

# Land Use and Zoning Plan

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**This Plan reconfirms the single-family zoning  
throughout the area and balances  
the level of new development  
with transportation  
capacity.**

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**A major goal of the Master Plan is to protect the high quality of life, the existing residential character, and the natural environment throughout the area.** This is achieved by reconfirming the single-family zoning throughout the Planning Area and by balancing the level of new development with existing and new transportation capacity, as discussed in subsequent sections of the Plan.

This Plan recognizes that the land use outside the major employment centers is predominantly non-commercial. While single-family housing comprises 47 percent of the land area in B-CC, 32 percent of the households are in multi-family housing. Other major land users are large stream valley and Federal parklands, country clubs, and private schools, all of which contribute to a high quality, open space environment. Some commercial and higher density housing is concentrated at several locations throughout the area. The Plan endorses the following objectives.

#### **Areawide Land Use Objectives:**

1. Maintain residential character along major highways through a Green Corridors policy.
2. Discourage concentrations of office-related special exceptions, while supporting those related to child and elder services, and other community-serving uses.
3. Support the current use of large land users, but endorse housing as the primary alternative use if they are ever redeveloped.
4. Increase housing choice by allowing townhouse development where compatibility criteria can be achieved.

#### **Community Land Use Objectives:**

1. Maintain a moderate scale, mixed use residential and commercial environment in the Chevy Chase Lake area.
2. Discourage special exception approvals along Old Georgetown Road, except those that are community-serving.

3. Protect the environment, character, and cultural resources of the Palisades area.

This Plan reaffirms the policies and roles of the Sector Plan areas. The Sector Plans are centers of mixed use jobs and high density housing in the Planning Area. Each Sector Plan seeks to concentrate commercial development in limited areas, to limit development to local traffic capacity constraints, and to protect adjacent residential areas. The Master Plan does not change the land use or transportation recommendations of the Sector Plans. However, the Master Plan reviews the zoning adjacent to each Sector Plan and determines the appropriate zoning for those areas. In almost all cases, the existing single-family zoning and other existing zoning are reconfirmed.

This Plan establishes development level policies for Federal employment centers and seeks their cooperation with those policies. Expansion of Federal employment has the same impact on local roads as private sector employment growth. A large increase in ultimate Federal job levels could have several adverse effects on the B-CC Planning Area. These may include:

1. reducing the level of development in other employment centers in B-CC, such as the Bethesda CBD (to ensure that the B-CC area would remain within a moderate level of development), and
2. increasing road congestion above acceptable levels. This may lead to a need for increased road capacity, possibly by a major highway widening to accommodate the larger volumes of highway traffic.

### **3.1 Areawide Land Use Guidelines**

The Master Plan establishes guidelines for various land uses that are located throughout the Planning Area. These guidelines address land use issues related to major highway corridors, special exceptions, large land users such as country clubs and private schools, and conservation areas.

The land use and zoning recommendations for vacant and potentially redevelopable parcels are among the most important recommendations of this Master Plan. This Master Plan analyzes parcels of three acres or more. However, in the special study areas and in other selected locations, parcels under three acres are addressed. The Plan also addresses parcels which could redevelop. The parcel analysis is contained in subsequent sections of the Plan. Each parcel is identified and analyzed on a table in the various land use Sections 3.2, 3.3, and 3.4. Parcels adjacent to the *Friendship Heights* (Section 3.51) and *Bethesda Business District Sector Plans* (Section 3.52) are analyzed on tables in those sections. The Appendix contains maps of key parcel.

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This Master Plan also considers the status of the many un-built rights-of-way throughout the Planning Area. Several larger parcels are specifically addressed in the various land use sections of the Plan. Most parcels are addressed generically as potential pathway connections (Section 4.13), as a deterrent to neighborhood cut-through traffic (Section 4.21), or as a potential adopted neighborhood green space (Section 6.12). These rights-of-way should be preserved for long-term street use, unless other public needs override the need for local access or safety.

Each parcel is evaluated in the context of the overall objectives of this comprehensive Master Plan, as well as for compatibility with the surrounding community. The rationale for each recommendation relates to both the Planning Area and compatibility with nearby properties. Determination of each parcel's compatibility should consider environmental constraints, types of use, height and bulk of structures, buffering by vegetation

or distance, effect of topography on visibility of the use, use of a major highway or arterial for access or buffering, proximity to public or quasi-public uses, proximity to community services or transit, and the comparative density of nearby properties. Nearby uses need not be exactly the same.

This Plan recommends single-family attached (townhouse) uses on some sites throughout the Planning Area. Townhouses could occur through cluster development under existing zoning, through the Transferable Development Rights (TDR) Zone, or through the Townhouse Floating Zone (R-T). (See the Appendix for an explanation of TDR's.) The locations recommended achieve Master Plan objectives and are compatible with nearby properties. In general, townhouse use is recommended in areas of medium density or on larger sites that allow for transition to single-family detached areas.

### **3.11 Green Corridors Policy**

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**The Master Plan endorses a policy of maintenance and enhancement of Green Corridors along the major highways of the Planning Area.** The policy is recommended to stabilize the residential character of the area along major highways. The Green Corridors policy guidelines apply to those parts of East-West Highway, Connecticut Avenue, Wisconsin Avenue, River Road, Massachusetts Avenue, and Goldsboro Road classified as Major Highways. The Old Georgetown Road corridor has its own policy, which incorporates many of the Green Corridor concepts. **Following is the Green Corridors policy for the Bethesda-Chevy Chase area:**

1. Maintain and enhance planting of vegetation along road-sides and in medians of major highway corridors. Much of the green character is already in place in Bethesda-Chevy Chase. Design guidelines include: placing a landscaped buffer between the curb and relocated sidewalks, placing trees in medians and along curbs, screening of front yard parking, and relocating utility poles to allow for optimum tree planting and sidewalks. Visibility for highway safety must also be considered. Protection and enhancement pro-

jects will require coordination between the Maryland State Highway Administration and the Montgomery County Department of Transportation, as well as local property owners, municipalities, and civic associations. (Concepts for planting along the Green Corridors are shown in Figure 6.)

2. Limit the extension of nonresidential land uses in major highway corridors outside Sector Plan and other high density zoned areas. Detailed policies for special exception uses are found in the following section and in the Plan for Old Georgetown Road. In general, the approval of nonresidential uses such as offices should be limited to avoid creating a change from a residential to a commercial character. Without this policy, individual land use changes could erode the residential character along these corridors.

### **3.12 Special Exceptions**

The Master Plan endorses guidelines for the location of special exception land uses in residential areas. Special exception uses, as identified in the Zoning Ordinance in single-family zones, may be approved by the Board of Appeals. Special exception uses may be compatible if they meet the standards and requirements, as well as the general conditions set forth in the Zoning Ordinance. The Zoning Ordinance provides that special exceptions may be denied by the Board of Appeals where there is an excessive concentration in residential areas or where they are inconsistent with Master Plan recommendations. This Master Plan seeks to provide guidelines that will protect residential areas while also attempting to meet important social needs.

To achieve these objectives, **it is recommended that the following guidelines be used for review of special exceptions:**

1. Avoid excessive concentration of special exception and other nonresidential land uses along major highway corridors. Because sites along these corridors have better visibility for business uses, they are more vulnerable to over-

concentration. Of particular concern are office uses, which should be discouraged and are better located in areas with commercial zoning, such as the Bethesda CBD. It is also important to minimize uses that might degrade the safety and capacity of the highway by creating too many access points and conflicting turning movements.

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### **This Master Plan seeks to provide guidelines that will protect residential areas...**

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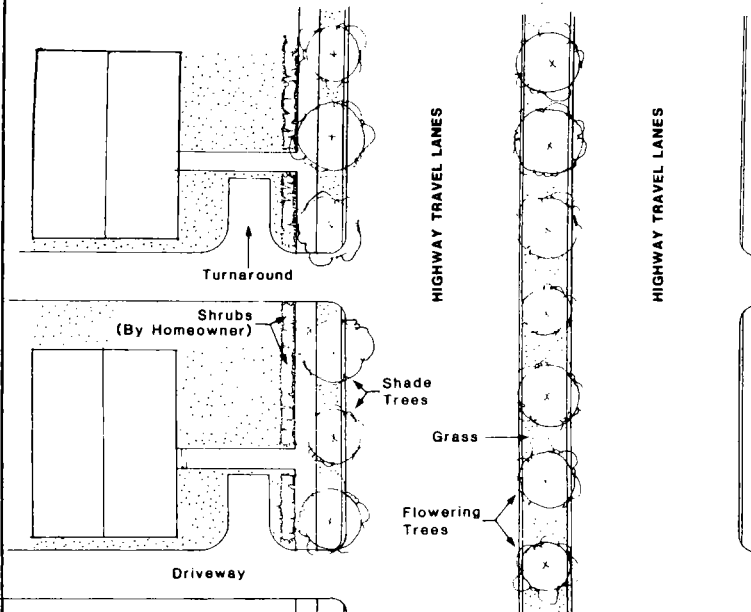
2. Avoid over-concentration of commercial service or office-type special exception uses in residential communities. These include funeral parlors, horticultural nurseries, veterinary clinics, medical or dental clinics, medical or professional offices, and philanthropic organizations. The Plan does not discourage home occupations that meet Zoning Ordinance criteria. Areas which may be most vulnerable are near employment centers and along major highways.
3. Protect major highway corridors and residential communities from incompatible design of special exception uses. In the design and review of special exceptions, the following guidelines should be followed, in addition to those stated for special exception uses in the Zoning Ordinance:
  - a. Any modification or addition to an existing building to accommodate a special exception use should be compatible with the architecture of the adjoining neighborhood and should not be significantly larger than nearby structures.
  - b. Front yard parking should be avoided because of its commercial appearance; however, in situations where side or rear yard parking is not available, front yard parking should only be allowed if it can be landscaped and screened adequately.
4. Support special exception uses that contribute to the housing objectives of the Master Plan. In general, the Plan endorses meeting special population needs through provision of elderly housing and group homes that are compatible

# GREEN CORRIDOR CONCEPTS

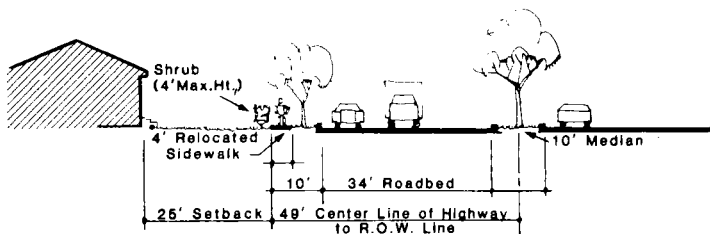
Figure  
**6**

## LANDSCAPING SCHEMES

**Scheme 1**



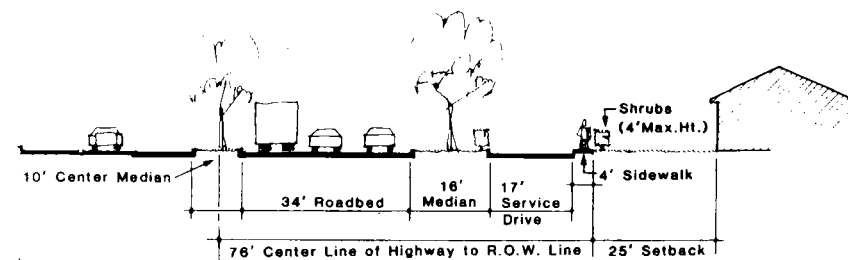
**PLAN**



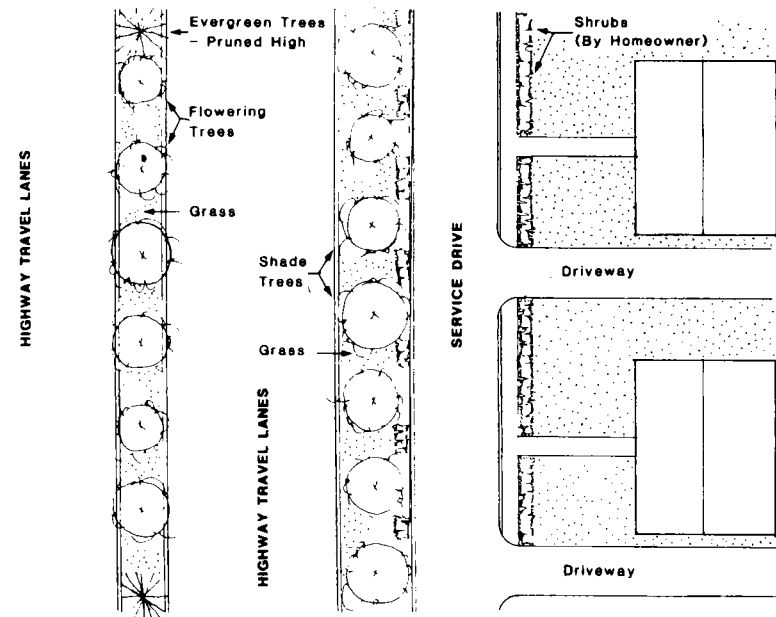
**CROSS SECTION**

**TYPICAL HIGHWAY WITH CENTER MEDIAN**

**Scheme 2**



**CROSS SECTION**



**PLAN**

**TYPICAL HIGHWAY WITH SERVICE DRIVES  
 AND MEDIANS**

with nearby land uses. The Plan also endorses expanding choices of housing types by provision of accessory apartments.

5. Support special exception uses that contribute to the service and health objectives of the Master Plan. The needs and objectives related to child day care and the elderly are discussed in Section 6.2. In general, the Plan endorses provision of child day care, group homes, elder day care, and nursing homes. It is important to meet health needs through hospital services and hospice centers that are appropriately sized to be compatible with surrounding neighborhoods.

### ***3.13 Large Land Users***

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**This Master Plan recommends the continued use, within existing zoning, of country clubs, private schools, and other institutions throughout the Planning Area.**

Country clubs in the area include Burning Tree Country Club, Columbia Country Club, Chevy Chase Club, and Kenwood Country Club. It is assumed that the country club uses will continue and therefore, the existing zoning designations of these properties are appropriate. These properties are recognized as an important private open space resource, particularly in an area which is as largely developed as Bethesda-Chevy Chase. Some protection of country club open space might be achieved through a tax incentive program.

If a change in use occurs in the future, this Plan recommends that the use of the country club properties be primarily for housing. Further analysis at the time would determine the appropriate zoning, scale, and form of development. These parcels would be considered for mixed residential use with the possibility of public active or passive recreational space, affordable housing, and increased density through the use of Transferable Development Rights (TDR's), as explained in the Appendix. Each of these alternatives must be weighed against other considerations, such as adequacy of highway facilities and compatibility with nearby development. Such changes

in land use would require another amendment to the Master Plan.

This Master Plan makes specific land use and zoning recommendations for several properties. (See Table 1.) These include:

- Audubon Naturalist Society
- Stone Ridge School
- F.A.E.S. and the Knights of Columbus
- American College of Cardiology
- Landon School
- Holton Arms School

In general, existing zoning is reconfirmed. Existing zoning and the option for using TDR's is recommended for portions of Stone Ridge School, FAES, Knights of Columbus, and Landon School. Protection of a historic resource and its environmental setting is recommended for Audubon Naturalist Society and Landon School.

Residential zoning and continuation of the existing use is recommended for the National 4-H Center, the YMCA on Old Georgetown Road, Federation of American Societies for Experimental Biology, the French School, St. Jane de Chantal Church and School, and the Sidwell Friends School. These are long-term, stable uses which are viewed as community resources. In some cases, new development on these sites will also require an amendment to existing special exception conditions to protect the setting of the use and to maintain compatibility with nearby properties.

**This Plan recommends that new, large-scale special exception uses are generally not appropriate for these sites.** Such uses would generally change the residential character of adjacent areas. Occasionally, a school or club will construct new facilities or additions which require special exception approval. These should be reviewed on a case-by-case basis to ensure compatibility with area residences and conformance with other Plan objectives.

**Table 1**  
**LARGE LAND USERS LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
LL1	8940 Jones Mill Rd (Audubon Naturalist Society)	40.5 acres						
		a. 33.1 acres (west)	LL1a Institu- tional, historic site, open space	R-90	Institu- tional or Residential (145 du potential; - incl. 21 MPDU's)	R-90	<ul style="list-style-type: none"> <li>- Cluster may be approved for parcels larger than five acres</li> <li>- Not appropriate for townhouses or increased density using TDR's</li> <li>- Woodend is a designated resource (#35/12) in the <i>Master Plan for Historic Preservation</i>, the whole site is designated as the environmental setting</li> </ul>	<ul style="list-style-type: none"> <li>- Similar use to adjacent and nearby areas</li> <li>- Primary street not appropriate for increased density</li> <li>- Preservation of some woods and protection of the designated historic resource</li> </ul>
		b. 7.4 acres (east)	LL1b Vacant, wooded		Residen- tial (26 du potential)	R-90	<ul style="list-style-type: none"> <li>- Site Plan for LL1a must be sensitive to the environmental setting for Woodend</li> <li>- Wooded site LL1b has 100-year floodplain at the rear</li> <li>- Site plan for LL1b should be sensitive to relation between actively used trail on adjacent parkland and buildings on the site</li> </ul>	
LL2	Wisconsin Ave at Cedar La (Stone Ridge School)	34.56 acres						
		a. 18.36 acres	Private School (Potential, 111 du)	R-60	LL2a Single- family (111 du poten- tial, in- cluding 16 MPDU's)	R-60, suit- able for cluster	<ul style="list-style-type: none"> <li>- Some limit on development potential due to school structures and related facilities</li> <li>- Expect private school use to continue</li> <li>- Orientation and access of houses should be on Cedar La</li> <li>- Consideration to be given to trees, slopes, and stream</li> <li>- Provision of green space should be integral to development plan</li> </ul>	<ul style="list-style-type: none"> <li>- Protect environmental character of site</li> <li>- Maintain campus-like environment</li> </ul>

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

Table 1 (Cont'd.)

## LARGE LAND USERS LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
LL2 (Cont'd.)		b. 16.20 acres	(Potential, 98 du)		LL2b Single- family attached and detached (157 du acre potential, including 23 MPDU'S)	R-60/ TDR suitable for 8 units to the acre	<ul style="list-style-type: none"> <li>- Size of site would enable housing type mix to be accommodated</li> <li>- Single-family detached to be placed along properties on Chanute Dr and on Cedar La with townhouses along school and Naval Medical boundaries</li> <li>- Access via East Parkhill Dr and Cedar La</li> <li>- Preserve trees and attention to slopes</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing and TDR objectives</li> <li>- Assure compatibility</li> </ul>
LL3	Both P497 (FAES)	3.92 acres a. 1.61 acres	Institu- tional (6 du potential) Institu- tional (9 du potential)	R-60	Single- family attached (both:31 du potential at 8/acre) (LLa: 9 du potential at 6/acre) (LLb: 13 du potential at 6/acre)	R-60/ TDR	<ul style="list-style-type: none"> <li>- If assembled, suitable for 8 units per acre; if not assembled, suitable for 6 units per acre</li> <li>- No new special exceptions are recommended</li> <li>- Access via Cedar La</li> <li>- Orientation away from Old Georgetown Rd</li> <li>- Mitigate noise through design, construction, landscaping</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing and TDR objectives</li> <li>- Assemblage would enable better site design</li> <li>- Cumulative effect of special exceptions along Old Georgetown Rd</li> <li>- Meets Plan objectives for Old Georgetown Rd</li> <li>- Maintain residential use and scale along Old Georgetown Rd</li> </ul>
	P499 Old George- town Rd and Cedar La (Knights of Columbia)	b. 2.31 acres						
LL4	Old George- town Rd at West Cedar La (American College of Cardiology)	7.98 acres	Institu- tional	R-60	Single- family detached	R-60	<ul style="list-style-type: none"> <li>- Campus-like setting is to be maintained along Old Georgetown Rd</li> <li>- Not appropriate for townhouses</li> <li>- If development in single-family detached housing occurs, should locate along Alta Vista and should prompt reconsideration of special exception</li> </ul>	<ul style="list-style-type: none"> <li>- Critical to Plan objectives re: Green Corridors and character of Old Georgetown Rd</li> <li>- Townhouses would not perpetuate campus atmosphere</li> </ul>



Table 1 (Cont'd.)

