



Wheaton

CBD and Vicinity Sector Plan

Montgomery County Planning Board - October 28, 2010



Agenda

Process

Overview of the Issues

Worksession 1 – CR Zone vs CBD Zoning

Worksession 2 – District and Site Specific Issues

Core District

Zoning

Parking Lot 13

Re-alignment of Ennalls Ave/Price Ave Extension

Retail Priority Streets





Agenda

Worksession 2 – District and Site Specific Issues Continued

Price District

- Veterans Park
- Standard Properties

Existing Neighborhoods

- WTOP
- CR Zone on Transitional Parcels
- Future Green Space on MCAD

Process



Public Hearing
July 29, 2010

Work Session 1
October 7, 2010
Overarching Issues

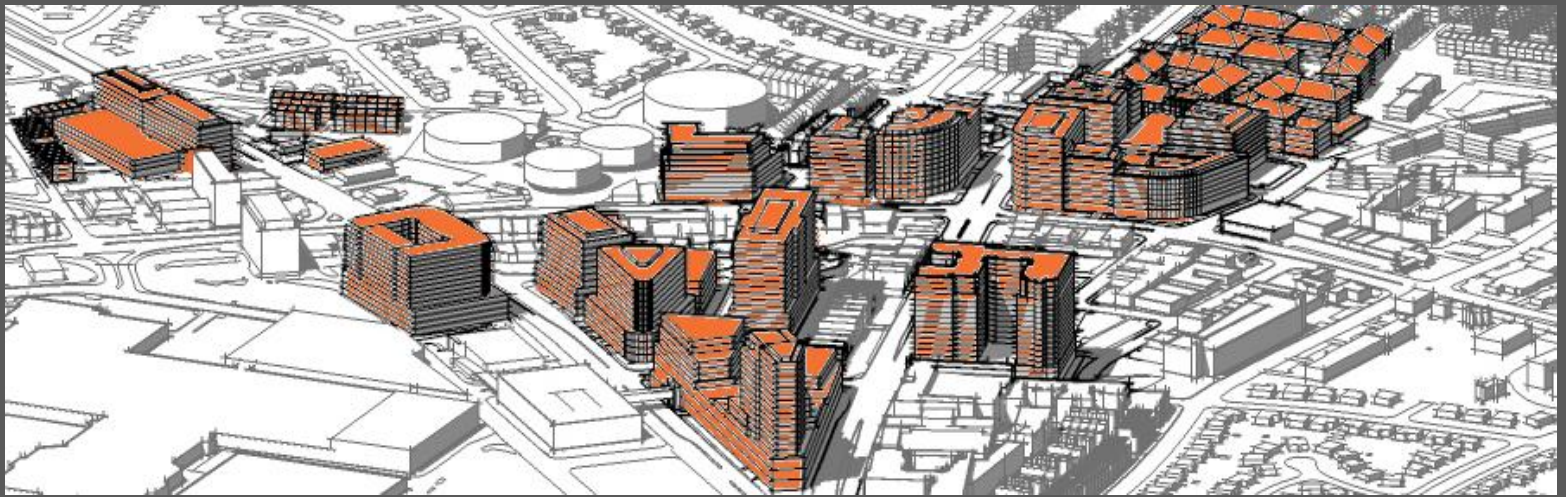
Work Session 2
October 28, 2010
District/Site Specific Issues

Work Session 3
November 18, 2010
District/Site Specific Issues &
Urban Design Guidelines

Work Session 4
December 9, 2010
District/Site Specific Issues

From Worksession 1

Issue 5: The proposed CR Zone may be a
disincentive to redevelop properties in Wheaton



Example

CBD-2

Standard Method: 2.0 FAR maximum
(178,800 square feet)

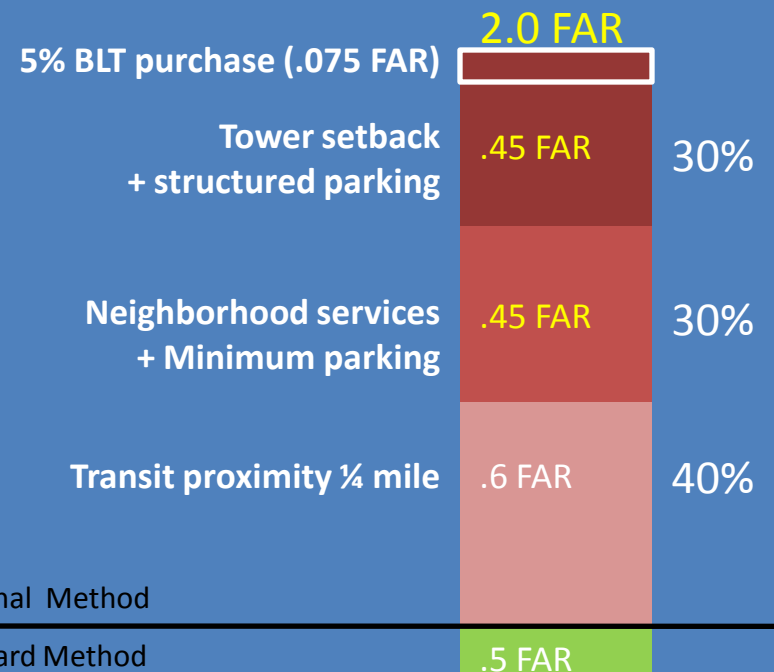
Required: 10 % Public Use Space

2.0 FAR

CR 5: C 4.5 R4.5 150'

Optional Method project at 2.0 FAR
(178,800 square feet)

Required: 10 % Public Use Space
5 % BLTs
Sketch Plan
Site Plan



Optional Method

Standard Method

2.0 FAR

.45 FAR

30%

.45 FAR

30%

.6 FAR

40%

.5 FAR

Example

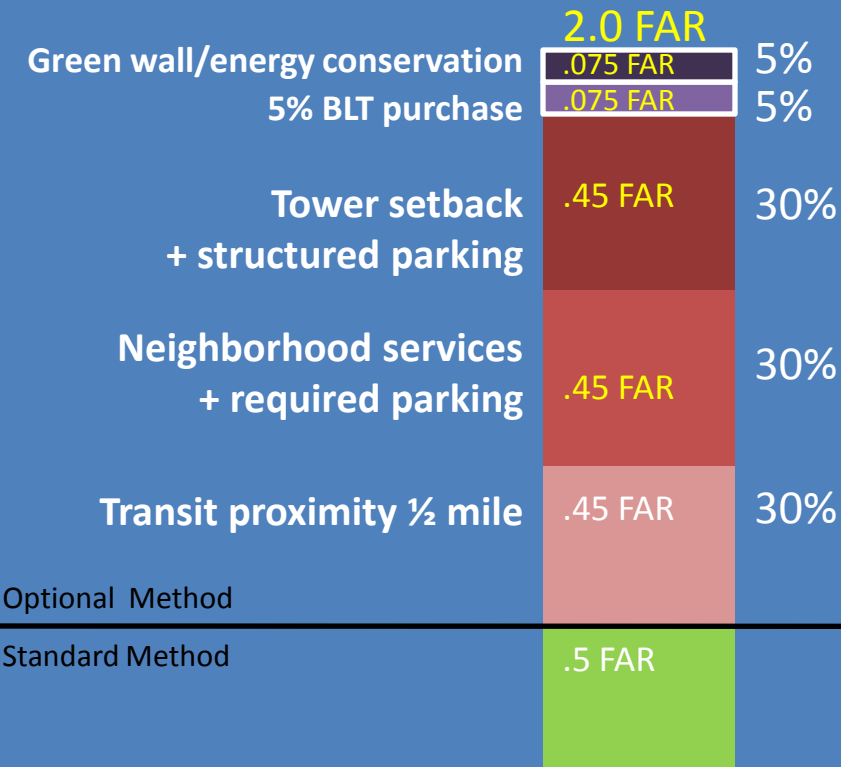
CBD-2
Standard Method: 2.0 FAR maximum
(178,400 square feet)

Required: 10 % Public Use Space

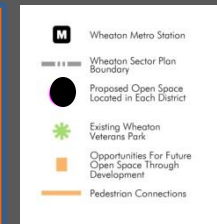
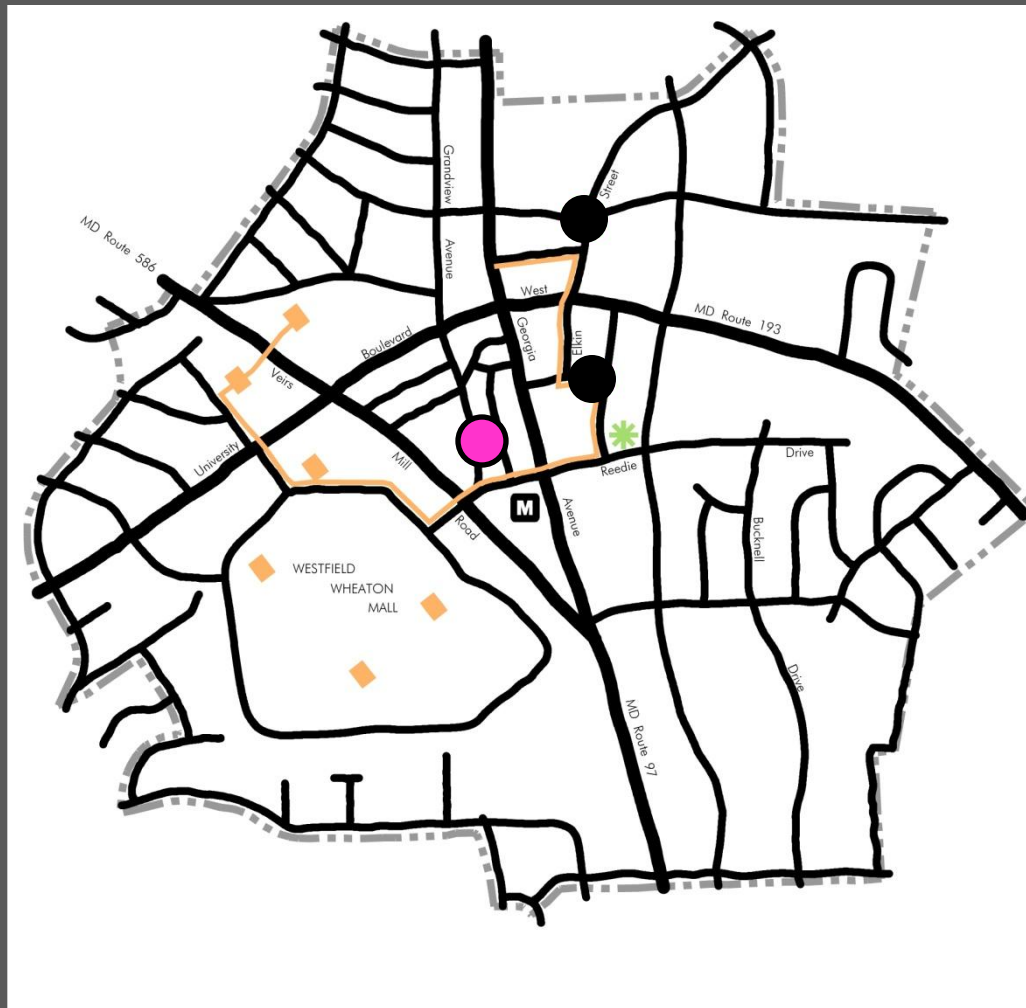


CR 5: C 4.5 R4.5 150'
Optional Method project at 2.0 FAR
(178,400 square feet)

Required: 10 % Public Use Space
5 % BLTs
Sketch Plan
Site Plan



Issue 9: Testimony – location of the major civic space and its ownership



major open space

Parcels
considered for
public/private



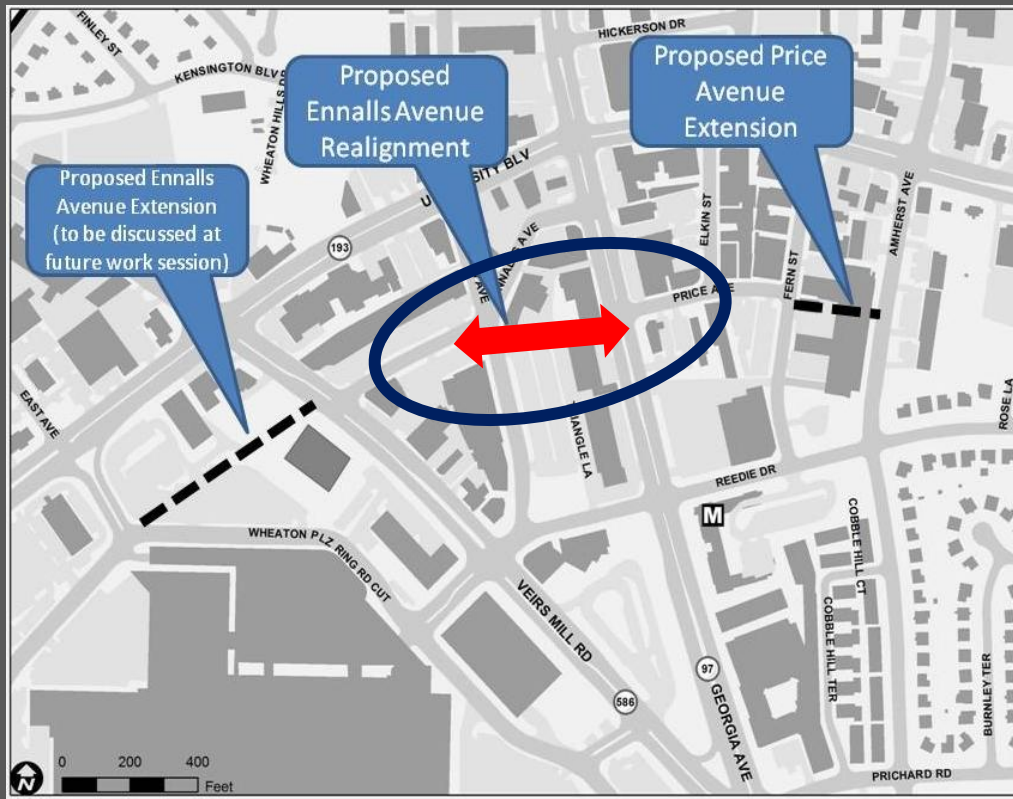
Issue 9: Testimony – location of the major civic space and its ownership



Add Text:

The ownership of the major civic open space by the Department of Parks may be one of the options, and that the final status of ownership, management, and operation will be determined as part of the development review process

Issue 10: Testimony – Ennalls Realignment with Price Avenue



Realignment increases connectivity resulting in:

- Improved pedestrian safety
- Opportunity to enhance redevelopment of the Core district
- Establishes Ennalls Avenue as a viable alternative to University Boulevard
- Improved circulation within the CBD for pedestrians as well as vehicles.

Recommendation: Retain Ennalls Avenue realignment in the Plan

Issue 10: Testimony – Ennalls Realignment with Price Avenue



Staff has met with one property owner adjacent to the proposed ■ realignment – the owner does not favor the realignment.

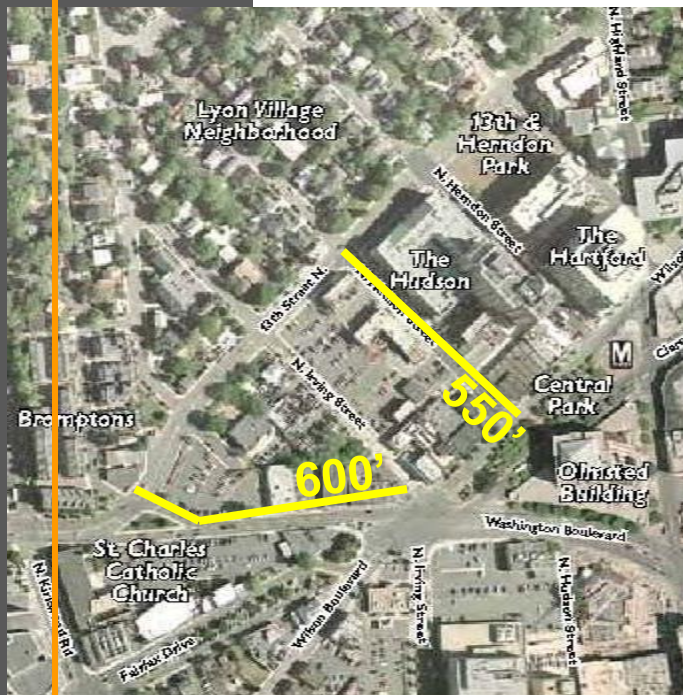
Use of County lot # 34 ■ could enable alignment to avoid demolition of existing buildings

Issue 10: Testimony – Ennalls Realignment with Price Avenue

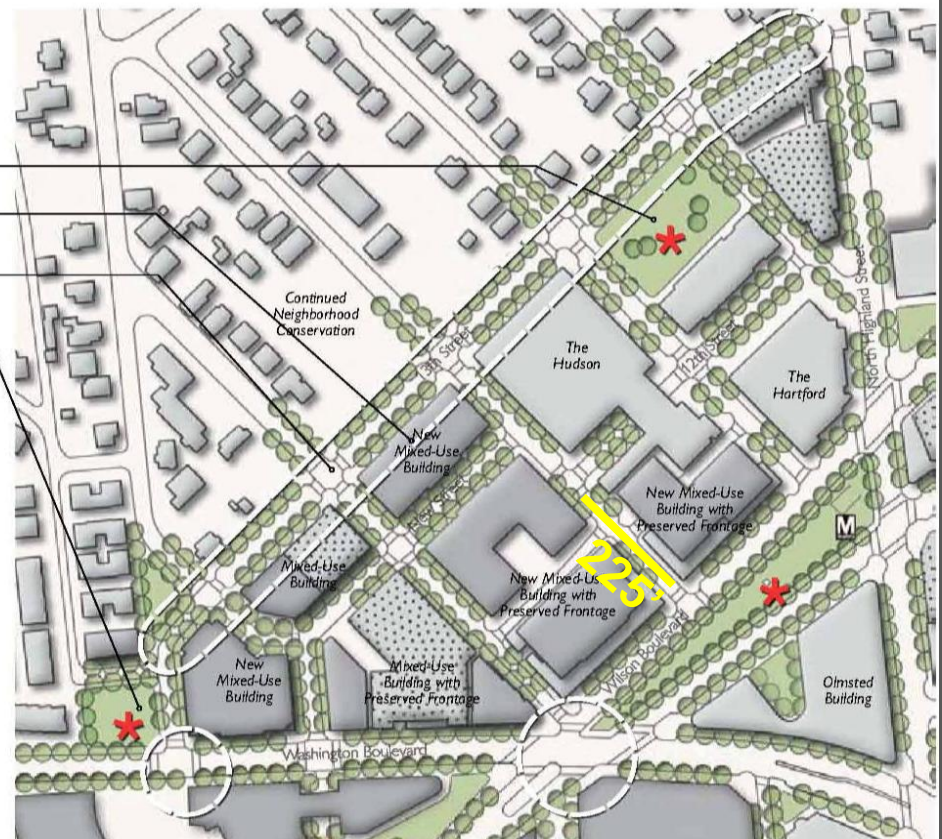
13TH STREET CORRIDOR PLAN OVERVIEW

Figure 2.6

- 13th Street Park Improvements
- New Residential Frontage on 13th Street
- Street Narrowing with Curb Parking & Improved Streetscape
- Realigned Intersection & New Public Park



Conditions prior to plan adoption/redevelopment



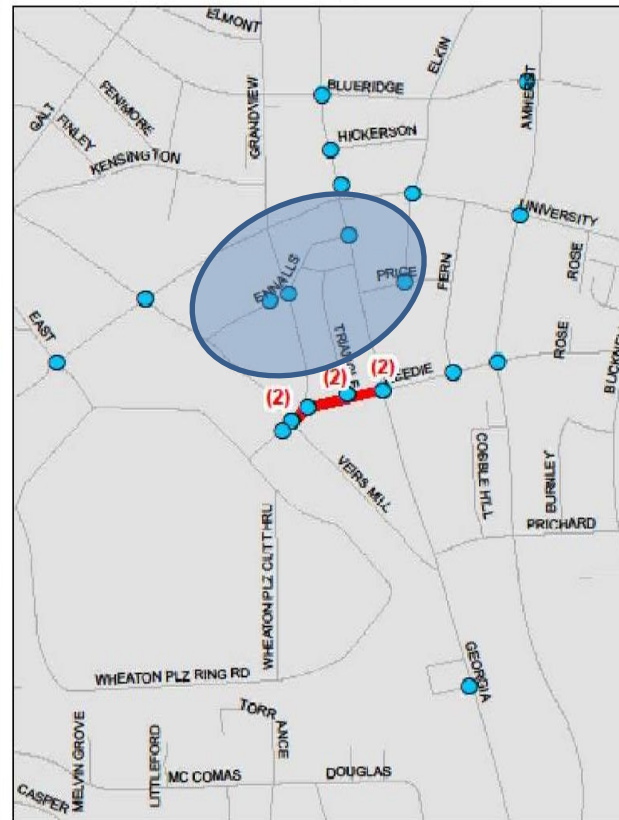
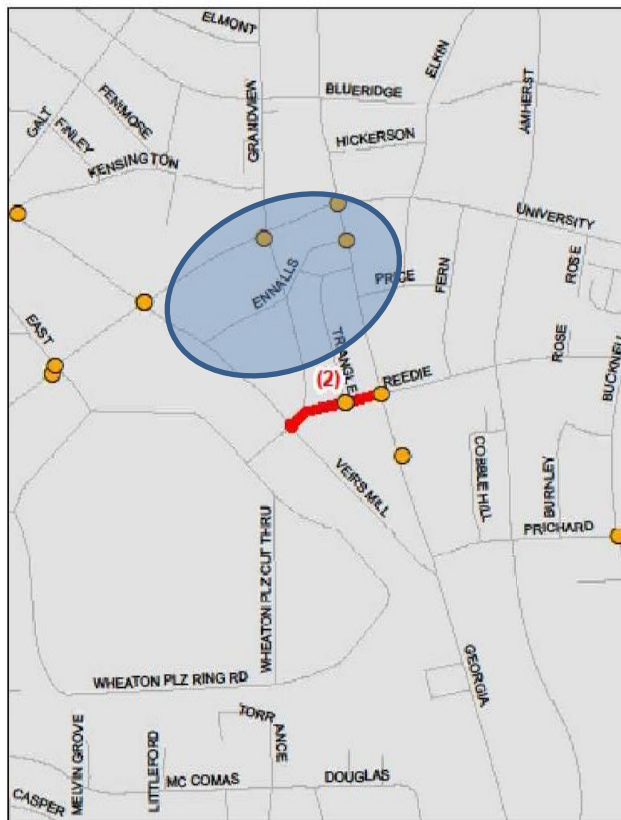
Adopted plan recommendations

Issue 10: Testimony – Ennalls Realignment with Price Avenue

Improved Pedestrian Safety Better defined east-west pedestrian pathways
Provide for a better crossing of Georgia Avenue

2008 and 2009 Pedestrian Collision Comparison In and Around the Reedy Drive HIA

- 2008 Collision
- 2009 Collision
- HIA



Source: MCDOT

Issue 10: Testimony – Ennalls Realignment with Price Avenue

Improved Pedestrian Safety Shorter block length along Georgia Ave.



