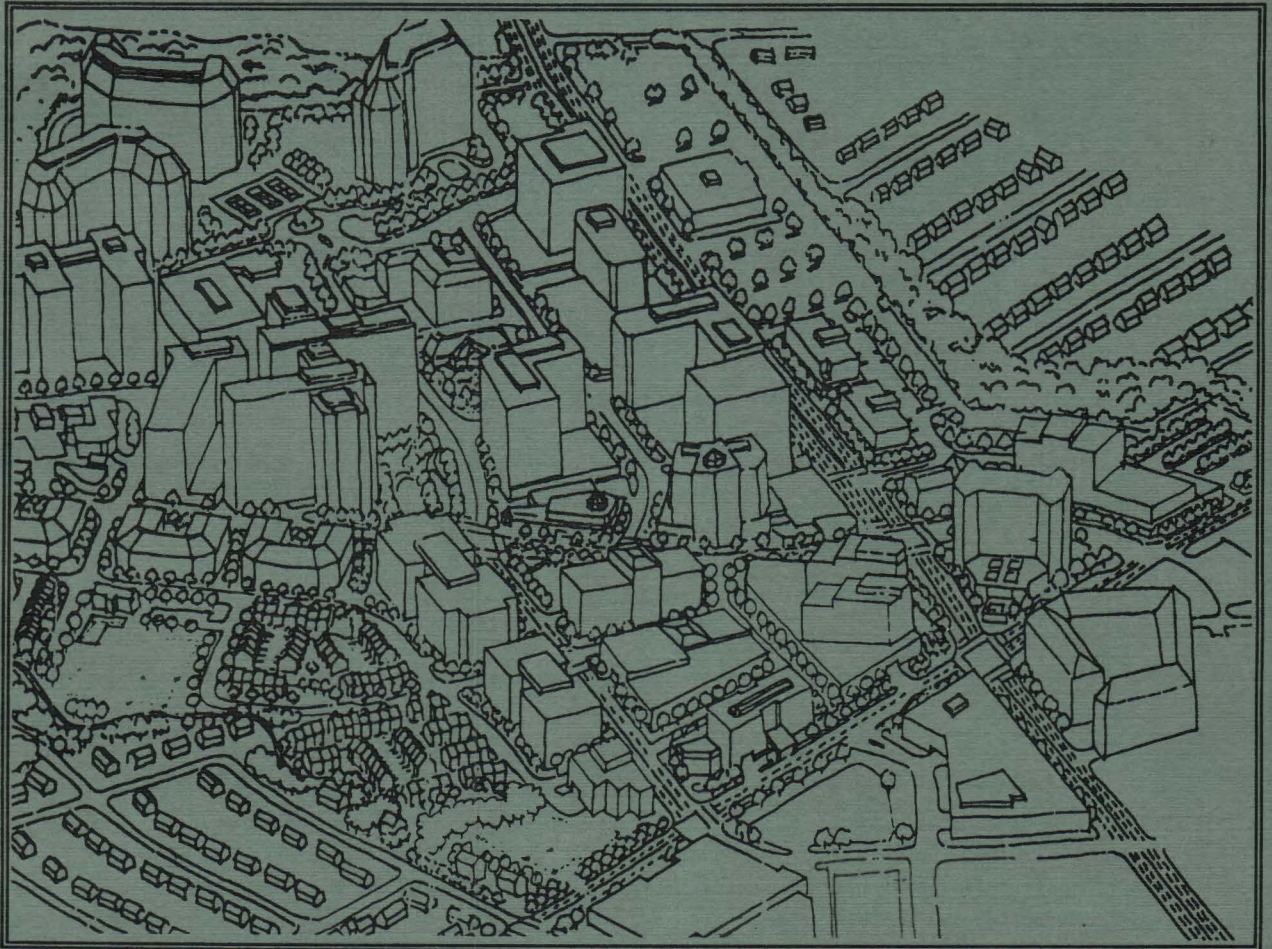


Approved and Adopted
March, 1998

Interim Reference Edition

The Friendship Heights *Sector Plan*



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

The Montgomery County Department of Park and Planning
8787 Georgia Avenue, Silver Spring, Maryland 20910-3760

ABSTRACT

TITLE: Approved and Adopted Friendship Heights Sector Plan

AUTHOR: The Maryland-National Capital Park and Planning Commission

SUBJECT: Master Plan for the Friendship Heights Sector Planning Area

DATE: March 1998

PLANNING AGENCY: The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

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ABSTRACT: This document contains the text with supporting maps and tables for the *Approved and Adopted Friendship Heights Sector Plan*. It amends the 1974 *Friendship Heights Sector Plan for the Central Business District*. It also amends the 1990 *Master Plan for Bethesda-Chevy Chase*; the *Master Plan of Highways Within Montgomery County*, and the 1978 *Master Plan of Bikeways*.

APPROVED AND ADOPTED

FRIENDSHIP HEIGHTS SECTOR PLAN

An amendment to the *Friendship Heights Sector Plan for the Central Business District*, 1974, as amended; the *Master Plan for Bethesda-Chevy Chase*, 1990, as amended; *The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties*, 1964, as amended; the *Master Plan of Highways Within Montgomery County*, as amended; and the 1978 *Master Plan of Bikeways*, as amended.

Prepared by

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THE MONTGOMERY COUNTY COUNCIL
January 27, 1998

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The Maryland-National Capital Park and Planning Commission is a bi-county agency created by the General Assembly of Maryland in 1927. The Commission's geographic authority covers most of Montgomery and Prince George's counties. The Commission's planning jurisdiction, the Maryland-Washington Regional District, comprises 1,001 square miles; its parks jurisdiction, the Metropolitan District, comprises 919 square miles.

The Commission has three major functions:

- (1) The preparation, adoption, and, from time to time, amendment or extension of *The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District Within Montgomery and Prince George's Counties*.
- (2) The acquisition, development, operation, and maintenance of a public park system.
- (3) In Prince George's County only, the operation of the entire County public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the county government. The Planning Boards are responsible for preparation of all local master plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks.

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NOTICE TO READERS

An area master plan, after approval by the County Council and adoption by The Maryland-National Capital Park and Planning Commission, constitutes an amendment to The General Plan for Montgomery County. As such, it provides a set of comprehensive recommendations and guidelines for the use of publicly and privately owned land within its planning area. Each area master plan reflects a vision of future development that responds to the unique character of the local community within the context of a County-wide perspective.

Area master plans are intended to provide a point of reference with regard to public policy. Together with relevant County-wide functional master plans, they should be referred to by public officials and private individuals when decisions are made that affect the use of land within the plan boundaries.

Master plans generally look ahead about 20 years from the date of adoption, although they are intended to be updated and revised about every 10 years. It is recognized that circumstances will change following adoption of a plan and that the specifics of a master plan may become less relevant over time. Any sketches or drawings in an adopted master plan are for illustrative purposes only and are intended to convey a general sense of desirable future character rather than a specific commitment to a particular detailed design.

THE MASTER PLAN PROCESS

STAFF DRAFT PLAN — This document is prepared by the Montgomery County Department of Park and Planning for presentation to the Montgomery County Planning Board. The Planning Board reviews the Staff Draft Plan, makes preliminary changes as appropriate, and approves the Plan for public hearing. When the Board's changes are made, the document becomes the Public Hearing (Preliminary) Draft Plan.

PUBLIC HEARING (PRELIMINARY) DRAFT PLAN — This document is a formal proposal to amend an adopted master plan or sector plan. Its recommendations are not necessarily those of the Planning Board; it is prepared for the purpose of receiving public hearing testimony. The Planning Board holds a public hearing and receives testimony on the Draft Plan. After the public hearing record is closed, the Planning Board holds public work sessions to review the testimony and to revise the Public Hearing (Preliminary) Draft Plan as appropriate. When the Board's changes are made, the document becomes the Planning Board (Final) Draft Plan.

PLANNING BOARD (FINAL) DRAFT PLAN — This document is the Planning Board's recommended Plan and it reflects the revisions made by the Board in its work sessions on the Public Hearing (Preliminary) Draft Plan. The Regional District Act requires the Planning Board to transmit the Plan directly to the County Council with copies to the County Executive. The Regional District Act then requires the County Executive, within sixty days, to prepare and transmit a fiscal impact analysis of the Planning Board (Final) Draft Plan to the County Council. The County Executive may also forward to the Council other comments and recommendations regarding the Planning Board (Final) Draft Plan within the sixty-day period.

After receiving the Executive's fiscal impact analysis and comments, the County Council may hold a public hearing to receive public testimony on the Plan. After the record of this public hearing is closed, the Council's Planning, Housing, and Economic Development (PHED) Committee holds public work sessions to review the testimony and then makes recommendations to the County Council. The Council holds its own work sessions, then adopts a resolution approving the Planning Board (Final) Draft Plan, as revised.

ADOPTED PLAN — The Master Plan approved by the County Council is forwarded to The Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the Plan officially amends the various master or sector plans cited in the Commission's adoption resolution.

The Master Plan Process in Brief

Planning Board submits and County
Council approves:

Annual Work Program

Park and Planning staff initiates
community participation and prepares:

Issues Report

Park and Planning staff reviews Issues
Report with Planning Board and then
prepares:

Staff Draft Plan

Planning Board reviews Staff Draft
and, with modifications as necessary,
approves plan as suitable for public
hearing.

Public Hearing (Preliminary) Draft Plan

Planning Board reviews public
hearing testimony, receives County
Executive comments at Board work
sessions, and adjusts Public Hearing
Draft to become:

Planning Board (Final) Draft Plan

County Executive reviews Planning
Board Draft and forwards fiscal
impact analysis and comments to
County Council.

Planning Board (Final) Draft Plan Transmitted to County Council

County Council holds public hearing
and work sessions and approves,
disapproves, or amends Planning
Board Draft, which is forwarded to
M-NCPPC to become:

Approved and Adopted Master Plan

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PLAN VISION

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

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

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

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

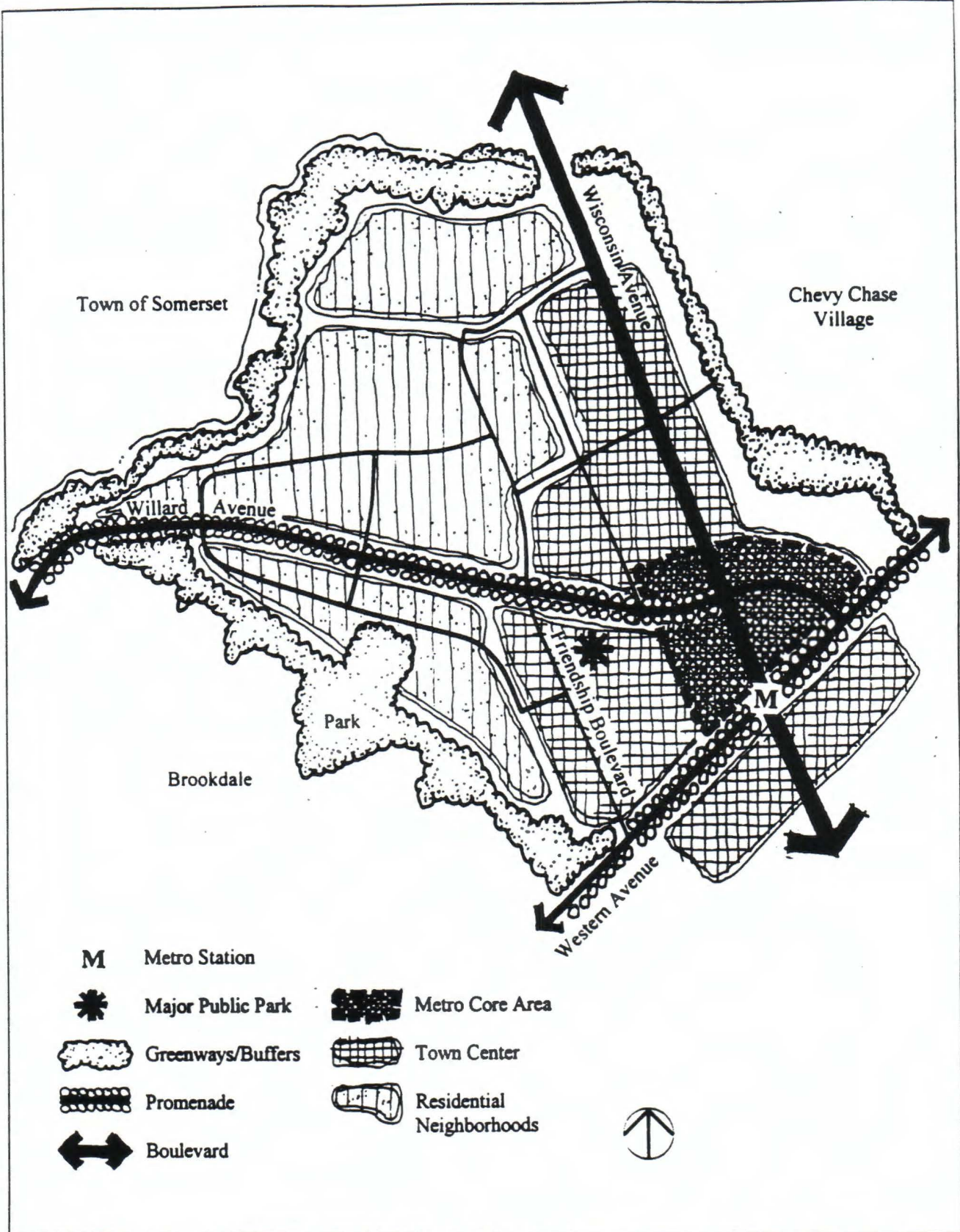
Friendship Heights will be friendly to pedestrians and cyclists, and this too will foster community. Residents will find the tree-lined pedestrian and bike paths more convenient to use for short trips than their cars. More residents and employees will use Metro because walking or biking to the station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

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

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

PLAN CONCEPT

FIGURE 1



PLAN CONCEPT

The Plan concept is to create a vital central business district by enhancing the Town Center with mixed land uses, providing new parks and open spaces, and creating a street and path system that promotes walking and cycling. (See Figures 1 and 2.)

The Montgomery County portion of Friendship Heights today is physically divided into three distinct districts: the commercial district along Wisconsin Avenue, the corporate office district on the GEICO site, and the high-rise residential district that includes Somerset House and the Village of Friendship Heights. The single-family residential neighborhoods of Brookdale, Somerset, and Chevy Chase Village surround the Sector Plan area. (See Figure 17.)

The Plan proposes redevelopment on portions of the GEICO, Hecht's and Chevy Chase Land Company parking lots that will knit the different districts together and protect the integrity of the surrounding neighborhoods by providing compatible transition land uses, more effective buffers, and usable open space. The surface and deck parking lots currently contribute to the physical separation between the districts and also separate the commercial area from the adjacent neighborhoods. (See Figure 18.) These lots offer the greatest opportunity to create a more cohesive community in the future.

The Plan concept is to enhance the Wisconsin Avenue corridor as a mixed-use Town Center by redeveloping and creating new amenities on the Hecht's and Chevy Chase Land Company sites. The Metro Core, the area around the Metro station, is proposed as the main hub of activity in the Town Center, with pedestrian entrances to the underground station featured prominently at the Wisconsin-Western Avenue intersection. The Plan envisions Wisconsin Avenue as a tree-lined boulevard with generous sidewalks and new street furnishings. Proposed new low-rise commercial buildings on the east side will complement the existing high-rise buildings on the west side to create a well defined building line along the boulevard. Ground-floor retail, with shop entrances and display windows, will add pedestrian interest.

According to the Plan concept, mid-rise office buildings on a portion of the GEICO site will become part of the Town Center. The existing office building in the middle of the site will be razed, and new offices constructed on Friendship Boulevard, closer to the Metro station. The rest of the GEICO site will become a new residential district of low-rise structures including townhouses and apartment buildings. This district will have a human-scale, urban character and serve as a transition between the high-rise residential district to the north and the Brookdale neighborhood to the southwest.

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

An efficient pedestrian and bicycle circulation system is a key feature of the Plan, providing direct links to all major destinations. The south side of Willard Avenue and the north side of Western Avenue are recommended to be green promenades, with several rows of trees, special paving and lighting, and street furnishings. Outside the Town Center, proposed low-rise residential buildings will define the Willard Avenue promenade. Within the Town Center, ground-floor retail in many of the commercial buildings will create an active character along Western and Willard Avenues.

PLAN HIGHLIGHTS

Land Use

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

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

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

This Plan recommends:

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

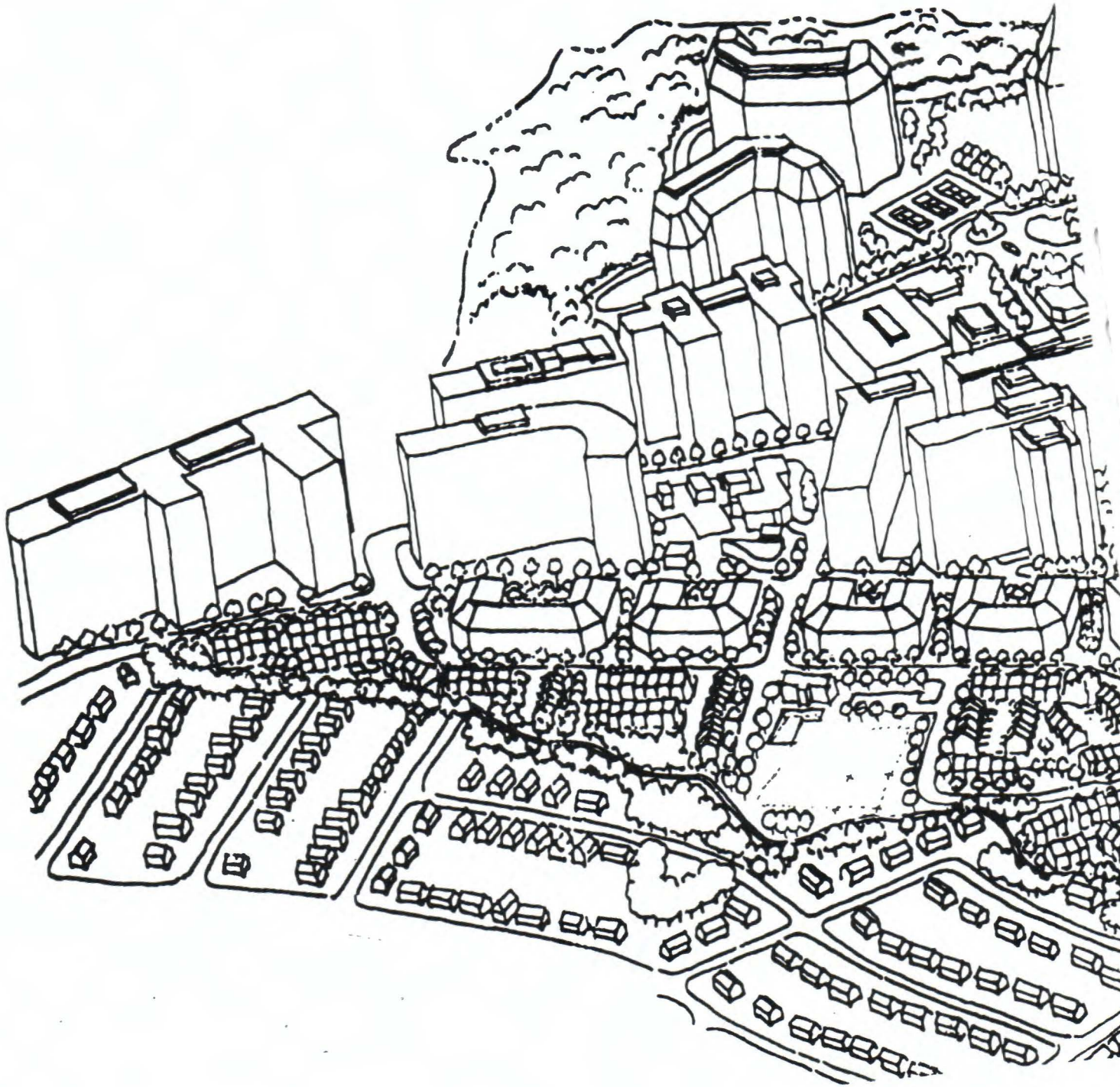
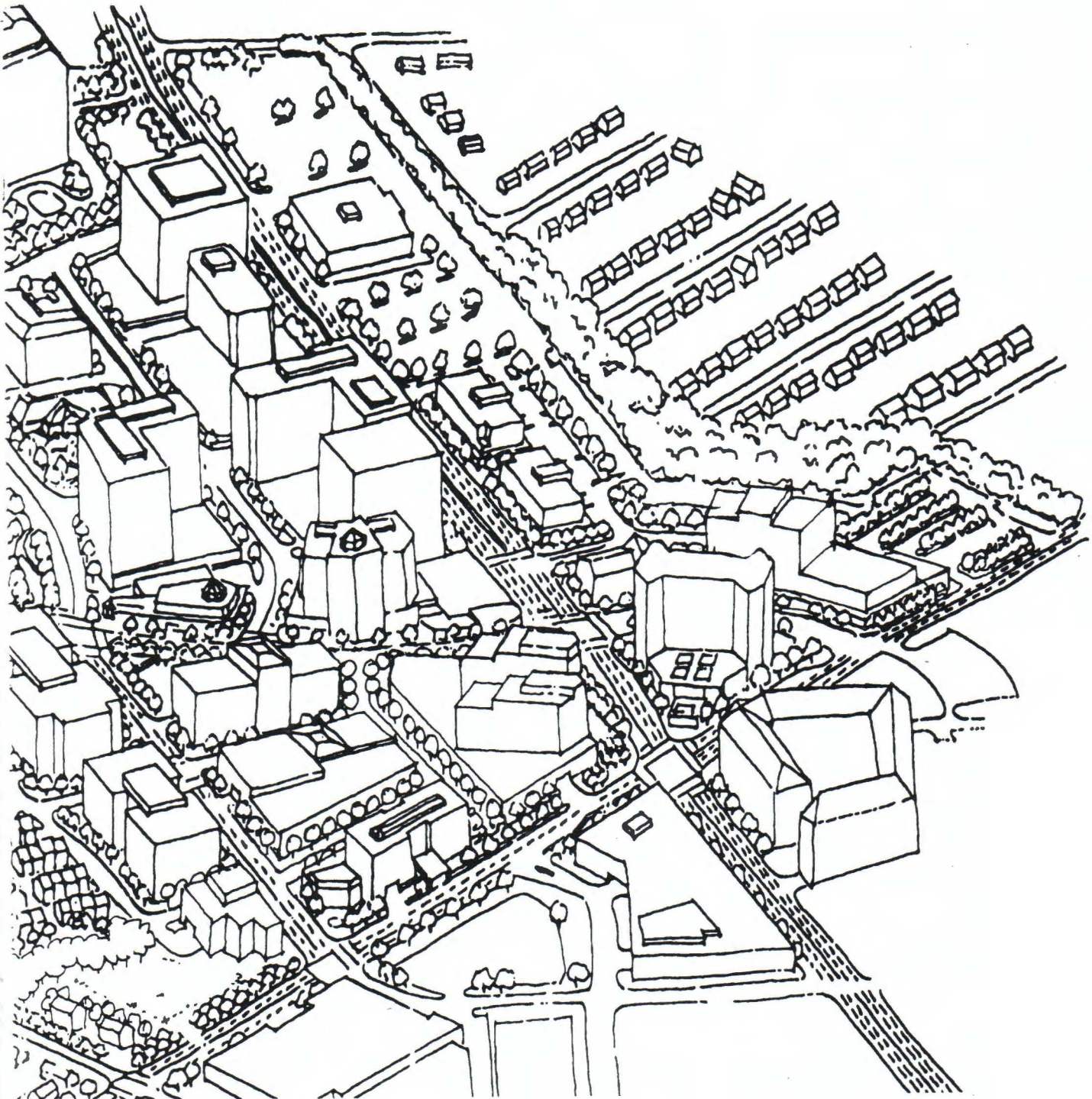


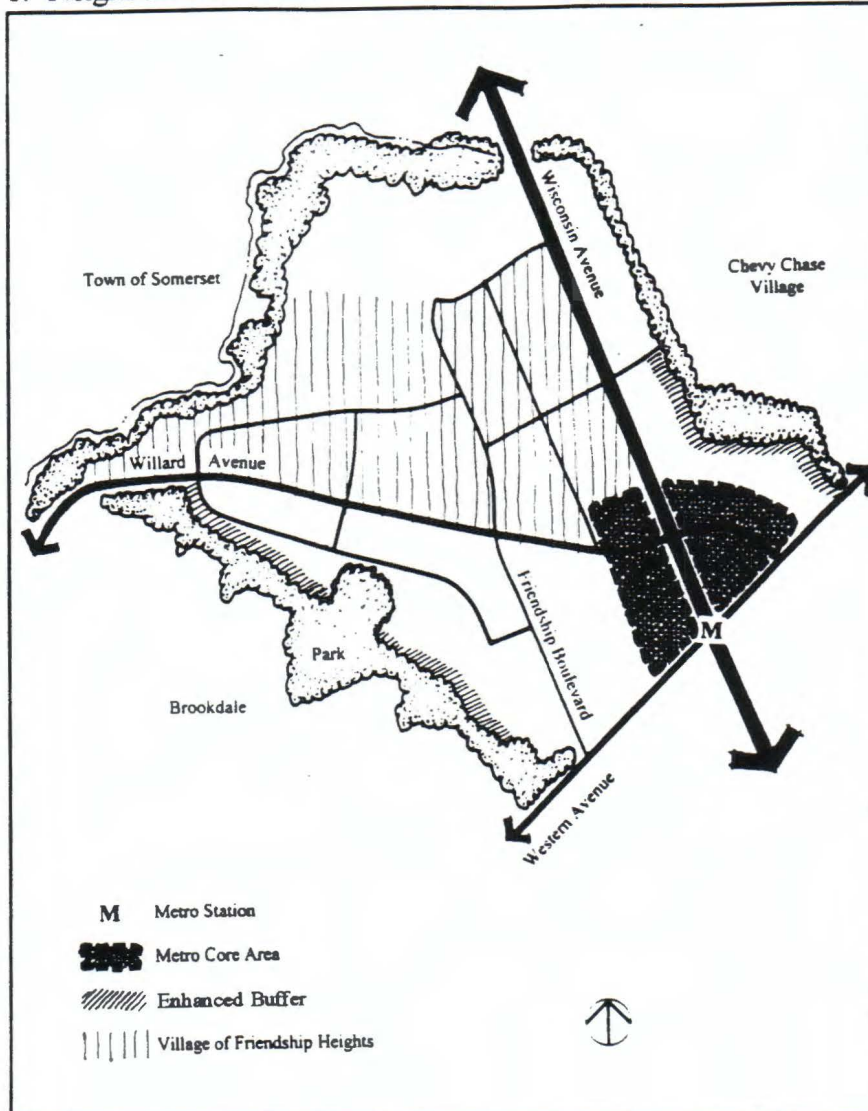
Figure 2: Concept Sketch of Friendship Heights

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

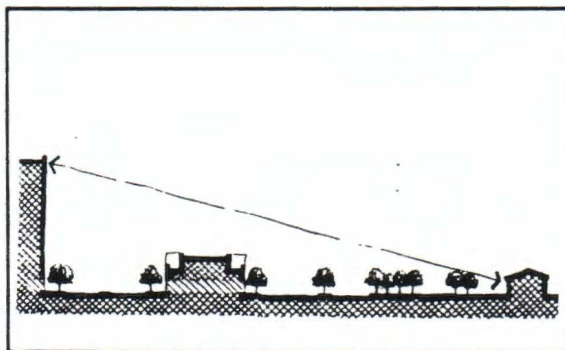
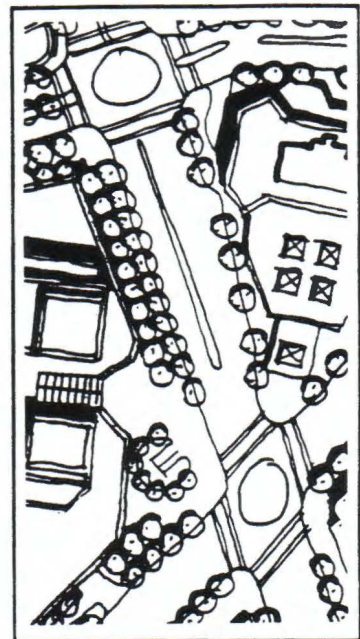


1. Neighborhood Preservation

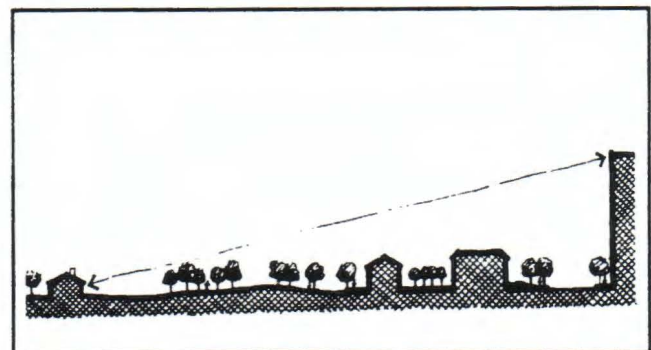
FIGURE 3



2. Metro Core



3. Section Through Wisconsin Avenue Looking North



4. Section Through Willard Avenue Looking West

Neighborhood Preservation

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

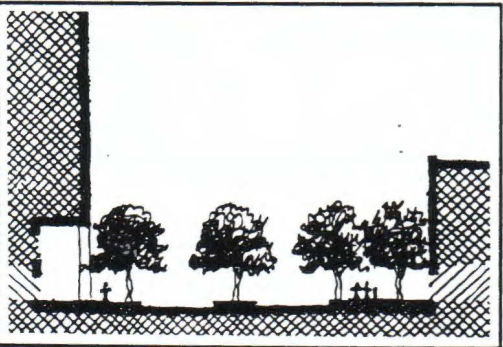
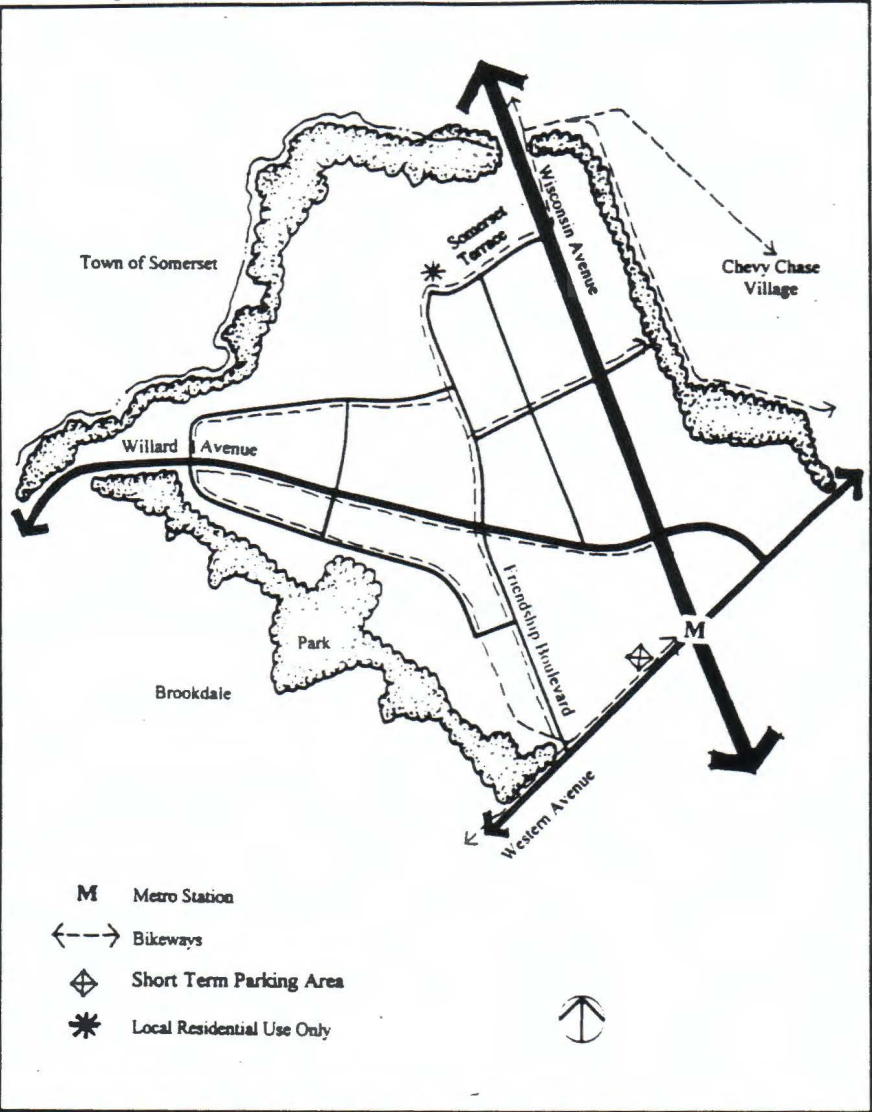
The Sector Plan seeks to provide opportunities for more diverse housing types in an appealing environment and to ensure that existing neighborhoods remain stable and pleasant places to live. (See Figure 3.)

This Plan recommends:

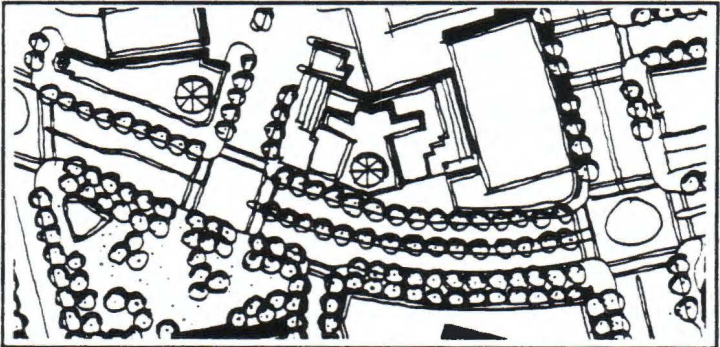
- Creating a new residential neighborhood of townhouses and low-rise apartments on part of the GEICO site.
- Preserving views from existing high-rise apartment buildings by incorporating guidelines for the height and location of new development, and by tree preservation and planting.
- Protecting single-family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

1. Transportation Network

FIGURE 4



2. Section of Willard Avenue



3. Improvements Along Willard Avenue

Transportation Network

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

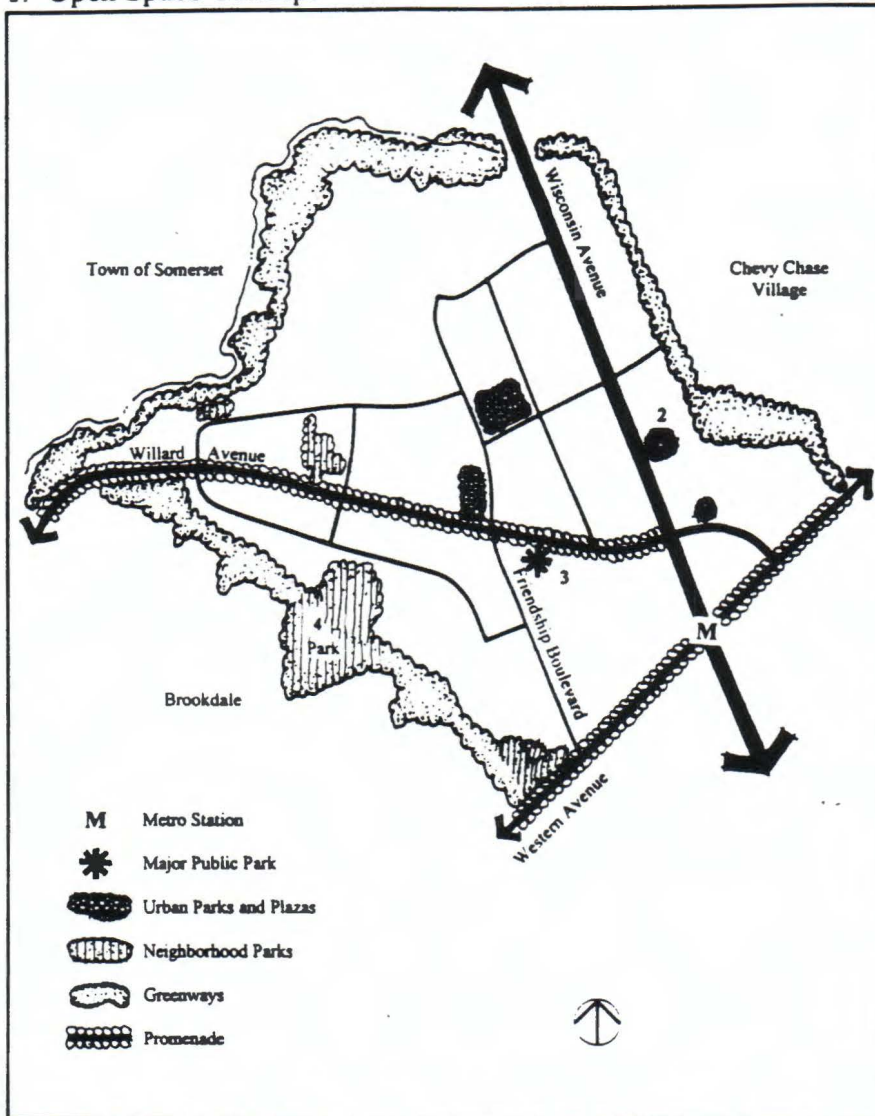
This Plan seeks to reduce single-occupant vehicle travel in Friendship Heights by increasing the use of transit, carpooling, and other alternatives. The Plan also aims to enhance the pleasure, safety, and convenience of cycling and walking. (See Figure 4.)

This Plan recommends:

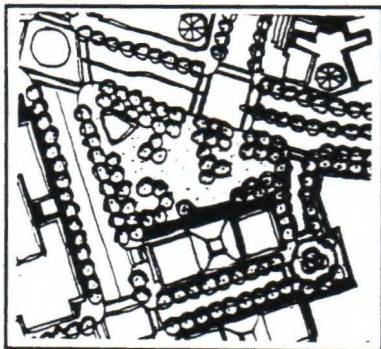
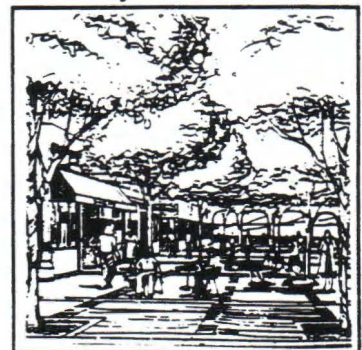
- Improving access to the Metro station by providing direct pedestrian connections, enhanced access for people with disabilities, short-term parking and taxi facilities on the west side of Wisconsin Avenue, and a neighborhood shuttle service.
- Creating a Transportation Management District, an entity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

1. Open Space Concept

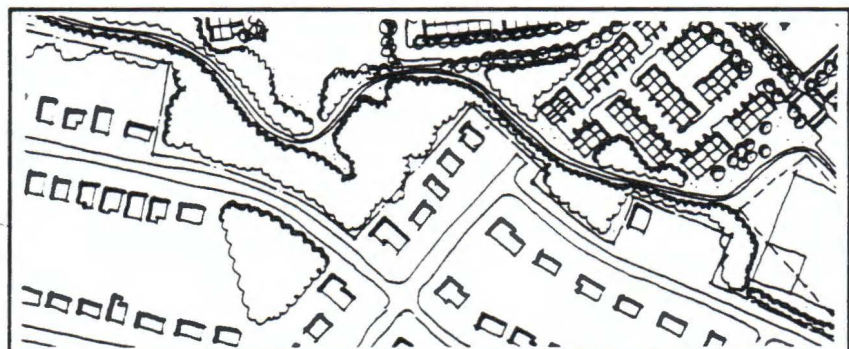
FIGURE 5



2. Chevy Chase Park



3. Major Public Park



4. Greenway and Brookdale Neighborhood Park

Open Space and Environmental Protection

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

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

This Plan recommends:

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

I. BACKGROUND

A. Description of the Sector Plan Area

The Friendship Heights Sector Plan area is located where Montgomery County meets Washington, D.C. on Wisconsin Avenue, with the Metrorail station at Wisconsin and Western Avenues at its center. It falls within the Bethesda-Chevy Chase Planning area. (See Figure 6.)

Chevy Chase Village forms the eastern boundary of the Sector Plan area, the Town of Somerset forms the northern boundary, and the Brookdale neighborhood the western boundary. The southern boundary is Western Avenue, where Montgomery County and the District of Columbia meet. The Sector Plan area is contiguous with the Friendship Heights Uptown Center on the D.C. side which extends generally from Harrison Street on the south and west to 42nd Street on the east. (See Figure 7.)

The Sector Plan area consists of approximately 92 acres. Of these, 37.5 acres comprise the central business district (CBD), one of two CBDs in the Bethesda-Chevy Chase Planning area and one of four in Montgomery County. The four CBDs, Silver Spring, Wheaton, Bethesda, and Friendship Heights, are centers for major business activity and medium to high-density residential development in proximity to Metrorail (Metro) stations.

A substantial portion of the Friendship Heights Sector Plan area (32 acres) is a special taxing district known as the Village of Friendship Heights. Its boundaries are Wisconsin Avenue on the east, Willard Avenue on the south, and the Town of Somerset and the Somerset House development on the west and north. (See Figure 8.) The Village was formed by the Maryland General Assembly in 1914 and is governed by an elected Council and a Mayor. The Village maintains its streets, storm drains, public rights-of-way, parks, and the Friendship Heights Village Center. The Village also provides other public services such as a shuttle bus to the shopping center, a security patrol, a grocery-shopping service for people who are elderly or handicapped, and Village Center programs.

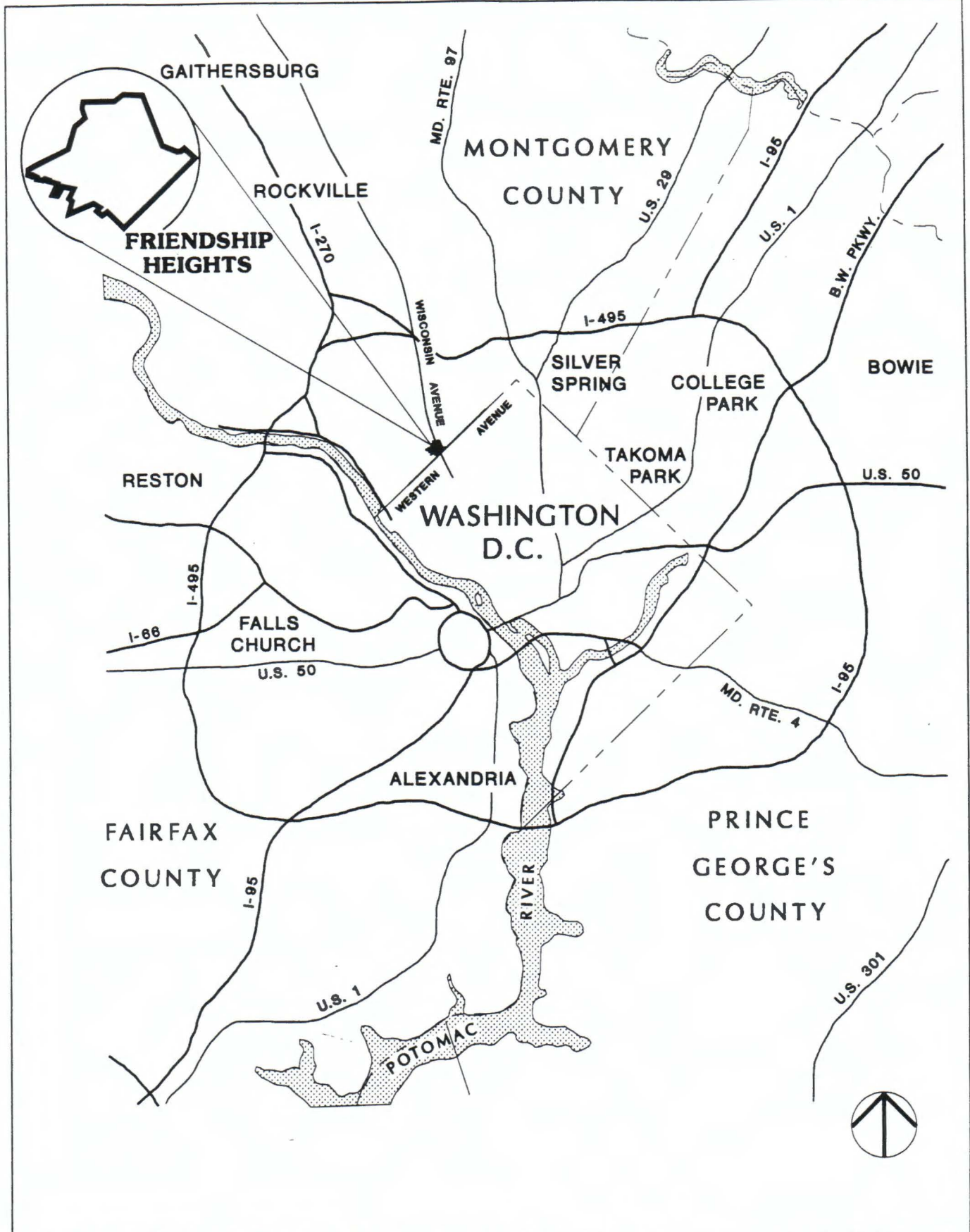
Existing Development

Friendship Heights today consists of high-rise apartment and condominium buildings in the northwest portion of the Sector Plan area in the Village of Friendship Heights and the Somerset House complex, retail and office uses lining much of Wisconsin Avenue, and a corporate office headquarters in the middle of the 26-acre GEICO site. Taken together, the retail and offices accounted for 8,740 jobs in 1990.

