






**Bethesda Downtown Sector Plan, Implementation Advisory Committee Appointment**

**MCPB**  
Item No6  
Date: 12-07-17

 Leslye Howerton, Planner Coordinator, Area 1, [leslye.howerton@montgomeryplanning.org](mailto:leslye.howerton@montgomeryplanning.org), 301.495.4551  
 Robert Kronenberg, Chief, Area 1, [robert.kronenberg@montgomeryplanning.org](mailto:robert.kronenberg@montgomeryplanning.org), 301.495.2187  
 Michael Brown, Master Plan Supervisor, Area 1, [Michael.brown@montgomeryplanning.org](mailto:Michael.brown@montgomeryplanning.org), 301.495.4556

Completed: 11.29.17

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**STAFF RECOMMENDATION**

Appoint the recommended applicants to the Implementation Advisory Committee for the Bethesda Downtown Sector Plan.

**BACKGROUND**

As outlined in the *Approved and Adopted Bethesda Downtown Sector Plan*, the Planning Department is seeking to create a representative and balanced Implementation Advisory Committee to coordinate and monitor the progress of development and address implementation of the recommendations in the *Approved and Adopted Bethesda Downtown Sector Plan*. This committee will replace the Woodmont Triangle Action Group (WTAG) established by the 2006 *Woodmont Triangle Amendment* to the 1994 *CBD Sector Plan*.

On October 23, 2017, the Planning Director approved the distribution of letters to interested parties requesting nominations to participate in the Implementation Advisory Committee. Letters of interest were sent out to various property/business owners and community groups soliciting nominations, including but not limited to the Coalition of Bethesda Area Residents (CBAR), the Greater Bethesda Chamber of Commerce, the Commercial Real Estate Development Association (NAIOP), Bethesda Green, the Town of Chevy Chase, East Bethesda Civic Association, Edgemoor Citizens Association, the Sacks Neighborhood, Chevy Chase West Neighborhood and various individual condominium associations within Downtown Bethesda.

**COMMITTEE SIZE AND METHOD OF SELECTION**

Staff recommends the Implementation Advisory Committee have fourteen members; seven members representing the interest of local businesses and large property owners and seven members representing the interest of local residents. According to the *Approved and Adopted Bethesda Downtown Sector Plan*, the committee "should reflect the current makeup of the WTAG in that it will be structured to include representatives from various constituencies interested in the successful implementation of the Plan."

The former WTAG was composed of residents of the community as well as property owners/business owners and representatives from Bethesda Urban Partnership, Regional Services Center and members of the Greater Bethesda Chamber of Commerce.

Like the WTAG, Staff to the Implementation Advisory Committee will include a representative from the Bethesda-Chevy Chase Regional Services Center, Bethesda Urban Partnership and the Montgomery County Planning Department. A representative from Bethesda Green has been added as staff to the Implementation Advisory Committee to support the strong sustainability component of the Sector Plan.

Members must be appointed by the Planning Board and will serve three-year staggered terms. At initial appointment, six members will serve for two years, six members will serve for three years, and two members will serve for four years. The terms of membership will be staggered from this point onward. Members are eligible for reappointment upon completion of their term.

Seventeen individuals expressed interest and submitted letters. The Greater Bethesda Chamber of Commerce and NAIOP endorsed seven of the individuals from the property owner/business community interested in participating on the Committee while six individuals from the community were endorsed by CBAR. The remaining four individuals that submitted letters of interest are active community members and were very involved in the Bethesda Sector Plan process.

## **PROFILE OF RECOMMENDED COMMITTEE MEMBERS**

The following provides a brief profile of each recommended member. Letters of Interest are attached.

### **Property Owner /Business Owner Representatives**

1. **Emily Vaias, Land Use Attorney with Ballard Spahr**  
Land use expert and active with members of the Montgomery County Business Alliance  
***(recommended term 3 yrs)***
2. **Jack Alexander, President, AMR Commercial, LLC (former WTAG member)**  
Past chair of the Greater Bethesda Chamber and current chair of the Bethesda Urban Partnership ***(recommended term 2 yrs)***
3. **Jad Donohoe, Senior Vice President, Donohoe Development Company**  
Senior Vice President, Donohoe Development Company – active member of The Greater Bethesda Chamber and served on the Woodmont Triangle Advisory Group ***(recommended term 3 yrs)***
4. **Matt Gordon, Real Estate Attorney, Linowes and Blocher**  
Co-Chair of the Greater Bethesda Chamber's Real Estate Group. ***(recommended term 4 yrs)***
5. **Patrick O'Neil, Principal, Land Use and Zoning Attorney, Lerch, Early & Brewer**  
Past Chair of The Greater Bethesda Chamber, Immediate Past Chair of the Bethesda Urban Partnership and Co-Chair of the Chamber's Bethesda Downtown Sector Plan Task Force  
***(recommended term 3 yrs)***

