

Resolution No.: 13-1148  
Introduced: January 27, 1998  
Adopted: January 27, 1998

COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND  
SITTING AS A DISTRICT COUNCIL FOR THAT PORTION  
OF THE MARYLAND-WASHINGTON REGIONAL DISTRICT  
WITHIN MONTGOMERY COUNTY, MARYLAND

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By: District Council

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Subject: Approval of Planning Board (Final) Draft Friendship Heights Sector Plan

Background

1. On March 21, 1997, the Montgomery County Planning Board transmitted to the County Executive and the County Council the Planning Board (Final) Draft Friendship Heights Sector Plan.
2. The Planning Board (Final) Draft Friendship Heights Sector Plan amends the Master Plan for the Friendship Heights Planning Area.
3. On May 19, 1997 the County Executive transmitted to the County Council a copy of the Fiscal Impact Analysis on the Planning Board (Final) Draft Friendship Heights Sector Plan.
4. On July 8, and July 20, 1997 the County Council held a public hearing regarding the Planning Board (Final) Draft Friendship Heights Sector Plan. The Sector Plan was referred to the Planning, Housing, and Economic Development Committee for review and recommendation.
5. On October 6, October 20, November 3, November 10, and November 17, 1997 the Planning, Housing, and Economic Development Committee held worksessions to review the issues raised in connection with the Planning Board (Final) Draft Friendship Heights Sector Plan.
6. On November 25, December 2, December 9, 1997, and January 27, 1998 the County Council reviewed the Planning Board (Final) Draft Friendship Heights Sector Plan and the recommendations of the Planning, Housing, and Economic Development Committee.

### Action

The County Council for Montgomery County, Maryland sitting as the District Council for that portion of the Maryland-Washington Regional District in Montgomery County, Maryland, approves the following resolution:

The Planning Board (Final) Draft Friendship Heights Sector Plan, dated March 1997 is approved with revisions. Council revisions to the Planning Board (Final) Draft Friendship Heights Sector Plan are identified below. Deletions to the text of the Plan are indicated by [brackets], additions by underscoring.

Page xvii: Modify the last paragraph as follows:

Cafes, fountains, seating, and [community and cultural] programmed events at a major public park and community center proposed for the Hecht's site and at urban parks proposed for the Chevy Chase Land Company site will all serve to enliven the Town Center. Other urban parks and green areas are proposed to encourage sitting or strolling on the Hecht's, Barlow, and GEICO sites. A greenway, including an expanded Brookdale park, open spaces (possibly including youth ballfields), and a [bicycle ]path for cycling and walking, will create a linkage [form the seam] between Brookdale and the new residential neighborhood proposed for the GEICO site. Greenways are also [proposed] recommended [to buffer] as a transition from the Town of Somerset and Chevy Chase Village [from] to the urban area. (See Figure 44.)

Page xix: Modify the fourth bullet as follows:

- Enhancing Wisconsin Avenue's ability to serve as a shopping "boulevard" by [E] expanding opportunities for [regional] retail on the Hecht's site and along Wisconsin Avenue on the Chevy Chase Land Company site.

Page xx-xxi: Revise the figure to provide a concept sketch that illustrates the Council's recommendations for Friendship Heights.

Page xxiii: Modify the second sub-bullet under the third bullet as follows:

- o Providing compatible, human-scale transition uses near the neighborhoods: townhouses and low-rise multi-family homes on the GEICO site and [a four] up to a three-story commercial or residential building with ground floor retail along Wisconsin Avenue on the Chevy Chase Land Company site.

Page xxv: Modify the first bullet as follows:

- Improving access to the Metro station through direct pedestrian connections, enhanced access for people with disabilities, provision of short-term parking and taxi facilities on the west side of Wisconsin Avenue, and a neighborhood shuttle service.

Page xxvi: Modify the illustrations to conform with Council revisions to the Plan.

Page xxvii: Modify the fourth bullet as follows:

- Creating a new neighborhood park on Parcel 6 in the Village of Friendship Heights [Village], [and] expanding [the existing] Brookdale Park, and adding other open spaces with potential active uses such as ballfields on the GEICO site.

Page 14: Under the heading 1974 Friendship Heights Sector Plan, insert the following text before the first paragraph and modify the first paragraph as follows:

The 1974 Sector Plan was developed to provide more specific planning guidelines, as well as detailed recommendations for development which were not furnished by the 1970 Bethesda-Chevy Chase Master Plan. The plan either reaffirmed or amended many of the recommendations in the 1970 Bethesda-Chevy Chase Master Plan including: provisions for expansion of the CBD; provisions for the orderly development around a Metro station; and the protection of surrounding single-family neighborhoods. This plan was one of the first to consider the issue of traffic generation and trips in conjunction with different land uses.

The 1974 Sector Plan for Friendship Heights recommended medium-density commercial and office uses for the parcels nearest the Metro station and lower densities, primarily residential uses, for undeveloped properties farther from the Metro station area. It prohibited expansion of commercial and high-density residential uses beyond the limits of the designated CBD boundary. Specifically, the plan recommended that no further commercial or office development should be allowed on the GEICO tract. The Sector Plan recommended against development of the Chevy Chase Land Company's parking lot (Parcel 10A) and the Chevy Chase Center (Parcel 10B). The Plan retained the R-60 Zone for the parking lot and removed it from the CBD in order to prevent any redevelopment during the life of the 1974 Sector Plan.

The 1974 Sector Plan removed more than 24 acres from the designated central business district (CBD). It reduced the size of the CBD from 62 acres to approximately 37.5 acres. The 37.5 acres in the CBD were rezoned to the CBD-1 and CBD-2 categories. It also recommended a substantial scaling down of total allowable development to relate the amount of development to the ability of the existing feeder road system to serve the area. [The recommendations included a prohibition on expansion of commercial and high residential uses beyond the CBD boundary.] The plan also identified the following policies and related recommendations:

[The 1974 Sector Plan identified the following policies and related recommendations:]

Page 14: Modify the third bullet as follows:

- Avoid degradation of the business community. The plan provided for the use of the new CBD zones and the optional method of development as a vehicle to encourage a mix of residential and commercial development.

Page 14: Insert the following text after the last bullet as follows:

- Provide local parks and easements. The plan recommended the acquisition of Brookdale Park and the park known today as Page Park.

Page 23: Modify the second sentence of the third paragraph as follows:

This Plan [provides guarantees against] limits commercial expansion into residential neighborhoods by recommending confirmation of the CBD boundaries with one minor change, and by [endorsing] including guidelines for special exception land uses in surrounding neighborhoods.

Page 24: Modify the illustration to conform with Council revisions to the Planning Board Draft.

Page 27: Modify the first sentence on the page as follows:

An expanded neighborhood park and two significantly sized open spaces within a greenway will retain yet enhance the current visual separation from the high-rise apartment buildings across Willard Avenue. The small urban park at the corner of Friendship Boulevard and Willard Avenue will help protect the views from the residential buildings in Friendship Heights of the new office development. (See Figure 31.)

Page 30: Delete the following section from the first paragraph and then combine the first and second paragraph.

The study also concluded that there would be little appreciable difference in future traffic between the medium and high land use alternatives over the next twenty years because of the influence of regional through traffic. [For the medium alternative, no intersection within the Sector Plan area would exceed the critical lane volume (CLV) standard of 1800 CLV used in the County for Metro Station policy areas today. Outside the Sector Plan area, the intersection of River Road and Western Avenue, which is at level of service F today, would not only exceed the Bethesda-Chevy Chase standard of 1650 CLV but also the Metro station policy area standard of 1800 CLV. For the high alternative, the impact on the intersection of River Road and Western Avenue intersection contributed to a decision not to recommend the high alternative.]

Page 30: Under the heading Planning and Urban Design Principles, modify the second to last sentence of the paragraph under the first bullet to read as follows:

The size of the site and its location next to the Metro station also make it suitable for office, hotel [or] and high-density housing.

