BETHESDA

Today
Rich with unique history, community character and established residential neighborhoods
Home to over 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
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
- Social
- Environmental
BETHESDA

1. Planning Process
Outreach

- Work Program
  - Scope of Work
  - Plan Concepts
    - Staff Draft Plan
      - Public Hearing
        - Draft Plan
          - Planning Board
            - Draft Plan
              - County Executive & County Council Review
                - County Council
                  - Public Hearing
                    - Final Adopted Master Plan

- Public Participation
  - Listening
    - Community Meetings
      - Public Comment
        - Public Hearing
          - Draft Plan
            - Planning Board
              - Draft Plan
                - County Executive & County Council Review
                  - County Council
                    - Public Hearing
                      - Final Adopted Master Plan

- We Are Here

- 18
Outreach

Engagement Challenge

60% of the residents of Downtown Bethesda are between 22 and 49 years of age.
Outreach

**Live Online** Property Owners’ Forum

**Interactive Map on Website:** Properties Under Discussion

[Image of the map with a link to the website: http://montgomeryplanning.org/community/bethesda_downtown/projects.shtm]

**Online Feedback Loop**

- What do you think?
- Community
- Staff
- Feedback!
- Allows Choices Based on Interests and Time
  - Quick and Easy
  - In Between
  - In Depth

- Address
- Contact Information
- Discussion Topic
- Images from Owner
BETHESDA

2. Plan Concepts
A truly sustainable Downtown

- Economic: competitive + innovative
- Social: unique + affordable
- Environmental: greener + connected

- Community identity
- Equity
- Habitat + health
- Access + mobility
- Water
- Energy + materials
Sustainable Planning

Improve Performance Areas

- Assessed Existing Conditions

- Determined:
  • Goals
  • Strategies
  • Objectives

- Integrated Solutions
Sustainable Planning

Montgomery County Law

Bill 32-07: Reduce GHG emissions to 80% below 2005 levels by January 1, 2050.

Bill 32-07: Stop increasing Countywide GHG emissions by 2010. Reduce GHG by 10% every 5 years through 2050.

Bill 37-06: Property Tax Incentive. Platinum/Equivalent Buildings: 75% tax reduction for 5 yrs.
## Sustainable Planning

### Bethesda-wide Initiatives

**Table 2: Public Benefits Categories**

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<th>Diversity of Uses and Activities</th>
<th>Quality of Building and Site Design</th>
<th>Protection and Enhancement of the Natural Environment</th>
<th>Retained Buildings</th>
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<td>Wayfinding</td>
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</tbody>
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|                         | Diversity of Uses and Activities                          | Quality of Building and Site Design | Protection and Enhancement of the Natural Environment | Retained Buildings |
Concept Framework

Legend
- Sector Plan Boundary
- Existing Public Open Spaces
- Proposed Public Open Spaces
- Potential Open Spaces (Location TBD)
- Main Street Activity Area
- Expanded Center of Activity
- Emerging Center of Activity
- Primarily Residential Area
- Transition Area
- Symbolic Center
- Civic Gathering Space

Street Types:
A. Main Street
   - Pedestrian Activity
   - Retail Focus
B. Community Connector Street
   - Medium Pedestrian Activity
   - Connecting
C. Emerging Connector Street
   - Improved Connections
Gathering Spaces
Provide each center with a gathering space appropriate to the character of the area
Gathering Spaces
Provide each center with a gathering space appropriate to the character of the area

Connections
Organize streets, midblock connections, greenways and trails to contribute to a well-connected network
Gathering Spaces
Provide each center with a gathering space appropriate to the character of the area.

Connections
Organize streets, midblock connections, greenways and trails to contribute to a well-connected network.

