



Bethesda Downtown Plan

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials



Work Session #1 | Planning Board July 20, 2015

MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



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:

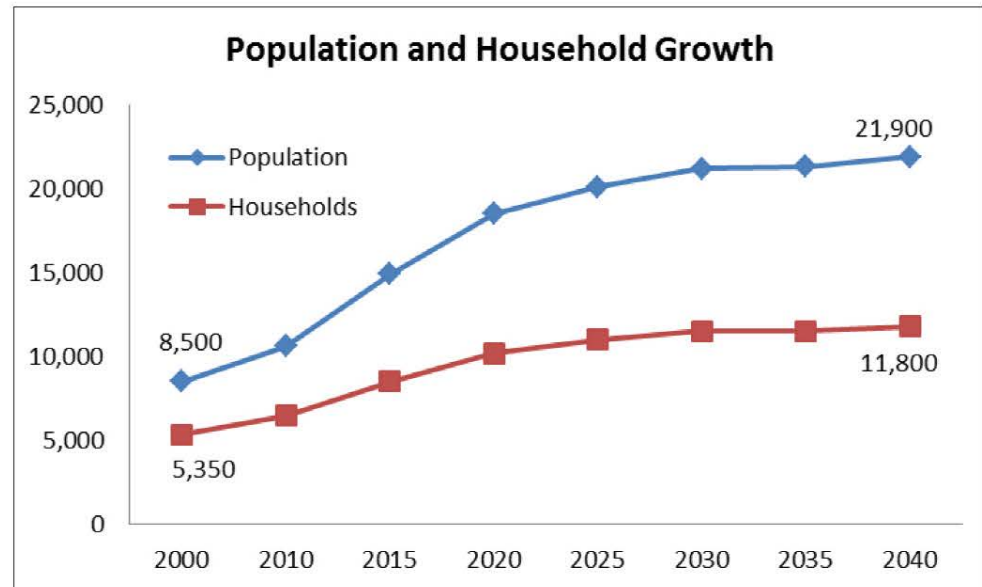
1. Accommodate projected growth over the next 20 years.
2. Increase density for Commercial/ Residential zones across the Sector Plan by approximately 20%.
3. Incentivize redevelopment with greater increase in density beyond 20% in the Established Centers.
4. Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.



1. Accommodate projected growth over the next 20 years.

- 14,200 jobs*
- 5,300 households*

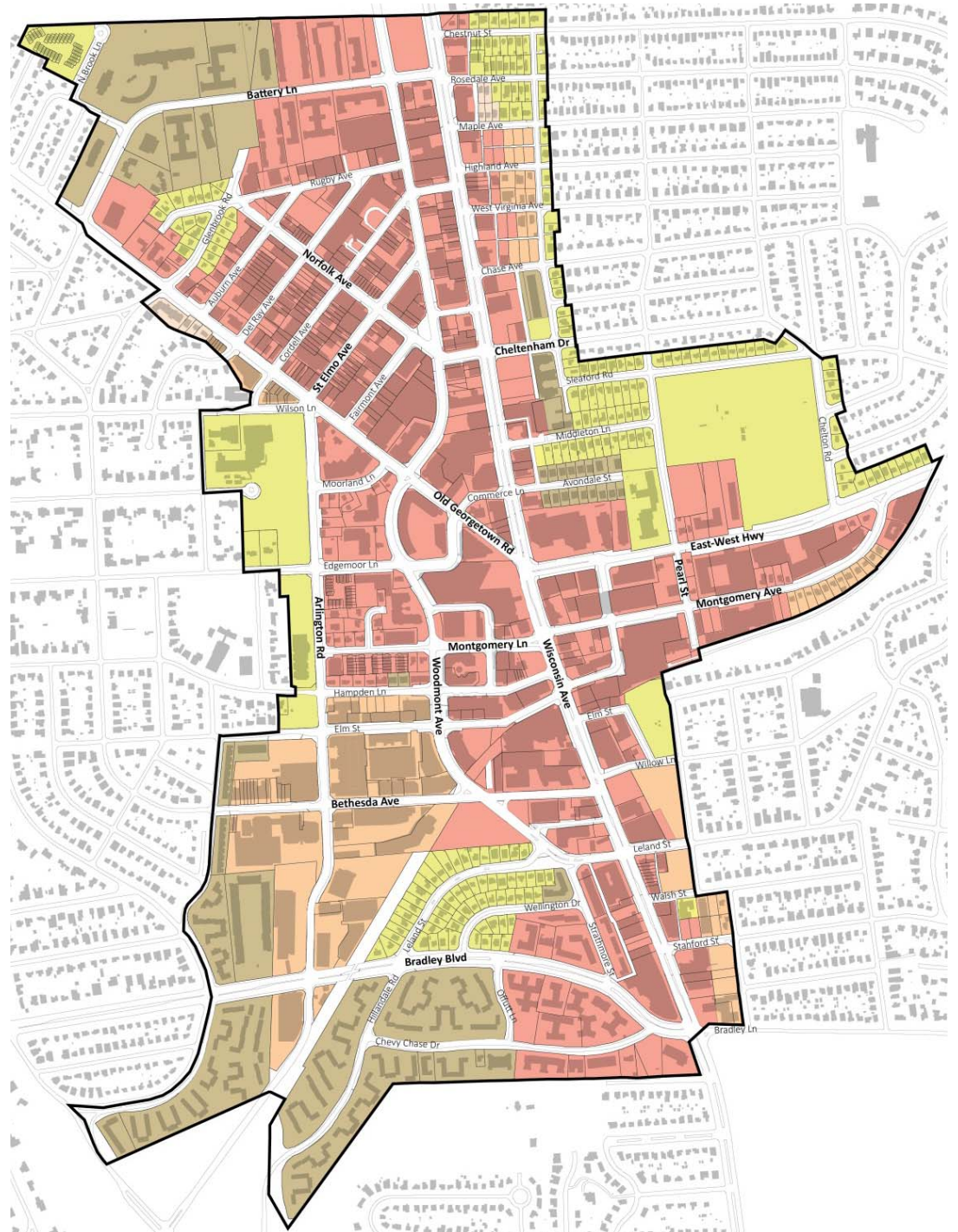
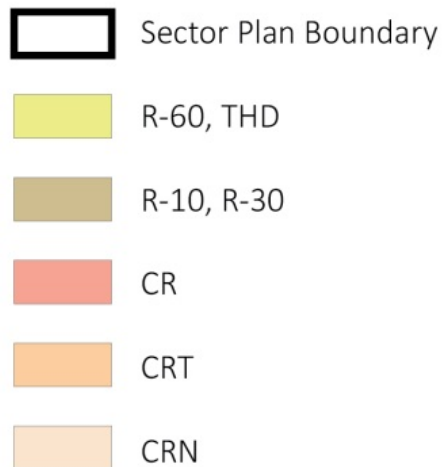
* Forecasted Growth 2010-2040 (Council of Governments Cooperative Forecast 8.2)



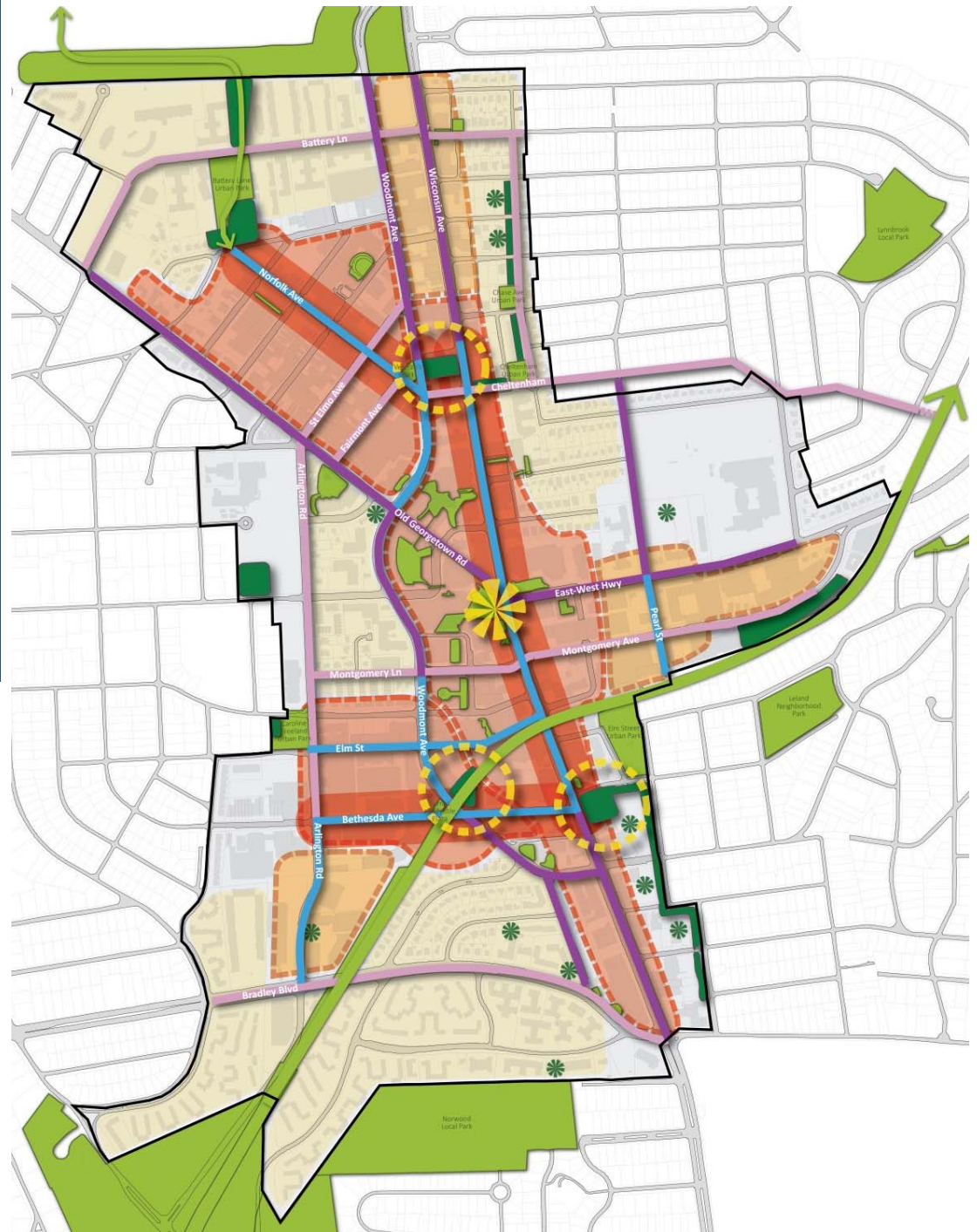
Forecast Summary (2010 to 2040)

	2010			2040			2010 to 2040 Growth			Percentage Change		
	Bethesda		County	Bethesda		County	Bethesda		County	Bethesda		County
	Downtown Plan	Study Area		Downtown Plan	Study Area		Downtown Plan	Study Area		Downtown Plan	Study Area	
Population	10,600	30,400	972,600	21,900	45,000	1,203,000	11,300	14,600	230,400	107%	48%	24%
Households	6,500	13,900	361,000	11,800	20,300	460,200	5,300	6,400	99,200	82%	46%	28%
Employment	37,700	65,600	510,300	51,900	81,500	715,100	14,200	15,900	204,800	38%	24%	40%

