

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

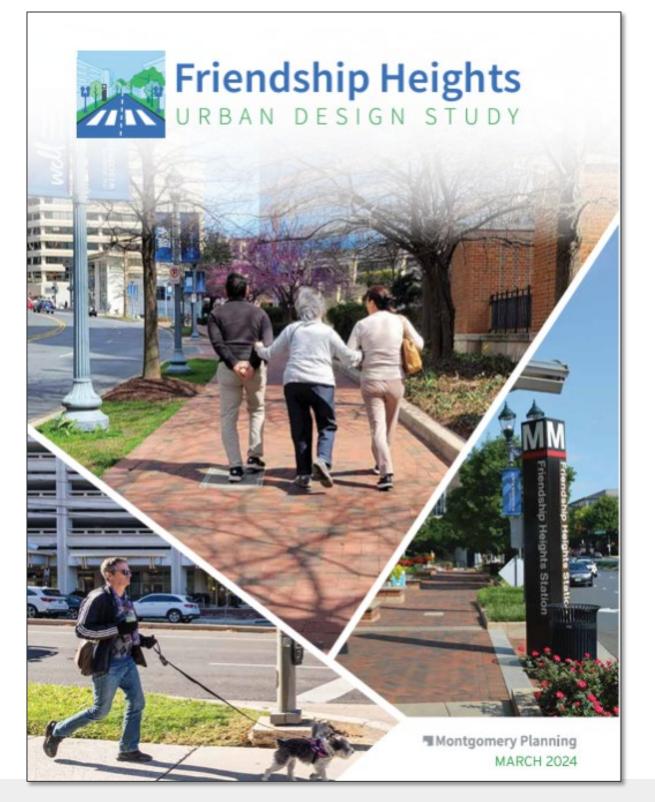
Montgomery Planning

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

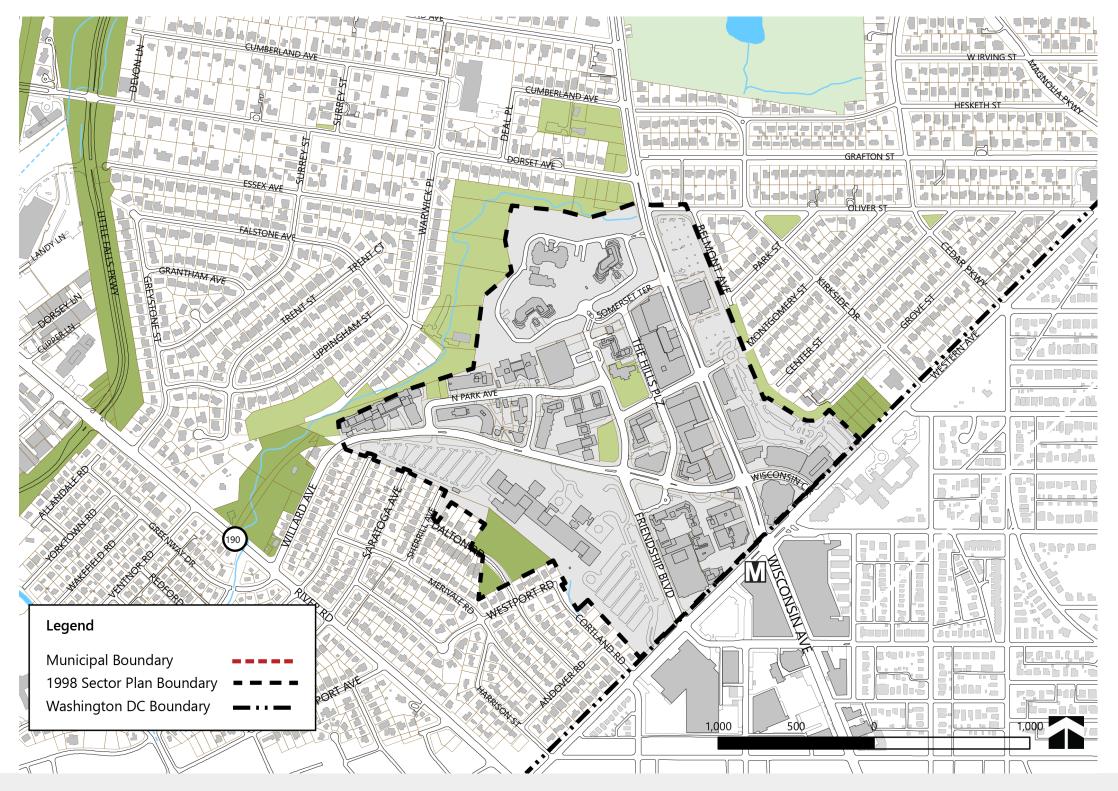


Friendship Heights Urban Design Study

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



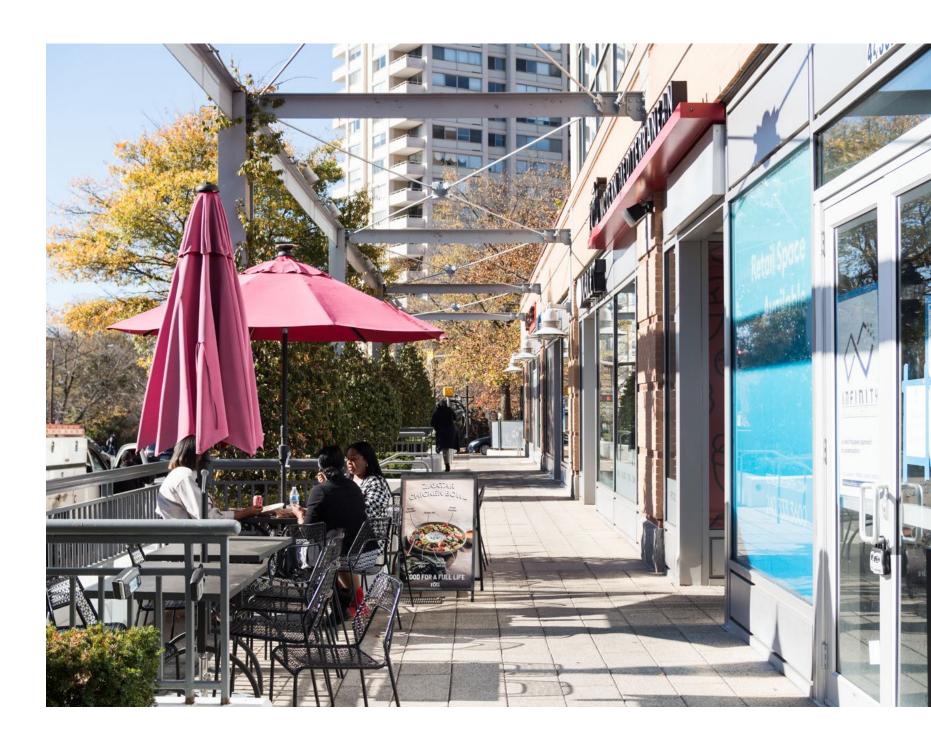
Friendship Heights Urban Design Study



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.

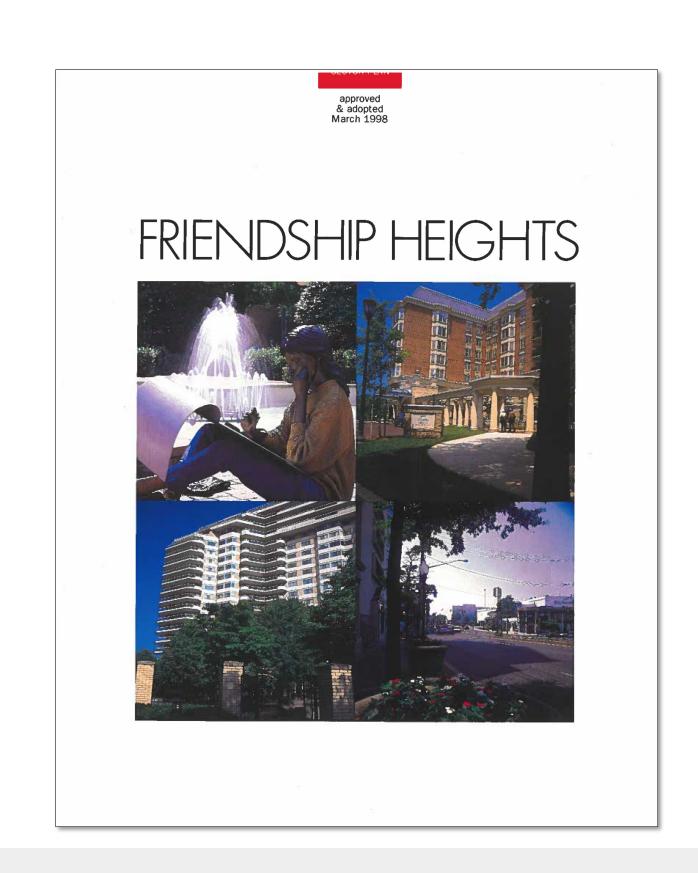
What is a Sector Plan?

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.

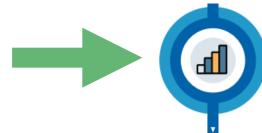
What is a Sector Plan?

- 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





Pre-Scope

Data collection, analysis, and review of current conditions and trends.



Scope of Work

Scope of work, including a proposed plan boundary, presented to the Planning Board for approval.



Visioning + Analysis

Community conversations, best practices and professional expertise help develop a vision for the plan area.



