

MCPB Item No. Date: 9-17-15

Bethesda Downtown Sector Plan, Work Session #2

Leslye Howerton, Planner Coordinator, Area 1, leslye Howerton@montgomeryplannng.org, 301.495.4551

DeOcampo, Marc, Master Planning Supervisor, Area 1, <u>marc.deocampo@montgomeryplanning.org</u>, 301.495.4556

Robert Kronenberg, Chief, Area 1, robert.kronenberg@montgomeryplanning.org, 301.495.2187

Laura Shipman, Senior Planner, Urban Design, Area 1, 301.495.4558

Matt Folden, Planner Coordinator, Transportation, Area 1, 301.495.4539

Tina Schneider, Senior Planner, Environment, Area 1, 301.495.4506

Brooke Farguhar, Master Planner/Supervisor, Parks Department, 301.650.4388

Rachel Newhouse, Park Planner, Parks Department, 301.650.4368

Susanne Paul, Senior Planner, Parks Department, 301.650.4392

Rick Liu, Senior Planner, Research Department, 301.495.5641

David Anspacher, Planner Coordinator, Transportation, Functional Planning & Policy, 301.495.2191

Scott Whipple, Supervisor, Historic Preservation, 301.563.3402

Patrick Reed, Planning Intern, Area 1, 301.494.4583

Completed: 9.10.15

Description

Bethesda Downtown Sector Plan: Work Session #2

Summary

Work session #2 will provide a detailed discussion of the zoning and building height recommendations as outlined in the Public Hearing Draft, along with the zoning and building height changes requested by property owners. The discussion will be on a district-by-district basis beginning with the Bethesda Row District and followed by Woodmont Triangle, Pearl District and Wisconsin Ave Corridor, as time permits.

DISCUSSION

Recap of Zoning Approach

The work session on July 20, 2015 provided a brief recap of the zoning strategy (as outlined in Work Session #1) as it relates to the recommended density and height increases across the Sector Plan area. Transportation analysis and school capacity was a factor in determining how much density may be increased without over-burdening the infrastructure in the Downtown. A comparative analysis was

prepared with other similar urban downtown areas (White Flint, Silver Spring, Wheaton and Friendship Heights) in terms of acreage of planning area; Sector Plan vision build-out and vision build-out square feet per acre. Strategy objectives included:

- Accommodate projected growth over the next 20 years.
- Incentivize redevelopment in the expanded centers of activity and emerging centers (priority areas in the Plan) by increasing density and maximum allowable heights.
- Increase density Bethesda-wide by approximately 20 percent with greater increases in the
 expanded centers of activity around proposed civic gathering spaces, such as the areas
 immediately around the Farm Women's Market, the Bethesda Metro Station, and Veteran's
 Park.
- Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

Vision and Goals

Over the past 20 years, the focus of Downtown Bethesda changed from a single center of activity focused around the Metrorail station to a series of activity centers with multiple downtowns. Each of the nine districts as identified by the community is distinct with its own unique character. One of the primary goals of updating the 1994 Sector Plan is to recognize this shift and build on the successes and lessons learned from the previous plan and to ensure that the distinct character of these districts remains. The Concept Framework Plan was developed through a collaborative effort among the community, County agencies and staff. The Concept Framework Plan identifies the basic components of the present-day urban fabric in Downtown Bethesda with respect to the following:

- Existing commercial activity centers.
- Emerging commercial activity centers over the next 20 years.
- Residential neighborhoods.
- Primary pedestrian corridors connecting activity centers and residential neighborhoods.
- Parks and open space network that complements the pedestrian corridors and anchors the community.

The Concept Framework Plan provides the basic elements and organization of Downtown Bethesda. All other Sector Plan details are built upon this structure to form a cohesive urban fabric that will evolve over the next 20 years.

District Character

Bethesda Row

The Plan envisions Bethesda Row as a walkable mid-rise scale destination with vibrant streets and a central green space.

Bethesda Row serves as the heart of downtown Bethesda and is a regional destination and model for placemaking with thriving retail, human-scaled design and an active streetscape environment. The proposed zoning and urban design recommendations aim to build on this success and better connect this established center of activity with the Capital Crescent Trail, proposed Purple Line Station and new Bethesda Metrorail Station entrance, as well as other Downtown Bethesda districts.

Woodmont Triangle

The Plan envisions Woodmont Triangle as an eclectic district that balances small retail character, active public spaces and new development.

Woodmont Triangle is an eclectic, mixed-use district that balances high-rise residential development with small-scale retail and arts amenities. This district serves as an office and retail center during the day and as a restaurant district during the evenings and weekends, however the Woodmont Triangle now includes a higher percentage of residential uses to support the non-residential activities.

The district's diverse business activity, low-scale buildings and low-speed street pattern contribute to the area's appeal. The predominance of low buildings on small parcels in Woodmont Triangle creates a strong contrast with the higher density residential blocks that have recently developed in the district as well as in the Metro Core.

The Plan reaffirms the urban design approach outlined in the 2006 Woodmont Triangle Amendment and suggests further enhancements along Norfolk Avenue including the preservation of low density, pedestrian scale character along Norfolk Avenue, enhancement of existing commercial/retail businesses with improved accessibility, visibility and upgraded streetscapes guidelines as well as promoting opportunities for more diverse, mixed-income residential development.

