

**Friendship Heights Sector Plan Questionnaire Responses**

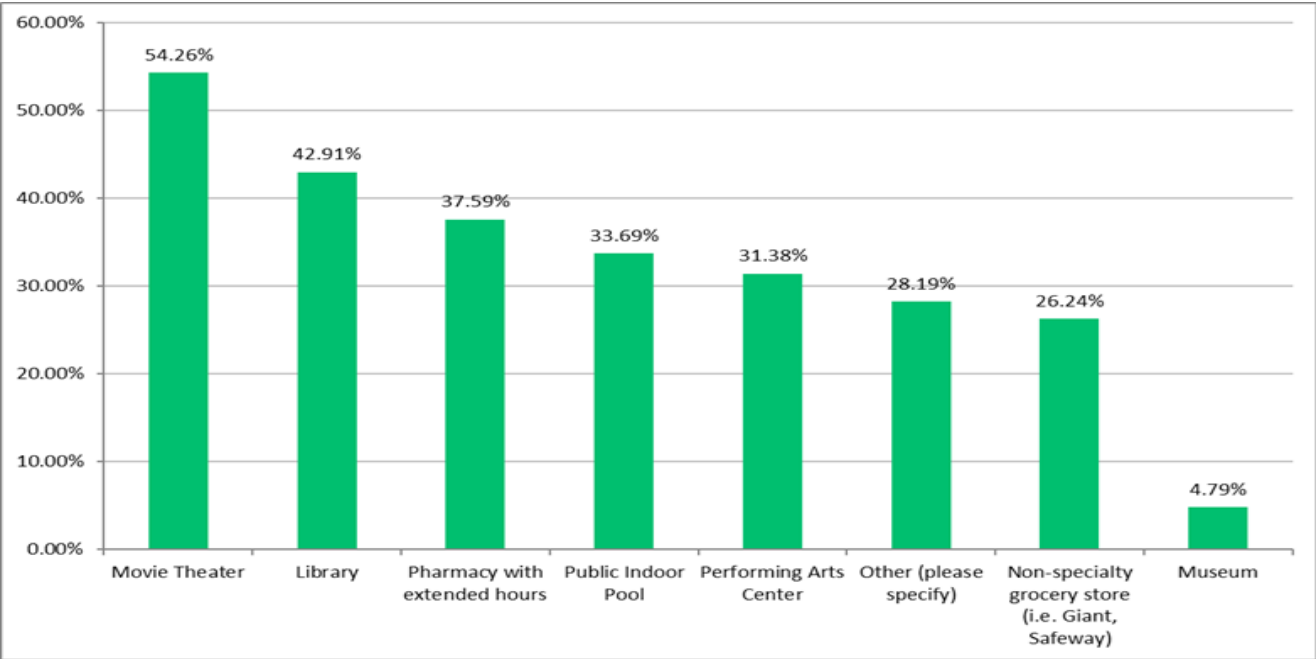
From August 4 – September 15, 2025, Montgomery Planning collected responses to a questionnaire on housing and community amenities as part of the community engagement for the Friendship Heights Sector Plan.

Enclosed here are all responses as received.

Question 1:

In addition to parks, which are a plan priority we have discussed at previous engagement workshops, we have heard a lot about future community amenities that people would love to see in Friendship Heights. The list below reflects some of the most popular suggestions from the input we have received so far. Please indicate your top 3 priority community amenities from this list:

Responses:



Responses listed under “Other”:

- Bakery, Hardware store
- Non-big-box hardware store
- Friendship Heights lacks vitality and none of these suggestions will improve that situation.
- there is already a world-class public indoor pool at Tenley <1 mile away.
- More parking
- I’m 19 and grew up in FH but there is really nowhere to hang out with my friends except Chipotle - that is the only place to see teens. Would be nice to have a place for my friends to meet like a good ice cream place or coffee shop. Avolan and Bethesda Row movie theaters are for older people so most of us have to drive to the mall to watch a movie with people our age.
- Restaurants - small privately owned restaurants/cafes
- Large farmer’s market and a bookstore with a cafe
- Outdoor space, eg pickleball courts, basketball, park space
- Indoor/outdoor sports fields/courts - tennis, pickleball, basketball, 5-side soccer etc. with pedestrian squares/piazza. This is your chance to make the area a true ‘village’ atmosphere where people will want to walk and spend recreation time in a pleasant area.
- Tennis courts and pickle ball courts
- Please remove Brookdale from the plan bound-

Question 1 Responses Continued:

- ary. It is a single-family neighborhood and does not belong in this sector plan.
- Shopping and Restaurants
- Location with water feature and outdoor space that allows movement which will attract families to a central location.
- More green space.
- restaurant, movie theater
- Gym or ymca.
- big playground
- Panera
- Senior activity exercise center
- Any amenity needs to be viable. Some of these are ridiculous and would fail due to lack of use.
- Some public green space. Many in our building use the Geico property as a type of park.
- Police kiosk
- Krispy Kreme Donuts Shop
- a nice non chain restaurant or upscale wine bar
- splash pad or playground.
- If Trader Joe's opens at Friendship Heights on the DC side another grocery store will not be helpful. In fact, it could result in both being unprofitable and closing after a short period of time.
- Coffee shops, restaurants
- More restaurants
- More restaurants
- Hardware store,
- ice skating rink - instead of pool.
- Outdoor gathering space with chairs (like Paris)
- more food and restaurant options
- Climbing wall, sports fields
- Community center with a lot of recreational activities. There is nothing happening at the small center in friendship heights. We need a community center like Lawton, north Potomac, silver spring etc.
- Bakery/diner
- Additional restaurants and stores
- outdoor pool and gym
- Tennis courts
- Indoor Ice rink
- Retail and a really good bar.
- Infrastructure to support all these new housing units.
- Indoor ice-skating rink
- Climbing wall
- more store and restaurants and cafes.
- Park and play area.
- Family restaurants, indoor basketball courts
- Children's playground --- a good one!
- Pickleball Courts
- Pickle Ball Court, Green Space
- Childcare for working parents is essential. We have nothing except one center on the DC side of FH.
- Remote workstations
- dog park
- Restaurants/bars with outdoor seating
- outdoor/green space, such as dog park, botanical gardens, park, outdoor gym/workout area
- Restaurants
- Lighted athletic fields
- Outdoor event space
- Bookstore
- Children's playground suitable for a range of ages

Question 1 Responses Continued:

- Coffee shop
- art gallery within or attached to performing arts center.
- A good restaurant, ice cream parlor and bagel shop that will stay in FH.
- Outdoor tennis courts and/or walking trails.
- Conference room
- Space for outdoor dining, gathering, and a larger farmers' market.
- We already have most very nearby as well as underutilized park space very nearby.
- Pickleball courts
- Restaurant
- Small businesses like coffee or food retailers, especially important for young families looking for places to go with their kids in the early morning or on weekends.
- Local coffee shops or family friendly restaurants
- ice cream shop with outdoor gathering space
- Local coffee shops or family friendly restaurants
- put a giant or Safeway with pharmacy and urgent care in place of Amazon Fresh - much better use of that space
- moderate priced dining
- Outdoor performance space, for music and theater
- Fast casual dining
- Pickleball courts
- BOOKSTORE that doubles as a hang out space, like a Barnes & Noble
- Higher-end restaurants than currently exist, e.g. like Matisse or Persimmon
- Restaurants
- Better restaurants
- Fancy bakery/café. So far, we don't have any
- nice seating cafe with nice bakeries
- More green space that's useable
- pickle ball court
- Coffee shop, drugstore
- youth baseball field
- Yoga studio
- A great bookstore
- Outdoor music amphitheater
- Green space
- More variety of housing options, which would likely require rezoning
- Apple Store
- hardware store
- skate park
- Solar panels
- Mid-priced independently owned restaurants and bars
- An interactive museum for adults and children combined
- Pedestrian mall-type outdoor gathering space away from cars. (Also, Movie theater only needed if there isn't ALREADY one in Mazza)
- Community center, particularly one suited for families
- Community Garden
- Asian restaurant
- More retail and restaurant options
- good restaurant
- All above are available a short distance away. Non necessities and are expensive.
- Outdoor fitness areas.
- Youth Club
- More upscale restaurants
- Restaurants; Bakery

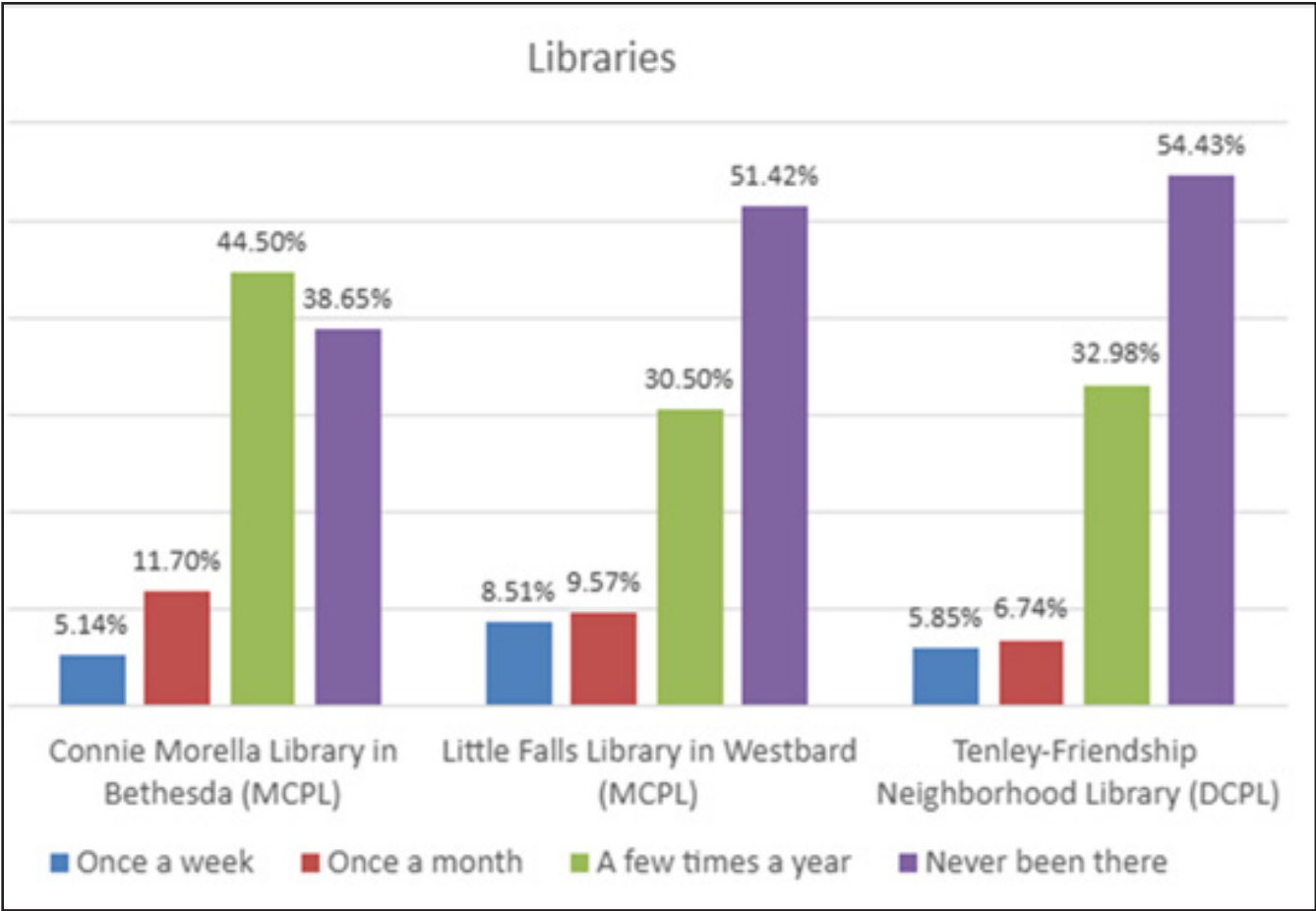
Question 1 Responses Continued:

- Community Garden
- More family friendly stores like ice cream shop, toy store, children's clothing
- Pickleball Courts
- Restaurants that don't serve cardboard food.
- bookstore
- Moderately priced restaurants - Cuban, Italian, Pan-Asian
- local businesses - bookstore etc.
- A place that functions like a real town center with retail, places to sit and a car free zone.
- Cheap Restaurants
- Restaurants with variety of ethnic food not too high end
- Dog Park, specifically!
- Re-opening of subway entrance in Mazza building.
- FAMILY-centric entertainment/restaurants - not retiree centric we need a SAFE bike bath to the Bethesda pool (not River Rd sidewalk)
- Tennis courts
- fenced dog park at Willard Park (high priority for many neighbors)
- For grocery store, please consider Wegmans
- Shopping
- Love that we will have a Trader Joes and Total Wine. Smaller shops are good, too.
- Coffee shop, casual family-friendly restaurants
- Affordable housing
- pickleball courts
- hardware or garden store
- more community friendly retail outlets (bookstore, coffee shops, Panera type food outlet
- ANOTHER VOTE FOR MOVIE THEATER!!!
- More parks, sidewalks, areas to walk
- I hope the park includes a really good playground, not just green space. A playground/splash pad is the #1 missing amenity for my family
- If Trader Joes is already a reality, I so no reason to have another grocery store. However, an alternative is a grocery store with a pharmacy.
- Pinball arcade
- Don't really need any of this stuff-and we already have a lot of grocery stores.
- Trader Joes
- Frozen yogurt, CVS, better restaurants
- Cafés
- Retail stores that are not high end
- Another coffee shop! More places to eat
- None of the above
- PRESERVE PARKING PRESERVE PARKING
- I don't think any of the options are a priority. There are multiple options for these choices nearby.
- I think our area is already saturated with non-specialty food stores. I believe a gourmet store such as Dean and DeLuca or Balducci's would fill a void and increase the caliber of the area.
- Open market better than the food hall that just closed. Examples, the market on Granville Island, Vancouver.
- Farmer's Market
- A dedicated level walking track around the entire property. Community allotment gardens life rent by residents to grow food and flowers
- Dog Park
- Artist's studios/galleries to lease like the Torpedo Factory in Alexandria. This would be a money maker and help cover the cost of other amenities. There is nothing like it around here.
- Restaurants that people could afford.

