



Montgomery Planning

October 2024

Friendship Heights Sector Plan Update

Introduction

Agenda

- Montgomery Planning introduction
- Recent Friendship Heights Planning work
- What is a Sector Plan?
- Engagement approach
- Plan Schedule
- Next steps/Q&A



Introduction

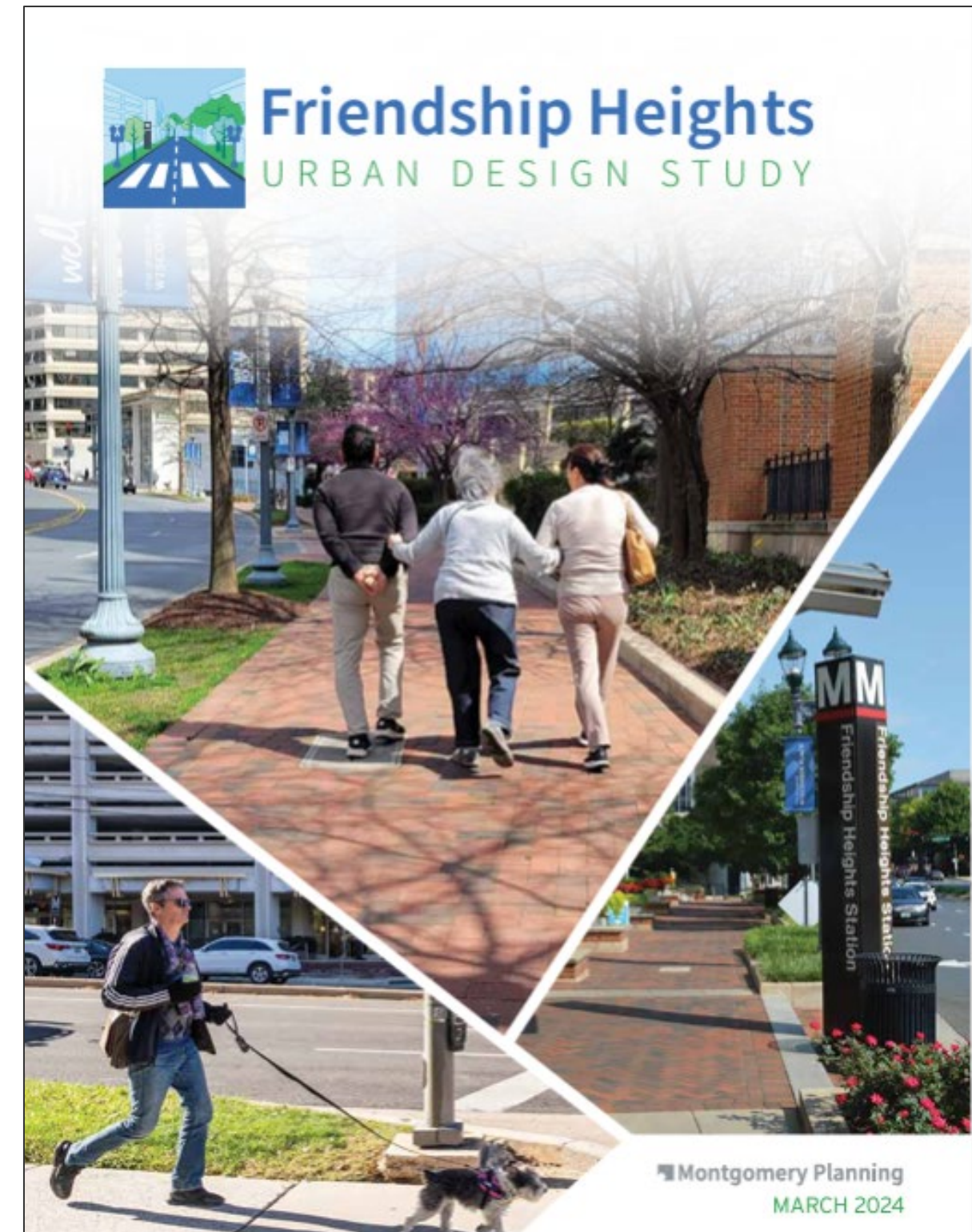
Montgomery Planning

- Develop master plans
- Review applications for development
- Analyze and study information and issues

