



# Bethesda Downtown Plan

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



Work Session #16 | Planning Board June 30, 2016  
MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



# Agenda

- Review language requested by Planning Board
- Discuss additional language, if needed
- Request Planning Board approve Planning Board Draft of the Bethesda Downtown Sector Plan
- Final vote-out on July 21st

# Major Revisions and Edits to the Public Hearing Draft

- **Land Use and Zoning**

- Added the Bethesda Overlay Zone
- Removed zoning for individual properties (with exceptions noted below)
- Retained properties rezoned to a CR or CRT from an R-10, R-60, EOF and PD zone. Zones were translated to an equivalent density (some exceptions)
- Retained PSS mapped zones recommended in the working draft
- Added Affordable Housing section to the Land Use Section 2.2 in Chapter 2, Areawide Approach
- Introduced a floating zone designation for the Bethesda Fire Station 6 property as recommended by the Board
- Clarified language regarding the Glenbrook Road site, Lot 633, to provide for several scenarios that would allow some or all of the property to be used for park expansion, but still negotiating final language
- Added language eliminating the 2006 Woodmont Traingle Amendment FAR 1.0 limit on commercial development
- Rezoned R-60 properties in Arlington North District comparable to the surrounding densities as recommended in the working draft

# Major Revisions and Edits to the Public Hearing Draft

- **Transportation**

- Removed Norfolk Avenue Shared Street extension through Battery Lane Urban Park
- Corrected Table 2.01 Street Classifications
- Coordinated and aligned the Transportation Management District with the Urban District

- **Urban Ecosystems**

- Revised section introduction as recommended by the Planning Board
- Clarified language regarding recommendations for green roofs and tree canopy cover
- Removed language regarding light emitting diodes (LED) per Planning Board recommendation

- **High Performance Area**

- Clarified the language regarding the HPA in the CR Public Benefit Points

- **Community Identity and Urban Design**

- Revised Figure 2.20 : Recommended Building Heights to show Board Recommendations
- Removed Norfolk Avenue Shared Street extension through Battery Lane Urban Park
- Added language for the design of tall buildings
- Glenbrook property revised to Potential Open Space
- Potential open space added to Fire Station 6 site

# Major Revisions and Edits to the Public Hearing Draft

- **Parks and Open Space**
  - Added Fire Station 6 site as a potential open space
  - Added Chase Avenue Neighborhood Green Expansion
  - Added Elm Street Urban Buffer Park Improvements
- **Community Facilities**
  - Added floating zone language for the Fire Station 6 site
- **Implementation**
  - Added Bethesda Overlay Zone language
  - Revised Section 4.1.4 Public Benefits in the CR zone to reflect top priorities of Affordable Housing, Public Open Space, High Performance Area, Exceptional Design and Minimum Parking
  - Added additional incentives for Priority Sending Sites as approved by the Planning Board
  - Added HOC lots 14,15,16 as PSS
  - Removed Aldon Properties in South Bethesda as PSS
  - Added Parking Lot #10 as a PSS
  - Added Legacy Open Space Designations section (4.3)



# Chapter 1: Introduction

- 1.1 Bethesda Today
- 1.2 Bethesda Tomorrow
- 1.3 Sector Plan Profile
- 1.4 Summary of Recommendations

# Chapter 1: Major Revisions and Edits to the Public Hearing Draft

## 1.2.2 Plan Framework

### 1.2 Bethesda Tomorrow

#### 1.2.1 Vision

In 2035, Bethesda residents will have a downtown that is a model for sustainability, accessibility, equity and innovation. They will have more affordable choices of housing in close proximity to jobs, shopping and recreation. Residents will safely walk and bike to stores and offices, past new energy-efficient buildings and familiar landmarks. New parks and open spaces will provide green, tranquil places for the residents, their families and friends to gather, socialize and relax. Nearby Metrorail and new Purple Line stations will be quickly reached from tree-lined streets and sidewalks to meet the needs of both the residents and visitors to Downtown Bethesda.

This vision stems from the goals and recommendations within this Sector Plan to enhance Downtown Bethesda over the next 20 years. The aim of the Plan is not to radically transform the community but to achieve a truly sustainable downtown through incremental measures addressing its economic, social and environmental future.

#### 1.2.2 Plan Framework

##### A. Overarching Goals

Specifically, the Bethesda Downtown Sector Plan builds on the past successes of Downtown Bethesda to create a truly sustainable downtown by focusing on components that will bolster the elements most in need of enhancement to make Bethesda a true leader in sustainability. The recommendations recommendations to increase:

1. Parks and open spaces, including new civic greens at Veteran's Park, Bethesda Farm Women's Cooperative Market, Capital Crescent Trail, and new urban parks, pathways and gateways.
- ~~2. Parks and open spaces, including new civic greens at Veteran's Park, Bethesda Farm Women's Cooperative Market, Capital Crescent Trail, and new urban parks, pathways and gateways.~~
- 3. Environmental innovation**, including more energy-efficient buildings, better stormwater management, improved sidewalks and bicycle routes, and other measures to enhance community health and quality of life.

- 4. Economic competitiveness** based on new development, public amenities and proximity to public transit to attract businesses and visitors from throughout the region, and foster entrepreneurship and innovation.

##### B. Strengthened Centers of Activity

Bethesda is distinguished by multiple downtowns within its greater Downtown. Identified in Chapter Three are nine districts, including the established centers of the Wisconsin Avenue Corridor, Bethesda Row and Woodmont Triangle; emerging centers of the Pearl and Arlington South Districts; and residential and edge districts of Battery Lane, Eastern Greenway, South Bethesda and Arlington North. The Plan explores ways to strengthen these centers of activity through the economic, social and environmental aspects of sustainability.

##### C. New Approaches

Montgomery County's new Zoning Ordinance, enacted in October 2014, provides valuable tools for developing a mix of residential and non-residential uses within the Commercial Residential (CR) or Commercial Residential Town (CRT) zones, such as those of Downtown Bethesda. At the same time, these zones allow for public amenities and benefits, including affordable housing, energy conservation, public open space and high quality designs of streetscapes and buildings. The methods of achieving these benefits include:

1. Bethesda Overlay Zone: This Plan recommends a new overlay zone to provide a planning and zoning strategy that preserves the recommendations outlined in the Plan while providing a comprehensive zoning scheme that does not exceed the densities recommended in the land use vision. The Bethesda Overlay Zone is intended to establish a funding mechanism for parks and open space, expand the County's affordable housing inventory, ensure high quality design through the use of a Design Review Advisory Panel and for the purpose of modifying the density averaging rules for certain priority sites in the Plan area.
- ~~1. Density averaging~~—The Sector 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.
- 2. Optional Method Public Benefits in the CR zone:** Public benefits must be provided that enhance or contribute to the objectives of the zone and the goals of this Sector Plan. With the increase in density proposed by this Sector Plan, enhanced public benefits are expected with any new development.
- 3. High Performance Area:** This designation aims to raise the level of sustainability by incentivizing the construction of high performing, energy-efficient buildings to that save resources, and decrease operating and maintenance costs, and incentivize development that will help achieve



## Chapter 2: Areawide Approach

- 2.2 Land Use
- 2.3 Transportation
- 2.4 Urban Ecosystems
- 2.5 High Performance Area
- 2.6 Urban Design
- 2.7 Parks and Open Space
- 2.8 Community Facilities



# Chapter 2: Major Revisions and Edits to the Public Hearing Draft

**2.2 Land Use and Zoning**

**2.4 Urban Ecosystems**

**2.6 Urban Design**

# 2.2 Land Use and Zoning

## 2.2 Land Use

The 1994 Bethesda Central Business District Sector Plan focused on providing additional office/employment land uses to establish Downtown Bethesda as a center for employment growth in Montgomery County. In 2006, the Woodmont Triangle Amendment to the Sector Plan refined this strategy by recommending more housing close to the Bethesda Metrorail Station.

This Sector Plan envisions the continuation of Downtown Bethesda as a thriving urban center with a regional draw for employment, shopping and entertainment. The Plan estimates an additional 14,155 jobs by 2040, a 38 percent increase above existing levels.

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 2.02 shows the existing land use in the 1994 Plan and Figure 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 2.05 shows recommended zoning.

### 2.2.1 Goals:

#### A. General

- Coordinate and align the Central Business District (CBD), Urban District (UD) and Parking Lot District (PLD) and the Transportation Management District (TMD) boundaries.
- Support the priorities of The Bethesda Urban Partnership and the Arts and Entertainment District.

#### B. Land Use

- Preserve and enhance the community's affordable housing throughout the Sector Plan area by leveraging proximity to transit stations and supporting flexible zoning, density incentives and expanded economic development programs.
- Increase the requirement for moderately priced dwelling units (MPDUs) from 12.5 percent to 15 percent.
- Encourage mixed-use development where appropriate.
- Consolidate retail in appropriate places within the Sector Plan area through designated retail nodes.
- Create new civic gathering spaces in the expanded centers of activity.

#### C. Zoning

- Provide flexible development opportunities to allow future development to better adapt to market conditions.
- Promote infill development with higher densities and building heights nearest the central core of Downtown Bethesda to accommodate future growth, as projected in the Metropolitan Washington Council of Governments Cooperative Forecast Round 8.3.
- Provide zoning incentives for facilitating arts improvements.

### 2.2.2 Recommendations:

#### A. Zoning

- ~~Zone individual properties Commercial Residential (CR) with the currently mapped density limit and recommended heights as documented in this Plan, increase density for many of the Commercial Residential (CR) zones to accommodate future growth, as projected in the Council of Governments Cooperative Forecast Round 8.3, and to incentivize redevelopment in appropriate areas of the Downtown. The increase in density equates to an approximate 20 percent increase from the 1994 Plan.~~
- Properties rezoned to a CR or CRT from an R-10, R-60, EOF and PD zone will be translated to an equivalent density.
- Cover all CR zoned properties within the Sector Plan boundary with the Bethesda Overlay Zone (BOZ).
- Identify and prioritize key density averaging sending sites to achieve desired parks and open space, and to facilitate landmark preservation and implement through the use of an Overlay Zone (see figure 4.01).
- For development sites less than 20,000 square feet, encourage a fee-in-lieu of the required public open space as part of the property's public benefits.
- ~~Rezone current Planned Development (PD) zones to a comparable Commercial Residential (CR) zone as described in the new County Zoning Ordinance effective October 30, 2014.~~
- ~~Rezone current Employment Office zones to a comparable Commercial Residential (CR) zone as described in the new County Zoning Ordinance effective October 30, 2014.~~

### 2.2.3 Housing

The Sector Plan envisions Downtown Bethesda as a place consisting of a well-rounded community of residents and workers who contribute to the health and vitality of the downtown. However, its attractiveness as a place to live, the ambience of street life, shops, and restaurants, and the

## 2.2 Land Use and Zoning

proximity to employment and Metro – has resulted in housing costs increasingly out of reach for most residents across Montgomery County.

