



Bethesda Downtown Plan



community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials



Work Session #14 | Planning Board June 9, 2016

MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Agenda

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:

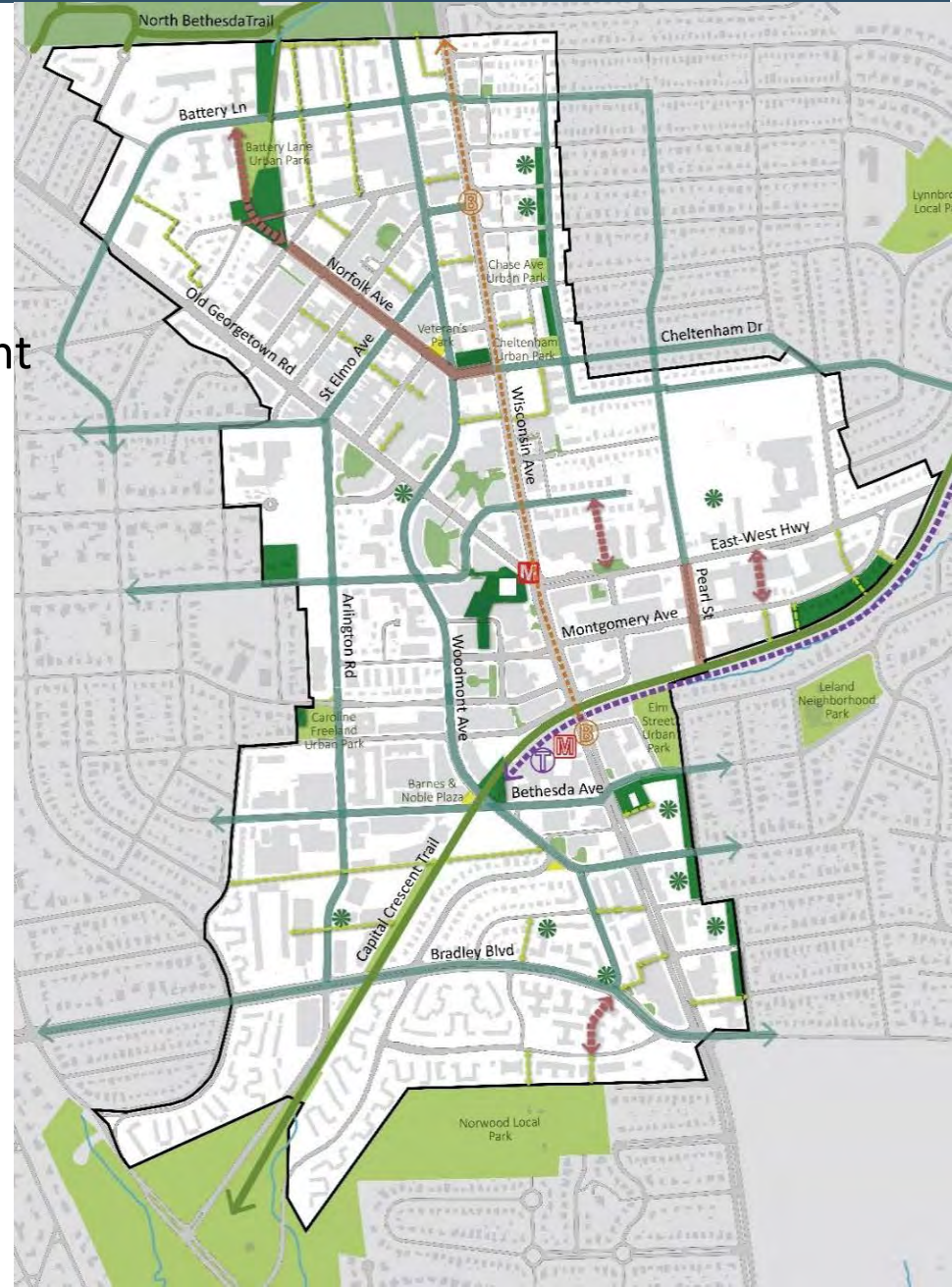
- Board may approve a project that exceeds the mapped CR density
- For the Board to approve a project with additional density it must find that no more than a total of 32.4 million SF has been approved
- Project receiving additional density must go to permit within 24 months of receiving site plan approval

Park Impact Payment

Parks Impact Payment

Park Impact Payment (PIP) Parameters

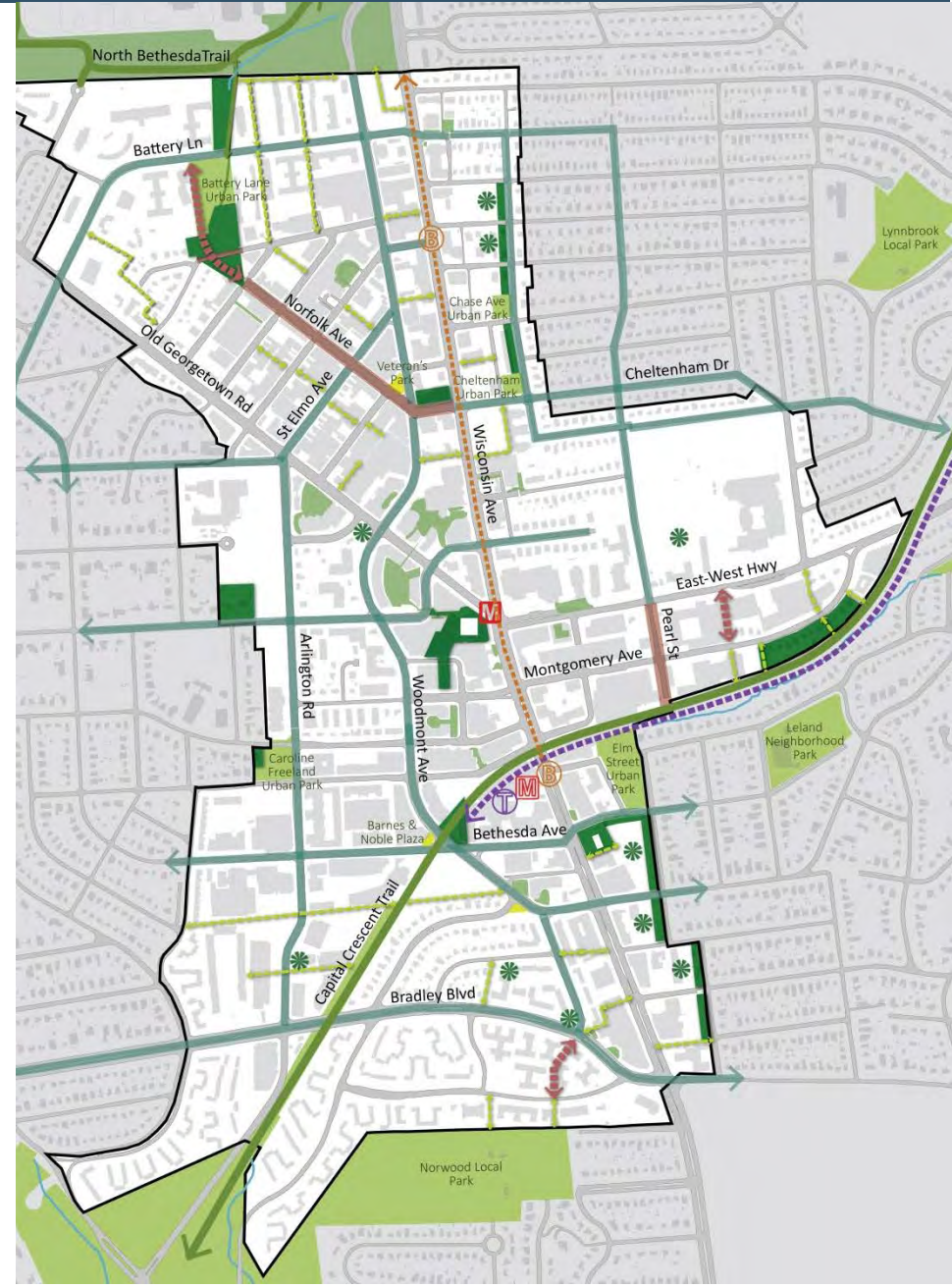
- Fund both Acquisition and Development
- Balance of PIP and general tax base
- Basis of PIP is estimated cost of acquisition and development



Parks Impact Payment

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



Parks Impact Payment

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



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

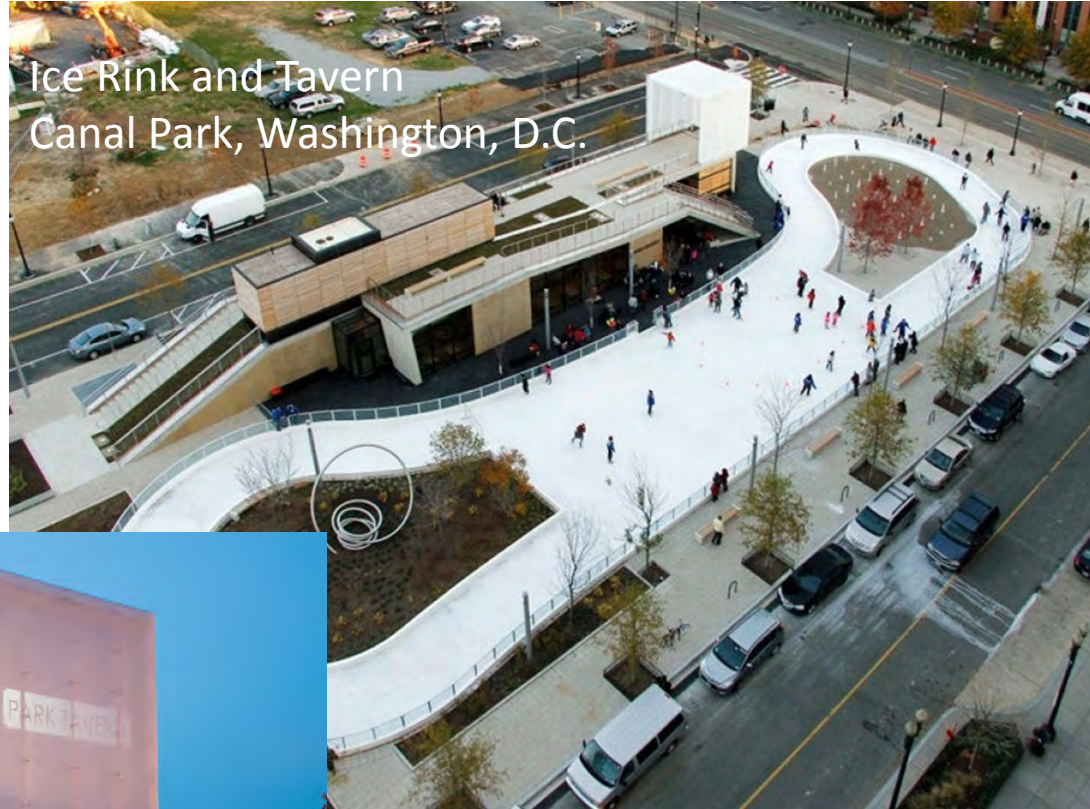
High Option Development looks like...

