



BETHESDA

D O W N T O W N P L A N

Property Owners' Forum

October 29, 2014

E-mail your questions for presenters *during the live presentation* to
BethesdaDowntownPlan@montgomeryplanning.org



Property Owners' Forum October 29, 2014

http://montgomeryplanning.org/community/bethesda_downtown/projects.shtm



Property Owners' Forum

October 29, 2014

9:00 A.M.

- 7121 Wisconsin Avenue
- Union Hardware
- Fire Station #6
- Euro Motorcars
- Christ Lutheran Church

10:00 A.M.

- 4300 East-West Highway
- Brookfield @Metro Plaza
- Clark Enterprises-Adjacent to Metro Plaza

E-mail your questions for presenters during the live presentation to BethesdaDowntownPlan@montgomeryplanning.org



Property Owners' Forum
October 29, 2014

7121 Wisconsin Avenue

Columbia Realty Venture LLC
Bernstein Management Co.

Represented By
Robert Sponseller
Shalom Baranes Associates

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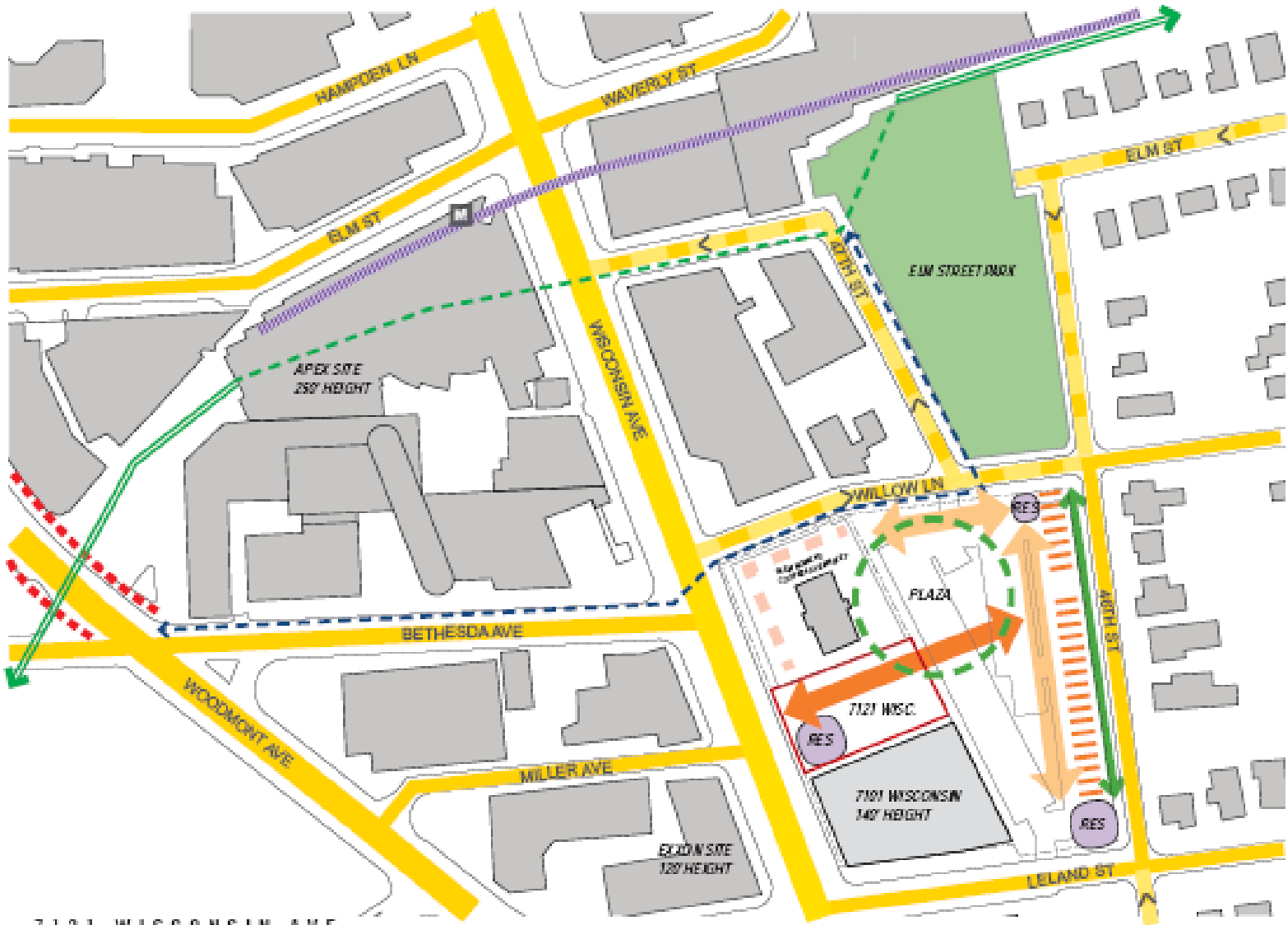


7121 Wisconsin Avenue Location



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CONCEPTUAL SITE PLAN

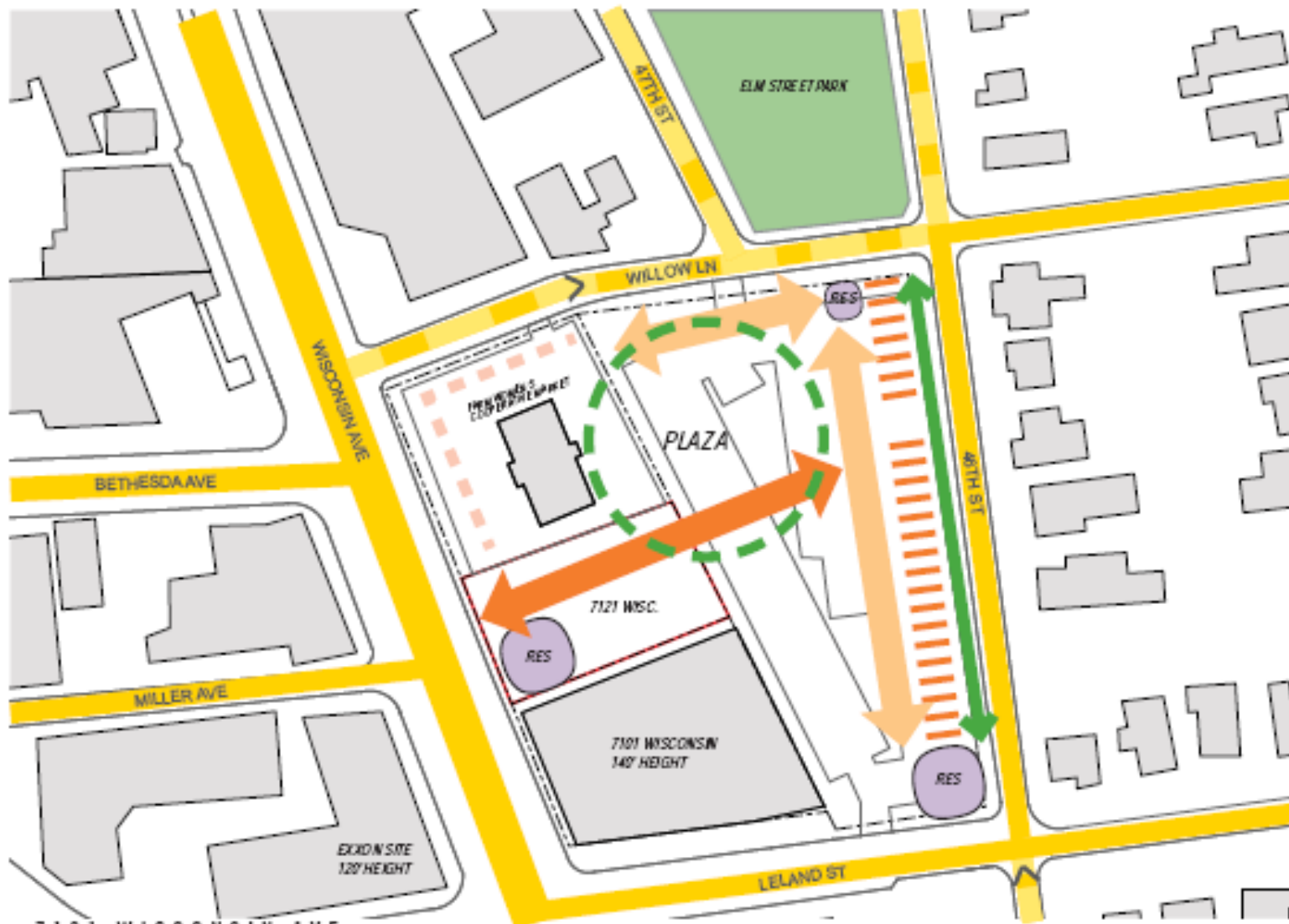


LEGEND	
	BETHESDA ROW
	CAPITAL CRESCENT TRAIL
	CCT (FUTURE)
	CCT SURFACE ROUTE
	PROPOSED PURPLE LINE
	RESIDENTIAL LOBBY
	POSSIBLE MARKET STALLS
	LOW RISE RESIDENTIAL
	LOW TO MEDIUM DENSITY RESIDENTIAL
	MEDIUM TO HIGH DENSITY RESIDENTIAL
	OPEN PUBLIC PLAZA
	GREEN SPACE/PUBLIC USE
	PROPERTY LINE
NOTE: OFFICE USE ALSO POSSIBLE ALONG WISCONSIN AVE	

7121 WISCONSIN AVE BETHESDA, MD

OCTOBER 2014

SITE DIAGRAM



LEGEND

- BETHESDA ROW
- CAPITAL CRESCENT TRAIL
- CCT (FUTURE)
- CCT SURFACE ROUTE
- PROPOSED PURPLE LINE
- RESIDENTIAL LOBBY
- POSSIBLE MARKET STALLS
- LOW RISE RESIDENTIAL
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NOTE: OFFICE USE ALSO POSSIBLE ALONG WISCONSIN AVE

7121 WISCONSIN AVE BETHESDA, MD

OCTOBER 2014

COLUMBIA REALTY VENTURE LLC 4000 Oldover Road, Bethesda, MD

shalom baranes associates architects



BETHESDA

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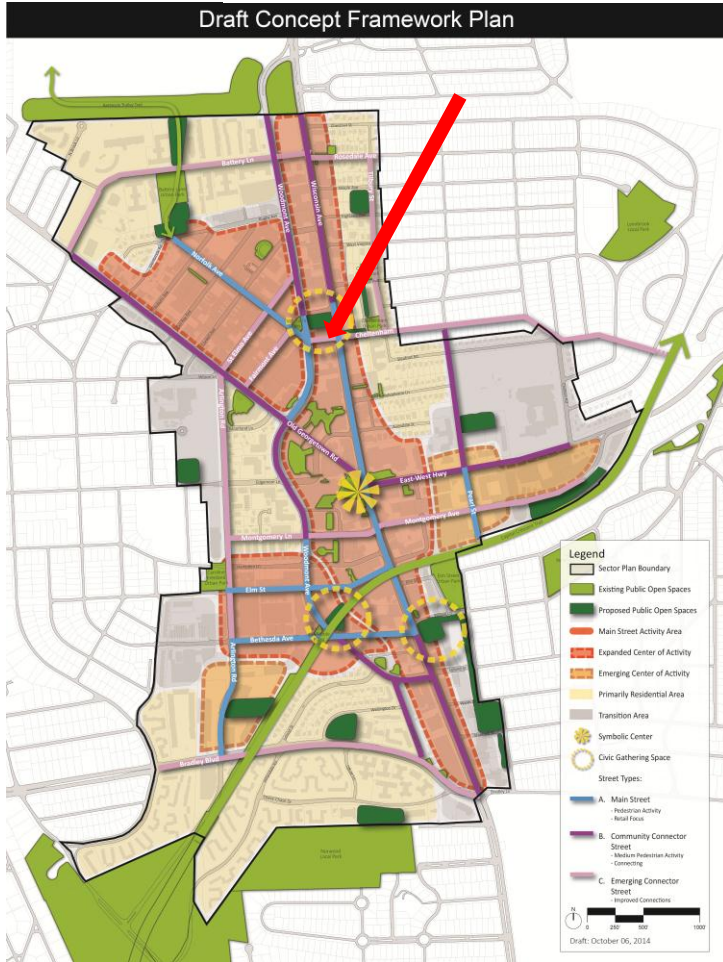
7800 Wisconsin Avenue
Union Hardware
Charles H Goldberg Family
Represented by:
David Goldberg



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Union Hardware Location



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BETHESDA
ART CENTER

Welcome to the

Bethesda Art Center

Our Vision:

It's easy to build another mixed use building. We want to do more than just that. Our goal is to give back to the community that has given us so much.

In reverse engineering this project, we started with the communities "wants and needs" first.