Issue 10: Testimony – Ennalls Realignment with Price Avenue

Opportunity to enhance redevelopment of the Core district

Recommended by local developers to improve redevelopment options

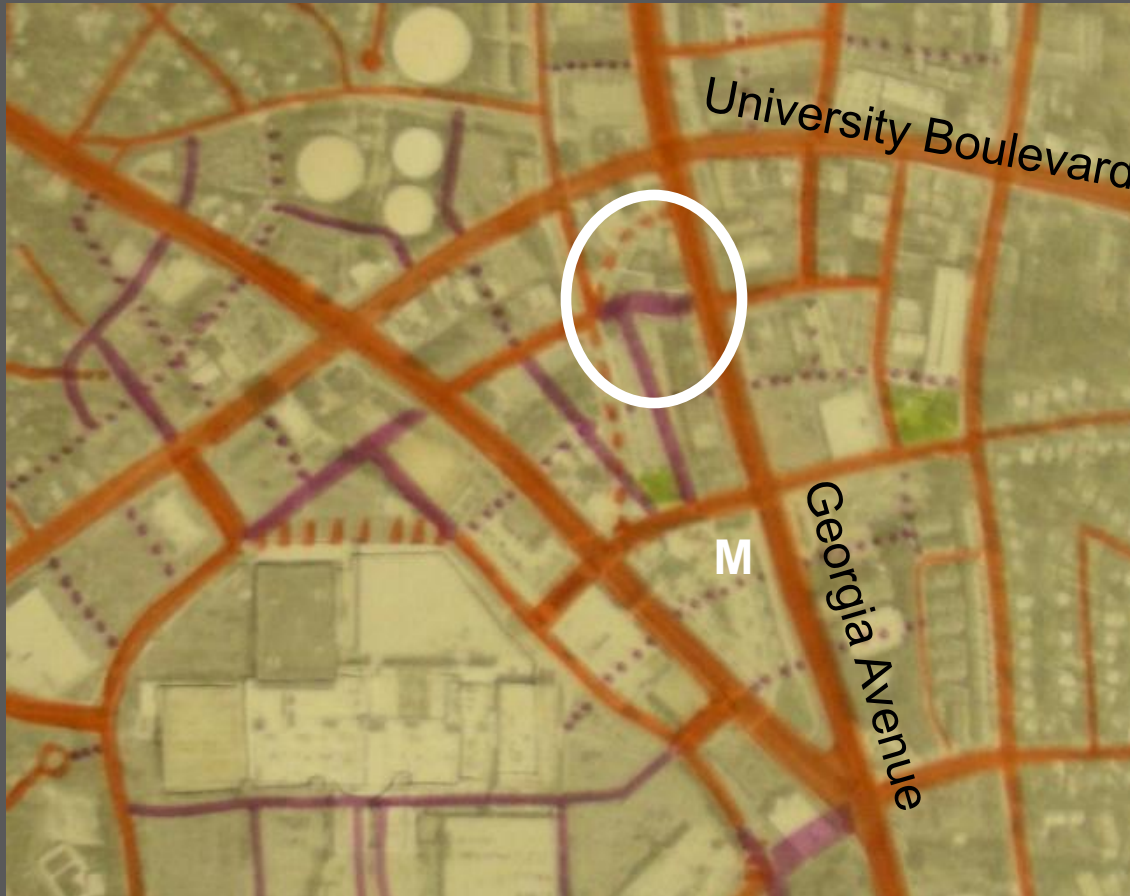
Supported by Wheaton redevelopment partner B.F. Saul, Montgomery County General Services and the Wheaton Urban District Advisory Committee (WUDAC)



Issue 10: Testimony – Ennalls Realignment with Price Avenue

Alternative to University Boulevard = Better CBD Circulation

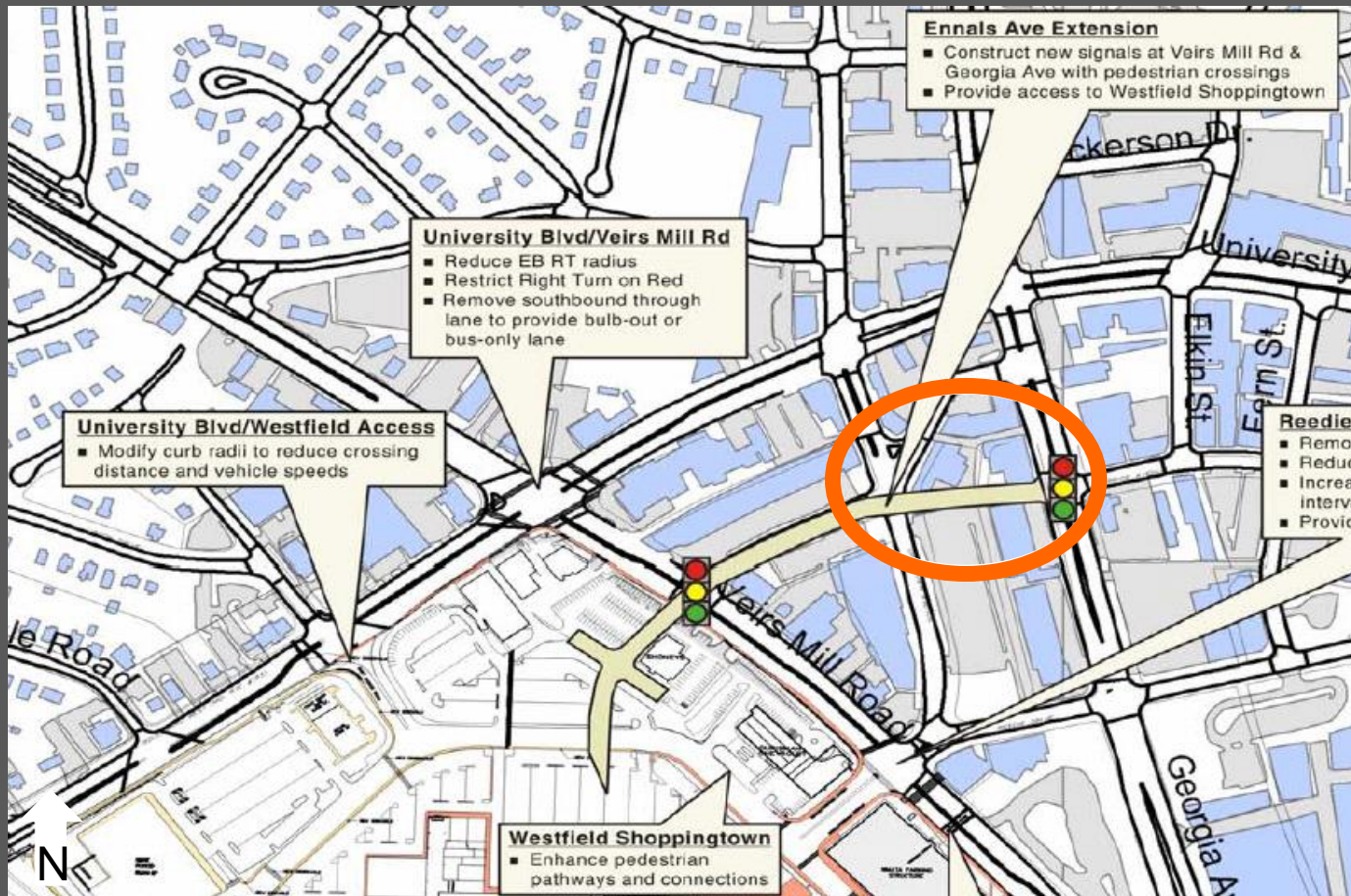
September 2009 ULI Technical Advisory Panel



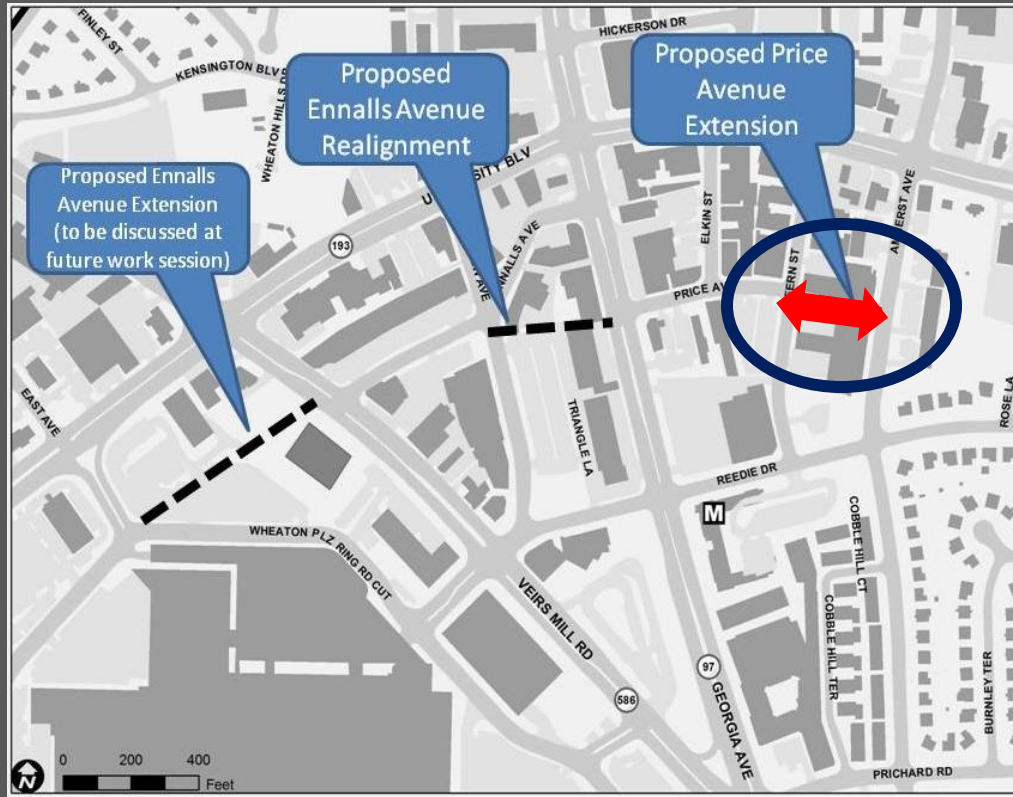
Issue 10: Testimony – Ennalls Realignment with Price Avenue

Alternative to University Boulevard = Better CBD Circulation

2004 SHA/Kittelson Wheaton Pedestrian Safety Evaluation



Issue 11: Testimony –Price Ave. Extension to Amherst Ave.



The extension provides opportunity to:

- Increase pedestrian and bicycle connectivity within Wheaton
- Create two smaller blocks from one of the longest blocks in the CBD

Road extension would only be considered as part of a public/private partnership that incorporates a redesign and removal of Garage 45



Issue 11: Testimony – Price Ave. Extension to Amherst Ave.

Considerations for Price Avenue Extension

Need for parking during the short term as Wheaton/public lots redevelop

Parking garage #45 has one of the lowest utilization rates (65%) but its proximity to Metro is important

Other businesses would need to be relocated for roadway to be built

Project could leverage County property at Garage #45 which is one of the current County redevelopment sites

Increased connectivity is a goal of the Plan



Issue 11: Testimony – Price Ave. Extension to Amherst Ave.

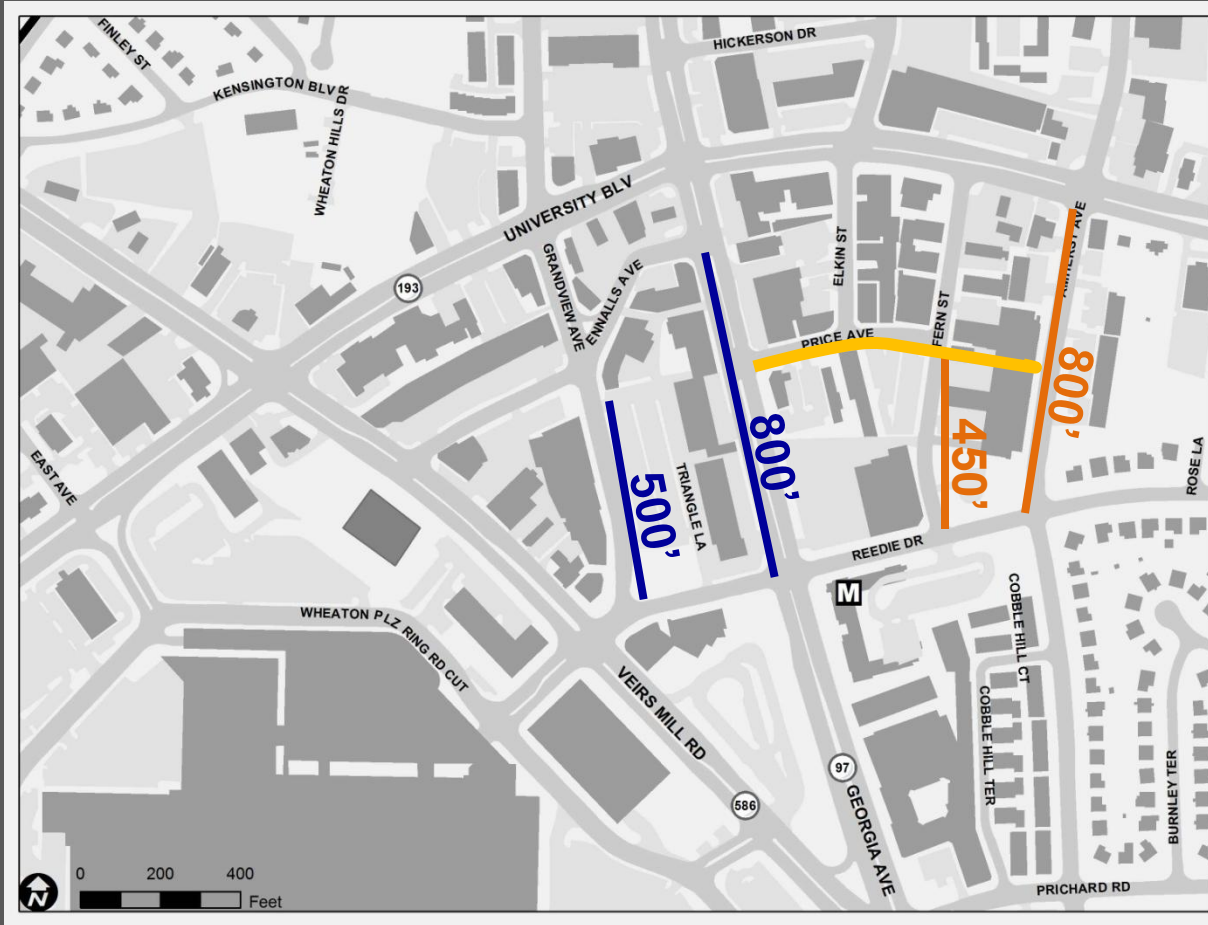
Increase connectivity within Wheaton

Montgomery County Planning Area Street Connectivity Comparisons Fall/Winter 2009

	Wheaton		Silver Spring	White Flint		Bethesda	Friendship Heights
	Existing	Plan/ Proposed	Existing	Existing	Plan/ Proposed	Existing	Existing
USGBC Intersections	91	101	72	23	80	110	16
Area (Sq. Miles)	0.78	0.78	0.59	0.67	0.67	0.70	0.18
Intersections/Sq. Mile	117	129	122	34	119	156	87
USGBC LEED ND Standard (Mimimum)	200	200	200	200	200	200	200
Planning Area Above/Below Std.	-83	-71	-78	-166	-81	-44	-113

Issue 11: Testimony – Price Ave. Extension to Amherst Ave.

