

**Town Council Outreach & Resident Feedback
Concerning the Sale of 4-H National Conference Center**

June 9, 2021

Summary:

Friends and neighbors have come together both informally and formally to share their concerns, solutions, and general ideas about the 4-H Conference Center property that was listed for sale on March 18, 2021. This report is a summary of approximately three months of communication among the residents of the Town of Chevy Chase.

To encourage dialogue, the Town of Chevy Chase reached out to the community in a variety of ways. First, there were, and continue to be, touchpoints such as 4-H committee meetings, listening sessions, a town forum, a walkthrough of adjacent backyards, and meetings with neighboring residents.

Second, the Town Council and the 4-H Committee have endeavored to track preferences through an online survey, which was launched on May 17, 2021 and completed by 464 residents. Residents have also come together to express their ideas through four letters and twenty-seven emails. There was no consensus; however, there were many preferences and recommendations articulated.

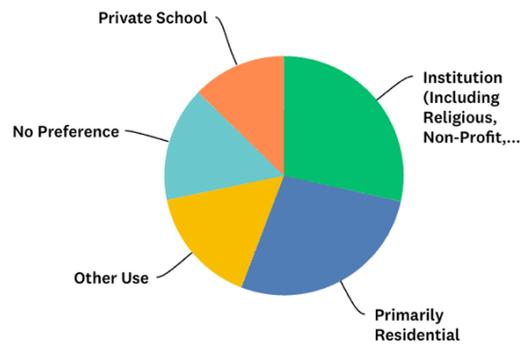
Many residents joined listening sessions, participated in the town forum, opened their backyards, met with the Town Council, signed on to letters, sent emails, ***and*** completed the survey. Any form of communication is welcome, and we hope it will continue!

Online Resident Survey:

Between May 17 - 24, 2021 the Town of Chevy Chase conducted an online survey of its residents to better understand their priorities and preferences related to the use and development of the 4-H property located within its boundaries at 7100 Connecticut Ave. While not exhaustive, **the survey, which was completed by 464 residents, provides a snapshot of the preferences and priorities of residents and an opportunity for the Town to play an integral role in shaping the development of the property.** The following pages contain a set of graphics that describe the survey results.

Please check your TOP PREFERENCE for the development of the land.

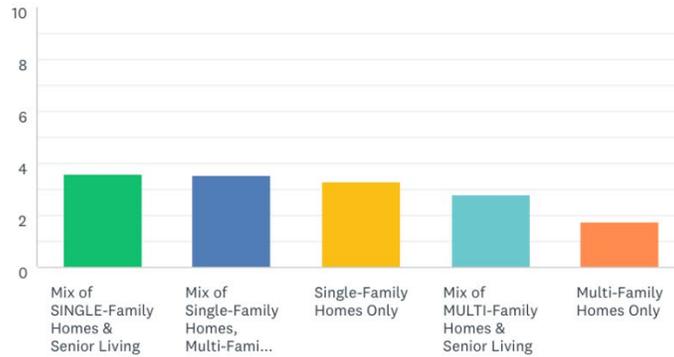
Answered: 464 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Institution (Including Religious, Non-Profit, Foundation Organizations)	28.45%	132
▼ Primarily Residential	27.37%	127
▼ Other Use	15.95%	74
▼ No Preference	15.52%	72
▼ Private School	12.72%	59
TOTAL		464

If a RESIDENTIAL developer is selected by the 4H as the winning bidder, please RANK YOUR PREFERENCES for the site. (1 = Top Choice, 5 = Least Favorite Choice)

