



Bethesda Downtown Plan



community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials



Staff Draft | Planning Board May 21, 2015
MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



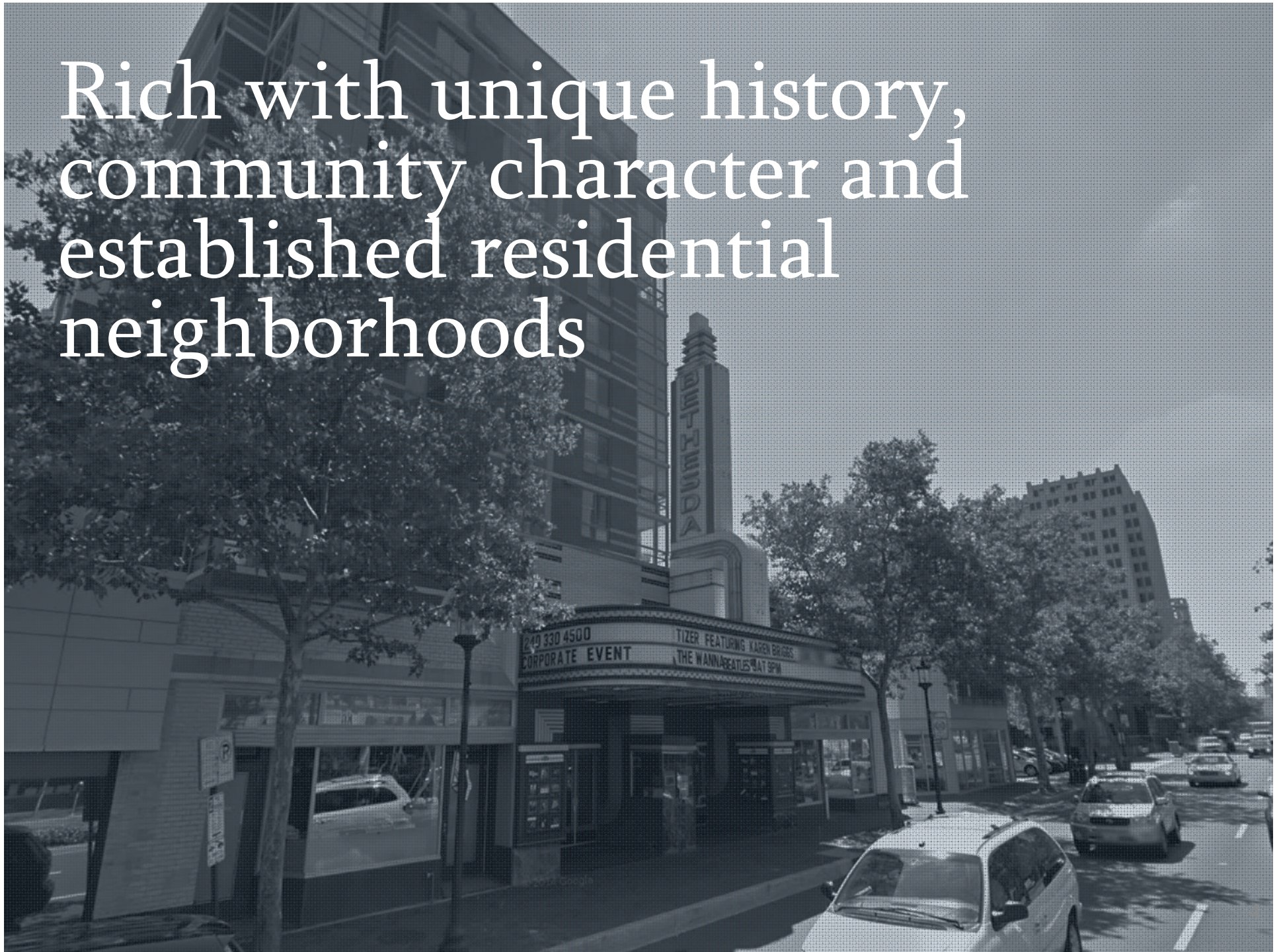


Chapter 1: Introduction

- 1.1 Bethesda Today
- 1.2 Bethesda Tomorrow
- 1.3 Sector Plan Profile
- 1.4 Summary of Recommendations

1.1 Bethesda Today

Rich with unique history,
community character and
established residential
neighborhoods



Home to more than
10,000 residents within
the Plan boundary and
adjacent to two major
federal employers

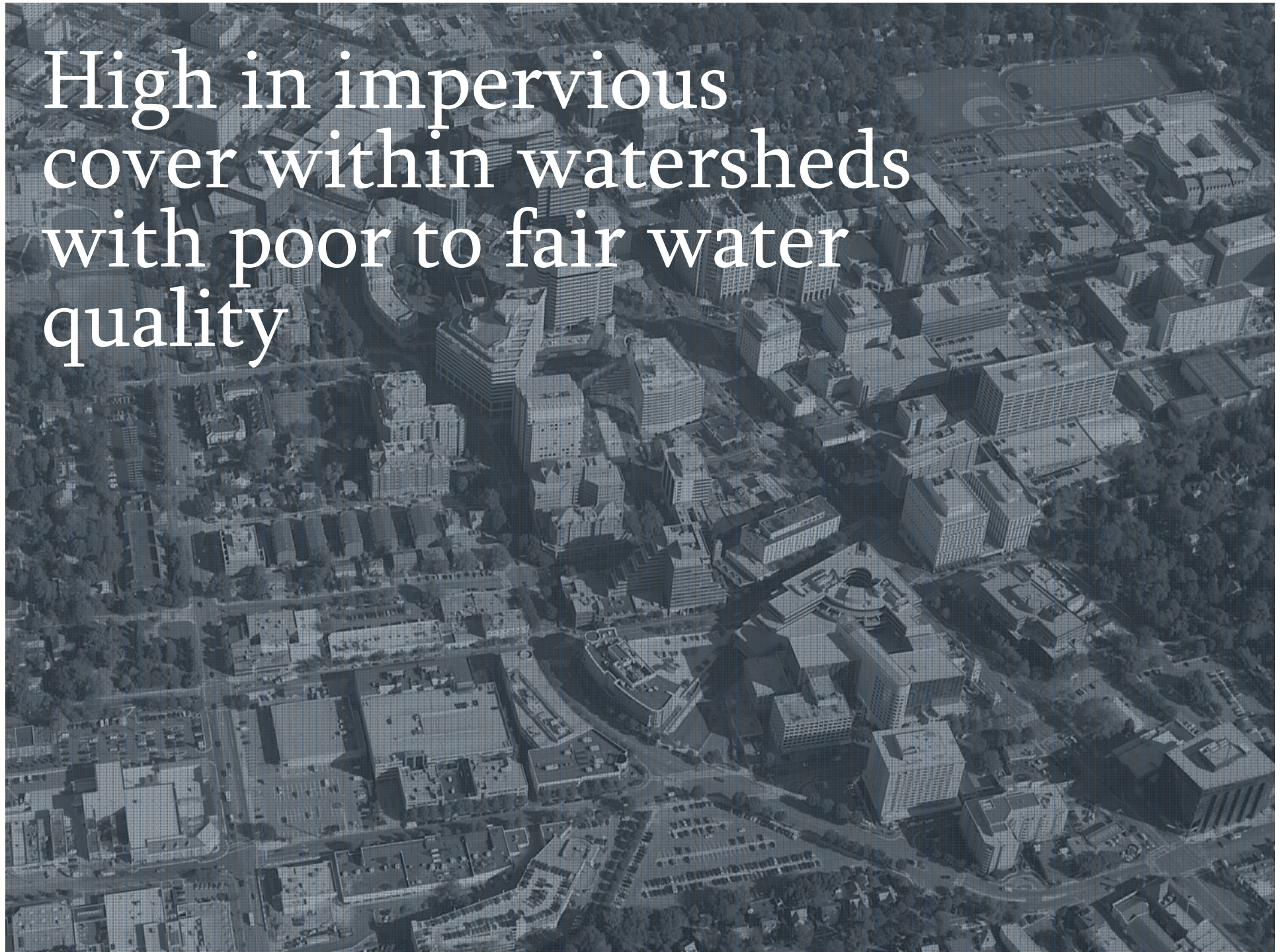


A County arts,
entertainment and
nightlife destination



Pedestrian-oriented
with good access to
transit

Lacking central
green spaces and
continuous tree
canopy



High in impervious
cover within watersheds
with poor to fair water
quality

An area with the
highest average rents
in the County and a
need to increase
affordable housing
options

1.2 Bethesda Tomorrow

A photograph of a modern building with a unique, wavy facade. The building's exterior is composed of numerous horizontal, undulating concrete or metal panels that create a rhythmic, wave-like pattern. A central section of the building is clad in glass, revealing a grid of windows. The building is set against a clear, deep blue sky. The overall composition is dynamic and architectural.

A competitive
Downtown that
fosters innovation

A more affordable
Downtown with a mix
of housing options





A greener and more connected Downtown



A truly **sustainable** Downtown...

economic
competitive
+ innovative

social
unique +
affordable

environmental
greener +
connected

...with strengthened **Centers of Activity**



..... and this is **how** to get there:.....

Great Transit
+ Walkability

Density
Averaging

Optional
Method Public
Benefits

High
Performance
Area

Design
Excellence

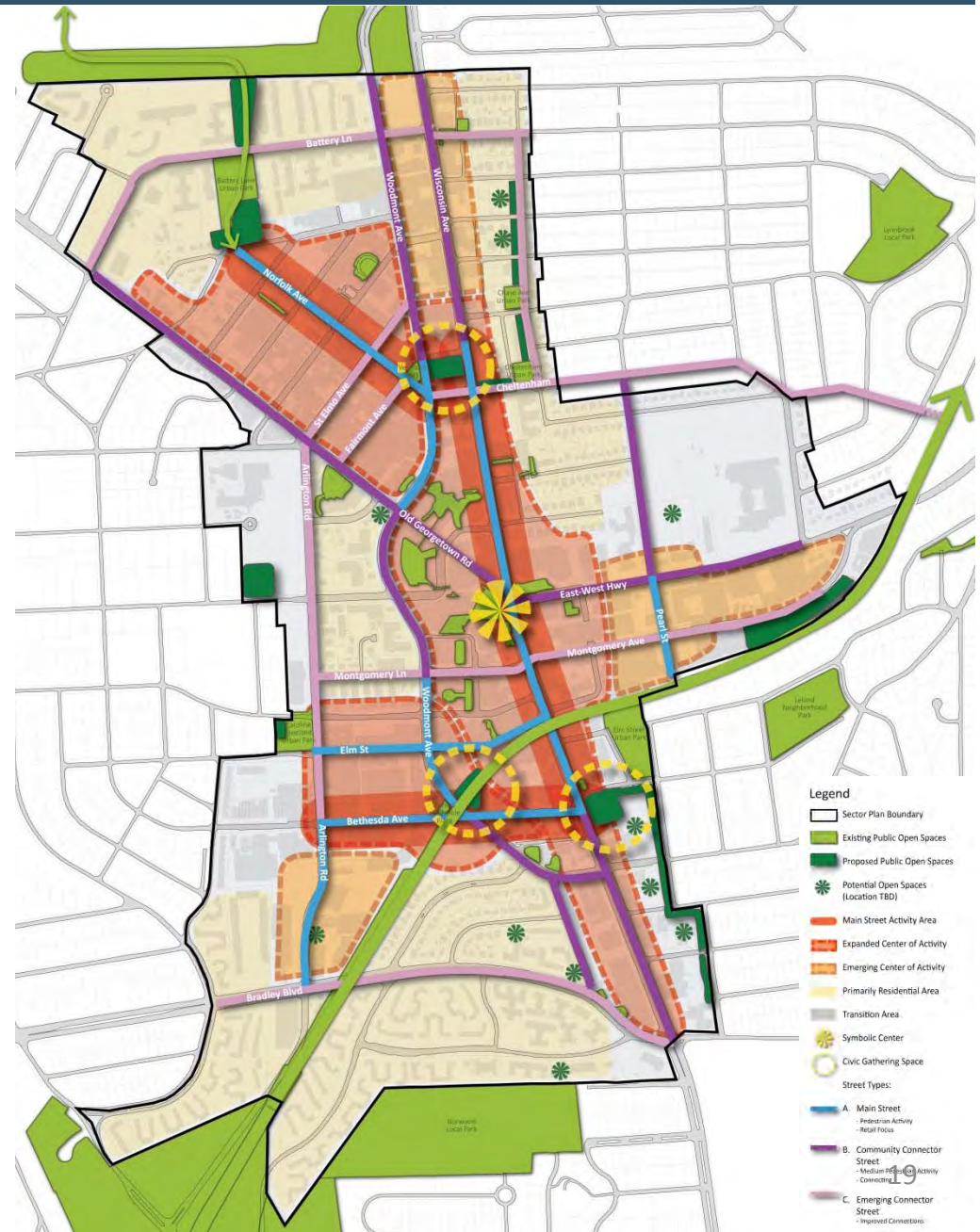
Planning Objectives

- Economic Growth
- Housing Opportunities
- Retail Options
- Public Facilities
- Sustainability

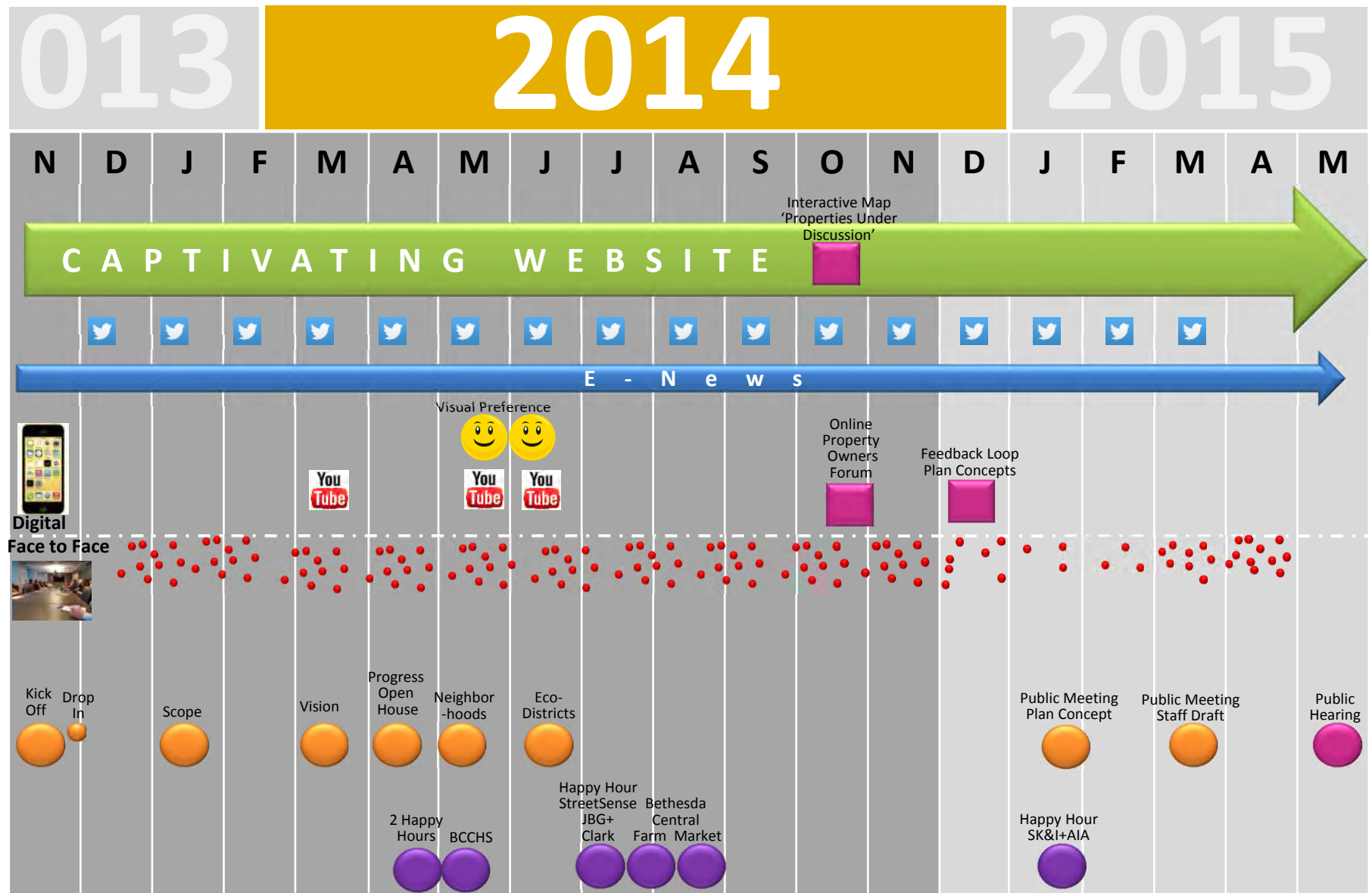



Concept Framework

- Established Centers of Activity
- Emerging Centers of Activity
- Residential neighborhoods
- Pedestrian corridors
- Parks and open space network



Outreach





Chapter 2: Areawide Approach

- 2.2 Land Use
- 2.3 Transportation
- 2.4 Ecology
- 2.5 High Performance Area
- 2.6 Urban Design
- 2.7 Parks and Open Space
- 2.8 Community Facilities

2.2 Land Use

community
identity

equity

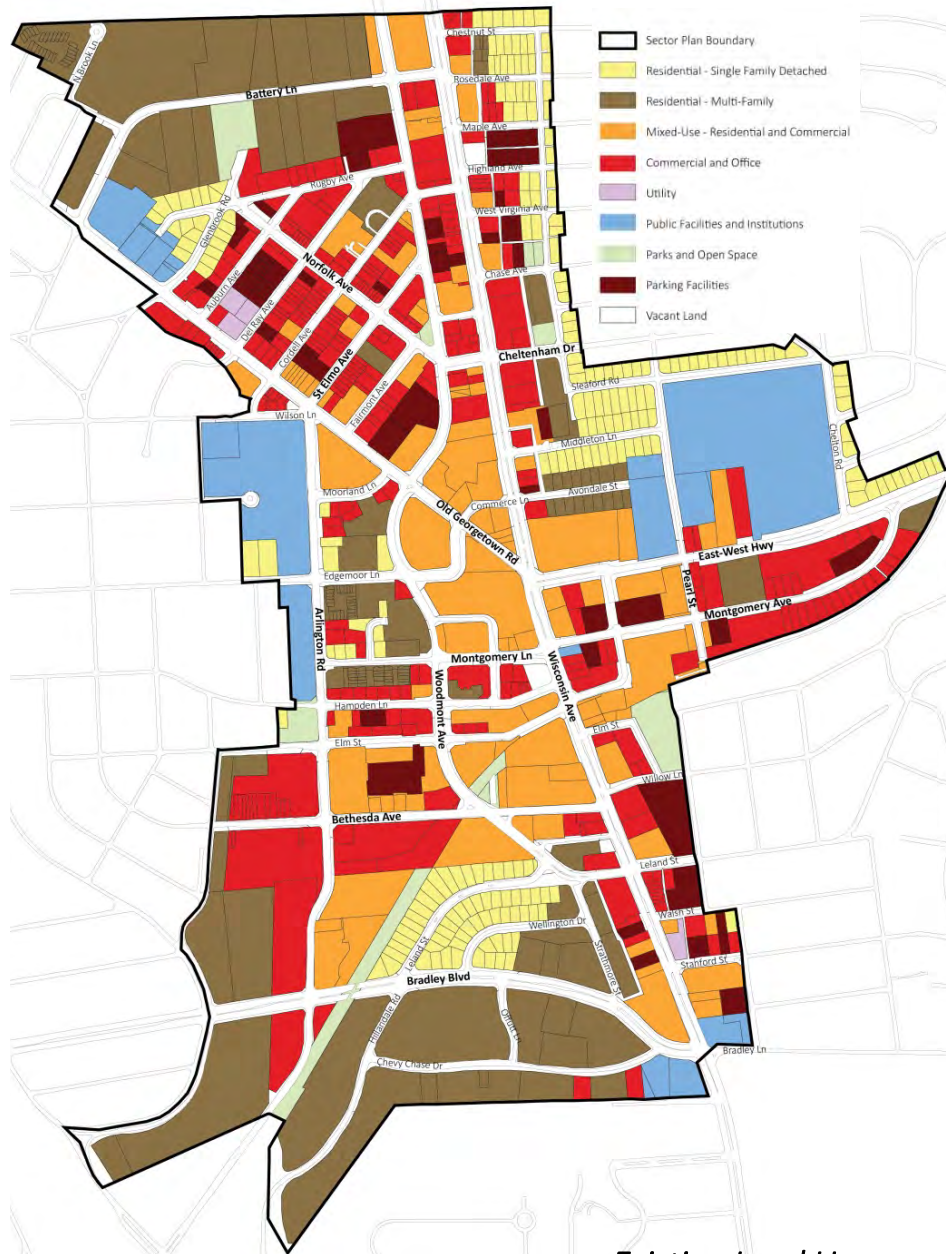
habitat +
health

access +
mobility

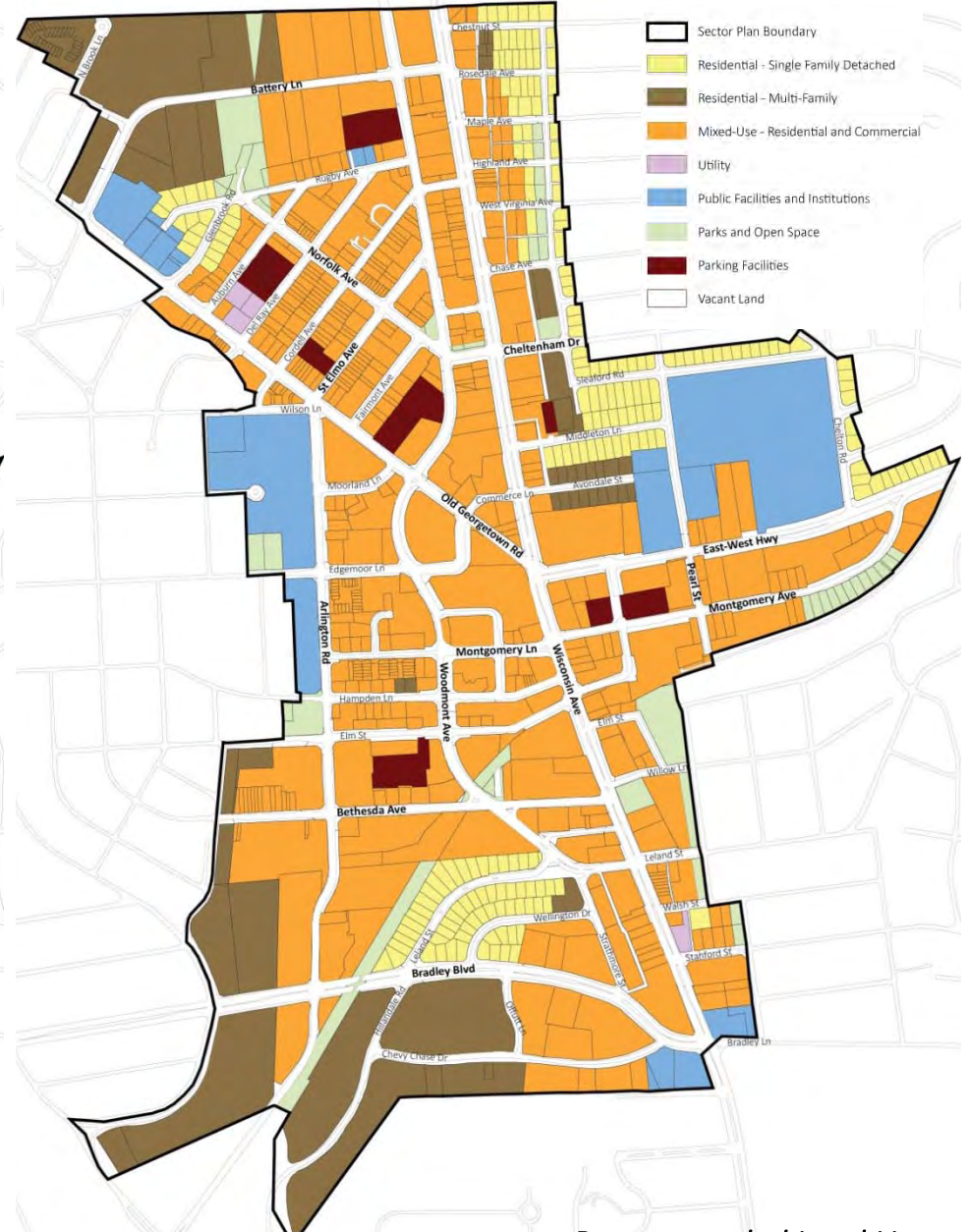
water

energy +
materials

Land Use



Existing Land Use



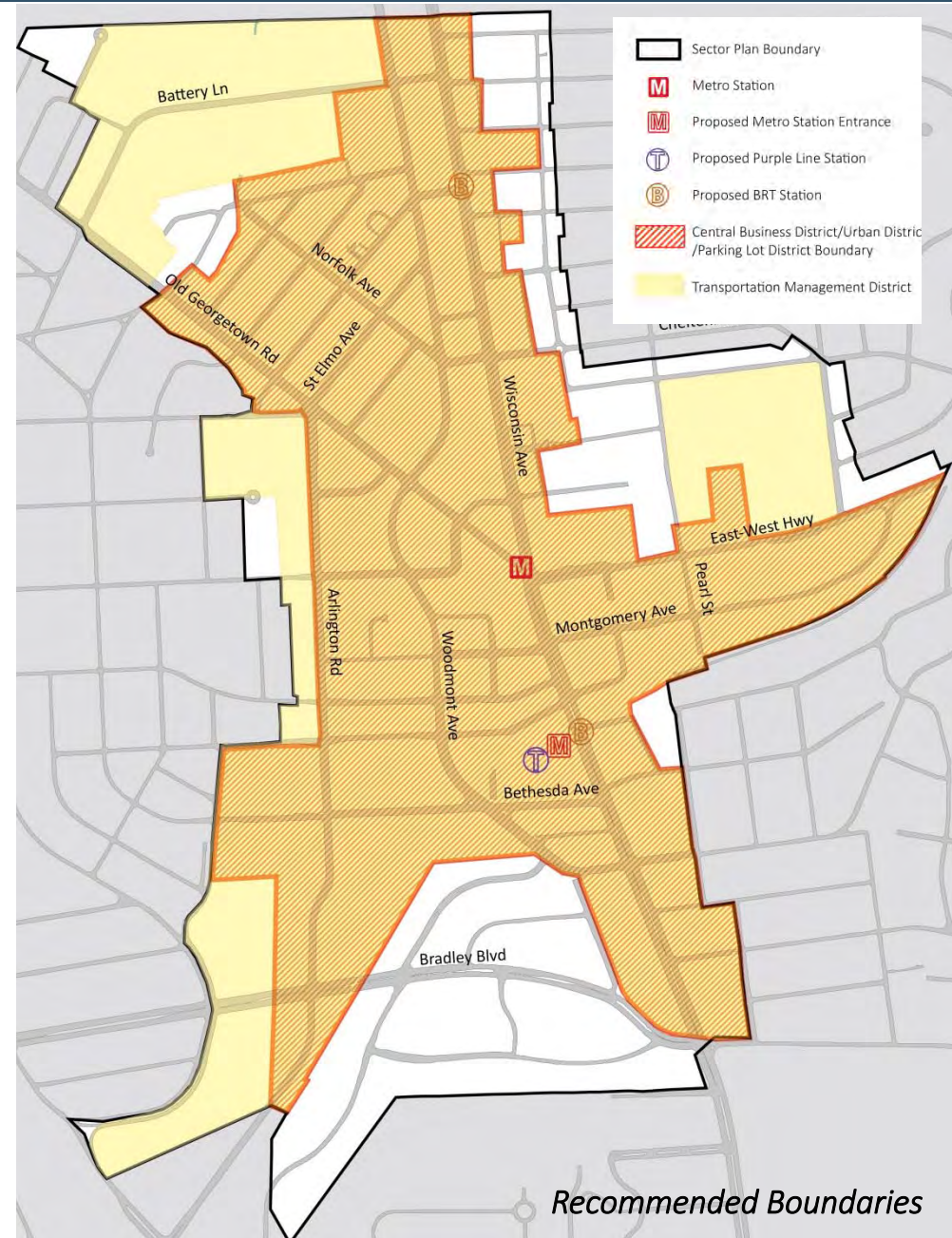
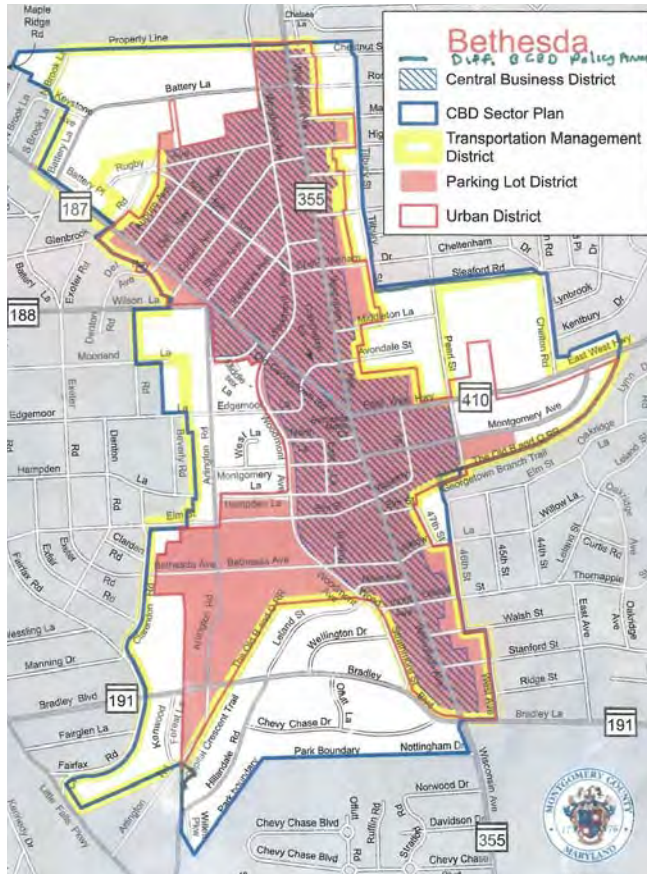
Recommended Land Use

Land Use

Goals:

Land Use

- Coordinate and align the Central Business District, Urban District and Parking Lot District boundaries

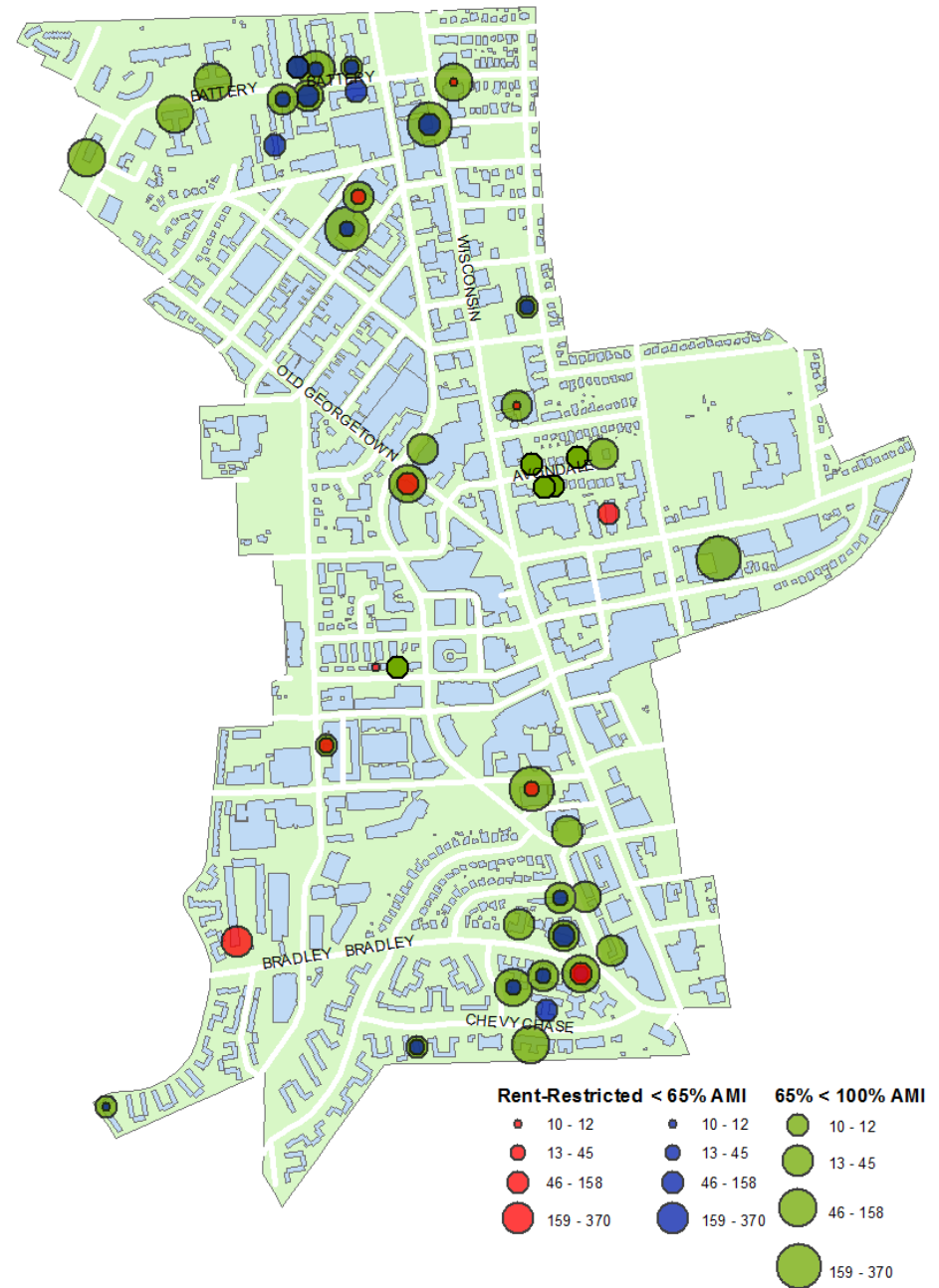


Land Use

Goals:

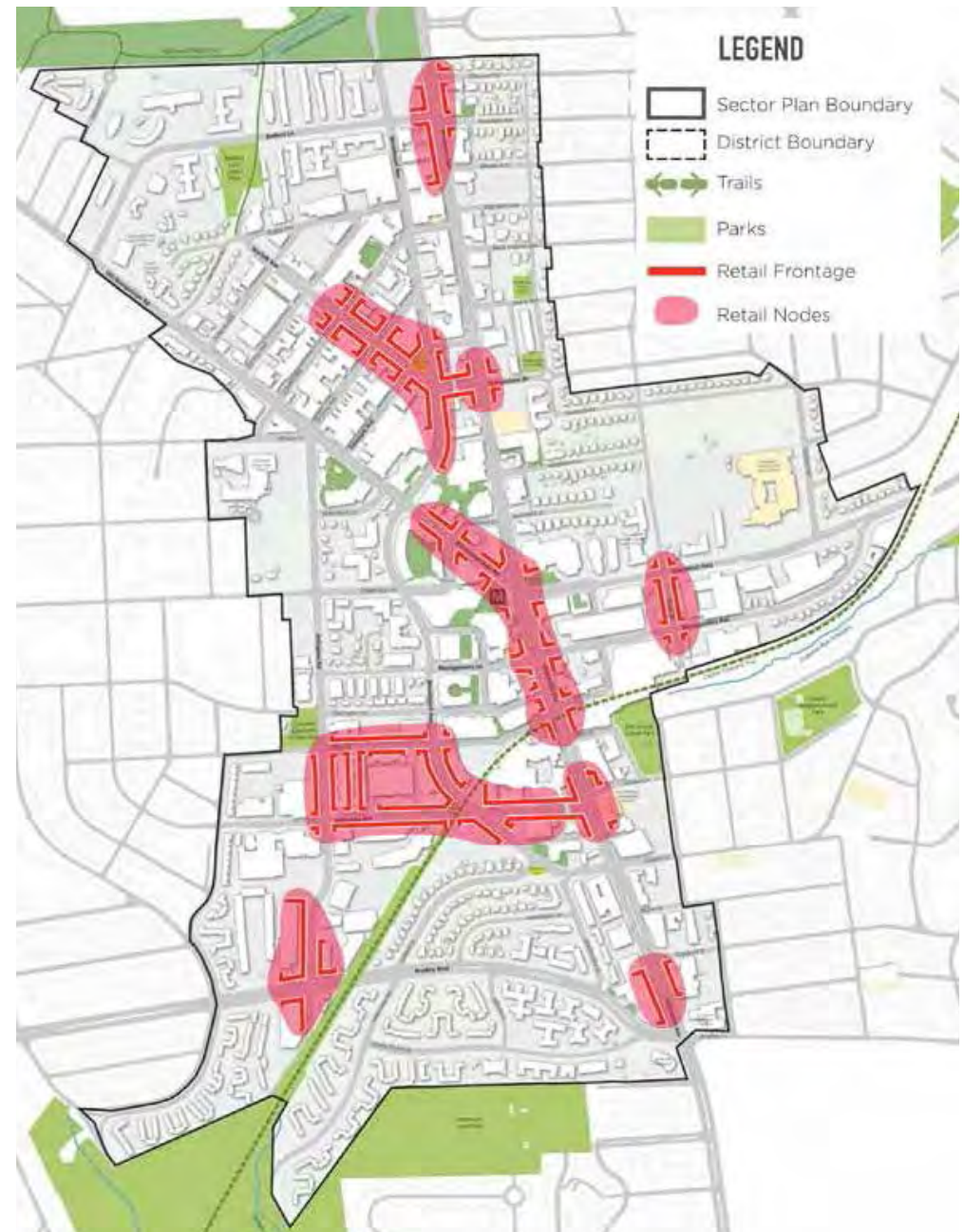
Land Use

- Preserve and enhance the community's existing affordable housing.

