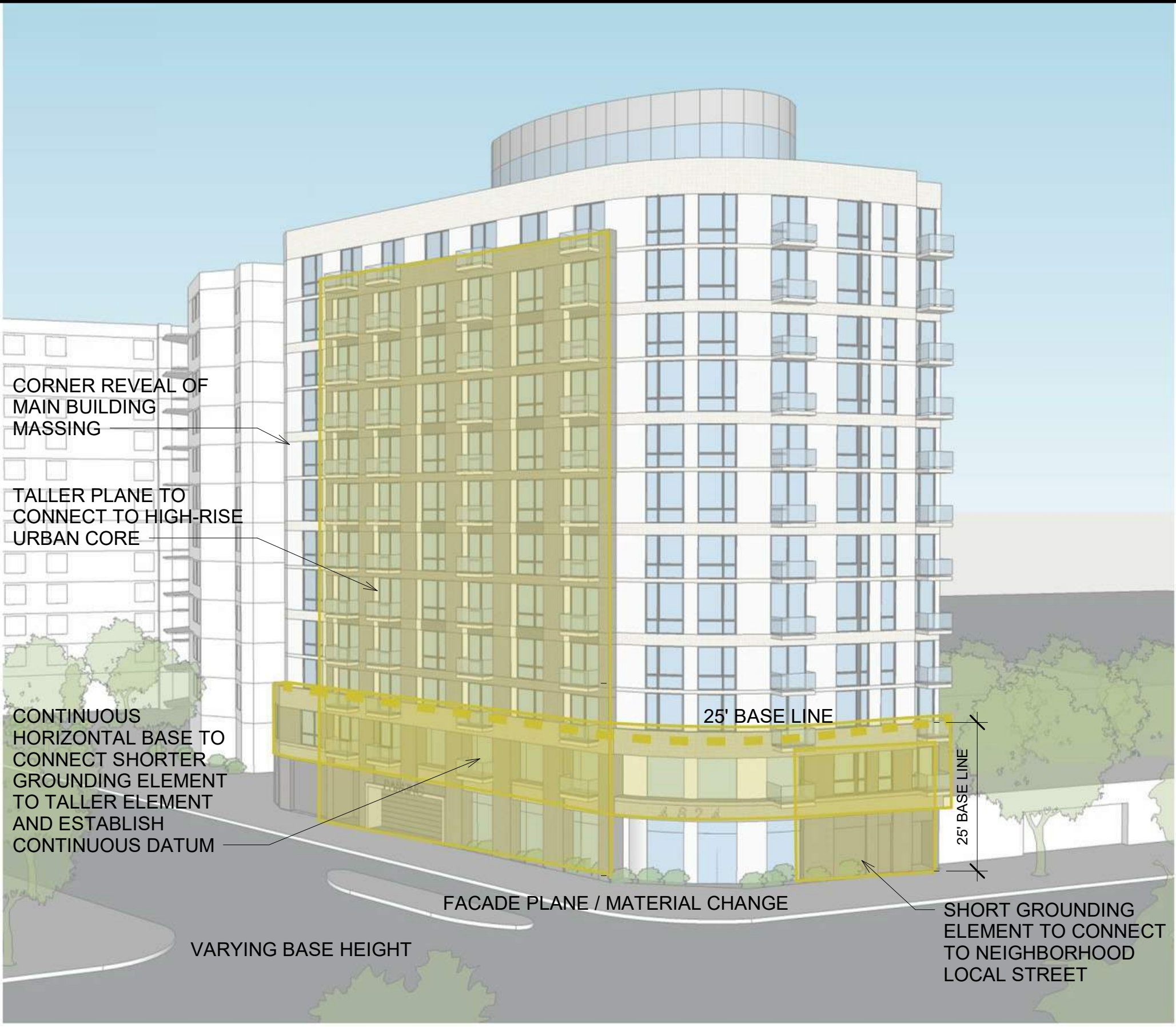
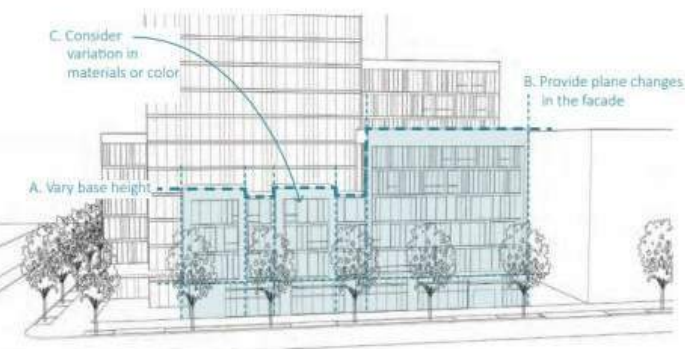
PLANTING AT BUILDING BASE

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.



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:

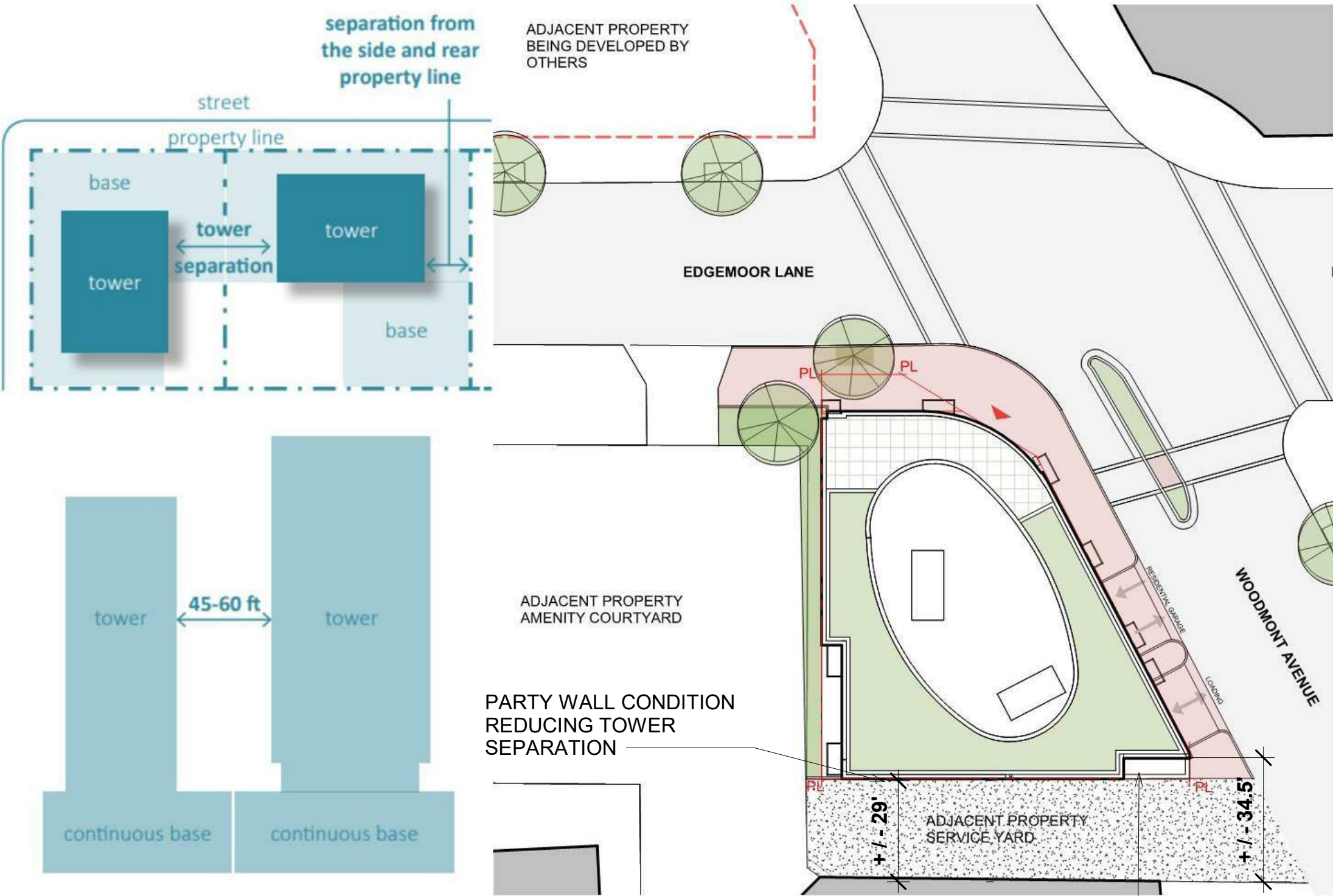
- A. Separate tower floors at least 45 to 60 feet (22.5 to 30 feet from the side and rear property lines).
- B. Provide a continuous building base along the lower floors.
- C. Avoid building towers to the property line creating expansive blank party walls that are imposing on the pedestrian environment.

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.



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:

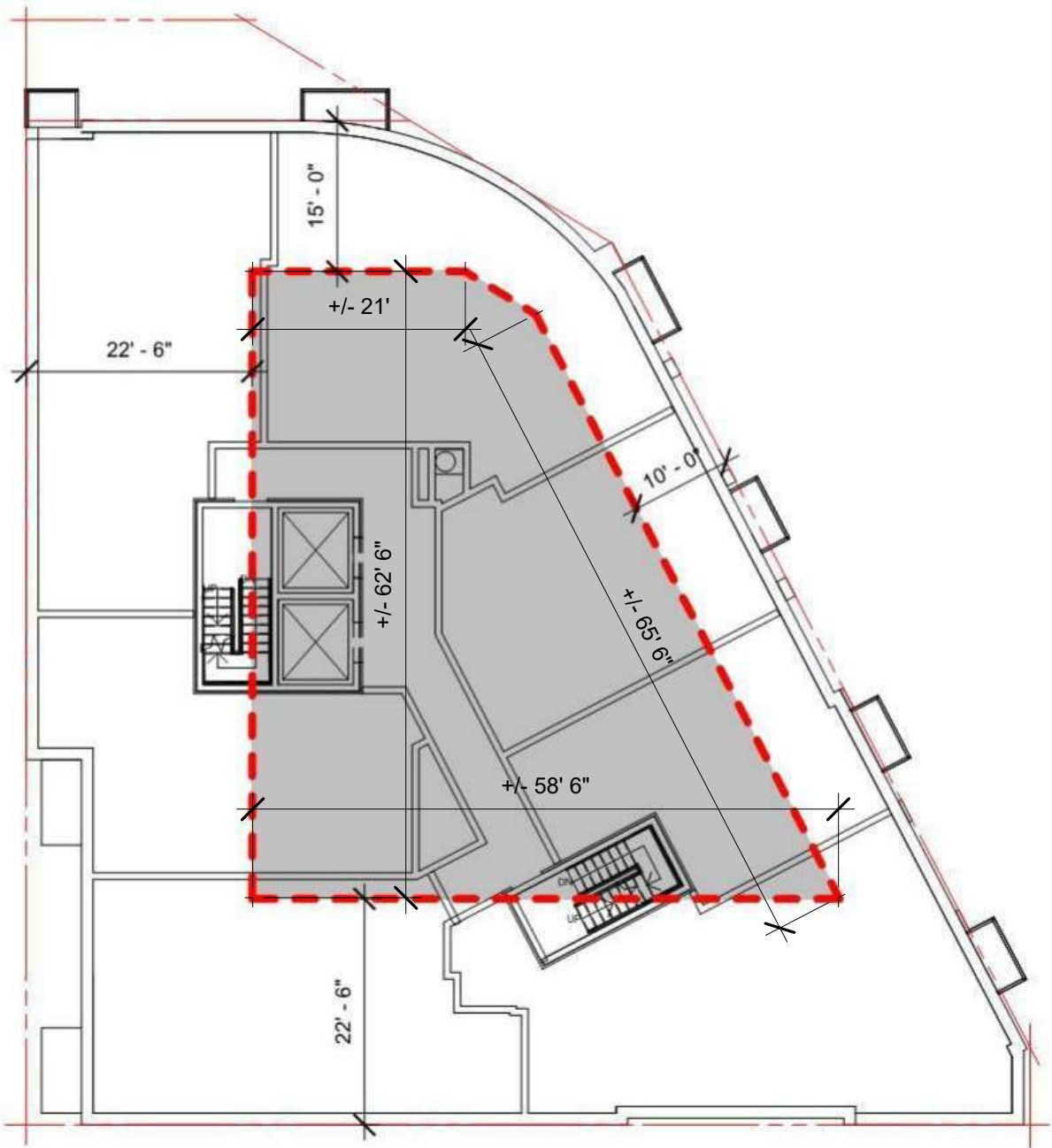
- A. Retain a tower step-back across the majority of the building frontage. The building's full height may be expressed to the ground on important corners, to mark primary entryways or to balance the massing composition with vertical elements.
- B. Encourage undulating, curved or angled tower step-backs 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.

NON-COMPLIANT, SEEKING ALTERNATIVE TREATMENT



EXISTING TYPICAL FLOORPLATE:
+/- 7,400 GSF

TYP FLOORPLATE WITH
RECOMMENDED STEP-BACKS:
+/- 2,600 GSF

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.
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Alternative Treatments:

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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.

