

# Senior Housing Proposed for Former Exxon Site in Bethesda

Texas developers envision mixed-use building with ground-floor retail

BY CAITLYNN PEETZ | Published: 2019-09-17 10:09

Developers have proposed senior housing for a downtown Bethesda property.

Dallas, Texas-based developer South Bay Partners proposes a 319,000-square-foot, mixed-use project that would yield 340 senior housing units above commercial retail space at 7340 Wisconsin Ave., according to attorneys for the project.



A "street view" of the property at 7340 Wisconsin Ave. in Bethesda.

VIA GOOGLE MAPS

In the center of downtown Bethesda and across the street from the elevator to the Bethesda Metro station, the project area has sat fenced off and vacant for several years.

In 2012, development company Bainbridge bought the property from Exxon, which used to operate a gas station on the site.

In September 2014, the county Planning Board approved Bainbridge's applications for a 14-floor, 225-unit apartment building with about 5,000 square feet of ground-floor retail and an underground garage. The approvals were for a building that would be 143 feet tall.

But the plans never progressed and South Bay plans to buy the property from Bainbridge.

The Montgomery Newsletter reported on the new plan on Monday.

The development approval process must be restarted because the project has a different proposed use than what was approved in 2014.

The new plan, presented by South Bay Partners, would include independent senior living, assisted living and memory care units for people who are 55 or older. It will include outdoor greenspace.

Developers hope to file official development plans with the county within 30 days.

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