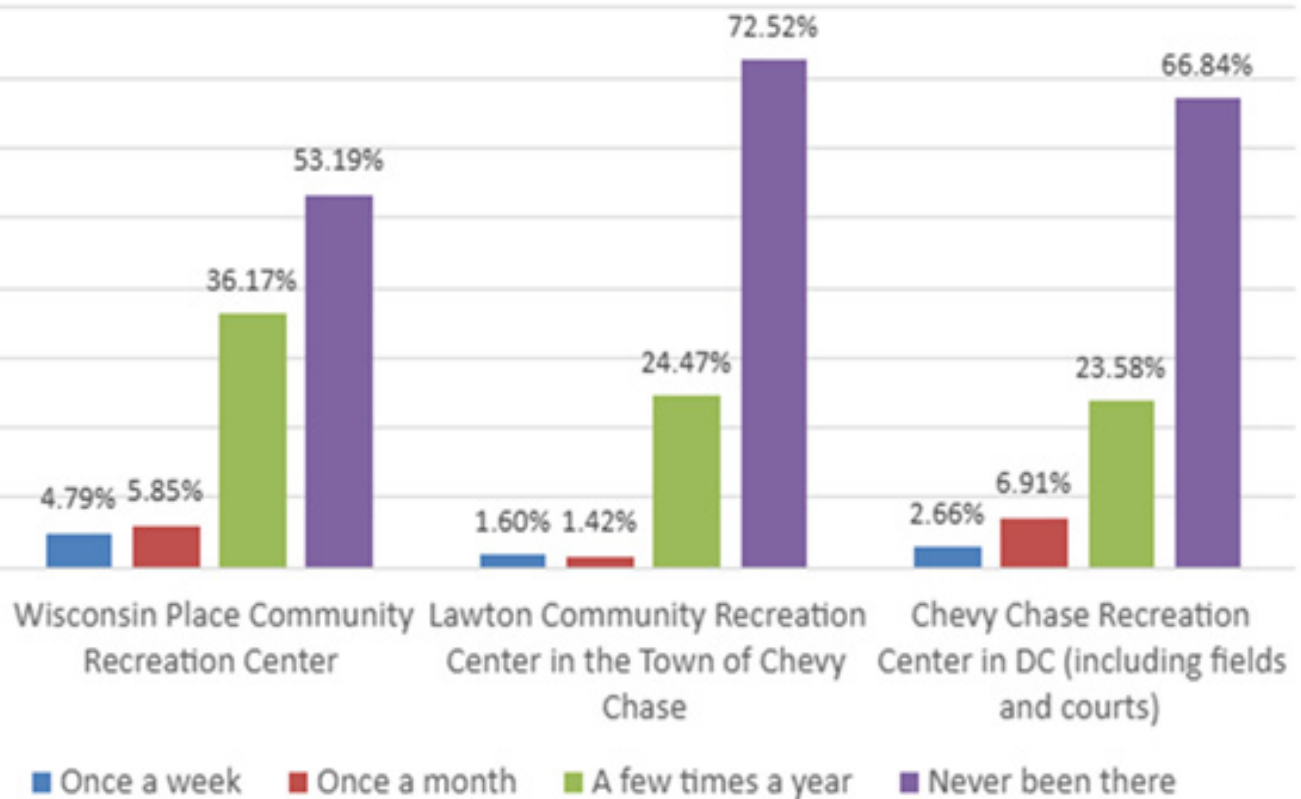
Question 2:

Below is a list of community amenities that are within a few miles of Friendship Heights. Please indicate how often you visit these amenities, if at all.

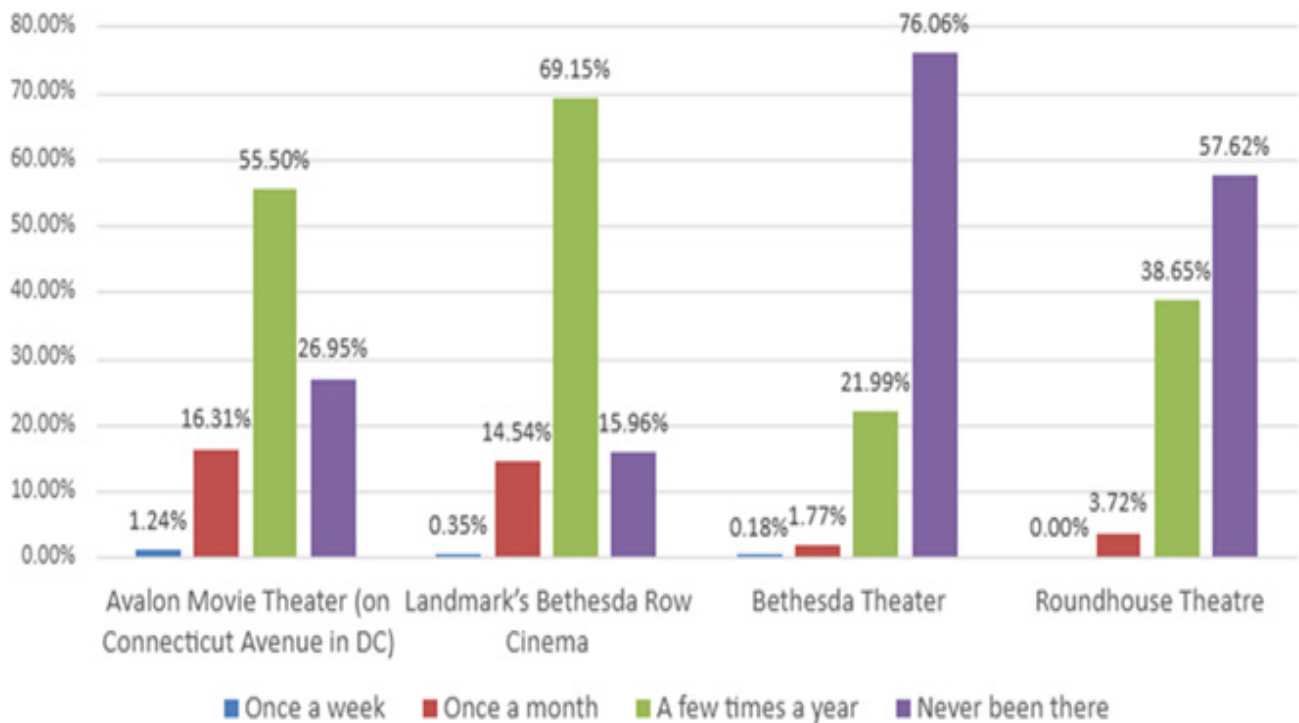
Responses:



Recreation Centers



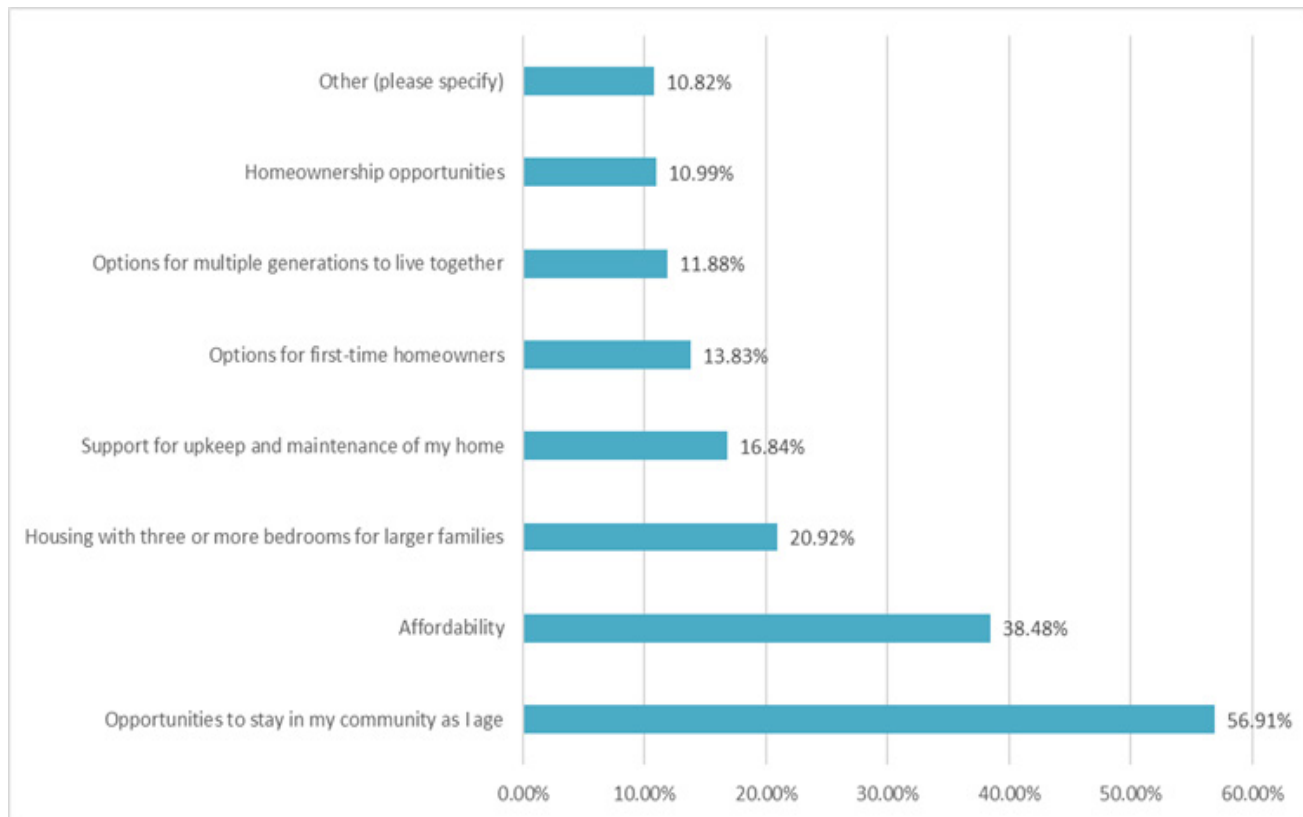
Theaters



Question 3:

When you think about you or your family's housing needs, what is most important to you?

Responses:



Responses listed under “Other”:

- Proximity to medical care & public transport
- High-end entertainment options
- Space
- Convenience to stores and restaurants
- Walkable to amenities
- Amenities for dog owners
- Maintaining green spaces in Friendship Heights
- Local activities, including concerts and dining
- Ensuring development is not too dense and roads/schools can accommodate increase traffic/enrollment.
- None of these things. This is clearly a biased survey.
- I don't expect my fellow citizens to pay for my housing preferences.
- Ensuring development is not too dense and roads/schools can accommodate increase traffic/enrollment.
- None of these things. This is clearly a biased survey.
- Peace, quiet and no crime
- safety
- Keeping our neighborhood as is
- Lower property taxes. Less crowding.
- Listening to the community and not destroying

Question 3 Responses Continued:

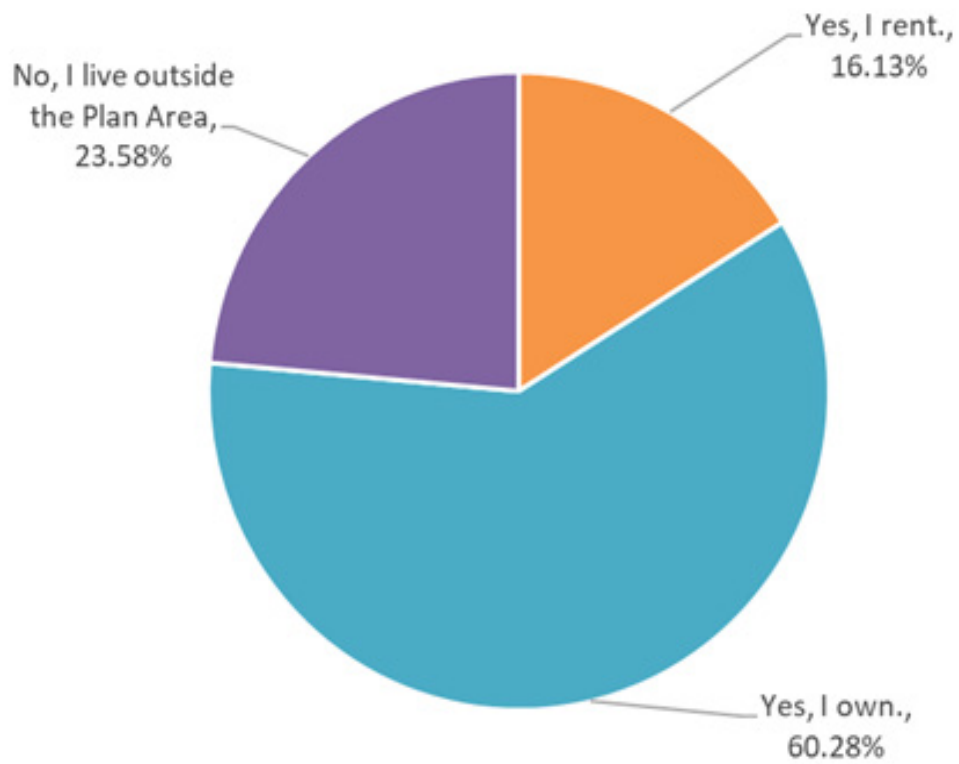
single family neighborhoods

- Vibrant multifamily rental options (as we down-size)
- Manageable traffic and public transportation
- Maintaining single-family home neighborhoods with safe streets and sidewalks.
- Walkability to run errands and play tennis and pickle ball, attracting younger residents
- Outdoor space
- I have no specific needs
- My current housing is acceptable, and no changes are anticipated in the future. We expect to have a condo in present location until we can no longer maintain it.
- Safety and security
- Safe routes to school by bike and on foot/public transit
- We are retired and permanently settled.
- apartments with more services-doorman, night concierge
- Ability to remain close to our children who live in DC and Rockville, or to find affordable housing for them to live near us.
- Safely
- Safety, quiet neighborhood, green space
- Neighborhood cohesion
- Sidewalks - we need sidewalks!
- Physical safety of the building and the neighborhood.
- community activities
- The ability to walk to commercial establishments instead of using an automobile.
- I am happy with my current housing and do not intend to move
- Safety
- Do NOT overbuild in our area. It is already too dense.
- already own a home in FH
- We are okay as is
- everything
- Townhouse with an elevator
- Infrastructure and schools in the neighborhood. DC can barely support the people that already live here. What a joke.
- Not looking out at other building
- Energy efficient home
- pedestrian safety, parking availability
- Access to metro and buses and safe walking
- rides to airports-Uber did not show up for early morning confirmed ride; missed flight
- Density to allow for amenities, safety, and support sustainability
- Stop destroying smaller houses and replacing them with much larger houses for a couple to show off their wealth and builders to profit on the buyers' ego trip.
- Location and price/ value appreciation
- Preserving neighborhoods with single-family residences.
- Rent to own
- preservation of the character of old neighborhoods and single-family home neighborhoods
- Green spaces
- Confidence in home value stability
- Not letting the County apply office building requirements to condominium buildings. That is not fair to those of us who choose to live sustainably in high rise condominiums. These requirements will dramatically raise the cost of condominium living forcing out those on limited incomes and reducing our resale values.
- Do not let developers destroy single-family neighborhoods for market-rate condos. That is NOT affordable housing. Leave Brookdale out of these destructive plans!
- none of the above

Question 4:

Do you rent or own housing in the Plan Area?

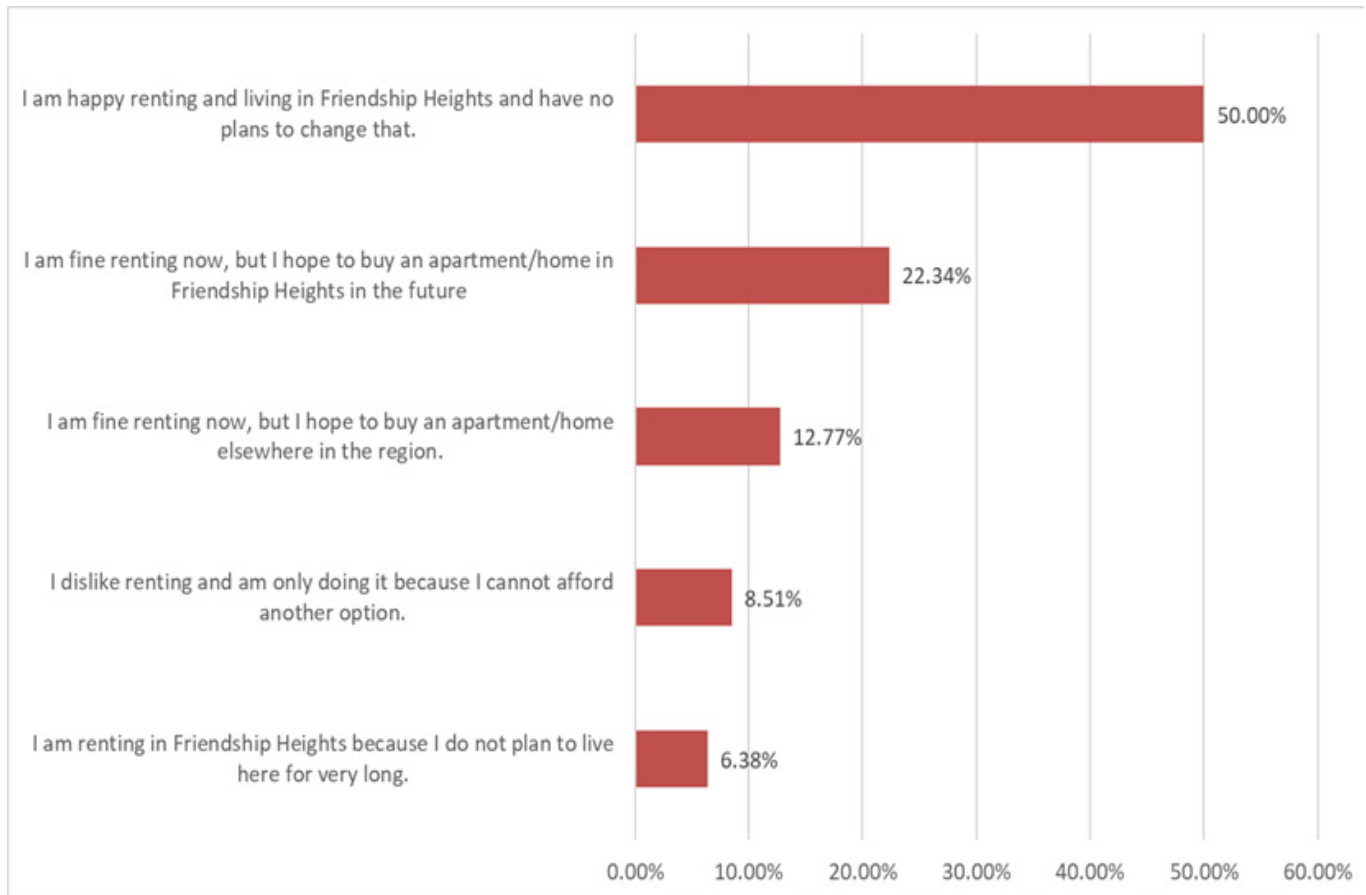
Responses:



Question 5:

If you are a renter in the plan area, which one of these statements aligns most closely with how you feel about renting.