NON-COMPLIANT, SEEKING ALTERNATIVE TREATMENT



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.



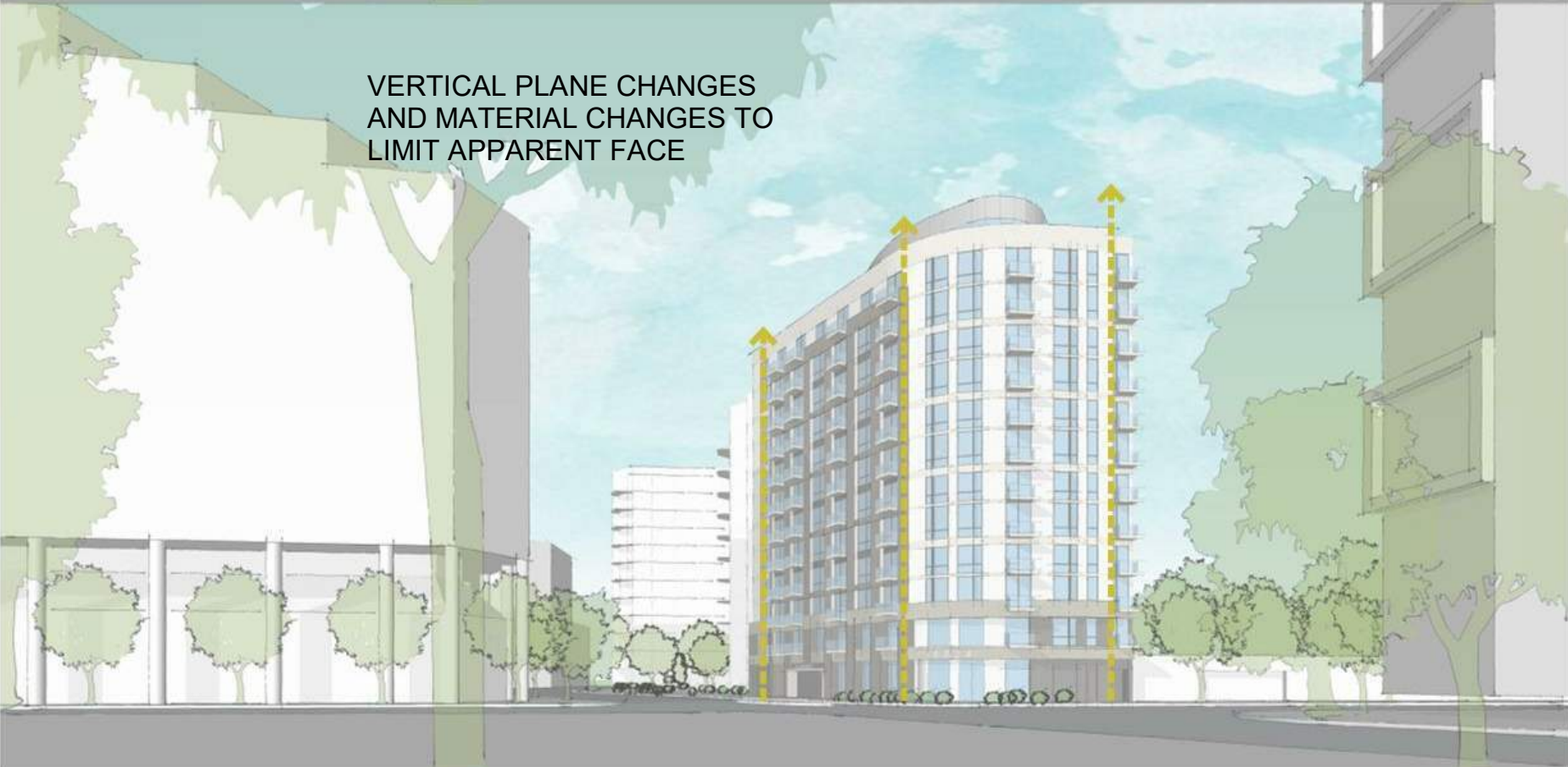
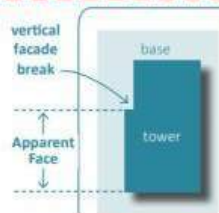
E. Vary Tower Placement and Orientation

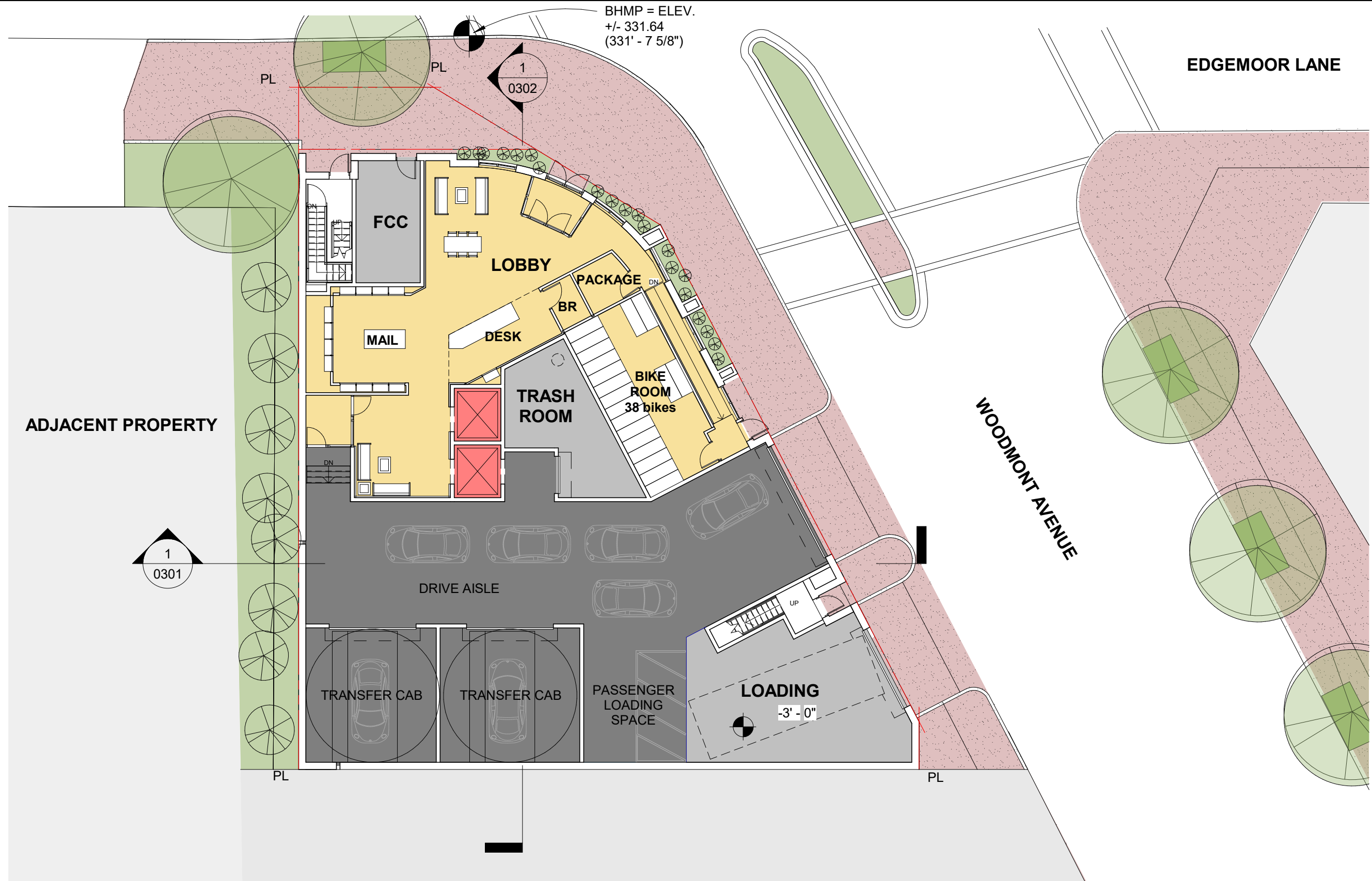
Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.

