






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**Bethesda Downtown Sector Plan, Work Session #2**

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- Patrick Reed, Planning Intern, Area 1, 301.494.4583

**Completed:** 9.10.15

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## Description

### Bethesda Downtown Sector Plan: Work Session #2

#### Summary

Work session #2 will provide a detailed discussion of the zoning and building height recommendations as outlined in the Public Hearing Draft, along with the zoning and building height changes requested by property owners. The discussion will be on a district-by-district basis beginning with the Bethesda Row District and followed by Woodmont Triangle, Pearl District and Wisconsin Ave Corridor, as time permits.

#### DISCUSSION

##### Recap of Zoning Approach

The work session on July 20, 2015 provided a brief recap of the zoning strategy (as outlined in Work Session #1) as it relates to the recommended density and height increases across the Sector Plan area. Transportation analysis and school capacity was a factor in determining how much density may be increased without over-burdening the infrastructure in the Downtown. A comparative analysis was

prepared with other similar urban downtown areas (White Flint, Silver Spring, Wheaton and Friendship Heights) in terms of acreage of planning area; Sector Plan vision build-out and vision build-out square feet per acre. Strategy objectives included:

- Accommodate projected growth over the next 20 years.
- Incentivize redevelopment in the expanded centers of activity and emerging centers (priority areas in the Plan) by increasing density and maximum allowable heights.
- Increase density Bethesda-wide by approximately 20 percent with greater increases in the expanded centers of activity around proposed civic gathering spaces, such as the areas immediately around the Farm Women's Market, the Bethesda Metro Station, and Veteran's Park.
- Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

### **Vision and Goals**

Over the past 20 years, the focus of Downtown Bethesda changed from a single center of activity focused around the Metrorail station to a series of activity centers with multiple downtowns. Each of the nine districts as identified by the community is distinct with its own unique character. One of the primary goals of updating the 1994 Sector Plan is to recognize this shift and build on the successes and lessons learned from the previous plan and to ensure that the distinct character of these districts remains. The Concept Framework Plan was developed through a collaborative effort among the community, County agencies and staff. The Concept Framework Plan identifies the basic components of the present-day urban fabric in Downtown Bethesda with respect to the following:

- Existing commercial activity centers.
- Emerging commercial activity centers over the next 20 years.
- Residential neighborhoods.
- Primary pedestrian corridors connecting activity centers and residential neighborhoods.
- Parks and open space network that complements the pedestrian corridors and anchors the community.

The Concept Framework Plan provides the basic elements and organization of Downtown Bethesda. All other Sector Plan details are built upon this structure to form a cohesive urban fabric that will evolve over the next 20 years.

### **District Character**

#### **Bethesda Row**

*The Plan envisions Bethesda Row as a walkable mid-rise scale destination with vibrant streets and a central green space.*

Bethesda Row serves as the heart of downtown Bethesda and is a regional destination and model for placemaking with thriving retail, human-scaled design and an active streetscape environment. The proposed zoning and urban design recommendations aim to build on this success and better connect this established center of activity with the Capital Crescent Trail, proposed Purple Line Station and new Bethesda Metrorail Station entrance, as well as other Downtown Bethesda districts.

### Woodmont Triangle

*The Plan envisions Woodmont Triangle as an eclectic district that balances small retail character, active public spaces and new development.*

Woodmont Triangle is an eclectic, mixed-use district that balances high-rise residential development with small-scale retail and arts amenities. This district serves as an office and retail center during the day and as a restaurant district during the evenings and weekends, however the Woodmont Triangle now includes a higher percentage of residential uses to support the non-residential activities.

The district's diverse business activity, low-scale buildings and low-speed street pattern contribute to the area's appeal. The predominance of low buildings on small parcels in Woodmont Triangle creates a strong contrast with the higher density residential blocks that have recently developed in the district as well as in the Metro Core.

The Plan reaffirms the urban design approach outlined in the 2006 Woodmont Triangle Amendment and suggests further enhancements along Norfolk Avenue including the preservation of low density, pedestrian scale character along Norfolk Avenue, enhancement of existing commercial/retail businesses with improved accessibility, visibility and upgraded streetscapes guidelines as well as promoting opportunities for more diverse, mixed-income residential development.