Pearl District

The Plan envisions the Pearl District as a gateway to Downtown with recreation space and a street enlivened by new retail.

As the eastern gateway to the Sector Plan area, the Pearl District is an emerging center of activity with potential for concentrated retail growth along Pearl Street between East-West Highway and Montgomery Avenue. Current buildings range from small-scale commercial uses in single-family homes to high-rise commercial and residential buildings with poor street presence.

The proposed concept for this district is to promote open space and street activity through a mixed-use environment with improved pedestrian connectivity and new public space opportunities.

Wisconsin Avenue

The Plan envisions Wisconsin Avenue as the center and spine of Downtown Bethesda connecting surrounding districts.

The Wisconsin Avenue Corridor is the main artery through the center of Downtown Bethesda. With the existing Bethesda Metrorail Station, future Purple Line and Bus Rapid Transit (BRT) options, Wisconsin Avenue is a critical focus area for improved access, mobility and pedestrian safety. The corridor is envisioned as a symbolic downtown center that reflects the character of adjacent neighborhoods and overall identity of Bethesda through innovative building designs and active public spaces.

Property Owner Zoning Requests and Staff Recommendations

As outlined above, this work session will discuss in detail the zoning and building heights as outlined in the Public Hearing Draft, along with the zoning and building height changes requested by property owners. The discussion will be on a district-by-district basis beginning with the Bethesda Row District and followed by Woodmont Triangle, Pearl District and Wisconsin Ave Corridor as time permits.

Property owner zoning requests from written testimony during the Public Hearing process have been documented in the attached spreadsheet and organized by District. In addition, the spreadsheet includes the current zone for the property, the Public Hearing Sector Plan recommended zoning and staff's recommendations based on the property owner's requests. Staff's recommendations weighed the impacts of the requests from property owners to the planning methodology used to achieve the concept framework plan and public benefit initiatives. The discussion will go property by property as outlined in the spreadsheet beginning with Bethesda Row. A map corresponding to the properties and owner's requests will be provided during the hearing.

CONCLUSION

Following the September 17, 2015 work session, staff will summarize all testimony received through July 2, 2015 (close of the Record) and prepare recommendations for review by the Planning Board at the October 5th and October 22nd work sessions. The October 5th work session will include a District by District zoning review for the Arlington South, Battery Lane, Arlington North, South Bethesda and the Greenway Districts. The October 22nd work session will focus on Parks and Open Space, the High Performance Area and Affordable Housing.

Attachments

- Staff Recommendations for Property Owner Zoning Change Requests Spreadsheet
- Public Hearing Draft Plan Errata
- Work session #1 (July 22, 2017) Staff Memo

