

BETHESDA DOWNTOWN SECTOR PLAN, IMPLEMENTATION ADVISORY COMMITTEE

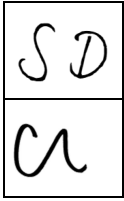
Description

Reappoint three members of the Bethesda Downtown Sector Plan Implementation Advisory Committee (IAC) to three-year terms and appoint two new members, one to a standard three-year term and one to a partial, two-year term filling a vacated seat.

COMPLETED: 11.29.2021

MCPB
Item No. 1
Consent
2021

2425 Reedie Drive
Floor 14
Wheaton, MD 20902



Stephanie Dickel, Supervisor, DownCounty, stephanie.dickel@montgomeryplanning.org, 301-495-4527

Elza Hisel-McCoy, Chief, DownCounty Elza.Hisel-McCoy@montgomeryplanning.org, 301-495-2115

MASTER PLAN ZONE

Bethesda Downtown Sector Plan



Summary

- Reappoint three members of the Bethesda Downtown Sector Plan Implementation Advisory Committee (IAC) to three-year terms and appoint two new members, one to a standard three-year term and one to a partial, two-year term filling a vacated seat.

SECTION 1: 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 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.

Four members' terms are set to expire this year, and one member has moved out of Bethesda, vacating a resident seat. On September 17, 2021 and October 18, 2021, Staff sent letters requesting nominations to participate in the Implementation Advisory Committee for the vacated seats and the member terms that expire this December. Letters 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, Battery Park Citizens Association, the Sacks Neighborhood, Chevy Chase West Neighborhood and various individual condominium associations within Downtown Bethesda.

SECTION 2: 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 may serve two full consecutive terms.

Members are selected by representatives from the Planning Department, Bethesda Urban Partnership, Bethesda Regional Services Center, and Bethesda Green as outlined in the Rules of Procedure. Three of the four members whose terms expire soon submitted letters seeking reappointment. The fourth, resident member Steve Long, elected not to seek reappointment.

The selection committee and Planning Staff are recommending that the Planning Board reappoint the four current IAC members to new three-year terms: Jack Alexander (business), Amanda Farber (resident), and Matt Gordon (business). The selection committee and Planning Staff are recommending that the Planning Board appoint two new members to fill the two vacated resident seats: Stacey Wolf to a three-year term (filling Steve Long's seat), and Andrew O'Hare to a two-year term (completing Susan Wegner's vacated term).

SECTION 3: 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. Jack Alexander, Founder and President, AMR Commercial, LLC (second 3-year term)

- Member of IAC Since 2017, and 2021 Co-chair of the IAC. Past chair of the Greater Bethesda Chamber of Commerce and current chair of the Bethesda Urban Partnership

2. Matt Gordon, Land Use Attorney, Sekzer Gurvitch Rabin Wertheimer & Polott, P.C. (second 3-year term)

- Member of IAC since 2017, serves on the Board of Directors for the Greater Bethesda Chamber of Commerce

Civic Associations/Homeowners/Condo Associations

1. Amanda Farber representing East Bethesda Citizens Association (second 3-year term)

- Member of IAC since 2017, 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

2. Andrew T. O'Hare, representing East Bethesda Citizens Association (2-year term, filing Susan Wegner's uncompleted term)

- Resident, President of East Bethesda Citizens Association, East Bethesda community representative for the Purple Line Community Advisory Team

3. Stacey Wolf, resident representing the Bradley House Condominium (3-year term)

- Resident, Co-Vice Resident and Community Liaison for the Bradley House community association, a Neighborhood Representative on the Thrive Coalition

ATTACHMENTS

- A. Implementation Advisory Committee Letters of Interest



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



VIA EMAIL: emily.balmer@montgomeryplanning.org

October 19, 2021

Emily Balmer
Administrative Assistant III,
Downcounty Planning Division
Montgomery County Planning Department
2425 Reddie Drive
Wheaton, Maryland 20902

Re: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Emily:

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 as co-chair since January 1, 2021.

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\BalmerE01.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;
Co-Chair, Bethesda Downtown Sector Plan Implementation Advisory Committee
Chair, Bethesda Urban Partnership (BUP);
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.
Youth league football, basketball, lacrosse
and baseball coach – 15 years.
Resides in Potomac, Maryland with wife Gretchen.
They have four children and a Golden Retriever.



—
Matthew M. Gordon

Mgordon@sgrwlaw.com

Direct Dial: (301) 634-3150

October 20, 2021

Via Email

Ms. Emily Balmer
Montgomery County Planning Department
2425 Reddie Drive
Wheaton, MD 20902

Re: Bethesda Downtown Implementation Advisory Committee (the "IAC") – Letter
of Interest for Reappointment

Dear Ms. Balmer,

Please accept this letter of interest for reappointment as a member of the IAC for a term of three (3) years. It has been a privilege to serve on the IAC as a property owner/business owner representative since its creation in December of 2017. I have greatly appreciated the opportunity to work alongside other interested stakeholders, M-NCPPC staff and County officials to ensure that the Bethesda Downtown Plan recommendations are effectively implemented through build-out of the Downtown area.