We listened to Park and Planning, Bethesda Urban Partnership, Bethesda Art and Entertainment board and community leaders. As we did this, our answer became clearer and as luck would have it, we had the best block in Bethesda to pull off all the goals that were presented to us. Now it's time to get the ball rolling.

www.BethesdaArtCenter.com

Park



The Norfolk Park at the Art Center will be a major new public feature.

The current wide sidewalk will be expanded another 30-40 ft to create a large open space. The existing road will remain a two way street but will be bricked with no curbs and use bollards to frame the roadway. This will allow the block to be easily closed to traffic on the weekends and for special events.

This new public space will include trees and flex space in the middle of the block to allow for public outdoor events.

Tables and chairs for the restaurants and diner will also provide a relaxed atmosphere in the heart of Bethesda.

The Art Center's 2nd floor exterior wall will open up to overlook the park allowing it to be used for concert staging.

Art Center Venue

A little something for everyone

1st Floor

Dining and Retail

Two art themed restaurants, one casual and one fine dining along the park (e.g. Picasso and Salvador Dali's) These two will have outside seating and will cater events within the building.

Other retail space to be determined.

Information Center

Bethesda has a lot to offer, but there is no strong information center. Art, Entertainment and Dining is spread all over Bethesda. This centrally located center will be a great help to tourist and businesses alike.

2nd & 3rd Floor

Art Center

Black Box Theater:

A 2 story flex space theater with movable stage and seating. It will be part of the Gallery when not used.

Dance Studio:

A large dance studio has been at this location for over 25 years. Some things should not change.

Music Studio:

A Music studio is needed to complete the elements of fine theater.

Recording Studio:

Available to record events in the building, the studio will also attract local and prestigious recording artists.

Artist and Workshop space:

Similar to Virginia's Torpedo Factory in some respects, this space will be available to local artists at greatly reduced rent. Work space and a larger workshop space will be available. Open to the public.

Terrace:

Outside terrace space will be available for public events or private rentals.

4th Floor and up

Offices

The offices on the 4th floor will support the Art Center and local community businesses. This central location in the heart of Bethesda will help connect our local leaders with the pulse of Bethesda.

Residences:

This prestigious address overlooking two parks, will offset the costs of the Art Center. It will be among the tallest buildings in Bethesda with great views in most directions.



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Property Owners' Forum
October 29, 2014

6600 Wisconsin Avenue
Fire Station # 6

Represented by Bob Stoddard
RJS Realty Service LLC

E-mail your questions for presenters *during the live presentation* to
BethesdaDowntownPlan@montgomeryplanning.org



Bethesda Fire Station #6 Location



E-mail your questions for presenters *during the live presentation* to BethesdaDowntownPlan@montgomeryplanning.org



BETHESDA FIRE DEPARTMENT

Serving the community since 1926



Serving the Growing
Public Safety Needs of
Our Community



The Bethesda Fire Department

- Created in 1926.
- Original Purpose: Public safety and fire protection for Chevy Chase, Bethesda, Drummond and Somerset.
- Today a non-profit volunteer Board of Directors:
 - Partners with the County to ensure areas we serve get the best fire and rescue service available.
 - Owns and operates 3 Stations (6,20,26) that cover from Grosvenor to Democracy Blvd to Friendship Heights - Chevy Chase/ DC line plus 270 and 495.
 - Financially responsible for Maintenance and upkeep for all 3 Stations.
- Station 6 is located at 6600 Wisconsin Avenue at the SW Corner of Wisconsin Ave and Bradley Blvd.



Existing Challenges

- Stations are old (approaching or over 50 years).
- Stations, while functional, are technologically obsolete.
- Facing increasing demands – growth, new residential construction, new approaches to fire fighting and emergency medical care, telemedicine, new apparatus and new needs



What are the Fire Department's Objectives?

Bethesda Fire Department Wants to Continue to:

- Ensure Station 6 continues to be located at Wisconsin and Bradley.
- Serve our communities' needs.
- Retain the Stations as community assets.
- Partner with our stakeholders
- Provide the highest quality public safety.



What are the Fire Department's Current Options with respect to Station 6?

Today – ALL OPTIONS ARE ON THE TABLE

- I. Do Nothing
- II. Refurbish Station 6
- Build a new station 6
 - III. As a standalone station
 - IV. Incorporate Station 6 into a residential building
 - V. Determine the possibility of obtaining density rights that could be sold to other properties in Bethesda to fund a renovation or a new Fire Station 6



6600 Wisconsin Avenue

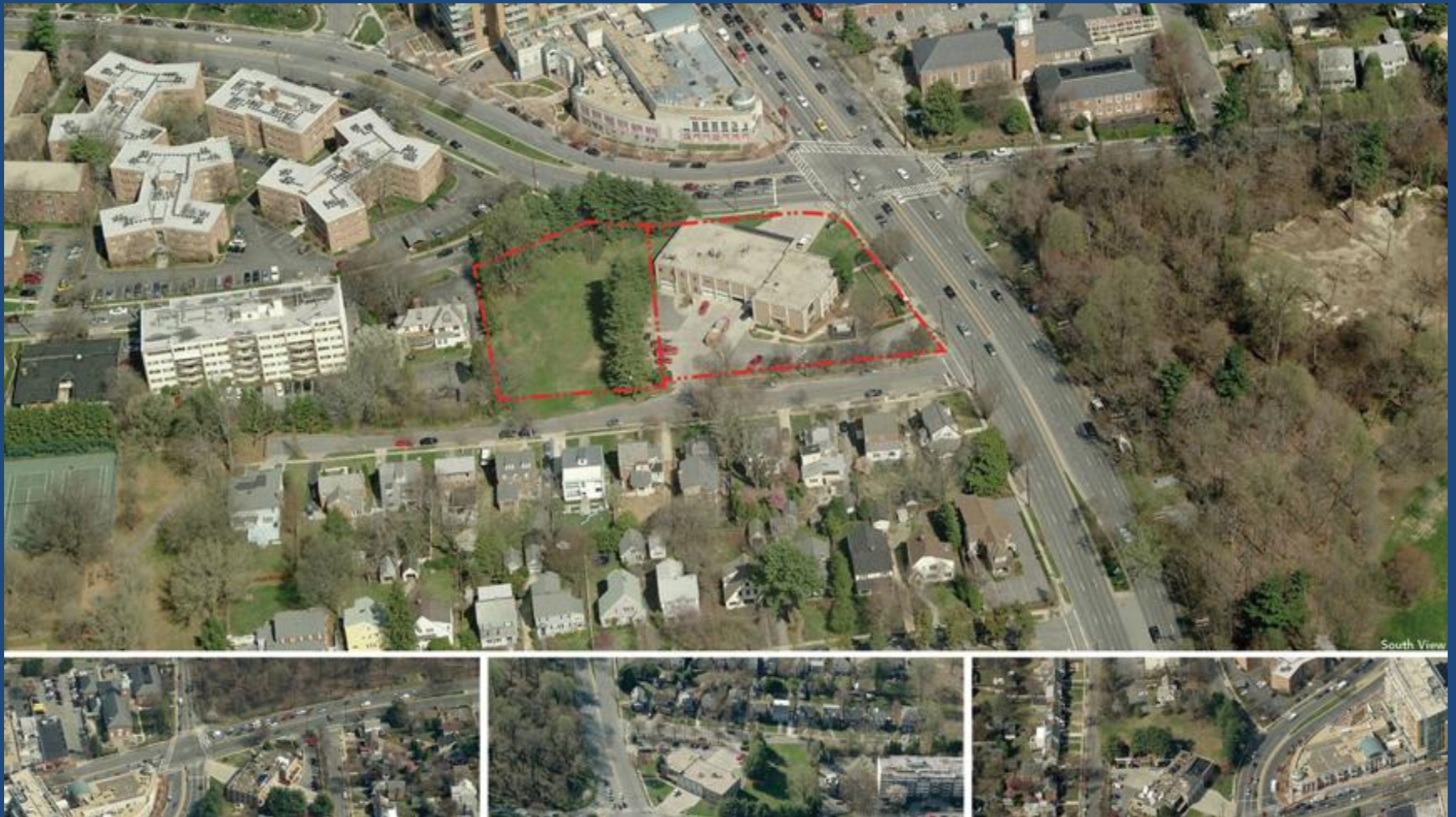
Preliminary Concept – Option IV

Incorporate a New Station 6 into a Residential Building

- We need to understand the cost of building a new Station 6.
- We need to understand and consider the community needs and aesthetics.
- We need to understand the funding options.
- We will continue to explore all of the options and possible mix of options.



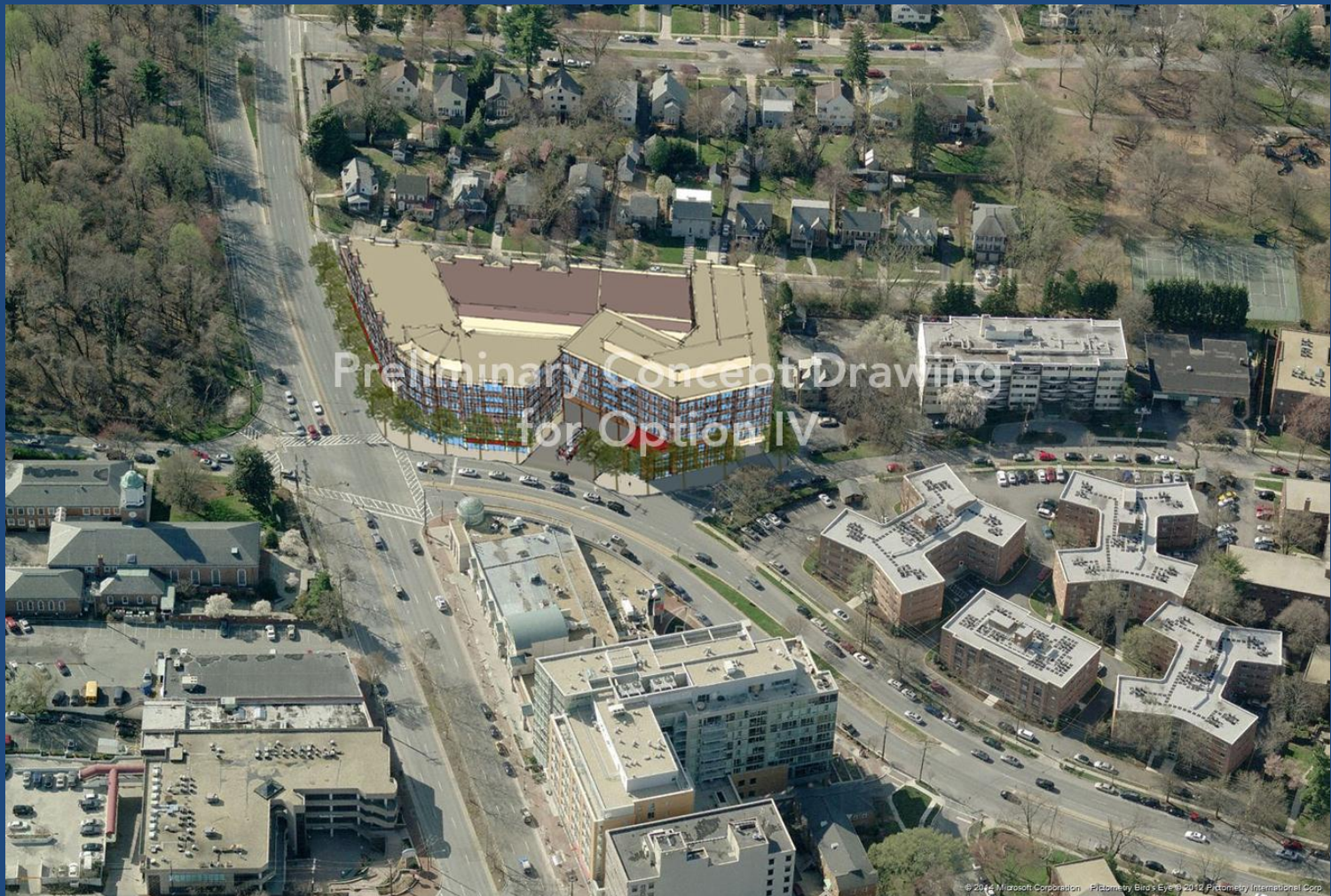
6600 Wisconsin Property



Option IV.- Conceptual Aerial Context Looking North



Option IV.- Conceptual Aerial Context Looking South



Additional Information

- Bethesda Fire Department has numerous stakeholders and constituents that will be informed via updates on its website or mailings as the process evolves.
- For additional information please visit our website at www.bethesdafire.org
- Please email any specific questions to Janeth Mora (jmora@bethesdafire.org)





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Property Owners' Forum
October 29, 2014

7020 Arlington Road

Euro MotorCars, Inc.