## LARGE LAND USERS LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
LL5	Wilson La at Merrick Rd (Landon School)	66.5 acres						
		a. 51.31 acres (Historical environ- mental setting: 11.77 acres)	Private School (Potential, 186 du)	R-90	LL5a Single- family detached (180 du potential, including 27 MPDU's)	R-90	<ul style="list-style-type: none"> <li>- Development potential of LL5a is limited due to location of school structures and related facilities as well as to presence of stream and slopes</li> <li>- HPC and Planning Board have recommended inclusion of Landsdale House and environmental setting on Master Plan for Historic Preservation</li> </ul>	<ul style="list-style-type: none"> <li>- Expect private school use to continue</li> <li>- If it occurs, development within environmental setting should preserve the vista of the Landsdale (House) from Wilson Lane</li> <li>- Protect environmental character of site</li> </ul>
		b. 15.19 acres	(Potential, 65 du)		LL5b Single- family attached and 8 units detached (147 du poten- tial, in- cluding 22 MPDU's)	R-90/ TDR suitable for 8 units to the acre	<ul style="list-style-type: none"> <li>- Size and topo of area would enable site to accommodate mixed housing types</li> <li>- Single-family detached units should be sited along Wilson La and along perimeter of property with R-90 zoned neighborhoods</li> <li>- Campus-like environment should be maintained, particularly from Wilson La</li> <li>- Access to be determined at subdivision</li> <li>- Careful traffic analysis at time of subdivision would better determine appropriate number of du's for site</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing and TDR objectives</li> <li>- Assure compatibility with adjacent single-family residences</li> </ul>
LL6	River Rd near Burdette Rd (Holton Arms School)	51.89 acres						
		a. 32.76 acres P569 N 777	Private School	R-200		R-200	<ul style="list-style-type: none"> <li>- Limited development potential due to school structures and related facilities</li> </ul>	Expect private school use to continue
		b. 19.13 acres P755 P752	Private School, Vacant	R-90	Single- family de- tached (82 du potential, including 12 MPDU's)	R-90, suitable for cluster	<ul style="list-style-type: none"> <li>- Only access appears to be dedicated but unbuilt Burning Tree Road</li> <li>- Preserve trees and slopes</li> <li>- Provide pedestrian pathway to local park</li> </ul>	<ul style="list-style-type: none"> <li>- Conforms to existing development pattern</li> <li>- Enhance and protect environmental character of site</li> </ul>

### 3.14 Conservation Areas

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Three locations in the Bethesda-Chevy Chase Master Plan area are identified as conservation areas. It is the policy of this Master Plan that these areas should be preserved, protected, and enhanced. The identification does not imply absolute prohibition of development or support for park acquisition. These areas include:

1. Coquelin Run Conservation Area in the Chevy Chase Lake area. This area includes Parcels C 9, C 10, and part of C 19.
2. Booze Creek Conservation Area in the Mid-Bethesda area north of River Road. This area includes parts of Parcels LL 3 and N 16.
3. Braeburn Parkway Conservation Area in the Palisades area north of MacArthur Boulevard. This area includes Parcels P 4, P 5, and P 6.

The purpose of a conservation area is to recognize and provide guidelines for environmentally constrained sites.

The means of protection may include:

1. applying environmental protection criteria at the time of subdivision, in accordance with the subdivision regulations and the guidelines followed by staff;
2. retaining property in public ownership or endorsing public acquisition of property; and
3. requesting action by private owners to protect sensitive environmental features on their property.

**The conservation areas identified in this Master Plan do not prohibit any development of a particular property or include endorsement for public park acquisition.** However, development may be greatly reduced at the time of subdivision and decisions to acquire property may be made as part of the Parks Department planning process.

Conservation areas in this Master Plan include areas within the ultimate 100-year floodplain and a stream buffer area. In

some cases, the stream buffer goes beyond the 100-year floodplain. A conservation area may also include other sensitive environmental features in need of protection, such as areas with steep slopes, highly erodible soils, or mature woodlands. Some conservation areas provide linkages to existing parks.

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This Master Plan does not identify large geographic areas, such as the Palisades area, as conservation areas. Instead, such areas are identified and protected through other measures, including development guidelines, land use recommendations, and scenic route designation.

The "Montgomery County Planning Board Staff Guidelines for the Protection of Slopes and Stream Valleys" are applied during the regulatory process. Floodplains are designated in State and County regulations as unbuildable areas. Wetlands disturbance is strongly discouraged by State and Federal regulations.

## 3.2 Chevy Chase – Eastern and Southern B-CC

### 3.21 Areawide Plan

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This portion of the Bethesda-Chevy Chase Planning Area is bounded on the north by I-495 (the Beltway), on the east by Rock Creek Park, and on the south by the District of Columbia. The western boundary includes the Naval Medical Center, the Bethesda Business District, Little Falls Branch Parkway, and Massachusetts Avenue.

This area has stable land use and transportation charac-

teristics and should remain as is.

In general, the land uses in this area are distinct and separate. The mixing of commercial and higher density residential uses occurs in the business districts and in Chevy Chase Lake. Several large land users and institutions are within the area. The remaining land usage is predominantly single-family detached within the R-60 and R-90 zoning categories. In some areas, lot sizes exceed the zoned minimum and may be subject to further subdivision. The few exceptions to this residential pattern include a local commercial area on Brookville Road (C-1) and a townhouse development on Western Avenue (R-T). A second C-1 area on Brookville Road is now used for a park by Chevy Chase Village and is recommended for R-60 zoning.

There are a few remaining vacant parcels or properties subject to redevelopment. Most of these properties could be developed at current zoning densities after receiving approval for subdivision. Several properties are recommended as suitable for cluster development.

The recommended use and zone for each parcel are provided on the accompanying Table 2. The parcels are identified on the fold-out map, "Zoning and Highway Plan."

A variety of special land uses exist in the area. Special exception uses are legal in residential zones, but require specific approval once compatibility issues are resolved. The major highways of this area have few, if any, special exception non-residential uses. The potential for such uses is recognized, particularly in large houses on large lots along the major highways. Guidelines for future approvals are discussed in this Plan. (See Section 3.12.)

**Following is a summary of the Planning Area recommendations that apply to the Chevy Chase area (Eastern and Southern B-CC).**

1. Endorse a Green Corridors policy for major highways, including Connecticut Avenue, East-West Highway, and Wisconsin Avenue. (See Section 3.11.)
2. Continue the present uses of the country clubs and other large land users. However, alternative uses might include

increased housing through transferable development rights. (See Section 3.13.)

3. Reaffirm the recommendations of the Sector Plans and reconfirmation of the zoning adjacent to the Bethesda Sectional Map Amendment (SMA) boundary, the Friendship Heights CBD boundary, and the Westbard SMA boundary. Some residential areas are adjacent to either the Bethesda or Friendship Heights Business Districts or to the Westbard Sector Plan Area. The policies of the three Sector Plans are summarized elsewhere in this report. (See Section 3.5.)
4. Treat the Georgetown Branch Railroad right-of-way as discussed elsewhere in this Plan. (See Section 4.14.)

The area contains important historic resources. The Corby Mansion (Atlas Resource #35/13-1) and the Somerset Historic District (Atlas Resource #35/36) have been designated on the *Master Plan for Historic Preservation*. In addition, this Master Plan endorses further consideration of a portion of the Chevy Chase area, identified in the County's *Locational Atlas* as a potential historic district. (See Table 16, in Chapter 7.)

### **3.22 Chevy Chase Lake Plan**

**The Master Plan recommends maintaining the community-oriented shopping area, with its mix of nearby public facilities and several office buildings, surrounded by a variety of housing types. The recommendations for this area (see Figure 7) seek to achieve the following objectives:**

1. Protect and enhance the mixed use and mixed density residential character of the area.
2. Preserve and enhance desirable qualities in future development, such as open space, predominantly low-scale structures, community shopping, a mix of residential densities, and public facilities. Future development should improve the visual quality of the study area.
3. Support housing near transit and employment centers and elderly housing.

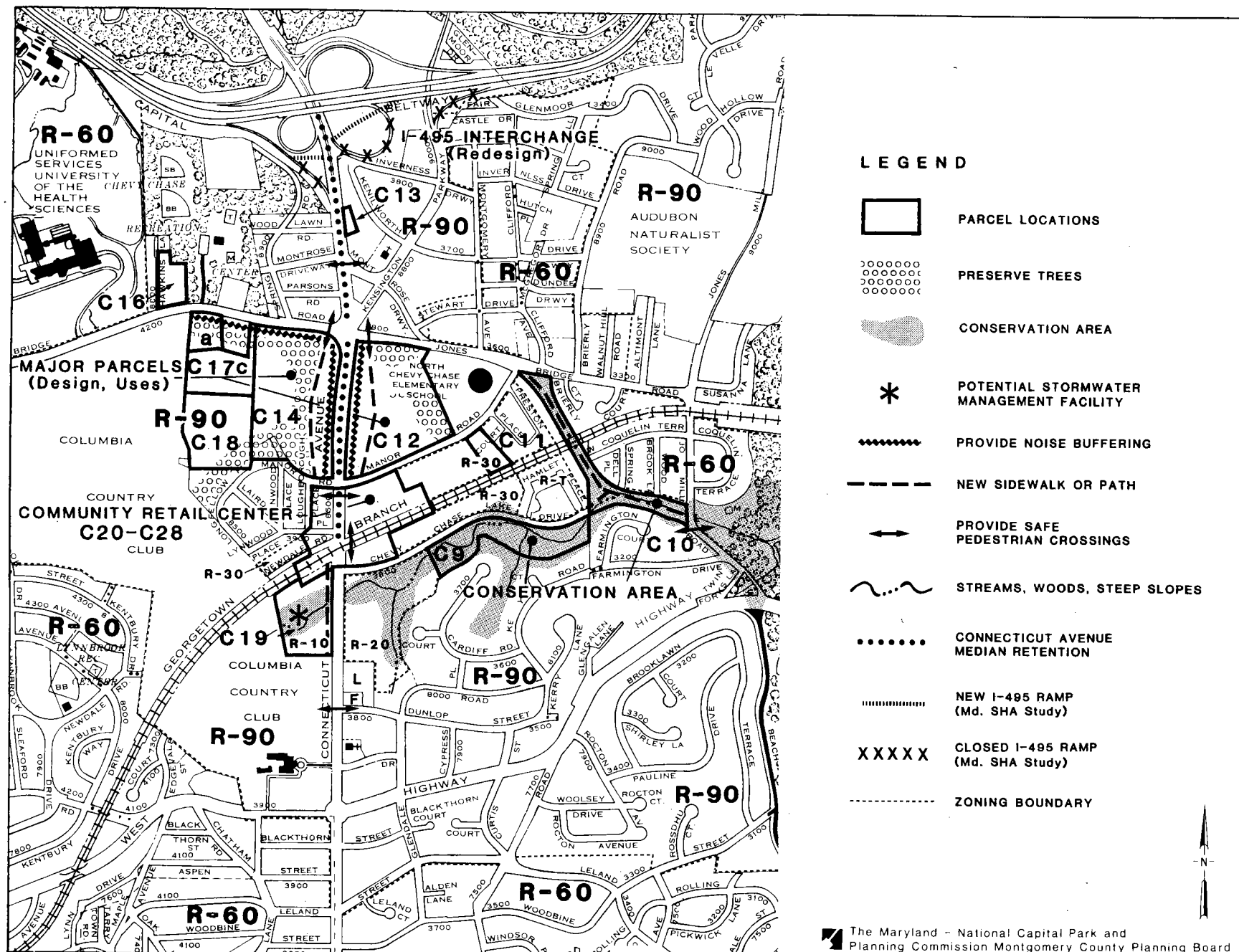
**Table 2**

**CHEVY CHASE: EASTERN B-CC LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 1 Western Ave at Earlston Dr	2 lots	Grocery (Western Market)	R-60	Grocery or Single- Family	R-60	- No commercial expansion is recommended - The existing market, which preceded the current zoning, is allowed to continue as a nonconforming use	- Retaining R-60 limits commercial to existing use
C 3 Brookeville Rd at Quincy St (east side)	0.35 acre or 15,096 sq. ft.	Park (Chevy Chase Village)	C-1	Park	R-60	- Now owned and used as a park by Chevy Chase Village	- No need for commercial zoning
C 4 Brookeville Rd between Turner and Taylor Sts (east)	0.56 acre or 24,192 sq. ft.	Shops (6) & Gas Station (Amoco)	C-1	Shops & Gas Station	C-1	- Buildings contain 12,124 sq. ft., with parking in the rear	- Area and uses are appro- priate for this neighborhood scale center
C 5 Brookeville Rd at Taylor St		Restaurant (La Ferme)	R-60	Single- Family or restaurant	R-60	- Lawful use, since existed prior to 1967; could be granted a special exception, but should buffer adjacent houses; (Zoning Ordinance, 59-G-2.57.)	- Expansion of other commer- cial uses (C-1 zone) is not appropriate on this parcel
C 6 Jones Mill Rd, between Susanna La and Wood- hollow Dr  (P84) (East Side)	3.54 acres	Single- Family (10 du potential)	R-90	Single- Family (12 du potential)	R-90 Cluster	- Suitable for cluster development - Wooded site, has 100-year flood- plain at the rear - Site Plan should be sensitive to relations between actively used trail on adjacent parkland and buildings on the site	- Similar use to adjacent and nearby areas - Preservation of some woods

Definitions: Single-family means single family detached, townhouse means single family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.



4. Protect mature woods, large trees, open space, and historic resources of the area.
5. Improve the access for pedestrians to community retail, community facilities, public transit, open space, and public parks. Particular attention should be made to pedestrian connections with the Georgetown Branch right-of-way which runs through the Chevy Chase Lake retail area.
6. Encourage smooth and safe traffic circulation for local and through traffic. Discourage intrusion on local streets by through traffic. Encourage local pedestrian movement.
7. Upgrade commercial areas in appearance; they should continue to serve community shopping needs. Encourage changes in types of commercial uses in response to changing community needs. The area should not become a large employment center.
8. Encourage public use spaces, such as a community courtyard, in the commercial area to offer: opportunities for casual interaction, linkage to pedestrian circulation and transit stops, public gathering space, and attractively landscaped open space. Also encourage the development of visual and physical connections to existing and future commercial areas.

## Land Use

**This Plan recommends that, in general, the existing land use for this area be maintained and enhanced.** A number of specific parcels have been reviewed and have their own land use recommendations. These recommendations are shown on Table 3. This Plan also develops a series of recommendations for the Chevy Chase Lake retail area. The land use recommendations do not assume that there will be transit service on the Georgetown Branch and will remain the same even if that service is provided.

**The land use recommendations for this area are summarized below:**

1. Cluster development to preserve wooded properties and historic sites. (Parcels C 16, C 17, and C 18.)
2. Use R-90/TDR development to achieve County develop-

ment and B-CC housing objectives including Moderately Priced Dwelling Units (MPDU's), on Parcel C 12.

3. Complete the approved institutional special exception use to support County economic development goals on Parcel C 14.
4. Allow for elderly or life care housing to meet a growing need, on Parcel C 12.
5. Identify conservation areas to encourage protection of environmentally sensitive areas and to allow for pathway access on Parcels C 9, C 10, and C 19.
6. Reconfirm the R-90, R-60, RT, and R-20 zoning on other properties in the area.

Guidelines for protection of the environment include:

1. Retain large stands of trees on Parcels C 12 and C 14; protect wooded character of Parcels C 9 and C 10.
2. Protect new residential projects on Parcel C 12 from highway noise by setbacks, building orientation, and earth berms.

## Community Retail Center

The Chevy Chase Lake retail area is a valuable commercial resource in the B-CC Planning Area. **This Plan recommends that this retail center be retained and continue to serve community shopping needs.** As future development and redevelopment occurs, the commercial area should be upgraded in appearance. Public use spaces, increased landscaping, and pedestrian circulation improvements are encouraged.

The Chevy Chase Lake retail area is located on Connecticut Avenue between Manor Road and Chevy Chase Lake Drive. The retail area encompasses more than 322,000 square feet of land currently zoned for commercial and industrial uses. More than 318,000 square feet of development has been built in this area.

A variety of community-serving retail establishments are located in the Chevy Chase Lake retail area, including a grocery

Table 3

## CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 9 P463 Chevy Chase Lake Dr (south)	8.9 acres	Vacant (Chevy Chase Land Co.) (25 du potential)	R-90	Conserva- tion Area	R-90	- Expect no additional development, since 95% floodplain, steep slopes and wooded	- Undevelopable site - Coquelin Run links to Rock Creek Park
C 10 Jones Bridge Rd & Jones Mill Rd	12± acres	Vacant and wooded (Montgo- mery County R.O.W. for Coquelin Pkwy) (60 du potential; include 10 MPDUs)	R-60	Conserva- tion Area	R-60	- Provide bike connection along Coquelin Parkway from Jones Bridge Rd via Georgetown Branch, to Chevy Chase Lake Dr, and Jones Mill Rd to Rock Creek Park - Also addressed in the Master Plan amendments for Georgetown Branch - Bike use depends on environmental and floodplain impacts - Not appropriate for road use due to environmental and community impacts	- Increase bicycle and pedestrian access for: o internal community access o connection to Rock Creek Park and school o connect to potential Georgetown Branch trails
C 11 Manor Rd (south) Lot 5, Blk. 2	2.4 acres	Vacant (Chevy Chase Land Co.) (34 du potential)	R-30	Town- houses or Apartments	R-30	- Has 25' depression and wet soil (Glenville Silt Loam/GmB) - Should avoid rear of site and basements in wet soil areas - May not be possible to achieve full development potential due to environmental constraints	- Located between apart- ment and townhouse uses, so can retain the same character of existing development - Reduce density, due to depression and wet soils

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

Table 3 (Cont'd.)

## CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
C 12	Connecticut Ave at Jones Bridge Rd (SE)	18.5 acres	1 house, Trees (Chevy Chase Land Co. (80 du potential, include 12 MPDUs)	R-90	Townhouse and/or Apartment (157 du potential including 23 MPDUs)	R-90/TDR (7 du/acre)	<ul style="list-style-type: none"> <li>- Not suitable for a large employer, by a special exception</li> <li>- Suitable for cluster if low scale garden apartments are located near Manor Rd and single-family are built near Jones Bridge Rd</li> <li>- May waive required single-family, so can design site to preserve stands of mature trees and improve pedestrian access in the area</li> <li>- Appropriate for up to 7 du's per acre, utilizing the optional method</li> <li>- May be appropriate for a small Park-n-Ride lot</li> </ul>	<ul style="list-style-type: none"> <li>- Important housing location and meet TDR goals</li> <li>- Near: apartment housing, shopping, school and bus transit</li> <li>- Protect residential character and community scale</li> </ul>
					Elderly or Life Care Housing (est. 140 du)	R-90 Special exception	<ul style="list-style-type: none"> <li>- Suitable for up to 20 du/acre</li> <li>- Maximum 7 acres near Manor Rd; maximum 6 stories, if elderly</li> <li>- Provide community access to services and link with school programs</li> </ul>	<ul style="list-style-type: none"> <li>- Meet transit/ride-sharing goals by serving local commuters</li> <li>- Meet elderly housing goals</li> </ul>
C 13	Connecticut Ave, from Montrose Drwy to Inverness Dr (east) (Lots 7-10)	4 lots	Single-family (4 du)	R-90	Single-family	R-90	<ul style="list-style-type: none"> <li>- Maryland State Highway Administration may relocate I-495 access ramp from Kenilworth Avenue to Connecticut Avenue</li> <li>- Support purchase and resale of four homes on east side of Connecticut Avenue</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of alternative access to Connecticut Avenue</li> </ul>
C 14	Connecticut Ave at Jones Bridge Rd (SW)	22.5 acres	Vacant, Trees (Hughes)	R-90	Institutional Special Exception approved	R-90	<ul style="list-style-type: none"> <li>- Site design should preserve significant areas of trees, address traffic noise, and improve pedestrian access in the area</li> <li>- Height to 2-3 stories</li> <li>- Limit coverage to 20% building; 50% land</li> </ul>	<ul style="list-style-type: none"> <li>- Support County economic development goals</li> <li>- Enhance and protect the wooded character of the site</li> </ul>



Table 3 (Cont'd.)

## CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 16 Jones Bridge Rd, near Hawkins La (north)	2.5 acre	Single-family (7 du potential)	R-90	Single-family (9 du potential)	R-90 Cluster	<ul style="list-style-type: none"> <li>- Support cluster of single-family detached units on all or part of site, if would help preserve the single-family detached character of the Hawkins La area</li> <li>- Development should attempt to maintain the character of the Hawkins La private roadway</li> <li>- Note the potential historic district designation of the area</li> </ul>	<ul style="list-style-type: none"> <li>- Consistent with nearby residential area on north side of Jones Bridge Road</li> <li>- Seek to protect the character of the Hawkins Lane community and roadway</li> </ul>
C 17 Jones Bridge Rd, near Hawkins La (south) P976, P978, P60	C17a-2.2 acres C17c-4.8 acres Total =7.0 acres	2 houses on large lots (20 du potential)	R-90	Town-houses (25 du potential)	R-90 Cluster	<ul style="list-style-type: none"> <li>- Suitable for cluster, if combined parcels are five acres or more</li> <li>- Cluster could allow retention of houses and immediate environs</li> <li>- Address traffic noise in site design</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing goals</li> <li>- Enhance and preserve character of site</li> </ul>
C 18 Longfellow Pl P212	9.4 acres	1 historic mansion house (MacNeille) (33 du potential)	R-90	Houses (33 du potential, if cluster)	R-90	<ul style="list-style-type: none"> <li>- Hayes Manor is a designated resource in the <i>Master Plan for Historic Preservation</i>, #35/10</li> <li>- Cluster may be approved for parcels larger than five acres</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and preserve the historic house and the environmental setting</li> <li>- Single-family area to the south</li> </ul>
C 19 Connecticut Ave at Georgetown Branch (SW)	7.9 acres	Vacant floodplain, wooded, slopes (Chevy Chase Land Co.) (343 du's planned)	R-10	High-Rise Apartment (343 du's under construction)	R-10	<ul style="list-style-type: none"> <li>- MPDUs waived; payment made to housing fund</li> <li>- Guidelines for site development, including Special Exception use</li> <li>- Build sidewalk to Newdale Rd and crosswalk to library</li> <li>- Possible regional SWM location</li> <li>- Maintain the floodplain and stream buffer as a conservation area</li> </ul>	<ul style="list-style-type: none"> <li>- Construction proceeding under R-10 zoning</li> <li>- Project will help meet housing goals</li> <li>- Protect floodplain from development</li> </ul>

store, hardware and lumber store, bank, pharmacy, florist, and gas stations. This area is centrally located on one of the most important streets in the area and is near the I-495 Beltway. The Chevy Chase Lake retail area represents a significant amount of nonresidentially zoned land.

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**Continued upgrading of the pedestrian environment and the appearance of commercial buildings, as well as the provision of a public use space, is supported to enhance the community retail center concept.**

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This area is characterized by a varied zoning pattern, with some lots zoned C-1, others zoned C-2, and several with split commercial and industrial zoning. This Plan recommends that the zoning pattern of the Chevy Chase Lake retail area be changed to reflect more accurately its retail character.

Many of the properties in the Chevy Chase Lake retail area currently have remaining development potential. For example, the lot size of Parcel C 23 (see Figure 8) is 80,952 square feet. Under the current C-1/I-1 split zoning on the site, the development on the site could be increased from the current 38,400 square feet to approximately 120,000 square feet.

**This Plan recommends that the zoning in the area be revised to zones that are more in keeping with the retail scale and density envisioned for the area.** This Plan presents design guidelines that should be considered when any property is expanded or redeveloped.

If expansion or redevelopment occurs, this Plan recommends that such a retail center contain a mix of stores similar to those that exist today. An added feature of the center could

be public use spaces (such as a community or village square). Outdoor spaces could be designed to accommodate informal gathering, public events, outdoor eating, and pedestrian connections to other areas. A public use space could be provided on the southeast portion of Connecticut Avenue and Manor Road as part of a modest expansion to existing and remodeled commercial buildings.

Community Retail Center parcel locations are shown on Figure 8. Table 4 contains specific land use and zoning recommendations, which are summarized as follows:

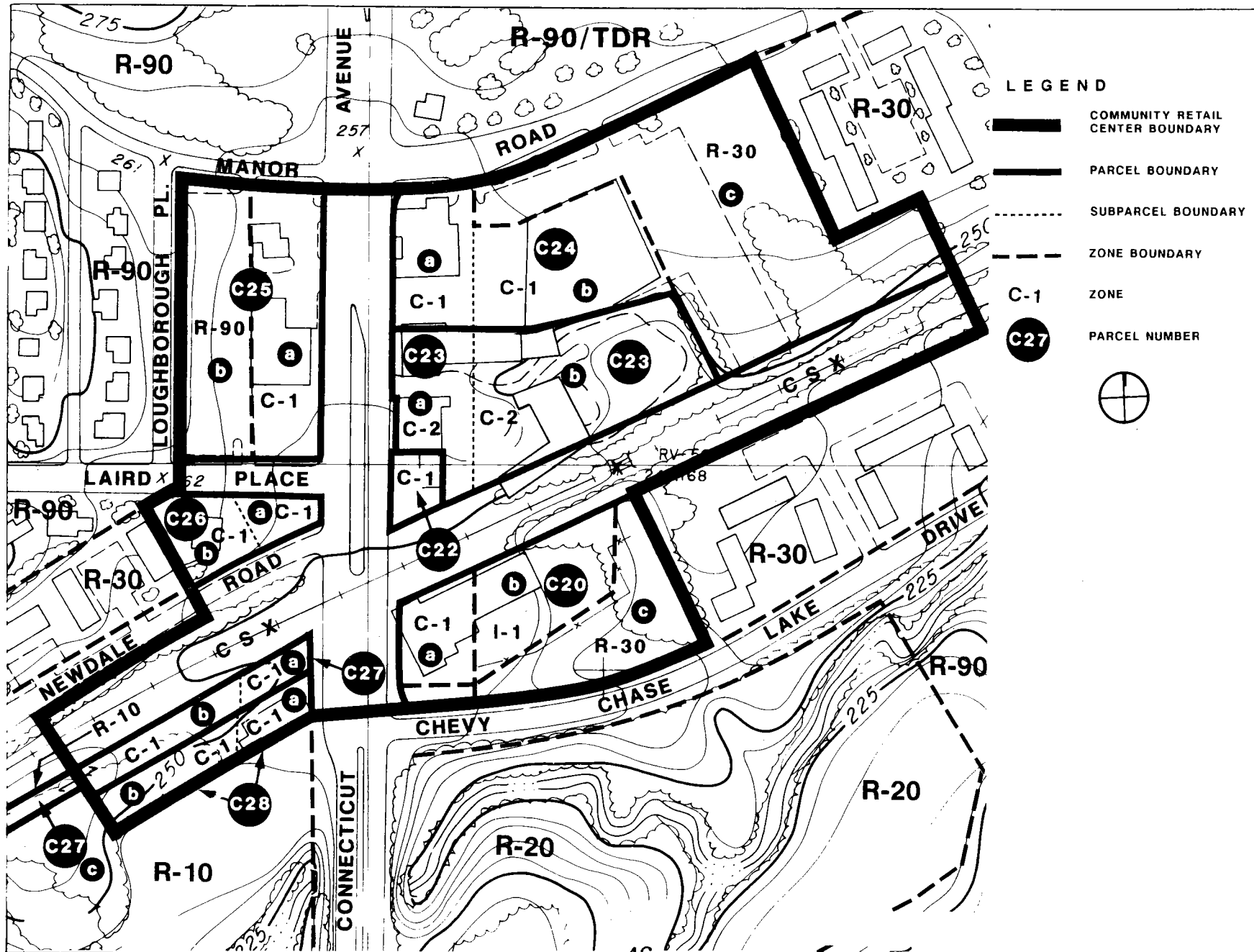
1. Encourage conformance with land use and design objectives.
2. Encourage retail land uses and densities in the range of 1.0 to 1.5 FAR so that this commercial area remains community-oriented.
3. Retain residential zoning on some properties in order to provide future opportunities for residential development and so that existing parking use and design is controlled through the special exception process (Parcels C 20c, C 24c, and C 25b).

Continued upgrading of the pedestrian environment and the appearance of commercial buildings, as well as the provision of a public use space, is supported to enhance the community retail center concept. A concept plan and an illustration of a community courtyard are shown in the Appendix. **The Plan endorses the following Chevy Chase Lake Community Retail Center Design Guidelines.**

1. Streetscape should include street trees, appropriately sized sidewalks, street furniture, signage, lighting fixtures, and, if feasible, underground or relocate utilities. The median should remain as an important feature. Pedestrian crossings should be incorporated at corners and at mid-block, and be designed with decorative paving or landscaping as appropriate.
2. All new buildings or expansions should include a facade treatment which complements or blends with existing structures. In the case of comprehensive redevelopment, a

# CHEVY CHASE LAKE COMMUNITY RETAIL CENTER PARCELS

Figure  
**8**



**Table 4**  
**CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS**  
**FOR THE COMMUNITY RETAIL CENTER**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)		Existing Use Zone		Recommended Use Zone		Conditions, Constraints, Comments	Rationale
C 20 Connecticut Ave at Chevy Chase Lake Dr	a. 0.38 acre or 16,630 sq.ft. b. 0.68 acre or 29,594 sq.ft. c. 0.90 acre or 39,068 sq.ft.		Office Bldg. (Lake Bldg.) Parking	C-1 I-1 R-30/ SE	Office Bldg.  Parking	C-1 I-1 R-30/ SE	- If special exception is requested, require conformance with Plan Design Guidelines for the Community Retail Center	- The zoning is appropriate for the permanent use
C 22 Connecticut Ave at Georgetown Branch (NE)	0.16 acre or 6,973 sq.ft.*		Gas Station (Exxon)	C-1/ SE	Retail SE	C-1	- If request special exception revision, then must conform with the Plan Design Guidelines	- Continue retail uses - Special exception allows design control; could combine with Parcel C 23
C 23 Connecticut Ave, near Georgetown Branch (NE)	a. 0.56 acre or 24,190 sq.ft. b. 1.30 acres or 56,762 sq.ft.*		Hardware; Building Materials (T.W.Perry)	C-1 I-1	Retail; Building Materials and Office	C-2 C-2	- The Master Plan endorses conformance with the Plan Design Guidelines, including provision of public use spaces - C 23: T.W. Perry existing floor area is 39,400 sf. Potential floor area is 81,000 sf. to 121,000 sf	- Allows for continuation of existing uses - Removes potential for large employment center (i.e., office building) up to 10 floors - May result in streetscaping and a public use space in a community retail center - C-2 zoning is appropriate for the scale and uses on this site

\* Small transfers of property due to the possible Georgetown Branch transit and trail project station design may occur, but cannot be predicted at this time.

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

**Table 4 (Cont'd.)**

**CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTER**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
C 24	Connecticut Ave at Manor Dr (SE)	a. 0.54 acre or 23,431 sq.ft.	Shops	C-1	Retail	C-1	<ul style="list-style-type: none"> <li>- The Master Plan endorses conformance with the Plan Design Guidelines, including provision of public use spaces</li> <li>- C 24: Chevy Chase Lake Center existing floor area is 38,400 sf Potential floor area is 75,000 sf to 115,000 sf</li> </ul>	<ul style="list-style-type: none"> <li>- Allows for continuation of existing uses</li> <li>- Removes potential for large employment center (i.e., office building) up to 10 floors</li> <li>- May result in streetscaping and a public use space in a community retail center</li> <li>- C-1 zoning is appropriate for the scale and uses on this site</li> </ul>
		b. 0.93 acre or 40,713 sq.ft.	Grocery	I-1	Retail	C-1		
		c. 12.84 acre or 23,908 sq.ft.	Parking (Chevy Chase Lake Center)	R-30/ Special Excep- tion	Parking	R-30 Special Excep- tion-		
C 25	Connecticut Ave at Manor Dr (SW)	a. 0.85 acre or 36,962 sq.ft.	Shops & Bank	C-1	Retail & Offices	C-1	<ul style="list-style-type: none"> <li>- Seek voluntary cooperation with Plan Design Guidelines</li> <li>- If request special exception revision, require conformance with Plan Design Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>- C-1 allows owner to modify structure if needed</li> </ul>
		b. 0.86 acre or 37,525 sq.ft.	Parking (Chevy Chase Land Co.)	R-90/ Special Excep- tion	Parking	R-90/ Special Excep- tion		
C 26	Connecticut Ave at Laird Pl	a. 0.15 acre or 6,320 sq.ft.	Gas Station (Sunoco)	C-1/ Special Exception	Retail	C-1 Special Exception	<ul style="list-style-type: none"> <li>- If request special exception revision, require conformance with Plan Design Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>- Provides same zone for long term use of the site</li> <li>- Allows design control of the whole site if changed through a special exception revision</li> <li>- Better land uses for property</li> </ul>
		b. 0.34 acre or 14,787 sq.ft.		I-1	Retail	C-1 Special Exception		
C 27	Connecticut Ave at Georgetown Branch (SW)	a. 0.11 acre or 4,756 sq.ft.	Parking (CSX)	C-1	Retail/ Public	C-1	<ul style="list-style-type: none"> <li>- Allows C 27 to combine with C 28</li> <li>- Consider partial use of Parcel C 27, in conjunction with a Kiss-and-Ride lot for the possible County LRT (trolley) system</li> </ul>	<ul style="list-style-type: none"> <li>- Allows assembly and development with adjacent properties</li> </ul>
		b. 0.23 acre or 10,164 sq.ft.		R-30		C-1		
		c. 0.12 acre or 5,080 sq.ft.		R-30	Residen- tial	R-30		

**Table 4 (Cont'd.)**

**CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTER**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 28 Connecticut Ave at Georgetown Branch (SW)	a. 0.15 acre or 6,700 sq.ft. b. 0.31 acre or 13,500 sq.ft.	Cleaners (Parkway)	C-2 I-1	Retail Retail	C-1 C-1	- Seek voluntary cooperation with Plan Design Guidelines	- Allows building relocation and improved parking access - C-1 uses and standards are more appropriate for the area - Allow for continuation of existing use
C 29 I-495 and Kensington Pkwy, N.W., in the Kensington-Wheaton Planning Area	3 acres	Vacant		Park-and-Ride lot			- This is a preferred location for a public lot in this area to serve local area residents

stylistic coordination of all facades should be provided. A continuous building line should be maintained along Connecticut Avenue. Signage should be integrated into facades in a way which contributes to the overall character of the public use space. The urban design and landscaping should reinforce the strong retail character of the area. The existing streetwall should be maintained with new buildings sited close to Connecticut Avenue. Interesting and attractive windows and other retail enhancements would be an asset to the area. Buildings should maintain a strong street presence.

3. A safe and attractive pedestrian sidewalk should be provided along Connecticut Avenue on each side with a network of connections to adjacent sites. A walkway into the parking area should be provided. Stops for transit along Connecticut Avenue should be included in the circulation system. Curb cuts should be removed when possible. Pedestrian connections to the Georgetown Branch are encouraged.
4. All new parking lots should conform to the green space requirements of the off-street parking/loading section of the Zoning Ordinance and should be compatible with adjacent existing development. Where feasible, parking should occur behind buildings. Landscaping, fencing, and walls should provide buffers which enhance visual quality. Parking decks should be designed to be compatible with the character of nearby land uses.
5. Public spaces that would be an asset to the community are encouraged. They can provide opportunities for the community to gather for public events, enjoy casual socializing, and/or simply enjoy an attractive setting enhancing the visual quality of the retail area. Public use spaces can include landscaping, shaded areas, public seating and tables, or other features such as fountains, a trellis, walkways, or art. The space should be designed with pedestrian connections to sidewalks, the street, and the Georgetown Branch right-of-way. A public use space may include reserved space for outdoor, private restaurant use, but a portion of that space could also include seating and tables for public use.

## **Transportation**

The Plan for Chevy Chase Lake seeks to improve pedestrian and transit access and to moderate the effects of future increases in traffic volumes and highway construction. While detailed programs are described in the Transportation Plan (see Chapter 4), the proposals that are endorsed for this area are summarized below:

1. Design safe pedestrian crossing signals along Connecticut Avenue at Jones Bridge Road and Manor Road. Provide selected safe crossings along Connecticut Avenue near Montrose Drive and Dunlop Street, possibly by retention of the median and use of crossing signals during continuous peak back-up periods. These will improve community access to public facilities and bus stops.

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### **The Plan for Chevy Chase Lake seeks to improve pedestrian and transit access...**

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2. Provide new pathway connections to increase resident access to community shopping, public facilities, parks, and public transit:
  - a. Provide public pathways along the Coquelin Parkway right-of-way, connecting Jones Bridge Road, the Georgetown Branch, Chevy Chase Drive, and Jones Mill Road. These connections will increase resident access to Rock Creek Park, the school, and the community shopping area.
  - b. Provide public pathways through Parcels C 12, C 14, and C 19 to provide safe access to the community shopping area.
3. I-495 at Connecticut Avenue Proposals (State Highway Administration jurisdiction):
  - a. Relocate the I-495 access from Kensington Parkway to Connecticut Avenue (under study by the State).
  - b. Offer to acquire for resale four houses that have driveway access only on the north side of Connecticut Ave-

nue. Also endorse retention of a grass median and design for safe pedestrian crossing of Connecticut Avenue and Jones Bridge Road.

This Plan recognizes that while new development projects may adopt measures to avoid making traffic congestion worse, the intersection at Connecticut Avenue and Jones Bridge Road will remain congested. This Plan removes the proposal from the 1970 Master Plan to provide a grade-separated interchange at this location. Improvements to expand turn lane capacity at this intersection are proposed in the Transportation Plan.

The Master Plan does not recommend any change in land use based on potential transit service on the Georgetown Branch. A separate Master Plan Amendment addresses the Georgetown Branch. It provides generally for:

1. improved transit access to the Bethesda and Silver Spring CBD's and Metro, including a stop at Connecticut Avenue; and
2. separate bike and hiking trails along the same route.

### **3.3 Mid-Bethesda – Northern B-CC**

#### **3.31 Areawide Plan**

This portion of the Planning Area is bounded on the north and west by the Beltway, on the south by River Road, and on the east by Little Falls Parkway, the Bethesda Central Business District, Jones Bridge Road, and includes the Uniformed Services University of the Health Sciences. Many of the land use, transportation, community, and environmental concerns are the same as those found throughout the Planning Area. The uniqueness of the Old Georgetown Road corridor, including Pooks Hill, results in this being designated as a special study area, and a more in-depth discussion will follow the areawide plan.

#### **Land Use**

**This Plan recommends reconfirmation of existing zoning throughout the area, with the exception of four locations along Old Georgetown Road which are recommended to be designated to receive transferable development rights.** (See Section 3.32.) This will ensure the continuation of the existing residential character and patterns so well established here.

Mid-Bethesda is a mature, stable area, predominantly zoned R-60 and R-90, with the westernmost portion being zoned R-200. This zoning pattern provides a transition to the lower densities in the adjacent Potomac Subregion Planning Area. Single-family detached homes are pervasive, except for multi-family housing of varying densities and townhouses at Pooks Hill. There is no commercially zoned land. The area is largely built out and there is little potential for redevelopment, although there are several vacant and potentially redevelopable parcels greater than three acres in size, as well as several large land users, for which recommendations are included. (See Tables 1 and 5.)

There are several special land uses in Mid-Bethesda for which recommendations are made in other major sections of this Plan. Below are considerations of these uses as they pertain to this area.

