

Meeting Agenda

- Reception *(15 minutes)*
- Presentation *(Approx. 60 minutes)*
 - Introduction *by Gwen Wright, Planning Director; John Marcolin*
 - Transportation *by Michael Garcia*
 - Schools *by John Marcolin*
 - Historic *by Sandra Youla*
 - Environment *by Katherine Nelson*
 - Vision *by John Marcolin*
 - Concept Framework Plan Revisions *by John Marcolin*
 - Green Space Network *by Susanne Paul*
 - Planning Context *by Melissa Williams*
- Comment Period *(30 minutes)*
- Meet the Planners *(30 minutes)*

Introduction

- Why is there a need to plan for change in Westbard?
- How is growth going to be accommodated in Montgomery County?
- What is an appropriate scale for development in non-Metro areas?
- How have important issues including traffic, schools, and building heights been addressed in this planning effort?

- CCCFH commissioned a planning study of Westbard in 2008 from The Catholic University of America School of Architecture:
- Many of the buildings and illustrations of potential new buildings in this study commissioned by the community are similar or identical to ideas that came out of the recent PlanWestbard Community Charrette process.



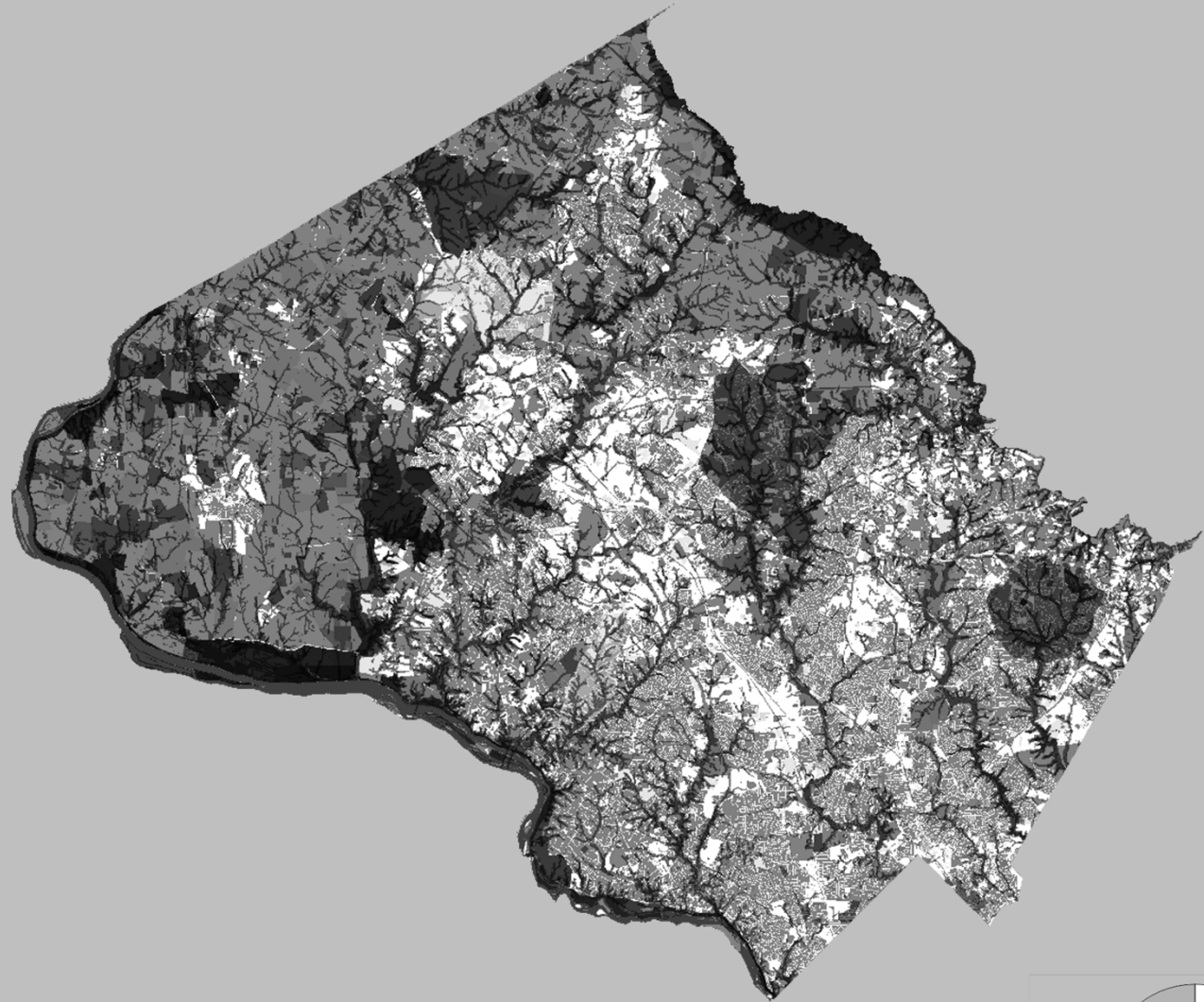
Environmental + man-made constraints

Environmental

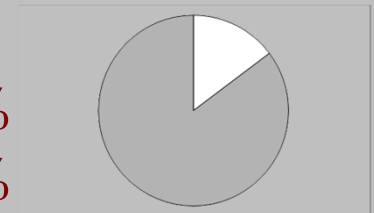
- Hydrological
 - Streams
 - Wetland Buffers
- Erodible soils
- Parks & Biodiversity Areas
- Agricultural Reserves
- Special Protection Areas
- Forest Conservation Easements

Man-made

- Utility Sites
 - WSSC
 - Transmission Lines
- Transportation Infrastructure
 - Metrorail
 - Rail
 - State Roads
 - Federal Highways
- Government Ownership
- Rustic Roads
- Historic Preservation
- Transfer Development Rights Exhausted
- Rock Quarries
- Regulated Affordable Housing
- Private Institutional
- HOA Common Ownership
- Single-Family Dwellings



Constrained area = 263,260 Acres 81%
Unconstrained area = 61,059 Acres 19%



building height examples

143-200 FEET

Around Metro – NOT WESTBARD



200+ feet

WHITE FLINT



150 feet

FRIENDSHIP HEIGHTS



143 feet

BETHESDA

building height examples

Some Transit – NOT WESTBARD

90-120 FEET



90-110 feet

BETHESDA



95 feet

Bethesda

building height examples

Limited Transit Areas

45-75 FEET



75 feet

ALEXANDRIA



45-50 feet

ALEXANDRIA



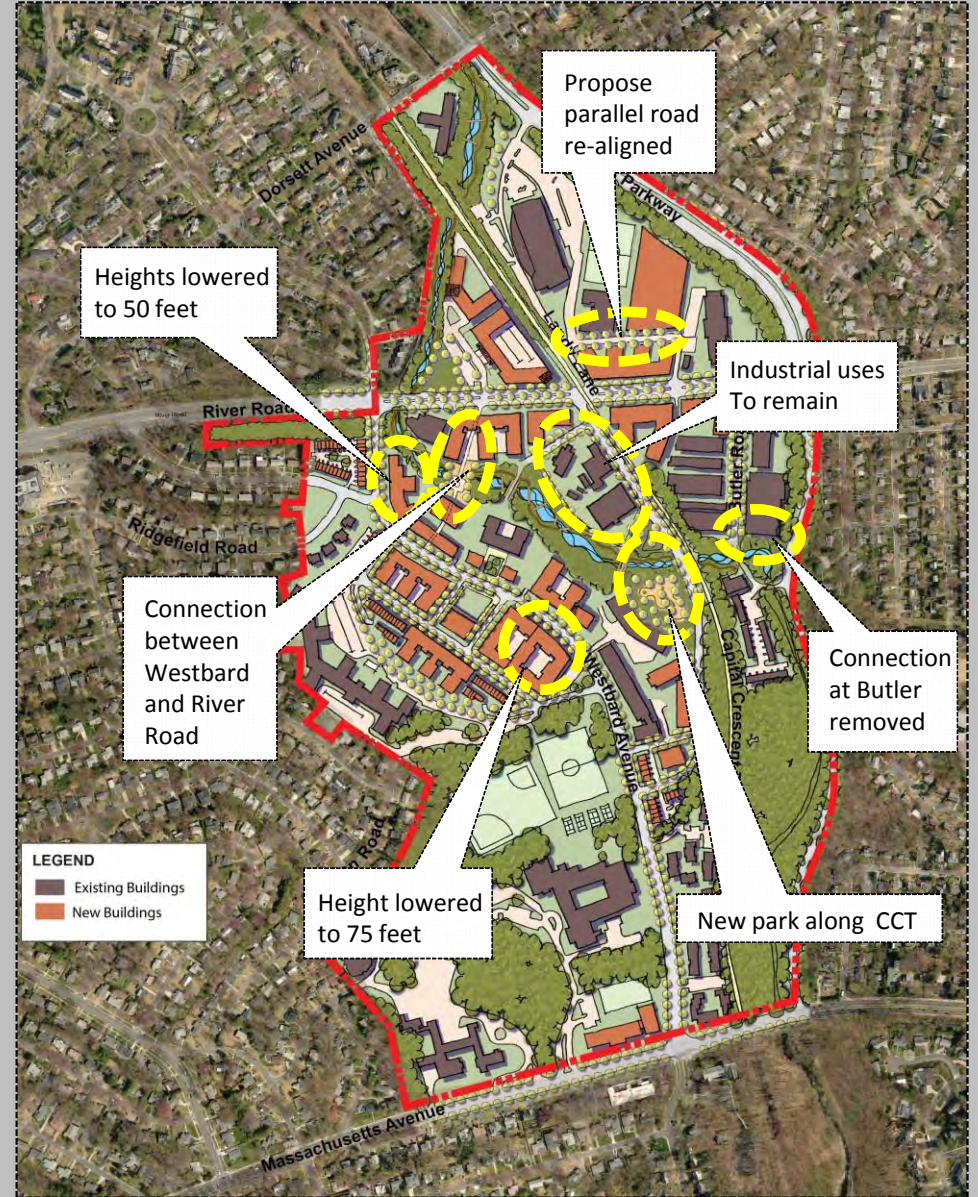
45-50 feet

DC/GEORGETOWN

What has Changed:



December 18, 2014



April 30, 2015

Total	Existing	Max allowed Today	Max proposed in Plan *
Residential (units)	1,104	1,684	3,200 **
Retail (square feet)	247,822	576,933	544,803
Office (square feet)	142,415	145,591	169,490
Industrial (square feet)	667,573	1,372,585	434,660

* Traffic Analysis shows road network can support this level of development in the unlikely scenario of full build-out.

