Work Session Outline

Work session #1 – **Plan Strategy**

Work session #2 – **Expanded and Emerging Centers**
- Wisconsin Avenue Corridor
- Bethesda Row District
- Woodmont Triangle District
- Pearl District
- Arlington South District

Work session #3 – **Residential and Edge Districts**
- Battery Lane District
- Eastern Greenway District
- South Bethesda District
- Arlington North District

Work session #4 – **Specific Elements of the Plan**
- Ecology and High Performance Area
- Parks and Open Space
- Affordable Housing
Plan Strategy

Introduction - What we are looking for from the Planning Board:

• Endorsement of the overall zoning strategy for the Plan.

• Endorse the traffic modeling methodology and findings.

• Endorse the Two-Way Street Operation concept.

• Provide Direction on the Functional Classification of Leland Street.

• Endorsement of the school options.

• Endorsement of the overall implementation strategy for density averaging.
Zoning Approach

a. Overview of Zoning Strategy
b. Comparisons to Other Urban Areas
Strategies:

1. Accommodate projected growth over the next 20 years.

2. Increase density for Commercial/Residential zones across the Sector Plan by approximately 20%.

3. Incentivize redevelopment with greater increase in density beyond 20% in the Established Centers.

4. Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.
1. Accommodate projected growth over the next 20 years.
   • 14,200 jobs*
   • 5,300 households*

* Forecasted Growth 2010-2040 (Council of Governments Cooperative Forecast 8.2)
2. Increase density for Commercial/Residential zones across the Sector Plan by approx. 20%.
3. Incentivize redevelopment with greater increase in density beyond 20% in the Established Centers.
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4. Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

- Rezoned to Commercial/Residential zone
- Increased density by approximately 20%
4. Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

• Rezoned to Commercial/Residential zone
• Increased density by approximately 20%
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.
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
### Comparisons to other urban areas in the County

<table>
<thead>
<tr>
<th></th>
<th>Bethesda</th>
<th>Friendship Heights</th>
<th>White Flint</th>
<th>Wheaton</th>
<th>Silver Spring</th>
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<tbody>
<tr>
<td>Acreage of Planning Area</td>
<td>451.51</td>
<td>112.68</td>
<td>433.63</td>
<td>484.10</td>
<td>384.23</td>
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<td>Sector Plan Vision Buildout (sf)</td>
<td>32,360,276</td>
<td>8,779,100</td>
<td>30,300,000</td>
<td>19,425,849</td>
<td>20,431,500</td>
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<td>Nonresidential</td>
<td>16,210,321</td>
<td>3,633,400</td>
<td>12,900,000</td>
<td>7,665,849</td>
<td>11,521,500</td>
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<tr>
<td>Residential</td>
<td>16,149,955</td>
<td>5,145,700</td>
<td>17,400,000</td>
<td>11,760,000.0</td>
<td>8,910,000</td>
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<tr>
<td>Residential Units</td>
<td>18,220</td>
<td>4,490</td>
<td>14,500</td>
<td>9,408</td>
<td>8,100</td>
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<tr>
<td>Vision Buildout (sf/acre)</td>
<td>71,671</td>
<td>77,915</td>
<td>69,875</td>
<td>40,128</td>
<td>53,175</td>
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</table>

#### Vision Buildout Comparison (sf/acre)

- **Bethesda**: 71,671
- **Friendship Heights**: 77,915
- **White Flint**: 69,875
- **Wheaton**: 40,128
- **Silver Spring**: 53,175
Transportation + Schools

a. Traffic Analysis Methodology and Findings
b. Transportation Elements
c. School Capacity Overview
Transportation Work Session

• Sector Plan Approach
  • Transportation Analysis Methodology/ Findings

• Specific Elements
  • One-Way/ Two-Way Street Analysis
  • Battery Lane Connector Street
  • Leland Street Functional Classification
Traffic Analysis

- Adequate transportation capacity for 2040 land use vision

- Congestion associated with two-way street conversion and the Arlington Road “Road Diet”.

- Potential mitigation outside plan area:
  - Rockville Pike/ Cedar Lane
  - Bradley Boulevard/ Huntington Parkway
  - Connecticut Avenue/ East-West Highway
  - Connecticut Avenue/ Bradley Lane
Transportation Analysis

- Transportation Policy Area Review
- Local Area Review
  - 2040 Land Use Vision
  - 2040 Land Use Vision w/ concept improvements
  - Operational Scenarios
Transportation Analysis

2040 Land Use Vision

<table>
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<tr>
<th>TAZ</th>
<th>Households</th>
<th>Population</th>
<th>Employment</th>
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<tr>
<td></td>
<td></td>
<td>Household</td>
<td>Group Quarters</td>
</tr>
<tr>
<td>637</td>
<td>6,371</td>
<td>14,791</td>
<td>0</td>
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<tr>
<td>662</td>
<td>6,093</td>
<td>11,449</td>
<td>16</td>
</tr>
<tr>
<td>663</td>
<td>5,492</td>
<td>10,548</td>
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<tr>
<td>Total</td>
<td>17,956</td>
<td>36,788</td>
<td>122</td>
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Existing Condition Traffic Congestion