represented by

Jon Penney

Penney Design Group

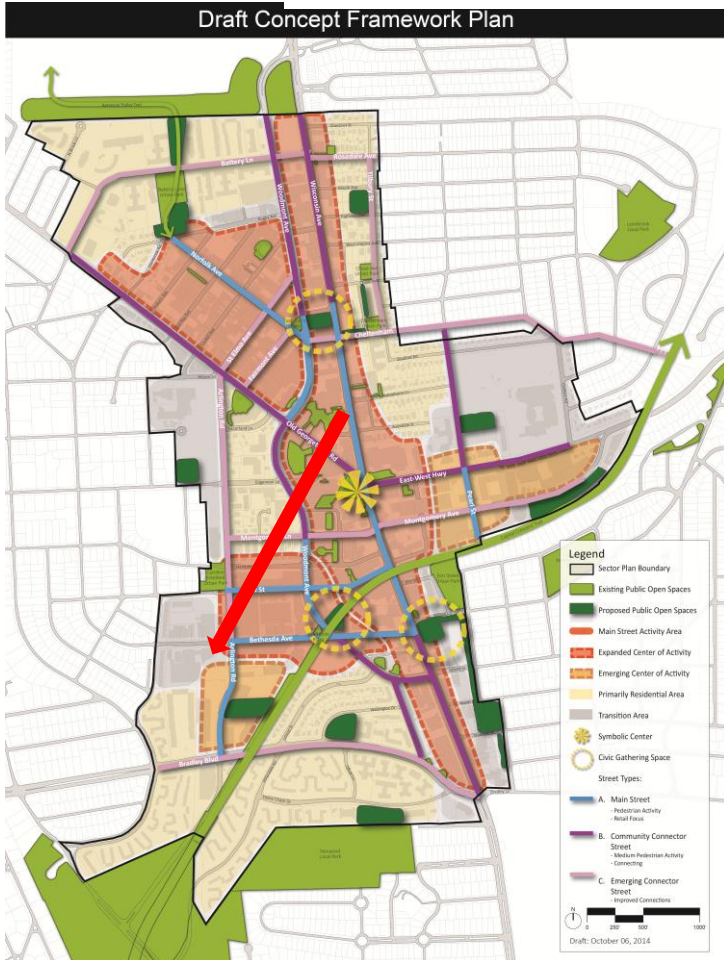


E-mail your questions for presenters *during the live presentation* to

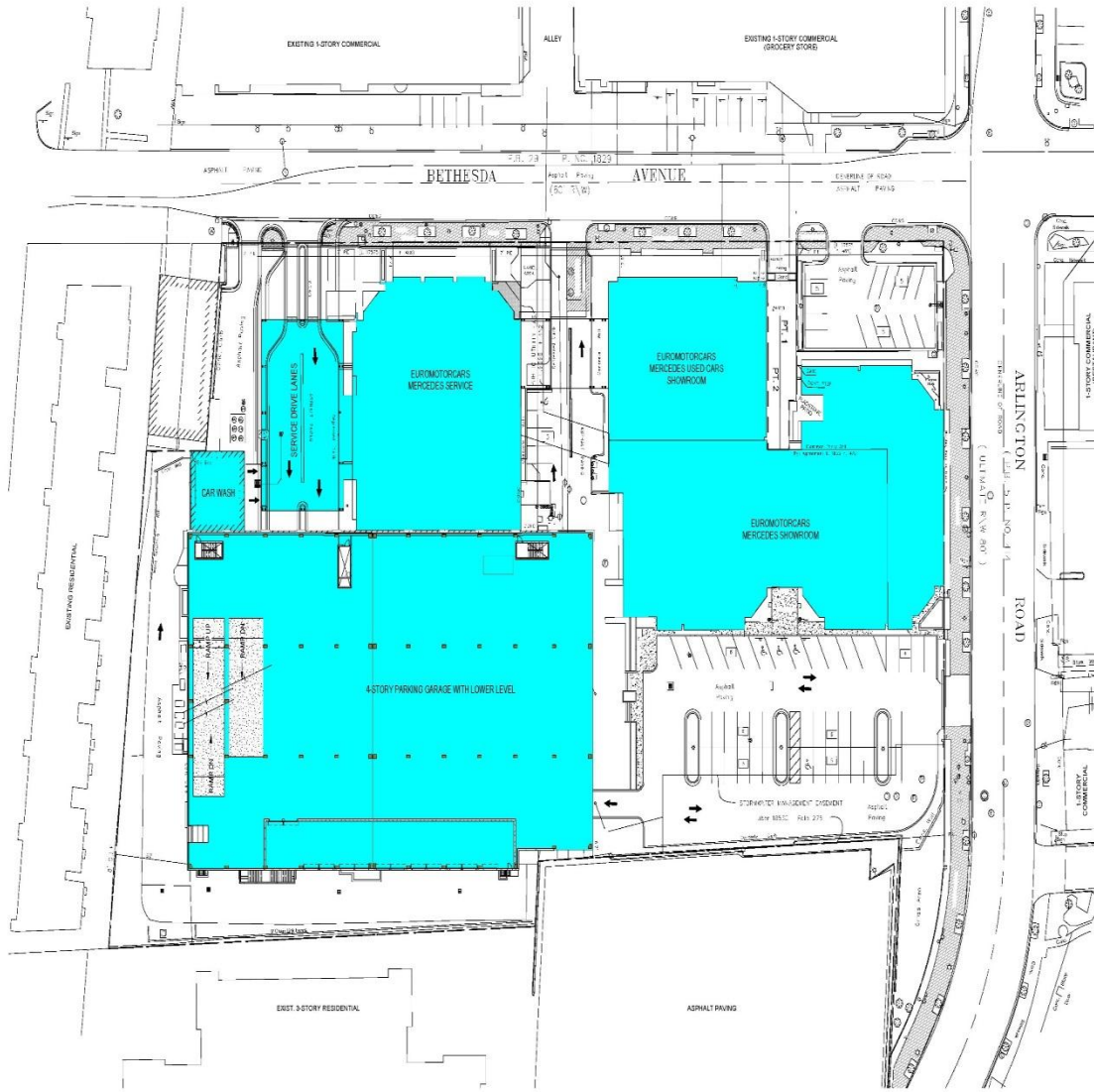
BethesdaDowntownPlan@montgomeryplanning.org



Euro MotorCars Location



E-mail your questions for presenters *during the live presentation* to BethesdaDowntownPlan@montgomeryplanning.org



1 EXISTING CONDITIONS SITE PLAN
1" = 30'-0"



NO.	DATE	REVISIONS DESCRIPTION

BETHESDA REDEVELOPMENT
 EXISTING CONDITIONS SITE PLAN

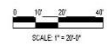
Project Number:	19825x
Client:	
Job:	9874
Date:	AS NOTED
Sheet:	A-003





1 LEVEL 01 FLOOR PLAN
T=22'-0"

- SPACE LEGEND
- POTENTIAL FUTURE AUTOMOBILE DEALERSHIP
 - MERCEDES-BENZ
 - MERCEDES-BENZ (EXISTING)
 - RESIDENTIAL
 - RETAIL



NO.	DATE	REVISIONS	DESCRIPTION

BETHESDA REDEVELOPMENT
FIRST FLOOR PLAN



BETHESDA

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Property Owners' Forum
October 29, 2014

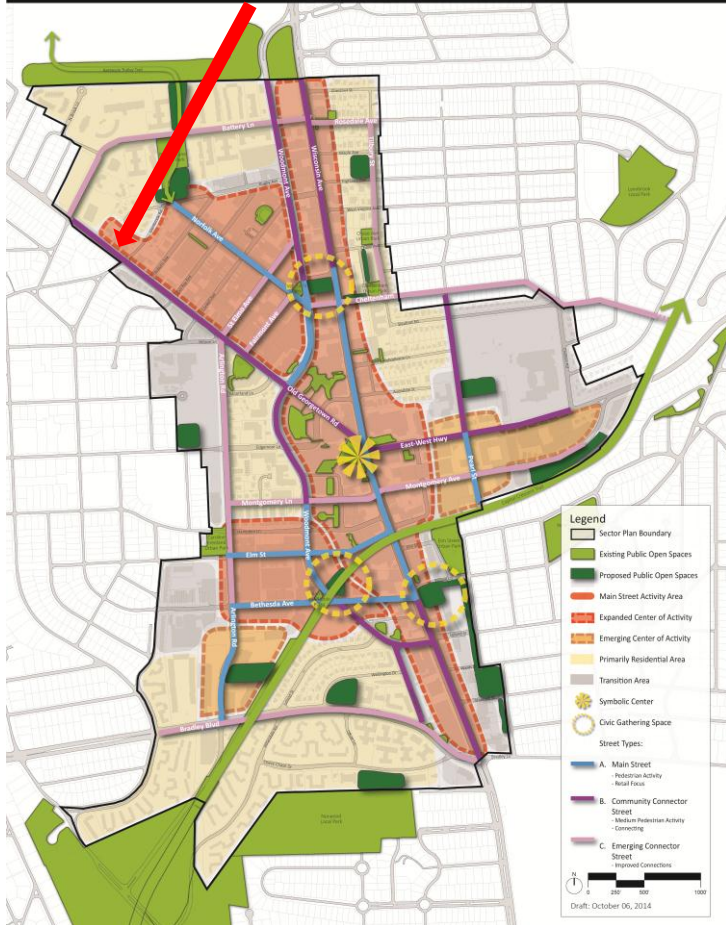
8015 Old Georgetown Rod
Christ Evangelical
Lutheran Church
of
Bethesda-Chevy Chase
Represented by Barry Lemley

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Lutheran Church Location

Draft Concept Framework Plan



Christ Evangelical Lutheran Church (CELC) and Graceful Growing Together, Inc (GGT)

Celebrating 80 Years in Bethesda -- 1934 to 2014

Bethesda Downtown Plan

Online Property Owners' Forum LIVE

October 29, 2014





Who Are We?

- Christ Evangelical Lutheran Church (CELC)
 - 80 year presence in Bethesda providing worship and community services; started at Hiser Theatre Dec. 4, 1934
 - Original incubator host site for Bethesda Cares, Ivymont School, Adat Shalom and many others
 - Owns the 2 acre site at 8011 Old Georgetown and Glenbrook
- Graceful Growing Together, Inc. (GGT)
 - Formed as a 501 c 3 non-profit of CELC to provide a wider range of space and services to all county citizens
 - 13 member GGT Board plus Advisory & Capital Campaign Committees from CELC & Montgomery County community
 - GGT has 25 year lease to manage planned community center



...and Just Why are We Developing a Bethesda Community Center?

As testified at State, County, P&P & Community hearings:

- A natural continuation of our 80 year old proven mission of sharing our space with community for future generations
- Will be 4th version of facilities at our Old Georgetown site but at a totally new sustainable LEED Silver/Gold standard
- Addresses growing demand to provide community services to those living, working or visiting Bethesda.
- Would supplement other high demand, but space constrained, community facilities.



In October 2010 County Council Voted 7 to 2 to Approve the Park & Planning Staff Recommendation

Rezoning approval of our site incorporates three current Park and Planning Bethesda Downtown Plan sustainability goals for:

- Economic
- Social
- Environmental

- The center addresses multiple public benefits as an emerging Bethesda activity center



"Your conceptual design is ideal for a neighborhood, multi-generational health and wellness center" . Gabe Albornoz, Montgomery County's Director of Recreation July 26, 2013

Imagine.....

- a walkable community center inside the growing Woodmont Triangle
 - adjacent 107 market rate and MPDU housing units
 - child care for 95 and active senior classes
 - two commercial cooking, training and serving kitchens
 - shared acoustically designed worship, concert and theatre for 350
 - over 10,000 GSF of dedicated non-profit office and meeting space
 - assembly for 400+; banquet for 250; 10+ flex space meeting rooms
 - indoor JV size recreation area for multiple sports for all ages
 - highly accessible to existing public transportation and parking
-Imagine all this and more for generations to come....

Development Process Milestones 2012 to 2014

- Three 2012 and 2013 **Community Demand, Capital Campaign and Financial Analysis Studies completed** by NonProfit Centers Network, Community Counseling Services Co. and UMD School of Public Policy
- 2-3Q13 MTFA Architect Led Sessions for **Program Requirements**
- 4Q13 **Schematic Design** and Cost Estimates approved
- 6/18/14 with **Park & Planning Staff to inform** Bethesda Downtown Plan
- 9/23/14 contract approved with **Bush Construction Company** for residential land sale development and facility construction
- 9/24/14 center predevelopment finance closing with **EagleBank**

2012 Market Assessment Findings

124 Confidential Interviews Conducted by
Community Counselling Services Company (CCS)

- 41 Internal CELC & 83 External Community Interviews
- *Participants were asked to identify current community centers in Bethesda. Common responses in order of proximity in miles to CELC's site were:*
 - BCC Rescue Squad (0.1 miles)
 - Imagination Stage (0.2 miles)
 - Regional Service Center (0.5 miles)
 - Bethesda Library (0.5 miles)
 - Leland Community Recreation Center (1.2 miles)
 - YMCA (1.5 miles)



Is there a Perceived Need for a Community Center in the Downtown (Woodmont Triangle) area of Bethesda?

