

PLAN HIGHLIGHTS

LAND USE

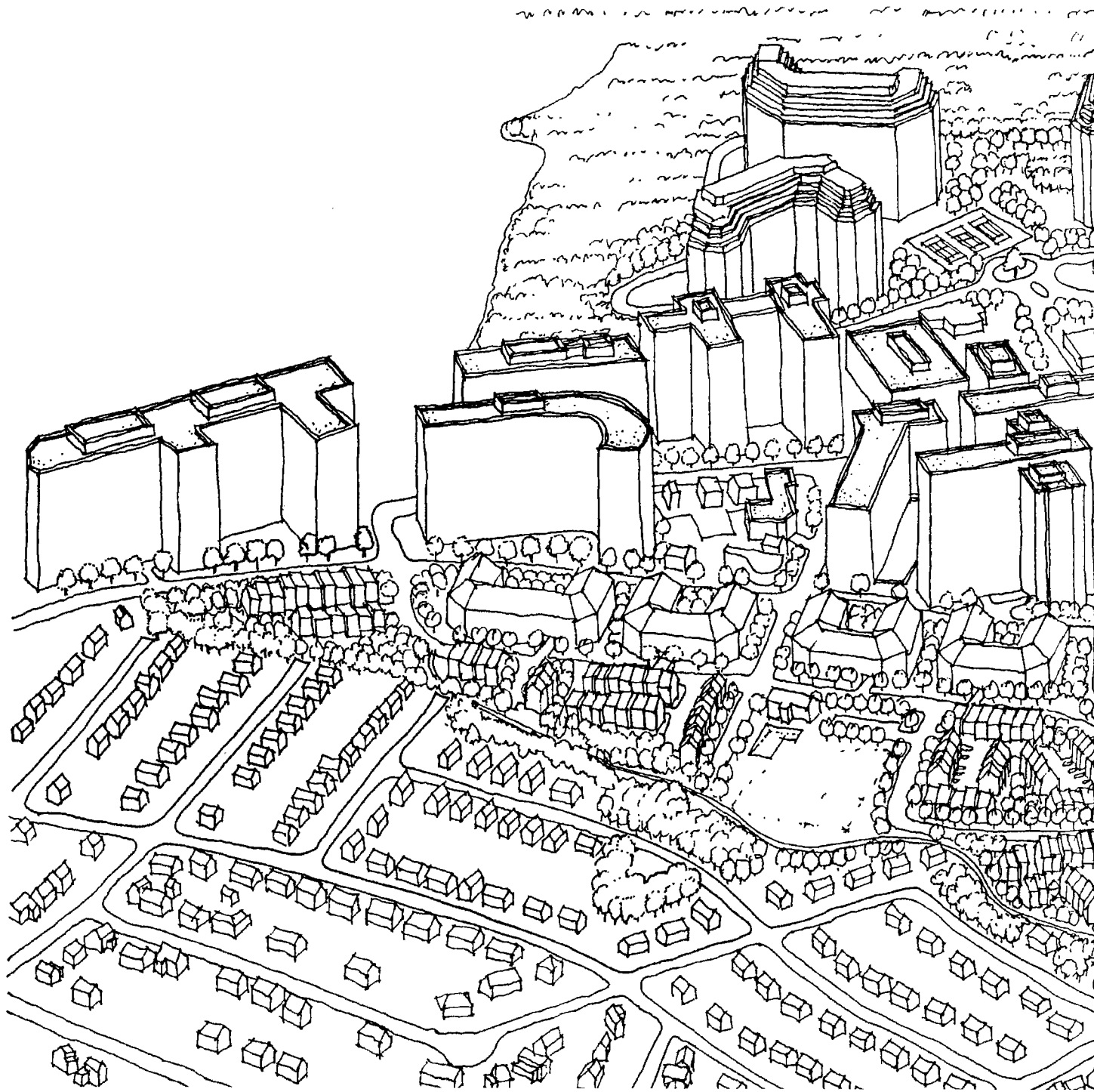
The 1993 *General Plan Refinement of the Goals and Objectives for Montgomery County* establishes a clear policy to concentrate new growth in areas served by Metro in the Urban Ring. This policy is designed to maximize the use of existing transportation infrastructure, contribute to regional clean air efforts, and preserve agricultural land. The General Plan also supports the preservation of existing neighborhoods. (See Figure 15.)