The intersection of Wisconsin and Western Avenues, where the Metro station is located, is the logical center of the Sector Plan area, but the bulk of the density and height is a few blocks away from Metro, in the Village of Friendship Heights. The apartment buildings constructed there in

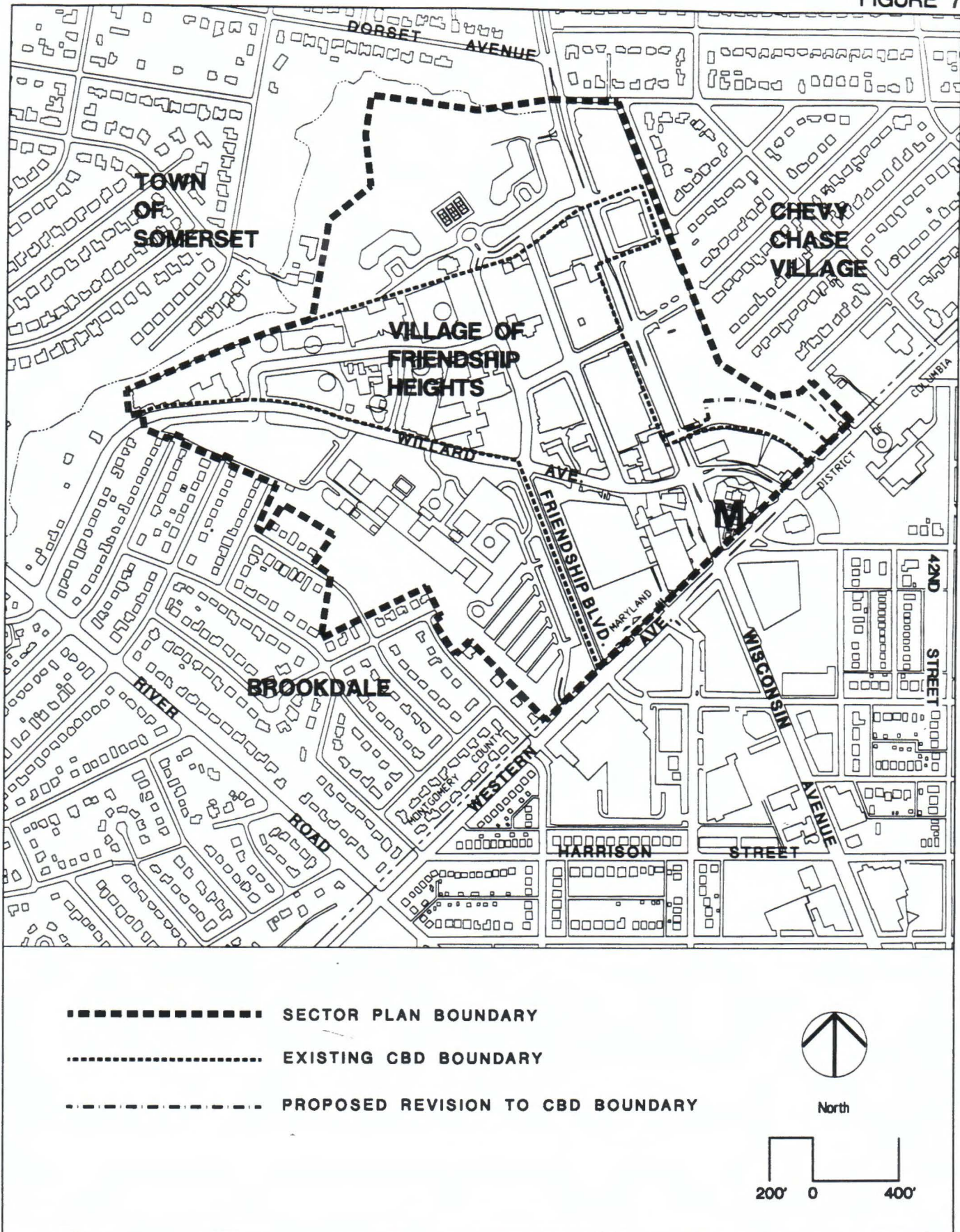
REGIONAL LOCATION

FIGURE 6



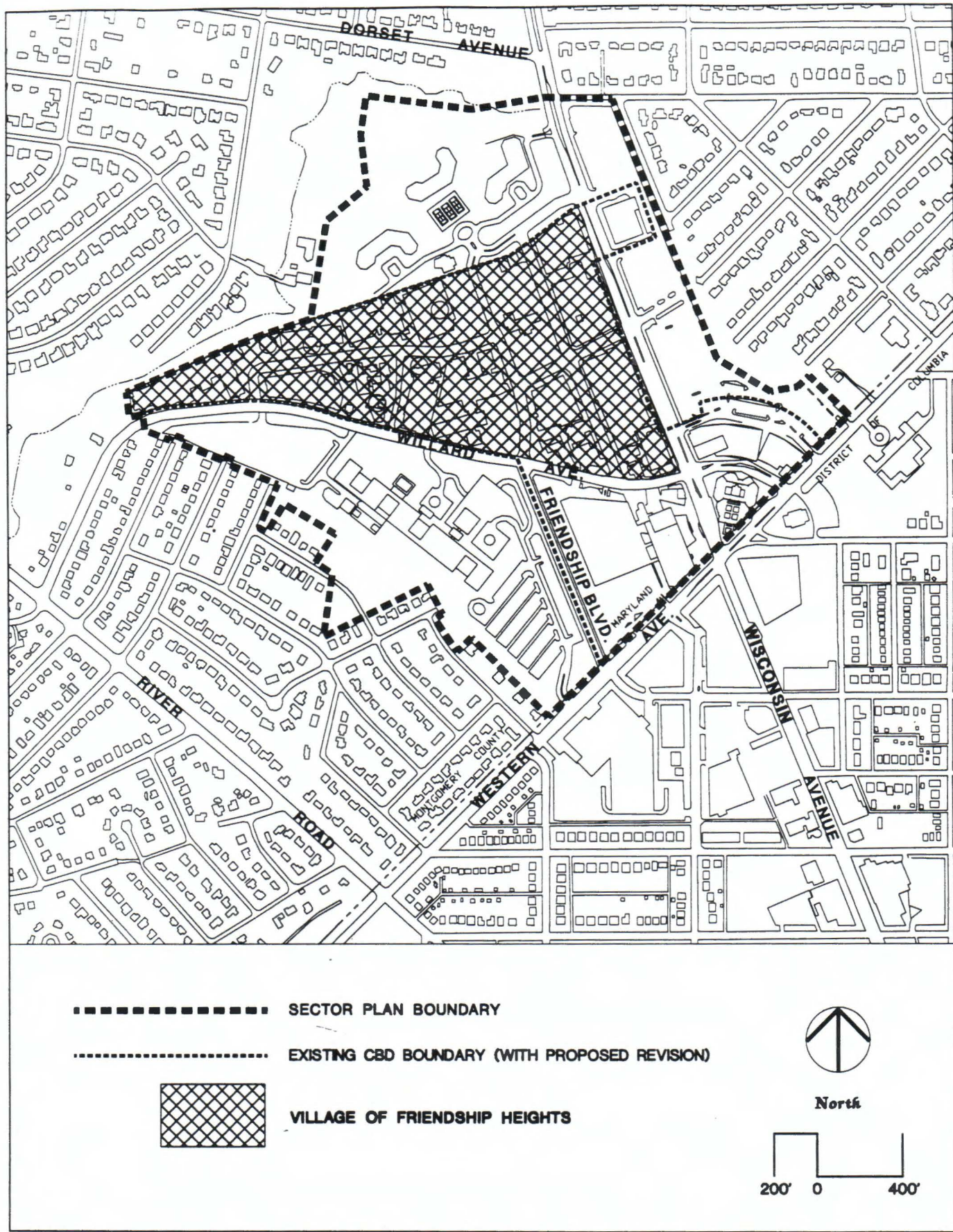
SECTOR PLAN AREA

FIGURE 7



VILLAGE OF FRIENDSHIP HEIGHTS

FIGURE 8



the 1960s and 70s have heights up to 20 stories and minimal setbacks from adjoining structures, with land use densities as high as 9.0 FAR (i.e. nine square feet of building floor area for every one square foot of ground area), and few visible exterior amenities. The maximum FAR allowed in the highest CBD zone in Friendship Heights today, CBD-2, is 5.0 FAR, and development under that zone would be required to provide extensive open spaces and public amenities to offset the density.

Figure 9 shows the pattern of existing development in Friendship Heights. The Sector Plan area is largely built out, but there are several parcels that have the potential to be redeveloped. The major sites are the GEICO, Hecht's, and Chevy Chase Land Company parcels. (See Figure 13.) The recommendations in the Land Use, Zoning, and Urban Design Plan deal primarily with those three sites, where redevelopment affords the opportunity to bring major land uses closer to the Metro station and to provide some of the public amenities not included in earlier development.

Population and Housing

Housing in the Friendship Heights Sector Plan area is exclusively multi-family, comprised primarily of high-rise apartments and condominiums; there is also a mid-rise condominium building. About 4,730 people live in these apartments, according to the 1990 Census. The Friendship Heights area population and household characteristics are typical of a high-rise community.

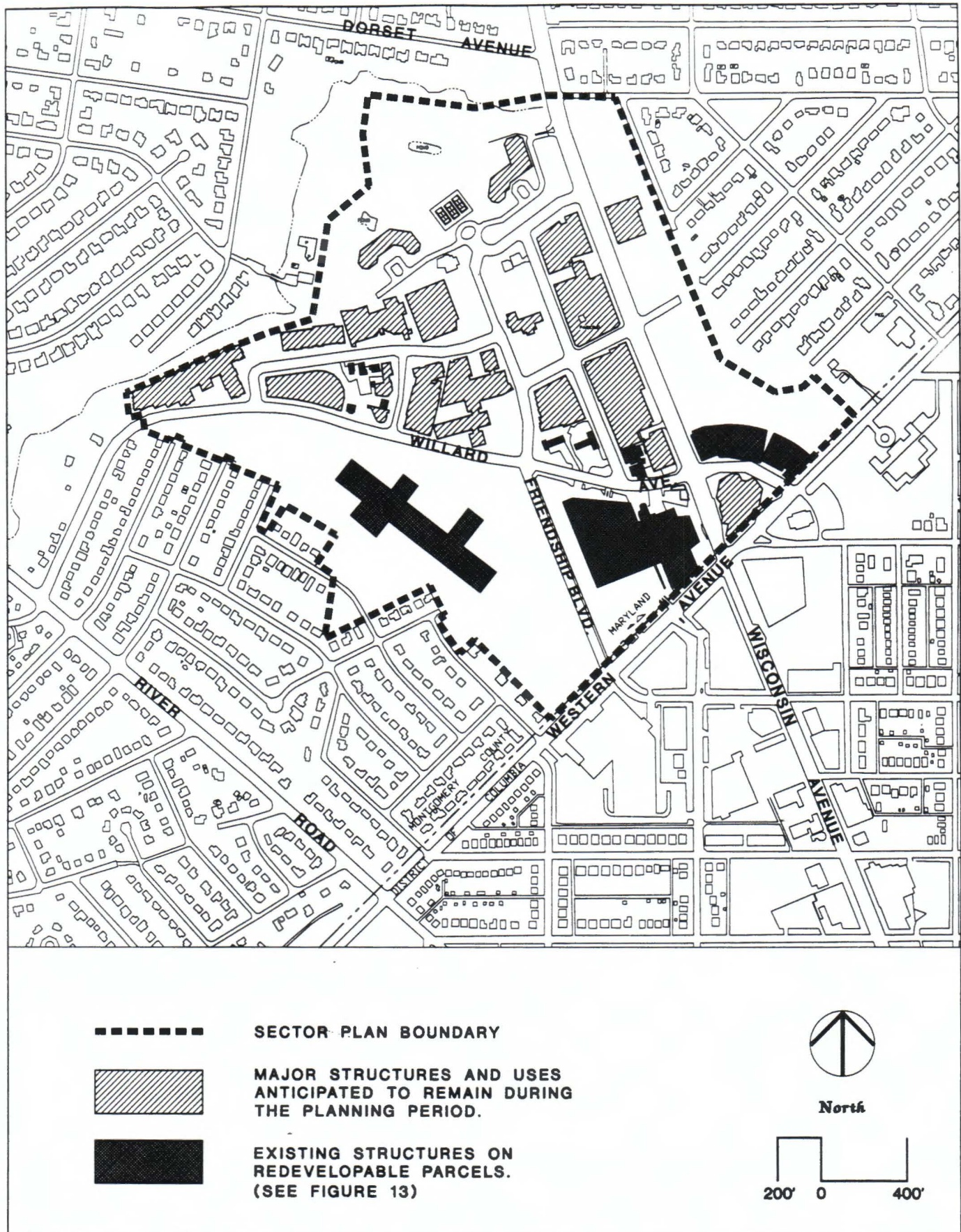
- Females are in the majority.
- One in three residents in the Sector Plan area is 65 years or older, compared to one in ten in the County. The median age of high-rise residents is 54 years.
- Nearly 60 percent of the residents live alone.

Including the surrounding single-family residential neighborhoods of Somerset/Drummond/Chevy Chase West; Brookdale/Orchardale; and Chevy Chase Village, the typical resident of the Friendship Heights area compared to a typical County resident:

- Is more highly educated.
- Uses public transit more.
- Has a slightly higher income.
- Works outside the County, primarily in the District of Columbia. 57.5 percent of high-rise residents who work are employed in D.C.

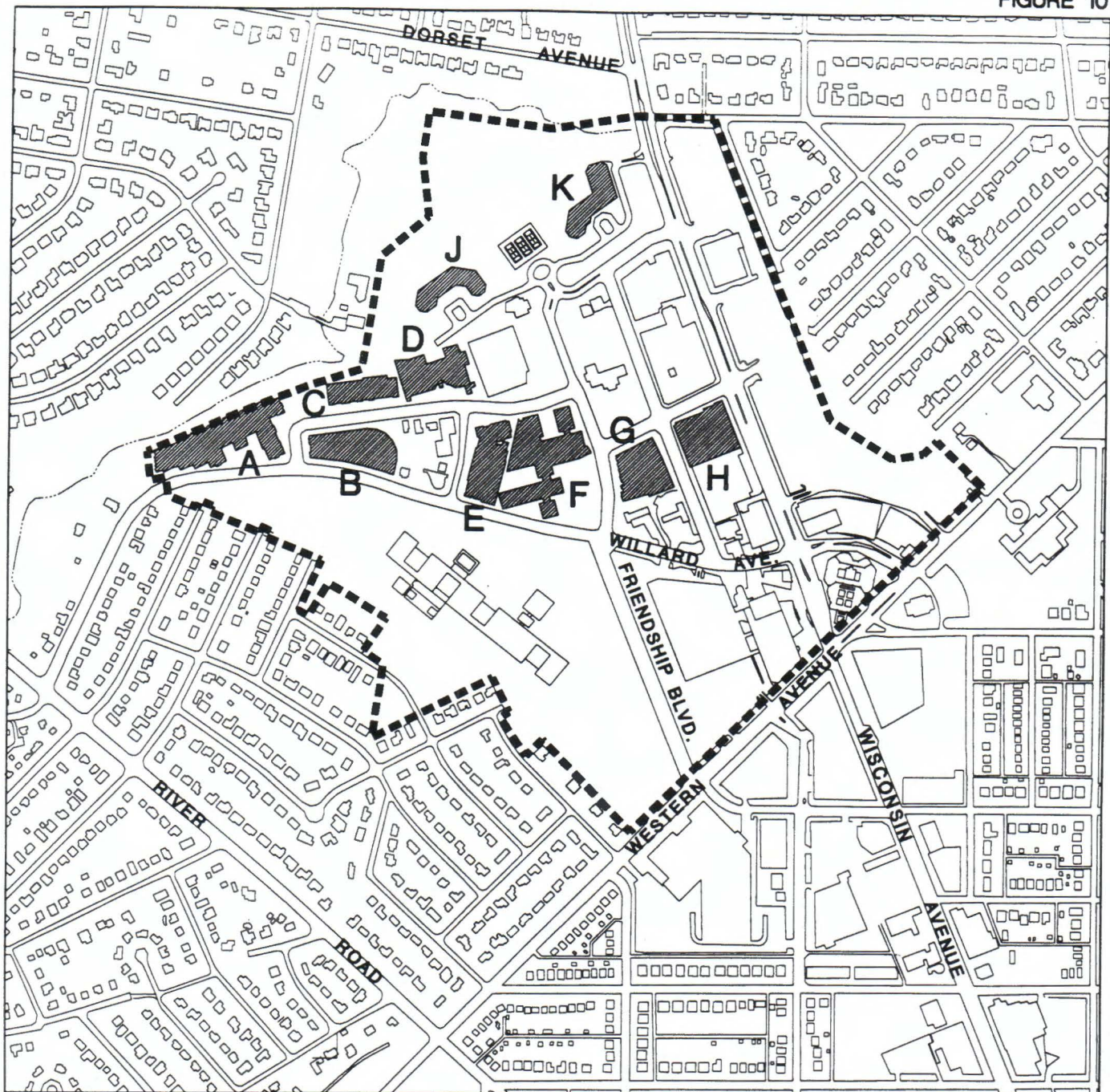
EXISTING DEVELOPMENT

FIGURE 9



FRIENDSHIP HEIGHTS MULTI-FAMILY HOUSING

FIGURE 10

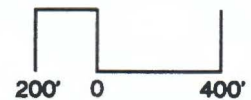


SECTOR PLAN BOUNDARY

- | | | | |
|---|------------------------|---|---------------------|
| A | THE IRENE | F | THE WILLOUGHBY |
| B | 4620 NORTH PARK AVENUE | G | HIGHLAND HOUSE WEST |
| C | NORTH PARK AVENUE | H | HIGHLAND HOUSE |
| D | THE ELIZABETH | J | SOMERSET HOUSE # 2 |
| E | THE CARLETON | K | SOMERSET HOUSE # 1 |



North



The Friendship Heights Sector Plan area in 1994-95 had 3,435 dwelling units in both rental and condominium apartments. (See Figure 10.) Friendship Heights is probably the strongest multi-family housing market in Montgomery County, and one of the strongest in the region. The key to Friendship Heights appeal appears to be its desirable location, its many urban amenities, and its attractive image. Attractions include the combination of local and regional retail, the aura of safety, and the proximity of the Metro station; it is one of the few areas in the County where one can live conveniently without a car.

Evidence of the strong housing market includes the following facts:

- Turnover rents (the rents charged to new tenants) are higher than County-wide high-rise rents for each unit size. (Friendship Heights rents average about \$260 more per unit than County-wide rents.)
- Vacancy rates are lower than the County's already low rates, signaling that the market could support additional housing. (Friendship Heights vacancy rates were 3.3 percent in 1993 and 2.8 percent in 1994 compared with County rates of 5.3 percent and 4.3 percent.)
- Condominium prices are varied and sales are strong. (Prices varied from just under \$40,000 for an efficiency unit in The Willoughby condominium to \$740,000 for a unit in Somerset House.)

Land costs in the Friendship Heights area are very high. Apart from small units in buildings like The Willoughby, the only opportunity for additional affordable housing will be moderately priced dwelling units (MPDUs) in proposed development.

Employment

The Friendship Heights commercial area is an attractive location for office development. It is accessible by roads and public transit, has a pleasant retail environment, is surrounded by stable residential neighborhoods, and is close to downtown Washington.

There are 1.9 million square feet of office space in the commercial area on both sides of the District/Maryland line between the Somerset House condominiums on the north and Harrison Street on the south. Owner-occupied space accounts for 29 percent, most of which (514,257 square feet) is in the GEICO headquarters. Most of the 1.35 million square feet of leasable office space is in high-rise structures along Wisconsin Avenue. A small percentage of leasable office space is located on the ground floor of high-rise apartment buildings and the second floor of two-story commercial buildings along Wisconsin Avenue.

Over 60 percent of the office space was built before 1980. The office development boom of the 1980s was less pronounced in Friendship Heights, despite the opening of the Metro station in 1984. The majority of the office development occurred on the District side, including Chevy Chase Pavilion (1990), a mixed-use commercial development with 141,000 square feet of office,

and Chevy Chase Plaza (1990) with 223,000 square feet of office and retail uses and a small number of residential units. (See Figure 11.)

Of the two sites recommended for office development in the 1974 *Sector Plan for the Central Business District of Friendship Heights, Montgomery County Maryland*, only the 220,000 square-foot Metro Center Building (1985) was completed. Approval of an office project on the then Woodward and Lothrop (Hecht's) site occurred too late to take advantage of a strong real estate market. This was also the case for the Barlow II office development, subject of a 1990 Sector Plan Amendment, and the GEICO expansion recommended in the 1990 *Bethesda-Chevy Chase Master Plan*. If these projects had been approved during the mid 1980s, it is likely that they would have been developed.

The retail sector in Friendship Heights today, on both sides of the District/Maryland line, serves a community and a regional role. Friendship Heights provides a unique retail setting compared to shopping malls because of its urban character.

The area's retail success can be attributed to several factors: a high-quality urban environment; an upscale retail sector; a loyal consumer base from surrounding affluent communities, and a pleasant, urban shopping experience. A weakening in any of these factors or an inability to adjust to market changes could result in the deterioration of the retail sector.

The opening in 1950 of the Woodward and Lothrop (now Hecht's) store on the northwest corner of Wisconsin and Western Avenues introduced retail as a major land use into the residential suburb. Another department store, Lord and Taylor, and the neighborhood-oriented shops in the Chevy Chase Center opened about the same time. Saks Fifth Avenue followed in 1964, and Neiman Marcus in 1977 with the completion of Mazza Gallerie. Chevy Chase Pavilion (1990), which includes an office tower and a hotel, is the newest development in the area with a major retail component. (See Figure 11.)

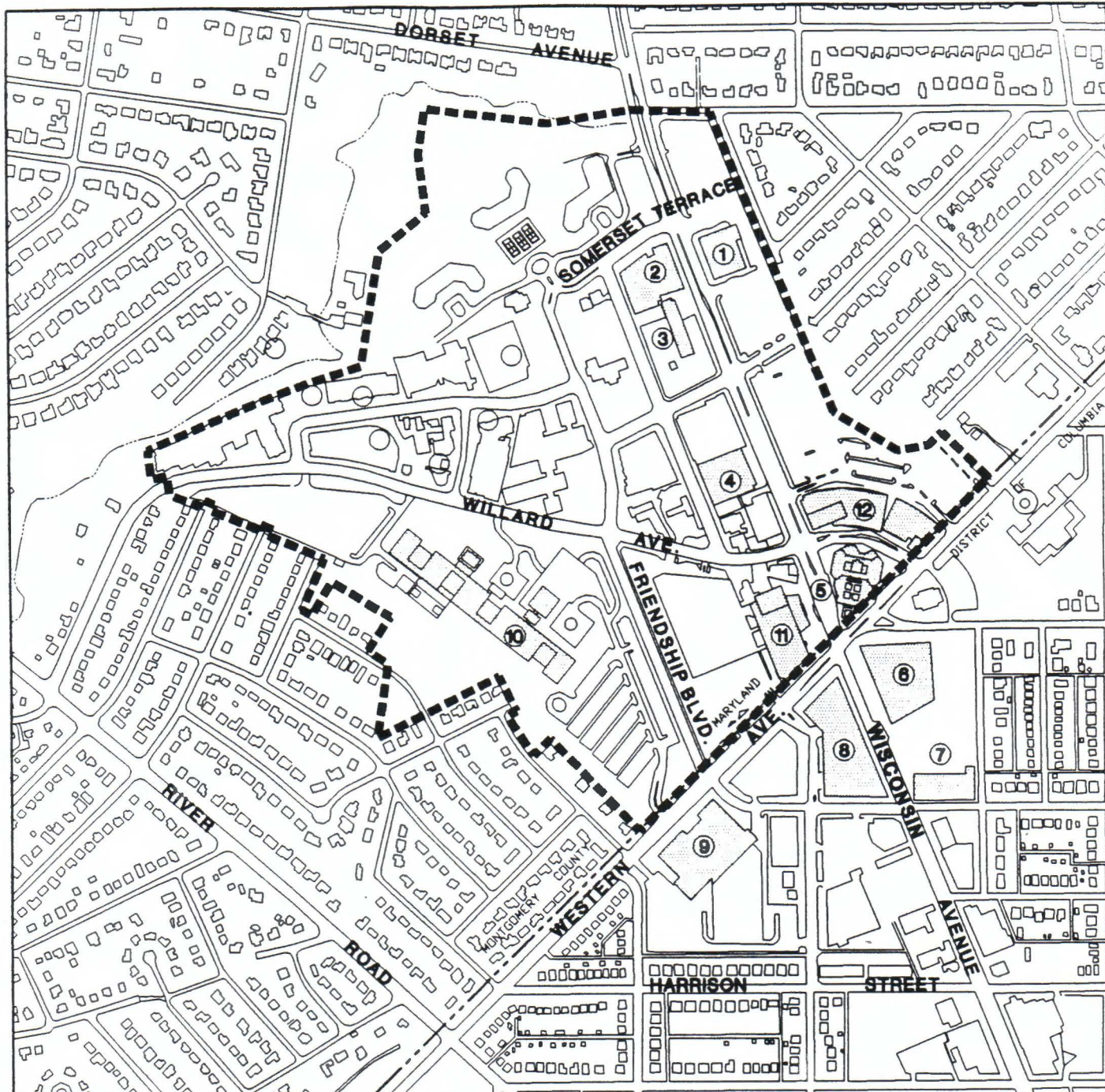
Today, the amount of retail space in the commercial area between Somerset Terrace on the north and Harrison Street on the south is equivalent to a regional mall. Taken together, the four department stores total 540,000 square feet. They account for the largest segment of the 1.25 million square feet of retail space in Friendship Heights. Sixty-one percent of the total space is in the District of Columbia; 39 percent is in Montgomery County.

An inventory taken during spring 1995 found about 183 stores in the retail study area, of which 47 were apparel stores. Restaurants, other entertainment retailers, and food stores comprise nearly one in five retailers.

The retail area in Friendship Heights has a low vacancy rate of 8.6 percent, suggesting a generally healthy retail market. Almost 80 percent of the vacant space is in two projects, Chevy

SIGNIFICANT COMMERCIAL BUILDINGS

FIGURE 11

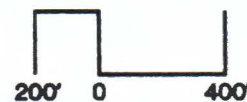


----- SECTOR PLAN BOUNDARY

- | | |
|-------------------------------|------------------------------------|
| ① SAKS FIFTH AVENUE | ⑦ CHEVY CHASE PLAZA |
| ② CHEVY CHASE OFFICE BUILDING | ⑧ NEIMAN MARCUS AND MAZZA GALLERIE |
| ③ HOLIDAY INN | ⑨ LORD AND TAYLOR |
| ④ BARLOW BUILDING | ⑩ GEICO |
| ⑤ CHEVY CHASE METRO BUILDING | ⑪ HECHT'S |
| ⑥ CHEVY CHASE PAVILION | ⑫ CHEVY CHASE CENTER |



North



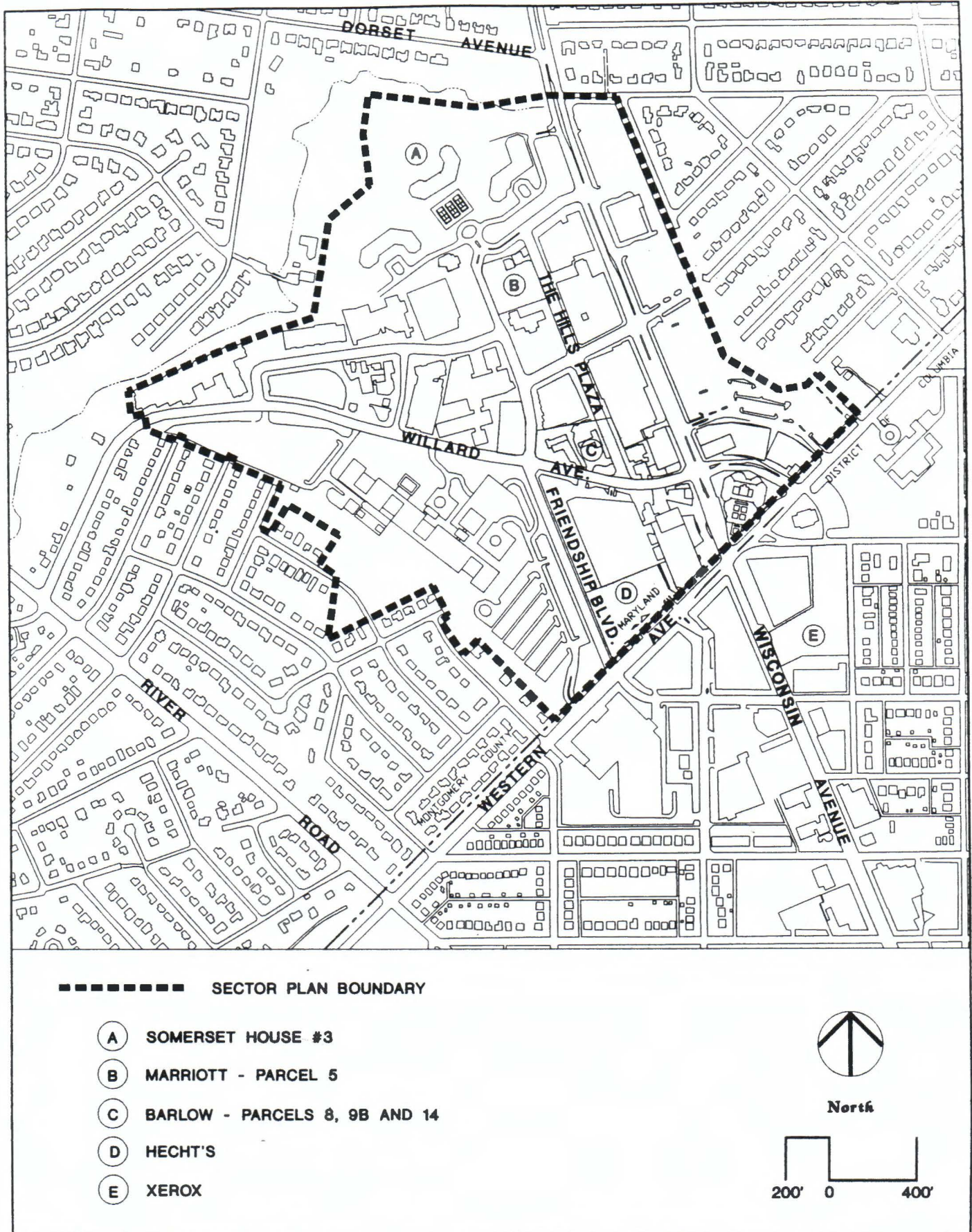
Chase Pavilion and Mazza Gallerie. While the office and hotel components of the Pavilion have done very well, the retail portion has had difficulty leasing space because there is no major anchor tenant, the project completion coincided with the real estate industry downturn, and the parking is not well designed. Poorly designed parking and the real estate industry downturn also are reasons given for the vacancy rate at Mazza Gallerie.

Approved Development and Redevelopable Parcels

Certain parcels that were vacant or underdeveloped had approved development plans and were considered in the "development pipeline" when the Friendship Heights Sector Plan process began. (See Figure 12.) They are:

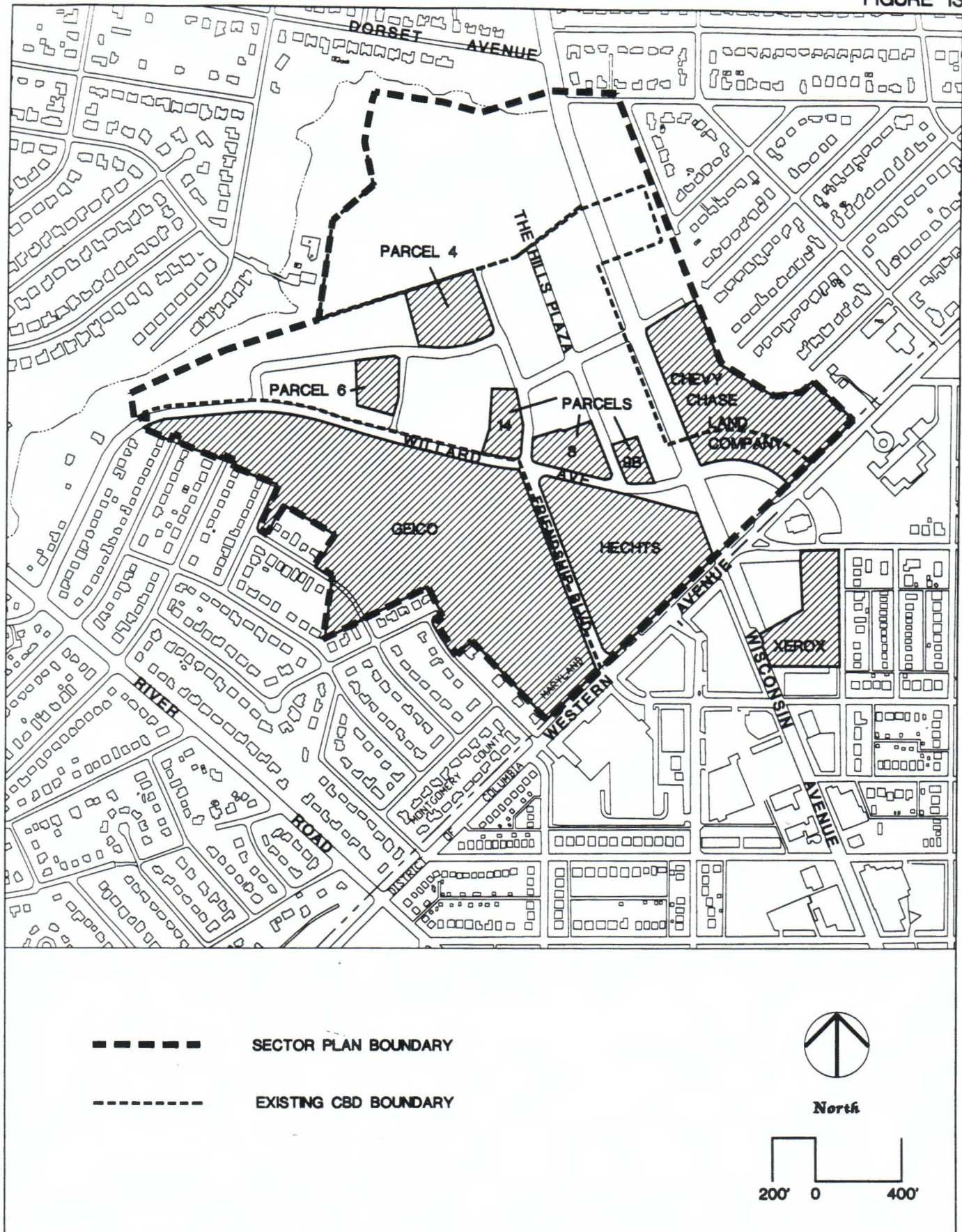
- Somerset House: Approvals for a third condominium structure allowed up to 273 dwelling units. The final project has approximately 100 dwelling units.
- Marriott site (parcel 5): Construction has been completed for an assisted living project of 132 dwelling units, Brighton Gardens, north of the Friendship Heights Village Center.
- Barlow (parcels 8, 9B and 14): This approved project with approximately 226,500 square feet includes an office tower east of a relocated The Hills Plaza, a low-rise retail structure and a car wash along Willard Avenue to the west, and an urban park west of Friendship Boulevard.
- Hecht's site (parcel 2): An approved site plan allows a slight expansion of the existing department store and construction of an office building of about 230,000 square feet. The site plan limits development to below the maximum allowed by the zoning ordinance, in accordance with the 1974 Sector Plan. The ownership of this parcel has changed since the site plan approval.
- Xerox site, in the District of Columbia: This site had an approved Planned Unit Development (PUD) that would allow a building totaling over 450,000 square feet (265,000 square feet of office, 100,000 square feet of retail, and 88 residential condominium units intended to provide a transition to the adjoining single-family neighborhood). The site is further discussed below under the heading District of Columbia Planning.

Figure 13 includes the redevelopable parcels that are the subject of discussion in the Sector Plan. The Barlow parcels (8, 9B, and 14) and Hecht's parcel (2) could proceed with development under approvals already in place. The GEICO parcel (15) is limited to existing development by its zoning. The 1990 *Bethesda-Chevy Chase Master Plan* recommended expansion of the C-O zoning on the GEICO site by 220,000 square feet. Subsequent to the Master Plan, the owners secured the necessary approvals, but reversed the rezoning application when development plans changed. The GEICO building is obsolete and the existing zoning precludes construction of a replacement building in any other location. Chevy Chase Center, parcel 10B, is virtually built out. Parcel 10A is zoned R-60 and is used for parking as a legal, non-conforming use. The Plan also includes recommendations for parcel 6 and parcel 4 in the Village of Friendship Heights.



LOCATION OF REDEVELOPABLE PARCELS

FIGURE 13



B. Planning Context

1964 West Chevy Chase Master Plan and 1970 Bethesda-Chevy Chase Master Plan

In 1964, the County adopted the *Master Plan for West Chevy Chase and Vicinity*. The 1964 Master Plan recommended commercial use for all of the land now included in the Sector Plan area except the Somerset House property (the Bergdoll tract) and small buffer strips of undeveloped land along GEICO's southwest property line and the northeast border of the Chevy Chase Center/Sak's Fifth Avenue parking lots. The plan recommended the C-O Zone for the entire GEICO site, with the exception of an 85 foot wide strip along Cortland Road, and the C-2 Zone for the remainder of the business district. Most of the area was already zoned C-2. Following the Master Plan, the respective land owners did not apply for C-O zoning on the remainder of the GEICO property nor for C-2 zoning on the Chevy Chase Center lot.

The 1970 *Master Plan for the Bethesda-Chevy Chase Planning Area* left the existing zoning in place and recommended a detailed study of the entire business district. That study became the 1974 *Sector Plan for the Central Business District of Friendship Heights, Montgomery County, Maryland* (the 1974 Sector Plan).

1974 Friendship Heights Sector Plan

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

The 1974 Sector Plan removed more than 24 acres from the designated central business district (CBD). It reduced the size of the CBD from 62 acres to approximately 37.5 acres. The 37.5 acres in the CBD were rezoned to the CBD-1 and CBD-2 categories. It also recommended a substantial scaling down of total allowable development to relate the amount of development to the ability of the existing feeder road system to serve the area.

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

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

- Provide orderly development within the constraints of the road system. The plan established density limits on each property.
- Protect residential neighborhoods. The plan recommended open space buffer areas and transition uses.
- Avoid degradation of the business community. The plan provided for the use of the new CBD zones and the optional method of development as a vehicle to encourage a mix of residential and commercial development.
- Undertake public improvements. The plan recommended an improved internal roadway network connecting Wisconsin Avenue to Western Avenue by way of Friendship Boulevard, to accommodate local traffic.
- Provide local parks and easements. The plan recommended the acquisition of Brookdale Park and the park known today as Page Park.

There have been three amendments to the 1974 Sector Plan, one in 1984 and two in 1990. The 1984 amendment allowed the abandonment of a portion of North Park Avenue between Friendship Boulevard and The Hills Plaza to facilitate construction of the Friendship Heights Village Center; designated a parcel as a public park to be maintained by the Village of Friendship Heights; and designated the segment of Friendship Boulevard running west from Wisconsin Avenue through the Bergdoll tract (now the Somerset House property) as Street "Z", to be renamed by the Bergdoll developer. The street was later named Somerset Terrace.

The first 1990 Sector Plan amendment was designed to permit development under the Annual Growth Policy special ceiling allocation standards for affordable housing, notwithstanding staging limitations in the Sector Plan.

The second 1990 Sector Plan amendment, referred to as the Barlow amendment, addressed parcels 8, 9B, and 14. It included a proposal for an optional method development as a combined development of more than one lot, with office and retail uses on parcels 8 and 9B, and open space on parcel 14. A complementary recommendation allowed the abandonment of a portion of The Hills Plaza and construction of a new street to the west, and a widening of the Willard Avenue right-of-way. It also included an alternative proposal for individual development of parcels 8, 9B and 14.

1990 Bethesda-Chevy Chase Master Plan

The 1990 *Bethesda-Chevy Chase Master Plan* recommended a moderate level of development for the Bethesda-Chevy Chase area. This approach allows development that achieves many of the expectations of property owners and that can be reasonably accommodated within the transportation capacity of the planning area. The 1990 B-CC Master Plan includes the following recommendations:

- Maintain or increase the proportion of households to jobs in the planning area.
- Place new employment and residential development in existing centers near Metro stations.
- Support existing businesses.
- Support increased housing density where compatible with nearby properties.

The 1990 B-CC Master Plan does not assign a specific development level to each employment center in the planning area. Instead, it concludes that such allocation should be done as part of each Sector Plan amendment and through the Annual Growth Policy. The available traffic capacity in Friendship Heights is to be determined through these studies. The moderate level of additional employment development endorsed by the 1990 B-CC Master Plan is intended to be shared among the major employment centers of the area including Friendship Heights.

1998 Friendship Heights Sector Plan: Rationale for the Revision

The 1974 Sector Plan viewed its recommendations as guiding development for six to ten years. It recommended a review prior to and two years following the opening of the Friendship Heights Metro station, and amending or replacing the plan if revisions were found necessary. Metro has been operating in Friendship Heights for more than ten years. Though there have been three plan amendments in the years since the 1974 Sector Plan, a full-scale review of the Sector Plan recommendations has not occurred.

Typically, M-NCPPC reviews master and sector plans every ten years. In the years since the 1974 Sector Plan, Montgomery County has experienced many changes that underscore the need to review the 1974 Sector Plan.

Population and employment growth between 1974 and 1995 in the County and the metropolitan area was far greater than expected. The current growth forecast for the region, the Metropolitan Washington Council of Governments Round 5.3 forecast, projects a 23 percent population increase and a 36 percent employment increase by the year 2020. Within Montgomery County, the population is expected to increase from 810,000 in 1995 to more than one million people, with a major portion of that growth occurring over the next ten years. Similarly, jobs in Montgomery County are expected to increase from 463,300 to 630,000. According to State and County policies, discussed in the next section, the central business districts such as Friendship Heights are the appropriate places for many of these jobs.

There also have been major changes in laws and public policies regarding land use planning in the past twenty years. In the environmental area, the 1963 Clean Air Act and the 1990 amendments to it require greater reliance on transit and more concentrated development than in the past to encourage transit use. Increasing stormwater management, sediment control, and stream protection measures further limit development in less-developed suburban and rural areas. Chesapeake Bay preservation requirements, concerns about protecting agricultural areas, and recent forest conservation laws require better use of urban lands and less urban sprawl.

The Montgomery County Commission on the Future (1988), the Washington Regional Network for Livable Communities (1993), and other groups have underscored the need for development that is more compact. The 1992 Maryland Economic Growth, Resource Protection, and Planning Act (discussed below) also established a State-wide policy in favor of concentrating economic growth in urbanized areas. This Act related future State funding for public facilities to areas planned for such growth.

In the field of transportation, federal highway construction and State funding for new roads have substantially decreased and the Intermodal Surface Transportation Efficiency Act (ISTEA) requires increased use of transit and existing transportation facilities. The Montgomery County Adequate Public Facilities Ordinance (APFO) and Annual Growth Policy (AGP) procedures have been adopted since the 1974 Sector Plan. The AGP has recommended moratorium conditions in several areas of the County but it identified the Bethesda-Chevy Chase area, including Friendship Heights, as one of the few areas with appreciable capacity for both jobs and housing. Montgomery County growth policies identify Metro station areas as the most important development opportunities in the County. Moreover, County, State and federal governments face increasing fiscal pressures on the development of new infrastructure to serve developing areas. At the same time, fiscal impact studies demonstrate that the greatest economic returns to the County occur where the development is located in areas with existing infrastructure.

Market conditions in Montgomery County also have changed in the last twenty years. The County has become a highly desirable location for high-tech, communications, biological research, and service companies. Major employers have sought suburban sites near Metro stations, but infrastructure limitations on development at various County locations have constrained the County's ability to respond. Since the economic decline of 1990, the State of Maryland and Montgomery County have become much more conscious of the need to accommodate existing and prospective businesses in order to bolster the tax base.

To respond to these changes, to adhere to the tradition of periodically reviewing master and sector plans, and to conform to State and County policy, a thorough review of the 1974 Sector Plan is appropriate.

1992 Maryland Planning Act and 1993 General Plan Refinement of the Goals and Objectives for Montgomery County

The Friendship Heights Sector Plan embraces and confirms the seven visions of the 1992 *Maryland Economic Development, Resource Protection, and Planning Act* (the Planning Act). As stated in Article 66B of the Annotated Code of Maryland, the visions are:

1. Development is to be concentrated in suitable areas.
2. Sensitive areas are to be protected.
3. In rural areas growth is to be directed to existing population centers and resource areas are to be protected.
4. Stewardship of the Chesapeake Bay and the land is to be considered a universal ethic.
5. Conservation of resources, including a reduction in resource consumption, is to be practiced.
6. To assure the achievement of paragraphs 1 through 5 above, economic growth is encouraged and regulatory mechanisms are to be streamlined.
7. Funding mechanisms are to be addressed to achieve these objectives.

