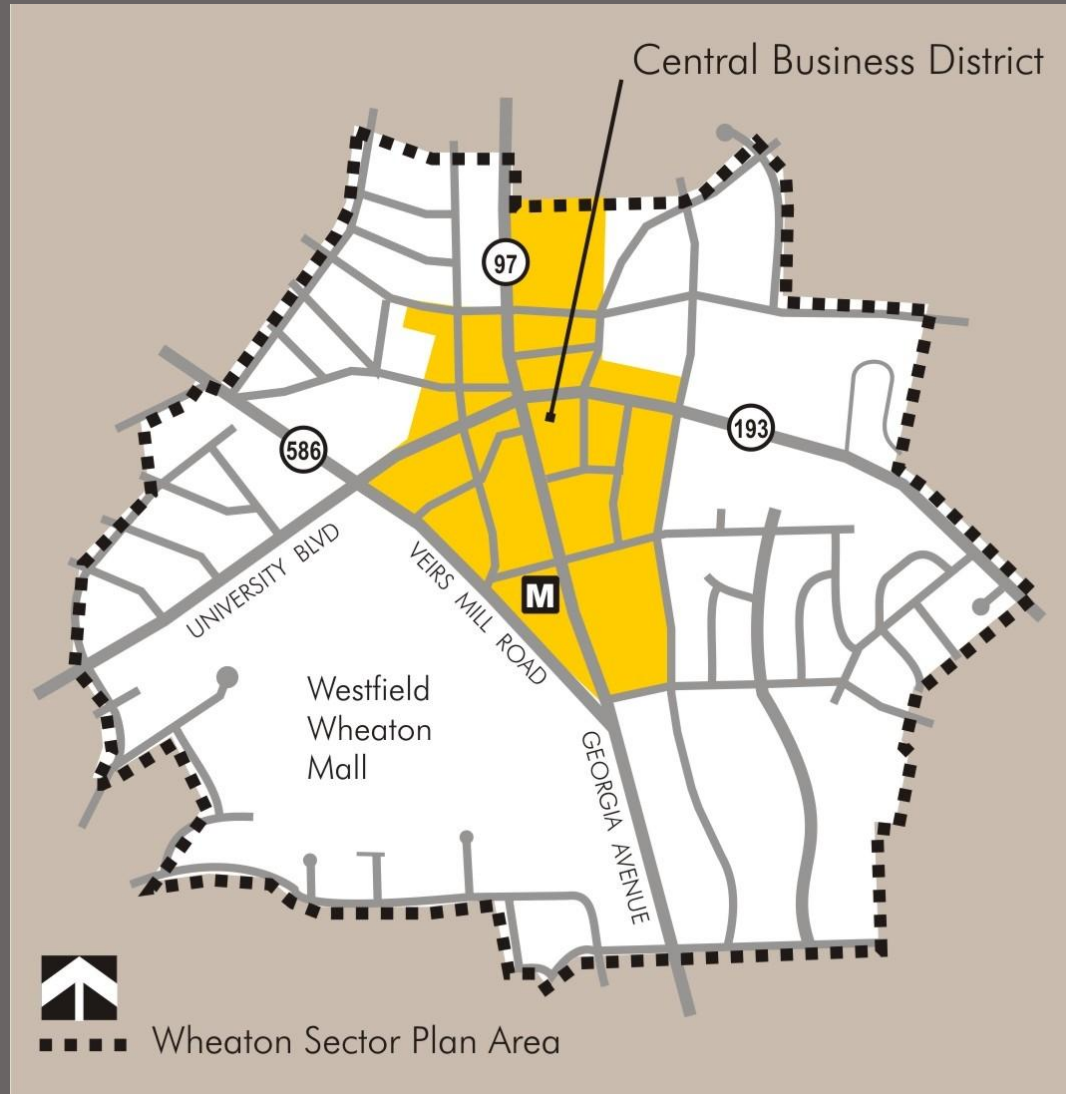


Wheaton Sector Plan



Status Report

Wheaton





FRAMEWORK





1952





Wheaton

Today



Wheaton

Residential Community



Wheaton Business Community

Filippo A. Leo

Filippo Leo

Marchones Italian Specialties

Wheaton Business Community





Wheaton Business Community

Wheaton

Business Community

HOT FOOD

SMOOTHIE

Mobile
Mundo Celular
No Deposito!
No Social!
No Contrato!
Llega bill a su nombre!
11921 Georgia Ave. Wheaton MD 20902
Tel: 240-290-7777 Hablamos Español

ENJOY DELICIOUS CAKE WITH YOUR MEMORY. WE BEAUTIFULLY DECORATE YOUR DAY WITH OUR WONDERFUL CAKE.

LICUADO
• BANANA
• MELON
• FRESA

SMOOTHIE
• MANGO
• STRAWBERRY
• BANANA
• HONEY DEW

ICE COFFEE
HORCHATA
TAMARINDO

PANADERIA LEMBAS
→
ESPECIALIZADO EN:
CAKES PARA: PAN CASERO CENTROAMERICANO
CASAMIENTOS TORTA DE TRES LECHE
CUMPLEAÑOS BUDIN
BABY SHOWER QUESADILLA
15 AÑOS MARQUESOTE
PHOTO CAKES PAN FRANCES
CAKES DE DISNEY Y MUCHO MAS