Over the next 25 years, Downtown Bethesda is anticipated to grow at a faster rate than Montgomery County as a whole, with households projected to increase by 28 percent, population by 24 percent, and employment by 40 percent. As housing demand continues to increase as a result of this growth, Bethesda's high housing costs will become even more cost-prohibitive for most Montgomery County residents to reside there. Monthly homeowner costs in the Bethesda Downtown Plan Area Study area currently average around \$4,660, which is two-thirds higher than the County. The average rent in this area is \$1,916<sup>1</sup>, which is about 20 percent more than the average rent for the County. Furthermore, newly built residential apartments typically rent for \$2,750<sup>2</sup>, which is 30 percent more than the Study area and over 40 percent more than the County.

Along with high housing costs, Downtown Bethesda also continues to have a shortage of committed affordable housing. Of the 4,669 multifamily rental apartments in the Bethesda Downtown Study Area, only 826 (17.69 percent) are rent-restricted as defined by MPDU requirements, Low-Income Housing Tax Credits, or public subsidies<sup>3</sup>. There also exists about 1,992 "market-affordable"<sup>4</sup> rental apartments in Bethesda—apartments whose market rents fall within affordable income levels due to their age or limited amenities – but given Bethesda's high land values and overall desirability, these rents have the potential to increase considerably. Figure 2.07 illustrates the distribution of affordable market-rate and rent-restricted rental units in Downtown Bethesda. Thus, absent special efforts, there will be a continuing shortfall of new units to meet the needs of moderate-to-lower income households that require the services or are employed by retail establishments in Bethesda.

**A. Goal: Preserve existing market-rate affordable housing, provide a diverse mix of housing options, reach deeper levels of affordability below 65 percent AMI~~AM~~ and produce new units by increasing the requirement of Moderately Priced Dwelling Units.**

### **Recommendations:**

- Add more units to the marketplace by requiring a minimum 15% MPDUs for residential development within Downtown Bethesda.
- Provide 15 percent MPDUs on-site as a first priority.
- Preserve existing market-rate affordable housing by identifying some sites as Priority Sending Sites for density averaging. Affordable Housing sending sites that choose to transfer their density must enter into a rental agreement to retain 30% of their existing

<sup>1</sup> 2012 Rental Housing Survey, Montgomery County Department of Housing and Community Affairs

<sup>2</sup> Based on rents at comparable new apartments in Bethesda

<sup>3</sup> Such units are typically required to be affordable to households with an income below 65 percent of AMI (Area Median Income), or about \$70,000 for a household size of 4.

<sup>4</sup> Market-Rate rentals are defined as affordable if their rent price plus expected tenant-paid utility costs are no more than 30 percent of household income (not rent restricted).

affordable housing units, defined as 65 percent of Area Median Income (AMI) or below, for 20 years.

- Prioritize two and three bedroom units through increased CR public benefit points and through DHCA evaluation of area needs through negotiations with developer.
- Reach deeper levels of affordability by providing 10 percent of MPDU units below 65 percent AMI through DHCA negotiations with developer.
- Off-site MPDUs are on a case-by-case basis through negotiations with DHCA, but must remain within the Bethesda Downtown Sector Plan Boundary.

# 2.4 Urban Ecosystem

## 2.4 Urban Ecosystem

The overall vision for Downtown Bethesda aims to improve all three interconnecting principals of sustainability: Economic, environmental, and equity (social) stability. This section focuses on the principal of the environment, one-third of the sustainability puzzle.

Environmental sustainability means maintaining clean air, fresh and clean water, protecting natural resources, reducing consumption of nonrenewable resources, and maintaining or enhancing biodiversity (plants and animals) thereby supporting future generations to meet their own needs.

Bethesda, the county's most populated urban core is a compact, walkable, mixed use, downtown and the economic heart of Montgomery County. It's a place where people can live, work, shop, and play without the need for getting into an automobile. When transportation is needed, there are a variety of safe and accessible transportation options such as public transit (metro, bus, the circulator), a well-connected bicycle network, and extensive sidewalks and trails. This profoundly saves fossil fuels by reducing vehicle miles travelled (VMT) resulting in decreased carbon emissions, air pollution, improved health, reduced obesity, and improves air quality. Data has shown that on average there is a 39 percent reduction of single occupancy trips made on weekdays in urban areas.

Bethesda's centralized growth also helps reduce sprawl protecting sensitive land and natural resources while reducing the costs and demand for infrastructure over a wide geographic area. In addition, mixed-use development generally reduces per-unit energy consumption by approximately 40-50 percent due to smaller dwelling units, centralized heating and cooling systems, shared walls, and fewer windows.

Presently, the majority of downtown Bethesda has no stormwater management, consequently receiving waterways are impaired and water quality is degraded. All redevelopment will be subject to the County's strict stormwater management regulations designed to mitigate the effects of development and improve water quality. Innovative stormwater management called Environmental Site Design (ESD) such as green roofs, underground storage, bioretention, and tree planting will have numerous benefits. Not only will ESD improve water quality and reduces impacts on the streambanks, but they can provide simultaneously provide much needed greenspace in the urban landscape. This increases biodiversity and improves the quality of place and health of those who live in Bethesda.

Estimate Reduction in Pollutants with Stormwater Management per Acre

	Nitrogen	Phosphorus	Total Suspended Solids
Stormwater	lbs/ac/yr	lbs/ac/yr	lbs/ac/yr
Proportion	45 - 65%	52 - 76%	56 - 82% land use loading rate

Quantity	6.8 - 9.8 lbs/yr	0.85 - 1.24 lbs/yr	975 - 1418 total sediment reduction (based on site and stream bank reduction)
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These environmental benefits are significant and make Bethesda a sought after community to live and work. These benefits enhance the Urban Ecosystem which is described as the relationship between humans, the built environment and the natural environment. They are dynamic and interdependent systems that affect the health and wellbeing of a community.

Further improvements to the urban ecosystem beyond the successes of those mentioned above include greener open space, high performance buildings to lower energy demand and operational costs; stormwater management that mimics nature to improve groundwater recharge and stream quality; and stratified vegetative plantings to improve habitat, purify air and water, and cool the urban landscape. When implemented comprehensively and on a site-by-site basis, these performance-based recommendations can be quantified and measured to improve and sustain a healthier, greener and more prosperous community.

## 2.4 Ecology

The degraded environmental conditions within Bethesda are common to most urban landscapes. Impervious surfaces cover nearly 67 percent of the Sector Plan area, with few stormwater management facilities contributing to the poor water quality in receiving streams. Natural springs and streams have been piped underground, tree canopy cover continues to decline and, in the summer, heat island effect can often be oppressive with an ever-increasing number of poor air quality days. Buildings are older with poor insulation, resulting in energy inefficiencies and higher demand from non-renewable resources.







These consequences resulted from traditional planning and policies that contributed to energy and resource depletion rather than preservation. This Sector Plan recommends strategies that compensate, mitigate and minimize lost resources to grow a healthier and greener city. These approaches include transit-oriented development to lessen carbon outputs; high performance buildings to lower energy demand and operational costs; stormwater management that mimics nature to improve groundwater recharge and stream quality; and stratified vegetative plantings to improve habitat, purify air and water, and cool the urban landscape. When implemented comprehensively and on a site-by-site basis, these performance-based recommendations can be quantified and measured to improve and sustain a healthier, greener and more prosperous community.

