1. Big Picture Items to Confirm Upfront

2. Detailed Topics for Conversation
   a) Park Impact Payment
   b) Priority Sending Sites - Additional Incentives (go through entire list of incentives and provide feedback to Board)
   c) Design Review Panel and Urban Design Guidelines
      • How it would work (DRP)
      • Urban Design Guidelines – language in Sector Plan (Concepts) vs. Guidelines Document (Detail)

3. Outstanding Items
Takeaways – Confirm...

1. BOZ requirements (Park Payment, 15% MPDUs, Design Review Panel) in or out?

2. PSS – any density assigned comes out of pool

3. PSS – recommend removing Aldon sites in South Bethesda as PSS and not including the PLD lots as PSS (reduces pool by approximately 600,000SF and impacts Farm Women’s Market PSS status and ability to sell density)
## Bethesda Overlay Zone

### Requirements:
- Park Impact Payment
- 15% MPDU Requirement
- Design Review Panel

### Affordable Housing (MPDUs):
- MPDU square footage does not count against the FAR (same as CR zone today)
- No additional height given with MPDUs outside of the HPA boundary

### Process:
- Board may approve a project that exceeds the mapped CR density
- For the Board to approve a project with additional density it must find that no more than a total of 32.4 million SF has been approved
- Project receiving additional density must go to permit within 24 months of receiving site plan approval
Park Impact Payment
Park Impact Payment (PIP) Parameters

- Fund both Acquisition and Development
- Balance of PIP and general tax base
- Basis of PIP is estimated cost of acquisition and development
Parks, Trails and Open Space Goals

- Support the Centers with Civic gathering spaces
- Provide linkages and signature gateways to the major trail systems
- Create green neighborhood parks.
- Create livable communities and appropriate transitions by greening and buffering the edges
Parks Impact Payment

BDP Parks Summary

• New paradigm of urban parks
  • PROS 2012
  • Vision 2030
  • PROS 2017 update *(underway)*
  • Urban Park Functional Master Plan *(starting soon)*

• More parks
  • 6 Existing (4 Expansions) + 13 New = 19 Parks

• More acreage
  • 10 acres existing + 13 acres proposed = 23 acres

• Expanded range of size, type, and facilities
  • Urban recreational parks
  • Urban greenways
  • Civic greens

• Location central to BDP
Parks Impact Payment

Methodology: Estimated Acquisition Cost

• Evaluated to determine most likely park creation mechanism
  • Dedication via Development Review Process
  • Direct Acquisition via CIP Funds
  • Alternative Tools such as Density Transfer or Priority Sending Areas

• Estimated Purchase Price for sites potentially needing direct acquisition
  • Expressed as a range
  • Based on tax assessments, comparable real estate sales, and Acquisition Team professional judgement
Methodology: Estimated Development Cost

- Development Cost covers:
  - Site demolition
  - Design
  - Construction
- Demolition
  - Property Management office
  - Based on comparable demolitions
- Design & Construction
  - Vision and Park Type proposed in BDP
  - Comparable projects identified:
    - Internal and external comps
    - Simple to more formal & complex urban parks
  - Expressed as a range
    - Low Option
    - Moderate Option
    - High Option
Parks Impact Payment

High Option Development looks like...

Campus Martius Park, Detroit: $41M/acre
Campus Martius Park, Detroit
Parks Impact Payment

High Option Development looks like...Yards Park, DC: $6.4M/acre
Parks Impact Payment

Yards Park, Washington, D.C.
Parks Impact Payment

Yards Park, Washington, D.C.
Parks Impact Payment

High Option Development looks like...

Canal Park, DC: $8M/acre
Parks Impact Payment

Ice Rink and Tavern
Canal Park, Washington, D.C.

Light Box, Tavern, and Splash Feature
Canal Park, Washington, D.C.
Parks Impact Payment

High Option Development looks like...

Cumberland Park, Nashville Tennessee
Parks Impact Payment

Cumberland Park, Nashville
Parks Impact Payment

High Option Development looks like...