6. **Greg Rooney, Vice President of Development, The Bernstein Companies**  
Current Co-Chair of the Chamber's Real Estate Group. *(recommended term 2 yrs)*
7. **Ramsey Meiser, Senior Vice President, Development, Federal Realty Investment Trust**  
Property Owner in Downtown Bethesda, oversees mixed-use properties in Mid-Atlantic region  
*(recommended term 2 yrs)*

#### **Civic Associations/Homeowners/Condo Associations**

1. **Amanda Farber, representing East Bethesda Citizens Association**  
Resident, Co-Vice President of East Bethesda Citizens Association, member of Coalition of Bethesda Area Residents (CBAR), community advocate for design guidelines, greening of Downtown Bethesda, and bike lanes *(recommended term 4 yrs)*
2. **Anna Fierst, representing Battery Park Citizens Associations**  
Resident, Vice President and President of Battery Park Civic Association, member of CBAR, advocate for parks, green spaces and maintenance of public transportation *(recommended term 2 yrs)*
3. **Dedun Ingram, representing the Town of Chevy Chase**  
Resident, endorsed by Town Council, actively engaged in Sector Plan process as a member of the Town's Bethesda Downtown Plan Committee *(recommended term 2 yrs)*
4. **Naomi Spinrad, representing Chevy Chase West Neighborhood Association**  
Resident, Vice President of Chevy Chase West Neighborhood Association (CCW), representing CCW on land use and zoning issues, actively involved in Sector Plan process *(recommended term 3 yrs)*
5. **Steve Groh, representing Christopher Condominium**  
Owner at the Christopher Condominium, served as treasurer and board member, member of Bethesda Urban Partnership Transportation Solutions Advisory Committee *(recommended term 3 yrs)*
6. **Steve Long, representing residents of Middleton Lane**  
Resident of Middleton Lane since 1979, actively involved in previous Sector Plan process in the 1990s, involved with development of the Whitney Building, created community group to preserve east Bethesda, actively involved in Sector Plan process *(recommended term 2 yrs)*
7. **Drew Morrison, millennial resident, renter and transportation planner**  
Resident for over 20 years, millennial and transportation planner, aide to Councilmember Berliner on transportation and environmental issues, understanding of County processes  
*(recommended term 3 yrs)*

#### **OTHER APPLICANTS**

The following provides a brief profile of the other applicants. Letters of Interest are attached.

1. **Jon Weintraub:** Resident of the Edgemoor Condominium in Downtown Bethesda and served on

the Woodmont Triangle Action Group, member Western Montgomery County Citizens Advisory Board, previous Bethesda Urban Partnership member and chair.

2. **Michael Fectchko:** Resident of the Whitehall Condominium in the Battery Lane District and active community member participating in the Bethesda Downtown Sector Plan process.
3. **Cristina Echavarren:** Past President of the Sacks Neighborhood Association and resident of Downtown Bethesda for about 40 years, actively involved in Sector Plan process.

#### **NEXT STEP FOR THE IMPLEMENTATION ADVISORY COMMITTEE**

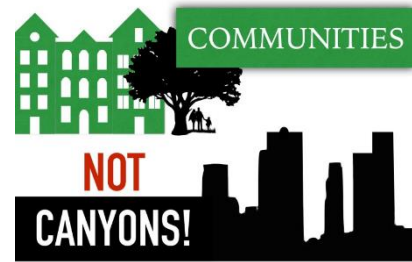
Once approved by the Planning Board, the staff will notify the Implementation Advisory Committee members and an orientation meeting will be scheduled.

