

INTRODUCTION

PURPOSE OF THE AMENDMENT

In October 2003, the Montgomery County Council requested that the M-NCPPC examine the potential for a limited amendment to the existing Sector Plan for the Bethesda Central Business District, dated July 1994. The primary purpose of this amendment was to increase opportunities for housing to serve a variety of income levels and to improve the retail environment in the Woodmont Triangle area.

SUMMARY OF COMMUNITY OUTREACH

A unique outreach program was developed to address the issues in the Woodmont Triangle Study Area. The M-NCPPC with the Conflict Resolution Center of Montgomery County held five, public workshops and several focus group meetings. The public workshops and meetings included representatives from the East Montgomery Civic Association, Edgemoor Civic Association, the Bethesda Chamber of Commerce, property owners, retail business owners, developers and architects from the Bethesda area. Individuals from the original Citizens Advisory Committee were also included in the workshops to provide continuity and familiarity with the issues from the Approved Sector Plan for the Bethesda Central Business District. The Conflict Resolution Center of Montgomery County helped facilitate the workshops. The workshops were open to all interested individuals. The workshops included the following topics:

- **Workshop No. 1: Community Interests** – This open workshop was intended to identify the interests and issues of the business owners and developers of the area without identifying solutions.
- **Workshop No. 2: Community Interests** – This open workshop was intended to identify the interests and issues of the residents of the Woodmont Triangle and adjacent communities.
- **Workshop No. 3: Vision, Challenges and Actions** – This highly participatory workshop provided the opportunity for all individuals to identify the Vision, Challenges and Actions necessary to address the interests and issues identified in the previous two workshops. The individuals were divided into five groups to prepare recommendations.
- **Workshop No. 4: Resolution of Issues** – This workshop was intended to provide an open forum for the participants to resolve issues identified in Workshop No. 3.

- **Workshop No. 5: Staff Recommendation** – The final workshop was intended to resolve remaining issues and present the staff recommendations prior to preparation of the Staff Draft Amendment.

Separate meetings with individuals, government agencies and civic associations were also held to augment the discussions in the workshops. The use of electronic media, phone messages and written announcements were used to notify individuals of the date and location of the workshops.

RELATIONSHIP TO THE 1994 SECTOR PLAN

This limited amendment to the Sector Plan for the Bethesda Central Business District is intended to retain the vision of the existing Sector Plan. This amendment is intended to provide additional opportunities to help realize the “housing and neighborhoods” objective (pages 28–31) of the existing Sector Plan. The amendment is not intended as a significant departure from the recommendations in the existing Sector Plan. This limited amendment focuses on the Woodmont Triangle District including a complete revision to pages 94–102. Minor amendments to the Battery Lane District, the Wisconsin Avenue North Corridor and the Old Georgetown Road Corridor are also recommended.

WOODMONT TRIANGLE STUDY AREA BOUNDARY

The boundary of the Woodmont Triangle Study Area is shown on the adjacent map. The study area is bound on the north by the National Institutes of Health, on the east by Wisconsin Avenue, on the south by Woodmont Avenue, and on the west by Old Georgetown Road. The study area includes portions of the Battery Lane District, the Wisconsin Avenue North Corridor, the Old Georgetown Road Corridor, and the entire Woodmont Triangle District of the existing Sector Plan. The multi-family housing located along Battery Lane and adjacent to the National Institutes of Health is included in the Woodmont Triangle Study Area. Portions of the properties along the west side of Wisconsin Avenue and the properties along the east side of Old Georgetown Road are also included as part of the mixed-use environment of the study area.