A	С	D	E	F	G	Н	I
	MAP				SECTOR PLAN ZONING	PROPERTY OWNER REQUESTED	
1 DISTRICT	LOCATOR	PROPERTY OWNER/DEVELOPER/ATTORNEY	PROPERTY LOCATION/ADDRESS	CURRENT ZONING	RECOMMENDATIONS	ZONING	STAFF RECOMMENDATION
73 Bethesda Row 74 75 76	Α	The Shoppes at Bethesda ATTY: Jody Kline	4928 Hampden Ln. Bethesda, MD 20814	CRT-2.25, C-1.5, R-0.75, H-45	CRT 2.75, C-1.75, R-1.0, H-45	CRT 2.75, C-1.75, R-1.0, H-70	Increase height to 70 feet
	В	Federal Realty Investment Trust	Bethesda Row	CRT - 2.25, C-1.5, R-0.75, H-45	CRT 2.75, C-1.75, R-1.0, H-45	CR 3.25, C-3.25, R-3.0, H-100	Increase height to 90 feet east of Arlington Rd, west of Arlington Road stays H-45
77	С	Katz & Company					No height change, extend zoning map on page 99 to include entire
78 79 80 81		ATTY: Robert Brewer Jr.	4921 Bethesda Ave. Bethesda, MD 20814	CRT - 2.25, C-1.5, R-0.75, H-45	CRT 2.75, C-1.75, R-1.0, H-45	property	property
	D	Euro Motorcars				Request that Bethesda Row Zoning District be	
	F	ATTY: Patrick O'Neil Federal Realty Investment Trust	7020 Arlington Rd. Bethesda, MD 20814	CRT - 2.25, C-1.5, R-0.75, H-45	CRT 2.75, C-1.75, R-1.0, H-70	expanded slightly West to inlcude entire Property	expand the district line to include entire property
82 83		JBG Companies	Bethesda Ave South - 4854 Bethesda Ave Bethesda, MD 20814	CRT - 2.25, C-1.5, R-0.75, H-45	CRT 2.75, C-1.75, R-1.0, H-70	CR 3.25, C-3.25, R-3.0, H-100	Increase height to 90 feet. No Change in FAR
84	F	ATTY: Patricia Harris	4733 Bethesda Ave. Bethesda, MD 20814	CR-5.0, C-5.0, R-5.0, H-145	CR 6.0, C-6.0, R-6.0, H-145	H-170	Increase height to 170 feet
85 86	G	Federal Realty Investment Trust	Woodmont East (Intersection of Bethesda Ave and Woodmont Ave)	CR-5.0, C-5.0, R-5.0, H-145	CR 6.0, C-6.0, R-6.0, H-145	CR 6.0, C-6.0, R-6.0, H-250	Increase height to 250 feet on back half of property, maintain 145 feet for property fronting along Woodmont Ave
87	н	HOC - Lasko Manor				CR-3.5, C-0.25, R-3.0, H-90 and designate site as a	
88 89			4913 Hampden Lane, Bethesda, MD 20814	CR-1.75, C-0.25, R-1.75, H-50T	CR-2.0, C-0.25, R-2.0, H-60	priority sending site	CR-2.75, C-0.25, R-2.75, H-60 Make a priority sending site
90 Woodmont Triangle	А	F&L Associates (Sherwin Williams Store) ATTY: Heather Dlhopolsky	4809 Auburn Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.0, H-110/ CR 3.5, C-1.25, R-3.0, H-50	Adjacent parking lot rezoned to CR 3.5, C-1.25, R-3.0, H-110	No Change
92 93	В	Douglas Development/ Jemal's 7979 LLC ATTY: Emily Vaias	7979 Old Georgetown Rd. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.0, H-110	CR 3.5, C-3.5, R-3.5, H-110	Equalize C and R
94 95	С	Old Georgetown Office Park Condominium ATTY: Steven Robins	7960 Old Georgetown Rd. Bethesda, MD 20814	CRN-0.5, C-0.5, R-0.25, H-35	CRN-0.75, C-0.75, R-0.25, H-35	CRT 1.75, C-1.75, R-0.75, H-60	No Change
96	D	Peel Properties	4905 Del Rav Ave. Bethesda. MD 20814		CD 2.5. 0.4.25. D 2.5. U.50	00.0 5 64.05 0.05 114.75	
97 98	Е	ATTY: Steven Robins ATTY: Francoise Carrier (owner rep)	4905 Dei Ray Ave. Betnesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.5, H-50	CR 3.5, C-1.25, R-3.25, H-175	Increase height to 90 feet.
99		GNRW	7945 Norfolk Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.5, H-50	H-90	No Change
100 101	F	American Gastroenterological Association ATTY: Bob Dalrymple	4926, 4930 Del Ray Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.25, H-110	CR 5.0, C-4.75, R-4.75, H-175	No Change
102	G	7830 Old Georgetown Road LLC ATTY: Steven Robins	7020 Old Courseless Dd Dothoods MD 20044	CDT 4 5 C 4 5 D 0 5 H 40	CDT 1.75 C 1.75 D 0.75 U 40	CDT 20 C 20 D 20 U CO 75	No Change
104	н	Douglas Development/ Jemal's Phillips LLC	7830 Old Georgetown Rd. Bethesda, MD 20814	CRT-1.5, C-1.5, R-0.5, H-40	CRT-1.75, C-1.75, R-0.75, H-40	CRT-2.0, C-2.0, R-2.0, H-60-75	No Change No Change in FAR, Property fronting onto Norfolk stays at 50 feet, back
104 105 106 107		ATTY: Emily Vaias Greenhill Capital	7900/7920 Norfolk Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.5, H-50	CR 6.0, C-6.0, R-5.75 H-110	half of property increase to 90 feet
