



# BETHESDA MARKET

Development Update Meeting – September 2021



# INTRODUCTION TO EYA

- Founded in 1992 and headquartered in Bethesda
- Proven track record and over 300 major awards and honors since 1992
- Community-oriented, focused on building consensus through collaboration and alignment
- Successful execution of complex public-private partnerships in the region and specifically Montgomery County.
- Creating enduring architecture and *life within walking distance*



*life within walking distance*®



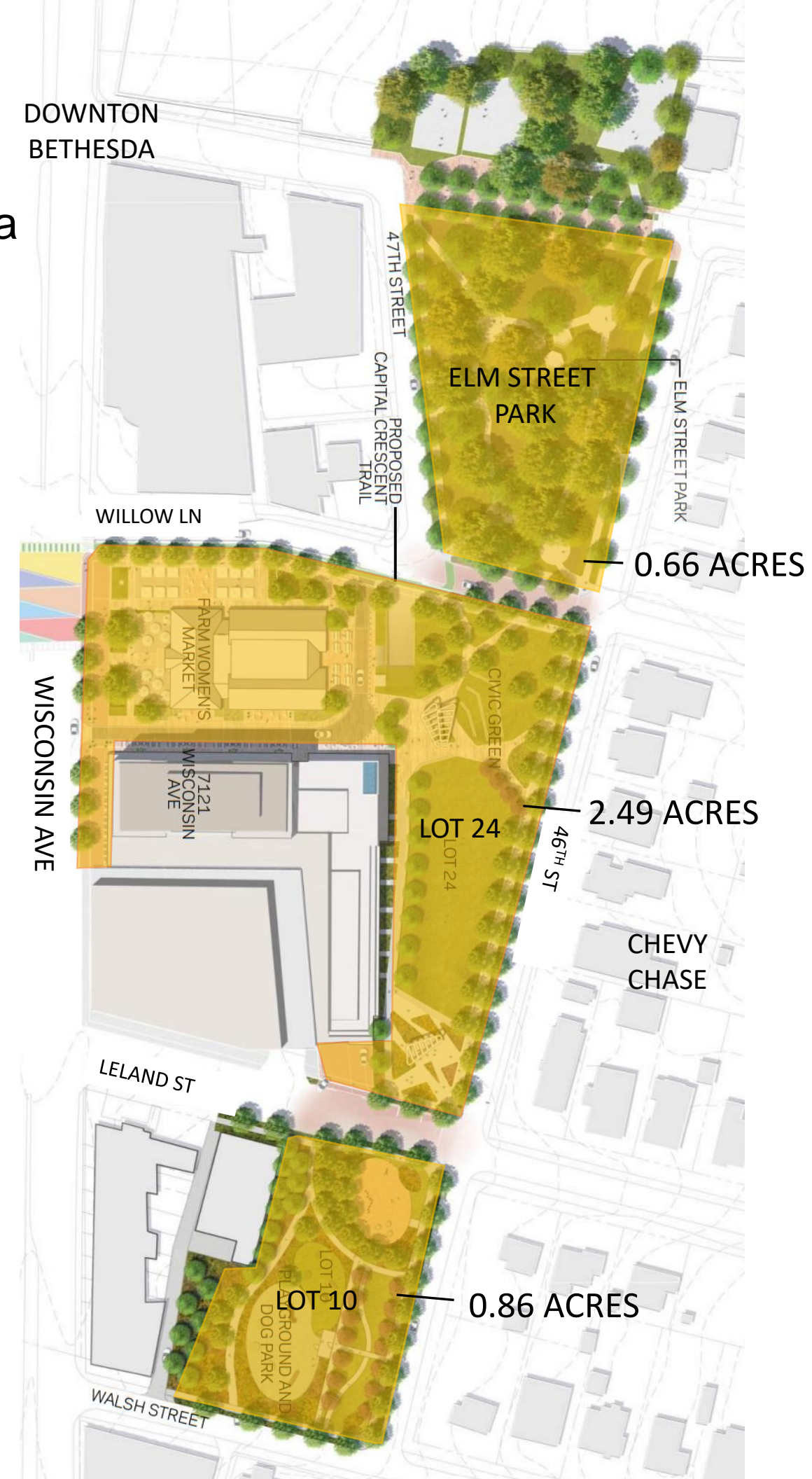
# INTRODUCTION TO BERNSTEIN MANAGEMENT CORPORATION

- Founded in 1953 and headquartered in Chevy Chase, DC
- Focused on long-term investments in desirable locations
- Own and manage a portfolio of 93+ properties including 3.5 million sf of commercial space, and over 5,100 apartments in Washington, D.C., Maryland, and Virginia
- Committed to financial strength and stability, exceptional and uncommon service, and innovation
- Owned property since 1965