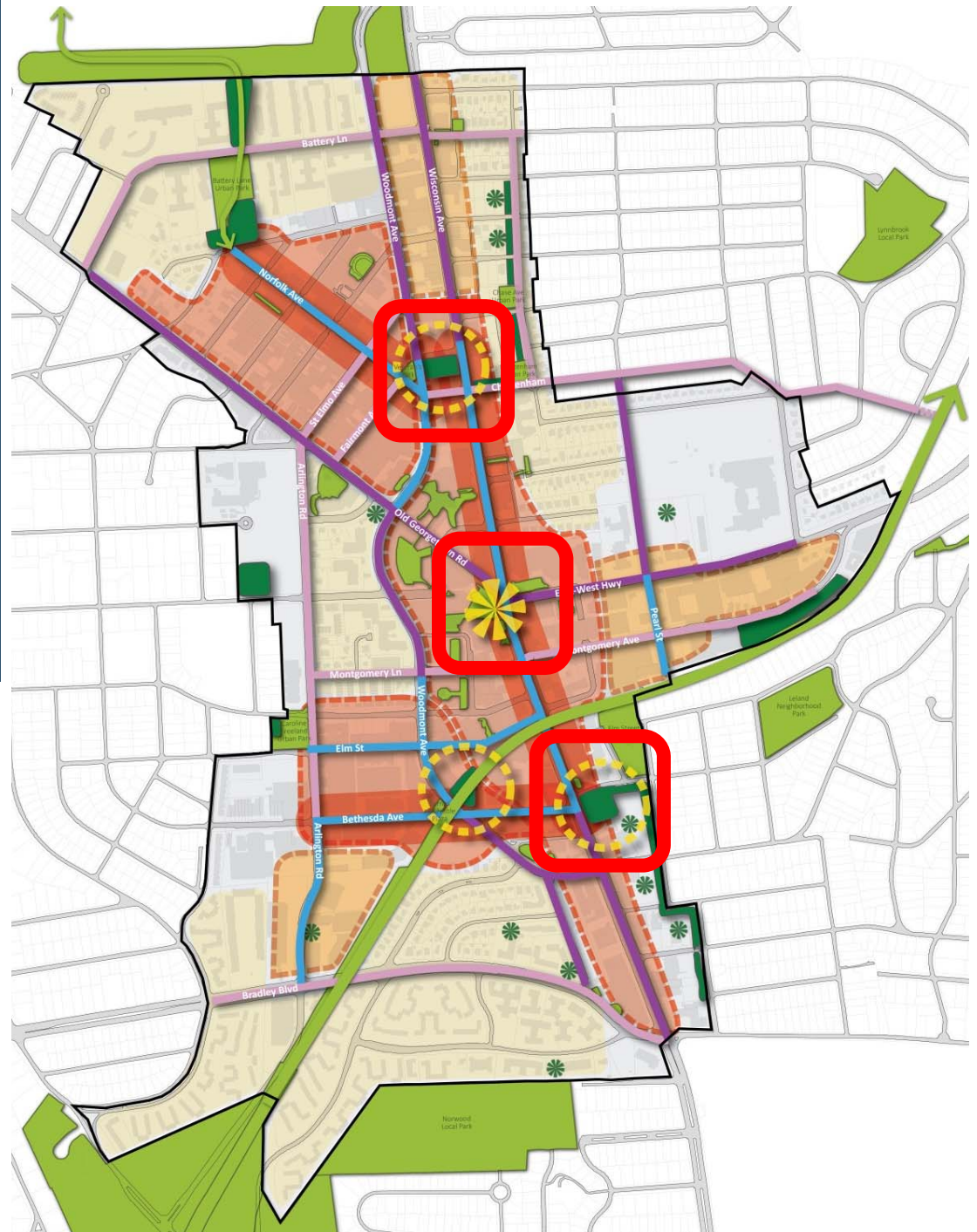
2. Increase density for Commercial/Residential zones across the Sector Plan by approx. 20%.



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

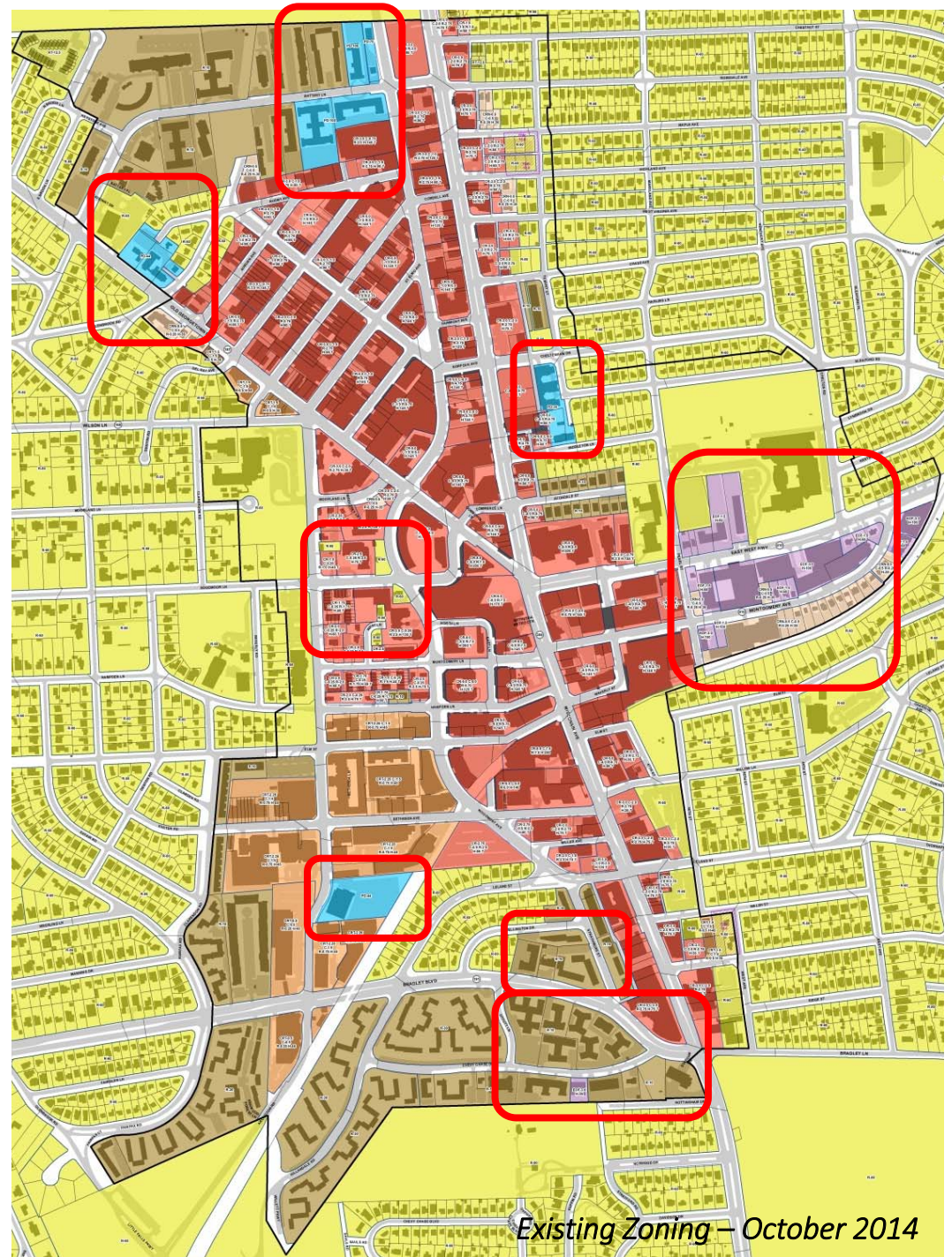


3. Incentivize redevelopment with greater increase in density beyond 20% in the Established Centers.



4. Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

- Rezoned to Commercial/Residential zone
- Increased density by approximately 20%



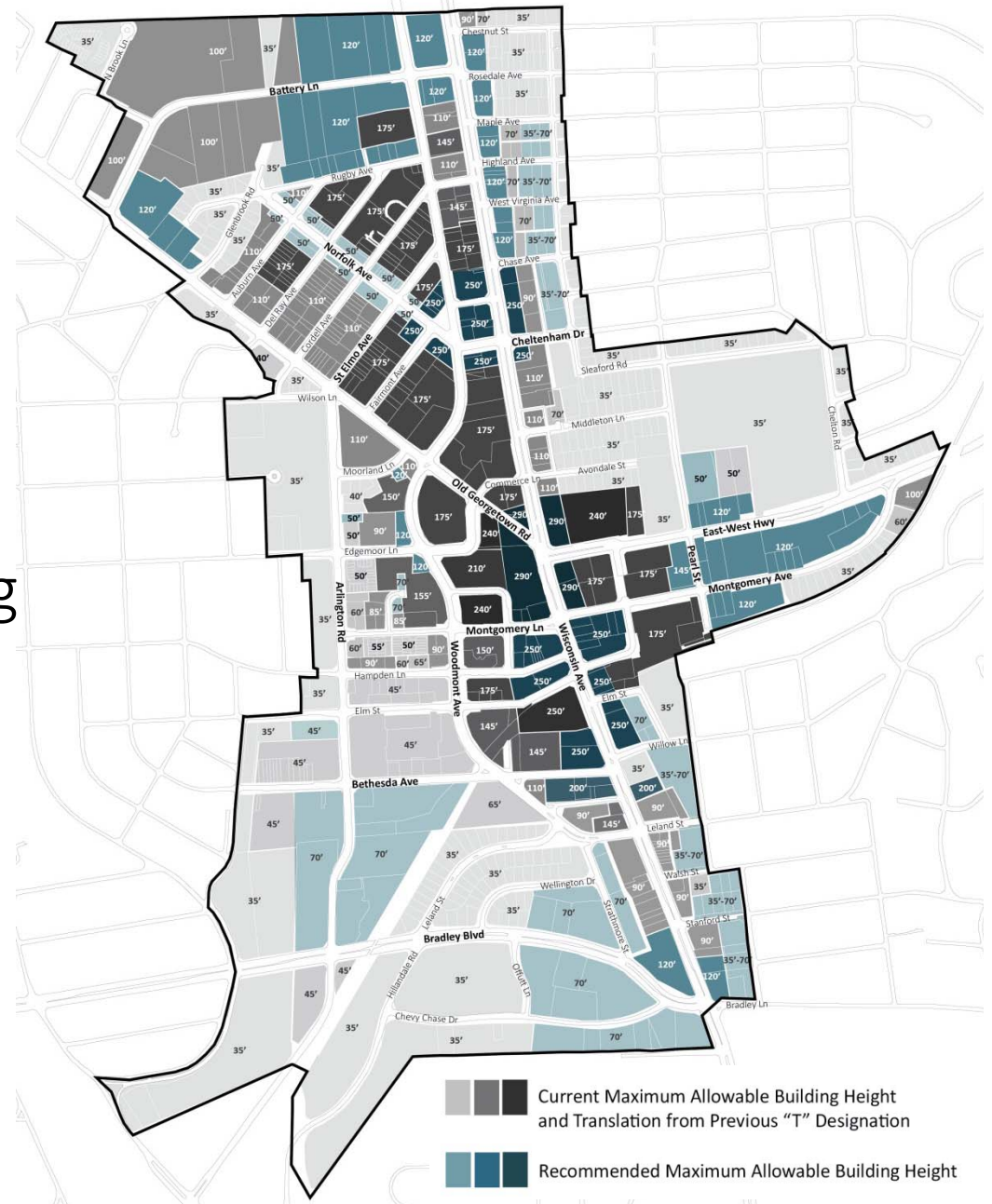
4. Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