1. There are three historic resources in the area which are currently on the *Master Plan for Historic Preservation*. In addition, there are five others which have been designated and four which have been removed as part of this planning effort from the *Locational Atlas*. Refer to Chapter 7 for more detailed information.
2. There are several major Federal properties in Mid-Bethesda, including the Uniformed Services University, the Naval Medical Command, and the National Institutes of Health. The other large land users in the area include: Burning Tree and Kenwood Country Clubs, Suburban Hospital, Stone Ridge School, FAES, Knights of Columbus, American College of Cardiology, Landon School, and Holton Arms School. Any change in use on these properties, including any expansion proposals, should be reviewed in



**Table 5**  
**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 1	Cedar La and Cypress Ave	1.25 acres	Vacant, mature trees (5 du potential)	R-60	Single- family	R-60	- Preserve trees to buffer from Cedar La and NIH	- Conforms to nearby housing type
M 2 N326 Pt 7	Cedar La and Cypress Ave	2.09 acres	Vacant, mature trees (8 du potential)	R-60	Single- family	R-60	- Preserve trees around perimeter	- Provide housing near NIH and CBD - Conforms to nearby housing type
M 3	Alta Vista Rd and Locust Ave	4.00 acres	(Farm) house, outbuild- ings, trees (16 du potential)	R-60	Single- family (20 du potential)	R-60, suitable for cluster	- Preserve mature trees	- Protect stability of single- family neighborhood
M 4 a. P21	Alta Vista Rd and Linden Ave	4.00 acres	House, outbuilding, trees (16 du potential)	R-60	Single- family	R-60	- Preliminary plan approved for single-family detached housing including two existing homes	
b. P22	Alta Vista Rd and Linden Ave	1.76 acres	House (7 du potential)	R-60	Single- family	R-60		

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate

**Table 5 (Cont'd.)**

**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)			Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 5	P24, P23, P663	Beech and Linden Aves	5 acres	1 house (21 du potential)	R-60	Single- family	R-60	- Preserve trees	- Housing accessible to CBD and NIH - Conforms to nearby housing type
M 6	P680	Beltway and I-495	3.97 acres	St. Jane rectory (16 du potential)	R-60	Town- house and Single- family (32 du potential)	R-60/ TDR, suitable for 8 units per acre	- Set back well and buffered from Old Georgetown Rd - Mature trees preserved - Designed and constructed to mitigate noise from Beltway - Portion of site may be needed for construction of new church	- Provide housing mix on Old Georgetown Rd - Meet TDR and housing goals - Compatible with elderly to north, townhouses to north-east
M 7	Pt 1 2,3 5,6 7,13	Oak Pl and Old George- town Rd	1.69 acres	3 houses, vacant lots (7 du potential)	R-60	single- family (10 du potential)	R-60/ TDR, suitable for 6 units per acre	- Site is appropriate for nine single-family detached houses - Recognize Oakmont Special Taxing District (STD) boundary and Oakmont Ordinances approved by the Montgomery County Council - Sites in Oakmont STD should exit onto Oak Pl, wherever possible - Use existing curb cuts and consoli- dated driveways on Old Georgetown Rd and Oak Pl where possible - Mitigate noise through design, construction, landscaping - Preserve mature trees	- Compatible with adjacent neighborhood - Maintain residential use and scale along Old Georgetown Rd - No additional curb cuts on Old Georgetown Rd
M 8	Pt 5, 6,7 8,9	Greentree and Old George- town Rds	1.41 acres (includes lot 9)	1 house, vacant lots (5 du potential)	R-60	Single- family (5 du potential)	R-60	- Preserve mature trees - Access via Greentree Rd, when possible - Mitigate noise through design, construction, landscaping - Through assemblage site develop- ment could be better coordinated - Use existing curb cuts on Old Georgetown Rd, wherever possible	- Maintain residential use and scale along Old Georgetown Rd - No additional curb cuts along Old Georgetown Rd

**Table 5 (Cont'd.)**

**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)			Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 9	Pt 13 7, 14,15	McKinley St Old Georgetown Rd	.91 acre	1 house, 3 vacant lots (3 du potential)	R-60	Single- family	R-60	- Site too small for townhouses, particularly depth	- Single-family detached compatible with existing type in surrounding area
M 10	Pt 17 15,16 18	Battery La and Old Georgetown Rd	.72 acre	1 house, 3 vacant lots (3 du potential)	R-60	Single- family	R-60	- Site too small for townhouses	- Single-family detached compatible with existing type in surrounding area
M 11	L 10 Bl A	Aberdeen Rd and Bradley Blvd	3 acres	House, out- building, trees (8 du potential)	R-90	Single- family	R-90		- Conforms to existing neighborhood develop- ment pattern
M 12		River and Pyle Rds	12.5 acres	1 house, trees (45 du potential)	R-90	Single- family (45 du potential)	R-90, suitable for cluster	- Assemble parcels - Require site plan - Suitable for cluster to preserve trees and slopes and buffer from River Rd to minimize traffic noise - Provide dual access via Honesty Way and Pyle Rd	- Enhance and protect environmental character of site - Provide transit serviceable housing
M 13	P515	Wilson La and River Rd	5.42 acres	1 house, trees (15 du potential)	R-90	Single- family	R-90	- Access via Wilson La and Honesty Way - Provide a landscaped berm along River Rd	- Conforms to existing development pattern - Retain green character and mitigate noise
M 14	P966	Springer Rd and Wilson La	4.26 acres	1 house, trees (12 du potential)	R-90	Single- family	R-90	- Provide pedestrian pathway linkage to adjacent school	- Conforms to existing development pattern

Table 5 (Cont'd.)

## MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 15 P797	River and Burdette Rds	2.87 acres	Nursery (special exception) (4 du potential)	R-200/ TDR	Town- house (17 du potential)	R-200/ TDR, suit- able for 6 units per acre	<ul style="list-style-type: none"> <li>- Mitigate noise in design of struc- tures and landscape</li> <li>- Access from Burdette Rd</li> <li>- Provide a landscaped berm along River Rd (noise and screening)</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing goals</li> <li>- Reinstate residential use</li> <li>- Provide transit service- able housing</li> <li>- Retain green character and mitigate noise</li> </ul>
M 16 P436, P429, P382	Burning Tree and Darby Rds	6.0 acres	Vacant, trees (13 du potential)	R-200 and R-90	Conser- vation Area	R-200 and R-90	<ul style="list-style-type: none"> <li>- Ability to develop parcels doubtful</li> <li>- Ingress/Egress easement would have to be established</li> </ul>	<ul style="list-style-type: none"> <li>- Located within stream valley—100-year flood- plain for Booze Creek</li> <li>- No public access to parcels</li> </ul>
M 17 P160	Heathwood Ct and Burdette Rd	3.25 acres	1 house outbuild- ing, trees (4 du potential)	R-200	Single- family	R-200	<ul style="list-style-type: none"> <li>- Preserve mature trees</li> </ul>	<ul style="list-style-type: none"> <li>- Conforms to neighbor- hood development pattern</li> </ul>
M 18 P6	Bradley Blvd and Oak Forest La	7 acres	1 house, outbuildings, trees (10 du potential)	R-200	Single- family	R-200	<ul style="list-style-type: none"> <li>- Preserve mature trees</li> </ul>	<ul style="list-style-type: none"> <li>- Conforms to neighbor- hood development pattern</li> </ul>
M 19 P752	Bradley Blvd and Fernwood Rd	6.27 acres	1 house (9 du potential)	R-200	Single family	R-200	<ul style="list-style-type: none"> <li>- Any redevelopment should preserve trees</li> <li>- Setback from Bradley Blvd and other noise mitigation measures</li> <li>- Access from Fernwood Rd</li> </ul>	<ul style="list-style-type: none"> <li>- Conforms to neighbor- hood development pattern</li> </ul>

**Table 5 (Cont'd.)**

**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 20 P615	Drumaldry Dr and Greentree Rd	12.83 acres	Baptist Home for Children (78 du potential)	R-60, R-90	Town- house and Single- Family (78 du potential, including 11 MPDU's)	R-60, suitable for cluster	<ul style="list-style-type: none"> <li>- Site Plan required</li> <li>- Preserve trees and slopes</li> <li>- Property may not be fully developed due to environmental constraints of the site</li> <li>- Single-family detached should abut homes along Ridge Pl and Greentree Rd with attached units on the top of the slope</li> <li>- Change 8,400 sq.ft.(0.19 acre) to R-60</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing objectives and provide housing that is served by transit</li> <li>- Severe slopes and stream on site (floodplain and stream buffer)</li> <li>- Compatibility with existing housing type in neighborhood</li> <li>- Attached units could be screened from existing residences</li> </ul>
M 21	River Rd west of fire station (in Potomac Subregion)	13.3 acres	Quarry	R-200	Park-and- Ride facility (500 spaces)	R-200	<ul style="list-style-type: none"> <li>- Should be used only as quarry operations are completed and space becomes available</li> <li>- Area is large enough to eventually include other community-serving public facilities</li> </ul>	<ul style="list-style-type: none"> <li>- Peripheral location along major highway and at I-495 Interchange</li> <li>- Meets criteria discussed in Section 4.12</li> </ul>

the context of the impact it will have on the adjacent communities and also within the guidelines of the master plans for the Federal facilities. Specific land use and zoning recommendations for selected large land users are found in Section 3.13.

3. Only a relatively short segment of the Georgetown Branch is located in this area, connecting the Bethesda Business District and Westbard. The proposed use of this portion of the former rail right-of-way is discussed in Section 4.14.
4. There are several neighborhoods which abut the Bethesda Business District and Westbard. These two Sector Plan areas will not be revised as part of this Master Plan update. The existing land use recommendations are not questioned; the zoning of these transition areas is being reconfirmed. (See Section 3.5.)

### **Transportation**

Several major highways traverse northern B-CC, including Bradley Boulevard, Old Georgetown Road, and Wisconsin Avenue. The major transportation concerns are traffic volumes and congestion, which are consistent with the remainder of the Planning Area. Growth of the Bethesda Business District and NIH as major employment centers, as well as growth in the rest of Montgomery County, has been a major traffic generator. The two employment centers have had a powerful impact on this portion of the Planning Area as commuters traverse northern B-CC to reach destinations to the south. Related transportation recommendations can be found in Chapter 4 and below.

1. To lessen the increase of traffic through the area, incentives need to be developed and measures taken to get people out of their cars and into alternative means of transportation, such as carpooling, public transit, and bicycles.
2. The Metrorail station located at NIH mainly serves the major employment centers of NIH and the Naval Medical Command. These Federal facilities should implement a program to encourage higher ridership. In addition, bike path linkages with other trails and a shuttle bus service could encourage higher use of Metro for commuters journeying to other places of employment.

3. To facilitate pedestrian movement which could further enhance use of alternative modes, develop a pathway and sidewalk network in conjunction with recommendations to provide safer highway crossings. (See Section 4.13.)

### **Community and Environment**

To foster a sense of community in an area as large as Mid-Bethesda, certain facilities need to be located in relatively close proximity to neighborhoods so that people can have places to gather and socialize. Schools, recreation centers, local parks, and country clubs are found throughout the northern B-CC area and serve as places where people from the community can come together. Such facilities are discussed from a Planning Area perspective in Section 6.1 of this report.

### **3.32 Old Georgetown Road Plan**

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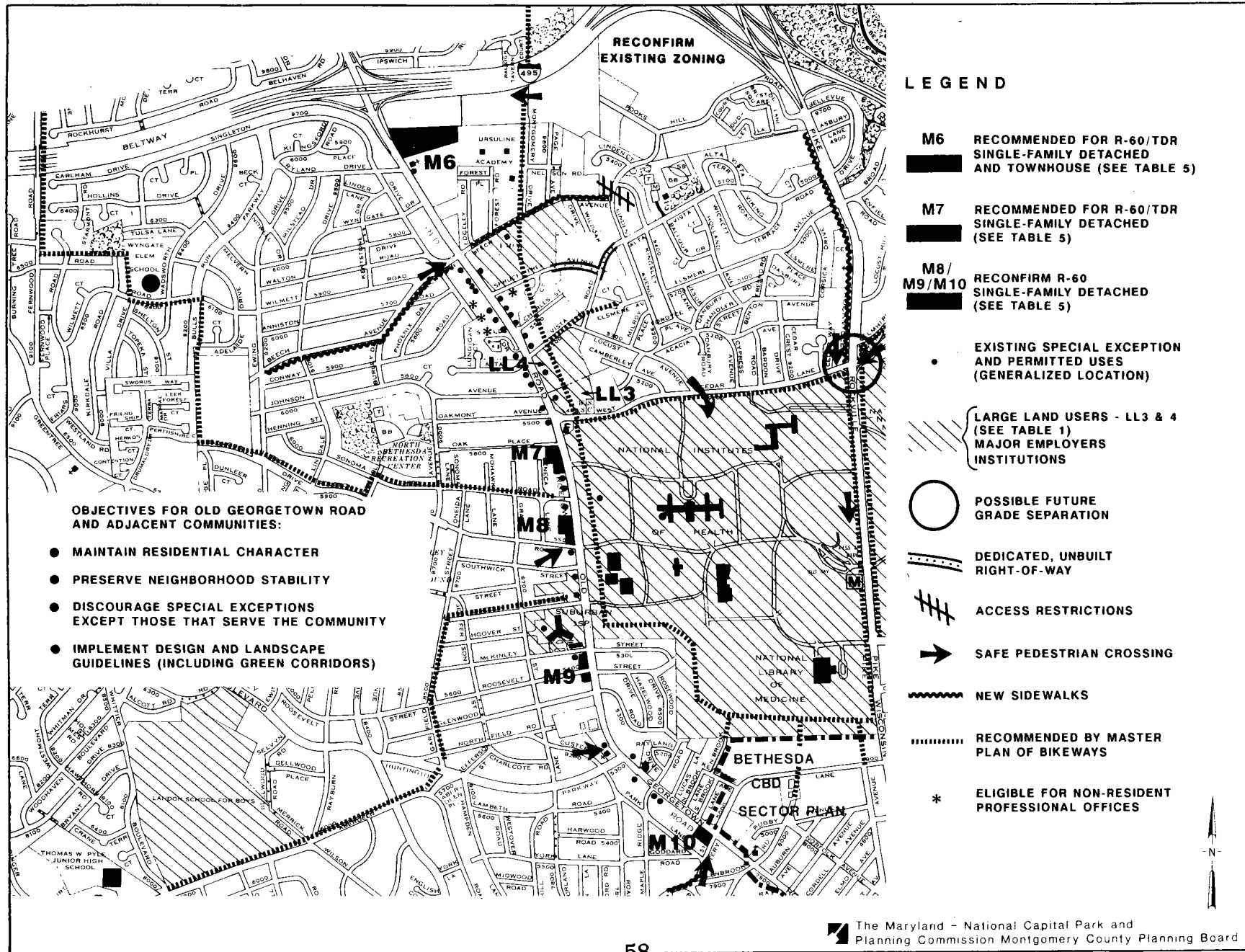
Old Georgetown Road has a character, history, and location that put it in a unique position in Bethesda-Chevy Chase. It is a major highway into the Bethesda Business District, serving as an important commuter link to this employment and retail center. It functions as an attractive gateway leading to downtown Bethesda and provides access to the surrounding communities—providing a front door to these adjacent residential areas. Old Georgetown Road also provides major access to the National Institutes of Health, an organization attracting researchers from around the world, with a projected employment of close to 20,000 people by the year 2000. An aesthetically pleasing boulevard with a residential character can create a positive image for visitors and local citizens alike.

This section of the Plan refers to the first row of properties fronting or adjoining Old Georgetown Road as well as the eight communities which are adjacent to the corridor. (See Figure 9.)

Along Old Georgetown Road, from Glenbrook Road to I-495, a significant number of special exceptions have been approved which have allowed the conversion of houses to commercial and service uses and construction of nonresidential buildings.

# OLD GEORGETOWN ROAD RECOMMENDATIONS

Figure  
**9**



Some of the changes may be associated with the National Institutes of Health, Suburban Hospital, and the Bethesda Business District. Other conversions have resulted from the designation of specific properties as eligible for nonresident professional offices in the 1981 amendment to the 1970 Master Plan. This Plan reconfirms four of the designated sites (9300, 9313/9317, 9320, and 9400 Old Georgetown Road) and recommends that one, 9020 Old Georgetown Road, no longer be designated as suitable for nonresident professional offices.

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**The Plan recommends the preservation of  
the residential character of Old  
Georgetown Road from the  
Beltway south to Glen-  
brook Road...**

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A range of possible recommendations was considered along Old Georgetown Road, from discouraging further special exception uses, to continuing the present practice of case-by-case review of special exception petitions, to the extension of commercial zoning into the area. Case-by-case review without the guidelines presented here would guarantee an unpredictable pattern of development, and residents and investors would continue to experience uncertainty as to the overall effects on adjacent neighborhoods. Commercial rezoning of those properties fronting on Old Georgetown Road is not appropriate since good planning practice suggests that residential use can be maintained along major highways. The Old Georgetown Road frontage continues to be a suitable residential area, providing transit-serviceable housing within walking distance of the Bethesda Business District and NIH. For these reasons and because of the numbers of service and commercial uses already there, the best way to achieve the Plan's goals for Old Georgetown Road is to discourage further special exceptions not only along the Road but also in the adjacent communities, except for community serving uses.

The Plan recommends the preservation of the residential

character of Old Georgetown Road from the Beltway south to Glenbrook Road and the protection of the adjacent single-family neighborhoods from further encroachment by special exception uses, except those that are community-serving.

Related detailed recommendations follow. The recommendations will be implemented by a variety of agencies throughout the life of the Plan, including the Board of Appeals through the special exception process, the Planning Board through the site plan review process, the Montgomery County Department of Transportation through its responsibilities for transportation planning and traffic engineering, and the State Highway Administration through its responsibilities for Old Georgetown Road.

### **Land Use**

**The Plan reconfirms the R-60 zoning and encourages continued single-family detached residential use along Old Georgetown Road.** This recommendation is the first and foremost means of maintaining a residential appearance along Old Georgetown Road. An analysis of the uses along Old Georgetown Road indicates that while the residential character of Old Georgetown Road still is strong, many special exceptions have been approved, especially between McKinley Street and Beech Avenue.

Mapping of information relating to ownership/occupancy along Old Georgetown Road indicates that there are portions which are owner-occupied and those which are not (i.e., rental). Mapping of uses displays areas which have experienced a large number of special exception approvals and other "office" uses and those that have remained residential. The segments from Glenbrook Road (south) and South Brook Lane (north) to McKinley Street and from Beech Avenue to I-495 are predominantly residential in use. Between McKinley Street and Beech Avenue little residential use remains; a predominance of special exception uses and large land users exists.

Preserving housing close to the employment centers of the Business District and NIH is important. The housing stock along Old Georgetown Road should be preserved as residential



by discouraging other uses. These existing single-family houses are well maintained and provide a pleasant atmosphere for travelers to and from the CBD.

This Plan discourages additional special exceptions along Old Georgetown Road and in the adjacent neighborhoods, except those that are community-serving. The pattern of existing uses indicates that the area of Old Georgetown Road from McKinley Street to Beech Avenue has experienced the greatest amount of special exception activity, which includes institutional uses. There are also a number of permitted office uses such as residential professional offices which are used by not more than one member of a recognized profession, such as doctors, dentists, lawyers, accountants, engineers, and veterinarians.

As Figure 9 shows, this section of Old Georgetown Road is lined with special exceptions, institutional uses, and nonresident professional offices. This area already is over-concentrated with special exceptions, many of which are in buildings that do not maintain the character of the surrounding residential community.

It is critical that further special exception activity be discouraged so that the residential character of the road will not be more adversely affected. Because of the cumulative effect of these special exception uses, this Master Plan recommends that many types of additional special exception uses be discouraged along Old Georgetown Road as well as in the adjacent communities. The Board of Appeals should evaluate proposals for additional special exceptions carefully to ensure that the residential character and vitality of Old Georgetown Road are not threatened. This land use recommendation is essential to stabilize these communities and to preserve their integrity.

There are certain special exception uses which do serve the needs of the local community and these petitions should proceed on a case-by-case basis. In addition, their impacts on the residential character of the area are relatively minimal. These include, for example, such uses as child day care, elderly care and housing, group homes, accessory apartments, home occu-

pations, and hospice care. Further, special exceptions which require that a resident dwell in the home will help to maintain the residential character along Old Georgetown Road as compared to special exceptions which would produce vacant offices on evenings and weekends.

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**This Plan discourages additional special exceptions along Old Georgetown Road and in the adjacent neighborhoods,...**

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Review of these, and all special exception petitions, by the Planning staff, the Planning Board, and the Board of Appeals will continue on a case-by-case basis. The guidelines presented later in this section should serve as additional criteria for approval by the Board of Appeals aimed at maintaining both residential scale and character.

**The Plan discourages the assemblage of developed properties for purposes of special exception uses.** As a further means of preserving the residential scale and character of the Old Georgetown Road area, this Master Plan discourages the assemblage of both improved and unimproved lots and discourages the demolition of existing residential structures for the purpose of constructing a large building that is not in keeping with the residential character of the area. Wherever possible, special exception uses should be in existing residential structures.

**The Plan recommends rezoning three sites along Old Georgetown Road from R-60 to R-60/TDR, suitable for 6 to 8 units per acre.** (See Tables 1 and 5 for details.) To revitalize residential use within the area where the largest number of service and commercial uses exist and to increase the housing type and stock, certain parcels are recommended for townhouse development through assemblage. These townhouses should be for residential use *only*. Special exception uses on these lots are discouraged. This proposal to rezone three sites to R-60/TDR is limited to those properties fronting and adjoin-

ing Old Georgetown Road and where access would be from a side street wherever possible. The orientation of the houses should be away from Old Georgetown Road when possible, and efforts should be made to mitigate noise through design of structures and landscaping. Trees should be preserved to re-green and screen along Old Georgetown Road.

This Plan recommends R-60/TDR zoning from Oak Place south to 9010 Old Georgetown Road (M 7), with development in single-family detached housing for residential use. The boundary of the Oakmont Special Taxing District and Oakmont Ordinances approved by the Montgomery County Council should be recognized when the placement of units is determined. Since a portion of M 7 is within the Oakmont Special Taxing District, the site plan should be coordinated with the Oakmont Citizens Committee. Access to M 7 should be at the existing curb cuts on Oak Place and on Old Georgetown Road wherever feasible, and driveways should be consolidated to minimize the number of curb cuts. This recommendation would result in deleting the 1970 Master Plan designation of 9020 Old Georgetown Road as appropriate for nonresidential professional office use.

Two other sites along Old Georgetown Road are recommended for the R-60/TDR Zone: lots LL 3 and M 6. More detailed information on each of these properties can be found in Tables 1 and 5, respectively. Both sites are considered potentially redevelopable, although this Plan is not recommending that the existing uses should change.

There are other sites along Old Georgetown Road that were analyzed for their appropriateness for single-family attached housing, specifically, M 8, M 9, and M 10. This Plan recommends reconfirmation of the R-60 zoning for single-family detached housing on these three sites.