Answered: 464 Skipped: 0

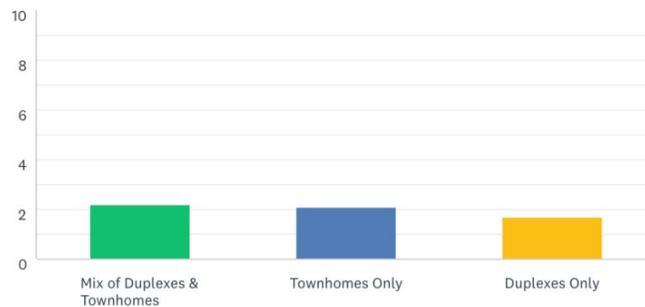


	1	2	3	4	5	TOTAL	SCORE
▼ Mix of SINGLE-Family Homes & Senior Living	18.53% 86	42.46% 197	23.28% 108	13.58% 63	2.16% 10	464	3.62
▼ Mix of Single-Family Homes, Multi-Family Homes & Senior Living	28.66% 133	15.73% 73	43.10% 200	7.11% 33	5.39% 25	464	3.55
▼ Single-Family Homes Only	40.30% 187	13.15% 61	7.11% 33	12.72% 59	26.72% 124	464	3.28
▼ Mix of MULTI-Family Homes & Senior Living	8.84% 41	22.41% 104	18.10% 84	43.10% 200	7.54% 35	464	2.82
▼ Multi-Family Homes Only	3.66% 17	6.25% 29	8.41% 39	23.49% 109	58.19% 270	464	1.74

If the 4-H property is purchased and developed for residential use, the initial top choice for development among residents was single family homes (40.3%). However, after considering all other ranked preferences, the top **overall preference was for the land to be redeveloped as a mix of single-family homes and senior living** followed by a mix of single-family homes, multi-family homes and senior living. The least preferred development option was to construct multi-family homes only.

If MULTI-FAMILY housing is proposed, please RANK YOUR PREFERENCES.

Answered: 464 Skipped: 0

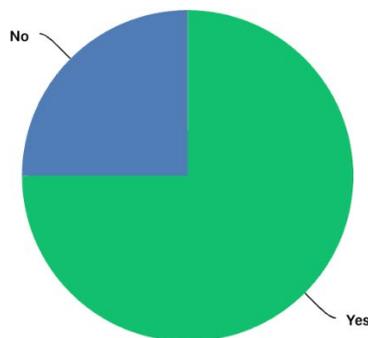


	1	2	3	TOTAL	SCORE
▼ Mix of Duplexes & Townhomes	34.05% 158	52.16% 242	13.79% 64	464	2.20
▼ Townhomes Only	44.40% 206	23.28% 108	32.33% 150	464	2.12
▼ Duplexes Only	21.55% 100	24.57% 114	53.88% 250	464	1.68

While multi-family housing was not the preferred development type amongst Town residents, if chosen by the developer, the initial preference by residents was to build townhomes (44.4%), but after accounting for all ranked preferences, constructing a mix of duplexes and townhomes was preferred.

Would you support greater density in order to preserve more open space?
For example, a multi-family residential project that does not exceed the height or footprint of the existing 4-H Center.

Answered: 464 Skipped: 0

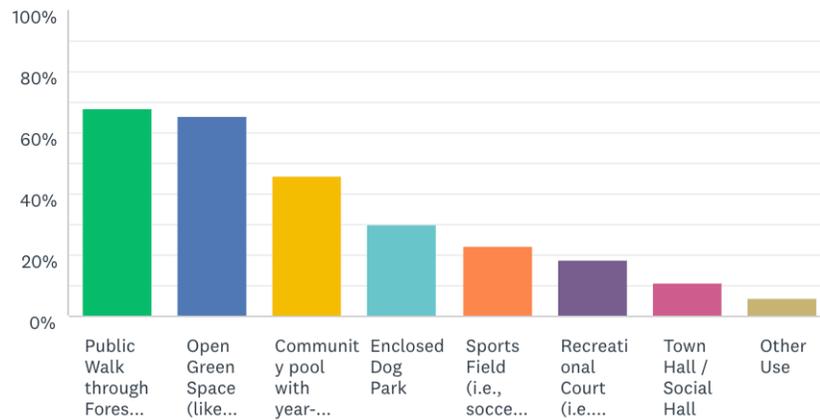


ANSWER CHOICES	RESPONSES
▼ Yes	75.00% 348
▼ No	25.00% 116
TOTAL	464

Three-quarters of town residents said they would support greater density to preserve more open space. It is important to note that the support for more density may conflict with open-ended comments from residents related to traffic congestion.

Please SELECT YOUR TOP 3 PREFERENCES for Town community amenities. Our existing policy makes clear the importance of maintaining the wooded area of the parcel. This question focuses on the prospective use of an open recreational area that the Town would seek, particularly if the winning bidder wishes to pursue townhome and/or duplex residential housing.