- 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

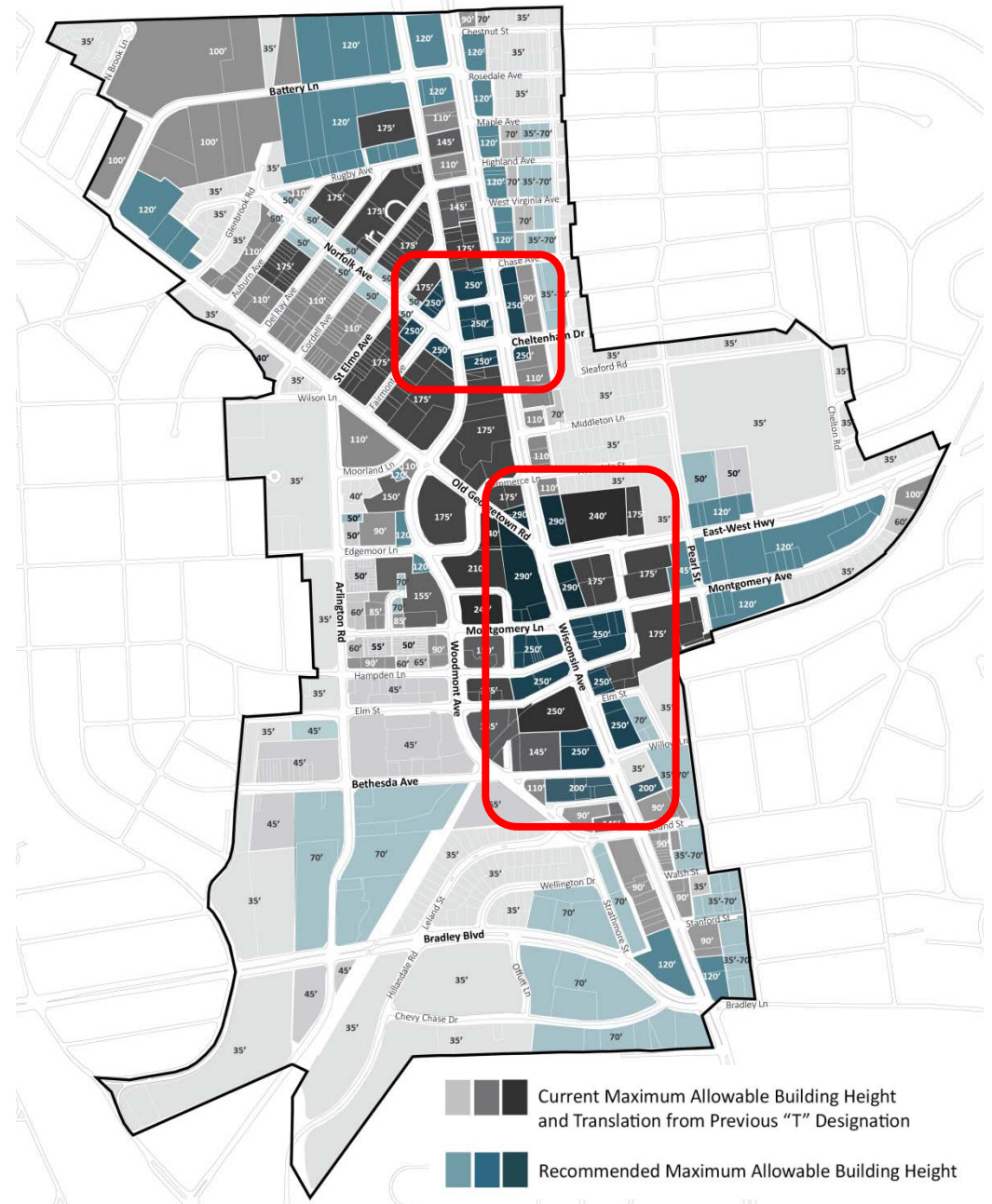


Urban Form

Target building height increases:

- Symbolic Center and Civic Gathering Spaces

200-290 ft.

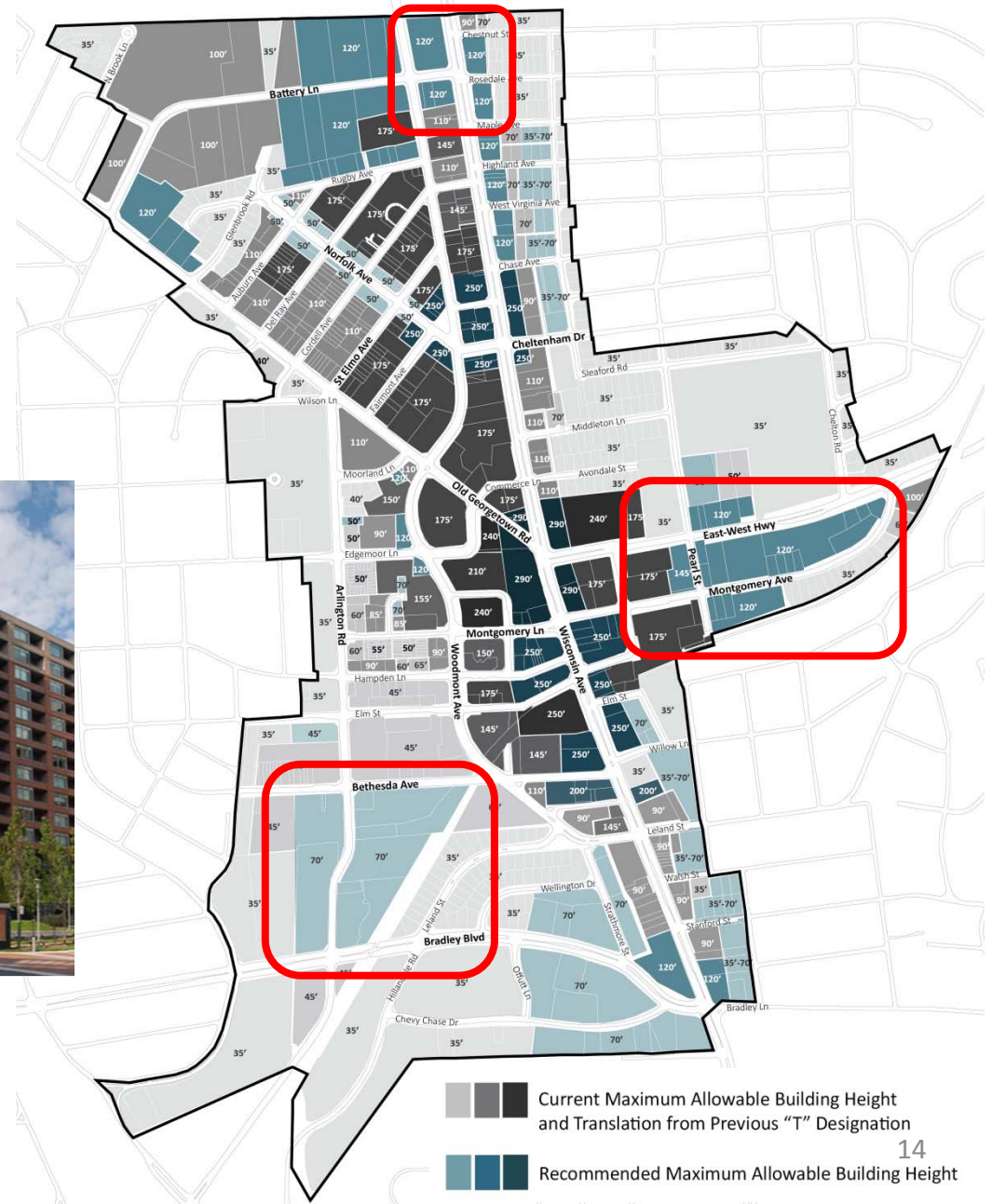


Urban Form

Target building height increases:

- Expanded/Emerging Centers of Activity

70-145 ft.

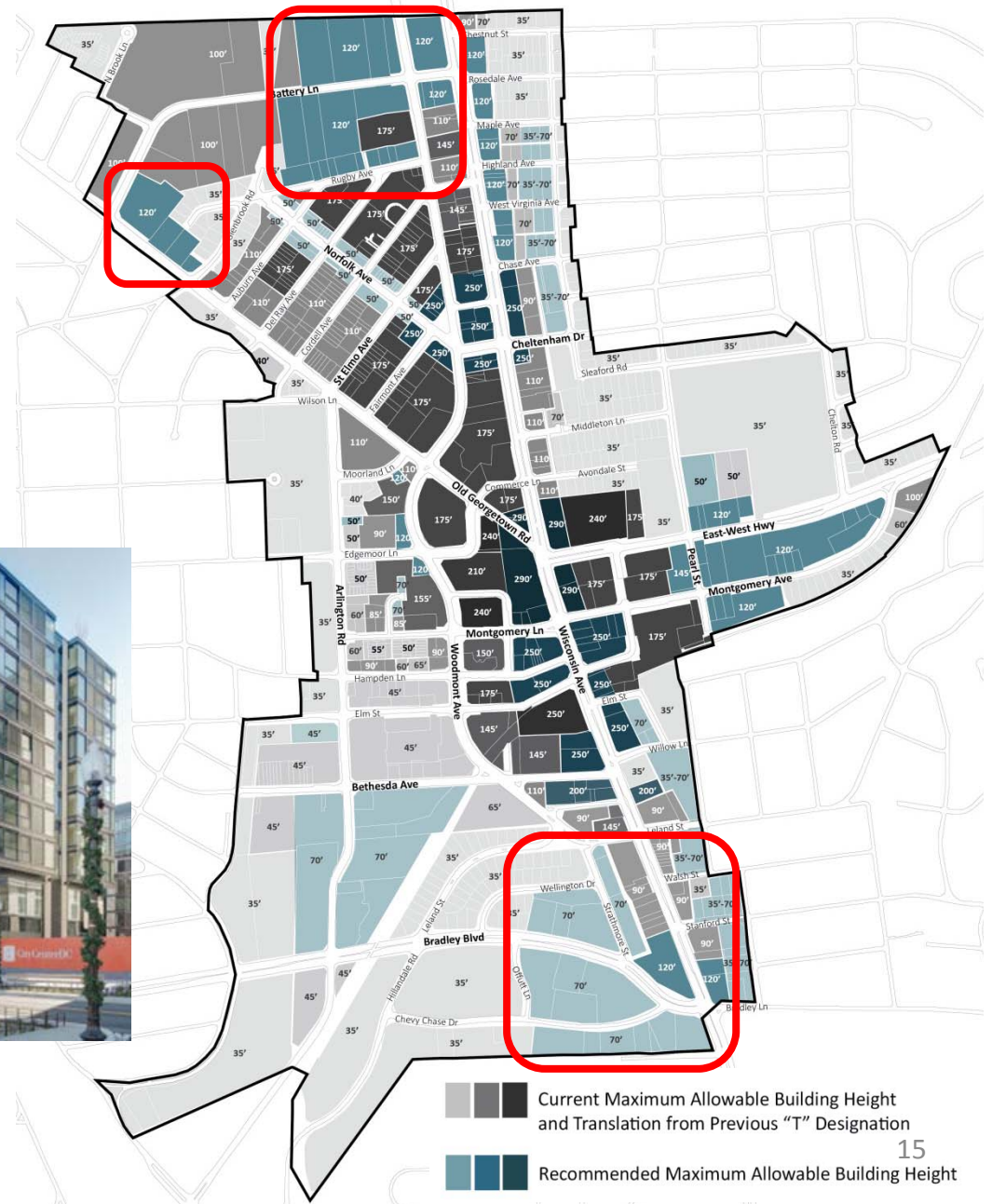


Urban Form

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.