**The Plan recommends that design and landscape guidelines for maintaining and encouraging a high quality appearance and residential character, as well as mitigating traffic noise along the corridor developed and implemented. These**

guidelines are critical to the overall objective of perpetuating the residential nature of Old Georgetown Road. Design guidelines would apply not only to special exception petitions but also to the road as an entity. To create the desired ambience, trees play an important role; the concept of a tree-lined boulevard is critical. Another equally important concept is to "re-green and screen" along the major highway. This would apply not only to private residences, but, more specifically, to special exception uses where an unrelieved expanse of concrete or asphalt exists from the structure to the sidewalk. Other strategies to be used include:

1. implementation of Green Corridors Policy along Old Georgetown Road (see Section 3.11);
2. preparation of a landscape plan/street tree plan, by the State Highway Administration, for Old Georgetown Road as part of a cooperative agreement for planting along State highways; and
3. for special exceptions:
  - elimination of paved front yards in the future, through encouragement of special exception parking in the rear of properties with adequate screening from abutting residences;
  - limitation of special exceptions to existing structures; if minor additions are made, they are strongly encouraged to add no more than 50 percent of the square footage of the existing building;
  - assurance that the architecture of additions is in keeping with the existing structures;
  - screening and buffering from the adjacent property owners is strongly encouraged;
  - control of lighting and signs in keeping with the minimum permitted by the Zoning Ordinance;
  - limitation on business hours of special exceptions to lessen impact on nearby residences; and
  - where possible, consolidation of driveways into a single drive to serve two property owners and/or access from a side street is encouraged to reduce the number of curb cuts along Old Georgetown Road.

This Plan recommends that illegal business uses be monitored and eradicated. As a further means of guiding and controlling the character of Old Georgetown Road, it is important that the Department of Environmental Protection make every effort to eliminate violations of the Zoning Ordinance, particularly concerning reported illegal business uses.

**This Plan reconfirms the Bethesda Central Business District Sector Plan boundary.** To prevent the sprawl of commercial uses beyond the CBD, a visually well-defined transition between the residential uses from the commercial zoning is encouraged when the *Bethesda Central Business District Sector Plan* is reviewed.

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**This Plan recommends that illegal  
business uses be monitored  
and eradicated.**

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### **Transportation and Pedestrian Access**

The volume of traffic on Old Georgetown Road is considered to be a major transportation problem in the area. General recommendations are found in Chapter 4 of this Plan. **More specific recommendations include:**

1. Traffic alleviation measures should be implemented, keeping in mind that Old Georgetown Road is classified as a major highway. Alternatives to single-car driving would be the most desirable means of reducing volume, especially providing incentives for increased transit use.
2. Commuter traffic and parking on secondary streets should be discouraged.
3. The number of curb cuts on Old Georgetown Road should be kept to a minimum. Consolidation of driveways should be encouraged and use of perpendicular streets for access to corner properties should be encouraged.
4. Rights-of-way have been dedicated for segments of Spruce Tree Avenue and Alta Vista Road that are as yet unbuilt. Alta Vista Road should not be connected since that would create a secondary street cut-through from Wisconsin Ave-

nue to Old Georgetown Road. The unbuilt right-of-way is now being used as a hiker-biker path by the neighborhood. The Spruce Tree Avenue unbuilt right-of-way should be reviewed in the context of the development on the two adjacent parcels.

Closely related to the volume of traffic are problems of safety and pedestrian movement, not only along Old Georgetown Road but also in the adjacent communities. So that Old Georgetown Road will not be perceived as a barrier separating the area into eastern and western segments, recommendations must be made regarding pedestrian safety and linkages.

1. People who live and work along or in proximity to Old Georgetown Road must be able to enter and leave the road safely. Consolidation of driveways will reduce conflict with highway traffic.
2. Crossing Old Georgetown Road to get to institutional and public facilities such as schools, YMCA, churches, parks, Metrobus stops, and bike paths can be difficult and dangerous. Pedestrian activated walk signals at critical intersections should be installed to provide for increased safety and greater crossing ease. These pedestrian safety improvements should be implemented at the intersections of Old Georgetown Road with Beech Avenue, Greentree Road, Huntington Parkway, and Battery Lane. Additional safe crossings should be provided at Cedar Lane and Locust Avenue and at Wisconsin Avenue and Cedar Lane. It should be possible to accomplish this without lowering the ability of Old Georgetown Road to serve traffic movement along the corridor.
3. Pedestrian path linkages (hiker/biker) should be developed to further enhance pedestrian movement and recreational opportunities and to encourage non-auto commuting. (See Section 4.13.) As shown in the *Master Plan of Bikeways*, this network should link residential neighborhoods with the Metro at Grosvenor and NIH, and with Rock Creek Park and the Bethesda Business District. This linkage system could provide an alternative pathway to the sidewalk along Old Georgetown Road.

## **Community and Community Retail**

A strong sense of community exists in the neighborhoods surrounding Old Georgetown Road. The numerous public and private facilities in the area can provide opportunities for social interaction and exchange. No rezoning to provide retail services is anticipated since the area is close to the Bethesda Business District, Wildwood Shopping Center, Georgetown Square, and White Flint Mall.

### **3.33 Pooks Hill Plan**

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#### **Land Use, Community, and Environment**

The area known as Pooks Hill is bounded by the Beltway on the north, Wisconsin Avenue on the east, and Old Georgetown Road on the west. The southern boundary is formed by the edge where the R-60 and higher density multi-family zones converge. Land use is reflected in several zoning categories: R-60 (single-family), R-T (townhouses), R-30 (multi-family low-density), R-H (multi-family high-rise), and H-M (hotel-motel).

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#### **This Plan recommends the reconfirmation and the containment of the existing zoning on Pooks Hill,...**

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It is the juxtaposition of a single-family neighborhood, Maplewood, with the variety of relatively dense multi-family structures that makes Pooks Hill unique in Bethesda-Chevy Chase. While there is a mix of zoning types and land uses in Pooks Hill, this high density residential community has the appearance of internal compatibility.

This Plan recommends the reconfirmation and the containment of the existing zoning on Pooks Hill, thereby maintaining the boundary between higher and lower density zoning, and recommends against the encroachment of higher density housing into the adjacent single-family neighborhood.

The area is served by a local park, the YMCA, and several places of worship. These facilities provide an opportunity not only for recreation but also for social activities, both of which are so important in creating a "community" environment.

The northern boundary of Pooks Hill is I-495. There is an environmental concern regarding possible air and noise pollution for those residences and other uses which border the Beltway. This issue is discussed in more depth in Section 5.22.

#### **Transportation and Pedestrian Access**

Pooks Hill's location between two major highways makes it a logical cut-through for people going between Old Georgetown Road and Wisconsin Avenue. The high-density development also means large numbers of Pooks Hill residents commute to and from their places of employment. For this reason, there have been measures taken in the past to address transportation issues in the area. Access restrictions on Linden Avenue have already been implemented to deter cars from cutting through the adjacent single-family area from Pooks Hill during peak commuting periods. The Plan endorses the continuation of these restrictions to avoid increasing cut-through traffic that would require a widening of Beech Drive and completion of Alta Vista Road. **Current recommendations include:**

1. The Pooks Hill Avenue intersection with Wisconsin Avenue and its relationship to the I-495 interchange should be further studied. There is also a problem with traffic coming off I-495 using Pooks Hill Road as a turnaround to go north on Wisconsin Avenue. (See Section 4.23.)
2. Since Pooks Hill is near both the NIH and Grosvenor Metro stations, consideration should be given to the most effective way of providing pedestrians direct pathway and bikeway access to these stops. A pedestrian pathway is recommended along Wisconsin Avenue connecting the Pooks Hill community to the NIH campus and its Metro station. Another pedestrian linkage to the NIH Metro would be on the secondary streets through the Maplewood community. When the former Linden Hill Hotel property redevelops, an additional bikeway should be provided. It would

link the community to the path suggested by the Master Plan of Bikeways for the old trolley right-of-way.

3. The Ride-On bus service from Pooks Hill to the Medical Center station could be increased in frequency. Perhaps another route could be added connecting the Grosvenor station and White Flint Mall in one direction and the Davis Tract and Montgomery Mall in the other.

## **3.4 Palisades—Western B-CC**

### **3.41 Areawide Plan**

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This portion of the Bethesda-Chevy Chase Planning Area is bounded on the north by River Road, on the south by the Potomac River, on the east by the District of Columbia, and on the west by I-495. Western B-CC includes the Westbard Sector Plan Area. (See Section 3.53.) Table 6 shows to the vacant and redevelopable land use recommendations in the Palisades. The accompanying 1000-foot scale map of the Zoning and Highway Plan can be referenced for Section 3.4.

Currently, the predominant zoning is R-60 with the exception of a wedge of R-200 in the southeast quadrant of the intersection of River Road and Wilson Lane, one small R-T zoned site on MacArthur Boulevard, and some R-30 zoning in the Cabin John community and in the Sumner area. There are three neighborhood shopping centers—Little Falls Mall, Glen Echo Center, and MacArthur Plaza—and several small, commercially-zoned sites along MacArthur Boulevard and one at the intersection of Massachusetts Avenue and Goldsboro Road. (See discussion in Section 3.42.)

This Plan recommends preservation of the Potomac Palisades' unique environmental features of steeply wooded slopes and vistas and the perpetuation of the open space character established in the area.

The scenic Palisades is one of the few areas in Montgomery County with a combination of delicate, irreplaceable environ-

mental features of wooded bluffs, river, and cliffs. The large stands of mature trees are not only a critical asset from an environmental perspective but also greatly contribute to the ambience associated with the area. The steep slopes of the Palisades are an integral part of this character since they form the scenic vistas and overlooks of the Potomac River. Their preservation in an undisturbed state is essential to minimize erosion and stream degradation. Due to these unique, lovely, and relatively unspoiled characteristics, it is of great importance to protect this area through a variety of measures.

As the first and foremost means of preserving this environmentally sensitive area, the Plan recommends downzoning the area from Massachusetts Avenue to the Potomac River and west of Sangamore Road to Goldsboro Road from the current R-60 Zone to R-90. The Town of Glen Echo and the Brookmont community are to remain R-60. This downzoning is recommended only if a text amendment to the Zoning Ordinance clarifying Division 59-G-4 Nonconforming Uses is adopted.

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**This Plan recommends preservation of the Potomac Palisades' unique environmental features of steeply wooded slopes and vistas and the perpetuation of the open space character established in the area.**

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This Zoning Text Amendment would be designed to define nonconforming structures and set forth attendant rights and restrictions. Its application would be limited to residential structures. It would enable an applicant to obtain a building permit to reconstruct or enlarge a residential nonconforming structure provided it is constructed legally, in accordance with the development standards of the zone then in effect at the time the structure was originally constructed.

Table 6

## PALISADES LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)			Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
P 1	P167	MacArthur Blvd and 80th St	2.3 acres	Vacant, trees (6 du potential)	R-90	Single- family	R-90	<ul style="list-style-type: none"> <li>- Need floodplain study, may be some wetlands outside stream buffer</li> <li>- Preserve trees and slope</li> <li>- No additional curb cuts on MacArthur Blvd, should access via dedicated but unbuilt 80th Ct</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and protect the sloped and treed character of the site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>
P 2	P700	Tomlinson Ave and Endicott Ct	5.6 acres	Vacant, trees (11 du potential)	R-200	Single- family (11 du potential)	R-200, suitable for cluster	<ul style="list-style-type: none"> <li>- Site plan required</li> <li>- Preserve mature trees</li> <li>- Protect stream valley and slopes</li> <li>- Provide noise buffer from Beltway</li> <li>- Provide pedestrian access to local park</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and protect the environmental character of the site</li> </ul>
P 3	a. b.	MacArthur Blvd and access ramp to Clara Barton Parkway (Cabin John Gardens)		Single- family housing	R-60	Single- family	R-60	<ul style="list-style-type: none"> <li>- Retain existing structures</li> </ul>	<ul style="list-style-type: none"> <li>- Conforms to existing development pattern of immediate neighborhood</li> </ul>
P 4		MacArthur Blvd and Braeburn Pl	1.47 acres (4 & 5)	Vacant, trees (6 du potential)	R-60	Conserva- tion Area	R-60		<ul style="list-style-type: none"> <li>- Dedicated but unbuilt east and west entrance Braeburn Pkwy on each side</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>

Definitions: Single-family means single-family detached; townhouse means single family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate

Table 6 (Cont'd.)

## PALISADES LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
P 5 P330	MacArthur Blvd and Braeburn Pl	1.47 acres (4 & 5)	Vacant, trees (6 du potential)	R-60	Conserva- tion Area	R-60		<ul style="list-style-type: none"> <li>- Undevelopable due to flood plain</li> <li>- Stream buffer comprises 90% of parcel</li> </ul>
P 6 a. P68	Laverock and and Wilson Las	2.01 acres	Vacant, trees (8 du potential)	R-60	Conserva- tion Area	R-60	<ul style="list-style-type: none"> <li>- Stream buffer comprises 75% of parcel</li> <li>- Problem of access across intermittent stream</li> </ul>	<ul style="list-style-type: none"> <li>- Protect and enhance the environmental character of site</li> </ul>
b. P A	Laverock and Wilson Las	6.14 acres	1 House, trees (25 du potential)	R-60	Conserva- tion Area	R-60	<ul style="list-style-type: none"> <li>- Stream buffer along western perimeter of property, may have wetlands outside floodplain</li> <li>- Steep slopes, particularly in northern portion</li> <li>- Site design to preserve trees</li> <li>- Problem of access</li> </ul>	<ul style="list-style-type: none"> <li>- Protect and enhance the environmental character of site</li> </ul>
P 7	Goldsboro and River Rds	9.8 acres	Former Massachu- setts Ave right-of-way (49 du potential)	R-60	Town- house and Single- family (25 du potential)	R-60, suitable for cluster	<ul style="list-style-type: none"> <li>- Encourage Housing Opportunities Commission project or other affordable housing alternative</li> <li>- Site plan review required for optional method of development</li> <li>- Density may be reduced due to environmental constraints</li> <li>- Plan should be sensitive to the single-family detached abutting neighborhoods</li> <li>- Concentrate higher density (townhouses) near River Rd and maintain open space on southern portion of site</li> <li>- Access via River Rd or Pyle Rd</li> <li>- Preserve as much of existing tree cover as possible and provide buffer for adjoining neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing goals</li> <li>- Provide transit serviceable housing</li> <li>- Ensure neighborhood compatibility</li> <li>- Protect and enhance environmental character of site</li> </ul>

**Table 6 (Cont'd.)**

**PALISADES LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)			Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
P 7 (Cont'd.)								<ul style="list-style-type: none"> <li>- Encourage interagency and citizen participation in site plan review process</li> <li>- Limit the number of dwelling units to 25 (exact number to be determined at site plan)</li> <li>- Hiking and/or biking trail should be provided by the developer through the site to connect to Merrimac Neighborhood Park, provided that it would not require a reduction in units below 25</li> </ul>	
P 8	P619 P735	MacArthur Blvd and Goldsboro Rd	5.23 acres	House (26 du potential)	R-60	Town-house (26 du potential)	R-60	<ul style="list-style-type: none"> <li>- Should not expect to receive full density</li> <li>- Development should cluster in relatively flat area adjacent to Goldsboro Rd</li> <li>- Suitable for cluster to preserve steep slopes</li> </ul>	<ul style="list-style-type: none"> <li>- Reduce density due to extreme environmental constraints (slopes, possible wetlands)</li> <li>- Enhance and protect the environmental character of site</li> </ul>
P 9	Pt. Block F	MacArthur Blvd and Goldsboro Rd	3.78 acres	Vacant, trees (15 du potential)	R-60	Single-family (7 du potential)	R-200, suitable for cluster	<ul style="list-style-type: none"> <li>- Comparable density to contiguous subdivision (Tulip Hill)</li> <li>- Difficult to achieve full development density</li> <li>- Site plan required for cluster</li> <li>- Careful siting required to preserve trees, particularly along MacArthur Blvd</li> <li>- Provide adequate buffering from single-family homes on Tulip Hill Terr</li> </ul>	<ul style="list-style-type: none"> <li>- Average lot size in Tulip Hill is 22,000 sq. ft.</li> <li>- Reduce density due to extreme slopes</li> <li>- Enhance and protect environmental character (trees and slopes) of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>



Table 6 (Cont'd.)

## PALISADES LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
P 10 P26	MacArthur Blvd and Goldsboro Rd	4.85 acres	2 vacant houses, trees (20 du potential)	R-60	Single- family (9 du potential)	R-200, suitable for cluster	<ul style="list-style-type: none"> <li>- Comparable density to contiguous subdivision (Tulip Hill)</li> <li>- Difficult to achieve full development density</li> <li>- Site Plan required for cluster</li> <li>- Careful siting required to preserve trees, particularly along MacArthur Blvd</li> <li>- Provide adequate buffering from single-family homes on Tulip Hill Terr</li> </ul>	<ul style="list-style-type: none"> <li>- Average lot size in Tulip Hill is 22,000 sq. ft.</li> <li>- Reduce density due to extreme slopes</li> <li>- Enhance and protect environmental character (trees and slopes) of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>
P 11	MacArthur Blvd and Wissoming Rd	6.5 acres (estimate)	Vacant (27 du potential)	R-60	Parkland/ Open Space	R-90 (with down- zoning)	<ul style="list-style-type: none"> <li>- Needs careful study for potential acquisition by National Park Service and/or M-NCPPC</li> <li>- Provide overlook area to the Potomac River</li> <li>- Should not expect to receive full density due to severe environmental constraints</li> <li>- Abandon Saranac Rd</li> </ul>	<ul style="list-style-type: none"> <li>- Preclude negative environmental impact of development of severe steep slopes</li> <li>- Enhance and protect environmental character of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>
P 12 P801	MacArthur Blvd and Sangamore Rd	4.35 acres	House, trees (18 du potential)	R-60	Town- house (15 du potential)	R-90, suitable for cluster (with down- zoning)	<ul style="list-style-type: none"> <li>- Site plan required</li> <li>- Potential access problem via Brooks La to be addressed at site plan for cluster</li> <li>- No access via MacArthur Blvd</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and protect environmental character (trees and slope) of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> <li>- Buffered by non-residential use (DMA)</li> <li>- Locate townhouses near community retail</li> <li>- Plan recommends no curb cuts along MacArthur Blvd</li> </ul>

Massachusetts Avenue separates an area to the north that is urban/suburban in its character and close to the Bethesda Business District from an area to the south which has a more rural, open space feel related to the Potomac River. Because of the more urban development pattern already established north of Massachusetts Avenue, the R-60 zoning there is being reconfirmed. The land east of Sangamore Road will also remain R-60 for similar reasons. The R-90 and R-200 zoning in the remainder of the western portion is also being reconfirmed.

Since the Town of Glen Echo has expressed interest in historic district designation, it is important that the existing townscape, established by the R-60 zoning pattern, be maintained to preserve its historical and architectural merit. Lot/Parcel analysis for the Brookmont community indicated that there was little environmental benefit to be gained by including the area in the downzoning since the average lot size is close to R-60 standards and there are only some four parcels remaining unimproved.

The established pattern of development in the Palisades area has resulted from average lot sizes larger than the minimum 6,000 square feet required for the R-60 Zone. These larger lots have allowed for less intrusion on the steeply sloped and wooded topography characteristic of this area. Rezoning to the R-90 Zone will increase the minimum new lot size to 9,000 square feet and thus allow for greater sensitivity to the erosion and run-off issues associated with the steep slopes of the Palisades.

**This Plan recommends preservation of steeply sloped areas of 25 percent and greater by strict adherence to the criteria established in the "Staff Guidelines for the Protection of Slopes and Stream Valleys," prepared by the Montgomery County Planning Department staff (April 1983).** Due to the sensitive topography in the Palisades, it is critical to protect these steep slopes from disturbance. (See Figure 15, Chapter 5.) With development pressure mounting, slopes which were once considered "unbuildable" are now being developed. In many instances, these slopes are being cleared of

vegetation and excavated, leading to further erosion and run-off. To minimize this destruction, these guidelines should be strictly applied to preliminary plans of subdivision for this area. Where areas of steep slopes and mature trees exist, a conservation easement may be placed to ensure the preservation of these environmentally-sensitive areas in an undisturbed state. The placement of conservation easements should be done on a case-by-case basis.

**Cluster development in the form of townhouses and single-family detached units is recommended on specific vacant and redevelopable parcels of three acres and larger.**

These parcels are considered environmentally sensitive due to the presence of mature trees, steep slopes, and/or stream valleys. Cluster development is recommended *only* on parcels P 2, P 7, P 8, P 9, P 10, and P 12.

As a further means of protecting the open space and green character of the area, as well as of preventing steep slopes from being disturbed, townhouse development and clustering of single-family detached housing is being recommended on designated vacant and redevelopable parcels. The accompanying table and map indicate which parcels are considered appropriate. This type of clustering would provide significantly greater environmental benefits than if the sites were developed under the base zone.

