

From 225 Apartments to 340 Senior Units: Plans Change for Bethesda Gas Station Site

by *Nena Perry-Brown*



Preliminary massing of proposed building, looking south down Wisconsin Avenue.

Five years ago, Montgomery County approved plans to replace a gas station in downtown Bethesda with a 14-story, 225-unit mixed-use development. Much has changed since then, including passage of the Downtown Bethesda Sector Plan, and now the plans for the site are changing accordingly.

A development team led by contract purchaser South Bay Partners is engaging with the community to share a proposal for a 250-foot tall building at 7340 Wisconsin Avenue ([map](#)), providing a mix of 340 senior housing units above commercial space. The building would house residents in need of memory care on the lower floors, assisted living units toward the middle, and independent living units on the uppermost floors.



Rendering of previously-approved development.

The building is set back on all sides and amenities will include an interior courtyard, a dining facility, and a rooftop terrace. Some of the units will have balconies, and the building will also have two levels of underground parking with 70-80 spaces. The developer is hoping to have a restaurant fronting Wisconsin Avenue on the ground floor, and the project would also deliver a public plaza on the corner of Wisconsin Avenue and Hampden Lane. CallisonRTKL is the building architect.

The development team plans to meet with the County's Design Advisory Panel at the end of the month and submit a sketch plan application shortly thereafter.