

## **PLAN VISION**

Friendship Heights today is a regional retail center, a local shopping center for residents of surrounding neighborhoods, an employment center, a transportation hub, and home to residents of high-rise apartments.

A common goal for the future Friendship Heights, in both Montgomery County and the adjacent District of Columbia, is to keep the local economy healthy and the quality of life high. New office and commercial buildings recommended by this Plan will provide employment and shopping opportunities so that the area remains attractive for businesses and continues to meet residents' day-to-day needs.

The future Friendship Heights will be a community where people of all ages and incomes can live. New townhouses and apartments will help create a secure, vital urban center. The fine residential neighborhoods surrounding the center will continue to be pleasant places to live, protected from commercial intrusion and traffic.

Friendship Heights will be a community where residents can meet for coffee at a sidewalk cafe, attend a class together, or share a picnic in one of the parks. Young people will have places to gather and people of all ages can attend cultural and social events in new public spaces.

Friendship Heights will be friendly to pedestrians and cyclists, and this too will foster community. Residents will find the tree-lined pedestrian and bike paths more convenient to use for short trips than their cars. More residents and employees will use Metro because walking or biking to the station will be more pleasant. Those who live too far to walk or cycle to Metro will be able to use drop-off areas on either side of Wisconsin Avenue or mini-shuttle buses between the neighborhoods and the center.

Friendship Heights will be a greener community. New parks and open spaces will provide breathing room. Greenways will buffer the edges of neighborhoods, protect stream valley habitat, and provide links for wildlife. New street trees along major roads will extend the green from surrounding neighborhoods into the center.

Friendship Heights will be a balanced community that plays a vital role in the Washington D.C. metropolitan region, contributes to the County economic base through business and residential revenues, and provides an attractive, convenient environment for residents and visitors to enjoy.