In the cases indicated, protection of the environment is considered as important as compatibility, though it will be critical to buffer the townhouses from the surrounding single-family detached housing. For these reasons, the full density shown may not be achieved.

**The Plan recommends developing a scenic overlook in coordination with the National Park Service to highlight vistas of the Potomac River.** With the Potomac River as a valuable resource for the area, opportunities should be explored for providing a scenic overlook between Glen Echo and Brookmont, where the parking and human impact could be minimized. Parcel P 11 is being recommended for park-

land/open space use for this purpose. This site affords one of the few opportunities in Montgomery County to provide a public viewing point of the river gorge from a higher elevation. The

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**This Plan supports the continued use of Glen Echo Park as an important regional and community cultural, educational, and recreational resource.**

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majority of P 11 has extremely steep slopes which should preclude development. In addition, it is heavily wooded. The site is contiguous with National Park Service land to the east. Saranac Road is dedicated but unbuilt, and should be abandoned since it traverses the most environmentally sensitive area of the site and since the Plan recommends no additional curb cuts along MacArthur Boulevard. The Corps of Engineers reinforced this policy by stating that it does not want any additional points of access along MacArthur Boulevard from Brookmont to the Town of Glen Echo. The National Park Service has expressed an interest in a joint effort towards this scenic overlook project.

**It is recommended that all Federally-owned property currently in a natural state be maintained as protected open space and that the former Glen Echo trolley right-of-way be preserved as public open space and for other public uses.** This Plan supports the continued use of Glen Echo Park as an important regional and community cultural, educational, and recreational resource.

The unique character of the Cabin John community should be retained by keeping the existing scale and type of housing along with the semi-rural, wooded environment.

This community is one of the few areas in Bethesda-Chevy Chase providing a diversity of housing types at a range of prices. This mix results in an opportunity for housing for people who otherwise might not be able to live in the Planning Area. This is one important factor in the strong sense of com-

munity which exists among the citizens of Cabin John. It is important that this neighborhood with its variety of housing be maintained.

The Palisades includes 5 properties which are currently on the *Master Plan for Historic Preservation*, 12 which have been designated as part of this planning effort, and 5 which have been removed from the *Locational Atlas*. Refer to the Chapter 7 for more detailed information.

This Plan recommends designating MacArthur Boulevard from the District Line to the intersection with Falls Road in the Potomac Subregion as a State of Maryland Scenic Route.

The Scenic Route System was developed by the State to encourage Marylanders and other visitors to travel roads through areas of unique cultural and historic value and natural scenic beauty. The Palisades and the Potomac River are both uniquely scenic and naturally beautiful. If this portion of MacArthur Boulevard were designated a Maryland Scenic Route, it would complete a Scenic Route link through Montgomery County and would provide tourists an opportunity to experience the natural environment. As a means of further preserving the green quality of the Palisades, there should be no additional curb cuts along MacArthur Boulevard.

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**This Plan recommends designating MacArthur Boulevard...as a State of Maryland Scenic Route**

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This Plan for the western portion of Bethesda-Chevy Chase seeks to moderate the effects of future increases in traffic volume and of commuter traffic cutting through neighborhoods. Emphasis should be placed on pedestrian access and safety.

The Clara Barton Memorial Parkway, MacArthur Boulevard, Massachusetts Avenue, and River Road all serve as access roads to the major employment centers: the Bethesda Business District, NIH, Defense Mapping Agency (DMA), and the District of Columbia. This results in high volumes of com-

muter traffic through the area. Given that the first exit from the Clara Barton Parkway to MacArthur Boulevard is at Cabin John, there is a particularly high volume of traffic here, often from out-of-state vehicles. Many of these cars take Wilson Lane and Goldsboro Road to the Bethesda Business District. (See the Transportation Plan, Chapter 4.) The southern leg of the Georgetown Branch traverses the eastern portion of the Palisades area. There is discussion of the proposed use of the segment in Section 4.14.

**The following transportation recommendations apply in this area:**

1. An asphalt covered hiker-biker path parallels MacArthur Boulevard for practically its entire length in the Palisades. This existing trail is an important link in the *Master Plan of Bikeways* network. As such, the path should be repaired where needed and properly maintained.
2. Pedestrian safety improvements should be implemented in this area as recommended in Section 4.13 of this Plan.

### **3.42 Community Retail Centers**

There are a number of community and neighborhood commercial centers throughout western B-CC. The three largest—Little Falls Mall, Glen Echo Center, and the MacArthur Plaza in Cabin John—are located in the eastern, central, and western portions of the area, so the communities have good access to convenience shopping. In addition, there are several smaller C-1 sites scattered throughout the Palisades area. Table 7 displays what is discussed below.

#### **Little Falls Mall (PC 13)**

**The Plan recommends that the C-1 Zone be reconfirmed for the Little Falls Mall site.** This will allow continued use of the Mall as a community-oriented retail center to serve local shopping and service needs and to reinforce the sense of community.

The surrounding residential areas include a well planned

mix of densities: single-family houses, townhouses, garden apartments, and moderate cost apartments. The Sumner site of the Defense Mapping Agency is across Sangamore Road from the Mall. A supermarket and drugstore currently anchor the Mall, which includes several offices and a variety of shops and services.

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**In order to enhance the Mall's use... public amenities and additional landscaping are encouraged as part of any new development.**

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Any plans to expand the Mall under the existing zoning should include community-oriented goods and services and should be combined with vigorous efforts to protect the adjacent residential neighborhood from cut-through traffic.

Future retailing trends may require anchor stores to expand in order to maintain competitiveness. The retail focus should be to continue to serve the community rather than to attract customers and traffic from a much wider area. There is concern that Mall expansion might lead to more traffic cutting through the Sumner neighborhood from Massachusetts Avenue to Sangamore Road. The neighborhood lacks sidewalks, and high traffic speeds pose a safety hazard. Enforcement of speed limits must be combined with entry-and-exit turning controls in order to maintain the quality of life and cohesion of this community.

In order to enhance the Mall's use by the community and its compatibility with adjacent uses, public amenities and additional landscaping are encouraged as part of any new development.

The Little Falls Mall has existing commercial development potential. Since the owners have expressed an intent to add new retail space, there is an opportunity for providing not only

**Table 7**

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
PC 13	Little Falls Mall Sangamore Rd	11.88 acres	Grocery, shops, offices	C-1	Grocery, shops, offices	C-1	- Seek voluntary cooperation with recommendations for: o Outdoor public use space o Increased landscaping o Pedestrian connections	- Enhance role of Mall as "community magnet" - Improve economic viability of the Mall
PC 14	Glen Echo Center MacArthur Blvd Goldsboro Rd	1.40 acres or 61,000 g.s.f.	Convenience stores, 2nd story offices	C-1	Convenience stores, 2nd story offices	C-1	- Add benches, tables, planters if feasible	- Enhance use as neighborhood center
PC 15	MacArthur Plaza MacArthur Blvd and Seven Locks Rd	1.72 acres	Grocery store, post office, bank, 1st and 2nd story offices	C-1	Grocery store, post office, bank, small shops, family restaurant, 2nd story offices only	C-1	- Add benches and trees to landscaped strip and extend to link with Fire House (see below) - Add benches, planter to arcade - Add identity sign reflecting community character	- Enhance use as neighborhood center
	Cabin John Fire House	0.14 acre 6,000 g.s.f.	Architectural/ engineering offices	C-1	Offices	C-1	- Link with landscaped strip	- Unify site

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

Table 7 (Cont'd.)

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
PC 16	Inn at Glen Echo and adjacent parcels MacArthur Blvd and Tulane Ave	Inn=5,000 g.s.f. (building) lot=3,361 sq.ft.	a. Restaurant Parking	C-1 R-60	Restaurant Parking	C-1 R-60	- Retain existing house - Retain R-60 zone for parking	- Potential historic and architectural interest - Additional C-1 not appro- priate due to poor visi- bility and traffic conflicts at the intersection
			b. 3 Resti- dences	R-60	Residen- tial/ Office	R-60, suitable for C-T	- Retain existing houses	- Continue residential scale and character - Suitable for commercial use due to proximity to restaurant - Provide flexibility in use
		13,000 - 14,000 sq.ft.	c. Vacant (2 du potential)	R-60	Glen Echo Town park or single- family housing	R-60	- More appropriate use would be park - Construct tennis courts or other adult active recreation	- Location and access problems Isolated site not suitable for young children's recreation - Children's play area provided in adjacent Glen Echo Park
PC 17	Bonfield's Garage and adjacent vacant lot MacArthur Blvd	13,610 sq.ft.	Service station	C-1	Existing use or other appro- priate use	C-1	- Retain existing structure in conformance with conditions out lined in historic designation	- Designated on <i>Master Plan for Historic Preservation</i>
PC 18	Garfield Studio Bryn Mawr Ave & MacArthur Blvd	8,700 sq.ft.	Vacant house	C-1	Existing use or other appro- priate use	C-1		- Little development potential remaining on site

Table 7 (Cont'd.)

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
PC 19	Wild Bird Center MacArthur Blvd and 77th St	20,900 sq.ft.(lot) (.48 acres)	2 houses with Retail and Offices	C-1	Existing uses or other appropriate retail use	C-1 for footprints of existing structures and re- quired parking R-90 for balance of property	<ul style="list-style-type: none"> <li>- Size of current C-1 zoned lot could result in potential development of 14,583 sq.ft. (.7 FAR) which is inappropriate scale</li> <li>- Approximately 11,000 sq.ft. (0.25 ac.) will retain the C-1 Zone</li> <li>- Approximately 9,900 sq.ft. (0.23 ac.) is recommended for R-90</li> <li>- Any future development on site should reflect the character of area and should be of design and scale to enhance the ambience of MacArthur Blvd and the Palisades</li> </ul>	<ul style="list-style-type: none"> <li>- Assure continued use on site that is residential in scale</li> <li>- Plan recommends Scenic Route designation for MacArthur Blvd</li> </ul>
PC 20	Alpine Veterinary Clinic MacArthur Blvd and 78th St	7,560 sq.ft.	Veteri- nary clinic	C-1	Existing uses or other appropriate retail use	C-1		<ul style="list-style-type: none"> <li>- Assure continued use on site that is residential in scale</li> <li>- Plan recommends Scenic Route designation for MacArthur Blvd</li> </ul>
	Lot behind Alpine Veterinary	7,500 sq.ft. (.17 ac.)	Vacant (1 du poten- tial)	C-1	Single- family	R-60	<ul style="list-style-type: none"> <li>- Rezone to R-60 to meet minimum lot size requirement</li> </ul>	<ul style="list-style-type: none"> <li>- Parcel too small for commercial development</li> <li>- Location off MacArthur Blvd is not desirable for commercial use</li> <li>- Meet housing goals</li> </ul>

Table 7 (Cont'd.)

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
PC 21	Captain's Market MacArthur Blvd Tomlinson Ave	13,605 sq.ft.(lot)	Convenience store	C-1	Convenience store	C-1	<ul style="list-style-type: none"> <li>- Voluntary upgrade of exterior and parking lot</li> <li>- Scale inappropriate</li> </ul>	<ul style="list-style-type: none"> <li>- Scale and use appropriate as community-serving for convenience goods</li> </ul>
PC 22	Park Building Massachusetts Ave and Goldsboro Rd	75,000 g.s.f. (building)	Bank, offices	C-1	1st floor Retail, bank, offices	C-1		<ul style="list-style-type: none"> <li>- Site is developed to maximum potential; no change anticipated</li> </ul>
PC 23a	Frank S. Phillips, Inc. adjacent to DMA Dalecarlia site	13,151 sq.ft.(lot) 8,292 sq.ft.(air rights) 12,900 g.sq.ft. (building)	Offices	C-1	Offices	C-1	<ul style="list-style-type: none"> <li>- Continue existing office use</li> </ul>	<ul style="list-style-type: none"> <li>- Appropriate scale</li> </ul>
PC 23b	Kreger's Exxon MacArthur Blvd	29,239 sq.ft. (lot) (.67 ac.)	Service Station	C-1	Existing use or other appropriate retail use	C-1 for footprints of existing building and required parking R-60 for balance of property	<ul style="list-style-type: none"> <li>- Size of current C-1 zoned lot could result in development potential of 20,416 sq.ft. (.7 FAR) which is inappropriate scale</li> <li>- Approximately 17,214 sq.ft. (.39 ac.) will retain the C-1 Zone</li> <li>- Approximately 12,025 sq.ft. (.28 ac.) is recommended for R-60</li> <li>- Any future development on site should reflect the character of area and should be of design and scale to enhance the ambience of MacArthur Blvd and the Palisades</li> </ul>	<ul style="list-style-type: none"> <li>- Assure continued use on site that is residential in scale</li> <li>- Plan recommends Scenic Route designation for MacArthur Blvd</li> </ul>



additional community-oriented uses but also outdoor public use space, such as a corner courtyard and promenade, to serve the people who live and work near the shopping center. Any proposed new commercial development on the site is encouraged to include a landscaped public use space with benches and tables to allow sitting, eating, and public gatherings. The owners of the Mall have been generous in providing for community use of a meeting room. Continued efforts by both the owners and neighborhood organizations to promote public events at the Mall could enhance its role as a community magnet.

The existing development includes landscaping on the center's periphery and shade trees in the parking lot. Additional landscaping at the eastern and southern entrances to the building and installation of trees in conjunction with an expanded walkway system would be desirable. As security lighting is installed to enhance nighttime safety, care should be taken that it not disturb adjacent residential neighborhoods.

Better pedestrian connections to and through the Mall are needed to improve accessibility and reduce reliance on the automobile.

Sidewalks should be installed along the sections of Sangamore Road where they are now lacking in order to allow residents of the Sumner Highland Apartments and townhouses to the south safe access to the Mall. Pedestrian walkways into the Mall are needed at the southern entrance opposite the apartments and across from the Sumner Court townhouses on Sentinel Drive. A protected pathway should be extended from the Mall across the parking lot to Sumner Village.

### **Glen Echo Center (PC 14)**

**The Plan reconfirms the existing C-1 zoning on this site and endorses its continued use as a neighborhood-oriented shopping facility.** The two-story structure at MacArthur Boulevard and Goldsboro Road currently houses neighborhood convenience stores and second story offices. Access and parking is

a severe problem, but there is no clear solution because of the site's location, size, and configuration. Opportunities for providing public use space are limited. Subject to the owner's determination of feasibility, it would be a desirable enhancement to the center to include benches and tables in front of the shops, protected from the parking lot by plants in planter boxes, and decorative paving to help define the seating area.

### **MacArthur Plaza (PC 15)**

**The Plan reconfirms the existing C-1 zoning on this site and recommends efforts to enhance its use by the community.** The site at MacArthur Boulevard and Seven Locks Road contains a two-story modern brick structure and the former Fire House, which has been converted to offices. The *Cabin John Community Plan*, prepared in 1974 after considerable citizen involvement, encouraged the developer to include a family restaurant, small food store, compatible small shops, a post office, and professional offices on the second floor. Current ground floor tenants provide some of those uses but also include two offices, one with blacked out windows. Such uses and window treatments at ground level detract from the vitality of the arcade along the front of the building. They also do not reflect the neighborhood orientation desired by residents and expressed in the purpose clause of the C-1 Zone.

The landscaped strip between MacArthur Boulevard and the parking lot would be enhanced by additional shade trees and benches. It should be extended to link the Fire House to the rest of the site. The arcade would be more appealing with the addition of benches and planters to encourage community shoppers to stroll, sit, and informally gather. A sign should be added which establishes the center's identity and reflects the community's character.

### **Glen Echo Inn (PC 16) and surrounding R-60 lots**

**The Plan reconfirms the C-1 Zone for the two lots containing the Inn and recommends maintaining the existing struc-**

ture. **The R-60 zoning for the lot currently used for parking by restaurant patrons is being reconfirmed.** This site at MacArthur Boulevard and Tulane Avenue contains two lots zoned C-1 surrounded by R-60 zoning. The C-1 lots are currently used for a restaurant located in a residential structure. There is one house next to the restaurant and two behind it. The Town of Glen Echo owns the remainder of the lots in this block, bounded by Tulane, Bowdoin, and Oberlin Avenues and MacArthur Boulevard.

**The Plan recommends designating the three houses immediately adjacent to the Inn along with their adjoining property as suitable for the Commercial Transition Zone.** The Plan does not recommend assemblage of these and the C-1 property for purposes of redevelopment.

This can be supported on the grounds that the site is appropriate for commercial use because of its proximity to the restaurant. It is, however, desirable to retain the existing houses so that the residential scale of the block remains. This recommendation in no way precludes continued use of these houses as purely residential but provides flexibility for an alternative use which may keep the sites attractively residential in character.

**The Plan supports the Town of Glen Echo's proposal for either a park or single-family detached housing on the lots owned by the Town.** Given the location of the two lots, the more appropriate use for the land would be a park rather than housing. The adjacent residences have been recommended for designation as appropriate for nonresidential professional use for the reason stated above. Since there is no desire to further commercialize this relatively small area, it is felt that an open park area would enhance the existing situation as well as provide recreational space for local citizens.

The location is not suitable for a park attracting young children because of its separation from the Town. It is accessible by bike path and would be appropriate for tennis courts or other recreation facilities appealing to older age groups. Ways

should be explored for funding these facilities through cooperation among the Town, M-NCPPC, and the State (Program Open Space).

**Bonfield's Garage (PC 17), Garfield Studio (PC 18), Alpine Veterinary Clinic (PC 20), Captain's Market (PC 21), Park Building (PC 22), and Leland Phillips (PC 23a).**

**The Plan recommends retention of the C-1 zoning for each of these sites in the Palisades.** The existence of these C-1 sites reflects part of the history of the Palisades and contributes to the unique character of the area. With the size of the sites being relatively small, the scale of the redevelopment potential is limited so that the size of any new structure would be somewhat in harmony and consistent with the surrounding residential uses.

In most cases, the current uses on these sites are those that the community supports and would like to see maintained for the future. Reconfirmation of existing zoning would allow any of the uses permitted in the C-1 Zone. If a change in use from the current one occurs, the new use should be one that serves the needs of the local community. Indiscriminate redevelopment in commercial uses incompatible with the character of the area is discouraged.

Bonfield's Garage has been designated on the *Master Plan for Historic Preservation*. (See Chapter 7.) This Plan recommends retention of the existing structure, although the historic designation noted the potential for relocation of the building. Future use should be one that maintains, and is appropriate for, the structure and environs.

**Wild Bird Center (PC 19) and Kreger's Exxon (PC 23b)**

**The Plan reconfirms the C-1 Zone for the footprints of the existing building(s) and the required parking for the current uses and recommends rezoning the balance of the property to either R-90 (PC 19) or R-60 (PC 23b).** Because

each of these sites is .5 acre or larger, the redevelopment potential of each would permit a structure with a square footage approximately three times that of the existing buildings with an FAR of .7. The best way to assure continued uses here that are of a residential scale is to implement the recommendation above, which would essentially enable the construction of a building equal to the square footage of the existing one. The remainder of the area, which would be zoned residential, is to remain in green space, which further limits the density of each site.

The continued residential scale of C-1 buildings along the entire length of MacArthur Boulevard from the District Line to the Beltway is important to the ambience of the road and to its recommendation for designation as a Scenic Highway. Any future development of these sites should reflect the character of the area and should be of a design and scale which enhance the unique cultural and natural environment of the area.

### **Lot (Parcel 399) behind the Alpine Veterinary (PC 20) on 78th Street in Cabin John**

**The Plan recommends rezoning Parcel 399 from C-1 to R-60.** Since the parcel is not located directly on MacArthur Boulevard and is only 7,500 square feet, the commercial development potential is limited. With the rezoning to R-60, a single-family house could be constructed, meeting the required development standards of the zone.

## **3.5 Sector Plan Areas**

**The B-CC Master Plan recommends that the policies and roles for each of the Sector Plans be reaffirmed.** The Master Plan does not provide comprehensive re-analysis or amend the policies of these Sector Plans. This section describes the roles of each Sector Plan Area in employment, retail and service business, housing, and community identity, and policies related to commercial area boundaries, buffer and transition uses, traffic, and parking.

## **3.51 Friendship Heights CBD Sector Plan**

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### **Roles and Policies**

The Friendship Heights Business District is a relatively small, compact, high density urban area containing a mix of jobs and housing. It is centered in the high income areas of Bethesda-Chevy Chase and northwest Washington, D.C., and has good highway access and a Metro station. The area provides about 9,000 jobs, the third largest concentration of jobs in B-CC. There are four major office buildings, the largest of which is GEICO, which is located outside the boundaries of the CBD. The area provides regional department store shopping and many specialty retail shops, dealing mostly in high-priced goods. Community-scale shopping is provided at the Chevy Chase Center.

