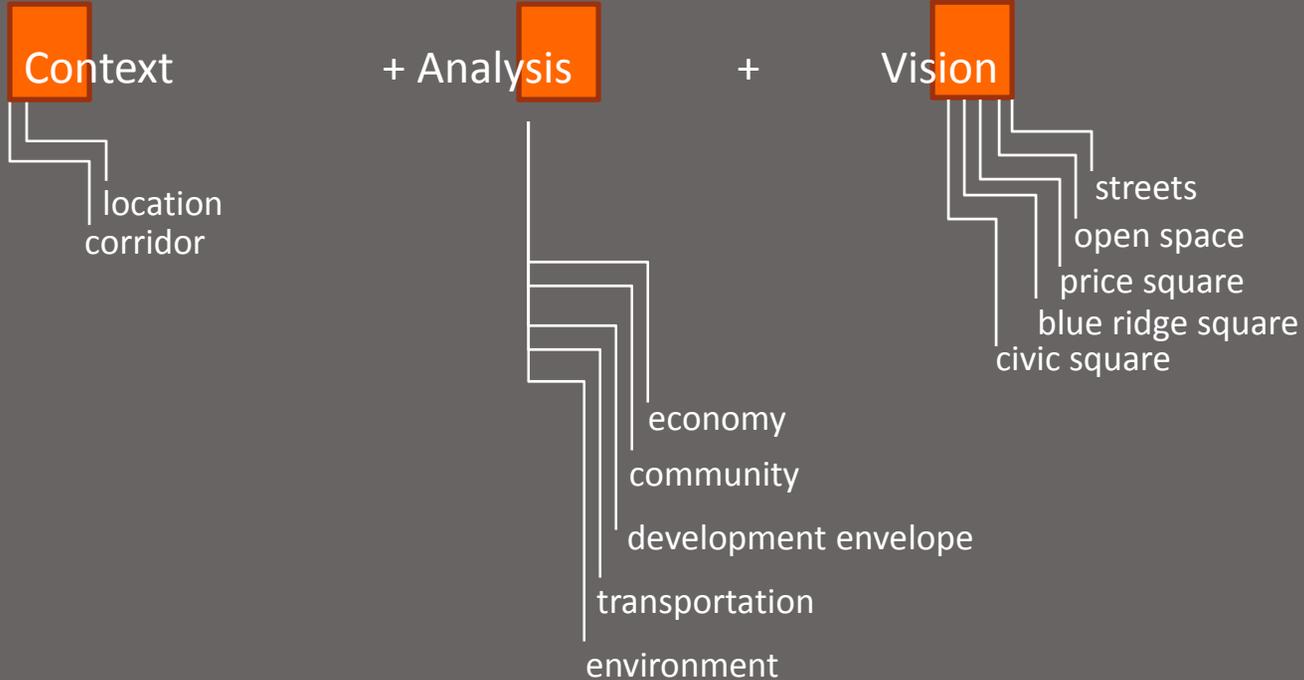


Wheaton Status Report =





Action

Review progress on the Sector Plan

Seek approval to model the proposed long-term development scenario





Agenda

Wheaton

Today's Economy

Community

Development Envelope

Transportation

Emerging Thoughts

urban design

environment





Context

Wheaton



Wheaton





Context

Wheaton

Georgia Avenue Vision

transit corridor

series of mixed-use centers

pleasant, walkable green boulevard



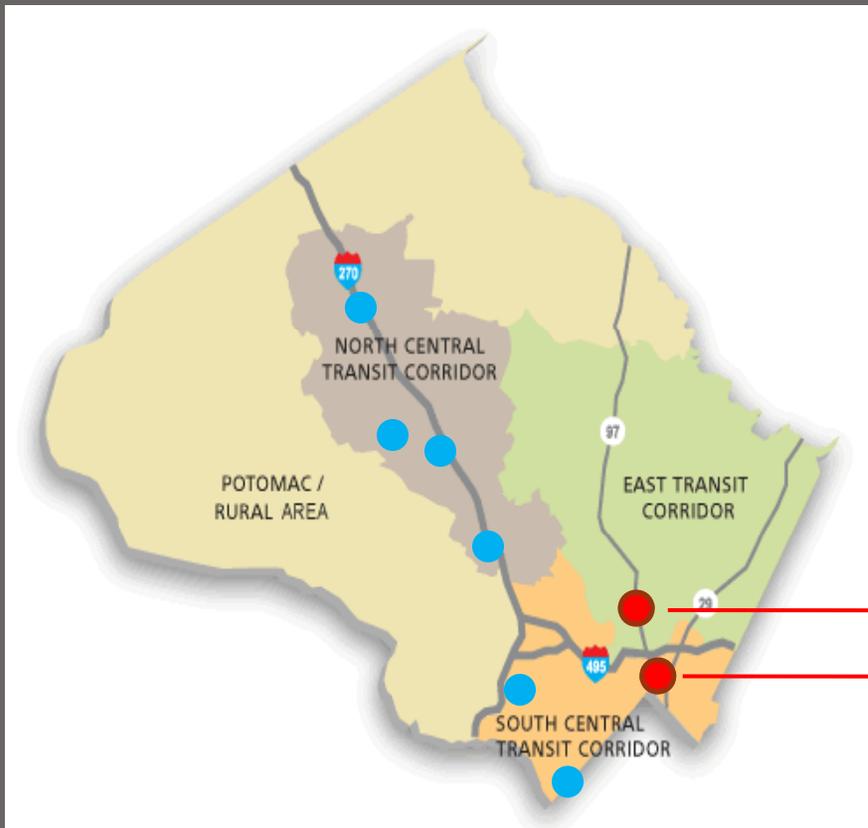
Context

Wheaton

One of Eastern County's two Metro **jobs and housing centers**

● Western County Centers
MD 355/I-270 activity centers

● Eastern County Centers
Wheaton + Silver Spring



Wheaton

Silver Spring



Context



Wheaton

Wheaton = regional retail + restaurants

Silver Spring = corporate office + arts + entertainment

Eastern County Centers
Wheaton + Silver Spring

The Sum

= **greater than the parts** – they reinforce each other to create dynamic synergy in the east





Analysis

In 2030....

Wheaton can play a critical role by reducing the number of workers needing to drive to jobs in the west

by:

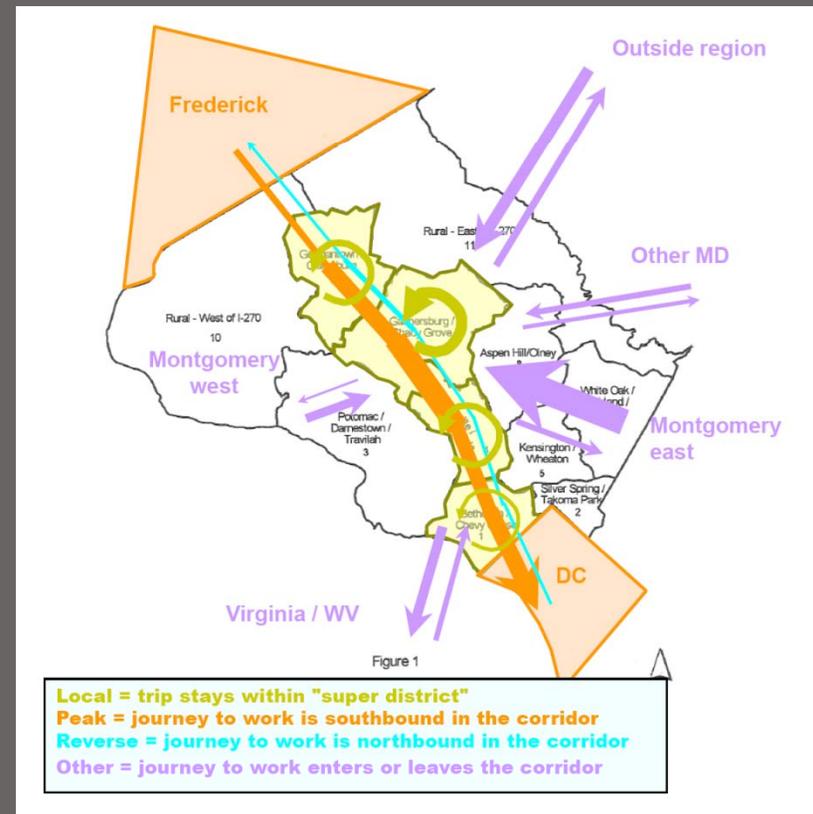
Providing a location for future jobs

Improving east west transit facilities

Wheaton

Transportation - Jobs

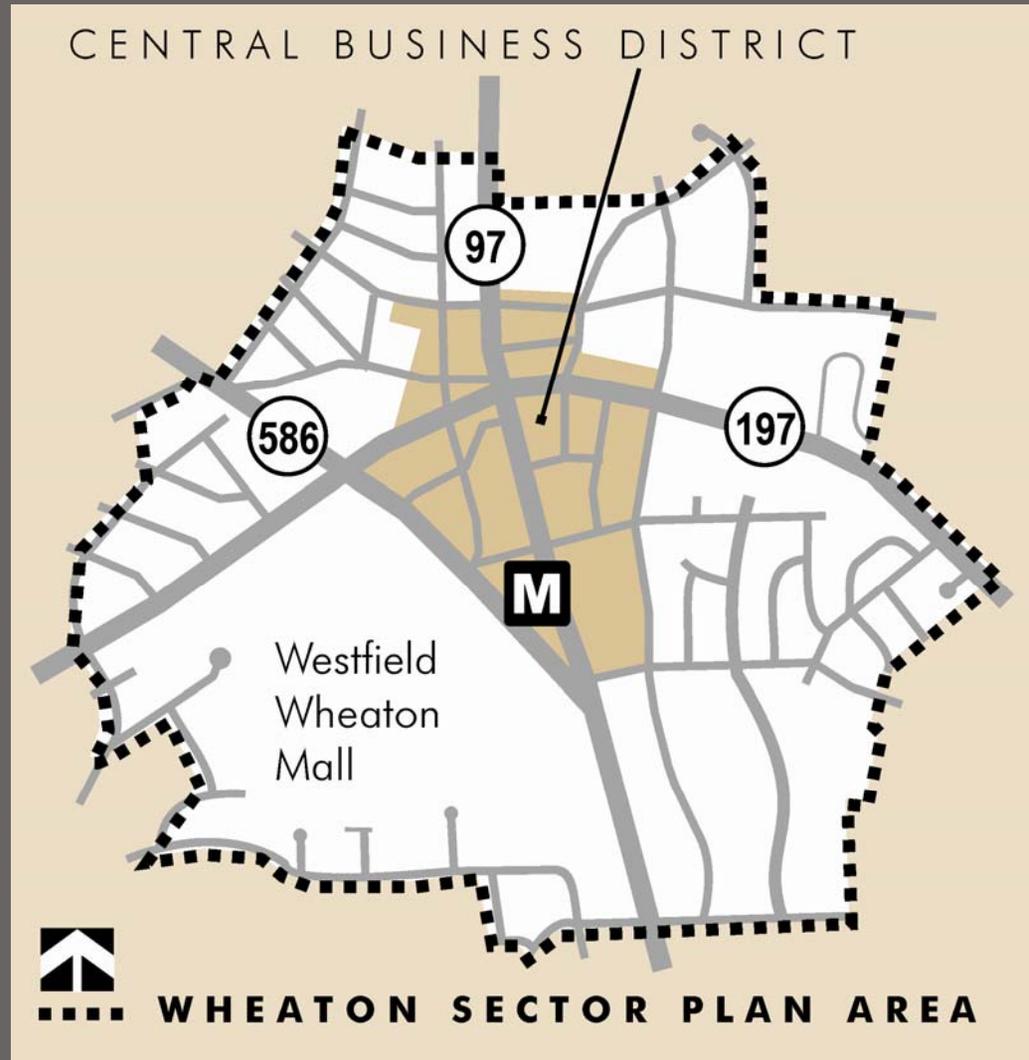
Important to the County's Economy





Context

Wheaton



Plan = 484 Acres

CBD = 72 Acres



Georgia Avenue 1952



Credit: Kensington Volunteer Fire Department

Georgia Avenue was transformed in 1952. The change was indicative of the massive growth in the area. With the expansion of Connecticut Avenue and University Boulevard a few years later, the major traffic routes were in place for a switch to reliance on cars.



Wheaton 2030?



international
village ?

Wheaton 2030?



spirited
independent
heart & soul?





food &
restaurants

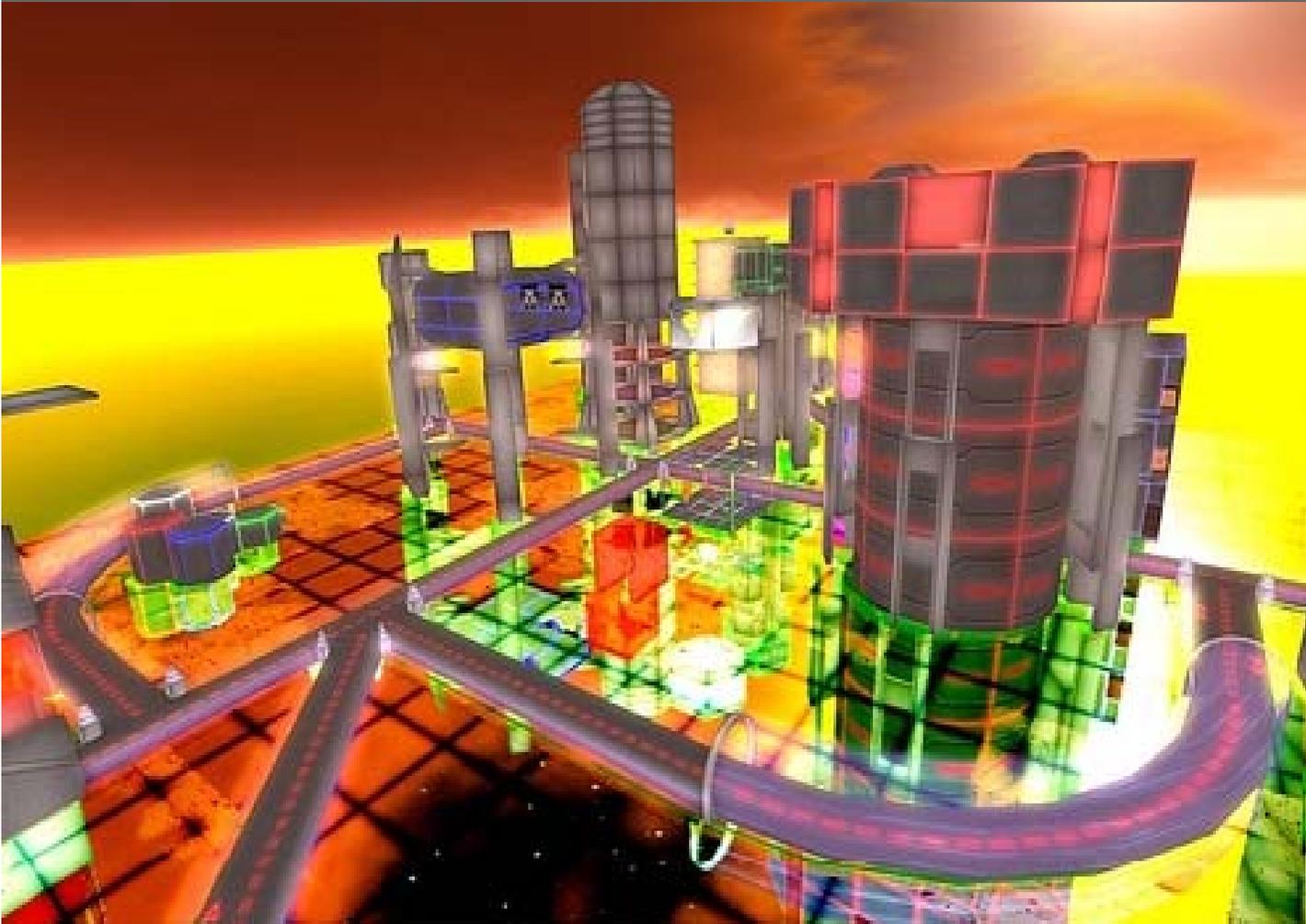
Wheaton 2030?



green jobs center?



Wheaton 2030?



the
new
economy?



