



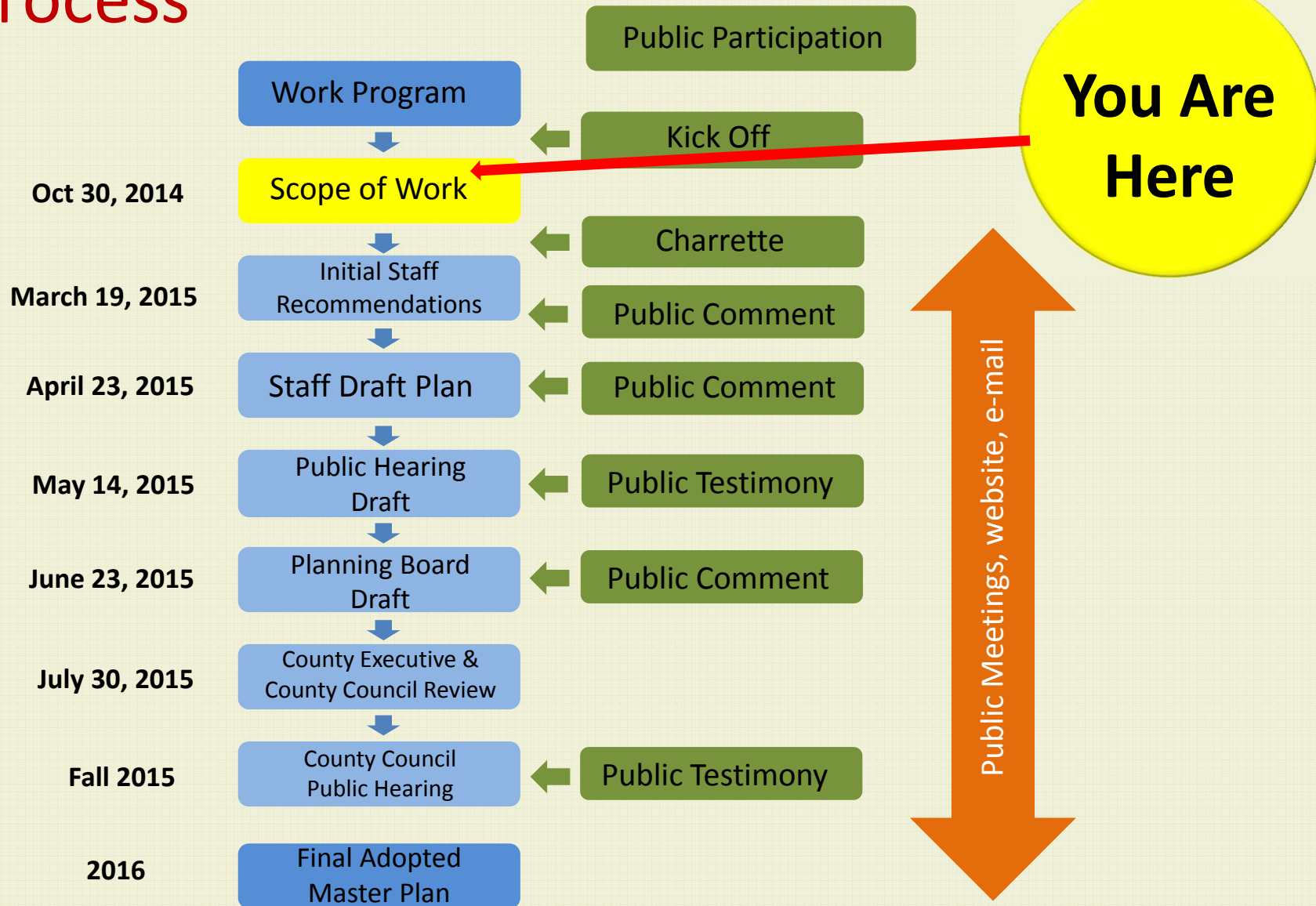
Westbard Scope of Work Presentation October 21, 2014