The Friendship Heights Sector Plan will help to implement the visions of the Planning Act by concentrating new development in a suitable area (close to an existing Metro station), by reducing the amount of development in rural areas and conserving agricultural resources through use of transferable development rights (TDRs), and by reducing the consumption of gasoline through transit-oriented policies. The Plan encourages economic growth and identifies capital facilities to be funded by a variety of sources.

In addition to stating seven visions, the Planning Act requires the implementation of a "sensitive areas" element designed to protect areas of environmental importance. Sensitive areas are described in the Act as 100-year floodplain, streams and associated buffer areas, habitats of threatened and endangered species, and steep slopes. The Environmental Resources chapter of the Sector Plan complies with the sensitive areas requirement of the Planning Act, and recommends appropriate strategies for protecting these areas.

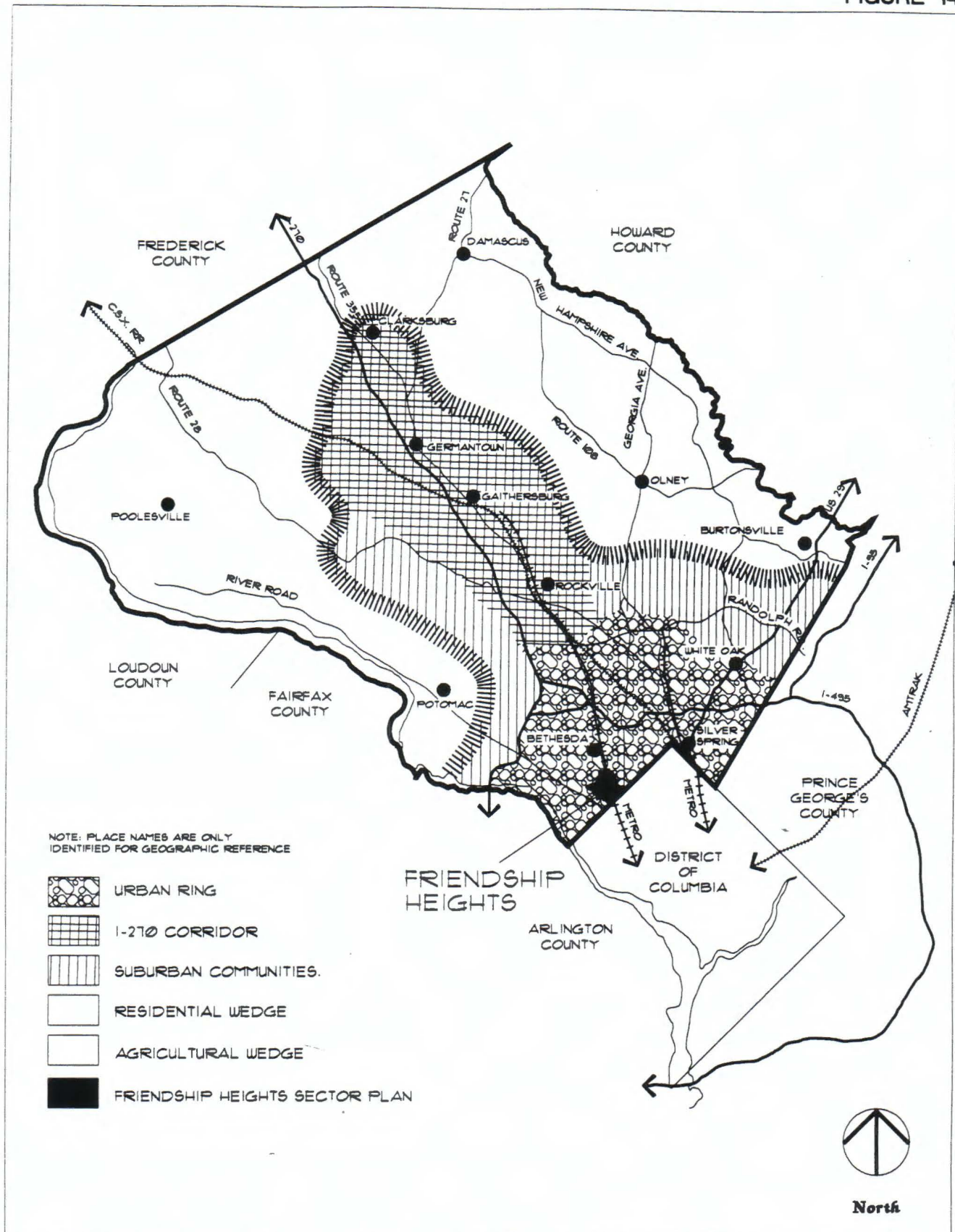
The Planning Act also requires flexible development regulations, a streamlined development process, and innovative economic development techniques. The Sector Plan uses flexible development standards in several instances where significant new development is contemplated.

While the Planning Act sets a general framework for development throughout the State, the 1993 *General Plan Refinement of the Goals and Objectives for Montgomery County* complies with the Planning Act and provides a more specific context for development within the County. The General Plan Refinement amends the 1964 General Plan and the 1969 Update which have guided the County's land use pattern and transportation system for nearly three decades by channeling growth into the development corridors and an Urban Ring around Washington, D.C. The Friendship Heights Sector Plan, like other sector and master plans, constitutes an amendment to the General Plan.

The General Plan Refinement divides Montgomery County into four geographic components: the Urban Ring, the Corridors, the Suburban Communities, and the Wedge. Many of the goals and objectives of the General Plan Refinement direct new growth to major centers within the Urban Ring. Major centers are central business districts with commercial and high-density residential development surrounding Metro stations. Friendship Heights is a major Urban Ring center. (See Figure 14.)

WEDGES AND CORRIDORS GEOGRAPHIC COMPONENTS

FIGURE 14



The General Plan Refinement states:

"Relatively dense, compact centers are essential for Montgomery County's future. The major centers especially will conserve energy, reduce vehicle trips, and minimize the amount of land that experiences the impacts of development...Major centers provide the best opportunity for growth with the least impact on land, water, air, and fiscal resources...The County's major centers should 'grow up' rather than 'grow out.' Well defined boundaries of centers, established in small area plans, will give surrounding neighborhoods assurance that the center next door will not overwhelm their community." (page 21)

It continues:

"The County's success in enhancing its existing central business districts and Metro station areas with additional planned development should be a cause for celebration as an environmentally sound means of accommodating new development. *The added activity in the buildings and parks which replace the surface parking lots between existing buildings can transform centers into a more inviting place to walk between destinations...* The County cannot afford to allow any deterioration in its centers. Each center is important to the County's overall economic well being." (page 23, italics added)

The General Plan Refinement notes several challenges for the future of the Urban Ring. First, it emphasizes the continued desirability of development and redevelopment in Metro station areas and generally encourages mixed uses there, including housing. Secondly, in foreseeing selective additional growth in these major centers, it stresses the need for compatibility with existing communities. It seeks to preserve the flourishing neighborhoods, and encourages the County to protect these areas from the encroachment of non-conforming land uses, excessive noise, and through traffic. Thirdly, the General Plan Refinement recommends expanding transportation options and encourages pedestrian-scale development with emphasis on urban design features and traffic management to create an inviting, safe, and pleasing atmosphere. Finally, it encourages protection of environmentally sensitive areas which, in the Urban Ring, frequently means rehabilitating streams or retrofitting—such protective measures as cleaning up streams, managing stormwater runoff, and planting street trees. (pages 25-26)

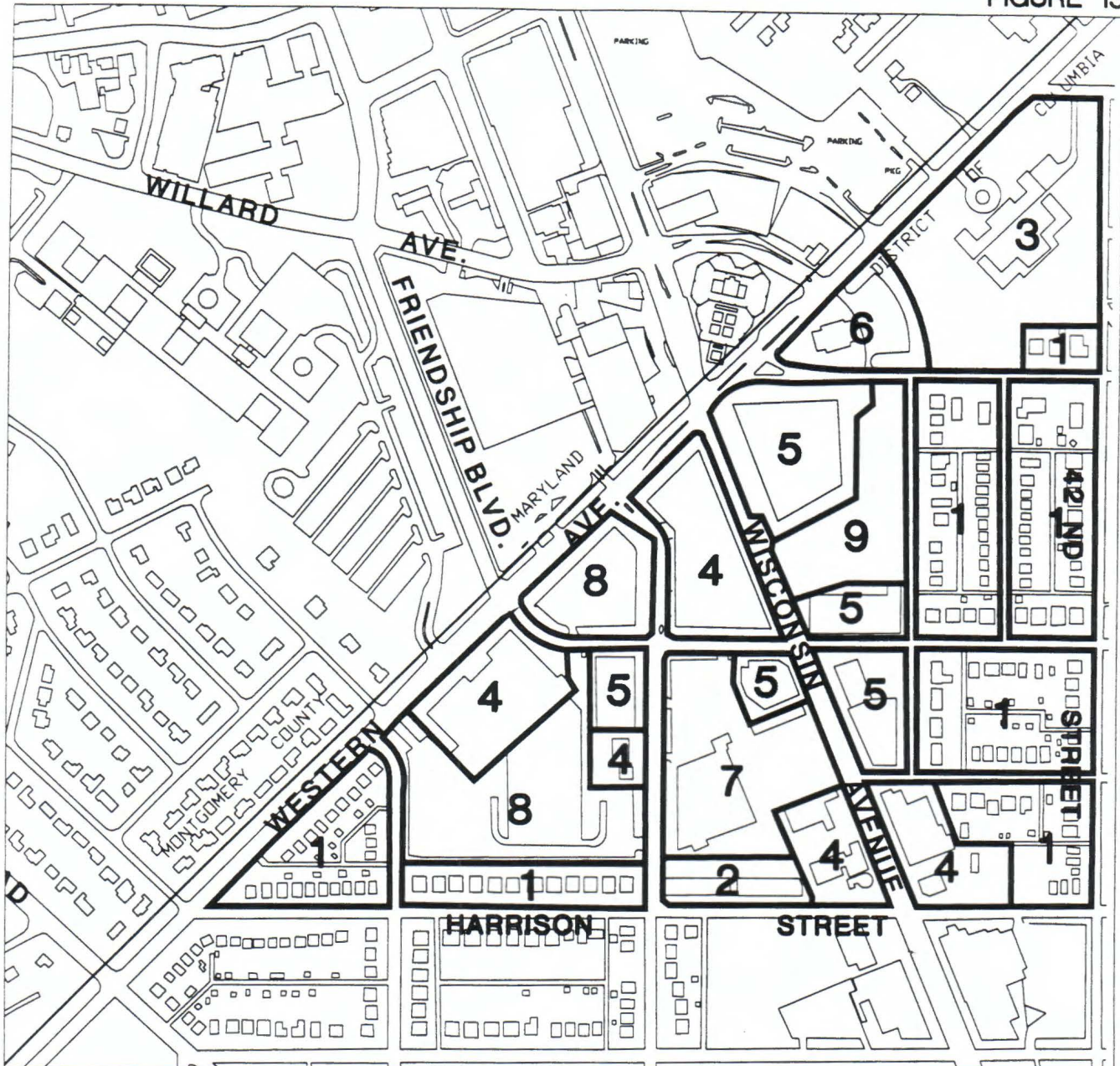
The General Plan Refinement sets forth seven goals with accompanying objectives. The specific ways that this Sector Plan implements the goals and objectives of the General Plan Refinement are summarized in Appendix A.

District of Columbia Planning

The Friendship Heights Sector Plan area adjoins the District of Columbia along Western Avenue. The existing land uses in the adjacent D.C. area are shown in Figure 15.

FRIENDSHIP HEIGHTS-WASHINGTON, D.C.- EXISTING LAND USE

FIGURE 15

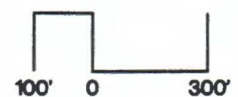


- 1. SINGLE-FAMILY DETACHED
- 2. MULTI-FAMILY
- 3. CONGREGATE CARE
- 4. RETAIL
- 5. MIXED-COMMERCIAL

- 6. MEDICAL OFFICE
- 7. PUBLIC
- 8. PARKING
- 9. VACANT



North



Planning in the District of Columbia has a three-tiered structure consisting of the Comprehensive Plan, ward plans, and more detailed small area plans. The Comprehensive Plan is a long-range policy document that provides overall guidance for future planning and development. Its twelve elements include a land use element and an accompanying generalized land use map. Ward plans for each of the District's eight wards (adopted as one of the elements of the Comprehensive Plan) are intended to provide neighborhood-level interpretation and application of the Comprehensive Plan objectives and policies.

The District of Columbia portion of Friendship Heights is in Ward 3. The 1994 *Ward 3 Plan* stresses that the ward is predominantly residential; between 3 percent and 5 percent of the zoned land is in nonresidential use. The Ward 3 Plan general policy is to protect the residential neighborhoods and to control and channel the existing strong redevelopment pressures.

The land use map designates Friendship Heights as the only regional commercial center in the Ward. The map also designates Ward 3 as a housing opportunity area, defined as underused land that should be the focus for the development of new housing. To encourage the production of housing, the Ward 3 Plan recommends restricting major commercial development in the Friendship Heights housing opportunity area. The Ward 3 Plan also encourages mixed-use developments in commercial-zone districts to support the production of new housing. The Ward 3 Plan notes the opportunity for housing development on the large existing Lord and Taylor and Metrobus parking lots.

While most of the Wisconsin Avenue frontage in Ward 3 is zoned for a density comparable to CBD-1, The Chevy Chase Pavilion, on the southeast corner of Wisconsin and Western Avenues, is zoned for a density comparable to CBD-2. The Pavilion is developed under a Planned Unit Development (PUD), a planning tool which allows a developer greater flexibility in site planning and building design and the incorporation of amenities.

As noted in the earlier discussion of approved ("pipeline") development, the former Xerox site next to the Chevy Chase Pavilion on Wisconsin Avenue had a PUD that would have allowed a building with over 450,000 square feet. The ultimate development on this site consists of a low-rise building with 137,650 square feet of street-front retail and 29 townhouses facing the residential neighborhood to the east. (See Figure 12.)

C. Planning Framework

Opportunities for Infill Development on Major Parcels

The GEICO, Hecht's, and Chevy Chase Land Company sites, including their surface and decked parking lots, offer the greatest opportunity to meet important Plan objectives: Increase employment opportunities in an urban setting; maximize use of Metro; provide amenities not provided by previous development; achieve integration among the separate commercial, office and residential districts, and help create a single community.

The Plan concept is to knit the different districts together into one community by bringing mixed land uses into the Town Center, creating spaces where people can meet to explore shared interests, and achieving an interconnected street and path system that promotes walking and cycling. The Town Center has as its focus the Metro station. The area immediately surrounding the station is termed the Metro Core. (See Figure 16.)

The parking lots on the Saks Fifth Avenue, Chevy Chase Land Company, Hecht's and GEICO sites currently occupy a significant amount of land area within walking distance of the Metro station, and contribute to the separation between the existing districts. Of the 92 acres in the Friendship Heights Sector Plan area, 28.5 acres or 30 percent is surface or deck parking lot. (See Figures 17 and 18.)

Most users regard the parking lots as safer and more convenient than underground parking. Residents of adjoining neighborhoods consider the lots buffers against commercial expansion and appreciate the visual break from the high-rise buildings. In addition, residents of apartment buildings enjoy the view of generous tree plantings in some of the parking lots.

Despite the landscaping, the lots are primarily stretches of asphalt designed for storing cars. To have this much space devoted to surface parking is not an efficient use of valuable land close to Metro and creates a void which saps urban vitality, discourages people from walking, and breaks the continuity of retail along the eastern side of Wisconsin Avenue.

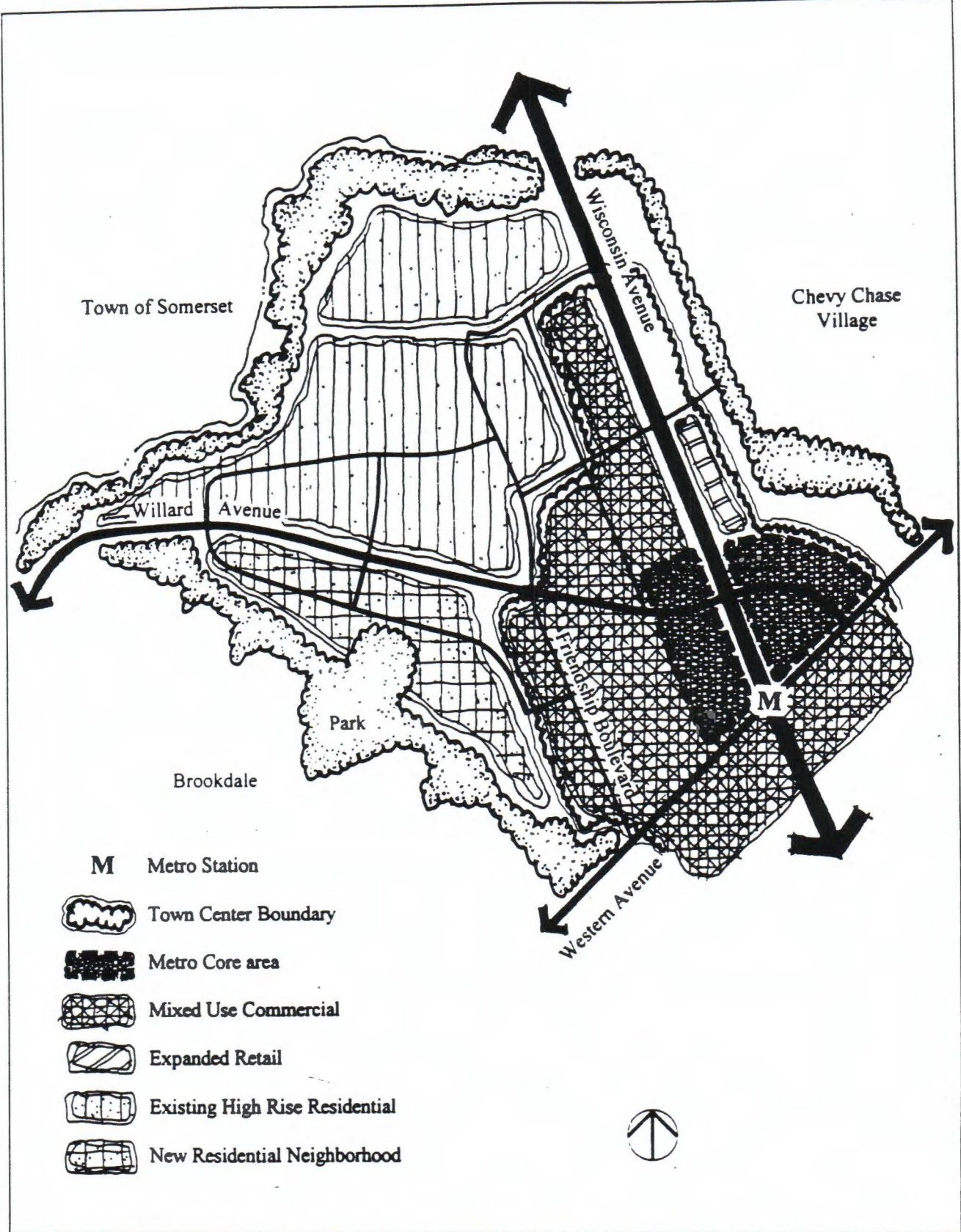
The Plan attempts to retain the positive functions served by the parking lots and address residents' concerns in a series of proposals. The Plan limits commercial expansion into residential neighborhoods by recommending confirmation of the CBD boundaries except for one slight extension at Chevy Chase Center and by including guidelines for special exception land uses in surrounding neighborhoods. It encourages the retention of many surface parking spaces on the Chevy Chase Land Company parking lot to serve community retail, and requires measures to ensure safety and convenience in proposed structured parking on the Chevy Chase Land Company and Hecht's sites.

The Plan recommends replacing portions of the surface lots on the Hecht's, Chevy Chase Land Company, and GEICO sites with land uses that better meet Plan objectives, including usable open space for local residents, employees, and visitors and a higher return to the County for its investment in Metro. (Note: the parking lot on the Saks Fifth Avenue site has a long-term lease and is not the subject of redevelopment proposals in this Plan.)

On the Hecht's site, the Plan recommends replacing surface and decked parking with higher density land uses more appropriate next to Metro. The addition of retail, office, hotel, and housing to the site will allow the owners to provide several public amenities including a major public park and community center on the corner of Friendship Boulevard and Willard Avenue. (See Figure 27.)

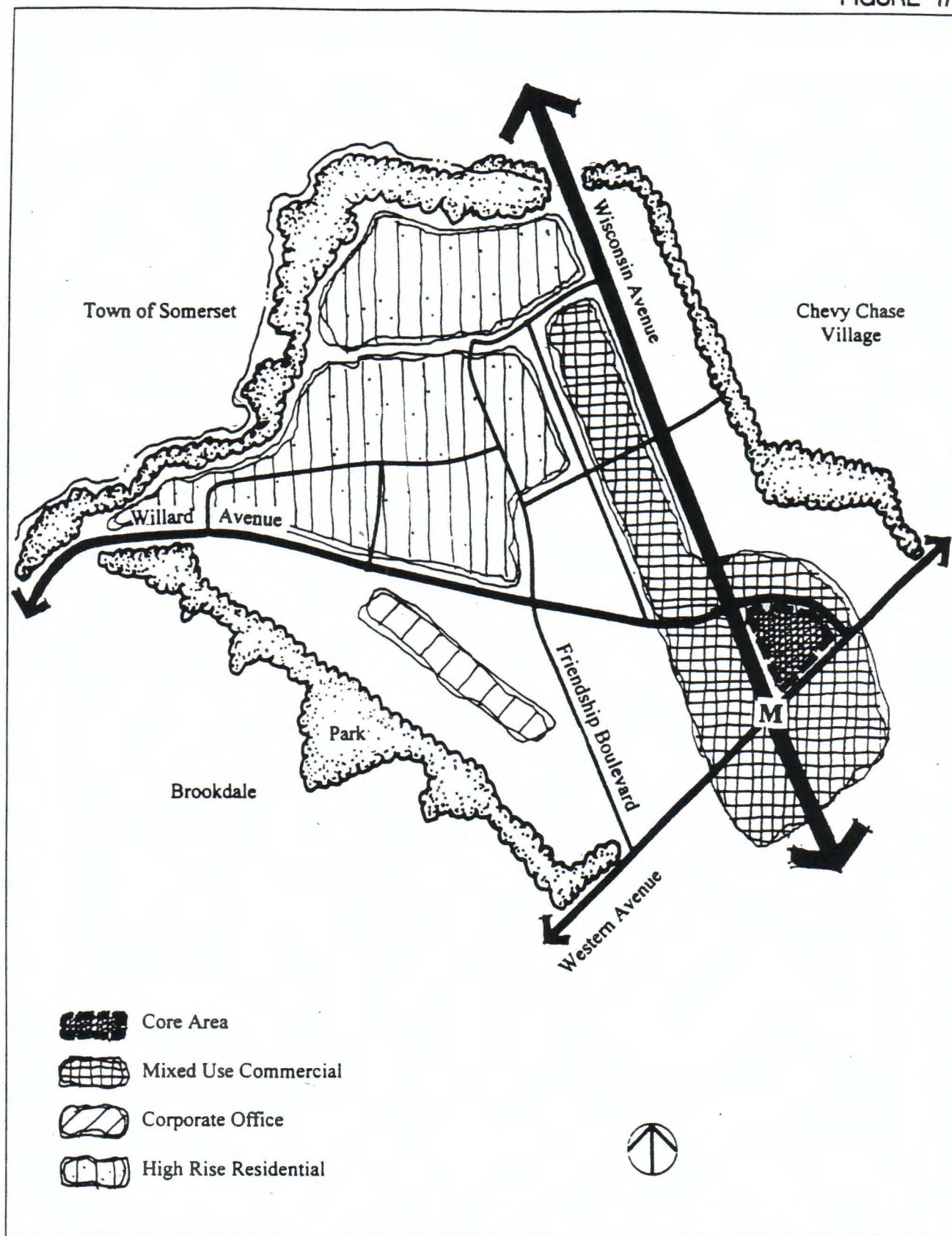
PROPOSED LAND USE CONCEPT

FIGURE 16



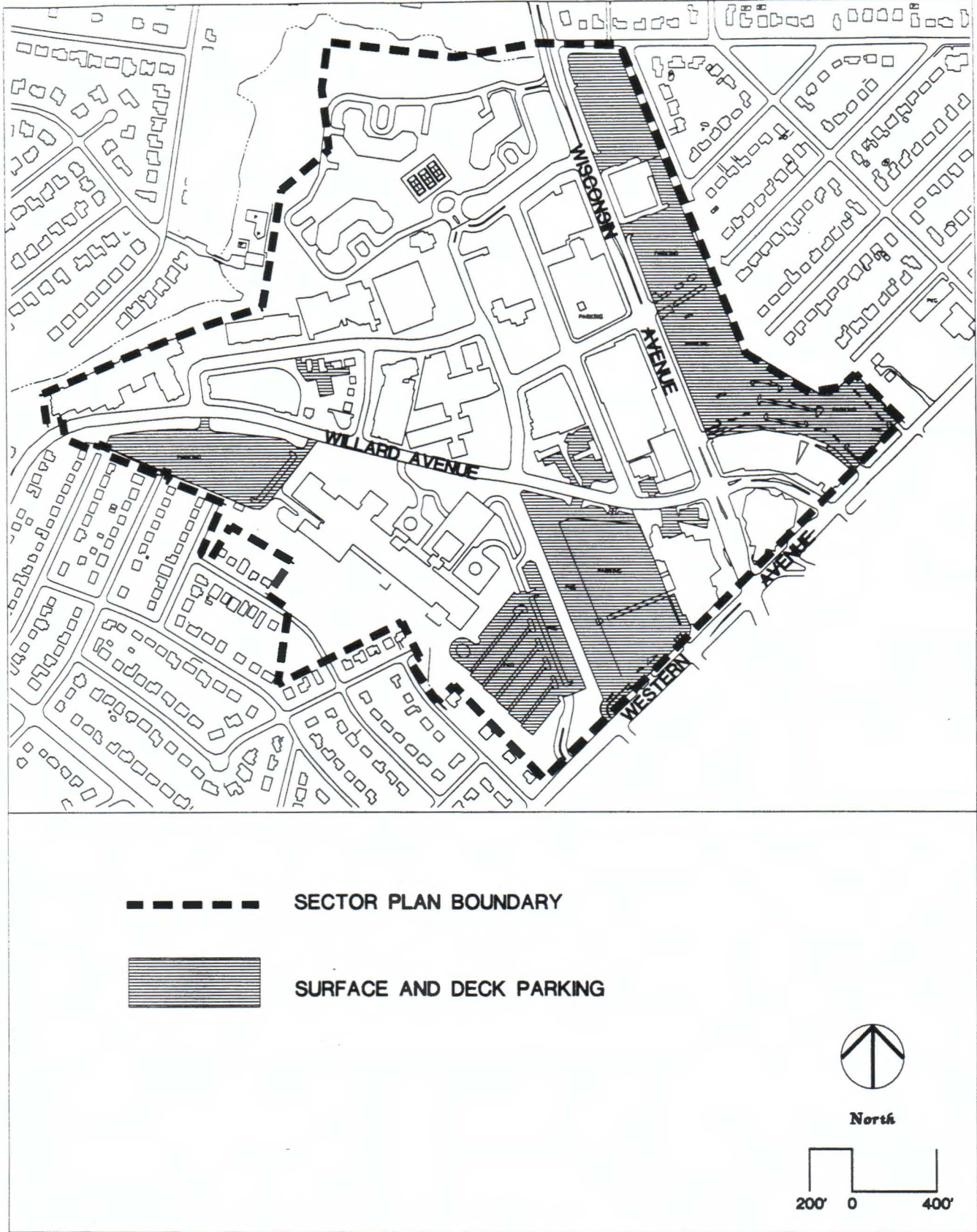
EXISTING DISTRICTS

FIGURE 17



SURFACE AND DECK PARKING

FIGURE 18



On the Chevy Chase Land Company parking lot, the Plan recommends a low-rise structure compatible with the adjacent neighborhood that will provide retail continuity along Wisconsin Avenue at ground level and office above. Redevelopment of this portion of the parking lot will allow creation of a usable green open space that will enhance the view for residents of Chevy Chase Village and Highland House apartments. Redevelopment of the Chevy Chase Center will allow creation of another open space for active enjoyment and the redesign of Wisconsin Circle to better accommodate pedestrians. (See Figure 23.)

Redevelopment of the GEICO site—removing the existing obsolete building and planning for the whole site including the parking lots—will allow offices to be located farther from the Brookdale community and closer to the Town Center. A new neighborhood of townhouses and low-rise apartments, recommended by the Plan as a transition between the CBD and the Brookdale neighborhood, will provide more security for nearby residents than a deserted parking lot at night. An expanded neighborhood park and two significantly sized open spaces within a greenway will retain and enhance the current visual separation from the high-rise apartment buildings across Willard Avenue. The small urban park at the corner of Friendship Boulevard and Willard Avenue will help protect the views from the residential buildings in The Village of Friendship Heights of the new office development on the GEICO site. (See Figure 31.)

Rationale for Recommended Densities, Land Uses, & Locations of Infill Development

There are potential benefits to the County and to the community from allowing development on the three major parcels—GEICO, Hecht's, and Chevy Chase Land Company—as discussed above. The task of the Sector Plan is to balance County-wide policies with the needs of the local business and residential community. The General Plan policies described earlier include recommendations to locate new growth in Metro-served areas, provide opportunities for new employment and housing, and protect surrounding neighborhoods. Residents of single-family neighborhoods near the Sector Plan area are concerned that too much additional growth will upset the delicate balance between commercial and residential uses and destroy the quality of life.

In developing specific proposals for the major parcels, it was necessary to determine the appropriate amount, land use mix, and location of additional development that would enhance Friendship Heights as a place in which to live and work. Supporting studies prepared for the Plan offered guidance for answering these questions, though no one study was definitive. (The studies, which include data from the adjacent portions of the District of Columbia, are published separately. See list of Reference Materials.)

● Population and Household Profile

The population and household study profiled current residents of the high-rise apartments inside the Sector Plan Area as well as those in the surrounding single-family residential neighborhoods. The fact that within the Sector Plan area there is virtually one housing type (high-rise) and a high percentage of single people of middle age or older suggests adding other housing types in new development that might provide greater diversity and choice.

- **Housing Market Study**

The housing market study also documented that the existing housing stock of 3,435 units is primarily in high-rise buildings, and that Friendship Heights is a strong housing market, as discussed earlier.

The study found that between 800 and 1,100 new dwelling units could be absorbed in the next 15 to 20 years, including about 100 to 300 townhouses. The planning approvals for Somerset III allowed approximately 275 units, leaving an unmet demand of 525 to 825 dwelling units. Though the ultimate build-out of Somerset III provided approximately 100 rather than 275 units, the larger number was assumed for planning purposes.

- **Office Market Study**

Friendship Heights is a strong office market. The office market study covered the commercial area on both sides of the District/Maryland line between Somerset Terrace on the north and Harrison Street on the south. The study estimated a potential demand for 800,000 to 1,200,000 square feet of new office space during the life of the Plan. There were nearly 850,000 square feet of vacant and approved pipeline space in the study area when the Sector Plan process began.

(The pipeline is the amount of approved but unbuilt development.) The pipeline included approved projects on the Barlow and Hecht's sites in Montgomery County and the Xerox site in the District of Columbia. The ultimate development on the Xerox site has a lower density and no office component. However, in calculating future supply, the Plan assumed the higher density of the original PUD, which included 265,000 square feet of office use.

The supply of approved office space and vacant space was considered adequate to satisfy the lower estimate of future demand. The higher estimate would require an additional 350,000 square feet of space above what was vacant and approved. Providing such additional space would allow greater flexibility in matching potential office space with future demand.

- **Retail Market Study**

The retail study noted that Friendship Heights provides a unique retail environment compared to shopping malls because of its urban character. The success of Friendship Heights stems from the location amid some of the most affluent residential neighborhoods in the region and the high quality built environment. The continued success of the retail sector will be determined by the continued attractiveness of the area for shoppers and the ability of the retail to evolve and take advantage of market conditions.

The retail study covered the same commercial area as the office study—on both sides of the District/Maryland line between Somerset Terrace on the north and Harrison Street on the south. Projection of future demand for retail is hard to quantify, and the retail study did not project a specific amount of square footage that would equate to future demand. The retail market is changing nationally, with retailers trying to solidify specific niches and expand market share.

Study recommendations include the following:

- Provide flexibility in the Sector Plan to allow future retail development to adjust to changing market conditions.
- Preserve and enhance the urban character of the area.
- Provide an adequate number of well located and well designed short-term parking spaces for the safety and convenience of shoppers.
- Encourage street-fronting retail along both sides of Wisconsin Avenue in Friendship Heights to strengthen retail, specifically on the Chevy Chase Land Company parking lot.

The retail market study also made the following findings:

- Today, 15,000 additional square feet of grocery and drug store space is supportable.
- The Friendship Heights comparison goods market is near equilibrium. That is not to say that other retailers could not survive. By filling a niche with a product or service that is not currently offered, a retailer could capture some of the dollars that are being spent outside of Friendship Heights.
- Additional retail opportunities exist in certain niches such as home furnishings, electronics, children's toys, and entertainment-related products and services such as bookstores, restaurants, and cafes.
- Predictions of long-range retail development needs are uncertain, since the retailing industry is expected to undergo continued change.
- Additional commercial development would strengthen the retail market, though it should not reduce the convenience of area shopping.

The retail study noted that the Hecht's site location makes it suitable for additional retail space and that an expansion could capitalize on existing market opportunities. The study cautioned that development of a large retail component on the Xerox site in the District could reduce market opportunities for a second retail component on the Hecht's site.

● **Transportation Analysis**

The transportation analysis conducted for this Plan studied existing traffic conditions on both sides of the District/Maryland line, existing traffic plus traffic from approved development (a "low" scenario), and the impact on traffic of a "medium" and "high" land use scenario for the three major redevelopable parcels. The recommended land use density is marginally above the

medium land use alternative tested. (The transportation analysis is described in more detail in Chapter III and in Appendix C.)

The main objective of the analysis was to determine the effects of additional development on traffic generation and intersection congestion, measured by levels of service. The study concluded that existing levels of service during weekday evening peak hours and on Saturdays are well within standards the County finds acceptable in Metro-served policy areas.

The study also concluded that there would be little appreciable difference in future traffic between the medium and high land use alternatives over the next twenty years because of the influence of regional through traffic. The effect of future traffic on intersections within the Sector Plan area was not the deciding factor underlying the Plan recommendations on the amount of new development. Rather, it was one of many factors considered. Had future intersection levels of service within the Sector Plan area been the sole criterion, the Plan might have recommended higher amounts of development.

Planning and Urban Design Principles

Urban design analysis, together with the studies of housing, office and retail markets and the transportation analysis, determined the amount, mix, and location of land uses recommended for the major parcels. Urban design analysis throughout the planning process considered the opportunities and constraints provided by each of the redevelopable parcels and also an overall framework for Friendship Heights. The planning and design principles discussed in this section are a distillation of the urban design analysis process.

- **Create a vital, diverse urban center with a balanced mix of land uses, including places where one can live and work.**

Analysis of the redevelopable sites suggested that there was an appropriate set of land uses for each site because of its historic use, size, and location in relation to the CBD. The Hecht's site has a tradition of retail and its location along the main shopping street, Wisconsin Avenue, makes it suitable for that use. The size of the site and its location next to the Metro station also make it suitable for office, hotel, and high-density housing. Bringing residential uses into the Town Center would help ensure its vitality in the evening and on Sunday.

The 26-acre GEICO site has a tradition of and ample space for a corporate office environment. Its location between a high-rise residential neighborhood and a single-family residential neighborhood also makes it suitable for housing.

The Chevy Chase Land Company site has a community retail tradition. Because of its proximity to Metro, additional office use is also appropriate. Housing would ideally be a suitable transitional use between the CBD and the adjacent single-family residential neighborhood, but the site is too narrow to allow the creation of an attractive residential environment.

- **Concentrate the highest density in the Metro Core, stepping down toward the surrounding neighborhoods.**

The existing Chevy Chase Metro Building, built over the Metrobus terminal with escalators to the below-grade Metrorail station, has the highest density in the CBD: an FAR of 4.0, a gross floor area of 240,000, and a height of 12 stories. A land use plan that applied the above design principle to the Chevy Chase Land Company site would step down in density and height from the Chevy Chase Metro Building to a lower structure on a redeveloped Chevy Chase Center and still lower in any development on the adjacent parking lot. From the Hecht's site, density would step down on the portion of the GEICO site closest to the Town Center and decrease still further in density and height closest to the Brookdale neighborhood.

- **Preserve the existing strong single-family residential neighborhoods around the CBD.**

Using this principle to answer the question of the appropriate density, location and mix of land uses for the major parcels involves the concept of compatibility. One aspect of compatibility is the juxtaposition of land uses and/or the amount of separation between them. Where the land use is the same or similar, compatibility is easier to achieve. For example, where there is space to build them, townhouses can be an effective transition between single-family detached homes and the central business district because residents share similar concerns for safety, noise, and maintenance of an attractive neighborhood environment. Where the juxtaposition of commercial with single-family residential uses occurs in a narrower space, a landscape buffer may be the best way to preserve the views and privacy of a nearby neighborhood.

Even similar uses do not guarantee compatibility if the difference in scale is too abrupt—as in the case of the 16-story Irene apartments located at the edge of the Sector Plan area, only 120 feet from the two-story houses at the end of Warwick Place in the Town of Somerset. The step-down in building heights recommended by the previous principle would help avoid a similar situation.

Ensuring compatibility between the CBD and the adjacent residential neighborhoods involves limiting both building height and density on new development near the neighborhoods. An amount of building density can either be expressed vertically, in a tall building, or horizontally, in low-rise buildings that use up more open space and create an environment that appears too crowded. In order to avoid either extreme, land use recommendations should address both density and height.

- **Preserve and enhance the environment for residents of high-rise buildings.**

This principle can be achieved in several ways: by limiting the height of new buildings close to the high-rise apartments to preserve views, by preserving as many existing trees as possible and planting new ones, and by adding new open spaces for the enjoyment of residents.

- **Help knit the diverse districts into a stronger community and provide spaces for activities that bring people together.**

As described above in the discussion of the proposed land use pattern, existing parking lots near the Town Center offer an opportunity for infill development that can make a more vibrant, pedestrian-oriented community. Redevelopment of these lots and of buildings deemed obsolete can be the mechanism to provide amenity spaces where members of the community can meet.

II. LAND USE, ZONING, AND URBAN DESIGN PLAN

The last section of Chapter I explained the rationale and urban design principles underlying the Land Use, Zoning, and Urban Design Plan. This chapter contains the recommendations regarding the three major redevelopable parcels as well as recommendations for three other sites and proposed strategies for protecting the neighborhoods surrounding the Sector Plan area.

Proposed land use is shown in Figure 19. Figure 20 shows the existing zoning and Figure 21 shows the proposed zoning in the Sector Plan area. The Plan recommends zoning changes for the GEICO, Chevy Chase Land Company, and Hecht's sites. (See the discussion below of each major parcel.) For all other parcels, the Plan recommends reconfirming the existing zoning. The Plan also recommends a slight extension of the CBD boundary on the Chevy Chase Land Company parcel that enlarges the section zoned CBD-1.

The existing amounts of retail and office development on the three major parcels and the amount of new development allowed by the approved site plan (i.e., "pipeline" development) for the Hecht's site are shown in Table 1. Table 1A shows the recommended net additional square feet on the three sites, while Table 1B shows existing and approved pipeline, additional development, and maximum total development recommended for the three sites over the life of the Plan. Table 1C shows a breakdown of total development on the three parcels by land use. Total development includes the sum of the horizontal area of all floors of all buildings measured from the exterior faces of the exterior walls. It includes basements, cellars, and common areas, and excludes parking areas and rooftop mechanical structures.

Table 2 puts the new development on the three major parcels in the context of the entire Sector Plan area. It shows total existing development and approved pipeline development for the Sector Plan area, the additional development recommended for the three parcels, and the resulting total development for the entire area.

A. Goals

- Create a vital, diverse urban center.
- Increase employment and retail opportunities.
- Increase the amount and diversity of housing.
- Preserve and enhance the environment for residents of existing high-rise and single-family residential neighborhoods.
- Create a stronger community.

PROPOSED LAND USE PLAN

FIGURE 19

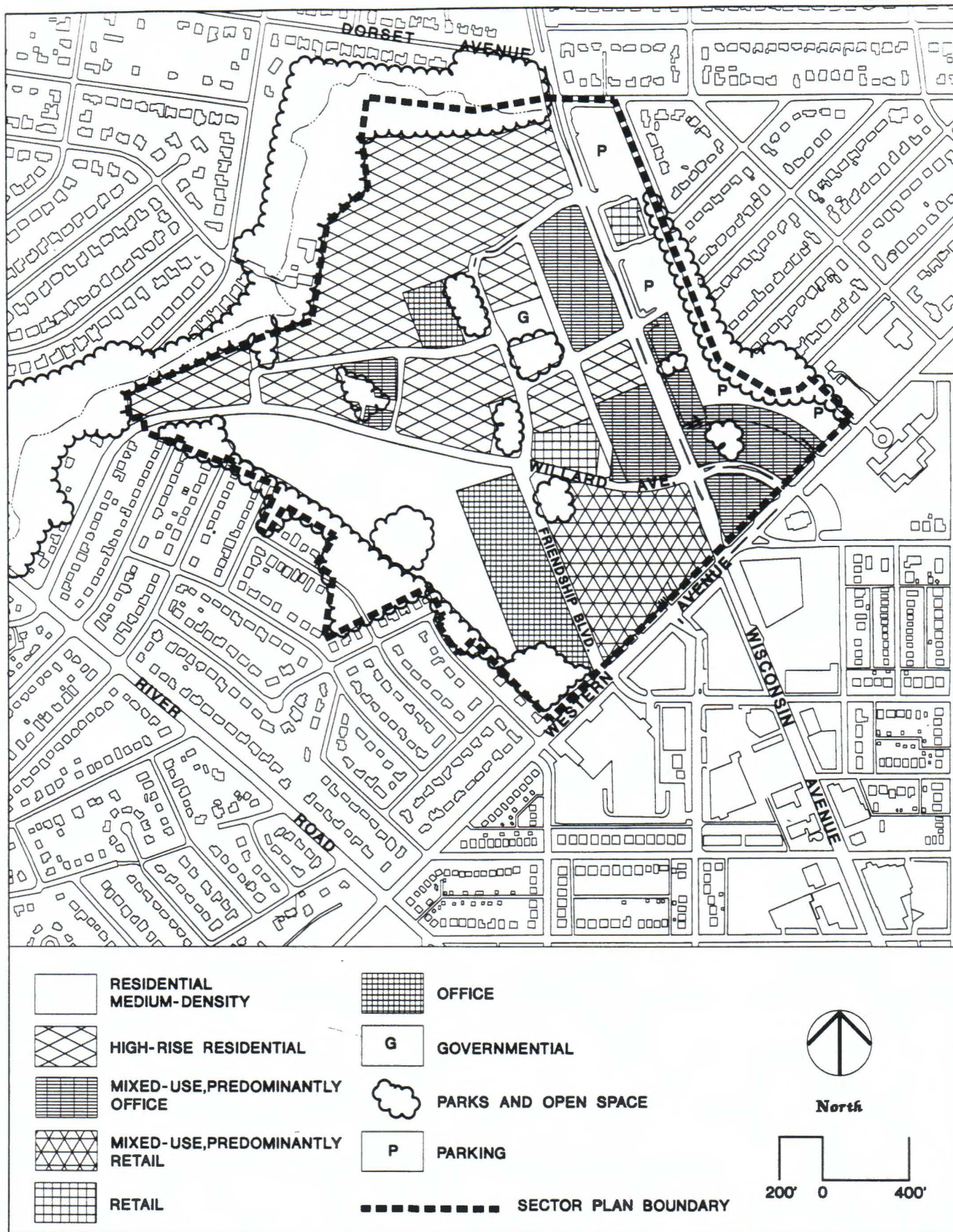


FIGURE 20



PROPOSED ZONING

FIGURE 21

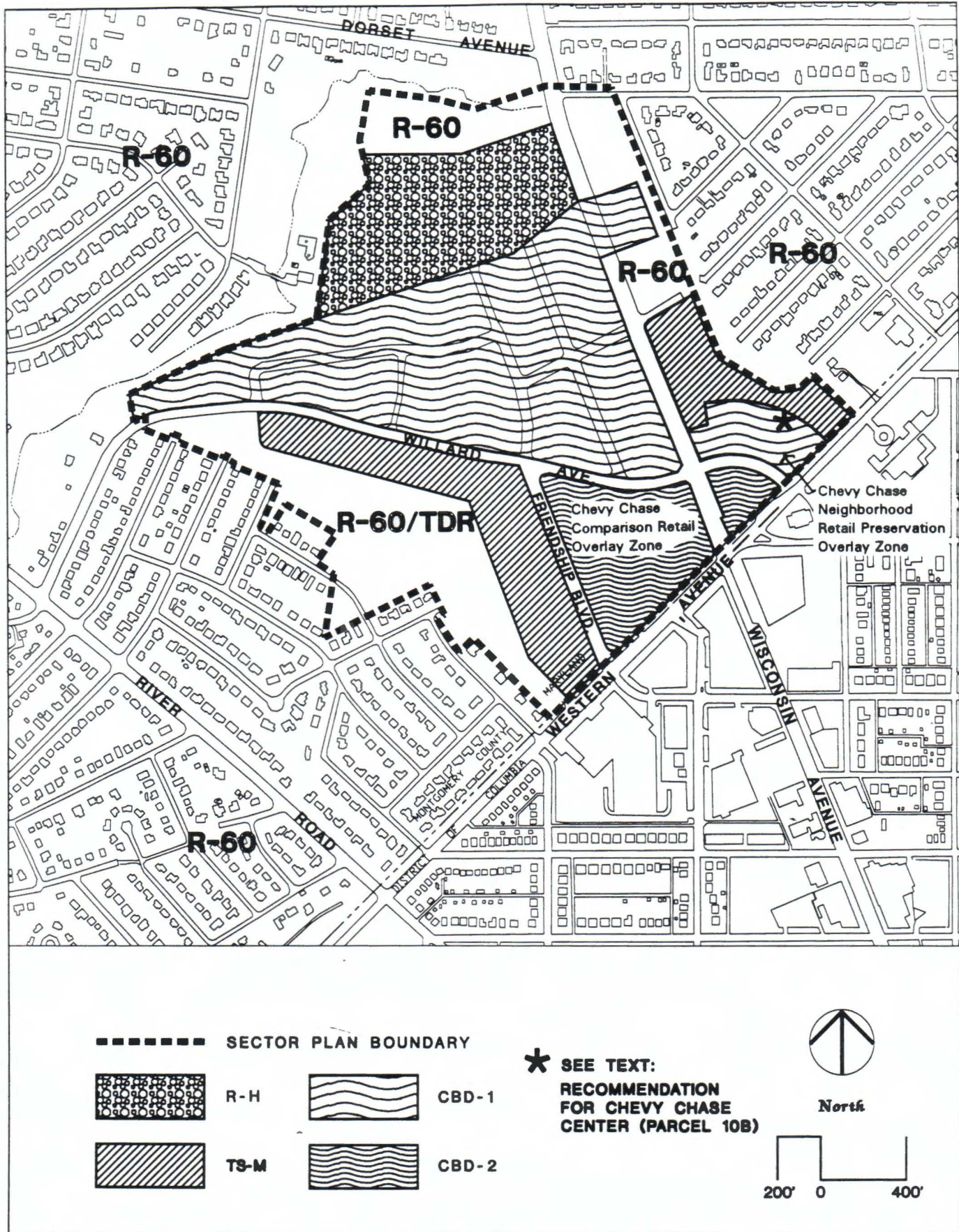


Table 1

MAJOR PARCELS - EXISTING CONDITIONS AND APPROVED PIPELINE
(in sq. ft.)