Create two smaller blocks from one of the longest blocks in the CBD



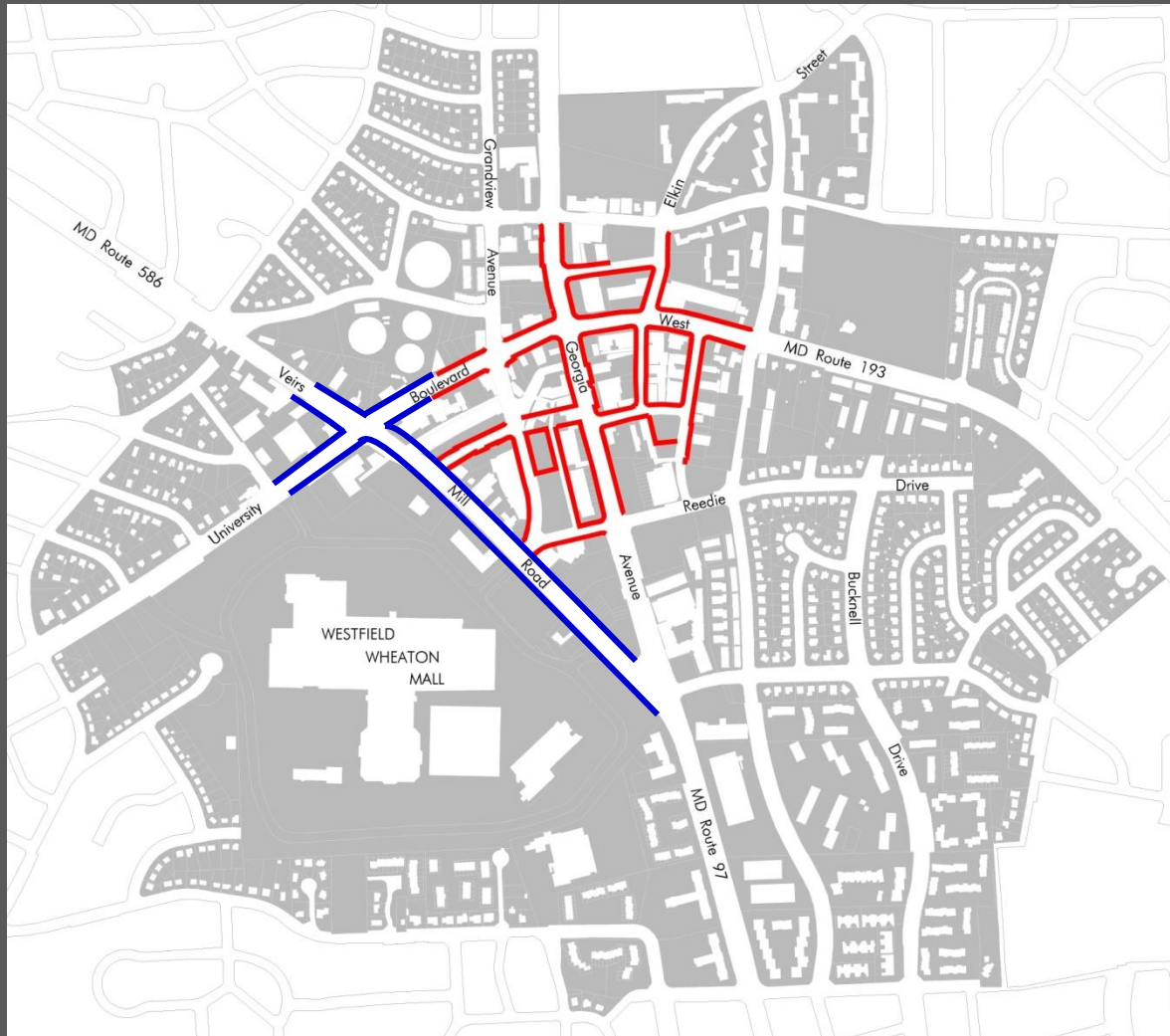
Issue 12: Testimony – Priority Retail Streets



Veirs Mill Road



Issue 12: Testimony – Priority Retail Streets

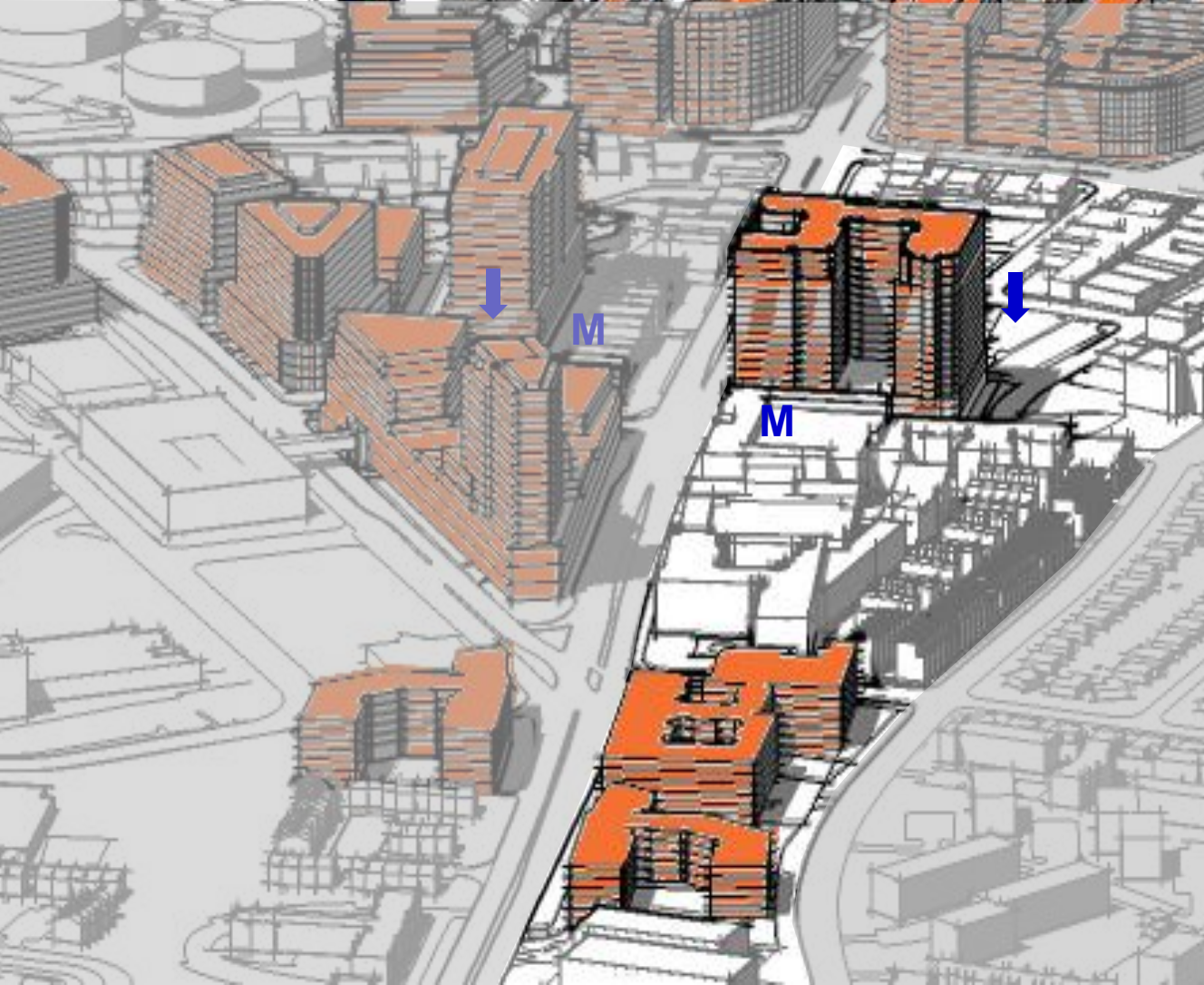



Priority Retail Streets

Testimony

Recommendation

Do not designate Veirs Mill Road and University Boulevard (west of Veirs Mill Road) as Priority Retail Streets



 Proposed Open Space

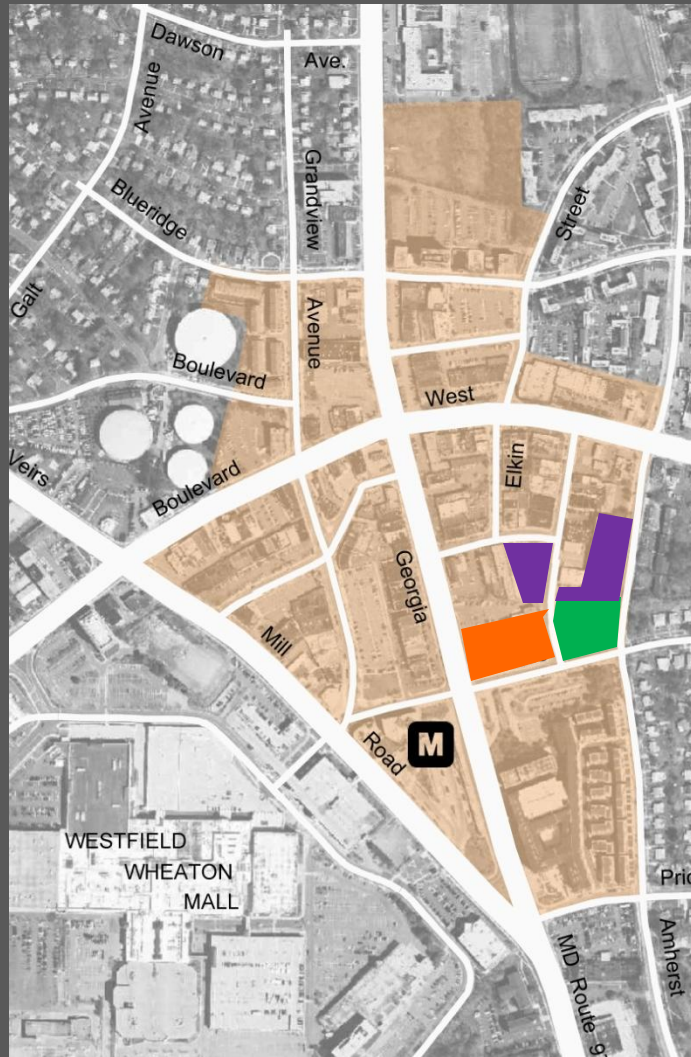
Price District



major mixed-use transit-oriented market center

Price District

Issue 13: Testimony – Retain Veterans Park at its Current Location



Recommendation

No change to the Plan



Retain options to:

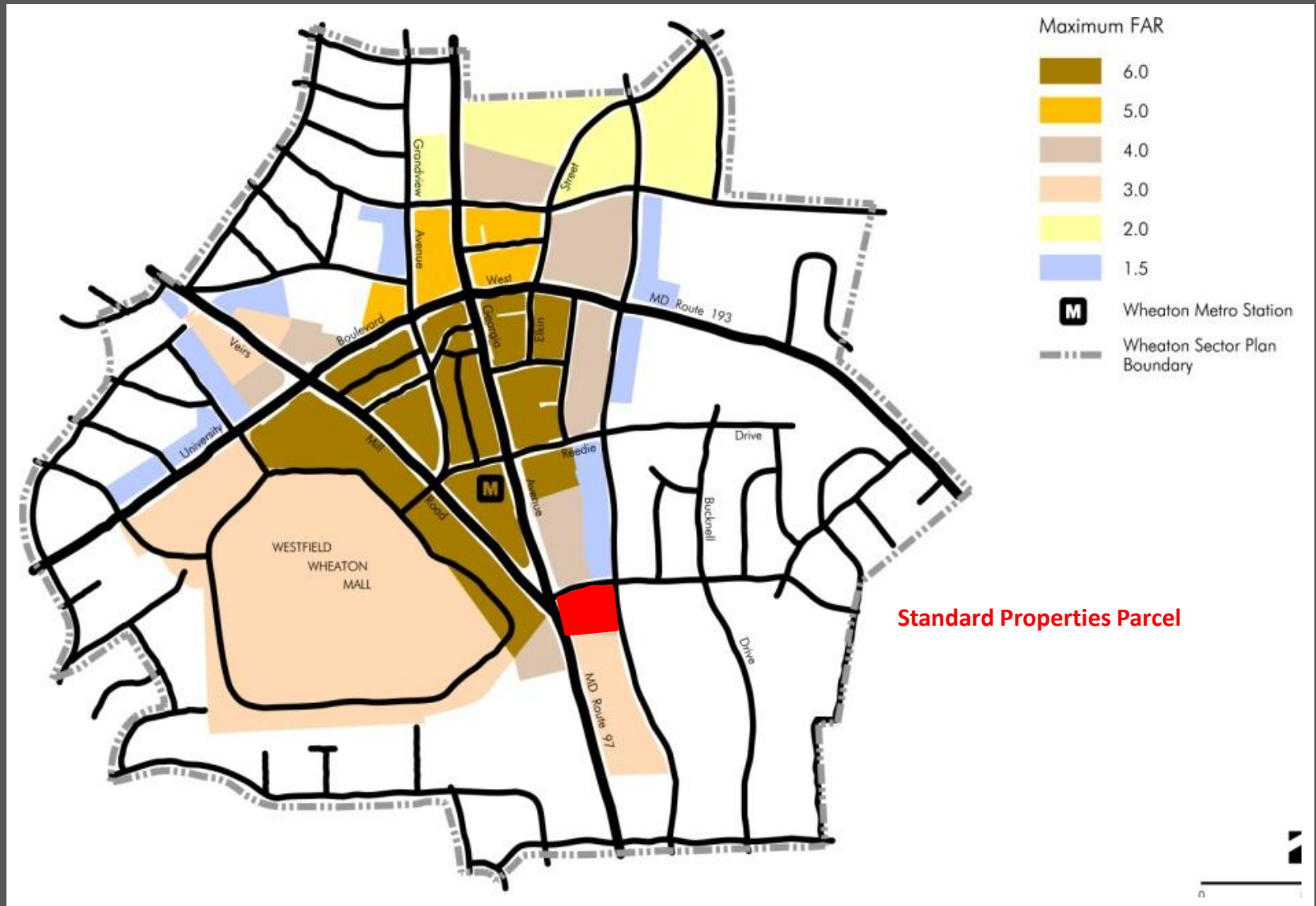
Improve the park at this location
(community testimony)

Relocated the park as part of a future public private development project

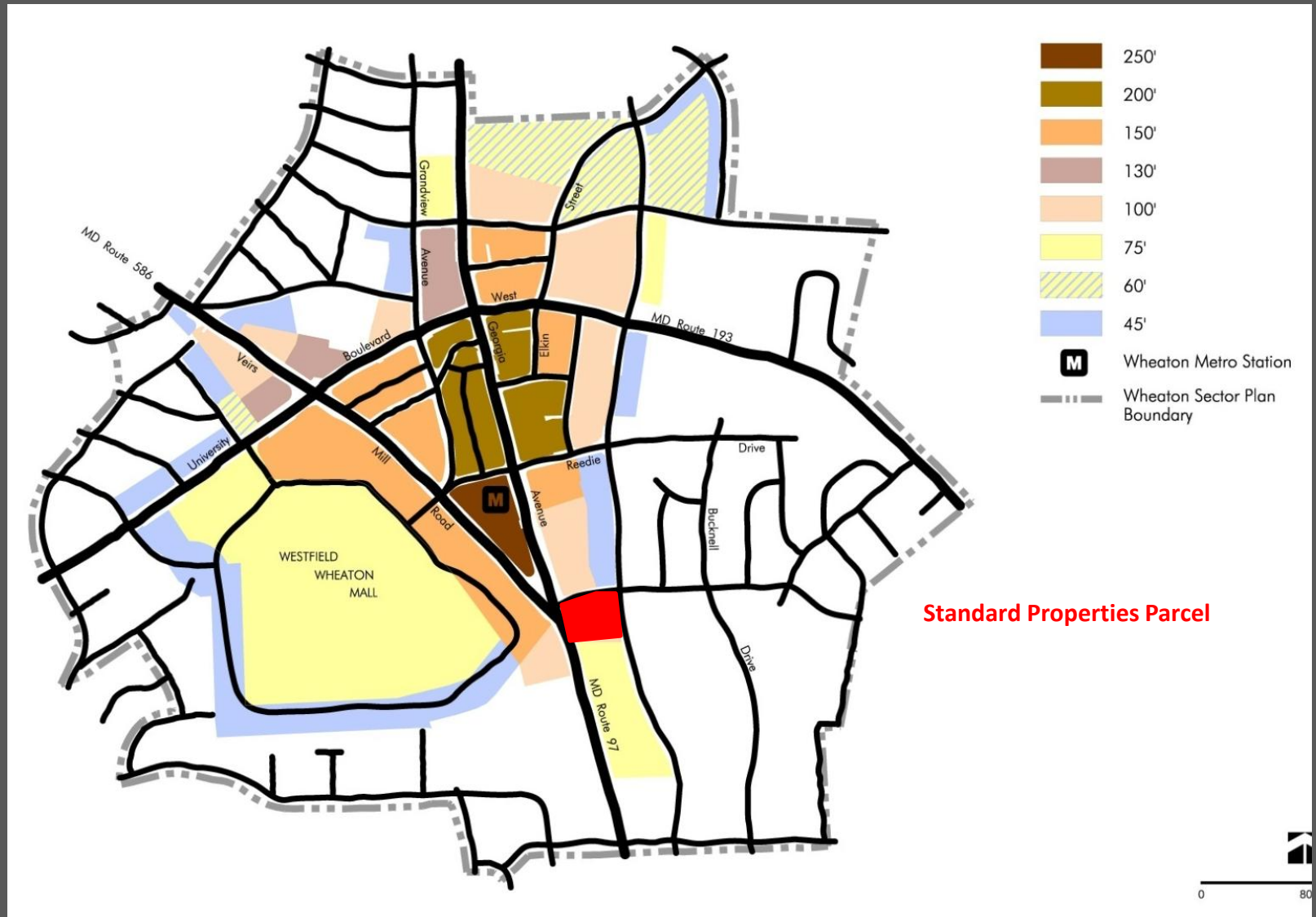
Move the memorializing of war veterans to a more central open space