Page 33: Paragraph three. change the last sentence to read as follows:

Table 2 shows the maximum [potential] total development by land use recommended for the major sites over the life of the Plan.

Page 33: Add a new paragraph following paragraph three to read as follows:

Total development includes the sum of the horizontal area of all floors of all buildings measured from the exterior faces of the exterior walls. Total development includes basements, cellars and common areas. and excludes parking areas and rooftop mechanical structures.

Page 34: Modify the illustration to conform with the Council's revisions to the Planning Board Draft.

Page 36: Modify the illustration to conform with the Council's revisions to the Planning Board Draft.

Page 37: Modify Table 1 to include all properties in the Sector Planning Area.

Page 37: Modify Table 1A to conform with the Council's revisions to the Planning Board Draft.

Page 38: Modify Table 2 to conform with the Council's revisions to the Planning Board Draft and to include all properties in the Sector Planning Area.

Page 40: Modify the illustration to conform with the Council's revisions to the Planning Board Draft (Parcel 10B dimensions may be altered due to extension of the grocery store).

Page 41: Delete the first recommendation and replace as follows:

- 1. Extend the CBD-1 Zone for the Chevy Chase Center from 73,156 square feet to approximately [112,500] 150,000 square feet by expanding the arc of the zoning line [approximately 56 feet] to the north and east. [This recommendation is not intended to expand the building line.] Apply a neighborhood retail preservation overlay zone to the center to retain, on the ground floor, a grocery store and a mix of neighborhood-serving retail uses similar to the existing ones. (See Design Guideline 1, below. See Figure 21.)]**

[The proposed change to the CBD-1 zoning line will allow up to 225,000 square feet of total development (about 127,000 square feet of additional development) to occur within the CBD-1 density limit for the optional method (2.0 FAR). The change will allow an increase in office space adjacent to Metro through partial redevelopment of the Chevy Chase Center, encourage reconfiguring community retail uses, and bring the internal street north of the existing center under the optional method site plan review procedures to ensure a coordinated design.]

**[An optional method project will only be approved if a grocery store is included in the project and neighborhood serving retail remains the predominant use on the ground floor. A grocery store will not be required in such a project, however, if one has already been provided elsewhere in the Sector Plan area prior to approval of an optional method development on the Chevy Chase Land Company site.]**

**1. Allow a maximum of 300,000 square feet of total development (approximately 65,000 square feet of neighborhood retail space, generally on the ground floor, and 235,000 square feet of office space). This limit includes any existing structure that is not redeveloped.**

Page 42: Delete the second and third recommendations at the top of the page and replace with text as follows:

[2. Rezone approximately 216,900 square feet on a portion of the Chevy Chase Land Company parking lot adjacent to Wisconsin Avenue from the R-60 Zone to the TS-M Zone to allow two new four-story buildings with ground floor retail and a maximum total square footage of 120,000. The R-60 base zone would remain, pending a request to change the zoning through a local map amendment.]

[3. Retain the R-60 Zone to create an expanded buffer area adjacent to the Belmont/Grove Street right-of-way as follows: locate the R-60 Zone line 25 feet from the eastern property line parallel to Wisconsin Avenue and 20 feet from the eastern property line perpendicular to Western Avenue, with a wider, triangular area in the center--as illustrated in Figure 21 and Figure 23. The R-60 zoned area would be approximately 28,800 square feet.]

**1. Designate the site as part of a transit station development area and suitable for the TS-M floating zone. The base zone should remain R-60.**

**2. Allow a maximum of 112,000 square feet of development, with ground floor retail in two low-rise buildings.**

**3. Enhance and/or expand the buffer area between Chevy Chase Village and commercial development, as described in the design guidelines.**

Page 42: Under the heading Design Guidelines, delete number 1 and replace with text as follows:

[1. Maintain the building line of the existing center.]

- [• Locate new office development directly over the existing building footprint and preferably within the center of the block, stepping down from seven stories to lower building heights along Western and Wisconsin Avenues.]

**1. Site any new development in the general location of the existing development.**

- Step buildings down from a maximum of nine stories in the center (on Wisconsin Circle) to no more than five stories on Wisconsin Avenue and four stories along Western Avenue.
- Provide neighborhood retail uses on the ground floor, in accordance with the neighborhood retail preservation overlay zone (currently being developed).
- Orient the buildings to achieve maximum compatibility with, and distance from, the existing residential community to the northeast while also achieving efficiency and safety on-site.
- Include a grocery store with a minimum of 20,000 square feet on the ground floor of a building within the office-retail center. To allow continuous operation and the most efficient layout, some amount of grocery store space (a maximum of 10,000 square feet) may extend beyond the office footprint and be built at-grade. The property owner has proposed a phased construction plan that will allow the extended portion of the grocery store to be constructed and occupied first, while the remainder of the store and the office building, of which it is part, are constructed. To achieve the Plan's goal of a continuously operating grocery store, County representatives should support this phased development effort by ensuring that there are no unnecessary delays in the consideration of various development approvals.

Page 42: Under the heading Design Guidelines, delete number 2 and replace with text as follows:

[2. Relocate the loading dock for the grocery store, preferably along the northeast side of the building, to preclude obstructing traffic on Wisconsin Circle.]

**2. Maintain a clearly defined internal street to the north of the existing center as a private Mixed Street connecting Wisconsin and Western Avenues.**

- Design the street to ensure the most efficient internal circulation pattern without encouraging cut-through traffic from Western Avenue to Wisconsin Avenue.

- Minimize vehicular/pedestrian conflicts.
- Enhance the street with trees, adequate sidewalks, special paving, and curbside drop offs for convenient pedestrian access.
- Accommodate possible use by transit vehicles in the street design.

Page 42: Under the heading Design Guidelines, delete number 3 and replace with text as follows:

[3. Maintain and enhance the internal street to the north of the existing center as a private Mixed Street.]

**3. Avoid locating service areas for the office buildings and neighborhood retail on Wisconsin Avenue, Wisconsin Circle, or Western Avenue.**

- Provide an efficient layout that minimizes conflicts between pedestrians and service vehicles and encourages retail activity along the internal street.
- Reduce the impact on the adjacent residential neighborhood by locating service areas within the building footprint. If the Planning Board determines that a service area cannot be internal, it should be heavily screened to minimize visual and auditory impacts on surrounding neighborhoods.

Page 42: Under the heading Design Guidelines, modify number 4 as follows:

[4. Relocate the existing public use space closer to Wisconsin Avenue in order to provide safer access to Metro and create a more open and desirable pedestrian space.]

**4. Provide one or more public use spaces with a total minimum of 8,000 square feet (for all spaces) to create an attractive and functional environment. Locate at least one space where it will provide safe pedestrian access to Metro. A phasing plan should be included in the project plan to indicate the timing of development and to ensure that public use spaces are provided as early as feasible in the development of this site.**

- Encourage public use and pedestrian activity by providing shade trees, special paving and lighting, [moveable] tables and chairs, and a schedule of programmed activity for the community [other features such as fountains and artwork].



- Enliven and enrich the space with such features as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated in the floor or vertical surfaces or be free standing elements.
- Locate [activating] neighborhood retail (including entrances) next to the open space(s) to encourage public use and enjoyment.

Page 43: Under the heading Design Guidelines, modify number 5 as follows:

- Consider [P]providing [e] a mid-block pedestrian crossing after an operational analysis of conflicting movements in Wisconsin Circle. [at a location that is coordinated with the public use space and with an operational analysis of conflicting movements in Wisconsin Circle] The location should be coordinated with the siting of a public use space, pedestrian and vehicular circulation, and garage and bus access. (See Pedestrian and Streetscape Plan.)

Page 43: Under the heading Design Guidelines, delete number 6 and 7 as follows:

**[6. Provide Kiss and Ride parking for Metro.**

- Maintain 30 short-term parking spaces at safe and convenient locations as close as possible to paths leading to the Metro station.]