As a land use attorney that practices and resides in Bethesda, I am very familiar with both the Sector Plan priorities and recommendations for public facilities and public benefits, and the development review processes that result in opportunities for public engagement intended to ensure implementation of the Sector Plan. I have enjoyed the opportunity to help facilitate presentations to the IAC from applicants pursuing redevelopment projects as well as the chance to provide comments on broader policy goals for Downtown Bethesda. I am very interested in the opportunity to continue to provide feedback and recommendations on policies that will better help to realize the Sector Plan vision for Downtown Bethesda.

I hope to be able to continue to participate in the important work of the IAC over the next several years. Thank you for your consideration.

Very truly yours,

**Selzer Gurvitch Rabin Wertheimer
& Polott, P.C.**

Matthew Gordon

Matthew M. Gordon

Selzer Gurvitch Rabin Wertheimer & Polott, P.C.

4416 East West Highway ■ Fourth Floor ■ Bethesda, MD 20814-4568

Phone: (301) 986-9600 ■ Fax: (301) 986-1301 ■ Toll Free: (888) 986-9600

www.selzergurvitch.com

October 29, 2021

To: Emily Balmer
Stephanie Dickel
Elza Hizel-McCoy

Re: Bethesda Downtown Plan Implementation Advisory Committee

Montgomery County Planning Staff:

I am writing to express my interest in continuing to serve on the Bethesda Downtown Sector Plan Implementation Advisory Committee (IAC) for another term. I was originally 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; and I have served on the IAC for the past four years, which has been a pleasure and an honor.

I have found the IAC to be an important group for ensuring that the Plan is implemented to its fullest – through presentations and discussions regarding individual development projects, parks, and pedestrian and bike safety. In addition, the IAC provides the opportunity for productive connections between developers, planning staff, elected and appointed officials, and community members.

Many parts of the Plan are starting to come to fruition, and I know more will happen over the next several years. Thank you for the opportunity to continue to be a part of the IAC. I may be reached at amandafarber@hotmail.com or by phone at 240-271-9033.

Sincerely,
Amanda Farber

8002 Kentbury Drive
Bethesda, MD 20814

September 24, 2021

Ms. Emily Balmer
Administrative Assistant
Down County Planning
Montgomery County Planning Department
2425 Reddie Drive, 14th Floor
Wheaton, MD 20902

Re: Bethesda Downtown Sector Plan Implementation Advisory Committee

Dear Ms. Balmer,

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.

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:

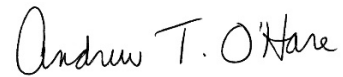
- **Bethesda Urban Partnership:** I was Board Chair and a Board member, for two and six years, respectively
- **Woodmont Triangle Advisory Group:** I was a founding member and advised the Planning Board on implementation on an amendment to the prior Bethesda plan
- **East Bethesda Citizens Association:** 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 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 "Andrew T. O'Hare". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Andrew (Andy) T. O'Hare

Bethesda Downtown Sector Plan Implementation Advisory Committee

Stacey holds a Master of Public Administration from the University of Michigan. She has 14 years of experience in nonprofit administration, management, and education. It is through these experiences that she continued to develop her interests and abilities for community building. Stacey is an active member of her community association at Bradley House Condominium and serves as the Co-Vice President and Community Liaison. She is the Organizer of the residences South of Bradley and formed a Neighborhood Coalition for the betterment of the neighborhood. Stacey serves as a Delegate on the Citizens Coordinating Committee of Friendship Heights and she is one of the Neighborhood Representatives on the Thrive Coalition.

Stacey continues to closely follow the Thrive Montgomery 2050 draft plan and its' progress by remaining informed through reading staff reports, watching County Council meetings, PHED Committee Meetings, Attainable Housing Strategies initiatives meetings, meetings led by the Planning Staff and the Planning Board; in addition to County Council Town Halls, and Friday's with Friedson. Stacey doesn't hesitate to share her concerns and those of her communities to County Council, the Planning Board, and Council Members; while also maintaining a level of professionalism and reason.

Stacey values equity, especially access to quality living, transportation, resources, and educational experiences. She is very interested in the (local) city and county-wide future plans for growth with specific interests in safety measures; such as those highlighted by Vision Zero, attention to infrastructure, as related to growth plans; in addition to community building and events, and maintenance of designated parks and recreation spaces. It is Stacey's hope to continue to provide support through her involvement with the Bethesda Downtown Sector Plan Implementation Advisory Committee.