Site	Condition	Retail	Office	Total
HECHT'S	Existing	176,188 (a)		
	+ Approved pipeline zoned CBD-1	+29,915 (b)	+229,402 (b)	435,505
GEICO	Office footprint zoned C-O		514,257 (c)	514,257
	Parking lot zoned R-60			
CHEVY CHASE LAND COMPANY	Chevy Chase Center zoned CBD-1	63,791 (d)	34,361 (d)	98,152
	Parking Lot zoned R-60			
TOTAL		269,894	778,020	1,047,914

(a) Existing department store; (b) Approved site plan; (c) Existing office building; (d) As-built measurement of existing retail/office building.

Table 1A

MAJOR PARCELS — ADDITIONAL DEVELOPMENT

Site	Additional Retail	Additional Office	Additional Hotel	Additional Residential	Total Additional Development
HECHT'S	243,897	70,598	150,000	(135 dus) 150,000	614,495
GEICO		295,743		(500 dus) 755,200*	1,050,943
CHEVY CHASE LAND CO.	41,209	272,639			313,848
TOTAL	285,106	638,980	150,000	(635 dus) 905,200	1,979,286

(In sq. ft. unless otherwise noted)

(*) 272 multi-family units @ 1,100 sq. ft. per unit; 228 townhouses @ 2,000 sq. ft. per unit.

Table 1B

**MAJOR PARCELS - EXISTING AND APPROVED PIPELINE
PLUS ADDITIONAL DEVELOPMENT
(in sq. ft.)**

Site	Existing and Approved Pipeline	Total Additional Development	Maximum Total Development
HECHT'S	435,505	614,495	1,050,000
GEICO	514,257	1,050,943	1,565,200
CHEVY CHASE LAND COMPANY	98,152	313,848	412,000
TOTAL	1,047,914	1,979,286	3,027,200

Table 1C

**MAJOR PARCELS - MAXIMUM TOTAL DEVELOPMENT BY LAND USE
(in sq. ft.)**

Site	Retail	Office	Hotel	Max. Total Commercial	Residential	Max. Total Develop- ment
HECHT'S	450,000	300,000	150,000	900,000	(135 dus) 150,000	1,050,000
GEICO		810,000 ^a		810,000	500 (dus) 755,200 ^b	1,565,200
CHEVY CHASE LAND CO.						
- Wisconsin Ave.	40,000	72,000		112,000		112,000
- Chevy Chase Center	65,000	235,000		300,000		300,000
TOTAL	555,000	1,417,000	150,000	2,122,000	(635 dus) 905,200	3,027,200

(a) Includes ancillary retail.

(b) 272 multi-family units @ 1,100 sq. ft.; 229 townhouses @ 2,000 sq. ft.

Table 2

SECTOR PLAN AREA - EXISTING, PIPELINE, AND ADDITIONAL DEVELOPMENT
(in sq. ft.)

	Retail	Office	Hotel	Residential	Total
EXISTING DEVELOPMENT IN SECTOR PLAN AREA	500,000	1,400,000	150,000	(3,450 dus) 3,795,000	5,845,000
APPROVED PIPELINE (Somerset, Marriott) (Barlow, Hecht's)	53,560	455,754		(405 dus) 445,500	954,814
Subtotal: Existing and Pipeline	553,560	1,855,754	150,000	(3,855 dus) 4,240,500 ^a	6,799,814
ADDITIONAL DEVELOPMENT ON MAJOR PARCELS (excluding Existing & Pipeline; see Table 1A)					
Hecht's	243,897	70,598	150,000	(135 dus) 150,000	614,495
GEICO		295,743 ^b		(500 dus) 755,200 ^c	1,050,943
Chevy Chase Land	41,209	272,639			313,848
Subtotal: Additional Development	285,106	638,980	150,000	(635 dus) 905,200	1,979,286
TOTAL: Existing, Pipeline, and Additional Development in Sector Plan Area	838,666	2,494,734	300,000	(4,490 dus) 5,145,700	8,779,100

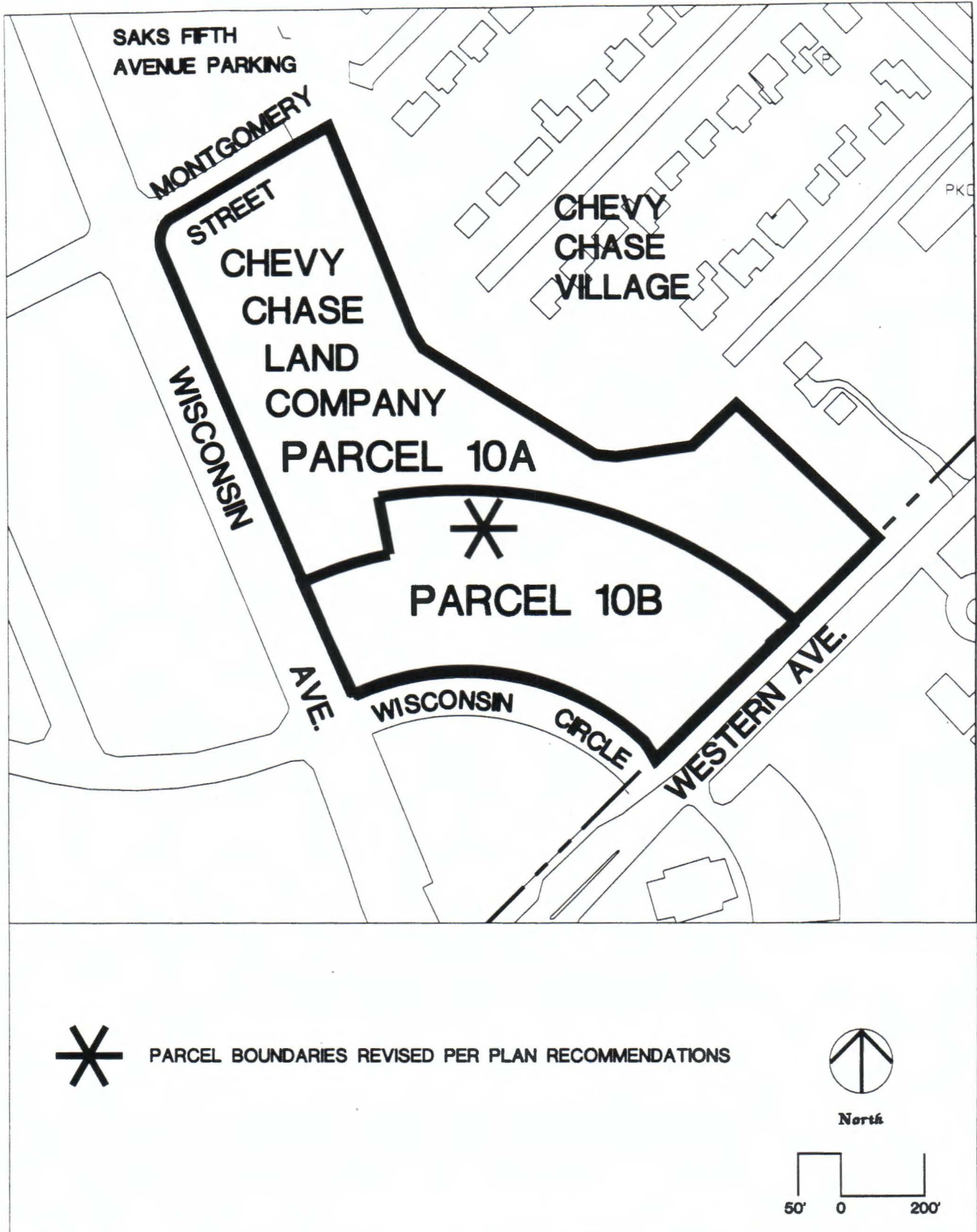
(a) Multi-family units @ 1,100 sq. ft.

(b) Includes any ancillary retail.

(c) 272 multi-family units @ 1,100 sq. ft; 228 townhouses @ 2,000 sq. ft.

MAJOR PARCELS - CHEVY CHASE LAND COMPANY

FIGURE 22



B. Chevy Chase Land Company Site: Parcels 10A and 10B

Description:

The highest density in the Friendship Heights central business district consists of the one parcel zoned CBD-2, on the northeast corner of the Wisconsin/Western Avenue intersection. (See Figure 20). It contains the Chevy Chase Metro Building, built on the air rights over a Metrobus terminal run by Washington Metropolitan Transit Authority (WMATA). The building is owned by a consortium, Two Wisconsin Circle Joint Venture, which includes WMATA, the Chevy Chase Land Company, and Northwestern Mutual. To the north, across Wisconsin Circle from the Metro Building, is the Chevy Chase Center, on several parcels zoned CBD-1. (See Figure 22: Parcel 10B.) The Center, owned by the Chevy Chase Land Company, contains 63,791 square feet of ground-floor retail and a five-story structure with 34,361 square feet of office use. The total density is 51,848 square feet less than the maximum allowed by the CBD-1 Zone for the existing site under the optional method of development. The retail uses are largely community-serving, including a grocery store and a pharmacy. The grocery store, at 16,700 square feet, is configured inefficiently and is well under the size preferred by conventional supermarket chains. In the section closest to Wisconsin Avenue, a popular restaurant chain has signed a new long-term lease and made a substantial investment in remodeling the space.

The Chevy Chase Land Company owns a six and a half-acre surface parking lot that serves the Chevy Chase Center; it is zoned R-60 but is used for parking in connection with the commercial center as a legal non-conforming use. (See Figure 22: Parcel 10A.) Thirty short-term parking spaces are reserved as Kiss and Ride spaces for Metro. The lot has access from two points on Western Avenue, one on Wisconsin Avenue, and one on Montgomery Street. The lot is attractively landscaped with mature trees, and is separated from Chevy Chase Village to the east by a retaining wall that varies in height and is approximately 17 feet tall in its highest section. To the east of the wall is a 10-to 34-foot-wide strip of land owned by the Chevy Chase Land Company. East of this strip is an unbuilt but dedicated public right-of-way for the extension of Belmont Avenue/Grove Street within Chevy Chase Village. Both are planted with a mixture of tall deciduous and evergreen trees that serve as a visual buffer for Chevy Chase Village residents. Another parking lot and an improved parcel across Montgomery Street are also owned by the Chevy Chase Land Company but under a long-term lease to Saks Fifth Avenue. These parcels are not subject to the discussion below.

Objectives:

1. Encourage better use of the property, given its proximity to Metro.
2. Retain community retail, including a grocery store.
3. Extend retail along Wisconsin Avenue to create a more continuous shopping street.

4. Provide a limited amount of additional office use next to Metro by encouraging redevelopment of part of the existing Chevy Chase Center using the optional method of development.
5. Provide safe, convenient parking to serve both retail and office uses. Retain short-term Kiss and Ride spaces to serve Metro riders.
6. Protect the adjacent residential neighborhood from intrusive views and commercial activities and consider the neighborhood in the design and height of all structures.
7. Consider the views of residents of the high-rise apartment buildings across Wisconsin Avenue.
8. Provide open spaces for the use and enjoyment of residents, employees, and shoppers and expand the green buffer separating the neighborhood from the commercial corridor.
9. Enhance the pedestrian environment along Wisconsin Avenue and the pedestrian link to Metro.

Recommendations:

Chevy Chase Center (Parcel 10B)

1. **Expand the CBD-1 Zone for the Chevy Chase Center from 73,156 square feet to approximately 150,000 square feet by extending the arc of the zoning line to the north and east.**
2. **Apply the Neighborhood Retail Preservation Overlay Zone to the Chevy Chase Center to retain, on the ground floor, a grocery store and a mix of neighborhood-serving retail uses similar to the existing uses. (See Design Guideline 1, below. See Figure 21.)**
3. **Allow a maximum of 300,000 square feet of total development (approximately 65,000 square feet of neighborhood retail space, generally on the ground floor, and 235,000 square feet of office space). This limit includes any existing structure that is not redeveloped.**

Chevy Chase Land Company Parking Lot (Parcel 10A)

1. **Designate the site as part of a transit station development area and suitable for the TS-M floating zone. The base zone should remain R-60.**
2. **Allow a maximum of 112,000 square feet of development, with ground-floor retail in two low-rise buildings.**

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

Design Guidelines:

Chevy Chase Center (Parcel 10B) (See Figure 23 and Figure 24.)

- 1. Site any new development in the general location of the existing development.**
 - Step buildings down from a maximum of nine stories in the center (on Wisconsin Circle) to no more than five stories on Wisconsin Avenue and four stories along Western Avenue.
 - Provide neighborhood retail uses on the ground floor, in accordance with the Neighborhood Retail Preservation Overlay Zone.
 - Orient the buildings to achieve maximum compatibility with, and distance from, the existing residential community to the northeast while also achieving efficiency and safety.
 - Include a grocery store with a minimum of 20,000 square feet on the ground floor of a building within the office-retail center. To allow continuous grocery operation and the most efficient layout, a portion of grocery store space (a maximum of 10,000 square feet) may extend beyond the office footprint and be built at grade. The property owner has proposed a phased construction plan that will allow the extended portion of the grocery store to be constructed and occupied first, while the remainder of the store and the office building, of which it is part, are constructed. To achieve the Plan's goal of a continuously operating grocery store, County representatives should support this phased development effort by ensuring that there are no unnecessary delays in the consideration of various development approvals.
- 2. Maintain a clearly defined internal street to the north of the existing center as a private Mixed Street connecting Wisconsin and Western Avenues.**
 - Design the street to ensure the most efficient internal circulation pattern without encouraging cut-through traffic from Western Avenue to Wisconsin Avenue.
 - Minimize vehicular/pedestrian conflicts.
 - Enhance the street with trees, adequate sidewalks, special paving, and curbside drop-off areas for convenient pedestrian access.
 - Accommodate possible use by transit vehicles in the street design.

CHEVY CHASE CENTER CONCEPT

FIGURE 23

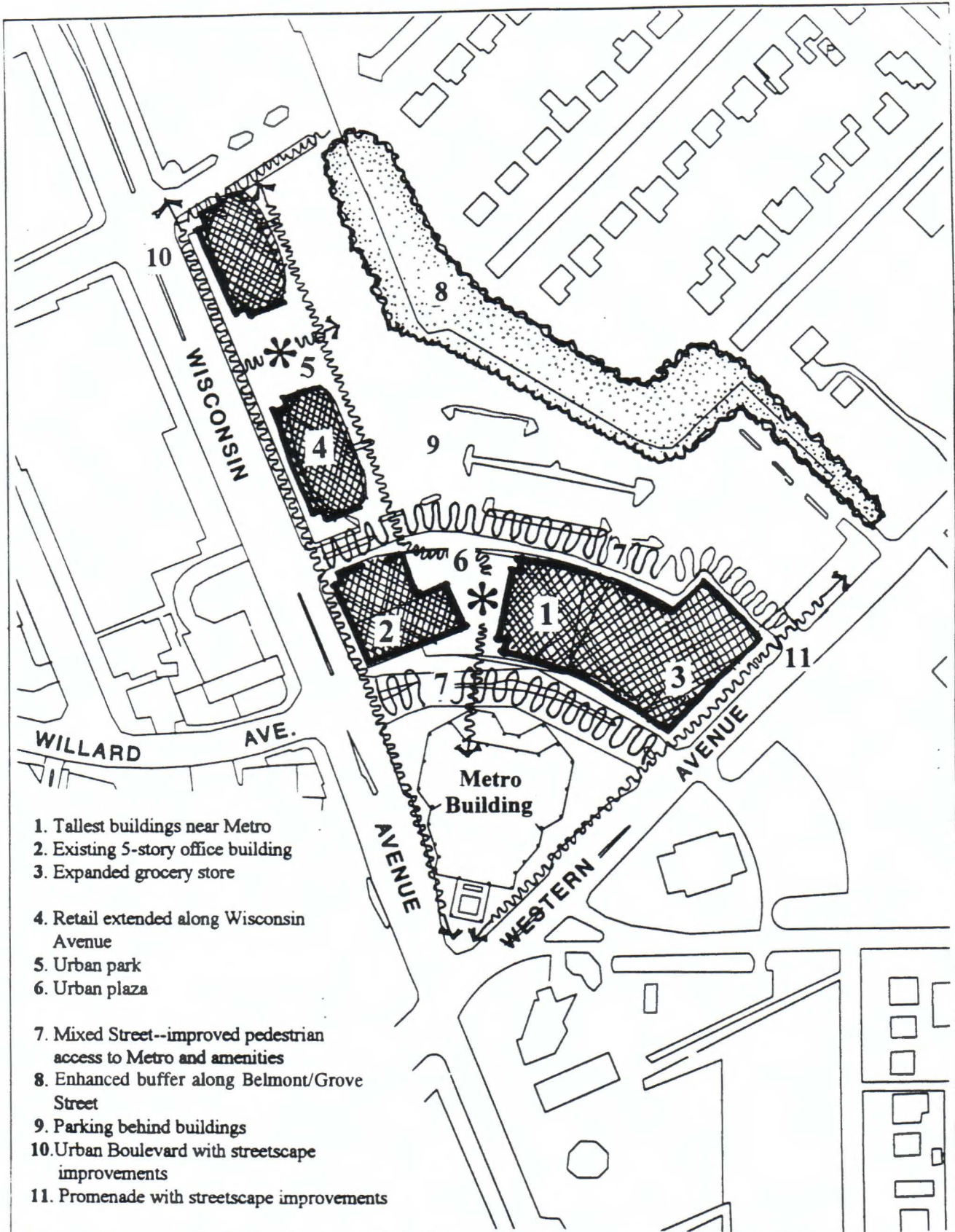
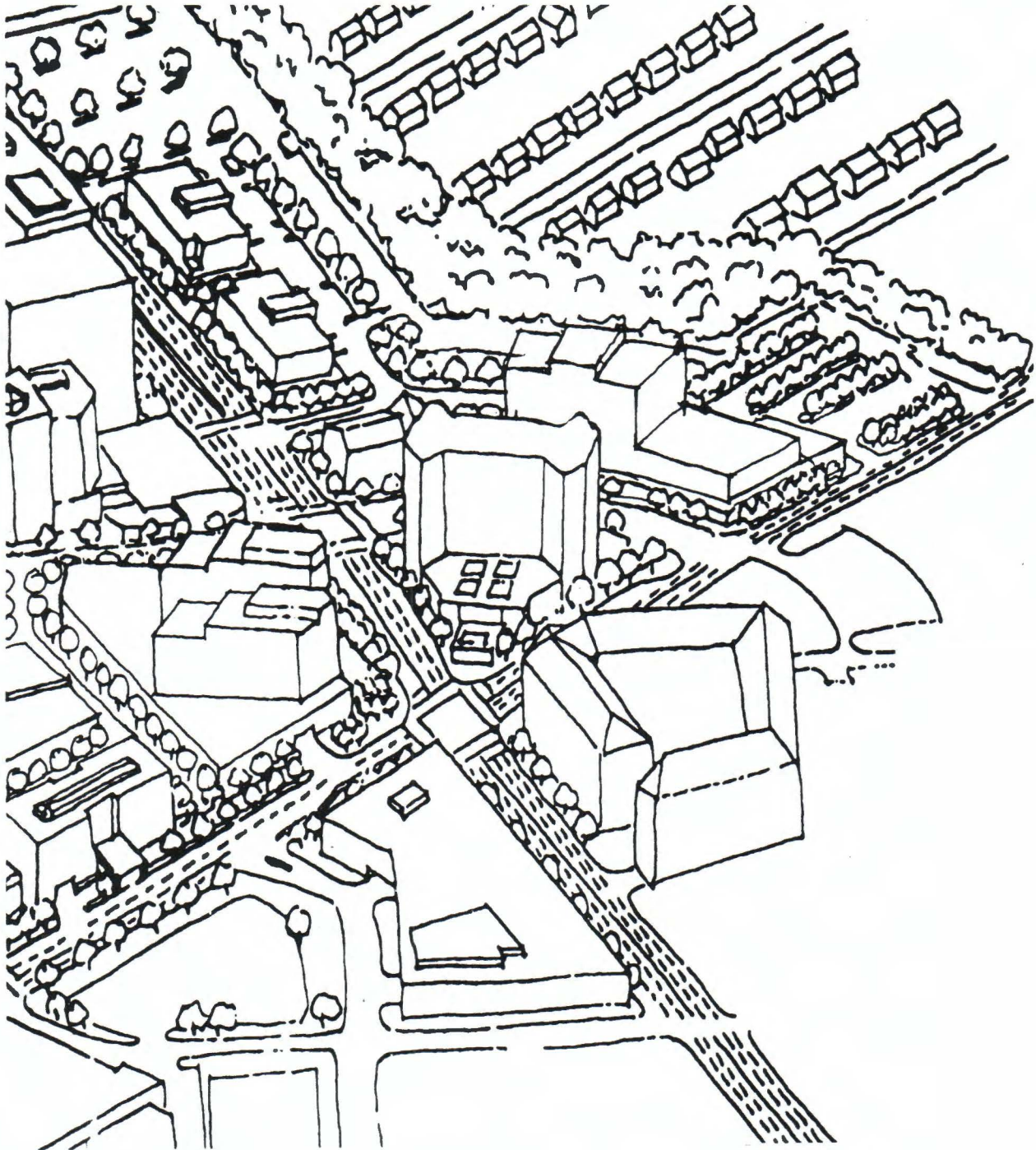


Figure 24: Chevy Chase Center Perspective

The concept sketch shows the proposed three-story retail/office buildings along Wisconsin Avenue, the expanded buffer area, terraced parking, and additional density at Chevy Chase Center. (The existing Metro Building has been “cut away” to reveal the new building behind.)



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

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

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

- Encourage public use and pedestrian activity by providing shade trees, special paving and lighting, tables and chairs, and a schedule of programmed events for the community.
- Enliven and enrich the space with such features as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated in the floor or vertical surfaces or be free-standing elements.
- Locate neighborhood retail, including entrances, next to the open spaces to encourage public use and enjoyment.

5. Develop Wisconsin Circle as a public Mixed Street to accommodate both pedestrians and vehicles in a safe and attractive manner. (A Mixed Street emphasizes pedestrian circulation while allowing limited slow vehicular traffic.)

- Consider providing a mid-block pedestrian crossing after an operational analysis of conflicting movements in Wisconsin Circle. The location should be coordinated with the siting of a public use space, pedestrian and vehicular circulation, and garage and bus access. (See Pedestrian and Streetscape Plan.)
- Provide streetscape improvements as called for in the Pedestrian and Streetscape Plan. Other improvements will be determined at project plan review.

Chevy Chase Land Company Parking Lot (Parcel 10A) (See Figures 23, 24, and 25.)

1. **Allow up to 112,000 square feet of development along Wisconsin Avenue. No development is allowed on Parcel 10A other than that described in the design guidelines below, which include the possibility of terrace parking. Buildings proposed for other locations on the site would not be in compliance with the Sector Plan.**
 - Require retail on the ground floor and allow the property owner to determine the use (retail, office, or residential) for the upper floors.
 - Divide the allowable density into two buildings to achieve human scale and avoid a long uninterrupted building line.
 - Limit the building height to three floors and set back the top floor.
 - Limit the width of the northern building to approximately 90 feet and limit the width of the southern building to approximately 120 feet to provide an adequate setback from the adjacent neighborhood.
 - Locate buildings approximately 20 feet from the existing curb along Wisconsin Avenue to provide adequate space for pedestrians and streetscape improvements.
2. **Achieve street-oriented development along Wisconsin Avenue.**
 - Provide street-oriented retail only, which could include restaurants, on the ground floor. (The Neighborhood Retail Preservation Overlay Zone would not be appropriate at this location.)
 - Orient storefronts and entrances to Wisconsin Avenue. Depending on store layouts, it may also be possible to provide entrances along the east side of the buildings, especially on the southern building.
3. **Create an urban park between the buildings along Wisconsin Avenue. (See Figure 46.)**
 - Provide approximately 9,000 square feet of public use space in addition to sidewalks and green area within the parking lot to create an urban park between the buildings along Wisconsin Avenue. A phasing plan should be included in the development plan to indicate the timing of development and to ensure that public use spaces are provided as early as feasible in the development of this site.
 - Ensure that the park provides a safe and convenient connection to Wisconsin Avenue from the parking lot.

- Encourage public enjoyment and comfort by providing tables and chairs, shade trees, special paving, lighting, and other features.
 - Enliven and enrich the space with such elements as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated into the floor or vertical surfaces or be free-standing elements.
4. **Locate and screen service areas so that the east side of the buildings presents a pleasing appearance from parking areas and from the adjacent neighborhood.**
5. **Allow a combination of surface, terrace, and underground parking to meet the requirements for the Chevy Chase Center and Wisconsin Avenue buildings.**
- Preserve as many of the existing trees as possible and plant additional trees on the surface lot or the top level of any terrace parking.
 - Attempt, to the extent possible, to serve all retail parking needs with surface parking. A terrace parking structure on a limited portion of the parking lot is the second choice for meeting retail parking needs. If terrace parking is constructed, the top levels should be reserved for retail shoppers.
 - Evaluate at the time of the development plan or project plan whether terrace parking is necessary to meet the retail parking requirements. While shared parking provided for in the Zoning Ordinance should be allowed, the size of the terrace structure should be the minimum necessary to meet retail needs and not expanded to allow for office parking.
 - Locate any terrace parking to take advantage of the existing grade changes. Such parking should be sufficiently below grades along the Belmont/Grove Street right-of-way to achieve compatibility with the adjacent neighborhood. The top level would generally be at the base of the existing wall, at approximately elevation 325.
 - Maintain 30 short-term Kiss and Ride parking spaces at safe and convenient locations as close as possible to paths leading directly to the Metro station.
 - Ensure security and convenience in the design of any structure.
6. **Enhance the buffer and create a greenway between Chevy Chase Village and the commercial areas.**
- Define the western edge of the buffer as the line of the existing wall separating the Chevy Chase Land Company parking lot from the Belmont/Grove Street right-of-way and the private residential property abutting Western Avenue. No development or parking is permitted east of the existing wall.

- Include a comprehensive landscape plan for the buffer area with the development plan for Parcel 10A or the project plan for Parcel 10B, depending on which parcel develops first. An adequate buffer is essential to redevelopment of Parcel 10A or 10B; a rezoning application that does not show a substantial buffer will not be in compliance with the Sector Plan. Buffering must be completed in the first stage of any new development or redevelopment of Parcels 10A or 10B.
 - Provide an intensive landscape treatment behind the existing wall and along the unbuilt Belmont/Grove Street right-of-way to screen the commercial development from the residential neighborhood and create a greenway with a woodland character. This treatment should include such features as the extension of a wall or wrought iron fence from the termination of the existing wall to Montgomery Street and from Montgomery Street to the wall behind Saks Fifth Avenue. Balance screening and security objectives in improving the Montgomery Street entrance. Improve the Montgomery Street sidewalk connection from Wisconsin Avenue to the parking lot. Supplement and enhance the existing plantings along the unbuilt right-of-way on both sides of the pedestrian/bicycle path, including land not owned by the Chevy Chase Land Company. Provide a dense mixture of evergreens, deciduous trees, and understory shrubs. Provide other enhancements, such as low lighting and seating along the path.
 - Implement this buffering plan via an agreement between Chevy Chase Village and the Chevy Chase Land Company. If such an agreement cannot be reached, the Planning Board should consider whether, as an alternative, the buffer should be expanded into the parking lot to the west of the existing wall with all landscaping planted on property owned by the Chevy Chase Land Company. This approach will mean the loss of surface parking spaces and is not the preferred option.
 - Provide screening above the existing wall adjacent to the residential property on Western Avenue.
 - Provide a pedestrian/bicycle path (a Class I bikeway) from Grove Street to Belmont Avenue.
- 7. Provide streetscape improvements along Wisconsin Avenue as called for in the Pedestrian and Streetscape Plan. Place all utilities underground.**
- 8. Retain the existing building and parking setbacks from the right-of-way along Western Avenue. Enhance the area with landscaping to create the Promenade called for in the Pedestrian and Streetscape Plan and to provide a transition between the commercial area and adjacent residential neighborhoods. Coordinate the design of the Promenade with the District of Columbia.**

Figure 25: View Along Urban Boulevard at Chevy Chase Land Company Site

This perspective shows the proposed four-story retail/office buildings on the east side of Wisconsin Avenue, and the high-rise residential buildings on the west side.



C. Hecht's Site: Parcel 2

Description:

The eight-acre Hecht's site, (formerly Woodward and Lothrop, now owned by the May Department Stores Company) is bounded by Wisconsin Avenue, Western Avenue, Friendship Boulevard, and Willard Avenue. (See Figure 26.) The structures on the site include the Hecht's department store and Houlihan's Restaurant (totaling 176,188 square feet) and a two-level parking deck to the west, accessible from both Western and Willard Avenues.

The site has direct access to the Metro station via an escalator from the sidewalk in front of the department store. The driveway in front of the store currently serves as an informal drop-off area for Metro users. While convenient for the people using it, cars entering and exiting the driveway add to traffic congestion at the intersection of Wisconsin and Western Avenues.

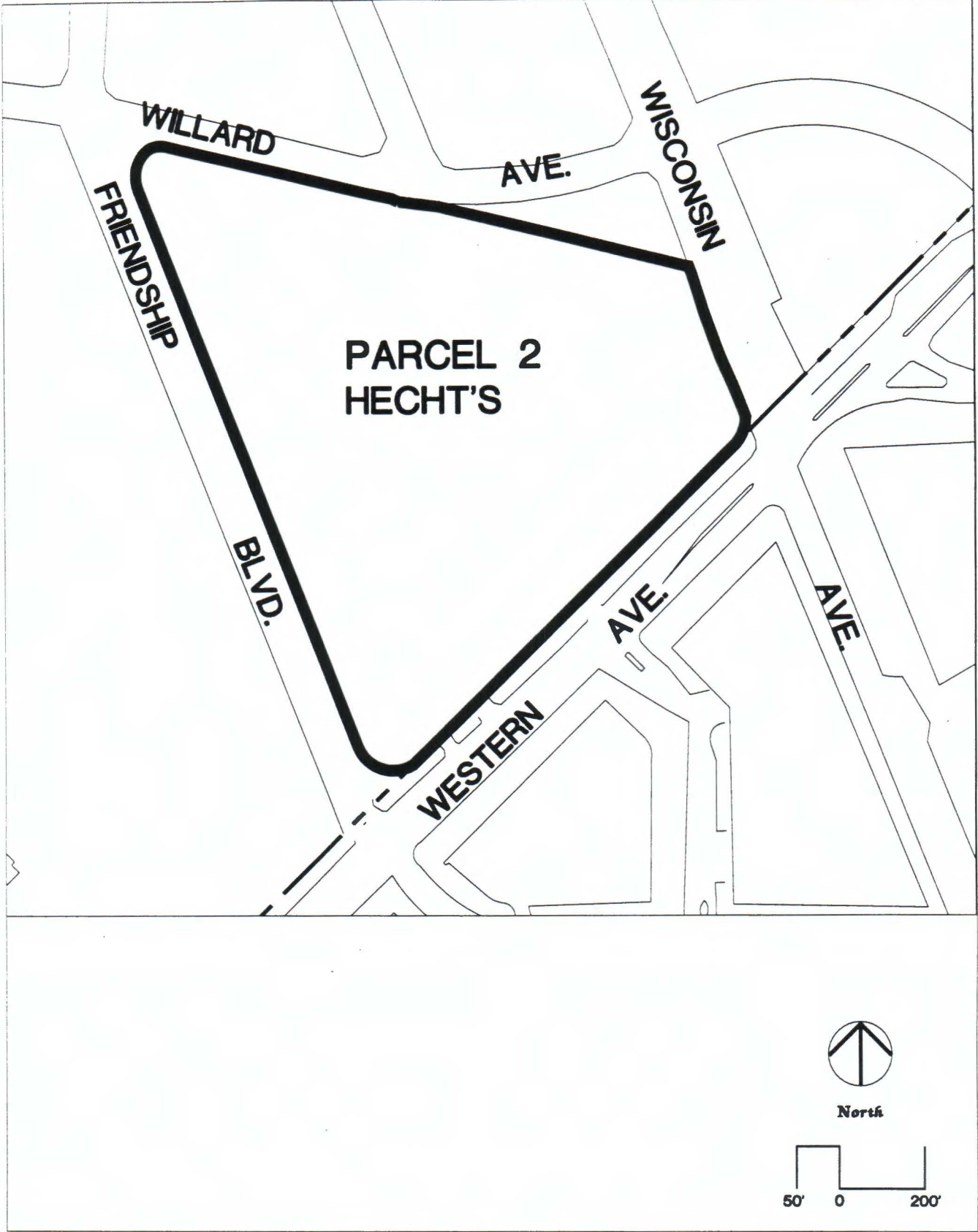
The existing zoning is CBD-1, which allows 2.0 FAR under the optional method of development, approximately 750,000 square feet. The 1974 Sector Plan limited the development to 472,000 square feet—194,000 square feet allocated to retail and 278,000 square feet to office. The site plan approved in 1989 allows a total of 435,505 square feet—206,103 of retail (the existing store plus additional retail) and 229,402 square feet of office. The site offers a major opportunity for additional development and a mix of uses that will meet Sector Plan objectives. (See Figure 27.)

Objectives:

1. Provide a mixture of land uses, including retail, office, hotel, and housing.
2. Design buildings to maximize street orientation including entrances, storefronts, windows and uses that generate street-level activity.
3. Create an environment on all streets surrounding the site that appeals to the pedestrian and encourages pedestrian activity.
4. Provide a major public open space as the focus of activity in the Town Center.
5. Provide additional public use spaces to serve a variety of community recreational and cultural needs or for visual enhancement of the site.
6. Ensure direct, convenient pedestrian and vehicular access to the Metro station and short-term parking for dropping off and picking up Metro riders.
7. Provide pedestrian and bicycle links to connect residential neighborhoods to the Town Center.
8. Provide well designed, secure, convenient parking to serve the various land uses.

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FIGURE 26



Recommendations:

- 1. Rezone the site from the CBD-1 Zone to the CBD-2 Zone, with a maximum of 1,050,000 square feet of total development. (See Figure 21.)**
- 2. Apply the Chevy Chase Comparison Retail Overlay Zone to ensure that a significant portion of the development can proceed only under the optional method.**

With optional method development, the Plan recommends a total of 750,000 square feet of combined retail and office space. The retail component should be large enough to allow, at a minimum, ground-floor retail, particularly along Wisconsin Avenue, with a maximum of 450,000 square feet of retail space. In addition, the Plan recommends a hotel of approximately 150,000 square feet and a minimum of 150,000 square feet of residential space (approximately 135 dwelling units). These limits apply to the entire site, including property not currently owned by the May Company, and should not be adjusted based on any change in ownership patterns. The project plan should indicate the phasing of development, including the location, design, and timing of the residential units. Limited amounts of retail space included in the office or hotel component that the Planning Board determines is designed and intended for the use of office employees or hotel guests, respectively, may be counted as part of the office or hotel space and not as part of the retail square footage limitation.

A grocery store could also be included within the development on the site. One suitable location for the facility would be under another level of development at 50 percent or more below grade, to take advantage of the topography of the site. A facility of up to 40,000 square feet could be constructed. If the Planning Board determines at the time of the project plan application that additional grocery space is desirable for Friendship Heights, it may allow the grocery store to be included in the development without being counted toward the overall square footage limits otherwise specified for this site in the Plan.

There is a small parcel of land in separate ownership on the southwest corner of the Willard/Wisconsin Avenue intersection. A portion of this parcel is within the proposed right-of-way for Willard Avenue and there is also an existing public-right-of-way between this parcel and the May Company property. If subdivided, part of this area should be dedicated for Willard Avenue to allow construction of a green median and wider sidewalks. The remaining portions could be combined with the development of the Hecht's site. (See Figure 26.)

HECHT'S CONCEPT

FIGURE 27

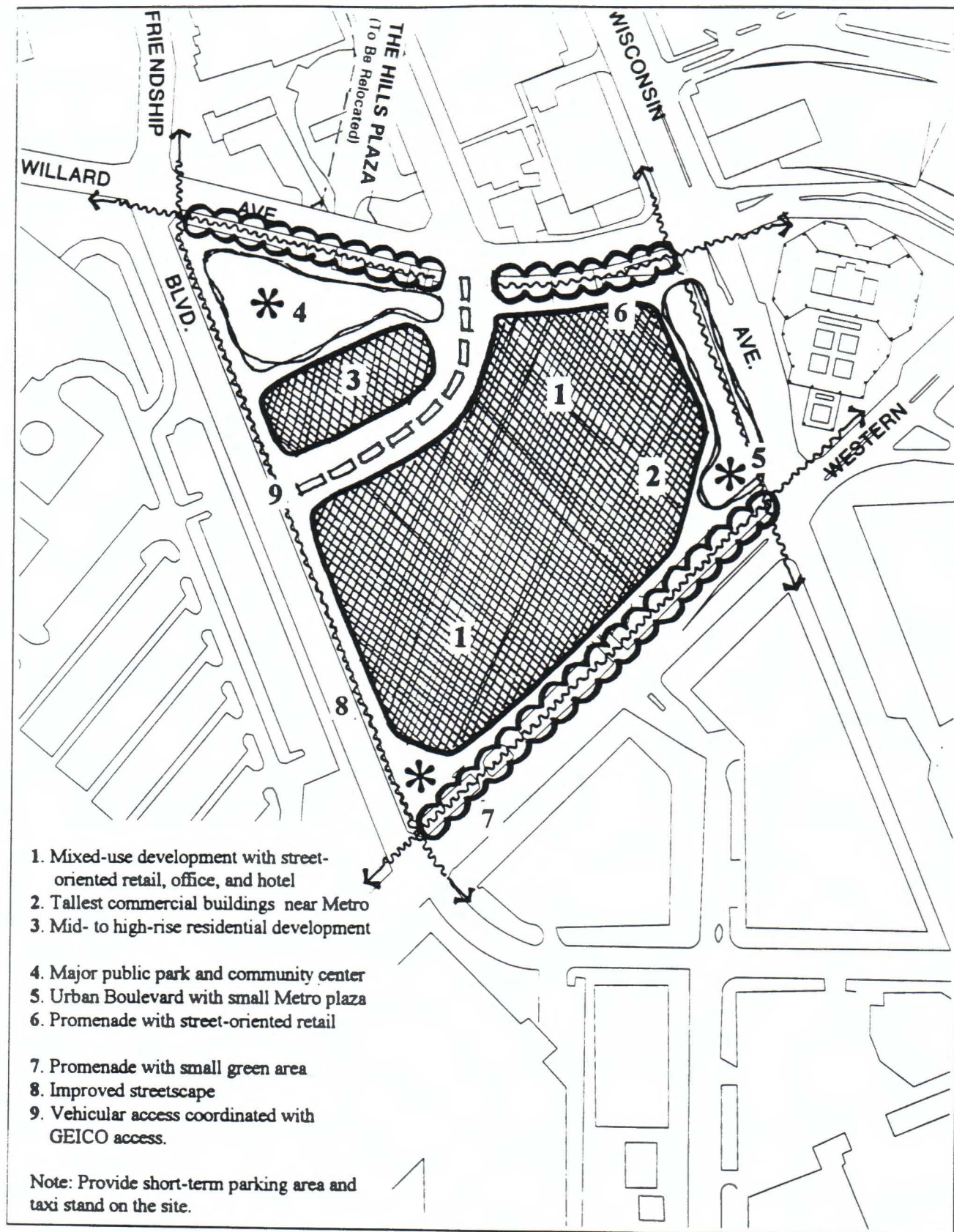
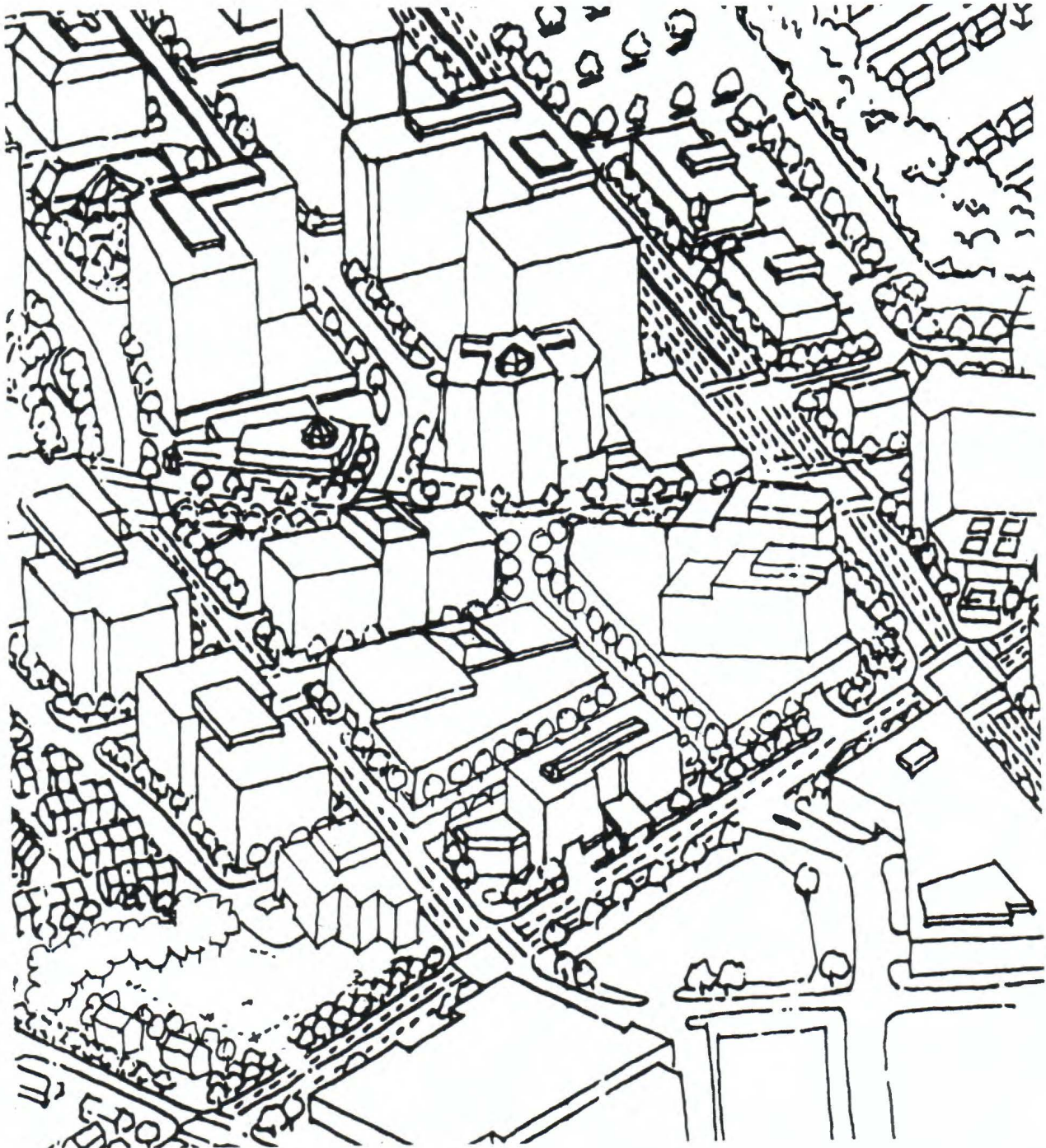


Figure 28: Hecht's Site Perspective

This concept sketch shows a potential redevelopment of the site with retail, two office buildings, a hotel, a residential building, and a major public park.



