

**Town of Chevy Chase - Long-Range Planning Committee**  
**October 17, 2016**  
**7:00pm – 8:30pm**  
**- AGENDA -**

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**1) 7:00 – 7:15: Welcome & Attendance**

- Fred Cecere, Council Liaison –
- Joel Rubin, Chair -
- John Beale –
- Grant Davies –
- Martha Johnson --
- Henry Smith –
- Deborah Vollmer –

**2) 7:15 – 8:10: Discussion about Committee Work**

- *See Attached Annex Below*
  - a. How to identify hot issues from the Town? – Henry (POC)
  - b. Bethesda plan – Deborah (POC)
  - c. Purple line – no POC yet
  - d. Communications strategy – Joel (POC)
  - e. Strategic Plan – Martha (POC)

**3) 8:10 – 8:20: Roles for Committee Members**

- Note Taker – No One picked yet – pick someone
- Purple line – no POC yet

**4) 8:20 – 8:30: Next Steps**

- Next Meeting: Monday November 21 (Third Monday of every month)

## Annex – Review of Committee Work

### **a) How to identify hot issues from the Town? – Henry (POC)**

- The Town does not have a system in place for following Rockville events, but it does monitor Annapolis events as they relate to the annual general assembly session. Both MML and Senator Rich Madaleno assist the Town with tracking issues and proposed legislation during the annual session.
- The Town really does need to construct some new channels of communication. Setting up a Town Facebook and Twitter for constituents would be great.

### **b) Bethesda plan – Deborah (POC)**

- a. Feedback from 10/6 meeting
- Just a brief summary of the Historic Preservation Commission meeting last night. The developer team spoke first, and were questioned by the Commissioners as to their claim of hardship, and as to their search for appropriate receiving sites for the Community Hardware Store Building.
  - I testified, along the lines of my written testimony, and pointed out that the developer knew of the historic building when they acquired the site, made the point that location was important to the historical context of the building, and therefore the building should not be moved; and suggested they should go back to the drawing board, and work the plans around the building.
  - No one else testified in support of keeping the building where it was. In fact, the only people testifying were the developer team of four, and myself. It was noted by staff (Scott Whipple) that others had testified in writing, some for keeping the building where it was, and some for moving it. In the end, all the Commissioners were all in favor of moving the building, but some thought the Middleton Lane, Lot 41 site was not appropriate, because it was away from Wisconsin Avenue, and might not have enough foot traffic to support a viable retail business, such as a store or restaurant.
  - The Chair, and a few other commissioners expressed the view that the County Department of Transportation had been absent from this planning process, and should be brought in to the discussion; and that perhaps it would be better to locate the Community Hardware Store building on Lot 24 (behind the Farm Women's Market), than to relocate it at the proposed site on Middleton Lane/Lot 41. It was noted that some of the letters the Commission had received had made this suggestion. According to the developer team, this possibility had been explored, but the County sees the parking lot (Lot 24) as a site for further development, and therefore not an appropriate site for this small historic building.
  - Lots to discuss here. Should we hold fast to the idea that the building should not be moved at all, that location is important to the historical context? The Commissioners reject this idea, and see the building itself, but not its location, as worthy of historic

preservation. I personally think that the building should remain at its current location, and that in terms of historic significance, keeping the building at that location does matter. But in terms of keeping as much of a buffer of open space between Bethesda development and our Town as possible, an argument could be made that it might be advantageous to move the building, if in fact it must be moved, to Lot 24. Although I would hate to see any building whatsoever on the parking lots, one might argue that a low profile historic building, which might have the effect of discouraging taller development around it, might be of benefit to our residents. It should be noted that some of the Commissioners observed that with all the development in Bethesda going on, that the Middleton Lane/Lot 41 site itself might also become a site for intense development, which would not be good for the historic building.

- Both the August meeting, and last night's meeting were what they call preliminary consultations. The developers have yet to apply for a permit to move the building. It wasn't clear just when that might happen, but the developers are eager to move forward, given the schedule for work on the Purple Line.

**c) Purple line – no POC yet**

- a. Unknown

**d) Communications strategy – Joel (POC)**

- a. Annapolis
- b. Rockville
- c. Town

**e) Strategic Plan – Martha (POC)**

- a. Review and react to “Core Values” of current Strategic Plan
  - Assess
  - Confirm or revise
- b. Determine TOCC present state of affairs based on "Principles" in current Strategic Plan
  - b. Have goals been achieved?
  - c. Identify tasks from current Strategic Plan's “Strategic Plan Task Assignments and Time Table” that are “on-going” – are they still active tasks?
- c. Analyze external influences on TOCC that would affect strategic planning
- d. Discussion needed on whether to create a new Strategic Plan
- e. Discussion needed on using long-range planning as a management tool
- f. Determine who should manage the strategic planning process from this point forward.