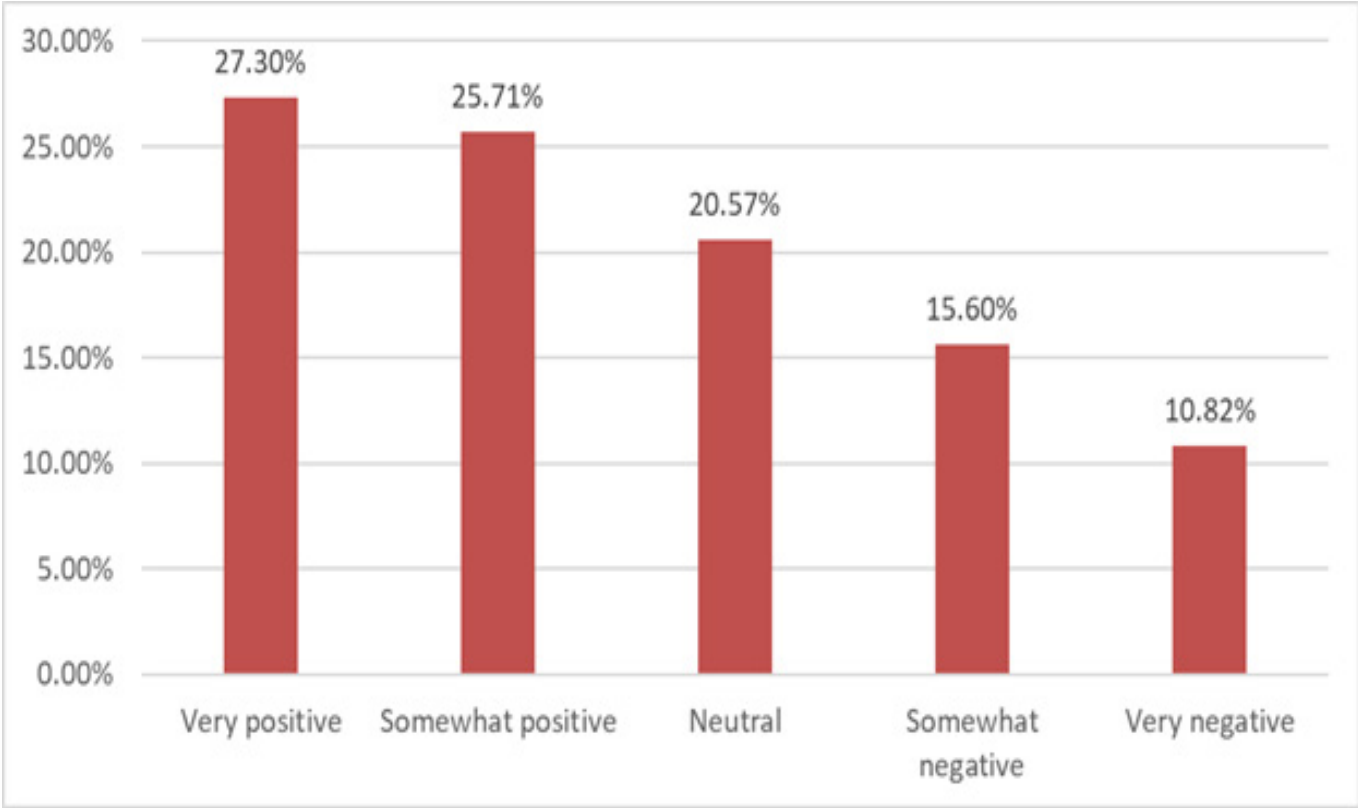
Responses:



Question 6:

The Friendship Heights Sector Plan is likely to recommend new housing to grow the Friendship Heights community. How do you feel about more people in Friendship Heights?

Responses:



Question 7:

Please explain your answer to the question above. What are the positive and/or negative impacts you would anticipate from more housing and people in the area?

Responses:

- Need mix of housing & businesses
- I would rather large buildings be built in areas that can support more people opposed to allowing larger buildings/apartments/townhouses/duplexes/triplexes in residential neighborhoods. If more housing stock is needed, build it where it's properly zoned with necessary parking, schools, and infrastructure.
- Negative impact on traffic and general quality of life. Strain on many already inadequate public services. The need for more housing IN FRIENDSHIP HEIGHTS has not been demonstrated. Question 2 is meaningless: the span been "never been there" and "2/3 times a year" is far too great--especially when, e.g., the Bethesda Theater rarely has anything on.
- Less traffic. Safety on the roads connecting major avenues.
- The area has sufficient housing surrounding Friendship Heights. From an economic standpoint, the city would thrive not by adding more people and traffic (loss of quality of living), but of better food, shopping and entertainment options that will pull from the current residents.
- There is already a lot of congestion in the area. Taking away more green space is a negative. New apartments at Mazza were just constructed.
- Positive- More patrons supporting stores/restaurants perhaps drawing more to the area. Negative- more traffic.
- I owned a home in Chevy Chase Village for about 25 years. I am in favor of no new construction there to maintain the feel of the community. Friendship Heights is a different type of neighborhood, and I like the generational mix and diversity of the neighborhood which in part is a product of the housing opportunities there.
- Density brings energy to the neighborhood, new retail and entertainment option, but too much density creates traffic and lowers quality of life.
- Too many people already. Increasing its density will only make things worse.
- There is inadequate infrastructure for more people.
- Positive- more housing is needed
- Negative- there's already too much traffic.
- It's positive because it brings more shopping and entertainment options.
- It's negative because of the traffic impact.
- Higher density means a more vibrant neighborhood, more amenities like restaurants, a farmers' market, community events. On the downside are traffic and parking, but because we are near the Metro, maybe there won't be so many cars. Also, the county needs more affordable housing, so I think we should build more condos/apartments and not more single-family homes. Keep as much green space as possible.
- Traffic congestion and pollution, less green spaces.
- The loss of established trees. Concerned about loss of public transportation bus routes and ride on busses have disappeared metro is underutilized and expensive. Developments must be planned with the environment in mind greens roofs and green environment with sustainable low impact building that incorporates local businesses and amenities of every kind so that people do not have to travel far to get what they need more people mean more imbalance if not planned properly.
- Streets and parking already are overcrowded.

Question 7 Responses Continued:

To accommodate more people means widening streets, ending bike lanes, and providing more parking, likely underground.

- I'm hoping more people would bring more commerce.
- I think having more people living in a walkable area is fine. I do worry about too many cars. I wish the Geico area could be all affordable housing.
- More people mean more businesses, recreation and social opportunities.
- I feel that the green spaces which exist thru out the community are important to keep its feel of a lovely community vs a strip shopping center.
- Friendship Heights Village, where I live, is very densely populated. More housing in the area will require careful planning to include adequate parking, outdoor space to include parks and trees, and areas for recreation. Trees are a wonderful buffer for sound, and there should also be a plan for many trees and quiet outdoor spaces.
- Montgomery County fails to meet its share of affordable housing vis-a-vis other jurisdictions in our metro region. Compared to elsewhere, it's a super wealthy County, so to introduce workforce housing, public subsidies are needed. My 400-family Brookdale community is not an affordable model; also, it partly lacks sidewalks for wheelchairs users, or even for those who use walkers or just canes. I've lived here 30 years. Too bad many other residents want Brookdale to stay the way it is.
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- Friendship Heights already has an extremely high density for both residential and commercial. This is the last area that needs more residential - especially high-rise buildings.
- As of the 2020 Census, the population density was 90,848/square mile: this is the highest population density of any incorporated or census-designated place in the United States. Adding tall buildings to the GEICO lot will eliminate needed light and sky views for current residents. No one already here wants to feel as though they are living in downtown Bethesda or New York City. Put additional housing in lower density areas of Montgomery County. There are NO positive impacts from adding additional housing and people to this area.
- I think it would be nice to see more people than cars.
- Prefer larger apartments that are well maintained. Concern than small new luxury apartments which are very expensive will price us out.
- Friendship Heights can feel very empty at times, especially at night. More housing will make it livelier.
- Not enough parking
- The negative impacts would be more traffic, pollution, and less green space. There already is a lot of new developments planned for Wisconsin Ave corridor. I do not want it to look like downtown Bethesda. We are new to the area & chose it because except for Wisconsin Ave., the traffic is minimal on the side streets. If 500 more houses go up on the Geico lot, that's probably at least a 1000+ people plus cars & the traffic

Question 7 Responses Continued:

on Willard Ave to Wisconsin Ave. & River Road would be terrible. I'd prefer if any empty buildings are converted to new housing if needed although with DOGE etc., I wonder how much housing is needed. A smaller hospital maybe on the Saks lot would be helpful as would a performing arts center.

- Positive: More life, restaurants, and interesting activities
- Negative: More noise, traffic, uncontrolled growth
- Adding multi-family housing in single family neighborhoods threaten the value of single family homes, especially discriminates against older homeowners, creates parking issues for all residents, and depletes the amount of trees and lawn to the detriment of the neighborhood
- Overcrowding will create traffic congestion and more risk to both drivers and pedestrians. And, if there is no other place to say this — please, please, please do not put bike lanes on Wisconsin. There is no room for them and Wisconsin is busy all day not just during rush hours.
- I think it is important to open up more housing for people of various economic means but to do so in a responsible way in terms of the environment, infrastructure (schools), safety (sidewalks).
- I hope new residents will help expand retail and entertainment options and bring diversity to our neighborhood.
- We need more housing and more amenities. Retail has struggled to survive.
- Need enough people to support more local. Affordable shopping, dining, activities
- More people mean more shoppers and users of metro and buses, so it depends on whether facilities are made readily available.
- With Metro access, Friendship Heights is the natural place for more housing, preferably rental and some retirement community housing. Single family (detached or attached) is not appropriate in this neighborhood. And low and

mid-rise buildings are appropriate. Mid-rise could permit more parkland.

- Positive - if additional housing included options at different price points, it would lead to more diversity in terms of race/ethnicity, age (younger people/families) which would be a benefit and bring energy into the community.
- Negative - pressure on roads, schools, facilities etc.
- Positive: more purchasing power to support local businesses
- Negative: more traffic, more difficulty parking
- I want density. Please, please, please do everything you can to support more people--of varied incomes, ages, and races--living in Friendship Heights! The story of this neighborhood over my more than 10 years in the area has been businesses failing because there isn't enough population to support them. The Heights is the most recent example, but there are many others. Make this a thriving area for families and young people. Plus, in both DC and Montgomery County, this part of the area is where there is actually room to build a lot of affordable housing!
- The neighborhood is technically dense (based on Census information) but the population is significantly older than surrounding neighborhoods and feels more empty. It is not a destination. More variety in housing options that bring younger residents will spur growth in services they desire.
- The area already feels quite congested, so I don't really welcome additional residents. Additional residents would spoil the community feel the area has spent a long time developing.
- What attracts me to this area is the green spaces and the fact that it's not overburdened with traffic and people as Bethesda is - the peace and tranquility along with the green spaces and sense of community is attractive but I greatly fear overdevelopment
- Facilities need to keep up with increased population, traffic management, schools, etc.

Question 7 Responses Continued:

- Density around metro areas and public transportation makes sense.
- It's already too crowded. The dry cleaner, pharmacies, doctors, etc. cannot support the existing population. We need more amenities and commerce, not more people.
- Large numbers of additional housing and people in Friendship Heights would inevitably bring more traffic congestion, more public safety issues, more stress on public services (transportation, health care, public schools, etc.), most of which are already stretched to capacity. The County has a long history of approving new development without providing the requisite infrastructure to support the new housing and/or new commercial activities.
- Traffic is already a huge problem. I don't want it to get worse.
- People are needed to keep businesses alive.
- I realize that we need more housing options but notice that housing costs are becoming out of range for middle- and lower-income individuals and families. I am a single woman renter and am happy with renting, but I am in constant concern about ways that building management finds to work around rent control laws. Another concern is perhaps beyond the venue of this questionnaire: with elder population growing in the existing buildings and more wishing to age in place, how do we deal with that in an organized way?
- It's not that crowded which makes walking and driving easier. More diversity
- I'm hoping there will be more affordable housing in the area, but I'm worried about traffic and overcrowding schools.
- I like the quiet vibe and am not sure that the current infrastructure could support more people - but if resources and amenities grew in tandem, it could be a positive thing (more people to support more amenities)
- The geico site plan is too dense and there is not enough parking. Also, the open space/parks are misplaced on the Bloomingdale's side of the property and the dense housing is on Willard Ave. that's backwards. The open space/park should be on the Willard side in keeping with the open space there now. That is better for the existing houses that back on to the property. And the new housing should go on the Bloomingdale's/western side.
- More people more restaurants and businesses
- The Positive Impacts is as more people move here there will be more encouragement for small businesses to move in and hopefully be able to stay in the area. I'd love to see a locally owned coffee shop in the area etc. The negative is the obvious, parking and traffic but with how walkable and accessible mass transit is in this area I'm not entirely concerned there.
- I would expect retail demand would increase and for the free market to meet that demand.
- I am excited to have more people to support more commercial offerings in the neighborhood. However, I have concerns about the impact of the lack of parking or affordable parking to support this parking resulting in the loss of street parking near my home. Currently, I see residents of a condominium building choose to park on the street rather than pay for a space under their building, resulting in minimal parking on that street. I am also concerned about the lack of municipal and law enforcement support for the neighborhood. There have been incidents of destruction, significant littering and public defecation by mentally ill unhoused residents in the neighborhood and there is a lack of support from law enforcement and a lack of municipal support for clean-up of these incidents, resulting in residents having to clean up from public sidewalks and in front of commercial areas. Increasing the number of people in the community will increase the amount of litter and potential destructive incidents, negatively impacting the appearance and safety of the community. Commercial property owners must increase their commitment to the neighborhood.
- Hoping that Friendship Heights will become livelier and an active community instead of a collection of loads and over privileged NIM-

Question 7 Responses Continued:

BYS.

