



## Chapter 2

# LAND USE, ZONING, AND URBAN DESIGN PLAN

The last section of Chapter I explained the rationale and urban design principles underlying the Land Use, Zoning, and Urban Design Plan. This chapter contains the recommendations regarding the three major redevelopable parcels as well as recommendations for three other sites and proposed strategies for protecting the neighborhoods surrounding the Sector Plan area.

Proposed land use is shown in Figure 19. Figure 20 shows the existing zoning and Figure 21 shows the proposed zoning in the Sector Plan area. The Plan recommends zoning changes for the GEICO, Chevy Chase Land Company, and Hecht's sites. (See the discussion below of each major parcel.) For all other parcels, the Plan recommends reconfirming the existing zoning. The Plan also recommends a slight extension of the CBD boundary on the Chevy Chase Land Company parcel that enlarges the section zoned CBD-1.

The existing amounts of retail and office development on the three major parcels and the amount of new development allowed by the approved site plan (i.e., "pipeline" development) for the Hecht's site are shown in Table 1. Table 1A shows the recommended net additional square feet on the three sites, while Table 1B shows existing and approved pipeline, additional development, and maximum total development recommended for the three sites over the life of the Plan. Table 1C shows a breakdown of total development on the three parcels by land use. Total development includes the sum of the horizontal area of all floors of all buildings measured from the exterior faces of the exterior walls. It includes basements, cellars, and common areas, and excludes parking areas and rooftop mechanical structures.

Table 2 puts the new development on the three major parcels in the context of the entire Sector Plan area. It shows total existing development and approved pipeline development for the Sector Plan area, the additional development recommended for the three parcels, and the resulting total development for the entire area.

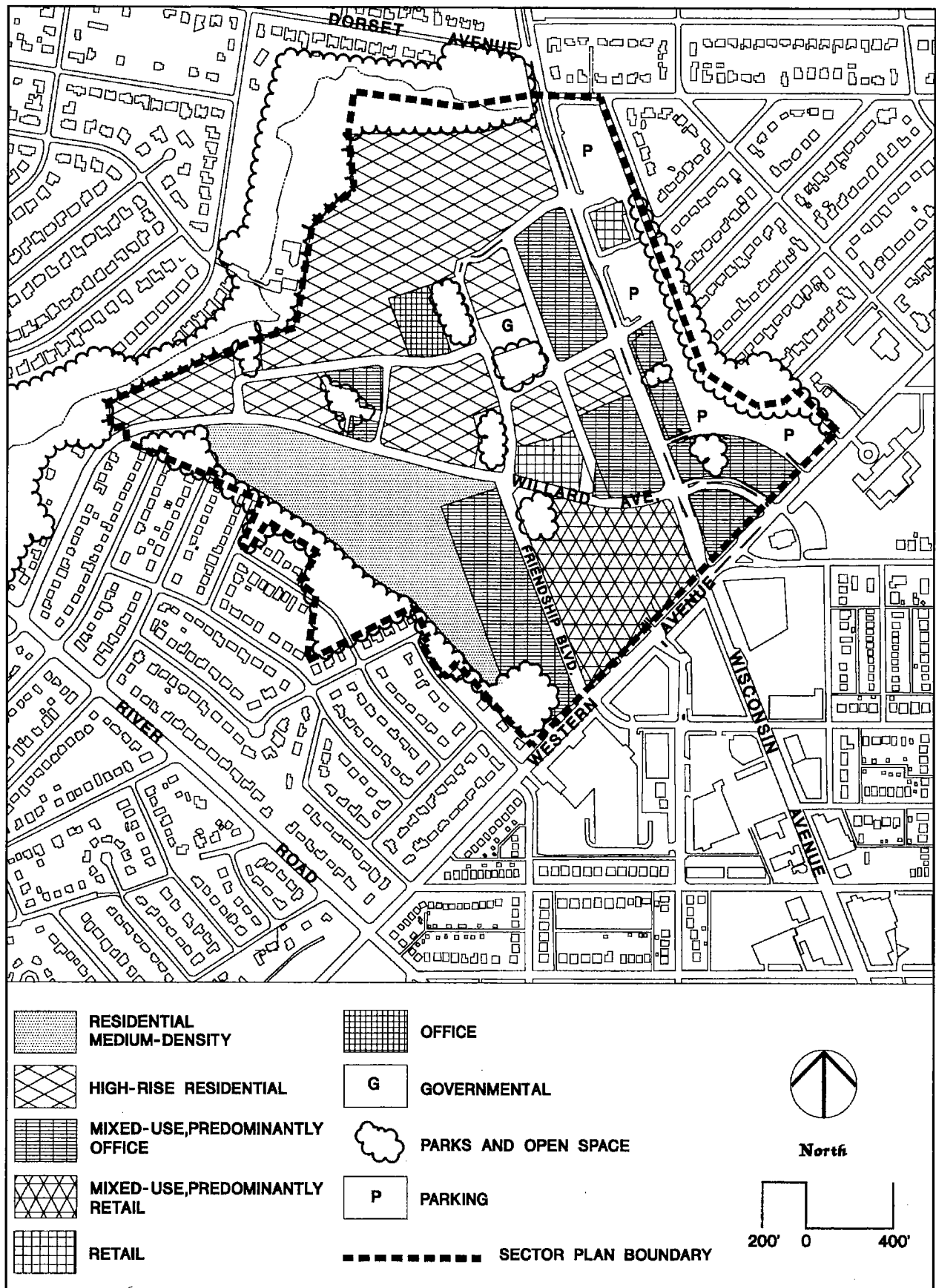
### A. GOALS

- Create a vital, diverse urban center.
- Increase employment and retail opportunities.
- Increase the amount and diversity of housing.
- Preserve and enhance the environment for residents of existing high-rise and single-family residential neighborhoods.
- Create a stronger community.

# PROPOSED LAND USE PLAN

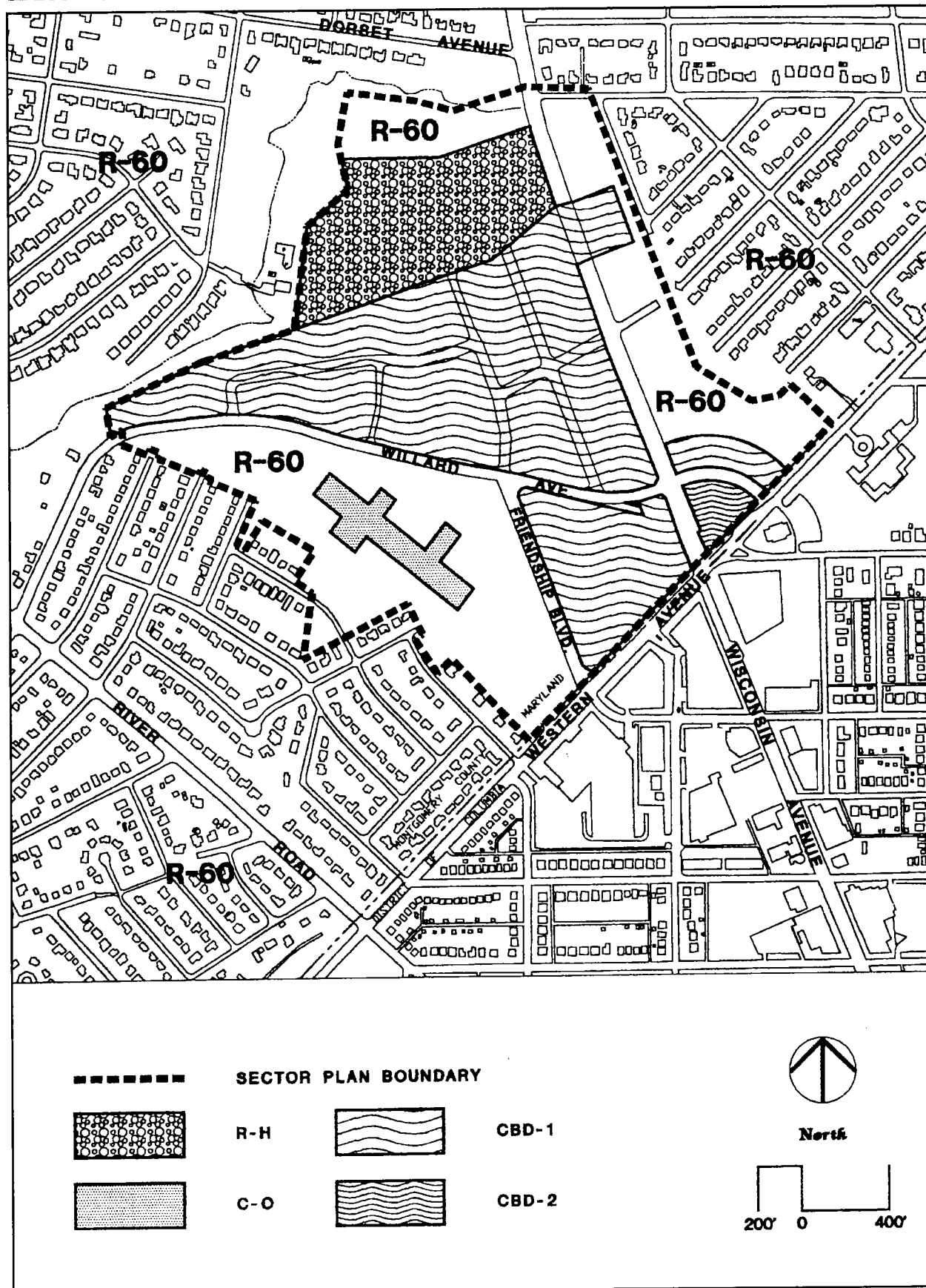
FIGURE 19

page  
34



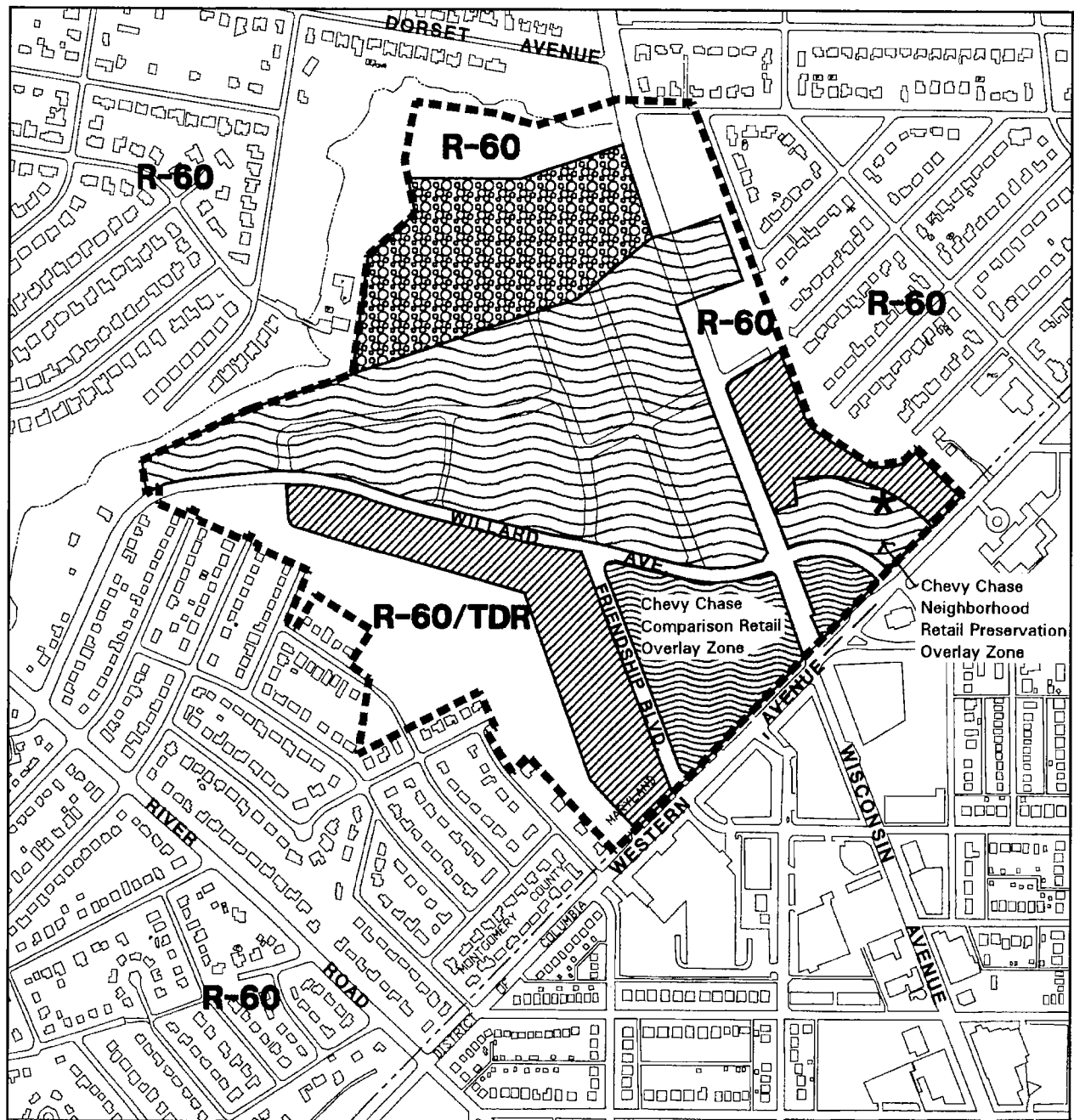
# EXISTING ZONING

FIGURE 20

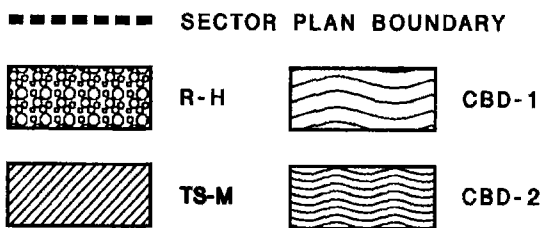


# PROPOSED ZONING

FIGURE 21



page  
36



★ SEE TEXT:  
RECOMMENDATION  
FOR CHEVY CHASE  
CENTER (PARCEL 10B)



North



**TABLE 1 (in sq. ft.)**  
**MAJOR PARCELS – EXISTING CONDITIONS AND APPROVED PIPELINE**

| Site                     | Condition                      | Retail               | Office                | Total     |
|--------------------------|--------------------------------|----------------------|-----------------------|-----------|
| Hecht's                  | Existing                       | 176,188 <sup>a</sup> |                       |           |
|                          | +Approved pipeline zoned CBD-1 | +29,915 <sup>b</sup> | +229,402 <sup>b</sup> | 435,505   |
| GEICO                    | Office footprint zoned C-0     |                      | 514,257 <sup>c</sup>  | 514,257   |
|                          | Parking lot zoned R-60         |                      |                       |           |
| Chevy Chase Land Company | Chevy Chase Center zoned CBD-1 | 63,791 <sup>d</sup>  | 34,361 <sup>d</sup>   | 98,152    |
|                          | Parking lot zoned R-60         |                      |                       |           |
| <b>Total</b>             |                                | 269,894              | 778,020               | 1,047,914 |