Spray Sculpture
Discovery Green Park, Houston

Climbing Structure/Garage Access Stair
Discovery Green Park, Houston
Parks Impact Payment

Moderate Option
Development looks like:
Town Center Urban Park, Germantown
$2.7M/acre
Parks Impact Payment

Germantown Town Center Urban Park
Parks Impact Payment

Sherwood Recreation Center, Washington, D.C.
Parks Impact Payment

Sherwood Recreation Center, Washington, D.C.
Parks Impact Payment - Moderate

Sherwood Recreation Center, Washington, D.C.
Parks Impact Payment

Low Option Development looks like....
Parks Impact Payment - Low

Fitler Square, Philadelphia
Results: Estimated Total Park Costs in BDP

<table>
<thead>
<tr>
<th></th>
<th>Low</th>
<th>Moderate</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition</td>
<td>$36 M</td>
<td>$64 M</td>
<td>$75 M</td>
</tr>
<tr>
<td>Development</td>
<td>$25 M</td>
<td>$53 M</td>
<td>$90 M</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$61 M</strong></td>
<td><strong>$117 M</strong></td>
<td><strong>$165 M</strong></td>
</tr>
</tbody>
</table>

- Propose to use *Moderate Estimate* for calculating PIP
- Estimated in 2016 dollars (no indexing for inflation over 20 year plan life)
Calculating PIP

- **Parameters**
  - $117 Million Estimated Cost
  - 3.4 Million square feet bonus density available in BOZ
  - Proposing PIP fund 75% of Moderate Cost Estimate

### Moderate Cost Estimate (millions 2016 dollars) | Proportion PIP Funding | PIP Basis (millions 2016 dollars) | Available BOZ Density (millions sf) | Proposed PIP Fee ($/sf)
--- | --- | --- | --- | ---
$117 | X | 75% | $88 | / | 3.4 | = | $25.81

- **Rationale for selecting proportion PIP funding**
  - Two factors lessen the potential value of the PIP fee to support acquisition & development of parks:
    - Not all 3.4 M sf will develop during 20-year life of BDP
    - Fixed rate fee (non-inflation adjusted) will lose value over 20 years of implementation and erode purchasing power
Parks Impact Payment

Relative Costs of Developer Options for Bonus Density ($/sf)

<table>
<thead>
<tr>
<th>OPTION A</th>
<th>OPTION B</th>
<th>OPTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Density Averaging</td>
<td>Bethesda Overlay Zone</td>
<td>Priority Sending Sites</td>
</tr>
<tr>
<td>$43 - $47</td>
<td>$25.81</td>
<td>$35 - $41</td>
</tr>
</tbody>
</table>

- PROJECTED MARKET RATE FOR DENSITY
- PARKS IMPACT PAYMENT
- LESS - COST OF 15% MPDUS - BLT FEES
Priority Sending Sites
Priority Sending Sites

Working Draft Incentives:

• Lift the 0.25-mile restriction
• Eliminate the requirement for a common sketch plan

Staff Recommendation for additional incentives:

• Remove the BLT requirement for priority sending site density
• Eliminate the 15 percent MPDU requirement for priority sending site density, and leave it at the mandatory 12.5 percent
• Remove Park Amenity Payment
Priority Sending Sites

additional incentives (not recommended):

• Reduce CR benefit points from 150 to 100.
• Eliminate impact tax and TPAR
• Eliminate or reduce development-related fees/charges
• Do not require that all development rights (on PSS) be extinguished before approval of any plan and that no surface parking lot be allowed on a PSS site
• Allow receiving site to exceed its mapped height when transferred from a PSS site
Design Review Panel
## Design Review Advisory Panel

### Goals

- Achieve the highest quality design for the planned and built environment;

- Assist in resolving issues that arise in the regulatory process where urban design principles are in conflict with other county agency regulations by providing a review and discussion earlier in the process;

- Prioritize the allocation of the CR Public Benefit Points in the Commercial Residential Incentive Density Implementation Guidelines.
Design Review Advisory Panel

How it would work

• Semi-autonomous group, similar to the Public Art Review Panel, to give design input on projects at the Concept Plan and/or Sketch Plan through Site Plan stage

• Currently recommended for Optional Method projects in the CR zone at Concept Plan, required for property owners seeking additional density allocation through the BOZ

• Five-person group made up of three architects (Director, Senior Urban Designer), one developer, and one citizen.