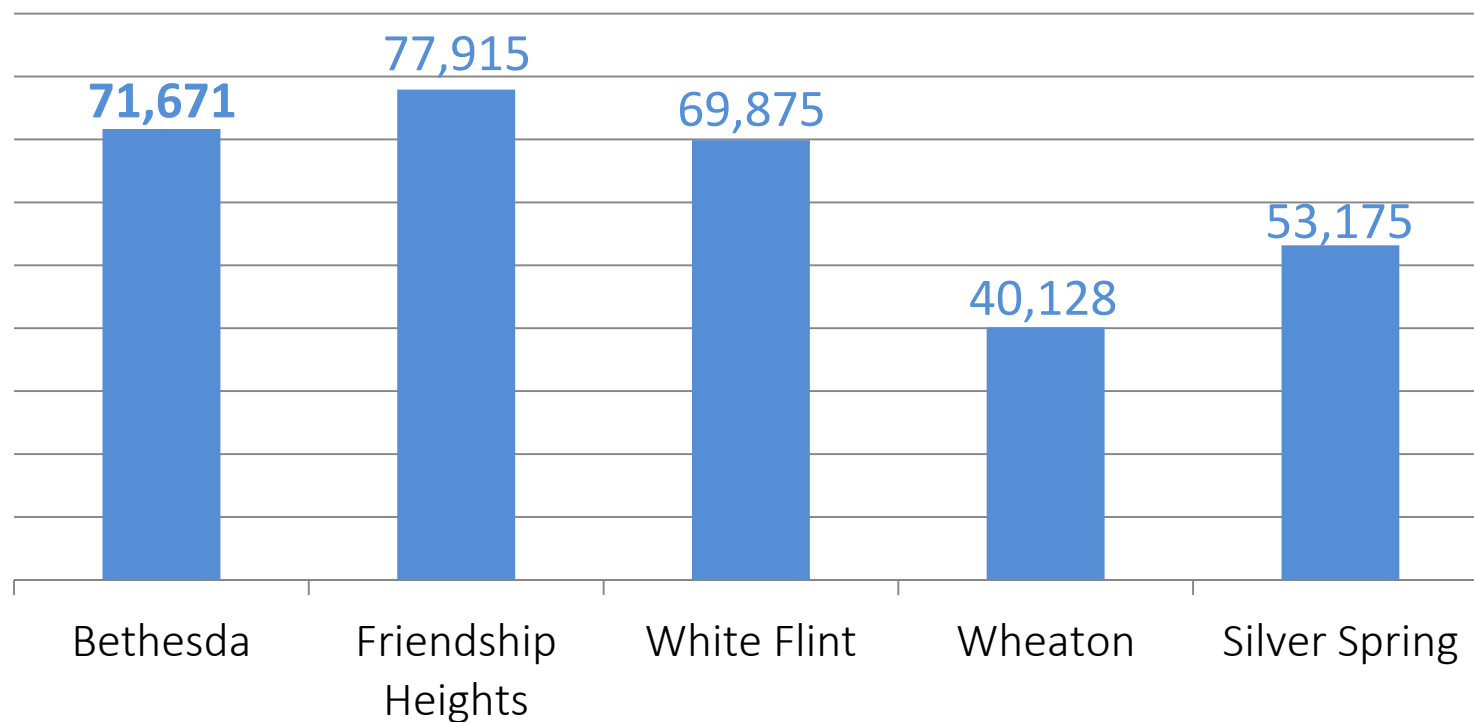
- Norfolk Avenue
- Eastern Greenway
- Edge districts/transition areas



Comparisons to other urban areas in the County

	Bethesda	Friendship Heights	White Flint	Wheaton	Silver Spring
Acreage of Planning Area	451.51	112.68	433.63	484.10	384.23
Sector Plan Vision Buildout (sf)	32,360,276	8,779,100	30,300,000	19,425,849	20,431,500
Nonresidential	16,210,321	3,633,400	12,900,000	7,665,849	11,521,500
Residential	16,149,955	5,145,700	17,400,000	11,760,000.00	8,910,000
Residential Units	18,220	4,490	14,500	9,408	8,100
Vision Buildout (sf/acre)	71,671	77,915	69,875	40,128	53,175

Vision Buildout Comparison (sf/acre)



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



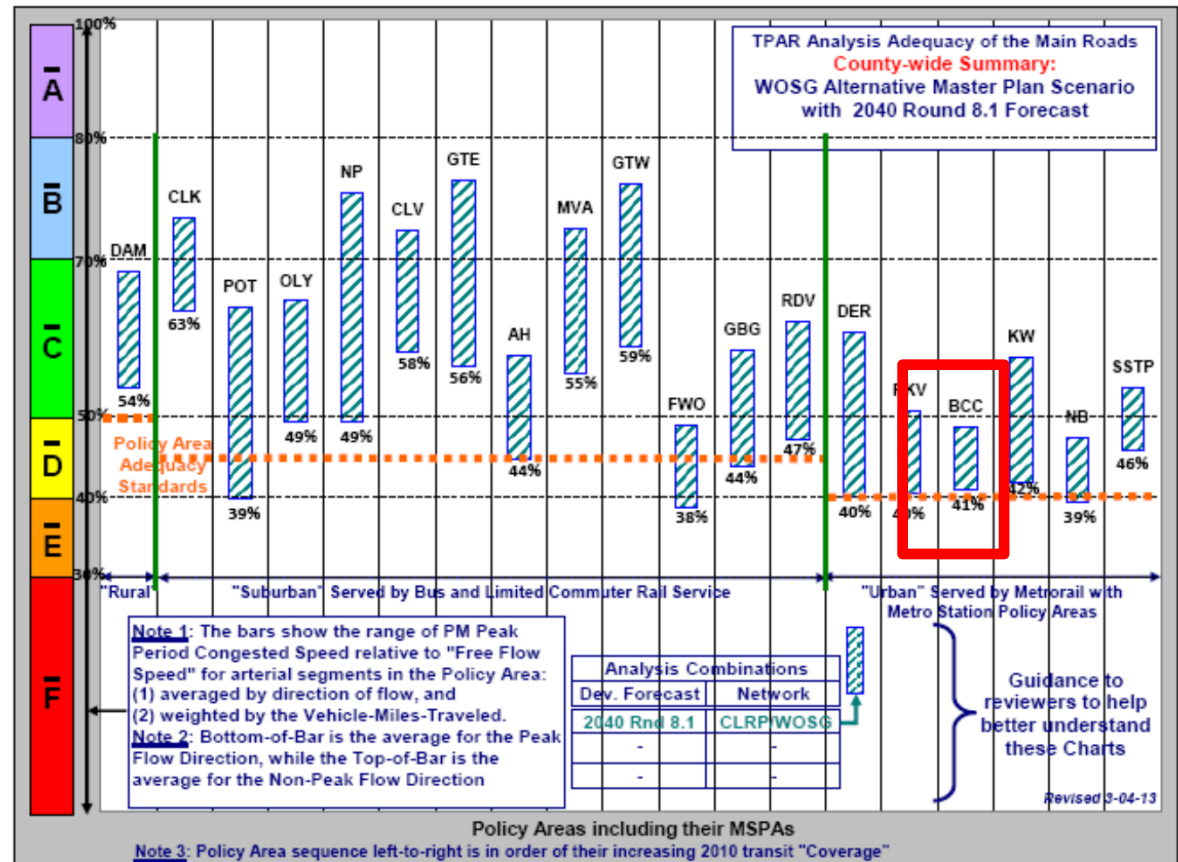
Transportation Analysis

Traffic Analysis

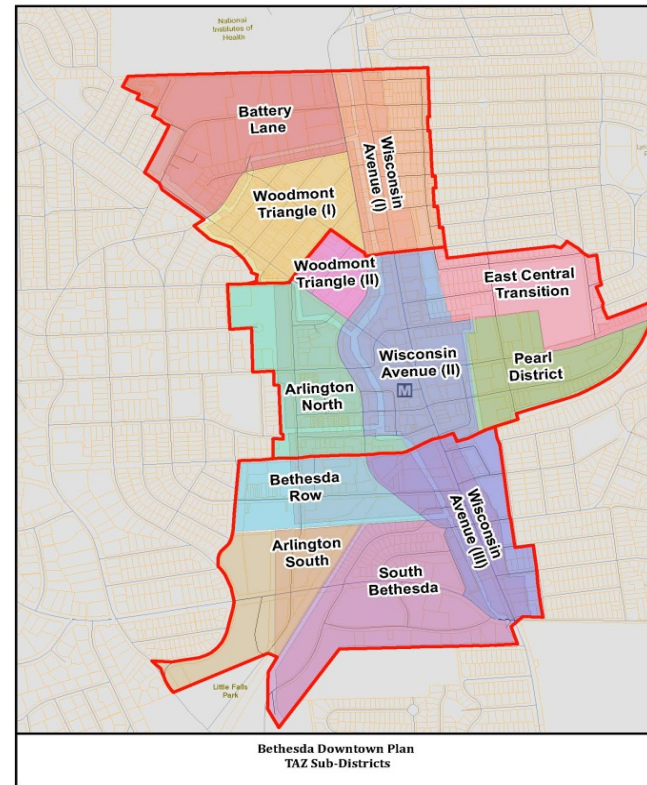
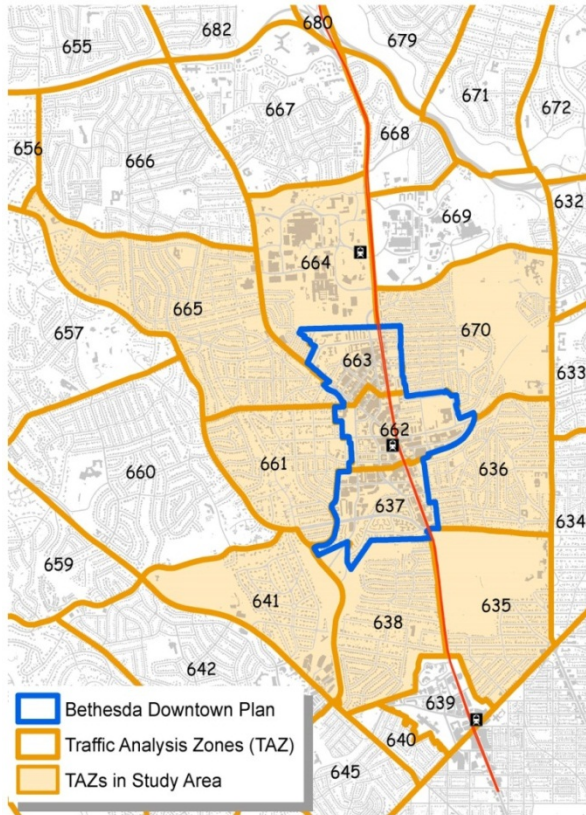
- Adequate transportation capacity for 2040 land use vision
- Congestion associated with two-way street conversion and the Arlington Road “Road Diet”.
- Potential mitigation outside plan area:
 - Rockville Pike/ Cedar Lane
 - Bradley Boulevard/ Huntington Parkway
 - Connecticut Avenue/ East-West Highway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

TAZ	Households	Population			Employment				
		Household	Group Quarters	Total	Industrial	Retail	Office	Other	Total
637	6,371	14,791	0	14,791	369	3,503	6,105	465	10,442
662	6,093	11,433	16	11,449	31	3,171	28,510	801	32,513
663	5,492	10,442	106	10,548	26	2,077	3,693	609	6,405
Total	17,956	36,666	122	36,788	426	8,751	38,308	1,875	49,360

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

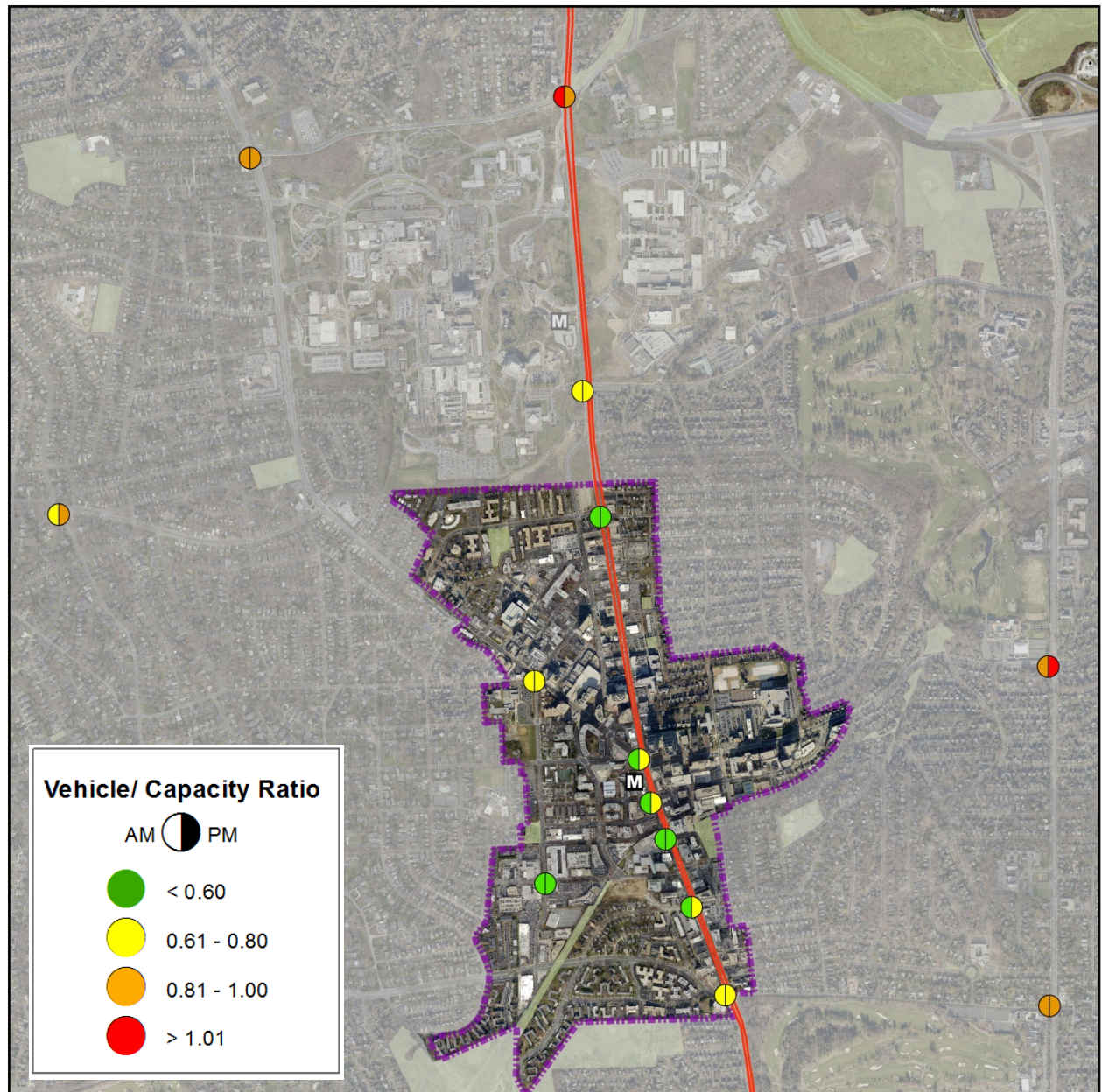
Congested Intersections

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.



