



BETHESDA

Planning Board Briefing

December 2014

■ MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



BETHESDA

Today

Rich with unique history,
community character and
established residential
neighborhoods



Home to over 10,000
residents within the
Plan boundary and
adjacent to two major
federal employers



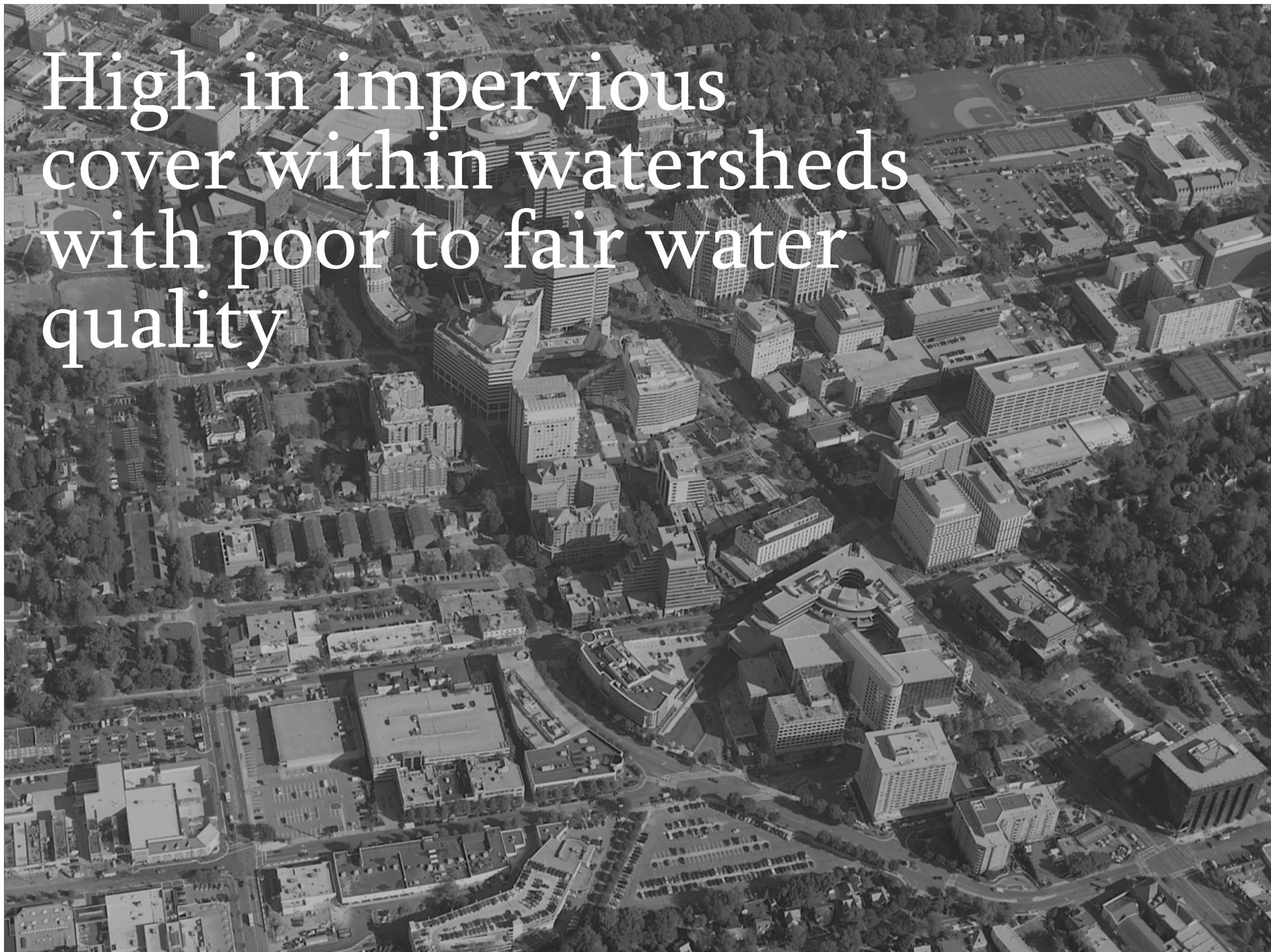
A county arts,
entertainment and
nightlife destination



Pedestrian-oriented
with good access to
transit

Lacking central
green spaces and
continuous tree
canopy

High in impervious
cover within watersheds
with poor to fair water
quality



An area with the
highest average rents
in the county and a
need to increase
affordable housing
options

BETHESDA

Tomorrow

A photograph of a modern building with a unique, wavy facade. The building's exterior is composed of numerous horizontal, overlapping layers that create a rhythmic, undulating pattern. The facade is a light, neutral color, possibly white or light grey. The building is set against a clear, deep blue sky. The perspective is from a low angle, looking up at the building, which emphasizes its height and the dynamic, flowing nature of its design.

A competitive
Downtown that
fosters innovation

A more affordable
Downtown with a mix
of housing options





A greener and more connected Downtown





A truly **sustainable** Downtown

economic

social

environmental



community
identity

equity

habitat +
health

access +
mobility

water

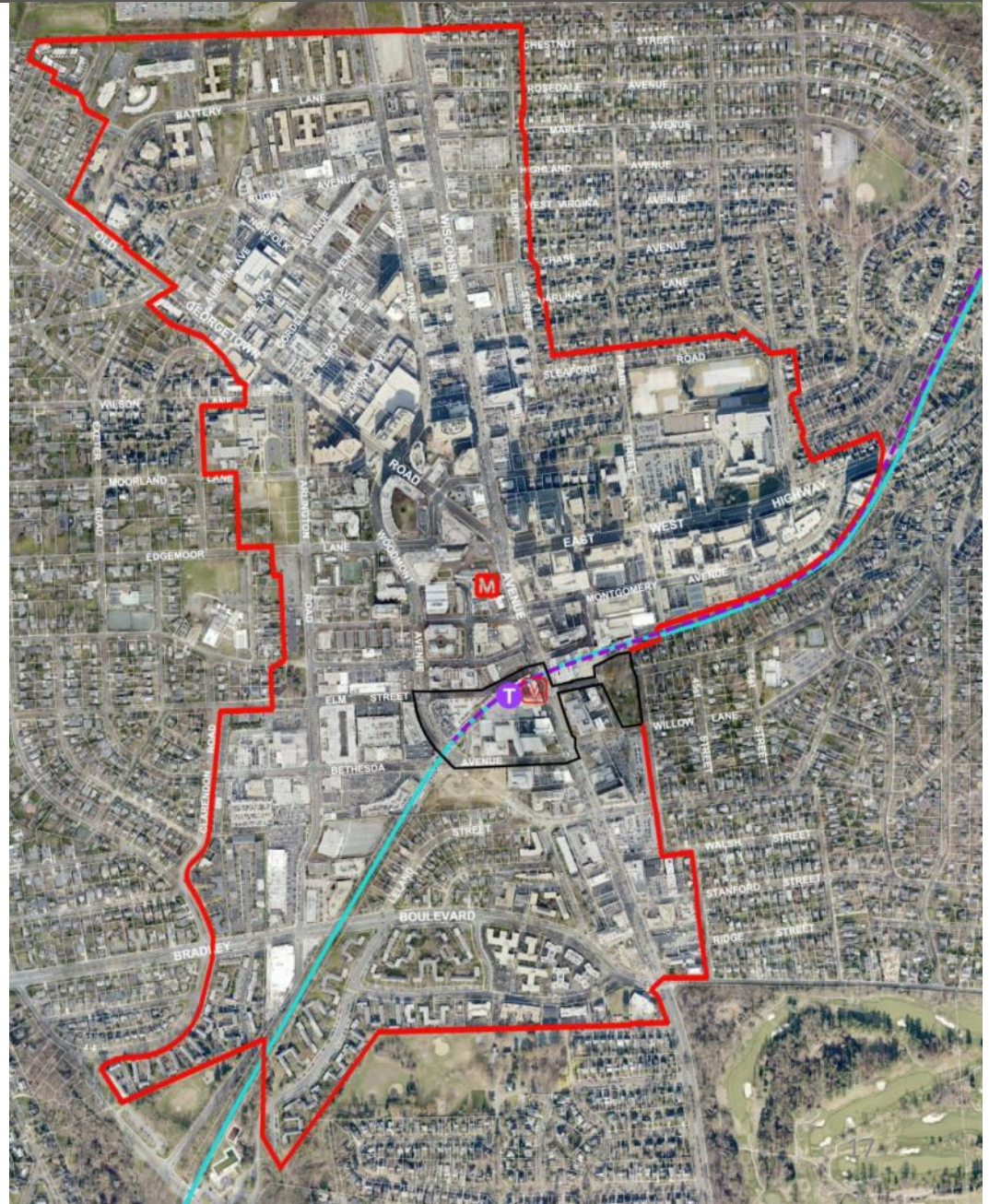
energy +
materials

BETHESDA

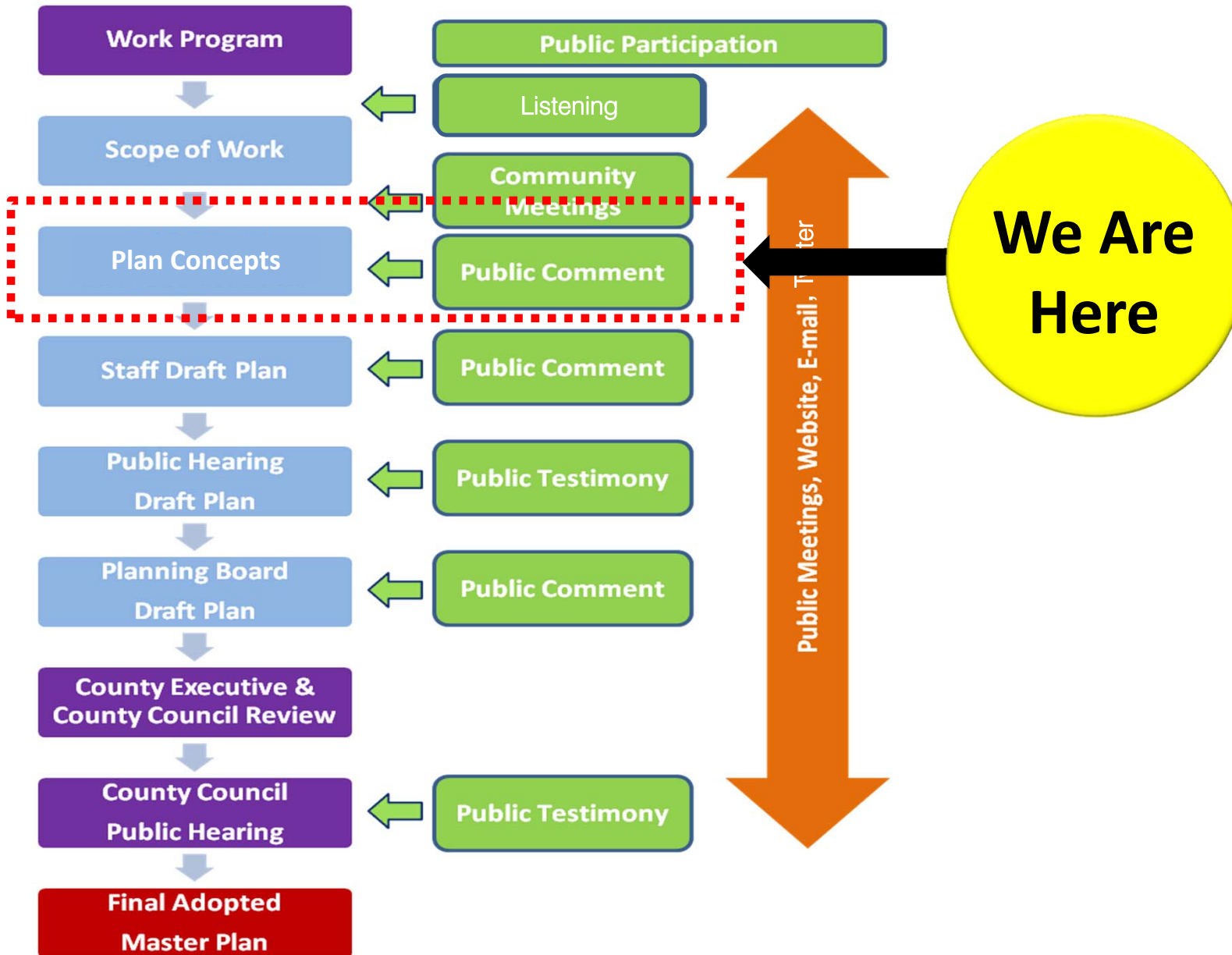
1. Planning Process

Sector Plan Area

-  Bethesda CBD Plan Boundary
-  Bethesda Purple Line Station Plan Boundary
-  Capital Crescent Trail
-  Purple Line
-  Planned Purple Line Station
-  Metro Station
-  Proposed Metro Station



Outreach



Outreach

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

Engagement Challenge

*60 % of the residents of
Downtown Bethesda are
between 22 and 49 years of age*



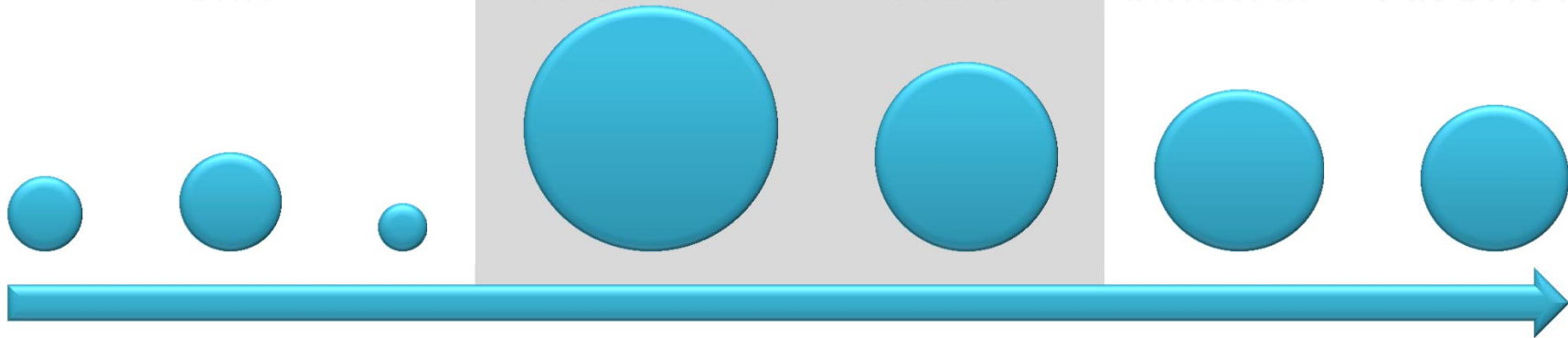
KIDS

MILLENNIALS

GEN X

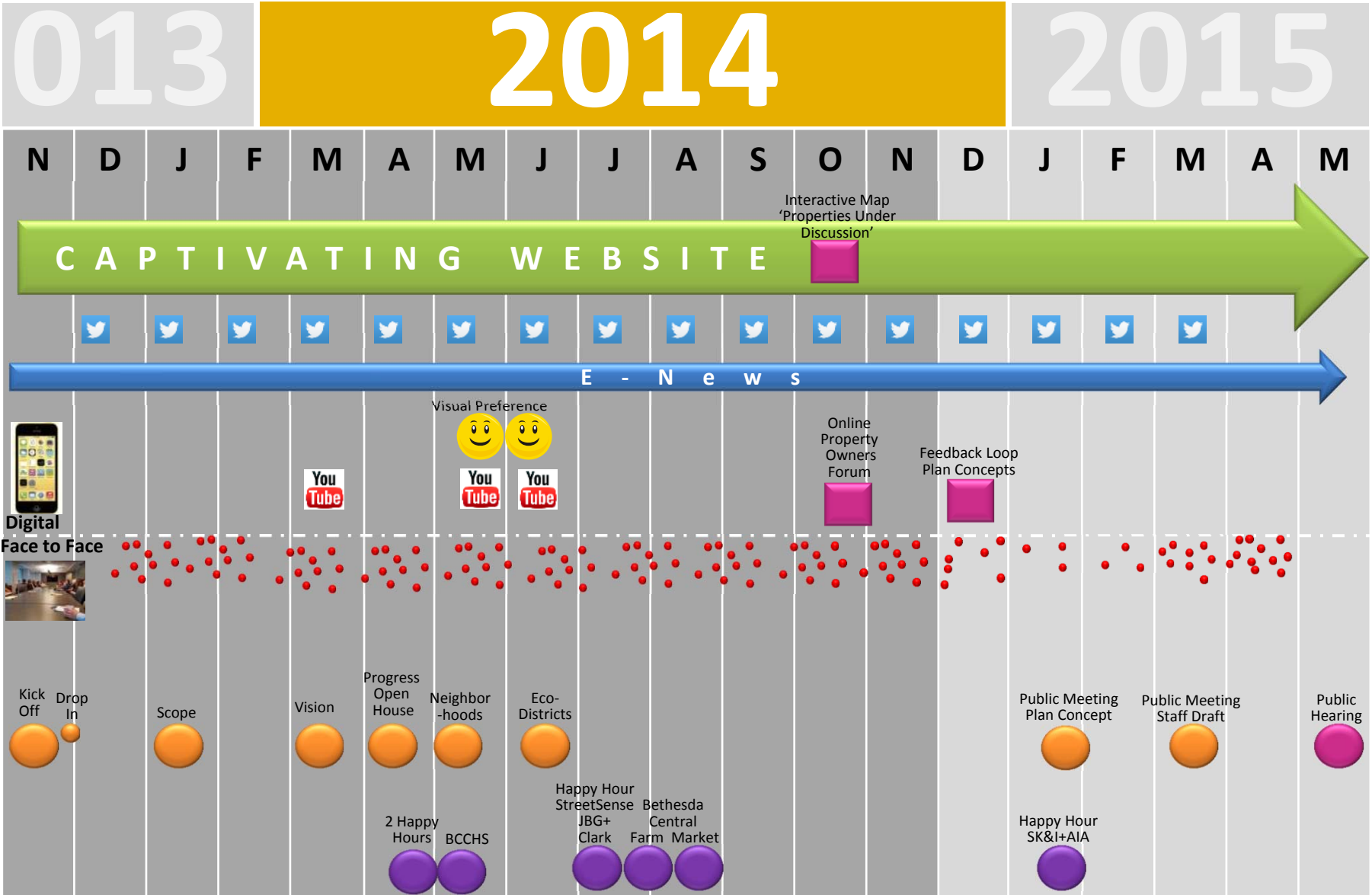
BOOMERS

GREATEST



Outreach

- community identity
- equity
- habitat + health
- access + mobility
- water
- energy + materials



Outreach

community
identity

equity

habitat +
health

access +
mobility

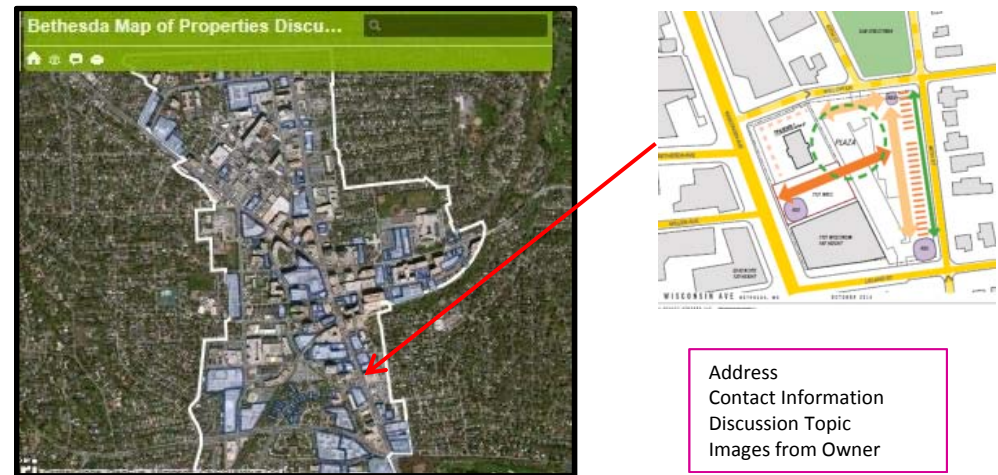
water

energy +
materials

Live Online Property Owners' Forum



Interactive Map on Website: Properties Under Discussion



http://montgomeryplanning.org/community/bethesda_downtown/projects.shtm

Online Feedback Loop



Allows Choices Based on
Interests and Time

Quick and Easy

In Between

In Depth

BETHESDA

2. Plan Concepts

A truly **sustainable** Downtown

economic
competitive
+ innovative

social
unique +
affordable

environmental
greener +
connected



community
identity

equity

habitat +
health

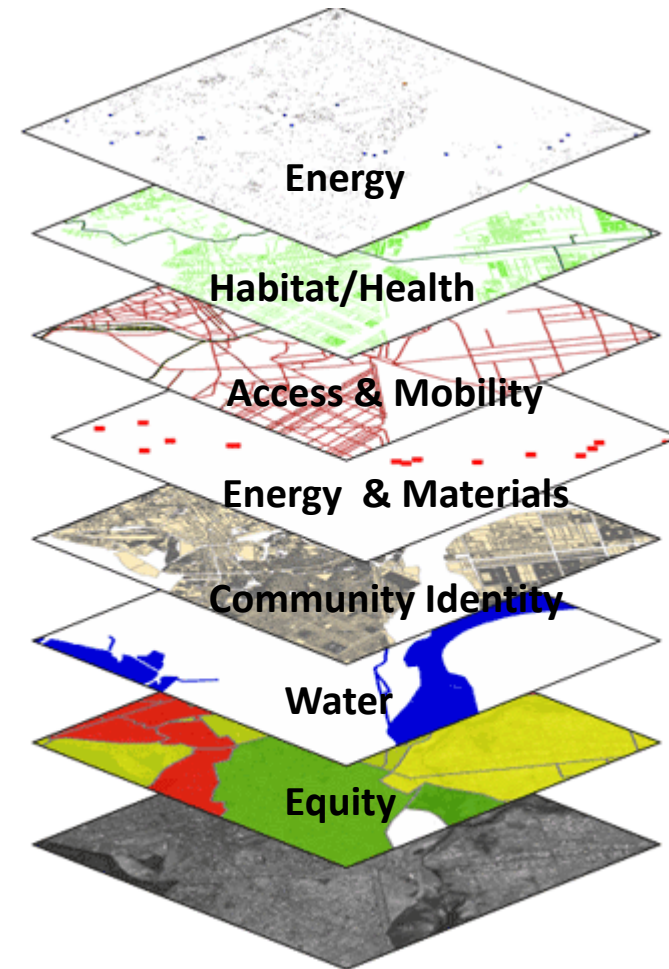
access +
mobility

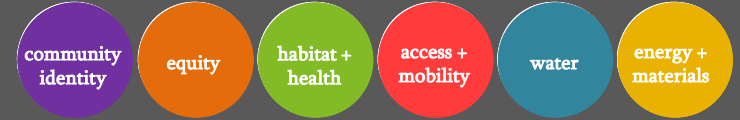
water

energy +
materials

Improve Performance Areas

- Assessed Existing Conditions
- Determined:
 - Goals
 - Strategies
 - Objectives
- Integrated Solutions





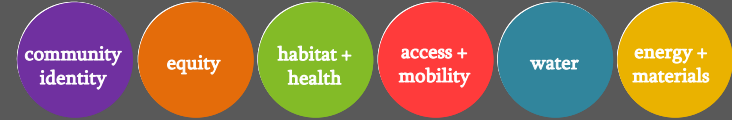
Montgomery County Law

Bill 32-07: Reduce GHG emissions to 80% below 2005 levels by January 1, 2050.