Blended composite respondents said:

- 61% Yes
- 28% Unsure
- 11% No

Highest composite functional needs cited:

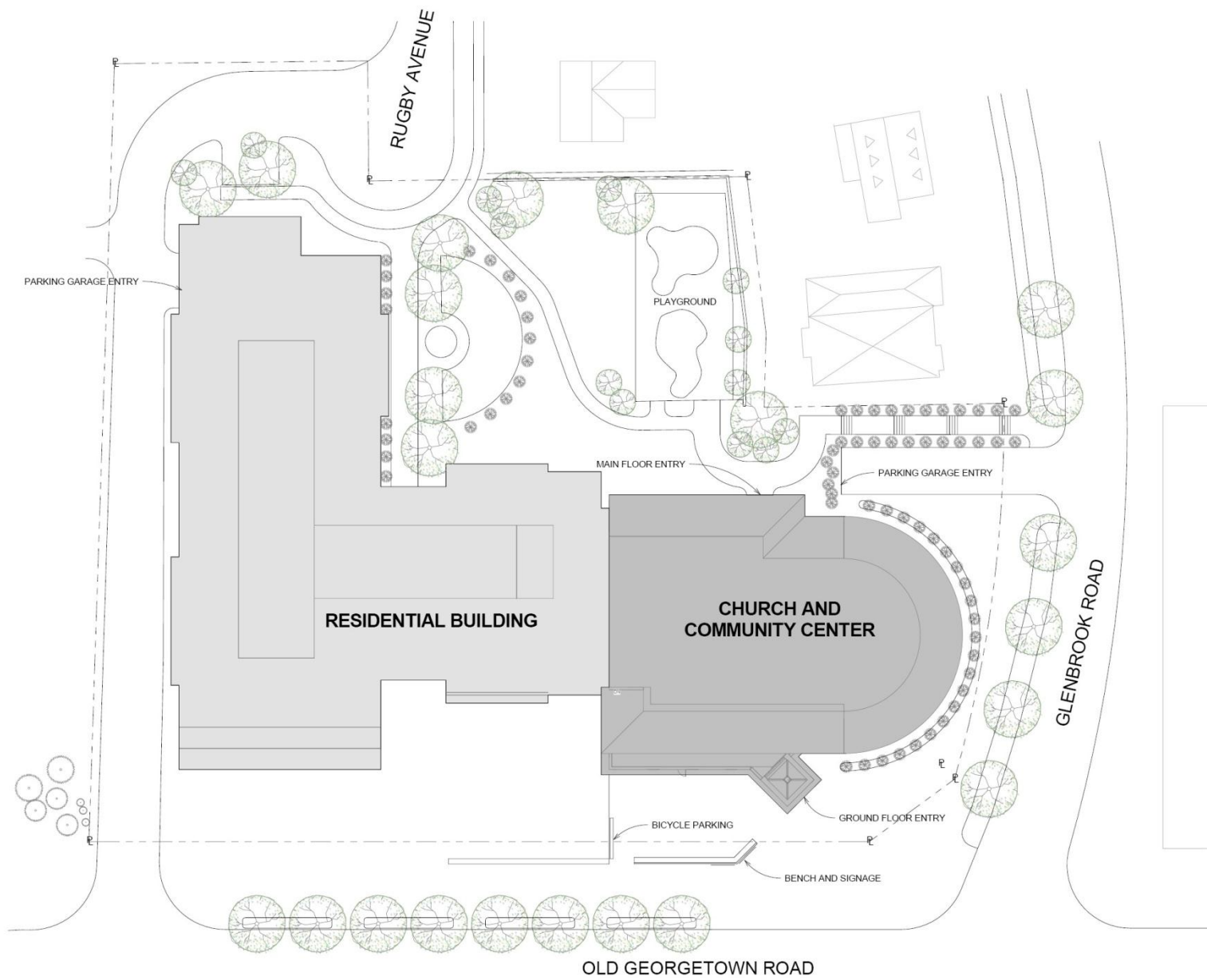
- 78% - Infant and Child Care
- 69% - Underground parking
- 62% - Multi-purpose rooms and large hall
- 53% - Non-profit office space



Input Led to Center's Schematic Design by MTFA Architecture

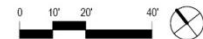
2013 MTFA Led Sessions for **Program Requirements**

1. Center Study for major Worship, Concert and Assembly Space
 2. Staff and Guiding Star Child Development Center
 3. Current Other Space Users such as Bethesda Cares, Mental Health Counselors, 12 Step programs, Culinary Incubator
 4. Potential Future County and Community users such as recreation, theatre, banquet and senior space
- Projected annual community **usage increase** 5-year ramp up by over 780% from current 34,000 to 267,000
 - **Approved Zoning & Design** drive usage projections



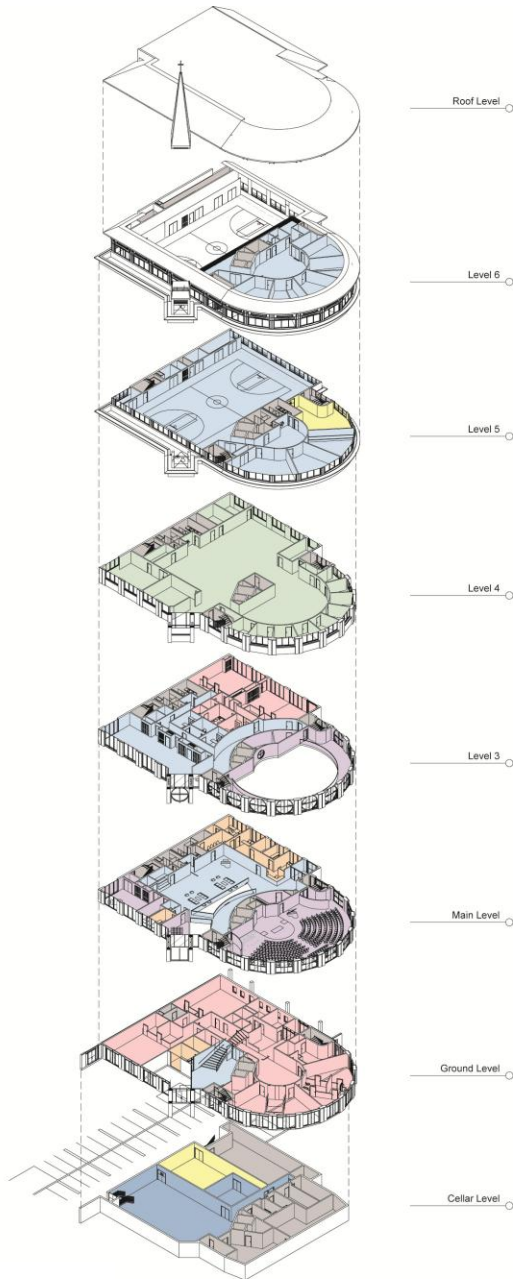
**ARCHITECTURAL & RE-ZONING APPROVED DEVELOPMENT
PLAN**

10/16/2013 draft









➤ Mezzanine, flex rooms

➤ Recreation/multipurpose space, flex rooms, kitchen

➤ Non-profit office and meeting space

➤ Community rooms, Guiding Star, counseling

➤ Worship Center, hospitality, concert, administration

➤ Guiding Star Child Development Center, Lobby

➤ Non-profit Café, mechanical, storage

BUILDING PROGRAM DIAGRAM



Planned 2014-2015 Activity

- File Park and Planning Preliminary and Site Plan Applications
- Continue community outreach
- Construction & Tenant Improvement (TI) Planning
- Activate transition space at Imagination Stage
- Construction start with planned 2017 occupancy
- Celebrate 80 years of CELC in Bethesda



Thank you

Questions?



BETHESDA

D O W N T O W N P L A N

You are Watching the Property Owners'
Forum October 29, 2014

Presentations will resume at 10 AM

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Property Owners' Forum

October 29, 2014

10:00 A.M.

- 4300 East West Highway
- Metro Plaza Brookfield
- Adjacent to Metro Plaza Clark Enterprises

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Property Owners' Forum
October 29, 2014

4300 East West Highway

Represented by
Ron Kaplan for Streetscape

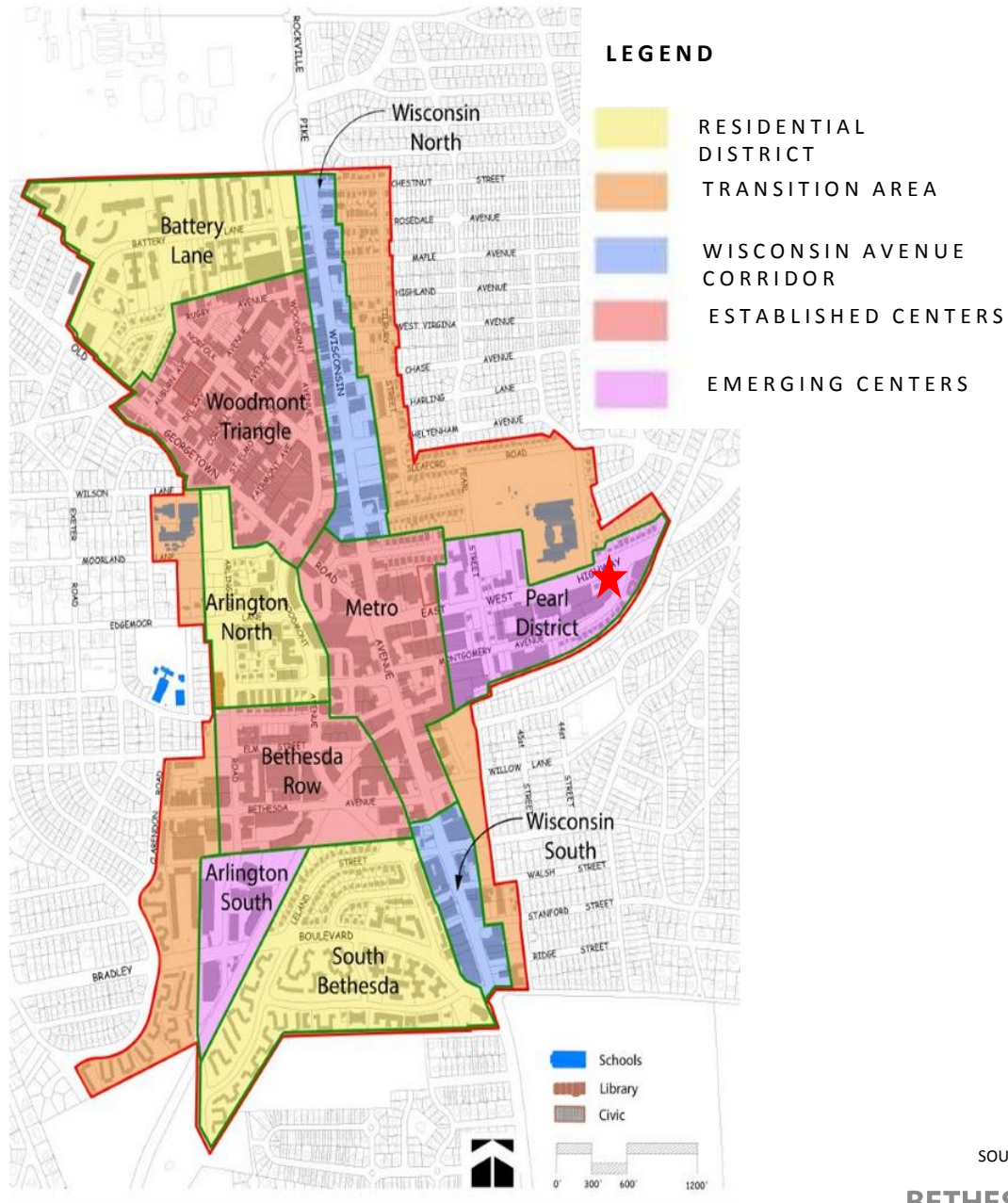
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4300 East West Highway



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SOURCE: 2014 VISIONING DOCUMENT

BETHESDA District Plan

October 27, 2014

DRAFT



Streets



Gathering Places



Landscaping

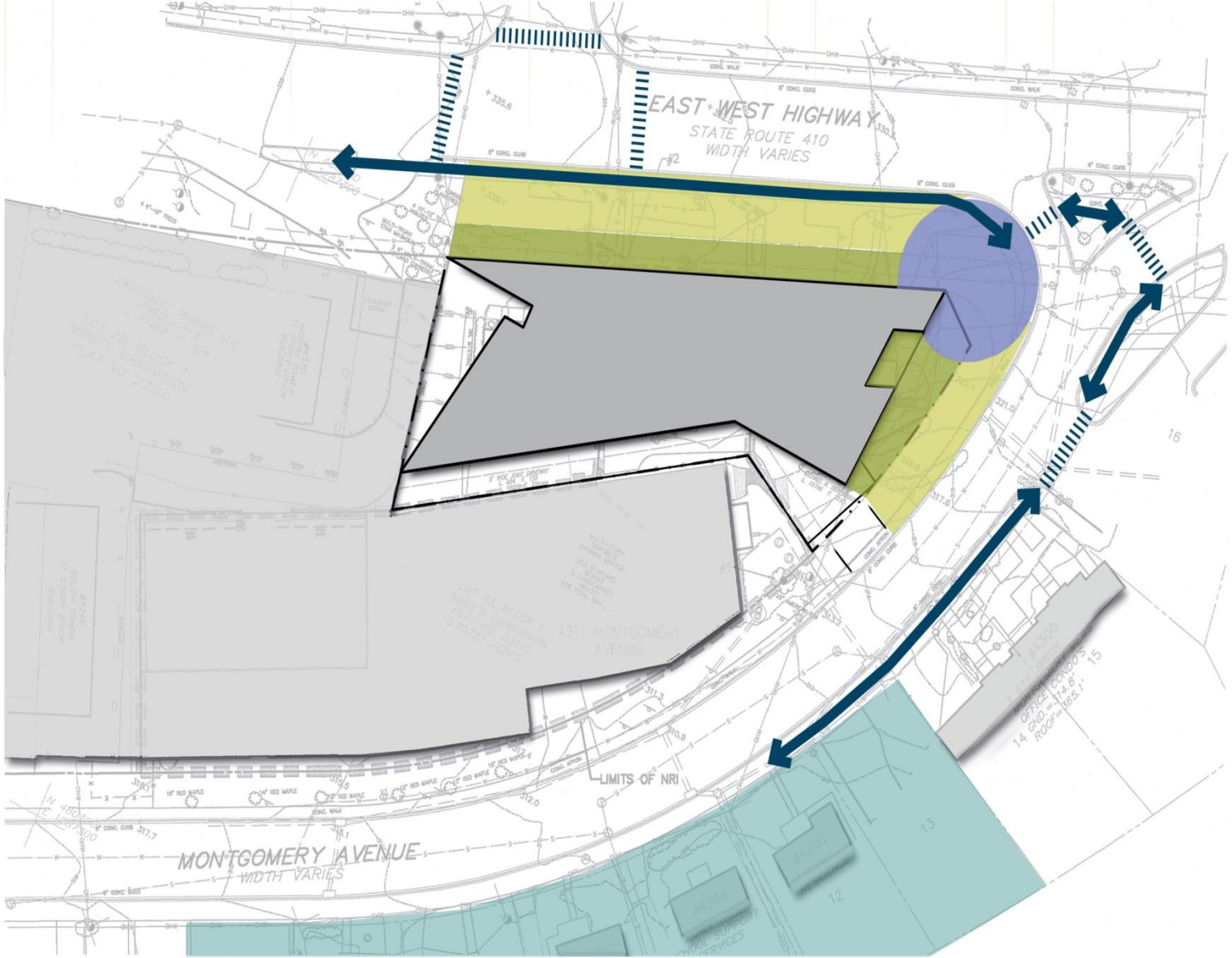
PEARL DISTRICT Visual Survey Results



EXISTING CONDITIONS Street View

LEGEND

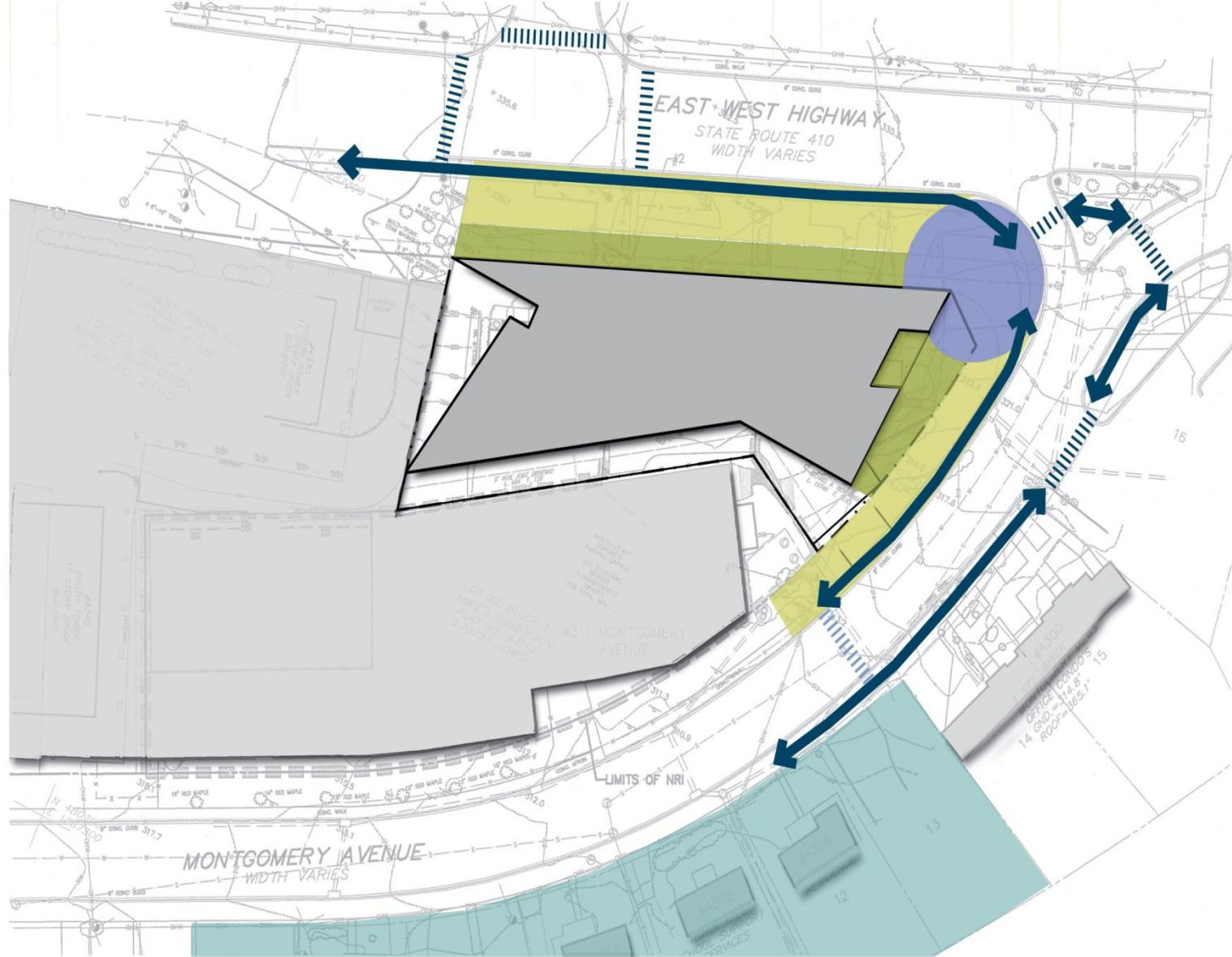
- ACTIVATED CORNER
- SUSTAINABLE STREETSCAPE
- CAFÉ & RETAIL OPPORTUNITIES
- LINEAR PARK (SECTOR PLAN)
- PEDESTRIAN CONNECTIONS



CONCEPTUAL SITE PLAN

LEGEND

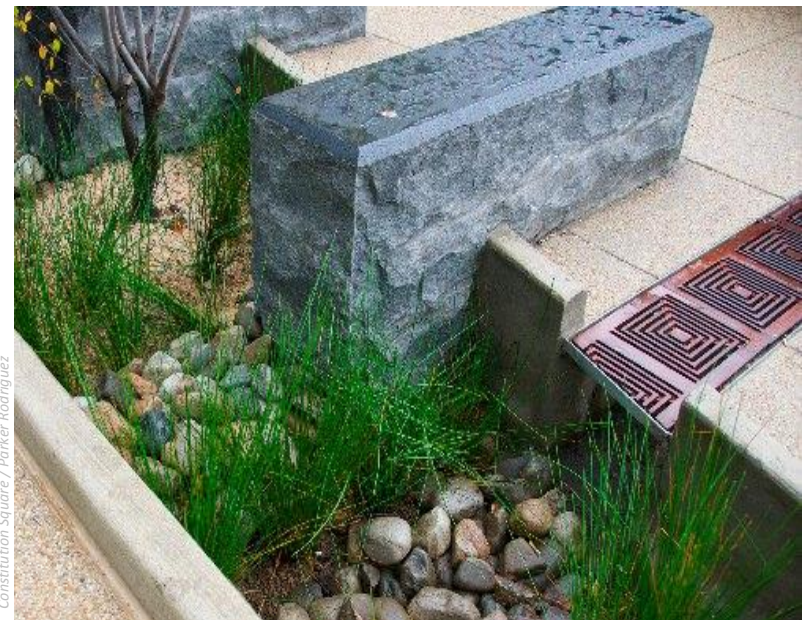
- ACTIVATED CORNER
- SUSTAINABLE STREETSCAPE
- CAFÉ & RETAIL OPPORTUNITIES
- LINEAR PARK (SECTOR PLAN)
- PEDESTRIAN CONNECTIONS
- POTENTIAL PEDESTRIAN CONNECTION



CONCEPTUAL SITE PLAN Alternative



Constitution Square / Parker Rodriguez



Constitution Square / Parker Rodriguez



CBG Plant Scienc Center / Oehme, van Sweden



Brighton Scafford Gardens / Nick Dexter

CONCEPTUAL IMAGES Sustainable Streetscape

Oehme, van Sweden / United Theapeutics



Zelkova Place / Thomas Balsley Associates



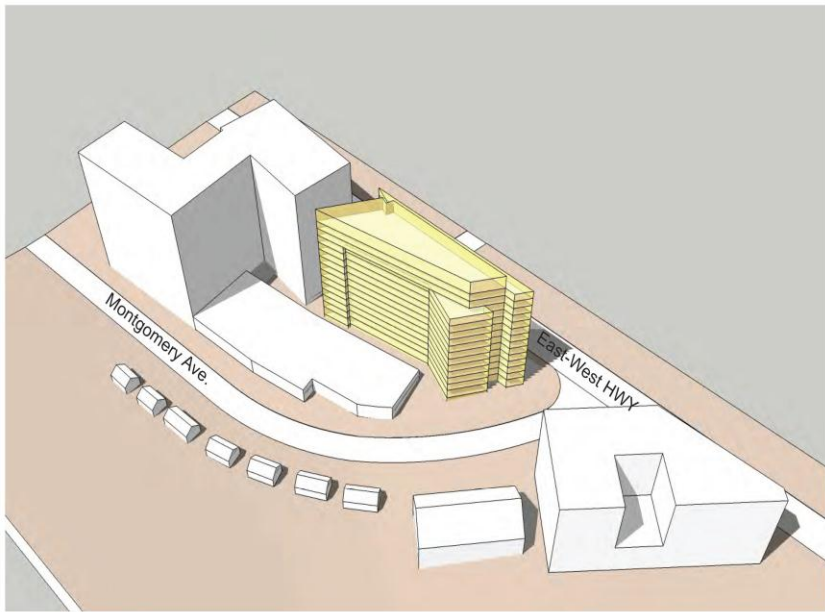
Oehme, van Sweden / United Theapeutics



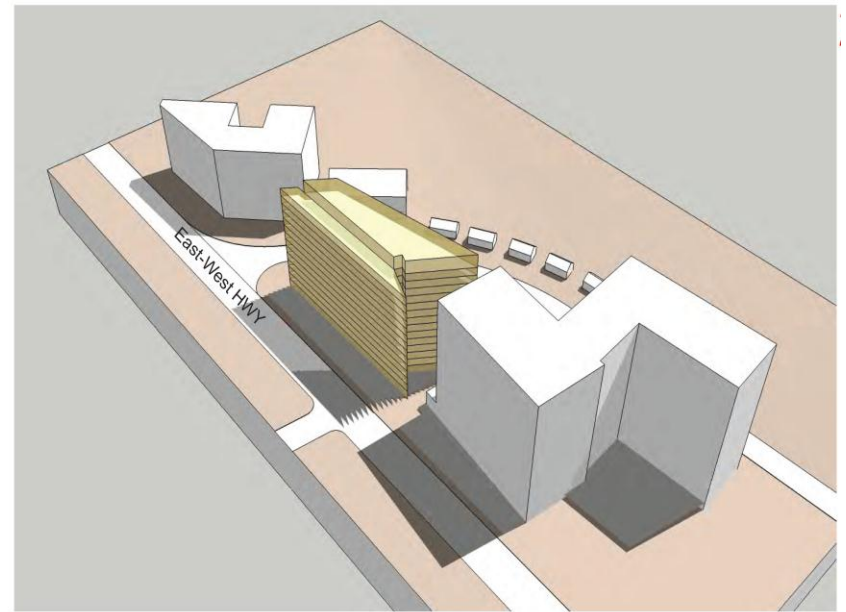
Thomas Balsley Associates / Jimbocho City



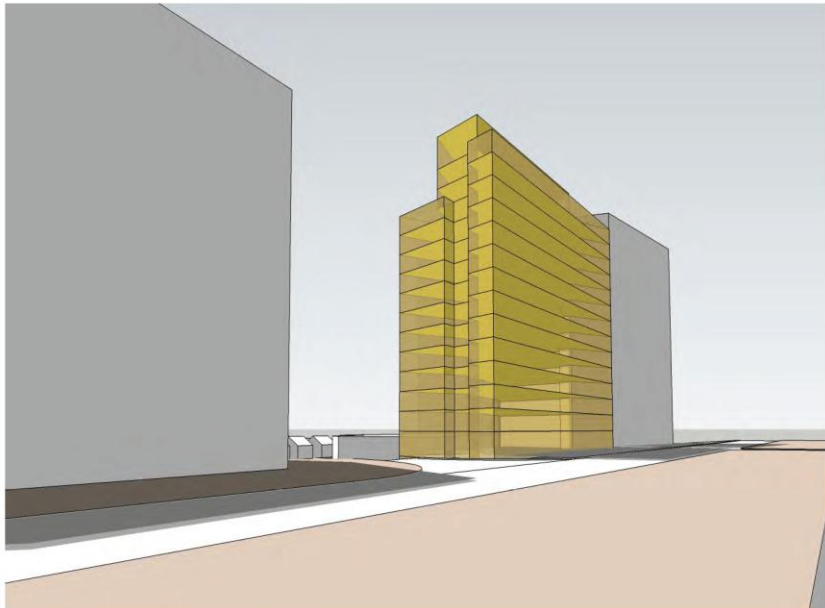
CONCEPTUAL IMAGES Activated Corner



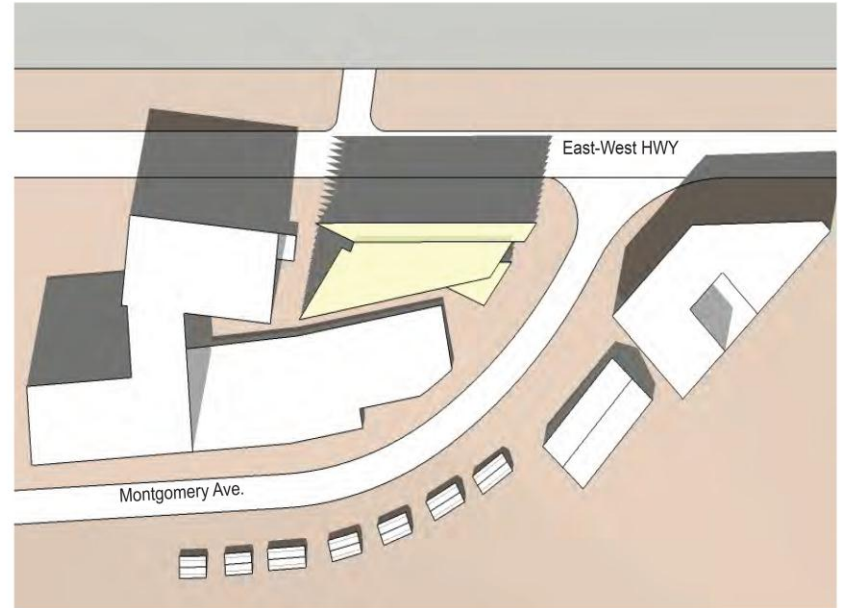
View from Southeast towards Northwest



View from Northwest towards Southeast



East-West HWY View from the East



Plan View

Property Owners' Forum

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- Brookfield @Metro Plaza
- Clark Enterprises-Adjacent to Metro Plaza

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Property Owners' Forum
October 29, 2014

Metro Plaza

Brookfield

Represented by

Bob Harris Lerch Early Brewer

Mark Regulinski SOM LLC

Simon Carney Brookfield



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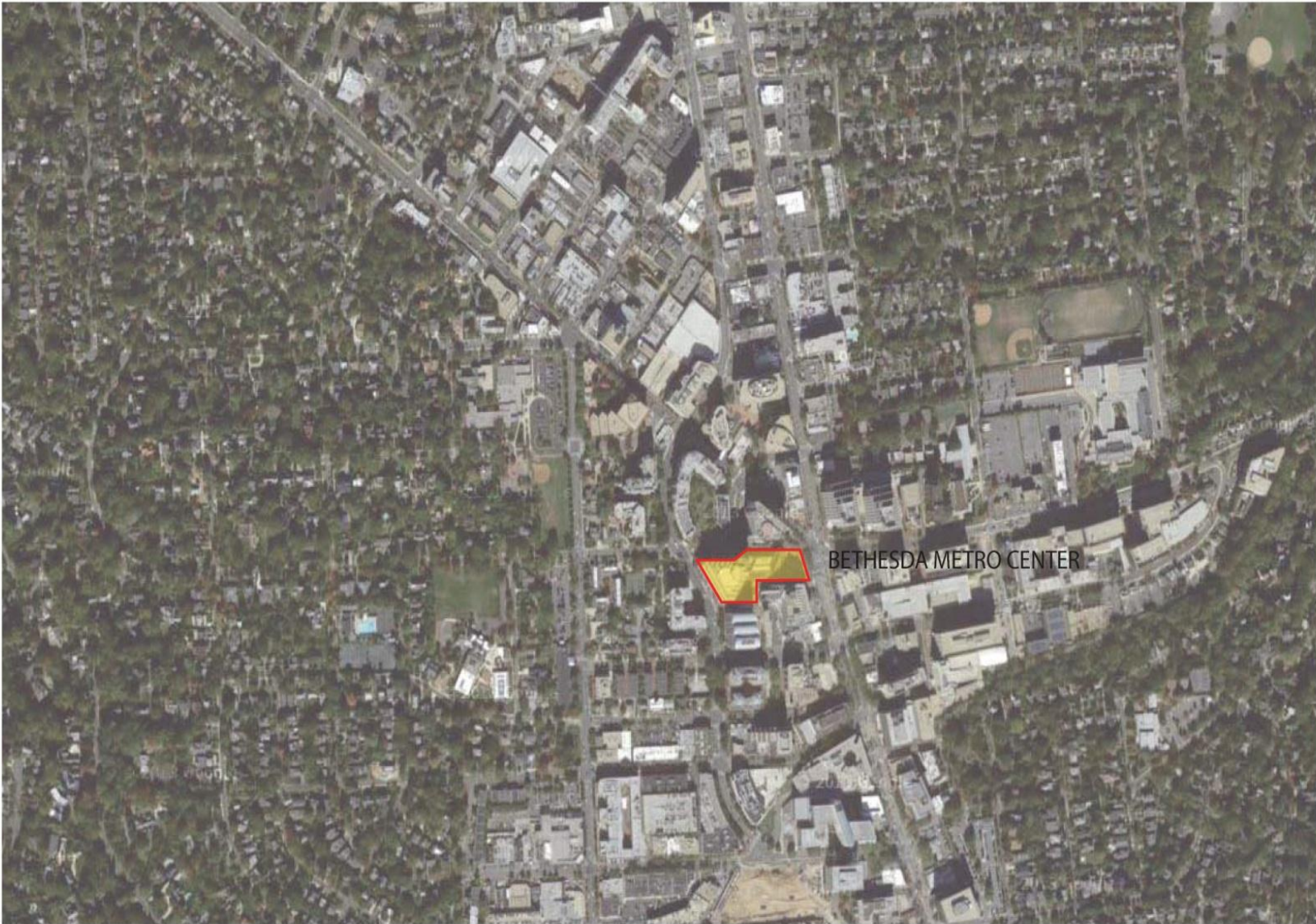
Metro Plaza - Brookfield



BETHESDA METRO CENTER
29 OCTOBER 2014

SOM

CONCEPT
BETHESDA CONTEXT



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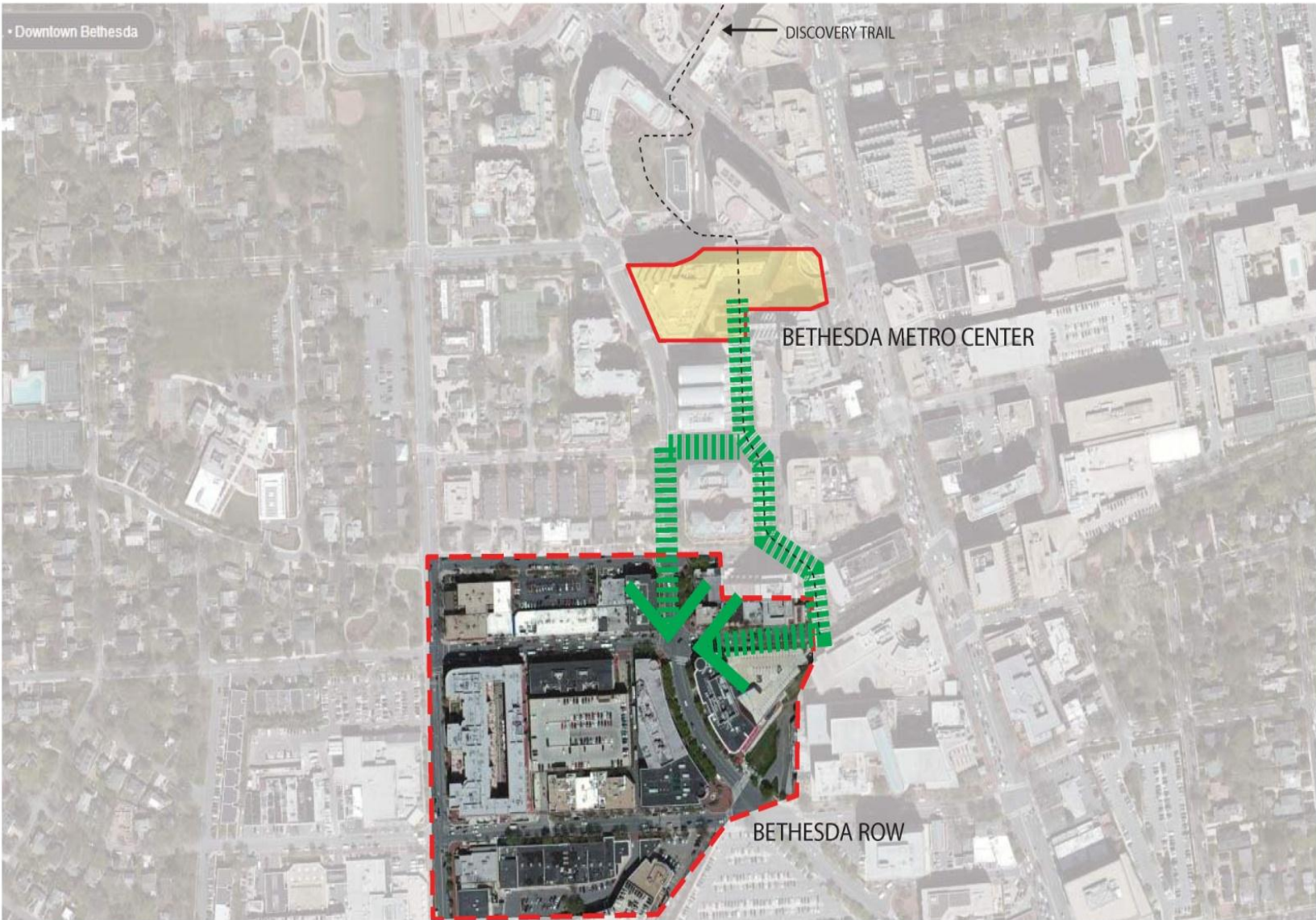
BETHESDA METRO CENTER
PROJECT SITE

BETHESDA CONTEXT / 29 OCTOBER 2014
Brookfield / SKIDMORE OWINGS & MERRILL LLP



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BETHESDA METRO CENTER
LOCAL CONNECTIONS