- Noise and congestion
- The area would benefit from a little more diversity. It is a little sleepy and homogenous, ethnically, and socially.
- The GEICO site should be developed but not with the current low percentage of affordable housing. Part of this site, which will be sold by GEICO in parcels, should be rezoned to enable a public-private partnership for 1-2 parcels to build workforce housing units and affordable housing units. FH is already dense with high-rises. The adjoining neighborhoods, such as Brookdale, are an environmental buffer and SHOULD NOT be upzoned. They provide the option of single-family homes in FH on MOCO side, along with essential and substantial green coverage and flood mitigation, which is an increasing reality and problem due to climate change.
- More activity, livelier, etc. And more people will, hopefully, finally attract tenants to so much vacant space, especially in my Wisconsin Place development. Le Pain Quotidian, Cole Haan, Pete's Coffee and new The Heights Food Hall have all closed. We need a sandwich shop such as Jettie's or Wagshals. We need a Tatte Bakery restaurant. We need a movie theater, etc.
- When friendship heights increase housing and people, more business can be sustainable. But overcrowding the area won't be good for the area as well.
- Build build build, as much as possible.
- Basic economics-more density means more people to support stores, restaurants, and other amenities. It also increases the tax base, which is how the County pays for its policy choices.
- This area can certainly support more people. Currently it feels underutilized both in terms of housing and retail options.
- positive would be more people bringing in more retail options; negative would come from type of housing (i.e. duplexes and triplexes instead of single-family houses)
- I think we have a lot of unused smaller condos in Friendship Heights. We have a shortage of large condos (3 plus bedrooms) and single-family housing.
- I love that we are seeing slightly more ethnic diversity in this area, and it would be nice to have more diversity in terms of ethnicity, economic status, and age groups. So, I'm for new housing, but I'm a bit confused about the situation. It seems there are numerous initiatives and projects to build new housing ongoing or planned (Mazza, Westbard, conversion of former shops to mixed use along other parts of Wisconsin Avenue from Friendship Hts area through Tenleytown, future Geico conversion, L&T lot/bus depot conversions, Louise Hurt Dickson home expansion, and new initiatives for Mass Ave and River Road , etc., for multiple dwelling units). How are Mazza's rentals going? It is offering discounted rates, which makes me wonder if the pricing is too high or if the market is just soft given current situation in DC with federal govt policies and layoffs. It's always good to think out a number of years vs. just looking at today, but not sure if govt and related employment will recover soon. So not sure if we need even more initiatives. I do think the pricing for Mazza is quite high -- you won't be catering to the missing middle with those type of prices. So, one question would be.... what kind of housing at what price and targeting what group/s? Also, as many people have raised, we need to make sure to have enough support for more housing, in terms of schools, parking, roads, water/sanitation, etc. I'm also for putting in more/real bike lanes along major corridors, but if you are turning Western Avenue into basically one lane on each side AND adding lots of new housing, what does that do to already crowded streets during morning and evening rush hours and holidays? I feel like different departments and jurisdictions (DC & MD) need to be coordinating more, if they aren't already.
- Negative: Congestion
- This is a lively community that deserves to bring in more housing and amenities.
- concern about more traffic

Question 7 Responses Continued:

- We are a young, engaged couple and hope to start a family in this area. It would be great if other young families would stay in this area as well.
- Peaceful living, recent development in the sidewalks.
- More traffic and general congestion. The Village of Friendship Heights is already a densely populated area.
- More people mean more diversity, which is inherently good. Increased diversity means more options for retail, groceries, restaurants, and hopefully for public amenities.
- As long as the infrastructure can support additional people, I think it's fine to grow the area. Could potentially help with maintaining restaurants in the area.
- My major concern with Friendship Heights is that it has lost so many anchor stores that people in the area and beyond enjoyed. Bringing more housing is fine, but where do we all shop and dine?? It's a strange combination of excessively elite with the Porche dealership (really??) and mundane...it's a shopping wasteland.
- Worry about school overcrowding and additional traffic.
- Concerns about traffic, school crowding, and property values.
- We need more housing so more people can live in this lovely place!
- This area is on the Red Line Metro, and it's where there should be development. There should be rental units and condominiums. Affordability is determined by the number of units, but also the location, and this is a very desirable location, and that means it's not necessarily affordable.
- no high rise, lower density will keep a sense of community.
- I think it would be great for the community to continue to expand and hopefully bring more foot traffic to local businesses.
- More housing and more people (especially younger people) is just what Friendship Heights needs to ensure that a good mix of restaurants and other amenities can survive in the area. I remember someone visiting us in Bethesda asked once if there was a college nearby, because they didn't understand how so many eateries could be there. No college needed when enough people are permitted to live in the surrounding area!
- I grew up in the Town of Somerset, within walking distance of Friendship Heights, so I spent a lot of time there for my first few decades. When it was time to look for where to live, I chose Bethesda over Friendship Heights in part because it was more vibrant and had better amenities. I want Friendship Heights to have more to offer!
- Friendship Heights is also a transit-rich, walkable environment, and if we are to have any hope of mitigating climate change, we need more density adjacent to public transit, per the UN climate panel's recommendations. This is exactly the area where we need more people in MoCo, not out in Clarksburg and other car-dependent areas. Allowing more people to live in areas where they do not need to drive a car means that more people doesn't have to entail more traffic.
- And we need more housing in MoCo, period, to increase affordability. We have not been creating housing per capita at the same pace as in decades past, and in those earlier decades the average household size was bigger...with fewer people marrying and having kids, the same number of people desire more units of housing.
- Places that are walkable and transit-rich in particular tend to command the highest prices because there is not enough of them to meet demand. Let's take advantage of the good base Friendship Heights has to build on.
- Positive is vibe, negative is increased traffic.
- More housing will make supporting services affordable and amenities feasible. However, too much crowd will make the area less attractive.

Question 7 Responses Continued:

- More housing is great! More people is great! More housing and people mean improved economy, more things happening, more events. The downside is that things get more crowded, but that can be managed with good policy!
- There should be more affordable housing in Friendship Heights, not more of these \$8,000 a month luxury apartment such as Mazza Gallery. There also needs to be more parking and traffic control, and more consideration for those who walk. There should be a discussion on the impact on schools when more housing is being built. It often seems that the developers get what they want, and the needs of the community are ignored.
- I believe it would be beneficial to encourage investors to open more restaurants, grocery stores, shops, cafes, and entertainment options in the area. This would bring more vibrancy and life to the neighborhood.
- More people = more opportunities for new restaurants, local shops, etc. to be successful. I would love to see a bakery, a bookstore, a pottery studio, and more local restaurants and coffee shops! A playground would also be great.
- It's really very densely populated and is becoming less safe.
- It's too crowded.
- MORE PEOPLE, MORE DENSITY, MORE CRIME MORE LITTER. Close in RED Line suburban residents' lifestyle is being compromised by adding unwanted density. I am not convinced that the county can manage and improve the ability to manage increased traffic and vehicles on the roads.
- I do not feel strongly one way or another, as long as new housing that moves in also has plans to accommodate those residents in terms of parking etc. Otherwise, already tight spaces for street parking become even harder to come by.
- Traffic
- More housing means more people, and more people means there will be more reasons for street businesses to open. Currently, the area is deserted, unlively, dull.
- Negative = more traffic and the greater possibility of more crime
- I feel as though the neighborhood has been bypassed by a lot of businesses because there is a perception that this is a bedroom community or "aging in place" community. The layout of the area doesn't lend itself to a "town center" feel that we see in Bethesda or Cathedral Heights. I would like to see more of that kind of destination feel to this area, so that restaurants and other businesses are not fly by night, here today gone tomorrow, because there aren't enough people/customers to support them.
- Positive: the area needs more housing
- Negative: the current road and public transport options are already stretched
- Negative=Possible traffic problems and crime affecting the Village.
- Positive=More people bring more amenities.
- Traffic is the first potentially negative impact that comes to mind. However, I think intelligent residential and/or mixed-use plans that allow for growth and activity in the neighborhood can be beneficial. It'd be nice to see more folks out and about in the evenings, patronizing businesses, etc.
- I think having more residents would better support a variety of local-serving businesses and a vibrant community life. I think most of the things that people claim as negative impacts are overstated or imaginary.
- I think having more residents would better support a variety of local-serving businesses and a vibrant community life.
- I think most of the things that people claim as negative impacts are overstated or imaginary.
- I strongly favor the MPDU program and other initiatives (including those increasing density in current single family zoning areas) to expand affordable housing opportunities (ownership and rental) in this/our community and others.

Question 7 Responses Continued:

- Like the location and feel it has good features to share -- easy transportation with METRO, walkable community, homes and high-rise apartments/condos, close to DC and close to nature with parks and the Capitol Crescent Trail.
- Many years ago, Friendship Heights had some of the worst air quality in the city because of all the traffic. If we can avoid that, and provide safe walking and biking access, I'm fine with more density. I would prefer low rise and town-house development to more high rises.
- We need young people to move into FH to reinvigorate.
- If there is housing available, though there would be more congestion, I also think it would attract more businesses and diversity.
- Too crowded now. Over 1000 housing units being built. That's enough for this decade. See how the occupancy is for these and the new housing in downtown Bethesda before building more. Some new construction in downtown Bethesda has already been in bankruptcy. Let's not add to this.
- I'm 19 college kid who still lives in Brookdale neighborhood in MD. There has not been any place for me and my friends to hang out in FH except Chipotle. Would be great to have some places geared toward my age so we don't have to drive to the mall or Bethesda to meet up. No one my age really comes to FH.
- I'm worried about traffic and delays.
- There's room for more people in Friendship Heights though traffic can be heavy, and more residents can mean more difficult parking. The plusses and minuses balance imo.
- Traffic is usually poorly designed when new developments go in. I fear for the traffic problems and disrupting how peaceful friendship heights usually is. Speeding along Willard Ave isn't great. I don't care what traffic studies have been done; it doesn't feel like cars drive slow enough on it.
- I live on Western Ave., and all I see is more traffic speeding in front of my home.
- Mostly very positive. I want diversity in race, age, and backgrounds. It makes us richer in our humanity.
- I'd like to see Friendship Heights be more vibrant with more restaurants and retail and for these businesses to survive, we need more residents.
- More foot traffic
- I believe people will welcome more housing opportunities as long as the development does not impact the existing areas. For example, green areas remain green, building views/sun exposure are not blocked due to new constructions.
- If it is done right is it is positive, but given the way the planning board and the county council handled the recent housing zoning amendment, which wasn't necessary and was a giveaway to donor developers, I don't have the confidence that the community will be listened to or that the development will be thoughtful given the track record.
- I'm not sure this area would benefit from more people living here. It seems like it is in need of some more buildings that draw customers to the area for it to get rather lively.
- FH is a transit friendly location. More people support the retail, the restaurants, the community amenities, the street life and ultimately street security (more eyes on the streets).
- Traffic is already bad. During rush hour, I often cannot turn left from my neighborhood and have to exit at the end of the neighborhood. Proposed development will only make it worse. Plus, there are no sidewalks in my neighborhood and there have been accidents already with people speeding through while avoiding River Road and Western Ave. This will only get worse.
- Beautiful neighborhood near a Metro should be high density. Let people and families move in and enjoy the area. Funny, I hear the people in THE WILLOUGHBY of all places complaining about density. They're the largest, densest building in the county (or close). There are

Question 7 Responses Continued:

many people that live there happily. I would like others to enjoy that as well.

- So far, the planning to have more people — for instance at Westbard - is dismal
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- So far, the planning to have more people — for instance at Westbard - is dismal
- More housing would be good for businesses. It would create opportunities for socializing for the people of all ages. It would be possible to find more things to do right near my home.
- Increased population/density without ensuring the existing infrastructure (Water, sewer, electric) and community resources (schools, libraries, transportation) can support the increase is a recipe for disaster. And adding Brookdale to the map makes no sense, since it is already a vibrant, single-family home community whose scale and existing density is totally different from the rest of Friendship Heights.
- Adding population requires careful consider-

Question 7 Responses Continued:

ation of the effect of added density on infrastructure (utilities, schools, transportation) and amenities - green space, recreation, libraries, entertainment, grocery stores, drug stores, parking including parking for delivery and contractor's vehicles. Adjacent neighborhoods that are not currently part of the plan area should not be added to it.

- As long as there is sufficient parking and sensible traffic management, I am fine with more people. Same with more reasonably priced stores. I DO NOT want a bike lane on Western, as DC is planning. This will cause congestion, and I will no longer shop or eat in Friendship Heights, as it just isn't worth the hassle, and I have other options.
- Please remove Brookdale from the plan boundary. It is a single-family neighborhood and does not belong in this sector plan. Many people are fed up with the encroachment into single-family neighborhoods by planning. Single family neighborhoods are never included in master plans. Please cease your contempt for the single-family neighborhoods that attracted us to MoCo in the first place.
- Negative - congestion
- Influx of younger people will help drive more foot traffic and re-opening of previously closed spaces.
- More people = more people to participate in neighborhood activities, such as free concerts. But more people = more traffic.
- it will be crowded and noisy. problems with parking
- I worry that more people will worsen the already-bad traffic situation. On the other hand, I understand the "smart growth" strategy and the need for more housing -- especially affordable housing -- near metro stops. So, I can accept new, low-rise dwellings. But I strongly oppose any new high-rises which will make for even less sunlight and daylight and bring unacceptable density and traffic congestion.
- We should increase density at Metro stations and along connecting corridors, as Arlington County has done. They're 40 years ahead of us
- Traffic is already heavy in area. Free parking is already very limited in Friendship Heights and only paid parking for limited hours is available in neighborhood in general.
- Overcrowding
- Loss of green areas
- Increasing traffic areas
- Over-representation of high-income population
- Increased taxes.
- Friendship Heights is by the metro. It would be nice for people to see that as an amenity and use it more. So, there's that for more density. However, I like the mixed single family homes/apartments/commercial that it has now. I would hate to lose single family homes from the mix. Also, I think more density will not bring more affordable housing, just make money for developers. So unless there is some plan (besides the 15 percent affordable housing mandate for developments), I would rather everything be the same. I see no reason to sacrifice the lovely feeling of mixed housing to line the pockets of developers. We already did that in Friendship Heights when the first wave of apartments went it and the single-family houses were torn down. We don't really need to do that again.
- I think FH could use more housing, particularly on the GEICO lot and in some of the vacant buildings like Lord & Taylor, which are currently dead zones, but it needs to be done tastefully. Mixed housing and retail would be great, like the new Mazza. FH is a great neighborhood with a good balance of calm and quiet streets with useful amenities. We want to improve what we have, not change it completely.
- We need more amenities not necessarily more people.
- More people will attract more business, and bigger competition among the restaurants, service providers. There can be lack of spaces in the schools.

Question 7 Responses Continued:

- The Mazza Gallery strip of Wisconsin is now dead. Hoping more residents drives more dining, entertainment options. Walking distance
- Traffic and safety concerns
- The DC area needs more housing, and more people means more amenities in the long run. By all means, go for it!
- Attention must be paid to infrastructure, schools, traffic, parking, open green space, aging in place, etc.
- Density in already dense areas is good economically and environmentally.
- I am opposed to a high-rise being built, adding to the density of the area. Townhouses or low-rise units above commercial businesses are OK. I especially support the addition of a library and performing arts center within walking distance of so many! As a retired public library director, I know that residential property values increase when a new library is built close by. It would also be nice to be able to walk to a pool that is open year-round.
- Density means more support for businesses, but also leads to crowding
- Already unsafe traffic for crossing street and pedestrians pushing through past seniors and mobility issues- congestion too much to manage.
- Positive: more support for local businesses
- Negative: Traffic, parking, security
- Increased traffic congestion; increased foot traffic; less parking opportunities; greater pollution
- The younger generation is at a crisis point - they'll never be able to afford housing. Restricting housing development next to a major Metro stop is socially irresponsible. New housing will also allow for a more diverse (ethnic and age) community. Friendship Heights could be a much more livable community if we developed a mix of housing to support a more vibrant community.
- More people bring more businesses and revenue.
- Pros are that more people mean more jobs, more customers for existing and future retail and could contribute to a more vibrant and successful commercial structure in the neighborhood. The simple cons include traffic and lines at the post office and other services. A vibrant economy tops the list for guaranteeing a successful long-term future for the local area and its residents, attracting more options for restaurant support, and the merchant doing business in the local area.
- The Village of Friendship Heights is already the most densely populated community in the area. It is home to many retirees and families with young children, the last thing we need here is more people or more traffic from outside the Village.
- I think that restaurants would be better supported and there would be more business thriving. I want to live in a neighborhood that has a strong, vibrant community and I feel that having more people adds to that vibrant community. I do wish there were more three-bedroom apartments or condo choices.
- I am a people person, and I enjoy interacting with people.
- So, the more people/neighbors, the better, in my opinion.
- More people can bring diversity.
- It's already very dense as it is- and I do not want another high rise or large-scale apartments. I like how quiet it is, and I do not want the fabric to change much.
- More density equals more choice and services.
- The more people, the more bustling an area is -- and that leads to more amenities and a safer more vibrant community overall.
- Nothing to explain. I don't mind more people in the neighborhood.
- More people mean more patrons for more

Question 7 Responses Continued:

stores and restaurants. A downside could be overcrowding of schools.

