

# Bethesda-Cherry Chase

## MASTER PLAN



Approved and Adopted  
April 1990



The Maryland-National Capital Park and Planning Commission

8787 Georgia Avenue  
Silver Spring, Maryland 20910

14741 Governor Odun Bowie Drive  
Upper Marlboro, Maryland 20771

Price \$5.00

Comprehensive Amendment to  
**Bethesda – Chevy Chase**  
**Master Plan**

Approved & Adopted  
April 1990

Approved And Adopted  
**COMPREHENSIVE AMENDMENT TO THE  
BETHESDA-CHEVY CHASE MASTER PLAN**

Approved and Adopted Master Plan for Bethesda-Chevy Chase, Planning Area 35, 1970, as amended; the Sector Plan for the Central Business District of Friendship Heights, 1974, as amended; the Sector Plan for the Bethesda Central Business District, 1976 as amended; the Approved and Adopted Westbard Sector Plan, 1982, as amended; the Master Plan for Historic Preservation, 1979, as amended; the Approved and Adopted Functional Master Plan for Conservation and Management in the Rock Creek Basin, 1980; being also an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District, as amended; and the Master Plan of Highways within Montgomery County, as amended.

Prepared By:

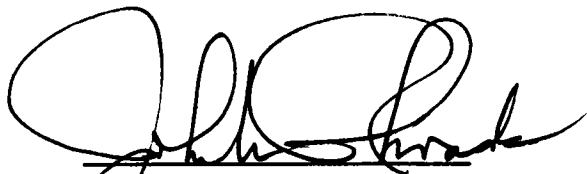
**The Maryland-National Capital Park And Planning Commission**  
Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring, MD 20910-3760

April 1990

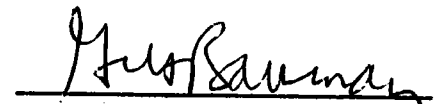
# CERTIFICATE OF APPROVAL AND ADOPTION

This Amendment to the Master Plan for Bethesda-Chevy Chase, 1970, as amended; the General Plan for the Physical Development of the Maryland-Washington Regional District; and the Master Plan of Highways within Montgomery County, Maryland; has been approved by the Montgomery County Council, sitting as the District Council, by Resolution No. 11-1884 on February 27, 1990, and the Montgomery County Executive on March 12, 1990; and has been adopted by the Maryland-National Capital Park and Planning Commission by Resolution No. 90-13 on April 11, 1990, after a duly advertised public hearing pursuant to Article No. 28 of the Annotated Code of Maryland, 1986 (1988 Supplement).


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# THE BETHESDA-CHEVY CHASE MASTER PLAN AMENDMENT PROCESS

## Staff Draft

This document is prepared by the Montgomery County Planning Department for presentation to the Montgomery County Planning Board. It is a working paper that identifies the major issues being addressed by the proposed amendment. Alternative courses of action and specific recommendations are presented. The public is given the opportunity to comment on the Staff Draft, often at worksessions. A Preliminary Draft Amendment is then prepared for approval by the Planning Board. The Preliminary Draft incorporates those changes to the Staff Draft which the Planning Board considers appropriate.

## Preliminary Draft Amendment

This document is a formal proposal to amend an adopted master plan. It is prepared by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission. Before proceeding to publish a final draft amendment, the Planning Board must hold a public hearing. After the close of the record of this public hearing, the Planning Board holds open worksessions to review the testimony, and to determine whether to make any revisions to the preliminary draft.

## Final Draft Amendment

This document contains the Planning Board's final recommendations. It is transmitted to the County Executive, who must review it and forward it to the County Council, with any revisions deemed appropriate.

If the County Executive makes no revisions in the Planning Board's final draft, the Council may adopt the unchanged draft without holding a public hearing. If the Executive does make revisions, or if the Council wishes to consider any revisions, the Council must schedule a public hearing. After the close of record of this public hearing, the Council holds an open worksession to review the testimony, and then adopts a resolution approving, modifying, or disapproving the final plan amendment.

If the Council action modifies and approves the Executive's Revised Final Draft Amendment, the Approved Amendment must be sent to the County Executive for approval or disapproval. If disapproved by the County Executive, the Council may override the disapproval of the Plan by an affirmative vote of five members.

Failure of either the County Executive or the Council to act within the prescribed time limits constitutes approval of the plan amendment as submitted to the body which fails to act.

## Adopted Amendment

The amendment approved by the County Council is forwarded to The Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the amendment officially amends the various master plans cited in the Commission's adoption resolution.

## NOTICE TO READERS

An area master plan, after approval by the County Council and adoption by the Maryland-National Capital Park and Planning Commission, constitutes an amendment to the General Plan for Montgomery County. As such, it provides a set of comprehensive recommendations and guidelines for the use of publicly and privately owned land within its planning area. Each area plan reflects a vision of future development that responds to the unique character of the local community within the context of a countywide perspective.

Area master plans are intended to provide a benchmark point of reference with regard to public policy. Together with relevant countywide functional master plans, they should be referred to by public officials and private individuals when decisions are made that affect the use of land within the plan's boundaries. It should be noted that master plan recommendations and guidelines are not intended to be specifically binding on subsequent

actions, except in certain instances where an ordinance or regulation requires a specifically defined linkage to be established. The precise timing and character of public facility projects are determined annually through the Capital Improvements Program and the Operating Budget.

Master plans generally look ahead to a time horizon of about 20 years from the date of adoption, although it is intended that they be updated and revised about every ten years. It is recognized that the original circumstances at the time of plan adoption will change over time, and that the specifics of a master plan may become less relevant as time goes on. Any sketches or site plans in an adopted plan are for illustrative purposes only, and are intended to convey a general sense of desirable future character rather than any specific commitment to a particular detailed design.

# THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

The Maryland-National Capital Park and Planning Commission is a bi-county agency created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties; the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two Counties.

The Commission has three major functions:

- (1) The preparation, adoption, and, from time to time, amendment or extension of the *General Plan* for the physical development of the Maryland-Washington Regional District;
- (2) The acquisition, development, operation, and maintenance of a public park system; and
- (3) In Prince George's County only, the operation of the entire County public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the county government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.



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# STAFF ACKNOWLEDGMENTS

## Planning Department Management

\*Richard Tustian, Planning Director  
Melissa Banach, Acting Planning Director  
Perry Berman, Chief, Community Planning

## Community Planning Project Staff

Don Downing, Project Coordinator  
Denise Boswell, Project Planner

### Community Planning

Mary Bandziukas  
\*Pauline Crombie  
Carolyn Hufbauer  
\*Gail Price  
Florence Taylor  
Gloria White

### Community Relations

Roberta Ehrlich  
Pat Plunkett

### Development Review

Deane Mellander

### Environmental Planning

Candy Bunnag  
  
Mapping and  
Graphics/GIS  
Gene Brooks  
Donna Jackson  
Marie Elaine Lanza  
Romesh Puri  
Jim Sumler

### Park Planning

Rick D'Arienzo

### Planning Director's Office

Norah Lee Bland  
Patrick Hare  
Charles Coleman  
Glenn Dunham  
Brandt Hare  
\*DeEtta Hobbs

### Research

Mary Goodman

### Transportation

Joe Anderson  
Alex Hekimian  
Don Vary

George Vaughn  
Patricia Willard  
Bob Winick

### Urban Design

Jean Kaufman  
Karen Kumm-Morris  
Gwen Marcus  
Mary Ann Rolland  
Piera Weiss

### Word Processing

Sheila Sampson  
Marie Steingrebe

\* Former staff member

# **ADDITIONAL CREDITS**

## Office of Planning Policies

Meg Riesett, Director  
Sue Richards, Planning Manager  
Stephanie Feazel, Coordinator

## Contributing Staff

Anne Brown  
Keith M. Goodman  
Christy Huddle  
Dolores Kinney  
Carole Martin  
Martha Nebb  
Emily Otto  
Harold Phipps  
Helen Royce

## County Council Staff

Marlene Michaelson

# Master Plan Highlights

**T**his Plan Highlights section is a summary of the key recommendations addressed in the Bethesda-Chevy Chase Master Plan and provides an opportunity for the reader to preview, in a few pages, the complete document. Throughout the body of the text, Master Plan recommendations and major points are emphasized in bold text.

## **Purpose and Content**

**The purpose of this Master Plan is to establish the policy framework that will guide the future direction of Bethesda-Chevy Chase for the next 20 years.** Almost as many years have passed since the last Master Plan for the area was approved and adopted, and much change has occurred both in B-CC and in the County. These changes have been carefully considered in the recommendations of this Plan. At the same time, it is equally important to attempt to anticipate future change so that the best recommendations can be made to prepare the Planning Area for the year 2010.

The Bethesda-Chevy Chase area has many desirable characteristics which are critical to the continued stability of the area and which make B-CC one of the strongest communities in the County. These include well established residential neighborhoods, a combination of open space and wooded areas, employment and shopping opportunities, and a high level of transportation service. **A major goal of this Master Plan is to perpetuate and enhance the high quality of life to which citizens of Bethesda-Chevy Chase are accustomed.**

The boundaries of this Plan include all of the Planning Area outside of the three Sector Plan areas of the Bethesda Business District, Friendship Heights, and Westbard. Since each of these has been reviewed more recently than the remainder of Bethesda-Chevy Chase, it was important to focus on the balance of the area to establish the Master Plan framework. There are integral links among each of the Sector Plan areas and with the larger Planning Area which have been taken into consideration in preparing this document. Since the three areas were not studied in depth, this Plan assumes that the policies and recommendations contained in the Sector Plans are valid.

This is a comprehensive Master Plan, in the tradition of master plans approved by the County Council since adoption of the *General Plan*. As a comprehensive plan, it addresses the interrelated issues of the various elements affecting our communities: natural resources and environmental values, demographic changes, community needs, employment and housing development policies, public facility needs, transportation, and land use.

**The key land use policy of the Plan is a reconfirmation of the existing residential character and zoning of the Planning Area.** The Master Plan recommends relatively modest changes and a moderate level of development, which are intended to assure the continuation of these strong communities. The Plan also emphasizes increased transit use as the primary way to serve increased commuter traffic. The comprehensive nature of the Plan is completed by inclusion of an



Implementation Plan setting out the zoning, legislation, capital and operating programs, and supplementary actions needed to achieve the objectives of the Plan.

**The Bethesda-Chevy Chase Master Plan is designed to achieve the following goals:**

1. Perpetuate and enhance the high quality of life which exists in the Bethesda-Chevy Chase Planning Area.
2. Achieve a level of future employment development that is in balance with a high quality of life and the transportation capacity of the Planning Area.
3. Provide for a balanced housing supply so that persons of varying income levels, age, backgrounds, and household characteristics may find suitable housing appropriate to their needs.
4. Protect the high quality residential communities throughout the Planning Area as well as the services and environmental qualities that enhance the area.
5. Achieve a significant shift of new travel from auto to transit and other mobility alternatives.
6. Protect the natural resources and environmental qualities of the Planning Area.
7. Contribute to a strong sense of community and help reinforce community cohesion.

Extensive background material is available in other documents prepared by the Planning Department. The Appendix to the Master Plan contains background material and key parcel maps. The major support material is contained in two documents released in February 1988. The *Trends and Conditions Report* is primarily a background document. The *Issues Report* contains an extensive discussion of land use and other issues in the Planning Area.

## ***Development Levels***

**The Master Plan endorses a moderate level of development for Bethesda-Chevy Chase.** A moderate level of develop-

ment is in balance with the overall transportation capacity of the Planning Area. A high level of new development was considered and rejected due to potential for excessive traffic congestion. A low level of new development was considered and rejected due to excessive restriction on the expectations of property owners. The remaining Master Plan recommendations assume the moderate level of future development.

The recommended level of development achieves most of the expectations of property owners and can be reasonably accommodated within the transportation capacity of the Planning Area. Development expectations are based in great part on existing zoning for the private sector and availability of land for the public sector. Transportation facilities are assumed to be limited to moderate improvements to the existing highway system, coupled with strong efforts to increase use of public transit and other mobility alternatives. More extensive highway improvements would be excessively disruptive to local communities.

**The proposed level of development can be implemented through the following recommendations:**

1. Maintain the relative level of households compared to jobs to reduce the pressures on commuting into the area.
2. Share new employment development between the Sector Plans and the Federal employment centers.
3. Locate new employment and residential development in existing centers, near Metro stations.
4. Continue to recognize the importance of biomedical and medically-oriented development in the area, but place less emphasis on large-scale office projects.
5. Support existing businesses, including those that meet community retail and service needs.
6. Support increased housing density and types in Sector Plan areas and where compatible with nearby properties.

# Land Use and Zoning

## Areawide Recommendations

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**The major goal of the Master Plan is to protect the high quality of life, the residential character, and the natural environment throughout the area.** A related objective is to reconfirm the zoning for the extensive single-family detached residential areas. These goals and objectives can be achieved, in part, by balancing the level of new development with existing and potential transportation capacity. It has been necessary to review all of the land uses and zoning designations throughout the Planning Area.

This Plan recognizes that land use and community change can be affected by areawide concerns. **Thus the Plan makes the following recommendations which apply to the Planning Area at-large:**

1. Reconfirm the existing single-family land use and zoning (R-60, R-90, and R-200) as appropriate for the major portion of the Bethesda-Chevy Chase Planning Area. Recommend single-family attached (townhouse) use on some larger sites in the Planning Area.
2. Endorse the maintenance and enhancement of residential communities through a program of Green Corridors along major highways.
3. Provide guidelines for locating special exceptions that discourage concentrations of office-related special exceptions but support those related to child, elder, and health services, and other community-serving needs.
4. Encourage the continuation of the current country club uses. For country clubs, as well as private schools and institutional uses, endorse housing as the primary future alternative use if these parcels are ever redeveloped.
5. Preserve and protect sensitive environmental areas.

## Community Recommendations

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Several portions of the Planning Area received detailed and focused consideration because of the need to resolve the many complex issues in these areas. The major recommendations of these areas are highlighted below.

**In Chevy Chase Lake, the Plan seeks to maintain a moderate scale, community-oriented, mixed use development. Major recommendations include:**

1. Recommend residential land uses which protect wooded properties through cluster development, attempt to achieve housing objectives by use of transferable development rights, and establish an open space and pathway system.
2. Enhance the existing community retail center by encouraging amenities such as a public use spaces. Amenities are identified in a statement of design guidelines.

It is important to note that these recommendations are independent of any possible use of transit on the Georgetown Branch.

**Along Old Georgetown Road and in the adjacent communities, the Plan seeks to retain the residential character and discourage certain types of special exception approvals. Major recommendations include:**

1. Discourage approval of additional special exceptions except those that are community-serving, which includes child day care, elderly care and housing, group homes, accessory apartments, home occupations, and hospice care. This recommendation is due to the cumulative effect of existing extensive special exception activity within that area.
2. Apply design and landscaping guidelines in review of special exception petitions to maintain and encourage a quality appearance and residential character along the corridor.

**In the Palisades, the Plan endorses protection of the environment, character, and cultural resources of the area. Major recommendations include:**

1. Recommend downzoning a major portion of the Palisades from R-60 to R-90 to protect the environment and character of the area. This downzoning is recommended only if a text amendment to the Zoning Ordinance clarifying Non-conforming Uses is adopted.
2. Use other protection measures, such as applying the steep slope guidelines at the time of subdivision, clustering development on specific parcels, designating MacArthur Boulevard as a Maryland Scenic Route, maintaining Federal property in this area as open space, and supporting the use of Glen Echo Park as a cultural resource.
3. Enhance the Little Falls Mall by seeking amenities such as a public use space. Amenities are identified in the design guidelines for future expansion. Confirm C-1 zoning on a number of sites to continue community-serving retail and service uses.

### ***Sector Plan and Federal Facility Recommendations***

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**This Plan reaffirms the policies and roles of the Sector Plan areas.** Each Sector Plan seeks to concentrate commercial and high density residential development in limited areas, to limit development to traffic capacity constraints, and to protect adjacent residential areas. The Master Plan does not change the land use or transportation recommendations within the Sector Plan boundaries. However, the Master Plan reviews the zoning adjacent to each Sector Plan Area and determines the appropriate land use and zoning for those areas. In almost all cases, the existing single-family zoning and other existing zoning is reconfirmed.

**The Plan establishes a development framework for Federal employment centers and seeks their cooperation with those policies that limit the growth of traffic. Recommendations include:**

1. Recognize the importance of biomedical and medically-oriented employment in Bethesda-Chevy Chase.

2. Consider future expansion of jobs or parking only if effective ridesharing and transit incentive programs are provided.
3. Provide stronger coordination with Federal facilities, as part of the mandatory referral process.
4. Provide careful design review of construction projects to assess the visual impact on adjacent neighborhoods.

## ***Transportation***

**The Transportation Plan assumes that increasing use of transit services and somewhat limiting the construction of new highways are ways to maintain the quality of life in the Planning Area.** Peak hour traffic volumes may increase at a slower rate than daily highway volumes. Growth in daily volumes is due both to regional growth in through traffic and local traffic growth associated with the moderate level of development endorsed by this Plan. In a developed area, such as Bethesda-Chevy Chase, traffic growth cannot be easily served by highway expansion without causing serious impacts on adjacent residential properties.

**Additional transportation service in B-CC should be based primarily on an expanded and vigorous program of transit and other mobility services.** Use of such services is necessary because of the difficulty of expanding the capacity of many B-CC highways and due to the need to accommodate increases in both through traffic and a moderate level of development in B-CC. **To improve transit and mobility services, this Plan recommends:**

1. Increase the level of feeder bus services, particularly in the eastern half of B-CC.
2. Provide park-and-ride lots for about 750 vehicles near the periphery of the Planning Area.
3. Provide comprehensive rideshare programs, serving both employment and residential centers.
4. Require new development to participate in traffic reduction programs.

5. Endorse completing an expanded system of pedestrian paths and bikeways to link residential areas with public facilities, commercial areas, and transit services.

**The Master Plan amends the existing classification of highways in B-CC.** The arterial classification is assigned to parts of Bradley Boulevard and Goldsboro Road, as well as all of MacArthur Boulevard.

**The recommendation of this Plan is that a moderate level of highway improvements be endorsed for implementation during the life of the Plan.** Such a program may allow for continued highway congestion in some locations, but such congestion may also lead to higher use of transit and other mobility services. **Moderate highway system recommendations include:**

1. Complete programmed highway improvements.
2. Endorse projects needed to ensure the safety of highway users and pedestrians.
3. Endorse redesign of intersections operating at high levels of congestion.
4. Require new development to participate in construction of improvements needed to reduce congestion levels on local area highways and intersections.
5. Endorse reduction of through traffic on secondary residential streets and, where possible, on primary streets.

The recommended development level should result in an acceptable average Level of Service on area highways. The standard of acceptable congestion for the Planning Area is to continue at the average Level of Service D/E standard. The analysis indicates the following patterns of localized congestion:

1. The eastern and northern parts of the Planning Area may be more congested than the western or southern portions of the area.
2. The north-to-south radial highways may be more congested than the east-to-west highways.

## ***Environmental Resources***

**A goal of this Plan is to protect the natural resources and environmental qualities which are important to the quality of life for Bethesda-Chevy Chase.** Steeply sloped and heavily wooded areas are distinctive features of the Palisades area and portions of the Chevy Chase area. Throughout B-CC, residential areas are heavily wooded. Environmental concerns within the area include loss of mature woodlands, stream quality, and highway noise.

**Recommendations to protect the natural resources of B-CC include:**

1. Preserve wetlands, steeply-sloping areas and, where possible, extensively wooded areas.
2. Reduce flooding problems with upgrading of storm drainage and culvert sizes and provide regional stormwater management facilities.
3. Re-establish a stream quality monitoring program and continue monitoring of old sewer lines.
4. Improve stream channels that are subject to severe erosion problems.
5. Provide noise mitigation measures for residences abutting I-495 and new residential projects along major highways.
6. Locate higher-density development near transit stations and use ridesharing programs to aid in lowering automobile-related air pollutants.
7. Design any new sewer or water lines to fully protect parkland areas.

## ***Community Facilities and Needs***

**The Master Plan supports measures to help create a sense of community and to reinforce community cohesion.** The Commission on the Future (1988) defined a sense of commu-

nity as “a feeling of belonging to a local area and having an interest and a stake in what happens there.”

This Master Plan addresses a broad range of ways that residents and businesses view their community. The high quality of life in Bethesda-Chevy Chase derives from fine residential areas, employment and shopping opportunities, a high level of transportation service, and a combination of woodlands and open spaces throughout the area. A sense of community also occurs at a more local level, with much of the area being organized into special taxing districts, municipalities, or very active community associations. This section specifically addresses people needs, public facilities, and retail needs.

**This section addresses changing public facility needs of the B-CC area, as summarized in the following recommendations:**

1. Use closed schools as flexible resources to meet a variety of community needs. Also, after hours, open schools are used for recreation, civic, and educational purposes.
2. Allow communities to adopt local green spaces where they are willing to maintain such properties.

The way we meet the special needs of the elderly and for child day care also relates to our sense of a community that

cares about its residents. **Recommendations for meeting elderly and child care needs include:**

1. Support additional daytime senior centers and home improvement assistance to the elderly.
2. Support provision of both residential and employment based child care services.

**The Plan supports provision of community and neighborhood retail services and encourages the renovation of community-scale shopping areas to include public use spaces, better pedestrian access, and improved design guidelines.**

## ***Historic Resources***

Numerous historic resources exist in Bethesda-Chevy Chase, including several which are on the National Register of Historic Places. There are 12 sites currently on the County's *Master Plan for Historic Preservation*, 19 additional sites designated as part of the planning effort, and 9 removed from the *Locational Atlas*. Additional resources may be recommended for evaluation for potential historic designation in the future.

# Master Plan Framework

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**The purpose of this Master Plan is to establish the policy framework that will guide the future direction of Bethesda-Chevy Chase for the next twenty years.**

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# 1.1 Master Plan History

## 1.11 Existing Plans

The County General Plan has been in effect in Montgomery County since 1964. Called "On Wedges and Corridors," A General Plan for the Maryland-Washington Regional District, it was first adopted by the Montgomery County Planning Board in 1964. (See Figure 1.) In 1970, it was updated and adopted in revised form by the Montgomery County Council. Since that time it has been amended numerous times by the County through the adoption of various local area master and sector plans. It has also been amended by functional plans such as the *Master Plan of Highways*, the *Ten-Year Water Supply and Sewerage Systems and Solid Waste Management Plans*, the *Park, Recreation, and Open Space Plan*, the *Master Plan of Bikeways*, and various watershed preservation plans. Bethesda-Chevy Chase is a mature suburban community which continues to be one of the growth centers for Montgomery County. (See Figure 2.)

The *Bethesda-Chevy Chase Master Plan* has been an effective guide for the development of the Planning Area since its adoption in 1970. **The major accomplishments of the Master Plan include:**

1. recognizing and maintaining the predominant low to moderate density single-family character of the Planning Area,
2. containing medium to high density business and residential areas within clear boundaries at selected locations,
3. planning for an areawide street and highway network to serve a variety of community mobility needs, and
4. recognizing the special environmental qualities of the Planning Area.

Despite these successes, it is important to recognize that much of the growth and change in the last 18 years require adjustments in how the Bethesda-Chevy Chase area should be

viewed for the next 20 years. Changes in land use and travel patterns will continue to significantly affect the quality of life for residents and businesses in the Bethesda-Chevy Chase area. The 1970 Master Plan did not anticipate dramatic changes such as a lower population, reduced need for schools, and growing needs of an aging population.

Since 1970 there have been some 22 amendments to the *Bethesda-Chevy Chase Master Plan*. Three of these amendments have involved adoption of sector plans for the business areas of Friendship Heights (1974), Bethesda (1976), and Westbard (1982). There have been numerous additional amendments to the *Bethesda Central Business District Sector Plan*. The 1990 Master Plan addresses the Bethesda-Chevy Chase Planning Area outside the boundaries of the three Sector Plan areas. Other amendments have addressed specific needs at various locations throughout the Bethesda-Chevy Chase Planning Area.

## 1.12 Amendment Process

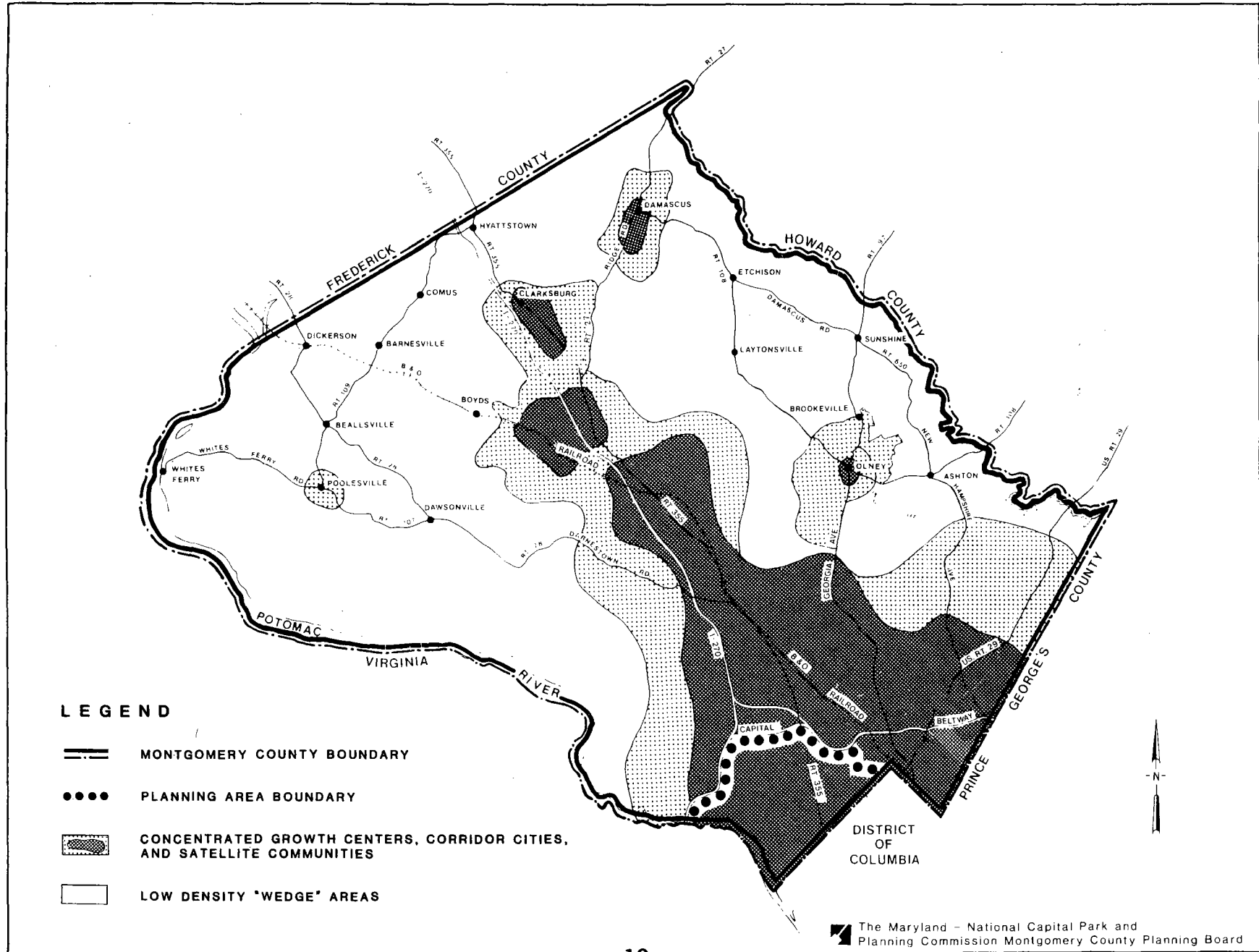
In February 1988, the Planning Department staff issued two reports. The *Trends and Conditions Report* describes current conditions and continuing trends affecting the Bethesda-Chevy Chase area. The *Issues Report* identifies problems and issues that should be addressed by the Master Plan Update. These reports were based on an extensive process of public involvement with the Master Plan. This process included public contact in community areas having major issues and many meetings with a community issues committee. Planning Department staff also scheduled locations and times at access centers where a staff member was available to respond to questions and to exchange information.

Three major issues were discussed in the *Issues Report* (February 1988):

1. making land use decisions related to vacant land, special exceptions, and large land uses;

# GENERAL PLAN

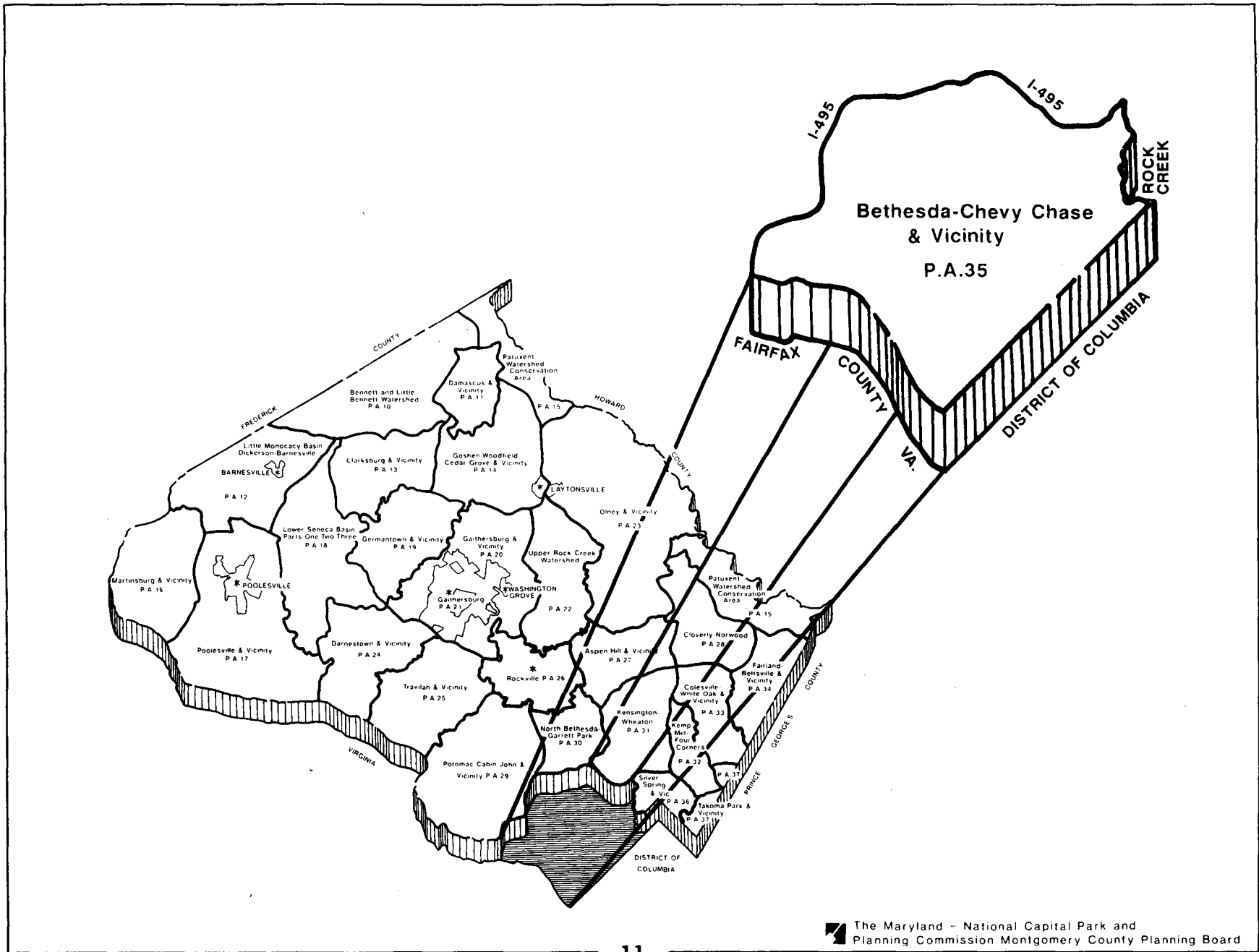
Figure  
**1**





# PLANNING AREA MAP

Figure  
**2**



2. achieving a better mixture of development within Bethesda-Chevy Chase; and
3. relating increased traffic volumes to possible expansion of transit and highways.

Public involvement continued during the preparation and review of major alternatives. Activities included a public forum on major topics, meetings with various communities, the community issues committee, topic groups, and access centers. As a result of these meetings, there was a better understanding by both staff and the public of the issues raised during the many public discussions.

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**This new Master Plan provides a comprehensive land use analysis which guides special exception requests, zoning cases, and subdivision plans.**

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After completion of the intensive public review of alternatives, the Planning Board approved a Final Draft Master Plan. After County Executive and Council review, this Master Plan was approved and adopted. This new Master Plan provides a comprehensive land use analysis which guides special exception requests, zoning cases, and subdivision plans. Recommendations concerning the land use and zoning of numerous parcels are also made in this Plan. The Plan also addresses development levels and transportation needs. In preparing the Plan, the many views expressed by the public during the previous steps were considered.

**Two 1,000-foot scale fold-out maps accompany this Plan. They are:**

1. Zoning and Highway Plan, including Parcel Locations.
2. Recommended Land Use Plan.

### **1.13 Relation to Other Master and Sector Plans**

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This Master Plan addresses the Bethesda-Chevy Chase Planning Area. (See Figure 3.) Within the Planning Area there are three Sector Plan areas that are excluded from this Master Plan. These areas are:

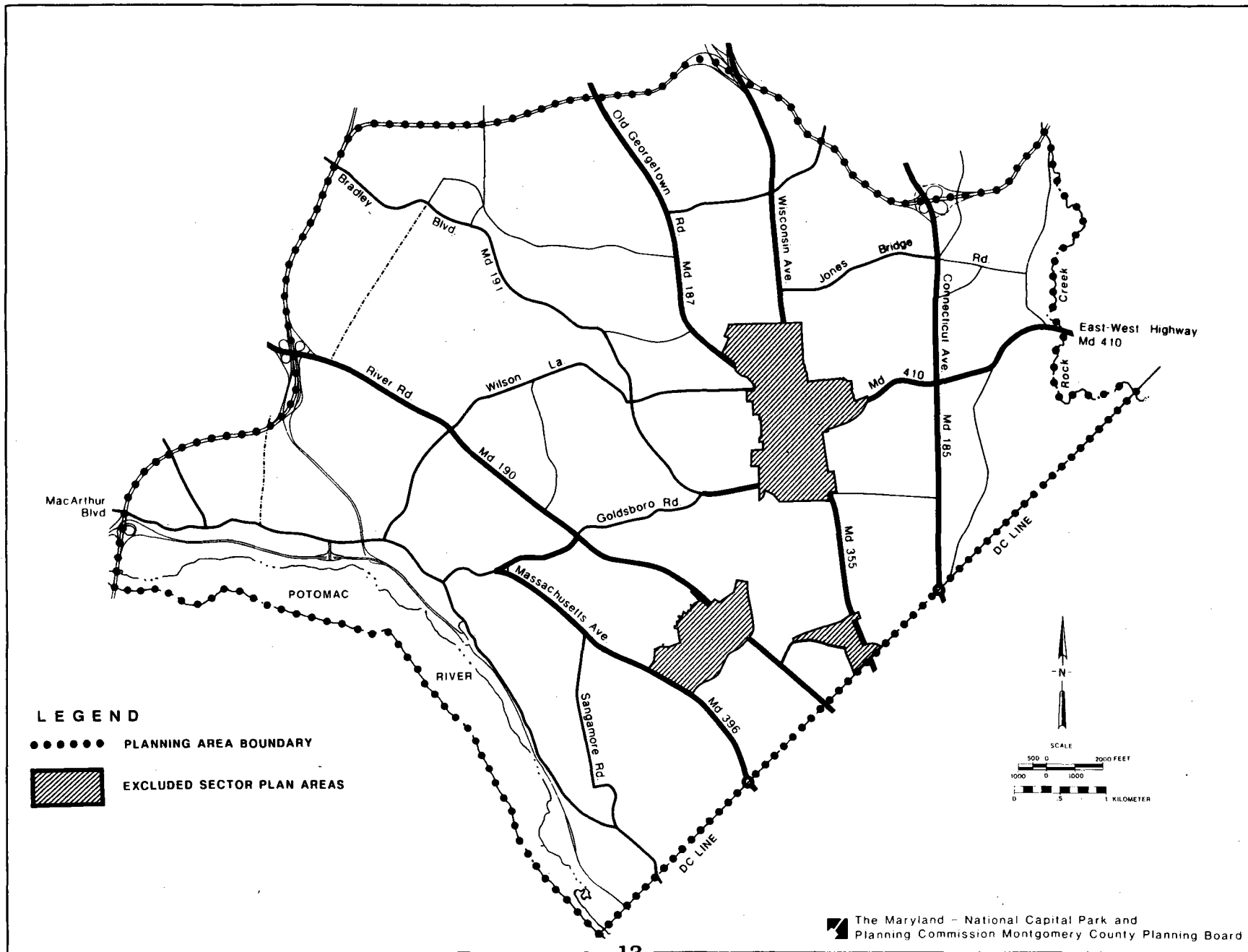
1. the areas within Sectional Map Amendment and the Sector Plan study area boundaries for the Bethesda Central Business District,
2. the Central Business District zoned area, as addressed in the *Sector Plan for the Central Business District of Friendship Heights*, and
3. the area within Sectional Map Amendment and the Sector Plan study area boundaries for the Westbard Sector Plan Area.

This Master Plan does not address specific land use, zoning, and transportation recommendations within these areas. The roles and policies of these areas are endorsed in this Plan, but are subject to change in subsequent Sector Plan revisions. The Master Plan does recommend development level policies and provides areawide transportation system recommendations. These policies and recommendations should be considered in preparation of any revisions to the three Sector Plans within Bethesda-Chevy Chase.

The Maryland-National Capital Park and Planning Commission approved and adopted the *Georgetown Branch Master Plan Amendment* in January 1990. The Amendment designates the Georgetown Branch right-of-way as suitable for trail and trolley use between the Silver Spring and Bethesda CBDs. The *Georgetown Branch Master Plan* amends both the *Master Plan for Bethesda-Chevy Chase* and the *Sector Plan for the Bethesda Central Business District*. This Bethesda-Chevy Chase Master Plan discusses the issues related to the potential trail and trolley use of the Georgetown Branch, but does not make specific recommendations. This Master Plan does address the potential

# MASTER PLAN BOUNDARY

Figure  
**3**



recreational use of the Georgetown Branch from the Bethesda CBD to the District of Columbia line.

This Master Plan discusses a number of historic resources that have been considered for designation on the *Master Plan for Historic Preservation*. These resources are all listed in Chapter 7 of this Master Plan. The sites and districts were evaluated as part of a separate but simultaneous amendment to the *Master Plan for Historic Preservation*. Nineteen sites were found to merit historic designation while 9 resources were removed from the *Locational Atlas*.

## **1.2 Summary of Trends and Land Use**

Current trends in modern society will have a dramatic effect on how we live in our communities in the next 20 years. This Plan attempts to understand and address some of these trends for all of the Bethesda-Chevy Chase area, including the Sector Plan areas. Following is a summary of the trends which are discussed in the *Trends and Conditions Report*, February 1988. The three Sector Plan Areas (Bethesda CBD, Friendship Heights, and Westbard) are included in the data presented below.

### **1.21 People/Society**

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#### **Population Trends**

The Planning Area experienced major population losses in the 1970's and moderate population gains during the first part of the 1980's. The number of people residing in the community is expected to remain stable in the future. Bethesda-Chevy Chase is one of the more densely populated Planning Areas in the County, but among the least dense of the down-County Planning Areas.

Bethesda-Chevy Chase households are less likely to have children than County or United States households. Therefore, Bethesda-Chevy Chase has a smaller proportional share of pre-

schoolers than the County or the United States. The number of school-age children is expected to rise as the children of the baby boom generation mature.

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### **Only moderate household growth is expected in Bethesda-Chevy Chase.**

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The most stable age groups will be the young (ages 0-14), the adult age group of 35-44, and the very old (75 and over). Other age groups which will experience some decline include various adult groups (ages 15-31 and 45-74). Between 1990 and 2010 the distribution of major age groups will remain about the same. The distribution in 2010 is estimated to be for ages 0-19, about 19 percent, for ages 20-64, about 62 percent, and for ages 65 and over, about 18 percent. (See Figure 4.)

#### **Household Trends**

The Bethesda-Chevy Chase population has a large proportion of small households. Average household size declined rapidly in the 1970's and is forecasted to continue declining in the future. Only moderate household growth is expected in Bethesda-Chevy Chase.

#### **Racial Characteristics**

Bethesda-Chevy Chase is more racially homogeneous than the County. Asians represent a greater proportion of Bethesda-Chevy Chase's non-white population than blacks.

### **1.22 Jobs/Economy**

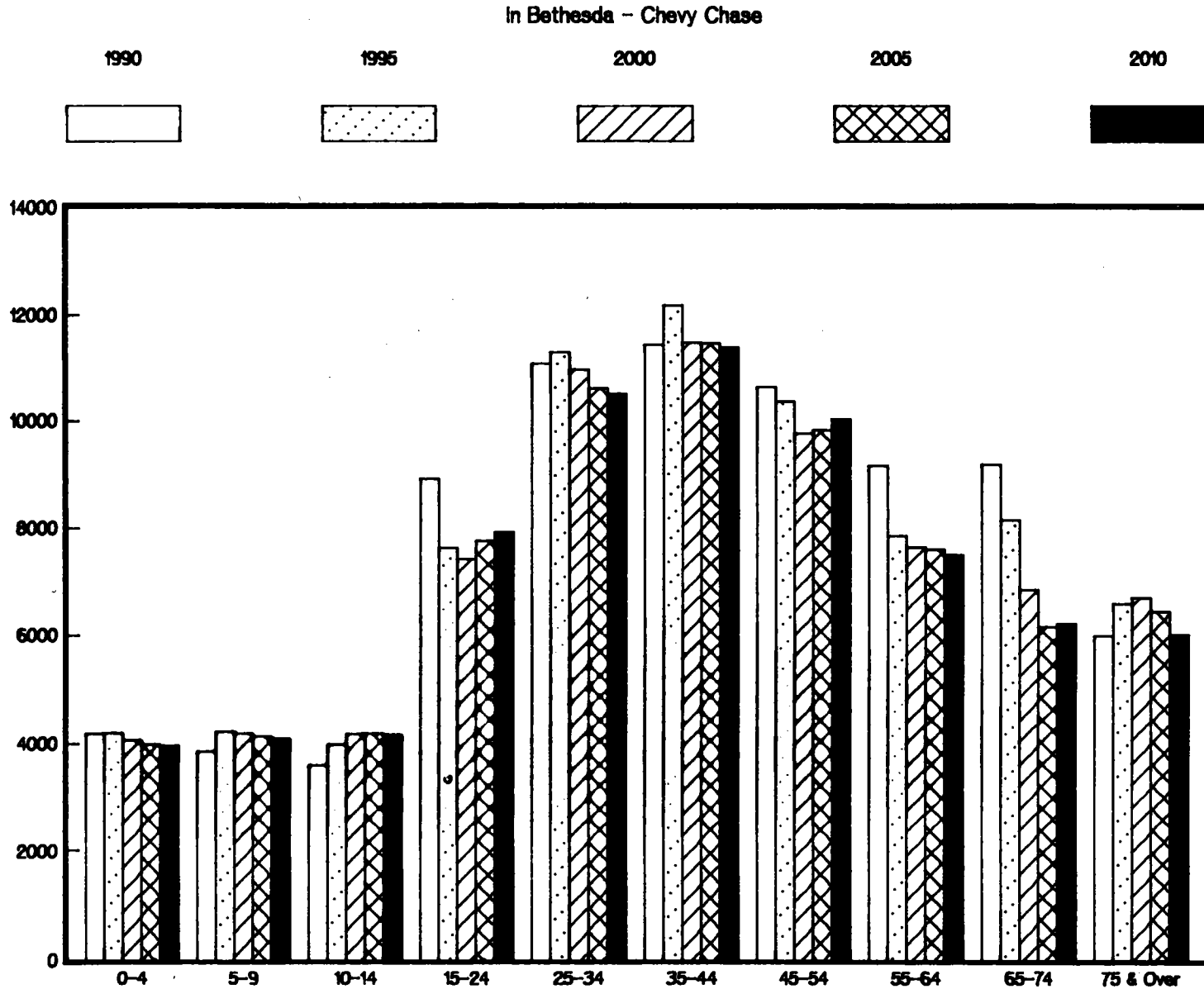
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#### **Income**

Bethesda-Chevy Chase residents enjoy a high income level which is rising more rapidly than County and United States household income levels. While a large proportion of Bethesda-Chevy Chase households enjoy high income levels, 7 percent have incomes under \$15,000.

# PROJECTED POPULATION BY AGE GROUPS

Figure  
**4**



## **Employment**

Bethesda-Chevy Chase is an established but growing employment center. In 1980, the Bethesda CBD was the largest single area of employment in the Planning Area, followed closely by the National Institutes of Health (NIH) and the Naval Hospital.

The number of jobs (77,200 in 1988) in Bethesda-Chevy Chase exceeds the number of households (34,050 in 1988). Based on development approved to date, the proportion of jobs to households will rise in the future, thereby increasing commuting into the area. Office employment dominates job opportunities in Bethesda-Chevy Chase. The percent of females employed is lower in Bethesda-Chevy Chase than in the County, with young mothers being more likely to work part time.

## **New Construction**

The Montgomery County Planning Board has approved, as of 1988, future development of space which could potentially accommodate another 8,800 jobs in the Bethesda-Chevy Chase Planning Area, with almost all new jobs to be located in office buildings in the Bethesda CBD. Bethesda-Chevy Chase has been above average in nonresidential completions in the past several years.

## **1.23 Housing**

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### **Age and Type**

While single-family detached housing dominates Bethesda-

Chevy Chase, there is a limited choice of townhouse or garden apartment housing. Bethesda-Chevy Chase's housing stock is older than the County's and has increased minimally since 1980.

## **Ownership and Value**

The majority of Bethesda-Chevy Chase households own their homes. Median housing values in Bethesda-Chevy Chase are much higher than County and national values and are rising more rapidly.

## **1.24 Land Use**

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The Bethesda-Chevy Chase area can be characterized as a mature suburban community comprised of predominantly single-family residential areas with a limited number of clearly defined, high-density employment and neighborhood retail areas. There is a major Federal presence, both in health and defense employment, as well as Federal park areas. Numerous other large land users include country clubs, private schools, and institutional uses. These large land users, combined with the stream valley park system and low-density wooded hillsides, create a strong sense of openness that adds to the special character of the community. Major highways and arterials serve the area and are relatively free of commercial development. A rail line, the Georgetown Branch, traverses the area. The area has numerous historic sites and a good variety of public facilities. In general, this land use fabric is viewed as contributing to a very high quality living environment.

2.0

# Visions and Concepts

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**A primary goal of this Plan is to perpetuate  
and enhance the high quality of life  
in the Planning  
Area.**

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## **2.1 Goals and Objectives**

**T**his section summarizes in broad terms the goals and objectives of this Master Plan. A goal is the end result, as related to the development and future character of the Bethesda-Chevy Chase Planning Area. An objective is that which must be achieved in support of the higher goal.

### **2.11 General Goals and Objectives**

1. Perpetuate and enhance the high quality of life which exists in the Bethesda-Chevy Chase Planning Area.
  - a. Adopt a revised comprehensive Master Plan that addresses the interrelated issues of the various elements affecting Bethesda-Chevy Chase.
  - b. Include in the Master Plan land use and zoning recommendations that will provide a basis for adopting a sectional map amendment for the Planning Area.
2. Achieve a level of future employment development that is in balance with a high quality of life and the transportation capacity of the Planning Area.
  - a. Allow a moderate level of new employment development, which is in balance with the proposed moderate level of transportation improvements.
  - b. Endorse the sharing of new employment development, primarily between the Sector Plan areas and the Federal employment centers.
  - c. Endorse general policy guidelines concerning the location, type, and density of new employment development to be considered in future planning for the Sector Plan areas and Federal employment centers.
3. Provide for a balanced housing supply so that persons of varying income levels, age, backgrounds, and household characteristics may find suitable housing appropriate to their needs.
  - a. Endorse a moderate level of new housing development

and identify possible ways to achieve a greater housing supply.

- b. Recommend locations where a variety of housing types can be provided, particularly single-family attached.
- c. Retain and expand the supply of affordable housing.
- d. Endorse efforts to meet the housing needs of the elderly.

### **2.12 Land Use and Zoning Goals and Objectives**

4. Protect the high quality residential communities throughout the Planning Area, as well as the services and environmental qualities that enhance the area.
  - a. Reconfirm the zoning for the extensive single-family detached residential areas.
  - b. Maintain and enhance residential communities along major highways and arterials.
  - c. Maintain moderate scale, community-oriented, mixed use development at various locations.
  - d. Protect the environment, character, and cultural resources throughout the Planning Area.

### **2.13 Transportation Goals and Objectives**

5. Achieve a significant shift of new travel from auto use to transit and other mobility alternatives.
  - a. Provide an expanded and vigorous program of expanded transit and other mobility services and facilities.
  - b. Provide only moderate highway improvements, such as redesign of some intersections rather than addition of lanes to roads.
  - c. Provide improved access and safety for pedestrians and bicyclists.



## **2.14 Environmental Resources Goals and Objectives**

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6. Protect the natural resources and environmental qualities of the Planning Area.
  - a. Identify conservation areas having natural features that should be preserved, protected, or enhanced.
  - b. Protect and enhance the environmental, scenic, and cultural qualities of the Palisades/MacArthur Boulevard area.
  - c. Endorse corrective measures to reduce flooding impacts and to improve stream quality.
  - d. Design new projects to limit impacts of roadway traffic noise.
  - e. Design any new sewer or water lines to protect natural features in parklands.

## **2.15 Public Facility and Community Goals and Objectives**

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7. Contribute to a strong sense of community and help reinforce community cohesion.
  - a. Support continuance of fine residential areas, employment and shopping opportunities, and a high level of transportation service throughout the area.
  - b. Use public schools and other public facilities as flexible resources to meet a range of community needs.
  - c. Preserve and protect the extensive open space resources in the Planning Area, including public parklands.
  - d. Provide services to meet the special needs of the elderly and for child day care.
  - e. Encourage renovation of community-scale shopping areas to retain community serving retail and to achieve an enhanced pedestrian and public space environment.
  - f. Protect the historic resources in the Planning Area.

## **2.2 Development Levels and Location Policies**

This section provides a comprehensive policy framework for balancing the expectations that competing locations in the Planning Area will achieve new development. The Master Plan does not specifically limit development in each location, rather the Plan provides general guidance for future planning decisions.

Development expectations are based in great part on existing zoning for the private sector and availability of land for the public sector. Expectations are likely to be higher due to the above average growth rates of the 1980s. Transportation facilities are assumed to be limited to moderate improvements to the existing highway system, coupled with strong efforts to increase use of public transit and other mobility alternatives. (See discussion in Chapter 4.) More extensive highway improvements could be excessively disruptive to local communities.

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**The current proportion of jobs to households  
in all of Bethesda-Chevy Chase  
(at a 2.2 ratio) is among  
the highest in the  
County.**

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The levels of both job and housing development in the Planning Area also affect the use of available transportation capacity. The current proportion of jobs to households in all of Bethesda-Chevy Chase (at a 2.2 ratio) is among the highest in the County. Because there are many more jobs in the B-CC area than resident workers, this proportion of jobs to housing results in more commuters coming into B-CC than leaving the area. An increase in housing relative to jobs may therefore result in somewhat less in-commuting.

Most new development for either jobs or housing must be located in the major centers of the Master Plan area. The three Sector Plan areas of the Bethesda CBD, Friendship Heights CBD, and Westbard provide locations for mixed-use, high density development that have not been developed to their full potential. Three Federal employment centers include the National Institutes of Health, the Naval Medical Command, and the Defense Mapping Agency. A moderate level of development assumes that development will be shared primarily between the Sector Plan areas and the Federal employment centers. The objectives and broad policies for the development of these areas are discussed in this section.

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**A major objective of this Master Plan is to establish a broad framework for the density, location, and type of ultimate development within the Planning Area.**

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A major objective of this Master Plan is to establish a broad framework for the density, location, and type of ultimate development within the Planning Area. Each year the County Council adopts an Annual Growth Policy. This Master Plan provides guidance for that policy by establishing a long-term policy framework for making annual growth decisions.

**The Master Plan recommends a moderate level of development for Bethesda-Chevy Chase.** This allows for development which achieves much of the expectations of property owners, but can be reasonably accommodated within the transportation capacity of the Planning Area. This objective assumes some of the following recommendations:

1. Maintain or possibly increase the relative level of households compared to jobs.
2. Locate new employment and residential development in existing centers near Metro stations.

3. Recognize the importance of biomedical development in this area, but place less emphasis on large-scale office projects.
4. Support existing businesses, including those that meet community retail and service needs.
5. Support increased housing densities and types, where compatible with nearby properties.

## **2.21 Development Levels Objectives**

**The Master Plan addresses the complex relationship between future development and traffic congestion in Bethesda-Chevy Chase.** This relationship was evaluated by comparing three levels of future development to an assumed set of moderate improvements to the highway system. It was found that either the low or moderate future development levels could proceed and still maintain the average level of service (LOS) standard for traffic congestion for the Bethesda-Chevy Chase area (LOS D/E). If a high level of development were to occur, then the average level of service standard would be exceeded.

The Master Plan endorses a moderate level of future development for the Bethesda-Chevy Chase Planning Area. The Master Plan also supports moderate expansion of federal facilities, but states that such expansion should remain within the constraints of B-CC transportation capacity. As a result, future job development must be shared primarily between the Sector Plan and Federal employment center areas. Some job development will also occur in other parts of the B-CC Planning Area. The sharing of future development will be determined by amendments to the Annual Growth Policy and to the Sector Plans. Actual development levels for each area will be derived from consideration of community impacts and from the regional and local transportation system capacity.

The advantages of a moderate development approach include:

1. Increased traffic volumes can be managed with moderate roadway improvements, while maintaining an acceptable level of areawide roadway congestion.
2. Moderate job growth need not interfere with the potential for strong housing growth.
3. Both employment and housing development can be directed to areas near transit stations.
4. Residential areas near business districts can be better protected from commercial encroachment.

The levels of jobs and housing included in this Master Plan are estimates of a likely level of moderate employment and housing development. These estimates were used to determine that the proposed Transportation Plan would be able to support the moderate level of development, but not the high level of development.

**The recommended level of development for jobs could result in about 18,800 more jobs within the Planning Area by the year 2010, including about 8,800 jobs already approved.\*** This is a preliminary estimate of the total job potential which will be considered more carefully and potentially revised during consideration of the Friendship Heights and Bethesda CBD Sector Plans. In 1988, 77,200 jobs existed in all of the Bethesda-Chevy Chase area. This level of jobs (about 96,000) can be accommodated within both the fiscal 1990 Annual Growth Policy ceiling and the existing zoned General Plan holding capacity of the adopted Master and Sector Plans. To support some 96,000 jobs the County must:

1. Provide both a significant expansion of transit and mobility services to Bethesda-Chevy Chase employment centers and moderate improvements to the highway system, especially in the more congested eastern part of the Planning Area. (See Transportation Plan, Chapter 4.)
2. Stage the approval of new development to the availability of transportation capacity through the Annual Growth Policy.
3. Locate new employment within existing employment centers and in areas with good transit service.

**The recommended level of development for housing could result in about 4,100 more units within the Planning Area by the year 2010, including about 2,675 units already approved.\*** In 1988, about 34,050 units existed in all of the Bethesda-Chevy Chase Planning Area. This moderate level of housing (about 38,150 units) is well below the fiscal 1990 Annual Growth Policy limits and is the same as the estimated zoned holding capacity of the adopted Master and Sector Plans. While this Plan assumes a moderate level of housing, policies are endorsed by this Plan which could lead to a larger increase in housing, particularly in Sector Plan areas. To support some 38,000 housing units the County must:

1. Establish additional priorities and incentives for housing in the Bethesda Business District and in other areas zoned for high density housing.
2. Support some density increases on large parcels where compatibility can be established and endorse those sites as Transferable Development Rights (TDR) receiving areas.

To increase the housing supply above the recommended levels would require: a large number of housing units at the National Institutes of Health and at the Naval Medical Command, designation of country clubs as potential TDR receiving areas, designation of more sites in low-density residential areas for increased density using cluster development, and possibly, selective density increases on small infill properties. The Master Plan identifies some sites where increased housing could be allowed, but does not generally anticipate a large amount of new housing outside the Sector Plan areas.

This Plan does not endorse the low or high levels of development. The advantages of a low alternative include: lower traffic growth, easier to achieve housing development, and maintenance of existing employment centers.

Disadvantages of a low level of development include:

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\* From Final Draft, FY 90 Annual Growth Policy, December 1988. (Pipeline data as of September 29, 1988.)

1. less flexibility for businesses and organizations to grow to maintain their market share, vitality, employment, and contribution to County revenues;
2. property owners may not be allowed to build to the density allowed in current Master Plans and under their current zoning, which they assume they should be able to do; and
3. only a small amount of additional development will occur near transit stations.

The advantages of a high level of development include: potentially large amounts of development near transit stations, vitality of a growing local economy, and achievement of a higher development potential. Disadvantages include:

1. Higher levels of traffic congestion are probable, due to much greater emphasis on jobs over housing.
2. High potential for approving extensive commercial development makes investment in new housing much less competitive.
3. Probable high expenditures for highways and transit may exceed revenues from new taxes.

## **2.22 Employment Development Objectives**

The Master Plan recognizes the contribution of the Bethesda-Chevy Chase area to the positive economic image of Montgomery County. To maintain this image, **the Master Plan supports the following employment development objectives:**

1. Support the continuation of existing businesses within the Planning Area, including those that meet community retail and service needs.
2. Recognize the importance of employment in the biomedical, medically-related, and high technology areas.

The Master Plan does not assign a specific development level allocation to each employment center in B-CC. Such an allocation should be done as part of subsequent Sector Plan amend-

ments and through the Annual Growth Policy. The amount of available traffic capacity will be determined as part of those studies.

Figure 5 illustrates the Development Location Policies which are explained below. The figure shows that there is only a limited potential for new job and housing development in the western portion of Bethesda-Chevy Chase. Moderate levels of job and housing development may occur in the eastern portion of the Planning Area. The level of job development endorsed by this Master Plan must be shared among the major employment centers of Bethesda CBD, National Institutes of Health, Friendship Heights, and Naval Medical Command. The potential for increasing the supply of housing is greatest in the Bethesda CBD.

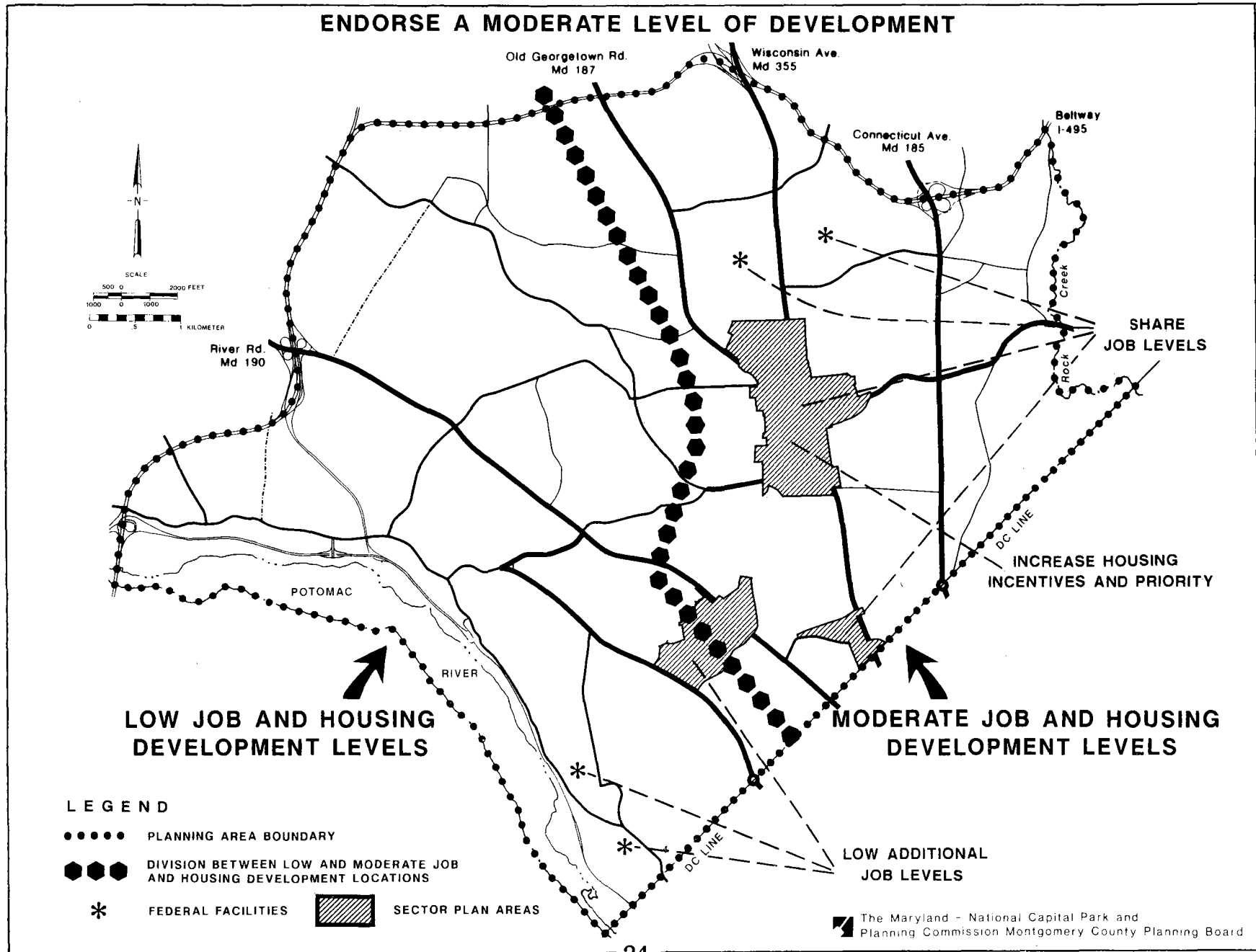
**The Master Plan recommends that the following general policies concerning the location, type, and density of new development be considered in planning for the following areas.** These policies do not impose specific capacity limits on each area. Rather, they provide general guidance for future planning decisions.

### **Bethesda Business District**

1. The Business District should remain the largest center of job capacity in B-CC.
2. The Business District should share any future traffic capacity for new development with National Institutes of Health (NIH) and Naval Medical Command.
3. During preparation of the next Sector Plan, evaluate:
  - a. assigning priority to standard method development projects that support existing and small businesses, and would provide for retail and services in the B-CC area;
  - b. reducing emphasis on approval of large-scale optional method office projects; any new approvals are to be guided by a subsequent amendment to the Sector Plan; and
  - c. whether the existing zoned density can be achieved.

# DEVELOPMENT LOCATION POLICIES

Figure  
**5**



## **National Institutes of Health and the Navy Medical Command**

1. Support some additional development to allow operational flexibility, but NIH and NMC should share future B-CC development with the Bethesda Business District. The largest additional development is likely to occur at the National Institutes of Health.
2. Development levels must remain within the transportation system capacity constraints of the Bethesda-Chevy Chase area. More capacity could be achieved through a program of traffic reduction measures.

## **Friendship Heights Business District**

1. Proposals to possibly allow for some additional development must be evaluated through a new Sector Plan in light of the recommended level of development for the Planning Area, compatibility with and stability of nearby residential areas, area transportation constraints, transit serviceability, and new development in the District of Columbia. Any proposals for further expansion of GEICO should be reviewed in a new Sector Plan.

## **Other Employment Locations**

1. Assume that a small amount of job development will occur at Defense Mapping Agency, through existing zoning in the Westbard Sector Plan area, and, possibly, in the Little Falls Mall and Chevy Chase Lake areas.
2. Development in these areas will remain subject to zoning limits and the transportation limits of the Local Area Review.

## **2.23 Housing Development Objectives**

### **General Housing Needs**

**This Plan supports the Montgomery County housing policy and endorses opportunities that will result in meeting the policy's objectives.**

It is a goal of the County housing policy to provide for a bal-

anced housing supply so that persons of varying income levels, age, backgrounds, and household characteristics may find suitable housing appropriate to their needs. A diversity of housing needs exists in Bethesda-Chevy Chase which will require balancing the future market rate housing, more variety of housing types, a limited amount of affordable housing, and housing for elderly residents.

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**It is a goal of the County housing policy to provide for a balanced housing supply...**

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**A moderate level of housing development is endorsed by this Plan with some potential for increasing the housing supply above this level.** The recommended level of housing development will place less emphasis on employment and more on housing in B-CC, both now and in the future. This could be accomplished under existing zoning in most cases with some density increases where compatibility can be established. It must be noted that residentially zoned land in Bethesda-Chevy Chase is largely built out with relatively few options for higher density residential development. To provide for the recommended amount of additional residential development, increased emphasis will have to be placed on housing in or near the major employment centers, near Metro stations, and in other areas zoned for higher density. Additional housing density would result from residential development of large land users (see Section 3.13) and increased density on parcels designated to receive transferable development rights. (See discussion in the Appendix.) The land use recommendations for the vacant and redevelopable land in the Planning Area provide an added opportunity for housing by designating certain parcels for cluster development and by selectively increasing density on some larger properties.

**This Master Plan encourages a wider variety of housing types to meet the varied needs of the population.** Bethesda-Chevy Chase is dominated by single-family detached housing,

which results in a serious lack of housing choices to meet the needs of people in varied stages of life, lifestyles, or financial situations. There are opportunities for providing a greater housing mix without jeopardizing the single-family character of the Planning Area. The greatest potential for increasing the multi-family, high-density choice remains in the three Sector Plan areas and in areas currently so zoned. An increase in the stock of townhouses will be attained by locating this type of housing in environmentally sensitive areas, protecting trees and steep slopes on the selected parcels with sensitivity toward compatibility and environmental concerns. If a change in use for the large land users occurs, it would provide a unique opportunity for a mix of housing types which could be well buffered from adjacent single-family homes. In the review and update of the Sector Plans, ways should be sought to encourage more apartments, particularly within the Business Districts. In addition, an adequate supply of rental property in all housing types should be available.

### **Special Housing Needs**

**This Plan supports measures to provide affordable housing in the Planning Area and recommends continuing to seek ways to fill this need.** This issue was explored extensively with both the Housing Opportunities Commission (HOC) and the Department of Housing and Community Development in an effort to develop concrete ideas for providing more low-

and moderate-income housing in B-CC. It appears that little affordable housing will result from market rate projects in the area. This special need may be met, in part, through approval of subsidized housing developments, use of Moderately Priced Dwelling Units (MPDUs), use of accessory apartments, and County acquisition and maintenance of older affordable rental apartment complexes. These approaches should be continued and enhanced where possible.

**This Plan recommends that land in public ownership be considered for affordable housing.** Without public intervention, the steady increase in property values will almost certainly remove the small stock of lower priced housing which exists in the area, and with it the diversity prized by the County. There are limited opportunities for new modest-cost housing in B-CC. Parcels which are unused or whose use can be readily consolidated with other nearby parcels in governmental ownership could be declared surplus and transferred to HOC for the provision of affordable housing.

There are few places in Bethesda-Chevy Chase where large-scale elderly housing could be built, due to incompatibility with nearby single-family detached housing areas. It could be that smaller projects of 50 units or less would be compatible on a large number of sites. A small operation could be efficient if it offered meals and senior center services to the neighborhood residents.

# Land Use and Zoning Plan

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**This Plan reconfirms the single-family zoning throughout the area and balances the level of new development with transportation capacity.**

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**A major goal of the Master Plan is to protect the high quality of life, the existing residential character, and the natural environment throughout the area.** This is achieved by reconfirming the single-family zoning throughout the Planning Area and by balancing the level of new development with existing and new transportation capacity, as discussed in subsequent sections of the Plan.

This Plan recognizes that the land use outside the major employment centers is predominantly non-commercial. While single-family housing comprises 47 percent of the land area in B-CC, 32 percent of the households are in multi-family housing. Other major land users are large stream valley and Federal parklands, country clubs, and private schools, all of which contribute to a high quality, open space environment. Some commercial and higher density housing is concentrated at several locations throughout the area. The Plan endorses the following objectives.

#### **Areawide Land Use Objectives:**

1. Maintain residential character along major highways through a Green Corridors policy.
2. Discourage concentrations of office-related special exceptions, while supporting those related to child and elder services, and other community-serving uses.
3. Support the current use of large land users, but endorse housing as the primary alternative use if they are ever redeveloped.
4. Increase housing choice by allowing townhouse development where compatibility criteria can be achieved.