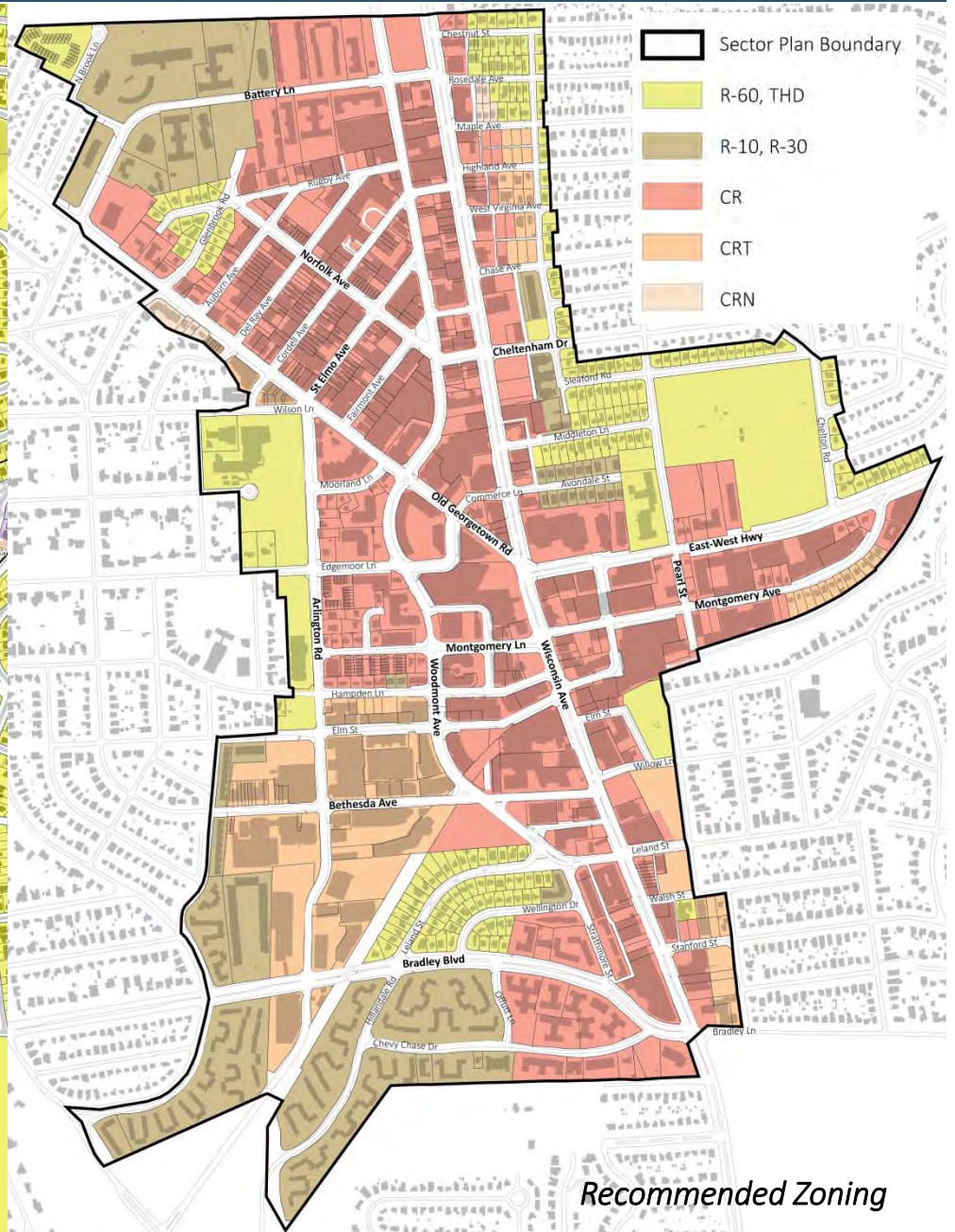
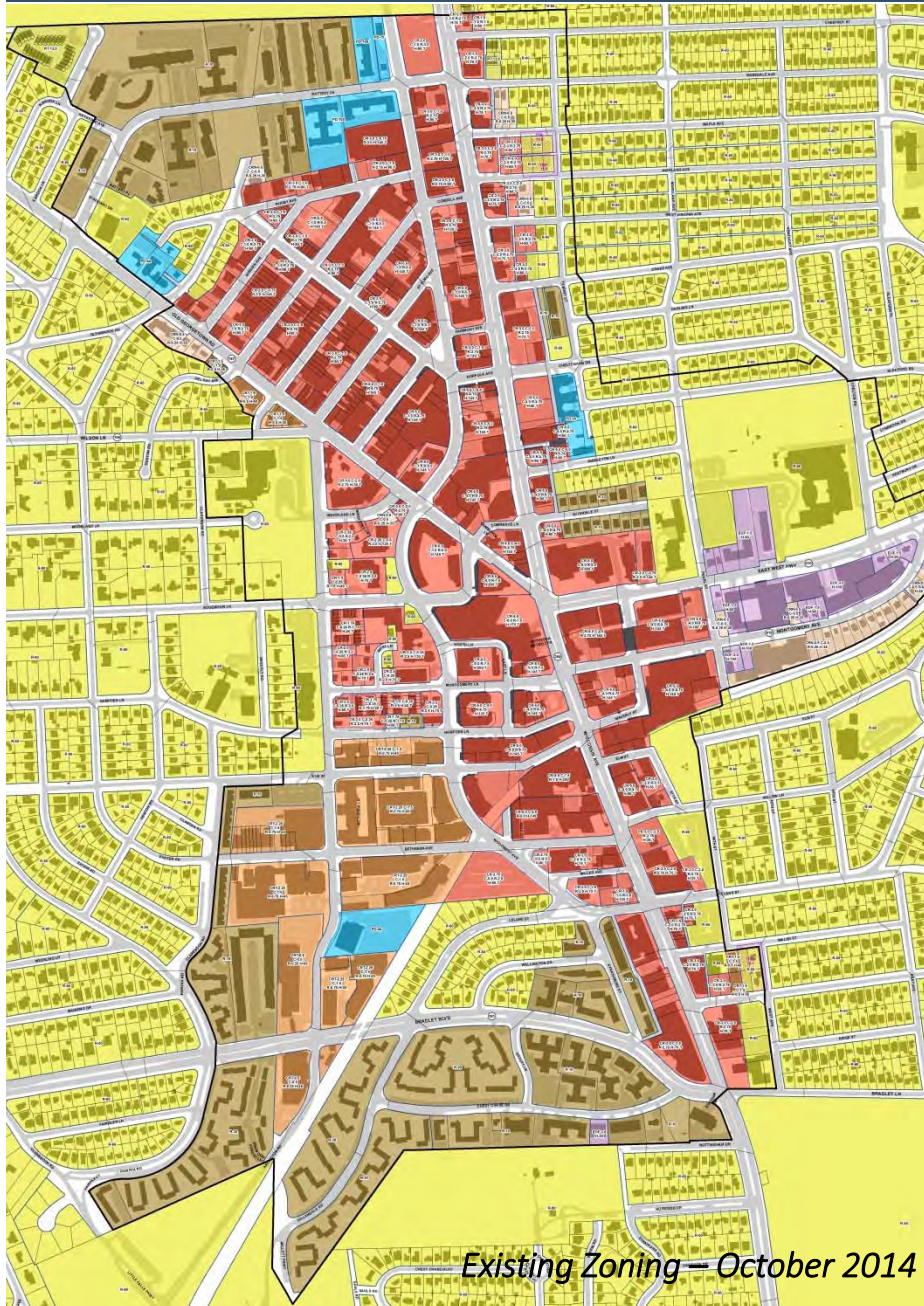


Land Use

- Consolidate retail in appropriate places through designated retail nodes.
- Create multiple downtowns through new civic gathering spaces in the expanded centers of activity.



Zoning

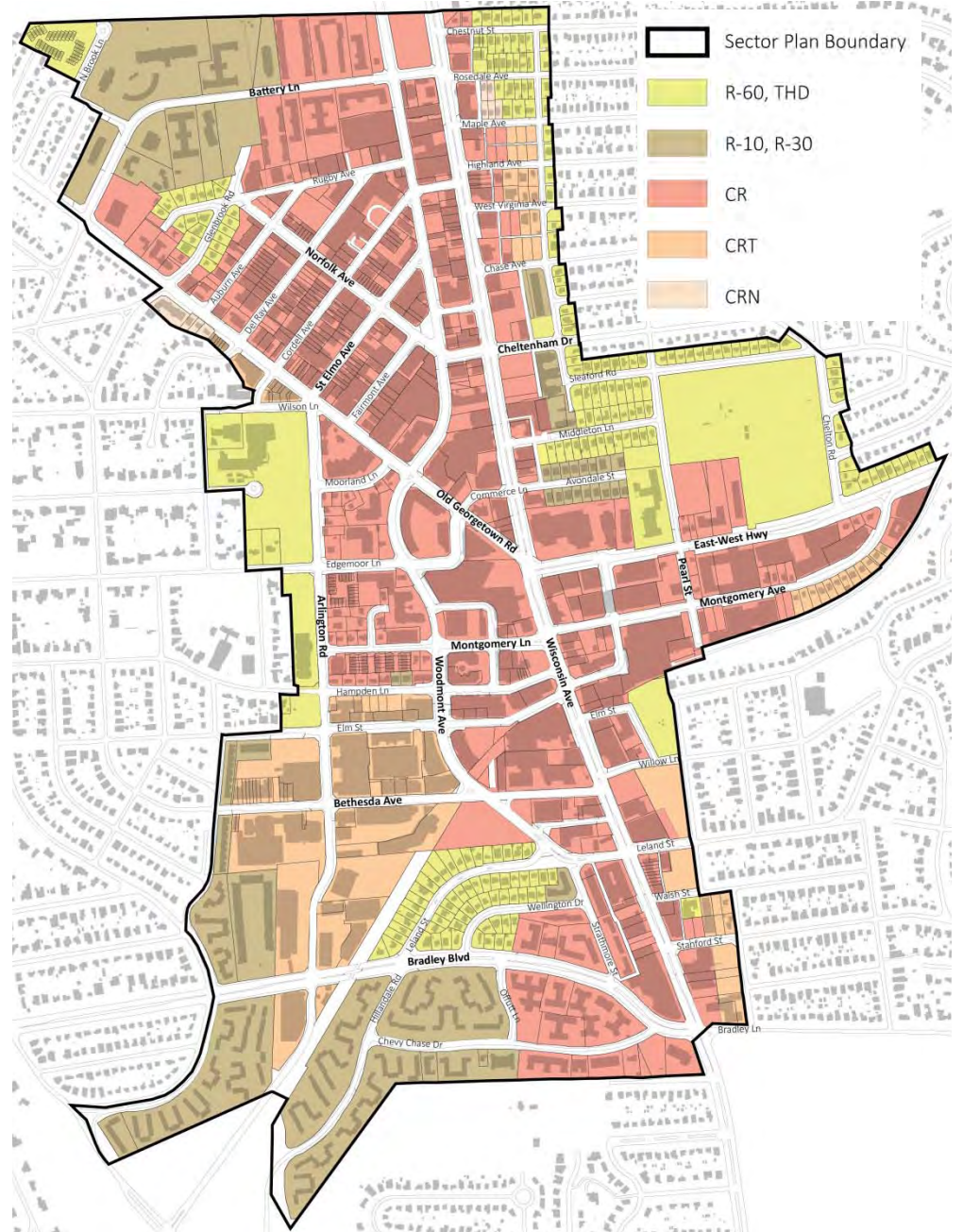


Zoning

Goals:

Zoning

- Provide for flexible development opportunities to allow future development to adapt to market conditions.
- Promote infill development with higher densities and building heights nearest the central core.
- Expand current density averaging tool to achieve Plan goals.



Zoning

Recommendations

- Increase density for many of the CR zones
- Rezone current Planned Development (PD) zones to a comparable Commercial Residential (CR) zone
- Rezone current Employment Office zones to a comparable Commercial Residential (CR) zone
- For sites less than 20,000 square feet, encourage a fee-in-lieu of the required public open space as part of the property's public benefits.

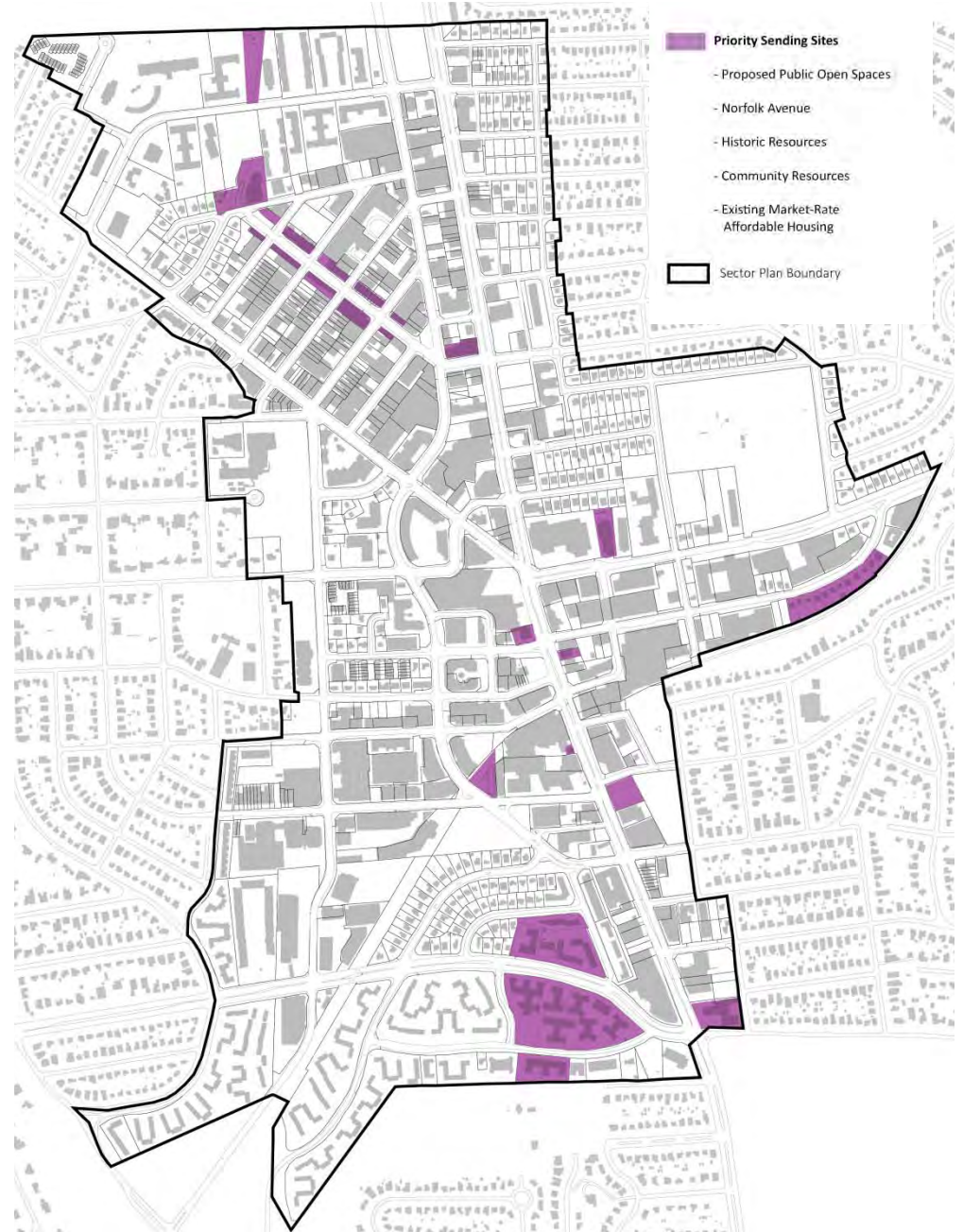
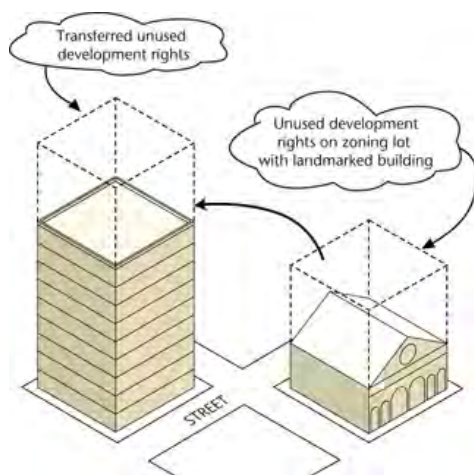


Zoning

- Identify and prioritize key density averaging sending sites. Implement through the use of an Overlay Zone

Priority Sending Sites

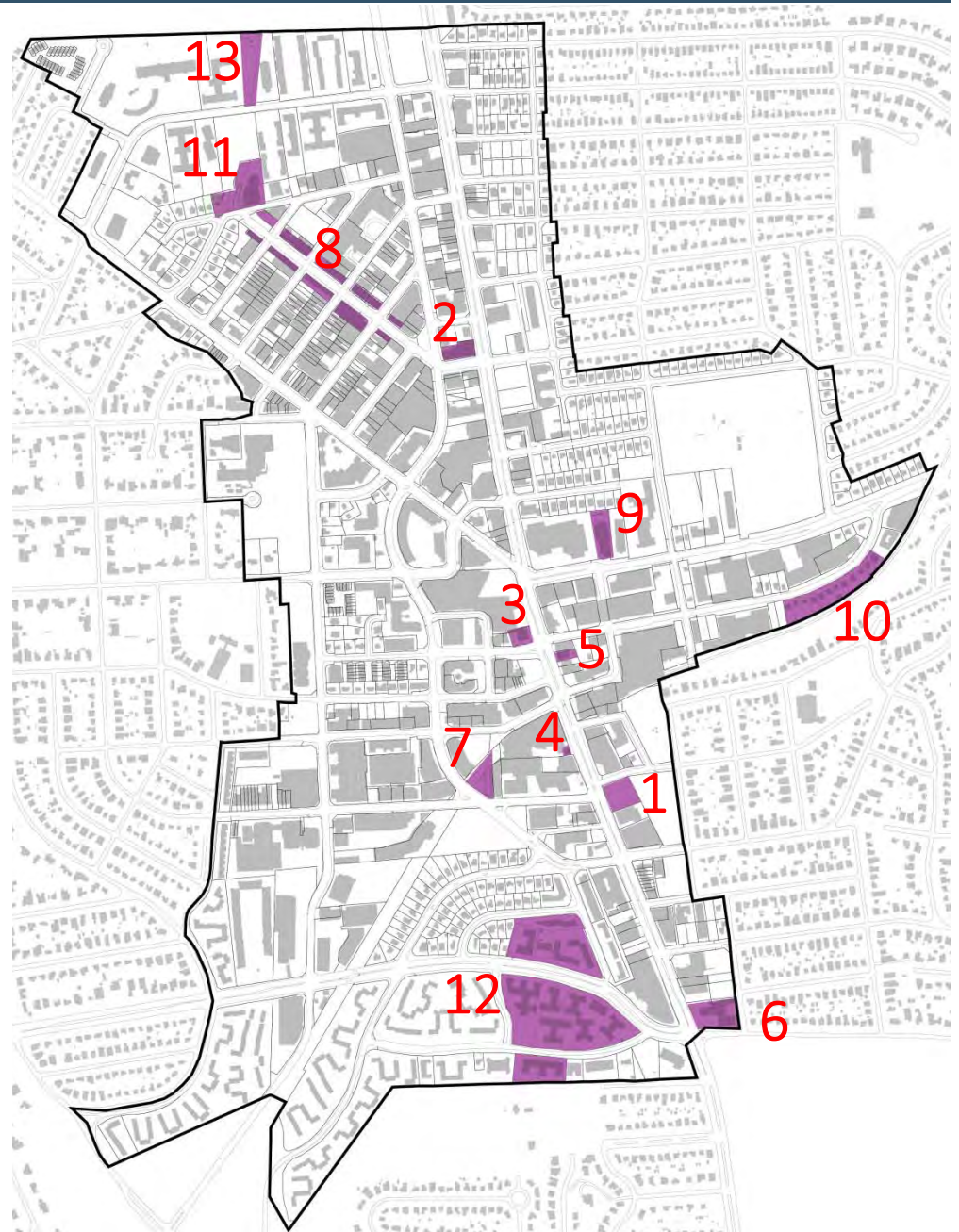
- Proposed Public Open Space
- Historic Resources/Landmarks
- Existing Affordable Housing



Zoning

Recommended Sending Sites

- 1 Farm Women's Market
- 2 Union Hardware Site
- 3 Old Post Office
- 4 Wilson Store
- 5 Brooks Photography
- 6 St. John's Episcopal Church
- 7 Empty lot across from Barnes & Noble
- 8 Norfolk Avenue
- 9 Waverly House
- 10 Single Family lots along the Capital Crescent Trail
- 11 Lot south of Battery Lane Park
- 12 Multifamily properties in South Bethesda
- 13 Area north of Battery Lane



2.3 Transportation

community
identity

equity

habitat +
health

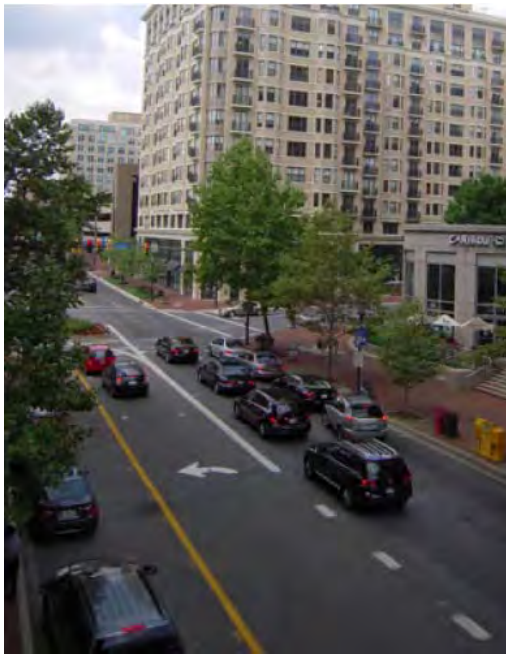
access +
mobility

water

energy +
materials

Transportation Elements

- Roadways
- Transit
- Pedestrian and Bicycle
- Transportation Demand Management
- Parking



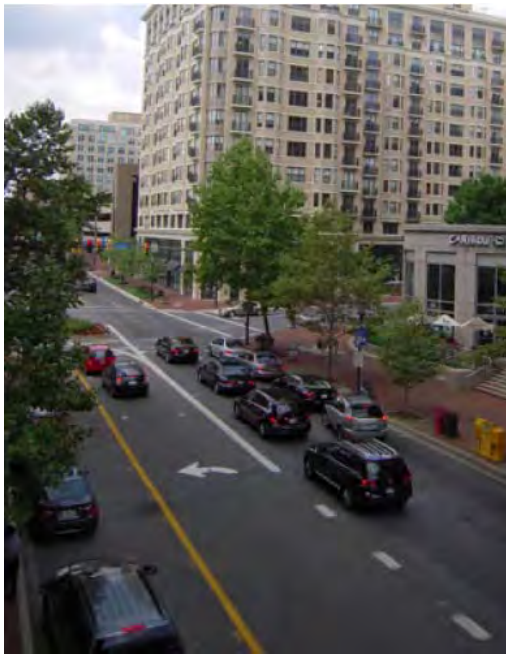
Goals

- Enhance Connectivity
- Increase non-auto driver travel
- Implement transit alternatives
- Improve bicycle and pedestrian infrastructure
- Expand the constrained parking policy



Roadway Recommendations

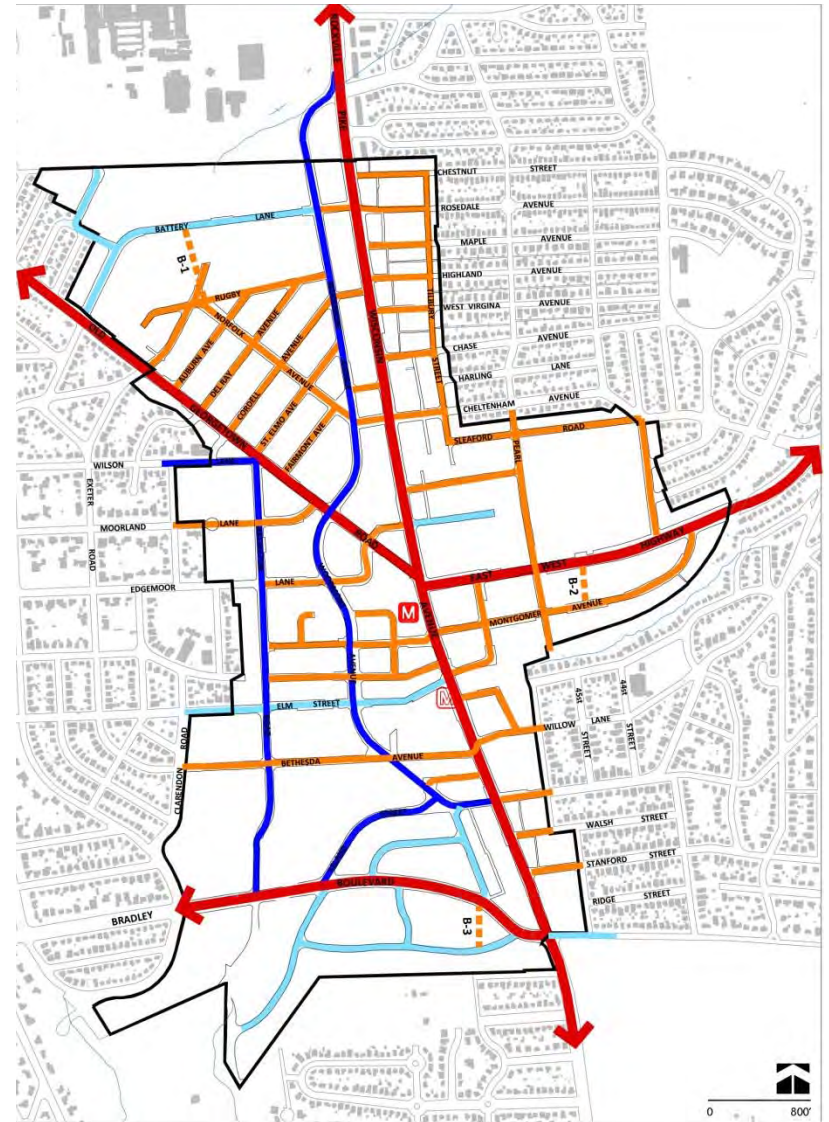
- Street Classification Map
- New Streets
- Two-Way Reconfiguration
- Capacity Analysis



Roadway Recommendations

Street Classification

- Street Hierarchy
- New Streets:
 - Norfolk Extended
 - Pearl District Connector
 - Strathmore Extended
- Right-of-Way



Roadway Recommendations

New Street: Norfolk Avenue Extended

- Improve connectivity between Battery Lane and Woodmont Triangle
- Ownership
 - Private or Park ownership may be considered
- No parking



Roadway Recommendations

New Street: Pearl District Connector

- Improve connectivity within Pearl District by extending the street grid.
- 60' Right-of-way
 - Private ownership may be considered
- Intended to guide development over the long term.



Roadway Recommendations

New Street: Strathmore Street Extended

- Improve connectivity between residences north of Bradley Boulevard and Norwood Local Park
- Shared use path south of Chevy Chase Drive
- 60' Right-of-way
 - Private ownership may be considered

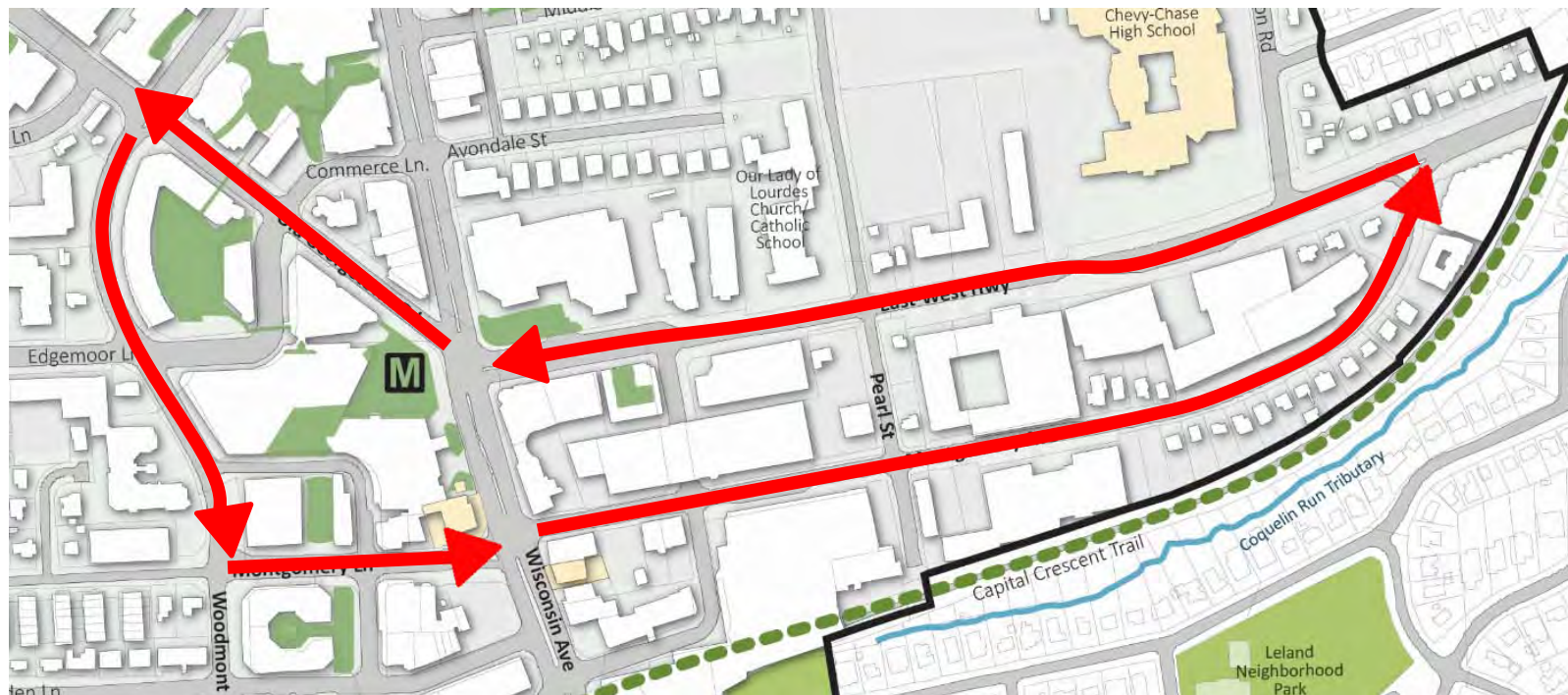


Roadway Recommendations

Two-Way Street Configuration

East-West Highway/ Montgomery Avenue/ Old Georgetown Rd/ Woodmont Avenue

- Slow vehicular traffic
- Improve pedestrian and bicycle accommodation
- Improve navigation
- Utilize existing right-of-way



Roadway Recommendations

Intersection Mitigation

- Adequate transportation capacity for 2040 land use vision
- Congestion associated with two-way street conversion
- Potential mitigation outside plan area:
 - Rockville Pike/ Cedar Lane
 - Bradley Boulevard/ Huntington Parkway
 - Connecticut Avenue/ East-West Highway
 - Connecticut Avenue/ Bradley Lane

Transit Recommendations

- Implement the Purple Line
- Implement the South Metrorail Entrance
- Implement the MD 355 South Bus Rapid Transit
- Expand MD 355 South BRT Corridor
- Expand the Bethesda Circulator

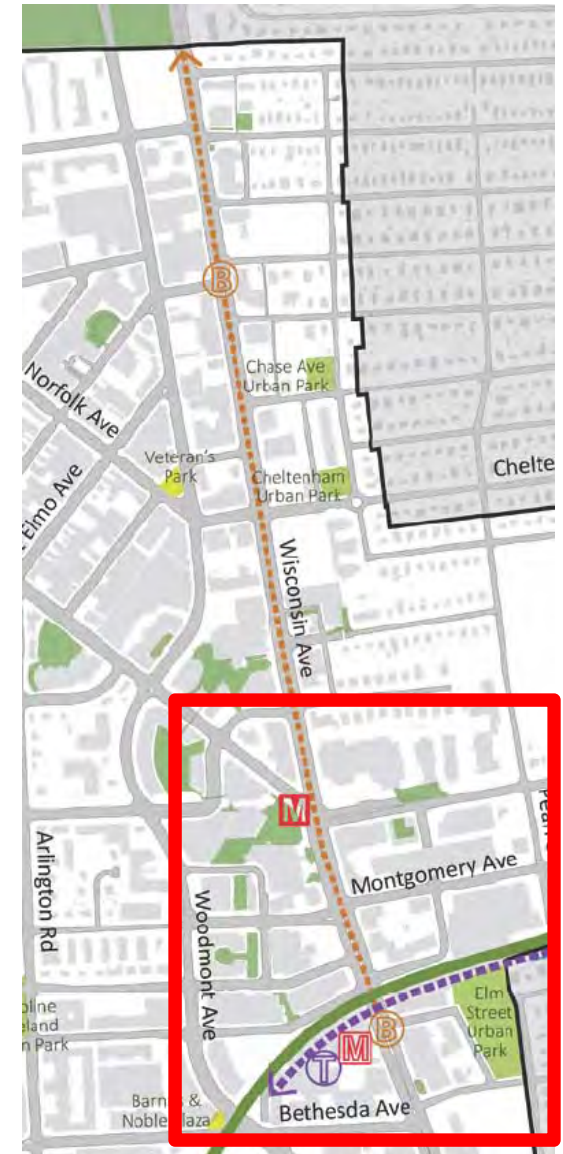


Source: Maryland Transit Administration

Transit Recommendations

Expand MD 355 South BRT to Bethesda South Station

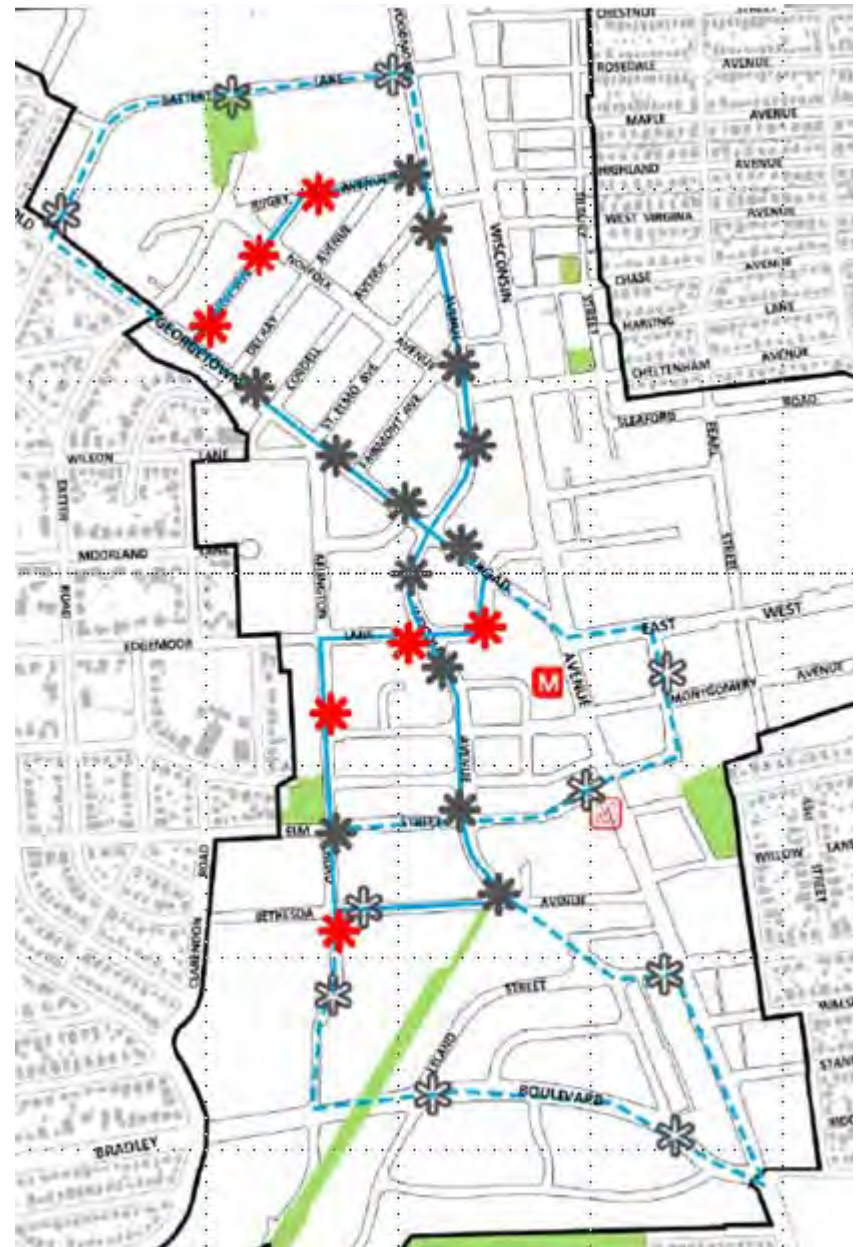
- Create a direct link between the BRT network and Purple Line
- Expand transit network by adding an additional transfer point



