



IMPLEMENTATION

The actions of both private and public sector participants are necessary to make a master or sector plan's vision and concept a reality. This chapter summarizes the actions needed to implement the recommendations of the Sector Plan.

A. ZONING

A comprehensive rezoning action (sectional map amendment) should immediately follow the approval and adoption of this Plan to implement a zoning change on properties where the Plan recommends one and to confirm existing zoning on all other properties. Existing zoning is shown in Figure 20 and proposed zoning in Figure 21.

Simultaneously, a separate action is necessary to move the CBD line on the Chevy Chase Land Company site to the north and east.

B. IMPLEMENTING RECOMMENDED IMPROVEMENTS

Friendship Heights today is a successful urban center located at a transportation hub with a good balance of residential, retail, employment, and leisure-time uses. A major element of its success is the variety, number, and concentration of strong residential communities ranging from high-rise and mid-rise congregate buildings to single-family detached housing in and around the urban center. Its success in remaining a vibrant and safe community, competitive with other regional destinations, depends on increased attractiveness. This objective can be achieved through amenities and open space allowing for community gatherings and events, enhanced safety and convenience from improving the pedestrian environment for easy access to Metrobus and rail, and the improvement and promotion of the existing and future development to attract citizens to the area. Table 7 and Table 8 list projects or special studies recommended in the Sector Plan. While some of the projects will be implemented by government agencies, other projects will be included within private sector developments. In some cases, joint public/private funding will be appropriate. Coordination and cooperation between public and private sectors on both sides of the District/Maryland line and with several small municipalities is essential to implementing several of the transportation, streetscape, and open space improvements.



As an example of a public/private project affecting residents and employees at the center of this multi-jurisdictional area, the Plan recommends that WMATA explore placing selective retail kiosks, artwork, and vending in the underground rotunda area that serves the Friendship Heights Metro station. This is an attractive covered area that is used by pedestrians for access to the bus and rail system, and to walk from one property to another. Enlivening the area could attract more pedestrians and increase the perception and reality of safety, thereby reducing some vehicular/pedestrian conflicts on the streets above the rotunda.

Timing of projects is dependent on a variety of factors. Many of the projects will proceed as the three major parcels redevelop. County fiscal constraints will necessitate setting priorities for inclusion in the County's Capital Improvements Program. The Plan does not determine a specific timing or sequence, but instead recommends provision of public facilities as fiscal resources are available.

The Plan recommends the formation of a partnership, ideally combining private efforts with those of the several jurisdictions in the area to implement, maintain, promote, and build a single strong community. The group could enhance the landscape, unify the streetscape, coordinate parking and enforcement, improve security, schedule community events, jointly promote the retail establishments, and create themes to develop a community identity. There are several models and initiatives that could be built upon: The Bethesda Urban Partnership has become a focus for community activity in the adjacent CBD; the special taxing district of the Village of Friendship Heights provides a high level of services within its portion of the Sector Plan area; the Chevy Chase Retail Partnership has introduced joint programming of promotional events on both sides of the District/Maryland line. There are a variety of funding strategies involving both public and private partnerships that have been successful elsewhere and can be used to enhance Friendship Heights.

Friendship Heights is the only bi-jurisdictional commercial center in Montgomery County. The Plan endorses the development of a multi-jurisdictional partnership that respects the authority of the different entities, but creates an opportunity to erase jurisdictional lines and join businesses, communities, and governments in a united effort to make Friendship Heights even more vibrant, attractive, and successful.

C. STAGING AND THE ANNUAL GROWTH POLICY

The approved and adopted FY 96 Annual Growth Policy instructs the Planning Board, with the aid of the Executive, to conduct appropriate analysis to allow the creation of a policy area in the Friendship Heights Metro station area, including the boundaries of the policy area and the timing of its creation. The Annual Growth Policy further instructs the Planning Board, with the aid of the Executive, to conduct the comprehensive local area transportation review necessary to allow the alternative review procedure for Metro station policy areas to be used in the Friendship Heights policy area. The above matters should be presented to the County Council for a decision no later than in the 1997-1999 Policy Element of the Annual Growth Policy.

The Sector Plan proposes that the boundaries of the Friendship Heights policy area be identical to the Sector Plan area, and that the policy area (and staging ceilings for employment and housing) be established by the Annual Growth Policy immediately following approval of the Sector Plan by the County Council.

Following creation of the Friendship Heights policy area, peak hour levels of service exceeding critical lane volumes of 1,800 will be deemed unacceptable for local area transportation review within the area.

The Plan recommends creating a transportation management district (TMD) for the Sector Plan area, to be administered by a transportation management organization (TMO). (See Chapter III, Transportation Plan, Section C.) Membership in the TMO should be mandatory for new development and voluntary for existing development.

Applicants for subdivision in the Friendship Heights policy area will have an option to be reviewed under an alternative transportation review process. An applicant for a subdivision to be built completely within the policy area, and who selects the alternative process, should agree in a contract with the Planning Board and the Montgomery County Department of Transportation to:

1. Make its best efforts to meet mode share goals established by the Planning Board as a condition of approving that subdivision.
2. Participate in programs operated by, and take actions specified by, the Transportation Management Organization to be established for that policy area in order to meet the mode share goals established by the Planning Board. (Extension of Transportation Management Districts beyond Metro station policy areas does not extend availability of the alternative transportation review process outside these areas.)
3. Pay an ongoing annual contribution or tax to fund the TMO's operating and capital expenses.
4. Make a development approval payment over a multi-year period starting when the building permit is issued and indexed to reflect inflation in construction costs.

