

Wheaton Sector Plan



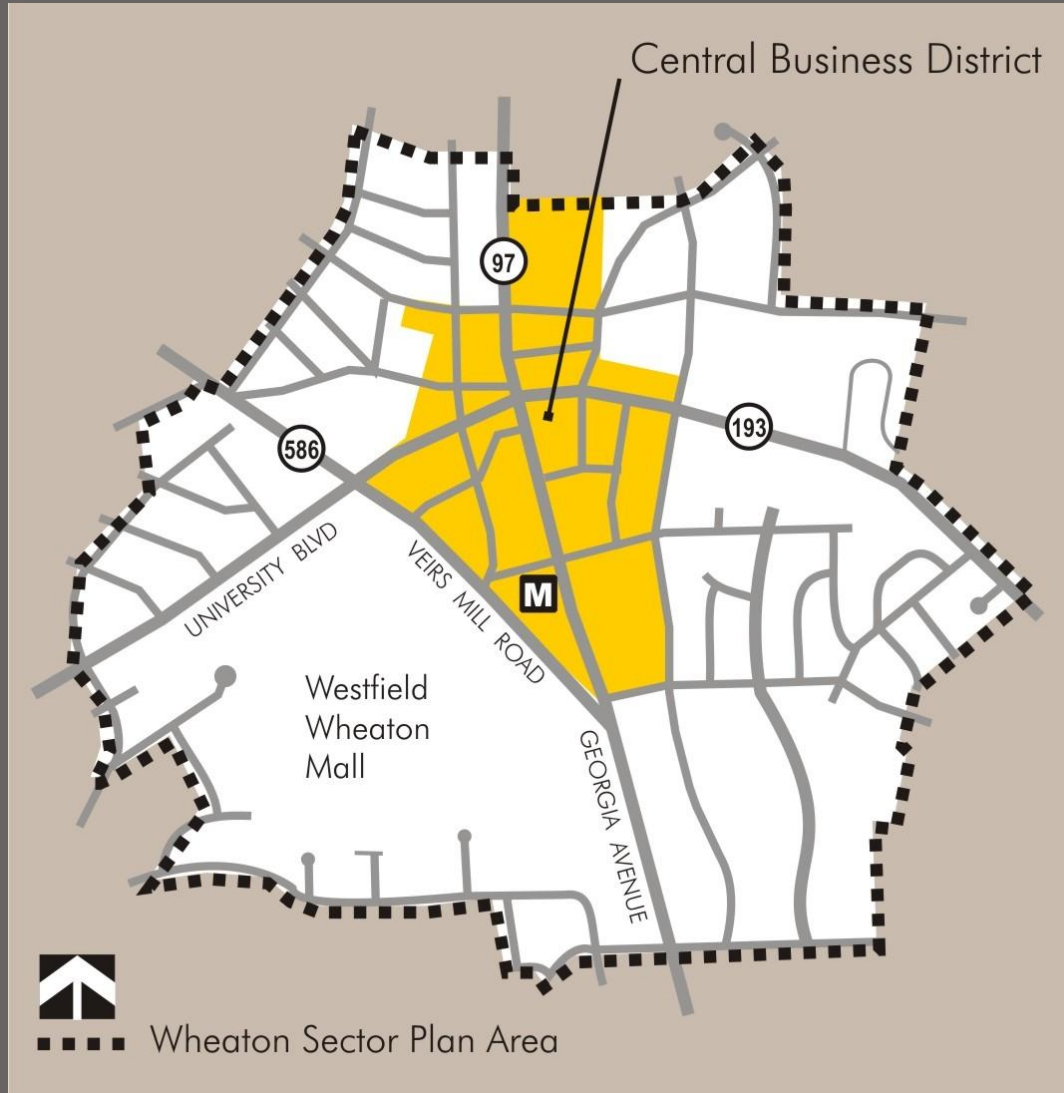
Status Report

Presented to property owners, the Wheaton Redevelopment Advisory Committee, and the Wheaton Urban District Advisory Committee in February 2010

February 2010



Wheaton





FRAMEWORK



1952



Wheaton

Today

A group of people are seated at a long table in a meeting room. In the foreground, a woman with short brown hair and glasses, wearing a red shirt, is looking towards the right. Next to her, a woman with short grey hair and glasses, wearing a light-colored patterned shirt, is also looking right with her hands clasped near her face. Behind them, a man in a light green shirt and dark tie is looking down. To the right, a man in a white shirt and a man in a red jacket are visible. A laptop is open on the table. The background features a red bulletin board with various items pinned to it, including a snowman cutout. The word "Wheaton" is overlaid in large white text at the top left.

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

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

LICUADO
• BANANA
• MELON
• FRESA

SMOOTHIE
• MANGO
• STRAWBERRY
• BANANA
• HONEY DEW

PANADERIA LEMBAS
→
ESPECIALIZADO EN:
CAKES PARA: PAN CASERO CENTROAMERICANO
CASAMIENTOS TORTA DE TRES LECHES
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