Westbard Team

Robert Kronenberg, Chief
Marc DeOcampo, Supervisor
John Marcolin, Urban Designer/Project Manager
Fred Boyd, Assistant Project Manager
Melissa Williams, Outreach
Paul Mortensen, Senior Urban Designer
Matt Folden, Transportation
Brooke Farquhar, Parks
Mark Wallis, Parks
Susanne Paul, Parks
Rick Liu, Research
David Anspacher, Functional Planning
Katherine Nelson, Environment
Marco Fuster, Environment
Scott Whipple, Historic Preservation



Process



Scope of Work

Sector Plan Context

Existing Planning Framework

Geographic Boundaries- Plan Area

Outreach

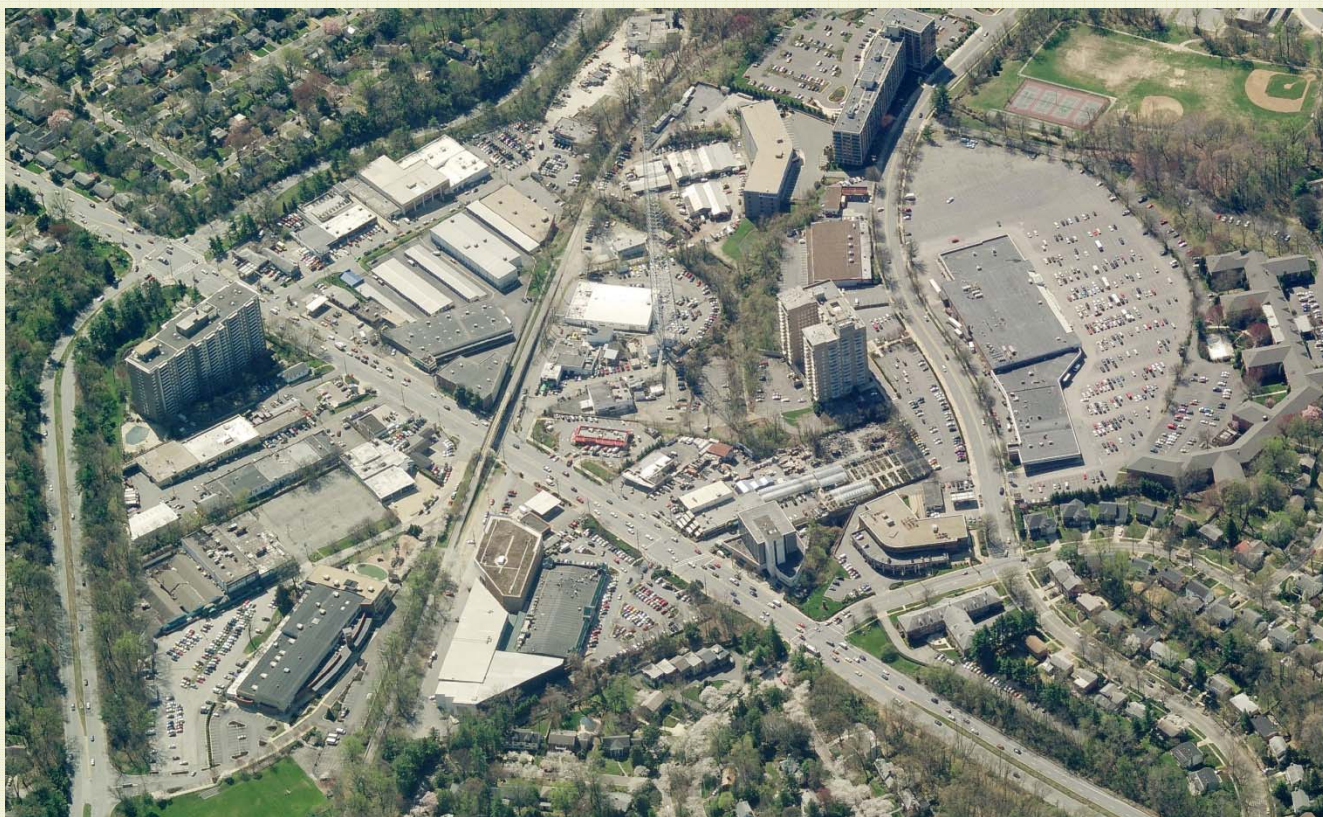
Vision and Goals

Schedule



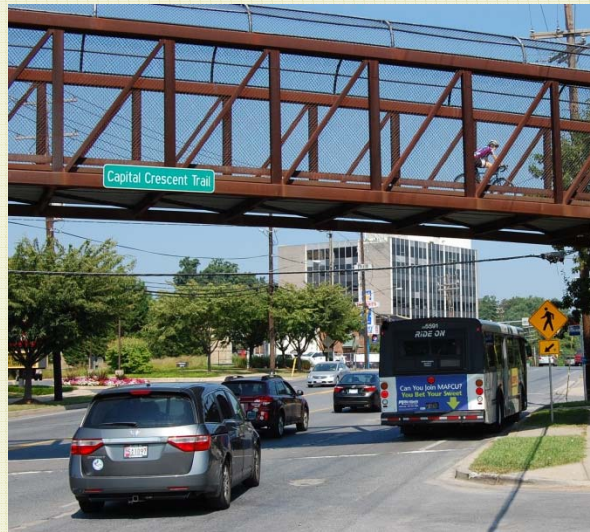
Context

- 1982 Sector Plan called for a mix of residential, office and industrial uses
- 1982 Sector Plan sought to maintain community serving uses



Context

Most Significant Change Since 1982 Sector Plan:



The Capital Crescent Trail

Existing Planning Framework

1982 Sector Plan:

- Reaffirm and strengthen the residential character of surrounding neighborhoods
- Reduce commuter traffic that cuts through residential neighborhoods
- Prevent spillover parking by area employees within neighborhoods
- Improve pedestrian circulation and make it less hazardous
- Establish noise abatement measures between commercial/industrial and nearby residents



Existing Planning Framework

The 1982 Sector Plan goals that were fulfilled:

- Avoid incompatible uses of the old I-2 heavy industrial zone



Existing Planning Framework

The 1982 Sector Plan goal of encouraging and maintaining the uses that better served the residents and landowners of Westbard have been fulfilled:

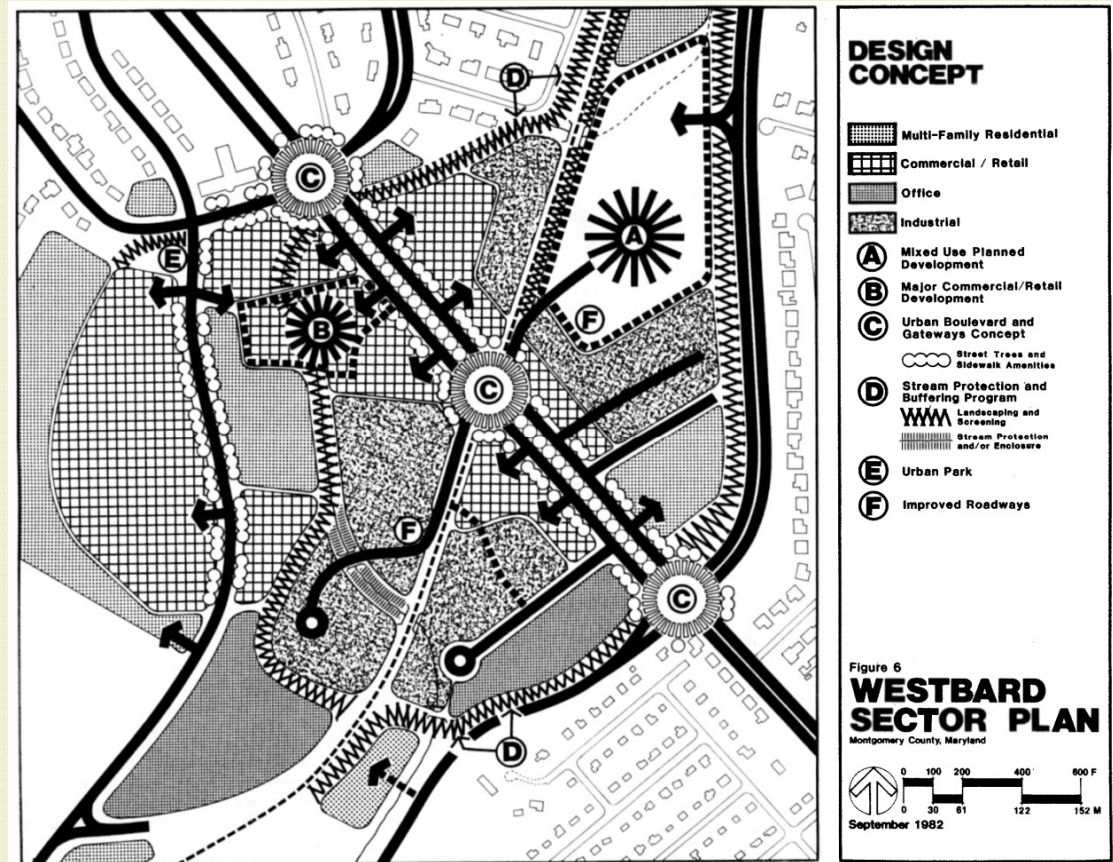
- Single family residential
- Local serving retail
- Light industrial



Existing Planning Framework

The 1982 Sector Plan goal of improving the public realm has been largely unfulfilled:

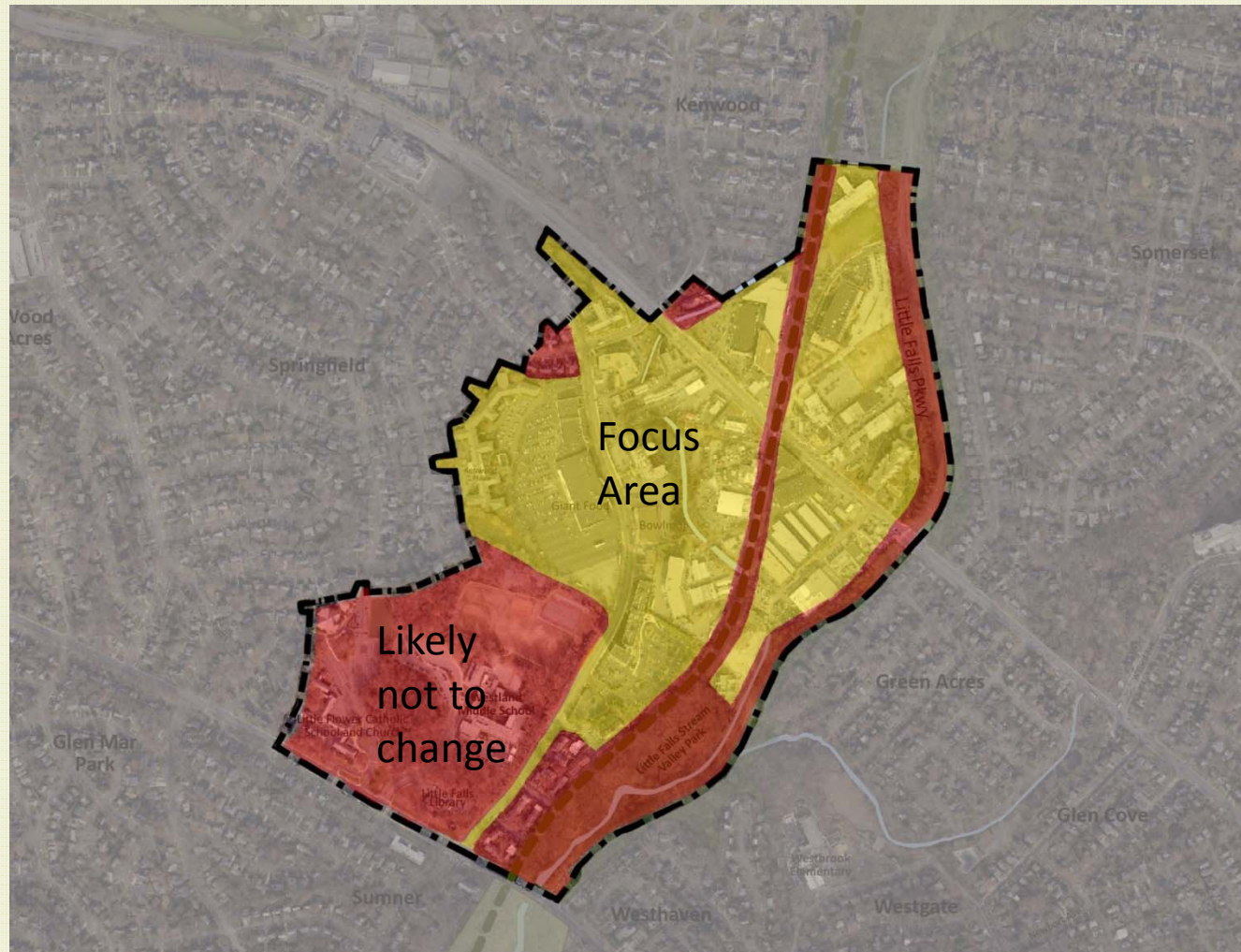
- Mixed Use Planned Development
- Major Commercial/Retail development
- Streetscape improvements
- Stream buffering
- Urban Park



