

Pike & Rose Block 7
North Bethesda, MD

PRACTICE AREA

Multifamily, Hospitality, Mixed Use

CLIENT

Federal Realty Investment Trust

STATUS

Completed 2018

LEED

Certified LEED Silver



SERVICES

Architecture



PROGRAM

20-story, 322,000-sf mixed-use building with 9-story, 177-key hotel topped with 10-story, 100-unit condominium. 35,000-sf ground-level retail.

DESCRIPTION

Pike and Rose combines city excitement and suburban convenience in a trendy new 24-acre development. Block 7 is one of six WDG-designed mixed-use parcels. It consists of nine hotel floors with 100 luxury residences above. Hilton selected the hotel to launch Canopy, its new boutique brand that will offer lasting guest impressions through exclusively local experiences. The authenticity of Pike and Rose is driven by design, making it a natural choice for Canopy. The master plan encourages an urban feel through a post-industrial aesthetic, as well as evenly-distributed ground-level retail. The building achieves this through the appearance of adaptive reuse; an industrial base resembles an old factory, while its sleek top creates the illusion of a recent addition. Though built at the same time, the dual styles reinforce the goal to create a vibrant city experience.

The two major programs – hotel and condominium – work in conjunction with the retail base. All building components are accessed beneath a canopy on the most active exposure, Rose Avenue. By consolidating the entrances, the design maximizes the available retail space and retains valuable glass corners; this attracts high-end tenants and bolsters the development’s commercial foundation. The hotel entrance welcomes guests on the ground level, and a ceremonial stair transfers them to a sky lobby located on the third floor. This allows ample amenity and leisure areas, including access to a landscaped terrace, without sacrificing leasable space below. A similar design solution provides a street-level elevator lobby for condominium residents. Usable space is further maximized by sharing technical components, such as mechanical systems and an adjacent garage for parking, loading and

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service functions.

The hotel and condominium achieve unity in balance. Their stylistic contrast forms a cohesive aesthetic through weight and counterweight. The hotel's industrial-inspired base provides significant visual presence. Dark masonry is the base layer of a highly textured field. Inset columns of double-wide windows with dark grids accentuate the structure's height. Floor to ceiling transparency at ground level is coupled with a grand canopy to welcome guests and engage pedestrians. A single, uninterrupted band horizontally transects the façade and helps provide a transition between schemes. A cantilevered terrace formally separates the dual aesthetics, and doubles as a decorative cornice to complete the industrial look.

The glossy condominiums reinterpret the hotel's lines through contemporary materials. A glass channel ascends the northeast corner and floods the building's upper planes. To further separate the hotel and condominium components, a two-story recessed ring creates a gasket. Offset and perched atop the gasket, the upper program is angular but placid. A polished curtain-wall system defines the sleek aesthetic. Subtly raised glass platforms and balconies add depth by creating shadow. The modern use of industrial lines unites the stacked forms.