Bill 32-07: Stop increasing Countywide GHG emissions by 2010. Reduce GHG by 10% every 5 years through 2050.

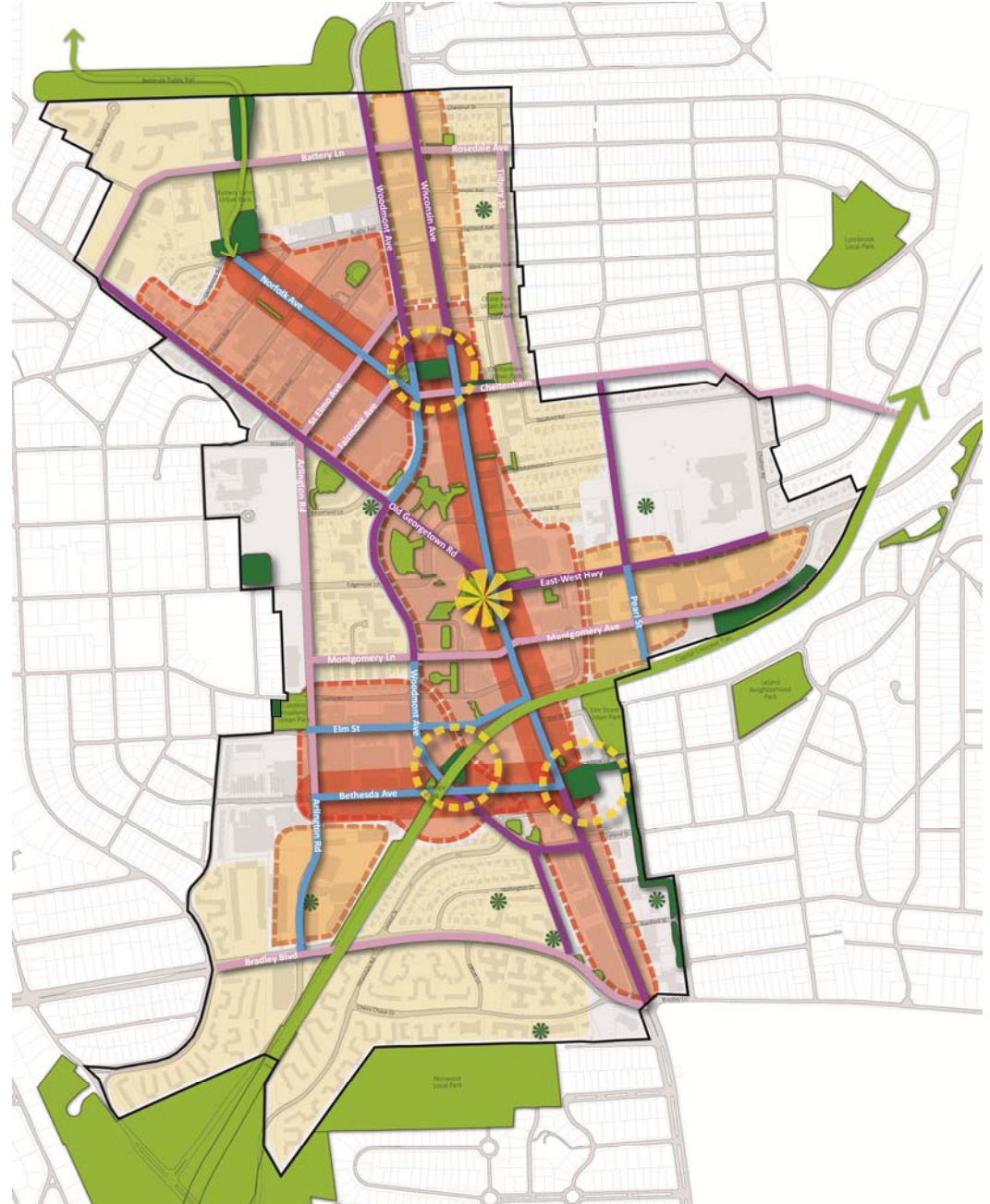
Bill 37-06: Property Tax Incentive. Platinum/Equivalent Buildings: 75% tax reduction for 5 yrs.

Concept Framework

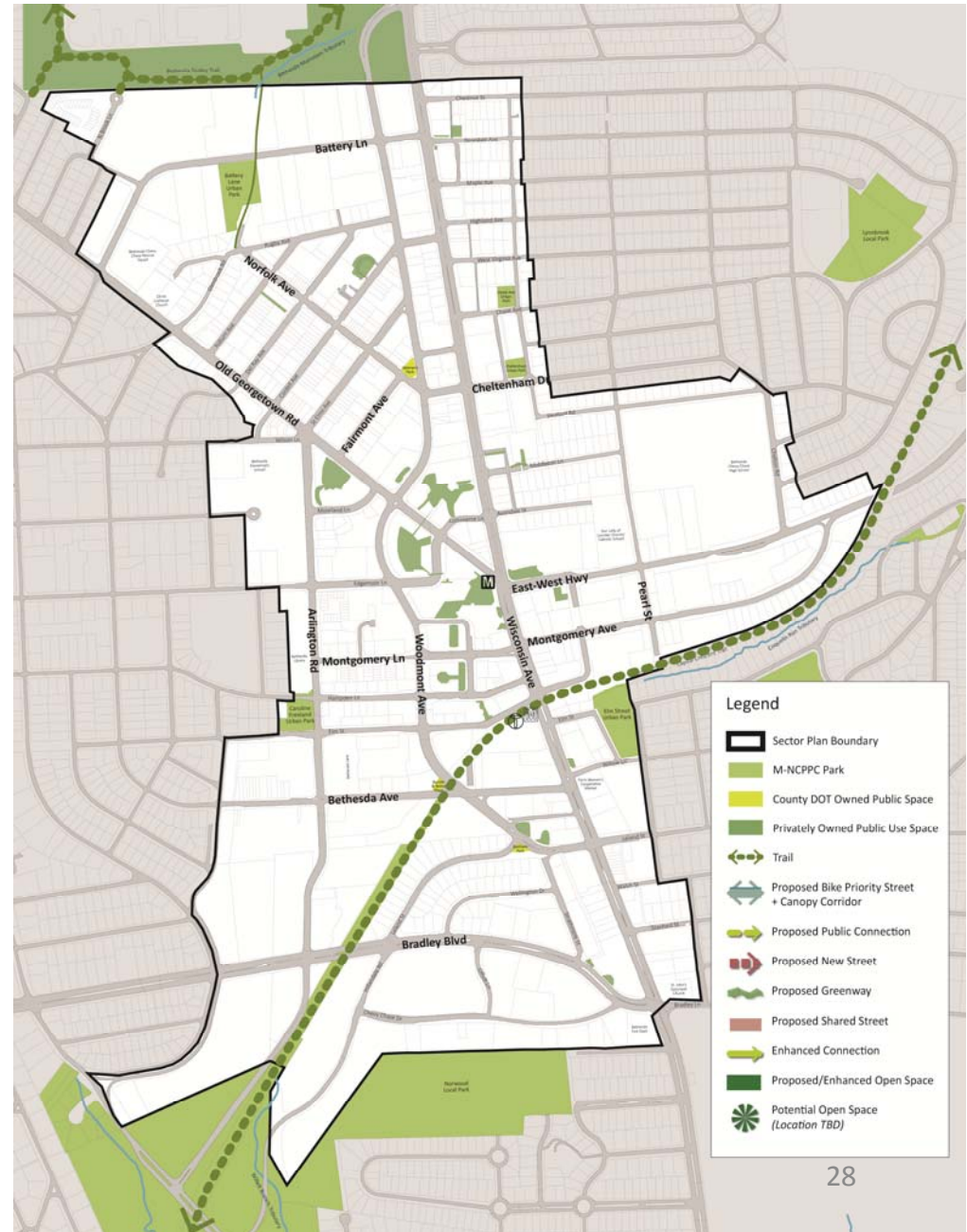
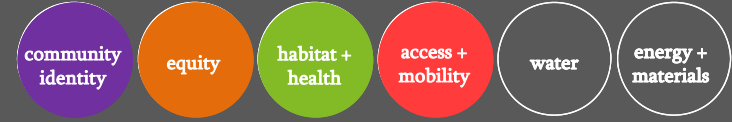


Legend

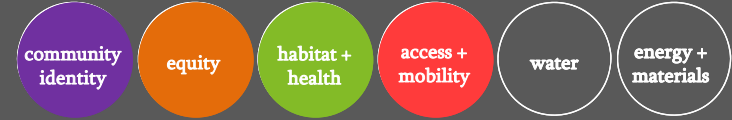
-  Sector Plan Boundary
-  Existing Public Open Spaces
-  Proposed Public Open Spaces
-  Potential Open Spaces (Location TBD)
-  Main Street Activity Area
-  Expanded Center of Activity
-  Emerging Center of Activity
-  Primarily Residential Area
-  Transition Area
-  Symbolic Center
-  Civic Gathering Space
- Street Types:**
-  A. Main Street
 - Pedestrian Activity
 - Retail Focus
-  B. Community Connector Street
 - Medium Pedestrian Activity
 - Connecting
-  C. Emerging Connector Street
 - Improved Connections



Public Space Network

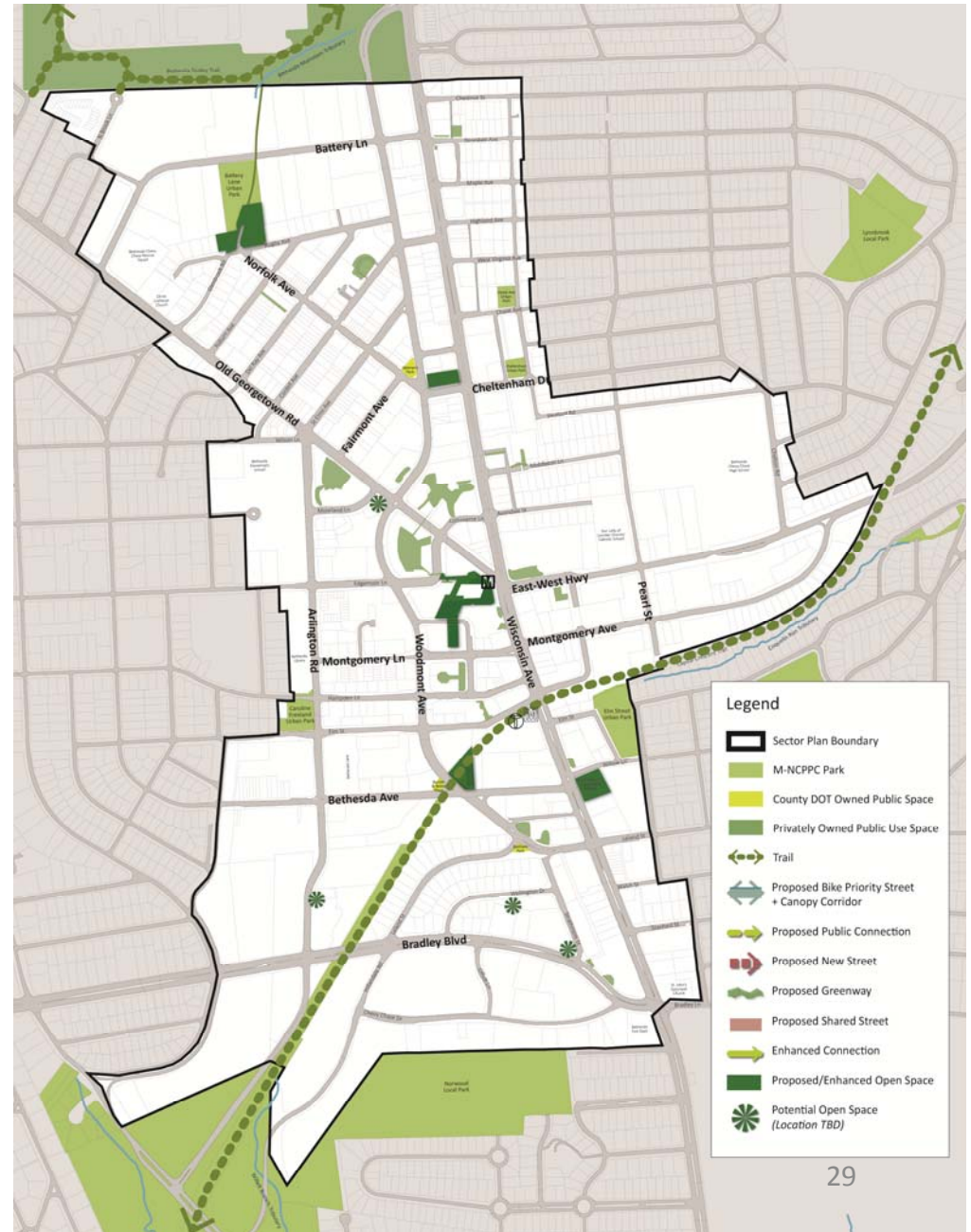


Public Space Network



Gathering Spaces

Provide each center with a gathering space appropriate to the character of the area



Public Space Network

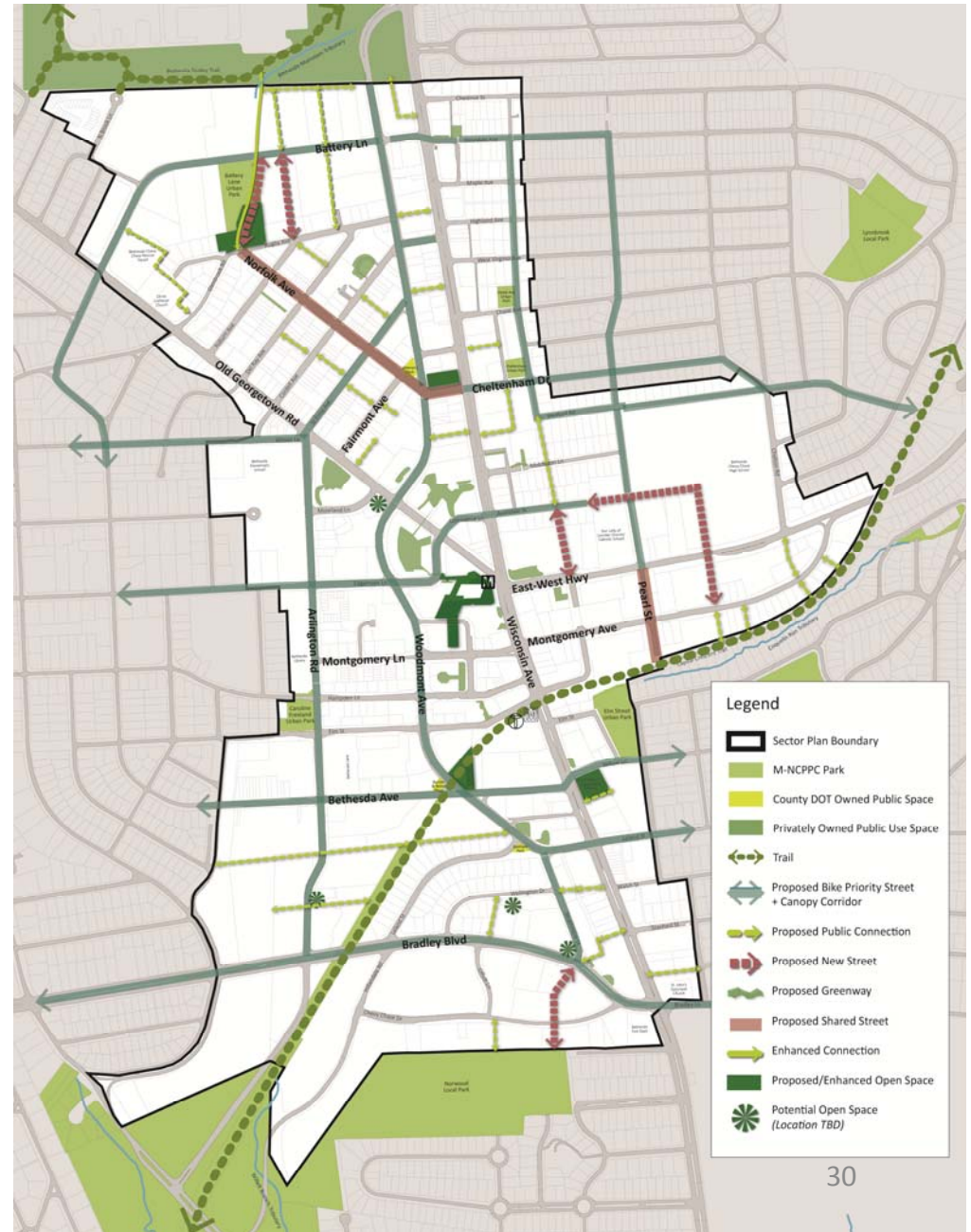


Gathering Spaces

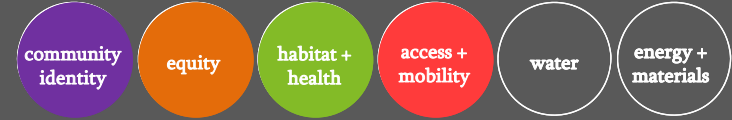
Provide each center with a gathering space appropriate to the character of the area

Connections

Organize streets, midblock connections, greenways and trails to contribute to a well-connected network



Public Space Network



Gathering Spaces

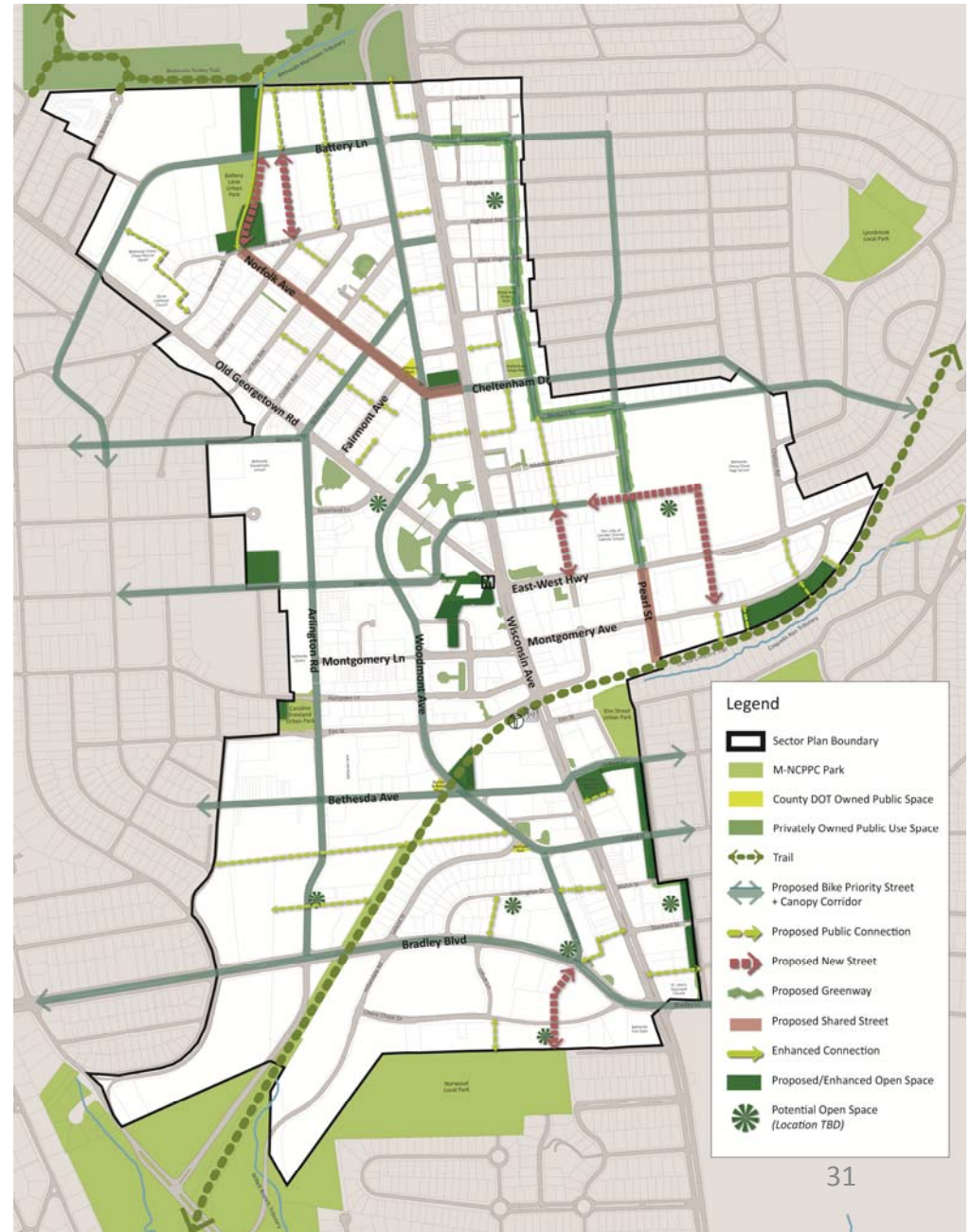
Provide each center with a gathering space appropriate to the character of the area

Connections

Organize streets, midblock connections, greenways and trails to contribute to a well-connected network

Edges

Transition to surrounding neighborhoods with green open space amenities and civic buffers

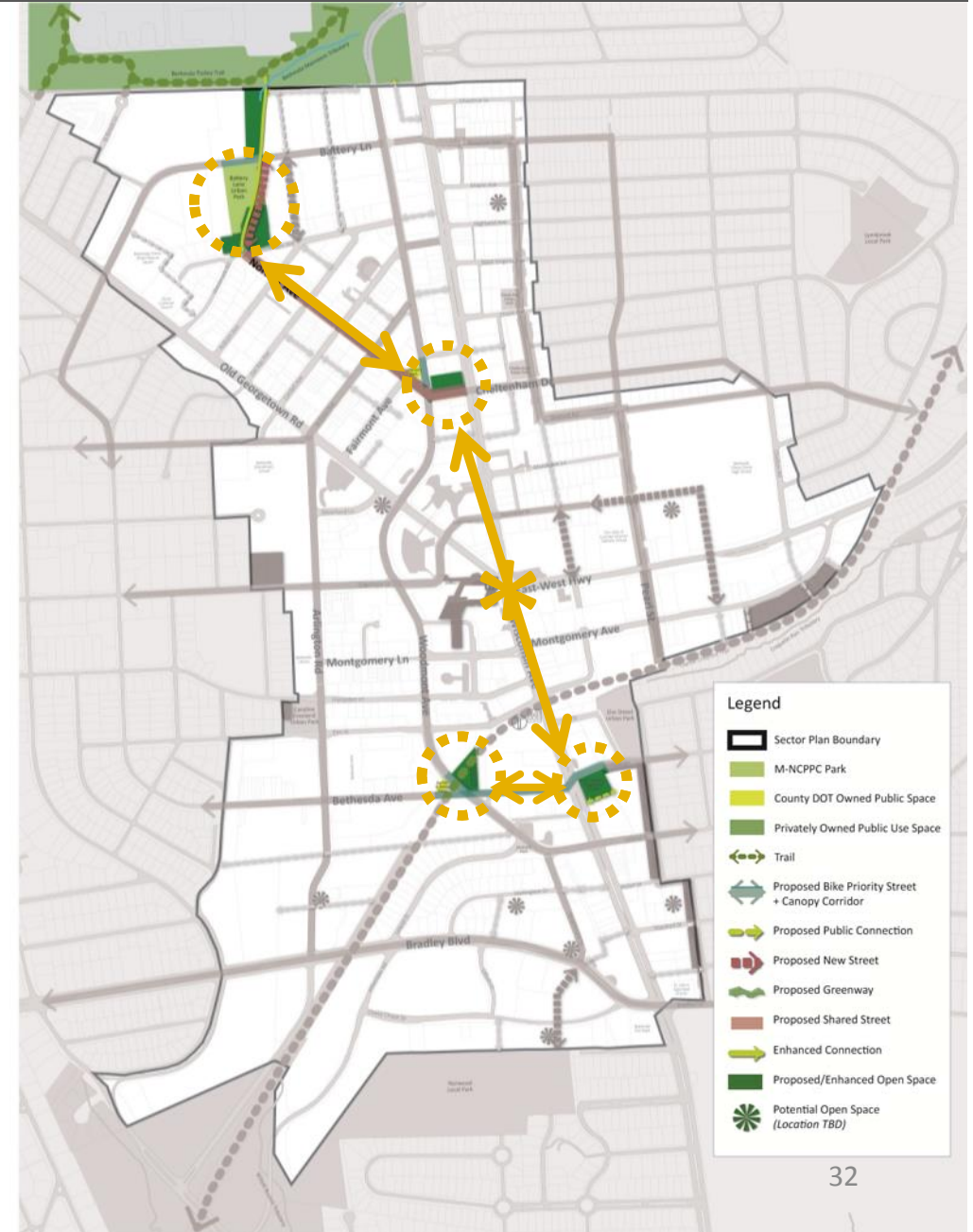


Public Space Network



Primary Links:

1. Metro center to Woodmont Triangle and Bethesda Row
2. Proposed Veteran's Park Civic Green along Norfolk Avenue through Battery Lane Park to the Bethesda Trolley Trail
3. Proposed Capital Crescent Central Civic Green along Bethesda Avenue to the reimagined Farm Women's Market



Transportation

Transportation



Goals:

1. Increase Connectivity
2. Enhance Transportation Options
3. Accommodate all roadway users

Objectives:

1. Improve circulation system
2. Expand bicycle network



Historic Context

community
identity

equity

habitat +
health

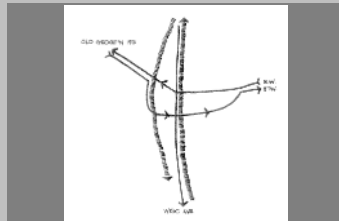
access +
mobility

water

energy +
materials

1970

Bethesda Chevy Chase Plan

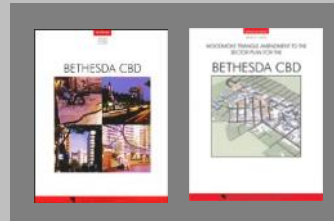


- One-way Pairs Reaffirmed In 1976
- Western Distributer – Woodmont Ave Reaffirmed In 1976
- Eastern Distributer

NADMS
20%

1994

Bethesda CBD Sector Plan and 2006
Woodmont Triangle Amendment



- Major Shift: Drive-alone Use To Transit And Other Alternatives
- Establish Transportation Management Organization
- Program Silver Spring Bethesda Trolley

NADMS
37%

Today

Bethesda Downtown Plan Update

*Development:
Built: 23.7M sf
Total Allowable: 27.8M sf*

- Construction Of Purple Line
- Expansion Of Mixed-use Downtown
- Continued Implementation Of Bikeways/Streetscapes

NADMS
39.6%

Modeling

community
identity

equity

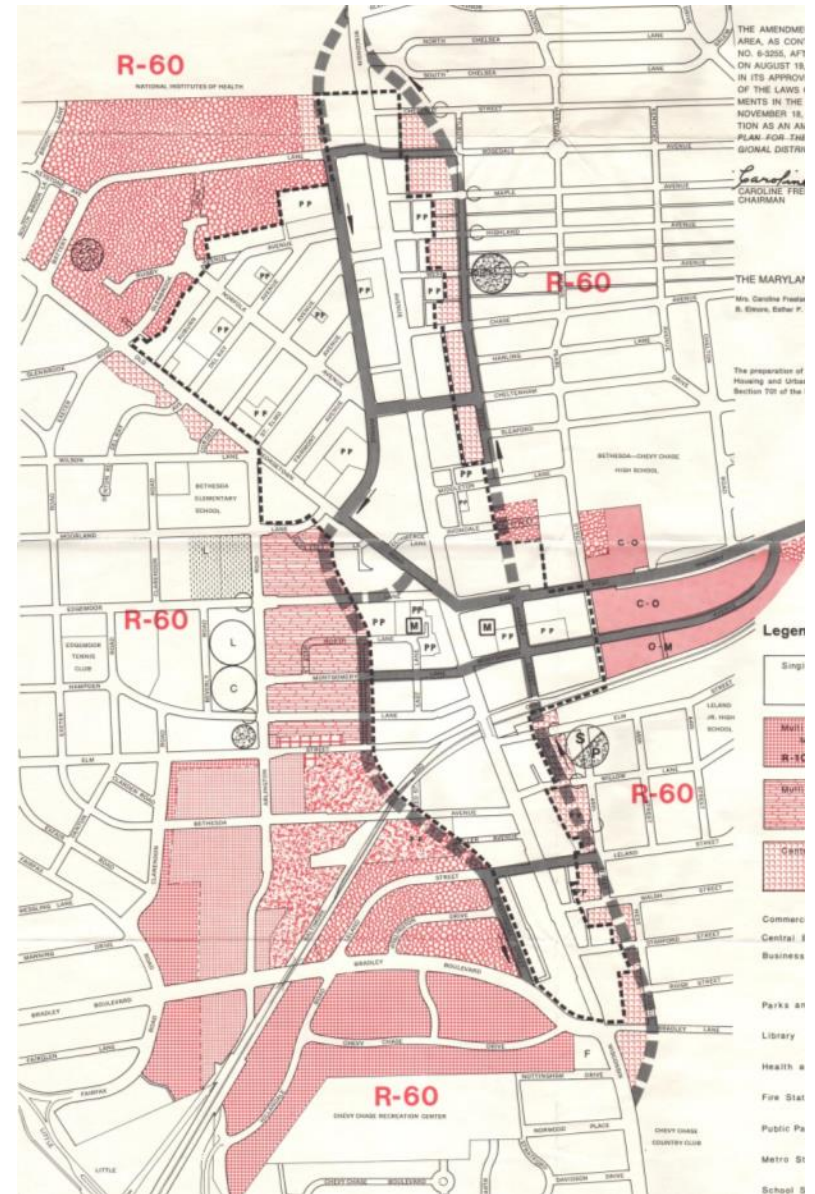
habitat +
health

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energy +
materials

- Currently in-progress
- Evaluating:
 - One-way streets
 - Elimination of 1994 proposed Old Georgetown “reversible” lane
 - Bus Rapid Transit/ Purple Line
 - Impact of proposed bicycle facilities
- Will serve as basis for NADMS recommendations



Streets



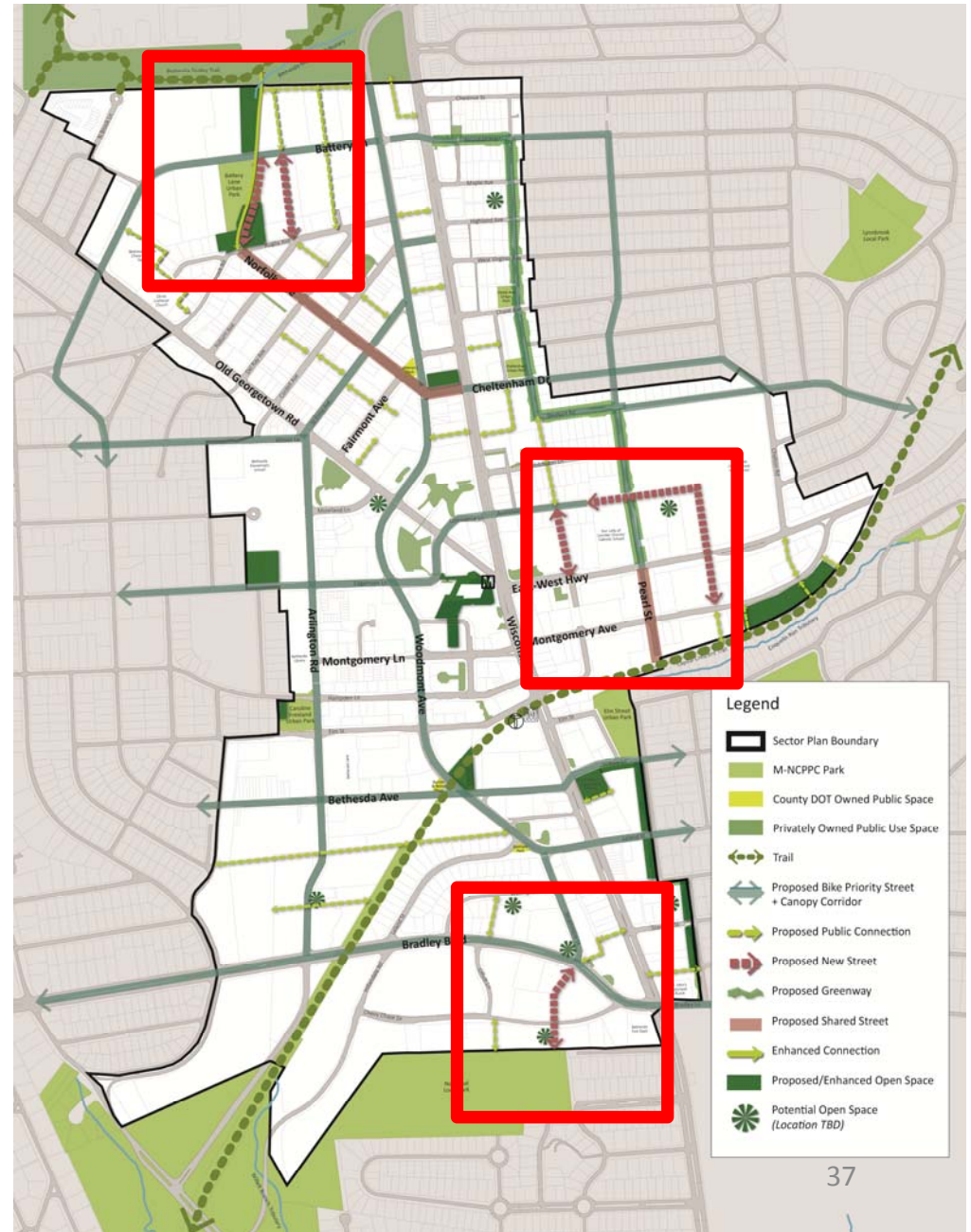
Goal

- Improve the grid system

Potential Connections

(To be Tested)

- Battery Lane/ Woodmont Triangle
 - Norfolk Avenue Extended
 - Auburn Avenue Extended
- Pearl District
 - Avondale Extended
 - Waverly Extended
 - New Street “B-1”
- South Bethesda
 - Strathmore Extended

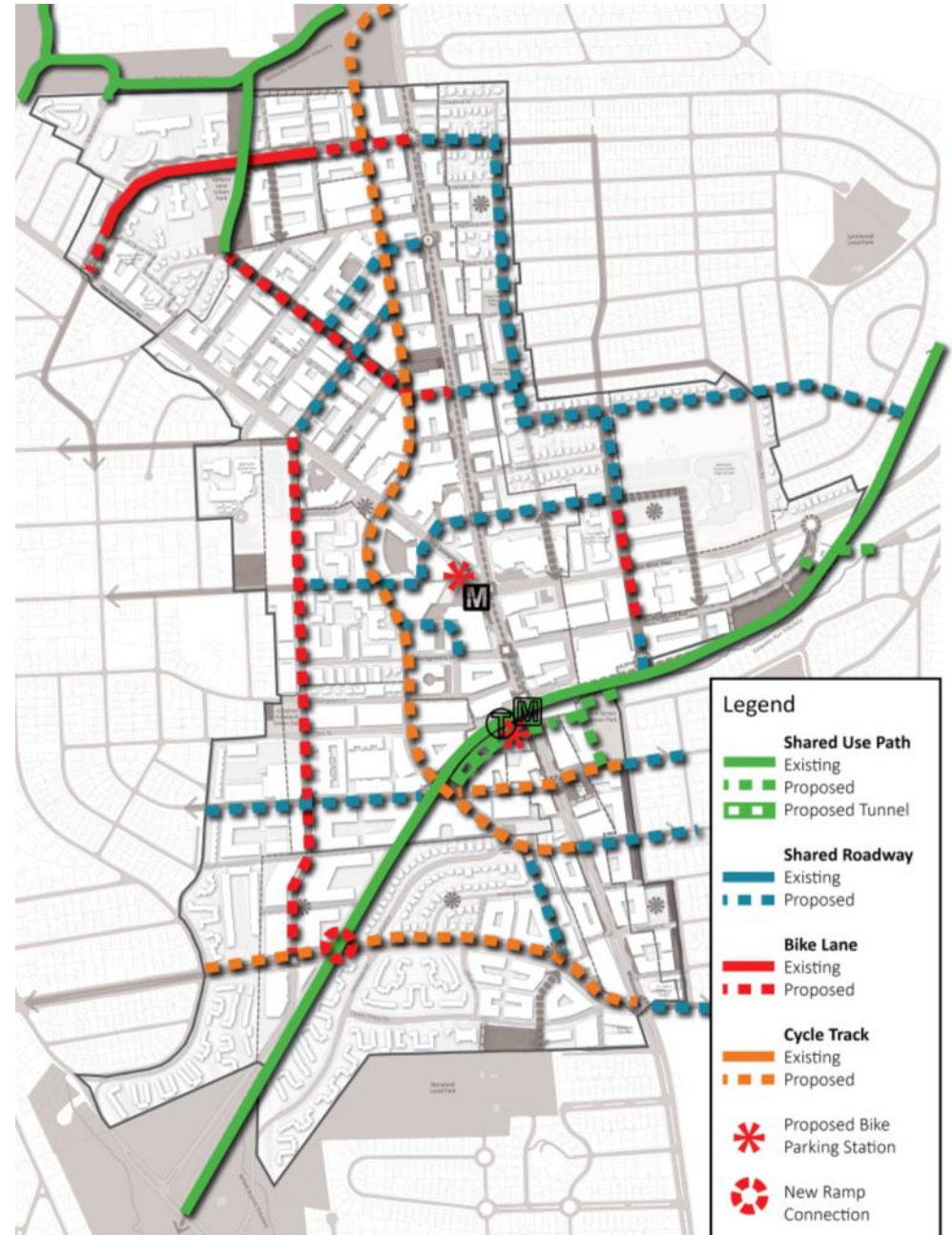


Bikeways



Goals

- Increase Connectivity
- Organize Bicycle Facilities around:
 - Capital Crescent Trail
 - Woodmont Avenue
 - Norfolk Avenue
 - Arlington Road
 - Transit
- Types of Bikeways
 - Shared Use Path
 - Cycle Track
 - Bike Lane
 - Shared Roadway

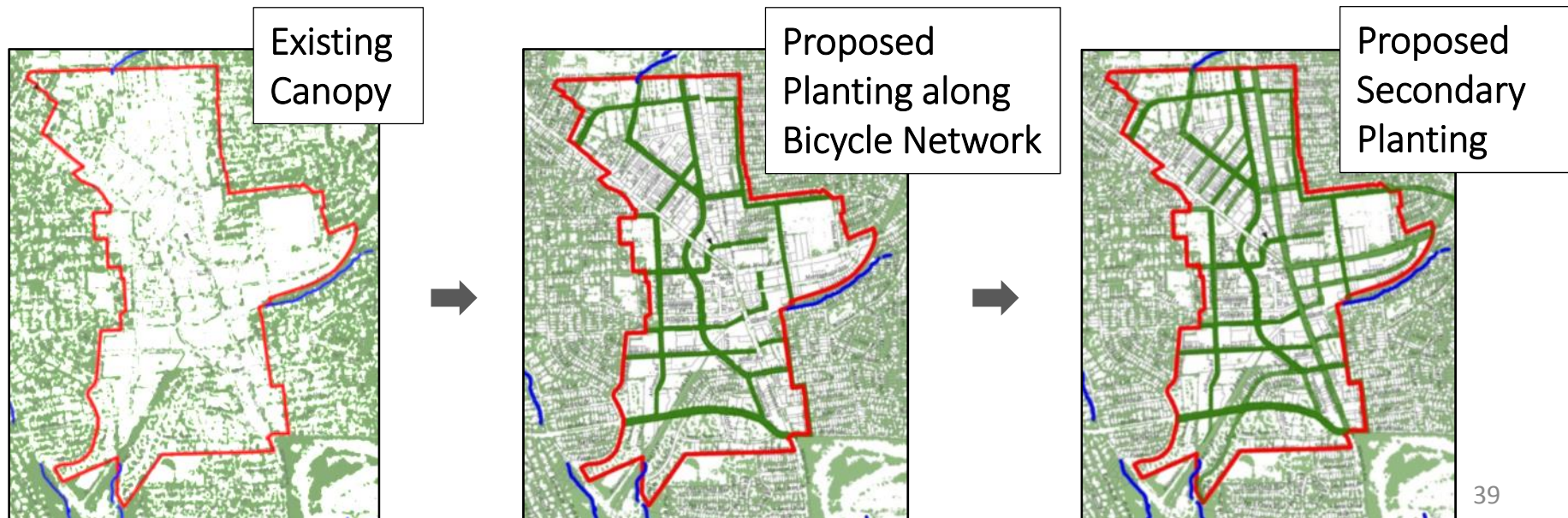


Canopy Corridor



Goals:

- Create Tree Canopy Corridor
- Reduce Heat Island Effect
- Improve Air Quality
- Improve Habitat & Ecosystem Functions



Parking Facilities

community
identity

equity

habitat +
health

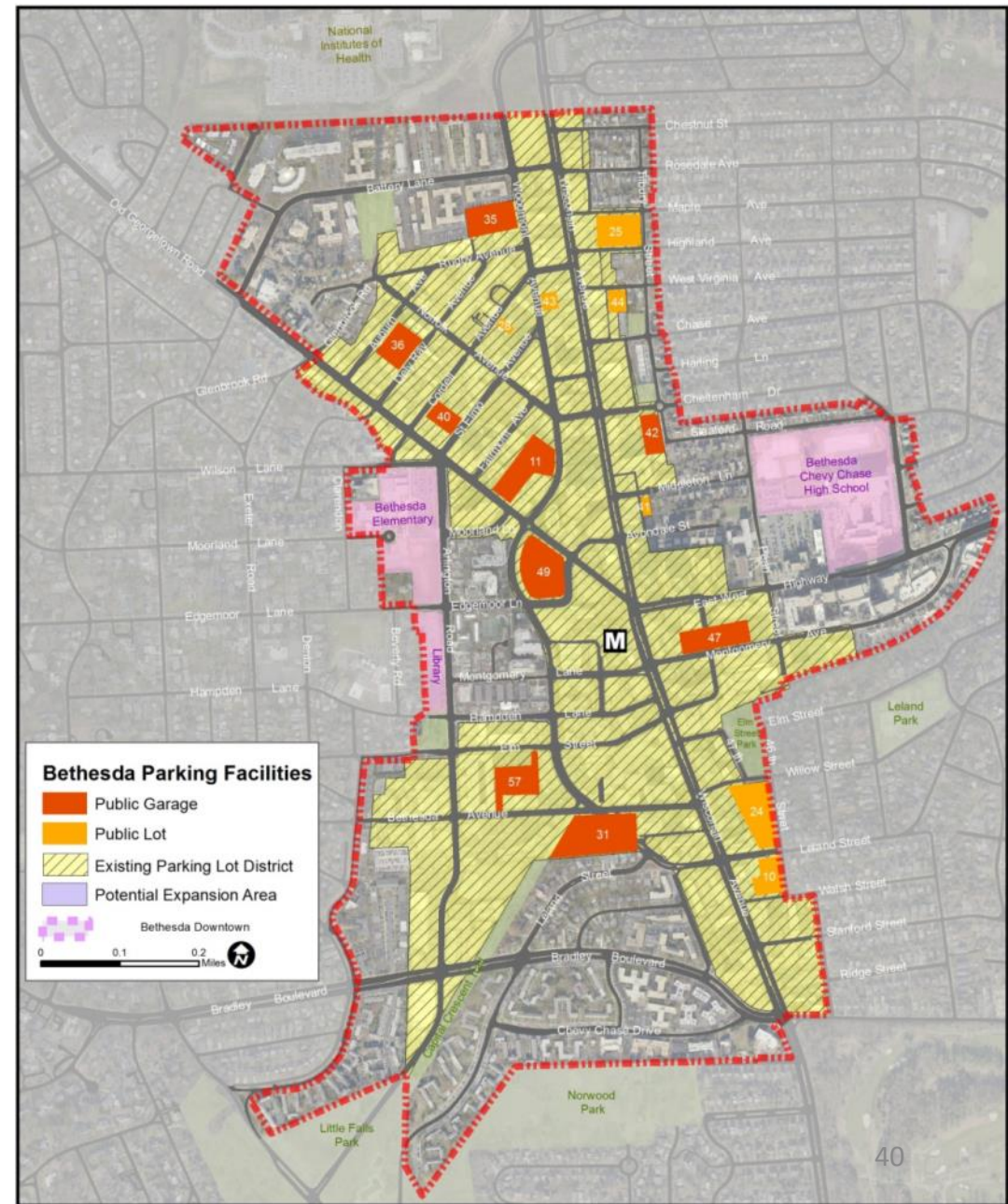
access +
mobility

water

energy +
materials

Goals

- Consider expanding the Parking Lot District (PLD) to include areas within $\frac{1}{4}$ mile from existing public parking garages
- Evaluate opportunities for private redevelopment of PLD garages and lots, similar to the Lot 31 development.
- Evaluate opportunities for co-location of public facilities as PLD garages and lots redevelop



Zoning

Development

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

Existing

- 7,210 dwelling units
- 16M sf. commercial

Pipeline (approved)

- 3,190 dwelling units
- 2.9M sf. commercial

Forecasted Growth

2010-2040

(Council of Governments Cooperative Forecast 8.2)

