



# Chevy Chase Lake Sector Plan

Appendix



Montgomery County Planning Department

**M-NCPPC**

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**Chevy Chase Lake Sector Plan**  
**Appendix 2 Community Outreach**

## Outreach

With the assistance of facilitators from the Conflict Resolution Center of Montgomery County, staff held a series of community meetings to engage the public in the planning process. These meetings included:

- open house, where planning staff introduced the plan area and listened to community and developer concerns
- Major Landowners Forum, with the Chevy Chase Land Company, Montgomery County Housing Opportunities Commission, and Howard Hughes Medical Institute presenting their visions for a future Chevy Chase Lake
- Community Design Workshop, where residents, property owners, and others shared thoughts with planning staff and each other about what a future Chevy Chase Lake could look like
- presentation of initial recommendations, with the Planning Director and staff answering questions from the public.

In addition to public meetings and e-mails, staff also made extensive use of the Plan website to:

- announce meetings and other updates
- share background information on the Plan area
- simulcast the Major Landowners Forum with electronic comment
- register the public for the Community Design Workshop
- report out the feedback we received from the Community Design Workshop
- feature a narrated presentation of the initial staff recommendations
- receive and respond to public questions and comments on the initial staff recommendations
- respond directly to public questions and comments on the initial recommendations.

The feedback from these outreach efforts was consistent, and largely reflected the goals and objectives of the 1990 Master Plan. New development at Chevy Chase Lake should:

- focus on a mixed-use Neighborhood Center
- be “local” in character
- have low-medium scale buildings
- feature diverse, community-serving uses, including expanded affordable housing
- improve connectivity and access throughout the Plan area
- address the traffic congestion on Connecticut Avenue and East West Highway.

## **Community Design Workshop**

The following questions guided discussion at the Community Design Workshop on March 12, 2011. The Photo boards and analysis of responses follows.

*Chevy Chase Lake Sector Plan*

*Community Design Workshop*

*March 12, 2011*

### ***What is the purpose of the Community Design Workshop?***

To get input from the Chevy Chase Community about how the commercial area might look and feel in the future.

### ***How does the workshop work?***

Everyone is given a questionnaire to respond to several image boards and for thoughts about Chevy Chase Lake.

### ***What is on the image boards?***

Pictures of five commercial areas in the DC metropolitan area. Each of the areas has a similar mix of uses (e.g., shops, homes, offices, etc.), but each has a different scale of development.

### ***What is the “scale of development?”***

The scale of development measures how a place might feel: the relationship of how tall the buildings are, how wide the sidewalks and streets are, how many different uses a place has. Different people will feel this differently.

### ***What do the pictures on the boards show?***

The pictures show many things: places to meet people; ground-floor shops; building height and character; sidewalks; parking; trees and plantings; among others.

### ***What is “open space”?***

Open spaces are areas where people can walk, rest, meet with friends, or enjoy some sort of event (like music or market). These spaces vary in size and can include anything from a wide sidewalk and a bench to a grassy area or plaza.

### ***What are the planners going to do with the information from the questionnaire?***

We will use the information to help formulate our initial recommendations to the Planning Board, but first we will review and tabulate all of the responses and report our findings back to the community.

# Community Design Workshop



On-Street Parking	Surface Parking Lot	Above-Ground Parking Garage	Below-Ground Parking Garage
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# Community Design Workshop