- Concerns about traffic and parking and safety and lack of attractive green space to encourage walks and pedestrian/consumer interest in the area (the green space at the medical building does not qualify at all in this category). Architectural consistency and attractive, humanized height (less than 5 floors) of the development are key and critical concerns. Believe the 1998 plan, where office buildings were initially planned, could easily be transformed into a cultural amenity with attached public county parking like in Rockville Town Center. The plan should also be reversed to have the multi-family buildings adjacent to that space as that would offer more convenient metro access for residents, particularly if they offer more affordable housing/ rental options and attract families who use the proposed ball field and need access to community amenities like Wisconsin Place recreation center. Propose townhouses be built across from along Willard where the current Geico parking lots are as this area offers more human dimension scale buildings and green space more consistent with the housing in adjacent Brookdale and the lower edge of housing along lower Willard Avenue.
- I am concerned about too many people overwhelming the schools and a push to turn the neighborhood into a more urban feel with too much density and crowding.
- More people come with more housing. Additionally, they boost the local economy with their labor and their spending, and they participate in the local community. People are the life of the neighborhood, especially when
- they live and work locally rather than driving to and from the exurbs.
- Not enough schools
- Depending on the type of housing and residence, more vehicle traffic.
- Concerns about school classroom sizes
- More people = more cars (no, they won't all

walk or bicycle or use public transport). Loss of light, air and open space.

- Traffic
- In general, I welcome more people. However, my concern would be not wanting my children to be re-zoned to a different school (they are currently zoned for Janney).
- Need more schools if more people.
- I think it will become more vibrant. With more people there is more commerce and more people using the public spaces which makes it safer and more engaging.
- Increase in student population on an already large neighborhood school.
- I worry about congested roads and parking.
- Density brings more retail options.
- Probably too many cars around there
- More residents will bring more interesting retail and restaurants.
- If affordable and attractive housing is added without making traffic and parking worse, it would be a great thing. But usually, the only type of housing that gets added is luxury options with people who don't use public transportation and have multiple cars.
- More people might bring a revived retail and restaurant life at our now defunct friendship heights.
- Friendship Village is one of the densest, if not the densest, community in the area. Traffic is thick and there are few green spots to enjoy. Adding additional new housing in the area would be a disservice to everyone living in the neighborhood and turn Friendship Village from a lovely, thriving community, particularly for seniors and multi-generational households, into another overly congested, noisy neighborhood where one cannot see over the roof of the building next door. Rather than expand urban density, the Planning Commission would be advised to consider extending community recreational options like those

Question 7 Responses Continued:

listed above (movie theater - as we lost Mazza Gallery theater during covid; local library; local indoor pool, green spaces), as well as additional incentives for restaurants and shopping venues to move into and revitalize the area so that people living in Friendship Heights no longer have to leave the neighborhood for Bethesda or downtown DC to meet up, go to dinner, or shop.

- Very crowded
- We do not need more housing in this area. We need to bring back businesses we lost.
- It looks deserted now and that contributes to the poor quality of life as the elderly residents die out. The area is primed for ups ale shopping without attendance.
- More residents will support local businesses and bring more restaurants and stores.
- Growth needs to be thoughtful and measured - take into account the opinions of those who live adjacently. Topics that should be considered: impact on schools, roads/traffic, and other public goods/services.
- The lack of density means that businesses have a hard time staying open. We need more housing and more people!
- Anticipating more diversity of ages and races, slight concern about potential disruption of the current peaceful environment
- We cannot have the retail and amenities that we want without more people and density to patronize them. Increased police presence should come with increased density and house, but they should not deter us. You can't have nice things without the people to keep them open.
- As long as there are resources to accommodate all, then it's fine.
- More people = more density, retail, restaurants, etc.
- I am concerned that the public school system is not able to support all the incoming families.
- More people could bring more stores and life to the neighborhood, attracting others to the streets and making the area feel more alive and walkable. Walking in the area currently feels very lonely.
- If we have more full-time residents who are either entrepreneurs or actively employed that is what the community needs. Part time residents, lobbyists, or people who are on a fixed income may not find what they are looking for here. The village of Friendship Heights is great but could do with more options for those on a lower fixed income.
- We need more housing and more accessible housing.
- I already am careful to avoid Wisc and Western when driving, using side streets. So, traffic and congestion are issues. Therefore, pollution is an
- issue. This is an area that is a natural magnet for the elderly and an informal senior community.
- Protecting that demographic should be a priority. I grew up in Bethesda and can remember when Friendship Heights was a modest community of small-scale commercial businesses with Woodward and Lothrop being the largest. It was delightful.
- The infrastructure does not exist to allow this massive influx of people moving to the area. Seems like yet another developer giveaway.
- I am concerned about overcrowding at schools, inadequate sewers parking, and such
- There needs to be more affordable housing in this area. And that brings in new people/new demographics and that's healthy for a community.
- This area has great potential for denser housing close to Metro, and housing at more affordable price points. But it must have the stores and amenities to support a considerably larger population. MCPS school capacity also must be considered.

Question 7 Responses Continued:

- Positive or negative will depend on what is built there to attract community involvement.
- Positive: More shops & restaurants, hopefully adequate public transportation to deal with increased population, and a younger population
- Negative: More automobile traffic, which must be directed away from Friendship Heights and controlled, and that also means more traffic
- I don't want more traffic and congestion and I think of it as a more commercial area but I think some housing will liven it up some.
- We have thousands of condos around this area with Maza galleria now developing more condos plus new condos near Marriott hotel.
- There will be no space to stand.
- Please resist the developers as they turn our beautiful neighborhood into a circus show so they can profit.
- We don't need more house in our small friendship heights. I have been living here for +35 years with my family.
- worried about compromising local services etc.
- Positive: More people will bring vibrancy, more entertainment/fun opportunities and contribute to a safer neighborhood.
- Negative: More people may lead to increased congestion, accidents, and crime.
- Schools are already at capacity. Unpleasant to live amongst too much long-term construction.
- The solution is not to upzone the single-family neighborhoods around Friendship Heights. Upzoning to create even more supply of expensive housing will not solve the housing problems. Friendship Heights is already a very dense area - full of multi-story rentals and condos. The adjacent SF neighborhoods provide a respite to this density and also shade, and flood mitigation due to lower levels of pavement. We live in a zone of increasing extreme high precipitation episodes due to climate change and there is a trade-off between densification and flooding. When the Geico land is finally developed, we hope that it will include townhouses and additional housing that provides 30% workforce housing. But MOCO Planning is resigned to do nothing to encourage this or to increase affordable housing units on the Geico plots, and it's accepting the old permits which only include a minimal number of MPDUs. That's disgraceful! This is a HUGE opportunity for creative development to increase the supply of real, genuine workforce housing and affordable housing.
- If it becomes congested, I am concerned about safety, litter, smoking, and crime,
- It's difficult to say since there are so few open businesses right now.
- POSITIVE: more support for local retail
- NEGATIVE: increased traffic
- More housing is necessary.
- Positives = more people to support and bring in stores and small businesses, restaurants, and bars/breweries. Negatives = more congestion, noise, crime.
- City centers are good! Just need to have enough parking
- Friendship Heights has good access to public transportation and is a great place to expand housing supply in order to increase affordability across the broader region.
- Our neighborhood is already densely populated. Parking is especially difficult.
- Public transportation needs to be a consideration for any population increase. Metro's red line is close to capacity and further population growth will negatively affect the current public transportation infrastructure. Planning needs to take into account the impacted of new population growth which can also have positive spin off benefits such as improved retail opportunities, restaurants, etc.

Question 7 Responses Continued:

- More opportunities for people across all income groups. I want teachers, firefighters, police, service workers and others to be able to live in our area.
- want to ensure safety remains secure, we moved from other areas of DC because Friendship Heights was safe for children and raising a family. more people tend to increase crime.
- The neighborhood could be livelier (easily!). I like the idea of concentrating populations near metro stops.
- There's a Metro stop here, and a major bus stop. It only makes sense to have more development within walking distance of public transportation.
- I am open to a bit more density because of proximity to Metro. It is already a dense population area so the expectation is that most of the increased density can be accommodated by foot traffic/metro.
- I am concerned with more traffic congestion, already limited parking options in the area. There is easy access to public transit, but a lot of people rely on cars.
- I would prefer to have at least some of the space allocated to amenities for people to enjoy.
- Too many cars make it dangerous to cross streets on foot. Too many people crowding the Metrorail at Friendship Heights is not good. The Village Center will not be able to accommodate a huge influx of new residents. Residents need more neighborhood retail, not more housing.
- We need to provide for the people that already live here. The two grocery stores and limited restaurants is not helpful if there is going to be an influx of new residents flooding the stores.
- I imagine that more people in the area would draw more amenities. I am not in fear of massive changes to the structure of our immediate neighborhood (Brookdale) and think that additional people through added housing on some of the busier streets would mean more attractions, stores, restaurants, etc., that would only bolster living here!
- More people would support more restaurants, shops and other things I would like to have in my community. There would be more car traffic, but I think that can be managed.
- I am concerned about the increase in people without increase in public safety infrastructure like safer pedestrian street crossings, sidewalks, lack of affordable parking, lack of enforcement of drivers who don't obey traffic laws. As someone who raised my family in this area, my children and I have been almost hit by cars crossing the street numerous times because motorists are rushing and failing to defer to pedestrian safety. As such, it is not a safe place for bikers, and I do not want biking lanes installed along western as I don't think motorists (especially commuters) will be careful. I live in Brookdale neighborhood, and I exit my neighborhood on Western and I am always concerned about hitting a pedestrian or a biker or electric scooter. Please don't make this worse. I walk to downtown FH in MD almost daily. The most dangerous intersections are Western/Friendship Heights Blvd.; Willard and Friendship Heights Blvd. (corner of Chipotle) and then turning left onto Wisconsin Avenue of Western Avenue as you head north on Wisconsin (I have almost hit people in that crosswalk because they are wearing dark colors in the rain or the sun is in my eyes). BTW, the traffic violations do not seem to be working folks that are driving trucks or vans as they seem to obey traffic laws and defer to pedestrians. It is always a Lexus or another expensive vehicle that seem to be the culprits - seemingly entitled to rushing and honking at pedestrians or other vehicles even when pedestrians have the right of way. In addition, I am concerned that once GEICO is redeveloped, then we will lose a safe cut-through to FH as the GEICO property gives people a safe way to access Friendships Heights and actually cuts down on driving by my neighbors since people can walk safely through the GEICO property to

Question 7 Responses Continued:

FH.

- It's already crowded. Schools will be difficult. Will make traffic worse and create more lines and less access to metro. Before more building, fill the current empty buildings. Along Wisconsin. What's the demand for housing in the area. Don't lessen the property values of the area. Would get rid of the Bloomingdales and improve that area with more accessible eating areas. Make it less expensive for boutique stores to rent store space. Also just building brand new condo buildings on dc side of Wisconsin. Is more really needed? Turn Lord and Taylor in to fields and recreation complex. New, nice movie theater would be nice.
- I think smart growth is important.
- More people would hopefully mean more restaurants and shops, gyms, yoga studios, salons, grocery stores- more opportunities for retail that would enhance walkability and quality of life for our family!
- People to support local stores and businesses. But adds to traffic noise and congestion.
- More housing will cause congestion, bring in crime and neighborhood schools are already overcrowded.
- Crowd brings its set of problems.
- Safety.
- Too many demands on infrastructure (schools, roads, etc.).
- Reduction of green spaces and views.
- Don't want this beautiful community to become another awful urban jungle as in Northern VA.
- Traffic will be very bad and there will be people speeding through neighborhood with no sidewalks.
- From an urban planning perspective, it is critical to concentrate housing near metros.
- Doing so will make our roads less congested and improve the quality and amenities in the nearby neighborhoods.
- More housing hopefully will lead to more and better retail shops and restaurants that are affordable and not expensive like existing businesses. And more affordable housing options for people working in the community.
- Please work to ensure that infrastructure needs are cared for if more housing is added.
- Somehow the outdoor spaces are not appealing.
- We already have a high population density; the Mazza project and the project at 5500 Wisconsin will add a lot of residents, and D.C. has suggested that it might sell the bus depot on Wisconsin Avenue in D.C. for multifamily housing. That's enough.
- I welcome newcomers; however, I'm concerned about over saturating the area. We're already one of the most densely populated areas around.
- Negative - increased density and traffic. Positive - hopeful neighborhood retail businesses, amenities not currently available nearby.
- Don't like the idea of more traffic but far outweighed by more affordable housing and a more lively and vibrant community.
- I like a vibrant lively community
- No one likes traffic.
- I hope the new housing includes multifamily opportunities stop buy, not just rent. Most new builds in the area or in neighborhoods like NoMa has had limited or no ownership options.
- Crowding, noise, smells (from the dogs and the buses and the trash)
- More residents mean a broader market for retail, restaurants and amenities.
- Growing friendship heights would destroy the community. It would bring more congestion to the area, require an increase in police and

Question 7 Responses Continued:

schools as well as great need for the maintenance of roads and sidewalks. This would require an increase in taxes to meet the needs. This is a community that is heavily populated by senior citizens. This would be detrimental to seniors continuing to live in this neighborhood many on fixed income. Our safety and financial stability would be jeopardized by increase housing and growing of Friendship Heights. It is time to place the seniors ahead of families with young children, who can, due to still being employed, afford to live further out such as Rockville. the protection of the senior citizen is primary to maintaining the tranquility and closeness of the community of Friendship Heights

- Happy with current conditions. More housing would add to traffic congestion and general crowding.
- I like diversity.
- If managed correctly to accommodate the additional growth, it can be positive otherwise no
- As an owner for over 40 years, FH has not been able to sustain any or many good retail shops that attract neighbors. The Porsche dealer is a perfect example. None of the high-end stores stayed, except Tiffanys. They are not marketing their neighborhoods around FH. People and businesses are fleeing FH because of too high rents and nothing to do. Why would more people move here? We miss the movie theater, the pharmacy, Lord and Taylor, etc.
- Good luck.
- Will increase traffic on roads.
- Not enough electric power or sewer and water to support additional people. Infrastructure does not exist.
- More restaurants, shopping and other services
- We are already the most heavily populated area in the whole United States, we need more green spaces and not housing that will take away green spaces and destroy animal habitats! This is not just about humans but about wildlife as well.
- Area is already dense. Adding more people could worsen traffic that is already bad.
- Concern about congestion, overcrowding
- But we need to have a diverse, welcoming community.
- I am afraid that would increase the rental prices and would not make Friendship Heights an option anymore.
- More people = more foot traffic = more and more successful businesses.
- Already too much traffic congestion and minimal parking. Addition of high-rise housing units will further congest the area and make parking a greater nightmare.
- FH is already a dense neighborhood, but it needs more diversity of residents. The median age is 52! That is so much older than the surrounding neighborhoods and towns. It means less people on the street being active and a stagnate area. More people would help increase the need for services for them to use and bring a diverse range of commercial opportunities.
- There is a housing shortage and NIMBY is tremendously destructive to our major urban areas. More density will create a richer community. People who want to live far from others who are less well-off should move farther out and should not be near the metro.
- Am worried a little about traffic and congestion especially on Western ave.
- I think it makes sense to build on the densest areas such as Wisconsin ave and friendship boulevard.
- Concerned about overcrowding creating lack of parking in the streets, lack of green parks, overflowing of the sewer systems etc. Increase in already heavy traffic. reduction of existing housing pricing.