- 14,200 jobs
- 5,300 households



Existing Zoning

community
identity

equity

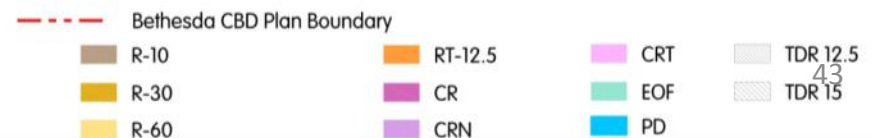
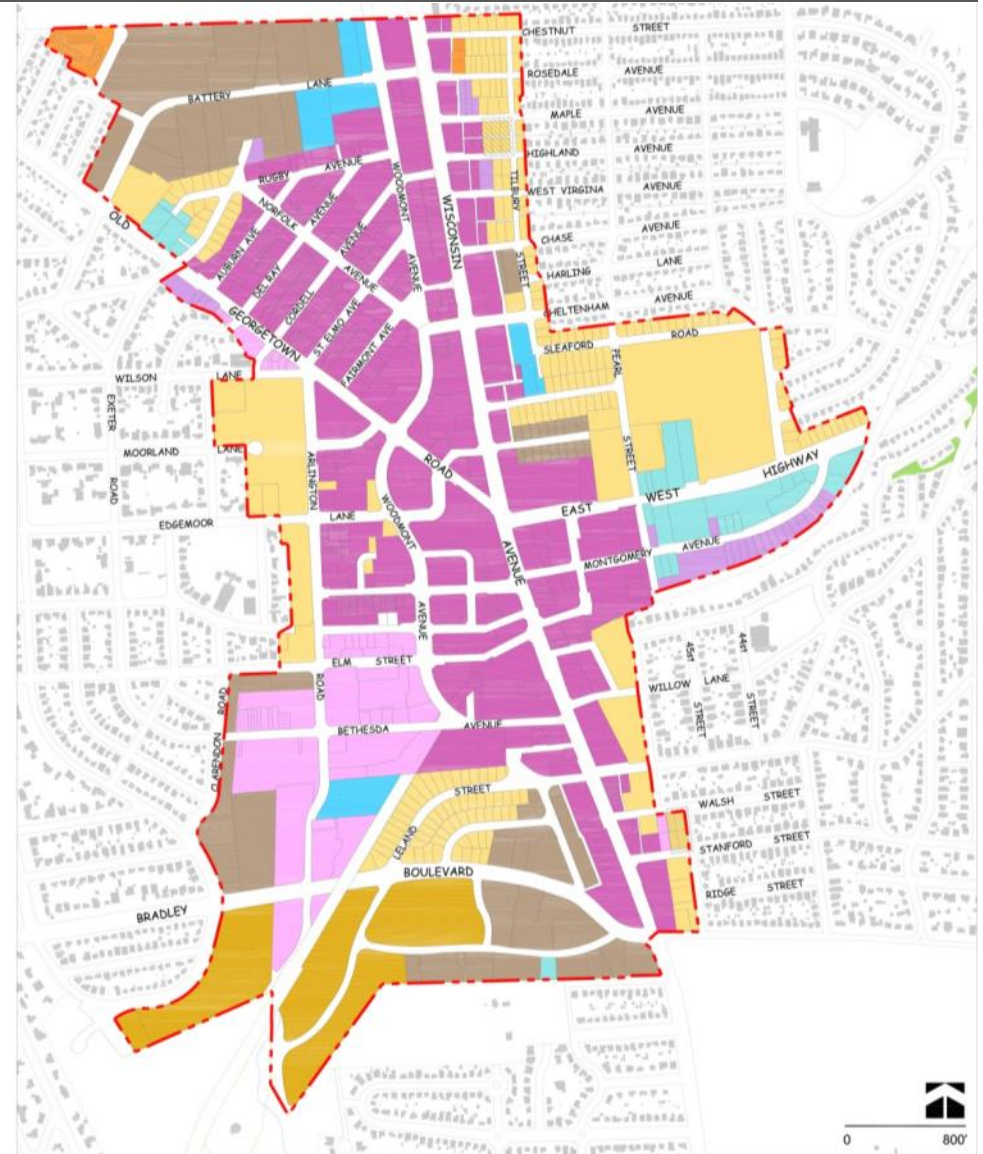
habitat +
health

access +
mobility

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energy +
materials

- Mixed-use projects in the CBD along Wisconsin and Old Georgetown RD
- New Zoning Ordinance took affect on October 30, 2014
- Confirm all zoning within the Sector Plan boundary except where changes are proposed and illustrated on plans



Proposed Zoning

community
identity

equity

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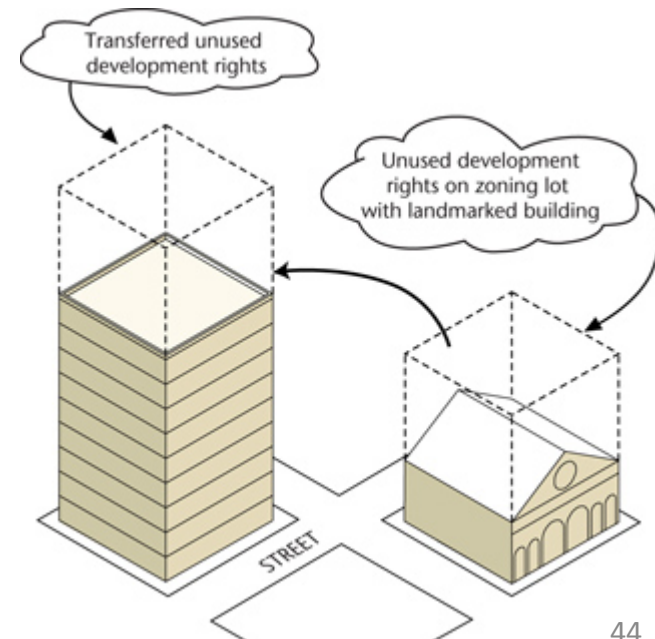
Goals

- Encourage mixed-use development
- Provide for more flexible development opportunities
- Update CR Zone Implementation Guidelines
- Density Transfer
 - Sending Priority Areas*
 - Proposed Public Open Space
 - Historic Resources
 - Community Resources
 - Receiving Priority Areas*
 - Activity centers and priority retail areas
 - Emerging Centers
- Confirm Density/FAR within the Sector Plan Boundary

Commercial/Residential Zones

Incentive Density Implementation Guidelines

July 2012



Urban Form

Urban Form

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

As an established Downtown, much of Bethesda's urban form has been set and the majority of change will be infill development



Urban Form

community
identity

equity

habitat +
health

access +
mobility

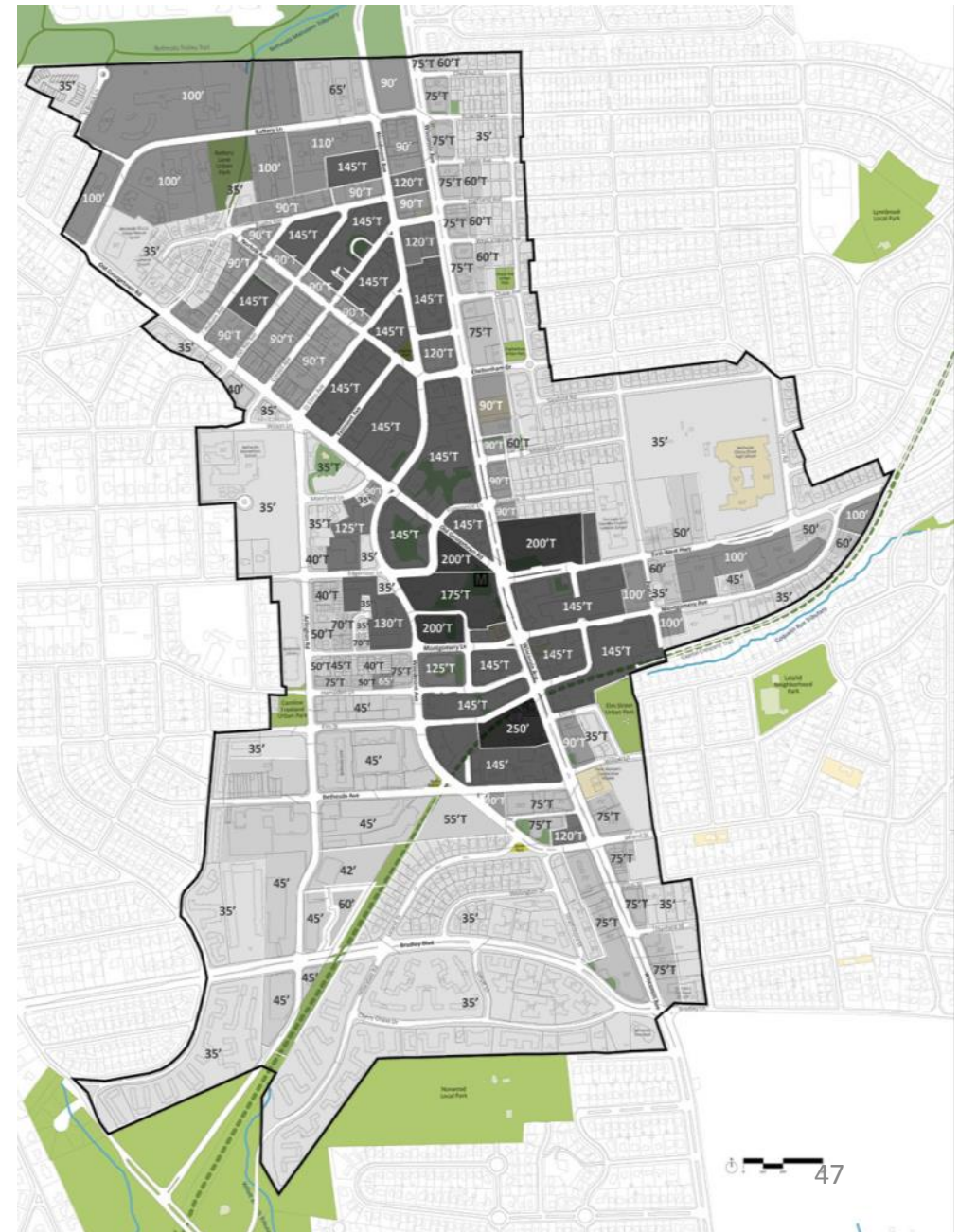
water

energy +
materials

Current Allowable Building Heights

- Heights have been sculpted through years of previous planning efforts and public process
- Maintain majority of heights as allowed and target increases in specific areas that help achieve the Plan vision and public benefits

Note: Properties with the "T" designation to be reviewed to determine appropriate comparable height



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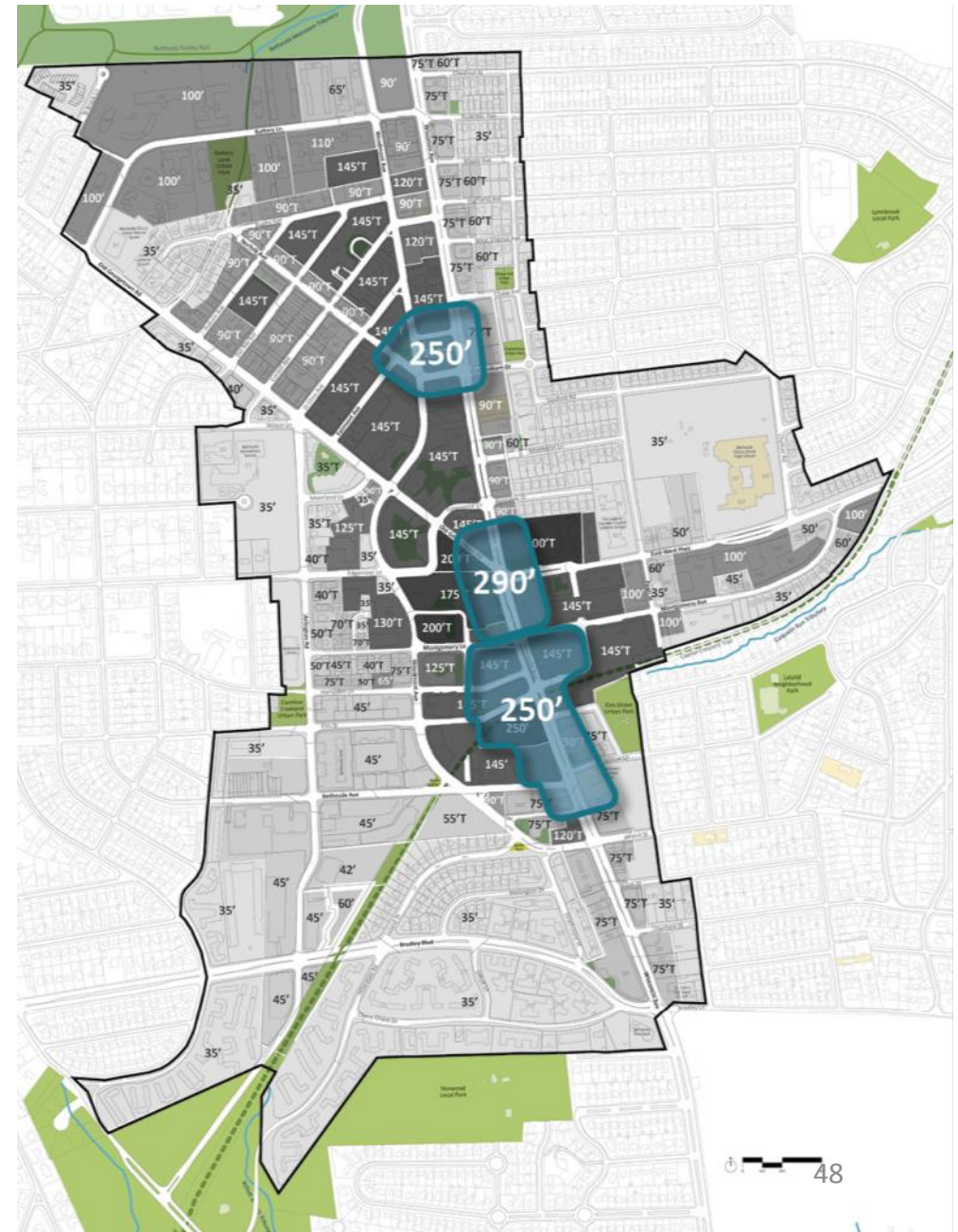
access +
mobility

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Symbolic Center and Civic Gathering Spaces

- Allow signature tall buildings at these major civic spaces
- Integrate design and sustainability innovation



Urban Form

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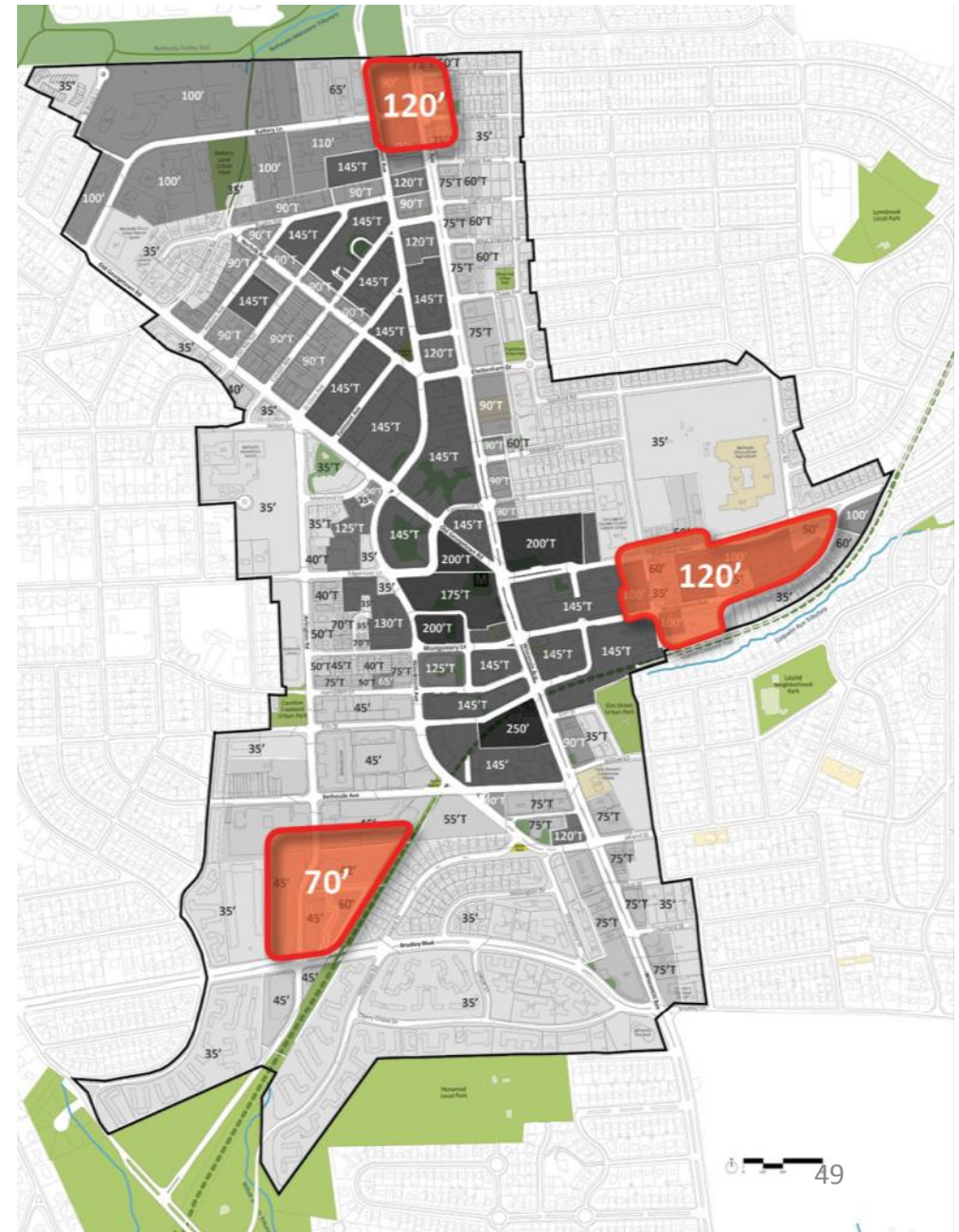
access +
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water

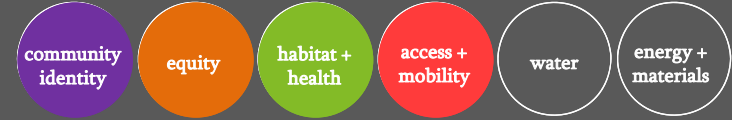
energy +
materials

Expanded/Emerging Centers of Activity

- Encourage economic vitality through mixed-use development at increased heights appropriate to surrounding context



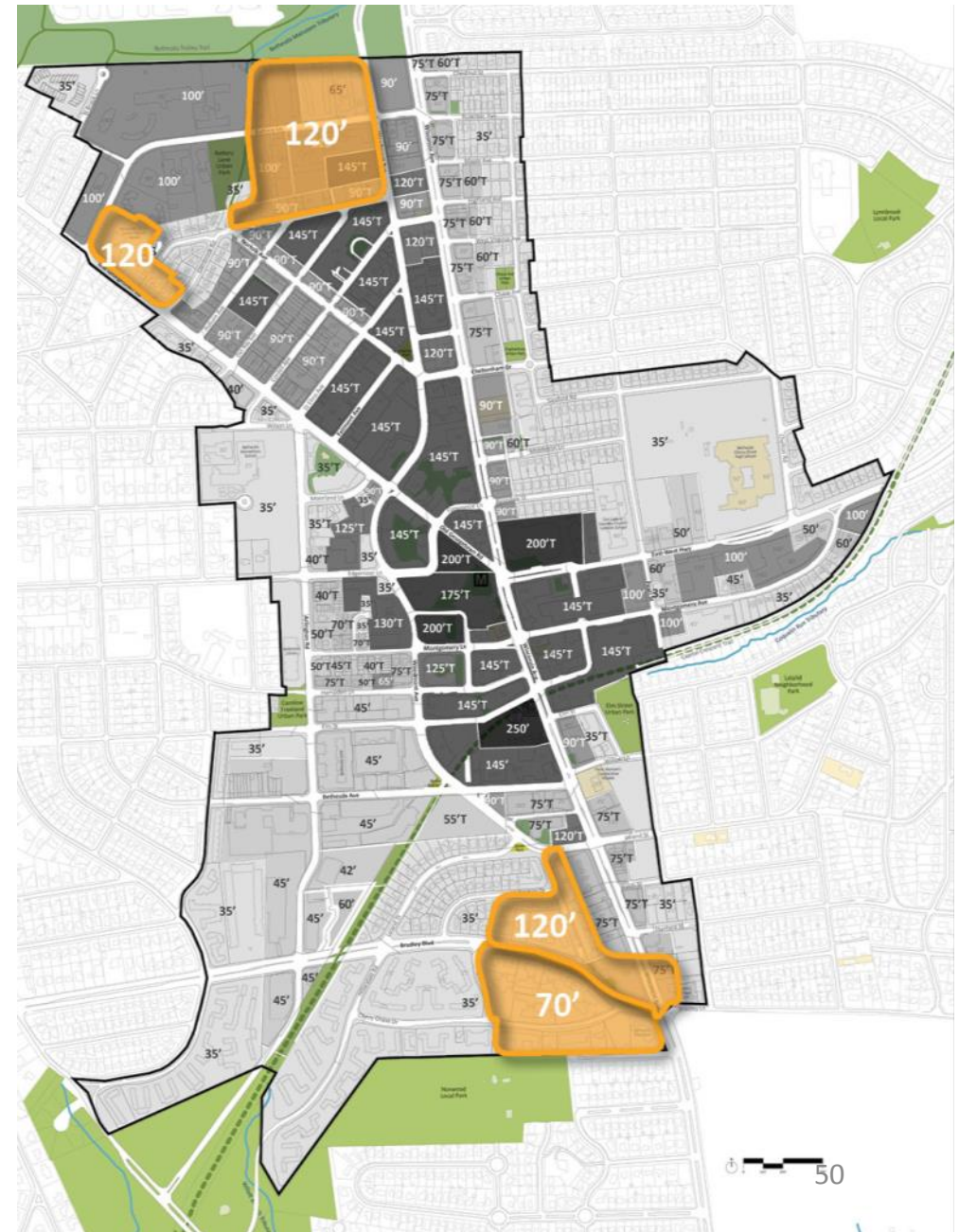
Urban Form



Affordable Housing, Park Connectivity and Community Facilities

Increase height to:

- Enhance Community Facilities
- Prioritize affordable housing opportunities with redevelopment
- Enhance connectivity to Norwood Local Park and Bethesda Trolley Trail



Urban Form

community
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habitat +
health

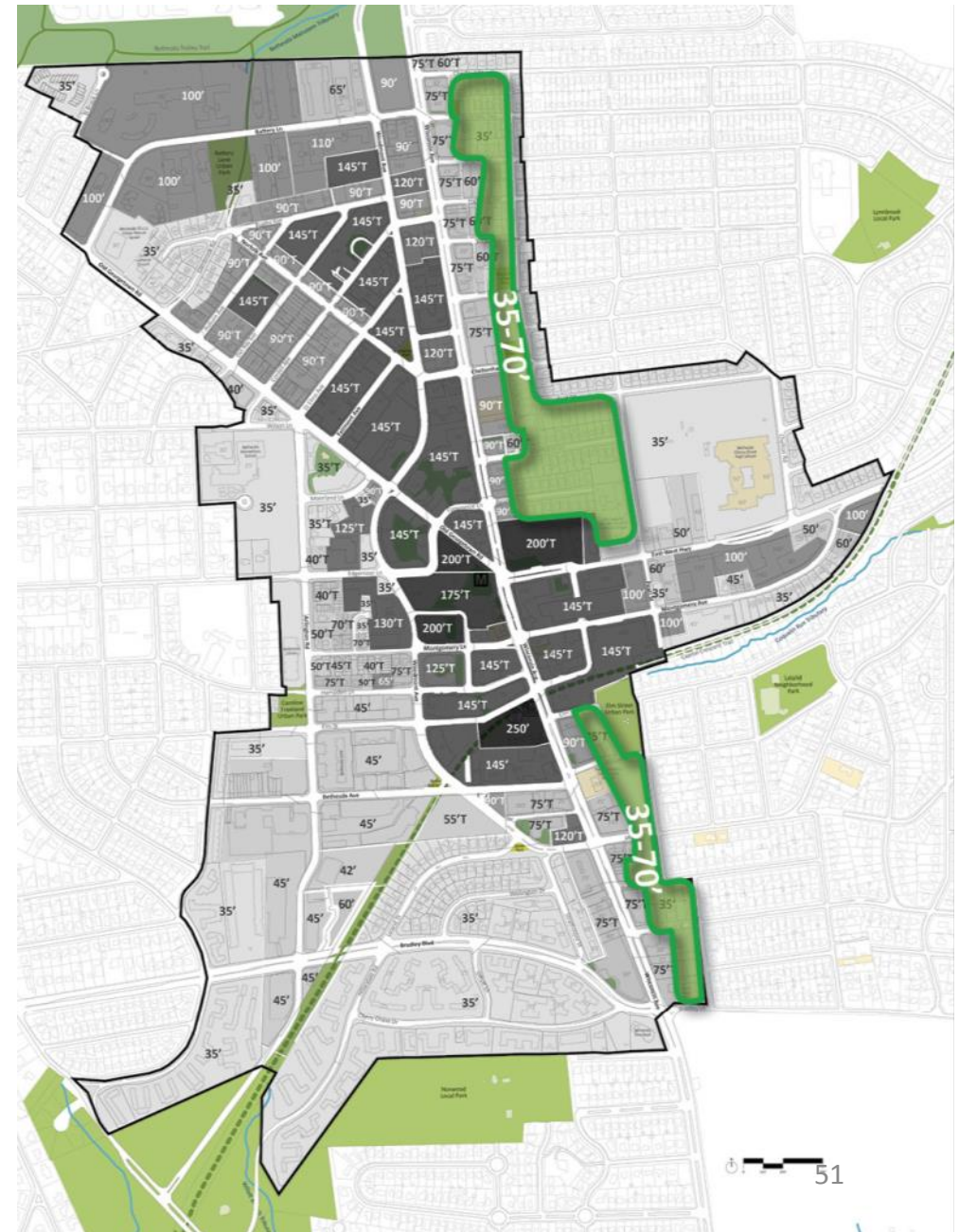
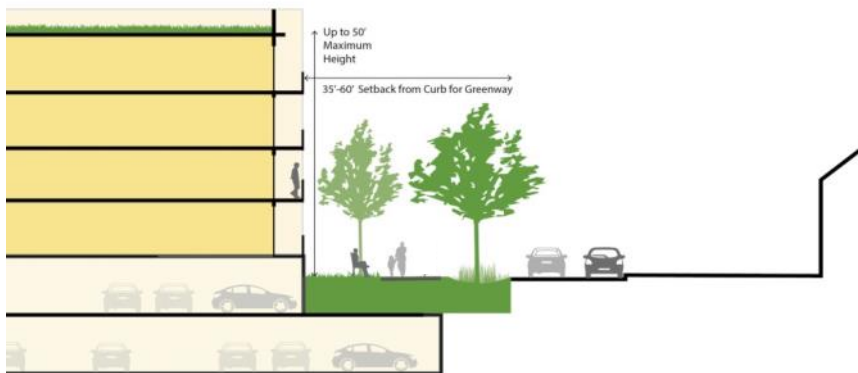
access +
mobility

water

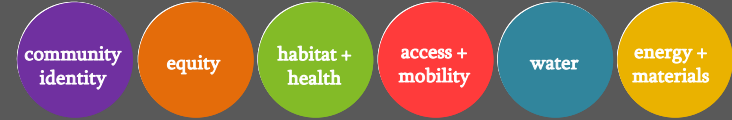
energy +
materials

Eastern Greenway

- A green connector along the eastern edge of the sector plan area to provide open space, pathways and environmental benefits
- Allow a range of heights (35-70') dependent on amount of green space dedicated



