



Bethesda Downtown Plan



community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

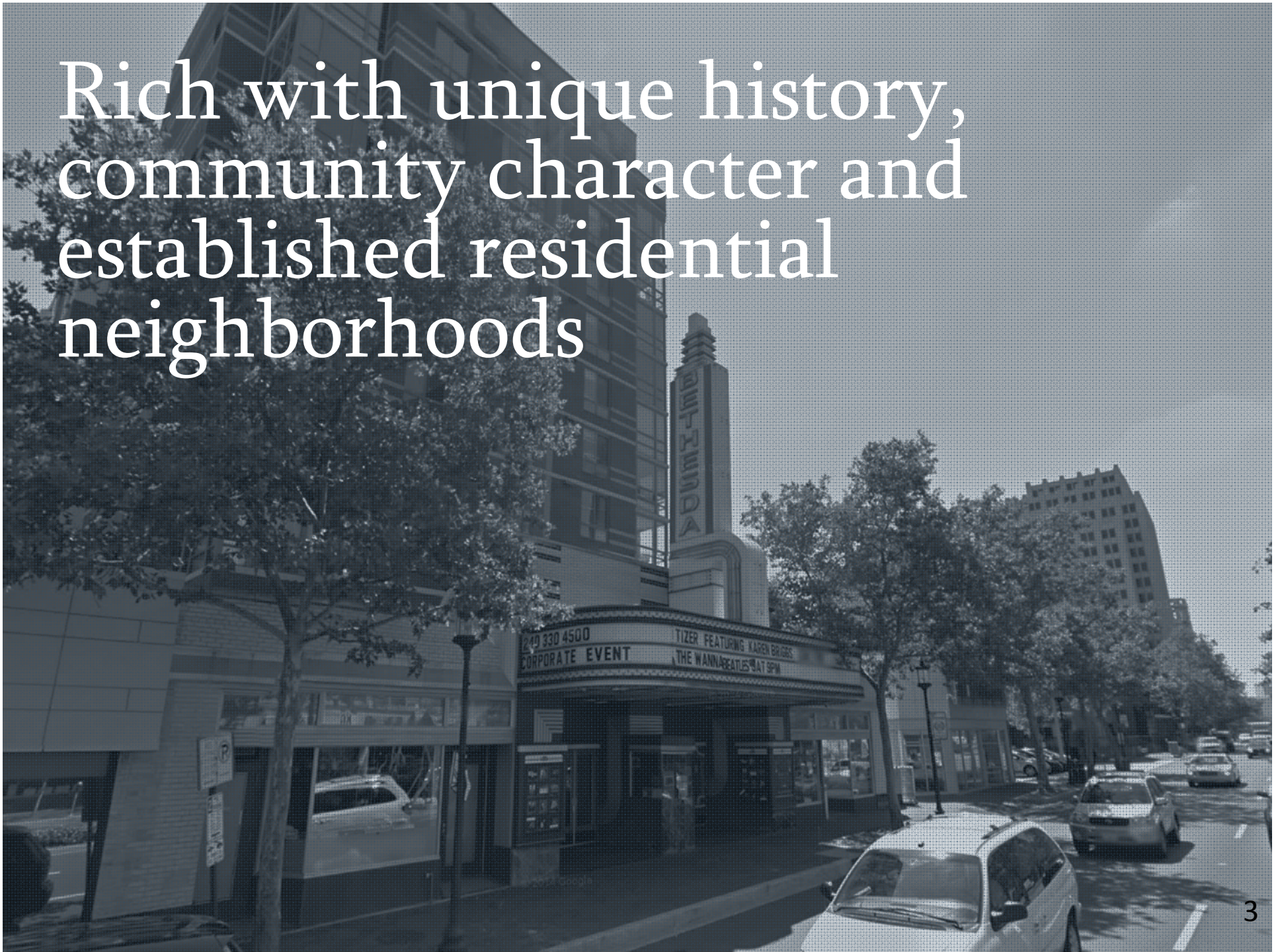


Planning Board Draft | September 14, 2016
MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Bethesda Today

Rich with unique history,
community character and
established residential
neighborhoods



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

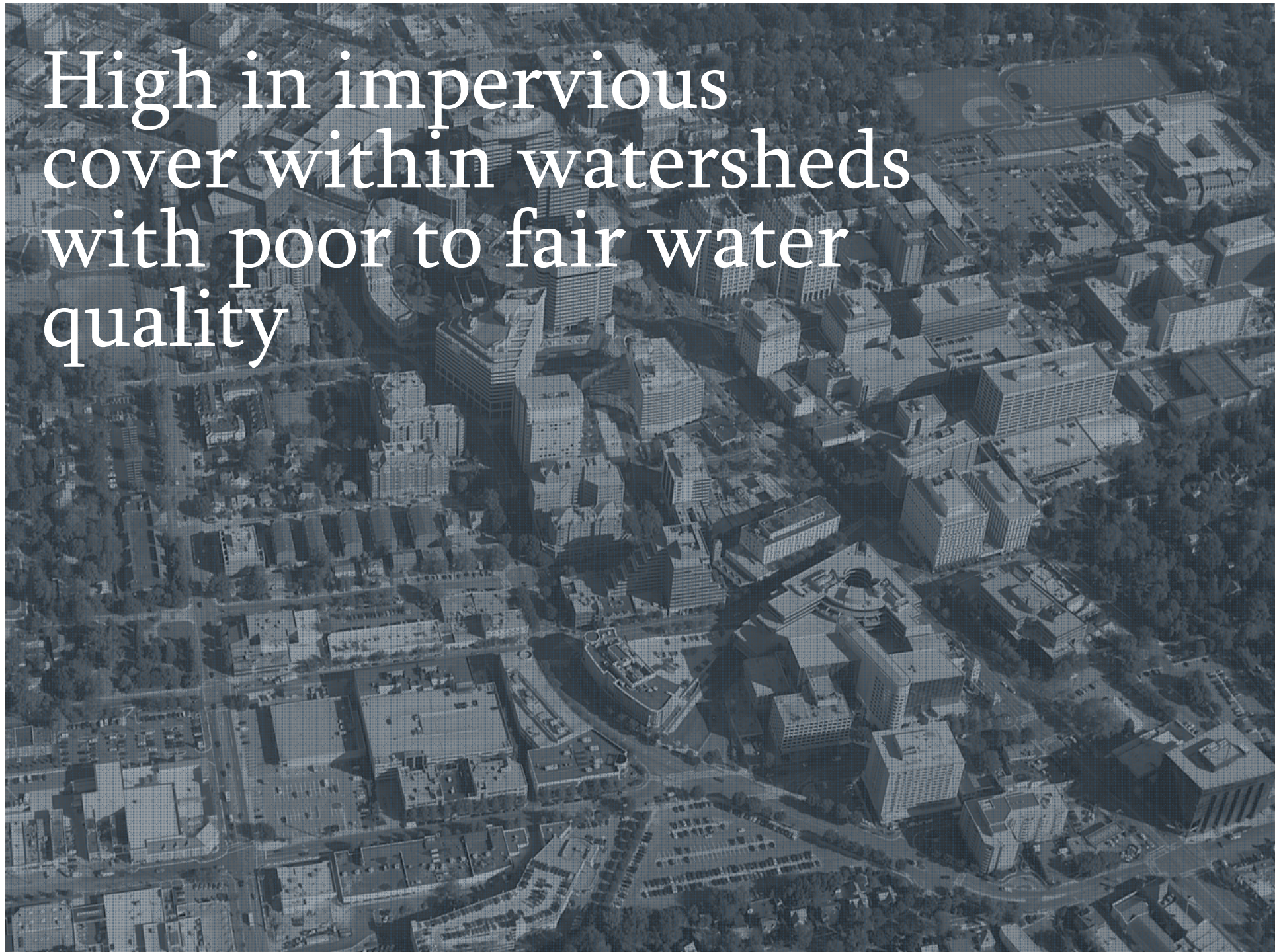


A County arts,
entertainment and
nightlife destination



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 greener and more connected Downtown