### Pearl District

*The Plan envisions the Pearl District as a gateway to Downtown with recreation space and a street enlivened by new retail.*

As the eastern gateway to the Sector Plan area, the Pearl District is an emerging center of activity with potential for concentrated retail growth along Pearl Street between East-West Highway and Montgomery Avenue. Current buildings range from small-scale commercial uses in single-family homes to high-rise commercial and residential buildings with poor street presence.

The proposed concept for this district is to promote open space and street activity through a mixed-use environment with improved pedestrian connectivity and new public space opportunities.

### Wisconsin Avenue

*The Plan envisions Wisconsin Avenue as the center and spine of Downtown Bethesda connecting surrounding districts.*

The Wisconsin Avenue Corridor is the main artery through the center of Downtown Bethesda. With the existing Bethesda Metrorail Station, future Purple Line and Bus Rapid Transit (BRT) options, Wisconsin Avenue is a critical focus area for improved access, mobility and pedestrian safety. The corridor is envisioned as a symbolic downtown center that reflects the character of adjacent neighborhoods and overall identity of Bethesda through innovative building designs and active public spaces.

### **Property Owner Zoning Requests and Staff Recommendations**

As outlined above, this work session will discuss in detail the zoning and building heights as outlined in the Public Hearing Draft, along with the zoning and building height changes requested by property owners. The discussion will be on a district-by-district basis beginning with the Bethesda Row District and followed by Woodmont Triangle, Pearl District and Wisconsin Ave Corridor as time permits.

Property owner zoning requests from written testimony during the Public Hearing process have been documented in the attached spreadsheet and organized by District. In addition, the spreadsheet includes the current zone for the property, the Public Hearing Sector Plan recommended zoning and staff's recommendations based on the property owner's requests. Staff's recommendations weighed the impacts of the requests from property owners to the planning methodology used to achieve the concept framework plan and public benefit initiatives. The discussion will go property by property as outlined in the spreadsheet beginning with Bethesda Row. A map corresponding to the properties and owner's requests will be provided during the hearing.

### **CONCLUSION**

Following the September 17, 2015 work session, staff will summarize all testimony received through July 2, 2015 (close of the Record) and prepare recommendations for review by the Planning Board at the October 5<sup>th</sup> and October 22<sup>nd</sup> work sessions. The October 5<sup>th</sup> work session will include a District by District zoning review for the Arlington South, Battery Lane, Arlington North, South Bethesda and the Greenway Districts. The October 22<sup>nd</sup> work session will focus on Parks and Open Space, the High Performance Area and Affordable Housing.

### **Attachments**

- Staff Recommendations for Property Owner Zoning Change Requests Spreadsheet
- Public Hearing Draft Plan - Errata
- Work session #1 (July 22, 2017) Staff Memo