Urban Form



Symbolic Center and Civic Gathering Spaces

Expanded/Emerging Centers of Activity

Affordable Housing, Park Connectivity and Community Facilities

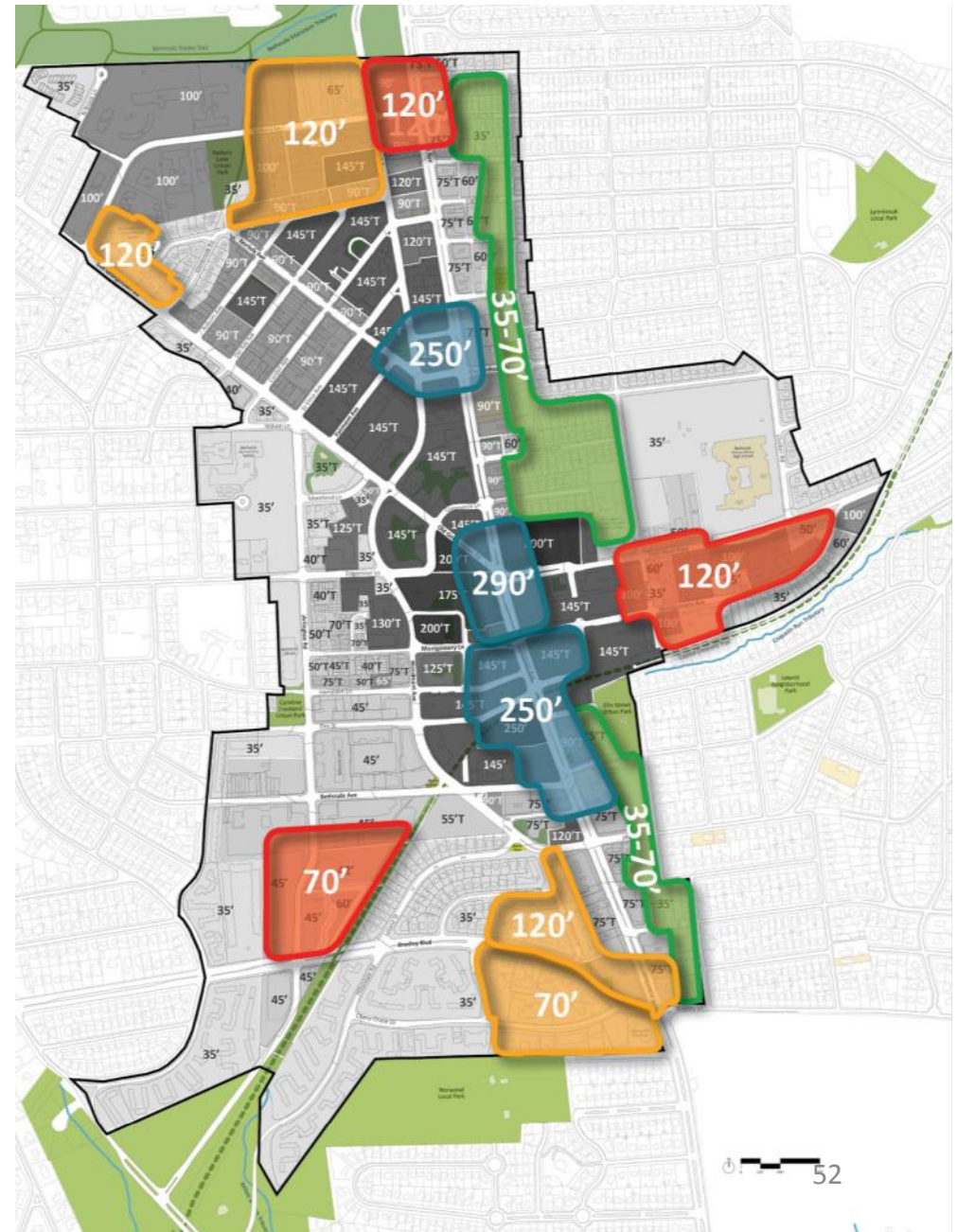
Eastern Greenway

Development:

Current Built: 23.7M sf

Current Total Allowable: 27.8M sf

Proposed Total Allowable: 31.8M sf



Parks + Open Space

What parks and open space does Bethesda need?

- What we've heard from Bethesda
- Policy background: Vision 2030 and PROS
- Opportunities for area-wide and neighborhood focal spaces, gateways, connections, and green transitions

What We've Heard

community
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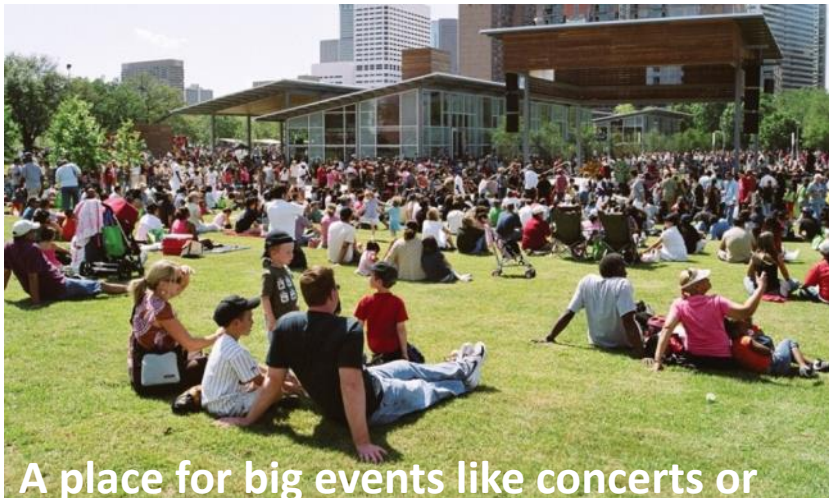
A place with grass and trees and benches



A place to run, walk or bike



A place for big events like concerts or



A place to gather with friends



What We've Heard

community
identity

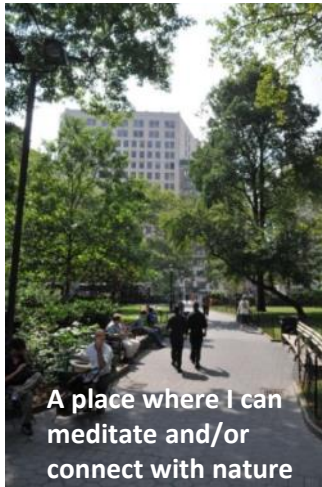
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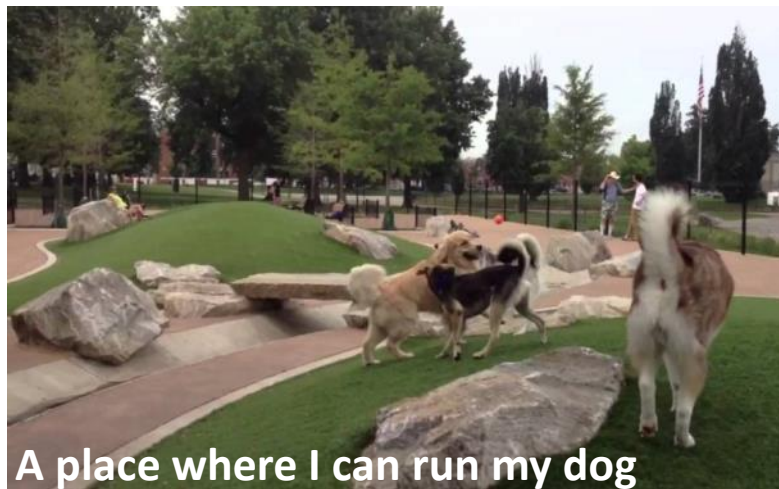
A place where I can meditate and/or connect with nature



A place to bounce, kick, or throw a ball



A place to skateboard

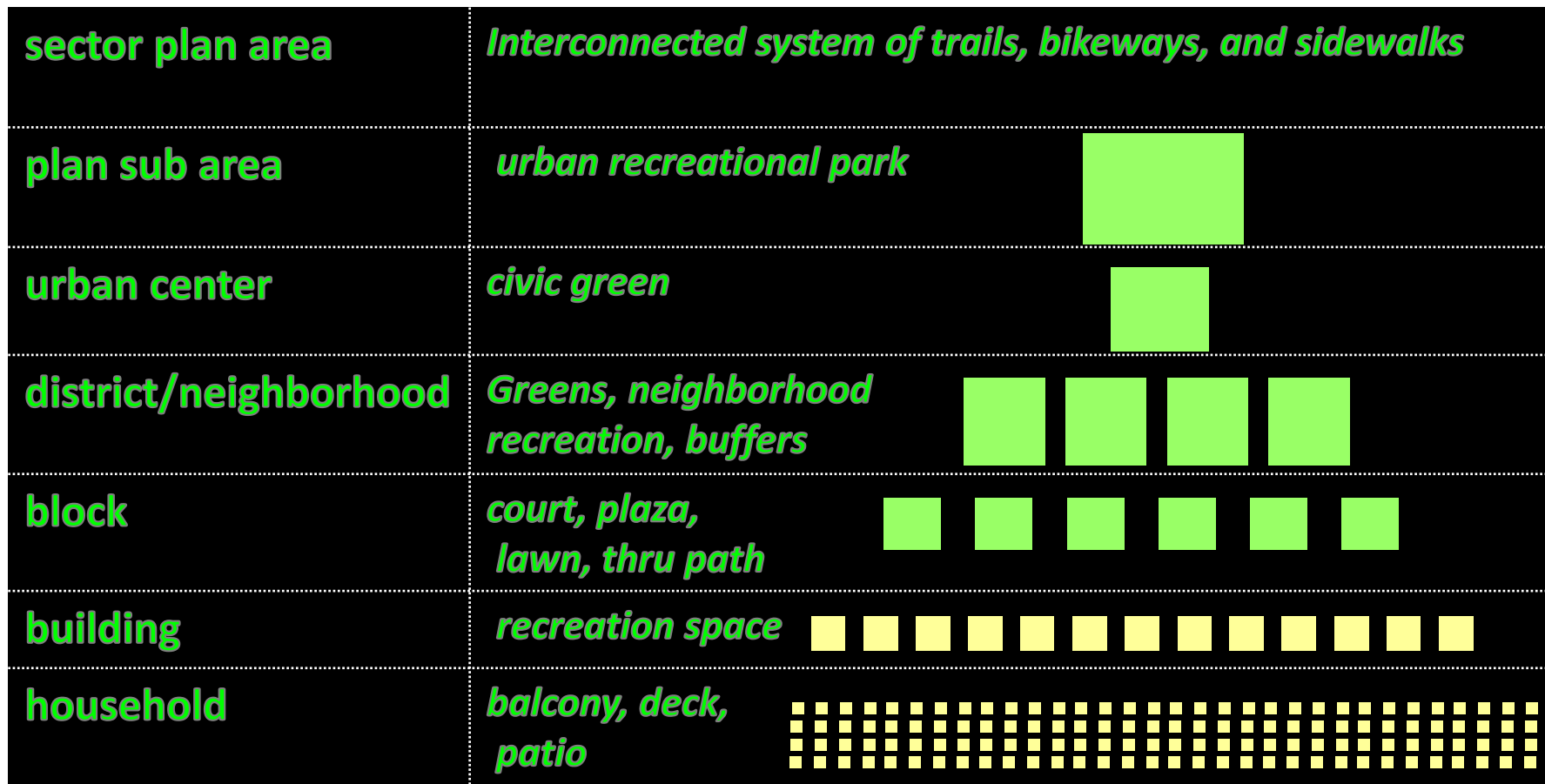


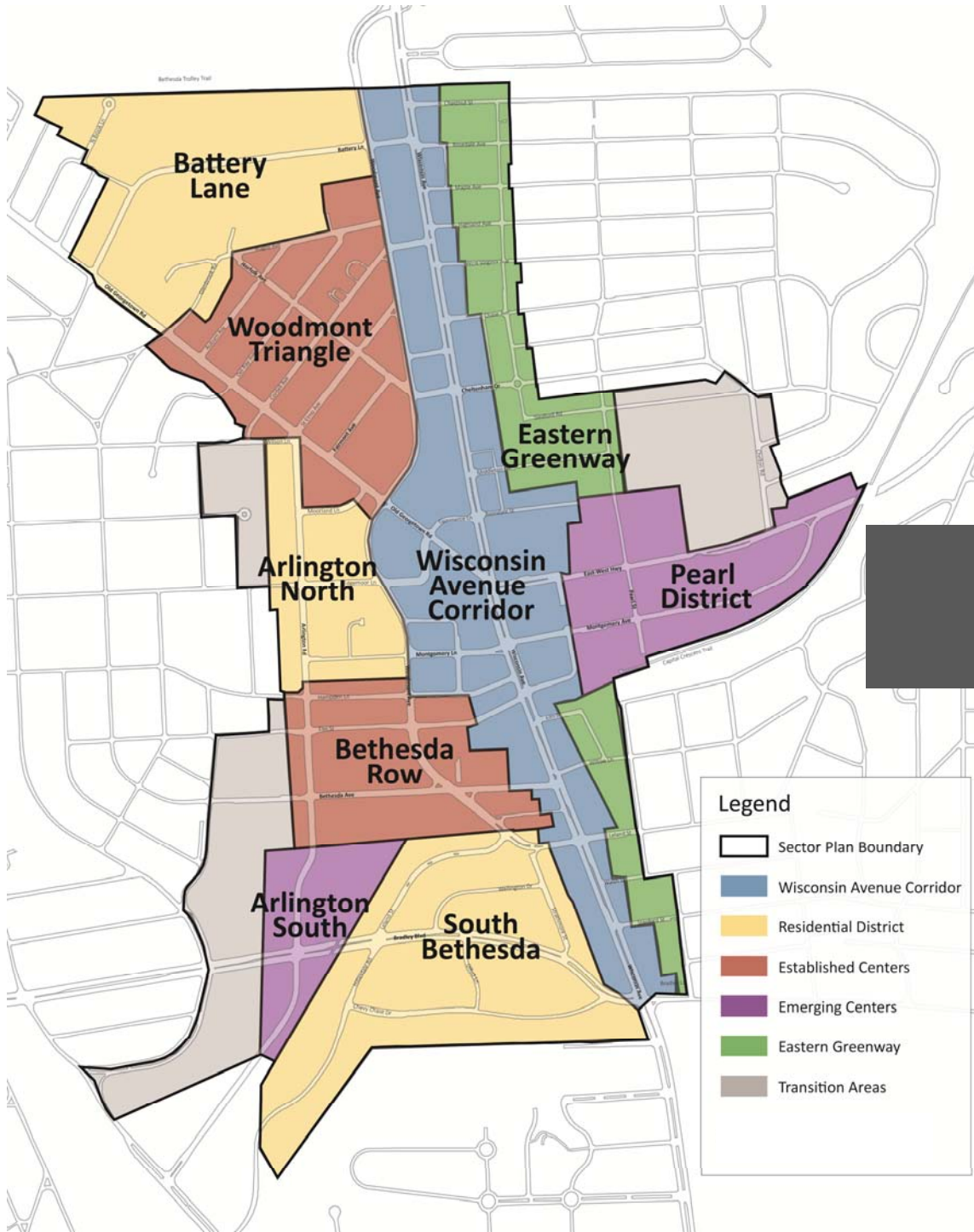
A place where I can run my dog



A play place for all ages: children, adults, and seniors

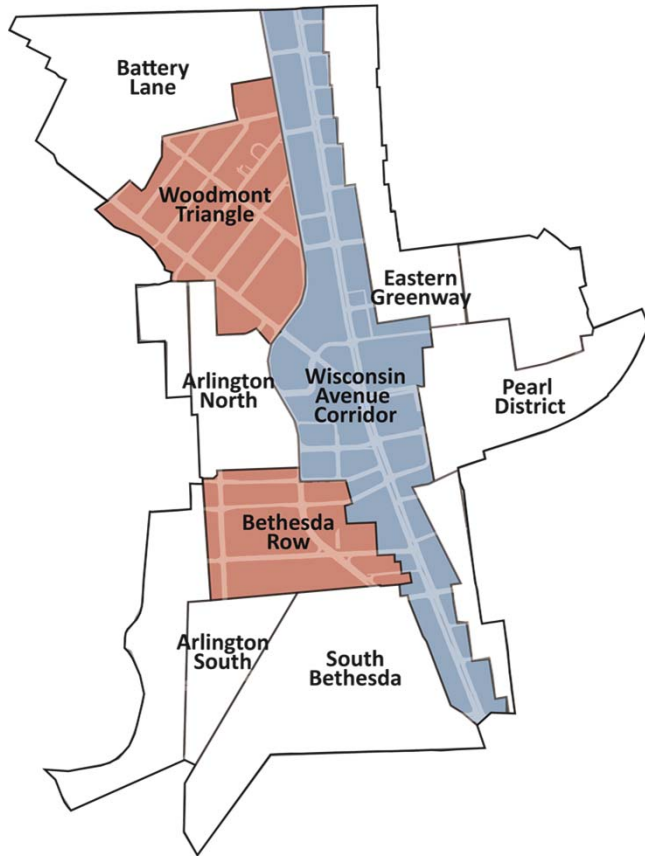
PROS/Urban Parks Hierarchy





Districts





Wisconsin Ave + Established Centers

Wisconsin Ave Corridor



Existing Conditions:

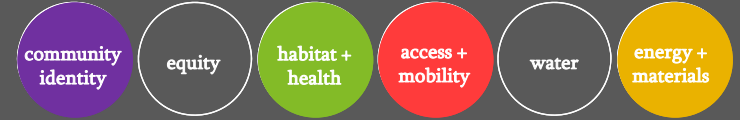
- Symbolic City Center
- Multi-modal
- Mixed-Use
- Downtown

Goals:

- Improve and Enhance Public Spaces – Activated
- Improve access, mobility, and pedestrian safety
- Create a Downtown Atmosphere – Community Identity
- Promote Energy Conservation and Generation

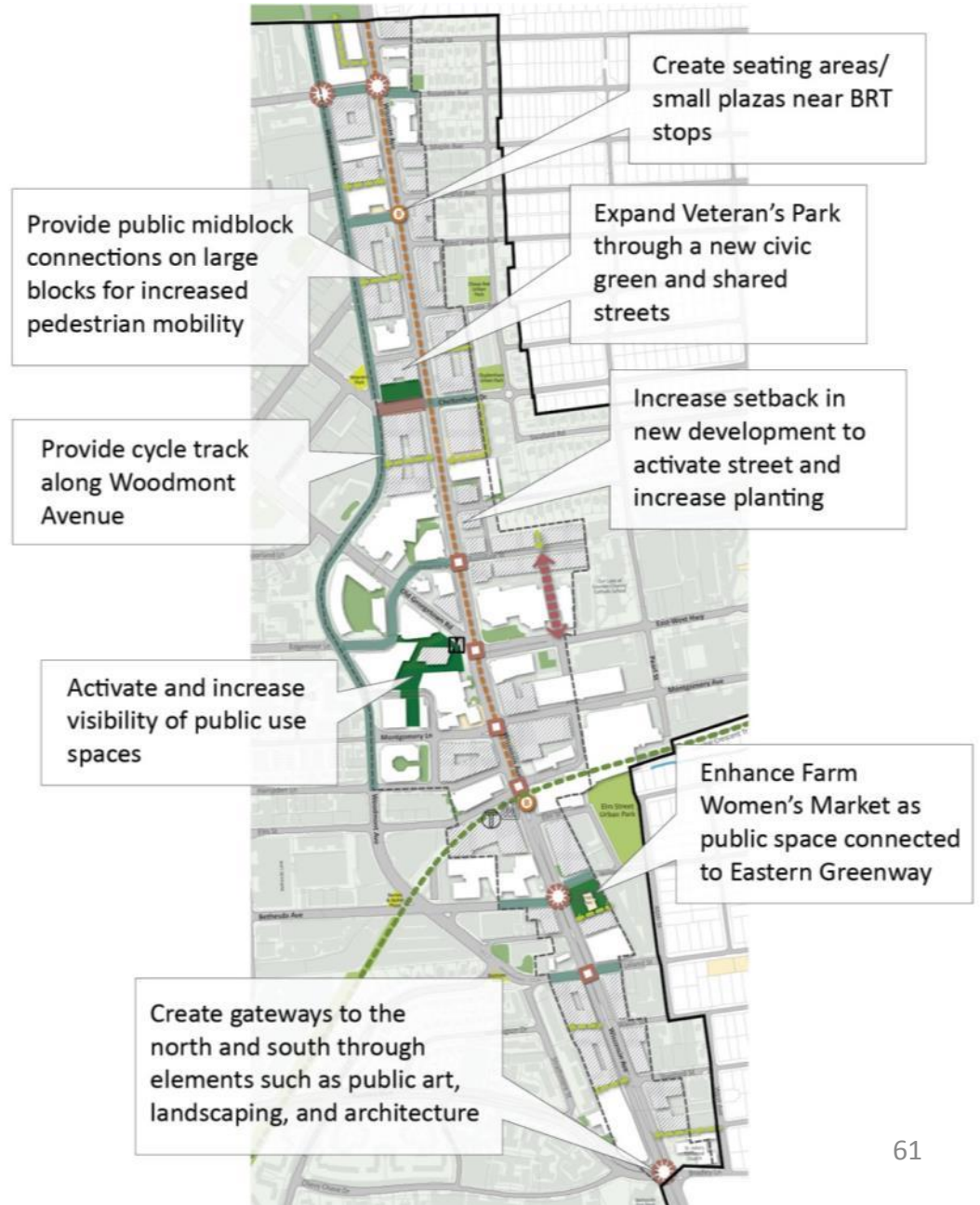


Wisconsin Ave Corridor



Public Realm

-  Proposed Bike Priority Street and Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Greenway
-  Proposed Shared Street
-  Enhanced Connection
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Proposed BRT
-  Illustrative Potential Development