Edges
Transition to surrounding neighborhoods with green open space amenities and civic buffers.
Public Space Network

Primary Links:

1. Metro center to Woodmont Triangle and Bethesda Row

2. Proposed Veteran’s Park Civic Green along Norfolk Avenue through Battery Lane Park to the Bethesda Trolley Trail

3. Proposed Capital Crescent Central Civic Green along Bethesda Avenue to the reimagined Farm Women’s Market
Transportation

Goals:
1. Increase Connectivity
2. Enhance Transportation Options
3. Accommodate all roadway users

Objectives:
1. Improve circulation system
2. Expand bicycle network
Historic Context

1970
Bethesda Chevy Chase Plan

- One-way Pairs Reaffirmed In 1976
- Western Distributer – Woodmont Ave Reaffirmed In 1976
- Eastern Distributer

1994
Bethesda CBD Sector Plan and 2006 Woodmont Triangle Amendment

- Major Shift: Drive-alone Use To Transit And Other Alternatives
- Establish Transportation Management Organization
- Program Silver Spring Bethesda Trolley

Today
Bethesda Downtown Plan Update

Development:
Built: 23.7M sf
Total Allowable: 27.8M sf

- Construction Of Purple Line
- Expansion Of Mixed-use Downtown
- Continued Implementation Of Bikeways/Streetscapes

NADMS
20%

NADMS
37%

NADMS
39.6%
Modeling

- Currently in-progress

- Evaluating:
  - One-way streets
  - Elimination of 1994 proposed Old Georgetown “reversible” lane
  - Bus Rapid Transit/ Purple Line
  - Impact of proposed bicycle facilities

- Will serve as basis for NADMS recommendations
Streets

Goal
• Improve the grid system

Potential Connections
(To be Tested)

• Battery Lane/ Woodmont Triangle
  • Norfolk Avenue Extended
  • Auburn Avenue Extended

• Pearl District
  • Avondale Extended
  • Waverly Extended
  • New Street “B-1”

• South Bethesda
  • Strathmore Extended
Bikeways

Goals

• Increase Connectivity

• 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
Canopy Corridor

Goals:

• Create Tree Canopy Corridor
• Reduce Heat Island Effect
• Improve Air Quality
• Improve Habitat & Ecosystem Functions

Existing Canopy → Proposed Planting along Bicycle Network → Proposed Secondary Planting
Parking Facilities

Goals

- Consider expanding the Parking Lot District (PLD) to include areas within ¼ mile from existing public parking garages.

- Evaluate opportunities for private redevelopment of PLD garages and lots, similar to the Lot 31 development.

- Evaluate opportunities for co-location of public facilities as PLD garages and lots redevelop.
Zoning
Development

Existing
• 7,210 dwelling units
• 16M sf. commercial

Pipeline (approved)
• 3,190 dwelling units
• 2.9M sf. commercial

Forecasted Growth
2010-2040
(Council of Governments Cooperative Forecast 8.2)
• 14,200 jobs
• 5,300 households
Existing Zoning

• Mixed-use projects in the CBD along Wisconsin and Old Georgetown RD

• New Zoning Ordinance took affect on October 30, 2014

• Confirm all zoning within the Sector Plan boundary except where changes are proposed and illustrated on plans
Proposed Zoning

Goals

• Encourage mixed-use development

• Provide for more flexible development opportunities

• Update CR Zone Implementation Guidelines

• Density Transfer
  
  *Sending Priority Areas*
  
  Proposed Public Open Space
  
  Historic Resources
  
  Community Resources

  *Receiving Priority Areas*
  
  Activity centers and priority retail areas
  
  Emerging Centers

• Confirm Density/FAR within the Sector Plan Boundary
Urban Form
Urban Form

As an established Downtown, much of Bethesda’s urban form has been set and the majority of change will be infill development.
Urban Form

Current Allowable Building Heights

- Heights have been sculpted through years of previous planning efforts and public process
- Maintain majority of heights as allowed and target increases in specific areas that help achieve the Plan vision and public benefits