#### **Community Land Use Objectives:**

1. Maintain a moderate scale, mixed use residential and commercial environment in the Chevy Chase Lake area.
2. Discourage special exception approvals along Old Georgetown Road, except those that are community-serving.

3. Protect the environment, character, and cultural resources of the Palisades area.

This Plan reaffirms the policies and roles of the Sector Plan areas. The Sector Plans are centers of mixed use jobs and high density housing in the Planning Area. Each Sector Plan seeks to concentrate commercial development in limited areas, to limit development to local traffic capacity constraints, and to protect adjacent residential areas. The Master Plan does not change the land use or transportation recommendations of the Sector Plans. However, the Master Plan reviews the zoning adjacent to each Sector Plan and determines the appropriate zoning for those areas. In almost all cases, the existing single-family zoning and other existing zoning are reconfirmed.

This Plan establishes development level policies for Federal employment centers and seeks their cooperation with those policies. Expansion of Federal employment has the same impact on local roads as private sector employment growth. A large increase in ultimate Federal job levels could have several adverse effects on the B-CC Planning Area. These may include:

1. reducing the level of development in other employment centers in B-CC, such as the Bethesda CBD (to ensure that the B-CC area would remain within a moderate level of development), and
2. increasing road congestion above acceptable levels. This may lead to a need for increased road capacity, possibly by a major highway widening to accommodate the larger volumes of highway traffic.

### **3.1 Areawide Land Use Guidelines**

The Master Plan establishes guidelines for various land uses that are located throughout the Planning Area. These guidelines address land use issues related to major highway corridors, special exceptions, large land users such as country clubs and private schools, and conservation areas.

The land use and zoning recommendations for vacant and potentially redevelopable parcels are among the most important recommendations of this Master Plan. This Master Plan analyzes parcels of three acres or more. However, in the special study areas and in other selected locations, parcels under three acres are addressed. The Plan also addresses parcels which could redevelop. The parcel analysis is contained in subsequent sections of the Plan. Each parcel is identified and analyzed on a table in the various land use Sections 3.2, 3.3, and 3.4. Parcels adjacent to the *Friendship Heights* (Section 3.51) and *Bethesda Business District Sector Plans* (Section 3.52) are analyzed on tables in those sections. The Appendix contains maps of key parcel.

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**The land use and zoning recommendations  
for vacant and potentially redevelop-  
able parcels are among the most  
important recommendations  
of this Master Plan.**

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This Master Plan also considers the status of the many un-built rights-of-way throughout the Planning Area. Several larger parcels are specifically addressed in the various land use sections of the Plan. Most parcels are addressed generically as potential pathway connections (Section 4.13), as a deterrent to neighborhood cut-through traffic (Section 4.21), or as a potential adopted neighborhood green space (Section 6.12). These rights-of-way should be preserved for long-term street use, unless other public needs override the need for local access or safety.

Each parcel is evaluated in the context of the overall objectives of this comprehensive Master Plan, as well as for compatibility with the surrounding community. The rationale for each recommendation relates to both the Planning Area and compatibility with nearby properties. Determination of each parcel's compatibility should consider environmental constraints, types of use, height and bulk of structures, buffering by vegetation

or distance, effect of topography on visibility of the use, use of a major highway or arterial for access or buffering, proximity to public or quasi-public uses, proximity to community services or transit, and the comparative density of nearby properties. Nearby uses need not be exactly the same.

This Plan recommends single-family attached (townhouse) uses on some sites throughout the Planning Area. Townhouses could occur through cluster development under existing zoning, through the Transferable Development Rights (TDR) Zone, or through the Townhouse Floating Zone (R-T). (See the Appendix for an explanation of TDR's.) The locations recommended achieve Master Plan objectives and are compatible with nearby properties. In general, townhouse use is recommended in areas of medium density or on larger sites that allow for transition to single-family detached areas.

### ***3.11 Green Corridors Policy***

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**The Master Plan endorses a policy of maintenance and enhancement of Green Corridors along the major highways of the Planning Area.** The policy is recommended to stabilize the residential character of the area along major highways. The Green Corridors policy guidelines apply to those parts of East-West Highway, Connecticut Avenue, Wisconsin Avenue, River Road, Massachusetts Avenue, and Goldsboro Road classified as Major Highways. The Old Georgetown Road corridor has its own policy, which incorporates many of the Green Corridor concepts. **Following is the Green Corridors policy for the Bethesda-Chevy Chase area:**

1. Maintain and enhance planting of vegetation along road-sides and in medians of major highway corridors. Much of the green character is already in place in Bethesda-Chevy Chase. Design guidelines include: placing a landscaped buffer between the curb and relocated sidewalks, placing trees in medians and along curbs, screening of front yard parking, and relocating utility poles to allow for optimum tree planting and sidewalks. Visibility for highway safety must also be considered. Protection and enhancement pro-

jects will require coordination between the Maryland State Highway Administration and the Montgomery County Department of Transportation, as well as local property owners, municipalities, and civic associations. (Concepts for planting along the Green Corridors are shown in Figure 6.)

2. Limit the extension of nonresidential land uses in major highway corridors outside Sector Plan and other high density zoned areas. Detailed policies for special exception uses are found in the following section and in the Plan for Old Georgetown Road. In general, the approval of nonresidential uses such as offices should be limited to avoid creating a change from a residential to a commercial character. Without this policy, individual land use changes could erode the residential character along these corridors.

### **3.12 Special Exceptions**

The Master Plan endorses guidelines for the location of special exception land uses in residential areas. Special exception uses, as identified in the Zoning Ordinance in single-family zones, may be approved by the Board of Appeals. Special exception uses may be compatible if they meet the standards and requirements, as well as the general conditions set forth in the Zoning Ordinance. The Zoning Ordinance provides that special exceptions may be denied by the Board of Appeals where there is an excessive concentration in residential areas or where they are inconsistent with Master Plan recommendations. This Master Plan seeks to provide guidelines that will protect residential areas while also attempting to meet important social needs.

To achieve these objectives, **it is recommended that the following guidelines be used for review of special exceptions:**

1. Avoid excessive concentration of special exception and other nonresidential land uses along major highway corridors. Because sites along these corridors have better visibility for business uses, they are more vulnerable to over-

concentration. Of particular concern are office uses, which should be discouraged and are better located in areas with commercial zoning, such as the Bethesda CBD. It is also important to minimize uses that might degrade the safety and capacity of the highway by creating too many access points and conflicting turning movements.

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### **This Master Plan seeks to provide guidelines that will protect residential areas...**

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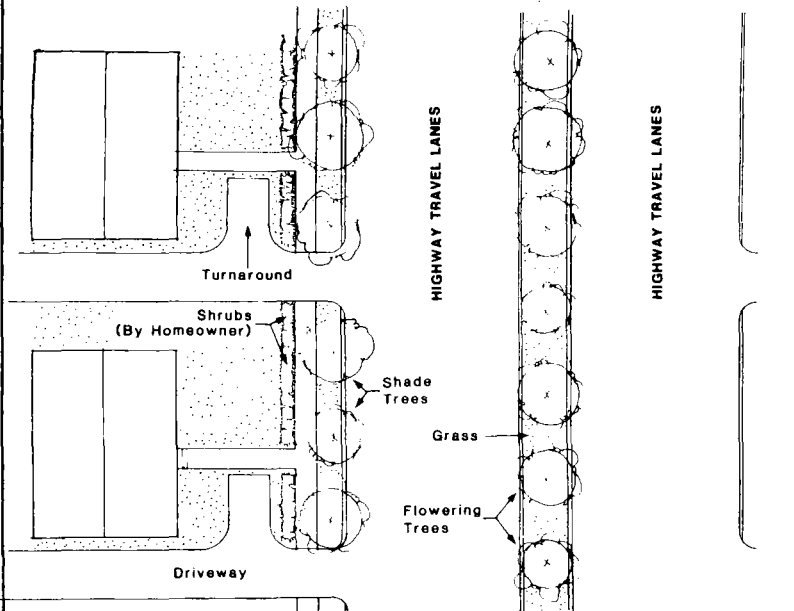
2. Avoid over-concentration of commercial service or office-type special exception uses in residential communities. These include funeral parlors, horticultural nurseries, veterinary clinics, medical or dental clinics, medical or professional offices, and philanthropic organizations. The Plan does not discourage home occupations that meet Zoning Ordinance criteria. Areas which may be most vulnerable are near employment centers and along major highways.
3. Protect major highway corridors and residential communities from incompatible design of special exception uses. In the design and review of special exceptions, the following guidelines should be followed, in addition to those stated for special exception uses in the Zoning Ordinance:
  - a. Any modification or addition to an existing building to accommodate a special exception use should be compatible with the architecture of the adjoining neighborhood and should not be significantly larger than nearby structures.
  - b. Front yard parking should be avoided because of its commercial appearance; however, in situations where side or rear yard parking is not available, front yard parking should only be allowed if it can be landscaped and screened adequately.
4. Support special exception uses that contribute to the housing objectives of the Master Plan. In general, the Plan endorses meeting special population needs through provision of elderly housing and group homes that are compatible

# GREEN CORRIDOR CONCEPTS

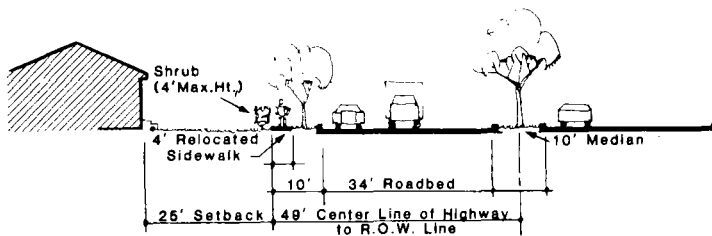
Figure  
**6**

## LANDSCAPING SCHEMES

**Scheme 1**



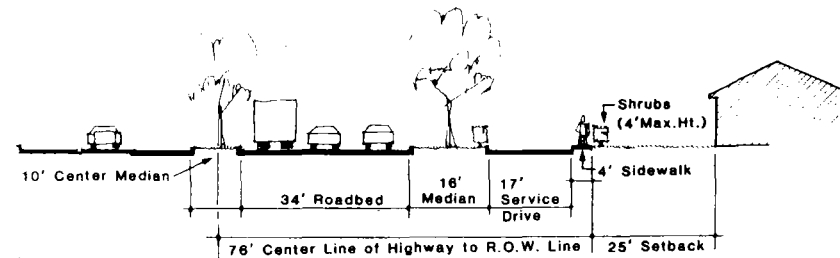
PLAN



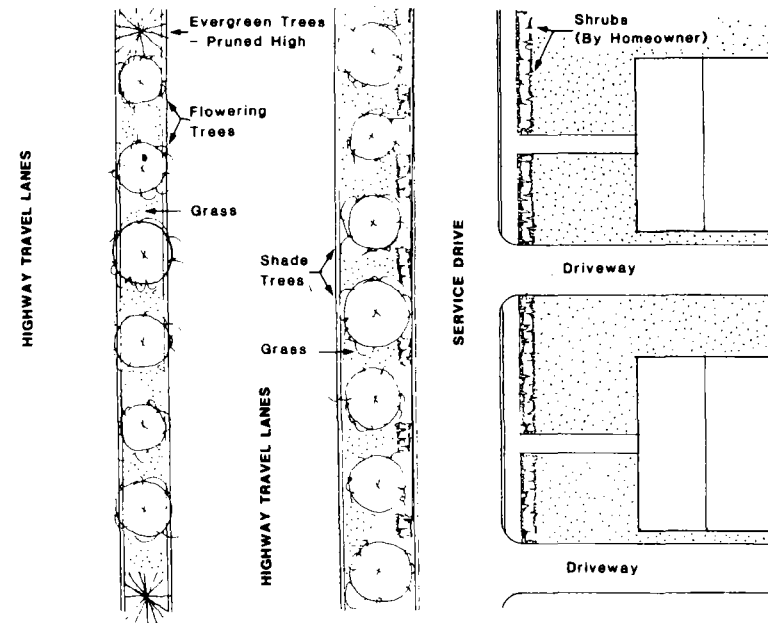
CROSS SECTION

**TYPICAL HIGHWAY WITH CENTER MEDIAN**

**Scheme 2**



CROSS SECTION



PLAN

**TYPICAL HIGHWAY WITH SERVICE DRIVES  
 AND MEDIANS**

with nearby land uses. The Plan also endorses expanding choices of housing types by provision of accessory apartments.

5. Support special exception uses that contribute to the service and health objectives of the Master Plan. The needs and objectives related to child day care and the elderly are discussed in Section 6.2. In general, the Plan endorses provision of child day care, group homes, elder day care, and nursing homes. It is important to meet health needs through hospital services and hospice centers that are appropriately sized to be compatible with surrounding neighborhoods.

### ***3.13 Large Land Users***

**This Master Plan recommends the continued use, within existing zoning, of country clubs, private schools, and other institutions throughout the Planning Area.**

Country clubs in the area include Burning Tree Country Club, Columbia Country Club, Chevy Chase Club, and Kenwood Country Club. It is assumed that the country club uses will continue and therefore, the existing zoning designations of these properties are appropriate. These properties are recognized as an important private open space resource, particularly in an area which is as largely developed as Bethesda-Chevy Chase. Some protection of country club open space might be achieved through a tax incentive program.

If a change in use occurs in the future, this Plan recommends that the use of the country club properties be primarily for housing. Further analysis at the time would determine the appropriate zoning, scale, and form of development. These parcels would be considered for mixed residential use with the possibility of public active or passive recreational space, affordable housing, and increased density through the use of Transferable Development Rights (TDR's), as explained in the Appendix. Each of these alternatives must be weighed against other considerations, such as adequacy of highway facilities and compatibility with nearby development. Such changes

in land use would require another amendment to the Master Plan.

This Master Plan makes specific land use and zoning recommendations for several properties. (See Table 1.) These include:

- Audubon Naturalist Society
- Stone Ridge School
- F.A.E.S. and the Knights of Columbus
- American College of Cardiology
- Landon School
- Holton Arms School

In general, existing zoning is reconfirmed. Existing zoning and the option for using TDR's is recommended for portions of Stone Ridge School, FAES, Knights of Columbus, and Landon School. Protection of a historic resource and its environmental setting is recommended for Audubon Naturalist Society and Landon School.

Residential zoning and continuation of the existing use is recommended for the National 4-H Center, the YMCA on Old Georgetown Road, Federation of American Societies for Experimental Biology, the French School, St. Jane de Chantal Church and School, and the Sidwell Friends School. These are long-term, stable uses which are viewed as community resources. In some cases, new development on these sites will also require an amendment to existing special exception conditions to protect the setting of the use and to maintain compatibility with nearby properties.

**This Plan recommends that new, large-scale special exception uses are generally not appropriate for these sites.** Such uses would generally change the residential character of adjacent areas. Occasionally, a school or club will construct new facilities or additions which require special exception approval. These should be reviewed on a case-by-case basis to ensure compatibility with area residences and conformance with other Plan objectives.

**Table 1**

**LARGE LAND USERS LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
LL1 8940 Jones Mill Rd (Audubon Naturalist Society)	40.5 acres						
	a. 33.1 acres (west)	LL1a Institutional, historic site, open space	R-90	Institutional or Residential (145 du potential; - incl. 21 MPDU's)	R-90	- Cluster may be approved for parcels larger than five acres - Not appropriate for townhouses or increased density using TDR's Woodend is a designated resource (#35/12) in the <i>Master Plan for Historic Preservation</i> , the whole site is designated as the environmental setting - Site Plan for LL1a must be sensitive to the environmental setting for Woodend - Wooded site LL1b has 100-year floodplain at the rear - Site plan for LL1b should be sensitive to relation between actively used trail on adjacent parkland and buildings on the site	- Similar use to adjacent and nearby areas - Primary street not appropriate for increased density - Preservation of some woods and protection of the designated historic resource
	b. 7.4 acres (east)	LL1b Vacant, wooded		Residential (26 du potential)	R-90		
LL2 Wisconsin Ave at Cedar La (Stone Ridge School)	34.56 acres						
	a. 18.36 acres	Private School (Potential, 111 du)	R-60	LL2a Single-family (111 du potential, including 16 MPDU's)	R-60, suitable for cluster	- Some limit on development potential due to school structures and related facilities - Expect private school use to continue - Orientation and access of houses should be on Cedar La - Consideration to be given to trees, slopes, and stream - Provision of green space should be integral to development plan	- Protect environmental character of site - Maintain campus-like environment

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

**Table 1 (Cont'd.)**

**LARGE LAND USERS LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale	
LL2 (Cont'd.)	b. 16.20 acres	(Potential, 98 du)		LL2b Single- family attached and detached (157 du acre potential, including 23 MPDU'S)	R-60/ TDR suitable for 8 units to the acre	<ul style="list-style-type: none"> <li>- Size of site would enable housing type mix to be accommodated</li> <li>- Single-family detached to be placed along properties on Chanutte Dr and on Cedar La with townhouses along school and Naval Medical boundaries</li> <li>- Access via East Parkhill Dr and Cedar La</li> <li>- Preserve trees and attention to slopes</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing and TDR objectives</li> <li>- Assure compatibility</li> </ul>	
LL3	Both P497 (FAES)  P499 Old George- town Rd and Cedar La (Knights of Columbia)	3.92 acres a. 1.61 acres  b. 2.31 acres	Institu- tional (6 du potential) Institu- tional (9 du potential)	R-60	Single- family attached (both:31 du potential at 8/acre) (LLa: 9 du potential at 6/acre) (LLb: 13 du potential at 6/acre)	R-60/ TDR	<ul style="list-style-type: none"> <li>- If assembled, suitable for 8 units per acre; if not assembled, suitable for 6 units per acre</li> <li>- No new special exceptions are recommended</li> <li>- Access via Cedar La</li> <li>- Orientation away from Old Georgetown Rd</li> <li>- Mitigate noise through design, construction, landscaping</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing and TDR objectives</li> <li>- Assemblage would enable better site design</li> <li>- Cumulative effect of special exceptions along Old Georgetown Rd</li> <li>- Meets Plan objectives for Old Georgetown Rd</li> <li>- Maintain residential use and scale along Old Georgetown Rd</li> </ul>
LL4	Old George- town Rd at West Cedar La (American College of Cardiology)	7.98 acres	Institu- tional	R-60	Single- family detached	R-60	<ul style="list-style-type: none"> <li>- Campus-like setting is to be maintained along Old Georgetown Rd</li> <li>- Not appropriate for townhouses</li> <li>- If development in single-family detached housing occurs, should locate along Alta Vista and should prompt reconsideration of special exception</li> </ul>	<ul style="list-style-type: none"> <li>- Critical to Plan objectives re: Green Corridors and character of Old Georgetown Rd</li> <li>- Townhouses would not perpetuate campus atmosphere</li> </ul>

Table 1 (Cont'd.)

LARGE LAND USERS LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
LL5 Wilson La at Merrick Rd (Landon School)	66.5 acres						
	a. 51.31 acres (Historical environ- mental setting: 11.77 acres)	Private School (Potential, 186 du)	R-90	LL5a Single- family detached (180 du potential, including 27 MPDU's)	R-90	- Development potential of LL5a is limited due to location of school structures and related facilities as well as to presence of stream and slopes - HPC and Planning Board have recommended inclusion of Landsdale House and environmental setting on Master Plan for Historic Preservation	- Expect private school use to continue - If it occurs, development within environmental setting should preserve the vista of the Landsdale (House) from Wilson Lane - Protect environmental character of site
	b. 15.19 acres	(Potential, 65 du)		LL5b Single- family attached and 8 units detached (147 du poten- tial, in- cluding 22 MPDU's)	R-90/ TDR suitable for 8 units to the acre	- Size and topo of area would enable site to accommodate mixed housing types - Single-family detached units should be sited along Wilson La and along perimeter of property with R-90 zoned neighborhoods - Campus-like environment should be maintained, particularly from Wilson La - Access to be determined at subdivision - Careful traffic analysis at time of subdivision would better determine appropriate number of du's for site	- Meet housing and TDR objectives - Assure compatibility with adjacent single-family residences
LL6 River Rd near Burdette Rd (Holton Arms School)	51.89 acres						
	a. 32.76 acres P569 N 777	Private School	R-200		R-200	- Limited development potential due to school structures and related facilities	Expect private school use to continue
	b. 19.13 acres P755 P752	Private School, Vacant	R-90	Single- family de- tached (82 du potential, including 12 MPDU's)	R-90, suitable for cluster	- Only access appears to be dedicated but unbuilt Burning Tree Road - Preserve trees and slopes - Provide pedestrian pathway to local park	- Conforms to existing development pattern - Enhance and protect environmental character of site



### **3.14 Conservation Areas**

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Three locations in the Bethesda-Chevy Chase Master Plan area are identified as conservation areas. It is the policy of this Master Plan that these areas should be preserved, protected, and enhanced. The identification does not imply absolute prohibition of development or support for park acquisition. These areas include:

1. Coquelin Run Conservation Area in the Chevy Chase Lake area. This area includes Parcels C 9, C 10, and part of C 19.
2. Booze Creek Conservation Area in the Mid-Bethesda area north of River Road. This area includes parts of Parcels LL 3 and N 16.
3. Braeburn Parkway Conservation Area in the Palisades area north of MacArthur Boulevard. This area includes Parcels P 4, P 5, and P 6.

The purpose of a conservation area is to recognize and provide guidelines for environmentally constrained sites.

The means of protection may include:

1. applying environmental protection criteria at the time of subdivision, in accordance with the subdivision regulations and the guidelines followed by staff;
2. retaining property in public ownership or endorsing public acquisition of property; and
3. requesting action by private owners to protect sensitive environmental features on their property.

**The conservation areas identified in this Master Plan do not prohibit any development of a particular property or include endorsement for public park acquisition.** However, development may be greatly reduced at the time of subdivision and decisions to acquire property may be made as part of the Parks Department planning process.

Conservation areas in this Master Plan include areas within the ultimate 100-year floodplain and a stream buffer area. In

some cases, the stream buffer goes beyond the 100-year floodplain. A conservation area may also include other sensitive environmental features in need of protection, such as areas with steep slopes, highly erodible soils, or mature woodlands. Some conservation areas provide linkages to existing parks.

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**The purpose of a conservation area is to recognize and provide guidelines for environmentally constrained sites.**

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This Master Plan does not identify large geographic areas, such as the Palisades area, as conservation areas. Instead, such areas are identified and protected through other measures, including development guidelines, land use recommendations, and scenic route designation.

The "Montgomery County Planning Board Staff Guidelines for the Protection of Slopes and Stream Valleys" are applied during the regulatory process. Floodplains are designated in State and County regulations as unbuildable areas. Wetlands disturbance is strongly discouraged by State and Federal regulations.

## **3.2 Chevy Chase - Eastern and Southern B-CC**

### **3.21 Areawide Plan**

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This portion of the Bethesda-Chevy Chase Planning Area is bounded on the north by I-495 (the Beltway), on the east by Rock Creek Park, and on the south by the District of Columbia. The western boundary includes the Naval Medical Center, the Bethesda Business District, Little Falls Branch Parkway, and Massachusetts Avenue.

This area has stable land use and transportation charac-

teristics and should remain as is.

In general, the land uses in this area are distinct and separate. The mixing of commercial and higher density residential uses occurs in the business districts and in Chevy Chase Lake. Several large land users and institutions are within the area. The remaining land usage is predominantly single-family detached within the R-60 and R-90 zoning categories. In some areas, lot sizes exceed the zoned minimum and may be subject to further subdivision. The few exceptions to this residential pattern include a local commercial area on Brookville Road (C-1) and a townhouse development on Western Avenue (R-T). A second C-1 area on Brookville Road is now used for a park by Chevy Chase Village and is recommended for R-60 zoning.

There are a few remaining vacant parcels or properties subject to redevelopment. Most of these properties could be developed at current zoning densities after receiving approval for subdivision. Several properties are recommended as suitable for cluster development.

The recommended use and zone for each parcel are provided on the accompanying Table 2. The parcels are identified on the fold-out map, "Zoning and Highway Plan."

A variety of special land uses exist in the area. Special exception uses are legal in residential zones, but require specific approval once compatibility issues are resolved. The major highways of this area have few, if any, special exception non-residential uses. The potential for such uses is recognized, particularly in large houses on large lots along the major highways. Guidelines for future approvals are discussed in this Plan. (See Section 3.12.)

**Following is a summary of the Planning Area recommendations that apply to the Chevy Chase area (Eastern and Southern B-CC).**

1. Endorse a Green Corridors policy for major highways, including Connecticut Avenue, East-West Highway, and Wisconsin Avenue. (See Section 3.11.)
2. Continue the present uses of the country clubs and other large land users. However, alternative uses might include

increased housing through transferable development rights. (See Section 3.13.)

3. Reaffirm the recommendations of the Sector Plans and reconfirmation of the zoning adjacent to the Bethesda Sectional Map Amendment (SMA) boundary, the Friendship Heights CBD boundary, and the Westbard SMA boundary. Some residential areas are adjacent to either the Bethesda or Friendship Heights Business Districts or to the Westbard Sector Plan Area. The policies of the three Sector Plans are summarized elsewhere in this report. (See Section 3.5.)
4. Treat the Georgetown Branch Railroad right-of-way as discussed elsewhere in this Plan. (See Section 4.14.)

The area contains important historic resources. The Corby Mansion (Atlas Resource #35/13-1) and the Somerset Historic District (Atlas Resource #35/36) have been designated on the *Master Plan for Historic Preservation*. In addition, this Master Plan endorses further consideration of a portion of the Chevy Chase area, identified in the County's *Locational Atlas* as a potential historic district. (See Table 16, in Chapter 7.)

### **3.22 Chevy Chase Lake Plan**

**The Master Plan recommends maintaining the community-oriented shopping area, with its mix of nearby public facilities and several office buildings, surrounded by a variety of housing types. The recommendations for this area (see Figure 7) seek to achieve the following objectives:**

1. Protect and enhance the mixed use and mixed density residential character of the area.
2. Preserve and enhance desirable qualities in future development, such as open space, predominantly low-scale structures, community shopping, a mix of residential densities, and public facilities. Future development should improve the visual quality of the study area.
3. Support housing near transit and employment centers and elderly housing.

**Table 2**

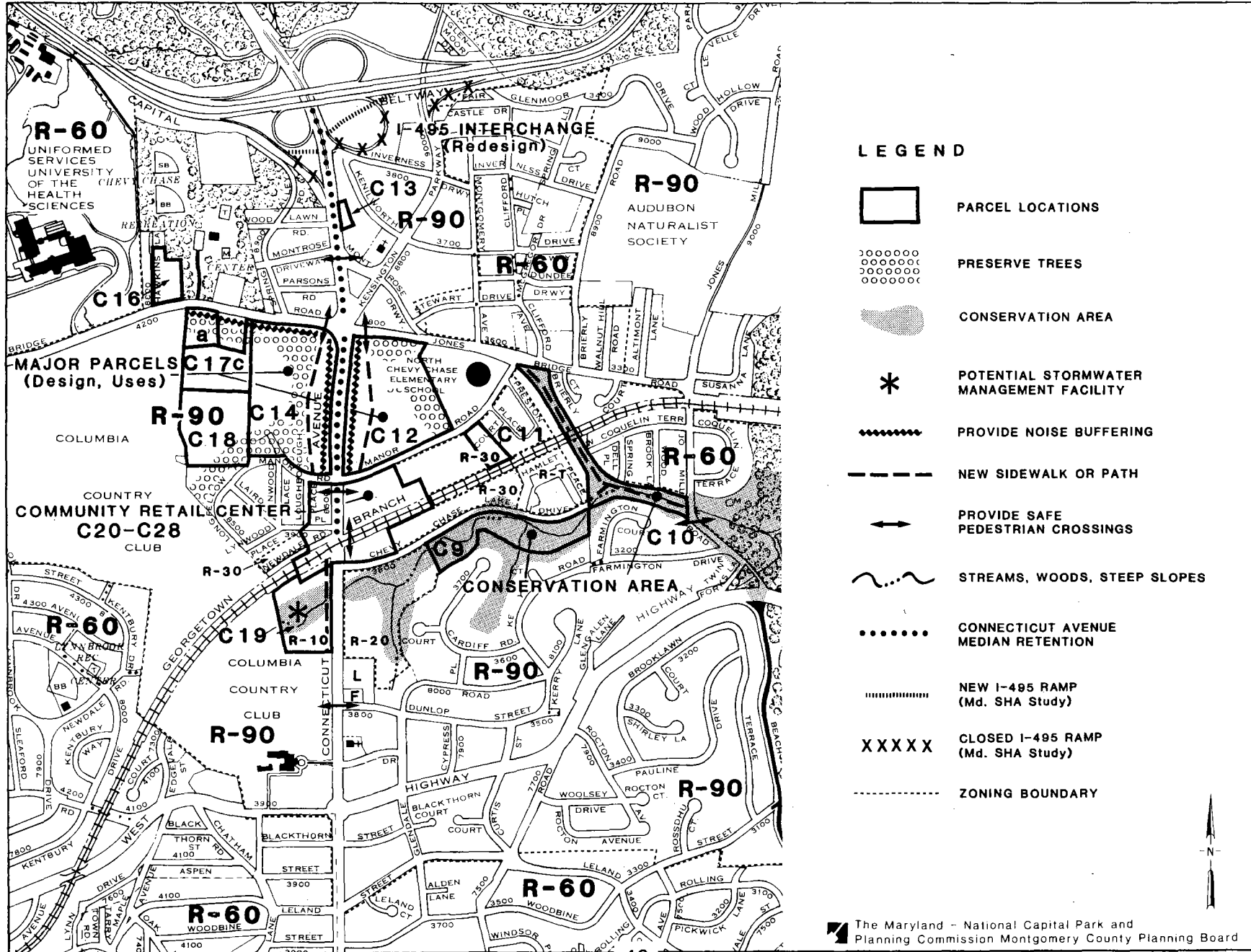
**CHEVY CHASE: EASTERN B-CC LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 1 Western Ave at Earliston Dr	2 lots	Grocery (Western Market)	R-60	Grocery or Single- Family	R-60	- No commercial expansion is recommended - The existing market, which preceded the current zoning, is allowed to continue as a nonconforming use	- Retaining R-60 limits commercial to existing use
C 3 Brookeville Rd at Quincy St (east side)	0.35 acre or 15,096 sq. ft.	Park (Chevy Chase Village)	C-1	Park	R-60	- Now owned and used as a park by Chevy Chase Village	- No need for commercial zoning
C 4 Brookeville Rd between Turner and Taylor Sts (east)	0.56 acre or 24,192 sq. ft.	Shops (6) & Gas Station (Amoco)	C-1	Shops & Gas Station	C-1	- Buildings contain 12,124 sq. ft., with parking in the rear	- Area and uses are appro- priate for this neighborhood scale center
C 5 Brookeville Rd at Taylor St		Restaurant (La Ferme)	R-60	Single- Family or restaurant	R-60	- Lawful use, since existed prior to 1967; could be granted a special exception, but should buffer adjacent houses; (Zoning Ordinance, 59-G-2.57.)	- Expansion of other commer- cial uses (C-1 zone) is not appropriate on this parcel
C 6 Jones Mill Rd, between Susanna La and Wood- hollow Dr  (P84) (East Side)	3.54 acres	Single- Family (10 du potential)	R-90	Single- Family (12 du potential)	R-90 Cluster	- Suitable for cluster development - Wooded site, has 100-year flood- plain at the rear - Site Plan should be sensitive to relations between actively used trail on adjacent parkland and buildings on the site	- Similar use to adjacent and nearby areas - Preservation of some woods

Definitions: Single-family means single family detached, townhouse means single family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

# CHEVY CHASE LAKE RECOMMENDATIONS



4. Protect mature woods, large trees, open space, and historic resources of the area.
5. Improve the access for pedestrians to community retail, community facilities, public transit, open space, and public parks. Particular attention should be made to pedestrian connections with the Georgetown Branch right-of-way which runs through the Chevy Chase Lake retail area.
6. Encourage smooth and safe traffic circulation for local and through traffic. Discourage intrusion on local streets by through traffic. Encourage local pedestrian movement.
7. Upgrade commercial areas in appearance; they should continue to serve community shopping needs. Encourage changes in types of commercial uses in response to changing community needs. The area should not become a large employment center.
8. Encourage public use spaces, such as a community courtyard, in the commercial area to offer: opportunities for casual interaction, linkage to pedestrian circulation and transit stops, public gathering space, and attractively landscaped open space. Also encourage the development of visual and physical connections to existing and future commercial areas.

### Land Use

**This Plan recommends that, in general, the existing land use for this area be maintained and enhanced.** A number of specific parcels have been reviewed and have their own land use recommendations. These recommendations are shown on Table 3. This Plan also develops a series of recommendations for the Chevy Chase Lake retail area. The land use recommendations do not assume that there will be transit service on the Georgetown Branch and will remain the same even if that service is provided.

**The land use recommendations for this area are summarized below:**

1. Cluster development to preserve wooded properties and historic sites. (Parcels C 16, C 17, and C 18.)
2. Use R-90/TDR development to achieve County develop-

ment and B-CC housing objectives including Moderately Priced Dwelling Units (MPDU's), on Parcel C 12.

3. Complete the approved institutional special exception use to support County economic development goals on Parcel C 14.
4. Allow for elderly or life care housing to meet a growing need, on Parcel C 12.
5. Identify conservation areas to encourage protection of environmentally sensitive areas and to allow for pathway access on Parcels C 9, C 10, and C 19.
6. Reconfirm the R-90, R-60, RT, and R-20 zoning on other properties in the area.

Guidelines for protection of the environment include:

1. Retain large stands of trees on Parcels C 12 and C 14; protect wooded character of Parcels C 9 and C 10.
2. Protect new residential projects on Parcel C 12 from highway noise by setbacks, building orientation, and earth berms.

### Community Retail Center

The Chevy Chase Lake retail area is a valuable commercial resource in the B-CC Planning Area. **This Plan recommends that this retail center be retained and continue to serve community shopping needs.** As future development and redevelopment occurs, the commercial area should be upgraded in appearance. Public use spaces, increased landscaping, and pedestrian circulation improvements are encouraged.

The Chevy Chase Lake retail area is located on Connecticut Avenue between Manor Road and Chevy Chase Lake Drive. The retail area encompasses more than 322,000 square feet of land currently zoned for commercial and industrial uses. More than 318,000 square feet of development has been built in this area.

A variety of community-serving retail establishments are located in the Chevy Chase Lake retail area, including a grocery

**Table 3**

**CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 9 P463 Chevy Chase Lake Dr (south)	8.9 acres	Vacant (Chevy Chase Land Co.) (25 du potential)	R-90	Conserva- tion Area	R-90	- Expect no additional development, since 95% floodplain, steep slopes and wooded	- Undevelopable site - Coquelin Run links to Rock Creek Park
C 10 Jones Bridge Rd & Jones Mill Rd	12± acres	Vacant and wooded (Montgo- mery County R.O.W. for Coquelin Pkwy) (60 du potential; include 10 MPDUs)	R-60	Conserva- tion Area	R-60	- Provide bike connection along Coquelin Parkway from Jones Bridge Rd via Georgetown Branch, to Chevy Chase Lake Dr, and Jones Mill Rd to Rock Creek Park - Also addressed in the Master Plan amendments for Georgetown Branch - Bike use depends on environmental and floodplain impacts - Not appropriate for road use due to environmental and community impacts	- Increase bicycle and pedestrian access for: o internal community access o connection to Rock Creek Park and school o connect to potential Georgetown Branch trails
C 11 Manor Rd (south) Lot 5, Blk. 2	2.4 acres	Vacant (Chevy Chase Land Co.) (34 du potential)	R-30	Town- houses or Apartments	R-30	- Has 25' depression and wet soil (Glenville Silt Loam/GmB) - Should avoid rear of site and basements in wet soil areas - May not be possible to achieve full development potential due to environmental constraints	- Located between apart- ment and townhouse uses, so can retain the same character of existing development - Reduce density, due to depression and wet soils

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

Table 3 (Cont'd.)

CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
C 12	Connecticut Ave at Jones Bridge Rd (SE)	18.5 acres	1 house, Trees (Chevy Chase Land Co. (80 du potential, include 12 MPDUs)	R-90	Townhouse and/or Apartment (157 du potential including 23 MPDUs)	R-90/TDR (7 du/acre)	<ul style="list-style-type: none"> <li>- Not suitable for a large employer, by a special exception</li> <li>- Suitable for cluster if low scale garden apartments are located near Manor Rd and single-family are built near Jones Bridge Rd</li> <li>- May waive required single-family, so can design site to preserve stands of mature trees and improve pedestrian access in the area</li> <li>- Appropriate for up to 7 du's per acre, utilizing the optional method</li> <li>- May be appropriate for a small Park-n-Ride lot</li> <li>- Suitable for up to 20 du/acre</li> <li>- Maximum 7 acres near Manor Rd; maximum 6 stories, if elderly</li> <li>- Provide community access to services and link with school programs</li> </ul>	<ul style="list-style-type: none"> <li>- Important housing location and meet TDR goals</li> <li>- Near: apartment housing, shopping, school and bus transit</li> <li>- Protect residential character and community scale</li> <li>- Meet transit/ride-sharing goals by serving local commuters</li> <li>- Meet elderly housing goals</li> </ul>
C 13	Connecticut Ave, from Montrose Drwy to Inverness Dr (east) (Lots 7-10)	4 lots	Single-family (4 du)	R-90	Single-family	R-90	<ul style="list-style-type: none"> <li>- Maryland State Highway Administration may relocate I-495 access ramp from Kentilworth Avenue to Connecticut Avenue</li> <li>- Support purchase and resale of four homes on east side of Connecticut Avenue</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of alternative access to Connecticut Avenue</li> </ul>
C 14	Connecticut Ave at Jones Bridge Rd (SW)	22.5 acres	Vacant, Trees (Hughes)	R-90	Institutional Special Exception approved	R-90	<ul style="list-style-type: none"> <li>- Site design should preserve significant areas of trees, address traffic noise, and improve pedestrian access in the area</li> <li>- Height to 2-3 stories</li> <li>- Limit coverage to 20% building; 50% land</li> </ul>	<ul style="list-style-type: none"> <li>- Support County economic development goals</li> <li>- Enhance and protect the wooded character of the site</li> </ul>

Table 3 (Cont'd.)

CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
C 16 Jones Bridge Rd, near Hawkins La (north)	2.5 acre	Single-family (7 du potential)	R-90	Single-family (9 du potential)	R-90 Cluster	<ul style="list-style-type: none"> <li>- Support cluster of single-family detached units on all or part of site, if would help preserve the single-family detached character of the Hawkins La area</li> <li>- Development should attempt to maintain the character of the Hawkins La private roadway</li> <li>- Note the potential historic district designation of the area</li> </ul>	<ul style="list-style-type: none"> <li>- Consistent with nearby residential area on north side of Jones Bridge Road</li> <li>- Seek to protect the character of the Hawkins Lane community and roadway</li> </ul>
C 17 Jones Bridge Rd, near Hawkins La (south) P976, P978, P60	C17a-2.2 acres C17c-4.8 acres Total =7.0 acres	2 houses on large lots (20 du potential)	R-90	Town-houses (25 du potential)	R-90 Cluster	<ul style="list-style-type: none"> <li>- Suitable for cluster, if combined parcels are five acres or more</li> <li>- Cluster could allow retention of houses and immediate environs</li> <li>- Address traffic noise in site design</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing goals</li> <li>- Enhance and preserve character of site</li> </ul>
C 18 Longfellow Pl P212	9.4 acres	1 historic mansion house (MacNelle) (33 du potential)	R-90	Houses (33 du potential, if cluster)	R-90	<ul style="list-style-type: none"> <li>- Hayes Manor is a designated resource in the <i>Master Plan for Historic Preservation, #35/10</i></li> <li>- Cluster may be approved for parcels larger than five acres</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and preserve the historic house and the environmental setting</li> <li>- Single-family area to the south</li> </ul>
C 19 Connecticut Ave at Georgetown Branch (SW)	7.9 acres	Vacant floodplain, wooded, slopes (Chevy Chase Land Co.) (343 du's planned)	R-10	High-Rise Apartment (343 du's under construction)	R-10	<ul style="list-style-type: none"> <li>- MPDUs waived; payment made to housing fund</li> <li>- Guidelines for site development, including Special Exception use</li> <li>- Build sidewalk to Newdale Rd and crosswalk to library</li> <li>- Possible regional SWM location</li> <li>- Maintain the floodplain and stream buffer as a conservation area</li> </ul>	<ul style="list-style-type: none"> <li>- Construction proceeding under R-10 zoning</li> <li>- Project will help meet housing goals</li> <li>- Protect floodplain from development</li> </ul>



store, hardware and lumber store, bank, pharmacy, florist, and gas stations. This area is centrally located on one of the most important streets in the area and is near the I-495 Beltway. The Chevy Chase Lake retail area represents a significant amount of nonresidentially zoned land.

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**Continued upgrading of the pedestrian environment and the appearance of commercial buildings, as well as the provision of a public use space, is supported to enhance the community retail center concept.**

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This area is characterized by a varied zoning pattern, with some lots zoned C-1, others zoned C-2, and several with split commercial and industrial zoning. This Plan recommends that the zoning pattern of the Chevy Chase Lake retail area be changed to reflect more accurately its retail character.

Many of the properties in the Chevy Chase Lake retail area currently have remaining development potential. For example, the lot size of Parcel C 23 (see Figure 8) is 80,952 square feet. Under the current C-1/I-1 split zoning on the site, the development on the site could be increased from the current 38,400 square feet to approximately 120,000 square feet.

**This Plan recommends that the zoning in the area be revised to zones that are more in keeping with the retail scale and density envisioned for the area.** This Plan presents design guidelines that should be considered when any property is expanded or redeveloped.

If expansion or redevelopment occurs, this Plan recommends that such a retail center contain a mix of stores similar to those that exist today. An added feature of the center could

be public use spaces (such as a community or village square). Outdoor spaces could be designed to accommodate informal gathering, public events, outdoor eating, and pedestrian connections to other areas. A public use space could be provided on the southeast portion of Connecticut Avenue and Manor Road as part of a modest expansion to existing and remodeled commercial buildings.

Community Retail Center parcel locations are shown on Figure 8. Table 4 contains specific land use and zoning recommendations, which are summarized as follows:

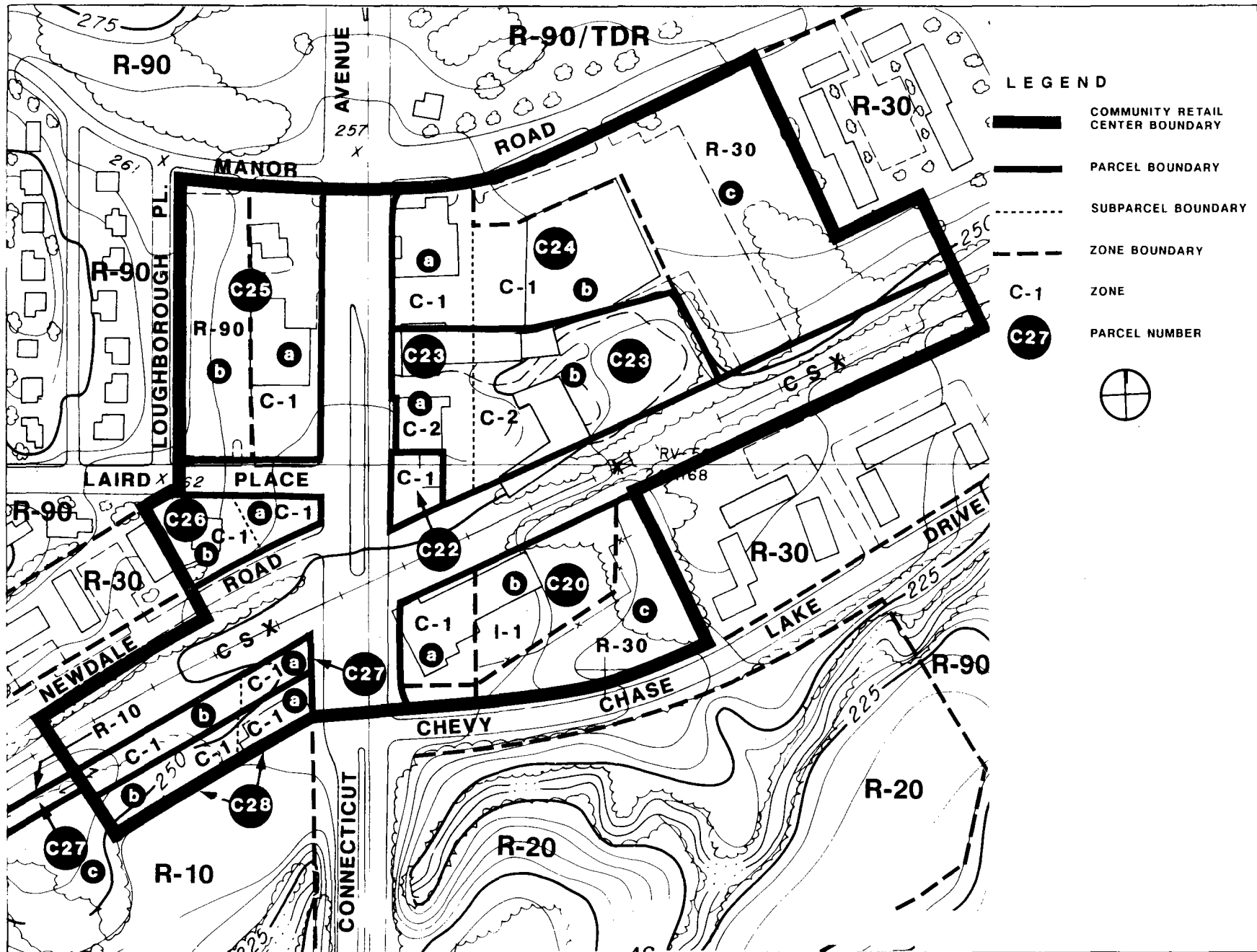
1. Encourage conformance with land use and design objectives.
2. Encourage retail land uses and densities in the range of 1.0 to 1.5 FAR so that this commercial area remains community-oriented.
3. Retain residential zoning on some properties in order to provide future opportunities for residential development and so that existing parking use and design is controlled through the special exception process (Parcels C 20c, C 24c, and C 25b).

Continued upgrading of the pedestrian environment and the appearance of commercial buildings, as well as the provision of a public use space, is supported to enhance the community retail center concept. A concept plan and an illustration of a community courtyard are shown in the Appendix. **The Plan endorses the following Chevy Chase Lake Community Retail Center Design Guidelines.**

1. Streetscape should include street trees, appropriately sized sidewalks, street furniture, signage, lighting fixtures, and, if feasible, underground or relocate utilities. The median should remain as an important feature. Pedestrian crossings should be incorporated at corners and at mid-block, and be designed with decorative paving or landscaping as appropriate.
2. All new buildings or expansions should include a facade treatment which complements or blends with existing structures. In the case of comprehensive redevelopment, a

# CHEVY CHASE LAKE COMMUNITY RETAIL CENTER PARCELS

Figure  
8



**LEGEND**

- COMMUNITY RETAIL CENTER BOUNDARY
- PARCEL BOUNDARY
- SUBPARCEL BOUNDARY
- ZONE BOUNDARY
- C-1** ZONE
- C27 PARCEL NUMBER
- +

**Table 4**

**CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTER**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 20 Connecticut Ave at Chevy Chase Lake Dr	a. 0.38 acre or 16,630 sq.ft	Office Bldg.	C-1	Office Bldg.	C-1	- If special exception is requested, require conformance with Plan Design Guidelines for the Community Retail Center	- The zoning is appropriate for the permanent use
	b. 0.68 acre or 29,594 sq.ft.	(Lake Bldg.)	I-1		I-1		
	c. 0.90 acre or 39,068 sq.ft.	Parking	R-30/SE	Parking	R-30/SE		
C 22 Connecticut Ave at Georgetown Branch (NE)	0.16 acre or 6,973 sq.ft.*	Gas Station (Exxon)	C-1/	Retail SE	C-1	- If request special exception revision, then must conform with the Plan Design Guidelines	- Continue retail uses - Special exception allows design control; could combine with Parcel C 23
C 23 Connecticut Ave, near Georgetown Branch (NE)	a. 0.56 acre or 24,190 sq.ft.	Hardware; *Building Materials (T.W.Perry)	C-1	Retail; Building Materials and Office	C-2	- The Master Plan endorses conformance with the Plan Design Guidelines, including provision of public use spaces - C 23: T.W. Perry existing floor area is 39,400 sf. Potential floor area is 81,000 sf. to 121,000 sf	- Allows for continuation of existing uses - Removes potential for large employment center (i.e., office building) up to 10 floors - May result in streetscaping and a public use space in a community retail center - C-2 zoning is appropriate for the scale and uses on this site
	b. 1.30 acres or 56,762 sq.ft.*		I-1		C-2		

\* Small transfers of property due to the possible Georgetown Branch transit and trail project station design may occur, but cannot be predicted at this time.

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

**Table 4 (Cont'd.)**

**CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTER**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 24 Connecticut Ave at Manor Dr (SE)	a. 0.54 acre or 23,431 sq.ft.	Shops	C-1	Retail	C-1	<ul style="list-style-type: none"> <li>- The Master Plan endorses conformance with the Plan Design Guidelines, including provision of public use spaces</li> <li>- C 24: Chevy Chase Lake Center existing floor area is 38,400 sf Potential floor area is 75,000 sf to 115,000 sf</li> </ul>	<ul style="list-style-type: none"> <li>- Allows for continuation of existing uses</li> <li>- Removes potential for large employment center (i.e., office building) up to 10 floors</li> <li>- May result in streetscaping and a public use space in a community retail center</li> <li>- C-1 zoning is appropriate for the scale and uses on this site</li> </ul>
	b. 0.93 acre or 40,713 sq.ft.	Grocery	I-1	Retail	C-1		
	c. 12.84 acre or 23,908 sq.ft.	Parking (Chevy Chase Lake Center)	R-30/ Special Excep- tion	Parking	R-30 Special Excep- tion-		
C 25 Connecticut Ave at Manor Dr (SW)	a. 0.85 acre or 36,962 sq.ft.	Shops & Bank	C-1	Retail & Offices	C-1	<ul style="list-style-type: none"> <li>- Seek voluntary cooperation with Plan Design Guidelines</li> <li>- If request special exception revision, require conformance with Plan Design Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>- C-1 allows owner to modify structure if needed</li> </ul>
	b. 0.86 acre or 37,525 sq.ft.	Parking (Chevy Chase Land Co.)	R-90/ Special Excep- tion	Parking	R-90/ Special Excep- tion		
C 26 Connecticut Ave at Laird Pl	a. 0.15 acre or 6,320 sq.ft.	Gas Station (Sunoco)	C-1/ Special Exception	Retail	C-1 Special Exception	<ul style="list-style-type: none"> <li>- If request special exception revision, require conformance with Plan Design Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>- Provides same zone for long term use of the site</li> <li>- Allows design control of the whole site if changed through a special exception revision</li> <li>- Better land uses for property</li> </ul>
	b. 0.34 acre or 14,787 sq.ft.		I-1	Retail	C-1 Special Exception		
C 27 Connecticut Ave at Georgetown Branch (SW)	a. 0.11 acre or 4,756 sq.ft.	Parking (CSX)	C-1	Retail/ Public	C-1	<ul style="list-style-type: none"> <li>- Allows C 27 to combine with C 28</li> <li>- Consider partial use of Parcel C 27, in conjunction with a Kiss-and-Ride lot for the possible County LRT (trolley) system</li> </ul>	<ul style="list-style-type: none"> <li>- Allows assembly and development with adjacent properties</li> </ul>
	b. 0.23 acre or 10,164 sq.ft.		R-30		C-1		
	c. 0.12 acre or 5,080 sq.ft.			R-30	Residen- tial		

**Table 4 (Cont'd.)**

**CHEVY CHASE LAKE LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTER**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
C 28 Connecticut Ave at Georgetown Branch (SW)	a. 0.15 acre or 6,700 sq.ft. b. 0.31 acre or 13,500 sq.ft.	Cleaners (Parkway)	C-2 I-1	Retail Retail	C-1 C-1	- Seek voluntary cooperation with Plan Design Guidelines	- Allows building relocation and improved parking access - C-1 uses and standards are more appropriate for the area - Allow for continuation of existing use
C 29 I-495 and Kensington Pkwy, N.W., in the Kensington-Wheaton Planning Area	3 acres	Vacant		Park-and-Ride lot			- This is a preferred location for a public lot in this area to serve local area residents

stylistic coordination of all facades should be provided. A continuous building line should be maintained along Connecticut Avenue. Signage should be integrated into facades in a way which contributes to the overall character of the public use space. The urban design and landscaping should reinforce the strong retail character of the area. The existing streetwall should be maintained with new buildings sited close to Connecticut Avenue. Interesting and attractive windows and other retail enhancements would be an asset to the area. Buildings should maintain a strong street presence.

3. A safe and attractive pedestrian sidewalk should be provided along Connecticut Avenue on each site with a network of connections to adjacent sites. A walkway into the parking area should be provided. Stops for transit along Connecticut Avenue should be included in the circulation system. Curb cuts should be removed when possible. Pedestrian connections to the Georgetown Branch are encouraged.
4. All new parking lots should conform to the green space requirements of the off-street parking/loading section of the Zoning Ordinance and should be compatible with adjacent existing development. Where feasible, parking should occur behind buildings. Landscaping, fencing, and walls should provide buffers which enhance visual quality. Parking decks should be designed to be compatible with the character of nearby land uses.
5. Public spaces that would be an asset to the community are encouraged. They can provide opportunities for the community to gather for public events, enjoy casual socializing, and/or simply enjoy an attractive setting enhancing the visual quality of the retail area. Public use spaces can include landscaping, shaded areas, public seating and tables, or other features such as fountains, a trellis, walkways, or art. The space should be designed with pedestrian connections to sidewalks, the street, and the Georgetown Branch right-of-way. A public use space may include reserved space for outdoor, private restaurant use, but a portion of that space could also include seating and tables for public use.

## **Transportation**

The Plan for Chevy Chase Lake seeks to improve pedestrian and transit access and to moderate the effects of future increases in traffic volumes and highway construction. While detailed programs are described in the Transportation Plan (see Chapter 4), the proposals that are endorsed for this area are summarized below:

1. Design safe pedestrian crossing signals along Connecticut Avenue at Jones Bridge Road and Manor Road. Provide selected safe crossings along Connecticut Avenue near Montrose Drive and Dunlop Street, possibly by retention of the median and use of crossing signals during continuous peak back-up periods. These will improve community access to public facilities and bus stops.

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### **The Plan for Chevy Chase Lake seeks to improve pedestrian and transit access...**

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2. Provide new pathway connections to increase resident access to community shopping, public facilities, parks, and public transit:
  - a. Provide public pathways along the Coquelin Parkway right-of-way, connecting Jones Bridge Road, the Georgetown Branch, Chevy Chase Drive, and Jones Mill Road. These connections will increase resident access to Rock Creek Park, the school, and the community shopping area.
  - b. Provide public pathways through Parcels C 12, C 14, and C 19 to provide safe access to the community shopping area.
3. I-495 at Connecticut Avenue Proposals (State Highway Administration jurisdiction):
  - a. Relocate the I-495 access from Kensington Parkway to Connecticut Avenue (under study by the State).
  - b. Offer to acquire for resale four houses that have driveway access only on the north side of Connecticut Ave-

nue. Also endorse retention of a grass median and design for safe pedestrian crossing of Connecticut Avenue and Jones Bridge Road.

This Plan recognizes that while new development projects may adopt measures to avoid making traffic congestion worse, the intersection at Connecticut Avenue and Jones Bridge Road will remain congested. This Plan removes the proposal from the 1970 Master Plan to provide a grade-separated interchange at this location. Improvements to expand turn lane capacity at this intersection are proposed in the Transportation Plan.

The Master Plan does not recommend any change in land use based on potential transit service on the Georgetown Branch. A separate Master Plan Amendment addresses the Georgetown Branch. It provides generally for:

1. improved transit access to the Bethesda and Silver Spring CBD's and Metro, including a stop at Connecticut Avenue; and
2. separate bike and hiking trails along the same route.

### **3.3 Mid-Bethesda – Northern B-CC**

#### **3.31 Areawide Plan**

This portion of the Planning Area is bounded on the north and west by the Beltway, on the south by River Road, and on the east by Little Falls Parkway, the Bethesda Central Business District, Jones Bridge Road, and includes the Uniformed Services University of the Health Sciences. Many of the land use, transportation, community, and environmental concerns are the same as those found throughout the Planning Area. The uniqueness of the Old Georgetown Road corridor, including Pooks Hill, results in this being designated as a special study area, and a more in-depth discussion will follow the areawide plan.

#### **Land Use**

**This Plan recommends reconfirmation of existing zoning throughout the area, with the exception of four locations along Old Georgetown Road which are recommended to be designated to receive transferable development rights.** (See Section 3.32.) This will ensure the continuation of the existing residential character and patterns so well established here.

Mid-Bethesda is a mature, stable area, predominantly zoned R-60 and R-90, with the westernmost portion being zoned R-200. This zoning pattern provides a transition to the lower densities in the adjacent Potomac Subregion Planning Area. Single-family detached homes are pervasive, except for multi-family housing of varying densities and townhouses at Pooks Hill. There is no commercially zoned land. The area is largely built out and there is little potential for redevelopment, although there are several vacant and potentially redevelopable parcels greater than three acres in size, as well as several large land users, for which recommendations are included. (See Tables 1 and 5.)

There are several special land uses in Mid-Bethesda for which recommendations are made in other major sections of this Plan. Below are considerations of these uses as they pertain to this area.

1. There are three historic resources in the area which are currently on the *Master Plan for Historic Preservation*. In addition, there are five others which have been designated and four which have been removed as part of this planning effort from the *Locational Atlas*. Refer to Chapter 7 for more detailed information.
2. There are several major Federal properties in Mid-Bethesda, including the Uniformed Services University, the Naval Medical Command, and the National Institutes of Health. The other large land users in the area include: Burning Tree and Kenwood Country Clubs, Suburban Hospital, Stone Ridge School, FAES, Knights of Columbus, American College of Cardiology, Landon School, and Holton Arms School. Any change in use on these properties, including any expansion proposals, should be reviewed in

**Table 5**

**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
M 1	Cedar La and Cypress Ave	1.25 acres	Vacant, mature trees (5 du potential)	R-60	Single- family	R-60	- Preserve trees to buffer from Cedar La and NIH	- Conforms to nearby housing type
M 2	N326 Pt 7 Cedar La and Cypress Ave	2.09 acres	Vacant, mature trees (8 du potential)	R-60	Single- family	R-60	- Preserve trees around perimeter	- Provide housing near NIH and CBD - Conforms to nearby housing type
M 3	Alta Vista Rd and Locust Ave	4.00 acres	(Farm) house, outbuild- ings, trees (16 du potential)	R-60	Single- family (20 du potential)	R-60, suitable for cluster	- Preserve mature trees	- Protect stability of single- family neighborhood
M 4	a. P21 Alta Vista Rd and Linden Ave	4.00 acres	House, outbuilding, trees (16 du potential)	R-60	Single- family	R-60	- Preliminary plan approved for single-family detached housing including two existing homes	
	b. P22 Alta Vista Rd and Linden Ave	1.76 acres	House (7 du potential)	R-60	Single- family	R-60		

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate



**Table 5 (Cont'd.)**

**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)			Estimated Area (Acres and/ or Sq. Ft.)	Existing Use Zone	Recommended Use Zone	Conditions, Constraints, Comments	Rationale
M 5	P24, P23, P663	Beech and Linden Aves	5 acres	1 house (21 du potential)	R-60  Single- family	R-60  - Preserve trees	- Housing accessible to CBD and NIH - Conforms to nearby housing type
M 6	P680	Beltway and I-495	3.97 acres	St. Jane rectory (16 du potential)	R-60  Town- house and Single- family (32 du potential)	R-60/ TDR, suitable for 8 units per acre  - Set back well and buffered from Old Georgetown Rd - Mature trees preserved - Designed and constructed to mitigate noise from Beltway - Portion of site may be needed for construction of new church	- Provide housing mix on Old Georgetown Rd - Meet TDR and housing goals - Compatible with elderly to north, townhouses to north-east
M 7	Pt 1 2,3 5,6 7,13	Oak Pl and Old George- town Rd	1.69 acres	3 houses, vacant lots (7 du potential)	R-60  single- family (10 du potential)	R-60/ TDR, suitable for 6 units per acre  - Site is appropriate for nine single-family detached houses - Recognize Oakmont Special Taxing District (STD) boundary and Oakmont Ordinances approved by the Montgomery County Council - Sites in Oakmont STD should exit onto Oak Pl, wherever possible - Use existing curb cuts and consoli- dated driveways on Old Georgetown Rd and Oak Pl where possible - Mitigate noise through design, construction, landscaping - Preserve mature trees	- Compatible with adjacent neighborhood - Maintain residential use and scale along Old Georgetown Rd - No additional curb cuts on Old Georgetown Rd
M 8	Pt 5, 6,7 8,9	Greentree and Old George- town Rds	1.41 acres (includes lot 9)	1 house, vacant lots (5 du potential)	R-60  Single- family (5 du potential)	R-60  - Preserve mature trees - Access via Greentree Rd, when possible - Mitigate noise through design, construction, landscaping - Through assemblage site develop- ment could be better coordinated - Use existing curb cuts on Old Georgetown Rd, wherever possible	- Maintain residential use and scale along Old Georgetown Rd - No additional curb cuts along Old Georgetown Rd

Table 5 (Cont'd.)

MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 9 Pt 13 7, 14,15 McKinley St Old Georgetown Rd	.91 acre	1 house, 3 vacant lots (3 du potential)	R-60	Single- family	R-60	- Site too small for townhouses, particularly depth	- Single-family detached compatible with existing type in surrounding area
M 10 Pt 17 15,16 18 Battery La and Old Georgetown Rd	.72 acre	1 house, 3 vacant lots (3 du potential)	R-60	Single- family	R-60	- Site too small for townhouses	- Single-family detached compatible with existing type in surrounding area
M 11 L 10 Bl A Aberdeen Rd and Bradley Blvd	3 acres	House, out- building, trees (8 du potential)	R-90	Single- family	R-90		- Conforms to existing neighborhood develop- ment pattern
M 12 River and Pyle Rds	12.5 acres	1 house, trees (45 du potential)	R-90	Single- family (45 du potential)	R-90, suitable for cluster	- Assemble parcels - Require site plan - Suitable for cluster to preserve trees and slopes and buffer from River Rd to minimize traffic noise - Provide dual access via Honesty Way and Pyle Rd	- Enhance and protect environmental character of site - Provide transit serviceable housing
M 13 P515 Wilson La and River Rd	5.42 acres	1 house, trees (15 du potential)	R-90	Single- family	R-90	- Access via Wilson La and Honesty Way - Provide a landscaped berm along River Rd	- Conforms to existing development pattern - Retain green character and mitigate noise
M 14 P966 Springer Rd and Wilson La	4.26 acres	1 house, trees (12 du potential)	R-90	Single- family	R-90	- Provide pedestrian pathway linkage to adjacent school	- Conforms to existing development pattern

**Table 5 (Cont'd.)**

**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 15 P797	River and Burdette Rds	2.87 acres	Nursery (special exception) (4 du potential)	R-200/ TDR	Town- house (17 du potential)	R-200/ TDR, suit- able for 6 units per acre	- Mitigate noise in design of struc- tures and landscape - Access from Burdette Rd - Provide a landscaped berm along River Rd (noise and screening)	- Meet housing goals - Reinstate residential use - Provide transit service- able housing - Retain green character and mitigate noise
M 16 P436, P429, P382	Burning Tree and Darby Rds	6.0 acres	Vacant, trees (13 du potential)	R-200 and R-90	Conser- vation Area	R-200 and R-90	- Ability to develop parcels doubtful - Ingress/Egress easement would have to be established	- Located within stream valley—100-year flood- plain for Booze Creek - No public access to parcels
M 17 P160	Heathwood Ct and Burdette Rd	3.25 acres	1 house outbuild- ing, trees (4 du potential)	R-200	Single- family	R-200	- Preserve mature trees	- Conforms to neighbor- hood development pattern
M 18 P6	Bradley Blvd and Oak Forest La	7 acres	1 house, outbuildings, trees (10 du potential)	R-200	Single- family	R-200	- Preserve mature trees	- Conforms to neighbor- hood development pattern
M 19 P752	Bradley Blvd and Fernwood Rd	6.27 acres	1 house (9 du potential)	R-200	Single family	R-200	- Any redevelopment should preserve trees - Setback from Bradley Blvd and other noise mitigation measures - Access from Fernwood Rd	- Conforms to neighbor- hood development pattern

**Table 5 (Cont'd.)**

**MID-BETHESDA LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
M 20	P615 Drumaldry Dr and Greentree Rd	12.83 acres	Baptist Home for Children (78 du potential)	R-60, R-90	Town- house and Single- Family (78 du potential, including 11 MPDU's)	R-60, suitable for cluster	<ul style="list-style-type: none"> <li>- Site Plan required</li> <li>- Preserve trees and slopes</li> <li>- Property may not be fully developed due to environmental constraints of the site</li> <li>- Single-family detached should abut homes along Ridge Pl and Greentree Rd with attached units on the top of the slope</li> <li>- Change 8,400 sq.ft.(0.19 acre) to R-60</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing objectives and provide housing that is served by transit</li> <li>- Severe slopes and stream on site (floodplain and stream buffer)</li> <li>- Compatibility with existing housing type in neighborhood</li> <li>- Attached units could be screened from existing residences</li> </ul>
M 21	River Rd west of fire station (in Potomac Subregion)	13.3 acres	Quarry	R-200	Park-and- Ride facility (500 spaces)	R-200	<ul style="list-style-type: none"> <li>- Should be used only as quarry operations are completed and space becomes available</li> <li>- Area is large enough to eventually include other community-serving public facilities</li> </ul>	<ul style="list-style-type: none"> <li>- Peripheral location along major highway and at I-495 Interchange</li> <li>- Meets criteria discussed in Section 4.12</li> </ul>

the context of the impact it will have on the adjacent communities and also within the guidelines of the master plans for the Federal facilities. Specific land use and zoning recommendations for selected large land users are found in Section 3.13.

3. Only a relatively short segment of the Georgetown Branch is located in this area, connecting the Bethesda Business District and Westbard. The proposed use of this portion of the former rail right-of-way is discussed in Section 4.14.
4. There are several neighborhoods which abut the Bethesda Business District and Westbard. These two Sector Plan areas will not be revised as part of this Master Plan update. The existing land use recommendations are not questioned; the zoning of these transition areas is being reconfirmed. (See Section 3.5.)

### **Transportation**

Several major highways traverse northern B-CC, including Bradley Boulevard, Old Georgetown Road, and Wisconsin Avenue. The major transportation concerns are traffic volumes and congestion, which are consistent with the remainder of the Planning Area. Growth of the Bethesda Business District and NIH as major employment centers, as well as growth in the rest of Montgomery County, has been a major traffic generator. The two employment centers have had a powerful impact on this portion of the Planning Area as commuters traverse northern B-CC to reach destinations to the south. Related transportation recommendations can be found in Chapter 4 and below.

1. To lessen the increase of traffic through the area, incentives need to be developed and measures taken to get people out of their cars and into alternative means of transportation, such as carpooling, public transit, and bicycles.
2. The Metrorail station located at NIH mainly serves the major employment centers of NIH and the Naval Medical Command. These Federal facilities should implement a program to encourage higher ridership. In addition, bike path linkages with other trails and a shuttle bus service could encourage higher use of Metro for commuters journeying to other places of employment.

3. To facilitate pedestrian movement which could further enhance use of alternative modes, develop a pathway and sidewalk network in conjunction with recommendations to provide safer highway crossings. (See Section 4.13.)

### **Community and Environment**

To foster a sense of community in an area as large as Mid-Bethesda, certain facilities need to be located in relatively close proximity to neighborhoods so that people can have places to gather and socialize. Schools, recreation centers, local parks, and country clubs are found throughout the northern B-CC area and serve as places where people from the community can come together. Such facilities are discussed from a Planning Area perspective in Section 6.1 of this report.

