



Reimagining Friendship Heights

Group 5 | ULI 2020 Regional Land Leadership Institute Program – MTAP presentation



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FOUNDATION

TEAM CHARETTE



TEAM
CHARETTE



CONTEXT

HOW THINGS ARE

- **CURRENT STATE** | Over the past 40 years, Friendship Heights grew into a regional destination center for high-end retail.
- **A MISMATCH** | The current form and function of Friendship Heights no longer matches evolving consumer preferences or appropriately serves the surrounding neighborhood.
- **GOOD BONES** | At the same time, the convenient, transit accessible neighborhood is a very desirable location for additional multi-family residential development particularly given the significant regional need for more housing.

CHALLENGES

AREAS FOR IMPROVEMENT

1

EXCESS RETAIL SPACE

High density retail complexes exceed market demand, while housing and community-focused services.

2

COMMUNITY PRESSURES

Resident preferences for lower densities make it difficult to redevelop properties.

3

RETAIL LEASES + INFLEXIBLE SPACES

Inflexible, large interior malls, parking structures, and institutional property ownership, inhibit the redevelopment.

4

WALKABILITY

Lot size and the scale of commercial buildings and streetscape along major roadways discourage pedestrian activity and walkability.

5

WMATA BUS LOT

As a key part of their transportation infrastructure which must be maintained, this use inhibits redevelopment options.

6

IDENTITY OF FRIENDSHIP HEIGHTS

The lack of cross-jurisdictional cooperation, disjointed transit linkages and incongruous mix of high-end and discount retailing prevent Friendship Heights from having a clear and compelling image and brand.

QUESTION

WHAT IF?

How can Friendship Heights be transformed into a people-centric, "everyday neighborhood" with its own identity serving those who live and work there?

VISION

THE FUTURE

Reimagine Friendship Heights as a vibrant mixed-use neighborhood, with a network of walkable, interconnected streetscapes that unify the neighborhood beyond the Wisconsin Avenue Corridor, and leverage redevelopment of a key catalyst site to stimulate the conversion of vacant retail space into residential and other community focused uses.

