



Bethesda Downtown Plan



- community identity
- equity
- habitat + health
- access + mobility
- water
- energy + materials



Work Session #15 | Planning Board June 23, 2016
MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Agenda

1. Detailed Topics for Conversation

- a) Priority Sending Sites - Additional Incentives (go through entire list of incentives and provide feedback to Board)
- b) Urban Design Guidelines
 - Urban Design Guidelines – language in Sector Plan (Concepts) vs. Guidelines Document (Detail)

2. Outstanding Items

Takeaways – Confirm...

1. PSS – any density assigned comes out of pool
2. 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)

Priority Sending Sites

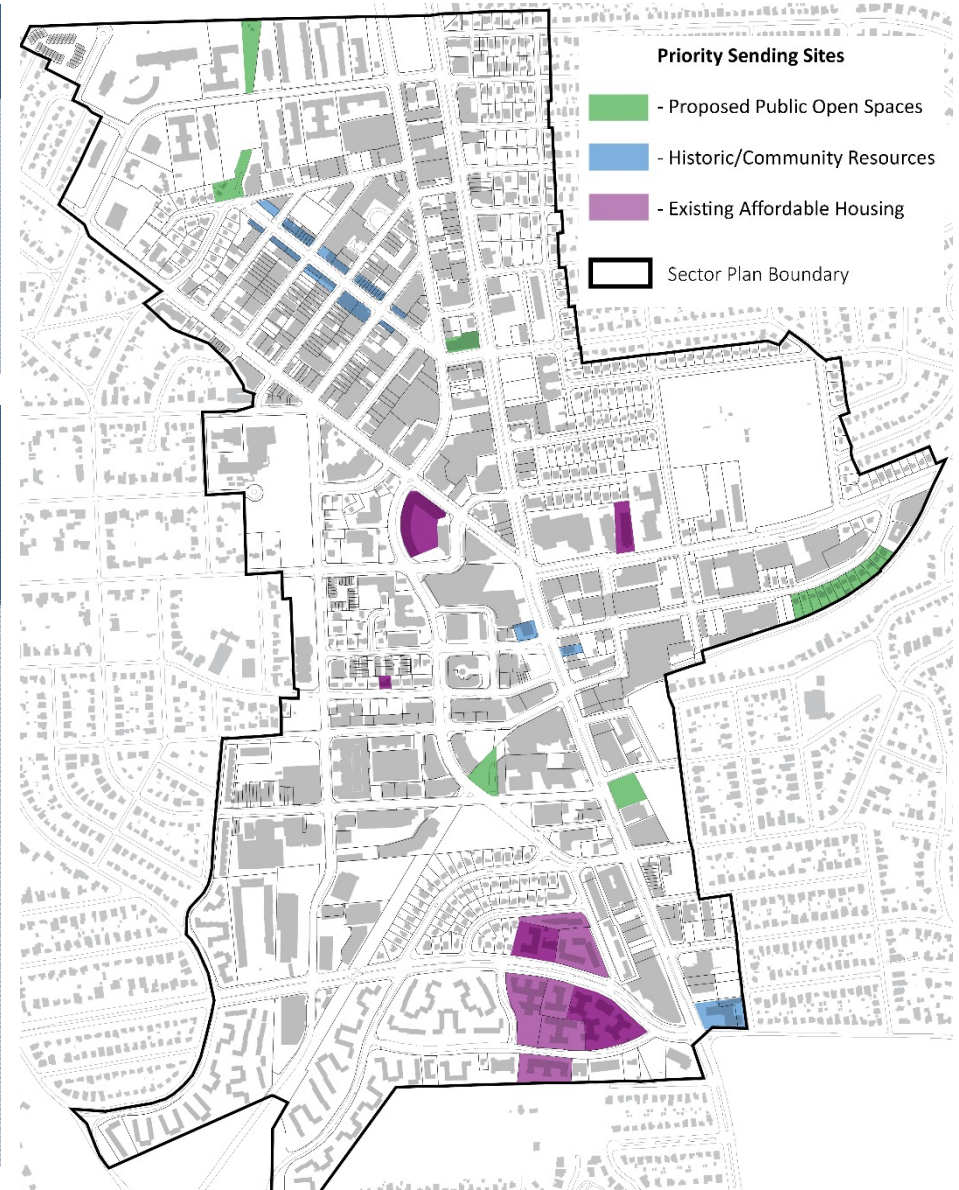
Priority Sending Sites

Working Draft Incentives:

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

Staff Recommendation for additional incentives:

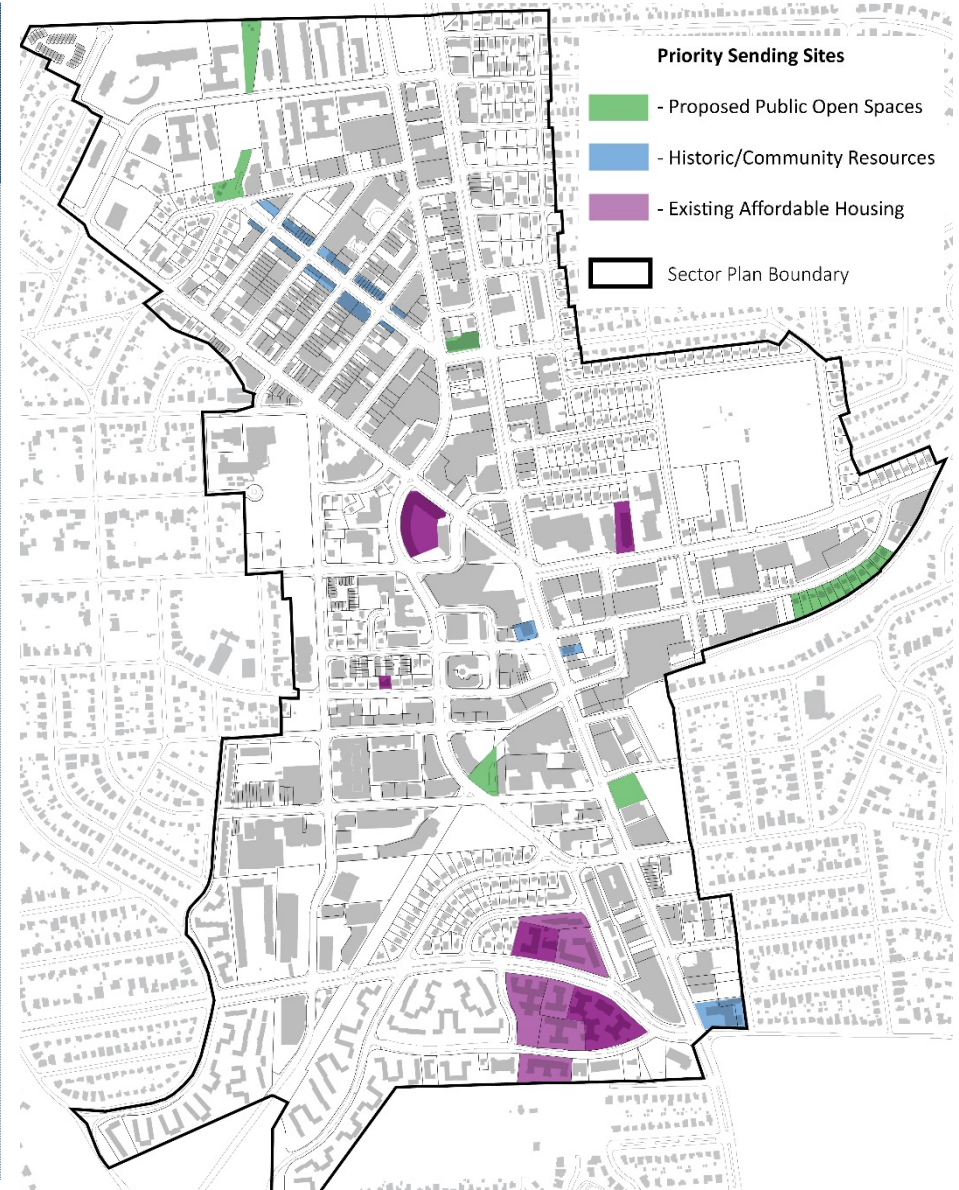
- Remove the BLT requirement for priority sending site density
- Eliminate the 15 percent MPDU requirement for priority sending site density, and leave it at the mandatory 12.5 percent
- Remove Park Amenity Payment



Priority Sending Sites

BLT requirement calculation:

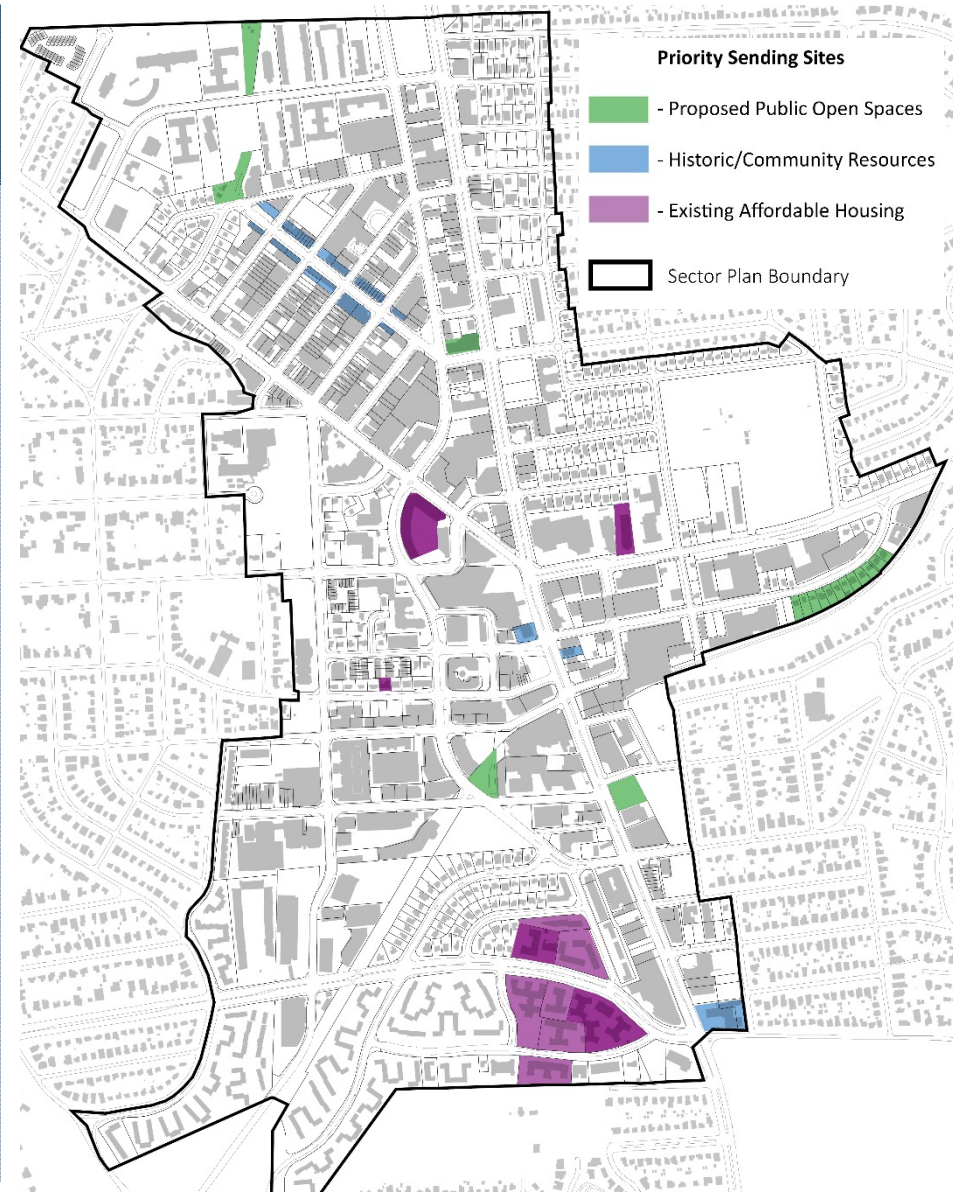
- Applicant must purchase BLT easements equal to 7.5% of incentive density floor area
- 31,500SF incentive density equals 1 BLT
- Available density to sell = 1.18M SF
- $1.18\text{M SF} \times 0.075 = 88,500\text{SF}$
- $88,500/31,500 = 2.80$ BLTs lost



Priority Sending Sites

additional incentives (not recommended):

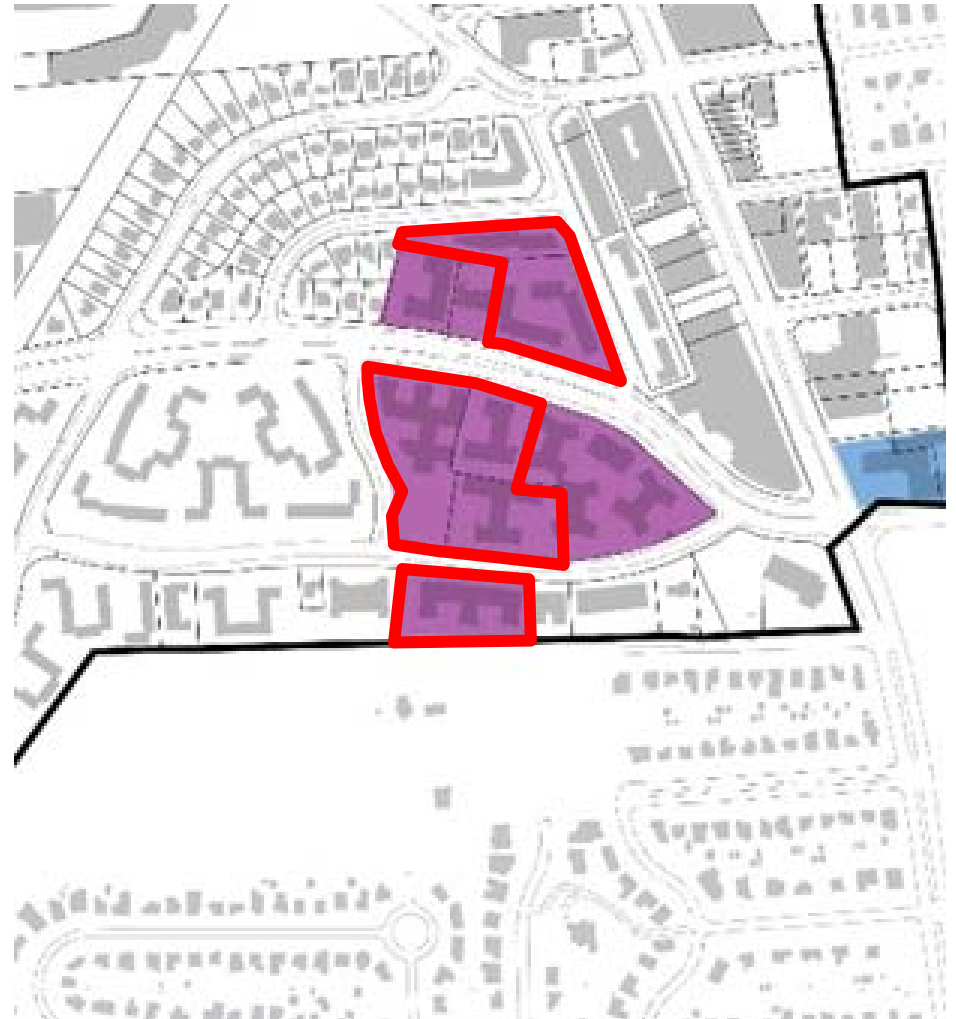
- Reduce CR benefit points from 150 to 100.
- Eliminate impact tax and TPAR
- Eliminate or reduce development-related fees/charges
- Do not require that all development rights (on PSS) be extinguished before approval of any plan and that no surface parking lot be allowed on a PSS site
- Allow receiving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



Priority Sending Sites


Staff Recommendation

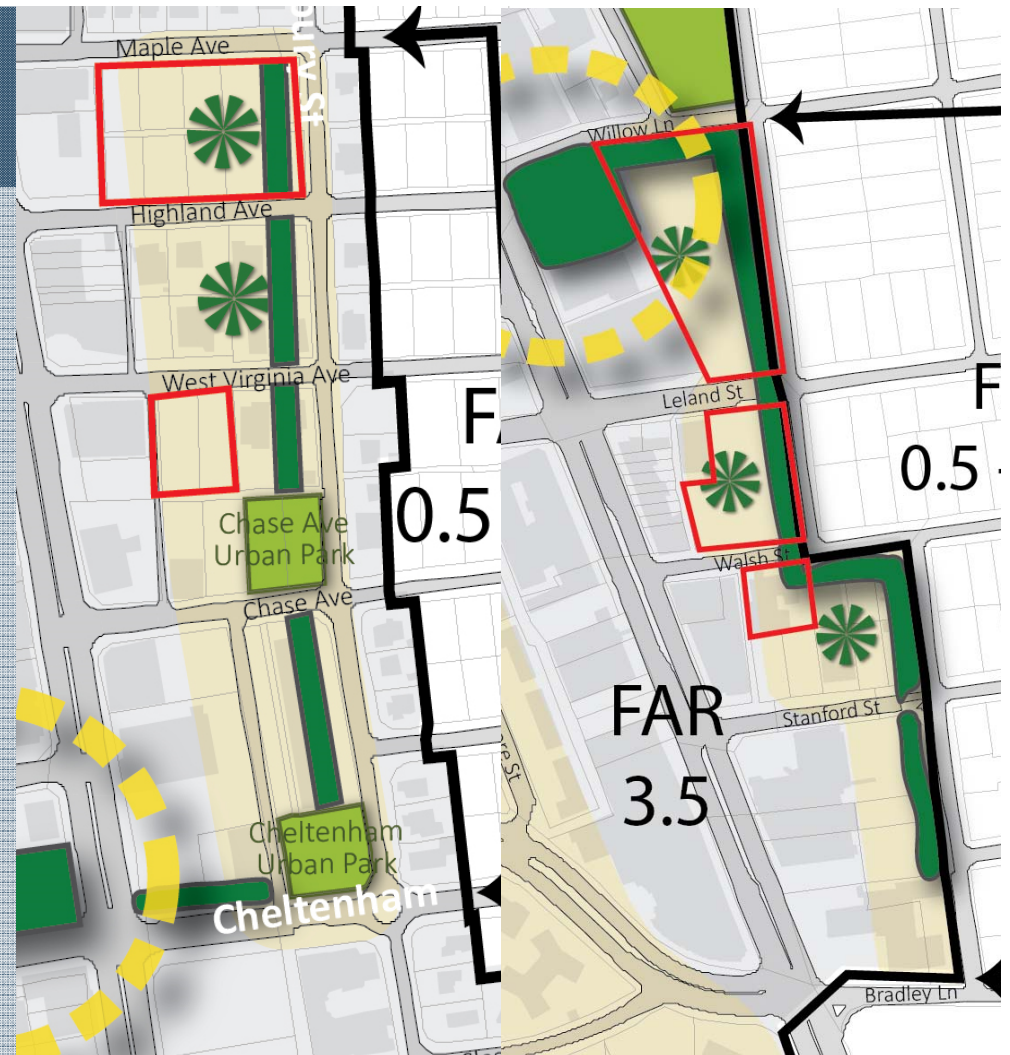
- Remove Aldon sites in South Bethesda as PSS 



Priority Sending Sites

Eastern Greenway

- Retain CRT 0.5 for PLD lots #25, #44, #24, #10 
- Recapture approximately 600,000 SF of density (not taken out of BOZ pool)