	A	C	D	E	F	G	H	I
1	DISTRICT	MAP LOCATOR	PROPERTY OWNER/DEVELOPER/ATTORNEY	PROPERTY LOCATION/ADDRESS	CURRENT ZONING	SECTOR PLAN ZONING RECOMMENDATIONS	PROPERTY OWNER REQUESTED ZONING	STAFF RECOMMENDATION
2	Wisconsin Avenue	A	StonebridgeCarras, LLC ATTY: Bob Dalrymple	8300 Wisconsin Ave. Bethesda, MD 20814	CR -3.0, C-1.0, R-3.0, H-90T	CR 3.5, C-1.25, R-3.5, H-120	Maximum density and height allowed under county zoning	No Change
3		B	Donohoe Development ATTY: Emily Vaias	8240/8280 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-90T	CR 3.5, C-1.25, R-3.25, H-120	CR 3.5, C-3.5, R-3.25, H-145	Equalize C and R, No Change to Height
4		C	Douglas Development ATTY: Emily Vaias	8008 Wisconsin Ave. Bethesda, MD	CR-3.0, C-1.0, R-2.75, H-120T	CR 3.5, C-1.25, R-3.25, H-145	CR 6.0, C-1.25, R-5.75, H-175	No Change
5		C	Douglas Development ATTY: Emily Vaias	8013 Woodmont Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-120T	CR 3.5, C-1.25, R-3.25, H-145	CR 6.0, C-1.25, R-5.75, H-175	No Change
6		D	Aksoyu Properties ATTY: Bob Dalrymple	7938-8000 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-120T	CR 3.5, C-1.25, R-3.25, H-145	CR 6.0, C-1.25, R-6.0, H-175	No Change in FAR, increase height to 175
7		E	Bethesda Land LLC ATTY: Barbara Sears	7820 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-1.0, R-2.75, H-120T	CR 6.0, C-6.0, R-5.75, H-250	CR 8.0, C-8.0, R-7.5, H-250	No Change
8		F	Bernstein Companies/Bethesda Center Holdings, LLC ATTY: Bob Dalrymple	7720, 7740, 7752, 7756 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-5.0, R-4.75, H-145T	CR 6.0, C-6.0, R-5.75, H-175	H-250	No Change
9		G	Elizabeth Taylor & Dorothea Drayton ATTY: Bob Dalrymple	7607 Old Georgetown Rd. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-175	CR 8.0, H-300	No Change
10		H	Brookfield Properties Partners ATTY: Bob Harris	Bethesda Metro Center Properties 4 Bethesda Metro Center Montgomery Ave. Bethesda, MD 20814	CR-8.0, C-6.0, R-7.5, H-175T	CR 8.0, C-6.0, R-7.5, H-290	CR 8.0, C-6.0, R-7.5, H-290	No Change
11		I	Donohoe Development	7400 Wisconsin Ave. Bethesda, MD 20814	CR-8.0, C-6.0, R-7.5, H-145T	CR 8.0, C-6.0, R-7.5, H-290	CR 10.0, C-8.0, R-9.75, H-300	No Change
12		J	Chevy Chase Land Company	2 Bethesda Metro Center, Bethesda, MD 20814	CR-8.0, C-6.0, R-7.5, H-200T	CR 8.0, C-6.0, R-7.5, H-240	H-250	No Change
13		K	Douglas Development ATTY: Emily Vaias	4714 Montgomery Lane, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-6.0, R-7.5, H-290	Equalize C-6.0, R-5.75 no height change
14		L	Washington Property Company/American Occupational ATTY: Bob Dalrymple	4720 Hampden Lane, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, H-300	Equalize C-6.0, R-5.75 no height change
15		M	Douglas Development/ Jemal's Pines of Roam LLC	4703-4715 Hampden Lane, Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-6.0, R-7.5, H-290	Equalize C-6.0, R-5.75 no height change
16		N	The Bainbridge Companies	7340 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, H-250	Equalize C-6.0, R-5.75 no height change
17		O	Chevy Chase Land Company ATTY: Steve Robbins	7316 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-7.5, R-7.5	Equalize C-6.0, R-5.75 no height change
18		P	Wisconsin Building Corporation (APEX) ATTY: Bob Harris/William Kominers	7272 Wisconsin Ave. Bethesda, MD 20814	CR-8.0, C-7.5, R-7.5, H-250	CR 8.0, C-7.5, R-7.5, H-250	Clarify zoning map on page 95 to show current zoning of the property. Also requesting 290 feet height	The property's zone will be clarified on the zoning map. Height increase to 290 feet
