



Planning Board Briefing, Bethesda Downtown Plan

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Description

Summary

Update the Planning Board on the progress of the Bethesda Downtown Plan regarding:

- Retail Planning Strategy

Retail Planning Strategy

As a component of the Bethesda Downtown Plan, Streetsense began work in August 2014, to complete a Retail Study that addresses:

- The relative positioning of each existing retail node within each district and over a 20 year period to identify market-supportable strategies to improve the area’s retail environment;
- The phasing of retail for build-out to guide the formation of development, zoning and growth policies, and develop synergies with other land use functions;
- The strategies to improve conditions for existing retailers and eliminate any obstacles that might dissuade tenants from locating in any of the study areas.

The work to complete the Retail Planning Strategy for the Downtown Bethesda Plan included extensive field surveys, data analysis, market analysis and observation of specific conditions within each of Downtown Bethesda’s sub districts.

Attachment 2: Bethesda Downtown Plan – Retail Planning Strategy