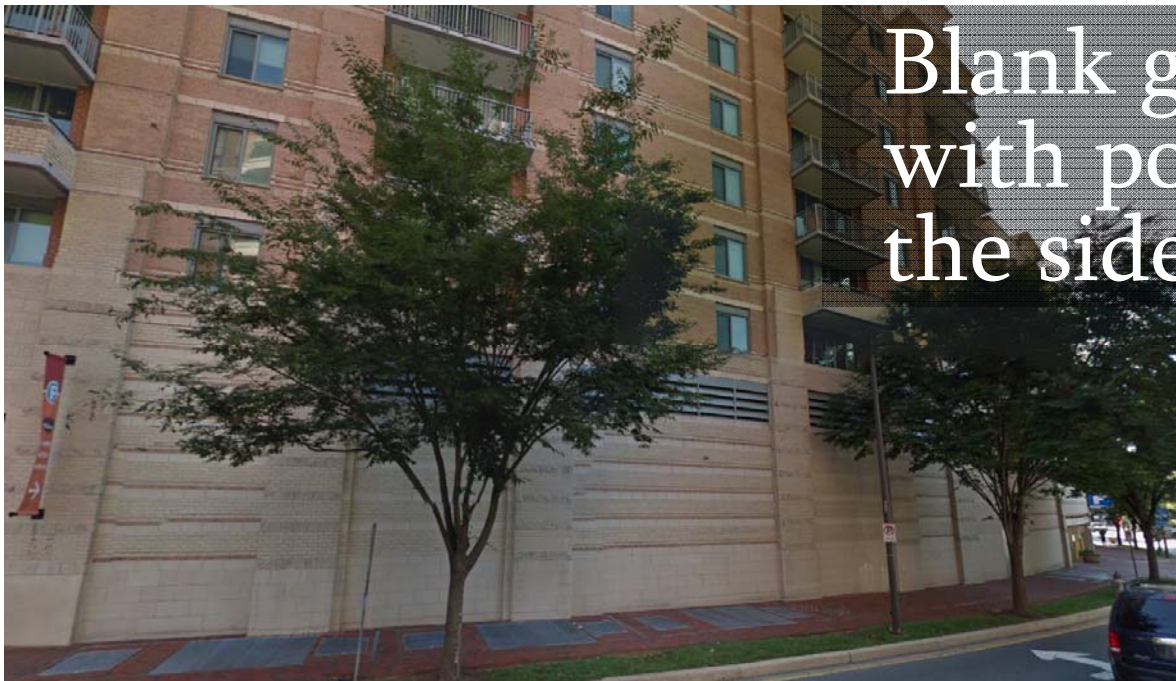


Design Guidelines Discussion

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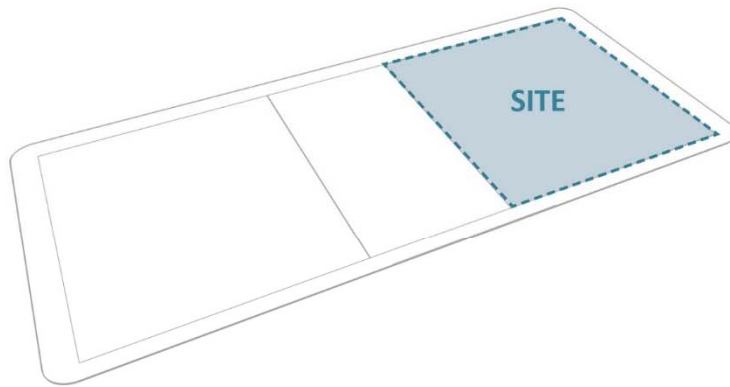
- A. **Goal:** Accommodate future growth in Downtown Bethesda by targeting building height increases in specific areas that support the Plan Vision and Concept Framework.
- B. **Goal:** Preserve scale and character of designated areas and ensure compatibility of new development with surrounding neighborhoods.

- 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 by designing 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.

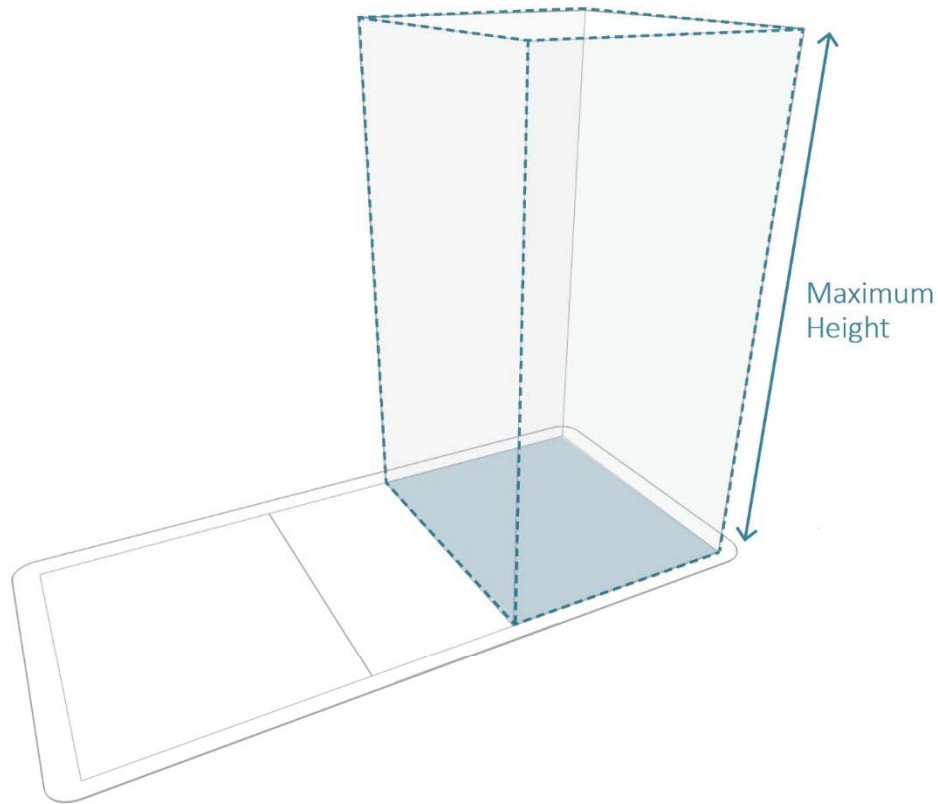
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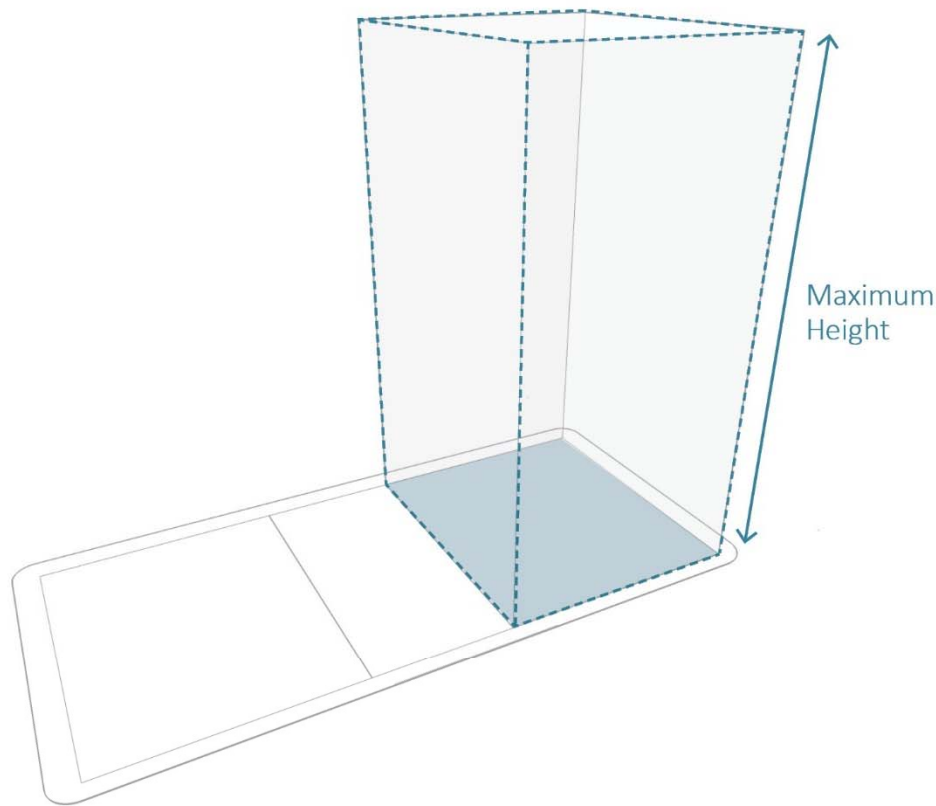
2.6.2 Building Form Recommendations



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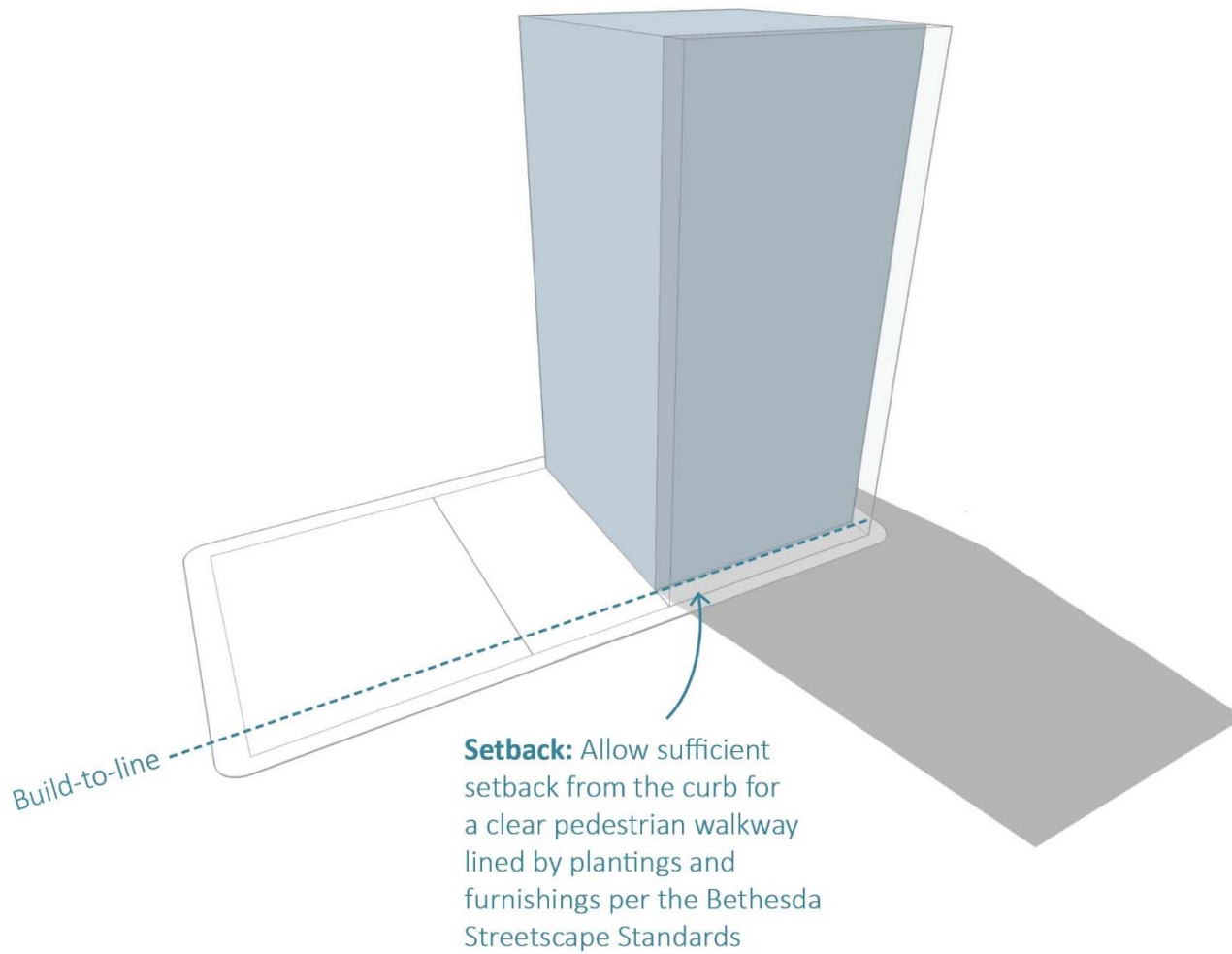