Over half the high-rise housing in the entire B-CC Planning Area is in this area, mostly along North Park Avenue. This area has a high quality urban character which includes parks, a new community center, and services to a growing elderly population. A strong community identity exists, due in part to the Village of Friendship Heights (a taxing district) and to strong ties to the surrounding single-family communities.

The total office and retail floor area before 1974 was 1.5 million square feet. New construction and potential development since that time is 1.1 million square feet, for a total of 2.6 million square feet of office and retail floor area. There is a total of 4,200 existing and approved residential units.

*The Sector Plan for the Friendship Heights Central Business District* was adopted in 1974 and was amended in 1984. **The Sector Plan has four important policies and related recommendations:**

1. Provide orderly development within the constraints of the road system. The Sector Plan established density constraints on each property.

2. Protect residential neighborhoods. The Sector Plan preserves open space buffer area and provides transition uses.
3. Avoid degradation of the business community. The Sector Plan provides for use of the new CBD zoning tools.
4. Undertake public improvements. The Sector Plan provides for an improved internal roadway network, through connection between Western and Wisconsin Avenues by way of Friendship Boulevard and The Hills Plaza.

## Land Use Analysis

**The B-CC Master Plan addresses only those areas that lie outside the Friendship Heights CBD boundary.** This includes all of the GEICO and Somerset House properties, as well as the parking for Saks and the Chevy Chase Shopping Center. (See Table 8.)

**Bethesda-Chevy Chase Plan recommendations for these properties are summarized as follows:**

1. Change the zoning for the park at the southwest corner of Dorset Avenue and Wisconsin Avenue from R-H to R-60 to reflect the park use and the nearby residential properties.
2. Confirm zoning on these properties that were addressed in Sectional Map Amendment F-947 (Sector Plan Parcel 3A at R-60, and Parcel 3B at R-H).
3. Confirm the R-60 zoning for parking lots for Saks and Chevy Chase Center and in the surrounding residential area.
4. Increase the area of C-O zoning to allow for expansion of office space on the GEICO property up to 220,000 square feet and confirm the R-60 zoning for the remainder of the property (Parcel N).

The confirmation of other existing zoning outside the CBD boundary is necessary to achieve the policies of the *Friendship Heights Sector Plan* and this Master Plan. Any subsequent changes must address complex transportation and land use issues in a future Sector Plan Review. The future Friendship Heights Sector Plan should review and designate a clear

boundary for the Sector Plan. This Sector Plan should also consider the zoning and additional features of potential GEICO expansion.

## GEICO Expansion

**This Master Plan recommends expansion of the C-O zoned area to allow 220,000 square feet of additional office space on the GEICO property.** Underground parking will serve the new development and replace the existing Western Avenue surface parking lot. (See Figure 10.)

GEICO has proposed that a total of 500,000 square feet of office space be built in three phases over the next 15 to 20 years. Possible subsequent phases of development would be reviewed and evaluated within the framework of the *Friendship Heights Sector Plan* scheduled for study following this Master Plan.

GEICO is a major and stable corporate resident of the County. This Master Plan endorses the objectives of the 1974 Sector Plan concerning the functioning of the GEICO property. The parking on the property functions as a transition use between the CBD and the residential community. The property also contains landscaped buffer areas adjacent to the residential community.

The GEICO proposals are based on a desire to achieve anticipated, long and short-term expansion at the existing corporate headquarters location. GEICO will locate jobs within walking distance of Metro and other public transportation and will expand its successful transportation management and incentive program to minimize peak-hour vehicle trips. The proposed development would maintain a campus atmosphere by the careful location of new office space, by replacing existing surface parking with landscaped open space, by provisions for parkland and conservation areas, and by including other features designed to ensure compatibility of the development with existing and proposed land uses. The site design will continue the transition uses and the buffering features of the property.

**Table 8**

**FRIENDSHIP HEIGHTS LAND USE OUTSIDE OF THE CBD AREA**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
F 1a Willard Ave at Friendship Blvd (south) (also Sector Plan Parcel N)	4.0 acres or 171,620 sq.ft.	Office	C-O (GEICO)	Office	C-O	<ul style="list-style-type: none"> <li>- Retain zone for existing office building</li> <li>- Any possible expansion will be considered during the Friendship Heights Sector Plan Amendment</li> </ul>	<ul style="list-style-type: none"> <li>- Appropriate zone for existing office building</li> </ul>
F 1b	1.65 acres or 72,000 sq.ft.	Parking	R-60/ Special Exception	Office	C-O	<ul style="list-style-type: none"> <li>- Recommend rezoning of GEICO tract to allow expansion up to 220,000 s.f.</li> <li>- Endorse land use, design, and transportation capacity recommendations</li> <li>- Any additional expansion will be considered during the Friendship Heights Sector Plan Amendment</li> </ul>	<ul style="list-style-type: none"> <li>- Allows for expansion of a major, stable corporate resident of Montgomery County</li> <li>- Will be compatible with nearby residential areas</li> <li>- Can be accommodated within the transportation capacity of the Sector Plan</li> </ul>
F 1c	20.6 acres or 898,830 sq.ft.	Parking	R-60/ Special Exception	Parking	R-60/ Special Exception	<ul style="list-style-type: none"> <li>- Consider zoning change for an additional 280,000 s.f. when the Sector Plan is re-analyzed to address complex traffic and land use issues involving many properties and the nearby residential communities</li> </ul>	<ul style="list-style-type: none"> <li>- Reconfirm existing zone and special exception use</li> </ul>
F 2 Wisconsin Ave (east) (also Sector Plan Parcel 10A)	6.2 acres or 270,072 sq.ft	Parking (for Chevy Chase Center)	R-60/ Special Exception	Parking	R-60/ Special Exception	<ul style="list-style-type: none"> <li>- No expansion of CBD zoning has been requested; consideration must await Sector Plan to address neighborhood buffer and transition use issues</li> <li>- To be included in Friendship Heights Sector Plan Study boundary</li> </ul>	<ul style="list-style-type: none"> <li>- Parking is required for the Chevy Chase Center</li> <li>- Special exception allows control of buffer landscaping</li> </ul>

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

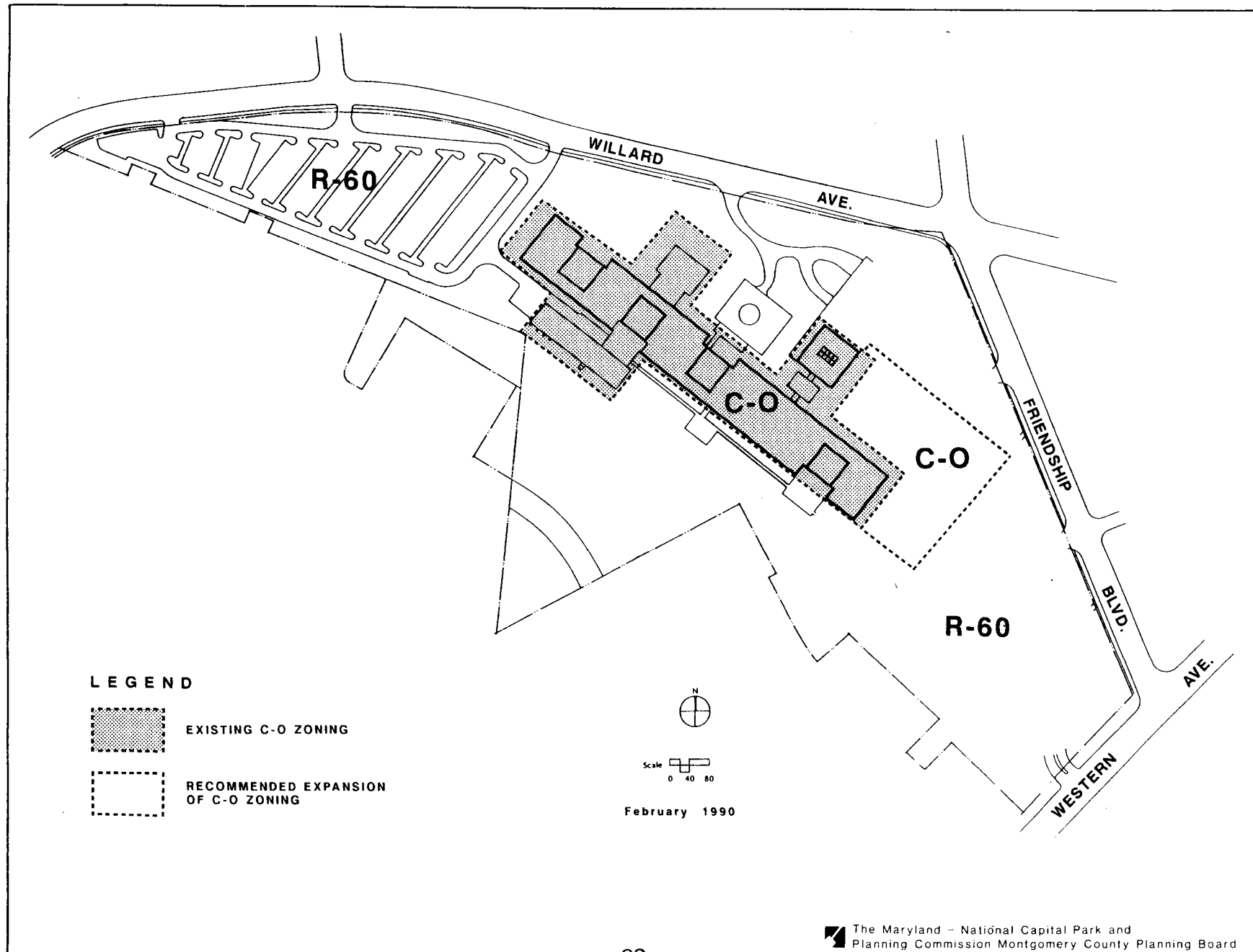
**Table 8 (Cont'd.)**

**FRIENDSHIP HEIGHTS LAND USE OUTSIDE OF THE CBD AREA**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use      Zone		Recommended Use      Zone		Conditions, Constraints, Comments	Rationale
F 3	Wisconsin Ave (east), Oliver St to Montgomery Ave	4.3 acres or 188,000 sq.ft.	Parking (for SAKS)	R-60/ Special Exception	Parking	R-60/ Special Exception	<ul style="list-style-type: none"><li>- No basis for expanding commercial use beyond the SAKS store</li><li>- To be included in Friendship Heights Sector Plan Study boundary</li></ul>	<ul style="list-style-type: none"><li>- Parking is required for SAKS</li><li>- Special exception allows control of buffer landscaping</li></ul>
F 4	Dorset Ave at Wisconsin Ave (SW)	1.4 acres or 62,000 sq.ft.	Park (wooded)	R-H	Park	R-60	<ul style="list-style-type: none"><li>- Acquired for Town of Somerset park use. Site remains undeveloped</li><li>- To be included in Friendship Heights Sector Plan Study boundary</li></ul>	<ul style="list-style-type: none"><li>- Committed to park use, change to the same residential zone (R-60) as nearby properties is more appropriate</li></ul>
F 5a	Wisconsin Ave south of Dorset Ave (west) also Sector Plan Parcel 3 A)	3.5 acres	Open Space	R-60	Open Space	R-60	<ul style="list-style-type: none"><li>- To be included in Friendship Heights Sector Plan Study boundary</li></ul>	<ul style="list-style-type: none"><li>- Zoning changed to R-60 in Sectional Map Amendment F-947, 1974</li><li>- Committed to open space between high-rise housing and Town of Somerset</li></ul>
F 5b	(Also Sector Plan Parcel 3 B)	14.7 acres or 792,356 sq.ft.	High-Rise Housing (Somerset House) (581 du approved)	R-H	High-Rise Housing	R-H	<ul style="list-style-type: none"><li>- High-rise housing under construction</li><li>- To be included in Friendship Heights Sector Plan Study boundary</li></ul>	<ul style="list-style-type: none"><li>- Zoning confirmed at R-H in Sectional Map Amendment F-947, 1974</li><li>- Appropriate zone for existing use</li></ul>
Surrounding Residential Area			Single-Family Housing	R-60	Single-Family Housing	R-60	<ul style="list-style-type: none"><li>- Commercial service or office type special exception uses are strongly discouraged in the Brookdale community</li></ul>	<ul style="list-style-type: none"><li>- Maintain and protect the single-family character of surrounding areas</li><li>- Single-family zoning is supported throughout the B-CC Plan area and should all be confirmed in a subsequent Sectional Map Amendment</li></ul>

## GEICO'S RECOMMENDED C-O ZONING

Figure  
**10**



The Master Plan makes the following findings concerning approval of C-O zoning for an additional 220,000-square-foot building:

1. The size, topography, and existing nature of development on the site provide opportunities to minimize the impact of future development on surrounding land uses.
2. Careful location, height, and design of the proposed structure minimize visibility and maximize compatibility with surrounding properties.
3. The placement of the additional development adjacent to the existing GEICO building will maintain the character of the Willard Avenue frontage for residents of the high-rise buildings in the CBD.
4. The parking lots were established in the Sector Plan as transition areas between the residential area and the CBD. Changes are proposed to the area between the existing buildings and Western Avenue. Extensive areas of surface parking will be replaced by conservation buffer areas, below-grade parking, rooftop landscaping, and provision of parkland. The development will be compatible with existing and proposed adjacent land uses.
5. Site design features which minimize visibility and continue an open-space campus environment, will provide an appropriate land use between the Central Business District and the Brookdale residential areas and will help maintain the stability of adjoining single-family, detached home residential areas.
6. This Master Plan recognizes that GEICO intends to sell those houses which they own in Brookdale and which are not contiguous to the buffer strip. Such a sale would stabilize and protect the adjacent residential area and would be a good faith assurance of their intent to remain within current Sector Plan boundaries. During the time that any houses are retained in GEICO ownership, they should be maintained to a standard comparable to the surrounding area.
7. The proposed GEICO development is required to continue to operate a transportation management program (TMP) that ensures maintenance of peak hour trip generation within the trip capacity limits of the 1974 *Friendship*

*Heights Sector Plan*. The GEICO expansion is not limited by the specific trip generation rates for office development, but is required to meet the same standards for participation in a TMP as other projects in the County. Section 4.12 of this Master Plan supports such a requirement for all new development in Bethesda-Chevy Chase. The project will not remove any trip capacity allocated to any other property owner under the 1974 *Friendship Heights Sector Plan*.

8. Because of the above features, additional C-O development of up to 220,000 square feet and not exceeding the height of the existing building on the site is in accordance with the policies and recommendations stated in this Master Plan. The development will be compatible with existing and proposed land uses including the high-rise residential, CBD commercial and single-family, detached home residential development in the area.

Based on these findings, this Master Plan endorses an increase in the C-O zoned area to allow an expansion of up to 220,000 square feet in floor area. The expansion will be compatible with nearby residential areas, if the land use and design recommendations are met. The building will be accommodated within the transportation capacity, if the recommendations concerning transportation capacity are met. To ensure land use compatibility and remain within transportation capacity limits, the Master Plan includes the following recommendations.

### **Land Use Recommendations**

1. Approve C-O zoning for enough area to allow development of 220,000 square feet of additional office space, to be located adjacent to the existing GEICO tower and extending from there towards Western Avenue. The building placement shall be in general conformance with this Master Plan's design guidelines.
2. Any rezoning to C-O should be limited to the land area necessary to permit the development of 220,000 square feet and require Site Plan Review based upon the floor area ratio requirements of the Zoning Ordinance. (See Figure 9.)



3. Modifications to the off-street parking special exception will be required. Conditions for such modifications should include limitation of the total amount of parking on the site to the minimum zoning ordinance requirement, relocation of the existing Western Avenue parking lot below-grade, its replacement by landscaping and up to 60 above-grade visitor spaces adjacent to the building, and incorporation of the principles shown in this Master Plan's illustrative site design.
4. To allow for completion of the features of the site design and to minimize future disruption of the site, allow for construction of underground space that would accommodate the minimum parking that would be required for the future GEICO requested development. Access to such space shall be prevented by locked doors or gates and shall not be marked or used for parking unless further development is approved on the site. The existence of this space does not prejudice for or against the future GEICO requested development.
5. This Master Plan reconfirms the R-60 zoning in the adjacent Brookdale community, between the GEICO property and River Road.
6. This Master Plan reconfirms the R-60 zoning on the GEICO property (Parcel N), which is not included in the expanded area to be zoned C-O.
7. This Master Plan recommends that commercial service or office type special exception uses be strongly discouraged in the Brookdale community to maintain the single-family character of the area. Such uses include medical or dental offices and other uses as listed in Master Plan Section 3.12, Special Exceptions, under guideline 2. This recommendation is not intended to discourage approval of home occupations.

### **Design Guidelines**

The proposed design concept for expansion of GEICO's corporate headquarters is a campus-like plan with buildings in close proximity to each other allowing for a pedestrian environment between buildings and substantial green space around the perimeter of the site. The Master Plan includes illustrative

design guidelines to be used at Site Plan Review as a guide for the development of the property. The following recommendations are illustrated in the Appendix.

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### **To establish a campus-like setting for the development, open spaces should be intensely landscaped...**

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1. Any expansion of GEICO's facilities should locate the new building on the northeast side of the existing building to minimize incompatibility with nearby residential areas and to ensure pedestrian connections between buildings.
2. The building height shall be limited to the height of the existing GEICO tower to ensure visual compatibility with nearby residential areas.
3. All required parking for the new building should be located underground except for limited visitor parking. Provide adequate landscaping on top of any new parking structures to buffer views and achieve a park-like character as seen from surrounding streets and residential areas. The underground parking structure can be located in the southeastern portion of the site.
4. The new building facade should be designed to reduce its perceived mass and bulk. An articulated facade which visually breaks up the horizontal length of the building is desirable. The rooftop should be designed with consideration of views from residences in the Village of Friendship Heights.
5. To establish a campus-like setting for the development, open spaces should be intensely landscaped to enhance the pedestrian environment, buffer views of the buildings, and create a park-like character distinctly different from the more urban environment across Friendship Boulevard. Such landscaping to the roof of underground parking areas should minimize the impact on views from high-rise buildings in the Village of Friendship Heights and adjacent single-family residential areas.
6. Intensify the buffer zone along GEICO's boundary with Brookdale by landscaping and berming, creation of conser-

vation easements, and extending the lease of the Brookdale Neighborhood Park to the County to guarantee permanent preservation of a significant buffer between single-family, detached residential and nonresidential uses. (See illustrative design in the Appendix.)

7. Adequate pedestrian connections to surrounding areas and streets should be provided to promote transit serviceability. Adequate pedestrian pathway connections from Willard Avenue through the GEICO campus to the Brookdale Neighborhood Park and on to Wisconsin Avenue shall be provided.
8. Driveway entrances from Friendship Boulevard shall be consistent with MCDOT approved street plans. Driveway entrances from Western Avenue shall be limited to one point of access.
9. Streetscaping along all streets will be required at site plan review. Streetscaping along Friendship Boulevard shall be consistent with approved streetscape plans and will result in a common theme along both sides of Friendship Boulevard.

### **Transportation Recommendations**

1. Trip generation for the proposed development and for existing GEICO facilities shall be limited to 762 peak hour trips, which is the total trip generation assigned to this parcel in the 1974 *Friendship Heights Sector Plan*.
2. A condition of Site Plan approval shall be commitment to a long term transportation management program which is similar to others in the County. The program must include sufficient documentation, reporting of program effectiveness, and signing of a Traffic Mitigation Agreement. Such a program is needed to ensure that the current low rate of trip generation during peak traffic periods is maintained.

### **Future Development**

The Master Plan framework for levels of development (Section 3.1) endorses a moderate level of job development but does not establish specific development limits for each employment center. The moderate level of job development will not ac-

commodate all plans by all of the property owners for major new development. Therefore, a moderate level of new job development must be shared between GEICO and other employment centers, including the Bethesda CBD and the National Institutes of Health.

Any further development of the GEICO Tract should be studied within the context of the *Friendship Heights Sector Plan*. Any future expansion must consider the potential interests of other property owners including some whose standard method development may exceed Sector Plan assumptions (*Friendship Heights Sector Plan* Parcels 5, 6, 8, and 9), and larger owners such as the Barlow interests (Parcels 5, 8, 9, and 14) and Woodward and Lothrop (Parcel 2) who may seek additional density under the optional method. The role of development in the District of Columbia must also be considered in the next Sector Plan review. Subsequent development should, however, be limited to no more than 280,000 additional square feet, with a portion to be located below-grade and no portion visible above ground taller than four stories.

