Bethesda Downtown Plan

Planning Board Update

MONTGOMERY COUNTY PLANNING DEPARTMENT

Location

Old Georgetown Road
East-West Highway
Connecticut Avenue
Bradley Boulevard
Wisconsin Avenue

Scope

Team

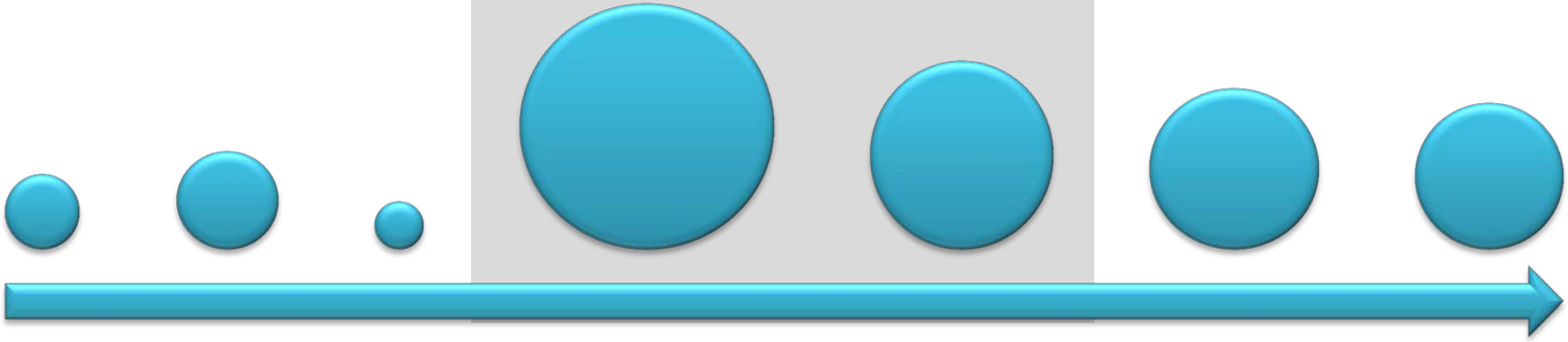
Outreach

Work Program
Scope of Work
Initial Staff Recommendation
Staff Draft Plan
Public Hearing Draft Plan
Planning Board Draft Plan
County Executive & County Council Review
County Council Public Hearing
Final Adopted Master Plan
Public Participation
Listening
Community Meetings
Public Comment
Public Comment
Public Testimony
Public Comment
Public Testimony
Public Meetings, Website, E-mail, Twi
We Are Here

Engagement Challenge

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

KIDS | MILLENNIALS | GEN X | BOOMERS | GREATEST



Update

013 2014

N D J F M A M J J A S O N D

CAPTIVATING WEBSITE

E-News

Visual Preference

Kick Off
Drop In
Scope
Vision
Progress Open House
Neighborhoods
Eco-District
Property Owners & Community "Fair"
Preliminary Recommendations

GGW
CNUDC
YIPPS
BCC
HS
StSense
JBG
CLARK+
Bethesda Central Farm Market
SK&I
AIA

MONTGOMERY COUNTY PLANNING DEPARTMENT

Coming Up

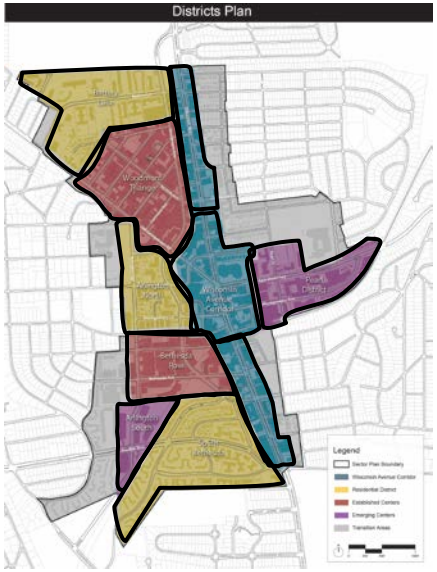
Bethesda Central Farm Market

Pop Up

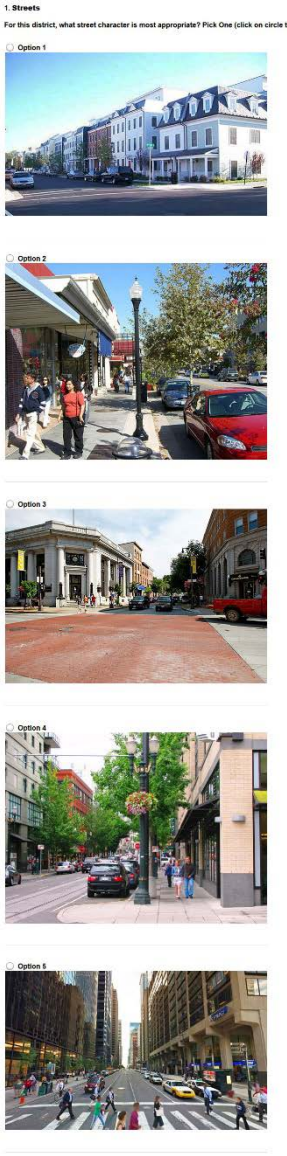
Happy Hour Host Team

MONTGOMERY COUNTY PLANNING DEPARTMENT

Visual Preference Survey



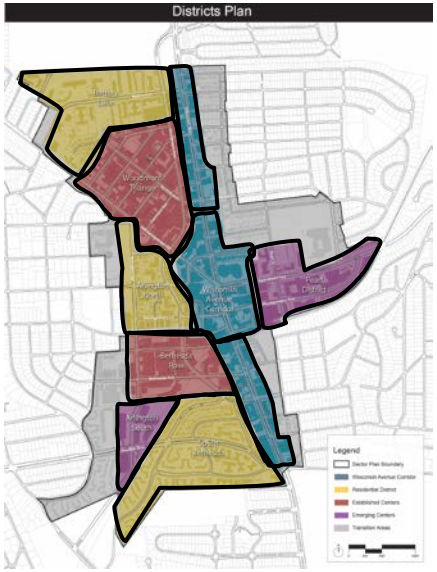
Streets



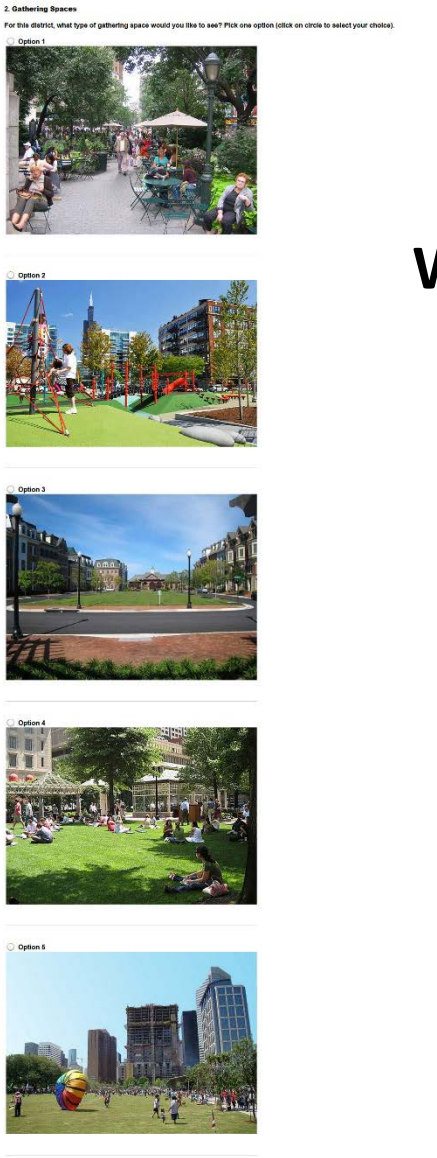
What we were looking for:

- Density?
- Street character?

Visual Preference Survey



Gathering Space



What we were looking for:

- Paving vs Lawn?
- Size?
- Types of uses?
- Amount trees and shrubs?

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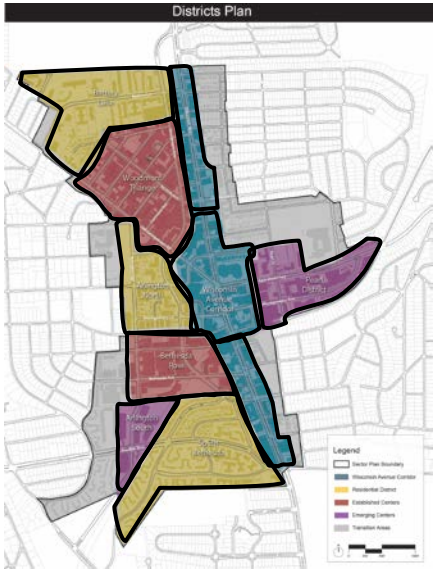
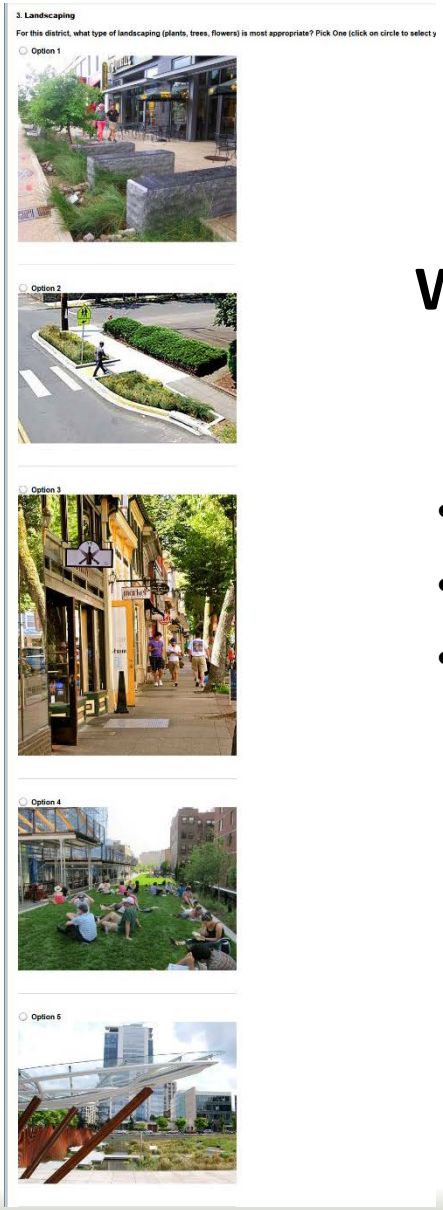
Visual Preference Survey



Landscaping



What we were looking for:

- Type of trees, flowers, shrubs?
- Amount of vegetation?
- Pervious treatment?

MONTGOMERY COUNTY PLANNING DEPARTMENT

Visual Preference Survey

- Round 1: May 7- June 6
- Round 2: June 6 – June 16
- Number respondents ranged from 118 for the Arlington South District, to 402 for the Woodmont Triangle District

Number of Surveys Taken by Area and Survey Round – Bethesda Visual Survey						
	Area Name			Round 1	Round 2	Total
1	Arlington North			56	63	119
2	Arlington South			53	65	118
3	Wisconsin South			68	67	135
4	South Bethesda			60	82	142
5	Pearl District			82	89	171
6	Battery Lane			121	114	235
7	Wisconsin North			122	157	279
8	Metro			145	174	319
9	Bethesda Row			127	228	355
10	Woodmont Triangle			126	276	402
	Total All Areas			960	1315	2275

* Detailed results to round 1 and round 2 are on the Bethesda Downtown Plan Website

Visual Preference Survey

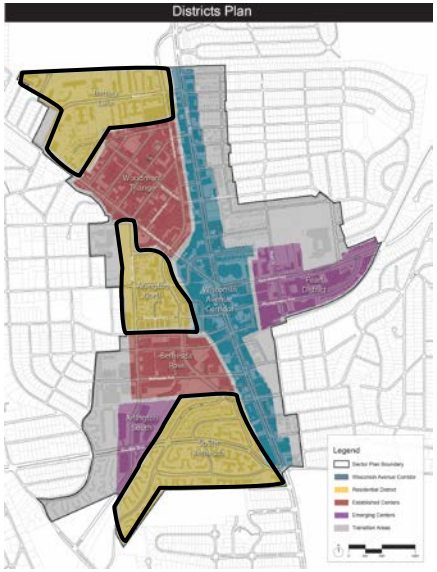
- Number respondents who are residents : 80-94%
- Number respondents who are property owners: 25-35%

Generational Breakdown of respondents:

- Percent *Millennials* (born early 80' to early 2000's): 9% - 24%
- Percent *Generation X'ers* (born mid 60's to early 80's): 33% - 44%
- Percent *Baby Boomers* (born 1946-1964): 28% - 43%
- Percent *Greatest Generation*(born before 1946): 8% - 11%

Visual Preference Survey

Streets



1

- Residential
- 3 story townhouses
- Quiet streets

Top Two Choices for the following districts:

Battery Lane
Arlington North
South Bethesda

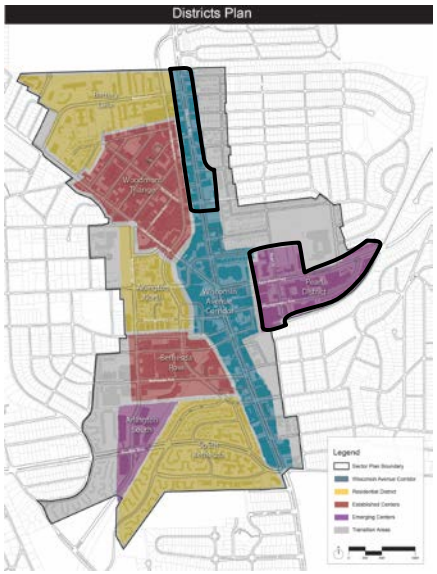
2

- Mixed use
- 5-7 story
- 1st floor retail
- Office/residential above

MONTGOMERY COUNTY PLANNING DEPARTMENT

Visual Preference Survey

Streets



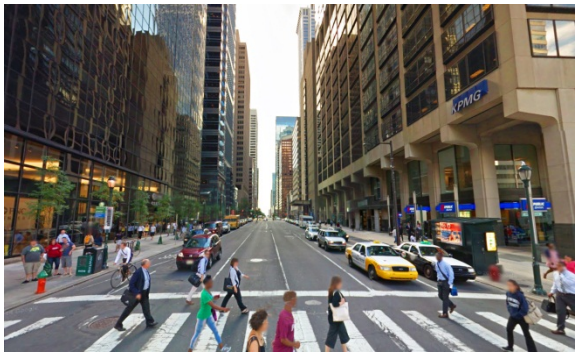
1

- Mixed use
- 5-7 story
- 1st floor retail
- Office/residential above

Top Two Choices for the following districts:

Pearl District
Wisconsin North

2

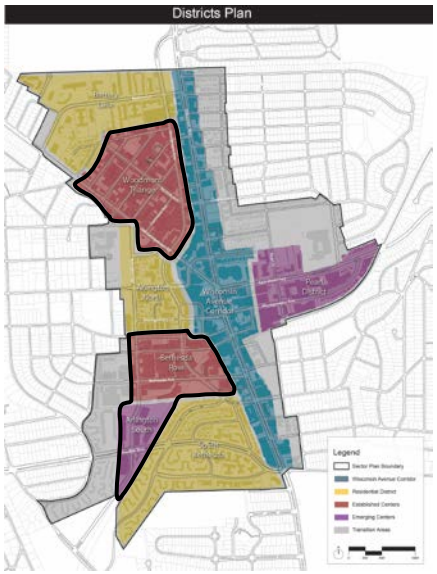


- Mixed use
- 12+ stories
- 1st Floor retail
- Office above

MONTGOMERY COUNTY PLANNING DEPARTMENT

Visual Preference Survey

Streets



1

- Mixed use
- 5-7 story
- 1st floor retail
- Office/residential above
- Busy street

Top Two Choices for the following districts:

Woodmont Triangle
Bethesda Row
Arlington South

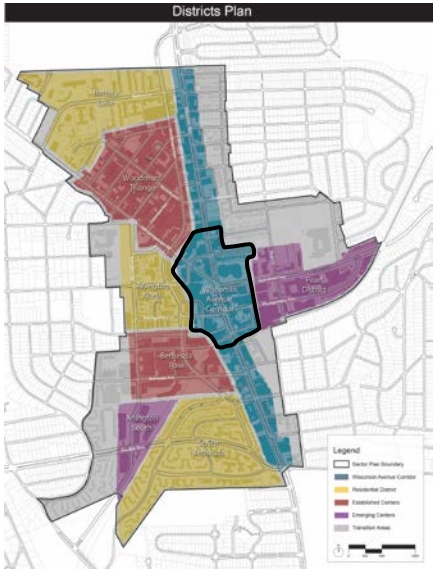
2

- Commercial use
- 1 story retail
- Medium use street

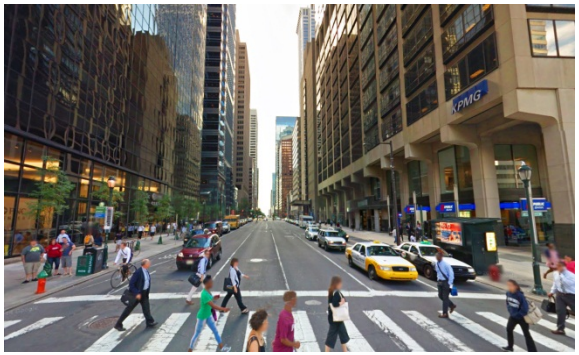
MONTGOMERY COUNTY PLANNING DEPARTMENT

Visual Preference Survey

Streets



1



- Mixed use
- <u>12+ stories</u>
- 1st Floor retail
- Office above

Top Two Choices for the following district:

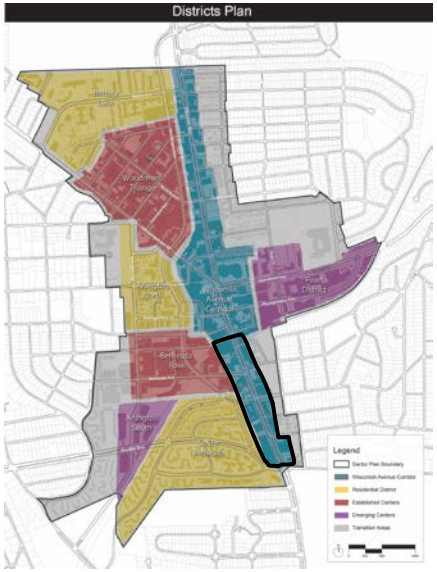
Metro

2

- Mixed use
- <u>5-7 story</u>
- 1st floor retail
- Office/residential above
- Busy street

Visual Preference Survey

Streets



Top Two Choices for the following district:

Wisconsin South

1

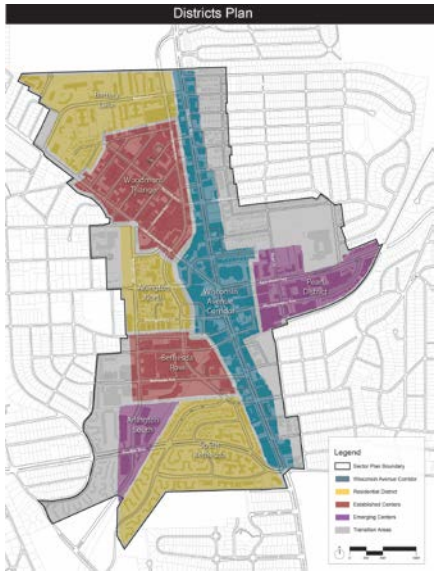
- Mixed use
- 5-7 story
- 1st floor retail
- Office/residential above
- Busy street

2

- Mixed use
- 4-5 story
- 1st floor retail
- Office/residential above
- Busy street

Visual Preference Survey

Gathering Places



Top Two Choices for *all* districts

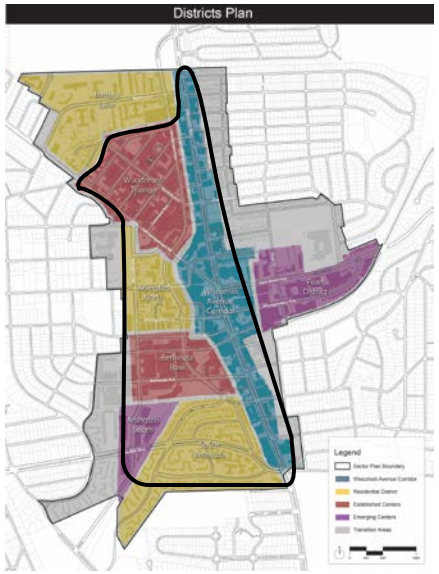
1

- Lush plantings
- <u>Special paving in plaza</u>
- Full of people
- Well maintained, attractive furnishings

2

- <u>Large, green lawn</u>
- Shady trees
- Full of people
- Well maintained, attractive furnishings

Visual Preference Survey



Top Two Choices for following districts:

Wisconsin Ave Corridor
Arlington North
Bethesda Row
Arlington South
South Bethesda

Landscaping

1

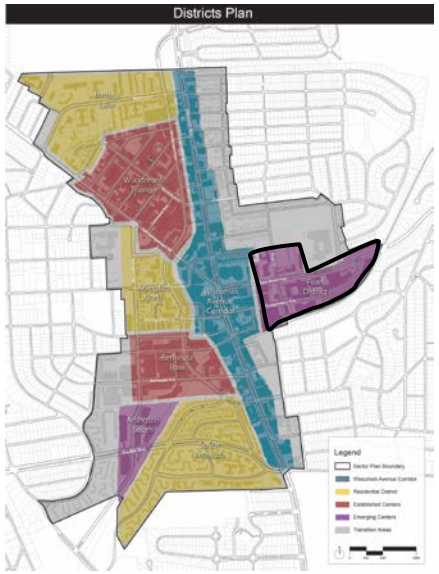
- Attractive retail facades
- Wide sidewalks
- Large, mature shade trees
- People using sidewalk
- Clean and well maintained

2

- Attractive retail facades
- Wide sidewalks
- Large area dedicated to green
- People using sidewalks
- Clean and well maintained

MONTGOMERY COUNTY PLANNING DEPARTMENT

Visual Preference Survey



Top Two Choices for the

Pearl District

Landscaping

1

- Attractive retail facades
- Wide sidewalks
- <u>Large area dedicated to green</u>
- People using sidewalks
- Clean and well maintained

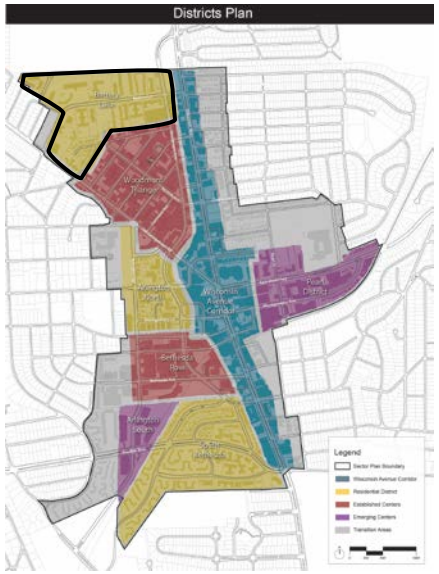
2

- Attractive retail facades
- Wide sidewalks
- <u>Large, mature shade trees</u>
- People using sidewalk
- Clean and well maintained

2

- Attractive buildings
- Large lawn area
- People using space
- Clean and well maintained

