



Wheaton

CBD and Vicinity Sector Plan

Montgomery County Planning Board - December 9, 2010



Agenda

Worksession 4 – District and Site Specific Issues Continued

Kensington View/Wheaton Hills District

CR Zone for transitional areas between commercial and single-family residential uses

Overall Plan Area

CR Zone for transitional areas between commercial and single-family residential uses

Conformity and community contextual road designation



Agenda

Westfield District

Presentation by Westfield

- Retaining APFO on the Westfield Mall property

- Reducing site plan review requirements through an overlay zone

- Difficulty meeting the 10 percent minimum public use space application on large sites

- Increasing the expansion/addition provision of the CR Zone's grandfathering clause



Agenda

Westfield District

Increasing maximum building height on Westfield's Veirs Mill frontage and in the Core District

Proposed building heights on the Westfield Mall property are too high near residential neighborhoods

Ownership of the Mall's ring road (private or public)

Concerns about existing stormwater management issues on the Mall property

Signage may not be allowed as envisioned by the Mall



Agenda

Westfield District

Proposed edits to the Draft plan concerning Westfield's property


Retaining the existing green buffer along the ring road

Extending Ennalls Avenue across Veirs Mill Road onto Westfield's property

Core/Price District

Extending Ennalls realignment with Price Avenue

Purpose clarification – Extension of Price Avenue to Amherst Avenue



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

Work Session 4

December 9, 2010

District/Site Specific Issues

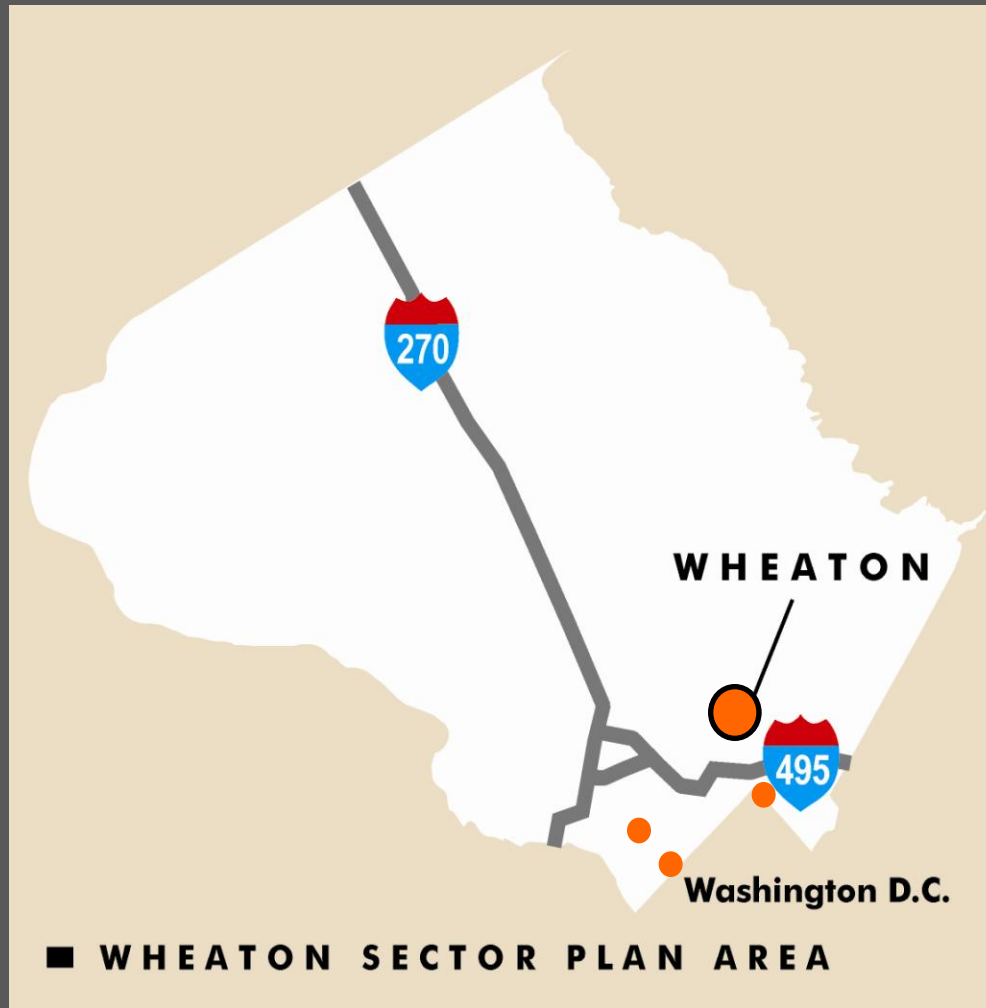
Work Session 5

January 6, 2011

Urban Design Guidelines

Wheaton

Eastern County



The County' has Four
Central Business Districts

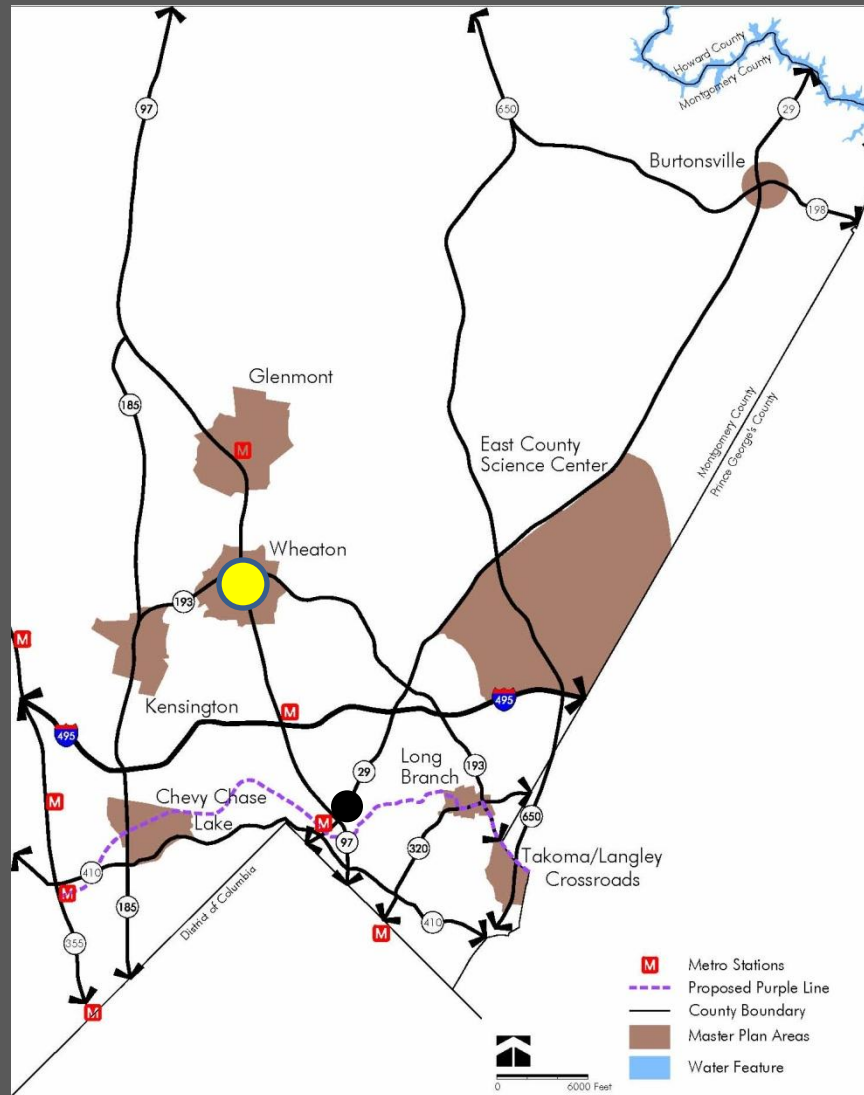
Bethesda

Friendship Hts.