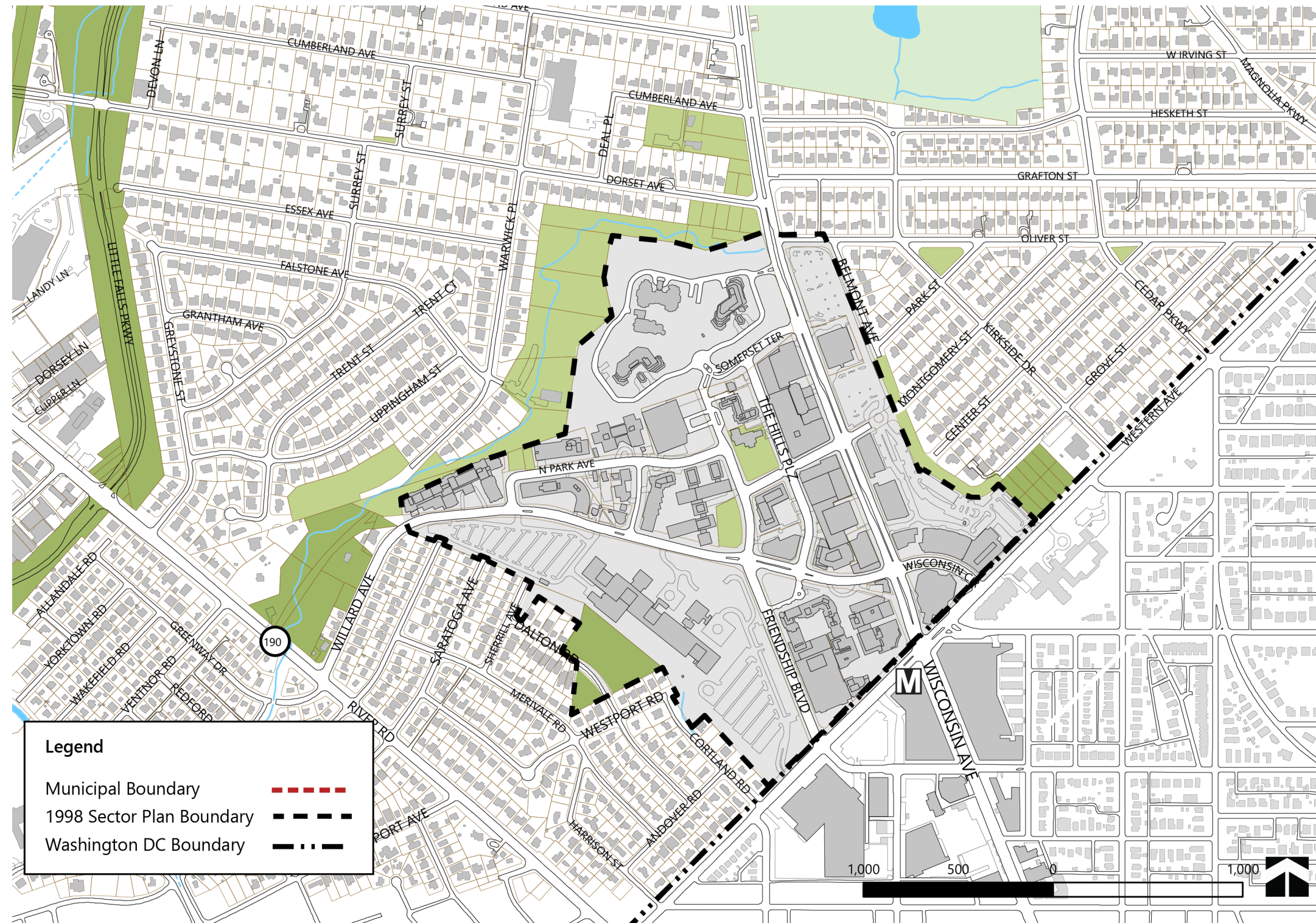


Friendship Heights Urban Design Study

- July 2023 – March 2024
- Focused on public realm in downtown Friendship Heights
- Engagement: online survey, meetings with community groups, two open house events



Friendship Heights Urban Design Study



FHUDS: Lessons Learned

Assets of Friendship Heights

- Easy access to multiple modes of transit including Metrorail station
- Strong and safe pedestrian network; mature tree canopy shades many streets
- Variety of green spaces throughout the downtown provide shaded areas for rest; several outdoor areas for community gatherings or events
- Despite struggling with several vacancies, Wisconsin Avenue is a retail corridor with several popular restaurants and shops and strong street activation.