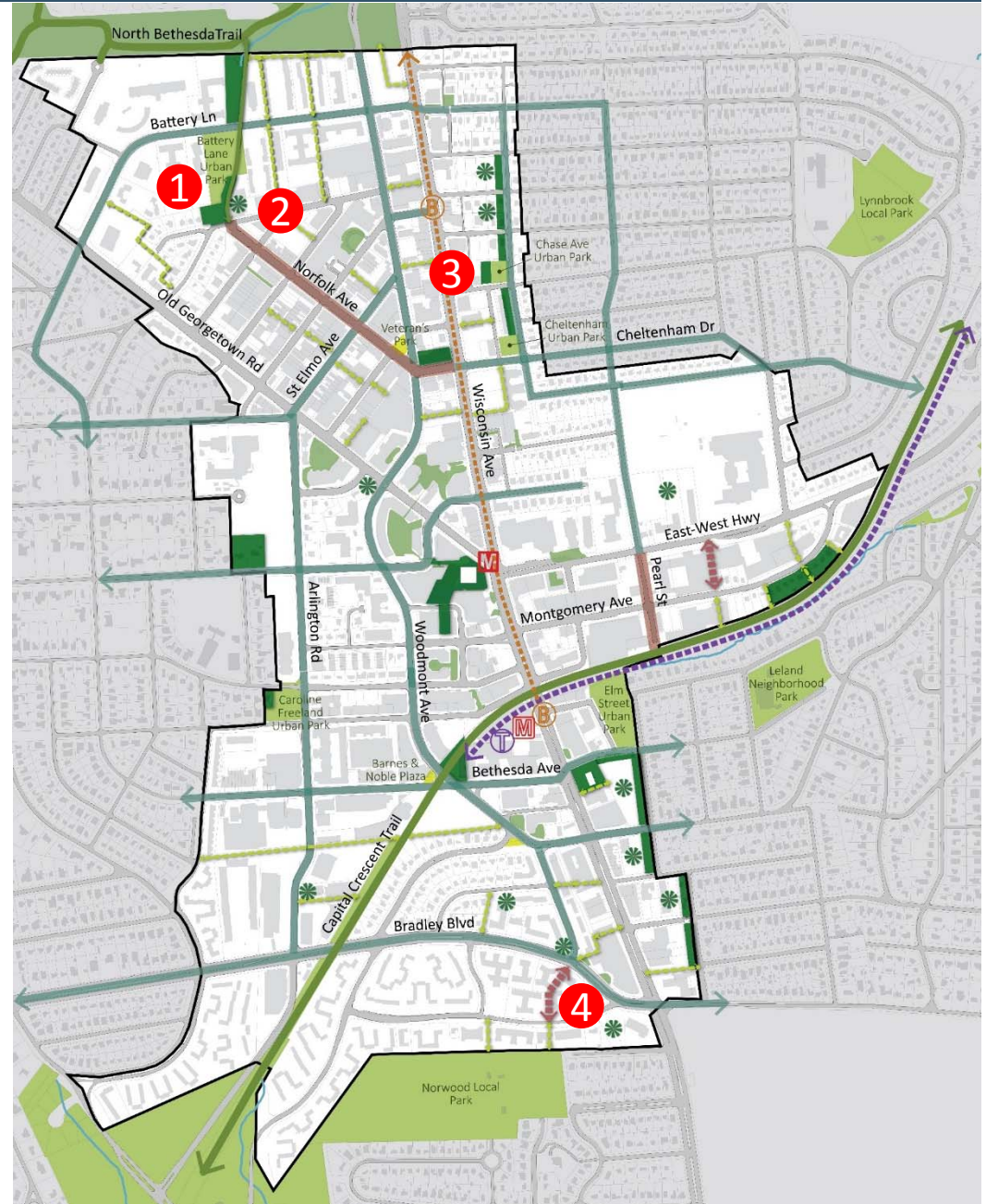
### 2.4.1 Urban Green

Urban green space, such as parks, street trees, tree clusters, green roofs, planted areas including stormwater management systems, streams, and community gardens, provides critical ecosystem services and biophilic elements of a city. Green space also promotes physical activity, psychological well-being, improved public health, and draws businesses and residents. Urban green creates great cities where the built and natural environments are interwoven making them more livable for humans and all living biota.

# 2.6 Urban Design: Public Space Network

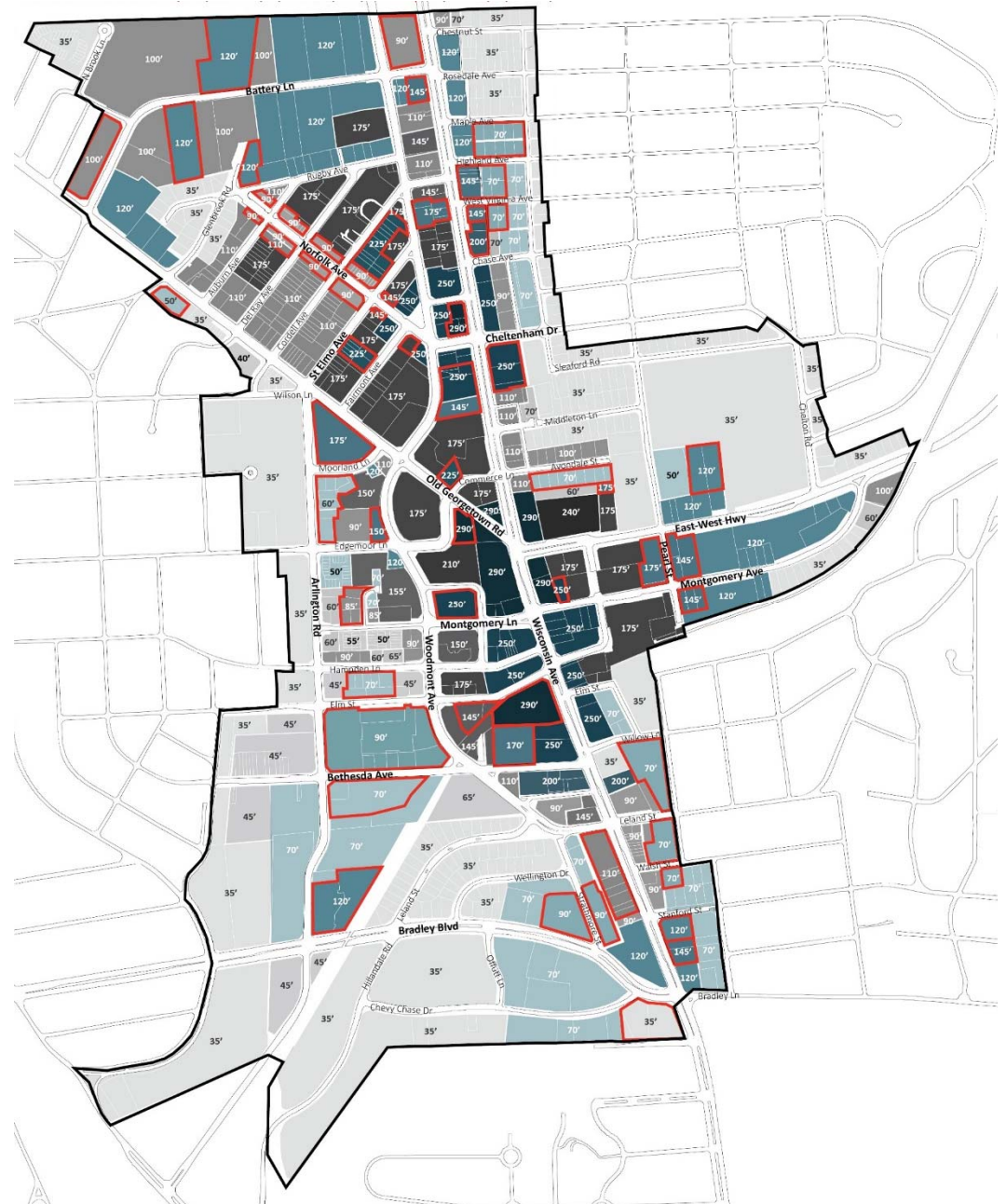
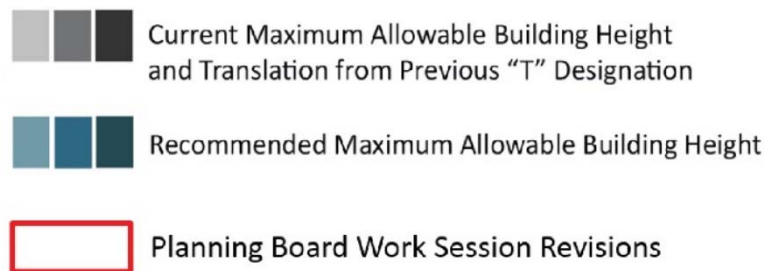
1. Norfolk Avenue Shared Street Extension removed from Battery Lane Urban Park
2. Glenbrook property revised to Potential Open Space
3. Proposed/Enhanced Open Space added as extension to Chase Avenue Urban Park
4. Potential Open Space added to Bethesda Fire Station Site

-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)





# 2.6 Urban Design: Urban Form

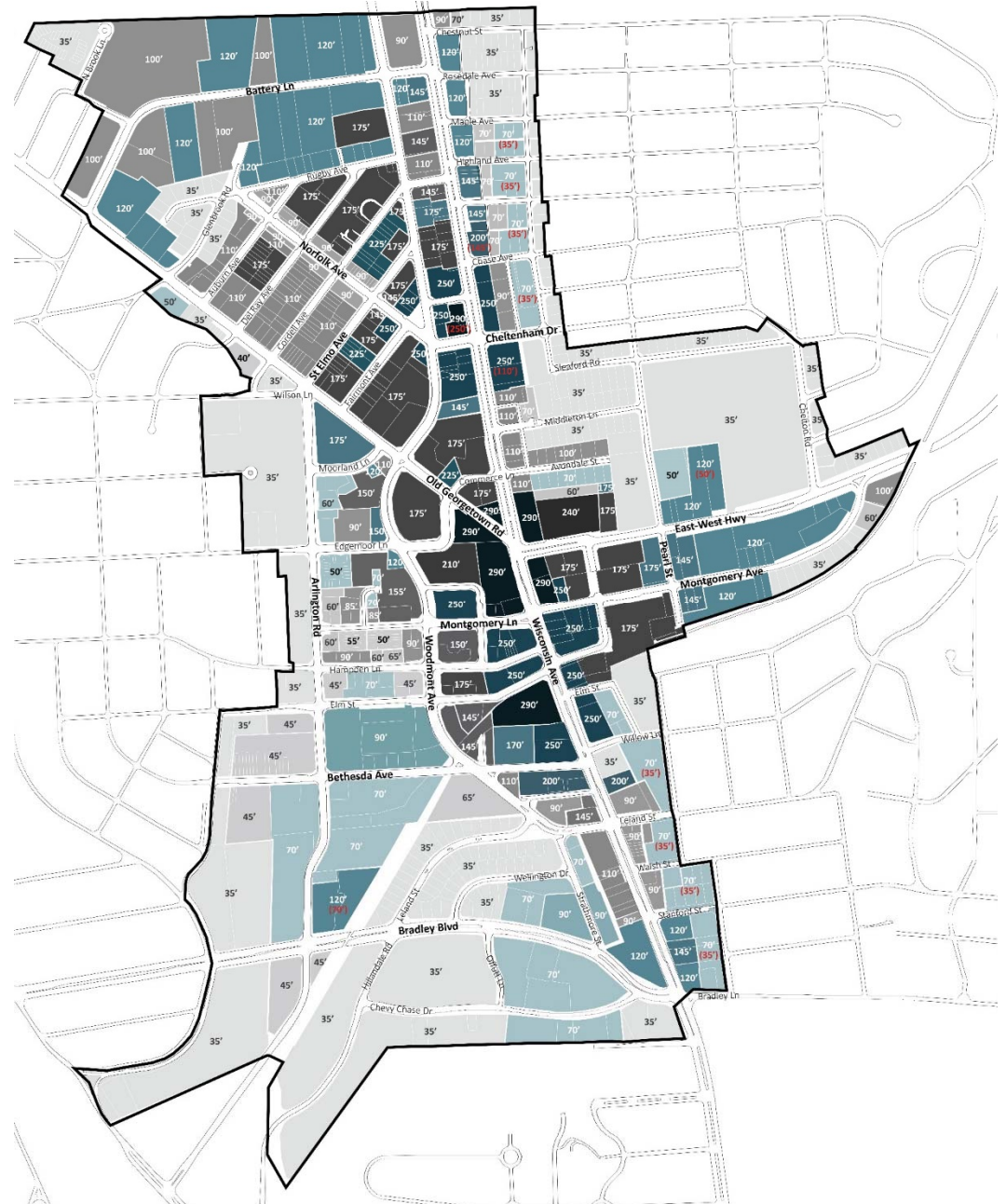
Recommended Maximum Allowable Building Heights are to be mapped with revised zoning