## **3.52 Bethesda CBD Sector Plan**

### **Roles and Policies**

The Bethesda Business District is a large (over 400 acres), high-density urban area containing a mix of jobs and housing. It is centered in a high income area of Bethesda-Chevy Chase which has good highway access and a Metro station. The area provided about 24,000 jobs in 1980, the largest concentration in Bethesda-Chevy Chase. Approval of new office space in the 1980's has been strong and will increase the level of jobs to almost 33,000 by the early 1990's. New jobs will be primarily office-related and will be located in the new nonresidential building floor space expected to be built by the early 1990's. Bethesda also is a strong retail and service center, serving three markets. Regional markets are served through specialty retail and restaurants. The growing office/employment base utilizes retail, restaurant, and service businesses. Community-scale shopping is also provided, particularly in the Bradley

Boulevard and Arlington Road commercial area.

Extensive amounts of housing are located throughout the Business District along Bradley Boulevard, Battery Lane, East-West Highway, and in the Woodmont Triangle. Almost 900 new housing units have been approved for development in the 1980's in the center of Bethesda, near the Metro transit station. Older housing tends to be low-scale apartment or townhouses, while newer projects are high-rise. It is expected that the amount of housing in the Bethesda Business District will increase in future years.

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### **The Bethesda Business District is the downtown for the Bethesda-Chevy Chase area.**

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The total building floor area before 1976 was 9.2 million square feet, including residential development. As of 1986, existing and approved development resulted in 14.0 million square feet of floor area, including over 800 new residential dwelling units. The theoretical zoned maximum development capacity of the Bethesda Business District is 20.9 million square feet. Major street improvements include the one-way pairing of East-West Highway westbound and Montgomery Lane eastbound. Improvements to the north and south ends of Woodmont Avenue provide better circulation within the Business District.

The Bethesda Business District is the downtown for the Bethesda-Chevy Chase area. It provides the commercial heart and the urban identity for the greater B-CC community. The level of involvement with and dependence on the Business District increases greatly for nearby residents. They enjoy the benefits and endure the problems of closeness to a dynamic urban center. For residents surrounding the Business District, public facilities provide important services and a buffer. These facilities include parks, a library, schools, and public parking. Of particular importance has been the presence of B-CC High School, located at the edge of the Business District. Other

nearby facilities include a new B-CC community center on Elm Street, a public pool on Little Falls Parkway, and several private clubs and churches. Most of the surrounding communities are organized into civic associations or incorporated municipalities.

*The Sector Plan for the Bethesda Central Business District* was adopted in 1976. Since that time, the Plan has been amended six times. **The Sector Plan has four important policies and related recommendations:**

1. Limit the floor area of total development to remain within the transportation capacity of the area. Staging plans have been used so that traffic from development should not exceed the average traffic capacity of the highway cordon points around the Business District.
2. Protect and buffer the surrounding residential neighborhoods. The Sector Plan establishes buffer land uses and height guidelines along the edges, which have been enforced. The Planning Department has prepared a plan for improved sidewalk access and landscaping in these areas. An organization of residents and businesses has been formed to plant trees in this area.
3. Conserve and rehabilitate the Business District. The Sector Plan supports higher density optional method densities near the core and allows for continued small-scale redevelopment in the remainder of the Business District. A recent Planning Department study identified ways to promote community-oriented retail and service businesses.
4. Improve the amenity of the area for residents, workers, and shoppers. The Planning Board has provided design guidance to achieve a high quality streetscape plan, public space amenities on private property, and a major program of art in public spaces.

### **Land Use Analysis**

The B-CC Master Plan addresses only those areas that lie outside the Bethesda CBD Sector Plan Sectional Map Amendment boundary. Land use and zoning recommendations for these areas are contained on Table 9.

**Table 9**

**BETHESDA BUSINESS DISTRICT LAND USE OUTSIDE THE SECTIONAL MAP AMENDMENT BOUNDARY**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
B 1a	Jones Bridge Rd to Glenbrook Pkwy (Lots 1-4, 13, Block 5)	2.64 acres or 115,121 sq.ft.	Vacant, trees (1 du, 4 lots)	R-60	Town- house (33 du's potential)	R-60/TDR, (12.5 du's/acre)	<ul style="list-style-type: none"> <li>- All considered for OM in zoning case #G-318; remanded to Planning Board for reconsideration</li> <li>- B 1a &amp; b &amp; c: Appropriate for 12.5 du's per acre utilizing the optional method</li> </ul>	
B 1b	Glenbrook Pkwy to Chelsea La (Lots 33-38, Block 3)	0.86 acres or 37,505 sq.ft.	Vacant (2 du's, 6 lots)	R-60	Town- house 10 du's potential)	R-60/TDR, (12.5 du's/acre)	<ul style="list-style-type: none"> <li>- B 1a &amp; b: Commercial use is not appropriate on these sites</li> <li>- Design guidelines for residential use include: <ul style="list-style-type: none"> <li>o unit layout to minimize high-way noise impact</li> <li>o preserve some trees on-site</li> <li>o buffer adjacent area</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Parcels B 1a &amp; b &amp; c: Provide housing near major employment</li> <li>- Establish a clear northern limit to the business district</li> </ul>
B 1c	Chelsea La at Wisconsin Ave (SE)	0.60 acres or 26,160 sq.ft.	Vacant (4 lots)	R-60	Town- house (7 du's potential)	R-60/ TDR (12.5 du's/acre)		
B 2	Bradley Blvd at Fairfax Rd (NW)	1.6 acres	Vacant or Houses (8 du's, 11 lots)	R-60	Single- Family (11 du's potential)	R-60	<ul style="list-style-type: none"> <li>- Owner requests consideration for residential townhouse. It is not clear how to limit extensions into other single-family detached areas</li> </ul>	<ul style="list-style-type: none"> <li>- Maintain and protect the single-family character of the surrounding area</li> </ul>

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

**Table 9 (Cont'd.)**

**BETHESDA BUSINESS DISTRICT LAND USE OUTSIDE THE SECTIONAL MAP AMENDMENT BOUNDARY**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
B 3a Elm St, at Clarendon Rd	0.4 acres	Parking	R-10	Parking	R-10		- Retain existing use
B 3b Clarendon Rd, from Elm St to Exfair Rd	2.0 acres	Apartments (108 units; exceeds R-10 density of 106 units)	R-10	Apartments	R-10	Parcels B 3 and B 4: - Contains a good mix of housing type and cost Provides good transition between Commercial and single-family areas - Support continuance of some affordable housing, possibly through County purchase of apartment units	Parcels B 3 and B 4: - Existing development appro- ximates the density and conditions of the R-10 Zone - Support continuance of the apartment/townhouse mix - Support continuance of affordable housing
B 4a Clarendon and Fairfax Rds from Exfair Rd to Bradley Blvd	2.6 acres	Apartments (103 units; under R-10 density of 137 units)	R-10	Apartments	R-10	- Parcel B 3: support a Zoning Ordinance Amendment to allow reconstruction of existing uses to the original number of units	
B 4b Bradley Blvd, between Fairfax and Arlington Rds	3.6 acres	Apartments (160 units; under R-10 density of 190 units)	R-10	Apartments	R-10		
B 5a Fairfax Rd from Bradley Blvd to Little Falls Pkwy	8.4 acres	Apartment or Town- house (130 du's; under R-10 potential density of 445 units)	R-10	Town- house (147 du's potential)	R-30	- Redeveloped and under condominium ownership - Expect no further change	- Provide zoning that more closely matches the actual density of the site - Provide a lower density near the R-60 area
B 5b Fairfax Rd at Little Falls Pkwy	0.8 acre	Town- house (Kenwood Forest)	R-20	Townhouse	R-30		

**Table 9 (Cont'd.)**

**BETHESDA BUSINESS DISTRICT LAND USE OUTSIDE THE SECTIONAL MAP AMENDMENT BOUNDARY**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
B 6	Along Hillandale Rd, from Little Falls Pkwy to Chevy Chase Dr	8.1 acres	Townhouse (116 du's; under R-10 potential density of 422 units) Kenwood Forest)	R-10	Townhouse	R-30 (140 du's potential)	<ul style="list-style-type: none"><li>- Redeveloped and under condominium ownership</li><li>- Expect no further change</li></ul>	<ul style="list-style-type: none"><li>- Provide zoning that more closely matches the actual density of the site</li><li>- Provide a lower density near the R-60 area</li></ul>
Surrounding Residential Area			Single-Family Housing	R-60	Single-Family Housing	R-60		<ul style="list-style-type: none"><li>- Maintain and protect the single-family character of surrounding areas</li><li>- Single-family zoning is supported throughout the B-CC Plan area and should all be confirmed in a subsequent Sectional Map Amendment</li></ul>

The first area is located along the east side of Wisconsin Avenue from Chestnut Street to Jones Bridge Road. Changes in land use and transportation proposals for the area are within the traffic capacity cordon line. For parcels B 1a, B 1b, and B 1c, the Plan recommends single-family attached housing (townhouses). The recommended zone on the parcels is R-60/TDR, appropriate for 12.5 du's per acre.

The second area is the apartment/townhouse residential area zoned R-10 and located to the southwest of the Business District near Bradley Boulevard. The B-CC Plan recommends that the zoning for Parcels B 3 and B 4 be reconfirmed. It is recommended that zoning on Parcels B 5 and B 6 be changed from R-10 to R-30. The R-30 zone more closely matches the actual density of units on these parcels.

In this same area, the owner of five lots at Bradley Boulevard and Fairfax Road (NW corner) has requested support for a zoning change to allow residential townhouse use. This Plan recommends reconfirming the R-60 zoning. The R-60 zoning in all other areas surrounding the Bethesda Business District should be reconfirmed.

**The reconfirmation of existing zoning outside the Sectional Map Amendment (SMA) boundary is recommended to achieve the policies of the Bethesda Central Business District Sector Plan and this Master Plan.** Any subsequent changes must address complex transportation and land use issues in a future Sector Plan review.

Numerous issues have been raised concerning the *Bethesda CBD Sector Plan*. Some property owners located adjacent to the Sector Plan study area have requested support for zoning changes to increase development potential. Requests have been made to end the moratorium on development approvals and to expedite Sector Plan traffic studies prior to the full occupancy of the major new office buildings. Some residents have asked for stronger statements and land use designations to reinforce or extend the buffer and transition protection provided to adjacent residential areas in the 1976 Sector Plan. Several

community groups have expressed a need for a clearer delineation of the limits of commercial development and concerns about whether specific uses or parcels are providing good buffers for their communities. These issues should all be addressed as part of a subsequent Sector Plan review.

### **3.53 Westbard Sector Plan**

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The *Westbard Sector Plan* study area is approximately 153 acres in size with a complexity of land uses. Retail-commercial uses comprise the greatest land area, followed by industrial uses. Residential uses consume the least amount of land but are among the most visible with several multi-family zones and a mix of other housing types from single-family to townhouses.

The area includes a variety of both regional and local businesses. Food, drug, hardware, liquor, dry cleaners, filling stations, and banks are among those serving the immediate vicinity. Other facilities, such as the television studios and transmitter, caterer, auto body and repair shops, and a heating oil distributor, serve a larger region.

Westbard is served by two major northwest to southeast highways: River Road bisects the area and Massachusetts Avenue forms the southwestern boundary. Its close proximity to the Bethesda Business District, Friendship Heights, and the District of Columbia, as well as its accessibility to I-270 and the Capital Beltway, put Westbard in a prominent location in the region. In addition, the Georgetown Branch traverses the area.

This Sector Plan Area is surrounded by well-established, single-family neighborhoods. Over a period of years, the residential uses were built around the commercial/industrial area which extends along River Road and Westbard Avenue. There are several public uses in Westbard which serve the adjacent residential communities as well as the previously mentioned commercial activities.

The *Sector Plan for Westbard* was adopted in 1982 and there

has been one amendment to the Plan since that time. Many recommendations pertain to land use, transportation, and amenities within Westbard and will not be affected by this areawide review. **The Sector Plan has five important policies and related recommendations that specifically address the relationship between the Sector Plan Area and the surrounding residential communities:**

1. Reaffirm and strengthen the residential character of the neighborhoods surrounding Westbard. The Sector Plan preserves park use on the eastern border and ensures that other peripheral and transitional uses are compatible with the adjacent communities.
2. Reduce commuter traffic that cuts through residential neighborhoods. The Sector Plan supports the extension of traffic controls such as those established by Somerset and Kenwood, provided they do not create greater problems. Improved traffic operations on River Road and improvements at the intersections of Ridgefield Road and Little Falls Parkway are supported.
3. Prevent spillover parking by area employees within neighborhoods. If a problem develops, the Sector Plan suggests two-hour parking limits and the creation of residential parking permit districts as possible remedies.
4. Improve pedestrian circulation and make it less hazardous. The Sector Plan calls for an Urban Boulevard and Gateway improvement project along River Road to improve pedestrian movement and to make the area more attractive.
5. Establish measures to abate noise emanating from the commercial/industrial area which affects nearby residents. The Sector Plan suggests several ways that this might be accomplished.

The area could be affected by long term changes in use of the Georgetown Branch right-of-way, currently under study. Georgetown Branch uses have been discussed in Section 4.14. The *Westbard Sector Plan* includes a specific recommendation for the Georgetown Branch's reuse as improved access to the industrial properties north and south of River Road.

**The existing R-60 and R-90 zoning of the area surround-**

**ing Westbard should be reconfirmed as necessary to achieve the policies of the Sector Plan and this Master Plan.** The land uses adjacent to the Westbard Sector Plan Area have been carefully reviewed. The parkland along Little Falls Parkway is also considered to be an important open space amenity for the area and so is to be retained. Any subsequent changes to the Sector Plan must address complex transportation and land use issues in a future Sector Plan review.

### **3.6 Federal Employment Centers**

Within the Bethesda-Chevy Chase Planning Area there are three major Federal facilities: the National Institutes of Health (NIH), the Naval Medical Command, and the Defense Mapping Agency (DMA). These campuses comprise a total of approximately 600 acres with close to 24,500 employees. The National Institutes of Health and the Naval Medical Command together constitute the second largest employment center in B-CC, with about 20,500 employees or almost 30 percent of the current total employment for the Planning Area.

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**This Plan supports moderate employment levels to allow operational flexibility but development must be within the transportation system capacity constraints of the B-CC area.**

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This Plan recognizes that Federal installations involved in medical research and related fields of study are important to the economy of B-CC and the County as a whole. The importance of biomedically related activity to economic development in the County is well understood and appreciated. Particularly, the presence of NIH and, to some degree, the Naval Medical Command in Bethesda-Chevy Chase has had a positive effect on the County's ability to attract other biomedical firms and



related high tech activity. Although the Master Plan supports this type of Federal employment, increases in numbers of employees at any of these three facilities should occur in a constrained fashion.

This Plan supports moderate employment levels to allow operational flexibility but development must be within the transportation system capacity constraints of the B-CC area.

Montgomery County has an adopted Annual Growth Policy which seeks to balance the rate of new growth with the provision of facilities to serve that growth, such as transportation facilities. The eastern portion of Bethesda-Chevy Chase has many intersections which operate at very congested levels of service. Our analysis of development levels for the next 20 years indicates that there is not enough highway capacity to allow a high level of development in the area without increased highway congestion. As a result, this Plan must adopt policies that limit both public and private development to better match transportation capacity. A moderate level of employment development must be maintained at the Federal facilities so as to not unduly limit other development levels in the larger Planning Area.

**This Plan recommends that any future expansion of jobs or parking at Federal facilities be considered only in conjunction with an effective ridesharing/transit incentive program and after demonstration that local streets will not be unduly burdened by additional traffic.** Since none of these Federal facilities is insular, any proposed significant increases in employment levels should be accompanied by a comprehensive transportation study to determine the impact of additional traffic and to suggest alleviation measures which would effectively reduce single-occupant commuting. This should lead to the development of an effective transit incentive program which would be implemented prior to the occurrence of projected development. Each of these Federal facilities provides an excellent opportunity for innovation in the area of transportation management, given its location and employment base. There is a real need to develop such a plan and real possibilities for effective implementation.

Also important are the impacts of cut-through traffic and of parking on neighborhood streets in the immediate area around each of these campuses. This should be addressed as part of the transportation study and efforts made to abate the problem.

**This Plan recommends continued involvement by M-NCPPC in the mandatory referral process and encourages stronger coordination between agencies and earlier involvement in review of proposed changes to these Federal properties.** These extensive Federal properties may plan changes to their physical facilities in ways that affect the surrounding communities. The mandated review of proposed changes allows comments to be made in light of local plans and policies. Through cooperation and early involvement between Federal and local agencies, the best solutions can be reached in which the objectives of all are met.

**This Plan recommends careful design review on future Federal construction projects to assess the visual impact on the adjacent neighborhoods and on the open space character of the sites.** This recommendation relates to the preceding one and stresses the importance of a compatible relationship between the Federal properties and the well established surrounding communities. The review should focus on neighborhood compatibility, setbacks from campus borders, building heights, and peripheral landscaping and buffering.

### **3.61 National Institutes of Health (NIH)**

The National Institutes of Health is the largest of the three Federal facilities in the Planning Area both in land area and in numbers of employees. NIH has projected an increase in employment of an additional 5,700 people over the next 10 to 15 years, bringing the total close to 20,000 employees. This forecasted increase of about 40 percent above existing levels, along with NIH's distinction of being a major employment center contiguous to the Business District, results in a critical need for NIH to develop a transit incentive program to reduce the impact of additional cars coming to the campus.

Such growth at NIH is of crucial concern, particularly for transportation planning, for balancing development capacity in the remainder of the Planning Area, and for the impact on adjacent communities. The current revision of their Master Plan, *NIH to 2000*, provides an excellent opportunity for innovation in the area of transportation management. It is essential that, while planning for an increase in workers and buildings, there be simultaneous development of measures to mitigate the impact of any additional trips to the campus as well as ways to encourage the use of mass transit and other alternatives to the single-driver automobile. NIH should implement a parking management policy based on constrained supply. The total supply of parking spaces should be based on the parking provisions of the Montgomery County Code. The amount of parking to be provided must be consistent with efforts to increase use of other transportation modes.

With the recommendation in the "Bicycle and Pedestrian Paths" section of this Plan to complete the bikeway system throughout Bethesda-Chevy Chase as approved on the *Master Plan of Bikeways* (see Section 4.13), **it is critical that NIH provide the bicycle path segments around the perimeter of the campus that are shown on the Plan.** This essential portion of the network will complete the connection to the Metro station located there and to downtown Bethesda.

A land use element of particular importance to the adjacent communities as well as to passers-by on Old Georgetown Road and Wisconsin Avenue is the visual impact of the NIH campus. The planning philosophy at NIH has been to maintain and upgrade the existing campus facilities with infills and additions; new development sites will be identified in the *NIH to 2000* Plan. **Critical to continuation of the existing ambience of the campus and to the interface with the surrounding neighborhoods is the reconfirmation of the 200-foot buffer around the perimeter of the campus.**

The George Freeland Peter Estate on the NIH campus (Atlas Resource #35/9) has been designated on the *Master Plan for Historic Preservation* as part of this planning effort. The vista of this structure from Rockville Pike should be maintained.

### **3.62 Naval Medical Command**

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Although no great influx of personnel is anticipated as of this writing, any future expansion at the Naval Medical Command should be accompanied by a transportation management program designed to minimize the use of single-occupant vehicles and to relieve traffic during peak hour periods. Although smaller than NIH in land area and employees, its critical location necessitates the development and implementation of such alleviation measures as the use of carpools, vanpools, employee-owned buses, and public transportation.

The *Master Plan of Bikeways* shows a proposed bike path along the western perimeter of the property which would link with the existing system to Rock Creek Park and provide a connection to the NIH Metro station across Wisconsin Avenue. This path should be built to complete that portion of the County system. An important consideration concerning the proximity of the Naval Medical Command to the NIH Metro stop is the provision for pedestrian safety at the crosswalk across Wisconsin Avenue. This should be addressed as part of the transportation management program discussed above.

**The landscaped buffer zones, particularly along the borders with the residential communities, and the open space character of the site, which were designated in the 1984 Master Plan, should be reconfirmed in any future update of the Naval Medical Command Plan.** This will assure that the visual quality of the campus remains an important open space resource for this part of the Bethesda-Chevy Chase area as downtown Bethesda becomes increasingly urbanized.

The Bethesda Naval Hospital Tower is identified on the *Master Plan for Historic Preservation* as Site #35/8. It is also on the *National Register of Historic Places*.

### **3.63 Defense Mapping Agency (DMA)**

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The dual-sited Defense Mapping Agency, with its stable employment population of about 3,900, has no adopted

campus plan. Although no increase in employees or structures is projected, there are transportation considerations regarding existing workers commuting to and parking on the sites. Carpools and vanpools, as well as other means of ride-sharing, should be more aggressively promoted among employees. Since neither of the two sites is on a public transit route, this Plan endorses future consideration of public transit

as critical for the area.

**It is the policy of this Plan not to approve added parking unless a formal traffic reduction program is implemented.** Any additional parking which is being planned for DMA should be carefully reviewed by appropriate agencies with regard for location, neighborhood compatibility, and adequate buffering.