What we heard from the Community

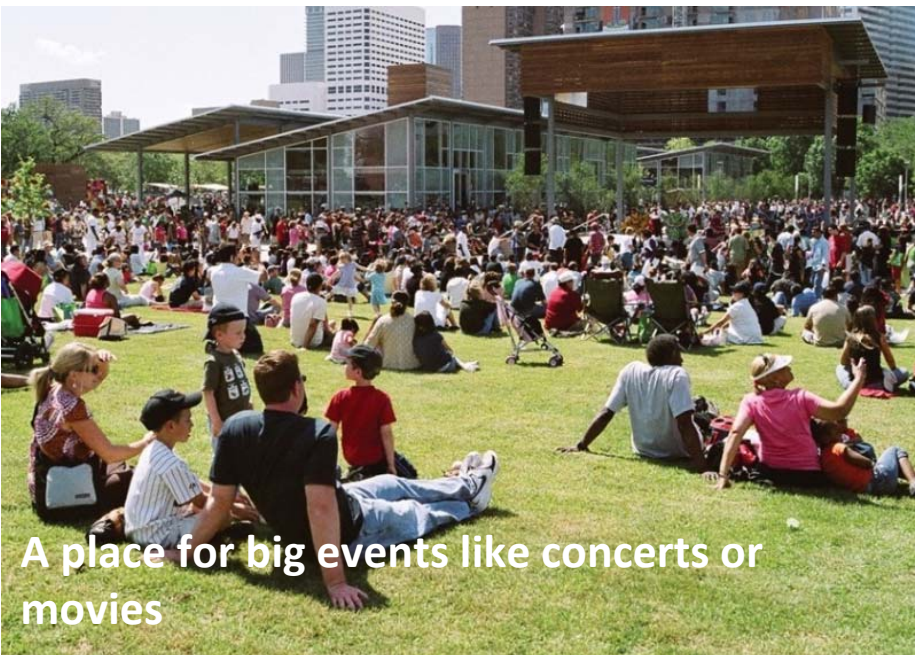
A place with grass and trees and benches



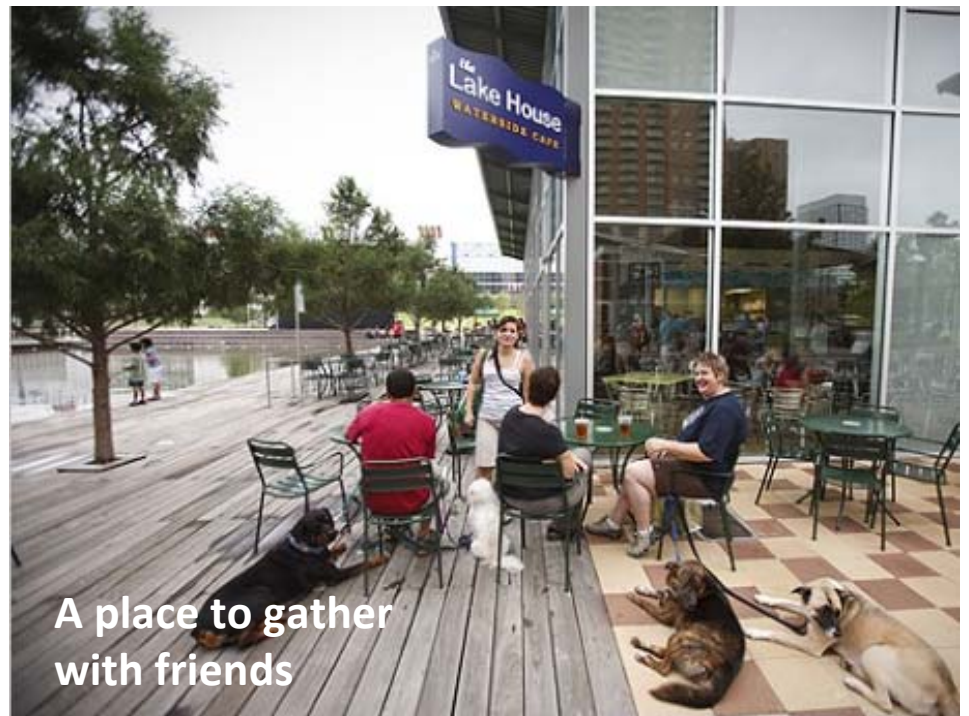
A place to run, walk or bike



A place for big events like concerts or movies



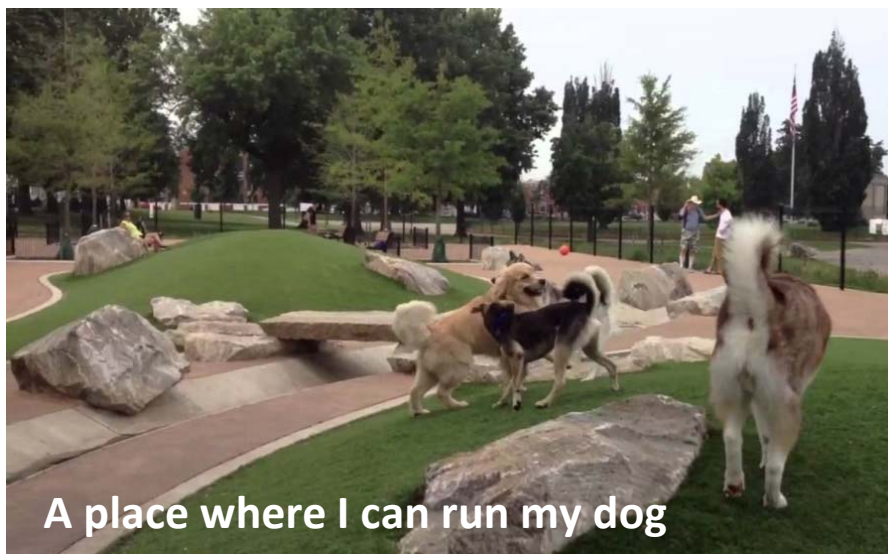
A place to gather with friends



What we heard from the Community



A place to bounce, kick, or throw a ball



Urban Parks and Open Space Hierarchy

A HIERARCHY

Each area master plan should include a system of open spaces based on the roles of each type of open space. The amount and size of open spaces may vary from plan to plan and should be directly proportional to the projected density, and adjusted to the pattern of existing open space and other factors such as community-specific needs.

The following hierarchy should be applied to any new urbanizing area:

FOR THE SECTOR PLAN AREA:

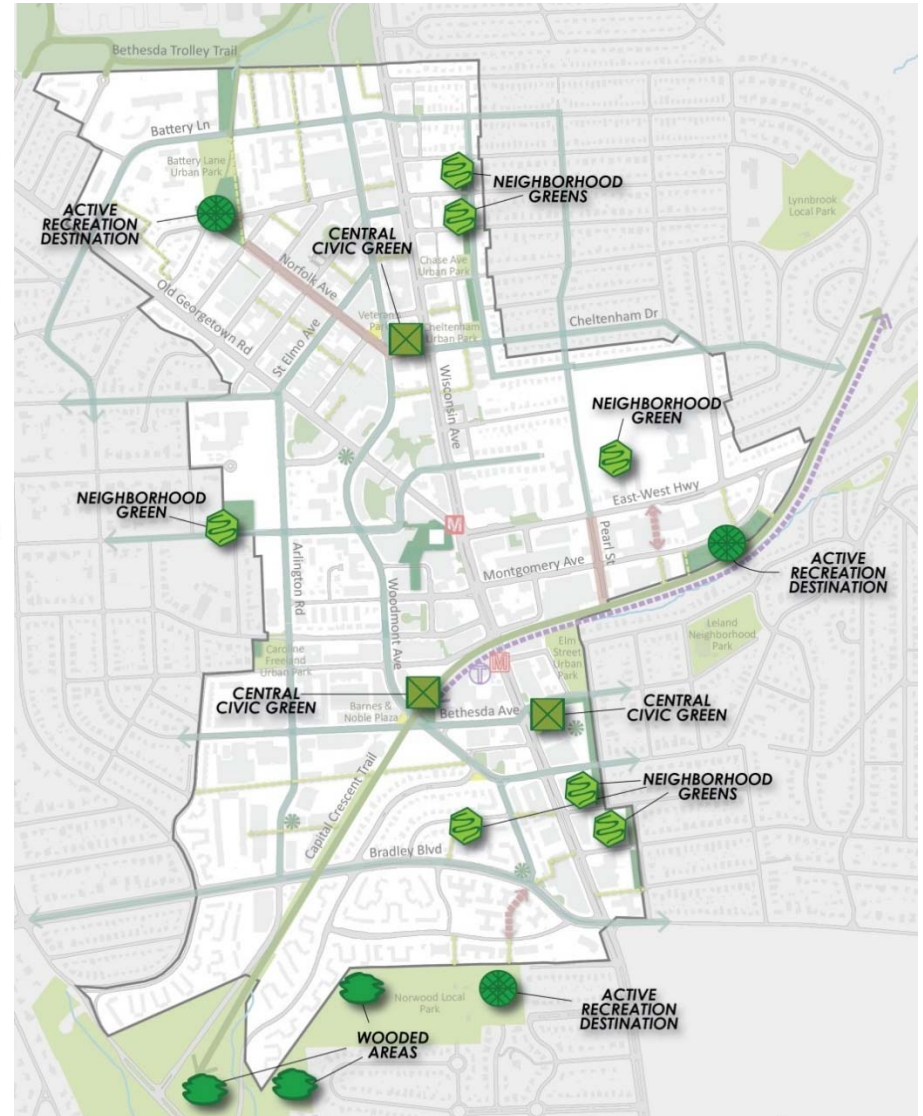
- Active recreation destinations located within or near the plan area, including courts, playgrounds, and lawn areas large enough for pick up soccer, festivals or events, etc.
- A central “civic green” urban park (Chapter 3), ranging in size from $\frac{1}{2}$ to 2 acres, depending on projected densities, located in close proximity to a public transit hub, next to activating uses, with a mixture of hard and soft surfaces including a central lawn area for events
- An interconnected system of sidewalks and trails to connect parks and open spaces
- Wooded areas that will provide a sense of contact with nature