#### **ATTACHMENT**

- A. Implementation Advisory Committee Letters of Interest

## Coalition of Bethesda Area Residents (CBAR)

November 15, 2017



SUBJECT: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Ms. Wright:

Thank you very much for inviting CBAR to submit a letter of interest to participate in the Bethesda Downtown Plan Implementation Advisory Committee. I and my colleagues greatly appreciate the County's commitment to working with the local community. I have great confidence that under your leadership we will work well together to achieve our common goals of an economically vibrant, attractive, and livable downtown Bethesda.

As CBAR is a coalition of area residents, we will not nominate someone to represent the organization specifically. Instead, I am pleased to endorse the following residents, who each have been endorsed by their municipal government, neighborhood association, or community:

- Amanda Farber, representing East Bethesda Citizens Association
- Anna Fierst, representing Battery Park Citizens Association
- Cristina Echavarren, representing Sacks Neighborhood Association
- Dedun Ingram, representing the Town of Chevy Chase
- Naomi Spinrad, representing Chevy Chase West Neighborhood Association
- Steve Groh, representing Christopher Condominium
- Steve Long, representing residents of Middleton Lane

I understand that regretfully Edgemoor Citizens Association will not nominate a representative, but please be assured that those of us who do participate will maintain communication with ECA leadership.

Thank you again for your leadership as we embark on the hard work of making our shared vision a reality.

Sincerely,

A handwritten signature in black ink that reads "Mary Flynn" followed by a long horizontal flourish.

Mary Flynn  
Founder, Coalition of Bethesda Area Residents

October 30, 2017

Mrs. Gwen Wright  
Director, Montgomery County Planning Department  
8787 Georgia Ave  
Silver Spring, Maryland 20910

Re: EBCA Representation on the Bethesda Downtown Sector Plan Advisory Committee

Mrs. Wright:

Thank you for reaching out to the East Bethesda Citizens Association (EBCA) regarding the new Advisory Committee. As a community adjacent to the Bethesda Central business district, we have a keen interest in how the new Bethesda Plan is implemented.

I am writing on behalf of EBCA to express my interest in serving on the Bethesda Downtown Sector Plan Implementation Advisory Committee. As you are aware, I was previously involved in the sector plan process as a Co-Vice President of the East Bethesda Citizens Association and a member of the Coalition of Bethesda Area Residents.

Along with many others, I helped advocate for many aspects of the Plan including elements of the design guidelines, compatibility with edge neighborhoods, certain designated parks, canopy corridors, and bike lanes. One of the best parts of that process was having the opportunity to connect with so many community members as well as planning and political officials to create - what I believe - became a positive final outcome of the Plan. But of course putting the new Plan on paper was only the beginning of the process, and now there is the challenge of transferring the goals and guidelines to work "on the ground" - where they will really matter.

As a long time resident of the downtown Bethesda area, I have witnessed its transformation - in several good ways and in other ways that could be improved upon. I am a big fan of documenting real world examples of specific developments and projects that can serve as cautionary notes of what doesn't "work" - but also finding inspiration for what does work, what is possible, and how it was possible. With this Plan, I am particularly concerned with ensuring that the design components; school needs; and pedestrian, bike, recreation and park amenities are delivered along with the development. I believe the Implementation Advisory Committee will play an important role in assuring the Plan is a success.

Thank you for the opportunity to apply for this position. I may be reached at [amandafarber@hotmail.com](mailto:amandafarber@hotmail.com) or by phone at 240-271-9033.

Sincerely,  
Amanda Farber

CC: Leslye Howerton  
Andy O'Hare, President, EBCA

**From:** Anna Fierst  
**To:** [Wright, Gwen](#); [Howerton, Leslye](#)  
**Subject:** letter to Gwen Wright  
**Date:** Monday, November 13, 2017 2:55:56 PM

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November 13, 2017

Mrs. Gwen Wright  
Director, Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring MD 20910

Re: Battery Park Citizens Association Representation on the Bethesda Downtown Sector Plan Advisory Committee

Dear Mrs. Wright:

I'm writing today to ask for consideration as Battery Park's representative to the above-named Advisory Committee. Participation in this Committee was discussed at our recent monthly meeting, and due to past debates over developments on Old Georgetown Road, our community Board quickly endorsed having representation.

As you're probably aware, Battery Park is a neighborhood adjacent to Edgemoor and bounded by Wilson Lane and Old Georgetown Road. We have long monitored the growing commercial density along Old Georgetown Rd., and during my four year tenure as the Vice President and President of the Civic Association, I have closely followed proposed projects for both this section of Bethesda, and Battery Lane as well. In order to better understand the development pressures that are affecting this section of Bethesda, I joined the Coalition of Bethesda Area Residents a number of months ago, and participated in reviewing drafts of the Plan.