Intent:

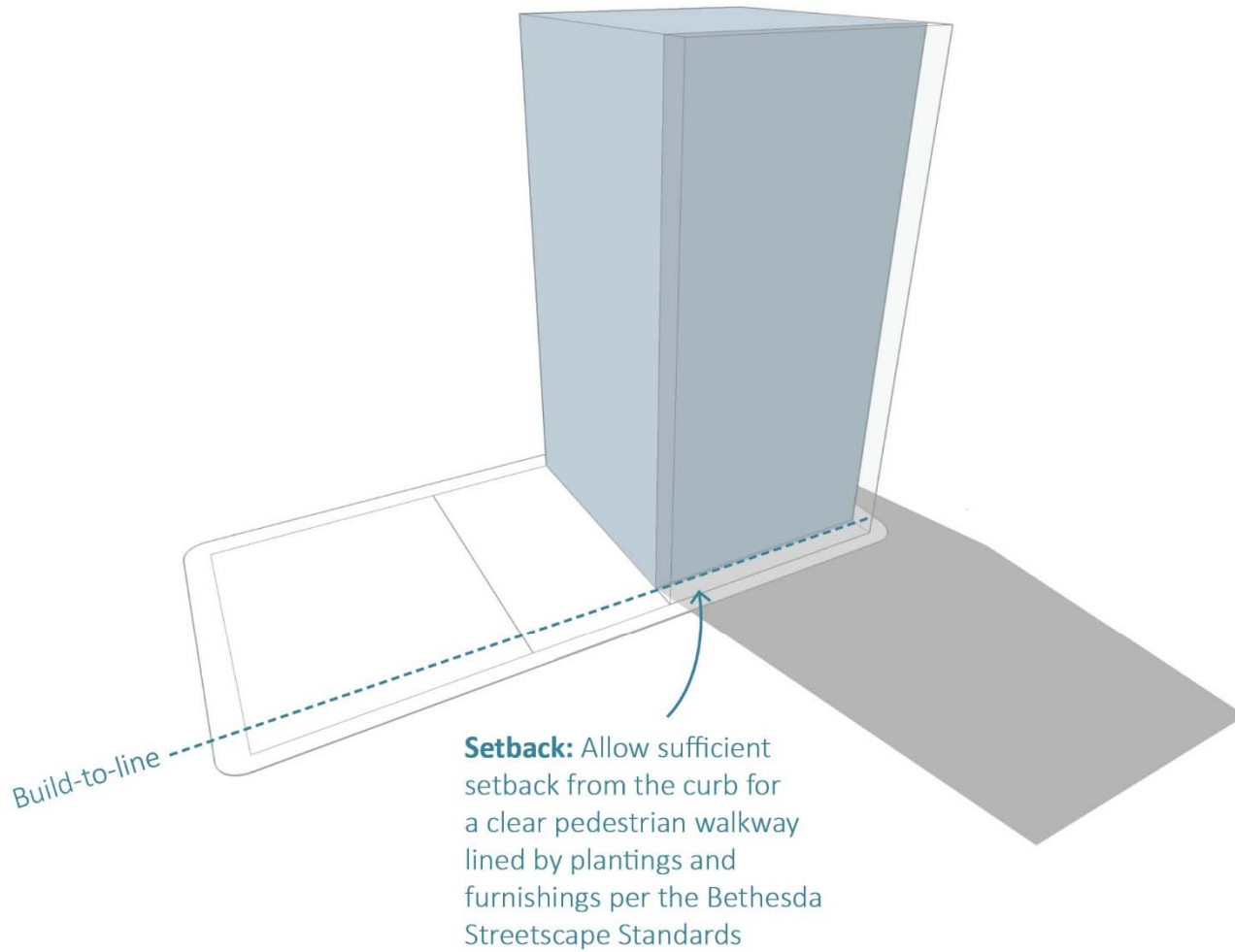
With the increases to allowable building heights recommended for Downtown Bethesda and the flexibility to transfer and allocate additional density in the overlay zone, building form recommendations are critical to create clear expectations to guide the development review process.

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 that relates to the pedestrian scale, with substantial variation in the building massing, façade and materials to achieve the urban design goals of the Sector Plan.

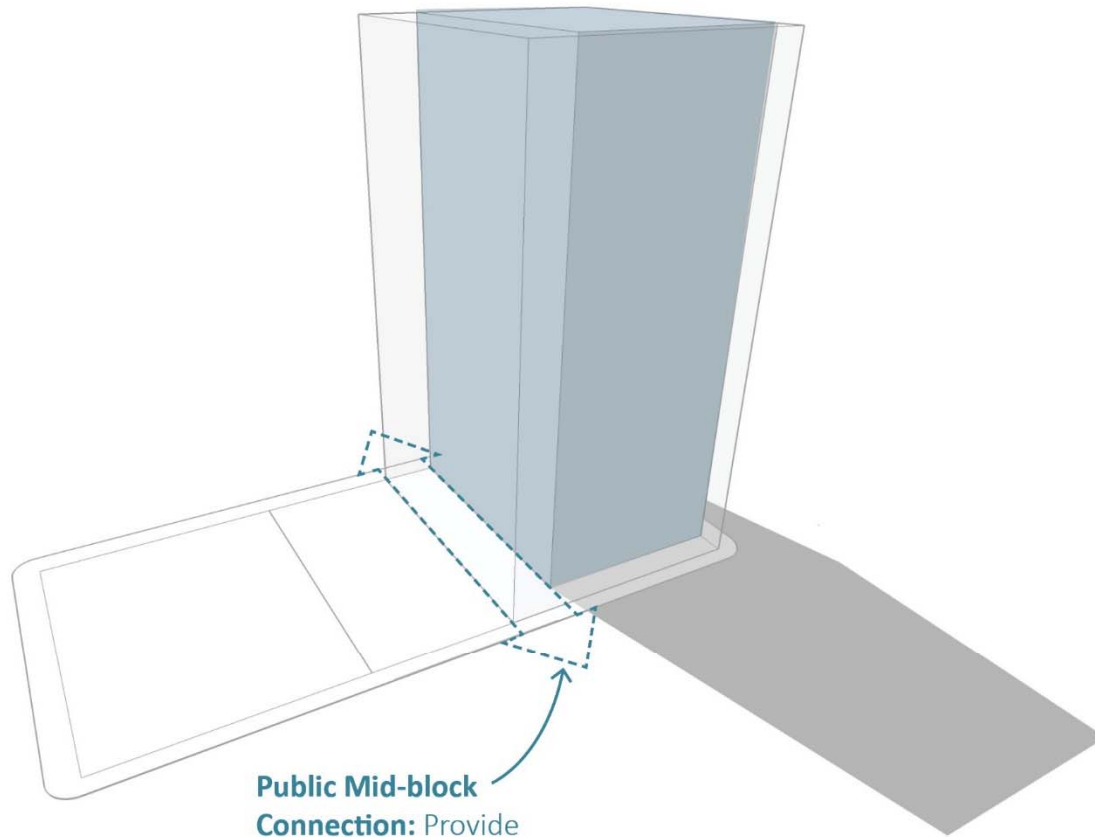
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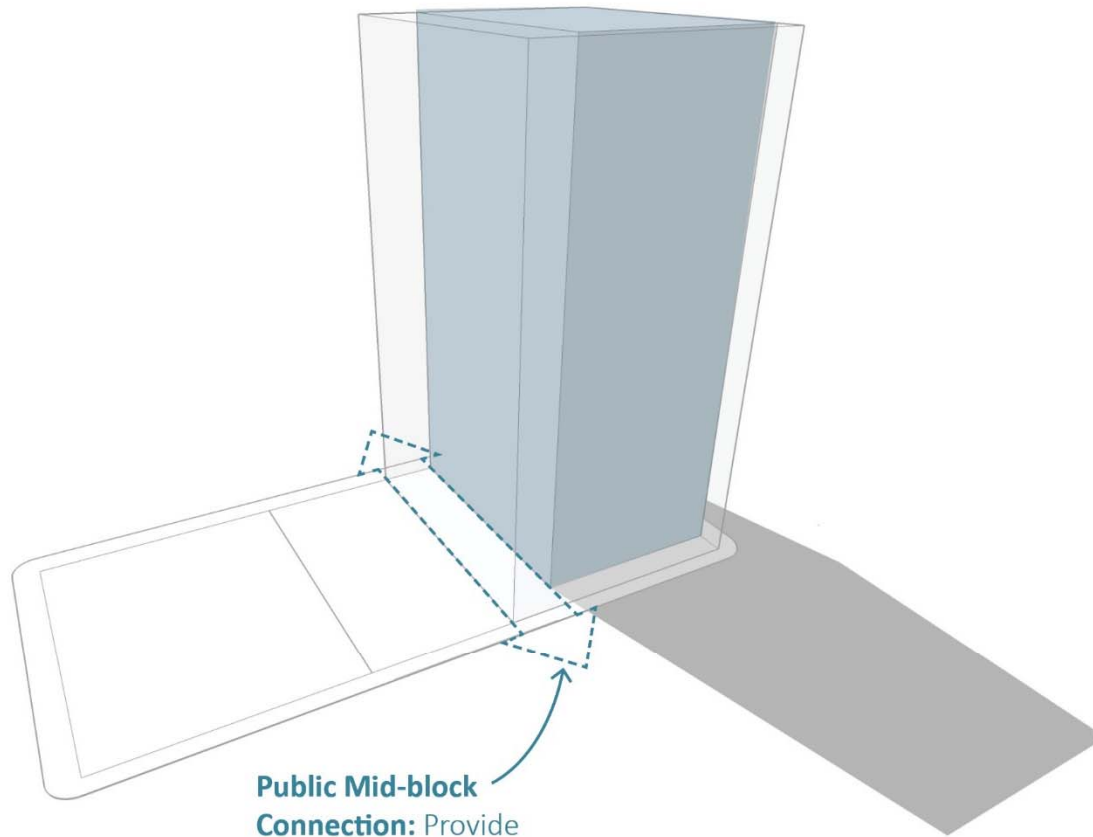


