



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

MCPB
Item #2
1/17/02

INFORMATION ITEM

DATE: January 17, 2001
TO: Montgomery County Planning Board
VIA: John A. Carter, Chief, Community-Based Planning Division JAC
FROM: *me* Marilyn Clemens, Urban Designer, Community-Based Planning
Division (301/495-4572)

PROJECT NAME: Discovery Communications Headquarters
REVIEW BASIS: Section 59-D3, Site Plan
Montgomery County Zoning Ordinance

ZONE: CBD-2
LOCATION: Colesville Road/Wayne Avenue/Georgia Avenue
MASTER PLAN: Silver Spring CBD and Vicinity Sector Plan, Amended Silver Spring
Urban Renewal Plan
APPLICANT: Discovery Communications, Inc.

RECOMMENDATION: APPROVAL of Public Art

The staff recommends approval of the mural for Discovery Communications Headquarters, Silver Spring. This mural will be incorporated into previously approved Site Plan #8-00032.

DISCUSSION

On June 1, 2000, the Planning Board approved Site Plan #8-00032. At that time, it was agreed that the public art proposed by Discovery would be brought back to the Planning Board after approval by the Planning Board's Art Review Panel. In anticipation of a large, artist-designed mural on the Colesville Road façade of the Discovery headquarters, the Art Review Panel previously recommended that only a single row of street trees be planted along the curb of Colesville Road. Staff and the applicant agreed with this decision.

On December 10, 2001, the Art Review Panel met and approved an exterior wall mural proposed by artist Narcissus Quagliata for Discovery. The mural will cover about 180 feet of the Colesville Road facade of the Discovery facility, will range in height from approximately 12 to 20 feet, and will be set about three feet off the wall of the parking structure it conceals.

The artist has alternatively called his work "A Brushstroke in Time" or "A Brushstroke of Discoveries," and he will describe it in detail to the Planning Board. In his design thought process, Quagliata uses the idea of a brushstroke to symbolize the ever-changing evolution of form through time from prehistory to the future. He uses specific images varying with abstract form, and color modulated in intensity from brilliant to muted in rhythm with the unpredictable occurrence of significant events in nature's evolution.

Quagliata will create colored, enamel-coated metal panels using the techniques of painting, printmaking and fired glasswork. The four by eight foot sheets of metal are backed with concrete panels and ready to hang on a prefabricated system attached to the building wall. He chooses to work with glass fired on metal, because it has a contemporary look and also meets the vigorous requirements for durable public art: Fired glass enamel allows him to use strong colors that won't fade in the outdoor environment, and it can be readily cleaned and replaced. The process is industrial and developed in such a way that graffiti can be erased. Individual panels that are damaged can be remade and replaced if necessary. Because the artist has previously worked primarily in stained glass or on paper, the Art Review Panel questioned the design team on construction techniques and replacement of any damaged or vandalized panels. The applicant has committed to replace any damaged panels exactly as they are shown when the work is finished.

In their review, the Art Review Panel noted that the design of the mural lighting needs careful planning because of the reflectivity of the glaze on the panels. In addition to their questions about durability mentioned above, the Panel recommended interpretation of the mural in the form of plaques at a convenient height or written materials the public could obtain inside the Discovery building. The artist has proposed infrared ports installed in the work at waist height. Anyone with a palm pilot could read ever-changing information through the ports. This feature is still being discussed with Discovery.

CONCLUSION

The Art Review Panel unanimously and enthusiastically recommended approval of Narcissus Quagliata's proposal for Discovery. The staff supports this recommendation.

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Attachments:

1. Site Plan
2. Planning Board Opinion dated August 31, 2000
3. Goals and Objectives for Selecting Public Artwork
4. Art Review Panel Members

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

ATTACHMENT 2

MONTGOMERY COUNTY PLANNING BOARD

OPINION

DATE MAILED: August 31, 2000

SITE PLAN REVIEW: #8-00032

PROJECT: Discovery Communications World Headquarters

Action: Approval subject to conditions. Motion was made by Commissioner Perdue, seconded by Commissioner Wellington, with a vote of 4-0. Commissioner Bryant were absent.