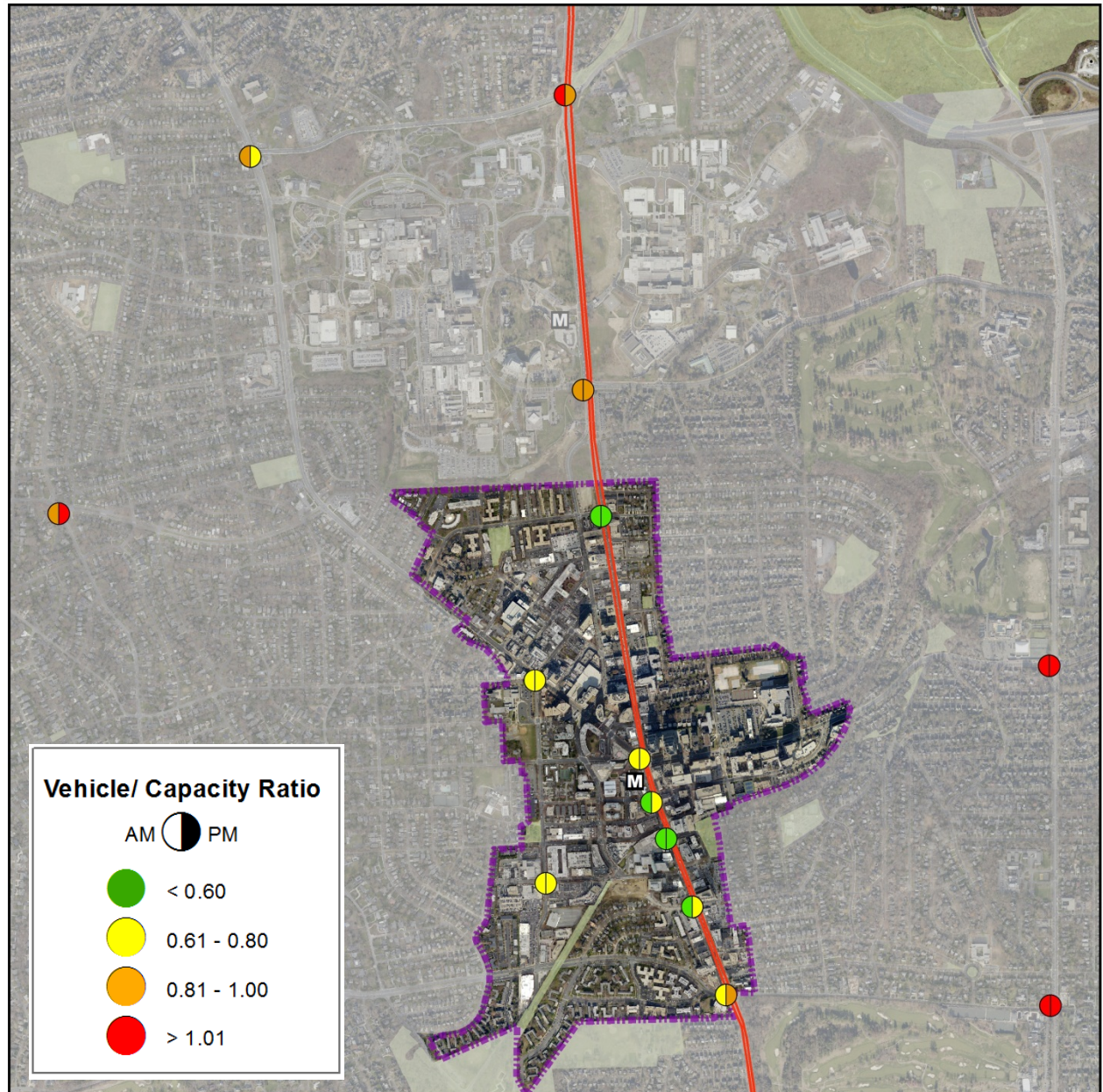
2040 Land Use Vision Traffic Congestion

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.



2040 Land Use Vision with Concept Improvements

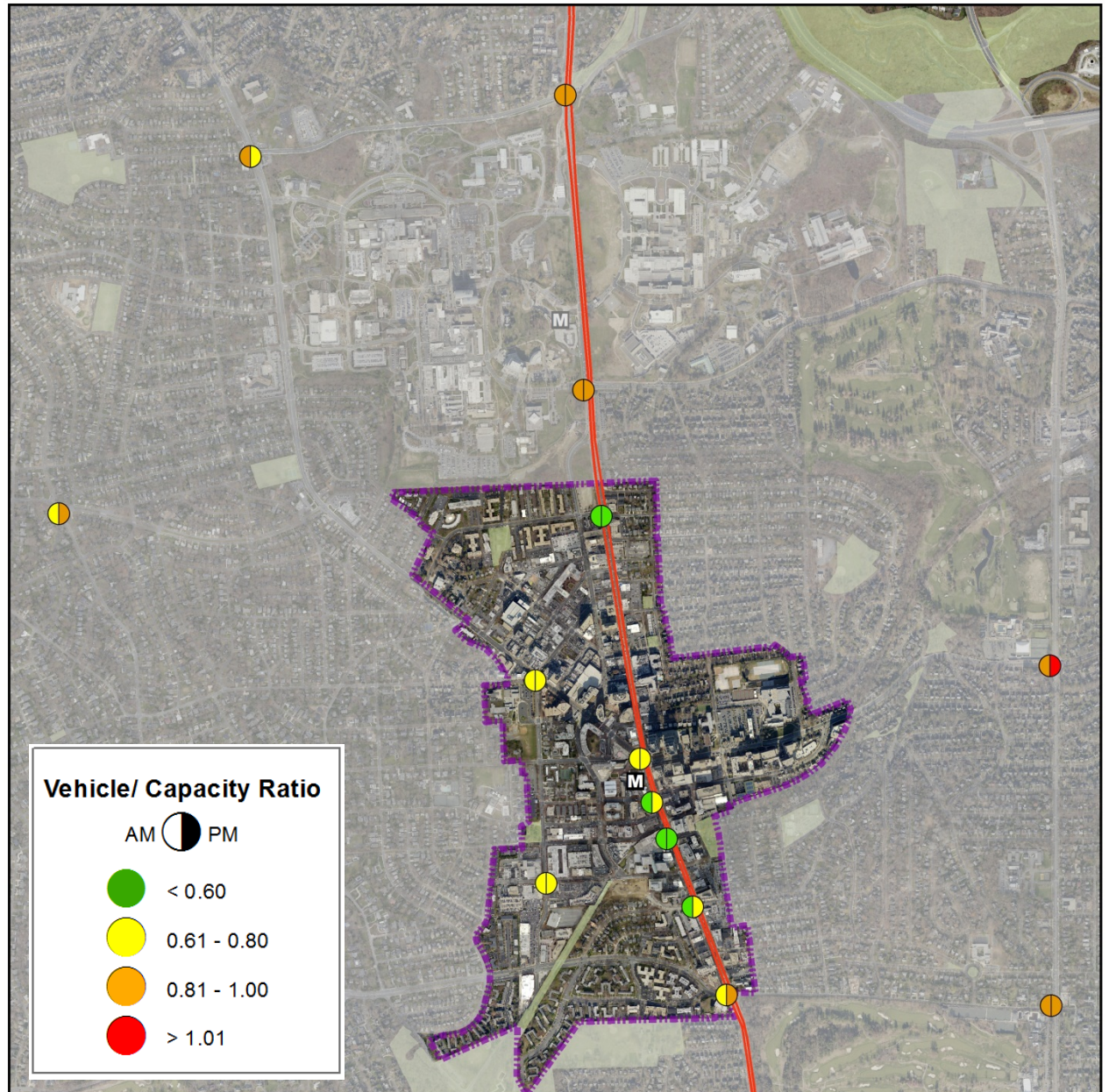
Assumptions

- 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.



2040 Land Use Vision with Roadway Scenarios

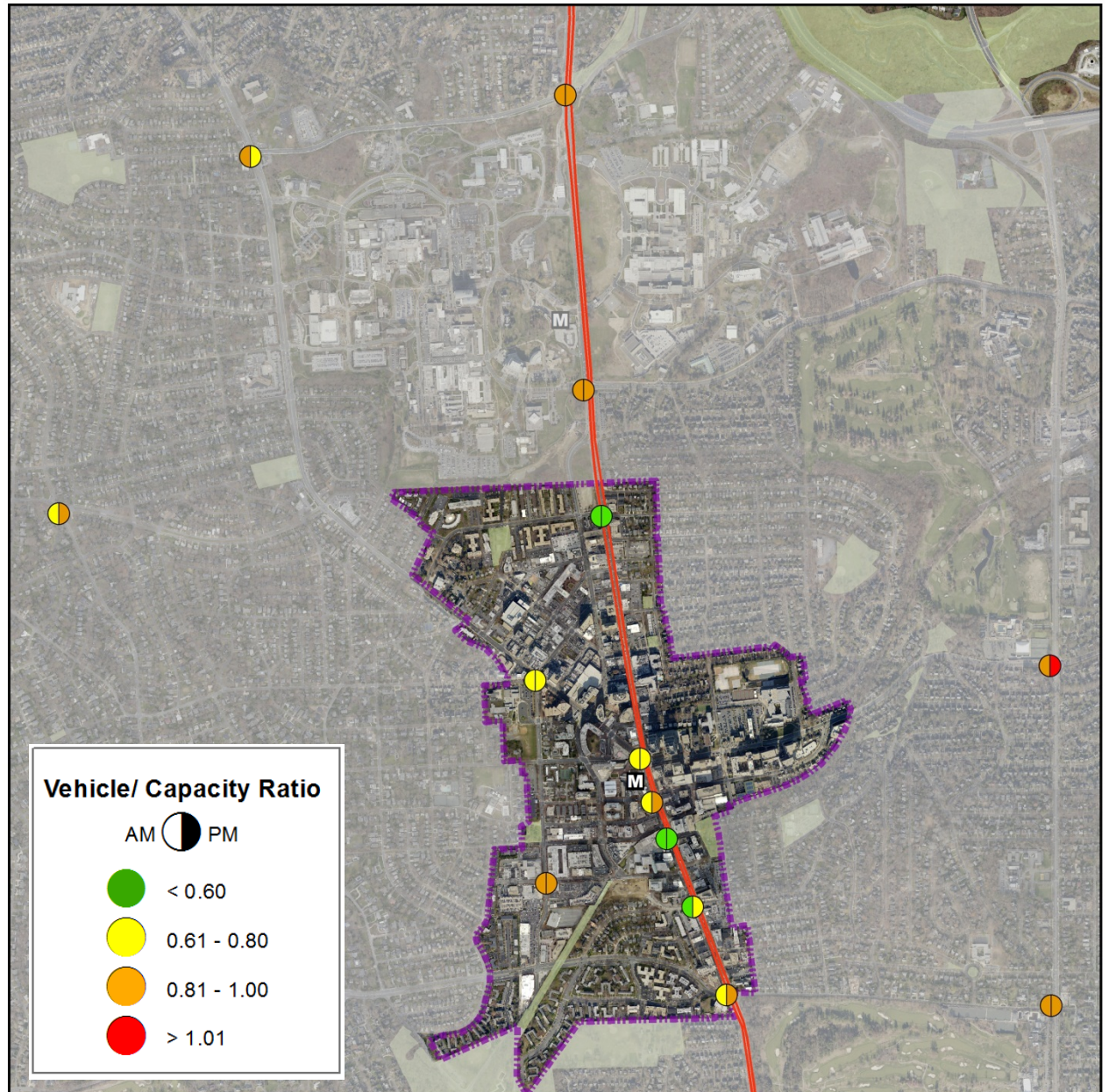
Assumptions

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.