I realize, as do most members of this community, that putting the ideas in the Downtown Sector Plan into actual practice will present challenges at times but as someone who has raised a family in Battery Park over the last 25 years, I'd like to ensure that parks, green spaces, and public transportation are maintained, and in many cases improved upon. Since my children directly benefited from the County school system, that is another area of focus for me. Due to Bethesda's rapid growth, it will be a challenge to create a community that works for both residents and commercial interests, but I'm convinced it can be largely achieved.

Thank you for the opportunity to apply for this position. I can be reached at [aefierst@gmail.com](mailto:aefierst@gmail.com) or by phone at [301-792-2338](tel:301-792-2338).

Anna E. Fierst  
7815 Maple Ridge Rd.  
Bethesda MD 20814

cc: Leslye Howerton

I am interested in serving on the Bethesda Downtown Sector Plan Implementation Advisory Committee.

I have been a long term resident of the Bethesda/Chevy Chase area for about 40 years. After I retired from the Inter-American Development Bank as a budget analyst, I pursued volunteer work for the County. I occasionally do consulting work in finance-related fields for UN agencies located in Rome, Italy.

I have served on several committees formed by the County Executive and the County Council:

- The Right to Vote Task Force of Montgomery County (2013-2015)

- Montgomery County Compensation Committee, Chair (2013)

- Organizational Reform Commission (2010-2011), the members of this Commission were awarded the Sentinel Award, for "significant contribution to good government at the local level" (May 2011)

I am also a graduate of the Montgomery County Senior Leadership program (2014).

I have served as President of the Sacks Neighborhood Association for a total of about 15 years. While living briefly in Annapolis, I also served as President of the homeowners' association, the Watergate Improvement Association (2016-17).

I am aware of the sometimes divergent interests of developers, Bethesda area homeowners, and the County government. Throughout my leadership of the Sacks community, transparent communication and a willingness to listen to others has allowed me to gain the respect of most members of the community. I represented the Sacks neighborhood during the difficult period in which the County drafted and approved the Bethesda Sector Plan. As a leader of the community, I was aware that within my community there were strong and conflicting opinions regarding the proposed heights of new construction adjacent to our neighborhood. This required that I refrain from supporting a particular position regarding development in the Bethesda area and to focus on common interests such as traffic density and crime.

I would be delighted to serve on the Advisory Committee.

Cristina Echavarren  
c.echavarren@gmail.com



Dear Planning Director Wright:

The Chevy Chase West Neighborhood Association nominates Naomi Spinrad to serve on the Bethesda Downtown Sector Plan Implementation Advisory Committee.

For over 10 years, as CCW's vice president/development, Naomi has represented CCW on zoning and land use issues: an illegal home occupation, legislation on accessory units, creation of a new sidewalk along Wisconsin Avenue, an amendment to a special exception for the Chevy Chase Club, the 2014 zoning rewrite, and the 2017 Bethesda Downtown Plan.

Her background as a journalist prepared her well to delve into these complicated issues, researching and reaching out to understand them. Our community relies on her knowledge and guidance in deciding whether and how to respond to zoning and land use concerns, and she has encouraged all residents to be aware of their rights regarding changes to their own as well as their neighbors' properties, and the limits on those rights.

As a community that borders the CBD, we want to see development that enhances both downtown and the greater Bethesda-Chevy Chase area while conforming to the planning and design principles of the Plan and the associated zoning text amendment. We share the concerns of many, including planners, about keeping development and infrastructure in balance. We want to be sure that what planning officials approve is what is actually built, according to site plans and with any changes properly vetted. We want to see welcoming public space and parks that truly serve the community.

CCWNA applauds the creation of this committee as a means to achieve consensus and to ensure that a variety of stakeholders participate in these important processes. We believe its recommendations will be important in implementation of the Plan, and that Naomi will bring informed, analytical strengths to the Committee.

Thank you for your consideration of this nomination.