Wheaton Economy





Analysis

Wheaton

Economy



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

clothing + food + service retail





Analysis

Wheaton Economy

Destination **ethnic dining**



Analysis

Wheaton Economy



national economic trends shape Wheaton's economy

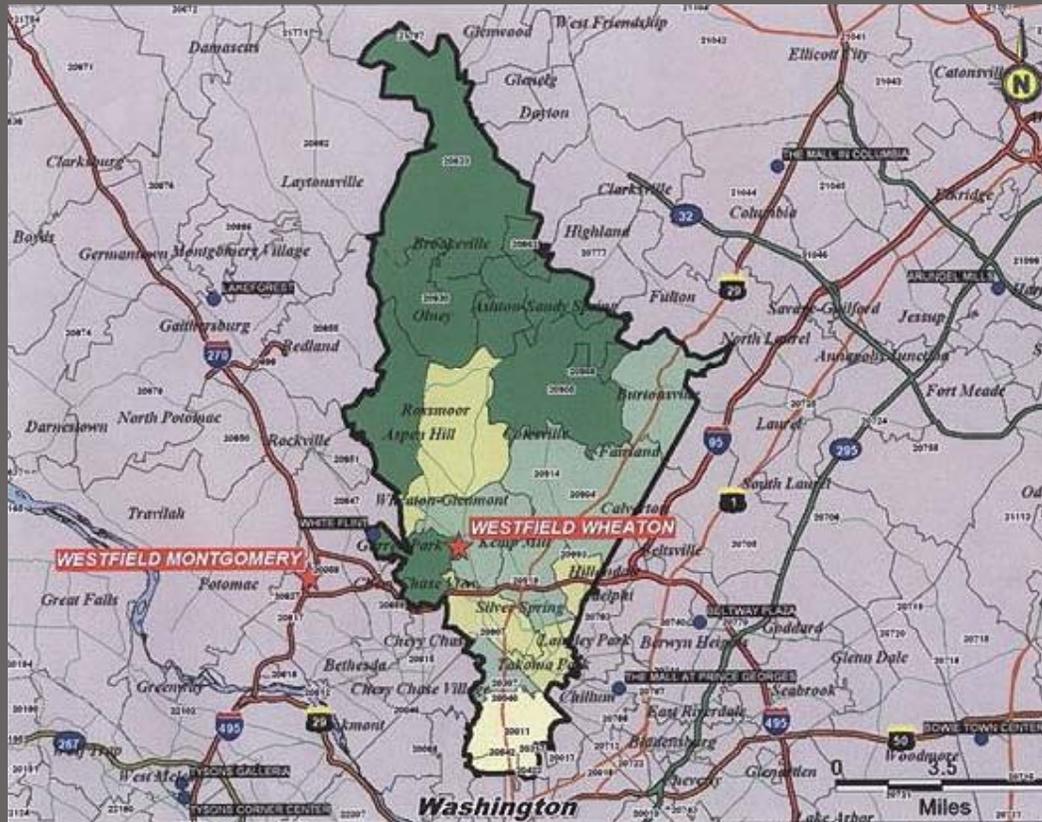


Context

Wheaton

Economy

Wheaton Mall Primary Trade Area



Secondary Trade Area

NE Washington, DC

Howard County

Prince Georges County



Analysis

Wheaton

Economy

... and a broad mix of **small, independently-owned** restaurants + retail enterprises with **strong ethnic character**





Over
50 years
in
Wheaton



Filippo A. Leo

Filippo Leo

Marchones Italian Specialties









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

Economy



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





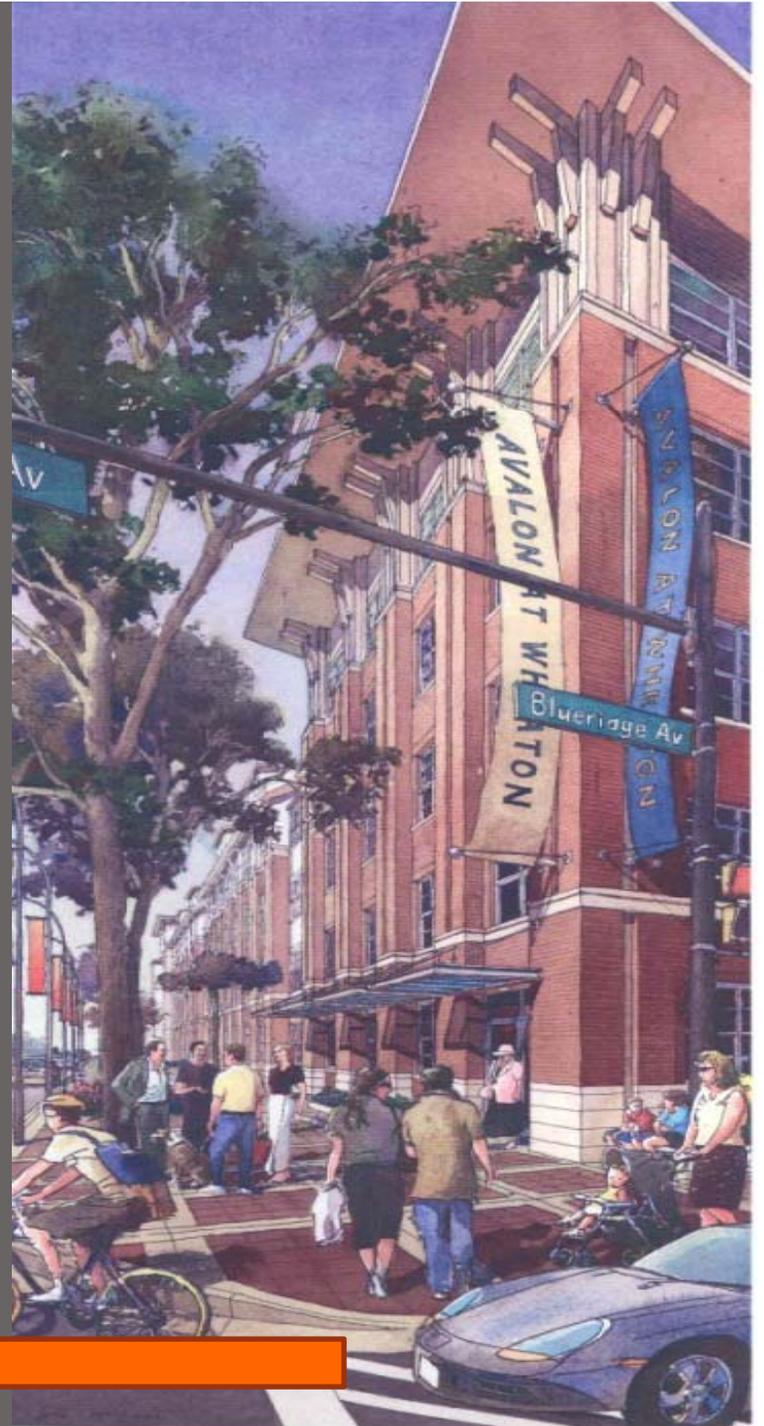
Analysis

Wheaton Economy/Land Use

+ more

office
urban entertainment
multi-family

while retaining a strong retail presence

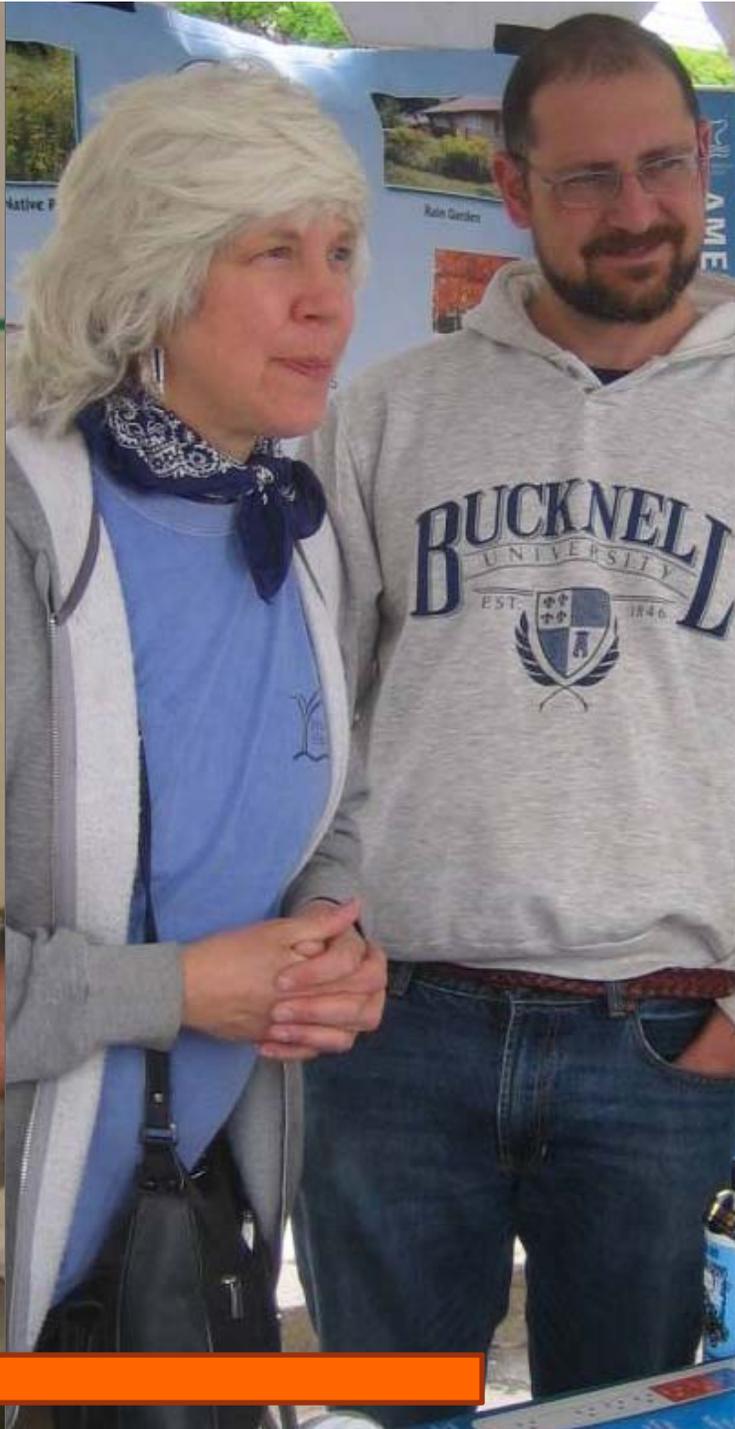




Wheaton Community









Analysis



Wheaton Community

What do you like most about Wheaton?

lack of pretence

unique character

funky community

ethnic diversity

festivals

small eclectic shops

international market

ethnic grocery stores

variety of restaurants

shopping at the mall

Metro access

number of transportation options

people live and work here







Carla Hall

Bravo's
'Top Chef: New York'
Finalist

GiraMondo
Wine Adventures









Analysis

Wheaton summary Community

What would you like to see developed in
Wheaton?

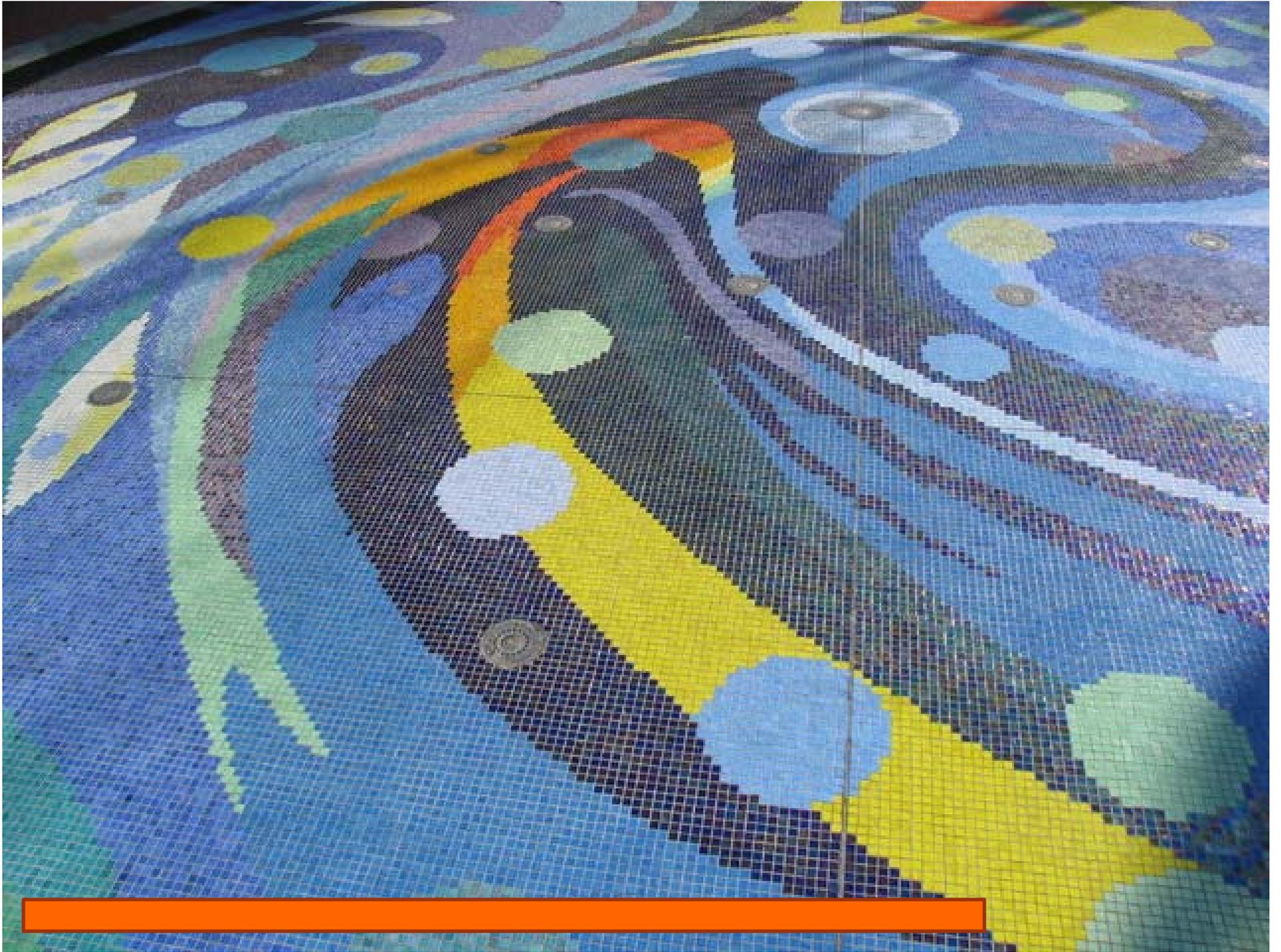


outdoor eating
art studios
recreation center/**pool**

ballroom/dance center
bookstore
library
covered **market**
entertainment venues
relocated **post office**









Analysis

Wheaton summary

Survey summary

What do you like to see developed in Wheaton?

plazas

safe pedestrian crossings

walkways

reduce surface parking- replace with green space

trees/landscaping

bikeways

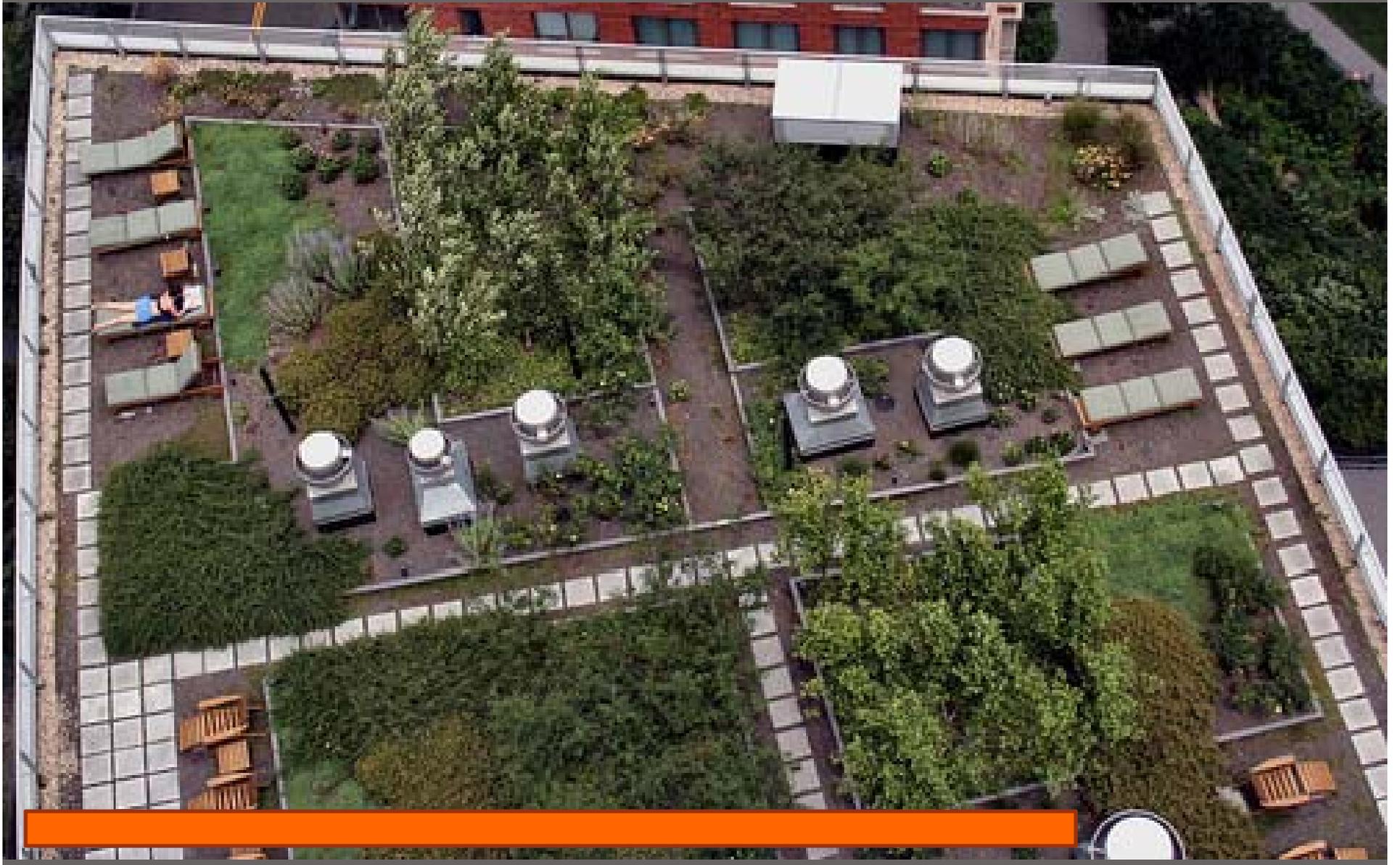
green roofs

rain gardens

permeable pavers

urban forestation











Analysis



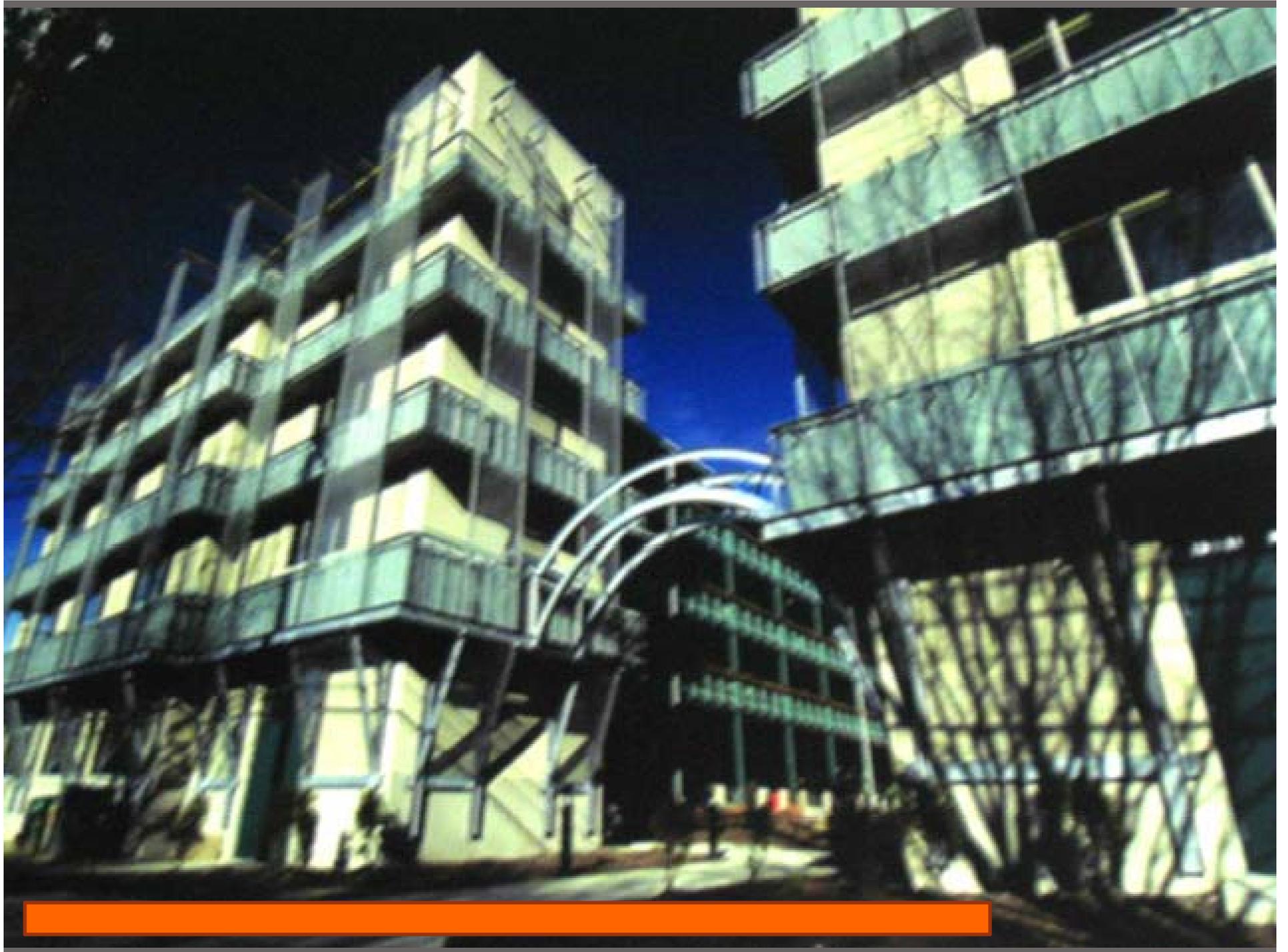
Wheaton summary

Survey summary

What do you like to see developed in Wheaton?

