## A SYMBOL OF Friendship













Prepared for: ULI, WMATA, DC Office of Planning, Montgomery County Planning Department

# FRIENDSHIP HEIGHTS THE PLACE "WHAT DO WE SEE"

4 miles

# PRIMARY CONVEYANCE



A-141

LESTER.

## CONNECTING PLACE TO PLACE



## CONNECTING PEOPLE TO PLACE

## CONNECTING PEOPLE TO PEOPLE

#### VISION LOCAL TO REGIONAL GROWING BACK

# PLACES TO GROW FROM

ANK!

LESTER N

## A SYMBOL OF Friendship

#### A SYMBOL OF Friendship Heights



#### HOW TO GET THERE LOCAL TO REGIONAL GROWING BACK

#### **Ongoing Actions**

#### **Initial Actions**

## **PROJECT GOALS** FRIENDSHIP HEIGHTS

- Unified Vision
- An Origin and a Destination
- Collaborative Leadership
- Land Use and Development Recommendations

# **OUR TEAM'S APPROACH**

"A LOCAL IDENTITY WILL DRIVE LONG-TERM GROWTH"



## FRIENDSHIP HEIGHTS GUIDING PRINCIPLES

- Address LOCAL NEEDS BEFORE REGIONAL
- Establish a STRONG COMMUNITY IDENTITY
- Reduce reliance on cars and **PROMOTE MULTIMODAL CONNECTIVITY**
- Implement better INTERMIX OF RETAIL
- Address HOUSING AFFORDABILITY AND DEMAND







### INITIAL ACTIONS PLACEMAKING

- Develop a Comprehensive Public Space Plan
- Improve Streets as Places
- Create Public Spaces as Multi-Use Destinations
- Implement a Branding & Wayfinding Strategy
- Support Local Artists & Build Local Economy
- Address Public Health Needs
- Implement Pilot Projects
- Restructure Government Support for Public Spaces

## INITIAL ACTIONS BUSINESS IMPROVEMENT DISTRICT

- Be Key Diver of Improvements
- Have Cross-Jurisdictional Authority
- Have Authority to Establish
  - Governance Structure
  - Assessment Structure
  - Collaborations with Local Jurisdiction

















Central Gateway Garage

All roads lead to

DOWNTOWN

Kent

SHOP

111 9011

ROP

## INITIAL ACTIONS BRANDING + WAYFINDING

- Start with a brand
- Reimagine spaces
- Partner with others

Wayfinding should be inspired by, and more connected to, a community's brand, giving people a sense of place and reinforcing its unique personality. Guide Studio



## INITIAL ACTIONS TEMPORARY ACTIVATION

- Implement Pilot Projects
- Repurpose Existing Buildings
- Plan Seasonally Appropriate Activities









## INITIAL ACTIONS LOCAL ART + BUILD LOCAL ECONOMY

- Coordinate with DC and MD Stakeholders
- Establish a Public Art Program
- Simplify Public Art Approval Process
- Commission Murals
- Identify Funding Opportunities
- Promote Temporary and Permanent Art Installation Opportunities

## INITIAL ACTIONS COORDINATE RETAIL

- BID to Oversee a Coordinated Retail Strategy
- Establish New Draws for Foot Traffic
- Energy and **Momentum Builders** to Revitalize Retail
- Adaptability in Retail Design







#### INITIAL ACTIONS **REMOVAL AND REPURPOSE** OF EXISTING PARKING LOTS

- Enact a Coordinated Parking Strategies/Plan
- Redevelop Underutilized Surface Parking Lots
- Develop Interim Re-use Strategies of Surface Lots



#### ONGOING ACTIONS IMPROVED NEIGHBORHOOD CONNECTIVITY AND TRAFFIC CALMING

- Implement Complete Streets Principles and Design
- Improve Bicycle Connectivity to Existing Facilities
- Upgrade Sidewalks along Approaches to Friendship Heights
- Implement Interim Design Strategies



Multi-Modal High Density Boulevard; Photo Credit: City of Alexandria









### ONGOING ACTIONS RECREATIONAL AMENITIES

- Develop active spaces targeted towards community needs.
- Create places which encourage repeat visits.
- Provide opportunities for individuals to become a community.
- Promote opportunities for healthy physical and social activity.
- Partner with businesses to provide free recreational classes.
- Budget for or petition for the acquisition of **new park land.**
- Consider examples such as: Dog parks, adult or senior fitness stations, playgrounds, splash pads, basketball courts, and pocket parks.

#### ONGOING ACTIONS **REPURPOSE** UNDERGROUND SPACES

• Re-Envision underground spaces as an asset for

retail and other uses.

- Create street-level visibility for below-ground spaces.
  - Target commercial users who:
  - Need large footprints;
  - Do not require natural light;
  - Have noisy operations;
  - Require loading docks and shipping.
- Consider retailers such as: Gyms and Fitness uses, Recreation, Retail showrooms, and Storage Units.









#### ONGOING ACTIONS STREETSCAPE IMPROVEMENTS

- Bring the scale down to create Comfortable Spaces and reduce the feelings that things are not far/long walk from any given point.
- Find **Consistancy** in neighborhood furnishings.
- Find Opportunites to expand Retail
- Place Food and Beverage Closer to the street.
- Provide larger outdoor dining opportunies.





## ONGOING ACTIONS HOUSING DENSITY

- Significant overall lack of housing for low-income and senior housing.
- Spectrum of housing at all price points needed.
- Solutions:
  - Redevelop Geico site, Lord & Taylor site and Metro Bus Western Division Lot, WMATA site.
  - Intensify commercial corridor to create new housing.
  - Increase building heights.
  - Create Residential Opportunity over retail.
  - Create Permanent shared-equity homeownership opportunities.
  - Inclusionary zoning.
  - Make better use of publicly owned properties.
  - Upzone allow higher density.
  - Modify parking requirements.

## ONGOING ACTIONS | POLICY CHANGES

#### Transportation

Institute Area-wide Demand-Responsive Parking

Re-Examine Parking Minimums/Requirements

190

Reduce Speed Limits

# Sector Plan & Zoning Ordinances

Update MoCo 1998 Friendship Heights Sector Plan

Create Cross-Jurisdictional Zoning Overlay District

Simplify Zoning Process/ Amendments in Montgomery County

#### Retail

Draft Comprehensive Public Space Plan

Permit Ground Floor Retail in Mixed-Use Buildings

Permit Restaurant Uses within Retail or Recreation Uses

Permit Outdoor Restaurant Seating

#### Housing

**Promote Bonus Density** 

**Increase Building Heights** 

Create Residential Opportunity over Retail

Provide Opportunities for Diverse Housing Stock

Create Permanent Shared-Equity Homeownership Opportunities.

**Promote Inclusionary Zoning** 

Explore Redevelopment Potential within Publicly Owned Properties.

## **LOCAL TO REGIONAL** GROWING BACK

**Friendship Heights Station** 

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