2.6.2 Building Form Recommendations



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

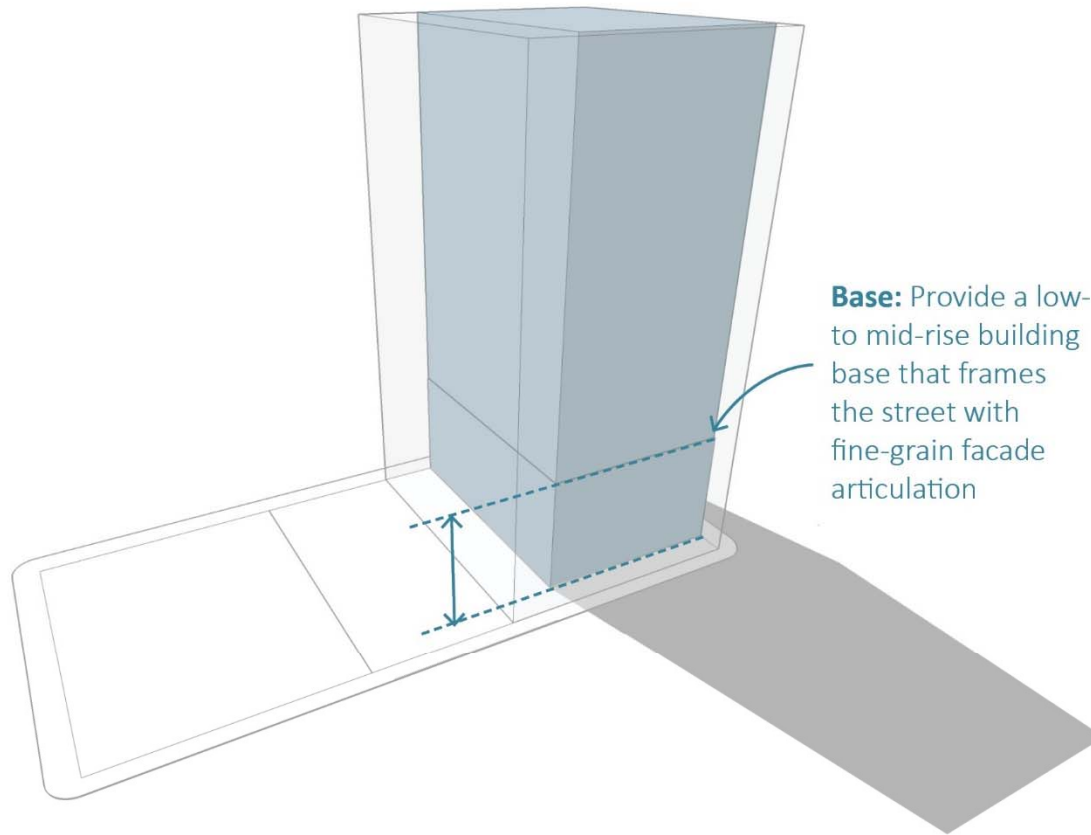
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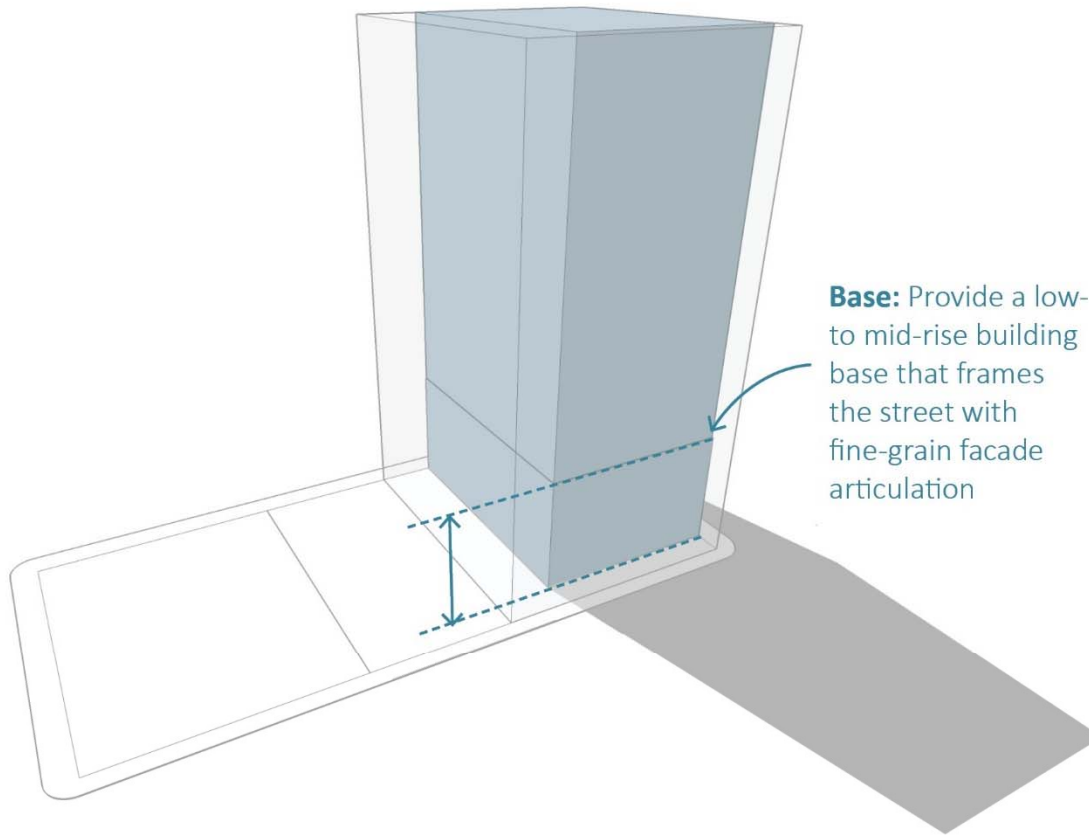
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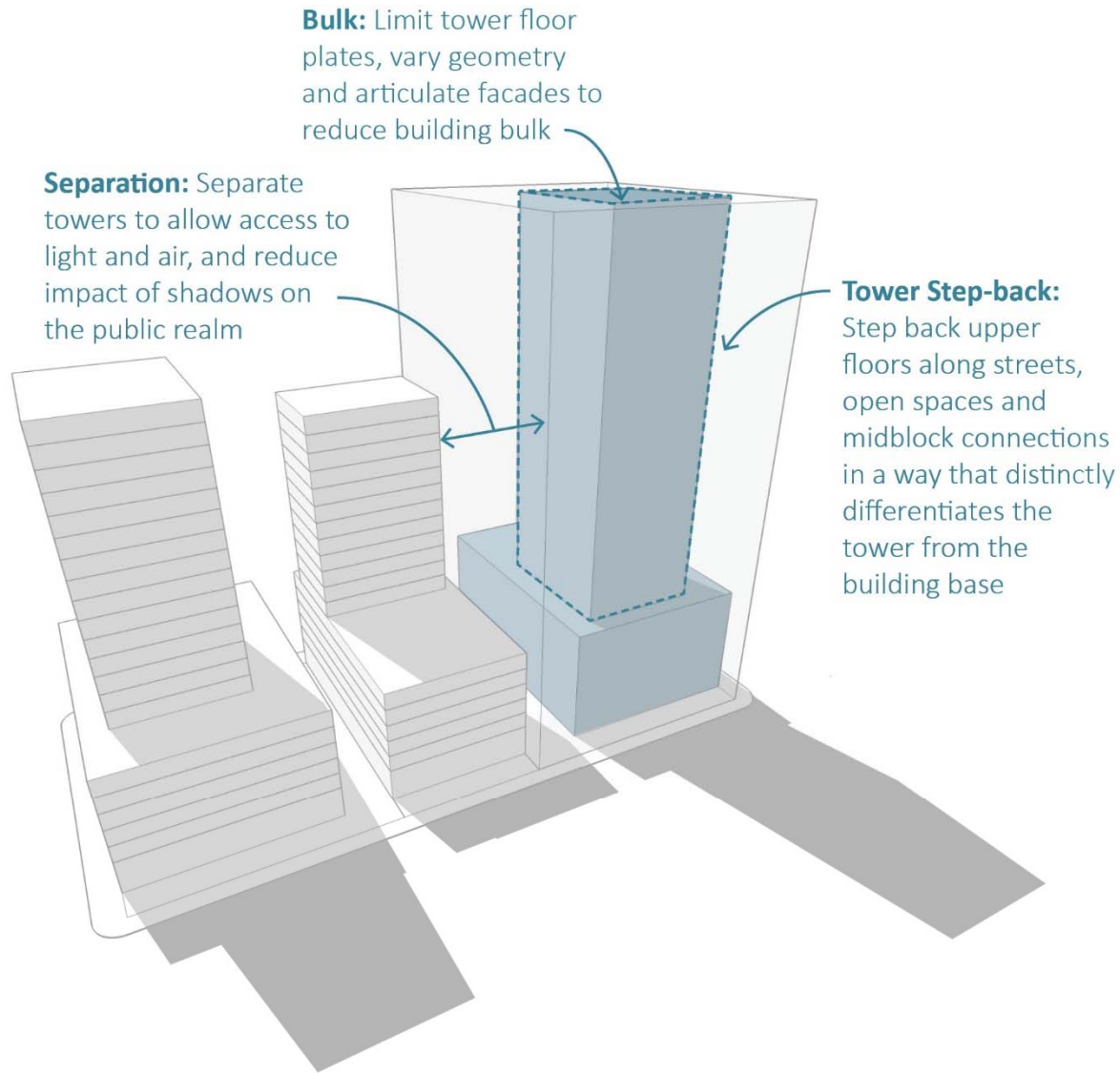
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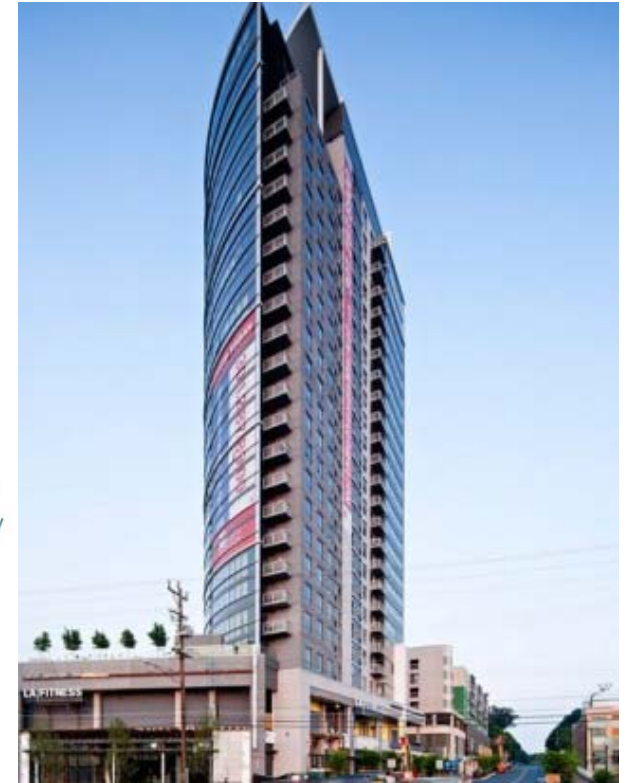
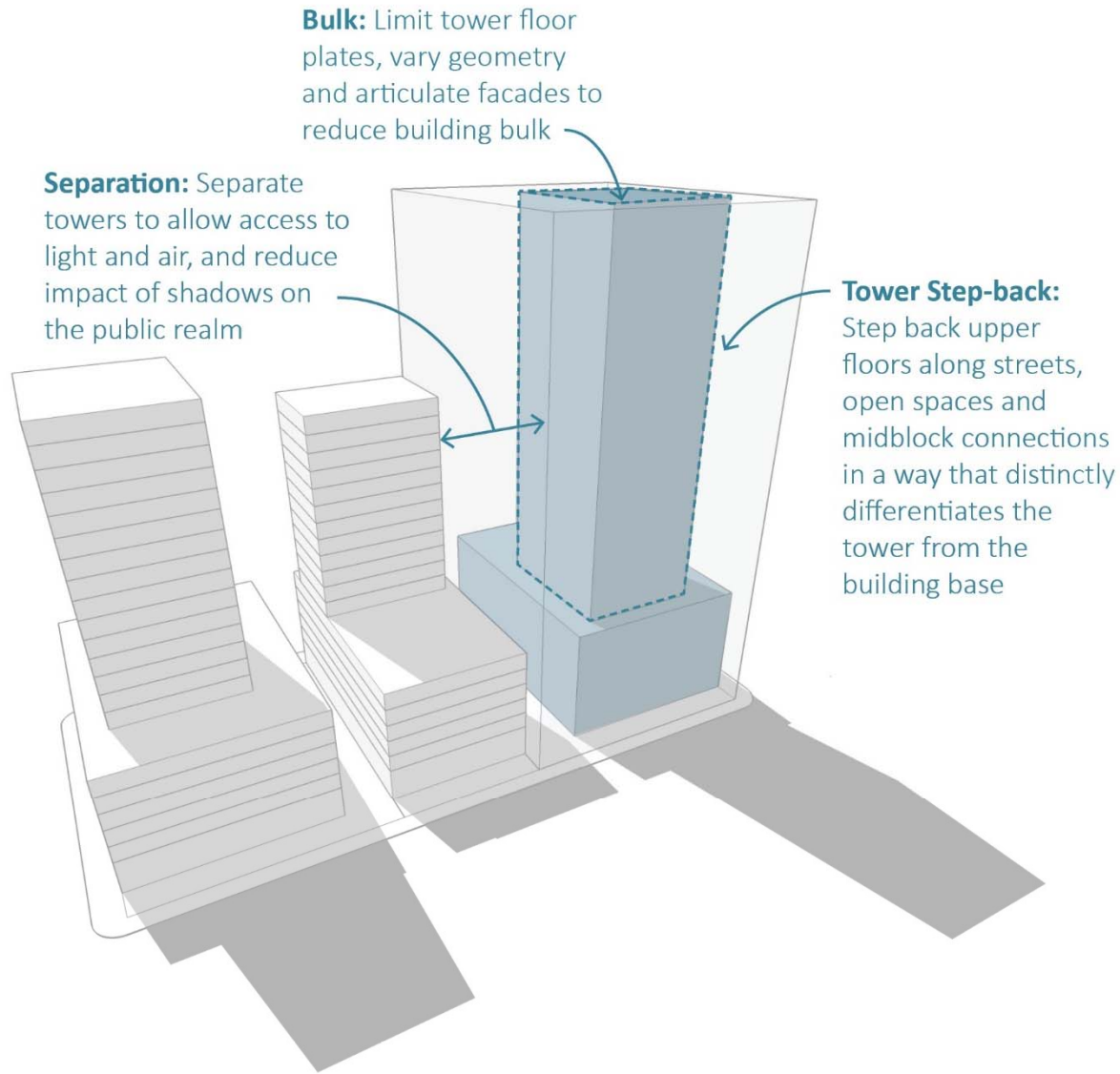
Base: Provide a low-to mid-rise building base that frames the street with fine-grain facade articulation



