Bethesda Downtown Plan

Planning Board Update
Sustainability

Scope

Economic

Social

Environmental
Team
60% of the residents of Downtown Bethesda are between 22 and 49 years of age.
Coming Up

Bethesda Central Farm Market

Happy Hour Host Team

Pop Up
Visual Preference Survey

Streets

What we were looking for:

- Density?
- Street character?
Visual Preference Survey

Gathering Space

What we were looking for:

- Paving vs Lawn?
- Size?
- Types of uses?
- Amount trees and shrubs?
Visual Preference Survey

Landscaping

What we were looking for:

- Type of trees, flowers, shrubs?
- Amount of vegetation?
- Pervious treatment?
**Visual Preference Survey**

- Round 1: May 7 - June 6
- Round 2: June 6 – June 16
- Number respondents ranged from 118 for the Arlington South District, to 402 for the Woodmont Triangle District

### Number of Surveys Taken by Area and Survey Round – Bethesda Visual Survey

<table>
<thead>
<tr>
<th>Area Name</th>
<th>Round 1</th>
<th>Round 2</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>1 Arlington North</td>
<td>56</td>
<td>63</td>
<td>119</td>
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<tr>
<td>2 Arlington South</td>
<td>53</td>
<td>65</td>
<td>118</td>
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<tr>
<td>3 Wisconsin South</td>
<td>68</td>
<td>67</td>
<td>135</td>
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<tr>
<td>4 South Bethesda</td>
<td>60</td>
<td>82</td>
<td>142</td>
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<td>5 Pearl District</td>
<td>82</td>
<td>89</td>
<td>171</td>
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<tr>
<td>6 Battery Lane</td>
<td>121</td>
<td>114</td>
<td>235</td>
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<tr>
<td>7 Wisconsin North</td>
<td>122</td>
<td>157</td>
<td>279</td>
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<td>8 Metro</td>
<td>145</td>
<td>174</td>
<td>319</td>
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<tr>
<td>9 Bethesda Row</td>
<td>127</td>
<td>228</td>
<td>355</td>
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<tr>
<td>10 Woodmont Triangle</td>
<td>126</td>
<td>276</td>
<td>402</td>
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<td><strong>Total All Areas</strong></td>
<td><strong>960</strong></td>
<td><strong>1315</strong></td>
<td><strong>2275</strong></td>
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</tbody>
</table>

* Detailed results to round 1 and round 2 are on the Bethesda Downtown Plan Website
Visual Preference Survey

• Number respondents who are residents: 80-94%
• Number respondents who are property owners: 25-35%

Generational Breakdown of respondents:

• Percent *Millennials* (born early 80’s to early 2000’s): 9% - 24%
• Percent *Generation X’ers* (born mid 60’s to early 80’s): 33% - 44%
• Percent *Baby Boomers* (born 1946-1964): 28% - 43%
• Percent *Greatest Generation* (born before 1946): 8% - 11%
Visual Preference Survey

Top Two Choices for the following districts:

1. Battery Lane
   Arlington North
   South Bethesda

2. Streets
   - Residential
   - 3 story townhouses
   - Quiet streets

   - Mixed use
   - 5-7 story
   - 1st floor retail
   - Office/residential above
Top Two Choices for the following districts:

1. **Pearl District**
   - Mixed use
   - 12+ stories
   - 1st Floor retail
   - Office above

2. **Wisconsin North**
   - Mixed use
   - 5-7 story
   - 1st floor retail
   - Office/residential above
Top Two Choices for the following districts:

1. Woodmont Triangle
2. Bethesda Row
3. Arlington South
Visual Preference Survey

Top Two Choices for the following district:

1. **Metro**
   - Mixed use
   - 5-7 story
   - 1st floor retail
   - Office/residential above
   - Busy street

2. Streets
   - Mixed use
   - 12+ stories
   - 1st Floor retail
   - Office above
Top Two Choices for the following district: **Wisconsin South**