Note: Properties with the “T” designation to be reviewed to determine appropriate comparable height
Symbolic Center and Civic Gathering Spaces

- Allow signature tall buildings at these major civic spaces
- Integrate design and sustainability innovation
Urban Form

Expanded/Emerging Centers of Activity

- Encourage economic vitality through mixed-use development at increased heights appropriate to surrounding context
Affordable Housing, Park Connectivity and Community Facilities

Increase height to:

- Enhance Community Facilities
- Prioritize affordable housing opportunities with redevelopment
- Enhance connectivity to Norwood Local Park and Bethesda Trolley Trail
Urban Form

Eastern Greenway

- A green connector along the eastern edge of the sector plan area to provide open space, pathways and environmental benefits.

- Allow a range of heights (35-70’) dependent on amount of green space dedicated.
Urban Form

Symbolic Center and Civic Gathering Spaces

Expanded/Emerging Centers of Activity

Affordable Housing, Park Connectivity and Community Facilities

Eastern Greenway

Development:
Current Built: 23.7M sf
Current Total Allowable: 27.8M sf
Proposed Total Allowable: 31.8M sf
Parks + Open Space
What parks and open space does Bethesda need?

• What we’ve heard from Bethesda
• Policy background: Vision 2030 and PROS
• Opportunities for area-wide and neighborhood focal spaces, gateways, connections, and green transitions
What We’ve Heard

A place with grass and trees and benches

A place to run, walk or bike

A place for big events like concerts or

A place to gather with friends
What We’ve Heard

A place to bounce, kick, or throw a ball

A place where I can meditate and/or connect with nature

A place to skateboard

A place where I can run my dog

A play place for all ages: children, adults, and seniors
### PROS/Urban Parks Hierarchy

<table>
<thead>
<tr>
<th>sector plan area</th>
<th>Interconnected system of trails, bikeways, and sidewalks</th>
</tr>
</thead>
<tbody>
<tr>
<td>plan sub area</td>
<td>urban recreational park</td>
</tr>
<tr>
<td>urban center</td>
<td>civic green</td>
</tr>
<tr>
<td>district/neighborhood</td>
<td>Greens, neighborhood recreation, buffers</td>
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<tr>
<td>block</td>
<td>court, plaza, lawn, thru path</td>
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<tr>
<td>building</td>
<td>recreation space</td>
</tr>
<tr>
<td>household</td>
<td>balcony, deck, patio</td>
</tr>
</tbody>
</table>
Districts

Legend:
- Sector Plan boundary
- Wisconsin Avenue Corridor
- Residential District
- Established Centers
- Emerging Centers
- Eastern Greenway
- Transition Areas
Wisconsin Ave + Established Centers
Wisconsin Ave Corridor

Existing Conditions:
- Symbolic City Center
- Multi-modal
- Mixed-Use
- Downtown

Goals:
- Improve and Enhance Public Spaces – Activated
- Improve access, mobility, and pedestrian safety
- Create a Downtown Atmosphere – Community Identity
- Promote Energy Conservation and Generation
Wisconsin Ave Corridor

Public Realm

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

Illustrative Potential Development

Create seating areas/small plazas near BRT stops

Provide public midblock connections on large blocks for increased pedestrian mobility

Expand Veteran’s Park through a new civic green and shared streets

Increase setback in new development to activate street and increase planting

Provide cycle track along Woodmont Avenue

Activate and increase visibility of public use spaces

Enhance Farm Women’s Market as public space connected to Eastern Greenway

Create gateways to the north and south through elements such as public art, landscaping, and architecture
Wisconsin Ave Corridor

Streetscape
Create green, active and walkable sidewalks

- Planting and furnishing buffer against street
- A clear pedestrian pathway
- Space for activities such as outdoor dining and planting against the building
Wisconsin Ave Corridor

Tall Building Standards

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

- **Building Articulation:** such as step back, windows and material change

- **Building Separation:** ensure design allows for light and air, and reduced shadows on public space
Wisconsin Ave Corridor