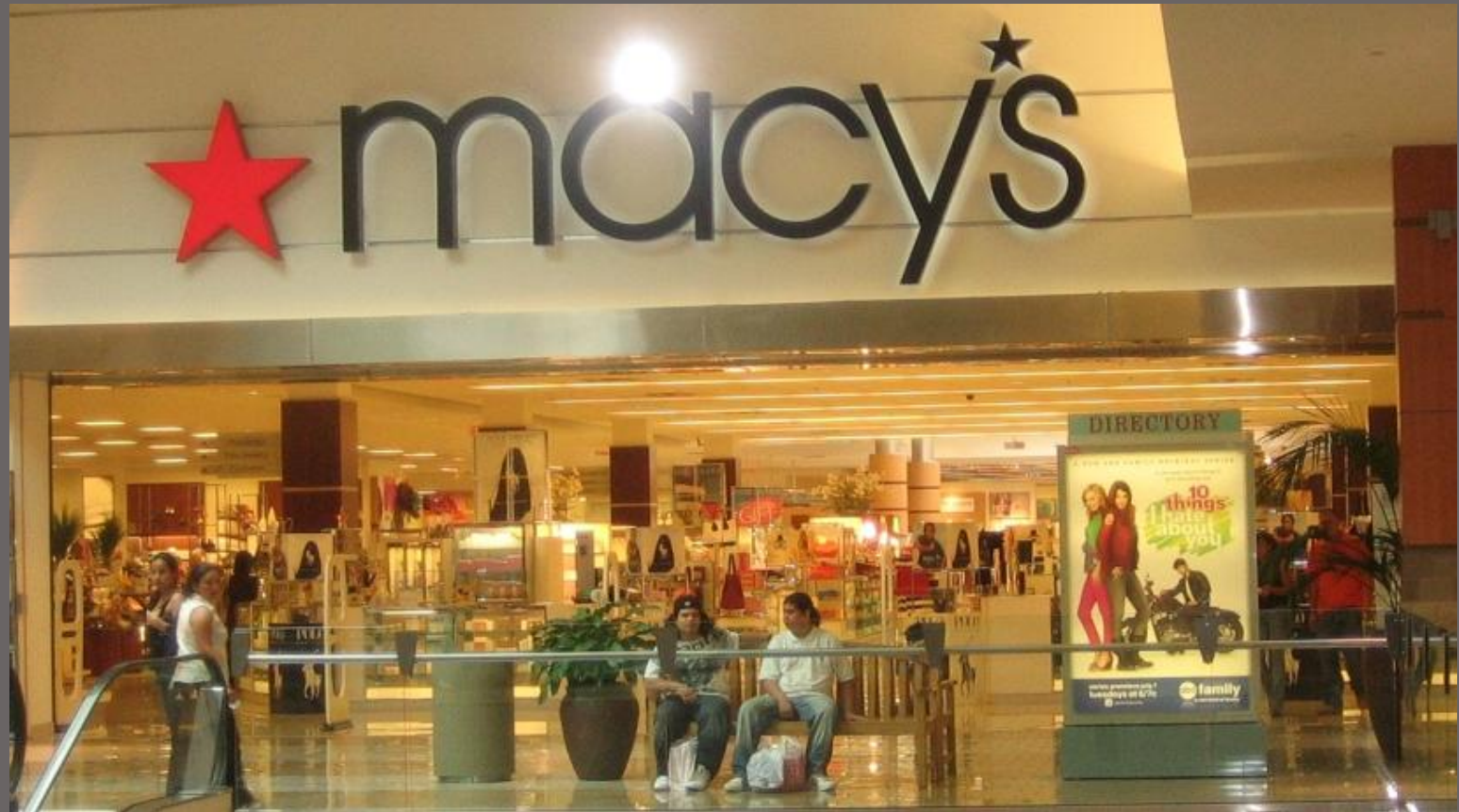
shopping mall Wheaton





Wheaton

Since the 1990 Sector Plan



Wheaton



Market & Revitalization



Analysis

Wheaton

Economy



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

Analysis

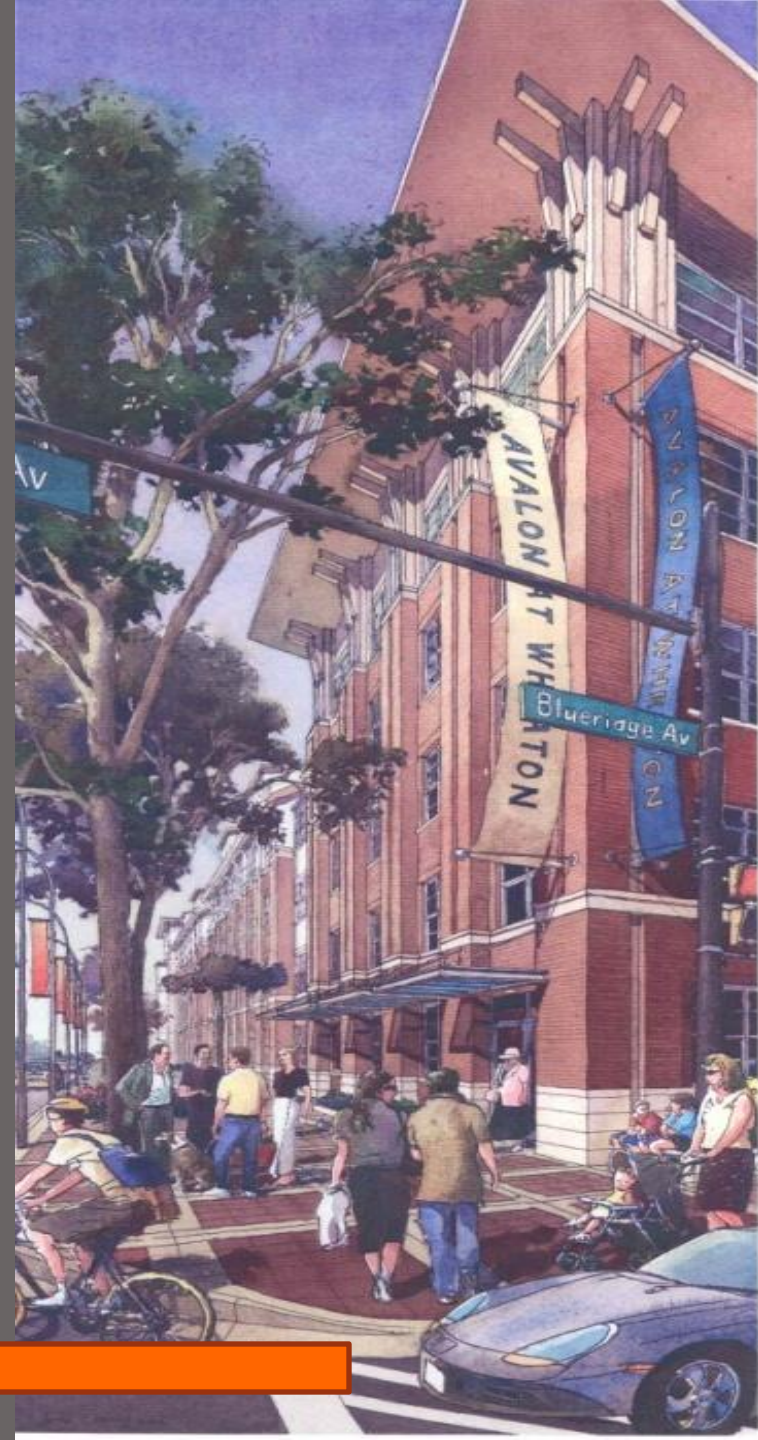
Wheaton

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



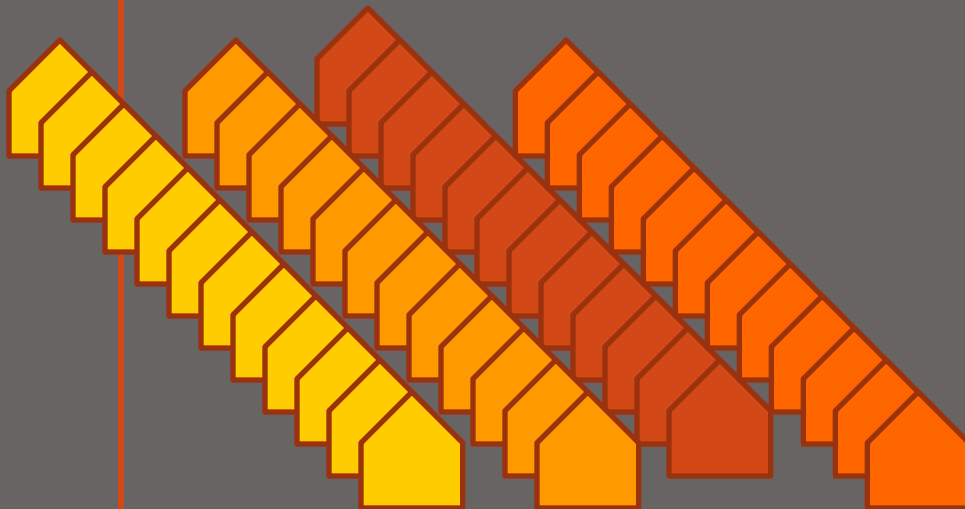
Residential



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

High-rise housing and new office development



pioneering

given current
achievable rents/pricing

Office



Analysis

Wheaton

Economy



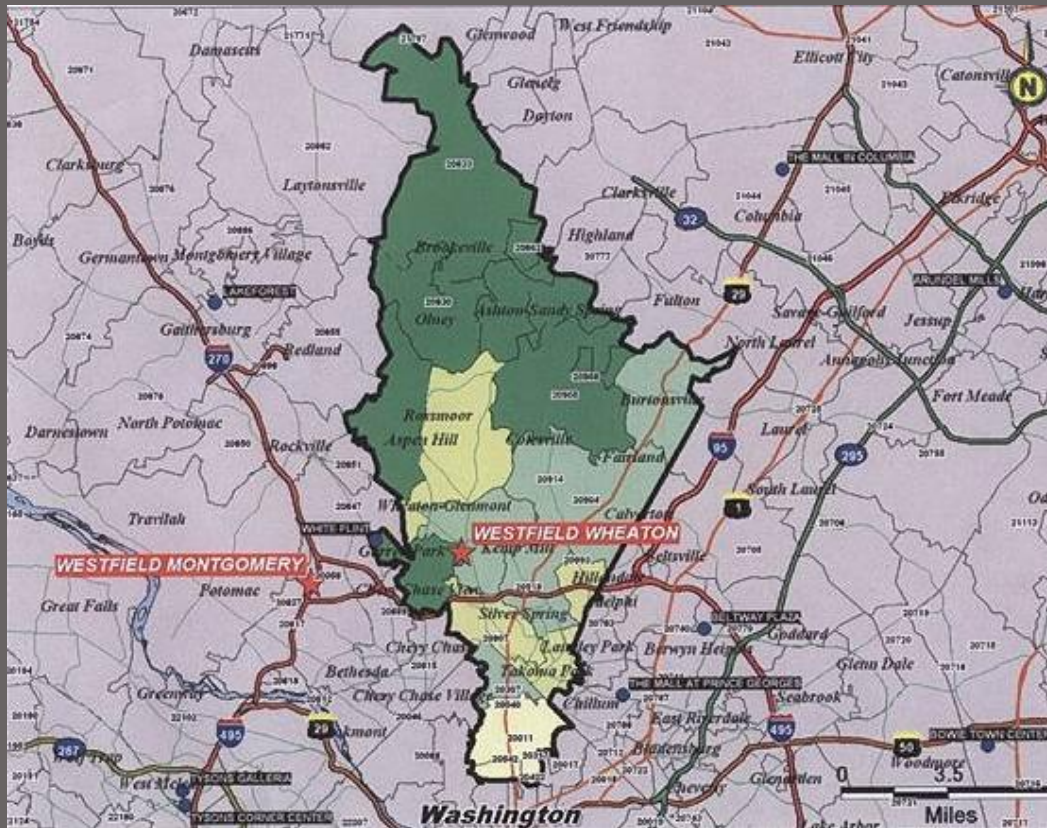
Retail is Wheaton's economic engine
employing **over 3,000 workers**

clothing + food + service retail

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