**[7. Locate parking required for new development within terraced parking structures and/or below street level on the adjacent parcel 10A.**

- Locate any terraced parking to take advantage of the existing grade changes. Such parking should not be higher than elevation 325 in order to be sufficiently below grades along the Grove Street right-of-way to the east and to achieve compatibility with the adjacent residential neighborhood.
- Ensure security and convenience in the design of the structure.]

Page 43: Under the section Chevy Chase Land Company Parking Lot....., modify number 1 as follows:

1. Allow up to [120,000] 112,000 square feet of [commercial] development along Wisconsin Avenue. No development is allowed on Parcel 10A other than that described in the design guidelines below, (which include the possibility of terraced parking). Buildings proposed for other locations on the site would not be in compliance with the Sector Plan.

- Require retail on the ground floor and allow the property owner to determine the use (retail, office or residential) for the upper floors.
- Divide the allowable density into two buildings to achieve human scale and avoid a long uninterrupted building line.
- [Do not exceed four floors in height] Limit the building height to three floors and set back the top floor [with a terrace to reduce the visual impact of the building height].
- [Locate buildings approximately 160 feet from the Belmont/Grove Street right-of-way to ensure compatibility with adjacent residential properties.] Limit the width of the northern building to approximately 90 feet and limit the width of the southern building to approximately 120 feet to provide an adequate setback from the adjacent neighborhood.
- Locate buildings [a minimum of] approximately 20 feet from the existing curb along Wisconsin Avenue to provide adequate [pedestrian] space for pedestrians and streetscape improvements.

Page 44 and 45: Modify the illustrations to conform with the Council's revisions to the Planning Board Draft.

Page 46: Modify the bullets under number 2 as follows:

- [Locate activating retail and restaurants] Provide street-oriented retail only, which could include restaurants, at street level. (The proposed neighborhood retail preservation overlay zone would not be appropriate at this location.)
- Orient storefronts and entrances to Wisconsin Avenue. Depending on store layout, it may also be possible to provide entrances along the east side of the buildings, especially on the southern building.

Page 46: Modify the bullets under number 3 as follows:

- Provide approximately 9,000 square feet of public use space in addition to sidewalks and green area within the parking lot to create an urban park between the buildings along Wisconsin Avenue. A phasing plan should be included in the development plan to indicate the timing of development and to ensure that public use spaces are provided as early as feasible in the development of this site.
- Ensure that the park provides a safe and convenient connection to Wisconsin Avenue from the [rear] parking [areas] lot.

- Encourage public enjoyment and comfort by providing [moveable] tables and chairs, shade trees, special paving, lighting, and other features [such as a fountain and artwork].
- Locate [activating] retail that creates a focal point for activity, such as restaurants and cafes, next to the park. (Outdoor cafes should not be considered part of the 9,000 square feet required for public use space.)

Page 46: Insert the text below after the last bullet of number 3 as follows:

- Enliven and enrich the space with such features as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated into the floor or vertical surfaces or be free-standing elements.

Page 46: Delete number 4 and replace with the text as follows:

[4. Expand the buffer between Chevy Chase Village and the commercial corridor.

- [• Create an expanded buffer area as illustrated in Figure 23 to ensure compatibility with Chevy Chase Village. The buffer area includes the R-60 zoned area and the parking lot sideboard setback in the TS-M zoned area.]
- [• Submit a landscape concept plan for the buffer area with the development plan application for the TS-M local map amendment. Provide at the Grove Street elevation a dense mixture of evergreens, deciduous trees and understory shrubs to effectively screen views of new development from the adjacent residential neighbors.]
- [• Maintain pedestrian access from the neighborhood to Montgomery Street]

4. Enhance the buffer and create a greenway between Chevy Chase Village and the commercial areas.

- Define the western edge of the buffer as the line of the existing wall separating the Chevy Chase Land Company parking lot from the Belmont/Grove Street right-of-way and the private residential property abutting Western Avenue. No development or parking is permitted east of the existing wall.
- Include a comprehensive landscape plan for the buffer area with the development plan for Parcel 10A or the Project Plan for Parcel 10B, depending on which parcel develops first. (An adequate buffer is essential to redevelopment of Parcel 10A or 10B; a rezoning application that does not show a substantial buffer will not be in compliance with the Sector Plan.) Buffering must be completed in the first stage of any new development or redevelopment of Parcels 10A or 10B.

- Provide an intensive landscape treatment behind the existing wall and along the unbuilt Belmont/Grove Street right-of-way to screen the commercial development from the residential neighborhood and create a greenway with a woodland character. This treatment should include such features as the extension of a wall or wrought iron fence from the termination of the existing wall to Montgomery Street and from Montgomery Street to the wall behind Saks Fifth Avenue. Balance screening and security objectives in improving the Montgomery Street entrance. Improve the Montgomery Street sidewalk connection from Wisconsin Avenue to the parking lot. Supplement and enhance the existing plantings along the unbuilt right-of-way on both sides of the pedestrian/bicycle path, including land not owned by the Company. Provide a dense mixture of evergreens, deciduous trees, and understory shrubs. Provide other enhancements such as low lighting and seating along the path.
  
- Implement this buffering plan via an agreement between Chevy Chase Village and the Chevy Chase Land Company. If such an agreement cannot be reached, the Planning Board should consider whether, as an alternative, the buffer should be expanded into the parking lot to the west of the existing wall with all landscaping planted on property owned by the Chevy Chase Land Company. This approach will mean the loss of surface parking spaces and is not the preferred option.
  
- Provide screening above the existing wall adjacent to the residential property on Western Avenue.
  
- Provide a pedestrian/bicycle path (a Class I bikeway) from Grove Street to Belmont Avenue.

Page 46: Modify number 5 as follows:

5. **Locate and screen service areas so that the east side of the buildings presents a pleasing appearance from parking areas and from the adjacent neighborhood.**

Page 46: Delete number 7 and replace with the text as follows:

- [7. Provide a combination of terrace, underground and surface parking, to be coordinated with the parking for the Chevy Chase Center.]
  
7. **Allow a combination of surface, terrace, and underground parking to meet the requirements for the Chevy Chase Center and Wisconsin Avenue buildings.**
  - Preserve as many as possible of the existing trees and plant additional trees on the surface lot or the top level of any terrace parking.

- Attempt, to the extent possible, to serve all retail parking needs with surface parking. A terrace parking structure on a limited portion of the parking lot is the second choice for meeting retail parking needs. If terrace parking is constructed, the top levels should be reserved for retail shoppers.
- Evaluate at the time of the development plan or project plan whether terrace parking is necessary to meet the retail parking requirements. While shared parking provided for in the Zoning Ordinance should be allowed, the size of the terrace structure should be the minimum necessary to meet retail needs and not expanded to allow for office parking.
- Locate any terrace parking to take advantage of the existing grade changes. Such parking should be sufficiently below grades along the Belmont/Grove Street right-of-way to achieve compatibility with the adjacent neighborhood. The top level would generally be at the base of the existing wall, at approximately elevation 325.
- Maintain 30 short-term Kiss and Ride parking spaces. Place at safe and convenient locations as close as possible to direct paths leading to the Metro station.
- Ensure security and convenience in the design of any structure.

Page 46: Insert at the end of the page as follows:

- 8. Retain the existing building and parking setbacks from the right-of-way along Western Avenue. Enhance the area with landscaping, to create the Promenade called for in the Pedestrian and Streetscape Plan and to provide a transition between the commercial area and adjacent residential neighborhoods. Coordinate the design of the promenade with the District of Columbia.**

Page 49: Under the heading Objectives, modify number 6 as follows:

6. Ensure direct, convenient pedestrian and vehicular access to the Metro station and short-term parking for dropping off or picking up Metro riders.