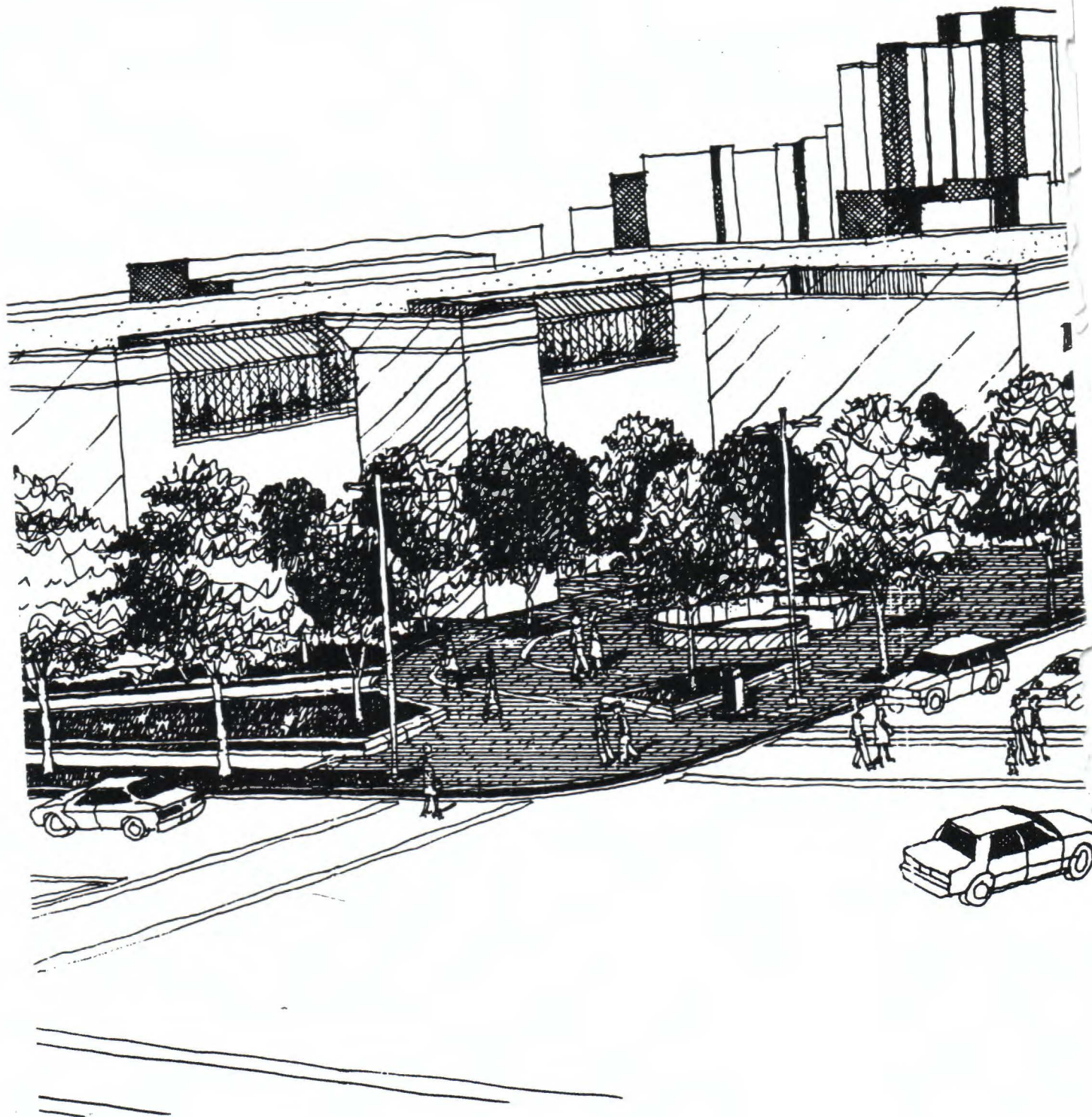
Design Guidelines:

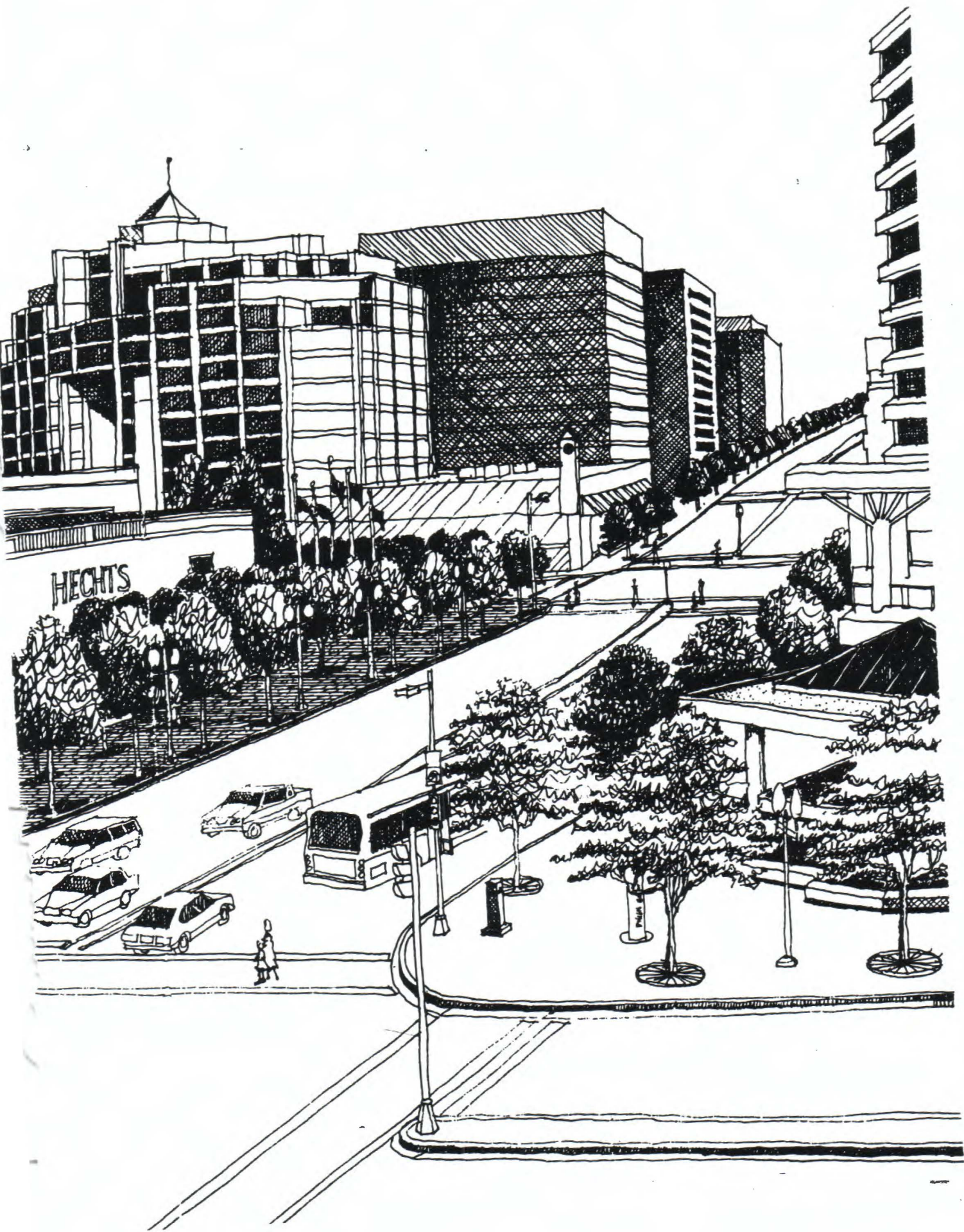
1. **Provide a mixed-use development that includes additional retail as well as office, hotel, and residential uses.** (See Figure 27 and Figure 28.)
 - Provide street-front retail, restaurants, entertainment establishments, and other pedestrian-oriented uses along streets bounding the site. Include street-level entrances and shop windows at frequent intervals.
 - Locate commercial buildings with heights that exceed 90 feet toward the Metro stop and away from the intersections of Friendship Boulevard with Willard Avenue or Western Avenue.
 - Locate any residential component on the Willard Avenue/ Friendship Boulevard section of the site.
2. **Create a major public park, a “Commons” or “Green”, near the Willard Avenue and Friendship Boulevard intersection.** (See Figure 45.)
 - Design the park to be a green refuge from concrete and asphalt, with an open grass area and shade trees, as well as seating areas, paths, special paving, lighting, and other features such as fountains and art work.
 - Accommodate a range of activities, from concerts and festivals to outdoor dining, strolling and people-watching.
 - Ensure that the park is visible from public streets and that adjacent land uses create activity next to the park.
 - Provide sufficient flexibility at the time of the project plan to consider an alternative public use space that achieves Plan objectives for this site, particularly if the property is developed in sections by multiple owners.
3. **Include building area in or adjacent to the major public park described in guideline 2 that provides space for community use.**
 - Provide a minimum of 12,000 square feet of flexible, accessible space in a free-standing building, in the lower levels of a building next to the park, or a combination thereof. Access should be from the ground level. The 12,000 square feet of space for community use will be excluded from the allowed building area.
 - Plan the space to accommodate all age groups and a variety of uses, such as community meetings, arts, social activities and dance, sports and fitness, to complement the Friendship Heights Village Center. The space can incorporate accessory retail uses such as food carry-out and other convenience uses.

Restaurants and other activating retail uses would be appropriate next to the community space but would be counted toward the allowed building area.

- Arrange for programming and management of the space.
4. **Provide an Urban Boulevard along Wisconsin Avenue between Willard and Western Avenues with a small plaza at the Metro entrance. (See Figure 29.)**
- Eliminate the existing drop-off at the front entrance of Hecht's.
 - Maintain a minimum width of 40 feet from the building line to the curb, including the 20 feet in the public-right-of-way.
 - Provide as a minimum a double row of trees and other streetscape elements to reinforce the Urban Boulevard without conflicting with street-front retail.
 - Emphasize the pedestrian entrance to the Metro Station and work with the Washington Metropolitan Area Transit Authority (WMATA) to improve access for people with disabilities, where feasible.
 - Incorporate the District of Columbia boundary marker in the Urban Boulevard design.
5. **Provide a promenade along Willard Avenue.**
- Maintain a width of approximately 30 feet from the building line to the curb. Fifteen feet of this setback should be within the proposed public right-of-way.
 - Include two parallel rows of trees and a 10-foot sidewalk located between the two rows. The green character of the promenade should be enhanced by trees and additional landscaping beyond the sidewalk.
6. **Provide a promenade along Western Avenue.**
- Maintain a minimum width of 40 feet from the building line to the curb.
 - Include street furniture and two parallel rows of trees.
 - Provide a sidewalk within the 40-foot setback, between the buildings and the first row of trees. Locate a Class I bikeway (a separate path) between the two rows of trees.
 - Provide a small green area at the corner of Western Avenue and Friendship Boulevard.

Figure 29: View Along Urban Boulevard at Metro
This perspective shows the Urban Boulevard on Wisconsin Avenue at the intersection of Western Avenue, with improved Metro access, streetscape, and the existing Hecht's.





7. **Improve Friendship Boulevard for pedestrians.**
 - Maintain a minimum width of 20 feet from the building line to the curb. Fifteen feet of this building setback should be within the existing public right-of-way.
8. **Develop an internal public or private street to provide vehicular and pedestrian access into the site, and to create a lively, human-scale environment.**
 - Allow on-street parking on at least one side.
 - Configure the street system to discourage commuter traffic through the site.
 - Coordinate, if possible, any entrances and exits on Friendship Boulevard with the points of access for the redeveloped GEICO site.
9. **Provide a short-term parking area convenient to the Metro entrance for dropping off and picking up Metro passengers.**
 - Locate a short-term parking area that is accessible at all hours of Metro operation on the interior street system or within the parking structure.
 - Provide a taxi stand on the site.
10. **Locate service areas within buildings or on internal streets.**
 - Do not place any service area on Wisconsin Avenue, Western Avenue, Willard Avenue, or Friendship Boulevard.
 - Avoid siting service areas where there will be large numbers of pedestrians.
 - Visually screen service areas located on internal streets.
11. **Meet parking requirements in below- or above-ground structures except where on-street parking is appropriate, for example on the internal street system.**
 - Ensure that the design of the parking structures provides convenient, pleasant, and secure parking.

D. GEICO Site: Parcel 15

Description:

The 26-acre GEICO site is the location for the national headquarters of the Government Employees Insurance Company. The site is bounded by Willard Avenue on the north, Friendship Boulevard on the east, Western Avenue on the south, and the Brookdale neighborhood on the west. (See Figure 30.)

The 514,257 square foot headquarters building sits in the center of the site, surrounded by surface parking lots and landscaping. The owners have stated that the building is obsolete and needs to be replaced, thus offering an opportunity for redevelopment of this large parcel. (See Figure 31.)

The building footprint is zoned C-O. The remainder of the site is zoned R-60, with a special exception for parking.

The 1990 *Bethesda-Chevy Chase Master Plan* recommended that the C-O zoning envelope be expanded to allow a 220,000 square foot addition to the building. Guidelines included a limitation on the building height to that of the existing GEICO tower (eight stories). The plan also recommended that any further development of the GEICO tract be studied in the context of the Friendship Heights Sector Plan. The plan stressed the need to consider the potential interests of other property owners including Woodward and Lothrop (Hecht's, parcel 2) Barlow (parcels 8, 9, and 14), Marriott (parcel 5), and the multiple owners of parcel 6. (See Figures 12 and 13, pages 12 and 13.) Development in the District of Columbia must also be considered in the next Sector Plan, according to the B-CC Plan. Further development on the site was to be limited to an additional 280,000 square feet with a maximum height of four stories.

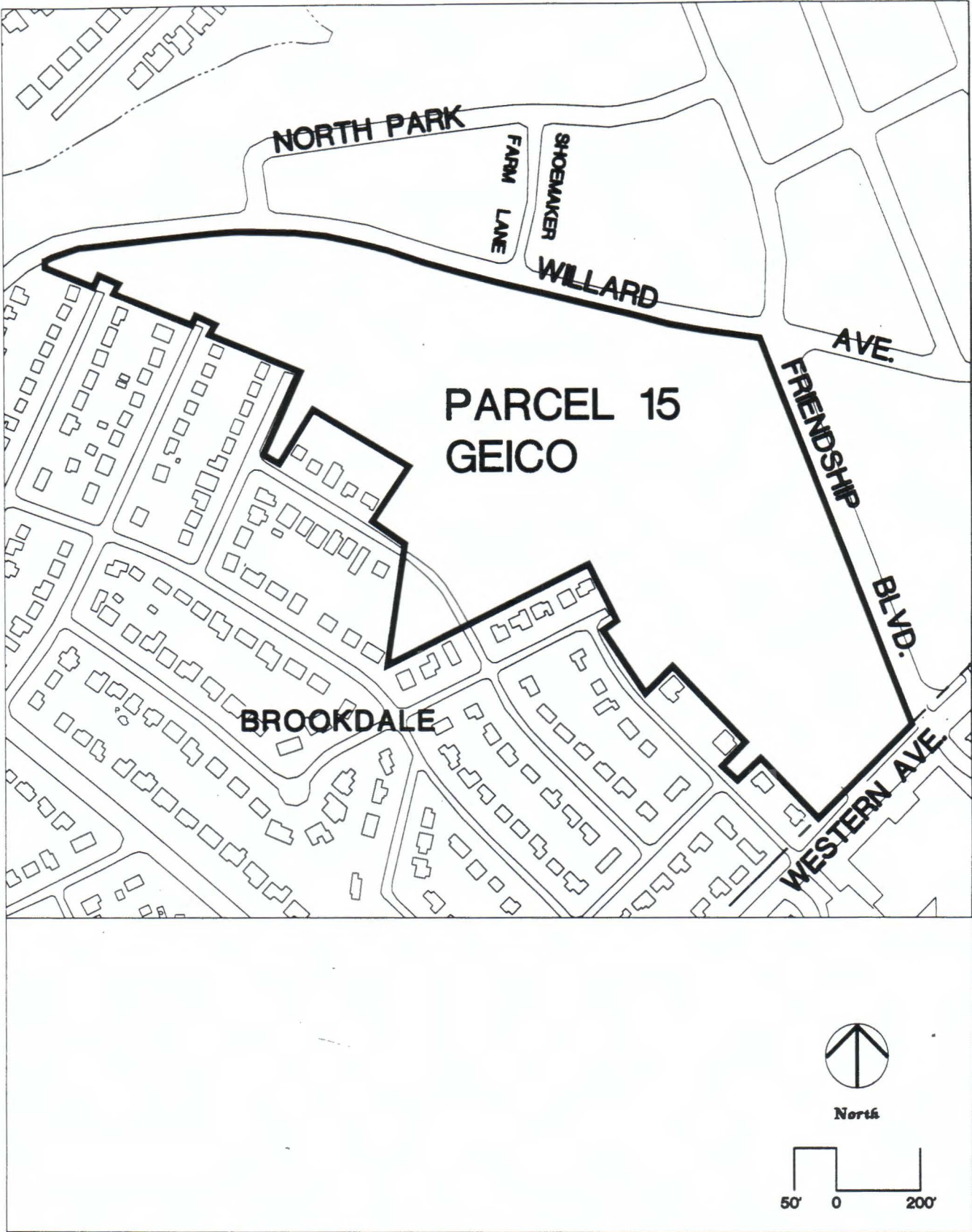
After the adoption of the B-CC Plan, GEICO applied for and obtained the rezoning recommended in the plan. Ultimately, the approved development did not proceed and the site plan and special exception approvals expired. The zoning was then returned to that which was in place at the time of the 1974 Sector Plan: C-O zoning on the footprint of the building and R-60 on the remainder of the site with a special exception for parking.

Objectives:

1. Provide an opportunity for additional office use near Metro, to help meet the demand within the Sector Plan area and to contribute to the County tax base.
2. Provide an opportunity for housing to help meet the demand within the Sector Plan area and to achieve housing diversity.
3. Create a transition between the CBD and adjacent residential areas through the location of compatible land uses and buffers.

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FIGURE 30



4. Consider the views of residents in the neighborhood to the west and in the apartments to the north. Put the highest densities and heights near Friendship Boulevard. Retain a human-scale environment with predominantly low-rise buildings.
5. Retain the park-like characteristics of the site, preserve existing mature trees, where possible, and expand the amount of usable green open space to meet residents' recreational needs.
6. Ensure that parking is unobtrusive.
7. Provide internal street access to the new uses.
8. Provide safe and inviting pedestrian and bicycle connections through the site and along the periphery to link the neighborhoods, the Town Center, and the Metro station.

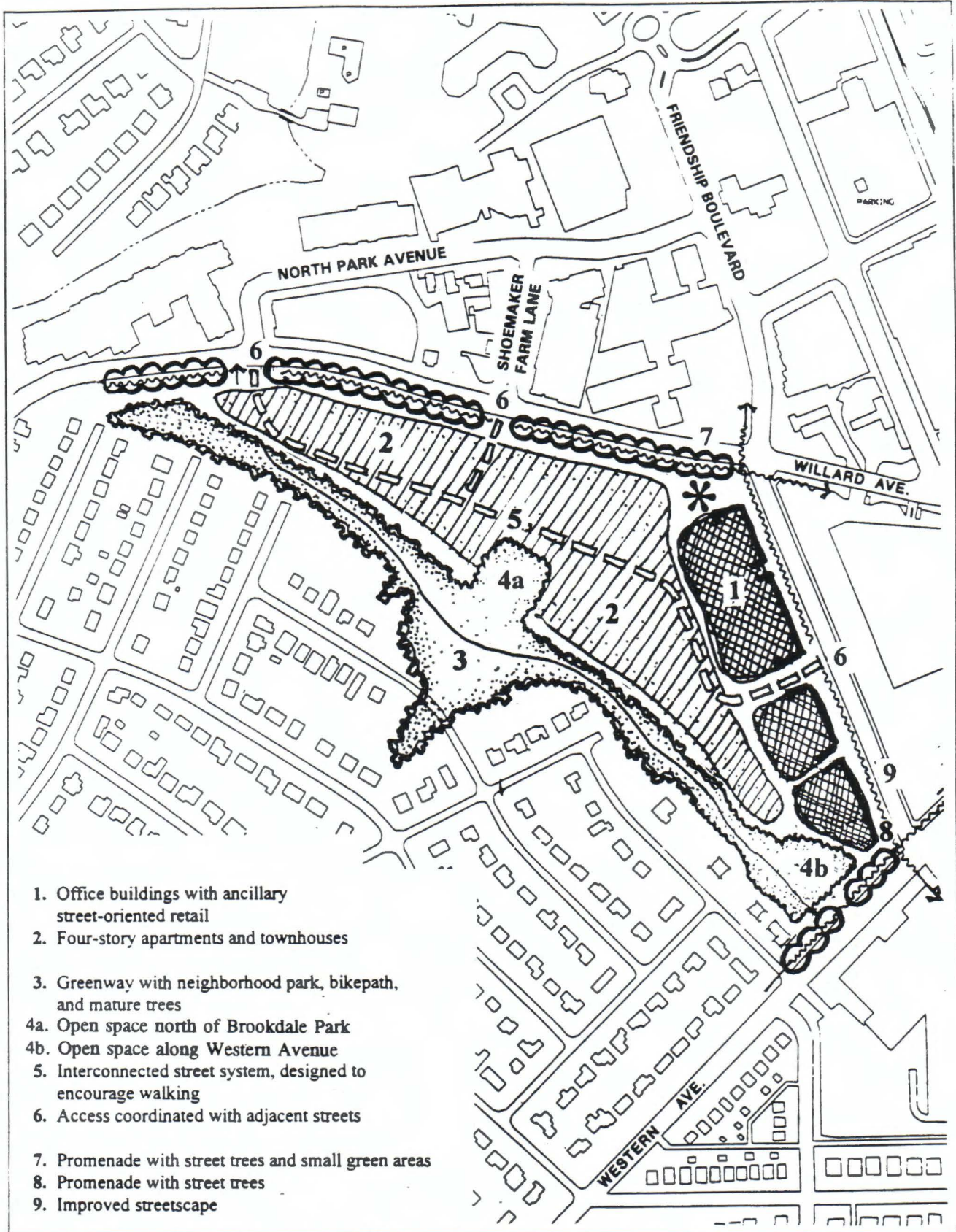
Recommendations:

1. **Designate an area of approximately nine acres located along Willard Avenue between North Park Avenue and Friendship Boulevard and along Friendship Boulevard between Willard Avenue and Western Avenue as part of a transit station development area and suitable to be rezoned from the R-60 or the R-60/TDR Zone to the TS-M Zone.**

This area will accommodate the proposed commercial redevelopment of the GEICO property along Friendship Boulevard: approximately 295,000 square feet of new office development or a maximum of 810,000 square feet of total office development. It will also accommodate multi-family residential development along Willard Avenue. The approximate number of dwelling units in the residential portion of the TS-M area would be 272, including Moderately Priced Dwelling Units (MPDUs) and applying the maximum MPDU bonus. The number of dwelling units in the residential portion of the TS-M area, when combined with the dwelling units in the R-60/TDR area, may not exceed 500, including MPDUs. (See Figure 21.)

2. **Rezone the remaining area to the R-60/TDR Zone at a density of 11 dwelling units to the acre.**

The zone would yield up to 228 dwelling units with MPDUs and the maximum MPDU bonus. The number of TDRs would be 102. The existing GEICO building would become a legal non-conforming use and is recommended to be demolished. This demolition is essential to achieve the Plan's recommendation for residential units.



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

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

The Plan recognizes that GEICO intends to sell houses that the company owns in the Brookdale neighborhood. Such a sale would stabilize and protect the Brookdale neighborhood and would be a good-faith assurance of the company's intent to remain within current Sector Plan boundaries. While any houses are retained in GEICO ownership, they should be maintained to a standard comparable to others in the area.

The Plan strongly discourages commercial service or office type special exception uses in the Brookdale community to maintain the single-family residential character of the area. (See discussion in Section H of this chapter.)

Design Guidelines: (See Figure 31 and Figure 32.)

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

- Provide a transition in height from nine stories near Willard Avenue to no more than five stories near Western Avenue
- Maintain a minimum setback of 80 feet from the curb along Western Avenue and 20 feet from the curb along Friendship Boulevard, as provided in guidelines 7 and 8.
- Provide ground-floor street-front retail, ancillary to the office development, along Friendship Boulevard to promote pedestrian activity. The Plan envisions convenience retail, such as dry cleaners or sandwich shops. There should be no retail along Western and Willard Avenues or on the sides of the office buildings that face residential units in the new community.
- Meet parking requirements in underground structures.

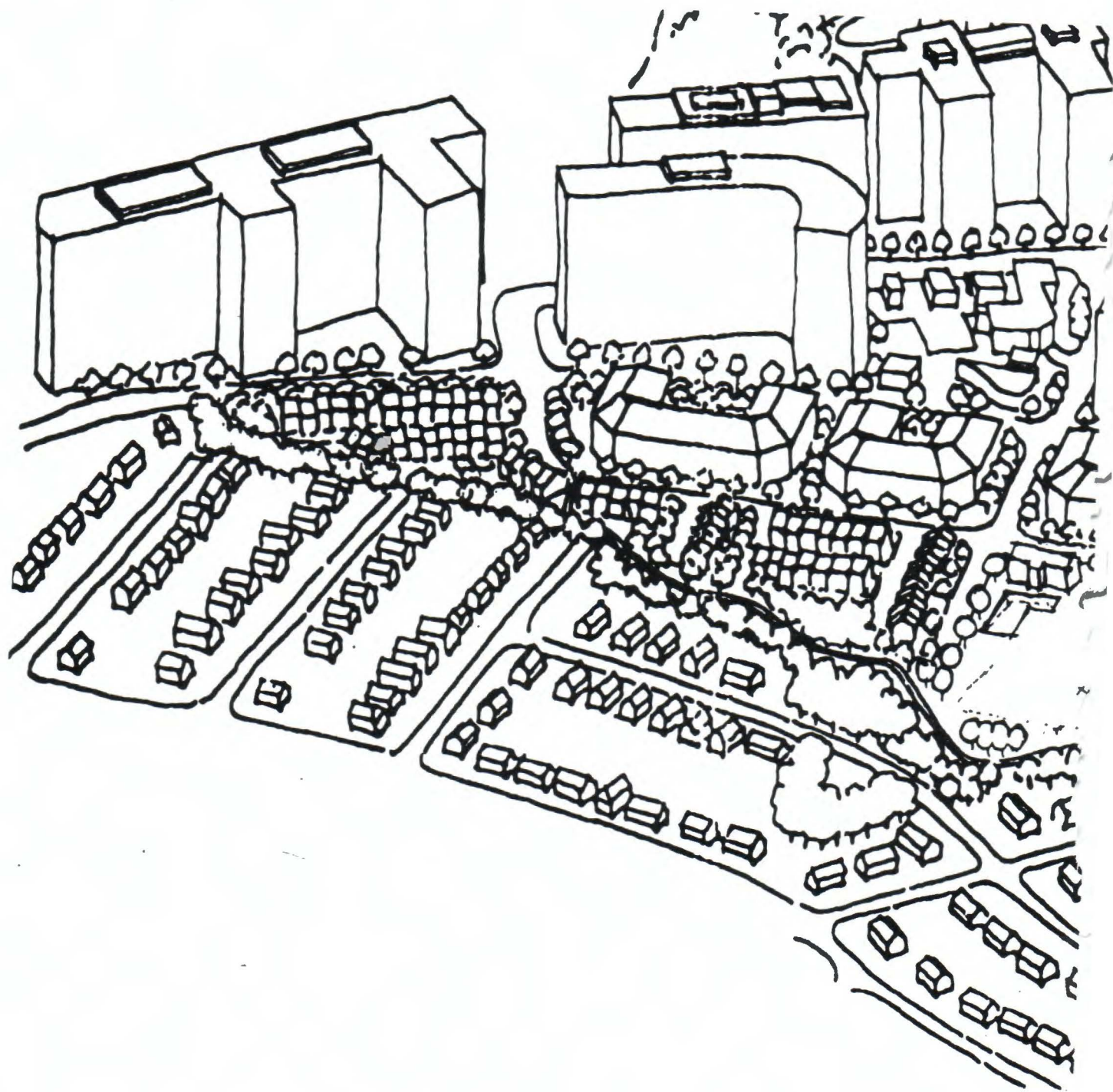
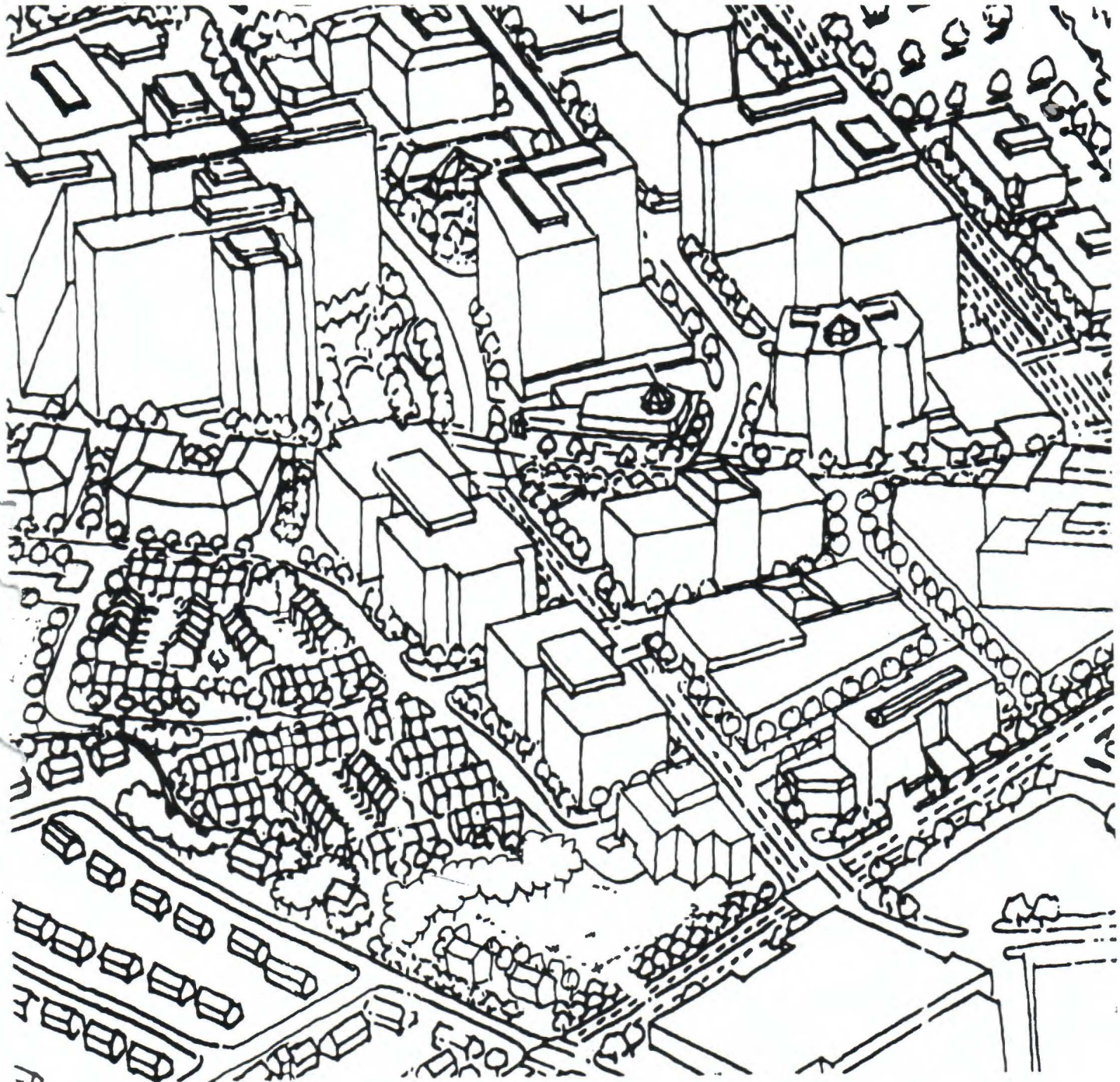
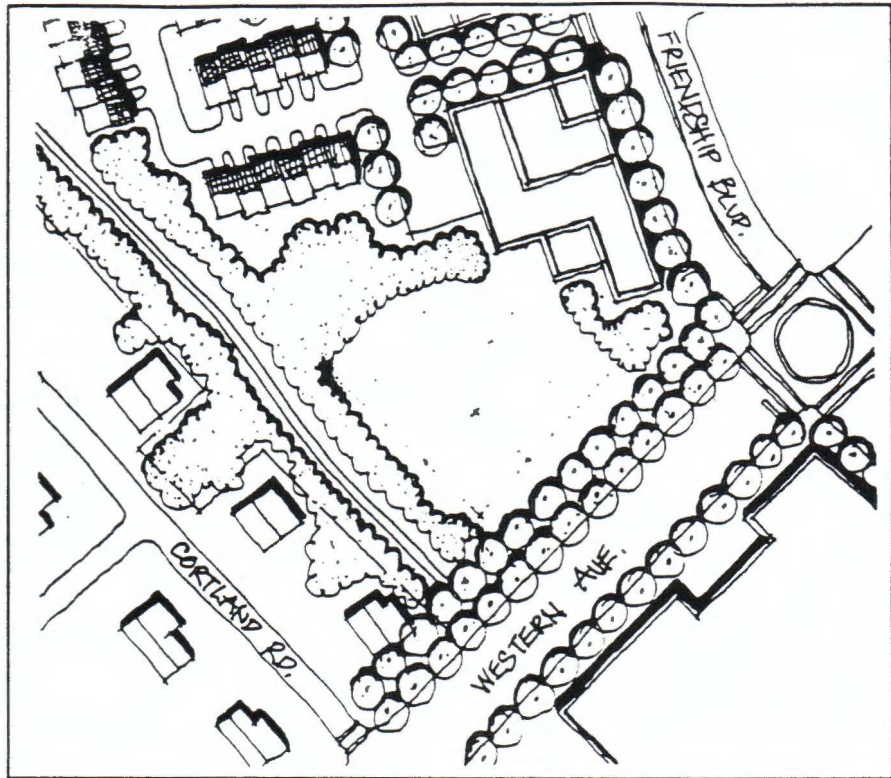


Figure 32: GEICO Site Perspective

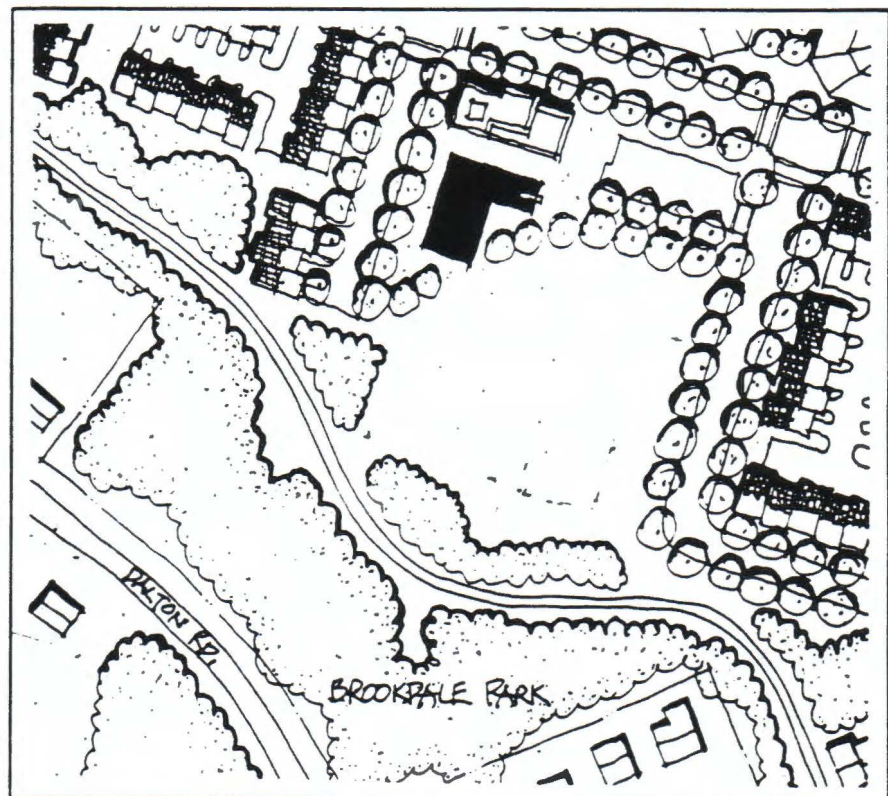
This concept sketch shows the proposed greenway next to Brookdale including open spaces on Western Avenue and north of Brookdale Park, office buildings along Friendship Boulevard, and a variety of residential building types.



**Figure 33: Open Space
Along Western Avenue**



**Figure 34: Open Space
Adjacent to Brookdale Park**



2. Create a residential neighborhood with a variety of residential units, from townhouses to multi-family homes.

- Locate multi-family structures primarily along Willard Avenue. Building heights should not exceed four stories.
- Locate townhouses and/or one-family attached units as a transition between the detached houses of Brookdale and the new commercial and mid-rise residential development on Friendship Boulevard and Willard Avenue. The design, orientation, and height of structures along the border with Brookdale should be sensitive to views from that community. The maximum building heights along the border should be 35 feet to ensure compatibility.
- Design buildings along Willard Avenue and on streets within the site to have a street presence, with front porches and multiple entrances.

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

- Locate the greenway along the southwestern boundary of the GEICO site.
- Design the greenway to form a buffer between Brookdale and the higher-density development and include the following:
 - a. The existing Brookdale Park (approximately three acres), dedicated to M-NCPPC (See Figure 47.)
 - b. Tree save areas and enhanced plantings
 - c. Pedestrian and bicycle connections from the adjoining neighborhoods
 - d. Recreation facilities to accommodate the needs of the new neighborhood, in accordance with the County Recreation Guidelines
 - e. A Class I hiker/biker trail connecting the western portion of the site on Willard Avenue to Western Avenue
- Maintain a minimum width of 70 feet between the Brookdale boundary line and any building or curb on the GEICO site. Within this setback, dedicate to M-NCPPC a right-of-way for the bikeway consisting of 50 feet in the section between Western Avenue and Sherrill Avenue and 70 feet between Sherrill Avenue and Willard Avenue, except in Brookdale Park. Brookdale Park is part of the greenway, and the bikeway can meander through it. In the other sections, the bikeway should be located approximately 30 feet from the Brookdale boundary, taking into consideration natural features. The setback area should be attractively planted with trees and shrubs.

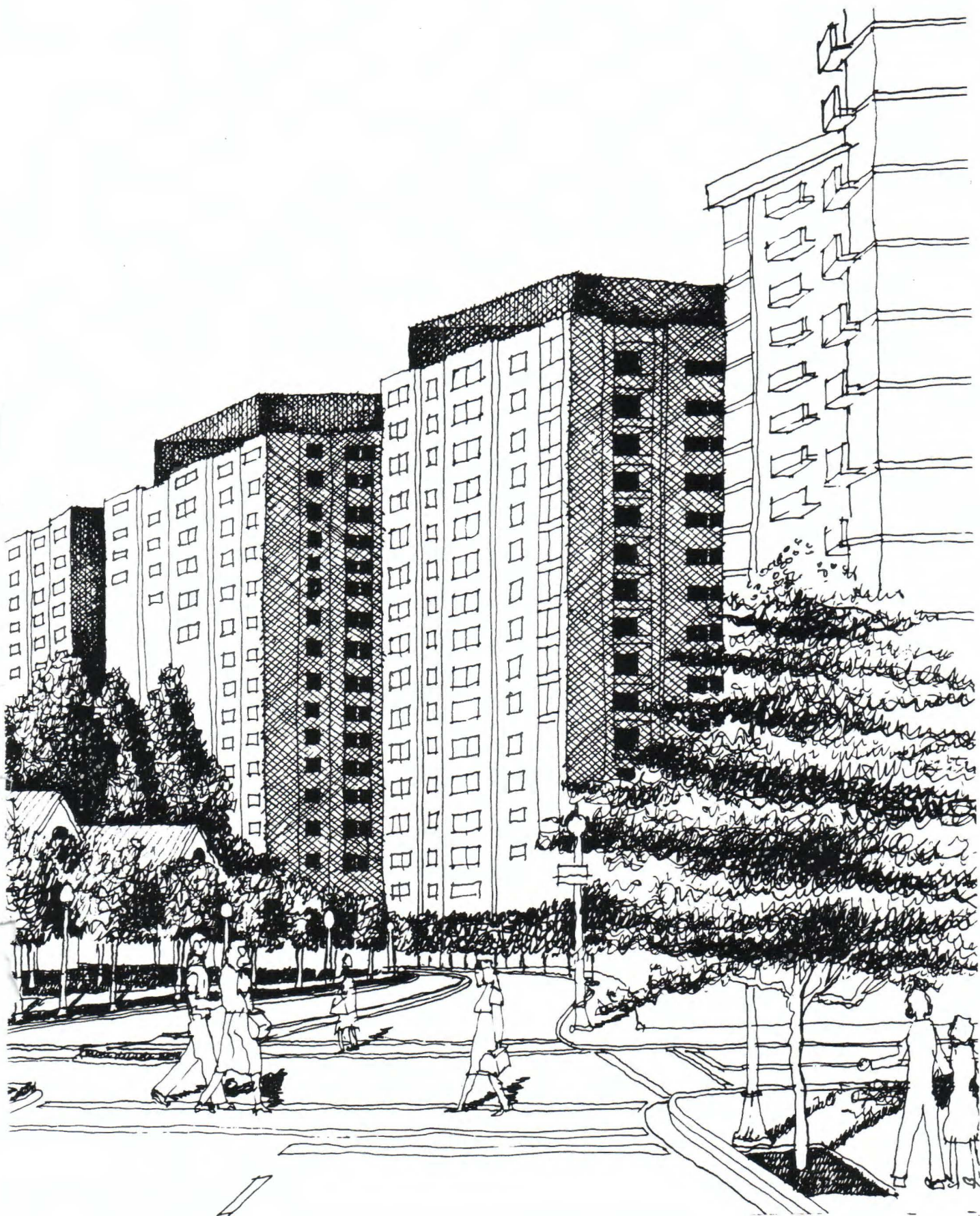
- Maintain street visibility along significant portions of the greenway to ensure pedestrian and cyclists' safety and easy access.
- 4. Provide two new open spaces as part of the greenway.**
- Provide one new open space to the north of Brookdale Park and one along Western Avenue between Friendship Boulevard and the new residential community. The uses should be determined by the Planning Board at the time of the development plan for the GEICO site. A ballfield for youths 12 and under, or other active recreational uses, may be appropriate for one or both sites. Until the Planning Board makes a final determination regarding use, adequate space should be reserved at the site next to Brookdale Park for a Little League-size field and at the Western Avenue site for a junior/practice-size field. The Planning Board may make some adjustments in the dimensions of these open spaces once a use is selected, provided that two open spaces of significant size are maintained.
 - Determine, once the Planning Board has made a decision regarding the appropriate use(s) for the sites, whether one or both sites should be dedicated or privately owned and maintained. It is contemplated that at least one of the sites would be available for use by the general public (and not limited to residents of the new community) and, therefore, would likely be dedicated.
- 5. Provide an interconnected street system through the site.**
- Connect a primarily public system to the following: (1) Willard Avenue across from North Park Avenue; (2) Willard Avenue across from Shoemaker Farm Lane; and (3) Friendship Boulevard at a mid-block location coordinated with the Hecht's development. (See Figure 31.)
 - Design the street system (public and private) to:
 - a. Provide short blocks for human scale and animation.
 - b. Include tree-lined sidewalks on both sides of major neighborhood streets.
 - c. Provide vistas and focal points.
 - d. Minimize walking distances to the Town Center.
 - e. Discourage through-vehicle traffic but accommodate a Class II or III on-street bicycle route.
- 6. Provide a promenade along Willard Avenue. (See Figure 35.)**
- Maintain a minimum width of 40 feet from the building line to the curb.
 - Include two parallel rows of trees and a 12-foot sidewalk located between the two rows. The green character of the promenade should be enhanced through the provision of a planting strip along the curb and additional landscaping beyond the sidewalk.

- Expand the promenade to provide small green areas with additional trees and seating between buildings.
 - Orient building entrances primarily to Willard Avenue for street activation.
- 7. Provide a promenade and open space along Western Avenue.**
- Maintain a minimum width of 80 feet from the building line to the curb.
 - Provide two parallel rows of trees and a Class I bikeway (a separate path) between the two rows of trees along the street.
 - Coordinate the design of the promenade with the Western Avenue open space described in guideline 4 above.
 - Coordinate the promenade design with the District of Columbia.
- 8. Improve Friendship Boulevard for pedestrians.**
- Maintain a minimum width of 20 feet from the building line to the curb. Fifteen feet of this building setback should be within the existing public-right-of-way.
 - Provide a sidewalk with street furniture and a single row of street trees at the curb.
 - Maintain a continuous building line for street definition.
 - Articulate building facades to provide interest to the pedestrian.
 - Place building entrances along Friendship Boulevard for street activation and animation.