**1.**
- Mixed use
- 5-7 story
- 1st floor retail
- Office/residential above
- Busy street

**2.**
- Mixed use
- 4-5 story
- 1st floor retail
- Office/residential above
- Busy street
**Visual Preference Survey**

**Gathering Places**

1. Lush plantings
2. Special paving in plaza
3. Full of people
4. Well maintained, attractive furnishings

Top Two Choices for **all** districts

1. Large, green lawn
2. Shady trees
3. Full of people
4. Well maintained, attractive furnishings
Visual Preference Survey

Top Two Choices for following districts:

1. Wisconsin Ave Corridor
2. Arlington North
   Bethesda Row
   Arlington South
   South Bethesda

Landscaping

- Attractive retail facades
- Wide sidewalks
- Large, mature shade trees
- People using sidewalk
- Clean and well maintained

- Attractive retail facades
- Wide sidewalks
- Large area dedicated to green
- People using sidewalks
- Clean and well maintained
Visual Preference Survey

Top Two Choices for the Pearl District

1. Attractive buildings
   - Large lawn area
   - People using space
   - Clean and well maintained

2. Attractive retail facades
   - Wide sidewalks
   - Large area dedicated to green
   - People using sidewalks
   - Clean and well maintained

Landscaping

- Attractive retail facades
- Wide sidewalks
- Large, mature shade trees
- People using sidewalk
- Clean and well maintained

- Attractive buildings
- Large lawn area
- People using space
- Clean and well maintained
Visual Preference Survey

Top Two Choices for Battery Lane

1. Large green lawn
   • Full of people
   • Attractive buildings

2. Attractive retail facades
   • Wide sidewalks
   • Large, mature shade trees
   • People using sidewalk

Landscaping
Concept Framework Plan
Concept Framework Plan
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Parks and Open Space
# Parks and Open Space

System of varied recreation and experiences

<table>
<thead>
<tr>
<th>plan sub areas</th>
<th>urban recreational park</th>
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</thead>
<tbody>
<tr>
<td>urban centers</td>
<td>civic green</td>
</tr>
<tr>
<td>districts</td>
<td>greens, neighborhood</td>
</tr>
<tr>
<td></td>
<td>recreation, buffers</td>
</tr>
<tr>
<td>block</td>
<td>court, plaza, lawn, thru path</td>
</tr>
<tr>
<td>building</td>
<td>recreation space</td>
</tr>
<tr>
<td>household</td>
<td>balcony, deck, patio</td>
</tr>
</tbody>
</table>
- Interconnected system of sidewalks and trails
- Urban Recreational Park in each subarea
- Civic Green in each urban center
- Neighborhood Parks in each district
- Plazas and Greens in each block
Veterans Park Concepts

- Green extension of existing Veterans Park
- Expand pedestrian realm into street
- Create a central gathering area for the Woodmont district
- Activate gathering space with mixed-use development/arts
Eastern Greenway Concepts

- Create a Greenway connection to Elm Street Park and Farm Women’s Coop Market
- Transition to adjacent low-density residential neighborhood
Concept Framework

• “A” Street – Main Street
  • Pedestrian Activity Center

• “B” Street – Community Connector
  • Access & Circulation

• “C” Street – Emerging Community Connector
  • Improved Connections
Connectivity

• Complete Streets
  • Pedestrian
  • Bicycle
    • Level of Traffic Stress Analysis
• Transit
• Automobile

• Traffic
  • Congestion
  • Traffic Capacity
  • Gateway Intersections
Bethesda: Core Principles of Sustainability

- Environmental
- Sustainable
- Social
- Economic
Performance Areas

- Equitable Development
- Community Identity
- Access & Mobility
- Energy
- Water
- Materials
- Habitat & Ecosystems
- Health & Well-being

8 Performance Areas
Buildings (New, Existing, Retrofits)

Streets

Community
Bethesda as a System
Example of Performance Area: Water

GOAL: Reliable, clean, water for natural & human needs

OBJECTIVES:

• **Improve water quality**

• **Manage stormwater & building water discharge**

• **Reduce impervious cover**

• **Reduce water consumption through conservation**

• **Reuse and recycle water**
Strategies:
An EcoDistrict

Building blocks for sustainable communities

CREATING

• Economic opportunity
• Community well-being
• Ecological health

Holistic planning and development for urban and semi-urban areas in which there are ambitious sustainability performance goals.