107		отеения сарка	4866, 4862, 4860, 4856, 4848, 4844, 4840, 4834 Cordell Ave. Bethesda, MD 20814	CR-5.0, C-1.0, R-5.0, H-145T	CR 6.0, C-1.25, R-6.0, H-175	CR 6.0, H-200-225	No Change
108	J	Greenhill Capital	4823, 4819 St. Elmo Ave. Bethesda, MD 20814	CR-5.0, C-1.0, R-5.0, H-145T	CR 6.0, C-1.25, R-60, H-175	CR 6.0, H-200-225	No Chage
108 109 110 111	К	4931 Fairmont LLC	4925, 4931 Fairmont Ave. Bethesda, MD 20814				
111 112		ATTY: Steven Robins Fairmont Building LLC	4920, 4922, 4924, 4926, 4928 St. Elmo Ave. Bethehsda, MD 20814	CR-5.0, C-1.0, R-4.75, H-145T	CR 6.0, C-1.25, R-5.75, H-175	H200-225	No Change
113		ATTY: Heather Dlhopolsky	7735 Old Georgetown Rd. Bethesda, MD 20814	CR-5.0, C-1.0, R-4.75, H-145T	CR 6.0, C-1.25, R-5.75, H-175	CR 6.0, C-6.0, R-5.75, H-175	Equalize C and R
114 115	M	Garden Plaza LLC (B.F. Saul) ATTY: Bob Dalrymple	7750 Old Georgetown Rd. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-90T	CR 3.5, C-2.5, R-3.25, H-110	CR 6.0, C-4.75, R-5.75, H-175	Increase overall FAR to 4.0, increase height along Moorland Lane to H- 175, H-110 on remainder of lot
116	N	4900 Fairmont Residential LLC			CR 6.0, C-1.25, R-5.75, Northeastern half H-		Due to recent construction of a new condominium that will not redevelop in the next 20 years: Recommend 6.0 FAR and Height of 175'
117		ATTY: Heather Dlhopolsky	7770 Norfolk Ave. Bethesda, MD 20814	CR-5.0, C-1.0, R-4.75, H-145T	250/Southwestern half H-175	CR 8.0, H-250	for entire property.
118	0	Peel Properties				Recommend adjusting "C" upward for greater	
119		ATTY: Steven Robins	7801 Norfolk Ave. Bethesda, MD 20814	CR-5.0, C-1.0, R-5.0, H-145T	CR 6.0, C-1.25, R-6.0, H-250	commercial flexibility	Equalize C and R
120 121	Р	Bethesda Real Estate Management, LLC, Norfolk, LLC, 8100 Norfolk Triangle, LLC, 4914 Del Ray Triangle, LLC, Delray Triangle, LLC, ATTY: Stacy Silber	8106 Norfolk Ave, 8020 Norfolk Ave, 8000 Norfolk Ave, 4914 Del Ray Ave, 4930 Del Ray Ave	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.0, H-50 along Norfolk Ave, CR 3.5, C-1.25, R-3.25, H-110 on Del Ray	CR 4.0, C-4.0, R-3.75, H-90 along Norfolk and H-175 along Del Ray Ave	No Change
122 Pearl	A	East-West Highway Property Owners Group ATTY: Jody Kline	Intesection of East-West Highway and Pearl St. Bethesda, MD 20814	EOF-1.5, H-50	CR 2.0, C-0.5, R-2.0, H-120/50	Property adjacent to East-West Highway CR 4.0 & Northern portion of property CR 2.0	CR-2.75 along East West Hwy, CR-2.0 along north portion
124	В	Peel Properties					
125		ATTY: Steven Robins Carr Properties	4520 East-West Highway, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-175	CR 6.0, C-6.0, R-6.0, H-200	Equalize C and R, No Change to height
127	С	ATTY: Stacy Silber	4500 East-West Highway, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-100T	CR 6.0, C-4.75, R-5.75, H-145	CR 6.0, C-6.0, R-5.75, H-175	C-6.0, R-5.75, H-175
124 125 126 127 128 129 130	D	Guido Adelfio Timothy Dugan	4422 East-West Highway Bethesda MD, 20814	EOF-1.5, H-60	CR 2.0, C-1.75, R-2.0, H-120	CR 3.5, C-3.5, R-3.5, H-145	Increase FAR to CR-2.75, No Change in height
	E	East West Highway LLC					
131 132		ATTY: William Kominers/Steve Robbins Pearlmont Associates LLC	4416 East-West Highway, Bethesda, MD 20814	EOF-1.5, H-60	CR 2.0, C-1.75, R-2.0, H-120	CR 3.5	Increase FAR to CR-2.75
133	F	ATTY: Bob Dalrymple	4424 Montgomery Ave. Bethesda, MD 20814	EOF-3.0, H-100	CR 3.5, C-3.5, R-3.5, H-120	CR 6.0, H-175	No Change
131 132 133 134 135 136 137 138 139 140 141	G	Streetscape Partners ATY: Bob Harris	4300, 4302, 4304 East-West Highway Bethesda, MD 20814	EOF-1.5, H-50	CR 2.0, C-1.75, R-2.0, H-120	CR 3.0 - 4.0	Increase FAR to 2.75
	Н	East-West Garage LLC ATTY: Heather Dihopolsky	4311 Montgomery Ave. Bethesda, MD 20814	EOF-3.0, H-100	CR 3.5, C-3.5, R-3.5, H-120	CR 4.0 or 4.5	No Change
		Serra Stone					
		ATTY: Stacy Silber HOC - Waverly House	4310, 4312 Montgomery Ave. Bethesda, MD 20814	CRN-0.5, C-0.5, R-0.25, H-35	CRT 0.5, C05, R-0.5, H-35	CRT 4.0, C-4.0, R-4.0, H-35	No Change
		(Priority Sending Site)	4521 East-West Hwy, Bethesda, MD 20814	CR-3.0, C-0.75, R-3.0, H-145T	CR-3.5, C-0.75, R-3.5, H-175	CR-6.0, C-6.0, R-6.0, H-175	Increase FAR to CR-5.0, No change in height

