



# October–December 2025 Urban District Advisory Committee Report

# Friendship Heights Alliance Recognized in Global Competition

- Friendship Heights Alliance has been shortlisted for the “Best Citizens Engagement” in the global [City Nation Place award competition](#)
- City Nation Place is an international place branding and placemaking association that shares best practices



# Place Management & Placemaking

- Managing increased clean team capacity and extra services
- Working on brick repair along Wisconsin Avenue
- Light display in windows of vacant mattress store at 5252 Wisconsin underway
- Still moving through mural installation process next to Banana Republic
- Advocating for more public litter cans and public litter can pick ups along Wisconsin Avenue





# Public Safety

## Key Initiatives & Coordination

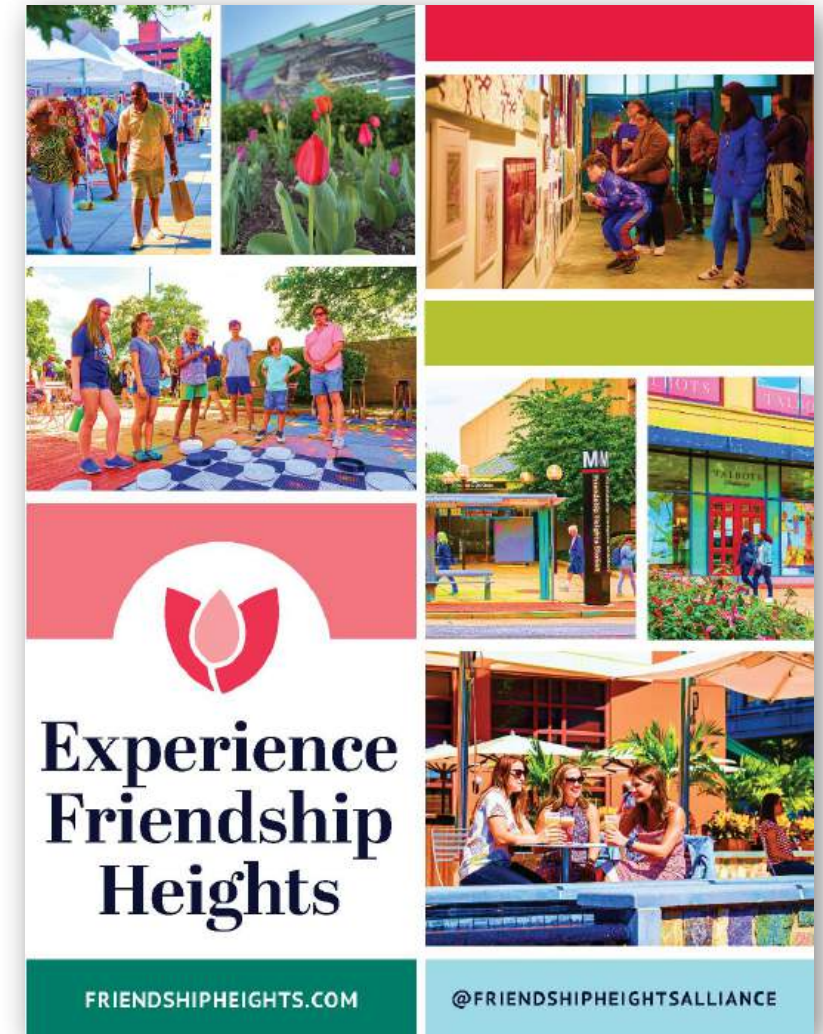
- Held first FY2026 public safety meeting with police partners and business stakeholders
- (funded by \$35K grant on DC side) will do the same on MoCo side once funding is secured
- Maintaining regular communication with MPD and MCPD



# Marketing & Communications

## Key Initiatives & Promotions

- Working on Holiday promotional campaign with local retailers focused on multi-stop experiences
- Continue to distribute new event brochures and postcards to local businesses and apartment buildings.
- Moving forward with media tour plans aligned with new openings and good news stories
- Reprinted revised “where to eat” guide and New Resident Welcome Packet
- Worked with and promoted “a day in the life of Friendship Heights” social media campaign with local influencers



# Fall Event series: reaching diverse audiences

- November 1 Makers Market: Holiday market with 40+ vendors drew 1000s of visitors
- Sunday Commons series concluded on November 23rd, planning for Spring series
- Nov. 20: Successful Crossroads Conversations, *Fault Lines* screening. Showing movies in the pop up space worked well!
- Dec. 3: Wellness Wednesday





# Program Report: Makers Market Nov. 1





# Program Report Events







**James Lee Wisconsin Place Rec Center**



**Willa Morris Pollinator Garden Lead**

**Inaugural Friendship Heights Alliance Community Service Awards**

# Outreach

## Key Initiatives & Promotions

- Building on successful Broker Breakfast in November
- Youth Council focusing on housing issues and development of the mural.
- Presented vision framework to MoCo Parks and Planning group
- Working with Fehr and Peers on a grant proposal to fund design work needed to advance Wisconsin Avenue work
- Making small group presentations about vision framework to build support for a holistic approach to redevelopment (DC & MD); Ward 3 Vision, WIN Ward 3, ANC rep, FHNN, Friendship Village