Carla Hall

Bravo's
'Top Chef: New York'
Finalist

GiraMondo
Wine Adventures



Wheaton



ethnic food

music culture

shopping mall

music culture

Wheaton



shopping mall Wheaton



Wheaton

Since the 1990 Sector Plan



Wheaton



Market & Revitalization



Analysis

Wheaton

Economy



Wheaton needs **more** economic diversity to be sustainable





Analysis

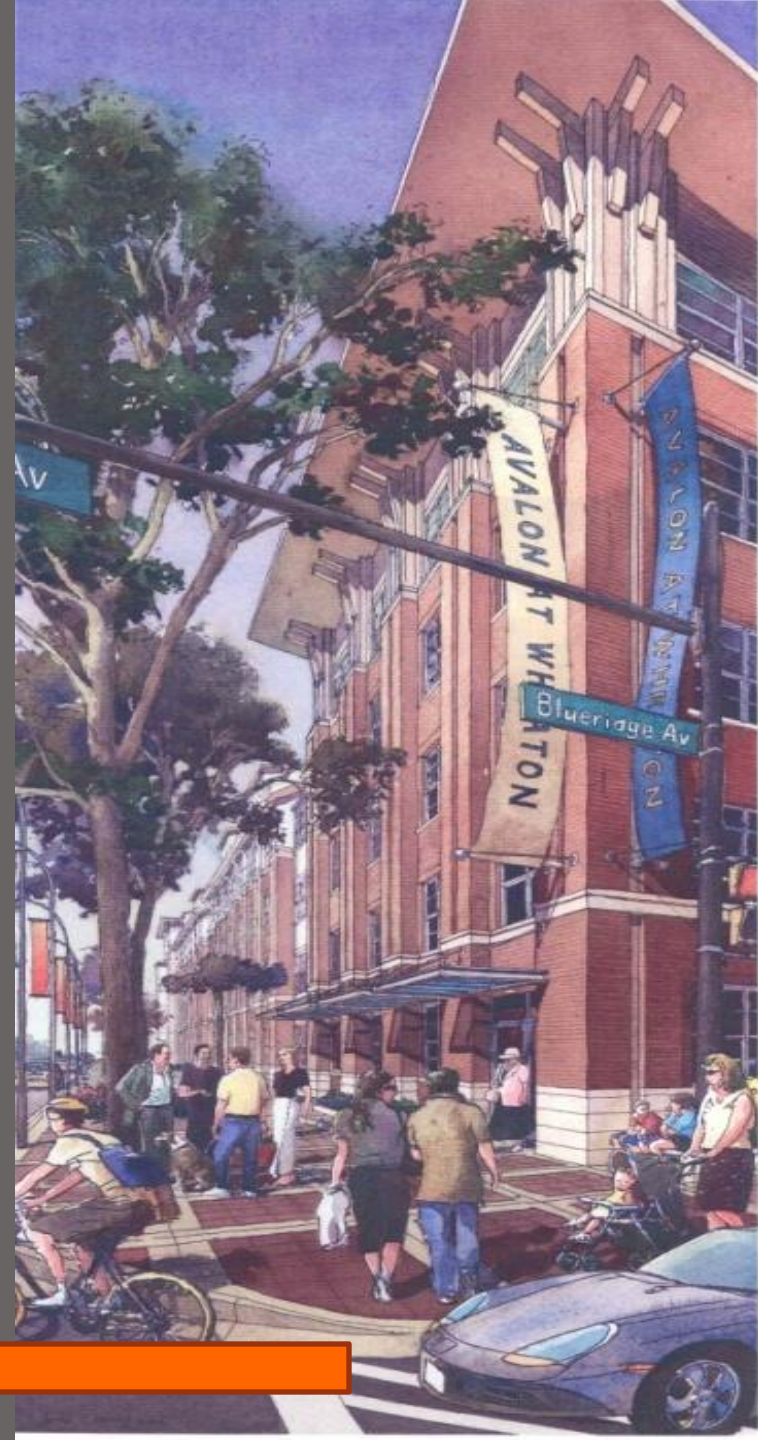
Wheaton

Economy/Land Use

+ more

office
urban entertainment
multi-family

while retaining a strong retail presence



Wheaton

Wheaton's strengths
contribute to attracting new residential development



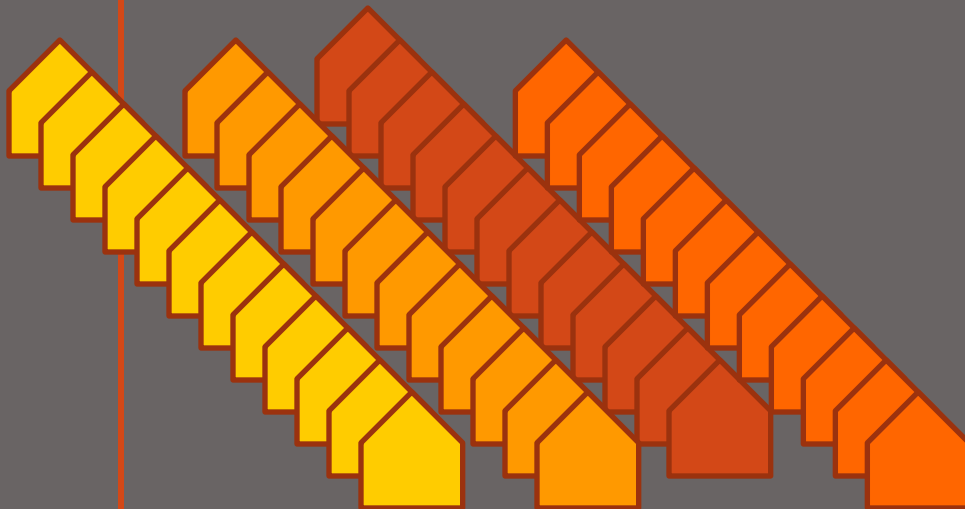
Residential



Wheaton

Wheaton positioned to capture a healthy share of the County's projected household growth in the future

Over the very long term Wheaton could support approximately 7,100 new housing units under the high scenario



Residential



Wheaton

Wheaton's lack of office makes it **difficult to capture** new and must compete against other **attractive** regional transit-oriented locations



Office

Wheaton

High-rise housing and new office development



pioneering
given current
achievable rents/pricing

Office



Analysis

Wheaton

Economy



Retail is Wheaton's economic engine
employing **3,000 workers**

clothing + food + service retail



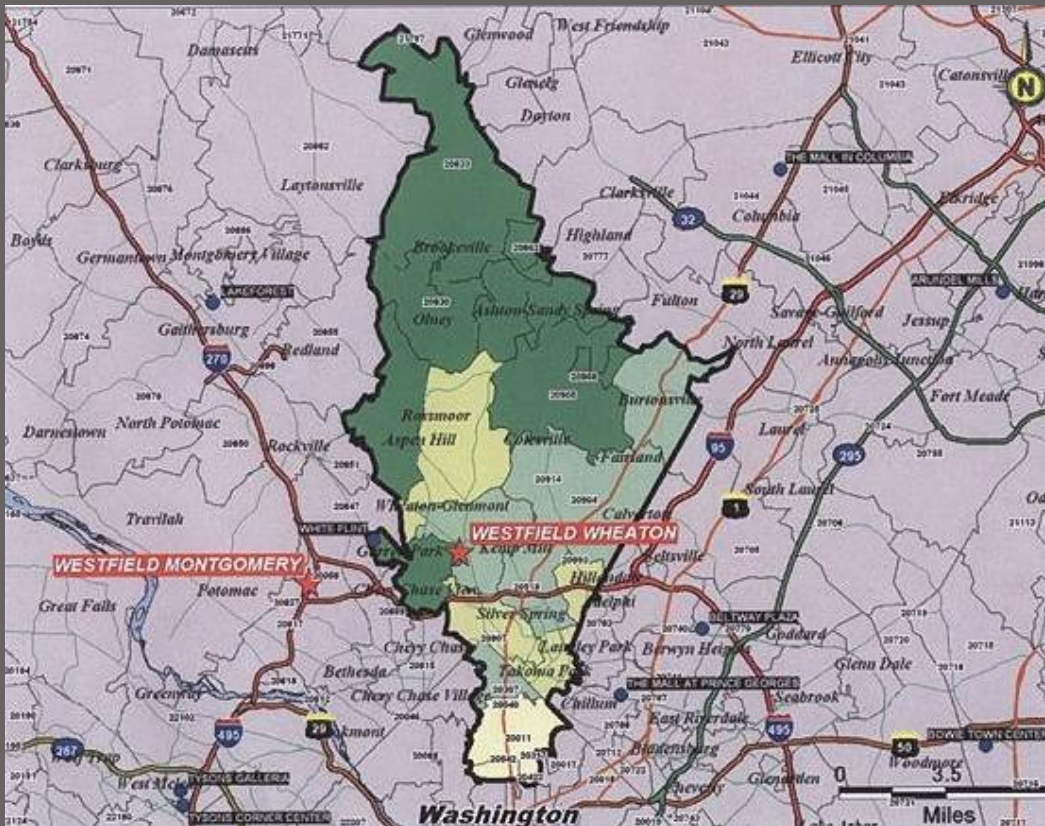


Context

Wheaton

Economy

Wheaton Mall Primary Trade Area



Secondary Trade Area

NE Washington, DC

Howard County

Prince Georges County



Wheaton



A **local residential market offers good opportunities for retail** because higher density market rate housing will capture a more affluent segment of households