### **3.32 Old Georgetown Road Plan**

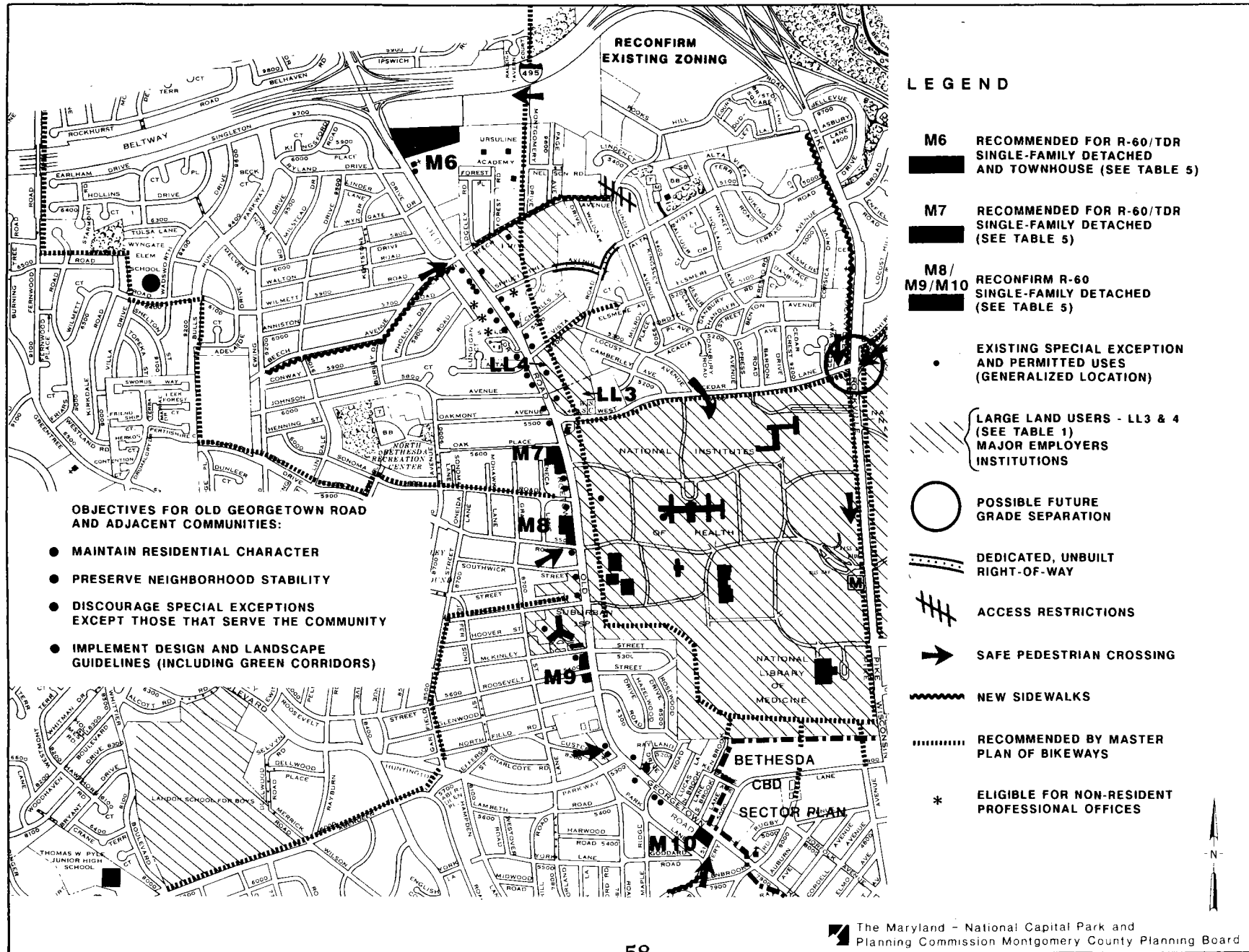
Old Georgetown Road has a character, history, and location that put it in a unique position in Bethesda-Chevy Chase. It is a major highway into the Bethesda Business District, serving as an important commuter link to this employment and retail center. It functions as an attractive gateway leading to downtown Bethesda and provides access to the surrounding communities—providing a front door to these adjacent residential areas. Old Georgetown Road also provides major access to the National Institutes of Health, an organization attracting researchers from around the world, with a projected employment of close to 20,000 people by the year 2000. An aesthetically pleasing boulevard with a residential character can create a positive image for visitors and local citizens alike.

This section of the Plan refers to the first row of properties fronting or adjoining Old Georgetown Road as well as the eight communities which are adjacent to the corridor. (See Figure 9.)

Along Old Georgetown Road, from Glenbrook Road to I-495, a significant number of special exceptions have been approved which have allowed the conversion of houses to commercial and service uses and construction of nonresidential buildings.

# OLD GEORGETOWN ROAD RECOMMENDATIONS

Figure  
**9**



Some of the changes may be associated with the National Institutes of Health, Suburban Hospital, and the Bethesda Business District. Other conversions have resulted from the designation of specific properties as eligible for nonresident professional offices in the 1981 amendment to the 1970 Master Plan. This Plan reconfirms four of the designated sites (9300, 9313/9317, 9320, and 9400 Old Georgetown Road) and recommends that one, 9020 Old Georgetown Road, no longer be designated as suitable for nonresident professional offices.

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**The Plan recommends the preservation of  
the residential character of Old  
Georgetown Road from the  
Beltway south to Glen-  
brook Road...**

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A range of possible recommendations was considered along Old Georgetown Road, from discouraging further special exception uses, to continuing the present practice of case-by-case review of special exception petitions, to the extension of commercial zoning into the area. Case-by-case review without the guidelines presented here would guarantee an unpredictable pattern of development, and residents and investors would continue to experience uncertainty as to the overall effects on adjacent neighborhoods. Commercial rezoning of those properties fronting on Old Georgetown Road is not appropriate since good planning practice suggests that residential use can be maintained along major highways. The Old Georgetown Road frontage continues to be a suitable residential area, providing transit-serviceable housing within walking distance of the Bethesda Business District and NIH. For these reasons and because of the numbers of service and commercial uses already there, the best way to achieve the Plan's goals for Old Georgetown Road is to discourage further special exceptions not only along the Road but also in the adjacent communities, except for community serving uses.

The Plan recommends the preservation of the residential

character of Old Georgetown Road from the Beltway south to Glenbrook Road and the protection of the adjacent single-family neighborhoods from further encroachment by special exception uses, except those that are community-serving.

Related detailed recommendations follow. The recommendations will be implemented by a variety of agencies throughout the life of the Plan, including the Board of Appeals through the special exception process, the Planning Board through the site plan review process, the Montgomery County Department of Transportation through its responsibilities for transportation planning and traffic engineering, and the State Highway Administration through its responsibilities for Old Georgetown Road.

### **Land Use**

**The Plan reconfirms the R-60 zoning and encourages continued single-family detached residential use along Old Georgetown Road.** This recommendation is the first and foremost means of maintaining a residential appearance along Old Georgetown Road. An analysis of the uses along Old Georgetown Road indicates that while the residential character of Old Georgetown Road still is strong, many special exceptions have been approved, especially between McKinley Street and Beech Avenue.

Mapping of information relating to ownership/occupancy along Old Georgetown Road indicates that there are portions which are owner-occupied and those which are not (i.e., rental). Mapping of uses displays areas which have experienced a large number of special exception approvals and other "office" uses and those that have remained residential. The segments from Glenbrook Road (south) and South Brook Lane (north) to McKinley Street and from Beech Avenue to I-495 are predominantly residential in use. Between McKinley Street and Beech Avenue little residential use remains; a predominance of special exception uses and large land users exists.

Preserving housing close to the employment centers of the Business District and NIH is important. The housing stock along Old Georgetown Road should be preserved as residential

by discouraging other uses. These existing single-family houses are well maintained and provide a pleasant atmosphere for travelers to and from the CBD.

This Plan discourages additional special exceptions along Old Georgetown Road and in the adjacent neighborhoods, except those that are community-serving. The pattern of existing uses indicates that the area of Old Georgetown Road from McKinley Street to Beech Avenue has experienced the greatest amount of special exception activity, which includes institutional uses. There are also a number of permitted office uses such as residential professional offices which are used by not more than one member of a recognized profession, such as doctors, dentists, lawyers, accountants, engineers, and veterinarians.

As Figure 9 shows, this section of Old Georgetown Road is lined with special exceptions, institutional uses, and nonresident professional offices. This area already is over-concentrated with special exceptions, many of which are in buildings that do not maintain the character of the surrounding residential community.

It is critical that further special exception activity be discouraged so that the residential character of the road will not be more adversely affected. Because of the cumulative effect of these special exception uses, this Master Plan recommends that many types of additional special exception uses be discouraged along Old Georgetown Road as well as in the adjacent communities. The Board of Appeals should evaluate proposals for additional special exceptions carefully to ensure that the residential character and vitality of Old Georgetown Road are not threatened. This land use recommendation is essential to stabilize these communities and to preserve their integrity.

There are certain special exception uses which do serve the needs of the local community and these petitions should proceed on a case-by-case basis. In addition, their impacts on the residential character of the area are relatively minimal. These include, for example, such uses as child day care, elderly care and housing, group homes, accessory apartments, home occu-

pations, and hospice care. Further, special exceptions which require that a resident dwell in the home will help to maintain the residential character along Old Georgetown Road as compared to special exceptions which would produce vacant offices on evenings and weekends.

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**This Plan discourages additional special exceptions along Old Georgetown Road and in the adjacent neighborhoods,...**

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Review of these, and all special exception petitions, by the Planning staff, the Planning Board, and the Board of Appeals will continue on a case-by-case basis. The guidelines presented later in this section should serve as additional criteria for approval by the Board of Appeals aimed at maintaining both residential scale and character.

**The Plan discourages the assemblage of developed properties for purposes of special exception uses.** As a further means of preserving the residential scale and character of the Old Georgetown Road area, this Master Plan discourages the assemblage of both improved and unimproved lots and discourages the demolition of existing residential structures for the purpose of constructing a large building that is not in keeping with the residential character of the area. Wherever possible, special exception uses should be in existing residential structures.

**The Plan recommends rezoning three sites along Old Georgetown Road from R-60 to R-60/TDR, suitable for 6 to 8 units per acre.** (See Tables 1 and 5 for details.) To revitalize residential use within the area where the largest number of service and commercial uses exist and to increase the housing type and stock, certain parcels are recommended for townhouse development through assemblage. These townhouses should be for residential use *only*. Special exception uses on these lots are discouraged. This proposal to rezone three sites to R-60/TDR is limited to those properties fronting and adjoin-



ing Old Georgetown Road and where access would be from a side street wherever possible. The orientation of the houses should be away from Old Georgetown Road when possible, and efforts should be made to mitigate noise through design of structures and landscaping. Trees should be preserved to re-green and screen along Old Georgetown Road.

This Plan recommends R-60/TDR zoning from Oak Place south to 9010 Old Georgetown Road (M 7), with development in single-family detached housing for residential use. The boundary of the Oakmont Special Taxing District and Oakmont Ordinances approved by the Montgomery County Council should be recognized when the placement of units is determined. Since a portion of M 7 is within the Oakmont Special Taxing District, the site plan should be coordinated with the Oakmont Citizens Committee. Access to M 7 should be at the existing curb cuts on Oak Place and on Old Georgetown Road wherever feasible, and driveways should be consolidated to minimize the number of curb cuts. This recommendation would result in deleting the 1970 Master Plan designation of 9020 Old Georgetown Road as appropriate for nonresidential professional office use.

Two other sites along Old Georgetown Road are recommended for the R-60/TDR Zone: lots LL 3 and M 6. More detailed information on each of these properties can be found in Tables 1 and 5, respectively. Both sites are considered potentially redevelopable, although this Plan is not recommending that the existing uses should change.

There are other sites along Old Georgetown Road that were analyzed for their appropriateness for single-family attached housing, specifically, M 8, M 9, and M 10. This Plan recommends reconfirmation of the R-60 zoning for single-family detached housing on these three sites.

**The Plan recommends that design and landscape guidelines for maintaining and encouraging a high quality appearance and residential character, as well as mitigating traffic noise along the corridor developed and implemented. These**

guidelines are critical to the overall objective of perpetuating the residential nature of Old Georgetown Road. Design guidelines would apply not only to special exception petitions but also to the road as an entity. To create the desired ambience, trees play an important role; the concept of a tree-lined boulevard is critical. Another equally important concept is to "re-green and screen" along the major highway. This would apply not only to private residences, but, more specifically, to special exception uses where an unrelieved expanse of concrete or asphalt exists from the structure to the sidewalk. Other strategies to be used include:

1. implementation of Green Corridors Policy along Old Georgetown Road (see Section 3.11);
2. preparation of a landscape plan/street tree plan, by the State Highway Administration, for Old Georgetown Road as part of a cooperative agreement for planting along State highways; and
3. for special exceptions:
  - elimination of paved front yards in the future, through encouragement of special exception parking in the rear of properties with adequate screening from abutting residences;
  - limitation of special exceptions to existing structures; if minor additions are made, they are strongly encouraged to add no more than 50 percent of the square footage of the existing building;
  - assurance that the architecture of additions is in keeping with the existing structures;
  - screening and buffering from the adjacent property owners is strongly encouraged;
  - control of lighting and signs in keeping with the minimum permitted by the Zoning Ordinance;
  - limitation on business hours of special exceptions to lessen impact on nearby residences; and
  - where possible, consolidation of driveways into a single drive to serve two property owners and/or access from a side street is encouraged to reduce the number of curb cuts along Old Georgetown Road.

This Plan recommends that illegal business uses be monitored and eradicated. As a further means of guiding and controlling the character of Old Georgetown Road, it is important that the Department of Environmental Protection make every effort to eliminate violations of the Zoning Ordinance, particularly concerning reported illegal business uses.

**This Plan reconfirms the Bethesda Central Business District Sector Plan boundary.** To prevent the sprawl of commercial uses beyond the CBD, a visually well-defined transition between the residential uses from the commercial zoning is encouraged when the *Bethesda Central Business District Sector Plan* is reviewed.

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**This Plan recommends that illegal  
business uses be monitored  
and eradicated.**

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### **Transportation and Pedestrian Access**

The volume of traffic on Old Georgetown Road is considered to be a major transportation problem in the area. General recommendations are found in Chapter 4 of this Plan. **More specific recommendations include:**

1. Traffic alleviation measures should be implemented, keeping in mind that Old Georgetown Road is classified as a major highway. Alternatives to single-car driving would be the most desirable means of reducing volume, especially providing incentives for increased transit use.
2. Commuter traffic and parking on secondary streets should be discouraged.
3. The number of curb cuts on Old Georgetown Road should be kept to a minimum. Consolidation of driveways should be encouraged and use of perpendicular streets for access to corner properties should be encouraged.
4. Rights-of-way have been dedicated for segments of Spruce Tree Avenue and Alta Vista Road that are as yet unbuilt. Alta Vista Road should not be connected since that would create a secondary street cut-through from Wisconsin Ave-

nue to Old Georgetown Road. The unbuilt right-of-way is now being used as a hiker-biker path by the neighborhood. The Spruce Tree Avenue unbuilt right-of-way should be reviewed in the context of the development on the two adjacent parcels.

Closely related to the volume of traffic are problems of safety and pedestrian movement, not only along Old Georgetown Road but also in the adjacent communities. So that Old Georgetown Road will not be perceived as a barrier separating the area into eastern and western segments, recommendations must be made regarding pedestrian safety and linkages.

1. People who live and work along or in proximity to Old Georgetown Road must be able to enter and leave the road safely. Consolidation of driveways will reduce conflict with highway traffic.
2. Crossing Old Georgetown Road to get to institutional and public facilities such as schools, YMCA, churches, parks, Metrobus stops, and bike paths can be difficult and dangerous. Pedestrian activated walk signals at critical intersections should be installed to provide for increased safety and greater crossing ease. These pedestrian safety improvements should be implemented at the intersections of Old Georgetown Road with Beech Avenue, Greentree Road, Huntington Parkway, and Battery Lane. Additional safe crossings should be provided at Cedar Lane and Locust Avenue and at Wisconsin Avenue and Cedar Lane. It should be possible to accomplish this without lowering the ability of Old Georgetown Road to serve traffic movement along the corridor.
3. Pedestrian path linkages (hiker/biker) should be developed to further enhance pedestrian movement and recreational opportunities and to encourage non-auto commuting. (See Section 4.13.) As shown in the *Master Plan of Bikeways*, this network should link residential neighborhoods with the Metro at Grosvenor and NIH, and with Rock Creek Park and the Bethesda Business District. This linkage system could provide an alternative pathway to the sidewalk along Old Georgetown Road.

## **Community and Community Retail**

A strong sense of community exists in the neighborhoods surrounding Old Georgetown Road. The numerous public and private facilities in the area can provide opportunities for social interaction and exchange. No rezoning to provide retail services is anticipated since the area is close to the Bethesda Business District, Wildwood Shopping Center, Georgetown Square, and White Flint Mall.

### **3.33 Pooks Hill Plan**

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#### **Land Use, Community, and Environment**

The area known as Pooks Hill is bounded by the Beltway on the north, Wisconsin Avenue on the east, and Old Georgetown Road on the west. The southern boundary is formed by the edge where the R-60 and higher density multi-family zones converge. Land use is reflected in several zoning categories: R-60 (single-family), R-T (townhouses), R-30 (multi-family low-density), R-H (multi-family high-rise), and H-M (hotel-motel).

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**This Plan recommends the reconfirmation and the containment of the existing zoning on Pooks Hill,...**

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It is the juxtaposition of a single-family neighborhood, Maplewood, with the variety of relatively dense multi-family structures that makes Pooks Hill unique in Bethesda-Chevy Chase. While there is a mix of zoning types and land uses in Pooks Hill, this high density residential community has the appearance of internal compatibility.

This Plan recommends the reconfirmation and the containment of the existing zoning on Pooks Hill, thereby maintaining the boundary between higher and lower density zoning, and recommends against the encroachment of higher density housing into the adjacent single-family neighborhood.

The area is served by a local park, the YMCA, and several places of worship. These facilities provide an opportunity not only for recreation but also for social activities, both of which are so important in creating a "community" environment.

The northern boundary of Pooks Hill is I-495. There is an environmental concern regarding possible air and noise pollution for those residences and other uses which border the Beltway. This issue is discussed in more depth in Section 5.22.

#### **Transportation and Pedestrian Access**

Pooks Hill's location between two major highways makes it a logical cut-through for people going between Old Georgetown Road and Wisconsin Avenue. The high-density development also means large numbers of Pooks Hill residents commute to and from their places of employment. For this reason, there have been measures taken in the past to address transportation issues in the area. Access restrictions on Linden Avenue have already been implemented to deter cars from cutting through the adjacent single-family area from Pooks Hill during peak commuting periods. The Plan endorses the continuation of these restrictions to avoid increasing cut-through traffic that would require a widening of Beech Drive and completion of Alta Vista Road. **Current recommendations include:**

1. The Pooks Hill Avenue intersection with Wisconsin Avenue and its relationship to the I-495 interchange should be further studied. There is also a problem with traffic coming off I-495 using Pooks Hill Road as a turnaround to go north on Wisconsin Avenue. (See Section 4.23.)
2. Since Pooks Hill is near both the NIH and Grosvenor Metro stations, consideration should be given to the most effective way of providing pedestrians direct pathway and bike-way access to these stops. A pedestrian pathway is recommended along Wisconsin Avenue connecting the Pooks Hill community to the NIH campus and its Metro station. Another pedestrian linkage to the NIH Metro would be on the secondary streets through the Maplewood community. When the former Linden Hill Hotel property redevelops, an additional bikeway should be provided. It would

link the community to the path suggested by the Master Plan of Bikeways for the old trolley right-of-way.

3. The Ride-On bus service from Pooks Hill to the Medical Center station could be increased in frequency. Perhaps another route could be added connecting the Grosvenor station and White Flint Mall in one direction and the Davis Tract and Montgomery Mall in the other.

## **3.4 Palisades—Western B-CC**

### **3.41 Areawide Plan**

This portion of the Bethesda-Chevy Chase Planning Area is bounded on the north by River Road, on the south by the Potomac River, on the east by the District of Columbia, and on the west by I-495. Western B-CC includes the Westbard Sector Plan Area. (See Section 3.53.) Table 6 shows the vacant and redevelopable land use recommendations in the Palisades. The accompanying 1000-foot scale map of the Zoning and Highway Plan can be referenced for Section 3.4.

Currently, the predominant zoning is R-60 with the exception of a wedge of R-200 in the southeast quadrant of the intersection of River Road and Wilson Lane, one small R-T zoned site on MacArthur Boulevard, and some R-30 zoning in the Cabin John community and in the Sumner area. There are three neighborhood shopping centers—Little Falls Mall, Glen Echo Center, and MacArthur Plaza—and several small, commercially-zoned sites along MacArthur Boulevard and one at the intersection of Massachusetts Avenue and Goldsboro Road. (See discussion in Section 3.42.)

This Plan recommends preservation of the Potomac Palisades' unique environmental features of steeply wooded slopes and vistas and the perpetuation of the open space character established in the area.

The scenic Palisades is one of the few areas in Montgomery County with a combination of delicate, irreplaceable environ-

mental features of wooded bluffs, river, and cliffs. The large stands of mature trees are not only a critical asset from an environmental perspective but also greatly contribute to the ambience associated with the area. The steep slopes of the Palisades are an integral part of this character since they form the scenic vistas and overlooks of the Potomac River. Their preservation in an undisturbed state is essential to minimize erosion and stream degradation. Due to these unique, lovely, and relatively unspoiled characteristics, it is of great importance to protect this area through a variety of measures.

**As the first and foremost means of preserving this environmentally sensitive area, the Plan recommends downzoning the area from Massachusetts Avenue to the Potomac River and west of Sangamore Road to Goldsboro Road from the current R-60 Zone to R-90.** The Town of Glen Echo and the Brookmont community are to remain R-60. This downzoning is recommended only if a text amendment to the Zoning Ordinance clarifying Division 59-G-4 Nonconforming Uses is adopted.

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**This Plan recommends preservation of the Potomac Palisades' unique environmental features of steeply wooded slopes and vistas and the perpetuation of the open space character established in the area.**

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This Zoning Text Amendment would be designed to define nonconforming structures and set forth attendant rights and restrictions. Its application would be limited to residential structures. It would enable an applicant to obtain a building permit to reconstruct or enlarge a residential nonconforming structure provided it is constructed legally, in accordance with the development standards of the zone then in effect at the time the structure was originally constructed.

**Table 6**

**PALISADES LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
P 1	P167 MacArthur Blvd and 80th St	2.3 acres	Vacant, trees (6 du potential)	R-90	Single-family	R-90	<ul style="list-style-type: none"> <li>- Need floodplain study, may be some wetlands outside stream buffer</li> <li>- Preserve trees and slope</li> <li>- No additional curb cuts on MacArthur Blvd, should access via dedicated but unbuilt 80th Ct</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and protect the sloped and treed character of the site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>
P 2	P700 Tomlinson Ave and Endicott Ct	5.6 acres	Vacant, trees (11 du potential)	R-200	Single-family (11 du potential)	R-200, suitable for cluster	<ul style="list-style-type: none"> <li>- Site plan required</li> <li>- Preserve mature trees</li> <li>- Protect stream valley and slopes</li> <li>- Provide noise buffer from Beltway</li> <li>- Provide pedestrian access to local park</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and protect the environmental character of the site</li> </ul>
P 3	a. MacArthur Blvd and access ramp to Clara Barton Parkway (Cabin John Gardens) b.		Single-family housing	R-60	Single-family	R-60	<ul style="list-style-type: none"> <li>- Retain existing structures</li> </ul>	<ul style="list-style-type: none"> <li>- Conforms to existing development pattern of immediate neighborhood</li> </ul>
P 4	MacArthur Blvd and Braeburn Pl	1.47 acres (4 & 5)	Vacant, trees (6 du potential)	R-60	Conservation Area	R-60	<ul style="list-style-type: none"> <li>- Dedicated but unbuilt east and west entrance Braeburn Pkwy on each side</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>	

Definitions: Single-family means single-family detached; townhouse means single family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate

Table 6 (Cont'd.)

PALISADES LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
P 5 P330	MacArthur Blvd and Braeburn Pl	1.47 acres (4 & 5)	Vacant, trees (6 du potential)	R-60	Conserva- tion Area	R-60		<ul style="list-style-type: none"> <li>- Undevelopable due to flood plain</li> <li>- Stream buffer comprises 90% of parcel</li> </ul>
P 6 a. P68	Laverock and and Wilson Las	2.01 acres	Vacant, trees (8 du potential)	R-60	Conserva- tion Area	R-60	<ul style="list-style-type: none"> <li>- Stream buffer comprises 75% of parcel</li> <li>- Problem of access across intermittent stream</li> </ul>	<ul style="list-style-type: none"> <li>- Protect and enhance the environmental character of site</li> </ul>
b. P A	Laverock and Wilson Las	6.14 acres	1 House, trees (25 du potential)	R-60	Conserva- tion Area	R-60	<ul style="list-style-type: none"> <li>- Stream buffer along western perimeter of property, may have wetlands outside floodplain</li> <li>- Steep slopes, particularly in northern portion</li> <li>- Site design to preserve trees</li> <li>- Problem of access</li> </ul>	<ul style="list-style-type: none"> <li>- Protect and enhance the environmental character of site</li> </ul>
P 7	Goldsboro and River Rds	9.8 acres	Former Massachu- setts Ave right-of-way (49 du potential)	R-60	Town- house and Single- family (25 du potential)	R-60, suitable for cluster	<ul style="list-style-type: none"> <li>- Encourage Housing Opportunities Commission project or other affordable housing alternative</li> <li>- Site plan review required for optional method of development</li> <li>- Density may be reduced due to environmental constraints</li> <li>- Plan should be sensitive to the single-family detached abutting neighborhoods</li> <li>- Concentrate higher density (townhouses) near River Rd and maintain open space on southern portion of site</li> <li>- Access via River Rd or Pyle Rd</li> <li>- Preserve as much of existing tree cover as possible and provide buffer for adjoining neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>- Meet housing goals</li> <li>- Provide transit service-able housing</li> <li>- Ensure neighborhood compatibility</li> <li>- Protect and enhance environmental character of site</li> </ul>

**Table 6 (Cont'd.)**

**PALISADES LAND USE AND ZONING RECOMMENDATIONS**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Zone	Recommended Use	Zone	Conditions, Constraints, Comments	Rationale
P 7 (Cont'd.)							<ul style="list-style-type: none"> <li>- Encourage interagency and citizen participation in site plan review process</li> <li>- Limit the number of dwelling units to 25 (exact number to be determined at site plan)</li> <li>- Hiking and/or biking trail should be provided by the developer through the site to connect to Merrimac Neighborhood Park, provided that it would not require a reduction in units below 25</li> </ul>	
P 8	P619 P735 MacArthur Blvd and Goldsboro Rd	5.23 acres	House (26 du potential)	R-60	Town- house (26 du potential)	R-60	<ul style="list-style-type: none"> <li>- Should not expect to receive full density</li> <li>- Development should cluster in relatively flat area adjacent to Goldsboro Rd</li> <li>- Suitable for cluster to preserve steep slopes</li> </ul>	<ul style="list-style-type: none"> <li>- Reduce density due to extreme environmental constraints (slopes, possible wetlands)</li> <li>- Enhance and protect the environmental character of site</li> </ul>
P 9	Pt. Block F MacArthur Blvd and Goldsboro Rd	3.78 acres	Vacant, trees (15 du potential)	R-60	Single- family (7 du potential)	R-200, suitable for cluster	<ul style="list-style-type: none"> <li>- Comparable density to contiguous subdivision (Tulip Hill)</li> <li>- Difficult to achieve full development density</li> <li>- Site plan required for cluster</li> <li>- Careful siting required to preserve trees, particularly along MacArthur Blvd</li> <li>- Provide adequate buffering from single-family homes on Tulip Hill Terr</li> </ul>	<ul style="list-style-type: none"> <li>- Average lot size in Tulip Hill is 22,000 sq. ft.</li> <li>- Reduce density due to extreme slopes</li> <li>- Enhance and protect environmental character (trees and slopes) of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>

Table 6 (Cont'd.)

PALISADES LAND USE AND ZONING RECOMMENDATIONS

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
P 10 P26	MacArthur Blvd and Goldsboro Rd	4.85 acres	2 vacant houses, trees (20 du potential)	R-60	Single- family (9 du potential)	R-200, suitable for cluster	<ul style="list-style-type: none"> <li>- Comparable density to contiguous subdivision (Tulip Hill)</li> <li>- Difficult to achieve full development density</li> <li>- Site Plan required for cluster</li> <li>- Careful siting required to preserve trees, particularly along MacArthur Blvd</li> <li>- Provide adequate buffering from single-family homes on Tulip Hill Terr</li> </ul>	<ul style="list-style-type: none"> <li>- Average lot size in Tulip Hill is 22,000 sq. ft.</li> <li>- Reduce density due to extreme slopes</li> <li>- Enhance and protect environmental character (trees and slopes) of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>
P 11	MacArthur Blvd and Wissoming Rd	6.5 acres (estimate)	Vacant (27 du potential)	R-60	Parkland/ Open Space	R-90 (with down- zoning)	<ul style="list-style-type: none"> <li>- Needs careful study for potential acquisition by National Park Service and/or M-NCPPC</li> <li>- Provide overlook area to the Potomac River</li> <li>- Should not expect to receive full density due to severe environmental constraints</li> <li>- Abandon Saranac Rd</li> </ul>	<ul style="list-style-type: none"> <li>- Preclude negative environmental impact of development of severe steep slopes</li> <li>- Enhance and protect environmental character of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> </ul>
P 12 P801	MacArthur Blvd and Sangamore Rd	4.35 acres	House, trees (18 du potential)	R-60	Town- house (15 du potential)	R-90, suitable for cluster (with down- zoning)	<ul style="list-style-type: none"> <li>- Site plan required</li> <li>- Potential access problem via Brooks La to be addressed at site plan for cluster</li> <li>- No access via MacArthur Blvd</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance and protect environmental character (trees and slope) of site</li> <li>- Preserve green quality of MacArthur Blvd Scenic Route</li> <li>- Buffered by non-residential use (DMA)</li> <li>- Locate townhouses near community retail</li> <li>- Plan recommends no curb cuts along MacArthur Blvd</li> </ul>



Massachusetts Avenue separates an area to the north that is urban/suburban in its character and close to the Bethesda Business District from an area to the south which has a more rural, open space feel related to the Potomac River. Because of the more urban development pattern already established north of Massachusetts Avenue, the R-60 zoning there is being reconfirmed. The land east of Sangamore Road will also remain R-60 for similar reasons. The R-90 and R-200 zoning in the remainder of the western portion is also being reconfirmed.

Since the Town of Glen Echo has expressed interest in historic district designation, it is important that the existing townscape, established by the R-60 zoning pattern, be maintained to preserve its historical and architectural merit. Lot/Parcel analysis for the Brookmont community indicated that there was little environmental benefit to be gained by including the area in the downzoning since the average lot size is close to R-60 standards and there are only some four parcels remaining unimproved.

The established pattern of development in the Palisades area has resulted from average lot sizes larger than the minimum 6,000 square feet required for the R-60 Zone. These larger lots have allowed for less intrusion on the steeply sloped and wooded topography characteristic of this area. Rezoning to the R-90 Zone will increase the minimum new lot size to 9,000 square feet and thus allow for greater sensitivity to the erosion and run-off issues associated with the steep slopes of the Palisades.

**This Plan recommends preservation of steeply sloped areas of 25 percent and greater by strict adherence to the criteria established in the "Staff Guidelines for the Protection of Slopes and Stream Valleys," prepared by the Montgomery County Planning Department staff (April 1983).** Due to the sensitive topography in the Palisades, it is critical to protect these steep slopes from disturbance. (See Figure 15, Chapter 5.) With development pressure mounting, slopes which were once considered "unbuildable" are now being developed. In many instances, these slopes are being cleared of

vegetation and excavated, leading to further erosion and run-off. To minimize this destruction, these guidelines should be strictly applied to preliminary plans of subdivision for this area. Where areas of steep slopes and mature trees exist, a conservation easement may be placed to ensure the preservation of these environmentally-sensitive areas in an undisturbed state. The placement of conservation easements should be done on a case-by-case basis.

**Cluster development in the form of townhouses and single-family detached units is recommended on specific vacant and redevelopable parcels of three acres and larger.** These parcels are considered environmentally sensitive due to the presence of mature trees, steep slopes, and/or stream valleys. Cluster development is recommended *only* on parcels P 2, P 7, P 8, P 9, P 10, and P 12.

As a further means of protecting the open space and green character of the area, as well as of preventing steep slopes from being disturbed, townhouse development and clustering of single-family detached housing is being recommended on designated vacant and redevelopable parcels. The accompanying table and map indicate which parcels are considered appropriate. This type of clustering would provide significantly greater environmental benefits than if the sites were developed under the base zone.

In the cases indicated, protection of the environment is considered as important as compatibility, though it will be critical to buffer the townhouses from the surrounding single-family detached housing. For these reasons, the full density shown may not be achieved.

**The Plan recommends developing a scenic overlook in coordination with the National Park Service to highlight vistas of the Potomac River.** With the Potomac River as a valuable resource for the area, opportunities should be explored for providing a scenic overlook between Glen Echo and Brookmont, where the parking and human impact could be minimized. Parcel P 11 is being recommended for park-

land/open space use for this purpose. This site affords one of the few opportunities in Montgomery County to provide a public viewing point of the river gorge from a higher elevation. The

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**This Plan supports the continued use of Glen Echo Park as an important regional and community cultural, educational, and recreational resource.**

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majority of P 11 has extremely steep slopes which should preclude development. In addition, it is heavily wooded. The site is contiguous with National Park Service land to the east. Saranac Road is dedicated but unbuilt, and should be abandoned since it traverses the most environmentally sensitive area of the site and since the Plan recommends no additional curb cuts along MacArthur Boulevard. The Corps of Engineers reinforced this policy by stating that it does not want any additional points of access along MacArthur Boulevard from Brookmont to the Town of Glen Echo. The National Park Service has expressed an interest in a joint effort towards this scenic overlook project.

**It is recommended that all Federally-owned property currently in a natural state be maintained as protected open space and that the former Glen Echo trolley right-of-way be preserved as public open space and for other public uses.** This Plan supports the continued use of Glen Echo Park as an important regional and community cultural, educational, and recreational resource.

The unique character of the Cabin John community should be retained by keeping the existing scale and type of housing along with the semi-rural, wooded environment.

This community is one of the few areas in Bethesda-Chevy Chase providing a diversity of housing types at a range of prices. This mix results in an opportunity for housing for people who otherwise might not be able to live in the Planning Area. This is one important factor in the strong sense of com-

munity which exists among the citizens of Cabin John. It is important that this neighborhood with its variety of housing be maintained.

The Palisades includes 5 properties which are currently on the *Master Plan for Historic Preservation*, 12 which have been designated as part of this planning effort, and 5 which have been removed from the *Locational Atlas*. Refer to the Chapter 7 for more detailed information.

This Plan recommends designating MacArthur Boulevard from the District Line to the intersection with Falls Road in the Potomac Subregion as a State of Maryland Scenic Route.

The Scenic Route System was developed by the State to encourage Marylanders and other visitors to travel roads through areas of unique cultural and historic value and natural scenic beauty. The Palisades and the Potomac River are both uniquely scenic and naturally beautiful. If this portion of MacArthur Boulevard were designated a Maryland Scenic Route, it would complete a Scenic Route link through Montgomery County and would provide tourists an opportunity to experience the natural environment. As a means of further preserving the green quality of the Palisades, there should be no additional curb cuts along MacArthur Boulevard.

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**This Plan recommends designating MacArthur Boulevard...as a State of Maryland Scenic Route**

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This Plan for the western portion of Bethesda-Chevy Chase seeks to moderate the effects of future increases in traffic volume and of commuter traffic cutting through neighborhoods. Emphasis should be placed on pedestrian access and safety.

The Clara Barton Memorial Parkway, MacArthur Boulevard, Massachusetts Avenue, and River Road all serve as access roads to the major employment centers: the Bethesda Business District, NIH, Defense Mapping Agency (DMA), and the District of Columbia. This results in high volumes of com-

muter traffic through the area. Given that the first exit from the Clara Barton Parkway to MacArthur Boulevard is at Cabin John, there is a particularly high volume of traffic here, often from out-of-state vehicles. Many of these cars take Wilson Lane and Goldsboro Road to the Bethesda Business District. (See the Transportation Plan, Chapter 4.) The southern leg of the Georgetown Branch traverses the eastern portion of the Palisades area. There is discussion of the proposed use of the segment in Section 4.14.

**The following transportation recommendations apply in this area:**

1. An asphalt covered hiker-biker path parallels MacArthur Boulevard for practically its entire length in the Palisades. This existing trail is an important link in the *Master Plan of Bikeways* network. As such, the path should be repaired where needed and properly maintained.
2. Pedestrian safety improvements should be implemented in this area as recommended in Section 4.13 of this Plan.

### **3.42 Community Retail Centers**

There are a number of community and neighborhood commercial centers throughout western B-CC. The three largest—Little Falls Mall, Glen Echo Center, and the MacArthur Plaza in Cabin John—are located in the eastern, central, and western portions of the area, so the communities have good access to convenience shopping. In addition, there are several smaller C-1 sites scattered throughout the Palisades area. Table 7 displays what is discussed below.

#### **Little Falls Mall (PC 13)**

**The Plan recommends that the C-1 Zone be reconfirmed for the Little Falls Mall site.** This will allow continued use of the Mall as a community-oriented retail center to serve local shopping and service needs and to reinforce the sense of community.

The surrounding residential areas include a well planned

mix of densities: single-family houses, townhouses, garden apartments, and moderate cost apartments. The Sumner site of the Defense Mapping Agency is across Sangamore Road from the Mall. A supermarket and drugstore currently anchor the Mall, which includes several offices and a variety of shops and services.

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**In order to enhance the Mall's use... public amenities and additional landscaping are encouraged as part of any new development.**

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Any plans to expand the Mall under the existing zoning should include community-oriented goods and services and should be combined with vigorous efforts to protect the adjacent residential neighborhood from cut-through traffic.

Future retailing trends may require anchor stores to expand in order to maintain competitiveness. The retail focus should be to continue to serve the community rather than to attract customers and traffic from a much wider area. There is concern that Mall expansion might lead to more traffic cutting through the Sumner neighborhood from Massachusetts Avenue to Sangamore Road. The neighborhood lacks sidewalks, and high traffic speeds pose a safety hazard. Enforcement of speed limits must be combined with entry-and-exit turning controls in order to maintain the quality of life and cohesion of this community.

In order to enhance the Mall's use by the community and its compatibility with adjacent uses, public amenities and additional landscaping are encouraged as part of any new development.

The Little Falls Mall has existing commercial development potential. Since the owners have expressed an intent to add new retail space, there is an opportunity for providing not only

**Table 7**

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
PC 13 Little Falls Mall Sangamore Rd	11.88 acres	Grocery, shops, offices	C-1	Grocery, shops, offices	C-1	- Seek voluntary cooperation with recommendations for: o Outdoor public use space o Increased landscaping o Pedestrian connections	- Enhance role of Mall as "community magnet" - Improve economic viability of the Mall
PC 14 Glen Echo Center MacArthur Blvd Goldsboro Rd	1.40 acres or 61,000 g.s.f.	Convenience stores, 2nd story offices	C-1	Convenience stores, 2nd story offices	C-1	- Add benches, tables, planters if feasible	- Enhance use as neighborhood center
PC 15 MacArthur Plaza MacArthur Blvd and Seven Locks Rd	1.72 acres	Grocery store, post office, bank, 1st and 2nd story offices	C-1	Grocery store, post office, bank, small shops, family restaurant, 2nd story offices only	C-1	- Add benches and trees to landscaped strip and extend to link with Fire House (see below) - Add benches, planter to arcade - Add identity sign reflecting community character	- Enhance use as neighborhood center
Cabin John Fire House	0.14 acre 6,000 g.s.f.	Architectural/engineering offices	C-1	Offices	C-1	- Link with landscaped strip	- Unify site

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

**Table 7 (Cont'd.)**

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale	
		Use	Zone	Use	Zone			
PC 16 Inn at Glen Echo and adjacent parcels MacArthur Blvd and Tulane Ave	Inn=5,000 g.s.f. (building) lot=3,361 sq.ft.	a.	Restaurant Parking	C-1 R-60	Restaurant Parking	C-1 R-60	- Retain existing house - Retain R-60 zone for parking	- Potential historic and architectural interest - Additional C-1 not appropriate due to poor visibility and traffic conflicts at the intersection
		b.	3 Residences	R-60	Residential/ Office	R-60, suitable for C-T	- Retain existing houses	- Continue residential scale and character - Suitable for commercial use due to proximity to restaurant - Provide flexibility in use
		c.	Vacant (2 du potential)	R-60	Glen Echo Town park or single- family housing	R-60	- More appropriate use would be park - Construct tennis courts or other adult active recreation	- Location and access problems Isolated site not suitable for young children's recreation - Children's play area provided in adjacent Glen Echo Park
PC 17 Bonfield's Garage and adjacent vacant lot MacArthur Blvd	13,610 sq.ft.		Service station	C-1	Existing use or other appropriate use	C-1	- Retain existing structure in conformance with conditions outlined in historic designation	- Designated on <i>Master Plan for Historic Preservation</i>
PC 18 Garfield Studio Bryn Mawr Ave & MacArthur Blvd	8,700 sq.ft.		Vacant house	C-1	Existing use or other appropriate use	C-1		- Little development potential remaining on site

Table 7 (Cont'd.)

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
PC 19 Wild Bird Center MacArthur Blvd and 77th St	20,900 sq.ft.(lot) (.48 acres)	2 houses with Retail and Offices	C-1	Existing uses or other appropriate retail use	C-1 for footprints of existing structures and re- quired parking R-90 for balance of property	<ul style="list-style-type: none"> <li>- Size of current C-1 zoned lot could result in potential development of 14,583 sq.ft. (.7 FAR) which is inappropriate scale</li> <li>- Approximately 11,000 sq.ft. (0.25 ac.) will retain the C-1 Zone</li> <li>- Approximately 9,900 sq.ft. (0.23 ac.) is recommended for R-90</li> <li>- Any future development on site should reflect the character of area and should be of design and scale to enhance the ambience of MacArthur Blvd and the Palisades</li> </ul>	<ul style="list-style-type: none"> <li>- Assure continued use on site that is residential in scale</li> <li>- Plan recommends Scenic Route designation for MacArthur Blvd</li> </ul>
PC 20 Alpine Veterinary Clinic MacArthur Blvd and 78th St	7,560 sq.ft.	Veteri- nary clinic	C-1	Existing uses or other appropriate retail use	C-1		<ul style="list-style-type: none"> <li>- Assure continued use on site that is residential in scale</li> <li>- Plan recommends Scenic Route designation for MacArthur Blvd</li> </ul>
Lot behind Alpine Veterinary	7,500 sq.ft. (.17 ac.)	Vacant (1 du poten- tial)	C-1	Single- family	R-60	<ul style="list-style-type: none"> <li>- Rezone to R-60 to meet minimum lot size requirement</li> </ul>	<ul style="list-style-type: none"> <li>- Parcel too small for commercial development</li> <li>- Location off MacArthur Blvd is not desirable for commercial use</li> <li>- Meet housing goals</li> </ul>

**Table 7 (Cont'd.)**

**PALISADES LAND USE AND ZONING RECOMMENDATIONS  
FOR THE COMMUNITY RETAIL CENTERS**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
PC 21 Captain's Market MacArthur Blvd Tomlinson Ave	13,605 sq.ft.(lot)	Convenience store	C-1	Convenience store	C-1	- Voluntary upgrade of exterior and parking lot - Scale inappropriate	- Scale and use appropriate as community-serving for convenience goods
PC 22 Park Building Massachusetts Ave and Goldsboro Rd	75,000 g.s.f. (building)	Bank, offices	C-1	1st floor Retail, bank, offices	C-1		- Site is developed to maximum potential; no change anticipated
PC 23a Frank S. Phillips, Inc. adjacent to DMA Dalecarlia site	13,151 sq.ft.(lot) 8,292 sq.ft.(air rights) 12,900 g.sq.ft. (building)	Offices	C-1	Offices	C-1	- Continue existing office use	- Appropriate scale
PC 23b Kreger's Exxon MacArthur Blvd	29,239 sq.ft. (lot) (.67 ac.)	Service Station	C-1	Existing use or other appropriate retail use	C-1 for footprints of existing building and re- quired parking R-60 for balance of property	- Size of current C-1 zoned lot could result in development potential of 20,416 sq.ft. (.7 FAR) which is inappropriate scale - Approximately 17,214 sq.ft. (.39 ac.) will retain the C-1 Zone - Approximately 12,025 sq.ft. (.28 ac.) is recommended for R-60 - Any future development on site should reflect the character of area and should be of design and scale to enhance the ambience of MacArthur Blvd and the Palisades	- Assure continued use on site that is residential in scale - Plan recommends Scenic Route designation for MacArthur Blvd

additional community-oriented uses but also outdoor public use space, such as a corner courtyard and promenade, to serve the people who live and work near the shopping center. Any proposed new commercial development on the site is encouraged to include a landscaped public use space with benches and tables to allow sitting, eating, and public gatherings. The owners of the Mall have been generous in providing for community use of a meeting room. Continued efforts by both the owners and neighborhood organizations to promote public events at the Mall could enhance its role as a community magnet.

The existing development includes landscaping on the center's periphery and shade trees in the parking lot. Additional landscaping at the eastern and southern entrances to the building and installation of trees in conjunction with an expanded walkway system would be desirable. As security lighting is installed to enhance nighttime safety, care should be taken that it not disturb adjacent residential neighborhoods.

Better pedestrian connections to and through the Mall are needed to improve accessibility and reduce reliance on the automobile.

Sidewalks should be installed along the sections of Sangamore Road where they are now lacking in order to allow residents of the Sumner Highland Apartments and townhouses to the south safe access to the Mall. Pedestrian walkways into the Mall are needed at the southern entrance opposite the apartments and across from the Sumner Court townhouses on Sentinel Drive. A protected pathway should be extended from the Mall across the parking lot to Sumner Village.

### **Glen Echo Center (PC 14)**

**The Plan reconfirms the existing C-1 zoning on this site and endorses its continued use as a neighborhood-oriented shopping facility.** The two-story structure at MacArthur Boulevard and Goldsboro Road currently houses neighborhood convenience stores and second story offices. Access and parking is

a severe problem, but there is no clear solution because of the site's location, size, and configuration. Opportunities for providing public use space are limited. Subject to the owner's determination of feasibility, it would be a desirable enhancement to the center to include benches and tables in front of the shops, protected from the parking lot by plants in planter boxes, and decorative paving to help define the seating area.

### **MacArthur Plaza (PC 15)**

**The Plan reconfirms the existing C-1 zoning on this site and recommends efforts to enhance its use by the community.** The site at MacArthur Boulevard and Seven Locks Road contains a two-story modern brick structure and the former Fire House, which has been converted to offices. The *Cabin John Community Plan*, prepared in 1974 after considerable citizen involvement, encouraged the developer to include a family restaurant, small food store, compatible small shops, a post office, and professional offices on the second floor. Current ground floor tenants provide some of those uses but also include two offices, one with blacked out windows. Such uses and window treatments at ground level detract from the vitality of the arcade along the front of the building. They also do not reflect the neighborhood orientation desired by residents and expressed in the purpose clause of the C-1 Zone.

The landscaped strip between MacArthur Boulevard and the parking lot would be enhanced by additional shade trees and benches. It should be extended to link the Fire House to the rest of the site. The arcade would be more appealing with the addition of benches and planters to encourage community shoppers to stroll, sit, and informally gather. A sign should be added which establishes the center's identity and reflects the community's character.

### **Glen Echo Inn (PC 16) and surrounding R-60 lots**

**The Plan reconfirms the C-1 Zone for the two lots containing the Inn and recommends maintaining the existing struc-**



ture. **The R-60 zoning for the lot currently used for parking by restaurant patrons is being reconfirmed.** This site at MacArthur Boulevard and Tulane Avenue contains two lots zoned C-1 surrounded by R-60 zoning. The C-1 lots are currently used for a restaurant located in a residential structure. There is one house next to the restaurant and two behind it. The Town of Glen Echo owns the remainder of the lots in this block, bounded by Tulane, Bowdoin, and Oberlin Avenues and MacArthur Boulevard.

**The Plan recommends designating the three houses immediately adjacent to the Inn along with their adjoining property as suitable for the Commercial Transition Zone.** The Plan does not recommend assemblage of these and the C-1 property for purposes of redevelopment.

This can be supported on the grounds that the site is appropriate for commercial use because of its proximity to the restaurant. It is, however, desirable to retain the existing houses so that the residential scale of the block remains. This recommendation in no way precludes continued use of these houses as purely residential but provides flexibility for an alternative use which may keep the sites attractively residential in character.

**The Plan supports the Town of Glen Echo's proposal for either a park or single-family detached housing on the lots owned by the Town.** Given the location of the two lots, the more appropriate use for the land would be a park rather than housing. The adjacent residences have been recommended for designation as appropriate for nonresidential professional use for the reason stated above. Since there is no desire to further commercialize this relatively small area, it is felt that an open park area would enhance the existing situation as well as provide recreational space for local citizens.

The location is not suitable for a park attracting young children because of its separation from the Town. It is accessible by bike path and would be appropriate for tennis courts or other recreation facilities appealing to older age groups. Ways

should be explored for funding these facilities through cooperation among the Town, M-NCPPC, and the State (Program Open Space).

**Bonfield's Garage (PC 17), Garfield Studio (PC 18), Alpine Veterinary Clinic (PC 20), Captain's Market (PC 21), Park Building (PC 22), and Leland Phillips (PC 23a).**

**The Plan recommends retention of the C-1 zoning for each of these sites in the Palisades.** The existence of these C-1 sites reflects part of the history of the Palisades and contributes to the unique character of the area. With the size of the sites being relatively small, the scale of the redevelopment potential is limited so that the size of any new structure would be somewhat in harmony and consistent with the surrounding residential uses.

In most cases, the current uses on these sites are those that the community supports and would like to see maintained for the future. Reconfirmation of existing zoning would allow any of the uses permitted in the C-1 Zone. If a change in use from the current one occurs, the new use should be one that serves the needs of the local community. Indiscriminate redevelopment in commercial uses incompatible with the character of the area is discouraged.

Bonfield's Garage has been designated on the *Master Plan for Historic Preservation*. (See Chapter 7.) This Plan recommends retention of the existing structure, although the historic designation noted the potential for relocation of the building. Future use should be one that maintains, and is appropriate for, the structure and environs.

**Wild Bird Center (PC 19) and Kreger's Exxon (PC 23b)**

**The Plan reconfirms the C-1 Zone for the footprints of the existing building(s) and the required parking for the current uses and recommends rezoning the balance of the property to either R-90 (PC 19) or R-60 (PC 23b).** Because

each of these sites is .5 acre or larger, the redevelopment potential of each would permit a structure with a square footage approximately three times that of the existing buildings with an FAR of .7. The best way to assure continued uses here that are of a residential scale is to implement the recommendation above, which would essentially enable the construction of a building equal to the square footage of the existing one. The remainder of the area, which would be zoned residential, is to remain in green space, which further limits the density of each site.

The continued residential scale of C-1 buildings along the entire length of MacArthur Boulevard from the District Line to the Beltway is important to the ambience of the road and to its recommendation for designation as a Scenic Highway. Any future development of these sites should reflect the character of the area and should be of a design and scale which enhance the unique cultural and natural environment of the area.

### **Lot (Parcel 399) behind the Alpine Veterinary (PC 20) on 78th Street in Cabin John**

**The Plan recommends rezoning Parcel 399 from C-1 to R-60.** Since the parcel is not located directly on MacArthur Boulevard and is only 7,500 square feet, the commercial development potential is limited. With the rezoning to R-60, a single-family house could be constructed, meeting the required development standards of the zone.

## **3.5 Sector Plan Areas**

**The B-CC Master Plan recommends that the policies and roles for each of the Sector Plans be reaffirmed.** The Master Plan does not provide comprehensive re-analysis or amend the policies of these Sector Plans. This section describes the roles of each Sector Plan Area in employment, retail and service business, housing, and community identity, and policies related to commercial area boundaries, buffer and transition uses, traffic, and parking.

## **3.51 Friendship Heights CBD Sector Plan**

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### **Roles and Policies**

The Friendship Heights Business District is a relatively small, compact, high density urban area containing a mix of jobs and housing. It is centered in the high income areas of Bethesda-Chevy Chase and northwest Washington, D.C., and has good highway access and a Metro station. The area provides about 9,000 jobs, the third largest concentration of jobs in B-CC. There are four major office buildings, the largest of which is GEICO, which is located outside the boundaries of the CBD. The area provides regional department store shopping and many specialty retail shops, dealing mostly in high-priced goods. Community-scale shopping is provided at the Chevy Chase Center.

Over half the high-rise housing in the entire B-CC Planning Area is in this area, mostly along North Park Avenue. This area has a high quality urban character which includes parks, a new community center, and services to a growing elderly population. A strong community identity exists, due in part to the Village of Friendship Heights (a taxing district) and to strong ties to the surrounding single-family communities.

The total office and retail floor area before 1974 was 1.5 million square feet. New construction and potential development since that time is 1.1 million square feet, for a total of 2.6 million square feet of office and retail floor area. There is a total of 4,200 existing and approved residential units.

*The Sector Plan for the Friendship Heights Central Business District* was adopted in 1974 and was amended in 1984. **The Sector Plan has four important policies and related recommendations:**

1. Provide orderly development within the constraints of the road system. The Sector Plan established density constraints on each property.

2. Protect residential neighborhoods. The Sector Plan preserves open space buffer area and provides transition uses.
3. Avoid degradation of the business community. The Sector Plan provides for use of the new CBD zoning tools.
4. Undertake public improvements. The Sector Plan provides for an improved internal roadway network, through connection between Western and Wisconsin Avenues by way of Friendship Boulevard and The Hills Plaza.

### Land Use Analysis

**The B-CC Master Plan addresses only those areas that lie outside the Friendship Heights CBD boundary.** This includes all of the GEICO and Somerset House properties, as well as the parking for Saks and the Chevy Chase Shopping Center. (See Table 8.)

**Bethesda-Chevy Chase Plan recommendations for these properties are summarized as follows:**

1. Change the zoning for the park at the southwest corner of Dorset Avenue and Wisconsin Avenue from R-H to R-60 to reflect the park use and the nearby residential properties.
2. Confirm zoning on these properties that were addressed in Sectional Map Amendment F-947 (Sector Plan Parcel 3A at R-60, and Parcel 3B at R-H).
3. Confirm the R-60 zoning for parking lots for Saks and Chevy Chase Center and in the surrounding residential area.
4. Increase the area of C-O zoning to allow for expansion of office space on the GEICO property up to 220,000 square feet and confirm the R-60 zoning for the remainder of the property (Parcel N).

The confirmation of other existing zoning outside the CBD boundary is necessary to achieve the policies of the *Friendship Heights Sector Plan* and this Master Plan. Any subsequent changes must address complex transportation and land use issues in a future Sector Plan Review. The future Friendship Heights Sector Plan should review and designate a clear

boundary for the Sector Plan. This Sector Plan should also consider the zoning and additional features of potential GEICO expansion.

### GEICO Expansion

**This Master Plan recommends expansion of the C-O zoned area to allow 220,000 square feet of additional office space on the GEICO property.** Underground parking will serve the new development and replace the existing Western Avenue surface parking lot. (See Figure 10.)

GEICO has proposed that a total of 500,000 square feet of office space be built in three phases over the next 15 to 20 years. Possible subsequent phases of development would be reviewed and evaluated within the framework of the *Friendship Heights Sector Plan* scheduled for study following this Master Plan.

GEICO is a major and stable corporate resident of the County. This Master Plan endorses the objectives of the 1974 Sector Plan concerning the functioning of the GEICO property. The parking on the property functions as a transition use between the CBD and the residential community. The property also contains landscaped buffer areas adjacent to the residential community.

The GEICO proposals are based on a desire to achieve anticipated, long and short-term expansion at the existing corporate headquarters location. GEICO will locate jobs within walking distance of Metro and other public transportation and will expand its successful transportation management and incentive program to minimize peak-hour vehicle trips. The proposed development would maintain a campus atmosphere by the careful location of new office space, by replacing existing surface parking with landscaped open space, by provisions for parkland and conservation areas, and by including other features designed to ensure compatibility of the development with existing and proposed land uses. The site design will continue the transition uses and the buffering features of the property.

**Table 8**

**FRIENDSHIP HEIGHTS LAND USE OUTSIDE OF THE CBD AREA**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
F 1a Willard Ave at Friendship Blvd (south) (also Sector Plan Parcel N)	4.0 acres or 171,620 sq.ft.	Office	C-O (GEICO)	Office	C-O	<ul style="list-style-type: none"> <li>- Retain zone for existing office building</li> <li>- Any possible expansion will be considered during the Friendship Heights Sector Plan Amendment</li> </ul>	<ul style="list-style-type: none"> <li>- Appropriate zone for existing office building</li> </ul>
F 1b	1.65 acres or 72,000 sq.ft.	Parking	R-60/ Special Exception	Office	C O	<ul style="list-style-type: none"> <li>- Recommend rezoning of GEICO tract to allow expansion up to 220,000 s.f.</li> <li>- Endorse land use, design, and transportation capacity recommendations</li> <li>- Any additional expansion will be considered during the Friendship Heights Sector Plan Amendment</li> </ul>	<ul style="list-style-type: none"> <li>- Allows for expansion of a major, stable corporate resident of Montgomery County</li> <li>- Will be compatible with nearby residential areas</li> <li>- Can be accommodated within the transportation capacity of the Sector Plan</li> </ul>
F 1c	20.6 acres or 898,830 sq.ft.	Parking	R-60/ Special Exception	Parking	R-60/ Special Exception	<ul style="list-style-type: none"> <li>- Consider zoning change for an additional 280,000 s.f. when the Sector Plan is re-analyzed to address complex traffic and land use issues involving many properties and the nearby residential communities</li> </ul>	<ul style="list-style-type: none"> <li>- Reconfirm existing zone and special exception use</li> </ul>
F 2 Wisconsin Ave (east) (also Sector Plan Parcel 10A)	6.2 acres or 270,072 sq.ft	Parking (for Chevy Chase Center)	R-60/ Special Exception	Parking	R-60/ Special Exception	<ul style="list-style-type: none"> <li>- No expansion of CBD zoning has been requested; consideration must await Sector Plan to address neighborhood buffer and transition use issues</li> <li>- To be included in Friendship Heights Sector Plan Study boundary</li> </ul>	<ul style="list-style-type: none"> <li>- Parking is required for the Chevy Chase Center</li> <li>- Special exception allows control of buffer landscaping</li> </ul>

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

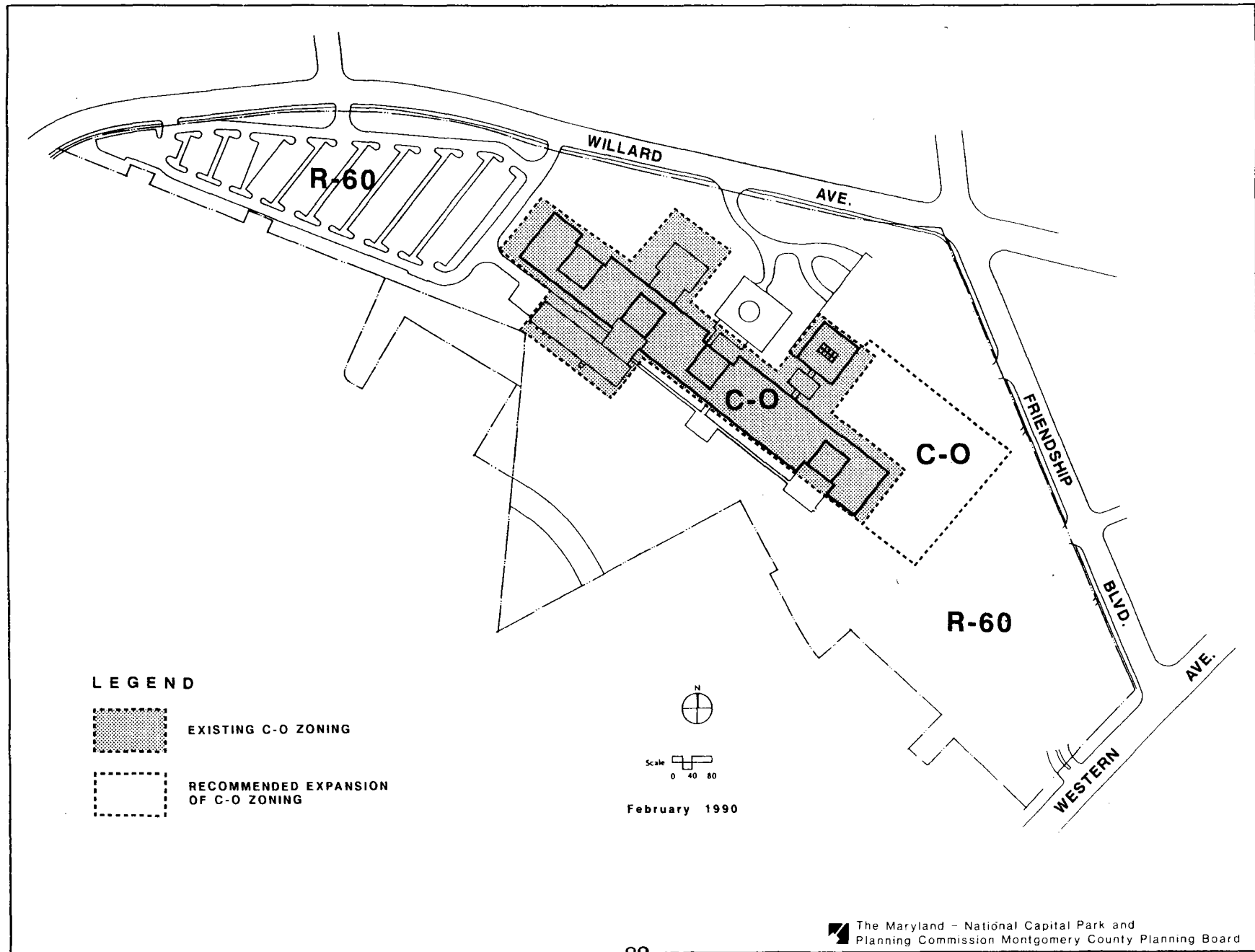
**Table 8 (Cont'd.)**

**FRIENDSHIP HEIGHTS LAND USE OUTSIDE OF THE CBD AREA**

Parcel Identification (#, Owner)		Estimated Area (Acres and/ or Sq. Ft.)	Existing Use Zone	Recommended Use Zone	Conditions, Constraints, Comments	Rationale	
F 3	Wisconsin Ave (east), Oliver St to Montgomery Ave	4.3 acres or 188,000 sq.ft.	Parking (for SAKS)	R-60/ Special Exception	Parking R-60/ Special Exception	<ul style="list-style-type: none"> <li>- No basis for expanding commercial use beyond the SAKS store</li> <li>- To be included in Friendship Heights Sector Plan Study boundary</li> </ul>	<ul style="list-style-type: none"> <li>- Parking is required for SAKS</li> <li>- Special exception allows control of buffer landscaping</li> </ul>
F 4	Dorset Ave at Wisconsin Ave (SW)	1.4 acres or 62,000 sq.ft.	Park (wooded)	R-H	Park R-60	<ul style="list-style-type: none"> <li>- Acquired for Town of Somerset park use. Site remains undeveloped</li> <li>- To be included in Friendship Heights Sector Plan Study boundary</li> </ul>	<ul style="list-style-type: none"> <li>- Committed to park use, change to the same residential zone (R-60) as nearby properties is more appropriate</li> </ul>
F 5a	Wisconsin Ave south of Dorset Ave (west) also Sector Plan Parcel 3 A)	3.5 acres	Open Space	R-60	Open Space R-60	<ul style="list-style-type: none"> <li>- To be included in Friendship Heights Sector Plan Study boundary</li> </ul>	<ul style="list-style-type: none"> <li>- Zoning changed to R-60 in Sectional Map Amendment F-947, 1974</li> <li>- Committed to open space between high-rise housing and Town of Somerset</li> </ul>
F 5b	(Also Sector Plan Parcel 3 B)	14.7 acres or 792,356 sq.ft.	High-Rise Housing (Somerset House) (581 du approved)	R-H	High-Rise Housing R-H	<ul style="list-style-type: none"> <li>- High-rise housing under construction</li> <li>- To be included in Friendship Heights Sector Plan Study boundary</li> </ul>	<ul style="list-style-type: none"> <li>- Zoning confirmed at R-H in Sectional Map Amendment F-947, 1974</li> <li>- Appropriate zone for existing use</li> </ul>
Surrounding Residential Area			Single-Family Housing	R-60	Single-Family Housing R-60	<ul style="list-style-type: none"> <li>- Commercial service or office type special exception uses are strongly discouraged in the Brookdale community</li> </ul>	<ul style="list-style-type: none"> <li>- Maintain and protect the single-family character of surrounding areas</li> <li>- Single-family zoning is supported throughout the B-CC Plan area and should all be confirmed in a subsequent Sectional Map Amendment</li> </ul>

# GEICO'S RECOMMENDED C-O ZONING

Figure  
**10**



The Master Plan makes the following findings concerning approval of C-O zoning for an additional 220,000-square-foot building:

1. The size, topography, and existing nature of development on the site provide opportunities to minimize the impact of future development on surrounding land uses.
2. Careful location, height, and design of the proposed structure minimize visibility and maximize compatibility with surrounding properties.
3. The placement of the additional development adjacent to the existing GEICO building will maintain the character of the Willard Avenue frontage for residents of the high-rise buildings in the CBD.
4. The parking lots were established in the Sector Plan as transition areas between the residential area and the CBD. Changes are proposed to the area between the existing buildings and Western Avenue. Extensive areas of surface parking will be replaced by conservation buffer areas, below-grade parking, rooftop landscaping, and provision of parkland. The development will be compatible with existing and proposed adjacent land uses.
5. Site design features which minimize visibility and continue an open-space campus environment, will provide an appropriate land use between the Central Business District and the Brookdale residential areas and will help maintain the stability of adjoining single-family, detached home residential areas.
6. This Master Plan recognizes that GEICO intends to sell those houses which they own in Brookdale and which are not contiguous to the buffer strip. Such a sale would stabilize and protect the adjacent residential area and would be a good faith assurance of their intent to remain within current Sector Plan boundaries. During the time that any houses are retained in GEICO ownership, they should be maintained to a standard comparable to the surrounding area.
7. The proposed GEICO development is required to continue to operate a transportation management program (TMP) that ensures maintenance of peak hour trip generation within the trip capacity limits of the 1974 *Friendship*

*Heights Sector Plan*. The GEICO expansion is not limited by the specific trip generation rates for office development, but is required to meet the same standards for participation in a TMP as other projects in the County. Section 4.12 of this Master Plan supports such a requirement for all new development in Bethesda-Chevy Chase. The project will not remove any trip capacity allocated to any other property owner under the 1974 *Friendship Heights Sector Plan*.

8. Because of the above features, additional C-O development of up to 220,000 square feet and not exceeding the height of the existing building on the site is in accordance with the policies and recommendations stated in this Master Plan. The development will be compatible with existing and proposed land uses including the high-rise residential, CBD commercial and single-family, detached home residential development in the area.

Based on these findings, this Master Plan endorses an increase in the C-O zoned area to allow an expansion of up to 220,000 square feet in floor area. The expansion will be compatible with nearby residential areas, if the land use and design recommendations are met. The building will be accommodated within the transportation capacity, if the recommendations concerning transportation capacity are met. To ensure land use compatibility and remain within transportation capacity limits, the Master Plan includes the following recommendations.

### **Land Use Recommendations**

1. Approve C-O zoning for enough area to allow development of 220,000 square feet of additional office space, to be located adjacent to the existing GEICO tower and extending from there towards Western Avenue. The building placement shall be in general conformance with this Master Plan's design guidelines.
2. Any rezoning to C-O should be limited to the land area necessary to permit the development of 220,000 square feet and require Site Plan Review based upon the floor area ratio requirements of the Zoning Ordinance. (See Figure 9.)