Visual Preference Survey



Top Two Choices for

Battery Lane

Landscaping

1

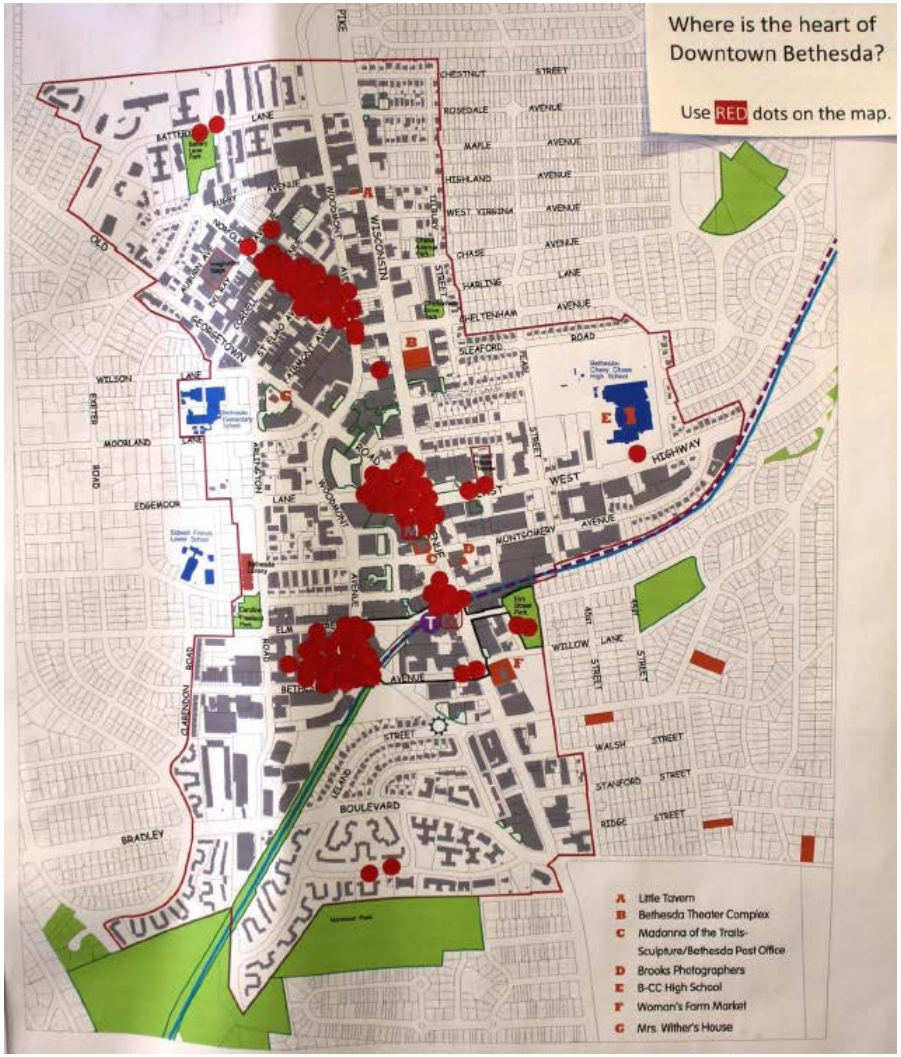
- Attractive retail facades
- Wide sidewalks
- Large, mature shade trees
- People using sidewalk

2

- Large green lawn
- Full of people
- Attractive buildings

Concept Framework Plan

Concept Framework Plan



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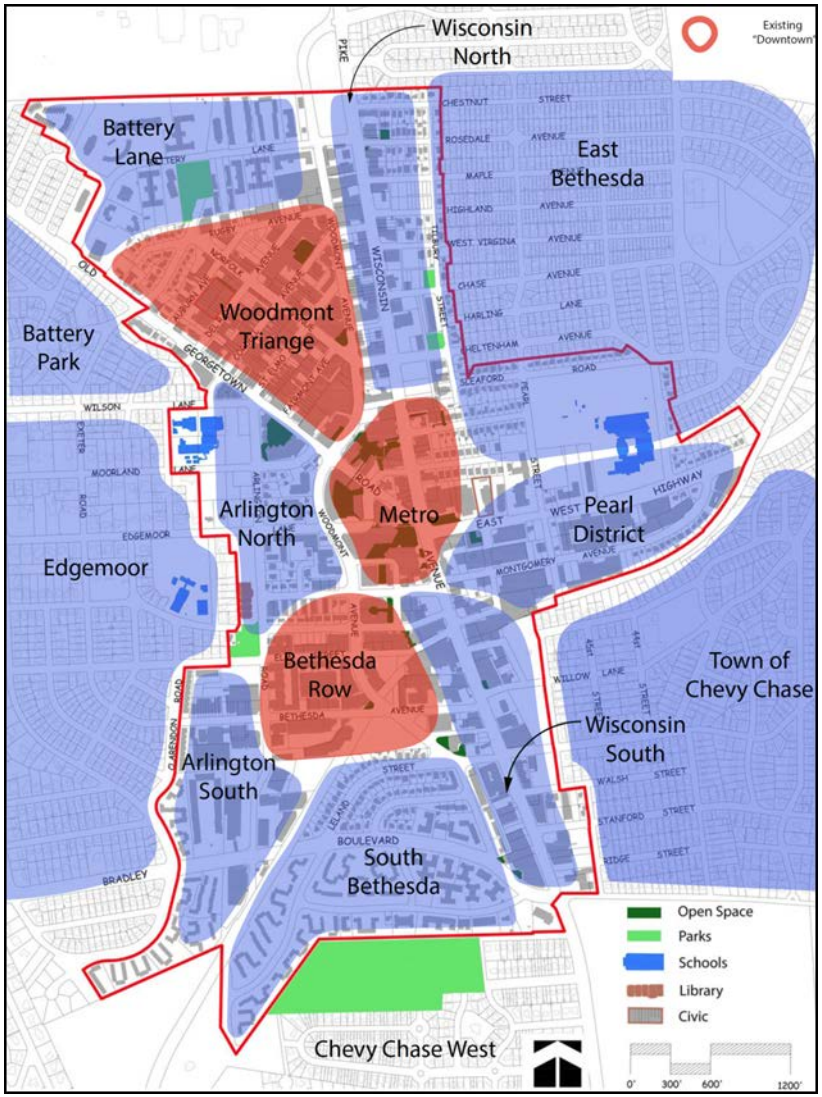

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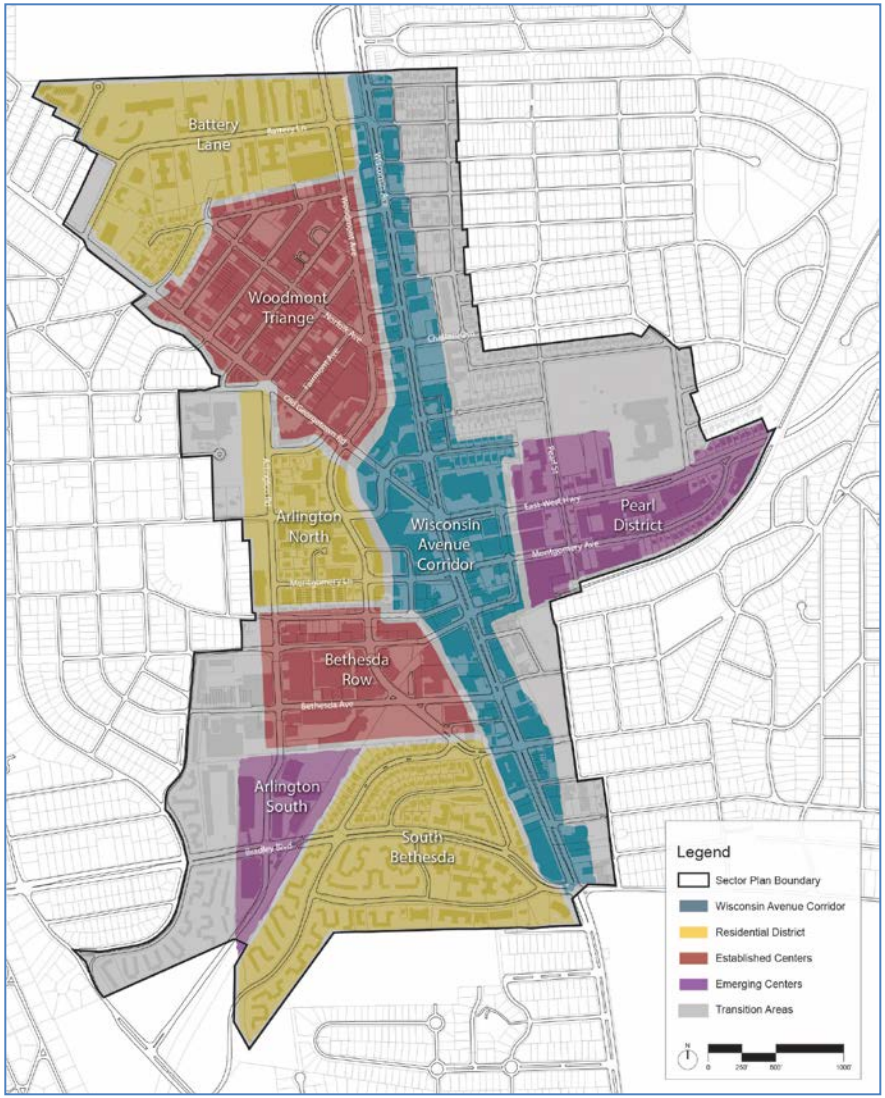

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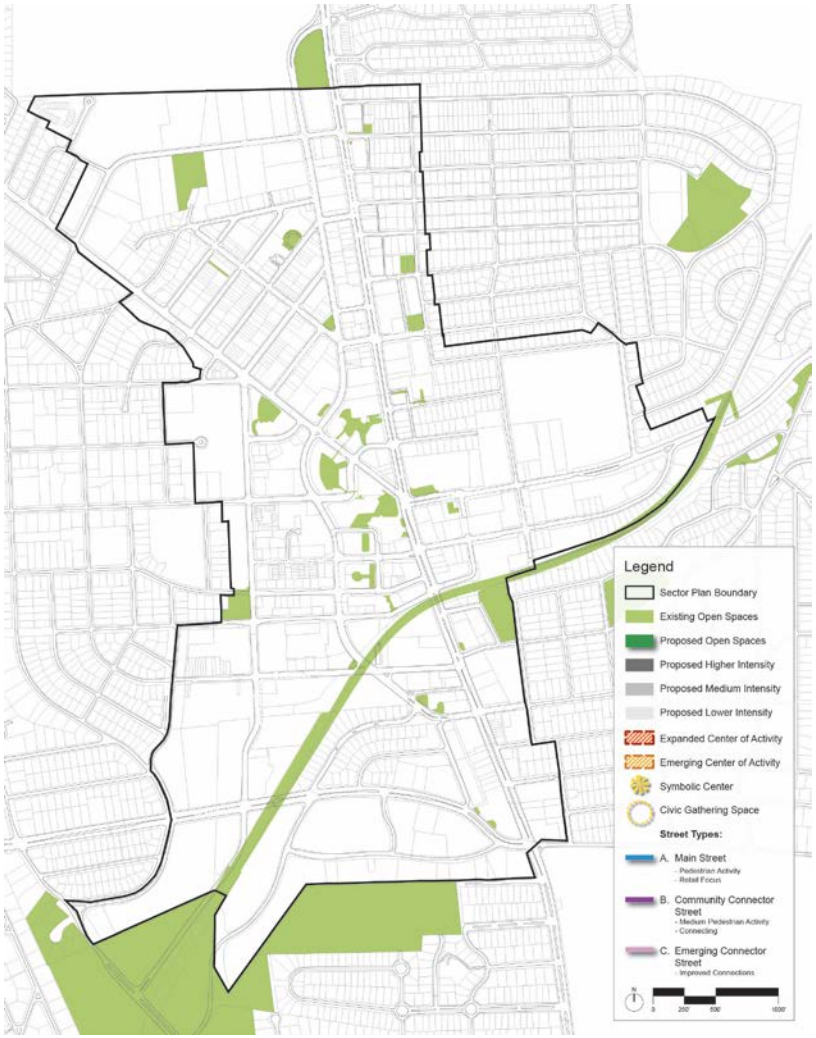