Preliminary Recommendations

Planners develop broad recommendations for the plan.



Working Draft

Based on community feedback, planners develop more specific recommendations and present the plan to the community and Board.



Public Hearing Draft

The Planning Board holds a Public Hearing on the draft recommendations and work sessions to make revisions.



Planning Board Draft

The Planning Board approves the new draft and transmits it to the County Council and the County Executive.



County Council Review + Executive Review

County Council holds a Public Hearing on the plan and work sessions to make revisions. The County Executive provides comments.



Approval + Adoption

The County Council approves the plan and the Maryland-National Capital Park and Planning Commission adopts it. Montgomery Planning publishes the final approved and adopted plan.



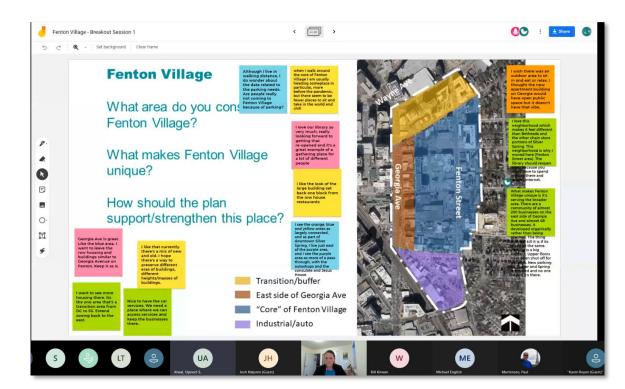
Plan Schedule

- 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