The Planning Board must conduct a comprehensive local area transportation review for each policy area in which it approves a subdivision under this procedure and must specify for inclusion in the Capital Improvements Program any transportation improvements needed to support that subdivision. This Sector Plan serves as the comprehensive local area transportation review called for in the FY 96 Annual Growth Policy.



**TABLE 7
PROPOSED FUNDING RESPONSIBILITY FOR
RECOMMENDED IMPROVEMENTS**

DESCRIPTION AND LOCATION	FUNDING RESPONSIBILITY
PARKS AND OPEN SPACES:	
Major Public Park: Hecht's site, Friendship Boulevard and Willard Avenue	Private
Urban Parks or Plazas: Chevy Chase Land site, Wisconsin Avenue	Private
Chevy Chase Land site, Chevy Chase Center	Private
Barlow property, Parcel 14, Willard Avenue	Private
Small Urban Parks, Plazas, or Green Areas: Barlow property, Parcel 9B, Willard Avenue	Private
Hecht's site, Wisconsin/Western Avenues	Private
Hecht's site, Friendship Boulevard/Western Avenue	Private
GEICO site, Friendship Boulevard/Willard Avenue	Private
Neighborhood Parks: Parcel 6	1. Land exchange/public purchase/private contribution 2. Private optional method amenity
Brookdale Park, GEICO site	Dedication to M-NCPPC
Open Space, GEICO site, north of Brookdale Park	Private or Dedication to M-NCPPC
Open Space, GEICO site, Western Avenue	Private or Dedication to M-NCPPC
Greenways: Little Falls Stream Valley	Existing
Chevy Chase Land site, enhance buffer	Private
GEICO boundary with Brookdale	Dedication to M-NCPPC

**TABLE 7 (CONTINUED)
PROPOSED FUNDING RESPONSIBILITY FOR
RECOMMENDED IMPROVEMENTS**

DESCRIPTION AND LOCATION	FUNDING RESPONSIBILITY
TRANSPORTATION:	
Metro short-term parking/taxi stand:	
Chevy Chase Land site (30 spaces)	Private
Hecht's site	Private
New Streets or Street Alignments:	
Hecht's site, internal streets	Private
GEICO site, internal streets	Private
Relocated The Hills Plaza, at Willard Avenue	Private
Street Widening and Intersection Improvements:	
Willard Avenue, Friendship Boulevard to The Hills Plaza	Private
Willard Plaza, The Hills Plaza to Wisconsin Avenue	Private
River Road and Little Falls Parkway	Public or Private
River Road and Western Avenue	Public or Private
Wisconsin Avenue and Western Avenue	Public or Private
Street Opening:	
Somerset Terrace/Friendship Boulevard	Private
Bikeway Network:	
Class I: GEICO greenway	Private
Class I: North side of Western Avenue	Private
Class I: Chevy Chase greenway and Montgomery Street: Portion requires consent of Chevy Chase Village	Option #1 Public and Private Option #2 Public
Class II or III: Belmont Avenue and Grove Street	Public: Portion requires consent of Chevy Chase Village



**TABLE 7 (CONTINUED)
PROPOSED FUNDING RESPONSIBILITY FOR
RECOMMENDED IMPROVEMENTS**

DESCRIPTION AND LOCATION	FUNDING RESPONSIBILITY
Bikeway Network (continued):	
Class II or III: GEICO streets	Private
Class II or III: Friendship Boulevard between Western Avenue and Somerset Terrace	Public
Class II or III: North Park and South Park Avenues	Public
Class II or III: Willard Avenue	Public
Bicycle storage at Metro	Public
PEDESTRIAN AND STREETScape IMPROVEMENTS:	
Wisconsin Circle: Mid-block pedestrian crossing, traffic signal, and fence removal	Public
Wisconsin Circle: Streetscape	Private
Wisconsin Avenue: Urban Boulevard	Private
Willard Avenue: Promenade	Private
Western Avenue: Promenade	Private
Friendship Boulevard: pedestrian crossing(s)	Public
Friendship Heights Village additional trees	Public (Special tax district)

**TABLE 8
SPECIAL STUDIES OR MONITORING RECOMMENDATIONS**

DESCRIPTION AND LOCATION	FUNDING RESPONSIBILITY
MONITORING: Friendship Boulevard/Western Avenue intersection	DPWT
Wisconsin Avenue cars stopping in "No Standing" zones	DPWT
Residential streets near congested intersections for cut-through traffic	DPWT
Implementation of neighborhood protection program	DWPT
OPERATIONS: Expanded weekend transit service	DWPT
STUDY: Bus circulation at Wisconsin Circle	WMATA, DPWT
Expanded bikeway links: to Somerset	Town of Somerset
to Capital Crescent Trail	DPWT, Coordination with WABA

- DPWT (Department of Public Works and Transportation)
- WMATA (Washington Area Metropolitan Transit Authority)
- WABA (Washington Area Bicycle Association)