FHUDS: Lessons Learned

Areas for Further Study

- Downtown is not well-connected to the surrounding neighborhoods
- Limited opportunities for active recreation in the downtown, public parks at the periphery are hard to access; several sizable public spaces that are often empty
- Stakeholders feel unsafe along some streets due to lighting, visibility and vehicular speeds
- Many building entrances designed to privilege automobiles, despite the walkable nature of the area



What is a Sector Plan?

A **sector plan** is a type of master plan that covers an area that is relatively small. Sector plan areas are often adjacent to transit and/or are urbanizing areas.

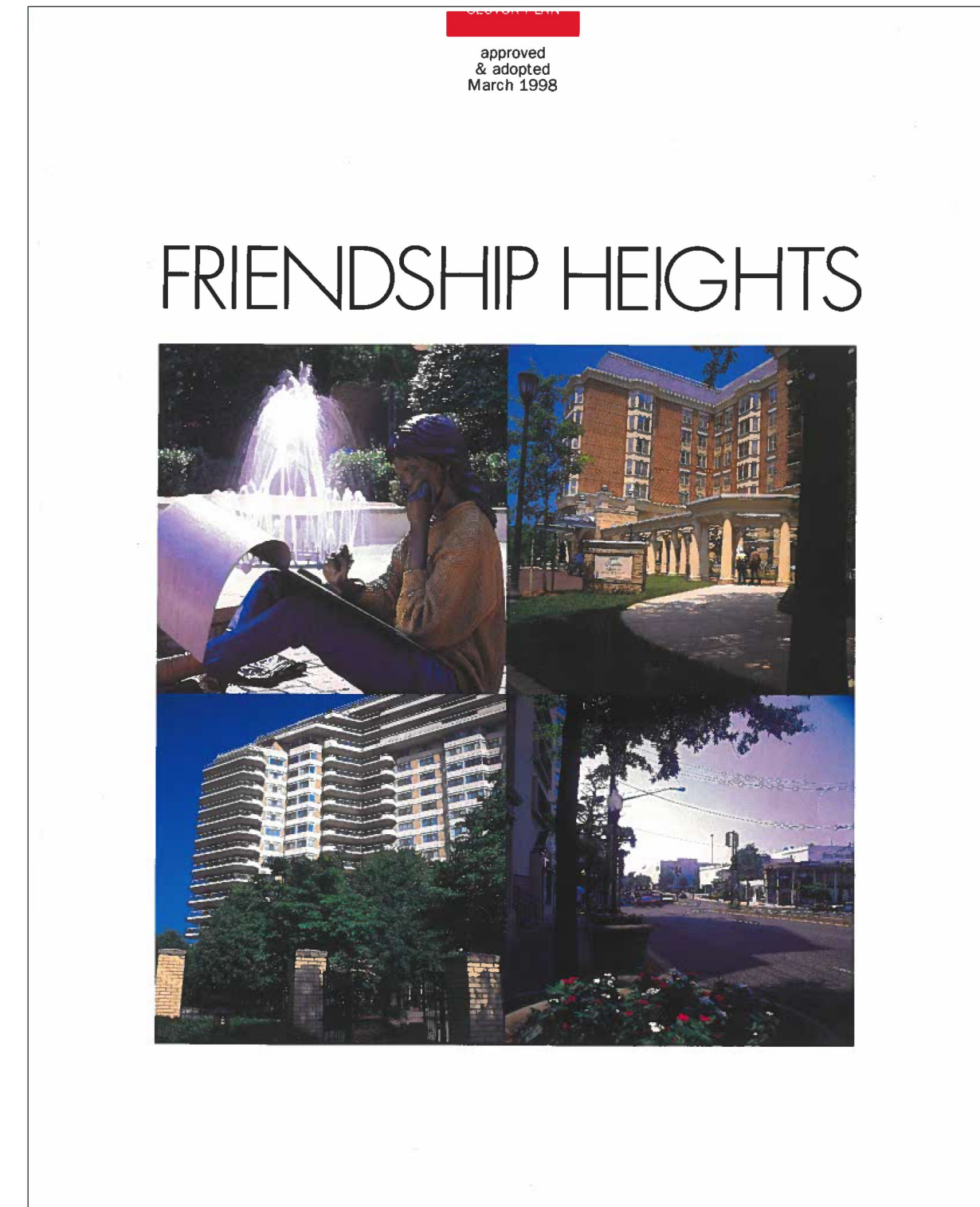
What is a Sector Plan?