Sincerely,

Ruthann Bates, Secretary

November 9, 2017

Gwen Wright  
Director, Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring, MD 20910

RE: Bethesda Downtown Sector Plan Implementation Advisory Committee:

Dear Ms. Wright:

I would like to be considered as the Town of Chevy Chase's representative to the new Bethesda Downtown Sector Plan Implementation Advisory Committee. I am pleased to have the endorsement of the Town of Chevy Chase's full Town Council.

As you know, the Town is an old neighborhood adjacent to the Bethesda Central Business District and as such has a keen interest in how the new Bethesda Downtown Plan is implemented. Our community was actively engaged in following and commenting on the draft Plans and worked hard to ensure that development allowed under the Plan will be compatible with the adjacent communities and will not overwhelm the area's infrastructure, and that new parks will be established in order to provide for a healthy environment and to add to the overall high quality of life in the Bethesda-Chevy Chase region.

As a member of the Town's Bethesda Downtown Plan Committee, I was a key participant in the Town's review and analyses of the draft Plans and its inputs regarding the design guidelines. Also, as a resident of the Town on Elm Street for over 30 years, I have closely followed specific development projects in Bethesda, as well as the changes to the zoning code enacted over the last decade. I say all this to assure you that I understand the lingo and appreciate the delicate balance the County must play in working with both communities and developers.

The implementation of the Bethesda Downtown Plan will provide a real challenge to the County. I believe that many good aspirational components were incorporated into the Plan; making them a reality will be the tough part. I would very much appreciate being part of the team that works towards the successful realization of the Plan.

Thank you for the opportunity to apply for this position.

Sincerely,

Dedun Ingram  
4411 Elm Street  
Chevy Chase, MD 20815  
idedun@gmail.com

cc: Leslye Howerton  
Mary Flynn, Mayor, Town of Chevy Chase

**STEPHEN GROH**  
**4808 Moorland Lane #607**  
**Bethesda, MD 20814-6185**  
**Home: 301-312-8200**  
**Cell: 301-343-9317**  
**E-mail: sgroh71@gmail.com**

November 10, 2017

Mrs. Gwen Wright, Director  
Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring, MD 20910

RE: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Mrs. Wright:

I wish to submit a letter of interest in serving on the Bethesda Downtown Sector Plan Advisory Committee, in order to see that the best interests of the community are served during the upcoming implementation of the Plan. I am an owner at The Christopher Condominium, 4808 Moorland Lane, Bethesda. I have lived here since February 2010 and serve as Treasurer and board member for the Condominium. I am a certified public accountant and attorney. I am a member of the Bethesda Urban Partnership (BUP) Transportation Solutions Advisory Committee.

I retired from my position as Director of Finance for the City of College Park in 2016, a position that I held for 17 years. I am familiar with the zoning and land use plans for the district being implemented by M-NCPPC and Montgomery County, and have attended several of the community workshops. I look forward to further participation in this important process.

Thank you for your consideration of my letter of interest. If you need any additional information, please do not hesitate to contact me.

Very truly yours,



Stephen Groh

cc: Mary Flynn, CBAR  
Marilyn Lucht, President, The Christopher Condominium

**From:** Jon Weintraub  
**To:** [Wright, Gwen](#); [Howerton, Leslye](#)  
**Subject:** Bethesda Downtown Sector Plan Implementation Advisory Committee nomination  
**Date:** Tuesday, October 24, 2017 10:26:55 AM

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Below are my qualifications to serve on the Bethesda Downtown Section Plan Implementation Advisory Committee:

- Member of the Woodmont Triangle Advisory Group [WTAG]
- Member of the Western Montgomery County Citizens Advisory Board [WMCCAB]
- Previous member [6 years] and chair [1 year] of the Bethesda Urban Partnership [BUP]
- Organized the Downtown Bethesda Condo Association [11 bldgs and 830 units] and serve as its chair
- Member of the Bethesda Metro Task Force organized by the Bethesda Chamber of Commerce
- Served 3 years as chair of the Edgemoor Condo [4821 Montgomery Lane] Association and 6 years on its board
- Worked for 12 years at the National Association of Counties [NACo]
- Served as a subcommittee staff director for the House Education and Labor committee
- Served on the Presidential transition committees for Presidents Clinton and Obama

Please let me know if you have any questions....I am supported by my condo association....Jon

Jon Weintraub  
4821 Montgomery Lane  
Bethesda, MD 20814  
H] 301-664-9437  
F] 301-664-9439

Ms Gwen Wright  
Director, Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring, MD 20910

Ms Wright:

I thank you and Leslye Howerton for the invitation to submit a letter of interest to serve on the Bethesda Downtown Sector Plan Implementation Advisory Committee. As an owner in the 300 unit Whitehall Condominium Association on Battery Lane, I am keenly interested in confirming that the BDP will maintain Bethesda generally and the Battery Lane District specifically as a properly-developed, pedestrian- and bicyclist-friendly, lively urban area with adequate and adequately-maintained parks and greenspace among well-designed, mixed-use buildings.