(a) existing department store; (b) approved site plan; (c) existing office building; (d) as-built measurement of existing retail/office building.

page  
**37**

**TABLE 1A (in sq. ft.)**  
**MAJOR PARCELS - ADDITIONAL DEVELOPMENT**

| Site                     | Additional Retail | Additional Office | Additional Hotel | Additional Residential           | Total Additional Development |
|--------------------------|-------------------|-------------------|------------------|----------------------------------|------------------------------|
| Hecht's                  | 243,897           | 70,598            | 150,000          | 150,000<br>(135 du)              | 614,495                      |
| GEICO                    |                   | 295,743           |                  | 755,200 <sup>a</sup><br>(500 du) | 1,050,943                    |
| Chevy Chase Land Company | 41,209            | 272,639           |                  |                                  | 313,848                      |
| <b>Total</b>             | 285,106           | 638,980           | 150,000          | 905,200<br>(635 du)              | 1,979,286                    |

(a) 272 multi-family units @ 1,100 sq. ft. per unit; 228 townhouses @ 2,000 sq. ft. per unit



**TABLE 1B (in sq.ft.)**  
**MAJOR PARCELS – EXISTING AND APPROVED PIPELINE**  
**PLUS ADDITIONAL DEVELOPMENT**

| Site                        | Existing and<br>Approved Pipeline | Total Additional<br>Development | Maximum Total<br>Development |
|-----------------------------|-----------------------------------|---------------------------------|------------------------------|
| Hecht's                     | 435,505                           | 614,495                         | 1,050,000                    |
| GEICO                       | 514,257                           | 1,050,943                       | 1,565,200                    |
| Chevy Chase<br>Land Company | 98,152                            | 313,848                         | 412,000                      |
| <b>Total</b>                | <b>1,047,914</b>                  | <b>1,979,286</b>                | <b>3,027,200</b>             |

**TABLE 1C (in sq. ft.)**  
**MAJOR PARCELS – MAXIMUM TOTAL DEVELOPMENT BY LAND USE**

| Site   | Retail         | Office               | Hotel          | Max. Total<br>Commercial | Residential                       | Max. Total<br>Development |
|--|----------------|----------------------|----------------|--------------------------|-----------------------------------|---------------------------|
| Hecht's  | 450,000        | 300,000              | 150,000        | 900,000                  | 150,000<br>(135 du)               | 1,050,000                 |
| GEICO  |                | 810,000 <sup>a</sup> |                | 810,000                  | 755,200 <sup>b</sup><br>(500 du)  | 1,565,200                 |
| Chevy Chase<br>Land Company<br>•Wisconsin Ave.<br>•Chevy Chase<br>Center | 40,000         | 72,000               |                | 112,000                  |                                   | 112,000                   |
|  | 65,000         | 235,000              |                | 300,000                  |                                   | 300,000                   |
| <b>Total</b>   | <b>555,000</b> | <b>1,417,000</b>     | <b>150,000</b> | <b>2,122,000</b>         | <b>905,200</b><br><b>(635 du)</b> | <b>3,027,200</b>          |

(a) Includes ancillary retail

(b) 272 multi-family units @ 1,100 sq. ft.; 228 townhouses @ 2,000 sq. ft.

**TABLE 2 (in sq. ft.)  
SECTOR PLAN AREA – EXISTING, PIPELINE, AND  
ADDITIONAL DEVELOPMENT**

|  | Retail  | Office    | Hotel   | Residential                          | Total     |
|--|---------|-----------|---------|--------------------------------------|-----------|
| <b>Existing Development in Sector Plan Area</b>                      | 500,000 | 1,400,000 | 150,000 | 3,795,000<br>(3,450 du)              | 5,845,000 |
| <b>Approved Pipeline</b><br>(Somerset, Marriot)<br>(Barlow, Hecht's) | 53,560  | 455,754   |         | 445,500<br>(405 du)                  | 954,814   |
| <b>Subtotal:</b><br>Existing and Pipeline                            | 553,560 | 1,855,754 | 150,000 | 4,240,500 <sup>a</sup><br>(3,855 du) | 6,799,814 |

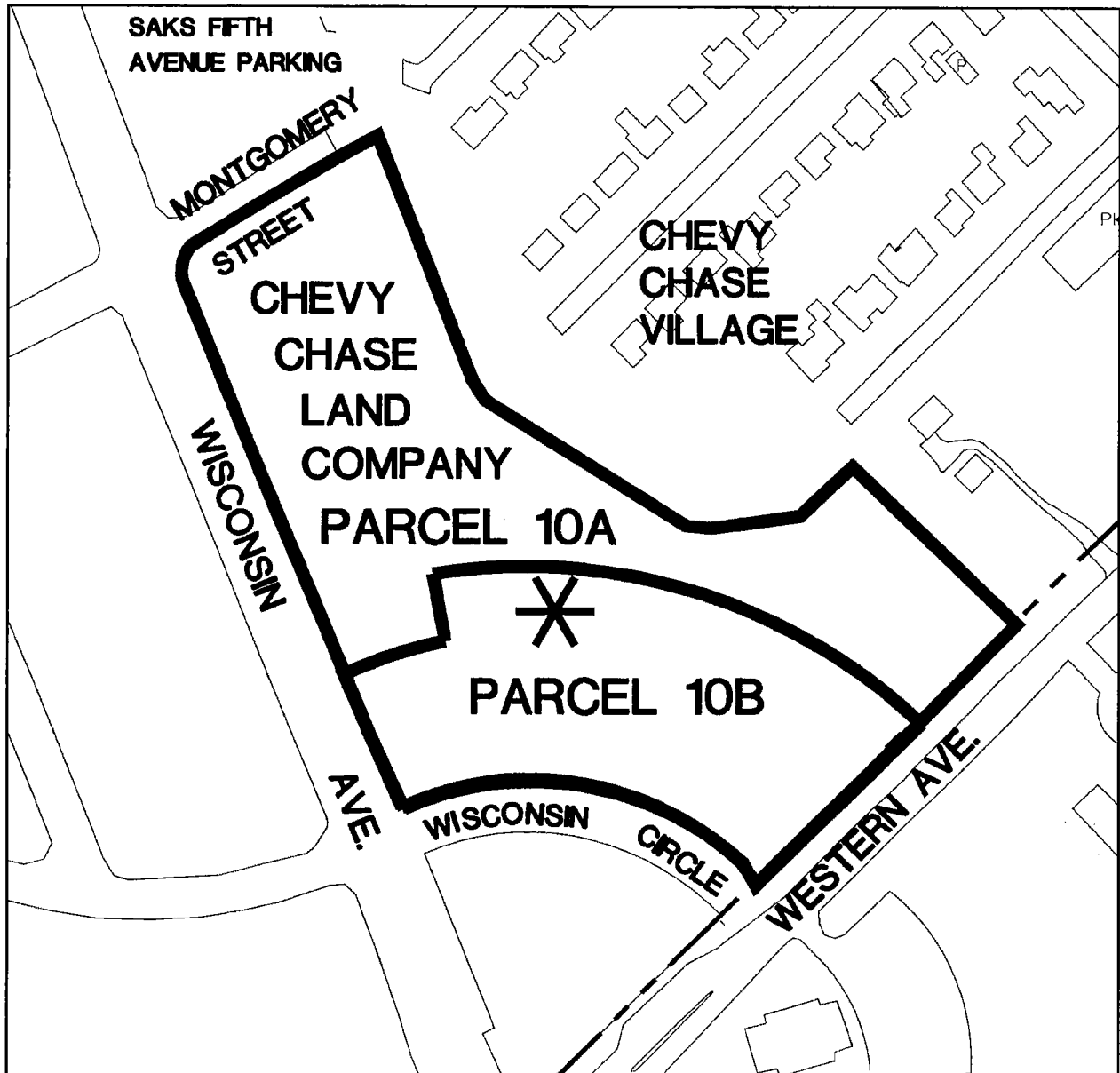
|   |         |                      |         |                                  |           |
|---|---------|----------------------|---------|----------------------------------|-----------|
| <b>Additional Development on Major Parcels</b><br>(excluding Existing and Pipeline; see table 1A) |         |                      |         |                                  |           |
| <b>Hecht's</b>  | 243,897 | 70,598               | 150,000 | 150,000<br>(135 du)              | 614,495   |
| <b>GEICO</b>  |         | 295,743 <sup>b</sup> |         | 755,200 <sup>c</sup><br>(500 du) | 1,050,943 |
| <b>Chevy Chase Land</b>   | 41,209  | 272,639              |         |                                  | 313,848   |
| <b>Subtotal: Additional Development:</b>  | 285,106 | 638,980              | 150,000 | 905,200<br>(635 du)              | 1,979,286 |

|  |         |           |         |                         |           |
|--|---------|-----------|---------|-------------------------|-----------|
| <b>Total:</b><br>Existing<br>Pipeline, and<br>Additional<br>Development<br>in Sector Plan Area | 838,666 | 2,494,734 | 300,000 | 5,145,700<br>(4,490 du) | 8,779,100 |
|--|---------|-----------|---------|-------------------------|-----------|

(a) Multi-family units @ 1,100 sq. ft

(b) Includes any ancillary retail

(c) 272 multi-family units @ 1,100 sq. ft.; 228 townhouses @ 2,000 sq. ft.



page  
40



PARCEL BOUNDARIES REVISED PER PLAN RECOMMENDATIONS



North





## **B. CHEVY CHASE LAND COMPANY SITE: PARCELS 10A AND 10B**

### **DESCRIPTION:**

The highest density in the Friendship Heights central business district consists of the one parcel zoned CBD-2, on the northeast corner of the Wisconsin/Western Avenue intersection. (See Figure 20.) It contains the Chevy Chase Metro Building, built on the air rights over a Metrobus terminal run by Washington Metropolitan Transit Authority (WMATA). The building is owned by a consortium, Two Wisconsin Circle Joint Venture, which includes WMATA, the Chevy Chase Land Company, and Northwestern Mutual. To the north, across Wisconsin Circle from the Metro Building, is the Chevy Chase Center, on several parcels zoned CBD-1. (See Figure 22: Parcel 10B.) The Center, owned by the Chevy Chase Land Company, contains 63,791 square feet of ground-floor retail and a five-story structure with 34,361 square feet of office use. The total density is 51,848 square feet less than the maximum allowed by the CBD-1 Zone for the existing site under the optional method of development. The retail uses are largely community-serving, including a grocery store and a pharmacy. The grocery store, at 16,700 square feet, is configured inefficiently and is well under the size preferred by conventional supermarket chains. In the section closest to Wisconsin Avenue, a popular restaurant chain has signed a new long-term lease and made a substantial investment in remodeling the space.

The Chevy Chase Land Company owns a six-and-a-half-acre surface parking lot that serves the Chevy Chase Center; it is zoned R-60 but is used for parking in connection with the commercial center as a legal non-conforming use. (See Figure 22: Parcel 10A.) Thirty short-term parking spaces are reserved as Kiss and Ride spaces for Metro. The lot has access from two points on Western Avenue, one on Wisconsin Avenue, and one on Montgomery Street. The lot is attractively landscaped with mature trees and is separated from Chevy Chase Village to the east by a retaining wall that varies in height and is approximately 17 feet tall in its highest section. To the east of the wall is a 10- to 34-foot-wide strip of land owned by the Chevy Chase Land Company. East of this strip is an unbuilt but dedicated public right-of-way for the extension of Belmont Avenue/Grove Street within Chevy Chase Village. Both are planted with a mixture of tall deciduous and evergreen trees that serve as a visual buffer for Chevy Chase Village residents. Another parking lot and an improved parcel across Montgomery Street are also owned by the Chevy Chase Land Company but under a long-term lease to Saks Fifth Avenue. These parcels are not subject to the discussion below.

### **OBJECTIVES:**

1. Encourage better use of the property, given its proximity to Metro.
2. Retain community retail, including a grocery store.
3. Extend retail along Wisconsin Avenue to create a more continuous shopping street.
4. Provide a limited amount of additional office use next to Metro by encouraging redevelopment of part of the existing Chevy Chase Center using the optional method of development.



5. Provide safe, convenient parking to serve both retail and office uses. Retain short-term Kiss and Ride spaces to serve Metro riders.
6. Protect the adjacent residential neighborhood from intrusive views and commercial activities and consider the neighborhood in the design and height of all structures.
7. Consider the views of residents of the high-rise apartment buildings across Wisconsin Avenue.
8. Provide open spaces for the use and enjoyment of residents, employees, and shoppers and expand the green buffer separating the neighborhood from the commercial corridor.
9. Enhance the pedestrian environment along Wisconsin Avenue and the pedestrian link to Metro.