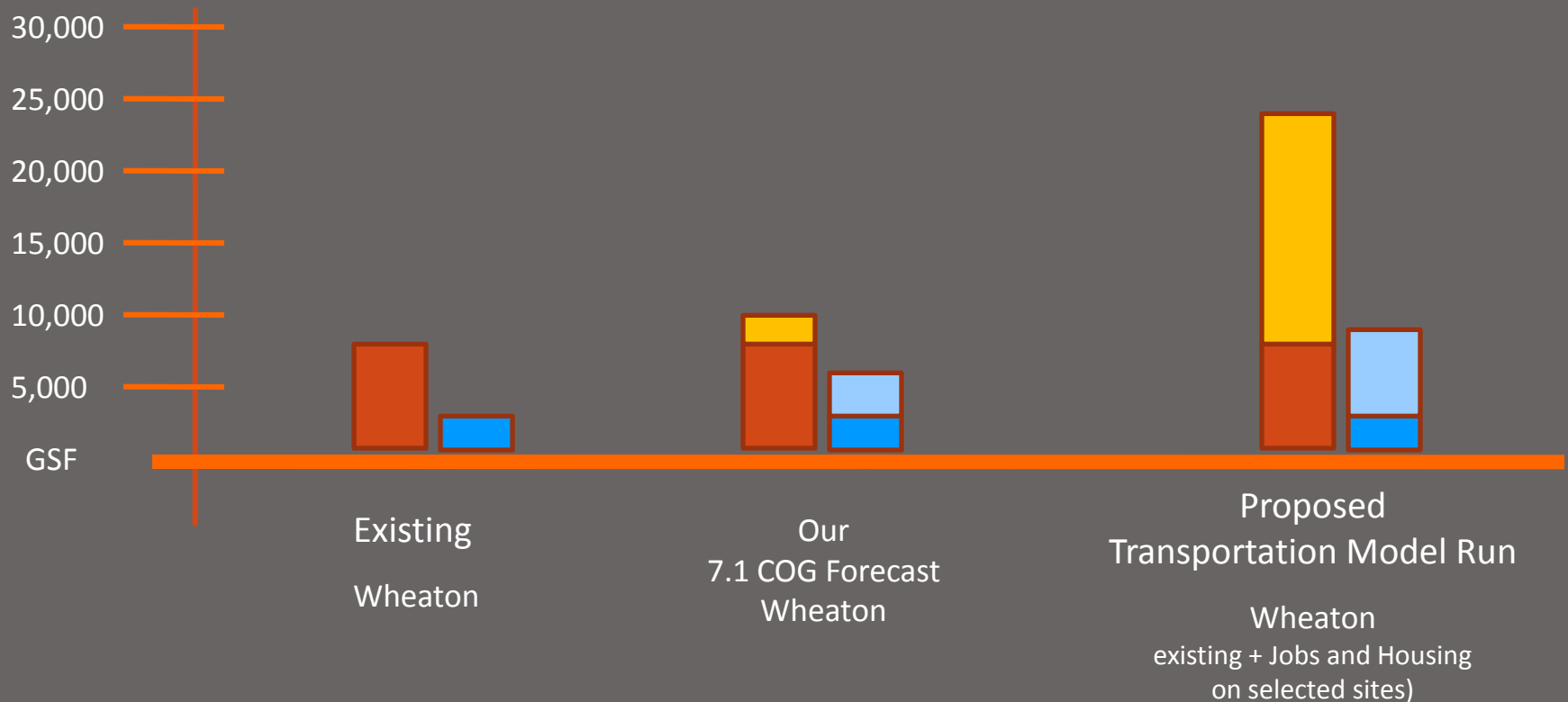


Analysis

Wheaton

Development Envelope...looking for just right

Existing Jobs Potential Jobs Existing Housing Potential Housing

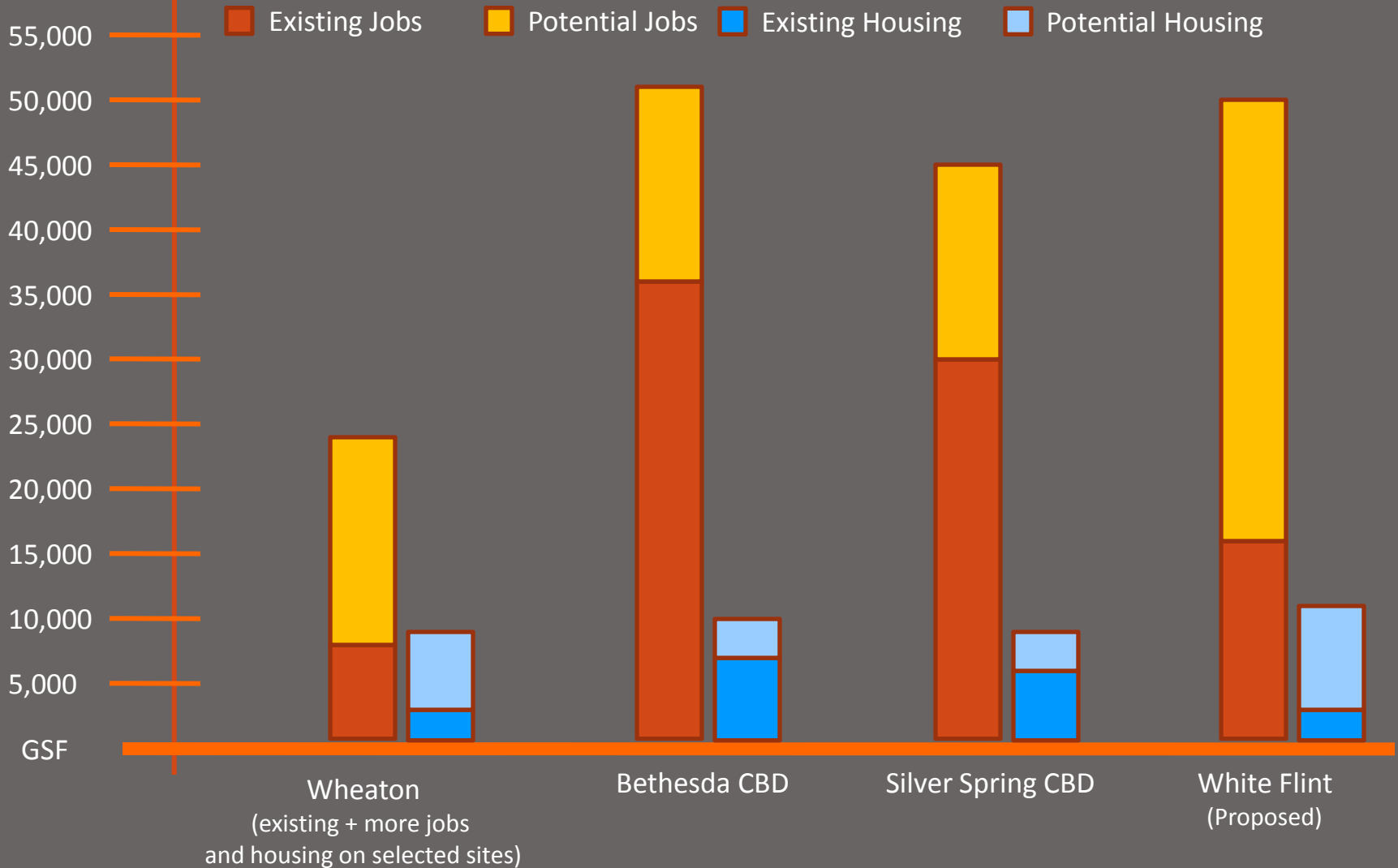




Wheaton

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 |

An aerial photograph of a multi-lane urban intersection. The road has several lanes in each direction, separated by a central median. Traffic is visible, including a white SUV in the left lane, a blue sedan in the right lane, and a white van in the right lane. Orange traffic cones are placed along the right side of the road, indicating a construction or maintenance area. A white pickup truck is also visible in the right lane. The surrounding area includes buildings, trees, and utility poles. The sky is clear and blue.

