



BETHESDA DOWNTOWN SECTOR PLAN

The 2017 Bethesda Downtown Sector Plan is being implemented through focused coordination between public and private interests. The plan's vision stems from the goals and recommendations within the Sector Plan to enhance Downtown Bethesda over the next 20 years. It will be implemented through various actions, including zoning, a park impact payment, and annual monitoring and reporting. The Bethesda Overlay Zone sets a cap on development to ensure that total density in the plan area does not exceed 32.4 million square feet of gross floor area.

Learn more at montgomeryplanning.org/bethesdadowntown



DEVELOPMENT ACTIVITY

The new **Marriott International Headquarters**, located on Wisconsin Avenue one block north of the Bethesda will include an office building with up to 21 stories and approximately 786,000 square feet of gross floor area. This northern portion of the property will house Marriott's employee spaces, meeting rooms, conference spaces, innovation and technology labs, daycare and amenity spaces. In addition, the southern portion of the property is being redeveloped to include a full-service hotel with approximately 203,000 square feet of gross floor area and a building height up to 145 feet. The project includes an allocation of density from the Bethesda Overlay Zone and a park impact payment of approximately \$5,591,400. The project received Site Plan approval on December 14, 2017.

ZOM Bethesda, located on the west side of downtown Bethesda along Arlington Boulevard, Moorland Lane and Edgemoor Lane, proposes a maximum of 257,675 gross square feet of residential development for up to 235 multi-family units in a 60-foot tall building. Fifteen percent of the apartments will be moderately priced dwelling units (MPDUs). The project includes an allocation of density from the Bethesda Overlay Zone of up to 172,708 square feet.

4540 Montgomery Avenue, located at the corner of Montgomery Avenue and Pearl Street in Bethesda's Pearl District, proposes up to 61,250 square feet of residential development on the property. The future 145-foot-tall building will comprise up to 100 multi-family dwelling units, including 15 percent MPDUs, and ground-floor retail.

Edgemont II Bethesda, located at the corner of Woodmont Avenue and Edgemoor Lane in the Arlington North District, proposes up to 301,193 total square feet (including 115,193 existing square feet to remain) with up to 282 multifamily dwelling units (including 122 existing units to remain) in a 150-foot-tall building. The project also includes 15 percent MPDUs and an allocation of density from the Bethesda Overlay Zone of up to 138,533 square feet.

7359 Wisconsin Avenue, located between Wisconsin Avenue and Waverly Street along Montgomery Avenue, the site of the former 2nd District Police Station, proposes up to 535,000 total square feet comprised of both a 225-key hotel and commercial office space in a 250-foot-tall building. The project includes an allocation of density from the Bethesda Overlay Zone of up to 214,795 square feet.





PARKS

One of the main goals of the 2017 Bethesda Downtown Sector Plan is the enhancement and creation of additional parks and open spaces in the downtown. The Sector Plan recommends 13 additional new urban parks, including three key civic gathering spaces located in the established centers of activity at Veteran's Park, the Bethesda Farm Women's Cooperative Market and Capital Crescent Civic Green located across from the plaza at the intersection of Bethesda and Woodmont Avenues. Implementation of these additional parks and open spaces over the next 20 years is envisioned through public sector acquisition by the Montgomery County Department of Parks, through private development or a combination of the two. As of December 2017, the Department of Parks has finalized its first acquisition toward this goal in the purchase of the empty lot across from the former Barnes and Noble store. This property will become the Capital Crescent Civic Green as recommended in the Sector Plan.



DESIGN

Design excellence of streetscapes, buildings and parks is another goal of the 2017 Bethesda Downtown Sector Plan. To raise the quality of design in Downtown Bethesda, the Bethesda Overlay Zone requires the creation of a Design Advisory Panel to provide advice and recommendations that will heighten design excellence and improve the quality of architecture, urban design and landscape architecture in downtown Bethesda. Accordingly, the Planning Board appointed the Design Advisory Panel members in September 2017. The Design Advisory Panel is made up of five independent professionals, including one resident, who are guided by the Bethesda Downtown Sector Plan and the related Design Guidelines. You can view the [Design Advisory Panel website](#).



IMPLEMENTATION

The 2017 Approved and Adopted Bethesda Downtown Sector Plan is being implemented through focused coordination between public and private interests. The County Council adopted the Bethesda Overlay Zone in July 2017 to implement the recommendations of the Bethesda Downtown Plan as it relates to density, building heights, affordable housing goals, parks and open space and design.

In recognition of the complexity of the Sector Plan and the Bethesda Overlay Zone, the plan proposes annual monitoring and reporting of schools, parks and transportation adequacy. The annual report will be presented to the Planning Board each year and transmitted to the County Council for review.

In addition to the annual monitoring report, a web-based Monitoring and Tracking Program will follow and record the square footage of development in downtown Bethesda against the overall cap on development set forth in the Bethesda Overlay Zone. A 14-member Implementation Advisory Committee established by the Planning Department and appointed by the Planning Board in 2017 will coordinate and monitor the progress of development and address implementation of the recommendations in the **Approved and Adopted Bethesda Downtown Sector Plan**.



MORE INFORMATION

For more information about the Bethesda Downtown Plan or development in that area visit montgomeryplanning.org/bethesdadowntown