

Welcome!



Westbard Sector Plan Kickoff September 23, 2014



National-Capital Park and Planning Commission

Westbard Team

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Sector Plan Basics

What it can do...

- Define a community vision
- Analyze zoning, transportation, community facilities, environmental assets, and historic structures
- Make recommendations to preserve, enhance, transform certain physical elements
- Serve as a guide when development projects are submitted
- Encourage cooperation amongst stakeholders

Westbard Sector Plan Area

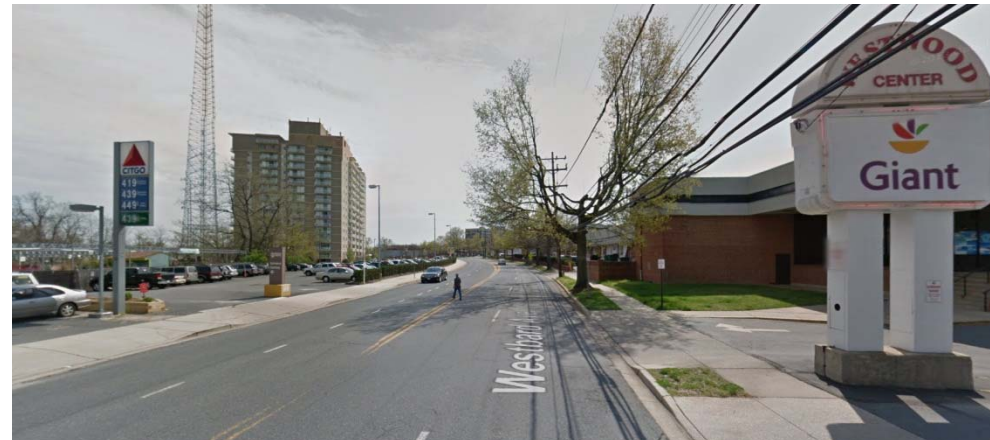
What it cannot do...

- Code enforcement
- Ensure immediate redevelopment
- Require adjacent property owners to consolidate
- Fund capital improvement projects
- We are not developers
- We are not Equity One



Where we're going...

- Outreach On-going
- Staff work through February 2015
- Planning Board Draft March-August 2015
- County Executive Review & Council notice period September-October 2015
- Council Hearing November 2015
- Council Review December 2015-March 2016
- Commission Adoption, SMA June 2016-September 2016