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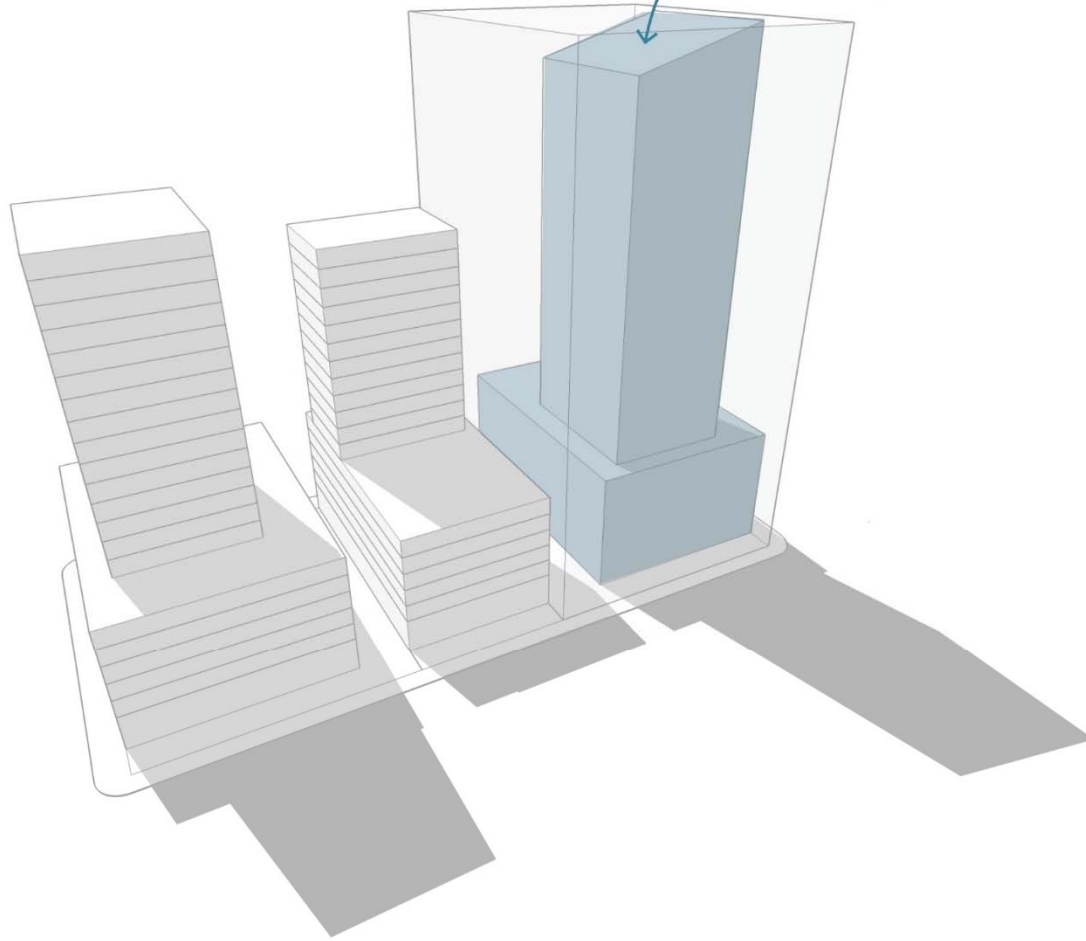