Since my first introduction to the new Bethesda Downtown Sector Plan (BDP) in June, 2015, I have closely followed its development through announcements from the your office, the Planning Board, and the County Council and participated in its development through attending Planning Board and County Council meetings, delivering testimony at some of those meetings, and sending emails to you, the Planning Board, and the County Council. I, with my Whitehall Condominium neighbor Holly Clemans, also hosted the Planning Board Staff – including Leslye – twice at Whitehall to discuss issues in the BDP with fellow Whitehall and other Battery Lane condominium owners.

In the early days of the BDP, Holly and I spearheaded an effort of many Battery Lane District neighbors to remove a plan for a road to cut through Battery Lane Park. Through outreach to Planning Board and Staff, emails, petitions, and finally direct testimony, we convinced the Planning Board of the need to maintain the park as it is: an uninterrupted swath of park space that allows multiple, different daily uses without the concern for cars driving through it.

As I was then, I believe that I can be a representative voice of the Battery Lane District – which sometimes seemed to be a forgotten or misrepresented part of Bethesda in some stages of the BDP's development – on the Implementation Advisory Committee. Also, as a member of Whitehall's Board of Directors, I can communicate quickly with my fellow owners both to provide and to solicit information about the effects of the BDP on our property.

While I do not have development or planning training or expertise, I believe that my 20 years of living on Battery Lane and working at NIH provide me an insightful view of how the BDP can and should affect the lives of those who also live and/or work in Bethesda.

Thank you for the opportunity to express my interest, and I hope that you will find me an asset to the committee.

Sincerely,

Michael Fetchko  
4977 Battery Lane #915  
Bethesda MD 20184

Mrs. Gwen Wright

Director

Montgomery County Planning Department

8787 Georgia Avenue

Silver Spring, Maryland 20910

RECEIVED  
M-NCPPC

NOV 8 2017

Montgomery County  
Planning Department

Dear Mrs. Wright:

This letter expresses my interest in applying for the Bethesda Downtown Sector Planning Implementation Advisory Committee. As a long time citizen of Middleton Lane, I have an interest in making sure that the Bethesda Sector Plan is implemented according to what the Montgomery County Planning Board and the County Council approved last June.

In the 1990s, as part of the East Bethesda community, I worked extensively on the Bethesda Sector Plan. I got involved with the development of the Whitney building, which is at the end of Middleton Lane because our neighborhood was concerned about saving the Bethesda Theatre as well as ensuring an appropriate use of this site. Many of the ideas on how to develop this very difficult parcel were mine. I worked with the developer, Gene Smith of Bozzuto, and the Montgomery County Park and Planning staff, and the East Bethesda Citizens Association to define the height along Wisconsin Avenue, ensure step down to 35 feet to townhouses along Middleton Lane and put parking underground. With our neighbors, I created a group, Citizens to Preserve East Bethesda, to ensure input from the community on this project. During the discussions with the Park and Planning staff about the location of the trolley, I expressed my concerns about how disabled citizens would not have access to the subway from the trolley. I currently use a wheelchair because of polio contracted in 1955 and this gives me a unique perspective on development issues that are overlooked so many times.

The past several years, I also worked on the Bethesda Downtown Sector Plan regarding heights, density, and green space along the Wisconsin Avenue corridor. My wife and I were helpful in having Middleton Lane residents agree to move the historic hardware store from Wisconsin Avenue to Middleton Lane.

I have almost 40 years of relevant experience in both the Federal government and the State of Maryland, including overseeing the design, development, and construction of new buildings to house administrative and research laboratory functions. During my last 10 years in the Federal Government I served as the Executive Officer of one of NIH's 17 institutes—the National Institute on Alcohol Abuse and Alcoholism (NIAAA). Between 2006 and 2013, I was the Associate Director for Administration for the Greenebaum Cancer Center at the University of Maryland in Baltimore. My responsibilities for building and renovating research laboratories and administrative buildings required me to know building codes and regulations, including the financing and construction of two buildings on Parklawn Drive in Rockville.