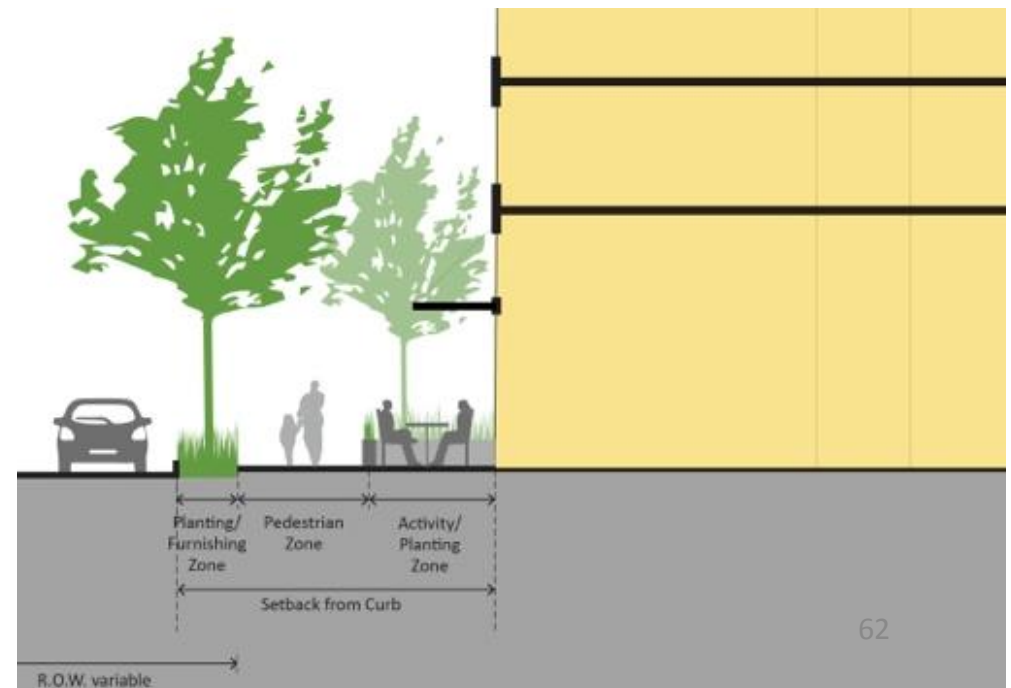
Wisconsin Ave Corridor



Streetscape

Create green, active and walkable sidewalks

- Planting and furnishing buffer against street
- A clear pedestrian pathway
- Space for activities such as outdoor dining and planting against the building



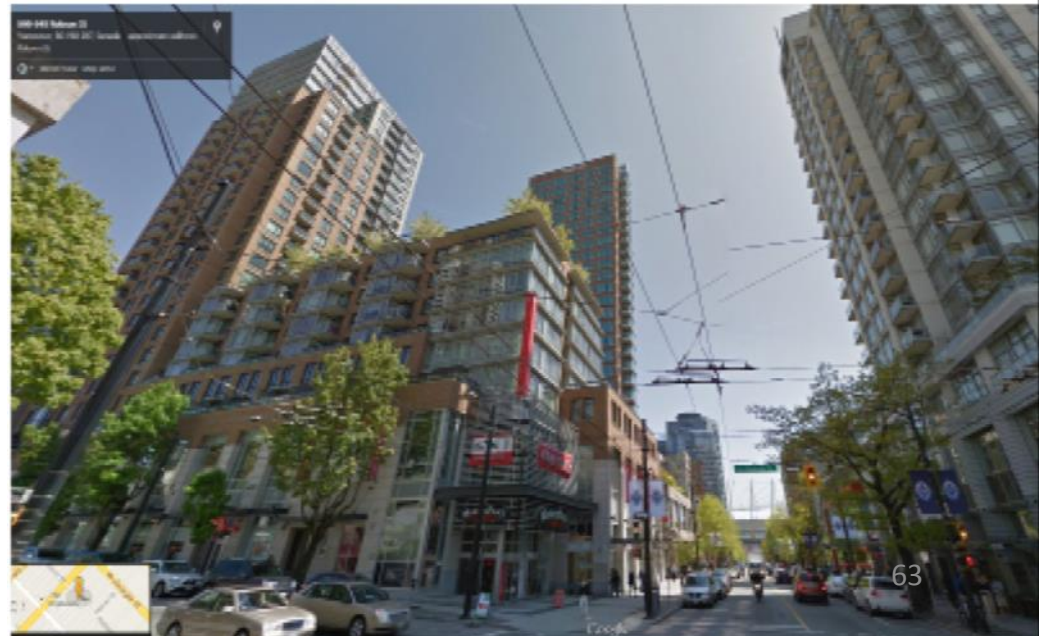
Wisconsin Ave Corridor



Tall Building Standards

Design Tall buildings to have a human-scaled presence on the street and reduced uniformity

- **Building Articulation:** such as step back, windows and material change
- **Building Separation:** ensure design allows for light and air, and reduced shadows on public space



Wisconsin Ave Corridor



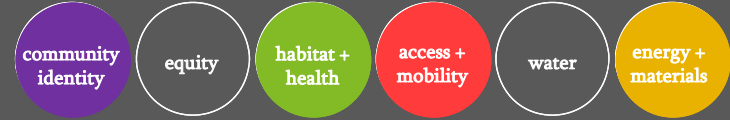
Public Use Spaces

Underutilized because not perceived as public, hidden in interior of blocks, elevated, and with failing retail

- Improve visibility and connections to the street
- Use creative wayfinding and public art as beacons
- Unclutter plaza spaces by smoothing grade and limiting large permanent furniture
- Integrate flexible lawn spaces stormwater management and more planting
- Encourage more temporary programming such as events kiosks and educational opportunities



Wisconsin Ave Corridor



Farm Women's Market Civic Green

- Vision – the historic heart of Bethesda, a destination and local gathering spot and market, an extension of the Elm street park and eastern greenway
- Function - maintain the historic building as a functioning market to be the central activating feature for a newly green and connected civic space.



Amenities envisioned – a picnic seating area, lush landscaping, outdoor vending stalls and restored historic building



Bethesda Row



Existing Conditions:

- Mixed-use Destination
- Hub of Activity
- Engaging Streetscape/Pedestrian Friendly
- Regional draw
- Walkable
- Activated urban parks/plazas

Goals:

- Enhance Access and Mobility
- Preserve Scale and Character

Bethesda Row



Public Realm

- Proposed Bike Priority Street and Canopy Corridor
- Proposed Public Connection
- Proposed New Street
- Proposed Greenway
- Proposed Shared Street
- Enhanced Connection
- Enhanced Intersection
- Proposed Gateway and Enhanced Intersection
- Proposed/Enhanced Open Space
- Potential Open Space (Location TBD)
- Illustrative Potential Development



Bethesda Row

community
identity

equity

habitat +
health

access +
mobility

water

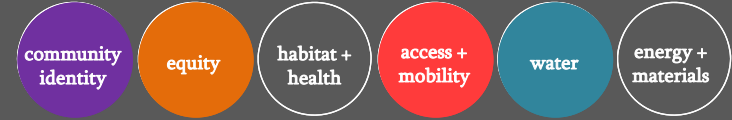
energy +
materials

Capital Crescent Central Civic Green

- Vision – western gateway from the Purple Line, a green gathering area for movie goers, cyclists, and foodies.
- Function - a lawn space for people watching, events and large gatherings



Woodmont Triangle



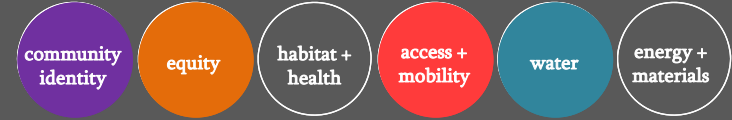
Existing Conditions:

- Mixed-use
- Eclectic
- Arts & Entertainment
- Small-scale Urban Parks – Veterans Park




Goals:

- Preserve scale and character on Norfolk Ave (Main Street)
- Enhance existing commercial/retail businesses with improved accessibility
- Promote Opportunities for Diverse Mixed-Income Residential Development
- Improve connectivity throughout the neighborhood
- Improve Water Quality

Woodmont Triangle

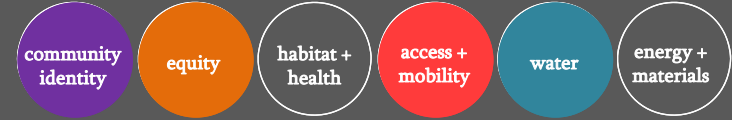


Public Realm

-  Proposed Bike Priority Street and Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Greenway
-  Proposed Shared Street
-  Enhanced Connection
-  Enhanced Intersection
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Woodmont Triangle



Norfolk Avenue

Build on what works well and creates the unique character in Woodmont Triangle:

- Enhance Norfolk avenue as an active street for arts and community events
- Maintain human scale of the buildings along the street through setback regulations



Woodmont Triangle



Norfolk Avenue Short Term

- Opportunity for parklets in a few parking spaces to expand public space and activate the street
 - Outdoor dining
 - Public and Performance Art
 - Children's Play areas
 - Seating areas



Woodmont Triangle



Norfolk Avenue

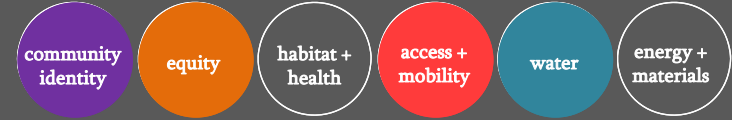
Long Term

Shared Street

- Create a shared street as connection between Battery Lane Park and Veterans Park along all or a portion of Norfolk
- Shared streets balance all modes of transportation and allow more flexible public space



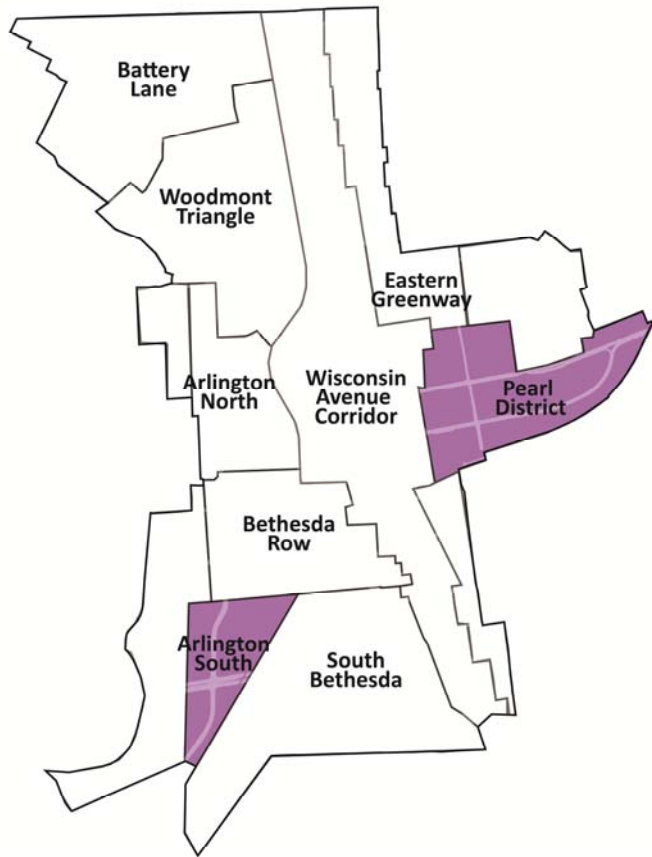
Woodmont Triangle



Veteran's Park Civic Green

- Vision – the green gathering space of Woodmont Triangle/Wisconsin North
- Function - community events, relaxing on the lawn





Emerging Centers

Pearl District

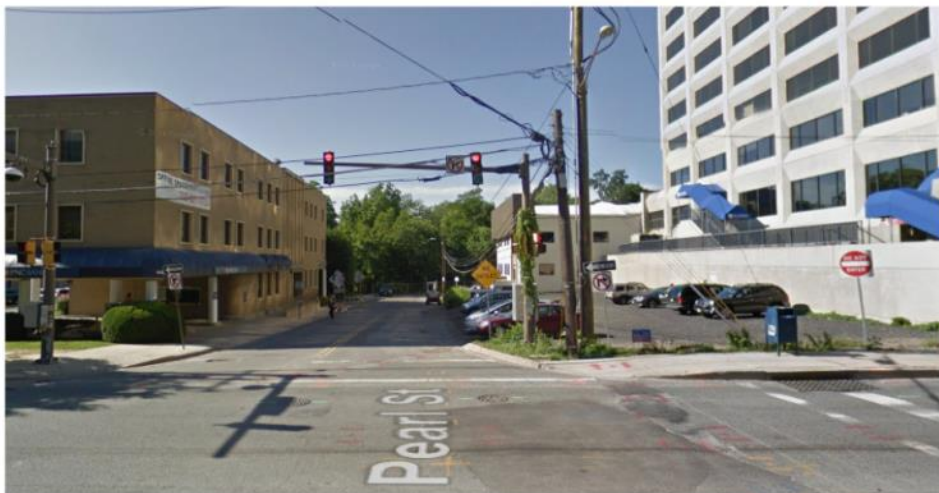


Existing Conditions:

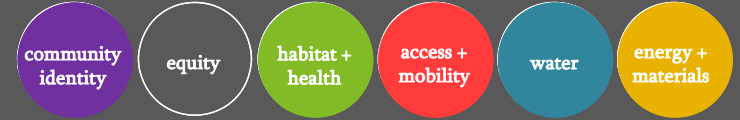
- Gateway
- Locally serving retail
- Active

Goals:

- Promote activity and mixed-use
- Enhance access and mobility
- Enhance pedestrian connectivity
- New Main Street
- Expand network of open space
- Promote Energy Conservation and Generation
- Improve Water Quality

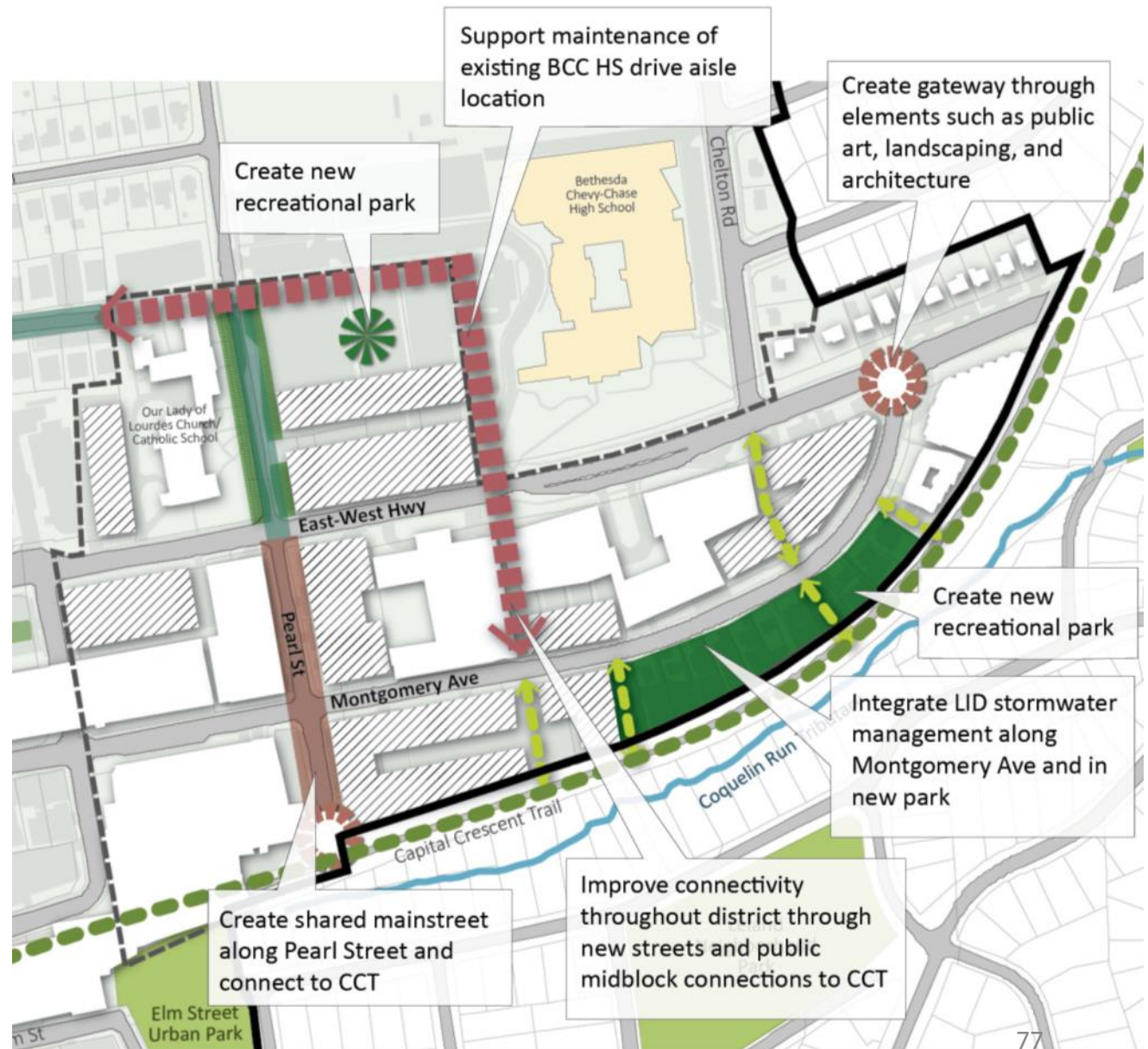


Pearl District



Public Realm

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Pearl District



Create a shared street along Pearl Street

- Consider short term street activation such as food trucks before retail development is complete
- Integrate stormwater management
- Create prominent connection to Capital Crescent Trail



Pearl District

community
identity

equity

habitat +
health

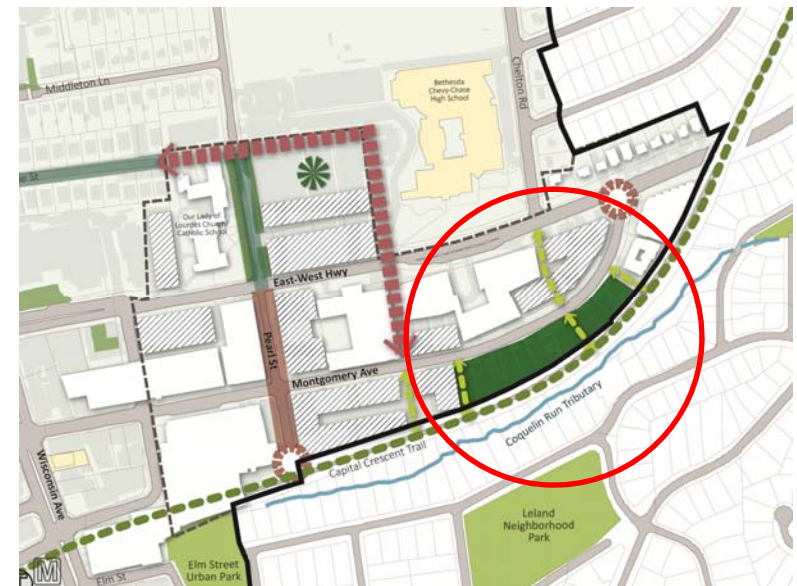
access +
mobility

water

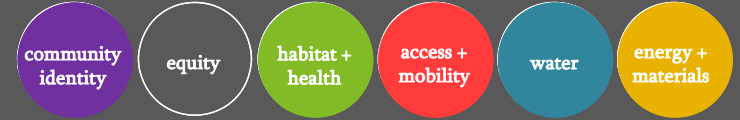
energy +
materials

The Eastern Capital Crescent Gateway Park

- Vision – an active gateway park along the Capital Crescent Trail
- Function - to provide recreational areas along the trail and to be a green gateway into the Bethesda CBD.