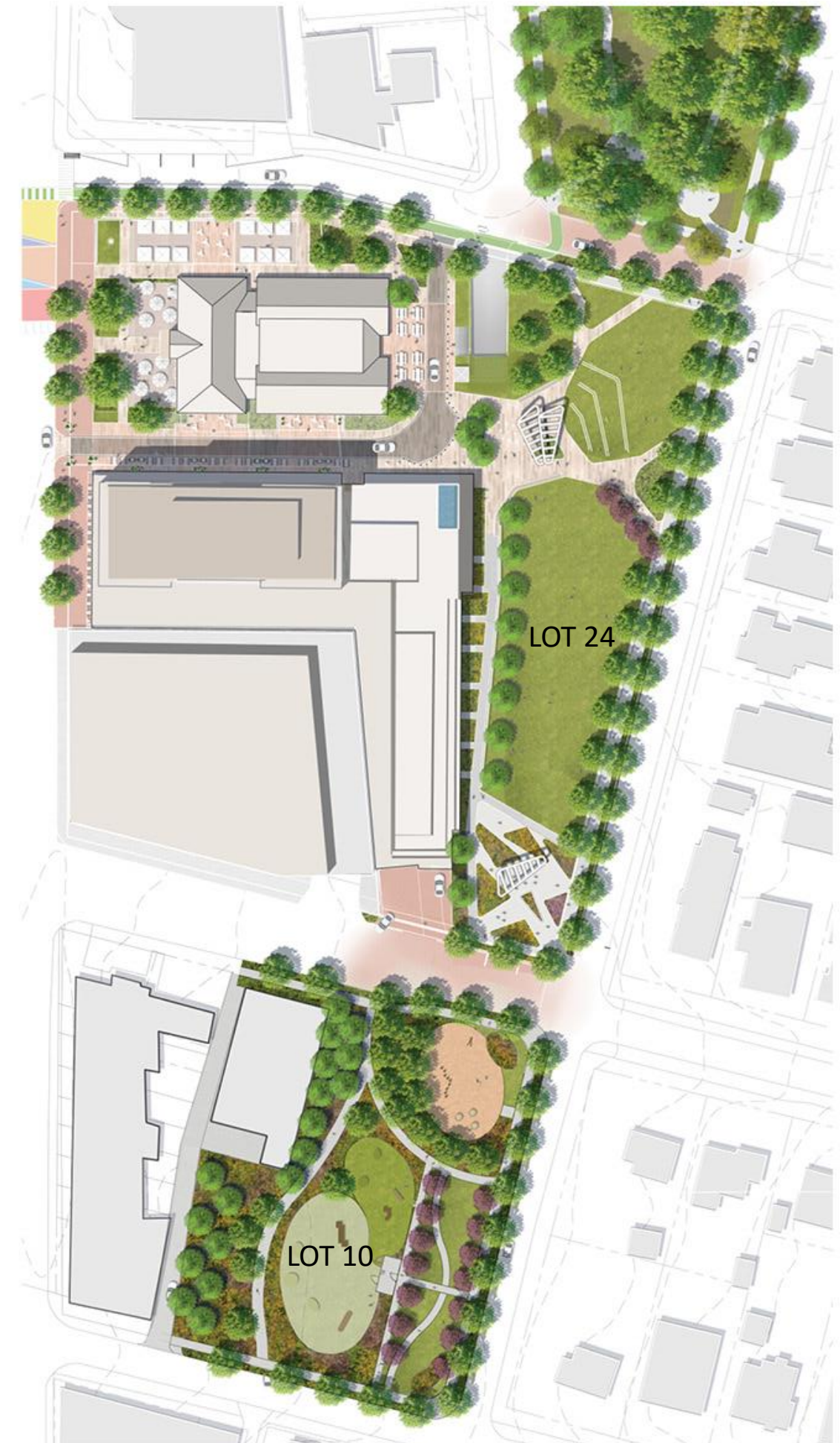
# BETHESDA MARKET HIGHLIGHTS

- A new 3.5 acre world-class park in the heart of Downtown Bethesda
  - Realization of Downtown Plan's vision
  - Destination programming with combination of active and passive spaces with multigenerational appeal
  - Civic green plus activated hardscape areas
  - Amphitheater
  - Contemplative gardens
  - Connection to Elm Street Park
- Rehabilitated and expanded Farm Women's Market ensuring park activation and creating a destination east of Wisconsin Avenue
- Environmentally responsible and sustainable project showcasing green elements, one of the region's largest intensive green roofs
- Undergrounding County parking spaces and replacing impervious parking with one of the largest urban green investments in the region, including SWM enhancements



# BETHESDA MARKET STATUS

- Covid-19 crisis stalled Bethesda Market progress shortly after Sketch Plan Approval in late 2019
  - Unprecedented uncertainty around viability of retail, office and urban residential
  - Existential challenge to PLD
  - However, parks and outdoor gathering / retail destinations emerged as a key public good for civic reengagement, social interaction and recreation
- In early 2021, EYA/BDC, DOT, and Parks reaffirmed commitments to deliver the project and began work to advance the partnership
- Upon commitment of financial investment from key public stakeholders, EYA/BDC are committed to moving forward with community engagement, design, and entitlement processes



