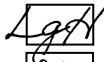






Bethesda Downtown Sector Plan, Implementation Advisory Committee Appointment

 Leslye Howerton, Master Plan Supervisor, Area 1, leslye.howerton@montgomeryplanning.org, 301.495.4566
 Elza Hisel-McCoy, Chief, Area 1, Elza.Hisel-McCoy@montgomeryplanning.org, 301.495.2115
 Robert Kronenberg, Deputy Director, Robert.kronenberg@montgomeryplanning.org, 301.495.2187

Completed: 12.10.19

STAFF RECOMMENDATION

Appoint (6) recommended applicants to the Implementation Advisory Committee (IAC) for the Bethesda Downtown Sector Plan to fill (6) seats that will expire at the end of December 2019.

BACKGROUND

As outlined in the *Approved and Adopted Bethesda Downtown Sector Plan*, in 2017 the Planning Department created a representative and balanced Implementation Advisory Committee (IAC) to coordinate and monitor the progress of development and address implementation of the recommendations in the *Approved and Adopted Bethesda Downtown Sector Plan*. The IAC is made up of representatives from the business community and residents of downtown Bethesda. The Planning Board appointed the 14-member committee in December 2017.

As of December 2019, six members' terms are set to expire. On November 6, 2019, letters were sent to interested parties requesting nominations to participate in the Implementation Advisory Committee for the member terms that expire this December. 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), 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.

METHOD OF SELECTION

Members must be appointed by the Planning Board and will serve three-year terms. Members are eligible for reappointment upon completion of their term.

Members are selected by representatives from the Planning Department, Bethesda Urban Partnership, Bethesda Regional Services Center, and Bethesda Green as outlined the Rules of Procedure. Eleven individuals expressed interest and submitted letters, including four current IAC members seeking reappointment.

PROFILE OF NEW RECOMMENDED COMMITTEE MEMBERS

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

Property Owner /Business Owner Representatives

1. **Jack Alexander, President, AMR Commercial, LLC (current IAC member seeking reappointment)** Past chair of the Greater Bethesda Chamber and current chair of the Bethesda Urban Partnership
2. **Kristi Smith, EVP, Development, JBG Smith**
Recently completed 4747 Bethesda Avenue project and oversees 7900 Wisconsin Avenue, and a Bethesda resident
3. **Christopher Smith, Development Manager, Stonebridge Associates, Inc.**
Development Manager for the Avocet Tower at 7373 Wisconsin Avenue

Civic Associations/Homeowners/Condo Associations

4. **Joyce Gwadz, resident of Edgemoor neighborhood for 35 years**
Member of the Board of Directors of the Edgemoor Citizens Association and Land Use Committee and member of the Coalition of Bethesda Area Residents (CBAR)
5. **Dedun Ingram, representing the Town of Chevy Chase (current IAC member seeking reappointment)** Resident, endorsed by Town Council, actively engaged in Sector Plan process as a member of the Town's Bethesda Downtown Plan Committee
6. **Steve Long, representing residents of Middleton Lane (current IAC member seeking reappointment)** 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

OTHER APPLICANTS

The following is a list of other applicants considered:

1. Mark Hendrickson, Director, Development, Federal Realty Investment Trust (current IAC member seeking reappointment)
2. Andrew T. O'Hare, Resident and current East Bethesda Citizens Association President
3. Jill Benson, Resident of Bethesda for past 10 years
4. Susan Wegner, Resident for almost 20 years
5. Ira E. Raskin, Resident of Bethesda for past 44 years

NEXT STEP FOR THE IMPLEMENTATION ADVISORY COMMITTEE

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

ATTACHMENT

- A. Implementation Advisory Committee Letters of Interest



ALEXANDER, MONTROSE, RITTENBERG
Commercial Real Estate Brokerage
Est. 1994



VIA EMAIL: Leslye.Howerton@montgomeryplanning.org

November 15, 2019

Leslye Howerton, Master Planning
Supervisor
Montgomery County Planning Department
The M-NCPPC
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Leslye:

As a property owner and President of a commercial real estate firm very active in Downtown Bethesda, I am interested in being appointed to serve another term on the Bethesda Downtown Plan Implementation Advisory Committee as a property owner/business owner representative. I have been on the Implementation Advisory Committee since its inception and served on the Woodmont Triangle Advisory Committee beforehand.