Arlington South



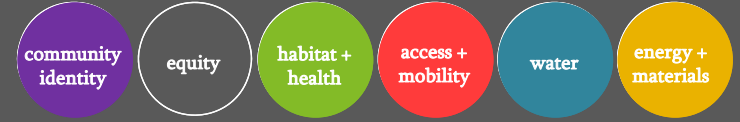
Existing Conditions:

- Mixed-use/residential
- Emerging center of activity
- Local serving retail
- Gateway

Goals:

- Enhance opportunities for local serving retail (junior anchor scale)
- Enhance access and mobility
- Create a more pedestrian friendly environment along Arlington Road
- Improve connectivity to Capital Crescent Trail
- Improve Water Quality
- Promote Energy Conservation and Generation
- Improve Habitat and Ecosystem

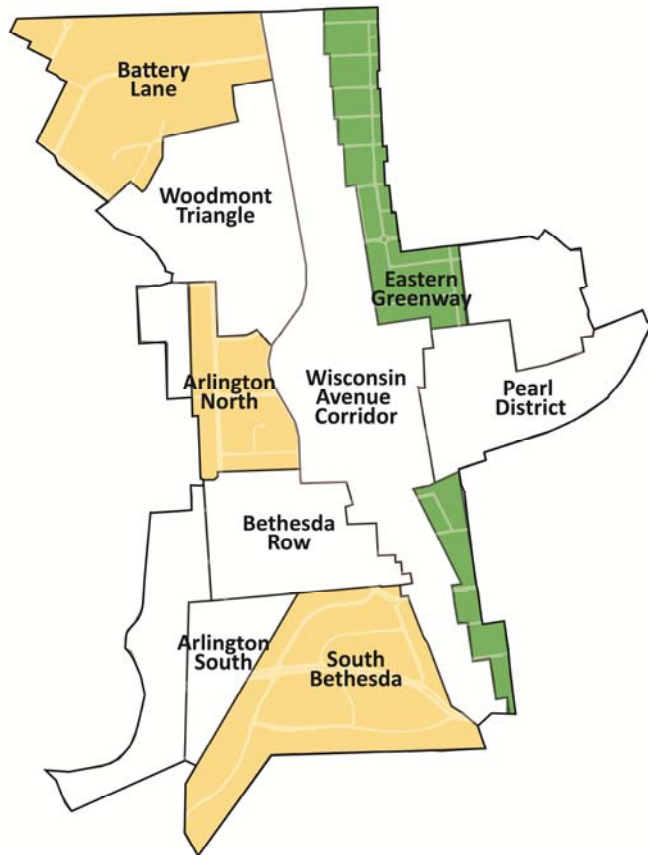
Arlington South



Public Realm

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Residential + Edge Districts

Battery Lane

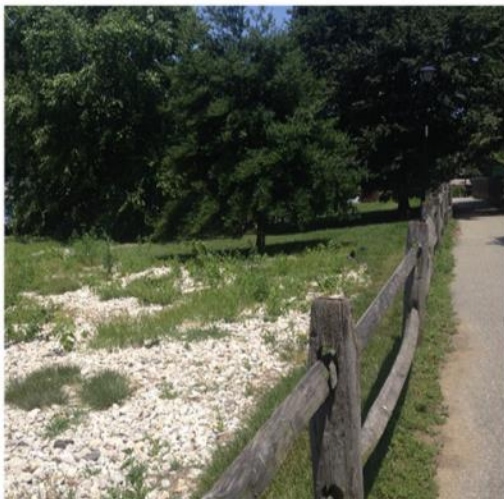


Existing Conditions:

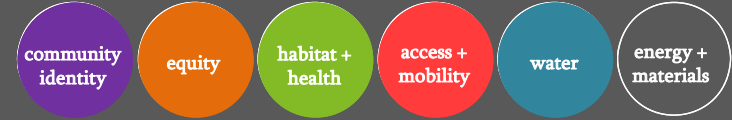
- Established Neighborhood
- Residential Character
- Pedestrian Scale
- Functional Urban Park

Goals:


- Create a Mix of Housing Options
- Enhance Neighborhood Green
- Improve Connectivity
- Improve Water Quality

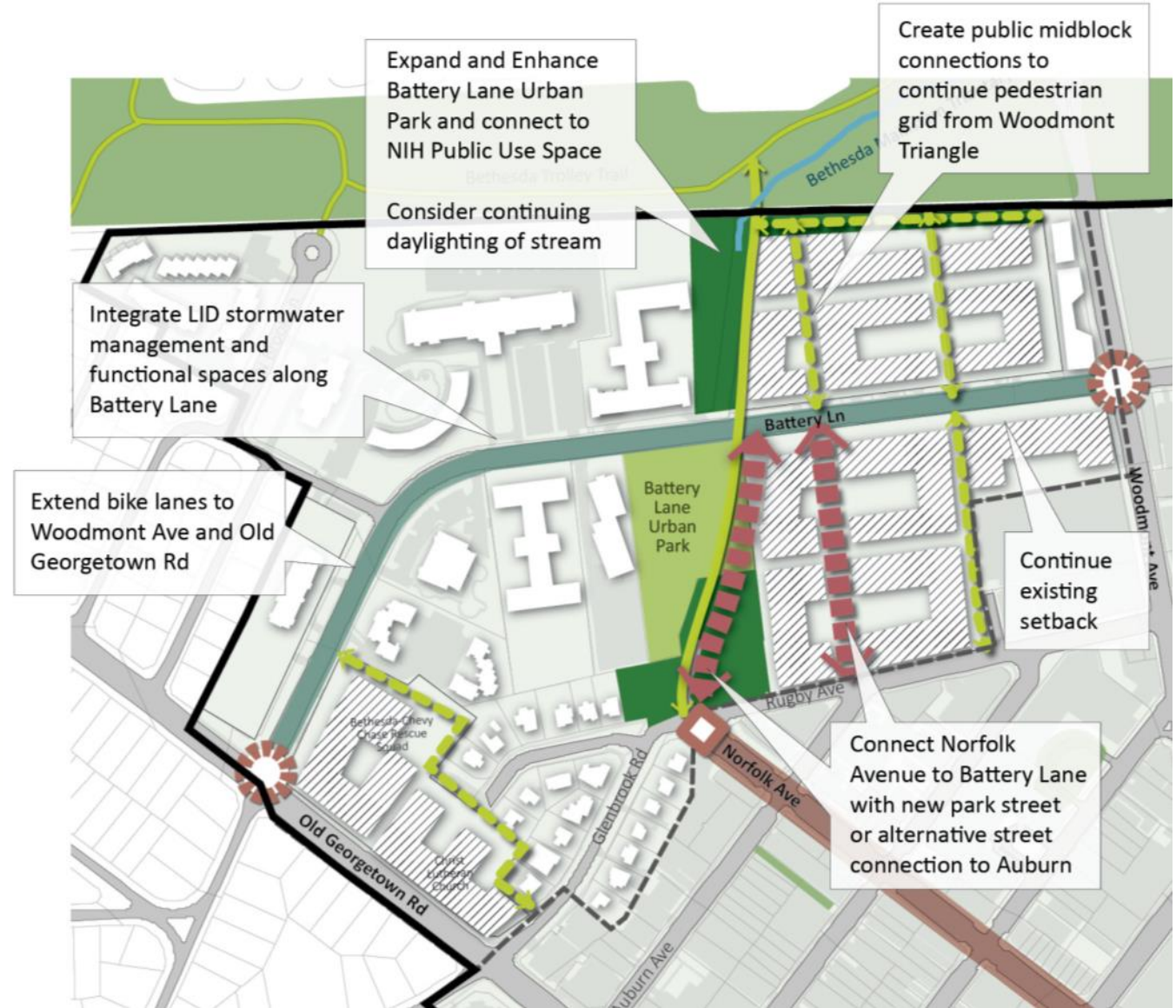


Battery Lane

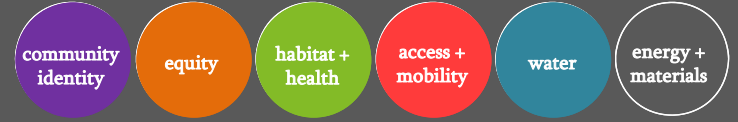


Public Realm

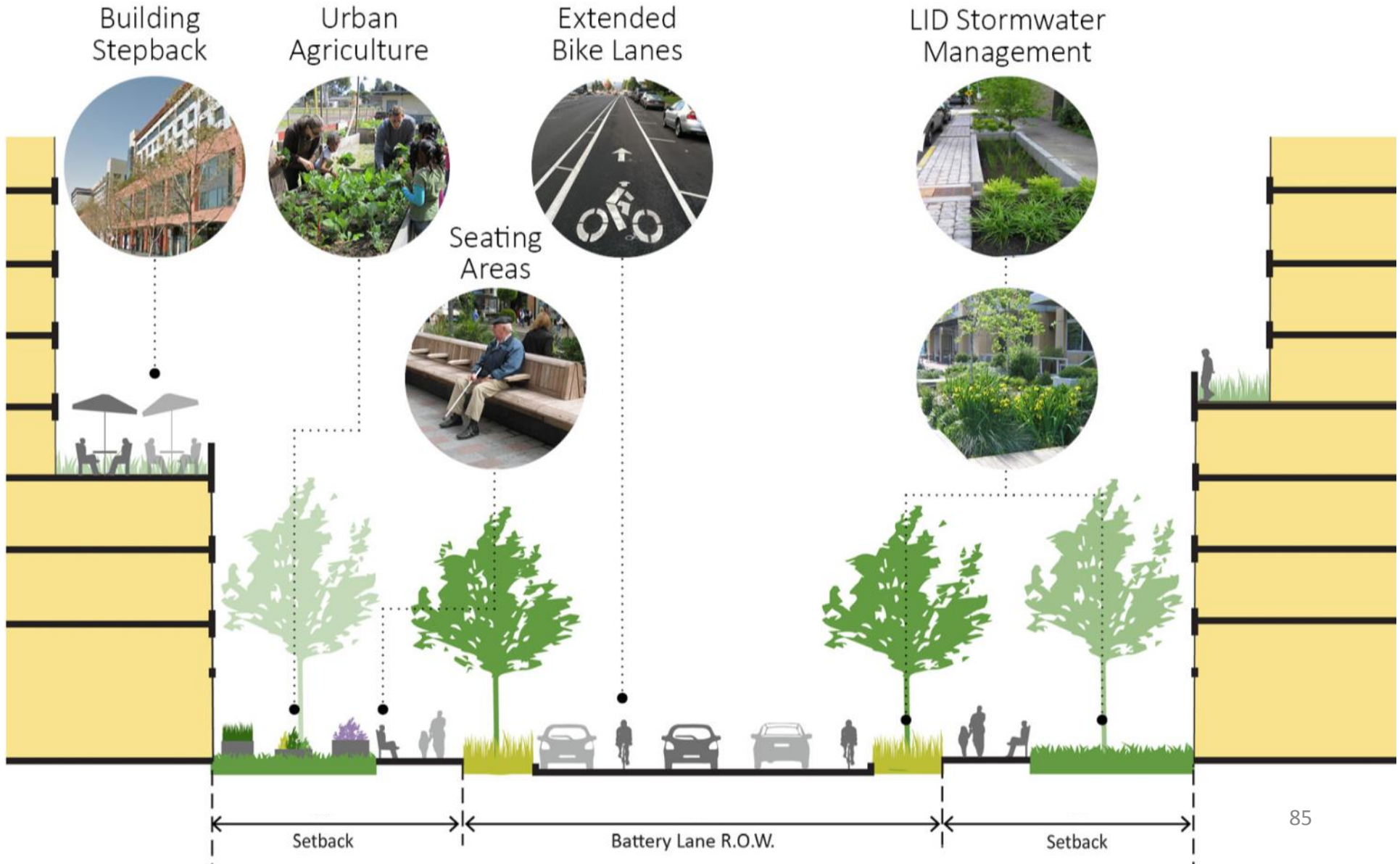
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Battery Lane



Streetscape Character



Battery Lane



Bethesda Trolley Trail Gateway Park

- **Vision** – a green and active linear park connection between NIH and the Woodmont Triangle. A major bicycle and pedestrian link between Bethesda and White Flint.
- **Function** - a bicycle trail through the enhanced Battery Lane Park wide enough for stream improvement, environmental interpretation and play spaces.



Eastern Greenway



Existing Conditions:

- Edge Condition
- Abuts town of Chevy Chase
- Existing Parks
- Existing Surface Parking Lots
- Capital Crescent Trail
- Mix of Everything
- Single Family Homes

Goals:

- Make the best use of land near the Metro Station
- Reduce Impervious Surface
- Create a connected Network of Parks and Open Spaces
- Improve access and mobility
- Improve access to CCT
- Improve health and well-being through the creation of active public spaces
- Improve Water Quality
- Improve Habitat and Ecosystem



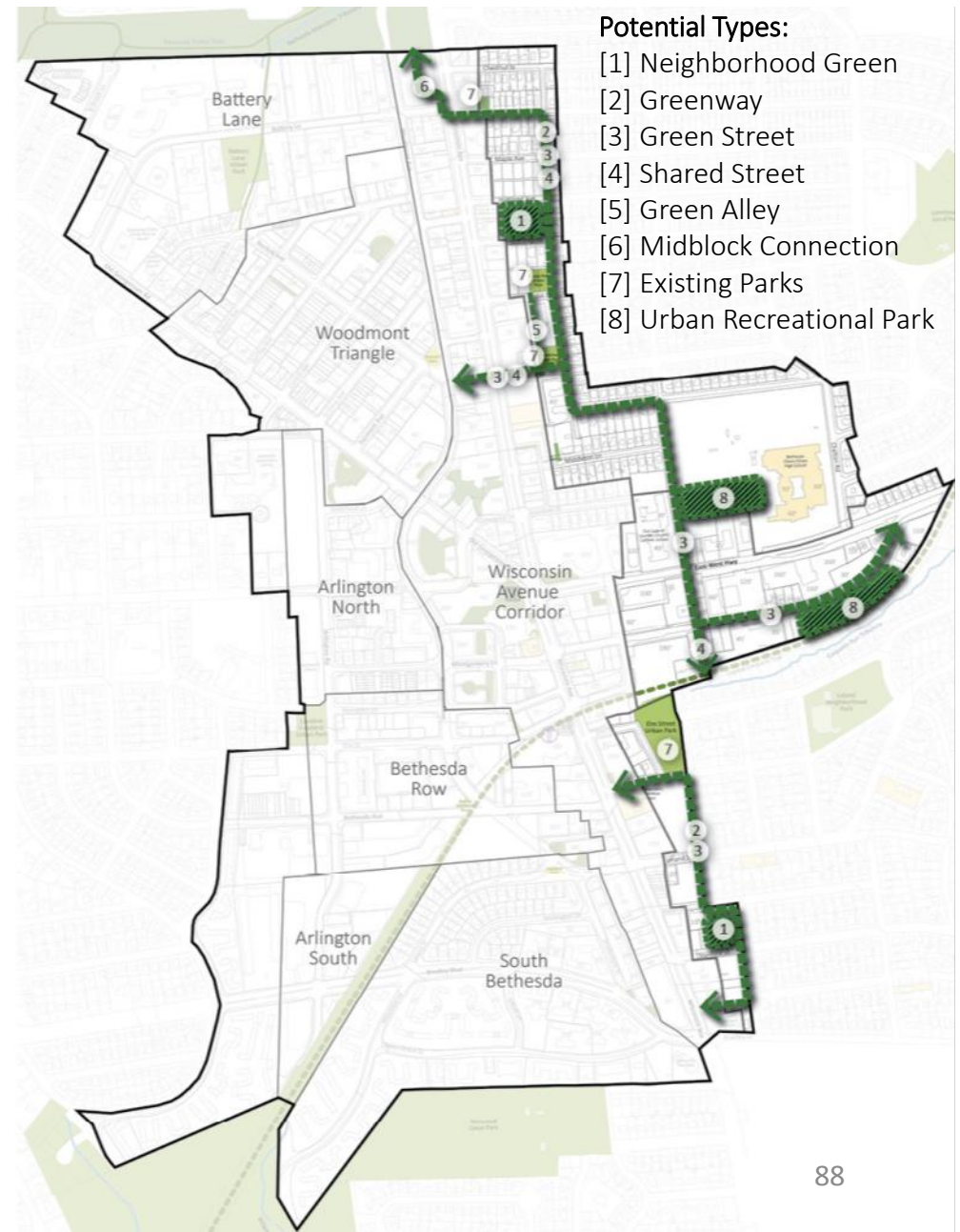
Eastern Greenway



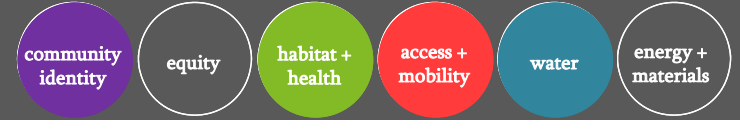
Concept

A green connector and buffer along the eastern edge of the sector plan area

- Provides open space, pathways and environmental benefits
- Connects existing and proposed open spaces
- Creates transition to adjacent residential neighborhoods



Eastern Greenway



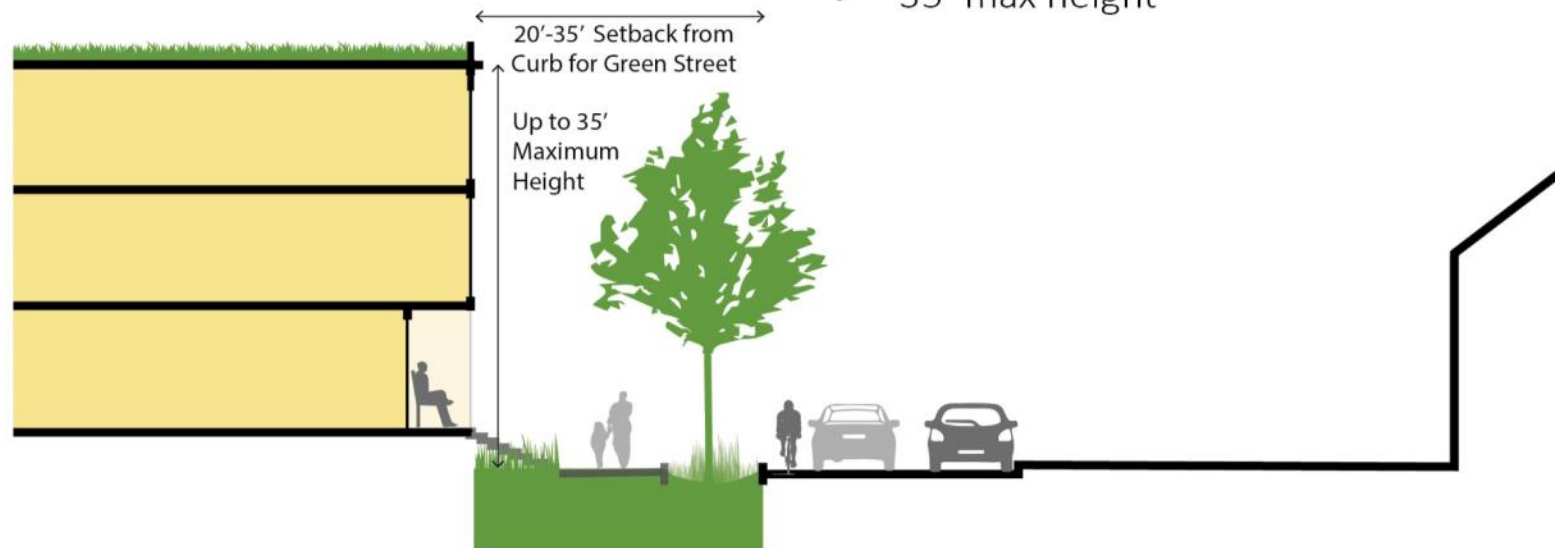
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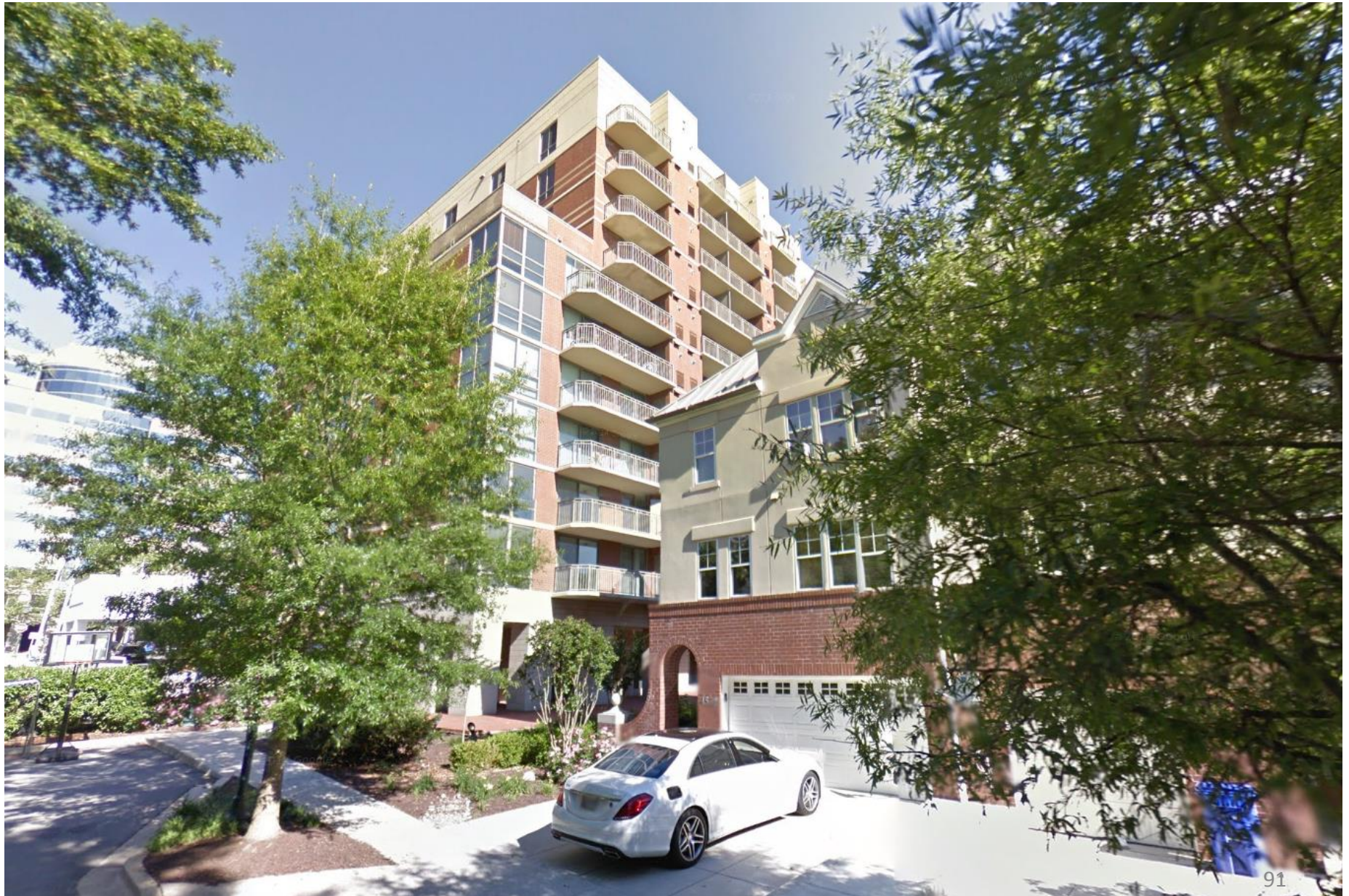


