

SUMMARY OF THE AMENDMENT

This section of the amendment provides a summary of the Vision, Challenges and Actions necessary to implement the objectives of this amendment.

VISION

The Woodmont Triangle will be a vibrant and urban, mixed-use neighborhood emphasizing residential, small-scale retail, and the arts.

CHALLENGES

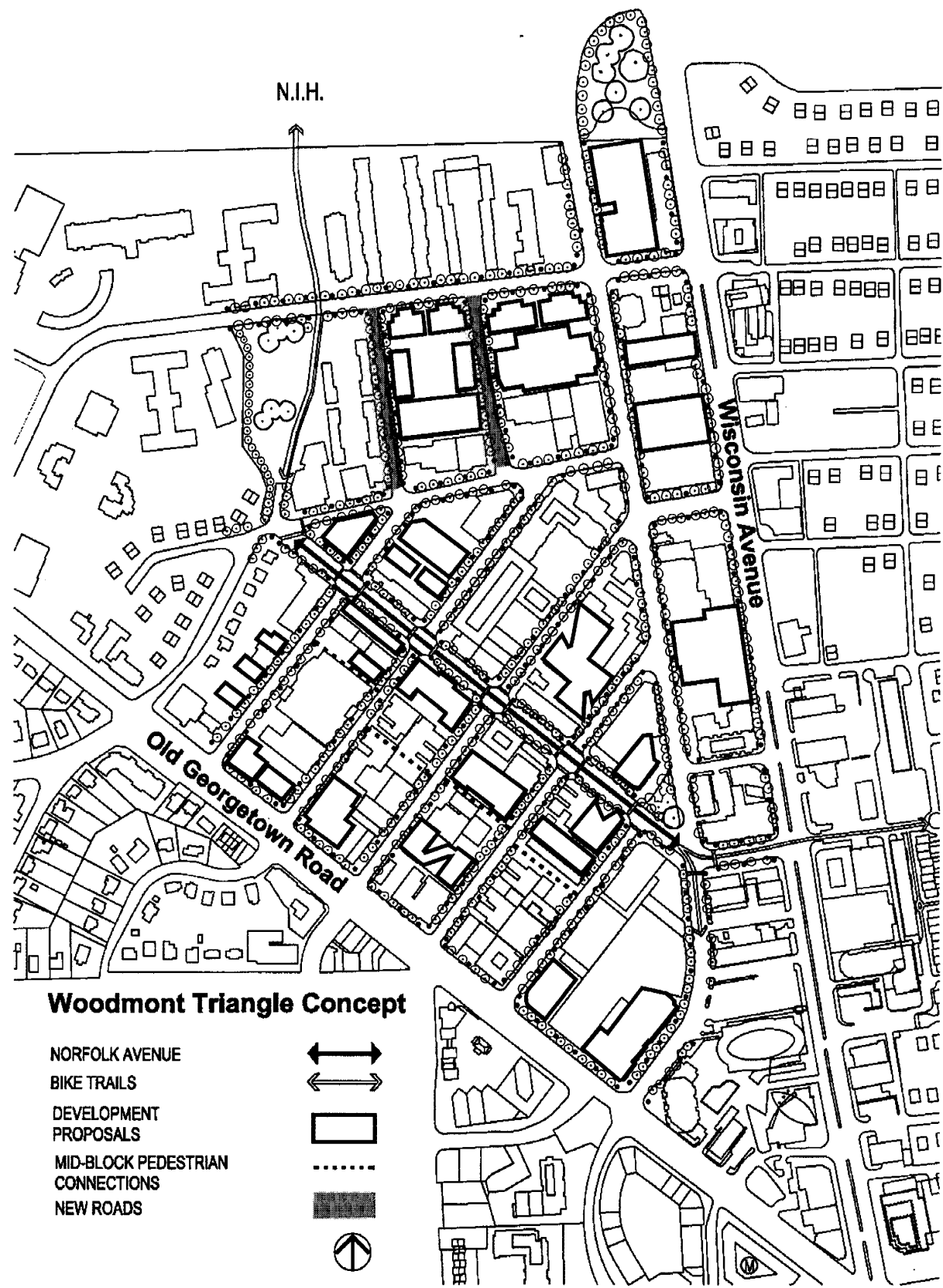
The challenges to be met in order to meet the vision include:

- **Encourage Housing** – Provide opportunities to increase the supply of housing to serve a variety of income levels.
- **Small-Scale Retail** – Provide opportunities to retain existing businesses and expand opportunities for new businesses.
- **Enhance the Arts and Entertainment District** – Enhance the existing public arts programs in the Bethesda CBD and provide opportunities for both the visual and performing arts.
- **Create Great Streets** – Focus on improving the safety and character of the existing streets. Establish Norfolk Avenue as the main street in the Woodmont Triangle Study Area.
- **Provide Public Amenities** – Increase the flexibility in providing the public space through the Optional Method of Development by allowing off-site and on-site fulfillment of this requirement, and by identifying a list of priority public spaces.

CONCEPT DIAGRAM

The following concept diagram shows Norfolk Avenue as the Woodmont Triangle's main street linking its two primary public spaces, Veterans Park and the Battery Lane Urban Park. Woodmont's urban spine will be lined with restaurants, retail and other animating uses. Washington Globe street lights, shade trees, benches, and an arts theme will contribute to a significantly improved pedestrian environment. The proposed Norfolk bikeway will connect the North Bethesda Trolley Trail to the Capital Crescent Trail.

WOODMONT TRIANGLE CONCEPT



SUMMARY OF RECOMMENDED ACTIONS

To meet the challenges and implement the vision, the following actions are recommended in this limited amendment to the existing Sector Plan.

- Density – Increase the densities allowed to encourage housing for a variety of income levels
- Encourage moderately priced dwelling units to be located on-site
- Encourage the location of first floor retail along Norfolk Avenue and provide incentives to retain existing retail shops and restaurants
- Building Heights – Revise the guidelines for building heights in the existing Sector Plan and allow the applicable zones to determine the building height to promote housing and retail revitalization
- Promote space for the arts
- Permit the location of a hotel along Wisconsin Avenue in the CBD-R2 Zone to provide an activating use in the Woodmont Triangle
- Improve Norfolk Avenue as the “main street” for the Woodmont Triangle Study Area with the Bethesda streetscape, underground utilities, and a bikeway by supporting the existing Capital Improvements Program and increasing opportunities for private development and funding
- Improve the connection between the Woodmont Triangle and the NIH by improving the existing Battery Lane Urban Park
- Change the zoning for two blocks south of St. Elmo Avenue and west of Norfolk Avenue from CBD-1 to CBD-2
- Change the zoning for one block south of St. Elmo Avenue between Norfolk Avenue and Woodmont Avenue from CBD-1 to the CBD-R2 Zone
- Increase the R-10/TDR receiving area
- Provide the opportunity to change to the PD-44 Zone for the properties along Rugby Avenue, Glenwood Road and Old Georgetown Road in the R-60 Zone
- Design buildings to step down to Norfolk Avenue, preserving solar access during hours of high public use
- Create text amendments to the CBD Zones in order to augment opportunities for housing, retail, public art, improved streetscapes, and public amenities