# NEXT STEPS IN DEVELOPMENT PROCESS

- **Finalize Terms with Stakeholders**

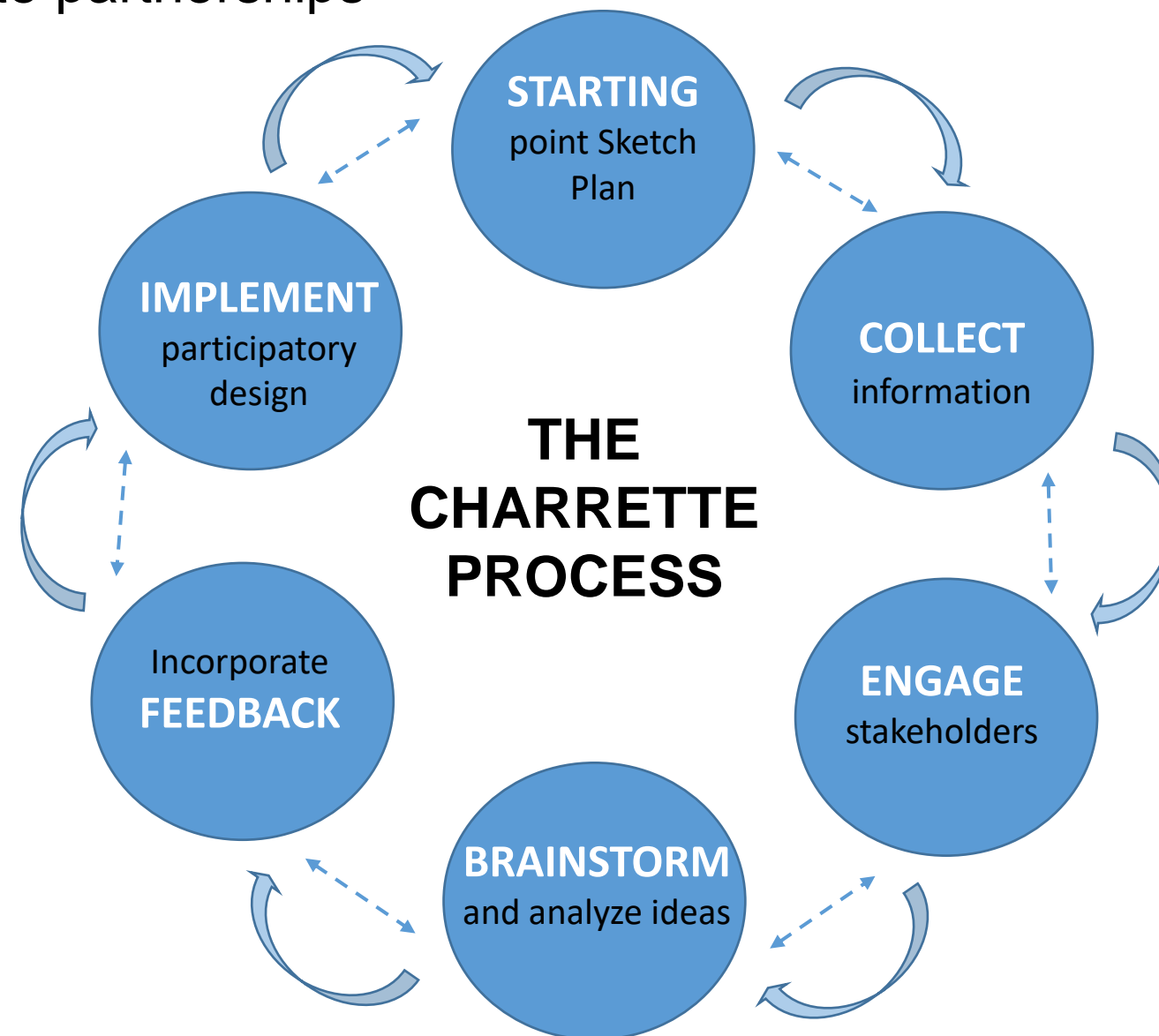
**4Q 2021**

- Town of Chevy Chase
- DOT
- Parks

- **Initiate Design Charrettes / Community & Stakeholder Input**

**4Q 2021 – 1Q 2022**

- EYA and its partners place strong emphasis on participatory development
- Experience leading complex public-private partnerships