Transit Recommendations

Expand the Circulator

- Expand service area
- Service area to be added
 - Battery Lane
 - Pearl District
 - Bradley Boulevard
- Service area to be eliminated
 - Arlington Road
 - Edgemoor Lane



Pedestrian and Bicycle Recommendations

- Overall Network Map
- Specific Roadways:
 - Woodmont Avenue
 - Norfolk Avenue
 - Arlington Road



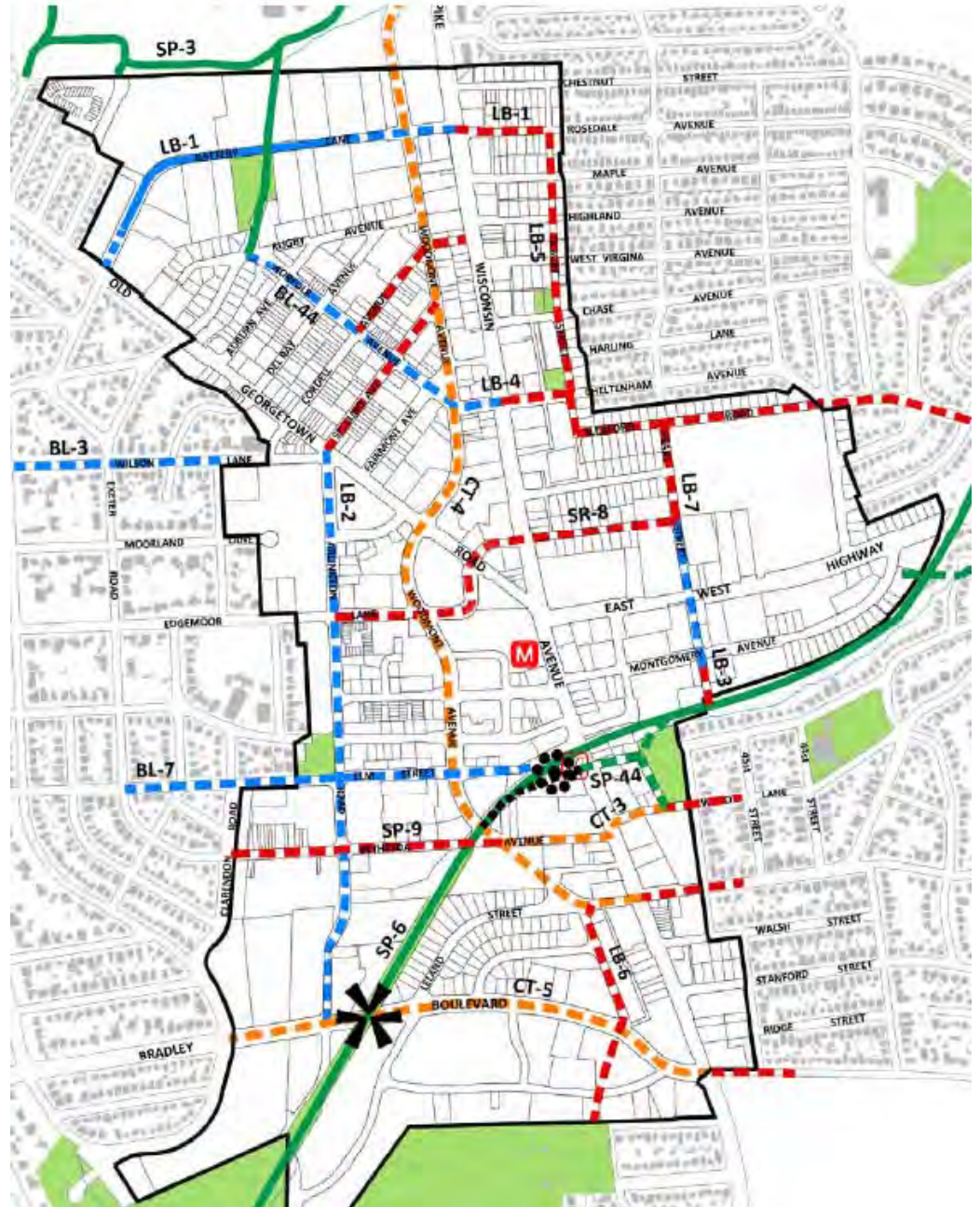
Least Separation



Pedestrian and Bicycle Recommendations

Overall Network Map

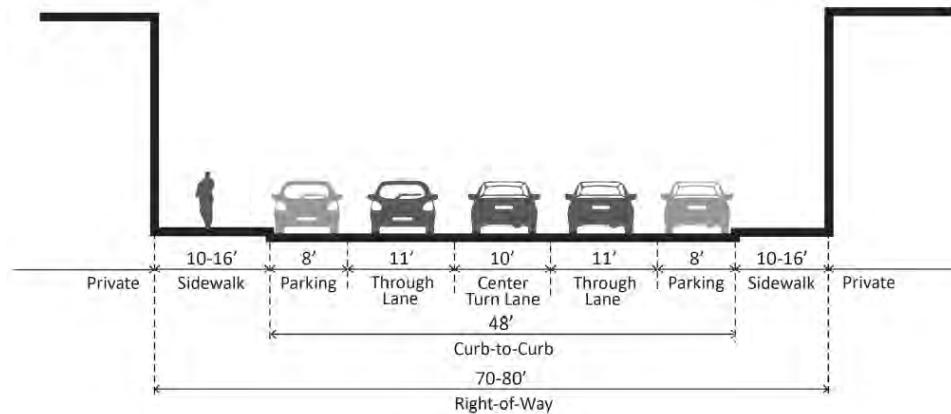
- Organize Bicycle Facilities around:
 - Capital Crescent Trail
 - Woodmont Avenue
 - Norfolk Avenue
 - Arlington Road
 - Transit
- Types of Bikeways
 - Shared Use Path
 - Cycle Track
 - Bike Lane
 - Shared Roadway



Pedestrian and Bicycle Recommendations

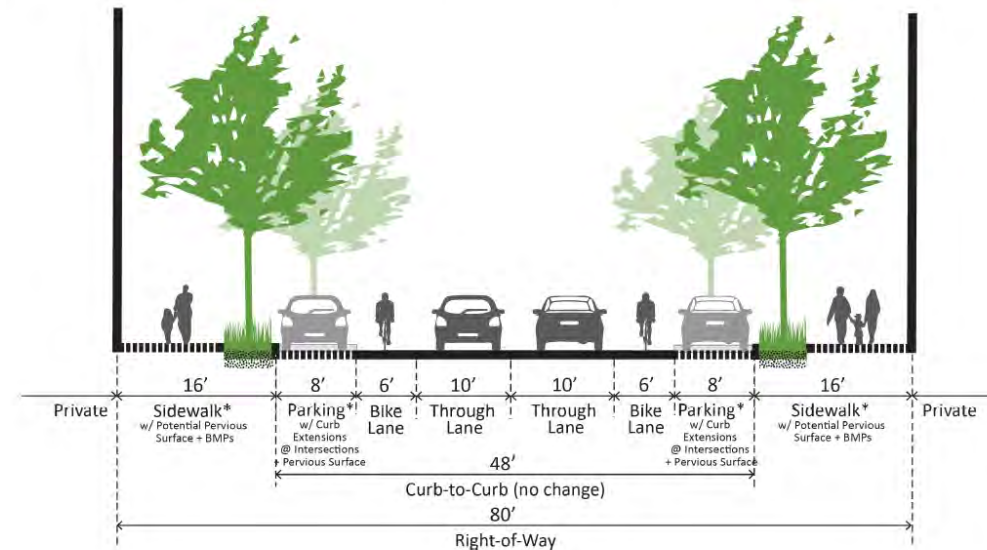
Woodmont Avenue - Bike Lanes

Woodmont Ave (Battery Ln to Old Georgetown Rd, Looking North)
Existing Section



Woodmont Ave (Battery Ln to Old Georgetown Rd, Looking North)
Proposed Section Opt. 1: Bike Lanes

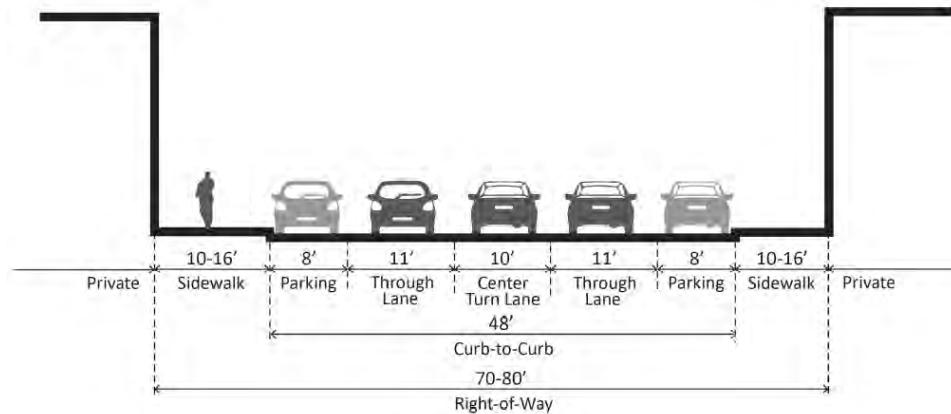
* To be Further Studied: Potential BMPs in Curb Extensions and Sidewalks as well as Pervious Surface on Sidewalks and Parking Lanes



Pedestrian and Bicycle Recommendations

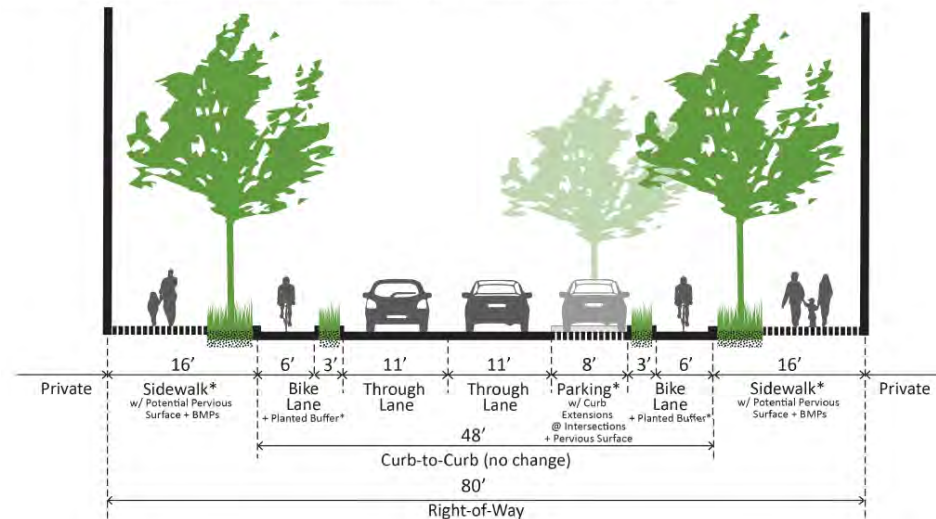
Woodmont Avenue – Separated Bike Lanes

Woodmont Ave (Battery Ln to Old Georgetown Rd, Looking North)
Existing Section



Woodmont Ave (Battery Ln to Old Georgetown Rd, Looking North)
Proposed Section Opt. 3: Separated Bike Lanes (one-way)

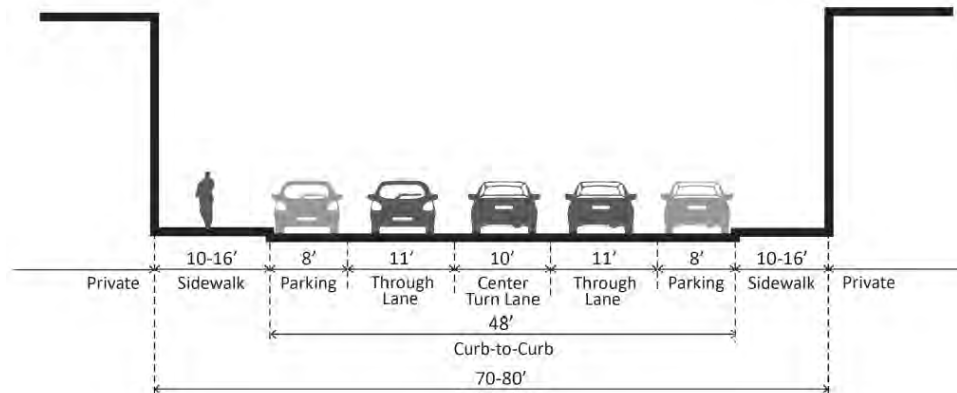
* To be Further Studied: Potential BMPs in Curb Extensions, Buffers and Sidewalks as well as Pervious Surface on Sidewalks and Parking Lanes



Pedestrian and Bicycle Recommendations

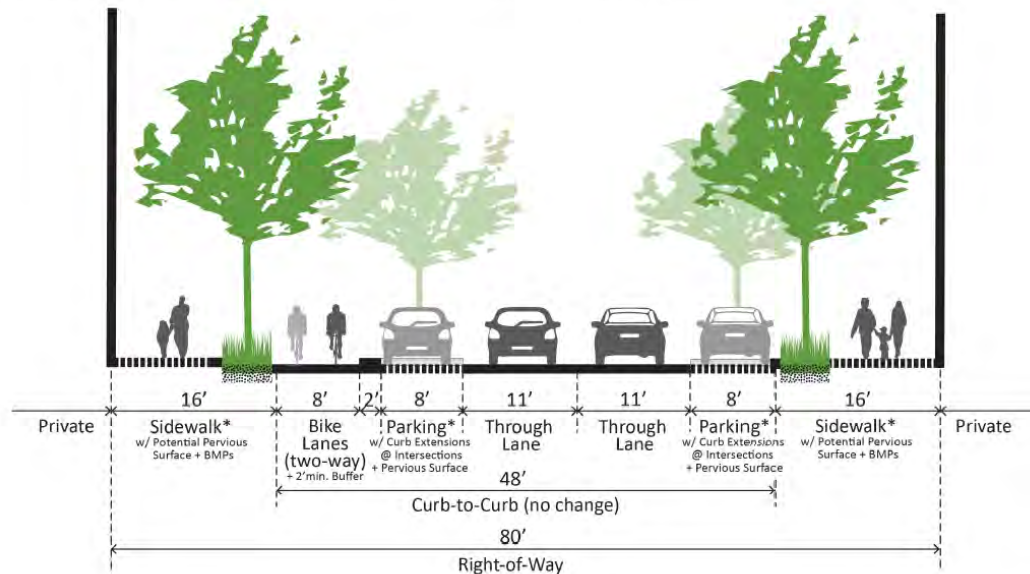
Woodmont Avenue – Separated Bike Lanes (Two Way)

Woodmont Ave (Battery Ln to Old Georgetown Rd, Looking North)
Existing Section



Woodmont Ave (Battery Ln to Old Georgetown Rd, Looking North)
Proposed Section Opt. 2: Separated Bike Lanes (two-way)

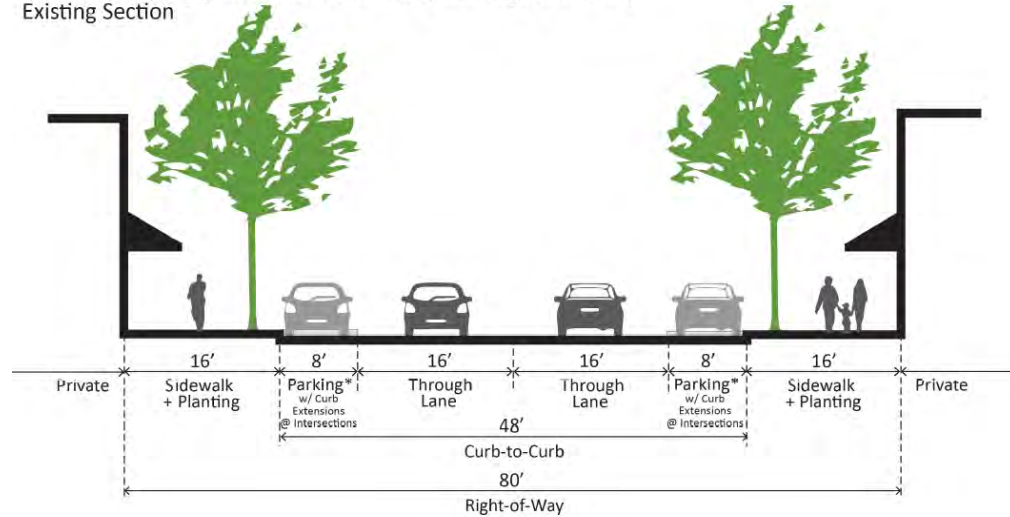
* To be Further Studied: Potential BMPs in Curb Extensions and Sidewalks as well as Pervious Surface on Sidewalks and Parking Lanes



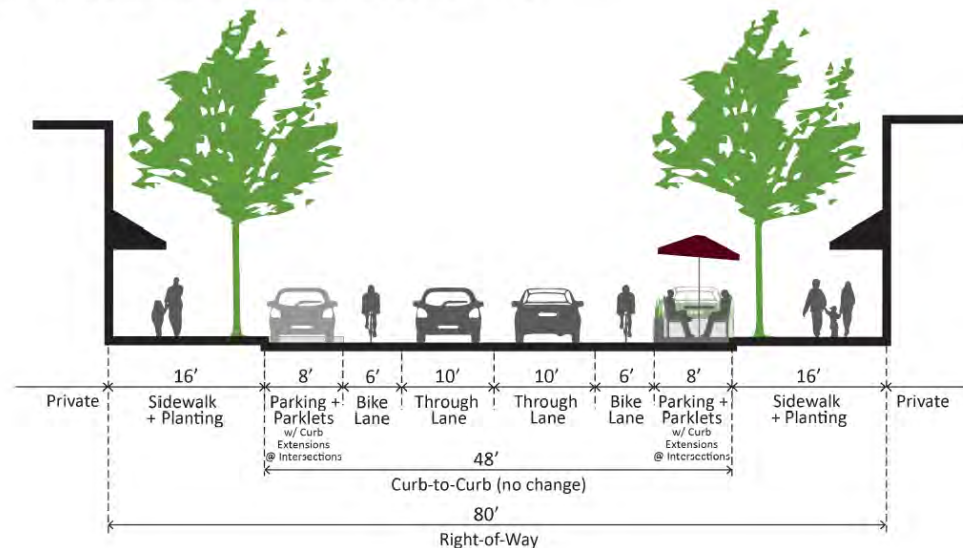
Pedestrian and Bicycle Recommendations

Norfolk Avenue – Bike Lanes (Interim)

Norfolk Ave (Rugby Ave to Wisconsin Ave, Looking Northwest)
Existing Section



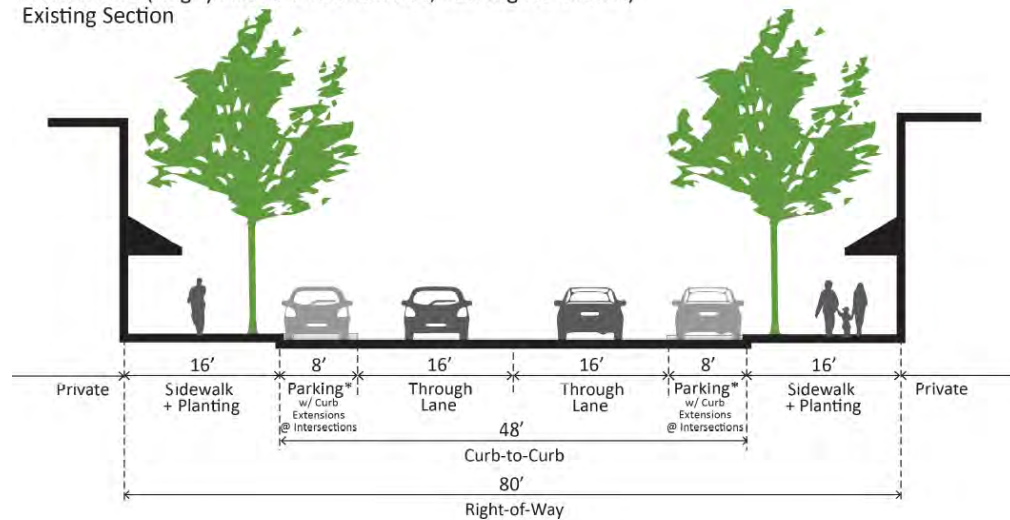
Norfolk Ave (Rugby Ave to Wisconsin Ave, Looking Northwest)
Proposed Section Short Term: Bike Lanes and Parklets



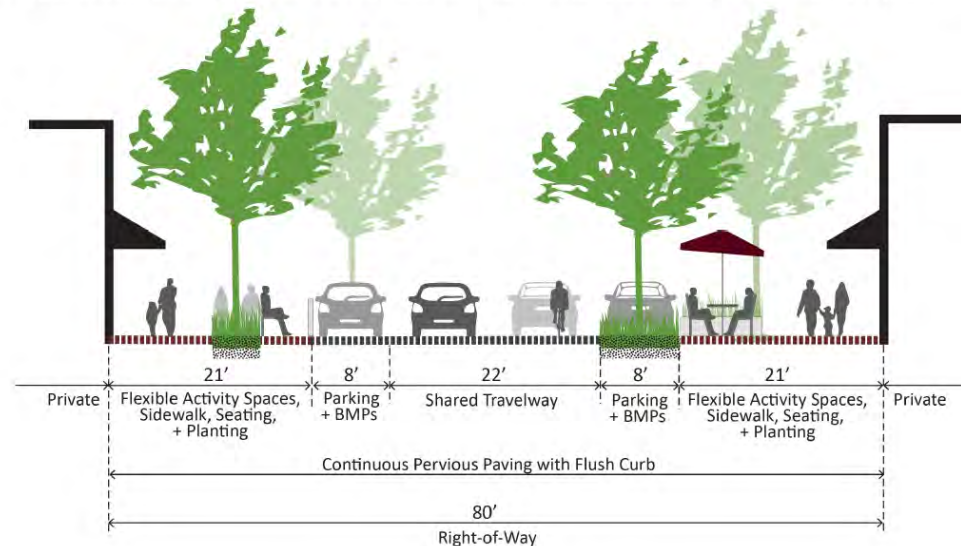
Pedestrian and Bicycle Recommendations

Norfolk Avenue – Shared Street (Long-Term)

Norfolk Ave (Rugby Ave to Wisconsin Ave, Looking Northwest)
Existing Section



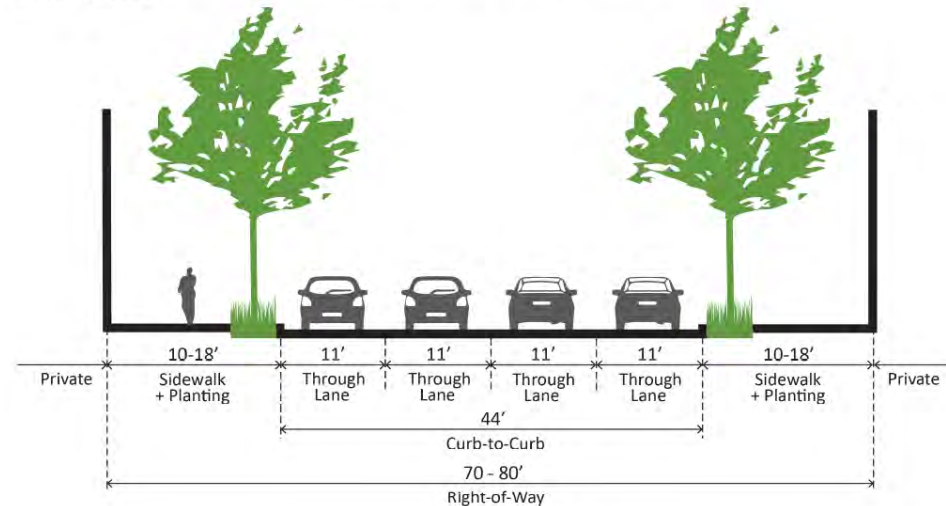
Norfolk Ave (Rugby Ave to Wisconsin Ave, Looking Northwest)
Proposed Section Long Term: Shared Street with Stormwater Best Management Practices (BMPs)



Pedestrian and Bicycle Recommendations

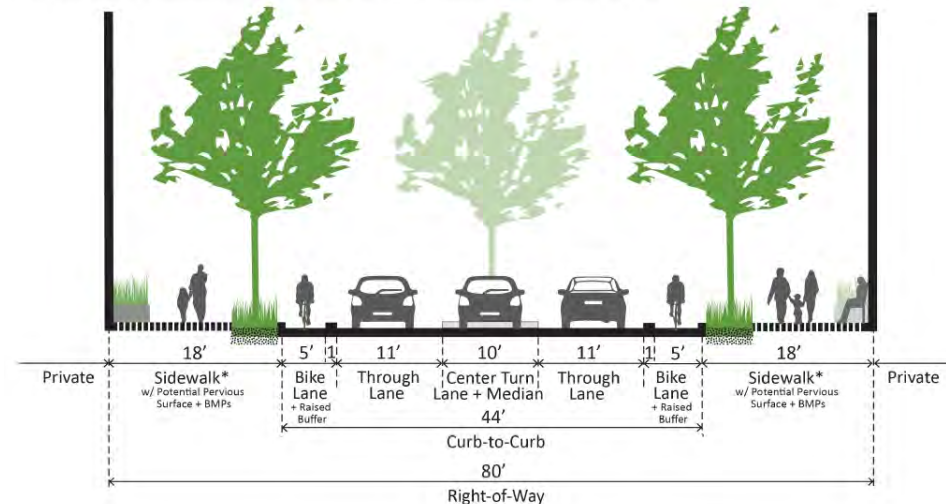
Arlington Road – Separated Bike Lanes

Arlington Rd (Old Georgetown Road to Bradley Boulevard, Looking North)
Existing Section



Arlington Rd (Old Georgetown Road to Bradley Boulevard, Looking North)
Proposed Section Opt. 2: Separated Bike Lanes (one-way)

* To be Further Studied: Potential BMPs in Curb Extensions and Sidewalks as well as Pervious Surface on Sidewalks and Parking Lanes



Transportation Demand Management Recommendations

Non-Auto Drive Mode Share (NADMS)

- Establish a new mode share goal of 50% for both residents and commuters
- This increase represents a robust but attainable goal that reinforces the mixed use, transit-oriented nature of Downtown Bethesda.



Parking Recommendations

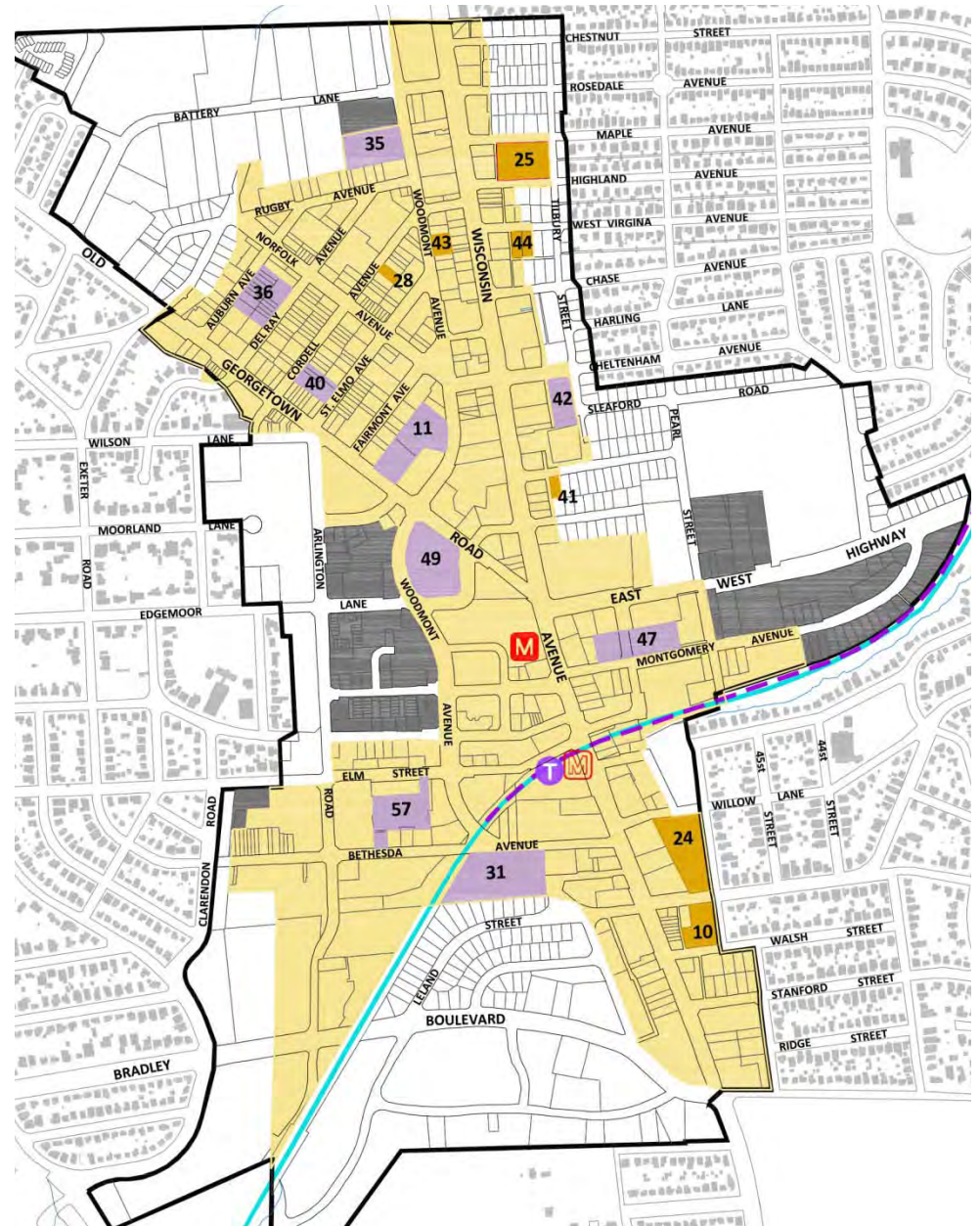
- Expansion of Constrained Parking Policy
 - Shared Parking/ Unbundling
 - Dynamic Pricing
 - “Cash-Out” program for employers
- Parking Lot District Boundary Expansion



Parking Recommendations

PLD Boundary Expansion

- Promote shared parking
- Maintain opportunity to meet parking requirements off-site
- Expand PLD eligible properties to include Pearl District, areas adjacent to Metro, and Battery Lane



2.4 Ecology

community
identity

equity

habitat +
health

access +
mobility

water

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materials

A truly **sustainable** Downtown

economic
competitive
+ innovative

social
unique +
affordable

environmental
greener +
connected

Performance Areas:

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

Sector Plan Goals:

↑ Ecological biodiversity

↑ Carbon sequestration

↑ Air quality

↓ Heat island effect

↓ Greenhouse Gases

Streets



Community



Buildings



Overall Recommendations

- Appropriate & stratified planting
- Green roofs: 6" of soil. 35 % roof.
- Increased Soil Volume
- Well connected canopy cover



Canopy & Green Corridors

Recommendations:

- Priority Plantings: Bicycle networks

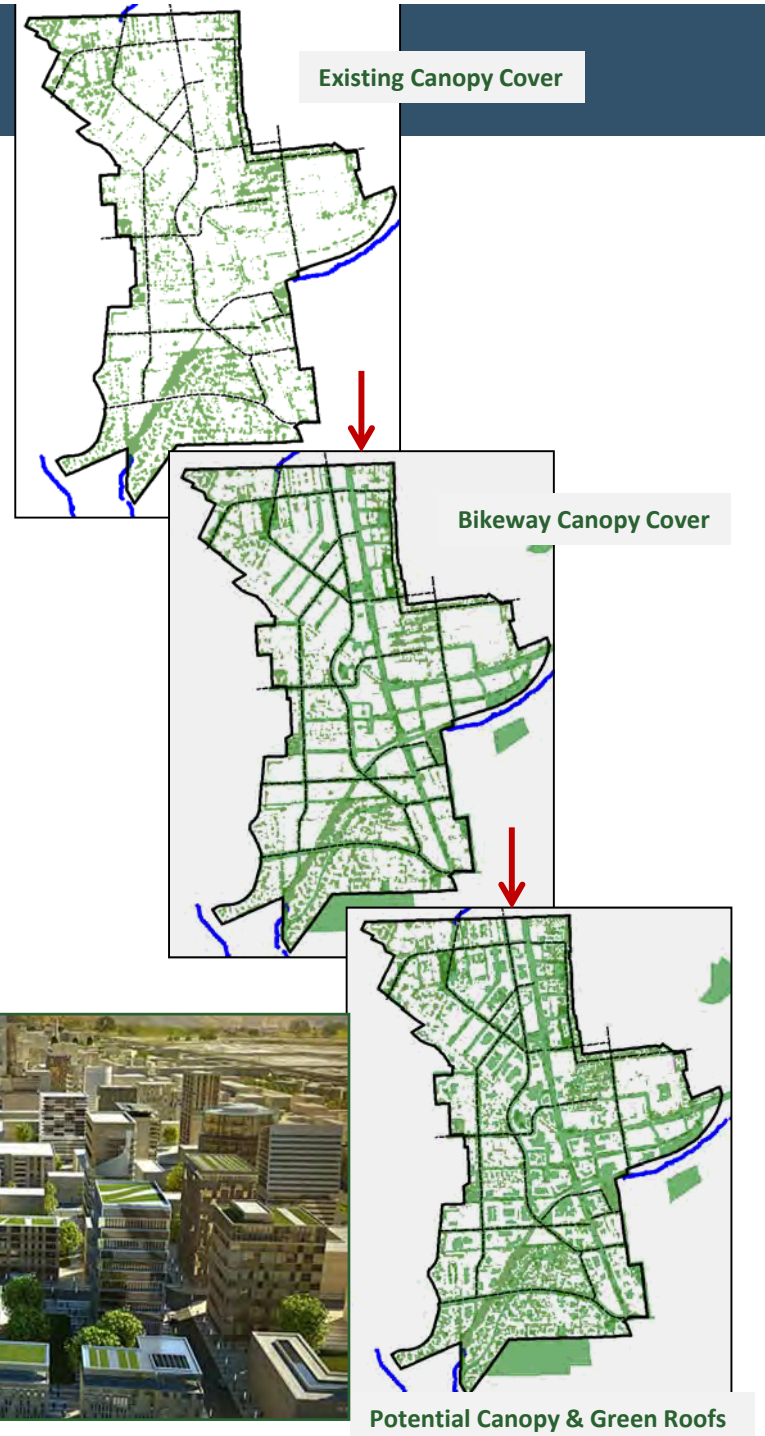
Goal: 50% street canopy cover

- Large Lots: Tree cover + Green roof

- Green roof AND
- Tree plantings

- Small lots: Green roof

- Minimum 35% green roof



Water Quality

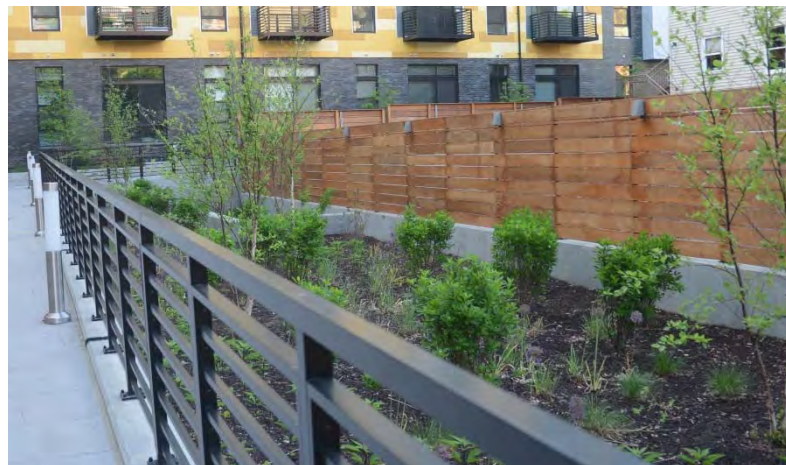
Goals:

↓ Untreated stormwater runoff



Recommendations:

- Maximize onsite SWM
 - SWM within the ROW
 - *Artful* ESDs
 - SWM as *educational* tool
 - SWM *treatment train*



Water Quality: Recommendations

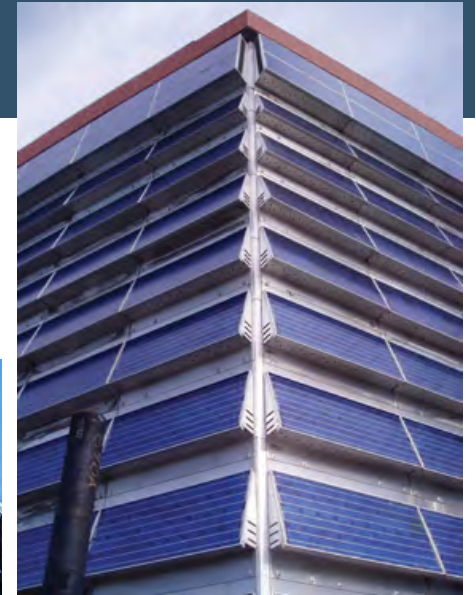
- Reduce impervious surfaces
- Permeable paving
- Reduce water demand



Energy

Goals

- ↑ Building energy efficiency
- ↓ Energy demand
- ↓ Vehicle miles traveled



Recommendations:

- Optimize building performance
 - Renewable energy
 - Solar orientation
 - Operable windows
 - Reflective surfaces





-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  County DOT Owned Public Space
-  Proposed BRT
-  Proposed Shared Street



2.5 High Performance Area

community
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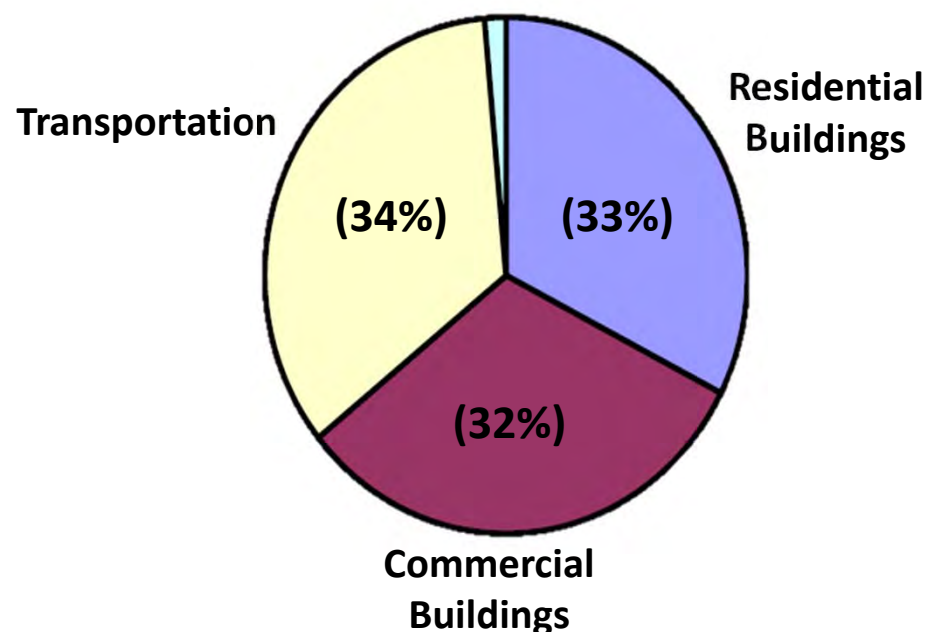
water

energy +
materials

Energy Facts

Montgomery County Sources of Greenhouse Gas (GHG)

65% of GHG from Buildings



Source: Montgomery Climate Protection Plan

WHERE ARE WE TODAY?