** This includes 910 potential new units on Equity One and Park Bethesda property.

- Proposed plan has 1,516 more residential units than what is allowed today.
- Proposed plan has 32,130 less retail s.f. than what is allowed today.
- Proposed plan has 23,899 more office s.f. than what is allowed today.
- Proposed plan has 937,925 less industrial s.f. than is what is allowed today.

A Sampling of Major Public Benefits to the Community

Open Space

- Central Green Space – minimum ½ acre
- Willett Branch renovation and green open space network.
- Placemaking signage reflecting history of Westbard.
- **Roads and Pedestrian Connections**
 - Boulevard on River Road.
 - Upgrade Westbard Avenue.
 - New road connecting Westbard Avenue and River Road.
 - Network of trails and bikeways.
- **Civic Uses**
 - Public Facility facing Central Green Space.
 - Options for new school facilities.

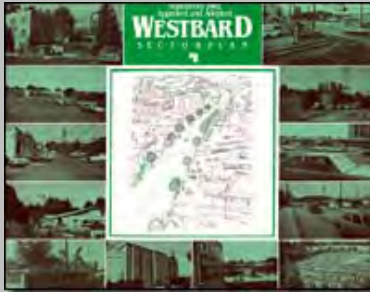
Transportation

Transportation Analysis

- Current Data - Traffic counts taken October 2014.
- Consultant hired to assist with modeling and intersection analysis.
- Regional MWCOG Model used for trip forecast.
- Used established transportation practices for travel forecasting.
- Intersection analysis as established and used by the County and State.

1982

Westbard Plan



Today

Westbard Study Area

Development:

Built:

1,104 res. units/1.06 msf nonres.

Total Allowable:

1,684 res. units/2.10 msf nonres.

- Preceded
 - Metrorail at Bethesda and Friendship Heights (open 1984)
 - Capital Crescent Trail (open 1996)
 - Ride-On Bus Service (auth. 1984)
 - River Road
 - Poor LOS at Ridgefield and Little Falls Parkway
 - Right-of-way constraints
 - More auto-focused
- Two Nearby Metro stations open
 - Friendship Heights – (2 miles transit distance)
 - Bethesda – (3+ miles transit distance)
 - B&O Railroad converted to Capital Crescent Trail
 - Area wide bus service (WMATA and Ride-On)
 - Capital Bikeshare
 - Road network strained (limited vehicle capacity improvements)

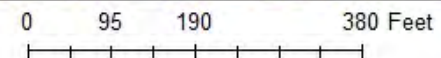
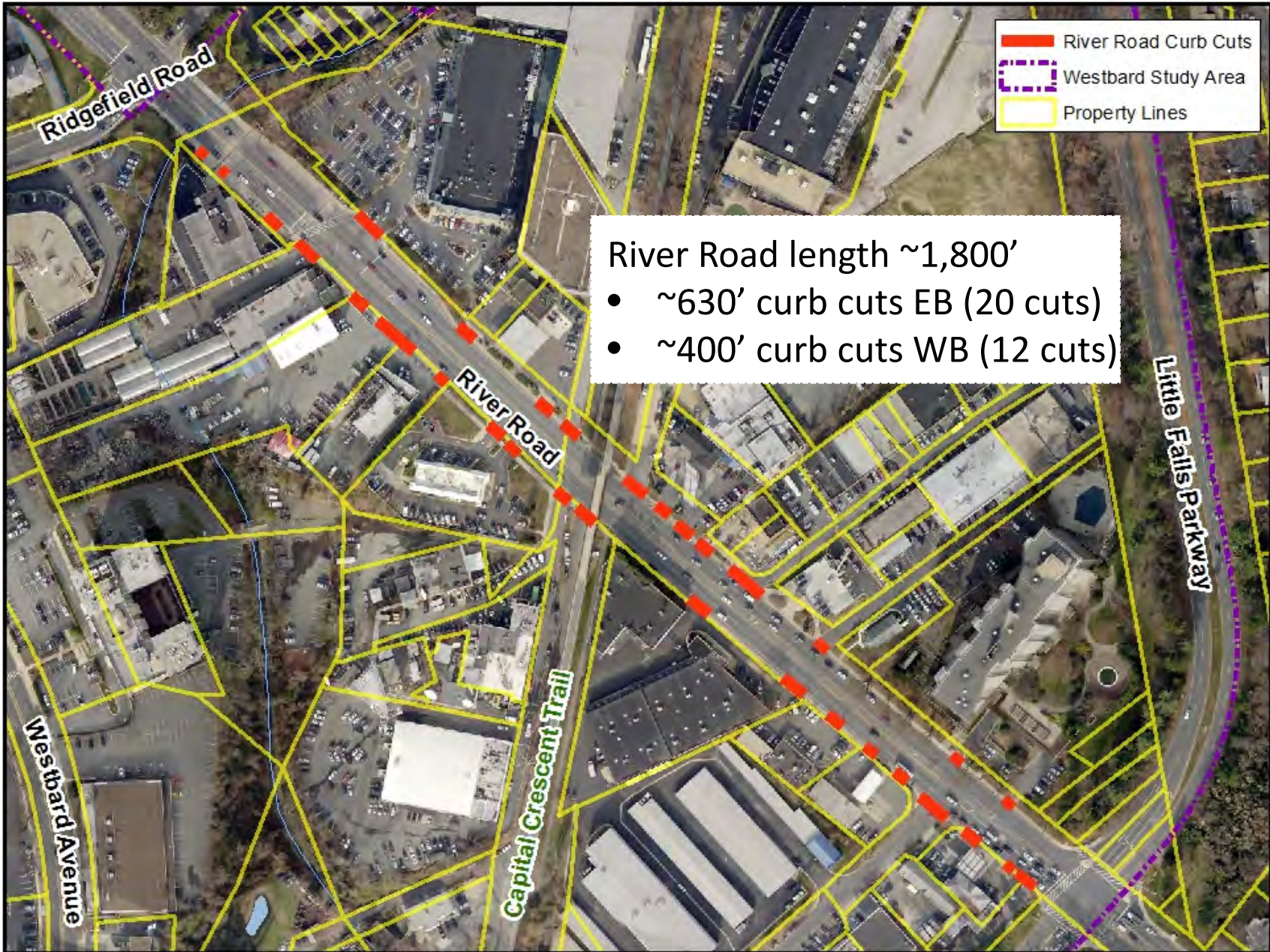
NADMS