Page 50: Modify the Recommendations section as follows:

**Rezone the site from the CBD-1 Zone to the CBD-2 Zone, with a maximum of one million fifty thousand square feet of total development . (See Figure 21.)** [Within the commercial component, the Plan recommends a maximum of 750,000 square feet of gross floor area for office and retail use, with retail not to exceed 450,000 square feet of gross leasable area. In addition, the Plan recommends a hotel with 150,000 square feet of gross

floor area. The Plan recommends 90 to 100 dwelling units, or 100,000 square feet of residential development.] Develop and apply an overlay zone that would ensure that a significant portion of the development could only proceed under the optional method. With optional method development, the Plan recommends a total of 750,000 square feet of combined retail and office space. The retail component should be large enough to allow, at a minimum, ground floor retail, particularly along Wisconsin Avenue, with a maximum of 450,000 square feet of retail space. In addition, the Plan recommends a hotel of approximately 150,000 square feet and a minimum of 150,000 square feet of residential space (approximately 135 dwelling units). These limits apply to the entire site and should not be adjusted based on any change in ownership patterns. The project plan should indicate the phasing of development, including the location, design, and timing of the residential units. Limited amounts of retail space included in the office or hotel component which the Planning Board determines is designed and intended for the use of office employees or hotel guests respectively may be counted as part of the office or hotel space and not counted as part of the retail square footage limitation.

A grocery store could also be included within the development on the site. One suitable location for the facility would be [The grocery store would have the most suitable location with access from Friendship Boulevard] under another level of development at 50 percent or more below grade, to take advantage of the topography of the site. A facility of up to [30,000] to 40,000 square feet [foot store] could be constructed [under a retail level at 50 percent or more below grade;]. If the Planning Board determines at the time of the project plan application that additional grocery space is desirable for Friendship Heights, it may allow the grocery store to be included in the development without being counted towards the overall square footage limits otherwise specified for this site in this Plan [so constructed would not be counted toward the FAR of the site].

Page 53: Modify the third bullet in number 2 and create a fourth bullet as follows:

- Ensure that the park is visible from public streets and [activated by] that adjacent land uses create activity next to the park.
- Provide sufficient flexibility to consider an alternative public use space that achieves Plan objectives for this site at the time of the project plan, particularly if the property is developed in sections by multiple owners.

Page 53: Modify the fourth bullet under number 4 as follows:

- Emphasize the pedestrian entrance to Metro and work in conjunction with Metro to improve access for people with disabilities where possible and reasonably feasible.

Page 55: Modify number 11 as follows:

11. [Design and ] Locate service [loading] areas [to minimize vehicular and pedestrian conflicts] within buildings or on internal streets.

- Do not place any service area on Wisconsin Avenue, Western Avenue, Willard Avenue or Friendship Boulevard.
- Avoid siting [loading] service areas where there will be large numbers of pedestrians.
- Visually screen [loading] service areas located on internal [from the] streets.

Page 56-57: Modify the illustration to conform with Council revisions to the Planning Board Draft.

Page 60: Modify the illustration to conform with Council revisions to the Planning Board Draft (including the change in the footprint of the three office building, two open spaces with no specific designated use but large enough to each accommodate a youth sized ballfield, and the addition of the three houses removed in the Planning Board Draft).

Page 61: Under the heading Recommendations, modify number 1 as follows:

1. **[Rezone an area of approximately nine acres located along Willard Avenue between North Park Avenue and Friendship Boulevard and along Friendship Boulevard between Willard Avenue and Western Avenue from the R-60 Zone to the TS-M (Transit Station-Mixed) Zone.] Designate an area of approximately nine acres located along Willard Avenue between North Park Avenue and Friendship Boulevard and along Friendship Boulevard between Willard Avenue and Western Avenue as part of a transit station development area and suitable to be rezoned from the R-60 Zone to the TS-M (Transit-Station-Mixed) Zone.** This area will accommodate the proposed commercial redevelopment of the property along Friendship Boulevard: 295,000 square feet of new office development or [approximately] a maximum of 810,000 square feet of total office development. It will also accommodate multi-family residential development along Willard Avenue. The [maximum] approximate number of dwelling units in the residential portion of the TS-M area would be 272, including Moderately Priced Dwelling Units (MPDU's) and applying the maximum MPDU bonus. In any event, the number of dwelling units in the residential portion of the TS-M area, when combined with the dwelling units in the R-60/TDR area, may not exceed 500, including MPDU's.

Page 61: Under the heading Recommendations, modify number 2 as follows:

2. **Rezone the remaining area to the R-60/TDR Zone at a density of 11 dwelling units to the acre.** [The Plan recognizes that the existing GEICO building would become a legal non-conforming use, pending its eventual demolition.] The zone would yield up to 228 dwelling

units with MPDU's and the maximum MPDU bonus. The number of TDR's would be 102 [or 51 under a proposed text amendment to require one TDR for every two units in a Transit Station Policy Area]. The existing GEICO building would become a legal non-conforming use and is recommended to be demolished as a condition for construction of the proposed new office buildings. This demolition is essential to achieve the Plan's recommendation for residential units.

Page 61: Under the heading, Recommendations, insert the text below after number 2 as follows:

3. Require, in the development plan for the TS-M local map amendment (and as part of any other development approvals), a staging plan that would include the following elements:

- The existing GEICO office building must be demolished as a condition for construction of the proposed office buildings.
- A maximum of 810,000 square feet of commercial space may be occupied on the site at any time.
- The existing office building must be demolished within a fixed time after issuance of a certificate of occupancy for 514,000 square feet of new space.
- Residential units may be constructed on the site where the building stood.
- The site must be landscaped if the residential units will not be built within six months after demolition of the existing building.

Page 61: Modify the last paragraph as follows:

The Plan recognizes that GEICO intends to sell houses that the company owns in the Brookdale neighborhood. Such a sale would stabilize and protect the Brookdale neighborhood and would be a good-faith assurance of the company's intent to remain within current Sector Plan boundaries. While any houses are retained in GEICO ownership, they should be maintained to a standard comparable to others in the area. [This paragraph is not intended to conflict with the possibility of removing three of the houses on Cortland Road to accommodate the ballfield discussed in the Design Guidelines.]

Page 62-63: Modify the illustration to conform with Council revisions to the Planning Board Draft.

Page 64: Under the heading Design Guidelines, modify number 1 as follows:

1. **Provide an office development [consisting of] with a maximum of 810,000 square feet along Friendship Boulevard between Willard and Western Avenues.**



- Provide a transition in height from nine stories near Willard Avenue to [six] no more than five stories near Western Avenue.
- Maintain a minimum building setback of 80 feet from the curb along Western Avenue and 20 feet from the curb along Friendship Boulevard, as provided in bullets 6 and 7.
- Provide ground floor street-front retail, ancillary to the office development, along Friendship Boulevard to promote pedestrian activity. The Plan envisions convenience retail, such as dry cleaners or sandwich shops. There should be no retail along Western and Willard Avenues or on the sides of the office buildings that face residential units in the new community.
- Meet parking requirements in underground structures [and along streets].

Page 64: Under the heading Design Guidelines, modify the second bullet of number 2 as follows:

- Locate townhouses and/or one-family attached units as a transition between the detached houses of Brookdale and the new commercial and mid-rise residential development on Friendship Boulevard and Willard Avenue. The design, orientation, and height of structures along the border with Brookdale should be sensitive to views from that community. The maximum building heights along the border should be 35 feet to ensure compatibility.