Retail



Analysis

Wheaton Economy

support small businesses

training

loans

mentorships

tax credits

local small business reserve programs

federal contracting opportunities

research grants

incubators

small business center

moderate priced retail units

micro-economic initiatives

density





Analysis

Wheaton Development Envelope modeling



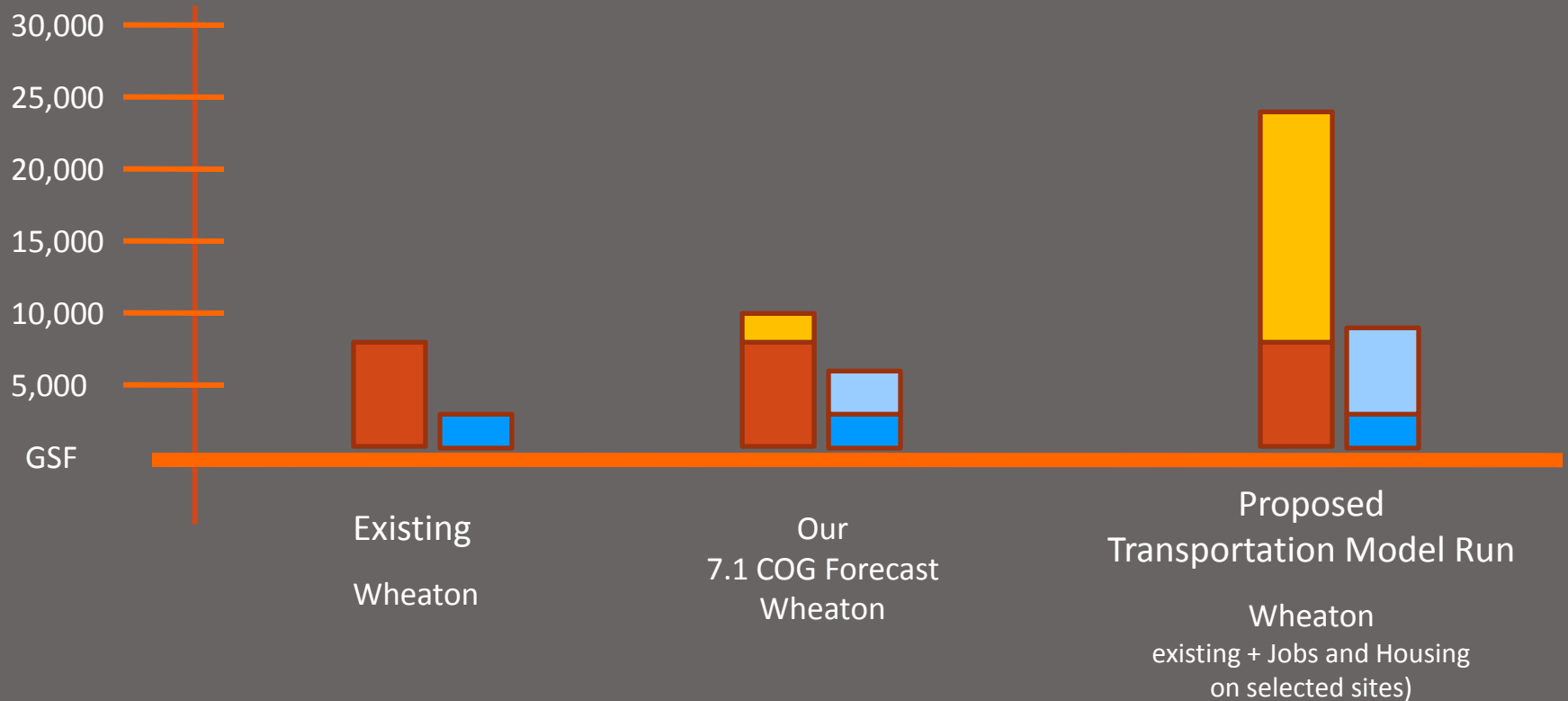


Analysis

Wheaton

Development Envelope...looking for just right

■ Existing Jobs
 ■ Potential Jobs
 ■ Existing Housing
 ■ Potential Housing

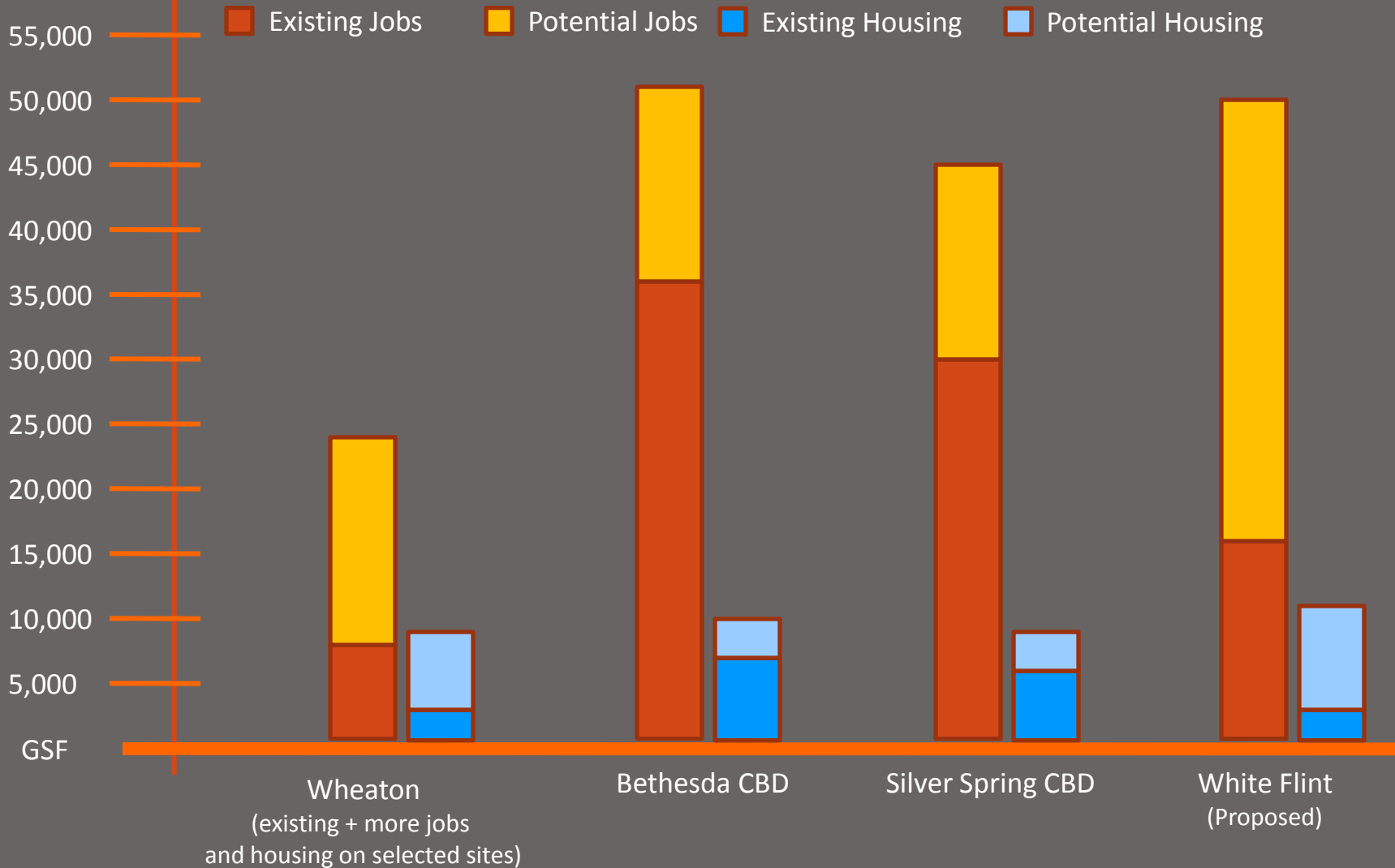




Wheaton

Current Development Envelopes

Analysis





Analysis

Wheaton Development Envelope

	Existing	Round 7.1	Proposed High Scenario
Jobs	8,800	10,253	24,100
Retail	5,300	6,500	5,800
Office	2,900	3,300	17,800
Industrial	300	300	200
Other	200	200	200
Housing	2,200	5,500	9,400
Low-Rise	1,200	1,200	1,800
High-Rise	1,000	4,200	7,600





TRANSPORTATION Road Capacity



Wheaton

Transit Station Area (**Metro**)



Capacity on Metro's Red Line

Major bus routes & Future Bus Rapid Transit



Wheaton

Tomorrow





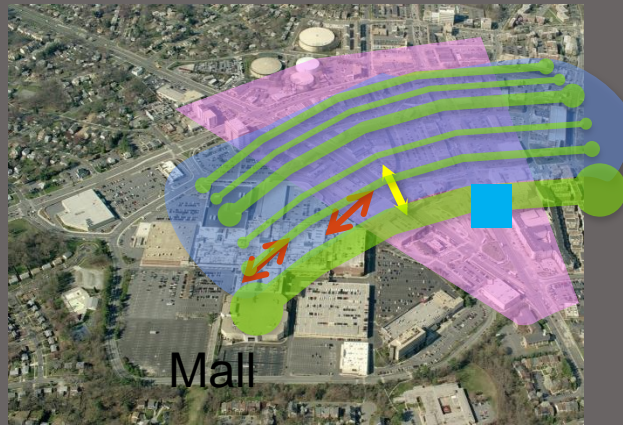




Public Realm

Wheaton

Connect Westfield Wheaton Mall to the core



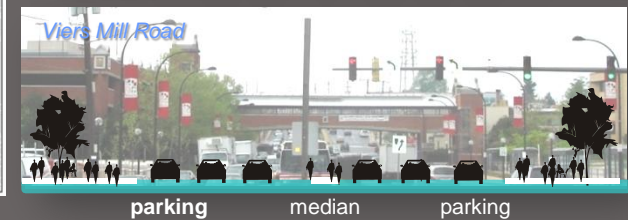
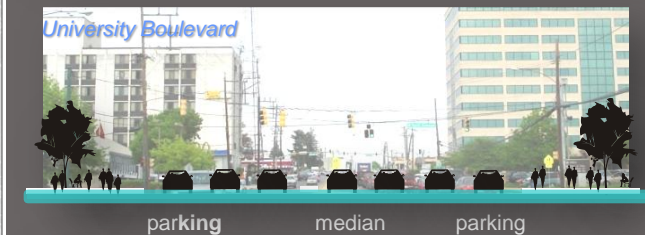
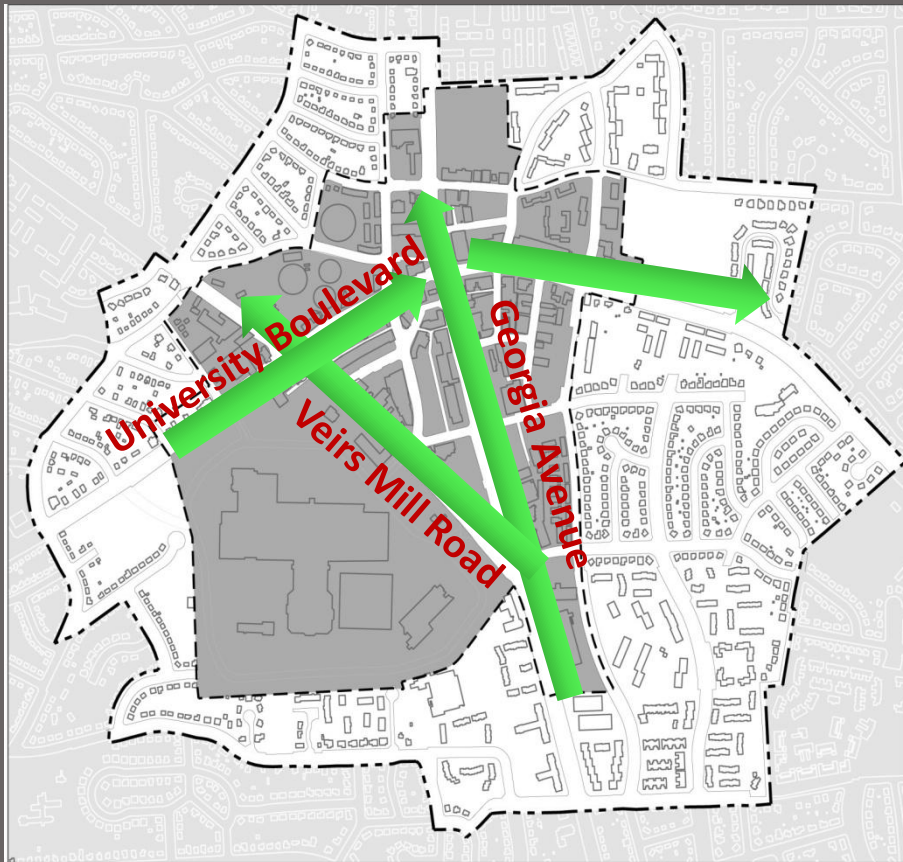
Connectivity

