

Montgomery Planning

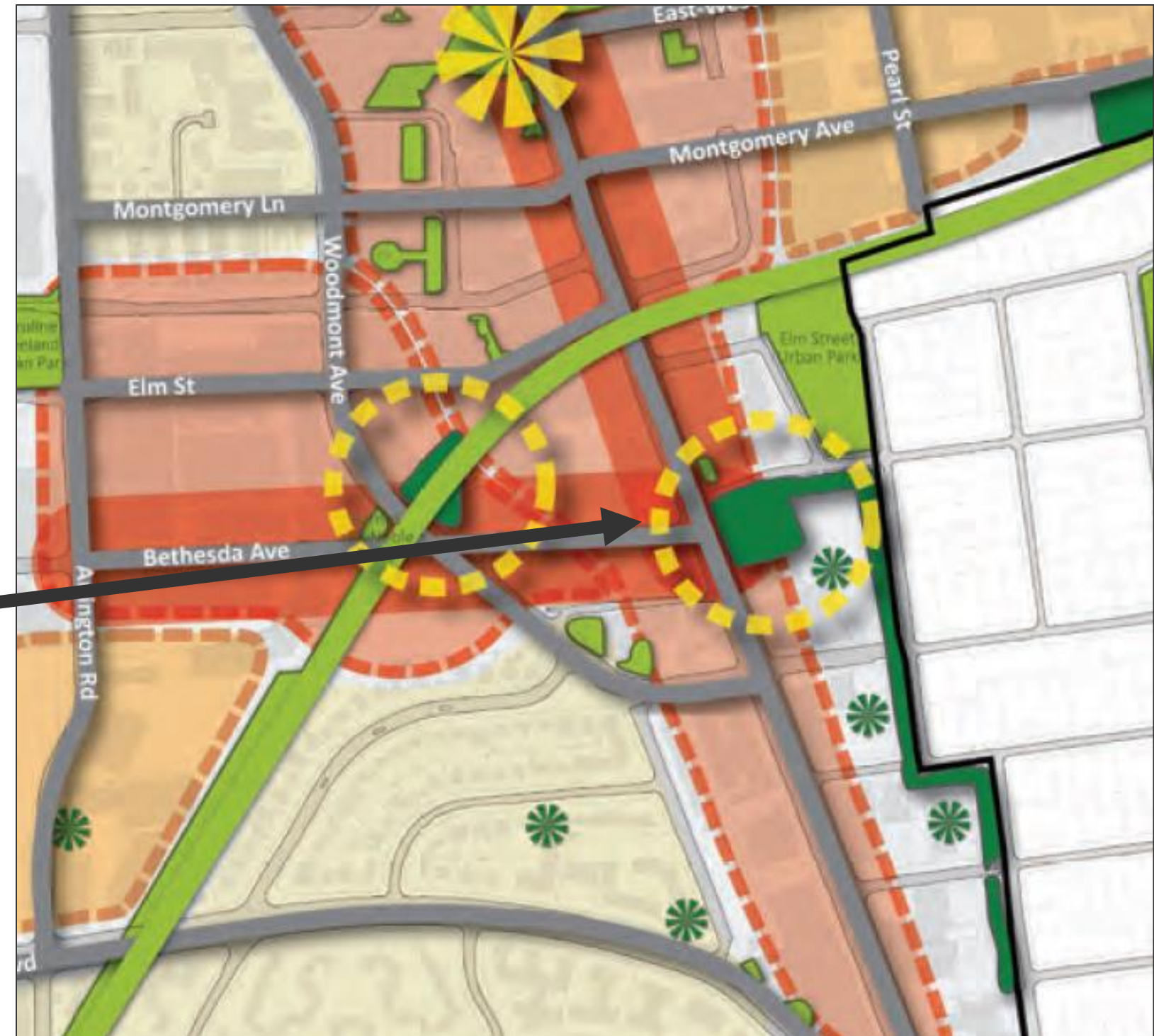
7/24/2019