Page 64: Under the heading Design Guidelines, modify number 3 as follows:

- 3. Provide a greenway that includes a neighborhood park and two additional open spaces for Brookdale and the new residential neighborhood.**

Page 65: Modify the first line on the page as follows:

- c. Pedestrian and bicycle connections from the adjoining neighborhoods

Page 65: Under the heading Design Guidelines, delete the entire number 4 section and replace with the following:

- 4. Provide two new open spaces as part of the greenway.**

- Provide one new open space to the north of Brookdale park and one along Western Avenue between Friendship Boulevard and the new residential community. The uses should be determined by the Planning Board at the time of the development plan for the GEICO site. A ballfield for youths 12 and under, or other active recreational uses, may be appropriate for one or both sites. Until the Planning Board make a final determination regarding use, adequate space should be reserved at the open space

adjacent to Brookdale park for a little league size field and at the Western Avenue site for a junior/practice size field. The Planning Board may make some adjustments in the dimensions of these open spaces once a use is selected, provided that two significantly sized open spaces are maintained.

- Determine, once the Planning Board has made a decision regarding the appropriate use (s) for the sites, whether one or both sites should be dedicated or privately owned and maintained. At this time, it is contemplated that at least one of the sites would be available for use by the general public (and not limited to residents of the new community) and therefore would be likely to be dedicated.

Page 66: Delete illustrations of potential ballfield locations because they show the ballfield options as requiring the taking of three houses or being located partially within Brookdale Park (the Council opposed both options).

Page 67: Under the heading Design Guidelines, modify number 5 as follows:

**5. Provide an interconnected street system through the site.**

- Connect a primarily public system to the following: (1) Willard Avenue across Park Avenue; (2) Willard Avenue across Shoemaker Farm Lane; and (3) Friendship Boulevard at a mid-block location coordinated with the Hecht's development. [A connection with Western Avenue could be considered.] (See Figure 31.)
- Design the street system (public and private) to:
  - a. Provide short blocks for human scale and animation.
  - b. Include tree-lined sidewalks on both sides of major neighborhood streets.
  - c. Provide vistas and focal points.
  - d. Minimize walking distances to the Town Center.
  - e. Discourage through-vehicle traffic but accommodate a Class II or III, on-street bicycle route.

Page 67: Under the heading Design Guidelines, modify number 7 as follows:

**7. Provide a promenade and open space along Western Avenue.**

- Maintain a minimum width of 80 feet from the building line to the curb [to create a small urban park that is an extension of the promenade].
- Provide two parallel rows of trees and a Class I bikeway (a separate path) between the two rows of trees along the street.

- [Include a sidewalk and a lawn/planting area with additional shade trees.] Coordinate the design of the promenade with the Western Avenue open space described in number 4 above.
- Coordinate the design of the promenade with the District of Columbia.

Page 73: Under the heading Description, modify the text as follows:

This 2.14 acre parcel on the corner of Friendship Boulevard and North Park Avenue in the Village of Friendship Heights contains a five-story office building [with 143,940 square feet of gross floor area] with approximately 132,000 square feet of total development including a sixth office floor below grade. The office building is located at the extreme western side of the site, leaving a large open green area, a driveway entrance, and an entrance to underground parking on the eastern side. The parcel is surrounded on the west by The Elizabeth apartment building, the north by Somerset House, the east by Brighton Gardens, the assisted living complex on the Marriott site, and the south by The Carleton and The Willoughby. (See Figure 13 and Figure 10).

The 1974 Sector Plan recommended an optional method residential development of 200 dwelling units, with 30,000 square feet of retail for this site. The owners did not pursue an optional method project but built the office building under the standard method of development. [It is currently nonconforming.] The siting of the office building in relation to the apartment building to the west is closer than standards today would allow and the offsetting public use space to the east contributes to the public health and welfare.

Page 73: Under the heading Recommendations, delete number 1 and replace with text as follows:

1. [Do not allow an optional method project which would use the remaining density. The siting of the office building in relation to the apartment building to the west is closer than standards today would allow and the offsetting public use space to the east contributes to the public health and welfare.] **Cap development at 132,000 square feet of total development unless the site is redeveloped.**

Page 73: Under the heading Recommendations, modify number 2 as follows:

2. If the existing office building is demolished, [R] reconfirm the recommendation of the 1974 Sector Plan for an optional method residential development with a maximum of 200 dwelling units and 30,000 square feet of ground floor retail [In the event that in the future the existing office building is demolished].

Page 74: Modify number 3 as follows:

3. Provide adequate setbacks on all sides for compatibility with adjoining residential structures, especially the Elizabeth condominium.

Page 74: Under the heading Recommendation, modify the paragraph as follows:

The offices will be within convenient walking distance of Metro and the ground floor retail will reinforce Plan objectives to have [animating] uses that create activity on major pedestrian corridors. The recommendations for Willard Avenue in the Transportation Chapter will allow a slightly wider sidewalk and safer pedestrian crossings that in the approved site plan. If in the future the site plan is amended, an even wider sidewalk would be desirable on Parcel 8. The open space on parcel 14 proposed in the site plan will become an urban park with pedestrian paths and seating areas, complementing other parks and amenity spaces in the Sector Plan area.

Page 75 to 76: Modify the text on these pages beginning with the first full paragraph on page 75 as follows:

This Sector Plan attempts to prevent the spread of commercial uses into residential neighborhoods by recommending that the boundaries established for the CBD by the 1974 Sector Plan be retained except for one slight extension at the Chevy Chase Center, by allowing more commercial density in some areas within the Sector Plan area, by providing for transitional uses, and by limiting the expansion of the area designated for commercial zoning. Although some extension of commercial zoning is recommended for the Chevy Chase Land Company property along Wisconsin Avenue, it is particularly important that there be no increase in commercial activity, including offices, along Wisconsin Avenue between Friendship Heights and Bethesda or along Western Avenue outside the areas recommended in this Plan for commercial zoning. The preservation of residential neighborhoods and concentration of commercial activities within the CBDs is an extremely important goal of this Plan and the Bethesda-Chevy Chase Plan. The Board of Appeals should consider these goals when reviewing any special exception applications in this area.

[Another way to limit commercial uses beyond the business district is to restrict the use of special exceptions in residential areas. This Sector Plan supports the following policy statement from the 1990 Bethesda-Chevy Chase Master Plan (pages 31-33):]

[“The Master Plan] This Sector Plan endorses guidelines for the location of special exception land uses in residential areas. Special exception uses, as identified in the Zoning Ordinance in single-family zones, may be approved by the Board of Appeals. Special exception uses may be compatible if they meet the standards and requirements, as well as the general conditions set forth in the Zoning Ordinance. The Zoning Ordinance provides that special exceptions may be denied by the Board of Appeals where they are inconsistent with Sector Plan recommendations. This Sector Plan seeks to provide guidelines that will protect residential areas [while also attempting to meet important social needs].

[“]To achieve these objectives, [it is recommended that] the following guidelines should be used for review of special exceptions in the planning area.

1. Strictly scrutinize for consistency with this Plan any request for a [Avoid excessive concentration of] special exception [and other nonresidential land uses] along major highway corridors. Because sites along these corridors have better visibility for business uses, they are more vulnerable to over-concentration. Of particular concern are [office] uses [, which should be discouraged and are better located in areas with commercial zoning, such as the Bethesda CBD. It is also important to minimize uses that might degrade the safety and capacity of the highway by creating too many access points and conflicting turning movements.] which may not be consistent with the Plan’s goals to concentrate commercial/office uses in the CBD. Special exception uses which are predominantly residential may be appropriate depending on the intensity.
2. Consider whether a proposed special exception use could degrade the safety and capacity of the highway by creating too many access points, intensifying the use of access points, and conflicting turning movements.

[Avoid over-concentration of commercial service or office-type special exception uses in residential communities. These include funeral parlors, horticultural nurseries, veterinary clinics, medical or dental clinics, medical or professional offices, and philanthropic organizations. The Plan does not discourage home occupations that meet Zoning Ordinance criteria. Areas which may be most vulnerable are near employment centers and along major highways.]