19		Q	Peel Properties ATTY: Steven Robins	7220 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-5.0, R-5.0, H-145	CR 6.0, C-6.0, R-6.0, H-250	CR 8.0, C-7.5, R-7.5, H-250	No Change
20		R	Washington Property Company ATTY: Bob Dalrymple	7008, 7010, 7022, 7026, 7028, 7032, 7034 Wisconsin Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-90	H-120	No Change
21		S	Starr Capital LLC ATTY: Bob Dalrymple	6936, 6950, 7000 Wisconsin Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-90	CR 5.0, H-120	No Change
22		T	St. John's Episcopal Church, Norwood Parish ATTY: Emily Vaias	6701 Wisconsin Ave. Bethesda, MD 20815 6700 West Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120	CR 3.5, C-3.5, R-3.25, H-120	Equalize C and R
23		U	The Jaffe Group ATTY: Stacy Silber	6801, 6807 Wisconsin Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120 CRT 0.5, C-0.25, R-0.5, H-70	CR 4.0, C-2.5, R-3.75, H-145 (no split zoning) see letter CRT 1.0, C-0.25, R-1.0, H-70	No Change
24	V	Douglas Development/ Jemal's Shops of Ch Ch LLC ATTY: Emily Vaias	6831 Wisconsin Ave. Bethesda, MD 20815	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-90	CR-3.5, C-3.5, R-3.25, H-120	Equalize C and R, increase height to 120 feet	
25	W	Bernstein Management Company	7121 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	CR 6.0, C-4.75, R-5.75, H-200 County Parking Lot: CR 0.5, C-0.25, R-0.5, H-70	CR 7.0 Request County Parking lot receive CR 1.5	No Change	
26	X	Guardian Realty Management ATTY: Patricia Harris	7201 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-90T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0	No Change	
27	Y	StonebridgeCarras, LLC ATTY: Bob Dalrymple	7359, 7351 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	Maximum density and height allowed under county zoning	Equalize C and R	
28	Z	The Goldstar Group ATTY: Stacy Silber	4630 Montgomery Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-250	CR 8.0, C-8.0, R-7.75, H-300	No Change in height, equalize C and R	
29	AA	Katz & Company ATTY: Robert Brewer Jr.	4641 Montgomery Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-145T	CR 6.0, C-4.75, R-5.75, H-175	CR 8.0, C-6.0, R-7.5, H-290	equalize C and R, increase height to 250 feet	
30	BB	HPII LLC ATTY: Heather Dlhopsky	4526, 4530 Avondale St. Bethesda MD, 20814	R-10	R-10	CR 5.0, H-120	No Change	
31	CC	F&H Investments Limited Partnership ATTY: Bob Dalrymple	7725/7735 Wisconsin Ave. Bethesda, MD 20814	CR-5.0, C-4.0, R-4.75, H-90T	CR 6.0, C-4.75, R-5.75, H-250 CR 6.0, C-4.75, R-5.75, H-110	H-250	No Change	
32	DD	Huron Associates, LLC ATTY: Ballard Spahr/Erica Leatham	7901 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120	CR 5.0, H-200	No Change	
33	EE	PNC Bank, NA ATTY: Steven Robins	7935 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120	CR 5.0, H-175 (original request was CR 4.0 and H-150)	No Change	
34	FF	B.F. SAUL ATTY: Bob Dalrymple	8001 Wisconsin Ave. Bethesda, MD 20814	CR-3.0, C-2.0, R-2.75, H-75T	CR 3.5, C-2.5, R-3.25, H-120	CR 6.0, C-1.25, R-6.0, H-175	No Change	
35	GG	HOC	4500, 4504, 4508 Avondale	R-10	R-10	CR-3.0, C-0.25, R-3.0, H-70	No Change	
36	HH	HOC - Metropolitan	Old Georgetown Road and Woodmont Ave	CR-5.0, C-1.0, R-5.0, H-145T	CR-6.0, C-1.25, R-6.0, H-175	Designate site as a priority sending site for density transfer	Designate as priority sending site	