Canal Park, DC: \$8M/acre

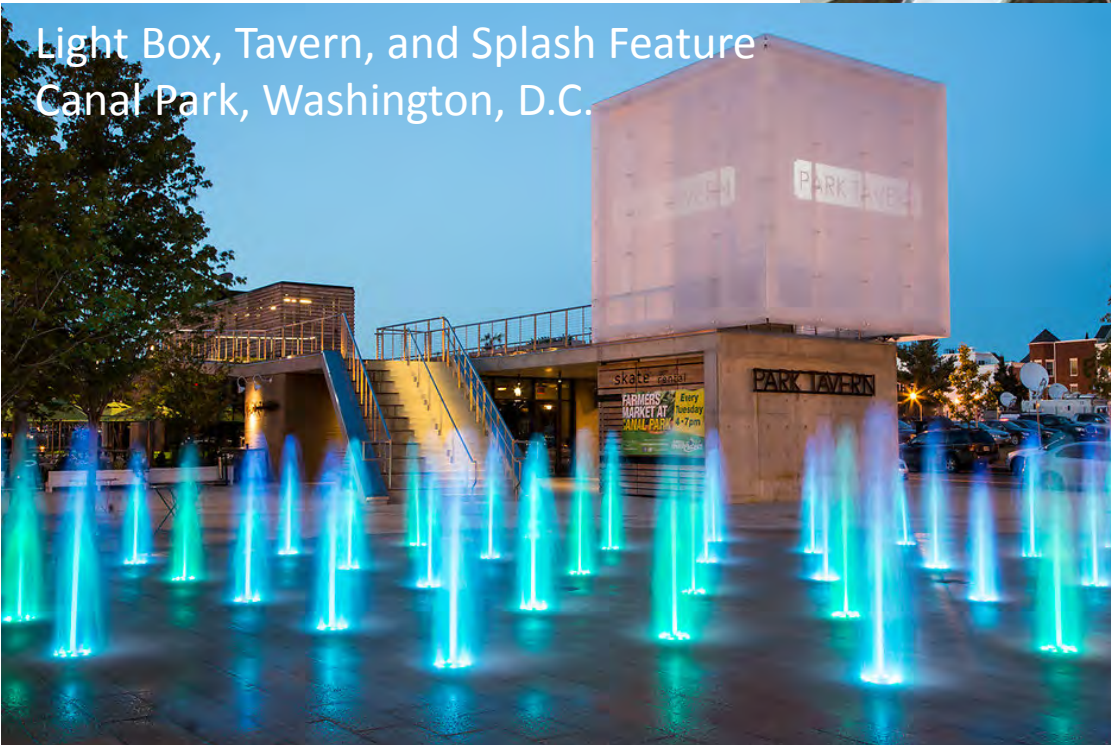


Parks Impact Payment

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



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



Parks Impact Payment

Results: Estimated Total Park Costs in BDP

	Low	Moderate	High
Acquisition	\$ 36 M	\$ 64 M	\$ 75 M
Development	\$ 25 M	\$ 53 M	\$ 90 M
TOTAL	\$ 61 M	\$117 M	\$165 M

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

Parks Impact Payment

Calculating PIP

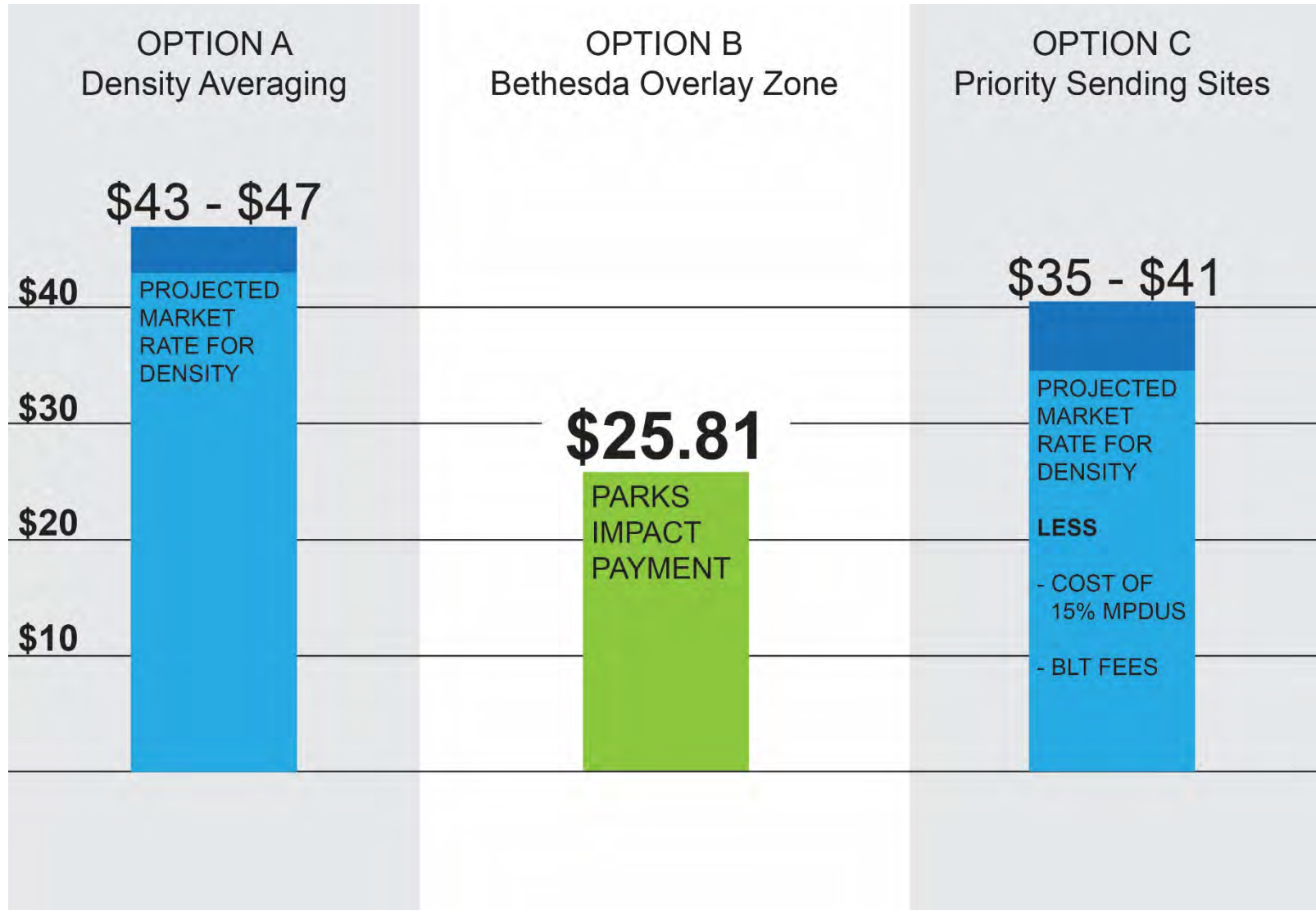
- Parameters
 - \$117 Million Estimated Cost
 - 3.4 Million square feet bonus density available in BOZ
 - Proposing PIP fund 75% of Moderate Cost Estimate

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)



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:

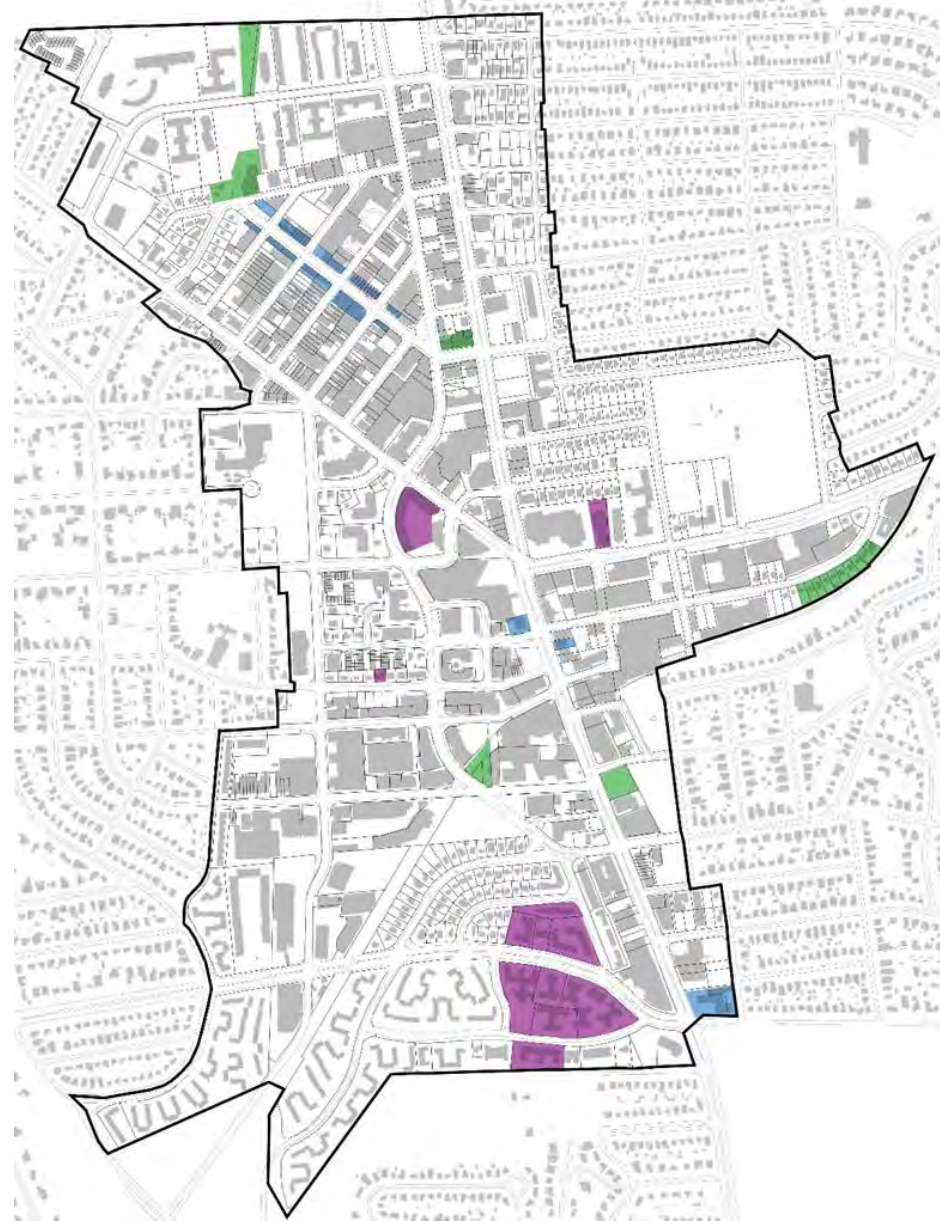
- Remove the BLT requirement for priority sending site density
- Eliminate the 15 percent MPDU requirement for priority sending site density, and leave it at the mandatory 12.5 percent
- Remove Park Amenity Payment



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.

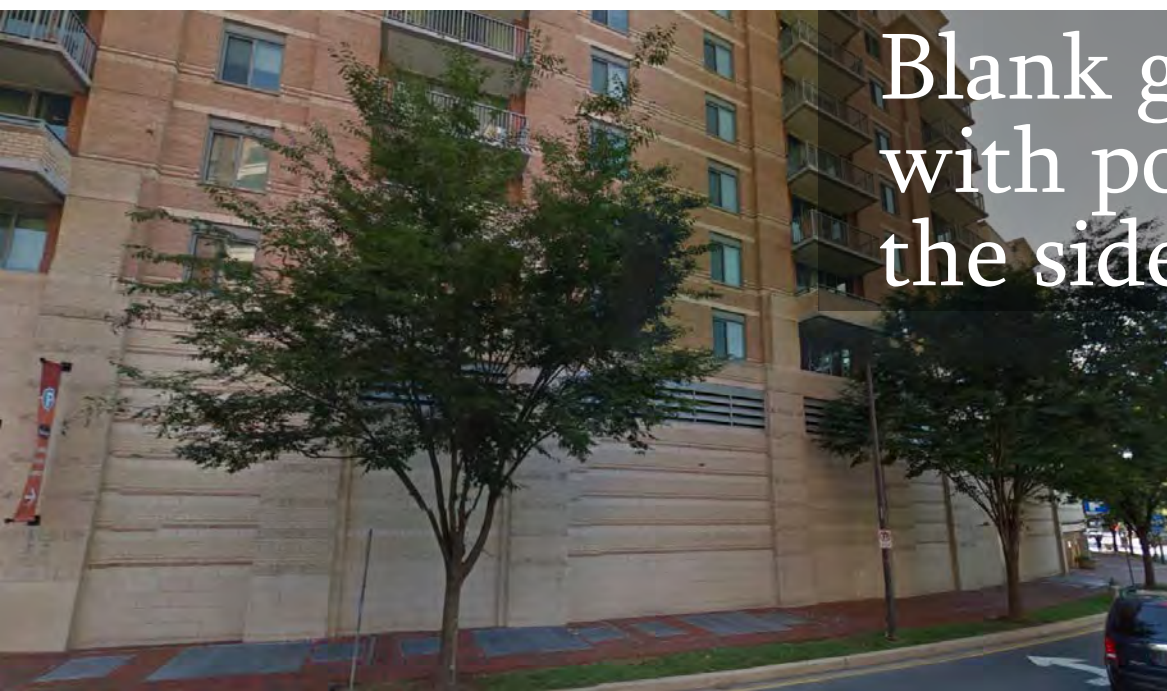
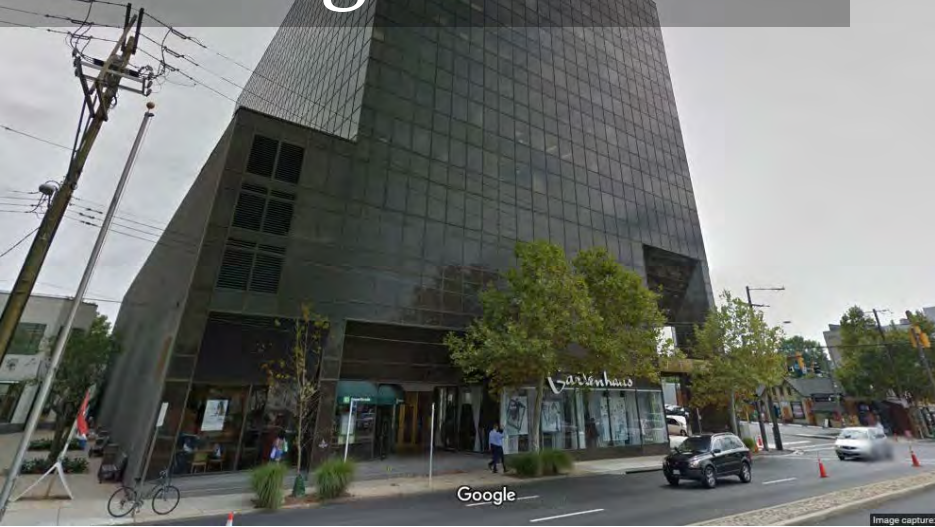
Design Review Advisory Panel

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.

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

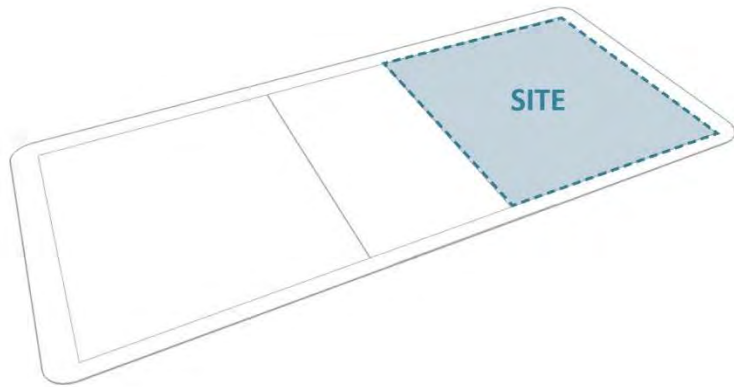
- A. **Goal:** Accommodate future growth in Downtown Bethesda by targeting building height increases in specific areas that support the Plan Vision and Concept Framework.
- B. **Goal:** Preserve scale and character of designated areas and ensure compatibility of new development with surrounding neighborhoods.

- 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.

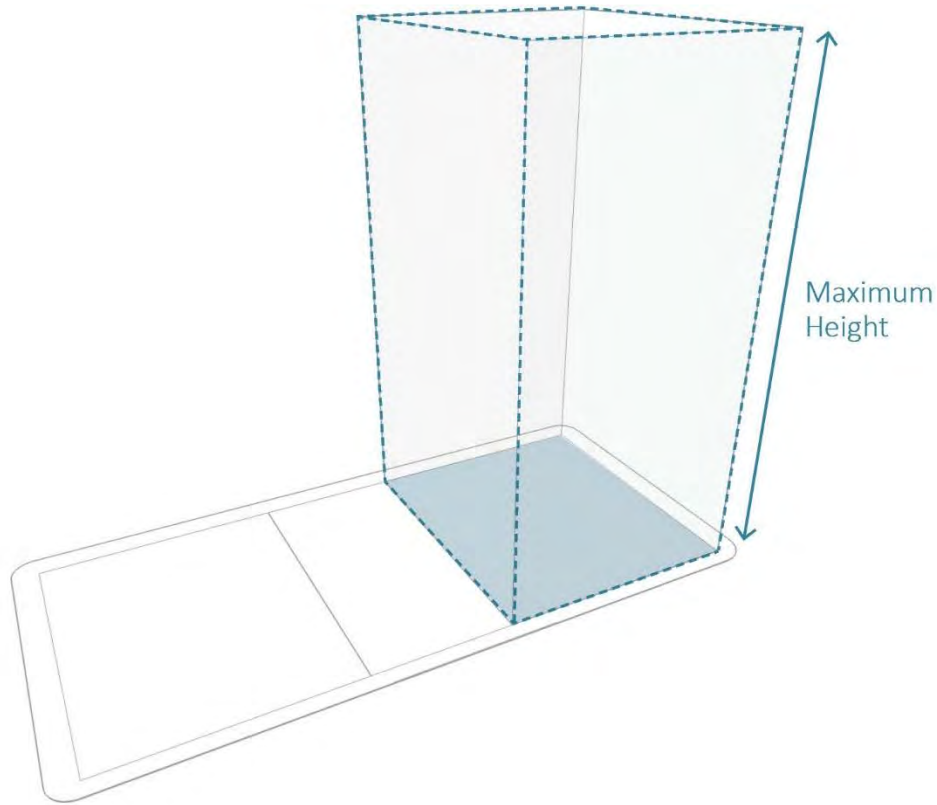
2.6.3 Placemaking

- A. **Goal:** Encourage and accommodate opportunities for creative placemaking to activate Bethesda's streets and open spaces.