Activity

Walkability

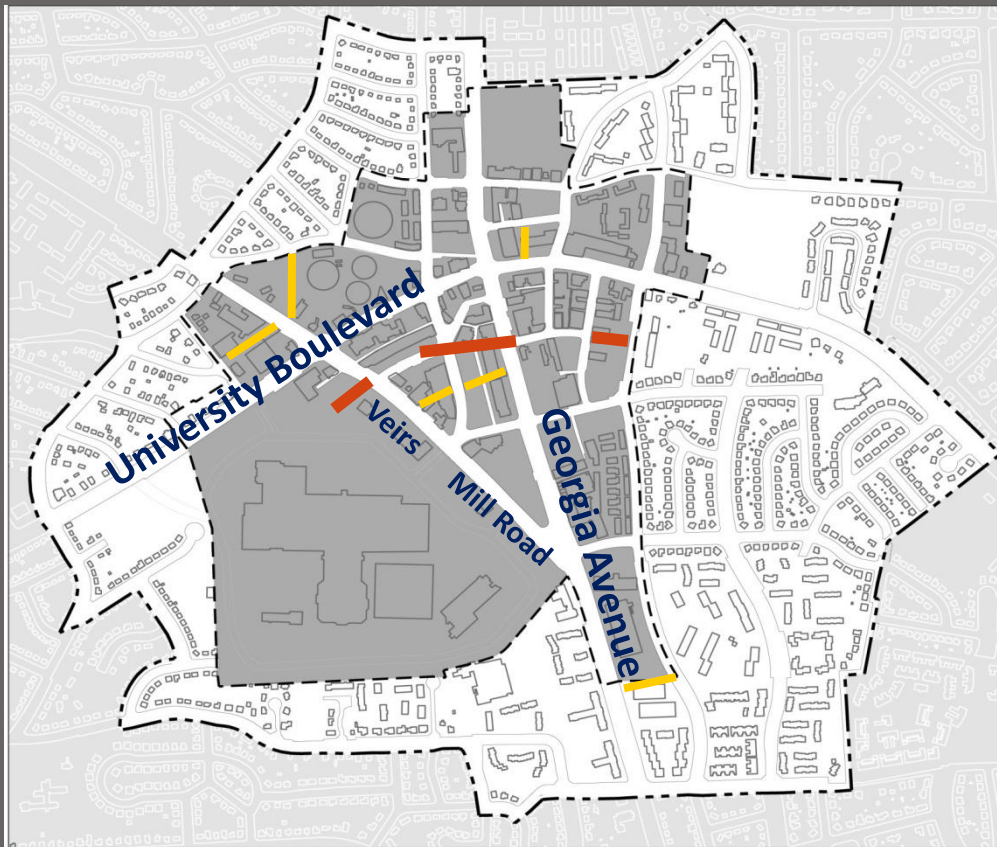
Wheaton Public Realm

Transform Georgia Avenue, University Boulevard, and Veirs Mill Road into boulevards



Wheaton Connectivity

Complete the street network to improve connectivity

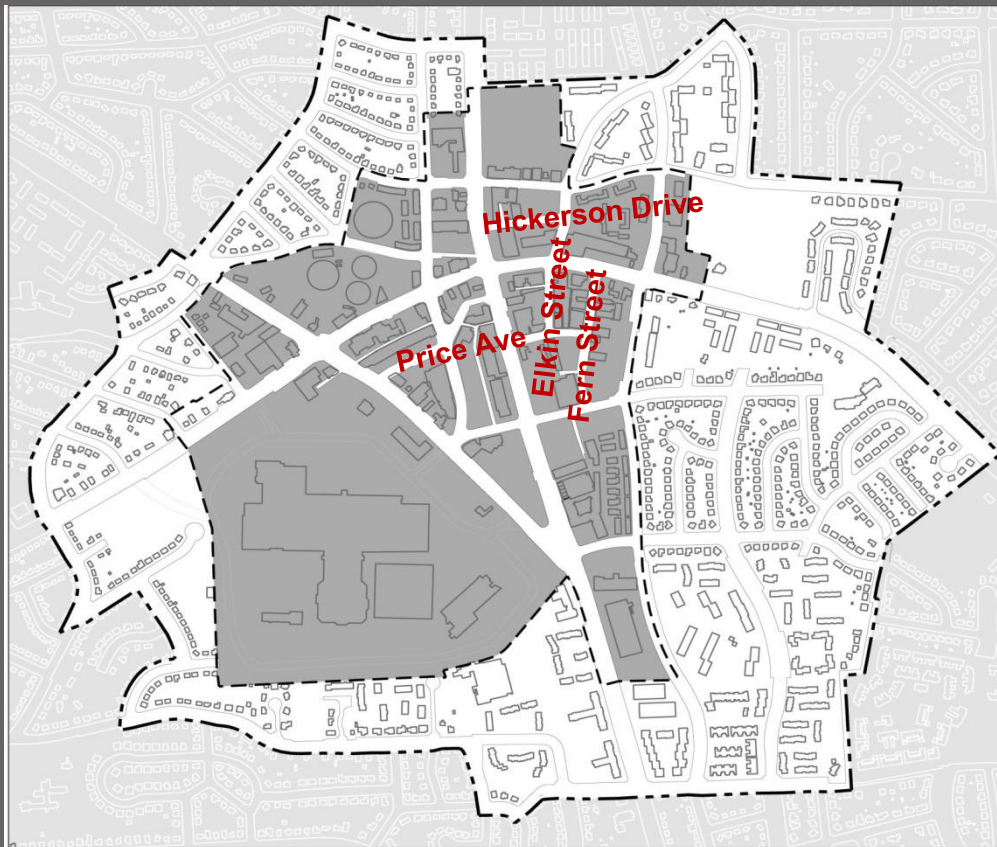


Provide through-block pedestrian connections

Wheaton Public Realm

Establish a network of enhanced **pedestrian priority** streets

wider sidewalks + outdoor eating + more trees and landscaping + lighting + street furniture





Pedestrian Priority Streets



Enhanced Sidewalks

Enhanced Crossings





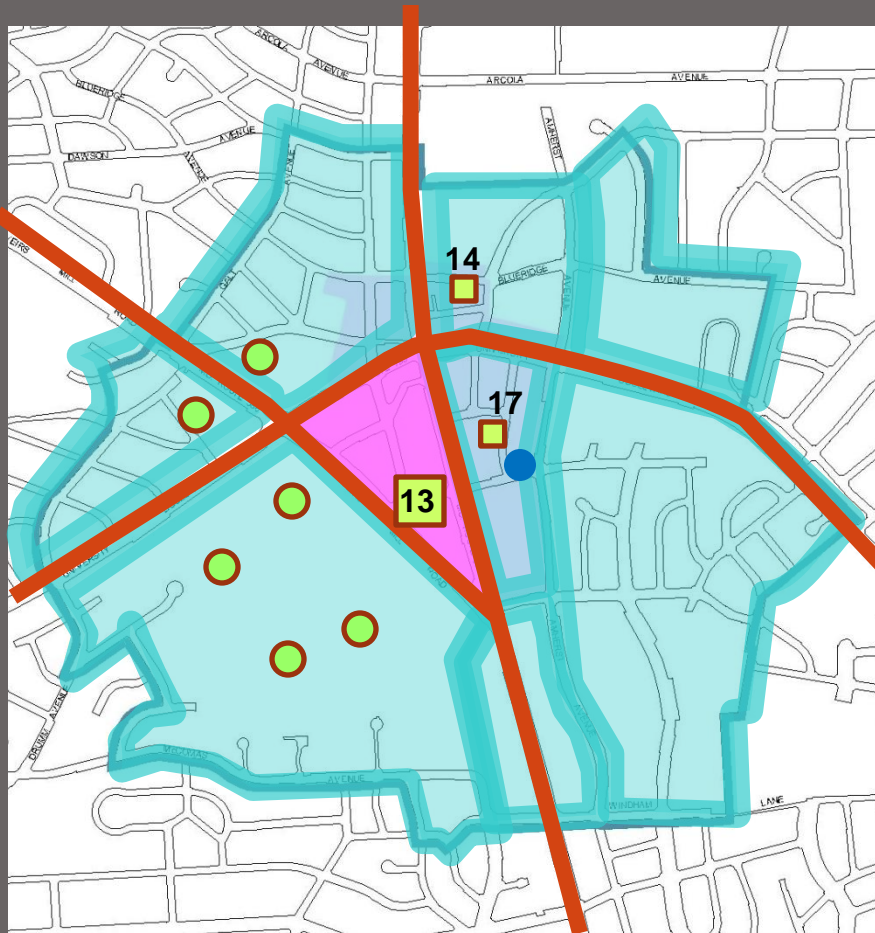
Open Space Network

evolving thoughts on Wheaton.....