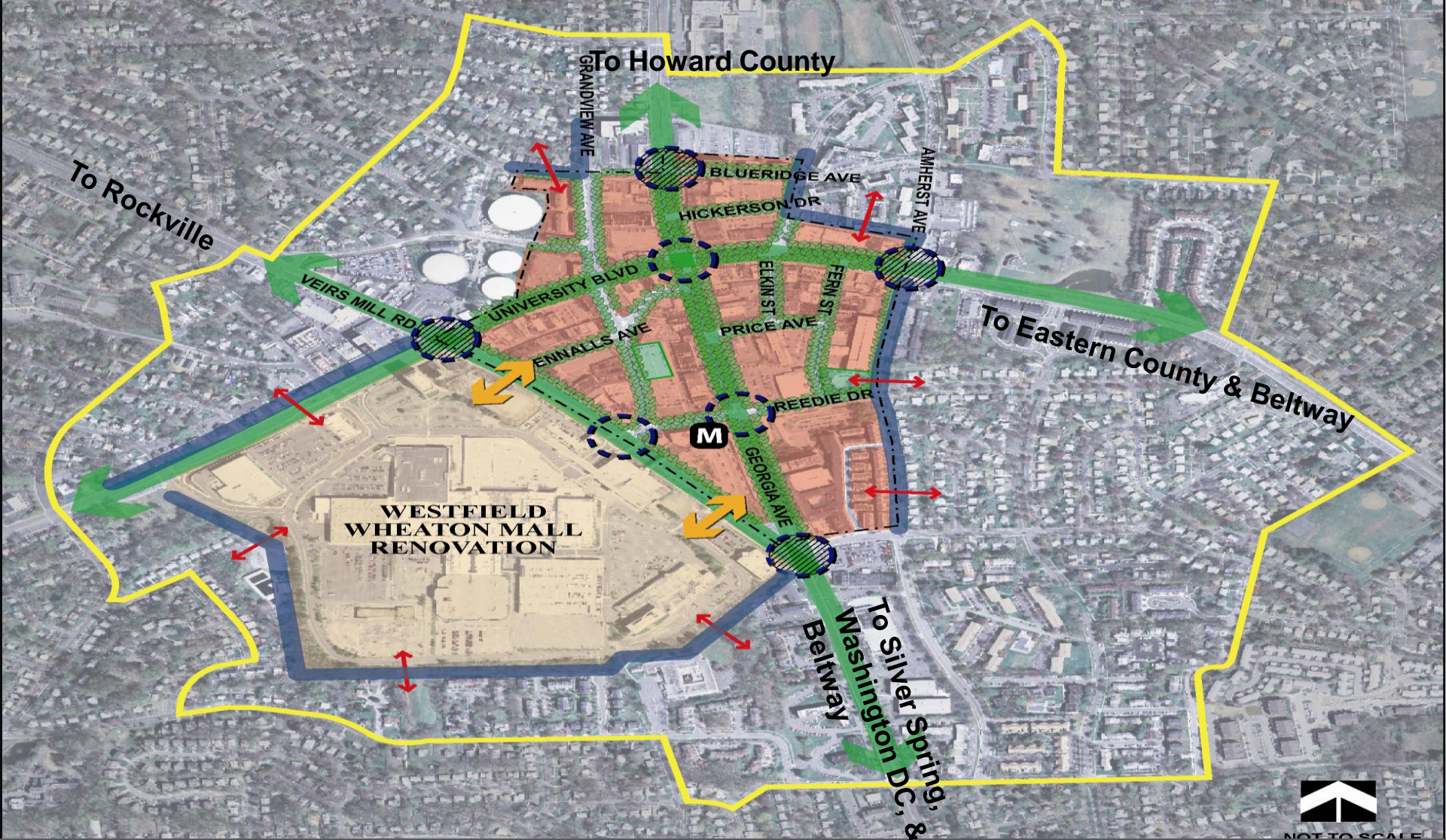
Silver Spring

Wheaton

Wheaton Eastern County



Wheaton CBD provides jobs and services for the eastern part of the county along with Silver Spring

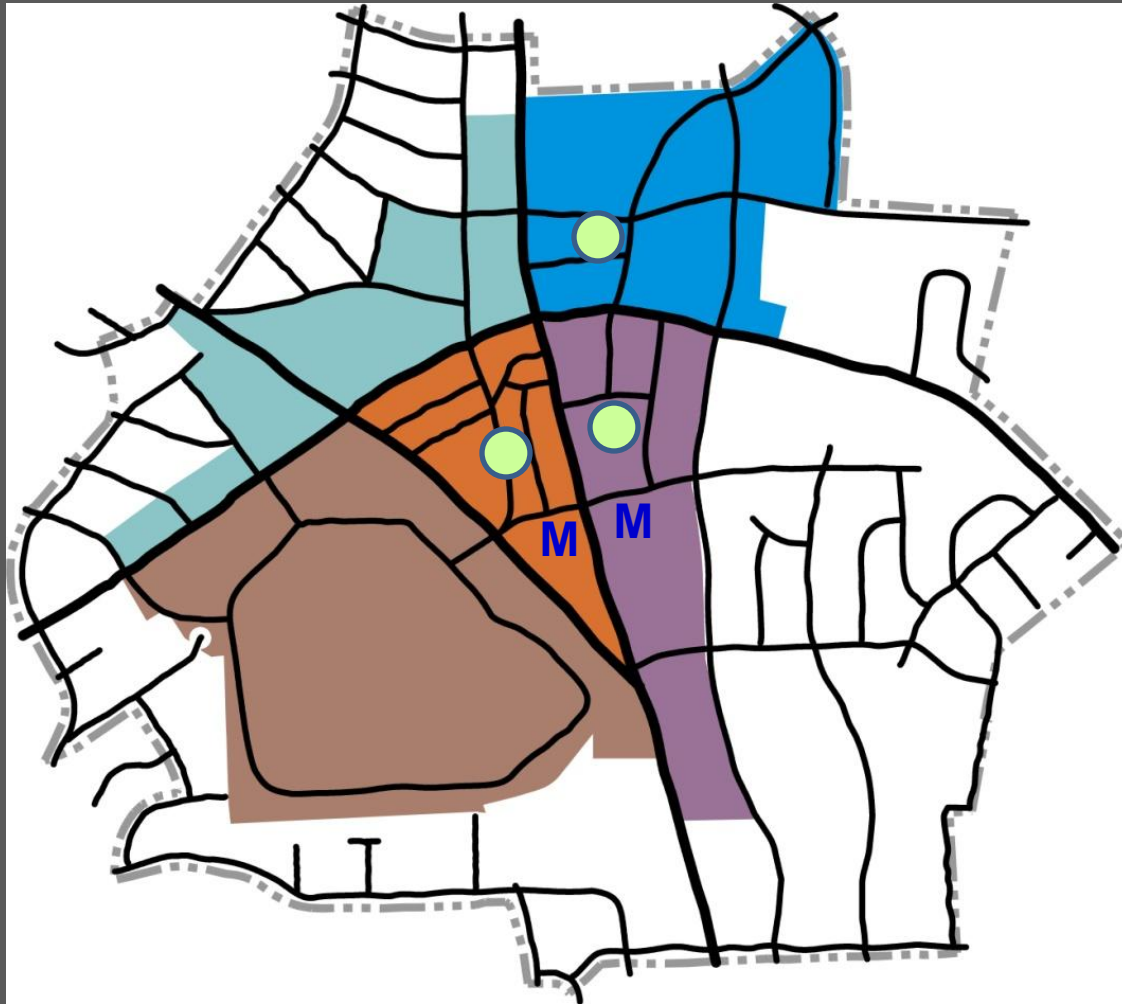


Conceptual Framework

Vision



Districts



Core

Price

Blue Ridge

Kensington View/
Wheaton Hills

Westfield

Open Space

Wheaton - Kensington View/Wheaton Hills District

Issue: 16 Is the CR Zone the appropriate zone on properties in Kensington View and Wheaton Forest that serves as transitional areas between commercial and single-family residential uses?