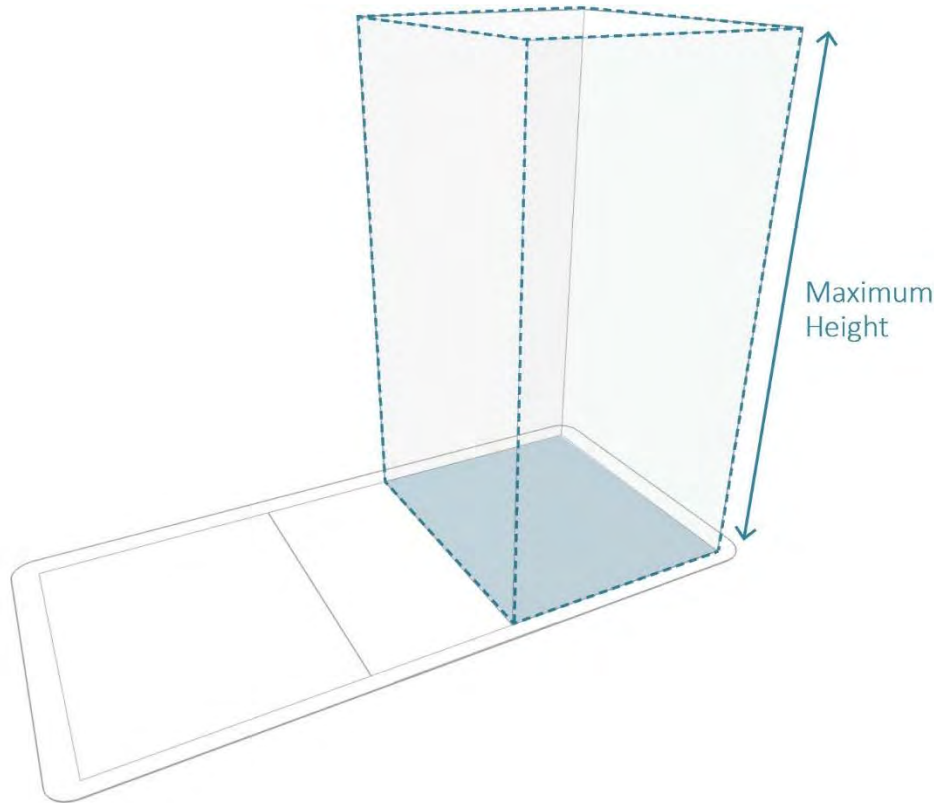
2.6.2 Building Form Recommendations



2.6.2 Building Form Recommendations



2.6.2 Building Form Recommendations

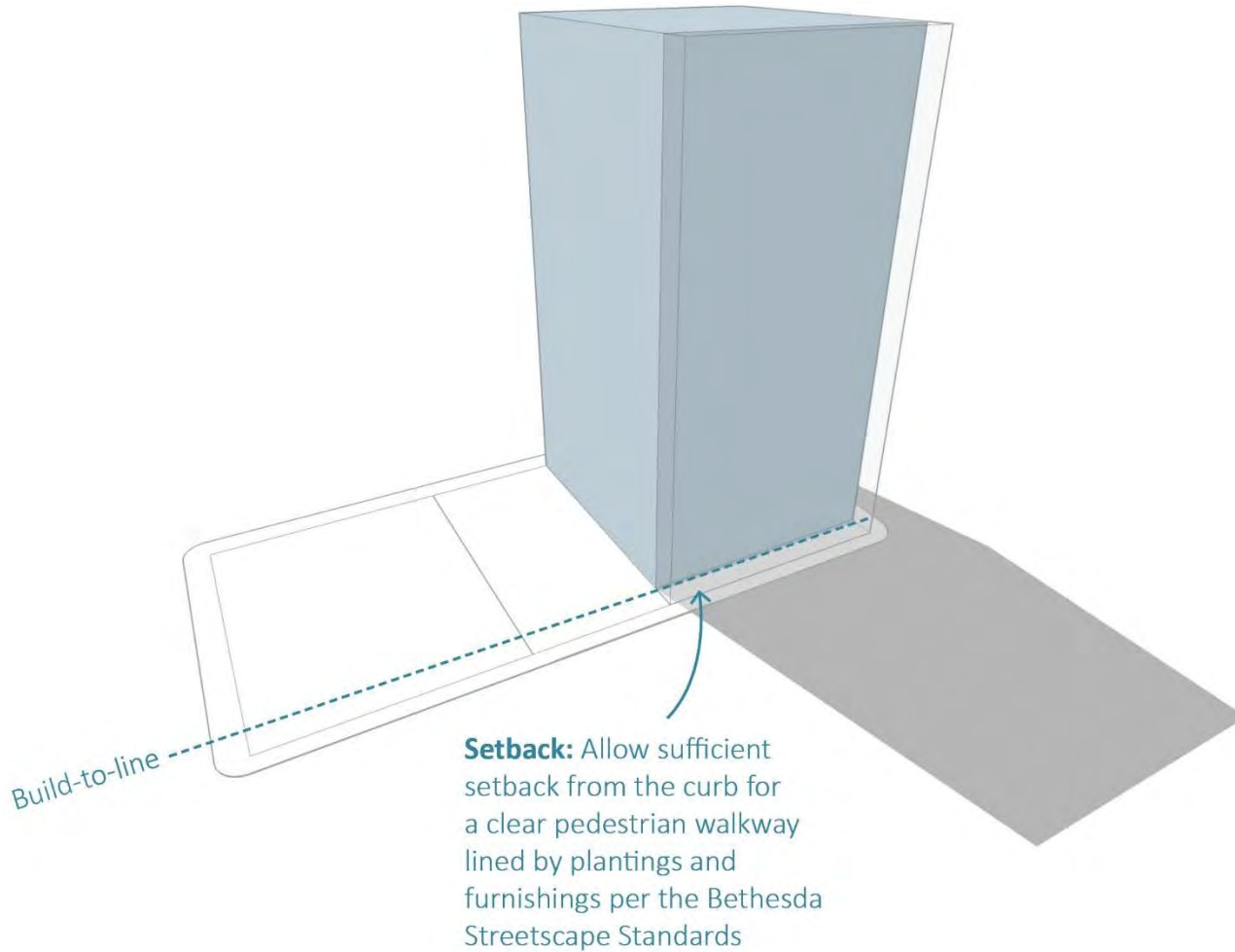


Intent:

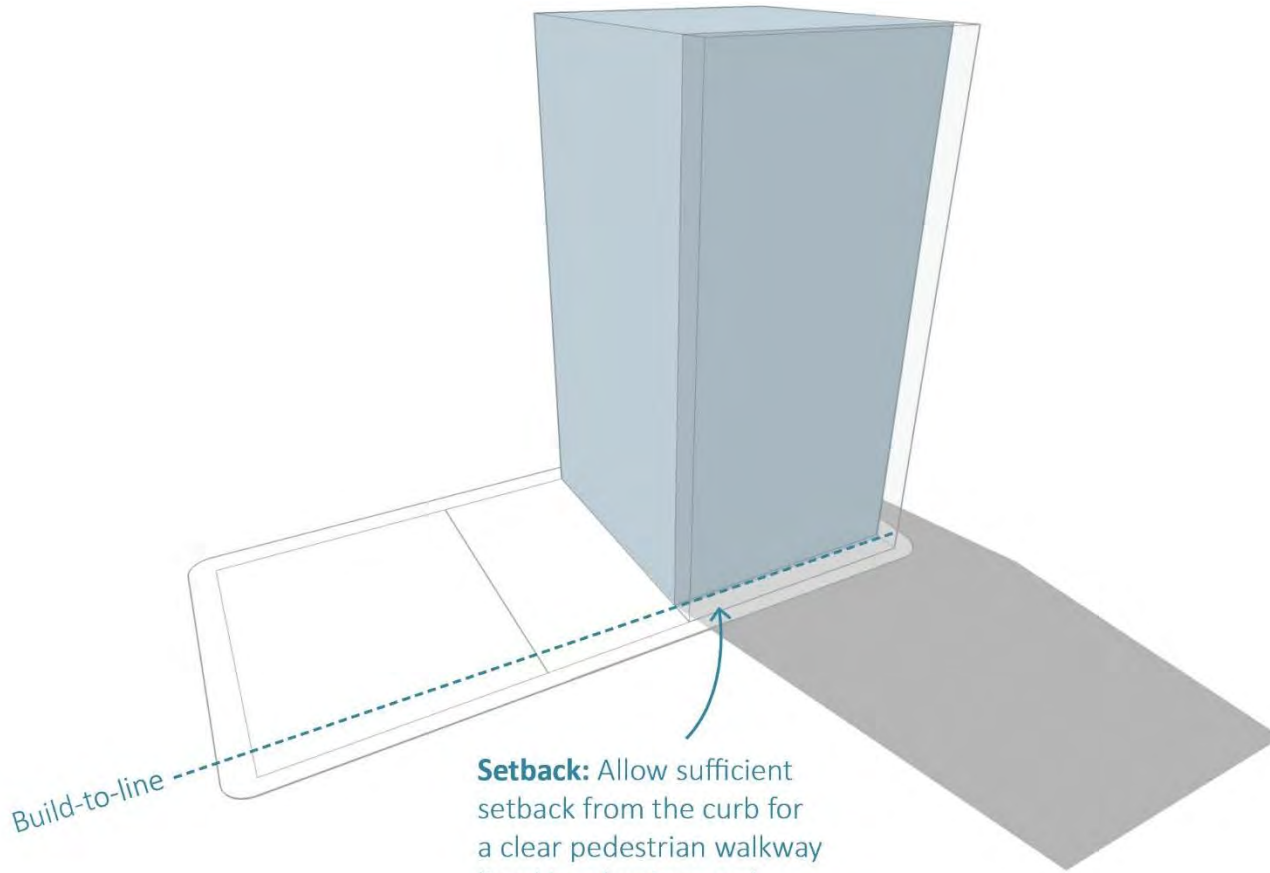
With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process.

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.