March 2015: *Department of Environmental Protection* determined that “while some progress has been made in reducing energy use in the building sector, **the County is not on track to meet the goals established in the Climate Protection Plan**”.

Montgomery County Goals

Bill 32-07: reduce Countywide GHG emissions to **80% below** the amount of greenhouse gas emission in the base year [FY05] by January 1, 2050.

Climate Protection Plan: **stop increasing** Countywide GHG emissions by 2010 and **achieve a 10% reduction** every 5 years through 2050.

Bill 34-07: Requires the Planning Board to make **recommendations for carbon emissions reductions**

High Performance Area

GOING BEYOND THE MINIMUM...

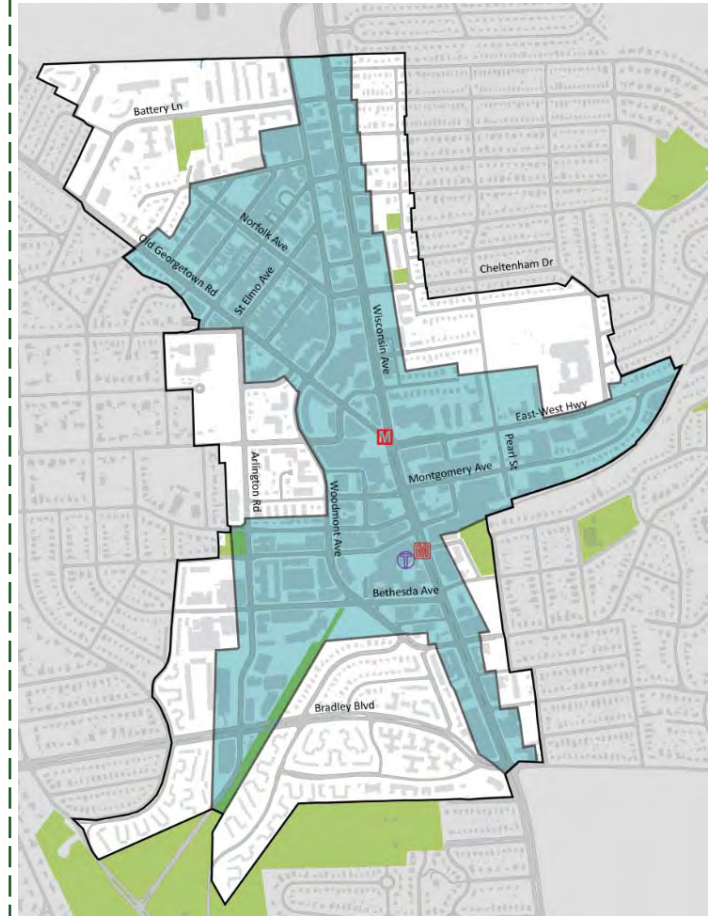
Goal:

- Help achieve goals of the County's Climate Protection Plan (Bill 32-07)

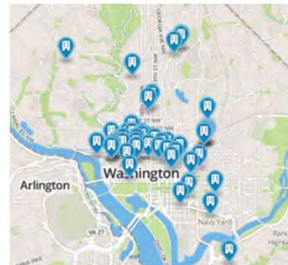
Recommendation: *(buildings over 4 stories)*

- *For maximum public benefit points...*

Any building located in whole or in part within the boundary of the high performance area must exceed ASHRAE standard 90.1 by 15 percent.



1225 Conn Ave: Platinum. RTKL



DC: LEED Platinum



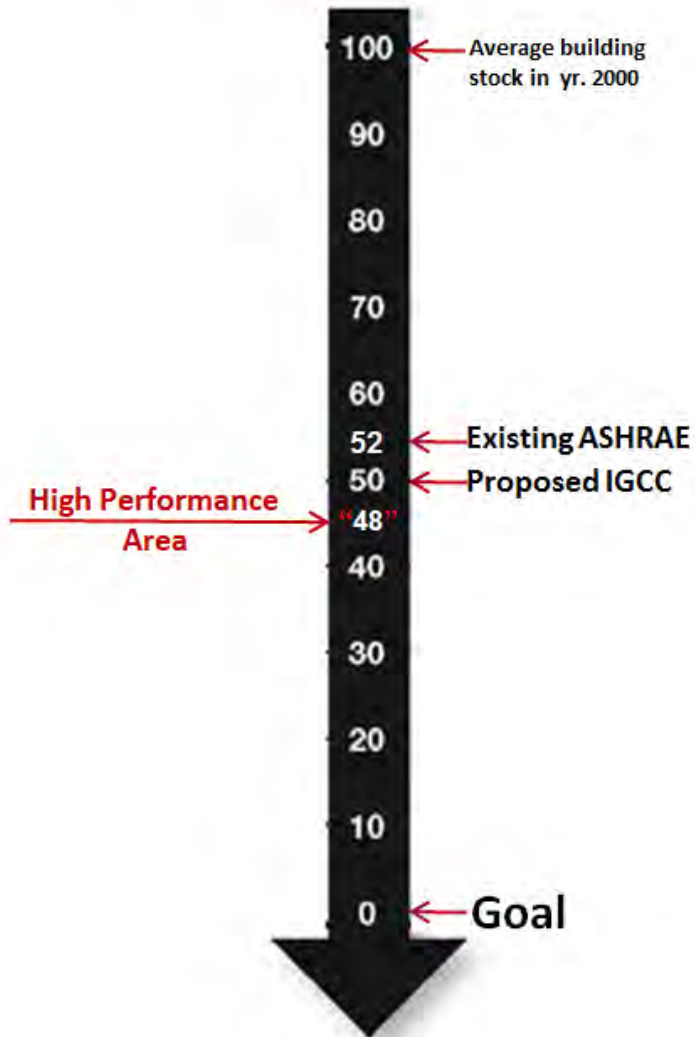
700 Sixth St NW DC

High Performance Area

Energy Performance Scale

Moving Towards Net Zero

(zEPI rating)



Based on research: Montgomery County DEP's Energy Planner, Metropolitan COG, Institute for Market Transformation, local USGBC chapter, Bethesda Green, the New Buildings Institute, and the American Council for an Energy-Efficient Economy

2.6 Urban Design

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Public Space Network

Gathering Spaces:

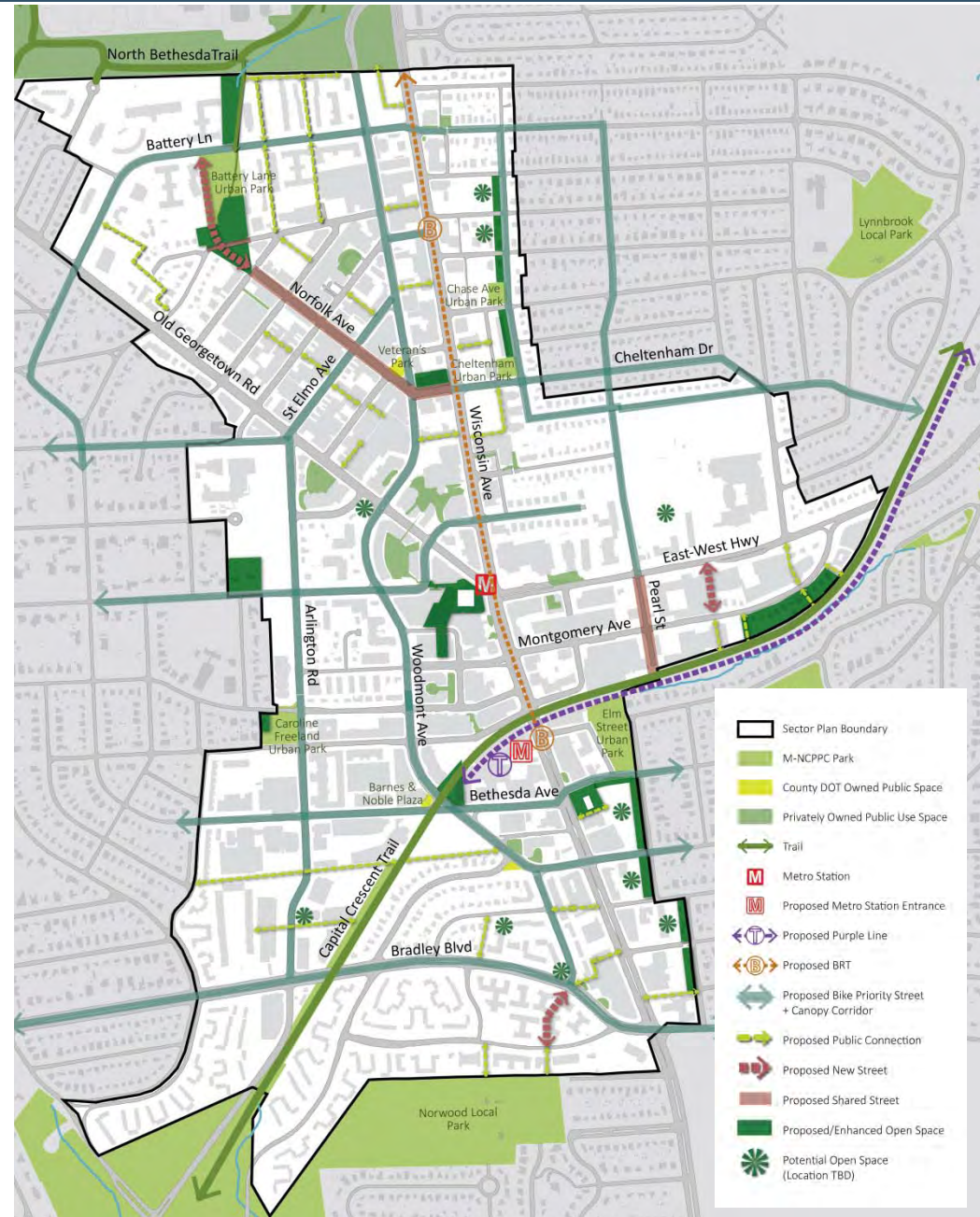
Provide each center with a gathering space

Connections:

Organize streets, midblock connections, greenways and trails

Edges:

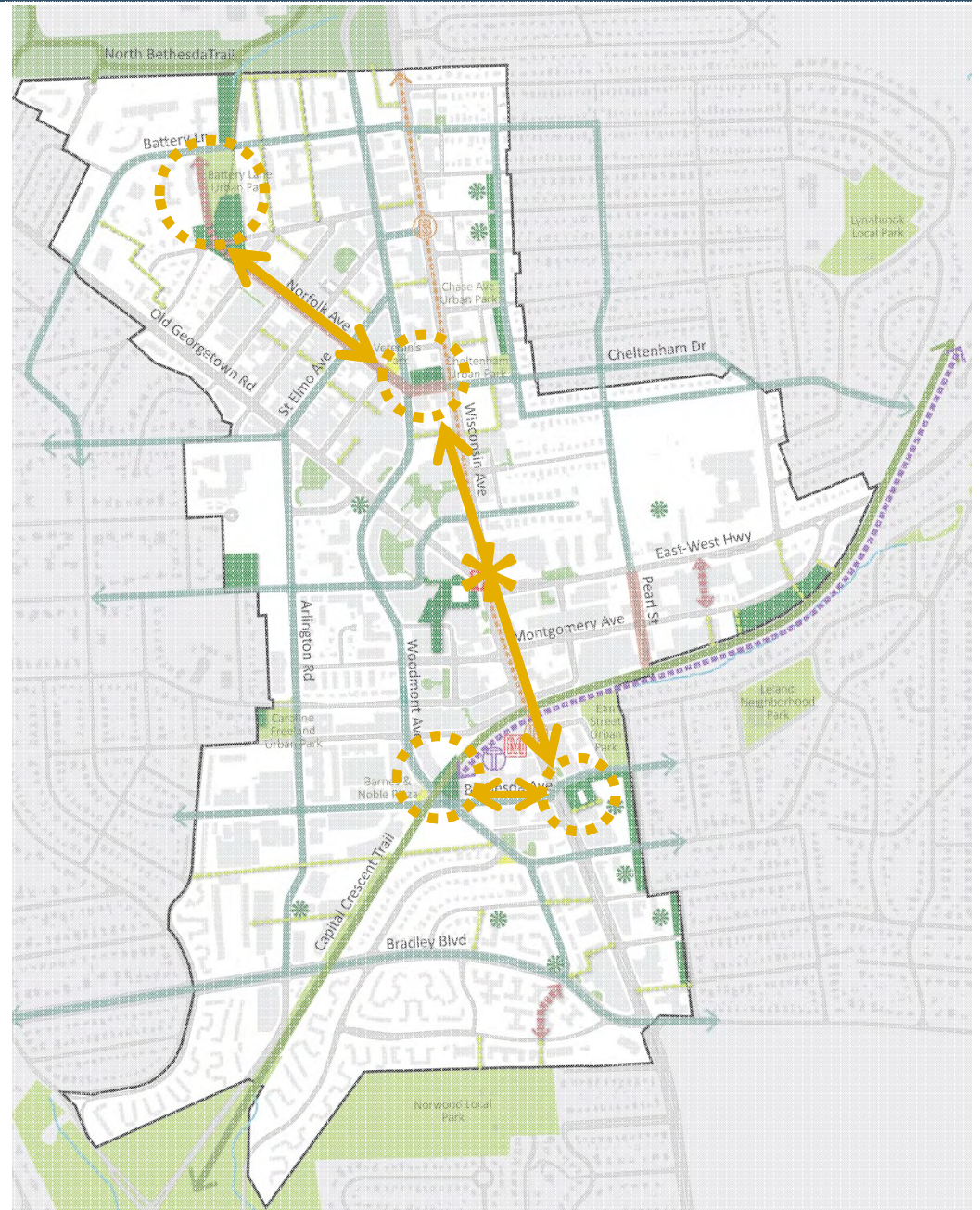
Transition to surrounding neighborhoods



Public Space Network

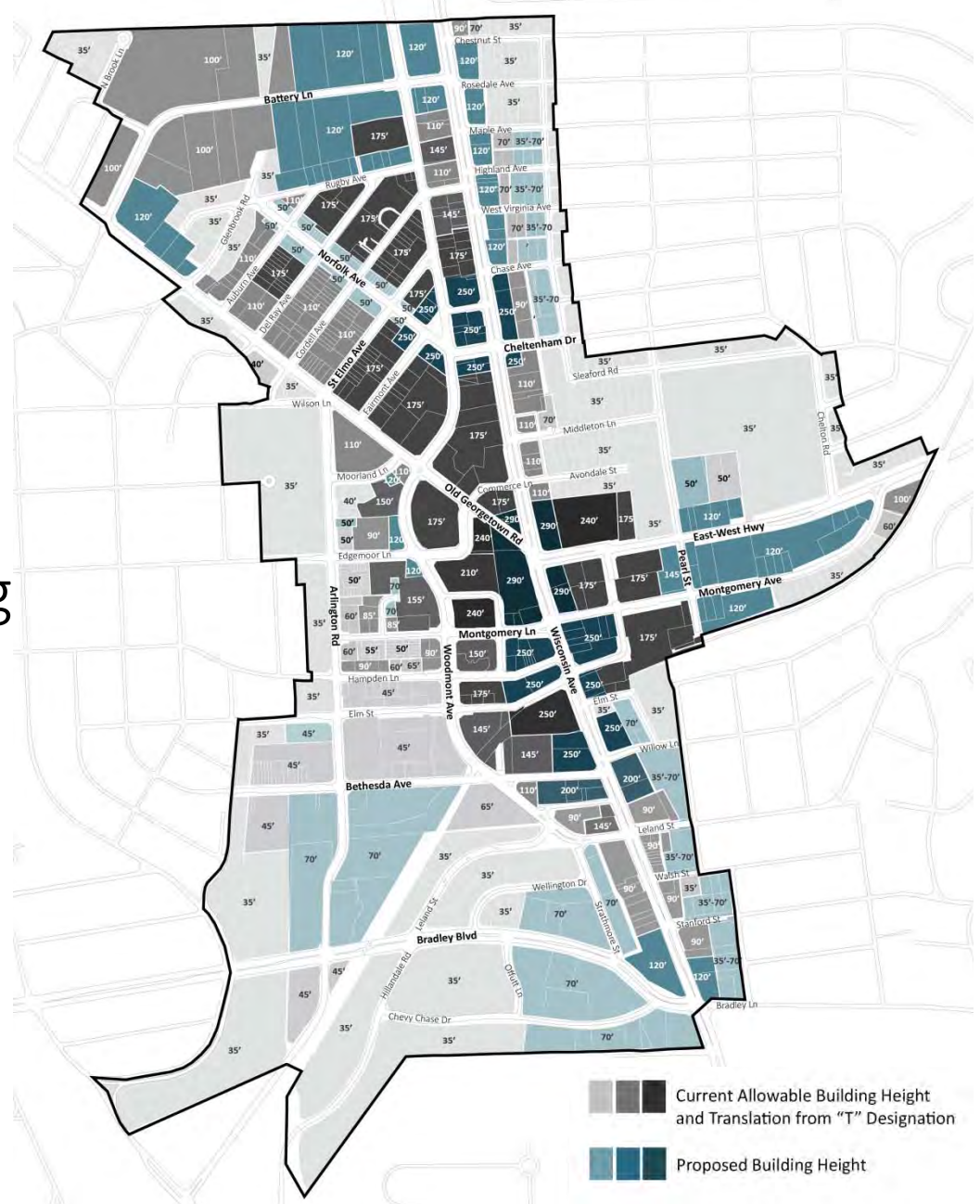
Primary Links:

- Metro Center to Woodmont Triangle and Bethesda Row
- Norfolk Avenue linking Veteran's Park Civic Green through Battery Lane Park
- Capital Crescent Central Civic Green to the Farm Women's Cooperative Market



Urban Form

- Use buildings and landscape to frame a vibrant public realm
- Accommodate future growth in targeted areas
- Transition to surrounding neighborhoods

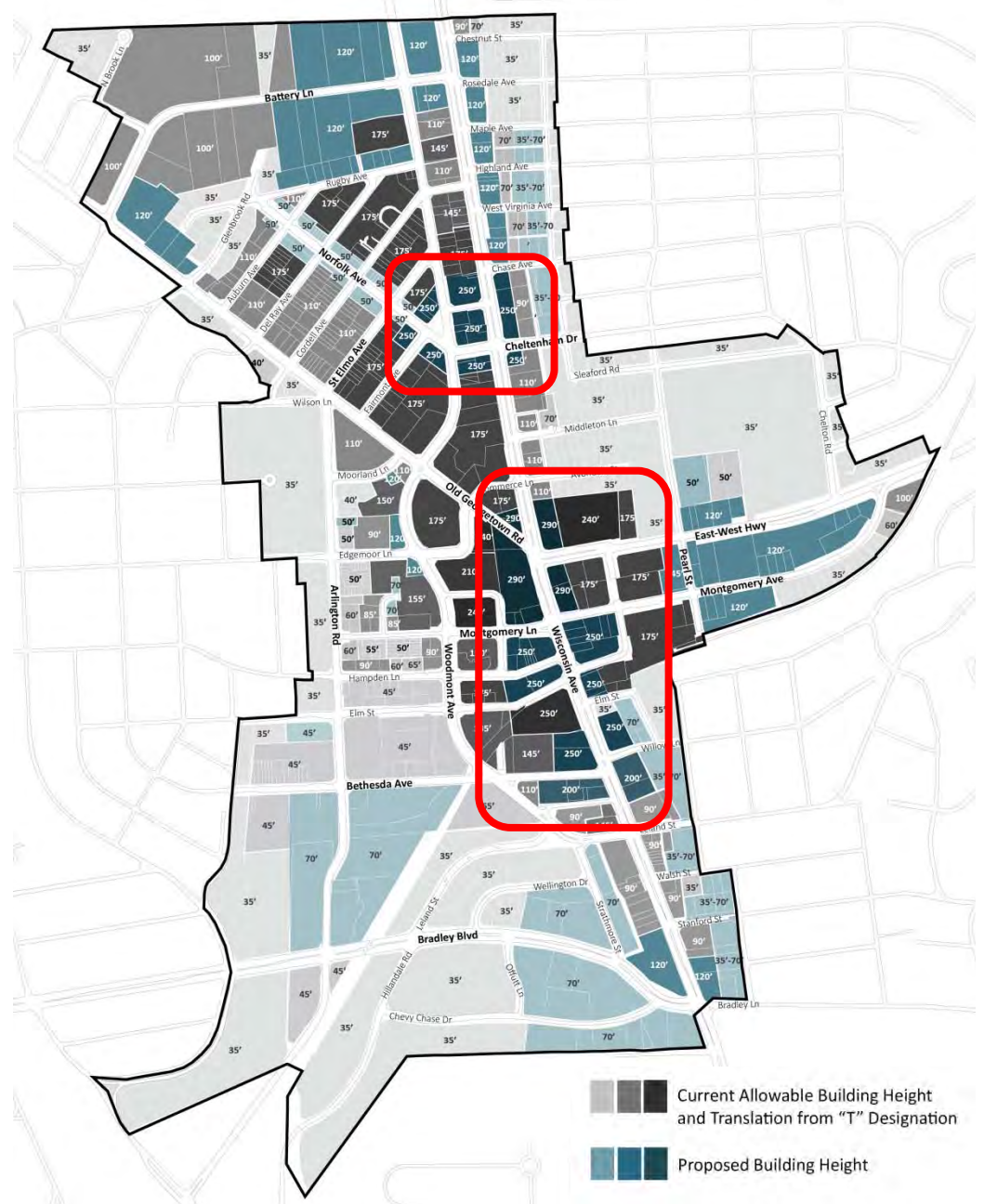


Urban Form

Target building height increases:

- Symbolic Center and Civic Gathering Spaces

200-290 ft.



Urban Form

Target building height increases:

- Expanded/Emerging Centers of Activity

70-145 ft.



Urban Form

Target building height increases:

- Affordable Housing, Park Connectivity and Community Facilities

70-120 ft.



Urban Form

Preserve scale and character of specific areas and ensure **compatibility** of new development with surrounding neighborhoods.

- Norfolk Avenue
- Eastern Greenway
- Edge districts/transition areas



Urban Form

Increase all previously “T” designated heights by 20% rounded to the nearest 5-ft increment

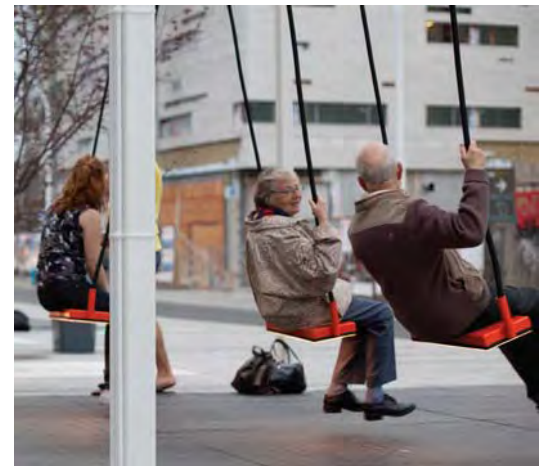
Table 2.03: “T” Designated Height Translation

Existing Zoning Maximum Height	Translated Zoning Maximum Height
35T	40
40T	50
45T	55
50T	60
55T	65
60T	70
70T	85
75T	90
90T	110
120T	145
125T	150
130T	155
145T	175
175T	210
200T	240

Placemaking

Encourage creative placemaking to activate Bethesda's streets and open spaces!

- Events
- Play
- Public Art
- Temporary uses
- Gateways



2.7 Parks and Open Space

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

Urban Parks and Open Space Hierarchy

A HIERARCHY

Each area master plan should include a system of open spaces based on the roles of each type of open space. The amount and size of open spaces may vary from plan to plan and should be directly proportional to the projected density, and adjusted to the pattern of existing open space and other factors such as community-specific needs.

The following hierarchy should be applied to any new urbanizing area:

FOR THE SECTOR PLAN AREA:

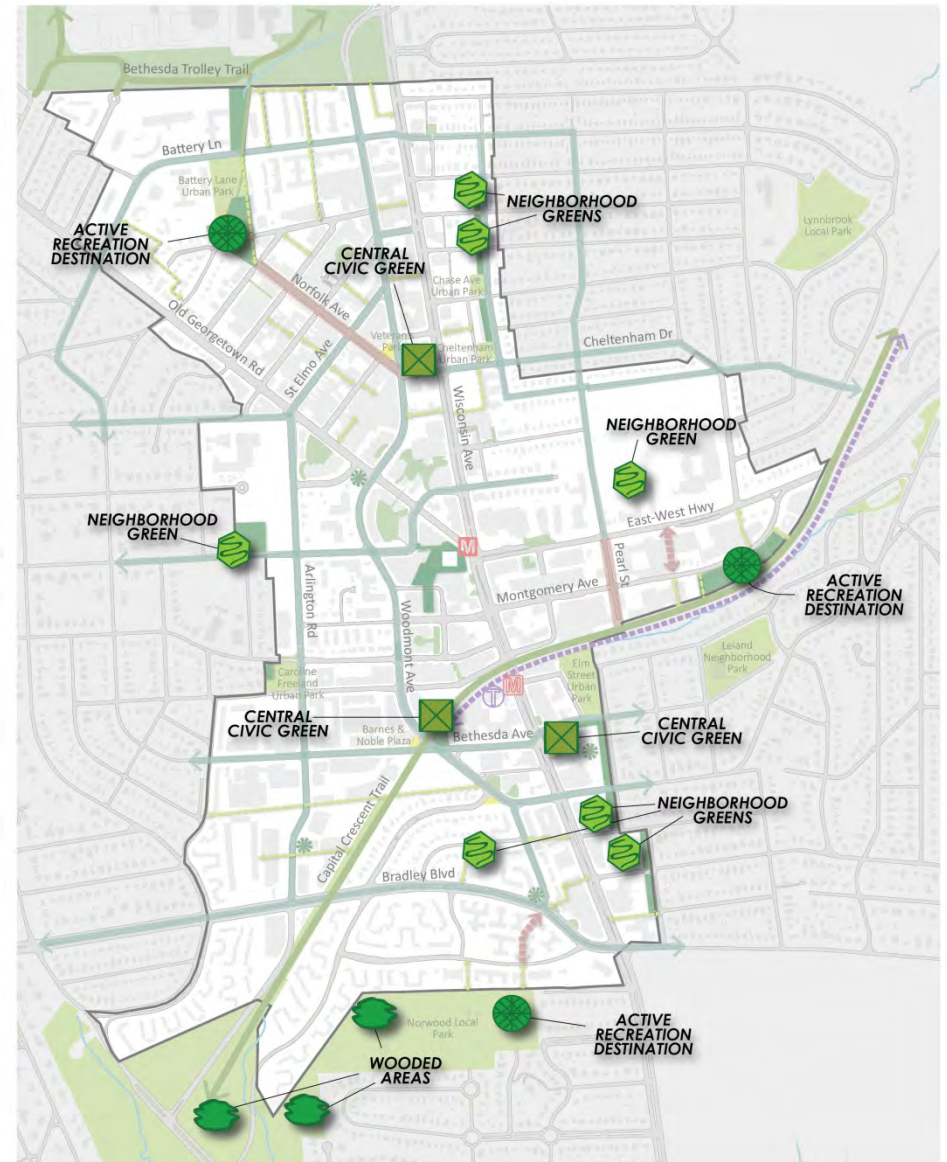
- Active recreation destinations located within or near the plan area, including courts, playgrounds, and lawn areas large enough for pick up soccer, festivals or events, etc.
- A central “civic green” urban park (Chapter 3), ranging in size from $\frac{1}{2}$ to 2 acres, depending on projected densities, located in close proximity to a public transit hub, next to activating uses, with a mixture of hard and soft surfaces including a central lawn area for events
- An interconnected system of sidewalks and trails to connect parks and open spaces
- Wooded areas that will provide a sense of contact with nature

FOR EACH URBAN NEIGHBORHOOD: a neighborhood green, urban buffer park, or community use recreational park

FOR EACH BLOCK: an urban square, plaza, or green area

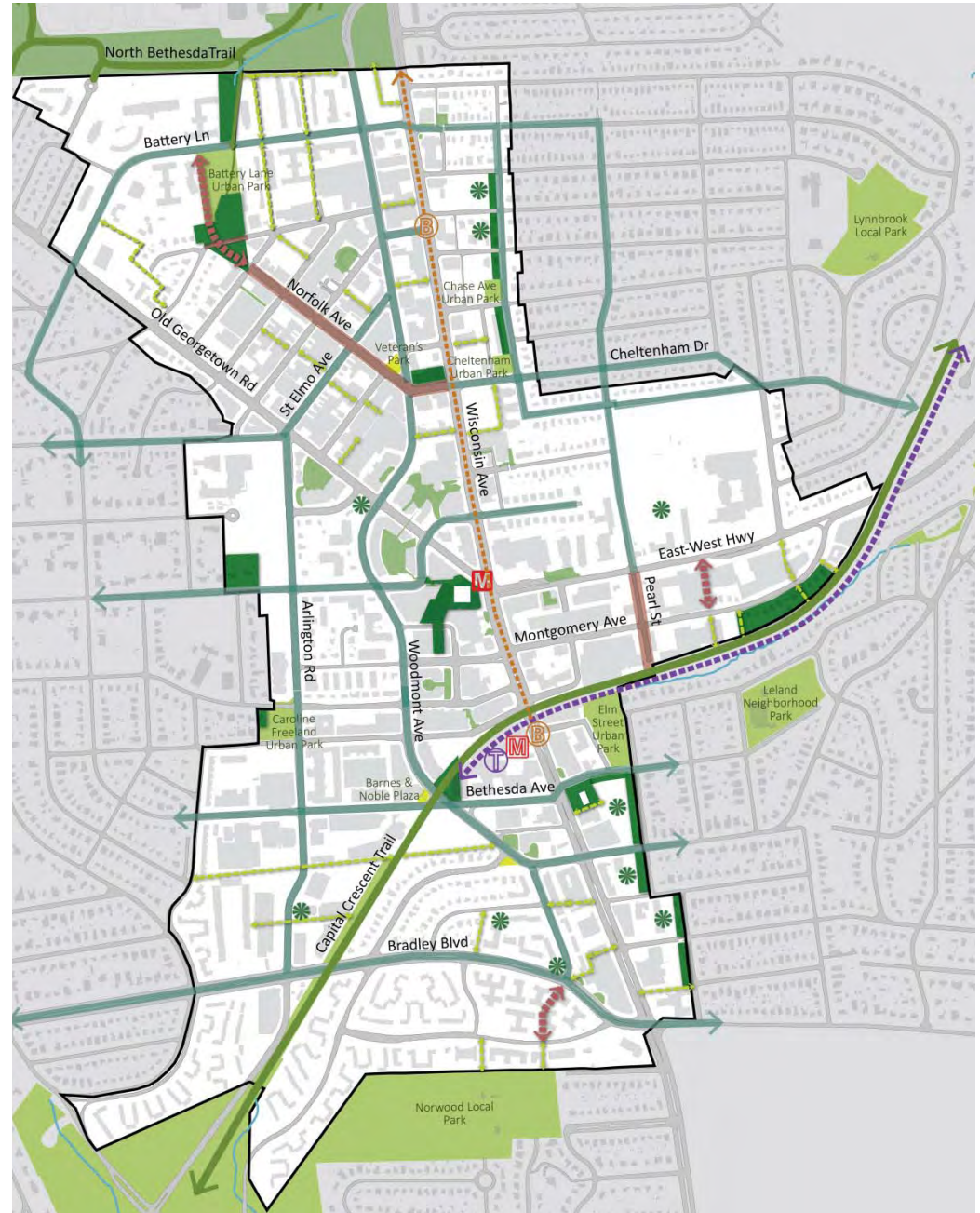
FOR EACH BUILDING: outdoor recreation space

FOR EACH RESIDENCE: private outdoor space



Parks, Trails, and Open Space Goals

- Support the Centers with Civic gathering spaces
- Provide linkages and signature gateways to the major trail systems
- Create livable communities and appropriate transitions by greening and buffering the edges
- Create green neighborhood parks



2.8 Community Facilities

community
identity

equity

habitat +
health

access +
mobility

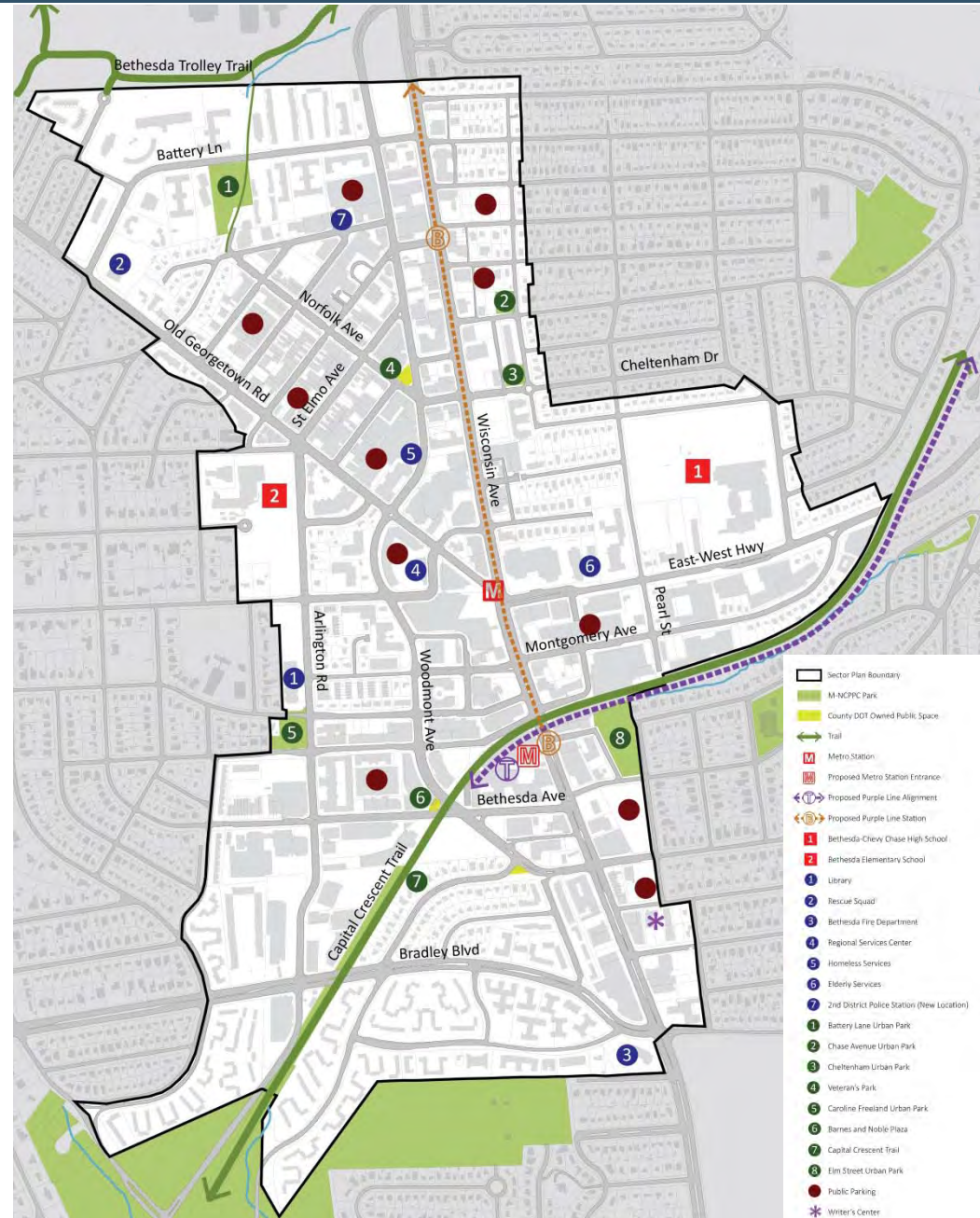
water

energy +
materials

Community Facilities

Goals

- Provide public facilities to meet the human service, recreation, security, educational and other needs of the community.
- Encourage flexibility in space and programming to adapt to future needs.