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



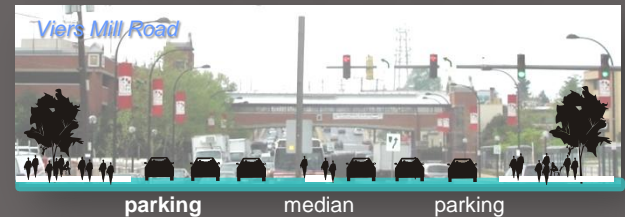
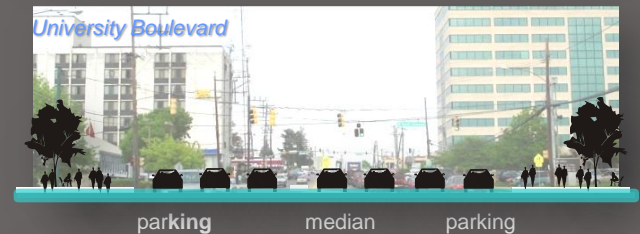
Connectivity

Activity

Walkability

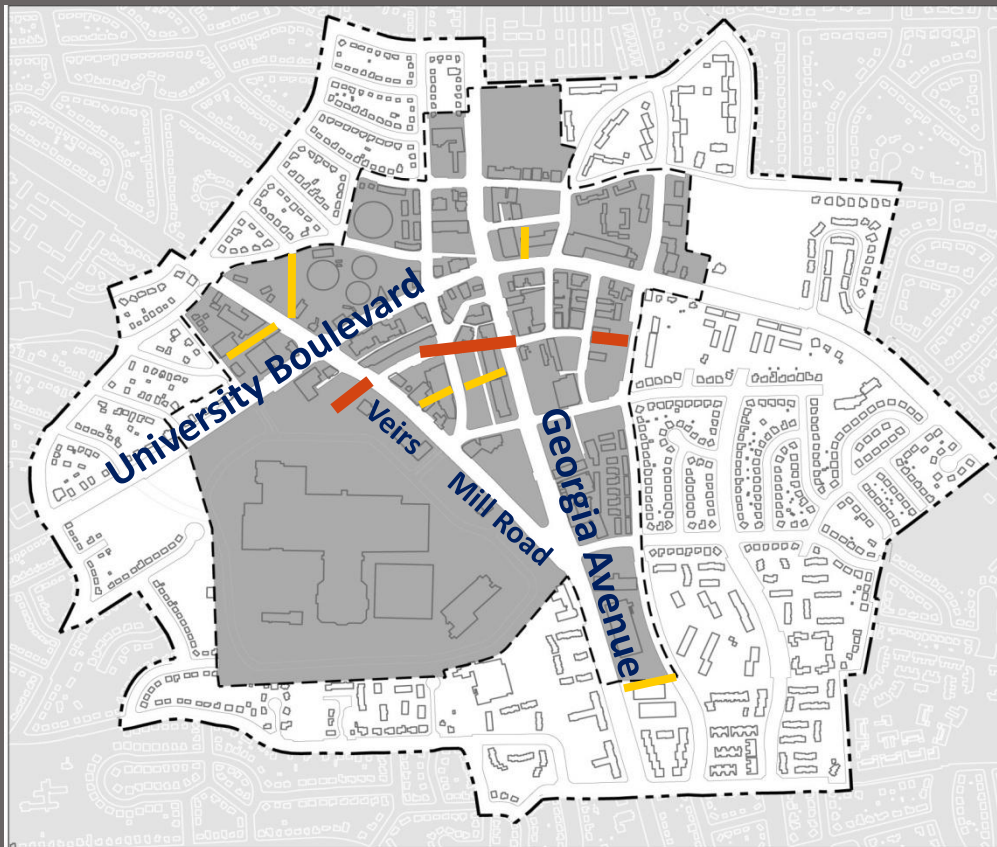
Wheaton Public Realm

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



Wheaton Connectivity

Complete the street network to
improve connectivity —

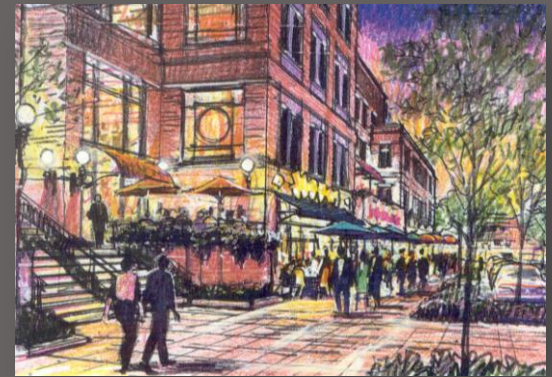
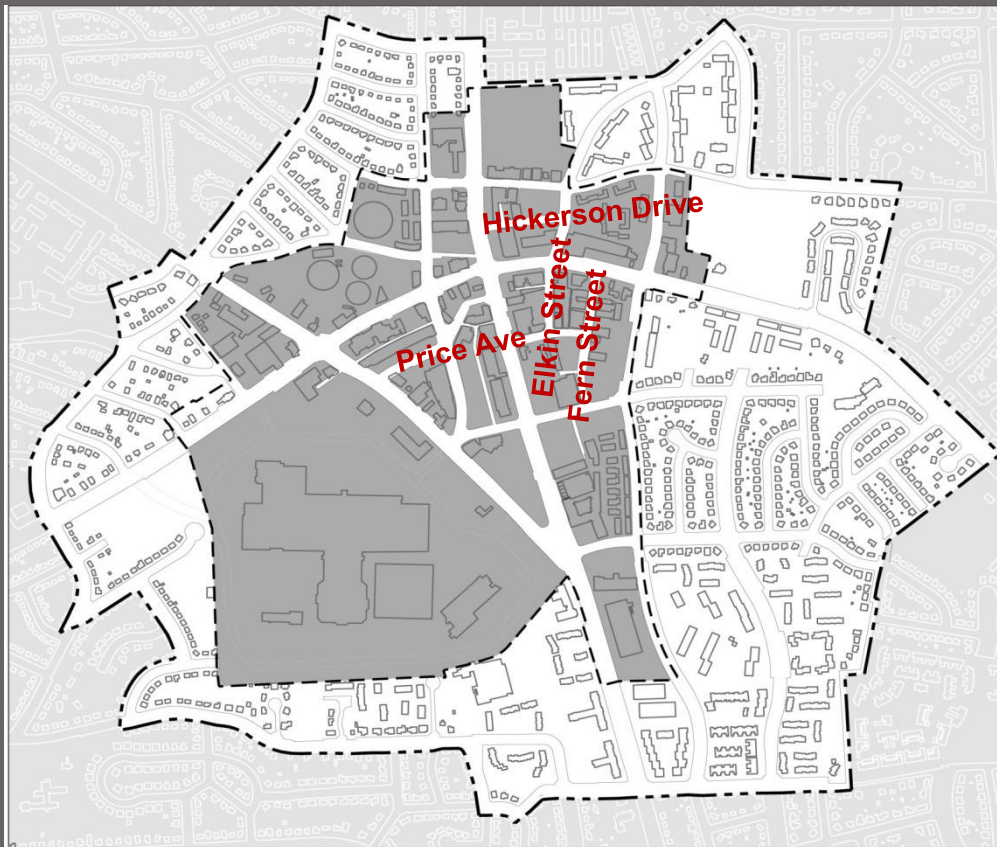


Provide through-block
pedestrian
connections —

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





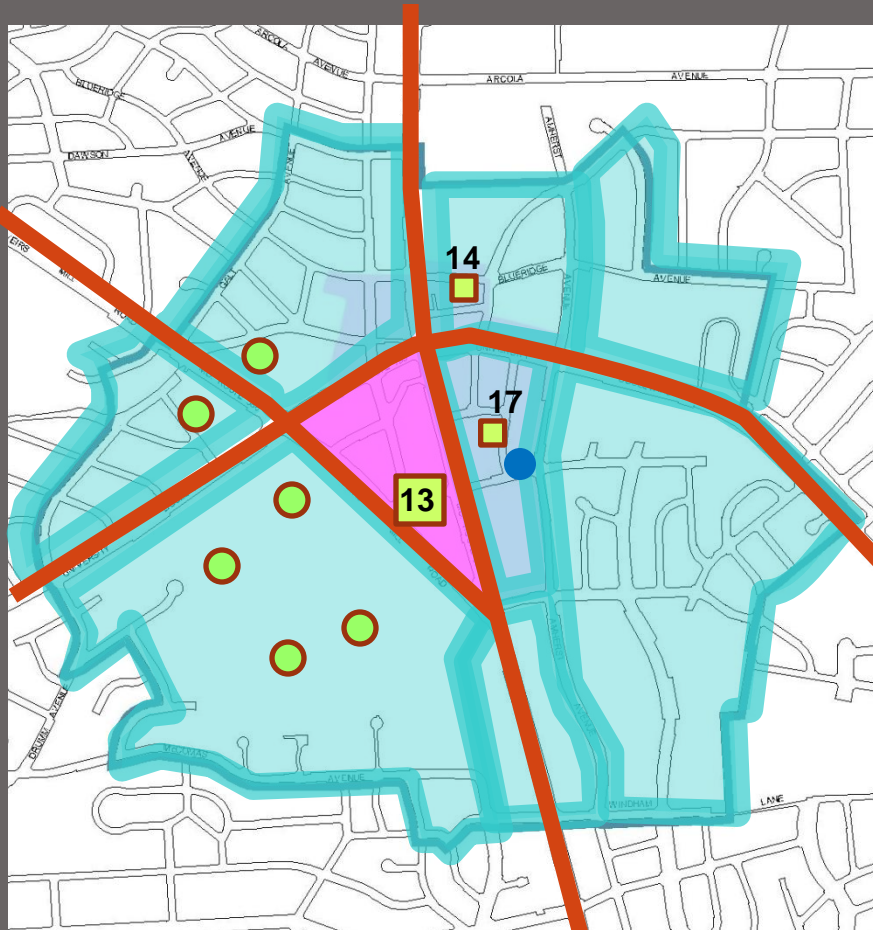
Open Space Network

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 ●



NEIGHBORHOODS



NEIGHBORHOODS

Price Square





Price Square





Price Square



Analysis

Wheaton

TODAY



- An easy walk
- No big crossings

Price Square



Today



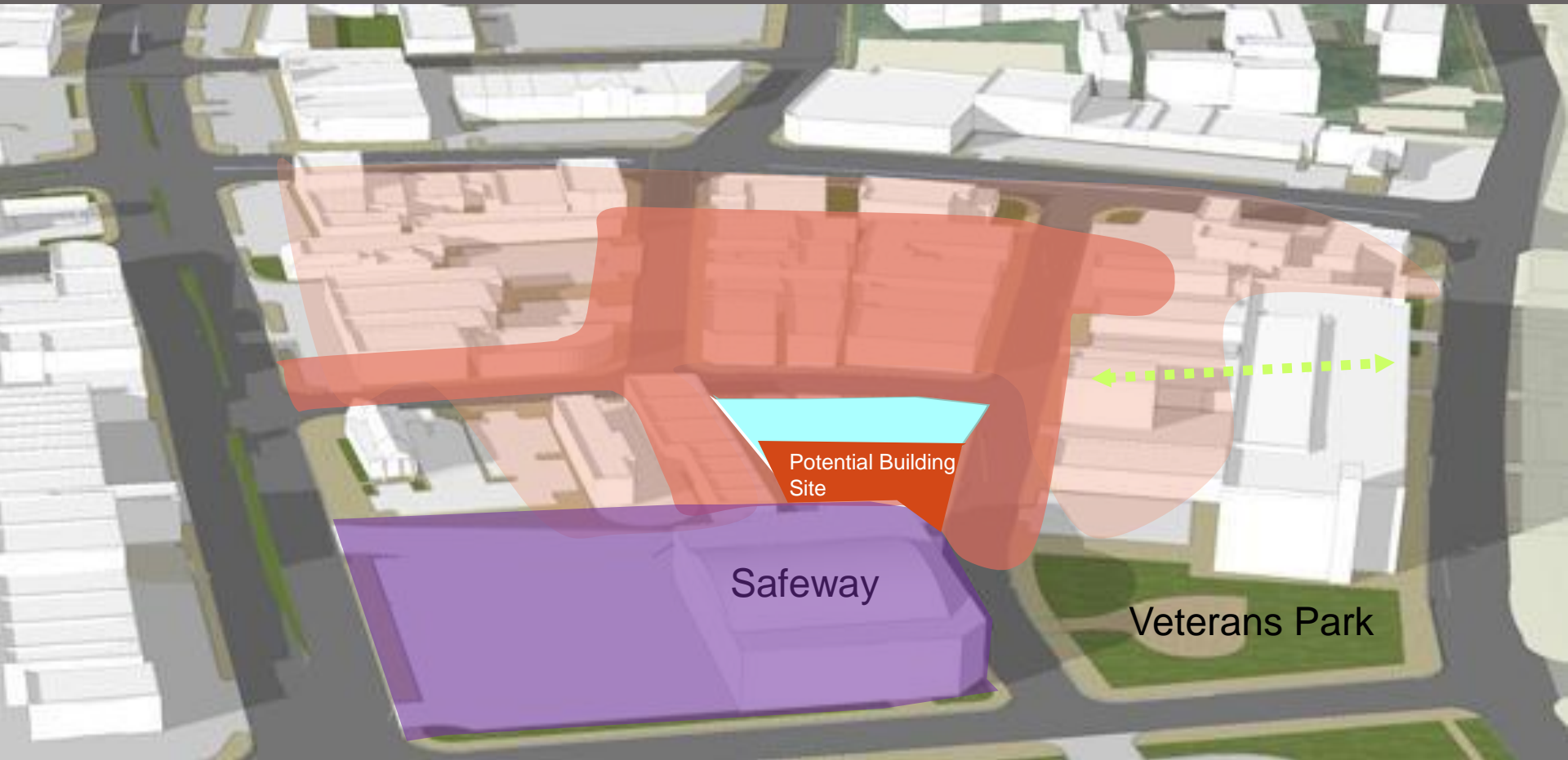
Streets and Parking Lot Closed for Special Events



