

Item 6 - Correspondence

From: [Natalie Avery](#)
To: [MCP-Chair](#)
Subject: FH Alliance comments on Friendship Heights Sector Plan Scope
Date: Tuesday, February 4, 2025 3:59:43 PM
Attachments: [250203 Friendship Heights Sector Plan Letter_\(2\).pdf](#)

[EXTERNAL EMAIL] Exercise caution when opening attachments, clicking links, or responding.

Hello,

Please find comments from the Friendship Heights Alliance on the Friendship Heights Sector Plan and scope attached and pasted below.

Natalie Avery

Dear Chair Harris and Members of the Montgomery County Planning Board,

On behalf of the Friendship Heights Alliance, I am pleased to express our strong support for the proposed scope and boundaries of the Friendship Heights Sector Plan. As a place-focused nonprofit overseeing place management, marketing, and community-building in Friendship Heights in both Montgomery County and Washington DC, we recognize the critical importance of this plan in guiding the neighborhood's future.

In particular, we support the current scope and boundaries of the plan and believe it is essential that the sector plan remains focused on the downtown area of Friendship Heights. This core area presents both enormous opportunities and complex challenges as the neighborhood transitions from a regional retail destination to a more walkable, mixed-use urban center. A focused approach will help ensure that planning efforts directly address the key economic, mobility, and public space issues shaping this transformation.

We appreciate that Montgomery County Parks and Planning staff are conducting deep and extensive outreach, engaging not only residents of abutting neighborhoods but also workers and visitors who are integral to the area's vitality. At the same time, the sector plan must prioritize the downtown core to fully realize its potential as a thriving urban center.

We also want to highlight the importance of the plan's attention to Friendship Heights' unique transit network. With Metrorail, multiple bus routes, and future transit improvements, this area has an unparalleled opportunity to better integrate transit systems, enhance accessibility, and improve pedestrian safety. Thoughtful planning in this regard will be critical to ensuring that Friendship Heights becomes a more seamless, accessible, and people-friendly district.

Natalie Avery

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Natalie Avery
[Friendship Heights Alliance](#)
President and Executive Director
202-246-0343





Mr. Artie Harris
Montgomery County Planning Board
2425 Reddie Drive, 14th Floor
Wheaton, MD 20902

February 4, 2025

Re: Support for the Proposed Scope and Boundaries of the Friendship Heights Sector Plan

Dear Chair Harris and Members of the Montgomery County Planning Board,

On behalf of the Friendship Heights Alliance, I am pleased to express our strong support for the proposed scope and boundaries of the Friendship Heights Sector Plan. As a place-focused nonprofit overseeing place management, marketing, and community-building in Friendship Heights in both Montgomery County and Washington DC, we recognize the critical importance of this plan in guiding the neighborhood's future.

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Finally, we note that the Metropolitan Council of Governments identified Friendship Heights as one of the region's most significant Activity Centers, representing an incredible economic development

opportunity. By leveraging its transit and amenity-rich environment, the plan can help foster a more diverse range of housing options while strengthening the local economy. The right planning framework will allow Friendship Heights to attract investment, support businesses, and much needed housing and enhance quality of life for residents and visitors alike.

We thank the Planning Board and staff for their diligent work on this effort. We look forward to working with the planning department staff and the broad range of stakeholders who care about Friendship Heights to shape a vibrant, inclusive, and prosperous future for the neighborhood.

Sincerely,

Natalie Avery

A handwritten signature in black ink, appearing to read 'Natalie Avery', with a stylized flourish at the end.

Executive Director
Friendship Heights Alliance