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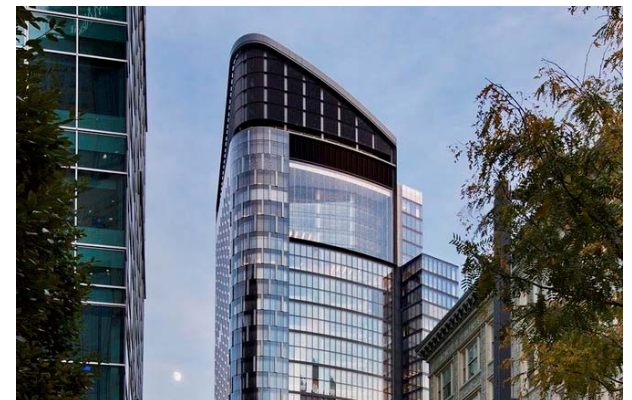
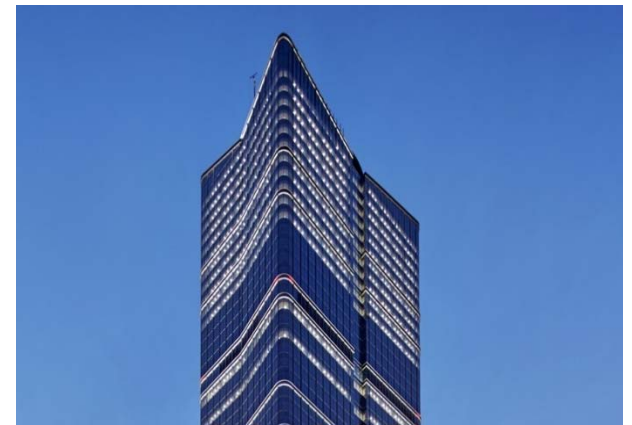
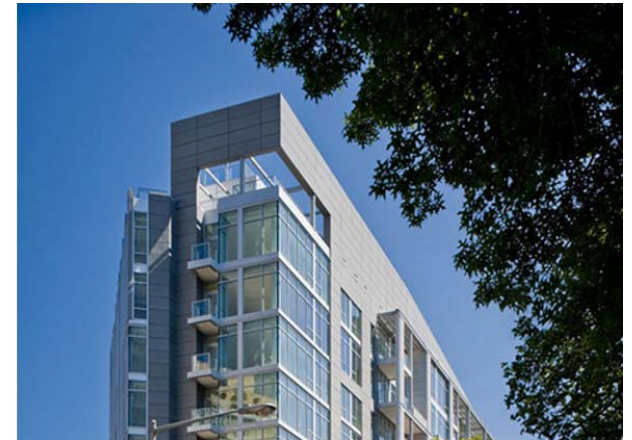
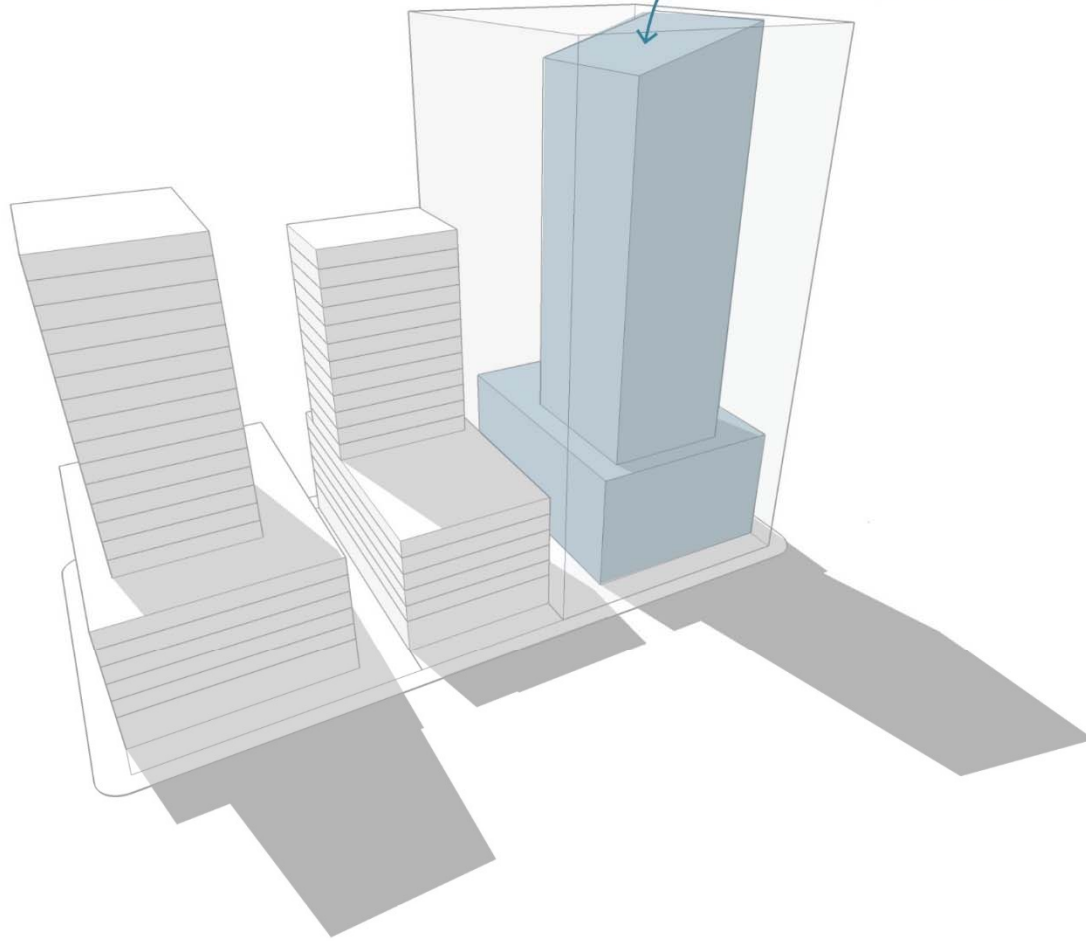
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Top: For buildings in prominent locations and with significant height, consider creating a special top that contributes to the quality of the skyline

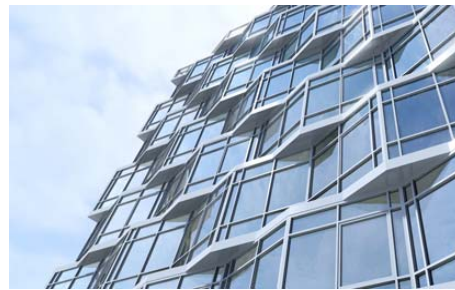


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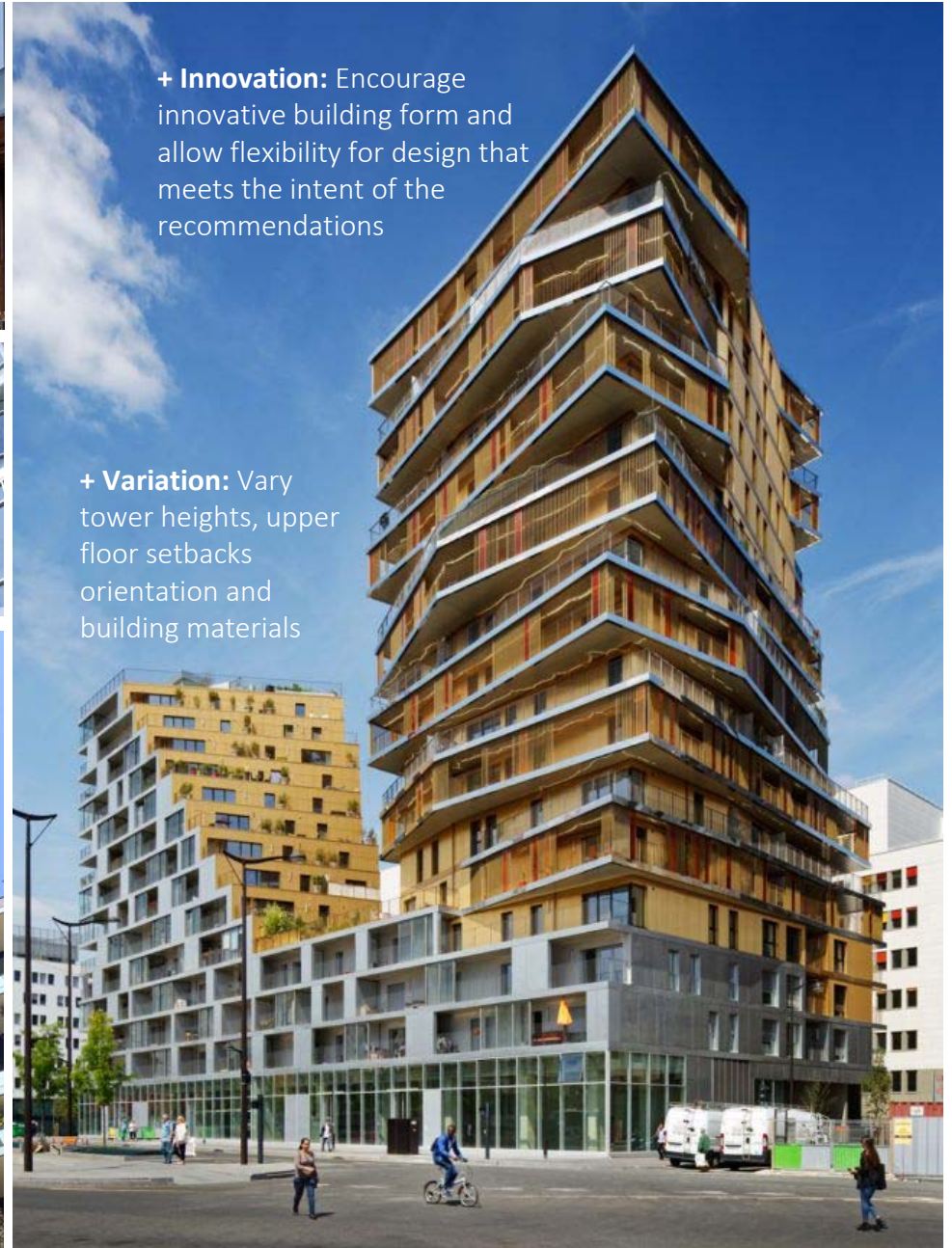