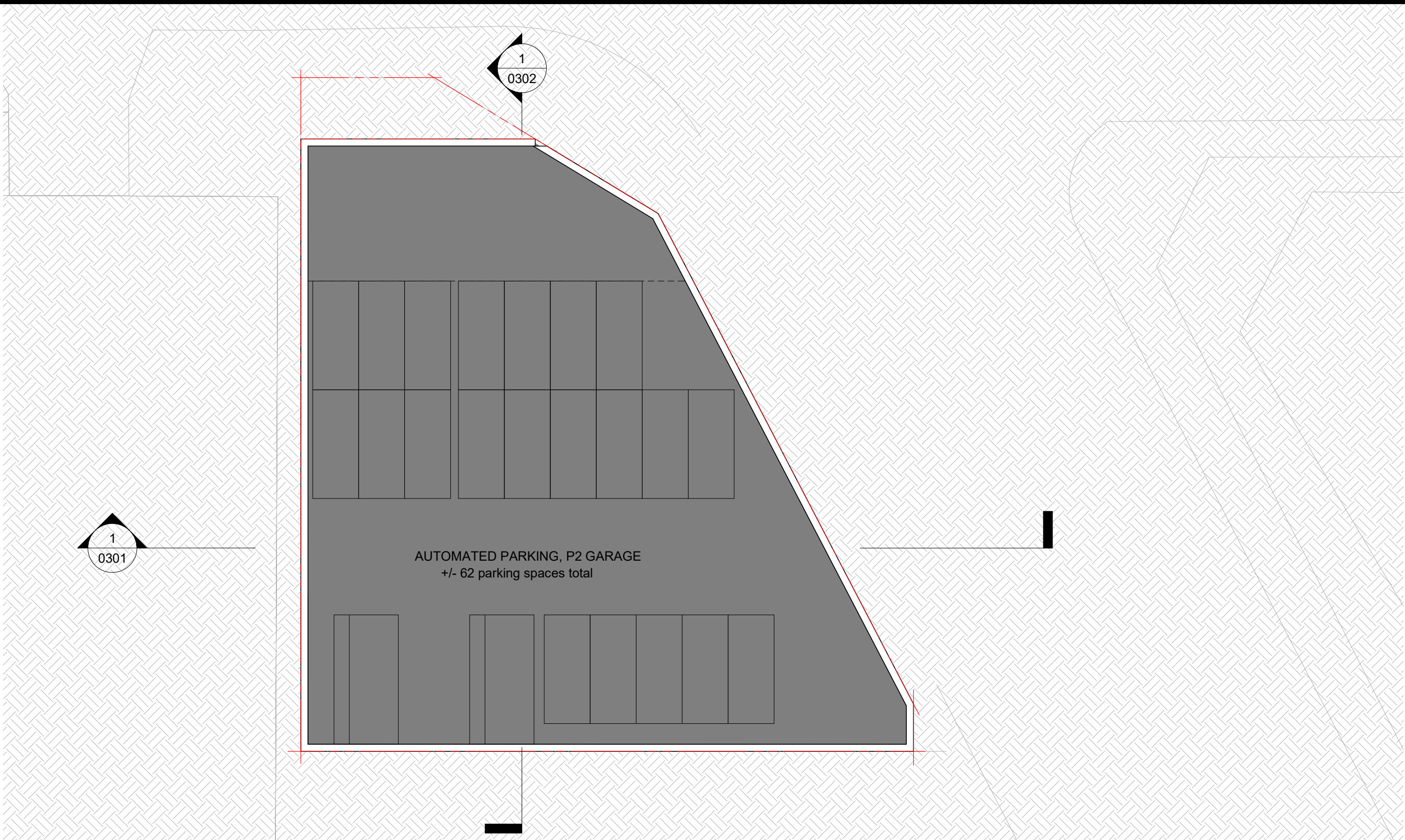


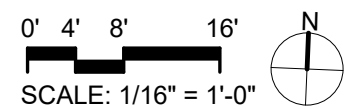
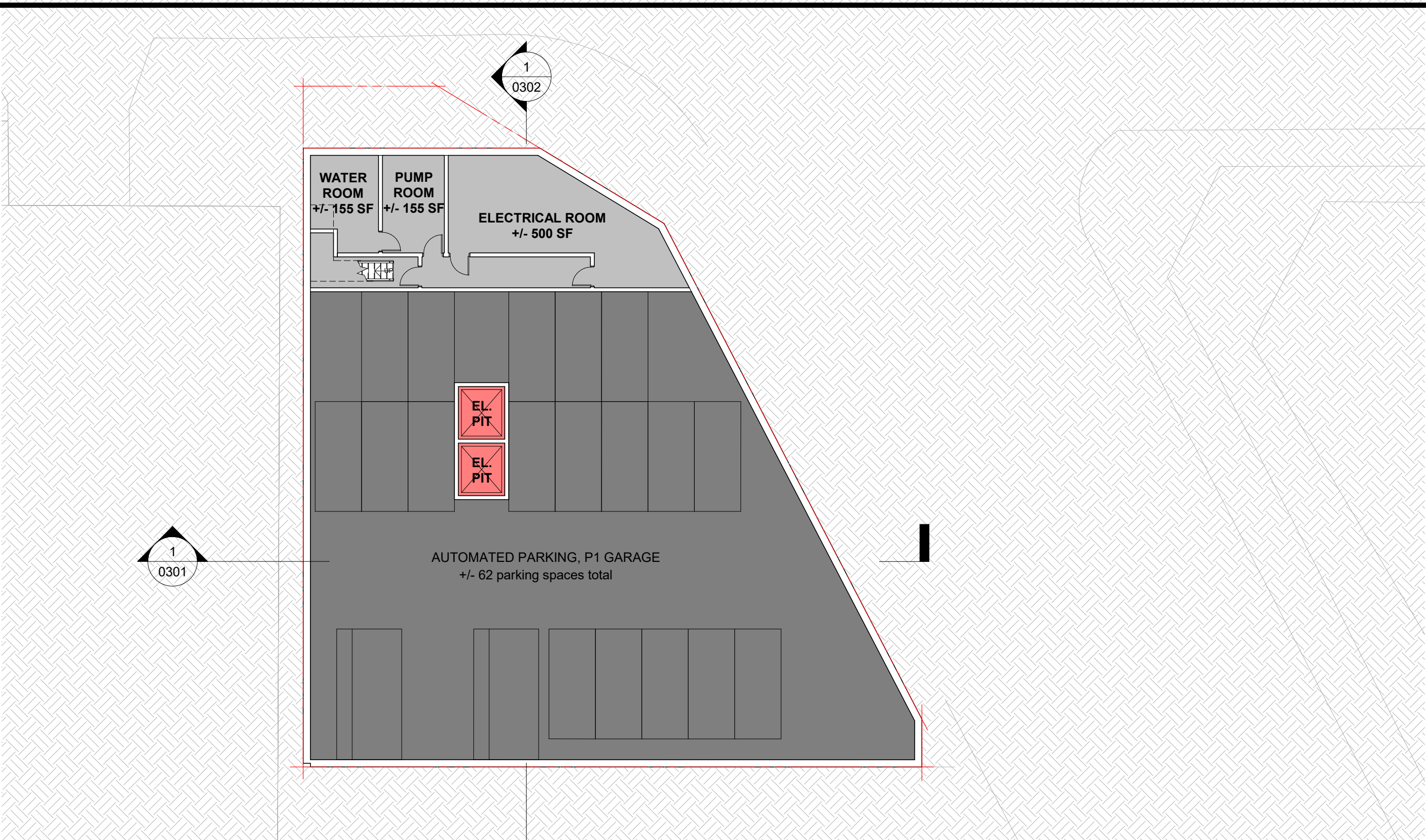
F. Limit Apparent Face

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.











0' 4' 8' 16'
SCALE: 1/16" = 1'-0"



