Chapter 1:
Introduction
1.1 Bethesda Today
1.2 Bethesda Tomorrow
1.3 Sector Plan Profile
1.4 Summary of Recommendations
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 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
• Established Centers of Activity
• Emerging Centers of Activity
• Residential neighborhoods
• Pedestrian corridors
• Parks and open space network
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
Land Use

Existing Land Use

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

Existing Zoning – October 2014

Recommended Zoning

Legend:
- Sector Plan Boundary
- R-60, THD
- R-10, R-30
- CR
- CRT
- CRN
Zoning

**Goals:**

- 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
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
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
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 BMIs 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 Permeable Surfaces on Sidewalks and Parking Lanes
Pedestrian and Bicycle Recommendations

Woodmont Avenue – Separated Bike Lanes (Two Way)
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)**

**Existing Section**

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

8" parking + curb
8' Through Lane
16' Curb-to-Curb

8' Parking + curb
8' Through Lane
16' Curb-to-Curb

16' Private
16' Sidewalk + planting
8' Parking + curb @ intersections
16' Through Lane
16' Parking + curb @ intersections
16' Sidewalk + planting

Total: 80'

**Proposed Section Long Term: Shared Street with Stormwater Best Management Practices (BMPs)**

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

21' Flexible Activity Spaces, Sidewalk, Seating, + Planting
8' Parking + BMPs
22' Shared Travelway
8' Parking + BMPs
21' Flexible Activity Spaces, Sidewalk, Seating, + Planting

Total: 80'

Continuous Pervious Paving with Flush Curb

80'

Right-of-Way
Pedestrian and Bicycle Recommendations

Arlington Road – Separated Bike Lanes

*To be further studied: Potential BMIs in Curb Extensions and Sidewalks as well as Percuss Surface on Sidewalks and Parking Lanes
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
- energy + materials
A truly sustainable Downtown

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
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:
持っていわない 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
2.5 High Performance Area
Energy Facts

Montgomery County Sources of Greenhouse Gas (GHG)

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

65% of GHG from Buildings

Source: Montgomery Climate Protection Plan
High Performance Area  

**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.*
High Performance Area

Energy Performance Scale
Moving Towards Net Zero
(2EPI rating)

- Average building stock in yr. 2000
- Existing ASHRAE
- Proposed IGCC
- High Performance Area
- Goal

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

- community identity
- equity
- habitat + health
- access + mobility
- water
- energy + materials
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
Target building height increases:

- Symbolic Center and Civic Gathering Spaces

200-290 ft.
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
Increase all previously “T” designated heights by 20% rounded to the nearest 5-ft increment.

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<th>Translated Zoning Maximum Height</th>
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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 ½ 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
• 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 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** - 2\textsuperscript{nd} 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 2\textsuperscript{nd} 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

- Battery Lane
- Woodmont Triangle
- Eastern Greenway
- Arlington North
- Wisconsin Avenue Corridor
- Pearl
- Bethesda Row
- Eastern Greenway
- Arlington South
- South Bethesda

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

- Provide public midblock connections on large blocks for increased pedestrian mobility
- Expand Veteran’s Park through a new civic green and shared streets
- Activate and increase visibility of public use spaces
- Create gateways to the north and south through elements such as public art, landscaping, and architecture
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)
Bethesda Row District

Zoning Recommendations

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-20C

6. CR 3.25, C-0.75, R-3.0, H-110
7. CR 3.25, C-0.75, R-3.0, H-65
8. CRT 2.75, C-1.75, R-1.0, H-45
9. CRT 2.75, C-1.75, R-1.0, H-70
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

Enhance the streetscape design of Woodmont Ave from Elm St to Bethesda Ave with elements such as special paving.

Reduce the size of the intersection of Woodmont Ave and Bethesda Ave by extending the Barnes & Noble Plaza.