3. Protect major highway corridors and residential communities from incompatible design of special exception uses. In the design and review of special exceptions, the following guidelines should be followed [, in addition to those stated for special exception uses in the Zoning Ordinance]:
  - a. Any modification or addition to an existing building to accommodate a special exception use should be considered in terms of its compatibility [compatible] with the architecture and size of buildings in [of] the [adjoining] surrounding neighborhood [and should not be significantly larger than nearby structures].
  - b. Consider the location and screening of parking to minimize commercial appearances in residential neighborhoods. When possible, avoid front yard parking or consider landscaping and screening to minimize visual impact on neighbors. [Front yard parking should be avoided because of its commercial appearance; however, in situations where side or rear yard parking is not available, front yard parking should only be allowed if it can be landscaped and screened adequately.]
- [4. Support special exception uses that contribute to the housing objectives of the Master Plan. In general, the Plan endorses meeting special population needs through provision

of elderly housing and group homes that are compatible with nearby land uses. The Plan also endorses expanding choices of housing types by provision of accessory apartments.]

- [5. Support special exception uses that contribute to the service and health objectives of the Master Plan...In general, the Plan endorses provision of child day care, group homes, elder day care, and nursing homes. It is important to meet health needs through hospital services and hospice centers that are appropriately sized to be compatible with surrounding neighborhoods.”]

Page 77: Add the following text after the third bullet under “Goals”:

Friendship Heights functions with a high level of Metrorail ridership, without a grid system for traffic circulation, and with complex transit needs and movements at the Metro station located on the District of Columbia boundary at the center of the Central Business District.

The Plan recommends the exploration of several modest changes in intersection configuration, most involving more than one jurisdiction. It also recommends reviewing bus routing and circulation as well as possibly changing the destination of several routes. Likewise, this is a multi-jurisdictional decisions also involving the Washington Metropolitan Area Transit Authority.

The Plan recommends changes in access and public amenities in rights-of-way within the District of Columbia. The Plan also recommends improvements to pedestrian and bicycle safety and circulation, as well as the formation of a Transportation Management District, both of which would be most effective if they are coordinated with the District of Columbia.

Therefore, the Plan recommends forming a multi-jurisdictional task force to provide a forum for collaborative decision-making on transportation issues in the Maryland and District of Columbia portions of Friendship Heights. This task force should be convened as soon as possible to address all of the issues noted above, and should consist of representatives from the Montgomery County and District of Columbia Councils, Planning Departments, and Departments of Public Works, as well as WMATA, the Maryland Department of Transportation, Friendship Heights Village, Chevy Chase Village, and the appropriate Advisory Neighborhood Commissions in the District of Columbia. Representatives from the private sector including both resident and commercial interests should also be included.

Page 77: Revise the first part of the second sentence of the first paragraph under “Highway System” as follows:

It is a six-lane, north-south, major State highway ...

Page 77: Revise the first sentence of the second paragraph under “Highway System” as follows:

River Road, a four-lane major State highway just to the west of the Sector Plan area, [functions similarly to Wisconsin Avenue] passes through a residential area from beyond the

Capital Beltway to near Tenley Circle in the District of Columbia, except for the Westbard retail/industrial area.

Page 77: Revise the beginning of the first sentence in the third paragraph under “Highway System” as follows:

As a developed area with a[n established] highway network shared with the District of Columbia, Friendship Heights [roads]experiences the traffic congestion typical of an urbanized area.

Page 81: Revise the third sentence in the second paragraph as follows:

First, as a transit service hub, Friendship Heights will continue to benefit from the traffic mitigation resulting from the well-used Metrorail and Metrobus services as long as the area is not developed to the point where congestion would severely hinder bus access to the Metro station.

Page 81: Revise the beginning of the second sentence in the third paragraph as follows:

This intersection, just outside the Sector Plan area in the District of Columbia, ...

Page 82: Replace Figure 39 with the levels of service reflecting the Council’s land use and transportation recommendations.

Page 83: Replace Table 4 with the attached table.

Page 84: Insert a second footnote at the bottom of Table 5 as follows:

The streets for which a classification is not shown are Business District Streets.

Page 86: Modify the paragraph after the first bullet as follows:

Currently, Willard Avenue has four 10-foot travel lanes between Friendship Boulevard and The Hills Plaza. The Sector Plan supports the November 1990 Plan amendment recommendations for relocating The Hills Plaza and widening Willard Avenue. Willard Avenue will be widened to include four lanes [with] plus left-turn lanes between Friendship Boulevard and The Hills Plaza, within 90 feet of dedicated right-of-way, in conjunction with the combined development of parcels 8, 9B, and 14 for the Barlow Center. In addition, staff review of the Barlow Center preliminary plan indicated that [pedestrian crossing islands at the intersections] a median, a slightly wider sidewalk, and a new traffic signal, if warranted by DPW&T, at The Hills Plaza/Willard Avenue intersection should be provided. [This Sector Plan does not propose bicycle lanes for the length of Willard Avenue but recommends alternative bicycle routes. Deleting the bicycle lanes that were included in the 1990 Plan amendment will allow a wider sidewalk when the Barlow parcels redevelop.] The Sector Plan also recommends a Class II or III bike lane along Willard Avenue.

**Table 4**  
**Friendship Heights 2015 Intersection Performance Summary**  
**for the Recommended Land Use Scenario**

No.	N/S Street	E/W Street	Critical Lane Volume	Level of Service
1	Wisconsin Avenue	Dorset Avenue	1,453	D/E
2	Wisconsin Avenue	Somerset Terrace	1,487	E
3	Wisconsin Avenue	South Park Avenue	1,371	D
4	Wisconsin Avenue	Willard Avenue	1,338/1,564*	D/E*
5	Wisconsin Avenue	Western Avenue	1,793/1,567*	F/E*
6	Western Avenue	Oliver Street	791	A
7	Western Avenue	Cedar Parkway	1,210	C
8	Western Avenue	Chevy Chase Center Entrance	623	A
9	Western Avenue	Chevy Chase Center Exit	976	A
10	Western Avenue	Wisconsin Circle	699	A
11	Western Avenue	Military Road	1,089	B
12	Western Avenue	Friendship Boulevard	1,475 <sup>0,701</sup> / <del>1,531</del> *	E/E*
13	Western Avenue	River Road	1,982/1,670*	F/F*
14	River Road	Little Falls Parkway	2,004/1,811*	F/F*
15	River Road	Willard Avenue	1,503	E
16	Willard Avenue	North Park Avenue	889	A
17	Willard Avenue	Friendship Boulevard	817	A

\* The critical lane volumes reflect the implementation of the Plan's recommended intersection improvements.



Page 86: Modify the second bulleted section as follows:

- **Obtain additional right-of-way and provide a center median on Willard Avenue between Friendship Boulevard and Wisconsin Avenue as part of future redevelopment.**

The Plan recommends that as part of future redevelopment of the Hecht's site, a total of 90 feet of right-of-way should be dedicated for constructing a six-foot center median with left turn lanes on Willard Avenue between Friendship Boulevard and the Hills Plaza. (See Figure 42, Promenade B.) This [will not] may require relocating the curb along the Hecht's frontage. In addition, a total of 90 feet of right-of-way should be provided to construct a twelve-foot center median and wider sidewalks on Willard Avenue from The Hills Plaza to Wisconsin Avenue if the properties located in the southwest corner of the Wisconsin/Willard Avenue intersection are assembled and redevelop. This will require the abandonment of the old Willard Avenue right-of-way and relocating the curb. The median will improve pedestrian safety, enhance the visual environment in the Town Center with additional landscaping, and provide continuity with Wisconsin Circle. [More adequate] Wider sidewalks are needed to accommodate large numbers of pedestrians walking between commercial areas and to the Metro station. (See Figure 42, Promenade A.)