# 2.6 Urban Design: Urban Form

Specific building height restrictions and recommendations are noted on the map in red (XX') and further described in the Building Form section for each district

-  Current Maximum Allowable Building Height and Translation from Previous "T" Designation
-  Recommended Maximum Allowable Building Height
- (50')** See building height restrictions and recommendations in the Building Form section for each district





## Chapter 3: Districts

- 3.1 Wisconsin Ave and Established Centers
- 3.2 Emerging Centers
- 3.3 Residential and Edge Districts



# Chapter 3: Major Revisions and Edits to the Public Hearing Draft

## **3.1 Wisconsin Avenue**

## **3.2 Pearl District**

## **3.3 Battery Lane District**

### **3.3.2 Eastern Greenway Districts**

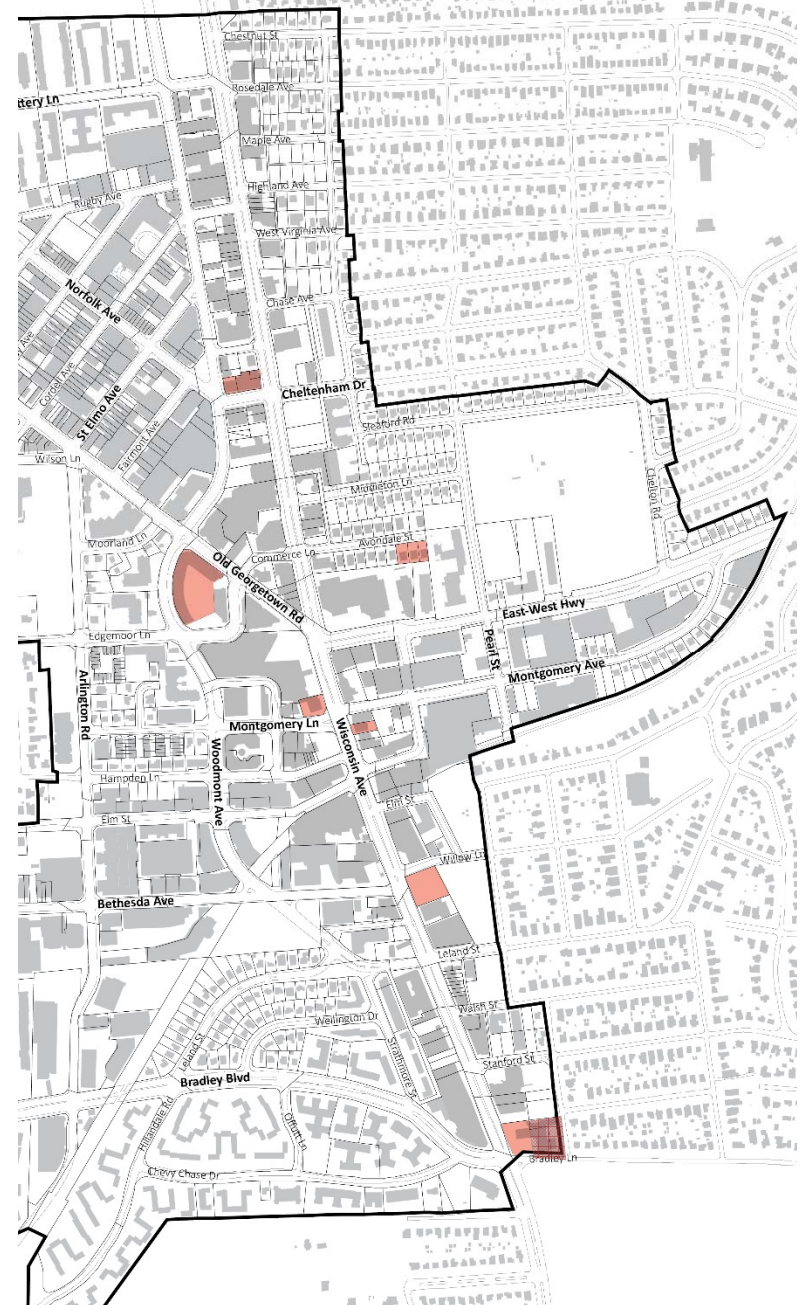
#### **3.3.3. South Bethesda District**

#### **3.3.4. Arlington North District**

# Wisconsin Ave - Zoning

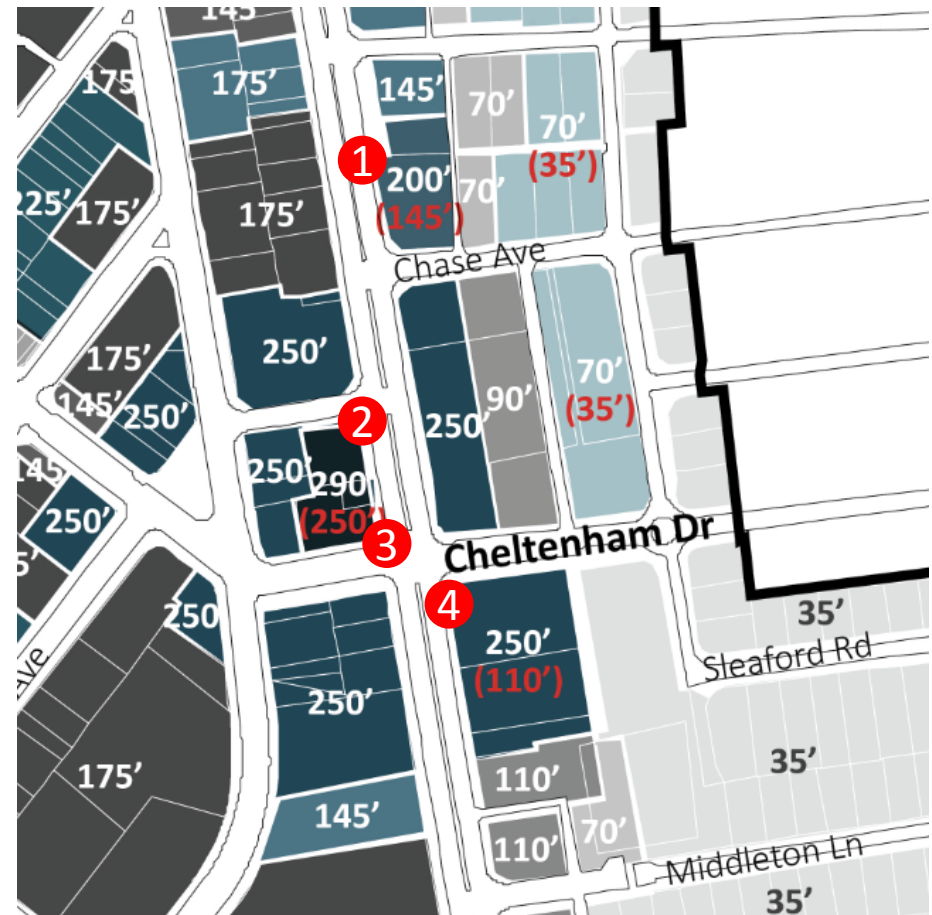
## Nine Priority Sending Sites – Retain recommended zoning by Planning Board and Staff



1. St. John's Episcopal Church – CR 2.25, C-2.25, R-2.25, H-120 stepping down to 70 feet along greenway
2. Farm Women's Market – CR 6.0, C-4.75, R-5.75, H-35
3. Brook's Photographer's Building – CR 6.0, C-4.75, R-5.75, H-250
4. Old Post Office – CR 8.0, C6.0, R-7.5, H-290
5. HOC property on Avondale (Lots 14,15,16) – CR 3.0, C-0.25, R-3.0, H-70
6. Union Hardware Site and Conley Site – CR 8.0, C-8.0, R-7.5, H-290 (if Park is dedicated as extension of Veteran's Park and block is assembled)
7. Metropolitan – CR 6.0, C-1.25, R-6.0, H-175



# Wisconsin Ave - Bldg Heights

1. Allow a maximum height of up to 200 feet along Wisconsin Avenue on the properties at the northeast corner of Wisconsin Avenue and Chase Avenue on Block 9 including lot 27, PT 4 and PT 5 if lots 21 and 22 are dedicated as an extension of Chase Avenue Urban Park. If the park land is not provided, limit building height to 145 feet.
2. Allow a maximum height of up to 290 feet at the southwest corner of Wisconsin Avenue and Fairmont Avenue on lot 655 if 15% MPDUs and 10% workforce housing are provided and the block is assembled. If the affordable housing is not provided, limit building height to 250 feet.
3. Allow a maximum height of up to 290 feet at the northwest corner of Wisconsin Avenue and Norfolk Avenue on lots 613 and 621 if a park is dedicated as an extension of Veterans Park and the block is assembled. If a park is not provided, limit building height to 250 feet.
4. Step down development at the southeast corner of Wisconsin Avenue and Cheltenham Drive on Block 2 lots 2, 7 and 8 from 250 feet along Wisconsin Avenue to 110 feet at the rear of the lots.