Attached please find my resume. I am happy to answer any questions about my experience and qualifications to further serve on the Implementation Advisory Committee.

Best regards,

AMR Commercial, LLC.

A handwritten signature in blue ink that reads 'John C. Alexander'.

John C. Alexander
President

JCA:rf

Enclosure.

S:\01 Alexander\JCA Letters\HowertonL01.docx

Mr. John C. Alexander
8412 Crimson Leaf Court
Potomac, Maryland 20854
301-365-4054 (H)
301-961-9696 (O)

1994 - Present:

Founder and President
AMR Commercial, LLC.

Recipient of the inaugural Greater Bethesda Chamber of Commerce Sapphires & Diamonds Sapphire Award; Commercial Real Estate Brokerage Association of Greater Washington, DC (formerly Greater Washington Commercial Association of Realtors) Lifetime Multi-Million Dollar Leasing Club and Sales Club Award Recipient – 25 years.

***CREDENTIALS/
AFFILIATIONS:***

Licensed Real Estate Broker – Maryland, Virginia, and the District of Columbia;
Chair, Bethesda Urban Partnership (BUP);
Member, Bethesda Downtown Sector Plan Implementation Advisory Committee
Past President, Greater Bethesda Chamber of Commerce;
Past President, Bethesda–Chevy Chase Rotary Club;
Member, Woodmont Triangle Advisory Group;
Past Member, Western Montgomery County Citizens Advisory Board;
Past Member, White Flint Sector Plan Advisory Group;
Former Trustee, Potomac United, Methodist Church;
Founding Member, Club Blue Lacrosse.

PERSONAL:

Born and raised in Montgomery County;
1982 Graduate of Walt Whitman High School and 1986 Graduate of Catholic University;
Resides in Potomac, Maryland with wife Gretchen and four (4) children.

STONEBRIDGE

November 20, 2019

Leslye Howerton
Master Planning Supervisor
Maryland National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910

RE: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Leslye

As one of the major Real Estate Development firms in Montgomery County, I would be more than happy to represent Stonebridge and participate as a Committee Member on the Bethesda Downtown Sector Plan Implementation Advisory Committee. Being located within the Bethesda CBD, Stonebridge is committed to seeing the goals outlined in the Sector Plan achieved and is actively working on projects to improve Bethesda – project which were realized because of the Sector Plan.

As the Development Manager on the Avocet Tower Project (7373 Wisconsin Avenue), I can offer a unique perspective on the panel as Avocet Tower was one of the first projects to participate in the new Design Advisory Panel review process and achieve Site Plan Approval under the new Sector Plan. Additionally, as Avocet Tower is now the third project I have been involved in within the Bethesda CBD (the other two being the redevelopment of Lot 31/31A and the new Second District Police Station), I am intimately familiar with the challenges associated with developing large scale mixed use projects within the CBD and can provide specific input to MNCPPC on how these challenges could be addressed to better facilitate the implementation of the Sector Plan.

I appreciate your consideration to partake in the Committee and look forward to hearing from you soon.

Respectfully,

Christopher Smith

Christopher Smith
Development Manager
Stonebridge Associates, Inc.

STONEBRIDGE ASSOCIATES, INC.

7200 Wisconsin Avenue • Suite 700 • Bethesda, Maryland 20814-5332
Telephone: 301.913.9610 Fax: 301.913.9615
www.stonebridge.us.com



November 15, 2019

Ms. Leslye Howerton
Master Planning Supervisor
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, MD 20910

RE: Letter of interest for Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Ms. Howerton:

My name is Kristi Smith, and I'm an Executive Vice President in the Development group at JBG SMITH. I'm very interested to join the advisory committee for the Bethesda Downtown Sector Plan.

By way of background, I have been at JBG SMITH over 9 years and spent the majority of that time working on projects in Montgomery County. I have been through the entitlement process with M-NCPPC on several projects, and I've always been impressed with how M-NCPPC balances the needs of the neighborhoods with the goals of the development community. I recently completed our new headquarters building located at 4747 Bethesda Ave (the first project to go to the Design Advisory Panel!) and oversee our project at 7900 Wisconsin Ave which will wrap up in 2020. In addition, I oversaw two large GSA projects in Twinbrook that completed in 2014-2016. I followed the Sector Plan process closely and have a strong understanding of both the goals and requirements of the plan.