THEMES

OPPORTUNITIES TO SHAPE THE
FUTURE



WELCOMING AND INCLUSIVE



NEW HOUSING



CURATED, WELLNESS-FOCUSED RETAIL



GREATER DENSITY



SHARED GREEN SPACE

RECOMMENDATIONS

APPROACH

OUR FRAMEWORK

**PHASE 1:
THE EXPERIENCE**

**PHASE 2:
THE CATALYST**

**PHASE 3:
THE EVOLUTION**

PHASE 1

CORE ELEMENTS

A

**FORM STEWARDSHIP ENTITY + FOSTER CROSS
JURISDICTIONAL COLLABORATION**

B

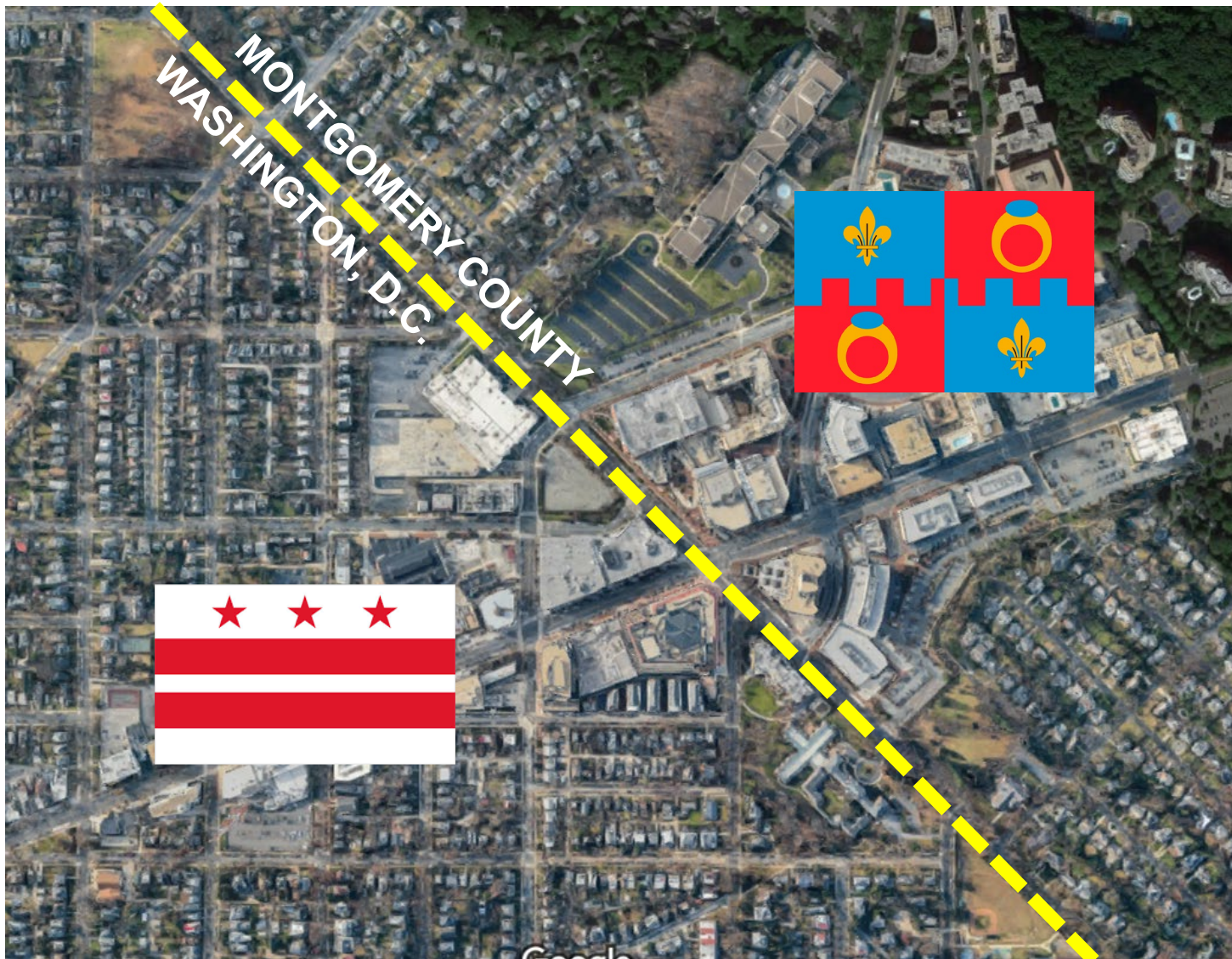
**USE ALLEY SYSTEM + STREETScape IMPROVEMENTS
TO IMPROVE PEDESTRIAN EXPERIENCE**

C

**CREATE IDENTITY THROUGH BRANDING AND
PLACEMAKING**

PHASE 1:

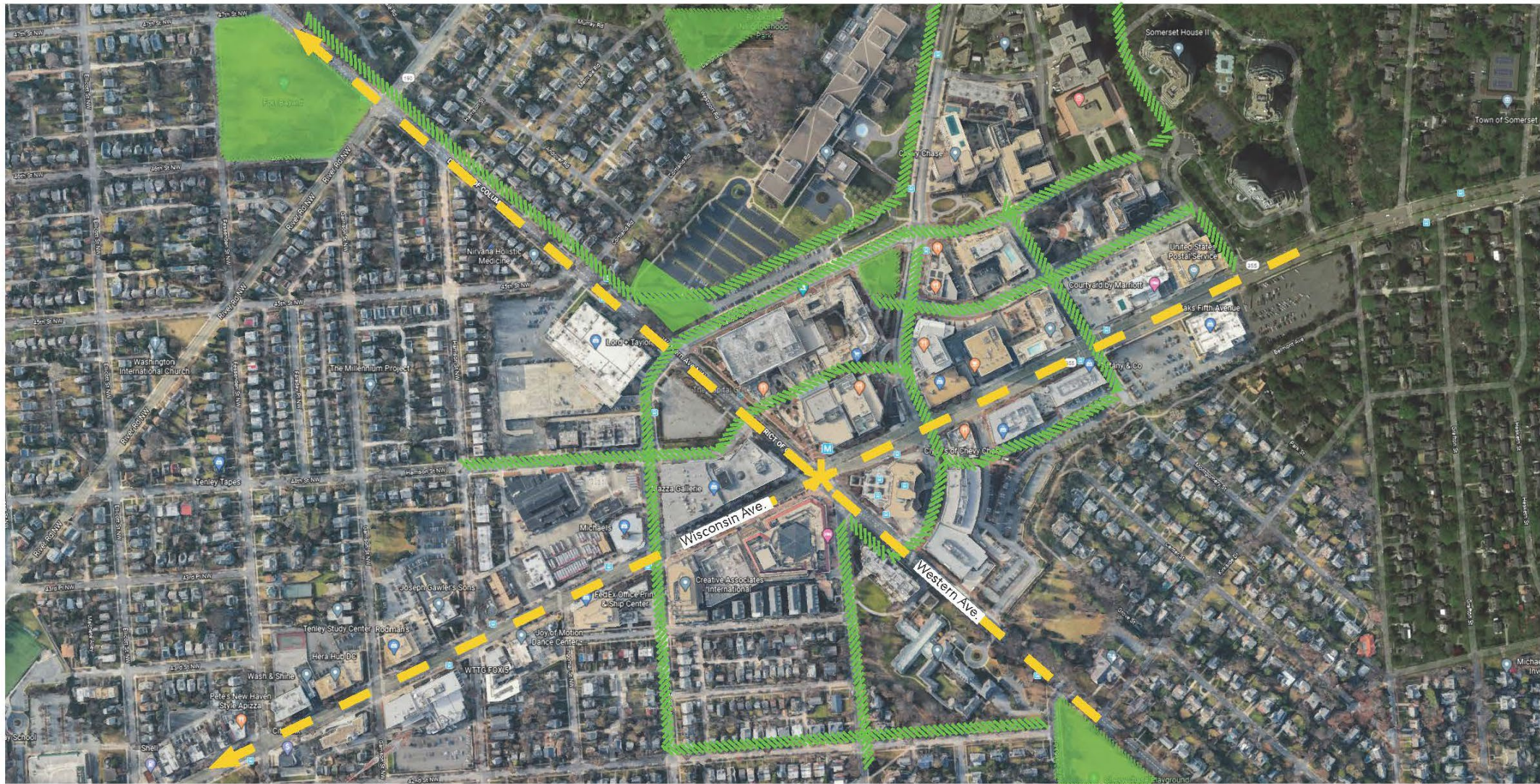
THE EXPERIENCE



Friends of
White Flint

A

FORM STEWARDSHIP ENTITY + FOSTER CROSS JURISDICTIONAL COLLABORATION



B

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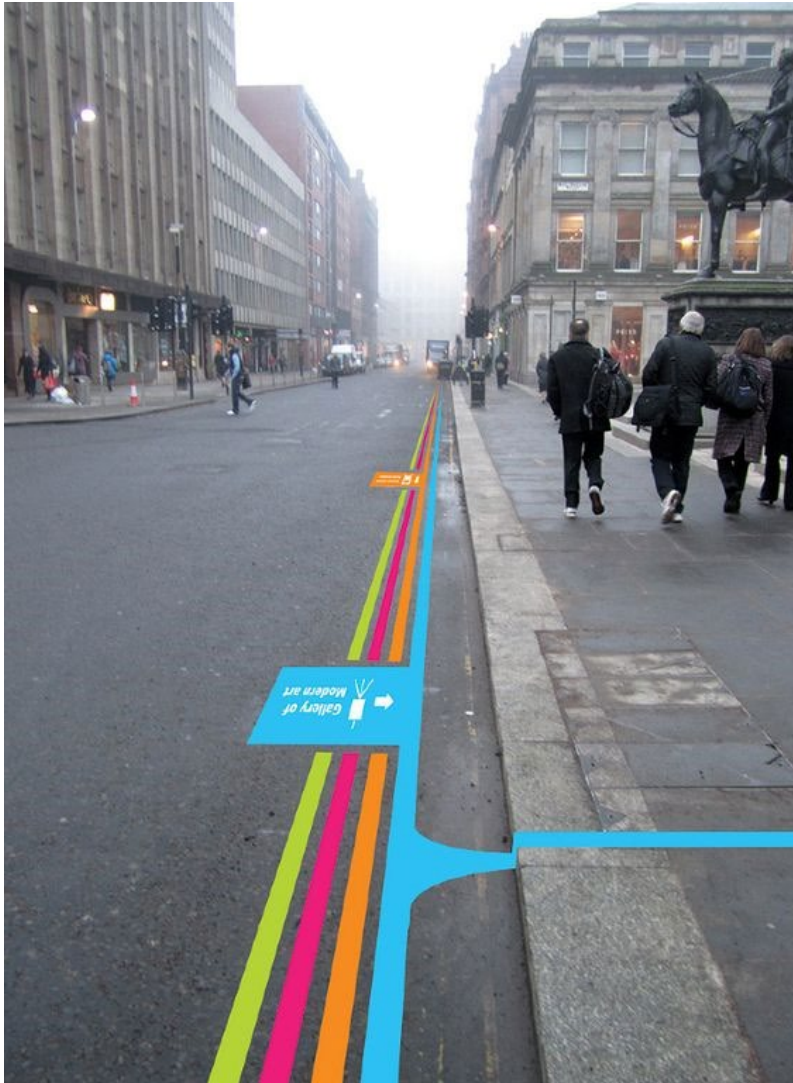
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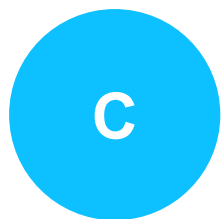


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**CREATE IDENTITY THROUGH
BRANDING AND PLACEMAKING**



**CREATE IDENTITY THROUGH
BRANDING AND PLACEMAKING**

PHASE 2

CORE ELEMENTS

A

THE WEDGE: REDEVELOP SITE OF LORD AND TAYLOR, WMATA BUS GARAGE, AND SURFACE LOT AT JENIFER ST AND WESTERN AVE INTO A MIXED USED NODE

B

REORIENT FAÇADE MAZZA GALLERIE

C

REPOSITON FRIENDSHIP HEIGHTS AS A NEIGHBORHOOD SCALED PLACE

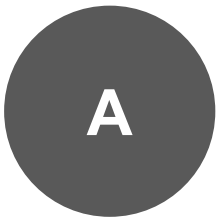
**PHASE 2:
THE CATALYST**



PHASE 1
PHASE 2



THE WEDGE: REDEVELOP SITE OF LORD AND TAYLOR, WMATA BUS GARAGE, AND SURFACE LOT AT JENIFER ST AND WESTERN AVE INTO A MIXED USED NODE





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THE WEDGE: REDEVELOP SITE OF LORD AND TAYLOR, WMATA BUS GARAGE, AND SURFACE LOT AT JENIFER ST AND WESTERN AVE INTO A MIXED USED NODE



B

REORIENT FAÇADE MAZZA GALLERIE



C

REPOSITION FRIENDSHIP HEIGHTS AS A NEIGHBORHOOD-SCALED PLACE

**PHASE 3:
THE EVOLUTION**

PHASE 3

CORE ELEMENTS



A

REDEVELOPMENT OF MAZZA GALLERIE



B

COMPREHENSIVE RETAIL REFRESH

**PHASE 3:
THE EVOLUTION**



- PHASE 1
- PHASE 2
- PHASE 3



1

REDEVELOPMENT OF MAZZA GALLERIE



The best address in the city

1

REDEVELOPMENT OF MAZZA GALLERIE



2

COMPREHENSIVE RETAIL REFRESH

THANK YOU