- 
 Current Maximum Allowable Building Height and Translation from Previous "T" Designation
- 
 Recommended Maximum Allowable Building Height
- (50')** See building height restrictions and recommendations in the Building Form section for each district

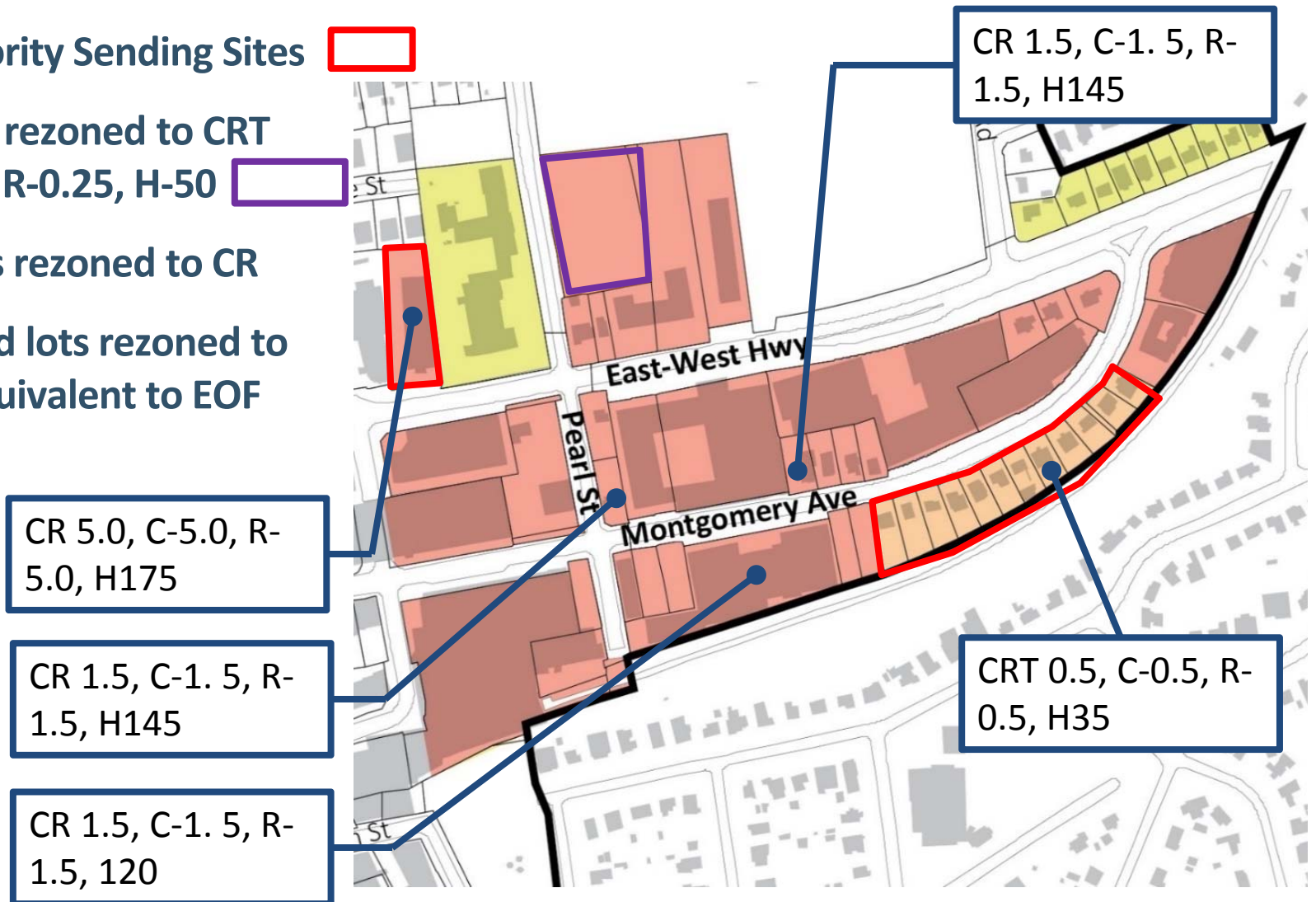
# Pearl District- Zoning

Thirteen Priority Sending Sites 

One R-60 lot rezoned to CRT  
0.25, C-0.25, R-0.25, H-50 

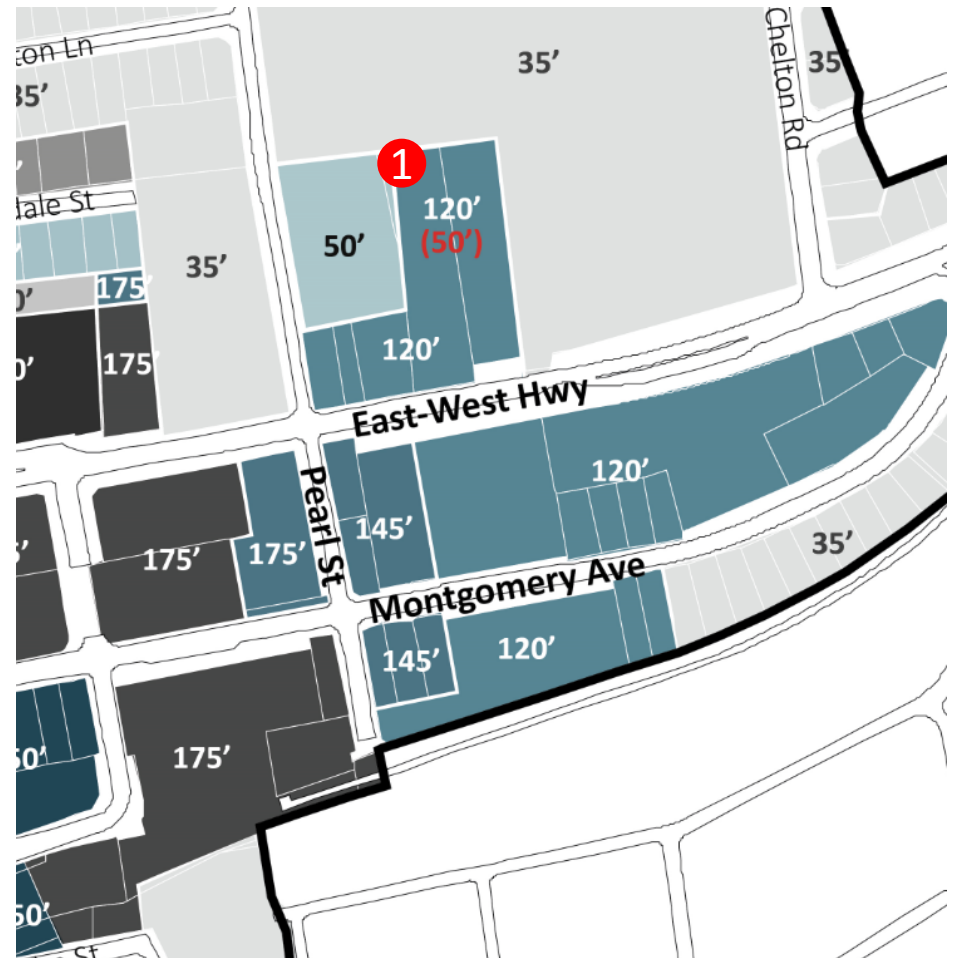
Five CRN lots rezoned to CR



All EOF zoned lots rezoned to  
CR that is equivalent to EOF  
density.



# Pearl District - Bldg Heights

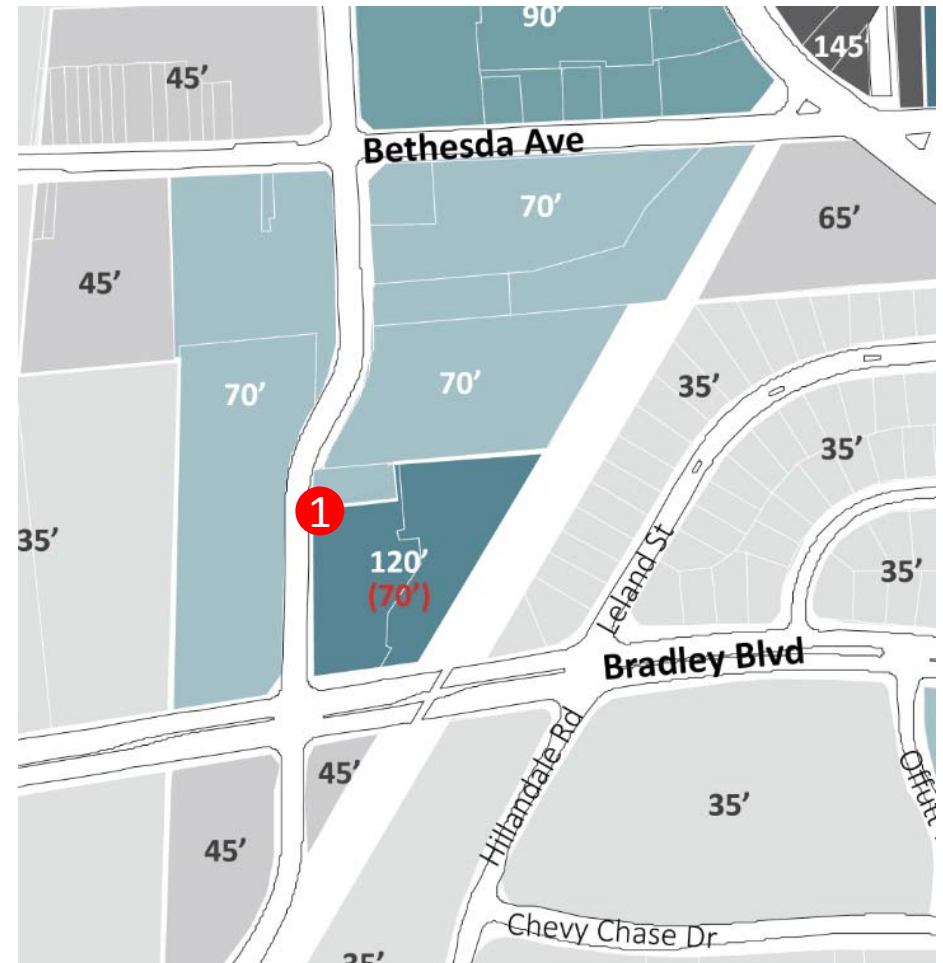
1. Step down development to the west of BCC High School on Block A including parcel P224 and lot 1 from 120 feet along East-West Highway to 50 feet at the rear of the properties.





-  Current Maximum Allowable Building Height and Translation from Previous "T" Designation
-  Recommended Maximum Allowable Building Height
- (50')** See building height restrictions and recommendations in the Building Form section for each district

# Arlington South - Bldg Heights


1. Step down heights on the property at the northwest corner of Bradley Boulevard and the Capital Crescent Trail (parcel P881) from 120 feet to 70 feet toward the Capital Crescent Trail.