A	С	D	E	F	G	н	I
1 DISTRICT	MAP	PROPERTY OWNER/DEVELOPER/ATTORNEY	PROPERTY LOCATION/ADDRESS	CURRENT ZONING	SECTOR PLAN ZONING RECOMMENDATIONS	PROPERTY OWNER REQUESTED ZONING	STAFF RECOMMENDATION
Wisconsin Avenue	A	StonebridgeCarras, LLC ATTY: Bob Dalrymple	8300 Wisconsin Ave. Bethesda, MD 20814	CR -3.0, C-1.0, R-3.0, H-90T	CR 3.5, C-1.25, R-3.5, H-120	Maximum density and height allowed under county zoning	No Change
4 5	В	Donohoe Development ATTY: Emily Vaias	8240/8280 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T		CR 3.5, C-3.5, R-3.25, H-145	Equalize C and R, No Change to Height
6	С	Douglas Development					
8	С	ATTY: Emily Vaias Douglas Development	8008 Wisconsin Ave. Bethesda, MD	CR-3.0, C-1.0, R-2.75, H-120T	CR 3.5, C-1.25, R-3.25, H-145	CR 6.0, C-1.25, R-5.75, H-175	No Change
9 10	D	ATTY: Emily Vaias Aksoylu Properties	8013 Woodmont Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-120T		CR 6.0, C-1.25, R-5.75, H-175	No Change
11 12		ATTY: Bob Dalrymple Bethesda Land LLC	7938-8000 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-120T	CR 3.5, C-1.25, R-3.25, H-145	CR 6.0, C-1.25, R-6.0, H-175	No Change in FAR, increase height to 175
13		ATTY: Barbara Sears	7820 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-120T	CR 6.0, C-6.0, R-5.75, H-250	CR 8.0, C-8.0, R-7.5, H-250	No Change
14	F	Bernstein Companies/Bethesda Center Holdings, LLC ATTY: Bob Dalrymple	7720, 7740, 7752, 7756 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-5.0, R-4.75, H-145T	CR 6.0, C-6.0, R-5.75, H-175	H-250	No Change
16	G	Elizabeth Taylor & Dorothea Drayton	7720, 7740, 7732, 7730 Wisconsili Ave. Detilesua, Wid 20014	CR-3.0, C-3.0, R-4.73, 11-1431	CN 0.0, C-0.0, N-3.73, N-173	11-230	No Change
17 18		ATTY: Bob Dalrymple Brookfield Properties Partners	7607 Old Georgetown Rd. Bethesda, MD 20814 Bethesda Metro Center Properties	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-175	CR 8.0, H-300	No Change
19	Н	ATTY: Bob Harris	4 Bethesda Metro Center Montgomery Ave. Bethesda, MD 20814	CR-8.0, C-6.0, R-7.5, H-175T	CR 8.0, C-6.0, R-7.5, H-290	CR 8.0, C-6.0, R-7.5, H-290	No Change
20 21 22		Donohoe Development	7400 Wisconsin Ave. Bethesda, MD 20814	CR-8.0, C-6.0, R-7.5, H-145T	CR 8.0, C-6.0, R-7.5, H-290	CR 10.0, C-8.0, R-9.75, H-300	No Change
23	J	Chevy Chase Land Company	2 Bethesda Metro Center, Bethesda, MD 20814	CR-8.0, C-6.0, R-7.5, H-200T	CR 8.0, C-6.0, R-7.5, H-240	H-250	No Change
24 25	К	Douglas Development ATTY: Emily Vaias	4714 Montgomery Lane, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-6.0, R-7.5, H-290	Equalize C-6.0, R-5.75 no height change
26	L	Washington Property Company/American Occupational ATTY: Bob Dalrymole					
27 28 29 30 31	M	Douglas Development/ Jemal's Pines of Roam LLC	4720 Hampden Lane, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, H-300	Equalize C-6.0, R-5.75 no height change
30		The Bainbridge Companies	4703-4715 Hampden Lane, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-6.0, R-7.5, H-290	Equalize C-6.0, R-5.75 no height change
31	N	Characteristics	7340 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, H-250	Equalize C-6.0, R-5.75 no height change
33	0	Chevy Chase Land Company ATTY: Steve Robbins	7316 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-7.5, R-7.5	Equalize C-6.0, R-5.75 no height change
34	Р	Wisconsin Building Corporation (APEX)				Clarify zoning map on page 95 to show current zoning of	The property's zone will be clarified on the zoning map.
35 36		ATTY: Bob Harris/William Kominers Peel Properties	7272 Wisconsin Ave. Bethesda, MD 20814	CR-8.0, C-7.5, R-7.5, H-250	CR 8.0, C-7.5, R-7.5, H-250	the property. Also requesteing 290 feet height	Height increase to 290 feet
37	Q	ATTY: Steven Robins	7220 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-5.0, R-5.0, H-145	CR 6.0, C-6.0, R-6.0, H-250	CR 8.0, C-7.5, R-7.5, H-250	No Change
38 39	R	Washington Property Company ATTY: Bob Dalrymple	7008, 7010, 7022, 7026, 7028, 7032, 7034 Wisconsin Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-90	H-120	No Change
40 41	S	Starr Capital LLC ATTY: Bob Dalrymple	6936, 6950, 7000 Wisconsin Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-90	CR 5.0, H-120	No Change
42	Т	St. John's Episcopal Church, Norwood Parish ATTY: Emily Vaias	6701 Wisconsin Ave. Bethesda, MD 20815 6700 West Ave. Bethesda, MD 20815	CD 2.0. C 2.0. D 2.75. U 757	CR 3.5, C-2.5, R-3.25, H-120	CD 2 F C 2 F D 2 2 F U 120	Equalize C and R
45		ATTT. EIIIIIY Valids	0700 West Ave. Betilesud, MiD 20613	CR-3.0, C-2.0, R-2.75, H-75T	CN 5.5, C-2.5, N-5.25, N-120	CR 3.5, C-3.5, R-3.25, H-120	Equalize C and K
44 45	U	The Jaffe Group ATTY: Stacy Silber	6801. 6807 Wisconsin Ave. Bethesda. MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120 CRT 0.5, C-0.25, R-0.5, H-70	CR 4.0, C-2.5, R-3.75, H-145 (no split zoning) see letter CRT 1.0, C-0.25, R-1.0, H-70	No Change
46	V	Douglas Development/ Jemal's Shops of Ch Ch LLC	,				
47		ATTY: Emily Vaias	6831 Wisconsin Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T		CR-3.5, C-3.5, R-3.25, H-120 CR 7.0	Equalize C and R, increase height to 120 feet No Change
	W	Danista in Managament Common.	7123 Wissersia Aug Dethanda MD 20014				
50	×	Bernstein Management Company Guardian Realty Management	7121 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	County Parking Lot: CR 0.5, C-0.25, R-0.5, H-70		No Change
51 52		ATTY: Patricia Harris StonebridgeCarras, LLC	7201 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-90T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0 Maximum density and height allowed under county	No Change
53	Y	ATTY: Bob Dalrymple The Goldstar Group	7359, 7351 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	zoning	Equalize C and R
55	Z	ATTY: Stacy Silber	4630 Montgomery Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-8.0, R-7.75, H-300	No Change in height, equalize C and R
57	AA	Katz & Company ATTY: Robert Brewer Jr.	4641 Montgomery Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-175	CR 8.0, C-6.0, R-7.5, H-290	equalize C and R, increase height to 250 feet
58	ВВ	HPII LLC ATTY: Heather Dihopolsky	4526, 4530 Avondale St. Bethesda MD, 20814	R-10	R-10	CR 5.0, H-120	No Change
60	СС	F&H Investments Limited Partnership			CR 6.0, C-4.75, R-5.75, H-250		
61 62	DD	ATTY: Bob Dalrymple Huron Associates, LLC	7725/7735 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-90T	CR 6.0, C-4.75, R-5.75, H-110	H-250	No Change
63		ATTY: Ballard Spahr/Erica Leatham PNC Bank, NA	7901 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120	CR 5.0, H-200	No Change
50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71	EE	ATTY: Steven Robins	7935 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120	CR 5.0, H-175 (original request was CR 4.0 and H-150)	No Change
66	FF	B.F. SAUL ATTY: Bob Dalrymple	8001 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120	CR 6.0, C-1.25, R-6.0, H-175	No Change
68	GG	нос	4500, 4504, 4508 Avondale	R-10	R-10	CR-3.0, C-0.25, R-3.0, H-70	No Change
70	нн	HOC - Metropolitan				Designate site as a priority sending site for density	
71 72			Old Georgetown Road and Woodmont Ave	CR-5.0, C-1.0, R-5.0, H-145T	CR-6.0, C-1.25, R-6.0, H-175	transfer	Designate as priority sending site