Terminology
Critical Lane Volume (CLV):
1,800 Bethesda CBD
1,600 Bethesda/ Chevy Chase

Volume-to-Capacity Ratio (V/C):
Observed CLV/ Policy Area Standard

Congested Intersections
1) Cedar Lane/ Rockville Pike:
   Exceeds the congestion standard in the morning peak-hour, and

2) East-West Hwy/ Connecticut Ave:
   Exceeds the congestion standard in the evening peak-hour.
Assumptions
• Bethesda Downtown Land Use
• BRAC Improvements
• 2040 Land Use Vision
  • Greater Lyttonsville,
  • Westbard

Congested Intersections
1) Cedar Lane/ Rockville Pike:
   Exceeds the congestion standard in the morning peak-hour, and

2) East-West Hwy/ Connecticut Ave:
   Exceeds the congestion standard in the morning and evening peak-hours.

3) Bradley Lane/ Connecticut Ave:
   Exceeds the congestion standard in the morning and evening peak-hours.

4) Huntington Pkwy/ Bradley Blvd:
   Exceeds the congestion standard in the evening peak-hour.
Assumptions

- Bethesda Downtown Land Use
- BRAC Improvements
- 2040 Land Use Vision
  - Greater Lyttonsville,
  - Westbard
- Conceptual Intersection Improvements

Congested Intersections

1) East-West Hwy/Connecticut Ave:

Exceeds the congestion standard in the evening peak-hour.
Assumptions

2040 Vision Land Use

- BRAC Improvements
- 2040 Land Use Vision
  - Greater Lyttonsville,
  - Westbard
- Conceptual Intersection Improvements
- Two-Way Street Conversion
- Arlington Road “Road Diet”

Congested Intersections

1) **East-West Hwy/Connecticut Ave:**
   Exceeds the congestion standard in the evening peak-hour.
Battery Lane Connector

- Intended to improve connectivity between Battery Lane/Woodmont Triangle
- Recommendation largely based in urban design
- Not evaluated as part of the traffic model
Functional Classification

Functional Classification of Streets

- Freeway (I-495)
- Major Highway (MD 355)
- Arterial (Woodmont Avenue)
- Minor Arterial (Glenville Road)
- Primary Residential (Huntington Pkwy)
- Principal Secondary Residential
- Secondary Residential
- Tertiary Residential
- Business District (Norfolk Avenue)
- Industrial
- Alley
Functional Classification

- Freeway (I-495)
- Major Highway (MD 355)
- Industrial Freeway (I-495)
- Principal Secondary Residential (Woodmont Avenue)
- Minor Arterial (Glenville Road)
- Arterial (Woodmont Avenue)
- Business District (Norfolk Avenue)
- Primary Residential (Huntington Pkwy)
- Business District (Norfolk Avenue)
- Tertiary Residential
- Secondary Residential
- Alley
- Industrial District (Norfolk Avenue)
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
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, being used as a middle school, such as Tilden Middle School, which will be relocated in 2019.
Implementation

a. Bethesda Overlay Zone
b. Density Averaging and Priority Sending Sites
Implementation Strategy

- 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.
• Density averaging is a existing tool in the current Zoning Ordinance

• The Bethesda Overlay Zone would allow for modification of the rules for density averaging to further goals in the Plan.
Implementation Strategy

- 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
Implementation Strategy

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

Total density available to sell: 1,094,419 ft²
Implementation Strategy

Building Height and Potential Receiving Areas
Incentives:

- Transfer density beyond the existing ¼ mile limit.
- Transfer density to another site without being included in a common sketch plan or site plan.
- Density may be used at more than one receiving site.
- May qualify for public benefits as a major public facility.
Plan Strategy

Conclusion - What we are looking for from the Planning Board:

• Endorsement of the overall zoning strategy for the Plan.

• Endorse the traffic modeling methodology and findings.

• Endorse the Two-Way Street Operation concept.

• Provide Direction on the Functional Classification of Leland Street.

• Endorsement of the school options.

• Endorsement of the overall implementation strategy for density averaging.
Building Heights in Bethesda

55ft
The Flats (Lot 31)

60ft
7001 Arlington at Bethesda
Building Heights in Bethesda

90ft
The Darcy (Lot 31)

90ft
Adagio (Bradley Blvd and Wisconsin Ave)
Building Heights in Bethesda

100ft
The Whitney (Bethesda Theater)

125ft
Lionsgate Condominium (Woodmont @ Old Georgetown)
Building Heights in Bethesda

145ft
7101 Wisconsin Avenue

175ft
Bainbridge Bethesda (Woodmont Triangle)
Building Heights in Bethesda

200ft
The Clark Building

250ft
Chevy Chase Bank Building