Public Use Spaces

Underutilized because not perceived as public, hidden in interior of blocks, elevated, and with failing retail

- Improve visibility and connections to the street
- Use creative wayfinding and public art as beacons
- Unclutter plaza spaces by smoothing grade and limiting large permanent furniture
- Integrate flexible lawn spaces stormwater management and more planting
- Encourage more temporary programming such as events kiosks and educational opportunities
Wisconsin Ave Corridor

Farm Women’s Market
Civic Green

- Vision – the historic heart of Bethesda, a destination and local gathering spot and market, an extension of the Elm street park and eastern greenway

- Function - maintain the historic building as a functioning market to be the central activating feature for a newly green and connected civic space.

Amenities envisioned – a picnic seating area, lush landscaping, outdoor vending stalls and restored historic building
Bethesda Row

Existing Conditions:

- Mixed-use Destination
- Hub of Activity
- Engaging Streetscape/Pedestrian Friendly
- Regional draw
- Walkable
- Activated urban parks/plazas

Goals:

- Enhance Access and Mobility
- Preserve Scale and Character
Public Realm

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

Improve bike facilities and connectivity throughout the district

Provide a civic gathering space as an extension of the Barnes and Noble Plaza
Bethesda Row

Capital Crescent Central Civic Green

- **Vision** – western gateway from the Purple Line, a green gathering area for movie goers, cyclists, and foodies.

- **Function** - a lawn space for people watching, events and large gatherings
Woodmont Triangle

Existing Conditions:
- Mixed-use
- Eclectic
- Arts & Entertainment
- Small-scale Urban Parks – Veterans Park

Goals:
- 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
- Improve connectivity throughout the neighborhood
- Improve Water Quality
**Public Realm**

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

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

- Provide public midblock connections to enhance walkability

- Preserve scale and character along Norfolk Ave through stepback regulations

- Enhance bike connectivity through district with bike lanes along Norfolk and shared roadway along St Elmo

- Improve intersection for peds and bikes

- Create new park or plaza
Woodmont Triangle

Norfolk Avenue

Build on what works well and creates the unique character in Woodmont Triangle:

- Enhance Norfolk avenue as an active street for arts and community events
- Maintain human scale of the buildings along the street through stepback regulations
Woodmont Triangle

Norfolk Avenue

Short Term

- Opportunity for parklets in a few parking spaces to expand public space and activate the street
  - Outdoor dining
  - Public and Performance Art
  - Children’s Play areas
  - Seating areas
Woodmont Triangle

Norfolk Avenue

Long Term

Shared Street

● Create a shared street as connection between Battery Lane Park and Veterans Park along all or a portion of Norfolk

● Shared streets balance all modes of transportation and allow more flexible public space
Woodmont Triangle

Veteran’s Park
Civic Green

- Vision – the green gathering space of Woodmont Triangle/Wisconsin North

- Function - community events, relaxing on the lawn
Emerging Centers
Pearl District

Existing Conditions:
- Gateway
- Locally serving retail
- Active

Goals:
- Promote activity and mixed-use
- Enhance access and mobility
- Enhance pedestrian connectivity
- New Main Street
- Expand network of open space
- Promote Energy Conservation and Generation
- Improve Water Quality
Pearl District

Public Realm

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

Create a shared street along Pearl Street

- Consider short term street activation such as food trucks before retail development is complete
- Integrate stormwater management
- Create prominent connection to Capital Crescent Trail
Pearl District

The Eastern Capital Crescent Gateway Park

- **Vision** – an active gateway park along the Capital Crescent Trail

- **Function** - to provide recreational areas along the trail and to be a green gateway into the Bethesda CBD.
Arlington South

Existing Conditions:
- Mixed-use/residential
- Emerging center of activity
- Local serving retail
- Gateway