- RFQ Sites
- Safeway Site

Issue 14: Testimony – Standard Properties Parcel Density



Issue 14: Testimony – Standard Properties Parcel Height



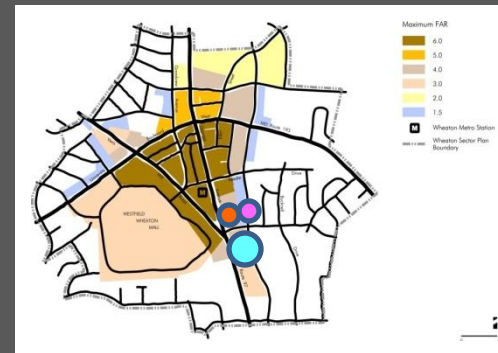
Proposed Zoning - Standard Properties



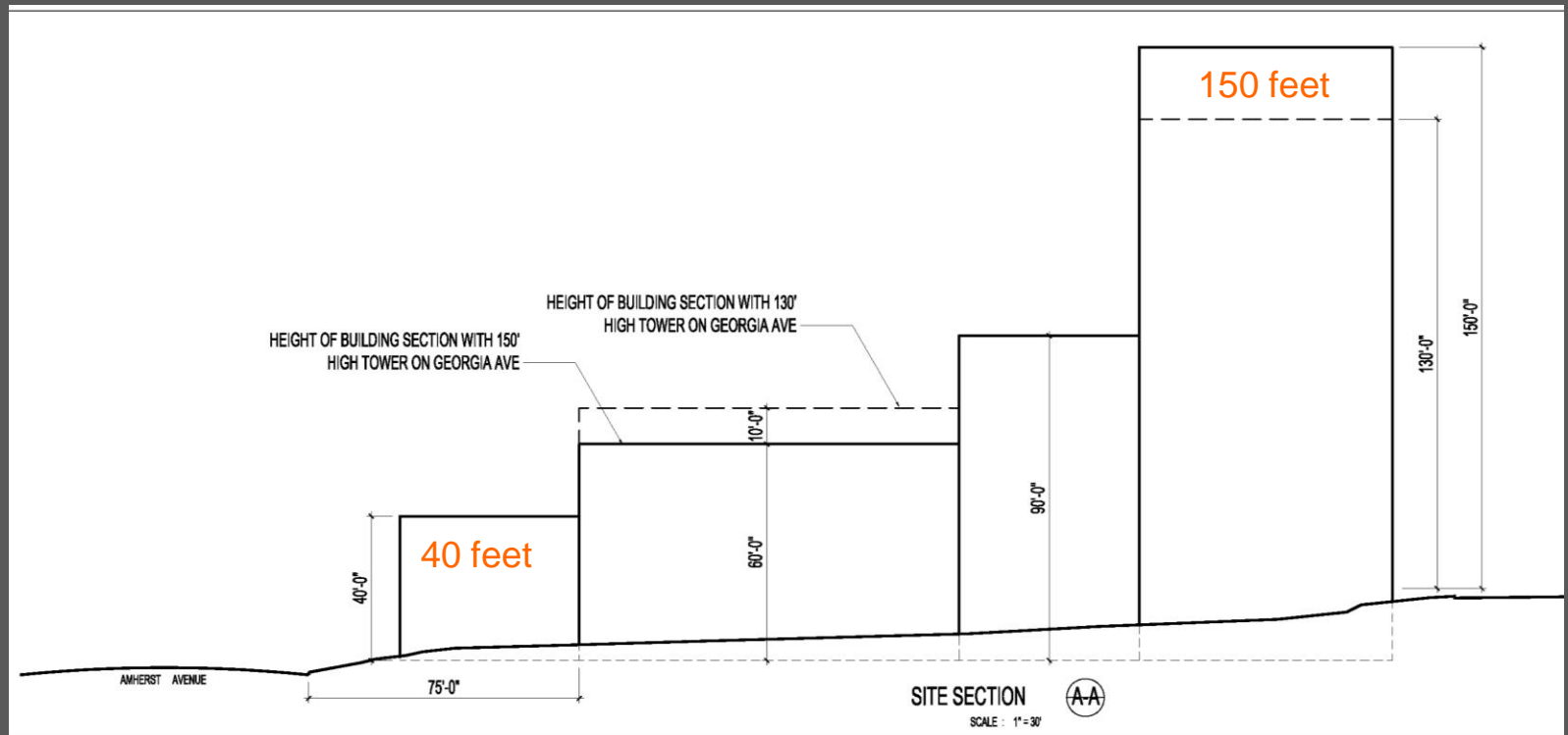
● Archstone at Wheaton Station



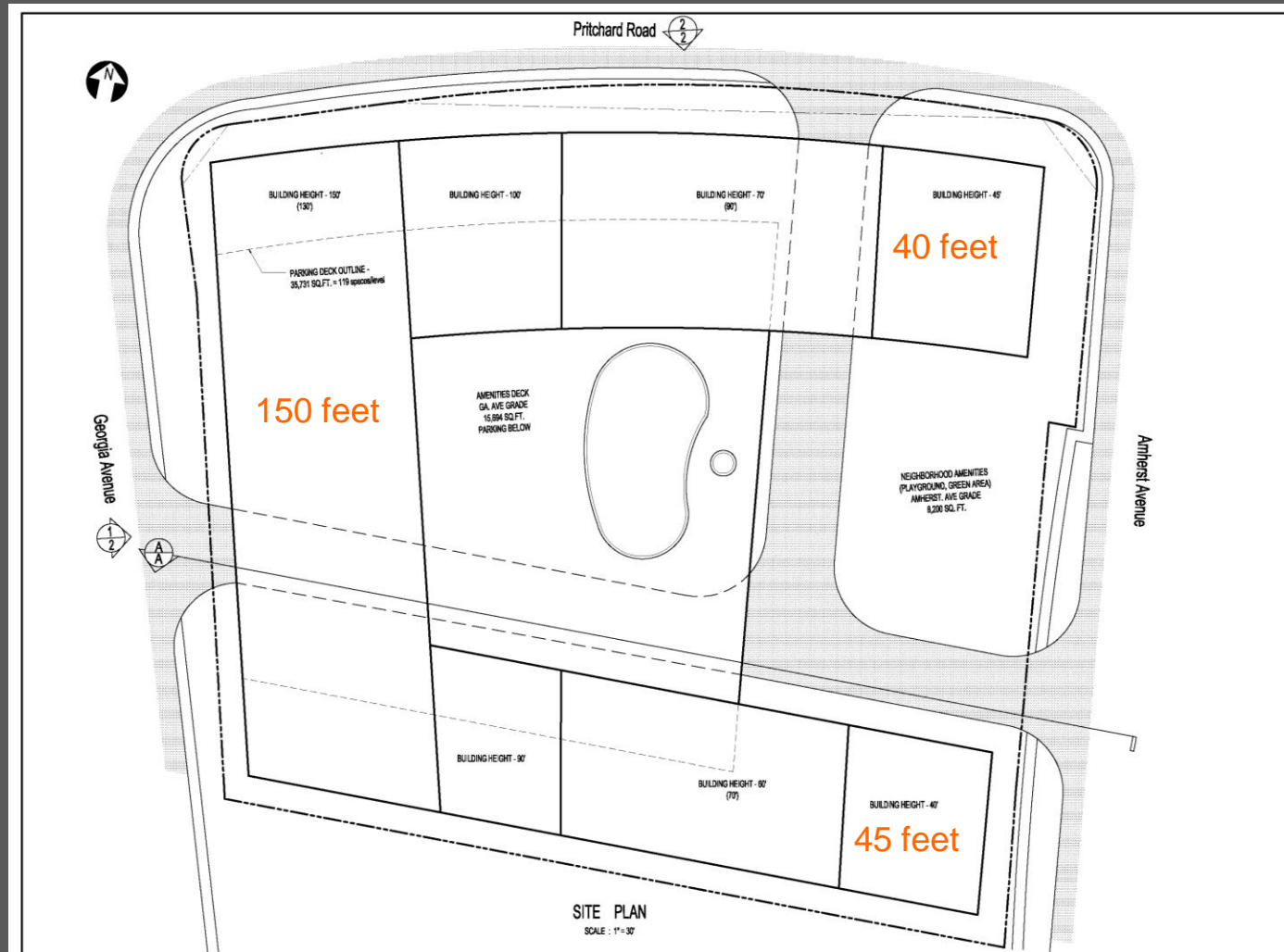
● Standard Property Site – Existing Use



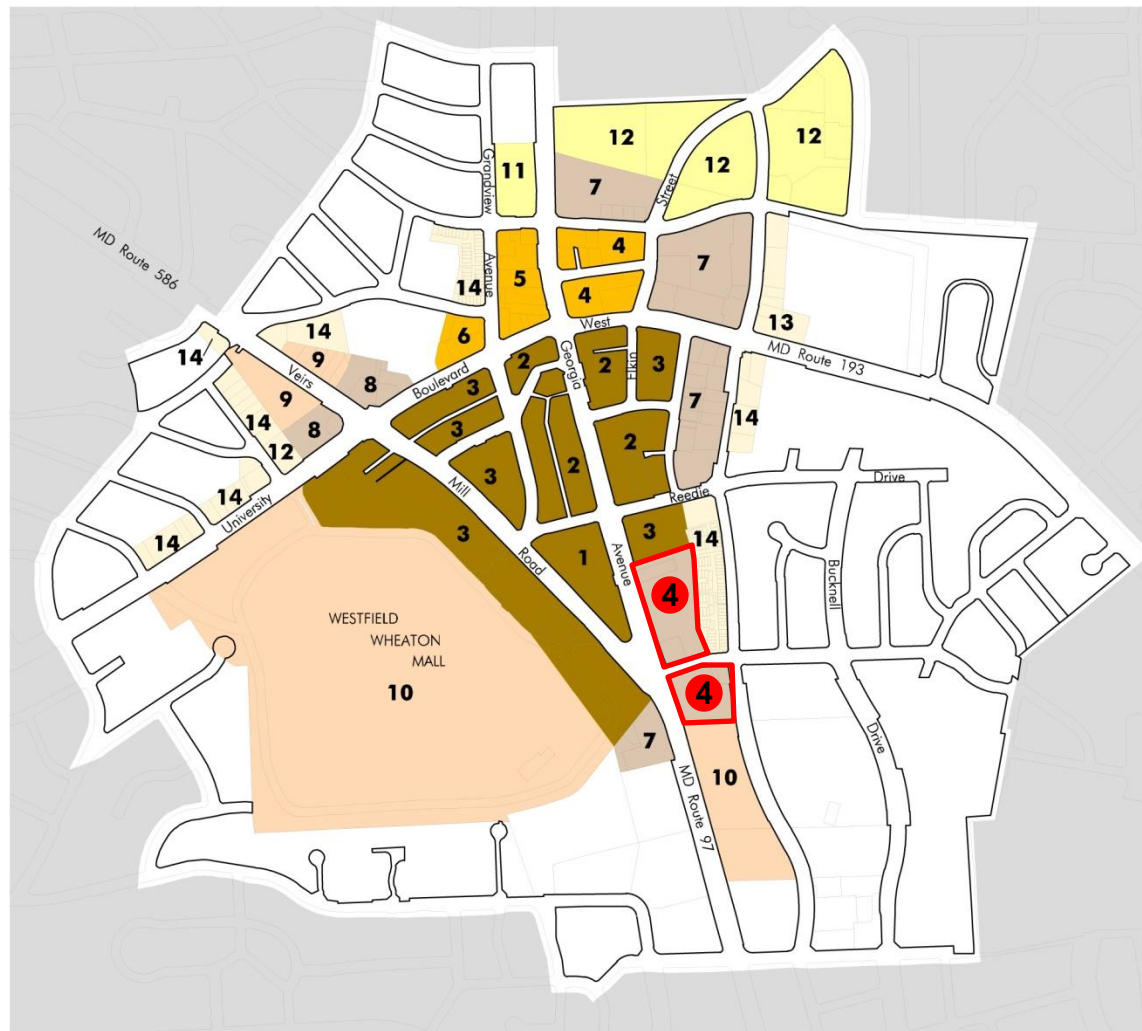
Issue 14: Testimony – Increased Density and Height on Standard Properties Parcel



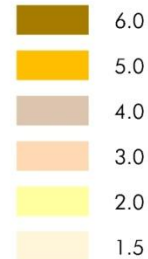
Issue 14: Testimony – Increased Density and Height on Standard Properties Parcel



Proposed Zoning - Standard Properties



Maximum FAR



1	CR 6:	C 6:	R 3:	H 250'
2	CR 6:	C 5.5:	R 5.5:	H 200'
3	CR 6:	C 5.5:	R 5.5:	H 150'
4	CR 5:	C 4.5:	R 4.5:	H 150'
5	CR 5:	C 4.5:	R 4.5:	H 130'
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9	CR 3:	C 2.5:	R 2.5:	H 100'
10	CR 3:	C 1.5:	R 2.5:	H 75'
11	CR 2:	C 1.5:	R 1.5:	H 75'
12	CR 2:	C 1.5:	R 1.5:	H 60'
13	CR 1.5:	C 1:	R 1:	H 75'
14	CR 1.5:	C 0.5:	R 1.5:	H 45'

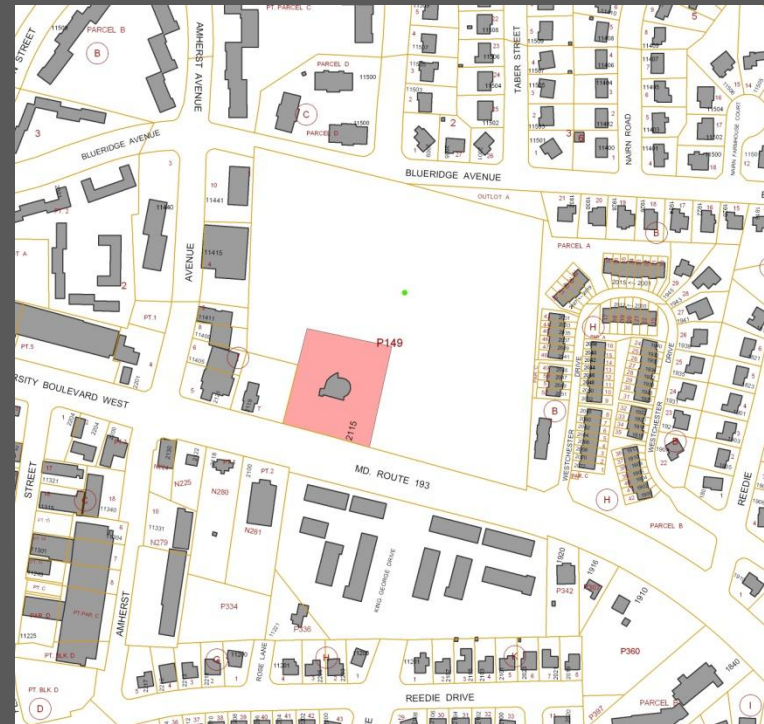
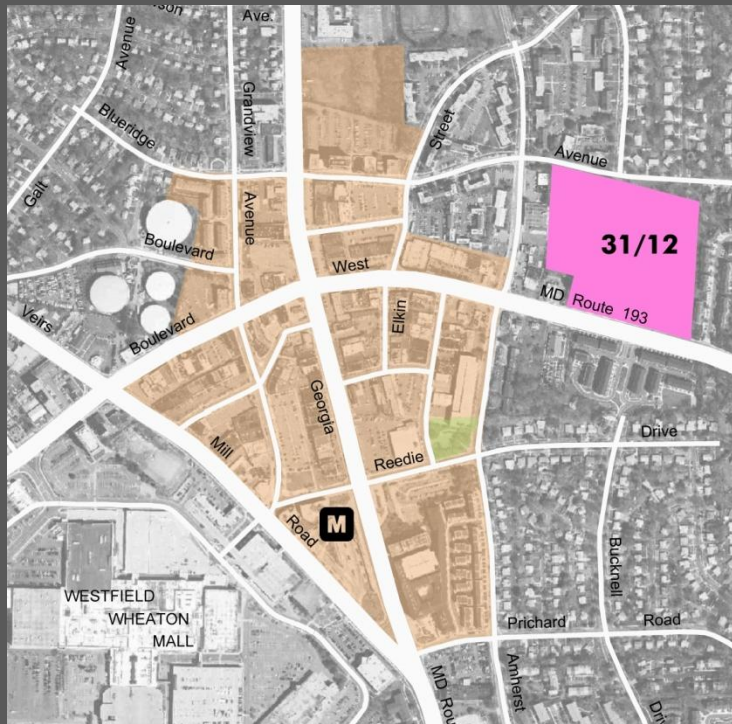
Zoning Changes

 **CR 5: C 4.5: R 4.5: H 150'**



0 800 ft

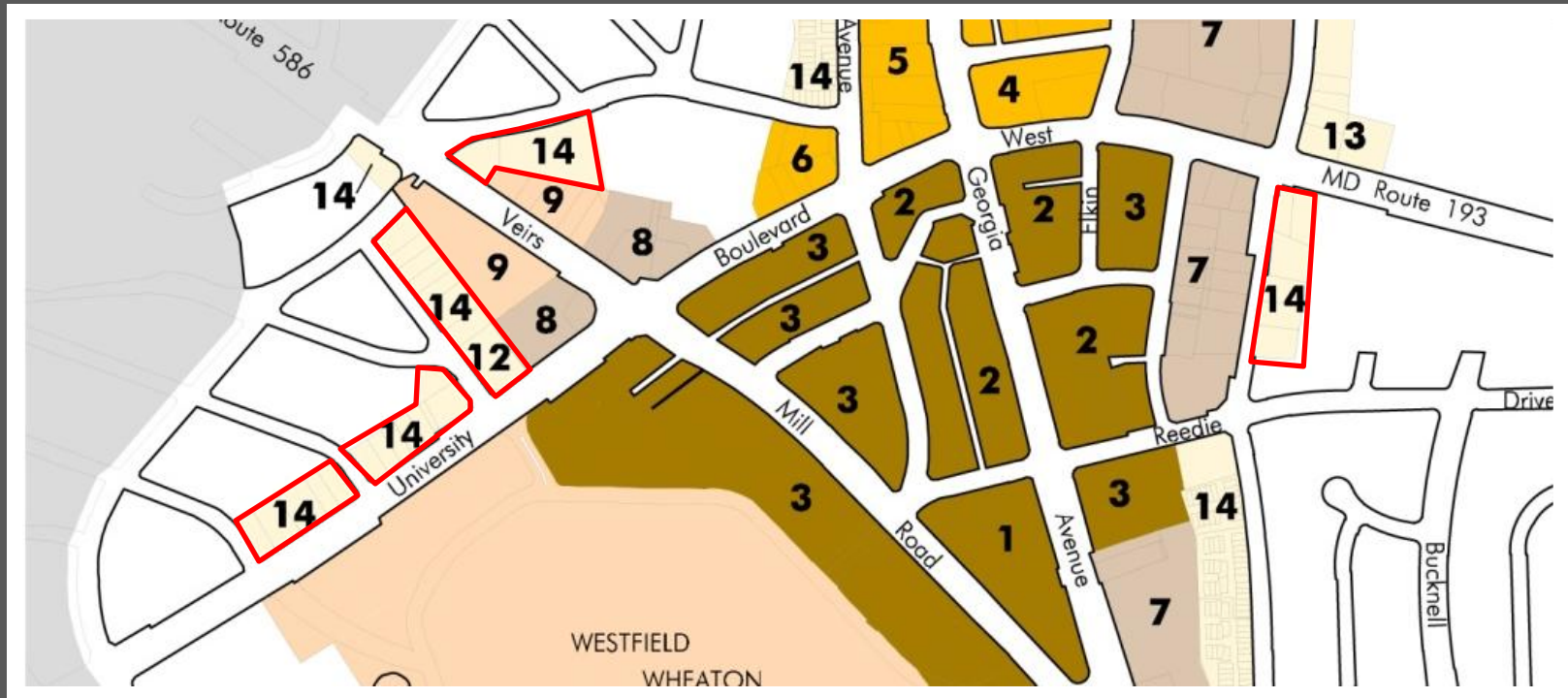
Issue 15: Testimony – Rezone the WTOP Site



Recommendation


No change to the sites existing zoning R-90

Issue 16: Testimony – Is the CR Zone Appropriate for Transition to Single-Family Residential Uses

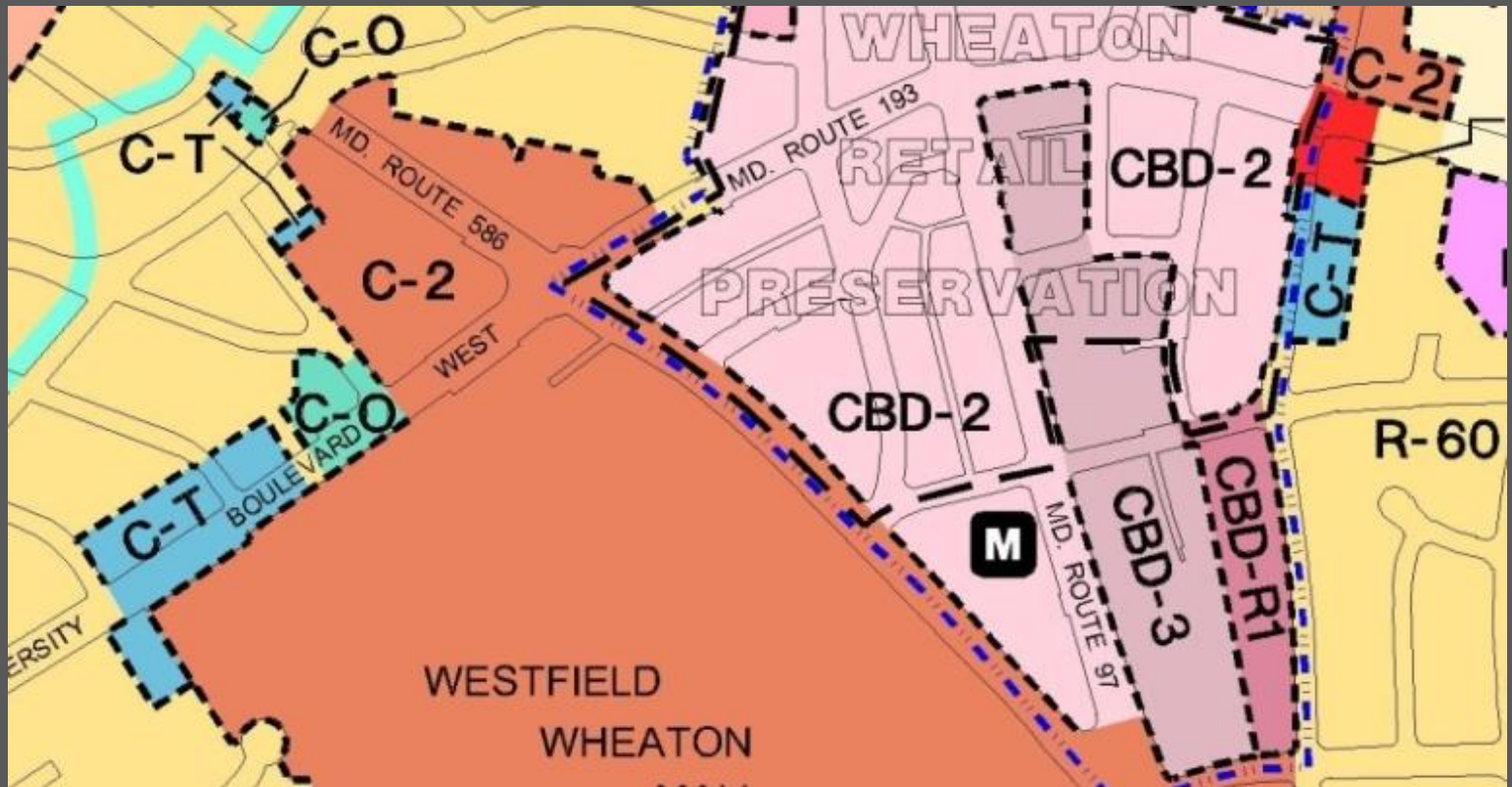


Recommendation

Support the proposed amendments to the CR Zone, and retain the current recommendation of the CR Zone