Montgomery County's population forecast projects an increase from 810,000 today to more than one million by the year 2020. In order to provide needed services, the County must foster economic growth to expand its tax base.

This Sector Plan seeks to encourage economic growth in Friendship Heights, an Urban Ring center, and to preserve existing neighborhoods—benefits to both County and community.

This Plan recommends:

- Concentrating new growth in the Metro-served area while preserving surrounding neighborhoods, in support of County policies.
- Enhancing the Town Center by adding mixed land uses on major redevelopable parcels to integrate the different parts of Friendship Heights.
- Providing new places for social gathering on the Hecht's and Chevy Chase Land Company sites to reinforce community.
- Enhancing Wisconsin Avenue as a shopping "boulevard" by expanding opportunities for retail on the Hecht's site and along Wisconsin Avenue on the Chevy Chase Land Company site.
- Supporting neighborhood-serving retail at the Chevy Chase Center.
- Providing opportunities for additional office development on the Hecht's, Chevy Chase Land Company, and GEICO sites, including replacing the existing GEICO office building.
- Providing housing opportunities on the Hecht's and GEICO sites.

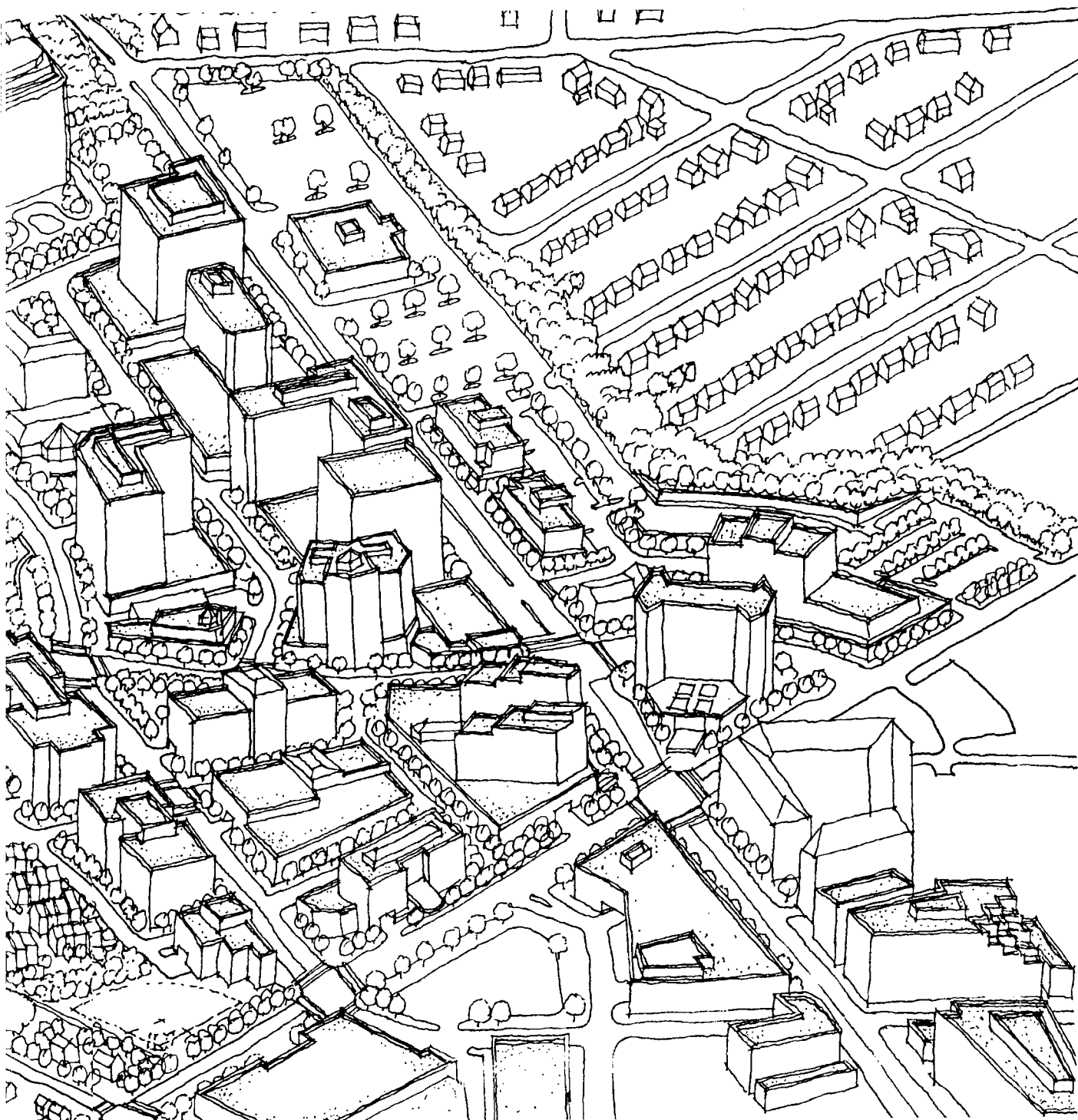


FRIENDSHIP HEIGHTS - APPROVED & ADOPTED MARCH 1998

CONCEPT SKETCH OF FRIENDSHIP HEIGHTS