In addition to our new office being headquartered in Bethesda, I'm also a Bethesda resident! I moved from Arlington County about a year ago so my husband and I could both enjoy walkable commutes (his will be walkable once Marriott moves into its new building!). In short, I'm passionate about the fulfillment of the Sector Plan and maintaining Bethesda as a desirable place to live and work.

Please don't hesitate to reach out to me with any questions or follow-up.

All the best,

Kristi Smith
EVP, Development
JBG SMITH



FOUNDATIONS OF OPPORTUNITY

1626 East Jefferson Street
Rockville, MD 20852-4041
PH: 301.998.8100

November 15, 2019

Emily Vaias, Esquire
Ballard Spahr
1909 K Street, NW
12th Floor
Washington DC 20006

Re: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Emily:

I am submitting my name for consideration to be reappointed as a member of the Bethesda Downtown Sector Plan Implementation Advisory Committee. 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. 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 want to see Bethesda thrive and remain relevant.

Specifically as it relates to my background, I currently oversee the design, development and execution of multiple projects in Federal Realty's Mid-Atlantic region. Throughout my career I've worked for and with many industry leaders in Maryland, Virginia and the District of Columbia. Prior to joining Federal Realty I held positions with Clark Construction, PN Hoffman and Grosvenor. I have been uniquely fortunate to actively participate in the disciplines of architecture, construction and real estate development. I am confident that I can contribute a wide array of experience to the Committee based on my 23 year career.

Thank you for your consideration of my request.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark Hendrickson", with a long horizontal flourish extending to the right.

Mark Hendrickson
Director, Development



Barney Rush, *Mayor*
Cecily Baskir, *Vice Mayor*
Wicca Davidson, *Secretary*
Kirk Renaud, *Treasurer*
Joel Rubin, *Intergovernmental
and Public Liaison*

November 14, 2019

Ms. Leslye Howerton
Master Planning Supervisor, Area One
Montgomery County Planning Department
M-NCPPC
8787 Georgia Avenue
Silver Spring, MD 20910

RE: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Ms. Howerton:

The Town of Chevy Chase is pleased to nominate Dedun Ingram to serve another term on the Implementation Advisory Committee monitoring the progress of the Bethesda Downtown Plan.

My colleagues and I on the Town Council have a very high regard for Dedun and her work. She is highly knowledgeable of the Bethesda Plan and County zoning regulations, spends the time needed to understand the issues and various perspectives of the parties, and invests the thought to develop appropriate recommendations. As a result, she carries great credibility within our community and with the leaders of surrounding communities that have also been deeply engaged in the implementation of the Bethesda Plan.

She has the time and interest to serve another term on the IAC, and we have no doubt that she will do an outstanding job.

Thank you for considering our nomination.

Sincerely,

Barney Rush
Mayor

November 14 2019

Leslye Howerton
Master Planning Supervisor, Area One
Montgomery County Planning Department
M-NCPPC
8787 Georgia Avenue
Silver Spring, MD 20910

RE: Bethesda Downtown Sector Plan Implementation Advisory Committee:

Dear Ms. Howerton:

I would like to be considered for reappointment to the Bethesda Downtown Sector Plan Implementation Advisory Committee (IAC). I very much appreciate having served on the IAC for the past two years as a resident member. I attended all but one of the meetings and actively participated in the Committee's work reviewing and commenting on development projects and issues and getting established.

I believe I am well qualified to continue to serve on the IAC. As a 32+-year resident of the Town of Chevy Chase I have long followed development in Bethesda and the County as well as changes to the County's zoning code. I therefore understand the language and the details of the relevant ordinances and plans, and appreciate the delicate balance the County must play in working with both communities and developers. As a member of the IAC and the Town's Long Range Planning Committee, I keep up to date with new development and development issues in Bethesda. I am well versed in the Bethesda Downtown Plan and the Bethesda Design Guidelines having been a member of the Town's Bethesda Downtown Plan Committee and a key participant in the Town's review and analyses of the draft Plan and its inputs regarding the design guidelines.