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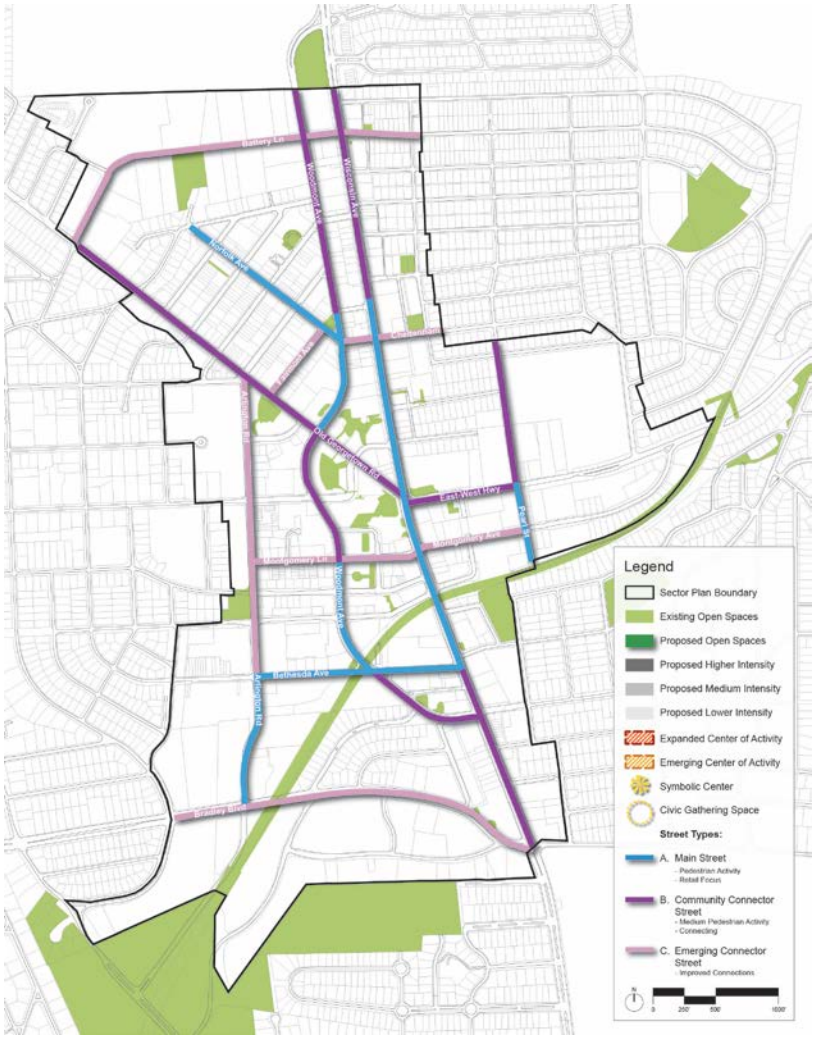
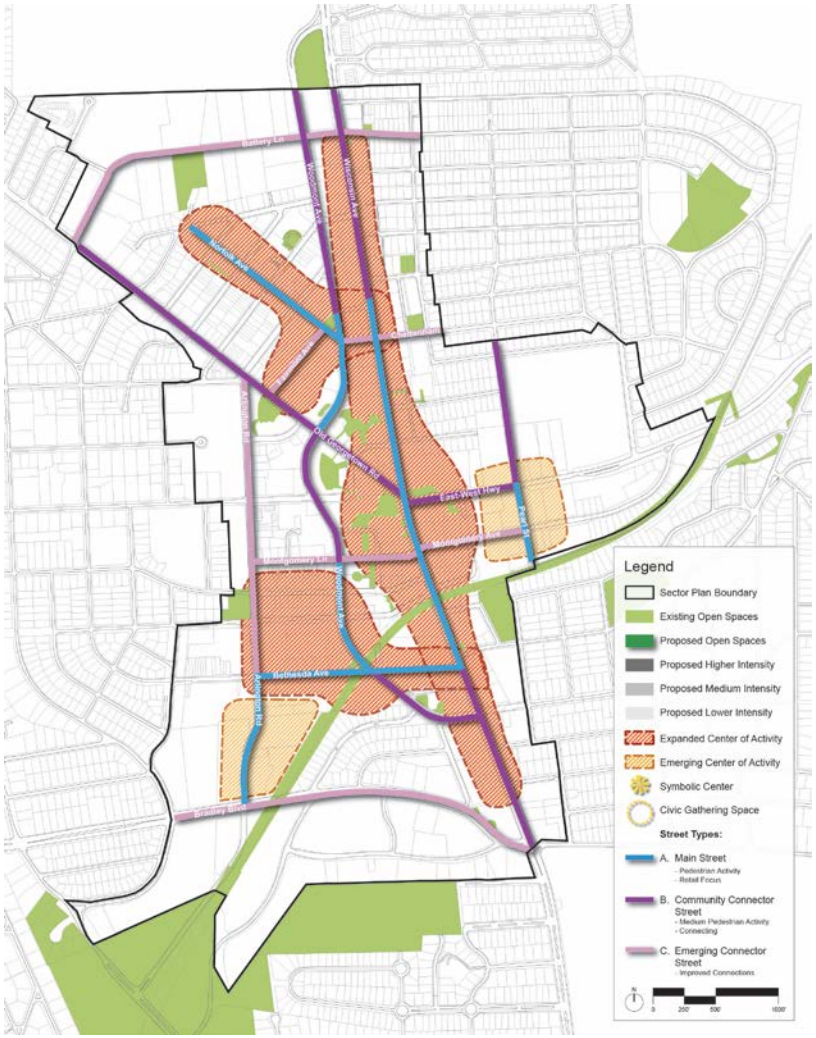


MONTGOMERY COUNTY PLANNING DEPARTMENT

Concept Framework Plan



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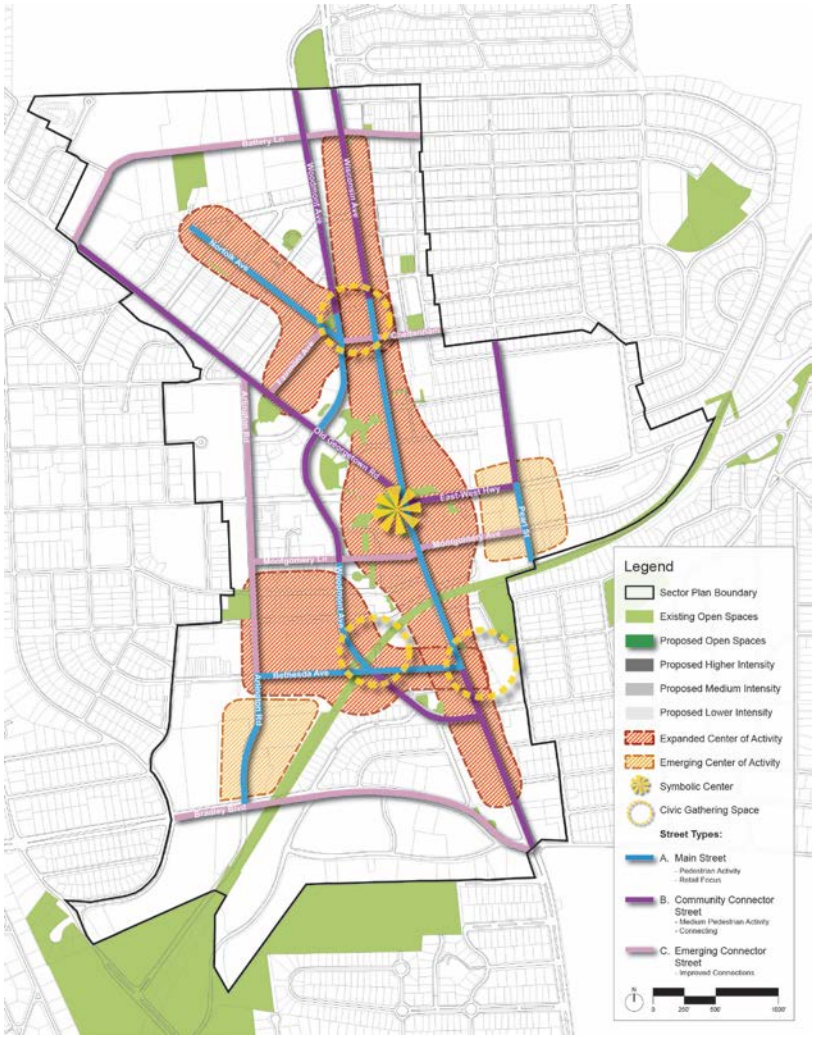

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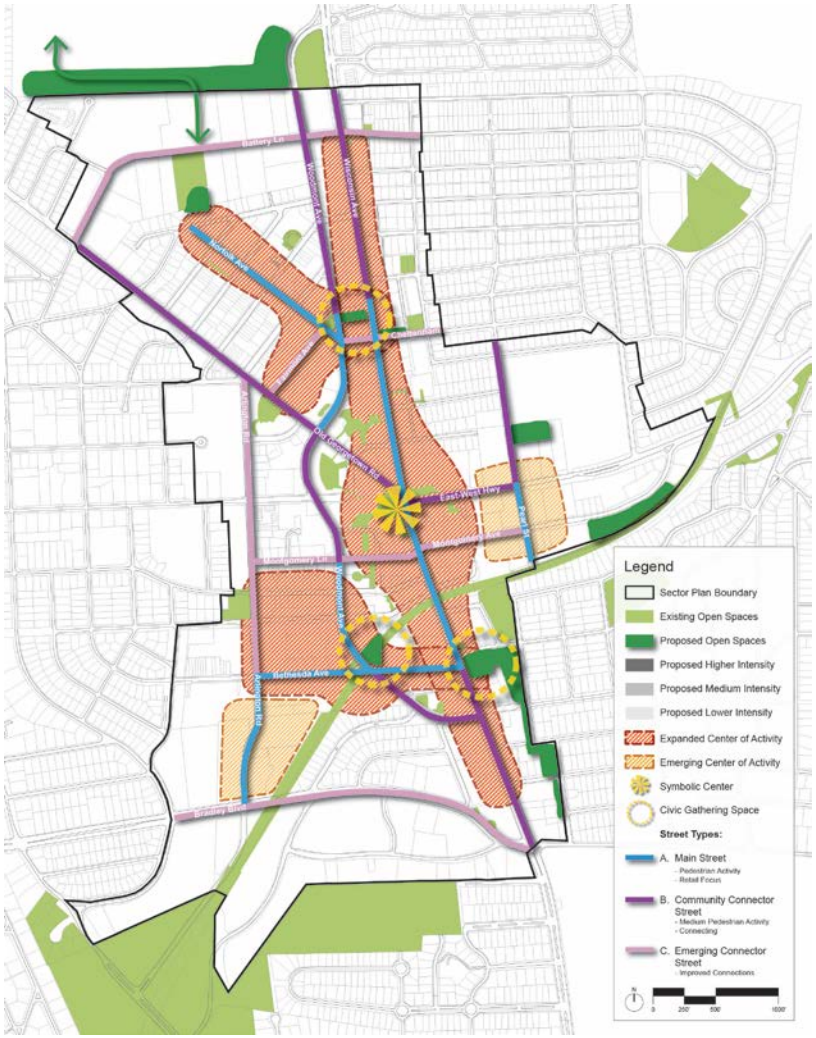

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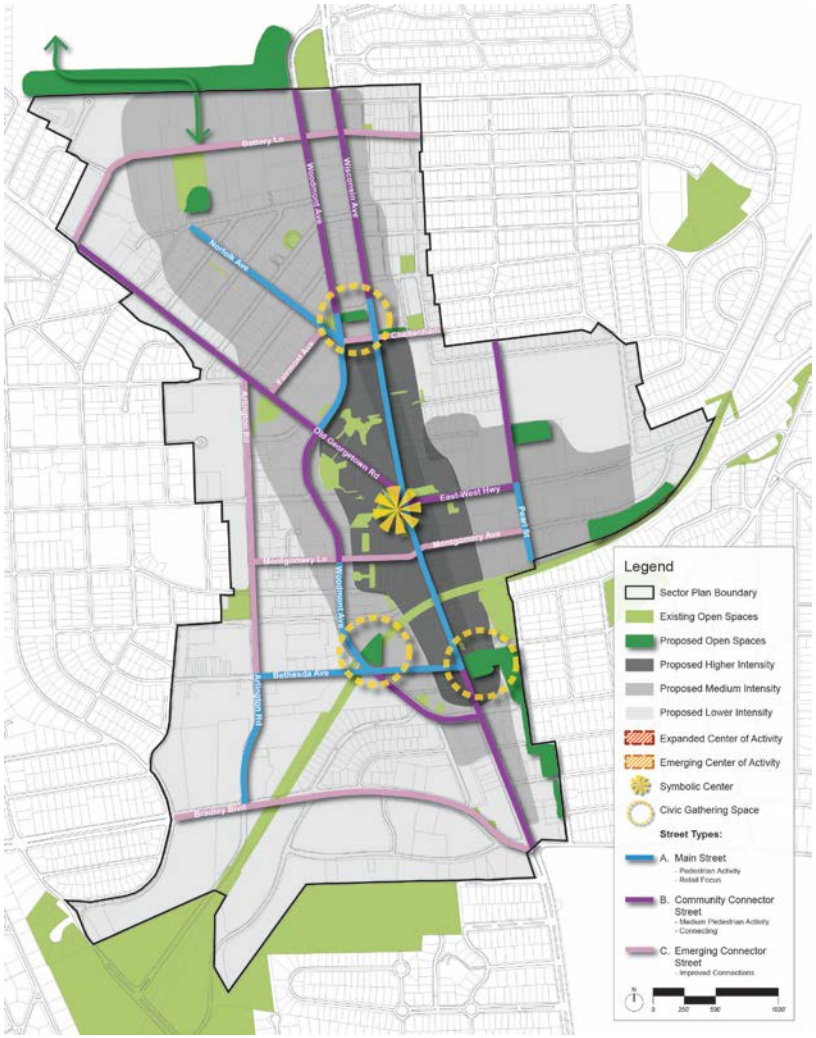