Today

Redevelop Safeway Site

Add path to connect boulevard and square

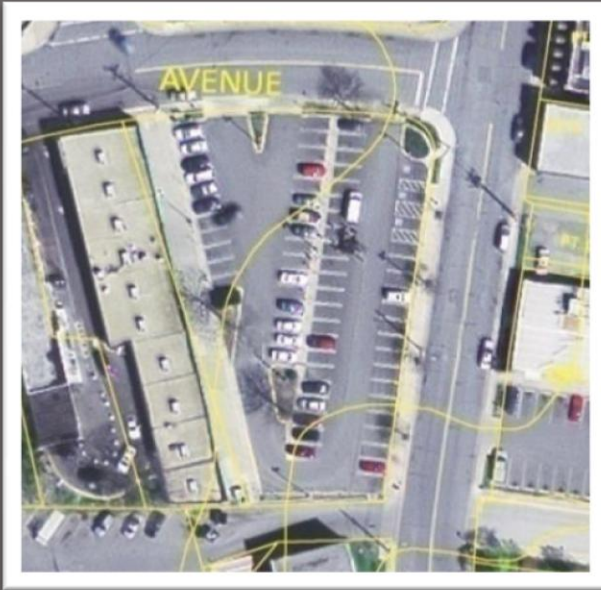


Concept

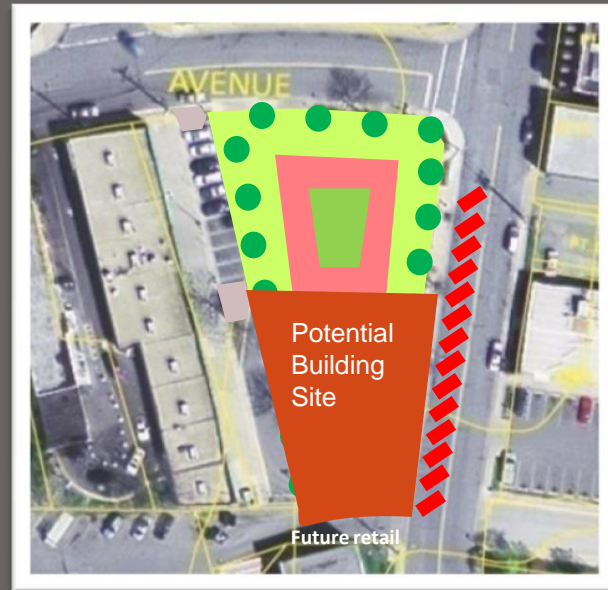


Price Square Neighborhood Design Concept





1



2

PRICE SQUARE

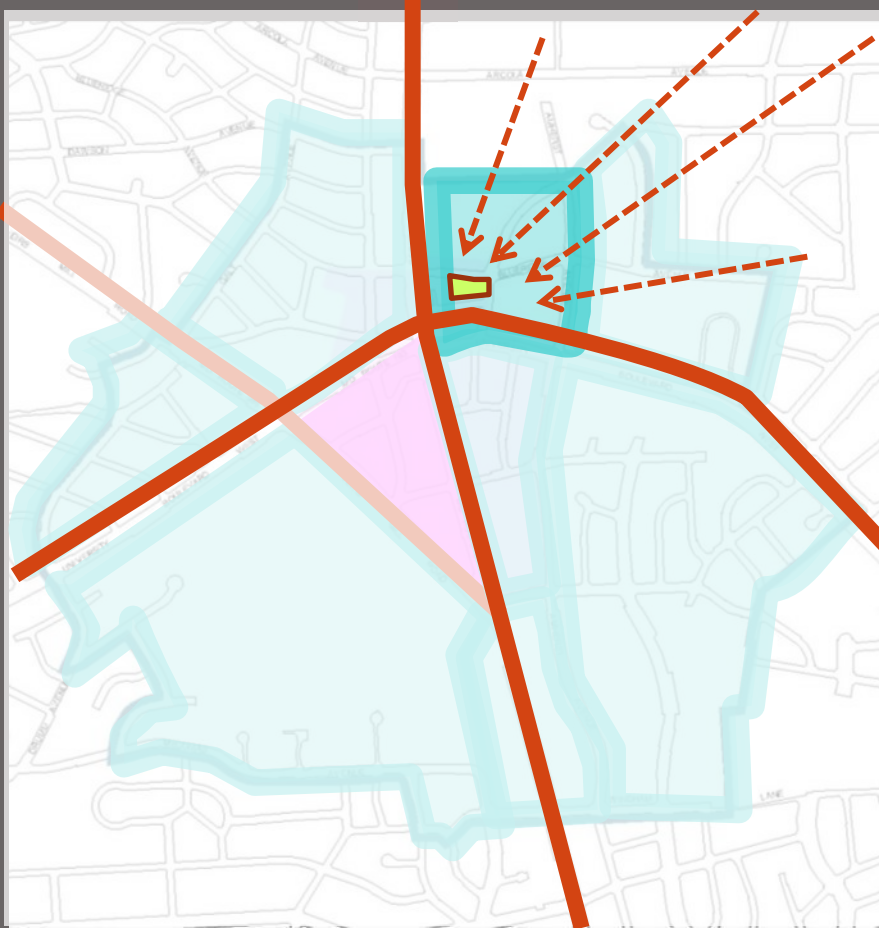




Blue Ridge Square



Wheaton TODAY



an easy walk

no big crossings

Vision

Wheaton

Blue Ridge Square



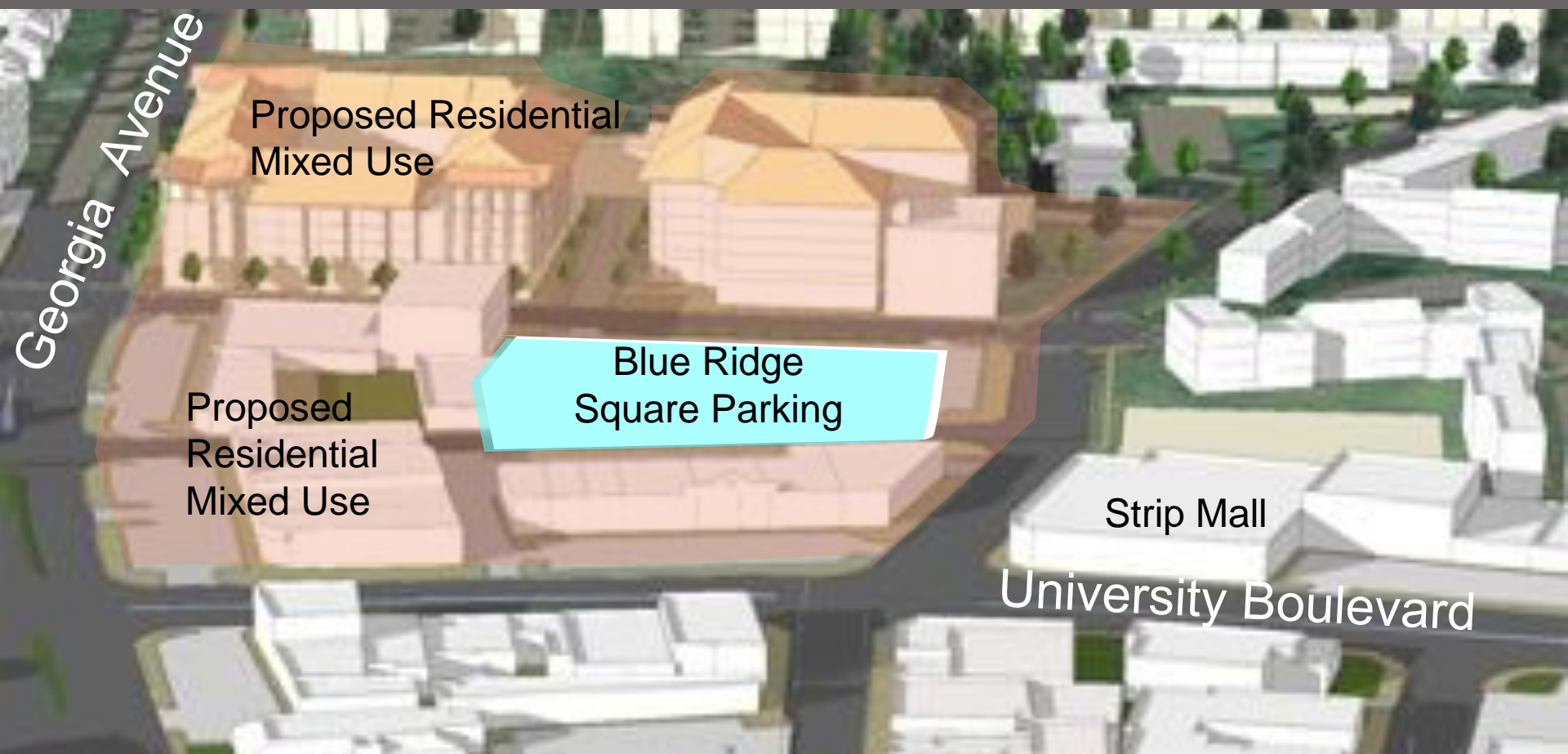
Location of Blue Ridge Square



Today



The Beginning of a District

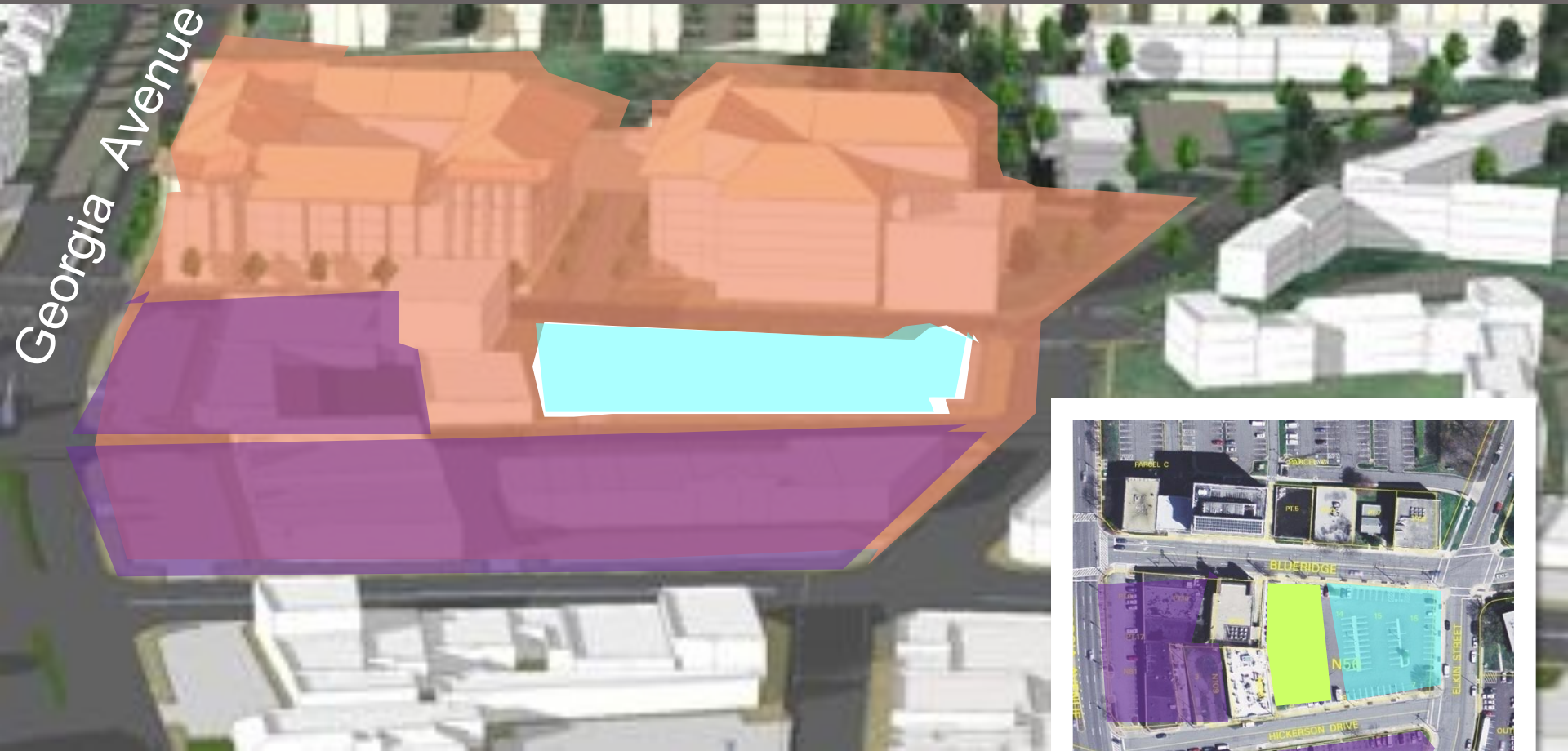


Today



Redevelop Private Property

Georgia Avenue



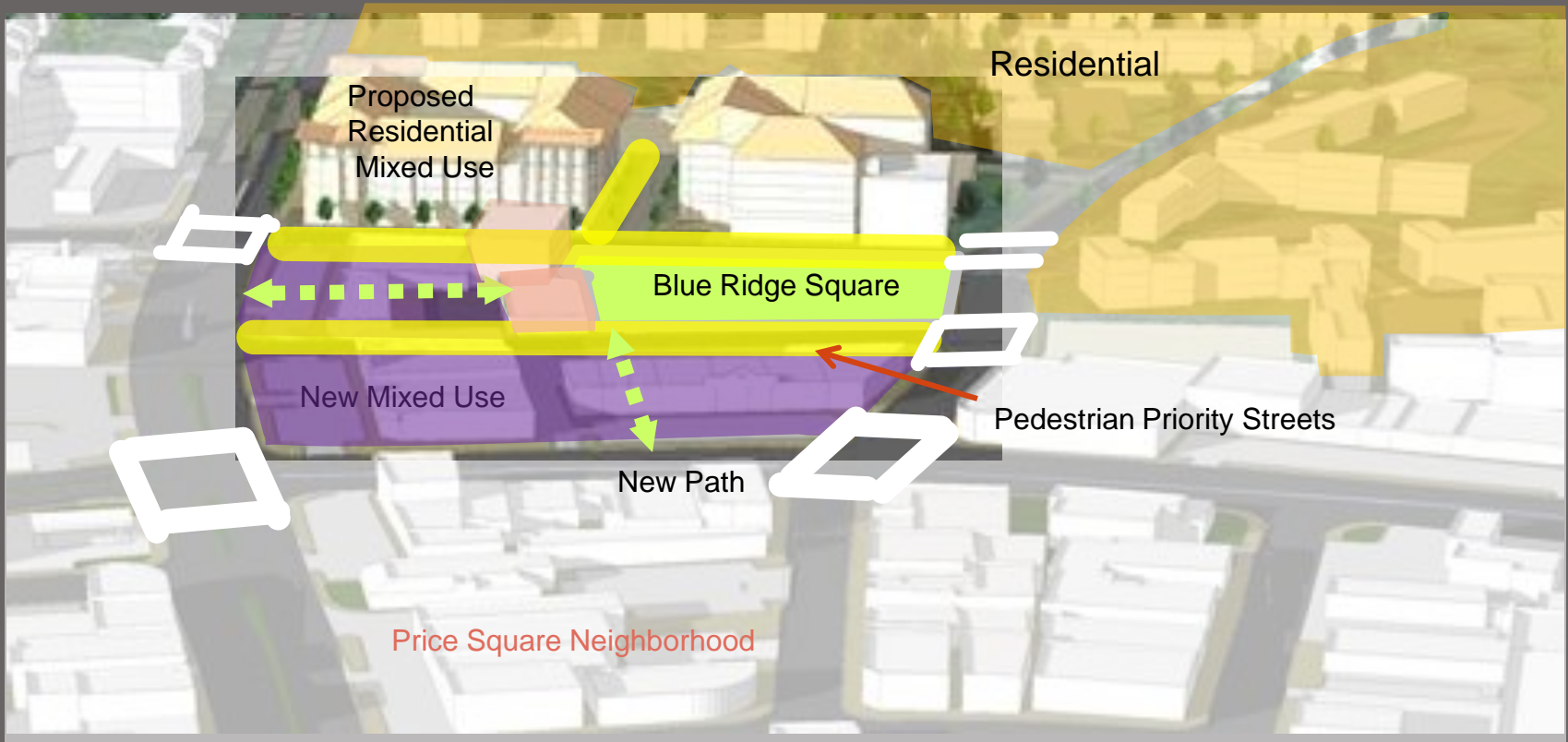
Concept

Georgia Avenue



Concept

Blue Ridge Square Neighborhood Design Concept



Concept





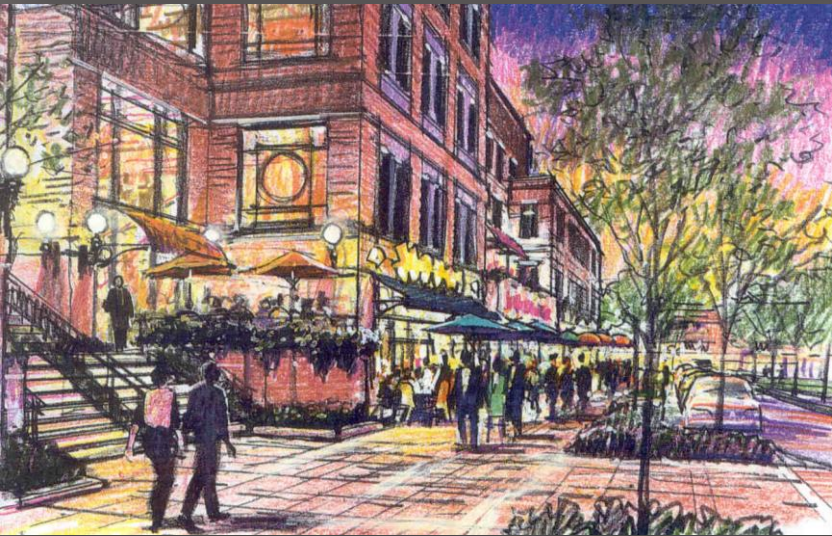


Civic Square

evolving thoughts on Wheaton.....