Bethesda Downtown Sector Plan – Public Hearing Draft

ERRATA 9.10.2015

2.2 Land Use

This Plan also envisions a continued focus on housing by proposing a diverse mix of residential choices throughout Downtown Bethesda in order to accommodate more workers and reduce commuter traffic congestion. The Plan estimates an ultimate build-out over the next 20 years of approximately 8,355 additional units, a 46 percent increase above current levels. Figure 2.01 2.02 shows the existing land use in the 1994 Plan and Figure 2.03 2.04 the existing zoning. The Plan recommends confirming all zoning within the Sector Plan boundary, except where zoning changes are proposed and illustrated on recommended zoning plans. Figure 2.04 2.05 shows recommended zoning.

2.6.2 Urban Form

As an established downtown, much of Bethesda's urban fabric has been set and the majority of changes will be infill development. In this context, increased building heights should be supported in appropriate targeted areas, while the remaining heights should be maintained as currently allowed, as they have been sculpted through the public process in previous planning efforts.

A. Goal: Accommodate future growth in Downtown Bethesda by targeting building height increases in specific areas that support the Plan Vision and Concept Framework.

Recommendations:

- **Symbolic Center and Civic Gathering Spaces:** Design signature tall buildings that integrate design and sustainability innovation to occupy the symbolic center and surround civic gathering spaces that integrate design and sustainability innovation.
- **Expanded/Emerging Centers of Activity:** Encourage economic vitality in the Emerging Centers of Activity through mixed-use development and increased building heights appropriate to surrounding context.
- 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 North Bethesda Trail.
- Increase all previously "T" designated heights by 20 percent rounded to the nearest 5-foot increment to accommodate the density increase throughout the Sector Plan area. (see Table 2.03: Previously "T" Designated Height Translation)

- Eastern Greenway: Establish a green connector along the eastern edge of the Plan area to provide open space, pathways, environmental benefits and. Allow a range of building heights dependent on the amount of green space dedicated.
- B. Goal: Preserve scale and character of designated areas and ensure compatibility of new development with surrounding neighborhoods.