Question 7 Responses Continued:

- New opportunities for business, activities, friends, community. If the population in our community grows- we can justify improved access to schools, entertainment, shops. Develop a diverse community with easy access to DC.
- We live nearby. Our family used to live in Green Acres on Greenway. It was a great community for starter homes. Some families stayed for a generation or 2. There was at least one very large family with a tasteful brick addition. In recent decades larger, uglier, totally out-of-place houses are destroying what was a beautiful community. There are already many high-rises in FH. Don't jam more in. All the amenities mentioned above are so close we don't need more. I smell developer greed behind this survey. Also, there is more auto congestion to FH since beautiful, smooth pavement, Little Falls divided PARKway was desecrated because a local government "Park" group (MD-NCCPC) wanted to create a lateral park plan to present nationally and earn an award. Also, they used Covid period traffic data. They also do not drive in the FH area and appreciate how critical the prior layout of Little Falls PARKway reduced congestion in FH. After a hard day at work and navigating Old Georgetown and Arlington Blvd lights, congestion, potholes, delivery trucks etc it was such an aesthetic relief to enjoy Little Falls PARKway (trees, grass, etc.). Now I add my car to Wisconsin Ave and a number of other streets in FH that you at the MD-NCCPC threaten to further desecrate. Hundreds if not thousands of cars, some filled with school children, groceries, or hardware and garden products, use LFPway for every walker
 - or bicyclist seen using that part of the former truly beautiful LFPway in a single day.
 - It depends. More housing at the GEICO site and other commercial properties (e.g. Lord & Taylor) is welcomed. Upzoning single family detached housing is unwelcomed.
 - I would like to see the restaurants and shops thriving in the area. I would not like to see some of the challenges that come with more people (traffic, crime)
- Density needs to be around metro stations and public transportation areas.
- Parking and traffic concerns. Crime.
- Depends on the housing. Higher rise in central friendship heights would be great to help retail there (like new Mazza dev). But don't want changes to existing single-family neighborhoods, which is a unique and appealing aspect given closeness to metro/friendship.
- I enthusiastically welcome more housing as long as it is balanced between rental and ownership AND there is diversity of housing style. I strongly favor luxury townhomes along Willard Ave (currently Geico parking lot) no more than 4 levels in height. I don't mind mid-rise or high-rise along Friendship across from WF and Bloomingdale parking (currently GEICO). There must be adequate parking and infrastructure to accommodate increased population. Restaurants, shops, and cafes and outdoor gathering places must also be a part of this plan. An increase in the Friendship Hts tax base is a good thing IF it is done right.
- Westbrook elementary is already overcrowded. My son's class was 31 students with 1 teacher in 3rd grade. That's not sustainable nor a positive learning environment.
- I would love to see Friendship Heights turn into a more lively and thriving neighborhood, especially with more families and young kids. We have many free events organized by The Collection and The Shops at Wisconsin, but they are often lightly attended and not well advertised so that the current families can take advantage of them. More people in the area will hopefully mean more businesses are attracted to set up shop. This area is DEAD with almost nothing to do for young families. The Heights is a lovely addition and idea, but the prices are out of control and make it feel unattainable for a weekly visit. The new-ish restaurants like Junction, Hunter's Hound, and Joy are fantastic, but they are not open early on the weekends when families are

Question 7 Responses Continued:

already out and about and don't offer a very fast-casual vibe. I hope that an increase in people living in this area will mean increased thoughtful development including green spaces, pedestrian-first planning, and small businesses.

- I am very worried about traffic congestion and poorly planned proposals for bike lanes (Western Avenue) that would cause major issues for the surrounding neighborhoods and traffic flow. I am also worried that the rent for vacant retail might be too astronomical for small businesses. The last thing we want/need is more banks to buy empty lots!
- The idea of more people in friendship heights is a good idea, but I worry that the way this is being done is at the expense of the current community as opposed to in complement with it. The plans to add more apartments, more town houses, and change zoning feel like a sledgehammer vs a more precise way to add housing in a mindful way to preserve the walkable, green, family friendly community we have.
- More housing brings life, energy and supports local businesses. Some affordable housing would be great to allow families and workforce to live in the neighborhood. Workforce can support (ie be employed) the small businesses and restaurants. An example is a man found an affordable rent in the neighborhood and on weekends he provides lawn care and handyman services to the neighborhood. This kind of relationship has been invaluable to many neighbors and was only available because of an affordable housing option he found here.
- More housing also brings more diversity which can enrich all of us IMHO
- Roads are currently very crowded with many traffic delays. I don't think traffic has been sufficiently studied and addressed to accommodate a significant increase to the population in this area.
- I support growing housing capacity (and particularly affordable housing) within walking distance to public transportation. Such housing would need to be accompanied by arrangements to ensure enhanced services, such as additional staffing and space in schools; a better power grid; and measures to address congestion.
- More traffic, parking problems.
- Parking issues. Changing the character of neighborhoods. Noise.
- More traffic, more noise, larger classes in the schools.
- I am ok with more people as long as it's done in a thoughtful way, with appropriate infrastructure planning (eg schools, traffic, utilities).
- More people would be great if services grow to prevent overcrowding in schools, etc.
- More people mean more amenities - such as good restaurants, stores, etc.
- We have plenty of space to add more density, and more housing should lower prices (or at least slow down the rate of raising prices).
- I am concerned about more traffic in the area and the impact on overcrowded schools, but I also want to see Friendship Heights thrive and I think providing some additional housing options would help accomplish that goal.
- I don't really care... I lived in DC most of my time in this region. I would still live there if the price was right.
- Friendship Heights needs to expand to include new families to bring life to the neighborhood.
- My concern is increased load on roads and schools, and that planning for more residents does not adequately consider this issue. Traffic gets worse every year. This costs time and money.
- Need to be sure the schools expand as the population does but they are now not full so not a problem. More people, more amenities!

Question 7 Responses Continued:

- Gridlock-traffic
- Not enough amenities for the increased population
- School capacity
- Noise
- Air quality.
- Housing brings people and people bring businesses and services.
- I think if there were more people, there would be a better use of existing retail and more support for community amenities. I am concerned that the area has become rundown and more down market. But I would worry about parking. Note that in my answers above about frequency of use of community amenities, there was never a choice of visiting a library, etc. occasionally — once every few years. So my answers were not completely accurate.
- Our area has enough congestion as it is.
- I've lived in fh for over 20 years. i most the old vibrancy, restaurants and commerce. would love to have it back and bring back all the stores Bethesda stole from us. more people will help tremendously.
- Friendship Heights is already very crowded building more housing will make the area even more crowded.
- It would depend on where the new housing would be built and the type of housing.
- New vitality is needed.
- Positive impacts - more vibrant social scene, better restaurants and stores.
- Negative impacts - more traffic, congestion and pollution
- More people will make the commercial area livelier; more people will mean more traffic and more pressure on the schools.
- Population is already too dense.
- Traffic congestion.
- I assume that the Sector Plan will include multi-family housing. It would help preserve and improve the quality and desirability of the Friendship Heights Sector if the new housing provided residents who would support some higher end restaurants and shops. Recent years have brought in a larger percentage of discount merchandise stores and pedestrian restaurants. We need to avoid a cycle of low levels of disposable income leading to lower end business establishments leading to a population with even less disposable income, etc. This would argue for more condominiums instead of rental buildings. The large amount of space on the Saks property should allow for buildings with beautiful grounds that, along with Somerset House, would attract a population that would maintain and enhance the long-standing attractiveness of Chevy Chase. It is likely that there will be requirements for low- and moderate-income housing options. This should be accompanied by measures that maintain safety and cleanliness in the area. Some attractive additions similar to the elevated flower posts that are along North Park Avenue should be considered for along Wisconsin Avenue between Somerset Terrace and Western Avenue. Some preserved green space would be desirable.
- Traffic and noise pollution will be worse; less green area; unpleasant place less safety for pedestrians.
- I do not want more apartment buildings as the renters tend to be less invested in living and existing in our neighborhood as compared to home or condo owners. I would love more people so more restaurants and shops wanted to come to the area.
- I see no reason not to increase population density as long as there is sufficient funding for the infrastructure (schools, etc.) to support.
- There is room for expansion, and this is a great neighborhood for aging adults.
- Support businesses.
- Too many people and more pressure on

Question 7 Responses Continued:

resources

- More people make it livelier and brings more businesses.
- Need more green spaces and plantings, outdoor rec opportunities. FH is soulless as it looks like office buildings rather than a community with gardens and inviting architecture.
- Just afraid that it will become more congested and not enough services provided.
- More people will support more amenities in the community, keep restaurants and shops, etc.
- The only thing that makes me less than very positive is if this comes at the cost of dismantling existing communities. There is ample space to add new housing in the Geico lot and other underutilized commercial space (e.g. along Wisconsin, and in neighboring DC which is not part of this plan but should be coordinated) that does not require increased density in neighboring single family neighborhoods.
- We need more affordable housing in the area.
- More people are good but the type of people in the community is important. I would like to see more opportunities for families. Young families and families with older children. I'd prefer a community with fewer young single people.
- I worry about traffic / congestion.
- Worry about crowding, traffic, parking. But it would be good to see the area have more life to it.
- This area is already one of the most densely populated Census-designated places in the United States.
- Lower prices if there's more housing.
- It's too crowded as is (and will be more crowded when the former Mazza Gallerie site is occupied)
- A higher density will put additional pressure on existing facilities including street parking and parks.
- I would like to have enough people to support things like a CVS, casual restaurants, coffee shops, affordable retail stores. I like this area because it feels safe (I used to live in Navy Yard) and walkable. I don't like the turnover in business in this area.
- I think new housing is a positive as it will allow more people to move into or stay in the area. However, I worry that new housing will not address the issue of affordability and instead will only cater to certain classes of people.
- I think that denser housing zoning is appropriate near metro stops.
- More younger people. Most of us here are 60+. Energy, vibrancy, folks out later making Friendship Heights safer with 'heightened' activity.
- No new housing
- Without planning for
- increased traffic, more schools, new water and sewer lines, power lines underground, more parking where the houses/appts are built, improved IT and more recreation
- I would support more housing in the plan area on three conditions: (1) there should be a holistic plan that considers traffic, transportation, stormwater management, tree canopy, adequate parks and recreation space, utilities; (2) there is more mixed income, social housing developed by the Housing Opportunities Commission/Housing Production Fund and non-profits; and (3) the design of mixed use -- residential, commercial, retail -- should be based on a public consultation process with community inputs.
- Friendship Heights is already densely populated. It is the most densely populated census tract in the country. I think other parts of southern MOCO should be prioritized for additional housing before the Village of Friendship Heights.

Question 7 Responses Continued:

- The high-rise apartments that are planned for the greater Friendship Heights area will help bring new retail and restaurants to revitalize the area
- I believe there is enough housing already. There is a lot of traffic already in the area as well as an increase in crime over the last 10 years.
- Excited for more food, more shops, more community events. Concerned about congested schools.
- More residents would provide a larger tax base and presumably more economic activity.
- Increased supply of housing without sufficient public parks and services risks home values, putting at risk my ability to pay my family's mortgage. Density also leads to crime increases and the need for more police officers, and officers cause additional safety hazards.
- More people mean more tax revenue for the county. This means we can afford more amenities for county residents. Adding more housing should also put downward pressure on housing costs which are a major issue in the county. Friendship Heights also needs to be more diverse with more age groups and ethnic groups calling it home. This would help reach that goal.
- We need a lot more housing to address the housing shortage and to bring down housing prices.
- Already crowded and if GEICO builds 500 homes traffic will be more of a nightmare.
- More diversity and young people would be welcome. I would like Friendship Heights to be an area where young families could afford to live. At the same time, making sure the infrastructure kept up with any population increases would be important.
- Friendship Heights is already one of the most densely populated areas in the entire Metro area. We do NOT need more housing here. And we especially do NOT want more high-rise buildings that block the sun, stars and views. Any additional housing should be limited to town houses, but I would prefer no additional housing.
- More density and diversity of housing types would be great for this area. I think there is room to grow slowly while maintaining open space (not aim to be as built up as much as Bethesda, but have more options and affordability)
- Number of F'ship Hts residents is manageable as is. An increase in population could have a negative effect on our current benefits.
- Since the area is a transportation hub, it is a very convenient place to live. Having more street activity is a plus.
- like the current status
- Better quality ethnic restaurants in the FH area.
- I want more development so more people are part of that!
- While I fear traffic jams and congested streets, I would like the area to become more vibrant.
- I understand that the area needs more housing & I hope it gets some -- particularly decent quality rentals. But I also hope this isn't taken so far as to increase density and traffic by a large degree.
- not sure how i feel about this.
- I am only somewhat positive about adding new housing to grow the Friendship Heights Community because I think the amenities to support such growth needs to also be added to support the additional population, but this is often not the case. I would more eagerly support the growth of the community if amenities like a performing arts center, library, proper parks and play areas are added to support the additional growth.
- More people will be able to support more

Question 7 Responses Continued:

businesses and public amenities!

- 1) The Brookdale neighborhood should be removed from the sector plan area. This long-established, wholly residential neighborhood should not be considered for planning and zoning changes, in keeping with long-standing Montgomery County precedent in sector plan preparation. The Brookdale Citizens Association strongly opposes Brookdale's inclusion in the sector plan area.
- 2) More people mean more vehicle traffic, even with the presence of Metro and other mass transit, especially in conjunction with significant residential development taking place in Friendship Heights DC. That traffic will spill over into surrounding Maryland roads and neighborhoods. How will the additional traffic be accommodated?
- 3) Montgomery County, including the Planning Board, MCDOT, emergency responders and the County Council need to oppose DC's proposed installation of 2 bike lanes on Western Avenue, as well as the possible extension of those lanes to DC's southern half of Westmoreland Circle and on Dalecarlia Parkway. Reducing vehicle lanes in these areas is incompatible with proposed and already approved development in Friendship Heights and will increase congestion and spillover traffic and impede emergency response in Friendship Heights Maryland and in surrounding Maryland neighborhoods. It should also be noted that reducing vehicle capacity on Dalecarlia Parkway could impede access to Sibley Hospital.
- More people yield more restaurants, retail, and community amenities. Would be glad to see more children and young adults in the community.
- Positive impact, more street life, more pedestrians supporting retail and restaurants, more folks using transit. Negative impact construction noise, debris and traffic disruption.
- Positive - more street vitality, better retail, safer streets (more "eyes on the street")
- Negative - none
- The area already is hard to get around because there is so much traffic. And the area is becoming more and more unsafe, which is extremely unsettling.
- We are crowded enough, and traffic is just tolerable.
- I like the fact that the neighborhood is not densely populated.
- Makes the community more vibrant. More support for current local businesses and future businesses. Hopefully most newcomers to F. Hts. will rely on Metro.
- There are a tremendous number of people who live in the area now.
- Congestion and lack of green space is a negative.
- More people could lead to more restaurants and shops. I have to hope the traffic will be designed well.
- As long as there is the adequate infrastructure built to sustain increased population living in this area. Governments want all the building but don't think about the "bleed" on the services needed to support the new building.
- There should be more housing available near to public transportation and DC. We need to get more cars off the road but also build more bike lanes when new planning occurs.
- Positive: more pedestrian activity
- Negative: more traffic
- There is not enough good infrastructure to support more people if you don't have a car, Amazon fresh should be replaced by another supermarket like Giant or Safeway,
- the positive impact would be more housing choices. The area attracts a very diverse population which is a very positive aspect of living here.
- More residents could attract a greater number of restaurants, which we need. Too many residents could lead to congestion like Bethesda.