N/A

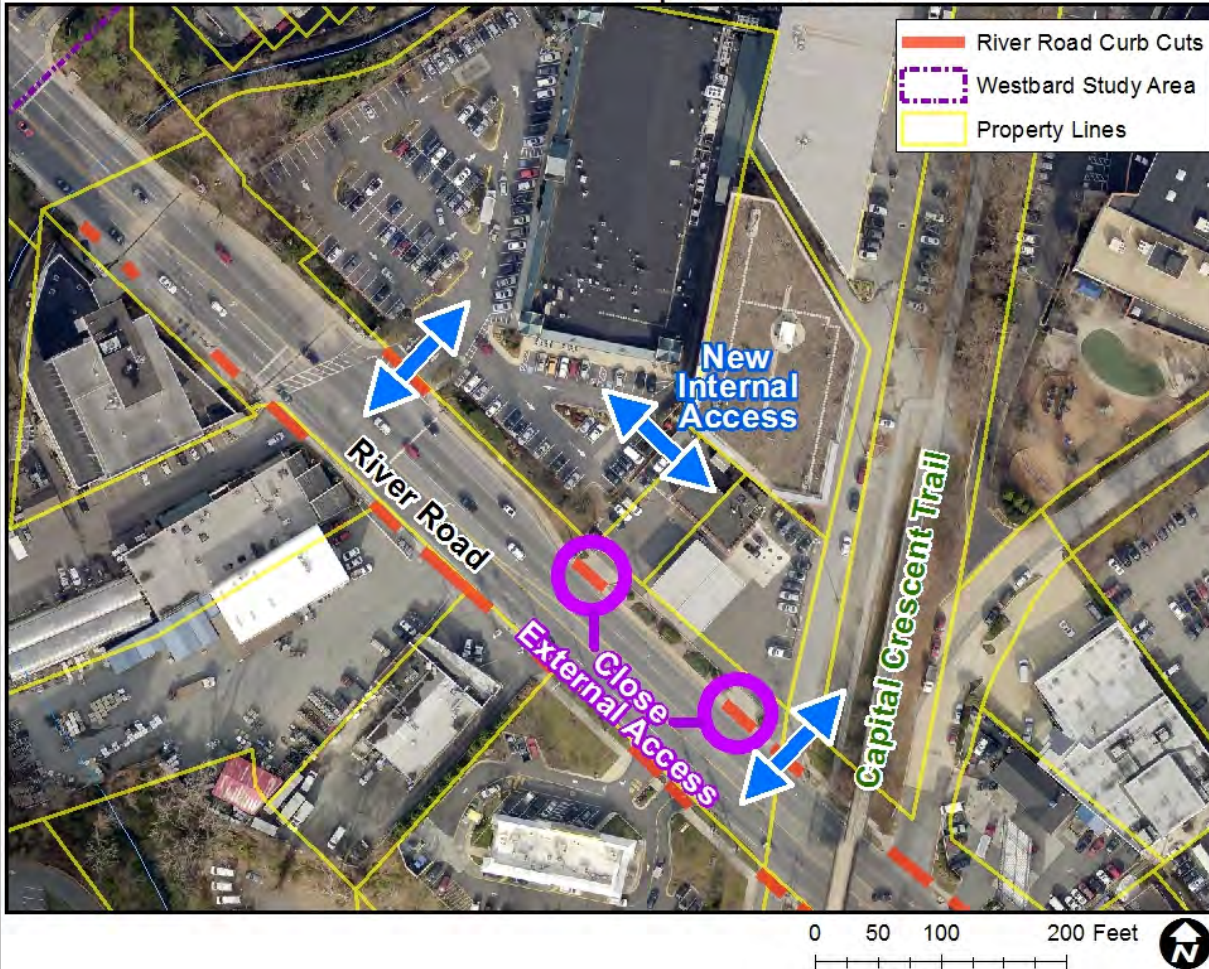
American Community Survey-2013

- Drove Alone – 65%
- Public Transp – 10%
- Car/Vanpool – 7%
- Other – 18%

Westbard - River Road Curb Cuts



River Road - Inter-parcel Access



Example – Shared Internal Access



Goals:

1. Support proposed land use.
2. Improve circulation system.
3. Enhance transportation options.
4. Improve mobility within and through area.
5. Complete transportation network for all users.

Objectives:

1. Minimize conflict points on River and provide inter-parcel access.
2. Increase transit frequency (private and/or public).
3. Expand local street network.
4. Expand bicycle network.
5. Enhance pedestrian facilities.



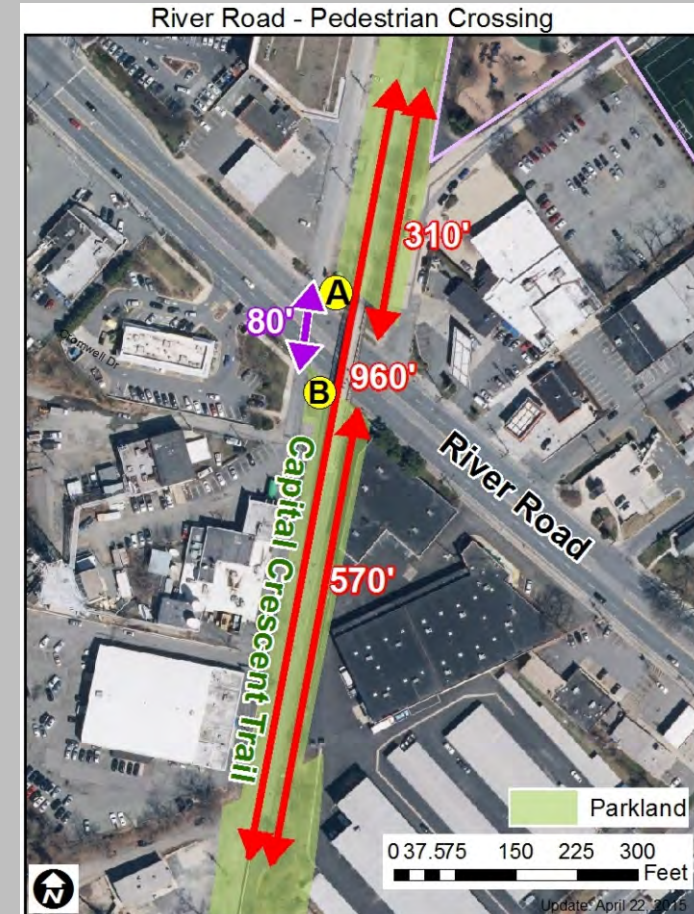
Goal

- Accommodate all users.
- Increase connectivity.
- Support proposed land uses.



Potential Connections

- New local street (east of Westbard Avenue).
- Consolidate curb cuts & inter-parcel access.
- Internal streets for local trips.
- CCT at River Road (at grade crossing).



- Initial Results
- Evaluating:
 - Proposed land use originating from charrette.
 - Intersection operation (CLV).
 - Through traffic.
 - Overall network performance.
 - Non-single occupancy vehicle use.
 - Could serve as basis for NADMS recommendations.
- Non-Modeling Information
 - Impact of proposed bicycle facilities.
 - Inter-parcel connections (River Road).
 - New local connections.