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Sector Plan Boundaries

Geographic boundaries of the plan area and surrounding area



Outreach

- Meet and Greet
- Public Presentations
- Webpage
- Surveys
- Site Visits
- Property Owner Meetings
- Resident Meetings
- Store Information Tables
- Fliers
- Posters
- Mailings



Outreach Meetings

Meeting	When	Where
Zoning and Sector Plan Primer	Thursday, June 12, 2014	Unitarian Church, River Road
Information Table	Saturday, Sept 6	Giant Food Store - Westbard
Information Table	Saturday, Sept 13	Wholefoods - Westbard
Food Truck Rally	Saturday, Sept 20	Giant Food Store - Westbard
Kick-off and Opportunities and Constraints Mtg.	Tuesday, Sept, 23	Walt Whitman HS Cafeteria
Meeting with WMCCAB	Monday, October 6, 2014	Regional Services Center
Meeting with CCCFH	Thursday, October 9, 2014	Somerset Town Hall
Brief Community on Scope of Work	Thursday, October 21, 2014	Walt Whitman HS Cafeteria

Meeting	When	Where
Charrette	November 10-14	Westbard II Shopping Center
Presentation of PlanWestbard Charrette findings	Tuesday, November 18	Westland Middle School
Brief Planning Board on Charrette and Outcomes	Thursday, December 18	Planning Board, Silver Spring, MD