# Program Report: Outreach Presentations



Presentation at FHNN Meeting at the Willoughby

# Economic Development & Planning

## Two consultant studies

- Finalized Net fiscal benefit Analysis [Here](#).
- Met with DDOT planners and traffic engineers as well as MCOG to get feedback on and build support for reimagining Wisconsin Avenue – using Fehr & Peers study as a starting point

## Tracking OP and MCPP planning processes

- Presented vision framework to Montgomery County Parks and Planning staff and leadership (MD)
- Monitored and gave testimony at Wisconsin Avenue Zoning hearings (DC)





# **Challenges & Opportunities and how we are embracing them**

# Guiding Themes and Strategic Responses

- In the following slides, we outline the major themes guiding our 2026 workplan development and our strategies to address the key challenges and opportunities shaping conditions in Friendship Heights.
- We welcome your feedback on both our definition of the current landscape and our strategies for meeting its demands!



# Telling a New Story

## Challenge

The neighborhood's new story hasn't emerged yet and many people remember Friendship Heights for what it once was and don't know what it's becoming.

## Opportunity

New openings (Residences at Mazza, Trader Joe's, Total Wine) create momentum and a chance to show what the neighborhood is today and becoming while also showcasing its many great assets to new audiences.


## What We Are Doing





- Amplifying good news stories through multiple channels
- Using events and pop ups to attract new audiences and tell new stories


AXIOS D.C.


Oct 31, 2025 - Development

Friendship Heights is in the midst of a housing and retail revival

 Mimi Montgomery



 Add Axios on Google



A rendering of the upcoming development project at 5500 Wisconsin Ave. Image: Courtesy of The Donohoe Companies/CarrAmerica

[Friendship Heights](#) is experiencing a wave of new development.

**The big picture:** The openings are part of a push to resuscitate the [neighborhood](#) from a corridor filled with aging buildings and retail closures into a bustling mixed-use destination.

# Rethinking Wisconsin Avenue

## Challenge

Fostering vibrancy on a six-lane highway and interchange.

## Opportunity

Plan for future investments to rethink Wisconsin Avenue.

## What We Are Doing

Commissioned a Fehr & Peers study showing sidewalks can be widened, intersections straightened, signals retimed, and pedestrian experience improved – all while maintaining traffic flow. Sharing with DC, Montgomery County, and Maryland officials to lay the groundwork for future investment.





# Adding housing & attracting residents

## Challenge

Housing production stalled while concerns about the impact of new zoning requirements remain.

## Opportunity

Track projects, celebrate new units (Lisner + Residences at Mazza = 400+ units, including 100+ affordable). Educate community on why housing matters and why achieving a more diverse, inclusive thriving place goes beyond zoning and needs public investment.

## What We Are Doing

Developing a **Vision Framework**, creating educational materials, and convening stakeholders to support housing delivery.

***Mazza: already 40% leased!***





# Chicken & Egg Problem: Office and Retail Demand

## Challenge

Chicken-and-egg problem with vibrancy and demand. Office workers want more places to shop and eat during the day: Retailers want more office workers

## Opportunity

Gather feedback from brokers, property managers, and developers to support retail and office tenant attraction and retention

## What we are doing

- Supporting businesses through marketing and promotions
- Engage current office workers to publicize events, amenities and places to eat

## What We Are Doing

Producing materials (print + online) to showcase retailers and restaurants and to support attraction efforts.



# Attracting Nearby Residents

## Challenge

Wealthy demographic nearby, but district's sense of place isn't well defined and can feel fragmented, unmoored to sense of local identity and culture. Nearby neighbors can get in their cars and go elsewhere

## Opportunity

Create fun, locally rooted events and activities that reflect the community.

## What We Are Doing

Piloting creative programs and activating public spaces to spark engagement.





# Street Life & “Quality of Place”

## Challenge

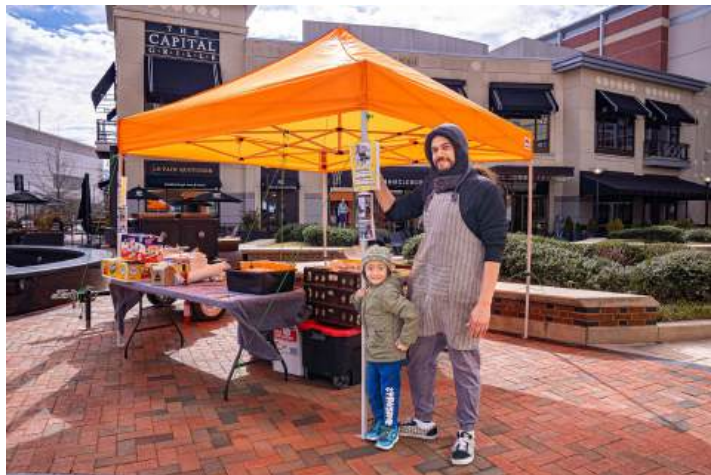
Lots of great assets and good mix on paper: but limited buzz.

## Opportunity

Pop-up strategy with local artists, creators, and entrepreneurs.

## What We Are Doing

Researching what kinds of retail work, supporting local entrepreneurs, and testing pop-up activations.







Thank  
You!