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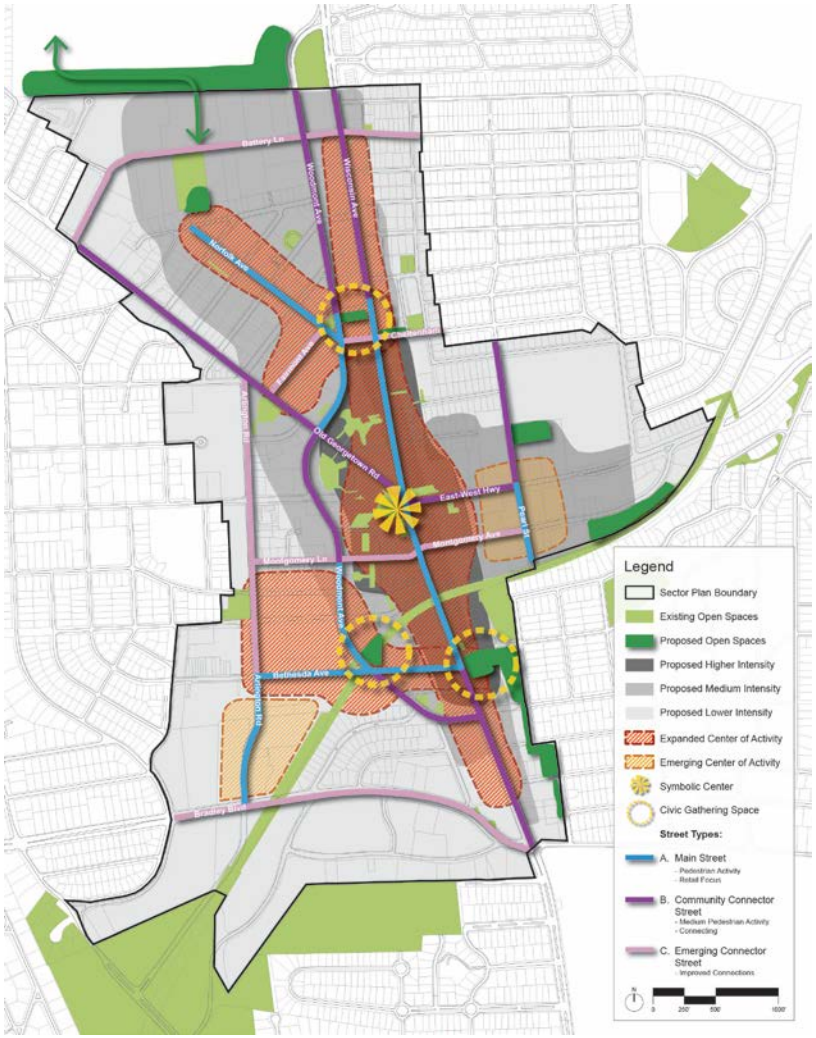
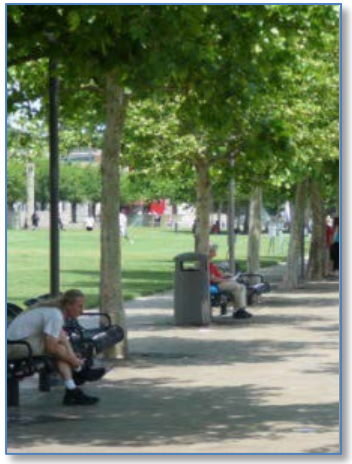
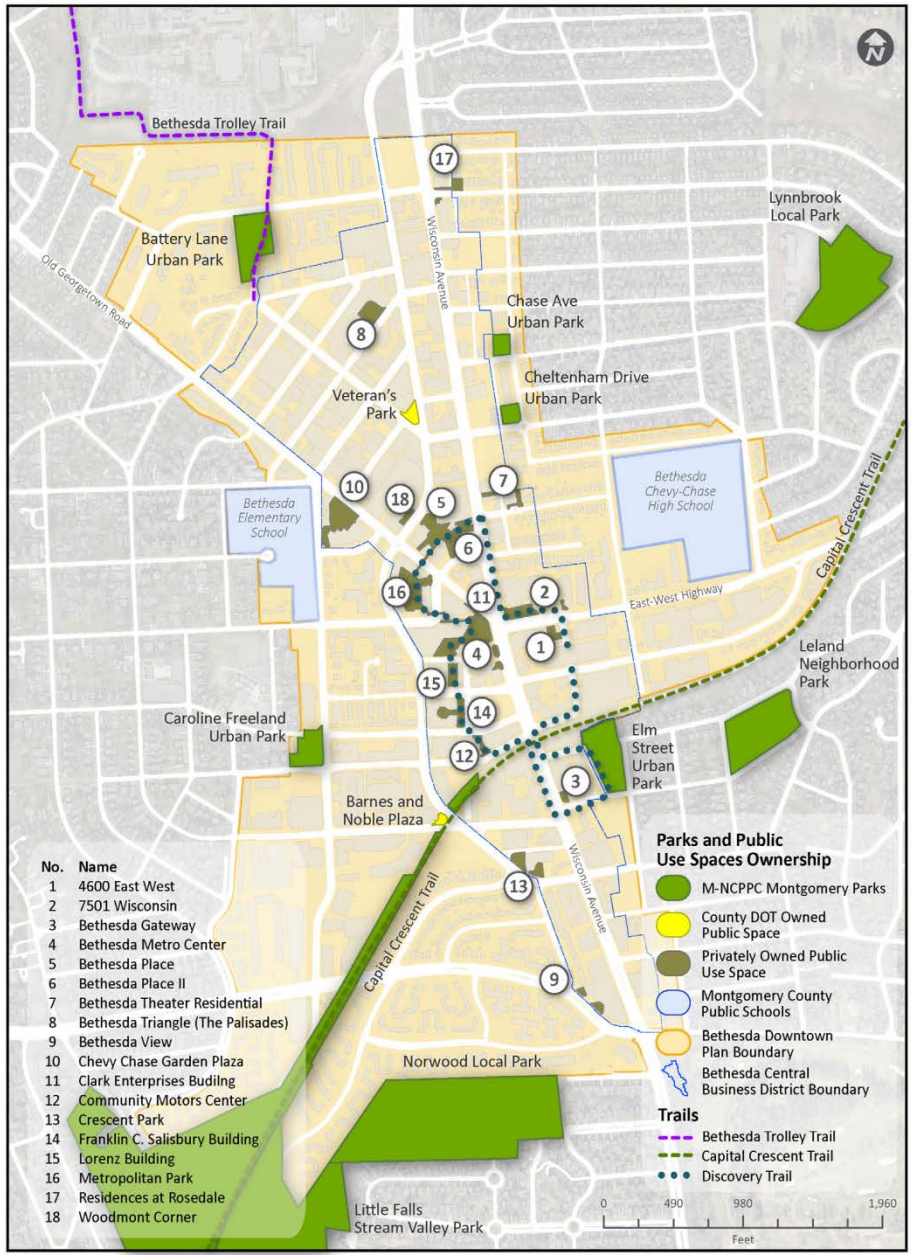
Concept Framework Plan



Parks and Open Space



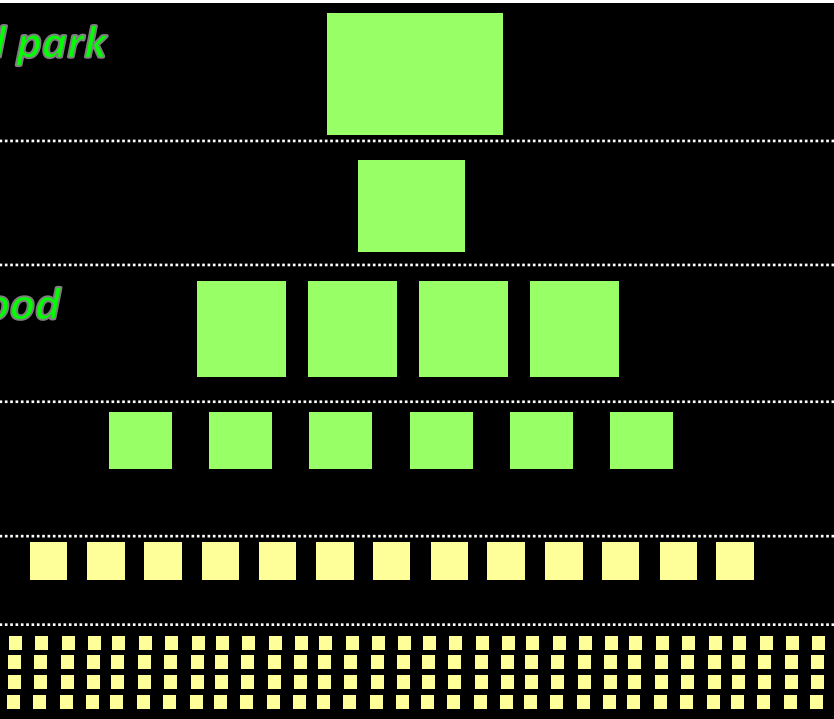
MONTGOMERY COUNTY PLANNING DEPARTMENT


Bethesda Trolley Trail
Battery Lane Urban Park
Old Georgetown Road
Wisconsin Avenue
Lynnbrook Local Park
Chase Ave Urban Park
Cheltenham Drive Urban Park
Veteran's Park
Bethesda Elementary School
Bethesda Chevy-Chase High School
Capital Crescent Trail
East-West Highway
Leland Neighborhood Park
Caroline Freeland Urban Park
Elm Street Urban Park
Barnes and Noble Plaza
Norwood Local Park
Little Falls Stream Valley Park
No. Name
1 4600 East West
2 7501 Wisconsin
3 Bethesda Gateway
4 Bethesda Metro Center
5 Bethesda Place
6 Bethesda Place II
7 Bethesda Theater Residential
8 Bethesda Triangle (The Palisades)
9 Bethesda View
10 Chevy Chase Garden Plaza
11 Clark Enterprises Budilng
12 Community Motors Center
13 Crescent Park
14 Franklin C. Salisbury Building
15 Lorenz Building
16 Metropolitan Park
17 Residences at Rosedale
18 Woodmont Corner
Parks and Public Use Spaces Ownership
M-NCPPC Montgomery Parks
County DOT Owned Public Space
Privately Owned Public Use Space
Montgomery County Public Schools
Bethesda Downtown Plan Boundary
Bethesda Central Business District Boundary
Trails
Bethesda Trolley Trail
Capital Crescent Trail
Discovery Trail
0 490 980 1,960
Feet

