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Date: July 31, 2007 9:41:52 AM EDT
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Subject: Woodmont Triangle

Dear Royce,

The Woodmont Triangle Amendment passed by the County Council (Resolution 15-1316 Jan. 31, 2006) is a wonderful achievement for staff, Board, and the County Council. It contains three powerful innovative measures that should be boldly and imaginatively utilized to dramatically improve the Woodmont Triangle and also serve as a pilot effort for relevance to other sections of Central Business Districts. These tools will permit significant growth to take place in the Woodmont Triangle, but not at the cost of destroying its identity, charm and history.

These are:

- 1) Protection and improvement of low-scale buildings that are worth preserving in their present use or a low-scale alternative (by **eliminating "minimum lot size"**);
- 2) **Transfer of Development Rights** from low scale buildings with the optional method that will spur growth in the Woodmont Triangle and preserve and enhance these low scale buildings and the public realm within which they sit; and
- 3) **An Amenity Fund** that would be used for the Triangle as a whole, rather than dysfunctionally force improvements to specific optional method sites.

But as wonderful as these three tools are, no one in the County has a complete guiding vision that would enable using these tools to realize their potential. I have worked on the Woodmont Triangle since early 2003 (with Jay Hellman who has control of a strategic site for growth) but the Council's Amendment is almost being ignored for the projects that have recently been proposed. Some half-dozen buildings are before the County in various states of review, but they are still a site-by-site formation. They lack insight in the nuances of benefits to the whole Triangle and unfortunately are settling for continuing the practice of isolated building projects.

A solution is within easy grasp. You have a resource who can craft a vision that would turn things around: Roger Lewis. His skills as a teacher, writer and architect/planner make him uniquely able to play exactly the role your most capable and well-intentioned staff require — a symphony orchestra conductor / coach. As you may know, he recently retired as professor in the school of architecture at the University of Maryland. His "Shaping the City" columns for the Post have created numerous

visions to achieve. He was the design advisor for the newly developed Rockville Town Square. And I have worked with him for four years on planning Monroe County, PA where he was design advisor and writer of the design vision. (The County Plan Monroe 2020 has been implemented and received six professional awards.)

Roger is eager to meet with you and discuss how he can write a compelling vision for Woodmont Triangle (within a short time period and at a most affordable cost) that will deliver very important public benefits. Jay and I have talked with him and Ralph Wilson and John Carter and Jeff Zyontz. All concur that Roger will be a terrific asset. He can be reached at 202-363-0220 or rogershome@aol.com

Best wishes,
Mal Rivkin