FOR EACH URBAN NEIGHBORHOOD: a neighborhood green, urban buffer park, or community use recreational park

FOR EACH BLOCK: an urban square, plaza, or green area

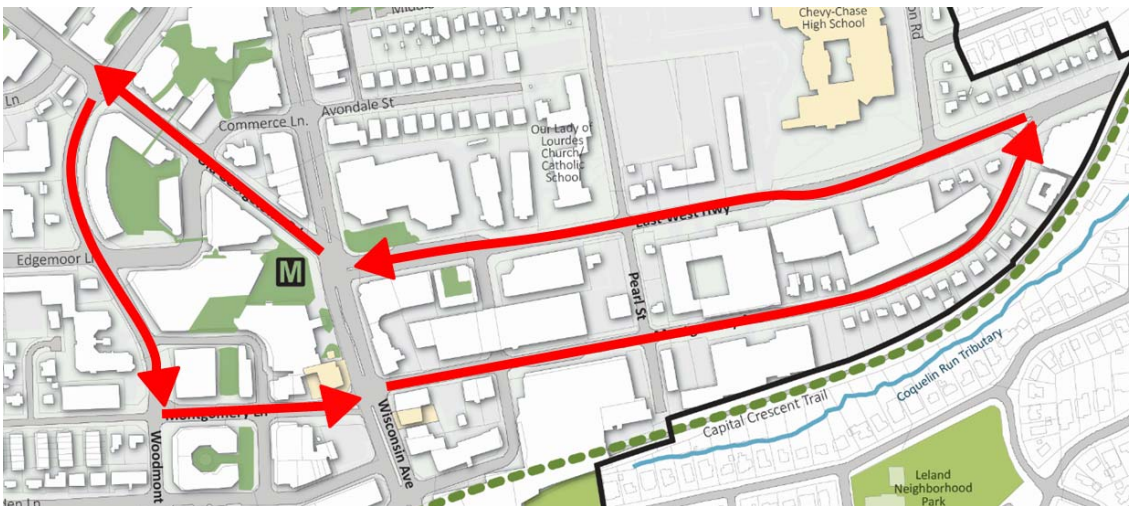
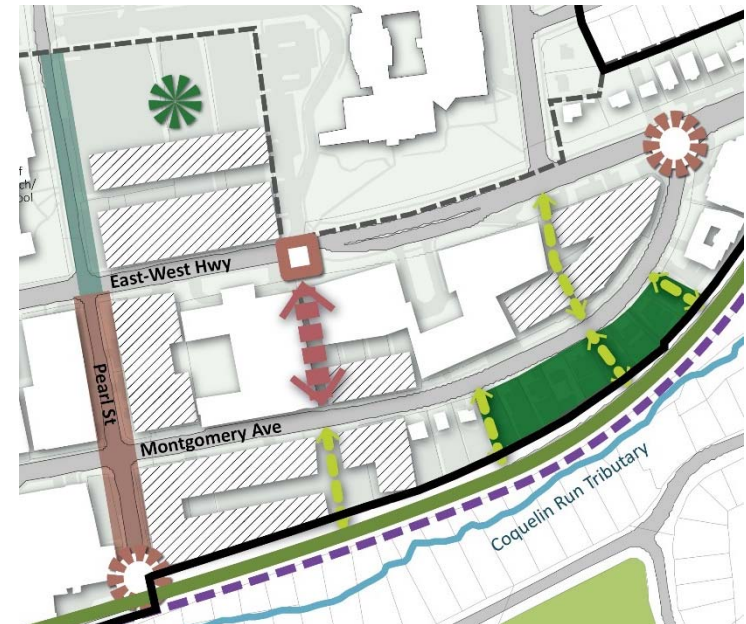
FOR EACH BUILDING: outdoor recreation space

FOR EACH RESIDENCE: private outdoor space



Roadway Recommendations

- New Streets
- Two-Way Reconfiguration
- Capacity Analysis



Pedestrian and Bicycle Recommendations

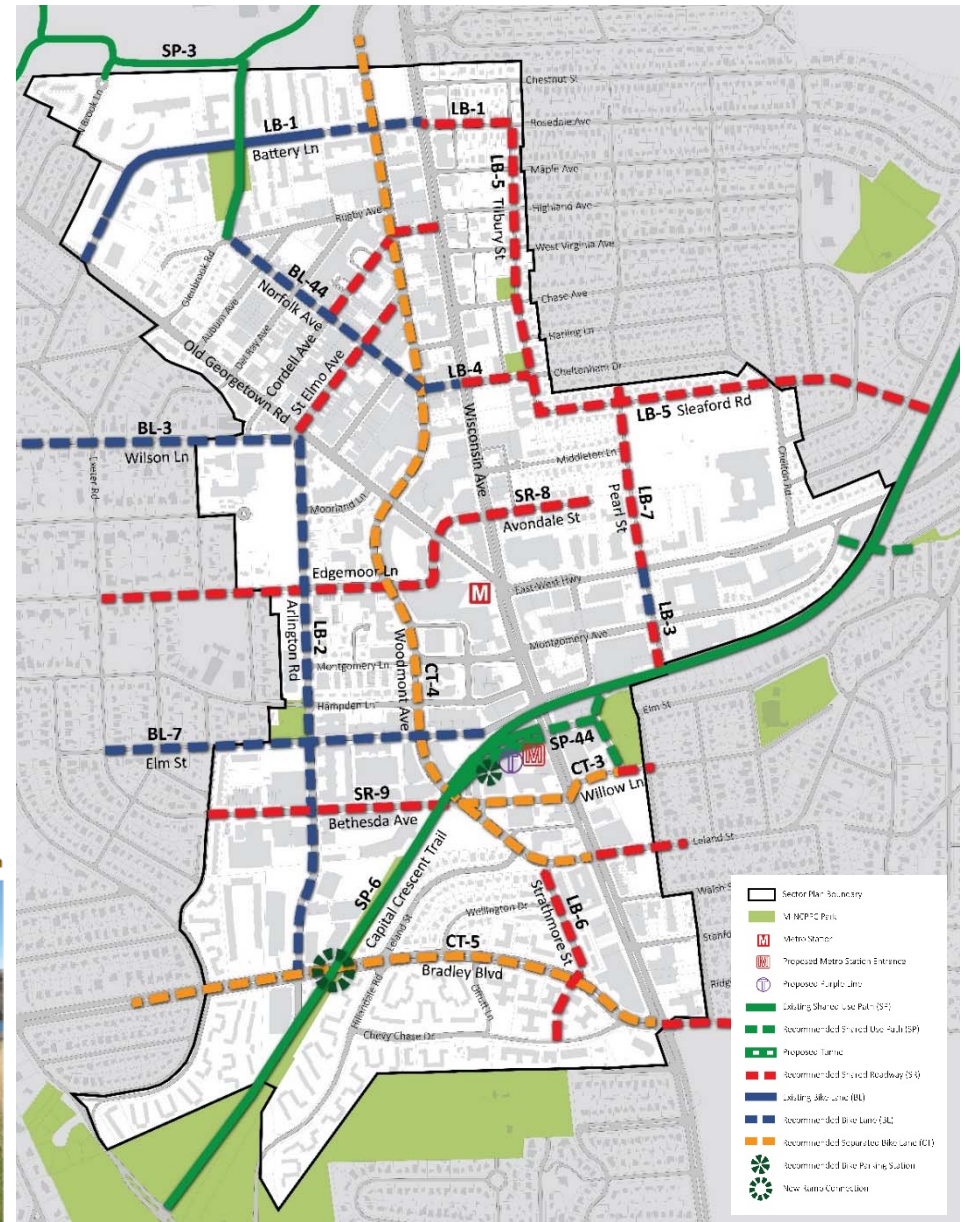
Specific Roadways:

- Woodmont Avenue
- Norfolk Avenue
- Arlington Road

Least Separation



Most Separation

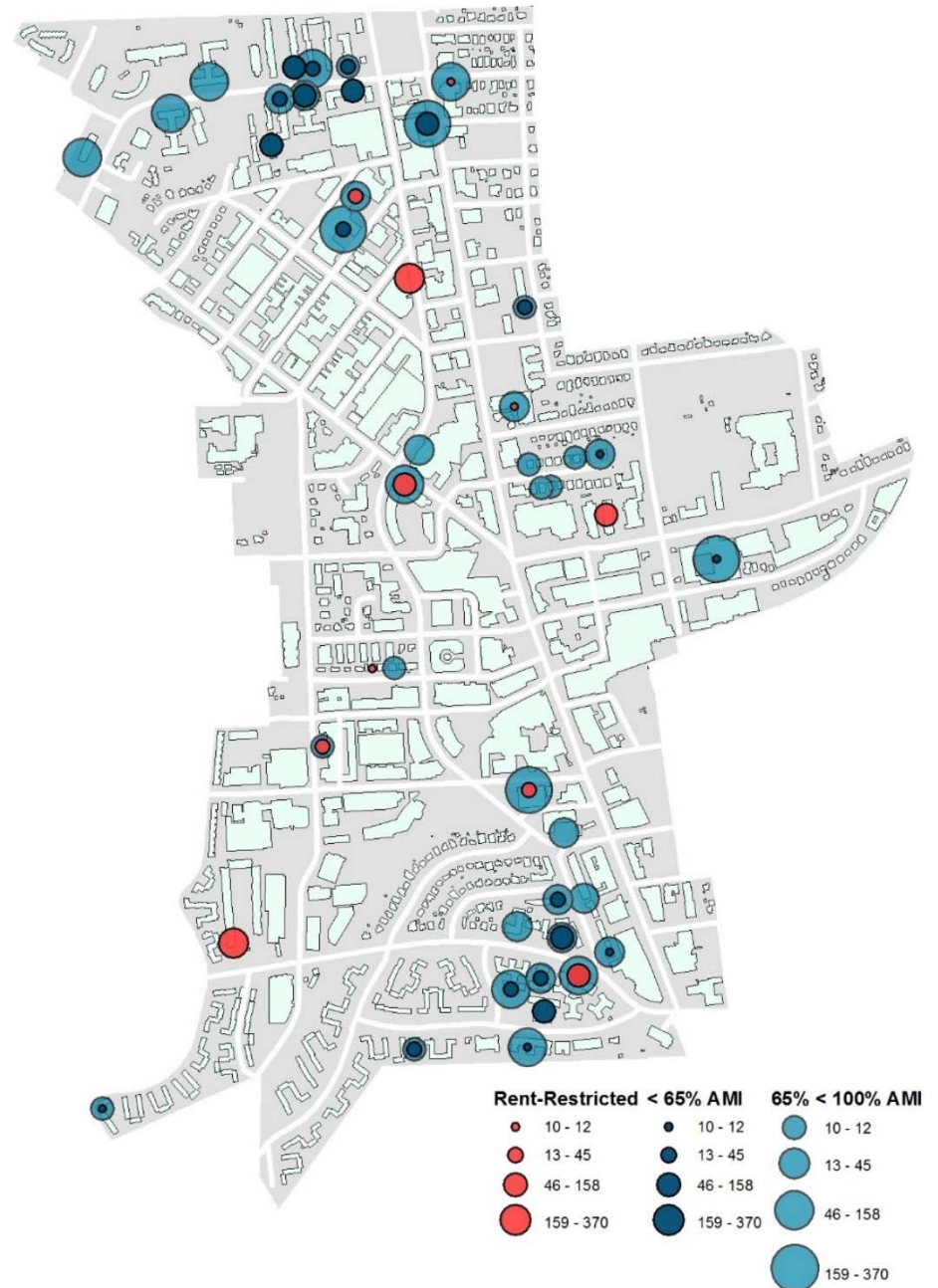


A more affordable
Downtown with a mix
of housing options



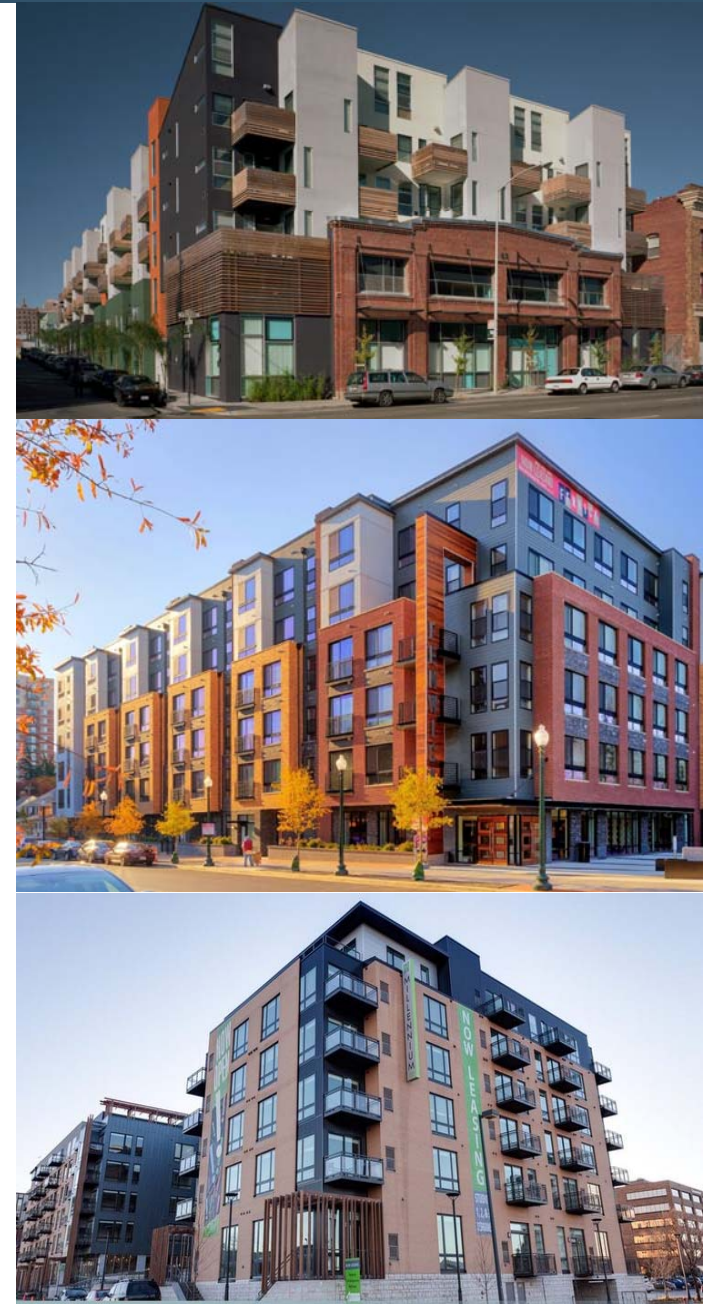
Affordable Housing

- Add more units to the marketplace by requiring 15% MPDUs within the Downtown.
- Provide 15% MPDUs on-site as a first priority.
- Preserve existing market-rate affordable housing through density averaging and priority sending sites.



Affordable Housing

- Prioritize 2 and 3 bedroom units through increased public benefit points and DHCA evaluation of area needs and through negotiations with developer (potentially off-site).
- Reach deeper levels of affordability (below 65% AIM) by providing 10% of MPDU units below 65% AMI.
- Off-site MPDUs on a case-by-case basis through negotiations with DHCA (must remain in Downtown Bethesda).