2.6.2 Building Form Recommendations



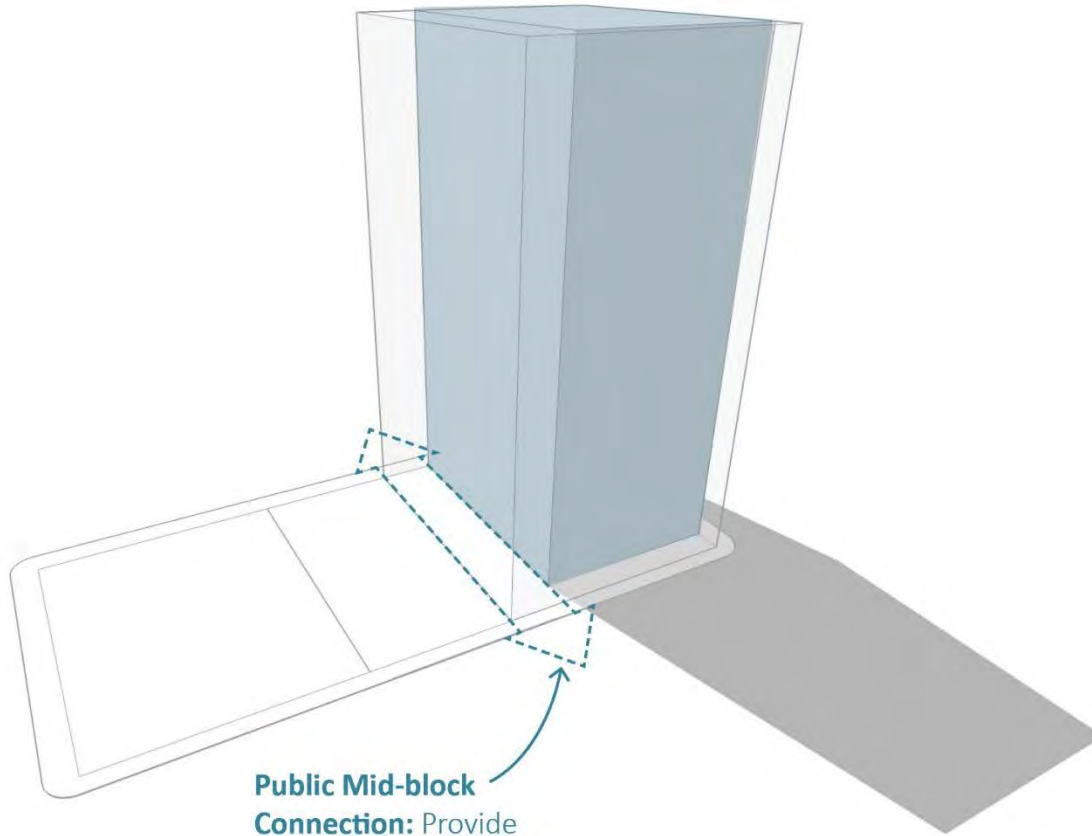
2.6.2 Building Form Recommendations



Setback: Allow sufficient setback from the curb for a clear pedestrian walkway lined by plantings and furnishings per the Bethesda Streetscape Standards

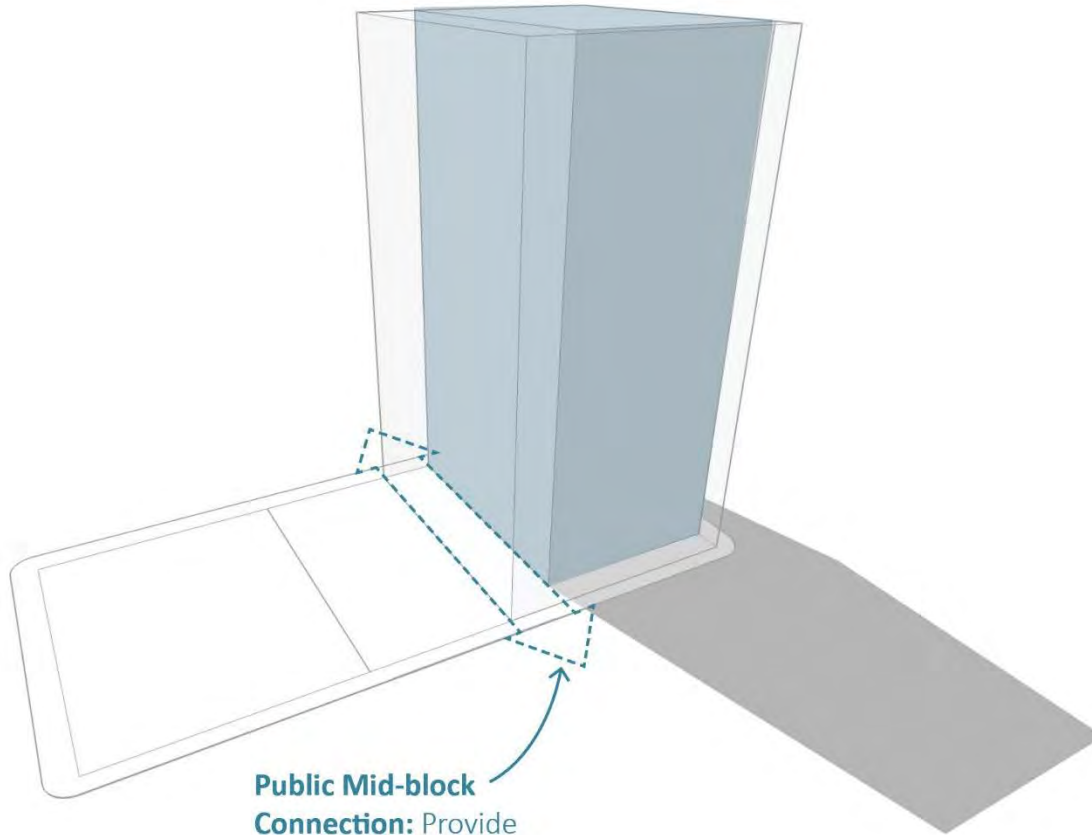


2.6.2 Building Form Recommendations

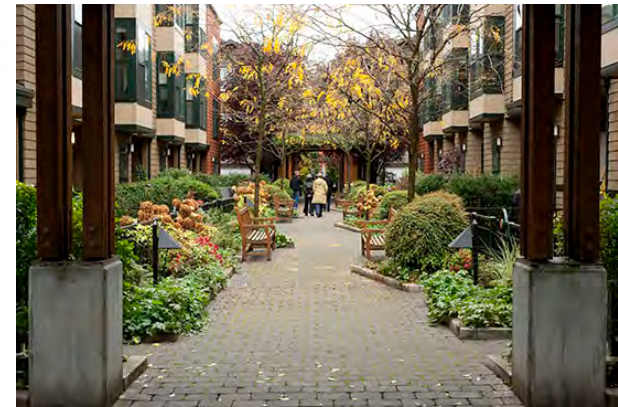


Public Mid-block Connection: Provide connections for people to walk and bike through large blocks