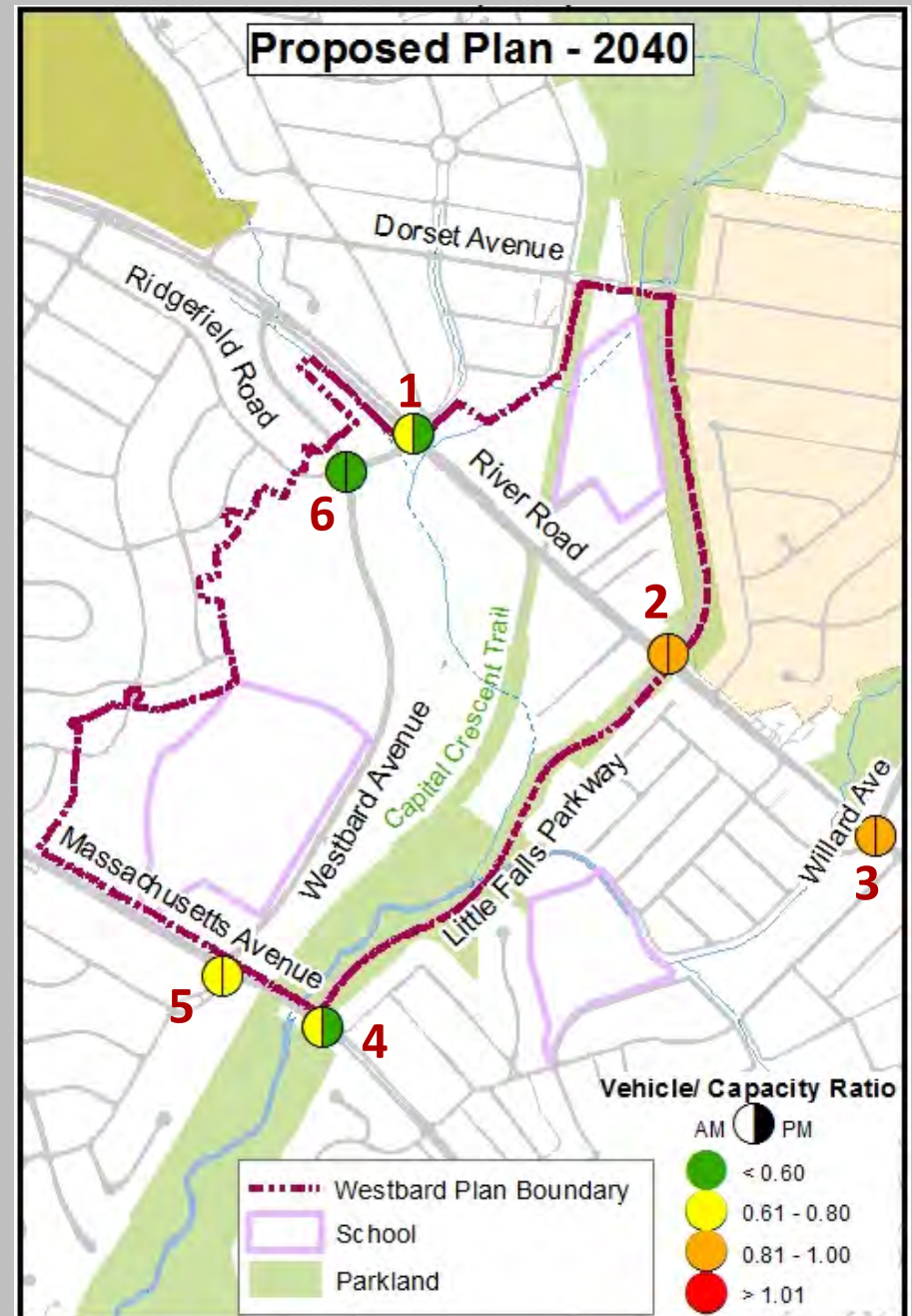


Results

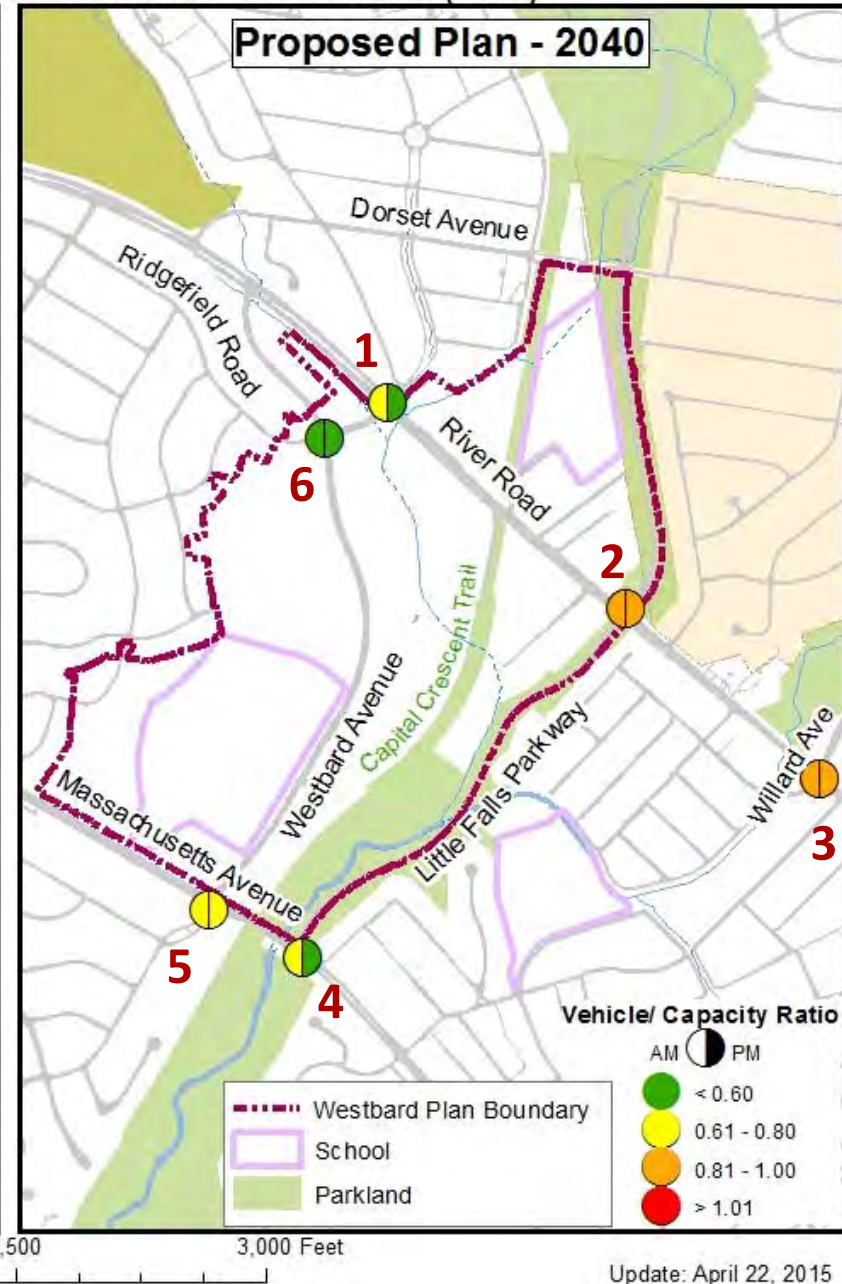
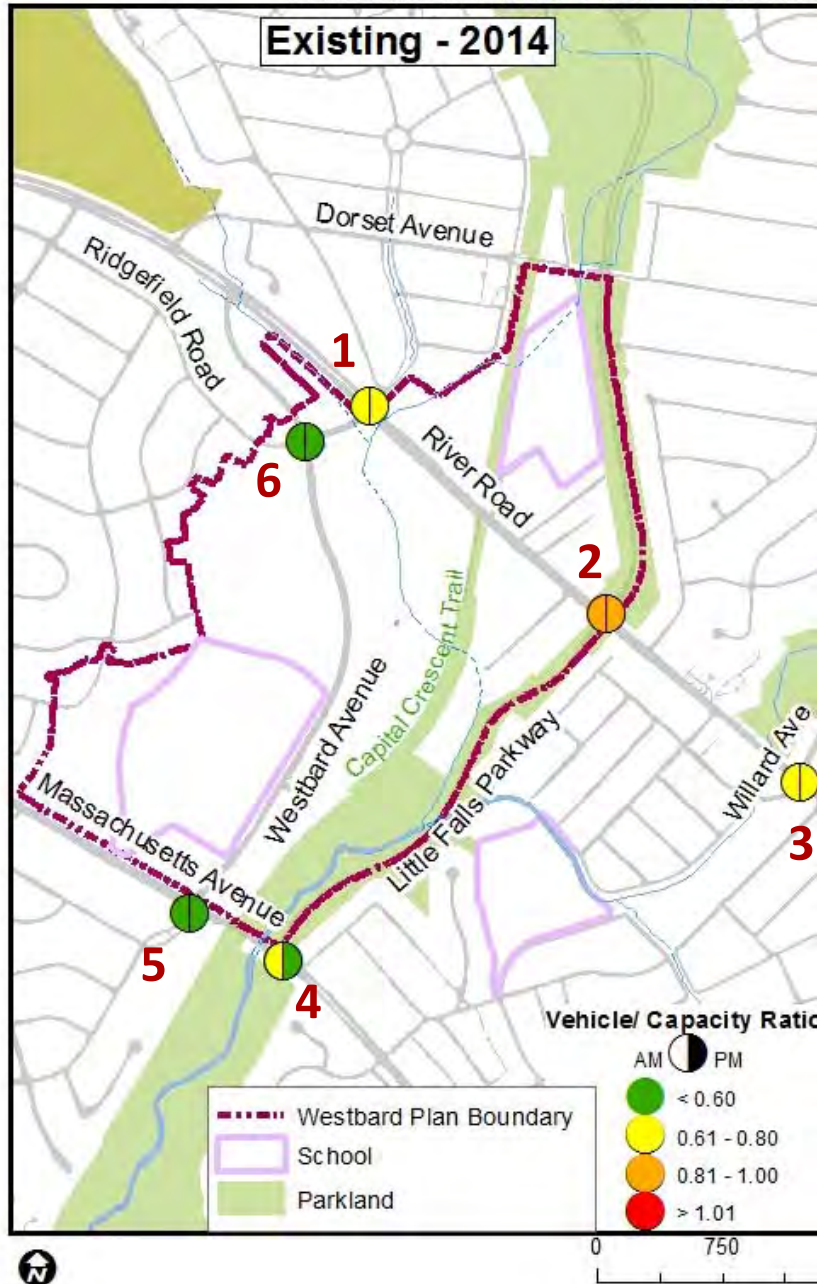
- All intersections within acceptable CLV threshold (1,600 CLV):
 1. Ridgefield/River
 2. Little Falls/River
 3. Willard/River
 4. Little Falls/Mass
 5. Westbard/Mass
 6. Ridgefield/Willard

Model Info

- ~80% of all traffic through study area is through traffic.
- Additional lanes not warranted on any roads in study area.



Westbard Sector Plan - Intersection Critical Lane Volume (CLV)



Update: April 22, 2015

Level of Traffic Stress Test for Bicycle Riders

- Riding conditions based on level of comfort.
- Majority of bicyclists use LTS 1 or LTS 2 Routes.

Findings:

- East-west travel difficult.
- CCT great north-south connection for all users.
- Lack of local bikeability in study area.

Considerations:

- Accommodate bikes on River and/or Mass or find alt. parallel routes.
- Easier to use north-south route needed at grade through area.



Objectives

- Emphasis on, along, or parallel to River Road.
- Alternative (to CCT) north-south bikeway(s) for destinations or origins in Westbard area.
- Inc. local connectivity in redevelopment area and adjacent land uses.

Recommendations

- Expand Capital Bike Share Stations
- Organize Bicycle Facilities around:
 - Capital Crescent Trail
 - Transit hub(s)
 - High density locations or attractions
- Separated Bikeways
 - 2-way cycle track on River Road in Westbard area
 - 1-way cycle track on Westbard Avenue
 - None on Mass Ave, at this time



Least Separation



Westbard Ave



River Rd



Most Separation



Objectives

- Improved transit (private and/or public)
- Transit enhancements
 - Identify potential transit hub(s) (e.g. shelters)
 - High quality station amenities (e.g. real time display)
 - Implement bus priority measures (e.g. signal priority)



Schools

MCPS has several approaches for addressing increased student enrollment:

- *reopening closed school sites*
- *additions to schools capable of expansion*
- *minor redistricting*
- *locating a new school site*

- **Former Schools that may be reopened:**

- **Former Concord ES, now Apple Montessori**
- **Clara Barton ES, now Clara Barton Community Center**



Schools

- Former Schools that may be reopened:
- Former Brookmont ES, now *Waldorf School*
- Potential New Elementary School sites:
 - Little Falls Library



Schools

- **MCPS will monitor student generation rates and increases in student enrollment, as the Westbard plan builds out. Adjustments, if needed, to enrollment forecast will be made based on any changes seen in student generation rates.**

Factors that can change student generation rates:

- Higher levels of 2 and 3 bedroom apartments than typical.
- A proposed Housing Opportunity Commission project that typically has higher generation rates.
- Moderately priced dwelling unit approval rates higher than 12.5% minimum mandated by County code.