# Bethesda Downtown Sector Plan – Public Hearing Draft

## ERRATA 9.10.2015

### 2.2 Land Use

This Plan also envisions a continued focus on housing by proposing a diverse mix of residential choices throughout Downtown Bethesda in order to accommodate more workers and reduce commuter traffic congestion. The Plan estimates an ultimate build-out over the next 20 years of approximately 8,355 additional units, a 46 percent increase above current levels. Figure ~~2.01~~ 2.02 shows the existing land use in the 1994 Plan and Figure ~~2.03~~ 2.04 the existing zoning. The Plan recommends confirming all zoning within the Sector Plan boundary, except where zoning changes are proposed and illustrated on recommended zoning plans. Figure ~~2.04~~ 2.05 shows recommended zoning.

### 2.6.2 Urban Form

As an established downtown, much of Bethesda's urban fabric has been set and the majority of changes will be infill development. In this context, increased building heights should be supported in ~~appropriate~~ targeted areas, while the remaining heights should be maintained as currently allowed, as they have been sculpted through the public process in previous planning efforts.

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

##### **Recommendations:**

- **Symbolic Center and Civic Gathering Spaces:** Design signature tall buildings that integrate design and sustainability innovation to occupy the symbolic center and surround civic gathering spaces ~~that integrate design and sustainability innovation.~~
- **Expanded/Emerging Centers of Activity:** Encourage economic vitality in the Emerging Centers of Activity through mixed-use development and increased building heights appropriate to surrounding context.
- **Affordable Housing, Park Connectivity and Community Facilities:** Increase height to enhance community facilities, prioritize affordable housing opportunities with redevelopment, enhance connectivity to Norwood Local Park and North Bethesda Trail.
- Increase all previously "T" designated heights by 20 percent rounded to the nearest 5-foot increment to accommodate the density increase throughout the Sector Plan area. (see Table 2.03: Previously "T" Designated Height Translation)

- ~~Eastern Greenway: Establish a green connector along the eastern edge of the Plan area to provide open space, pathways, environmental benefits and. Allow a range of building heights dependent on the amount of green space dedicated.~~

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

**Recommendations:**

- Balance development with transitions to single-family neighborhoods surrounding the Plan area in residential and edge districts, such as Battery Lane, Arlington North, South Bethesda and Eastern Greenway.
- Establish a green connector along the eastern edge of the Plan area to provide open space, pathways, environmental benefits and a transition to adjacent neighborhoods. Allow a range of building heights dependent on the amount of green space dedicated.
- Encourage preservation of low-rise buildings with fine-grain building articulation along Norfolk Avenue.

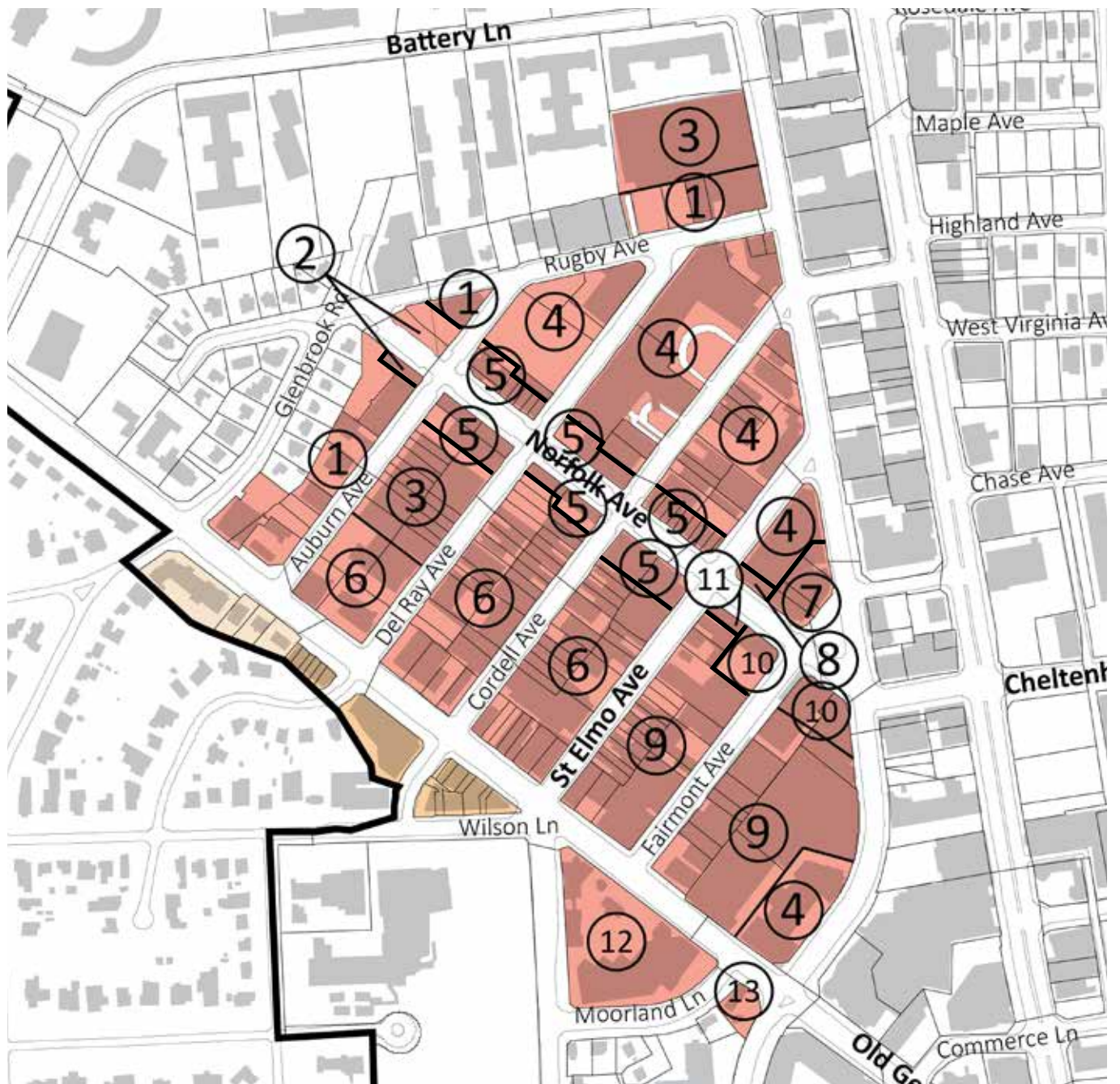
~~**C. Goal: Translate zoning maximum height for all properties previously designated with a "T"**~~