-  Current Maximum Allowable Building Height and Translation from Previous "T" Designation
-  Recommended Maximum Allowable Building Height
- (50')** See building height restrictions and recommendations in the Building Form section for each district

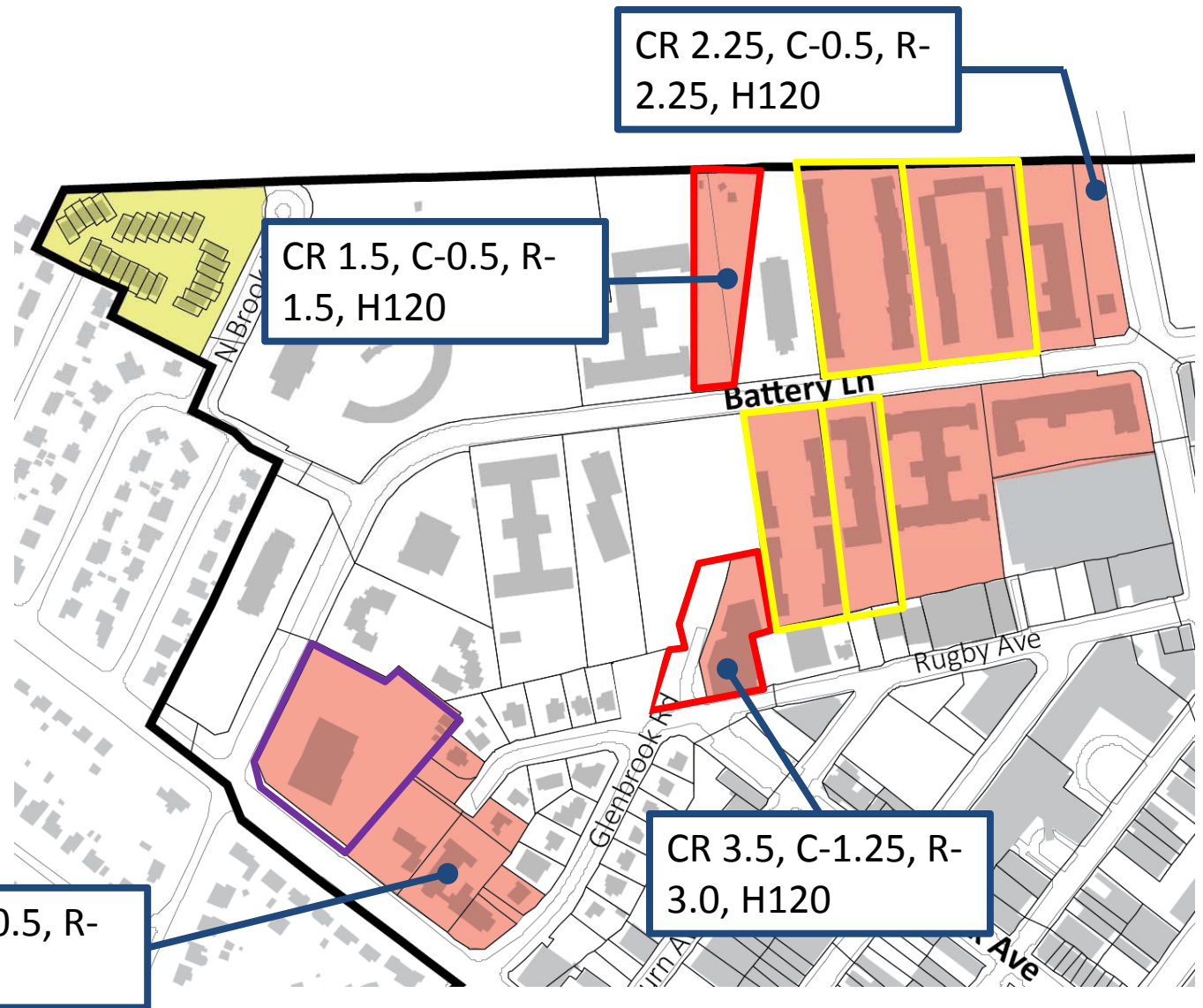
# Battery Lane - Zoning

Two Priority Sending Sites 

One R-60 lot rezoned to CR 0.5, C-0.5, R-0.5, H-120 (Rescue Squad site) 