Wheaton – Kensington View/Wheaton Hills District

Community Concerns


CR Zone permits a much wider range of permitted non-residential uses than what is currently permitted

These non-residential uses would not be appropriate near single-family detached houses

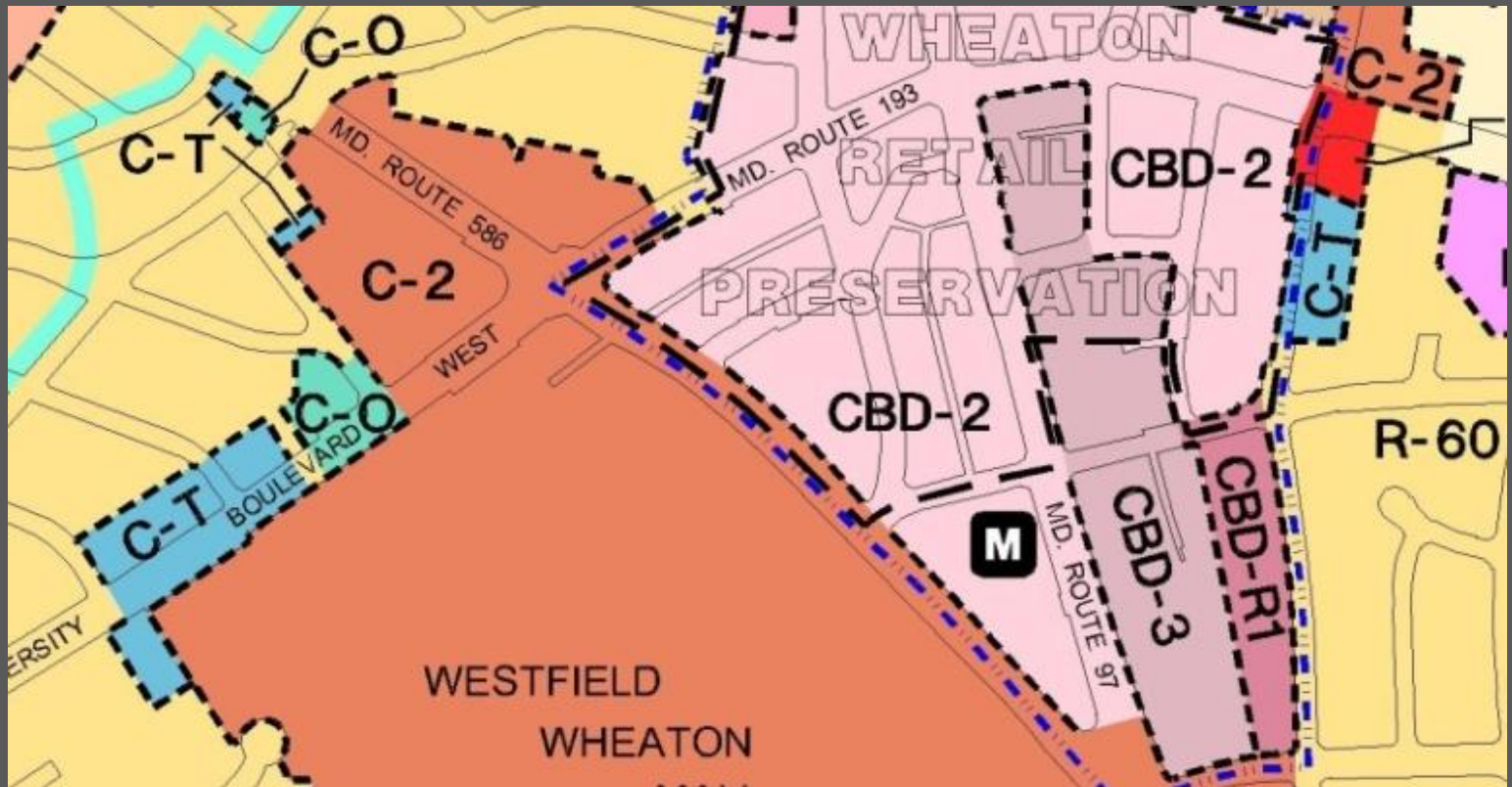
Proposed CR Text Amendment

Limits uses

Prohibits locating some uses and drive through service windows within 100 feet of residentially zoned properties