~~**Recommendation:**~~

- ~~Increase all previously "T" designated heights by 20 percent rounded to the nearest 5-foot increment to accommodate the density increase throughout the Sector Plan area. (see Table 2.03: Previously "T" Designated Height Translation)~~



Figure 3.05: Woodmont Triangle District Recommended Zoning

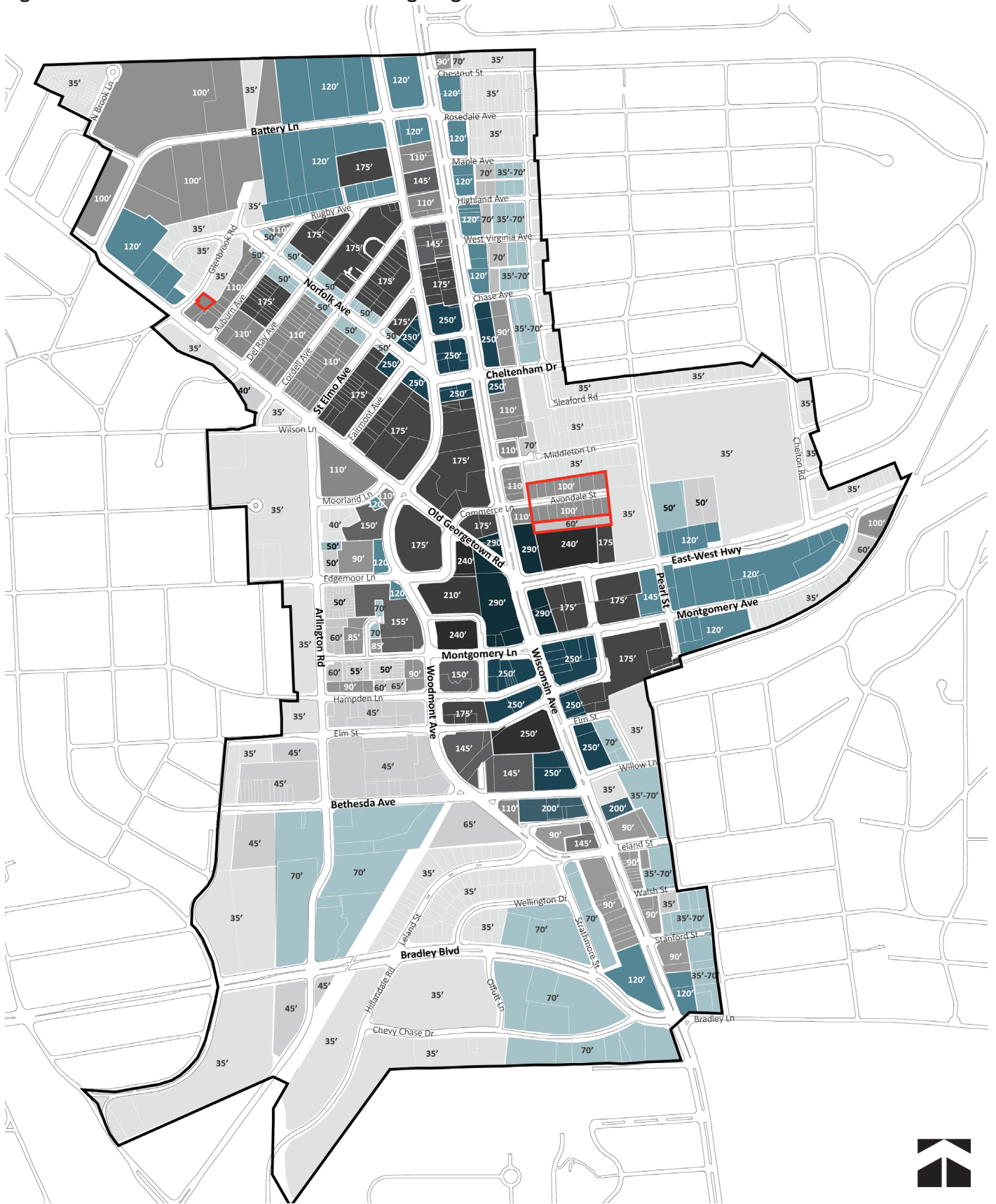


- Sector Plan Boundary
- CRN-0.75, C-0.75, R-0.25, H-40
- CRT-1.75, C-1.75, R-0.75, H-40

- ①** CR 3.5, C-1.25, R-3.0, H-110
- ② CR 3.5, C-1.25, R-3.0, H-50
- ③ CR 3.5, C-1.0, R-3.5, H-175
- ④ CR 6.0, C-1.25, R-6.0, H-175
- ⑤ CR 3.5, C-1.25, R-3.5, H-50
- ⑥ CR 3.5, C-1.25, R-3.25, H-110
- ⑦ CR 6.0, C-1.25, R-6.0, H-250

- ⑧ CR 6.0, C-1.25, R-6.0, H-50
- ⑨ CR 6.0, C-1.25, R-5.75, H-175
- ⑩ CR 6.0, C-1.25, R-5.75, H-250
- ⑪ CR 6.0, C-1.25, R-5.75, H-50
- ⑫ CR 3.5, C-2.5, R-3.25, H-110
- ⑬ CR 3.5, C-2.5, R-3.25, H-110

**Figure 2.20: Recommended Maximum Building Heights**






Current Maximum Allowable Building Height and Translation from Previous "T" Designation  
 Recommended Maximum Allowable Building Height





**Bethesda Downtown Sector Plan, Work Session #1**

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-  Robert Kronenberg, Chief, Area 1, [robert.kronenberg@montgomeryplanning.org](mailto:robert.kronenberg@montgomeryplanning.org), 301.495.2187
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- Matt Folden, Planner Coordinator, Transportation, Area 1, 301.495.4539
- Tina Schneider, Senior Planner, Environment, Area 1, 301.495.4506
- Brooke Farquhar, Master Planner/Supervisor, Parks Department, 301.650.4388
- Rachel Newhouse, Park Planner, Parks Department, 301.650.4368
- Susanne Paul, Senior Planner, Parks Department, 301.650.4392
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- Scott Whipple, Supervisor, Historic Preservation, 301.563.3402
- Patrick Reed, Planning Intern, Area 1, 301.494.4583

**Completed:** 7.16.15

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**Description**

**Bethesda Downtown Sector Plan: Work Session #1**

**Summary**

Work session #1 will provide a macro-level overview of Staff's approach to the zoning recommendations Bethesda-wide including the following:

- a) Analysis and comparisons to other urban areas in the County (White Flint, Friendship Heights, Silver Spring and Wheaton). This is a discussion of the macro-level approach and not a site- by-site discussion.
- b) Transportation and Schools (Infrastructure) as it relates to Staff's approach to land use and zoning Bethesda-wide.