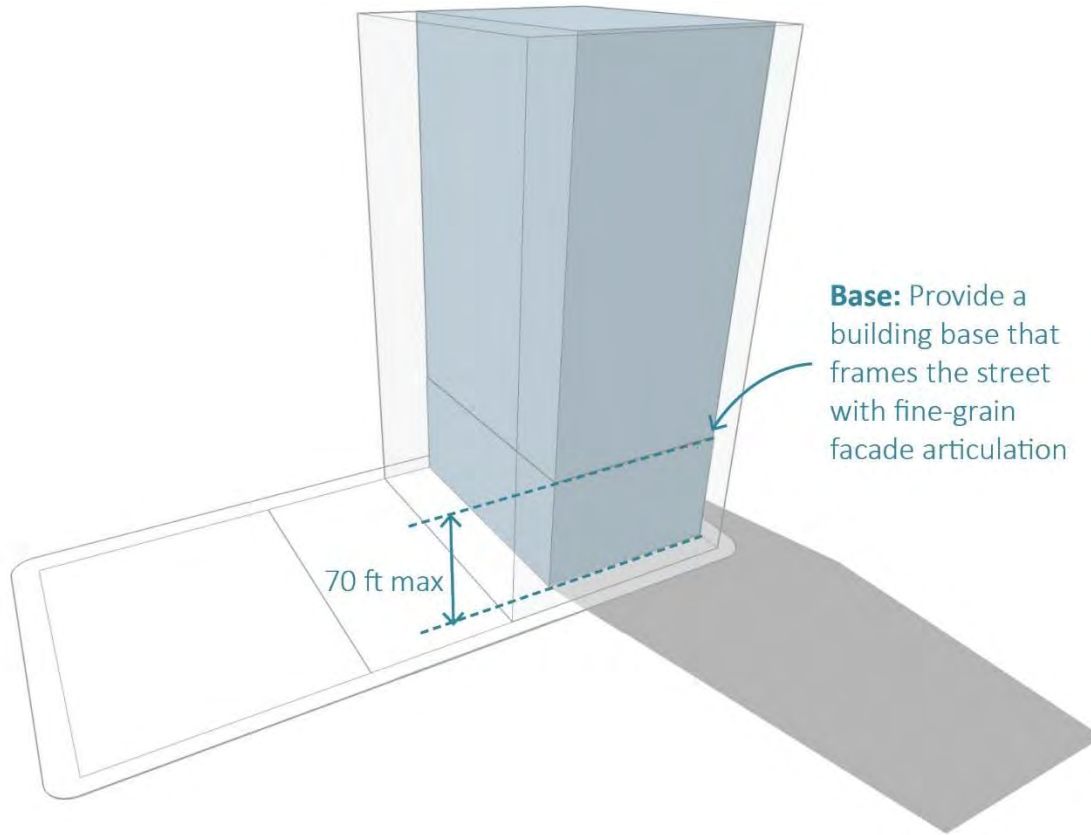
2.6.2 Building Form Recommendations



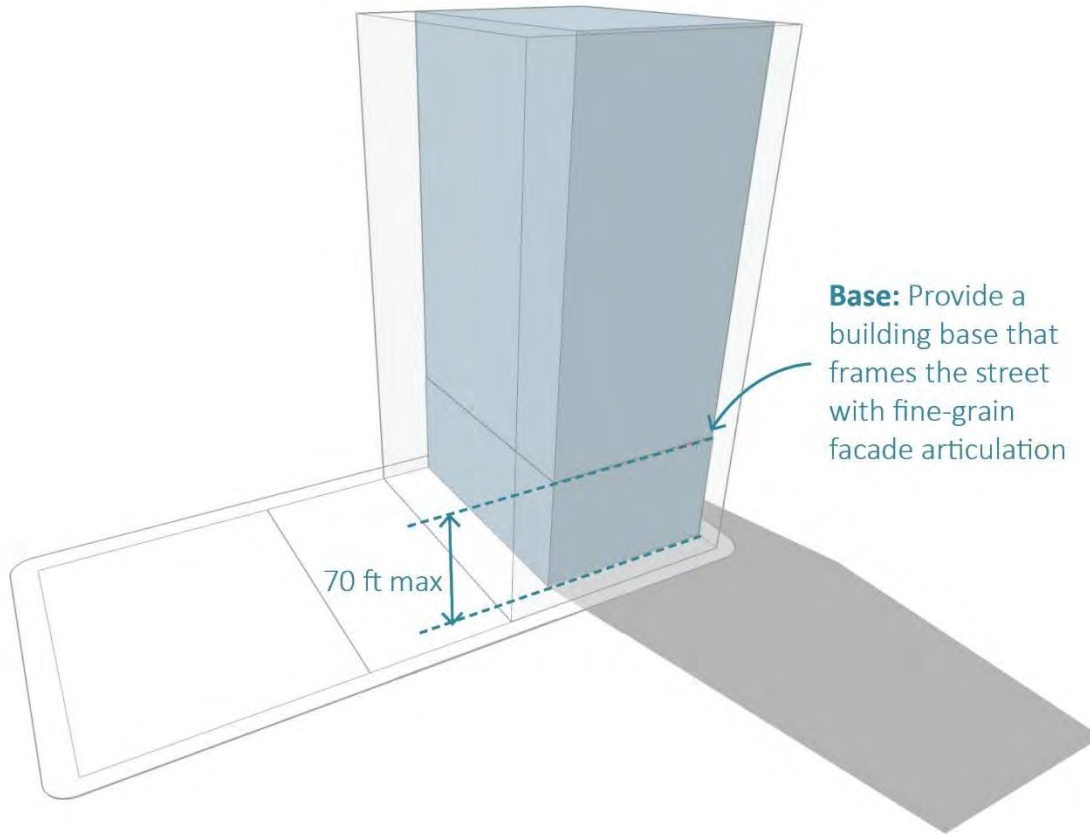
Public Mid-block Connection: Provide connections for people to walk and bike through large blocks