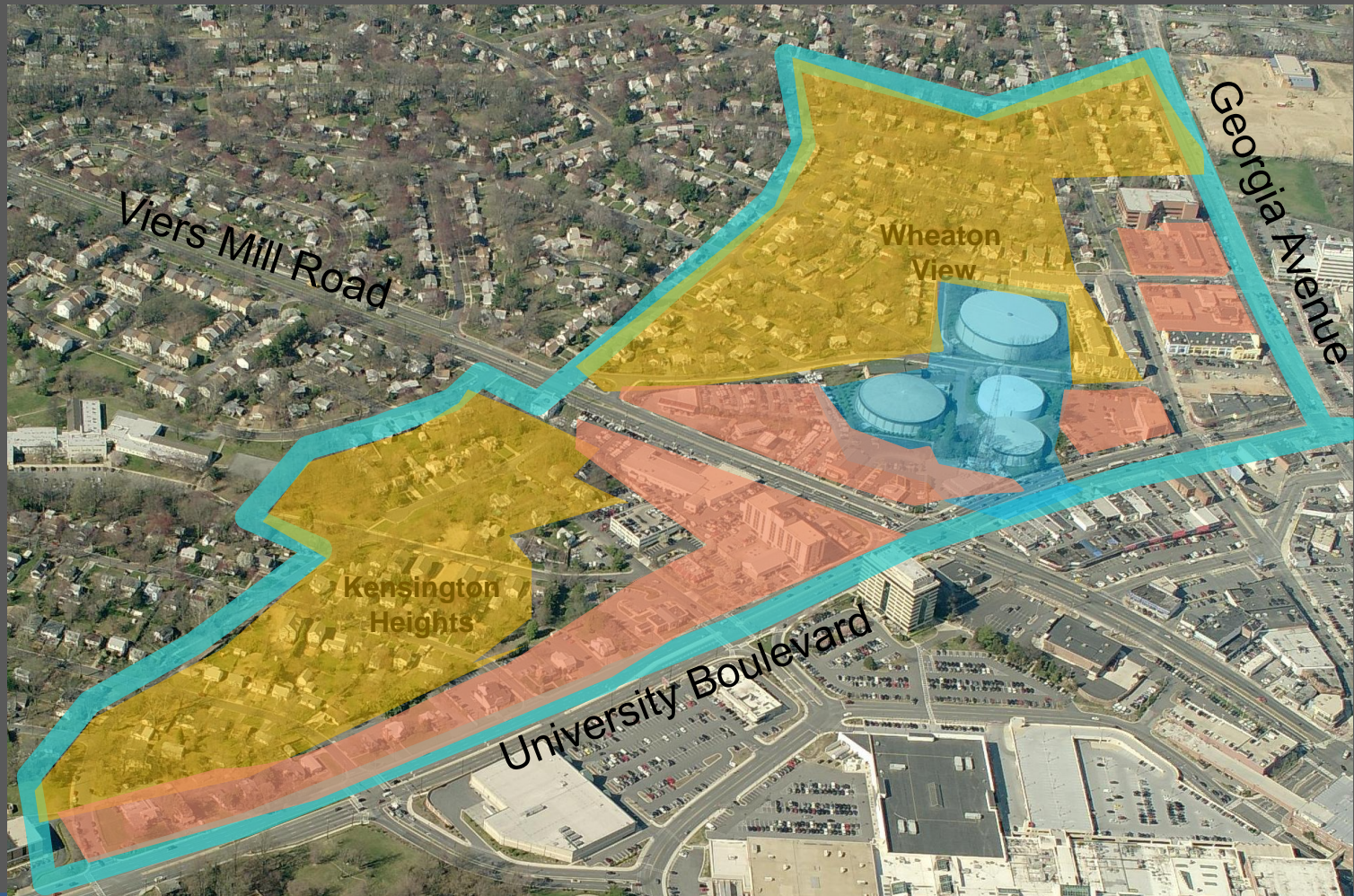


Issue 16: Testimony – Is the CR Zone Appropriate for Transition to Single-Family Residential Uses



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

Kensington View Wheaton Hills





Block S





Block S

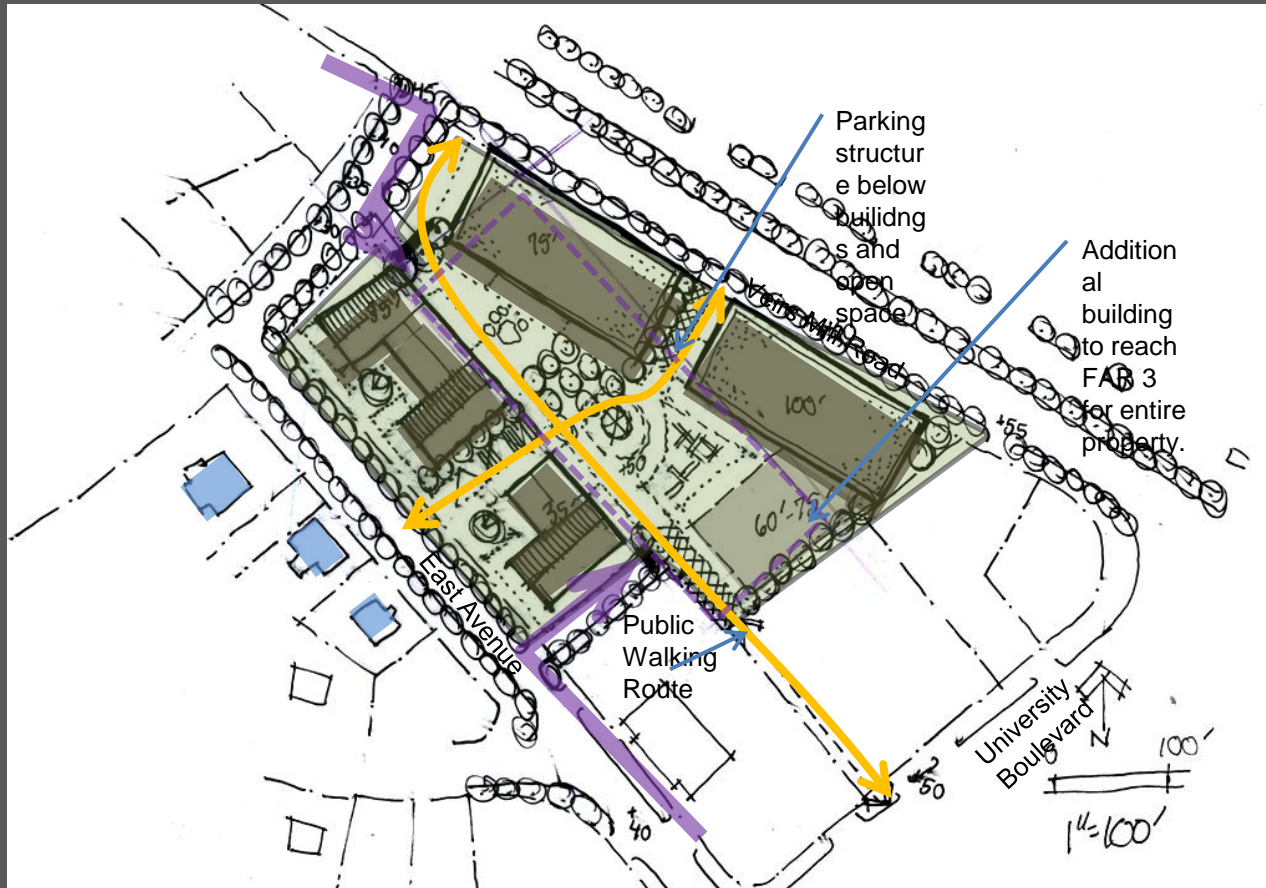




Block S



Kensington View/Wheaton Hills – Lindsay Property



Zoning Study

Proposed CR 3: C 2.5: R 2.5: H 100'

Kensington View/Wheaton Hills – Lindsay Property



Zoning Study

Proposed CR 3: C 2.5: R 2.5: H 100'

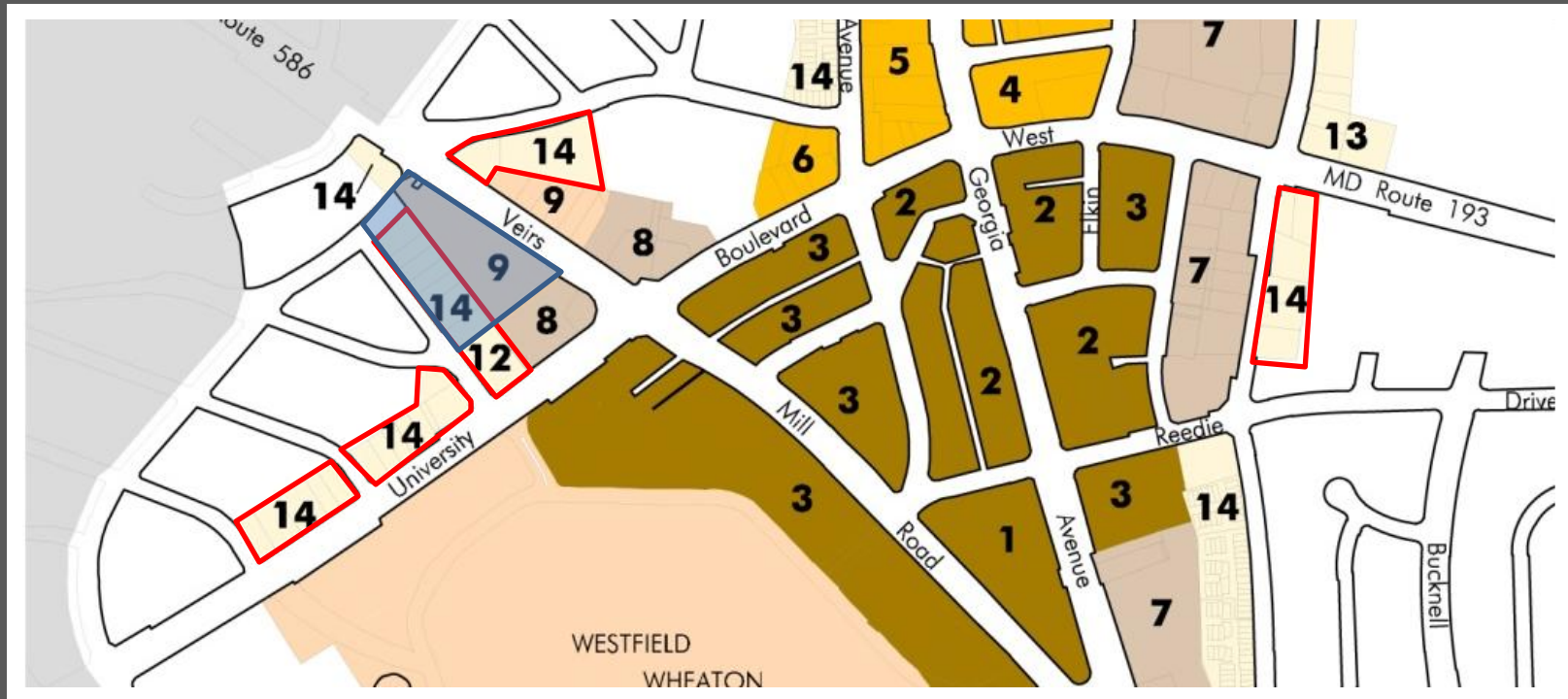
FAR 3 = Approximately 462,300 Square Feet