Four R-10 lots rezoned to CR 1.5, C-0.5, R-1.5, H-120 

All PD 100 zoned lots rezoned to CR 3.5, C-0.5, R-3.5, H-120



# Eastern Greenway - Zoning

R-60 lots rezoned to CRT – CRT 0.5, C-0.25, R-0.5, H-70

CRN lots rezoned to CRT 0.50, C-0.25, R-0.5, H-70

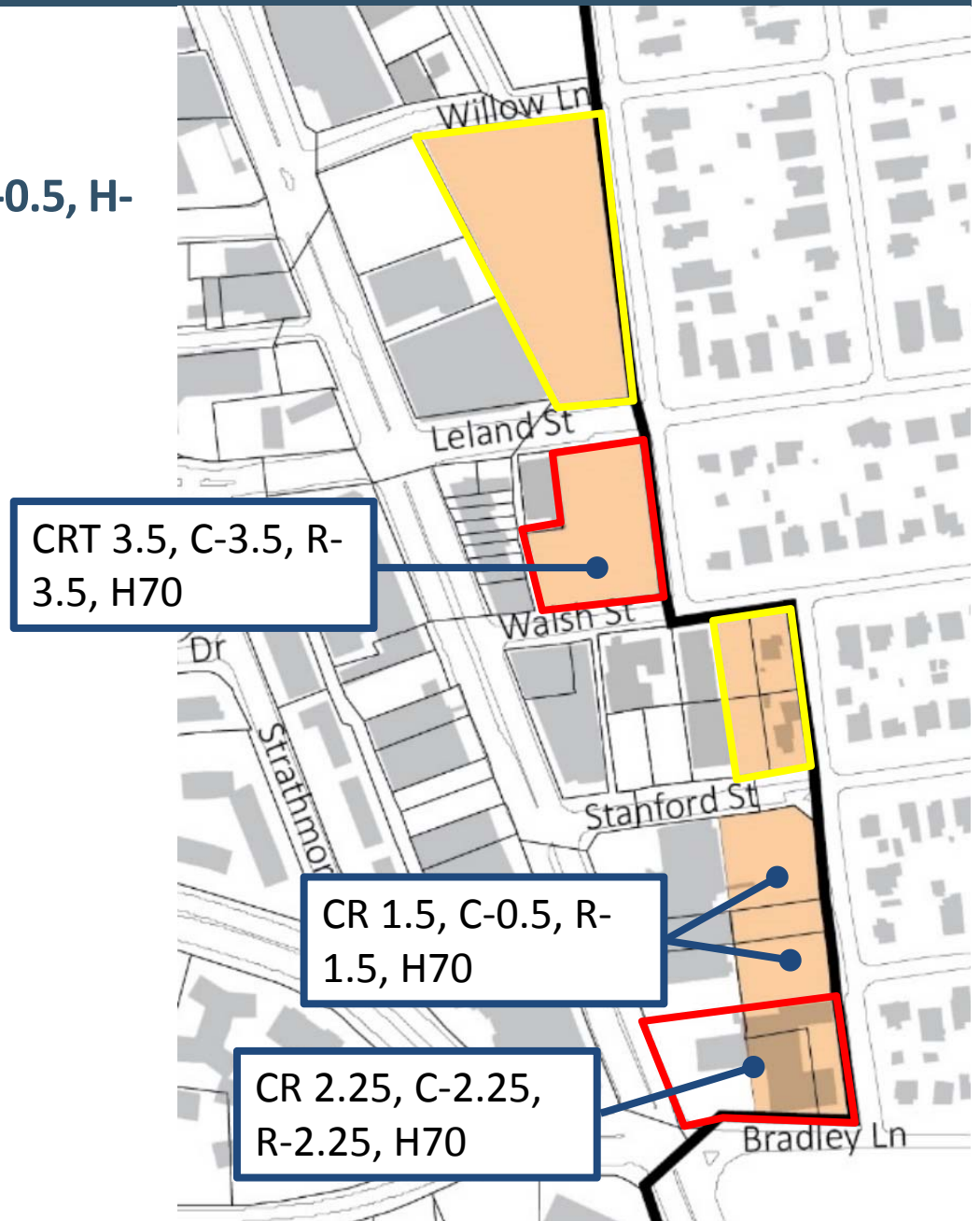






# Eastern Greenway - Zoning

Two Priority Sending Sites 

R-60 lots rezoned to CRT 0.5, C-0.25. R-0.5, H-70 



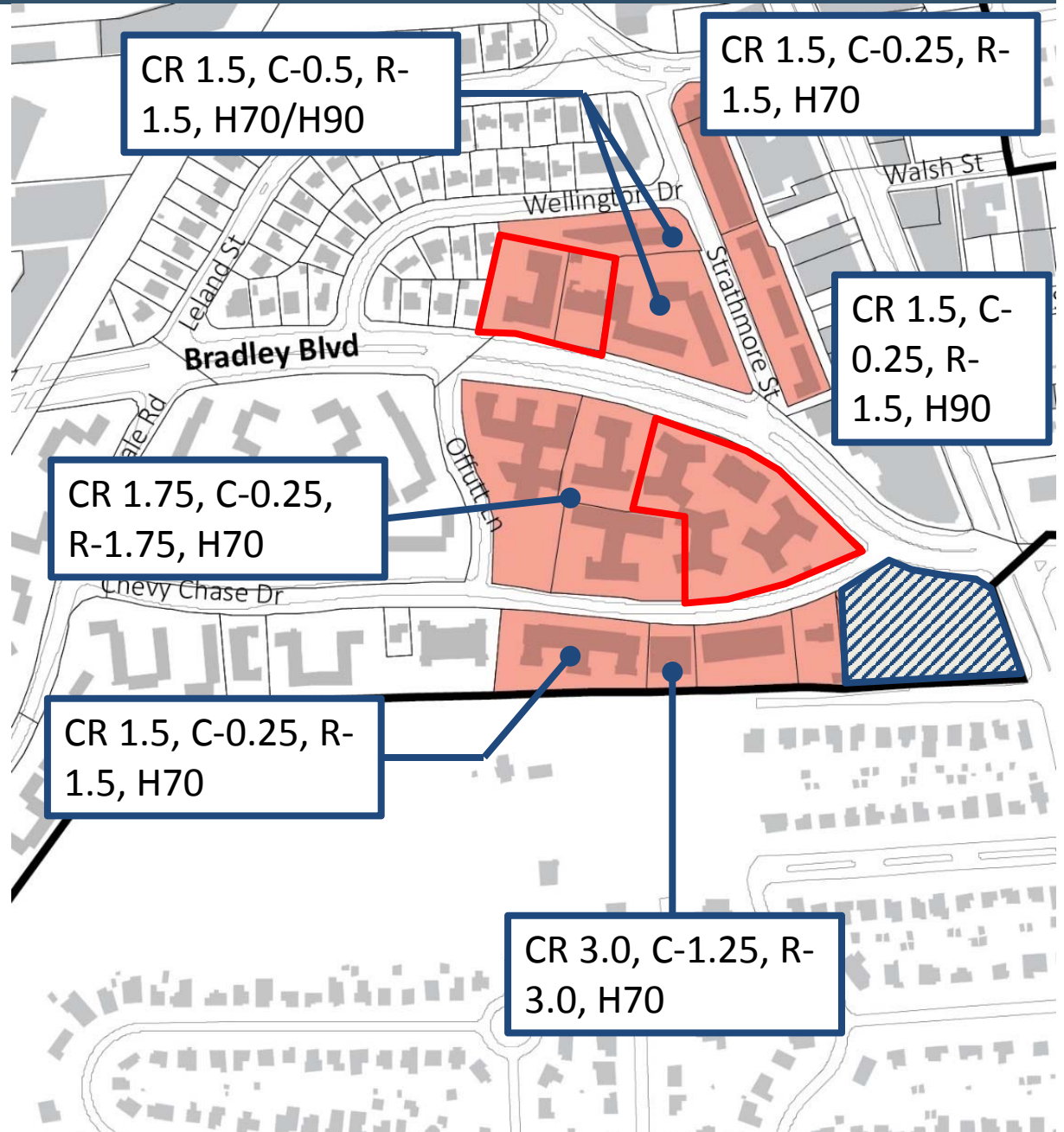
# South Bethesda- Zoning

1. EOF lots rezoned to CR
2. R-10 lots rezoned to CR
3. CR Floating Zone 
4. Three PSS 

CR Floating Zone: CR 1.5, C-1.5, R-1.5, H-70

PSS – HOC property: CR 3.0, C-0.25, R-3.0, H-70

PSS – 4743 Bradley and 4733 Bradley: CR 1.5, C-0.5, R-1.5, H-70



# South Bethesda- Zoning

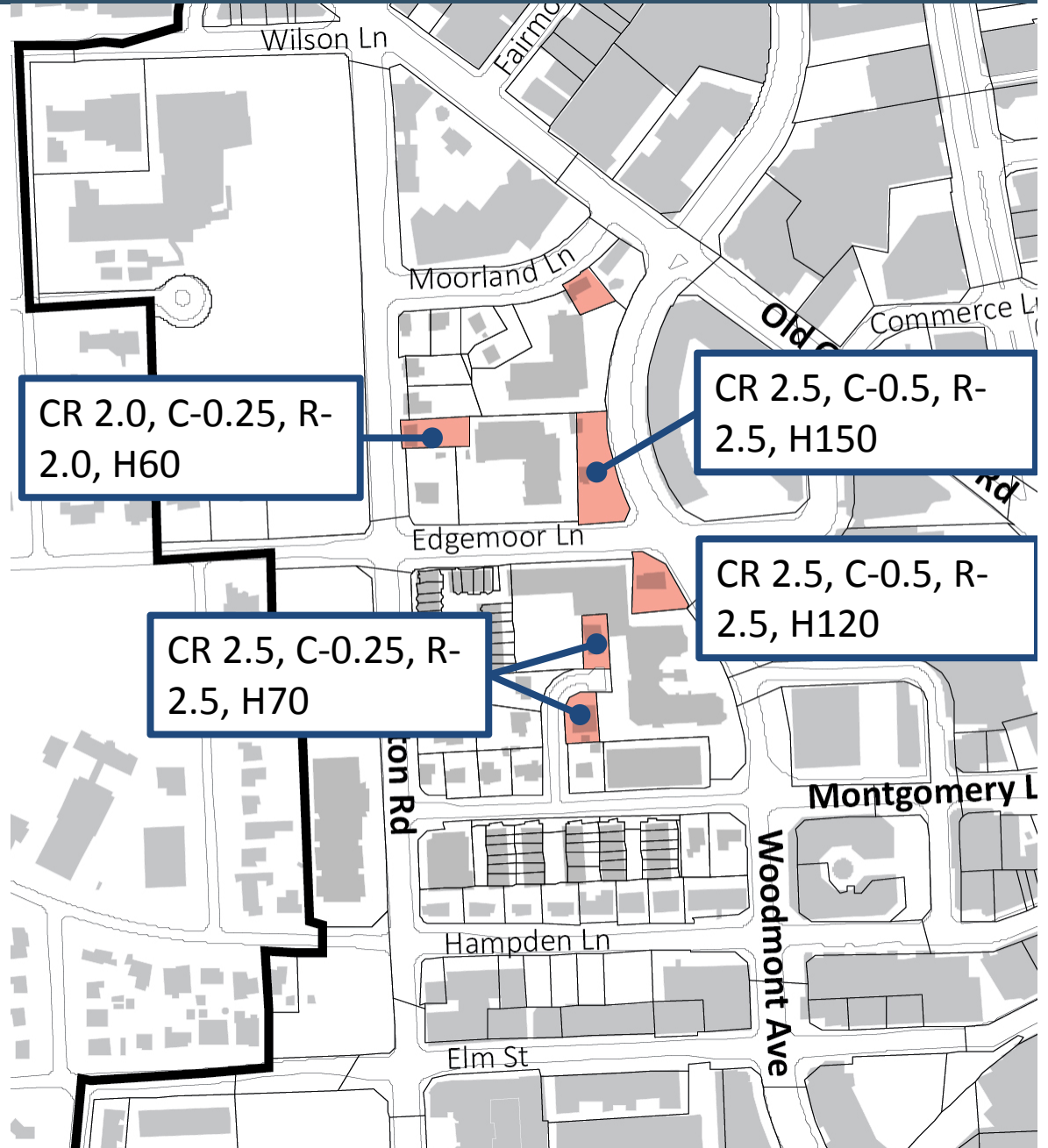
## Fire Station 6 - CR Floating Zone Text

Allow redevelopment potential of the Bethesda Fire Department site located at the corner of Bradley Boulevard and Wisconsin Avenue that is currently zoned R-10 by recommending a CR Floating Zone that would allow for replacement of the fire station in order to maintain service to the community and to allow additional uses on the property. The Bethesda Fire Department property would retain the base zone of R-10 with a maximum height of 35 feet until the floating zone of CR 1.5, C-1.5, R-1.5, H-70 is applied for and approved by the County Council through the process outlined in the Montgomery County Zoning Ordinance (See Figure 2.20 Proposed Building Heights). For the undeveloped portion of the property to the west of the Fire Station facility, facilitate several possible scenarios, which is identified as a potential open space in Chapter 2.7 and on Figure 2.19 Public Open Space, including park acquisition and partial redevelopment combined with park dedication.

# Arlington North - Zoning

R-60 lots rezoned to CR zone reflecting the surrounding density

CRN lot rezoned to CR Zone – CR 2.5, R-0.5, R-2.0, H-120





## Chapter 4: Implementation

- 4.1 Zoning
- 4.2 Priority Sending Sites
- 4.3 Legacy Open Space
- 4.4 On-site Public Open Space
- 4.5 Greenway
- 4.6 Capital Improvement Program
- 4.7 Partnerships

# Chapter 4: Major Revisions and Edits to the Public Hearing Draft

**4.1.2 Bethesda Overlay Zone**

**4.1.4 Public Benefits in the CR Zone**

**4.2 Priority Sending Sites**

**4.3 Legacy Open Space Designation**

## 4.1.2 Bethesda Overlay Zone

The CR family of zones provides significant flexibility to tailor zoning to specific planning goals. This Sector Plan relies as much as possible on this flexibility and other related existing tools to implement its vision. However, certain of the planning goals for Downtown Bethesda require modifications to the existing zoning. This Plan recommends the adoption of a Bethesda Overlay Zone as an important part of a comprehensive zoning scheme that allows development consistent with the land use vision of this Sector Plan without exceeding the amount of density that the planning area can support. The Bethesda Overlay Zone is also intended to establish a funding mechanism for parks and open space critical to support additional development, expand the County's affordable housing inventory, ensure high quality design through the use of a Design Review Advisory Panel and for the purpose of modifying the density averaging rules for certain sites in the Plan area. In order to accomplish these objectives, this Plan recommends zoning individual properties CR with the currently mapped density limit and the building heights recommended in this Sector Plan along with the Overlay Zone.

More specifically, the Bethesda Overlay Zone will:

- Cover all properties within the Sector Plan boundary.
- Set a cap on development to ensure that total density in the Plan Area, including mapped CR density, does not exceed approximately 32.4 million square feet.
- Allow development to exceed the mapped CR density limit on a property if Overlay Zone density is available and the proposed development meets certain requirements.
- Establish the requirements for additional density received through the Bethesda Overlay Zone, including a requirement to provide a Park Impact Payment, provide 15 percent MPDUs and participate in a Design Review Advisory Panel at the Concept Plan and/or Sketch Plan application phase. No additional building height will be allowed with MPDUs outside of the HPA
- Establish the process for obtaining approval of a development with Overlay Zone density and using it in a timely manner so that unused density is not hoarded.
- Modify the density averaging rules to encourage transfers of density from the Priority Sending Sites identified in this Sector Plan.

# 4.1.4 Public Benefits in the CR Zone

## A. Top Priority Benefits

### 1. Affordable Housing

This Plan recommends that optional method development within the Sector Plan Area should be allowed only if it delivers certain affordable housing benefits. An optional method project that includes residential dwellings should provide a minimum of 15 percent Moderately Priced Dwelling Units (MPDUs).