New Vision and Goals – the Big Picture

Maintain the Best Qualities of Westbard

- Smaller Scale
- Low Density
- Mixed-Use
- Diversity
- Affordability



New Vision and Goals - Specifics

Embrace the community character of Westbard & improve the sense of place



Wide Sidewalks



Public Open Spaces



Great Streets



Places to Gather

New Vision and Goals - Specifics

Add Public Gathering Spaces that the Community can Call Its Own



Plazas



Parks

New Vision and Goals - Specifics

Maintain and Enhance Community Serving Commercial and Light Industrial Uses



New Vision and Goals - Specifics

Address Environmental Issues and Promote Sustainable Growth

- Stormwater
- Landscape
- Pollution
- Building Construction



New Vision and Goals - Specifics

Maintain and Enhance Neighborhood Oriented Retail Character



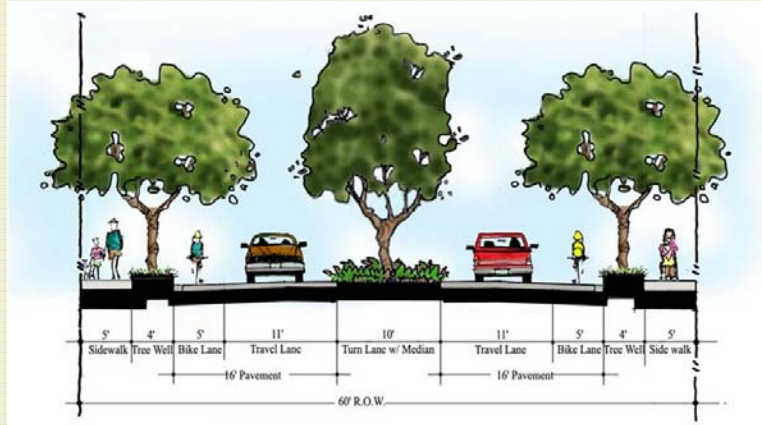
New Vision and Goals - Specifics

Ensure School Capacity Meets current and future Demands



New Vision and Goals - Specifics

Improve, Pedestrian, Bicycle and Vehicular Traffic Connections



New Vision and Goals - Specifics

Provide a Variety of Housing Options to Meet Community Needs

- Affordability
- Empty-Nesters
- Young Adults



Low Scale



Housing Over Retail



Apartments



Townhouses

Next Steps

- **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

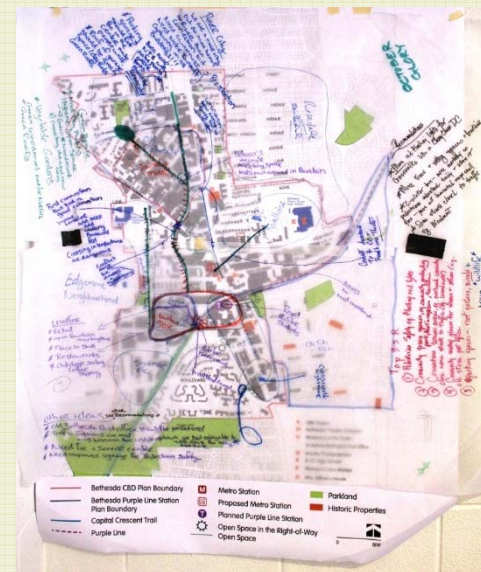


Charrette Schedule — Nov. 10, 12,13,14 and 18 *(Nov. 11, Veterans Day)*

Nov. 10 <u>Monday</u>	Nov. 12 <u>Wednesday</u>	Nov. 13 <u>Thursday</u>	Nov. 14 <u>Friday</u>	Nov. 18 <u>Tuesday</u>
10-11:00 Walking tour <div>- meetings (owners, citizens associations)</div>	7-8:30 Sunrise Series <div>Staff work on Concept Framework</div> <div>- meetings (owners, citizens associations)</div> <div>- 9-10 am DEP, DPS, SWM</div>	7-8:30 Sunrise Series <div>Staff work on options</div> <div>- meetings (owners, citizens associations)</div> <div>- Agency Meetings</div>	<div>- Work on options</div>	<div>- Work on options</div>
12-1:00 Walking tour <div>1-2:00 MCPS 1-2:00 MCPL</div> <div>- meetings (owners, citizens associations)</div>	Open House 11-2 pm <div>1:30-3:30 SHA, DOT, WMATA 2-4pm Fire and Rescue 2-3:30pm Public Schools,</div> <div>Staff work on Concept Framework</div> <div>- meetings (owners, citizens associations)</div>	Open House 11-2 pm <div>- meetings (owners, citizens associations)</div> <div>Staff work on options</div> <div>- meetings (owners, citizens associations)</div>	<div>- Work on options</div>	<div>- Work on options</div>
6-9:00 Visioning Session <div>Short Presentation → Concept Framework</div>	6-9:00 Framework <div>Post Framework → gather input</div>	6-9:00 Present Options <div>Post Options → gather input</div>		7-9:00 Present Completed Concept Plan <div>gather input</div>
Product: Ideas for concept framework	Product: Feedback on Concept Framework	Product: Feedback on Preferred options	Product: Concept Plan with details	Product: Input to guide Sector Plan