Wheaton Public Realm

Create an **open space system**



most prominent open space and civic focal point on parking lot **13**

Neighborhood green on parking lot **14**

Urban square on parking lot **17**

Refurbish or relocate park and Veteran's Memorial ●

Other public use space associated with new development ●

Existing Residential Communities

Blue Ridge Square Square

Price Square

Core/Westfield Mall

NEIGHBORHOODS





NEIGHBORHOODS

Price Square





Price Square





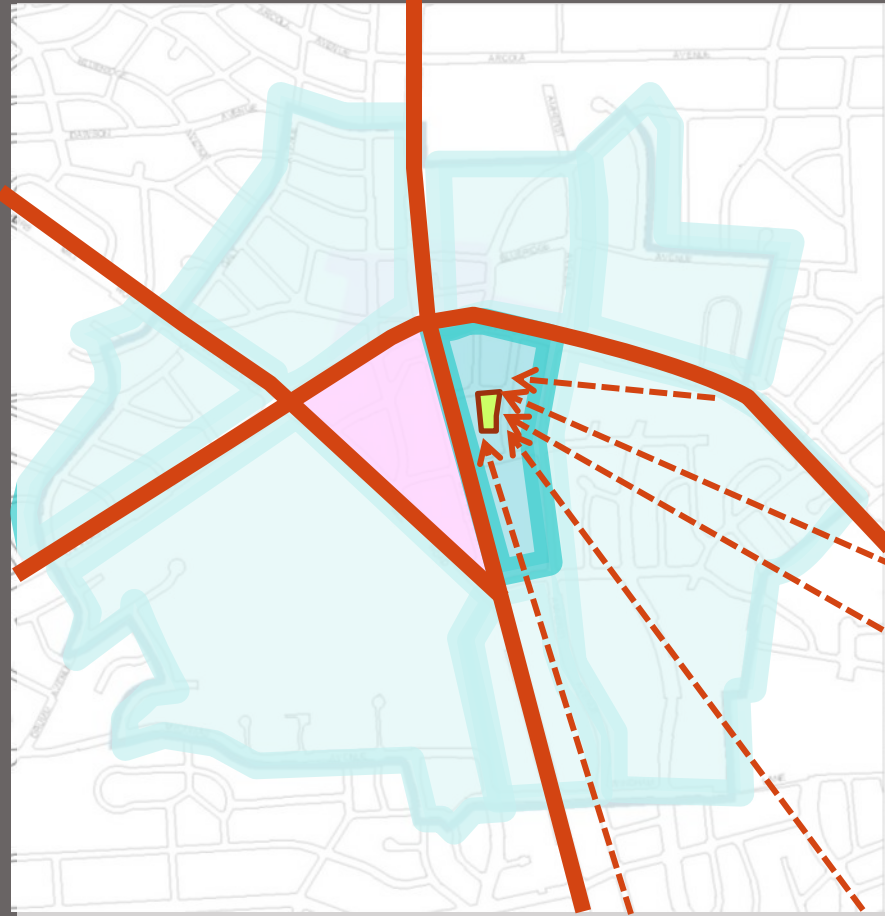
Price Square



Analysis

Wheaton

TODAY



- An easy walk
- No big crossings



Price Square



Today



Streets and Parking Lot Closed for Special Events

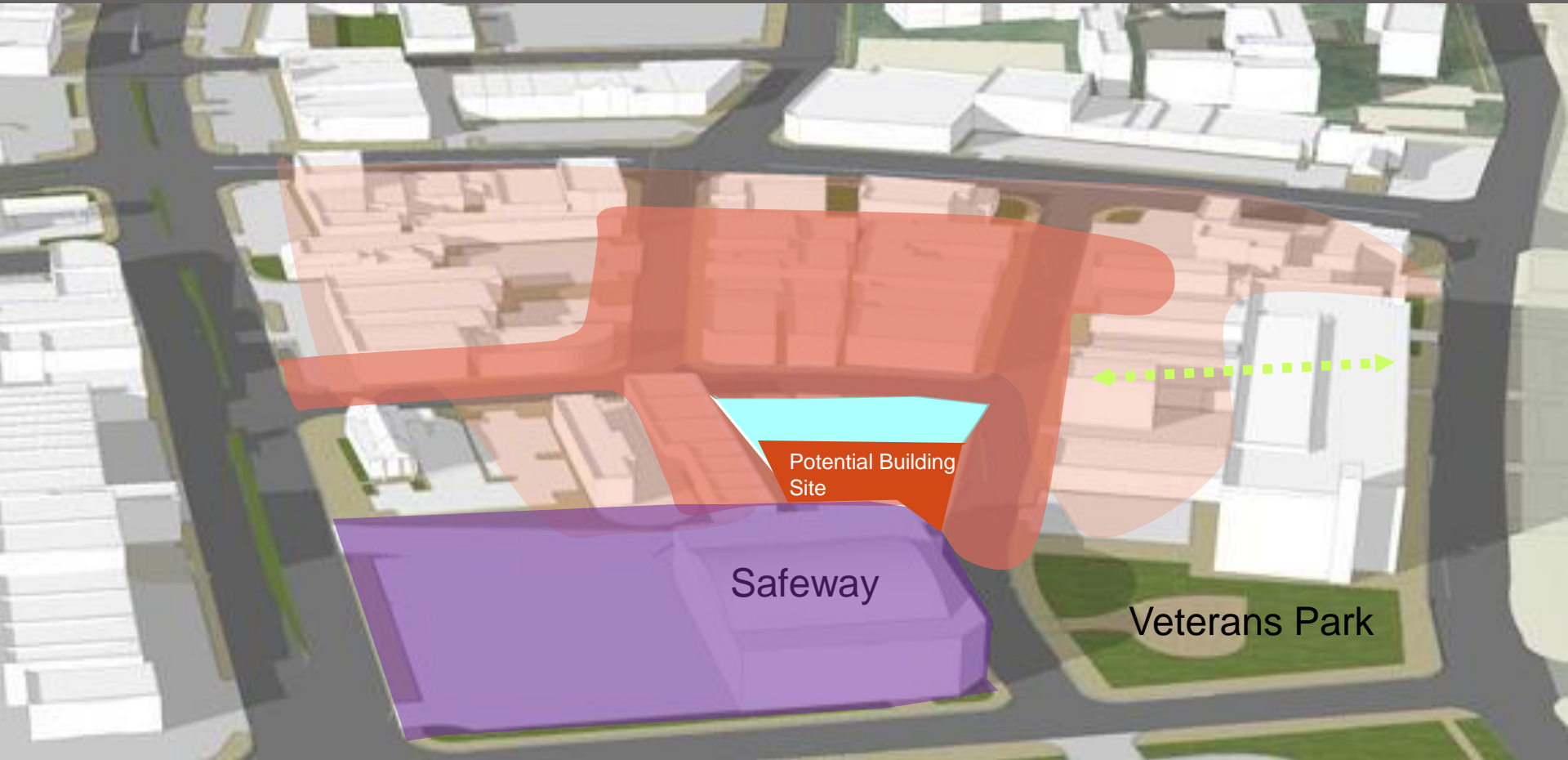


Today



Redevelop Safeway Site

Add path to connect boulevard and square