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LEVEL 3-7 (ALTERNATE SCHEME)

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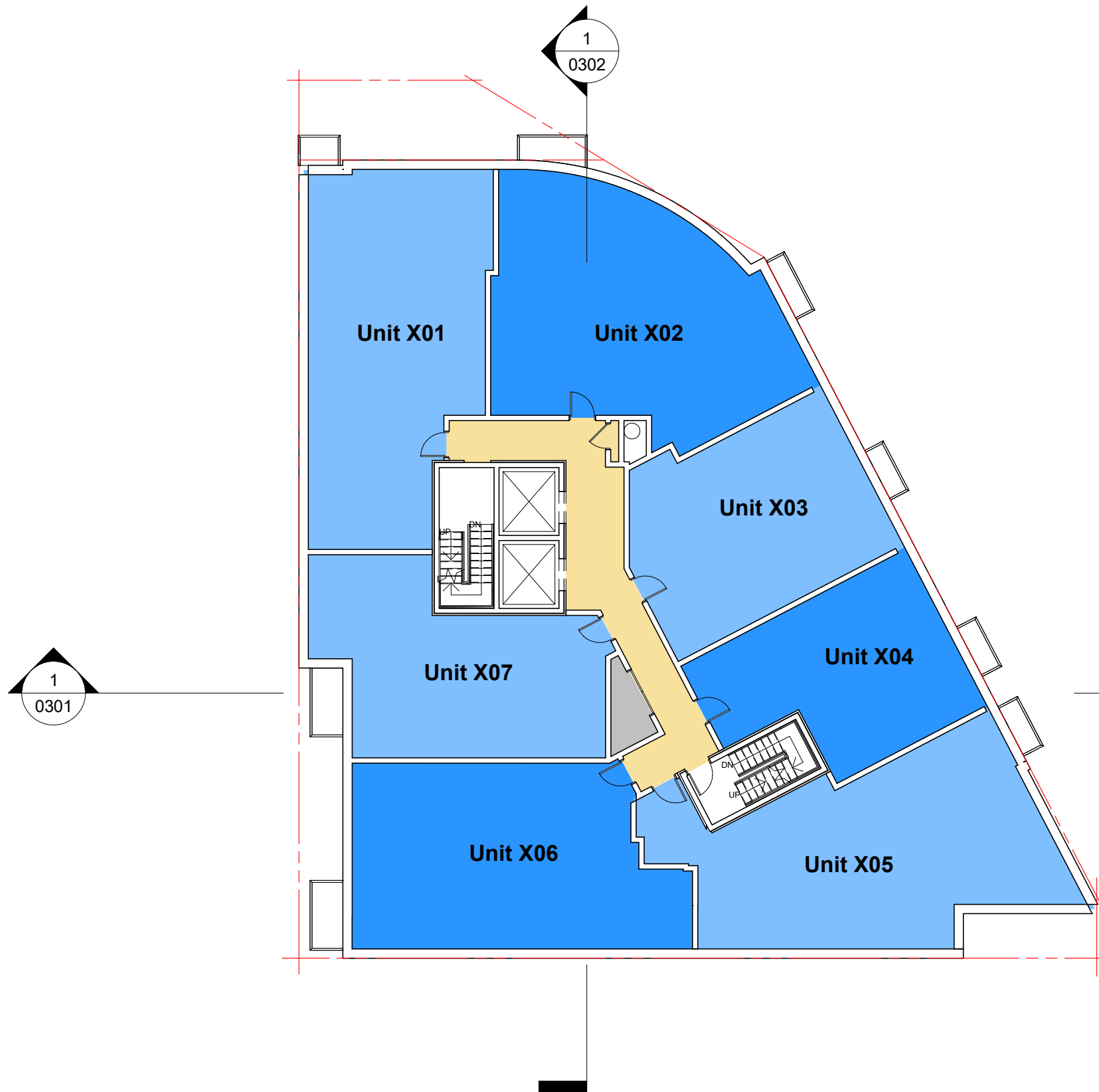
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LEVEL 8- 10 (ALTERNATE SCHEME)