Charrette – Monday November 10

- Team Set-Up
- Site Tours
- Evening Meeting – Walt Whitman High School (6:00 – 9:00pm)
 - Short Team Presentation
 - Community Visioning
 - Writing and Drawing a Vision



Charrette - Daytime Events

November 10, 12, 13, 14

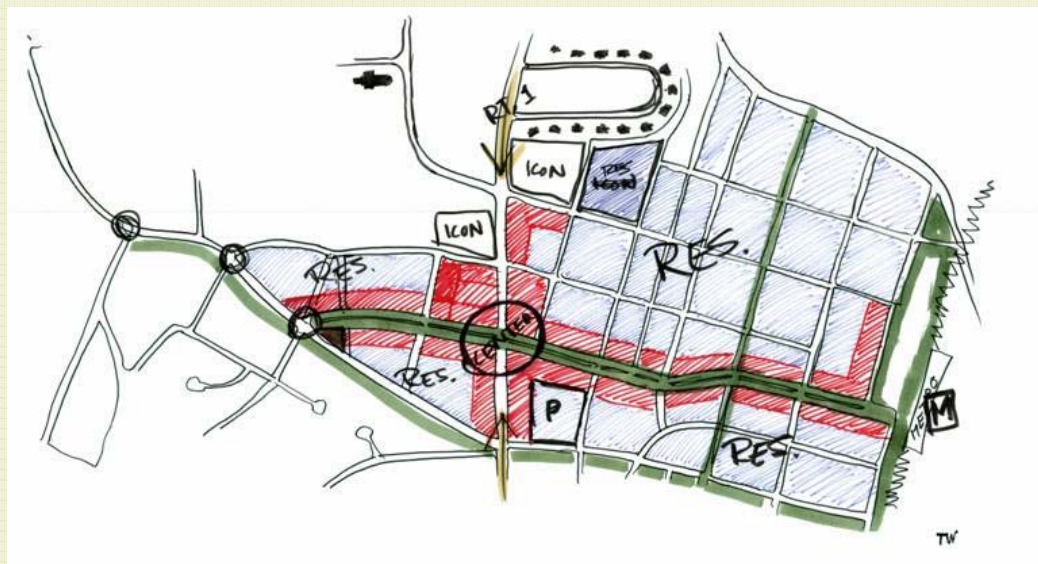
- Open to Community – See what we are doing
- Meetings with Agencies
- Meetings with Land Owners
- Meetings with Citizens Associations
- 11:00am – 2:00pm Open House



Charrette – Wednesday Evening, Nov. 12

Walt Whitman High School – (6:00 – 9:00 pm) Feedback

- **Concept Framework Plan Presented for Community Feedback to Planning Department Team**



Concept Diagrams

Charrette – Thursday Evening, Nov. 13

Walt Whitman High School – (6:00 – 9:00 pm) Feedback

- Plan Options Presented to Community for Community Feedback to Planning Department Team



Plan Options

Tuesday Evening November 18

Westland Middle School – (7:00 – 9:00 pm) Final Concept Plan

- **Plan Options derived from Community Charrette Process**



University of Maryland, College Park



Lafitte, New Orleans



West Shore Park, Baltimore, MD

CONTACT INFORMATION

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