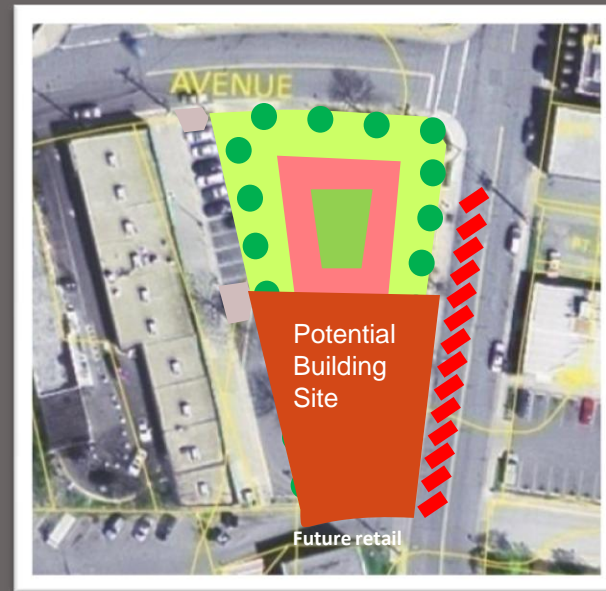


Concept





1



2

PRICE SQUARE



Price Square Neighborhood Design Concept



Pedestrian Priority Streets

Price Square

New Path

New Mixed Use

Plaza

Promenade

Verterans Park

Residential



Metro Station
Entrance



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cmj_27_59@hotmail.com



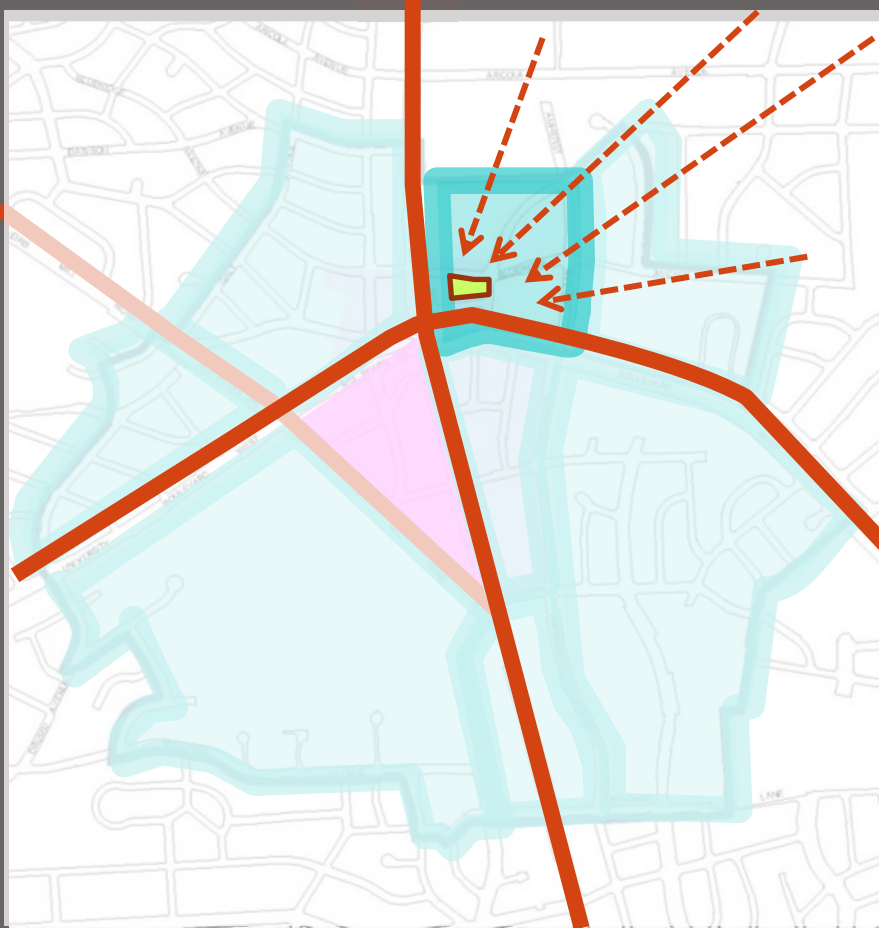
Blue Ridge Square





Vision

Wheaton TODAY



an easy walk

no big crossings





Vision

Wheaton

Blue Ridge Square



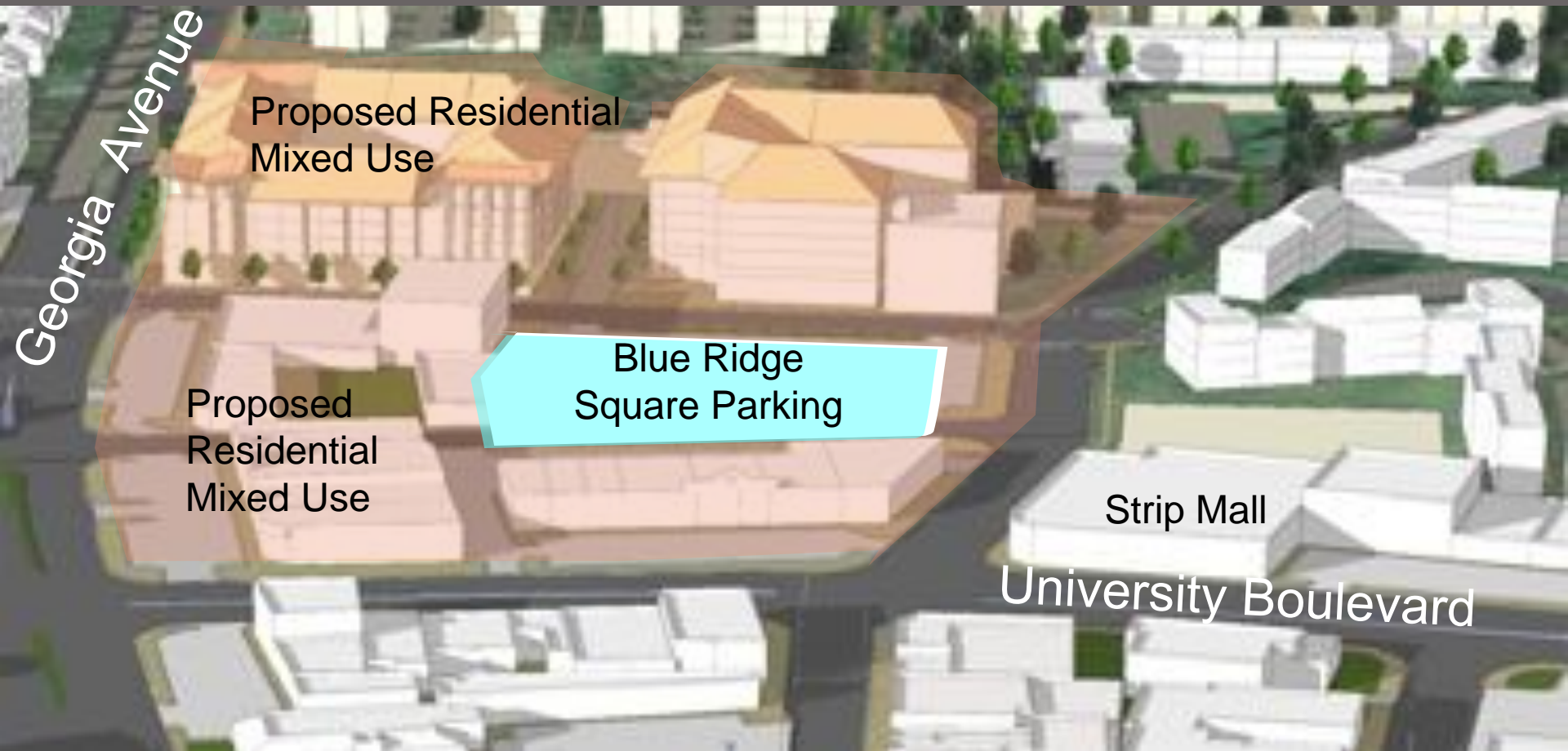
Location of Blue Ridge Square



Today



The Beginning of a District



Today

Redevelop Private Property

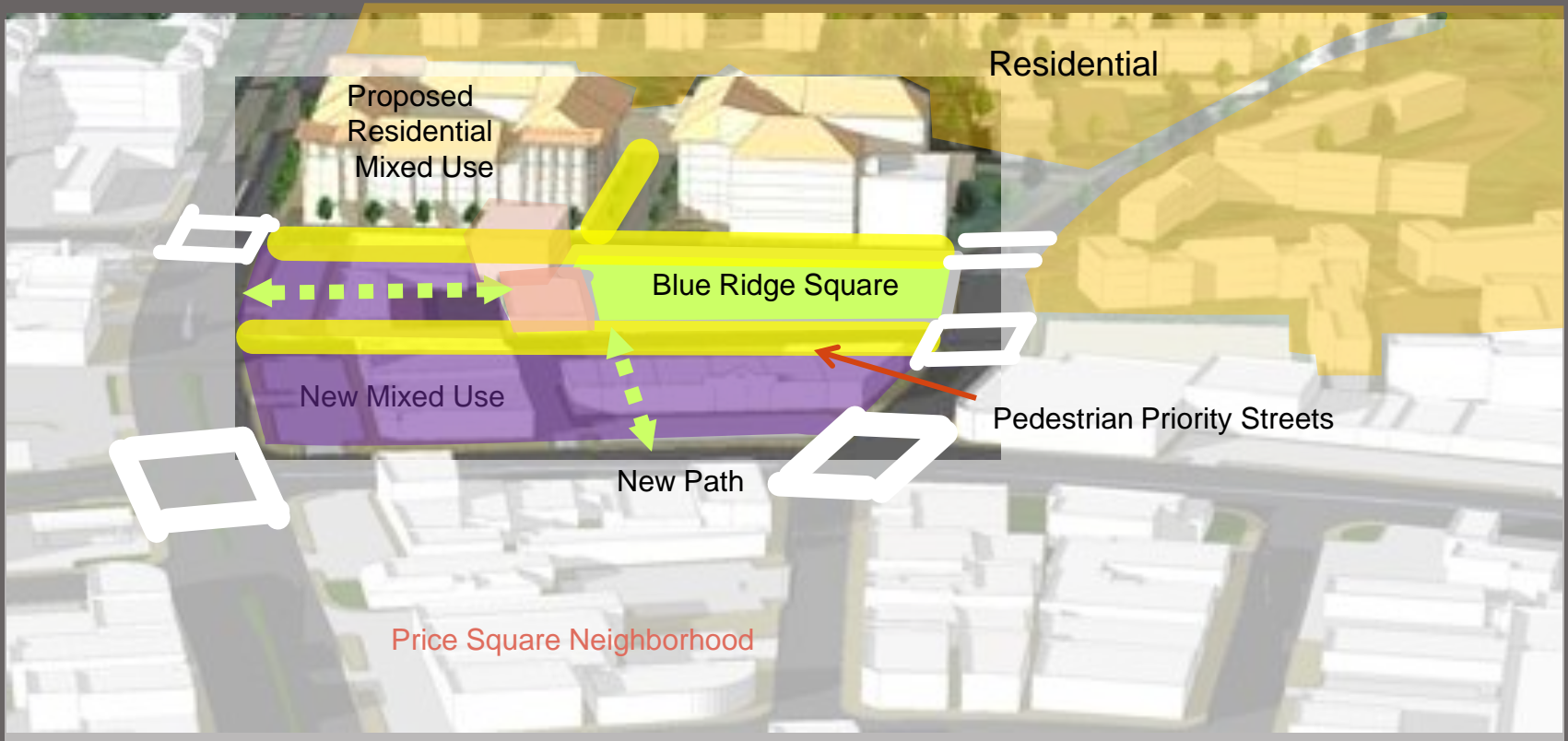
Georgia Avenue



Concept



Blue Ridge Square Neighborhood Design Concept



Concept







Civic Square