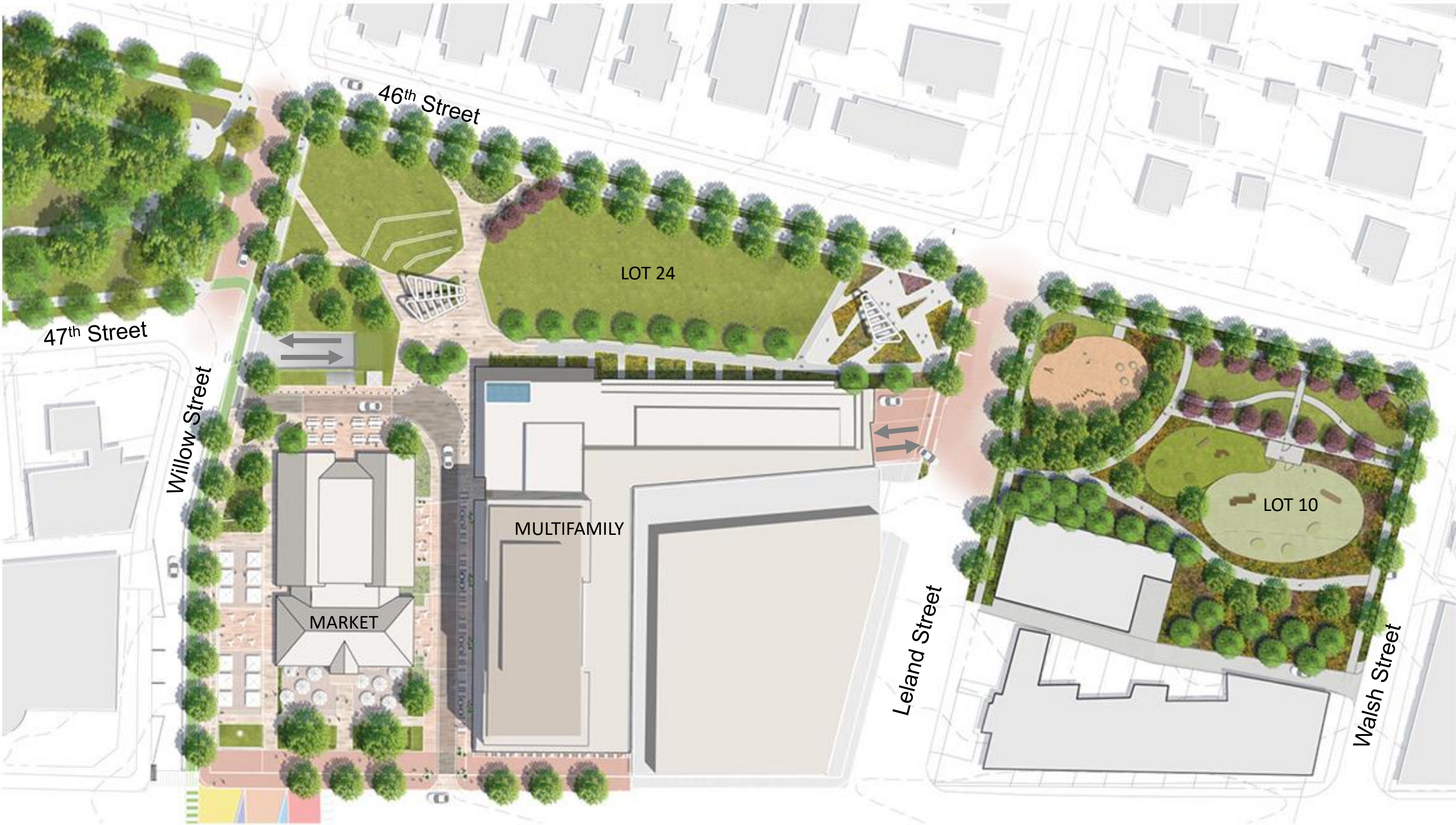


# ILLUSTRATIVE PLAN (NE aerial view)

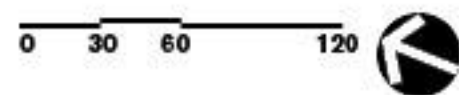


NOTES:  
1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.

# OVERALL CONCEPT PLAN

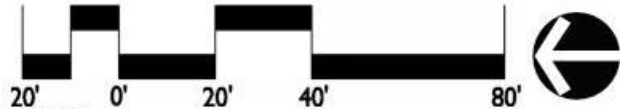


Wisconsin Avenue



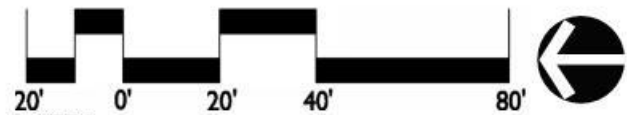


# LOT 24 PARK CONCEPT PLAN



NOTES:  
1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.

# LOT 10 PARK CONCEPT PLAN



NOTES:  
1. All Sketch Plan Drawings and Exhibits are conceptual and only represent the proposed development in an illustrative interpretation.