Historic

Goals

Make Westbard's past more evident

- Include a **history** section in the Sector Plan.
- Recognize and preserve the **African American** heritage of the area.
- Recognize and capitalize on the **agricultural, industrial, and transportation** history of the area.
- Use **building materials** with local significance for new construction.
- Erect **interpretive signage, markers, and commemorative art**
 - Make these a development priority.
 - Seek funding sources.

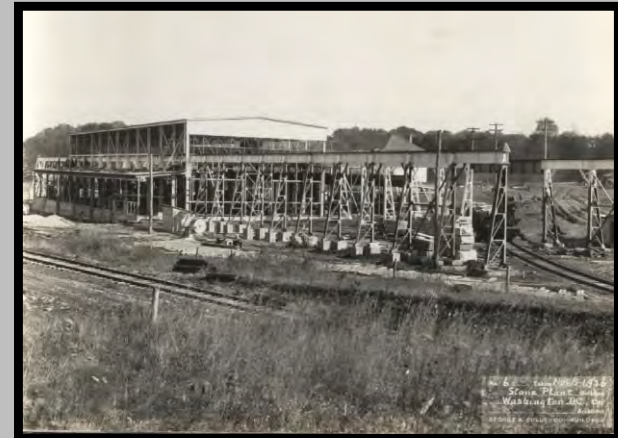
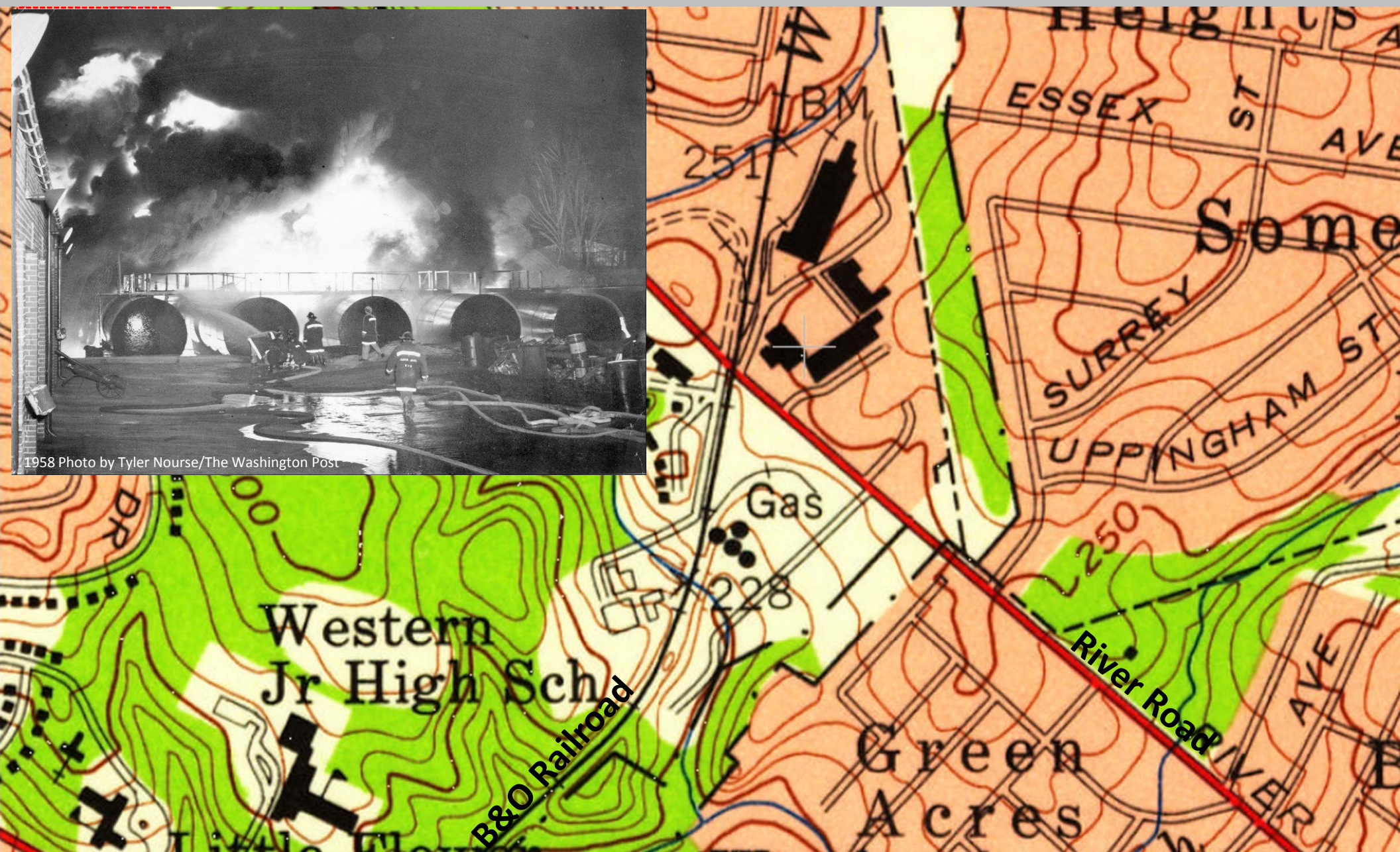


Photo Sources:
Evening Star,
National Cathedral Archives

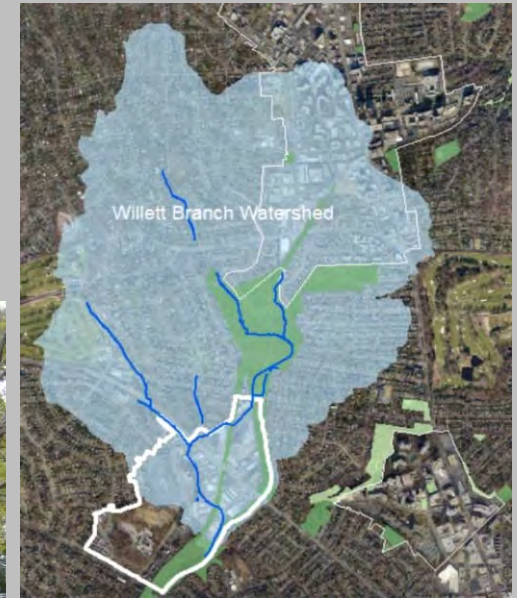
Environment



1958 Photo by Tyler Nourse/The Washington Post



Transform Willett Branch from a storm drain to a walkable, linear green space and community amenity within Westbard, celebrating the watershed as a unique natural feature in the Sector Plan area.





Westbard

Vision



Preserve a Smaller Scale



Appropriate Density



A Mix of Uses



Diversity of Housing

11 7 2001



Affordability



Amenities



Westbard

Concept Framework Plan Revisions

Land Uses



December 18, 2014



April 30, 2015

Urban Form



December 18, 2014



April 30, 2015

Streets



December 18, 2014



April 30, 2015

Trails, Bikeways & Open Space Network



December 18, 2014



April 30, 2015

Long and short – term measures recommended in the master plan will guide future public and private efforts to restore Willett Branch.



Westbard

Green Space Network

OPEN SPACE RECOMMENDATIONS

Short-Term:

- Central Civic Green open space at Giant food site for community gathering and events.
- An Urban Wooded Area along Willett Branch.
- A Community Use Urban Recreational Park that could include a skate park, pump track and dog park.

Longer-Term:

- Daylight Willett Branch if/when Washington Episcopal School site redevelops to connect Little Falls Stream Valley and the Capital Crescent Trail.
- New entrance/exit to the Capital Crescent Trail.
- Hard-surface trail leading from Capital Crescent Trail to the Whole Foods site.
- Community Open Space at the Whole Foods site.