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

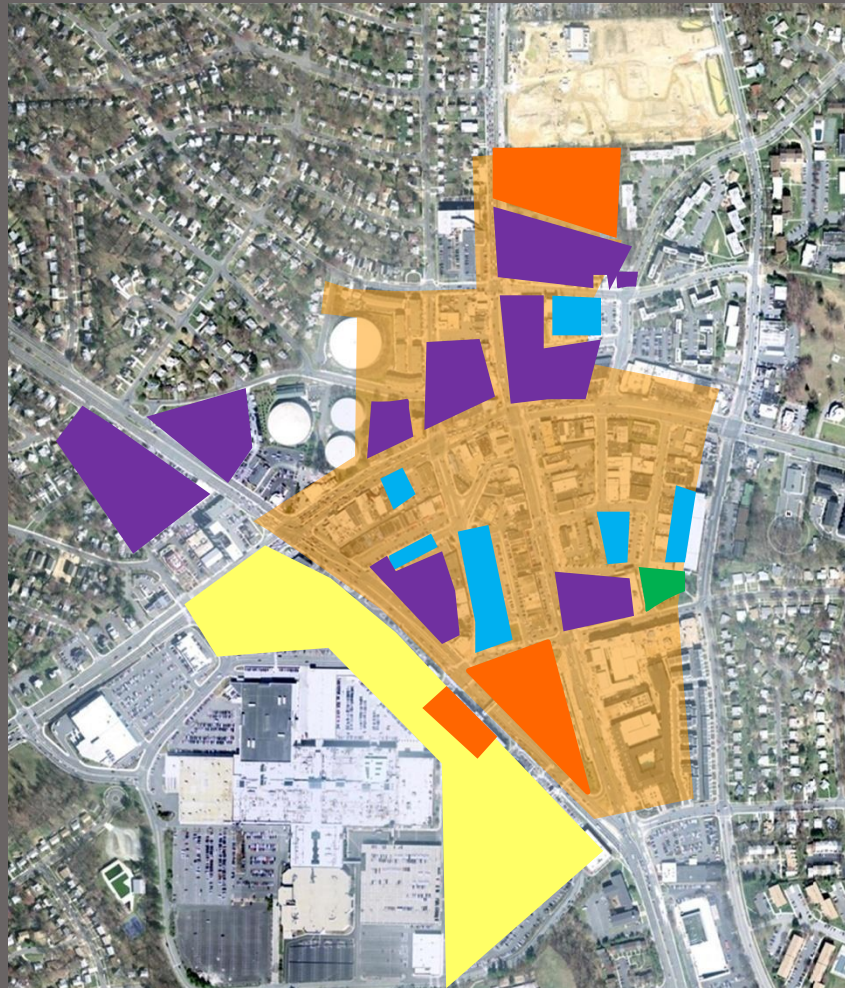


Wheaton



Wheaton

Development Opportunities



WMATA



Privately Owned Assembled
Properties



County Owned Properties



M-NCPPC Property

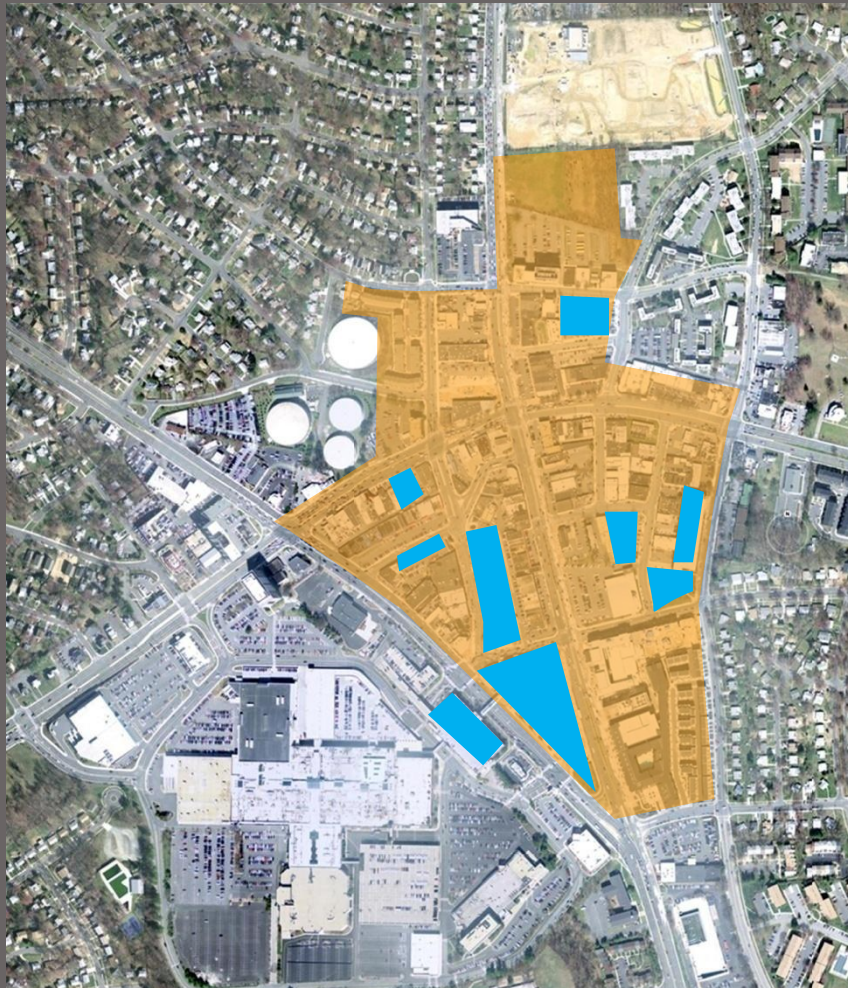


Westfield Group

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

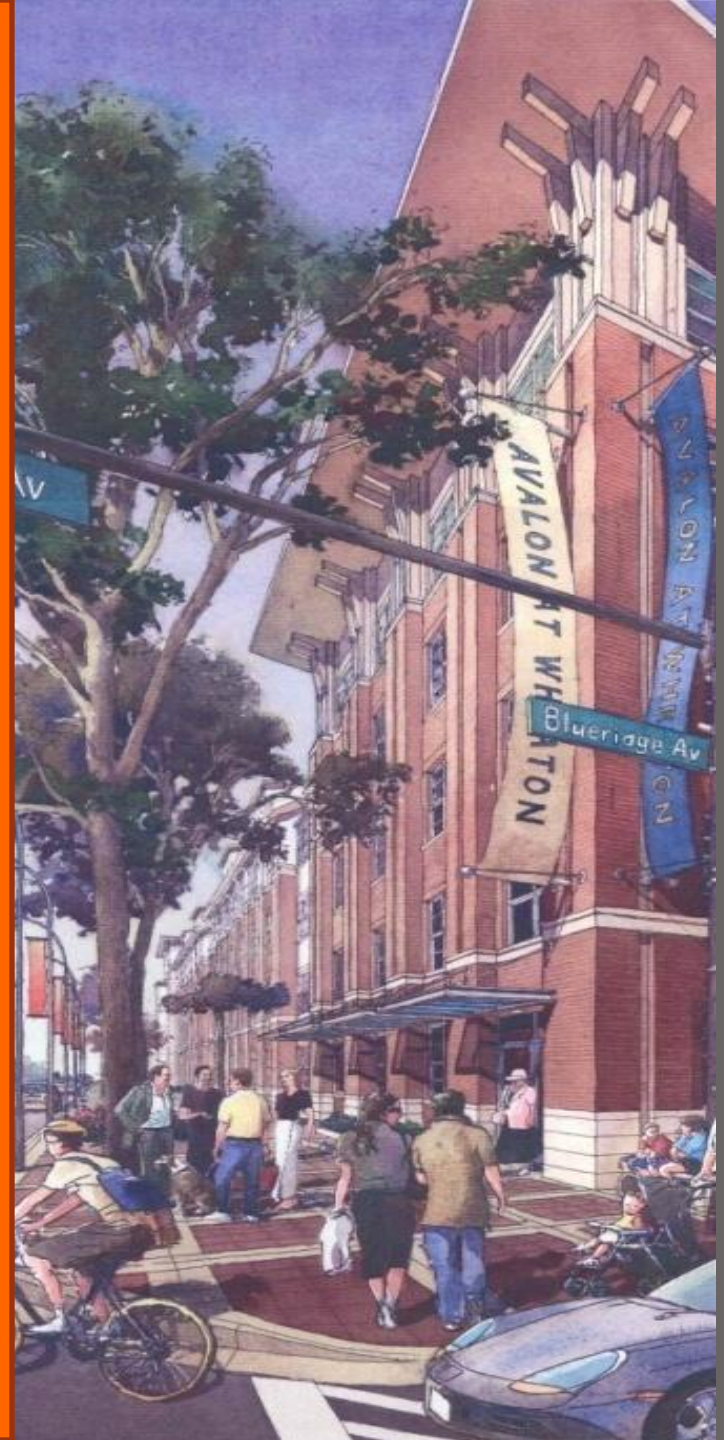
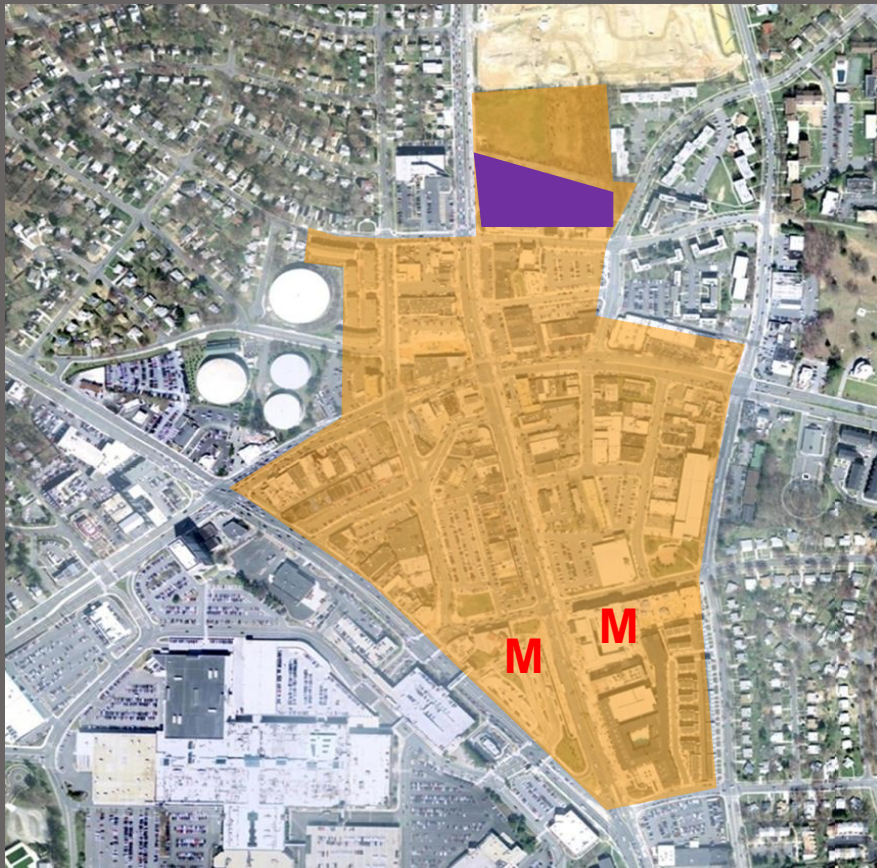
4. Triangle Park
Shopping Center

M Metro

Wheaton

 Avalon Bay

 Metro





Wheaton



Avalon Bay

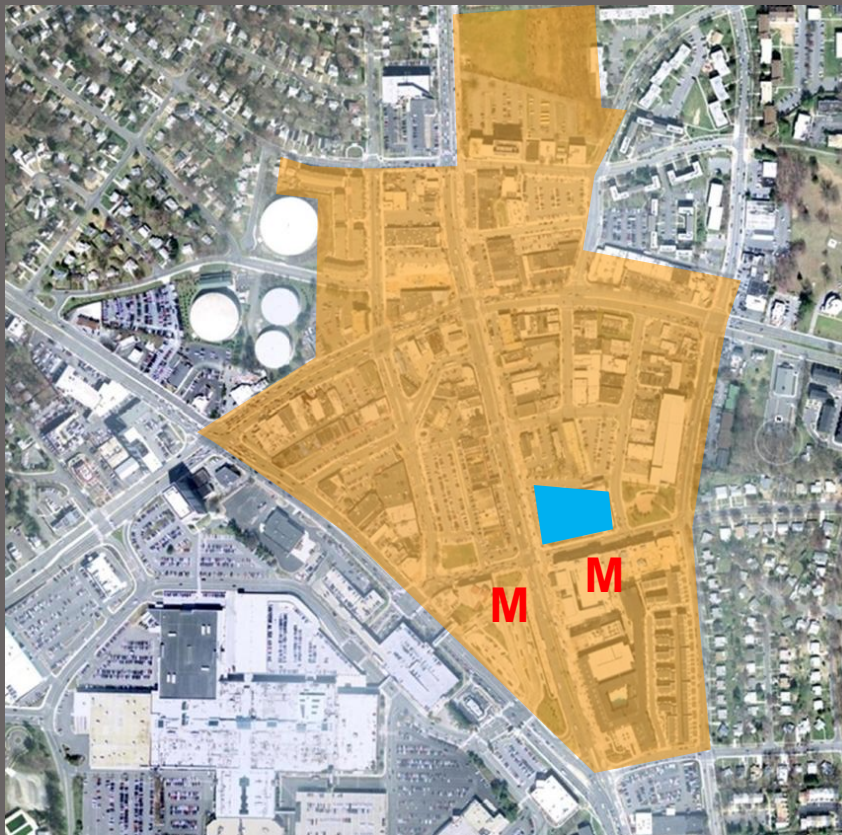
320 Residential Units



Wheaton

 Safeway Site

M Metro



57,000 SF Safeway Grocery Store
500 Residential Units



Wheaton

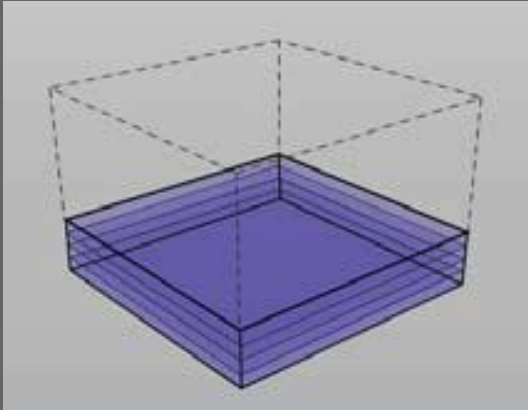
Development Opportunities



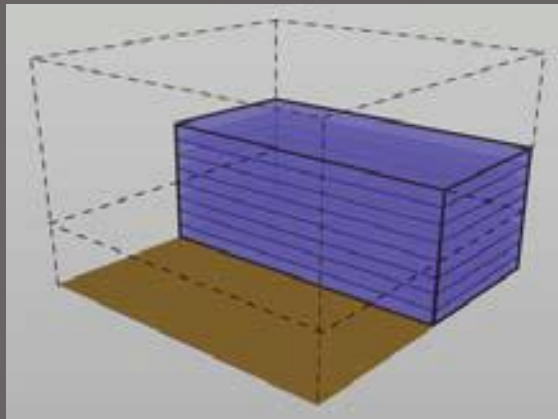
Building Form and Character

Density and FAR (floor area ratio):

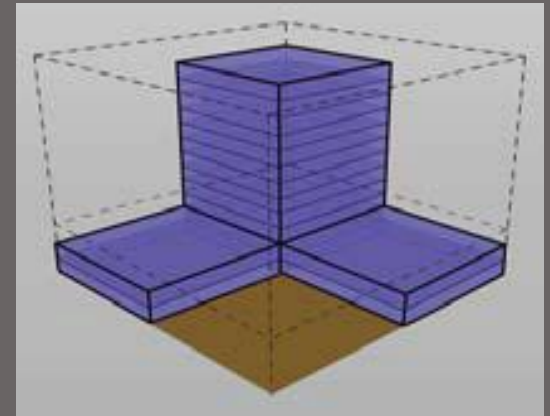
- FAR = Ratio between building area and lot area
- Examples show a city block (200' X 200') with a maximum FAR of 4.0 and maximum building height of 150'



- **4.0 FAR:**
100 percent site coverage, occupies all of the site, and extends to 4 floors



- **4.0 FAR:**
50 percent site coverage, occupies 1/2 of the site area, and extends to 8 floors



- **4.0 FAR:**
75 percent site coverage, occupies 3/4 of the site area, and extends from 2-12 floors