# FWM AND ADJACENT CIVIC SPACE CONCEPT PLAN



A pedestrian first mindset



Urban parks with nature integrated and interactive play features



Enhanced and frequent outdoor programming



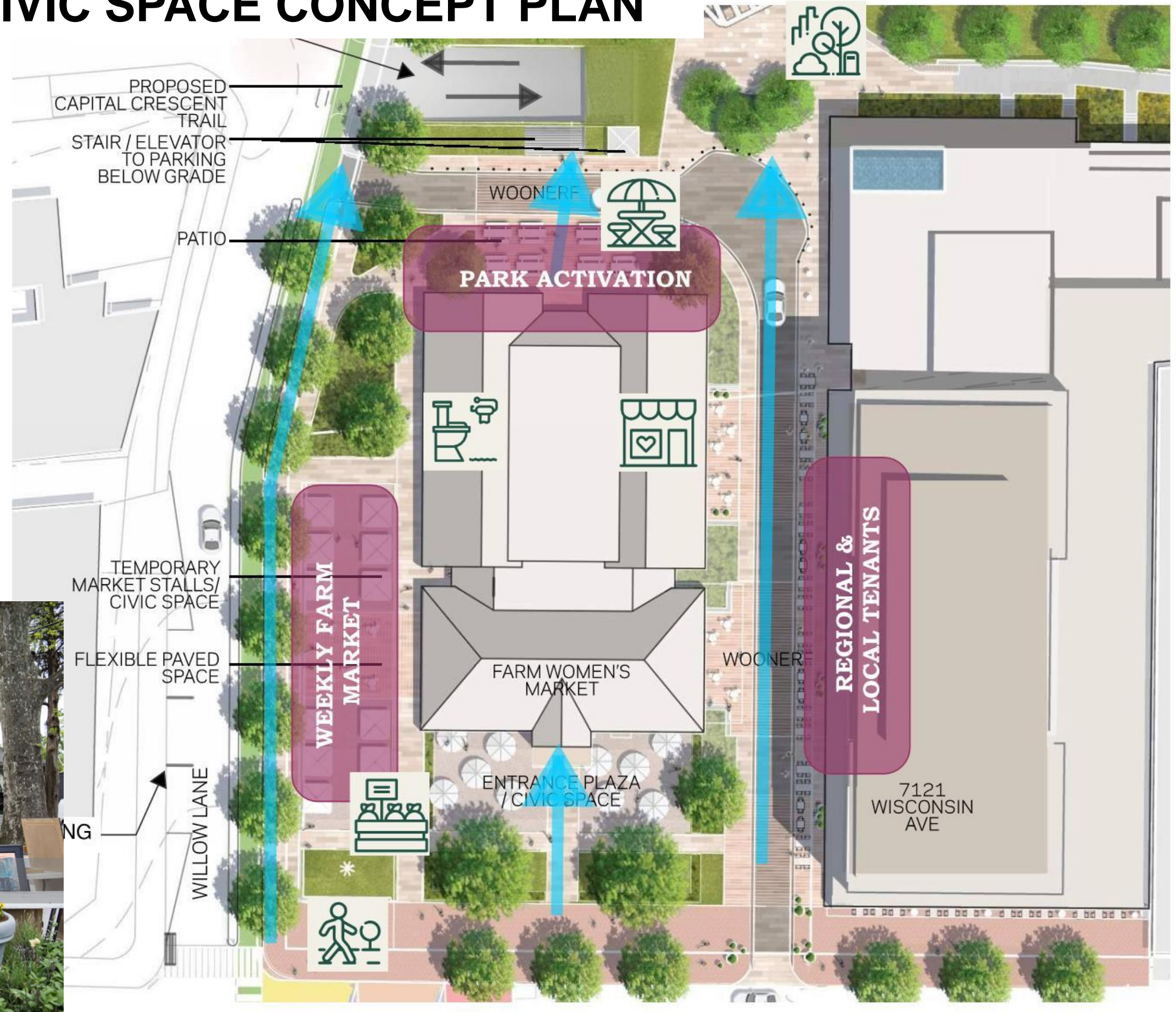
Accessible and clean public restrooms



Public green space connected to outdoor dining and activated with retail



An opportunity for local and small businesses to thrive



gettyimages  
The Washington Post

107469222

# CONCEPT FRAMEWORK FOR CHARRETTE

-  SOCIAL
-  ACTIVE
-  CONTEMPLATIVE



# VISION: BRINGING PUBLIC PARKS TO LIFE



Print Works Bistro - Greensboro, NC



Tiny Boxwoods - Austin, TX



Park Playspace

## WHAT

- Food and beverage and commercial uses that seamlessly integrate with public spaces and embrace access to the park, creating engaging outdoor rooms

## WHY

- Urban civic greens activated with shops more naturally generate opportunities for congregating and socializing; encouraging these activities will make the park more inviting and dynamic
- Foster an organic neighborhood gathering place that encompasses food and beverage, music, events, and recreation
- Activity will help ensure "eyes-on-the-park"

## HOW

- Create a flowing interface between commercial uses and public park space that feels natural and inviting
- Celebrate lush landscaping and indoor/outdoor dining