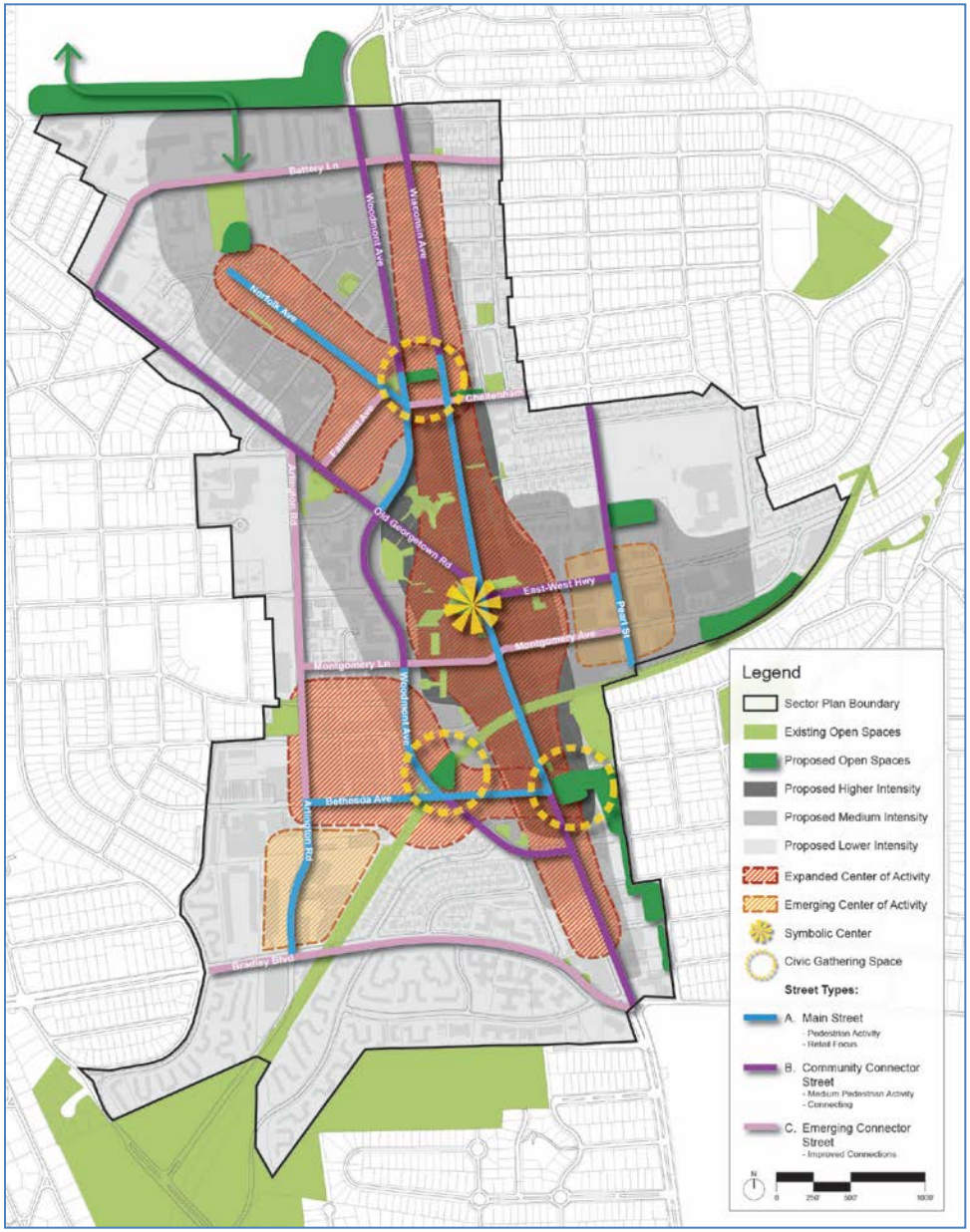
Parks and Open Space

System of varied recreation and experiences

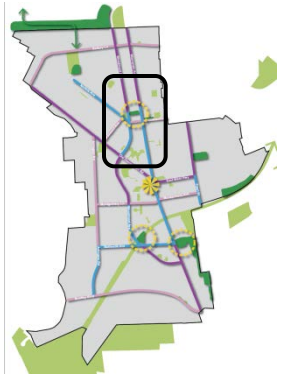
plan sub areas	*urban recreational park*
urban centers	*civic green*
districts	*greens, neighborhood recreation, buffers*
block	*court, plaza, lawn, thru path*
building	*recreation space*
household	*balcony, deck, patio*



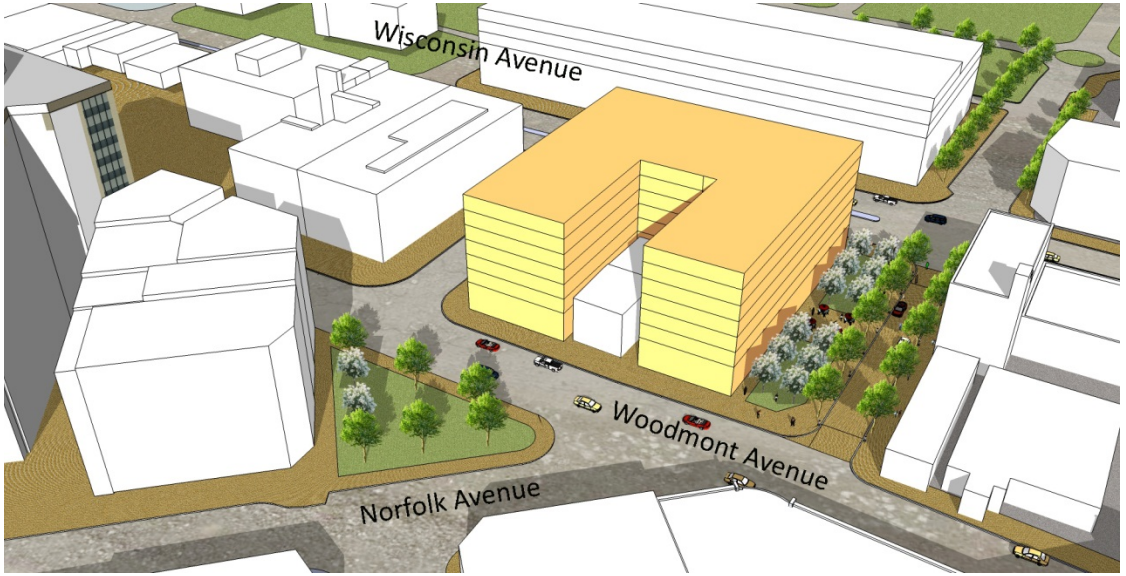
- Interconnected system of sidewalks and trails
- Urban Recreational Park in each subarea
- Civic Green in each urban center
- Neighborhood Parks in each district
- Plazas and Greens in each block



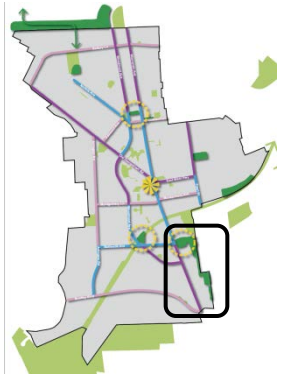
Veterans Park Concepts



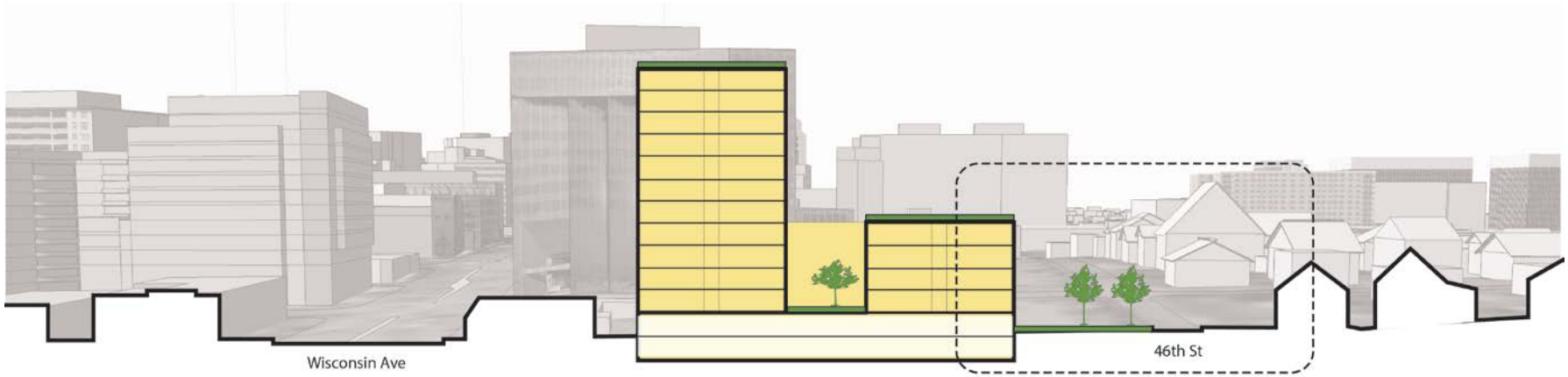
- Green extension of existing Veterans Park
- Expand pedestrian realm into street
- Create a central gathering area for the Woodmont district
- Activate gathering space with mixed-use development/arts

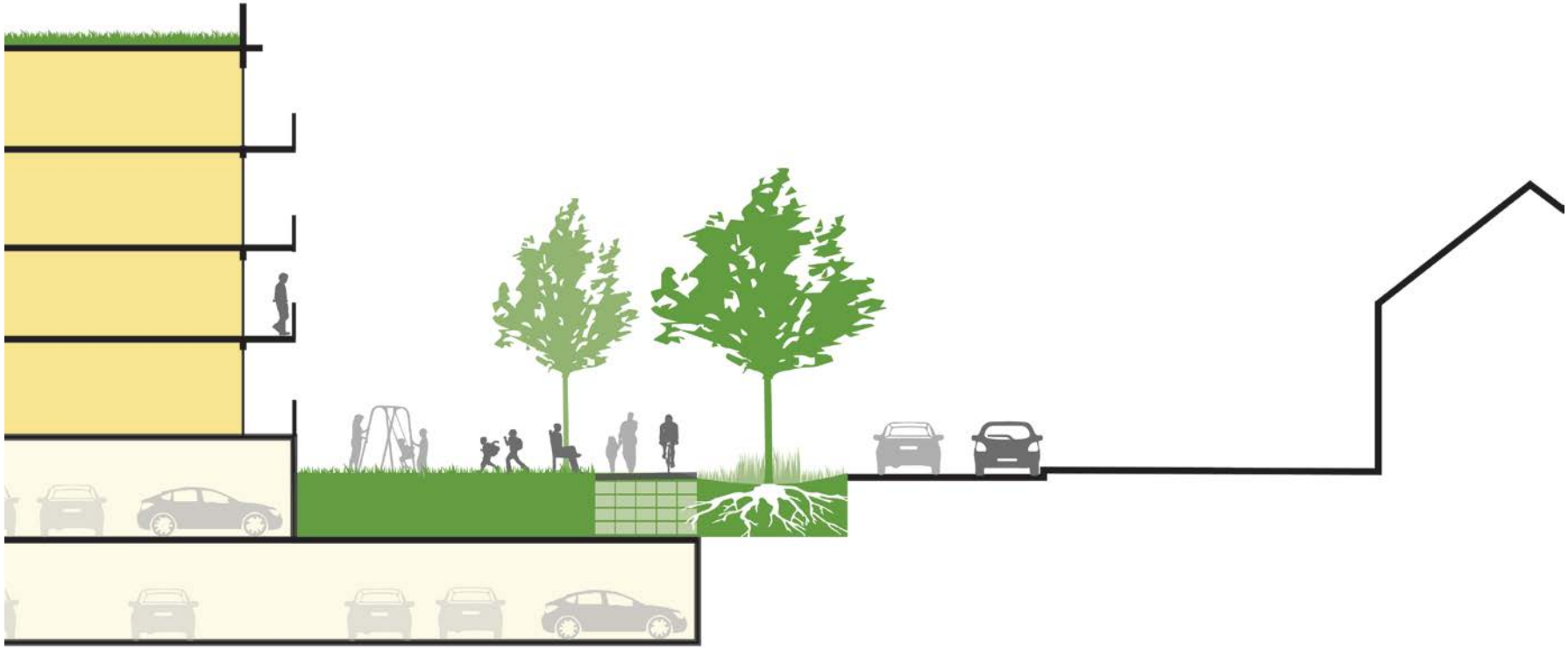


Eastern Greenway Concepts



- Create a Greenway connection to Elm Street Park and Farm Women's Coop Market
- Transition to adjacent low-density residential neighborhood


Wisconsin Ave
46th St



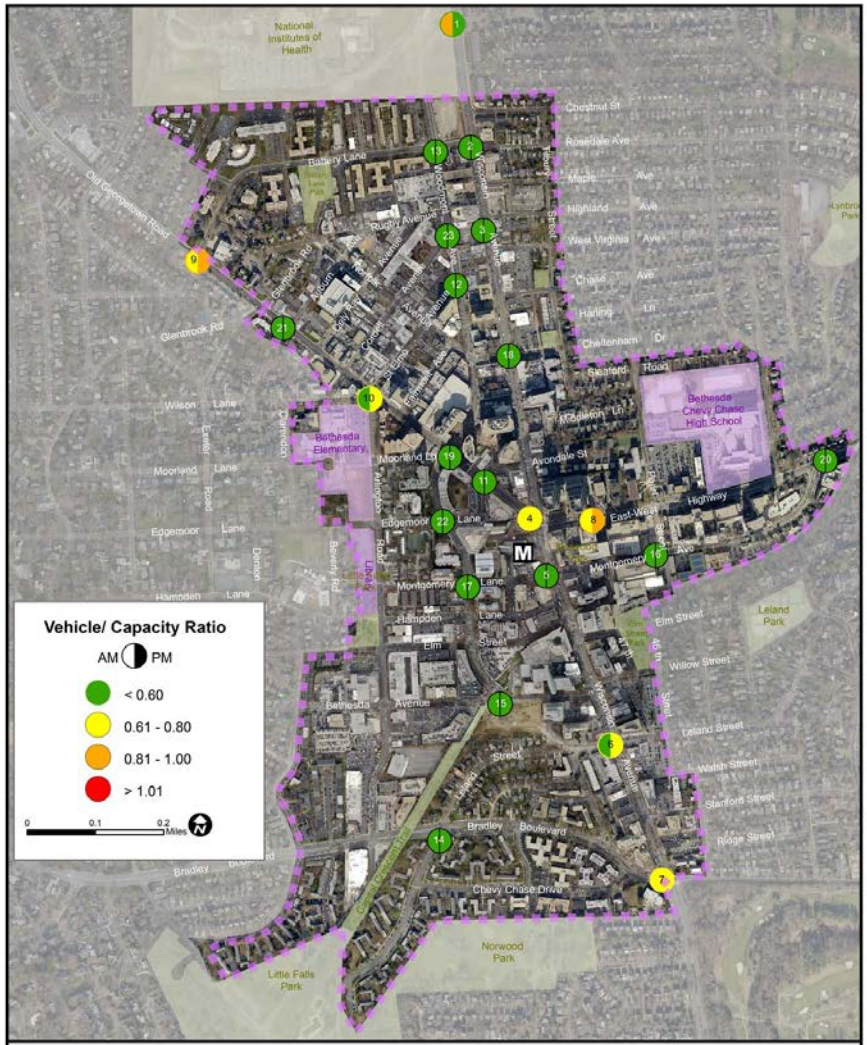
Concept Framework

- "A" Street – Main Street
  - Pedestrian Activity Center
- "B" Street – Community Connector
  - Access & Circulation
- "C" Street – Emerging Community Connector
  - Improved Connections