Briefing Book



BRIEFING BOOK September 2014



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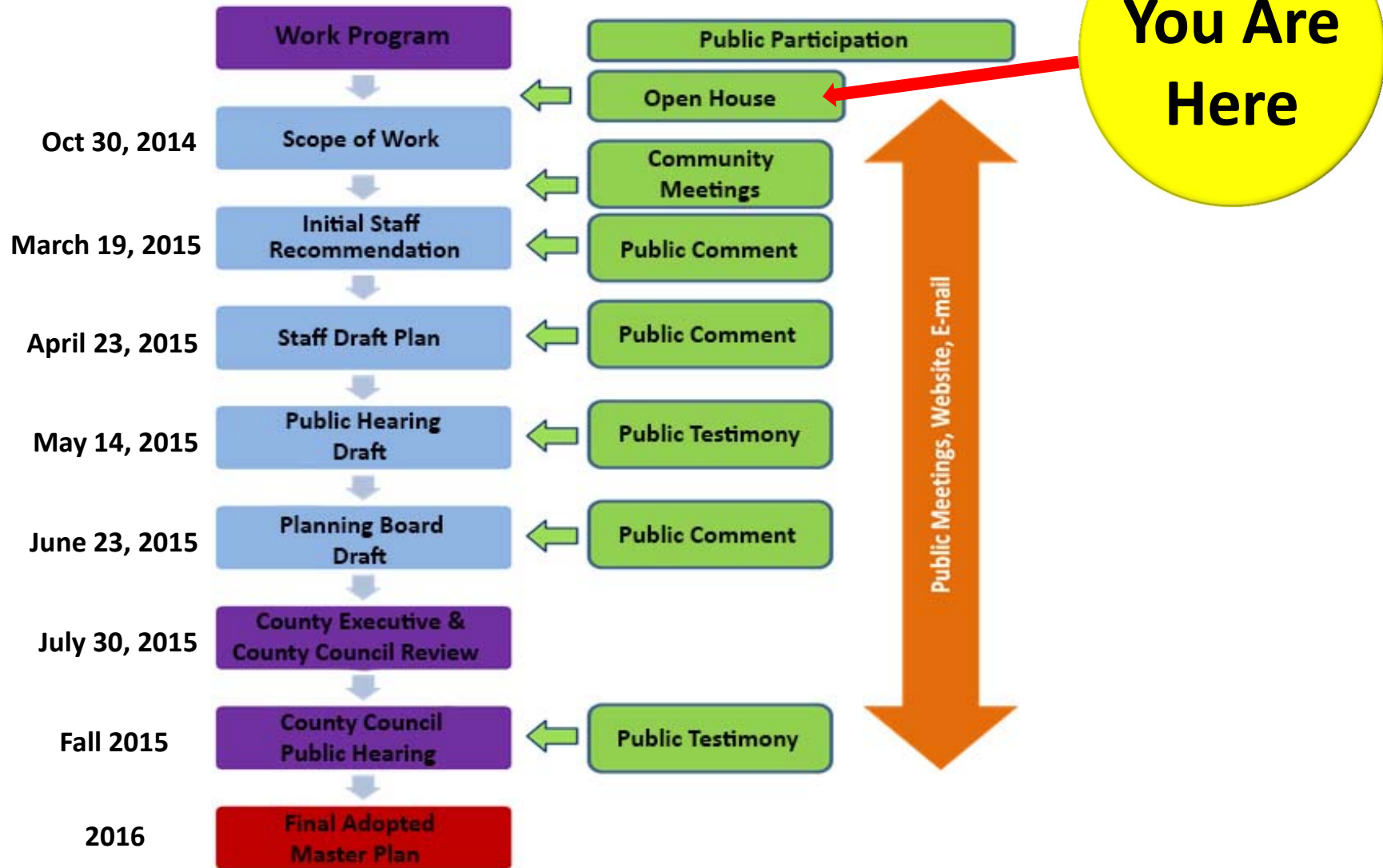


Briefing Book

What it does:

- Reviews the level of fulfillment of the goals and visions of the 1982 Sector Plan
- Summarizes the existing conditions of the Westbard Sector Plan area
 - Zoning
 - Transportation
 - Environment
 - Built environment
 - Parks, Open Space and Trails
 - Business and Employment data
 - Demographics
 - Community Facilities
- Intended to be used as a reference for the community