Bethesda Downtown Sector Plan

Farm Women's Market

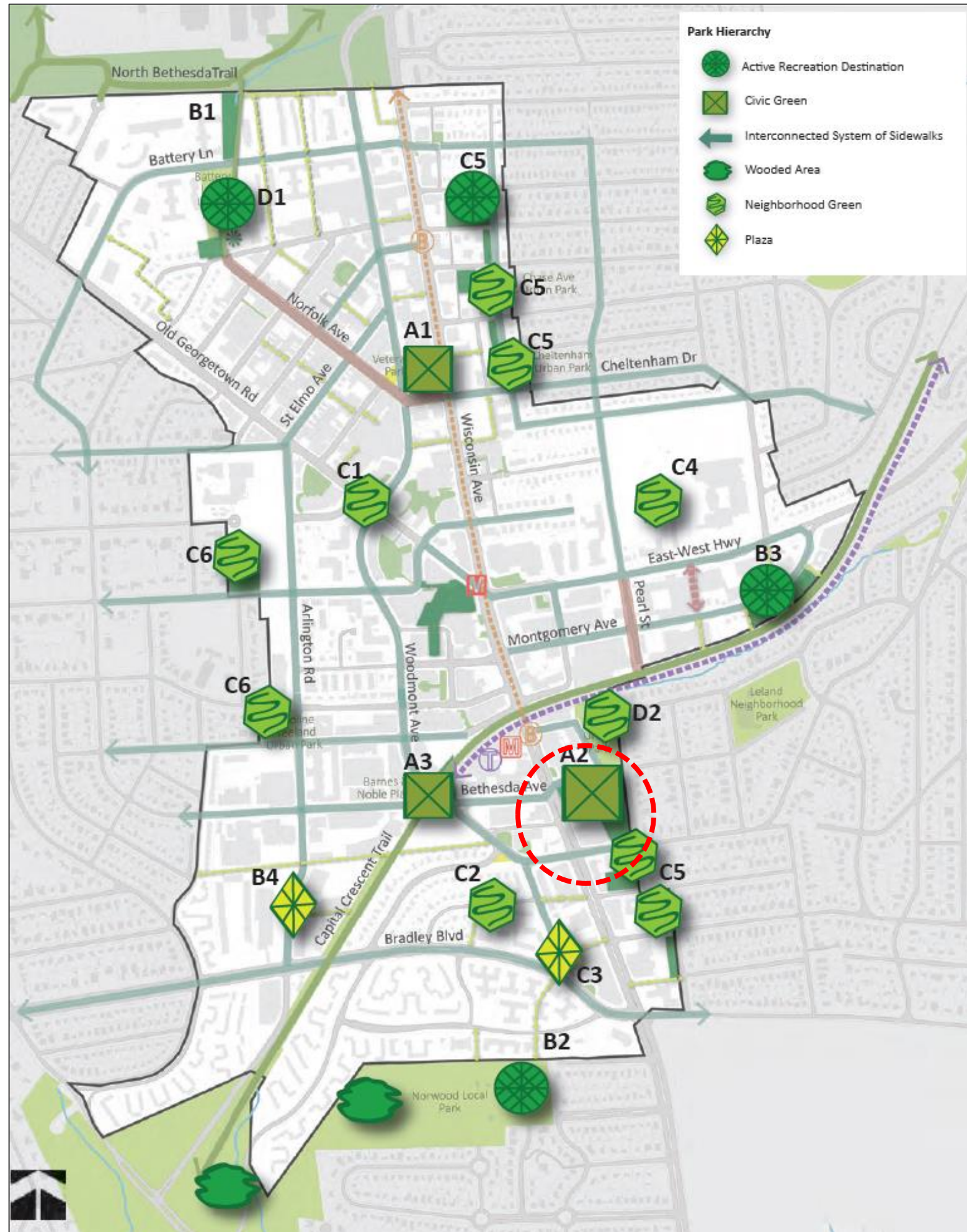
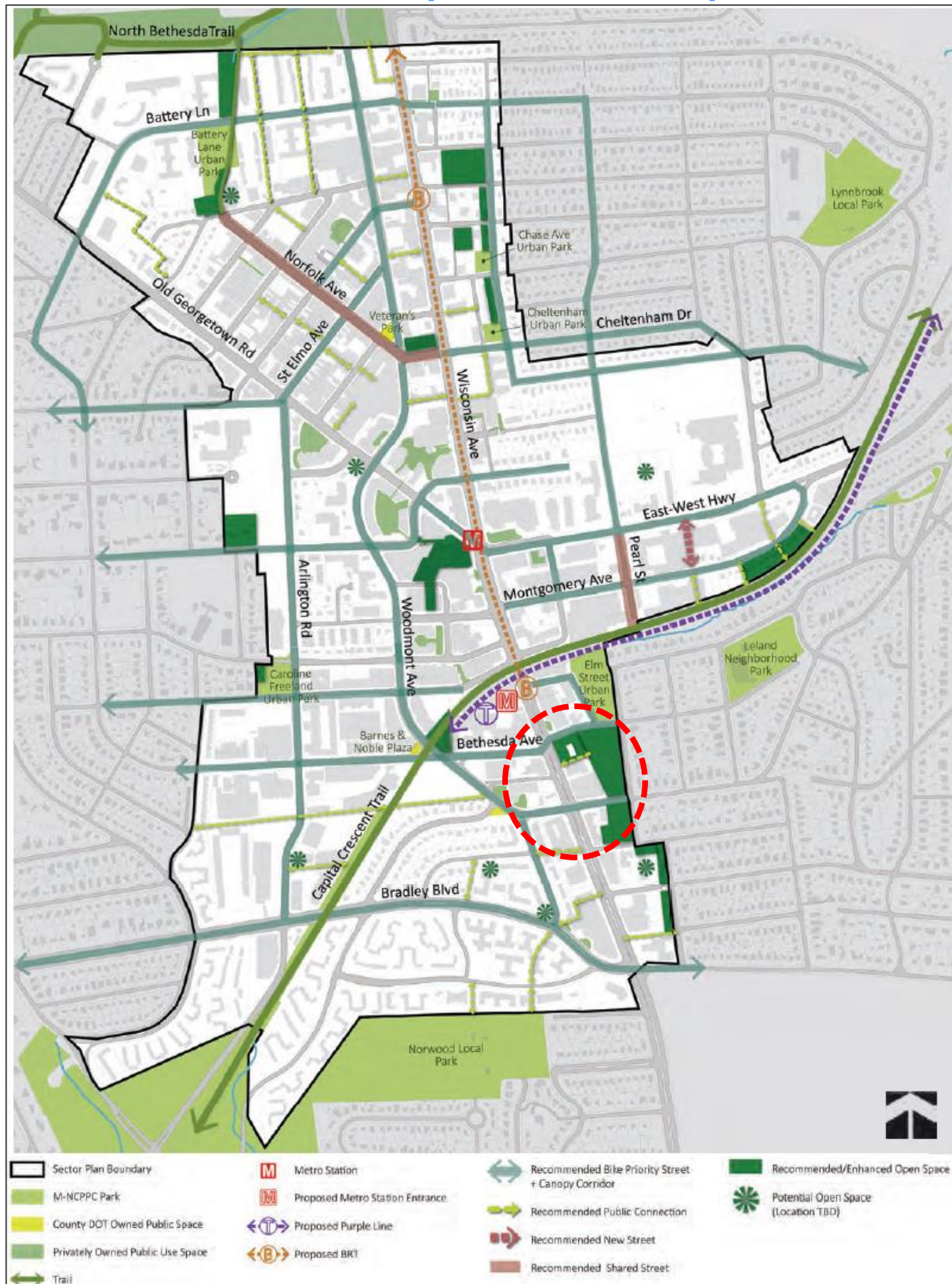


Concept Framework



- Sector Plan Boundary
- Existing Public Open Spaces
- Proposed Public Open Spaces
- Potential Open Spaces (Location TBD)
- Main Street Activity Area
- Expanded Center of Activity
- Emerging Center of Activity
- Primarily Residential Area
- Transition Area
- Symbolic Center
- Civic Gathering Space

Public Open Space



Civic Green

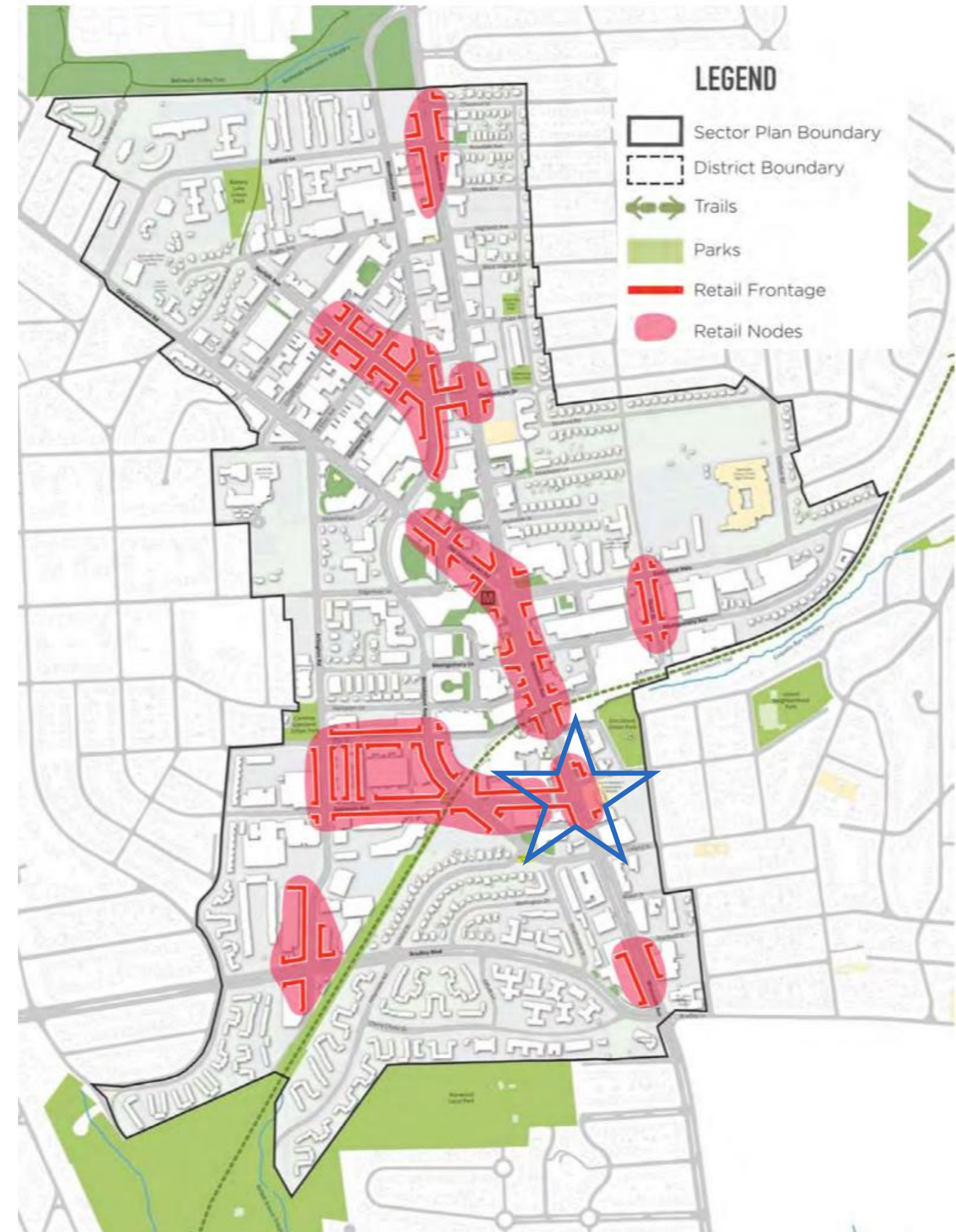
- urban parks ranging in size from ½ to 2 acres
- located in close proximity to a public transit hub
- next to activating uses
- a mixture of hard and soft surfaces
- including a central lawn area for events

Farm Women's Market

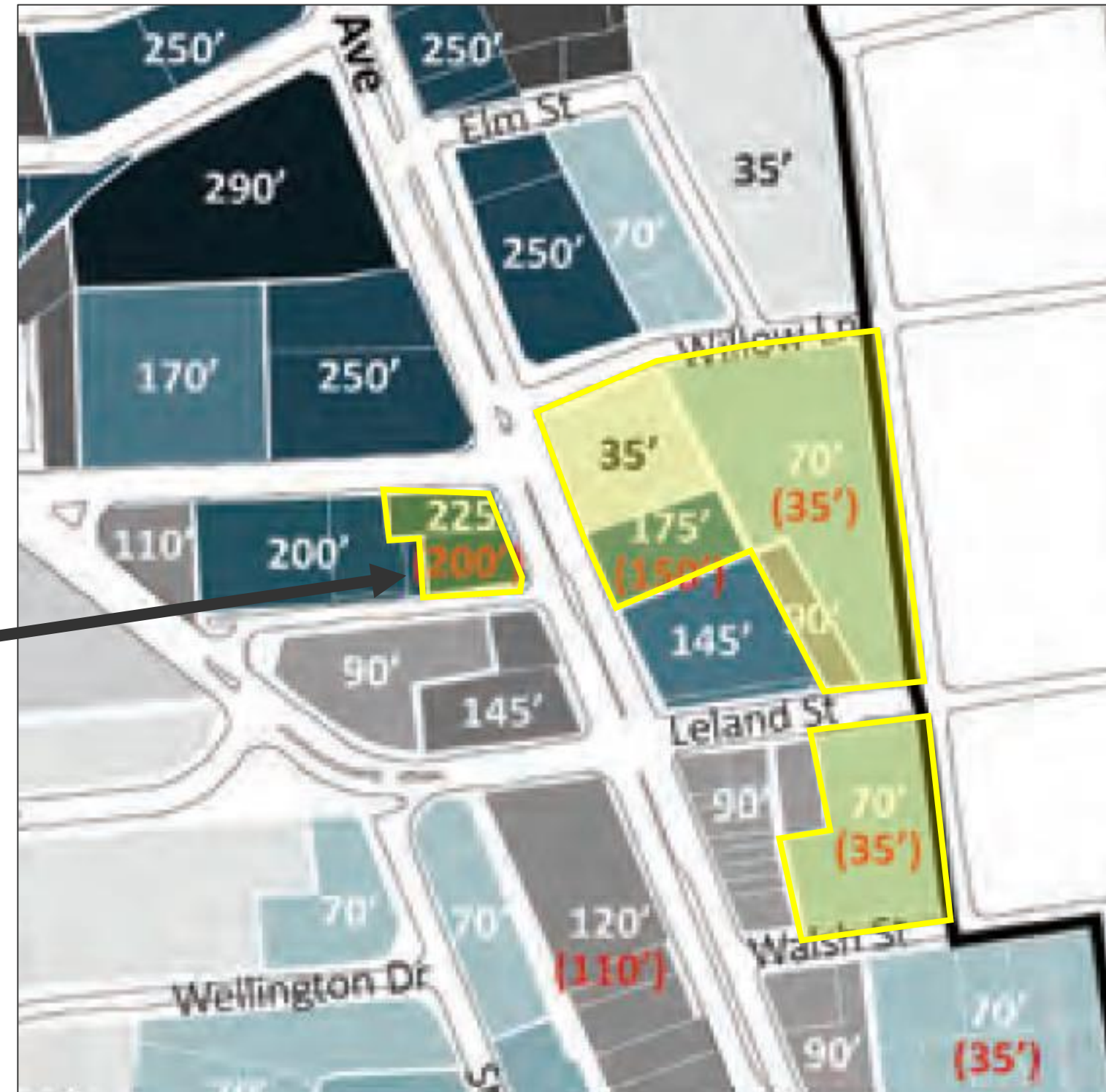
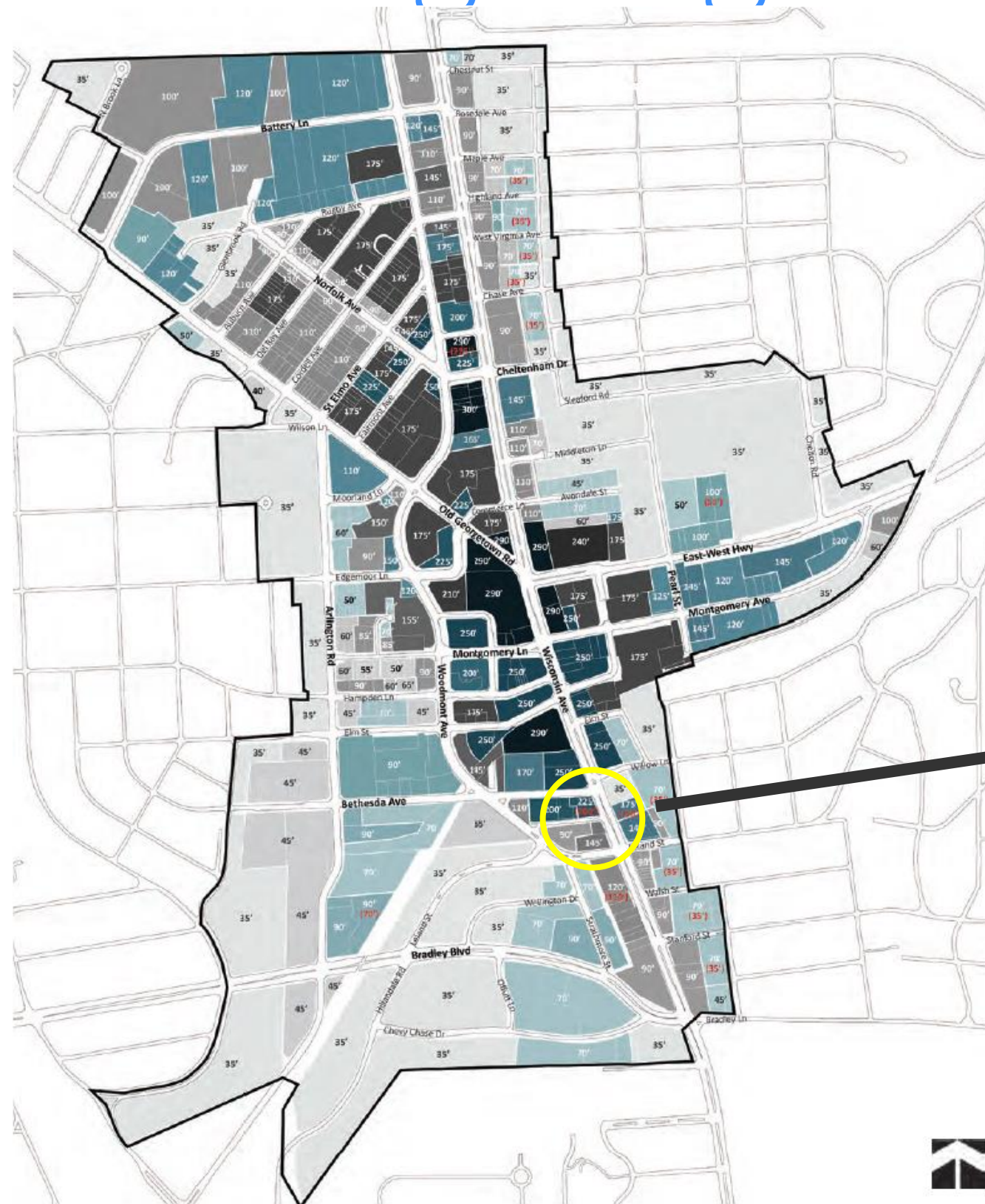
- maintain the historic building as a functioning market
- central activating feature

Retail Nodes

- Encourage pedestrian activity by providing ground-floor and base design elements that engage with the sidewalk environment
- Place particular focus on active ground floor design along the portions of streets identified as the recommended retail nodes



Building Heights



Current Maximum Allowable Building Height and Translation from Previous "F" Designation
Recommended Maximum Allowable Building Height
(50') See building height restrictions and recommendations in the Building Form section for each district

Design Guidelines- Farm Women's Market Civic Green

Farm Women's Market Civic Green

This Civic Green is envisioned as a green open space next to the Montgomery Farm Women's Cooperative Market, which is a longstanding community landmark in the historic heart of Bethesda. This space terminates the view along Bethesda Avenue and would act as both a destination and a local gathering spot, providing a space for market customers to shop, eat and relax. It serves as an extension of Elm Street Park and the proposed Eastern Greenway. All improvements to the market site will be reviewed through the Historic Preservation Commission as the site is listed in the Master Plan for historic preservation.