A photograph of a modern building with a unique, wavy facade. The building's exterior is composed of numerous horizontal, curved panels that create a rhythmic, undulating pattern. A central section of the building is clad in glass, revealing a grid of windows. The building is set against a clear, deep blue sky. The text "A competitive Downtown that fosters innovation" is overlaid on the right side of the image in a white, serif font.

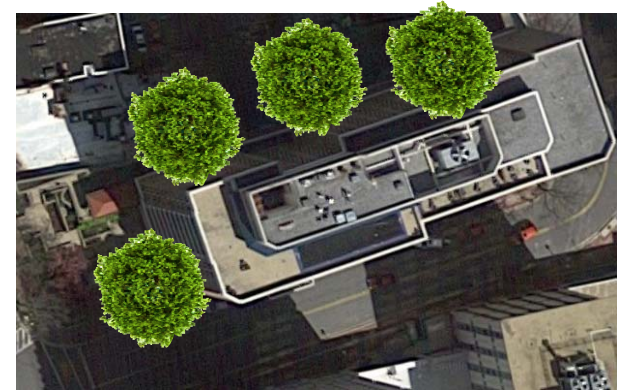
A competitive
Downtown that
fosters innovation

Urban Ecosystem

- Provide a minimum of 35 percent green cover, which may include:
 - a) Intensive green roof (6 inches or deeper) on 35 percent of rooftop
 - b) Tree canopy cover on 35 percent of landscape
 - c) Combination of the two



a)



b)

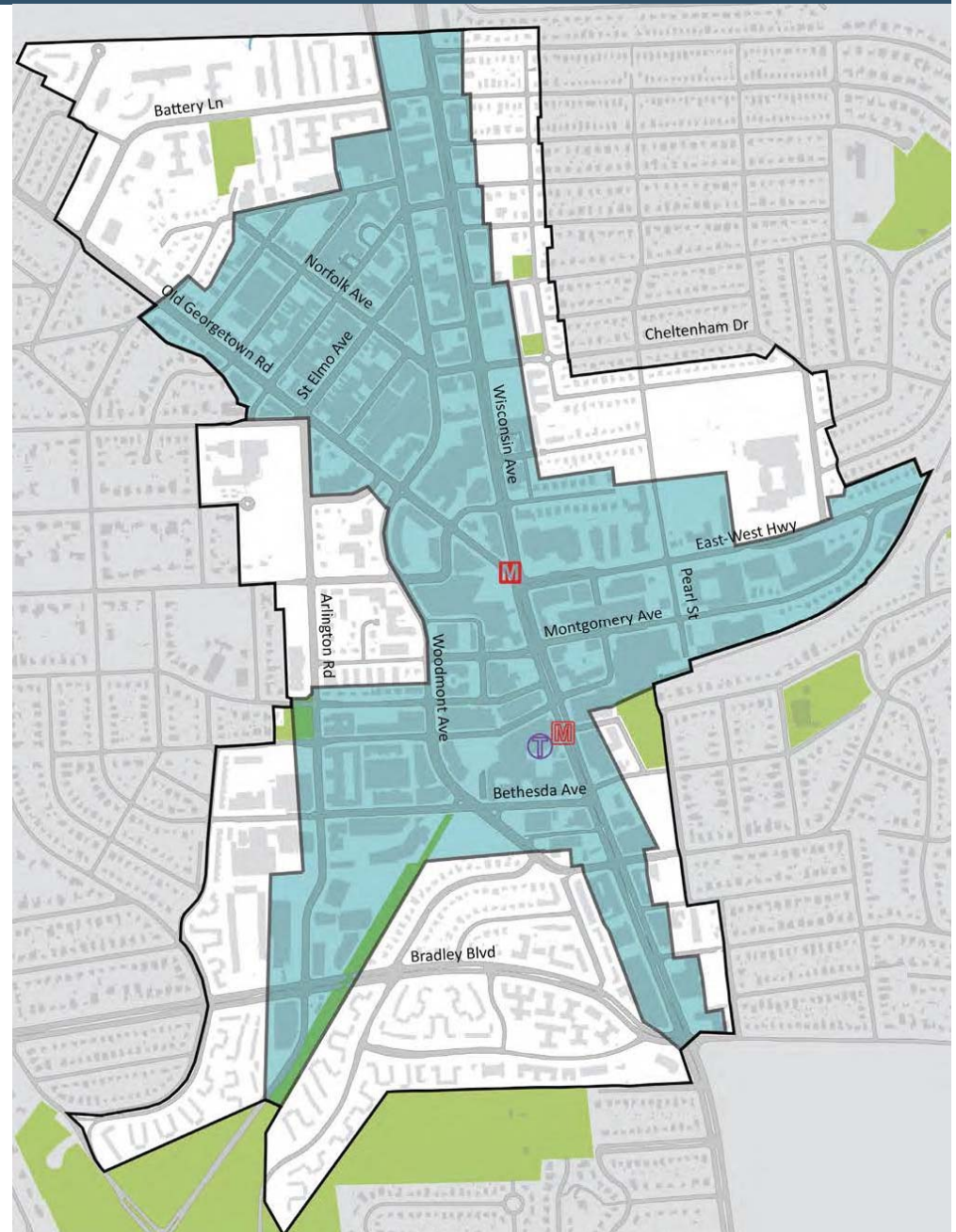


c)

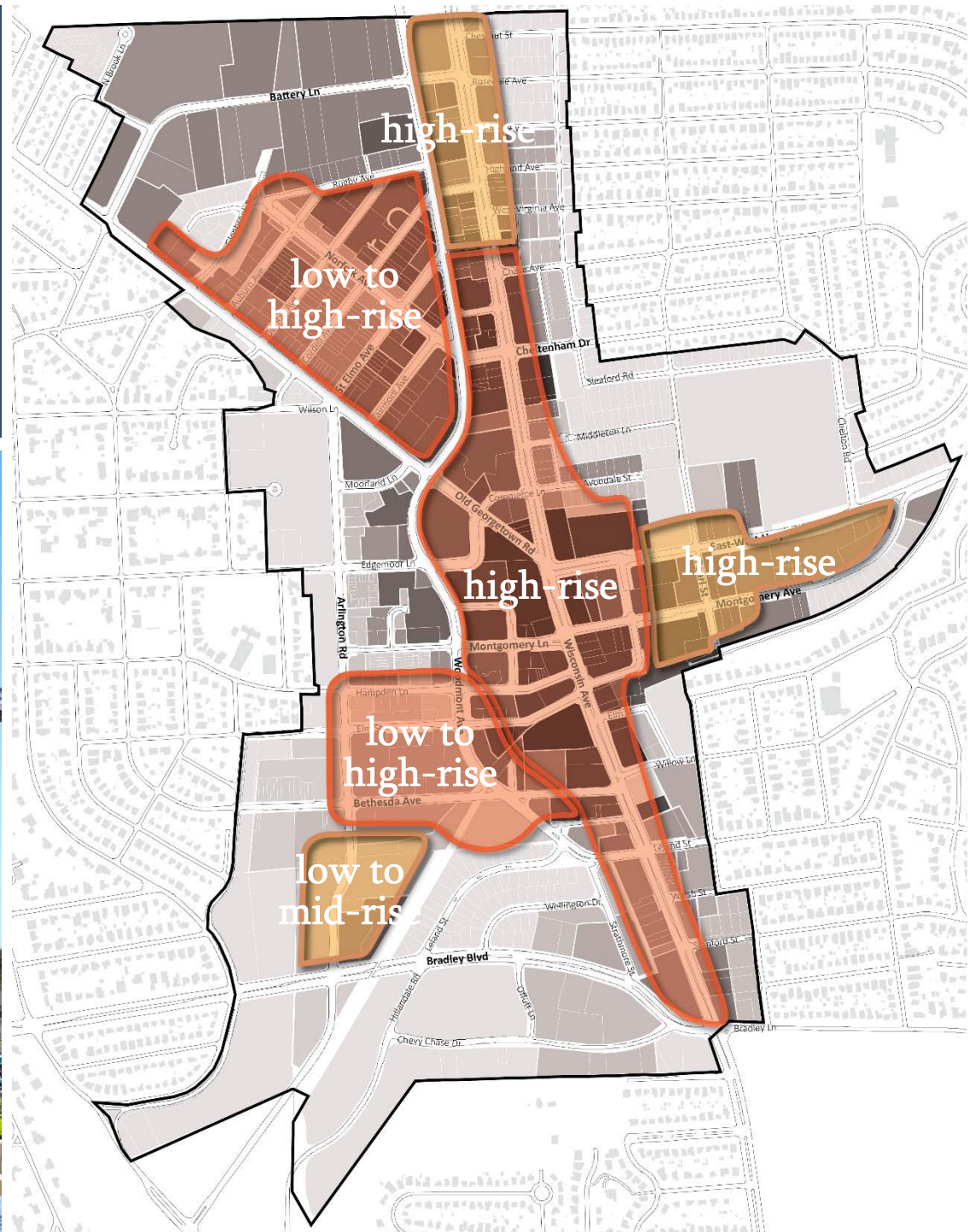
High Performance Area

Public benefits category for Energy Conservation and Generation:

- Any building located in whole or in part within the High Performance Area should exceed ASHRAE 90.1 (Appendix G) standard by 15%.
- Should the County approve the International Green Construction Code (IgCC), building energy performance must be 2 points more efficient.