Answered: 464 Skipped: 0

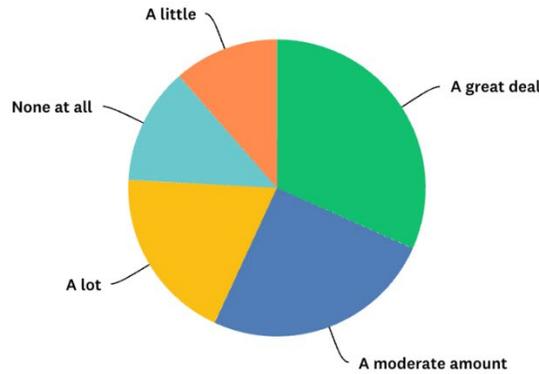


ANSWER CHOICES	RESPONSES
Public Walk through Forest Conservation Area	67.89% 315
Open Green Space (like Zimmerman Park)	65.30% 303
Community pool with year-round clubhouse	46.12% 214
Enclosed Dog Park	29.96% 139
Sports Field (i.e., soccer or baseball)	22.84% 106
Recreational Court (i.e., basketball or pickleball)	18.75% 87
Town Hall / Social Hall	10.99% 51
Other Use	6.03% 28
Total Respondents: 464	

Both in the survey and open-ended comments, the top preferred amenities for Town residents are green space and a public walkthrough, at 67.9% and 65.3% respectively. The next highest ranking amenity options amongst residents was a year-round community pool at 46.1%, an enclosed dog park (29.9%) and a recreational sports field (22.8%).

How important is it to you that the new development of the property is FULLY ACCESSIBLE and INTEGRATED with the Town?

Answered: 464 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ A great deal	31.68%	147
▼ A moderate amount	25.22%	117
▼ A lot	18.97%	88
▼ None at all	12.72%	59
▼ A little	11.42%	53
TOTAL		464

Fifty percent (50.6%) surveyed believe it is important that the resulting redevelopment of the 4-H property be fully accessible and integrated with the Town either “a great deal” or “a lot”.

While the survey attempted to capture the priorities and preferences of Town residents, there is a recognition that consensus on use, priorities, and other preferences may not be reached. There is also a recognition that the purchaser and/or developer may have financial constraints or other considerations that may prevent them from acting on all the recommendations and preferences of the Town of Chevy Chase. Two hundred ninety (290) comments were submitted with the online survey under eight main themes:

1. Preserve forest and open spaces with access from Town – 77 Residents
2. Provide amenities including clubhouse, tennis, pool, open fields, dog park – 65 Residents (pool and dog park garnered the most responses)
3. Mixed / affordable / multi-family / senior housing – 50 Residents. According to the comments related to land use for residential purposes, most residents preferred affordable housing, senior living accommodations and/or single-family homes.
4. Traffic concerns – 31 Residents. Many residents expressed concern about how the developed land might be integrated into the town and impact traffic congestion.
5. Use existing buildings – 28 Residents
6. Any redevelopment must be compatible with what already exists in the Town – 18 Residents
7. Neighborhood grocery store / coffee shop / other retail – 9 Residents. While some residents expressed interest in commercial use or commerce, such use is not allowed given the zoning designation in the Town of Chevy Chase.
8. Town should not spend money to buy property (in whole or in part) – 6 Residents

Multiple Town Council Outreach Touchpoints:

- Creation of a 4-H Committee: When the Town received notification on March 17, 2021 that the 4-H property was for sale, it assembled a special taskforce of commercial real estate and residential development professionals to assist the Town Council in its efforts.
- Adjacent Neighbor Listening Session April 1, 2021: To provide an opportunity for residents whose properties border the 4-H Conference Center, the Town Council held a session to both provide as much information as was known and answer questions.
- Town Forum April 6, 2021: To provide an opportunity for all Town residents to better understand Town building code authority and process for working with potential bidders, the Town Council held a session to provide as much information as was known and answer questions.
- April 10, 2021, Adjacent Neighbor Backyard Walkthrough (Thornapple Street: 4000, 4002, 4004, 4008) (Meadow Lane: 7007, 7017, 7021, 7101, 7105) (Woodside Place: 6922, 6925) (Connecticut Avenue: 6818, 7002) and Discussion: The general sentiments of the residents were to preserve green space, create a buffer, protect wildlife, manage storm water, decrease cut through traffic, maintain one entrance on Connecticut Avenue and prevent Thornapple Street and Woodside Place connections.
- Survey Listening Session on May 18, 2021: The general sentiments of the two residents in attendance were a desire to keep Woodside Place a dead-end, have one entrance on Connecticut Avenue, renovate and repurpose the existing buildings, and extend the 81-foot setback from Thornapple Street along the western and southern edges of the 4-H property.
- Meeting with residents of Woodside Place on May 27, 2021: The general sentiments of the residents was to maintain Woodside Place as a dead-end street.