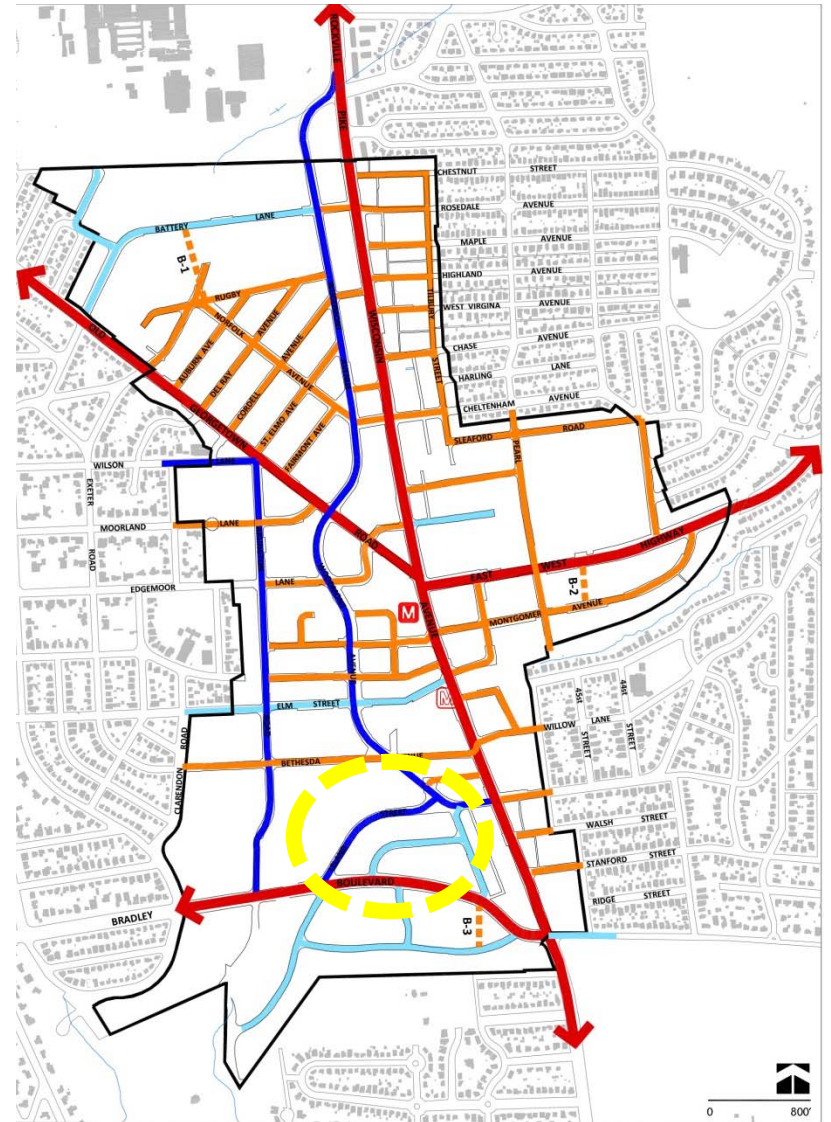
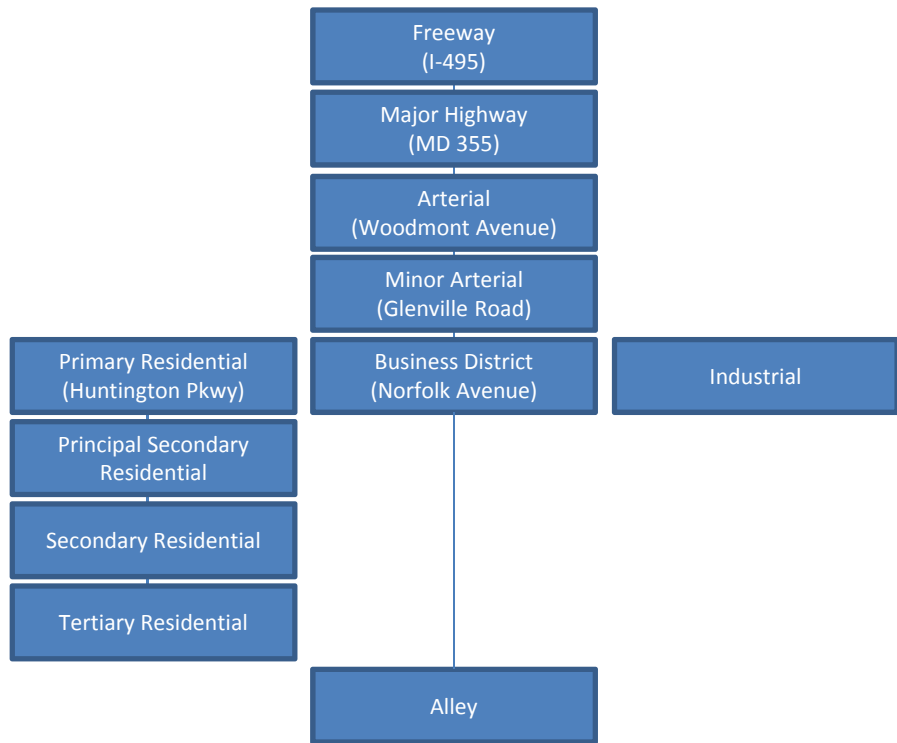
Battery Lane Connector

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

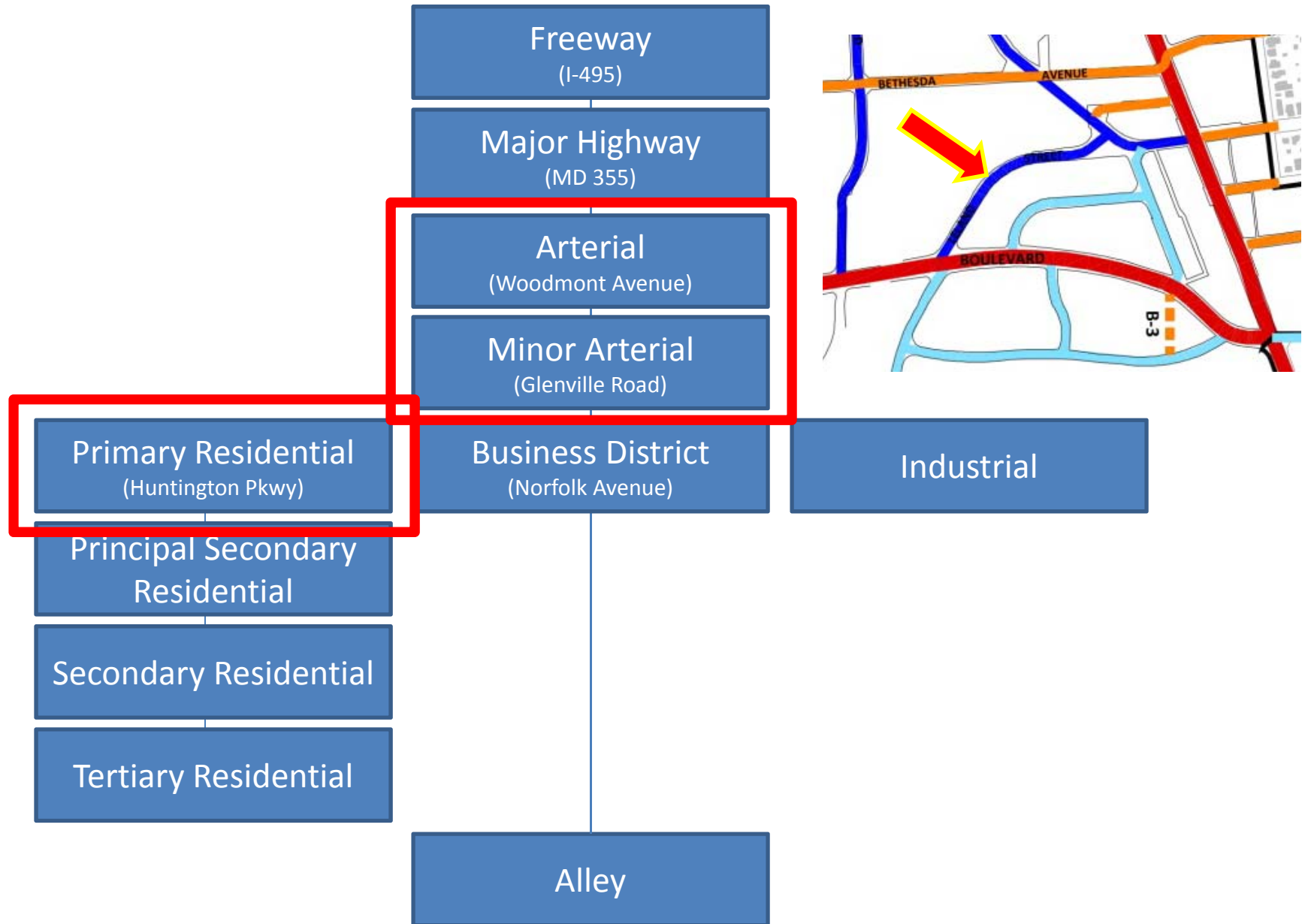


Functional Classification

Functional Classification of Streets



Functional Classification



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



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, being used as a middle school, such as Tilden Middle School, which will be relocated in 2019.