Goals:
- Enhance opportunities for local serving retail (junior anchor scale)
- Enhance access and mobility
- Create a more pedestrian friendly environment along Arlington Road
- Improve connectivity to Capital Crescent Trail
- Improve Water Quality
- Promote Energy Conservation and Generation
- Improve Habitat and Ecosystem
Arlington South

Public Realm

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

Continue public midblock connection from Woodmont Ave to Exfair Rd

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

Create public midblock connection to CCT

Improve pedestrian and bike connectivity and intersection safety along Bradley Blvd and Arlington Rd
Residential + Edge Districts
Battery Lane

Existing Conditions:

- Established Neighborhood
- Residential Character
- Pedestrian Scale
- Functional Urban Park

Goals:

- Create a Mix of Housing Options
- Enhance Neighborhood Green
- Improve Connectivity
- Improve Water Quality
Battery Lane

Public Realm

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

- Expand and Enhance Battery Lane Urban Park and connect to NIH Public Use Space
- Consider continuing daylighting of stream
- Integrate LID stormwater management and functional spaces along Battery Lane
- Extend bike lanes to Woodmont Ave and Old Georgetown Rd
- Create public midblock connections to continue pedestrian grid from Woodmont Triangle
- Continue existing setback
- Connect Norfolk Avenue to Battery Lane with new park street or alternative street connection to Auburn
Battery Lane

Streetscape Character

Building Stepback  
Urban Agriculture  
Extended Bike Lanes  
LID Stormwater Management

Seating Areas
Battery Lane

Bethesda Trolley Trail Gateway Park

- **Vision** – a green and active linear park connection between NIH and the Woodmont Triangle. A major bicycle and pedestrian link between Bethesda and White Flint.
- **Function** - a bicycle trail through the enhanced Battery Lane Park wide enough for stream improvement, environmental interpretation and play spaces.
Eastern Greenway

Existing Conditions:
- Edge Condition
- Abuts town of Chevy Chase
- Existing Parks
- Existing Surface Parking Lots
- Capital Crescent Trail
- Mix of Everything
- Single Family Homes

Goals:
- Make the best use of land near the Metro Station
- Reduce Impervious Surface
- Create a connected Network of Parks and Open Spaces
- Improve access and mobility
- Improve access to CCT
- Improve health and well-being through the creation of active public spaces
- Improve Water Quality
- Improve Habitat and Ecosystem
Eastern Greenway

Concept
A green connector and buffer along the eastern edge of the sector plan area

- Provides open space, pathways and environmental benefits
- Connects existing and proposed open spaces
- Creates transition to adjacent residential neighborhoods

Potential Types:
1. Neighborhood Green
2. Greenway
3. Green Street
4. Shared Street
5. Green Alley
6. Midblock Connection
7. Existing Parks
8. Urban Recreational Park
Eastern Greenway

Public Realm

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

Greenway Adjacent to proposed cycle track and sidewalk
Setback + Height

- Setback 20’-35’ from curb for Green Street
- 35’ max height
Eastern Greenway
Setback + Height

- Setback 35’- 60’ from curb for Greenway
- 50’ max height
Eastern Greenway

Setback + Height
- Setback 60'-100' from curb for Greenway
- 60' max height
Eastern Greenway

Setback + Height

- Setback >100’ from curb for Neighborhood Green
- 70’ max height

Community + Identity
Equity
Habitat + Health
Access + Mobility
Water
Energy + Materials
Neighborhood Parks

- **Vision** – pockets of larger greens along the greenway for additional recreational amenities and green buffers for the community.
- **Function** - to provide neighborhood recreational opportunities.
South Bethesda

Existing Conditions:
- Affordability
- Established Residential Neighborhood
- Pedestrian scale

Goals:
- Preserve Affordability
- Enhanced Connectivity to Norwood Park
- Enhance Access and Mobility
- Improve Water Quality
- Promote Energy Conservation and Generation
- Improve Habitat and Ecosystem
Public Realm