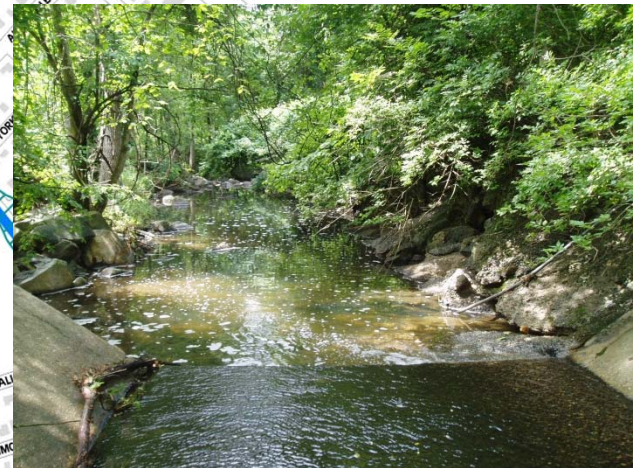
Process



Areas of Expertise

- Environment
- Transportation
- Urban Design
- Parks
- Research

Environmental Features

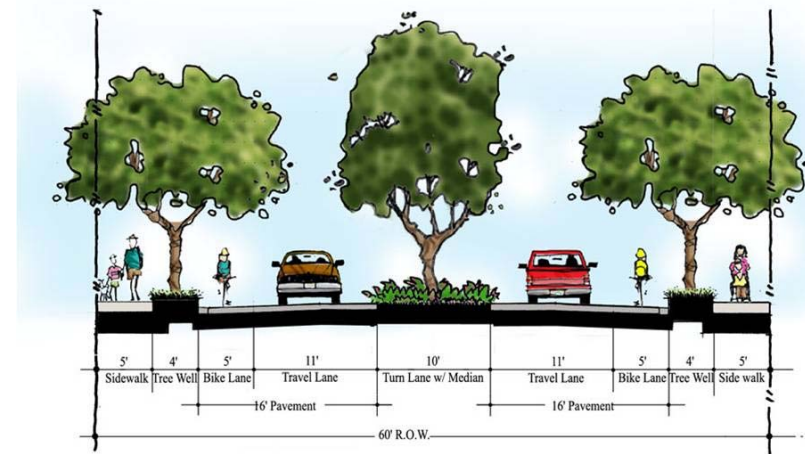


Environmental Features



Transportation

- Complete Streets Approach
- Transportation Analysis
 - Walkability
 - Bikeability
 - Travel Forecasting
- Recommendations
 - Sidewalk Width
 - Bikeways
 - Transit Facilities
 - Street Network
 - # of Traffic Lanes
 - Road Classification
 - Right-of-Way Width



Urban Design

Urban Design focuses on the physical form of the city, referred to by urban designers as the 'Built Form':

Built Form is often broken up into three categories:

Buildings



Streets



Parking
Lanes

Travel Lanes

Sidewalks

Parking Lanes

Open Space



Urban Design

The resulting built form determines the pedestrian realm:



Active streetscapes incorporate lively store fronts, wide sidewalks with street trees and ample seating



Buildings are essential for framing the public open space

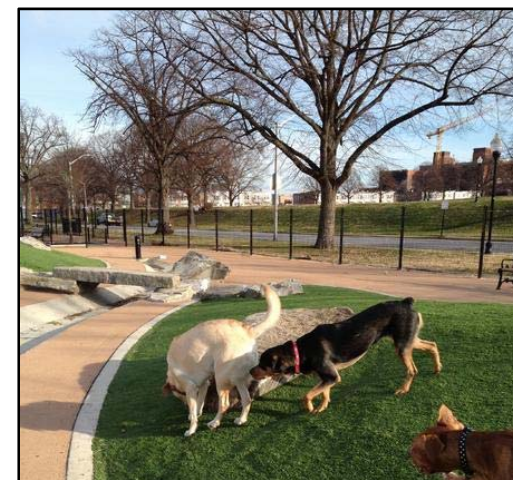


Wide sidewalks help create a pleasant pedestrian environment



Mixed uses around an open space activates it throughout the day

Parks, Trails, and Open Spaces: What do you like to do outside?



Research

“Informational” division collecting and analyzing data related to **Demographics, Business/Employment, Economics and Housing.**

Demographics

- Population and Household Characteristics
- Benchmarking
- Forecasting



Research

Business/Employment

- Employment Data
- Labor Force Characteristics
- Understanding Business Composition



