Montgomery Planning

FRIENDSHIP HEIGHTS SECTOR PLAN

WORK SESSION #5

Description

Planning staff will discuss Chapter 5: Implementation with the Planning Board, as well as revisit topics from previous work sessions.

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MASTER PLAN INFORMATION

Topic

Friendship Heights Sector Plan Work Session #5

Date

November 5, 2026

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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.
- During the November 5th work session, staff will discuss plan implementation with the Planning Board, including a draft Zoning Text Amendment (ZTA). Staff will also revisit several topics that were discussed at earlier work sessions that required further study.

WORK SESSION #5 OVERVIEW

IMPLEMENTATION

In this work session, staff will review the recommendations in Chapter 5: Implementation. This review will include presentation of a draft ZTA for the proposed Friendship Heights Overlay Zone.

Staff will also discuss outstanding issues from the work sessions on October 8 and October 22. In addition, Staff will respond to the Planning Board's comments on the parking recommendations from the Working Draft presentation on July 16. Staff will present additional parking data and a revised parking recommendation. The analysis will address on-street parking supply and occupancy in downtown Friendship Heights; historical utilization of private parking garages; private garage rates and operating hours compared with those in other downtown areas in Montgomery County; and the potential impact of the long-term recommendation for dedicated transit lanes along Wisconsin Avenue on on-street parking availability. Staff will also briefly review additional transportation-related testimony received.

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.

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 Chapter 5: Implementation.

Attachment B – Draft ZTA for the Friendship Heights Overlay Zone.