Interesting architecture
more office
large major employers
more housing
higher density
taller buildings

connections between the mall
and Georgia Avenue





2 FEB 2007 19:00





Community

sustainable “green” community

place to live, work, and play

build upon **unique character**

opportunities for recreation and entertainment

civic presence

quality open space

increased **transit/pedestrian focus**





Analysis

Wheaton Development Envelope modeling





Analysis

Wheaton

2 critical questions

1. What is the long-term and the **ultimate maximum level of development** that we should plan for?

... not too **low** ... not to **high** ... just right!





Analysis

Wheaton

2 critical questions

2. What is the most **realistic level of development** that is likely to occur in Wheaton in the next 15-20 Years?

... not too **low** ... not too **high** ... **just right!**

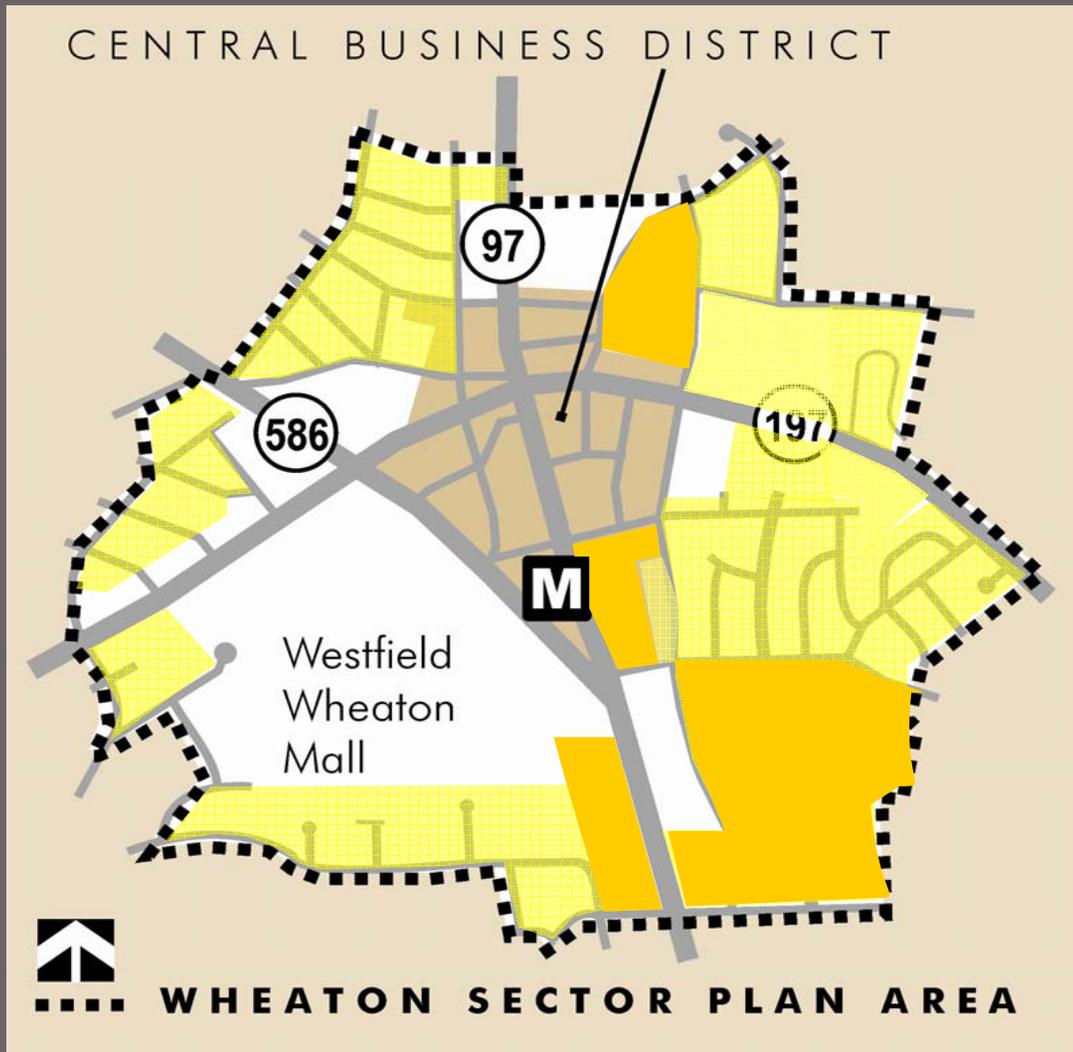




Analysis

Wheaton

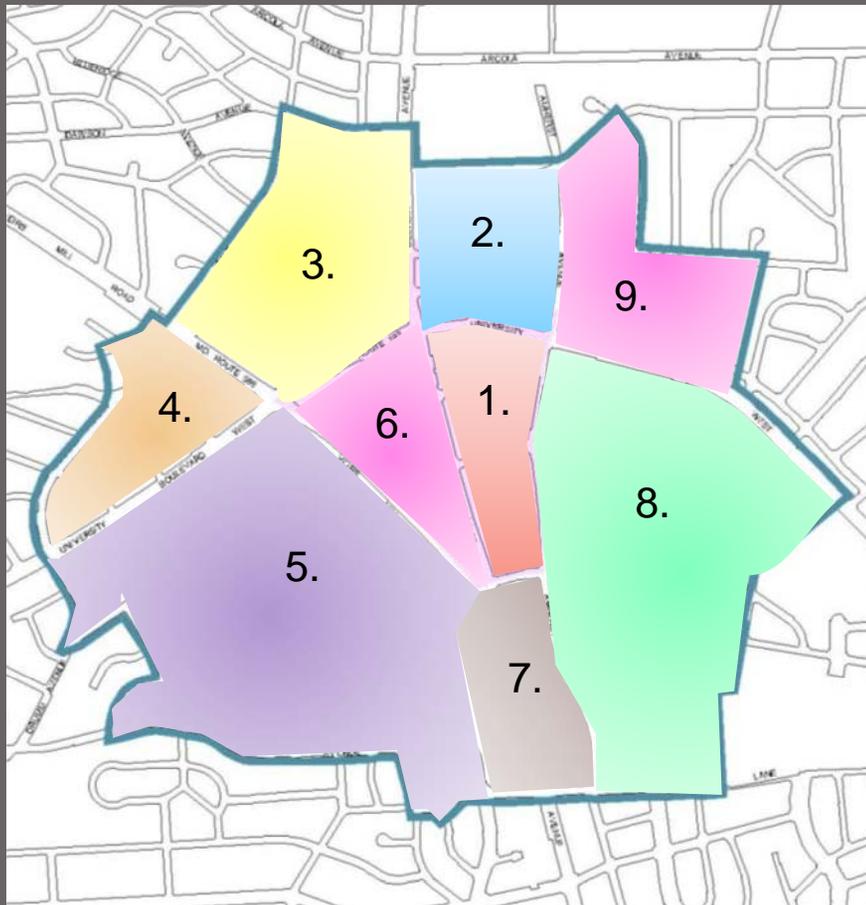
-  residential single-family/townhouse
-  residential mid-rise apartments
-  non-residential
-  CBD





Analysis

Wheaton Districts



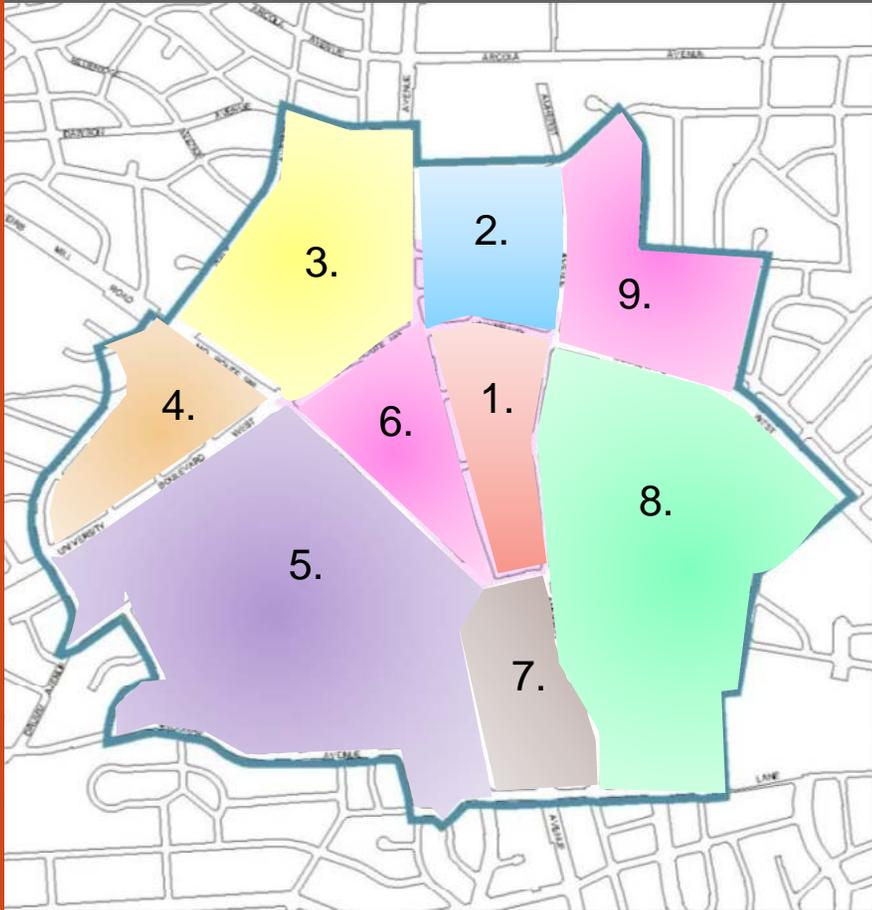
1. Price Square
2. Blue Ridge Square
3. Wheaton Hills
4. Kensington View
5. Wheaton/Westfield
6. Core
7. Southern Gateway
8. Residential East
9. WTOP





Context

Wheaton Districts

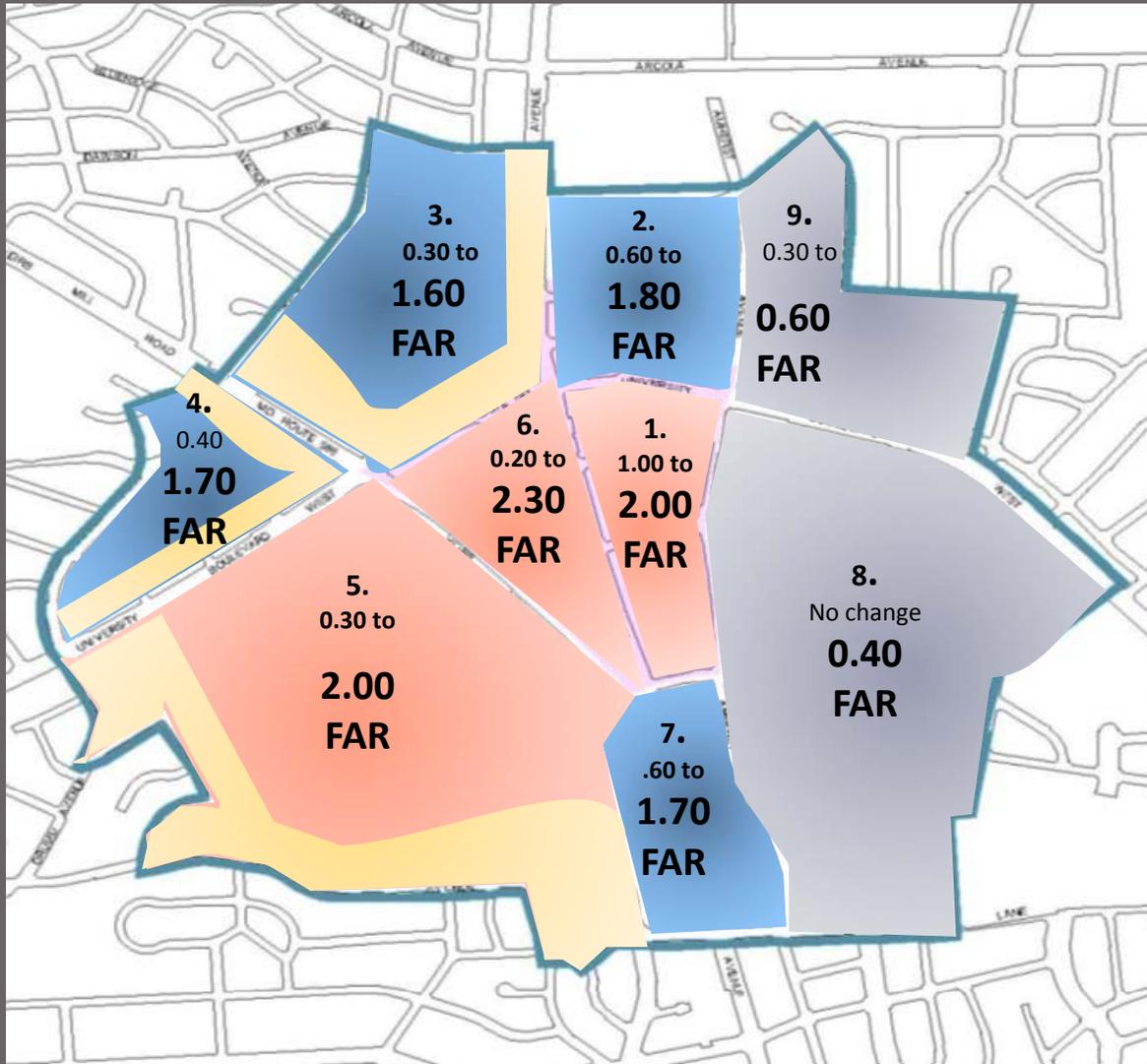


- 1. Price Square
- 2. Blue Ridge Square
- 3. Wheaton Hills
- 4. Kensington View
- 5. Wheaton/Westfield
- 6. Core
- 7. Southern Gateway
- 8. Residential East
- 9. WTOP

	Existing FAR	High Scenario FAR
1. Price Square	1.10	1.99
2. Blue Ridge Square	0.57	1.77
3. Wheaton Hills	0.28	1.58
4. Kensington View	0.43	1.71
5. Wheaton/Westfield	0.34	2.08
6. Core	0.18	2.26
7. Southern Gateway	0.63	1.66
8. Residential East	0.42	.42
9. WTOP	0.28	.64
	0.47	1.56



Proposed Average Floor Area Ratio (FAR) -Modeling



1. Price Square
2. Blue Ridge Square
3. Wheaton Hills
4. Kensington View
5. Wheaton/Westfield
6. Core
7. Southern Gateway
8. Residential East
9. WTOP

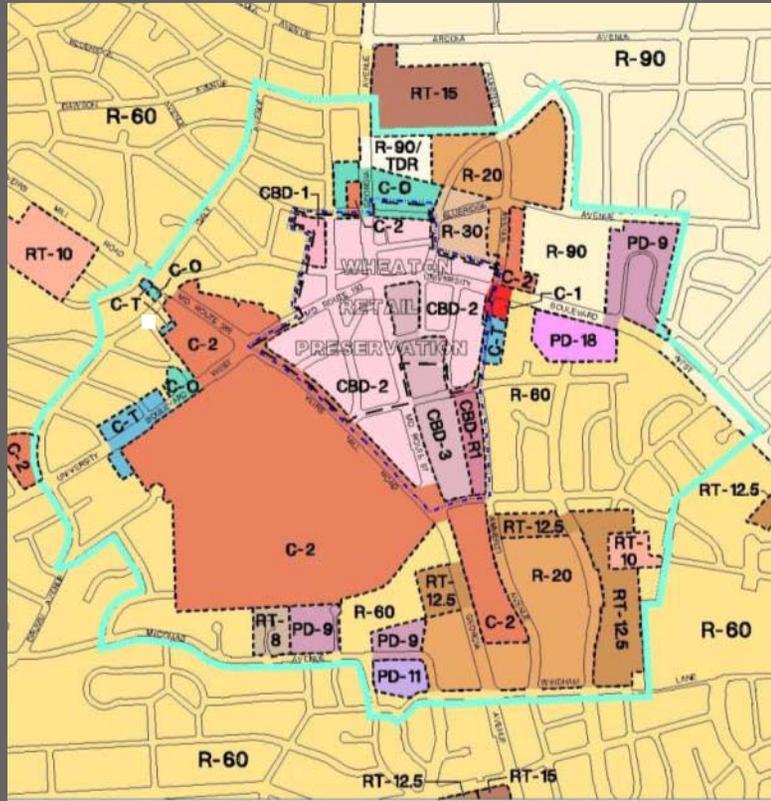
Transition to residential neighborhood



Analysis

Wheaton

development envelope is expressed through zoning...