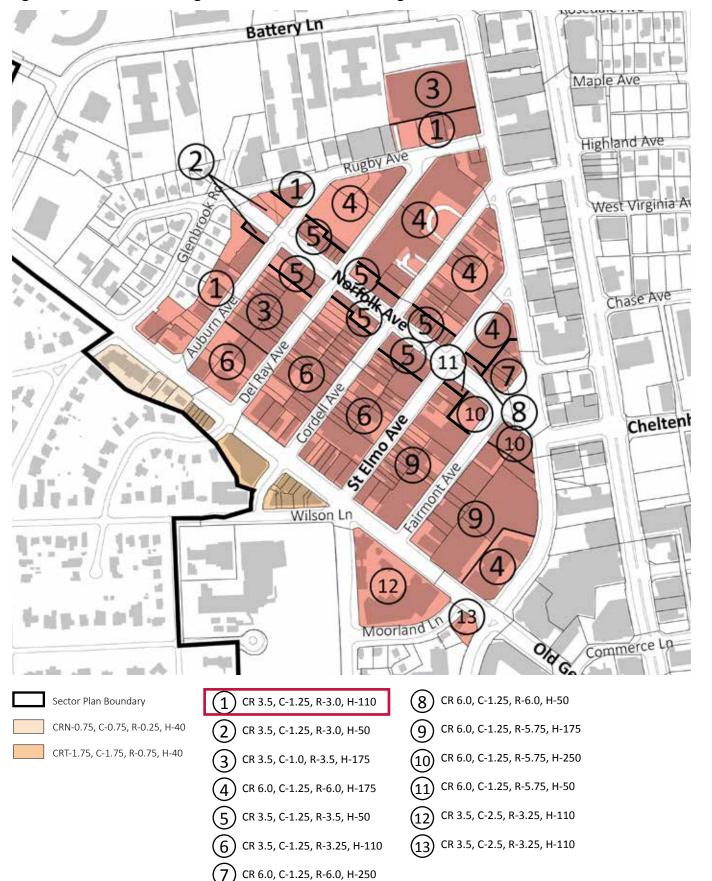
Recommendations:

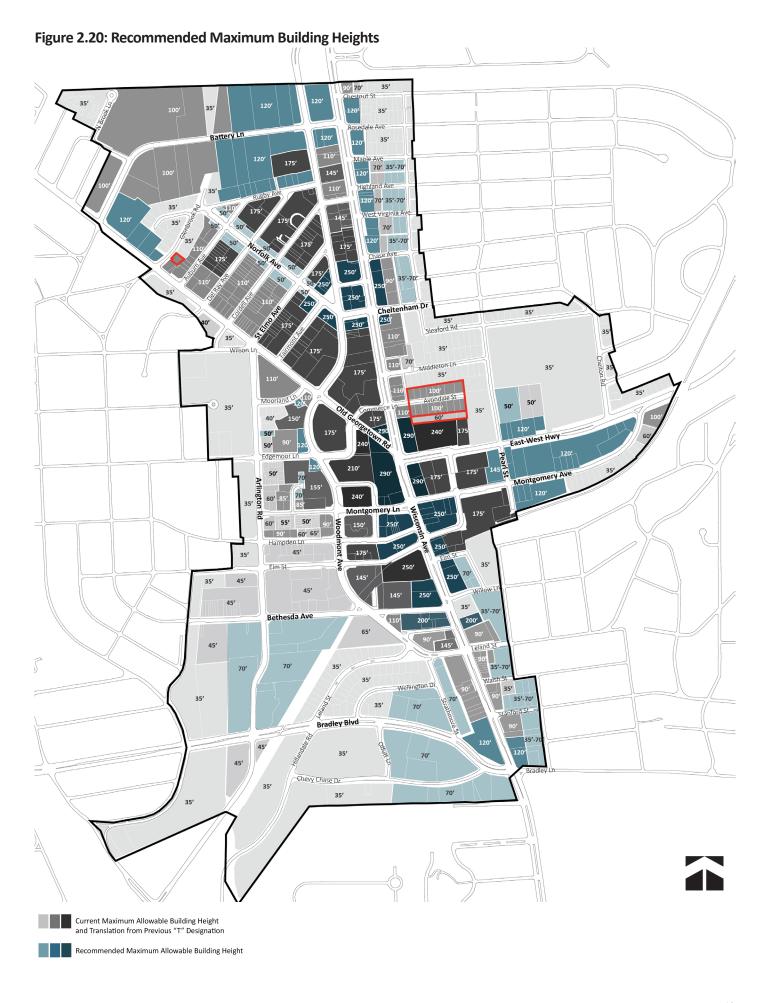
- Balance development with transitions to single-family neighborhoods surrounding the Plan area in residential and edge districts, such as Battery Lane, Arlington North, South Bethesda and Eastern Greenway.
- Establish a green connector along the eastern edge of the Plan area to provide open space, pathways, environmental benefits and <u>a transition to adjacent neighborhoods</u>. Allow a range of building heights dependent on the amount of green space dedicated.
- Encourage preservation of low-rise buildings with fine-grain building articulation along Norfolk Avenue.
- C. Goal: Translate zoning maximum height for all properties previously designated with a "T."