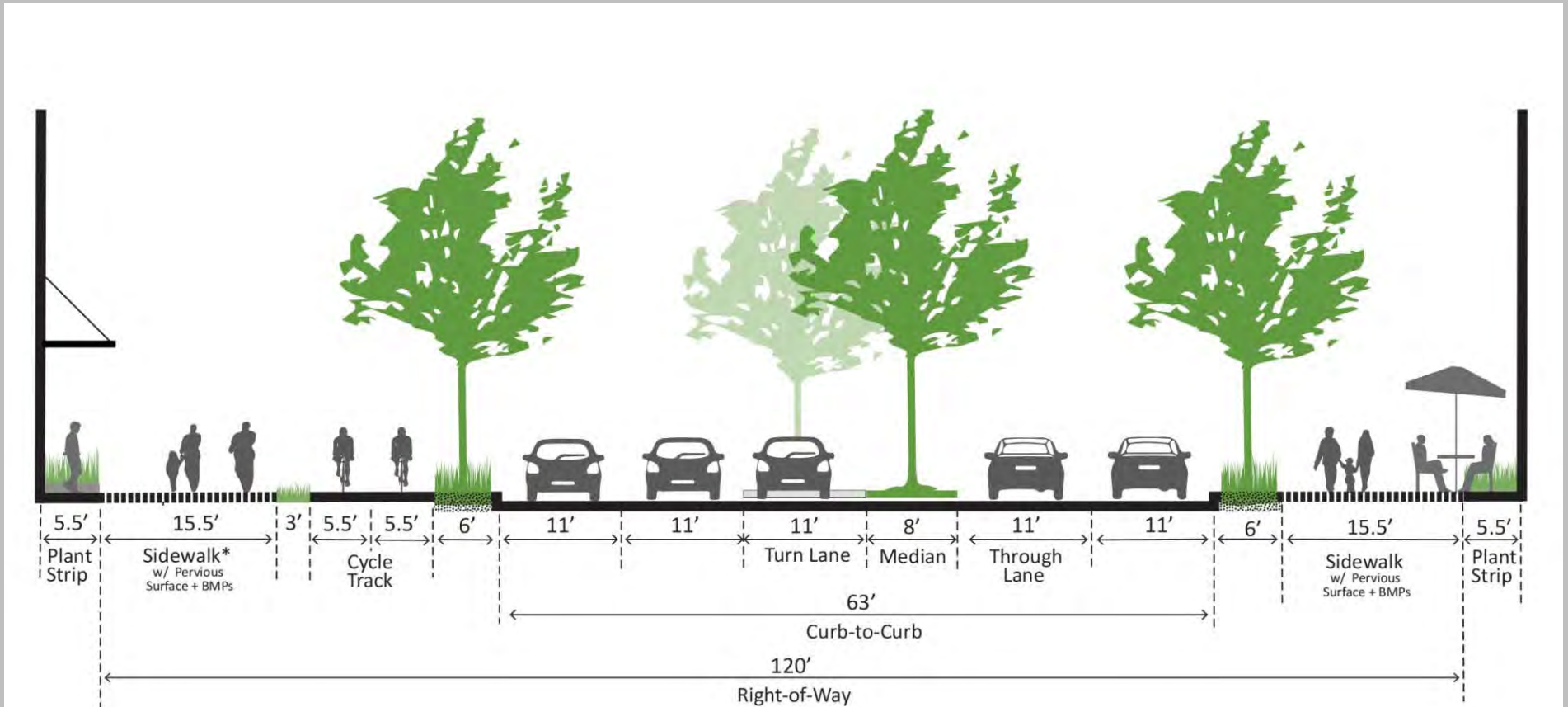


Improve the public realm and provide public open space.

Westbard Open Space System should feature an **interconnected** system of **safe, convenient, and attractive** routes between parks, civic spaces, plazas, residential communities, and commercial buildings.



Street upgrades

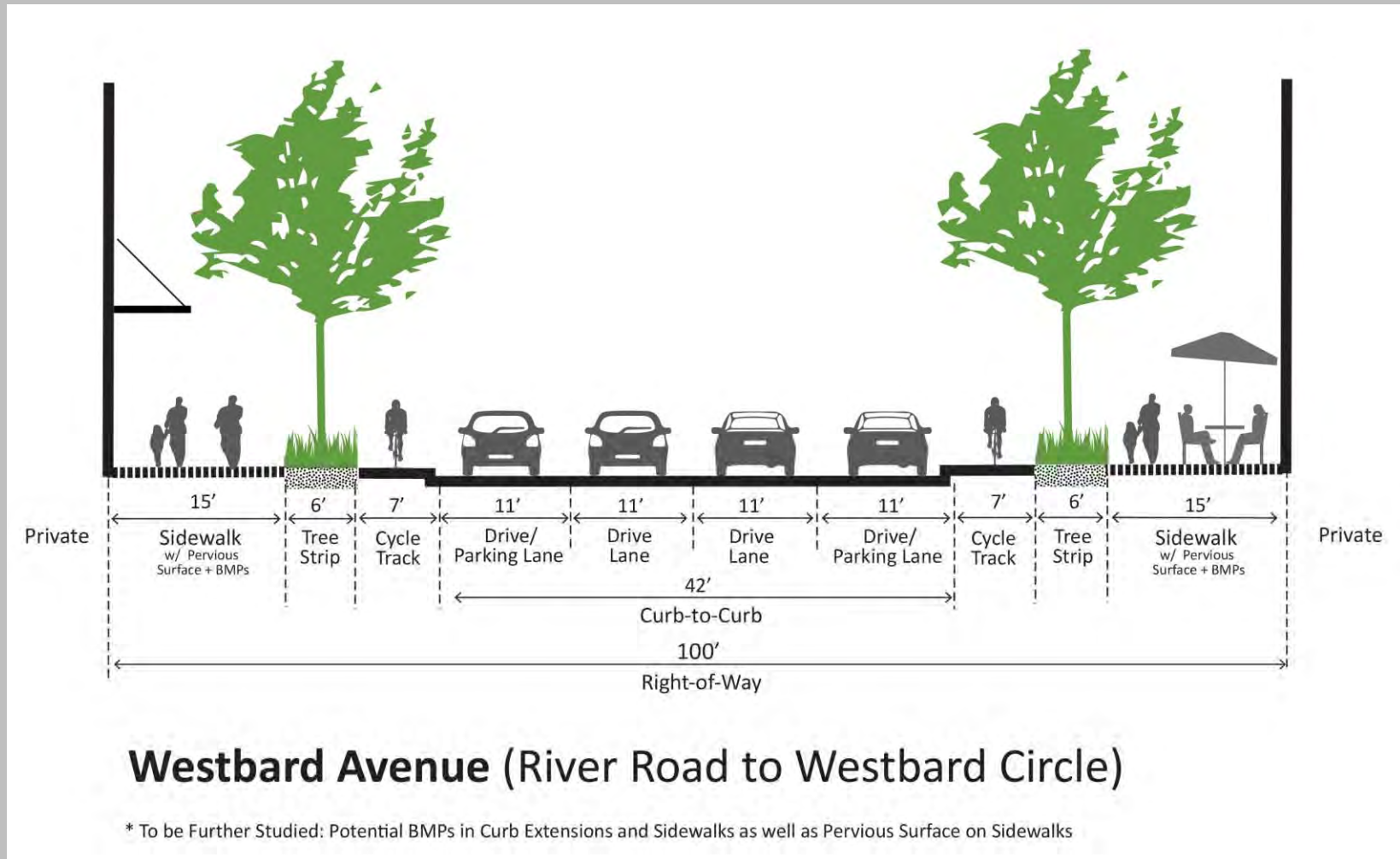


River Rd (Ridgefield/Westbard Avenue Road to Little Falls Parkway, looking east)

* To be Further Studied: Potential BMPs in Curb Extensions and Sidewalks as well as Pervious Surface on Sidewalks and Parking Lanes