Kensington View/Wheaton Hills – Lindsay Property



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



12 CR 2: C 1.5: R 1.5: H 60'

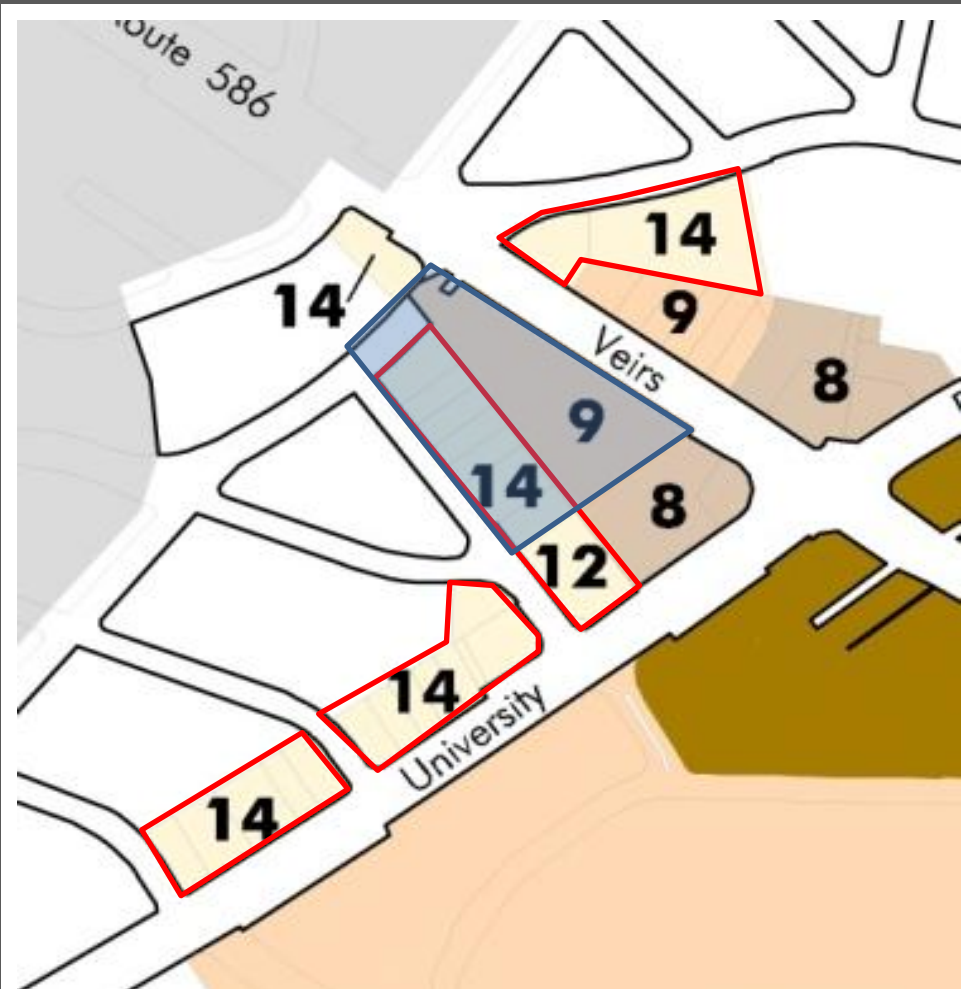
14 CR 1.5: C 0.5: R 1.5: H 45'

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

Recommendation

Support the proposed amendments to the CR Zone, and retain the current recommendation of CR zoning except on the Lindsay Property

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

Change the zoning on lots 7-13 to an FAR of 3 with a maximum building height of 100 feet along Veirs Mill Road, transitioning down to 45 feet along East Avenue and Kensington Boulevard Block, (CR 3: C 2.5: R 2.5: H 100').

Include text in the Draft Plan that low-scale residential uses and low-impact non-residential uses such as professional offices with a maximum building height of 45 feet be located on parcels along East Avenue with larger commercial uses along Veirs Mill Road.

Address design parameters for compatibility with existing houses across East Avenue in the Design Guidelines



Proposed change to the Draft Plan



Wheaton – Kensington View/Wheaton Hills District


Issue: 16 Is the CR Zone the appropriate zone on properties in Kensington View and Wheaton Forest that serves as transitional areas between commercial and single-family residential uses?

Staff Recommendation

Retain the CR Zone for the transitional areas in the Draft Plan.

Change the zoning maps and text on page 38, to rezone the Lindsay Ford properties, lots 7 through 13, to an FAR of 3 with a maximum building height of 100 feet along Veirs Mill Road, transitioning down to 45 feet along East Avenue and Kensington Boulevard.

Include text in the Draft Plan that low-scale residential uses and low-impact non-residential uses such as professional offices with a maximum building height of 45 feet be located on parcels along East Avenue with larger commercial uses along Veirs Mill Road. Address design parameters for compatibility with existing houses across East Avenue in the Design Guidelines



Wheaton – Issue 24: Should Wheaton have a TMD?

Testimony

MC DOT questions ability of Plan to attain 30% mode share goal without a strong TMD

Staff Analysis

Mode share goal is not a determinant of land use balance for the sector plan

Office Employment is critical for TMD success

Wheaton's employment base largely comprised of retail and service employees

Focus of Plan is to improve bicycle and pedestrian infrastructure in the CBD and core

Strike reference to existing TDM systems on page 41 of Draft Plan



Wheaton - Issue 24: Should Wheaton have a TMD?

Issue 24: Should Wheaton have a Transportation Management District (TMD) to encourage more people to take transit?
(Pages 48-49)

Staff Recommendation

Clarify existing conditions text in the Draft Plan.
(Revision based on 12/7/10 letter from County Executive)

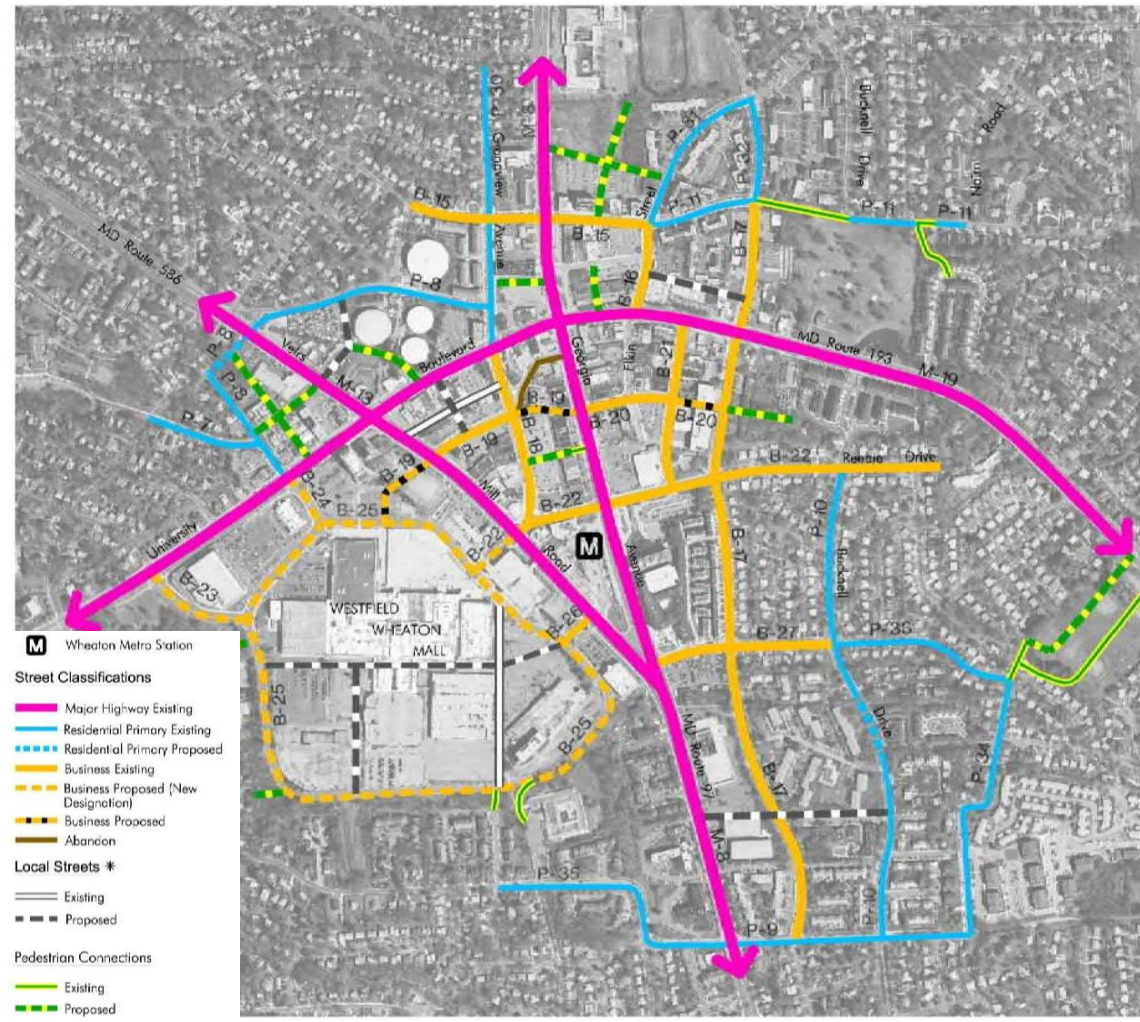


Wheaton - Issue 26: Road Context & Designation



Wheaton - Issue 26: Road Context & Designation

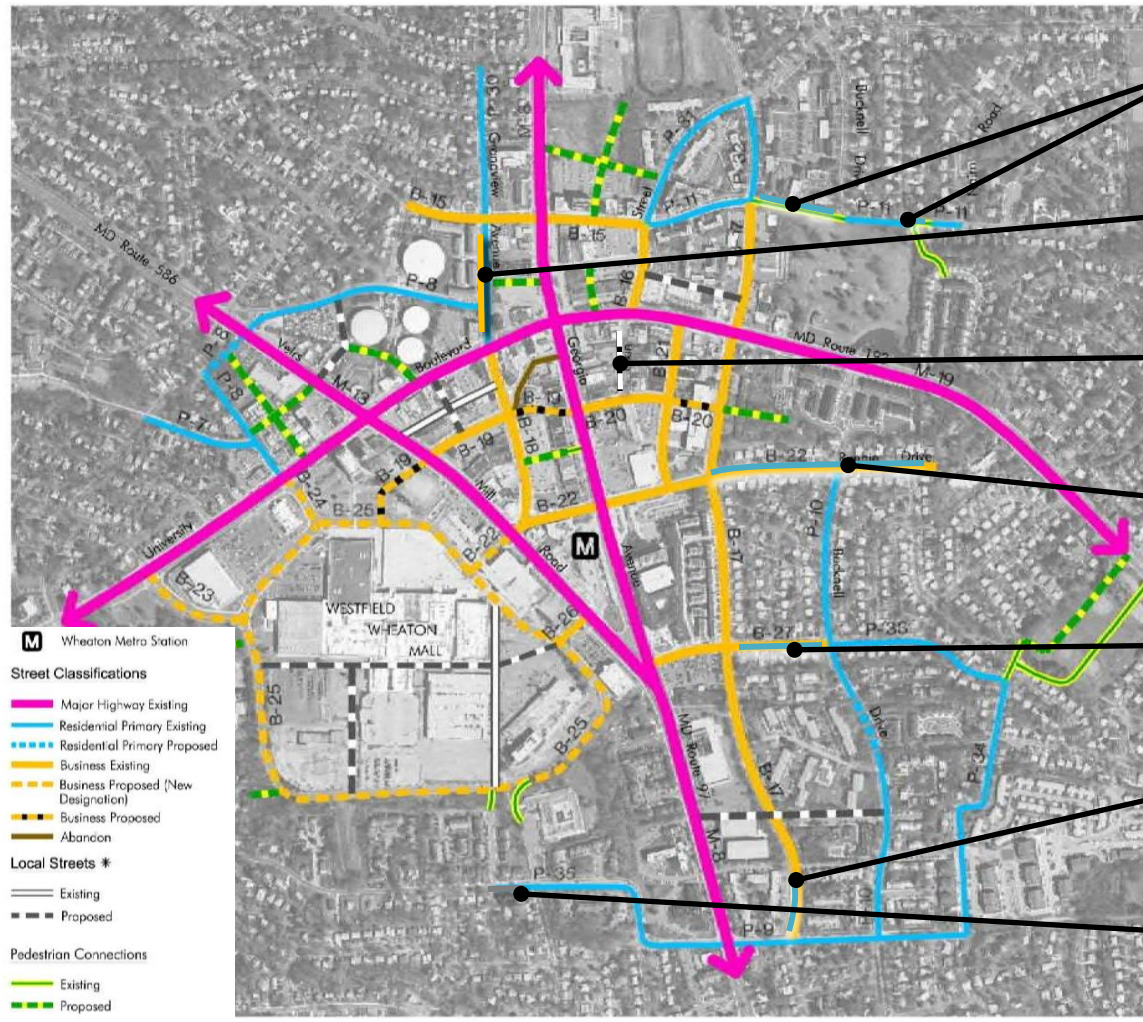
Map 16 Existing and Proposed Street Network



Proposed in
Draft Plan

Wheaton - Issue 26: Road Context & Designation

Map 16 Existing and Proposed Street Network



MC DOT Recommendations

Blueridge Avenue:
Pedestrian Connection to
Residential Primary

Grandview Avenue:
Residential Primary to
Business

Elkin Drive:
Designate as Local Street

Reedie Drive:
Business to
Residential Primary

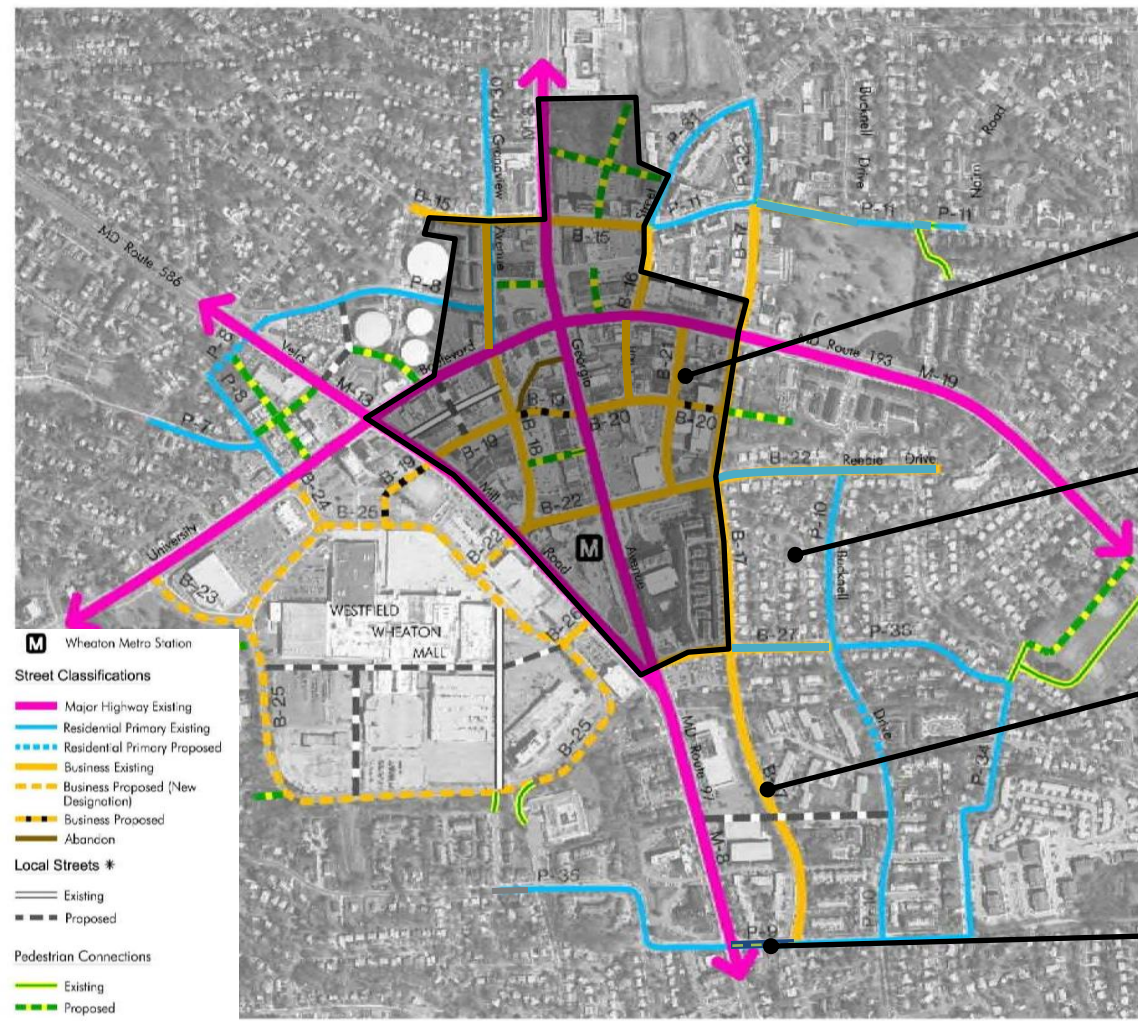
Prichard Road:
Business to
Residential Primary

Amherst Avenue:
Business to
Residential Primary

Douglas Avenue:
Remove Residential
Primary Designation

Wheaton - Issue 26: Road Context & Designation

Map 16 Existing and Proposed Street Network



Staff Recommendations

All CBD Streets Designated as Business

Neighborhood Serving Streets East of CBD are Residential Primary

Retain Amherst Avenue as a Business Street

Windham Lane between Georgia Ave. and Amherst Ave. Reclassified as Minor Arterial

Wheaton – Issue 26: Road Context & Designation

Issue 26: Road designation should be in conformity with community context. (Page 40-49)

Staff Recommendation

Amend the Draft Plan to include roadway designation changes described in staff report table.



Westfield Presentation

Wheaton — Westfield District

Issue 18a: Westfield Mall should be able to retain the existing APFO approval if zoning is changed from C-2 to CR

Staff Recommendation

Include language in the Implementation section of the Draft Plan to note that the APFO approvals remain vested through their expiration date and are not affected by re-zoning.



Wheaton — Westfield District

Issue 18b: Site plan review requirement of the proposed CR Zone should be eased for the Westfield property through the creation of a Westfield overlay zone.



Staff Recommendation

No change to the Draft Plan.

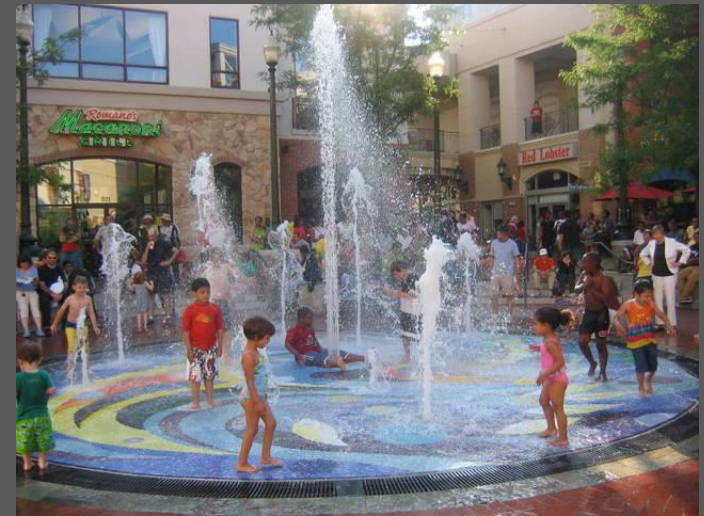
Wheaton — Westfield District

Issue 18c: The 10 percent minimum public use space requirement applied to the entire Mall property would be excessive and difficult to meet before the full redevelopment of the Mall property.



Staff Recommendation

No change to the Draft Plan



Wheaton — Westfield District

Issue 18d: The CR Zone's grandfathering provision of expansion/addition to existing facilities should be increased from 30,000 square feet to 50,000 square feet.