2.6.2 Building Form Recommendations



2.6.2 Building Form Recommendations

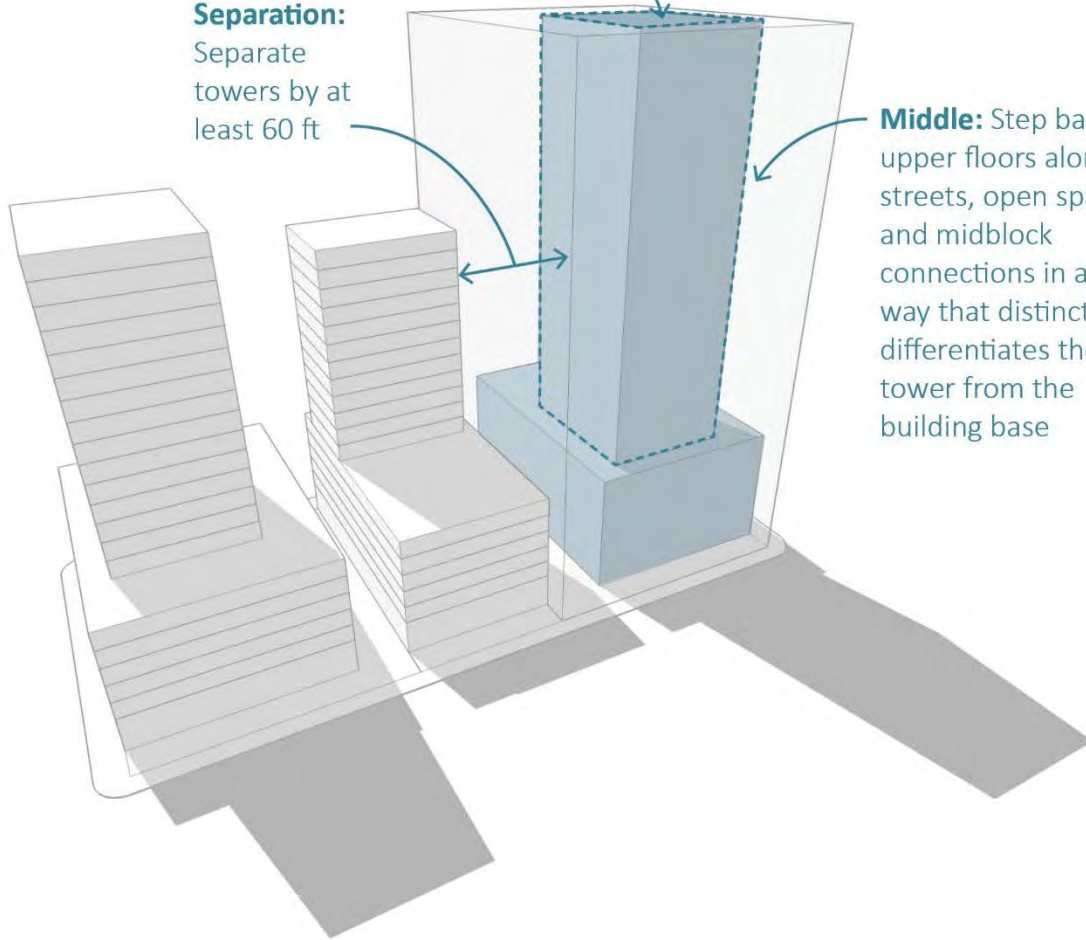


2.6.2 Building Form Recommendations

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

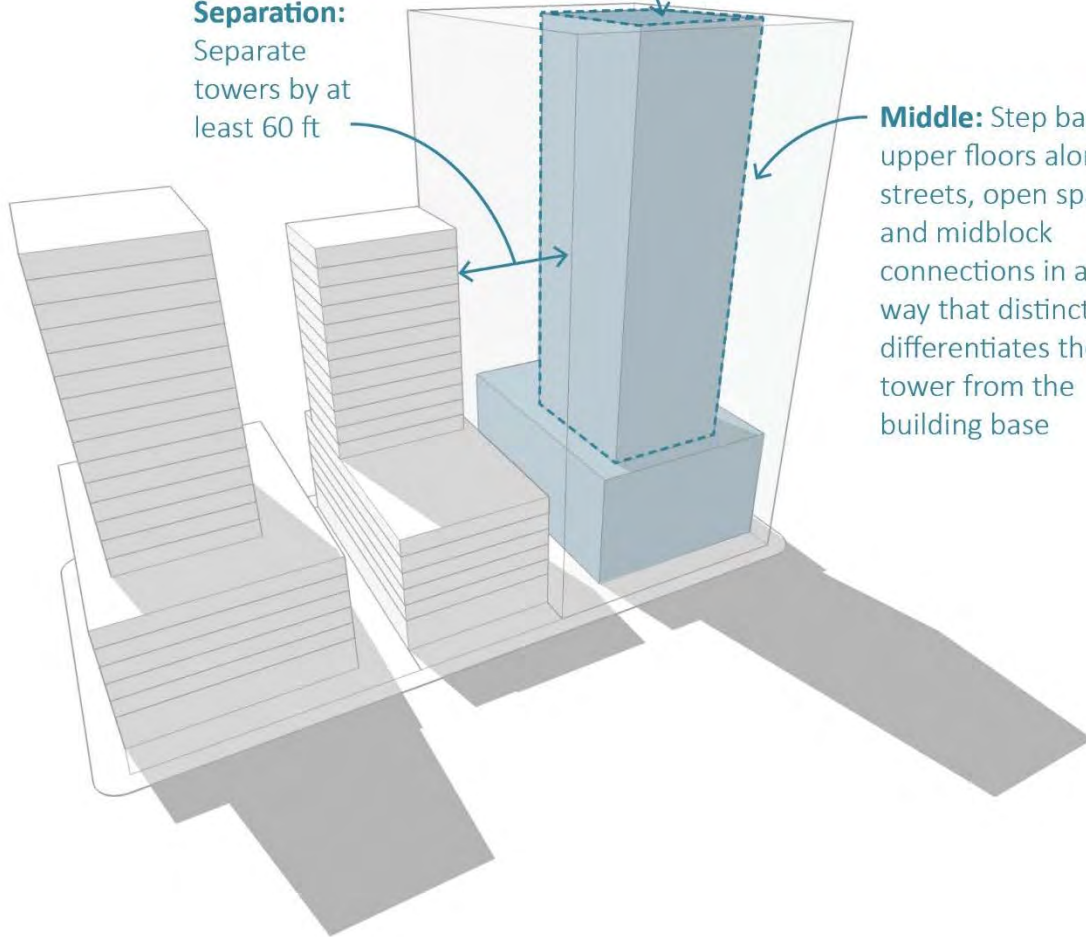


2.6.2 Building Form Recommendations

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

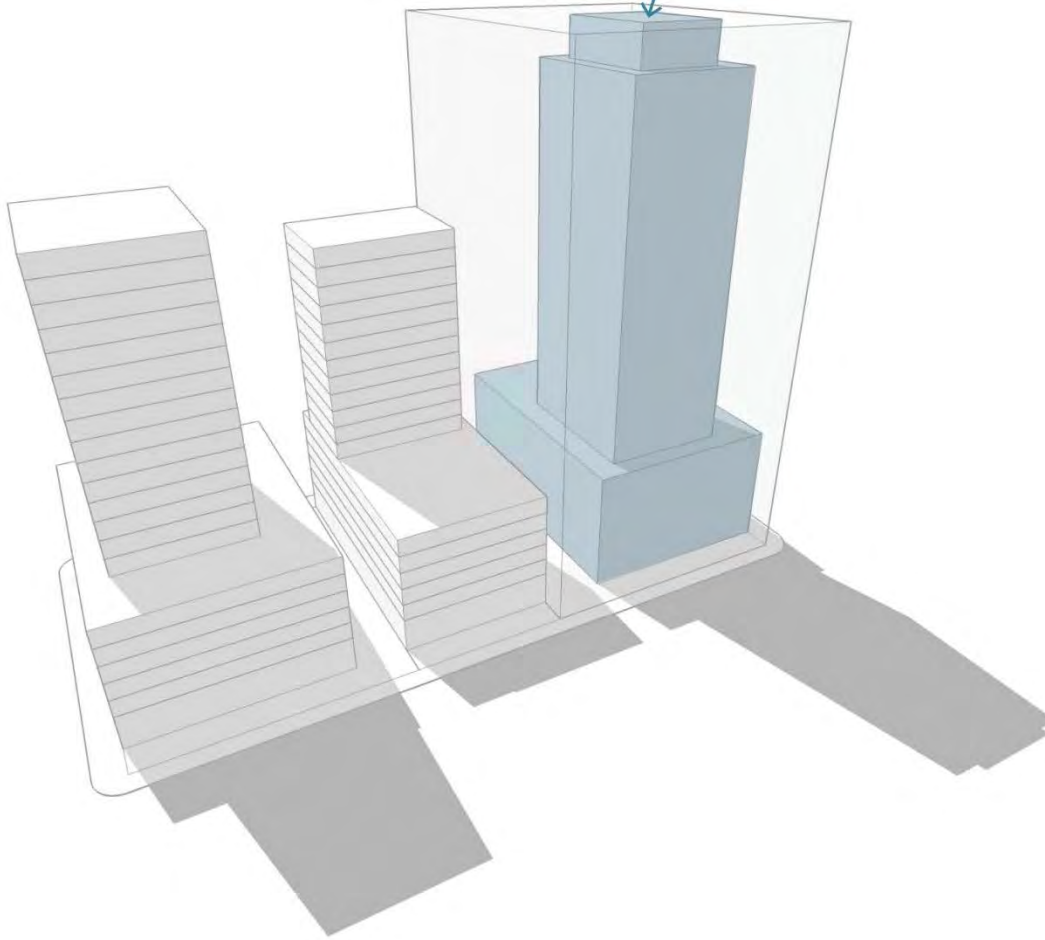
Separation:
Separate towers by at least 60 ft

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



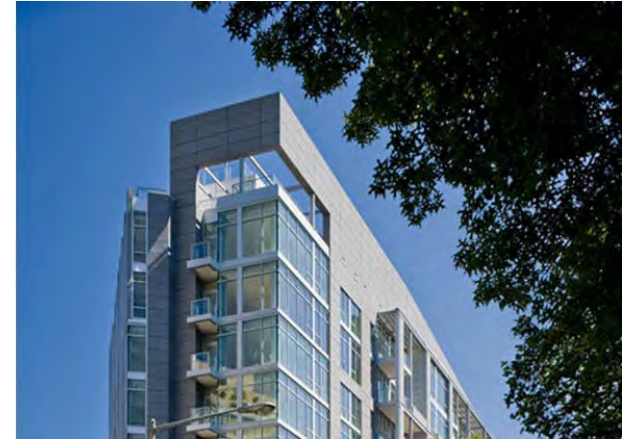
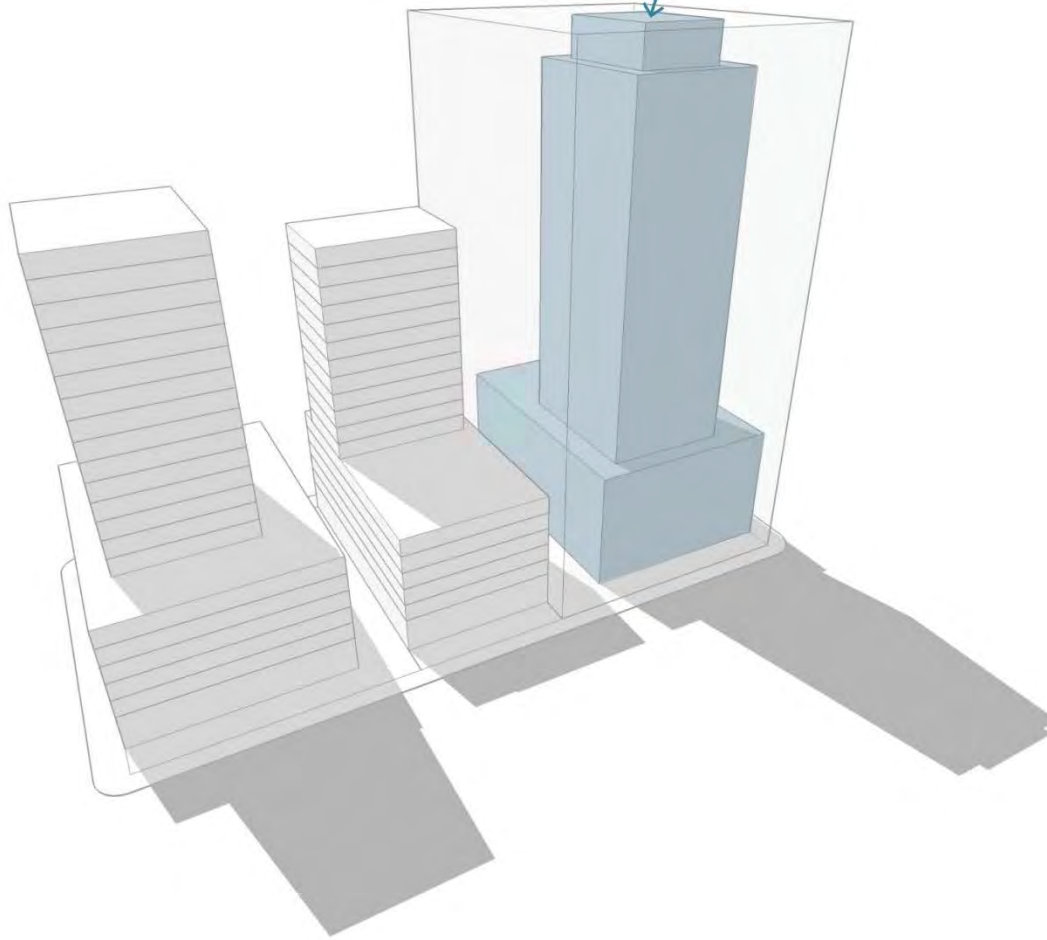
2.6.2 Building Form Recommendations

Top: Create a special top that contributes to the quality of the skyline

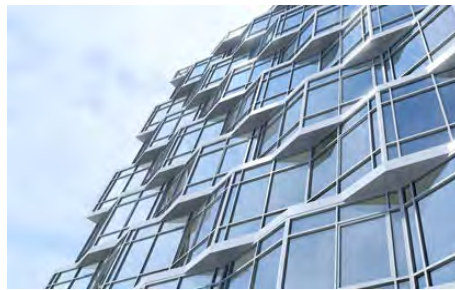


2.6.2 Building Form Recommendations

Top: Create a special top that contributes to the quality of the skyline



2.6.2 Building Form Recommendations

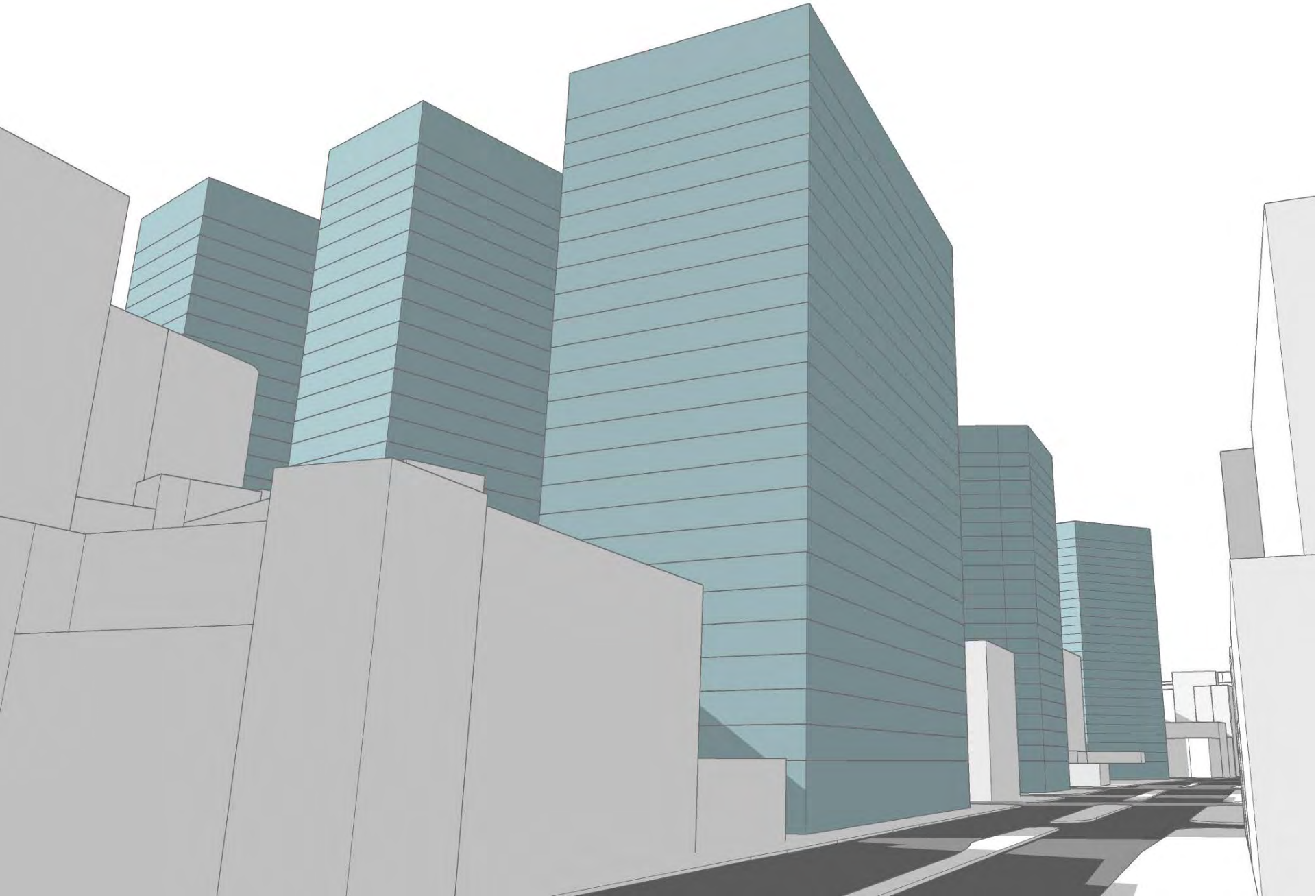


+ **Innovation:** Encourage innovative building form and allow flexibility for design that meets the intent of the recommendations