- c) Overview of the implementation strategies including density averaging and priority sending sites.

## **DISCUSSION**

### **Zoning Approach**

This work session will provide an overview of the zoning strategy as it relates to the recommended density and height increases across the Sector Plan area. Transportation analysis and school capacity was a factor in determining how much density may be increased without over-burdening the infrastructure in the Downtown. A comparative analysis was prepared with other similar urban downtown areas (White Flint, Silver Spring, Wheaton and Friendship Heights) in terms of acreage of planning area, Sector Plan vision build-out and vision build-out square feet per acre. Strategy objectives included:

- Accommodate projected growth over the next 20 years.
- Incentivize redevelopment in the expanded centers of activity and emerging centers (priority areas in the Plan) by increasing density and maximum allowable heights.
- Increase density Bethesda-wide by approximately 20 percent with greater increases in the expanded centers of activity around proposed civic gathering spaces, such as the areas immediately around the Farm Women's Market, The Bethesda Metro Station, and Veteran's Park.
- Balance opportunities for redevelopment and compatibility with adjacent neighborhoods.

### **Transportation and Schools**

This work session will provide an overview of the traffic analysis methodology and findings associated with the Bethesda Downtown Sector Plan 2040 Land Use Vision. This work session will also provide an opportunity to discuss specific transportation elements of the Plan raised at the Public Hearing. As a result of the analysis completed for this planning effort, Staff has determined that all intersections within the Plan area will continue to operate at acceptable levels of congestion in the year 2040 under the proposed land use vision. Four intersections immediately outside the plan area are forecast to exceed Policy Area Critical Lane Volumes (CLV's) in the year 2040. Those intersections are:

- East-West Highway/ Connecticut Avenue
- Rockville Pike/ Cedar Lane
- Bradley Boulevard/ Huntington Parkway
- Connecticut Avenue/ Bradley Lane

In addition to the transportation analysis, staff worked closely with the Montgomery County Public Schools long range planning staff. The Downtown Bethesda Sector Plan is within the service areas of Bethesda Elementary School, Westland Middle School and Bethesda-Chevy Chase High School. Enrollment increases have been occurring at all these schools and a variety of strategies will be considered to accommodate additional students resulting from the Sector Plan. The Plan includes designation of the former Lynnbrook Elementary School as a future operating elementary school.

Options were prepared by MCPS to accommodate additional students from the Plan and presented during the Working Draft presentation to the Planning Board on May 21, 2015.

### **Implementation Strategy**

This work session will provide an overview of the implementation strategy as it relates to the Bethesda Overlay Zone. Certain planning goals require minor modifications to the existing zoning. The purpose of the Bethesda Overlay Zone is to enable modifications to the density averaging rules for certain sites in the Plan Area. The Plan designates Open Space priority sending sites, Landmark priority sending sites, and Affordable Housing sending sites. Density transfers from these sites are encouraged to facilitate, respectively, the creation or enlargement of urban parks, protection of significant landmarks and retention of affordable housing. The Priority Sending Sites have been carefully chosen and the rules in this Plan are intended to apply only to the specifically delineated areas.

### **CONCLUSION**

Following the July 20, 2015 work session, staff will summarize all testimony received through July 2, 2015 (close of the Record) and prepare recommendations for review by the Planning Board at the fall work sessions in September and October. The fall work sessions will include a District by District zoning review, as well as work sessions on Parks and Open Space, the High Performance Area and Affordable Housing.

### **Attachments**

- Public Hearing Draft Plan - Errata
- Letters/Correspondence between June 19, 2015 – July 2, 2015