Question 7 Responses Continued:

- Positive: more pedestrians on the streets;
Negative: more vehicle traffic on the roads.
- Too much density and traffic.
- Positive: I'm hoping the hypothesis that if more people live here more amenities like restaurants, movie theaters, and mid-price retail will open in the area.
- Negative: more traffic on Willard and Wisconsin Ave and Friendship Blvd; more crime; erosion and degradation of parks and green spaces
- Sector is currently very densely populated. Increasing population density will increase traffic congestion, reduce safety and consume space that could be used for more important functions, like a community garden.
- More people should bring more services. One can hope!
- More people would provide a more vibrant, hopefully diverse, population and likely encourage more close-by, walkable options for library, entertainment, food, household and clothing shopping, etc.
- Only negative involves increased cars: more traffic
- and more pedestrian safety concerns for crossing streets; also, more competition for already limited parking options. Hopefully, the Sector Plan will include lots more vehicle parking for Friendship Heights.
- Hope more housing makes it more affordable in general in the area.
- I have lived in Chevy Chase MD for 40+ years. When I was a child Friendship Heights catered more to the middle class, and we went there to shop and eat. That stopped when Chevy Chase Pavillion went up and the plaza behind Clyde's and along Wisconsin was redeveloped to high-end retail. It's a real shame! I like most residents who live nearby stopped coming. You need to refocus Friendship Heights on the middle-class needs of those who live nearby so it can thrive again.
- would love to house for families and kids... and younger people in general.
- It will become too crowded with buildings and ruin the open space.
- Community is densely populated now. Increasing population would decrease open spaces.
- Too much traffic
- Not enough parking
- Friendship Heights is already a high-density area. More housing means more people, more congestion, etc. Real estate developers may want to introduce more housing but that won't make it better for those already living in the area.
- Positive view of Smart Growth high rise apartments. Negative view of interspersing 4–6-unit buildings in established neighborhoods where they will be prohibitively expensive and compromise neighborhood cohesion.
- Friendship Heights is a lovely area, and it would be wonderful to see more people having the opportunity to live here. I hope that would bring more businesses into the area which would increase the walkability score (which is already great).
- More housing is critical for Montgomery County.
- Happy to have more people with infrastructure support. More people mean more cars, even if we are immediately next to the metro. With more cars means a need for more parking and sidewalks so that walks can be safe with the additional traffic.
- The NIMBYism of hypocritical liberal elites in the DC metro area (including in MoCo) is directly responsible for the lack of affordable housing in our area. More housing units overall = more affordable housing. Meanwhile, the MoCo Council is wasting its energy and time on bike lanes. Dedicated bike lanes (which never seem to improve pedestrian safety) are another symbol of the elitism that has overtaken this area. Furthermore, this neighbor-

Question 7 Responses Continued:

hood appears to be overwhelmingly white and older. I would like for this to be a less socio-economically homogenous neighborhood.

- More people living here would support more local businesses including restaurants. Also, I would favor housing and amenities that would attract families with children.
 - Positive--more urban and cultural amenities, more community activities and more shops, religious centers and schools (including adult ed centers) to accommodate the larger population.
 - Negative--population density may demand more law enforcement, and heavier traffic will require more rules to protect pedestrians. Similarly, there will be a need for better (and more frequent) public transportation.
 - Would like to see more shops to restore the vibrancy that once existed in Friendship Heights.
 - More people would bring in more businesses
 - 2) GEICO land deserves better use - could use more housing with provisions for off-street parking
 - 3) Lack of foot traffic to support businesses. Foot traffic would encourage more people to go out to eat and we need more affordable, family-style restaurants and shops (need variety of shops)
 - safer streets, businesses will stay.
 - More people would support a broader array of services.
 - Parking would become even more difficult.
 - If you did serious and progressive urban planning, more people are fine. It's not the density; it's how you build it. Try and keep things lower than 12 stories (take a tip from Hauser's Paris planning). Find the equivalent today of Jim Rouse and try and design something human scale. Also consider having a design competition with forward thinking urban planners and see what comes out the other end.
- Most important decision you will make is the plan for Geico property. Don't screw it up.
- More traffic and less places to park
 - More stores and restaurants
 - A library would be a very positive addition for young and old-it would provide more than books
 - A movie theatre would also be a positive addition
 - More things to do in neighborhood that you can walk to
 - I'm fine more people living in the area. My concern is that the roads will become more congested.
 - Housing along with amenities can only be a good thing. Cheap eating options provide better options than expensive restaurants and expensive shops (Tiffany's etc.) that people would only go to once in a blue moon.
 - More people move to the DMV every year because of the opportunities there, and more housing is needed to support this growth. Without it, prices will continue to grow at exorbitant rates, making it impossible for younger individuals or families to buy homes. This leads to people who work in or near DC to move further and further from the city, increasing traffic and pollution.
 - The average home price in Chevy Chase is \$1.4 million. That is not affordable, and if we continue to reject plans to add more housing, fewer and fewer people will live in the area, further contributing to the number of closed stores and commercial spaces in the area.
 - It is already hard to find parking; schools are overcrowded; traffic will hit a lot worse.
 - Too crowded already.
 - A vibrant community around a transit hub will be very attractive to people and businesses.
 - I would like to see more people visiting the restaurants and shops in our neighborhood. I feel that new businesses really struggle here,

Question 7 Responses Continued:

and I am concerned that many existing ones will move out. I am concerned that more housing may mean more high-rise buildings. I think high-rise buildings are important and serve both the needs of workers and senior, who might otherwise need to leave the area due to the high cost of single-family homes. But I don't want to see our community become like Bethesda where high-rise development has created a canyon where the sun never shines.

- Friendship Heights already is dense. Air pollution and congestion are problems, and new housing tends to be "luxury" and unaffordable to a diverse population.
- Primary concern is increased automobile traffic.
- Obviously, there would be more traffic, but this is outweighed by the potential addition of more interesting commercial and community options (restaurants, boutiques, medical facilities and entertainment). Also, more diversity in the population.
- We selected Friendship Heights because of the walkability and urban-adjacent feel. I am hopeful more people will make the neighborhood feel livelier, drive business to local shops and
- restaurants, and ultimately increase walkable amenities. We are cautious about development of the Geico lot and loss of green space, but trust Montgomery Planning will manage it thoughtfully.
- Positive outcomes from more people in the area, from my perspective, include the ability to draw more restaurants and theatres to the neighborhood, while taking advantage of and even perhaps building on excellent transportation links.
- More residents will increase the demand for shared amenities, although the village specifically is quite full.
- Positive: opportunities for first buyers
- Negative: congestion
- More housing would help keep the amenities alive in our neighborhood that is continuously struggling to do so.
- The infrastructure can barely support the population currently served.
- Ok if new housing goes on the GEICO site. Not ok with other locations.
- We are experiencing higher than normal (increased) dangerous levels of traffic and pedestrian safety issues. We are very concerned we maintain the "village" feel. We don't want what happened to Bethesda where it became so overly developed one can't see the sky. Theater, movie theater, parks to gather, a giant grocery store, a CVS, ice cream store... we need more retail like we used to have...
- I live JUST south of Western, own, with 2 teenagers, and this is 'our neighborhood' even if we're out-of-boundary as is all of AU Park. This area needs diversity - age, families, income types to support retail and entertainment. There is no housing for families under \$1mil. It's sleepy. Lots of affluent retirees - more diversity of housing types is 100% needed to attract youth to support retail, restaurants and entertainment. MISS the Mazza Gallery atrium Starbucks space with retail!!!
- Willard Ave has become incredibly dangerous for pedestrians due to its role as a thoroughfare from Wisc to River. More cars and more people would be disastrous - the appeal used to be a quiet but still lively urban-ish nhood with easy walkable amenities. More and more people and fewer and fewer amenities means more crowding, harder to walk around, easier to get hit by a car, etc. Stop the madness and focus on bringing back the nhood when it had great amenities, etc.
- More residents help the community to be vibrant, but there needs to be adequate parking.
- This depends entirely on HOW and WHERE the new housing is built. Use the Geico site for AFFORDABLE housing. Don't damage

Question 7 Responses Continued:

Brookdale.

- MoCo needs more housing. More housing -- especially rental housing - is more likely to relieve pressure on rents.
- 2. As a senior and a taxpayer, I feel it is very important that MoCo expand its population to expand the tax base. More people paying taxes = less pressure on existing taxpayers.
- 3. Given FH sits on top of a Metro station, it makes sense to build out (vertically) much more housing here, including hi rises. More housing here = more transit riders = more fare collection = less financial pressure on Metro.
- I welcome more density which supports diversity, additional retail, and taxes but I worry about the increased traffic, pressure on the utility infrastructure, and school capacity.
- The GEICO site can accommodate more people. However, there needs to be thoughtful planning for the infrastructure, including utilities etc, as well as preserving the character of the area (walkable, child-friendly etc).
- It's good to give more people the opportunity to live here. Concerns are about increased traffic.
- I want to see housing opportunities for our workforce.
- We need more people with diverse incomes, ages, etc. to create a more vibrant neighborhood with more retail and community spaces.
- Building more housing will give us the critical density we need to support more stores and restaurants and make this a more vibrant community. Also, for both environmental and convenience reasons I think housing should be built around good public transit and we have a metro station centrally located in our community.
- You will hear from a lot of very vocal people who are opposed to all development. Those people do not speak for many of us in this community. They will argue that building more housing will lower the real estate values for existing home owners, but anyone who knows anything about economics will understand that they are only looking at one side of the equation, supply, and they are assuming that demand for housing in this area will remain stable. In fact, I think that demand will increase if the community is able to support more density of stores and restaurants. More people will want to live here and those of us who own older homes, which are generally less expensive than newer housing, are likely to see our home's value stabilize or increase.
- While I support more housing on the Geico site, I think it does need to remain a buffer zone between the high rises in Friendship Village and the single-family homes in Brookdale. I think the currently proposed mix of town houses and low-rise multi-family homes is reasonable as long as there is some space saved for parkland and other public amenities (I vote for an indoor pool) that would benefit the entire neighborhood.
- For whatever it is worth, I think the idea of trying to build a theater or museum on the Geico site is absurd when we live adjacent to Washington, DC where world class museums and theaters are an easy metro ride away. There are much better uses of our tax dollars than trying to draw people away from the abundant arts resources that already exist in our community. Any available public dollars should be spent on things like parks and swimming pools that will benefit the people who live here and make the area more attractive so additional people want to live here.
- Increased traffic and loss of green spaces.
- Traffic is already terrible. The new construction on Wisconsin ave is going to make things worse.
- More housing is necessary. The downside is more traffic. If the people will use public transportation as much as possible that would help. However, most people need a car to reach shopping, work, church, etc. It is important to have assets within walking

Question 7 Responses Continued:

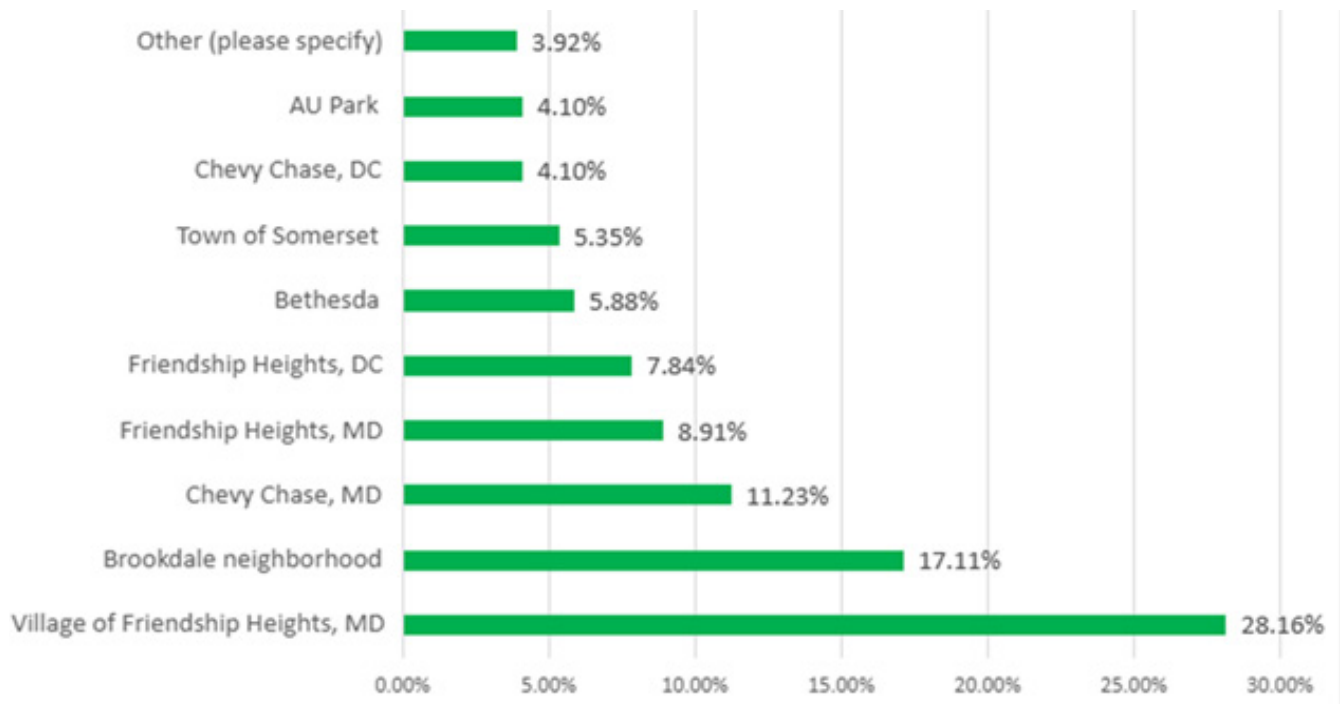
distance. Shopping carts can be used while walking or on buses. Aside from housing, more necessary assets must be nearby. As it is, there are medical facilities and some grocers. Some of the shops that used to exist, such as a good shoe shop, should be encouraged to return.

- We do not need more given the recent addition of Mazza housing (plentiful, albeit expensive) and the fact that GEICO's departure will add quite a bit of new housing.
- 2) I still do not understand why Brookdale, a neighborhood that has existed since 1938 (that's when my house was built) is part of the sector plan. We do not need to decimate this lovely old neighborhood for any reason.
- I would like to see the neighborhood become livelier with more/newer housing options and for more retail options to be reintroduced.
- Too much traffic, less walkable
- Prefer the community sense of a smaller population.
- I hope to get more families and younger generations - and restaurants and services to go along with that increase in population!
- The traffic is a nightmare already. Ambulances, fire trucks and police cars can't get through the gridlock. Why add more cars?
- I like the idea of more people in Friendship Heights, because it would help support the retail that we currently have and could bring in new retail.
- Having more people in the area will generate more revenue in local business. I'd like to see the entire neighborhood thriving again. Also, more family-oriented activities in the community.
- I would like to see more affordable housing so young and lower income people can move into the area.
- If implemented well, more people is fine. I don't think the neighborhood issues (inability to support businesses) will be solved by just adding more people. The current housing options are also nicely balanced—many apartments, townhomes, small, detached homes, few larger homes
- I think we need to bring in more people but let's fill the buildings on Wisconsin Avenue first since we've always had trouble with keeping that area busy!
- Negatives: The roads here cannot handle more cars. The schools are at capacity.
- I have fewer concerns about density and more concerns about amenities, affordability, and whether we can continue to live in the neighborhood. Having more people in the area sounds great! But I also worry about additional congestion, traffic, etc., without any additional amenities to support the larger population.
- I would expect to have more restaurants, shopping and cultural opportunities in the neighborhood.
- More demand on services; but with more residents, many with dogs, there will be a further need for access to a fenced in dog park in the Willard Park location where many can easily access and maintain with reasonable mitigation to impacted immediate neighbors. This is an urgent need, particularly for older people and those with new puppies who require fenced safe area. Please do not delay further.
- More vitality, more retail and dining options, more opportunities to socialize.
- If we have parks and a convenient grocery store (Wegmans), I don't mind more people in friendship heights. If we add housing without adding amenities, that will be more stressful for everybody in the neighborhood.
- Building more housing options in neighborhoods where people do not have to rely on cars is critical for our region and essential to addressing the structural housing shortage we face. Increasing housing choices and welcoming more residents also helps support vibrant local retail and cultural venues, con-

Question 8:

What neighborhood do you live in?