3. Modifications to the off-street parking special exception will be required. Conditions for such modifications should include limitation of the total amount of parking on the site to the minimum zoning ordinance requirement, relocation of the existing Western Avenue parking lot below-grade, its replacement by landscaping and up to 60 above-grade visitor spaces adjacent to the building, and incorporation of the principles shown in this Master Plan's illustrative site design.
4. To allow for completion of the features of the site design and to minimize future disruption of the site, allow for construction of underground space that would accommodate the minimum parking that would be required for the future GEICO requested development. Access to such space shall be prevented by locked doors or gates and shall not be marked or used for parking unless further development is approved on the site. The existence of this space does not prejudice for or against the future GEICO requested development.
5. This Master Plan reconfirms the R-60 zoning in the adjacent Brookdale community, between the GEICO property and River Road.
6. This Master Plan reconfirms the R-60 zoning on the GEICO property (Parcel N), which is not included in the expanded area to be zoned C-O.
7. This Master Plan recommends that commercial service or office type special exception uses be strongly discouraged in the Brookdale community to maintain the single-family character of the area. Such uses include medical or dental offices and other uses as listed in Master Plan Section 3.12, Special Exceptions, under guideline 2. This recommendation is not intended to discourage approval of home occupations.

### **Design Guidelines**

The proposed design concept for expansion of GEICO's corporate headquarters is a campus-like plan with buildings in close proximity to each other allowing for a pedestrian environment between buildings and substantial green space around the perimeter of the site. The Master Plan includes illustrative

design guidelines to be used at Site Plan Review as a guide for the development of the property. The following recommendations are illustrated in the Appendix.

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### **To establish a campus-like setting for the development, open spaces should be intensely landscaped...**

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1. Any expansion of GEICO's facilities should locate the new building on the northeast side of the existing building to minimize incompatibility with nearby residential areas and to ensure pedestrian connections between buildings.
2. The building height shall be limited to the height of the existing GEICO tower to ensure visual compatibility with nearby residential areas.
3. All required parking for the new building should be located underground except for limited visitor parking. Provide adequate landscaping on top of any new parking structures to buffer views and achieve a park-like character as seen from surrounding streets and residential areas. The underground parking structure can be located in the southeastern portion of the site.
4. The new building facade should be designed to reduce its perceived mass and bulk. An articulated facade which visually breaks up the horizontal length of the building is desirable. The rooftop should be designed with consideration of views from residences in the Village of Friendship Heights.
5. To establish a campus-like setting for the development, open spaces should be intensely landscaped to enhance the pedestrian environment, buffer views of the buildings, and create a park-like character distinctly different from the more urban environment across Friendship Boulevard. Such landscaping to the roof of underground parking areas should minimize the impact on views from high-rise buildings in the Village of Friendship Heights and adjacent single-family residential areas.
6. Intensify the buffer zone along GEICO's boundary with Brookdale by landscaping and berming, creation of conser-



vation easements, and extending the lease of the Brookdale Neighborhood Park to the County to guarantee permanent preservation of a significant buffer between single-family, detached residential and nonresidential uses. (See illustrative design in the Appendix.)

7. Adequate pedestrian connections to surrounding areas and streets should be provided to promote transit serviceability. Adequate pedestrian pathway connections from Willard Avenue through the GEICO campus to the Brookdale Neighborhood Park and on to Wisconsin Avenue shall be provided.
8. Driveway entrances from Friendship Boulevard shall be consistent with MCDOT approved street plans. Driveway entrances from Western Avenue shall be limited to one point of access.
9. Streetscaping along all streets will be required at site plan review. Streetscaping along Friendship Boulevard shall be consistent with approved streetscape plans and will result in a common theme along both sides of Friendship Boulevard.

### **Transportation Recommendations**

1. Trip generation for the proposed development and for existing GEICO facilities shall be limited to 762 peak hour trips, which is the total trip generation assigned to this parcel in the 1974 *Friendship Heights Sector Plan*.
2. A condition of Site Plan approval shall be commitment to a long term transportation management program which is similar to others in the County. The program must include sufficient documentation, reporting of program effectiveness, and signing of a Traffic Mitigation Agreement. Such a program is needed to ensure that the current low rate of trip generation during peak traffic periods is maintained.

### **Future Development**

The Master Plan framework for levels of development (Section 3.1) endorses a moderate level of job development but does not establish specific development limits for each employment center. The moderate level of job development will not ac-

commodate all plans by all of the property owners for major new development. Therefore, a moderate level of new job development must be shared between GEICO and other employment centers, including the Bethesda CBD and the National Institutes of Health.

Any further development of the GEICO Tract should be studied within the context of the *Friendship Heights Sector Plan*. Any future expansion must consider the potential interests of other property owners including some whose standard method development may exceed Sector Plan assumptions (*Friendship Heights Sector Plan* Parcels 5, 6, 8, and 9), and larger owners such as the Barlow interests (Parcels 5, 8, 9, and 14) and Woodward and Lothrop (Parcel 2) who may seek additional density under the optional method. The role of development in the District of Columbia must also be considered in the next Sector Plan review. Subsequent development should, however, be limited to no more than 280,000 additional square feet, with a portion to be located below-grade and no portion visible above ground taller than four stories.

## **3.52 Bethesda CBD Sector Plan**

### **Roles and Policies**

The Bethesda Business District is a large (over 400 acres), high-density urban area containing a mix of jobs and housing. It is centered in a high income area of Bethesda-Chevy Chase which has good highway access and a Metro station. The area provided about 24,000 jobs in 1980, the largest concentration in Bethesda-Chevy Chase. Approval of new office space in the 1980's has been strong and will increase the level of jobs to almost 33,000 by the early 1990's. New jobs will be primarily office-related and will be located in the new nonresidential building floor space expected to be built by the early 1990's. Bethesda also is a strong retail and service center, serving three markets. Regional markets are served through specialty retail and restaurants. The growing office/employment base utilizes retail, restaurant, and service businesses. Community-scale shopping is also provided, particularly in the Bradley

Boulevard and Arlington Road commercial area.

Extensive amounts of housing are located throughout the Business District along Bradley Boulevard, Battery Lane, East-West Highway, and in the Woodmont Triangle. Almost 900 new housing units have been approved for development in the 1980's in the center of Bethesda, near the Metro transit station. Older housing tends to be low-scale apartment or townhouses, while newer projects are high-rise. It is expected that the amount of housing in the Bethesda Business District will increase in future years.

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**The Bethesda Business District is the  
downtown for the Bethesda-  
Chevy Chase area.**

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The total building floor area before 1976 was 9.2 million square feet, including residential development. As of 1986, existing and approved development resulted in 14.0 million square feet of floor area, including over 800 new residential dwelling units. The theoretical zoned maximum development capacity of the Bethesda Business District is 20.9 million square feet. Major street improvements include the one-way pairing of East-West Highway westbound and Montgomery Lane eastbound. Improvements to the north and south ends of Woodmont Avenue provide better circulation within the Business District.

The Bethesda Business District is the downtown for the Bethesda-Chevy Chase area. It provides the commercial heart and the urban identity for the greater B-CC community. The level of involvement with and dependence on the Business District increases greatly for nearby residents. They enjoy the benefits and endure the problems of closeness to a dynamic urban center. For residents surrounding the Business District, public facilities provide important services and a buffer. These facilities include parks, a library, schools, and public parking. Of particular importance has been the presence of B-CC High School, located at the edge of the Business District. Other

nearby facilities include a new B-CC community center on Elm Street, a public pool on Little Falls Parkway, and several private clubs and churches. Most of the surrounding communities are organized into civic associations or incorporated municipalities.

The *Sector Plan for the Bethesda Central Business District* was adopted in 1976. Since that time, the Plan has been amended six times. **The Sector Plan has four important policies and related recommendations:**

1. Limit the floor area of total development to remain within the transportation capacity of the area. Staging plans have been used so that traffic from development should not exceed the average traffic capacity of the highway cordon points around the Business District.
2. Protect and buffer the surrounding residential neighborhoods. The Sector Plan establishes buffer land uses and height guidelines along the edges, which have been enforced. The Planning Department has prepared a plan for improved sidewalk access and landscaping in these areas. An organization of residents and businesses has been formed to plant trees in this area.
3. Conserve and rehabilitate the Business District. The Sector Plan supports higher density optional method densities near the core and allows for continued small-scale redevelopment in the remainder of the Business District. A recent Planning Department study identified ways to promote community-oriented retail and service businesses.
4. Improve the amenity of the area for residents, workers, and shoppers. The Planning Board has provided design guidance to achieve a high quality streetscape plan, public space amenities on private property, and a major program of art in public spaces.

**Land Use Analysis**

The B-CC Master Plan addresses only those areas that lie outside the Bethesda CBD Sector Plan Sectional Map Amendment boundary. Land use and zoning recommendations for these areas are contained on Table 9.

**Table 9**

**BETHESDA BUSINESS DISTRICT LAND USE OUTSIDE THE SECTIONAL MAP AMENDMENT BOUNDARY**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing Use	Existing Zone	Recommended Use	Recommended Zone	Conditions, Constraints, Comments	Rationale
B 1a Jones Bridge Rd to Glenbrook Pkwy (Lots 1-4, 13, Block 5)	2.64 acres or 115,121 sq.ft.	Vacant, trees (1 du, 4 lots)	R-60	Town- house (33 du's potential)	R-60/TDR, (12.5 du's/acre)	- All considered for OM in zoning case #G-318; remanded to Planning Board for reconsideration - B 1a & b & c: Appropriate for 12.5 du's per acre utilizing the optional method	
B 1b Glenbrook Pkwy to Chelsea La (Lots 33-38, Block 3)	0.86 acres or 37,505 sq.ft.	Vacant (2 du's, 6 lots)	R-60	Town- house 10 du's potential)	R-60/TDR, (12.5 du's/acre)	- B 1a & b: Commercial use is not appropriate on these sites - Design guidelines for residential use include: o unit layout to minimize high- way noise impact o preserve some trees on-site o buffer adjacent area	Parcels B 1a & b & c: - Provide housing near major employment - Establish a clear northern limit to the business district
B 1c Chelsea La at Wisconsin Ave (SE)	0.60 acres or 26,160 sq.ft.	Vacant (4 lots)	R-60	Town- house (7 du's potential)	R-60/ TDR (12.5 du's/acre)		
B 2 Bradley Blvd at Fairfax Rd (NW)	1.6 acres	Vacant or Houses (8 dus's, 11 lots)	R-60	Single- Family (11 du's potential)	R-60	- Owner requests consideration for residential townhouse. It is not clear how to limit extensions into other single-family detached areas	- Maintain and protect the single-family character of the surrounding area

Definitions: Single-family means single-family detached; townhouse means single-family attached.

Note: Dwelling unit (du) potential for existing and recommended zoning for each parcel is only an estimate.

**Table 9 (Cont'd.)**

**BETHESDA BUSINESS DISTRICT LAND USE OUTSIDE THE SECTIONAL MAP AMENDMENT BOUNDARY**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing		Recommended		Conditions, Constraints, Comments	Rationale
		Use	Zone	Use	Zone		
B 3a Elm St, at Clarendon Rd	0.4 acres	Parking	R-10	Parking	R-10		- Retain existing use
B 3b Clarendon Rd, from Elm St to Exfair Rd	2.0 acres	Apartments (108 units; exceeds R-10 density of 106 units)	R-10	Apartments	R-10	Parcels B 3 and B 4: - Contains a good mix of housing type and cost Provides good transition between Commercial and single-family areas - Support continuance of some affordable housing, possibly through County purchase of apartment units	Parcels B 3 and B 4: - Existing development appro- ximates the density and conditions of the R-10 Zone - Support continuance of the apartment/townhouse mix - Support continuance of affordable housing
B 4a Clarendon and Fairfax Rds from Exfair Rd to Bradley Blvd	2.6 acres	Apartments (103 units; under R-10 density of 137 units)	R-10	Apartments	R-10	- Parcel B 3: support a Zoning Ordinance Amendment to allow reconstruction of existing uses to the original number of units	
B 4b Bradley Blvd, between Fairfax and Arlington Rds	3.6 acres	Apartments (160 units; under R-10 density of 190 units)	R-10	Apartments	R-10		
B 5a Fairfax Rd from Bradley Blvd to Little Falls Pkwy	8.4 acres	Apartment or Town- house (130 du's; under R-10 potential density of 445 units)	R-10	Town- house (147 du's potential)	R-30	- Redeveloped and under condominium ownership - Expect no further change	- Provide zoning that more closely matches the actual density of the site - Provide a lower density near the R-60 area
B 5b Fairfax Rd at Little Falls Pkwy	0.8 acre	Town- house (Kenwood Forest)	R-20	Townhouse	R-30		

**Table 9 (Cont'd.)**

**BETHESDA BUSINESS DISTRICT LAND USE OUTSIDE THE SECTIONAL MAP AMENDMENT BOUNDARY**

Parcel Identification (#, Owner)	Estimated Area (Acres and/ or Sq. Ft.)	Existing Use Zone	Recommended Use Zone	Conditions, Constraints, Comments	Rationale
B 6 Along Hillandale Rd, from Little Falls Pkwy to Chevy Chase Dr	8.1 acres	Townhouse R-10 (116 du's; under R-10 potential density of 422 units) Kenwood Forest)	Townhouse R-30 (140 du's potential)	- Redeveloped and under condominium ownership - Expect no further change	- Provide zoning that more closely matches the actual density of the site - Provide a lower density near the R-60 area
Surrounding Residential Area		Single-Family Housing R-60	Single-Family Housing R-60		- Maintain and protect the single-family character of surrounding areas - Single-family zoning is supported throughout the B-CC Plan area and should all be confirmed in a subsequent Sectional Map Amendment

The first area is located along the east side of Wisconsin Avenue from Chestnut Street to Jones Bridge Road. Changes in land use and transportation proposals for the area are within the traffic capacity cordon line. For parcels B 1a, B 1b, and B 1c, the Plan recommends single-family attached housing (townhouses). The recommended zone on the parcels is R-60/TDR, appropriate for 12.5 du's per acre.

The second area is the apartment/townhouse residential area zoned R-10 and located to the southwest of the Business District near Bradley Boulevard. The B-CC Plan recommends that the zoning for Parcels B 3 and B 4 be reconfirmed. It is recommended that zoning on Parcels B 5 and B 6 be changed from R-10 to R-30. The R-30 zone more closely matches the actual density of units on these parcels.

In this same area, the owner of five lots at Bradley Boulevard and Fairfax Road (NW corner) has requested support for a zoning change to allow residential townhouse use. This Plan recommends reconfirming the R-60 zoning. The R-60 zoning in all other areas surrounding the Bethesda Business District should be reconfirmed.

**The reconfirmation of existing zoning outside the Sectional Map Amendment (SMA) boundary is recommended to achieve the policies of the Bethesda Central Business District Sector Plan and this Master Plan.** Any subsequent changes must address complex transportation and land use issues in a future Sector Plan review.

Numerous issues have been raised concerning the *Bethesda CBD Sector Plan*. Some property owners located adjacent to the Sector Plan study area have requested support for zoning changes to increase development potential. Requests have been made to end the moratorium on development approvals and to expedite Sector Plan traffic studies prior to the full occupancy of the major new office buildings. Some residents have asked for stronger statements and land use designations to reinforce or extend the buffer and transition protection provided to adjacent residential areas in the 1976 Sector Plan. Several

community groups have expressed a need for a clearer delineation of the limits of commercial development and concerns about whether specific uses or parcels are providing good buffers for their communities. These issues should all be addressed as part of a subsequent Sector Plan review.

### **3.53 Westbard Sector Plan**

The *Westbard Sector Plan* study area is approximately 153 acres in size with a complexity of land uses. Retail-commercial uses comprise the greatest land area, followed by industrial uses. Residential uses consume the least amount of land but are among the most visible with several multi-family zones and a mix of other housing types from single-family to townhouses.

The area includes a variety of both regional and local businesses. Food, drug, hardware, liquor, dry cleaners, filling stations, and banks are among those serving the immediate vicinity. Other facilities, such as the television studios and transmitter, caterer, auto body and repair shops, and a heating oil distributor, serve a larger region.

Westbard is served by two major northwest to southeast highways: River Road bisects the area and Massachusetts Avenue forms the southwestern boundary. Its close proximity to the Bethesda Business District, Friendship Heights, and the District of Columbia, as well as its accessibility to I-270 and the Capital Beltway, put Westbard in a prominent location in the region. In addition, the Georgetown Branch traverses the area.

This Sector Plan Area is surrounded by well-established, single-family neighborhoods. Over a period of years, the residential uses were built around the commercial/industrial area which extends along River Road and Westbard Avenue. There are several public uses in Westbard which serve the adjacent residential communities as well as the previously mentioned commercial activities.

The *Sector Plan for Westbard* was adopted in 1982 and there

has been one amendment to the Plan since that time. Many recommendations pertain to land use, transportation, and amenities within Westbard and will not be affected by this areawide review. **The Sector Plan has five important policies and related recommendations that specifically address the relationship between the Sector Plan Area and the surrounding residential communities:**

1. Reaffirm and strengthen the residential character of the neighborhoods surrounding Westbard. The Sector Plan preserves park use on the eastern border and ensures that other peripheral and transitional uses are compatible with the adjacent communities.
2. Reduce commuter traffic that cuts through residential neighborhoods. The Sector Plan supports the extension of traffic controls such as those established by Somerset and Kenwood, provided they do not create greater problems. Improved traffic operations on River Road and improvements at the intersections of Ridgefield Road and Little Falls Parkway are supported.
3. Prevent spillover parking by area employees within neighborhoods. If a problem develops, the Sector Plan suggests two-hour parking limits and the creation of residential parking permit districts as possible remedies.
4. Improve pedestrian circulation and make it less hazardous. The Sector Plan calls for an Urban Boulevard and Gateway improvement project along River Road to improve pedestrian movement and to make the area more attractive.
5. Establish measures to abate noise emanating from the commercial/industrial area which affects nearby residents. The Sector Plan suggests several ways that this might be accomplished.

The area could be affected by long term changes in use of the Georgetown Branch right-of-way, currently under study. Georgetown Branch uses have been discussed in Section 4.14. The *Westbard Sector Plan* includes a specific recommendation for the Georgetown Branch's reuse as improved access to the industrial properties north and south of River Road.

**The existing R-60 and R-90 zoning of the area surround-**

**ing Westbard should be reconfirmed as necessary to achieve the policies of the Sector Plan and this Master Plan.** The land uses adjacent to the Westbard Sector Plan Area have been carefully reviewed. The parkland along Little Falls Parkway is also considered to be an important open space amenity for the area and so is to be retained. Any subsequent changes to the Sector Plan must address complex transportation and land use issues in a future Sector Plan review.

### **3.6 Federal Employment Centers**

Within the Bethesda-Chevy Chase Planning Area there are three major Federal facilities: the National Institutes of Health (NIH), the Naval Medical Command, and the Defense Mapping Agency (DMA). These campuses comprise a total of approximately 600 acres with close to 24,500 employees. The National Institutes of Health and the Naval Medical Command together constitute the second largest employment center in B-CC, with about 20,500 employees or almost 30 percent of the current total employment for the Planning Area.

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**This Plan supports moderate employment levels to allow operational flexibility but development must be within the transportation system capacity constraints of the B-CC area.**

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This Plan recognizes that Federal installations involved in medical research and related fields of study are important to the economy of B-CC and the County as a whole. The importance of biomedically related activity to economic development in the County is well understood and appreciated. Particularly, the presence of NIH and, to some degree, the Naval Medical Command in Bethesda-Chevy Chase has had a positive effect on the County's ability to attract other biomedical firms and

related high tech activity. Although the Master Plan supports this type of Federal employment, increases in numbers of employees at any of these three facilities should occur in a constrained fashion.

This Plan supports moderate employment levels to allow operational flexibility but development must be within the transportation system capacity constraints of the B-CC area.

Montgomery County has an adopted Annual Growth Policy which seeks to balance the rate of new growth with the provision of facilities to serve that growth, such as transportation facilities. The eastern portion of Bethesda-Chevy Chase has many intersections which operate at very congested levels of service. Our analysis of development levels for the next 20 years indicates that there is not enough highway capacity to allow a high level of development in the area without increased highway congestion. As a result, this Plan must adopt policies that limit both public and private development to better match transportation capacity. A moderate level of employment development must be maintained at the Federal facilities so as to not unduly limit other development levels in the larger Planning Area.

**This Plan recommends that any future expansion of jobs or parking at Federal facilities be considered only in conjunction with an effective ridesharing/transit incentive program and after demonstration that local streets will not be unduly burdened by additional traffic.** Since none of these Federal facilities is insular, any proposed significant increases in employment levels should be accompanied by a comprehensive transportation study to determine the impact of additional traffic and to suggest alleviation measures which would effectively reduce single-occupant commuting. This should lead to the development of an effective transit incentive program which would be implemented prior to the occurrence of projected development. Each of these Federal facilities provides an excellent opportunity for innovation in the area of transportation management, given its location and employment base. There is a real need to develop such a plan and real possibilities for effective implementation.

Also important are the impacts of cut-through traffic and of parking on neighborhood streets in the immediate area around each of these campuses. This should be addressed as part of the transportation study and efforts made to abate the problem.

**This Plan recommends continued involvement by M-NCPPC in the mandatory referral process and encourages stronger coordination between agencies and earlier involvement in review of proposed changes to these Federal properties.** These extensive Federal properties may plan changes to their physical facilities in ways that affect the surrounding communities. The mandated review of proposed changes allows comments to be made in light of local plans and policies. Through cooperation and early involvement between Federal and local agencies, the best solutions can be reached in which the objectives of all are met.

**This Plan recommends careful design review on future Federal construction projects to assess the visual impact on the adjacent neighborhoods and on the open space character of the sites.** This recommendation relates to the preceding one and stresses the importance of a compatible relationship between the Federal properties and the well established surrounding communities. The review should focus on neighborhood compatibility, setbacks from campus borders, building heights, and peripheral landscaping and buffering.

### **3.61 National Institutes of Health (NIH)**

The National Institutes of Health is the largest of the three Federal facilities in the Planning Area both in land area and in numbers of employees. NIH has projected an increase in employment of an additional 5,700 people over the next 10 to 15 years, bringing the total close to 20,000 employees. This forecasted increase of about 40 percent above existing levels, along with NIH's distinction of being a major employment center contiguous to the Business District, results in a critical need for NIH to develop a transit incentive program to reduce the impact of additional cars coming to the campus.



Such growth at NIH is of crucial concern, particularly for transportation planning, for balancing development capacity in the remainder of the Planning Area, and for the impact on adjacent communities. The current revision of their Master Plan, *NIH to 2000*, provides an excellent opportunity for innovation in the area of transportation management. It is essential that, while planning for an increase in workers and buildings, there be simultaneous development of measures to mitigate the impact of any additional trips to the campus as well as ways to encourage the use of mass transit and other alternatives to the single-driver automobile. NIH should implement a parking management policy based on constrained supply. The total supply of parking spaces should be based on the parking provisions of the Montgomery County Code. The amount of parking to be provided must be consistent with efforts to increase use of other transportation modes.

With the recommendation in the "Bicycle and Pedestrian Paths" section of this Plan to complete the bikeway system throughout Bethesda-Chevy Chase as approved on the *Master Plan of Bikeways* (see Section 4.13), **it is critical that NIH provide the bicycle path segments around the perimeter of the campus that are shown on the Plan.** This essential portion of the network will complete the connection to the Metro station located there and to downtown Bethesda.

A land use element of particular importance to the adjacent communities as well as to passers-by on Old Georgetown Road and Wisconsin Avenue is the visual impact of the NIH campus. The planning philosophy at NIH has been to maintain and upgrade the existing campus facilities with infills and additions; new development sites will be identified in the *NIH to 2000* Plan. **Critical to continuation of the existing ambience of the campus and to the interface with the surrounding neighborhoods is the reconfirmation of the 200-foot buffer around the perimeter of the campus.**

The George Freeland Peter Estate on the NIH campus (Atlas Resource #35/9) has been designated on the *Master Plan for Historic Preservation* as part of this planning effort. The vista of this structure from Rockville Pike should be maintained.

### **3.62 Naval Medical Command**

Although no great influx of personnel is anticipated as of this writing, any future expansion at the Naval Medical Command should be accompanied by a transportation management program designed to minimize the use of single-occupant vehicles and to relieve traffic during peak hour periods. Although smaller than NIH in land area and employees, its critical location necessitates the development and implementation of such alleviation measures as the use of carpools, vanpools, employee-owned buses, and public transportation.

The *Master Plan of Bikeways* shows a proposed bike path along the western perimeter of the property which would link with the existing system to Rock Creek Park and provide a connection to the NIH Metro station across Wisconsin Avenue. This path should be built to complete that portion of the County system. An important consideration concerning the proximity of the Naval Medical Command to the NIH Metro stop is the provision for pedestrian safety at the crosswalk across Wisconsin Avenue. This should be addressed as part of the transportation management program discussed above.

**The landscaped buffer zones, particularly along the borders with the residential communities, and the open space character of the site, which were designated in the 1984 Master Plan, should be reconfirmed in any future update of the Naval Medical Command Plan.** This will assure that the visual quality of the campus remains an important open space resource for this part of the Bethesda-Chevy Chase area as downtown Bethesda becomes increasingly urbanized.

The Bethesda Naval Hospital Tower is identified on the *Master Plan for Historic Preservation* as Site #35/8. It is also on the *National Register of Historic Places*.

### **3.63 Defense Mapping Agency (DMA)**

The dual-sited Defense Mapping Agency, with its stable employment population of about 3,900, has no adopted

campus plan. Although no increase in employees or structures is projected, there are transportation considerations regarding existing workers commuting to and parking on the sites. Carpools and vanpools, as well as other means of ride-sharing, should be more aggressively promoted among employees. Since neither of the two sites is on a public transit route, this Plan endorses future consideration of public transit

as critical for the area.

**It is the policy of this Plan not to approve added parking unless a formal traffic reduction program is implemented.** Any additional parking which is being planned for DMA should be carefully reviewed by appropriate agencies with regard for location, neighborhood compatibility, and adequate buffering.

4.0

# Transportation Plan

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**The Plan assumes that increasing transit use  
and limiting the construction of  
new highways are ways to  
maintain the quality  
of life.**

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The Transportation Plan assumes that increasing use of transit services and somewhat limiting the construction of new highways are necessary to maintain the quality of life in the Planning Area. In recent years, daily highway volumes have increased from 2 to 5 percent a year in Bethesda-Chevy Chase. While increases in daily volumes may well continue, growth in peak hour volumes are expected to remain more moderate. Growth in daily volumes is due to both regional growth in through traffic and local traffic growth associated with the moderate level of development endorsed by this Plan. In a developed area such as Bethesda-Chevy Chase, traffic growth cannot be easily served by highway expansion without causing serious impacts on adjacent residential properties.

**Additional transportation service in B-CC should be based primarily on an expanded and vigorous program of transit and other mobility services.** Use of such services is necessary because of the difficulty of expanding the capacity of many B-CC highways and due to the need to accommodate increased through traffic and the recommended level of development in B-CC. Improved transit and mobility services should include:

1. Increased level of feeder bus services, particularly in the eastern half of B-CC.
2. Provision of park-and-ride lots for about 750 vehicles. These facilities could intercept auto traffic destined to employment centers in Bethesda-Chevy Chase.
3. Provision of comprehensive rideshare programs, serving both employment and residential centers.
4. Requirement of new development to participate in traffic reduction programs.
5. Expansion of the system of pedestrian paths and bikeways to link residential areas with public facilities, commercial areas, and transit services.

The Master Plan endorses a number of changes to the classification of highways in B-CC.

The changes more closely match the classification to the function and use of each street and highway. New arterial highways include portions of Bradley Boulevard, Goldsboro Road, and MacArthur Boulevard. Other new classifications include some primary streets, principal secondary streets, and secondary streets.

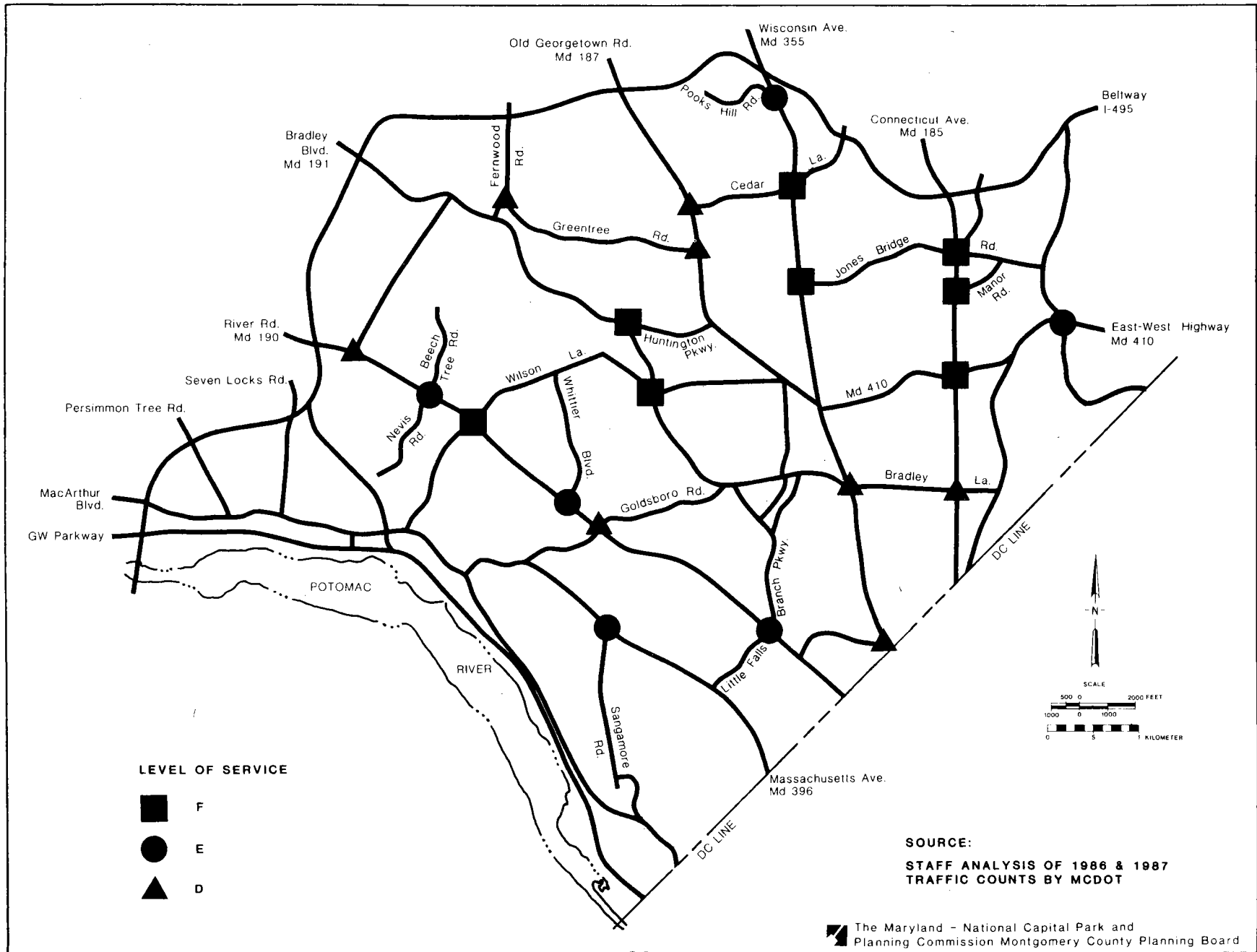
**The recommendation of this Plan is that a moderate level of highway improvements be implemented during the life of the Plan.** Such a program may allow for continued highway congestion in some locations, but such congestion may also lead to higher use of transit and other mobility services. The combined transit/highway program has benefits such as: better use of transit facilities, service of a moderate level of development, and prevention of loss of property due to major highway construction. A moderate highway system includes:

1. completion of currently programmed projects (see Section 4.22, "Planned Highway Projects");
2. endorsement of safety and sight distance improvements;
3. provision of intersection capacity improvements at locations which currently operate at mid-point of Level of Service E, or are likely to over the next ten years. (See Figure 11.) Improvements may include added turn lanes, lane widenings, and signal changes;
4. possible endorsement of improvements to intersections to facilitate smoother traffic flow; even if they do not always achieve a fully acceptable local Level of Service, such improvements will improve both peak and off peak operating conditions;
5. possibly requiring new development to participate in construction of improvements identified in the Plan; and
6. endorsement of reductions in through traffic on secondary residential streets and, where possible, on primary streets and major highways.

Table 10 presents an overview which identifies Master Plan strategies for improved transportation in B-CC. These strategies are among those summarized above and discussed in more detail below in the narrative of the Plan. This overview

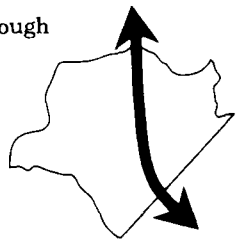
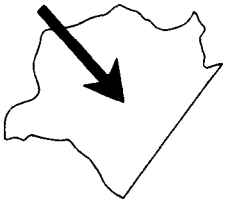
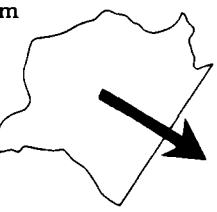
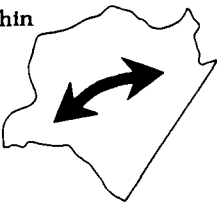
# LEVELS OF SERVICE

Figure  
**11**



**Table 10**

**IDENTIFICATION OF MASTER PLAN STRATEGIES FOR IMPROVED TRANSPORTATION IN BETHESDA-CHEVY CHASE**

Trip Orientation	Components of Travel Through, To, From, and Within Bethesda-Chevy Chase					End of the Trip
	Start of the Trip	Predominant Means of Travel for the Trip			Walking	
		Auto/Highway	Transit	Biking		
Through 	<ul style="list-style-type: none"> <li>o Locate more housing closer to accessible transit that comes through B-CC</li> </ul>	<ul style="list-style-type: none"> <li>o Change traffic signals to favor east-west traffic</li> <li>o Separate through traffic from locally oriented traffic</li> <li>o Regional ride-sharing programs</li> </ul>	<ul style="list-style-type: none"> <li>o More upstream Metro station parking and feeder bus</li> <li>o Fare Policy changes</li> <li>o Upstream park-and-ride lots in non-Metro corridors</li> <li>o Georgetown Branch Transitway</li> </ul>	—	—	
To 	<ul style="list-style-type: none"> <li>o Locate more housing closer to transit routes that come to B-CC</li> </ul>	<ul style="list-style-type: none"> <li>o Moderate highway capacity improvements</li> <li>o Intersection improvements</li> </ul>	<ul style="list-style-type: none"> <li>o Georgetown Branch Transitway</li> <li>o Park-and-ride lots with express bus service to B-CC</li> <li>o New routes from west and east</li> <li>o Fare Policy changes</li> </ul>	<ul style="list-style-type: none"> <li>o More bike routes in main travel corridors and within B-CC; priority implementation</li> </ul>	—	<ul style="list-style-type: none"> <li>o Parking availability and rates</li> <li>o Share-a-Ride programs for each employment center</li> <li>o Bike storage for B-CC workers at Metro stations</li> </ul>
From 	<ul style="list-style-type: none"> <li>o Share-a-Ride Program for B-CC residents</li> <li>o Improved sidewalks and access to transit routes</li> </ul>	<ul style="list-style-type: none"> <li>o Intersection improvements</li> <li>o Moderate highway capacity improvements</li> </ul>	<ul style="list-style-type: none"> <li>o Increase frequency of feeder bus routes to Metro</li> <li>o Georgetown Branch Transitway</li> <li>o Increased transit route coverage and direction</li> <li>o Park-and-ride lots</li> </ul>	<ul style="list-style-type: none"> <li>o Bike paths to B-CC employment centers</li> <li>o Improved bike storage at Metro stations</li> </ul>	—	
Within 	<ul style="list-style-type: none"> <li>o Locate housing in B-CC closer to employment centers to facilitate walking and biking</li> <li>o Improve sidewalks and access to transit routes</li> </ul>	<ul style="list-style-type: none"> <li>o Intersection improvements</li> <li>o More local streets for circulation</li> <li>o Reduce conflicts with through traffic</li> </ul>	<ul style="list-style-type: none"> <li>o Improved route density and frequency of Ride-On routes</li> </ul>	<ul style="list-style-type: none"> <li>o Improve bike paths to employment centers and community facilities</li> <li>o Improve bike storage at employment centers</li> </ul>	<ul style="list-style-type: none"> <li>o Improve pathway and sidewalk system between residential areas and employment centers and community facilities</li> </ul>	<ul style="list-style-type: none"> <li>o Reduce conflicts with vehicles; more signalized crosswalks</li> <li>o Improved street lighting and amenities</li> </ul>

shows that there are four basic trip orientations of people that differentiate the strategies: those of people traveling through, to, from, or just within the Bethesda-Chevy Chase area. Particular strategies should be oriented to meet the transportation needs and travel behavior of those different types of travelers. The overview is also organized by the trip path of the traveler based upon the start of their trip, the predominant means of travel, and the end of their trip.

Different strategies can be identified that affect people's travel behavior in distinctly different ways. For example, strategies for controlling parking availability and rates in the Bethesda CBD are primarily related to the end of trips by people who are coming to B-CC from outside the area and, perhaps, from within the area. Such strategies will have no effect on people traveling through the area or residents who travel from B-CC to other areas. This overview is not meant to be a complete identification of all strategies. Rather, it should be viewed as a tool which can be used to compare and interrelate the very diverse transportation strategies discussed below in this Transportation Plan.

## **4.1 Mobility Plan**

### **4.11 Public Transportation**

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The Master Plan endorses a range of potential strategies or actions for improving public transportation and encouraging its use.

Transit improvement strategies have been typically directed at serving new demands for transit service as they occur, in an incremental manner. These include increasing bus frequencies, adding new routes, and speeding up services through express operations and priority treatments. To stimulate new, additional demand for transit service over and above levels anticipated from normal development (thereby increasing the percent of transit riders) requires strategies beyond typical service improvements. These include auto disincentive pro-

grams, transit fare reduction programs, and provision of dedicated exclusive transitways which assure speedy and reliable service.

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### **The Master Plan endorses a range of potential strategies or actions for improving public transportation and encouraging its use.**

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The Bethesda-Chevy Chase area already has a rather full complement of public transit services. The Master Plan recognizes that these services will be expanded incrementally as traffic congestion, employment density, and external growth generate additional demand for transit alternatives.

**A higher level of feeder bus service to Metro stations will be warranted as area residents increase commuting to nearby employment centers.** Three Metrorail stations serve commuters going through the area in a northerly or southerly direction and those going to major employment areas (Friendship Heights, Bethesda, and NIH). Metro-serving parking is severely constrained and no significant additional parking is projected. Increasing ridership to and from these stations will primarily depend on improving feeder bus services. Additional development near the stations will generate more pedestrian traffic. More distant residential areas need feeder bus service or bikeways to provide access to stations where parking is tight or non-existent. The existing policy of 30-minute feeder bus frequencies is not sufficient in this situation where parking is unavailable. Since the Metro stations are located within high employment concentration areas, the feeder service connects residential areas to both Metro and the employment centers around Metro stations.

Increased attention should be paid to expediting transit traffic on the roadway system to achieve enhanced ridership levels.

With increasing traffic congestion, demand for alternative transit service will also rise. However, bus traffic will suffer the same traffic delays as autos, detracting from its competitive-

ness with auto travel. This is particularly important for routes serving commuters from outside the B-CC area who are traveling into or through the area. These routes are on the major highways which are subject to the greatest congestion impacts. Feeder services are more frequent on local/neighborhood streets. Priority treatments for transit are designed to allow transit through or around traffic congestion and to allow for more reliable and frequent transit service. These treatments may be localized improvements at intersections or dedicated lanes along congested roadways. Opportunities for improvement are limited since little space exists to expand roadways. River Road is probably the only major roadway where space currently exists to consider additional lanes exclusively for transit.

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**Increased attention should be paid to expediting transit traffic on the roadway system to achieve enhanced ridership levels.**

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The eastern portion of the Planning Area is a logical area for consideration of additional routing for both feeder and through route services. This area will receive additional moderate levels of development. The eastern area is also subject to heavy commuting from the Silver Spring area and from areas to the north such as Kensington, Wheaton, and Aspen Hill. The B-CC area has a fairly extensive network of bus routes. Future expansion of transit service may become more feasible as additional moderate levels of development occur.

#### ***4.12 Park-and-Ride Lots and Ridesharing***

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**It is recommended that park-and-ride spaces for about 750 vehicles be provided near the boundary of the Bethesda-Chevy Chase Planning Area.** The provision of parking lots and transit stops can both reduce auto use and concentrate pas-

sengers at a single convenient location. These locations can serve both carpooling and transit use. The limitation of this approach is the ability to locate acceptable parking lots to meet a variety of criteria. The lots would have to be peripheral to the Planning Area to intercept incoming traffic. Commuters are most likely to use lots where they are at greater distances from their work location. Thus, it may be concluded that lots beyond the Planning Area boundaries are more likely to be used. The use of express bus service to the District of Columbia and to the large Bethesda-Chevy Chase employment centers should be explored.

It is important to provide park-and-ride facilities to serve the Bethesda Business District, the NIH/Naval Center complex, and other employment centers in B-CC. The following locations are recommended:

1. Parcel C 29, at I-495 and Kensington Parkway (NW), in the Kensington-Wheaton Planning Area. This is a preferred location for a public lot in this area to serve local area residents. (Use about three acres for 250 spaces.)
2. Parcel M 21, on River Road west of fire station, in the Potomac Planning Area. This is a preferred location for a public facility in this area, but should be used only as quarry operations are complete and space becomes available. The area is large enough to eventually include other community serving public facilities. (Has 13.3 acres and could provide up to 500 spaces.)

Intensive efforts are needed to increase the amount of carpooling, vanpooling, and transit use to and from the B-CC area. A package of strong incentives for sharing rides, along with corresponding disincentives for driving alone, is necessary if peak traffic conditions in Bethesda-Chevy Chase are to be acceptable in the future.

**It is recommended that a full-service, personalized ridesharing program be established for the entire Bethesda-Chevy Chase Planning Area.** The program should be patterned after the successful Share-A-Ride program previously operated in Silver Spring. The program would serve not



only employees of the area but residents as well. The full-service program could be an expansion of the existing Bethesda program operated by the Montgomery County Department of Transportation (MCDOT). It could also be a supplementary program funded and operated by the private sector as part of development approval agreements.

**It is recommended that all existing and new nonresidential building owners and employers in the Bethesda-Chevy Chase Planning Area be urged to participate in the Share-A-Ride matching service, County transit pass subsidy, and County vanpool fare subsidy programs on an ongoing basis.** For those building owners and employers that provide free or below-market rate parking for employees, there should also be a requirement that they provide reserved carpool spaces convenient to the building entrances and a subsidy, equivalent to the amortized cost of building and maintaining a parking space, to each employee who chooses an alternative mode of transportation. The subsidies could be in the form of heavily discounted rail and bus transit passes for transit passengers, bike lockers and showers for bicyclists, heavily discounted vanpool fares for vanpoolers, and special monetary benefits for carpoolers. The subsidies could be issued through the building manager's office. Furthermore, developers of new office buildings in the area could be required to provide only as many parking spaces as are specified by the minimum requirements of the Zoning Ordinance, particularly in the more congested portions of the area. New local legislation would be necessary to implement such requirements.

**The Master Plan recommends a policy of seeking agreements from Federal employment centers in the area to provide ridesharing/transit incentives for its employees.** (See Section 3.6, Federal Employment Centers.)

### **4.13 Bicycle and Pedestrian Paths**

This Plan endorses the expansion of pedestrian paths and bikeways to form a network linking residential neighborhoods with public facilities.

Such an expansion is an important step to reduce auto use and to provide transportation alternatives. Connections are needed with commercial and employment centers, bus and Metro stops, and community facilities such as schools, libraries, religious institutions, and recreation areas. Such linkages

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**This Plan endorses the expansion of pedestrian paths and bikeways to form a network linking residential neighborhoods with public facilities.**

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are particularly important for older residents. Wherever feasible, bus stops and other pickup locations should include covered areas. Sidewalks linking neighborhoods with facilities within a minimum one-half-mile radius should be provided in the following priority:

1. Schools and Metro stops
2. Commercial and employment centers
3. Other community facilities and services

Sidewalks should also be provided along roadways in the following priority:

1. Major highways
2. Arterials
3. Primary streets

The network of bridle and recreational foot paths should also be continued in stream valley parks and along other available linear corridors.

Public funds for sidewalk construction have been severely limited. Current budget levels allow about one-tenth of the requested sidewalk projects to be built each year, primarily those near schools and Metro stops. The Office of Planning and Project Development of the Montgomery County DOT keeps a list of projects proposed by agencies and communities. According to MCDOT, the B-CC area has a large need for sidewalks compared to other areas of the County. This Plan endorses the pro-

vision of increased financial resources to allow for expansion of pedestrian paths and bikeways.

**The Plan recommends that a vigorous program be pursued to implement the Master Plan of Bikeways within the Planning Area.** The proposed Countywide network of bikeways is designed to meet recreational and transportation needs. Portions of the network within the park system have been constructed and bicycle access to NIH improved, but much of the network remains to be developed. A consultant to the County DOT recently reviewed and has made recommendations to MCDOT to facilitate further implementation of the *Master Plan of Bikeways*.

The existing street system should serve as the skeleton of a bicycle network for non-recreational bike travel. Improved roadway accessibility can be achieved through simple maintenance steps and selected improvements for critical routes between Metro stations and employment centers. Where necessary, certain sidewalks can be designated as bicycle paths, if appropriate width can be provided. Use of other linear corridors and dedicated but unbuilt street rights-of-way should also be considered for bikeways.

The recreational hiker-biker trails in the linear park system should be completed. The highest priority should be trails linking neighborhoods and parks, and completion of links between existing trails. In heavily used areas, broader paths, wider curb lanes, or paved shoulders on the roadway should be used to separate high speed cyclists from pedestrians.

**The Plan recommends that pedestrian safety improvements be supported and expanded along major highways and arterials.** Increased traffic volumes in peak periods and increased speeds in off-peak periods cause problems for pedestrians, especially children and the elderly. Safe access to bus stops, slower traffic speeds, and a pleasant pedestrian experience are as important as smooth traffic flow. Techniques for implementation should include provision of crosswalks and pedestrian activated signals at critical crossing points. Speed

limit enforcement is also essential. Such crossings are intended to interrupt long lines of traffic, so as to provide safe pedestrian crossing during peak periods. Selected locations for safe crossing measures are identified in the Land Use section. Other locations may also be appropriate. Implementation of safe crossings involve operational issues which must be resolved with County and State transportation agencies.

## **4.14 Georgetown Branch**

### **Silver Spring to Bethesda CBDs**

**The Georgetown Branch right-of-way is designated for light rail and trail use between Silver Spring and Bethesda by the Georgetown Branch Master Plan Amendment, 1990. The designation of transit use on the Georgetown Branch has not changed the land use and zoning recommendations of this Plan.** Following the CSX Transportation, Inc., (CSX) decision to file for an abandonment of the Georgetown Branch railroad spur with the Interstate Commerce Commission, the Planning staff prepared a Master Plan Amendment to protect the right-of-way for the public interest. The *Georgetown Branch Master Plan Amendment* (November 1986) designates the right-of-way "a public right-of-way intended to be used for public purposes such as conservation, recreation, transportation, and utilities." It states that a "transit facility could be an important element of the County's long-term transportation system."

After CSX officially abandoned the right-of-way through the Interstate Commerce Commission, the Montgomery County Government purchased the Georgetown Branch pursuant to Section 8(d) of the National Trails System Act for \$10.5 million in December 1988. The November 1986 Amendment also noted that "any use of the right-of-way for a transitway between Silver Spring and Bethesda will require a future master plan amendment." The 1986 *Master Plan Amendment* refers to transit use without specifying what type of technology it would be.

The *Georgetown Branch Master Plan Amendment* (1990) des-

ignates the Silver Spring & Bethesda Trolley and the Capital Crescent Trail as suitable uses for the 4.4-mile portion of the Georgetown Branch right-of-way between Bethesda and Silver Spring. It provides guidelines and recommendations regarding the location of trolley/trail facilities to minimize potential environmental and community impacts of such a facility upon abutting neighborhoods. The Plan addresses the impacts on traffic and development and project costs. The Plan supports the findings associated with the trolley/trail alternative of the *Georgetown Branch Corridor Study*, prepared by the firms of DeLeuw Cather/Parsons Brinckerhoff for the Montgomery County Department of Transportation, with specific modifications concerning its implementation. The *Georgetown Branch Master Plan Amendment* (1990) concludes that the use of the right-of-way for a trolley/trail meets both community and Countywide transportation and recreational goals.

The public use of this right-of-way is being pursued because it is a unique opportunity to use an exclusive right-of-way to link the two major down-County business districts and the two arms of the Metro Red Line. A bikeway and trail, in combination with transit use, will be provided. The trail will provide an important opportunity to link local and regional trails which traverse the Rock Creek and Potomac basins. A bikeway could serve longer distance recreational use and local access to employment centers and community services.

Use of the route for transit would provide an alternative to driving on East-West Highway and Jones Bridge Road. It would assist those people who rely primarily on local public transit. The key to attractive, successful transit service is providing reliable, speedy service. The Georgetown Branch provides an existing travel corridor that could readily be adapted for transit use.

### **Bethesda CBD to the District of Columbia**

The remainder of the Georgetown Branch, from Bethesda Avenue to the District of Columbia boundary, should be used primarily as a recreational trail for hiking and bicycling to be

known as the Capital Crescent Trail. Another option for this segment of the former rail right-of-way is for an excursion train use. There is the potential that other public uses could be shared with a trail. Any new use of this portion of the Georgetown Branch should be the subject of a subsequent Master Plan amendment.

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**The remainder of the Georgetown Branch,  
from Bethesda Avenue to the District  
of Columbia boundary, should be  
used primarily as a recrea-  
tional trail for hiking  
and bicycling...**

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Montgomery County Government purchased the Georgetown Branch right-of-way pursuant to Section 8(d) of the National Trail System Act. This purchase assumed the southern segment of the right-of-way would be transferred to Maryland-National Capital Park and Planning Commission. The Parks Department would then prepare the detailed trail planning and design. Public input and review by all other agencies affected should be included in this planning and design process. Final approval for design and implementation strategies for how recreational trail use will be accomplished on the Georgetown Branch would lie with the Park and Planning Commission.

The planning for the use of this section of the Georgetown Branch should consider the many issues raised in previously adopted Master Plans, in the *Georgetown Branch Corridor Study Final Report*, and in the public hearing on the Final Draft Master Plan for Bethesda-Chevy Chase. The master plans for the area (*B-CC*, 1970; *Bethesda CBD*, 1976; and *Westbard*, 1982) discuss a variety of possible transit, bikeway, and roadway uses of the Georgetown Branch right-of-way. These proposals are integral to the recommendations of both the *Bethesda CBD* and the *Westbard Sector Plans*. Some changes to those recommendations may require subsequent amendments to those Sector Plans. The *Georgetown Branch*

*Corridor Study Final Report* considered alternatives for path, bikeway, and excursion train use. The designation of recreational uses of the Georgetown Branch right-of-way by the Parks Department should include specific guidelines and recommendations to assure minimization of the potential impact on abutting neighborhoods.

Various issues to consider for the remaining section of the Georgetown Branch are as follows.

#### **Bethesda CBD to Westbard**

1. This segment should be used for a continuous hiking/biking trail route into the Bethesda CBD.
2. Potential use of segments of the right-of-way in Westbard to improve access for industrial properties south of River Road, as stated in the *Westbard Sector Plan*, 1982. This use is important for providing efficient access to industrial properties. Alternatives to consider include: (a) the combined use for vehicles and hikers/bikers, or (b) directing hikers/bikers to the Little Falls Parkway path system around Westbard. It is important to state in this Master Plan that if the trail deviates from the Georgetown Branch right-of-way, the right-of-way will remain in public use, but it may not be considered parkland under the jurisdiction of the Park and Planning Commission.
3. Whether the trail crossing of the Georgetown Branch right-of-way at River Road should be at-grade or on a bridge.
4. Bicycle and pedestrian connector links to surrounding neighborhoods should be provided where appropriate and feasible.

This Master Plan replaces the recommendation of the 1970 *B-CC Master Plan* to create an extension of Little Falls Parkway via the Georgetown Branch to Woodmont Avenue. Such an extension of this Parkway would not be compatible with trail use of the right-of-way.

#### **Westbard to the D.C. Line**

The segment from Westbard, south of the industrial area, to the District of Columbia boundary traverses a residential area and roughly parallels the existing Little Falls Park and path-way system.

1. This segment provides the best opportunity for a continuous hiking and bicycling trail from the District of Columbia to at least Massachusetts Avenue. Such continuous trails are desirable for extended bicycling trips.
2. An alternate view is that such a continuous trail could be created in combination with the existing parallel trail in Little Falls Stream Valley Park. In either case, portions of this segment could be used to improve community bicycle or pathway access to employment, park, or community centers.
3. The Master Plan recommends that the right-of-way be considered as an alternative to use of the Little Falls Park as an alignment for the proposed interconnection of water system Project 90 in Bethesda and the Dalecarlia Filtration Plant in the District of Columbia. The project should be designed to allow for trail or other uses identified in this Master Plan. The alternative should be studied by the Washington Suburban Sanitary Commission in the context of its environmental impacts, effects on other right-of-way uses, and cost effectiveness of such a project.
4. Pedestrian and bicycle connector links to surrounding neighborhoods should be provided when appropriate and feasible.
5. A hiker/biker trail south of MacArthur Boulevard outside of the Georgetown Branch right-of-way will have to be located on Federally owned property under the jurisdiction of the National Park Service. An agreement must be reached with the Park Service regarding use of its lands and respective responsibilities for the trail's construction and management.

#### **Excursion Train**

This Plan recommends continued consideration of a historic

excursion train between the Bethesda CBD (or Westbard) and Georgetown in the District of Columbia, subject to the determination that an excursion train could be compatible with the hiker-biker trail, without excessive additional cost to the County. An excursion train deserves further consideration as a recreational use of the right-of-way. Some users of an excursion train would not be likely to use an extended bicycle route. These include non-bicyclists, the physically handicapped, and some elderly.

The Parks Department should further study this issue to determine whether excursion railroad use in the right-of-way is compatible with the hiking-biking trail and can be accommodated at reasonable cost to the County. This study (and any subsequent study regarding design issues) should address the issue of accessibility to businesses which are located south of River Road and are currently only accessible via the CSX right-of-way. If the excursion rail cannot be accommodated without negatively affecting the hiking-biking trail or would add unreasonable cost for the County, then the right-of-way should be limited to a hiking-biking trail (or other compatible activities).

## 4.2 Highway System Plan

A highway system plan is proposed to serve those transportation needs that cannot readily be served by transit or other mobility services. Such needs include through traffic and off peak local travel.

**The Master Plan endorses completion of programmed highway improvements.** State of Maryland projects are identified in a Highway Needs Inventory, the Consolidated Transportation Program, and on a list of Special State Projects. Montgomery County projects are identified in the annual Capital Improvements Program. Projects range from reconstruction of segments of I-495, to intersection improvements, to sidewalk construction.

**The Master Plan modifies the highway classifications of the 1970 Master Plan.** This is necessary to provide classifica-

tions that match the functions of each highway and to preserve the rights-of-way for long-term needs beyond the life of this Master Plan. These modifications include:

1. Amendments to some street classifications.
2. Retention of some classifications, to allow reservation of rights-of-way, while limiting the roadway design to a lesser pavement width.
3. Removal or modification of some specific proposals related to pavement width, intersection design, or interchanges.

### 4.21 Highway Improvement Policy

**This Plan endorses providing moderate highway improvements based on the following Plan policies:**

1. Endorse future projects needed to ensure the safety of highway users and pedestrians.

Highways with narrow lane widths or with only two lanes, as well as those with hills, curves, and blind spots, may need improvements to preclude potential accidents. Resolution of such problems may require selective roadway widening and straightening. Some intersections may have volume or geometric problems that result in high accident rates which could be resolved by reconstruction. Examples include East-West Highway and the intersection of MacArthur Boulevard at Sangamore Road.

2. Endorse redesign of intersections operating at congested levels of service (i.e., mid-point of Level of Service E), including future congested locations.

There are major intersections throughout the Planning Area that currently operate at levels of congestion which equal or exceed the current acceptable limit of the mid-point of Level of Service E. (See Figure 11.) Future growth in local and through traffic will likely increase the number of such intersections. Improvements to reduce the number of congested intersections may include the addition and lengthening of turning lanes for additional vehicle storage. In most cases such changes will improve peak traffic flow. In some cases, congestion levels are so

high that improvements will not fully achieve an acceptable Level of Service but should be made to provide some additional capacity. In other cases, roadway links are at or nearing high congestion levels.

The Master Plan identifies one location where a grade separated interchange could be built, if approved in a subsequent Master Plan. While an interchange may eliminate an unacceptable local Level of Service condition, it may lead to excess downstream traffic on already congested roadways. It is recognized that severe community impacts could result from intersection construction.

3. New development should be required to participate in transportation projects needed to reduce congestion levels on local area highways and intersections.

At the time of preliminary subdivision plan, new development must be reviewed under the Adequate Public Facilities Ordinance, including a local area review. Where intersections are projected to operate above the midpoint of Level of Service E, new development cannot be approved unless intersection improvements or traffic alleviation measures are provided to offset the effect of the additional traffic volume.

In some cases the Master Plan recommends against major intersection improvements which would cause unacceptable disruption to property in the area. In such cases, the land use and development level policies of this Master Plan should still be followed. As stated above, such new development will still be required to alleviate the effect of increased local traffic volumes caused by that development.

4. Endorse reduction of through traffic on secondary residential streets and, where possible, on primary streets, particularly during peak traffic periods.

It is the policy of the Montgomery County Department of Transportation to reduce or eliminate cut-through traffic on secondary residential streets unless such condition would increase congestion at already congested locations. Such a pol-

icy is intended to protect residential communities from increasing through traffic and traffic associated with major employment centers.

**Secondary streets** should function so as to serve residential areas and are not intended for use by through traffic. Protection from non-local, cut-through traffic may be achieved by communities initiating requests to the Montgomery County Department of Transportation. Local municipalities also have some jurisdiction over street operations. Protection may be in the form of speed limit enforcement, traffic circles, one-way streets, and stop signs, as well as turning and access restrictions. During non-peak periods, turning and access restrictions are less desirable as they reduce options for nearby residents to use all of the public streets. Unbuilt rights-of-way may also discourage cut-through traffic. Decisions to abandon or dispose of such rights-of-way must be weighed against needs for local access and safety.

**Primary streets** should function so as to collect and distribute traffic between secondary streets and the arterial and major highway system. As a result, they carry local and some non-local traffic through residential communities. Often there is no good alternative route for such traffic. To better protect residential communities, this Master Plan endorses measures aimed at controlling speeds and increasing pedestrian safety on those primary streets which are determined to carry excessive traffic during peak periods. Such measures may include a review of speed restrictions, addition of sidewalks, and various types of traffic signs, among others.

5. Lessen the rate of increase in through trips on major highways by providing alternate means of travel

**Major highways** should function so as to carry large volumes of traffic to destinations and from origins within B-CC. They should also provide a through route to other employment centers. Growth in traffic on major highways passing through B-CC, traffic from residential growth to the north and west, and traffic going to and from employment growth in the District of Columbia is expected to continue. The transportation

analysis shows that this will have more impact along the Connecticut Avenue Corridor than the other radial corridors in B-CC. Actions that should be taken include: (1) more Metro station parking and improved feeder bus service to stations on the Red Line, (2) transit fare policy changes that would encourage more transit use for these travelers, (3) park-and-ride lots with appropriate bus services in the non-Metrorail highway corridors, and (4) continued efforts to improve traffic signalization.

#### **4.22 Planned Highway Projects**

Figure 12 shows the projects discussed in the following section.

The Highway Needs Inventory (see Table 11) is a statewide planning document which lists highway improvements needed to serve existing and projected population and economic activity in the state. The Inventory includes projects that address safety, structural problems, and service conditions that warrant major construction or reconstruction.

The Consolidated Transportation Program (CTP) of the Maryland Department of Transportation takes projects from the Needs Inventory and places them in a construction program through a selective capital improvements planning process. The Capital Improvements Program (CIP) is the Montgomery County program for public improvement projects. The following table lists both state CTP and County CIP projects in the Bethesda-Chevy Chase area. Projects within the Sector Plan areas are not included. (See Table 12.)

#### **4.23 Future Highway Needs**

**The overriding transportation strategy for the Bethesda-Chevy Chase area is to encourage the use of mass transit, carpooling, walking, and bicycling to reduce the demand for roadway facilities and to provide only moderate improvements to the roadway system.** To that end, traffic movement

within the Planning Area is deemed to be more important than movement into and from the Planning Area, except for those vehicles that reinforce the above policy. This philosophy means

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### **The highway plan recommends that roads in the Planning Area not be widened during the time frame of the Master Plan.**

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that greater attention should be paid to roadway improvements that are located within the Planning Area rather than those on the periphery. For many people traveling through the Planning Area, there is a mass transit option.

The highway plan recommends that roads in the Planning Area not be widened during the time frame of the Master Plan. This Plan assumes a heavy reliance on transit and trip reduction programs, particularly in those corridors where the major roads have already been widened to the maximum extent possible or desirable.

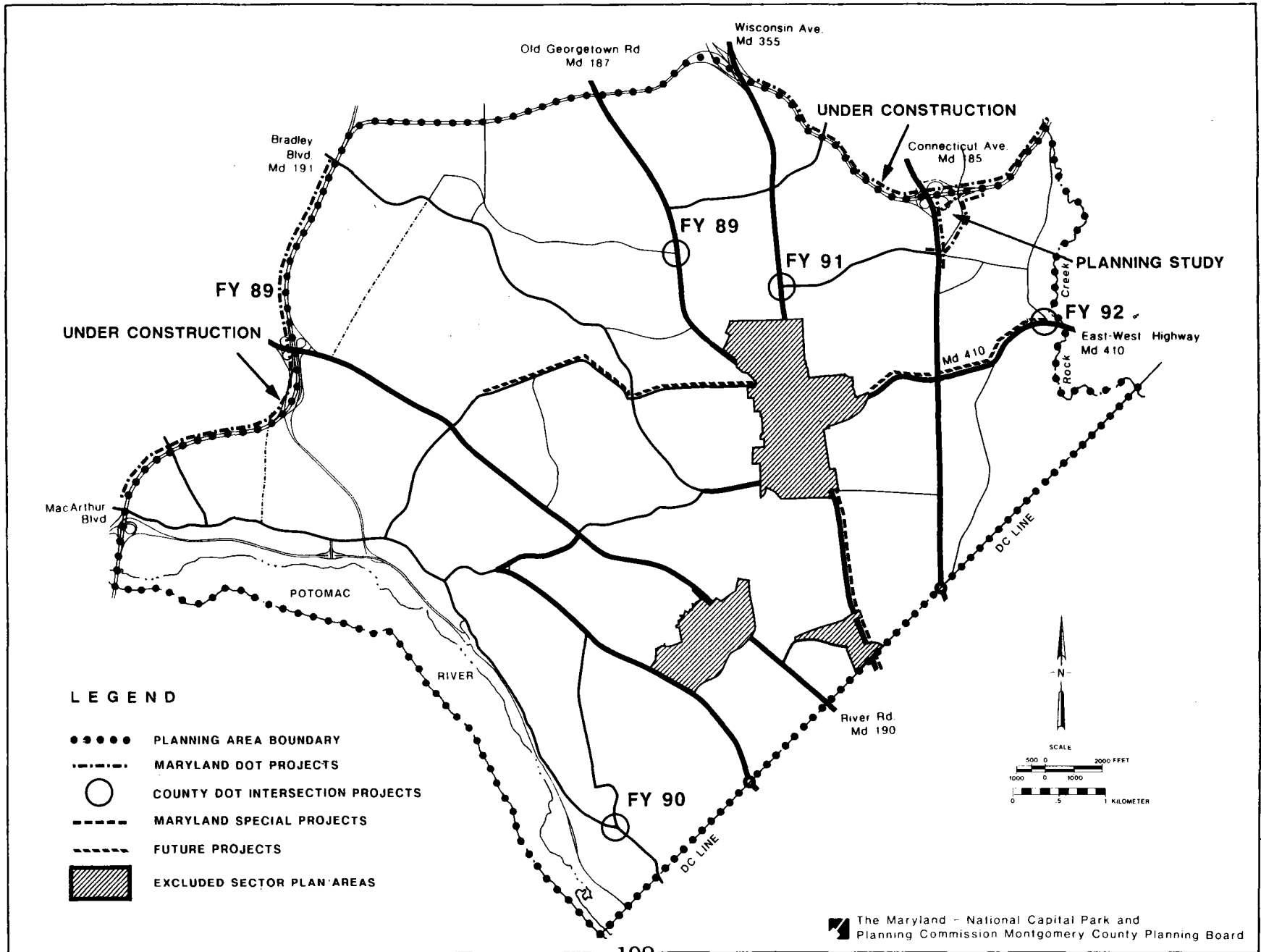
#### **Level of Service**

Intersections discussed in the following sections are analyzed with respect to an initial estimate of their future Level of Service and Critical Lane Volume during peak morning and evening hours. Although Levels of Service range from A to F, the levels associated with higher levels of congestion include:

- “D” Conditions approaching unstable flow, delays are moderate to heavy, significant signal time deficiencies are experienced for short durations during the peak traffic period.
- “E” Conditions of unstable flow, delays are significant, signal phase timing is generally insufficient, congestion exists for extended duration throughout the peak period.
- “F” Conditions are jammed, full utilization of the intersection approach is prevented due to back-ups from locations downstream.

# CURRENT AND FUTURE TRANSPORTATION PROJECTS

Figure  
**12**





**Table 11****STATE OF MARYLAND HIGHWAY NEEDS INVENTORY\***

Route/ Route Name	Length (Miles)	Improvement Type Cost (\$000)
I-495; Potomac River to north of River Rd	2.4	Freeway Reconstruction; \$27,900
Wilson La, north of River Rd to Old Georgetown Rd	2.3	2-Lane Reconstruction; \$4,300
East-West Hwy B&O Railroad (MD 410) to Beach Dr	1.4	Multi-Lane Highway Reconstruction; \$4,200

\*The Inventory lists long-term projects and is revised periodically, most recently in 1986.

**Table 12**

**MARYLAND AND MONTGOMERY COUNTY CAPITAL PROJECTS**

Project Name	Project Description	Start Construction	Implementing Agency
Capital Beltway (I-495)	Upgrade to an 8-lane freeway from American Legion Bridge to north of River Rd	FY 89	MDDOT
Intersection Project	MacArthur Blvd/Sangamore Rd Intersection Reconstruction	FY 90	MCDOT
Intersection Project	East-West Hwy/Jones Mill Rd Intersection Reconstruction	FY 92	MCDOT
Highway Spot Improvement (Conceptual Stage)	MacArthur Blvd (at George Washington Pkwy Ramp)	FY 93	MCDOT
	Rockville Pike/Jones Bridge Rd Intersection Project	FY 91	MCDOT
Sidewalk	95 feet long on Greentree Rd at Old Georgetown Rd for Transit Access. Also includes a new turn lane.	FY 89	MCDOT
Connecticut Ave at I-495 & at Jones Bridge Rd	Project Planning Study in process. Relocate ramp from Kensington Pkwy	Not Programmed	MDDOT
Wisconsin Ave	Geometric improvements from East-West Hwy (MD 410) to Bradley Blvd (MD 191); this is a Special State Project.	FY 89	MDDOT

There is a range of Critical Lane Volumes associated with each Level of Service (LOS). Specific Critical Lane Volumes are determined by analyzing certain traffic movements occurring in the morning and evening peak hours. The calculated Critical Lane Volumes are then used to determine the Level of Service for each peak hour. The ranges of Critical Lane Volumes for each Level of Service mentioned above are:

<u>LOS</u>	<u>Vehicles Per Hour</u>
"D"	1,323 to 1,427
"D/E"	1,428 to 1,472
"E"	1,473 to 1,577
"E/F"	1,578 to 1,622
"F"	1,623 or more

The midpoint of Level of Service "E," which corresponds to a Critical Lane Volume of 1,525, is the maximum point at which intersections are considered to be operating under acceptable traffic conditions in the Bethesda-Chevy Chase Planning Area. Intersections with Critical Lane Volumes above 1,525 are considered to be in need of additional capacity. The Level of Service Map (see Figure 11) shows some intersections that are operating at Level of Service D or lower.

The review of intersections in the Planning Area found many in need of additional capacity. While some recommendations for improvements are proposed, they need to be reviewed by the Montgomery County or the Maryland Department of Transportation for possible implementation.

The highway recommendations for this Plan are stated in summary form on Table 13. The table first addresses major highways within Bethesda-Chevy Chase. Other highways are then discussed. The projects are listed in the table and in the text in order from east to west. In Table 13, the "Recommendation" column states recommendations which are to apply during the life of the Master Plan. The last column identifies "Possible Long-term Changes." The projects described in that column are only possible beyond the life of this Master Plan and would require a subsequent Plan revision. The text following Table 13 provides additional explanation of future needs for each highway.

## Major Highway Needs

### East-West Highway (MD 410)

The Maryland Department of Transportation (MdDOT) has completed a consultant study to determine ways to improve safety and capacity on MD 410 between Wisconsin Avenue and Sixteenth Street. The MD 410 Corridor Study does not consider alternative modes of transportation or grade separated interchanges. Proposed projects include geometric improvements at intersections and hazardous locations and other spot improvements to improve safety. A major recommendation of the study is to improve East-West Highway as a four-lane divided roadway with four-foot-wide raised median for the majority of the length of the project. An option is to resurface the road and place raised pavement markers on the center line as a way to improve wet surface conditions.

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**A major recommendation of the study is  
to improve East-West Highway as a  
four-lane divided roadway with  
four-foot-wide raised  
median...**

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This Plan recognizes that the 62-foot-wide roadway recommended for East-West Highway in the 1970 Master Plan is not practical and endorses the four-lane configuration with safety improvements. The safety improvements could include a fifth lane to be used to accommodate turning movements.

The near-term projects being considered for implementation are intersection improvements on East-West Highway at Jones Mill Road and at Connecticut Avenue. Additional lanes will be added at these intersections to reduce congestion and improve safety.

A third improvement project has been approved for implementation at the intersection of Wisconsin Avenue and Jones Bridge Road. This project includes a turning lane on Wisconsin Avenue for traffic turning right, onto Jones Bridge Road.

**Table 13**

**SUMMARY OF THE BETHESDA-CHEVY CHASE MASTER PLAN HIGHWAY NEEDS**

Name (Route #)	Limits	Recommendation	Current LOS	Conditions, Guidelines, Other Recommendations	Possible Long-term Changes
<b>Major Highway Needs</b>					
East-West Hwy (MD 410)	Rock Creek Park to Montgomery Ave	Four lanes with safety improvements and turning lane; capacity improvements at intersections		Support State Highway Administration study of safety and capacity	
- at Jones Mill Rd and Beach Dr	Intersection	Increase capacity and safety	E		
- at Connecticut Ave (MD 185)	Intersection	Implement at-grade improvements for capacity and safety	F		
Connecticut Ave (MD 185)	I-495 to the Western Ave Cir	Retain six lanes		From Georgetown Branch south, widening of the road is undesirable due to excessive impacts on property and community character	Add an additional lane from Georgetown Branch to Western Ave only if: <ul style="list-style-type: none"> <li>o can be used as an HOV lane in peak periods</li> <li>o endorsed by the County Council, as needed to reduce severe congestion and community impact</li> </ul>
- at I-495	Interchange	Recommend new access ramp location, removal of access from Kensington Pkwy and other measures to lessen community impacts			
- at Jones Bridge Rd	Intersection	Implement at-grade improvements for safety and capacity	F	Also include sidewalks, provide for safe pedestrian crossing, and address Spring Valley Road access	
- at Manor Rd	Intersection	Increase capacity and safety	F	Improvement should provide for safe pedestrian crossing	
- at East-West Hwy (MD 410)	(see East-West Hwy)				

**Table 13 (Cont'd.)**

**SUMMARY OF THE BETHESDA-CHEVY CHASE MASTER PLAN HIGHWAY NEEDS**

Name (Route #)	Limits	Recommendation	Current LOS	Conditions, Guidelines, Other Recommendations	Possible Long-term Changes
<b>Major Highway Needs (Cont'd.)</b>					
<i>Connecticut Ave (Cont'd.)</i>					
- at Western Ave Cir	Circle and Intersections	Recommend traffic safety study by DCDOT		Circle and trees provide a high quality entrance to Montgomery County and should be maintained; proposed improvements should be submitted to M-NCPPC and local municipalities for review and comment	
Wisconsin Ave (MD 355)	I-495 to Woodmont Ave	Retain six lanes for additional capacity and safety needs at intersections and other potentially hazardous locations		From Pooks Hill Rd to Cedar La, widening of the road is undesirable due to excessive impacts on property	Consider long-term widening to eight lanes from Cedar La to Woodmont Ave if: <ul style="list-style-type: none"> <li>o needed to accommodate Federal and Bethesda growth</li> <li>o will include HOV lane service in peak periods; and is</li> <li>o endorsed by the County Council, as needed to reduce severe congestion</li> </ul>
- at Pooks Hill Rd	Intersection	Recommend improvement study by MDDOT/MCDOT	E	Consider improvement to intersection capacity, including additional turn lanes, such as: <ul style="list-style-type: none"> <li>o from Pooks Hill Rd, three-lane left turn;</li> <li>o add a northbound through lane on MD 355</li> </ul> Must study in relation to I-495 interchange	
- at Cedar La	Intersection	Recommend at-grade improvement study by MDDOT/MCDOT	F	Consider interim improvements to reduce critical lane volume such as: <ul style="list-style-type: none"> <li>o eastbound Cedar Lane, add a right-turn lane</li> </ul>	Retain interchange recommendation. Future studies should determine if an interchange and an eight-lane highway to

**Table 13 (Cont'd.)**

**SUMMARY OF THE BETHESDA-CHEVY CHASE MASTER PLAN HIGHWAY NEEDS**

Name (Route #)	Limits	Recommendation	Current LOS	Conditions, Guidelines, Other Recommendations	Possible Long-term Changes
<b>Major Highway Needs (Cont'd.)</b>					
<i>Wisconsin Ave (Cont'd.)</i>					
- at Jones Bridge Rd	Intersection	Endorse existing CIP project	F	<ul style="list-style-type: none"> <li>o westbound Cedar La, add a through lane</li> <li>o northbound MD 355, add a right-turn lane</li> </ul> Delay implementation until determine how relate to traffic growth from NIH and the Bethesda CBD	Woodmont Ave can be built without adding excessive traffic to other area roads serving the NIH Naval and Bethesda CBD employment centers
	Bradley La to Somerset Terr	Four lanes		Safety improvements were completed in the 1980's	Future changes should maintain planted median
Old Georgetown Rd	I-495 to Woodmont Ave a) I-495 to Huntington Pkwy	Retain existing roadway width		Widening of the road is undesirable due to excessive impact on property	An additional lane may be considered only if <ul style="list-style-type: none"> <li>o can be used as an HOV lane in peak periods</li> <li>o endorsed by the County Council as needed to reduce severe congestion and community impact</li> </ul>
- at Greentree Rd	Intersection	Endorse existing CIP project	D	Short right-turn to be provided as part of MCDOT sidewalk project	
	b) Huntington Pkwy to Woodmont Ave	Improvements may be needed for future Bethesda Business District development		Improvements may include: an additional lane, an HOV lane, or reversible lanes; such improvements must be evaluated in light of a revision to the Bethesda Sector Plan	

**Table 13 (Cont'd.)**

**SUMMARY OF THE BETHESDA-CHEVY CHASE MASTER PLAN HIGHWAY NEEDS**

Name (Route #)	Limits	Recommendation	Current LOS	Conditions, Guidelines, Other Recommendations	Possible Long-term Changes
<b>Major Highway Needs (Cont'd.)</b>					
River Rd (MD 190)	I-495 to Western Ave	Retain existing roadway width for intersection capacity/ safety improvements, construct Park & Ride lot beyond I-495		Provide Park & Ride lot with transit service	Capacity of some sections may be exceeded during the life time of the Master Plan
- at Wilson La	Intersection	Recommend intersection improvements	F		Consider impact of improvements on nearby communities
- at Whittier Blvd	Intersection	Recommend intersection improvements	F		Consider impact of improvements on nearby communities
- at Little Falls Pkwy	Intersection	Recommend intersection improvements	E		Consider impact of improvements on nearby communities
Goldsboro Rd (MD 614)	Massachusetts Ave to River Rd	Retain two-lane roadway			Consider long-term need for four lanes, subject to environmental constraints
Massachusetts Ave (MD 396)	Western Ave to Sangamore Rd	Retain existing roadway width		None at this time	
	Goldsboro Rd to Sangamore Rd	Retain existing roadway width			May need widening to four lanes
<b>Other Long-term Highway Needs</b>					
Jones Bridge Rd	a) Jones Mill Rd to Connecticut Ave (Primary Street)	Improvement to primary standards as necessary		Wider roadway would have impact on abutting residences	
	b) Connecticut Ave to Wisconsin Ave (Arterial Road)	Retain existing roadway width, except where intersection improvements are needed			

**Table 13 (Cont'd.)**

**SUMMARY OF THE BETHESDA-CHEVY CHASE MASTER PLAN HIGHWAY NEEDS**

Name (Route #)	Limits	Recommendation	Current LOS	Conditions, Guidelines, Other Recommendations	Possible Long-term Changes
<b>Other Long-term Highway Needs (Cont'd.)</b>					
Little Falls Pkwy (Park Rd)	Fairfax Ave to Massachusetts Ave	Retain existing roadway width		Future changes, if any, must maintain parkway character	May need future widening
Wilson La (MD 188) (Arterial St)	a) MacArthur Blvd to River Rd	Two-lane arterial		a) & b): Endorse improvements related to pedestrian safety, a bike path, and speed controls	
	b) River Rd to Bradley Blvd	Recommend improvements following a proposed pedestrian safety and circulation study by MCDOT			
	c) Bradley Blvd to Clarendon Rd	Retain arterial classification but limit the roadway to two lanes		Any reconstruction should include special attention to: pedestrian safety, a conti- nuous path and pedestrian crossings; more than two lanes are undesirable due to exces- sive impacts on property	
Greentree Rd (Primary Street)	Burdette Rd to Fernwood Rd	Retain primary classification and improve substandard sections as necessary			
Burdette Rd (Principal Secondary)	River Rd to Bradley Blvd	Widen to two-lane secondary as needed; improve to primary standard as needed			
Bradley Blvd (MD 191) (Arterial)	I-495 (underpass) to Fairfax Rd a) I-495 to Goldsboro Rd	Reclassification to arterial road and retain two lanes		High volumes unlikely, since no interchange at I-495	Limit future improve- ments to four lanes except at intersections



**Table 13 (Cont'd.)**

**SUMMARY OF THE BETHESDA-CHEVY CHASE MASTER PLAN HIGHWAY NEEDS**

Name (Route #)	Limits	Recommendation	Current LOS	Conditions, Guidelines, Other Recommendations	Possible Long-term Changes
<b>Other Long-term Highway Needs (Cont'd.)</b>					
<i>Bradley Blvd (Cont'd.)</i>					
		Include a pathway in the right-of-way			
- Huntington Pkwy; Wilson La	Intersections	Increase intersection capacity			
	b) Goldsboro Rd to Fairfax Rd	Retain existing road width			
Bradley La (Primary)	c) Wisconsin Ave to Connecticut Ave (primary)	Retain two-lane roadway			Consider up to four lanes, if needed to serve the Bethesda Business District; this would require reclassification to an arterial road and a taking of private property
Perstimon Tree Rd (Arterial)		Retail arterial classification limit roadway widening to two lanes			
Goldsboro Rd (MD 614) (Arterial)	a) MacArthur Blvd to Massachusetts Ave (Arterial)	Reclassify as an arterial Retain two lanes		Retain right-of-way	
- at MacArthur Blvd	Intersection	Consider operational changes to improve safety and capacity		Recommend review by MCDOT	
	b) River Rd to Bradley Blvd (Arterial)	Two-lane arterial		Endorse pedestrian circulation safety improvements	Consider long-term need for four lanes, subject to environmental constraints

**Table 13 (Cont'd.)**

**SUMMARY OF THE BETHESDA-CHEVY CHASE MASTER PLAN HIGHWAY NEEDS**

Name (Route #)	Limits	Recommendation	Current LOS	Conditions, Guidelines, Other Recommendations	Possible Long-term Changes
<b>Other Long-term Highway Needs (Cont'd.)</b>					
MacArthur Blvd (Arterial)	a) I-495 to Sangamore Rd	Recommend arterial road classification and retain the two-lane roadway; plan recommends designation as a Maryland Scenic Highway; also recommend study of safety needs at designated scenic pull-offs		High volumes result in local operational problems, which should be reviewed with MCDOT; U.S. Corps owns road over the Cabin John aqueduct, Site #35/37 on the <i>Master Plan for Historic Preservation</i> and on the National Register of Historic Places; the right-of-way to relocate is inadequate; major widening could create a major corridor; closure could add excess volumes to River Rd	
	b) Sangamore Rd to D.C. line	Retain classification as an arterial road, retain the two-lane roadway			
- at Sangamore Rd	Intersection	Endorse intersection capacity and safety improvements project to be implemented through subdivision review process.		Include turn lanes and signal controls; (County/developer improvement project)	
Clara Barton Pkwy	I-495 to D.C. line	Endorse capacity improvements as needed		Access at Cabin John adds traffic to the one lane over Union Arch	Capacity improvements may be needed to reduce overflow traffic onto MacArthur Blvd and River Rd; peak period restrictions would increase traffic on heavily-used River Rd

Pedestrian ramps will also be included in the project.

At Connecticut Avenue and East-West Highway, the emphasis should be on at-grade improvements, public and private trip reduction measures, and policies to increase transit ridership.

### **Connecticut Avenue (MD 185)**

The traffic forecast indicates that southbound traffic on Connecticut Avenue is expected to increase at an annual rate of about 1 percent for the morning peak hours. Some intersections, however, are already in need of improvement.

This Master Plan supports the removal of access to I-495 from Kensington Parkway, a residential street, because Connecticut Avenue is a more appropriate road to carry Beltway-oriented traffic. Furthermore, **it is recommended that alternatives include consideration of:**

1. state offer to purchase (for resale) four homes along the east side of Connecticut Avenue whose only access is from Connecticut Avenue;
2. the retention of Kensington Parkway as a two-way street for its entire length;
3. removal and relocation of ramps to reduce speed of on-ramp vehicles and to improve visibility for motorists and pedestrians at Woodlawn Road;
4. installation of a sidewalk along the east side of Connecticut Avenue, north of Jones Bridge Road;
5. replacement of the existing monolithic median and barricades along Connecticut Avenue with a grass median to match the existing 14-foot-wide grass median and planted with grass; and
6. improvement of the Connecticut Avenue/Jones Bridge Road/Kensington Parkway intersection with special attention to the Jones Bridge Road/Spring Valley Road intersection.

The developer of the large parcel in the southwest quadrant

of the intersection (Parcel C 14) will provide an additional lane and median on Jones Bridge Road, a traffic signal at a new intersection west of Spring Valley Road, and improvements to Manor Road at the south end of the property.

The grade-separated interchange at Jones Bridge Road, proposed in the 1970 Master Plan, is deleted from this Master Plan. There would be insufficient weaving and merging distance between Jones Bridge road and the Beltway (I-495) interchange. The proposed interchange would also have an adverse impact on abutting residential communities. Preliminary development plans for parcels near the intersection will be reviewed for the possibility of implementing at-grade improvements or trip reduction measures.

### **Wisconsin Avenue (MD 355)**

Wisconsin Avenue is in the major development corridor in the Planning Area and provides capacity for traffic passing through the corridor and traffic generated in the Bethesda CBD, Friendship Heights, and other facilities like NIH and the Naval Medical Center. Unlike NIH and NMC, development in Bethesda and Friendship Heights is controlled by Sector Plans and public policies which limit the amount of development to the capacity of the transportation system.

Intersections along Wisconsin Avenue outside the Sector Plan areas known to be operating at unacceptable peak hour levels of service include Pooks Hill Road, Cedar Lane, and Jones Bridge Road. The traffic flow is very heavy between Jones Bridge Road and I-495, but has not exceeded the capacity of the road.

The intersection at Pooks Hill Road is currently operating at an unacceptable Level of Service only in the evening peak hour. The Level of Service could be improved by adding a northbound through lane on MD 355 and allowing left turns out of Pooks Hill Road in three lanes. However, it may not be possible to add a lane on MD 355 because of the proximity of the I-495 interchange. If conditions worsen at this location, it may be necessary to initiate a major improvement project.

During the life span of the Master Plan, emphasis should be on at-grade improvements at the intersection of Wisconsin Avenue and Cedar Lane and the implementation of transit and trip reduction policies to reduce highway traffic. **This Plan recommends that a possible grade-separated interchange at Wisconsin Avenue and Cedar Lane be retained as a possible long-range project.** If development or redevelopment occurs on abutting parcels, the plans should be reviewed for the purpose of reserving right-of-way for the future construction of the interchange.

The Critical Lane Volume at the Cedar Lane intersection can be reduced in the peak hours by the addition of a right-turn lane on the eastbound approach of West Cedar Lane to MD 355, the addition of a through lane on the westbound approach of Cedar Lane to MD 355, and the addition of a right-turn lane on the northbound approach of MD 355 to Cedar Lane.

A possible long-term change, beyond the life of this Master Plan, would be the addition of a lane in each direction on MD 355 from north of Cedar Lane to Jones Bridge Road. The additional lanes plus the improvements mentioned above would almost achieve acceptable levels of service. The additional lanes would reduce congestion in this area by better separation of the through traffic on MD 355 and the traffic generated by NIH and the Naval Center.

Transportation improvements in the Wisconsin Avenue corridor should also include alternative modes of travel. Not only should local development be tied to the provision and enhancement of non-auto modes of travel and the reduction of single-occupant vehicles on the road, but consideration should be given to reducing the traffic volumes generated by development in the whole corridor. Plans for expansion of employment in the Federal agencies should be closely coordinated with capacity of the transportation system.

#### **Old Georgetown Road (MD 187)**

The daily traffic volume on MD 187 has not reached the ca-

capacity of the road. Further traffic growth could result in greater congestion and motorists' use of Huntington Parkway and Bradley Boulevard as a "short cut" route around the Bethesda CBD. A transportation management district, if implemented in the Bethesda Business District, could be used to reduce the demand for additional roadway capacity on MD 187.

#### **Bradley Boulevard (MD 191)**

It is recommended that Bradley Boulevard be reclassified to an arterial road between the Capital Beltway and Goldsboro Road and retained as a two-lane road during the lifetime of the Plan. A pedestrian/bicycle path should be constructed within the existing right-of-way width of 100 feet, and the intersections at Huntington Parkway and Wilson Lane should be improved.

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**It is recommended that Bradley Boulevard be reclassified to an arterial road between the Capital Beltway and Goldsboro Road and retained as a two-lane road during the lifetime of the Plan.**

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While congestion is expected to increase, the amount of increase can be reduced if improvements are made at Huntington Parkway and Wilson Lane. These are the two most congested intersections on Bradley Boulevard outside the Bethesda CBD. Delays at these intersections could be reduced by widening the approaches to two lanes so that a lane on each approach could be used for left-turn movements.

#### **River Road (MD 190)**

The daily traffic on River Road is close to exceeding the road's capacity. The initial morning peak hour traffic forecast indicates that an annual growth rate of about 0.5 to 1 percent

can be expected in the eastbound traffic if moderate levels of development are assumed. The resultant traffic growth will adversely affect operating conditions of intersections and dictate the need for improvements. Already, there are several intersections operating at unacceptable levels of service during the peak hours and several sections of roadway operating at Level of Service E.

The intersection at Wilson Lane is operating at Level of Service F in the morning peak hour with a Critical Lane Volume of 1,820. This is considerably above the maximum of 1,525 at which local development can be approved without mitigation measures. A review of potential improvements found that only the addition of another approach lane in each direction on River Road would reduce the Critical Lane Volume to less than 1,525. Minor improvements would not result in any significant change in levels of service.

The intersection at Whittier Boulevard is operating at Level of Service F during the morning peak hour with a Critical Lane Volume of 1,558. The Critical Lane Volume could be reduced to an acceptable 1,450 by allowing traffic entering the intersection from Whittier Boulevard to turn left in both approach lanes. The traffic signal system would have to be modified to allow the movement.

The intersection at Little Falls Parkway is operating at Level of Service E in the morning peak hour with a Critical Lane Volume of 1,526. The construction of a separate right-turn lane on the northbound approach of the Parkway to River Road would reduce the Critical Lane Volume to 1,516, which is below the maximum desirable volume of 1,525. The project, however, would not significantly reduce overall congestion at the intersection.

In conclusion, some intersections along River Road are experiencing congestion on the inbound lanes during the morning peak hour. It appears that minor improvements would only provide slight relief. Increased traffic demand under any growth assumption could increase congestion at other intersections and result in a possible need to add through lanes on River Road. In conjunction with the recommended moderate

development levels, this Plan proposes construction of a commuter parking lot along River Road, in the Potomac Planning Area. Widening of River Road to six lanes may be necessary beyond the life span of this Master Plan.

#### **Goldsboro Road (MD 614)**

**This Plan reclassifies Goldsboro Road from a major highway to an arterial road between MacArthur Boulevard and Massachusetts Avenue.** Four lanes may be needed beyond the life span of the Master Plan. The existing pavement width is expected to be sufficient for the life span of the Master Plan and also reflects recommendations for MacArthur Boulevard.

#### **Massachusetts Avenue (MD 396)**

The capacity of Massachusetts Avenue is not expected to be exceeded between Goldsboro Road and Sangamore Road during the lifetime of the Plan. However, with the concept of de-emphasizing the potential of MacArthur Boulevard and the southern part of Goldsboro Road as major routes for through traffic, an increase in through traffic may occur on Massachusetts Avenue in the future as spillover traffic from River Road.

This Plan retains the two-lane section of Massachusetts Avenue during its lifetime, but recognizes that four lanes may be needed beyond the life span of the Master Plan.

#### **Other Long-Term Highway Needs**

##### **Little Falls Parkway**

The daily traffic volume on Little Falls Parkway does not currently exceed the road's capacity. However, if daily traffic continues to grow at the rate of 3.5 to 6 percent, the capacity could be reached by 1995.

The intersection of Little Falls Parkway and Massachusetts Avenue is operating at an acceptable Level of Service during the peak hours, but the intersection at River Road and Little Falls Parkway is operating at Level of Service E in both the

morning and evening peak hours. This means that additional traffic generated by local development could result in the need to widen Little Falls Parkway and increase intersection capacity. Such a change should only be considered in a subsequent Master Plan revision.

#### **Wilson Lane (MD 188)**

**The Master Plan recommends the reconstruction of Wilson Lane as a two-lane roadway from River Road to Old Georgetown Road.** Particular attention is needed to safety and public transit improvements. The improvement of Wilson Lane should include consideration of the following: (1) a continuous bicycle path from MacArthur Boulevard to downtown Bethesda; (2) the construction of waiting areas and facilities for transit passengers; (3) marked or signalized pedestrian crossing lanes at strategic locations, such as Bradley Boulevard and Old Chester Road, where there are bus stops; and (4) the erection of guard rails and anti-skid surfaces at locations, like Maiden Lane and Aberdeen Road, where there are sharp curves.

#### **Burdette Road**

**This Plan recommends the reclassification of Burdette Road as a principal secondary street with the expectation that no widening will be necessary unless the purpose is to facilitate safe, local access and circulation.** Burdette Road is a narrow, two-lane road with steep, vertical curves between River Road and Bradley Boulevard. In 1986, the average daily traffic volume was 3,450 vehicles between River Road and Burning Tree Road and 1,900 vehicles between the latter and Bradley Boulevard. The capacity of this road, even though it is low because of its width and topographic constraints, is not expected to be exceeded during the life span of the Master Plan.

#### **Seven Locks Road**

Seven Locks Road, north of I-495, is classified as a principal secondary street in the Potomac Subregion Master Plan. **This**

**Plan recommends that the section of Seven Locks Road south of I-495 also be classified as a principal secondary street for consistency.**

#### **MacArthur Boulevard**

**This Plan reclassifies MacArthur Boulevard as an arterial road between the Capital Beltway and Sangamore Road to match its function. In addition, the road is being proposed as a scenic highway.** To maintain the scenic function during the lifetime of the Master Plan, the one-lane bridge at Cabin John should be retained. The bridge has historical significance and it serves as a traffic-metering device for controlling the volume of traffic flowing through the area. To further discourage the growth of traffic in the area, the road should retain the travel lanes it now has. Two lanes should be sufficient for providing a moderate level of land service and a medium level of traffic service, and this Plan recommends against widening MacArthur Boulevard. While some day, major improvements may be needed to protect the aqueduct, the reference to the relocation of MacArthur Boulevard to a roadbed parallel to the aqueduct from Sangamore Road to the Capital Beltway is deleted from this Plan.

This Master Plan recognizes that traffic uses the Clara Barton Parkway and MacArthur Boulevard to access Wilson Lane and Goldsboro Road. This results in large volumes of peak period traffic going through the Cabin John and Glen Echo communities. This may result in local operational problems which should be reviewed by the Montgomery County Department of Transportation.

## **4.24 Street and Highway Plan**

### **Classification Categories**

The Street and Highway Plan shows the classification of streets and highways in a Planning Area. (See Figure 13.) In Montgomery County, each roadway generally is classified in one of five major categories: (1) Freeways, (2) Major Highways,

(3) Arterials and Business District Streets, (4) Primary Residential Streets, and (5) Secondary and Tertiary Residential Streets.

**Freeways** provide total traffic service and no land service. Access, number of lanes, and right-of-way width frequently vary in accordance with local conditions and long-term needs. The Capital Beltway (I-495) is classified as a freeway.

**Major highways** provide high level of traffic service and a low level of land service. The major highways in the Planning Area should function so as to carry large volumes of traffic to destinations and from origins within B-CC, but also provide a through route to other employment centers.

**Arterials** and business district streets provide a lower level of traffic service and a higher level of land service than major highways. They carry traffic between major highways and provide a high degree of access to local development.

**Primary residential streets** provide a lower level of traffic service and higher level of land service than arterials and business district streets. Primary streets are the local traffic collectors for vehicles traveling between higher level roads (arterials and major highways) and residential areas. As a result, they frequently carry non-local traffic through residential communities. Often there is not a good alternative primary street to serve as the preferred through route. Some of the primary streets are already part of the existing highway classification system whereas others are proposed to be added to that system. In most cases, these newly designated primary streets have already been constructed to a width of 36 feet. Where the streets are not 36 feet wide, traffic control techniques will be considered as alternatives to widening.

This Plan adds the classification of the **principal secondary street**, a classification that was used in the *Potomac Subregion Master Plan*. It is used for existing streets with substandard grades whose vertical realignment to primary standards would severely impact access to abutting properties if the acquisition of additional right-of-way was necessary.

**Secondary and tertiary residential streets** provide limited traffic service and high level of land service. They are not intended for use by traffic that is passing through the residential community.

## Street and Highway Classifications

The proposed Street and Highway Plan for the Bethesda-Chevy Chase Planning Area is based on the 1970 Master Plan with specific changes as given below. (See Figure 13.) The highway classifications are listed on Table 14. The table shows the classification, the right-of-way width, and the number of lanes or pavement width. These changes more closely match the classification to the function and use of each street or highway. Individual sector plans must be referred to for recommendations regarding roads and streets in the Bethesda CBD, Friendship Heights CBD, and Westbard.

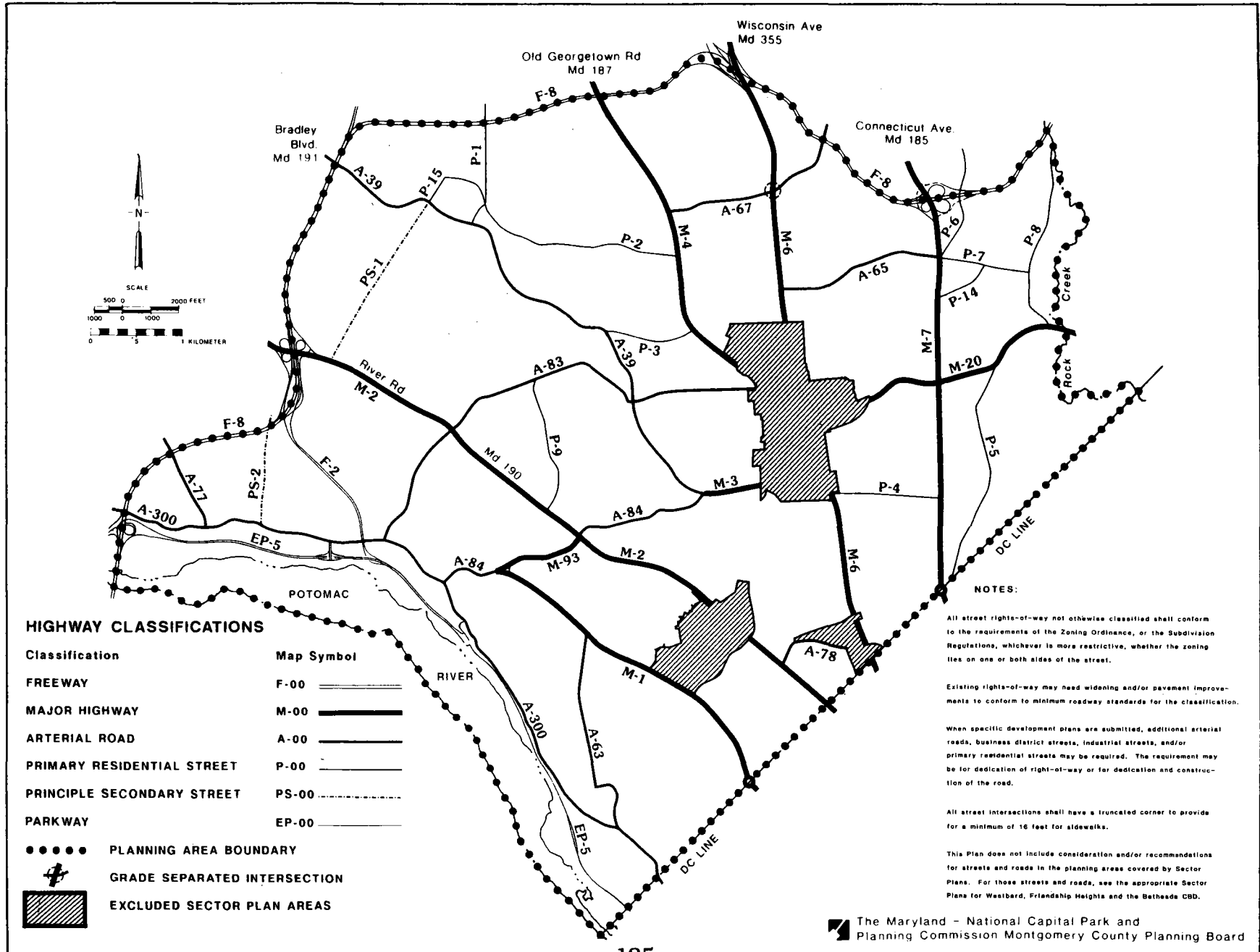
The streets newly designated as primaries on the proposed highway classification plan include:

Manor Rd	Connecticut Ave to Jones Bridge Rd
Whittier Blvd	River Rd to Wilson La

The proposed highway plan also recommends the following changes to the classification of some other roads and streets.

Bradley Blvd	major highway to <b>arterial road</b> between I-495 and Goldsboro Rd
Goldsboro Rd	major highway to <b>arterial road</b> between MacArthur Blvd and Massachusetts Ave
MacArthur Blvd	undesignated road to <b>arterial road</b> between I-495 and Sangamore Rd
Fernwood Rd	arterial road to <b>primary residential street</b> between I-495 and Bradley Blvd
Burdette Rd	primary residential street to <b>principal secondary street</b> between River Rd and Bradley Blvd

# STREET AND HIGHWAY PLAN





**Table 14**  
**STREET AND HIGHWAY CLASSIFICATION**

Master Plan Designation	Name	Limits	Minimum Right-Of-Way Width	Ultimate Pavement Width Or Number Of Lanes (for consideration beyond Master Plan)
<b>Parkway</b>				
EP-5	George Washington Memorial Pkwy	I-495 to D.C. Line	varies	-
<b>Freeway</b>				
F-2	Cabin John Pkwy (I-495X)	I-495 to George Washington Memorial Pkwy	varies	4 lanes divided
F-8	Capital Beltway (I-495)	Potomac River to Rock Creek Park	varies	6 to 8 lanes
<b>Major Highways</b>				
M-1	Massachusetts Ave (MD 396)	Goldsboro Rd to Western Ave	120'	4 lanes
M-2	River Rd (MD 190)	Capital Beltway to Ridgefield Rd	150'	4 to 6 lanes
		Little Falls Pkwy to Western Ave	100'	
M-3	Bradley Blvd (MD 191)	Goldsboro Rd to Wisconsin Ave	120'	6 lanes
M-4	Old Georgetown Rd (MD 187)	Capital Beltway to Bethesda CBD Boundary Line	120'	6 lanes
M-6	Wisconsin Ave (MD 355)	Capital Beltway to Chestnut St	120'	6 to 8 lanes
		Bradley Lane to Western Ave	120'	6 lanes divided
M-7	Connecticut Ave (MD 185)	Capital Beltway to Western Ave	120'	6 lanes

**Table 14 (Cont'd.)**

**STREET AND HIGHWAY CLASSIFICATION**

Master Plan Designation	Name	Limits	Minimum Right-Of-Way Width	Ultimate Pavement Width Or Number Of Lanes (for consideration beyond Master Plan)
M-20	East-West Hwy (MD 410)	Bethesda CBD Boundary Line to Planning Area Boundary Line	120'	4 lanes
M-93	Goldsboro Rd (MD 614)	Massachusetts Ave to River Rd	120'	4 lanes
<b>Arterials</b>				
A-39	Bradley Blvd	Planning Area Boundary Line to Goldsboro Rd	100'	2 to 4 lanes
A-63	Sangamore Rd	Massachusetts Ave to MacArthur Blvd	80'	48'
A-65	Jones Bridge Rd	Connecticut Ave to Wisconsin Ave	80'	48'
A-67	Cedar La/ W. Cedar La	Planning Area Boundary Line to Old Georgetown Rd	80'	48'
A-77	Persimmon Tree Rd (MD 191)	Planning Area Boundary Line to MacArthur Blvd	80'	48'
A-78	Willard Ave	River Rd to Friendship Blvd	80'	48'
A-83	Wilson La (MD 188)	MacArthur Blvd to Bethesda CBD Boundary Line	Varies	2 lanes*
A-84	Goldsboro Rd	River Rd to Bradley Blvd	80'	48'
		MacArthur Blvd to Massachusetts Ave	80'	2 lanes*

**Table 14 (Cont'd.)**

**STREET AND HIGHWAY CLASSIFICATION**

Master Plan Designation	Name	Limits	Minimum Right-Of-Way Width	Ultimate Pavement Width Or Number Of Lanes (for consideration beyond Master Plan)
A-300	MacArthur Blvd	Planning Area Boundary Line to D.C. Boundary Line	Varies	2 lanes*
<b>Primaries</b>				
P-1	Fernwood Rd	Planning Area Boundary Line to Bradley Bld	70'	36'
P-2	Greentree Rd	Burdette Rd to Old Georgetown Rd	70'	36'
P-3	Huntington Pkwy	Bradley Blvd to Old Georgetown Rd	100'	2 lanes divided
P-4	Bradley La	Wisconsin Ave to Connecticut Ave	70'	36'
P-5	Brookeville Rd	Western Ave to East-West Hwy	70'	36'
P-6	Kensington Pkwy	Jones Bridge Rd to Planning Area Boundary Line	70'	36'
P-7	Jones Bridge Rd	Connecticut Ave to Jones Mill Rd	70'	36'
P-8	Jones Mill Rd	East-West Hwy to Planning Area Boundary Line	70'	36'
P-9	Whittier Blvd	River Rd to Wilson La	70'	36***
P-14	Manor Rd	Connecticut Ave to Jones Bridge Rd	70'	36***
P-15	Burdette Rd	Bradley Blvd to Greentree Rd	70'	36'

**Table 14 (Cont'd.)**  
**STREET AND HIGHWAY CLASSIFICATION**

Master Plan Designation	Name	Limits	Minimum Right-Of-Way Width	Ultimate Pavement Width Or Number Of Lanes (for consideration beyond Master Plan)
<b>Principal Secondary</b>				
PS-1	Burdette Rd	Bradley Blvd to River Rd	70'	26'
PS-2	Seven Locks Rd	I-495 to MacArthur Blvd	60'	26'
* This Plan recognizes that MacArthur Blvd and Wilson La function as arterial roads but recommends that they not be widened to urban standards. This also applies to Goldsboro Rd, from MacArthur Blvd to Massachusetts Ave. See Plan for discussion.				
** This Plan recognizes that these newly classified streets function as primary streets.				
Note: See the appropriate Sector Plan for street classification or specific transportation recommendations within each sector plan area.				

Seven Locks Rd secondary residential street to **principal secondary** street between I-495 and MacArthur Blvd

Leland St primary residential street to **secondary** street between the Bethesda CBD and East-West Hwy

## 4.3 Transportation Analysis

An issue of great concern in preparing this Plan is whether the Master Plan's end-state land use recommendations can be adequately served by the recommended transportation system of the Master Plan. The following discussion presents some of the results of the transportation analysis of the land use plan. The results are viewed from the perspective of areawide congestion levels and a generalized pattern of more localized congestion levels throughout the B-CC area.

### 4.31 Areawide Analysis

In order to predict future average congestion levels for the Bethesda-Chevy Chase Planning Area, an approach was used that is comparable to that of the Annual Growth Policy to set Annual Staging Ceilings. This approach involves the use of: (a) a regional transportation model, with extra detail in Bethesda-Chevy Chase and adjoining areas, (b) the establishment of a standard of an acceptable average level of congestion, and (c) a comparison of average congestion levels resulting from the proposed land use plan against the standard of acceptable congestion.

### Regional Context of the Analysis

Today, as well as in the future, traffic and congestion levels in the B-CC area depend upon many things. Among them are the location, mix and intensity of local development and transportation facilities within the area. Development levels and transportation facilities in the larger region beyond the B-CC area also play a major role in the levels of traffic and congestion

within B-CC. Therefore, in order to assess future congestion levels in B-CC, techniques are needed that account for these larger, regional traffic patterns. With that in mind, staff has adapted the regional transportation modeling system being used in the Countywide Annual Growth Policy for use in the areawide analysis of the proposed land uses within the B-CC area.

That adaptation considered land use activity and master-planned transportation facilities throughout the County and the greater Washington region. To do otherwise would result in travel patterns and traffic flows which would not be representative of Bethesda-Chevy Chase's relative location in the larger region.

### Standard of Acceptable Congestion

The FY 89 Annual Growth Policy (AGP) has determined that Bethesda-Chevy Chase and Bethesda CBD Policy Areas are Group V areas, which means they have full transit service. The AGP sets the policy that a Group V area has an *Average Level of Service* Standard of LOS D/E for the standard of acceptable congestion.

**This transportation analysis recommends that the appropriate standard of acceptable congestion, for the time frame of the B-CC Master Plan, should continue to be a Group V area with an Average Level of Service D/E Standard.** That standard should also apply to the Bethesda CBD area and is consistent with the standard used in the cordon analysis for the *Bethesda CBD Sector Plan*. The cordon analysis establishes traffic capacity based on 10 major roadway exit points from the Bethesda CBD. The standard for acceptable local intersection congestion should continue to be the midpoint of Level of Service E.

Table 15 shows the correspondence between transit availability and Average Level of Service Standards. The columns describe a spectrum of transit service availability for various types of transit such as bus based systems, fixed-guideway

**Table 15**

**CORRESPONDENCE BETWEEN TRANSIT AVAILABILITY AND AVERAGE LEVEL OF SERVICE STANDARDS**

Average Level of Service Standards	Group Classifications	Public Transport Alternatives to Automobile Travel	Transit Services Available or Programmed						
			Auto Dependent System	and/or	Bus Based Systems		and/or	Fixed Guideway Systems	
			Park/Ride Access		Community and Local Bus Service	Regional Park/Ride Express Bus and High Occupancy Vehicle Priority Systems		Commuter Rail or Light Rail	Metrorail
•	I	Marginal to stations or	Marginal access available bus routes outside of the area		Not Available	Not available		Marginal amount of the area is within walk access	Not Available
C̄	II	Limited	Limited number of park/ride spaces		Limited coverage and frequency	Limited park/ride spaces or lots with local bus service		Limited park/ride access and walk access	Park/ride and kiss/ride access limited to nearby stations outside of the area
C/D	III	Moderate	Moderate number of park/ride spaces, limited kiss/ride service		Moderate coverage, service limited to policy frequencies	Moderate express bus service in conjunction with a system of park/ride lots		Moderate parking or walk access with system transfers	Moderate station coverage in the area with associated feeder access
D̄	IV	Frequent	Moderate park/ride spaces and moderate kiss/ride service		Moderate coverage, combined policy and frequent demand-based service	Priority treatment for frequent express buses, local circulation feeder services in conjunction with a system of park/ride lots		Same as Group III above	More dense spacing of stations and bus routes
D̄/E	V	Full	Limited park/ride with full reliance on kiss/ride access		Full area coverage and a large number of routes with frequencies based on demand	Same as Group IV above		Same as Group III above	Full frequency and full reliance on kiss/ride, easter walk and bicycle access
•	VI	Expanded	Expanded park/ride with reliance on kiss/ride access		Expanded bus frequencies; 100 buses in PM peak	Same as Group IV above		as Group III above	Designated CBD; controlled parking; Transportation Mgmt. District

• See Text of the Recommended FY 89 AGP for Methods and Standard of Measuring Traffic.

systems and auto dependent transit systems. The rows show how the different degrees of available transit services correspond to different standards of *Average Levels of Service* for areas such as Master Plan areas.

For a better understanding of the standard of acceptable congestion, it is helpful to briefly elaborate on the measure that is being used to describe the concept — that of an average Level of Service. Level of service is an estimate of the quality of the traffic operations of a particular intersection or roadway segment. If one imagines oneself at the top of a tall building or in an aircraft looking down at many intersections or roadway segments that cover a large area, then the idea of an average Level of Service is one that represents the quality of the traffic operations throughout that whole area. Some intersections or roadway segments are less congested than the average, many are operating at the average, and some are more congested than the average. Thus, the average measure is a convenient indicator for comparing alternatives and monitoring conditions over time. For many purposes, it is still important to consider the patterns of localized congestion and Level of Service at particular locations.

Conditions might be such in the future that the Bethesda CBD could be considered an area of “expanded” transit services, and thus eligible for a Group VI standard for Average Level of Service. To meet Group VI criteria, several basic conditions beyond the currently programmed transit services would need to occur. (See Table 15.) First would be the establishment of a Transportation Management District such as the one recently implemented for the Silver Spring CBD. The second would be a significant increase in bus service with extra routings and greater frequencies on existing routes such that in total there would be more than 100 buses per hour serving the Bethesda CBD. If transit services are provided along the Georgetown Branch, they could be considered as adding to that amount of locally destined transit service. However, a transitway in and of itself would not be sufficient to classify the Bethesda CBD as a Group VI area. The next update of the Bethesda CBD Sector Plan should evaluate in more detail what

should be the appropriate Level of Service standard for that area.

### **Comparison of Average Congestion Level to the Standard**

In this analysis, three basic development level alternatives have been analyzed. A comparison of the resulting average Level of Service estimate for each of these development level alternatives was made against the standard of Average Level of Service D/E, discussed above. This comparison shows that the first two development level alternatives, the low and moderate alternatives, would have acceptable average Level of Service conditions at the standard or somewhat less congested than the areawide standard.

The analysis for the third alternative, the high developmental level alternative, shows that it would probably have average Level of Service conditions that would be somewhat more congested than the average Level of Service standard of LOS D/E. It is possible that the high development level alternative, in combination with appropriate transportation improvements, might have an acceptable areawide congestion level.

The assessment of whether the Master Plan’s land use plan can be adequately served by its transportation plan was done at a finer level of detail than just an areawide average. The remaining part of the transportation analysis considers the general pattern of changes in local congestion levels throughout different parts of the B-CC area.

### **4.32 Patterns of Localized Congestion**

Travel demands and patterns, the capacities of transportation facilities and services, and the resulting use of those facilities are not uniform throughout the B-CC area nor will they be in the future. So, just as some parts of the roadway system in B-CC are presently more congested than others the situation will be similar in the future. Thus two basic questions arise. First, what will be the particular pattern of localized conges-

tion associated with the land use and transportation recommendations of the Master Plan? Second, will those particular localized congestion levels be acceptable?

The results of the areawide transportation analysis of the moderate growth land use/transportation alternative were examined for the expected pattern of localized congestion. Several generalizations can be made:

1. The Capital Beltway around the northern and western border of the B-CC area, an interstate freeway, will tend to operate at a more congested condition than most highways within the B-CC area. The most congested section will likely be the American Legion Bridge over the Potomac River and the section of the Beltway from River Road to the split to I-270. The least congested section is expected to be that part of the Beltway from the I-270 West Spur to Wisconsin Avenue (MD 355).
2. Within the B-CC area, the major highways are expected to be more congested than the other parts of the highway system. Most of these major highways will have LOS D and LOS E operating conditions, although some LOS F conditions might occur. The most congested sections of major highways will be: a) Connecticut Avenue north of East-West Highway, b) Old Georgetown Road between the Bethesda CBD and Huntington Parkway, c) East-West Highway from Leland Street to Brookville Road, and d) Wisconsin Avenue in the vicinity of Cedar Lane and Jones Bridge Road.
3. The eastern and northern part of the B-CC area are expected to be more congested than the western or southern portions of the area. While much of the expected congestion can be associated with the traffic going to and from the Bethesda CBD and the National Institutes of Health and the Naval Medical Command, a significant portion will be directly attributable to traffic passing entirely through B-CC. For example, a significant proportion of the estimated traffic on Connecticut Avenue, about 40 percent of the traffic just south of the Beltway, will be through traffic independent of the level of development within the area. Additional Master Plan strategies to reduce such through traf-

fic could result in less severely congested overall traffic in the northeastern part of the B-CC area.

4. The north-to-south radial highways are expected to be more congested than the east-to-west circumferential highways. Highways such as Connecticut Avenue, Wisconsin Avenue, Old Georgetown Road, River Road, and Massachusetts Avenue will tend to be more congested than east-west roads such as Wilson Lane and Goldsboro Road. While much of the traffic contributing to that congestion can be attributed to local residential and employment development within B-CC, through traffic would be expected to continue to be a major contributor to the congestion. In addition to the example already cited above for Connecticut Avenue, it is estimated that 40 to 50 percent of the traffic on River Road would be traffic passing through the B-CC area.

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**The eastern and northern part of the B-CC area are expected to be more congested than the western or southern portions of the area.**

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5. Traffic conditions around and approaching the Bethesda CBD and NIH may be more congested than the conditions within the Bethesda CBD. The results of the transportation analysis indicate somewhat greater congestion levels in areas outside the employment centers than within the employment centers. However, the analysis method has not yet been adjusted to accurately reflect the details of traffic circulation and local traffic patterns within the CBD area. This is an issue which will need to be addressed more explicitly in the preparation of the Bethesda CBD Sector Plan update.

Another aspect of the pattern of localized congestion is comparison of the effects of the high development level alternative on congestion levels, with the effect of the recommended (moderate) development level alternative. Again, some generalizations can be made based upon the results of the transporta-



tion analysis. The main expectation is that the effects would be very dispersed with marginal impacts throughout the B-CC area. However, relative to the recommended (moderate) development level alternative, the extra increment of development for the high development level alternative would tend to increase traffic more on the major highways to the north and to the west of the Bethesda CBD, and encourage greater reverse

commuting from the District of Columbia. The overall effect on congestion would probably be most noticeable along River Road. The traffic from this extra increment of development would tend in several locations to change LOS E conditions to LOS F conditions. Such changes are predicted, but with less certainty, at a few isolated locations along Old Georgetown Road or Wisconsin Avenue.

# Environmental Resources Plan

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**A major goal of this Plan is to protect the  
natural resources and environ-  
mental qualities of  
Bethesda-Chevy  
Chase.**

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**A** major goal of this Plan is to protect the natural resources and environmental qualities which are important to the quality of life for Bethesda-Chevy Chase.

Steeply sloped and heavily wooded areas are distinctive features of the Palisades and portions of the Chevy Chase area. Throughout B-CC, residential areas are heavily treed. Environmental concerns within the area include loss of mature woodlands, stream quality, and highway noise.

Objectives to protect the natural resources of B-CC include:

1. Protect wetlands, steep slopes, and wooded areas.
2. Endorse corrective measures to reduce flooding and to improve stream quality.
3. Design new projects to limit impacts of roadway traffic noise.
4. Endorse higher densities near transit stations and use of ridesharing to help reduce future levels of automobile-related air pollutants.
5. Design any new sewer or water lines to protect natural features in parklands.

The environmental resources of Bethesda-Chevy Chase are recognized in the land use recommendations of the Master Plan. The Plan identifies three areas as conservation areas. Future use of these areas should be limited due to floodplains, steep slopes, and woodlands. The Plan seeks to protect the Palisades area by a combination of zoning, scenic highway, and site design recommendations. The Plan recognizes and supports retention of much of the open space resources of B-CC, both public and private. These range from extensive parklands to large land users such as private schools and country clubs. Many individual parcels are recommended for cluster development, with guidelines to provide buffer areas and to avoid environmentally sensitive areas.

## 5.1 Natural Features

The Planning Area lies in the Piedmont region. The land is characterized by rolling and hilly topography. Some areas have moderately steep (15 to 25 percent grade) to extremely steep (over 25 percent) slopes. The steepest topography is concentrated in the southwestern portion of the Planning Area known as the Potomac Palisades. Glenelg or Manor silt loam soils, which are the predominant soils in this Planning Area, are subject to moderate to severe erosion during construction when they are located on steep slopes. Figure 14 locates the environmentally sensitive areas in the Planning Area.

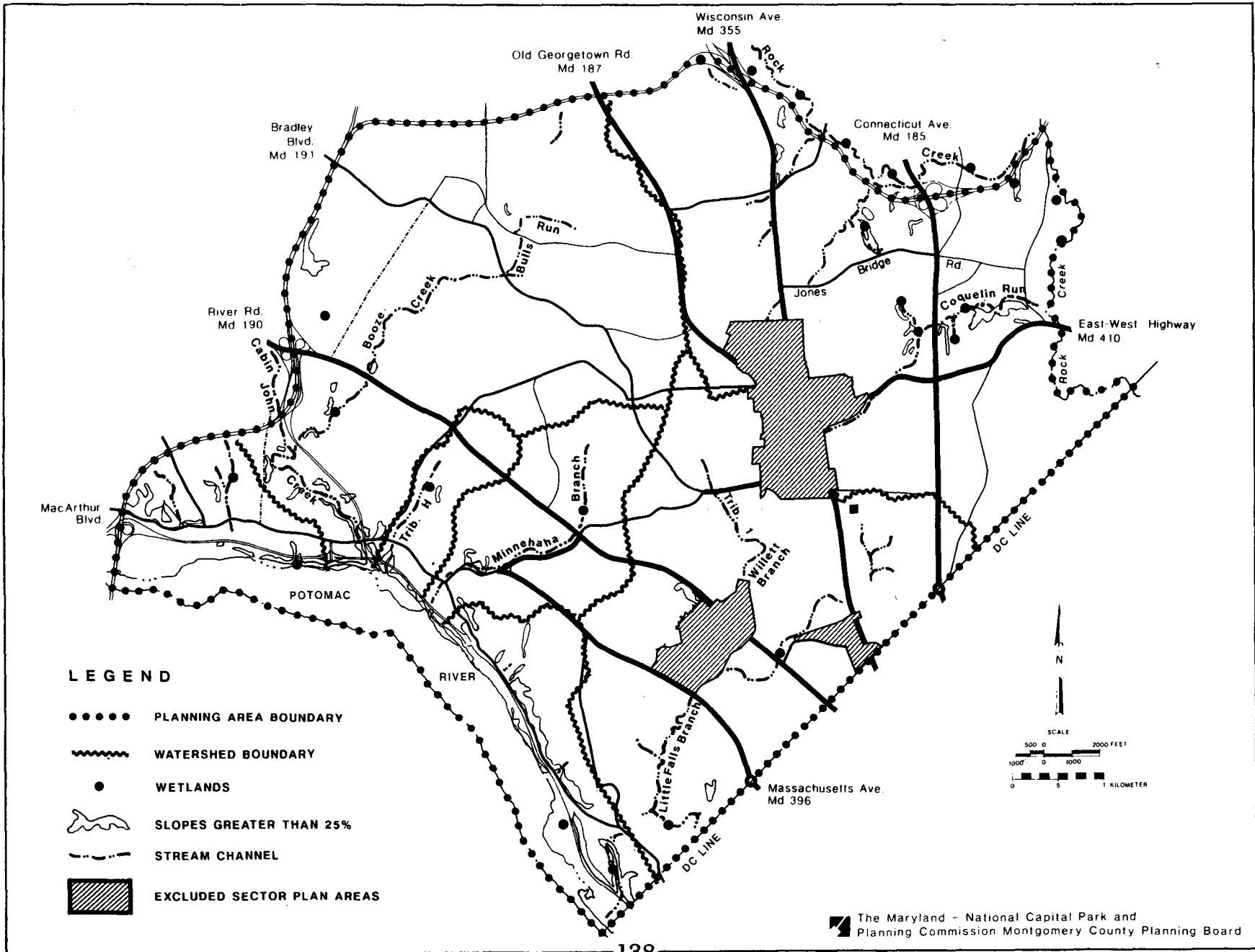
**This Plan supports the preservation, wherever possible, of wetlands and steeply sloping areas (25 percent and greater slopes) that may lie outside floodplains or stream buffers as defined by existing regulations and guidelines.** This recommendation will prevent extensive hillside erosion which can result in large amounts of sediment washoff into streams. Existing regulations and guidelines that provide for the preservation of some open space include State and County regulations that prohibit the construction of buildings within 25 feet of the 100-year ultimate floodplain and Planning Department's *Staff Guidelines for the Protection of Slopes and Stream Valleys*. These natural features must be defined and delineated on a site-by-site basis.

Streams, their associated floodplains, and wetlands provide essential habitats for many plant and animal communities. Wetlands can aid in flood control and in reducing water pollution to receiving streams. Scattered areas of Worsham and Glenville silt loams, which are highly erodible and poorly drained, are mostly associated with floodplains. Development on these soils is strongly discouraged.

**This Plan supports the preservation of environmentally sensitive areas that are not already within parkland.** The Plan identifies three conservation areas along Coquelin Run, Booze Creek, and Braeburn Parkway (Tributary H). There are also recommendations to protect the Potomac Palisades area.

# ENVIRONMENTALLY SENSITIVE AREAS

Figure  
**14**



To create such undisturbed open space systems, developable parcels should be encouraged to use a cluster or planned development option. Another alternative is to allow a cluster development with a high proportion of townhouse units under the existing single-family detached base zone (e.g., R-60, R-90) if the development provides greater environmental benefits than a standard development under the base zone. Such land use options provide the flexibility for site layout and creation of open space systems. Other areas may be protected by public ownership or private action.

Large areas of maturely forested land in the Planning Area are mainly limited to stream valleys and steeply sloping land. Preservation of such woodlands is important in retaining the character of parts of the Planning Area, such as the Potomac Palisades, as well as providing such environmental benefits as:

1. reducing land surface erosion,
2. reducing the occurrence of flooding events and minimizing the degradation of water quality,
3. moderating temperature extremes of the micro-climate, and
4. providing a source of food and cover for wildlife.

## 5.2 Water and Air

### 5.21 Water: Quantity and Quality

**This Plan supports actions to correct flooding problems:**

1. Continuation of County CIP projects to upgrade undersized storm drainage systems in the Planning Area.
2. Evaluation of roadways experiencing flooding due to undersized culverts and bridges; determination and implementation the best engineering solution by the Department of Transportation.
3. Prevention of new developments within the ultimate 100-year floodplain.

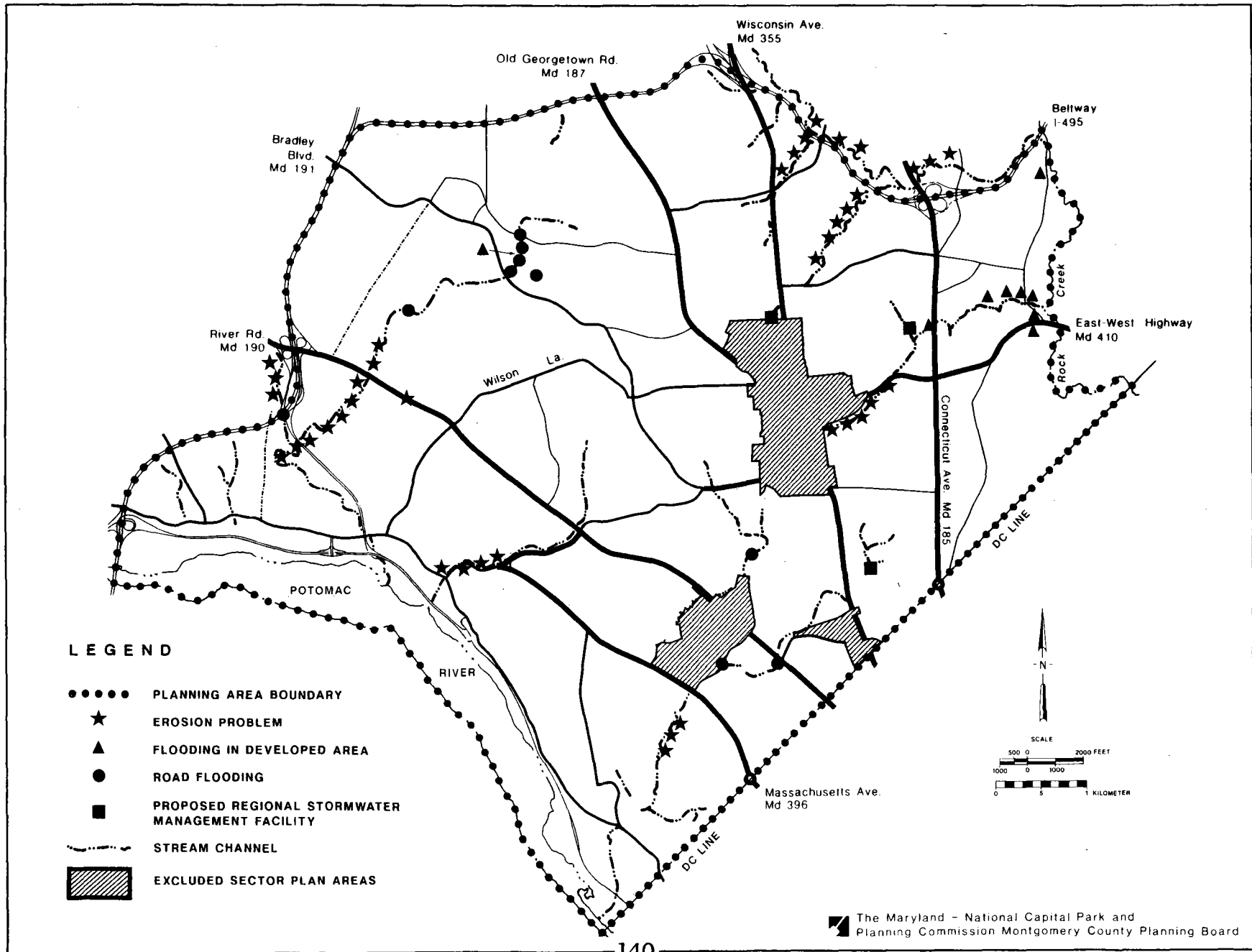
There are isolated flooding problems in each of the three major drainage areas of the Planning Area — Rock Creek, Cabin John, and Little Falls Basins. (See Figure 15.) These problems result from a high degree of impervious surfaces (e.g., roads, parking lots, rooftops, driveways) that causes rapid surface water flow during precipitation periods and from the absence of flood control impoundments to control such rapid surface runoff. Such flooding problems are further aggravated by undersized culverts and houses located too close to streams. These flooding problem areas have been identified and evaluated in two MCPB technical reports: *Rock Creek Stormwater and Water Quality Management Study*, 1977, and *Cabin John, Rock Run and Little Falls Watershed Study*, 1982. To correct some of these problems, the County has Capital Improvements Program (CIP) projects to upgrade some of the old and undersized storm drain systems in the Planning Area. **The Plan also recommends that owners of the properties in the floodplain acquire flood insurance.**

The Master Plan endorses a combination of monitoring, corrective measures, and local action to improve stream quality. The large amount of development with the absence of stormwater management controls in most of the Planning Area has resulted in the degradation of the quality of stream systems in the Planning Area. The negative impacts of urbanization on these streams include accelerated stream channel erosion, concrete or piped channels, sanitary sewer line leaks, unsightly litter, poor water quality and stream flow, and destruction or change in aquatic life to favor pollutant-tolerant biota.

**This Plan supports the County's efforts to re-establish a water quality monitoring program and emphasizes the need for such a program in this Planning Area.** Water quality monitoring can identify streams where water quality improvement measures need to be focused. The County operated a water quality monitoring network from about 1969 to 1980.

**WSSC monitoring to identify and correct old leaking sewer lines should be continued and expanded to cover the entire Planning Area.** WSSC has, in the past, identified and

# FLOODING AND EROSION



corrected problems of leaking sewers in the Little Falls Basin. The program is important to avoid the degradation of stream water quality from sewage contamination.

**This Plan recommends that three sites be studied for use as regional stormwater management facilities.** These sites may be of the appropriate size and location where regional stormwater management facilities could reduce pollutant loads into streams and prevent further erosion of stream channels. (See Figure 16.) Two sites are located in the Rock Creek Drainage Basin, and one is found in Little Falls Basin. Regional stormwater management facilities could improve the quality of stream sections downstream of the sites by reducing the pollutant loadings generated by the upstream drainage areas and controlling the rate of water flowing into downstream sections at non-erosive levels.

More projects involving stream channel improvement measures, such as rip-rapping, for stream sections with existing,

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**This Plan proposes that local community groups adopt and become involved in improving the "health" of their local streams.**

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severe channel erosion problems should be included in the County CIP program. Further piping or channelizing of streams must be prohibited.

Development on infill parcels where streams are present must maintain undisturbed, vegetated buffers around the streams, based on the Planning Board's guidelines and any other County guidelines, policies, or regulations designed to protect slopes and stream valleys.

This Plan proposes that local community groups adopt and become involved in improving the "health" of their local streams. Community groups could seek the aid of the Maryland Save-Our-Streams Organization, Maryland Department of

Forestry, and M-NCPPC Parks Department staff. Projects could improve the stream system in a neighborhood park through clean-up of trash and debris in the stream valley and planting of trees and shrubs along bare sections of stream banks.

## **5.22 Noise and Air**

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**This Plan recommends that the State Highway Administration implement noise mitigation projects for residences abutting I-495, where practical.** I-495 traffic noise is particularly intrusive, compared to other road traffic noise, because of the larger traffic volumes, greater nighttime traffic activity, and a higher percentage of heavy truck traffic. Most of the residences abutting the Beltway were constructed before noise impact guidelines were developed and before noise levels were high enough to be intrusive. With close coordination between SHA, M-NCPPC, and affected homeowners, practical solutions to the Beltway noise problems may be possible in some neighborhoods.

**Development of infill parcels adjacent to a major roadway should incorporate noise-compatible land use and site design.** Land use options include nonresidential uses or residences with appropriate building setbacks from roads, landscaped earth berms, and low-maintenance and aesthetically-pleasing noise walls. Homeowners should consider the modification of facades or interiors of existing buildings to reduce interior noise.

Another source of noise in the Planning Area is aircraft using Washington National Airport. Because aircraft departing from or arriving at National Airport are required to use a flight path that follows the Potomac River, most of the aircraft noise impacts are localized in the Palisades area.

Locating higher-density development near transit stations can reduce the use of the private automobile and aid in lowering future levels of automobile-related air pollutants. Increased use of carpools and vanpools and programs such as Share-A-Ride will also aid in reducing automobile usage and the generation of related pollutants.

Carbon monoxide and ozone are two pollutants which reduce air quality in the metropolitan Washington, D.C., region. Ozone is formed in the atmosphere when nitrogen oxides, mostly from automobiles, and volatile organic compounds from gasoline, paints, inks, and solvents react in the presence of sunlight. High carbon monoxide levels can be formed under cool temperatures during winter at highly congested roadway intersections.

Reduction of ozone levels is being tackled through region-wide measures, which include vehicle emission controls and hydrocarbon vapor controls at other sources. Carbon monoxide levels can also be reduced through vehicle emission controls.

### **5.3 Public Utilities**

**Any new sewer or water lines must be designed to fully protect parkland areas.** WSSC is evaluating the need for relief sewers in the Cabin John Drainage Basin. The study will determine the causes for high peaking factors, when relief is needed, and if a facility plan is needed to evaluate corrective measures. The study area is that part of the Cabin John Basin upstream of the confluence with Booze Creek and includes

only a small western portion of this Planning Area. If the WSSC study recommends the construction of relief sewers, part of the Cabin John stream valley in the Planning Area may be affected. Any construction or disturbance activities in the stream valley must be closely coordinated with M-NCPPC and local community groups. Construction must include strict sediment and erosion control measures and the re-forestation of any disturbed wooded areas to minimize impacts on the stream system.

WSSC is also evaluating the need for a new 60-inch water line to interconnect the Dalecarlia Filtration Plant in the District of Columbia with an existing 60-inch water main in the Planning Area. This new line could provide an emergency water distribution system, as well as an alternative source of daily supply for Montgomery and Prince George's Counties' main zones. Possible alignments for this proposed interconnection pipe could follow part of the Georgetown Branch B&O right-of-way or Little Falls Parkway. The Little Falls stream valley includes both wooded areas and a wetland area. Because there would be extensive surface disruption, tunneling of the water main should be considered. Evaluation of the alignment should be closely coordinated with any plans for trails and/or an excursion train in the railroad right-of-way.



# Community Facilities and Needs Plan

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**The Master Plan supports measures  
to help create a sense  
of community  
cohesion.**

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**T**he Master Plan supports measures to help create a sense of community and to reinforce community cohesion. The Commission on the Future (1988) defined a sense of community as “a feeling of belonging to a local area and having an interest and a stake in what happens there.”

This Master Plan addresses a broad range of ways that residents and businesses view their community. The high quality of life in Bethesda-Chevy Chase derives from fine residential areas, employment and shopping opportunities, a high level of transportation service, and a combination of woodlands and open spaces throughout the area.

A sense of community also occurs at a more local level, with much of the area being organized into special taxing districts, municipalities, or very active community associations. Local initiatives to meet neighborhood needs can contribute to a sense of community. Specific initiatives identified in this Plan include: deciding where to locate sidewalks, (see Section 4.13), adoption of local green spaces (Section 6.12), and conducting stream clean-ups (Section 5.21).

The many public facilities and shopping areas provide a focus for community gatherings and impromptu meetings. Such places should be linked to residential neighborhoods by sidewalks, bicycle paths, and small-scale public transportation, as discussed in the Transportation section (Section 4.13).

Public facilities often become a focus for meeting neighbors as well as providing public services. However, demographic and social changes often lead to changes in how public facilities are used. This section addresses the changing needs of the B-CC area as summarized in the following objectives:

1. View public schools as flexible resources to meet a variety of community needs. Closed school sites can be converted to a variety of community-serving purposes. Also, school facilities are used after hours for public meetings, civic

events, and other important neighborhood functions.

2. Allow communities to adopt local green spaces, where they are willing to maintain such properties.

The way we meet the special needs of the elderly and for child day care and other special need groups also relates to our sense of a community that cares about its residents. In Bethesda-Chevy Chase, some of the most critical needs are among the frail elderly (among the 9 percent of residents over age 75) and very young children (about 5 percent of residents are in the 0-4 year age range). Objectives for meeting elderly and child care needs include:

1. Support additional daytime senior services and home improvement assistance to the elderly.
2. Support both residential and employment based child care services.

Community or neighborhood retail centers provide local services and provide for informal meeting places. An objective of this Master Plan is to support both neighborhood-and community-scale retail centers.

## **6.1 Public Facilities**

### **6.11 Public Schools, Libraries, and Other Facilities**

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#### **Public Schools**

**This Plan endorses using public school sites as flexible resources to meet a range of community needs.** The primary role of school sites is the education of young people. But when schools are closed, there is a potential for other community uses. According to Montgomery County Public Schools, there are no surplus school sites in the B-CC Master Plan area. Also, after hours, schools are used for recreational, civic, and educational purposes.

The Bethesda-Chevy Chase area is currently served by 3 high schools, 3 junior/intermediate/middle schools (JIM), and 11 elementary schools. As indicated in the table on the following page, these schools are currently in the Bethesda-Chevy Chase, Walter Johnson, and Whitman clusters. Fourteen of these schools are located in the Bethesda-Chevy Chase Planning Area, while 3 of the schools are located outside the planning boundaries with service areas that fall within the Planning Area.