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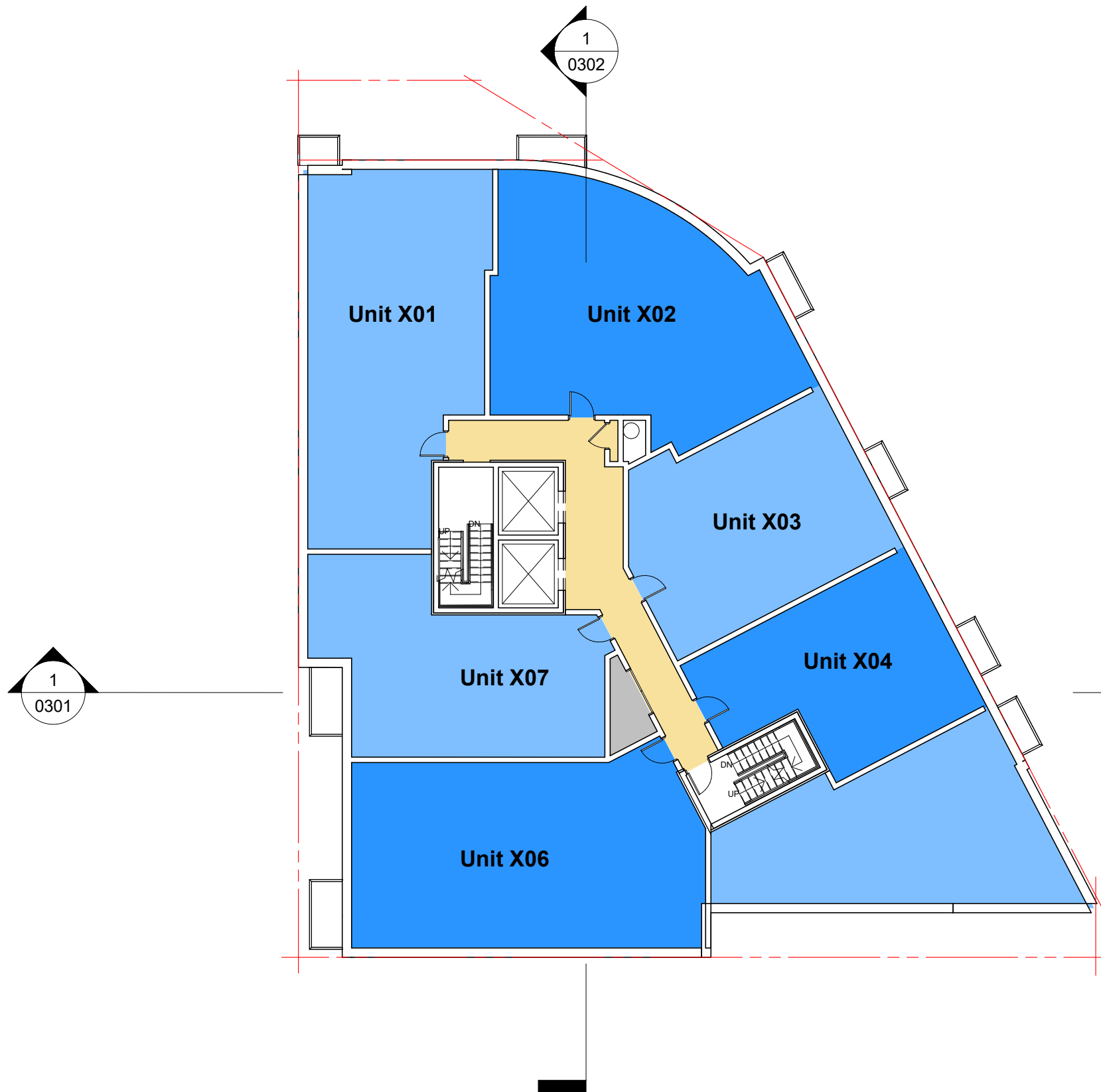
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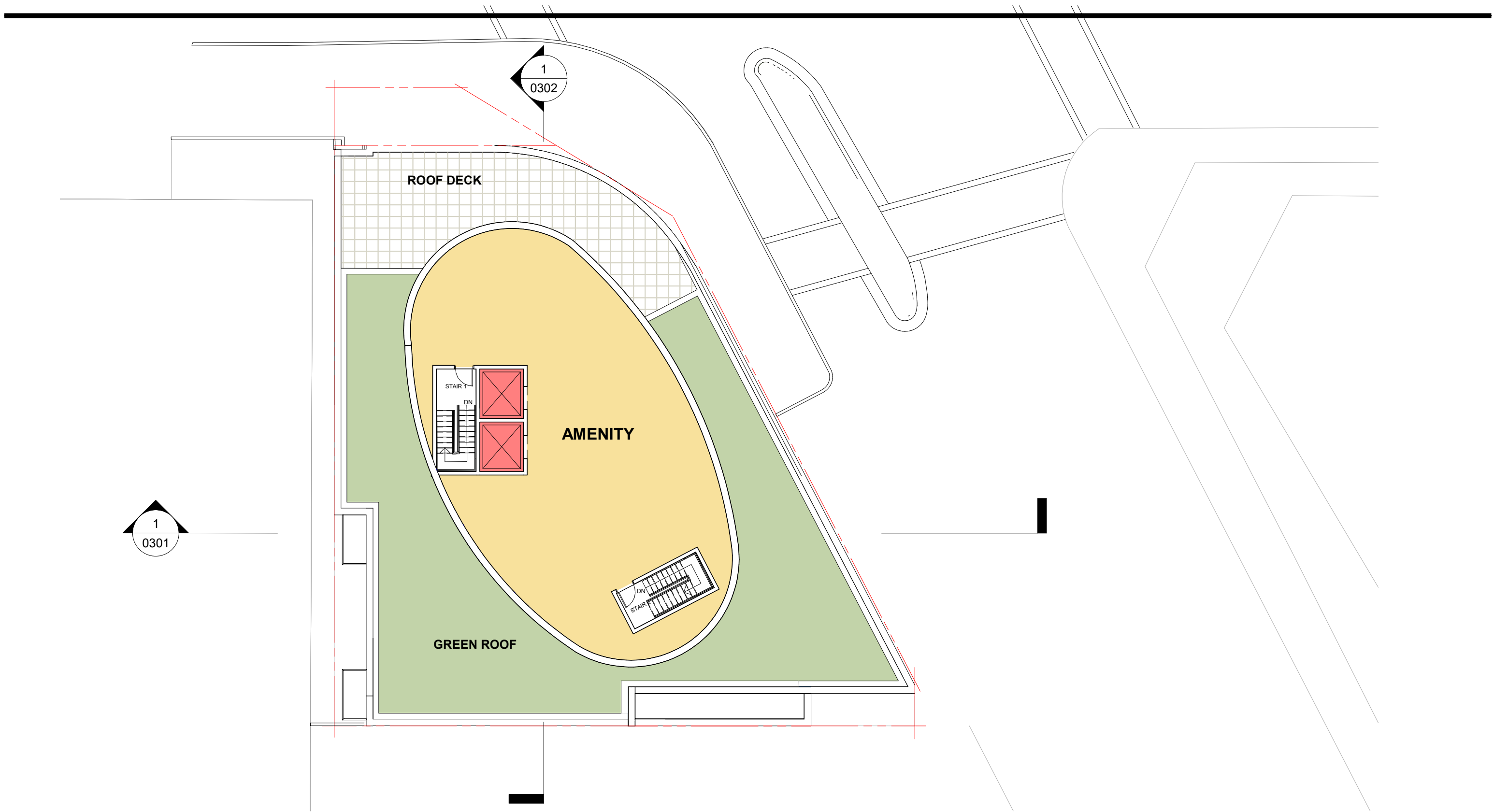
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SCALE: 1/16" = 1'-0"