Figure 35: View Along Willard Avenue

This sketch looking west from the intersection of Willard Avenue and Shoemaker Farm Lane shows the proposed four-story residential buildings across Willard Avenue from the existing high-rise apartments, and the large setback and promenade.





E. Parcel 6

Description:

This parcel, located between North Park Avenue and Willard Avenue in the Village of Friendship Heights, is the last remaining parcel in the Sector Plan area that has small-scale buildings evoking the character of the pre-high-rise era. The parcel includes three houses on North Park Avenue that have been converted at one time to commercial use: (a) the western-most house is a four-square structure especially evocative of an earlier era and used as a restaurant; (b) is currently vacant, and (c) the eastern-most house belongs to the Village of Friendship Heights. Other buildings on the parcel include (d) a low-rise brick office building on the corner of North Park Avenue and Shoemaker Farm Lane, (e) an abandoned house on Shoemaker Farm Lane, (f) a modern black glass two-story office building on the corner of Shoemaker Farm Lane and Willard Avenue, and (g) a well maintained house on Willard Avenue. (See Figure 36. See also Figure 13.)

The entire parcel is within the CBD-1 Zone. Although the 1974 Sector Plan recommended assemblage of this parcel with the adjacent parcel 7 to allow a residential project, subsequently, the mid-rise Carleton condominium complex was constructed on parcel 7.

Parcel 6 slopes down steeply from North Park Avenue to Willard Avenue. It contains mature trees in the center of the site, and paved parking areas behind the houses on North Park Avenue. The design criteria in the 1974 Sector Plan included saving existing mature trees and creating a private amenity open space next to the trees.

The building at 4620 North Park Avenue is built very close to the property line. Parcel 6 presents an opportunity to provide a small neighborhood park to offset the density and minimal setbacks of adjacent high-rise apartment buildings.

Objectives:

1. Create a neighborhood park for the enjoyment of apartment residents and for visual relief from the surrounding high-rise structures.
2. Preserve as much as possible of the small-scale character of existing structures.

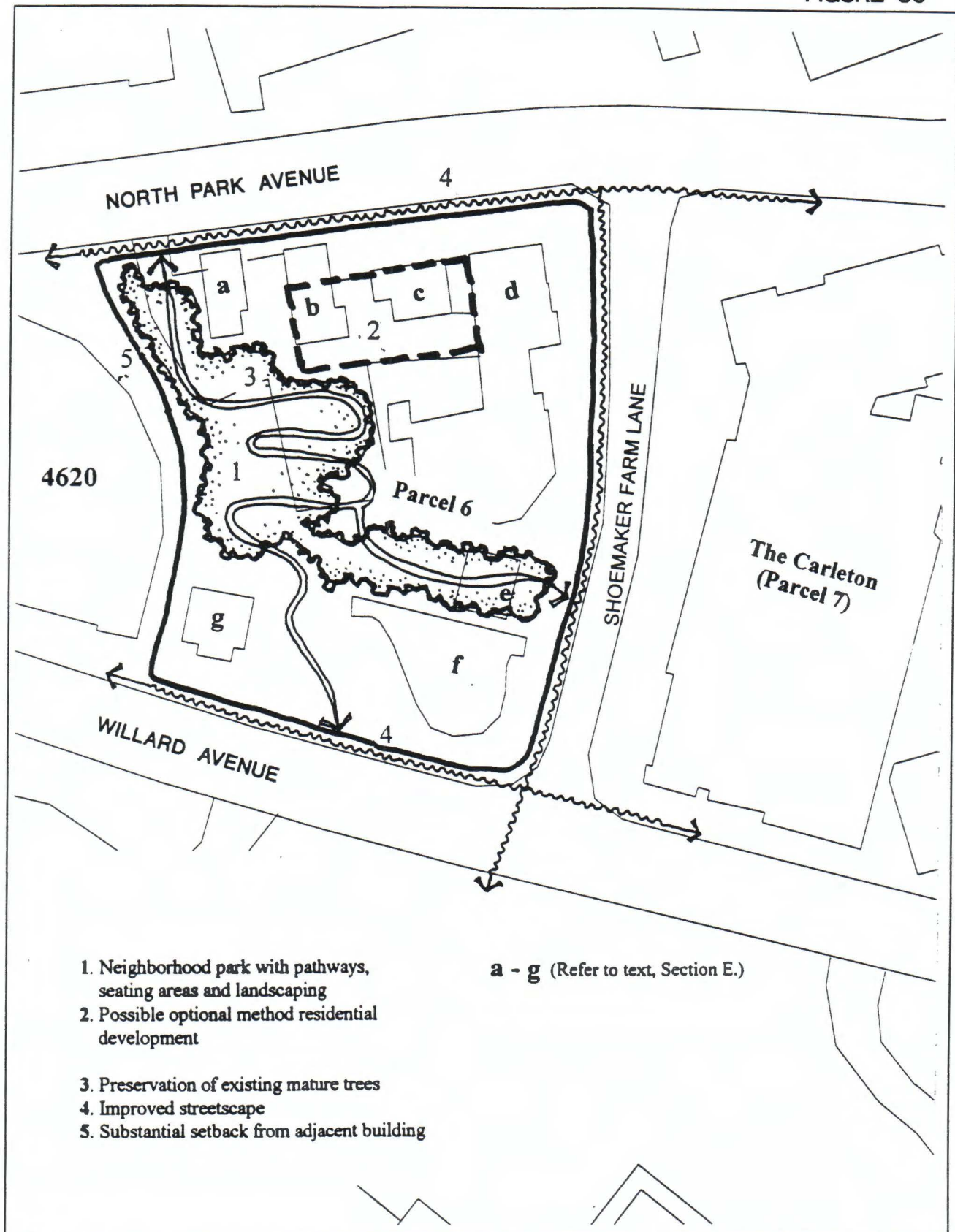
Recommendations:

1. **Reconfirm the existing CBD-1 Zone.**
2. **Explore two possible approaches to achieving a neighborhood park.**

One approach would be land exchange, public acquisition and/or private contribution of some of the lots for creation of a public park.

PARCEL 6 CONCEPT

FIGURE 36



The second approach would be to assemble some of the lots for private optional method residential development with density oriented on North Park Avenue, next to the existing office building, and underground parking with access from Shoemaker Farm Lane. The required public use space would be a neighborhood park on the western portion of the site.

Both concepts are illustrated in Figure 36.

Design Guidelines:

1. Preserve as many of the existing trees as are healthy and of good landscape quality.
2. Use the topography of the site in the design to make a more varied and interesting park.
3. Provide seating areas, pedestrian paths, landscaped areas and other features to enhance public use and enjoyment.
4. Ensure that any new structures retain a substantial setback from the adjoining apartment building at 4620 North Park Avenue to assure green open space for its residents.
5. Maintain human scale in any new structures on the site. Retain two of the existing houses—(a) the western most house and (g) the house on Willard Avenue—if feasible, for adaptive reuse.
6. Minimize the amount of surface parking on the site.

F. Parcel 4

Description:

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

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

Objectives:

1. Retain open space to offset surrounding high densities.
2. Achieve a greater setback from the building to the west than is currently the case, under any future redevelopment of the site.

Recommendations:

1. **Reconfirm the existing CBD-1 Zone.**
2. **Cap development at 132,00 square feet of total development unless the site is redeveloped.**
3. **If the existing office building is demolished, reconfirm the recommendation of the 1974 Sector Plan for an optional method residential development with a maximum of 200 dwelling units and 30,000 square feet of ground-floor retail.**

Such an optional method project should adhere to the design guidelines below.

Design Guidelines:

1. Provide a mid-rise residential structure if in the future redevelopment occurs under an optional method.
2. Create a highly visible green open space for public use and enjoyment and provide other public amenities required at the time of site plan approval.
3. Provide adequate setbacks on all sides for compatibility with adjoining residential structures, especially the Elizabeth condominium apartment building.
4. Minimize impacts on Brighton Gardens, the assisted living complex north of the Friendship Heights Village Center.

G. Barlow: Parcels 8, 9B, and 14**Description:**

Parcels 8, 9B and 14, owned by the Barlow Corporation, are located on Willard Avenue from The Hills Plaza to Friendship Boulevard. (See Figure 13.) A 1990 amendment to the 1974 Sector Plan provided for an optional method development combining more than one lot on parcels 8, 9B, and 14. A critical part of the amendment was the provision for the relocation of The Hills Plaza to the west of its existing alignment. This change allows creation of a T intersection and an expansion of parcel 9B to locate the major portion of any future project closer to Wisconsin Avenue. The amendment also recommended preservation of open space on Parcel 14 to satisfy the zoning ordinance requirement for public amenity space.

A site plan approved by the Planning Board in 1995 allows an office-retail project consisting of a 13-story office tower on the expanded parcel 9B east of the realigned section of the Hills Plaza with 226,352 square feet of office and 9,729 square feet of ground-floor retail; a low-rise structure with 13,916 square feet of retail facing Willard Avenue and a car wash behind it on parcel 8 to the west; and a major green open space on parcel 14 farther west.

Recommendations:

- 1. Confirm the existing CBD-1 Zone.**
- 2. Support the approved site plan.**

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

H. Neighborhood Preservation

As discussed earlier, the Plan seeks to preserve the existing single-family residential neighborhoods that surround the Friendship Heights Sector Plan area in a variety of ways. The amount of development proposed for the three major parcels is limited to maintain the balance between commercial and residential development. The Plan proposes compatible transition uses between the commercial areas and the residential neighborhoods, and recommends expanding the green buffer areas. Site development guidelines implement the concept of scaling down the height of new buildings closer to the neighborhoods. The Transportation Chapter recommends monitoring situations where cut-through traffic may be a problem and if it occurs, implementing the County's neighborhood protection program.

This Sector Plan attempts to prevent the spread of commercial uses into residential neighborhoods by recommending that the boundaries established for the CBD by the 1974 Sector Plan be retained except for one slight extension at the Chevy Chase Center, by allowing more commercial density in some locations within the Sector Plan area, by providing for transitional uses, and by limiting the expansion of the area designated for commercial zoning. Although some extension of commercial zoning is recommended for the Chevy Chase Land Company property along Wisconsin Avenue, it is particularly important that there be no increase in commercial activity, including offices, along Wisconsin Avenue between Friendship Heights and Bethesda or along Western Avenue outside the areas recommended in this Plan for commercial zoning. The preservation of residential neighborhoods and concentration of commercial activities within the CBDs is an essential goal of this Plan and the Bethesda-Chevy Chase Master Plan. The Board of Appeals should consider these goals when reviewing any special exception applications in this area. (See Figure 21.)

The Sector Plan endorses guidelines for the location of special exception land uses in residential areas. Special exception uses, as identified in the Zoning Ordinance in single-family zones, may be approved by the Board of Appeals. Special exception uses may be compatible if they meet the standards and requirements, as well as the general conditions set forth in the Zoning Ordinance. The Zoning Ordinance provides that special exceptions may be denied by the Board of Appeals where they are inconsistent with Sector Plan recommendations. This Sector Plan seeks to provide guidelines that will protect residential areas. The following guidelines should be used for review of special exceptions in the planning area:

1. Strictly scrutinize for consistency with the Sector Plan any request for a special exception along major highway corridors. Because sites along these corridors have better visibility for business uses, they are more vulnerable to over-concentration of special exception uses. Of particular concern are uses that may not be consistent with the Plan's goals to concentrate commercial/office uses in the CBD. Special exception uses that are predominantly residential may be appropriate, depending on the intensity.
2. Consider whether a proposed special exception use could degrade the safety and capacity of the highway by creating too many access points, intensifying the use of access points, and causing conflicting turning movements.
3. Protect major highway corridors and residential communities from incompatible design of special exception uses by adhering to the following guidelines in the design and review of special exceptions:
 - a. Any modification or addition to an existing building to accommodate a special exception use should be considered in terms of its compatibility with the architecture and size of buildings in the surrounding neighborhood.
 - b. Consider the location and screening of parking to minimize a commercial appearance in residential neighborhoods. When possible, avoid front-yard parking or consider landscaping and screening to minimize visual impact on neighbors.

III. TRANSPORTATION PLAN

A. Goals

- Provide a safe and functional transportation system to serve the current and recommended land uses.
- Reduce single-occupant vehicle travel by increasing the use of transit, carpooling, and other alternatives.
- Enhance the pleasure, safety, and convenience of walking and bicycling.

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

The Plan recommends the exploration of several modest changes in intersection configuration, most involving more than one jurisdiction. It recommends reviewing bus routing and circulation, and possibly changing the destination of several routes. These are multi-jurisdictional decisions also involving the Washington Metropolitan Area Transit Authority (WMATA).

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

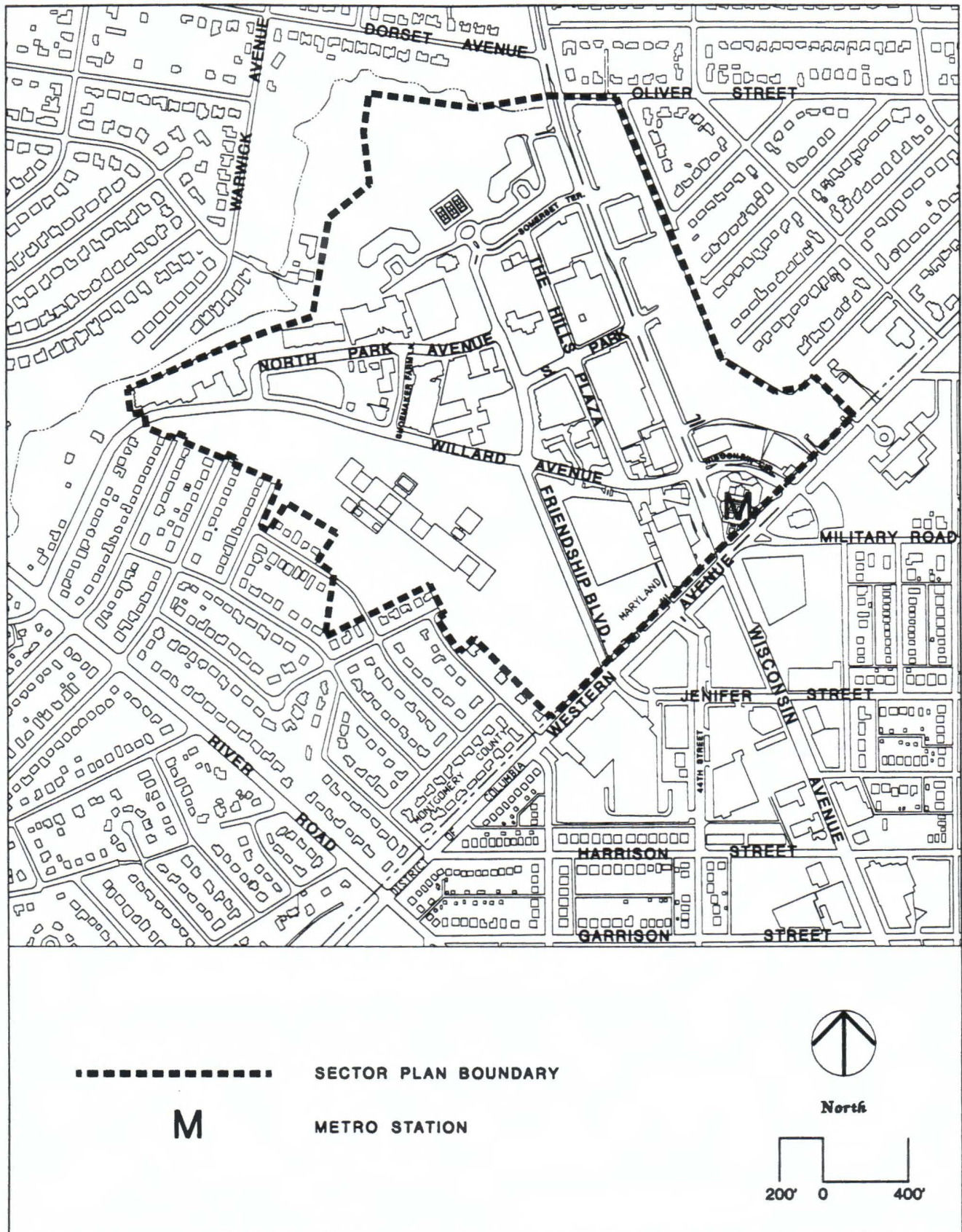
Therefore, the Plan recommends forming a multi-jurisdictional task force to provide a forum for collaborative decision-making on transportation issues in the Maryland and District of Columbia portions of Friendship Heights. This task force should be convened as soon as possible to address all of the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

B. Highway System

Wisconsin Avenue traverses Friendship Heights. It is a six-lane, north-south, major State highway that provides good vehicular access to the local street network within the central business district (CBD), while carrying a significant volume of regional traffic through the area each day. Western Avenue, an east-west, four-lane road, forms the southern border of the CBD. Its intersection with Wisconsin Avenue, including the adjacent Friendship Heights Metro station, is the focal point of the transportation system serving this area. (See Figure 37.)

ROADWAY NETWORK

FIGURE 37



River Road, a four-lane major State highway just to the west of the Sector Plan area, passes through residential areas from beyond the Capital Beltway to near Tenley Circle in the District of Columbia, except for the Westbard retail/industrial sector. It carries significant through traffic and some local traffic to and from Friendship Heights via its intersections with Willard Avenue and Western Avenue. Willard Avenue, Friendship Boulevard, The Hills Plaza, North Park Avenue, South Park Avenue, and Wisconsin Circle provide important local access within the CBD.

As a developed area that includes a highway network shared with the District of Columbia, Friendship Heights experiences the traffic congestion typical of an urbanized area. Vehicles passing through the Sector Plan area comprise most of the highway traffic.

The ability of a highway system to carry traffic is expressed in terms of Level of Service A - F. Figure 38 illustrates the level of service at key intersections in Friendship Heights today. Table 3 lists the existing levels of service and critical lane volumes for all the intersections evaluated in the traffic study conducted for the Plan. (Appendix C contains an explanation of the Critical Lane Method, which assigns levels of service to intersections.)

The Plan's traffic study initially analyzed and forecast the amount of traffic that would be generated by three development scenarios. The "low" scenario included the approved but unbuilt—"pipeline"—developments in Friendship Heights added to traffic from existing development. The study also projected the additional traffic from a "medium" and a "high" scenario of future development on the three major redevelopable parcels. The amounts of development and levels of service at key intersections for these three scenarios as well as the methodology used to develop the traffic forecasts are presented in Appendix C.

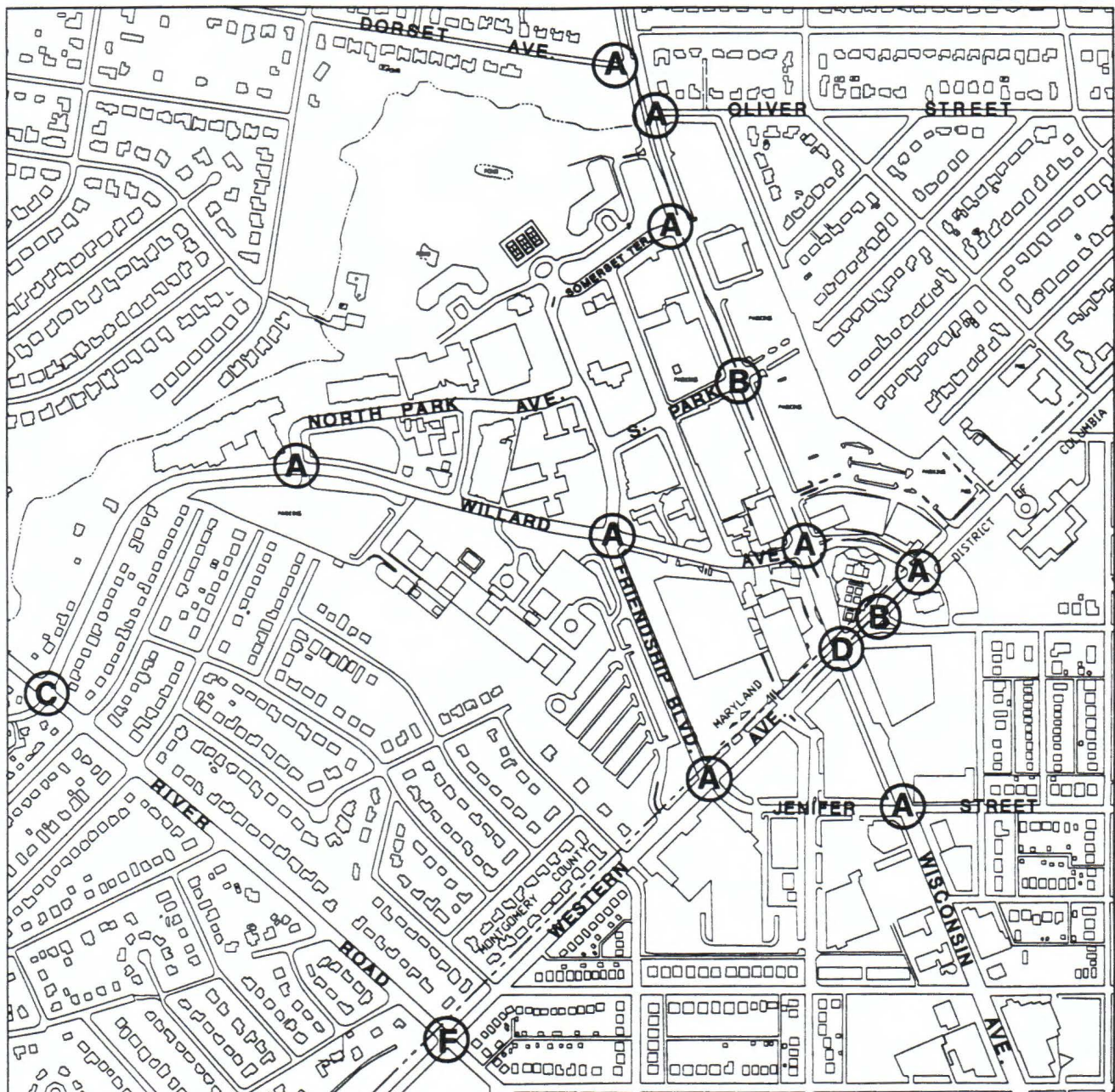
The Plan recommends an amount of development that is marginally above the medium land use scenario. The total amount of development on the three major parcels in this "recommended land use scenario" is shown in Table 1C in Chapter II, the Land Use, Zoning, and Urban Design Plan. The levels of service at key intersections for this scenario are illustrated in Figure 39. Table 4 lists the critical lane volumes and levels of service for all the intersections that were analyzed for the "recommended scenario."

The recommendations below reflect the results of the transportation analysis. The Plan recommends some lane restriping or a turn prohibition at three of the intersections that would experience the greatest congestion from the proposed new development: Wisconsin and Western Avenues, Wisconsin Avenue and River Road, and River Road and Little Falls Parkway. On Table 4, the critical lane volume figures include the level of congestion at these and two other intersections with and without the recommended improvements.

The Plan does not recommend significant increases in highway capacity beyond the modest improvements just noted for several reasons. First, as a transit service hub, Friendship Heights will continue to benefit from the traffic mitigation resulting from the well used Ride-On bus, Metrorail, and Metrobus services as long as the area is not developed to the point where congestion would severely hinder bus access to the Metro station. The Plan recommends measures to increase use of transit. Second, the level of traffic congestion predicted from the

LEVELS OF SERVICE: EXISTING

FIGURE 38



P.M. LEVELS OF SERVICE (LOS)

AT SPECIFIC INTERSECTIONS : EXISTING



North

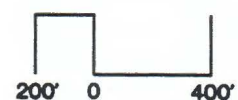


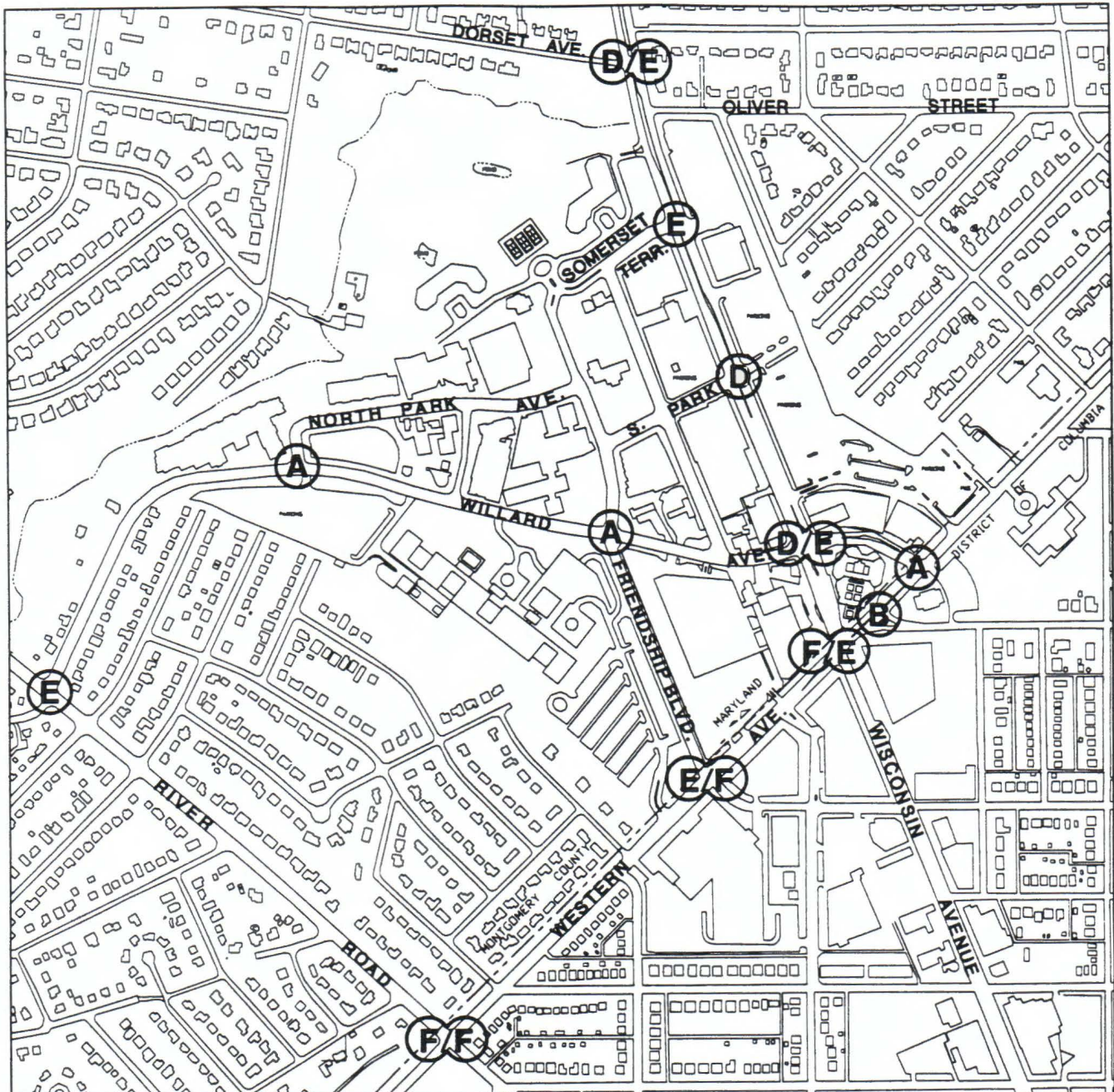
Table 3**Friendship Heights 1995 Intersection Performance Summary**

No.	N/S Street	E/W Street	Critical Lane Volume	Level of Service
1	Wisconsin Avenue	Dorset Avenue	970	A
2	Wisconsin Avenue	Somerset Terrace	913	A
3	Wisconsin Avenue	South Park Avenue	1,029	B
4	Wisconsin Avenue	Willard Avenue	869	A
5	Wisconsin Avenue	Western Avenue	1,328	D
6	Western Avenue	Oliver Street	711	A
7	Western Avenue	Cedar Parkway	1,117	B
8	Western Avenue	Chevy Chase Center Entrance	456	A
9	Western Avenue	Chevy Chase Center Exit	702	A
10	Western Avenue	Wisconsin Circle	631	A
11	Western Avenue	Military Road	1,023	B
12	Western Avenue	Friendship Boulevard	830	A
13	Western Avenue	River Road	1,674	F
14	River Road	Little Falls Parkway	1,604	E/F
15	River Road	Willard Avenue	1,189	C
16	Willard Avenue	North Park Avenue	524	A
17	Willard Avenue	Friendship Boulevard	568	A

Source: Montgomery County Planning Department, 1995

LEVELS OF SERVICE: RECOMMENDED SCENARIO

FIGURE 39



P.M. LEVELS OF SERVICE (LOS) AT SPECIFIC INTERSECTIONS:

(DOUBLE LETTERS SHOW INTERSECTION WITH AND WITHOUT
RECOMMENDED INTERSECTION IMPROVEMENTS)



North

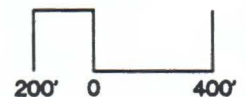


Table 4

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

No.	N/S Street	E/W Street	Critical Lane Volume	Level of Service
1	Wisconsin Avenue	Dorset Avenue	1,453	D/E
2	Wisconsin Avenue	Somerset Terrace	1,487	E
3	Wisconsin Avenue	South Park Avenue	1,371	D
4	Wisconsin Avenue	Willard Avenue	1,338/1564*	D
5	Wisconsin Avenue	Western Avenue	1,793/1,567*	F
6	Western Avenue	Oliver Street	791	A
7	Western Avenue	Cedar Parkway	1,210	C
8	Western Avenue	Chevy Chase Center Entrance	623	A
9	Western Avenue	Chevy Chase Center Exit	976	A
10	Western Avenue	Wisconsin Circle	699	A
11	Western Avenue	Military Road	1,089	B
12	Western Avenue	Friendship Boulevard	1,475/1,701*	E
13	Western Avenue	River Road	1,982/1,670*	F
14	River Road	Little Falls Parkway	2,004/1,811*	F
15	River Road	Willard Avenue	1,503	E
16	Willard Avenue	North Park Avenue	889	A
17	Willard Avenue	Friendship Boulevard	817	A

* The critical lane volumes reflect the implementation of the Plan's recommended intersection improvement. The first number is the CLV without the recommended intersection improvements; the second number is the CLV with the improvements.

Source: Montgomery County Planning Department, 1997

amount of development the Plan recommends is within accepted County standards for areas served by Metro stations. The projected congestion level does not warrant the construction of new roads or major road widening. Third, additional public right-of-way is generally unavailable and would be costly to obtain. Finally, and most importantly, implementing major highway improvements would be too disruptive of the established residential neighborhoods.

The lack of right-of-way limits what can be done to improve performance at the River Road/Western Avenue intersection, for example. This intersection, just outside the Sector Plan area in the District of Columbia, experiences significant congestion and will probably continue to do so. Adding additional turn lanes by restriping would help mitigate congestion, but widening the roadway beyond the present curb lanes to add additional capacity would have an adverse impact on several houses on the north side of Western Avenue. It is preferable for the congestion to be addressed through transportation demand management strategies identified in the Plan.

Table 5 shows the classifications for the major Friendship Heights Sector Plan area roads and the amount of right-of-way recommended for adequate lane width, sidewalks, and street amenities.

Objective: Provide a balanced highway network that preserves the viability of Friendship Heights, accommodates regional traffic where necessary, and enhances accessibility to transit services.

Recommendations:

- **Maintain the highway classification for major highways and arterials within the Central Business District but allow lower design speeds that are compatible with the need for local access and pedestrian-friendly design standards.**

When major highways and arterials pass through existing commercial centers served by transit, greater emphasis upon pedestrian access and streetscape character is needed. The intent is not to reduce capacity but to ensure an attractive and safe pedestrian environment and more orderly access to local shopping. Design standards that encourage pedestrian activity include street trees, wider sidewalks, tighter corner turning radii, and safer pedestrian crossings than on highways outside commercial centers. These improvements will strengthen the viability of the CBD and enhance the aesthetic character of the community.

- **Monitor Friendship Boulevard intersections as redevelopment occurs.**

Redevelopment on the GEICO and Hecht's parcels will include new entrances on Friendship Boulevard between Willard Avenue and Western Avenue, which will increase and re-orient traffic on this segment. When comparing existing traffic with the projected traffic for the recommended land use scenario, the Western Avenue/Friendship Boulevard/Jenifer Street intersection showed the greatest decline in level of service—from LOS A to E. Because of this significant change, consideration was given to obtaining additional right-of-way from the Hecht's site for future capacity improvements at this intersection. Possible improvements included an additional exclusive right-turn lane on

Table 5

HIGHWAY AND STREET CLASSIFICATIONS

Master Plan Designation	Street Name	Limits	Number of Lanes*	Right-of-Way	Responsible Agency
M-6	Wisconsin Avenue	Western Avenue to Oliver Street	6	120'	SHA
	Western Avenue	Cortland Street to Plan Area boundary	4	120'	DC Government
A-78	Willard Avenue	River Road to Friendship Boulevard	2	85'	MCDOT
		Friendship Boulevard to The Hills Plaza	4	90'	MCDOT
		The Hills Plaza to Wisconsin Avenue	4	90'	MCDOT
	Wisconsin Circle	Wisconsin Avenue to Western Avenue	2	60'	MCDOT
	Montgomery Street	Wisconsin Avenue to terminus	2	60'	Chevy Chase Land Company
	Friendship Boulevard	Western Avenue to Willard Avenue	4	80'	MCDOT
		Willard Avenue to South Park Avenue	2	80'	FH Village
		North Park Avenue to Somerset Terrace	2	80'	FH Village
	The Hills Plaza	Willard Avenue to Somerset Terrace	2	80'	FH Village
	North Park Avenue	Friendship Boulevard to Willard Avenue	2	80'	FH Village
	South Park Avenue	Wisconsin Avenue to Friendship Boulevard	2	80'	FH Village
	Shoemaker Farm Lane	North Park Avenue to Willard Avenue	1**	50'	FH Village
	Somerset Terrace	Wisconsin Avenue to Friendship Boulevard	2	Private	Somerset House Condo Assn

* These are the number of planned through travel lanes for each segment, not including lanes for turning, parking, acceleration, deceleration, or other purposes auxiliary to through travel.

** This is a one-way street.

westbound Western Avenue, an additional left turn lane on eastbound Western Avenue, and an exclusive left-turn lane on northbound Jenifer Street. These improvements would have to be approved by the District of Columbia because Western Avenue is within its jurisdiction.

The projected LOS E for the Western Avenue/Friendship Boulevard/Jenifer Street intersection, without any improvements, is within acceptable County standards for intersection operations in this area. The additional turn lanes would improve the flow of traffic but are not critical to maintaining acceptable traffic operations here in the future. They would disrupt pedestrian activity and cause the removal of mature trees along Western Avenue. The Plan, therefore, does not recommend the addition of turn lanes. However, the improvements recommended at Western and Wisconsin Avenues will increase traffic congestion at Western Avenue and Friendship Boulevard to LOS F. Though the critical lane volume will still be within acceptable County standards for a Metro station policy area, traffic congestion at this intersection and on Friendship Boulevard should be closely monitored as redevelopment occurs so that changes in traffic can be evaluated and improvements made if necessary.

- **Evaluate parking conditions along Friendship Boulevard between Willard and Western Avenues as redevelopment of the Hecht's and GEICO sites occurs.**

Currently, Friendship Boulevard is a four-lane undivided street between Willard Avenue and Western Avenue and curbside off-peak parking is allowed. As the Hecht's and GEICO sites redevelop, it is anticipated that new opposing mid-block entrances will be added.

The Department of Public Works and Transportation (DPWT) should evaluate the off-peak parking areas on Friendship Boulevard as any future redevelopment of the two adjoining sites occurs to determine if the off-peak parking should be continued and the hours expanded, and whether parking meters should be installed as part of a transportation management district (TMD).

If any additional parking is considered, the spaces should have adequate setbacks from the intersections so that traffic is not obstructed and the intersections can operate safely. The parking situation should continue to be reviewed periodically to determine if development-generated traffic is adversely affecting the parking areas or vice versa.

- **Support the 1990 Sector Plan amendment to relocate The Hills Plaza and improve Willard Avenue to include four lanes with left turn lanes between Friendship Boulevard and The Hills Plaza.**

Currently, Willard Avenue has four 10-foot travel lanes between Friendship Boulevard and The Hills Plaza. The Sector Plan supports the November 1990 Plan amendment recommendations for relocating The Hills Plaza and widening Willard Avenue. Willard Avenue will be widened to include four lanes plus left-turn lanes between Friendship

Boulevard and The Hills Plaza, within 90 feet of dedicated right-of-way, in conjunction with the combined development of parcels 8, 9B, and 14 for the Barlow Center. In addition, staff review of the Barlow Center preliminary plan indicated that a median, a slightly wider sidewalk, and a new traffic signal (if warranted by DPWT) at The Hills Plaza/Willard Avenue intersection should be provided. The Sector Plan also recommends a Class II or III bike lane along Willard Avenue.

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

The Plan recommends that as part of future redevelopment of the Hecht's site, a total of 90 feet of right-of-way should be dedicated for constructing a six-foot center median with left turn lanes on Willard Avenue between Friendship Boulevard and the Hills Plaza. (See Figure 42, Promenade B.) This may require relocating the curb along the Hecht's frontage. In addition, a total of 90 feet of right-of-way should be provided to construct a twelve-foot center median and wider sidewalks on Willard Avenue from The Hills Plaza to Wisconsin Avenue if the properties located in the southwest corner of the Wisconsin/Willard Avenue intersection are assembled and redeveloped. This will require abandoning the old Willard Avenue right-of-way and relocating the curb. The median will improve pedestrian safety, enhance the visual environment in the Town Center with additional landscaping, and provide continuity with Wisconsin Circle. Wider sidewalks are needed to accommodate large numbers of pedestrians walking between commercial areas and to the Metro station. (See Figure 42, Promenade A.)

- **Modify the intersection of River Road and Little Falls Parkway.**

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

- **Recommend to the District of Columbia consideration of the modification of the River Road/Western Avenue intersection.**

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

the Western Avenue intersection approaches. A very minor widening at the east corner of the intersection—one or two feet—may be needed to allow a wide enough berth for trucks turning left from southeast-bound River Road to northeast-bound Western Avenue.

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

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

- **Endorse the opening of the Somerset Terrace/Friendship Boulevard connection to improve local traffic access.**

In accord with previous written agreements between the Village of Friendship Heights and the County, the Plan recommends removing the temporary fence across Friendship Boulevard just south of its connection to Somerset Terrace to allow local residential traffic to pass through. Prior to removing the fence, DPWT should confirm that realignment has been completed in accord with the County/Village agreements and should analyze the connection to determine if additional residential neighborhood protection measures are needed to discourage non-local cut-through traffic.

- **Monitor parking on Wisconsin Avenue between Somerset Terrace and Western Avenue and consider installing "No Stopping" signs.**

Delivery trucks and other vehicles picking up or dropping off passengers currently park along the west side of Wisconsin Avenue, particularly in front of the Chevy Chase Office Building, during off-peak periods. There are "No Standing" signs posted for the peak periods of 7-9 a.m. and 4-7 p.m. The parked vehicles in the right lane reduce capacity on Wisconsin Avenue and force traffic to merge into the left lane. This is particularly disruptive if there is an accident along this segment of the street.

DPWT should evaluate Wisconsin Avenue parking within the CBD to determine if these standing areas should be eliminated by placing "No Stopping" signs along all segments of Wisconsin Avenue between Somerset Terrace and Western Avenue. For the buildings along the west side of Wisconsin Avenue, short-term parking for deliveries and drop-offs/pick-ups could be provided in the rear of the buildings, along the east side of The Hills Plaza. Hourly parking restrictions on Wisconsin Avenue and enforcement of these restrictions should be coordinated between the Maryland and District of Columbia portions of Friendship Heights.

- **Endorse measures that prevent cut-through traffic in residential neighborhoods.**

The Plan endorses measures to discourage cut-through traffic in residential areas surrounding the Sector Plan area. Residential streets near congested intersections, such as the River Road/Western Avenue intersection, should be monitored periodically to see if drivers are using alternate routes to bypass the major intersections. If monitoring efforts reveal a problem, the Plan recommends using DPWT's residential neighborhood protection program including such measures as one-way access patterns, left-turn prohibitions, and possibly speed humps. In particular, DPWT should evaluate means to prohibit the potential of traffic cutting through the Village of Friendship Heights by going north on Friendship Boulevard at Willard Avenue and into the residential area on North and South Park Avenues. In addition, DPWT should evaluate the need for a traffic signal, including walk signals, at the intersection of South Park Avenue and the Hills Plaza.

C. Transportation Demand Management

One of the objectives of the Sector Plan is to create a lively central business district (CBD) that attracts people for shopping, recreation, employment, or as a place of residence. A basic premise of transportation planning is that a given amount of development will attract a specific number of people. The number of trips made by these people remains relatively constant regardless of the manner in which the trips are made, whether on foot or bicycle, by car, or by public transportation, as long as the level of development does not change. However, the manner in which trips are made to or from the CBD has a significant impact on the transportation system. Strategies to encourage the use of public transit, carpooling, walking, and bicycling and to discourage people from driving alone help relieve traffic congestion.

The Sector Plan proposes that new development be located close to transit facilities as an important element in reducing reliance on the automobile and encouraging transit use by workers, residents, and visitors. The Metro station is the focal point for transit services in the Sector Plan area and redevelopment in the CBD should emphasize Metro access. Adequate sidewalk widths, crosswalks, and appropriate intersection design are critical to providing an environment that encourages people to walk not only to transit but to employment and commercial areas.

Many trips will continue to be made by automobile. But the transit-oriented development this Plan recommends will help to maintain a more livable community by providing a balance between vehicular and pedestrian traffic.

The Friendship Heights CBD has good transit facilities and services, with its centrally located Metrorail station and adjacent bus terminal served by Montgomery County Ride-On and the Washington Metropolitan Area Transit Authority (WMATA) Metrobus routes. In addition to WMATA and County transit services, the Village of Friendship Heights provides its residents free shuttle service to the Town Center.

The entire CBD is within one-half mile of the Metro station. The compact size of the CBD and the mixed-use development promote transit, which is well used. Ride-On and WMATA buses transport over 3,300 inbound passengers and over 3,500 outbound passengers to and from the area on a typical day. The Friendship Heights Metro station has over 8,500 people entering and 8,700 people exiting the station daily. (More detailed transit ridership data are included in the Appendix.)

Currently, the number of CBD employees who do not drive to work is estimated to be about 34 percent. The recommendations below are designed to increase the percentage of people who use modes other than driving alone to jobs, shopping, and recreation. The recommendations range from strategies that can be implemented immediately to longer-term strategies that are connected to the timing of new development.

Objectives: Increase the use of alternative modes to driving alone for commuting and shopping travel by expanding and improving operations of existing transit services.

Recommendations:

- **Expand weekend transit service.**

There are several Ride-On routes that currently offer Saturday service between Friendship Heights and Silver Spring. Consideration should be given to extending existing service hours on these Saturday routes to serve the proposed retail and residential development in Friendship Heights. Ride-On provides weekday service on a route traveling between the residential areas west of the CBD and the Friendship Heights Metro station. Saturday service should be considered along this route to encourage use of the bus for weekend shopping. Sunday service may also be justified.

- **Conduct a study of bus operations at the Friendship Heights terminal and on surrounding streets, including Wisconsin Circle, Western, and Wisconsin Avenues.**

The Plan analysis identified the conflicting transportation uses in Wisconsin Circle including buses, parked cars, overflow taxi parking, the loading area for the grocery store, and pedestrians.

The street geometry at the entrance and exit for the bus terminal and on Wisconsin Circle makes bus navigation difficult. In addition, stopped buses on the Circle, and near the Western Avenue/Wisconsin Avenue intersection can disrupt traffic operations in the area. A detailed analysis of bus operations is beyond the province of this Plan. The Plan recommends that WMATA and DPWT study the existing operations to determine if a change is warranted in the circulation plan for buses entering and exiting the terminal via Wisconsin Circle and the location of bus stops on the surrounding streets. This study should also include a re-evaluation of whether some bus routes should terminate at other Metro stations, such as Bethesda and Tenley.

The Pedestrian and Streetscape Plan at the end of this Chapter has additional recommendations about pedestrian safety at Wisconsin Circle. These would likely be tied to redevelopment of the Chevy Chase Center (parcel 10B).

- **As the Hecht's site redevelops, duplicate some of the transit functions that currently occur on the east side of Wisconsin to improve access to transit on the west side and to encourage ridership.**
 - *Remove the pick-up/drop-off area at the Wisconsin Avenue entrance to Hecht's.* The Hecht's store has a pick-up/drop-off area separated from Wisconsin Avenue by a median island. This area serves Metro passengers, delivery vehicles, and Hecht's customers. Currently, vehicles entering and exiting the area impede the flow of traffic on southbound Wisconsin Avenue and hinder the operation of the Wisconsin Avenue/Western Avenue intersection. As part of the Hecht's site redevelopment, this area should be removed and, if necessary, similar access provided on the site's internal circulation system. The Plan recommends a public open space at this location with amenities that would make a more pleasant walking environment and improve pedestrian access to Metro.
 - *Provide a short-term parking area on the Hecht's site.* The internal circulation plan for the Hecht's redevelopment should provide a short-term parking area on the site close to the Metro station. This area would improve Metro access by allowing drivers to drop off and pick up passengers. It would supplement the 30 designated spaces on the Chevy Chase Land Company parking lot. Direct access to the parking area should not be from Wisconsin Avenue to avoid disrupting traffic flow on this heavily traveled road.
 - *Provide a taxi stand on the Hecht's site.* There is a taxi stand along the northern side of Wisconsin Circle. This area cannot accommodate demand, and overflow parking often creates conflicts and congestion on the Circle. Locating a taxi stand on the Hecht's site would help alleviate the problem by providing additional parking on the west side of Wisconsin Avenue.