• Meet once a month on an as-needed basis.

• Recommendations by the panel are forwarded to staff to assist in the review process, and are to be given great weight.
Design Guidelines Discussion
Imposing building massing and bulk

Blank ground floor walls with poor relationship to the sidewalk
2.6 Urban Design Goals

2.6.1 Public Space Network

A. **Goal:** Improve access to a variety of quality public spaces throughout Downtown Bethesda and links to adjacent areas.

B. **Goal:** Enhance the primary links between Bethesda’s established centers of activity and major transit nodes. Anchor these links with great urban green spaces.

2.6.2 Urban Form

A. **Goal:** Accommodate future growth in Downtown Bethesda by targeting building height increases in specific areas that support the Plan Vision and Concept Framework.

B. **Goal:** Preserve scale and character of designated areas and ensure compatibility of new development with surrounding neighborhoods.

2.6.3 Placemaking

A. **Goal:** Encourage and accommodate opportunities for creative placemaking to activate Bethesda’s streets and open spaces.
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B. **Goal:** Preserve scale and character of designated areas and ensure compatibility of new development with surrounding neighborhoods.

C. **Goal:** Create a walkable environment where buildings frame a vibrant public realm and relate to the human scale. Limit the impacts of imposing building massing and bulk particularly in the design of tall buildings. Instead design buildings with sensitivity for their effect on access to sunlight and air, shadows and how they contribute to the character and visual identity of Downtown Bethesda.

2.6.3 Placemaking

A. **Goal:** Encourage and accommodate opportunities for creative placemaking to activate Bethesda’s streets and open spaces.
2.6.2 Building Form Recommendations
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Intent:

With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process.

Tall Buildings should not be designed to appear as massive walls extruded directly from the property lines with subtle variation. Instead they should have a clearly differentiated base, middle and top, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.
Setback: Allow sufficient setback from the curb for a clear pedestrian walkway lined by plantings and furnishings per the Bethesda Streetscape Standards
2.6.2 Building Form Recommendations

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Public Mid-block Connection: Provide connections for people to walk and bike through large blocks
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2.6.2 Building Form Recommendations

**Base:** Provide a building base that frames the street with fine-grain facade articulation.

70 ft max
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70 ft max
2.6.2 Building Form Recommendations

**Bulk:** Limit tower floor plates and articulate facades to reduce building bulk

**Separation:** Separate towers by at least 60 ft

**Middle:** Step back upper floors along streets, open spaces and midblock connections in a way that distinctly differentiates the tower from the building base
2.6.2 Building Form Recommendations

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2.6.2 Building Form Recommendations

**Top:** Create a special top that contributes to the quality of the skyline.
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2.6.2 Building Form Recommendations

**+ Innovation:** Encourage innovative building form and allow flexibility for design that meets the intent of the recommendations

**+ Variation:** Vary tower heights, upper floor setbacks orientation and building materials
Potential Development Wisconsin Avenue
Potential Development Wisconsin Avenue
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**+ Innovation:** Encourage innovative building form and allow flexibility for design that meets the intent of the recommendations

**+ Variation:** Vary tower heights, setbacks, orientation, and building materials
Outstanding Items
1. Fire Station 6 zoning?
   - Board previously recommended a floating zone with staff recommended density and height.

2. Fire Station 6 park recommendation by Chevy Chase West Neighborhood?
   - Provide language in the Plan similar to the Glenbrook Rd. site at Battery Lane Urban Park and add an asterisk to the map as potential open space.