

Bethesda Downtown Sector Plan Implementation Advisory Committee (IAC)

Agenda

Friday November 2, 2018

- I. RECAP OF OCTOBER MEETING MINUTES (5 mins.)
- II. FARM WOMEN'S MARKET PROJECT PRESENTATION (30 mins.)
- III. PUBLIC AMENITY/PUBLIC OPEN SPACE FEE DISCUSSION (20 mins.)
- IV. 8280 WISCONSIN DISCUSSION (5 mins.)

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

Meeting Notes and Attendees:

- I. October meeting minutes and current meeting agenda distributed to the group prior to meeting.
- II. Farm Women's Market Project Presentation
 - McLean Quinn from EYA presented the revised plans for the project that incorporate the EYA/Bernstein Management property, Foulger-Pratt property, historic market site, and MCDOT Lots 10 & 24. The plan includes multifamily, retail, townhouses, and a park behind the Farm Women's Market.
 - In addition to many slides presented at the Design Review and Community Meetings, two new pedestrian perspective renderings were presented.
 - Mr. Quinn discussed the distance between the curb on Willow and the relocated historic Farm Women's Market building. He reported the distance to be approximately 40 feet between the historic Farm Women's Market building and the curb in the revised plans. Mr. Quinn checked this point after the meeting and it is in fact 51 feet and 43 feet at the "pinch point" between the curb and new retail pavilion to be constructed which sits behind the Farm Women's Market building.
 - There was a question about the wording in the Design Review packet indicating that additional square footage above the new retail pavilion may be added at site plan. Mr. Quinn answered that scenario was not likely but that the wording had been requested by planning staff in case more square footage was needed to make the project feasible.



- There was a question about the name change of the project to Bethesda Market and the committee commented that as a historic property the name “Farm Women’s Market” should be retained.
- There were concerns raised about the long-term success of food halls. Some have failed in recent years. However, Mr. Quinn felt that with three buildings having either market(s) or a restaurant in three buildings (Farm Women’s Market, the new retail pavilion, and the Bernstein building) that the challenges can be met. He mentioned that Edens have had success with Union Market and have been involved with planning this project.
- There were concerns raised about the feasibility of retail or a restaurant in the second floor of the new retail pavilion. There was a suggestion that maybe some type of community space or community amenity could be incorporated the second floor of the new retail pavilion. Mr. Quinn responded that they felt that the best use of this space would be one or two restaurants, each with some space on the ground floor and additional space on the second floor, as well as second floor terrace(s).
- There was a question raised about the use of the Farm Women’s Market historic building and ways to incorporate sustainable, green and/or incubator small businesses, perhaps working with Bethesda Green.
- There was a comment that the portion of green space on the south section of Lot 24 adjacent to the EYA building and also along 46th St. by the townhomes should not count as “Park” because they are narrow spaces and technically only as wide as the required Greenway. The portion of greenspace by the townhomes could appear private and not truly function as park space.
- The Committee generally felt that this version of the project is improved from the initial project that was presented to the IAC (which did not include the EYA portion and did not convert the parking lot to more park land).
- There was a request to look into moving the mural from the BCC Regional Services Center Building to the renovated market space.

III. Public Amenity Space/ Public Open Space Fee Discussion

- The Committee continued discussion based on the decision by ZOM Arlington to pay into the public amenity fund.
- Elza HizeL-McCoy reported that the Planning Department is currently working on updating the public amenity fund for Bethesda and will have more information in the next 1-2 months.
- Mr. HizeL-McCoy indicated that money would need to be accepted into the fund and then spent via the CIP process. There are IAC questions about the process by which this will occur that will need to be addressed during the presentation on the update of the public amenity fund.
- Other IAC concerns were that (1) the process must be transparent, (2) funds must be used for projects in Bethesda and preferably in the same “district” or nearby where the project is occurring, (3) the projects must be completed in a reasonable amount of time (do not want to see money just sit in a CIP PDF), and (4) the funds should not take the place of, or offset, other county investments in Bethesda.



IV. 8280 Wisconsin Discussion

- This was postponed due to limited time.

V. New Business

- Discussed that if the Committee should meet in December--TBD.
- Potential future topics for IAC – Enforcement of traffic, pedestrian, bike lane laws; Update on retail in Downtown Bethesda; Visit by Andrew Friedson (new District 1 Councilmember) to the IAC.

Meeting Attendees:

Amanda Farber, Jad Donohoe, Anna Fierst, Dedun Ingram, Naomi Spinrad, Stephen Long, Emily Vaias, Jack Alexander, Patrick O'Neil, Michael Fetchko, Rick Ammirato, Ken Hartman, Veronique Marier

Elza Hisel-McCoy (Planning), McLean Quinn (EYA), Bernstein representative (Charles Hathaway), Foulger-Pratt representative, Hyo-Jung Garland (Parks), Maj-Britt Dohlie, Cindy Gibson (District 1 Council staff), Alan Glass (member of the public)