Connectivity

- Complete Streets
  - Pedestrian
  - Bicycle
    - Level of Traffic Stress Analysis
  - Transit
  - Automobile

- Traffic
  - Congestion
  - Traffic Capacity
  - Gateway Intersections



Bethesda Downtown Plan
Intersection Level of Service

Bethesda: Core Principles of Sustainability

Performance Areas

Buildings (New, Existing, Retrofits)

Streets

Community

Bethesda as a System

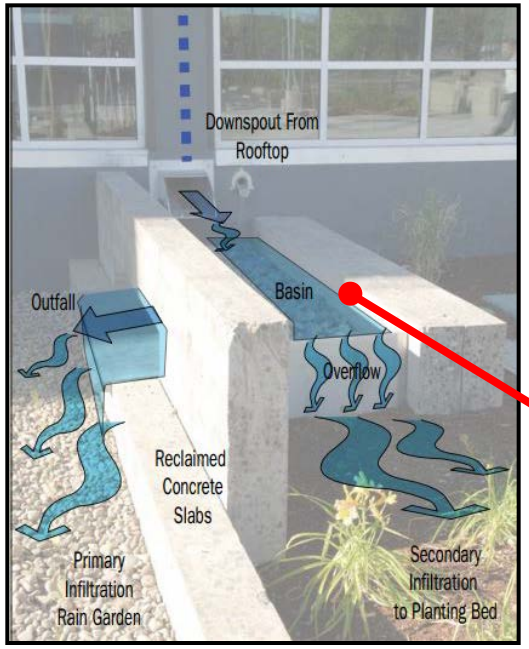
Example of Performance Area: Water

GOAL: Reliable, clean, water for natural & human needs

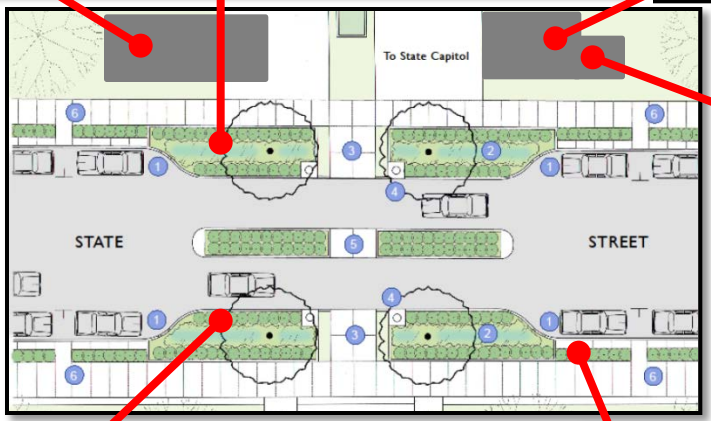
Water

OBJECTIVES:

- *Improve water quality*
- *Manage stormwater & building water discharge*
- *Reduce impervious cover*
- *Reduce water consumption through conservation*
- *Reuse and recycle water*


Downspout From
Rooftop
Outfall
Basin
Overflow
Reclaimed
Concrete
Slabs
Primary
Infiltration
Rain Garden
Secondary
Infiltration
to Planting Bed

MAPLEWOOD MALL


To State Capitol
STATE
STREET

Strategies:

An EcoDistrict

Building blocks for sustainable communities

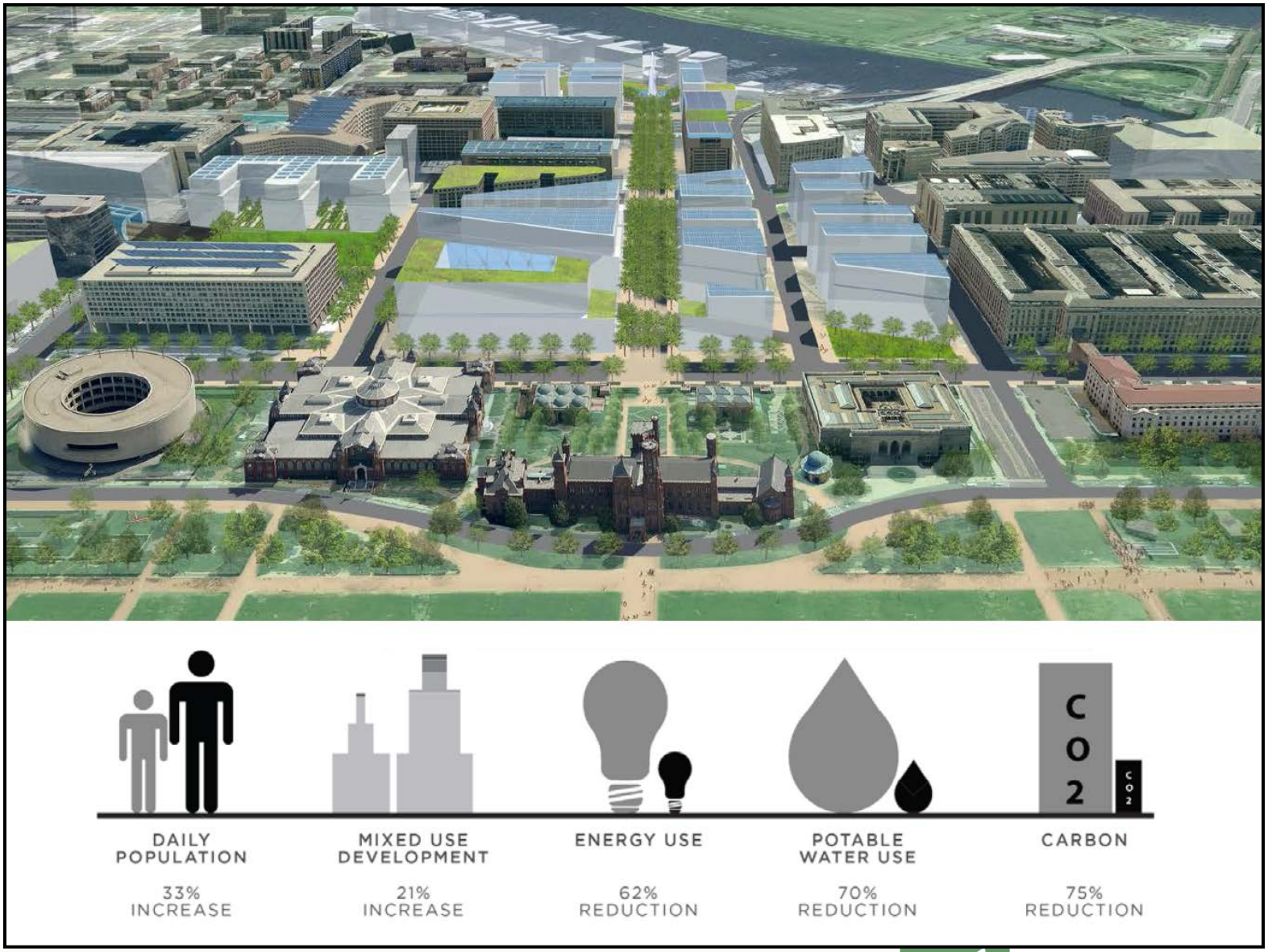
CREATING

- *Economic opportunity*
- *Community well-being*
- *Ecological heath*

=

Holistic planning and development for urban and semi-urban areas in which there are ambitious sustainability performance goals.

Local Example



S.W. Long Term EcoDistrict Goals

The SW Ecodistrict in 2030

A revitalized neighborhood & cultural destination

Federal agencies will continue to call the area home, and will be joined by a balance of residential, commercial, and cultural uses. Workers, residents, and visitors alike will be drawn to the area's new museums, beautiful parks, and retail amenities both day and night.

A well-connected neighborhood

A continuous network of sidewalks, bicycle lanes, and complete streets will improve walkability and connections between the National Mall and the waterfront. An expanded intermodal center will enhance transit service.

A high performance environmental showcase

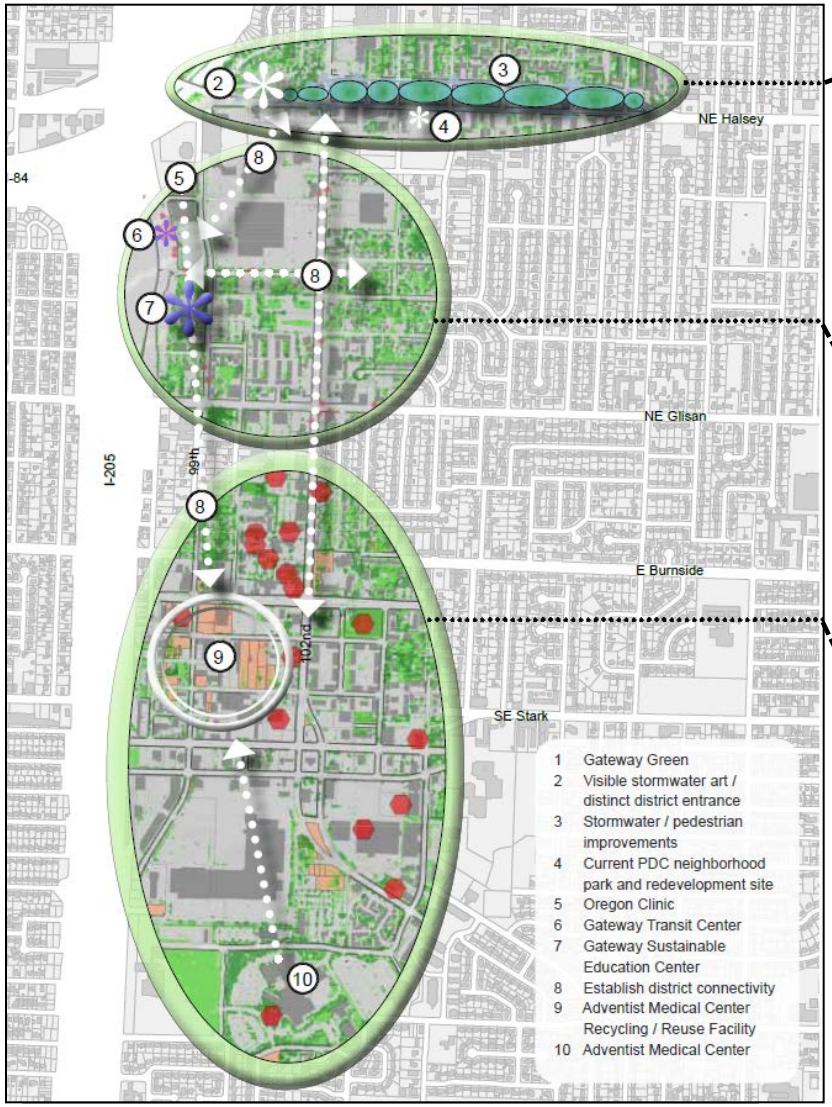
As buildings are rehabilitated or redeveloped, the Ecodistrict will become more efficient, using less energy and water, diverting waste from the landfill, conserving resources, and capturing all stormwater for reuse. This approach will lower carbon emissions and provide opportunities for people to reconnect with nature.

A successful economic partnership

A partnership between the federal government, the District, property owners, tenants, and residents will provide the coordination, advocacy, financing, and management necessary to achieve the SW Ecodistrict goals.