In response to declining enrollment in the 1970's and early 1980's, the Board of Education closed nine elementary schools, two junior high schools, and a special school in the Bethesda-Chevy Chase area. A table listing the closed schools in the area and their current uses has been included. Former schools are providing facilities for special programs of the Montgomery County Public Schools, non-profit community organizations, and private schools.

The sharp declines of the 1970's were projected to turn around or level off somewhat after 1986. The following table presents information on the projected increases and decreases in school-age children from 1990 to the year 2010.

PROJECTED AGE DISTRIBUTION, BETHESDA-CHEVY CHASE PLANNING AREA 1990-2010				
Age	1990 Estimated	2010 Projected	Projected Change 1990-2010	Projected % Change 1990-2010
5-9	4,737	5,462	725	15.3%
10-14	3,746	5,173	1,427	38.1%
15-19	4,281	4,637	356	8.3%
Total: 5-19	12,764	15,272	2,508	19.6%

SOURCE: Montgomery County Planning Department, Research Division, Intermediate Forecast, Round IV, Modified 9/90.

Using the most recent actual enrollments and the most recent Intermediate Forecast from the Research Division, and assuming additional enrollments in the magnet programs in the Bethesda-Chevy Chase cluster, Montgomery County Public School planners project that elementary and Junior/Intermediate/Middle (JIM) enrollments will increase steadily in the next decades in B-CC. It is unlikely that there will be additional school closings.

Closed schools serve the community in a variety of ways. Closed school sites can serve as multi-social service centers, providing space for child day care and adult day care and nutrition. In some areas, closed schools have been converted to elderly housing or housing for other special need groups. Joint use of schools for educational and social service needs may result in cooperative activities of benefit to all users. The location of many school sites next to public parks doubles their potential value to the community.

Of the 12 schools closed because of declining enrollments, Montgomery County Public Schools may continue to use some as "holding schools"—which students from schools undergoing renovation can use temporarily. Using closed schools to help alleviate the capacity problems at other public schools might also be considered. School sites should remain in public ownership in case changing demographics require reopening for educational use.

**When new uses are programmed for school sites, compatibility with the neighborhood must be maintained.** The degree to which a new use is incorporated into the existing community fabric is crucial. The mandatory referral process should be used to ensure that proposals for school modernization, additions, and reuse are compatible with the surrounding area. Issues to address include:

1. traffic and parking controls,
2. sensitive siting of modular classrooms, additions, or new buildings, and
3. landscaping and parking lot screening.

**PUBLIC SCHOOLS BY HIGH SCHOOL CLUSTER**

High School Cluster/ School Name	Date Originally Constructed	Year Modernized	Site Size (Acres)	Number of Teaching Stations/Classrooms
<b>BETHESDA-CHEVY CHASE CLUSTER</b>				
B-CC High	1934	1979	16.0	71
Westland Intermediate	1951	1973	25.3	42
Bethesda Elementary	1952		4.9	20
Chevy Chase Elementary	1936	1975	3.9	22
North Chevy Chase Elementary	1953		7.9	14
Somerset Elementary	1949	1972	3.5	17
Westbrook Elementary	1939	1990	10.7 PK	21
<b>WALTER JOHNSON CLUSTER</b>				
*W. Johnson High	1956	1977	31.5	75
*Tilden Intermediate	1969		19.7	38
*Ashburton Elementary	1957		8.3	22
*Wyngate Elementary	1952	1972 M	9.5	23
<b>WHITMAN CLUSTER</b>				
Whitman High	1962		26.8 PK	82
Pyle Middle	1962		14.4	47
Bannockburn Elementary	1957	1988	8.3	20
Bradley Hills Elementary	1951	1984	5.4 PK	18
Burning Tree Elementary	1958		6.8 PK	18
Wood Acres Elementary	1952	1975	2.6 PK	21

\*Not located inside the boundaries of the planning area, but service area falls within the planning area.

NOTE: M—denotes minor or partial renovation;  
PK—denotes an adjacent park site; park acreage is in addition to that shown.

SOURCE: APPROVED FY 90 MASTER PLAN AND THE FY 90 TO FY 95 CAPITAL IMPROVEMENTS PROGRAM, June 1, 1989, Montgomery County Public Schools.

**CLOSED SCHOOLS — BETHESDA-CHEVY CHASE PLANNING AREA**

Name	Address	Acres	Date Closed	Current or Proposed Use
North Bethesda Jr. High	8935 Bradmoor St	17.3	1981	Occupied by a private school. Proposed for future MCPS interim housing.
Leland Jr. High	4301 Willow La	3.7	1981	Original school building razed. Recreation and day care center.
Alta Vista Elem. School	5615 Beech Ave	3.3	1976	Occupied by a private school.
Ayrlawn Elem. School	5650 Oakmont Ave	3.1	1982	Occupied by a private school.
Brookmont Elem. School	4800 Sangamore Rd	6.0	1982	Occupied by a private School.
Clara Barton Elem. School	75th St			Occupied by a day care center.
Concord Special School	7210 Hidden Creek Rd	8.9	1988	In use by the Board of Education with leases to a nursery school and a counseling program for the handicapped.
Fernwood Elem. School	6801 Greentree Rd	6.2	1977	Occupied by a private school.
Lynnbrook Elem. School	8001 Lynnbrook Dr	5.0 PK	1982	In use by the Board of Education for special programs.
Radnor Elem. School	7000 Radnor Rd			In use by Board of Education as a holding school.
Rollingwood Elem. School	3200 Woodbine Street	4.1 PK	1983	Currently occupied by a private school; may be converted to Board of Education office use.
Whittier Woods Elem. School	7300 Whittier Blvd	7.0	1977	In use by the Board of Education with leases for day care, an arts center, and non-profit community organizations.

**School playgrounds at closed school sites must be maintained or alternative sites provided.** School playgrounds at closed schools remain open to the public and are included in the inventory of recreational facilities for determining future needs. To continue to serve the recreational requirements of the local community, they must be maintained. Alternative recreational sites will be needed if these school sites are converted to uses that are not compatible with community recreation.

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**Public schools, libraries, community centers, and other public facilities should serve as "community magnets" to help restore a sense of community.**

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Public schools, libraries, community centers, and other public facilities should serve as "community magnets" to help restore a sense of community where neighborhoods feel the need.

Existing public facilities already provide a range of programs and activities that enhance life in the Planning Area. But where there is space available on the site for expansion, community-enhancing functions should be planned. The Leland School site, converted to a community center, recreation facility, and town office is a good example of a creative response to such an opportunity. Such facilities should be linked to the neighborhood by pedestrian and bicycle paths and small-scale public transit.

**Police and Government Services**

Adequate facilities and space should be provided for government services to the Bethesda-Chevy Chase Planning Area.

The Bethesda police station will need to be either renovated or relocated elsewhere in the Bethesda District. If a new location is needed, then the following general location criteria are suggested:

1. Meet the service and operational requirements for efficient access and for size.
2. Avoid locations that cannot be easily secured or buffered from nearby residential communities.

The Bethesda-Chevy Chase Government Service Center located at 7815 Woodmont Avenue may need additional space to accommodate increased programs and services. One possible location is the Walsh Street Center which could provide additional space and continue to serve as a "community magnet" for the area.

**Fire and Rescue Stations**

Fire protection in the Bethesda-Chevy Chase area is provided by the following stations:

<u>Facility</u>	<u>Address</u>
Bethesda Fire Department Station No. 6	6600 Wisconsin Avenue Bethesda
Bethesda Fire Department Station No. 20	9041 Old Georgetown Road Bethesda
Bethesda Fire Department* Station No. 26	6700 Democracy Boulevard Bethesda
Chevy Chase Fire Department Station No. 7	8801 Connecticut Avenue Chevy Chase Chevy Chase
Glen Echo Fire Department Station No. 11	5920 Massachusetts Avenue Glen Echo
Cabin John Park Fire Department* Station No. 10	8201 River Road* Bethesda

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\* Not located inside the boundaries of the Planning Area, but service area falls within the Planning Area.

Ambulance and emergency health services are provided by the Bethesda-Chevy Chase Rescue Squad, which is located at 5020 Battery Lane in Bethesda.

### **Libraries**

The Bethesda-Chevy Chase Planning Area is served by the Bethesda Regional Library, located at 7400 Arlington Road in Bethesda. It is also served by two community libraries: the Chevy Chase library is located at 8005 Connecticut Avenue and the Little Falls Library is located at 5501 Massachusetts Avenue.

### **Postal Facilities**

Two main post offices serve the Bethesda-Chevy Chase Planning Area. One is located in the Bethesda CBD on Wisconsin Avenue and the other is located on Harvard Avenue in Glen Echo. The area also is served by the Chevy Chase Branch Post Office on Connecticut Avenue and a Carrier Annex on Arlington Road near Bradley Boulevard. In addition, there are post offices in the Village of Friendship Heights and in Cabin John. The Postal Service five-year facility plan proposes construction in 1991 of a new building for the Glen Echo Post Office. Recent Federal budget-cutting measures make this project uncertain.

## **6.12 Parks and Open Space**

The existing community use and Countywide parks and facilities in the Bethesda-Chevy Chase area offer the local residents outstanding opportunities for their leisure time. Also, three existing urban parks are immediately adjacent to the Central Business District. These urban parks allow office workers a place to eat lunch and provide a transition and a buffer between the Central Business District and residential areas. All parks in the Bethesda-Chevy Chase Planning Area are included in the 1,000-foot scale map.

There are approximately 700 acres of parkland within the

Planning Area, with 193 acres in community use parks. The remaining acreage is in Rock Creek, Cabin John, and Booze Creek Stream Valley Parks and McCrillis Gardens. The recreational facilities located at the Bethesda-Chevy Chase parks include: 30 ballfields, 42 tennis courts, 8 recreation centers, 35 playgrounds, hiker-biker trails, and an outdoor swimming pool. (See Table 4.0 in the Appendix.)

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**The existing community use and Countywide parks and facilities in the Bethesda-Chevy Chase area offer the local residents outstanding opportunities for their leisure time.**

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The 1988 *Park, Recreation and Open Space Master Plan* contains a detailed classification system with the various types of parks and guidelines for their acquisition and development. The two main categories of the system are community use and Countywide parks. Community use parks are parks that serve residents of surrounding communities, are close to home, and can be used on a daily basis. This category is further divided into neighborhood parks, urban parks, local parks, and neighborhood conservation areas. Countywide parks serve all residents of the County and meet conservation needs.

### **Community Use Parks**

The community use parks are further subdivided into four types:

#### **Local Parks**

These parks are generally ten acres or more in size and provide ballfields, in addition to other active and passive recreation facilities for the Planning Area residents. There are 16 existing and developed local parks in the Bethesda-Chevy

Chase area. Eight of these parks also contain a recreation building used by the Recreation Department, community groups, and local residents.

### **Neighborhood Parks**

These parks are smaller than local parks and are walk-to parks that provide informal leisure opportunities. They generally contain facilities such as playgrounds, tennis and basketball courts, and sometimes small playfields. The Bethesda-Chevy Chase area currently has seven developed neighborhood parks, and another two are scheduled for development in the near future.

### **Urban Parks**

These are small parks that serve central business districts, highly urbanized areas, and commercial areas. These parks also provide a transition area between commercial/business areas and residential areas. They are intensively developed and provide beautification, walkways, sitting areas, and occasionally, playground equipment and small ball courts. There are four developed urban parks in the Bethesda-Chevy Chase area, and one additional urban park is planned for the future.

### **Neighborhood Conservation Areas**

Neighborhood conservation areas are small undeveloped parkland parcels that serve local preservation purposes in residential areas. They frequently contain streams or drainage areas and adjacent wooded slopes. Presently, there are three such parks in the Bethesda-Chevy Chase area.

### **Countywide Parks**

The Countywide parks in the Bethesda-Chevy Chase area include stream valley and special parks.

### **Stream Valley Parks**

These parks are interconnected along major stream valleys serving conservation and recreation needs. They provide valuable open space, passive recreation areas, and active recreation facilities on adjacent usable land. The Rock Creek Stream Valley Park is the eastern boundary of the Planning Area. Cabin John and Booze Creek Parks are located in the western portion of the stream valley. Little Falls Park starts in the central portion of the Planning Area and runs to the southern boundary. These linear parks provide public access to streams and trails for jogging, hiking, and bicycling. They also help protect the area from flooding, erosion, and sedimentation.

### **Special Parks**

Special parks include sites with historic, cultural, or agricultural significance, as well as those with unique facilities. These parks may include historic homes, gardens, small conference centers, farms, and specialized facilities. They vary in size and use. McCrillis Gardens, located in the Bethesda area, was donated to the Commission in 1979. The property has an extensive garden with many varieties of azaleas and rhododendrons, with walkways and sitting areas.

### **School Sites**

The 14 open public schools in the Bethesda Planning Area also provide recreation facilities that are available to the public. Facilities generally include: ballfields, basketball and multi-use courts, and playground equipment. Outdoor recreation facilities at the closed schools in the Planning Area continue to remain available to the public.

### **Park Rehabilitation**

Renovation of older parks and facilities in the area has been given high priority in the CIP and funds have been allocated for the now completed major rehabilitation of two local parks: Cabin John Local Park and Norwood Local Park. Other rehabilitation projects of specific park facilities that have been com-



pleted in the Bethesda area include the play equipment at Ayr-lawn, Bradley, and Sangamore Local Parks; and tennis courts at Sangamore, Meadowbrook, and Westmoreland Local Parks. Also, the Meadowbrook recreation building was modified to improve handicapped access.

### **Park Planning**

This Plan recognizes that parks and open spaces are essential ingredients of the quality of life in Bethesda-Chevy Chase. Parks in B-CC provide a system of natural areas, open spaces, and recreation facilities, which are developed in harmony with our natural resources.

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**This Plan recognizes that parks and open spaces are essential ingredients of the quality of life in Bethesda-Chevy Chase.**

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One of the reasons people like living in Montgomery County is because it is green and beautiful. As the down-County area becomes increasingly urbanized, it is even more important to safeguard the parks and open spaces that provide breathing room for residents. The sense of openness and beauty is created by:

1. The network of public parks, ranging from extensive stream valley parks to small urban parks, providing relief from concrete and asphalt. These parks also safeguard some of the historic sites in the area and provide opportunities for environmental education.
2. The vistas from major roads across parkland and other large land areas including Federal land, private country clubs, schools, and other institutions. While the M-NCPPC park acreage of 10 acres per 1,000 residents is low compared to other planning areas, these Federal and private institutions provide a valuable visual resource. The 650 acres of private open space also relieve the pressure on public recreational facilities.

3. The acres of wooded vacant developable land.
4. The tree-lined streets.

**The open space quality of the Planning Area should be preserved by a variety of public and private measures including:**

1. Monitoring the adequacy of existing parks in the Planning Area to keep pace with public needs and recognizing opportunities to expand the system where maintenance can be assured. (See discussion below.)
2. Preserving the buffer around the Federal employment centers through the mandatory referral process. (See the discussion under 3.6, Federal Employment Centers.)
3. Encouraging continuation of current institutional uses on large private holdings and preserving a major portion of open space and roadway vistas should the land be converted to housing in the future. (See the discussion under 3.13, Large Land Users.)
4. Encouraging the preservation of environmentally sensitive areas not already within parkland. (See 3.14, Conservation Areas and 5.1, Natural Features.)
5. Examining ways to protect mature trees as part of the subdivision and site plan review procedure prior to issuance of a permit to clear and strip trees from the site.
6. Promoting the Green Corridors policy to create and preserve tree-lined avenues along the major highways of the Planning Area. (See 3.11, Green Corridors.)
7. Identifying several areas which should be protected as conservation areas. Such areas may either be in a 100-year floodplain, a wetland, or on a steeply sloping wooded site. In most cases, these sites could serve as extensions of existing parkland. Conservation Areas are identified in Section 3.14.

**This Plan endorses the park planning process, summarized below, to ensure that the park system continues to meet the needs of the B-CC area.** The 1988 *Park, Recreation, and Open Space Plan* examines the status of the system from a Countywide perspective, projects needs for new Countywide

and community-use parks, and assesses recreation facility needs. In the B-CC area, there are currently 28 community-use parks (5 urban, 8 neighborhood, and 16 local/community) and 4 Countywide parks (3 stream valley and 1 special park).

### **Parkland Acquisition**

The Parks Department has no current plans to buy additional acreage for parks in the B-CC area. However, the Parks Department will examine specific sites if requested by local residents or civic associations. If any Federal lands are declared surplus, they will also be examined for acquisition as parkland, especially for areas needing additional active recreation. As vacant parcels in the Planning Area are developed, environmentally sensitive areas may be dedicated as parkland under cluster or planned development options.

### **Facility Needs**

**Existing park and school fields should be preserved. Better scheduling and maintenance could improve ballfield use. It may be that additional fields could be built on existing parkland.** The *Parks, Recreation and Open Space Plan* projects the needs for local park facilities to the year 1995, based upon future population and extensive user surveys conducted in 1985. The needs for playgrounds, basketball courts, tennis courts, and ballfields were analyzed. The analysis for the B-CC area indicated that the only facilities needed are five additional ballfields in 1995.

### **Park Development**

The FY 1989-1994 Capital Improvements Program contains two proposals for new parks in the Bethesda-Chevy Chase area. The proposed Willard Avenue Neighborhood Park is currently programmed for construction in FY 89-90. It will include a double multi-use court, parking, hiker-biker trails, fitness course, games tables, picnic area, and play equipment. The Wyngate Woods Neighborhood Park is scheduled for development in FY 93 and may include a picnic area, play equipment, and landscaping.

**Maintenance and rehabilitation of existing parks is essential to their continued use and enjoyment by Bethesda-Chevy Chase residents.** Park maintenance and rehabilitation are important to maintaining a safe, usable park system. If parks are allowed to deteriorate, they ultimately cost more to maintain, are not pleasant to use, can be the site of accidents, and create an unfavorable public image. Many of the parks in the Bethesda-Chevy Chase Planning Area are more than 20 years old. The Parks Department periodically examines existing parks and facilities in the area to determine what facilities are in need of rehabilitation.

The Department has instituted policies to curtail maintenance costs where possible. In stream valley parks, areas that are on slopes, adjacent to the stream, or not developed with park facilities are being allowed to return to their natural wooded state. This reduces maintenance costs, but also serves the conservation purpose of reducing sedimentation and stream bank erosion.

### **Adopt-A-Green-Space Program**

**Neighborhoods and municipalities are encouraged to adopt-a-green-space where continued maintenance can be guaranteed.** Like other areas of the County, the Bethesda-Chevy Chase area contains stub streets (streets that dead end after a short distance and are adjacent to an undeveloped parcel of land), paper streets (streets that were dedicated to the County but never built), and other public rights-of-way that may offer opportunities for neighborhood open space if not needed for streets. Currently, many of these rights-of-way are overgrown with brush and are dumping grounds for trash. However, some of these areas have been adopted by neighborhoods and have become a useful and attractive part of the community.

Fiscal concerns prevent the Commission's Parks Department from maintaining and developing all these small open spaces, although requests regarding specific sites will be examined. The primary support for this program should come from the neighborhoods and communities in the B-CC area. Com-

munities may be able to adopt-a-green-space and should contact Montgomery County Department of Transportation regarding use of their rights-of-way. In addition, some parcels may be incorporated as part of the hiker-biker trail system.

It must be stressed that rights-of-way developed by community groups become their responsibility to maintain. If the neighborhood changes and enthusiasm for maintenance wanes, the adopted sites will return to their previous condition. Also, the County Department of Transportation will make use of any right-of-way when needed for transportation purposes.

## 6.2 People Needs

### 6.21 Elderly Population

**The Plan recommends that additional senior centers should be provided in the B-CC area.** A major purpose of senior centers is to provide social activities that reduce isolation, which is a common problem of the elderly. The B-CC area, which has one-fifth of the County's population over 75, has only one senior center. The Division of Elder Affairs has consistently sought to find sites for senior centers in the B-CC area, but has been unsuccessful due to land costs.

Space in closed schools should be considered as a possible location for senior centers. The Division of Elder Affairs should continue to work with the Board of Education to develop new senior centers.

This Plan supports additional elderly day care in Bethesda-Chevy Chase.

Adult day care in single-family homes, operating as satellites of adult day care centers and backed-up by the centers' expertise, can provide a good, low-cost location that serves an intermediate need between a senior center and an adult day care center.

According to the 1987 Census Update, the B-CC area has nearly 17 percent of the County's population over 75 that needs day care. The study, *Status And Needs Of Elder Citizens In 1986* (Division of Elder Affairs, 1986), indicated that "care-giving" in the B-CC area was a "problem for a much higher than average proportion of respondents." There are only two adult day care centers in the B-CC area, with a total capacity of 38 places. There will be some growth in the 75-year and older population, which suggests a need for more adult day care.

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**This Plan supports additional senior centers and elderly day care in Bethesda-Chevy Chase.**

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Older homeowners may need assistance with contractor selection, contract preparation, and construction supervision for home improvement projects. This service is available through the construction supervision program already existing in the Department of Housing and Community Development's Housing Improvement Program. Aside from the need for this service to help maintain the homes of an aging population, the service can also help maintain the quality of neighborhood life and the housing stock in the B-CC area.

The literature on aging indicates that although some homeowners will move, most will probably stay in their homes. The Census Update reports that the B-CC area has approximately 3,300 people over 75 living in single-family homes, more than any other planning area and one-quarter of the County total. Since older people typically own older homes, for them to age in comfort it is often necessary to provide for major and minor home maintenance and for weatherization, for accessibility improvements and assistive devices, and, occasionally, for accessory apartments. Many older people have little confidence in selecting contractors, little knowledge about what should be done to their homes and how much it should cost, and little ability to ensure that work is being done correctly.

## 6.22 Child Needs

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Within the B-CC Planning Area, demographic projections show that the 0-4 age population will remain at just under 5 percent of the B-CC population through the year 2010. The 1987 Census Update reports that there has been an influx of young families with children into the Planning Area. The demand for child day care in the Bethesda-Chevy Chase area is increasing due to a growing child population (ages 9 and under) and the high level of employment. The increasing numbers of both children of residents and employees will likely require additional child day care facilities.

To provide child care opportunities to residents and employees with varying locational and program preferences, the Plan supports the location of centers in both neighborhood/residential and employment settings. Changes in neighborhood and employer supported child day care facilities and programs may be needed to better address the scarce supply of centers for children of ages two and under and for all-day child day care centers.

### **Neighborhood-Based Services**

The Plan supports the location of child care centers within public and private facilities when they are compatible with the surrounding residential communities.

Family day care homes and small centers provide accessible child care services throughout residential neighborhoods within B-CC. By utilizing existing dwelling units, they require minimal additional capital investment to provide services. The family day care homes are currently permitted and the development of small centers should be encouraged.

Within neighborhoods, child day care services are provided through various means. In addition to in-home care by paid providers and immediate or extended family members, specified child care services frequently are provided within three settings: 1) family day care homes; 2) child care centers in public and private facilities such as closed schools, religious institutions, and park or recreation centers; and 3) freestanding child

care centers in either retrofitted homes or new centers.

Registered family day care homes, operating within the home of the child care provider, serve up to six children at one time. They provide services for significant numbers of residents and employees in the area. Family day care homes do not require significant capital costs since they represent an additional use within a residential structure. Family day care homes are a permitted use within residential zones.

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### **The Plan supports the location of child care centers within public and private facilities...**

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Recent studies of small child care centers serving 7-20 children suggest that these centers have few negative impacts, including traffic and parking, on the surrounding community. The Zoning Ordinance provides that child care in small centers within most residential zones be permitted uses, providing they meet specific conditions. Centers serving 13-20 children can be approved by the hearing examiner, if certain special exception requirements are met.

Providers of child care services attempt to locate centers within public and private facilities that have convenient neighborhood locations and relatively low leasing costs. Most buildings suitable for day care have been leased for that purpose, and there is currently a scarcity of such opportunities within the Bethesda-Chevy Chase area. Increasing school-age enrollments have reduced the availability of leasable space in public schools. Many private and parochial elementary schools provide affiliated full day child care and before- and after-school programs.

It is also difficult to create new free-standing centers or retrofits of existing homes in mature residential areas. Several factors serve as deterrents to providers interested in acquiring property or structures for child care: 1) prohibitive costs, 2) scarcity of vacant sites or buildings, and 3) significant capital and operating costs.

## Employment-Based Services

The Plan supports the location of child care centers to directly serve employment centers. Centers may be located in commercial transition zones adjacent to employment areas or within residential neighborhoods accessible to major employment centers. Within the Central Business District, employers should be encouraged to provide child care centers, particularly within the optional method of development projects.

A variety of child care centers serve both employees and residents located close to major employment centers. Centers constructed within employment centers include the construction of new structures in conjunction with new projects or the retrofit of portions of existing structures to develop a child care center. Child care centers require significant capital and operating costs in all employment centers.

## 6.3 Retail Needs

**The Master Plan recommends that community and neighborhood retail services be provided throughout the Bethesda-Chevy Chase area.** A sense of community is reinforced by the presence of local services. Such services are a convenience to residents and may also reduce automobile use. Children and residents without automobiles should be able to walk to nearby stores. Such centers can also offer opportunities for sociability and for community building through informal conversation, bulletin boards, and other chance meetings. The County Council's Commission on the Future report recently advanced this philosophy.

Community retail centers differ from neighborhood centers in that they are larger and have a wider service area and a greater range of merchandise. Restructuring or modest expansions of community retail services throughout the Planning Area may be needed to maintain business competitiveness and adequate service. These changes may result from unforeseen national retail service trends which could occur during the next 10-20 years. There appears to be potential for strong re-

tail growth based on high incomes in the B-CC Planning Area. Both community shopping and neighborhood convenience space are well below the commercial space needs forecast by the Montgomery County Planning Department staff.

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### **The Plan endorses continuation of existing neighborhood retail stores and centers.**

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In Bethesda-Chevy Chase, community-scale shopping areas are located at two well established centers—Chevy Chase Lake on Connecticut Avenue and Little Falls Mall on Sangamore Road. Community-scale retail services are also available along Connecticut Avenue in the District of Columbia. The Sector Plan areas contain community-scale shopping in areas like Arlington Road and Bradley Boulevard, at Wisconsin Circle in Friendship Heights, and at the Westbard shopping center. Needs and changes for these locations can be addressed in subsequent Sector Plan revisions.

**The Master Plan recommends that as community-scale shopping areas are renovated, they be designed to achieve the following objectives:**

1. Provide public use spaces to accommodate informal gathering, public events, outdoor eating, and pedestrian connections to other areas.
2. Develop and remodel projects in line with an overall design concept. Design guidelines may be provided by the Planning Department for each area.
3. Upgrade the pedestrian environment, addressing the special needs of the elderly and handicapped. Design projects to facilitate use of transit services. Projects should extend protected walkways into parking areas and possibly to bus stops.

The Plan endorses continuation of existing neighborhood retail stores and centers. Such stores provide for convenience and sociability at the neighborhood level. Locally owned, small scale stores are particularly popular with nearby residents and

are supported by this Master Plan. Neighborhood retail occurs in the Cabin John area, the Town of Glen Echo and at a few scattered locations along Western Avenue, MacArthur Boulevard, and Brookville Road.

Neighborhood retail stores or centers should be designed to meet the following guidelines:

1. Provision of convenience retail goods and services that are frequently needed and that are of small enough scope not

to attract large numbers of people from outside the neighborhood.

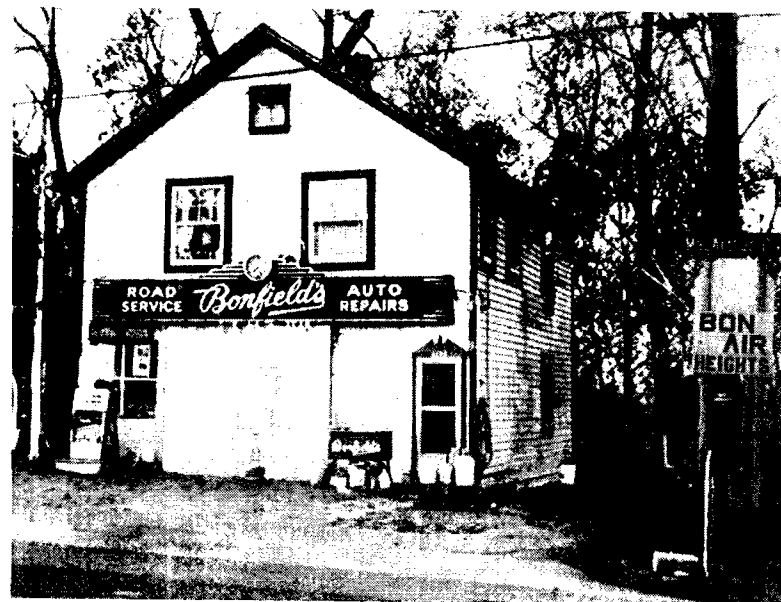
2. Linkage with the neighborhood by pedestrian paths so that residents of all ages can walk safely to a local store, thus reducing reliance on the automobile.
3. Provision of a scale that is compatible with residential neighborhoods and parking that is buffered from adjacent houses.

# Historic Resources

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**The Planning Area has a rich architectural heritage, encompassing early farmhouses, grand estates, and 20th century commercial buildings.**

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**T**he Bethesda-Chevy Chase Planning Area has a rich history, interwoven with the development of Montgomery County and the entire region. The architectural heritage of the area is strong with historic structures ranging from early farmhouses, to grand estates, to 20th century commercial buildings. Eight sites in the planning area are on the *National Register of Historic Places*.

This chapter provides a brief overview of the historic resources in Bethesda-Chevy Chase. A separate amendment to the *Master Plan for Historic Preservation*, which was considered simultaneously with this Plan, contains more detailed information on each of the properties reviewed for County historic designation.

The *Master Plan for Historic Preservation* and the Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code, are designed to protect and preserve Montgomery County's historic and architectural heritage. When a historic resource is placed on the *Master Plan for Historic Preservation*, the adoption action officially designates the prop-

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**This chapter provides a brief overview of the historic resources in Bethesda-Chevy Chase.**

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erty as a historic site or historic district and subjects it to the further procedural requirements of the Historic Preservation Ordinance. Resources which are found not to warrant historic designation are removed from the *Locational Atlas and Index of Historic Sites in Montgomery County*, a preliminary inventory of historic sites, and from further protection under the Ordinance.

In evaluating properties for historic designation, the architectural and historical significance of the resources is considered, using the criteria stated in Section 24A-3 of the Historic Preservation Ordinance. In addition, issues such as community need, public interest, and coordination with overall area planning goals are taken into account in recommending the inclusion of resources in the *Master Plan for Historic Preservation*.

Within the Bethesda-Chevy Chase Planning Area (excluding Sector Plan areas), there are currently 12 resources on the *Master Plan for Historic Preservation*. This Plan places 19 additional resources on the Master Plan (17 individual properties and 2 districts) and removes 9 resources from the *Locational Atlas\**. The Chevy Chase Historic District (Site #35/13) has not yet been reviewed by the Historic Preservation Commission and is not being considered for designation on the *Master Plan for Historic Preservation* at this time.

Table 16, which lists the historic resources in the Bethesda-Chevy Chase area, includes each site's *Locational Atlas* number, name, address, brief description, Historic Preservation Commission recommendation, Planning Board recommendation, and ultimate designation. A map of the sites is included in the Plan. (See Figure 16.)

In addition to the resources listed in the table, there is the potential for the future evaluation and designation of other historic properties in Bethesda-Chevy Chase. Particular areas which warrant further study include the Hawkins Lane neighborhood, the Cabin John and Glen Echo communities, and 20th Century historic sites.

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\* Following adoption of this Plan, the County Council completed action on the resources in Bethesda-Chevy Chase to be included in the *Master Plan for Historic Preservation*. The designation of these sites and districts took the form of separate resolutions—#11-1930 and #11-1998.



**Table 16**  
**BETHESDA-CHEVY CHASE HISTORIC RESOURCES**  
**(Excluding Sector Plan Areas)**

Site No	Name	Address	General Comments/ Physical Condition	HPC Recommendation	Planning Board Recommendation	Designation
35/01	Bohrer House	5923 Johnson Ave Bethesda	1859 farmhouse, moved and altered, good condition	Negative	Negative	Negative
35/02	Mahlon Austin House Ayclawn Farm	9104 Hempstead Ave Bethesda	Circa 1900 farmhouse, moved for inclusion in model farm, altered, excellent condition, barns demolished, several out-buildings remain on adjacent parcels	Negative	Negative	Negative
35/03	Alta Vista	5506 Beech Ave Bethesda	19th Century Victorian house, adjacent to trolley line, excellent condition	Positive	Positive	Positive
35/04	Samuel Perry House	9421 Wisconsin Ave Bethesda	Circa 1854 house/estate, home of Clark Clifford since 1950, excellent condition	Positive	Positive	Positive
35/05	Bethesda Meeting House	9400 Wisconsin Ave Bethesda	Greek Revival style church, 1850, and parsonage, circa 1851, good condition on National Register of Historic Places			Master Plan (9/79)
35/07	Stone Ridge School	9101 Rockville Pike Bethesda	1904 Georgian Revival estate, excellent condition	Positive	Positive	Negative
35/08	Bethesda Naval Hospital Tower Block	8901 Wisconsin Ave Bethesda	Built in 1939-42, inspired by a sketch by Franklin D. Roosevelt, designed by Paul Phillippe Cret, excellent condition, on National Register of Historic Places			Master Plan (9/79)
35/09	George Freeland Peter Estate (NIH)	Rockville Pike Bethesda	1931 estate, designed by Walter G. Peter, includes caretaker cottage and gardens, excellent condition	Positive	Positive	Positive

**Definitions:**

**Positive:** Found to warrant historic designation.

**Negative:** Found not to warrant historic designation.

**Master Plan:** Already included on the *Master Plan for Historic Preservation* and, thus, protected by the provisions of the Historic Preservation Ordinance.

**Table 16 (Con'td.)**

**BETHESDA-CHEVY CHASE HISTORIC RESOURCES  
(Excluding Sector Plan Areas)**

Site No	Name	Address	General Comments/ Physical Condition	HPC Recommendation	Planning Board Recommendation	Designation
35/10	Hayes Manor	4101 Manor Rd Chevy Chase	Built circa 1767, outstanding Georgian manor house, excellent condition			Master Plan (7/84)
35/11	Chevy Chase Lake Trolley Passenger Station	Original location: 8401 Connecticut Ave Chevy Chase Present Location: Frederick County near Hyattstown	1892 brick passenger station, moved and adapted for residential use			Master Plan (9/79)
35/12	Woodend	8940 Jones Mill Rd Chevy Chase	1927 Georgian Revival estate, designed by John Russell Pope, on National Register of Historic Places			Master Plan (7/84)
35/13	Chevy Chase Historic District	(Status to be determined)				
35/13-1	Corby Mansion (Ishplimng)	9 Chevy Chase Cir	Built in 1893 by Senator Francis G. Newlands, developer of Chevy Chase, excellent condition	Positive	Positive	Positive
35/15	Old School House	Old Georgetown Rd Bethesda	Demolished	Negative	Negative	Negative
35/16	C.W. Lansdale House/ Landon School	6101 Wilson La Bethesda	Mid-19th century farmhouse, excellent condition, includes outbuildings, particularly stable and barn	Positive	Positive	Positive
35/18	W. Lynch House	8313 Tomlinson Ave Cabin John	1887 Gothic Revival cottage, moved and enlarged, excellent condition	Positive	Positive	Positive
35/19	William Dowling House/Graceland	6542 80th St Cabin John	Post Civil War farmhouse, greatly altered, fair condition	Negative	Negative	Negative
35/20	Lock #10 and Lockhouse	C&O Canal Cabin John	1830's stone lockhouse on historic C&O Canal, good condition	Positive	Positive	Positive
35/21	Lock #8 and	C&O Canal	1830's stone lockhouse on historic	Positive	Positive	Positive

**Table 16 (Con'td.)**  
**BETHESDA-CHEVY CHASE HISTORIC RESOURCES**  
**(Excluding Sector Plan Areas)**

Site No	Name	Address	General Comments/ Physical Condition	HPC Recommendation	Planning Board Recommendation	Designation
	Lockhouse	Cabin John	C&O Canal, good condition			
35/22	Rammed Earth House	6532 75th St Cabin John	Unique construction method, 1923, USDA demonstration house, excellent condition	Positive	Positive	Positive
35/23	Cabin John Hotel Gas House	MacArthur Blvd Cabin John	Brick gas house in Cabin John Creek Park, good condition			Master Plan (9/79)
35/24	Reading House (Oakdale)	44 Wellesley Cir Glen Echo	1853 Greek Revival field-stone farmhouse, excellent condition	Positive	Positive	Positive
35/25	Clara Barton House	5801 Oxford Rd Glen Echo	Home of Clara Barton, founder of Red Cross, built 1891-2, a designated National Historic Landmark, good condition			Master Plan (9/79)
35/26	Glen Echo Chautauqua	MacArthur Blvd Glen Echo	1889 Chautauqua site and amusement park, on National Register, fair condition	Positive	Positive	Positive
35/27	Lock #7 and Stone Lockhouse	C&O Canal Glen Echo	1830's stone lockhouse on historic C&O Canal, good condition	Positive	Positive	Positive
35/28	Old Sycamore Island Club	C&O Canal Glen Echo	Private boating club built in 1930's, good condition	Negative	Negative	Negative
35/29-1	Baltzley Castle	5415 Mohican Rd Glen Echo	1890 Victorian stone "castle," built by Edward & Edwin Baltzley, developers of Glen Echo Chautauqua, good condition	Positive	Positive	Positive
35/29-2	R.A. Charles Castle	5417 Mohican Rd Glen Echo	1890 Victorian stone house, one of three in Baltzley development, good condition	Positive	Positive	Positive
35/29-3	Kimmel House	5446 Mohican Rd Glen Echo	1890 Victorian house, one of three Baltzley castles, excellent condition	Positive	Positive	Positive

**Table 16 (Con'td.)**  
**BETHESDA-CHEVY CHASE HISTORIC RESOURCES**  
**(Excluding Sector Plan Areas)**

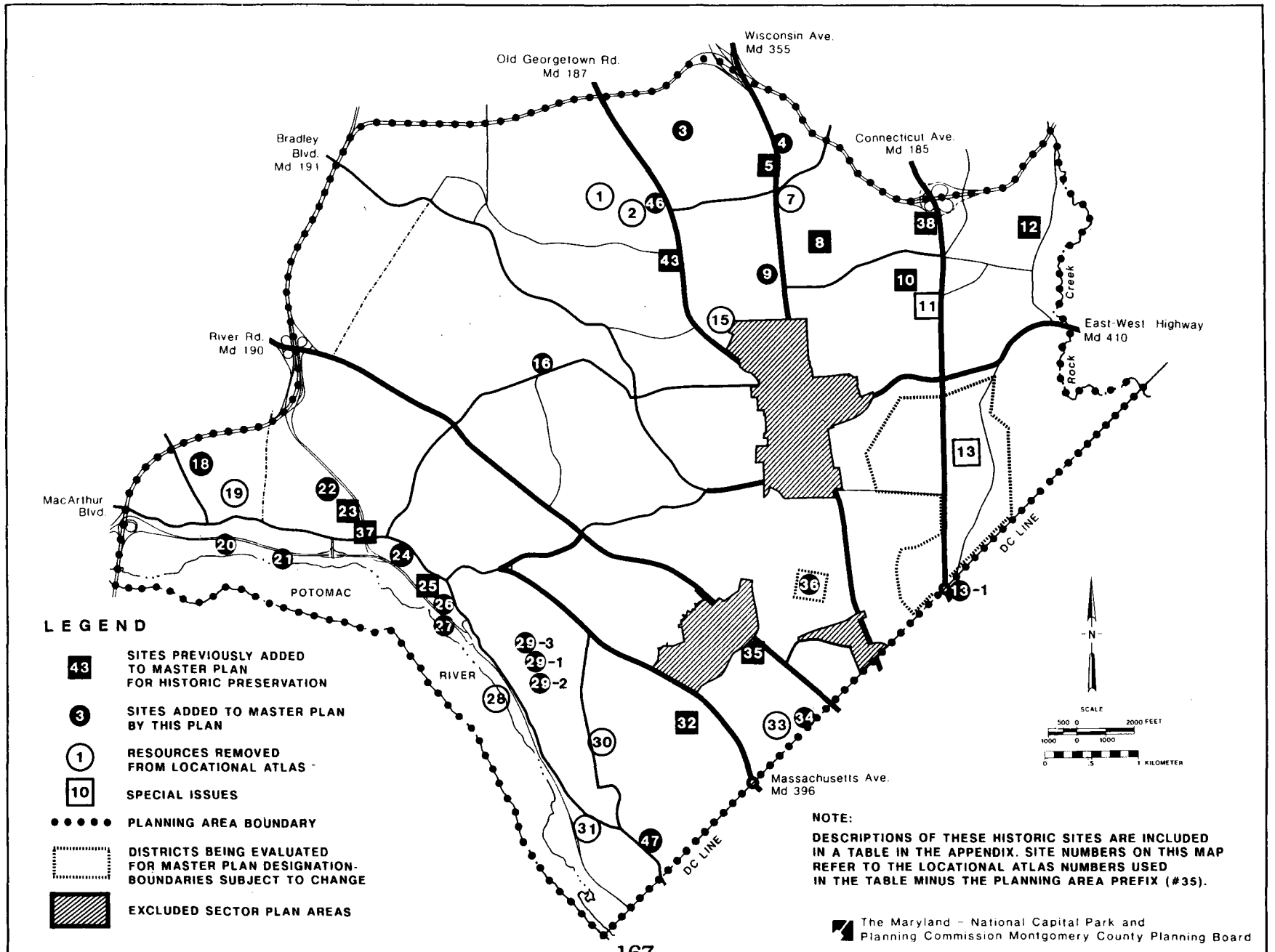
Site No	Name	Address	General Comments/ Physical Condition	HPC Recommendation	Planning Board Recommendation	Designation
35/30	Ft. Sumner Site	Sangamore Rd at Westpath Way	Site of historic fort, plaque only	Negative	Negative	Negative
35/31	Brookmont Trolley Right-of-Way	Georgetown to Cabin John	Abandoned trolley line	Negative	Negative	Negative
35/32	Battery Bailey/ Civil War Earthworks	Westmoreland Hills Recreation Center Little Falls	Civil War ramparts for defense of the Capital, poor condition, in County Park			Master Plan (9/79)
35/33	Shoemaker Cemetery	Behind 4705 Bayard Ave Bethesda (Westmoreland Hills)	Small 19th century family cemetery, poor condition	Negative	Negative	Negative
35/34	DC/MD Boundary Stones	Various locations along Montgomery County/DC border	Eight boundary markers from original survey of Washington in 1791-92, fair condition	Positive	Positive	Positive
35/35	Milton/ Loughborough House	5312 Allendale Rd Bethesda	1847 granite Federal house, excellent condition, on National Register of Historic Places			Master Plan (9/79)
35/36	Somerset Historic District	Approximate boundaries: Essex Ave to Cumberland Ave, Warwick Place to Surrey St, Somerset	District includes houses from 1890's and early 1900's, developed as early trolley suburb	Positive	Positive	Positive
35/37	Cabin John Aqueduct	MacArthur Blvd, over Cabin John Pkwy, Cabin John	1859-1863 single arch stone bridge carrying aqueduct and traffic, excellent condition, on National Register of Historic Places			Master Plan (9/79)
35/38	"In the Woods"	8922 Spring Valley Rd Chevy Chase	Unique 1910 home and exotic gardens of horticulturist David			Master Plan (9/79)

Table 16 (Con'td.)

**BETHESDA-CHEVY CHASE HISTORIC RESOURCES  
(Excluding Sector Plan Areas)**

Site No	Name	Address	General Comments/ Physical Condition	HPC Recommendation	Planning Board Recommendation	Designation
			Fairchild			
35/43	Bethesda Community Store	8804 Old Georgetown Rd Bethesda	Small frame store built in 1924 on site of earlier store, good condition			Master Plan (9/86)
35/46	Walter Johnson House	Corner Oakmont and Old Georgetown Rd Bethesda	1905-06 American Four-square house, home of baseball star Walter Johnson from 1925-36, excellent condition	Positive	Positive	Positive
35/47	Bonfield's Service Garage	624 MacArthur Blvd Bethesda	One of the oldest auto-related structures in continuous use in the County, 20th century historic resource, built in 1921, good condition	Positive	Positive	Positive

# HISTORIC SITES



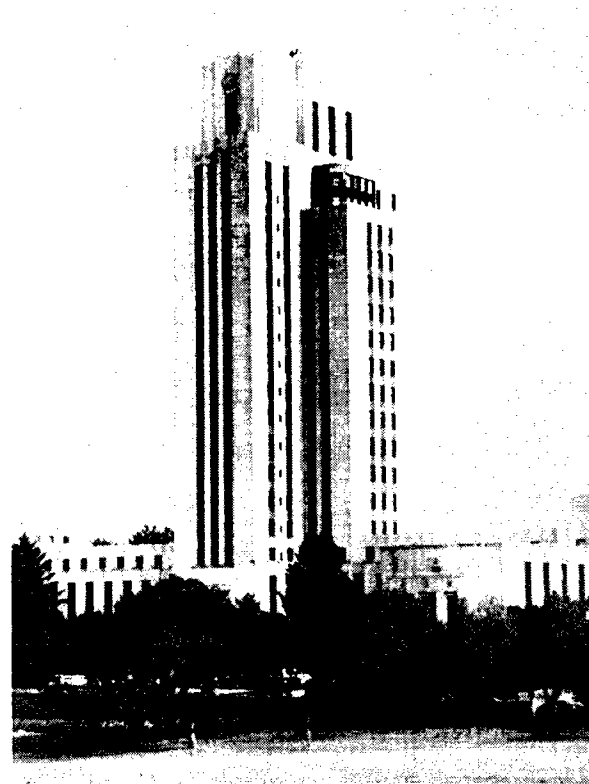
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# Implementation Plan

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**The Plan addresses both the capital improvements recommended as well as the possible fiscal consequences of the jobs and housing additions recommended.**

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## 8.1 Staging Policies

**T**he Master Plan recommends that development be staged to match transportation facilities. Staging has the following objectives:

1. Address the potential level of development for the Planning Area.
2. Clarify the role and amount of development for each employment center in Bethesda-Chevy Chase.
3. Provide the transportation services and facilities necessary to achieve a moderate level of development in the Planning Area.
4. Protect residential areas which experience high levels of traffic congestion by staging development to match additions to transportation capacity.

The Master Plan staging policies for the Bethesda-Chevy Chase Master Plan area depend on provision of transportation facilities and revisions to the Annual Growth Policy. From time to time, the Annual Growth Policy should be amended to allow a moderate level of development capacity, as changes to highway and the transit facilities and programs endorsed by this Plan are provided. The *Bethesda* and *Friendship Heights Business District Sector Plans* must subsequently be reviewed and amended to conform to the policies of this Master Plan. Detailed staging policies have not been prepared as of this writing.

## 8.2 Zoning and Legislation

The Master Plan recommends a Sectional Map Amendment, amendments to the Zoning Ordinance, and amendments to the Annual Growth Policy to achieve the objectives of the Plan. Discussion and justification of these amendments are in the body of the Master Plan text.

## Land Use

1. From Chapter 3: Adopt a Sectional Map Amendment to implement the zoning recommended by this Master Plan in Sections 3.2, 3.3, 3.4, and 3.5. (Montgomery County Planning Board and Montgomery County Council.)

## Implementation

2. From Section 8.1: From time to time amend the Annual Growth Policy to allow a moderate level of development, as changes to highway, transit facilities, and programs endorsed by this Plan are provided. (Montgomery County Planning Board and Montgomery County Council.)

## 8.3 Capital/Operating Programs and Fiscal Considerations

This chapter discusses both the capital improvements recommended by this Plan and the possible fiscal consequences of the jobs and housing additions recommended in this Plan. Fiscal considerations should not be the primary determining factor in assessing the appropriateness of the Plan recommendations, because a master plan deals with a variety of worthwhile public policy goals and objectives that cannot be measured in dollars and cents. However, some indication of the magnitude of anticipated fiscal impacts is appropriate for public deliberation.

### 8.31 The FY 90-95 Capital Improvements Program

The Executive Branch of County Government is responsible for planning, programming, and budgeting for the County's needs. It does this through two interrelated six-year programs.



One is the annually updated Capital Improvements Program (CIP), which funds construction of all public buildings, roads, and other facilities planned by the County. The other is the Comprehensive Six-Year Public Services Program (PSP) and the Operating Budget, which funds County programs and coordinates them with capital expenditures.

Projects that are programmed in the FY's 90-95 CIP for the B-CC Planning Area are listed in on Table 17. The CIP assures that the projects necessary to fulfill the needs of the community and to provide for orderly growth and development are built at the appropriate time and in the proper location. Each project's status is reviewed annually, at which time projects can be deleted, modified, or added. This procedure allows the flexibility needed to balance available resources and public priorities.

Total County general obligation bond requirements for projects in the FY 90-95 CIP for the B-CC area amount to approximately \$50 million. County bonds are issued over several years and repayment, with interest, occurs over a 20-year time span. However, if the entire \$50 million bond requirement were issued today, in 1989, at 6.7 percent interest rate over 20 years, the annual debt service would be approximately \$3.4 million.

### ***8.32 Capital Improvements Recommended, but Not Yet Programmed***

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In the text, the Master Plan identifies a number of projects and programs to be implemented by government. In some cases, the Plan endorses continuation or modification of existing programs. The Plan also endorses new projects or programs. In each case, the Plan identifies the likely agency to implement the program. Cost estimates for these program changes are not included. This Master Plan provides guidance on the land use patterns and siting of public facilities in the B-CC area at the time of its ultimate build-out. This Plan defers to the County Council to determine the timing for con-

struction of needed CIP projects based on recommendations from the County Executive. Each CIP project will be submitted

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**The Master Plan identifies a number of projects and programs to be implemented by government. In some cases, the Plan endorses continuation or modification of existing programs.**

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to the Planning Board through the mandatory referral process. The Board will comment on its consistency with this Master Plan and with other County policies. During annual review of the CIP, the Executive and Council shall determine the level of fiscal commitment to a particular project for that year. Funding decisions necessarily will take place within the context of competing demand for finite resources.

#### **Land Use**

1. From Section 3.22: Provide new pathway connections near Chevy Chase Lake at two locations: along the Coquelin Parkway right-of-way and along Jones Mill Road. (Montgomery County Department of Transportation and the Parks Department.)
2. From Section 3.22: Complete studies to relocate the access to I-495 from Kensington Parkway to Connecticut Avenue and to expand turn lane capacity at Jones Bridge Road. (Maryland State Highway Administration.)
3. Section 3.32: Reduce the number of curb cuts and encourage the consolidation of driveways along Old Georgetown Road. (State Highway Administration and Montgomery County Planning Department.)

Table 17

## CURRENT APPROVED CAPITAL IMPROVEMENT PROGRAM FYs 90-95

Project	Implementing Agency	Estimated Expenditures (\$000's)	Planned Start of Construction
<b>Stormwater Management</b>			
Beech Ave Storm Drainage	Department of Environmental Protection (DEP)	654	FY 91
Bradmore Dr Storm Drainage	DEP	676	FY 95
Elm St Storm Drainage	DEP	355	FY 91
Wilson La/Exeter Rd Storm Drainage	DEP	268	FY 95
<b>Public Libraries</b>			
Chevy Chase Library Renovation	Public Libraries	769	FY 90
<b>Parks</b>			
Wyngate Woods Neighborhood Park	M-NCPPC, Parks Department	243	FY 95
<b>Public Schools</b>			
<i>Bethesda-Chevy Chase Cluster</i>			
Westland Intermediate Modernization	Montgomery County Public Schools (MCPS)	*	*
North Chevy Chase Elementary Modernization	MCPS	2,768	FY 93
Rock Creek Forest Elem. Add./Modern.	MCPS	2,570	FY
Westbrook Elementary Modernization	MCPS	3,959	FY 90
<i>Walter Johnson Cluster (serving the BCC-Area)</i>			
Ashburton Elementary Addition/Modernization	MCPS	4,302	FY 93
Wyngate Elementary Modernization	MCPS	*	*
<i>Whitman Cluster</i>			
Whitman High School	MCPS	26,841	FY 91
Pyle Middle Modernization	MCPS	*	*
Burning Tree Elementary Addition/Modernization	MCPS	4,560	FY 91

\* Project included in Future School Modernization/Renovations

4. Section 3.41: Develop a scenic overlook on Parcel P 11 to highlight vistas of the Potomac River.  
(Montgomery County Planning and Parks Departments and National Park Service.)
5. Section 3.41: Repair and maintain hiker-biker path which parallels MacArthur Boulevard.  
(Montgomery County Department of Transportation.)

### **Development Levels**

6. From Section 3.61: Complete the bikeway system on Federal campuses as shown in the Master Plan of Bikeways.  
(National Institutes of Health, Naval Medical Command, Montgomery County Department of Transportation.)

### **Transportation**

7. From Section 4.11: Increase feeder bus service to Metro stations, including increases in service frequency.  
(Montgomery County Department of Transportation and Washington Metropolitan Area Transit Authority.)
8. From Section 4.12: Provide up to 750 park-and-ride spaces near the boundary of the Bethesda-Chevy Chase Planning Area.  
(Montgomery County Department of Transportation.)
9. From Section 4.13: Conduct a vigorous program to implement the Master Plan of Bikeways within the Planning Area.  
(Montgomery County Department of Transportation.)
10. From Section 4.13: Implement pedestrian safety improvements on major highways and arterials at selected locations.  
(Montgomery County Department of Transportation and Maryland State Highway Administration.)
11. From Section 4.2: Complete programmed highway improvements listed in the text.  
(Montgomery County Department of Transportation and

State of Maryland, State Highway Administration.)

12. From Section 4.2: Endorse projects needed to ensure the safety of highway users and pedestrians.  
(Maryland State Highway Administration and Montgomery County Department of Transportation.)
13. Section 4.2: Endorse the redesign and improvement of intersections currently operating at high levels of congestion, as well as future congested locations.  
(Maryland State Highway Administration and Montgomery County Department of Transportation.)
14. Section 4.2: Implement measures to reduce through traffic on secondary residential streets, as well as on selected primary streets during peak traffic periods.  
(Montgomery County Department of Transportation and the municipalities.)

### **Environmental Resources**

15. From Section 5.21: Continue monitoring of old sewer lines to identify and correct leaking sewer lines.  
(Washington Suburban Sanitary Commission.)
16. From Section 5.21: Fund more programs to provide rip-rapping or other stream improvement measures for stream sections with existing severe channel erosion problems.  
(Montgomery County Department of Environmental Protection and Montgomery County Parks Department.)
17. From Section 5.22: Implement noise mitigation projects for residences abutting I-495, where practical.  
(Maryland State Highway Administration.)
18. From Section 5.3: Complete alternatives studies and, if needed, construct a new 60-inch water line to interconnect the Dalecarlia Filtration Plant with an existing water main in the Planning Area.  
(Washington Suburban Sanitary Commission.)

## Community Needs

19. From Section 6.12: Complete two park projects: the Willard Avenue Neighborhood Park (FY 89-90) and the Wyn-gate Woods Neighborhood Park (FY 93).  
(Montgomery County Parks Department.)
20. From Section 6.21: Provide additional senior centers in B-CC.  
(Montgomery County Division of Elder Affairs.)

## 8.33 Operating Budget Program Recommendations

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The County annually publishes an Operating Budget and Public Services Program (PSP) that details anticipated revenues and the costs of programs or services which would be provided Countywide or to a specific clientele. Programs and services are not generally designed to be provided to a population limited by the boundaries of a master plan area. However, below is a list of programs or policy recommendations from this Plan which, if implemented, would be included in the County's operating budget. Many program expansions are proposed as desirable, but it must be recognized that Countywide fiscal constraints and competing priorities may not allow these proposals to be implemented soon.

### Land Use

21. From Section 3.11: Maintain and enhance the plantings along the roadsides and medians of major highway corridors.  
(Coordination with Maryland State Highway Administration, Montgomery County Department of Transportation, property owners, and local civic associations.)
22. From Section 3.22: Provide safe crossings along Connecticut Avenue near Montrose Drive and Dunlop Street.  
(Maryland State Highway Administration.)
23. From Section 3.32: Implement design and landscaping guidelines for maintaining and encouraging a quality appearance and residential character as well as mitigating traffic noise along Old Georgetown Road.  
(Coordination with Montgomery County Planning Department, Maryland State Highway Administration, Montgomery County Department of Transportation, property owners, and civic associations.)
24. From Section 3.32: Enforce the Zoning Ordinance, particularly concerning reported illegal business uses along Old Georgetown Road.  
(Montgomery County Department of Environmental Protection.)
25. From Section 3.32: Provide safe pedestrian crossings at Old Georgetown Road and Beech Avenue, Greentree Road, Huntington Parkway, Battery Lane, Cedar Lane and Wisconsin Avenue, and Locust Avenue and Cedar Lane.  
(Montgomery County Department of Transportation and Maryland State Highway Administration.)
26. From Section 3.41: Apply the criteria established in the *Staff Guidelines for the Protection of Slopes and Stream Valleys* in review of preliminary plans of subdivision and in the issuing of building permits in the Palisades Area.  
(Montgomery County Planning Department and Montgomery County Department of Environmental Protection.)
27. From Section 3.41: Continue the use of Glen Echo Park as a regional and community cultural, educational, and recreational resource.  
(National Park Service and Glen Echo Park Foundation.)
28. From Section 3.41: Designate MacArthur Boulevard as a State of Maryland Scenic Route.  
(Montgomery County Travel Council, Maryland Department of Economic and Employment Development/Office of Tourism Development, Corps of Engineers, and Montgomery County Department of Transportation.)

29. From Section 3.41: Prohibit additional curb cuts along MacArthur Boulevard.  
(Corps of Engineers, Montgomery County Department of Transportation, and Montgomery County Planning Department.)

30. From Section 3.42: Explore ways to fund active recreational facilities at the Town of Glen Echo Park.  
(Town of Glen Echo, Montgomery County Parks Department, State Department of Natural Resources.)

### **Transportation**

31. From Section 4.12: Establish a full-service personalized ridesharing program for the entire Planning Area to serve both employees and residents.  
(Montgomery County Department of Transportation.)

32. From Section 4.12: Expand programs for share-a-ride matching, transit pass subsidies, and vanpool fare subsidies to include participation by existing and new nonresidential building owners and employers.  
(Montgomery County Department of Transportation.)

### **Community Needs**

33. From Section 6.12: Explore changes in scheduling and maintenance to improve ballfield use; consider building additional fields on existing parkland.  
(Montgomery County Parks Department.)

34. From Section 6.21: Continue to provide assistance to older homeowners with contractor selection, contract preparation, and construction supervision for home improvement projects.  
(Montgomery County Department of Housing and Community Development.)

### **Environmental Resources**

35. From Section 5.21: Re-establish a water quality monitoring program.

(Montgomery County Department of Environmental Protection.)

## **8.4 Planning and Supplementary Actions**

Throughout the text, a variety of planning actions are identified. These include: planning studies, Master Plan revisions, government agency planning groups, and neighborhood improvement projects. Such planning actions can lead to future actions which will further the objectives of this Master Plan.

### **Development Levels**

1. From Section 3.51: Following adoption of the B-CC Master Plan, review and revise the *Friendship Heights Sector Plan* to comprehensively address land use, transportation, and staging issues arising from this Master Plan. Clearly designate a CBD boundary and a larger Sector Plan boundary.  
(Montgomery County Planning Department.)
2. From Section 3.52: Revise the *Bethesda Central Business District Sector Plan* to comprehensively address land use, transportation, and staging issues arising from this Master Plan.  
(Montgomery County Planning Department.)
3. From Section 3.6: Encourage stronger coordination between appropriate agencies in the mandatory referral process and earlier involvement in review of proposed changes to Federal properties.  
(Montgomery County Planning Board, National Institutes of Health, Naval Medical Command, and Defense Mapping Agency.)

### **Transportation Plan**

4. From Section 4.12: Seek agreements from Federal employment centers in the area to provide ridesharing/transit incentives for their employees.  
(Montgomery County Planning Board.)

5. From Section 4.23: Recommend revisions to the existing highway classification system.  
(Montgomery County Department of Transportation, the Planning Department, and the Planning Board.)

### **Environmental Resources**

6. From Section 5.21: Encourage communities and service organizations to adopt local streams to monitor and organize clean up efforts.  
(Local community associations, municipalities, and other organizations such as: Maryland Save-Our-Streams, Maryland Department of Forestry, and the Montgomery County Parks Department.)

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**...a moderate staged increase in development in both housing and employment may be fiscally beneficial to the County.**

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### **Community Needs**

7. From Section 6.12: Encourage neighborhoods and municipalities to adopt local green spaces, when they are able to guarantee continued maintenance.  
(Local community associations, municipalities and the Montgomery County Parks Department.)

## **8.5 Fiscal Considerations**

In 1988, the total number of jobs in all of B-CC, including the Bethesda CBD, was estimated to be 77,200 and the number of households was estimated to be approximately 34,050. Jobs or employment provide the County with revenues from such sources as property taxes on land and buildings, personal property taxes from corporate assets, transfer and recodation taxes from the sale of property, and various other

charges, licenses, and fees. Employment has generally been viewed as providing to the County a surplus of revenues because the public costs ascribed to employment are much less than the costs attributable to households. Approximately half of the County budget goes for education of our children and all education costs are attributed to households. The other County Government costs—public safety, social services, environmental protection, community development, culture and recreation—are allocated 80 percent to households and 20 percent to jobs.

Households also contribute revenues in the form of property taxes, transfer taxes, charges and fees. However, in Maryland, households pay for the County's piggyback on the State income tax; corporations do not.

For the B-CC area, excluding the Bethesda CBD, the existing jobs are projected to provide a surplus of \$11.1 million (\$25.2 million in revenues and \$14.1 million in costs) and households are projected to contribute a surplus of \$43 million (\$117.5 million in revenues and \$74.5 million in costs\*). The surplus in the residential or household sector is due to a

- 
- \* The revenue and expenditure estimates are approximations of the fiscal impact of the current population of the 29,000 housing units and 47,500 jobs in the B-CC area, excluding the Bethesda CBD. The estimates were generated using a mathematical fiscal impact model (REDI) that uses information about the households in the B-CC area obtained from a 1984 Census Update Survey conducted by the Planning Board staff.

Fiscal impact models, including the REDI model, cannot provide precise expenditure and revenue estimates because of the problems in modeling the real world, in posing the proper assumptions, and in obtaining reliable data for input to the model. Providing an order-of-magnitude estimate of the difference between projections of current fiscal expenditures and revenues and possible revenues and expenditures from additional development in the B-CC area is all that is possible or intended in this analysis.

number of factors, including: high household income, high property values, and aging neighborhoods with a declining number of elementary children.

By the end of the life of this Plan, it is estimated that there will be approximately 8,800 additional jobs and approximately 1,400 additional households for the whole Planning Area. Annually, this new employment is estimated to provide \$2.4 mil-

lion in surplus, and households are projected to contribute \$4.3 million to the County for a net surplus of \$6.7 million. The result is a 12 percent increase in projected revenues from new development. This number indicates that in a mostly built-out area such as B-CC with high valued property and relatively few school children, a moderate staged increase in development in both housing and employment may be fiscally beneficial to the County.

# Appendix





**1.0 POPULATION AGE DISTRIBUTION IN B-CC OVER TIME, 1970-2010, PERCENT**

	1970	1980	1987	1990	1995	2000	2005	2010
0-4	5.8%	3.9%	5.5%	5.4%	5.5%	5.5%	5.5%	5.77%
5-9	8.4%	4.9%	5.5%	4.9%	5.5%	5.7%	5.7%	8.38%
10-14	10.4%	7.1%	4.2%	4.6%	5.2%	5.7%	5.8%	10.36%
15-19	9.8%	7.6%	5.6%	5.1%	4.4%	4.9%	5.2%	9.77%
20-24	6.0%	6.4%	4.6%	6.4%	5.6%	5.2%	5.6%	6.03%
25-34	10.2%	14.1%	12.6%	14.2%	14.8%	15.0%	14.7%	10.20%
35-44	12.8%	13.5%	17.8%	14.6%	15.9%	15.7%	15.9%	12.79%
45-54	15.9%	13.5%	13.2%	13.6%	13.5%	13.3%	13.6%	15.94%
55-64	12.0%	14.6%	13.1%	11.7%	10.3%	10.4%	10.5%	12.03%
65-74	5.7%	9.4%	11.4%	11.8%	10.7%	9.4%	8.5%	5.69%
75 & over	3.0%	5.0%	6.5%	7.7%	8.6%	9.1%	8.9%	3.04%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.00%</b>

Source: Research Division, Montgomery County Planning Department, Demographic Model, Intermediate Forecast, Fall 1988, 1987 Census Update Survey, and the U.S. Bureau of the Census, 1970 and 1980 Census of Population and Housing

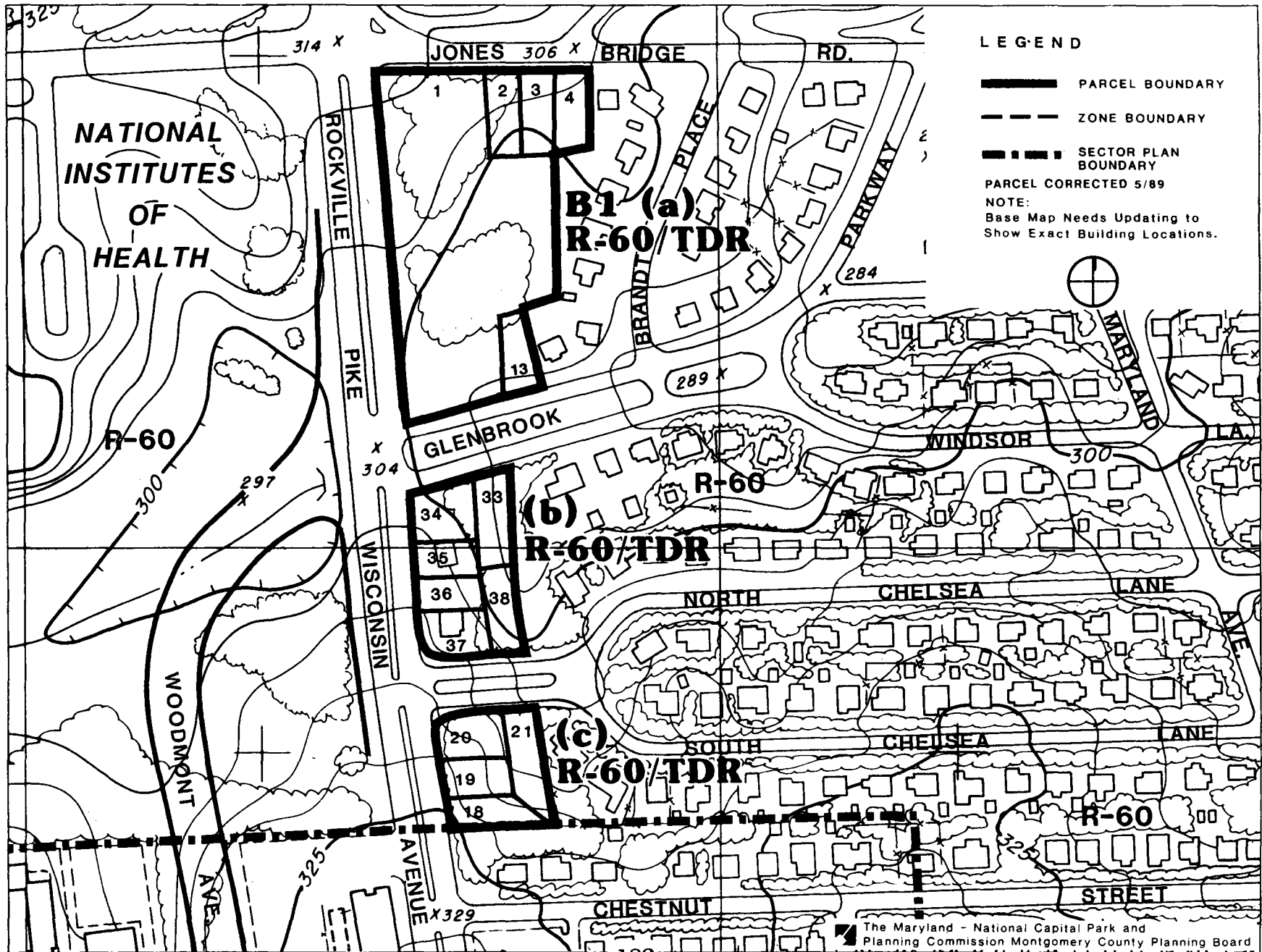
## ***2.0 Maps of Each Parcel Analyzed (200-Foot Scale)***

The following maps show the locations of key vacant and redevelopable parcels for which recommendations have been made. They have been arranged alphabetically by the letter preceding the parcel number. All of the parcels addressed in the text are shown on the 1,000-foot scale map accompanying the Plan. Tables in the Plan give specific recommendations regarding each parcel.