 Proposed CR Zoning abutting or adjacent to single-family residential neighborhoods

Issue 16: Testimony – Is the CR Zone Appropriate for Transition to Single-Family Residential Uses



C-T The community request that the current C-T Zone be retained

Issue 16: Testimony – Is the CR Zone Appropriate for Transition to Single-Family Residential Uses

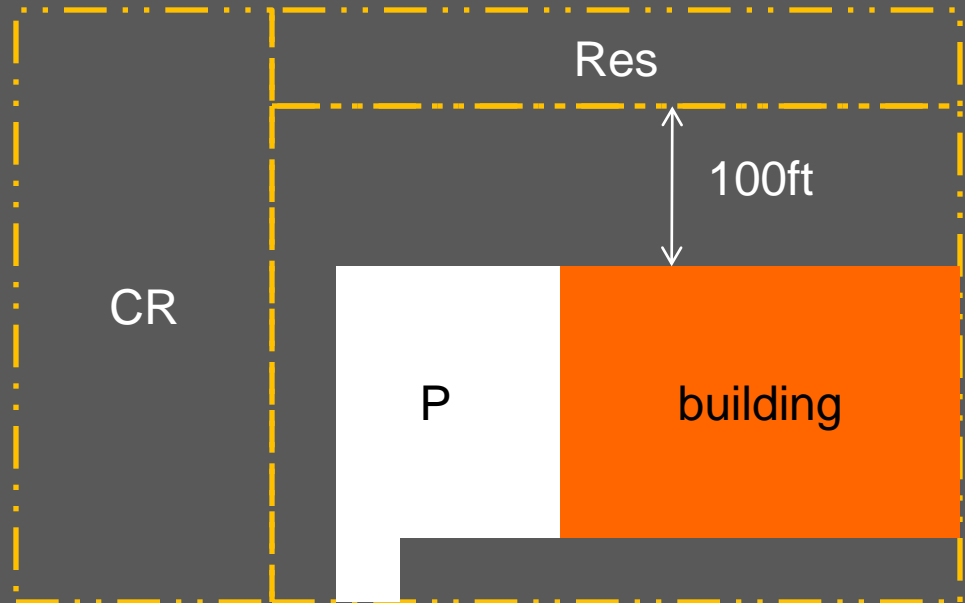
Restrictions on building, drive, and parking locations to 100' from res/ag property line

Land uses restricted

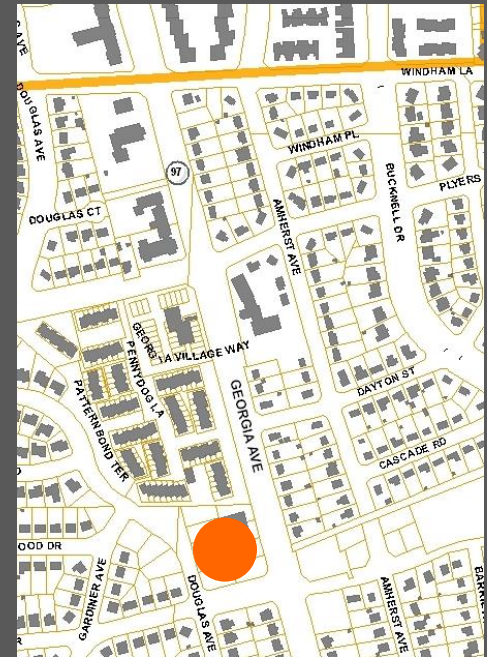
- Ambulance/rescue squad
- Automobile repair and services
- Automobile sales, outdoors
- Entertainment/performance venue [new use]
- Manufacturing ... of cosmetics, drugs, perfumes, etc.
- Manufacturing ... of medical, scientific, etc. ... equipment.

Restrictions on drive-through to 100' from res/ag property line

- Eating and drinking establishments
- Retail trades, business, and services of a general commercial nature



Issue 17: Testimony – Consider preserving the four-acre Montgomery County Art and Design college (MCADC) property on Georgia Avenue and Evans Drive South of the Sector Plan Area



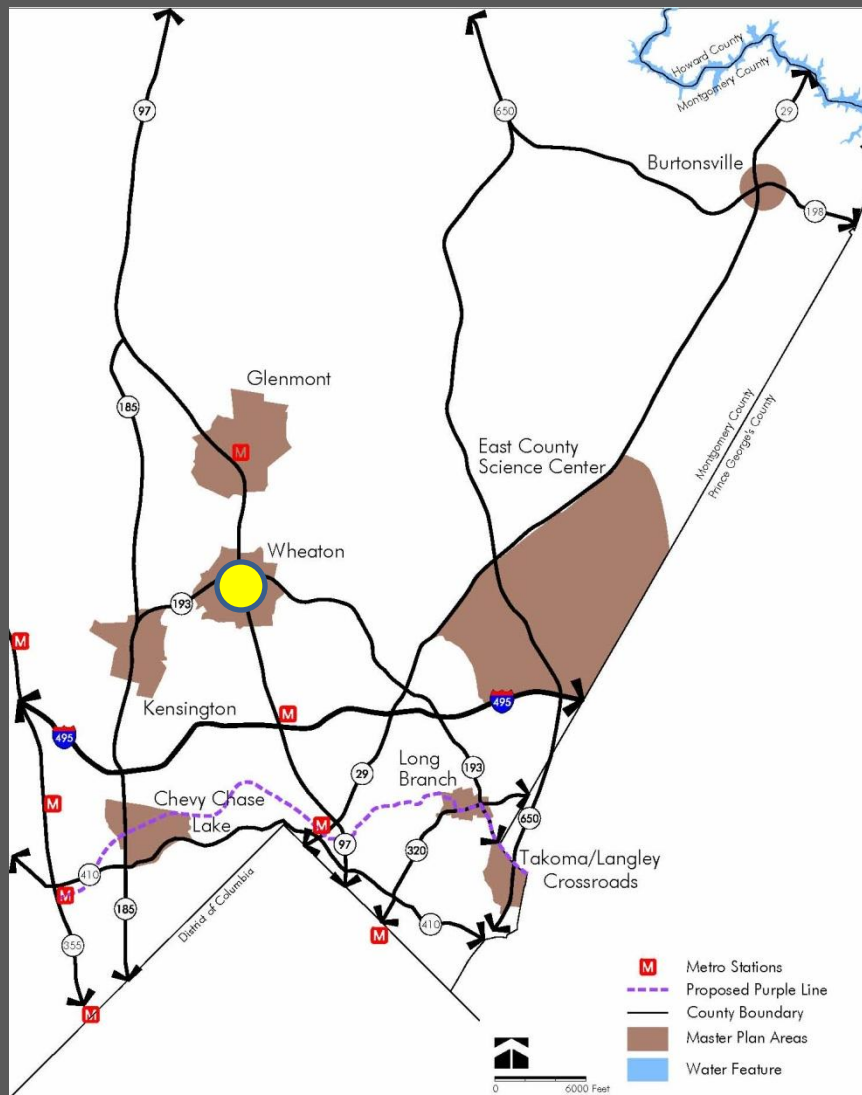
Next Steps

Worksession 3	November 18, 2010
Worksession 4	December 9, 2010
Council	Spring 2011



Extra Slides

Wheaton Eastern County

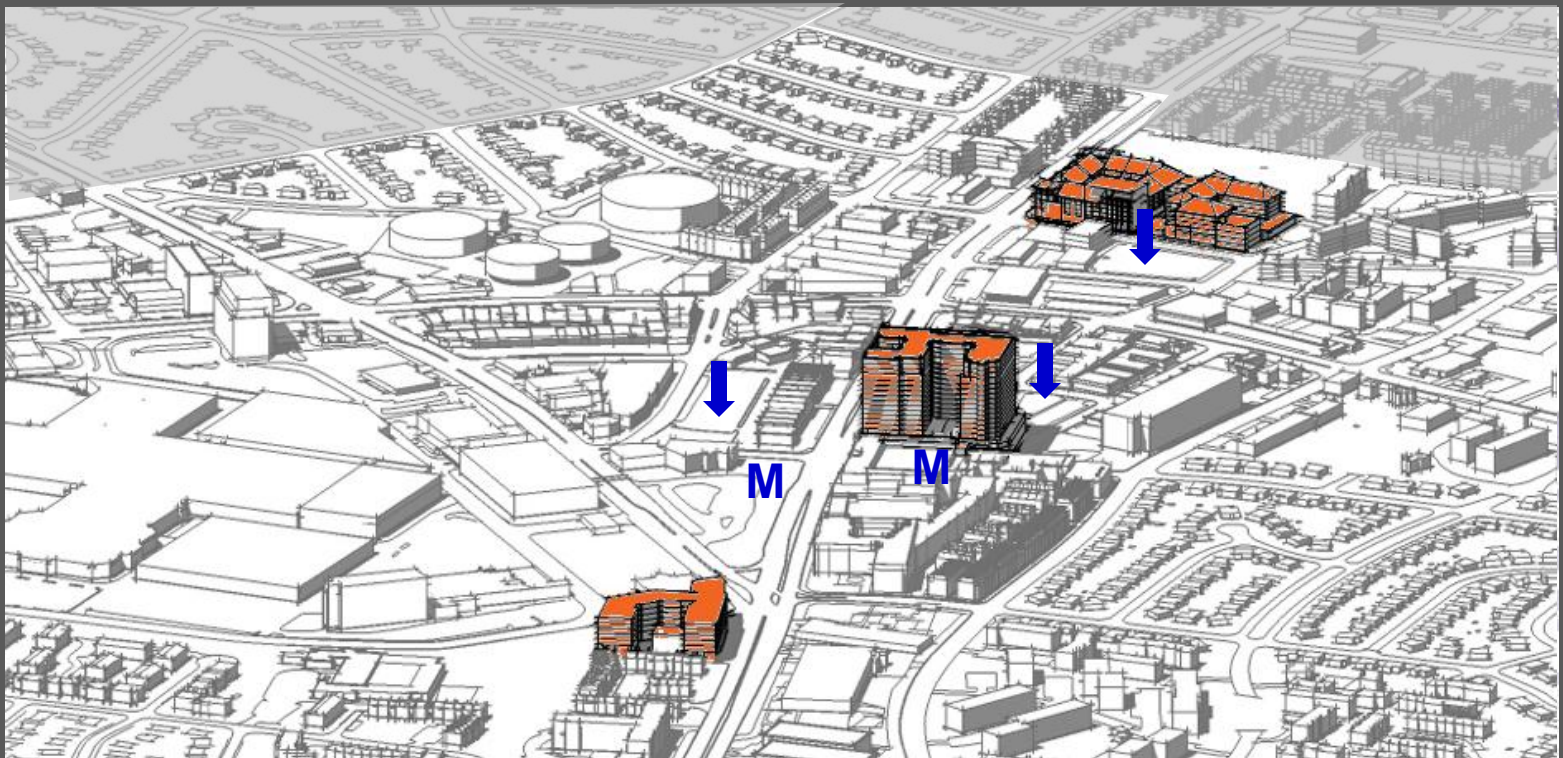


Vision

Current development proposals develop:

Washington Properties
Safeway
Avalon Bay

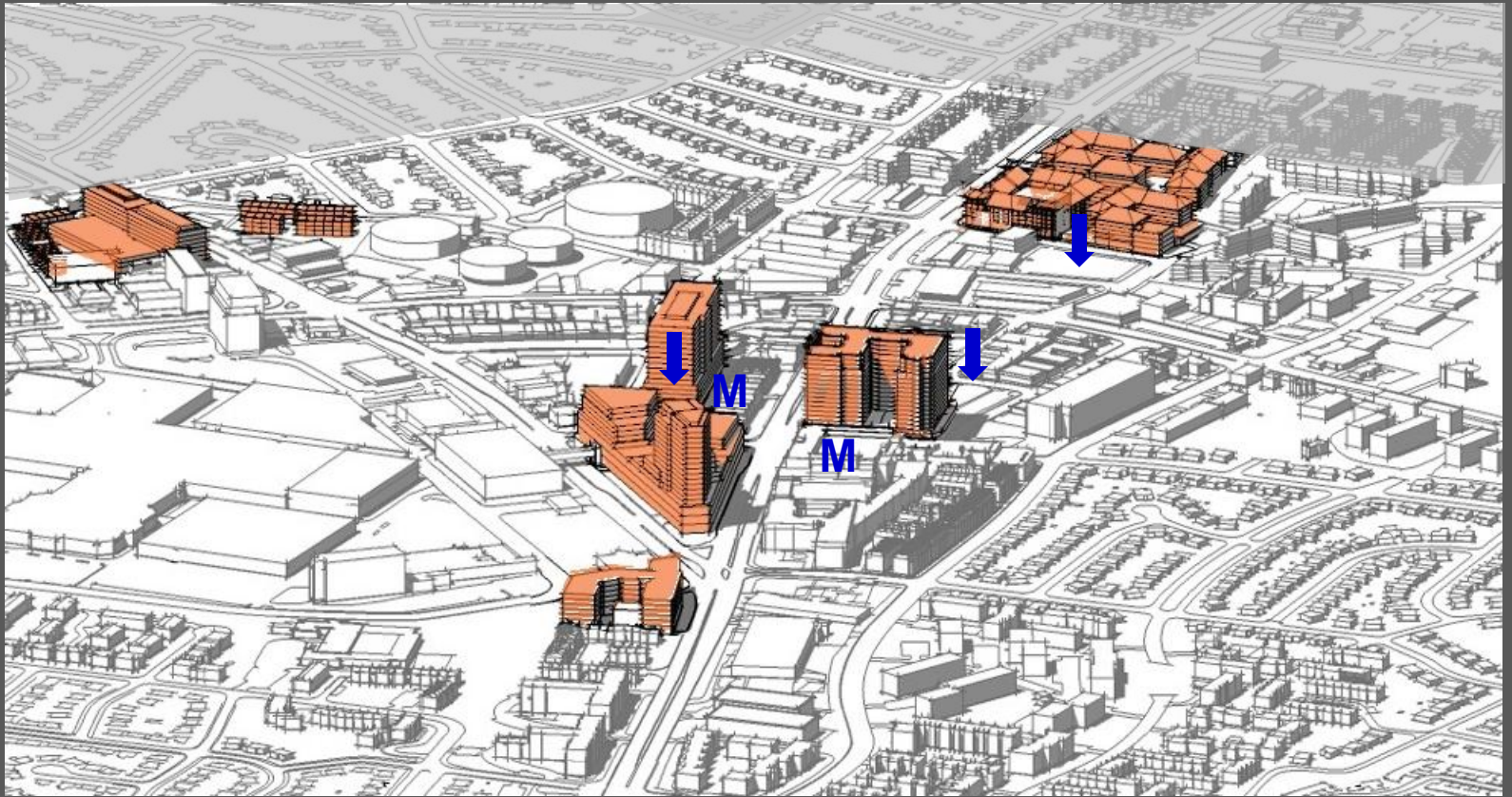
➡ Proposed Open Space



Vision

Proposed develop + expressed interest in redevelopment:

WMATA public/private partnership, WMATA North, Lindsay Ford property



Owners expressed interest in redeveloping

➡ Proposed Open Space

Vision

Possible development if assemblage occurs

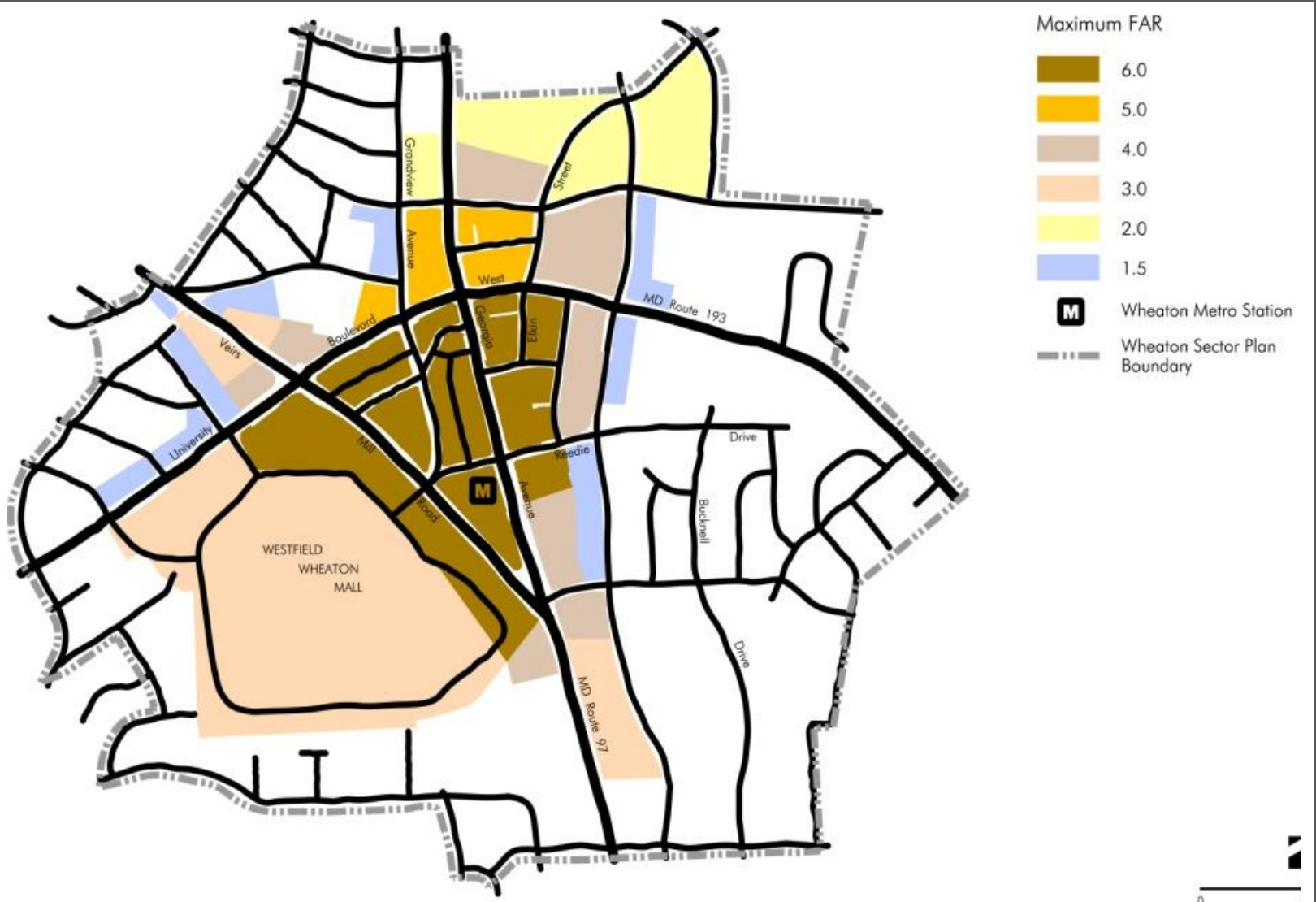
➡ Proposed Open Space



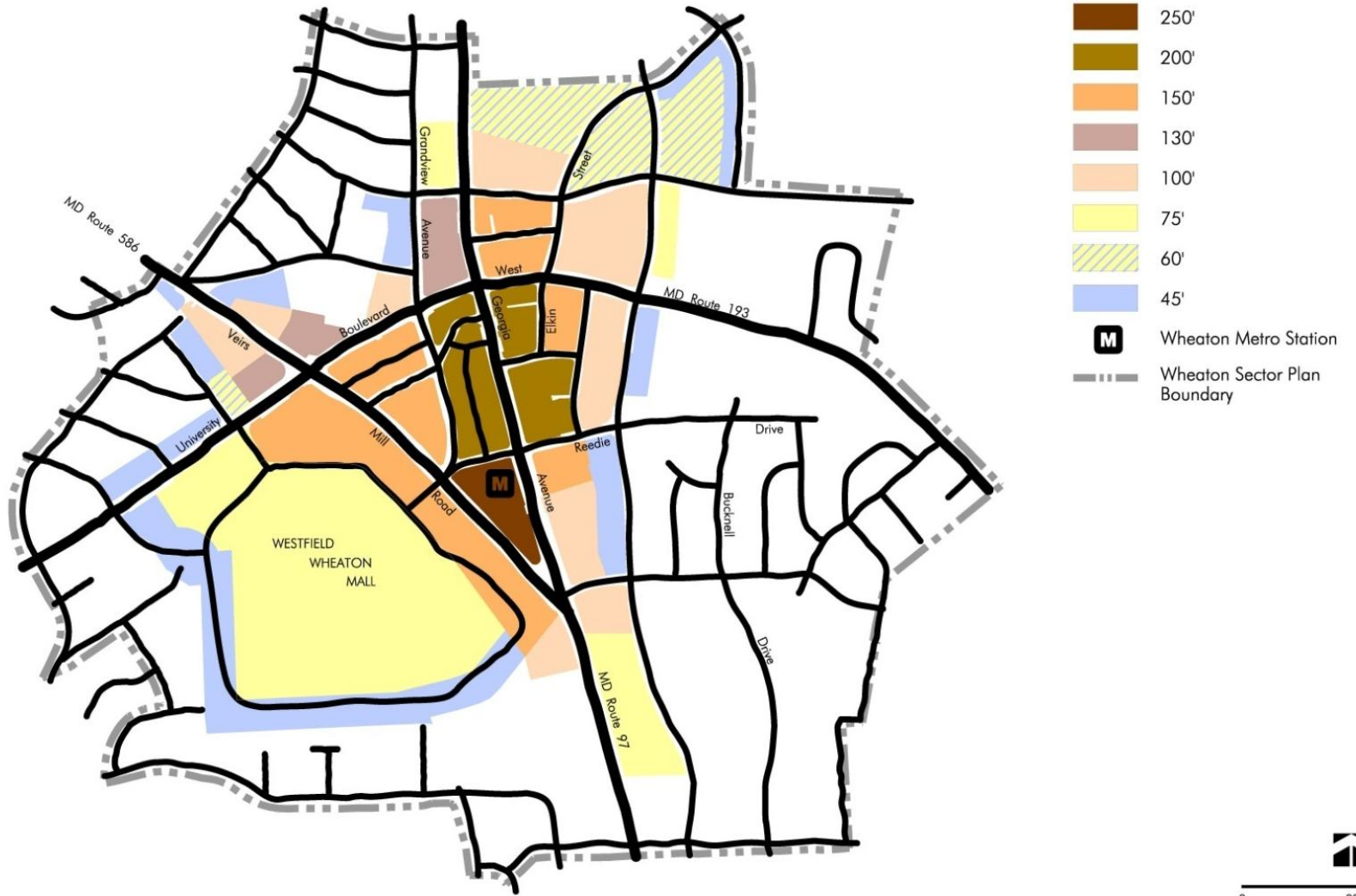
Issue 9: Testimony – **Parcels** considered for public/private