Existing Zoning

(SMA for Limited Amendment rezoning expected to be implemented Fall 2009)





Analysis

Wheaton

Development envelope

The proposed high scenario increases the Floor Area Ratio (FAR) for the entire Sector Plan area

from **0.50** (*what is on the ground in Wheaton today*)

to  **1.60**

* Proposed High Scenario is less than the full zoning envelope





Analysis

Wheaton Development Envelope

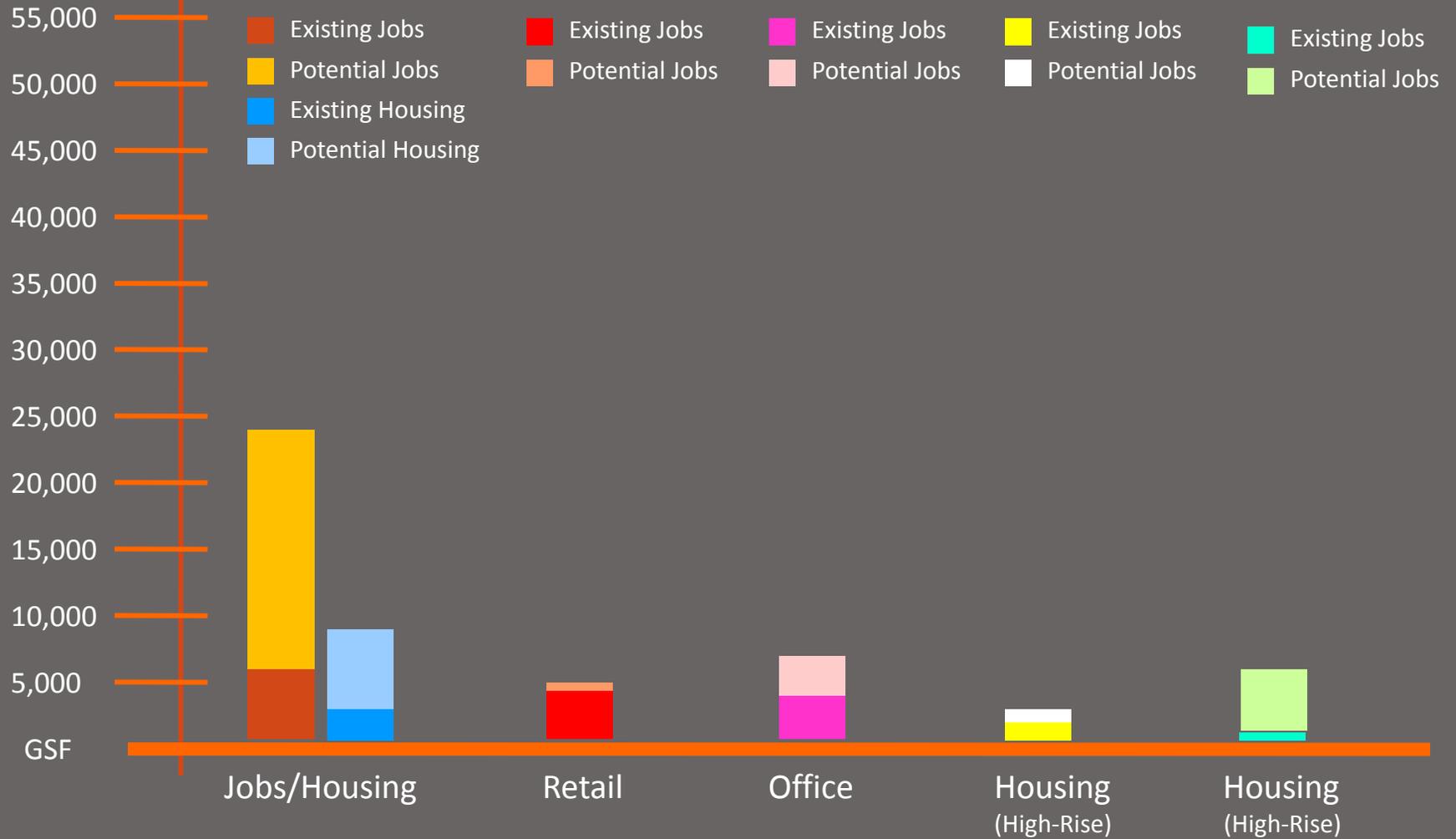
	Existing	Round 7.1	Proposed High Scenario
Jobs	8,800	10,253	24,100
Retail	5,300	6,500	5,800
Office	2,900	3,300	17,800
Industrial	300	300	200
Other	200	200	200
Housing	2,200	5,500	9,400
Low-Rise	1,200	1,200	1,800
High-Rise	1,000	4,200	7,600





Wheaton high scenario for modeling

Analysis



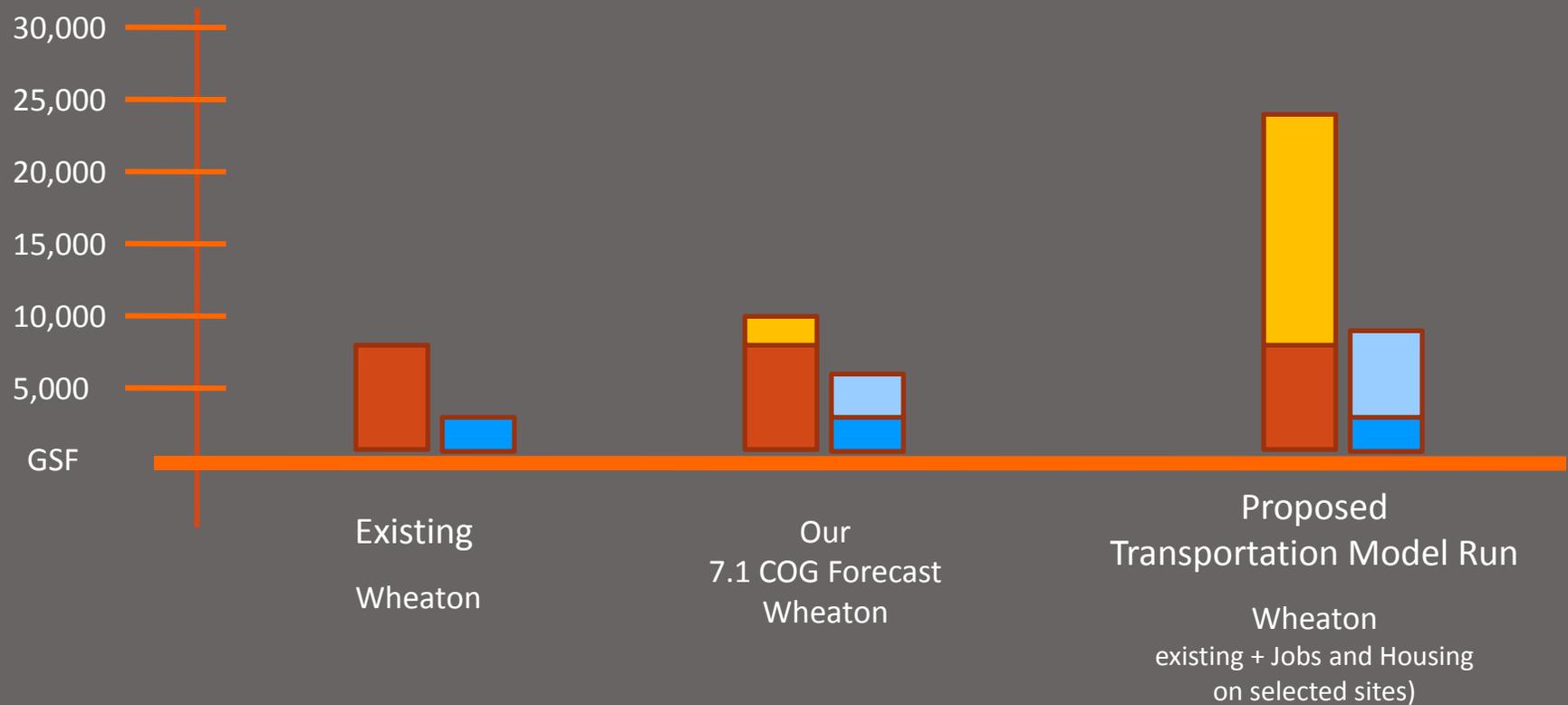


Analysis

Wheaton

Development Envelope...looking for just right

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

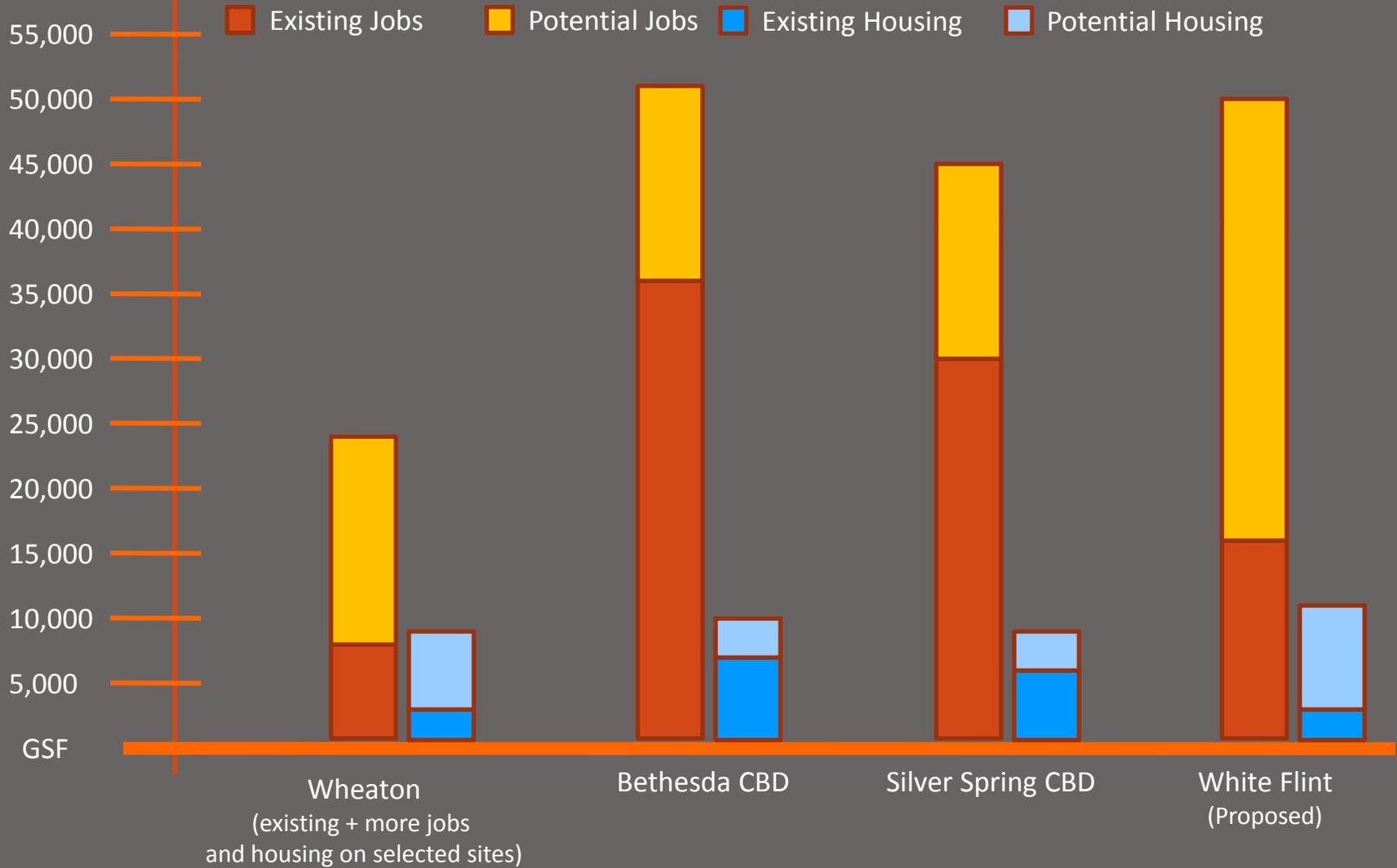




Wheaton

Current Development Envelopes

Analysis





Development Envelope

looking for 'just right'!

need a **healthy mix of uses** - **more office and housing** to balance retail and spur local economic vitality – a complete community for living, working and play

propose a model run that will give us the **most information** about the transportation network

recommend a 'high' scenario for modeling, but **not as high as the existing zoning envelope**





TRANSPORTATION

evolving thoughts on Wheaton.....



Wheaton Transit Profile

Analysis



How Metrorail riders get to Wheaton station ...

51% drive and park

24% walk

14% take a bus

10% are dropped off

5,000 boarding metrorail each weekday

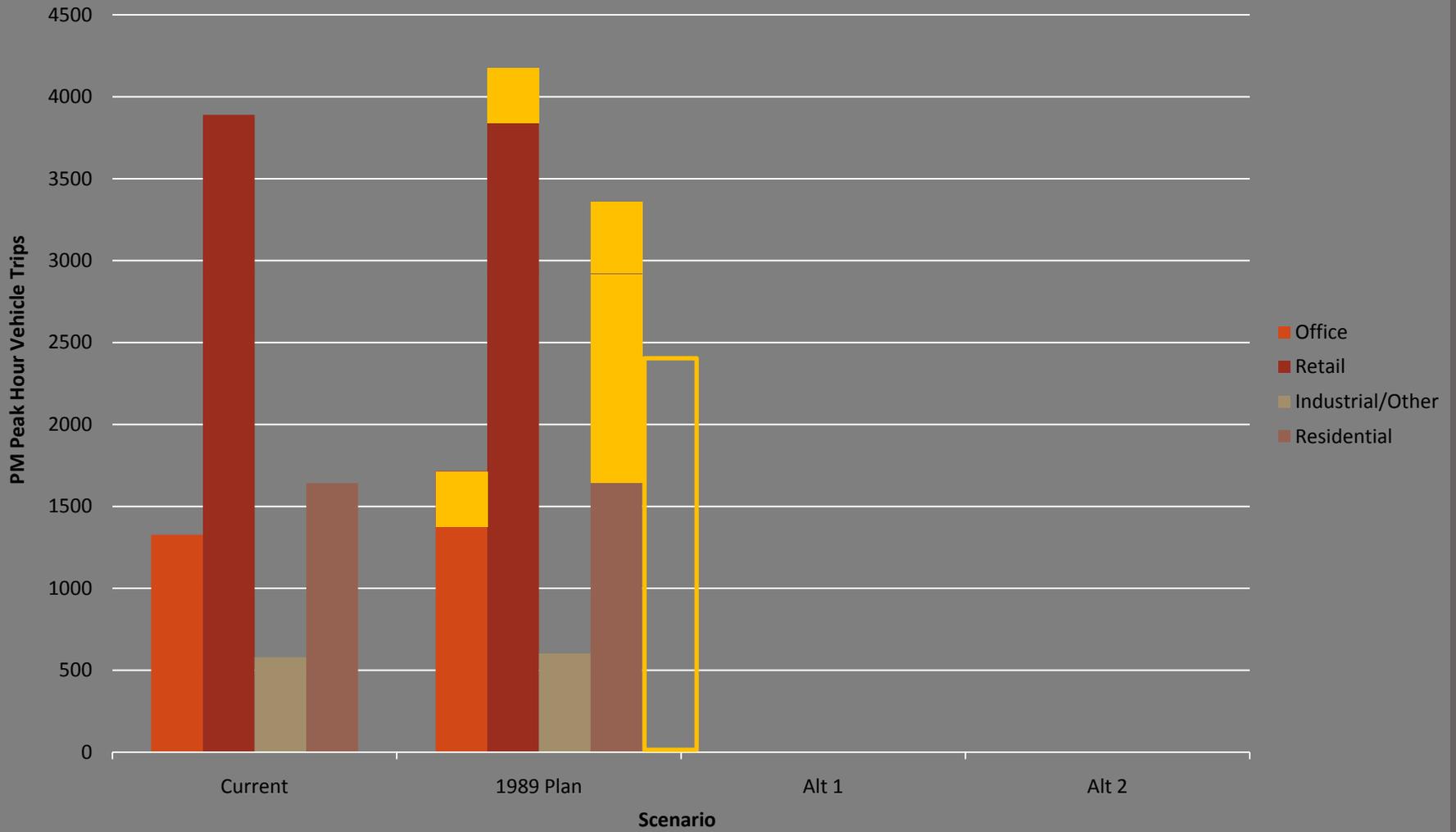
Two major Metrobus routes with over **18,000 riders*** per day along the entire routes

Four major Ride-On routes with over **6,500 riders*** per day along the entire routes

WMATA garage with 1,000 spaces and **63% of spaces occupied**

* Figures for entire route

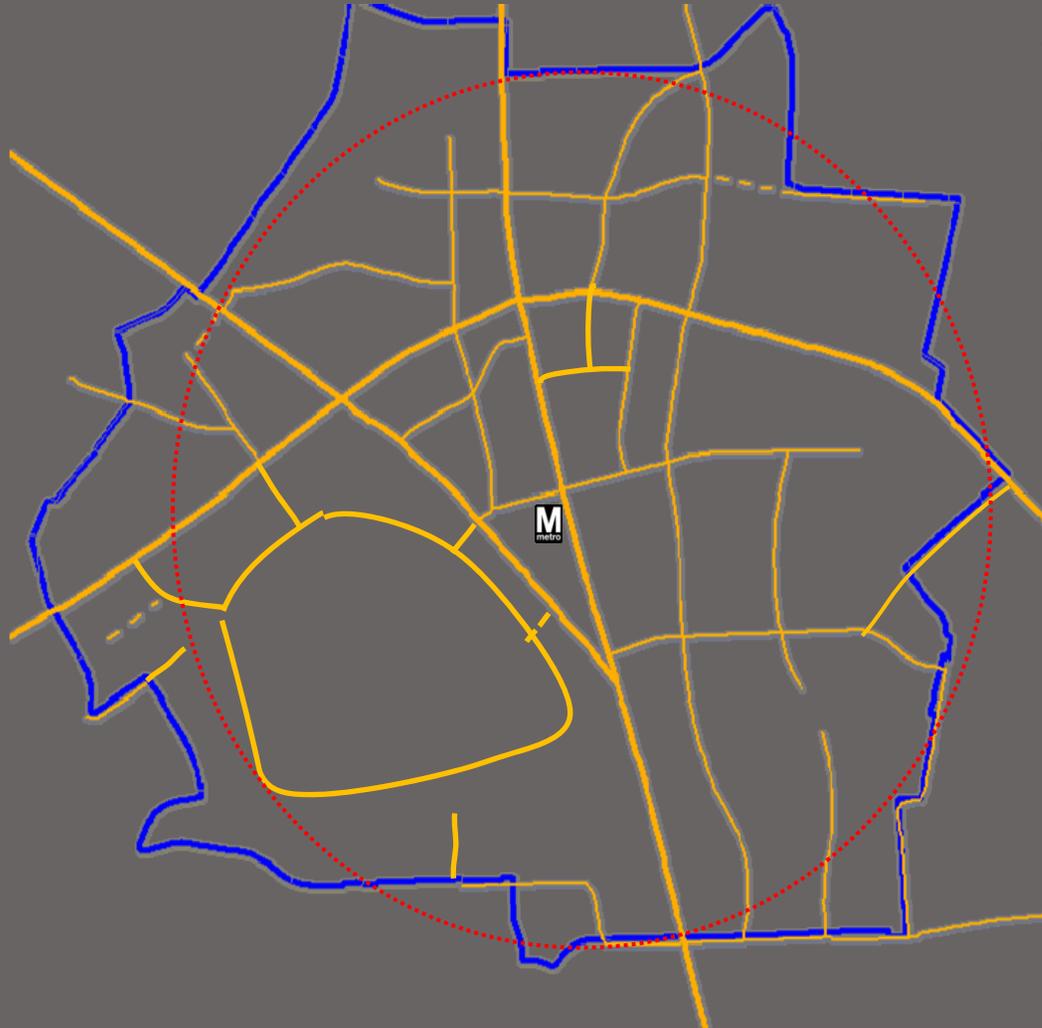
Wheaton Local Area Model Peak Hour Vehicle Trips Generated