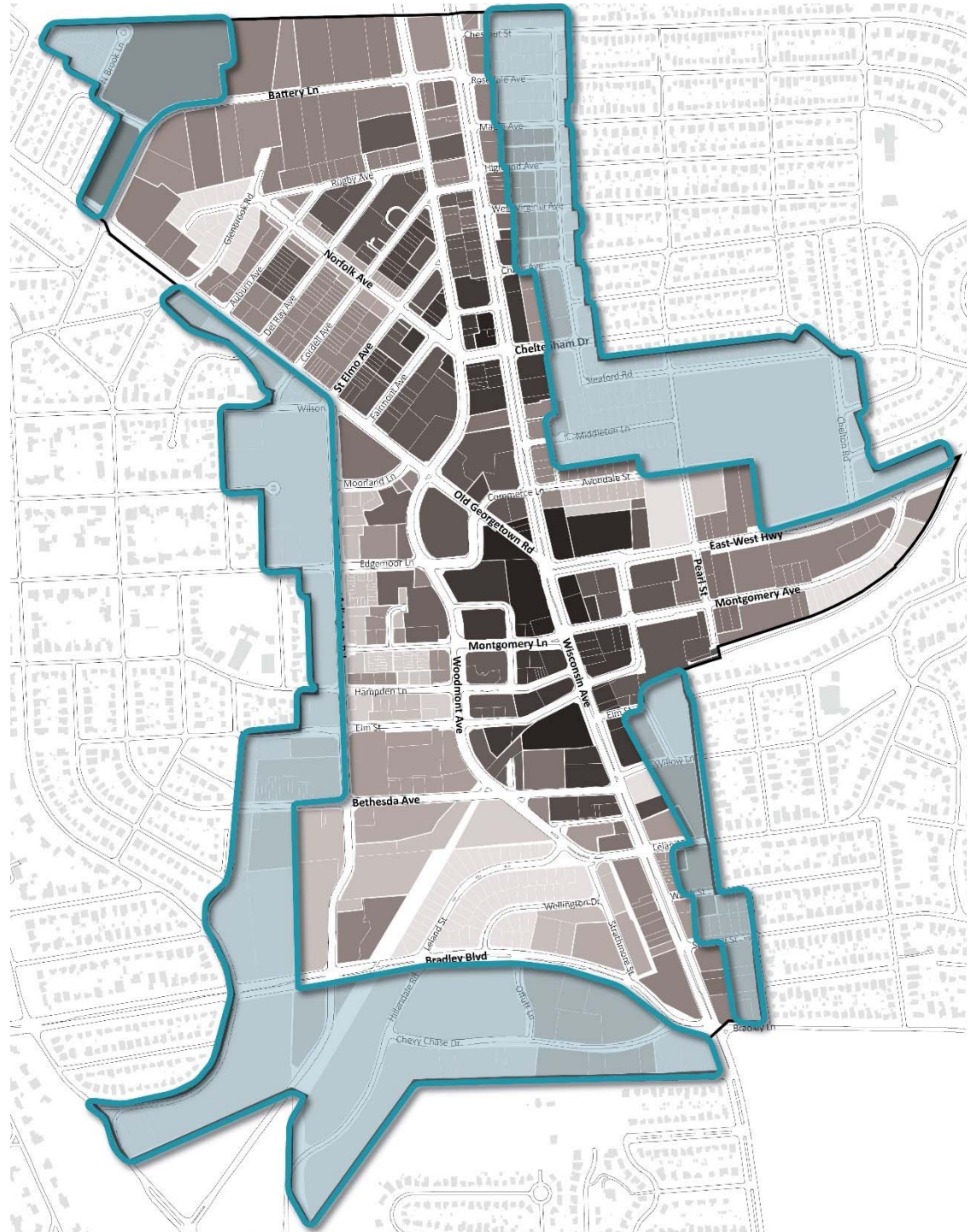
Expanded and Emerging Centers Height Based on Character