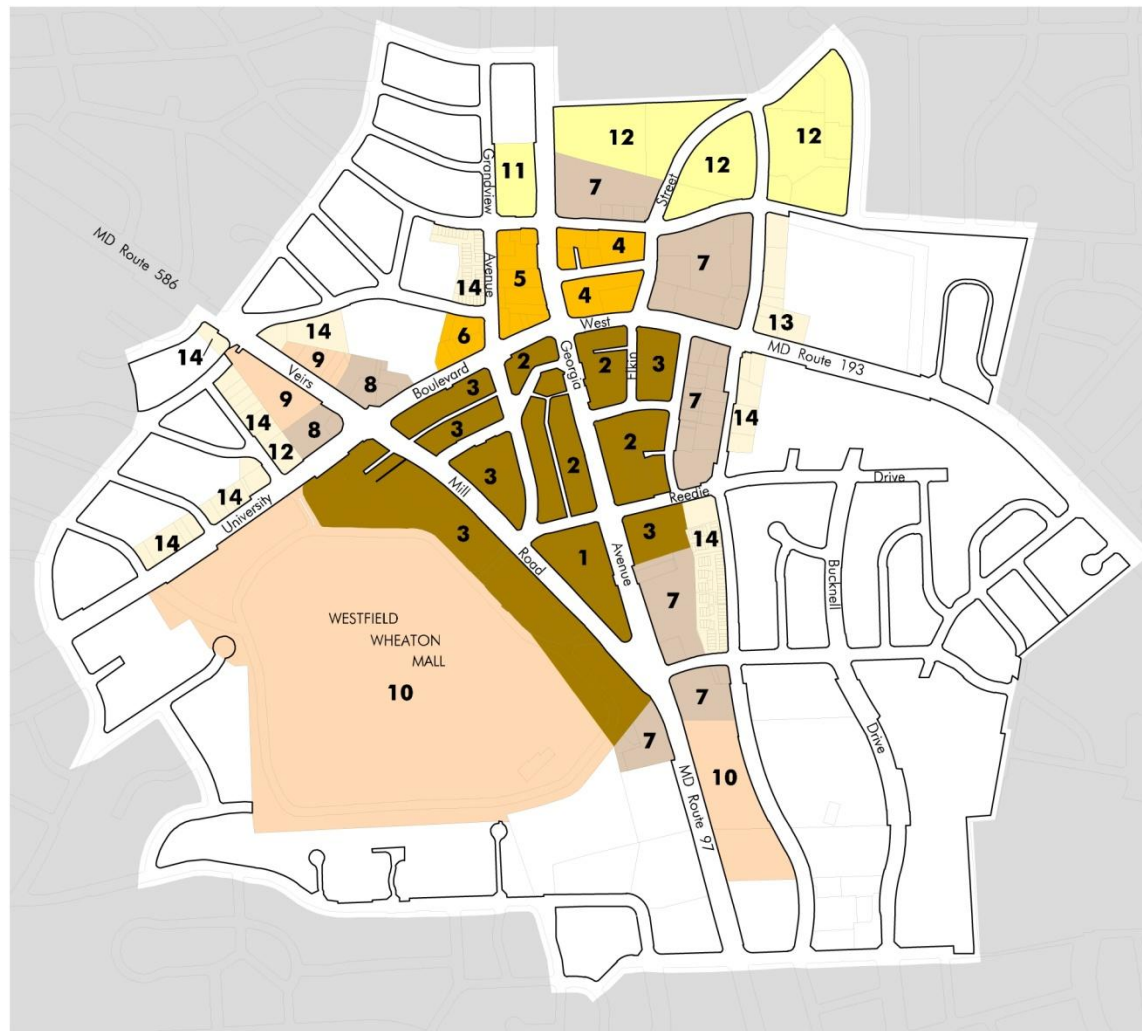
Density



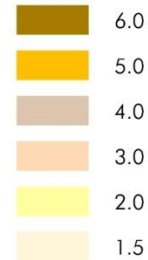
Height



Proposed Zoning



Maximum FAR

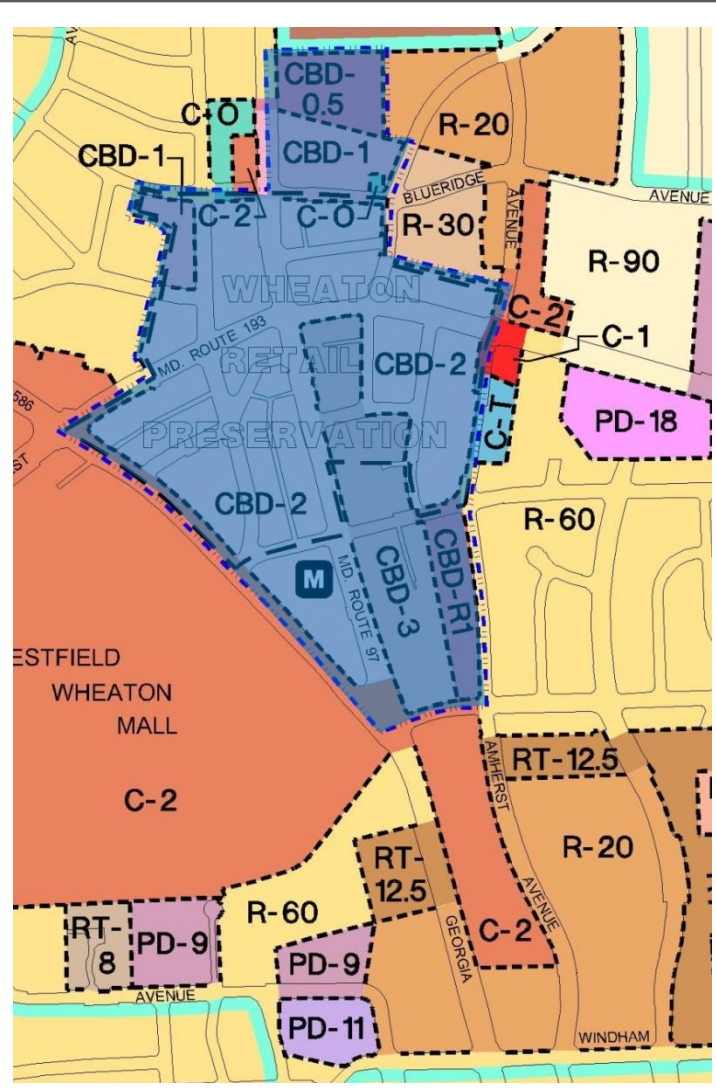
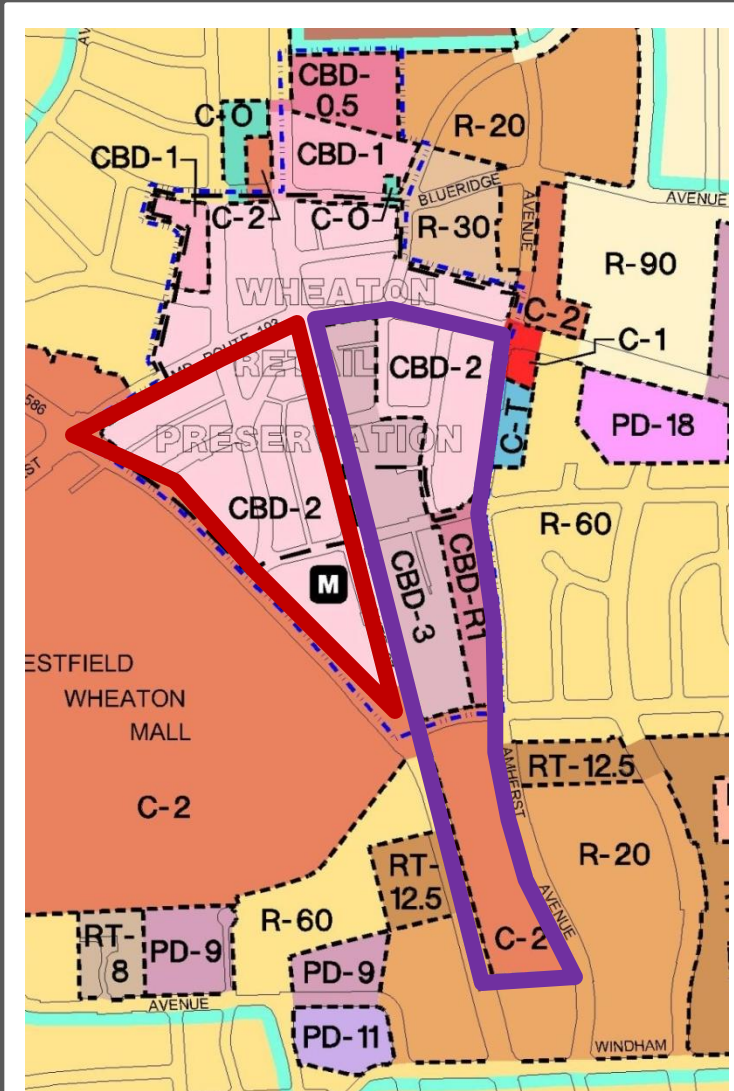


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13	CR 1.5:	C 1:	R 1:	H 75'
14	CR 1.5:	C 0.5:	R 1.5:	H 45'



0 800 ft

Existing Zoning Core and Price Districts



CBD

Core
District



Price
District



Wheaton Overlay Zone

2006

Overlay zone amended in 2006

Allows optional method development

Exempts buildings less than 20,000 square feet from site plan review

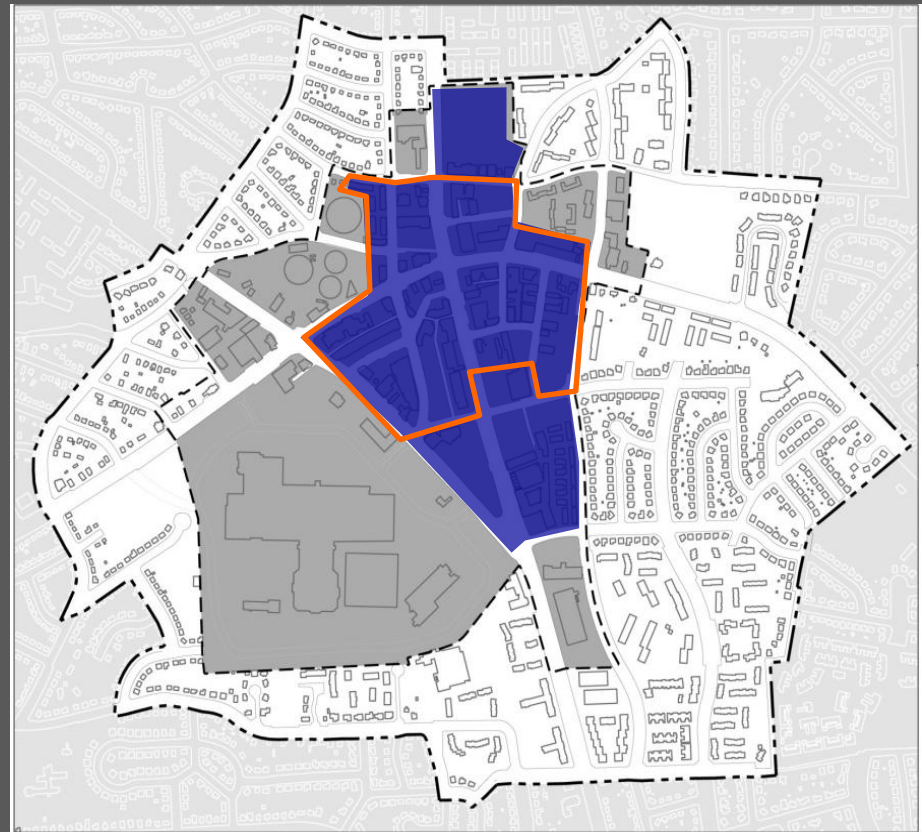
Allowed increased building height

Requires set aside floor area for small businesses

There has been no development using the optional method since these changes were made



Existing Retail Preservation Overlay Zone



Wheaton Overlay Zone

Office development never occurred

Site plan review for standard method projects became a point of controversy

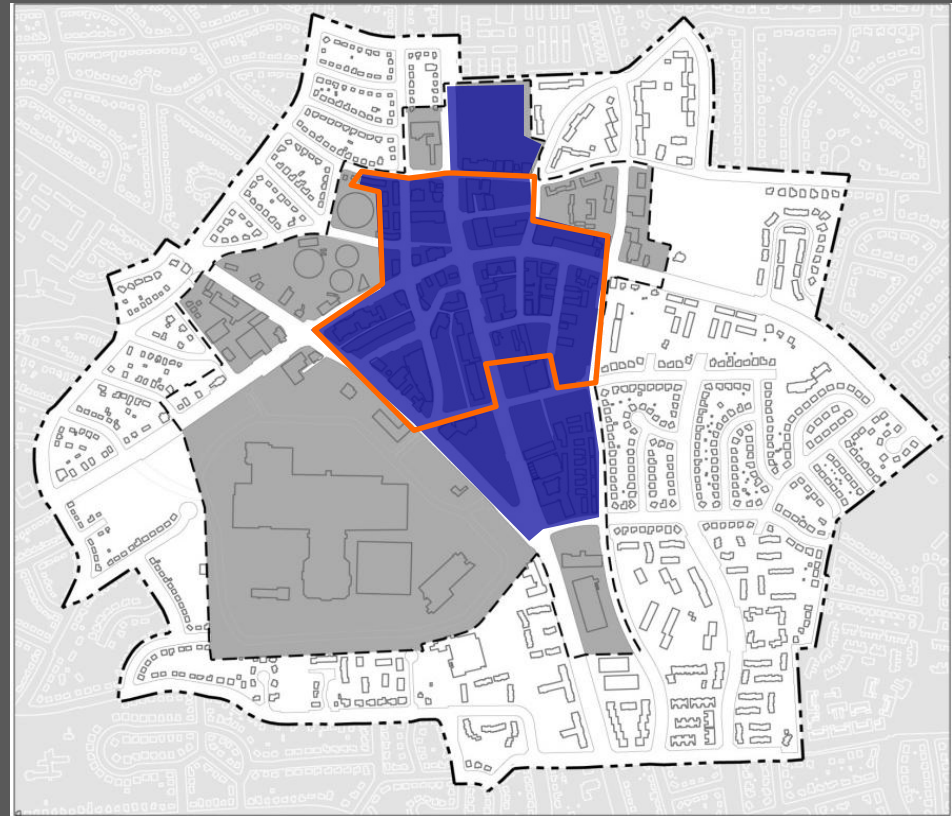
Viewed as a complicated zoning regulation and a disincentive to redevelop

Recommendation

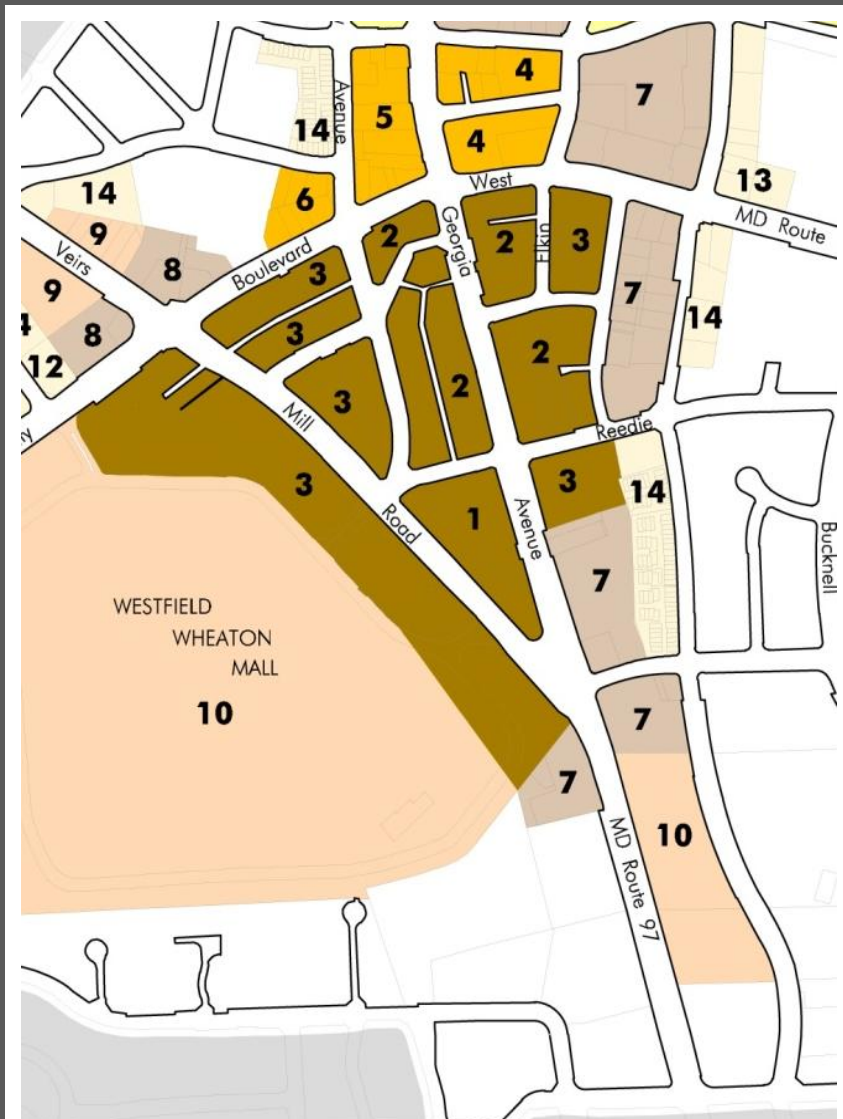
Remove the existing Retail Preservation Overlay Zone and use other mechanisms to protect small business including provisions of the CR zone