I have lived in Montgomery County since 1972 and have owned a home with my wife at 4521 Middleton Lane, Bethesda, since 1979. Sincerely,



**Stephen W. Long**

**4521 Middleton Lane**

**Bethesda, Maryland 20114**

**301-537-7146**

**[slongw@comcast.net](mailto:slongw@comcast.net)**

November 17, 2017

Mrs. Gwen Wright, Director  
Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring, Maryland 20910

Dear Director Wright,

I am writing to be considered for the Bethesda Sector Plan Implementation Committee. I was pleased to be encouraged to apply for this position by Rick Ammirato at Bethesda Urban Partnership.

I have lived in Bethesda for over 20 years, and have lived for the past 2.5 years in downtown Bethesda, at 8200 Wisconsin Avenue. I love Downtown Bethesda and am excited to see it flourish as part of the implementation of the Sector Plan. As a planner and a millennial who enjoys the vibrancy of downtown, I am interested in bringing that unique experience to the implementation process.

As a transportation planner for the private firm VHB, I currently manage the Environmental Impact Statement (EIS) for the Washington Union Station Expansion Project. In that role, I work on a variety of multimodal transportation issues, from pedestrians and bicycles to WMATA, as well as the impacts of a potential air-rights development on the Project. Prior to working with VHB, I served as Councilmember Berliner's transportation and environment aide. From my time there, I gained a strong understanding of the County's policy, budget, and planning processes.

With my experience, I would bring a broad expertise that would be useful for the committee. I understand multimodal planning, as well as road safety issues, as I helped to develop the Vision Zero plan with Councilmember Berliner. I have a unique understanding of the County's budget process and how capital projects move forward from planning and design into construction. That fluency with the County's work would help the committee to be more effective in advocating for the successful implementation of the Sector Plan.

Thank you for your consideration.

Sincerely,

Drew Morrison



**THE GREATER BETHESDA**

CHAMBER of COMMERCE

Smart Business, Bright Future

7910 Woodmont Avenue, Suite 1204

Bethesda, MD 20814

T (301) 652-4900 x203

F (301) 657-1973

C (240) 508-7233

[gitaliano@greaterbethesdachamber.org](mailto:gitaliano@greaterbethesdachamber.org)

[www.greaterbethesdachamber.org](http://www.greaterbethesdachamber.org)

November 16, 2017

Mrs. Gwen Wright, Director  
Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring Maryland 20910

Dear Ms. Wright,

On behalf of The Greater Bethesda Chamber of Commerce, I am writing to recommend the following six business representatives to serve on the new Bethesda Downtown Sector Plan Implementation Committee. Each of these people are leaders in their own right and all of them are especially knowledgeable about the new sector plan. They have been active in the full process since the beginning several years ago and were instrumental in directing the Chamber's positions in the various stages of public participation and testimonies. The names, titles and companies are listed below and in a separate document you will receive brief biographies of each of the candidates.

Having been active in the Woodmont Triangle Advisory Board since its inception and having a representative on the White Flint Implementation Committee (David Freishtat), I fully understand the responsibilities of this appointment and each of these candidates do, as well. The recommended candidates are as follows:

1. **Jack Alexander**, President, AMR Commercial, LLC – past chair of the Greater Bethesda Chamber and current chair of the Bethesda Urban Partnership (served on the Woodmont Triangle Advisory Group)
2. **Jad Donohoe**, Senior Vice President, Donohoe Development Company – active member of The Greater Bethesda Chamber (served on the Woodmont Triangle Advisory Group)
3. **Matt Gordon**, Real Estate Attorney in Land Use Practice Group, Linowes and Blocher – Co-Chair of the Greater Bethesda Chamber's Real Estate Group
4. **Patrick O'Neil**, Principal, Land Use and Zoning Attorney, Lerch, Early & Brewer – Past Chair of The Greater Bethesda Chamber, Immediate Past Chair of the Bethesda Urban Partnership and Co-Chair of the Chamber's Bethesda Downtown Sector Plan Task Force
5. **Greg Rooney**, Vice President of Development, The Bernstein Companies – Current Co-Chair of the Chamber's Real Estate Group
6. **Emily Vaias**, Real Estate Attorney, Ballard Spahr, LLP –land use expert and active with members of the Montgomery County Business Alliance

Thank you for your consideration of our recommendations.