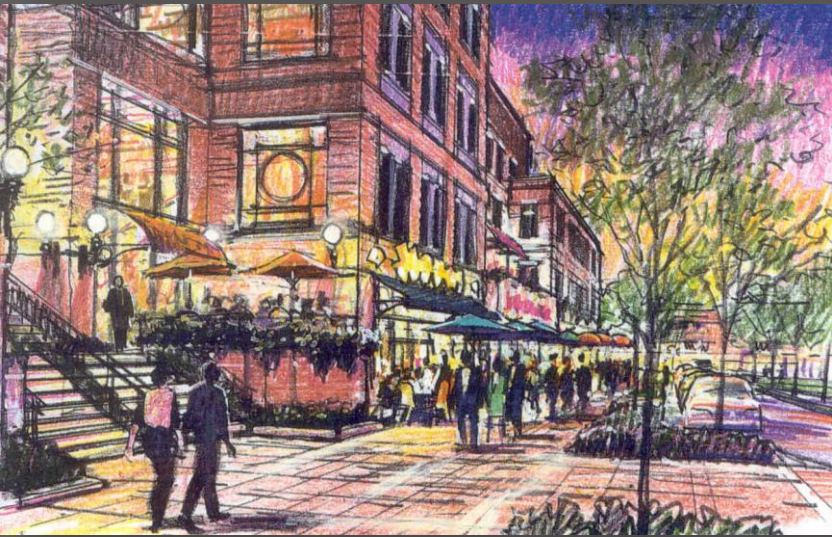
evolving thoughts on Wheaton.....







WALGREEN
Pharmacy
Hours: Mon-Fri 9am-6pm
Sat 9am-5pm
Sun 10am-5pm





ENVIRONMENT

evolving thoughts on Wheaton.....





Wheaton Environment

Environmental improvement will be made **incrementally through redevelopment**

water quality

air quality

carbon storage

energy use reduction

urban heat island

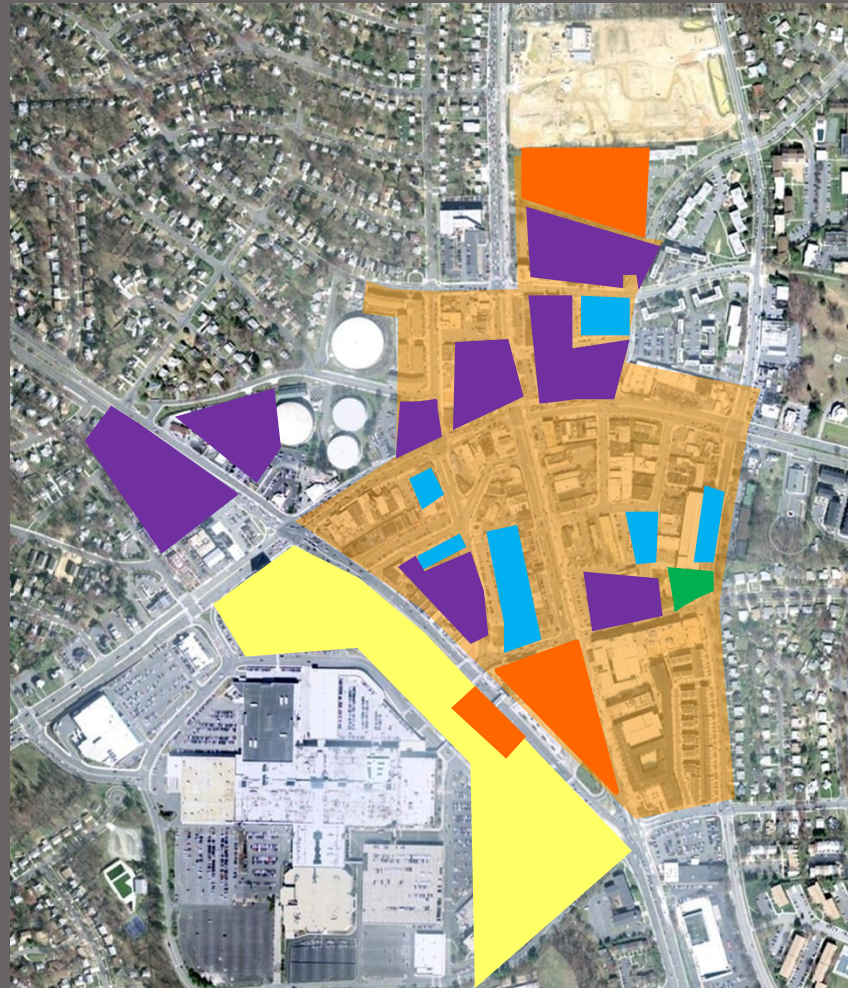


Wheaton



Wheaton

Development Opportunities



WMATA



Privately Owned Assembled Properties



County Owned Properties



M-NCPPC Property

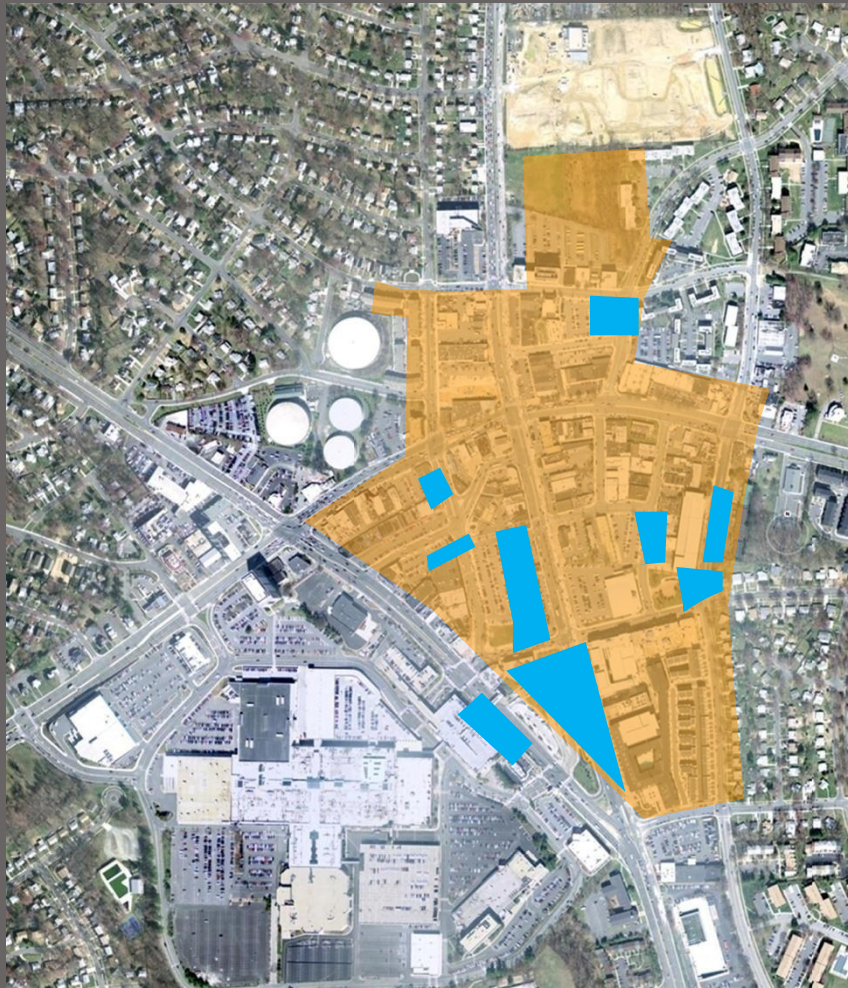


Westfield Group

Revitalization

Wheaton

Need for **public intervention** to spur greater commercial revitalization



 County's Request for
Qualification Properties
(11+ acres)