I am pleased to continue to have the endorsement of all the Councilmembers of the Town of Chevy Chase. The Town was deeply involved in following and commenting on the draft Bethesda Downtown Plan and now is actively engaged in working towards the successful implementation of the adopted Plan.

The Bethesda Downtown Plan includes many good aspirational components. I would very much appreciate continuing to be 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
4312 Willow Lane
Chevy Chase, MD 20815
idedun@gmail.com

cc: Barney Rush, Mayor, Town of Chevy Chase

Joyce T. Gwadz
7108 Fairfax Road
Bethesda, Maryland 20814
jtgwadz@gmail.com

November 13, 2019

Mrs. Leslye Howerton
Master Planning Supervisor
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: Bethesda Implementation Advisory Committee – Letter of Interest

Dear Mrs. Howerton:

I am a resident of the Bethesda neighborhood generally known as Edgemoor, which borders the Bethesda Central Business District. I am interested in serving as a local resident member of the Bethesda Downtown Plan Implementation Advisory Committee ("IAC"), specifically, in one of the three local resident seats becoming available in January 2020.

I have lived in the Edgemoor neighborhood for over thirty-five years and, over that time, watched the many changes in Bethesda. As a member of the Board of Directors of the Edgemoor Citizens Association ("ECA") and the ECA's Land Use Committee, I followed the development of the current Bethesda Downtown Plan (the "Plan"), and was actively involved in preparing the ECA's written comments to the Plan. I learned much about the Plan through that process, including about its vision for the local community of businesses and residents, and I believe strongly in the IAC's role in monitoring implementation of the Plan.

I am also the ECA representative to the Coalition of Bethesda Area Residents (CBAR). Among other things, I was active in CBAR's efforts to assure that development around the Farm Women's Market fulfills the promise of the Market and the vision of the Plan. More recently, I have been involved in CBAR's efforts to assure that development at 7000 Wisconsin Avenue is consistent with the vision of the Plan, and that the public alley behind the site will accommodate uses not only by those in the new building but also by the other businesses and residents along the alley.

I believe my experience as a long-time Bethesda area resident, as a member of the board of the ECA, and as the ECA representative to CBAR, together with my familiarity with the Bethesda Downtown Plan, will enable me to make a meaningful contribution to the IAC.

Cordially yours,



Joyce T. Gwadz

Leslye Howerton
Montgomery County Planning Department
Master Planner/Master Plan Supervisor Area I
8787 Georgia Avenue
Silver Spring, Maryland 20910

November 17, 2019

Re: Request to Renew Term on the IAC

Dear Ms. Howerton:

My two year term expires in December and I would like to request an extension for a 3 year term. I believe I was nominated several years ago because of my work representing Middleton Lane on the Sector Plan. As you know, Middleton Lane is the closest residential street in East Bethesda and is exposed to many of the projects for development both along Wisconsin Avenue and on the south side along East-West Highway. The past two years have been very helpful both to me personally and to the residences of Middleton Lane. I believe I was very helpful on the Farmers Women project because of my previous involvement with the Montgomery County Historic Preservation Commission and the Bethesda Art Deco Theatre in the 1990s. As we discussed at the last meeting, it is important for continuity of membership until the IAC has some history.

Thank you for considering my renewal.

Sincerely,

Stephen W. Long
4521 Middleton Lane

8002 Kentbury Drive
Bethesda, MD 20814

November 8, 2019

Ms. Leslye Howerton
Master Planning Supervisor
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, MD 20910

Re: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Leslye,

I am writing regarding the request for nominations for the Bethesda Downtown Sector Plan Implementation Advisory Committee ("Committee"). I would like to nominate myself to fill one of the vacancies for local residents on the Committee.

As you know, I have a long history of involvement with the implementation of planning in Bethesda. My engagement has come from my involvement in several development related constituencies, including:

- **Bethesda Urban Partnership:** I was Board Chair and a Board member, for two and six years, respectively
- **Woodmont Triangle Advisory Group:** I was a founding member and advised the Planning Board on implementation on an amendment to the prior Bethesda plan
- **East Bethesda Citizens Association:** I presently serve as President, but was previously President and Vice President of the organization during a period when the prior Bethesda plan was implemented
- **Purple Line Community Advisory Team:** I presently represent the East Bethesda community on this group which advises the Purple Line concessionaire on construction related matters.