Four Neighborhood Resident Letters:

The Town Council received four letters from residents expressing their questions and concerns about the possible redevelopment of the 4-H National Conference Center.

- The first letter (March 31, 2021) was signed by 20 households that surround the 4-H property. Sentiments were 1) to protect canopy trees on the site, including trees that were planted by specific states and gifted to 4H 2) to implement stormwater management solutions 3) to avoid any development that increases the amount of traffic through to Town streets 4) to create a safe environment for Town residents and members of the Chevy Chase Elementary School community 5) to preserve existing open space on Connecticut Avenue 6) to preserve the existing structures even if they are not designated as historic buildings and adapt them to similar use and 7) to construct single-family homes on sites that would protect the existing environmental resources and features of the site (in particular, the canopy trees, existing green spaces, and forested areas between adjacent residences and any development)
- The second letter (April 15, 2021) was signed by 12 households on Woodside Place and Meadow Lane. **There are about 7 overlapping households with the March 31 and May 3 letters.** The primary request was that the development of the 4H parcel not result in turning Woodside Place into a through street. Residents are concerned about traffic, safety, and community. First, safety because Woodside Place is a narrow street and residents use both sides of the street for parking. Many children live on the street and play in the street. Second, if the 4-H is redeveloped to accommodate residential housing and Woodside Place becomes an ingress/egress point, then the whole Town could experience greater traffic issues. So, their preference is that there is one entrance and exit on Connecticut Avenue with a traffic light. Third, Woodside Place is a gathering place for neighbors and friends. They hold annual dinners and gather casually as well. The "cul-de-sac" nature of the street was a top reason that they bought their homes on Woodside Place.

- The third letter (May 3, 2021) was signed by 5 households with three areas of focus. First, they want the wooded area preserved, reinforced by ordinance or conservation easement, and are supportive of spending some of the Town's reserves if necessary. Second, residents would like access to the wooded area. Third, residents think it is very important to maintain the Town's set-back requirements.
- The fourth letter (May 16, 2021) was signed by 45 households and expressed support for the probable setbacks that would preserve the forest on the north, west, and south edges of the property. In addition, they requested that amenities for the Town would be created. Specifically, a swimming pool, year-round clubhouse that would also house the Town Office, a recreation center, and surrounding open space. The letter mentioned that "amenities would greatly benefit the Town generally, by helping to foster a sense of community and comity among the residents, and will have a positive impact on property value, as similar amenities do in the neighboring Town of Somerset and Edgemoor community." They also note that if the clubhouse includes the Town Office, then future rental costs at the Lawton Center could be eliminated.

Twenty-Seven Resident Emails to the Town Council

Comments were received through May 27, 2021. It is worthwhile to note that many comments were received prior to the distribution of the 4-H online survey, and some were also published on the ListServ with the Town Office copied on the reply post. **Of the 27 residents who sent in comments, 20 residents also completed the 4-H online survey.**

- There were six main themes to the residents' emails:
 1. To Purchase or Not Purchase the 4-H Property:
 - Town should purchase 4-H property (7 Residents)
 - Resident does not Support purchase without full design & financial / tax plan (4 Residents)
 2. How to Utilize Land:
 - Any residential development should also include additional park space to be used by all Town residents (9 Residents)
 - "Yes" for Pool (8 Residents) / "No" for Pool (1 Resident)
 - Sports Fields (Squash, Pickleball) (2 Residents)
 - Dog Park - (2 Residents)
 - Playground - (1 Resident)
 - Green Space - (4 Residents)
 - Town should also engage with other communities on park use (3 Residents)
 3. Residential Development Options:
 - Although concerned about high prices, residents could see area repurposed for smaller homes (i.e., duplexes, other multi-family housing) (9 Residents)
 - No multi-family housing (2 Residents)
 - Would like senior housing (4 Residents)
 4. Make Sure to Protect Woods (3 Residents)
 5. Prefer Space be Developed via Public-Private-Partnership (PPP) or for a Public School or for a Non-Profit Enterprise Use (2 Residents)
 6. Resident Involvement for What Happens with 4-H Sale Should Be Better or There Should Be More Clearly Defined Evaluation Points (2 Residents)