Analysis

Wheaton Roadway Network: Existing



Grid network

Segments **missing**

24 "Blocks"

3 Blocks over **1200 ft** length

Connections : **39**





Analysis

Wheaton Roadway Network: Testing



Grid network

Segments **connected**

47 "Blocks"

Block size reduced

1 Block over 800 ft (Mall)

Most blocks **300-500 ft**

Connections: **59**



Wheaton Urban Design

@CAMARO27
cmj_27_59@hotmail.com



Vision

Wheaton Urban Design

Streets

- Network
- Boulevards
- Pedestrian System

Open Space

- Concept

Neighborhoods

- Price Square
- Blue Ridge Square
- Civic Square

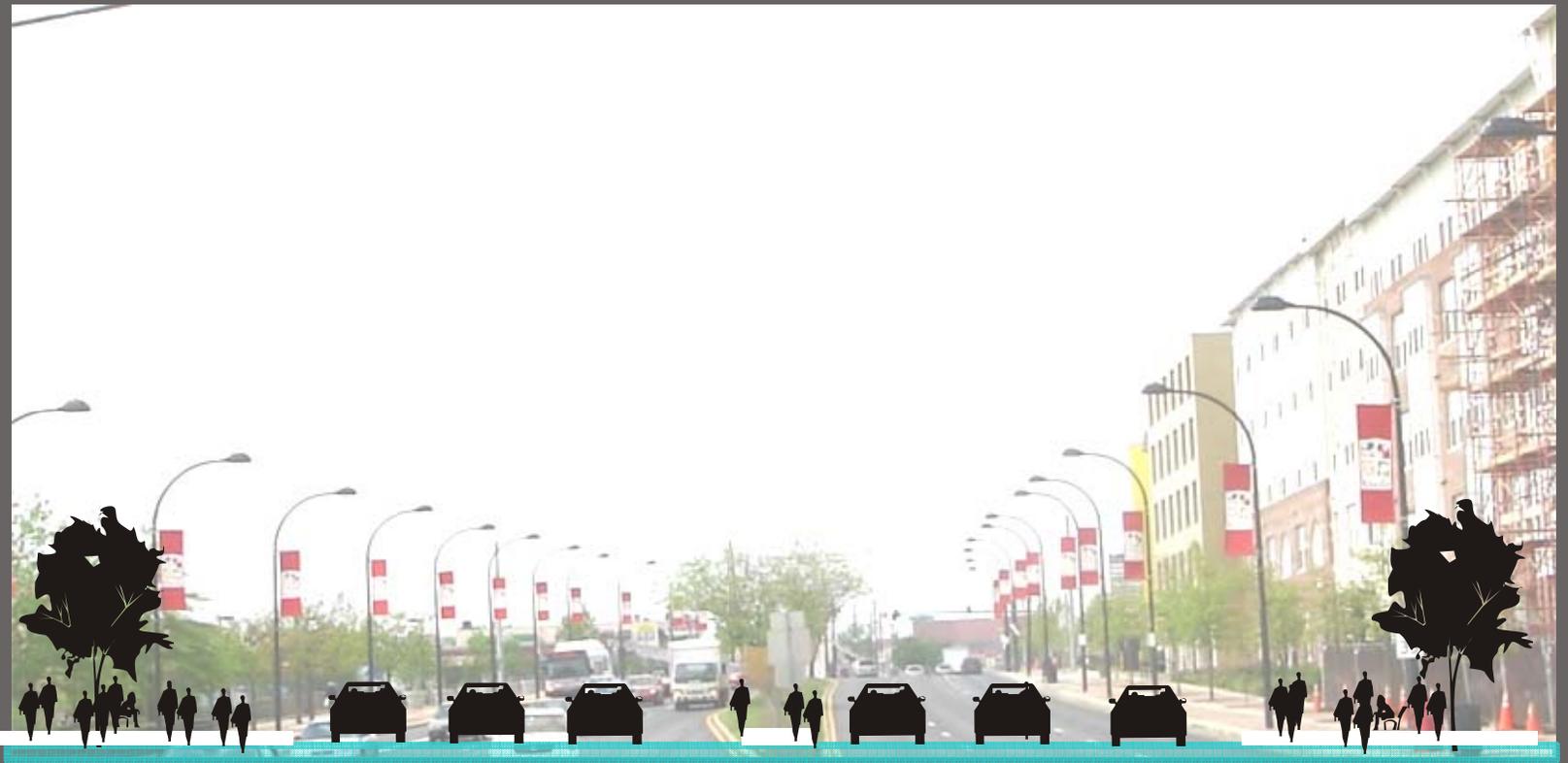




Concept

Wheaton

Urban Design Georgia Avenue



parking

median

parking



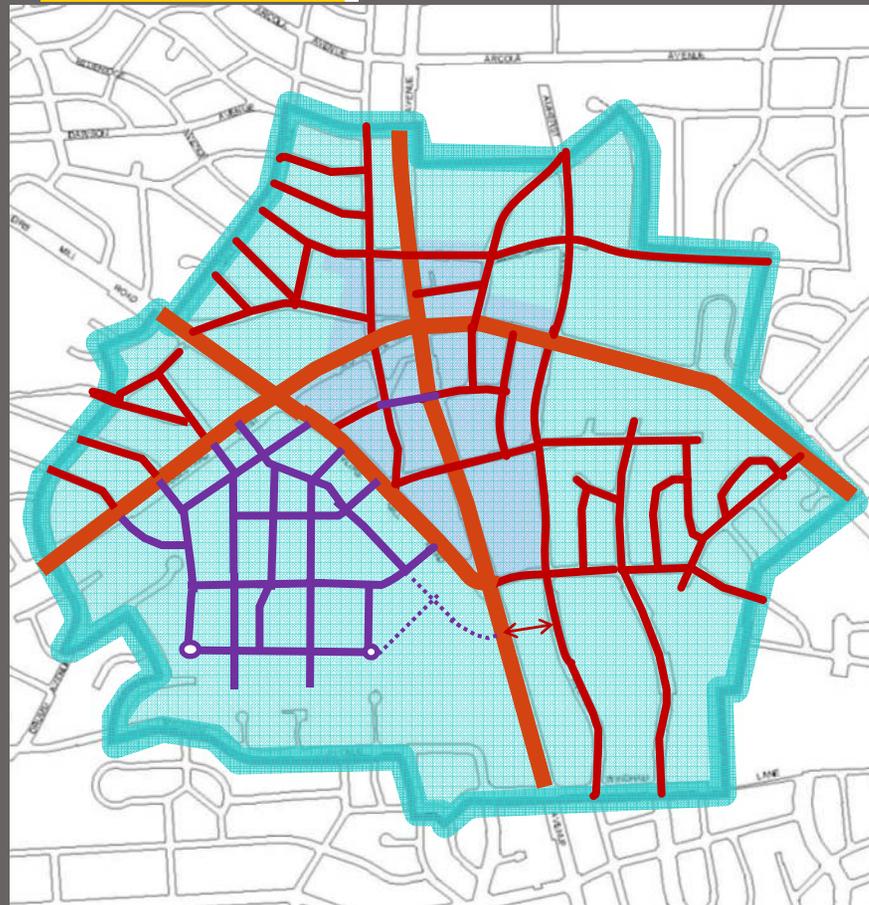


Vision

Wheaton

Network - Boulevards and

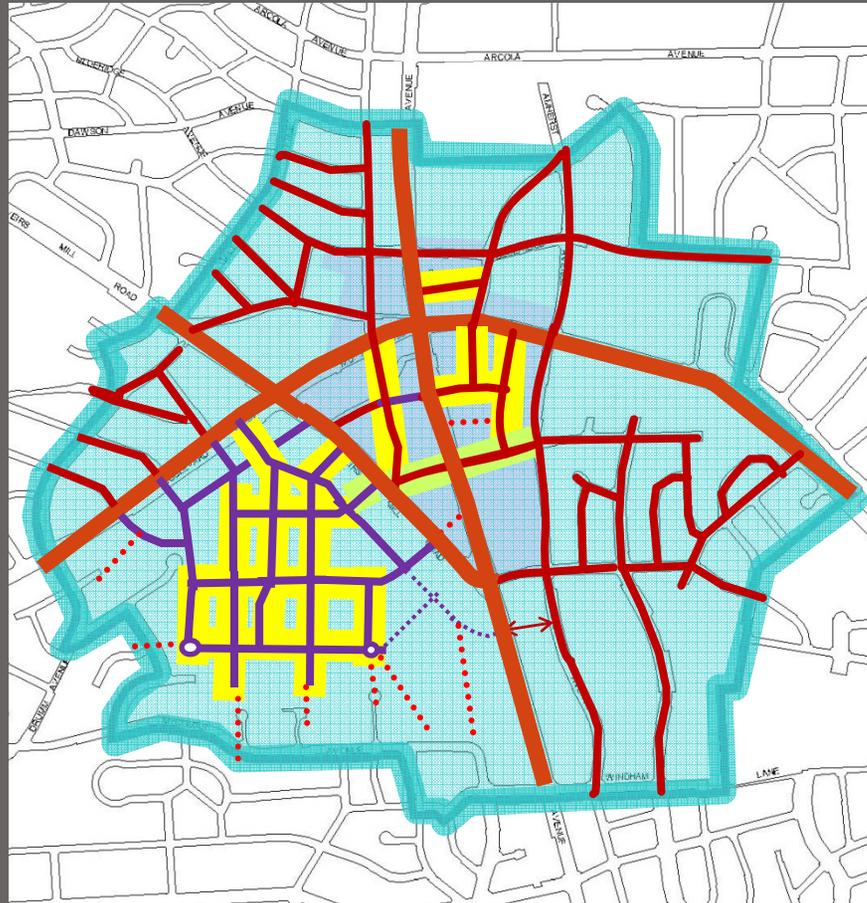
Tomorrow's Business Streets



Concept

Wheaton

Pedestrian Priority Streets



Wheaton

Pedestrian Priority Streets

closable

slow

green

public or private ownership

public access

design for close up viewing



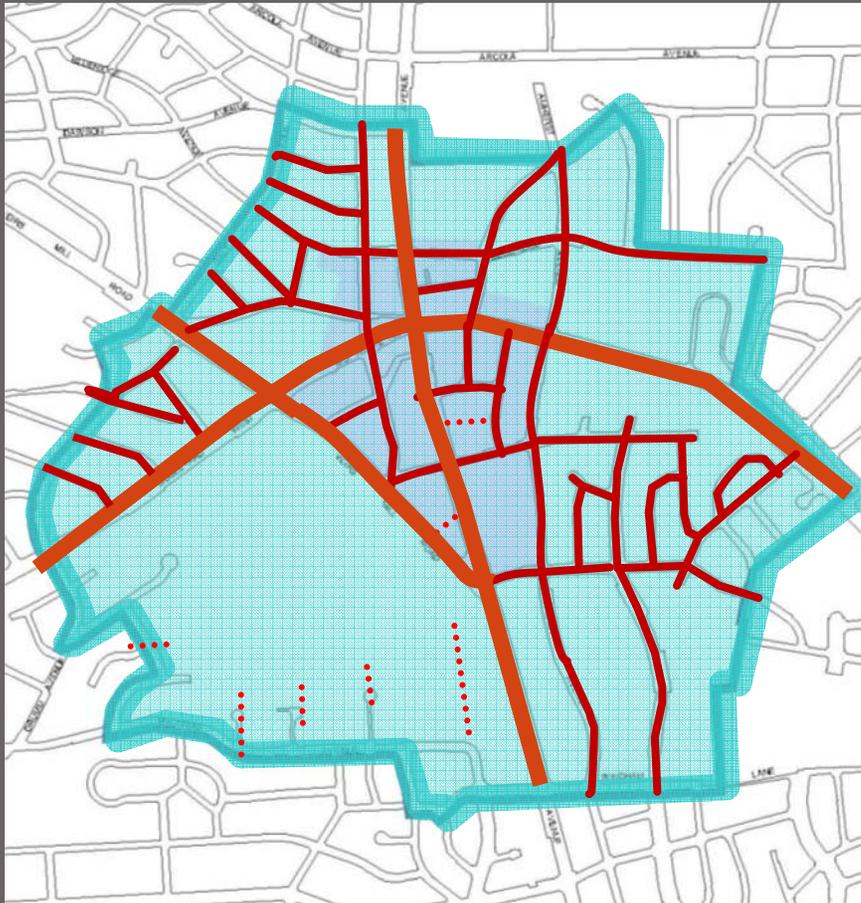
A variety of designs are possible for each street type subject to the Road Code revisions to County street standards or private street designations.



Vision

Wheaton

Pedestrian Network Today



Sidewalks

Paths

Enhanced crossings

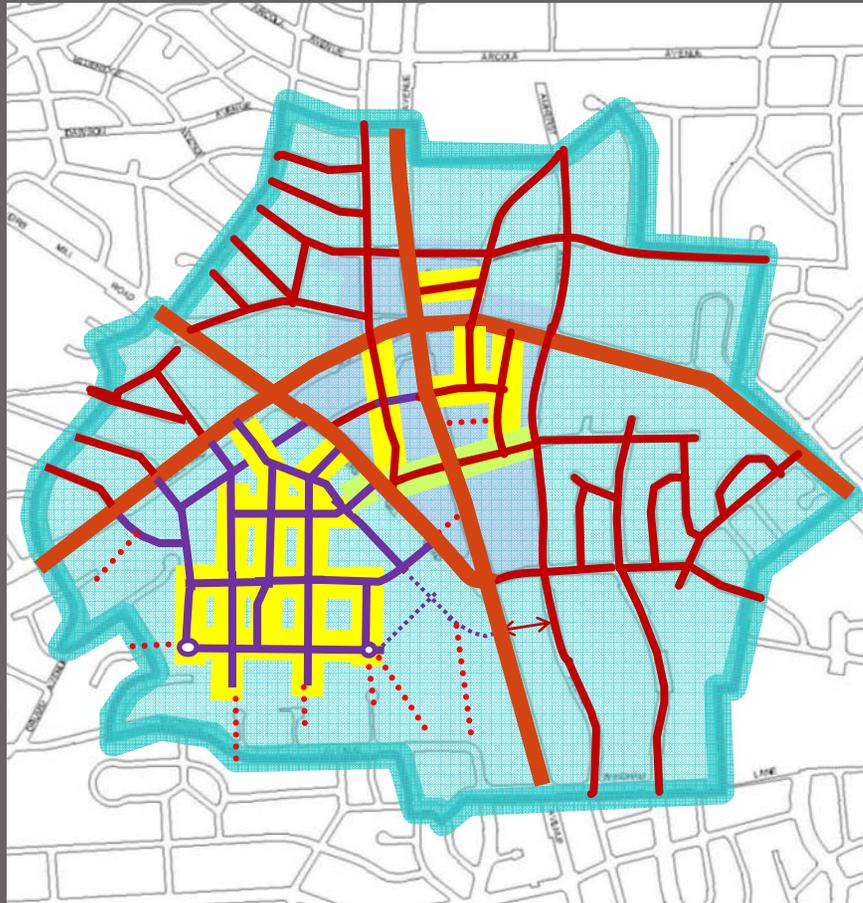




Vision

Wheaton

Pedestrian Network Tomorrow



Sidewalks on all Streets

More Paths

thru blocks & open spaces
to neighborhoods & trails

- Enhanced crossings
- Pedestrian Priority Streets
- Promenade





Open Space Network

evolving thoughts on Wheaton.....

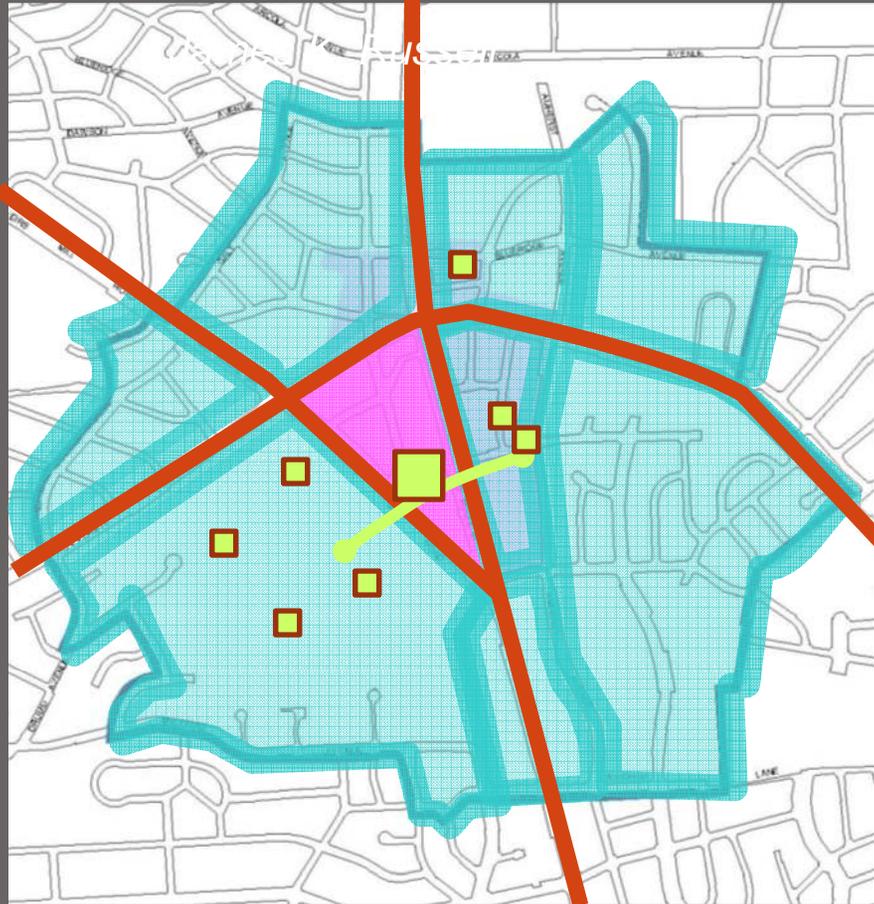




Vision

Wheaton

Open Space Tomorrow



An Active Urban Park





Vision

Wheaton Open Space

balconies, patios, roofs



• Photo credit JFeuchter FLIKR

sidewalk open spaces
for business display and service





Vision

Wheaton

Open Space for Growing Food

active urban park

neighborhood green

other green space

roof tops

balcony, patio, yard

market gardens





NEIGHBORHOODS

evolving thoughts on Wheaton.....