Symbolic Center and Civic Gathering Spaces Up to 290 ft



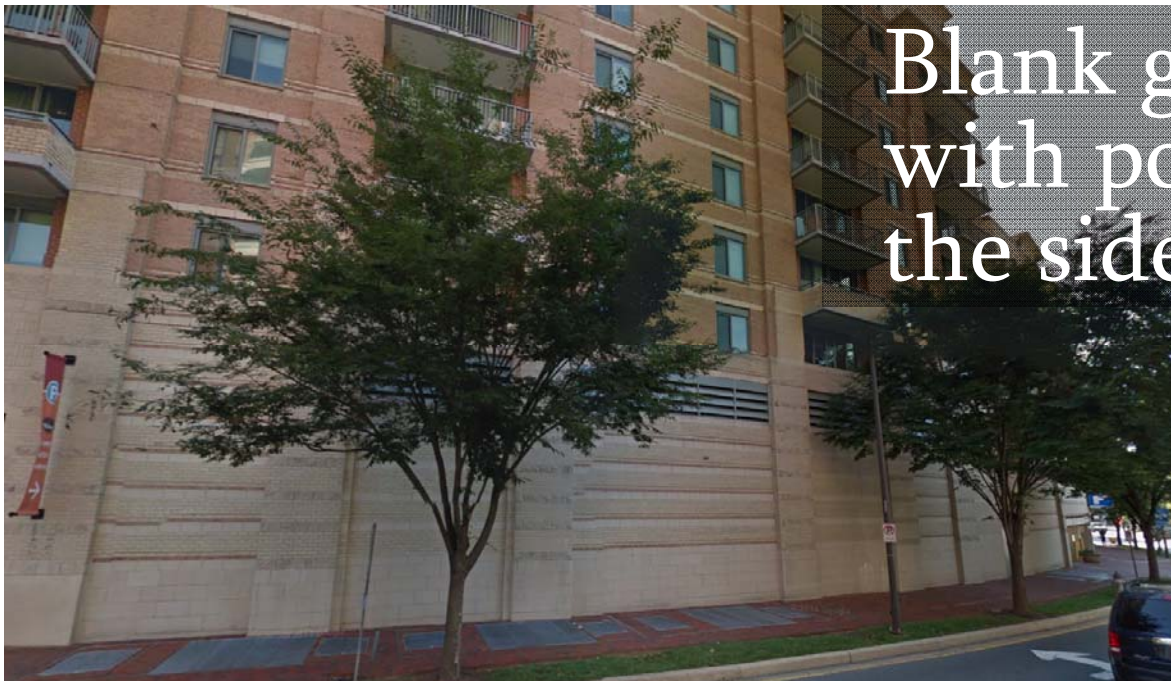
Edges as Transitions Up to 70 ft



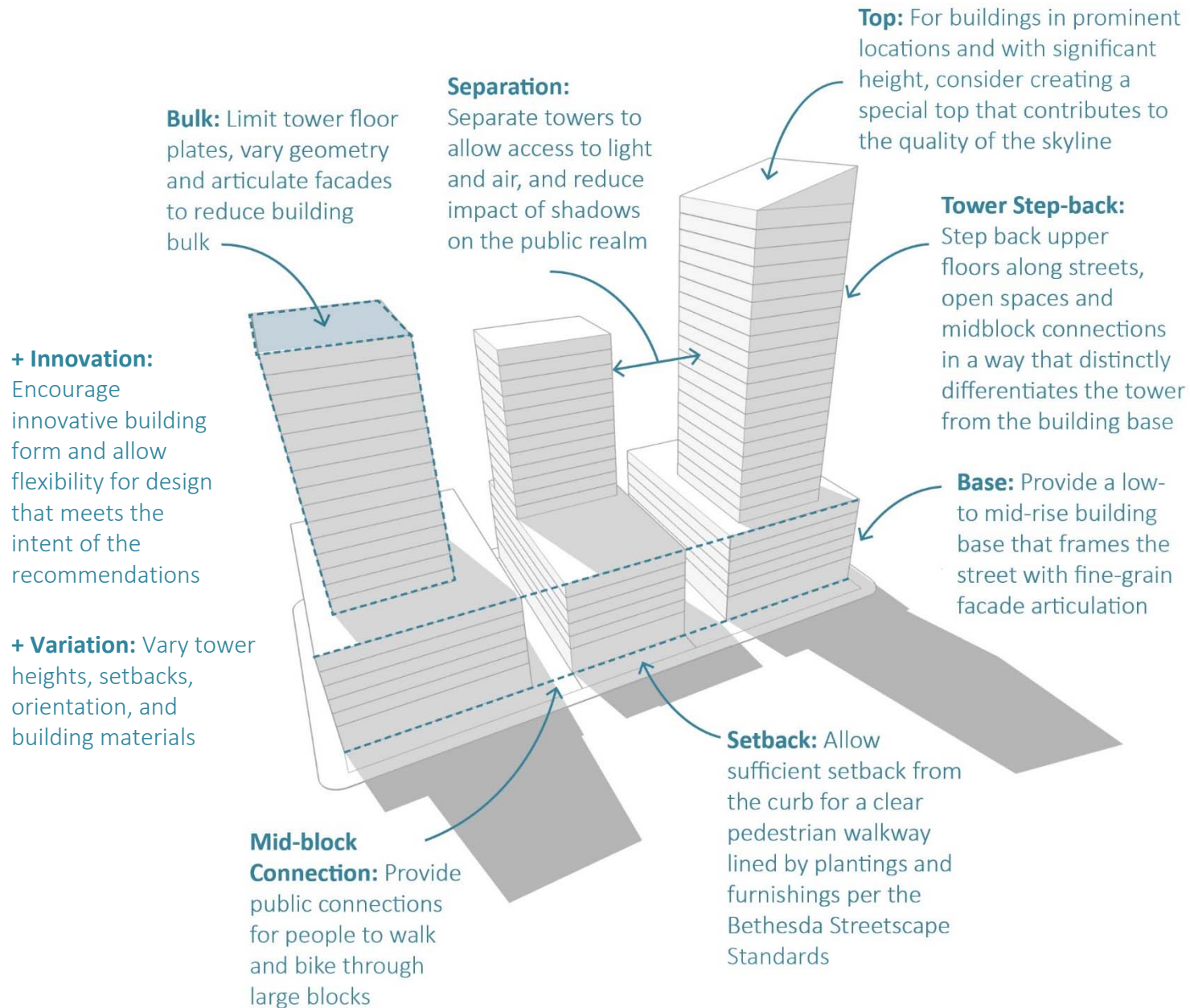
Imposing building
massing and bulk



Blank ground floor walls
with poor relationship to
the sidewalk



Building Form Recommendations

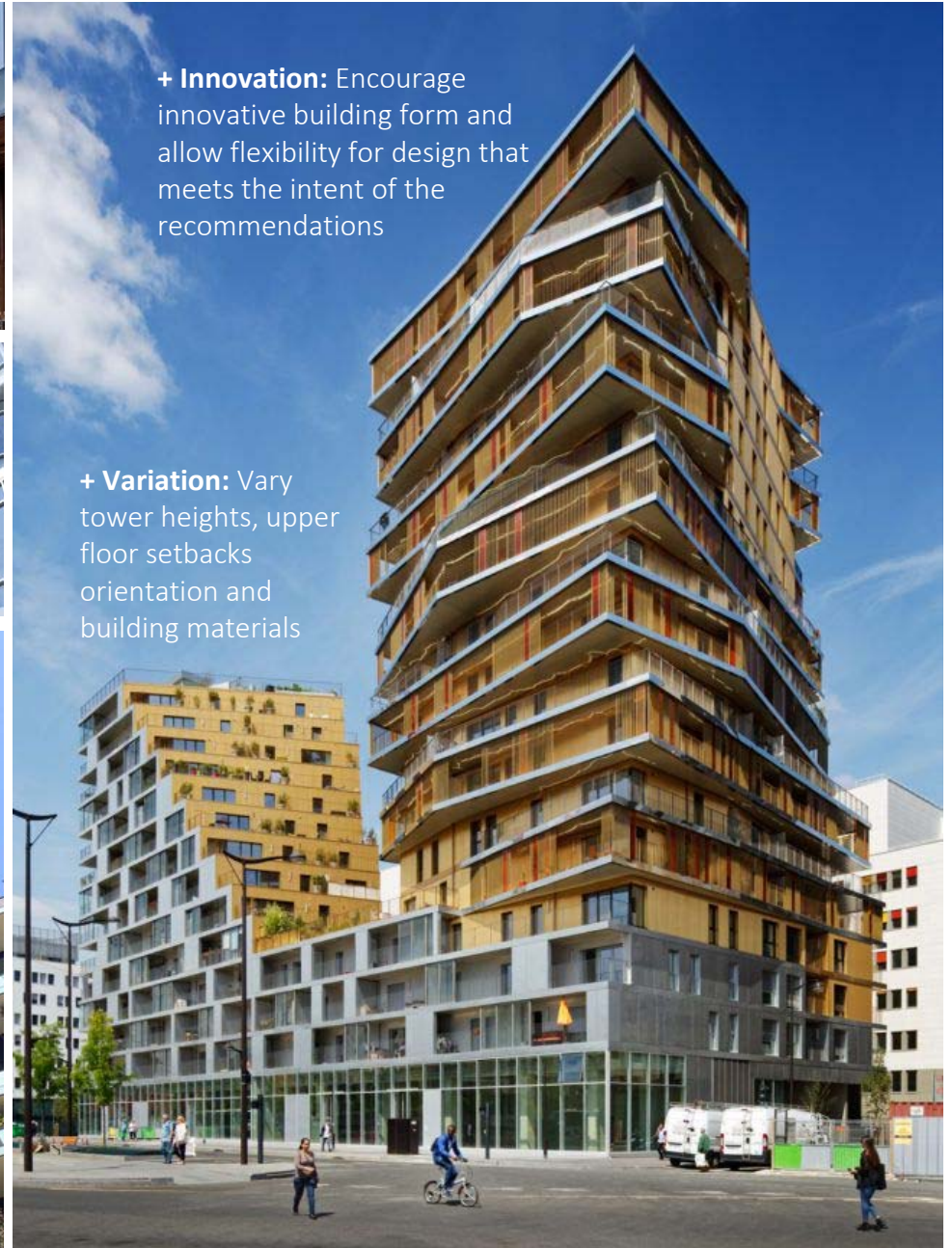


Building Form Recommendations



+ Innovation: Encourage innovative building form and allow flexibility for design that meets the intent of the recommendations

+ Variation: Vary tower heights, upper floor setbacks, orientation and building materials



A truly **sustainable** Downtown...

economic
competitive
+ innovative

social
unique +
affordable

environmental
greener +
connected

...with strengthened **Centers of Activity**



..... and this is **how** to get there:.....