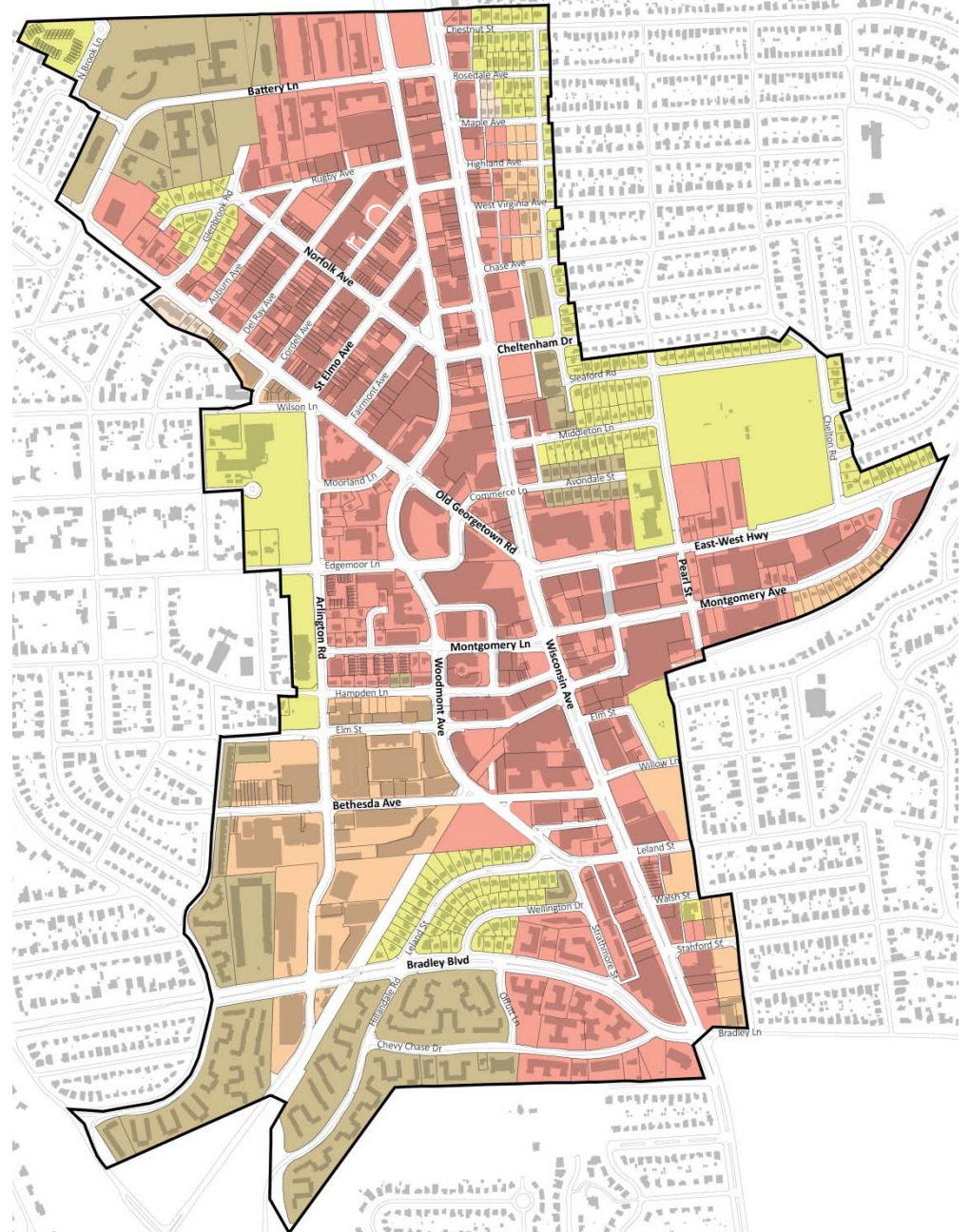


Implementation

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

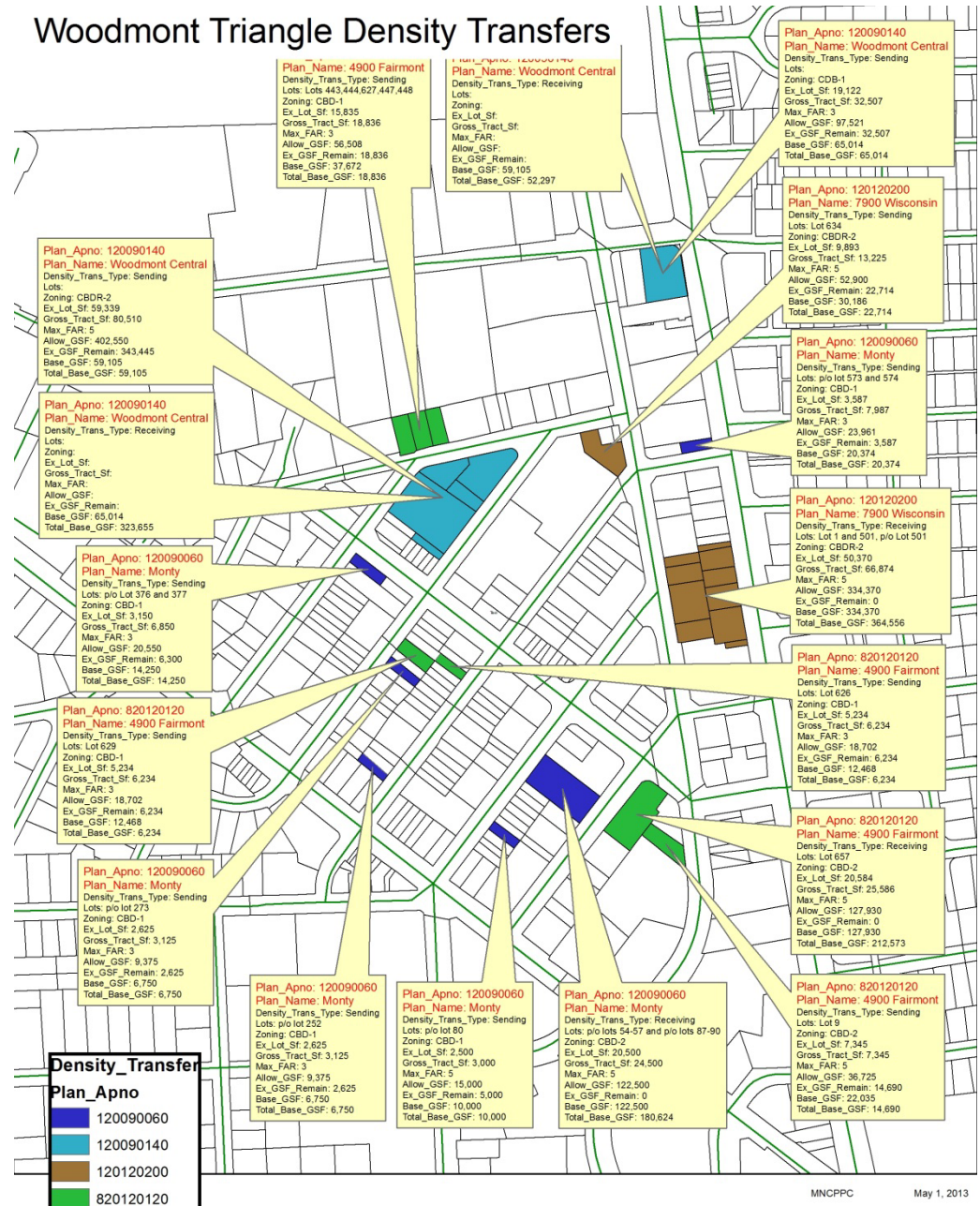
Implementation Strategy

- 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.



Woodmont Triangle Density Transfers

- Density averaging is an 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.

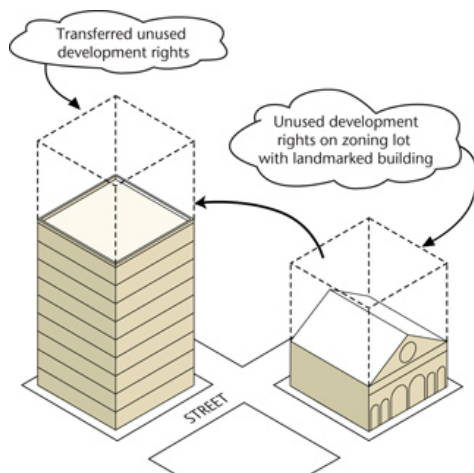


Implementation Strategy

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

Priority Sending Sites

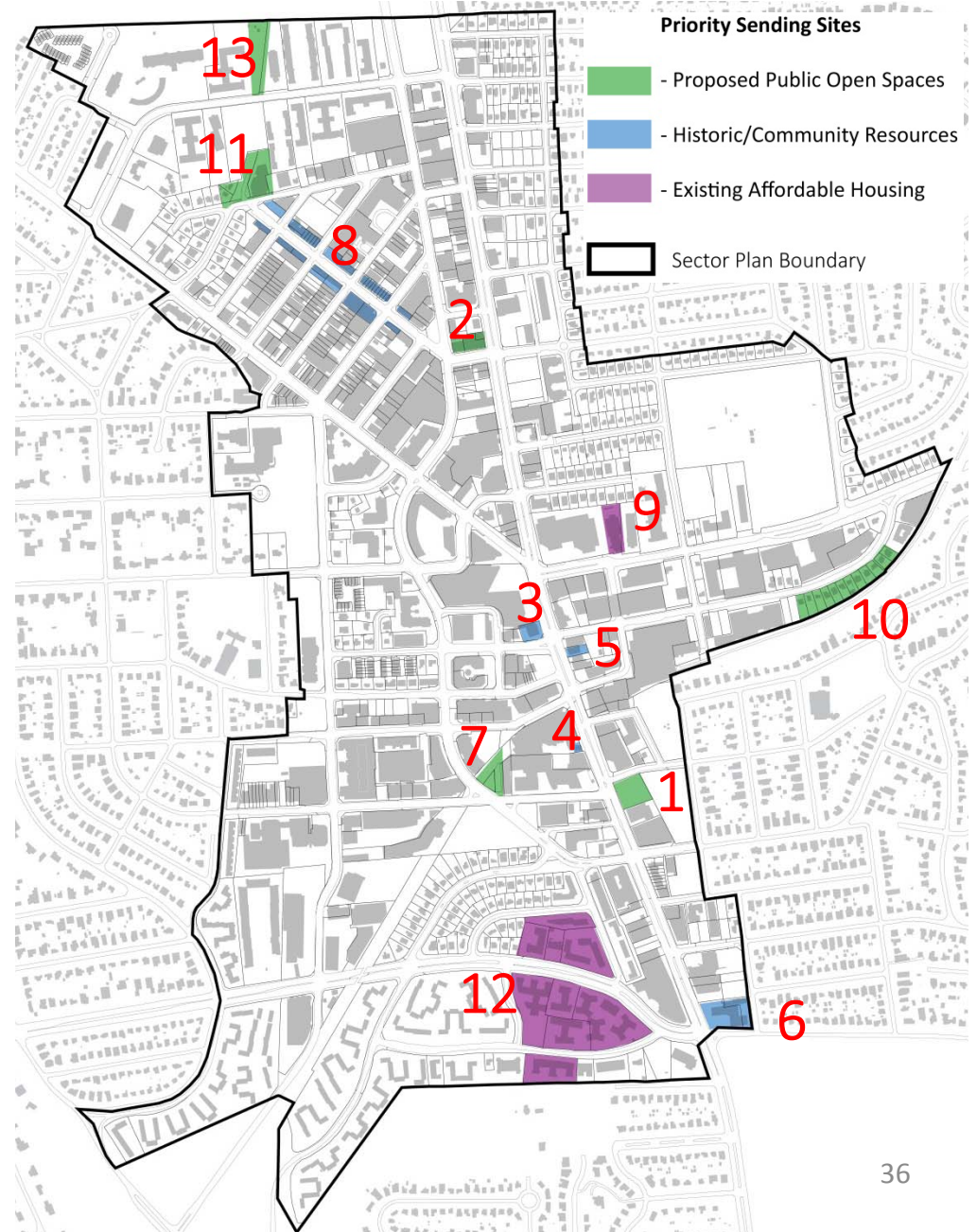
- Proposed Public Open Space
- Historic Resources/Landmarks
- Existing Affordable Housing