Responses:



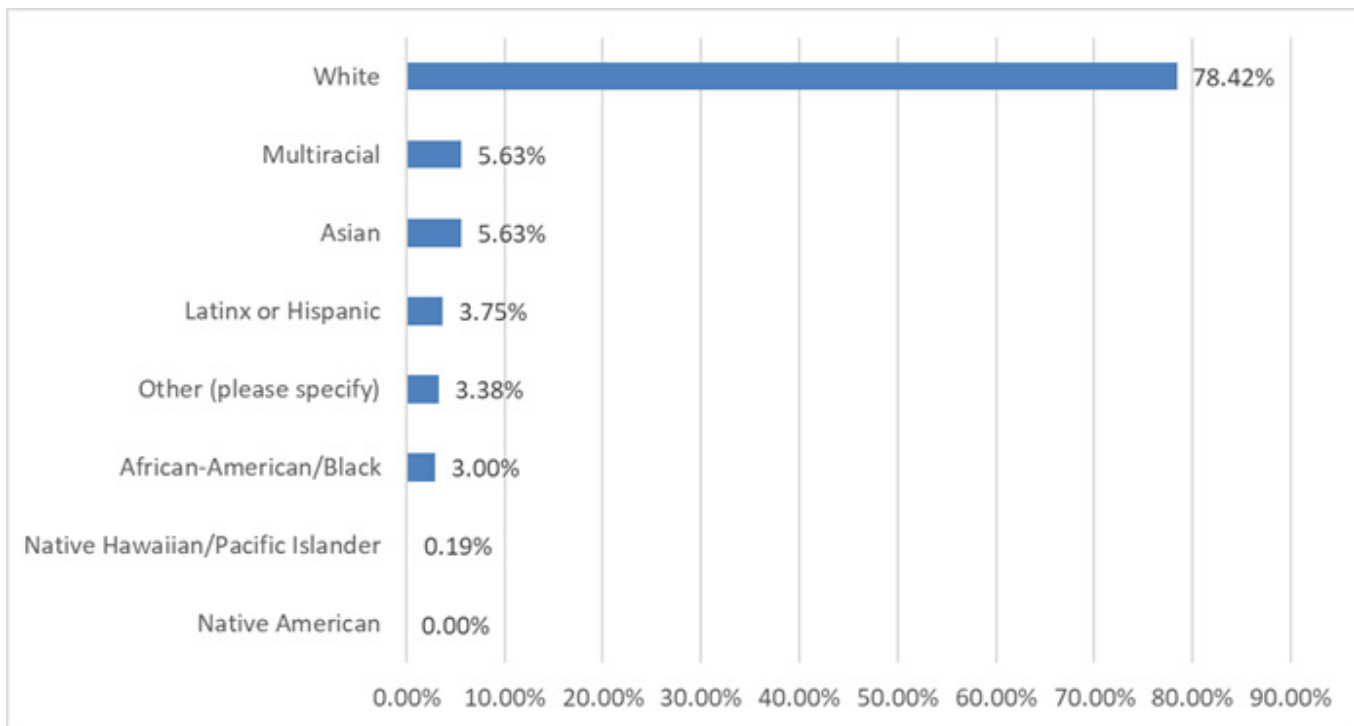
Responses listed under “Other”:

- Brookdale
- Takoma Park
- Westmoreland hills
- work in Friendship Heights, live in DC Ward 4
- Westmoreland Hills- 4 responses
- Overlook
- West gate /yorktown village
- Westgate
- Barnaby Woods
- Chevy chase west
- North Cleveland Park
- Westbard Avenue
- Rockville
- Westbard mews townhouse on Wastbard Ave. Bethesda
- Potomac
- Silver Spring, MD. I previously rented in Chevy Chase/Bethesda
- West Friendship
- Kenwood
- Westbard Circle, MD. Previously Willard Avenue, MD.
- Green Acres (right across River Road from Brookdale)
- Mount Pleasant DC

Question 9:

What race/ethnicity category best describes you?

Responses:



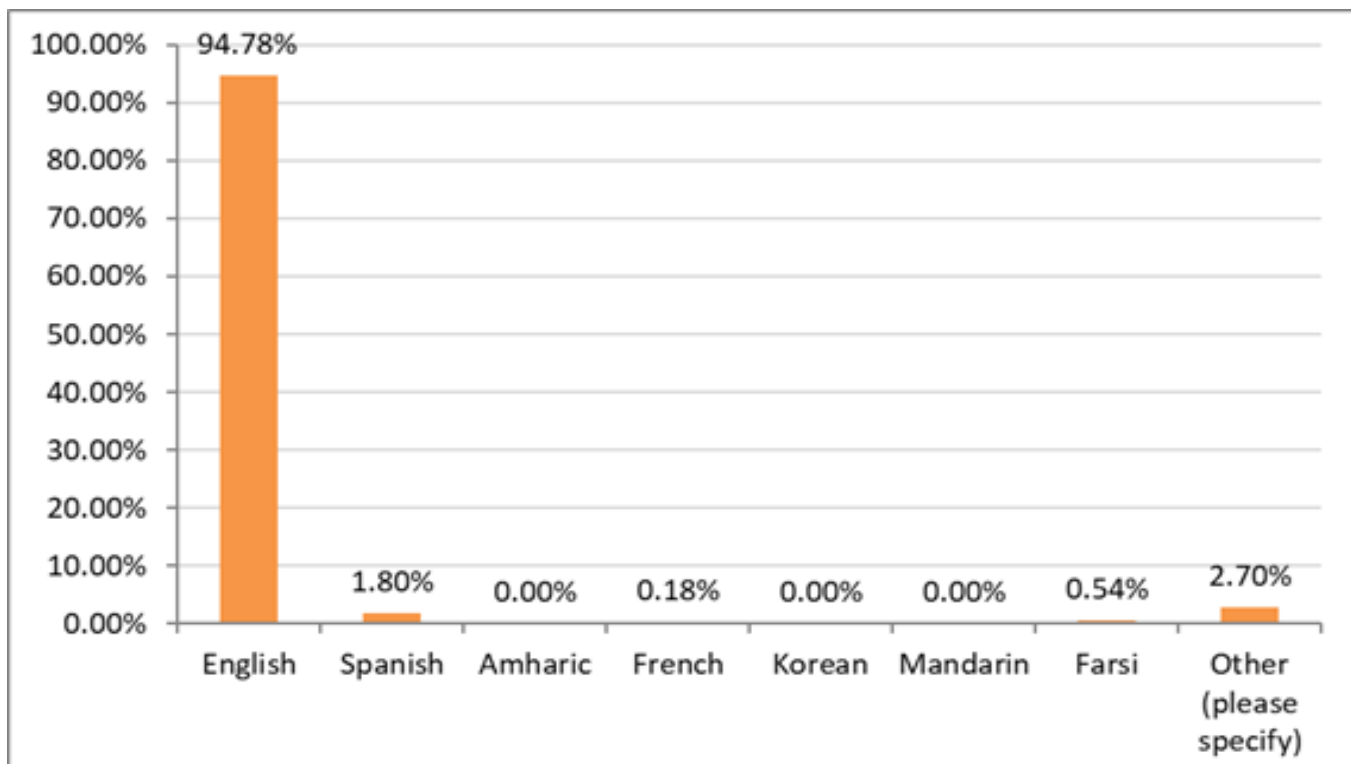
Responses listed under “Other”:

- None of your business
- Mediterranean and Middle Eastern
- Human
- NA
- Middle eastern
- I am a white Hispanic. No colors attached!
- Iranian
- I’m Latino, not this “Latinx” racist nonsense.
- Other
- None of your business
- None of your business
- Asian and White
- I support DEI very much. Surveys asking questions like this add votes for Trump.
- Latin American
- mixed Swedish and English heritage
- Prefer not to say.
- No answer
- Southern European descent
-

Question 10:

What is your primary language spoken at home?

Responses:



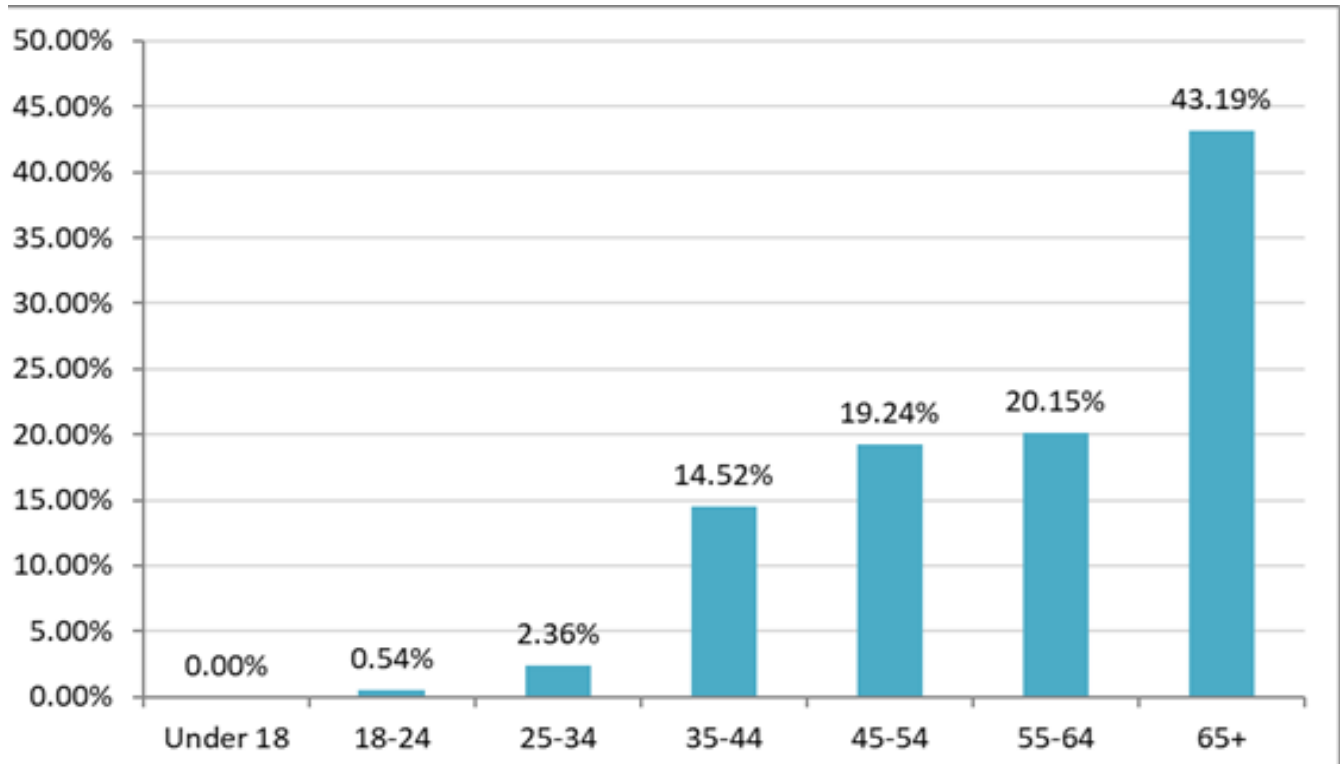
Responses listed under “Other”:

- Filipino
- Swedish
- Russian
- Czech
- Portuguese and Russian
- German
- English. Also question 12 should be checkboxes, not radio buttons.
- Portuguese
- Tamil
- Ditto
- Russian
- English and Japanese
- Tamil
- Turkish
- Portuguese

Question 11:

What is your age?

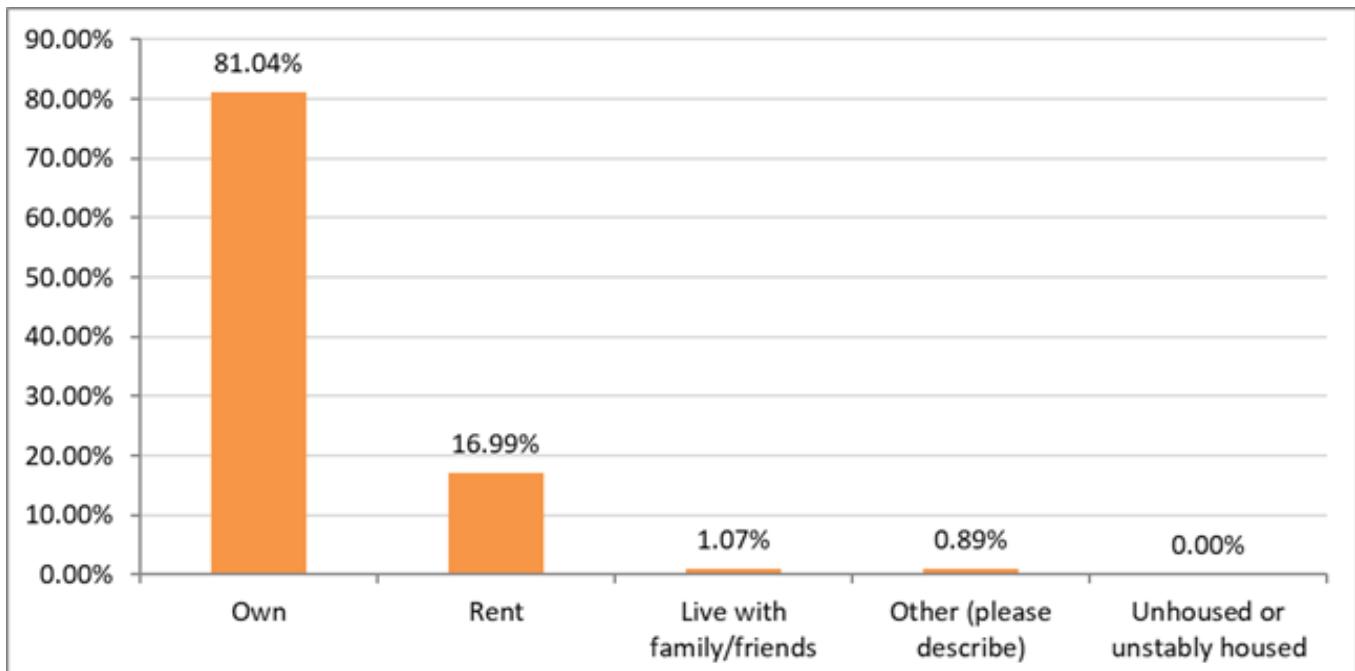
Responses:



Question 12:

Please describe your current housing situation.

Responses:



Responses listed under “Other”:

- Own but going through a divorce and need a 3-bedroom home or condo. which is hard to find.
- Own and question 13. Should be multiple choice not radio buttons.
- outside of the area
- Have lived in a rental house in the neighborhood for 6 years and recently purchased a home in the neighborhood that we'll be moving into soon.
- We are renting but will be moving because rental rates have increased beyond what is financially sustainable for us. Goodbye FH, hello, Aspen Hill!

Question 13:

Which of the following live in your household?

Responses:

