Montgomery Planning

FRIENDSHIP HEIGHTS SECTOR PLAN

WORK SESSION #4

Description

Planning staff will discuss site-specific recommendations with the Planning Board.

Montgomeryplanning.org

MASTER PLAN INFORMATION

Topic

Friendship Heights Sector Plan Work Session #4

Date

October 29, 2026

Lead Planner

Atara Margolies

Planning Division

West County Planning

Staff Contact

Atara.Margolies@montgomeryplanning.org
301-495-4558

MCPB Item # 9

Date: 10-29-26

Completed: 10-22-26

Atara Margolies, Planner III, West County Planning
atara.margolies@montgomeryplanning.org, 301-495-4558

Larissa Klevan, Master Plan Team Supervisor, West County Planning
larissa.klevan@montgomeryplanning.org, 301-495-1326

Elza Hisel-McCoy, Chief, West County Planning
elza.hisel-mccoy@montgomeryplanning.org, 301-495-2115

SUMMARY

- The Friendship Heights Sector Plan is an update to the 1998 *Friendship Heights Sector Plan*. It covers approximately 173 acres and includes the Village of Friendship Heights, the former GEICO headquarters, the mixed-use development along Wisconsin Avenue and several blocks of the residential neighborhood of Brookdale.
- The Plan seeks to spur a revitalization of Friendship Heights that will transform this urban neighborhood into a thriving regional destination and a welcoming community where people of all ages, backgrounds and abilities can live, work and play.
- Recommendations address land use and zoning, housing, community facilities, urban design, parks and public spaces, transportation, the environment, and historic resources.
- On the October 29th work session, staff will discuss the site-specific recommendations in Chapter 4 of the plan with the Planning Board.

WORK SESSION #4 OVERVIEW

SITE-SPECIFIC RECOMMENDATIONS

In this work session, staff will review comments received on the site-specific recommendations found in Chapter 4 of the plan. Staff will also bring new 3D visual exhibits that provide illustrative examples of how the plan's recommendations on several opportunity sites could shape development. The visuals will address the transition to Chevy Chase Village along Belmont Avenue, 5550 Friendship Boulevard, and an illustrative vision for Wisconsin Avenue.

WORK SESSION SCHEDULE

Below is a proposed schedule for the upcoming work sessions with the chapters and sections that staff plan to discuss with the Planning Board on each date. Any material that is not covered in a given work session will be continued at the next work session. The schedule can be extended to additional sessions as needed and may be updated.

October 29,2026:

- Chapter 4: Site-Specific Recommendations

November 5, 2026:

- Review of revisions to Chapter 3 as discussed at Work Sessions on 10/8 and 10/22
- Chapter 5: Implementation

November 19, 2026:

- Review of revisions to Chapters 4 and 5 as discussed at Work Sessions on 10/22 and 11/5.
- Wrap-up

PLAN SCHEDULE AND NEXT STEPS

Significant Plan milestones are outlined below. The Planning Board Draft is scheduled for transmission to the County Executive and County Council by the end of 2026.

Scope of Work:	February 2025
Existing Conditions Analysis:	Winter – Spring 2025
Visioning	Spring – Fall 2025
Preliminary Recommendations	Winter 2026
Working Draft:	Summer 2026
Planning Board Public Hearing and Work Sessions:	Fall 2026
County Executive Review, County Council Review and Work Sessions:	Winter 2027
Commission Adoption of Plan and Sectional Map Amendment:	Spring 2027

ATTACHMENTS

Attachment A – Excerpt from Testimony Summary with comments addressing Site-Specific Recommendations (Chapter 4).

Attachment B – Public testimony errata received after the close of the public record.