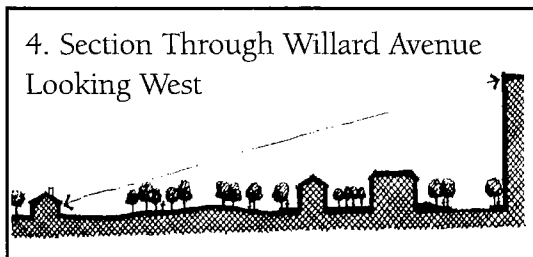
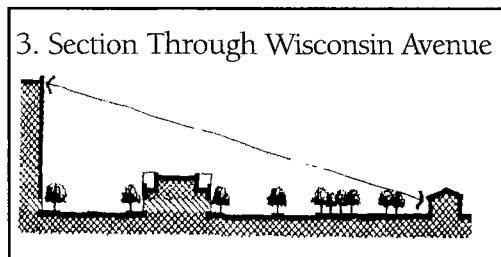
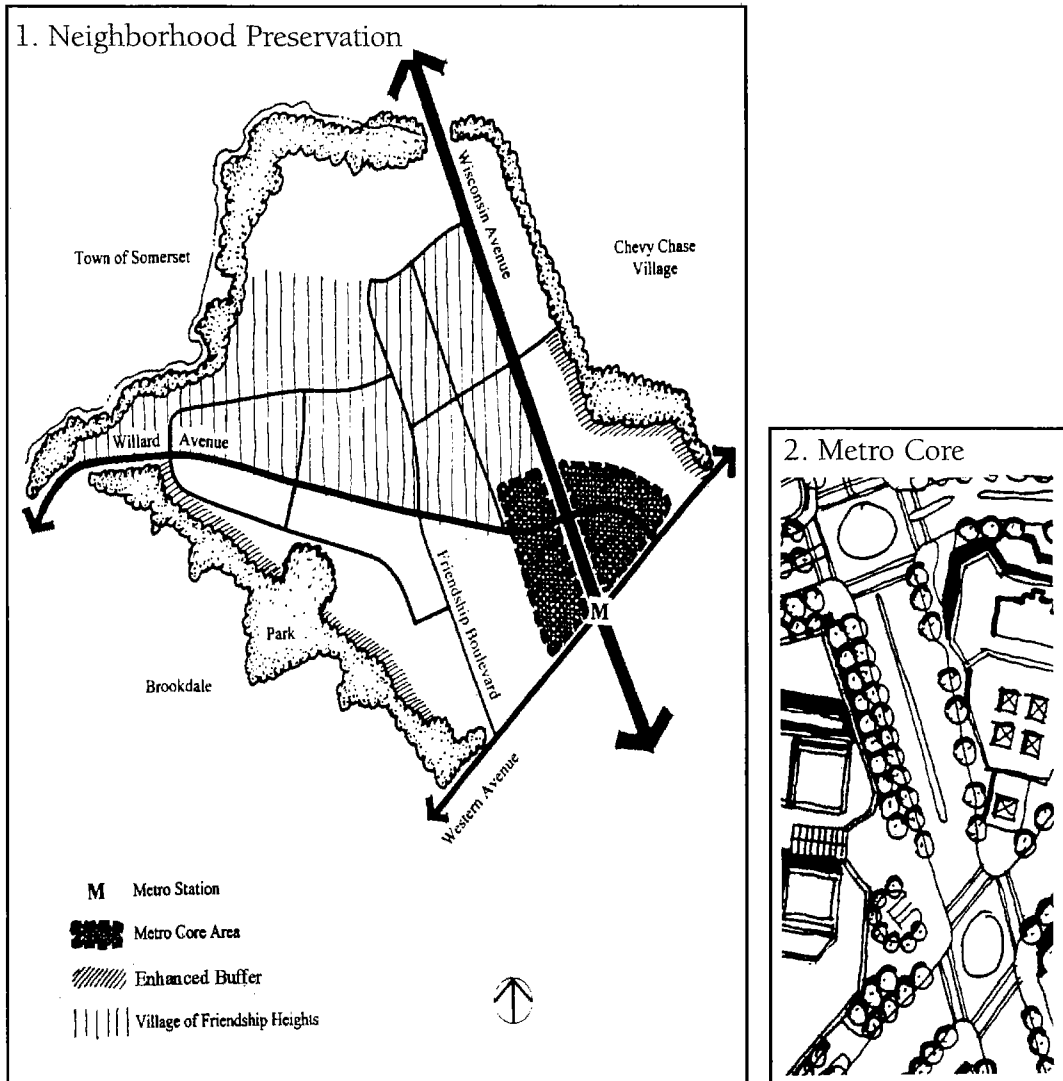
FIGURE 2

This sketch indicates the intensity of uses and the open spaces proposed in this Plan. Like the other drawings in the Plan, it is included for illustrative purposes.



NEIGHBORHOOD PRESERVATION

FIGURE 3



NEIGHBORHOOD PRESERVATION

Established single-family residential neighborhoods ring the Sector Plan area. Within the Sector Plan boundaries, nearly 5,000 people live in high-rise apartments in the Somerset House complex and the Village of Friendship Heights. The Metro station location and urban ambience make Friendship Heights an attractive market for additional housing.

