Bethesda Downtown Plan
Scope of Work
Location

- Connecticut Avenue
- Old Georgetown Road
- Bradley Boulevard
- Wisconsin Avenue
Downtown

- 10,600 people
- Age distribution comparable to county
  - 22-34 at 40%, 2x county average
- Predominantly non-Hispanic white
- Highly educated
- Average household income $206,766
- Higher proportion use of public transit
• 3,120 du
• 2.9M sf. office & retail
• 2/3 unbuilt
Planning Framework
Plan Boundary
Purpose

• sustain success
• remain competitive: employment, entrepreneurship, and innovation
• retain – and enhance – community character
• leverage existing amenities, partnerships, and infrastructure
Sustainability

- economic
- social
- environmental
Economic Sustainability

- promote flexibility
- incentivize expanded affordability
- enrich social capital: gathering places
- revitalize public spaces
- catalytic partners and projects
- enhance public realm
- make best advantage of transit
Social Sustainability

- prioritize compatibility
- enhance recreation opportunities
- lighter/quicker/cheaper implementation of public amenities
- address the community impacts
- new local centers of activity
- new parks and open space
Environmental Sustainability

• 2050: reduce greenhouse gas 80%
• reward greener buildings
• improve walking, cycling safety
• green space Downtown
• environmental street functions
Outreach

• inclusive

• electronic and social media + face-to-face meetings

• many choices of how

• many people and groups to engage
Outreach
Outreach
Outreach

Crosswalks and the Arts

As an event, we will work with you to set up this event at the University of Maryland. This event is open to all interested parties. Please contact us if you would like to attend. This event is open to the public at the University of Maryland. Please contact us if you would like to attend.

What We Are Doing Now

Yes, we are working hard to meet the state's deadline for summarizing existing conditions in Bethesda. We are looking at everything from demographics, to traffic, to land use trends to land use space. We are looking at the land use patterns and trends that are displayed in the maps and data. We will make a summary of these data and we will address the schedule showing steps and "get ready" at each step, as well as the timing of public meetings and other outreach to you. We refer to this as our range of work for the plan.
Kick-Off Meeting
November 2013
Kick-Off Meetings: Issues

• mobility, access, and circulation
• public space, particularly green space
• connectivity
• small business
• affordable housing
• impacts of new development
• attracting younger residents
Consultants

- outreach support
- retail planning study
Bethesda Downtown Plan

Scope of Work