### 2. Public Open Space

Optional method development within this Sector Plan should be allowed only if public open space is provided, or making a payment for, open space in excess of the minimum open space requirement of the zone as outlined in the criteria in the Commercial/Residential and Employment Zone Incentive Density Implementation Guidelines.

### 3. Public benefits in High Performance Area and Enhanced Vegetated Roofs to Increase Green Cover

This Plan delineates a High Performance Area, which is targeted for properties within the Commercial Residential (CR) zone in the Central Business District, where the greatest densities of development and the tallest building heights are anticipated. This Plan recommends that optional method development in a High Performance Area should be allowed only if the development delivers certain energy efficiency benefits.

An optional method project in a High Performance Area should be approved only if it achieves the maximum amount of public benefit points allowed for constructing buildings that exceed energy-efficiency standards for the building type. In order to qualify for the maximum available points, any building over 4 stories that is located in whole or in part within the boundary of High Performance Area would be required to exceed the current existing ASHRAE standard 90.1 by 15 percent. Should the County approve the latest International Green Construction Code (IgCC), building energy performance must rank two points lower (more efficient) than the adopted standard.

In order to achieve ecological and energy efficiency goals for Downtown Bethesda, this Sector Plan recommends the wide use of vegetated roofs. Given Bethesda's density, the objectives for linking greens spaces to create corridors, and the desire to reduce the heat island effect, this Plan recommends increased soil depth for vegetated roofs to allow for the growth of more locally adapted plants, and greater stormwater treatment. Public benefit points for a vegetated roof should be approved only if the soil depth is at least six inches.



## 4.1.4 Public Benefits in the CR Zone

### 4. Exceptional Design

As an overarching goal of this Plan as described on page 6, optional method development within this Sector Plan should only be allowed if it achieves the maximum amount of public benefit points for Exceptional Design as outlined in the criteria in the Commercial/Residential and Employment Zone Incentive Density Implementation Guidelines.

### 5. Minimum Parking

This Plan makes certain parking recommendations to achieve the Plan goal of promoting a constrained parking policy that supports a transit-oriented downtown and to encourage the use of travel models other than single occupancy vehicles. As a result, this Plan recommends that optional method development should only be allowed if it achieves the maximum amount of public benefit points for providing fewer than the maximum allowed number of parking spaces, where a maximum is applicable as outlined in the criteris in the Commercial/Residential and Employment Zone Incentive Density Guidelines.

## 4.2 Priority Sending Sites

### **Additional Incentives Added:**

- Exempt transferred density from a priority sending site on the receiving site from the mandatory BLT purchase provisions of the CR zone.
- Density from a priority sending site would be exempt from providing the 15 percent MPDUs and would only be required to provide the 12.5 percent MPDUs under current law.
- Density purchased from a Priority Sending Site would be exempt from providing the Park Impact Payment required in the Bethesda Overlay Zone.

## 4.2 Priority Sending Sites

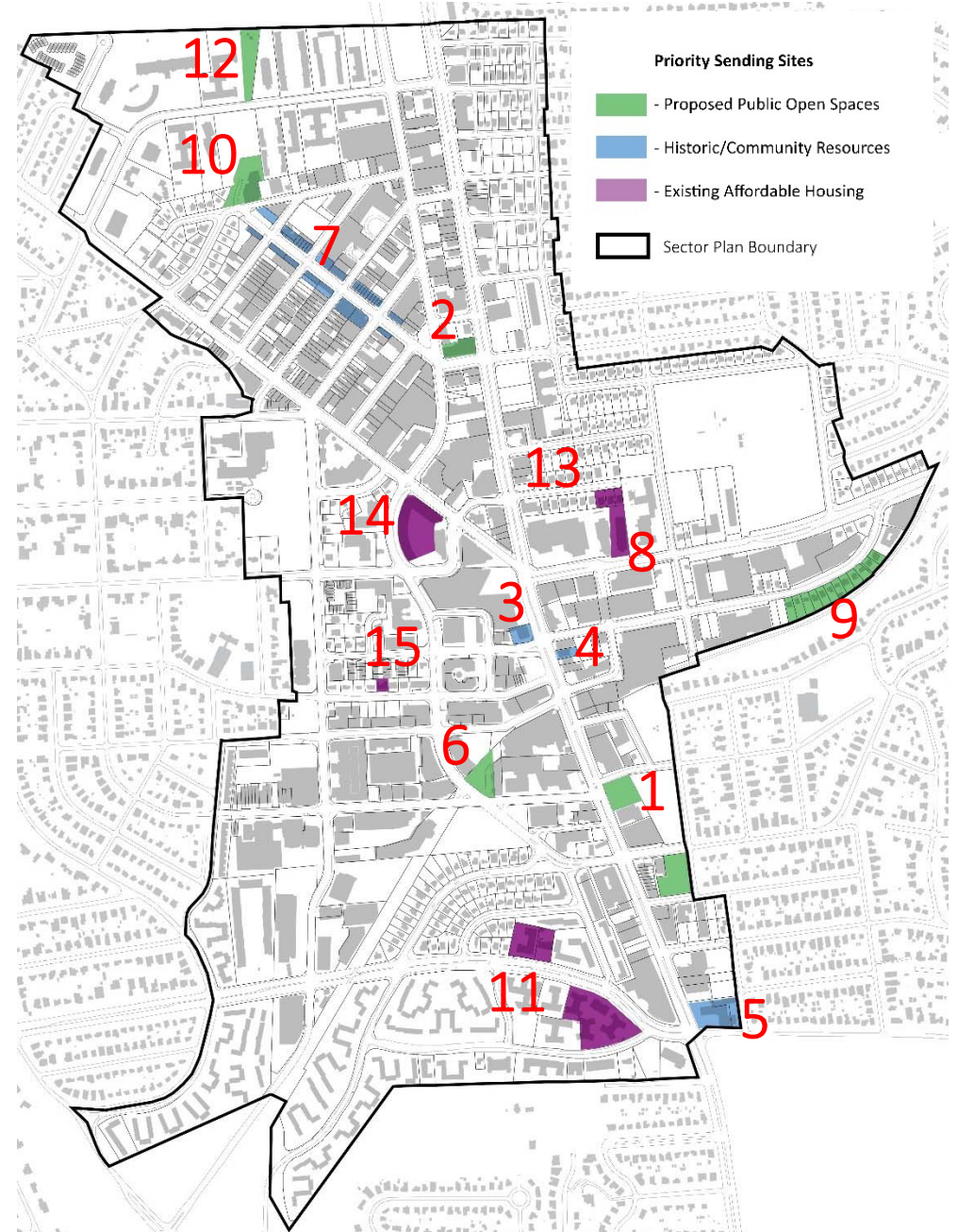
### **Additional Language Added (affordable housing):**

- On a site identified in the Plan as an Affordable Housing Priority Sending Site, all development rights not associated with an existing structure must be extinguished before the approval of any plan that uses such density in a density averaging scheme. As with an Open Space Priority Density Sending Site, documentation of the extinguishment and tracking of the associated density are essential. In addition, in order for the density from an Affordable Housing Priority Sending Site to be transferred, the owner of such a development must enter into a rental agreement to retain 30% of their existing affordable housing units, defined as 65 percent of Area Median Income (AMI) or below, for 20 years.

# 4.2 Priority Sending Sites

- 1 Farm Women’s Market
- 2 Union Hardware Site
- 3 Old Post Office
- 4 Brooks Photography
- 5 St. John’s Episcopal Church
- 6 Empty lot across from Barnes & Noble
- 7 Norfolk Avenue
- 8 Waverly House
- 9 Single Family lots along the Capital Crescent Trail
- 10 Lot south of Battery Lane Park
- 11 Multifamily properties in South Bethesda
- 12 Area north of Battery Lane
- 13 Three lots on Avondale
- 14 Metropolitan (HOC)
- 15 4913 Hampden Lane

\*Removed Wilson Store at 7250 Wisconsin Avenue was removed as a PSS due to development of APEX site.



## 4.3 Legacy Open Space

The Legacy Open Space (LOS) program has evaluated all the proposed parks in the Bethesda Downtown plan to determine if any sites merit designation as LOS Urban Open Spaces under the auspices of the *Legacy Open Space Functional Master Plan* (2001). After analysis and review with the LOS Advisory Group, Park Planning & other Park staff and Planning Department staff, this Plan identifies two sites of countywide significance that are hereby designated as LOS Urban Open Spaces: the **Capital Crescent Civic Green** and the **Eastern Capital Crescent Urban Greenway**. These recommended sites in Bethesda complement two LOS sites recently designated in the *Approved and Adopted Westbard Sector Plan*.

The unifying theme for these four Urban Open Spaces in Bethesda and Westbard is that they provide for a variety of types of green and recreational spaces along the County's most heavily used trail: the Capital Crescent Trail. The four sites include two Urban Greenways, one Countywide Urban Recreational Park, and one Central Civic Green. These sites all meet the LOS criteria to increase access to open space and recreation in dense urban communities, to promote interconnectivity of the urban green infrastructure, and to provide community open space for casual use and large community gatherings. These park spaces adjacent to the Capital Crescent Trail clearly rise to the level of being "best of the best" open spaces in the entire County that deserve designation in LOS and active efforts to implement as public parkland.

The **Capital Crescent Civic Green** meets the criteria to be designated as an Urban Open Space of countywide importance within the *Legacy Open Space Functional Master Plan* (2001). This critical civic green will create one of the primary green spaces in the center of Bethesda. It will provide key community open space for recreation and casual use by the large population center in this community, as well as support trail usage and special events to serve the entire County.

The **Eastern Capital Crescent Urban Greenway** meets the criteria to be designated as an Urban Open Space within the *Legacy Open Space Functional Master Plan* (2001). This new Urban Greenway will increase access between one of the most important trail corridors in the County and the center of Bethesda and will provide key additional recreational open space to a community with high population density.

Designation of these two sites in the *LOS Functional Master Plan* via this Plan provides additional tools, including access to LOS funding, to make the implementation of these two parks a reality as Bethesda moves forward as an urban destination to live, work and play.



# Bethesda Downtown Plan

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



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