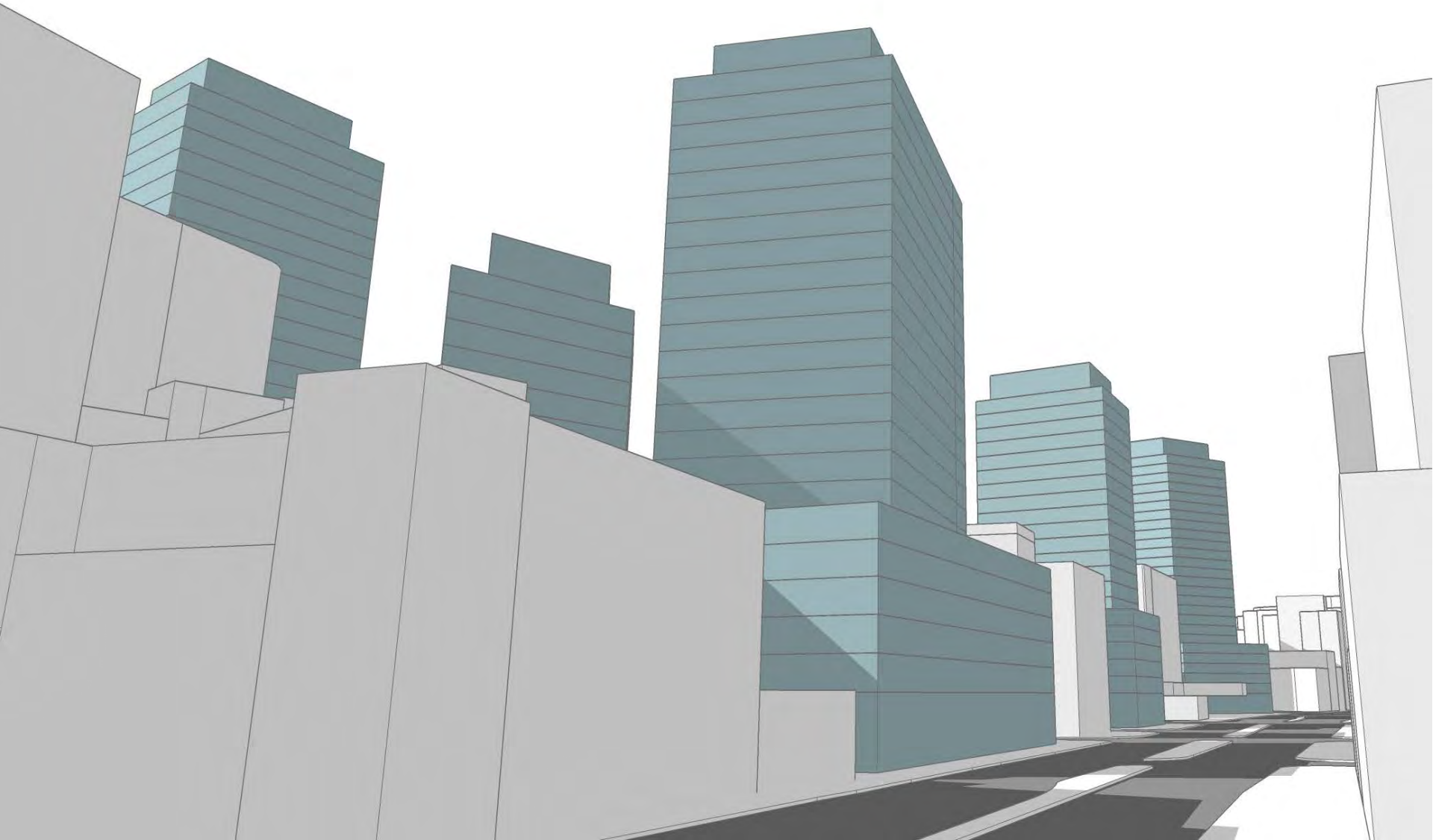
+ **Variation:** Vary tower heights, upper floor setbacks, orientation and building materials



Potential Development Wisconsin Avenue



Potential Development Wisconsin Avenue

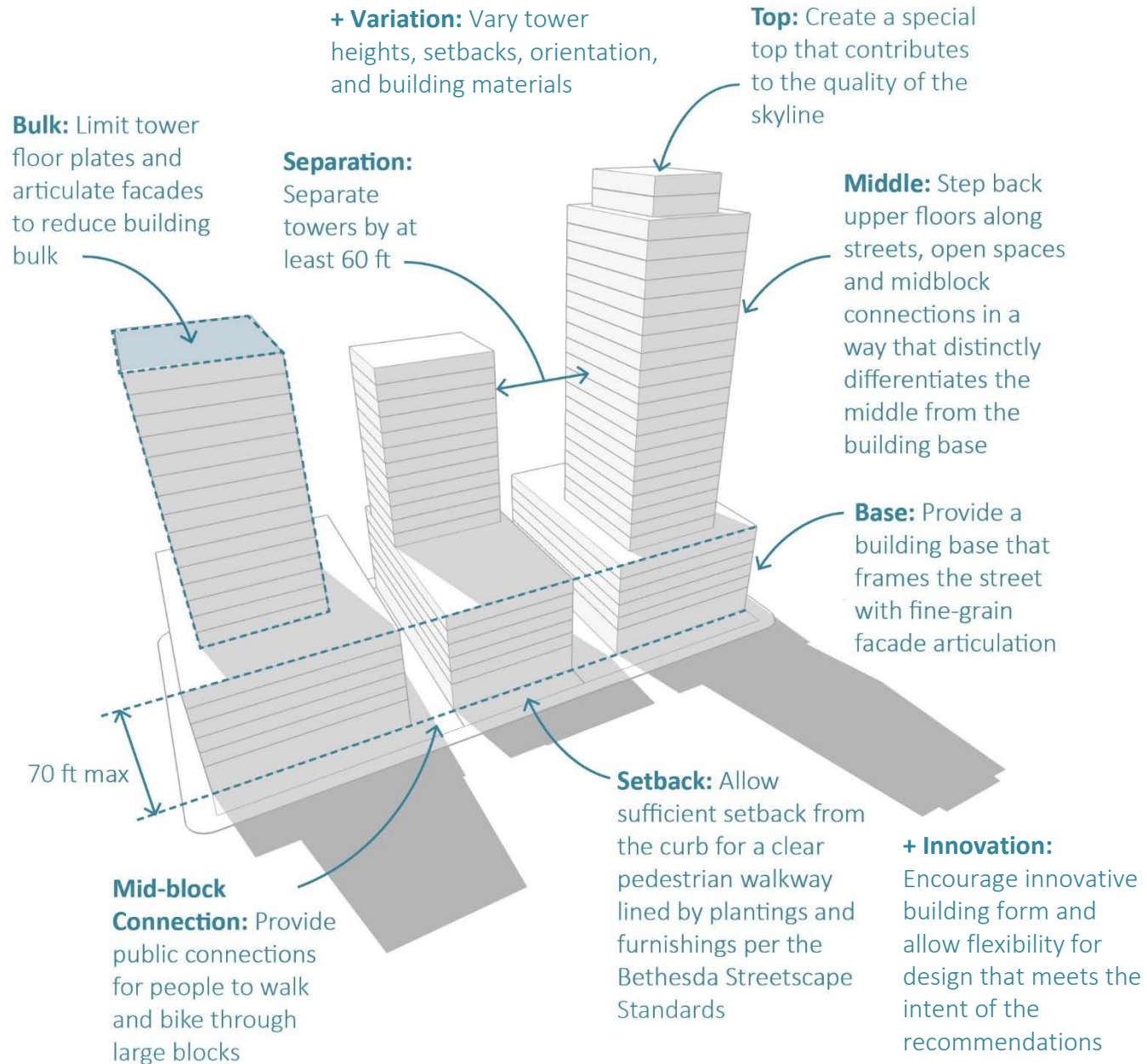


2.6.2 Building Form Recommendations

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.

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.



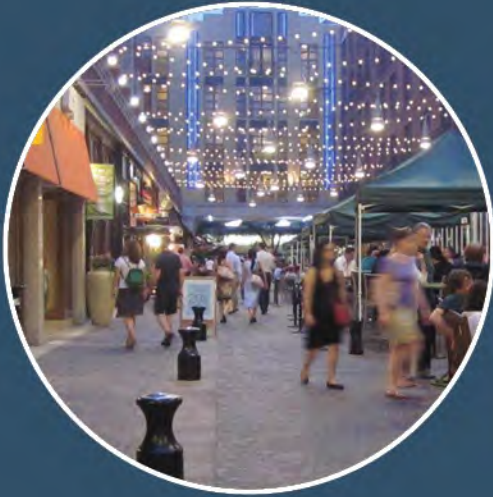
Outstanding Items

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.



Bethesda Downtown Plan



community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials



Work Session #14 | Planning Board June 9, 2016

MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