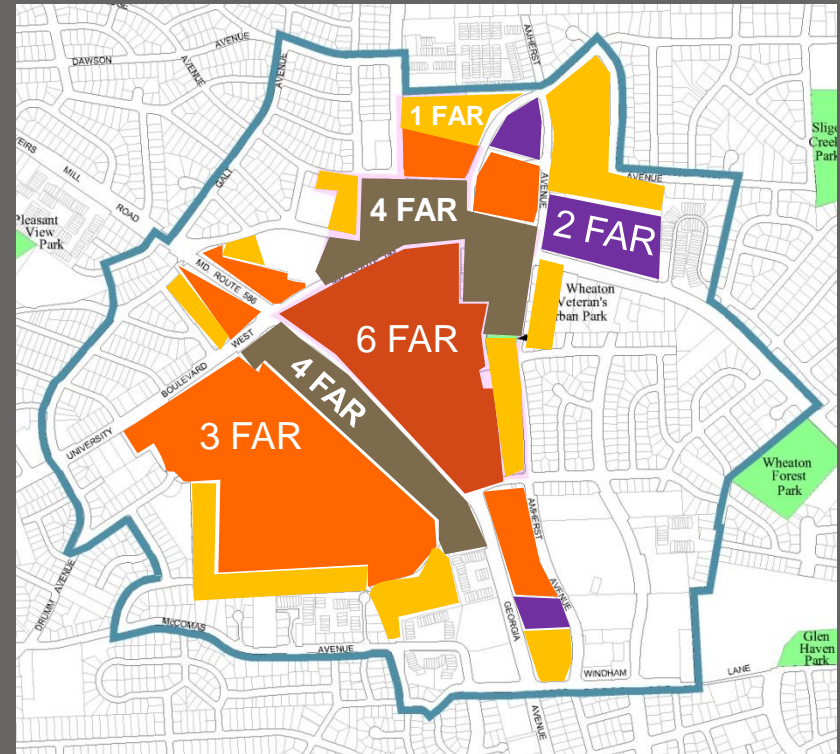
Bethesda



Bethesda



Wheaton Sector Plan



Proposed Wheaton FAR

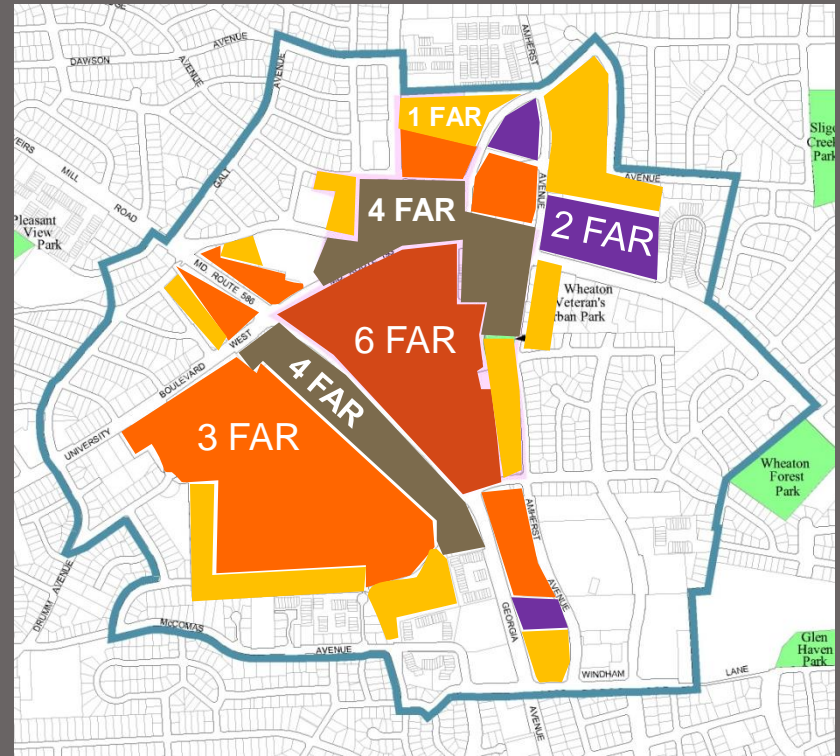
2.5 FAR
Arlington East - Bethesda



Wheaton Sector Plan



6 FAR
Newlands Building - Bethesda

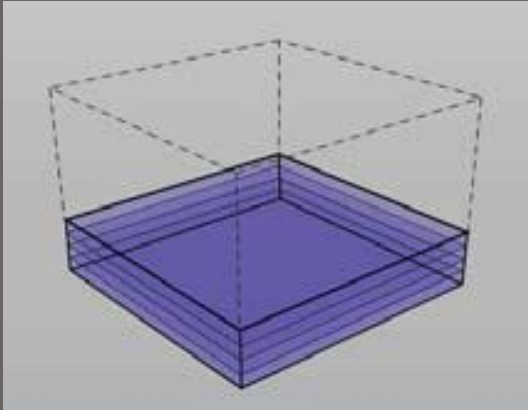


Proposed Wheaton FAR

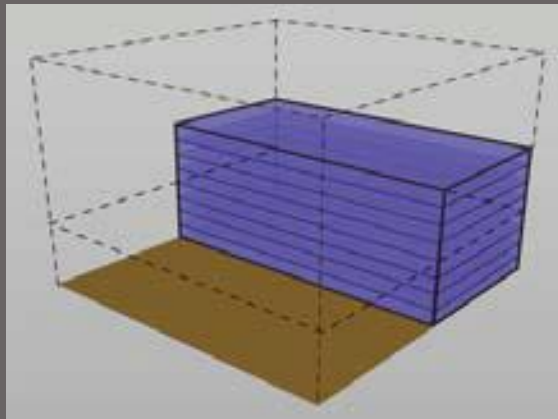
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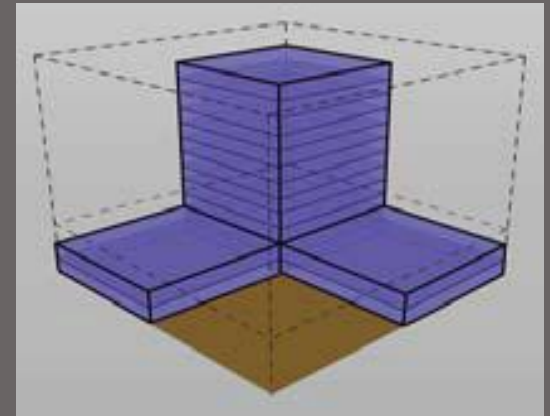
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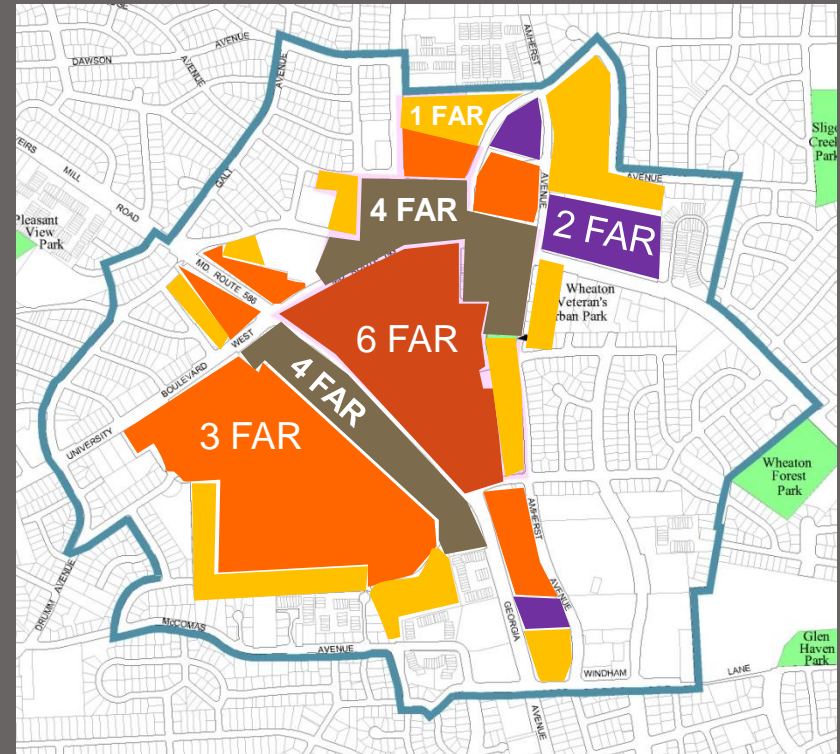
Bethesda