Revitalization

Wheaton

Development Activity



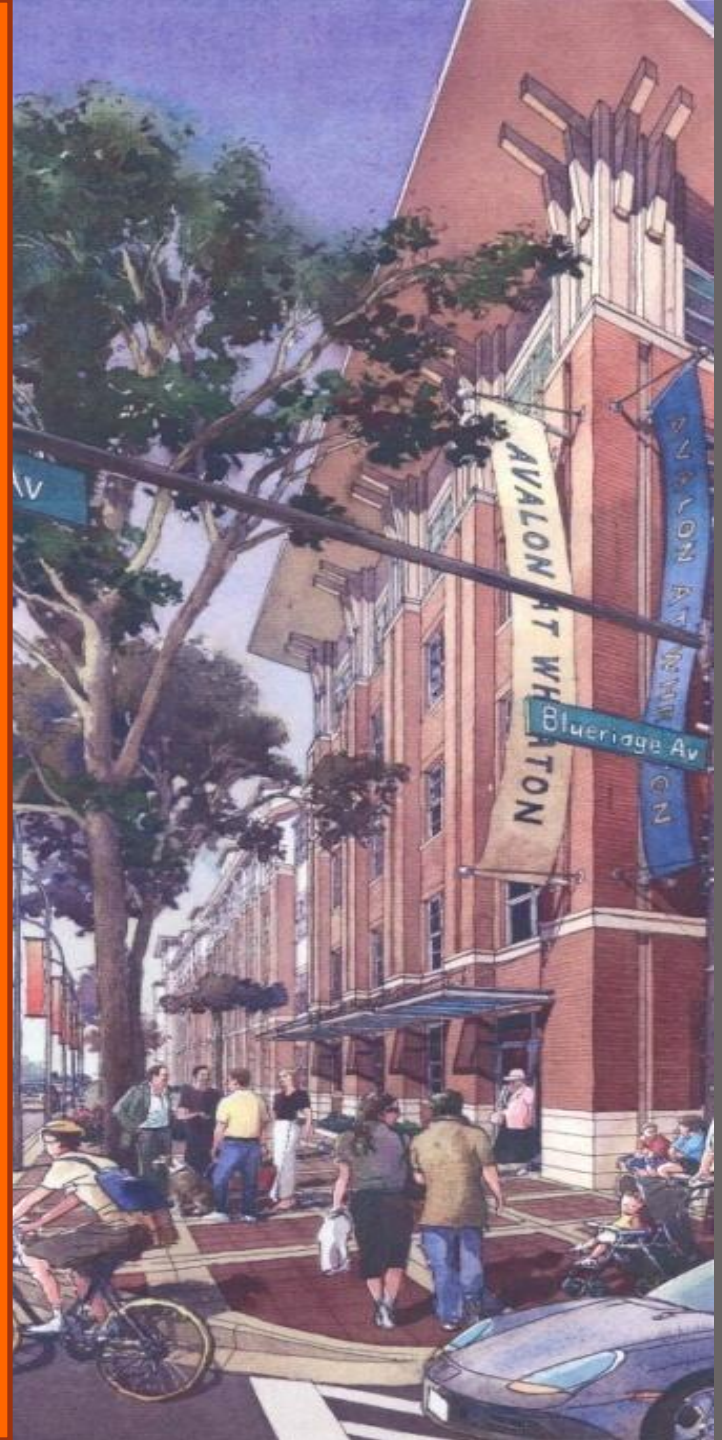
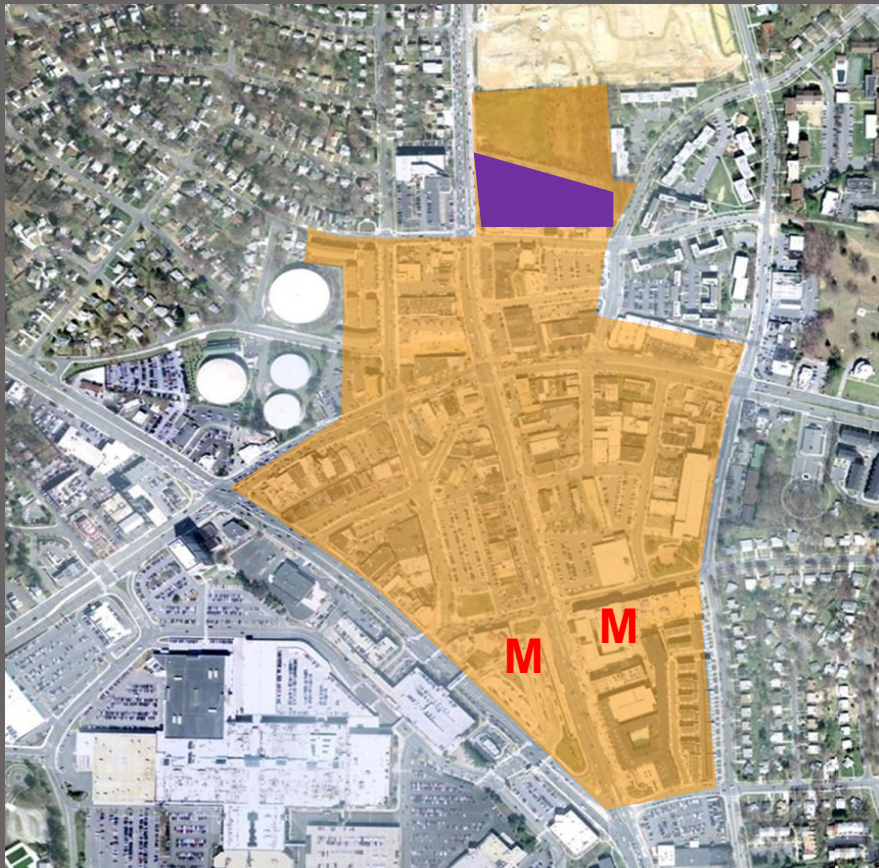
- 1.** Avalon Bay
320 residential units
 - 2.** Safeway Site
57,000 sf Safeway
500 residential units
 - 3.** First Baptist Church
of Wheaton
225 residential units
 - 4.** Triangle Park
Shopping Center
- M** Metro



Wheaton

 Avalon Bay

 Metro





Wheaton



Avalon Bay

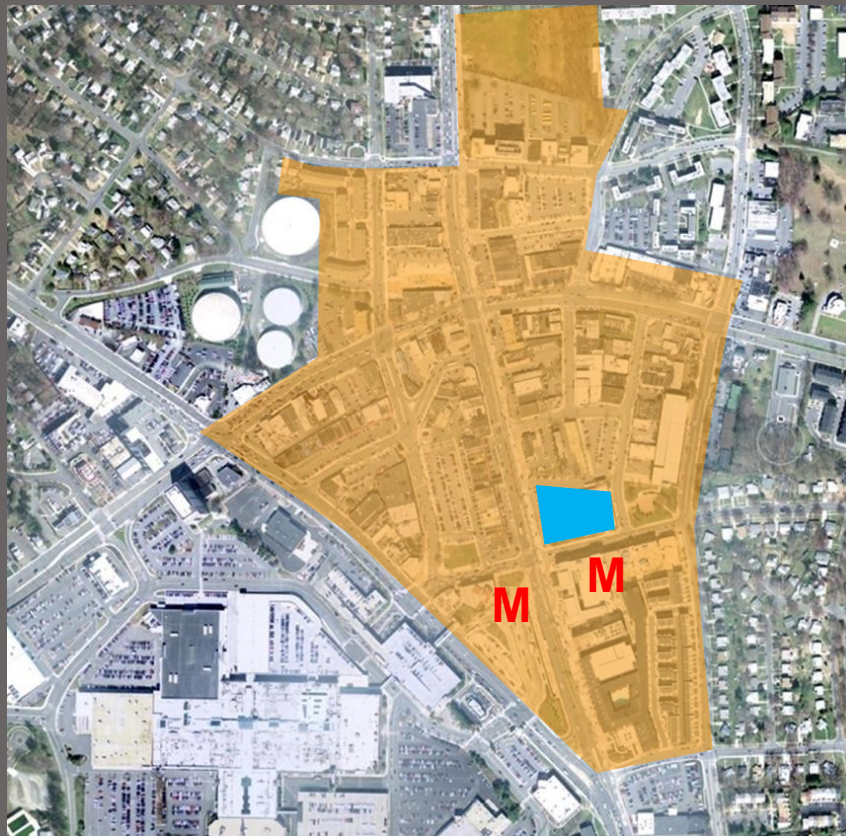
320 Residential Units



Wheaton

 Safeway Site

 Metro



57,000 SF Safeway Grocery Store
500 Residential Units



Wheaton

Development Opportunities