Implementation Strategy

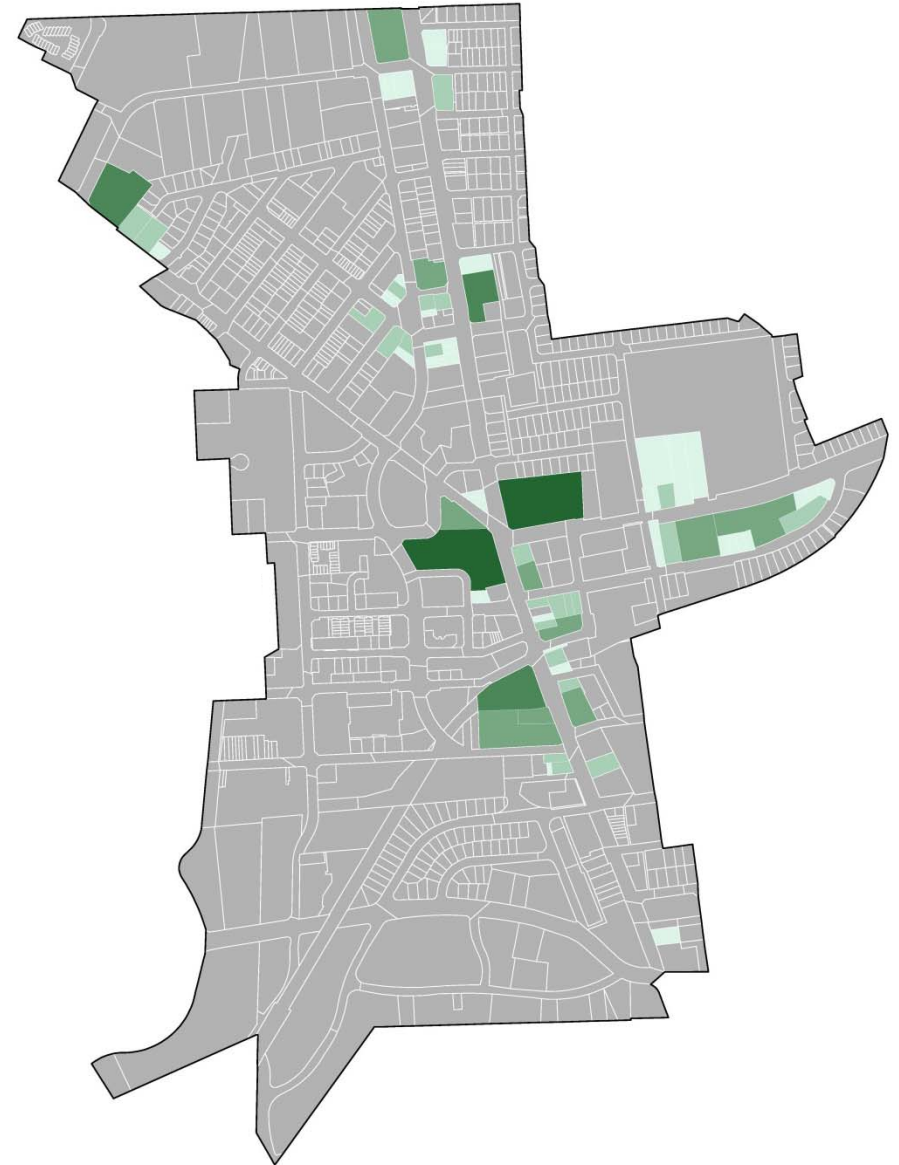
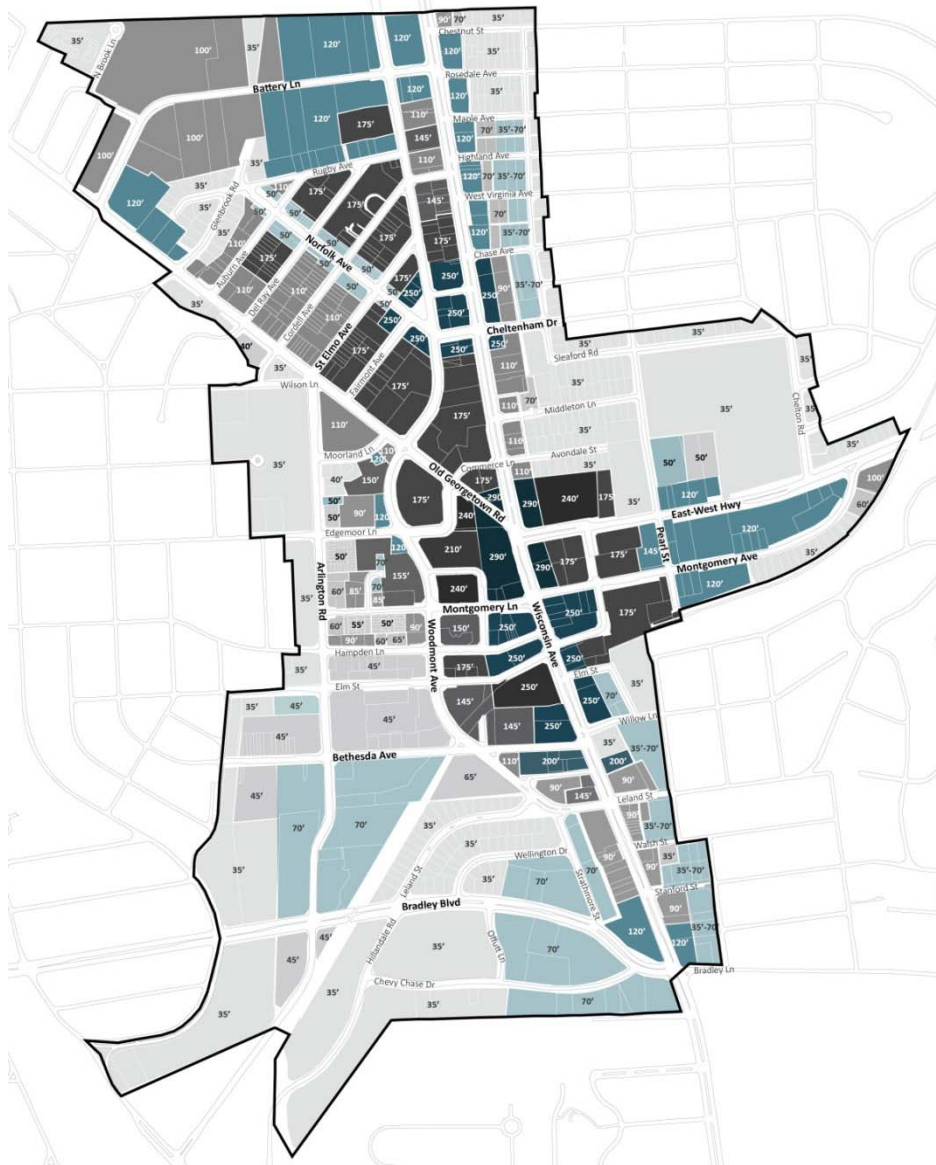
- 1 Farm Women's Market
- 2 Union Hardware Site
- 3 Old Post Office
- 4 Wilson Store
- 5 Brooks Photography
- 6 St. John's Episcopal Church
- 7 Empty lot across from Barnes & Noble
- 8 Norfolk Avenue
- 9 Waverly House
- 10 Single Family lots along the Capital Crescent Trail
- 11 Lot south of Battery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

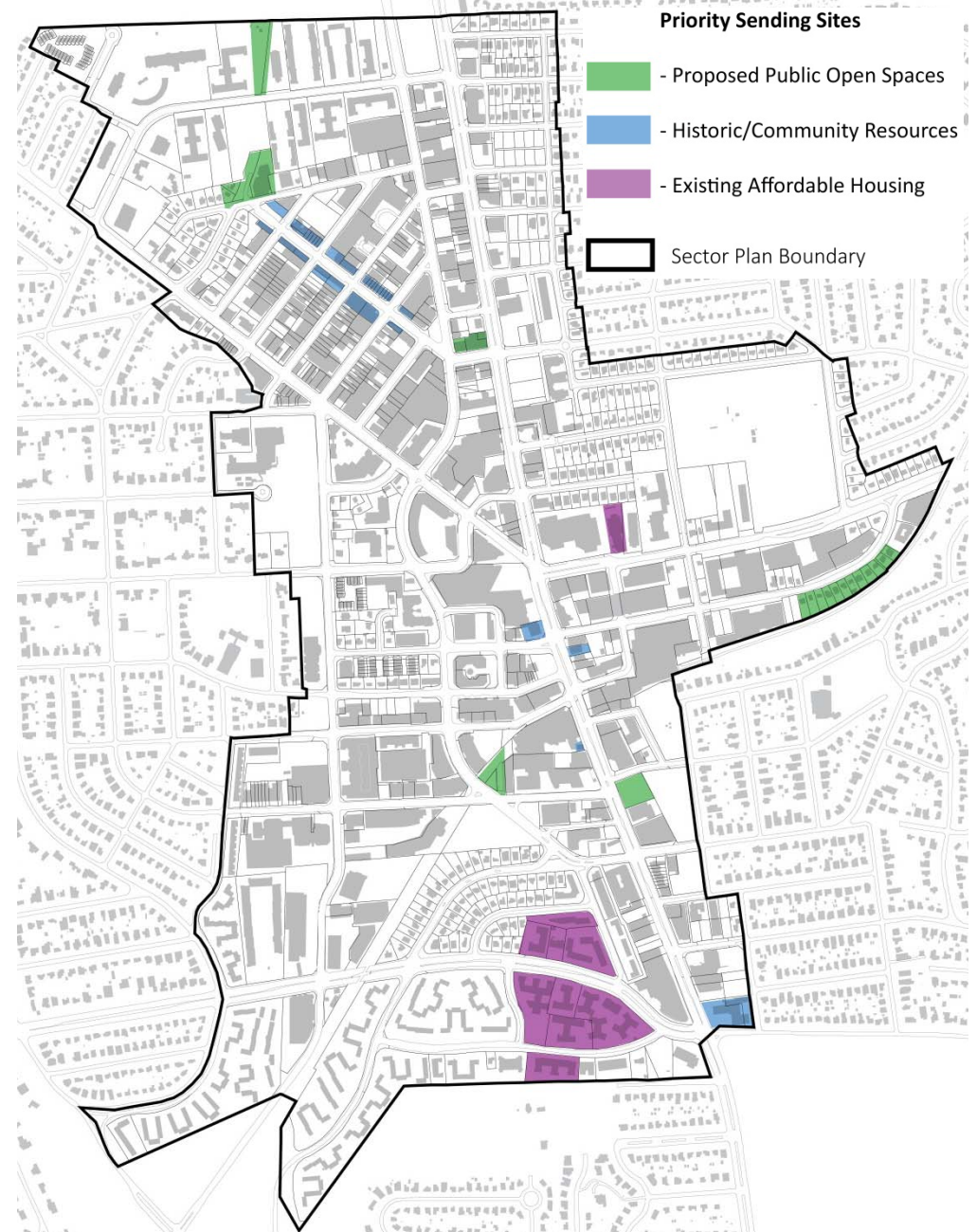
Building Height and Potential Receiving Areas



Implementation Strategy

Incentives:

- Transfer density beyond the existing $\frac{1}{4}$ 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.
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- Provide Direction on the Functional Classification of Leland Street.
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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Building Heights in Bethesda

55ft

The Flats (Lot 31)



60ft

7001 Arlington at Bethesda



Building Heights in Bethesda

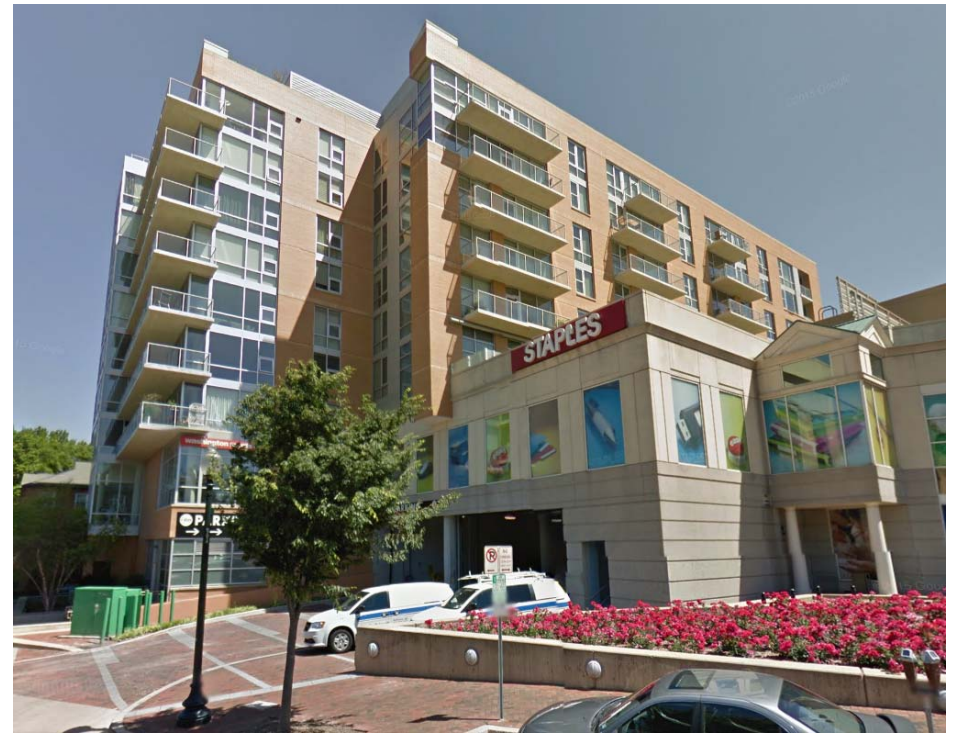
90ft

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