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BETHESDA METRO CENTER
PATH OF PARKS AND PASSAGES

BETHESDA CONTEXT / 29 OCTOBER 2014
Brookfield / SKIDMORE OWINGS & MERRILL LLP

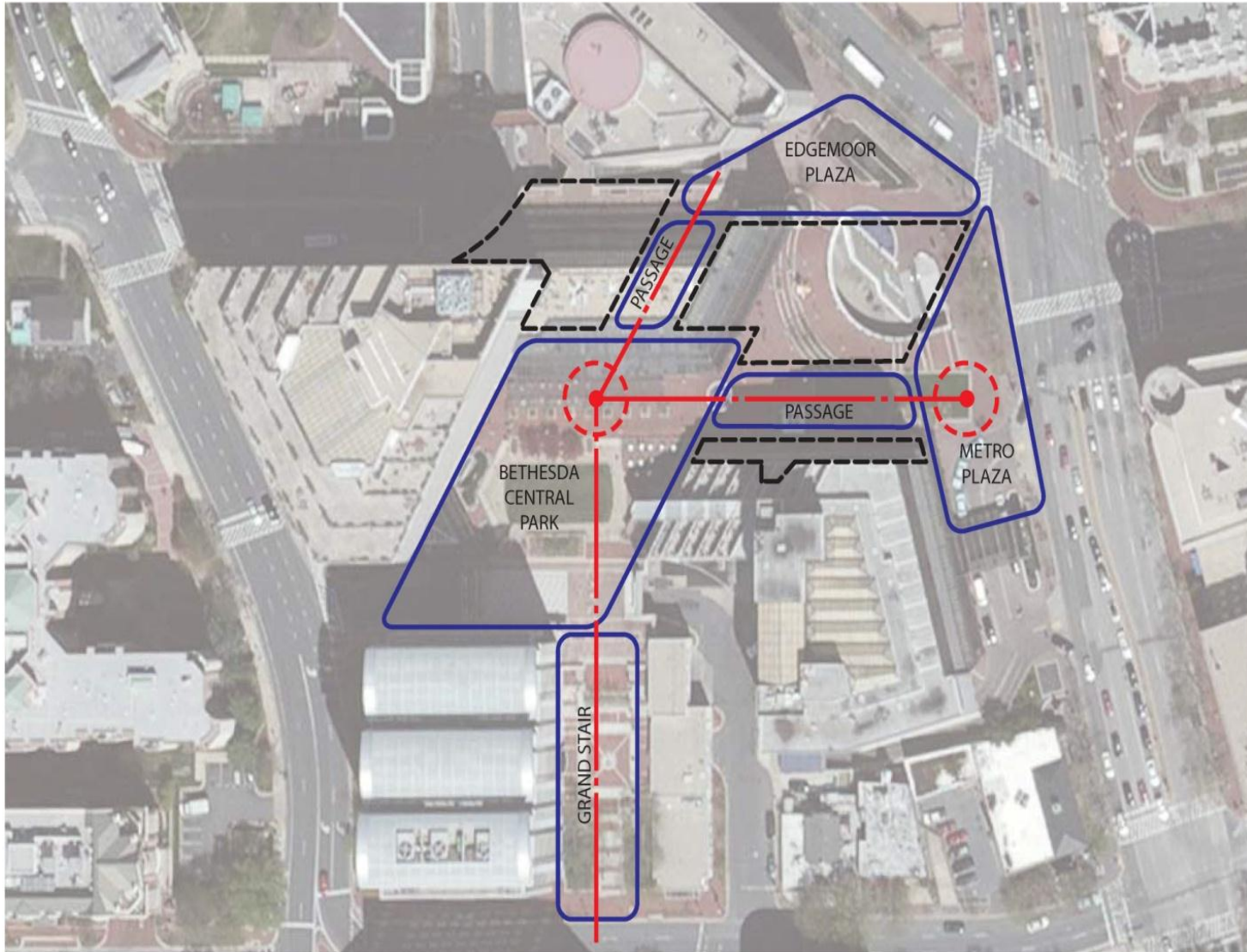
CONCEPT
ENHANCED PUBLIC SPACE VISION



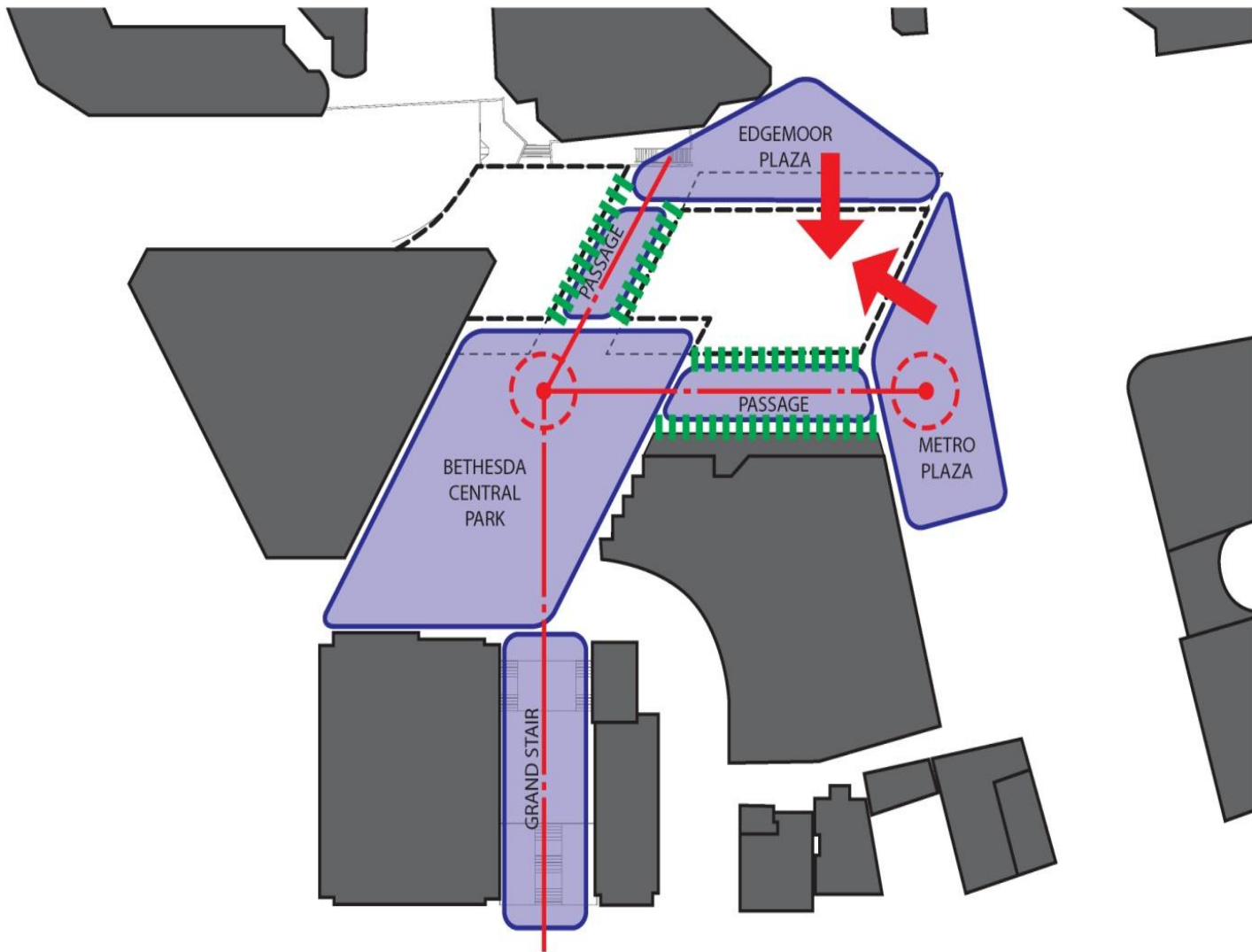
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BETHESDA METRO CENTER
PUBLIC SPACE OPPORTUNITIES

ENHANCED PUBLIC SPACE VISION / 29 OCTOBER 2014
Brookfield / SKIDMORE OWINGS & MERRILL LLP

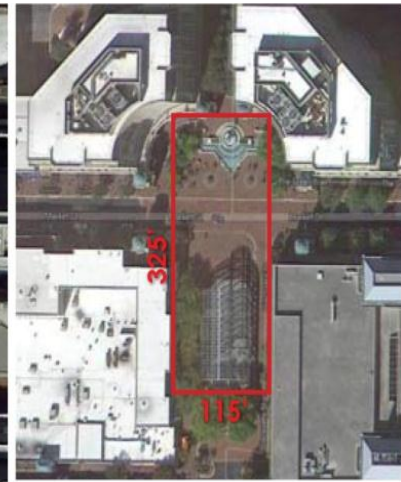


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TYOLOGY: PLAZA



BETHESDA METRO CENTER
PUBLIC SPACE OPPORTUNITIES

ENHANCED PUBLIC SPACE VISION / 29 OCTOBER 2014
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PARKER RODRIGUEZ, INC.
Planning | Urban Design | Landscape Architecture

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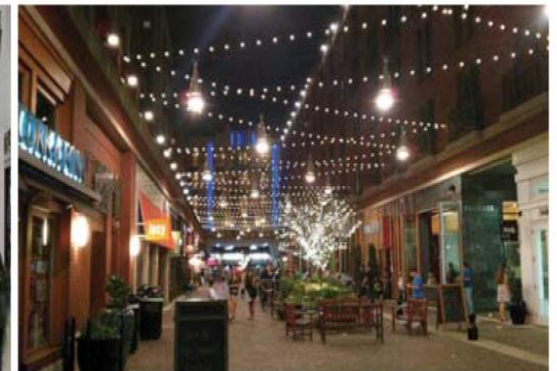
TYPOLOGY: PASSAGE



rockefeller center | new york, ny



bethesda row | bethesda, md



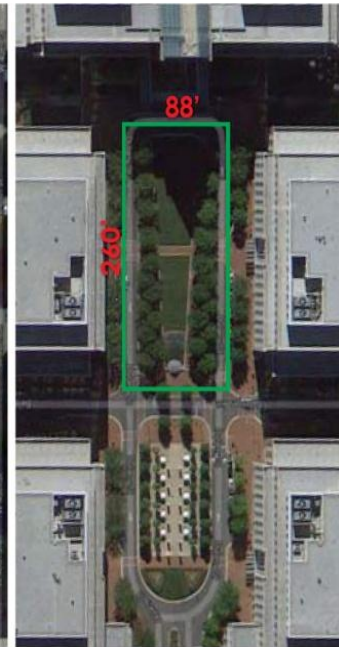
BETHESDA METRO CENTER
PUBLIC SPACE OPPORTUNITIES