Price Square



Price Square





Analysis

Wheaton

TODAY



- An easy walk
- No big crossings



Price Square



Today



N

The Beginning of a Restaurant District



Today



Streets and Parking Lot Closed for Special Events



Today



Grow the Neighborhood Restaurant District



Concept



Create Low Cost Instant Square



Concept

Create Low Cost Instant Square
Maintain parking

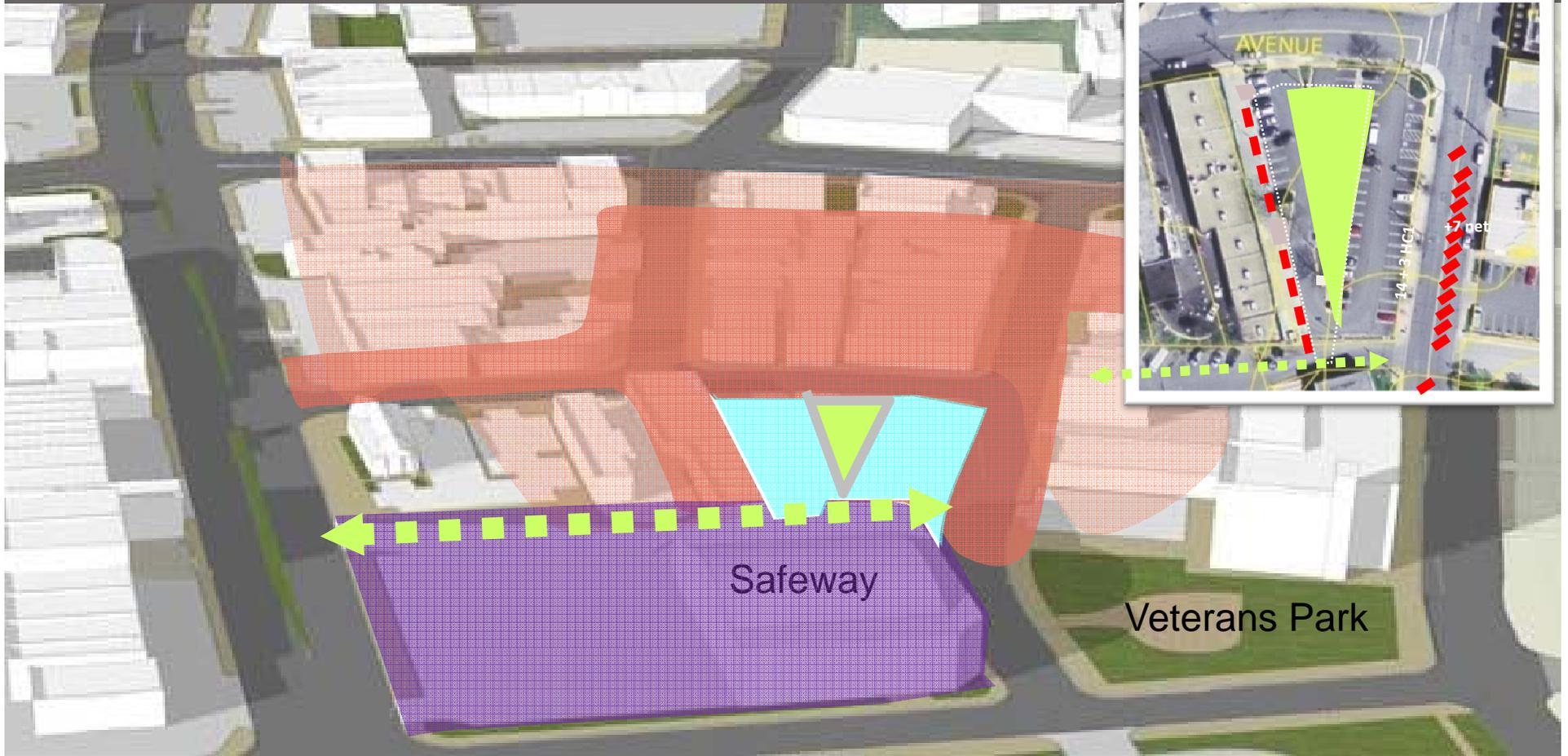


Concept



Redevelop Safeway Site

Add path to connect boulevard and square

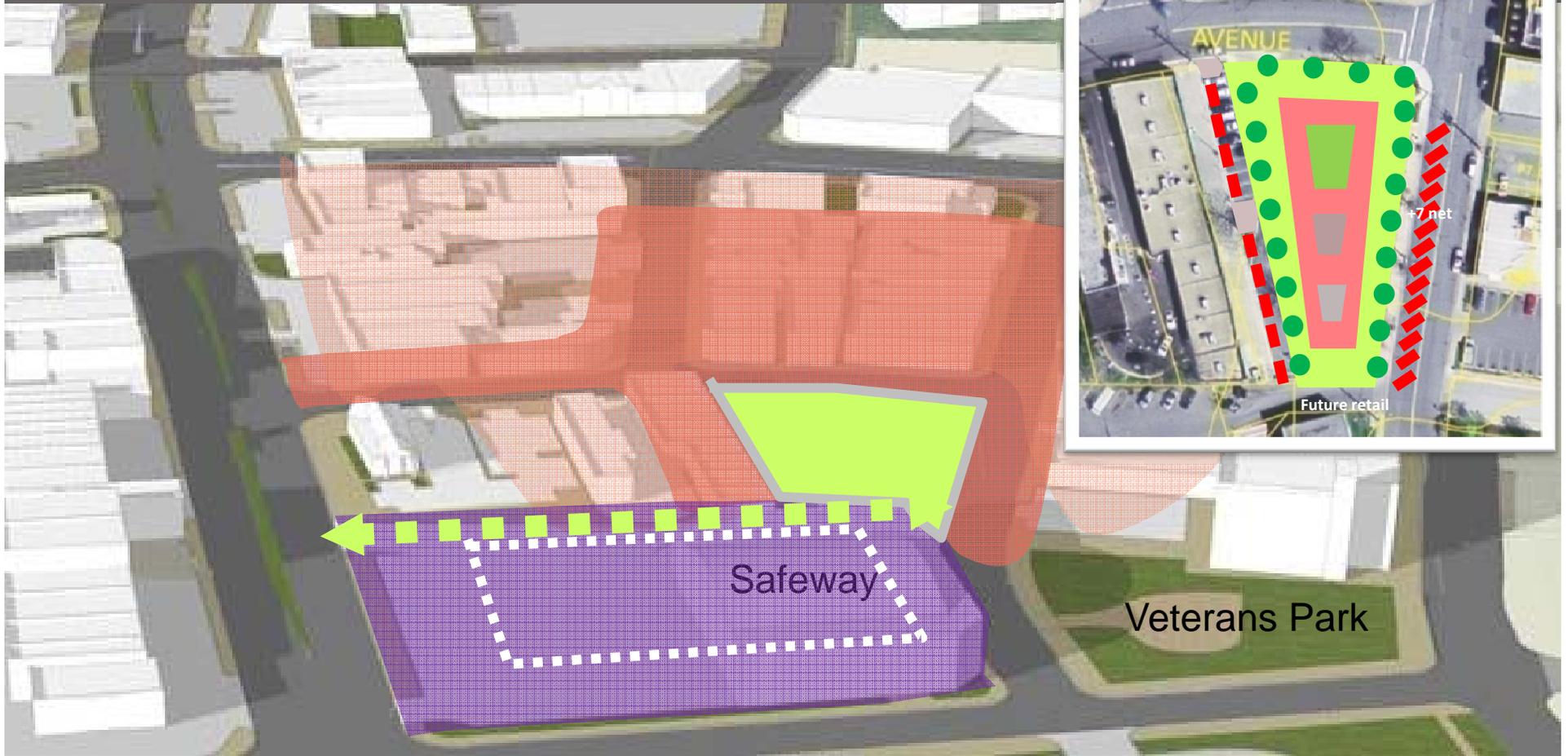


Concept



Develop Safeway Site
include a public/private parking structure

expand square



Concept

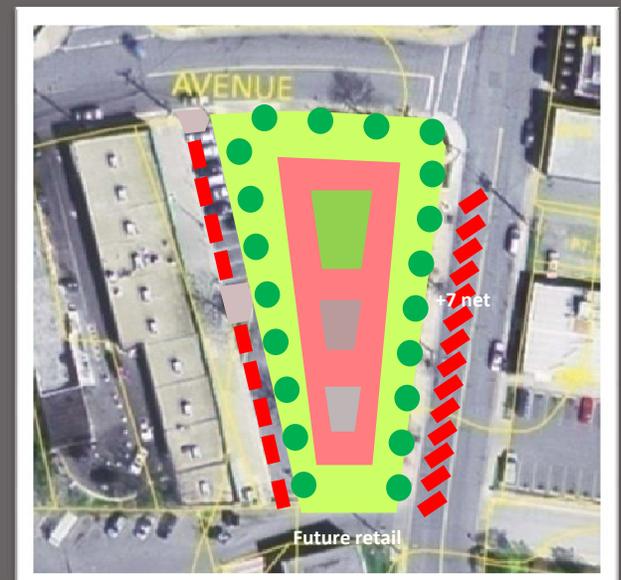




1



2



3

PRICE SQUARE



Price Square Neighborhood Design Concept





@CAMARO27
cmj_27_59@hotmail.com

IMPLEMENTATION



Blue Ridge Square

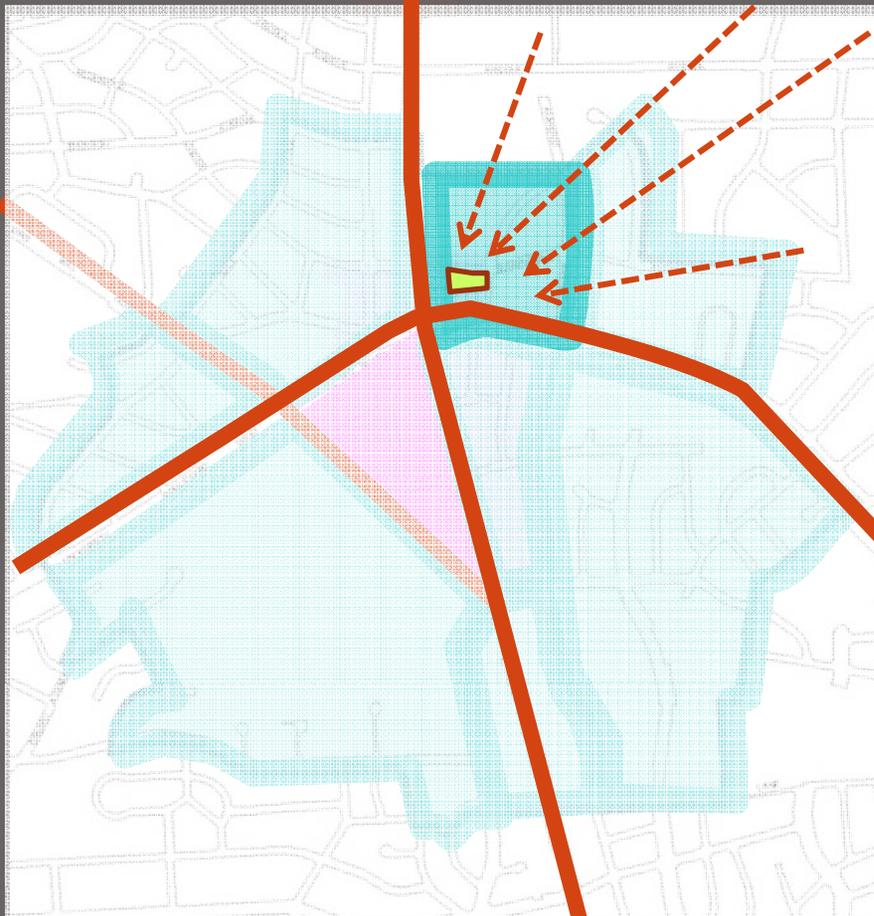
evolving thoughts on Wheaton.....