Recommendation:

• Increase all previously "T" designated heights by 20 percent rounded to the nearest 5-foot increment to accommodate the density increase throughout the Sector Plan area. (see Table 2.03: Previously "T" Designated Height Translation)

Figure 3.05: Woodmont Triangle District Recommended Zoning







MCPB Item No. Date: 7-20-15

Bethesda Downtown Sector Plan, Work Session #1

Leslye Howerton, Planner Coordinator, Area 1, leslye.howerton@montgomeryplannng.org, 301.495.4551

DeOcampo, Marc, Master Planning Supervisor, Area 1, marc.deocampo@montgomeryplanning.org, 301.495.4556

Robert Kronenberg, Chief, Area 1, robert.kronenberg@montgomeryplanning.org, 301.495.2187

Laura Shipman, Senior Planner, Urban Design, Area 1, 301.495.4558

Matt Folden, Planner Coordinator, Transportation, Area 1, 301.495.4539

Tina Schneider, Senior Planner, Environment, Area 1, 301.495.4506

Brooke Farquhar, Master Planner/Supervisor, Parks Department, 301.650.4388

Rachel Newhouse, Park Planner, Parks Department, 301.650.4368

Susanne Paul, Senior Planner, Parks Department, 301.650.4392

Rick Liu, Senior Planner, Research Department, 301.495.5641

David Anspacher, Planner Coordinator, Transportation, Functional Planning & Policy, 301.495.2191

Scott Whipple, Supervisor, Historic Preservation, 301.563.3402

Patrick Reed, Planning Intern, Area 1, 301.494.4583

Completed: 7.16.15

Description

Bethesda Downtown Sector Plan: Work Session #1

Summary

Work session #1 will provide a macro-level overview of Staff's approach to the zoning recommendations Bethesda-wide including the following:

- a) Analysis and comparisons to other urban areas in the County (White Flint, Friendship Heights, Silver Spring and Wheaton). This is a discussion of the macro-level approach and not a site-by-site discussion.
- b) Transportation and Schools (Infrastructure) as it relates to Staff's approach to land use and zoning Bethesda-wide.

c) Overview of the implementation strategies including density averaging and priority sending sites.

DISCUSSION

Zoning Approach

This work session will provide an overview of the zoning strategy as it relates to the recommended density and height increases across the Sector Plan area. Transportation analysis and school capacity was a factor in determining how much density may be increased without over-burdening the infrastructure in the Downtown. A comparative analysis was prepared with other similar urban downtown areas (White Flint, Silver Spring, Wheaton and Friendship Heights) in terms of acreage of planning area, Sector Plan vision build-out and vision build-out square feet per acre. Strategy objectives included:

- Accommodate projected growth over the next 20 years.
- Incentivize redevelopment in the expanded centers of activity and emerging centers (priority areas in the Plan) by increasing density and maximum allowable heights.
- Increase density Bethesda-wide by approximately 20 percent with greater increases in the
 expanded centers of activity around proposed civic gathering spaces, such as the areas
 immediately around the Farm Women's Market, The Bethesda Metro Station, and Veteran's
 Park.
- Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

Transportation and Schools

This work session will provide an overview of the traffic analysis methodology and findings associated with the Bethesda Downtown Sector Plan 2040 Land Use Vision. This work session will also provide an opportunity to discuss specific transportation elements of the Plan raised at the Public Hearing. As a result of the analysis completed for this planning effort, Staff has determined that all intersections within the Plan area will continue to operate at acceptable levels of congestion in the year 2040 under the proposed land use vision. Four intersections immediately outside the plan area are forecast to exceed Policy Area Critical Lane Volumes (CLV's) in the year 2040. Those intersections are:

- East-West Highway/ Connecticut Avenue
- Rockville Pike/ Cedar Lane
- Bradley Boulevard/ Huntington Parkway
- Connecticut Avenue/ Bradley Lane

In addition to the transportation analysis, staff worked closely with the Montgomery County Public Schools long range planning staff. The Downtown Bethesda Sector Plan is within the service areas of Bethesda Elementary School, Westland Middle School and Bethesda-Chevy Chase High School. Enrollment increases have been occurring at all these schools and a variety of strategies will be considered to accommodate additional students resulting from the Sector Plan. The Plan includes designation of the former Lynnbrook Elementary School as a future operating elementary school.

Options were prepared by MCPS to accommodate additional students from the Plan and presented during the Working Draft presentation to the Planning Board on May 21, 2015.

Implementation Strategy

This work session will provide an overview of the implementation strategy as it relates to the Bethesda Overlay Zone. Certain planning goals require minor modifications to the existing zoning. The purpose of the Bethesda Overlay Zone is to enable modifications to the density averaging rules for certain sites in the Plan Area. The Plan designates Open Space priority sending sites, Landmark priority sending sites, and Affordable Housing sending sites. Density transfers from these sites are encouraged to facilitate, respectively, the creation or enlargement of urban parks, protection of significant landmarks and retention of affordable housing. The Priority Sending Sites have been carefully chosen and the rules in this Plan are intended to apply only to the specifically delineated areas.

CONCLUSION

Following the July 20, 2015 work session, staff will summarize all testimony received through July 2, 2015 (close of the Record) and prepare recommendations for review by the Planning Board at the fall work sessions in September and October. The fall work sessions will include a District by District zoning review, as well as work sessions on Parks and Open Space, the High Performance Area and Affordable Housing.

Attachments

- Public Hearing Draft Plan Errata
- Letters/Correspondence between June 19, 2015 July 2, 2015