## **RECOMMENDATIONS:**

### **Chevy Chase Center (Parcel 10B)**

1. **Expand the CBD-1 Zone for the Chevy Chase Center from 73,156 square feet to approximately 150,000 square feet by extending the arc of the zoning line to the north and east.**
2. **Apply the Neighborhood Retail Preservation Overlay Zone to the Chevy Chase Center to retain, on the ground floor, a grocery store and a mix of neighborhood-serving retail uses similar to the existing uses.** (See Design Guideline 1, below. See Figure 21.)
3. **Allow a maximum of 300,000 square feet of total development (approximately 65,000 square feet of neighborhood retail space, generally on the ground floor, and 235,000 square feet of office space). This limit includes any existing structure that is not redeveloped.**

### **Chevy Chase Land Company Parking Lot (Parcel 10A)**

1. **Designate the site as part of a transit station development area and suitable for the TS-M floating zone. The base zone should remain R-60.**
2. **Allow a maximum of 112,000 square feet of development, with ground-floor retail in two low-rise buildings.**
3. **Enhance and/or expand the buffer area between Chevy Chase Village and commercial development, as described in the design guidelines.**

## **DESIGN GUIDELINES:**

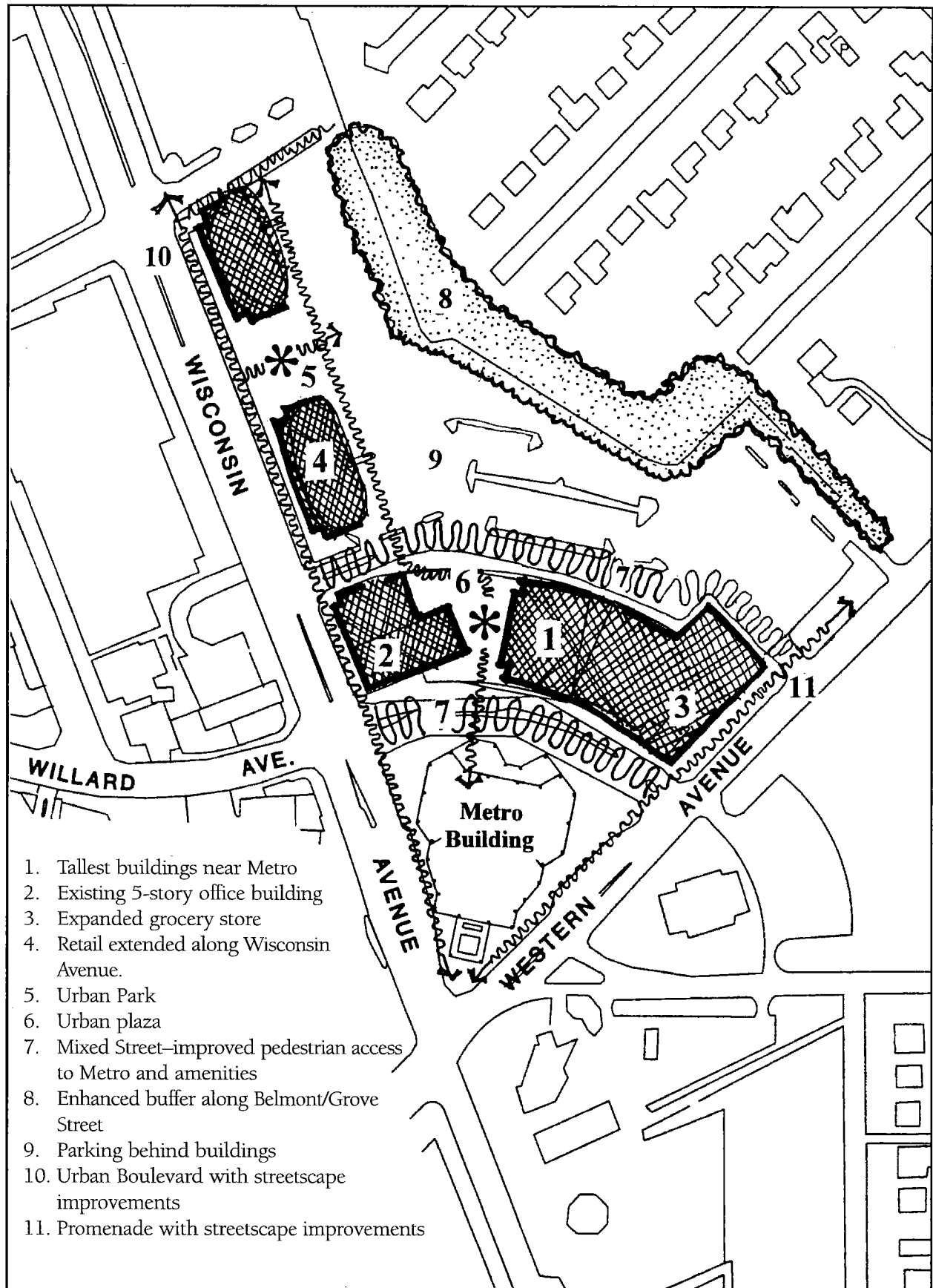
### **Chevy Chase Center (Parcel 10B) (See Figure 23 and Figure 24.)**

#### **1. Site any new development in the general location of the existing development.**

- Step buildings down from a maximum of nine stories in the center (on Wisconsin Circle) to no more than five stories on Wisconsin Avenue and four stories along Western Avenue.
- Provide neighborhood retail uses on the ground floor, in accordance with the Neighborhood Retail Preservation Overlay Zone.
- Orient the buildings to achieve maximum compatibility with, and distance from, the existing residential community to the northeast while also achieving efficiency and safety.
- Include a grocery store with a minimum of 20,000 square feet on the ground floor of a building within the office-retail center. To allow continuous grocery operation and the most efficient layout, a portion of grocery store space (a maximum of 10,000 square feet) may extend beyond the office footprint and be built at grade. The property owner has proposed a phased construction plan that will allow the extended portion of the grocery store to be constructed and occupied first, while the remainder of the store and the office building, of which it is part, are constructed. To achieve the Plan's goal of a continuously operating grocery store, County representatives should support this phased development effort by ensuring that there are no unnecessary delays in the consideration of various development approvals.

#### **2. Maintain a clearly defined internal street to the north of the existing center as a private Mixed Street connecting Wisconsin and Western Avenues.**

- Design the street to ensure the most efficient internal circulation pattern without encouraging cut-through traffic from Western Avenue to Wisconsin Avenue.
- Minimize vehicular/pedestrian conflicts.
- Enhance the street with trees, adequate sidewalks, special paving, and curbside drop-off areas for convenient pedestrian access.
- Accommodate possible use by transit vehicles in the street design.

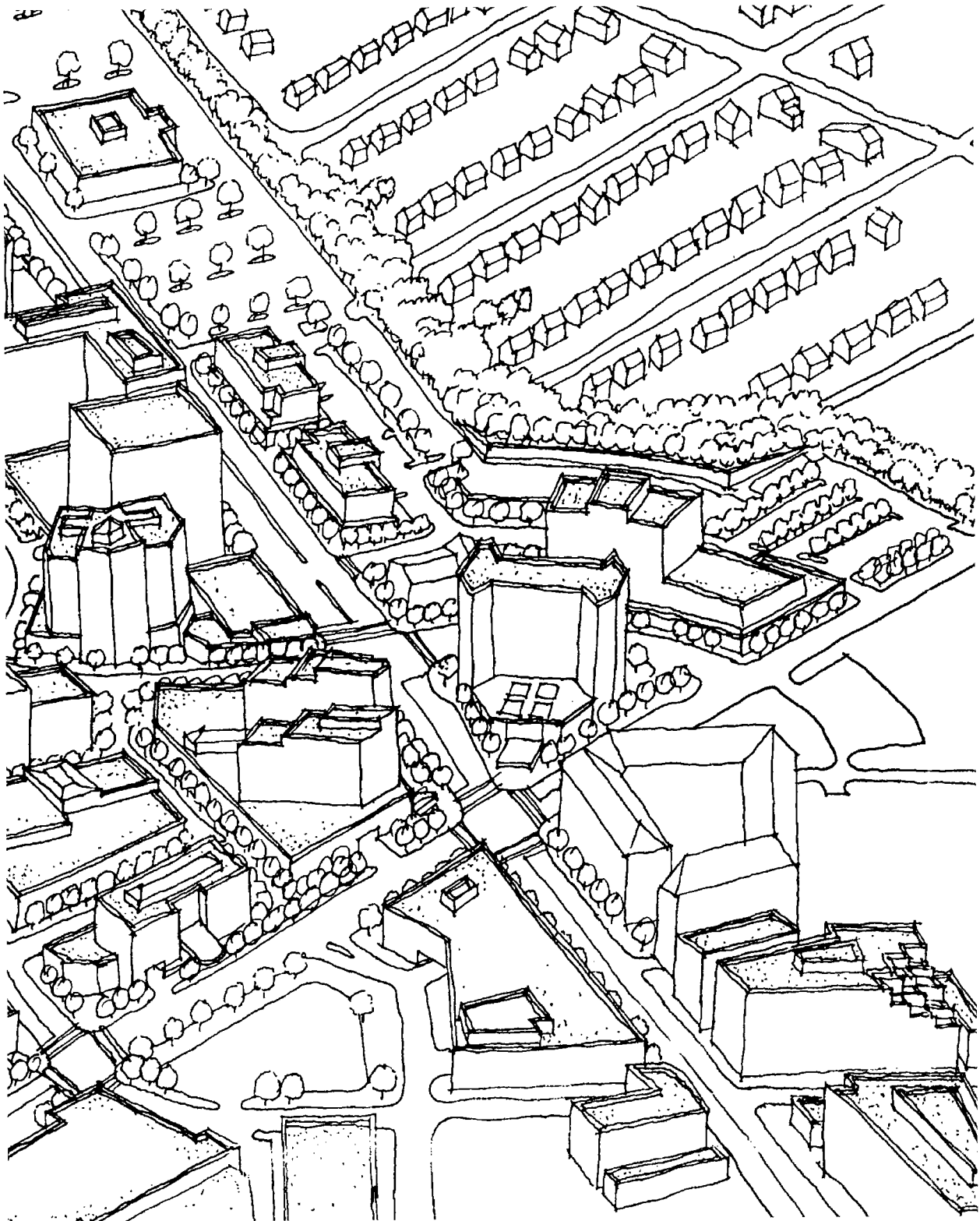


1. Tallest buildings near Metro
2. Existing 5-story office building
3. Expanded grocery store
4. Retail extended along Wisconsin Avenue.
5. Urban Park
6. Urban plaza
7. Mixed Street—improved pedestrian access to Metro and amenities
8. Enhanced buffer along Belmont/Grove Street
9. Parking behind buildings
10. Urban Boulevard with streetscape improvements
11. Promenade with streetscape improvements

## CHEVY CHASE CENTER PERSPECTIVE

**FIGURE 24**

The concept sketch shows the proposed three-story retail/office buildings along Wisconsin Avenue, the expanded buffer area, terraced parking, and additional density at Chevy Chase Center. (The existing Metro Building has been “cut away” to reveal the new building behind.)



page  
45



**3. Avoid locating service areas for the office buildings and neighborhood retail on Wisconsin Avenue, Wisconsin Circle, or Western Avenue.**

- Provide an efficient layout that minimizes conflicts between pedestrians and service vehicles and encourages retail activity along the internal street.
- Reduce the impact on the adjacent residential neighborhood by locating service areas within the building footprint. If the Planning Board determines that a service area cannot be internal, it should be heavily screened to minimize visual and auditory impacts on surrounding neighborhoods.

**4. Provide one or more public use spaces with a total minimum of 8,000 square feet to create an attractive and functional environment. Locate at least one space where it will provide safe pedestrian access to Metro. A phasing plan should be included in the project plan to indicate the timing of development and to ensure that public uses spaces are provided as early as feasible in the development of this site.**

- Encourage public use and pedestrian activity by providing shade trees, special paving and lighting, tables and chairs, and a schedule of programmed events for the community.
- Enliven and enrich the space with such features as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated in the floor or vertical surfaces or be free-standing elements.
- Locate neighborhood retail, including entrances, next to the open spaces to encourage public use and enjoyment.

**5. Develop Wisconsin Circle as a public Mixed Street to accommodate both pedestrians and vehicles in a safe and attractive manner.**

(A Mixed Street emphasizes pedestrian circulation while allowing limited slow vehicular traffic.)

- Consider providing a mid-block pedestrian crossing after an operational analysis of conflicting movements in Wisconsin Circle. The location should be coordinated with the siting of a public use space, pedestrian and vehicular circulation, and garage and bus access. (See Pedestrian and Streetscape Plan.)
- Provide streetscape improvements as called for in the Pedestrian and Streetscape Plan. Other improvements will be determined at project plan review.

**Chevy Chase Land Company Parking Lot (Parcel 10A)** (See Figures 23, 24, and 25.)

**1. Allow up to 112,000 square feet of development along Wisconsin Avenue. No development is allowed on Parcel 10A other than that described in the design guidelines below, which include the possibility of terrace parking. Buildings proposed for other locations on the site would not be in compliance with the Sector Plan.**

- Require retail on the ground floor and allow the property owner to determine the use (retail, office, or residential) for the upper floors.
- Divide the allowable density into two buildings to achieve human scale and avoid a long uninterrupted building line.
- Limit the building height to three floors and set back the top floor.
- Limit the width of the northern building to approximately 90 feet and limit the width of the southern building to approximately 120 feet to provide an adequate setback from the adjacent neighborhood.
- Locate buildings approximately 20 feet from the existing curb along Wisconsin Avenue to provide adequate space for pedestrians and streetscape improvements.

**2. Achieve street-oriented development along Wisconsin Avenue.**

- Provide street-oriented retail only, which could include restaurants, on the ground floor. (The Neighborhood Retail Preservation Overlay Zone would not be appropriate at this location.)
- Orient storefronts and entrances to Wisconsin Avenue. Depending on store layouts, it may also be possible to provide entrances along the east side of the buildings, especially on the southern building.

**3. Create an urban park between the buildings along Wisconsin Avenue. (See Figure 46.)**

- Provide approximately 9,000 square feet of public use space in addition to sidewalks and green area within the parking lot to create an urban park between the buildings along Wisconsin Avenue. A phasing plan should be included in the development plan to indicate the timing of development and to ensure that public use spaces are provided as early as feasible in the development of this site.
- Ensure that the park provides a safe and convenient connection to Wisconsin Avenue from the parking lot.



- Encourage public enjoyment and comfort by providing tables and chairs, shade trees, special paving, lighting, and other features.
- Enliven and enrich the space with such elements as fountains and artwork. A significant water feature can create a visual focal point and mitigate traffic noise. Works of art can be incorporated into the floor or vertical surfaces or be free-standing elements.

**4. Locate and screen service areas so that the east side of the buildings presents a pleasing appearance from parking areas and from the adjacent neighborhood.**

**5. Allow a combination of surface, terrace, and underground parking to meet the requirements for the Chevy Chase Center and Wisconsin Avenue buildings.**

- Preserve as many of the existing trees as possible and plant additional trees on the surface lot or the top level of any terrace parking.
- Attempt, to the extent possible, to serve all retail parking needs with surface parking. A terrace parking structure on a limited portion of the parking lot is the second choice for meeting retail parking needs. If terrace parking is constructed, the top levels should be reserved for retail shoppers.
- Evaluate at the time of the development plan or project plan whether terrace parking is necessary to meet the retail parking requirements. While shared parking provided for in the Zoning Ordinance should be allowed, the size of the terrace structure should be the minimum necessary to meet retail needs and not expanded to allow for office parking.
- Locate any terrace parking to take advantage of the existing grade changes. Such parking should be sufficiently below grades along the Belmont/Grove Street right-of-way to achieve compatibility with the adjacent neighborhood. The top level would generally be at the base of the existing wall, at approximately elevation 325.
- Maintain 30 short-term Kiss and Ride parking spaces at safe and convenient locations as close as possible to paths leading directly to the Metro station.
- Ensure security and convenience in the design of any structure.

**6. Enhance the buffer and create a greenway between Chevy Chase Village and the commercial areas.**

- Define the western edge of the buffer as the line of the existing wall separating the Chevy Chase Land Company parking lot from the Belmont/Grove Street right-of-way and the private residential property abutting Western Avenue. No development or parking is permitted east of the existing wall.



- Include a comprehensive landscape plan for the buffer area with the development plan for Parcel 10A or the project plan for Parcel 10B, depending on which parcel develops first. An adequate buffer is essential to redevelopment of Parcel 10A or 10B; a rezoning application that does not show a substantial buffer will not be in compliance with the Sector Plan. Buffering must be completed in the first stage of any new development or redevelopment of Parcels 10A or 10B.
- Provide an intensive landscape treatment behind the existing wall and along the unbuilt Belmont/Grove Street right-of-way to screen the commercial development from the residential neighborhood and create a greenway with a woodland character. This treatment should include such features as the extension of a wall or wrought iron fence from the termination of the existing wall to Montgomery Street and from Montgomery Street to the wall behind Saks Fifth Avenue. Balance screening and security objectives in improving the Montgomery Street entrance. Improve the Montgomery Street sidewalk connection from Wisconsin Avenue to the parking lot. Supplement and enhance the existing plantings along the unbuilt right-of-way on both sides of the pedestrian/bicycle path, including land not owned by the Chevy Chase Land Company. Provide a dense mixture of evergreens, deciduous trees, and understory shrubs. Provide other enhancements, such as low lighting and seating along the path.
- Implement this buffering plan via an agreement between Chevy Chase Village and the Chevy Chase Land Company. If such an agreement cannot be reached, the Planning Board should consider whether, as an alternative, the buffer should be expanded into the parking lot to the west of the existing wall with all landscaping planted on property owned by the Chevy Chase Land Company. This approach will mean the loss of surface parking spaces and is not the preferred option.
- Provide screening above the existing wall adjacent to the residential property on Western Avenue.
- Provide a pedestrian/bicycle path (a Class I bikeway) from Grove Street to Belmont Avenue

- 7. Provide streetscape improvements along Wisconsin Avenue as called for in the Pedestrian and Streetscape Plan. Place all utilities underground.**
- 8. Retain the existing building and parking setbacks from the right-of-way along Western Avenue. Enhance the area with landscaping to create the Promenade called for in the Pedestrian and Streetscape Plan and to provide a transition between the commercial area and adjacent residential neighborhoods. Coordinate the design of the Promenade with the District of Columbia.**

## VIEW ALONG URBAN BOULEVARD AT CHEVY CHASE LAND COMPANY SITE

**FIGURE 25**

This perspective shows the proposed three-story retail/office buildings on the east side of Wisconsin Avenue, and the high-rise residential buildings on the west side.



## **C. HECHT'S SITE: PARCEL 2**

### **DESCRIPTION:**

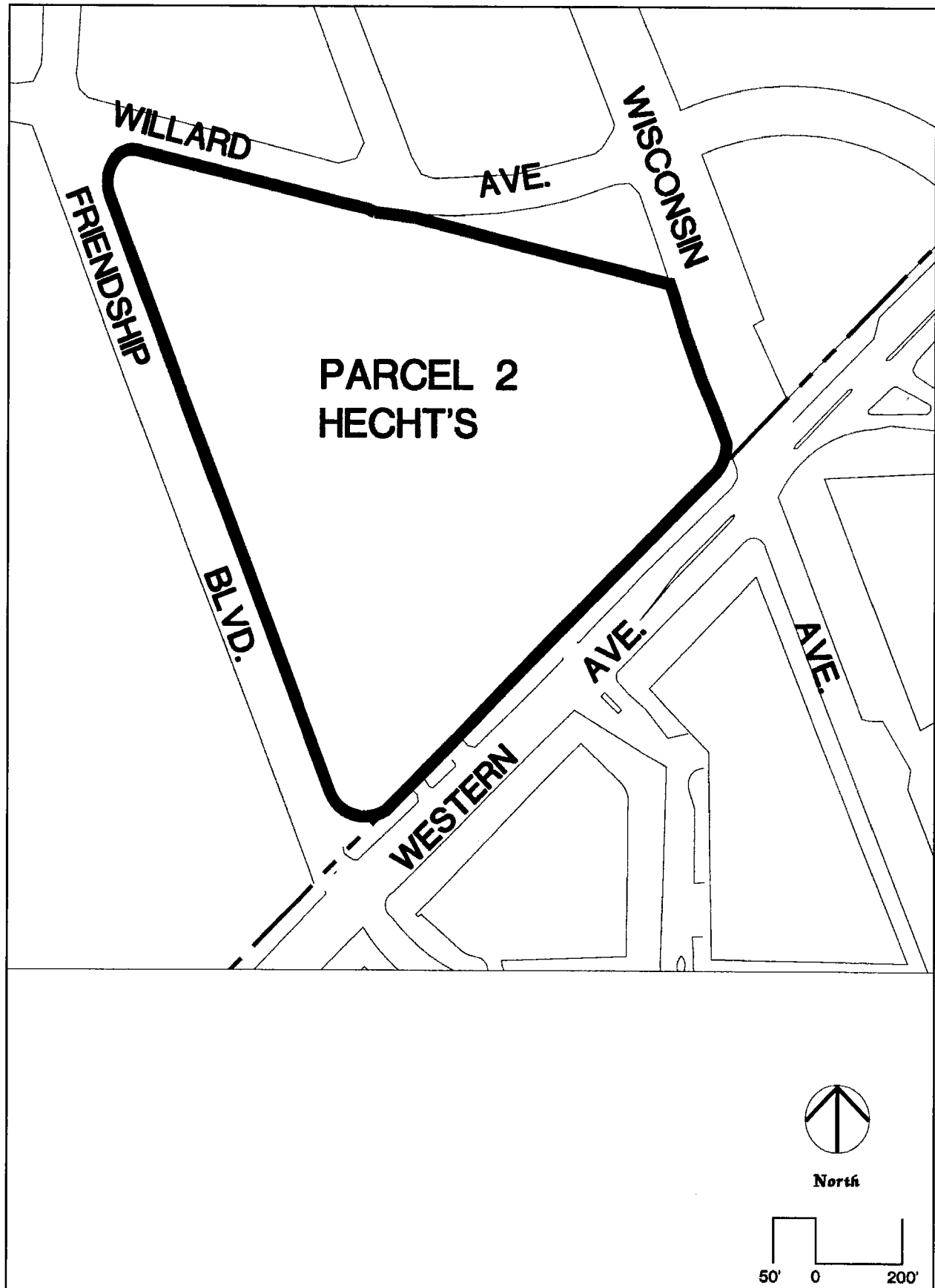
The eight-acre Hecht's site, (formerly Woodward and Lothrop, now owned by the May Department Stores Company) is bounded by Wisconsin Avenue, Western Avenue, Friendship Boulevard, and Willard Avenue. (See Figure 26.) The structures on the site include the Hecht's department store and Houlihan's Restaurant (totaling 176,188 square feet) and a two-level parking deck to the west, accessible from both Western and Willard Avenues.

The site has direct access to the Metro station via an escalator from the sidewalk in front of the department store. The driveway in front of the store currently serves as an informal drop-off area for Metro users. While convenient for the people using it, cars entering and exiting the driveway add to traffic congestion at the intersection of Wisconsin and Western Avenues.

The existing zoning is CBD-1, which allows 2.0 FAR under the optional method of development, approximately 750,000 square feet. The 1974 Sector Plan limited the development to 472,000 square feet—194,000 square feet allocated to retail and 278,000 square feet to office. The site plan approved in 1989 allows a total of 435,505 square feet—206,103 of retail (the existing store plus additional retail) and 229,402 square feet of office. The site offers a major opportunity for additional development and a mix of uses that will meet Sector Plan objectives. (See Figure 27.)

### **OBJECTIVES:**

1. Provide a mixture of land uses, including retail, office, hotel, and housing.
2. Design buildings to maximize street orientation including entrances, storefronts, windows, and uses that generate street-level activity.
3. Create an environment on all streets surrounding the site that appeals to the pedestrian and encourages pedestrian activity.
4. Provide a major public open space as the focus of activity in the Town Center.
5. Provide additional public use spaces to serve a variety of community recreational and cultural needs or for visual enhancement of the site.
6. Ensure direct, convenient pedestrian and vehicular access to the Metro station and short-term parking for dropping off and picking up Metro riders.
7. Provide pedestrian and bicycle links to connect residential neighborhoods to the Town Center.
8. Provide well designed, secure, convenient parking to serve the various land uses.



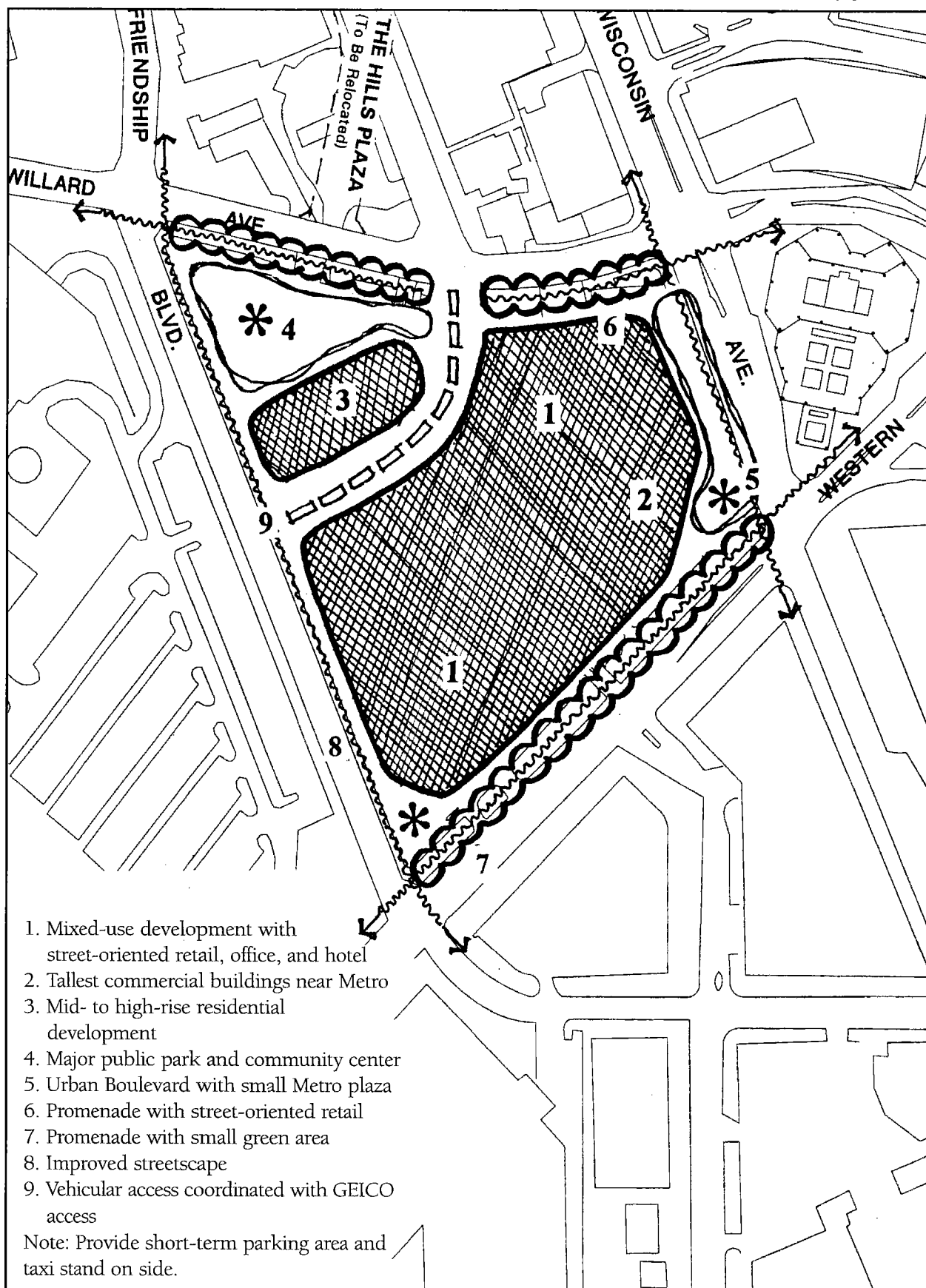
## RECOMMENDATIONS:

- 1. Rezone the site from the CBD-1 Zone to the CBD-2 Zone, with a maximum of 1,050,000 square feet of total development.**  
(See Figure 21.)
- 2. Apply the Chevy Chase Comparison Retail Overlay Zone to ensure that a significant portion of the development can proceed only under the optional method.**

With optional method development, the Plan recommends a total of 750,000 square feet of combined retail and office space. The retail component should be large enough to allow, at a minimum, ground-floor retail, particularly along Wisconsin Avenue, with a maximum of 450,000 square feet of retail space. In addition, the Plan recommends a hotel of approximately 150,000 square feet and a minimum of 150,000 square feet of residential space (approximately 135 dwelling units). These limits apply to the entire site, including property not currently owned by the May Company, and should not be adjusted based on any change in ownership patterns. The project plan should indicate the phasing of development, including the location, design, and timing of the residential units. Limited amounts of retail space included in the office or hotel component that the Planning Board determines is designed and intended for the use of office employees or hotel guests, respectively, may be counted as part of the office or hotel space and not as part of the retail square footage limitation.

A grocery store could also be included within the development on the site. One suitable location for the facility would be under another level of development at 50 percent or more below grade, to take advantage of the topography of the site. A facility of up to 40,000 square feet could be constructed. If the Planning Board determines at the time of the project plan application that additional grocery space is desirable for Friendship Heights, it may allow the grocery store to be included in the development without being counted toward the overall square footage limits otherwise specified for this site in the Plan.

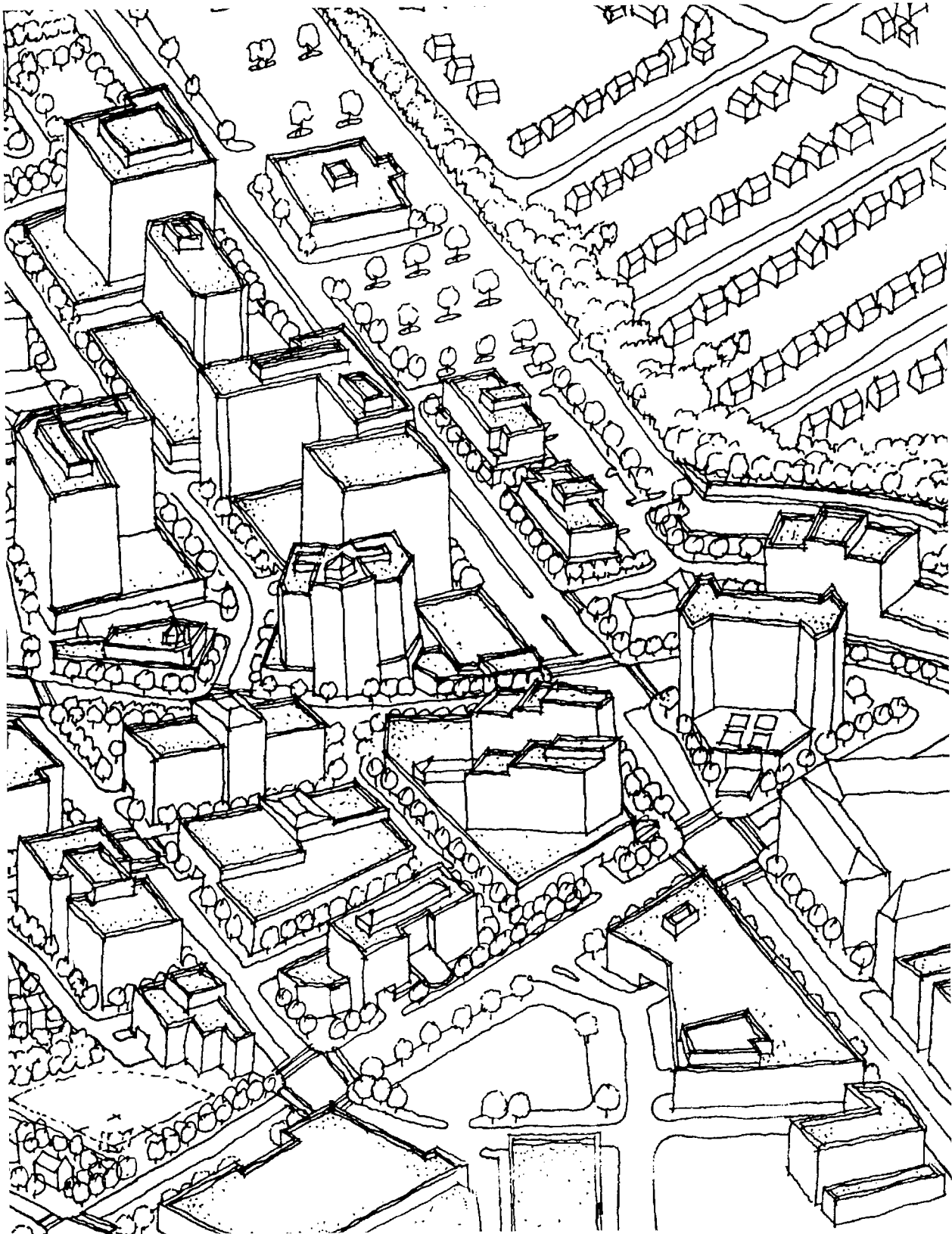
There is a small parcel of land in separate ownership on the southwest corner of the Willard/Wisconsin Avenue intersection. A portion of this parcel is within the proposed right-of-way for Willard Avenue and there is also an existing public-right-of-way between this parcel and the May Company property. If subdivided, part of this area should be dedicated for Willard Avenue to allow construction of a green median and wider sidewalks. The remaining portions could be combined with the development of the Hecht's site. (See Figure 26.)



## HECHT'S SITE PERSPECTIVE

**FIGURE 28**

This concept sketch shows a potential redevelopment of the site with retail, two office buildings, a hotel, a residential building, and a major public park.





## DESIGN GUIDELINES:

- 1. Provide a mixed-use development that includes additional retail as well as office, hotel, and residential uses.** (See Figure 27 and Figure 28.)
  - Provide street-front retail, restaurants, entertainment establishments, and other pedestrian-oriented uses along streets bounding the site. Include street-level entrances and shop windows at frequent intervals.
  - Locate commercial buildings with heights that exceed 90 feet toward the Metro stop and away from the intersections of Friendship Boulevard with Willard Avenue or Western Avenue.
  - Locate any residential component on the Willard Avenue/Friendship Boulevard section of the site.
- 2. Create a major public park, a “Commons” or “Green,” near the Willard Avenue and Friendship Boulevard intersection.** (See Figure 45.)
  - Design the park to be a green refuge from concrete and asphalt, with an open grass area and shade trees, as well as seating areas, paths, special paving, lighting, and other features such as fountains and art work.
  - Accommodate a range of activities, from concerts and festivals to outdoor dining, strolling and people-watching.
  - Ensure that the park is visible from public streets and that adjacent land uses create activity next to the park.
  - Provide sufficient flexibility at the time of the project plan to consider an alternative public use space that achieves Plan objectives for this site, particularly if the property is developed in sections by multiple owners.
- 3. Include building area in or adjacent to the major public park described in guideline 2 that provides space for community use.**
  - Provide a minimum of 12,000 square feet of flexible, accessible space in a free-standing building, in the lower levels of a building next to the park, or a combination thereof. Access should be from the ground level. The 12,000 square feet of space for community use will be excluded from the allowed building area.



- Plan the space to accommodate all age groups and a variety of uses, such as community meetings, arts, social activities and dance, sports and fitness, to complement the Friendship Heights Village Center. The space can incorporate accessory retail uses such as food carry-out and other convenience uses. Restaurants and other activating retail uses would be appropriate next to the community space but would be counted toward the allowed building area.
- Arrange for programming and management of the space.

**4. Provide an Urban Boulevard along Wisconsin Avenue between Willard and Western Avenues with a small plaza at the Metro entrance. (See Figure 29.)**

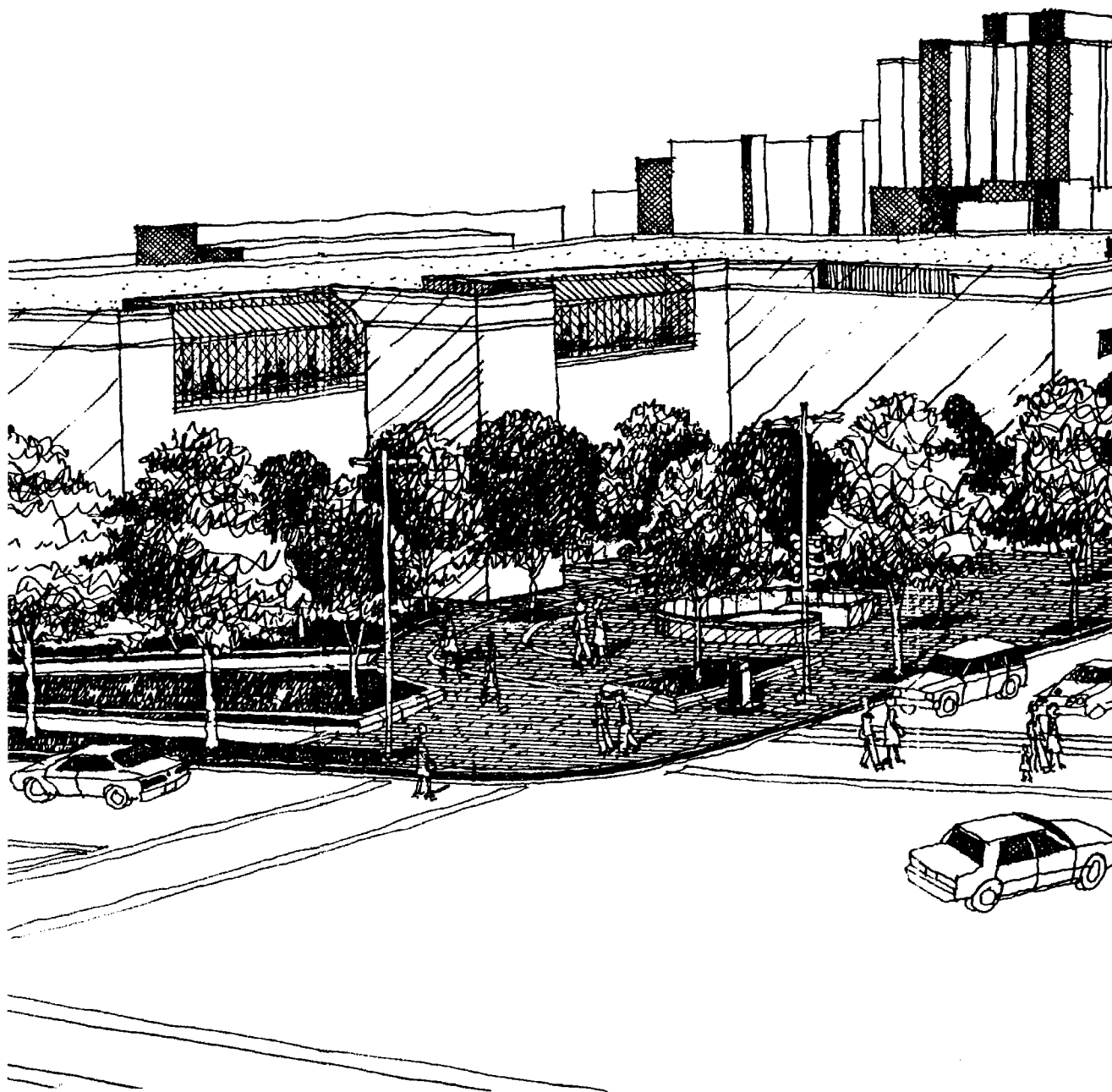
- Eliminate the existing drop-off at the front entrance of Hecht's.
- Maintain a minimum width of 40 feet from the building line to the curb, including the 20 feet in the public-right-of-way.
- Provide as a minimum a double row of trees and other streetscape elements to reinforce the Urban Boulevard without conflicting with street-front retail.
- Emphasize the pedestrian entrance to the Metro station and work with the Washington Metropolitan Area Transit Authority (WMATA) to improve access for people with disabilities, where feasible.
- Incorporate the District of Columbia boundary marker in the Urban Boulevard design.

**5. Provide a promenade along Willard Avenue.**

- Maintain a width of approximately 30 feet from the building line to the curb. Fifteen feet of this setback should be within the proposed public right-of-way.
- Include two parallel rows of trees and a 10-foot sidewalk located between the two rows. The green character of the promenade should be enhanced by trees and additional landscaping beyond the sidewalk.

**6. Provide a promenade along Western Avenue.**

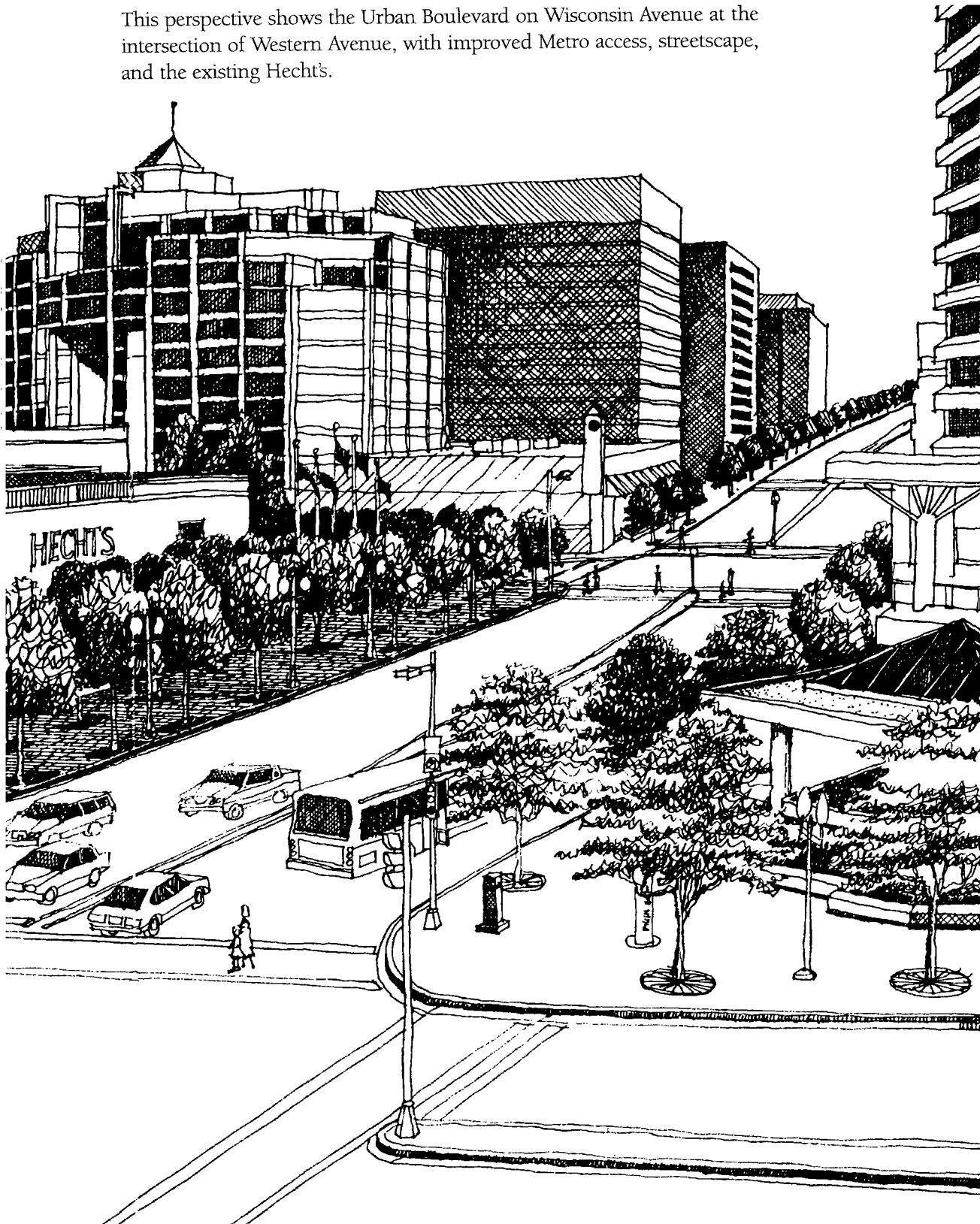
- Maintain a minimum width of 40 feet from the building line to the curb.
- Include street furniture and two parallel rows of trees.
- Provide a sidewalk within the 40-foot setback, between the buildings and the first row of trees. Locate a Class I bikeway (a separate path) between the two rows of trees.
- Provide a small green area at the corner of Western Avenue and Friendship Boulevard.



## VIEW ALONG URBAN BOULEVARD AT METRO

This perspective shows the Urban Boulevard on Wisconsin Avenue at the intersection of Western Avenue, with improved Metro access, streetscape, and the existing Hecht's.

FIGURE 29





**7. Improve Friendship Boulevard for pedestrians.**

- Maintain a minimum width of 20 feet from the building line to the curb. Fifteen feet of this building setback should be within the existing public right-of-way.

**8. Develop an internal public or private street to provide vehicular and pedestrian access into the site, and to create a lively, human-scale environment.**

- Allow on-street parking on at least one side.
- Configure the street system to discourage commuter traffic through the site.
- Coordinate, if possible, any entrances and exits on Friendship Boulevard with the points of access for the redeveloped GEICO site.

**9. Provide a short-term parking area convenient to the Metro entrance for dropping off and picking up Metro passengers.**

- Locate a short-term parking area that is accessible at all hours of Metro operation on the interior street system or within the parking structure.
- Provide a taxi stand on the site.

**10. Locate service areas within buildings or on internal streets.**

- Do not place any service area on Wisconsin Avenue, Western Avenue, Willard Avenue, or Friendship Boulevard.
- Avoid siting service areas where there will be large numbers of pedestrians.
- Visually screen service areas located on internal streets.

**11. Meet parking requirements in below- or above-ground structures except where on-street parking is appropriate, for example on the internal street system.**

- Ensure that the design of the parking structures provides convenient, pleasant, and secure parking.

## **D. GEICO SITE: PARCEL 15**

### **DESCRIPTION:**

The 26-acre GEICO site is the location for the national headquarters of the Government Employees Insurance Company. The site is bounded by Willard Avenue on the north, Friendship Boulevard on the east, Western Avenue on the south, and the Brookdale neighborhood on the west. (See Figure 30.)

The 514,257-square-foot headquarters building sits in the center of the site, surrounded by surface parking lots and landscaping. The owners have stated that the building is obsolete and needs to be replaced, thus offering an opportunity for redevelopment of this large parcel. (See Figure 31.)

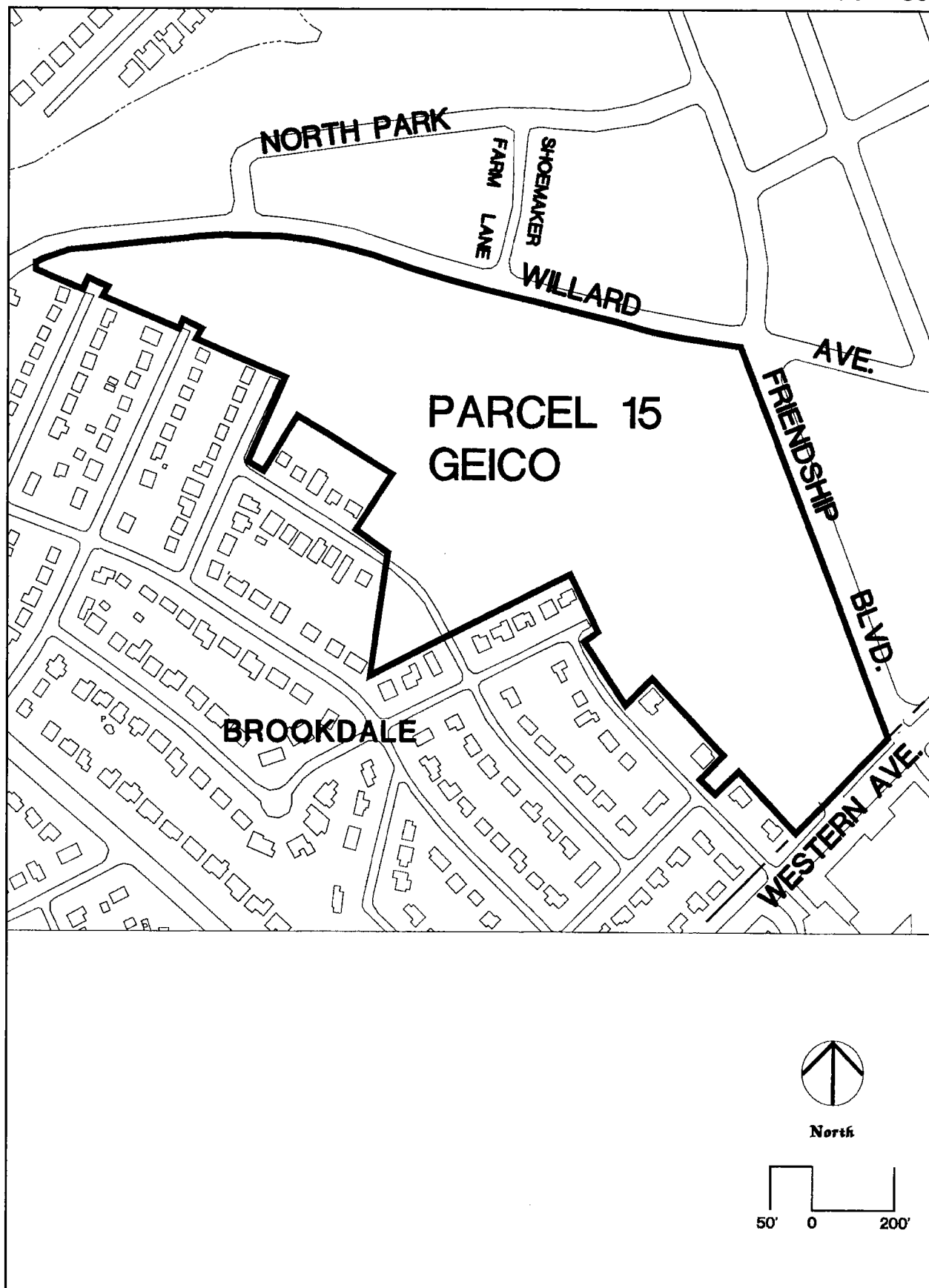
The building footprint is zoned C-O. The remainder of the site is zoned R-60, with a special exception for parking.

The 1990 *Bethesda-Chevy Chase Master Plan* recommended that the C-O zoning envelope be expanded to allow a 220,000-square-foot addition to the building. Guidelines included a limitation on the building height to that of the existing GEICO tower (eight stories). The plan also recommended that any further development of the GEICO tract be studied in the context of the Friendship Heights Sector Plan. The plan stressed the need to consider the potential interests of other property owners including Woodward and Lothrop (Hecht's, parcel 2), Barlow (parcels 8, 9, and 14), Marriott (parcel 5), and the multiple owners of parcel 6. (See Figures 12 and 13, pages 12 and 13.) Development in the District of Columbia must also be considered in the next Sector Plan, according to the B-CC Plan. Further development on the site was to be limited to an additional 280,000 square feet with a maximum height of four stories.

After the adoption of the B-CC Plan, GEICO applied for and obtained the rezoning recommended in the plan. Ultimately, the approved development did not proceed and the site plan and special exception approvals expired. The zoning was then returned to that which was in place at the time of the 1974 Sector Plan: C-O zoning on the footprint of the building and R-60 on the remainder of the site with a special exception for parking.

### **OBJECTIVES:**

1. Provide an opportunity for additional office use near Metro, to help meet the demand within the Sector Plan area and to contribute to the County tax base.
2. Provide an opportunity for housing to help meet the demand within the Sector Plan area and to achieve housing diversity.
3. Create a transition between the CBD and adjacent residential areas through the location of compatible land uses and buffers.



4. Consider the views of residents in the neighborhood to the west and in the apartments to the north. Put the highest densities and heights near Friendship Boulevard. Retain a human-scale environment with predominantly low-rise buildings.
5. Retain the park-like characteristics of the site, preserve existing mature trees, where possible, and expand the amount of usable green open space to meet residents' recreational needs.
6. Ensure that parking is unobtrusive.
7. Provide internal street access to the new uses.
8. Provide safe and inviting pedestrian and bicycle connections through the site and along the periphery to link the neighborhoods, the Town Center, and the Metro station.

## **RECOMMENDATIONS:**

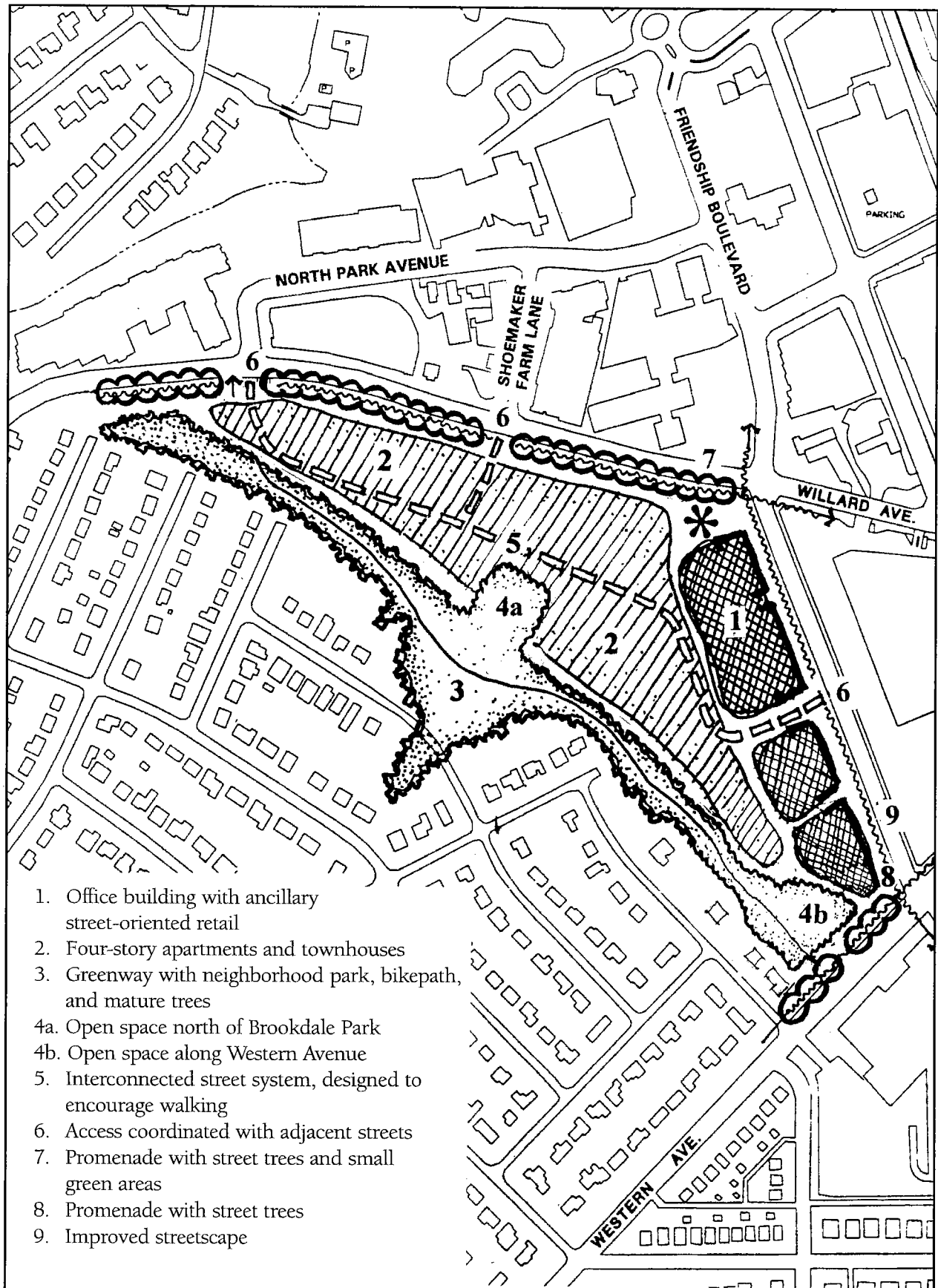
1. **Designate an area of approximately nine acres located along Willard Avenue between North Park Avenue and Friendship Boulevard and along Friendship Boulevard between Willard Avenue and Western Avenue as part of a transit station development area and suitable to be rezoned from the R-60 or the R-60/TDR Zone to the TS-M Zone.**

This area will accommodate the proposed commercial redevelopment of the GEICO property along Friendship Boulevard: approximately 295,000 square feet of new office development or a maximum of 810,000 square feet of total office development. It will also accommodate multi-family residential development along Willard Avenue. The approximate number of dwelling units in the residential portion of the TS-M area would be 272, including Moderately Priced Dwelling Units (MPDUs) and applying the maximum MPDU bonus. The number of dwelling units in the residential portion of the TS-M area, when combined with the dwelling units in the R-60/TDR area, may not exceed 500, including MPDUs. (See Figure 21.)

page  
63

2. **Rezone the remaining area to the R-60/TDR Zone at a density of 11 dwelling units to the acre.**

The zone would yield up to 228 dwelling units with MPDUs and the maximum MPDU bonus. The number of transferable development rights (TDRs) would be 102. The existing GEICO building would become a legal non-conforming use and is recommended to be demolished. This demolition is essential to achieve the Plan's recommendation for residential units.





**3. Require, in the development plan for the TS-M local map amendment (and as part of any other development approvals), a staging plan that would include the following elements:**

- The existing GEICO office building must be demolished as a condition for construction of the proposed new office buildings.
- A maximum of 810,000 square feet of commercial space may be occupied on the site at any time.
- The existing office building must be demolished within a fixed time after issuance of a certificate of occupancy for 514,000 square feet of new space.
- Residential units may be constructed on the site where the building stood.
- The site must be landscaped if the residential units will not be built within six months after demolition of the existing building.

The Plan recognizes that GEICO intends to sell houses that the company owns in the Brookdale neighborhood. Such a sale would stabilize and protect the Brookdale neighborhood and would be a good-faith assurance of the company's intent to remain within current Sector Plan boundaries. While any houses are retained in GEICO ownership, they should be maintained to a standard comparable to others in the area.

The Plan strongly discourages commercial service or office type special exception uses in the Brookdale community to maintain the single-family residential character of the area. (See discussion in Section H of this chapter.)

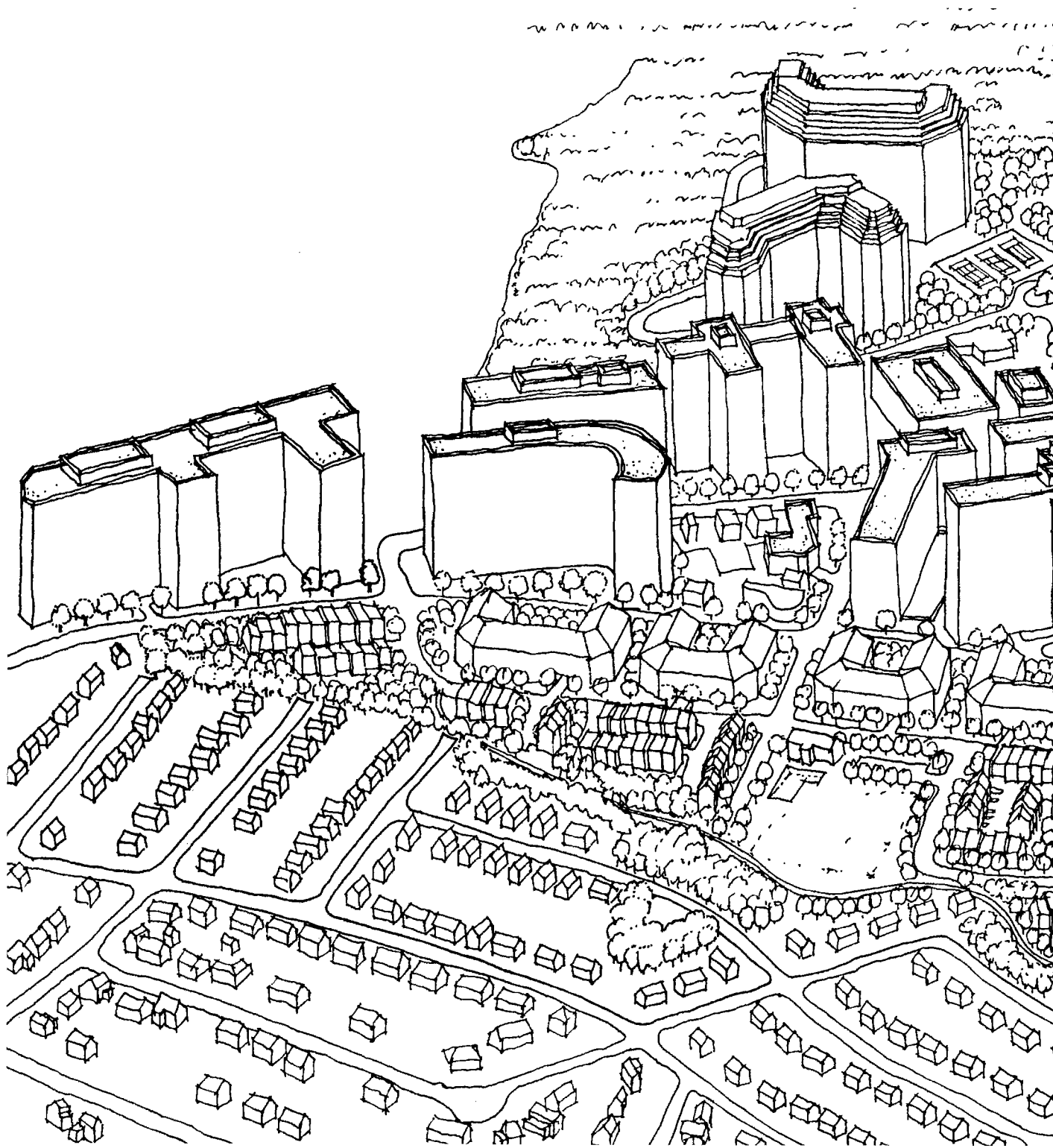
page  
65

**DESIGN GUIDELINES:**

(See Figure 31 and Figure 32.)

**1. Provide an office development with a maximum of 810,000 square feet along Friendship Boulevard between Willard and Western Avenues.**

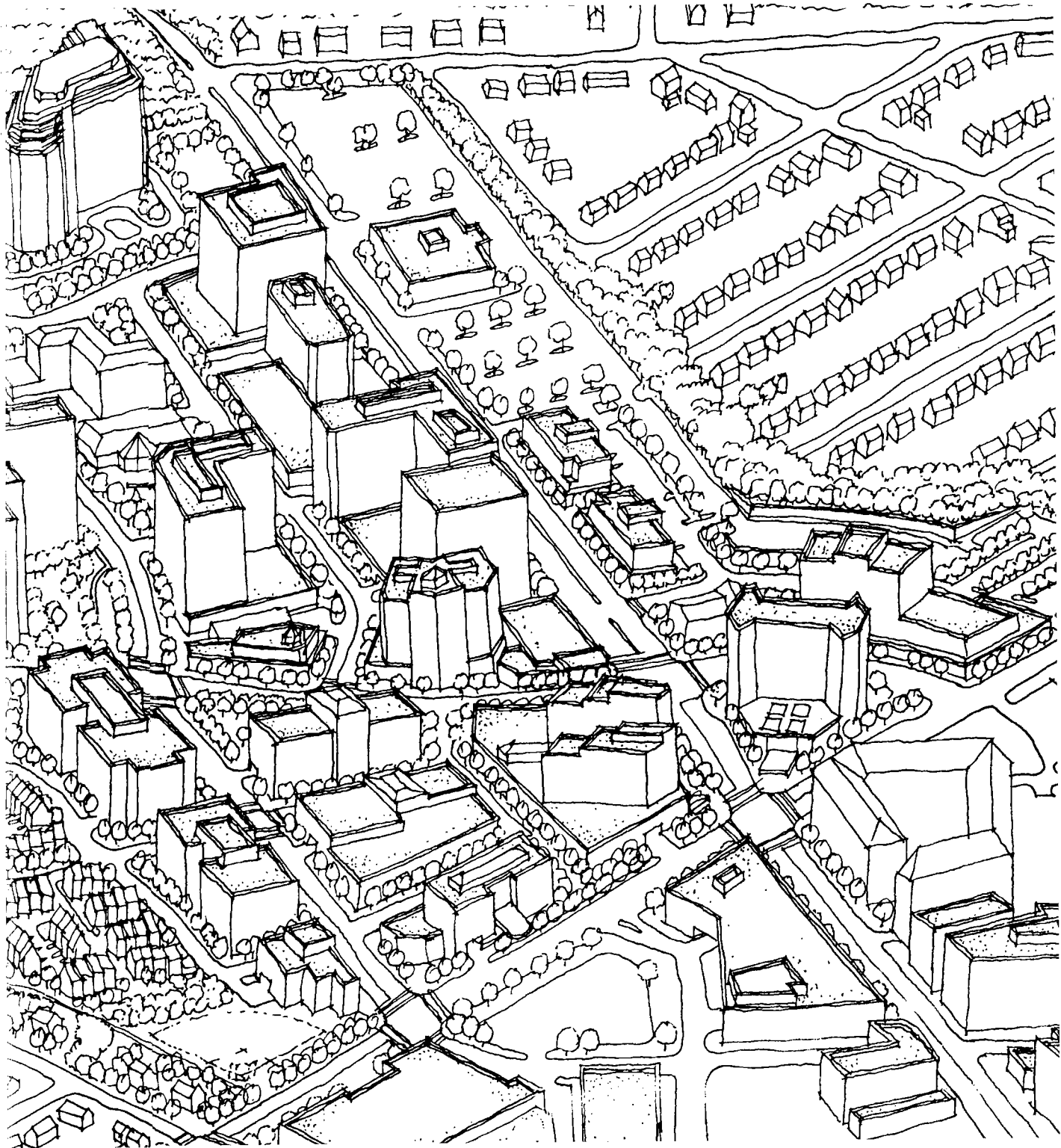
- Provide a transition in height from nine stories near Willard Avenue to no more than five stories near Western Avenue
- Maintain a minimum setback of 80 feet from the curb along Western Avenue and 20 feet from the curb along Friendship Boulevard, as provided in guidelines 7 and 8.
- Provide ground-floor street-front retail, ancillary to the office development, along Friendship Boulevard to promote pedestrian activity. The Plan envisions convenience retail, such as dry cleaners or sandwich shops. There should be no retail along Western and Willard Avenues or on the sides of the office buildings that face residential units in the new community.
- Meet parking requirements in underground structures.



## GEICO SITE PERSPECTIVE

**FIGURE 32**

This concept sketch shows the proposed greenway next to Brookdale including open spaces on Western Avenue and north of Brookdale Park, office buildings along Friendship Boulevard, and a variety of residential building types.



**GEICO: OPEN SPACE - WESTERN AVENUE**

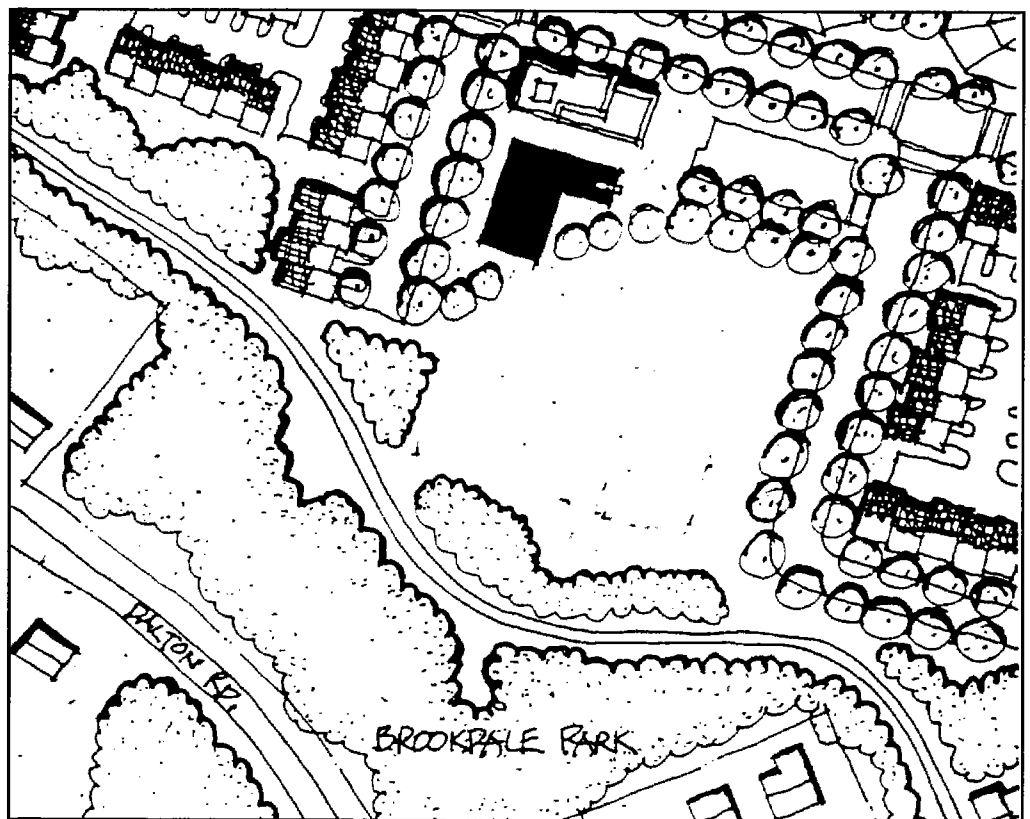
**FIGURE 33**



page  
68

**GEICO: OPEN SPACE - NORTH OF BROOKDALE PARK**

**FIGURE 34**



**2. Create a residential neighborhood with a variety of residential units, from townhouses to multi-family homes.**

- Locate multi-family structures primarily along Willard Avenue. Building heights should not exceed four stories.
- Locate townhouses and/or one-family attached units as a transition between the detached houses of Brookdale and the new commercial and mid-rise residential development on Friendship Boulevard and Willard Avenue. The design, orientation, and height of structures along the border with Brookdale should be sensitive to views from that community. The maximum building heights along the border should be 35 feet to ensure compatibility.
- Design buildings along Willard Avenue and on streets within the site to have a street presence, with front porches and multiple entrances.

**3. Provide a greenway that includes a neighborhood park and two additional open spaces for Brookdale and the new residential neighborhood.**

- Locate the greenway along the southwestern boundary of the GEICO site.
- Design the greenway to form a buffer between Brookdale and the higher-density development and include the following:
  - a. The existing Brookdale Park (approximately three acres), dedicated to M-NCPPC (See Figure 47.)
  - b. Tree-save areas and enhanced plantings
  - c. Pedestrian and bicycle connections from the adjoining neighborhoods
  - d. Recreation facilities to accommodate the needs of the new neighborhood, in accordance with the County Recreation Guidelines
  - e. A Class I hiker/biker trail connecting the western portion of the site on Willard Avenue to Western Avenue
- Maintain a minimum width of 70 feet between the Brookdale boundary line and any building or curb on the GEICO site. Within this setback, dedicate to M-NCPPC a right-of-way for the bikeway consisting of 50 feet in the section between Western Avenue and Sherrill Avenue and 70 feet between Sherrill Avenue and Willard Avenue, except in Brookdale Park. Brookdale Park is part of the greenway, and the bikeway can meander through it. In the other sections, the bikeway should be located approximately 30 feet from the Brookdale boundary, taking into consideration natural features. The setback area should be attractively planted with trees and shrubs.
- Maintain street visibility along significant portions of the greenway to ensure pedestrian and cyclists' safety and easy access.



**4. Provide two new open spaces as part of the greenway.**

- Provide one new open space to the north of Brookdale Park and one along Western Avenue between Friendship Boulevard and the new residential community. The uses should be determined by the Planning Board at the time of the development plan for the GEICO site. A ballfield for youths 12 and under, or other active recreational uses, may be appropriate for one or both sites. Until the Planning Board makes a final determination regarding use, adequate space should be reserved at the site next to Brookdale Park for a Little League-size field and at the Western Avenue site for a junior/practice-size field. The Planning Board may make some adjustments in the dimensions of these open spaces once a use is selected, provided that two open spaces of significant size are maintained.
- Determine, once the Planning Board has made a decision regarding the appropriate use(s) for the sites, whether one or both sites should be dedicated or privately owned and maintained. It is contemplated that at least one of the sites would be available for use by the general public (and not limited to residents of the new community) and, therefore, would likely be dedicated.

**5. Provide an interconnected street system through the site.**

- Connect a primarily public system to the following: (1) Willard Avenue across from North Park Avenue, (2) Willard Avenue across from Shoemaker Farm Lane, and (3) Friendship Boulevard at a mid-block location coordinated with the Hecht's development. (See Figure 31.)
- Design the street system (public and private) to:
  - a. Provide short blocks for human scale and animation.
  - b. Include tree-lined sidewalks on both sides of major neighborhood streets.
  - c. Provide vistas and focal points.
  - d. Minimize walking distances to the Town Center.
  - e. Discourage through-vehicle traffic but accommodate a Class II or III on-street bicycle route.

**6. Provide a promenade along Willard Avenue. (See Figure 35.)**

- Maintain a minimum width of 40 feet from the building line to the curb.
- Include two parallel rows of trees and a 12-foot sidewalk located between the two rows. The green character of the promenade should be enhanced through the provision of a planting strip along the curb and additional landscaping beyond the sidewalk.

- Expand the promenade to provide small green areas with additional trees and seating between buildings.
- Orient building entrances primarily to Willard Avenue for street activation.