Community Facilities

Educational Facilities

Public Schools

- Elementary School – Addition scheduled for completion in August 2015
- Middle School - 2nd middle school is scheduled to open in August 2017
- High School – Addition to BCC High School is scheduled to open in 2017



Community Facilities

Educational Facilities - Options

Public Schools

- Elementary School - Designate former Rollingwood and Lynnbrook Elementary School as a future operating elementary school.
- Middle School – Build an addition at 2nd middle school or Westland Middle School.
- High School – Reopen a former high school, such as Tilden Middle School, which will be relocated in 2019.



Community Facilities

Public Safety Facilities

2nd District Police Station

- Future replacement district station located at 4823 Rugby Avenue
- The station should advance the goals of the Bethesda Downtown Sector Plan.
- The station should not exceed the density or height limits set by the Sector Plan.
- The station should be compatible with adjacent land uses.



Community Facilities

Public Safety Facilities

Fire and Rescue Stations

1. Fire Station 6 – Wisconsin Avenue and Bradley Boulevard
2. The Rescue Squad – Old Georgetown Road and Battery Lane

Recommendation - Zone Commercial Residential (CR) to permit additional uses consistent with the surrounding neighborhood and renovation of the facilities to improve safety and services.





Chapter 3: Districts

- 3.1 Wisconsin Ave and Established Centers
- 3.2 Emerging Centers
- 3.3 Residential and Edge Districts



3.1 Wisconsin Ave and Established Centers

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

Introduction

Overarching Goals:

- Improve and enhance public spaces.
- Improve access, mobility and pedestrian safety.
- Create a Downtown atmosphere - community identity.
- Preserve scale and character of Bethesda Row.
- Preserve scale and character on Norfolk Ave (Main Street).
- Enhance existing commercial/retail businesses with improved accessibility.
- Promote opportunities for diverse mixed-income residential development.



Wisconsin Avenue District

Zoning Recommendations

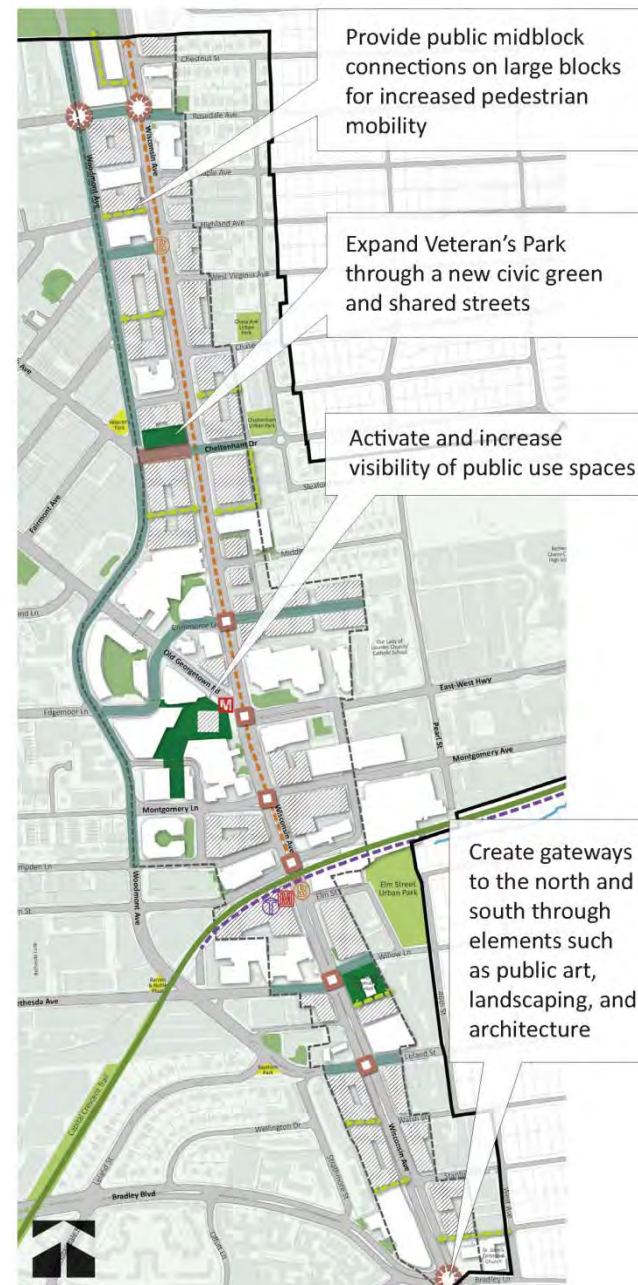
- | | |
|---------------------------------|---------------------------------|
| ① CR 3.5, C-1.25, R-3.5, H-120 | ⑮ CR 6.0, C-4.75, R-5.75, H-290 |
| ② CR 3.5, C-2.5, R-3.25, H-90 | ⑯ CR 6.0, C-6.0, R-4.75, H-110 |
| ③ CR 1.75, C-1.25, R-1.75, H-70 | ⑰ CR 6.0, C-6.0, R-4.75, H-240 |
| ④ CR 3.5, C-1.25, R-3.25, H-120 | ⑱ CR 6.0, C-6.0, R-4.75, H-290 |
| ⑤ CR 3.5, C-1.25, R-3.25, H-145 | ⑲ CR 8.0, C-6.0, R-7.5, H-290 |
| ⑥ CR 3.5, C-1.25, R-3.25, H-110 | ⑳ CR 8.0, C-6.0, R-7.5, H-240 |
| ⑦ CR 3.5, C-2.5, R-3.25, H-120 | ㉑ CR 8.0, C-6.0, R-7.5, H-210 |
| ⑧ CR 6.0, C-1.25, R-6.0, H-175 | ㉒ CR 6.0, C-4.75, R-5.75, H-150 |
| ⑨ CR 6.0, C-1.25, R-6.0, H-250 | ㉓ CR 6.0, C-6.0, R-6.0, H-250 |
| ⑩ CR 6.0, C-6.0, R-5.75, H-250 | ㉔ CR 6.0, C-4.75, R-5.75, H-35 |
| ⑪ CR 6.0, C-4.75, R-5.75, H-250 | ㉕ CR 3.5, C-2.5, R-3.25, H-90 |
| ⑫ CR 6.0, C-4.75, R-5.75, H-110 | ㉖ CR 6.0, C-4.75, R-5.75, H-200 |
| ⑬ CR 6.0, C-6.0, R-5.75, H-175 | ㉗ CR 5.0, C-5.0, R-5.0, H-200 |
| ⑭ CR 6.0, C-4.75, R-5.75, H-175 | ㉘ CR 3.5, C-1.25, R-3.5, H-145 |



Wisconsin Avenue Corridor

Public Realm

-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Wisconsin Avenue Corridor

Building Form

Design tall buildings to have a human-scaled presence on the street and reduced uniformity.

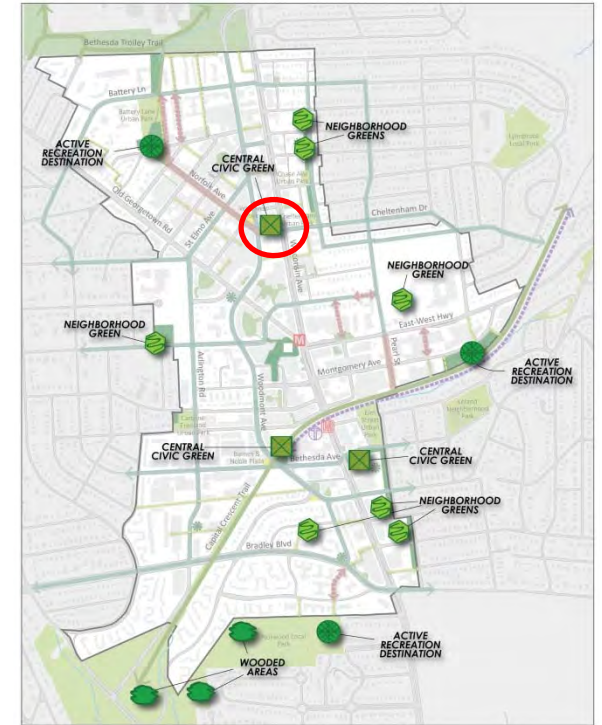
- **Building Articulation:** such as step backs, windows and material changes.
- **Building Separation:** ensure design allows for light and air, and reduced shadows on public space.



Support Centers with Civic Greens

Veteran's Park Civic Green

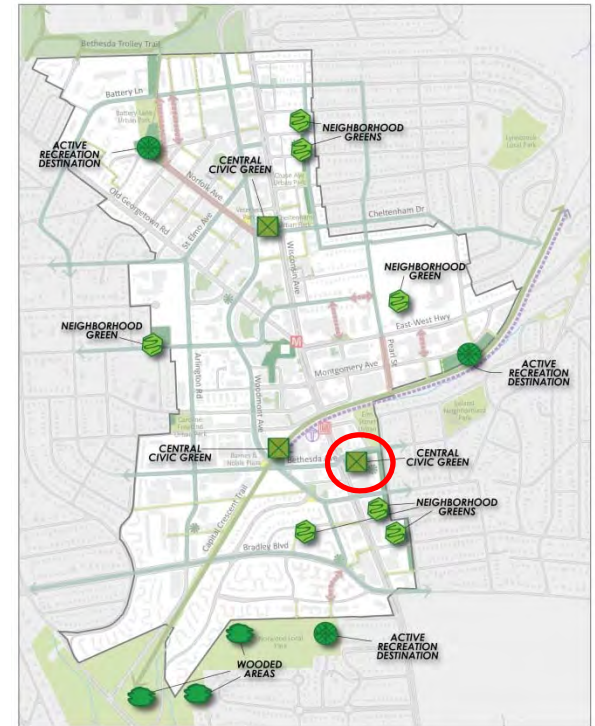
- **Vision:** a green extension of the existing successful public open space at Veteran's Park
- **Purpose:** formal community programs, informal relaxing, including amenities such as shade structures, water walls, etc.
- **Size:** 0.4 acres



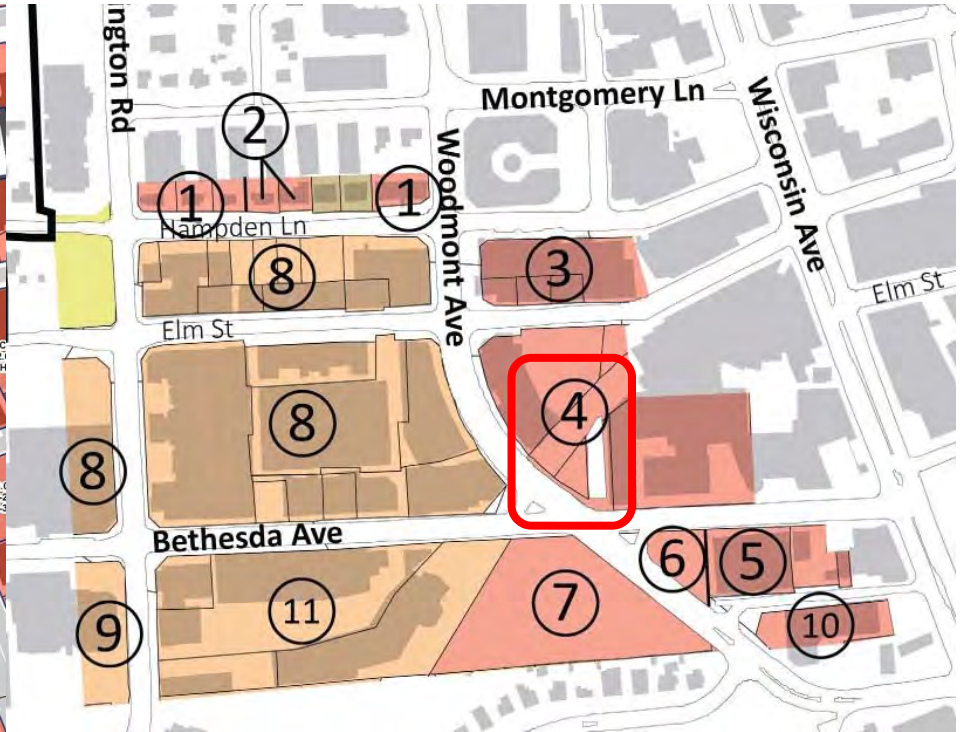
Support Centers with Civic Greens

The Farm Women's Market Civic Green

- **Vision:** a green open space in the historic heart of Bethesda, next to the longstanding community institution
- **Purpose:** destination and gathering spot for market customers to eat and relax. Amenities such as portable tents, seating and tables should be included.
- **Size:** 0.6 acres (includes historic building)



Zoning Recommendations

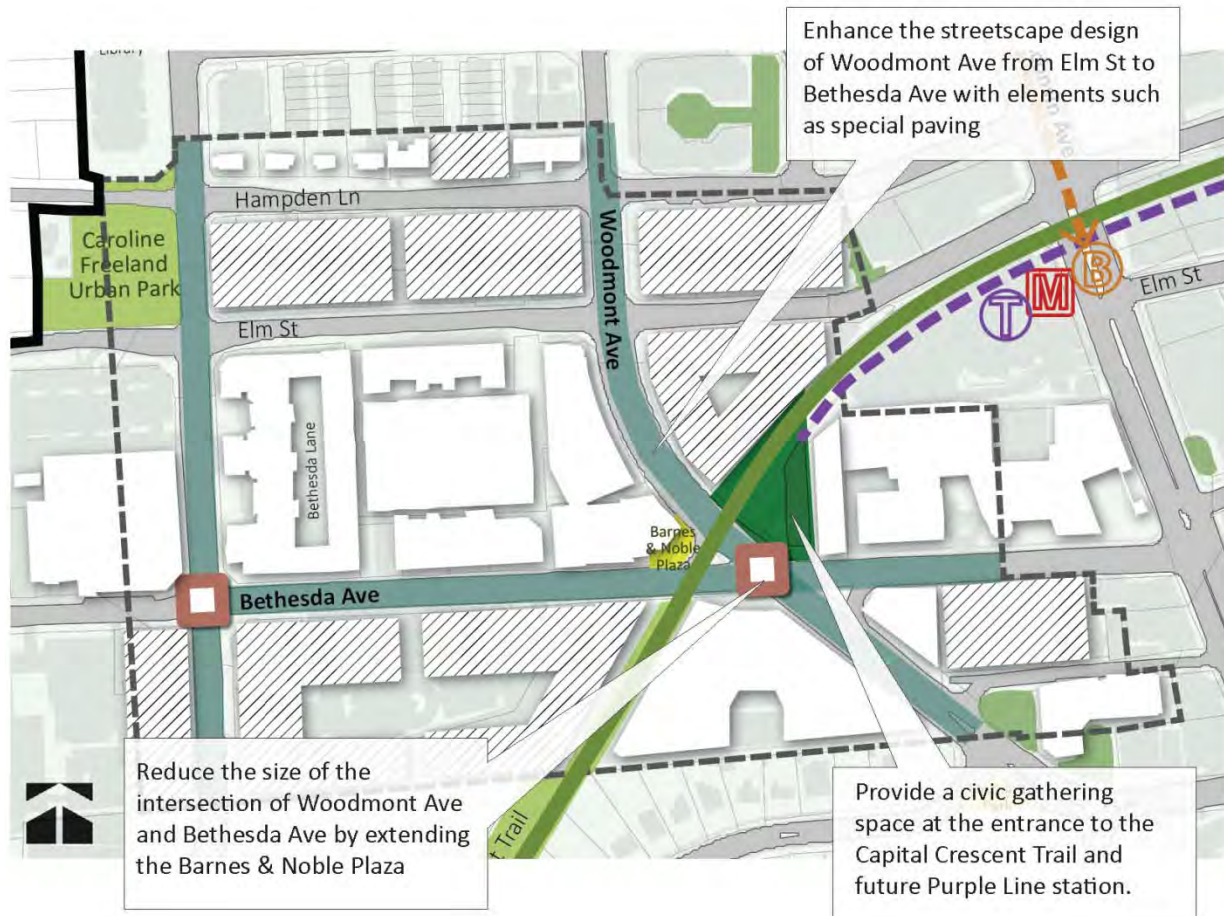


- | | |
|---------------------------------|---------------------------------|
| ① CR 3.0, C-0.25, R-3.0, H-90 | ⑥ CR 3.25, C-0.75, R-3.0, H-110 |
| ② CR 2.0, C-0.25, R-2.0, H-60 | ⑦ CR 3.25, C-0.75, R-3.0, H-65 |
| ③ CR 6.0, C-4.75, R-5.75, H-175 | ⑧ CRT 2.75, C-1.75, R-1.0, H-45 |
| ④ CR 6.0, C-6.0, R-6.0, H-145 | ⑨ CRT 2.75, C-1.75, R-1.0, H-70 |
| ⑤ CR 3.5, C-2.25, R-3.25, H-200 | ⑩ CR 3.5, C-1.25, R-3.5, H-90 |
| | ⑪ CRT 2.75, C-1.75, R-1.0, H-70 |

Bethesda Row District

Public Realm

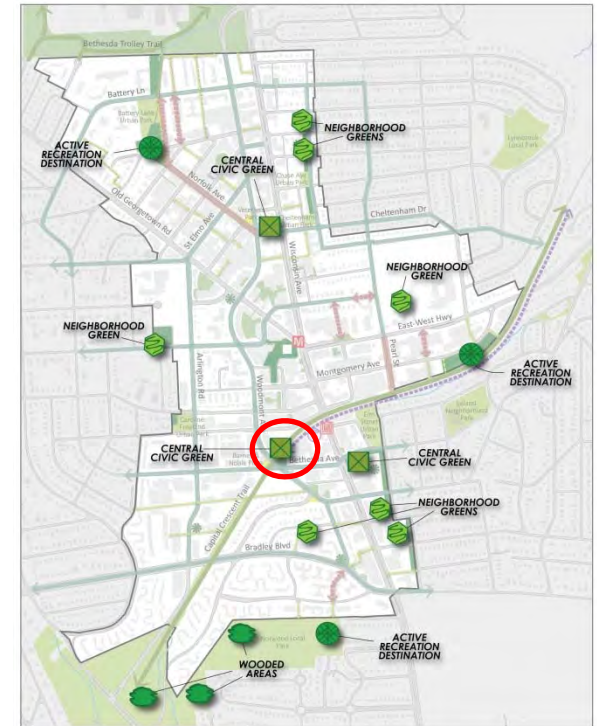
-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Support Centers with Civic Greens

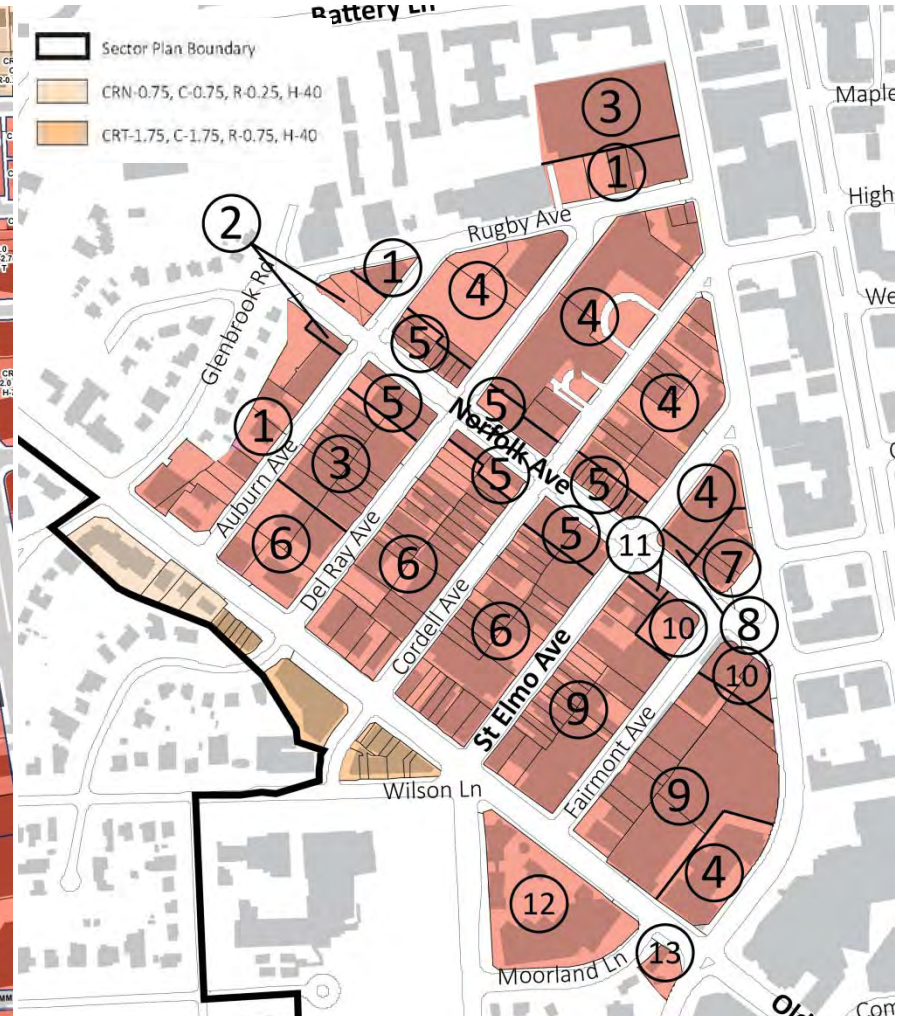
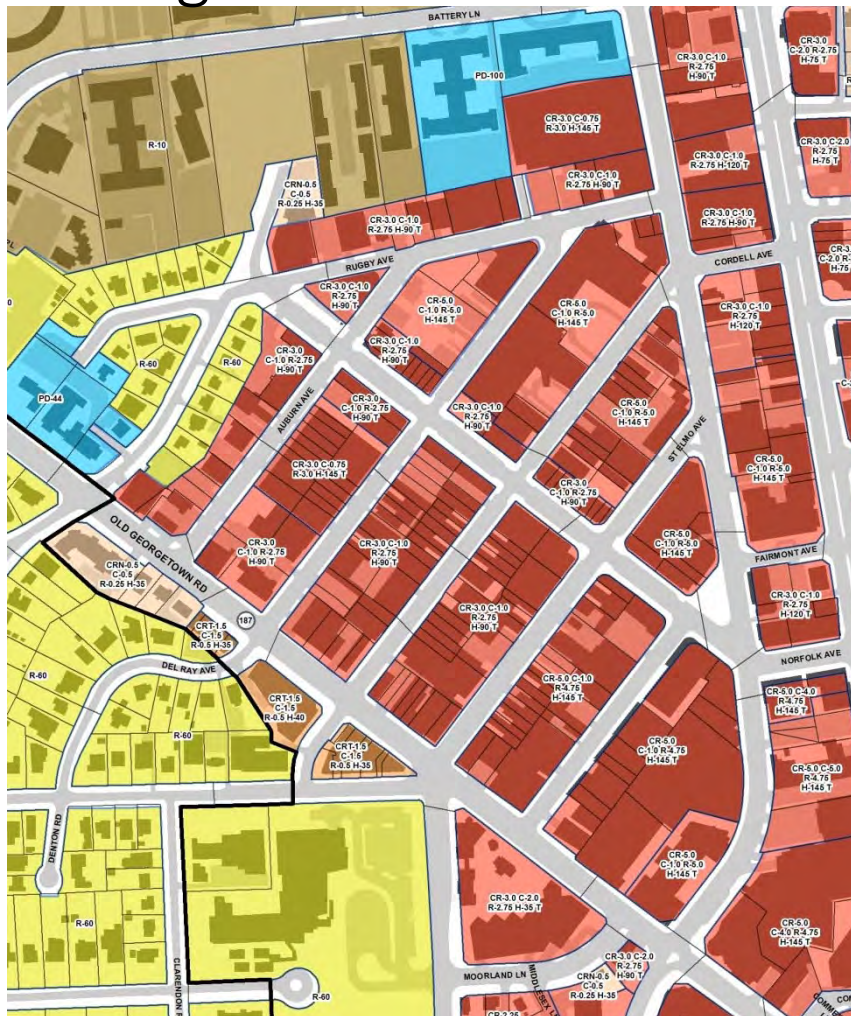
The Capital Crescent Civic Green

- **Vision:** the Civic Green for the Bethesda Row District and the western gateway of the Capital Crescent Trail
- **Purpose:** community events, meeting spot, casual informal gathering on the lawn. Amenities such as food kiosks and a water play area should be included.
- **Size:** 0.7 acres



Woodmont Triangle District

Zoning Recommendations



① CR 3.5, C-1.25, R-3.0, H-120

② CR 3.5, C-1.25, R-3.0, H-50

③ CR 3.5, C-1.0, R-3.5, H-175

④ CR 6.0, C-1.25, R-6.0, H-175

⑤ CR 3.5, C-1.25, R-3.5, H-50

⑥ CR 3.5, C-1.25, R-3.25, H-110

⑦ CR 6.0, C-1.25, R-6.0, H-250

⑧ CR 6.0, C-1.25, R-6.0, H-50

⑨ CR 6.0, C-1.25, R-5.75, H-175

⑩ CR 6.0, C-1.25, R-5.75, H-250

⑪ CR 6.0, C-1.25, R-5.75, H-50

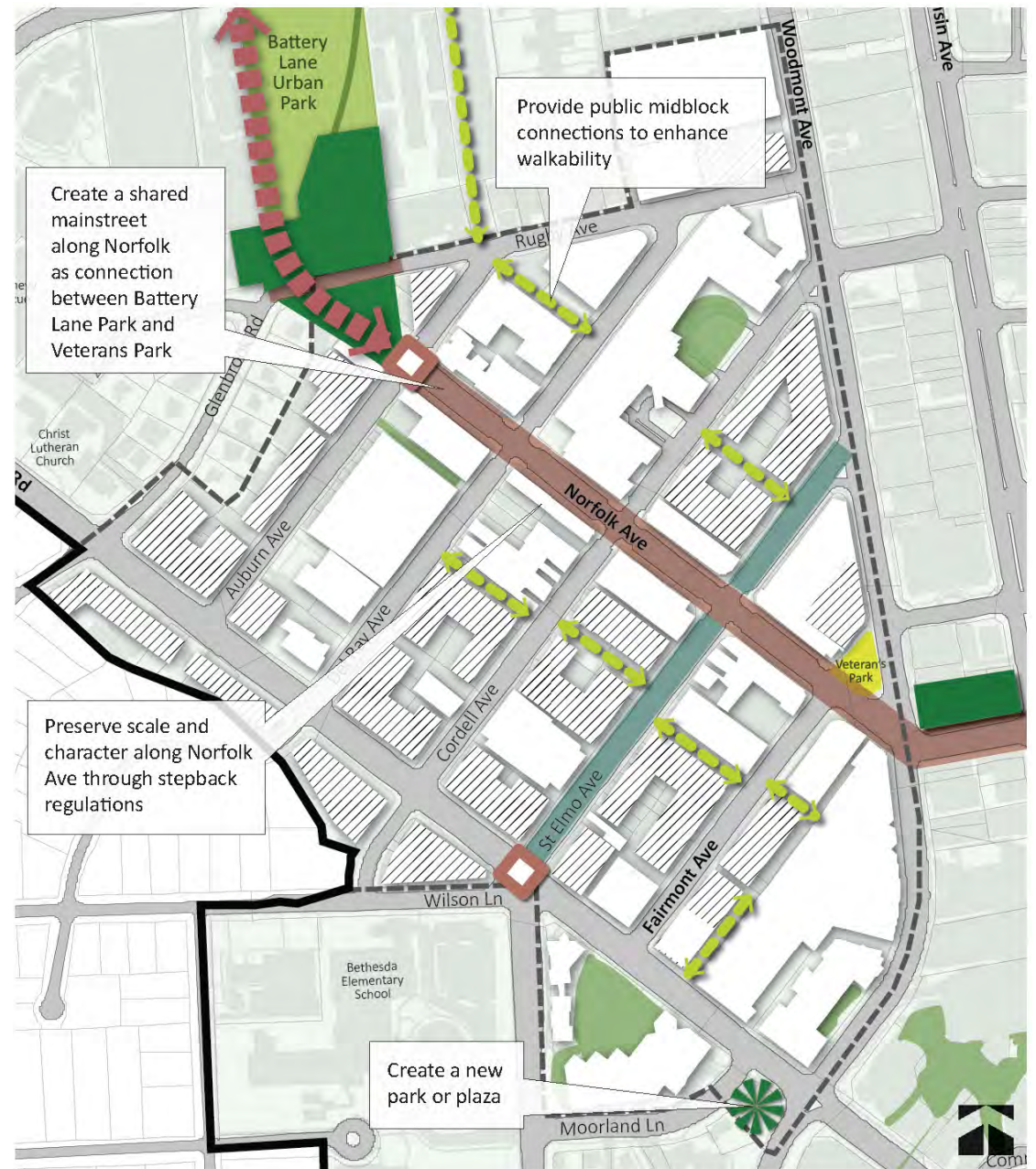
⑫ CR 3.5, C-2.5, R-3.25, H-40

⑬ CR 3.5, C-2.5, R-3.25, H-110

Woodmont Triangle District

Public Realm

-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Woodmont Triangle District

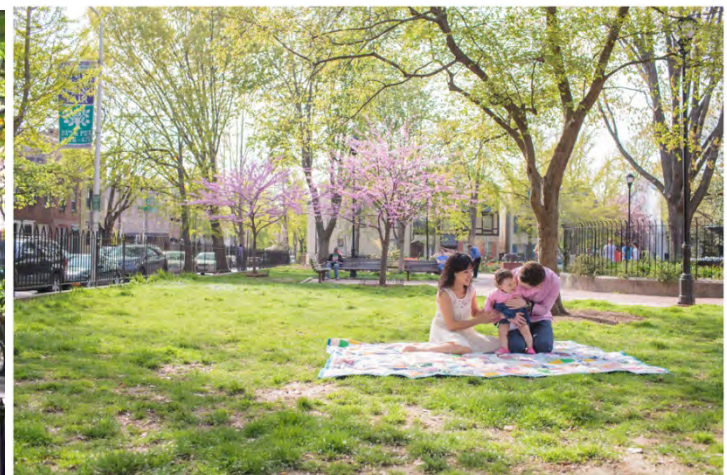
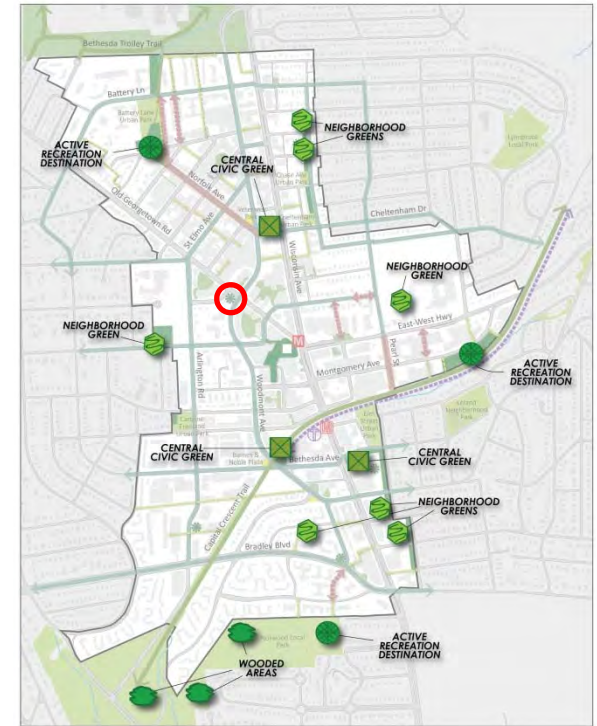


Create Green Neighborhood Parks

Old Georgetown Road Neighborhood Green Urban Park

- **Vision:** a heavily landscaped, shady, green living room at a signature location
- **Purpose:** green respite, lunch spot, visitor destination
- **Size:** 0.3 acres.