- Proposed Bike Priority Street and Canopy Corridor
- Proposed Public Connection
- Proposed New Street
- Proposed Greenway
- Proposed Shared Street
- Enhanced Connection
- 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

Integrate LID stormwater management along Bradley Blvd

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
South Bethesda
Norwood Park

Gateway Connection

- **Vision** – a wider, greener and more visible entrance into Norwood Park.
- **Function** - a convenient and clear northern entrance into the 32 acre recreational park and a connection to the bicycle priority streets such as Woodmont and Strathmore Avenues.
Arlington North

Existing Conditions:
- Edge
- Neighborhood Connector
- Primarily Residential

Goals:
- Improve access and mobility
- Neighborhood Green
- Improve Water Quality
- Improve Habitat and Ecosystem
- Transition zone between urban core and suburban neighborhoods
Public Realm

- Proposed Bike Priority Street and Canopy Corridor
- Proposed Public Connection
- Proposed New Street
- Proposed Greenway
- Proposed Shared Street
- Enhanced Connection
- 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
Arlington North

Arlington Neighborhood Parks

- **Vision** – pockets of larger greens along the public realm for recreational amenities and green buffers for the community.
- **Function** - to provide neighborhood recreational opportunities.
High Performance Areas
High Performance Areas

Concept: A pilot program with public/private partnerships for Accelerating Sustainability

• Achieving Montgomery County Objectives
• Innovative County Pilot
• Demonstrative
• Interactive
• Educational
• National Model
High Performance Areas

Getting to Zero

- EcoDistricts
  - Architecture 2030: Planning
    - Green Benefits District
  - LEED Neighborhood Development
    - Star Communities
    - SITEs Program
      - Better Building Challenge
      - Living Building Challenge
  - Sustainable Communities
  - Choice Neighborhoods
    - Innovation Districts
    - Green Impact Zones
    - Net Zero Installation Policy

Collaboration & Endorsement
- American Institute of Architects (AIA)
- Alliance to Save Energy (ASE)
- American Planning Association (APA)
- American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)
- American Society of Landscape Architects (ASLA)
- Construction Owners Association of America (COAA)
- Green Building Initiative (GBI)
- International Code Council (ICC)
- National Society of Professional Engineers (NSPE)
- U.S. Green Building Council (USGBC)
High Performance Area #1

Priorities: Public/Private Realm

Buildings:
- Reduced Energy Demand
- Reduced Water Use
- Landmark Structures

Open Space:
- Integrated Stormwater
- Greenroofs

Streets:
- Canopy Corridor
- Green Streets
- High Efficiency Street Lighting
High Performance Area #2

Priorities: Private Realm

Buildings:
- Reduced Energy Demand
- Reduced Water Use
- Landmark Structures

Open Space:
- Integrated Stormwater
- Greenroofs

Streets:
- Canopy Corridor
- Green Streets
- High Efficiency Street Lighting

Washington, DC
High Performance Area #3

Priorities: Public Realm

Buildings:
- Reduced Energy Demand
- Reduced Water Use
- Landmark Structures

Open Space:
- Integrated Stormwater
- Greenroofs

Streets:
- Shared Street
- Canopy Corridor
- Green Streets
- Flush Curb
High Performance Areas

Implementation

Set Goals:
• A model of Sustainability and Design
• Accelerate Performance

Bonus and Benefits
• Density
• CR Incentives

Benefits
• Triple bottom Line
BETHESDA

3. Next Steps…
What’s Next?

Work Program

Scope of Work

Plan Concepts

Staff Draft Plan

Public Hearing Draft Plan

Planning Board Draft Plan

County Executive & County Council Review

County Council Public Hearing

Final Adopted Master Plan

We are here

April 2015
What’s Next?

What we need from you?

• Feedback

• Right direction?

• Staff draft