Housing

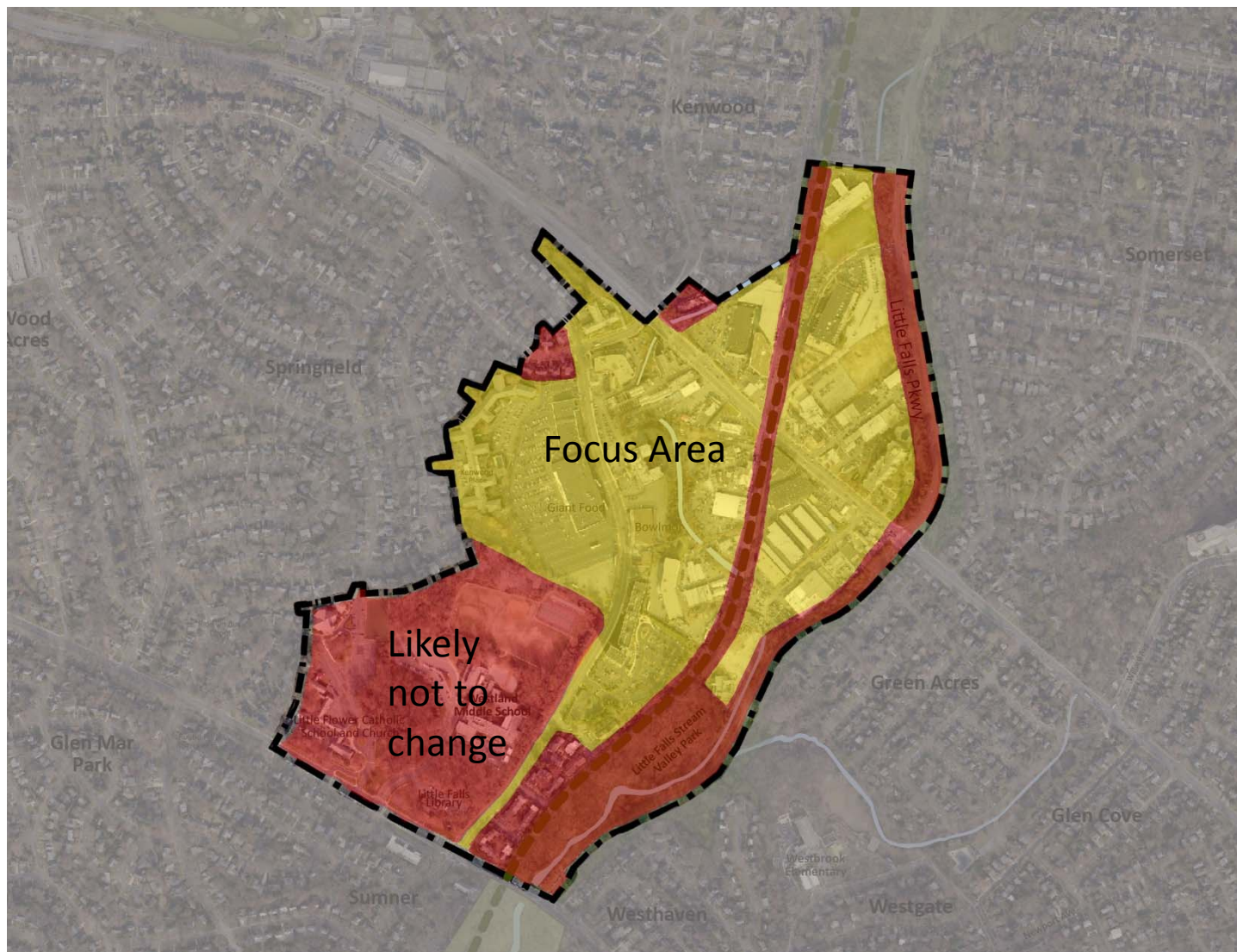
- Housing Needs Analysis
- Housing Composition Studies

Economics

- Commercial Real Estate Intelligence
- Market Studies
- Economic Feasibility Analysis



1982 Westbard Sector Plan Boundary



Next Steps

October 21, 2014 - Scope of Work to community – Walt Whitman Cafeteria

October 30, 2014 - Scope of Work to Planning Board

Week of November 10, 2014 Community Planning Charrette – Westwood II Center

November 18, 2014 - Presentation of Westbard Charrette findings to Community- Westland Middle School

December 18, 2014 - Planning Board Briefing on Charrette and Outcomes

Spring 2015 - Staff Draft

Spring 2016 - Anticipated completion date



CONTACT INFORMATION

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