Great Transit
+ Walkability

Bethesda
Overlay Zone

Optional
Method Public
Benefits

High
Performance
Area

Design
Excellence

Plan Analysis

| | Existing on the Ground | Land Use Vision | Realized Development | Realistic Development Potential |
|-----------|------------------------|-----------------|----------------------|---------------------------------|
| 1976 Plan | 9.2M SF | 20.9M SF | 7.1M SF | |
| | | | | |
| 1994 Plan | 16.3M SF | 27.8M SF | 7.3M SF | |
| | | | | |
| 2015 Plan | 23.6M SF | 32.4M SF | TBD | 8.8M SF |

Bethesda Overlay Zone

Requirements:

- Park Impact Payment
- 15% MPDU Requirement
- Design Review Panel

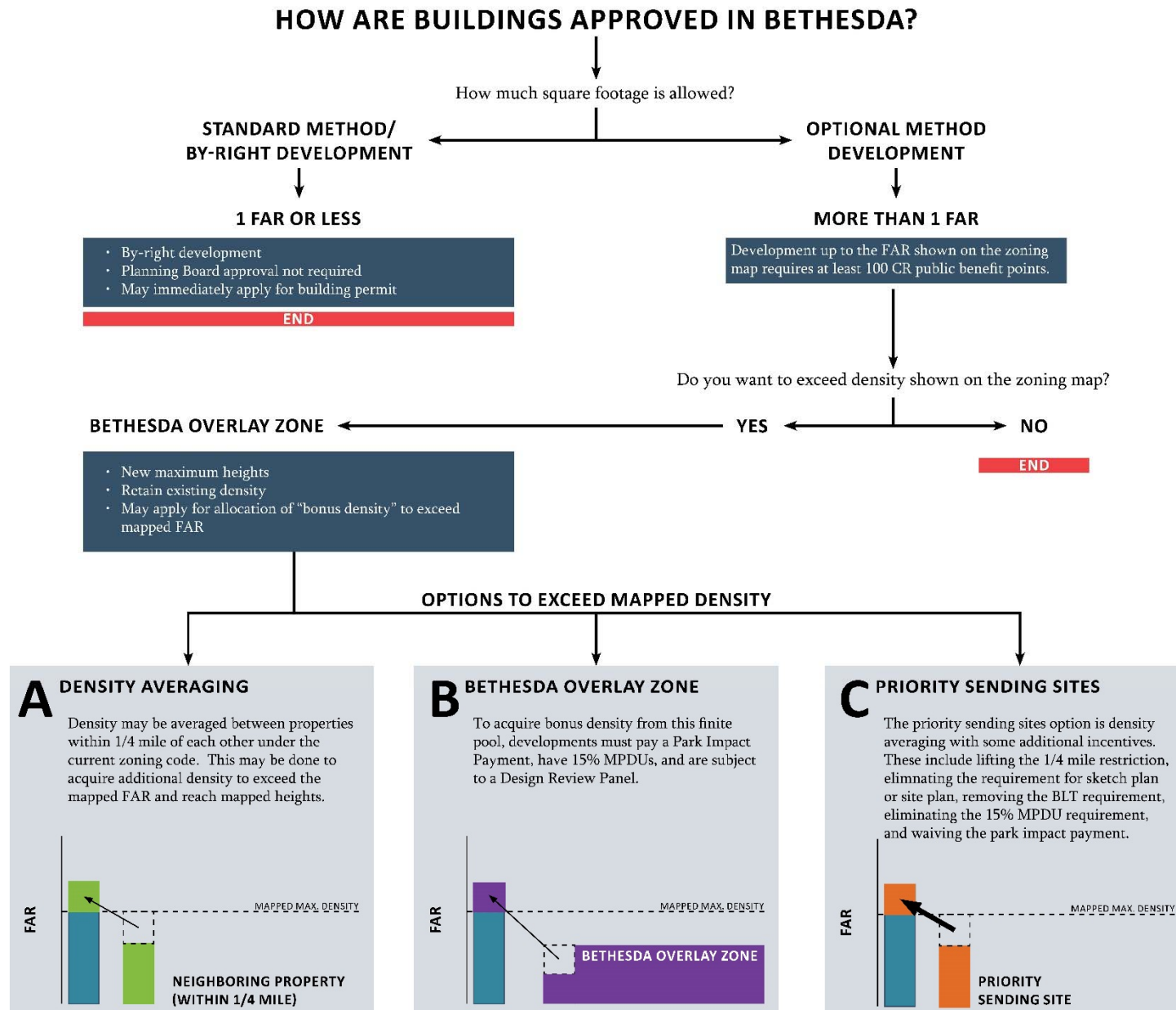
Affordable Housing (MPDUs):

- MPDU square footage does not count against the FAR (same as CR zone today)
- No additional height given with MPDUs outside of the HPA boundary

Process:

- Board may approve a project that exceeds the mapped CR density
- For the Board to approve a project with additional density it must find that no more than a total of 32.4 million SF has been approved
- Project receiving additional density must go to permit within 24 months of receiving site plan approval

How Buildings are Approved in Bethesda



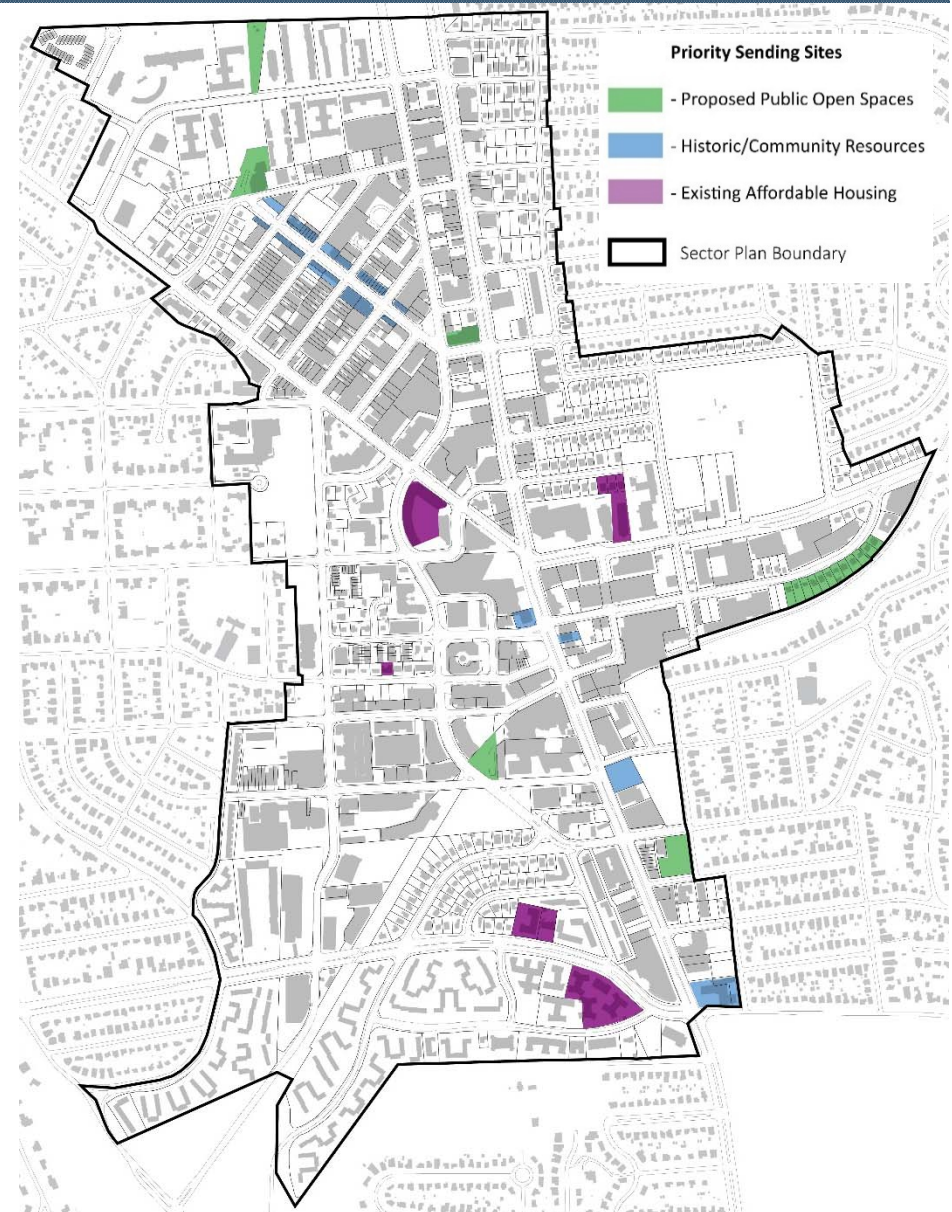
Priority Sending Sites

Working Draft Incentives:

- Lift the 0.25-mile restriction
- Eliminate the requirement for a common sketch plan or site plan

Staff Recommendation for additional incentives:

- Remove the BLT requirement for priority sending site density
- Eliminate the 15 percent MPDU requirement for priority sending site density, and leave it at the mandatory 12.5 percent
- Remove Park Amenity Payment





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