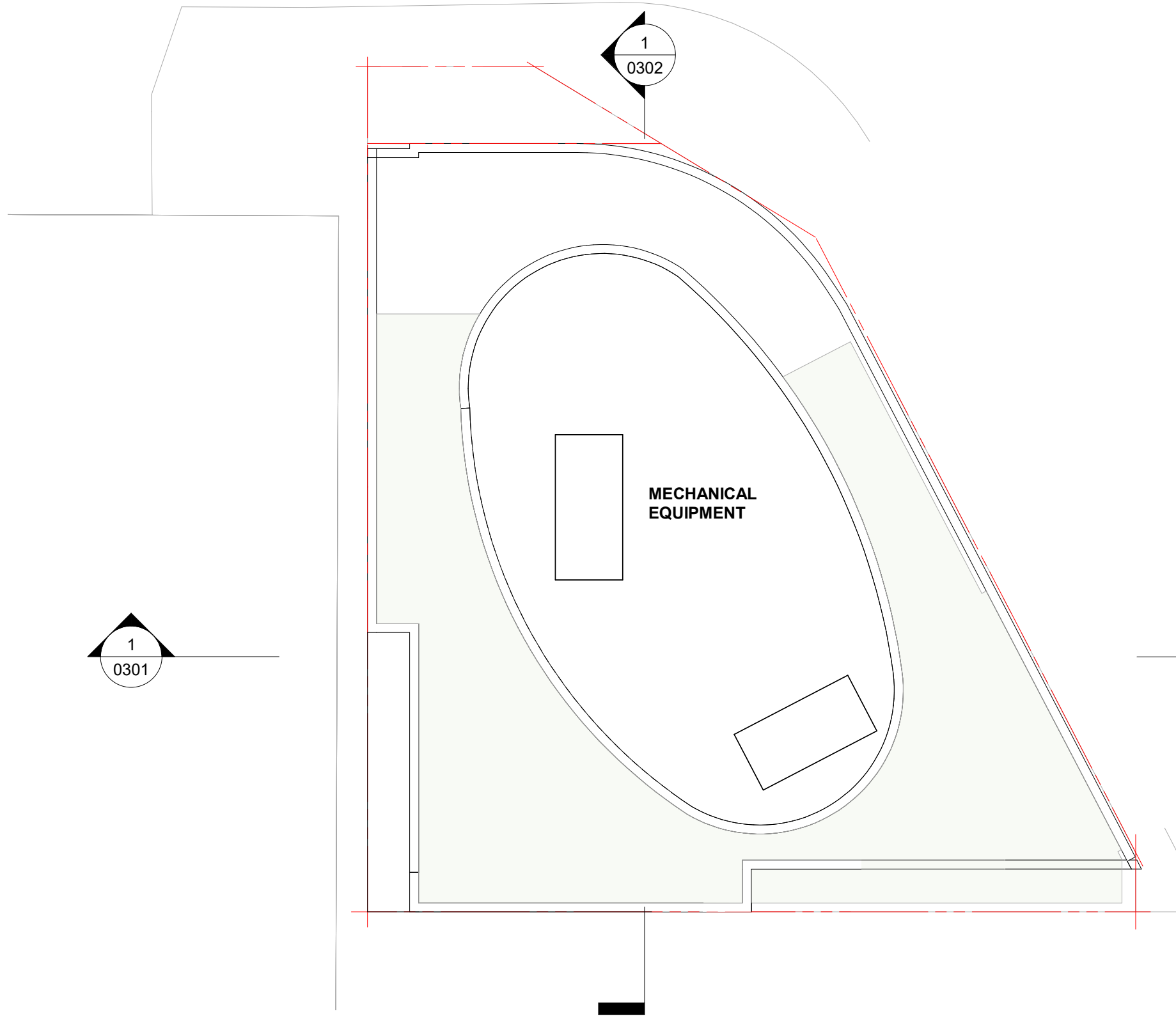


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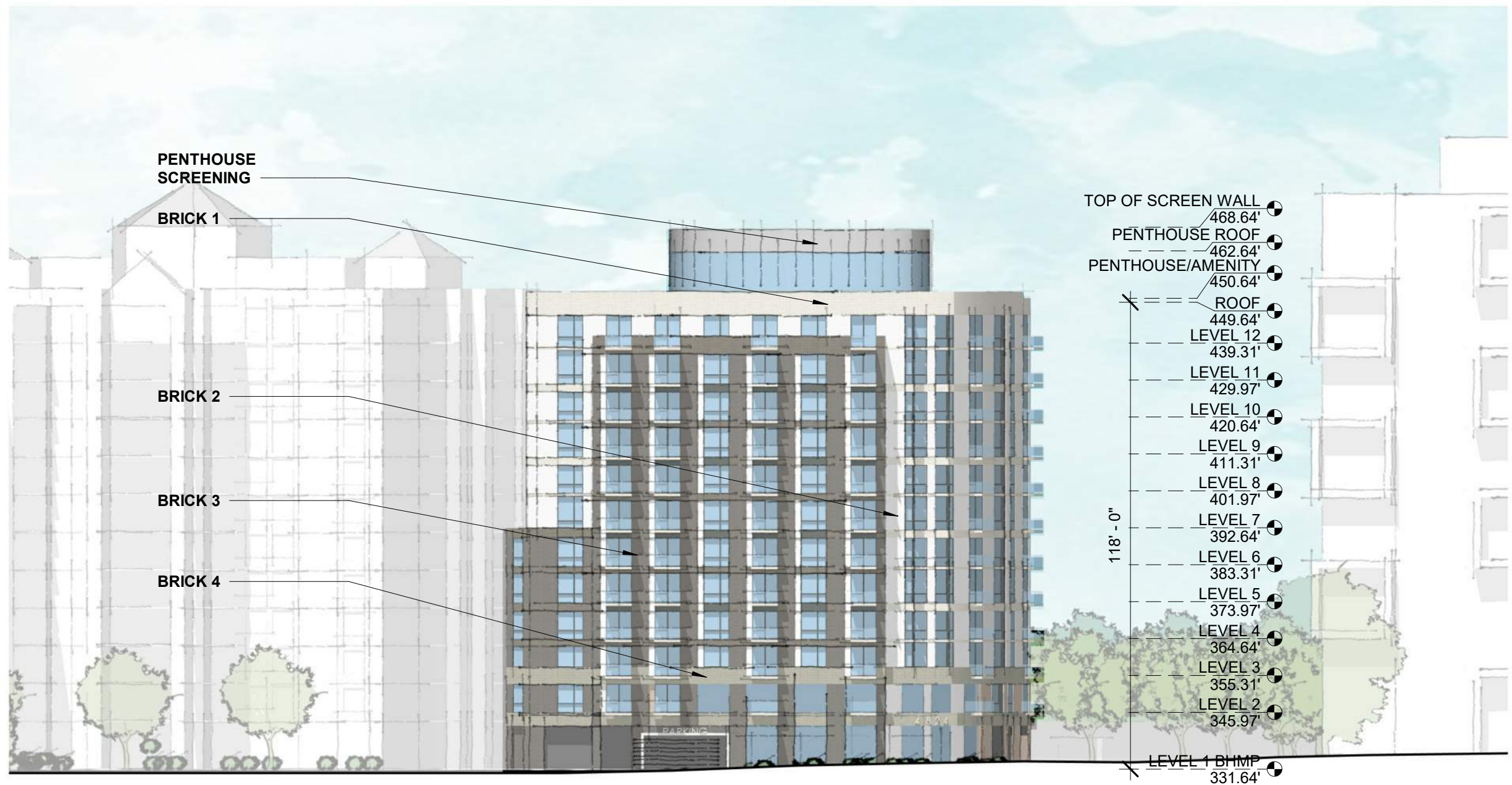
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