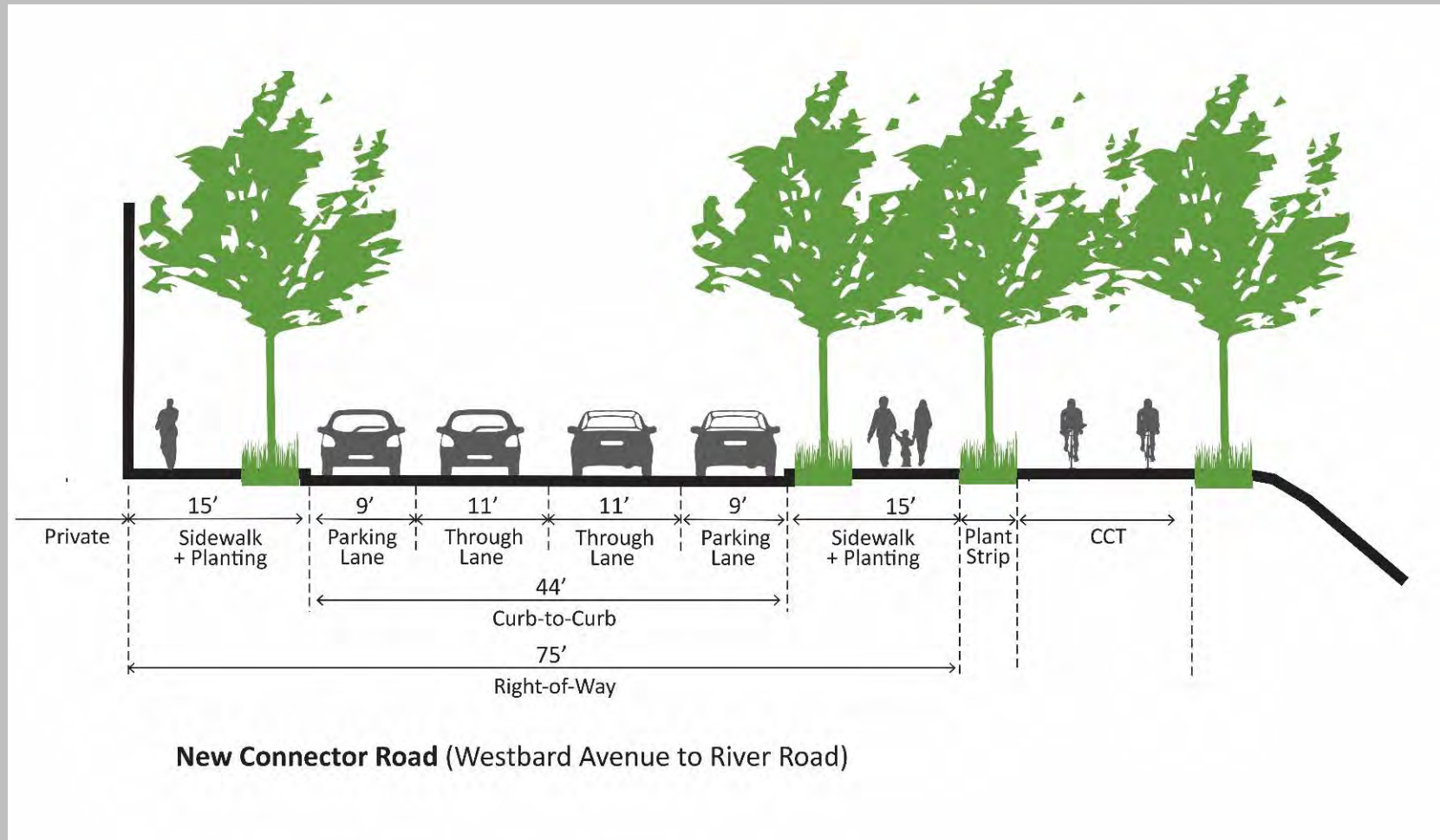
Illustrative Only

Street upgrades



Illustrative Only

New Connector



Illustrative Only

Westbard

Planning Context

Process



Meeting Agenda

- Reception *(15 minutes)*
- Presentation *(Approx. 60 minutes)*
 - Introduction *by Gwen Wright, Planning Director, John Marcolin*
 - Transportation *by Michael Garcia*
 - Schools *by John Marcolin*
 - Historic *by Sandra Youla*
 - Environment *by Katherine Nelson*
 - Vision *by John Marcolin*
 - Concept Framework Plan Revisions *by John Marcolin*
 - Green Space Network *by Susanne Paul*
 - Planning Context *by Melissa Williams*
- Comment Period *(30 minutes)*
- Meet the Planners *(30 minutes)*





Backup Slides

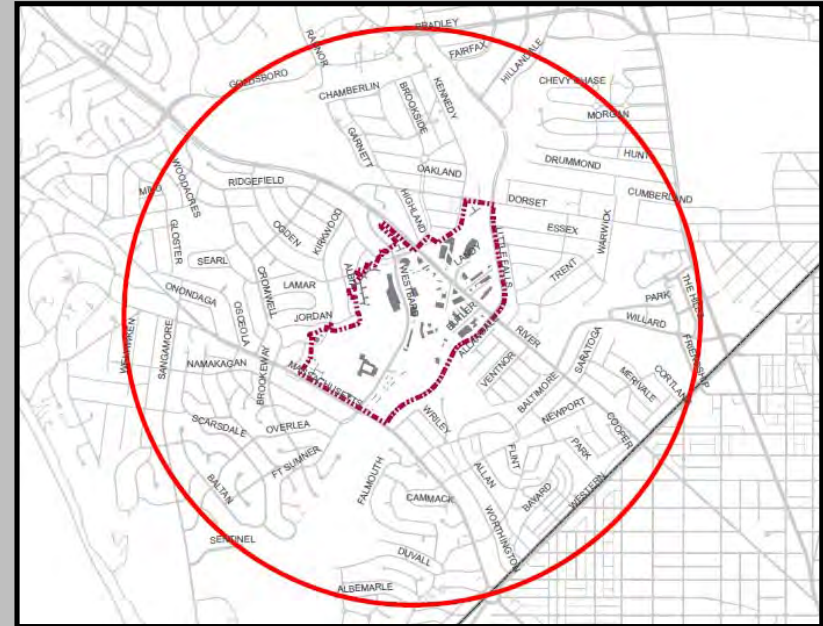
Westbard Sector Plan – Demographic Highlights

Plan Area

- Compared to Montgomery County...
 - Higher share of millennials (+6%)
 - Higher share of seniors (+12%)

1-mile radius

- Compared to Montgomery County....
 - Lower share of millennials (-6%)
 - Higher share of seniors (+9%)
 - Higher incomes (1.5x County median income)
 - Smaller household size



Overall, Westbard and environs can be characterized as wealthier, older, with smaller households than the County

Westbard Sector Plan – Housing (Rental)

Plan Area

- Approximately 470 apartments in two apartment complexes (Park Bethesda, Westwood Towers)
- Majority of market-rate apartments are “workforce housing”
- Considerably fewer market-rate apartments at **lower income** rent levels
- Less than 10% of apartments are **rent-restricted** for lower income households

Rent-Restricted Units	Market-Rate Affordable for < 65% AMI	Market-Rate Affordable for 65% to 100% AMI	Market-Rate Affordable for 100% to 120% AMI
9.2%	3.6%	60.6%	23.5%
Rent Ranges:			
Studio	Less than \$ 1,215	\$ 1,215 - \$ 1,864	\$1,865 - \$ 2,239
1 Bedroom	Less than \$ 1,335	\$ 1,335 - \$ 2,054	\$ 2,055 - \$ 2,474
2 Bedroom	Less than \$ 1,600	\$ 1,600 - \$ 2,459	\$ 2,460 - \$ 2,949

Westbard Sector Plan – Housing (Ownership)

- About 580 condominiums/townhomes
- Condominiums
 - *The Kenwood, Kenwood Place*
 - Median value - ~\$300,000
 - Almost 1/3 of 2013 and 2014 sales were “workforce” affordable
 - Less than \$240,625 for 1 Bedroom
 - Less than \$287,500 for 2 Bedroom
- Townhomes
 - *Westbard Mews, Little Falls Place*
 - Median value
 - ~\$770,000 Westbard Mews
 - ~\$1.6M Little Falls Place



Westbard Sector Plan – Commercial Market

- Over **700,000 SF** of commercial space in the Plan Area
- Half is retail space for neighborhood goods and services
 - e.g. Westwood Shopping Center, Kenwood Shopping Center
- Office market is small
 - Increasingly populated by retail or flex uses
- Strong Industrial/Flex market given inside-the-beltway location
 - Auto dealerships, storage facilities, catering companies, dry cleaners



Westbard Sector Plan – Future Retail

Growth in Retail Development

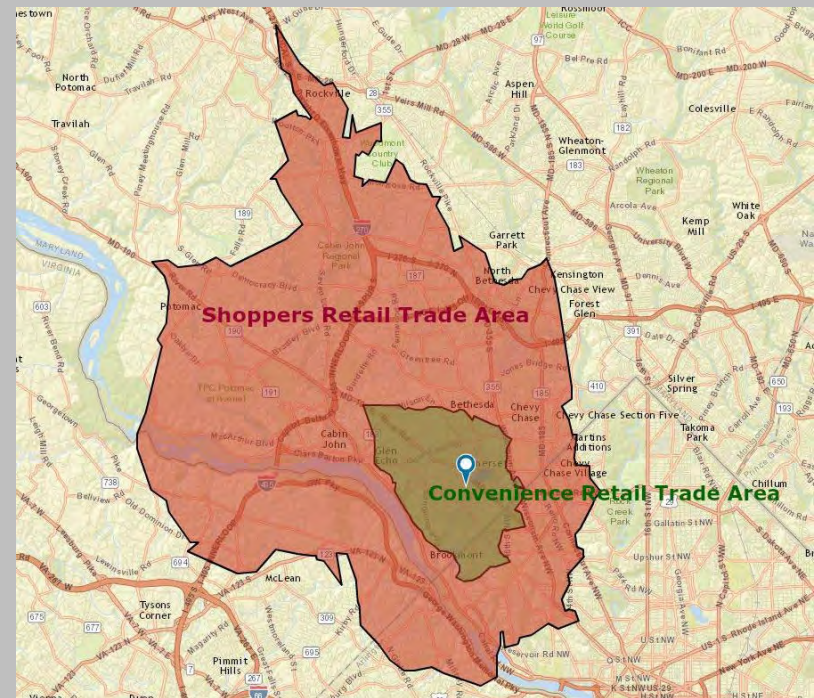
Plan Area

- Consumer Spending: Could “capture” additional 100,000 SF today
- Growth: Could support another 105,000 SF over next twenty years

***350,000 SF (existing) + 100,000 SF (market capture) + 105,000 SF (growth) =
555,000 SF supportable retail space by 2035***

Westbard Retail Trade Areas

- Two types of retail: Shoppers and Convenience Goods
- Size of trade area depends on retail category
 - Shoppers Goods
 - 10-15 Minute Drivetime
 - Convenience Goods
 - 5 Minute Drivetime