**A revitalized neighborhood & cultural destination**

Federal agencies will continue to call the area home, and will be joined by a balance of residential, commercial, and cultural uses. Workers, residents, and visitors alike will be drawn to the area’s new museums, beautiful parks, and retail amenities both day and night.

**A well-connected neighborhood**

A continuous network of sidewalks, bicycle lanes, and complete streets will improve walkability and connections between the National Mall and the waterfront. An expanded intermodal center will enhance transit service.

**A high performance environmental showcase**

As buildings are rehabilitated or redeveloped, the Ecodistrict will become more efficient, using less energy and water, diverting waste from the landfill, conserving resources, and capturing all stormwater for reuse. This approach will lower carbon emissions and provide opportunities for people to reconnect with nature.

**A successful economic partnership**

A partnership between the federal government, the District, property owners, tenants, and residents will provide the coordination, advocacy, financing, and management necessary to achieve the SW Ecodistrict goals.
Portland EcoDistricts

- Lloyd
- South Waterfront
- PSU
- Gateway
- Lents
**Gateway: Portland Oregon**

**Halsey-Weidler Walkable Stormwater Mitigation Corridor**
- Addresses stormwater runoff in an area with high ratio of impervious surface and a sloping topography.
- Highlights stormwater treatment through art and signage to offer education and help establish a sense of place in the district.
- Improves walkability in the local business district to create a pedestrian oriented corridor in what is now an auto-dominated district.

**Gateway Sustainable Education Center**
- Offers Gateway a much needed destination point and sustainable learning laboratory for green technology programs.
- Create a catalyst for a district energy system, water collection and testing, and wastewater treatment.

**Adventist Medical Center Recycling / Reuse Facility**
- Establishes a materials management system for one of the largest waste generators in the district and creates jobs.
- Creates opportunities to partner with Gateway’s other numerous health care providers (highlighted in red).
Mitigation Corridor

- Addresses stormwater runoff, reduce impervious cover
- Highlights stormwater treatment through art and signage to offer education and help establish a sense of place in the district.
- Improves walkability in the local business district to create a pedestrian oriented corridor in what is now an auto-dominated district.
Bethesda

- Site Conditions
- Community Priorities
- Plan for Future Growth/Development
- Pilot EcoDistrict Goals & Strategies
Bethesda

• Equitable Development
• Community Identity
• Health & Well-being

• Energy
• Access & Mobility
• Community Identity

• Habitat & Ecosystems
• Access & Mobility
• Health & Well-Being

• Habitat & Ecosystems
• Water
• Access & Mobility

• Habitat & Ecosystems
• Water
• Access & Mobility
Multi-agency COLLABORATION

**Community**
- Bethesda Green
- BUP
- The Public
- Bethesda Businesses

**Local Agencies**
- DOT
- DPS
- The Council
- General Services
- DEP

**Regional Agencies**
- COG
- DC Planning
- DC DEP
- Arlington Planners
- Chamber of Commerce
- Research Groups
- Economists

**Developer Community**
- Housing
- Civic
Retail Planning Strategy

Scope of Work

• Develop market-supported strategies to improve retail environment by:
  • Assessing current Bethesda retail market
  • Estimating future retail demand and supply
  • Identifying retail design, placement, and attraction strategies

Progress to Date

• Consultant under contract
• Recommendations anticipated in late Sept/early October
Implementation

- Focus
- Flexibility
- Density transfer
- Amenities endowment
What’s next?

3-Month outlook
• Prepare recommendations
• Consultants on-board
• Start writing

6-Month outlook
• Initial Recommendations late fall
• Staff Draft winter