Setback + Height

- Setback 20'-35' from curb for Green Street
- 35' max height



Eastern Greenway

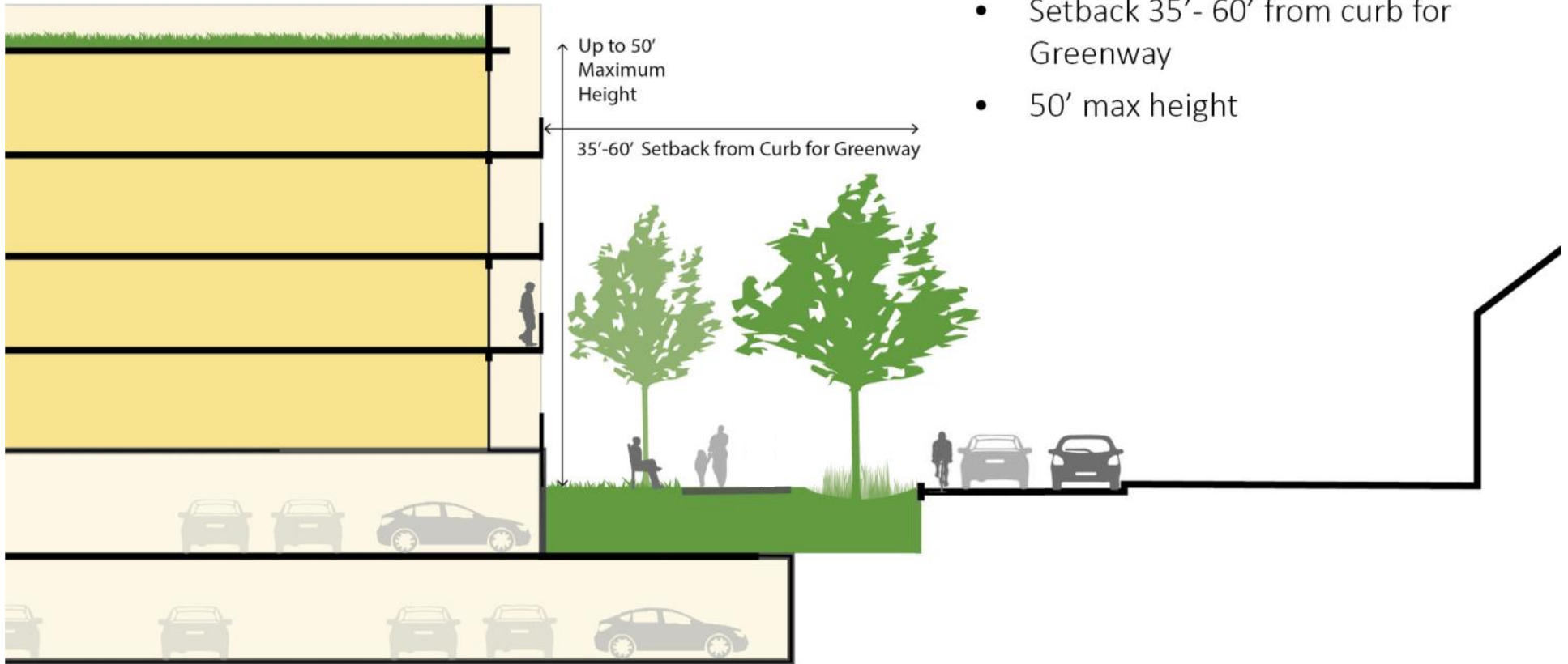


Eastern Greenway



Setback + Height

- Setback 35'- 60' from curb for Greenway
- 50' max height



Eastern Greenway



Setback + Height

- Setback 60'-100' from curb for Greenway
- 60' max height

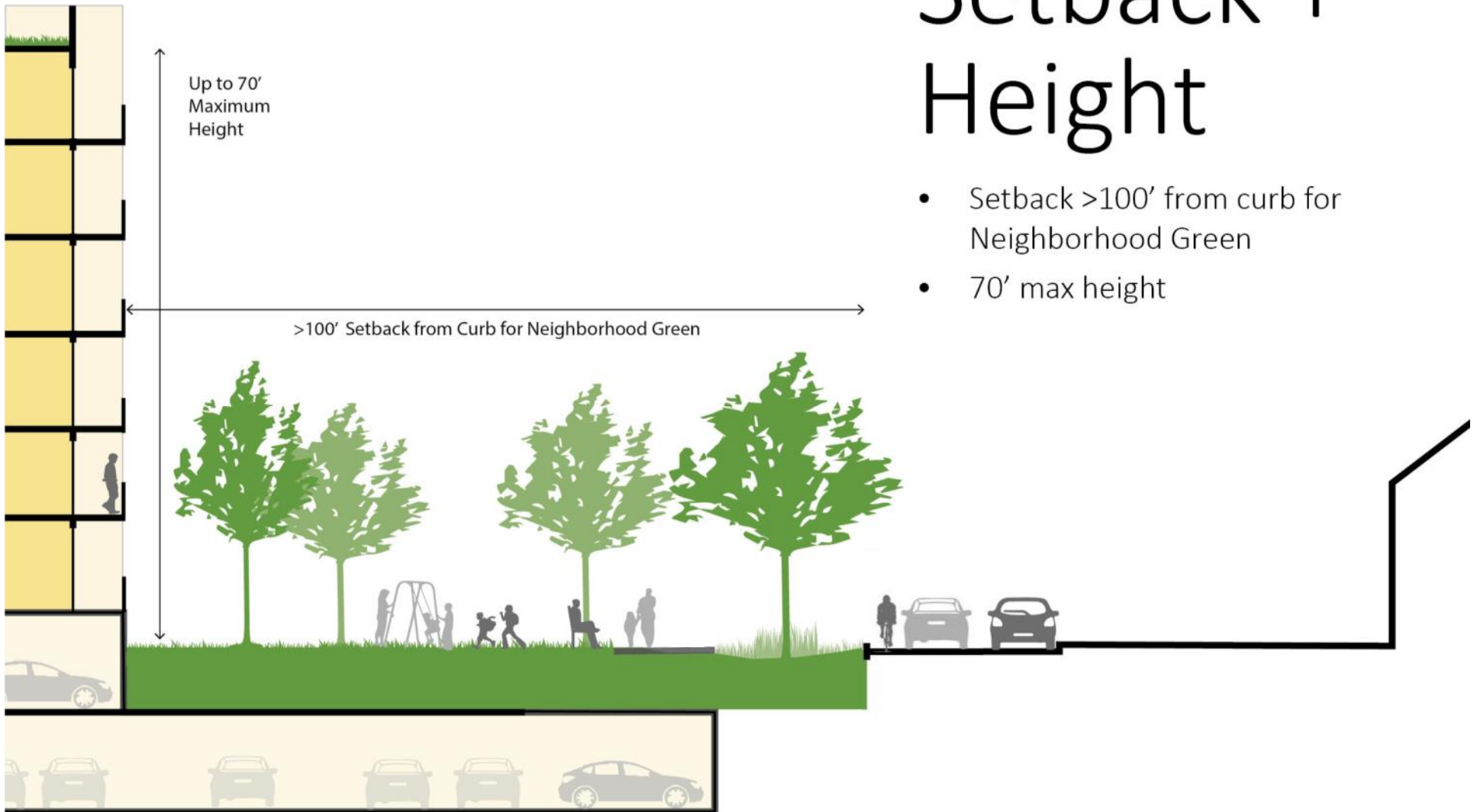


Eastern Greenway



Setback + Height

- Setback >100' from curb for Neighborhood Green
- 70' max height



Eastern Greenway



Neighborhood Parks

- Vision – pockets of larger greens along the greenway for additional recreational amenities and green buffers for the community.
- Function - to provide neighborhood recreational opportunities.



South Bethesda



Existing Conditions:

- Affordability
- Established Residential Neighborhood
- Pedestrian scale



Goals:

- Preserve Affordability
- Enhanced Connectivity to Norwood Park
- Enhance Access and Mobility
- Improve Water Quality
- Promote Energy Conservation and Generation
- Improve Habitat and Ecosystem

South Bethesda

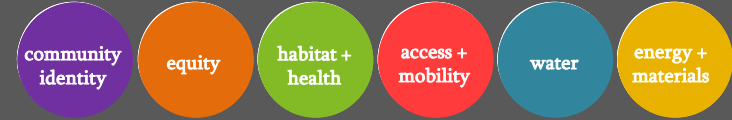


Public Realm

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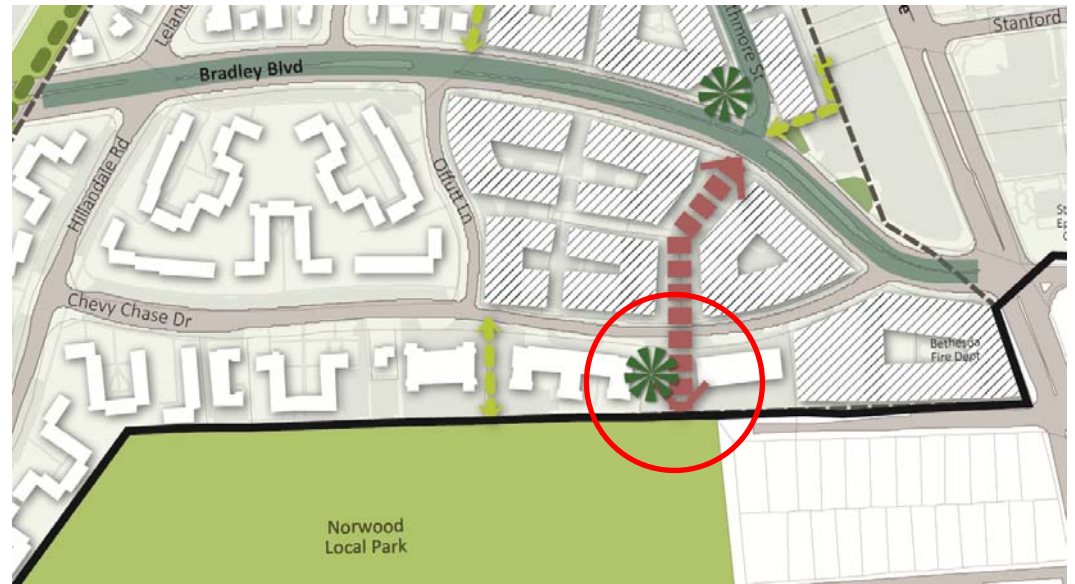
South Bethesda



Norwood Park

Gateway Connection

- **Vision** – a wider, greener and more visible entrance into Norwood Park.
- **Function** - a convenient and clear northern entrance into the 32 acre recreational park and a connection to the bicycle priority streets such as Woodmont and Strathmore Avenues.



Arlington North

community
identity

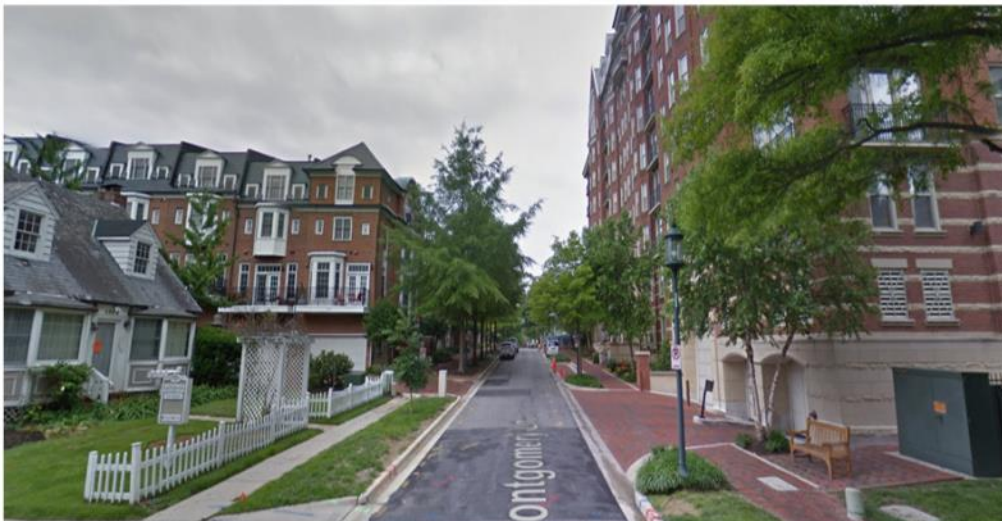
equity

habitat +
health

access +
mobility

water

energy +
materials



Existing Conditions:

- Edge
- Neighborhood Connector
- Primarily Residential

Goals:

- Improve access and mobility
- Neighborhood Green
- Improve Water Quality
- Improve Habitat and Ecosystem
- Transition zone between urban core and suburban neighborhoods

Arlington North

community
identity

equity



habitat +
health

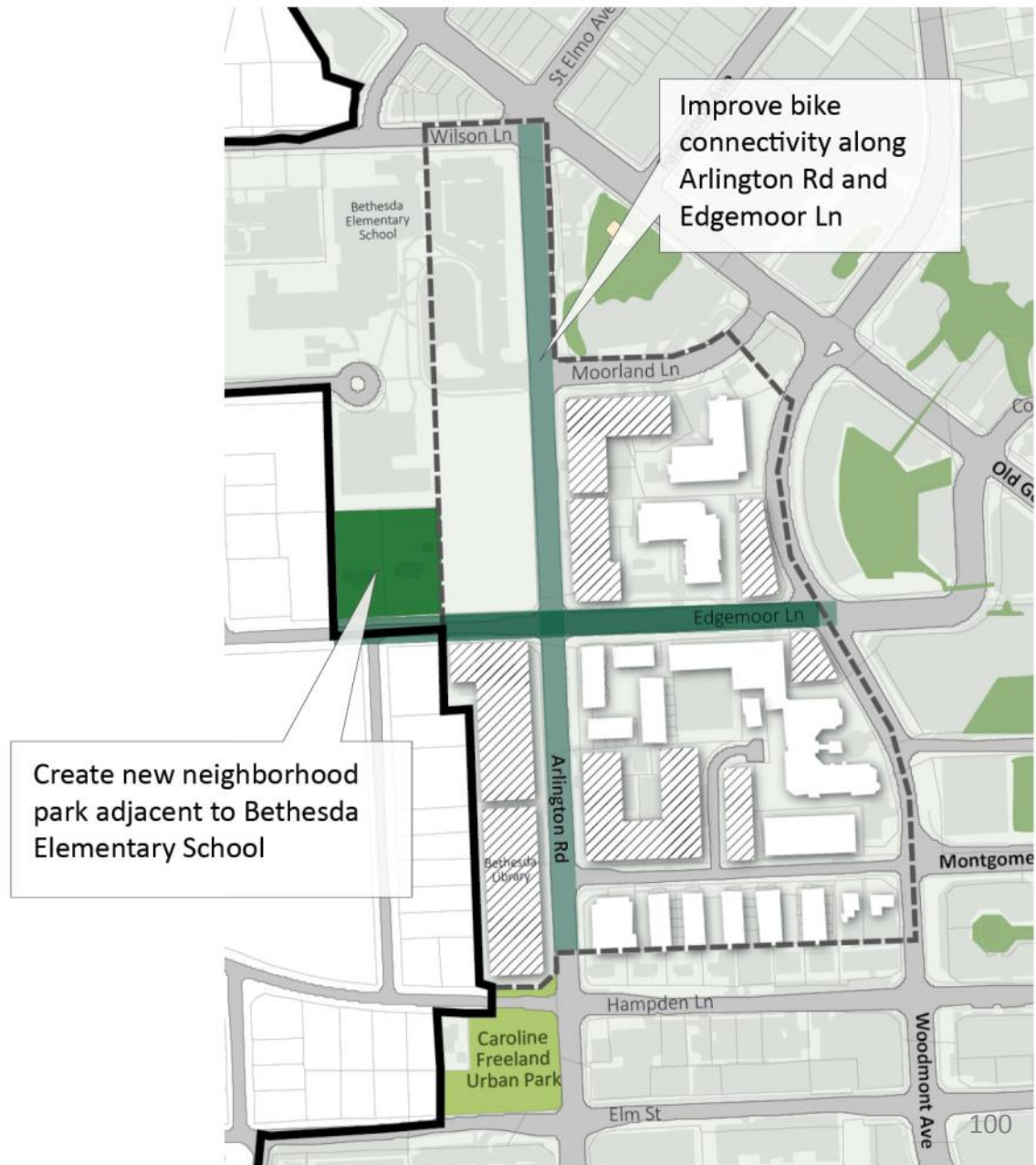
access +
mobility

water

energy +
materials

Public Realm

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Arlington North



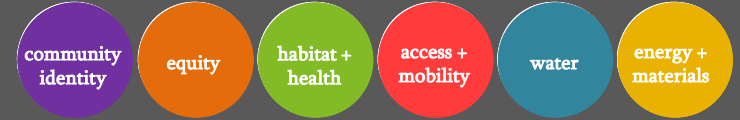
Arlington Neighborhood Parks

- **Vision** – pockets of larger greens along the public realm for recreational amenities and green buffers for the community.
- **Function** - to provide neighborhood recreational opportunities.



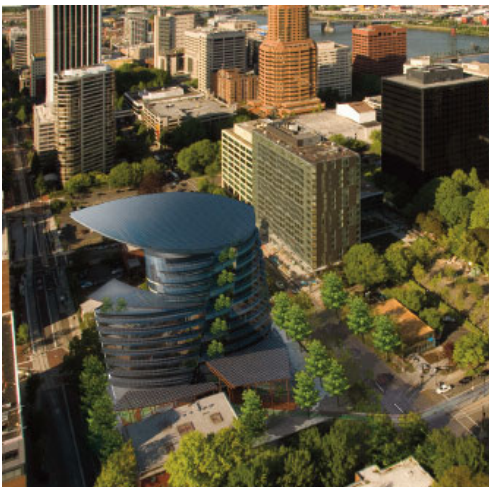
High Performance Areas

High Performance Areas

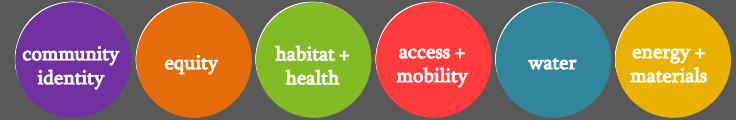


Concept: A pilot program with public/private partnerships for Accelerating Sustainability

- Achieving Montgomery County Objectives
- Innovative County Pilot
- Demonstrative
- Interactive
- Educational
- National Model



High Performance Area #1



Priorities: Public/Private Realm

Buildings:

- Reduced Energy Demand
- Reduced Water Use
- Landmark Structures

Open Space:

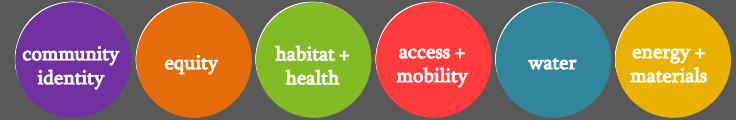
- Integrated Stormwater
- Greenroofs

Streets:

- Canopy Corridor
- Green Streets
- High Efficiency Street Lighting



High Performance Area #2



Priorities: Private Realm

Buildings:

- Reduced Energy Demand
- Reduced Water Use
- Landmark Structures

Open Space:

- Integrated Stormwater
- Greenroofs

Streets:

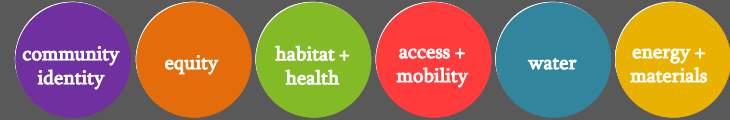
- Canopy Corridor
- Green Streets
- High Efficiency Street Lighting



Washington, DC



High Performance Area #3



Priorities: Public Realm

Buildings:

- Reduced Energy Demand
- Reduced Water Use
- Landmark Structures

Open Space:

- Integrated Stormwater
- Greenroofs

Streets:

- Shared Street
- Canopy Corridor
- Green Streets
- Flush Curb



High Performance Areas



Implementation

Set Goals:

- A model of Sustainability and Design
- Accelerate Performance

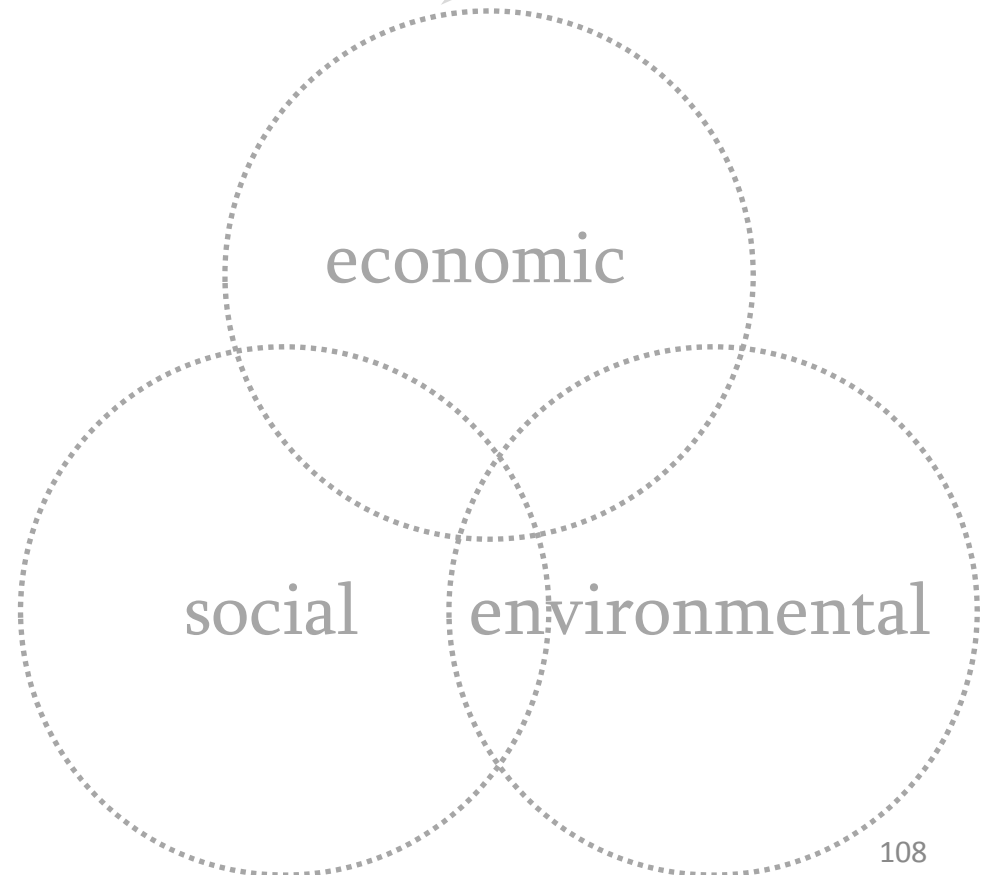
Bonus and Benefits

- Density
- CR Incentives

Benefits

- Triple bottom Line

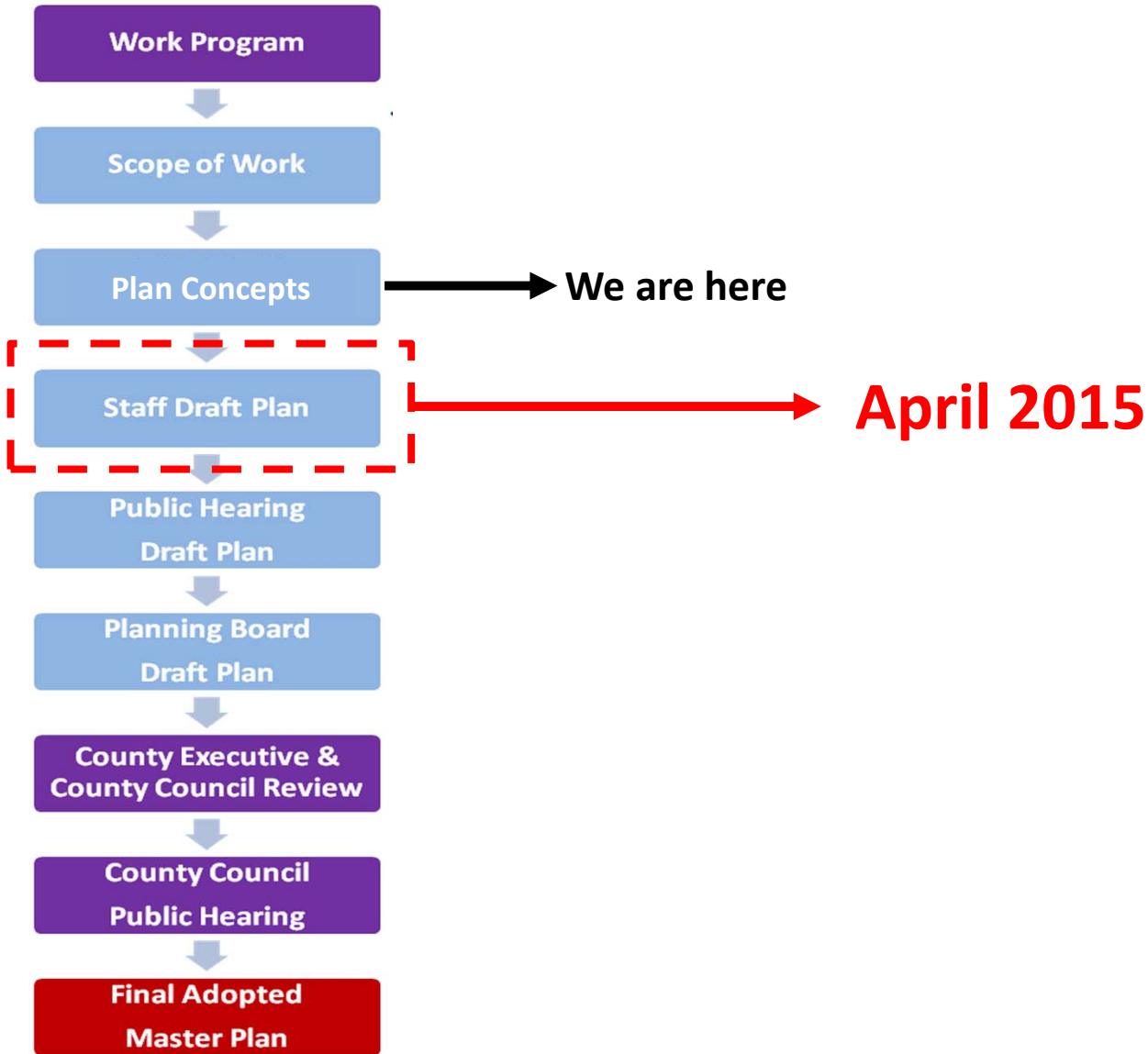
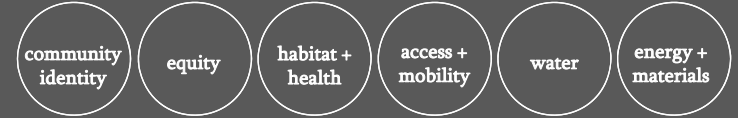
Public/Private Partnerships



BETHESDA

3. Next Steps...

What's Next?



What's Next?



What we need from you?

- Feedback
- Right direction?
- Staff draft





BETHESDA

Planning Board Briefing

December 2014

■ MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