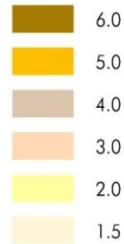
Existing Retail Preservation Overlay Zone



Proposed Zoning Core and Price Districts

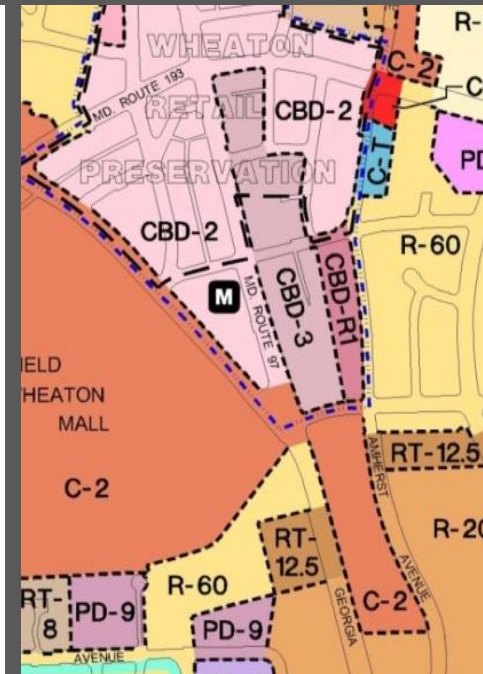


Maximum FAR

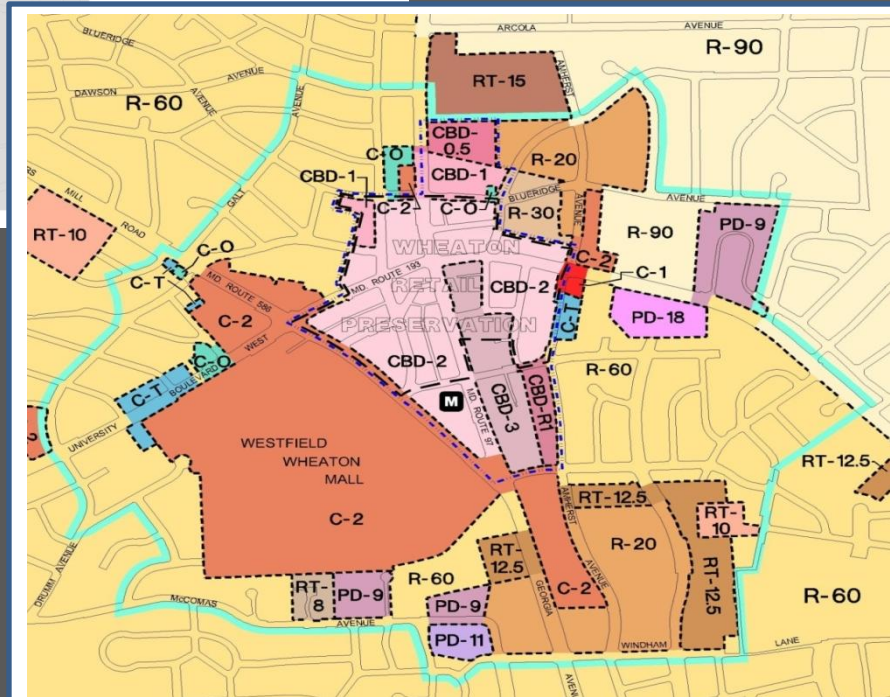
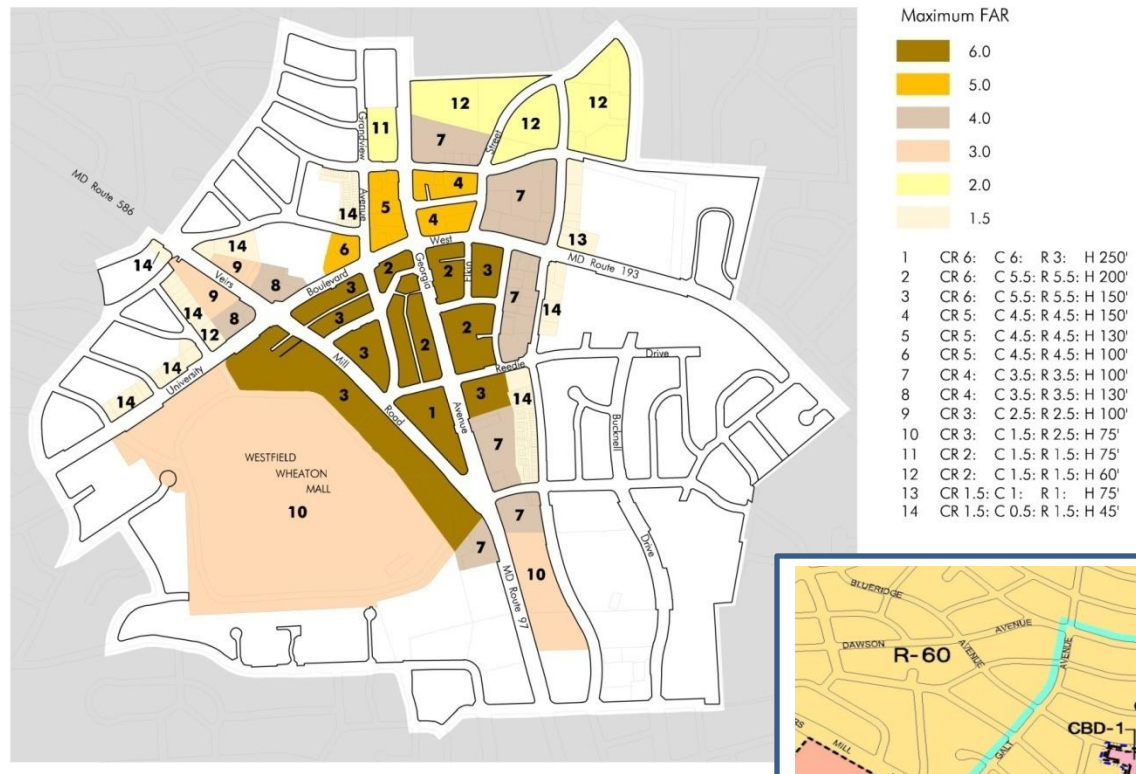


- | | | | | |
|----|---------|--------|--------|--------|
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| 13 | CR 1.5: | C 1: | R 1: | H 75' |
| 14 | CR 1.5: | C 0.5: | R 1.5: | H 45' |

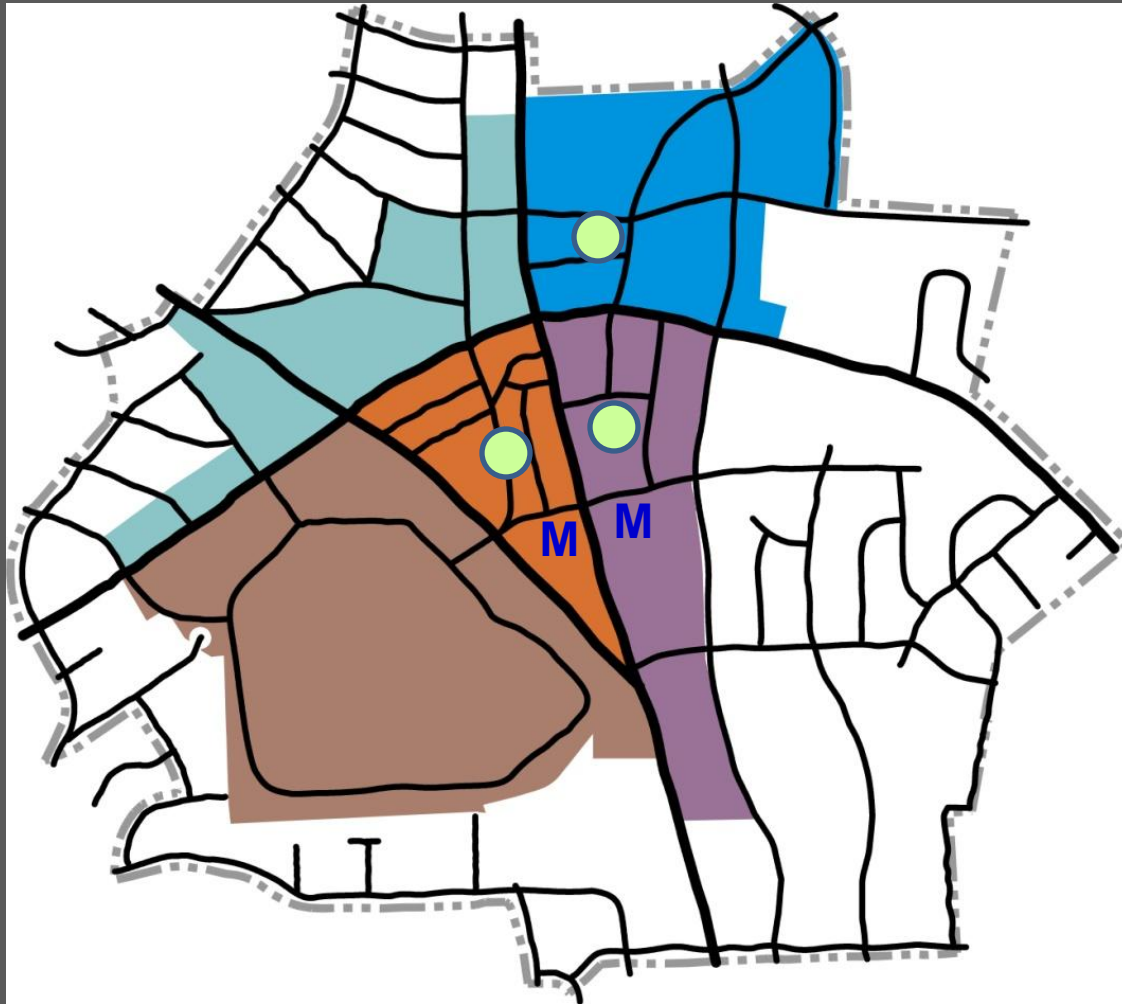
CR Zones



CBD Zoning



Districts



Core

Price

Blue Ridge

Kensington View/
Wheaton Hills

Westfield

Open Space



 Proposed Open Space

Core District



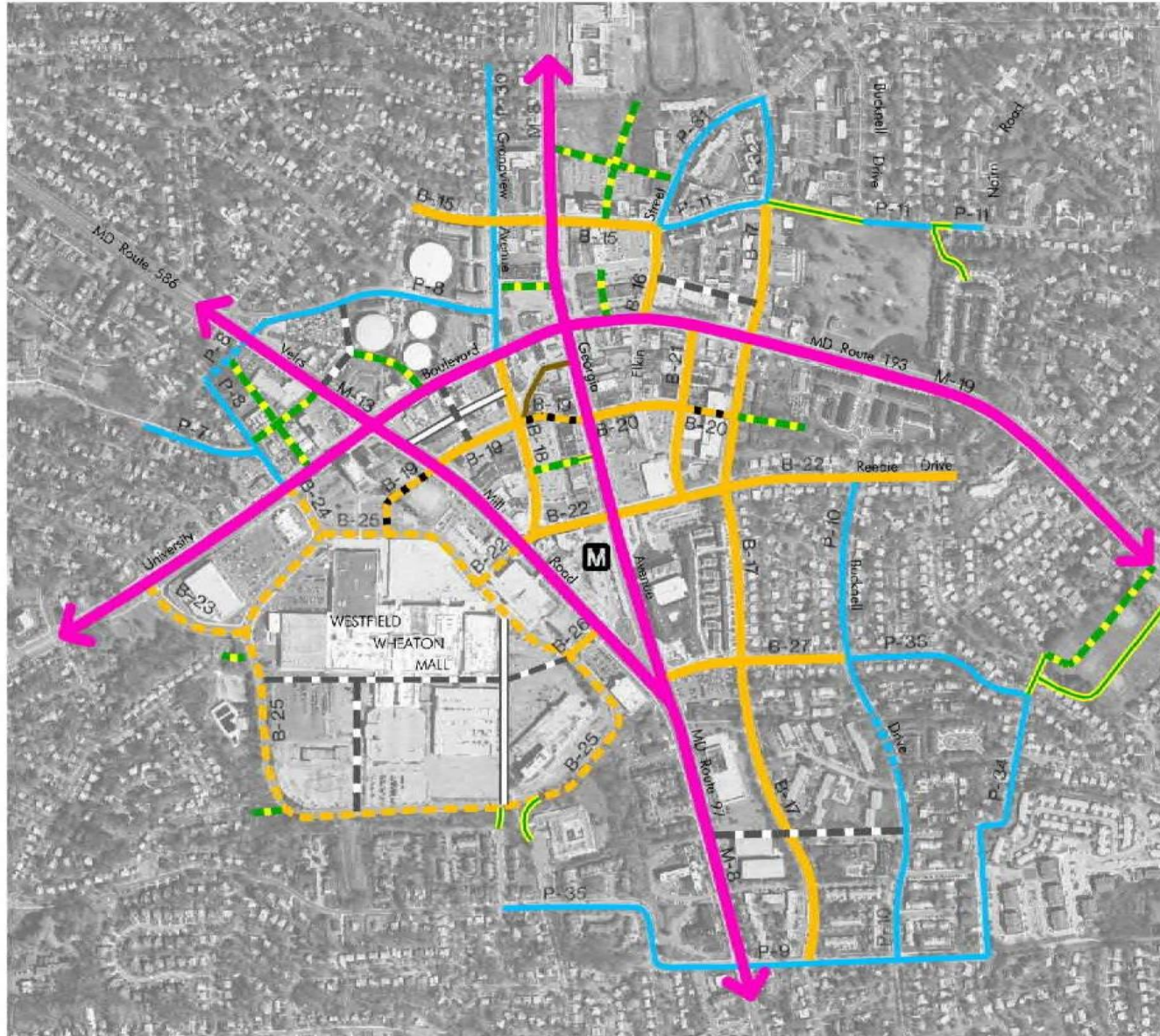
major mixed-use transit-oriented market center

Core District



Supplemental Slide

Map 16 Existing and Proposed Street Network



M Wheaton Metro Station

Street Classifications

- Major Highway Existing
- Residential Primary Existing
- Residential Primary Proposed
- Business Existing
- Business Proposed (New Designation)
- Business Proposed
- Abandon

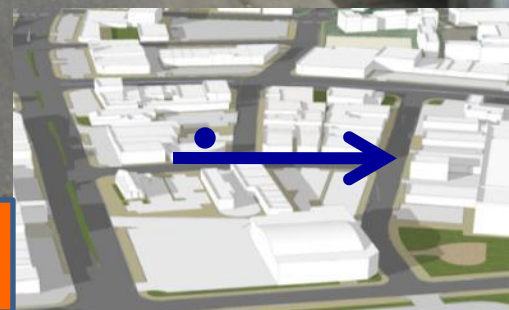
Local Streets *

- Existing
- Proposed

Pedestrian Connections

- Existing
- Proposed

* Local street connections are not designated in the Master Plan of Highways. Proposed local street and pedestrian rights-of-way and alignment to be determined during the development review process.



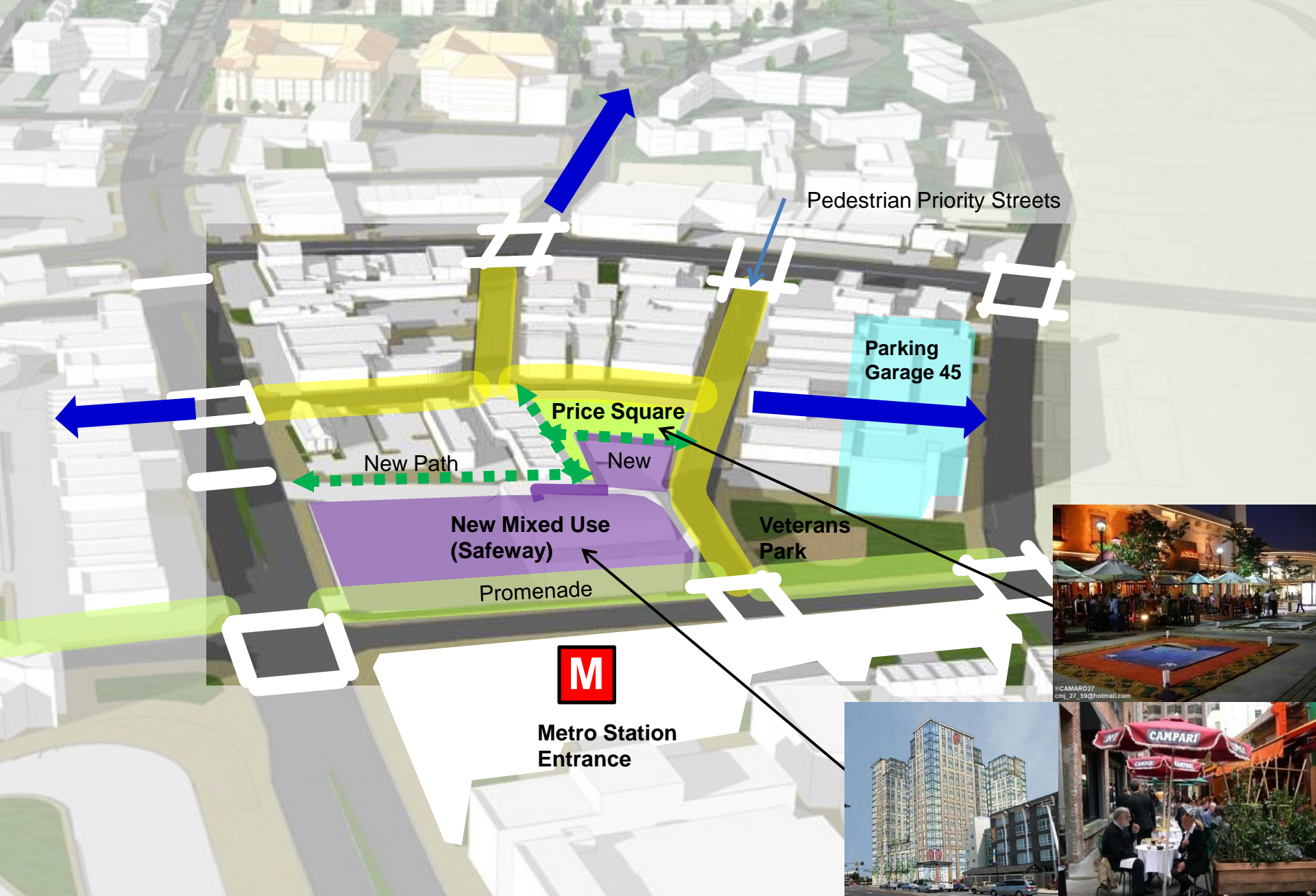
Price District



Price District



Price District



Pedestrian Priority Streets

Parking
Garage 45

Price Square

New Path

New

New Mixed Use
(Safeway)