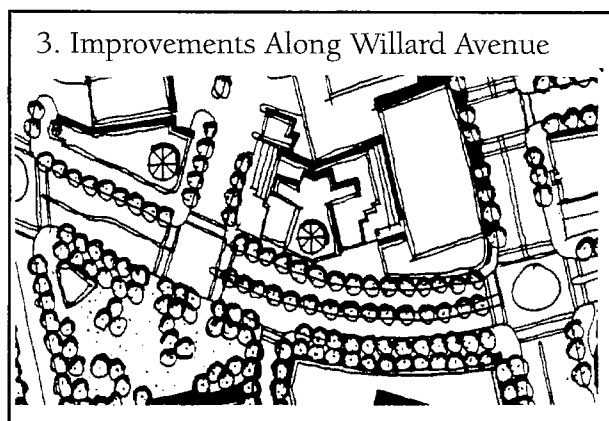
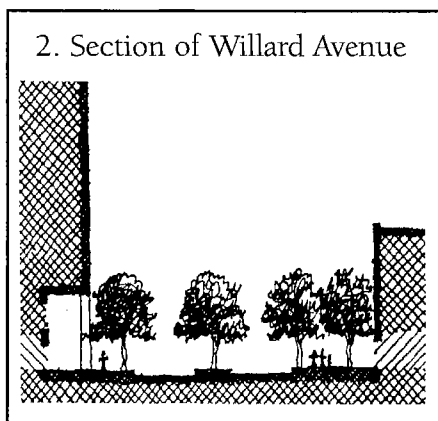
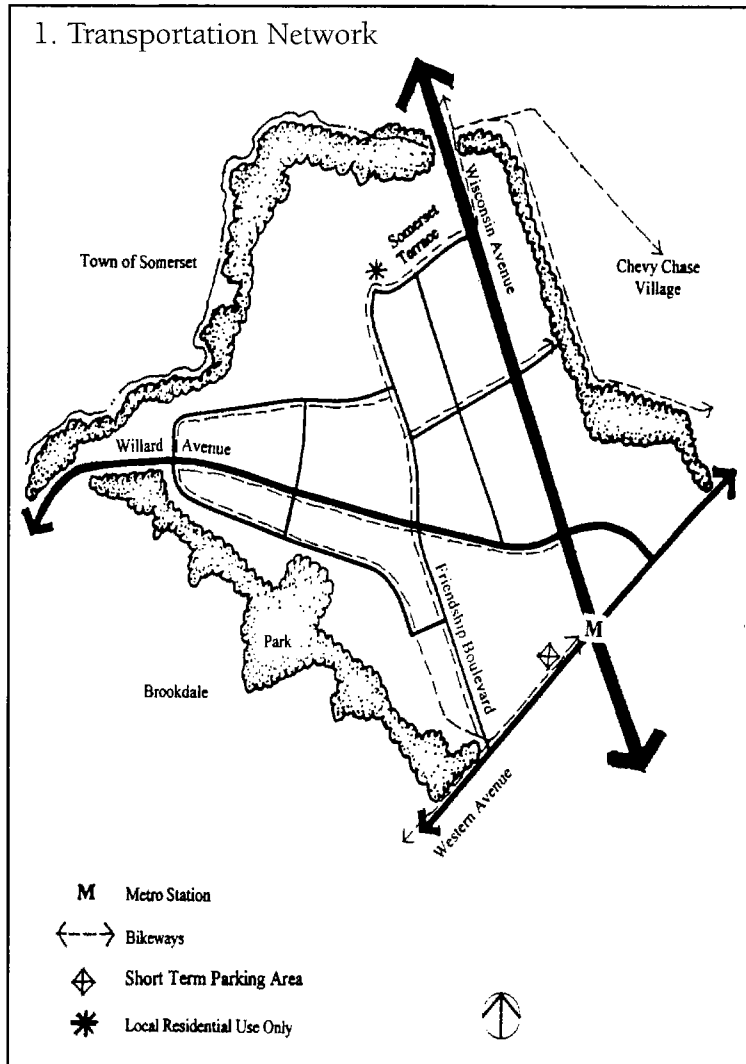
The Sector Plan seeks to provide opportunities for more diverse housing types in an appealing environment and to ensure that existing neighborhoods remain stable and pleasant places to live. (See Figure 3.)

This Plan recommends:

- Creating a new residential neighborhood of townhouses and low-rise apartments on part of the GEICO site.
- Preserving views from existing high-rise apartment buildings by incorporating guide lines for the height and location of new development, and by tree preservation and planting.
- Protecting single-family residential neighborhoods surrounding the Sector Plan area by:
 - Placing the greatest densities in the Metro Core and scaling down building heights toward the residential edges to avoid adding intrusive views.
 - Providing compatible, human-scale transition uses near the neighborhoods: townhouses and low-rise multi-family homes on the GEICO site and up to a three-story commercial or residential building with ground-floor retail along Wisconsin Avenue on the Chevy Chase Land Company site.
 - Demolishing the existing GEICO building and siting future corporate offices farther from the Brookdale neighborhood.
 - Expanding the green buffers next to the neighborhoods and placing more active gathering spaces in the Town Center.
 - Supporting policies on special exception land uses that restrict the spread of commercial uses beyond the Sector Plan boundary.
 - Supporting policies to discourage cut-through traffic and non-resident parking.