# Creating Food Hall / Retail Destination



# PARK FUNCTIONS: SOCIAL GATHERING



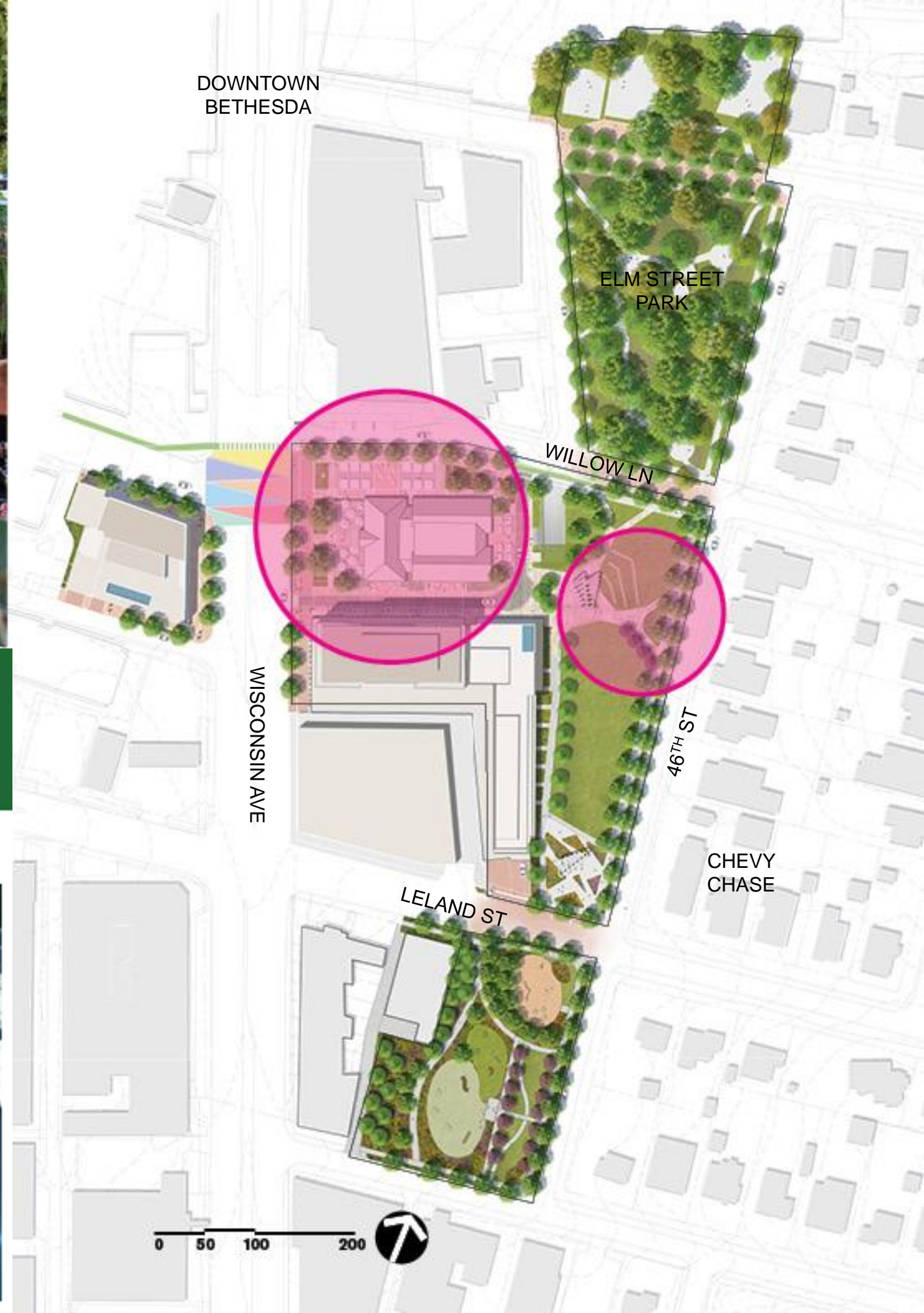
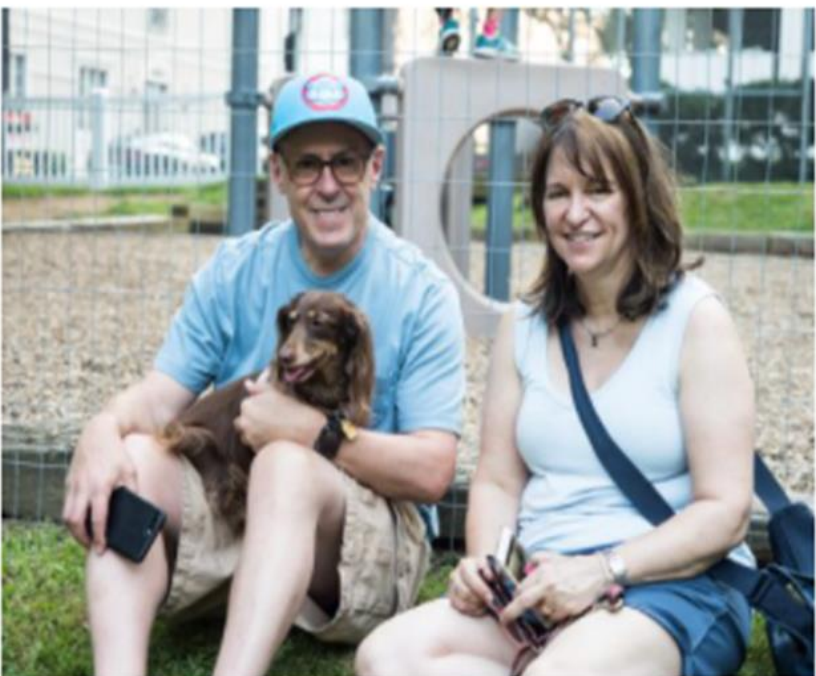
# SOCIAL GATHERING