Objective: Respond to County Council direction to conduct appropriate analyses allowing creation of a policy area in the Friendship Heights Metro station area, including the boundaries of the policy area and the timing of its creation.

Recommendation:

- **Designate Friendship Heights a Metro Station Policy Area.**

The Plan recommends designating Friendship Heights a Metro station policy area. The County's FY 94 Annual Growth Policy (AGP) adopted a process for setting staging ceiling capacity (the amount of development that can be approved by the Planning Board) in Metro station policy areas. The general procedure is that development capacity permitted in a Metro station policy area should not cause the surrounding policy area to

exceed the assigned AGP transportation standard for area-wide (policy) level of service. As part of each Metro station policy area, a transportation management organization would be established with appropriate demand management goals and programs. The intersections inside the Metro station policy area would use a standard of 1,800 Critical Lane Volume, with those outside governed by the level of service standard set in the AGP guidelines for the surrounding policy area.

Objective: Increase the use of alternative modes to driving alone for commuting and shopping travel by establishing an organization to fund and promote alternatives.

Recommendation:

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

In order to further support the use of transit in the area and to address the Plan goal of reducing single-occupant vehicle travel, a transportation management district (TMD) should be formed in the Friendship Heights Sector Plan area. One objective of the TMD is to increase the number of employees who do not drive to work from the existing 34 percent to 39 percent.

Creation of the TMD would increase transportation choices, enhance the accessibility to the Friendship Heights Metro station, and mitigate the impact of traffic from existing and new development through the effective management of transportation assets and the provision of new transportation services.

A TMD will be most effective if it includes the District of Columbia section of Friendship Heights. The Plan recommends a high-level task force to establish a process for coordinating transportation planning and implementation in this bi-jurisdictional area. Issues include signal timing, intersection improvements along Western Avenue, parking, and transit incentives. The task force should work toward a memorandum of understanding addressing the mode of consultation and decision making, procedures for public input, and structure of a transportation management organization (TMO). However, the development proposed in this Plan should not be conditioned on the District of Columbia's approvals or actions over which the County has no control.

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

Objective: Improve access to the Metro station from the surrounding neighborhoods.

Recommendations:

- **Implement a high-frequency neighborhood shuttle service connecting Chevy Chase Village and Brookdale with the Friendship Heights Metro station. This mini-shuttle would operate in the morning and evening peak periods to encourage greater use of transit by local residents.**
- **Encourage the District of Columbia government to sponsor similar feeder service from adjacent residential neighborhoods.**
- **Encourage greater use of bicycling as a means of neighborhood access to the station by designating bikeways, expanding bicycle storage at Metro, posting and/or distributing bike route maps, and other means. (See Bicycle Network Plan.)**
- **Provide after-dark security along current and future sidewalks and paths connecting the Metro station and surrounding residential neighborhoods to encourage walking by ensuring a safer environment.**
- **Provide supplementary services to make Friendship Heights more pedestrian-friendly, including sidewalks and pathway maintenance, graffiti removal, snow removal, and bus shelter maintenance.**

Objective: Encourage maximum use of alternatives to driving to work alone among employees in Friendship Heights.

Recommendations:

- **Establish a "Transit Store" in a central location to dispense route and schedule information, sell fare media, and promote the use of transit in other ways.**
- **Encourage employers to offer employees a transit/vanpool allowance (e.g. the maximum that is exempt from personal income tax) and to implement "Donor Days" (employees drive four days a week and use alternative modes or telecommute on the fifth day).**
- **Facilitate carpooling and vanpooling by providing personalized ride matching assistance and establishing an "Emergency Ride Home" program.**
- **Establish a Share-A-Ride district and require all new office development to reduce on-site parking by 30 percent.**
- **Support "Resident Only" parking programs in adjacent neighborhoods to discourage overflow parking from commercial uses.**

Objective: Monitor transportation conditions.

Recommendation:

- **Conduct annual vehicle counts, pedestrian counts, and commuter surveys to monitor transportation conditions.**

D. Bicycle Network Plan

The Sector Plan recommends a network of bikeways to serve a variety of functions and users. A complete network will give access to Metro, encourage cycling as an alternative to driving a car to work or for local trips, and provide recreation. (See Figure 40.)

Recreational cycling has become increasingly popular in the region. The opening of the Capital Crescent Trail, in combination with the C & O Canal and Rock Creek Park trails, has extended the range of options for Bethesda-Chevy Chase residents' recreational rides.

The Plan seeks to expand the number of people in the area who use bicycles not only for recreation but also for local trips—to do errands, go to classes, or attend meetings. If safety and security can be assured on the bikeway network, cycling becomes more attractive to people of all ages. It can free parents from chauffeuring children to activities and give preteens and teenagers desired independence. Adults can combine errands with exercise and social activity. A chance to meet neighbors, to stop to talk along the path, helps build a sense of community—one of the main goals of this Plan.

The Plan also seeks to increase the number of people who use the Metro by making bicycle access more convenient. Finally, the Plan seeks to encourage bicycle commuting to jobs in Friendship Heights or to nearby schools.

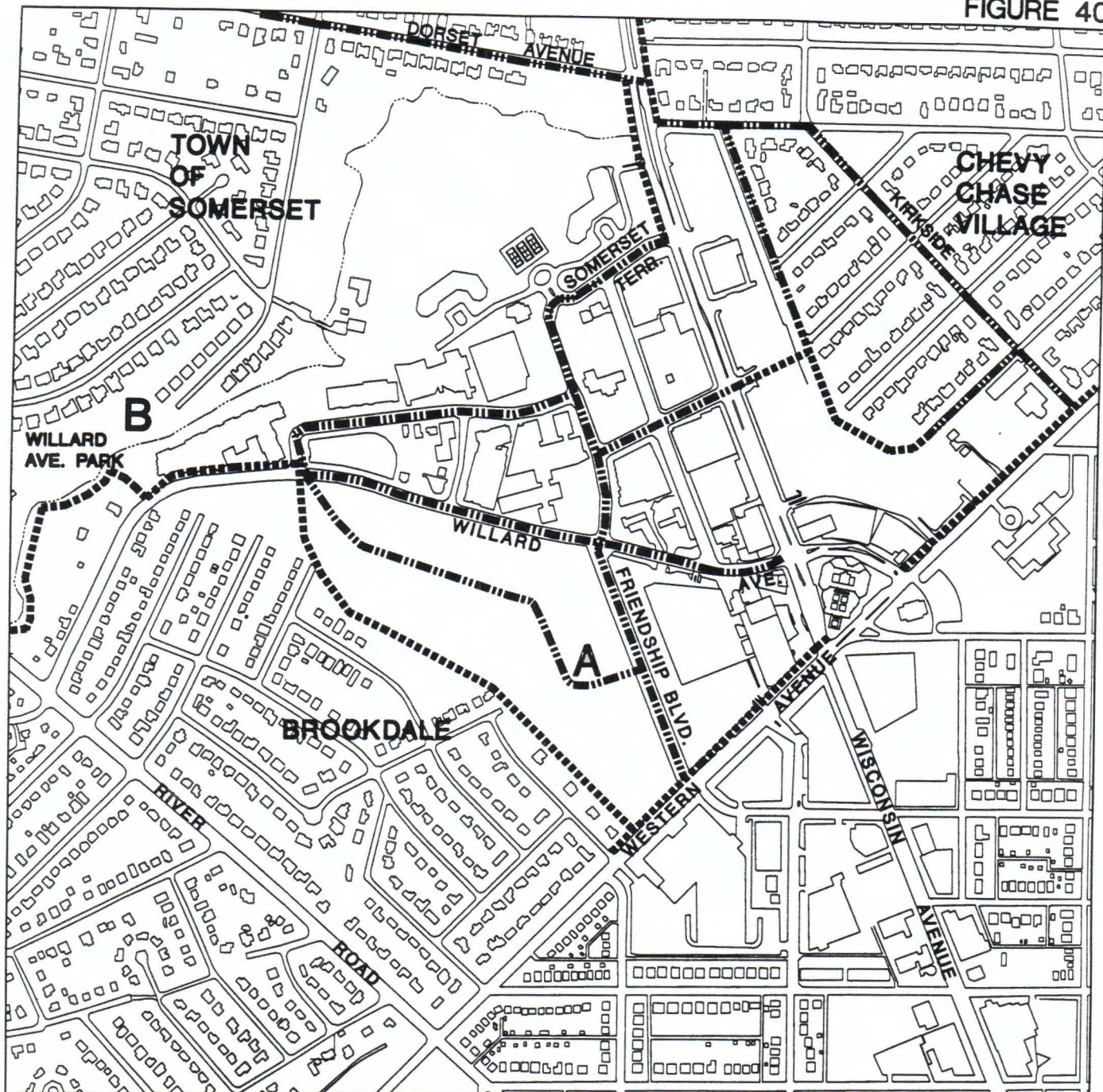
There are different types of bikeways suited to different functions and locations. Three bikeway classifications are commonly used in Montgomery County: Class I bikeways are separate paths; Class II, striped bike lanes; and Class III, shared travel lanes.

To be fully effective, the network must be connected to routes outside the Sector Plan boundaries. Achieving these links requires cooperation between jurisdictions including the District of Columbia, the Town of Somerset, and Chevy Chase Village. The bikeway network illustrated in Figure 40 and the recommendations below provide local routes and connections with the regional bikeway system.

Objective: Provide safe and convenient bicycle access to Metro, offices, stores, and recreation within Friendship Heights and link the local bikeway network to the regional trail system.

PROPOSED BIKEWAY NETWORK

FIGURE 40



..... CLASS 1 (SEPARATE PATH)

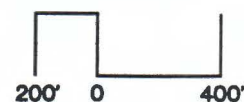
===== CLASS 2 / 3 (SHARED TRAVEL LANE)

NOTE A : LOCATION TO BE DETERMINED AT THE TIME OF GEICO REDEVELOPMENT.

NOTE B : ACHIEVE A BIKEWAY CONNECTION WITH THE TOWN OF SOMERSET.



North



Recommendations:

- **Provide a Class I bikeway from Western Avenue to Willard Avenue, along the greenway between the GEICO property and the Brookdale neighborhood.**

This bikeway will function primarily as a recreational path for residents in the area. It will provide access to Brookdale Park and, as discussed below, will be linked to Willard Avenue Park and the Capital Crescent Trail.

- **Designate a bikeway connection to the west of Friendship Heights via Willard Avenue Park.**

The Plan recommends that cyclists cross Willard Avenue from the GEICO site at the North Park/Willard Avenue intersection. Cyclists should be discouraged by signs or other measures from crossing at the Willard Avenue Park entrance because poor sight distance creates unsafe conditions.

The Plan recommends designating a Class I bikeway along the sidewalk on the north side of Willard Avenue from its intersection with North Park Avenue to the entrance of Willard Avenue Park. This segment is not ideal, but there are no valid alternatives. Should redevelopment occur on the north side, the additional right-of-way recommended (see Figure 42, Promenade C.) would allow a wider sidewalk to better accommodate cyclists and pedestrians.

At the Willard Avenue Park entrance, the bikeway goes through the park to River Road. The *Master Plan of Bikeways* recommends a link along the east side of River Road to connect with Little Falls Parkway and the Capital Crescent Trail. As a temporary measure, signs should alert pedestrians that they must share the sidewalk with cyclists. The Plan recommends studying a safer long-term link to the trail.

- **Achieve a bikeway system connection north of Friendship Heights through the Town of Somerset.**

As part of a continuous network, it is important to have a bicycle connection between the Town of Somerset and Friendship Heights. Such a link would allow residents of Somerset access to the Metro station, CBD shopping, and recreational facilities including the Willard Avenue Park and the greenway. It would provide residents of Friendship Heights and the Brookdale neighborhood safe access to the Capital Crescent Trail and activities in the Bethesda CBD.

The Town of Somerset has reviewed possible path connections to Willard Avenue Park that include ways of crossing the Little Falls stream. This Plan recommends continued efforts to find a mutually satisfactory link that allows residents of both communities to cross the stream by foot or bicycle in the safest and most convenient manner possible. Factors to be taken into consideration include environmental impact, the erosive force of Little Falls, security, and feasibility. (See Chapter IV Section C.)

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

An on-street bikeway through the GEICO site would use an internal access road from Willard Avenue at its intersection with North Park Avenue to Friendship Boulevard.

- **Designate a Class II or III bikeway along Willard Avenue between North Park Avenue and Wisconsin Avenue.**
- **Provide a Class I bikeway along the north side of Western Avenue from Cortland Road to the intersection of Western Avenue with Wisconsin Avenue. Continue the Class I bikeway along the sidewalk on the north side of Western Avenue from Wisconsin Circle to Kirkside Drive. There are no realistic alternatives to use of the sidewalk in the eastern segment.**
- **Designate a Class II or III bikeway along Friendship Boulevard between Western Avenue and Somerset Terrace. Continue the bikeway along Somerset Terrace to Wisconsin Avenue. Designate a Class I bikeway along the sidewalk on the west side of Wisconsin Avenue from Somerset Terrace to Dorset Avenue. This section of the bikeway network will provide a north-south connection through Friendship Heights. The use of the sidewalk in the segment between Somerset Terrace and Dorset Avenue is not ideal. It will, however, provide cyclists a link to destinations on the west side of Wisconsin Avenue via Dorset Avenue and provide a connection to the route recommended in the *Master Plan of Bikeways* on the east side of Wisconsin Avenue along the boundary of the Chevy Chase Country Club to Bethesda.**
- **Designate a Class II or III bikeway in the Village of Friendship Heights that follows North Park Avenue east from its intersection with Willard Avenue and crosses Wisconsin Avenue via Friendship Boulevard and South Park Avenue.**
- **Provide a Class I bikeway along Montgomery Street and the greenway along the western boundary of Chevy Chase Village, continuing as a Class II or III bikeway on Belmont Avenue to the north and Grove Street to the west.**

A route through this buffer area was recommended in the 1974 Sector Plan and is shown on the County *Master Plan of Bikeways*. It lies entirely within the boundary and purview of Chevy Chase Village and can be implemented only if Chevy Chase Village agrees with the recommendation. It would allow neighborhood residents of all ages to cycle to the Montgomery Avenue connection with Friendship Heights. The route would also provide a link to the Class I bike path recommended in the *Master Plan of Bikeways* for the east side of Wisconsin Avenue, along the Chevy Chase Country Club property, to Bethesda. The Plan proposes eliminating the link through the Wohlfarth property on Western Avenue, shown in the 1974 Sector Plan and the *Master Plan of Bikeways*. North-bound bicycle commuters could safely use Kirkside Drive to Grafton Street as an alternative. The Plan recommends designating those streets as Class III bikeways, in coordination with Chevy Chase Village.

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

E. Pedestrian and Streetscape Plan

Friendship Heights residents and workers need a safe and attractive pedestrian environment that will encourage use of Metro, contribute to social interaction, and provide a setting for public life. The Pedestrian and Streetscape Plan contributes to the vitality of the CBD and helps reinforce business activities. It seeks a balance between vehicular and pedestrian needs and attempts to minimize conflicts between cars and people.

The Pedestrian and Streetscape Plan reflects the Sector Plan concept described in the initial pages of this document. Wisconsin Avenue, the major commercial street within the CBD, and streets near Metro should offer a high level of pedestrian amenities to encourage and accommodate a significant level of pedestrian activity. Streets within the Village of Friendship Heights and closer to single-family residential neighborhoods should have a more passive and park-like character than those in the commercial area. (See Figure 41. Note that the locations where the promenade sections are illustrated in Figures 42 and 43 are marked on Figure 41.)

The recommendations in this section complement those in other parts of the Plan. The new street systems proposed for the GEICO and Hecht's sites will break up large tracts into short walkable blocks and add sidewalks and paths that will allow people to walk through the sites rather than around the periphery to the Town Center and Metro. Pedestrian crossings of major streets will be easier with a mid-block crossing on Friendship Boulevard, medians on Willard Avenue, and improvements on Wisconsin Circle. Pedestrian safety will be enhanced by residential development on the GEICO site and by additional security measures provided by a transportation management organization (TMO).

Objectives: Encourage walking by creating an attractive pedestrian environment and improving pedestrian access to Metro and other parts of the community.

Strengthen community identity by developing streetscapes that distinguish the different districts in Friendship Heights.

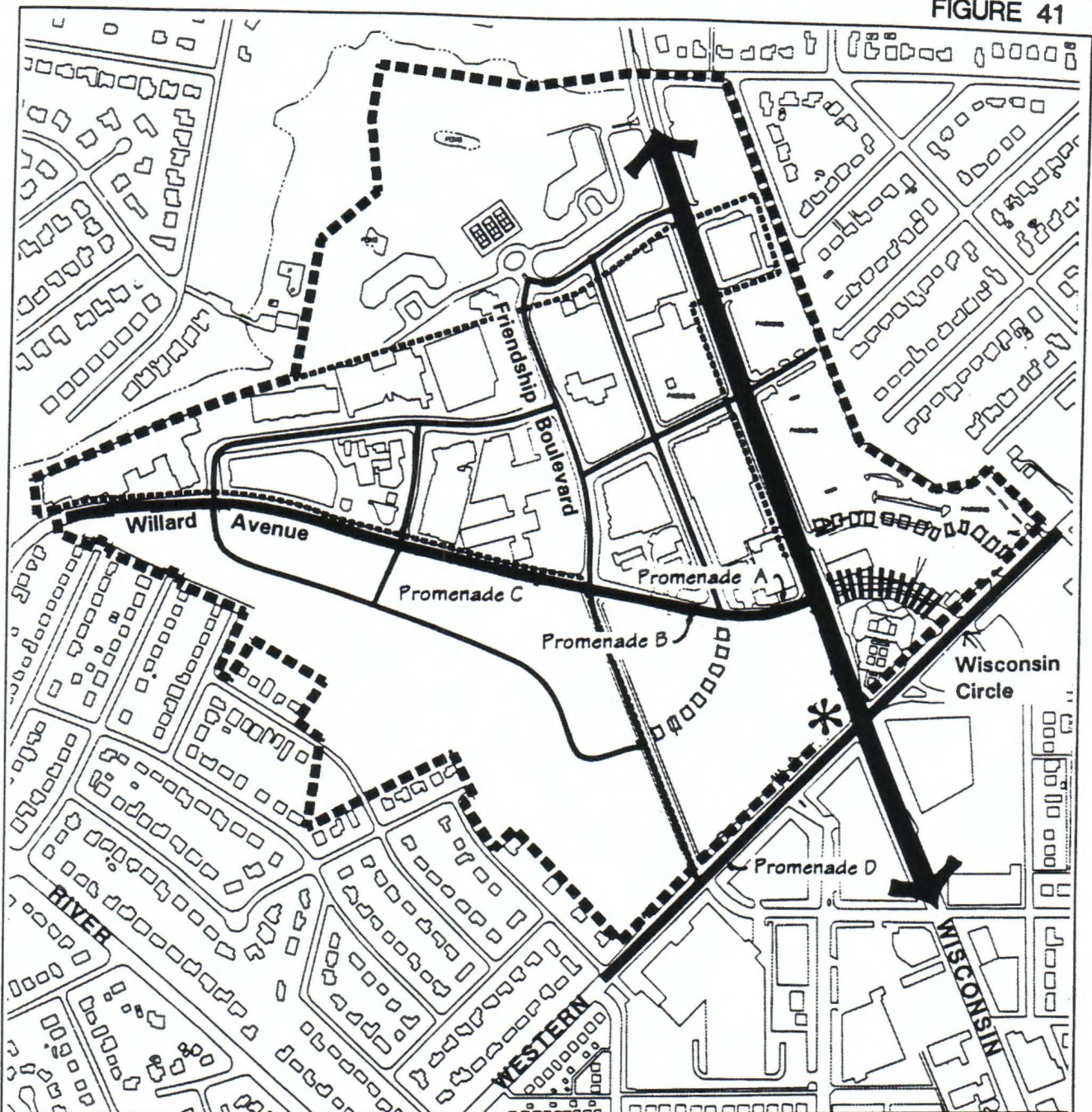
Reinforce the street hierarchy by achieving a higher level of streetscape improvements along the major corridors and significant pedestrian routes.

Increase the amount of greenery by planting trees along all streets, using a variety of species throughout the area to achieve horticultural diversity. Allow off-site tree planting to fulfill forest conservation requirements of developing parcels.

Reduce visual clutter and create attractive street corridors by placing utilities underground on major streets and pedestrian routes and by upgrading existing streetscape character throughout the Sector Plan area.

PROPOSED STREETScape PLAN

FIGURE 41



Urban Boulevard



Promenade



Local Street



Special Treatment at Metro



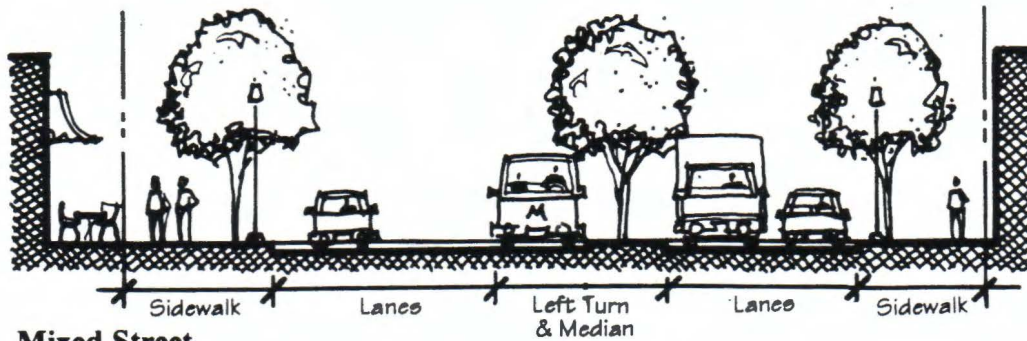
Mixed Street (Private or Public)



Mixed Street (Public)

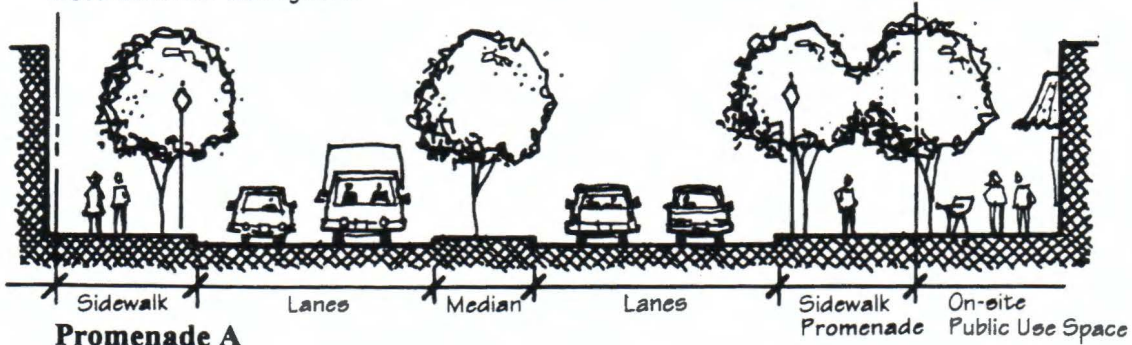
PROPOSED STREET SECTIONS

FIGURE 42



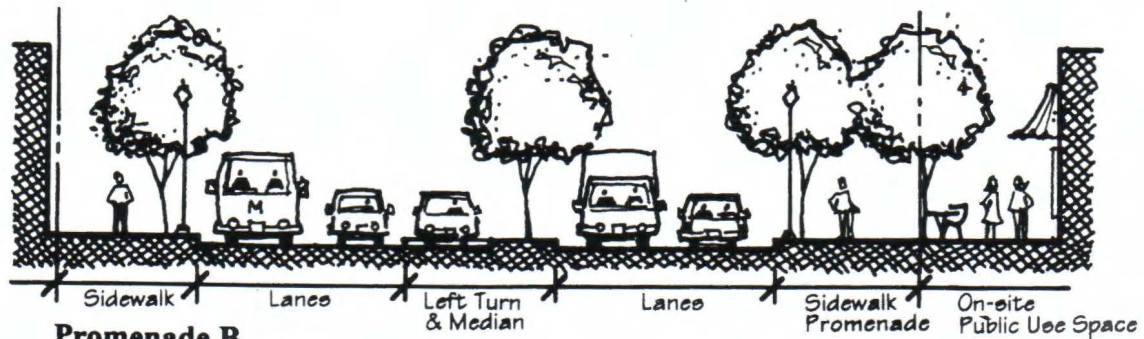
Mixed Street

Wisconsin Circle looking east



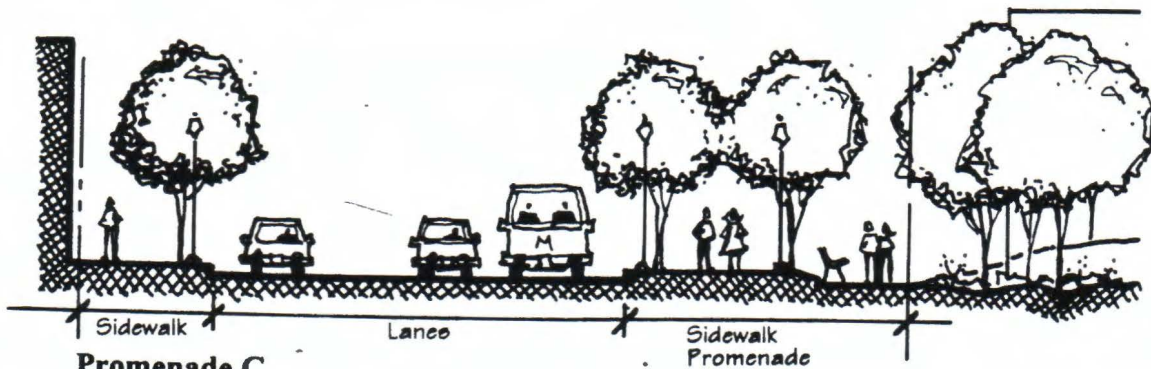
Promenade A

Willard Avenue looking east



Promenade B

Willard Avenue looking east

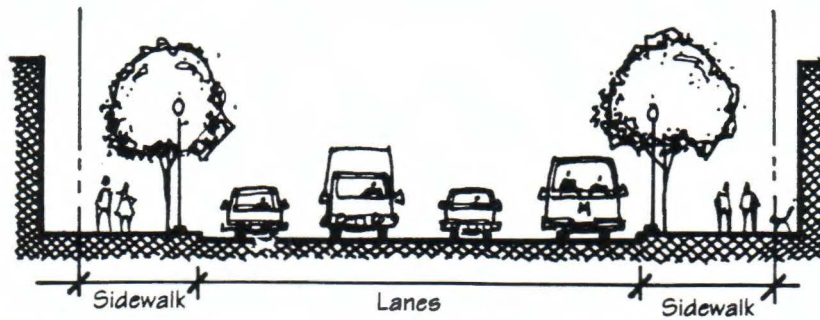


Promenade C

Willard Avenue looking east

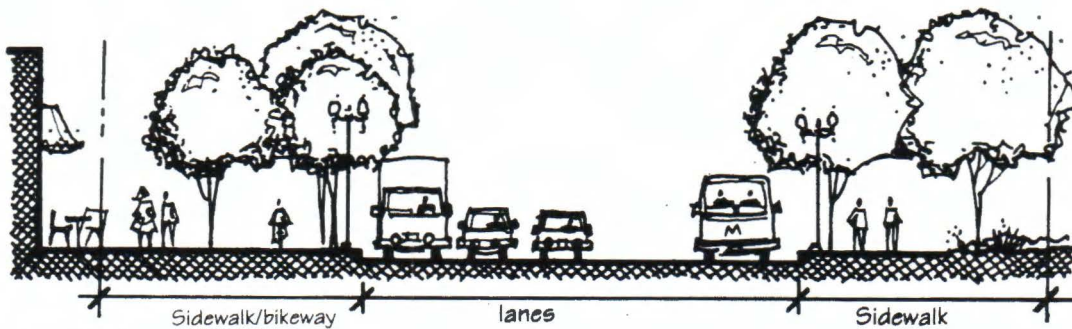
PROPOSED STREET SECTIONS

FIGURE 43



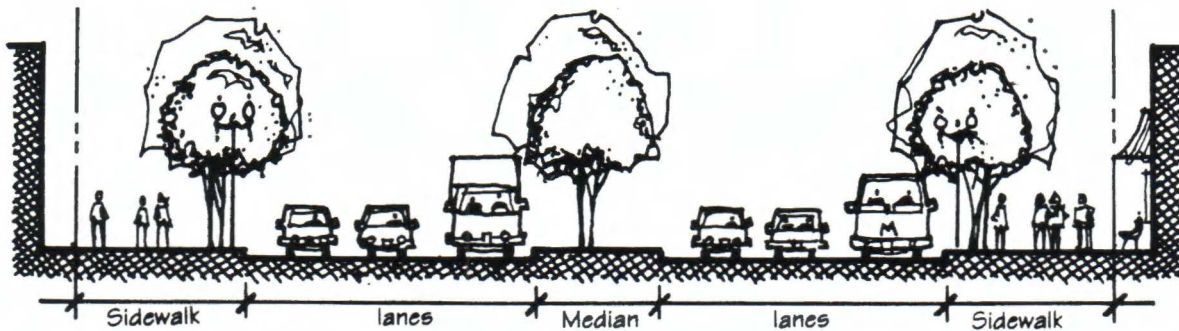
Local Street

Friendship Boulevard looking north



Promenade D

Western Avenue looking east



Urban Boulevard

Wisconsin Avenue looking north

Recommendations:

- **Develop Wisconsin Avenue as a major Urban Boulevard which extends from the District of Columbia to Somerset Terrace.**

Establish Wisconsin Avenue as an urban boulevard by upgrading the streetscape with special paving such as brick, double-fixture Washington Globe lights, and tightly spaced shade trees at the curb and within the median. Provide a minimum of 20 feet of public sidewalk within the right-of-way to adequately accommodate pedestrian activity and streetscape. (See Figure 43 for illustration.)

- **Provide special streetscape at the crossroads of Wisconsin and Western Avenues in response to pedestrian movements and the visual importance of the intersection.**

On the Hecht's side of Wisconsin Avenue, the Plan recommends eliminating the existing vehicular/pedestrian drop-off area and creating a small urban plaza which emphasizes the Metro entrance and includes the District Boundary marker. The plaza may include art work, fountains, landscaping, special lighting, seating, and other amenities. (See Figure 29.)

- **Develop Wisconsin Circle as a Mixed Street that better accommodates pedestrians and vehicles within the right-of-way. Conduct an operational analysis and, if feasible, provide a mid-block signal for pedestrian crossings.**

Establish Wisconsin Circle as a Mixed Street—one that emphasizes pedestrian circulation while allowing limited, slow vehicular traffic. A portion of Wisconsin Circle should be upgraded with special paving such as brick, Washington Globe lights, tightly spaced street trees, and seating. Provide a minimum of 20 feet of public sidewalk within the right-of-way to adequately accommodate pedestrian activity and streetscape. (See Figure 42 for illustration.)

The Friendship Heights Metro station and the retail and office uses to the north attract a large number of pedestrians. Heavy bus traffic, a taxi stand, illegally parked vehicles, numerous delivery trucks, and a fence in the median of Wisconsin Circle create barriers to pedestrian movement.

If endorsed by DPWT after an operational analysis, the Plan recommends considering a mid-block signal on Wisconsin Circle to provide a safer roadway crossing for pedestrians. The signal may be coordinated with the Wisconsin Avenue signal to prevent traffic disruption on that road. If the mid-block signal is installed, the fence currently located in the Wisconsin Circle median to discourage unsafe pedestrian crossings should be removed. DPWT and SHA should evaluate the cycle times for the traffic signals along Wisconsin Avenue to assure that enough time is included to allow elderly and disabled pedestrians to cross safely.

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

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

- **Develop Willard Avenue as a Promenade with a park-like character along the south side of the street to complement adjacent residential areas on the GEICO site and improve pedestrian access to Metro.**

Willard Avenue should have the Friendship Heights Street Lantern on both sides, special paving such as brick and tightly spaced street trees. On the south side, there should be a double row of street trees to form an allee and a minimum of 30 feet of curbside area within the public right-of-way in order to accommodate sidewalk space, trees and lighting. The allee will reinforce the park-like areas of tree conservation and reforestation. (See Figure 42, Promenade C for illustration.)

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

Single-fixture Washington Globe lights and street trees have been installed on both sides of Friendship Boulevard, and there is a brick path on the east side. The Plan supports continuing these streetscape elements in any future redevelopment. In conjunction with development on the Hecht's and GEICO sites, a mid-block crossing should be provided to encourage pedestrian access. (See Figure 43.)

- **Develop other streets within the Village of Friendship Heights in accordance with the Village streetscape plan for street lighting.**

All local streets within the Village of Friendship Heights should have street trees planted adjacent to the curb wherever possible. Special paving may be required if implemented under the optional method of development or funded by other means.

- **Develop an interconnected system of streets within the GEICO site to serve both residential and commercial uses.**

New streets on the GEICO site should be designed to discourage through traffic. Within the commercial areas, the sidewalks should be 12-15 feet in width with tightly spaced street trees and Washington Globe lights or other special lighting, if approved by DPWT. Major residential streets should have sidewalks on both sides. Streetscape elements within the residential area should be determined at site plan review.

- **Provide a high level of pedestrian amenities and attractions on streets with significant pedestrian activity to encourage walking and use of Metro.**

Provide animating retail uses such as sidewalk cafes and vendors for streets within the Town Center. If cafes and vendors are allowed within the public right-of-way, an unobstructed pedestrian space approximately ten feet wide should be provided. Streets that are farther from the Town Center should have a more passive, park-like character.

- **Place utilities underground on major streets to reduce visual clutter and avoid conflicts with existing and proposed street trees.**

A Friendship Heights Streetscape Plan, a compendium document to the Sector Plan, will be prepared with detailed specifications on street lights, street trees, and paving.

IV. OPEN SPACE AND ENVIRONMENTAL RESOURCES PLAN

A. Goals

- Provide for the active and passive recreational needs of residents and employees of the Sector Plan area.
- Protect and enhance environmental resources in the area.

B. Parks and Open Spaces

In a built-up area like Friendship Heights, parks and open spaces serve many functions: they provide visual relief from the concrete and glass of surrounding buildings, usable space for recreational pursuits, buffers between commercial and residential areas, and protection of environmental resources. The scale of each space is determined by its use: a small urban park can provide a haven for the lunch hour visitor to eat, read, and socialize; a larger paved public space encourages strolling and people-watching; a connected stretch of woods and stream valley supports animal habitat.

Existing Spaces

Parks and open spaces within the Sector Plan area today are: Hubert Humphrey Park, an urban park in front of the Friendship Heights Village Center; Page Park, a small neighborhood park, also maintained by the Village of Friendship Heights; and Brookdale Park, a three-acre neighborhood park leased by the Maryland-National Capital Park and Planning Commission (M-NCPPC) from GEICO.

Just to the west of the Sector Plan area is the five-acre Willard Avenue Neighborhood Park, which is part of the Little Falls watershed. The Town of Somerset owns the wooded watershed area to the northeast, and the Town has recreational facilities adjacent to Warwick Place. Farther north (just south of the Bethesda CBD), Norwood Local Park connects with Little Falls Branch Park, which in turn has links to the Capital Crescent Trail. On the east side of Wisconsin Avenue, Chevy Chase Village has several small open spaces and the private Chevy Chase Country Club golf course provides an oasis of green.

There are also recreation facilities and programs for residents of the Sector Plan area. In addition to Hubert Humphrey Park, the Friendship Heights Village Center contains a library and meeting rooms of various sizes and provides a variety of programs open to the public. Each of the high-rise apartment buildings in the Village of Friendship Heights and the Somerset House complex has interior recreation facilities for the use of its residents (see Table 6). Though the two Somerset House towers, built within the last decade, are surrounded by open space, the older apartment buildings in the Village are for the most part built to the lot line and provide few visible exterior amenities.

Table 6

EXISTING APARTMENT & CONDOMINIUM RECREATIONAL FACILITIES

Building Name	No. of Units	Swim Pools	Tennis Courts	Exercise Room/Gym	Meeting/ Party Room	Other Facilities
The Irene 4701 Willard Avenue	525	2	2	yes	75x120 s.f.	no
North Park Avenue 4615 North Park Avenue	310	1	no	yes	no	no
Highland House 5480 Wisconsin Avenue	391	1	no	no	no	no
Highland House West 4450 South Park Avenue	308	1	no	no	no	no
The Willoughby 4515 Willard Avenue	815	2	no	yes	99 person capacity	1 sundeck 2 saunas
The Carleton 4550 North Park Avenue	149	1	no	yes	49 person capacity	2 saunas 1 card room
The Elizabeth 4601 North Park Avenue	353	1	no	yes	49 person capacity	2 saunas 1 library
4620 North Park Avenue	293	1	no	yes	100 person capacity	1 library 2 saunas
Somerset House I and II Complex 5555 Wisconsin Avenue	307	2	3 + 2 racquet ball courts	Separate Recreation Center with several meeting/party rooms totaling 150 person capacity; aerobics room; billiard room; plus hobby and tv rooms. Each condo building also has a party room.		

Source: Montgomery County Planning Department

Future Need

County standards provide a preliminary guide for determining the need for additional parks, open spaces, and recreational facilities in the Sector Plan area. One set of standards is the Guidelines for Recreational Amenities in Residential Developments. The existing high-rise apartments, taken as a whole, appear to meet the standards, based on the recreational facilities they include for use of their residents. But because the facilities are interior to the buildings, they do not add to the ambience of the area. A site plan review today for a project comparable to any of these apartment buildings would require more exterior open space. The Plan identifies opportunities to provide additional open space within the Village of Friendship Heights.

The Guidelines for Recreational Amenities will apply to the proposed residential development on the GEICO site. The Plan designates the general location for some of these amenities, to be detailed later at site plan review.

The Parks, Recreation, and Open Space Master Plan sets standards for facilities County-wide. There is a greater need for local park ballfields than for any other recreation facility. Bethesda-Chevy Chase currently has the highest need for ballfields in the County, and the need will continue to be high through the year 2010. According to the 1997 Parks, Recreation and Open Space Plan, in 1995, there was a need for 9 ballfields; in 2000 the need will be 14, and in 2010 it will be 16. It is difficult to extrapolate guidance on providing ballfields in a small compact area of higher density like the sector plan areas. Given the need and the available space, it does not appear that a significant portion of the need for ballfields can be met in the Friendship Heights sector of the Bethesda-Chevy Chase Planning area.

State and County environmental policies also recommend creation of a system of greenways. Greenways are linear open spaces set aside for recreation and conservation uses. Greenways link people, communities, and the natural environment. The greenway concept is not a discrete regulatory or land acquisition program. It is a unifying approach to use existing park acquisition, regulatory, and voluntary programs to create a network of green spaces that will protect wildlife habitats and provide links for human or animal movement throughout the state. Greenways can be on public or private lands; private land in greenways may be protected through a conservation easement.

Wherever possible, trails and bikeways are planned to provide connections between neighborhoods, commercial areas, and workplaces as well as between other parts of the County and the region. Often, publicly owned land in greenways provides vital links in an interconnected transportation network that encourage alternative modes of transportation and knit communities together.

Objectives: Provide parks and open spaces at a variety of scales to meet the recreational needs of residents, create community gathering spaces, and protect environmental resources.

Develop a local system of greenways that connects to a regional system for recreation, linkage, and buffering between residential and commercial uses, water quality, and habitat protection.

Recommendations: (See Figure 44.)

- **Create a major public park, a “Commons” or “Green” on the Hecht’s site near the Willard Avenue/Friendship Boulevard intersection.**

This park, approximately one acre in size, should be provided as part of redevelopment of the Hecht’s site. It will offer residents and employees a green refuge from concrete and asphalt. The park should include an open grass area and shade trees, as well as seating areas, paths, special paving, lighting, and other features such as fountains and art work. This major gathering place for the community should accommodate a range of activities from concerts and festivals to outdoor dining, strolling, and people watching. Adjacent land uses such as restaurants, cafes, and a residential building will draw people to the park. Space should be provided for a community center either in a free-standing building within the park or in a building next to the park. If the Hecht’s site is not developed as one parcel, a public use space that achieves Plan objectives in a different location from that of the park described above could be considered at the time of the project plan. (See Figure 45.)

- **Create new urban parks or plazas in the following locations:**

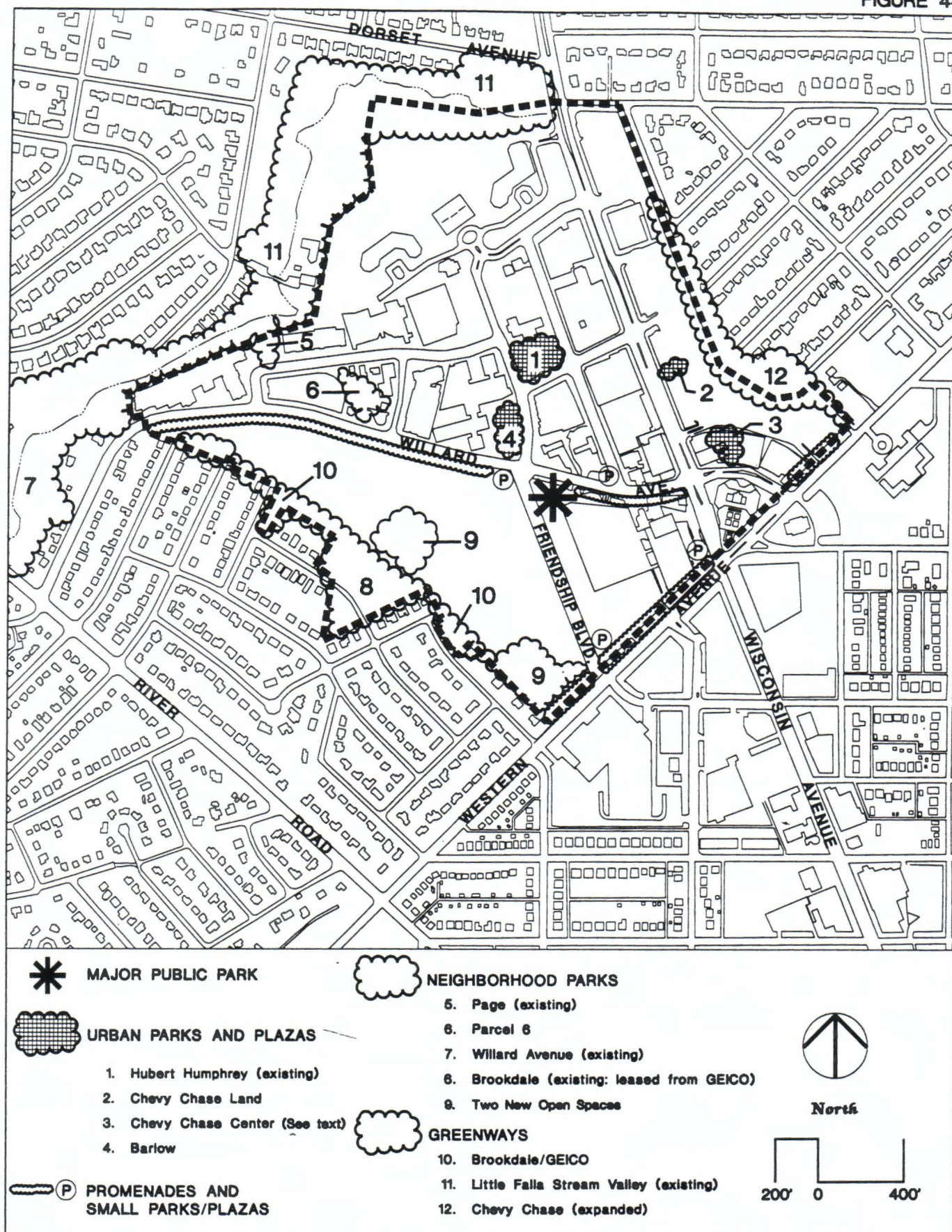
- *The Chevy Chase Land Company site between the new buildings along Wisconsin Avenue and between existing and new sections of the Chevy Chase Center. These parks or plazas will be created as part of redevelopment of this site. They should be lively places incorporating outdoor cafes, retail entrances, seating areas, shade trees, special paving, lighting, and other features such as fountains and art work. (See Figure 46.)*
- *The Barlow property on the northwest corner of the Friendship Boulevard/Willard Avenue intersection. This space (parcel 14) will be developed by the Barlow Corporation as part of an approved site plan. It is designed to have a passive character, with quiet areas for sitting, paths for strolling, trees and decorative plantings, and public art.*

- **Complement the proposed Urban Boulevard on Wisconsin Avenue and Promenades on Willard and Western Avenues with small urban parks, plazas, or green areas provided as part of redevelopment of the Barlow, Hecht’s and GEICO sites in the following locations:**

- *Willard Avenue between The Hills Plaza and Wisconsin Avenue on the Barlow property (parcel 9B).*
- *The Wisconsin Avenue/Western Avenue corner of the Hecht’s site.*
- *The Friendship Boulevard/Western Avenue corner of the Hecht’s site.*
- *The Friendship Boulevard/Willard Avenue corner of the GEICO site.*

OPEN SPACE PLAN

FIGURE 44



**Figure 45: Major Public Park
on the Hecht's Site**

This concept sketch shows the proposed park with an open lawn, shade trees, benches, cafe, and entrance to a community center.