Page 86: Insert the following text after the second bulleted section as follows:

- **Modify the intersection of River Road and Little Falls Parkway.**
- Two modifications are proposed here. One is to remove the narrow median on the southeastern leg of River Road and provide an additional through lane on River Road's northwest-bound approach (i.e., towards Westward). The narrow median exists only to reinforce the separation between the southeast-bound and northwest-bound flows; it is not a pedestrian refuge, and there is no crosswalk on its side of River Road. The other proposed change is to re-stripe the southwest-bound approach of Little Falls Parkway to provide two through lanes and separate left and right turn lanes. Neither improvement would widen the roadway beyond the present curb lines, so there would be no incursion into Little Falls Park.
- **Recommend to the District of Columbia consideration of the modification of the intersection of River Road and Western Avenue.**

Both legs of Western Avenue have four lanes, with two approach lanes and two lanes with which to receive traffic (the southwest leg has a short additional right-turn lane). The proposed improvement would re-stripe these lanes so that there would be three approach lanes on each leg (one left lane, one through lane, one right lane), and one receiving lane on each leg. The exclusive left turn lanes created by the re-striping would

eliminate the inefficient split signal phasing resulting from the existing shared through-left turn lanes on the Western Avenue intersection approaches. A very minor widening at the east corner of the intersection--literally one or two feet--may be needed to allow a wide enough berth for trucks turning left from southeast-bound River Road to northeast-bound Western Avenue.

- **Recommend to the District of Columbia consideration of the modification of the intersection of Wisconsin Avenue and Western Avenue.**

Prohibit left turns from northeast-bound Western Avenue to northbound Wisconsin Avenue, and convert the left-turn lane into a through lane. This modification would involve no new construction. Left turns would be re-directed to other routes, most prominently via Friendship Boulevard and Willard Avenue. Additional public input should be solicited before implementing this measure.

Page 87: Insert the following text at the end of the second paragraph of the first bullet:

Hourly parking restrictions on Wisconsin Avenue and enforcement of these restrictions should be coordinated between the Maryland and District of Columbia portions of Friendship Heights.

Page 87: Insert the following sentence at the end of the paragraph under the second bullet:

In particular, DPWT should evaluate means to prohibit the potential of traffic cutting through the Village of Friendship Heights by going north on Friendship Boulevard at Willard Avenue and into the residential core centered on North and South Park Avenues. In addition, DPWT should evaluate the need for a traffic signal, including walk signals, at the intersection of South Park Avenue and the Hills Plaza.

Page 89: Insert the following sentence at the end of the second paragraph under the first bullet:

This study should also include a re-evaluation of whether some bus routes should terminate at other Metrorail stations, such as Bethesda and Tenley.

Page 90: Modify the first sentence of the last bullet as follows:

- **Form a Transportation Management District for the Friendship Heights Sector Plan area and include the District of Columbia in planning such a district.**

Page 91: Insert the following paragraph before the first paragraph and modify the first sentence of the second paragraph as follows:

A TMD will be most effective if it includes the District of Columbia section of Friendship Heights. The Plan recommends a high level task force to establish a process for coordinating

transportation planning and implementation in this bi-jurisdictional area. Issues include signal timing, intersection improvements along Western Avenue, parking and transit incentives. The task force should work toward a memorandum of understanding addressing the mode of consultation and decision making, procedures for public input, and structure of a transportation management organization (TMO). However, the development proposed in this Plan should not be conditioned on the District of Columbia's approvals or actions over which the County has no control.

The Friendship Heights TMD would be administered by a citizen/business-led transportation management organization (TMO). Ideally, a bi-jurisdictional TMO would administer a Friendship Heights TMD spanning both sides of the District of Columbia/Maryland line. Revenue to finance the operations could come from an annually assessed transportation management fee, parking fees, and a Share-a-Ride district. Membership in the TMO should be mandatory for new development and voluntary for existing development, including office employers and retail merchants. All new major office projects would be required to appoint a transportation coordinator and designate preferential carpool spaces.

Page 94: Modify the second bullet to read as follows:

- Designate a Class II or III bikeway through the redeveloped GEICO site.

An on-street bikeway through the GEICO site, [which would probably be the preferred route for commuters,] would use an internal access road from Willard Avenue at its intersection with North Park Avenue to Friendship Boulevard. [This bikeway replaces the recommendation for Willard Avenue bike lanes in the 1974 Sector Plan and the *Master Plan of Bikeways*.]

Page 94: Insert a new bullet after the second bullet as follows:

- Designate a Class II or III bikeway along Willard Avenue between North Park Avenue and Wisconsin Avenue.

Page 94: Modify the first sentence of the fourth bullet to read as follows:

- Designate a Class II or III bikeway along Friendship Boulevard between Western Avenue and Somerset Terrace.

Page 95: Modify Figure 40 to include a Class II or III bikeway on Willard Avenue between North Park Avenue and Wisconsin Avenue, and to amend the key accordingly.

Page 96: Modify the first part of the first bullet to read as follows:

- Designate a Class II or III bikeway in the Village of Friendship Heights ...

Page 96: Modify the third bullet to read as follows:

- Provide additional long-term bicycle storage at the Metro stations and provide racks or lockers [for short-term use] in other locations throughout the CBD.

Page 100: Add the following sentence after the third sentence in the first paragraph:

DPWT and SHA should evaluate the cycle times for the traffic signals along Wisconsin Avenue to assure that enough time is included to allow elderly and disabled pedestrians to cross safely.

Page 101: Modify the second bulleted section as follows:

- **Develop Western Avenue as a Promenade to achieve a park-like character and provide better [accommodate] pedestrian access to Metro.**

Western Avenue, both east and west of Wisconsin Avenue, should have double-fixture Washington Globe lights, special paving such as brick, and a double row of tall-growing shade trees to form an [alley] allee. Provide a minimum of 30 feet of public sidewalk and bikeway area to accommodate pedestrian access, streetscape, and cyclists. (See Figure 43, Promenade D.) It should be noted that the Western Avenue right-of-way is within the District of Columbia boundary[ies].

Page 102: Revise the first bullet as follows:

- **Develop Friendship Boulevard south of Willard Avenue as a [Local] Business District Street with a mid-block crossing to encourage pedestrian access to the Town Center.**

Page 105: Modify the third paragraph as follows:

The Parks, Recreation, and Open Space Master Plan sets standards for facilities County-wide. [Since standards are applied to an entire master plan area, it is difficult to extrapolate guidance for a small compact area of higher density like the sector plan areas. For example, of active recreation facilities listed, Bethesda-Chevy Chase as a whole needs five ballfields in the next five years and will continue to need five in the following five years unless the need is met. But given the available space, it may be difficult to meet this need within the Friendship Heights portion of the Bethesda-Chevy Chase Planning area.] The need for local park ballfields is greater than for any other recreation facility. Bethesda-Chevy Chase currently has the highest need for ballfields in the County, and the need will continue to be high through the year 2010. According to the 1997 Parks, Recreation and Open Space Plan, there was a need for 9 ballfields in 1995; in 2000 the need will be 14, and in 2010 it will be 16. It is difficult to extrapolate guidance for a small compact area of higher density like the sector plan areas. Given the need and the available space, it does not appear that a significant

portion of the need can be met in the Friendship Heights portion of the Bethesda-Chevy Chase Planning area.

Page 106: Insert the following sentence at the end of the paragraph following the first bullet:

If the Hecht's site is not developed as one parcel, a public use space that achieves Plan objectives in a different location than that of the park described above could be considered at the time of the project plan.

Page 110: Delete the third open bullet under the first closed bullet and replace it with text as follows:

- o Two new open spaces on the GEICO site: one to the north of Brookdale park and one along Western Avenue. The uses should be determined by the Planning Board at the time of the development plan for the GEICO site. A ballfield for youths 12 and under, or other active recreational uses, may be appropriate for one or both sites. Until the Planning Board makes a final determination regarding use, adequate space should be reserved at the open space adjacent to Brookdale park for a little league sized field and at the Western Avenue site for a junior/practice sized field. Once the Planning Board has made a determination regarding the appropriate use (s) for the sites, it should also determine whether one or both sites should be dedicated or privately owned and maintained. At this time, it is contemplated that at least one of the sites would be dedicated.