Portland EcoDistricts

Gateway: Portland Oregon



Halsey-Weidler Walkable Stormwater Mitigation Corridor

- Addresses stormwater runoff in an area with high ratio of impervious surface and a sloping topography.
- Highlights stormwater treatment through art and signage to offer education and help establish a sense of place in the district.
- Improves walkability in the local business district to create a pedestrian oriented corridor in what is now an auto-dominated district.

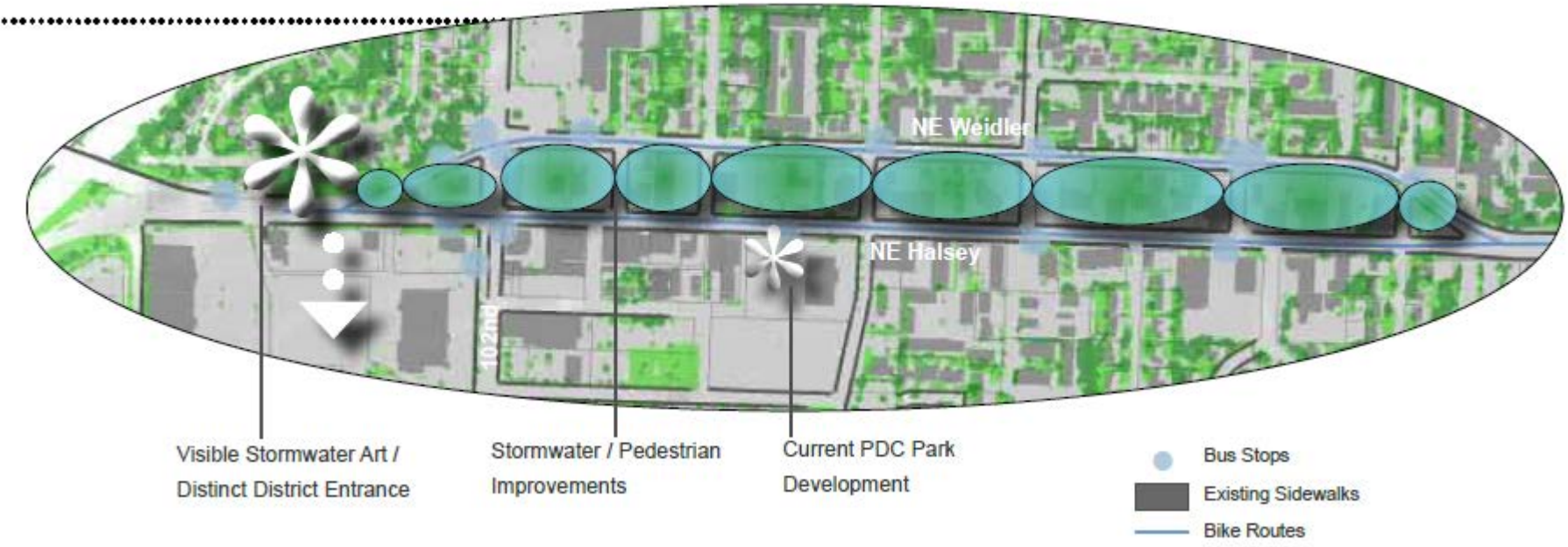
Gateway Sustainable Education Center

- Offers Gateway a much needed destination point and sustainable learning laboratory for green technology programs.
- Create a catalyst for a district energy system, water collection and testing, and wastewater treatment.

Adventist Medical Center Recycling / Reuse Facility

- Establishes a materials management system for one of the largest waste generators in the district and creates jobs.
- Creates opportunities to partner with Gateway's other numerous health care providers (highlighted in red).

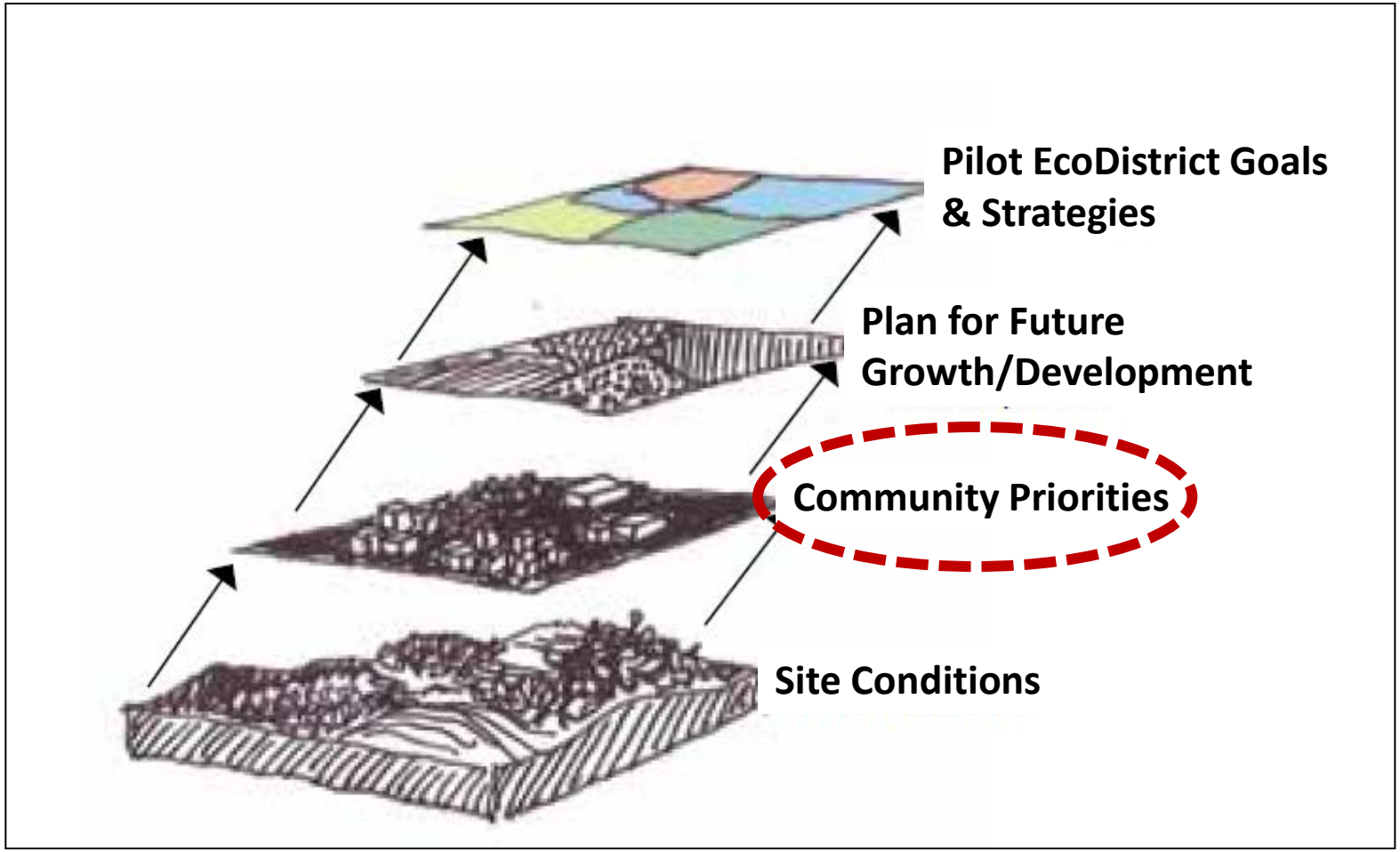
Gateway: Portland Oregon



Mitigation Corridor

- **Addresses stormwater runoff, reduce impervious cover**
- **Highlights stormwater treatment through art and signage to offer education and help establish a sense of place in the district.**
- **Improves walkability in the local business district to create a pedestrian oriented corridor in what is now an auto-dominated district.**

Bethesda


Pilot EcoDistrict Goals & Strategies
Plan for Future Growth/Development
Community Priorities
Site Conditions

Bethesda

- Equitable Development
- Community Identity
- Health & Well-being

- Energy
- Access & Mobility
- Community Identity

- Habitat & Ecosystems
- Access & Mobility
- Health & Well-Being

- Habitat & Ecosystems
- Water
- Access & Mobility

- Habitat & Ecosystems
- Water
- Access & Mobility

MONTGOMERY COUNTY PLANNING DEPARTMENT

Multi-agency COLLABORATION

Community

- Bethesda Green
- BUP
- The Public
- Bethesda Businesses

Local Agencies

- DOT
- DPS
- The Council
- General Services
- DEP

Regional Agencies

- COG
- DC Planning DC DEP
- Arlington Planners
- Chamber of Commerce
- Research Groups
- Economists

Developer Community

- Housing
- Civic

Retail Planning Strategy

Scope of Work

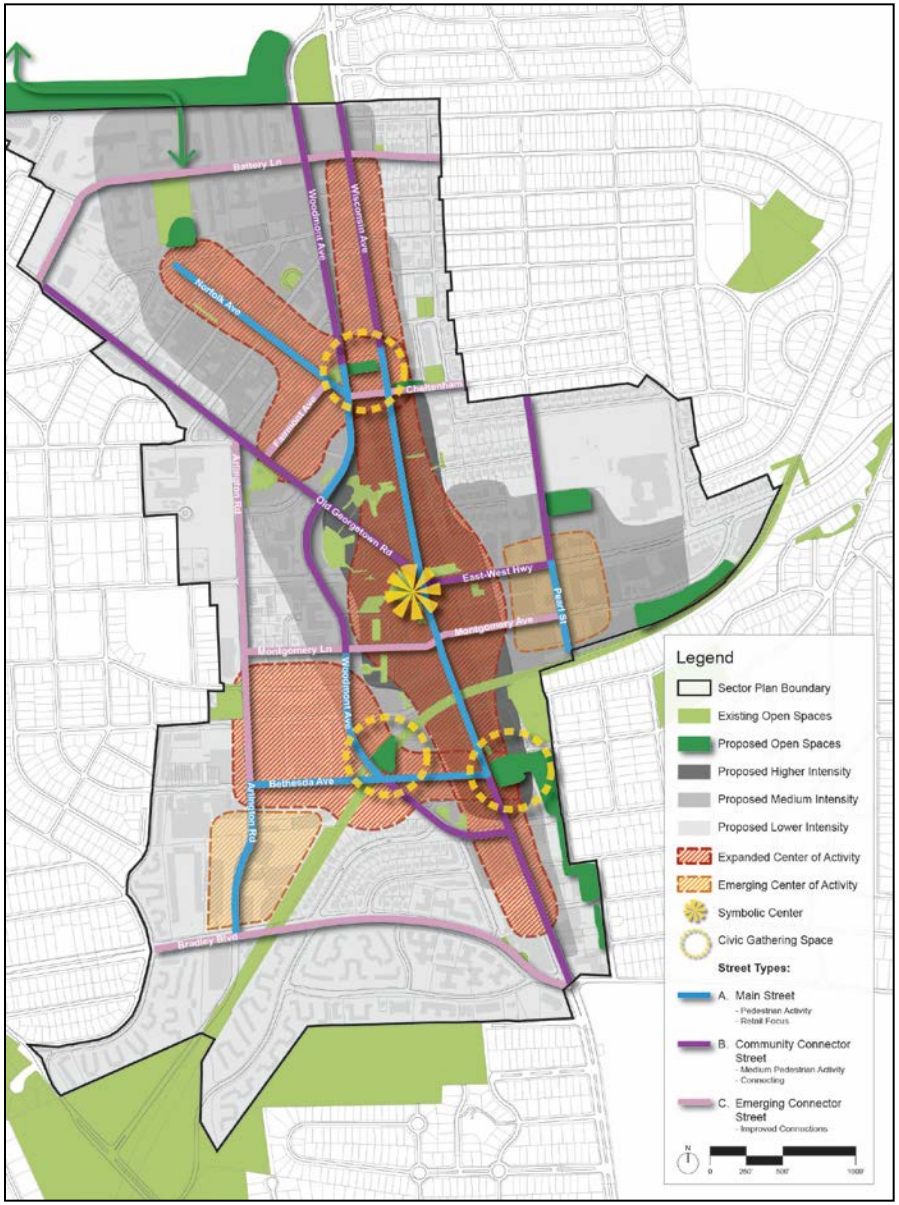
- Develop market-supported strategies to improve retail environment by:
  - Assessing current Bethesda retail market
  - Estimating future retail demand and supply
  - Identifying retail design, placement, and attraction strategies

Progress to Date

- Consultant under contract

streetsense.

- Recommendations anticipated in late Sept/early October



Implementation

- Focus
- Flexibility
- Density transfer
- Amenities endowment

What's next?

3-Month outlook

- Prepare recommendations
- Consultants on-board
- Start writing

6-Month outlook

- Initial Recommendations late fall
- Staff Draft winter