The date of this written opinion is August 31, 2000, (which is the date that this opinion is mailed to all parties of record). Any party authorized by law to take an administrative appeal must initiate such an appeal, as provided in the Maryland Rules of Procedure, on or before September 30, 2000, (which is thirty days from the date of this written opinion). If no administrative appeal is timely filed, this site plan shall remain valid until the expiration of the project's APFO approval, as provided in Section 59-D-3.8.

On June 1, 2000, Site Plan Review #8-00032 was brought before the Montgomery County Planning Board for a public hearing. At the public hearing, the Montgomery County Planning Board heard testimony and received evidence submitted in the record on the application. Based on the testimony and evidence presented and on the staff report which is made a part hereof, the Montgomery County Planning Board finds:

1. *The Site Plan is consistent with the approved development plan or a project plan for the optional method of development, if required;*
2. *The Site Plan meets all of the requirements of the CBD-2 zone;*
3. *The locations of the buildings and structures, the open spaces, the landscaping, and the pedestrian and vehicular circulation systems are adequate, safe, and efficient;*

4. *Each structure and use is compatible with other uses and other site plans and with existing and proposed adjacent development;*
5. *The site plan meets all applicable requirements of Chapter 22A regarding forest conservation.*

The Montgomery County Planning Board APPROVES Site Plan Review #8-00032 which consists of 478,898 gsf of commercial use subject to the following conditions:

1. Standard Conditions dated October 10, 1995, Appendix A, except as modified by Condition #3 below
2. Applicant to prepare plan revisions to Wayne Avenue to include a median in the block from Georgia to Dixon, and return the redesign to the Planning Board for review and approval. This revision shall not delay approval of the signature set, but shall constitute a staff-approved update of the signature set after Board approval.
3. Applicant is allowed to conduct all site preparation work except excavation for structure prior to MNCPPC approval of signature set, except that staff-approved street tree protection measures must be in place prior to commencement of this site preparation.
4. Applicant shall provide full site plan signature set drawings for the WMATA tip Gateway Plaza, including the streetscape in the Colesville and Wayne rights-of-way. Applicant shall assume responsibility for the design and construction of the interim WMATA tip, including streetscape in the Colesville and Wayne rights-of-way; and the design, including ultimate streetscape in the Colesville and Wayne rights-of-way, but not the construction, of the ultimate WMATA tip Gateway Plaza. Both interim and final designs shall be included in a supplementary signature set, which shall be prepared and submitted when sufficient facts are known about the Transit Center site plan to finalize the WMATA tip design. The final design signature set shall be signed by Montgomery County.
5. Applicant shall provide bicycle parking in the garage to meet demand as specified in the Traffic Mitigation Agreement between the Applicant, Board and MCDPWT and the parking ordinance; and shall supplement this with on-grade bicycle parking to reflect the existence of the Green Trail on site and the attraction of the Discovery facility as a cyclist destination.
6. Applicant shall secure approval of the Colesville Road public art amenity by the M-NCPPC Art Review Panel and the Planning Board; approval for the revised Discovery Garden enclosure/stair by the Planning Board prior to building permit release for above-grade construction.
7. The Discovery Garden enclosure shall be redesigned to minimize the visual presence of the fence along the curved portion facing the dropoff circle and to reduce the screening effect of the landscaping along the fence; all for the purpose of increasing the public's sense that they

are welcome and safe in the garden.

8. The hours of public access to the Discovery Garden are 7:00 am to 10:00 pm EDT and 7:00 am to dark during the EST period. Hours for the indoor exhibition area are 7:00 am to 5:00 pm weekdays and 10:00 am to 4:00 pm weekends and holidays throughout the year.
9. Compliance with terms of MCDPWT letter dated May 24, 2000 referencing Project Plan 9-00002, except for the comments in Paragraph #4 thereof
10. Compliance with MNCPPC Transportation Division memo dated May 16, 2000, except for the recommended Condition #3 thereof

APPENDIX A: STANDARD CONDITIONS OF APPROVAL DATED 10-10-95:

1. Submit a Site Plan Enforcement Agreement and Development Program for review and approval prior to approval of the signature set as follows:
 - a. Development Program to include a phasing schedule as follows:
 - 1) Street tree planting must progress as building construction is completed, but no later than six months after completion.
 - 2) Phasing of dedications, stormwater management, sediment/erosion control, paths.
2. Signature set of site, landscape/lighting and sediment and erosion control plans to include for staff review prior to approval by Montgomery County Department of Permitting Services (DPS):
 - a. Limits of disturbance;
 - b. Conditions of DPS Stormwater Management Concept approval letter;
 - c. Methods and location of tree protection;
 - d. Note stating the M-NCPPC staff must inspect tree-save areas and protection devices prior to clearing and grading;
 - f. The development program inspection schedule.
3. Forest Conservation Plan shall satisfy all conditions of approval prior to recording of plat and DPS issuance of sediment and erosion control permit.
4. No clearing or grading prior to M-NCPPC approval of signature set of plans, except as provided in Conditions #1 and #3 of this opinion.

Goals and Objectives for Selecting Public Artwork

Goals

1. Achieve aesthetic excellence in approved artwork.
2. Ensure an appropriate interaction between the art and the architectural setting in terms of scale, materials, and context.
3. Ensure public access and invite public participation.
4. Encourage the developer to initiate collaborative planning at the earliest possible time among artists, architects, landscape architects, and engineers.
5. Ensure the long-term durability of permanent artwork by approving work which does not require excessive maintenance.
6. Encourage a rich variety of the arts including permanent as well as temporary pieces, objects as well as programmed special events.
7. Increase public understanding and enjoyment of the art through interpretive information and/or programmed events.
8. Achieve a collection of commissioned art which is unique and potentially contributes in a positive way to the identity of the community.

Objectives

1. The proposed artwork achieved the highest quality of excellence.
2. The proposed artwork shall be the result of a process initiated by the developer which will result in a collaborative effort among the project's artists, architects, landscape architects, developer, and possibly other related arts professionals such as art consultants.
3. The proposed artwork shall be located on-site in a publicly accessible and visible location. Off-site locations can be considered if the proposed location is related to the proposed development such as adjacent sidewalks, traffic medians, bridges, and adjoining parks and plazas. Artwork can be integrated into floors, walls, and even ceilings within the public areas of the projects. Sites within private space such as office lobbies are not eligible for location of artwork as public amenity.
4. The artist and other design professionals shall be required to demonstrate how the proposed artwork effectively interacts with the specific site and public users of the space, and responds to the urban design relationships of the surrounding area.

5. The artist shall be required to demonstrate the public nature of the artwork. The artwork should be capable of engaging the public interest in a positive way by the work's imaginative concept, form and scale, color, content, and/or choice of media. The artwork shall strive to be contextual to the site, such as relating to any cultural, historical or visually unique aspects. The piece should also encourage physical interaction, if appropriate.
6. The artist shall submit a descriptive text, drawings and/or a model with sufficient detail in order to provide clear understanding of the proposal.
7. The majority of artwork shall be permanent in nature so as to be enjoyed on a continuous basis. Programmed arts events, however, are also encouraged to add vitality and generate new public interest.
8. Proposed artwork should be a commissioned work for the specific site and shall not be mass produced or standardized in its design.
9. The artist shall be required to submit a detailed maintenance specification at the time of site plan review to ensure that the developer and the Commission understand the maintenance requirements and consider the specifications to be adequate.
10. The developer shall demonstrate that he/she has contractual agreements with the artist and other design professionals which ensure that the artist is aware of and involved in any required changes in site design which may affect the artwork and which ensure that the artist's proposed work is technically feasible.

ATTACHMENT 4

ART REVIEW PANEL

Each Planning Area or Central Business District will have its own citizen or resident representative.

For Friendship Heights and Bethesda, Beverly Denbo is the citizen panelist. Phyllis Knight is the Silver Spring citizen panel member.

The following panelists review art for all areas:

Ralph Bennett, Professor of Architecture
University of Maryland

Bert Kubli, Public Art Consultant
(Formerly with the National Endowment for the Arts)

Lisa Kaslow, Artist
(new appointee)

Larry Kirkland, Artist
(new appointee)

Gene Smith, Business community member