# A

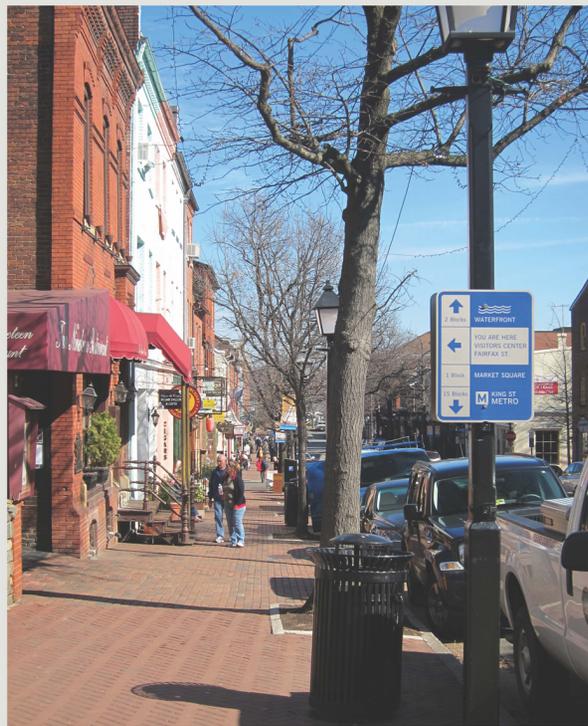
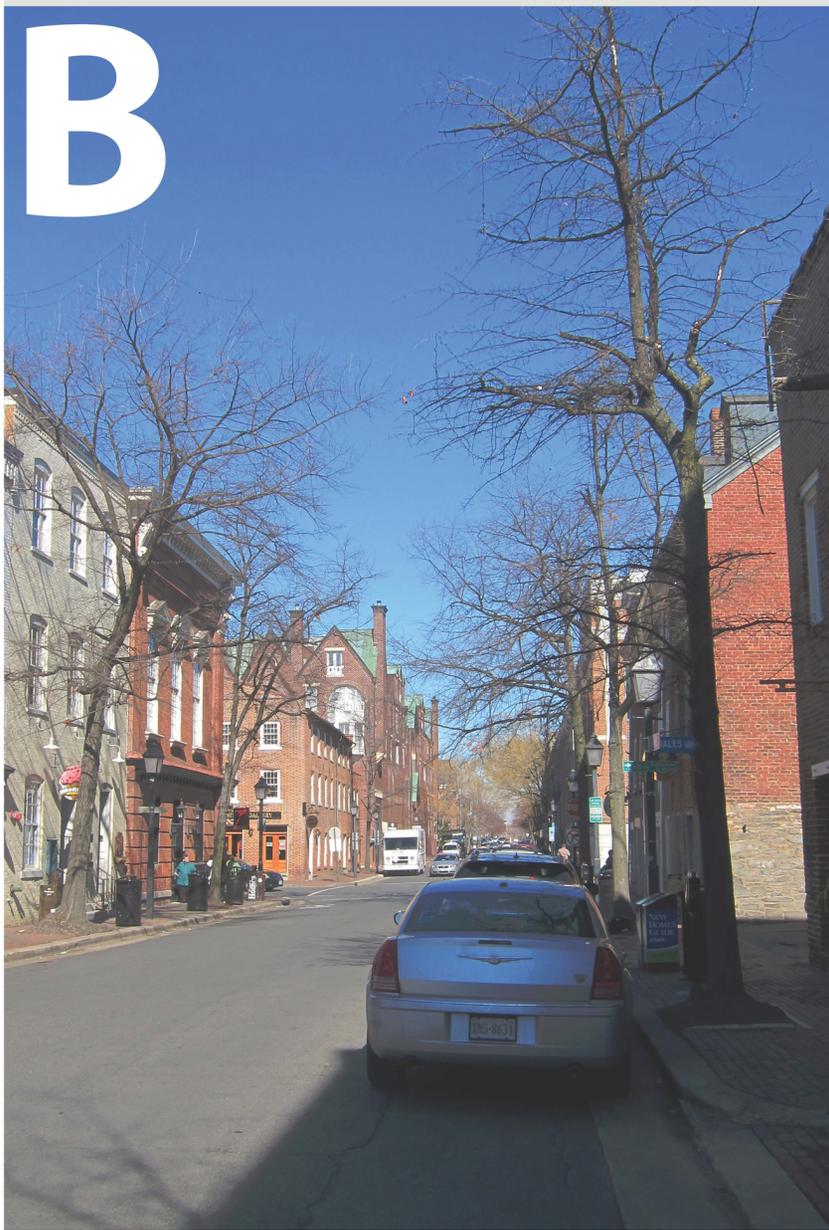


On-Street Parking	Surface Parking Lot	Above-Ground Parking Garage	Below-Ground Parking Garage
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# Community Design Workshop

