

Bethesda Downtown Sector Plan Implementation Advisory Committee (IAC)

Agenda

Friday June 1, 2018

- I. **RECAP OF MAY MEETING MINUTES** (5 mins.)
- II. **7121 & 7126 WISCONSIN AVENUE PRESENTATIONS** (45 MINS.)
- III. **NEW BUSINESS** (10 min.)
- IV. **NEXT MEETING – Friday July 13, 2018** (moved from July 6, 2018)

<http://montgomeryplanning.org/planning/communities/area-1/bethesda-downtown-plan/bethesda-downtown-implementation-advisory-committee/>

Meeting Notes and Attendees:

I. Brief Recap of May Meeting and Minutes:

- The committee agreed with the May meeting notes and they were approved to be posted to the IAC webpage.

II. 7121 & 7126 Wisconsin Avenue Presentations

IAC Comments and/or Questions to the Applicant:

- The Applicant team introduced the projects and made it clear that at the Concept Plan stage they are listening to everyone's comments and will make refinements and adjustments once they are ready to submit for the Sketch Plan application.
- The project does not follow the Bethesda Downtown Plan Design Guidelines and the Design Advisory Panel (DAP) did not recommend the minimum 10 points for exceptional design at this stage. Can you come back and present to the IAC after you submit your Sketch Plan application?
- Heather Dlhopsky clarified that this is a Concept Plan application and that at Concept Plan the DAP does not make a recommendation for the number of exceptional design points.
- The shared street with the curb-cut on Wisconsin Avenue is a pedestrian safety issue and reduces the amount of green space for the Farm Women's Cooperative Market (FWM) site.
- The access off Willow Lane behind the Farm Women's Cooperative Market complicates the flow from the market to the future park on Lot 24.
- The use(s) within the market building should be community oriented, public, and the historic building should remain as a functioning market as outlined in the Sector Plan.



- Willow Lane is a Canopy Corridor and the main entry into the Town of Chevy Chase. The Plans do not illustrate this.
- The Plan for the market has too much paved area with both access lanes.
- The 7121 building is too bulky and massive. The back of the property should be more active and transition to Lot 24 as if Lot 24 has been developed as a park, not a back door as shown in the current plans.
- The retail does not look very open to activate the street. The building should step back more and the building should be scaled back.
- What is the programming for the market space and will the Applicant team be the one to program the space? Suggest working with Bethesda Urban Partnership (BUP) to program this.
- The building cantilevers/projections are concerning. They impose on the sidewalk space.
- The 7126-building's top element is very tall looking. Does that work within the zoning limits?
- Will you be engaging Bethesda Urban Partnership to help program the market space?
- Is the driveway off Willow Lane for servicing the market building? Do you need this driveway?
- Move the entrance to your parking garage to the SW corner of the building.
- Recommend working with Bethesda Green on Food Innovation and the Montgomery County Food Council for ideas on programming the market.
- The Parks Department is talking with the Parking Lot District (PLD) about implementing the Sector Plan recommended park on Lot 24.
- Is the FWM going to be privately-owned and operated by the applicants?
- How much impervious area exists today on the FWM?
- What will be on the roofs of the building, any amenity space, green roofs?
- Think about providing a rooftop farm where the produce could be sold at the FWM.
- Will you be renovating the FWM building?
- As the owners of the market, are you looking to make a profit or recoup money to keep it functioning?
- Can you add another floor to the FWM building and go 2 stories? The Applicant stated that it would be virtually impossible and too expensive.
- There is a concern of having food trucks along Willow Lane with it being the surface route for the Capital Crescent Trail (CCT), this could be problematic.
- The Applicant team stated they would come back to the IAC after they submit the sketch plan application.

Comments from others:

- Pay more attention to the CCT and the intersection – gateway for travel along the avenue, pedestrian and vehicle traffic. Realign Bethesda Ave to line up more closely across from Willow Lane. Would improve traffic light operation, flow of traffic, pedestrian movements, create four corners that are larger sidewalks and more inclusionary than the current POPS space north of Bethesda Ave.
- Is future use of Market restricted? Is it required to keep as market, or will finances drive turnover to a restaurant or a bank? Union Market model is one idea, with food to eat there plus take home to prepare.
- What happens to the FWM if the programmed use/market use is not viable?



III. New Business

- Design Advisory Panel, June 27, 2018 - Projects being reviewed
 - Edgemont II - Site Plan
 - 8000 Wisconsin Avenue – pre-Site Plan
 - 4 Bethesda Metro - Sketch Plan

- Upcoming Planning Board Hearings:
 - June 21, 2018 – FY19 Annual School Test (see Planning Board Agenda for time and item number)

- Upcoming County Council/Committee Hearings (MONTH OF JUNE):
<https://www.montgomerycountymd.gov/council/calendar.html>

- July Agenda:
 - Montgomery County Economic Development Corporation – FY19 Strategic Plan Presentation
 - Downtown Bethesda Construction Impacts – Discussion with Department of Permitting Services (DPS)

IV. Next Meeting – Friday July 13, 2018

Meeting Attendees:

Amanda Farber, Dedun Ingram, Naomi Spinrad, Steve Groh, Steve Long, Emily Vaias, Jack Alexander, Jad Donohoe, Matt Gordon, Patrick O’Neil, Greg Rooney, Rick Ammirato, Leslye Howerton, Elza Hisel-McCoy, Veronique Marier, Allan Glass, Kent Morgan, Brenda Sandberg, Matt Clark, Matt Pohlhaus, Robert Brewer, Heather Dlhopsky, Chris Ruhlen, Jacob Bedingfield, Richard Hoye, Joe Pikiwicz, Deborah Vollmer