Vision

Wheaton TODAY

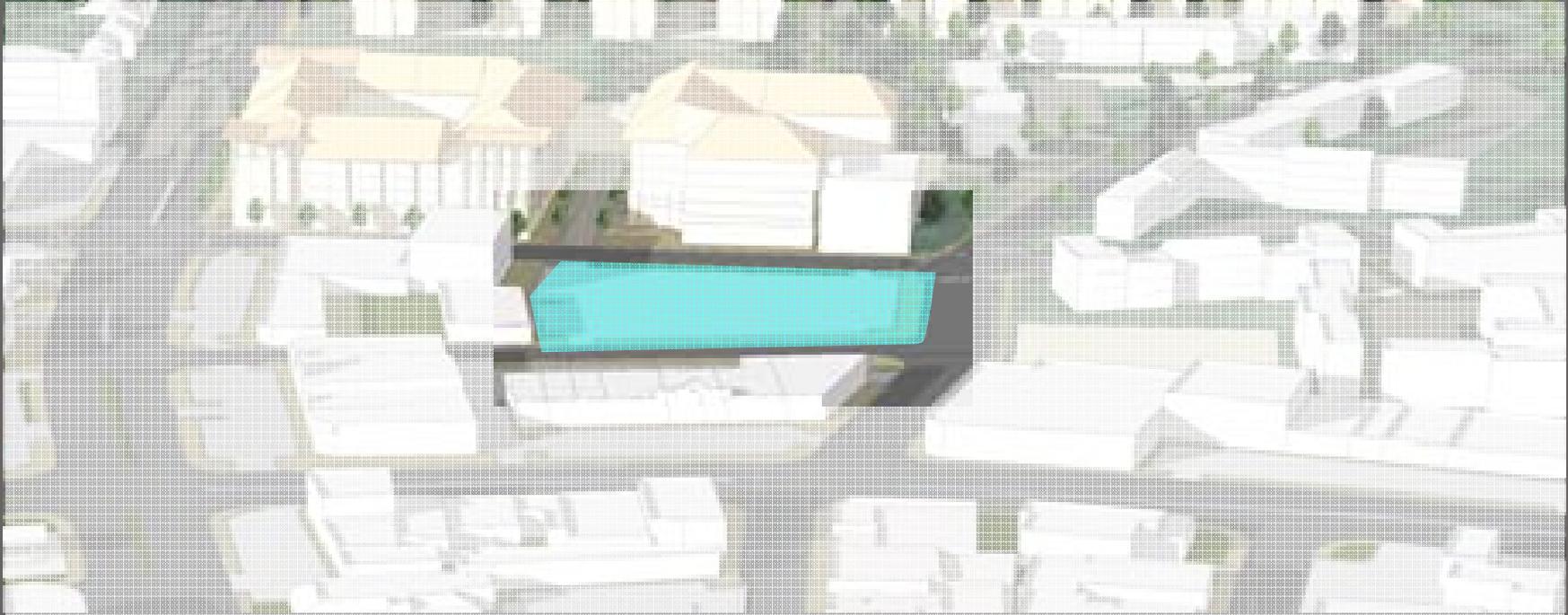


an easy walk

no big crossings



Location of Blue Ridge Square

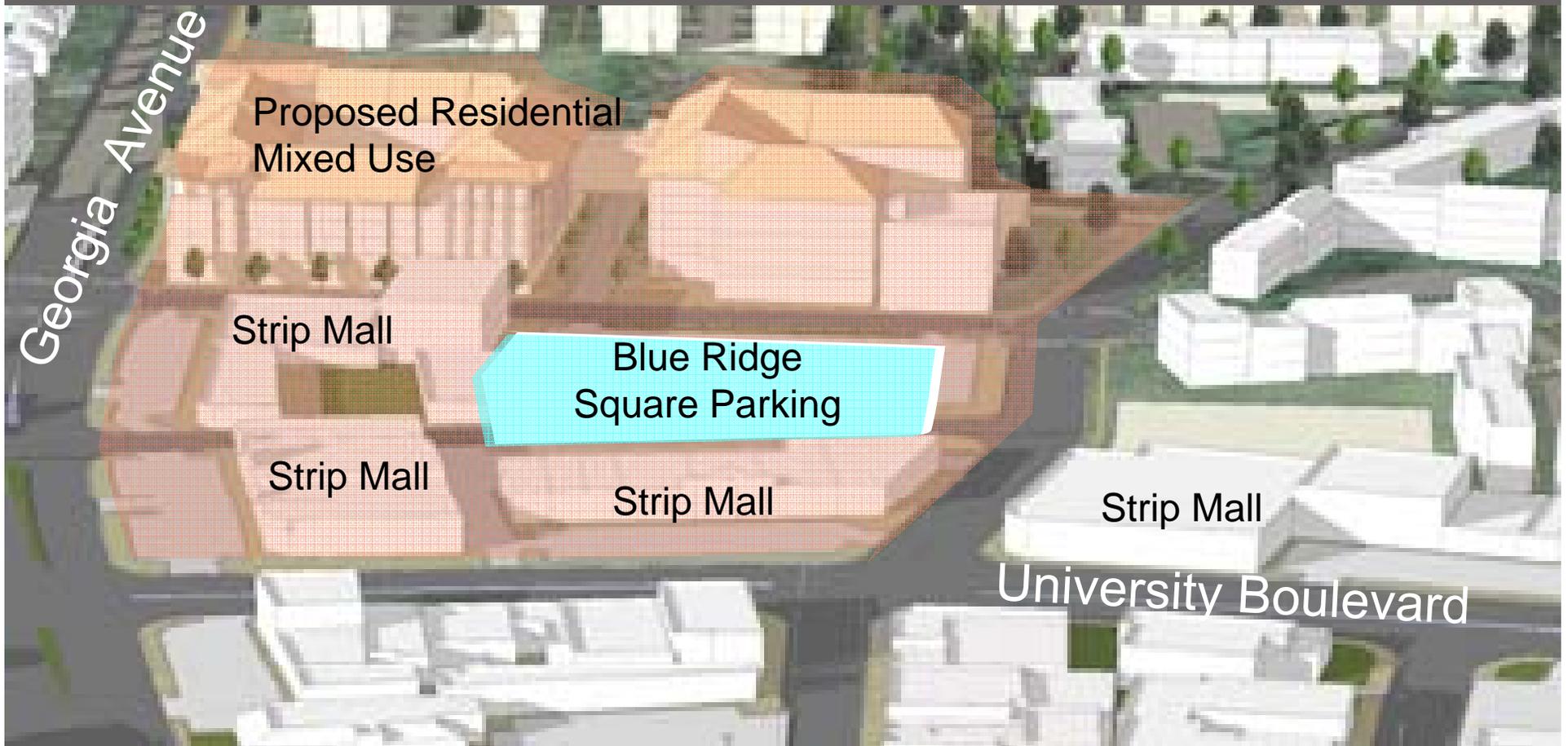


Location of Blue Ridge Square



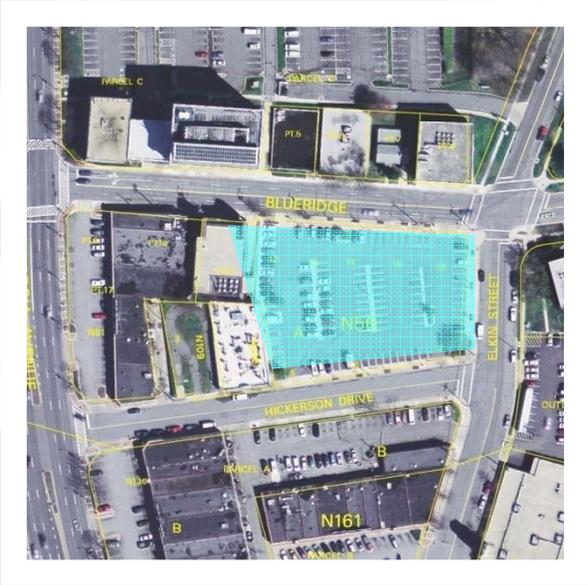
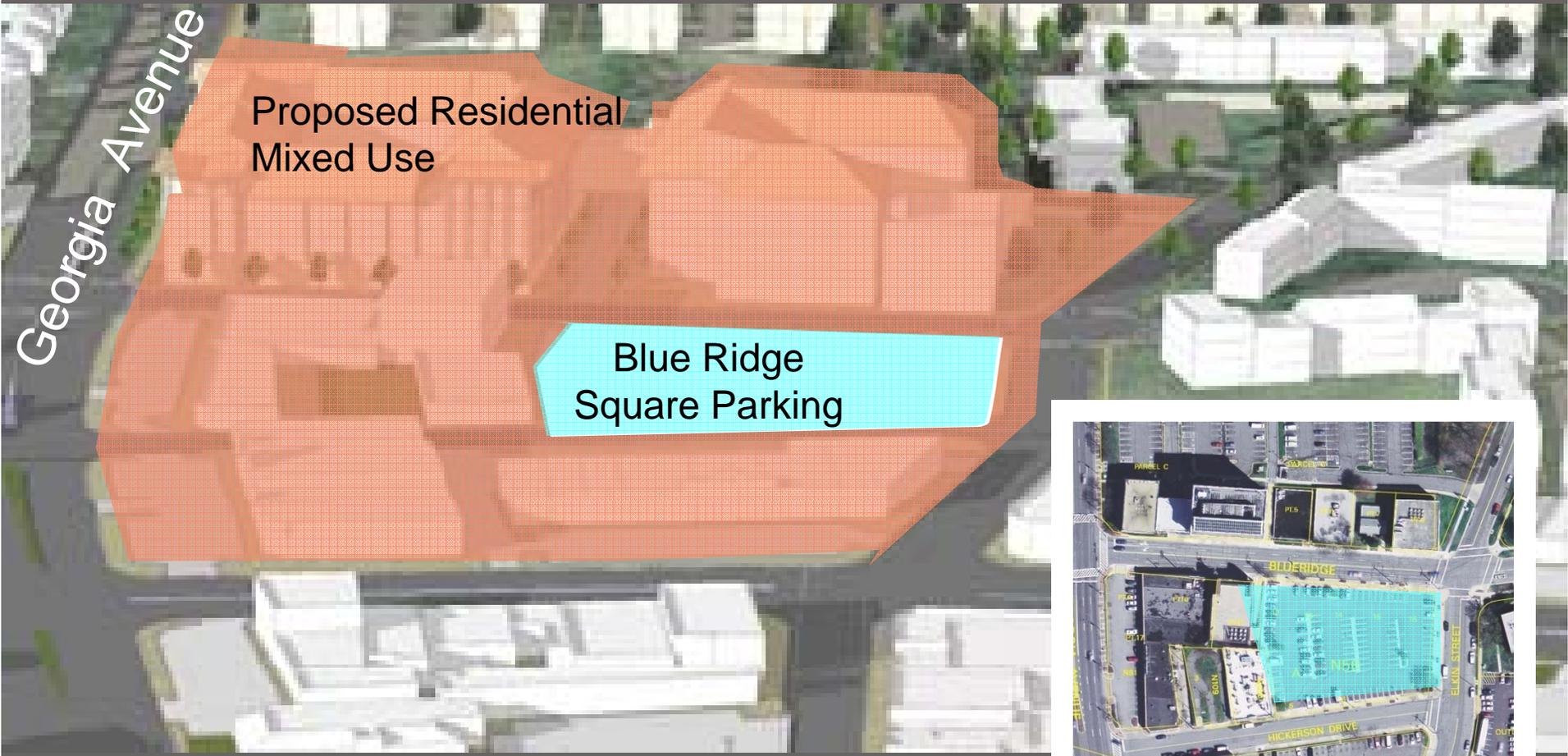
Today

The Beginning of a District



Today

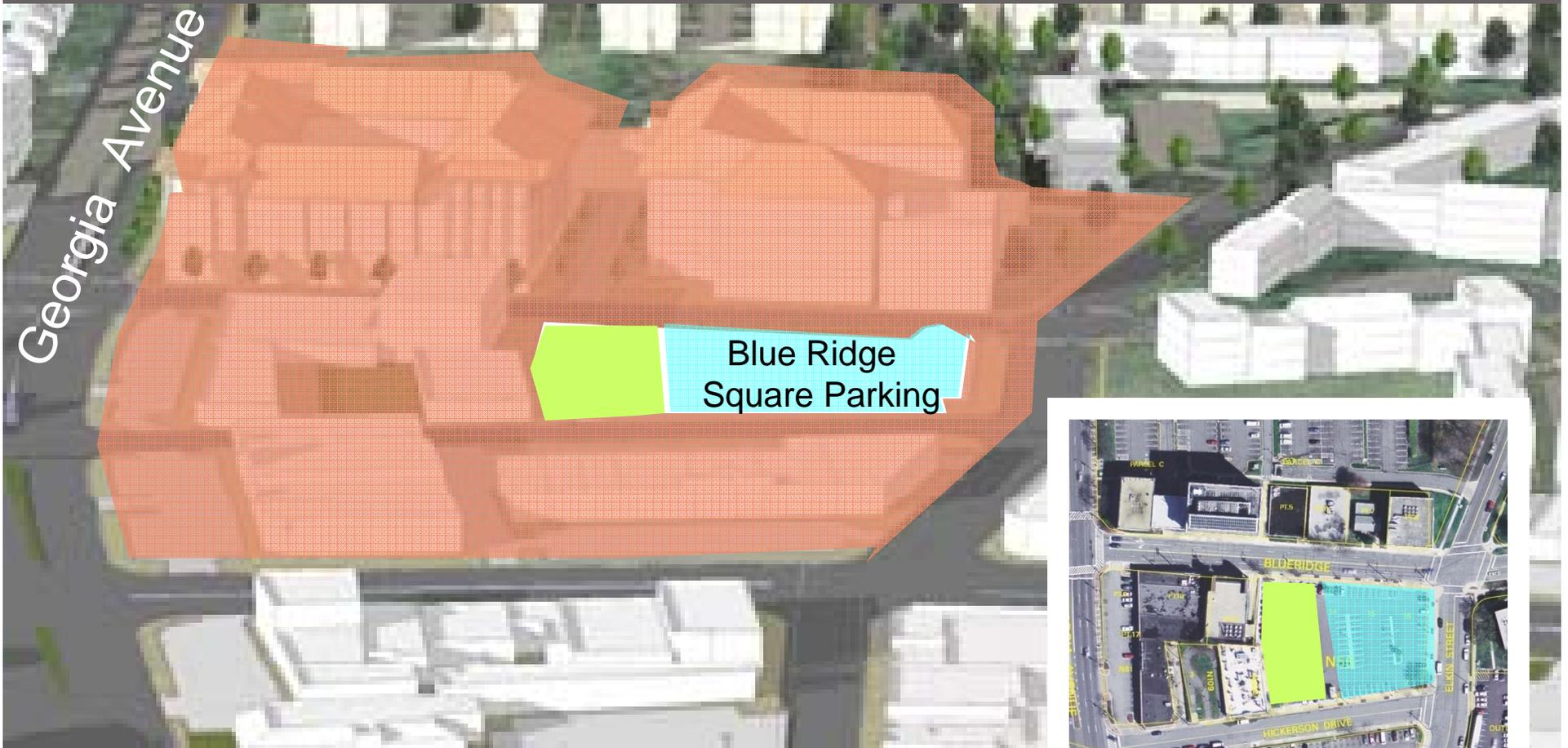
Grow the District – Encourage Redevelopment



Concept



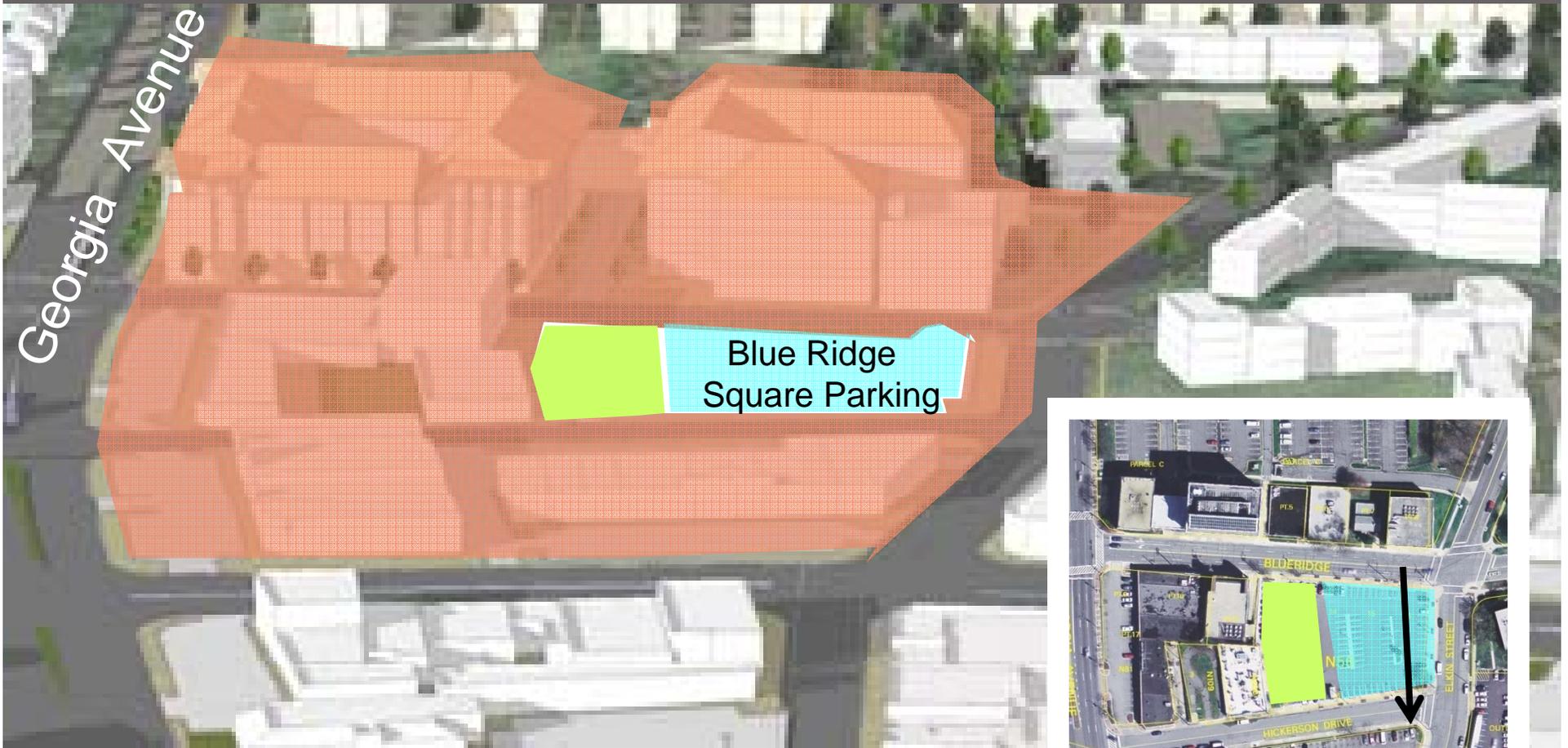
Create Low Cost Instant Square



Concept



Maintain Parking



Concept



Redevelop Aaronson Property



Concept



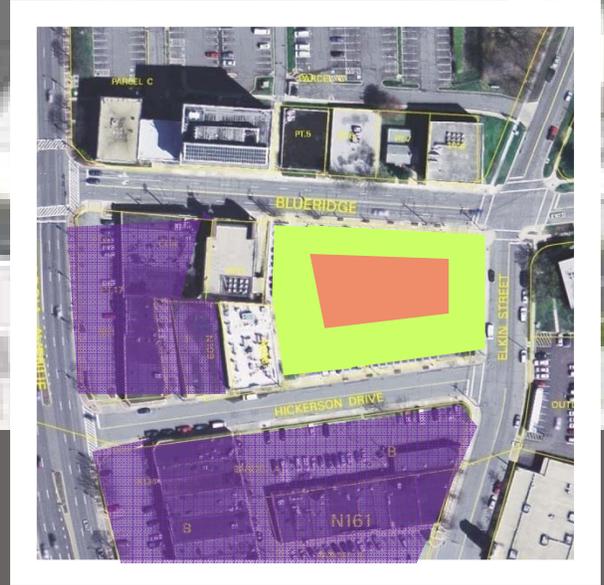
Include New Public/Private Parking Structure



Concept



Expand Square



Concept



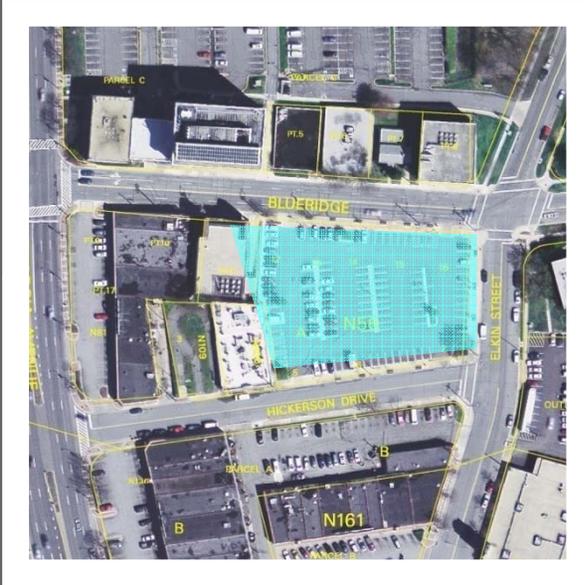
Add Paths to Connect Boulevards and Square