High Intensity Retail Scenario

Current Retail Potential (High Intensity)					
	Retail Gap	Assumed Market Capture	Available Expenditures	Productivity Factors (Sales/SF)	Retail Potential on Site
Shoppers Goods					
Furniture and Home Furnishings Stores	\$ 95,265,961	3.0%	\$ 2,857,979	\$ 325	8,794
Electronics and Appliance Stores	\$ 57,072,317	3.0%	\$ 1,712,169	\$ 412	4,156
Building Materials, Garden Equipment and Supply Stores	\$ 343,213,375	3.0%	\$ 10,296,401	\$ 325	31,681
Clothing and Clothing Accessories Stores	\$ 150,846,383	3.0%	\$ 4,525,391	\$ 245	18,471
Sporting Goods, Hobby, Book & Music Stores	\$ 109,754,204	3.0%	\$ 3,292,626	\$ 311	10,587
General Merchandise	\$ 596,385,727	1.0%	\$ 5,963,857	\$ 253	23,573
Subtotal	\$ 1,352,537,964	2.1%	\$ 28,648,424		97,262
Convenience Goods					
Food and Beverage Stores	\$ 47,012,839	75%	\$ 35,259,629	\$ 479	73,611
Health and Personal Care Stores	\$ 2,315,108	40%	\$ 926,043	\$ 231	4,009
Miscellaneous Store Retailers	\$ 15,976,554	30%	\$ 4,792,966	\$ 339	14,139
Food Services and Drinking Places	\$ 25,165,195	35%	\$ 8,807,818	\$ 470	18,740
Subtotal	\$ 90,469,696	55.0%	\$ 49,786,457		110,498
Total					207,760



Medium Intensity Retail Scenario

Current Retail Potential (Medium Intensity)					
	Retail Gap	Assumed Market Capture	Available Expenditures	Productivity Factors (Sales/SF)	Retail Potential on Site
Shoppers Goods					
Furniture and Home Furnishings Stores	\$ 95,265,961	2.0%	\$ 1,905,319	\$ 325	5,863
Electronics and Appliance Stores	\$ 57,072,317	2.0%	\$ 1,141,446	\$ 412	2,771
Building Materials, Garden Equipment and Supply Stores	\$ 343,213,375	2.0%	\$ 6,864,267	\$ 325	21,121
Clothing and Clothing Accessories Stores	\$ 150,846,383	2.0%	\$ 3,016,928	\$ 245	12,314
Sporting Goods, Hobby, Book & Music Stores	\$ 109,754,204	2.0%	\$ 2,195,084	\$ 311	7,058
General Merchandise	\$ 596,385,727	0.8%	\$ 4,472,893	\$ 253	17,679
Subtotal	\$ 1,352,537,964	1.4%	\$ 19,595,938	\$ -	66,805
Convenience Goods					
Food and Beverage Stores	\$ 47,012,839	60%	\$ 28,207,703	\$ 479	58,889
Health and Personal Care Stores	\$ 2,315,108	30%	\$ 694,532	\$ 231	3,007
Miscellaneous Store Retailers	\$ 15,976,554	25%	\$ 3,994,139	\$ 339	11,782
Food Services and Drinking Places	\$ 25,165,195	30%	\$ 7,549,559	\$ 470	16,063
Subtotal	\$ 90,469,696	44.7%	\$ 40,445,933	\$ -	89,740
Total					156,546

Low Intensity Retail Scenario

Current Retail Potential (Low Intensity)					
	Retail Gap	Assumed Market Capture	Available Expenditures	Productivity Factors (Sales/SF)	Retail Potential on Site
Shoppers Goods					
Furniture and Home Furnishings Stores	\$ 95,265,961	1.5%	\$ 1,428,989	\$ 325	4,397
Electronics and Appliance Stores	\$ 57,072,317	1.5%	\$ 856,085	\$ 412	2,078
Building Materials, Garden Equipment and Supply Stores	\$ 343,213,375	1.5%	\$ 5,148,201	\$ 325	15,841
Clothing and Clothing Accessories Stores	\$ 150,846,383	1.5%	\$ 2,262,696	\$ 245	9,235
Sporting Goods, Hobby, Book & Music Stores	\$ 109,754,204	1.5%	\$ 1,646,313	\$ 311	5,294
General Merchandise	\$ 596,385,727	0.5%	\$ 2,981,929	\$ 253	11,786
Subtotal	\$ 1,352,537,964	1.1%	\$ 14,324,212	\$ -	48,631
Convenience Goods					
Food and Beverage Stores	\$ 47,012,839	50%	\$ 23,506,419	\$ 479	49,074
Health and Personal Care Stores	\$ 2,315,108	20%	\$ 463,022	\$ 231	2,004
Miscellaneous Store Retailers	\$ 15,976,554	20%	\$ 3,195,311	\$ 339	9,426
Food Services and Drinking Places	\$ 25,165,195	25%	\$ 6,291,299	\$ 470	13,386
Subtotal	\$ 90,469,696	37.0%	\$ 33,456,050	\$ -	73,890
Total					122,521

Total	Existing	Max allowed Today	Max proposed in Plan	Max proposed in Plan with Floating Zone*
Residential (Units)	1,104	1,684	3,200**	Up to 3,600***
Retail (s.f.)	247,822	576,933	544,803	544,803
Office (s.f.)	142,415	145,591	169,490	169,490
Industrial (s.f.)	667,573	1,372,585	434,660	390,640

* Traffic Analysis shows road network can support this level of development in the un-likely scenario of full build out

** This includes 910 potential new units on Equity One and Park Bethesda property

***This includes 400 potential units from properties with Floating Zone

- Proposed plan has 1,916 more residential units than what is allowed today
- Proposed plan has 32,130 less retail s.f. than what is allowed today
- Proposed plan has 23,899 more office s.f. than what is allowed today
- Proposed plan has 981,945 less industrial s.f. than is what is allowed today

Charrette:

refers to the use of a cart in 19th-century France to collect architecture students' work on the day of an exhibition



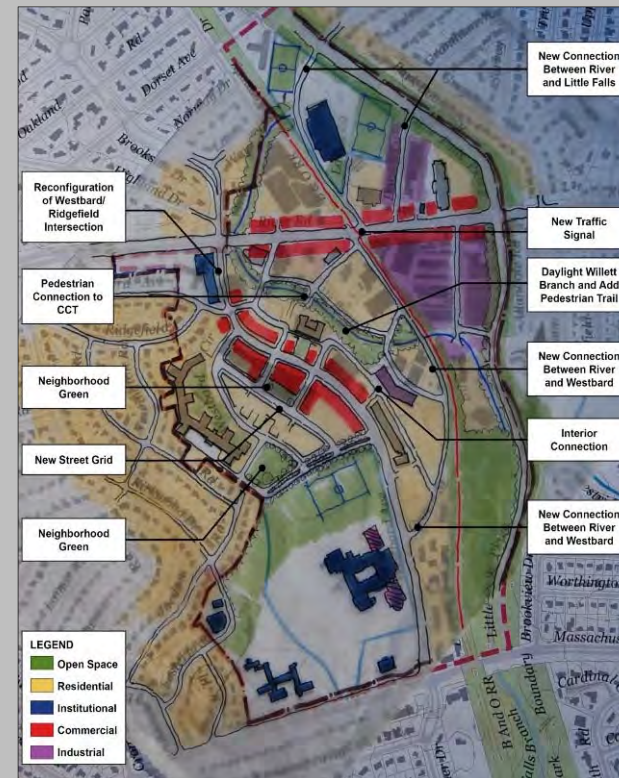
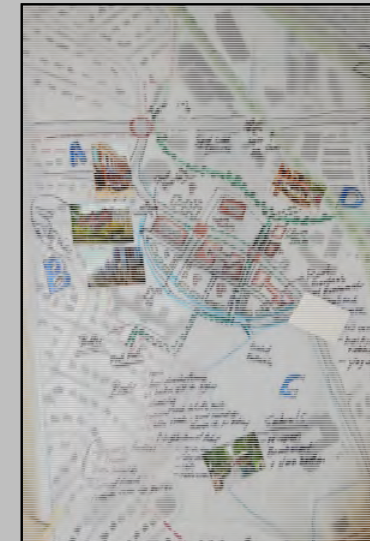
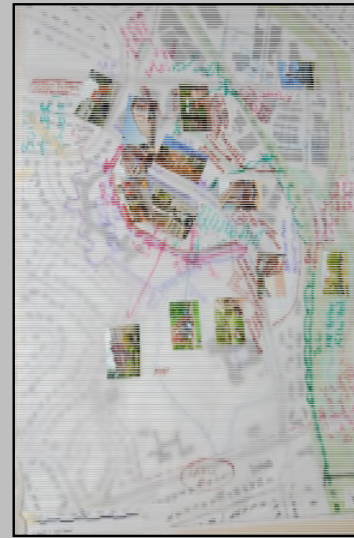
refers to a set of meetings in which all the stakeholders in a project attempt to resolve conflicts and map solutions



Sector Plan Charrette

November 10th – 18th, 2014

- workshops and community meetings
 - Visioning
 - Designing
 - Concepts
 - Stakeholder Meetings
 - Final Presentation of Draft Concept Framework Plan



Westbard Sector Plan

Plan Concepts & Preliminary Considerations

Planning Board Briefing

April 30, 2015

Conclusions/Recommendations

- **Vehicle**
 - Intersections within acceptable CLV threshold for proposed plan
 - No road widenings. Westbard Avenue to remain at 4 lanes during peak period.
 - Consolidate curb cuts on River Road.
- **Multimodal**
 - New local streets to support new and/or redevelopment.
 - Improve transit service and transit supportive facilities.
- **Bicycle**
 - Cycle track on River Road and Westbard Avenue.
- **Pedestrian**
 - Upgrade sidewalks throughout study area (safer at-grade crossing of River Road near CCT).