As explained in Section 3.1 of the Plan, our analysis dealt primarily with parcels of three acres or more. However, in the special study areas and in other selected locations, parcels under three acres were addressed. On redevelopable parcels, the Plan does not generally recommend that existing uses be replaced.

# BETHESDA BUSINESS DISTRICT PARCELS OUTSIDE SMA BOUNDARY

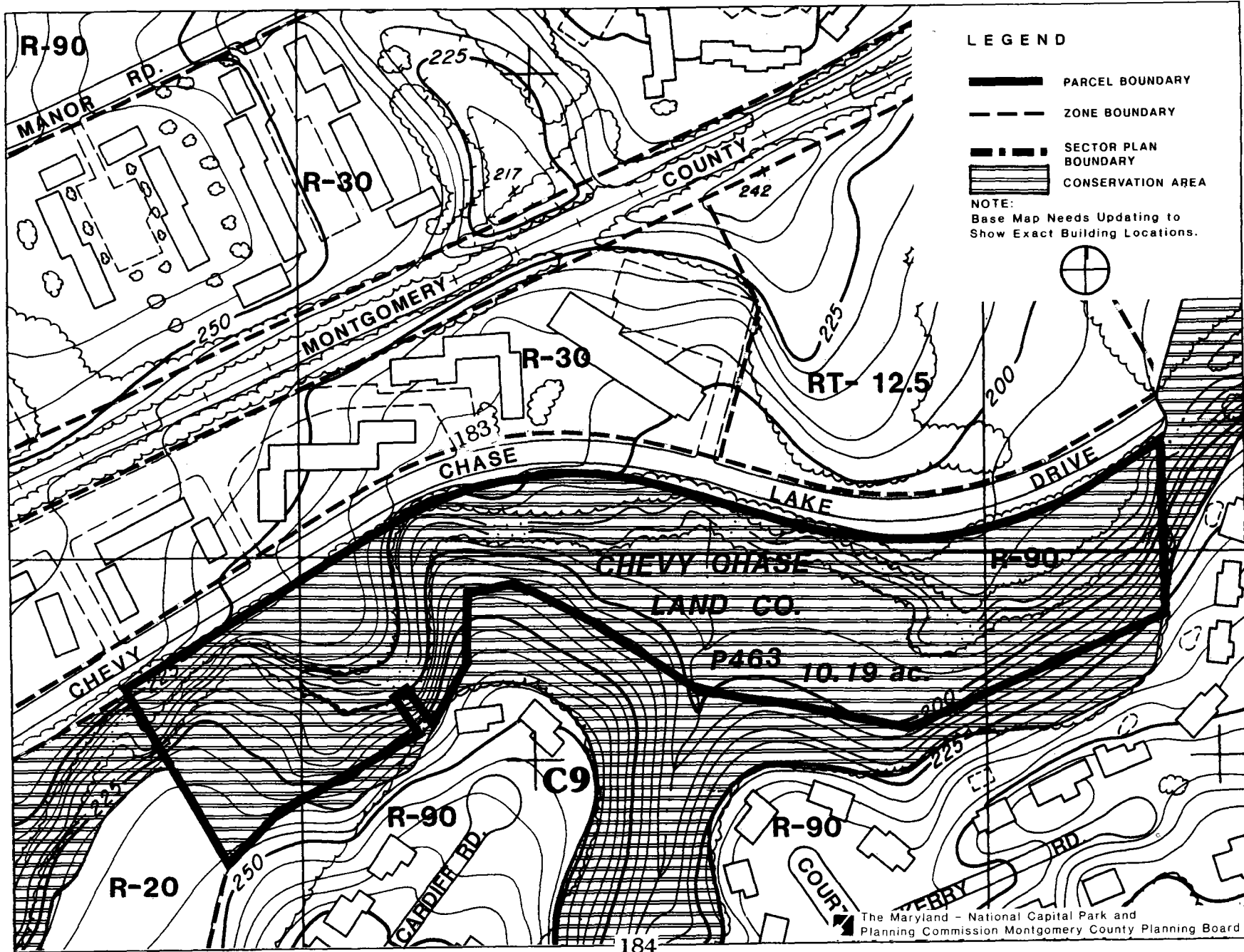
PARCEL  
**B1**



# CHEVY CHASE LAKE PARCELS

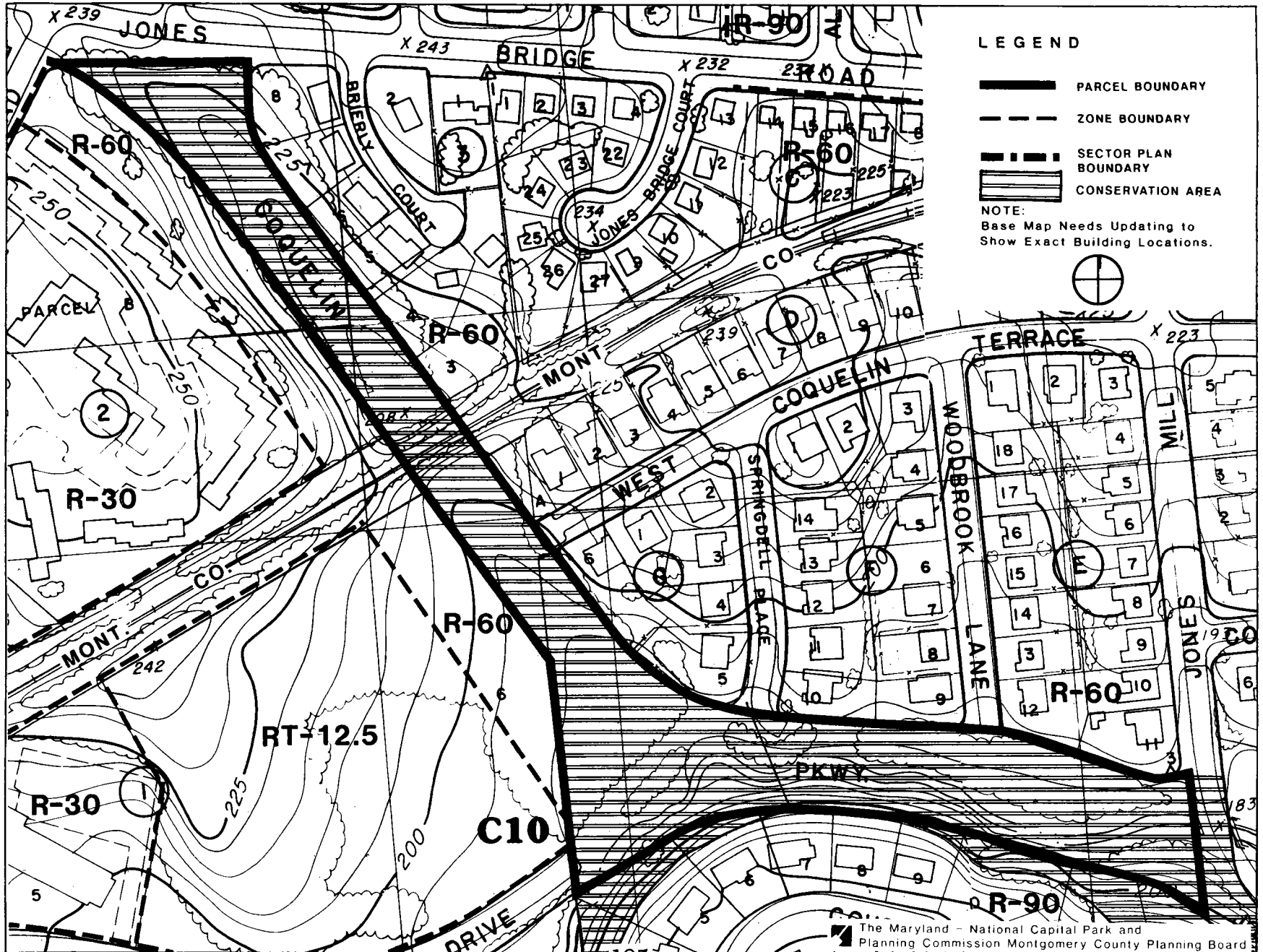
PARCEL

**C9**



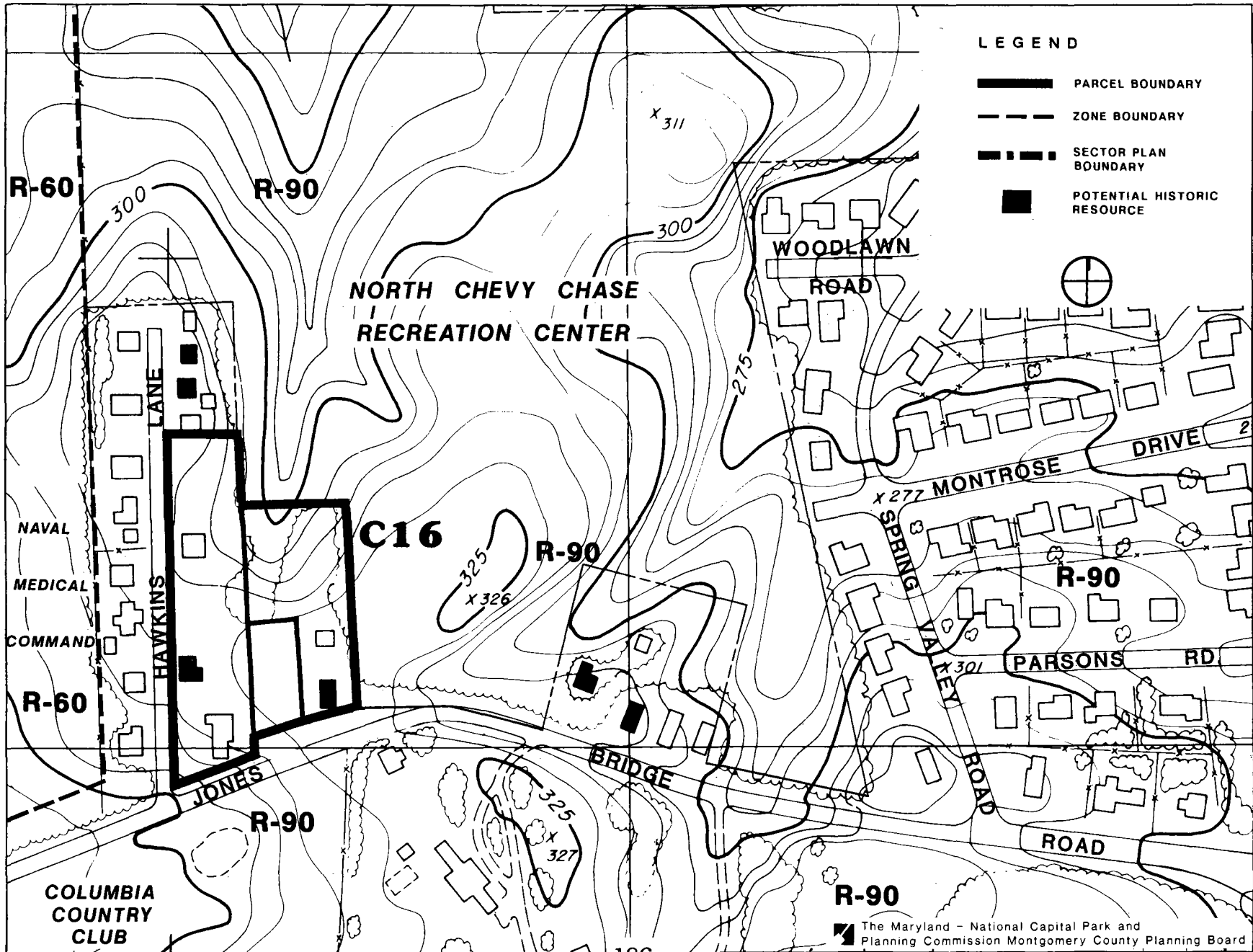
# CHEVY CHASE LAKE PARCELS

PARCEL  
**C10**



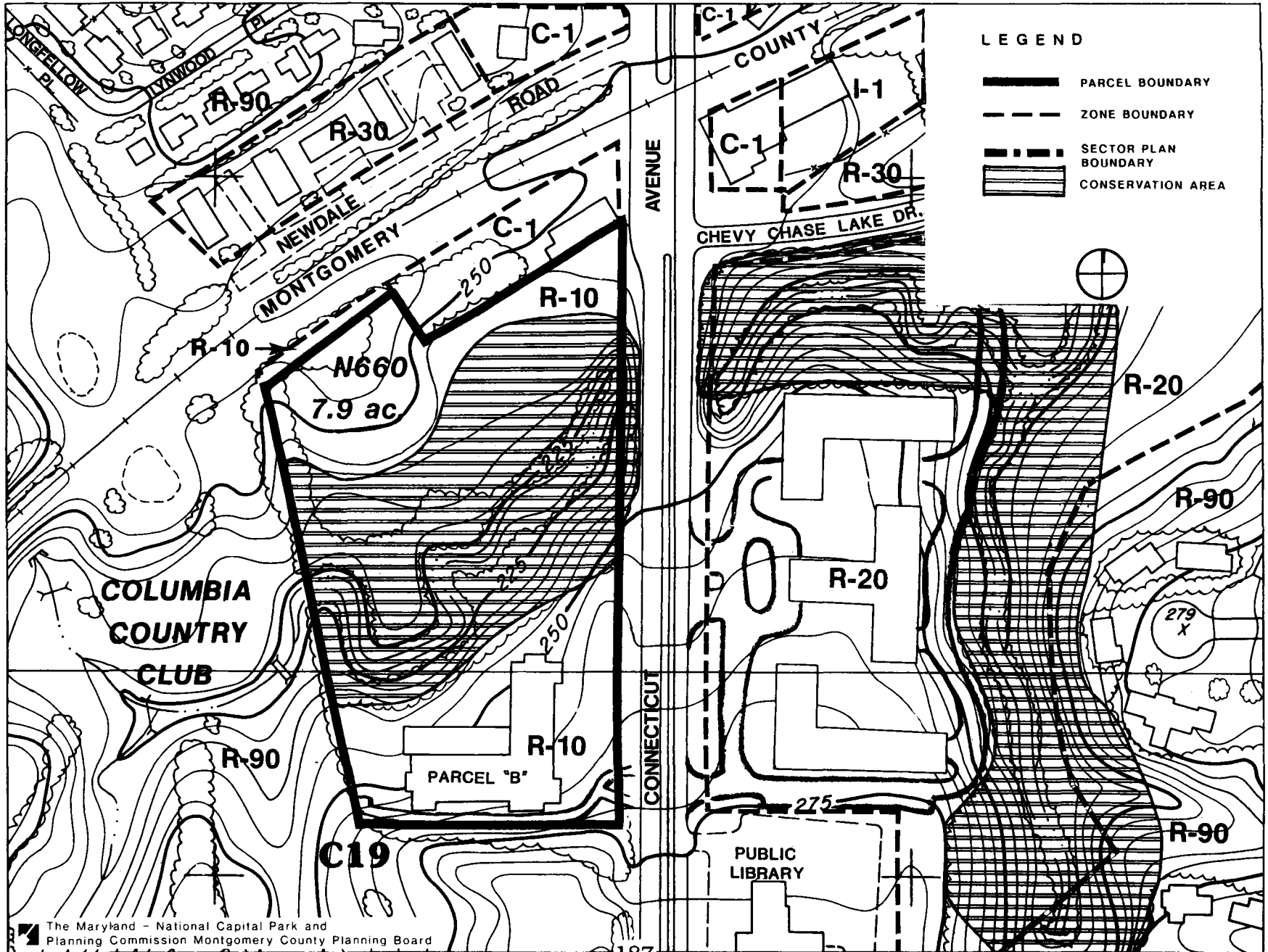
# CHEVY CHASE LAKE PARCELS

PARCEL  
**C16**



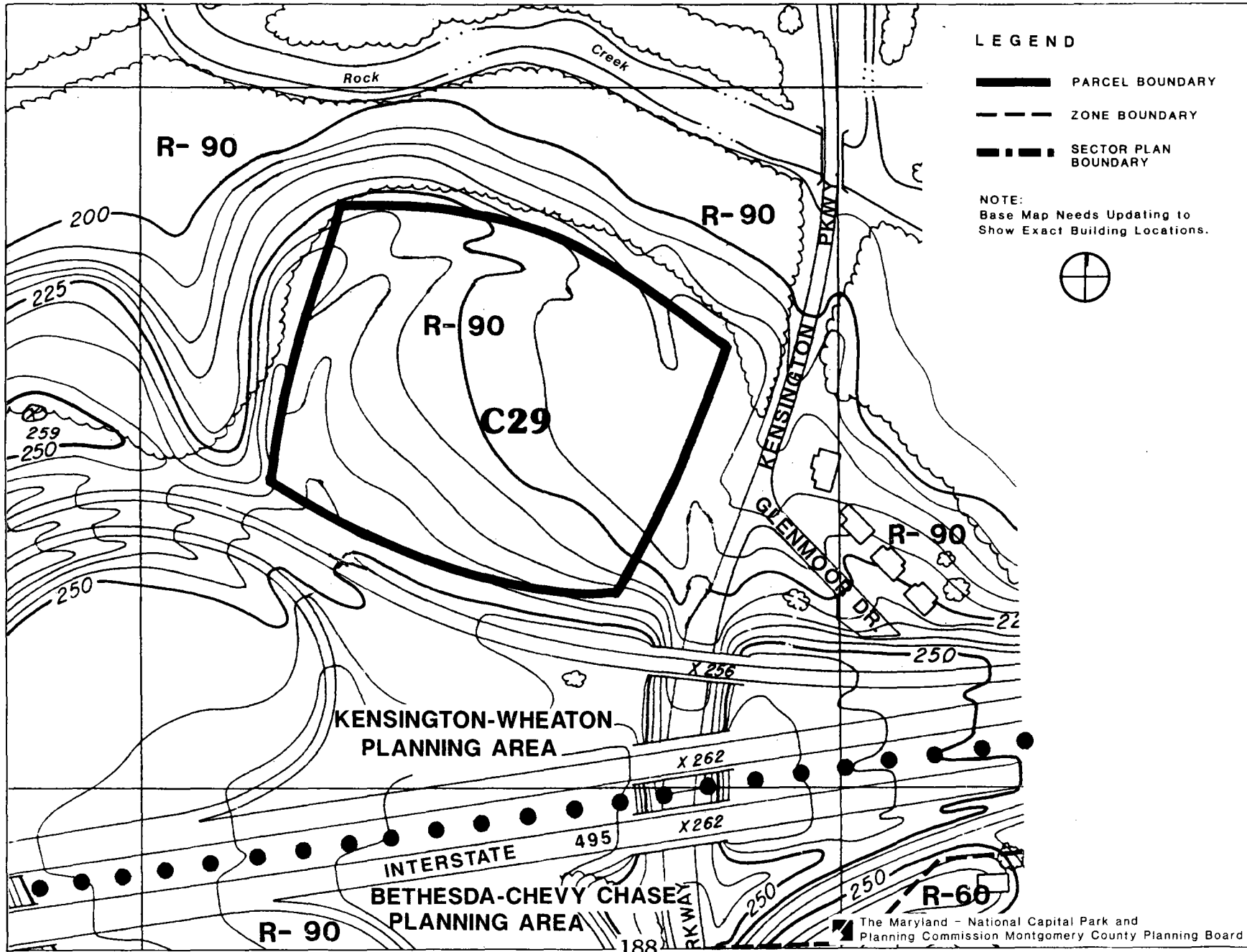
# CHEVY CHASE LAKE PARCELS

PARCEL  
**C19**



# CHEVY CHASE LAKE PARCELS

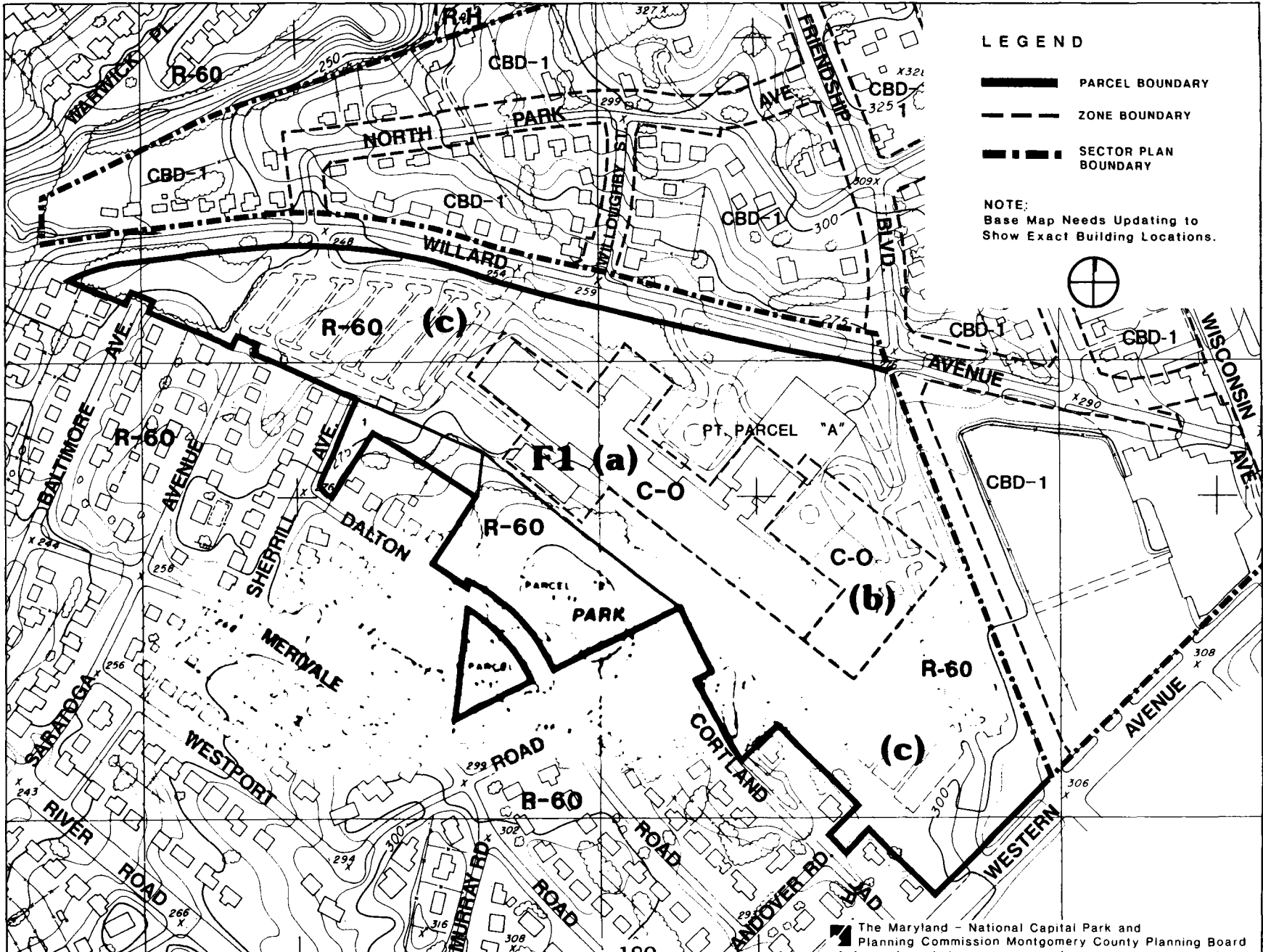
PARCEL  
**C29**





# FRIENDSHIP HEIGHTS PARCELS OUTSIDE CBD AREA

PARCEL  
**F1**



**LEGEND**

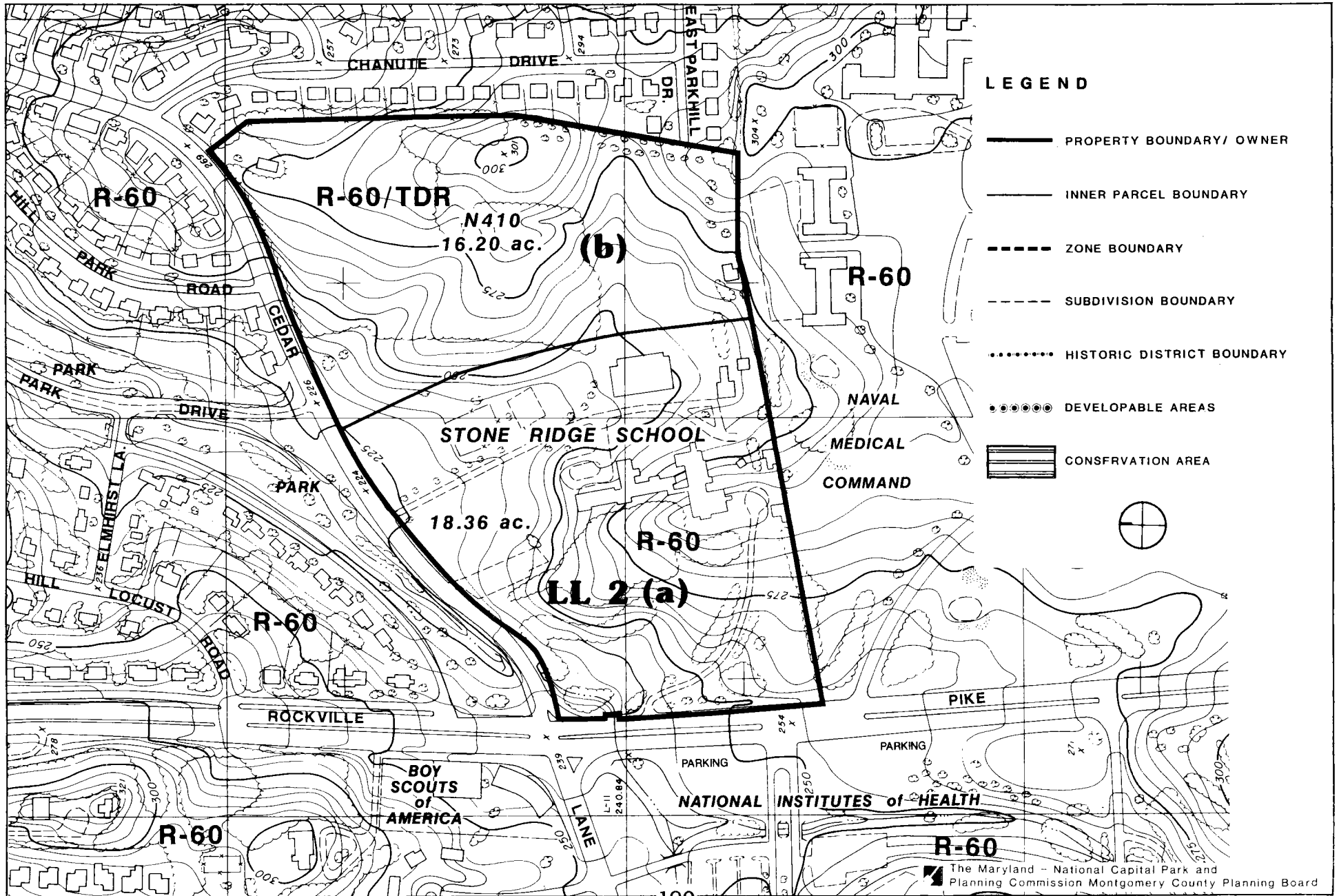
- PARCEL BOUNDARY
- ZONE BOUNDARY
- SECTOR PLAN BOUNDARY

**NOTE:**  
 Base Map Needs Updating to  
 Show Exact Building Locations.



# LARGE LAND USERS

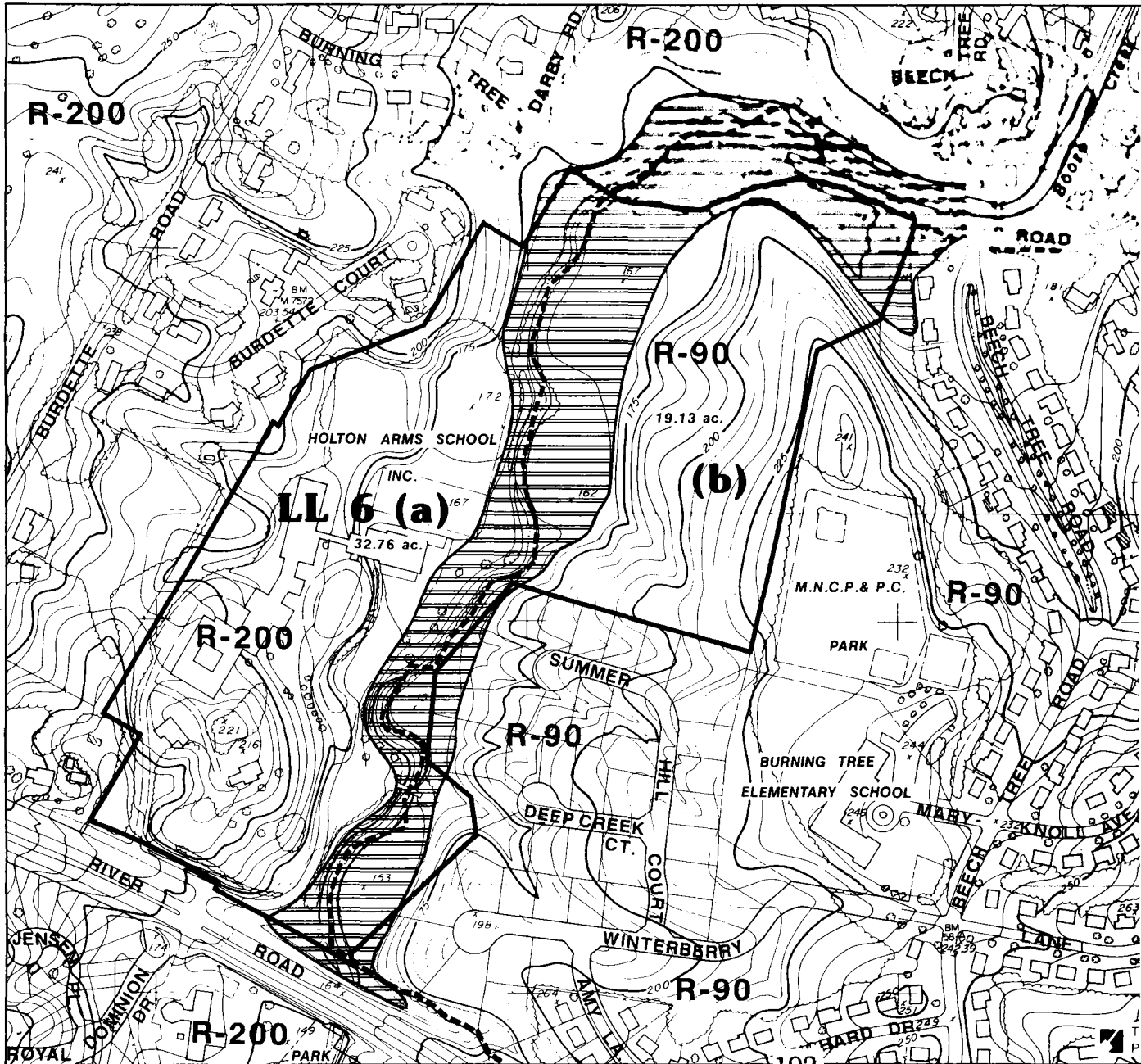
**LL2**








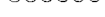




# LARGE LAND USERS

**LL6**



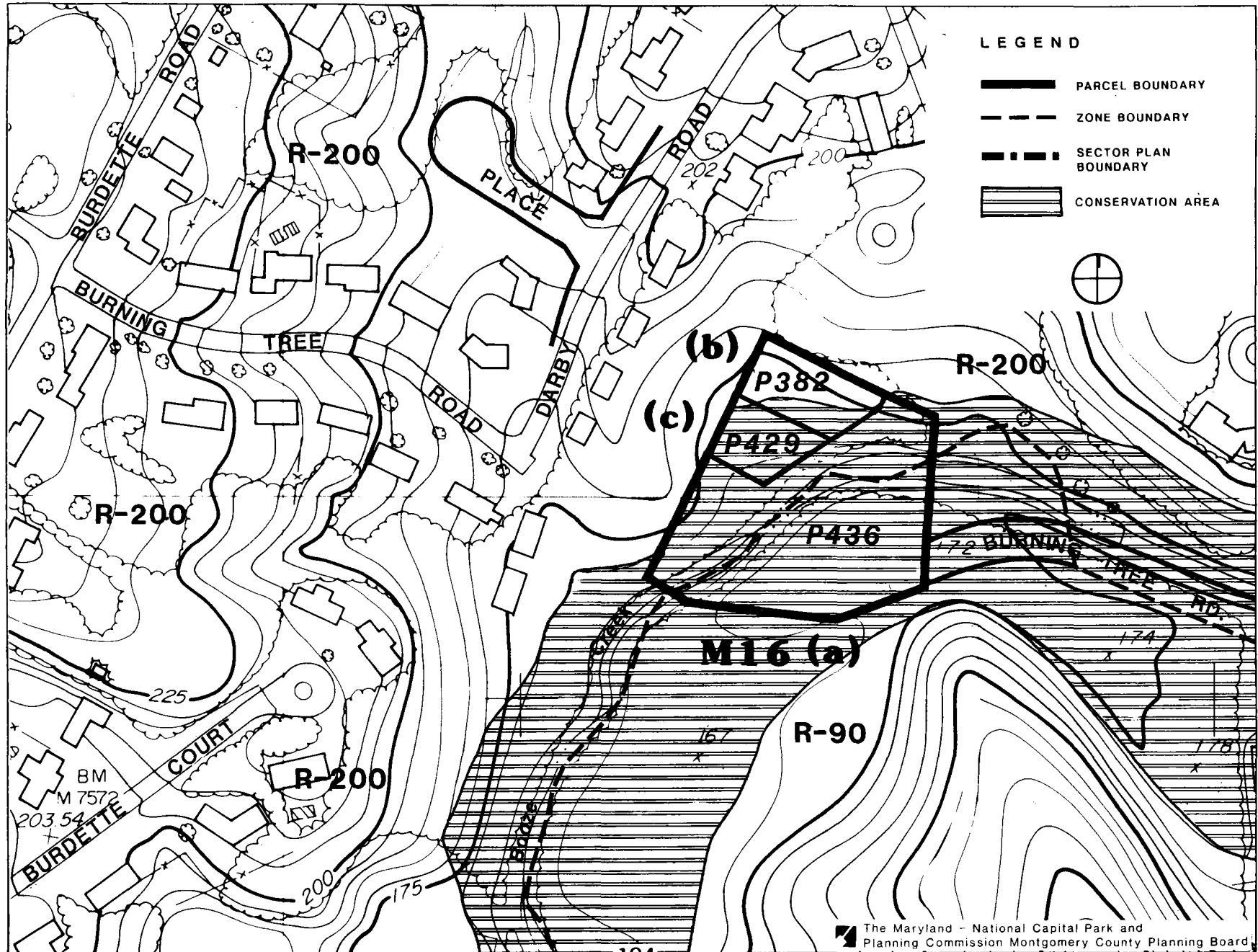
**LEGEND**

-  PROPERTY BOUNDARY/ OWNER
-  INNER PARCEL BOUNDARY
-  ZONE BOUNDARY
-  SUBDIVISION BOUNDARY
-  HISTORIC DISTRICT BOUNDARY
-  DEVELOPABLE AREAS
-  CONSRVATION AREA
- 