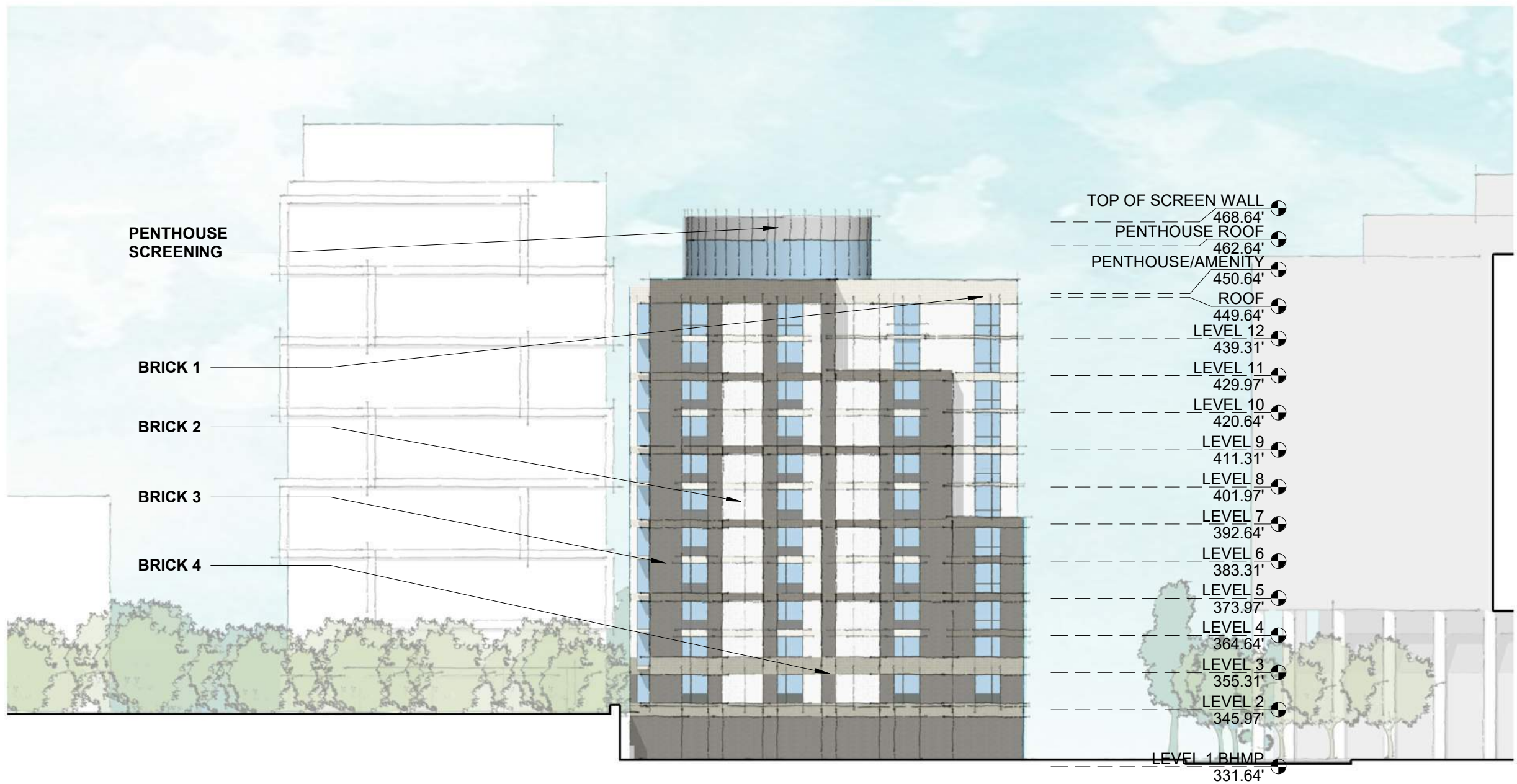
















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NORTHEAST PERSPECTIVE

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