# B



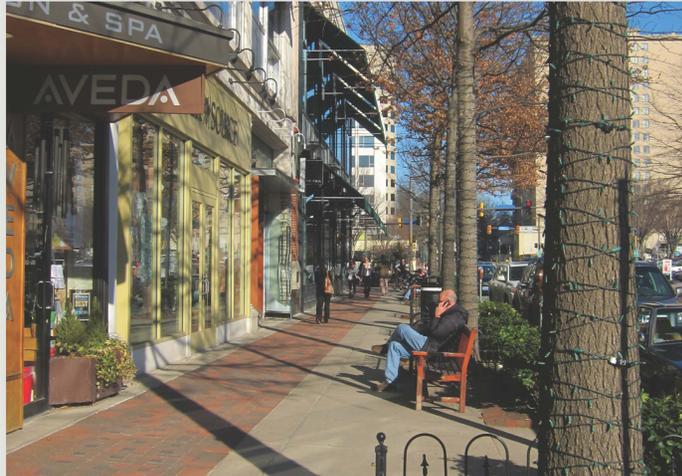
On-Street Parking    Surface Parking Lot    Above-Ground Parking Garage    Below-Ground Parking Garage



# Community Design Workshop



On-Street Parking	Surface Parking Lot	Above-Ground Parking Garage	Below-Ground Parking Garage
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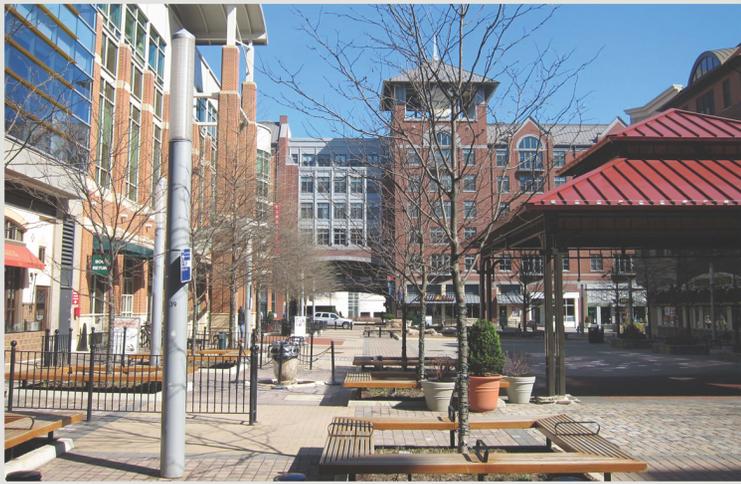


# Community Design Workshop

# D



On-Street Parking	Surface Parking Lot	Above-Ground Parking Garage	Below-Ground Parking Garage
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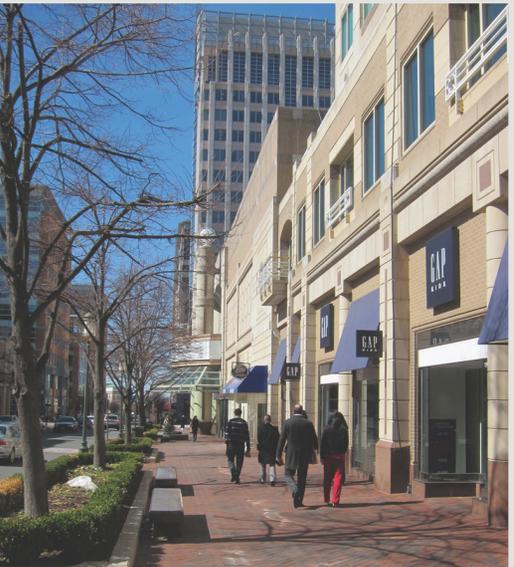
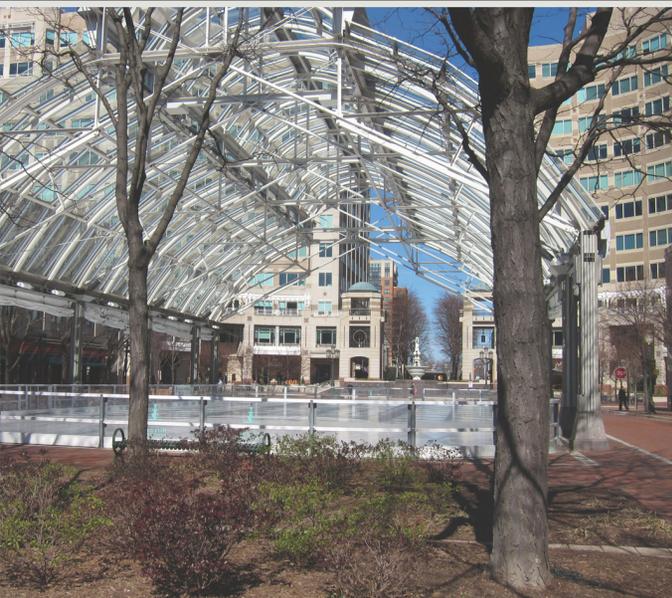