## **7. Provide a promenade and open space along Western Avenue.**

- Maintain a minimum width of 80 feet from the building line to the curb.
- Provide two parallel rows of trees and a Class I bikeway (a separate path) between the two rows of trees along the street.
- Coordinate the design of the promenade with the Western Avenue open space described in guideline 4 above.
- Coordinate the promenade design with the District of Columbia.

## **8. Improve Friendship Boulevard for pedestrians.**

- Maintain a minimum width of 20 feet from the building line to the curb. Fifteen feet of this building setback should be within the existing public right-of-way.
- Provide a sidewalk with street furniture and a single row of street trees at the curb.
- Maintain a continuous building line for street definition.
- Articulate building facades to provide interest to the pedestrian.
- Place building entrances along Friendship Boulevard for street activation and animation.

## VIEW ALONG WILLARD AVENUE

**FIGURE 35**

This sketch looking west from the intersection of Willard Avenue and Shoemaker Farm Lane shows the proposed four-story residential buildings across Willard Avenue from the existing high-rise apartments, and the large setback and promenade.









## **E. PARCEL 6**

### **DESCRIPTION:**

This parcel, located between North Park Avenue and Willard Avenue in the Village of Friendship Heights, is the last remaining parcel in the Sector Plan area that has small-scale buildings evoking the character of the pre-high-rise era. The parcel includes three houses on North Park Avenue that have been converted at one time to commercial use: (a) the western-most house is a four-square structure especially evocative of an earlier era and used as a restaurant, (b) is currently vacant, and (c) the eastern-most house belongs to the Village of Friendship Heights. Other buildings on the parcel include (d) a low-rise brick office building on the corner of North Park Avenue and Shoemaker Farm Lane, (e) an abandoned house on Shoemaker Farm Lane, (f) a modern black glass two-story office building on the corner of Shoemaker Farm Lane and Willard Avenue, and (g) a well maintained house on Willard Avenue. (See Figure 36. See also Figure 13.)

The entire parcel is within the CBD-1 Zone. Although the 1974 Sector Plan recommended assemblage of this parcel with the adjacent parcel 7 to allow a residential project, subsequently, the mid-rise Carleton condominium complex was constructed on parcel 7.

Parcel 6 slopes down steeply from North Park Avenue to Willard Avenue. It contains mature trees in the center of the site and paved parking areas behind the houses on North Park Avenue. The design criteria in the 1974 Sector Plan included saving existing mature trees and creating a private amenity open space next to the trees.

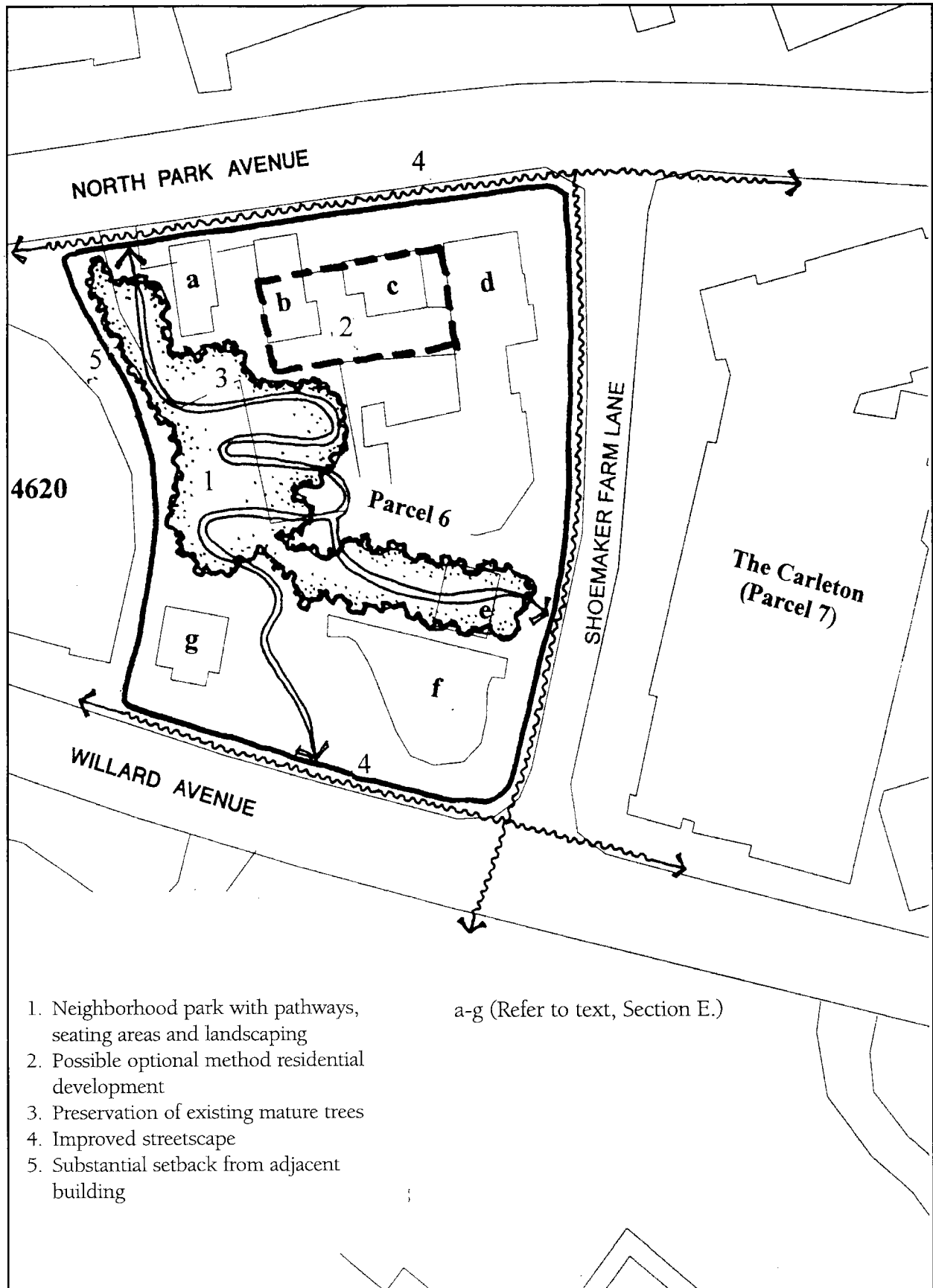
The building at 4620 North Park Avenue is built very close to the property line. Parcel 6 presents an opportunity to provide a small neighborhood park to offset the density and minimal setbacks of adjacent high-rise apartment buildings.

### **OBJECTIVES:**

1. Create a neighborhood park for the enjoyment of apartment residents and for visual relief from the surrounding high-rise structures.
2. Preserve as much as possible of the small-scale character of existing structures.

### **RECOMMENDATIONS:**

1. **Reconfirm the existing CBD-1 Zone.**
2. **Explore two possible approaches to achieving a neighborhood park.**



1. Neighborhood park with pathways, seating areas and landscaping
2. Possible optional method residential development
3. Preservation of existing mature trees
4. Improved streetscape
5. Substantial setback from adjacent building

a-g (Refer to text, Section E.)



One approach would be land exchange, public acquisition, and/or private contribution of some of the lots for creation of a public park.

The second approach would be to assemble some of the lots for private optional method residential development with density oriented on North Park Avenue, next to the existing office building, and underground parking with access from Shoemaker Farm Lane. The required public use space would be a neighborhood park on the western portion of the site.

Both concepts are illustrated in Figure 36.

#### **DESIGN GUIDELINES:**

- 1. Preserve as many of the existing trees as are healthy and of good landscape quality.**
- 2. Use the topography of the site in the design to make a more varied and interesting park.**
- 3. Provide seating areas, pedestrian paths, landscaped areas, and other features to enhance public use and enjoyment.**
- 4. Ensure that any new structures retain a substantial setback from the adjoining apartment building at 4620 North Park Avenue to assure green open space for its residents.**
- 5. Maintain human scale in any new structures on the site. Retain two of the existing houses—(a) the western-most house and (g) the house on Willard Avenue—if feasible, for adaptive reuse.**
- 6. Minimize the amount of surface parking on the site.**

#### **F. PARCEL 4**

##### **DESCRIPTION:**

This 2.14-acre parcel on the corner of Friendship Boulevard and North Park Avenue in the Village of Friendship Heights contains a five-story office building with approximately 132,000 square feet of total development, including a sixth office floor below grade. The office building is located at the extreme western side of the site, leaving a large open green area, a driveway entrance, and an entrance to underground parking on the eastern side. The parcel is surrounded on the west by The Elizabeth; the north by Somerset House; the east by Brighton Gardens, the assisted living complex on the Marriott site; and the south by The Carleton and The Willoughby. (See Figure 13 and Figure 10.)

The 1974 Sector Plan recommended an optional method residential development of 200 dwelling units, with 30,000 square feet of retail for this site. The owners did not pursue an optional method project but built the office building under the standard method of development. The siting of the office building in relation to the condominium apartment building to the west is closer than standards today would allow and the offsetting public use space to the east contributes to the public health and welfare.

#### **OBJECTIVES:**

1. Retain open space to offset surrounding high densities.
2. Achieve a greater setback from the building to the west than is currently the case, under any future redevelopment of the site.

#### **RECOMMENDATIONS:**

1. **Reconfirm the existing CBD-1 Zone.**
2. **Cap development at 132,00 square feet of total development unless the site is redeveloped.**
3. **If the existing office building is demolished, reconfirm the recommendation of the 1974 Sector Plan for an optional method residential development with a maximum of 200 dwelling units and 30,000 square feet of ground-floor retail.**

page  
77

Such an optional method project should adhere to the design guidelines below.

#### **DESIGN GUIDELINES:**

1. **Provide a mid-rise residential structure if, in the future, redevelopment occurs under an optional method.**
2. **Create a highly visible green open space for public use and enjoyment and provide other public amenities required at the time of site plan approval.**
3. **Provide adequate setbacks on all sides for compatibility with adjoining residential structures, especially the Elizabeth condominium apartment building.**
4. **Minimize impacts on Brighton Gardens, the assisted living complex north of the Friendship Heights Village Center.**



## **G. BARLOW: PARCELS 8, 9B, AND 14**

### **DESCRIPTION:**

Parcels 8, 9B, and 14, owned by the Barlow Corporation, are located on Willard Avenue from The Hills Plaza to Friendship Boulevard. (See Figure 13.) A 1990 amendment to the 1974 Sector Plan provided for an optional method development combining more than one lot on parcels 8, 9B, and 14. A critical part of the amendment was the provision for the relocation of The Hills Plaza to the west of its existing alignment. This change allows creation of a T intersection and an expansion of parcel 9B to locate the major portion of any future project closer to Wisconsin Avenue. The amendment also recommended preservation of open space on Parcel 14 to satisfy the zoning ordinance requirement for public amenity space.

A site plan approved by the Planning Board in 1995 allows an office-retail project consisting of a 13-story office tower on the expanded parcel 9B east of the realigned section of the Hills Plaza with 226,352 square feet of office and 9,729 square feet of ground-floor retail, a low-rise structure with 13,916 square feet of retail facing Willard Avenue and a car wash behind it on parcel 8 to the west, and a major green open space on parcel 14 farther west.

### **RECOMMENDATIONS:**

#### **1. Confirm the existing CBD-1 Zone.**

#### **2. Support the approved site plan.**

The offices will be within convenient walking distance of Metro and the ground-floor retail will reinforce Plan objectives to have uses that create activity on major pedestrian corridors. The recommendations for Willard Avenue in the Transportation Chapter will allow a slightly wider sidewalk and safer pedestrian crossings than in the approved site plan. If, in the future, the site plan is amended, an even wider sidewalk would be desirable on Parcel 8. The open space on parcel 14 proposed in the site plan will become an urban park with pedestrian paths and seating areas, complementing other parks and amenity spaces in the Sector Plan area.

## **H. NEIGHBORHOOD PRESERVATION**

As discussed earlier, the Plan seeks to preserve the existing single-family residential neighborhoods that surround the Friendship Heights Sector Plan area in a variety of ways. The amount of development proposed for the three major parcels is limited to maintain the balance between commercial and residential development. The Plan proposes compatible transition uses between the commercial areas and the residential neighborhoods and recommends expanding the green buffer areas. Site development guidelines implement the concept of scaling down the height of new buildings closer to the neighborhoods. The Transportation Chapter recommends monitoring situations where cut-through traffic may be a problem and, if it occurs, implementing the County's neighborhood protection program.

This Sector Plan attempts to prevent the spread of commercial uses into residential neighborhoods by recommending that the boundaries established for the CBD in the 1974 Sector Plan be retained, except for one slight extension at the Chevy Chase Center, by allowing more commercial density in some locations within the Sector Plan area, by providing for transitional uses, and by limiting the expansion of the area designated for commercial zoning. Although some extension of commercial zoning is recommended for the Chevy Chase Land Company property along Wisconsin Avenue, it is particularly important that there be no increase in commercial activity, including offices, along Wisconsin Avenue between Friendship Heights and Bethesda or along Western Avenue outside the areas recommended in this Plan for commercial zoning. The preservation of residential neighborhoods and concentration of commercial activities within the CBDs is an essential goal of this Plan and the Bethesda-Chevy Chase Master Plan. The Board of Appeals should consider these goals when reviewing any special exception applications in this area. (See Figure 21.)

The Sector Plan endorses guidelines for the location of special exception land uses in residential areas. Special exception uses, as identified in the Zoning Ordinance in single-family zones, may be approved by the Board of Appeals. Special exception uses may be compatible if they meet the standards and requirements, as well as the general conditions set forth in the Zoning Ordinance. The Zoning Ordinance provides that special exceptions may be denied by the Board of Appeals where they are inconsistent with Sector Plan recommendations. The Sector Plan seeks to provide guidelines that will protect residential areas. The following guidelines should be used for review of special exceptions in the planning area:

1. Strictly scrutinize for consistency with the Sector Plan any request for a special exception along major highway corridors. Because sites along these corridors have better visibility for business uses, they are more vulnerable to over-concentration of special exception uses. Of particular concern are uses that may not be consistent with the Plan's goals to concentrate commercial/office uses in the CBD. Special exception uses that are predominantly residential may be appropriate, depending on the intensity.
2. Consider whether a proposed special exception use could degrade the safety and capacity of the highway by creating too many access points, intensifying the use of access points, and causing conflicting turning movements.
3. Protect major highway corridors and residential communities from incompatible design of special exception uses by adhering to the following guidelines in the design and review of special exceptions:
  - a. Any modification or addition to an existing building to accommodate a special exception use should be considered in terms of its compatibility with the architecture and size of buildings in the surrounding neighborhood.
  - b. Consider the location and screening of parking to minimize a commercial appearance in residential neighborhoods. When possible, avoid front-yard parking or consider landscaping and screening to minimize visual impact on neighbors.