Promenade

Veterans
Park

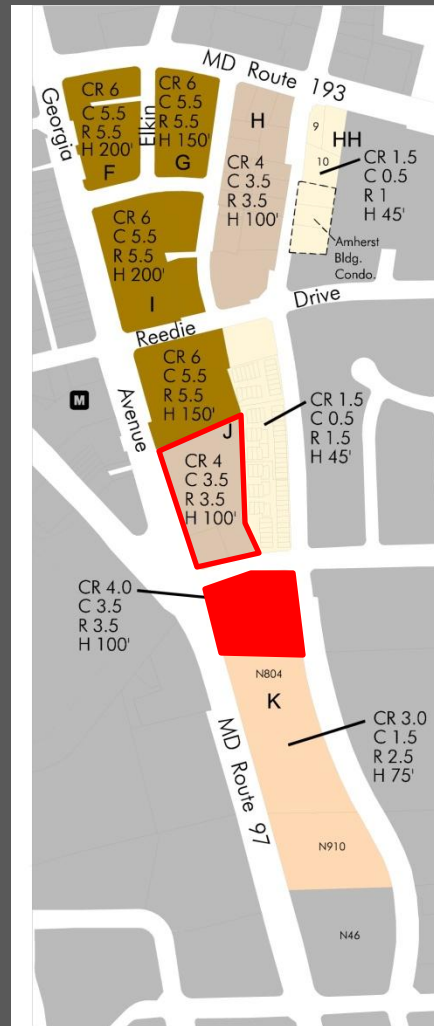
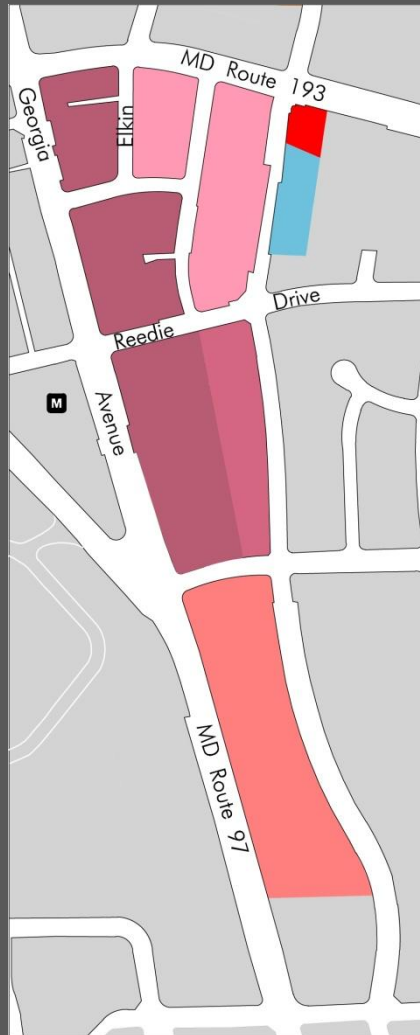




Metro Station
Entrance



Price District

Issue 14: Testimony – Increased Density and Height on Standard Properties Parcel

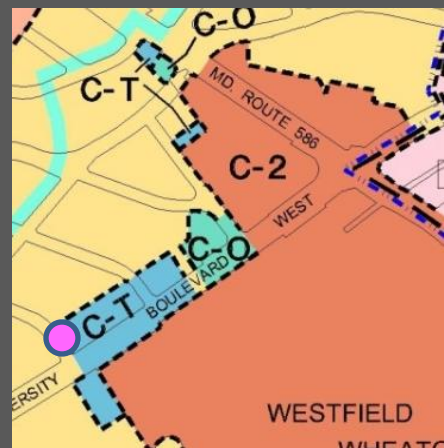


-  Standard Properties Parcel
-  Archstone at Wheaton Station building

Issue 16: Testimony – Is the CR Zone Appropriate for Transition to Single-Family Residential Uses

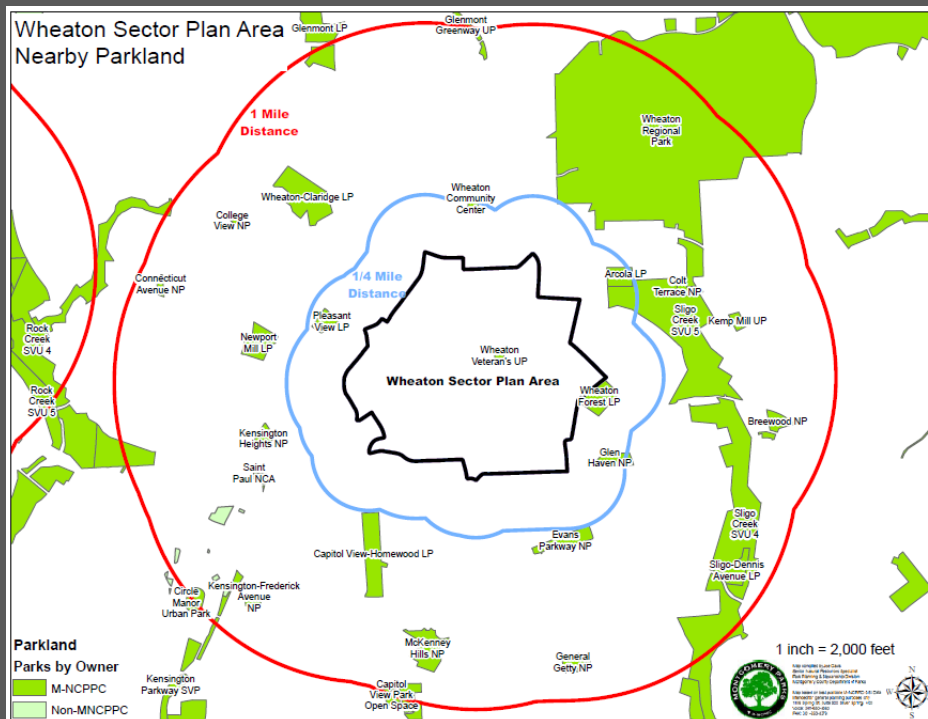


- Proposed BB&T Bank – University Boulevard and Valley View Avenue



Issue 16: Testimony – Is the CR Zone Appropriate for Transition to Single-Family Residential Uses



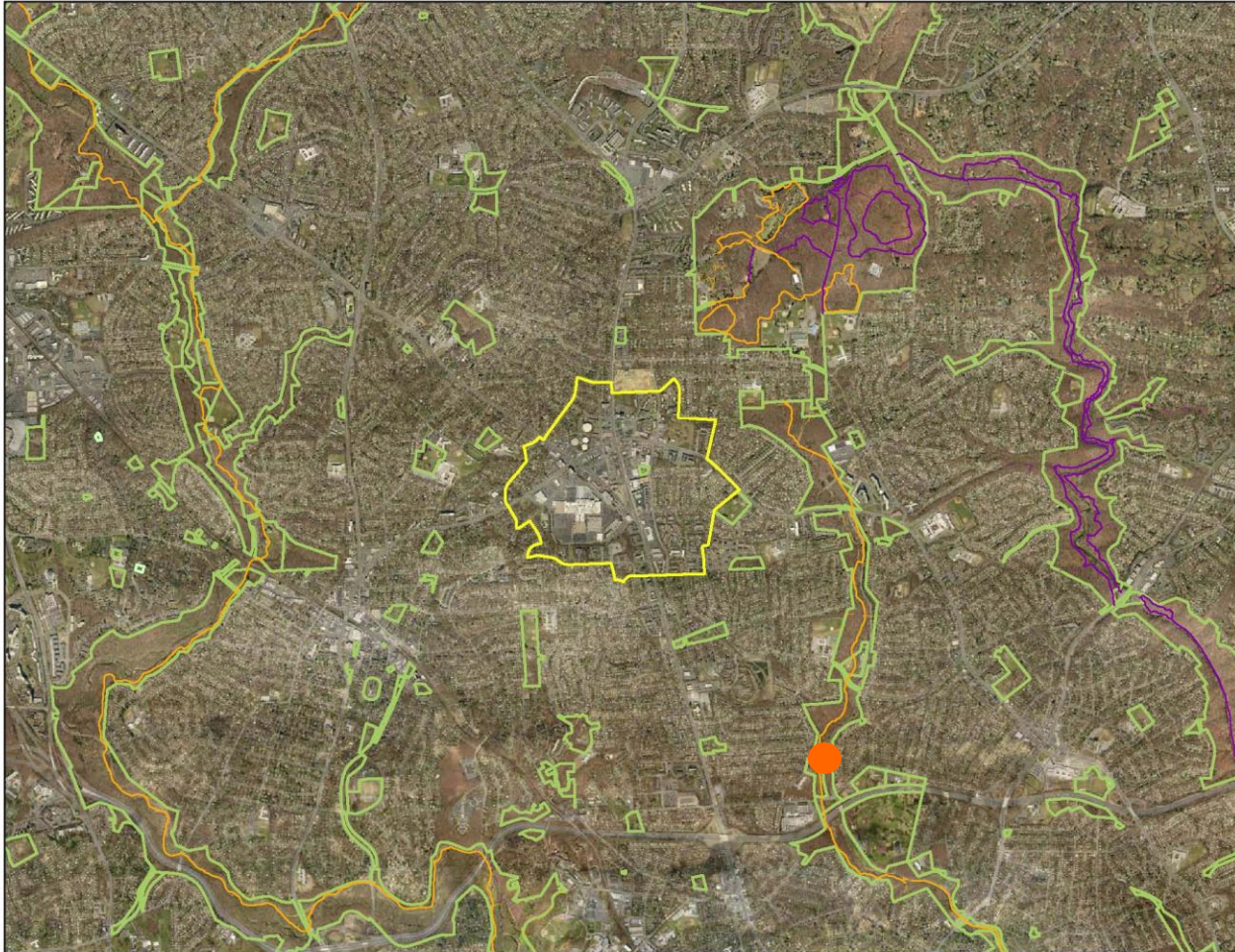


Within Sector Plan - .99 acres
Wheaton Veteran's Park

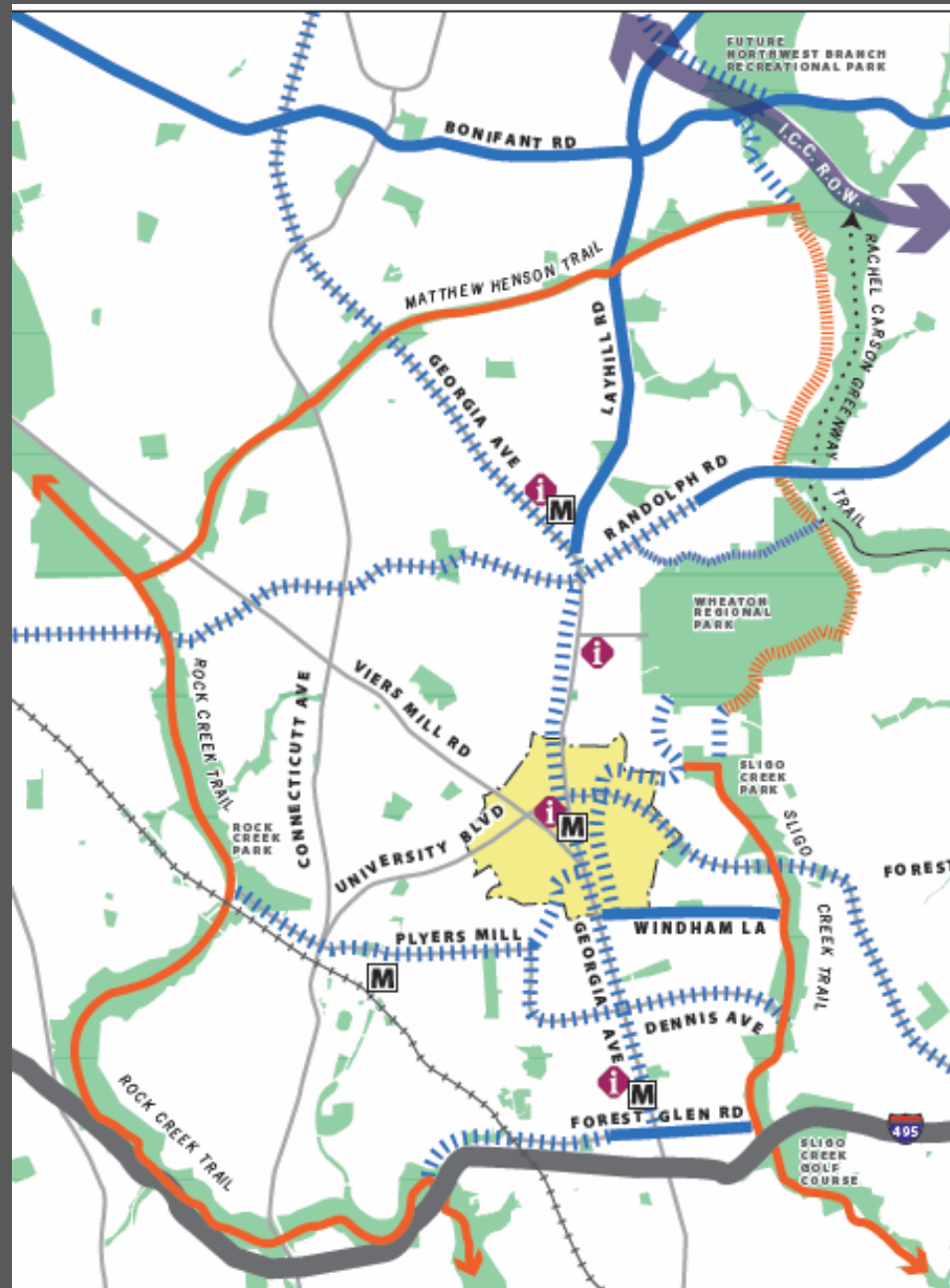
Within ¼ mile outside – 32.03 Acres
Arcola LP
Glen Haven LP
Pleasant View LP
Portion of Sligo Creek SVU 5
Wheaton Community Center
Wheaton Forest LP

Within 1 mile outside – 658.57 acres

Wheaton Parkland



 Parkland surrounding Wheaton



Parks

Everyone

Wheaton Regional Park

Brookside Gardens, athletic fields, tennis, ice skating, fitness trails, picnicking

Sligo Creek Stream Valley Park

Trail connectors and natural areas

Rock Creek Regional Park

Trail connectors to Washington DC and Shady Grove

Local and Neighborhood Parks

Fields, playgrounds, picnic areas

Plan Area

Central Civic Urban Park

Gatherings, ceremonies, celebrations in the core

Wheaton Veteran's Park

Veteran ceremonies and celebrations



Wheaton Open Space System

District

Public use space plazas and parks
Supporting offices, residents, and retail uses

Blueridge

Price

Westfield

Kensington View/Wheaton Hills

Block

Green Streets / Pedestrian Promenade

Connects each district

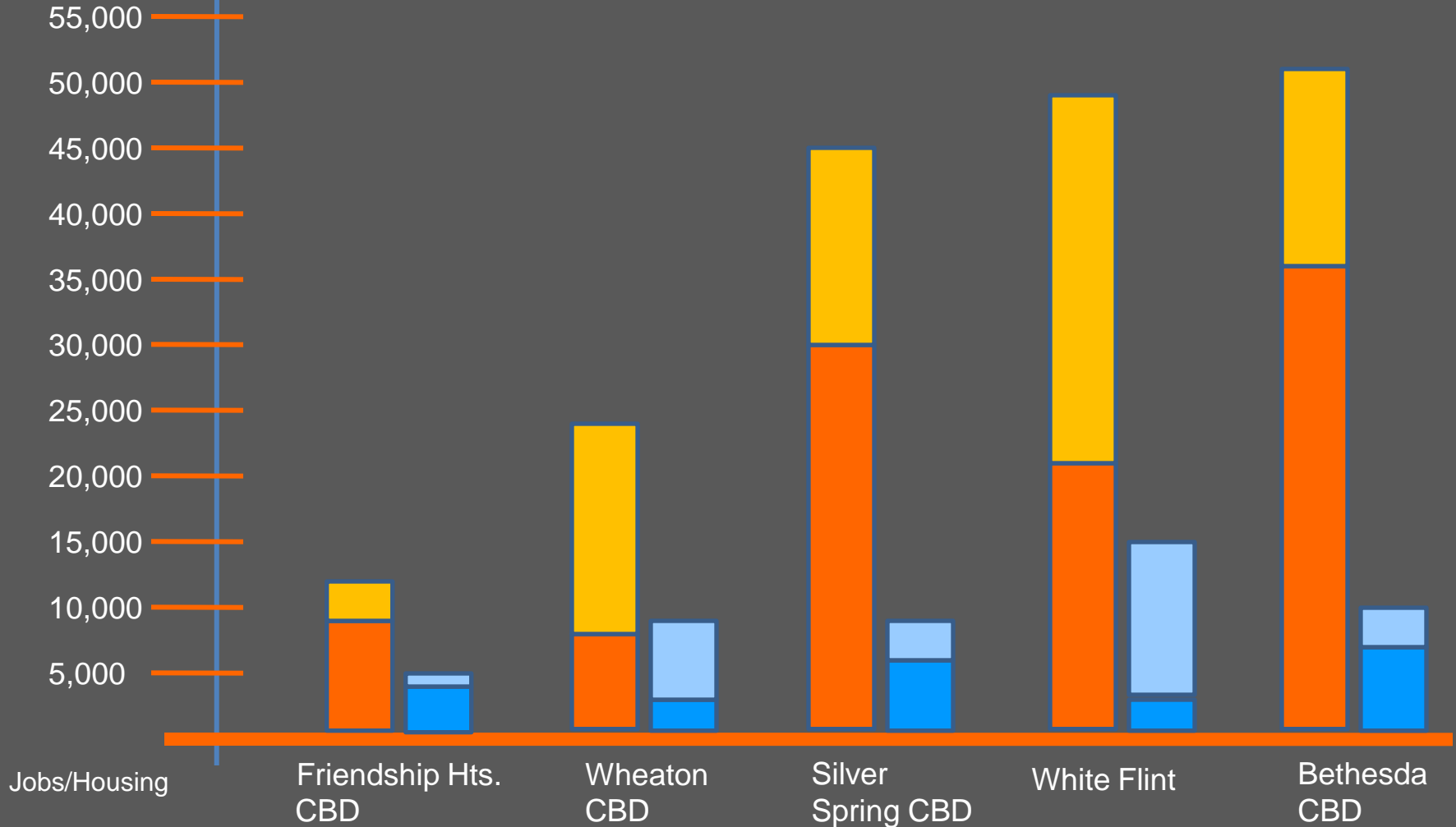
Buildings and Households

Private recreation and outdoor balcony space



Wheaton Current Development Envelopes

Existing Jobs Potential Jobs Existing Housing Potential Housing

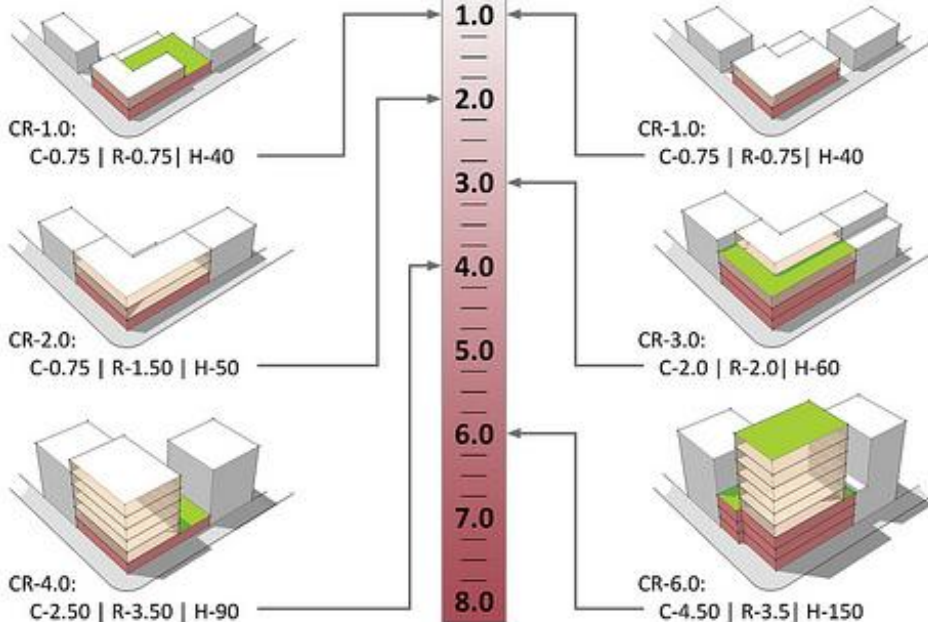


Examples of the Range of the CR Zone

The CR Zone is really a family of zones. Each zone has specific limits on density – Floor Area Ratio (FAR) – and height. A formula regulates the density (0.5 - 8.0 FAR) and height (40 - 300 ft) of each instance of the zone.

How the formula works

CR-3: ← Total FAR allowed
 C-2.0 | R-2.0 | H-60
 ↑ ↑ ↑
 Max. Commercial FAR Max. Residential FAR Max. Height

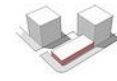


Let's consider an example: ➤



This parcel is zoned...
 CR-4.0 | C-3.0 | R-3.5 | H-50.

That means this parcel could develop several ways:



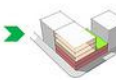
Under the "standard method" the maximum density is **only 0.5 FAR**

If developed 100% residential, only 3.5 FAR can be reached.



If developed 100% non-residential, only 3.0 FAR can be reached

If developed as mixed-use density can reach 4.0 FAR. This gives developers an incentive to mix uses.



major mixed-use transit-oriented market center

Georgia Avenue corridor and eastern County