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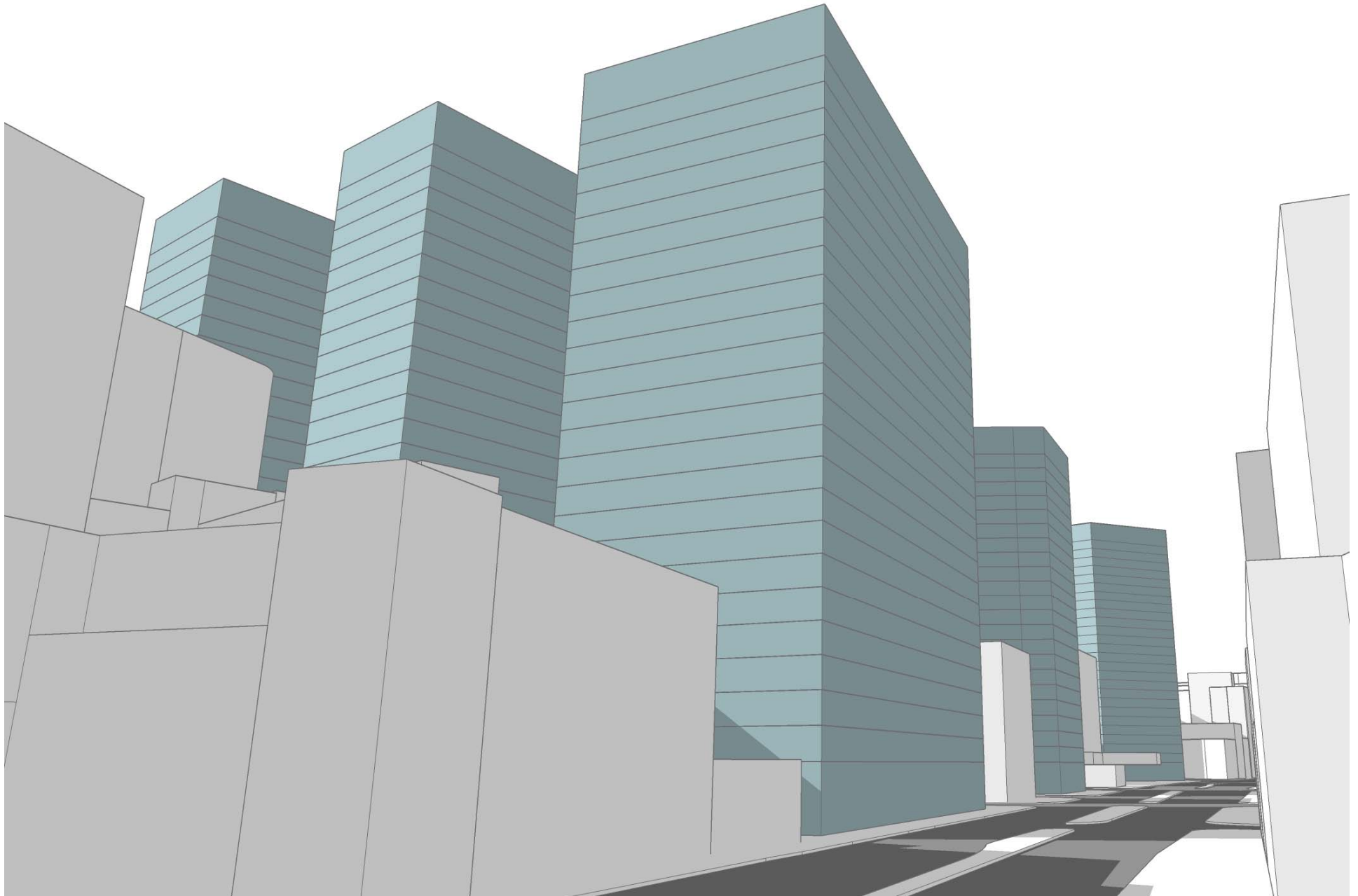


+ Innovation: Encourage innovative building form and allow flexibility for design that meets the intent of the recommendations

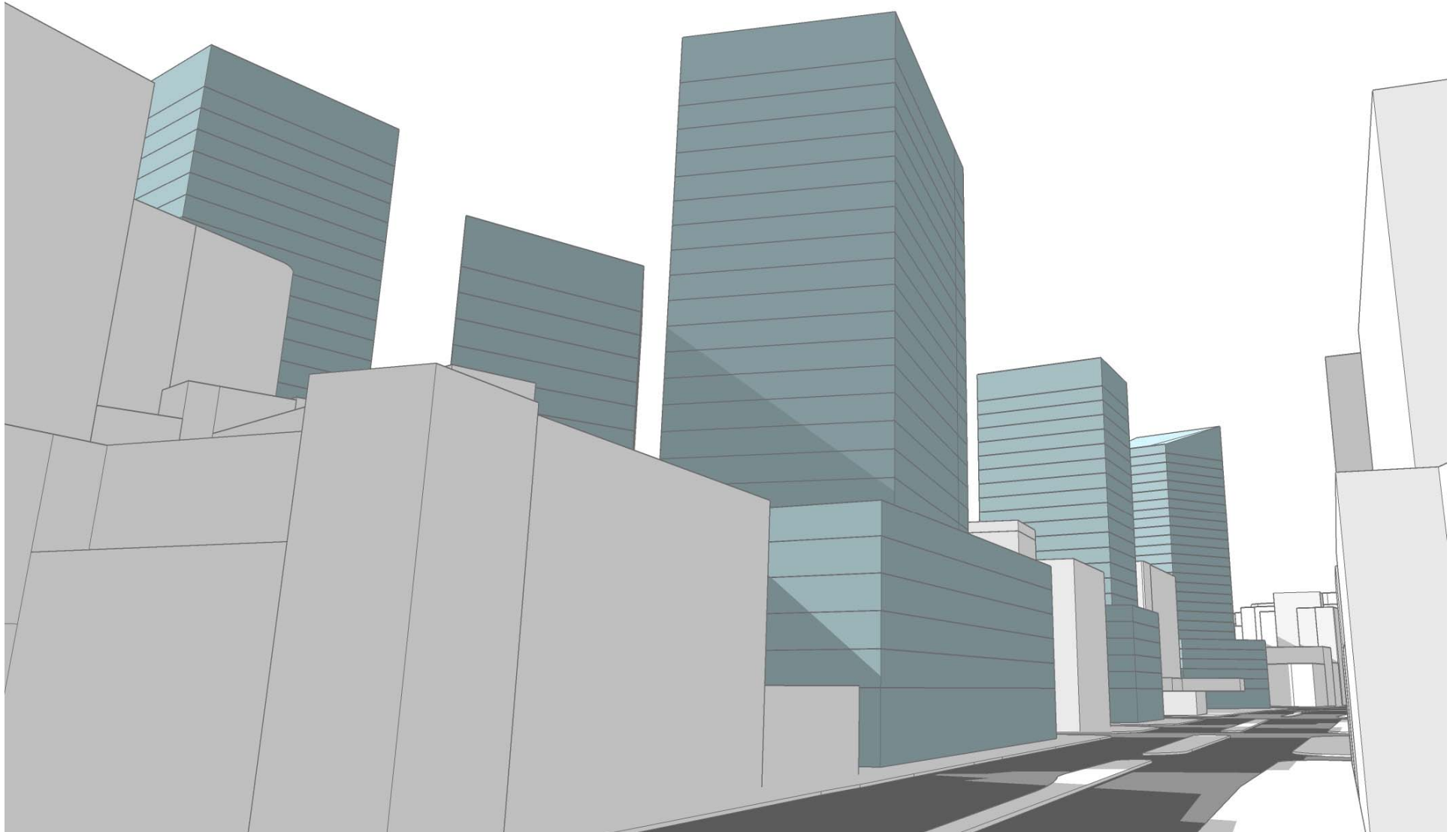
+ Variation: Vary tower heights, upper floor setbacks, orientation and building materials



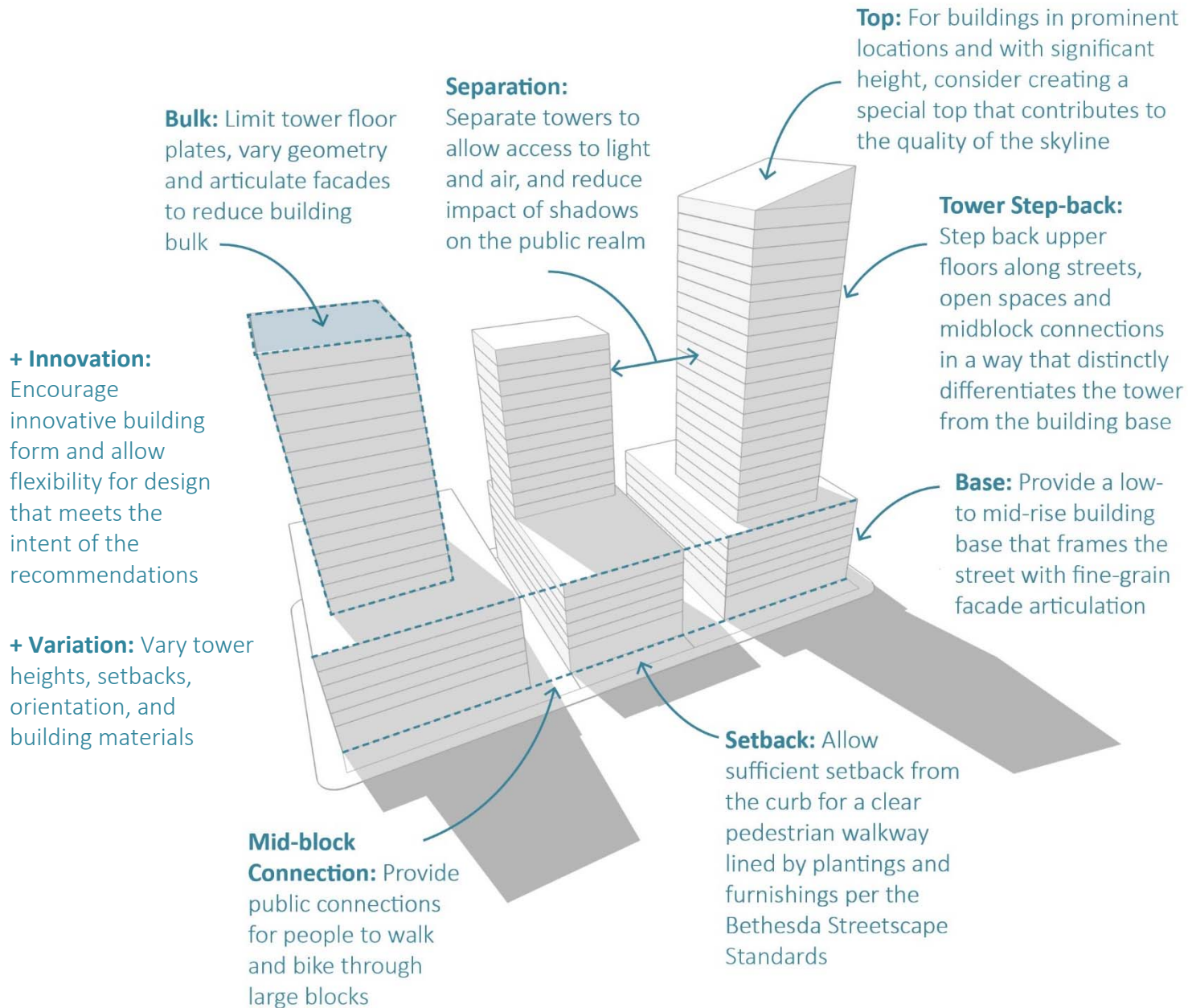
Potential Development Wisconsin Avenue



Potential Development Wisconsin Avenue



2.6.2 Building Form Recommendations



Outstanding Items

1. Park Impact Payment for BOZ – June 30, 2016
2. Language Edits – June 30, 2016



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