(currently Shell gas station and adjacent single family home building to the southwest at Woodmont and Old Georgetown)





3.2 Emerging Centers

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

Introduction

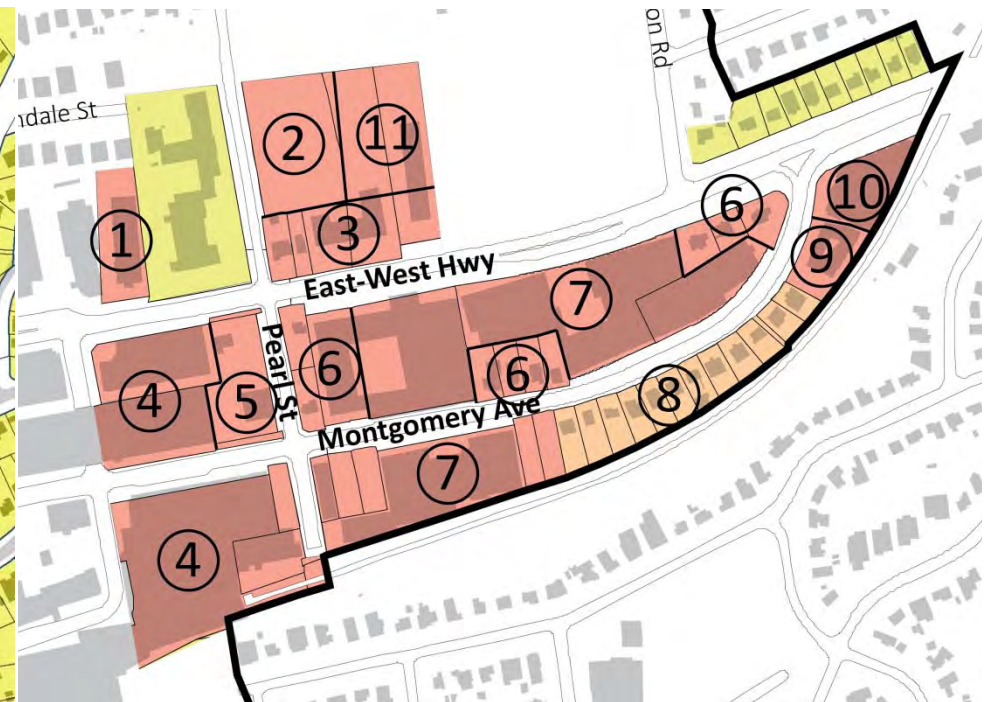
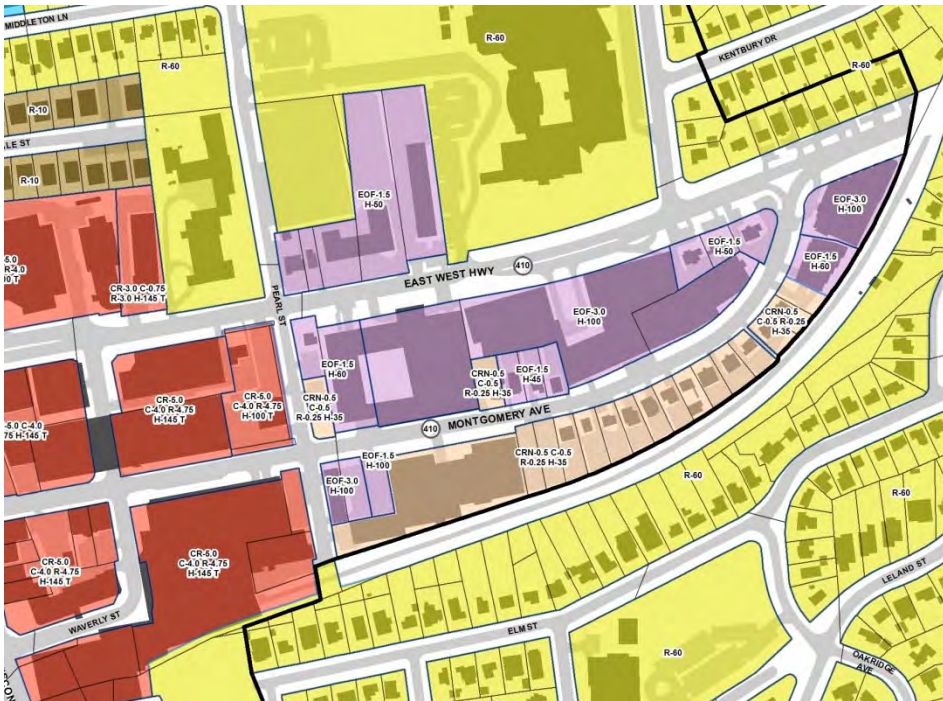
Overarching Goals:

- Promote street activity and mixed-use
- Enhance access and mobility
- Enhance connectivity
- Create a new main street along Pearl Street
- Provide new public open space opportunities
- Encourage growth in the Pearl District
- Enhance opportunities for local serving retail (junior anchor scale)
- Create a more pedestrian friendly environment along Arlington Road
- Improve connectivity to Capital Crescent Trail



Pearl District

Zoning Recommendations

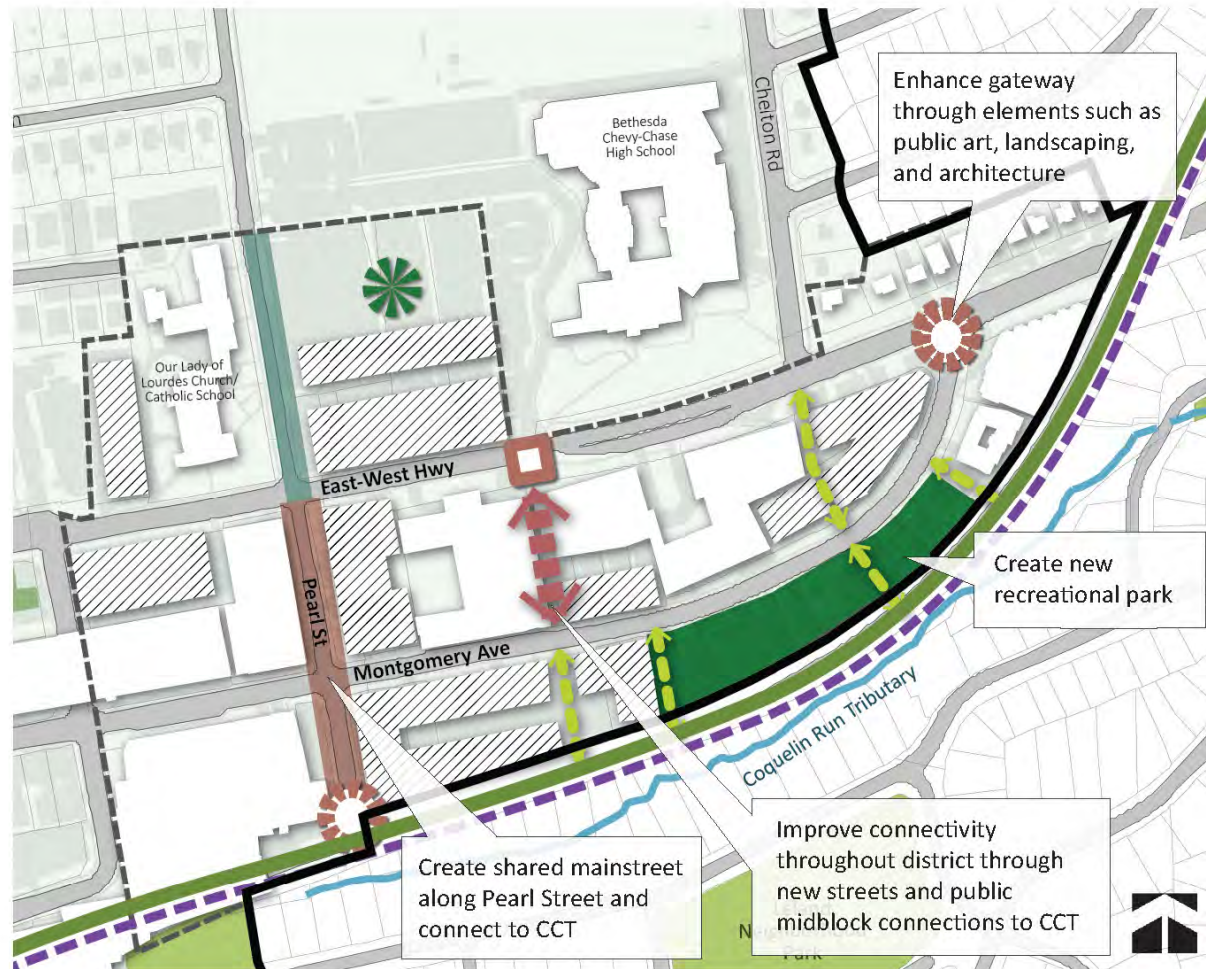


- | | |
|---------------------------------|--------------------------------|
| ① CR 3.5, C-0.75, R-3.5, H-175 | ⑥ CR 2.0, C-1.75, R-2.0, H-120 |
| ② CRT 1.5, C-0.25, R-1.5, H-50 | ⑦ CR 3.5, C-3.5, R-3.5, H-120 |
| ③ CR 2.0, C-0.5, R-2.0, H-120 | ⑧ CRT 0.5, C-0.5, R-0.5, H-35 |
| ④ CR 6.0, C-4.75, R-5.75, H-175 | ⑨ CR 2.0, C-1.75, R-2.0, H-60 |
| ⑤ CR 6.0, C-4.75, R-5.75, H-145 | ⑩ CR 3.5, C-3.5, R-3.5, H-100 |
| | ⑪ CR 2.0, C-0.5, R-2.0, H-50 |

Pearl District

Public Realm

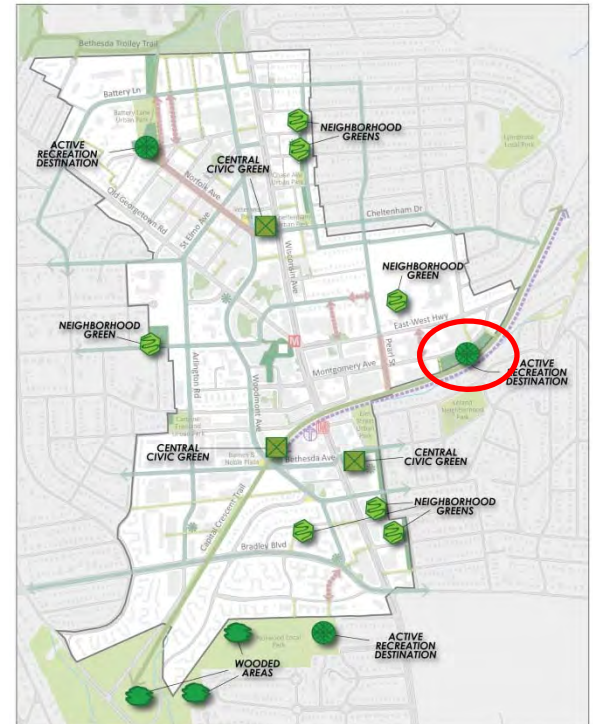
-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Provide Gateways to Major Trail Systems

The Eastern Capital Crescent Trail Urban Greenway Park

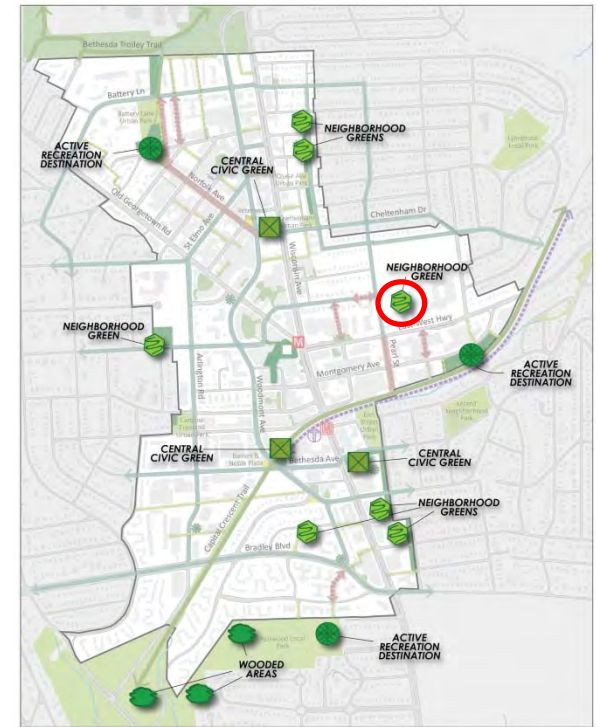
- **Vision:** an active gateway park along the Capital Crescent Trail
- **Purpose:** recreational facilities accessed by the trail, a green gateway to the central Business District. Amenities such as adult fitness, skateboard walls and a dog park should be included.
- **Size:** 1.89 acres



Create Green Neighborhood Parks

Bethesda – Chevy Chase East Neighborhood Green Urban Park

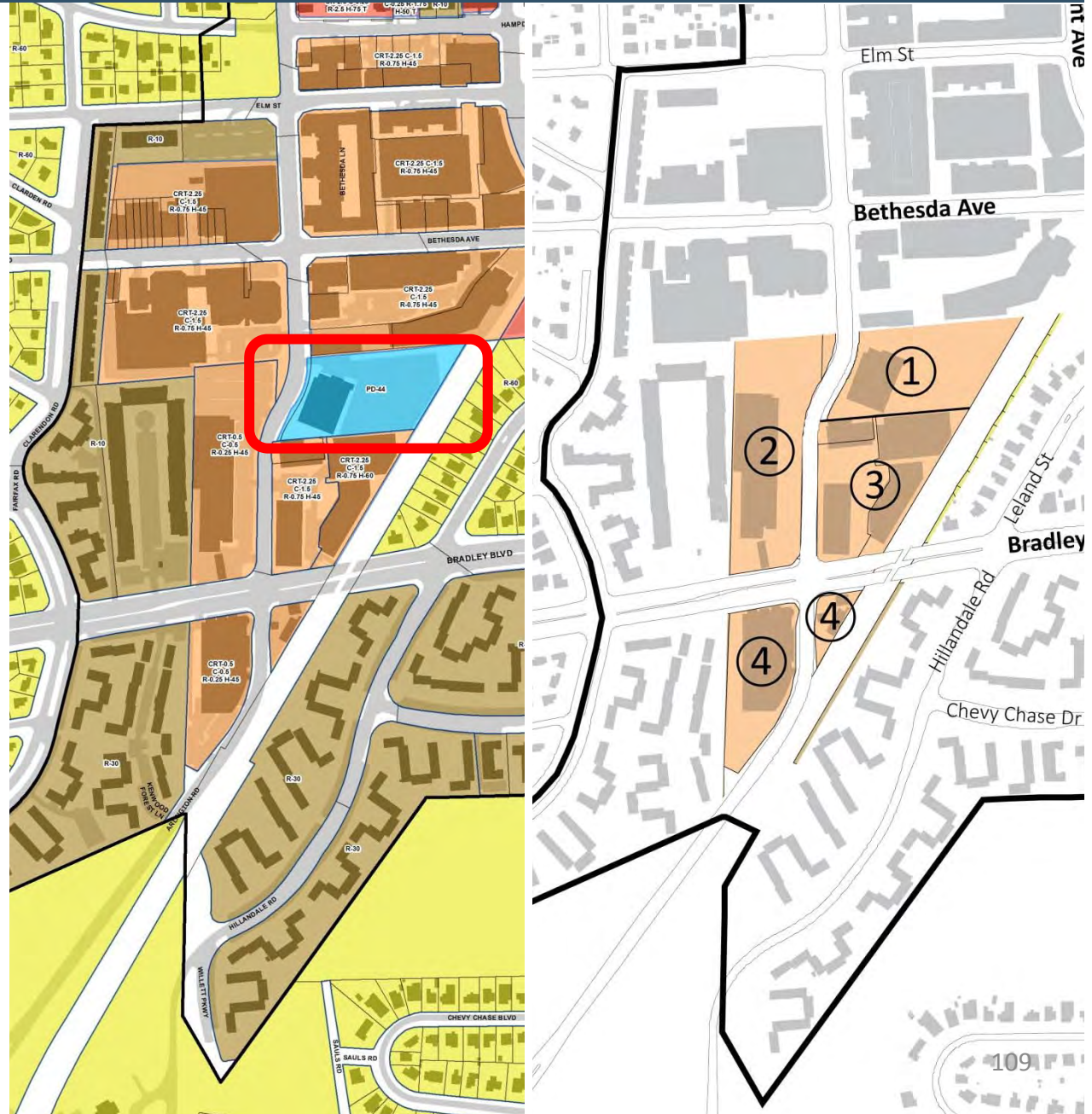
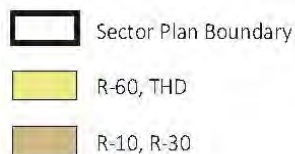
- **Vision:** neighborhood green urban park that serves new development in the area
- **Purpose:** walk-to amenities for the residents immediately surrounding this park, such as community open space, seating, trees, art-based play area
- **Size:** 0.3 acres
(between Bethesda – Chevy-Chase High School and the Pearl Street / East-West Highway intersection)



Arlington South District


Zoning Recommendations

- Arlington South
- ① CRT 2.0, C-0.5, R-2.0, H-70
 - ② CRT 0.75, C-0.75, R-0.5, H-70
 - ③ CRT 2.75, C-1.75, R-1.0, H-70
 - ④ CRT 0.75, C-0.75, R-0.5, H-45



Arlington South District

Public Realm

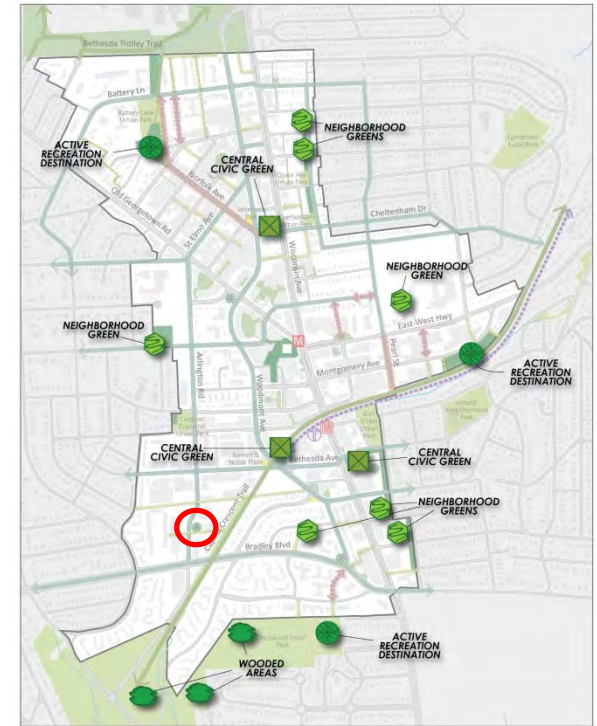
-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Provide Gateways to Major Trail Systems

Arlington South Urban Gateway Plaza

- **Vision:** a linear park linking the Arlington South District to the Capital Crescent Trail.
- **Purpose:** Connection from the Trail to a mid-block cross to the Bradley Shopping Center. Amenities such as comfortable seating and innovative storm water management should be included.
- **Size:** a minimum width of 12 feet between the existing buildings adjacent to the Capital Crescent Trail and 20 feet in the area that leads to Arlington Boulevard.





3.3 Residential and Edge Districts

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

Introduction

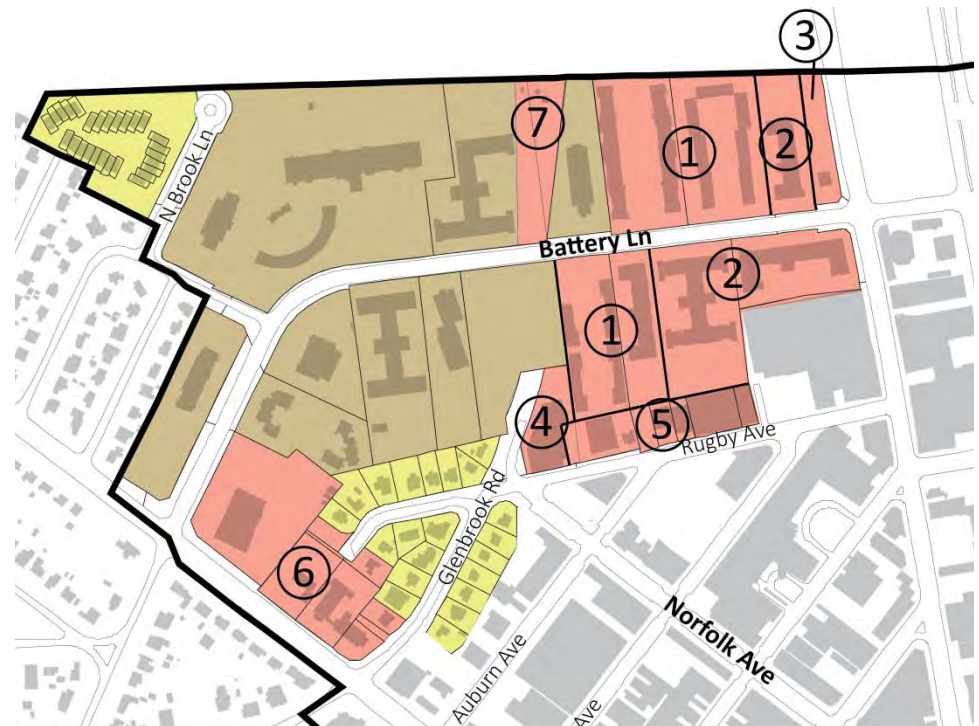
Overarching Goals:



- Preserve existing market-rate housing.
- Improve and activate connections throughout the districts.
- Encourage some redevelopment of aging housing.
- Provide a compatible transition between higher density along Wisconsin Avenue and residential neighborhoods to the east.
- Make the best use of land near the Metrorail Station and future Purple Line station.



Battery Lane District

Zoning Recommendations



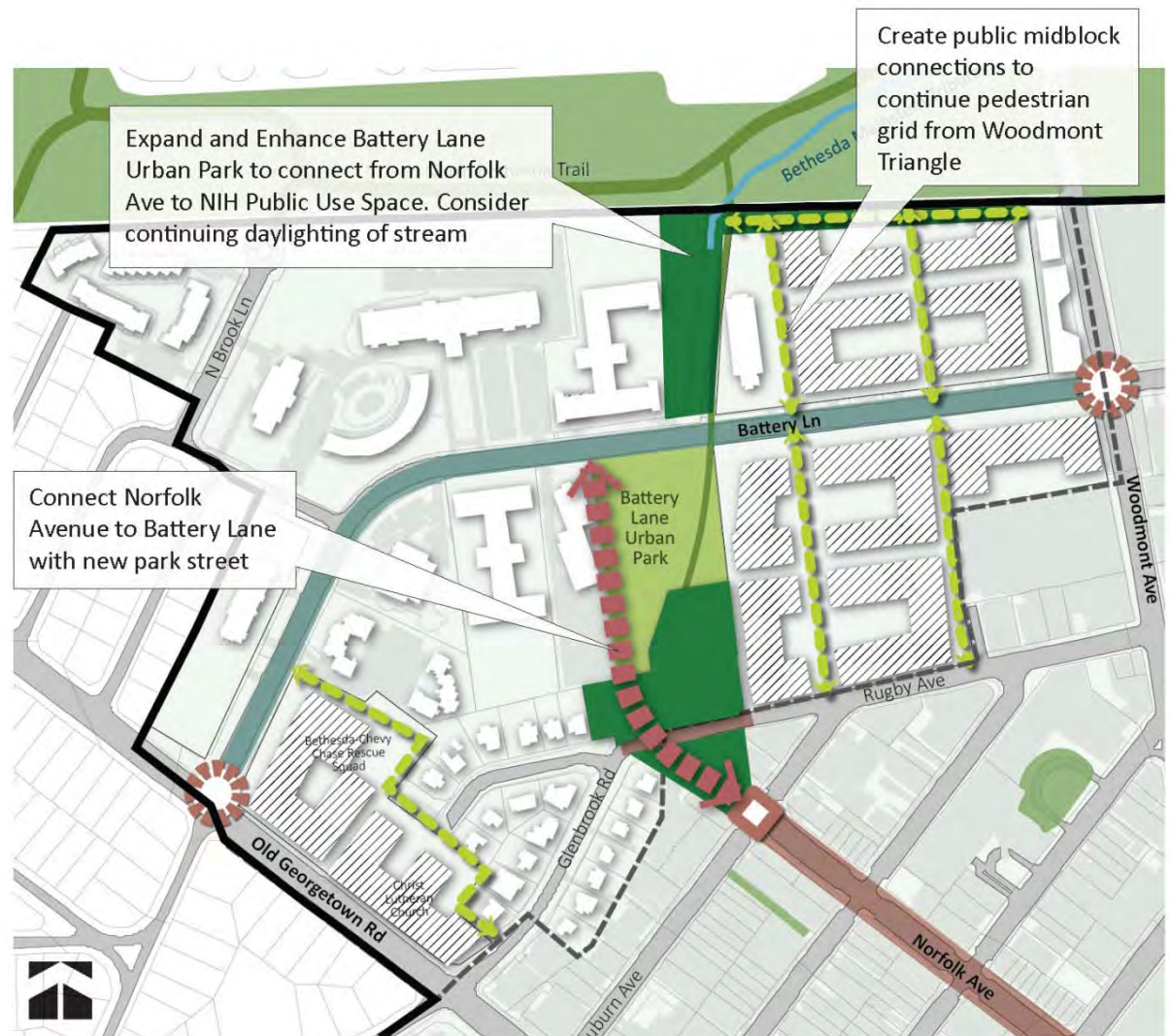
-  Sector Plan Boundary
-  R-60, THD
-  R-10, R-30

- ① CR 1.5, C-0.5, R-1.5, H-120
- ② CR 3.5, C-0.5, R-3.5, H-120
- ③ CR 2.5, C-0.5, R-2.5, H-120
- ④ CR 3.5, C-1.25, R-3.0, H-35
- ⑤ CR 3.5, C-1.25, R-3.0, H-120
- ⑥ CR 2.5, C-0.5, R-2.5, H-120
- ⑦ CR 1.5, C-0.5, R-1.5, H-35

Battery Lane District

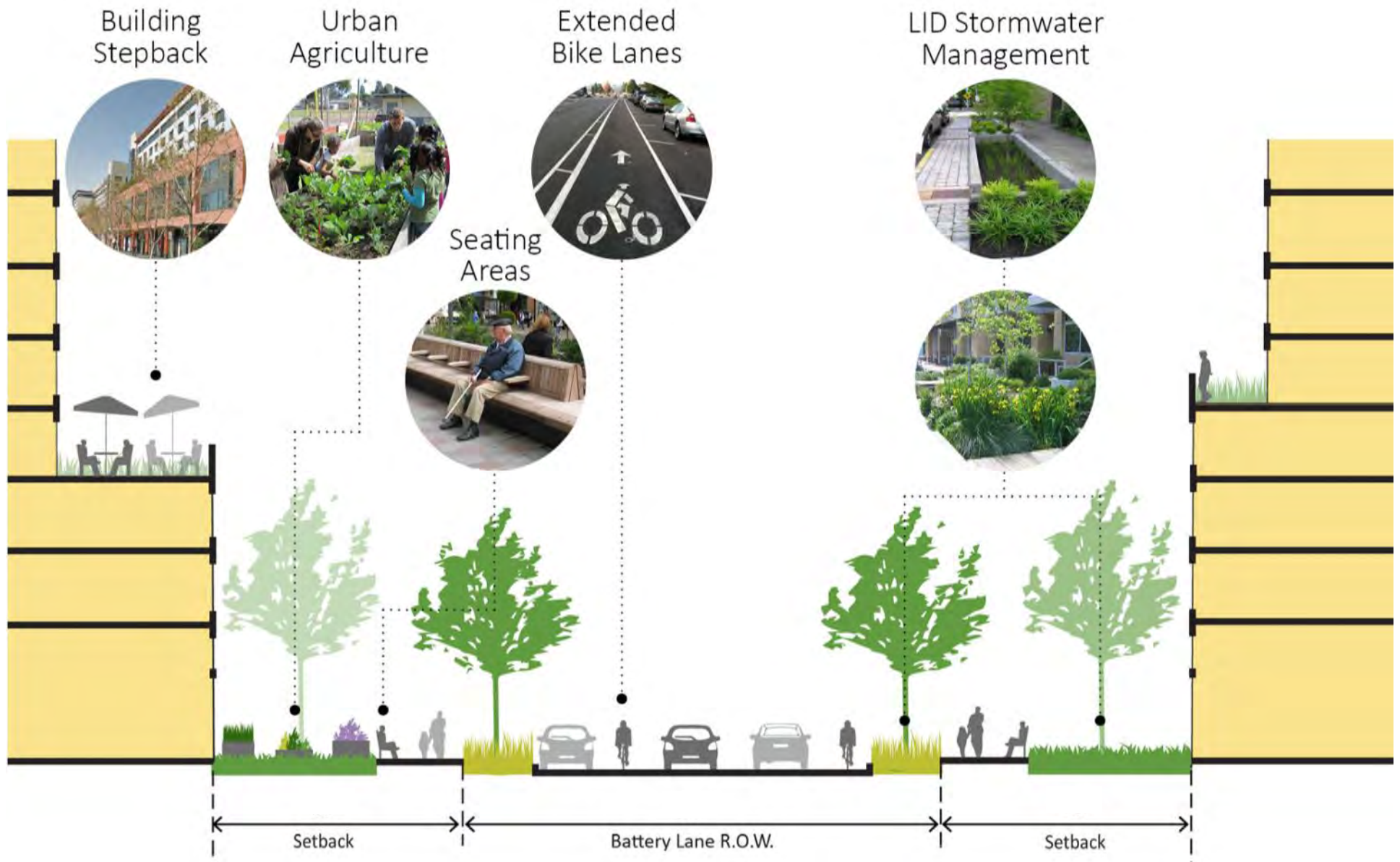
Public Realm

-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Battery Lane District

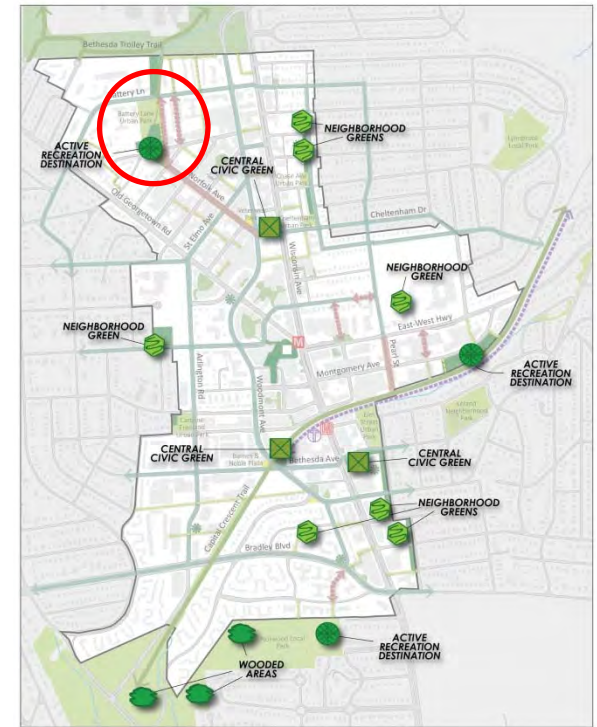
Streetscape Character



Greening and Buffering the Edges

Battery Lane Urban Park Expansion

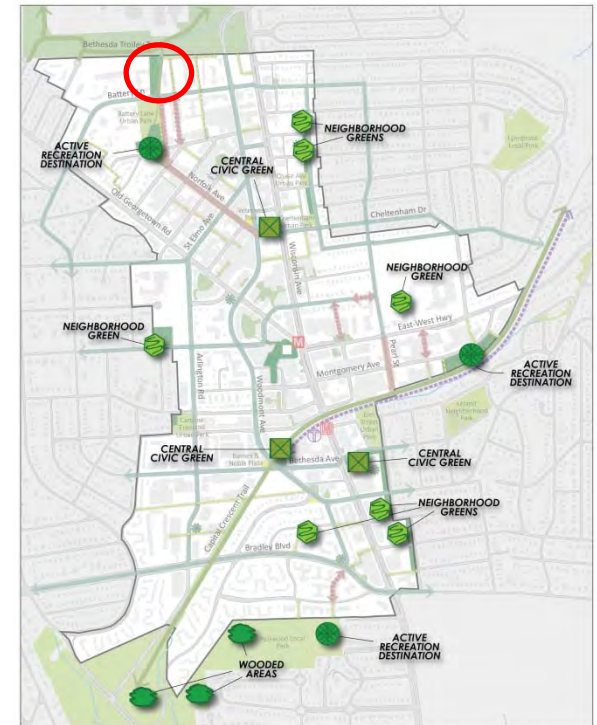
- **Vision:** expanded Battery Lane Urban Park that provides a buffer, recreational amenities, and playable art for visitors and residents
- **Purpose:** allow for needed walk-to facilities, such as community open space, dog parks, skate parks or community gardens
- **Size :** existing 2.0 acres, additional 1.75 acres



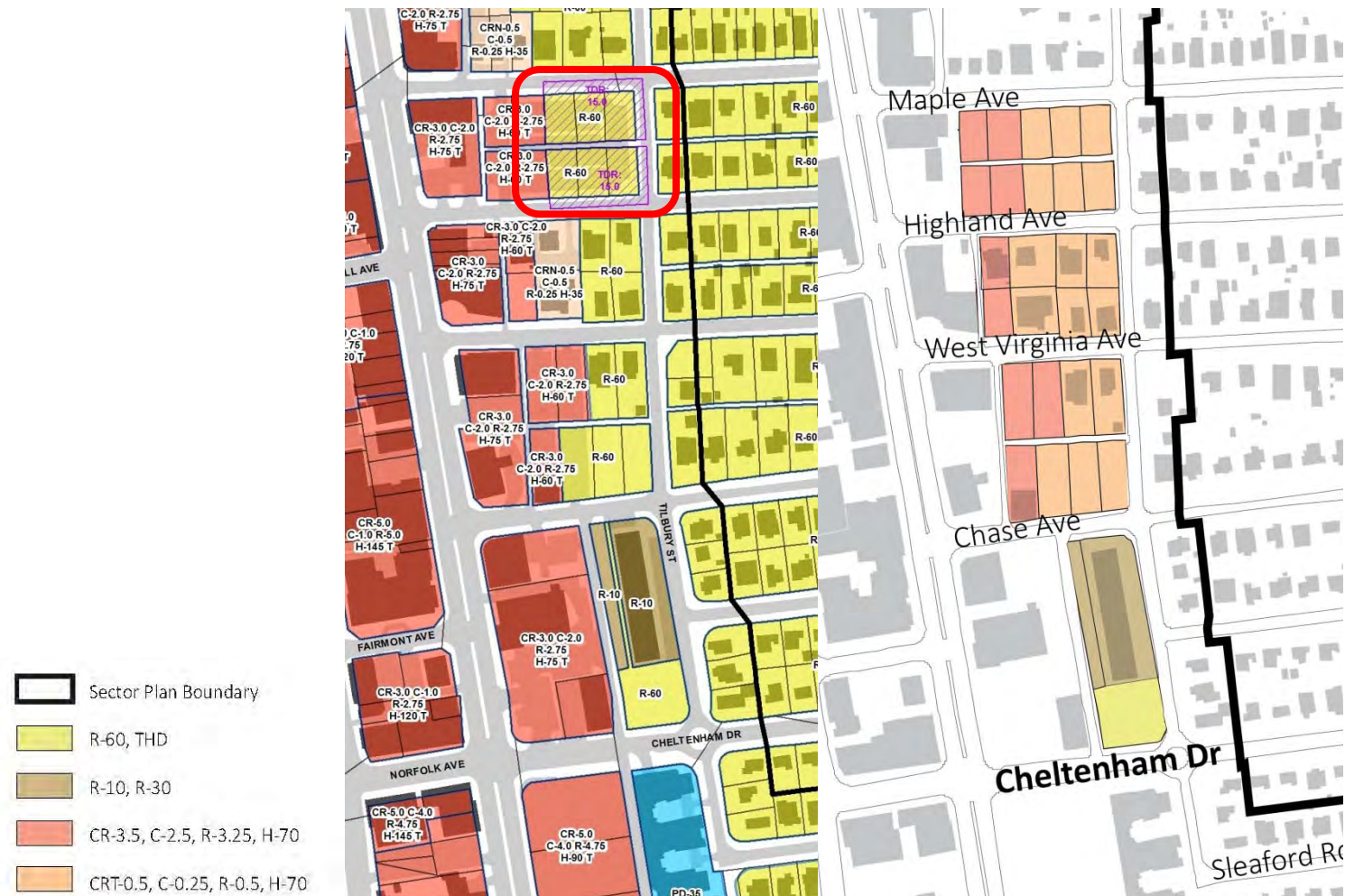
Provide Gateways to Major Trail Systems

The North Bethesda Urban Greenway Park

- **Vision:** a green and active linear park connecting the National Institute of Health and the Woodmont Triangle
- **Purpose:** enhanced trail for cyclists and walkers,. Amenities such as play elements and stream improvements should be included.
- **Size:** 0.9 acres
(along the major bicycle and pedestrian route between Bethesda and White Flint)