TRANSPORTATION NETWORK

FIGURE 4



TRANSPORTATION NETWORK

Friendship Heights is at the crossroads of two major roads that carry regional through traffic while providing access to the local street network. At its center is a Metrorail and Metrobus station, a well-used transit hub.

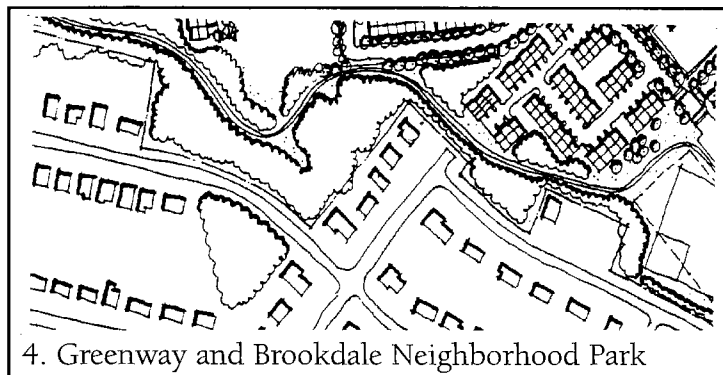
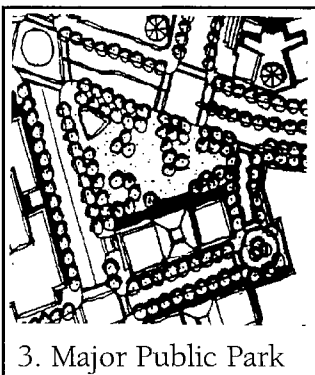
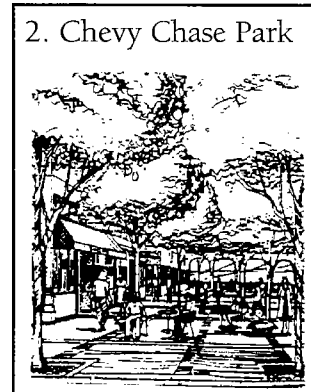
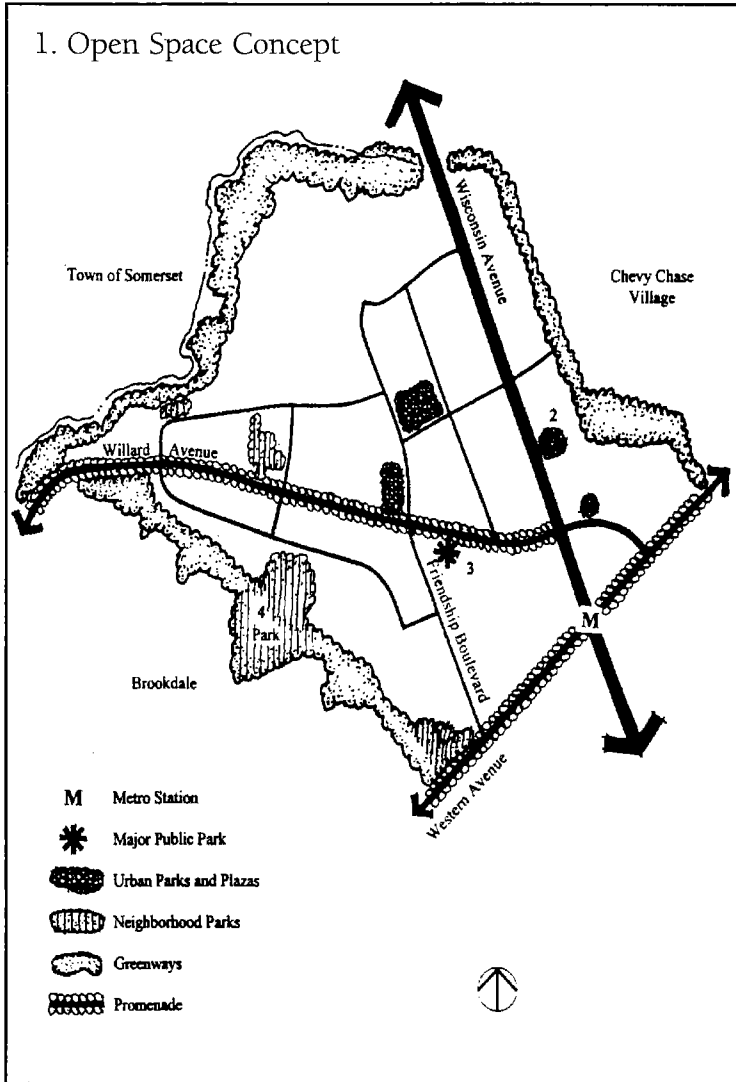
This Plan seeks to reduce single-occupant vehicle travel in Friendship Heights by increasing the use of transit, carpooling, and other alternatives. The Plan also aims to enhance the pleasure, safety, and convenience of cycling and walking. (See Figure 4.)