Sincerely,

Ginanne M. Italiano, IOM  
President & CEO



240 - 396 - 2440  
4825 Cordell Avenue  
Bethesda MD 20814

**[bethesdagreen.org](http://bethesdagreen.org)**

November 15, 2017

**SUBJECT:** *Implementation Advisory Committee Bethesda Downtown Sector Plan*

Dear Mrs. Gwen Wright,

It is with pleasure that I convey my interest as a member of the Implementation Advisory Committee for the Bethesda Downtown Sector Plan.

I am currently the Executive Director of Bethesda Green whose mission is to accelerate the local sustainable economy, with innovation, impact and with the community. In this perspective, I see fitting to be working together with different stakeholders to find the means to ensure a successful implementation of the Downtown plan, particularly as it pertains to environmental improvement and positive social impact. We believe that we can help bring collaboration in the process and an attitude on finding solutions. Our goal is to attract talent to the local ecosystem that will better the sustainable economy, starting with where we are, where we live, in Bethesda. The Downtown Plan is a corner stone bring us together and make sure we are a vibrant impactful hub for the current and future residents and businesses.

Along with my role at Bethesda Green, I bring to the board an array of relevant skills and experiences to the Advisory committee. As an environmental engineer and leader, I have a record of sustained success in advisory, operational, technical, leadership and marketing roles for corporations, for non-profit and governments. I have been involved in many new first-of innovative initiatives during their inception or early period, which would allow me to contribute critically and constructively to the Implementation Advisory Committee. My 15 years worked in the energy sector include the built-environment. After creating green services brands for an affiliate of Washington Gas (carbon offsets, wind power and energy audits), I worked for the DC government, leading the DC Energy Administration. I was involved after the initial years of the DCSEU (DC Sustainable Energy Utility) contract and under my leadership I instituted an evaluation and revision of the performance standard informing and leading to more solid results.

I have also served on relevant board of directors such as NASEO (National Association of State Energy Officers), Board Member (2012-2013) and the State of Maryland Strategic Energy Investment Advisory Board: 2008-10. In 2014, I was also directly involved in bringing to the region the first EcoDistrict Summit ([www.ecodistricts.org](http://www.ecodistricts.org)). I currently serve as an NGO representative to the MWCOC Climate Energy and Environment Policy Committee.

Please do not hesitate to contact me with further questions. It would be my pleasure to serve.

Best regards,

**Veronique Marier**  
**Executive Director**



[linkedin.com/in/veroniquemarier/](https://www.linkedin.com/in/veroniquemarier/)



FOUNDATIONS OF OPPORTUNITY



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November 15, 2017

Mrs. Gwen Wright  
Director  
Montgomery County Planning Department  
8787 Georgia Ave  
Silver Spring, MD 20910

Re: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Gwen:

I am submitting my name for consideration to become a member of the Bethesda Downtown Sector Plan Implementation Advisory Committee. As you are aware Federal Realty has had a presence in Bethesda for many years. Bethesda Row is the heartbeat of Bethesda and is a significant amenity for all of the developers and owners that have built or will be building in Bethesda. We are very proud of Bethesda Row and the role it plays in the community. As long term holders of real estate we are going to continue our presence in Bethesda for decades to come, so we have a vested interest in how the Sector Plan is implemented. We are invested in ensuring that Bethesda continues to remain relevant and thrives. Our long history in Bethesda and our perspective on what has worked, and what hasn't worked, both here and at our other projects around the country can be extremely beneficial to the Committee.

Specifically as it relates to my background I currently oversee our Mixed Use properties in the Mid-Atlantic region. I've not only worked on projects in Maryland, Virginia and the District of Columbia, but I've also worked on projects throughout the United States. As a result I can contribute a wide array of experience to the Committee. I've been in the development industry for 30 years. Prior to joining Federal I was with Forest City overseeing The Yards, a transformational project that is adjacent to Nationals Ballpark.

Thank you for your consideration of my request.

Sincerely,

A handwritten signature in dark ink, appearing to read 'R. Meiser'.

Ramsey D. Meiser  
Senior Vice President, Development

cc. Leslie Howerton