Bethesda



Wheaton Sector Plan



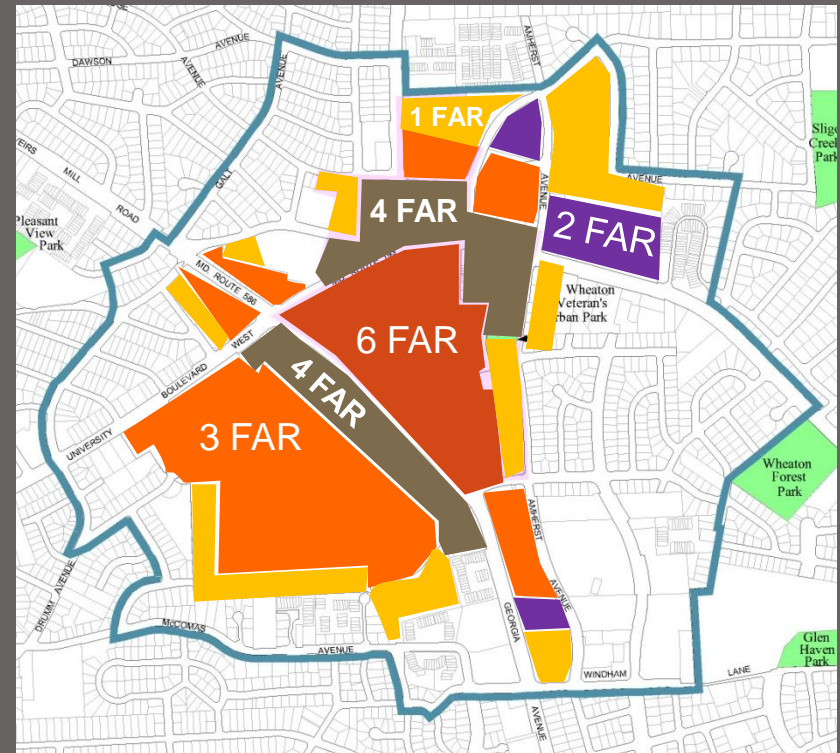
Proposed Wheaton FAR

2.5 FAR
Arlington East - Bethesda

Wheaton Sector Plan



4.9 (5) FAR
Chevy Chase Bank – Bethesda

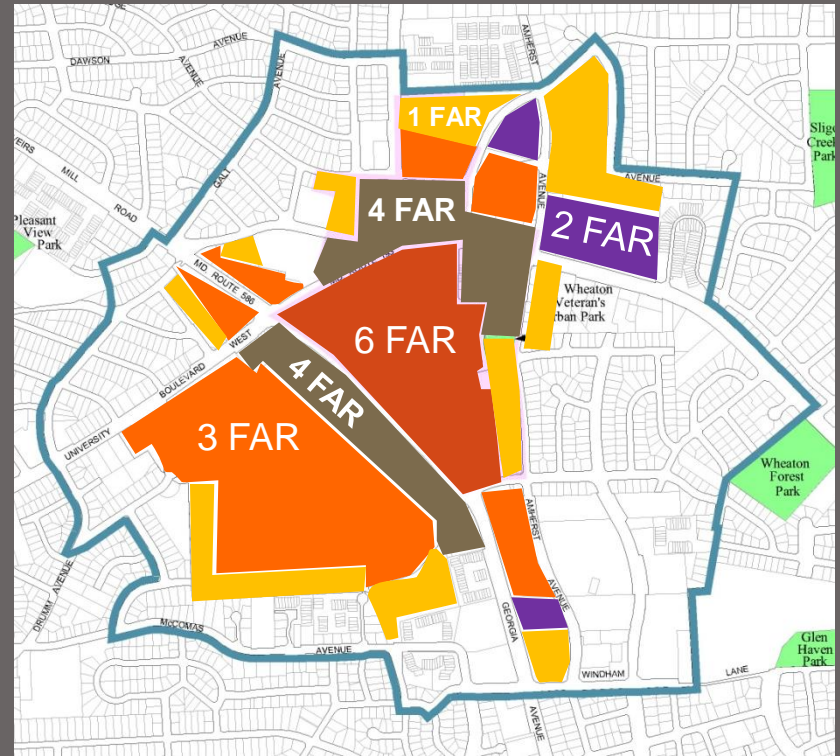


Proposed Wheaton FAR

Wheaton Sector Plan



6 FAR
Newlands Building - Bethesda



Proposed Wheaton FAR

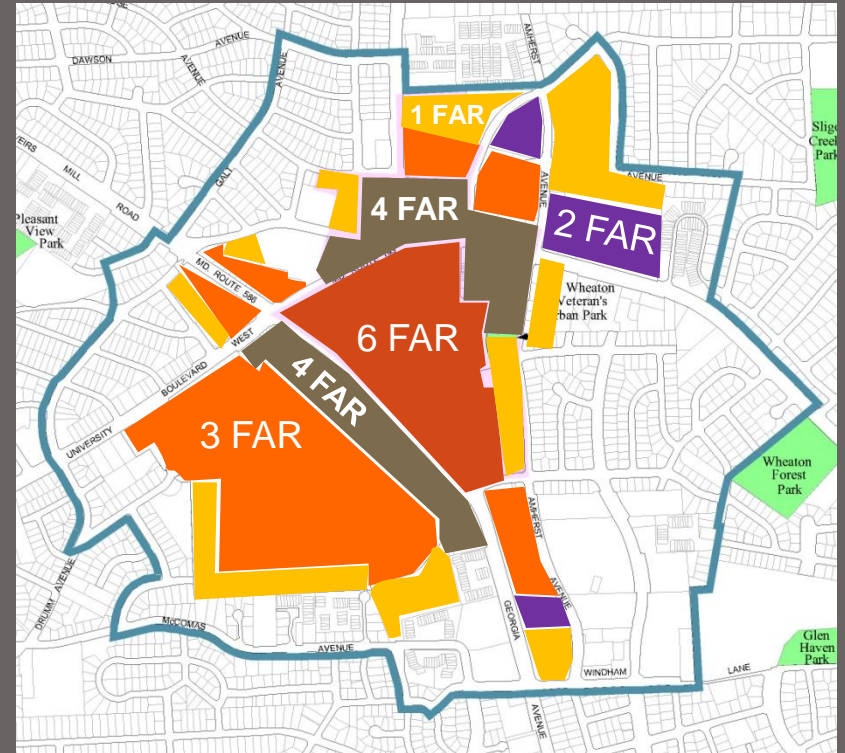
Silver Spring





Silver Spring

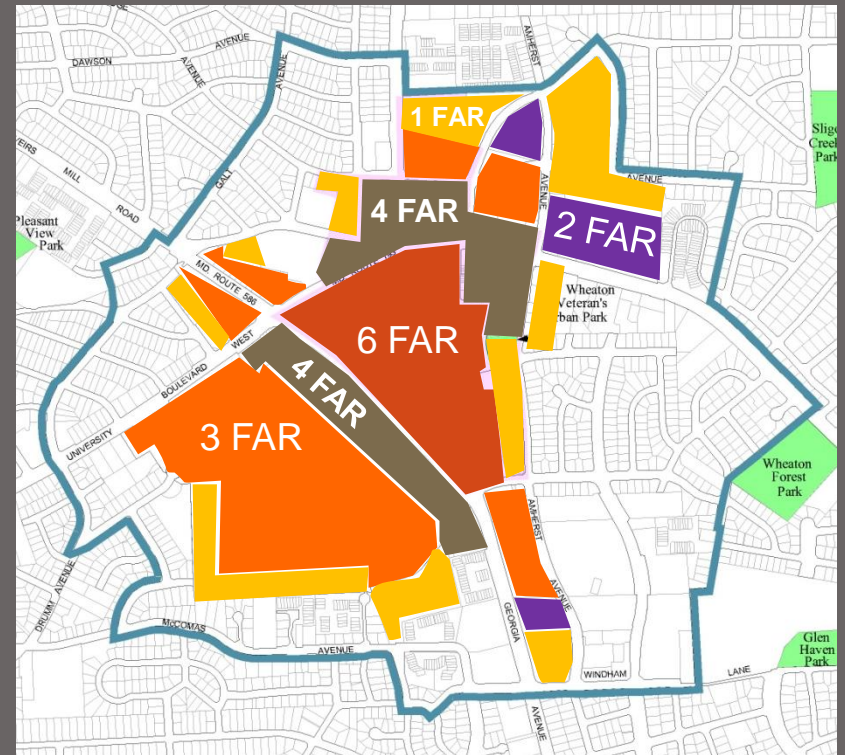
Wheaton Sector Plan



Proposed Wheaton FAR

1.9 (2) FAR
8025 Newell Street – Silver Spring

Wheaton Sector Plan



Proposed Wheaton FAR

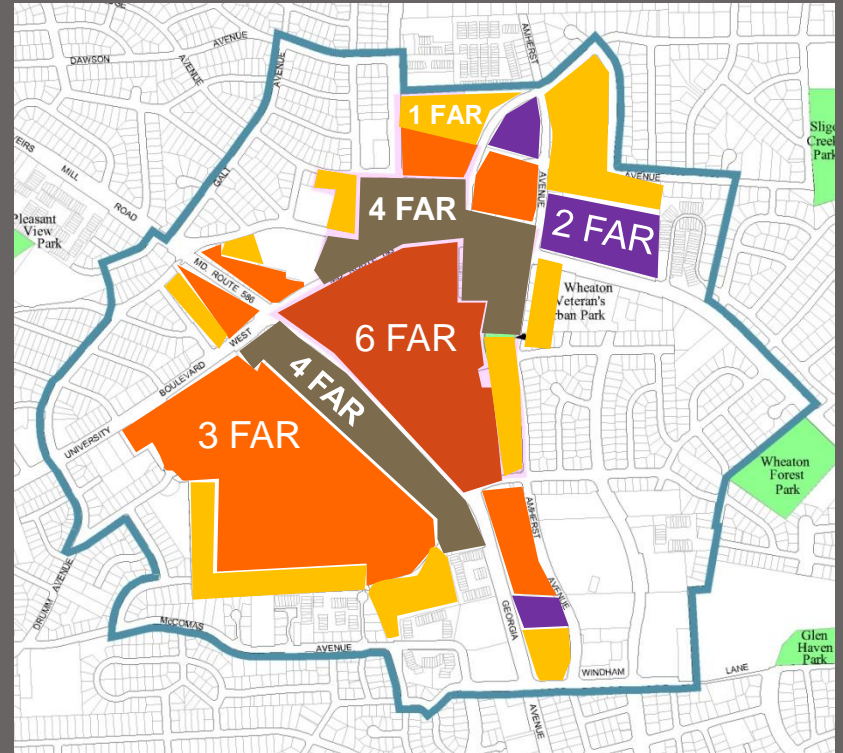
3.64 FAR

Discovery Communications – Silver Spring

Wheaton Sector Plan



4.66 FAR
Viridian Building – Silver Spring

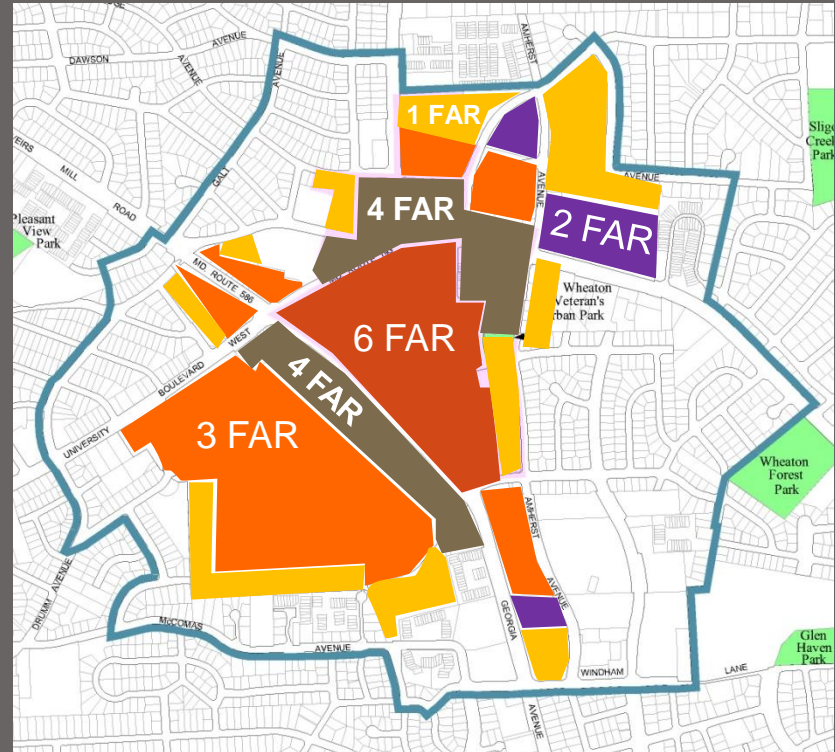


Proposed Wheaton FAR

Wheaton Sector Plan Silver Spring



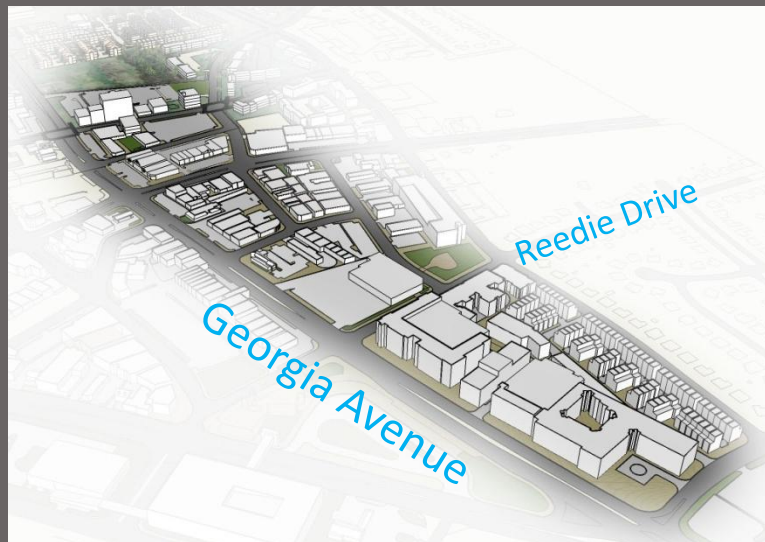
4.82 (5) FAR
Cameron House – Silver Spring



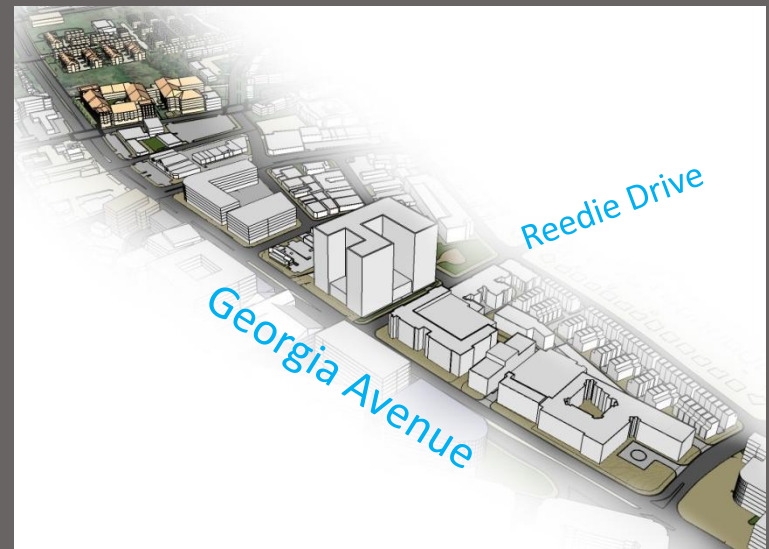
Proposed Wheaton FAR

Wheaton Sector Plan

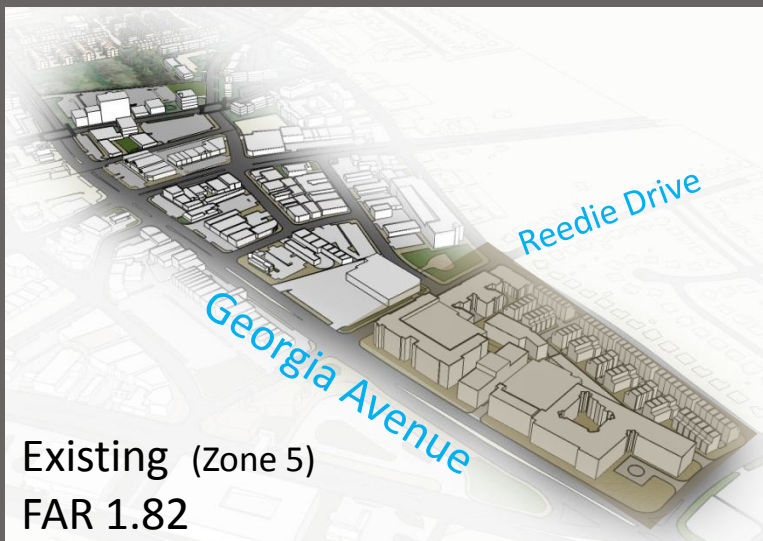
Existing



Possible Future



Wheaton Sector Plan



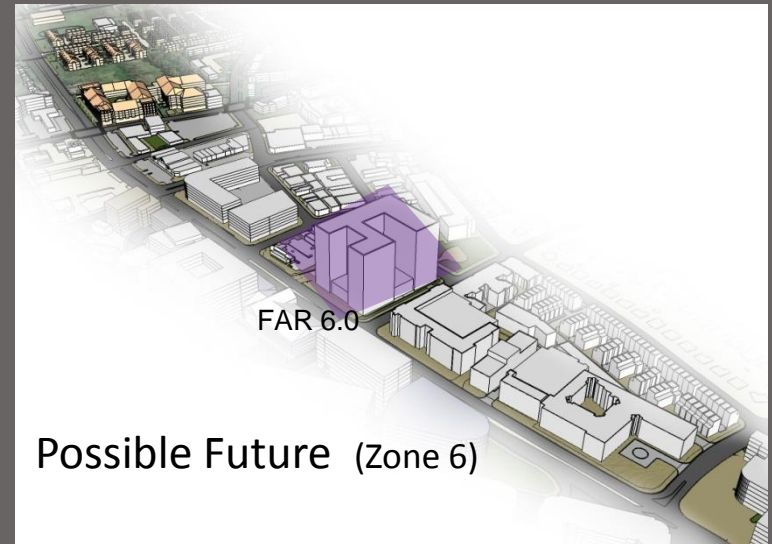
Wheaton Sector Plan



Existing (Zone 6)
FAR 0.38



Safeway FAR 5.76



Possible Future (Zone 6)



Wheaton Sector Plan

Schedule 2010

| | |
|-------------------------------|----------|
| Community Meetings | February |
| Staff Draft to Planning Board | April |
| Public Hearing | May |
| Council | October |