This Plan recommends:

- Improving access to the Metro station by providing direct pedestrian connections, enhanced access for people with disabilities, short-term parking and taxi facilities on the west side of Wisconsin Avenue, and a neighborhood shuttle service.
- Creating a Transportation Management District, an entity whose structure would encourage use of transit.
- Creating a bikeway network for commuters and recreational users with additional bicycle storage at the Metro station.
- Improving the pedestrian environment through:
 - Safer streets lined with active uses.
 - Expansion of the streetscape system and enhancement of major promenades and boulevards.
 - Safe and attractive links between the neighborhoods and the Town Center.
 - Paths through the major parcels to the Town Center.
 - Safe pedestrian crossings of major roads.
 - Opening the Somerset Terrace/Friendship Boulevard connection to local residential traffic in accordance with previous written agreements between the Village of Friendship Heights and the County.

OPEN SPACE CONCEPT

FIGURE 5



OPEN SPACE AND ENVIRONMENTAL PROTECTION

In a densely built-up area like Friendship Heights, open space is critical to the quality of life. It serves many functions, from visual openness to usable places for active and passive recreation. This Plan seeks to retain visual openness by proposing guidelines for the height and orientation of new buildings. It recommends parks and open spaces at a variety of scales that residents and employees can enjoy. (See Figure 5, and Figure 44.)

Because Friendship Heights was developed before environmental controls were in place, the natural environment there is seriously impaired. As the area redevelops, the environmental emphasis will be on restoration and retrofitting, especially with regard to watershed and stormwater management.

This Plan recommends:

- Providing a major public park on the Hecht's site.
- Providing urban parks and plazas in the Town Center on the Chevy Chase Land Company and Barlow sites.
- Providing other small green open spaces to complement the promenades and create quiet seating areas on the GEICO and Hecht's sites.
- Creating a new neighborhood park on Parcel 6 in the Village of Friendship Heights, expanding Brookdale Park, and adding other open spaces with potentially active uses, such as ballfields, on the GEICO site.
- Preserving and extending greenways on the edges of the Sector Plan area for visual screening, pedestrian and bicycle paths, wildlife habitat, and watershed protection.
- Improving water quality and quantity control through on-site and/or regional stormwater management facilities.
- Improving long-term regional air quality through Metro-centered development and a shift from single-occupant vehicles to transit, cycling, and walking.
- Implementing the County agricultural preservation policy through the use of transferable development rights (TDRs) on the GEICO site.