A **sector plan** is a type of master plan that covers an area that is relatively small. Sector plan areas are often adjacent to transit and/or are urbanizing areas.

Sector plans cover land use, zoning, urban design, transportation, housing, parks, trails, and open space, the economy, the environment, historic resources and schools.

What is a Sector Plan?

- Existing sector plan approved in 1998
- Focus on parks, pedestrian network and new commercial/retail development
- Plans are revisited every 20-25 years



Sector Plan Process



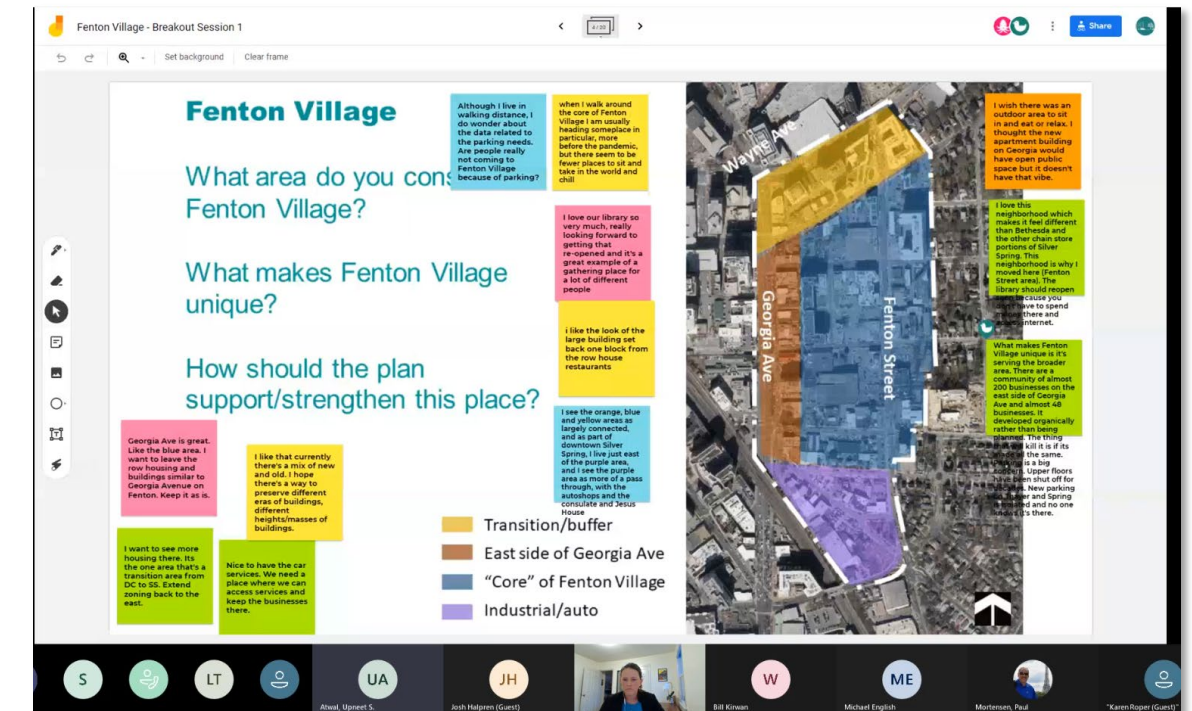
Plan Schedule

- Pre-scope engagement - Fall 2024
- Scope of Work + Boundary – Winter 2025
- Existing Conditions – Spring 2025
- Visioning – Spring-Fall 2025
- Plan Development – Fall 2025 – Spring 2026
- Transmit to Council – Spring 2026



Sector Plan Engagement

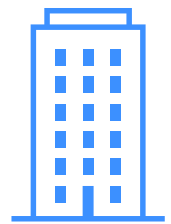
- Equitable engagement process
- Stakeholders = everyone who lives/works/plays/spends time in Friendship Heights
- Coming to your meetings and events
- In-person events
- Virtual meetings and opportunities to participate
- Communication via e-letter



Sector Plan Engagement



Community-wide kickoff events



Wednesday, November 20
6:30 – 8:30 pm
Wisconsin Place Community
Center



Tuesday, December 3
7:00 – 9:00 PM
VIRTUAL

Staying Connected

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Sign up for e-letter to get plan updates