Page 117: Under the heading Zoning, modify the last paragraph as follows:

Simultaneously, a separate action is necessary to move the CBD line on the Chevy Chase Land Company site [approximately 56 feet] to the north and east.

Page 117: Under the heading Implementing Recommended Improvements, modify the section as follows:

#### **B. Implementing and Maintaining 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 lies in 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 can be achieved through amenities and open space allowing for community gatherings and events; enhanced safety and convenience by 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 this 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.

The Plan recommends that WMATA explore placing selective retail kiosks, artwork and vending in the underground rotunda area which serves the Friendship Heights Metrorail station. This is an attractive covered area that is used by pedestrians for access to the bus and rail system, as well as 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 D.C./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 jurisdictions, 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.

Page 119: On Table 7, under the heading **Small Urban Parks, Plazas, or Green Areas**, delete the text below as follows:

[GEICO site, Friendship Boulevard/Western Avenue: Private]

Page 119: Under the heading **Neighborhood Parks**, insert the following text to the end of this section as follows:

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

Page 120: On Table 7, under the sub-heading **Street Widening/Turn Lanes/Medians**, modify the title as follows:

**[Street Widening/Turn Lanes/Medians:] Street Widening and Intersection Improvements**

Page 120: Under the sub-heading **Street Widening/Turn Lanes/Medians**, insert the text below at the end of this section as follows:

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

Page 120: Under the sub-heading **Bikeway Network**:

Change all Class III bikeways to Class II/III

Page 120: Under the sub-heading **Bikeway Network**, modify the third sentence as follows:

Class I: Chevy Chase greenway and Montgomery Street: Option #1: Public and Private.  
Portion requires consent of Chevy Chase Village. Option #2: Public

Page 120: Under the sub-heading **Bikeway Network**, insert the text below at the end of the section as follows:

Class II/III: Willard Avenue: Public

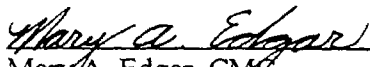
General

This Plan includes numerous design guidelines that should be considered by the Planning Board at the time of development and during its review of development plans, project plans, subdivision plans, site plans, or any other plan submitted by an owner. These guidelines are not considered by the Council to be formal mandates, but guidelines that may, at the discretion of the Board, be modified to reflect updated information and/or changes in specific development plans. For example, some of the guidelines may need to be adjusted if a property is split into multiple ownership or if the owner decides to build less than the density allowed by the Plan.

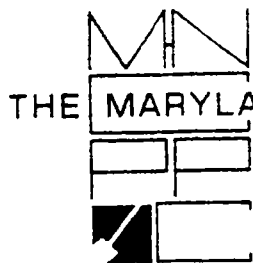
The Council has made changes to the Planning Board Draft section discussing special exceptions, including deletion of all references to specific special exceptions. This was done based on a Council direction regarding the level of detail and type of instructions that a master plan should contain related to special exceptions and not based on any determination that the specific special exceptions should no longer be discouraged or encouraged as they were in the Planning Board Draft.

All figures and tables included in the Plan are to be revised where appropriate to reflect District Council changes to the Planning Board (Final) Draft Friendship Heights Sector Plan. Maps should be revised where necessary to conform with Council actions and to indicate the boundaries of the Central Business District where appropriate. The text is to be revised as necessary to achieve clarity and consistency, to update factual information, and to convey the actions of the District Council. All zoning maps throughout the Plan should be modified to reflect changes in zoning recommendations approved by the Council. All identifying references pertain to the Planning Board (Final) Draft Friendship Heights Sector Plan.

This is a correct copy of Council action.

  
\_\_\_\_\_  
Mary A. Edgar, CMC  
Secretary of the Council





THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

February 26, 1998

MCPB No. 98-02  
M-NCPPC No. 98-01

RESOLUTION

WHEREAS, The Maryland-National Capital Park and Planning Commission, by virtue of Article 28 of the annotated Code of Maryland, is authorized and empowered, from time to time, to make and adopt, amend, extend and add to *The General Plan (On Wedges and Corridors) for Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties*; and

WHEREAS, the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission, pursuant to said law, held duly advertised public hearings on June 27, 1996 and July 1, 1996 on the Public Hearing (Preliminary) Draft *Friendship Heights Sector Plan*; being also an amendment to the *Bethesda-Chevy Chase Master Plan*, April 1990, as amended; and, the *Master Plan of Highways within Montgomery County*, as amended; and

WHEREAS, the Montgomery County Planning Board, after said public hearings and due deliberation and consideration on February 27, 1997 approved the Planning Board (Final) Draft of the proposed Plan Amendment, and recommended that it be approved by the District Council and forwarded it to the County Executive for recommendations and analysis; and

WHEREAS, the Montgomery County Executive reviewed and made recommendations on the Planning Board (Final) Draft *Friendship Heights Sector Plan* and forwarded those recommendations with a fiscal analysis to the District Council on June 3, 1997 and

WHEREAS, the Montgomery County Council, sitting as the District Council for the portion of the Maryland-Washington Regional District lying within Montgomery County, held public hearings on July 8, 1997 and July 10, 1997 wherein testimony was received concerning the Planning Board (Final) Draft *Friendship Heights Sector Plan*; and

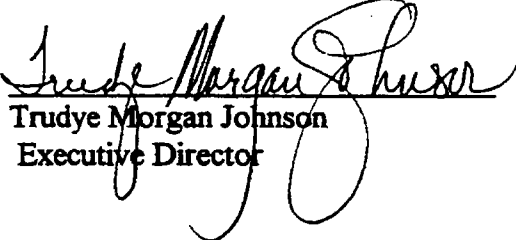
WHEREAS, the District Council, on January 27, 1998 approved the Planning Board (Final) Draft *Friendship Heights Sector Plan* subject to modifications and with revisions set forth in Resolution No. 13-1148; and

NOW, THEREFORE, BE IT RESOLVED, that the Montgomery County Planning Board and The Maryland-National Capital Park and Planning Commission do hereby adopt said *Friendship Heights Sector Plan*, together with the *General Plan for the Physical Development of the Maryland-Washington Regional District* as amended; as approved by the District Council in the attached Resolution No. 13-1148; and

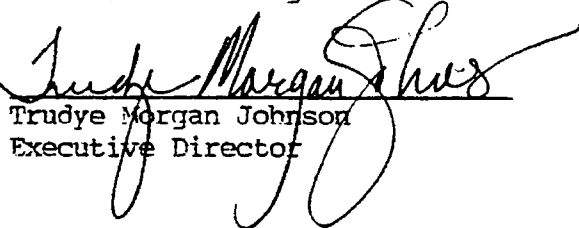
BE IT FURTHER RESOLVED, that copies of said Amendment should be certified by The Maryland-National Capital Park and Planning Commission and filed with the Clerk of the Circuit Court of each of Montgomery and Prince George's Counties, as required by law.

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This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Montgomery County Planning Board of The Maryland National Capital Park and Planning Commission on motion of Commissioner Richardson, seconded by Commissioner Bryant, with Commissioners Bryant, Hussmann, and Richardson voting in favor of the motion, at its regular meeting held on Thursday, February 26, 1998, in Silver Spring, Maryland.

  
Trudye Morgan Johnson  
Executive Director

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Maryland-National Capital Park and Planning Commission on motion of Commissioner McNeill, seconded by Commissioner Bryant, with Commissioners Boone, Brown, Bryant, Dabney, Hewlett, Holmes, Hussmann, McNeill, and Richardson voting in favor of the motion, at its regular meeting held on Wednesday, March 18, 1998.

  
Trudye Morgan Johnson  
Executive Director

APPROVED AS TO LEGAL SUFFICIENCY

MR 2/19/98  
M-NCPPC LEGAL DEPARTMENT