## Yappy Hour and Pop-Up Dog Park

Thursday September 23, 2021 6:00pm to 8:00pm at Elm Street Urban Park

SHARE   





# PARK FUNCTIONS: ACTIVE



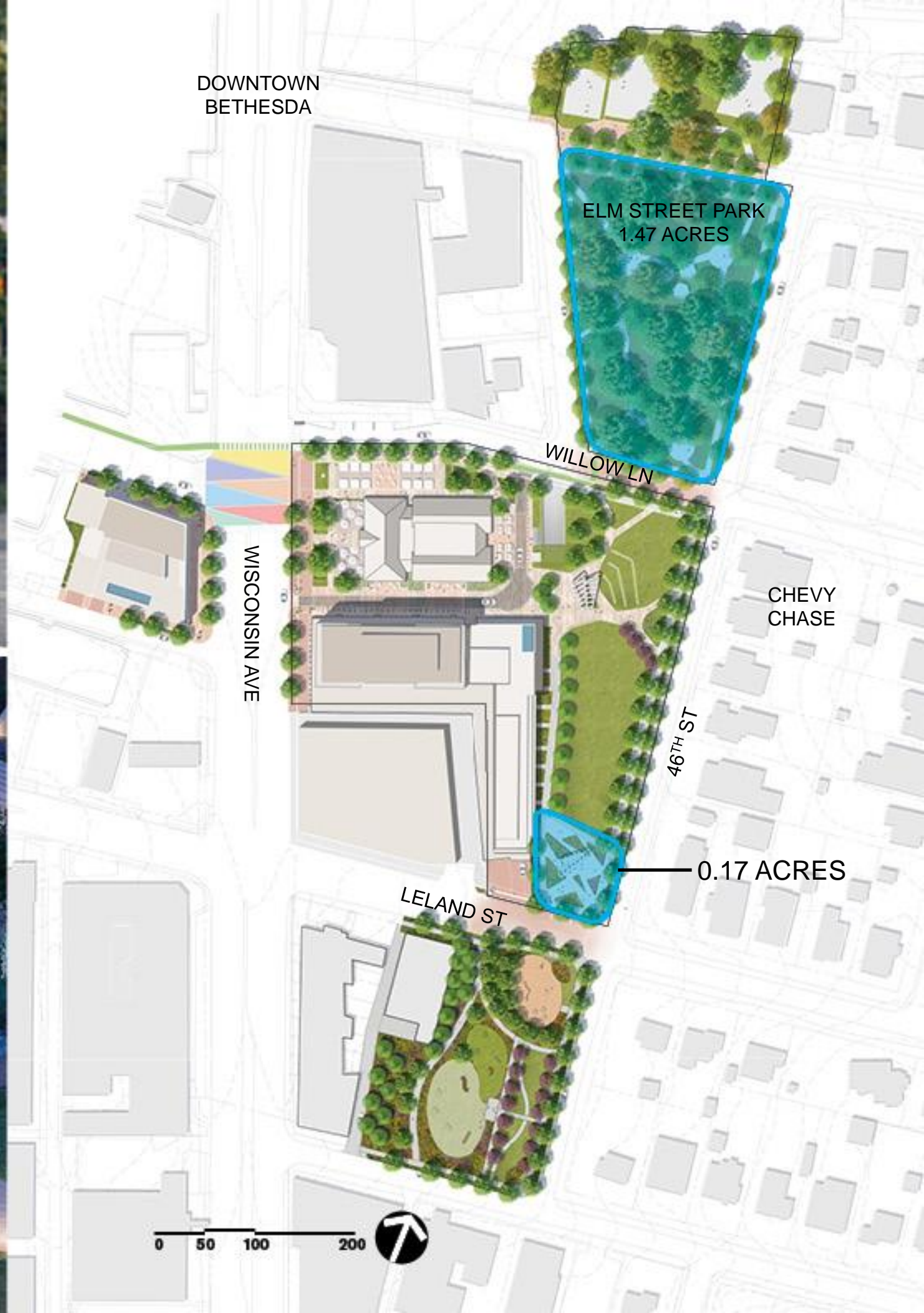
# ACTIVE



# PARK FUNCTIONS: CONTEMPLATIVE



# CONTEMPLATIVE



DOWNTOWN  
BETHESDA

ELM STREET PARK  
1.47 ACRES

WILLOW LN

CHEVY  
CHASE

WISCONSIN AVE

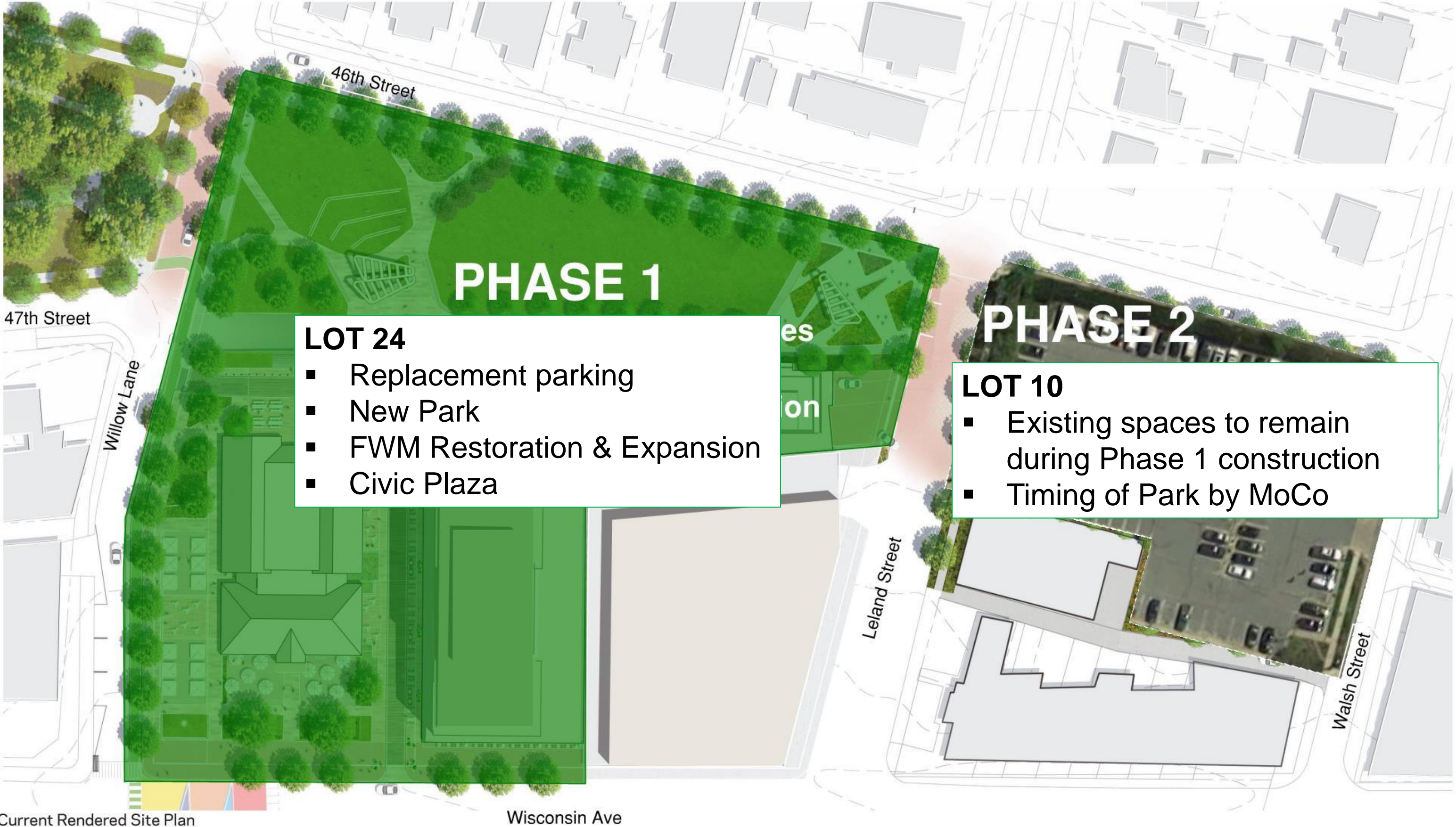
46TH ST

0.17 ACRES

LELAND ST

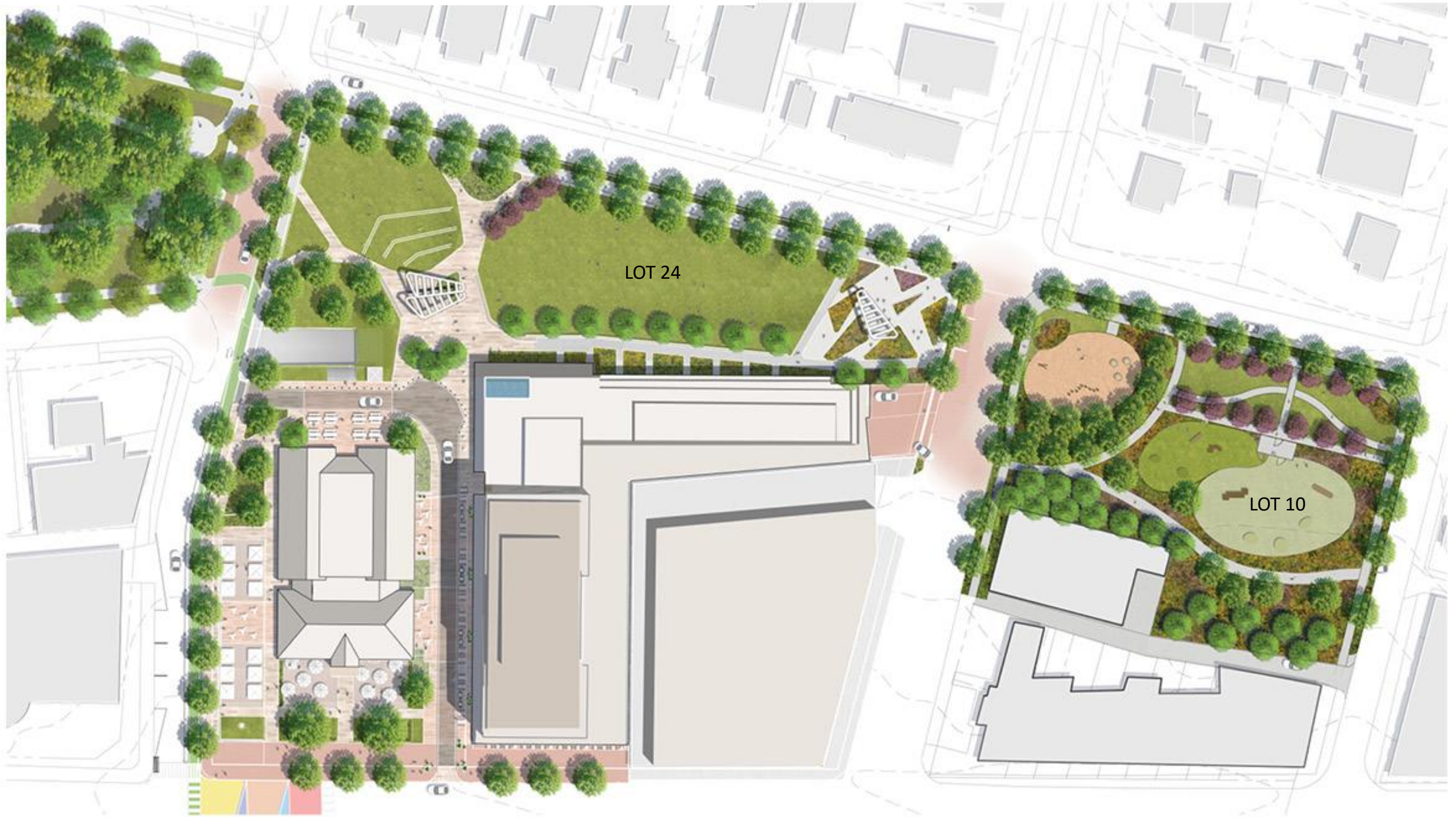


# CONSTRUCTION PHASING



Current Rendered Site Plan

**THANK YOU!**



LOT 24

LOT 10