ENHANCED PUBLIC SPACE VISION / 29 OCTOBER 2014
Brookfield / SKIDMORE OWINGS & MERRILL LLP

PARKER RODRIGUEZ, INC.
Planning | Urban Design | Landscape Architecture

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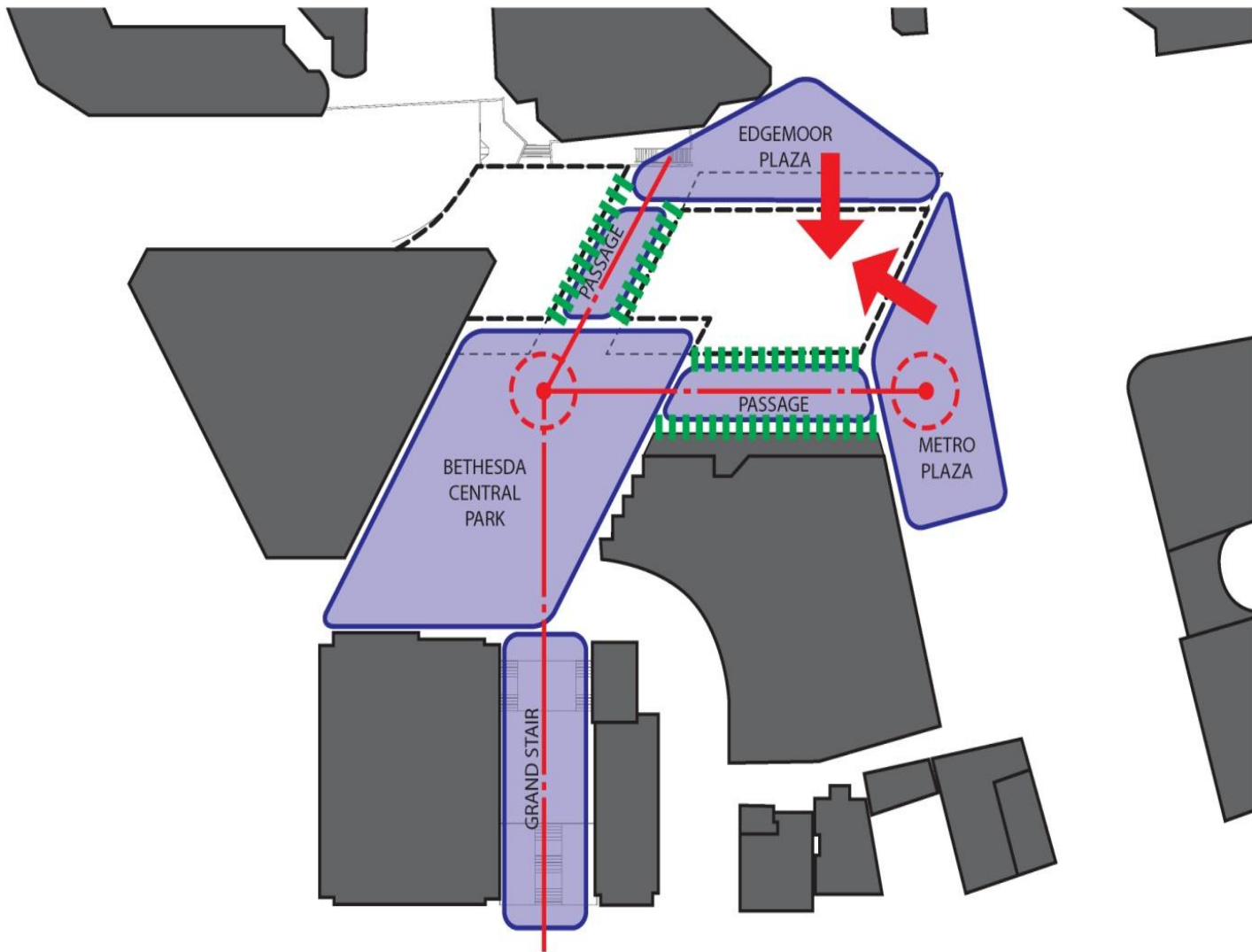
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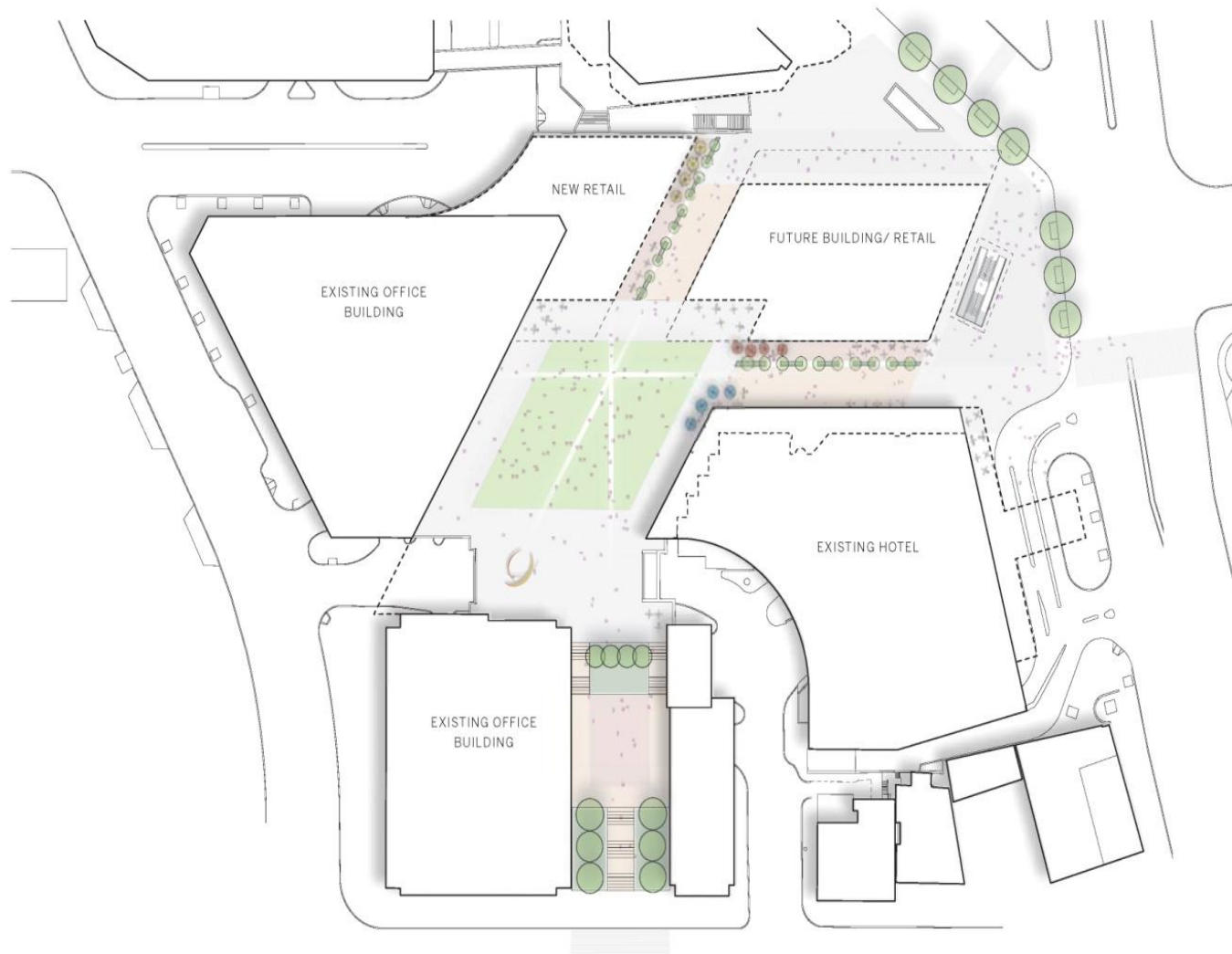
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BETHESDA METRO CENTER
PUBLIC SPACE OPPORTUNITIES

ENHANCED PUBLIC SPACE VISION / 29 OCTOBER 2014
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BETHESDA METRO CENTER
29 OCTOBER 2014

SOM

Property Owners' Forum
October 29, 2014

7500 Old Georgetown Road

Clark Building

Clark Office Building Ltd Partnership

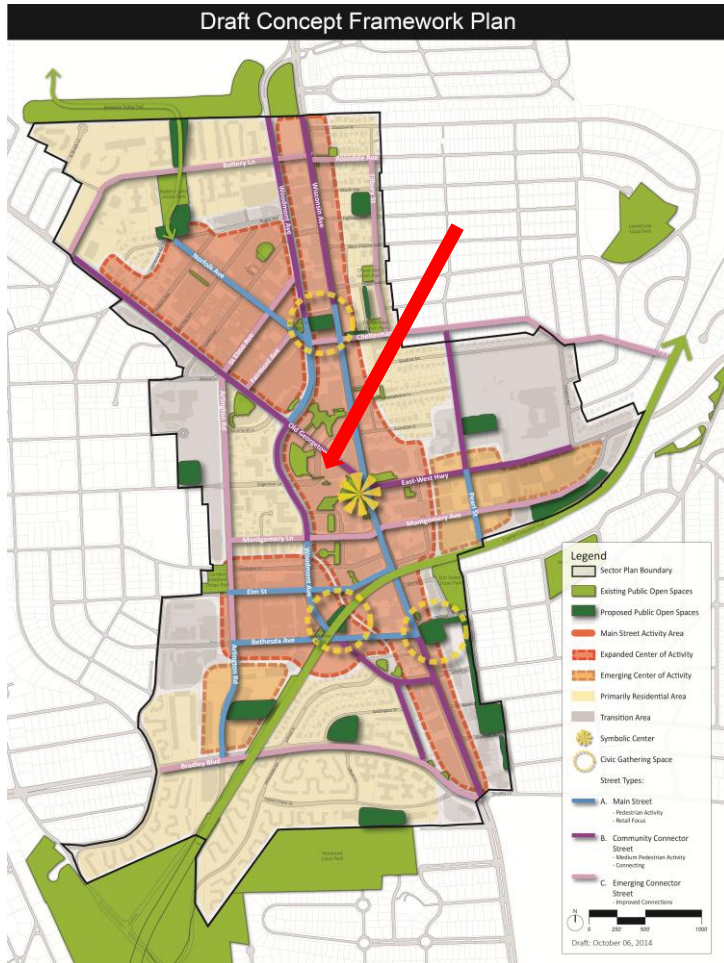
Represented by

David Kitchens, Cooper Carry

E-mail your questions for presenters *during the live presentation* to
BethesdaDowntownPlan@montgomeryplanning.org



Clark Building Location





BETHESDA METRO PARK

A Gathering Space in the
Heart of Downtown





COOPER CARRY

Bethesda Metro Park

IMAGINE. An active, green gathering space in the urban heart of Downtown Bethesda.





COOPER CARRY

Bethesda Metro Park

IMAGINE. A large, green event space for outdoor movies, concerts and celebrations.





Bethesda Metro Park

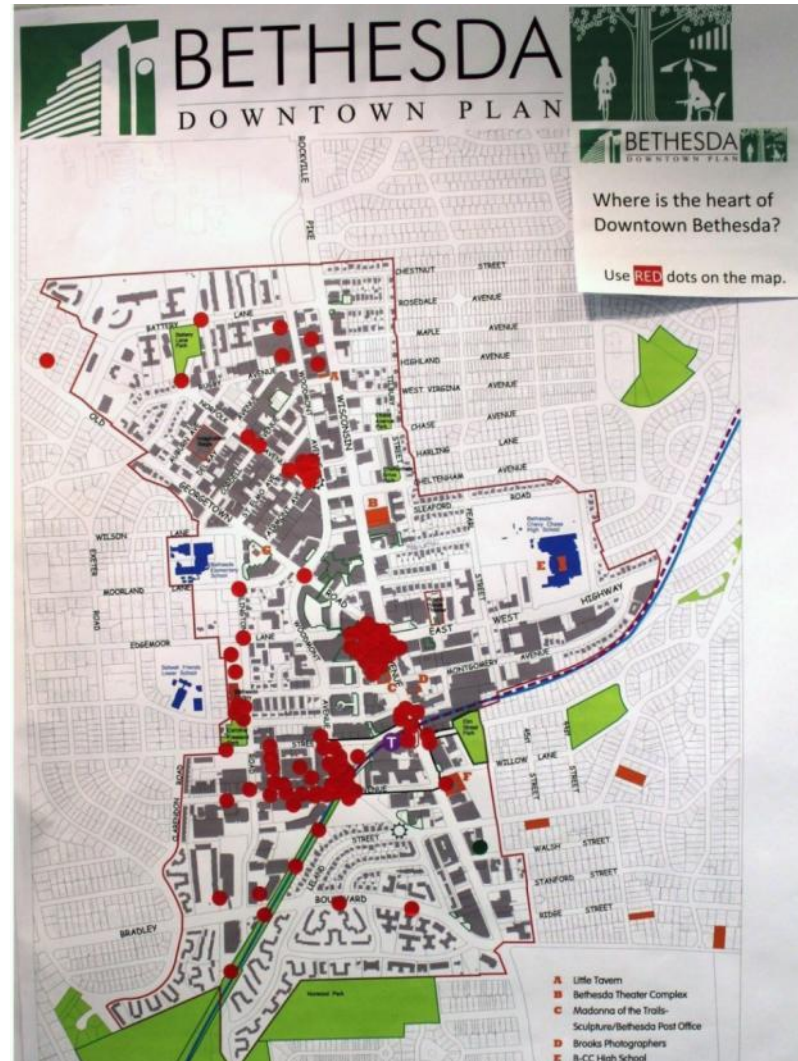
IMAGINE. An iconic park in the heart of Bethesda that is easy and affordable to get to.





Bethesda Metro Park

Surveys from Downtown Plan Workshop show Bethesda Metro Plaza is recognized as the heart of downtown Bethesda.





Bethesda Metro Park

Concept Framework Plan for Downtown Bethesda identified three *civic gathering spaces*; Bethesda Metro Plaza is **NOT** one of them.





Bethesda Metro Park

The Plaza today

- Lacks curb appeal
- Disconnected
- Lacks visible and functional green space
- Not being utilized to full potential





Bethesda Metro Park

Clark Enterprises recognized an opportunity

- to restore Bethesda Metro Plaza to a vibrant gathering space as it was originally envisioned.
- Clark involved Bethesda Urban Partnership and other civic groups in discussions
- and engaged noted architects Cooper Cary, master planner of Bethesda Row, to create concepts for a new and flexible gathering space.
- Together, they developed a set of **Design Principles** for *Bethesda Metro Park*.



Bethesda Metro Park

Guiding Principles

- Recapture the **Historic** and **Symbolic** center of Bethesda
- Improve **Connectivity** to and from Plaza
- Provide civic space to **Celebrate Bethesda** and bring the community together at large outdoor events
- Provide **Multi-functional** and **Flexible** civic space to serve diverse cultural and generational populations
- Contribute to the open **Green Space** network
- Better position existing development to **Emphasize Retail** at park level



Bethesda Metro Park

Active





COOPER CARRY

Bethesda Metro Park

Multi-functional





Bethesda Metro Park

Social





Bethesda Metro Park

Concept A

1. Great Lawn



2. Retail Kiosk





Bethesda Metro Park

Concept A

3. Interactive Fountain



4. Architectural Columns





Bethesda Metro Park

Concept A

5. Enhanced Park Access



6. Shade Structures



7. Tiered Seating





Bethesda Metro Park

Concept A

8. Moveable Seating



9. Additional Shade Trees



10. Bocce Ball & Ping Pong





Bethesda Metro Park

Concept B

1. Great Lawn



2. Interactive Fountain



3. Architectural Columns





Bethesda Metro Park

Concept B

4. Enhanced Park Access



5. Shade Structures





Bethesda Metro Park

Concept B





COOPER CARRY

Just Imagine.....





BETHESDA

D O W N T O W N P L A N

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