In addition to these directly relevant experiences, I have also been a member of the Board of the Coalition for the Capital Crescent Trail, a member of the Board of the Bethesda Arts and Entertainment District, a member of the Citizens Advisory Board at the National Institutes of Health, and was a prior Chair of the Montgomery County Solid Waste Advisory Committee.

My engagement in these various organizations has provided me with a unique collection of perspectives on development in and around Bethesda. I believe this knowledge and experience could be valuable to the Committee as it works with you and your colleagues to implement the new Bethesda plan.

Thank you for your consideration. I may be reached at (202) 270-0094 or andy.ohare@yahoo.com to address any questions you may have regarding my candidacy for a position on the Committee.

Regards,

A handwritten signature in black ink that reads "Andy". The signature is written in a cursive, flowing style with a large initial 'A' and a long, sweeping tail.

Andrew (Andy) T. O'Hare

From: bensonjdk@aol.com
To: [Howerton, Leslye](#)
Subject: Bethesda Downtown Sector Plan Implementation Advisory Committee
Date: Thursday, November 7, 2019 8:30:48 AM

Dear Leslye,

I am writing to express my interest in serving on the Bethesda Downtown Sector Plan Implementation Advisory Committee. As a resident of Bethesda for the past ten years, I have seen many changes and seek to become involved in the successful implementation of future plans. My experiences include over ten years of employment in the banking/finance arena, several masters degrees and varied volunteer work. In addition, having lived in Los Angeles, New York, San Francisco and London my perspective is broad. I have the time, interest to contribute and would love to become more involved in our community.

Thank you,

Jill Benson
202-368-2848

From: [Susan Wegner](#)
To: [Howerton, Leslye](#)
Subject: Bethesda Downtown Plan Implementation Advisory Committee Interest
Date: Saturday, November 9, 2019 9:02:21 AM

Dear Ms. Howerton,

Please accept my letter of interest to serve on the Bethesda Downtown Plan Implementation Advisory Committee. As a current resident of downtown Bethesda, I am excited about the prospect to assist in implementing the *Bethesda Downtown Sector Plan*.

I bring a unique combination of qualities perfectly suited to the position. Foremost, I have been a Bethesda resident for almost 20 years – but, uniquely, I have had the pleasure of living and raising my children in a more suburban Bethesda setting, and now, as an empty nester, living in the heart of downtown Bethesda. This situation provides me with significant insight into the importance of developing downtown Bethesda in a purposeful and thoughtful manner, while bearing in mind that Bethesda is more than just downtown, and must serve those who live in the nearby neighborhoods.

I am an environmental and land use attorney who is involved, on a daily basis, with implementing and advising various constituencies on development projects and sustainable approaches to building for the future. My practice provides transactional advice on new building projects, urban design, and how to integrate the needs of residents, business owners, and civic leaders, while focusing on issues related to transportation and population density. I also have professional experience with renewable energy consulting and working with business leaders to ensure that projects consider the future impacts of current development.

Finally, I have experience serving on an Environmental Planning Commission at a time when a community was in full-growth mode. That community, Mountain View, California, was then similarly situated to Bethesda now, and being involved in the massive development projects there in the mid-late 1990s provides me with significant and useful proficiency to serve Bethesda today. I look forward to speaking to you and can provide my resume if you'd like.

Cheers,

Susan Wegner
301-254-9151

Mrs. Leslye Howerton
Master Planning Supervisor
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, Maryland 20910

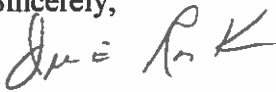
November 7, 2019

Dear Mrs. Howerton:

I would like to participate as a **local resident** member of the Bethesda Downtown Sector Plan Implementation Advisory Committee. My wife and I have lived in Bethesda for 44 years. My background is primarily program development, analysis, and evaluation for both the Federal and private sectors. I have expertise in statistics, and in survey and quantitative evaluation, including cost-effective analysis. My education includes a Ph.D. in economics, and I have authored books and published articles. I am retired.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Ira E. Raskin". The signature is fluid and cursive, with the first name "Ira" being the most prominent.

Ira E. Raskin
5120 Wilson Lane
Bethesda, Maryland 20814-2436
(301)-802-5745