Provide a civic gathering space at the entrance to the Capital Crescent Trail and future Purple Line station.
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

Create a shared mainstreet along Norfolk as connection between Battery Lane Park and Veterans Park

Provide public midblock connections to enhance walkability

Create a new park or plaza

Preserve scale and character along Norfolk Ave through stepback regulations
Woodmont Triangle District

Today

Short Term

Norfolk Avenue
Shared Street

- Preserved Building Scale + Character
- Increased Tree Canopy
- Seating
- Bike Lanes
- Parklets

- Community Identity
- Opportunity
- Habitat + Health
- Access + Mobility
- Water

- More Public Activity Space
- Stormwater Planters
- Permeable Paving
- Shared Space for All Users
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
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
2. CRT 1.5, C-0.75, 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
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

Enhance gateway through elements such as public art, landscaping, and architecture

Create new recreational park

Create shared mainstreet along Pearl Street and connect to CCT

Improve connectivity throughout district through new streets and public midblock connections to CCT
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
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

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

Create new public open space for the district (location TBD)

Create public midblock connection to CCT

Improve intersection and provide an architectural gateway at the southern entrance to the downtown area

Continue public midblock connection from Woodmont Ave to Exfair Rd
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
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
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

Map:
- Expand and Enhance Battery Lane Urban Park to connect from Norfolk Ave to NIH Public Use Space. Consider continuing daylighting of stream.
- Connect Norfolk Avenue to Battery Lane with new park street.
- Create public midblock connections to continue pedestrian grid from Woodmont Triangle.
Battery Lane District

Streetscape Character

Building Stepback
Urban Agriculture
Extended Bike Lanes
LID Stormwater Management

Seating Areas
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)
Eastern Greenway - North

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

North

Provide public greenway on west side of Tilbury St between Maple Ave and Cheltenham Dr

South

Encourage provision of a Tier 3 Neighborhood Green or a larger destination park adjacent to the Farm Women’s Cooperative Market

On blocks with existing single-family homes, the greenway only occurs if the entire block is redeveloped in the future

Provide bike, sidewalk and SWM improvements within the public ROW

Provide public greenway on west side of 46th St and West Ave between Willow Ln and Bradley Ln
Eastern Greenway Districts

Tier 1 Green Street:
- Up to 30' Maximum Height
- 20' - 25' Setback from Curb for Green Street
- Up to 15' Maximum Height

Tier 2 Greenway:
- Up to 50' Maximum Height
- 30' - 35' Setback from Curb for Greenway

Tier 3 Neighborhood Green:
- Up to 70' Maximum Height
- >70' Setback from Curb for Neighborhood Green
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
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

Consider creating neighborhood green urban park

Improve connectivity between downtown and Norwood Park through improved intersection, and midblock connections

Consider creating plaza gathering space

Improve visibility and connectivity to Norwood Park
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
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

1. CR 2.5, C-0.5, R-2.0, H-120
2. CR 2.75, C-0.75, R-2.5, H-150
3. CR 2.75, C-0.75, R-2.5, H-40
4. CR 2.0, C-0.25, R-2.0, H-50
5. CR 1.25, C-0.25, R-1.25, H-50
6. CR 3.0, C-0.5, R-3.0, H-90
7. CR 2.5, C-0.5, R-2.5, H-120
8. CR 3.0, C-0.25, R-3.0, H-155
9. CR 2.5, C-0.25, R-2.5, H-70
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

Improve bike connectivity along Arlington Rd and Edgemoor Ln

Create new neighborhood park adjacent to Bethesda Elementary School
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 ft$^2$
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

- 1 - 24,196 square feet (38)
- 24,197 - 68,094 square feet (21)
- 68,095 - 158,870 square feet (13)
- 158,871 - 292,479 square feet (5)
- 292,480 - 799,572 square feet (2)
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
Zoning Corrections
Wisconsin Avenue

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

Bethesda Avenue

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

Woodmont Triangle

- CR 3.5, C-1.25, R-3.0, H-120
- CR 3.5, C-1.25, R-3.0, H-50
- 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
6. CR 2.5, C-0.5, R-2.5, H-120
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-14.5
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

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
Building Height Corrections