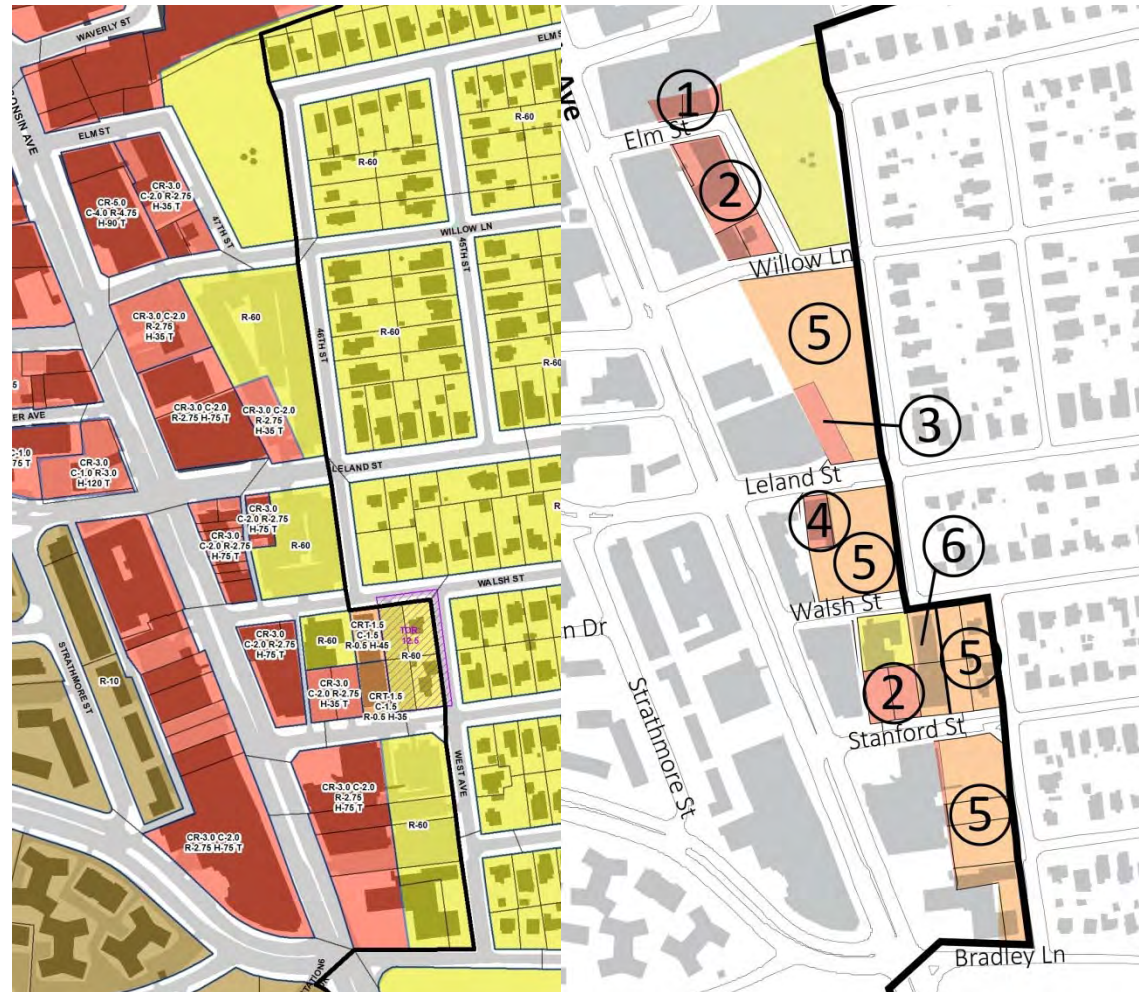
Zoning Recommendations



Eastern Greenway - South

Zoning Recommendations

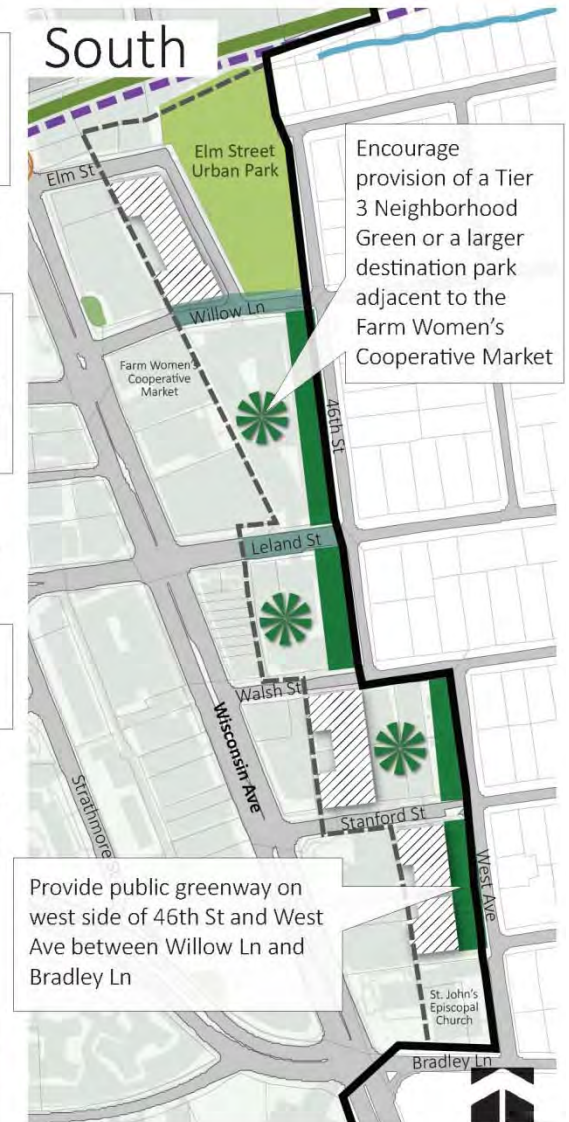
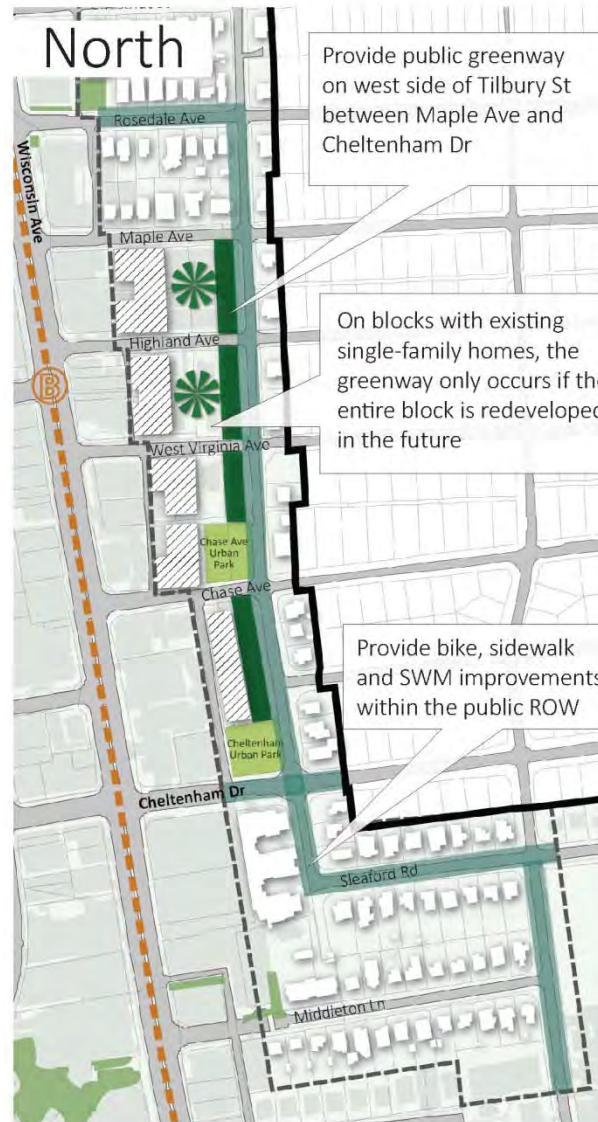
- ① CR 6.0, C-4.75, R-5.75, H-175
- ② CR 3.5, C-2.5, R-3.25, H-70
- ③ CR 3.5, C-2.5, R-3.25, H-90
- ④ CR 3.5, C-2.5, R-3.25, H-90
- ⑤ CRT 0.5, C-0.25, R-0.5, H-70
- ⑥ CRT 1.75, C-1.75, R-0.75, H-70



Eastern Greenway Districts

Public Realm

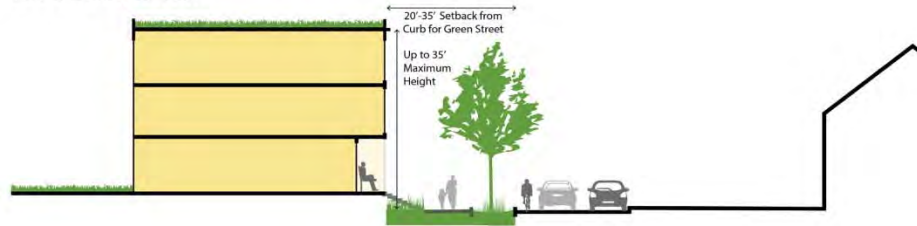
-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



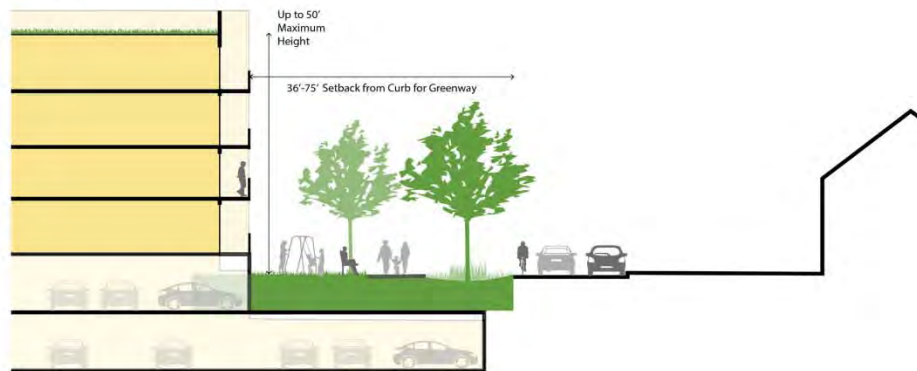
Eastern Greenway Districts



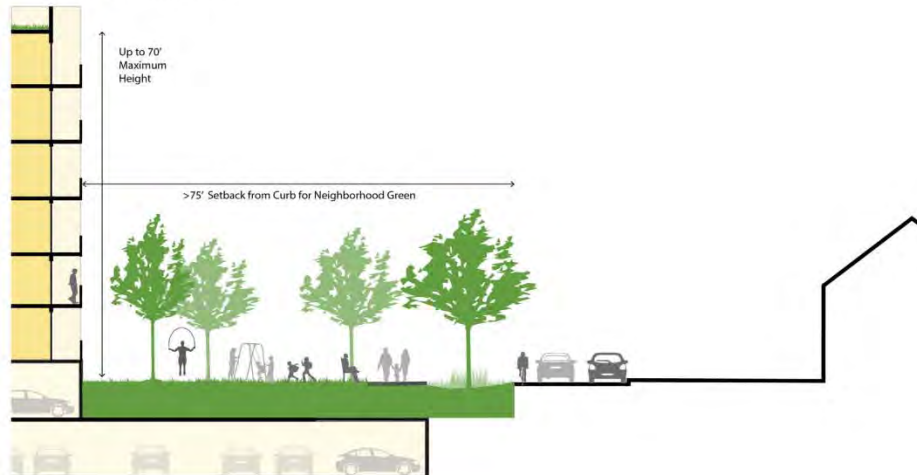
Tier 1 Green Street:



Tier 2 Greenway:



Tier 3 Neighborhood Green:

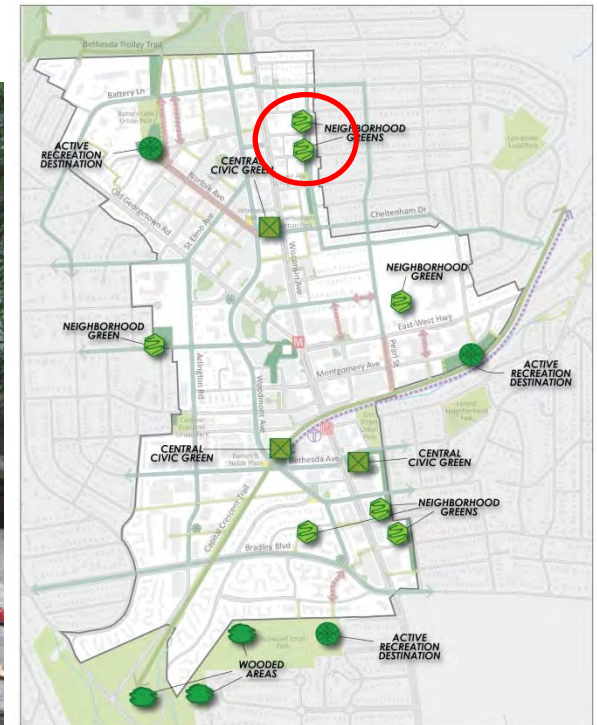


Create Green Neighborhood Parks

The Eastern Greenway Neighborhood Green Urban Parks

North End:

- **Vision:** pockets of parkland along the Eastern Greenway for additional recreational amenities and green buffers
- **Purpose:** accommodate needed walk-to facilities. Amenities such as natural play areas and community open space should be included.
- **Size:** 0.5 acres each

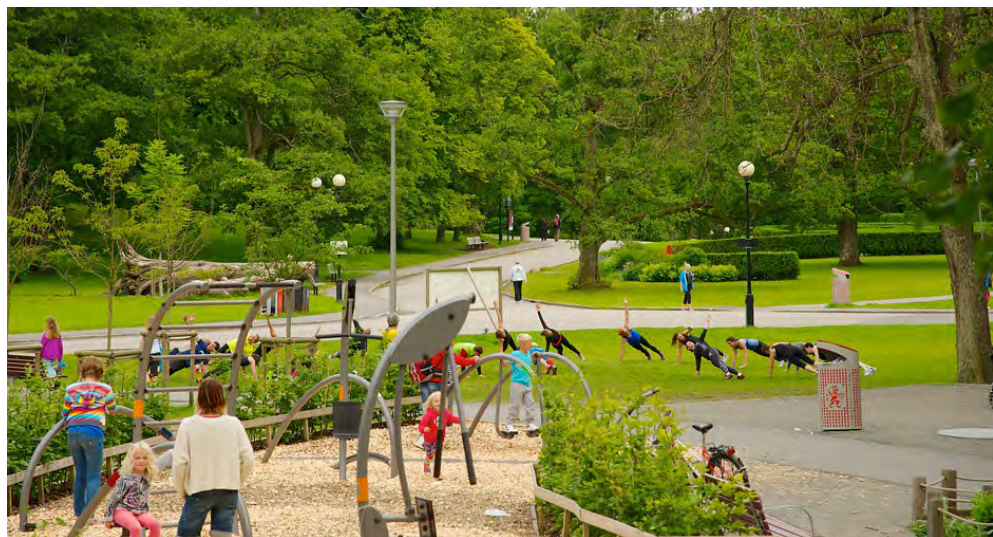
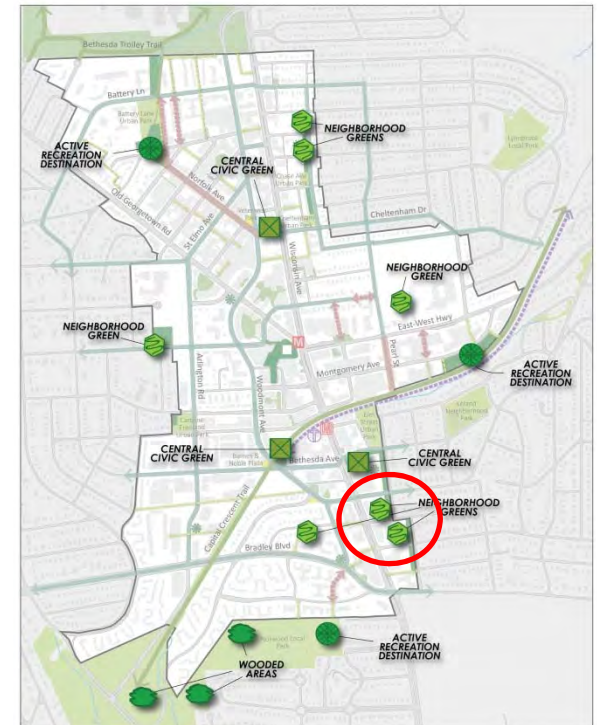


Create Green Neighborhood Parks

The Eastern Greenway Neighborhood Green Urban Parks

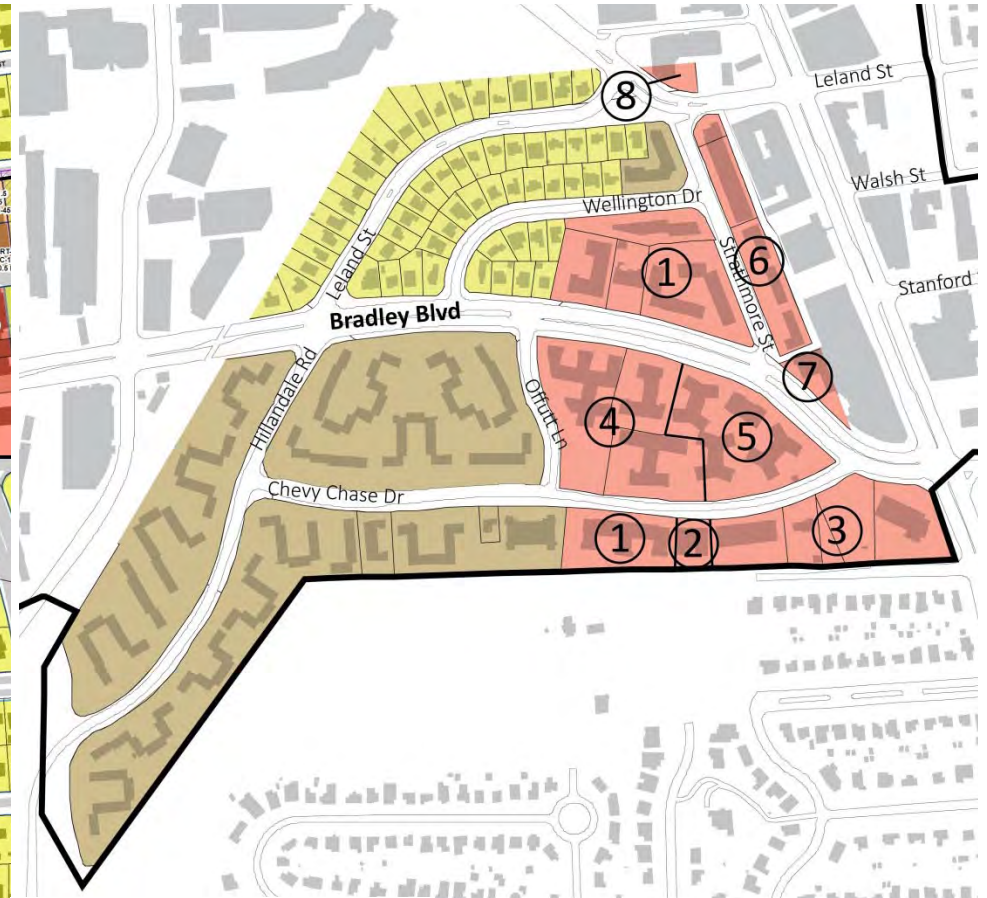
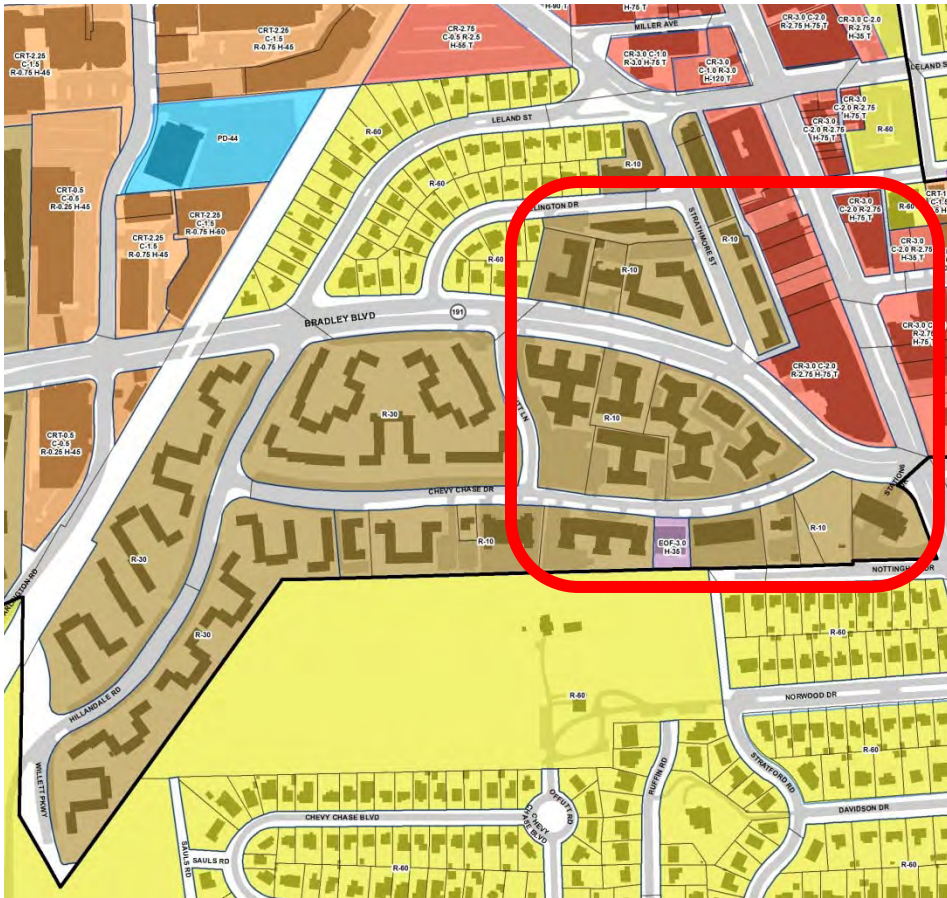
South End




- **Vision:** destinations, green spaces, and buffers to the Town of Chevy Chase
- **Purpose:** neighborhood recreation, green buffer, increased tree canopy. Amenities such as climbing walls, should be included.
- **Size:** 3 additional acres of green space (in addition to the green space at the Farm Women's Cooperative Market)



South Bethesda District

Zoning Recommendations




-  Sector Plan Boundary
-  R-60, THD
-  R-10, R-30

- South Bethesda**
- ① CR 1.5, C-0.5, R-1.5, H-70
 - ② CR 3.5, C-1.0, R-3.5, H-70
 - ③ CR 1.5, C-1.5, R-1.5, H-70
 - ④ CR 1.5, C-0.25, R-1.5, H-70

- ⑤ CR 3.0, C-0.25, R-3.0, H-70
- ⑥ CR 1.5, C-0.25, R-1.5, H-70
- ⑦ CR 3.5, C-2.5, R-3.25, H-120
- ⑧ CR 3.5, C-1.25, R-3.5, H-90

South Bethesda District

Public Realm

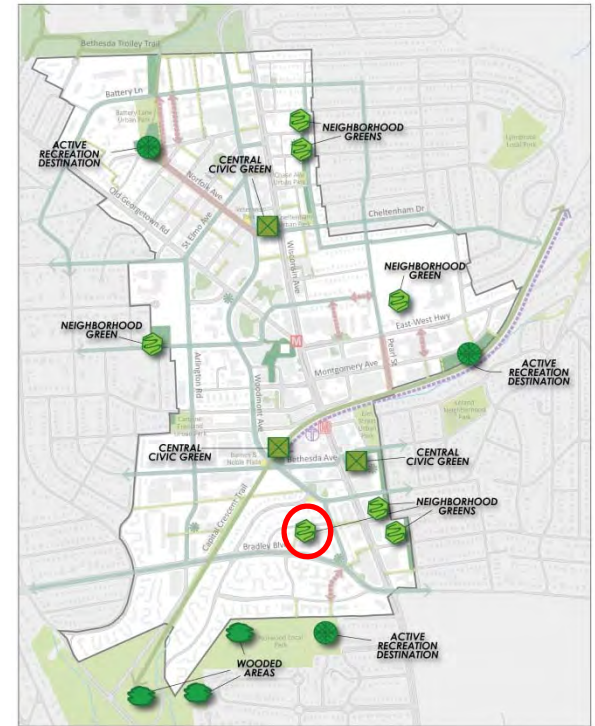
-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Create Green Neighborhood Parks

Wellington Drive Neighborhood Green Urban Park

- **Vision:** a neighborhood park and green buffer
- **Purpose:** walk-to amenities for the residents immediately surrounding this park, such as community open space, trees, and nature-based play area
- **Size:** 0.5 acres



Create Green Neighborhood Parks

South Bethesda Public Plaza

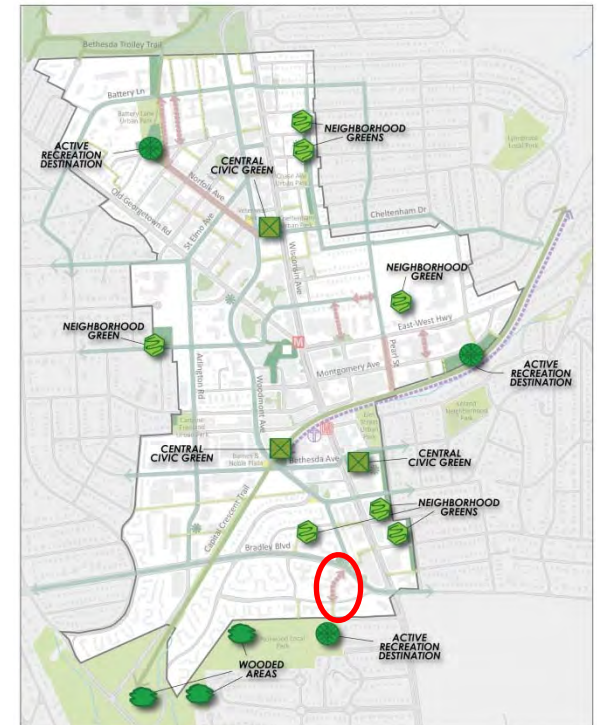
- **Vision:** a small public open space at the corner of Bradley Boulevard and Strathmore Street
- **Purpose:** shaded open space for higher density development. Amenities such as playful gateway art should be included.
- **Size:** 0.15 acre



Provide Gateways to Major Trail Systems

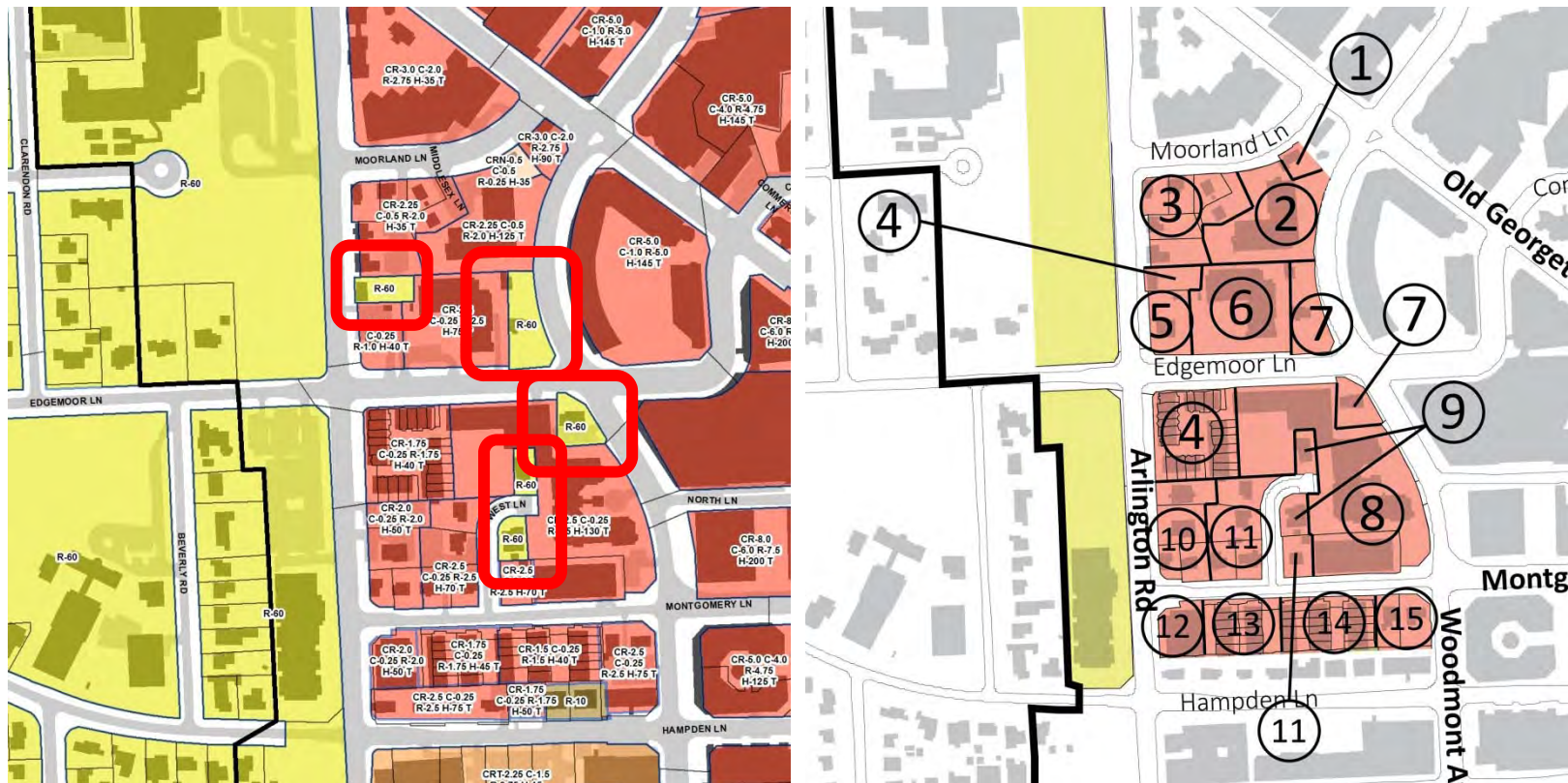
The Gateway into Norwood Local Park




- **Vision:** a welcoming, green and obviously public entrance into Norwood Local Park
- **Purpose:** improve connections to the Bethesda's largest park for cyclists and pedestrians. Amenities such as a welcoming gateway and landscaping should be included.
- **Size:** Wide enough pavement for cyclists and pedestrians between Chevy Chase Drive and park property line



Arlington North District


Zoning Recommendations



ARLINGTON NORTH		
 Sector Plan Boundary	① CR 2.5, C-0.5, R-2.0, H-120	⑥ CR 3.0, C-0.5, R-3.0, H-90
 R-60, THD	② CR 2.75, C-0.75, R-2.5, H-150	⑦ CR 2.5, C-0.5, R-2.5, H-120
 R-10, R-30	③ CR 2.75, C-0.75, R-2.5, H-40	⑧ CR 3.0, C-0.25, R-3.0, H-155
	④ CR 2.0, C-0.25, R-2.0, H-50	⑨ CR 2.5, C-0.25, R-2.5, H-70
	⑤ CR 1.25, C-0.25, R-1.25, H-50	⑩ CR 2.5, C-0.25, R-2.5, H-60
		⑪ CR 3.0, C-0.25, R-3.0, H-85
		⑫ CR 2.25, C-0.25, R-2.25, H-60
		⑬ CR 2.0, C-0.25, R-2.0, H-55
		⑭ CR 1.75, C-0.25, R-1.75, H-50
		⑮ CR 3.0, C-0.25, R-3.0, H-90

Arlington North District

Public Realm

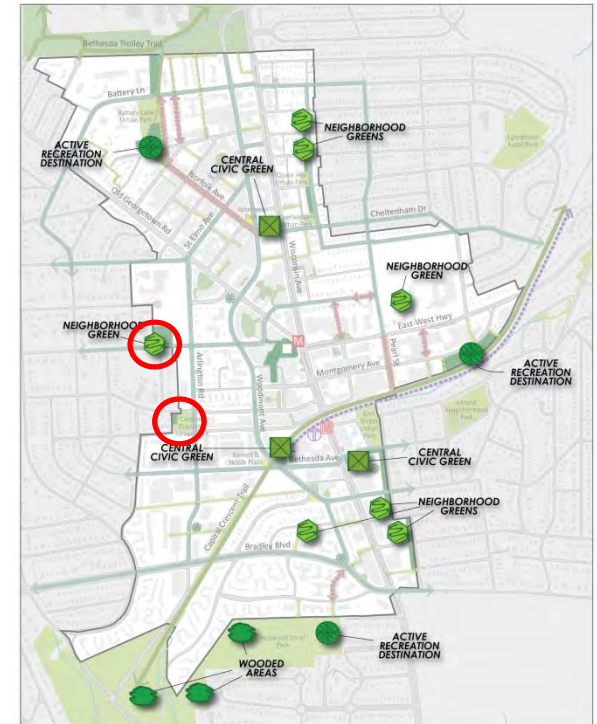
-  Proposed Bike Priority Street + Canopy Corridor
-  Proposed Public Connection
-  Proposed New Street
-  Proposed Shared Street
-  Enhanced Intersection
-  Proposed Gateway and Enhanced Intersection
-  Proposed/Enhanced Open Space
-  Potential Open Space (Location TBD)
-  Illustrative Potential Development



Create Green Neighborhood Parks

Western Edge Neighborhood Parks

- **Vision:** additions to the larger green spaces along the western edge of the Plan area
- **Purpose:** neighborhood recreation, green buffers. Trending amenities such as musical playgrounds, disc golf and rope courses should be accommodated.
- **Size:** Caroline Freeland Urban Park - 0.15 acres
Bethesda Elementary School - 1.0 acres



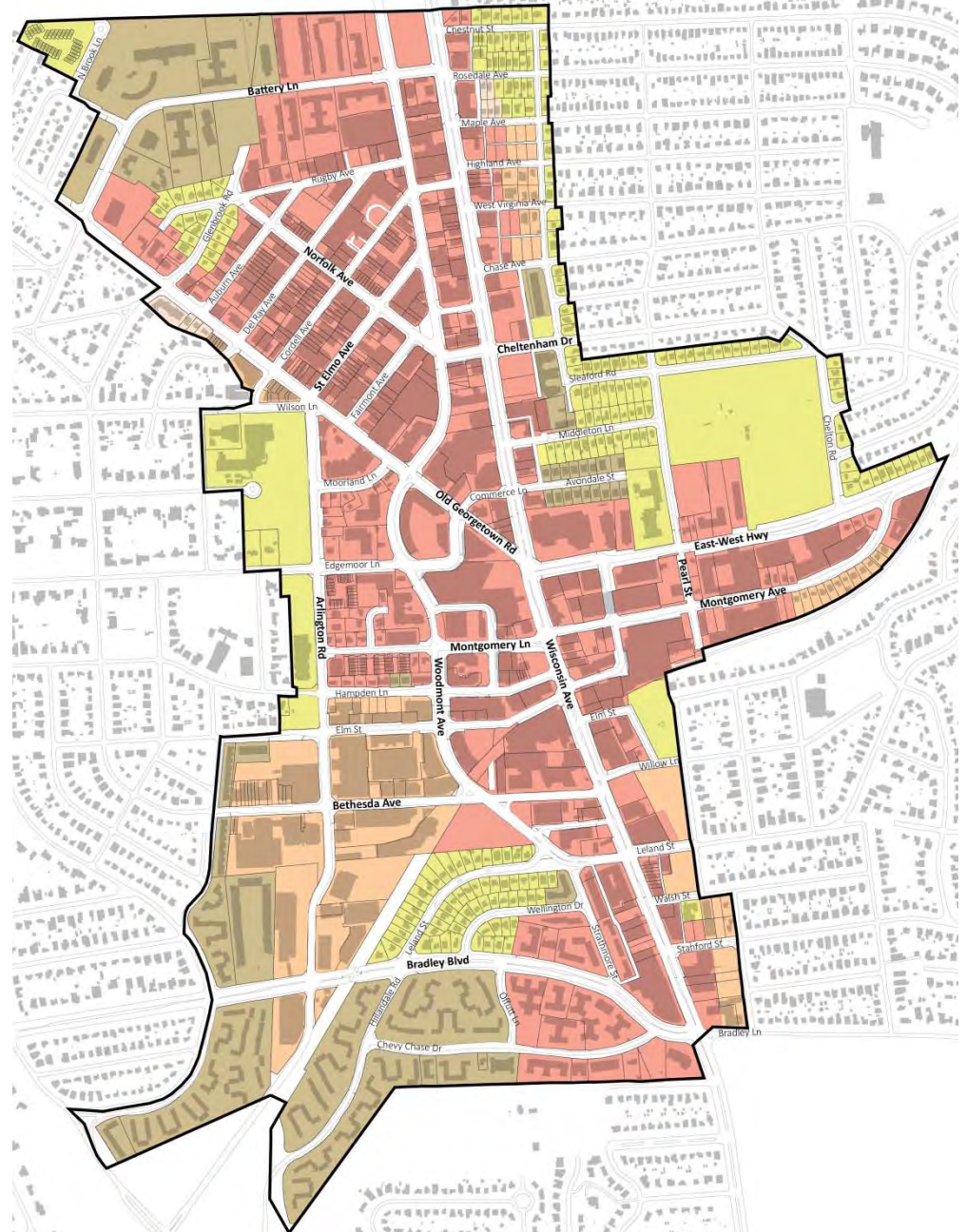


Chapter 4: Implementation

- 4.1 Zoning
- 4.2 Priority Sending Sites
- 4.3 On-site Public Open Space
- 4.4 Greenway
- 4.5 Capital Improvement Program
- 4.6 Partnerships

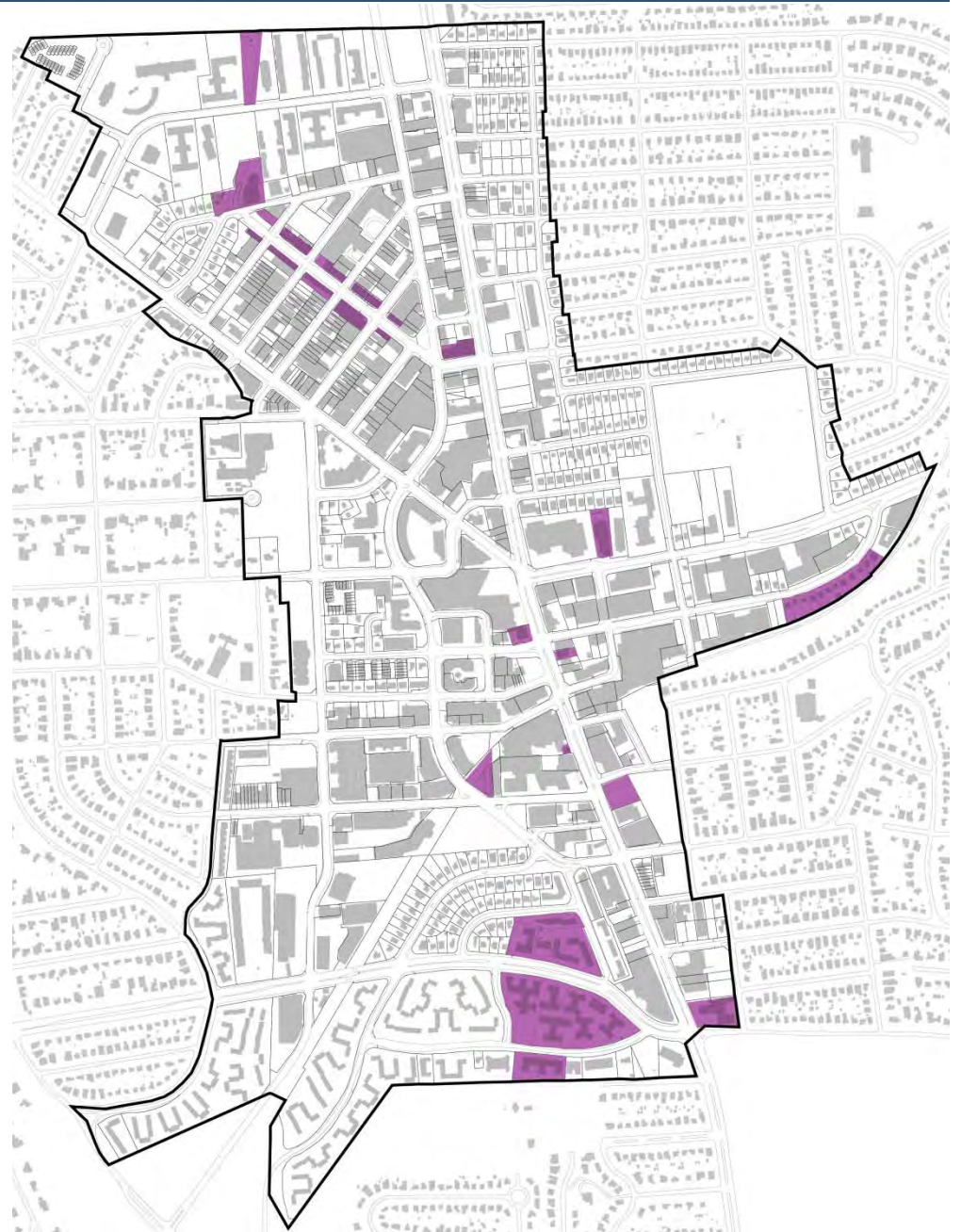
4.1 Key Zoning Proposals

- CR and CRT zoning to provide use flexibility and to tailor heights and densities
- Bethesda Overlay Zone (BOZ) to modify density averaging rules for key sites for optional method projects.



4.2 Priority Sending Sites

- Facilitate density transfers off of targeted open spaces, landmarks, and affordable housing.
- Allow greater flexibility and certainty for plans using density from priority sending site.
- Total density available to sell: 1,094,419 ft²



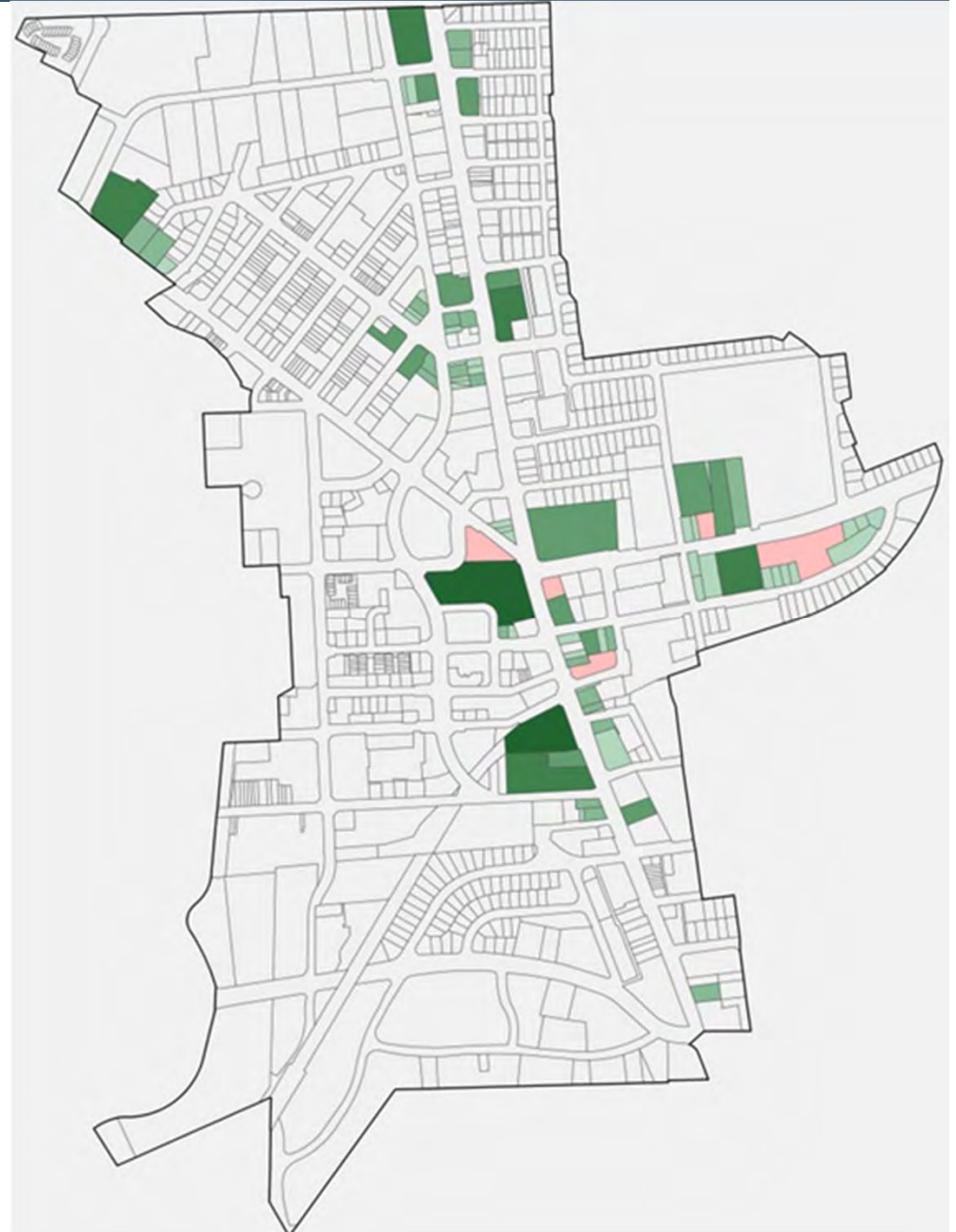
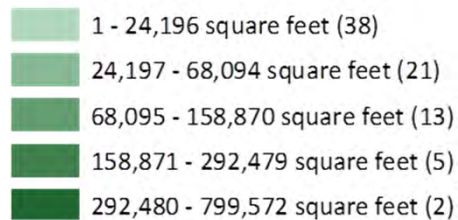
4.2 Priority Sending Sites

Potential Receiving Area Absorption Analysis

- Identified 84 Potential Receiving Properties
- Total Absorption Potential: 5,151,665 ft²

Priority Receiving Properties

Potential to Absorb Additional Density



4.3 On-Site Public Open Space

- Quality public open spaces key to Bethesda's success
- Plan recommends offsite improvement or contribution instead of onsite space that is too small, fails to enhance public realm, or reduces street activation



4.4 Greenway

- Provide a buffer between the Wisconsin Avenue corridor and existing residential neighborhoods
- Enhance connectivity
- Maximum heights will be established through the SMA
- Buildings with land dedicated to the greenway should be allowed to build below-grade parking

Tier 1 Green Street: For a building setback 20 feet- 35 feet from the curb, the maximum height is 35 feet.

Tier 2 Greenway: For a building setback 36 feet-75 feet from the curb, the maximum height is 50 feet.

Tier 3 Neighborhood Green: For a building setback of greater than 75 feet from the curb, the maximum height is 70 feet.

4.6 Partnerships

Continued support and cooperation between public and private sectors.

- Support the priorities:
 - Bethesda Urban Partnership
 - Arts & Entertainment District
 - Regional Services Center
 - Parking Lot District
 - Woodmont Triangle Action Group
 - Bethesda Green





Bethesda Downtown Plan



community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials



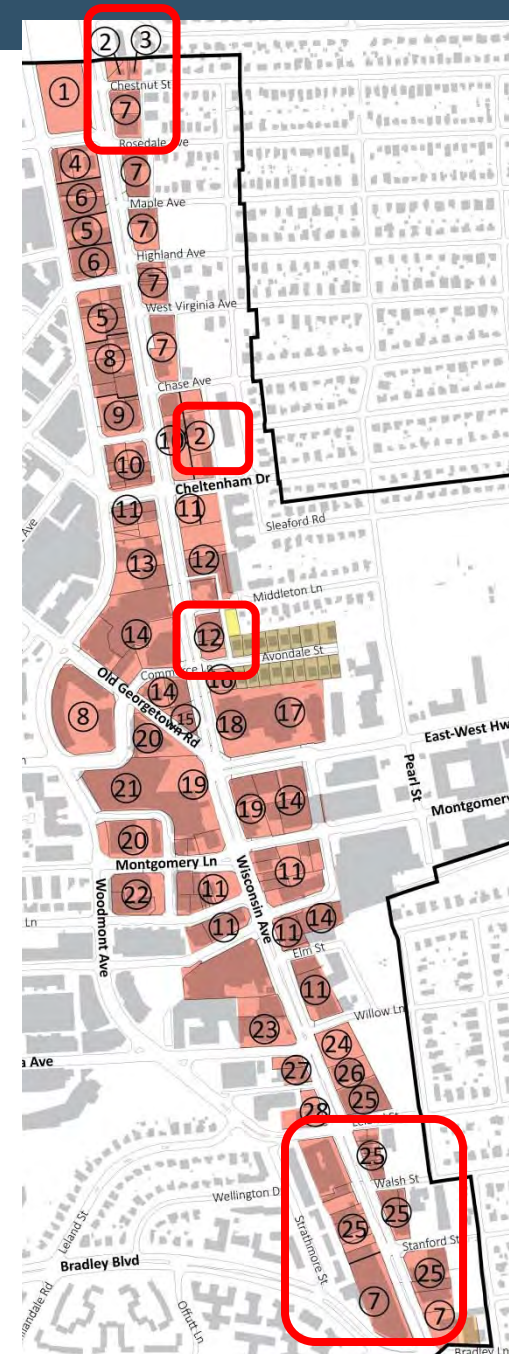
Staff Draft | Planning Board May 21, 2015
MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Zoning Corrections

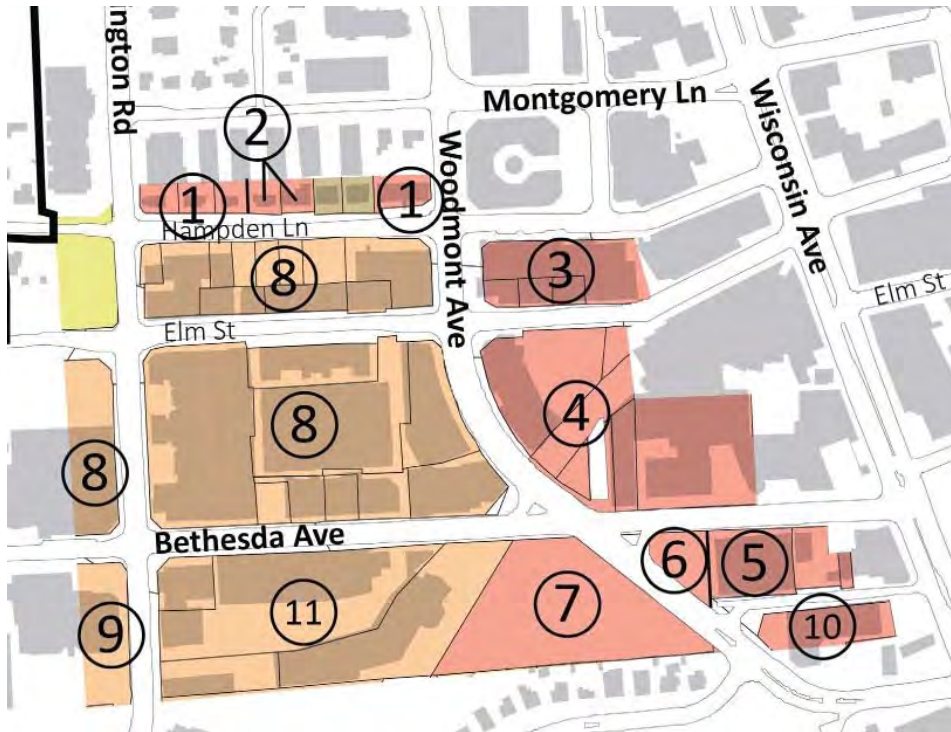
Wisconsin Avenue

- | | |
|---------------------------------|---------------------------------|
| ① CR 3.5, C-1.25, R-3.5, H-120 | ⑮ CR 6.0, C-4.75, R-5.75, H-290 |
| ② CR 3.5, C-2.5, R-3.25, H-90 | ⑯ CR 6.0, C-6.0, R-4.75, H-110 |
| ③ CR 1.75, C-1.25, R-1.75, H-70 | ⑰ CR 6.0, C-6.0, R-4.75, H-240 |
| ④ CR 3.5, C-1.25, R-3.25, H-120 | ⑱ CR 6.0, C-6.0, R-4.75, H-290 |
| ⑤ CR 3.5, C-1.25, R-3.25, H-145 | ⑲ CR 8.0, C-6.0, R-7.5, H-290 |
| ⑥ CR 3.5, C-1.25, R-3.25, H-110 | ⑳ CR 8.0, C-6.0, R-7.5, H-240 |
| ⑦ CR 3.5, C-2.5, R-3.25, H-120 | ㉑ CR 8.0, C-6.0, R-7.5, H-210 |
| ⑧ CR 6.0, C-1.25, R-6.0, H-175 | ㉒ CR 6.0, C-4.75, R-5.75, H-150 |
| ⑨ CR 6.0, C-1.25, R-6.0, H-250 | ㉓ CR 6.0, C-6.0, R-6.0, H-250 |
| ⑩ CR 6.0, C-6.0, R-5.75, H-250 | ㉔ CR 6.0, C-4.75, R-5.75, H-35 |
| ⑪ CR 6.0, C-4.75, R-5.75, H-250 | ㉕ CR 3.5, C-2.5, R-3.25, H-90 |
| ⑫ CR 6.0, C-4.75, R-5.75, H-110 | ㉖ CR 6.0, C-4.75, R-5.75, H-200 |
| ⑬ CR 6.0, C-6.0, R-5.75, H-175 | ㉗ CR 5.0, C-5.0, R-5.0, H-200 |
| ⑭ CR 6.0, C-4.75, R-5.75, H-175 | ㉘ CR 3.5, C-1.25, R-3.5, H-145 |



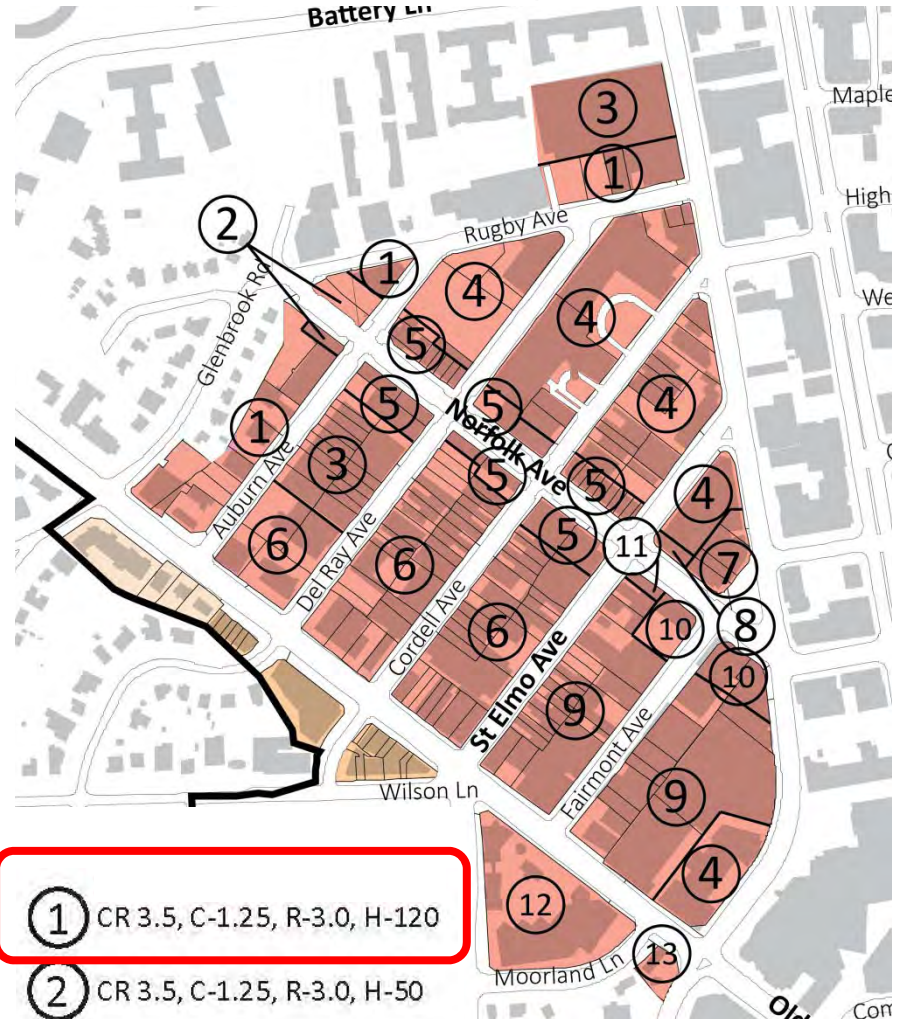
Zoning Corrections

Bethesda Avenue



- ① CR 3.0, C-0.25, R-3.0, H-90
- ② CR 2.0, C-0.25, R-2.0, H-60
- ③ CR 6.0, C-4.75, R-5.75, H-175
- ④ CR 6.0, C-6.0, R-6.0, H-145
- ⑤ CR 3.5, C-2.25, R-3.25, H-200

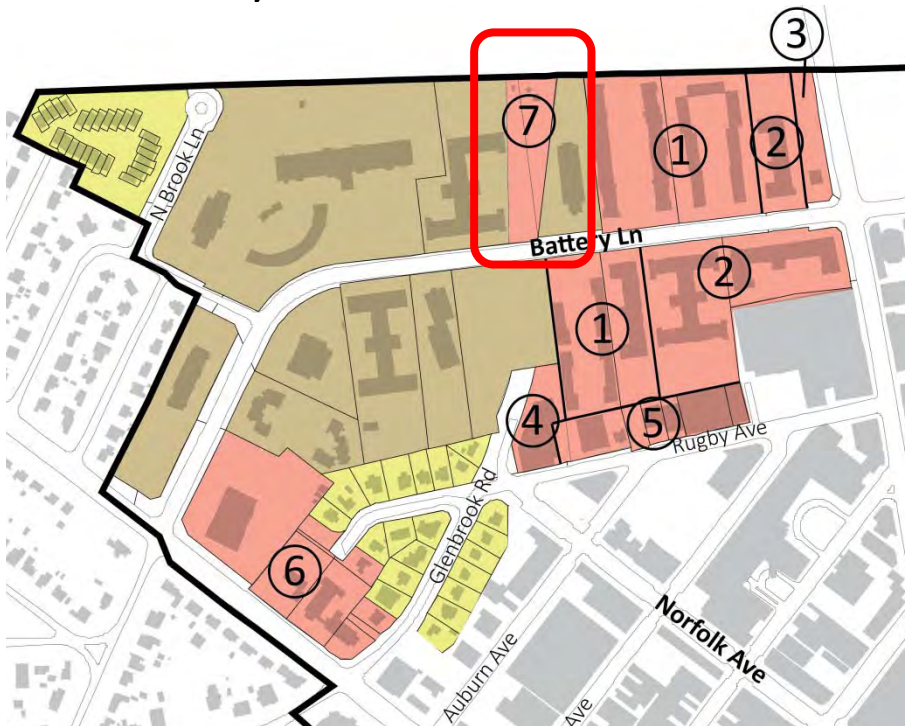
Woodmont Triangle



- ① CR 3.5, C-1.25, R-3.0, H-120
- ② CR 3.5, C-1.25, R-3.0, H-50
- ③ CR 3.5, C-1.0, R-3.5, H-175

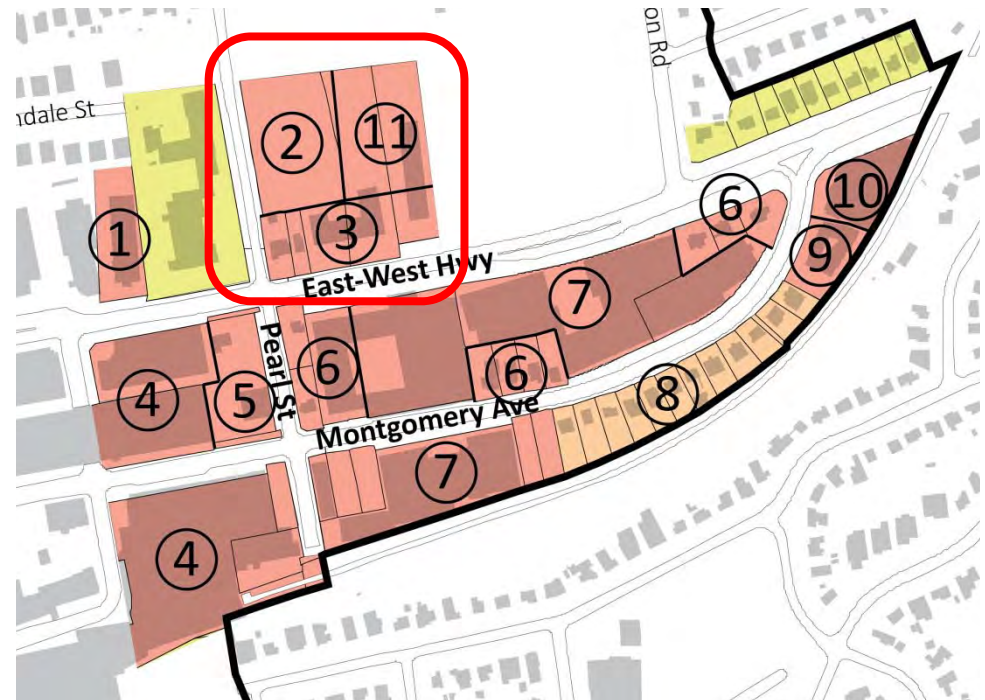
Zoning Corrections

Battery Lane District



- ① CR 1.5, C-0.5, R-1.5, H-120
- ② CR 3.5, C-0.5, R-3.5, H-120
- ③ CR 2.5, C-0.5, R-2.5, H-120
- ④ CR 3.5, C-1.25, R-3.0, H-35
- ⑤ CR 3.5, C-1.25, R-3.0, H-120
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- ⑦ CR 1.5, C-0.5, R-1.5, H-35

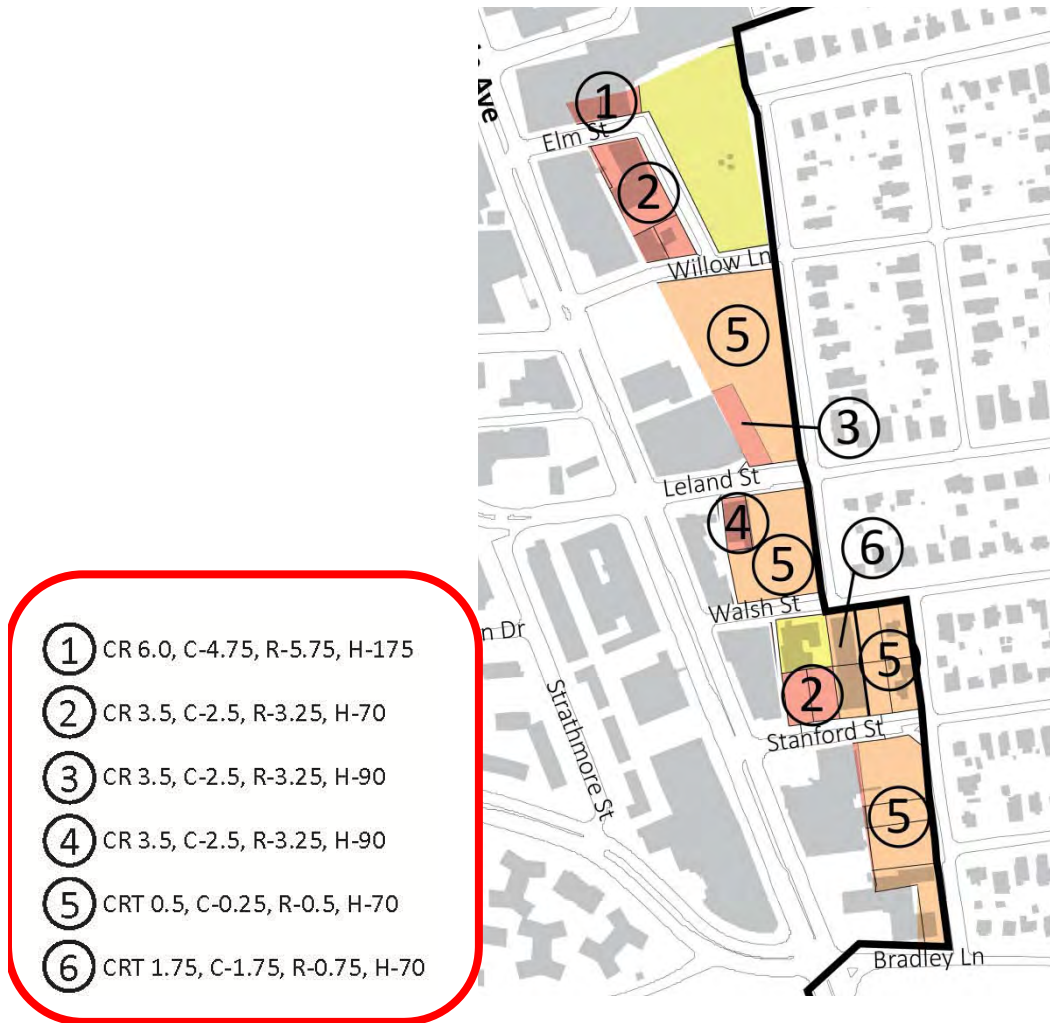
Pearl District



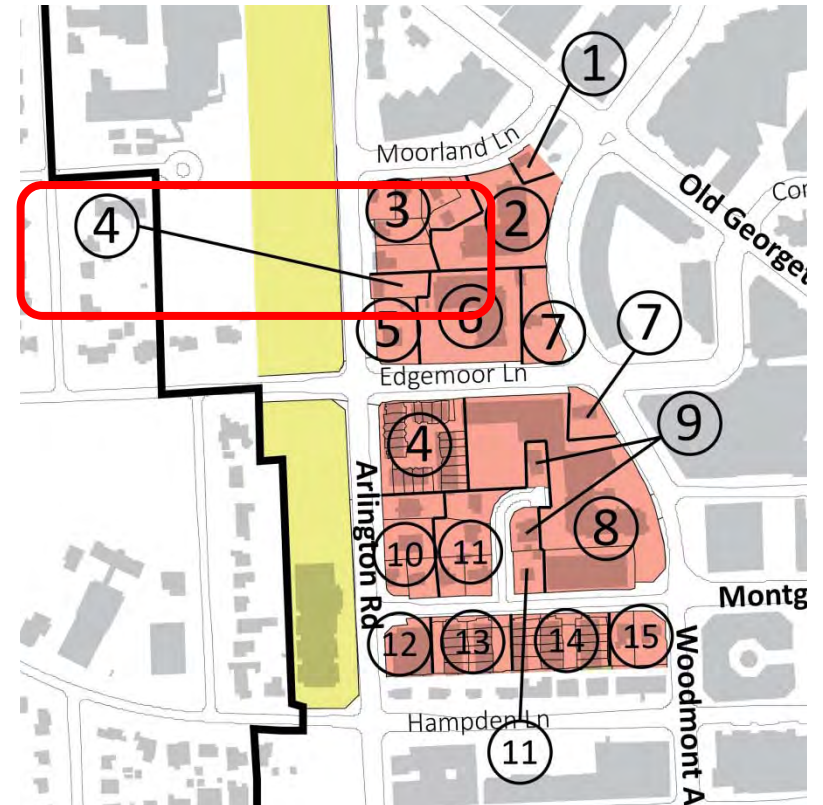
- ① CR 3.5, C-0.75, R-3.5, H-175
- ② CRT 1.5, C-0.25, R-1.5, H-50
- ③ CR 2.0, C-0.5, R-2.0, H-120
- ④ CR 6.0, C-4.75, R-5.75, H-175
- ⑤ CR 6.0, C-4.75, R-5.75, H-145
- ⑥ CR 2.0, C-1.75, R-2.0, H-120
- ⑦ CR 3.5, C-3.5, R-3.5, H-120
- ⑧ CRT 0.5, C-0.5, R-0.5, H-35
- ⑨ CR 2.0, C-1.75, R-2.0, H-60
- ⑩ CR 3.5, C-3.5, R-3.5, H-100
- ⑪ CR 2.0, C-0.5, R-2.0, H-50

Zoning Corrections

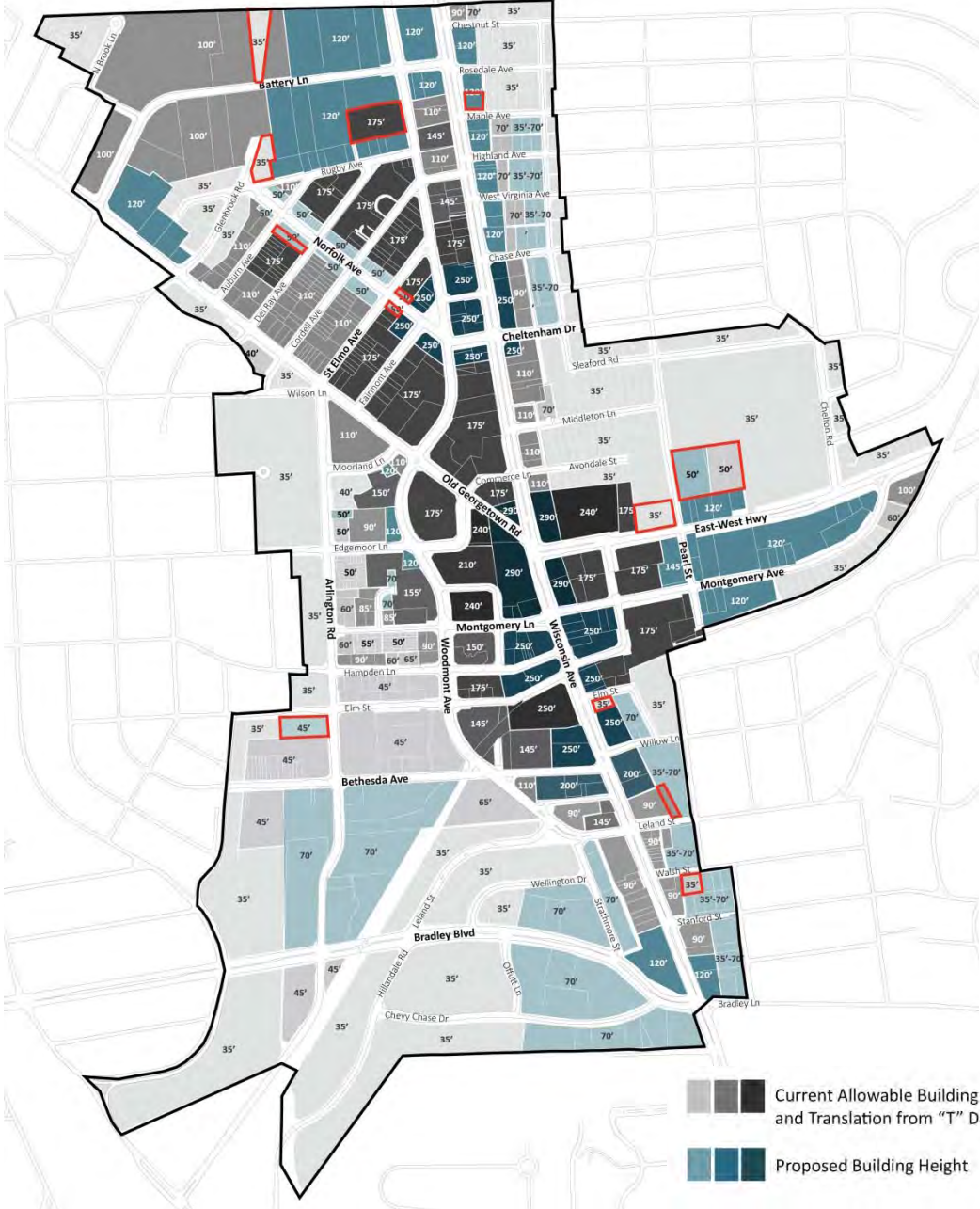
Eastern Greenway South



Arlington North



Building Height Corrections





Bethesda Downtown Plan



community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials



Staff Draft | Planning Board May 21, 2015
MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