Concept



Blue Ridge Square



1

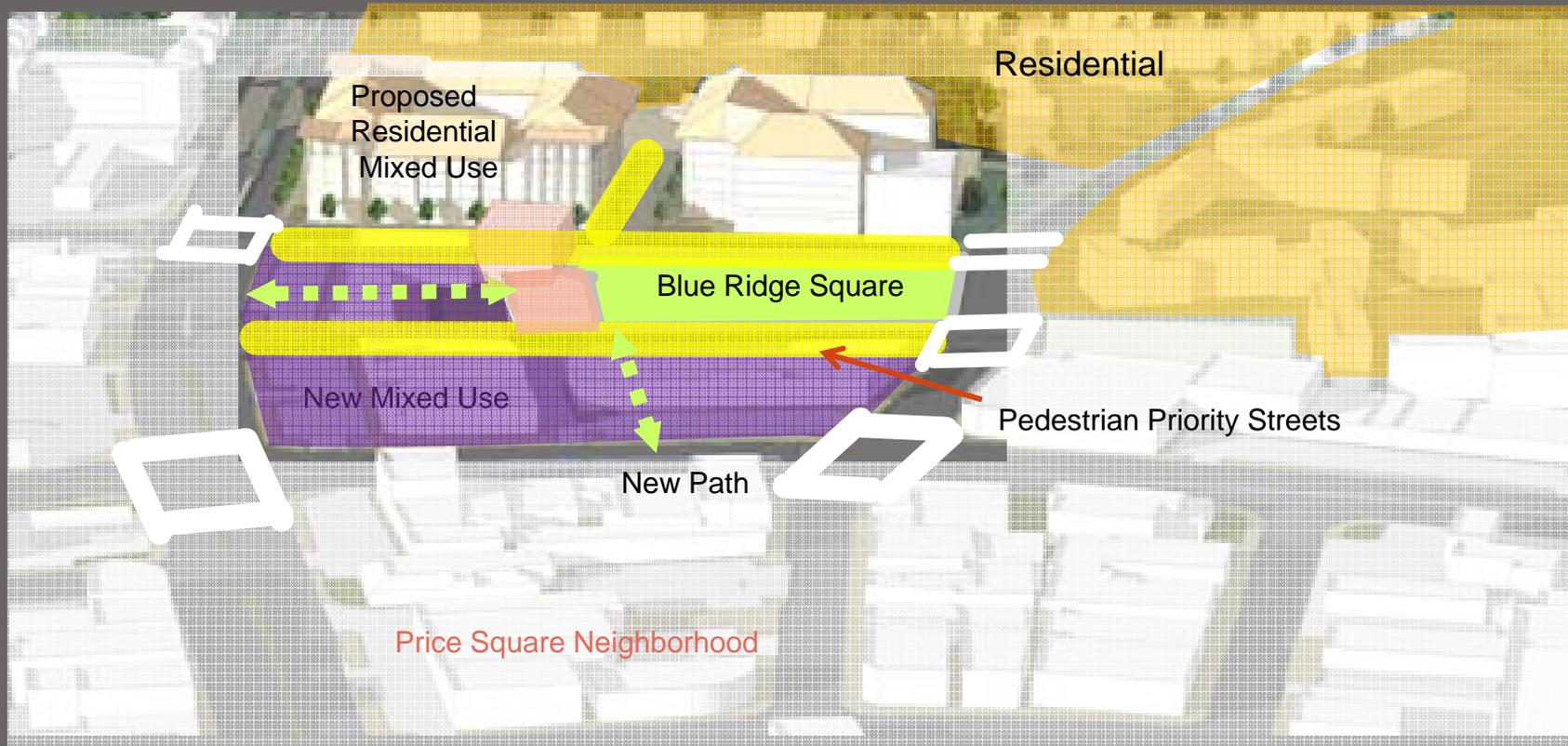


2



3

Blue Ridge Square Neighborhood Design Concept



Concept

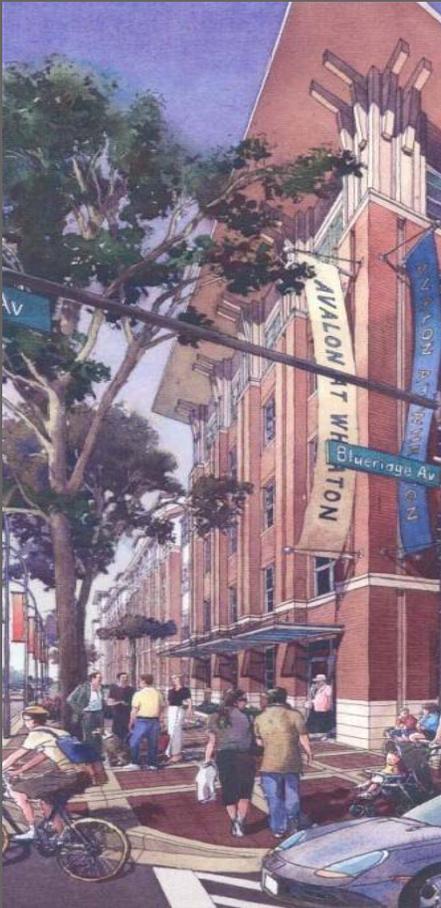


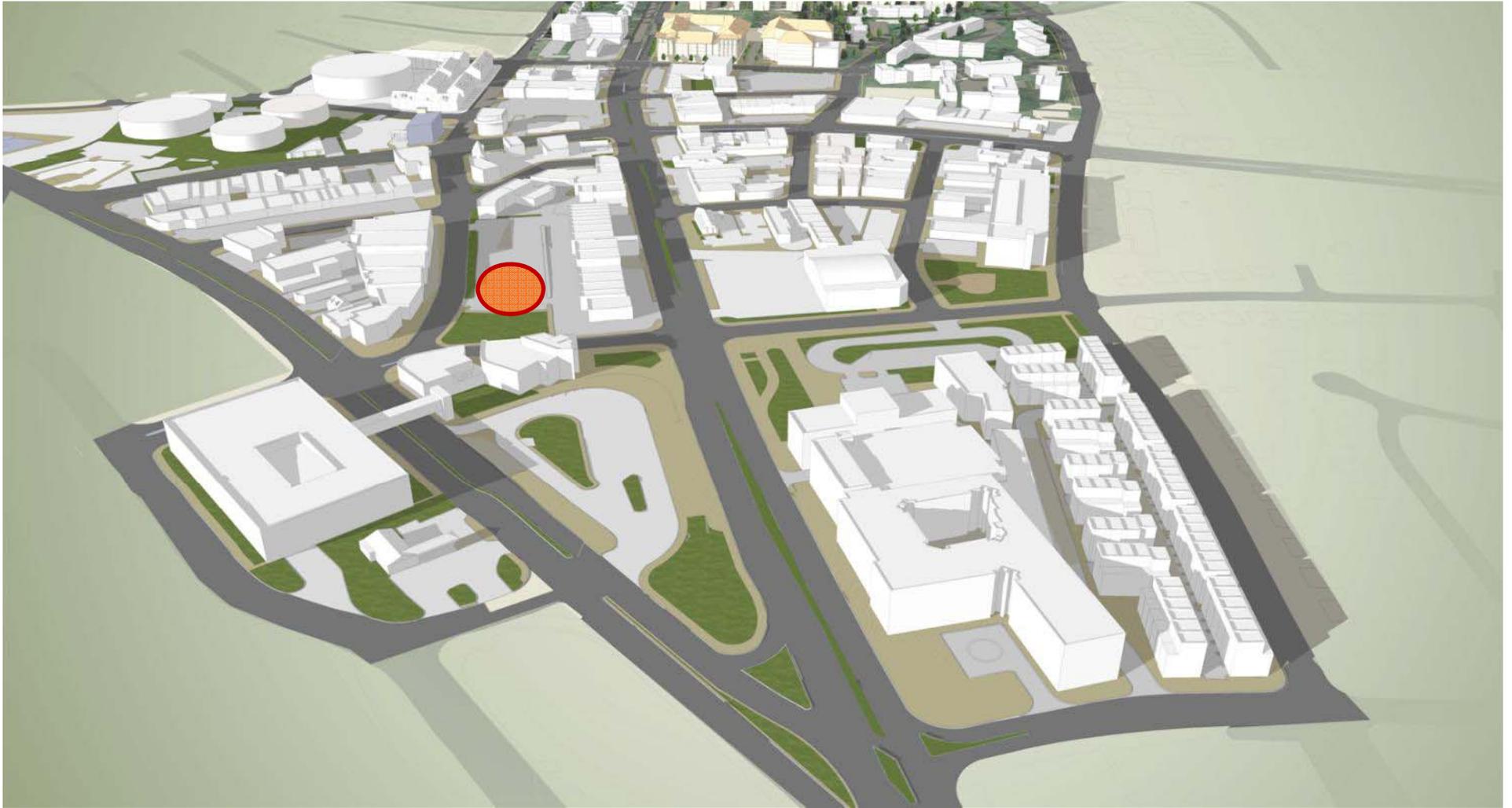


Vision

Wheaton

Blue Ridge Square





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

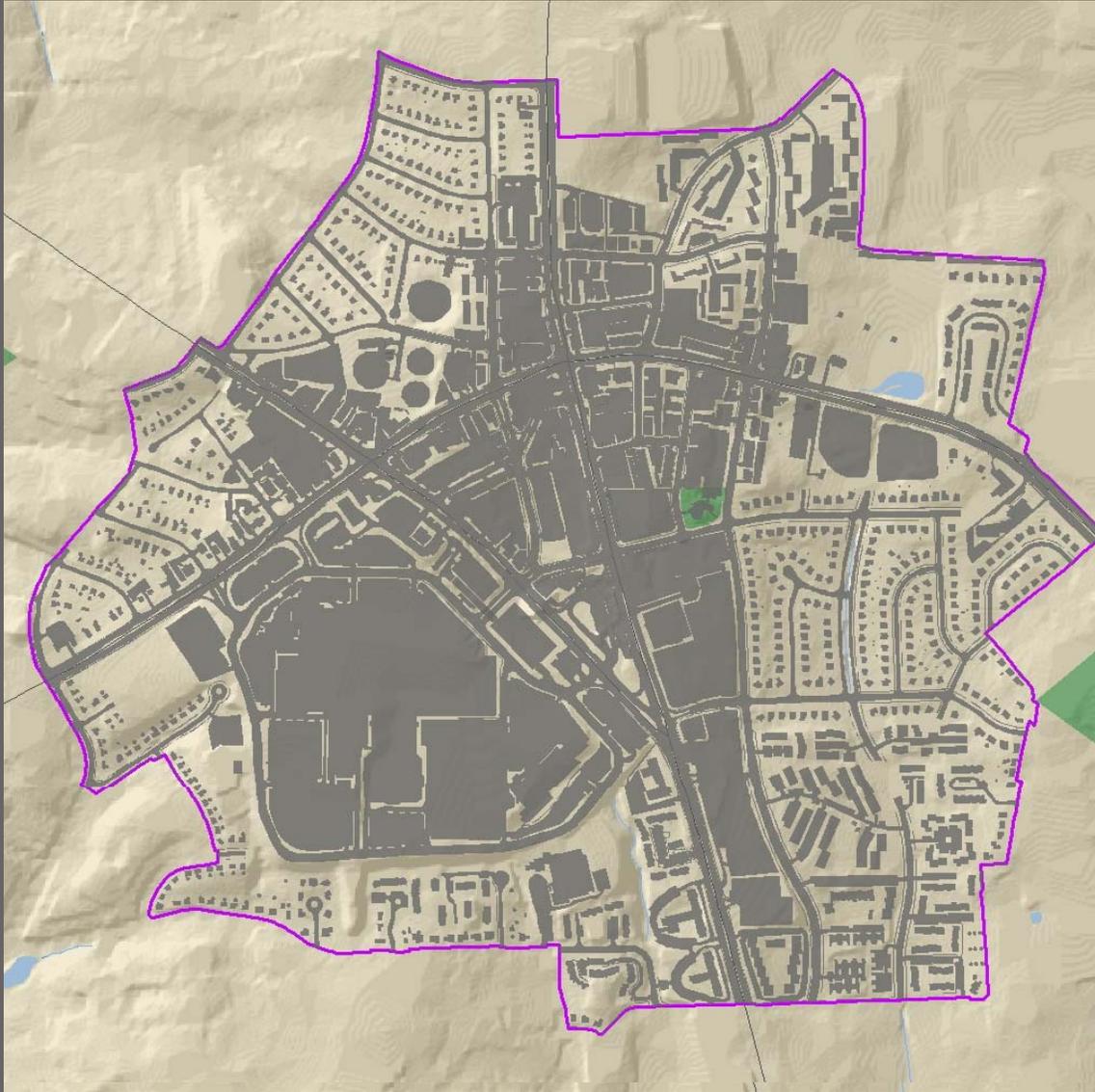
urban heat island





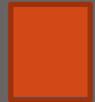
Wheaton

Analysis



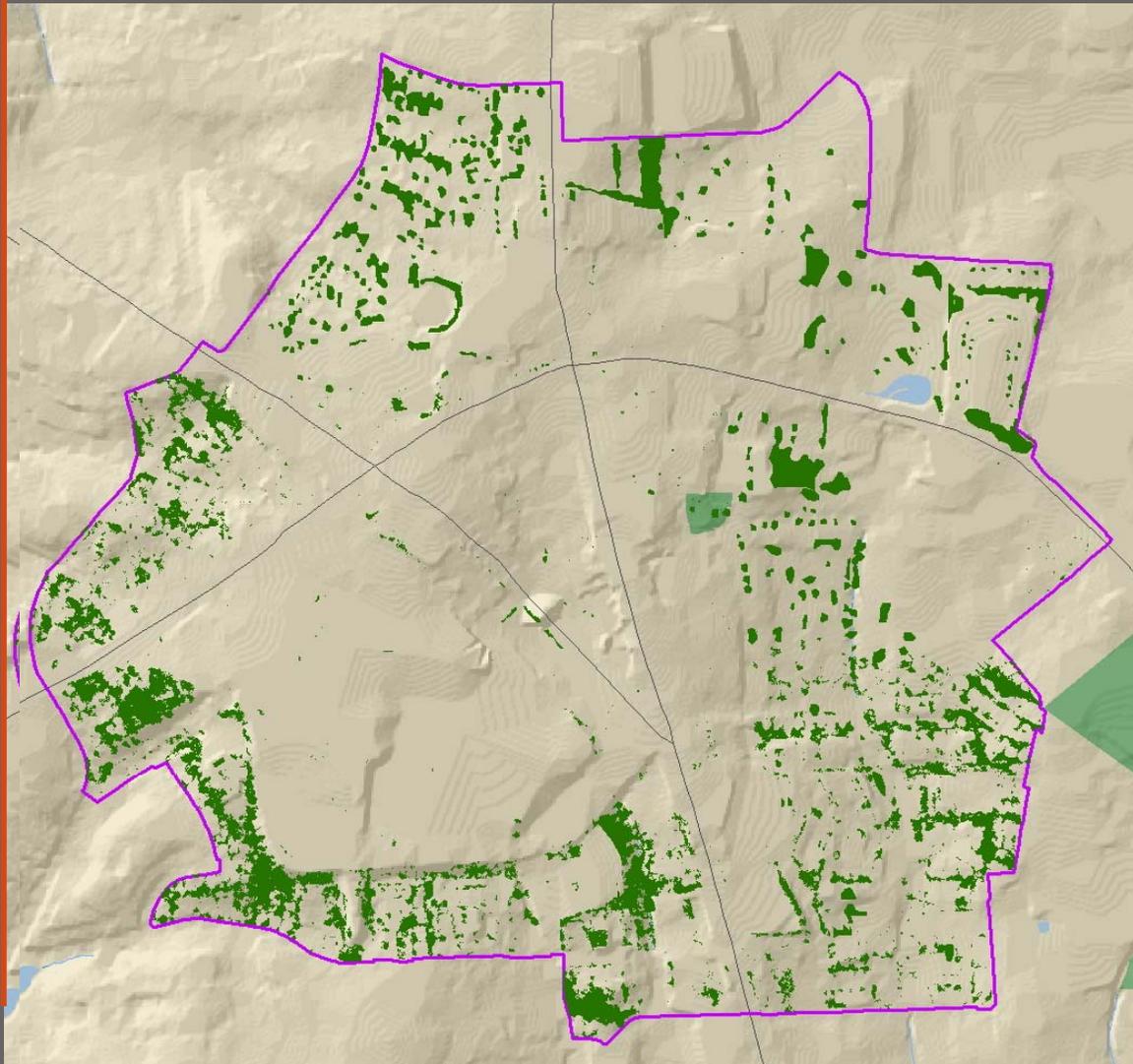
292 ac of
imperviousness
62% of the
planning area

85 ac of parking
18% of the
planning area



Wheaton

Analysis



47 ac of tree cover
10% of the planning area

<1 ac of parking shaded
1% of parking shaded



Wheaton

Analysis

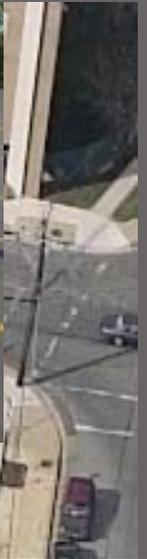


all
subwatersheds
have poor water
quality



Wheaton

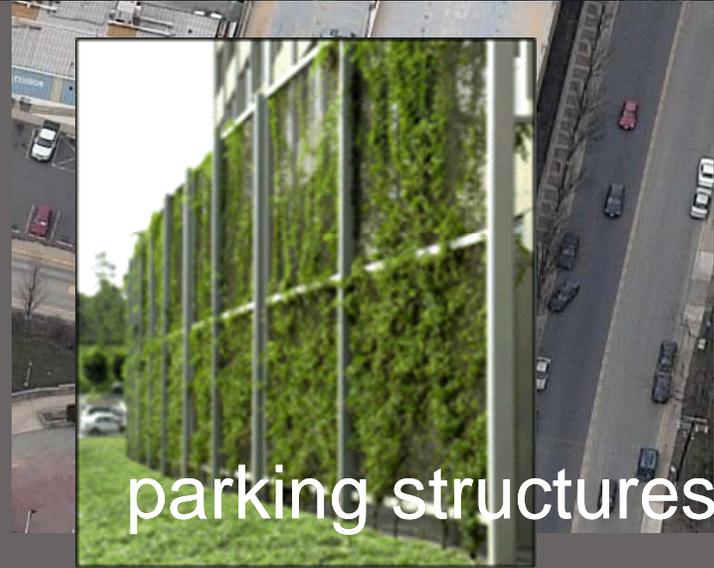
opportunities



surface parking

Wheaton

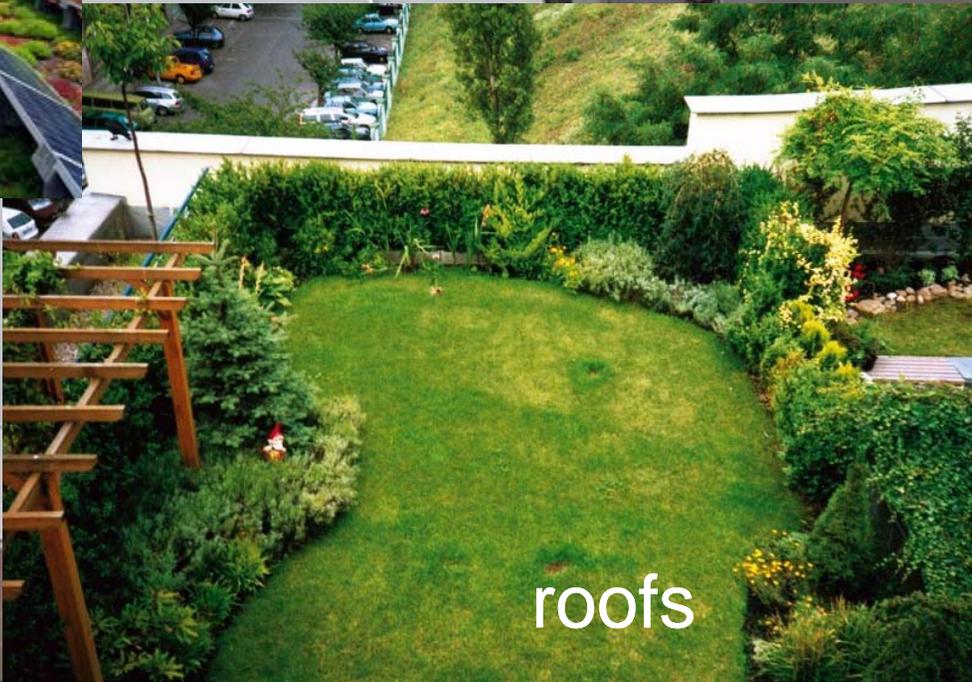
opportunities



parking structures

Wheaton

opportunities



roofs



Outreach

Wheaton Vision

June/July 2009 meetings to
refine a vision for Wheaton

governmental agencies
landowners
developers
community





Action

Review progress on the Sector Plan

Seek approval to model the proposed long-term development scenario