Figure 46: Urban Park on the Chevy Chase Land Company Site
This concept sketch shows the proposed park between four-story retail/office buildings on Wisconsin Avenue.



- **Provide for neighborhood parks in the following locations:**
 - *Parcel 6, within the Village of Friendship Heights.* This park could be created by land exchange, public acquisition and/or private contribution of some of the lots. Alternatively, the park could be the amenity space of an optional method project on an assembled set of lots. The Park should be designed for the quiet enjoyment of adjacent residents and for visual relief from the surrounding high-rise buildings. The design should retain existing trees where appropriate and take advantage of the site's topography.
 - *The site of the existing Brookdale Park.* Currently leased from GEICO, this park should be dedicated to M-NCPPC as part of development on the GEICO site. It will be part of the greenway discussed below. (See Figure 47.)
 - *Two new open spaces on the GEICO site: one to the north of Brookdale Park and one along Western Avenue.* The uses should be determined by the Planning Board at the time of the development plan for the GEICO site. A ballfield for youths 12 and under, or other active recreational uses, may be appropriate for one or both sites. Until the Planning Board makes a final determination regarding use, adequate space should be reserved at the open space adjacent to Brookdale Park for a Little League- size field and at the Western Avenue site for a junior/practice size field. Once the Planning Board has made a determination regarding the appropriate use (s) for the sites, it should also determine whether one or both sites should be dedicated or privately owned and maintained. It is contemplated that at least one of the sites would be dedicated. (See Figures 33 and 34.)
- **Designate greenways, in a variety of ownerships, in the following locations:**
 - *Along the boundary between the proposed residential development on the GEICO property and the existing Brookdale community.* This greenway should include a Class I bikeway, which meanders through the park. It should accommodate the recreational needs of the new residential community on the GEICO site, complementing the Brookdale Neighborhood Park.
 - *Along the Little Falls stream valley, between the Town of Somerset and the Friendship Heights Sector Plan area, connecting to Willard Avenue Neighborhood Park.*
 - *Along the unbuilt right-of-way east of the Chevy Chase Land Company parking lot.* This greenway would include enhanced plantings on the Chevy Chase Land Company property east of the existing wall and the planted area in Chevy Chase Village. It should include a Class I bikeway.

Figure 47: Brookdale Park

This sketch shows the neighborhood park with proposed townhouses and office building and existing apartment building.



C. Stormwater Management

Friendship Heights is intensely developed. It was developed at a time before environmental controls were in place and, as a result, the natural environment is seriously impaired in Friendship Heights and in the entire Little Falls watershed. As the area redevelops, the environmental goal is to restore as much of the natural environment as possible, especially in terms of watershed management.

The resilience of natural resources varies, based on environmental characteristics, the degree of disturbance, the effectiveness of mitigation, and other factors. Development patterns in various areas of the County also differ. According to County policy, development is generally concentrated in areas served by public infrastructure and otherwise limited to preserve agriculture, open space, and sensitive areas.

A County-wide Stream Protection Strategy (CSPS) assesses stream quality throughout all the County watersheds, assigning management categories and tools and setting priorities for watershed preservation, protection and restoration. The CSPS defines watershed management categories based on the existing stream resource condition, existing and planned land uses in the watersheds, and the types of management tools available to protect or restore each watershed. The CSPS provides a consistent process for identifying stream preservation, protection and restoration needs County-wide. The Montgomery County Department of Environmental Protection (DEP) and the M-NCPPC cooperated to draft the initial CSPS and will continue to refine the report and the priority rankings as new stream quality data becomes available. This strategy is closely tied to the County's biological monitoring program and will be updated on a regular basis to incorporate new monitoring results.

The CSPS designates the Little Falls upper mainstem (which encompasses all of Friendship Heights) as a Watershed Restoration Area. Much of the Little Falls watershed, developed prior to requirements for environmental controls, now suffers from degradation caused by development throughout the watershed, including intense development in the Sector Plan area. Approximately 31 percent of the major stream segments have been channelized or piped, primarily in the upper part of the watershed. This results in increased water runoff velocities, and exacerbates downstream erosion and in some places stream migration. The in-stream biological community is also extremely impaired, indicating a high level of pollution in the stream.

There are two areas in Friendship Heights where the effects of uncontrolled stormwater runoff are particularly evident. The first is behind The Irene and North Park Avenue apartments. At the narrowest point, only 120 feet separate houses in Somerset on one side of the stream from The Irene on the other. If this area were developed under current environmental guidelines, the minimum distance would be 200 feet. This situation leaves little room for stream migration, a factor that is accelerated and intensified by high storm water volumes. In this area, the stream is continuing to move toward Friendship Heights. Erosion poses a potential threat to any pathway and to the apartment buildings.

The second location where uncontrolled water runoff is evident is at the confluence of Jenifer Run and Little Falls near the entrance to Willard Avenue Park, next to The Irene Apartments. The

force of stormwater at this confluence has resulted in severe bank erosion, undercutting several large trees.

Land use decisions will have a limited effect on water quality within the Little Falls watershed. Redevelopment, however, may present opportunities for additional stormwater management. As new development or redevelopment takes place, regular environmental protection measures will be employed, resulting in improvements in runoff conditions from these areas. At a comprehensive level, the County's efforts will focus on restoration, given the existing conditions. Public funding may be used to supplement required private stormwater management facilities to address impacts from existing development upstream.

The CSPA identifies the Little Falls upper mainstem as a priority watershed. The Department of Environmental Protection (DEP) is currently in the process of developing an action plan for the Little Falls Watershed, based on a comprehensive assessment of watershed conditions and problems. It is anticipated that this action plan will refine the management strategies indicated in the CSPA, including stream restoration and pollution control. It will also identify stormwater management needs and opportunities to mitigate the impacts of existing development and future redevelopment.

State and local regulations require that on-site stormwater controls be addressed. Types of controls include but are not limited to infiltration, flow and pollutant attenuation, on-site retention, detention through underground storage pipes, and any combination of these methods that is appropriate.

The existing stormwater management regulations currently have provisions that allow waivers of on-site stormwater management controls. These waivers have at times been granted in urbanized areas such as the Friendship Heights CBD because of site constraints, high cost of underground storage facilities, and a storm drain network that conveys runoff to the receiving stream. However, the Department of Permitting Services (DPS) will consider both on-site and off-site stormwater quality and quantity controls for redeveloping areas.

Objectives: Use current environmental requirements to mitigate effects of any new development or redevelopment.

Implement restoration programs through DEP and other agencies, with citizen participation, to address the lack of adequate stormwater management and water quality protection in the upper Little Falls watershed.

Recommendations:

- **Design redevelopment sites to minimize impervious surface area and maximize landscape plantings.**
- **Require new development and redevelopment to provide on-site water quality and quantity controls, where site conditions permit, and safe conveyance of stormwater runoff to the receiving stream, or direct run off to suitable off-site facilities.**
- **Ensure strict adherence to the guidelines adopted in "Environmental Management of Development in Montgomery County".**
- **Support DEP's efforts to locate specific sites for stormwater management retrofits, water quality controls, and stream bank stabilization projects.**

D. Air Quality

Although there are various forms of air pollution, the major health concern in this region is exposure to ground level ozone. Ozone is formed in the atmosphere when exhaust emissions and sunlight react under certain conditions. The Clean Air Act Amendments of 1990 require regional consideration of air quality. The Washington Metropolitan Statistical Area, which includes Montgomery County, does not meet the federal standards for ozone and is considered a non-attainment area. Carbon monoxide exposure at "hot spots" has been a localized health problem. Carbon monoxide pollution has been substantially reduced as a result of cleaner burning fuels. The major approach to achieving better air quality is now shifting to reducing ozone on a regional level.

The General Plan clearly recognizes the need to address air quality issues by concentrating development in areas served by public infrastructure and transit. The recommended land use pattern of Friendship Heights reflects this policy direction. Other pollution-reduction strategies used throughout the County include promotion of transit, mandatory trip mitigation measures, cluster and mixed-use developments, and high-occupancy vehicle (HOV) lanes. Reduction of emissions from single-occupant vehicle (SOV) travel is a main focus of the County's ozone control efforts in regard to land use. It is also a transportation objective of this Sector Plan. The approach taken in the Plan is to emphasize the location of new development near transit, to improve access to transit, and to promote cycling and walking through an enhanced bikeway and pedestrian network.

Objectives: Reduce ozone pollution in Friendship Heights through participation in regional efforts to reduce emissions of volatile organic compounds and nitrogen oxides.

Improve air quality by encouraging walking, cycling, and use of transit in existing development and redevelopment.

Recommendations:

- **Pursue land use policies that locate mixed land uses near transit stops.**
- **Provide strong incentives to encourage the use of alternatives to single-occupant vehicle travel.**
- **Maintain pedestrian and bicycle access to transit stops, community retail centers, and employment areas.**

E. Noise

In Montgomery County, government agencies have the authority to control two of the most prevalent types of noise, stationary and mobile sources. The Montgomery County Noise Ordinance regulates stationary noise sources such as heating and air-conditioning units, construction activity and neighborhood noise annoyances. The Montgomery County Planning, through master plan and regulatory review of plans, addresses the need to protect residential properties from mobile source noise such as from automobiles.

The guidelines identify several measures to alleviate traffic noise problems, including:

- Noise-compatible land use
- Distancing the receiver from the source
- Blocking the path from source to receiver
- Sensitive site design
- Acoustical treatment of buildings.

These are typically applied at the time of subdivision. At the development stage, noise attenuation measures, site design standards, or acoustical treatment of the affected structures would be implemented to meet the goals within the guidelines.

Objective: Minimize noise impacts on existing development and redevelopment.

Recommendation:

- **Support noise-compatible site design for new development and redevelopment within the noise impact areas along major roads (Wisconsin Avenue and Western Avenue).**

V. IMPLEMENTATION

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

A. Zoning

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

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

B. Implementing Recommended Improvements

Friendship Heights today is a successful urban center located at a transportation hub with a good balance of residential, retail, employment and leisure-time uses. A major element of its success is the variety, number, and concentration of strong residential communities ranging from high-rise and mid-rise congregate buildings to single-family detached housing in and around the urban center. Its success in remaining a vibrant and safe community, competitive with other regional destinations, depends on increased attractiveness. This can be achieved through amenities and open space allowing for community gatherings and events; enhanced safety and convenience from improving the pedestrian environment for easy access to Metrobus and rail; and the improvement and promotion of the existing and future development to attract citizens to the area.

Table 7 and Table 8 list projects or special studies recommended in the Sector Plan. While some of the projects will be implemented by government agencies, other projects will be included within private sector developments. In some cases, joint public/private funding will be appropriate. Coordination and cooperation between public and private sectors on both sides of the District/Maryland line and with several small municipalities is essential to implementing several of the transportation, streetscape, and open space improvements.

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

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

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

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

C. Staging and the Annual Growth Policy

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

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

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

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

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

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

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

Table 7

PROPOSED FUNDING RESPONSIBILITY FOR RECOMMENDED IMPROVEMENTS

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

Table 7 (Continued)

PROPOSED FUNDING RESPONSIBILITY FOR RECOMMENDED IMPROVEMENTS

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

Table 7 (Continued)

PROPOSED FUNDING RESPONSIBILITY FOR RECOMMENDED IMPROVEMENTS

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

Table 8

SPECIAL STUDIES OR MONITORING RECOMMENDATIONS

DESCRIPTION & LOCATION	RESPONSIBLE AGENCY
Monitoring:	
Friendship Blvd./Western Ave. intersection	DPWT
Wisconsin Ave. cars stopping in "No Standing" zones	DPWT
Residential streets near congested intersections for cut-through traffic	DPWT
Implementation of neighborhood protection program	DPWT
Operations:	
Expanded weekend transit service	DPWT
Study:	
Bus circulation at Wisconsin Circle	WMATA, DPWT
Expanded bikeway links:	
to Somerset	Town of Somerset
to Capital Crescent Trail	DPWT, Coordination with WABA

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

APPENDIX

Appendix A: Conformance of the Friendship Heights Sector Plan with the 1993 General Plan Refinement of the Goals and Objectives for Montgomery County

The General Plan Refinement sets forth seven goals, each with several accompanying objectives. The goals are listed below with a discussion of how this Sector Plan implements them.

1. Land Use: Achieve a variety of land uses and development densities consistent with the "Wedges and Corridors" pattern.

The Sector Plan directs higher density growth to a transit station locale in the Urban Ring, with a transit-serviceable land use pattern (Objective 1). The Plan encourages a mix of land uses in the Town Center, encourages street activity and a safe pedestrian environment, and plans for suitable transitions between residential neighborhoods and the commercial area (Objective 2). The Plan recommends use of Transferable Development Rights (TDRs) on the GEICO site in order to help preserve farmland in the Agricultural Wedge by transferring development from the rural areas to higher density areas (Objective 4). The Plan's coordinated system of parks, recreation and open space will promote public activity and community identity (Objective 8).

2. Housing: Encourage and maintain a wide choice of housing types and neighborhoods for people of all incomes, ages, lifestyles, and physical capabilities at appropriate densities and locations.

By recommending housing on the GEICO and Hecht's sites, the Sector Plan expands opportunities for variety and choice in housing types including ownership or rental, townhouse or multi-family (Objective 1). The moderately priced dwelling unit (MPDU) program will assure the provision of low and moderate income housing (Objective 4). The Plan seeks to maintain and enhance the quality of existing adjacent neighborhoods by promoting compatible infill development and discouraging cut-through traffic and spill-over parking (Objective 5).

3. Economic Activity: Promote a healthy economy, including a broad range of business, service, and employment opportunities at appropriate locations.

The Sector Plan recommends that land near public transit be zoned for a variety of types and intensities of employment. These will include local retail and services (Objective 4). Commercially zoned land will provide opportunities for attracting corporate headquarters and retaining and enhancing offices for existing businesses and federal agencies (Objective 2).

4. Transportation: Enhance mobility by providing a safe and efficient transportation system offering a wide range of alternatives that serve the environmental, economic, social, and land use needs of the County and provide a framework for development.

The Plan improves the efficiency of the existing transportation system by establishing a Transportation Management District (Objective 3). It supports the existing transit system by placing higher density uses near Metro and providing convenient access to the station (Objective 4). It recommends a bikeway network and an enhanced pedestrian system to link neighborhoods and the commercial Town Center in a safe and secure manner (Objectives 6 and 8).

5. Environment: Conserve and protect natural resources to provide a healthy and beautiful environment for present and future generations. Manage the impacts of human activity on our natural resources in a balanced manner to sustain human, plant, and animal life.

The Plan conforms with this goal by recommending a conservation-oriented greenway system (Objective 2), and supporting restoration measures to address the lack of adequate stormwater management and water quality protection in the past (Objectives 3, 4 and 5). Land use policies in the Plan and the transportation emphasis on transit, bicycle, and pedestrian access are designed to promote improved air quality (Objective 7). The Plan recommends protecting existing trees and planting new trees on all major streets (Objective 8). It proposes site design to minimize noise impacts (Objective 10) and recommends installing utilities underground (Objective 12).

6. Community Identity and Design: Provide for land use patterns and land uses that offer ample opportunities for social interaction and promote a strong sense of community through public and private cooperation.

Fostering a sense of community is one of the main goals of this Sector Plan. The Plan recommendations include infill development that is compatible with the character of the neighborhoods; pleasant, attractive and safe public gathering spaces for a variety of community activities; and integration of community landmarks into public spaces (Objectives 1 and 2).

7. Regionalism: Promote regional cooperation and solutions to problems of mutual concern to Montgomery County, its neighbors, and internal municipalities.

The Sector Plan analysis considered office, retail, and housing markets as well as existing and projected traffic on both sides of the District of Columbia/Maryland line. The citizens advisory committee (CAC) included a representative from a D.C. neighborhood and the Mayor of the Village of Friendship Heights. The proposals to place more development near the Metro station and to emphasize transit, cycling, and walking is part of a regional solution to the ozone problem.

Appendix B: Coordination of Friendship Heights Sector Plan with District of Columbia Planning and Zoning

The Friendship Heights Sector Plan area is adjacent to the District of Columbia along Western Avenue. That section of the District is part of Ward 3.

Planning in the District of Columbia has a three-tiered structure consisting of the Comprehensive Plan, ward plans, and more detailed small area plans.

The Comprehensive Plan is a long-range policy document that provides overall guidance for future planning and development. Its twelve elements include a land use element and an accompanying generalized land use map. Ward plans for each of the District's eight wards (adopted as one of the elements of the Comprehensive Plan) are intended to provide neighborhood-level interpretation and application of the Comprehensive Plan objectives and policies. They can be amended every two to four years. The more detailed small area plans include planning and development initiatives and implementation strategies for specific areas within wards.

Zoning in the District of Columbia is intended to carry out land use and development plans. Of the 29 zoning categories, there are three residential and three commercial zones in the area extending from Western Avenue to Garrison Street. They are described in Table B-1.

The residential area east of Wisconsin Avenue is zoned R-1 B for single-family detached houses. The area north of Military Road is zoned R-2 for single-family semi-detached houses. This is also the zoning for the residential area west and south of the Lord and Taylor covered and employee parking lot. This Lord and Taylor lot, like the Metrobus parking lot, is zoned R-5-B for moderate density apartments.

The Lord and Taylor property containing the store on Western Avenue is zoned C-2-A, community business center. The Lord and Taylor surface parking lot to the northeast of the store on Western Avenue, like the Neiman Marcus property, is zoned C-3-A for major business and employment.

While most of the Wisconsin Avenue frontage in this area is zoned C-2-A, the Chevy Chase Pavilion property on the southeast corner of Wisconsin and Western Avenues is zoned C-2-B and developed under a Planned Unit Development (PUD). A PUD is a planning tool which allows a developer greater flexibility in site planning and building design and the incorporation of amenities.

The Xerox site next to the Chevy Chase Pavilion on Wisconsin Avenue, also zoned C-2-B, has approvals for a PUD, described in Chapter I Section B and C of the Sector Plan.

Table B-1

District of Columbia Zoning Categories in Friendship Heights

Zone	Use	Minimum Lot Dimensions		Density	FAR	Height	
		Width (Ft)	Area (SqFt)			Stories	Feet
Residential Zones							
R-1-B	Single-Family detached	50	5,000	40%	n/a	three	40
R-2	Single-Family, semi-detached	30	3,000	40%	n/a	three	40
R-5-B	Moderate density apartment	n/a	n/a	60%	1.8	n/a	50
Commercial Zones							
C-2-A	Community business center; low to moderate density	n/a	n/a	n/a	2.5 ¹	n/a	50
C-2-B	Community business center; medium density	n/a	n/a	n/a	3.5 ²	n/a	65
C-3-A	Medium bulk major business and employment	n/a	n/a	n/a	4.0 ³	n/a	65

Source: Government of the District of Columbia

NOTE: The commercial zones encourage mixed-use development by allowing higher densities for residential uses.

¹ Non-residential FAR is limited to 1.5, and residential lot occupancy is limited to 60 percent.

² Non-residential FAR is limited to 1.5, and residential lot occupancy is limited to 80 percent.

³ Non-residential FAR is limited to 2.5, and residential lot occupancy is limited to 80 percent.

The Urban Design section of the Ward 3 Plan emphasizes the importance for the ward's quality of life of pedestrian amenities, streetscape design, compatibility, and sensitivity to the scale of existing buildings, maintenance of environmental quality, integration of new development with existing area or neighborhood character, and transitions between land uses. Western and Wisconsin Avenues, designated as special streets, deserve particular attention to urban design issues. Policies for streetscape include strengthening the image and design cohesiveness of the ward's commercial nodes, particularly Wisconsin and Connecticut Avenues, by government support for community sponsored streetscape plans.

The Ward 3 Plan includes the following Transportation recommendations:

- Locating more dense commercial use (where designated in the land use element of the Comprehensive Plan) within one-half mile of a Metrorail station; and limiting medium and high-density residential uses (where designated in the Land Use Element) to the major arterials well served by either Metrorail or Metrobus.
- Updating the 1986 Wisconsin Avenue Corridor Study, which suggested a number of zoning changes to reduce the potential increases in traffic from commercial development.
- Providing adequate short-term parking to serve regional commercial centers.
- Enabling safe pedestrian movement especially in areas with an elderly population.
- Requiring all major projects including Planned Unit Developments to provide traffic mitigation studies, a transportation management program, facilities for bicycling, transit incentives, and/or shuttle services.
- Encouraging cycling by providing bicycle lockers at Metrorail stations and bicycle lanes on Wisconsin Avenue.
- Identifying locations for taxi stands.
- Investigating the feasibility of High Occupancy Vehicle (HOV) lanes on Wisconsin Avenue as well as Connecticut and Massachusetts Avenues.
- Creating a Maryland/District inter-jurisdictional task force to review and coordinate land use and transportation system decision-making in the Friendship Heights area.

There was such an inter-jurisdictional task force at the time of the 1974 Sector Plan for the Montgomery County section of Friendship Heights. The task force reached an agreement that allocated a specified number of trips to the District and to Montgomery County. The agreement was overtaken by subsequent events.

During preparation of the current Sector Plan for Friendship Heights, Montgomery County staff kept the District of Columbia planning staff informed. Counts of existing traffic included several intersections in the District and projections of future traffic included regional traffic from the District. The housing, office, and retail market studies also included data collection from the adjoining District area. The Sector Plan recommends creation of a new inter-jurisdictional task force to share information and coordinate policies and programs relating to planning and urban design, transportation, management and promotion.

Appendix C: Friendship Heights Transportation Analysis - Methodology and Supplementary Data

I. FRIENDSHIP HEIGHTS TRANSPORTATION ANALYSIS

A. Intersection Analysis: The Critical Lane Method

The Critical Lane Method was used to compute intersection performance or level of service in assessing traffic operations in Friendship Heights. This well-established analytical technique is used by many state and local government transportation agencies throughout the country. Using actual or projected turning movement volumes and existing or proposed lane geometry, the Critical Lane Method computes the maximum number of vehicles crossing the center point of an intersection within a specified period of time, usually the morning or evening peak hour. Depending on the number of vehicles, the intersection is assigned a level of service represented by a letter from a scale of "A-F" ; "A" represents uncongested intersections operating without delays, while "F" represents a breakdown in traffic operations. The following summarizes the operating conditions typical of the various levels of service:

Level of Service "A" Conditions of free unobstructed flow, no delays and all signal phases sufficient in duration to clear all approaching vehicles.

Level of Service "B" Conditions of stable flow, very little delay, a few phases are unable to handle all approaching vehicles.

Level of Service "C" Conditions of stable flow, delays are low to moderate, full use of peak direction signal phase(s) is experienced.

Level of Service "D" Conditions approaching unstable flow, delays are moderate to heavy, significant signal time deficiencies are experienced for short durations during the peak traffic period.

Level of Service "E" Conditions of unstable flow, delays are significant, signal phase timing is generally insufficient, congestion exists for extended duration throughout the peak period.

Level of Service "F" Conditions of forced flow, where full utilization of the intersection approach is prevented due to congestion from locations downstream.

B. Existing Traffic Conditions

The levels of service and critical lane volumes for seventeen critical intersections, derived from traffic counts conducted in Spring 1995, are shown in Table 3 in Chapter III, the Transportation Plan. Saturday counts were also conducted in Fall, 1995 to examine how six key intersections operated during weekend shopping periods. The results of the Saturday counts are shown in Table C-1. Critical lane volumes for the Saturday counts were calculated from the highest one hour count total between 11 a.m. and 3 p.m. In addition to providing information concerning current intersection performance, the weekday traffic counts provided a baseline for calibrating models used to predict future traffic, as described in Section C. While Friendship Heights experiences some congestion typical in many urban environments, all intersections within the Sector Plan boundary operate within acceptable County standards with critical lane volumes below the Bethesda-Chevy Chase standard of 1,650 critical lane volume and well within the standard of 1,800 for Metro station policy areas. The most congested area is the River Road/Western Avenue intersection located southwest of the Sector Plan area. This intersection operates at LOS F; the lack of turn lanes constrains capacity at the intersection. The difficulty in obtaining additional right-of-way is an important consideration in recommending any intersection improvements in Friendship Heights.

Table C-1

**Friendship Heights 1995 Intersection Performance Summary
for a Typical Saturday**

No.	N/S Street	E/W Street	Critical Lane Volume	Level of Service
1	Wisconsin Avenue	South Park Avenue	1,213	C
2	Wisconsin Avenue	Western Avenue	1,286	C/D
3	Western Avenue	Wisconsin Circle	859	A
4	Western Avenue	Friendship Boulevard	779	A
5	Western Avenue	River Road	1,159	B/C
6	River Road	Willard Avenue	1,271	C

Source: Montgomery County Planning Department, 1995

C. Transportation Analysis Methodology

The traffic impacts of the Sector Plan were determined through a modeling process involving the M-NCPPC County-wide travel demand forecasting model and a computer-assisted, manual model developed by Frederic R. Harris, Inc., the transportation consultants for the study. These models are mathematical tools used to predict travel behavior. The overall process addresses several key questions concerning future travel: where are trips created? where are they going? what mode of transportation are they using to get there? and what route are they taking? Before projecting future traffic in Friendship Heights, the models were calibrated by simulating existing traffic conditions. Simulated volumes produced by the models were compared to actual traffic counts to test the accuracy of the process. After successfully replicating existing conditions, the process was used to develop Year 2015 PM peak hour projections at intersections in the Sector Plan area for the recommended land use scenario. Future traffic operations were then examined using the Critical Lane Method.

The modeling process is discussed in greater detail below. This process must address several different types of trips affecting the Friendship Heights highway network. These include: through trips; internal-external trips or trips originating in Friendship Heights with destinations outside of it; external-internal trips or trips originating outside of and destined to Friendship Heights; and internal trips or trips with origins and destinations within Friendship Heights.

For forecasting purposes, portals surrounding Friendship Heights were established on the highway network to form a boundary around the study area. Frederic R. Harris developed a detailed computerized network within the Friendship Heights boundary. In developing through traffic projections, traffic crossing the portals and passing through the study area was extracted from the M-NCPPC regional model. This model covers the entire Washington, D.C. metropolitan region; it is an excellent resource for estimating the number of trips passing through a particular local area such as Friendship Heights. The through traffic was assigned to the detailed network within the boundary. Next, the volume of inbound traffic generated by the existing development within the study area, as determined by the vehicle trip generation rates of the respective land uses located there, was then assigned to the street system by following the most likely routes from the portals to the various land parcels within the study area. Similarly, outbound traffic was assigned to routes between the various parcels and the portals. The results of this portion of the analysis were compared with the actual traffic counts both within the study area and at the portals. Adjustments were made, as necessary, by rerouting traffic to match existing conditions and through refinements in the vehicle trip generation rates to conform to the current traffic operations throughout the study area. The modeling process was then re-run for various future year scenarios.

Montgomery County and The Institute of Transportation Engineers (ITE) vehicle trip generation rates were used in the Sector Plan analysis. These site-specific rates were adjusted during model calibration to more accurately reflect the trip-making characteristics of the Friendship Heights area. Vehicle trip rates are developed from surveys conducted to determine the number of vehicles entering and exiting a particular land use, such as an office building or shopping center, on a typical day. Other non-vehicular modes including transit riders, bicyclists, and pedestrians are not included in these rates and are not required in determining the traffic impacts of proposed

developments. The purpose of this analysis was to determine the impact proposed future developments would have on the Friendship Heights highway network. The vehicle trip generation rates are discussed further in Section II of the Appendix.

D. 2015 Traffic Conditions

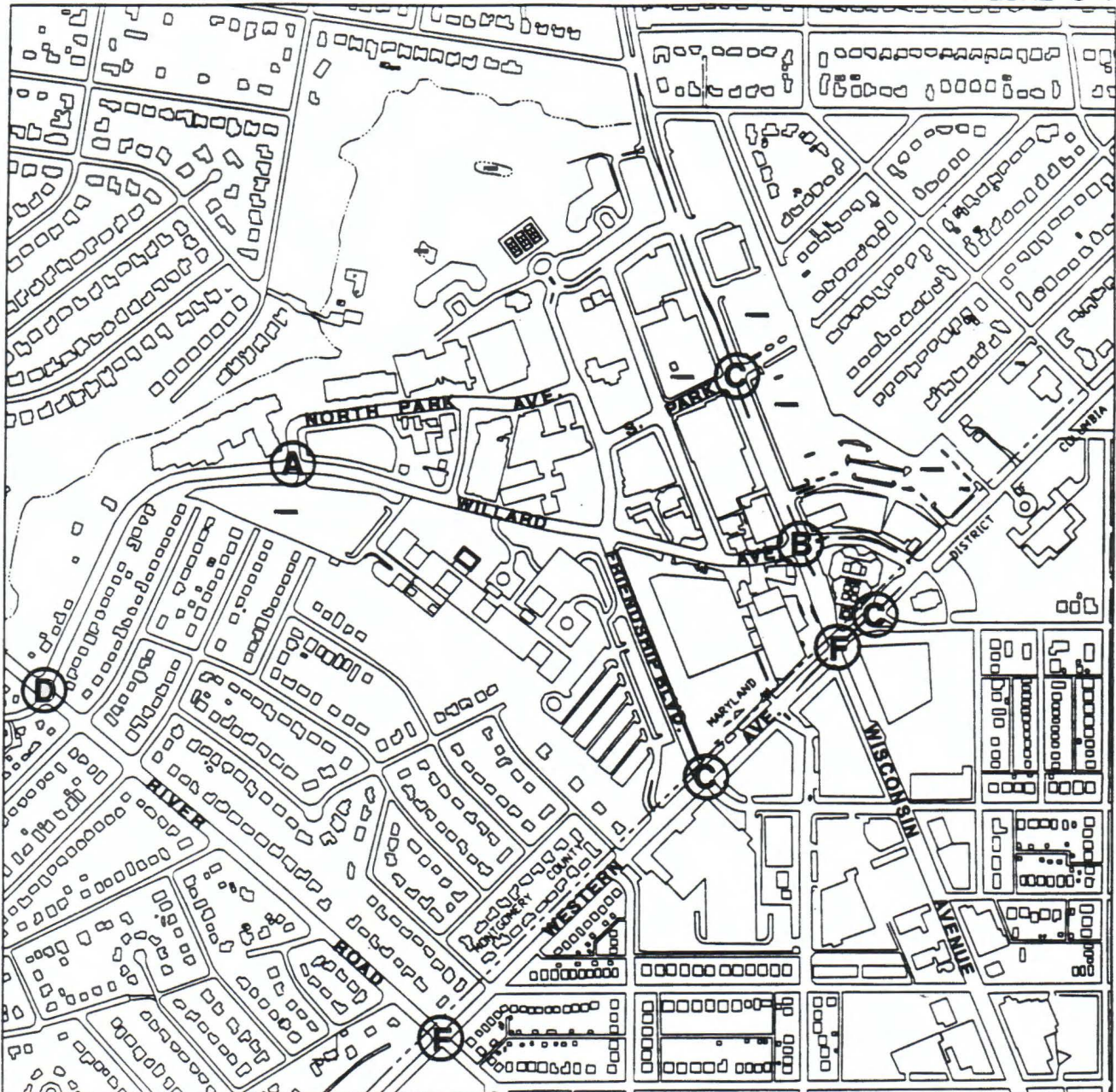
The year 2015 PM peak hour levels of service at key intersections for the “low”, “medium”, and “high” scenarios are shown in Figures C-1, C-2, and C-3. The corresponding land use for these scenarios is shown in Table C-2. The levels of service and critical lane volumes for the “recommended” scenario are shown in Figure 39 and Table 4 in Chapter III, the Transportation Plan. In comparison to existing conditions, intersections along River Road, Western Avenue, and Wisconsin Avenue will be more congested under the recommended land use scenario. The increase in traffic results from a 3.5 percent annual increase in through traffic and 2.0 percent annual increase in locally generated traffic.

The River Road/Western Avenue and Wisconsin Avenue/Western Avenue intersections are projected to be the most congested intersections. The Plan identifies the need for improvements at these locations. Right-of-way limitations, the potential disruption to adjacent development, and expensive land acquisition costs make it difficult to add additional capacity at these intersections. Transportation demand management efforts, transit-oriented redevelopment, and future market conditions may serve to moderate traffic in congested areas in Friendship Heights.

While the Friendship Heights area highway network will become more heavily traveled, the congestion should not be severe in relation to County standards for intersection operations in a well developed CBD, with a centrally located Metrorail station adjacent to the District of Columbia. The mixed use development prevalent in the CBD is functioning well today from a transportation system perspective and should continue to do so in the future. The compact nature of the CBD should continue to be a contributing factor to high transit ridership.

LEVELS OF SERVICE: LOW SCENARIO

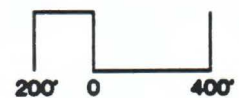
FIGURE C-1



P.M. LEVELS OF SERVICE (LOS) AT SPECIFIC INTERSECTIONS:
LOW (EXISTING + PIPELINE) SCENARIO

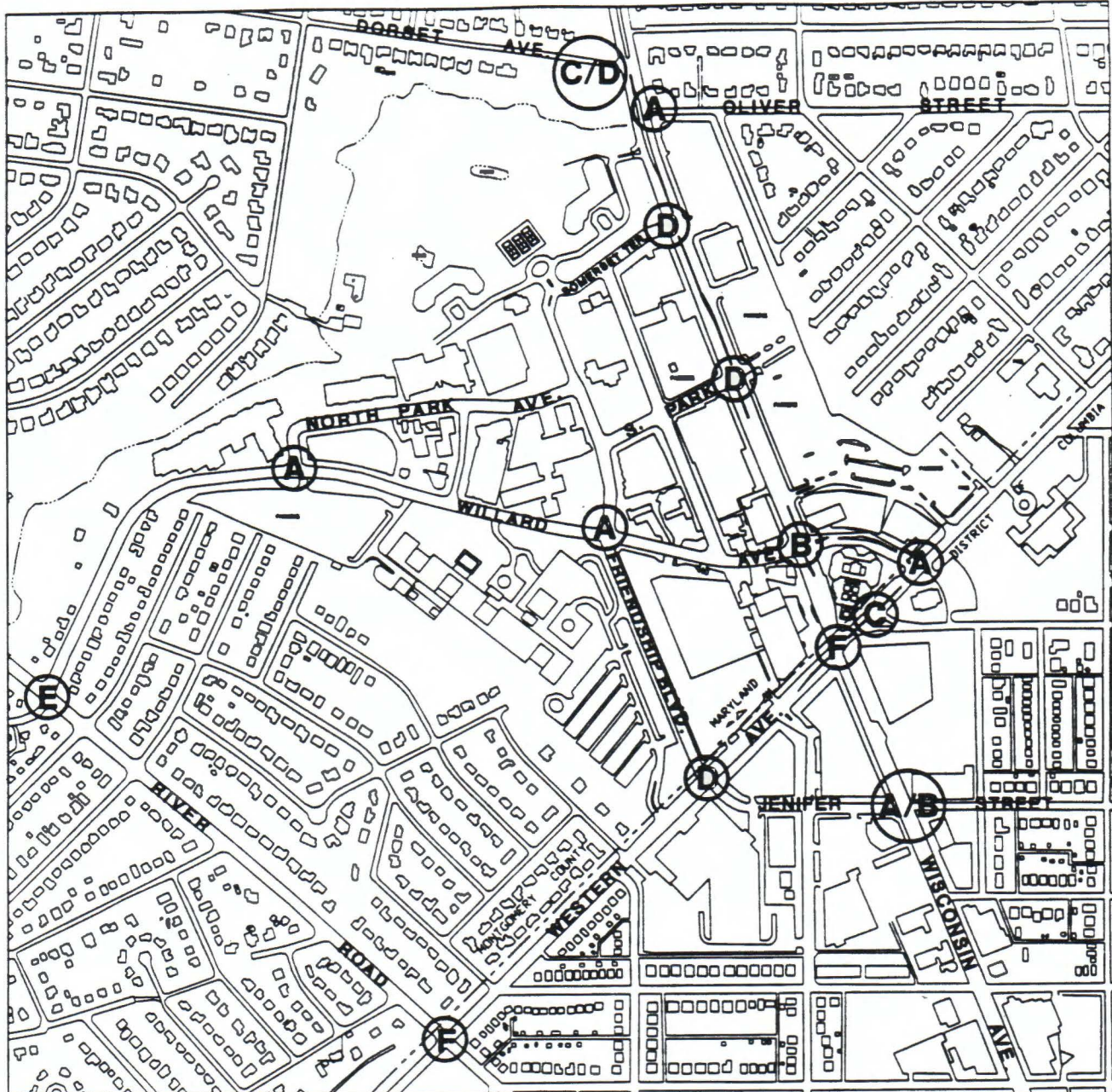


North



LEVELS OF SERVICE: MEDIUM SCENARIO

FIGURE C-2

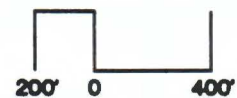


P.M. LEVELS OF SERVICE (LOS)

AT SPECIFIC INTERSECTIONS : MEDIUM SCENARIO

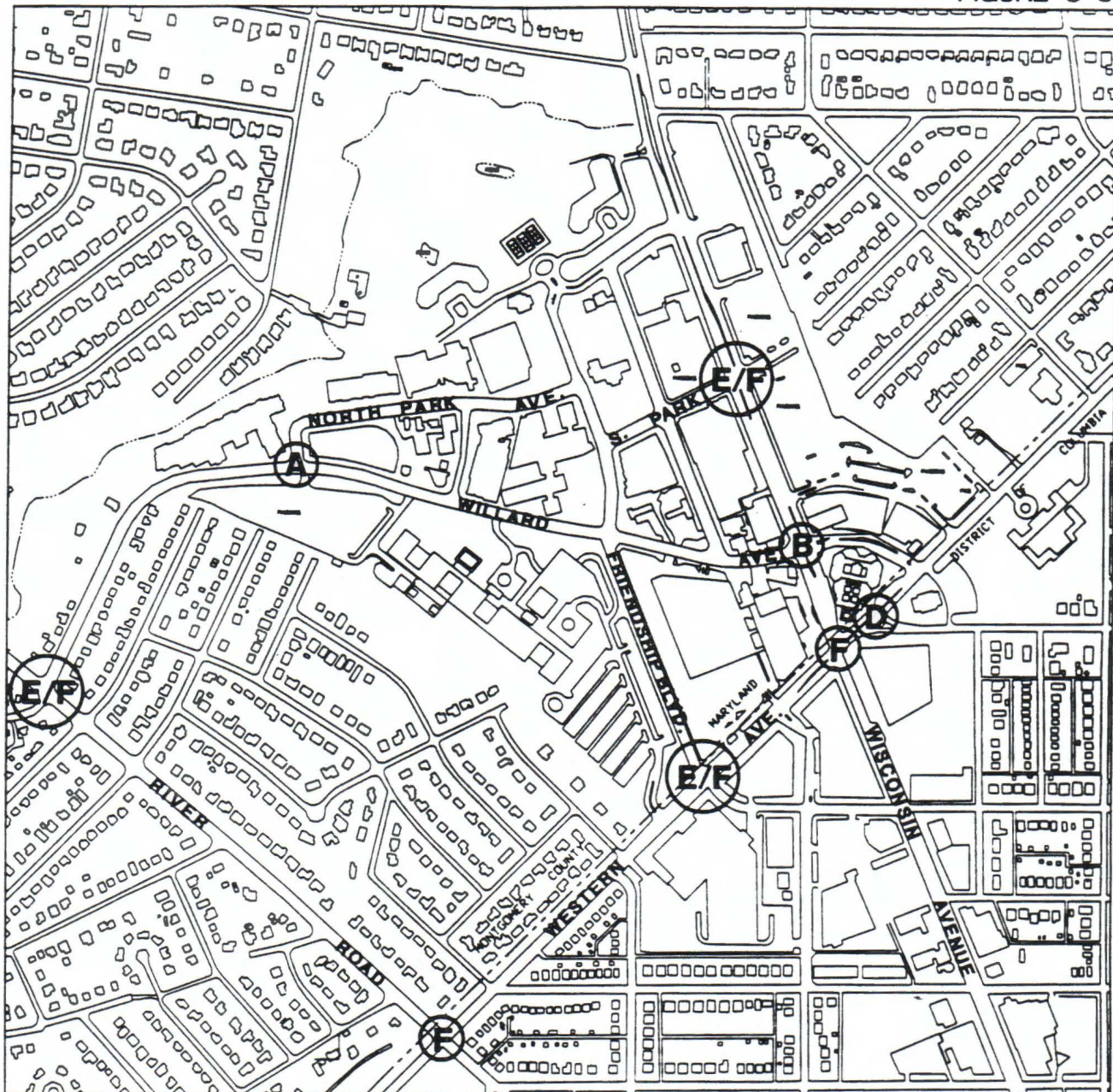


North



LEVELS OF SERVICE: HIGH SCENARIO

FIGURE C-3



P.M. LEVELS OF SERVICE (LOS)
AT SPECIFIC INTERSECTIONS : HIGH SCENARIO



North

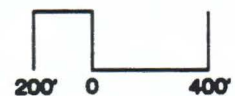


Table C-2**Major Parcels - Low, Medium, and High Land Use Scenarios**

SITE	ALTERNATIVE	RETAIL	OFFICE	HOUSING	TOTAL
HECHT'S	LOW (Existing & Pipeline)	176,188(a) +29,915	229,402		435,505
	Medium (b)	350,000	230,000	170,000 (150-170 d.u.'s)	750,000
	High	750,000	250,000		1,000,000
GEICO	Low (Existing)		514,257		514,257
	Medium (c)		720,000	450,000 (300 d.u.'s)	1,170,000
	High		1,400,000	450,000 (300 d.u.'s)	1,850,000
CHEVY CHASE LAND COMPANY	Low (Existing)	63,791 (e)	34,361 (e)		98,152 (e)
	Medium (d)	105,000	135,000		240,000
	High	160,000	375,000		535,000

Source: Montgomery County Planning Department, 10/20/95

- a Existing department store.
- b 750,000 s.f. = 2.0 FAR, maximum allowed under existing CBD-1 zoning using optional method of development.
- c Amount of office density recommended in 1990 B-CC Master Plan (p. 83) plus additional residential density (see B-CC Plan, p. 85).
- d Existing center on CBD-1 parcel plus residual density recommended in the 1974 Sector Plan for that parcel plus density to allow a low retail/office structure on Wisconsin Avenue frontage of R-60 parking lot.
- e As-built measurement of existing square footage.

II. FRIENDSHIP HEIGHTS TRIP GENERATION

In calibrating the model-to-base year conditions it was necessary to adjust the number of internally-generated trips so that the sum of through trips (external to external) and internally generated trips (internal to external and external to internal) equaled the observed number of vehicles entering and leaving the study area during the P.M. peak hour. Five major factors were identified as contributing to the adjustments of the trip generation rates.

1. Transit: Friendship Heights is a transit hub. While the trip generation rates take into account some transit use, travelers in this area tend to make greater than average use of transit, thereby reducing the vehicle trip generation rate.
2. Peak Spreading: The growth of development and traffic has resulted in people traveling earlier and later than the "traditional" peak hour although the analysis period continues to be the single hour with the greatest amount of traffic.
3. Travel Demand Management: Limited parking, dual worker families, government policies that encourage ridesharing and transit use, have tended to further reduce vehicle-trip generation rates.
4. CBD vs. Site-Specific Factors: Vehicle trip generation rates are derived from surveys of individual sites. Central business districts operate interdependently with different trip making characteristics and more options concerning the mode of travel. More trips are linked together; for example, more people may walk or take transit to run errands and to eat or shop each day.
5. Internal Trips: Some trips take place entirely within the study area and do not cross the study area boundary. These are particularly short trips and have little impact on traffic within the study area.

These factors were considered in reducing the trip rates so that the model could replicate existing conditions as depicted by actual traffic counts taken at seventeen intersections in Friendship Heights. Regardless of the area being studied, trip generation rates generally must be adjusted to reflect the unique characteristics of different communities.

III. TRANSIT RIDERSHIP INFORMATION

Table C-3 indicates the number of passengers entering and exiting various Metro rail stations on a typical day in 1995. The Friendship Heights station has excellent ridership in comparison with other Red Line stations located in Montgomery County. Several stations in the downtown core of the District of Columbia are also shown as examples of the ability of stations to accommodate large numbers of riders.

Concerning bus transit operations, over 3,300 passengers traveled inbound to and over 3,500 passengers traveled outbound from Friendship Heights via bus on a typical day in 1995. Friendship Heights Village operates a shuttle bus service that carries approximately 500 passengers per weekday and 250 passengers per Saturday.

Table C-3

Metrorail Station Average Ridership on a Typical Day in 1995		
METRORAIL STATION	ENTER	EXIT
Friendship Heights	8,499	8,713
Shady Grove	9,061	9,002
Rockville	3,483	3,490
Bethesda	7,502	7,606
Tenleytown	5,111	5,050
Silver Spring	11,635	11,354
Farragut North	22,643	22,250
Metro Center	27,802	27,847

Source: *Washington Metropolitan Area Transit Authority, 1995*

REFERENCE MATERIALS

Approved and Adopted General Plan Refinement of the Goals and Objectives for Montgomery County, The Maryland-National Capital Park and Planning Commission, December 1993.

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