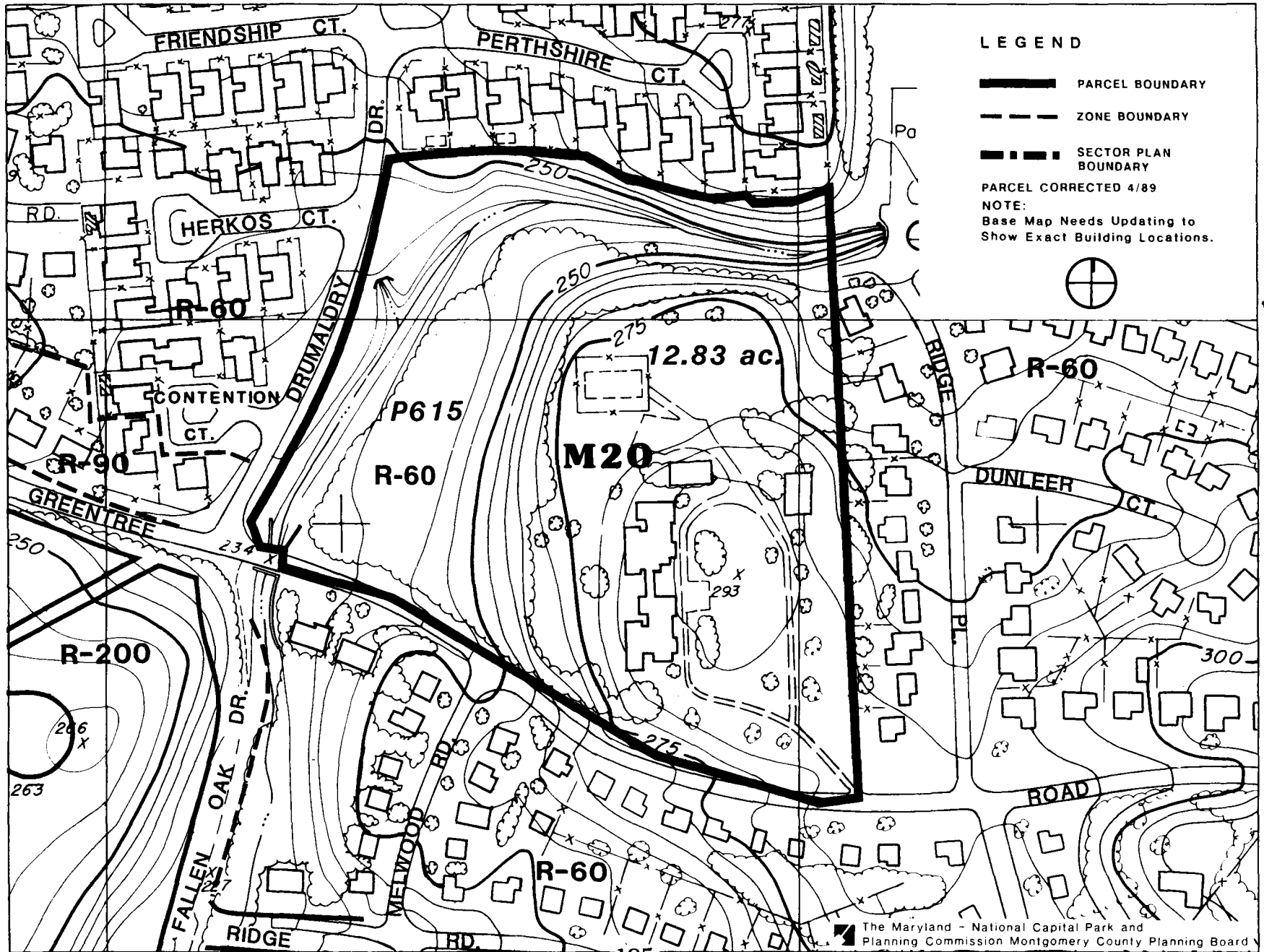
# MID-BETHESDA NORTHERN B-CC PARCELS

PARCEL  
**M16**



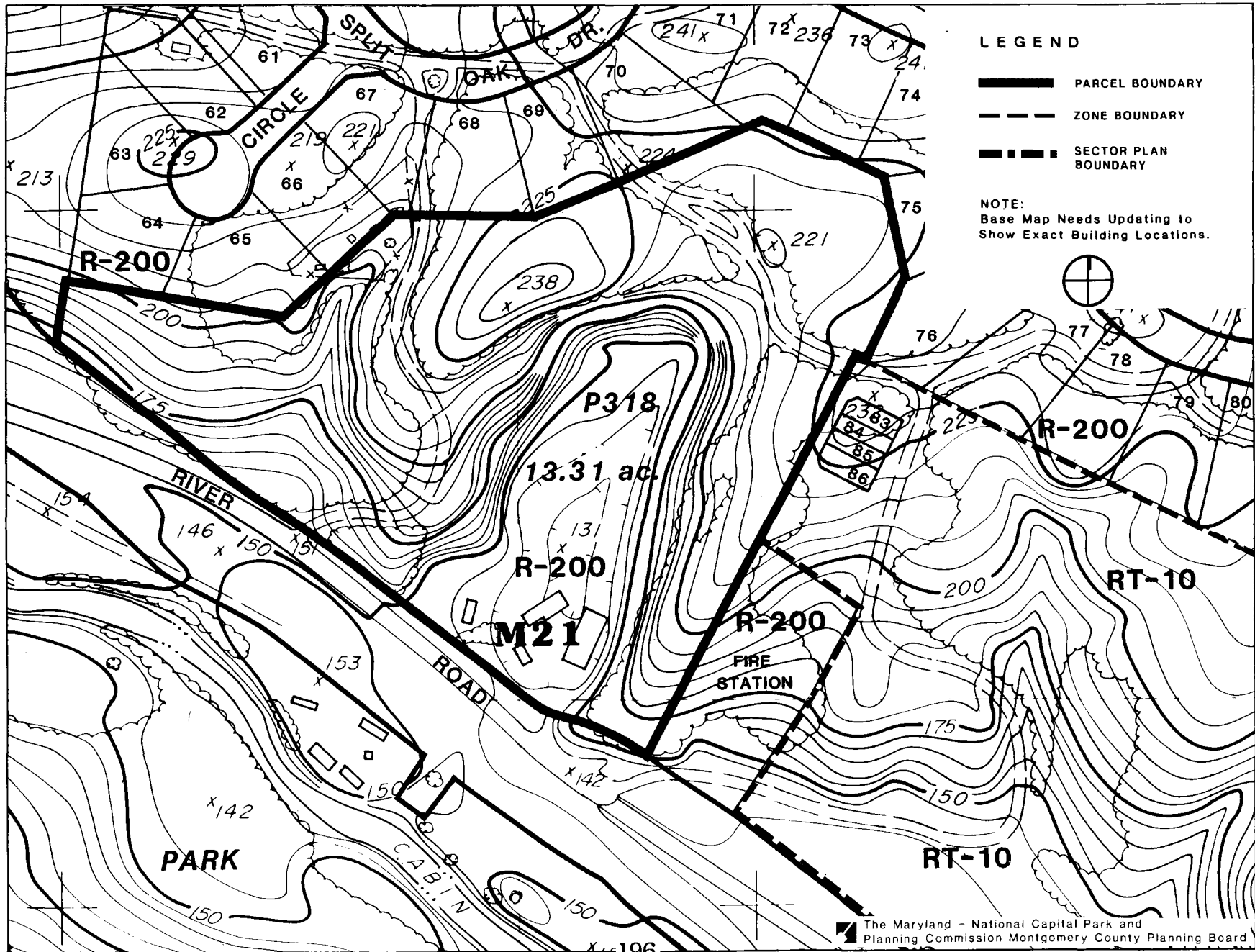
# MID-BETHESDA NORTHERN B-CC PARCELS

PARCEL  
**M20**



# MID-BETHESDA NORTHERN B-CC PARCELS

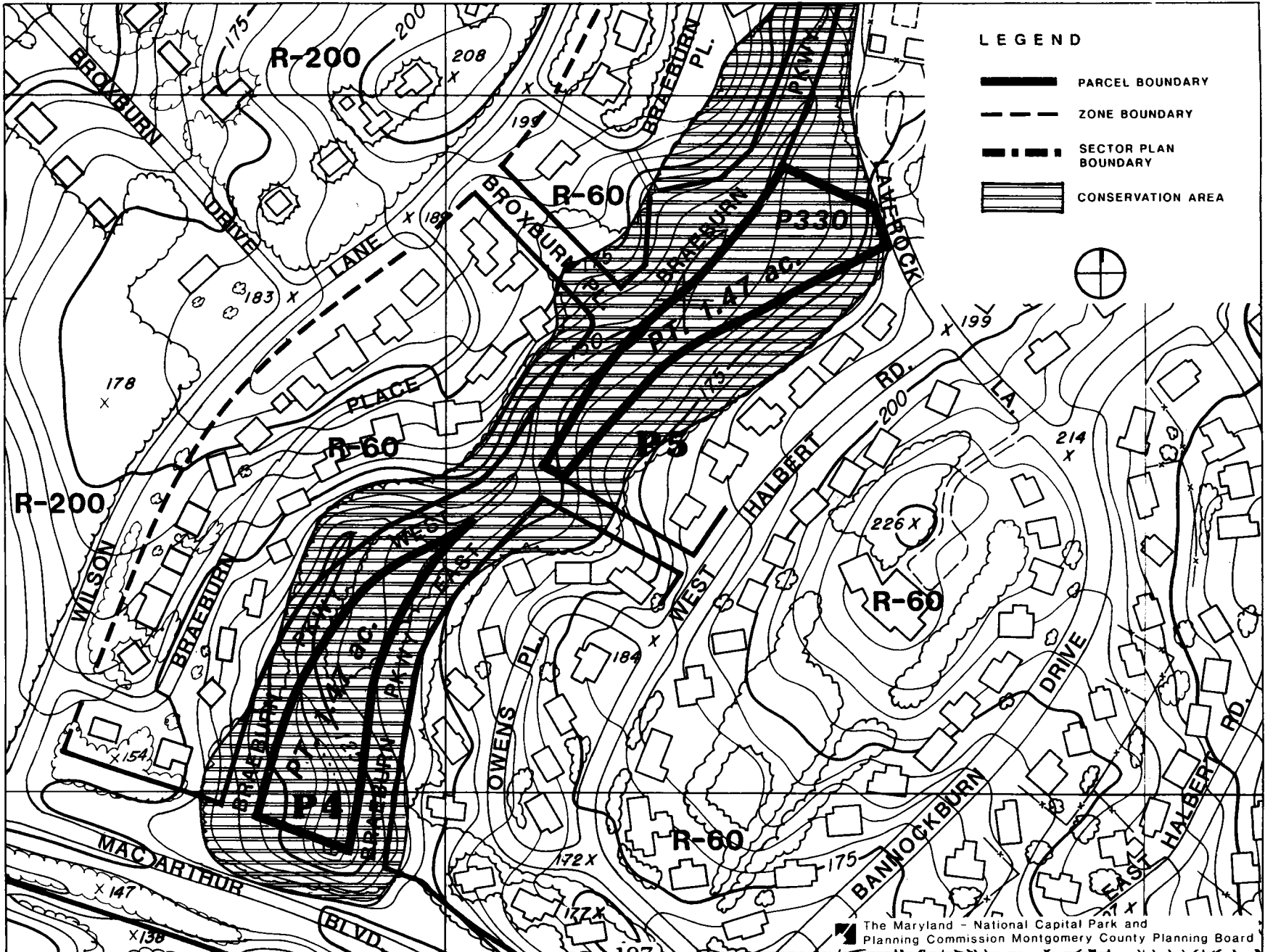
PARCEL  
**M21**





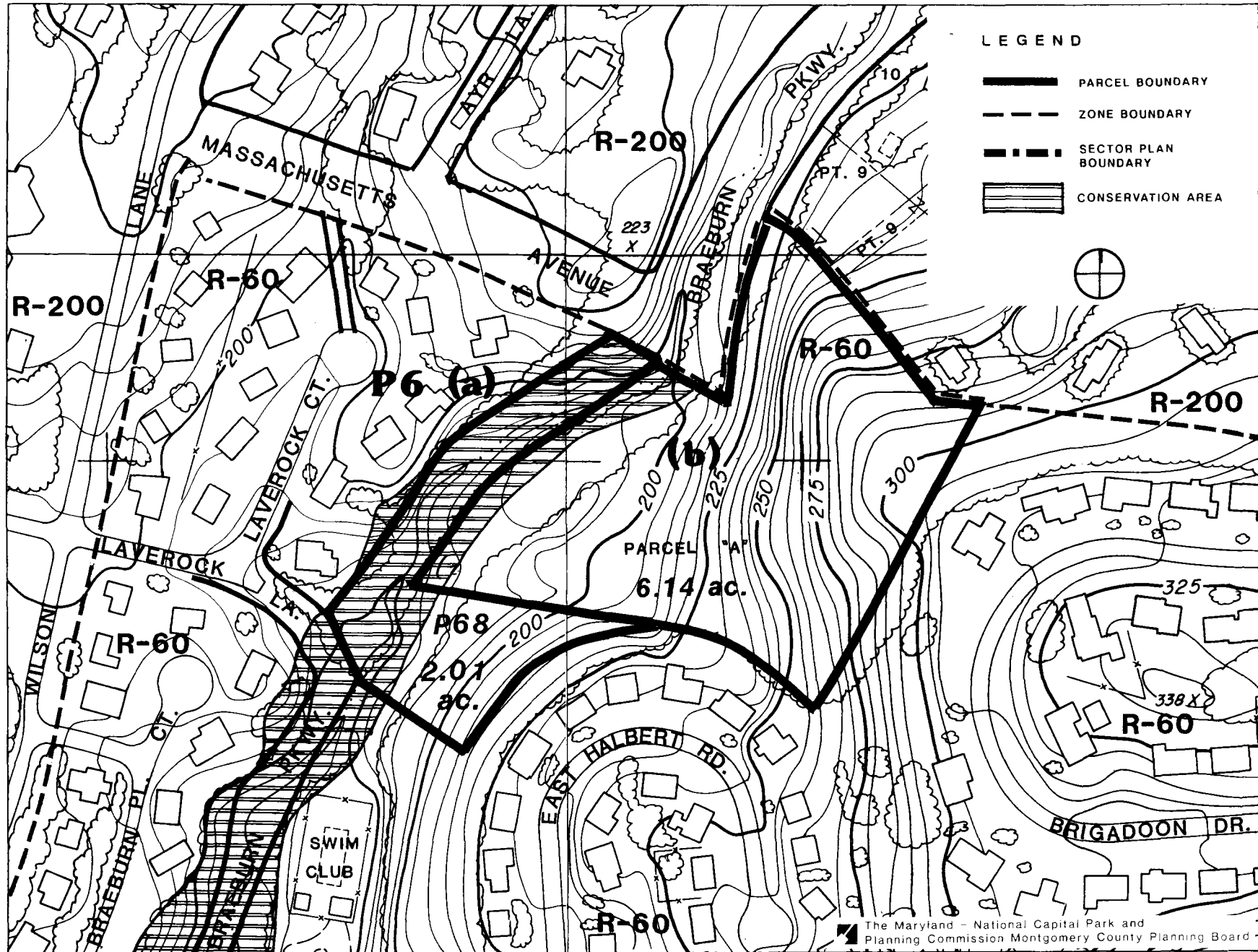
# PALISADES - WESTERN B-CC PARCELS

PARCEL  
**P4**  
**P5**



**PALISADES -  
 WESTERN B-CC PARCELS**

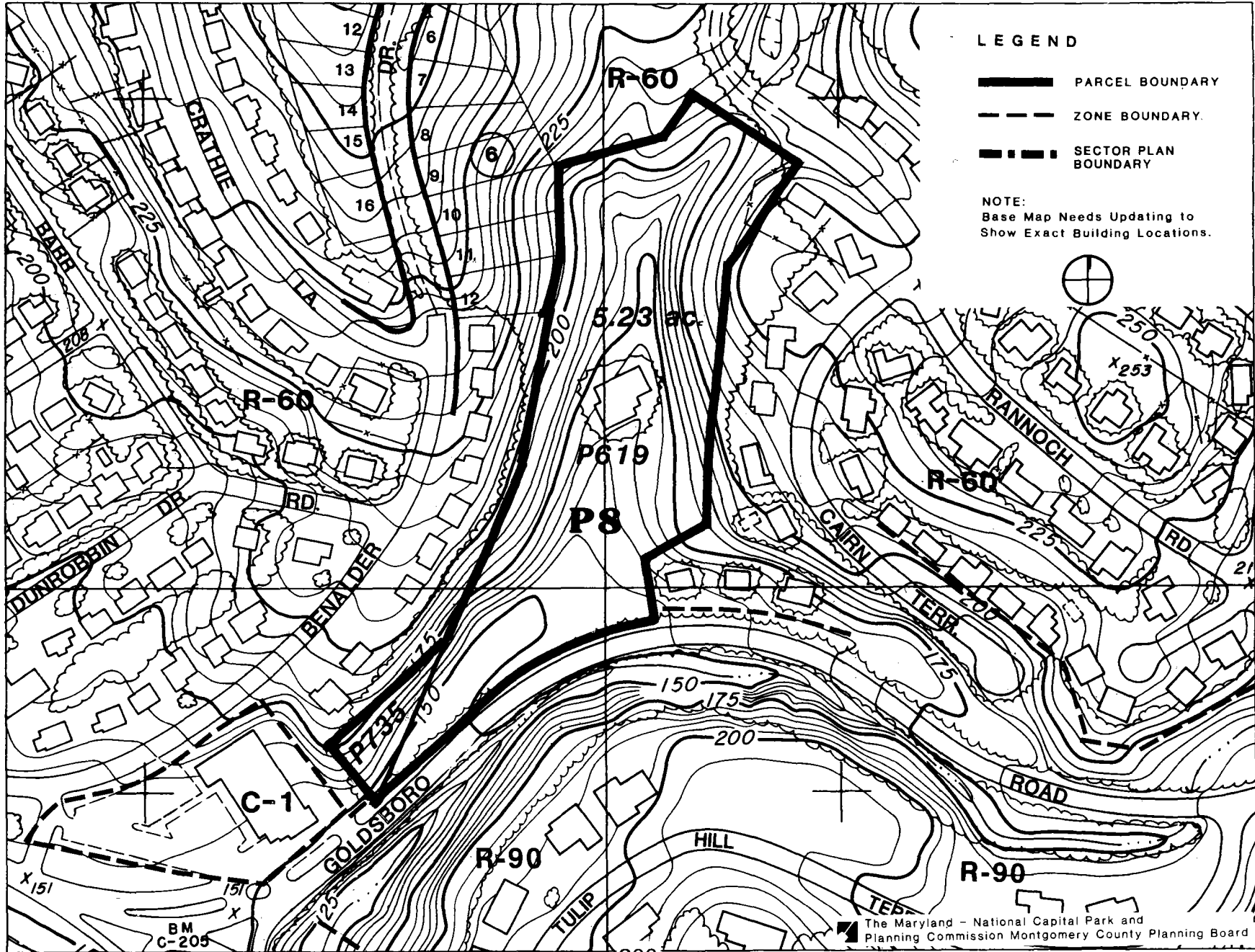
PARCEL  
**P6**





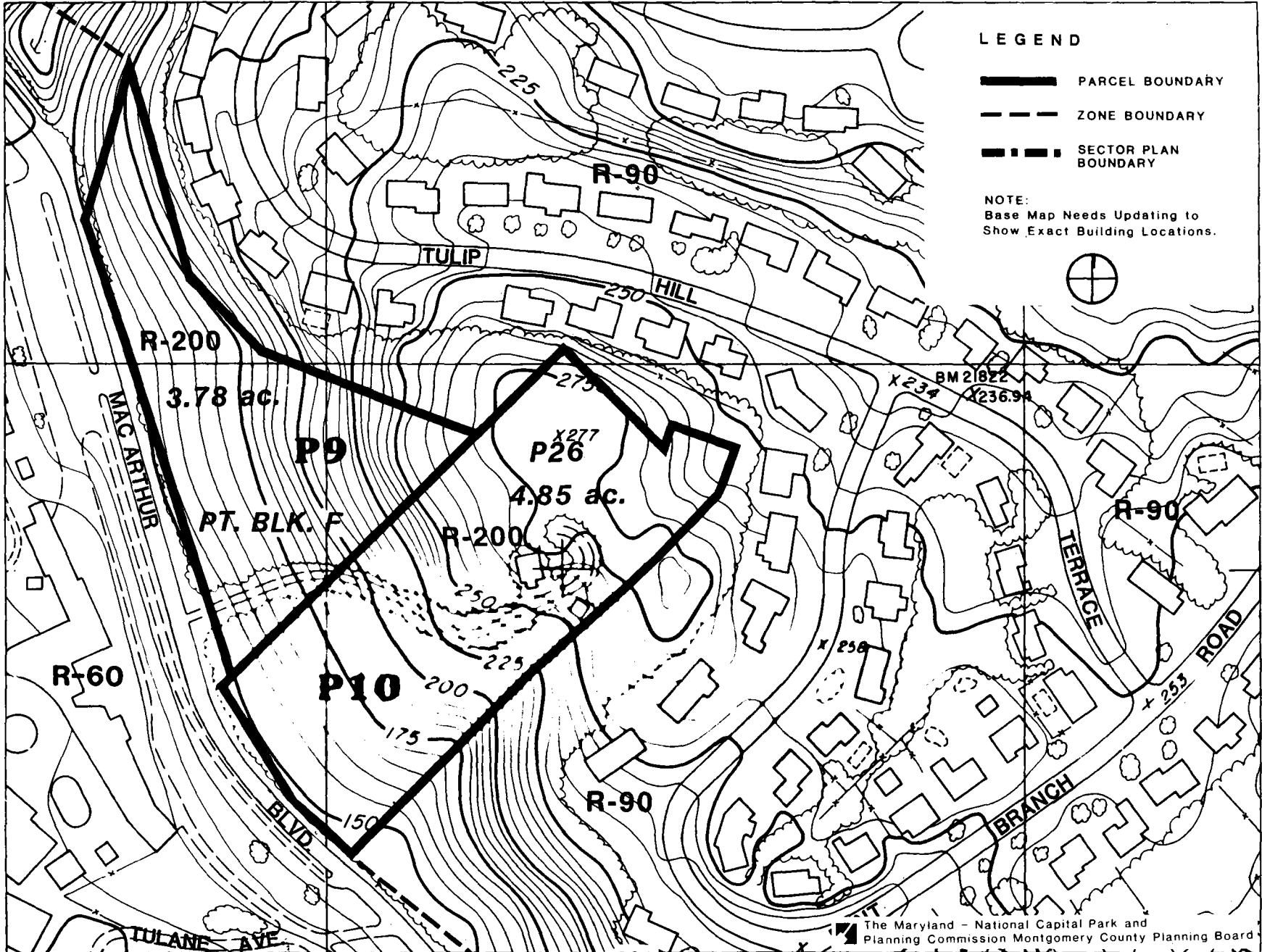
**PALISADES -  
 WESTERN B-CC PARCELS**

**PARCEL  
 P8**



# PALISADES - WESTERN B-CC PARCELS

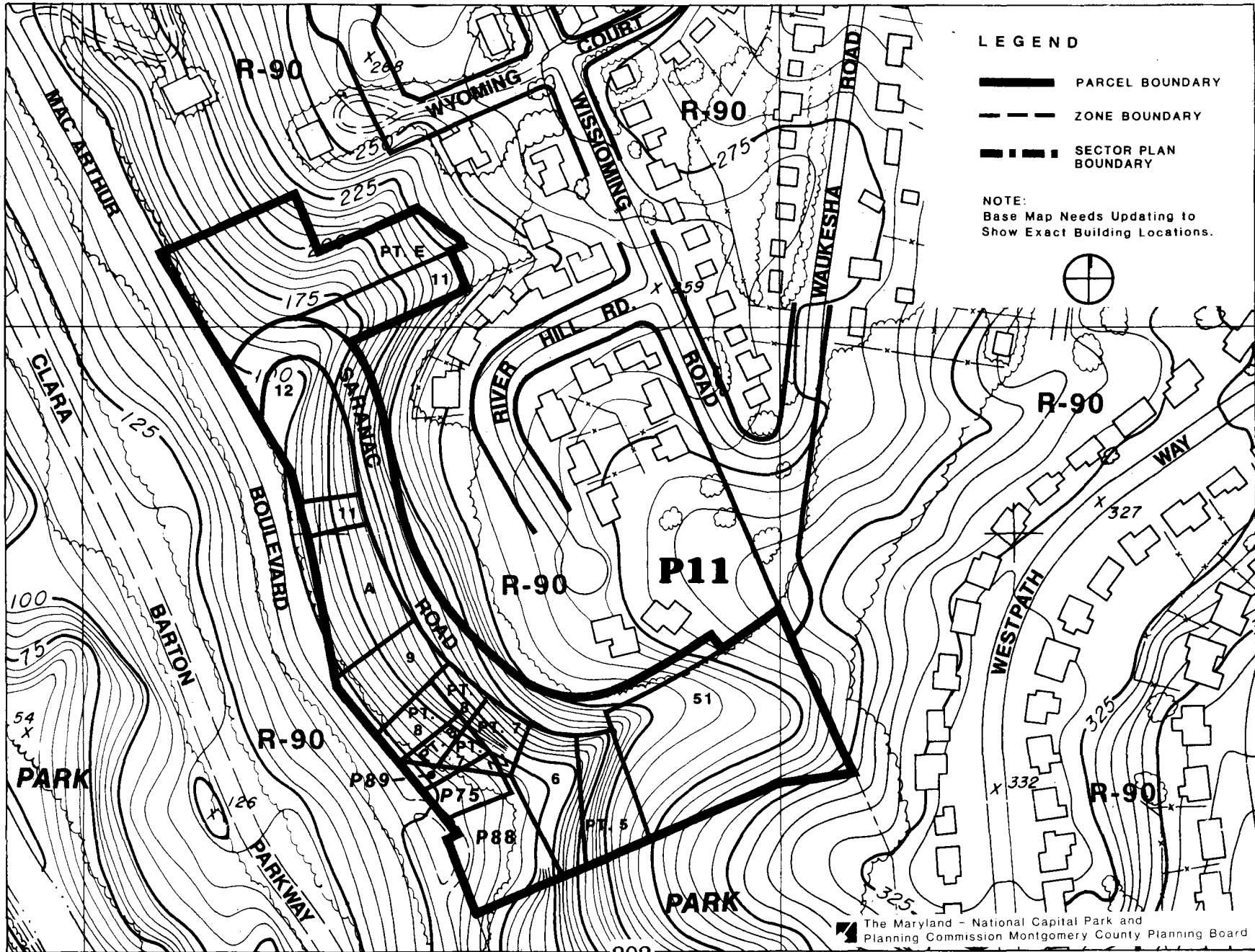
PARCEL  
**P9**  
**P10**



# PALISADES - WESTERN B-CC PARCELS

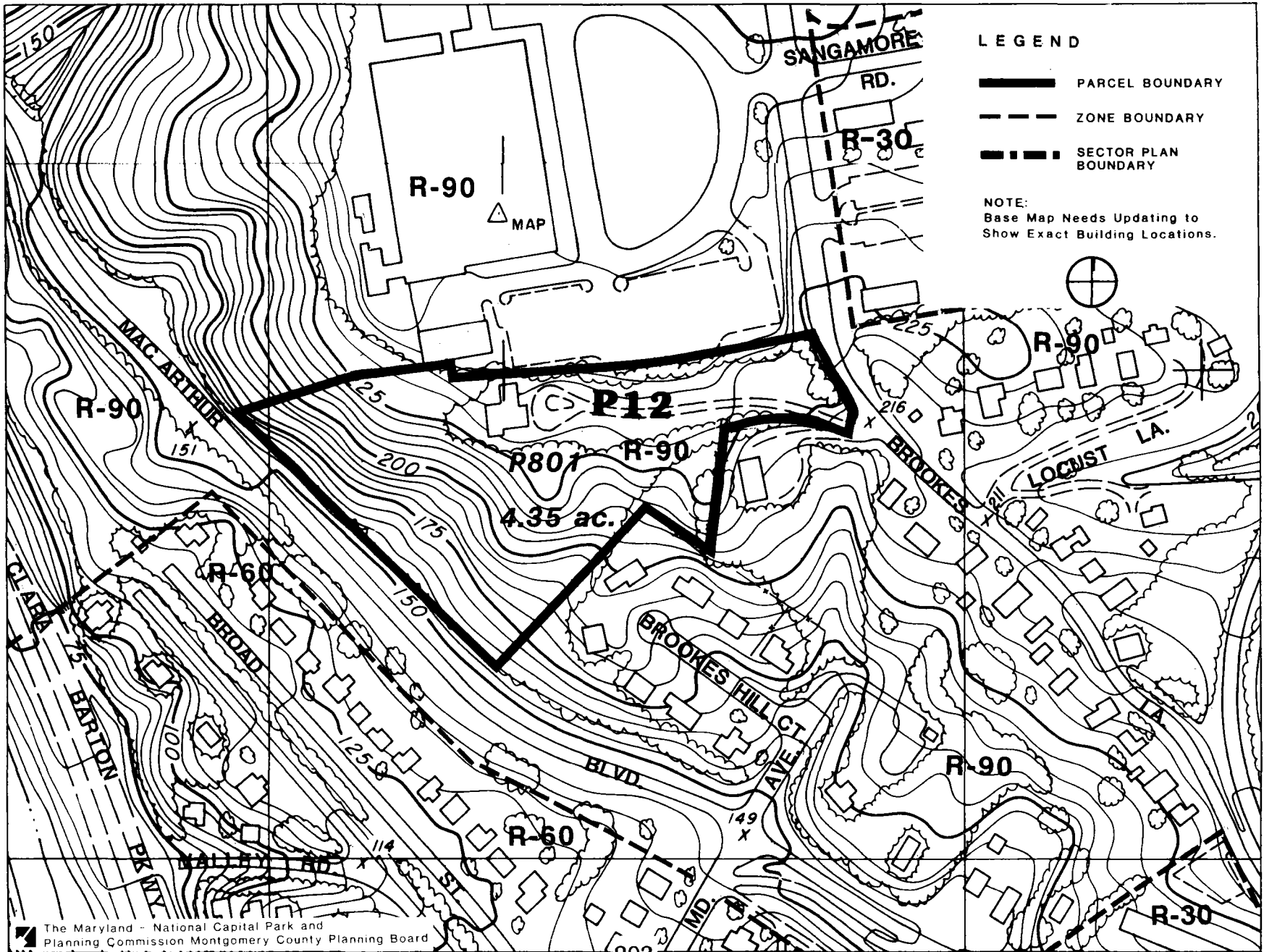
PARCEL

**P11**



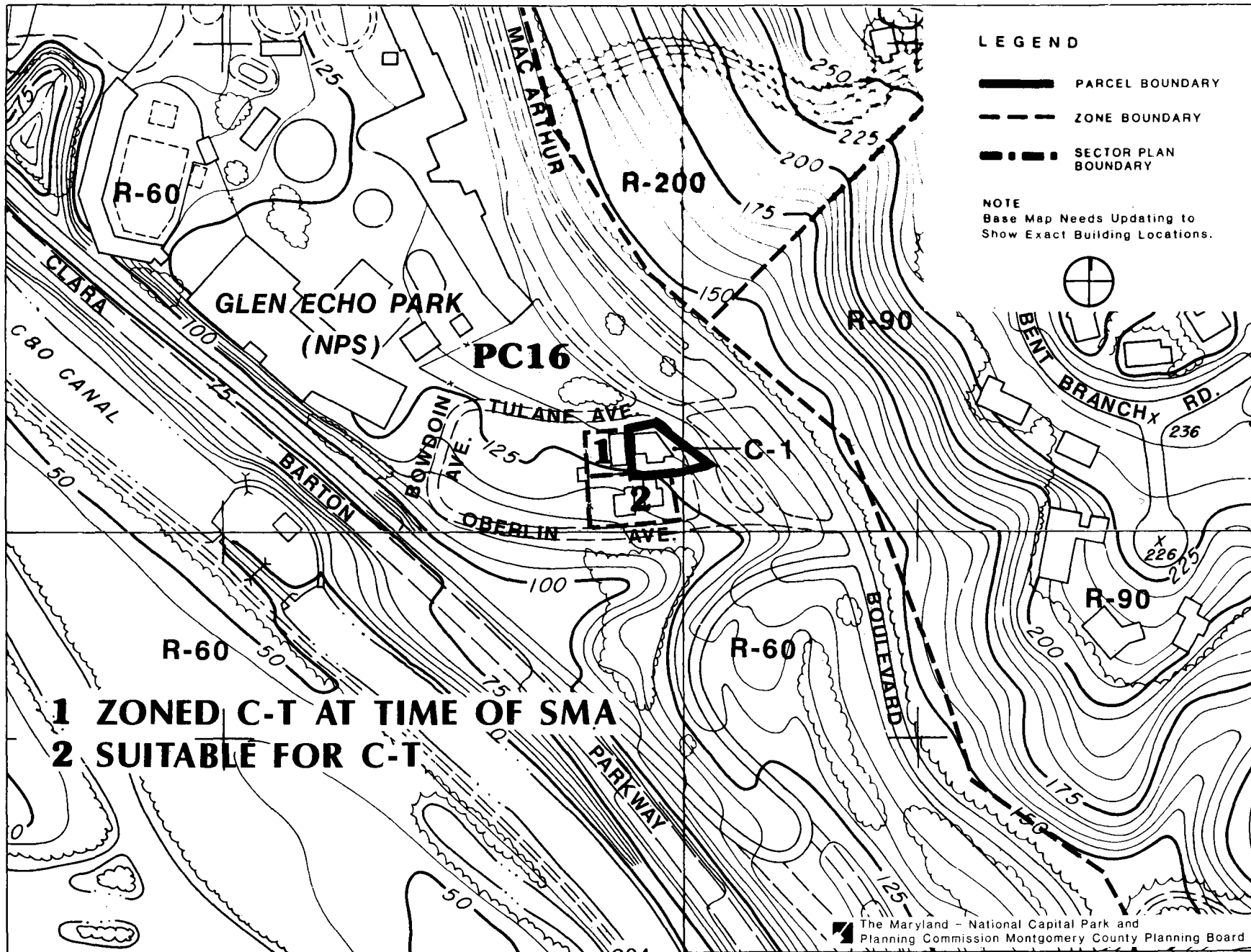
# PALISADES - WESTERN B-CC PARCELS

PARCEL  
**P12**



# PALISADES COMMUNITY RETAIL CENTERS PARCELS

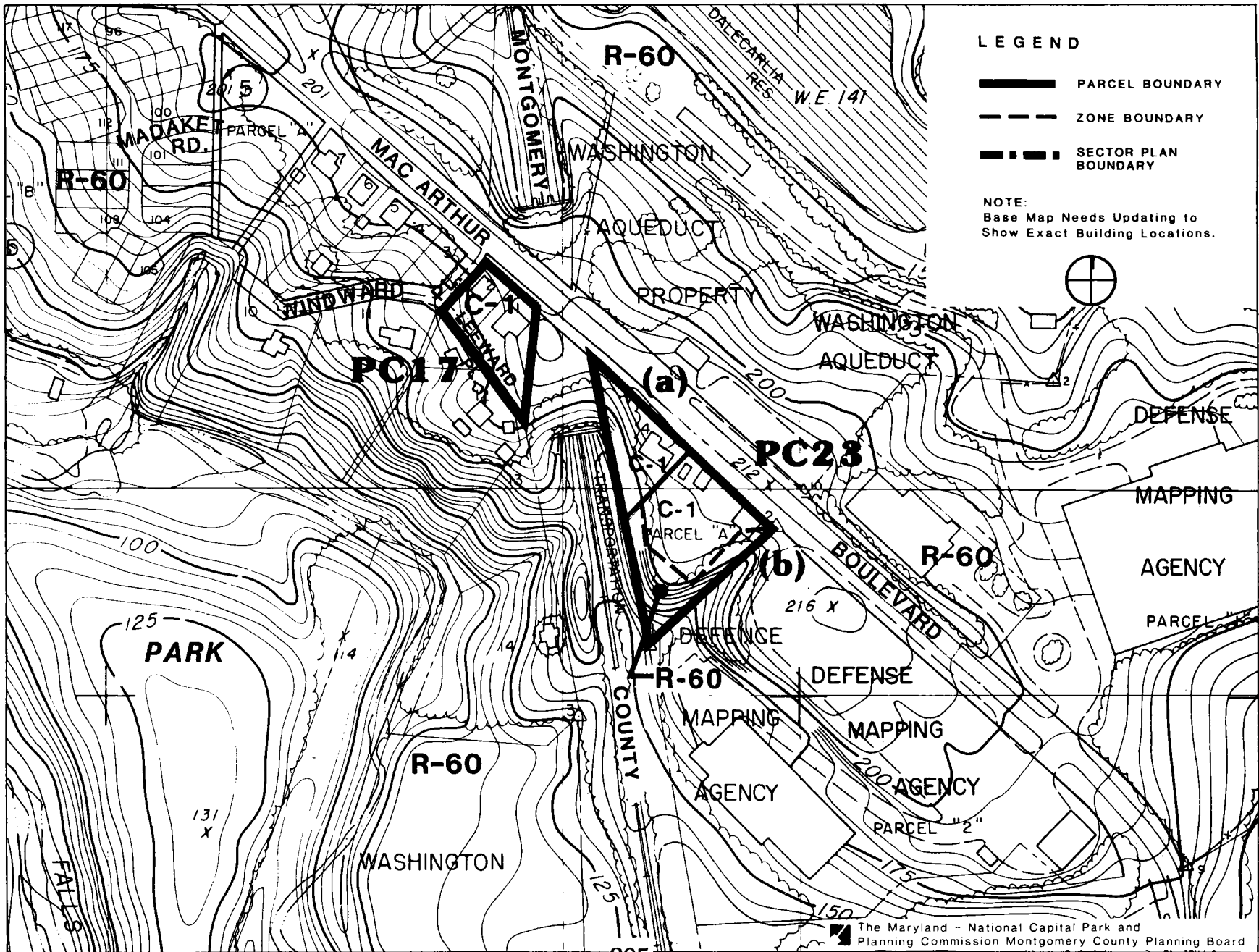
PARCEL  
**PC16**





# PALISADES COMMUNITY RETAIL CENTERS PARCELS

**PARCEL  
 PC17  
 PC23**

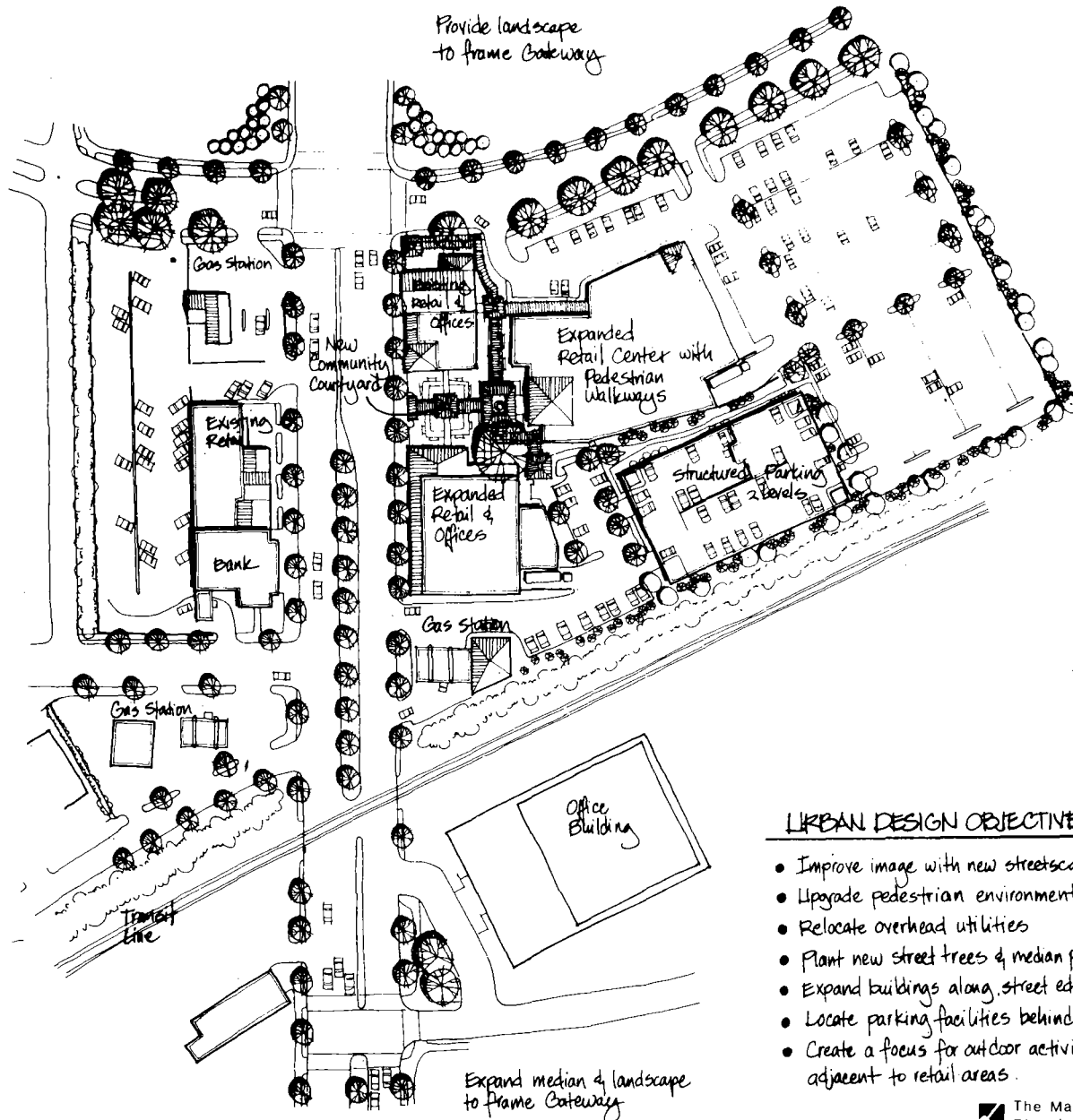




### ***3.0 Illustrations and Concept Plan Figures***

# CHEVY CHASE LAKE COMMUNITY RETAIL CENTER CONCEPT PLAN

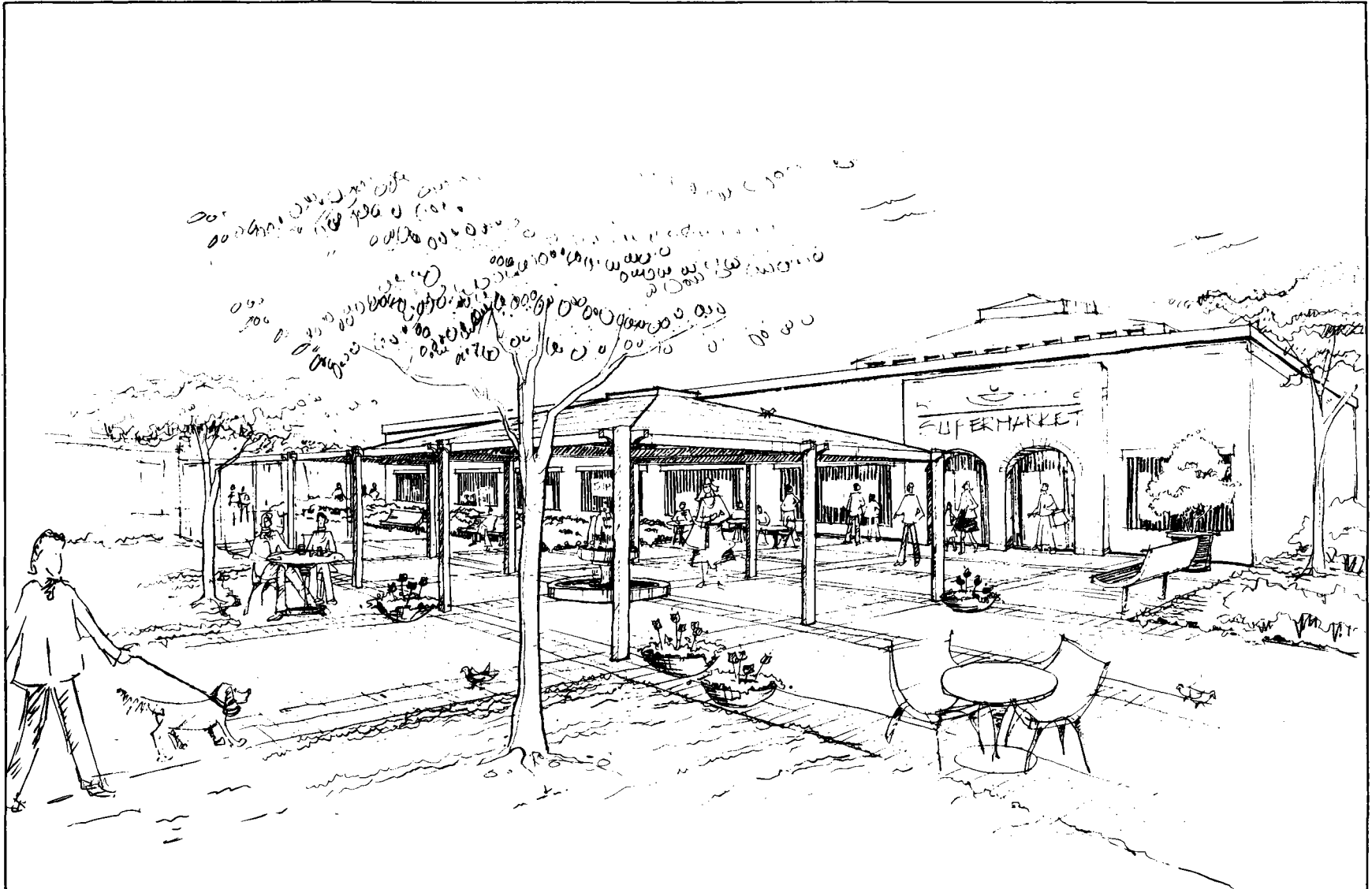
A potential light rail transit station in this area, currently under study by M.C. will not change the design and land use concepts for this area.



## URBAN DESIGN OBJECTIVES

- Improve image with new streetscape
- Upgrade pedestrian environment
- Relocate overhead utilities
- Plant new street trees & median plantings
- Expand buildings along street edge
- Locate parking facilities behind buildings
- Create a focus for outdoor activities adjacent to retail areas.

# COMMUNITY RETAIL CENTER COMMUNITY COURTYARD



# GEICO'S ILLUSTRATIVE SITE PLAN



## **4.0 Transferable Development Rights**

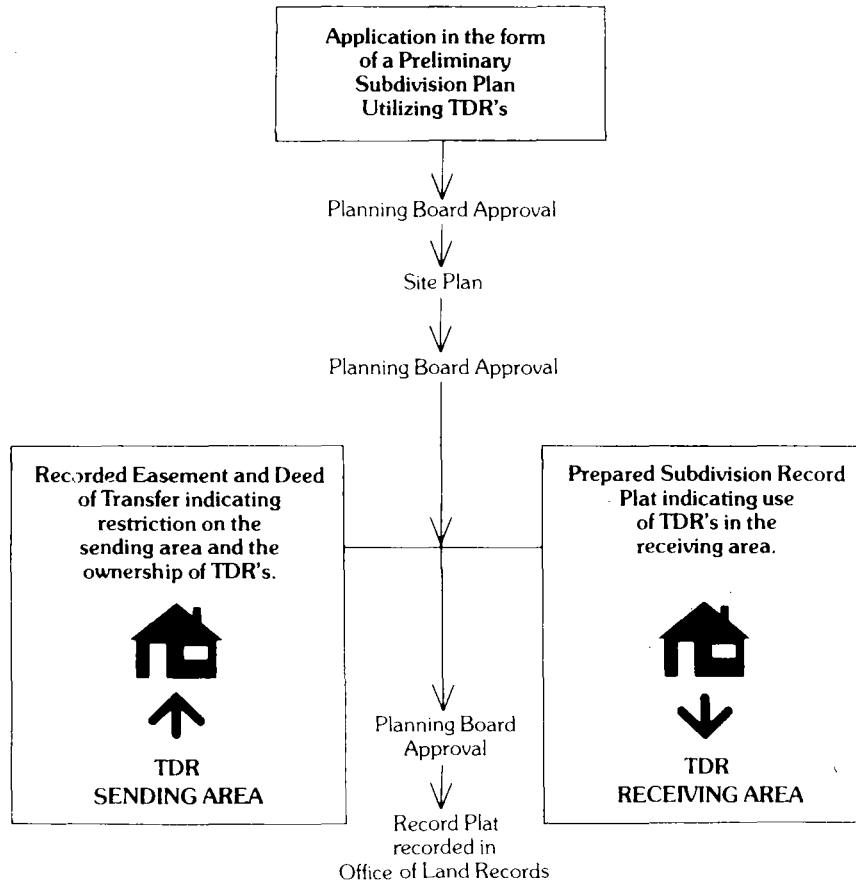
This Master Plan designates several parcels of land as suitable for transferable development rights (TDR) receiving areas. Receiving areas are permitted to develop to a density greater than that designated by the base zoning density.

The zoning density of a development in any residential zone within a designated TDR receiving area may be increased (subject to Planning Board approval and in conformance with an approved and adopted master plan) by one dwelling unit for each development right received from a rural property designated a "sending area". Development rights are transferred by easement, in a recordable form, and the transfer of development rights is recorded in the land records of Montgomery County.

The zoning density in a receiving area may not be increased by transfer of development rights beyond the density recommended by the land use plan. A request to utilize development rights on a property within a receiving area is submitted in the form of a preliminary plan of subdivision. The preliminary plan of subdivision must normally include at least two-thirds of the maximum number of development rights permitted to be transferred to the property.

A property development with TDR's must provide moderately priced dwelling units (MPDU's) in accord with the Montgomery County Code. the MPDU requirements is calculated on the total dwelling unit count, including TDR units. (Additional TDR's do not have to be purchased to exercise the MPDU bonus.) Development with TDR's must conform to the standards of the PD Zone nearest (but not higher) in density to the TDR density shown on the master plan. The TDR program process is described in the following figure.

# TRANSFERABLE DEVELOPMENT RIGHTS PROCESS



This illustration depicts first, the ownership or contract to purchase development rights from a farmer in the sending area by a developer. The developer files with the Montgomery County Planning Board, a preliminary plan of subdivision for property in the receiving area using at least two-thirds of the possible development rights transferable to the property. This represents the application for transfer. Once the preliminary plan of subdivision is approved by the Planning Board, the developer then files a detailed site plan for the receiving property for approval by the Planning Board. Following site plan approval, the developer would prepare a record plat. An easement document limiting future residential development in the sending area is prepared, conveying the easement to the county. Upon approval of the easement document and record plat by the Planning Board, the easement and the record plat are recorded in the land records and the transfer of development rights is complete.



## 5.0 ZONING CHART

### Bethesda-Chevy Chase Zoning Table

Zones	Major Use	Minimum Lot Size	Maximum Density/Units Per Acre	Maximum Building Height
R-200	Single-Family Detached	20,000 sq.ft	1.5 du/acre (w/MPDU—2.44 du/acre)	50'
R-90	Single-Family	9,000 sq.ft.	2.9 du/acre (w/MPDU—4.39 du/acre)	2.5 stories or 35'
R-60	Single-Family	6,000 sq.ft.	4.2 du/acre (w/MPDU—6.1 du/acre)	2.5 stories
RT	Residential Townhouse	20,000 sq.ft.	Varies from 6 to 15.25 du/acre	35'
R-30	Multi-Family, Low Rise	3,000 sq.ft.	14.5 du/acre (w/MPDU—17.69 du/acre)	35'
R-20	Multi-Family, Mid Rise	2,000 sq.ft.	21.7 du/acre (w/MPDU—26.7 du/acre)	30' but 80' w/5 or more acres
R-10	Single-Family Attached	1,000 sq.ft.	43.5 du/acre (w/MPDU—53.07 du/acre)	Not specified, need more setback w/over 30'
RH	Multi-Family, HI Rise	1,000 sq.ft.	43.5 du/acre (w/MPDU—22% increase)	Not specified, need more setback w/over 30'
H-M	Hotel-Motel	2 acres	FAR 1.0	15 stories
C-O	Commercial Office	Not Specified	FAR 1.5 (FAR 3 with site plan approval)	3 stories or 45', up to 5 additional stories w/site plan approval
CT	Low Intensity Commercial	Not Specified	FAR 0.5	35'
C-1	Convenience Commercial	Not Specified	Not Specified	30'
C-2	General Commercial	Not Specified	FAR 1.5	3 stories or 42' except for expansion of existing use
I-1	Light Industrial	Not Specified	Not Specified	3 stories or 42' up to 10 stories 120' w/site plan approval

**6.0 County Council Resolution of Approval  
No.11-1884**

Resolution No. 11-1884  
Introduced: February 27, 1990  
Adopted: February 27, 1990

COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND  
SITTING AS THE DISTRICT COUNCIL FOR THAT PORTION  
OF THE MARYLAND-WASHINGTON REGIONAL DISTRICT  
WITHIN MONTGOMERY COUNTY, MARYLAND

By: District Council

Subject: Final Draft Master Plan for Bethesda-Chevy Chase

Background

1. On July 17, 1989, the Montgomery County Planning Board transmitted to the County Executive the Final Draft Master Plan for Bethesda-Chevy Chase.
2. On September 18, 1989, the Montgomery County Executive transmitted to the Council a revised Final Draft Master Plan for Bethesda-Chevy Chase indicating Executive modifications to the Final Draft Plan.
3. On October 30 and 31, 1989, the Montgomery County Council held a public hearing regarding the Final Draft Master Plan for Bethesda-Chevy Chase.
4. On November 6, 20, and 27, and December 11, 1989, the Planning Housing and Economic Development (PHED) Committee conducted worksessions on the Final Draft Master Plan for Bethesda-Chevy Chase, at which time, careful consideration was given to the public hearing testimony and correspondence, and the recommendations of the Montgomery County Planning Board and the County Executive.
5. On January 11, 23, and 30, and February 27, 1990, the District Council conducted worksessions on the Final Draft Master Plan for Bethesda-Chevy Chase. The Council reviewed the recommendations of the PHED Committee regarding the Final Draft Master Plan for Bethesda-Chevy Chase and also discussed issues not previously considered by the PHED Committee.
6. This Plan is an Amendment to the Master Plan for Bethesda-Chevy Chase, Planning Area 35, 1970, as amended; the Sector Plan for the Central Business District of Friendship Heights, 1974, as amended; the Sector Plan for the Bethesda Central Business District, 1976, as amended; the Approved and Adopted Westbard Sector Plan, 1982, as amended; the Master Plan for Historic Preservation, 1979, as amended; the Approved and Adopted Functional Master Plan for Conservation and Management in the Rock Creek Basin, 1980; being also an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District, as amended; and the Master Plan of Highways within Montgomery County, as amended.

Action

The County Council for Montgomery County, Maryland, sitting as the District Council for that portion of the Development Regional District in Montgomery County, Maryland, approves the following resolution:

The Final Draft Master Plan for Bethesda-Chevy Chase prepared by the Montgomery County Planning Board and revised by the County Executive, is approved with the modifications listed below:

General Changes

1. All figures, tables, appendixes, and maps are to be revised where appropriate to reflect District Council revisions to the Final Draft Master Plan for Bethesda-Chevy Chase. The text is to be edited as necessary to achieve clarity and consistency, to update factual information, and to convey the actions of the District Council.
2. Delete cover letters which precede the Master Plan.
3. Wherever the term "bio-medical" appears, change it to "biomedical and medically oriented".
4. Clarify and/or update estimates of parcel acreage and calculations of estimated dwelling units wherever necessary.
5. Check all references in the Plan to the "Chevy Chase Center" and the "Chevy Chase Lake Center" and make any necessary corrections where the wrong center name is used.

Specific Changes

Page iii Delete the third sentence on the page which reads:

"This document is recommended for adoption as the Master Plan for Bethesda-Chevy Chase."

Page iv Item #4, delete the words "special exception".

Page viii Item #2; modify as follows:

"Provide park-and-ride lots for about 750 [1,000] vehicles near the periphery of the Planning Area."

Page xii Combine second and third sentences as indicated below:

"[Recommendations t] To support provision of community and neighborhood retail services, [include: 1. E] encourage the renovation of community-scale shopping areas to include public use spaces, better pedestrian access, and improved design guidelines."

Page 4 Replace map with improved quality, more legible map and use as base map in Plan.

Page 6 In the underscored portion of the middle of the page, change "100-foot" "1,000-foot".

Page 7 Second paragraph. Change the first two sentences as indicated below:

- "The Maryland-National Capital Park and Planning Commission [Planning Board has recently] approved and adopted the [a "Final Draft,] Georgetown Branch Master Plan Amendment, [" July, 1989] in January, 1990. The Amendment [addresses the potential use of] designates the Georgetown Branch right-of-way as suitable for trail and trolley use between the Silver Spring and Bethesda CBDs."
- Page 10 Third paragraph. Revise statistics in the first sentence as indicated below:
- "The number of jobs (77,200 [77,000] in 1988) in Bethesda-Chevy Chase exceeds the number of households (34,250 [34,060] in 1988)."
- Fourth paragraph. Change first sentence as indicated below:
- "The Montgomery County Planning Board has approved future development of space which could potentially accommodate another 8,800 [10,000] jobs in the Bethesda-Chevy Chase Planning Area, with almost all new jobs to be located in office buildings in the Bethesda CBD."
- Page 14 Items "b." and "c." at the top of the page: add the word "Areas" after the words "Sector Plan" in each sentence.
- Page 21 Second full paragraph. Modify as indicated below:
- "The recommended level of development for jobs could result in an estimated 18,800 more jobs within the Planning Area by the year 2010, including about [10,000] 8,800 jobs already approved.\* This is a preliminary estimate of the total job potential which will be considered more carefully and potentially revised during consideration of the Friendship Heights and Bethesda CBD Sector Plans. In 1988, 77,200 [77,000] jobs existed in all of the Bethesda-Chevy Chase area."
- Add accompanying footnote at bottom of page:
- "\* From Final Draft, FY90 Annual Growth Policy, December, 1988. (Pipeline data as of September 29, 1988)."
- Last paragraph on the page, modify as follows:
- "The recommended level of development for housing could result in about 4,100 [3,950] more units within the Planning Area by the year 2010, including about 2,675 [1,550] units already approved. In 1988, about 34,050 [34,060] units existed in all of the Bethesda-Chevy Chase Planning Area. This moderate level of housing (about 38,150 [38,000] ..."
- Page 22 First full sentence; modify as follows:
- "While this Plan assumes a moderate level of housing, policies are endorsed by this Plan which would lead to a larger increase in housing, particularly in Sector Plan Areas."
- Page 23 Second item #2; modify as indicated below:
- "2. Recognize the importance of employment [related to] in the bio[-]medical, medically related, and high technology areas [and medical functions]."
- Page 26 Last sentence on page (continues on page 27); modify as indicated below:
- If a [Although] change in use for the large land users [is not encouraged, if it] occurs, it would provide a unique opportunity for a mix of housing types which could be well buffered from adjacent single-family homes.
- Page 30 Item #2 at the top of the page; modify as follows:
- "2. Discourage [large-scale] special exception approvals along Old Georgetown Road, except those that are community-serving."
- Page 34 Second paragraph, modify the fourth sentence as follows:
- The Zoning Ordinance provides that special exceptions may be denied by the Board of Appeals where there is an excessive concentration in residential areas or where they are inconsistent with Master Plan recommendations."
- Third paragraph; modify as follows:
- "To achieve these objectives, it is recommended that the following guidelines [, which are based on the Zoning Ordinance,] be used for review of special exceptions:"
- Page 35 Item #3.b.; modify the second sentence as follows:
- "Front yard parking should be avoided because of its commercial appearance, however, in situations where side or rear yard parking is not available, front yard parking should only be allowed if [unless] it can be landscaped and screened adequately."
- Page 44 Third paragraph, delete the last sentence which reads:
- "Amendments to County ordinances are being considered to provide for tree protection."
- Page 47 For Parcel C-1, under the column titled "Conditions, Constraints, Comments" change the second bullet as follows:
- "- The [E] existing market, which preceded the current zoning, is allowed to continue as a nonconforming use [is grandfathered by the Zoning Ordinance]."
- Page 53 For Parcel C-16, under the column titled "Parcel Identification (#, Location), delete "P863".
- For Parcel C-16, under the column titled "Conditions, Constraints, Comments" change the first bullet as follows:
- "Support cluster of single-family detached units on all or part of [whole] site, if would help preserve the single-family detached character of the Hawkins Lane area."
- For Parcel C-17, under the column titled "Recommended Use", change "Houses" to "Townhouses".

Page 54 For Parcel C-19 under the column titled "Conditions, Constraints, Comments" add back all of the deleted text and move the last bullet to precede all other bullets.

Page 55 Delete the third sentence inserted by the Executive which reads:

"Guidelines for protection of the environment include retaining large stands of trees on Parcels C 12 and C 14 and protecting the wooded character of Parcels C 9 and C 10."

Retain portion of language deleted by the Executive which reads:

"Guidelines for protection of the environment include:

"1. Retain large stands of trees on Parcels C 12 and C14; protect wooded character of Parcels C 9 and C 10.

"2. Protect new residential projects on Parcel C 12 from highway noise by setbacks, building orientation, and earth berms."

Page 57 Second paragraph, last sentence; modify as follows:

"The Chevy Chase Lake retail area represents a [the most] significant amount of nonresidentially zoned land [in the eastern B-CC area].

Fourth paragraph, second and third sentences, modify as follows:

"For example, the lot size of Parcel C 23 (see Figure 7) is 80,952 [80,592] square feet. Under the current C-1/I-1 split zoning on the site, the development on the site could be increased from the current 38,400 square feet to approximately 120,000 [more than 150,000] square feet."

Fifth paragraph, second sentence; modify as follows:

"This Plan presents design guidelines that should [could] be considered when any property is expanded or redeveloped."

Sixth paragraph:

1. Add closing bracket (]) after the words "[such as a community court yard or village square.]".
2. Change the first word of the third sentence from "The" to "Outdoor" and add an "s" to the end of the word "space".
3. In the fourth sentence, change the word "should" to "could".

Page 58 First line; add opening bracket ([) to indicate that the following sentence should be deleted.

"[The best potential for achieving a coordinated retail development is on properties associated with the T.W. Perry Company and the Chevy Chase Land Company retail properties at the southeast corner of Manor Road and Connecticut Avenue.]"

Last paragraph; retain and modify the second sentence as follows:

"A Concept Plan and an illustration of a community courtyard are shown in the Appendix [Figures 8 and 9 respectively]." (Add reference to location.)

Page 59 Delete first four lines on the page beginning with the words "[for sites C 23 and C 24."

Page 60 Retain the sentence which currently appears as Item #7; move to the end of the text in Item #5; change the word "should" to "could".

Page 65 For Parcel C 24, under the column titled "Conditions, Constraints, Comments", change the second sentence of the last bullet as follows:

"Potential floor area is 75,000 sf. to 115,000 sf. [64,150 sf. to 96,200 sf.]"

Pages 68-69

Move figures on pages 68 and 69 to the Appendix.

Page 74 For Parcel M 7:

1. Under the column titled "Recommended Use" delete "Townhouse and" and change du potential from "13" to "10".
2. Under the column titled "Recommended Zone", modify text as follows:

"R-60/TDR, suitable for 6 [8] units per acre."

3. Under the column titled "Conditions, Constraints, Comments", delete existing text and replace with the following:

"- Site is appropriate for nine single-family detached houses.

- Recognize Oakmont Special Taxing District (STD) boundary and Oakmont Ordinances approved by the Montgomery County Council.

- Sites in Oakmont STD should exit onto Oak Place wherever possible.

- Use existing curb cuts and consolidate driveways on Old Georgetown Road and Oak Place wherever possible.

- Mitigate noise through design, construction, landscaping.

- Preserve mature trees."

4. Under the column titled "Rationale", delete the existing text and replace with the following:

"- Compatibility with adjacent neighborhood.

- Maintain residential use and scale along Old Georgetown Road.

- No additional curb cuts on Old Georgetown Road."

Page 75 For Parcel M 8:

1. Under the column titled "Recommended Use," delete all existing text, except "Single-family (5 du potential)."
2. Under the column titled "Recommended Zone", delete all existing text except "R-60".
3. Under the column titled "Conditions, Constraints, Comments", delete the first, third and sixth bullet and move the first bullet from the column titled "Rationale" to the end of this column. Add as final bullet:

"Use existing curb cuts on Old Georgetown Road, wherever possible."

4. Under column titled "Rationale", move the first bullet as described above and delete the second, fourth and fifth bullets.

Page 76 For Parcel M 15:

1. Under the column titled "Recommended Use" change "Single-family" to "Townhouse". Add du potential.
2. Under the column titled "Recommended Zone", change from "R-200" to "R-200/TDR suitable for 6 units per acre."

Page 82 Last sentence on the page, delete the words "for large office-type uses".

Page 83 Revise figure to correctly indicate location of special exceptions and new sidewalks (e.g., Huntington Parkway) and make any other necessary corrections.

Page 84 Fourth paragraph; modify as follows:

"The pattern of existing uses indicates that the area of Old Georgetown Road from McKinley Street to Beech Avenue has experienced the greatest amount of special exception activity, [including] which includes institutional uses [and designated non-resident professional offices uses]. There are also a number of permitted office uses such as residential professional offices which are used by not more than one member of a recognized profession, such as doctors, dentists, lawyers, accountants, engineers, and veterinarians."

Page 84 Fifth paragraph; modify as follows:

"As Figure 10 shows, this section of Old Georgetown Road is lined with special exceptions, institutional uses, and non-resident professional offices. [Of the 54 properties located between McKinley Street and Beech Avenue, 42 have existing special exception approvals or are the site of a public installation or facility, and only 12 are solely residential. These figures show that t] This area already is over-concentrated with special exceptions, many of which are in buildings that do not maintain the character of the surrounding residential community."

Page 85 Second paragraph, modify as follows:

"There are certain special exception uses which do serve the needs of the local community and these petitions [as such] should [be encouraged to] proceed on a case-by-case basis. In addition, their impacts on the residential character of the area are relatively minimal. These include, for example, [but are not limited to,] such uses as child day care, elderly care and housing, group homes, accessory apartments, home occupations, and hospice care. Further, special exceptions which require that a resident dwell in the home, will help to maintain the residential character along Old Georgetown Road, as compared to special exceptions which would produce vacant offices on evenings and weekends." (Remainder of paragraph is unchanged.)

Third paragraph, replace this paragraph with the following text:

"As a further means of preserving the residential scale and character of the Old Georgetown Road area, this Master Plan discourages the assemblages of both improved and unimproved [several] lots [occupied by residential structures] and discourages the demolition of existing residential structures for the purpose of constructing a large structure that is not in keeping with the residential character of the area. Wherever possible, special exception [These] uses should be in existing residential structures [, wherever possible]."

Bolded sentence after third paragraph; modify as follows:

**"Rezone three [four] sites along Old Georgetown Road from R-60 to R-60/TDR ..."**

Page 86 First paragraph, first line; modify as follows:

"This proposal to rezone three [four] sites to R-60/TDR ..."

Second paragraph, modify as follows:

"This Plan recommends R-60/TDR zoning from Oak Place south to 9010 Old Georgetown Road (M 7) with development in single-family detached housing for residential use. The boundaries of the Oakmont Special Taxing District and Oakmont Ordinances approved by the Montgomery County Council should be recognized when the placement of units is determined. [and from the intersection of Greentree and Old Georgetown Roads north to the Woman's Club of Bethesda (M 8). TDR zoning on M 8 would require assemblage of all parcels listed in the table; otherwise the standard R-60 Zone would apply. Ingress and egress from this site would be from Greentree Road.] Access to M 7 should be at the existing curb cuts on Oak Place and Old Georgetown Road wherever feasible and driveways should be consolidated to minimize the number of curb cuts." (Remainder of paragraph is unchanged.)

Fourth paragraph; modify as follows:

"There are other sites along Old Georgetown Road that were analyzed for their appropriateness for single-family attached housing, specifically M 8, M 9 and M 10. This Plan recommends reconfirmation of the R-60 zoning for single-family detached housing on these three [two] sites."

Page 87 Item #3, second bullet; modify as follows:

"o Limitation of special exceptions to existing structures; if minor additions are made, they are strongly encouraged to [should] add no more than 50 percent of the square footage of the existing building;"

Page 88 First bullet at the top of the page, add back the deleted text so that the sentence reads as follows:

"o Where possible, consolidation of driveways into a single drive to serve two property owners and/or access from a side street is encouraged to reduce the number of curb cuts along Old Georgetown Road."

Third paragraph, first sentence; modify as follows:

"To prevent the sprawl of commercial uses beyond the CBD, a visually well-defined transition [has been established] separating the residential use from the commercial zoning is encouraged when the Business District Sector Plan is reviewed."

Page 90 Fifth paragraph; modify as follows:

"This Plan recommends the reconfirmation and the containment of the existing zoning on Pooks Hill, thereby maintaining the boundary between higher and lower density zoning and recommending against [and the delineation of a density boundary to relieve the concern about] encroachment of higher density housing into the adjacent single-family neighborhood."

Page 94 Fourth paragraph; modify as follows:

"Cluster development in the form of townhouses and single-family detached units is recommended on specific vacant and redevelopable parcels of three acres and larger [which]. These parcels are considered environmentally sensitive due [in order] to the presence of [preserve] mature trees, steep slopes, and/or stream valleys. Cluster development is recommended only on [These p] Parcels [include] P 2, P 7, P 8, P 9, P 10, and P 12.

Page 98 For Parcel P 7:

1. Under the column titled "Conditions, Constraints, Comments":
  - Add to the end of the first bullet: "or other affordable housing alternative"

- On the second bullet, substitute "optional method of development" for "for cluster".
- Modify the fifth bullet to read "Concentrate higher density (townhouses) near River Rd. and maintain open space on southern portion of site."

- Modify the sixth bullet as follows: "Preserve as much of the existing tree cover as possible and provide buffer for adjoining neighborhoods."

Add the following two bullets:

- "- Limit number of dwelling units to 25 (exact number to be determined at site plan)."
- "- Hiking and/or biking trail should be provided by the developer through the site to connect to Merrimac Neighborhood Park, provided that it would not require a reduction in units below 25."

Page 99 For Parcel P 11:

1. Under the column titled "Parcel Identification (#, Location)" modify as follows:

"MacArthur Blvd and Wissoming Rd [Saranac Rd (unbuilt right-of-way)]"

2. Under the column titled "Conditions, Constraints, Comments", add the following bullets:

"- Should not expect to receive full density due to severe environmental constraints."

"- Provide Scenic Overlook Area to the Potomac River."

Page 100 Delete entire description of P 13 (proposed site for park-and-ride lot).

Page 104 Fifth paragraph; delete existing text which reads:

"[The Plan recommends designation of the three lots as suitable for non-resident professional offices]."

Replace with the following:

"The Plan recommends designating the three houses immediately adjacent to the Inn along with their adjoining property as suitable for the Commercial Transition Zone. The Plan does not recommend assemblage of these and the C-1 property for purposes of redevelopment."

Sixth paragraph; modify first sentence as follows:

"This can be supported on the grounds that the site is [not conducive to residential use] appropriate for commercial use because of the proximity to the restaurant."

Page 109 For Parcel PC 16, description of "3 Residences":

1. Under the column titled "Recommended Use", modify as follows:  
"Residential/[Nonresident professional] office."
2. Under the column titled "Recommended Zone", modify as follows:  
"([SE to] R-60; suitable for C-T)"
3. Under the column titled "Conditions, Constraints, Comments", delete the comment:  
"Approved for nonresident professional office."
4. Under the column titled "Rationale" add second bullet as follows:  
"- Suitable for commercial use due to proximity to restaurant."

Pages 113-116 Delete the Section entitled "Land Use Analysis" which begins on page 113 and continues through to the bottom of page 116 and replace with the following text:

"Land Use Analysis

The B-CC Master Plan addresses only those areas that lie outside the Friendship Heights CBD boundary. This includes all of the GEICO and Somerset House properties, as well as the parking for Saks and the Chevy Chase Shopping Center (see Table 8).

Bethesda-Chevy Chase Plan recommendations for these properties are summarized as follows:

1. Change the zoning for the park at the southwest corner of Dorset Avenue and Wisconsin Avenue from R-R to R-60 to reflect the park use and the nearby residential properties.
2. Confirm zoning on these properties that were addressed in Sectional Map Amendment F-947 (Sector Plan Parcel 3A at R-60, and Parcel 3B at R-R).
3. Confirm the R-60 zoning for parking lots for Saks and the Chevy Chase Center and in the surrounding residential area.
4. Increase the area of C-0 zoning to allow for expansion of office space on the GEICO property up to 220,000 square feet and confirm the R-60 zoning for the remainder of the property (Parcel N).

The confirmation of other existing zoning outside the CBD boundary is necessary to achieve the policies of the Friendship Heights Sector Plan and this Master Plan. Any subsequent changes must address complete transportation and land use issues in a future Sector Plan Review. The future Friendship Heights Sector Plan should review and designate a clear boundary for the Sector Plan. This Sector Plan should also consider the zoning and additional features of potential GEICO expansion.

"GEICO Expansion

This Master Plan recommends expansion of the C-0 zoned area to allow 220,000 square feet of additional office space on the GEICO property. Underground parking will serve the new development and replace the existing Western Avenue surface parking lot. (See Figure 9.)

GEICO has proposed that a total of 500,000 square feet of office space be built in three phases over the next 15 to 20 years. Possible subsequent phases of development would be reviewed and evaluated within the framework of the Friendship Heights Sector Plan scheduled for study following this Master Plan.

GEICO is a major and stable corporate resident of the County. This Master Plan endorses the objectives of the 1974 Sector Plan concerning the functioning of the GEICO property. The parking on the property functions as a transition use between the CBD and the residential community. The property also contains landscaped buffer areas adjacent to the residential community.

The GEICO proposals are based on a desire to achieve anticipated, long and short-term expansion at the existing corporate headquarters location. GEICO will locate jobs within walking distance of Metro and other public transportation and will expand its successful transportation management and incentive program to minimize peak-hour vehicle trips. The proposed development would maintain a campus atmosphere by the careful location of new office space, by replacing existing surface parking with landscaped open space, by provisions for park land and conservation areas and by including other features designed to ensure compatibility of the development with existing and proposed land uses. The site design will continue the transition uses and the buffering features of the property.

The Master Plan makes the following findings concerning approval of C-0 zoning for an expansion of up to 220,000 square feet:



1. The size, topography, and existing nature of development on the site provide opportunities to minimize the impact of future development on surrounding land uses.
2. Careful location, height, and design of the proposed structure minimizes visibility and maximizes compatibility with surrounding properties.
3. The placement of the additional development adjacent to the existing GEICO building will maintain the character of the Willard Avenue frontage for residents of the high-rise buildings in the CBD.
4. The parking lots were established in the Sector Plan as transition areas between the residential area and the CBD. Changes are proposed to the area between the existing buildings and Western Avenue. Extensive areas of surface parking will be replaced by conservation buffer areas, below-grade parking, roof top landscaping and provision of park land. The development will be compatible with existing and proposed adjacent land uses.
5. These features, which minimize visibility and continue an open-space campus environment, will provide an appropriate land use between the Central Business District and the Brookdale residential areas and will help maintain the stability of adjoining single-family, detached home residential areas.
6. This Master Plan recognizes that GEICO intends to sell those houses which they own in Brookdale and which are not contiguous to the buffer strip. Such a sale would stabilize and protect the adjacent residential area and would be a good faith assurance of their intent to remain within current Sector Plan boundaries. During the time that any houses are retained in GEICO ownership, they should be maintained to a standard comparable to the surrounding area.
7. The proposed GEICO development is required to continue to operate a transportation management program (TMP) that insures maintenance of peak hour trip generation which remains within the trip capacity limits of the 1974 Friendship Heights Sector Plan. The GEICO expansion is not limited by the specific trip generation rates for office development, but is required to meet the same standards for participation in a TMP as other projects in the County. Section 4.12 of this Master Plan supports such a requirement for all new development in Bethesda-Chevy Chase. The project will not remove any trip capacity allocated to any other property owner under the 1974 Friendship Heights Sector Plan.
8. Because of the above features, additional C-0 development of up to 220,000 square feet and not exceeding the height of the existing building on the site, is in accordance with the policies and recommendations stated in this Master Plan. The development will be compatible with existing and proposed land uses including the high-rise residential, CBD commercial and single-family, detached home residential development in the area.

Based on these findings, this Master Plan endorses an increase in the C-0 zoned area to allow an expansion of up to 220,000 square feet in floor area. The expansion will be compatible with nearby residential areas, if the land use and design recommendations are met. The expansion will be accommodated within the transportation capacity, if the

"recommendations concerning transportation capacity are met. To insure land use compatibility and remain within transportation capacity limits, the Master Plan includes the following recommendations.

#### Land Use Recommendations

1. Approve C-0 zoning for enough area to allow development of 220,000 square feet of additional office space, to be located adjacent to the existing GEICO tower and extending from there towards Western Avenue. The building placement shall be in general conformance with this Master Plan's design guidelines.
2. Any rezoning to C-0 should be limited in land area to permit the development of 220,000 square feet and to require Site Plan Review based upon the floor area ratio requirements of the Zoning Ordinance. (See Figure 9.)
3. Modifications to the off-street parking special exception will be required. Conditions for such modifications should include limitation of the total amount of parking on the site to the minimum zoning ordinance requirement, relocation of the existing Western Avenue parking lot below-grade, its replacement by landscaping and up to 60 above-grade visitor spaces adjacent to the building, and incorporation of the principals shown in this Master Plan's illustrative site design.
4. To allow for completion of the features of the site design and to minimize future disruption of the site, allow for construction of underground space that would accommodate the minimum parking that would be required for the future GEICO requested development. Access to such space shall be prevented by locked doors or gates and shall not be marked or used for parking unless further development is approved on the site. The existence of this space does not prejudice for or against the future GEICO requested development.
5. This Master Plan reconfirms the R-60 zoning in the adjacent Brookdale community, between the GEICO property and River Road.
6. This Master Plan reconfirms the R-60 zoning on the GEICO property (Parcel N), which is not included in the expanded area to be zoned C-0.
7. This Master Plan recommends that commercial service or office type special exception uses be strongly discouraged in the Brookdale community to maintain the single-family character of the area. Such uses include medical or dental offices and other uses as listed in Master Plan Section 3.12, Special Exceptions, under guideline number 2. This recommendation is not intended to discourage approval of home occupations.

"Design Guidelines

The proposed concept for expansion of GEICO's corporate headquarters is a campus-like plan with buildings in close proximity to each other allowing for a pedestrian environment between buildings and maintenance of substantial green space around the perimeter of the site. The Master Plan includes illustrative design guidelines to be used at Site Plan Review as a guide for the development of the property. (See the figure in the Appendix.) The following recommendations are illustrated.

1. Any expansion of GEICO's facilities should locate the new building on the northeast side of the existing building to minimize incompatibility with nearby residential areas and to ensure pedestrian connections between buildings.
2. The building height shall be limited to the height of the existing GEICO tower to ensure visual compatibility with nearby residential areas.
3. All required parking for the new building should be located underground except for limited visitor parking. Provide adequate landscaping on top of any new parking structures to buffer views and achieve a park-like character as seen from surrounding streets and residential areas. The underground parking structure can be located in the southeastern portion of the site.
4. The new building should be designed to reduce one's perception of its mass and bulk by the manner in which the facade is designed. An articulated facade which visually breaks up the horizontal length of the buildings is desirable. The roof top should be designed with consideration of residential views from the Village of Friendship Heights.
5. To establish a campus-like setting for the development, open spaces should be intensely landscaped to enhance the pedestrian environment, buffer views of the buildings and create a park-like character distinctly different from the more urban environment across Friendship Boulevard. Such landscaping to the roof of underground parking areas should minimize the impact on views from high-rise buildings in the Village of Friendship Heights and adjacent single-family residential areas.
6. Intensify the buffer zone along GEICO's boundary with the Brookdale community by landscaping and berming, creation of conservation easements and extending the lease of the Brookdale Neighborhood Park to the County to guarantee permanent preservation of a significant buffer between single-family, detached home residential and non-residential uses. (See illustrative design in figure in the Appendix.
7. Adequate pedestrian connections to surrounding areas and streets should be provided to promote transit serviceability. Adequate pedestrian pathway connections from Willard Avenue through the GEICO campus to the Brookdale Neighborhood Park and on to Wisconsin Avenue shall be provided.

8. Driveway entrances from Friendship Boulevard shall be consistent with MCDOT approved street plans. Driveway entrances from Western Avenue shall be limited to one point of access.
2. Streetscaping along all streets will be required at site plan review. Streetscaping along Friendship Boulevard shall be consistent with approved streetscape plans and will result in a common theme along both sides of Friendship Boulevard.

Transportation Recommendations

1. Trip generation for the proposed development and for existing GEICO facilities shall be limited to 762 peak hour trips, which is the total trip generation assigned to this parcel in the 1974 Friendship Heights Sector Plan.
2. A condition of site plan approval shall be commitment to a long term transportation management program which is similar to others in the County. The program must include sufficient documentation, reporting of program effectiveness, and signing of a Traffic Mitigation Agreement. Such a program is needed to insure that the current low rate of trip generation during peak traffic periods is maintained.

Future Development

The Master Plan framework for levels of development (Section 2.2) endorses a moderate level of job development but does not establish specific development limits for each employment center. The moderate level of job development will not accommodate all plans by each of the property owners for major new development. Therefore, a moderate level of new job development must be shared with other employment centers, including the Bethesda CBD and the National Institutes of Health.

Any further development of the GEICO Tract should be studied within the context of the Friendship Heights Sector Plan. Any future expansion must consider the potential interests of other property owners including: some whose standard method development may exceed Sector Plan assumptions (Friendship Heights Sector Plan Parcels 5, 6, 8, and 9), and larger owners such as the Barlow interests (Parcels 5, 8, 9, and 14) and Woodward and Lothrop (Parcel 2) who may seek additional density under the optional method. The role of

"development in the District of Columbia must also be considered in the next Sector Plan review. Subsequent development should, however, be limited to no more than 280,000 additional square feet, with a portion to be located below-grade and no portion visible above ground taller than four stories."

Pages 113-116 Insert figures where appropriate.

Page 117 For Parcel F 1a, under the column titled "Conditions, Constraints, Comments", modify as follows:

- "- Recommend [Assess] rezoning of GEICO tract to allow [first phase of] expansion [plan() up to 220,000 s.f.()]."
- "- Any possible expansion will be considered during [Later phases of expansion to be included in] Friendship Heights Sector Plan Amendment [boundary]."

Delete all existing text on Parcel F 1b and replace with the following text for Parcels F 1b and F 1c:

For Parcel F 1b, under the column titled "Estimated Area", insert "72,000 s.f. (1.65 ac.)"; under the column titled "Existing Use" insert "Parking"; under the column titled "Existing Zone", insert "R-60/Special Exception"; under the column titled "Recommended Use", insert "Office"; under the column titled "Recommended Zone", insert "C-0"; under the column titled "Conditions, Constraints, Comments" insert:

- "- Recommend rezoning of GEICO tract to allow expansion up to 220,000 s.f.
- Endorse land use design, and transportation capacity recommendations.
- Any additional expansion will be considered during the Friendship Heights Sector Plan Amendment."

Under the column titled "Rationale", insert:

- "- Allows for expansion of a major, stable corporate resident of Montgomery County.
- Will be compatible with nearby residential areas.
- Can be accommodated within the transportation capacity of the Sector Plan."

For Parcel F 1c, under the column titled "Estimated Area" insert "898,830 s.f. (20.6 ac.); under the column titled "Existing Use", insert "Parking"; under the column titled "Existing Zone", insert "R-60/Special Exception"; under the column titled "Recommended Use", insert "Parking"; under the column titled "Recommended Zone", insert "R-60/Special Exception"; under the column titled "Conditions, Constraints, Comments", insert:

- "- Consider zoning change for an additional 230,000 s.f. when the Sector Plan is re-analyzed to address complex traffic and land use issues involving many properties and the nearby residential communities."

Under the column titled "Rationale", insert:

- "- Reconfirm existing zone and special exception use."

Page 118a On row which discusses "Surrounding Residential Area", under the column titled "Conditions, Constraints, Comments", delete the second bullet which reads:

- "To be included in Friendship Heights Sector Plan Study."

Page 140 Third paragraph; modify as follows:

"It is recommended that park-and-ride spaces for about 250 [1,000] vehicles be provided near or beyond the periphery of the Bethesda-Chevy Chase Planning Area."

Page 141 Delete description of Parcel P 13 as a potential site of a park-and-ride lot (appears in the middle of the page).

Page 143 Replace the deleted language at the end of the page with the following sentence:

"This plan endorses the provision of increased financial resources to allow for expansion of pedestrian paths and bikeways."

Page 144 Fourth paragraph, third sentence; modify as follows:

"Where necessary [pedestrian volumes are low], certain sidewalks can be designated as bicycle paths, if appropriate width can be provided."

Page 145 Under Section 4.14 (Georgetown Branch) modify the first paragraph as follows:

"The Georgetown Branch right-of-way is designated [being considered] for light rail, [transit, bikeway] and trail use between Silver Spring and Bethesda by the Georgetown Branch Master Plan Amendment, 1990. The designation of transit use on the Georgetown Branch has not changed [T] the land use and zoning recommendation of this Plan, [will not change, even if transit use is provided on the Georgetown Branch. This Plan contains no endorsement of either the proposed transit or trail use.]"

Third paragraph; modify as follows:

"Following CSX Transportation, Inc.'s (CSX) [Corporation] decision to file for an abandonment of the Georgetown Branch railroad spur with the Interstate Commerce Commission, the Planning staff prepared a Master Plan Amendment to protect the right-of-way for the public interest. The Georgetown Branch Master Plan Amendment (November 1986) designates the right-of-way a public right-of-way intended to be used for public purposes such as conservation, recreation, transportation, and utilities. It states that a transit facility could be an important element of the County's long-term transportation system."

Delete fourth and fifth paragraphs and replace with the following:

"After the CSX officially abandoned the right-of-way through the Interstate Commerce Commission, the Montgomery County Government purchased the Georgetown Branch pursuant to Section 8 (d) of the National Trails System Act for \$10.5 million in December 1988. The November 1986 Amendment noted that 'any use of the right-of-way for a transitway between Silver Spring and Bethesda will require a future master plan amendment.' The 1986 Master Plan Amendment refers to transit use without specifying what type of technology it would be."

"The Georgetown Branch Master Plan Amendment (1990) designates the trolley/trail as a suitable use for the 4.4 mile portion of the Georgetown Branch right-of-way between Bethesda and Silver Spring. It provides guidelines and recommendations regarding the location of trolley/trail facilities to minimize potential environmental and community impacts of such a facility upon abutting neighborhoods. The Plan addresses the impacts on traffic and development and project costs. The Plan supports the findings associated with the trolley/trail alternative of the Georgetown Branch Corridor Study prepared by the firms of Dalew Gather/Parsons Brinckerhoff for the Montgomery County Department of Transportation, with specific modifications concerning its implementation. The Georgetown Branch Master Plan Amendment (1990) concludes that the use of the right-of-way for a trolley/trail meets both community and County-wide transportation and recreational goals."

Page 146 Second and third sentences on page; modify as follows:

"A bikeway and trail, in combination with transit use, will [could] be provided. The trail will provide an important opportunity to link local and regional trails which traverse the Rock Creek and Potomac basins [would expand local hiking options]."

Third paragraph; modify as follows:

"The remainder of the Georgetown Branch, from Bethesda Avenue to the District of Columbia boundary, should be used primarily as a recreational trail for hiking and bicycling to be known as the Capital Crescent Trail. Another option for this segment of the former right-of-way is for an excursion train use." (Remainder of paragraph remains unchanged.)

Page 147 Item #2; delete fourth sentence which reads:

"[This Plan prefers that a continuous trail be developed that does not deviate from the right-of-way.]"

Page 148 Retain Item #2 which was deleted by the Executive (discusses the potential to use the existing trail in Little Falls Stream Valley Park).

Page 149 Replace the second and third paragraphs which were deleted by the County Executive and replace with the following language:

"Excursion Train

This Plan recommends continued consideration of a historic excursion train between the Bethesda CBD (or Westward) and Georgetown in the District of Columbia, subject to the determination that an excursion train could be compatible with the hiker-biker trail, without excessive additional cost to the County. An excursion train deserves further consideration as a recreational use of the right-of-way. Some users of an excursion train would not be likely to use an extended bicycle route. These include non-bicyclists, the physically handicapped, and some elderly.

The Department of Parks should further study this issue to determine whether excursion railroad use in the right-of-way is compatible with the hiking-biking trail and can be accommodated at reasonable costs to the County. This Study (and/or any subsequent study regarding design issues) should address the issue of accessibility to businesses which are located south of River Road and are currently only accessible via the CSX right-of-way. If the excursion rail cannot be accommodated without negatively affecting the hiking-biking trail or would add unreasonable costs for the County, then the right-of-way should be limited to a hiking-biking trail (or other compatible activities).

Page 154 Replace the deleted language in the first paragraph with the following:

"and (4) continued efforts to improve traffic signalization."

Page 161 First paragraph, add back the text regarding Table 13 and move Table 13 to proceed the discussion of "Major Highway Needs".

Page 167 Last sentence on page; modify as follows:

"The improvement of Wilson Lane should include consideration of the following: (1) a continuous bicycle path from MacArthur Blvd. [River Road] to downtown Bethesda ..."

Page 168 Last paragraph, first sentence; modify as follows:

"To maintain the scenic [this] function ..."

Page 169 First full sentence; modify as follows:

"Two lanes should be sufficient for providing a moderate level of land service and a medium level of traffic service, and this Plan recommends against widening MacArthur Boulevard."

Second paragraph; substitute "Clara Barton Parkway" for "George Washington Parkway".

Page 170 In the section of the chart which references East-West Highway, under column titled "Possible Long-Term Changes" delete the following text:

"A grade-separated intersection may be needed to meet future traffic needs."

Page 174 In the section of the chart which references Goldsboro Road:

1. Under the column titled "Recommendation", on row "b) Mass. Ave. to River Road", replace "arterial" with "roadway".
2. Under the column titled "Conditions, Guidelines, Other Recommendations" for "a) MacArthur Blvd. to Mass. Ave." add:

"Retain right-of-way"

3. Under the column titled "Possible Long-Term Changes", delete the statement in the row for "a) MacArthur Blvd. to Mass. Ave." which reads:

"Retain right-of-way for possible long-term need for four lanes."

4. In the rows for "b) Mass. Ave. to River Rd." and "c) River Road to Bradley Blvd.", change text as follows:

"Consider long-term need for four lanes, subject to environmental constraints."

Page 175 In the section of the chart which references Wilson Lane, under the column titled "Conditions, Guidelines, Other Recommendations" and the row marked "a) MacArthur Blvd. to River Rd." modify as follows:

"[No change expected.] Endorse improvements related to pedestrian safety, a bike path, and speed controls."

In the section of the chart which references Burdette Road, under the names of the road replace "(Primary Street)" with "(Principal Secondary)". Under the column titled "Recommendation" delete the sentence "Change to principal secondary classification."

Delete all references to Seven Locks Road.

In the section of the chart which describes MacArthur Boulevard add "(Arterial)" under the name. Under the column titled "Recommendation", on the row which reads "a) I-495 to Sangamore Rd.", modify the first line as follows:

"Recommend arterial road classification and retain two-lane roadway."

On the row which reads "b) Sangamore Rd. to D.C. line", modify as follows:

"Retain classification as an arterial road and retain two-lane roadway."

Page 178 Delete from the list of newly designated primaries at the bottom of the page: Beech Avenue, Ewing Drive, Springfield Drive and Cromwell Drive.

Page 181 Under the column titled "Limits", on the row for M 2 modify as follows:

- "a) Capital Beltway to Ridgefield Road  
b) Little Falls Parkway to Western Avenue"

Under the column titled "Minimum Right-of-Way Width", on the row for M 2 a), change entry from "120'" to "150'". On the row for M 2 b) insert "100'".

Page 183 On the row for A-83:

1. Under the column titled "Minimum Right-of-Way Width", change from "80'" to "varies".
2. Under the column titled "Ultimate Pavement Width or number of Lanes", change "48'" to "2 Lanes\*"

On the row for A-84 from MacArthur Blvd. to Massachusetts Ave., under the column titled "Ultimate Pavement Width or Number of Lanes", change "48'" to "2 Lanes\*"

Page 184 Delete all references to P 10 (Cromwell Drive).

Page 185 Delete all reference to P 11 (Springfield Drive), P 12 (Beech Avenue), and P-13 (Ewing Drive).

Page 186 Modify first footnote as follows:

"\* This Plan recognizes that MacArthur Boulevard and Wilson Lane function[s] as [an] arterial road[s], but recommends that they [it] not be widened to urban standards. This also applies to Goldsboro Road from MacArthur Boulevard to Massachusetts Avenue."

Delete the third footnote regarding Ewing Drive.

Page 201 Sixth paragraph; modify as follows:

"Development on infill parcels where streams are present must maintain undisturbed, vegetated buffers around the streams, based on [Montgomery County's] the Planning Board's guidelines and any other County guidelines, policies or regulations designed to protect steep slopes and stream valleys [buffer guidelines]."

Page 204 Retain language in last sentence which mentions an excursion train option.

Page 210 Delete entire page except last paragraph.

Page 212 On the row for Rollingwood Elementary School, under the column titled "Current or Proposed Use"; modify as follows:

"Currently [0] occupied by a private school; may be converted to Board of Education Office Use."

Page 213 Update table with new data if available.

Page 217 Delete second paragraph which reads:

"Renovation has been scheduled for both community libraries with completion planned in FY 1990 for Little Falls Library and FY 1991 for Chevy Chase Library."

Page 223 Fourth paragraph, first sentence; modify as follows:

"The FY 1989-1994 Capital Improvements Program contains two [three] proposals for new parks in the Bethesda-Chevy Chase area."

Fourth paragraph, delete second sentence which reads:

"The Leland Local Park, to be constructed in FY 88-89, will contain a community center, outdoor recreation facilities, and offices for the Town of Chevy Chase."

Page 226 Delete the last paragraph on this page.

Page 230 Item #1, delete the word "or" in this sentence.

Item #2, add back the deleted language which reads:

"Design guidelines may be provided by the Planning Department for each area."

Last paragraph, first sentence; modify as follows:

"This Plan endorses continuation of existing [and establishment of new] neighborhood retail stores and centers."

Page 234 Last paragraph, second sentence; modify as follows:

"Twenty [Seventeen] additional resources have been recommended for designation on the Master Plan (12 [16] individual properties and one district) and 8 resources for removal from the Locational Atlas."

Pages 239-240 Delete the first two paragraphs under Section 8.3, however, retain the last sentence in the first paragraph on page 240.

Page 242 Section 8.3.2, after the sentence which reads: "This Plan defers to the County Council to determine the timing for construction of needed CIP projects based on recommendations from the County Executive." add the following sentence: "Each CIP project will be submitted to the Planning Board through the mandatory referral process. The Board will comment on its consistency with this Master Plan and other County policies."

Page 244 Item #10, retain deleted language with the following changes:

[10.]4. Section 3.41. Develop a scenic overlook on Parcel [C] P 11 to highlight vistas of the Potomac. (Montgomery County Planning and Parks Departments and National Park Service.)

Page 252 Section 8.5 (Fiscal Considerations); modify first sentence as follows:

"In 1988, the total number of jobs in all of Bethesda-Chevy Chase, including the Bethesda CBD was estimated to be 77,200 [47,500] and the number of households was estimated to be approximately 34,050 [29,000]."

Last paragraph on page, first sentence; modify as follows:

"For the B-CC area, excluding the Bethesda CBD, the existing jobs ..."

Page 253 First sentence on page; modify as follows:

"By the end of the life of this plan, it is estimated [envisioned] that there will be approximately 8,800 [10,300] additional jobs [, 80% office and 20% retail,] and approximately 1,400 additional [2,500] household for the whole Planning Area. [of which 75% will be single-family detached, 20% townhouse, and 5% garden apartments.]"

First paragraph, last sentence; modify as follows:

"This result indicates that in a mostly built-out area such as B-CC with high valued property and relatively few school children, a [some] moderate staged increase in development in both housing and employment may be fiscally beneficial to the County."

First footnote, add to the end of the first sentence ", excluding the Bethesda CBD."

Appendices:


Pages 259-306 Add missing Parcel maps.

Page 314 Change EPC Recommendation and Planning Board Recommendation on Site Nos. 35/18 (W. Lynch House) and 35/22 (Rammed Earth House) to "Positive"; delete existing language which begins "Special Issue: ..."

Page 315 Change EPC Recommendation and Planning Board Recommendation on Site No. 35/24 (Reading House) to "Positive"; delete existing language which begins "Special Issue: ..."

In addition to the changes noted above, the Council directs the Department of Environmental Protection (DEP) to review and report back to the Council on potential flooding problems in the Palisades area noted by citizens during the Council's consideration of the Bethesda-Chevy Chase Master Plan (specifically during discussions of Parcels P 8, P 7, and P 13 and Goldsboro Road and vicinity). DEP's reports should (1) specifically identify the nature of the problem in this area and (2) recommend strategies which could be implemented if necessary by the County, the State, and/or private property owners to remedy the problems which are identified.

This is a correct copy of Council action:

  
Kathleen A. Freedman, CMC  
Secretary of the Council

APPROVED:

  
Sidney Kramer  
County Executive

MLM:ckm  
BUD821/31-56

**7.0 M-NCPPC Resolution of Adoption  
No.90-13**





THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

MCPB NO. 90-10  
M-NCPPC NO. 90-13

RESOLUTION

WHEREAS, the Maryland-National Capital Park and Planning Commission, by virtue of Article 28 of the Annotated Code of Maryland, is authorized and empowered, from time to time, to make and adopt, amend, extend, and add to a General Plan for the Physical Development of the Maryland-Washington Regional District; and

WHEREAS, the Montgomery County Planning Board of the Maryland-National Capital Park and Planning Commission, pursuant to said law, held a duly advertised public hearing on January 30 and 31, 1989, on the Preliminary Draft of a proposed amendment to the Master Plan for Bethesda-Chevy Chase, Planning Area 35, 1970, as amended, being also an amendment to the Master Plan of Bikeways, 1978, as amended; the Master Plan for Historic Preservation, 1979, as amended; being also an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District, as amended; and the Master Plan of Highways within Montgomery County, as amended; and

WHEREAS, the Montgomery County Planning Board, after said public hearing and due deliberation and consideration, on July 6, 1989, approved the Final Draft of the proposed amendment, and forwarded it to the Montgomery County Executive and to the Montgomery County Council for its information; and

WHEREAS, the Montgomery County Executive reviewed and made recommendations on the Final Draft of the proposed amendment to the Master Plan for Bethesda-Chevy Chase, Planning Area 35, 1970, as amended, and forwarded those recommendations to the Montgomery County Council on September 18, 1989; and

WHEREAS, the Montgomery County Council, siting as the District Council for the portion of the Maryland-Washington Regional District lying within Montgomery County, held a public hearing on October 30 and 31, 1989, wherein testimony was received concerning the Final Draft of the proposed amendment; and

WHEREAS, the Montgomery County Council, sitting as the District Council for that portion of the Maryland-Washington Regional District lying within Montgomery County on February 27, 1990, approved modifications and revisions to the Final Draft of the proposed amendment by Resolution 11-1884; and

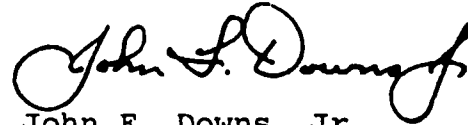
WHEREAS, the Montgomery County Executive approved the Amendment to the Master Plan for Bethesda-Chevy Chase, Planning Area 35, 1970, as amended, on March 12, 1990.

NOW, THEREFORE, BE IT RESOLVED, that the Montgomery County Planning Board and the Maryland-National Capital Park and Planning Commission do hereby adopt said Amendment to the Master Plan for Bethesda-Chevy Chase, Planning Area 35, 1970, as amended, together with the Master Plan of Bikeways, 1978, as amended; the Master Plan for Historic Preservation, 1979, as amended; being also an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District, as amended; and the Master Plan of Highways within Montgomery County, as amended; and as approved by the Montgomery County Council in the attached Resolution 11-1884; and

BE IT FURTHER RESOLVED, that copies of said Amendment shall be certified by the Maryland-National Capital Park and Planning Commission and filed with the Clerk of the Circuit Court of each of Montgomery and Prince George's Counties, as required by law.

\* \* \* \* \*

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission on motion of Commissioner Floreen, seconded by Commissioner Hewitt, with Commissioners Floreen, Hewitt, and Bauman voting in favor of the motion, with Commissioner Keeney being absent and with Commissioner Henry being temporarily absent at its regular meeting held on Thursday, March 22, 1990, in Silver Spring, Maryland.



John F. Downs, Jr.  
Executive Director

\* \* \* \* \*

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Maryland-National Capital Park and Planning Commission on motion by Commissioner Henry, seconded by Commissioner Yewell, with Commissioners Botts, Rhoads, Dabney, Bauman, Henry, Wootten, Yewell, and Hewitt voting in favor of the motion, with Commissioners Keeney being absent, and with Commissioner Floreen being temporarily absent at its regular meeting held on Wednesday, April 11, 1990, in Silver Spring, Maryland.



John F. Downs, Jr.  
Executive Director