# Community Design Workshop

# E



On-Street Parking	Surface Parking Lot	Above-Ground Parking Garage	Below-Ground Parking Garage
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**Chevy Chase Lake Sector Plan  
Community Design Workshop Response Summary**

Below is the tabulation of the first, second, and third preferences from the front portion of the questionnaire. To achieve a weighted total, first choices were valued at three points, second at two points, and third at one point.

The lettered columns represent the five photoboards presented at the workshop. The top three choices for each for each question are shaded: green for greatest preference; yellow for second; and orange for third.

Question 1	Which place looks the most fun or interesting to you?				
Choice	A	B	C	D	E
1st	16	24	71	10	8
2nd	13	18	29	41	5
3rd	14	29	10	24	24
Weighted Total	88	137	281	136	58

Question 5	Which place provides the best opportunity for outdoor events (e.g., farmers' market, concert)?				
Choice	A	B	C	D	E
1st	6	16	26	21	18
2nd	6	16	19	13	13
3rd	8	13	16	18	5
Weighted Total	38	93	132	107	85

Question 9	Which streets and sidewalks feel the most pedestrian-friendly?				
Choice	A	B	C	D	E
1st	9	28	35	17	9
2nd	6	11	24	22	13
3rd	9	14	13	13	12
Weighted Total	48	120	166	108	65

Question 2	Which open space is the most inviting to you?				
Choice	A	B	C	D	E
1st	10	19	37	16	7
2nd	8	13	21	13	16
3rd	8	17	14	14	10
Weighted Total	54	100	167	88	63

Question 6	Which place has the most pleasing overall scale of development?				
Choice	A	B	C	D	E
1st	15	28	38	15	6
2nd	13	17	25	16	8
3rd	10	20	12	13	12
Weighted Total	81	138	176	90	46

Question 10	In which place would you feel safest crossing a busy street?				
Choice	A	B	C	D	E
1st	3	24	23	30	12
2nd	3	12	25	24	7
3rd	10	8	14	9	19
Weighted Total	25	104	133	147	69

Question 3	Which place would offer the most opportunity for seniors/families/young people to engage among themselves and with each other?				
Choice	A	B	C	D	E
1st	7	18	45	14	7
2nd	8	17	22	20	9
3rd	14	12	9	15	16
Weighted Total	51	100	188	97	55

Question 7	Which place would offer the best opportunity to stay in the community through various stages of life (e.g., new family, empty nest, retirement)?				
Choice	A	B	C	D	E
1st	13	14	32	14	6
2nd	5	17	12	17	15
3rd	12	12	17	6	9
Weighted Total	61	88	137	82	57

Question 11	Which place handles parking best?				
Choice	A	B	C	D	E
1st	7	8	18	21	16
2nd	5	7	9	15	16
3rd	5	9	19	8	4
Weighted Total	36	47	91	101	84

Question 4	Which area would be likely to meet most of your daily or weekly needs for shopping and entertainment?				
Choice	A	B	C	D	E
1st	15	13	45	14	6
2nd	13	13	19	16	10
3rd	18	15	10	14	6
Weighted Total	89	80	183	88	44

Question 8	Which place has the best amount of trees and green areas?				
Choice	A	B	C	D	E
1st	14	16	21	2	18
2nd	5	23	12	4	10
3rd	10	4	19	12	6
Weighted Total	62	98	106	26	80

Question 12	Which place is most like your vision for a future Chevy Chase Lake?				
Choice	A	B	C	D	E
1st	12	19	31	13	8
2nd	9	11	16	25	4
3rd	4	14	10	8	18
Weighted Total	58	93	135	97	50



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