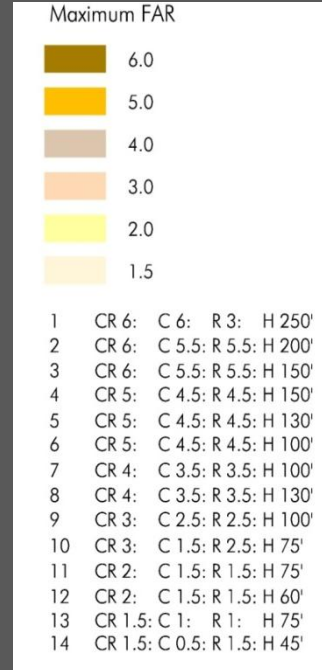
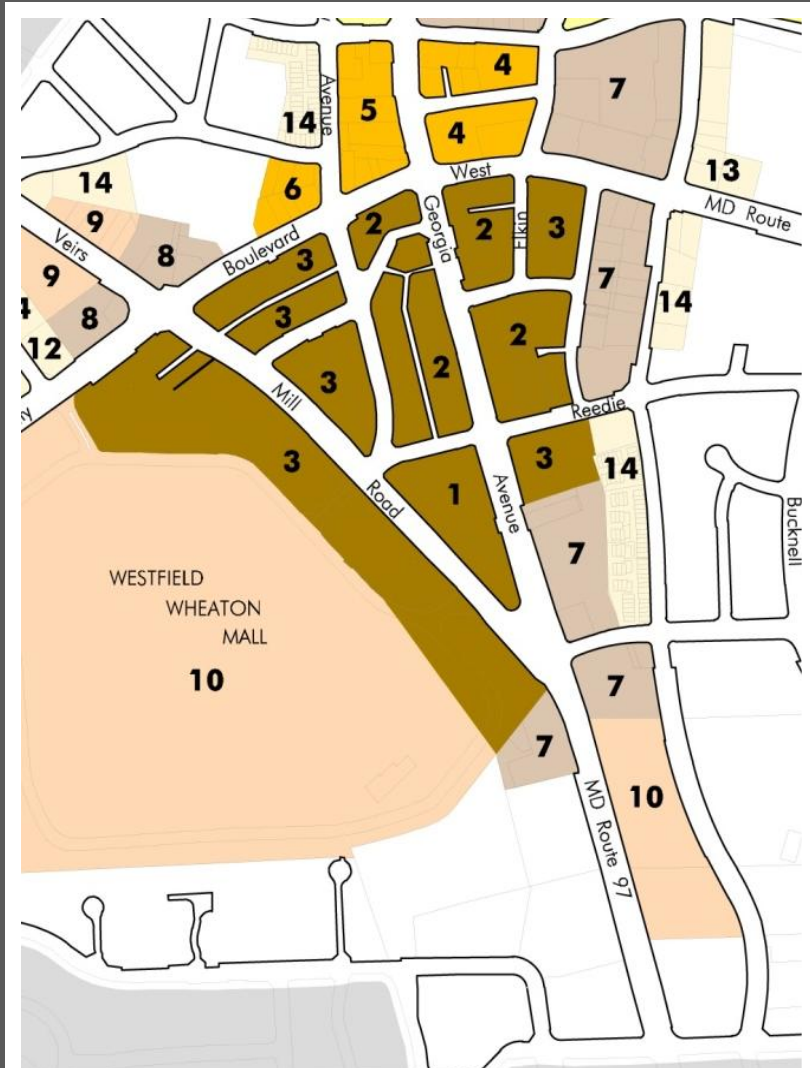


Staff Recommendation

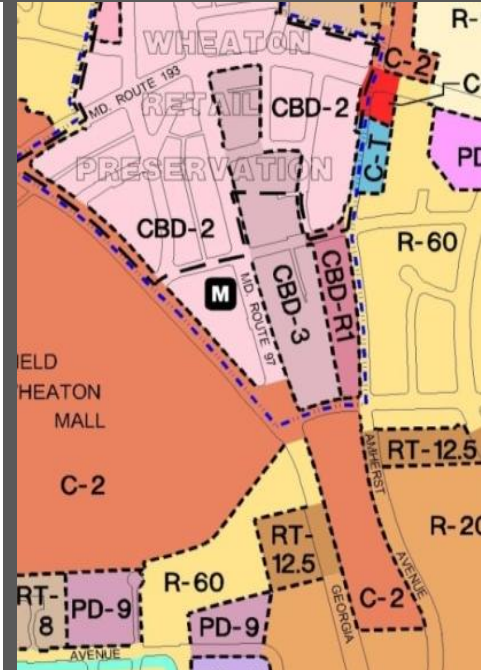
No change to the Draft Plan



Issue 18e: Increase maximum building height on the Veirs Mill Road frontage of the Mall property from 150 feet to 200 feet.



CR Zones



CBD Zoning



 Proposed Open Space

Core District



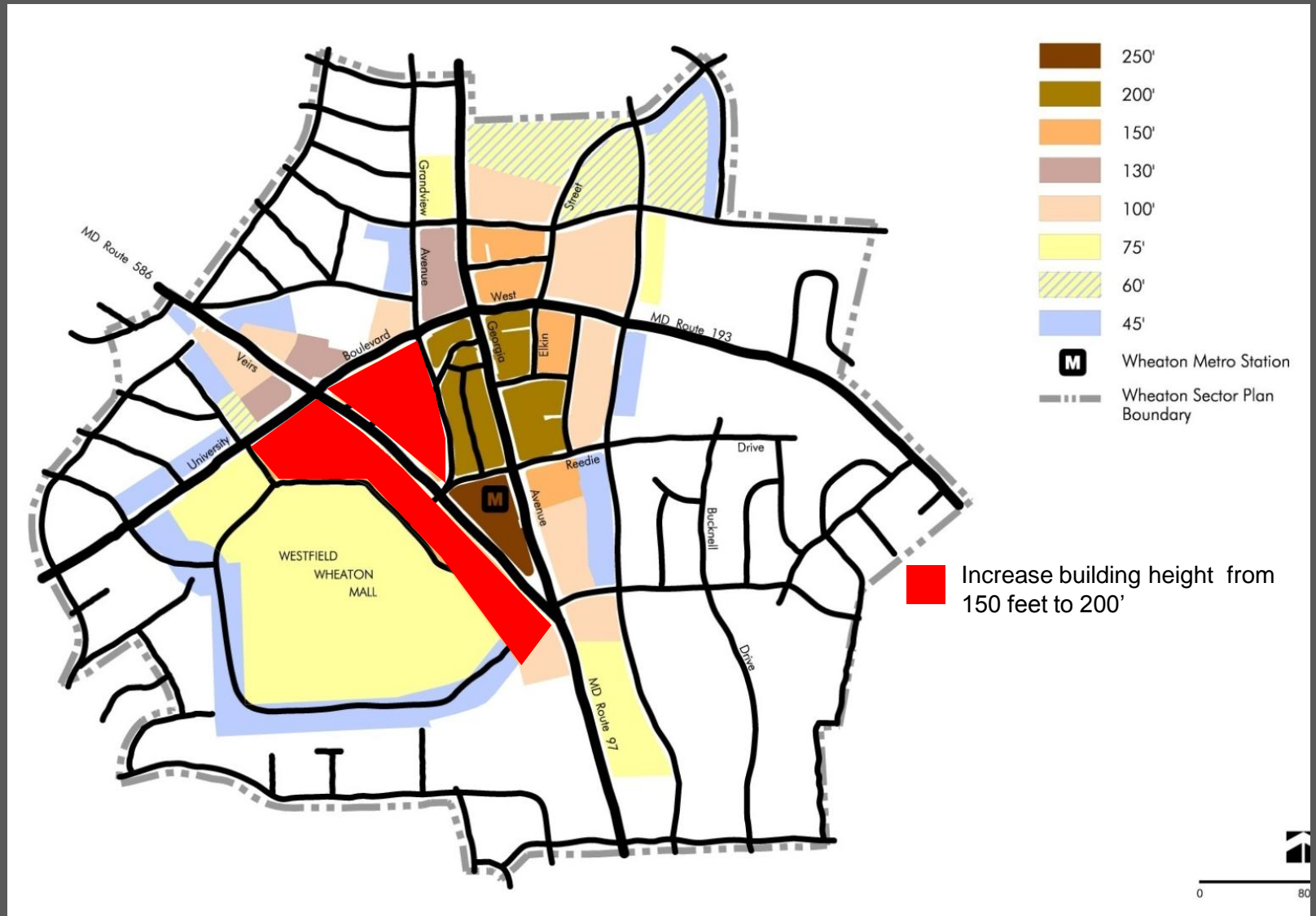
major mixed-use transit-oriented market center

Core District

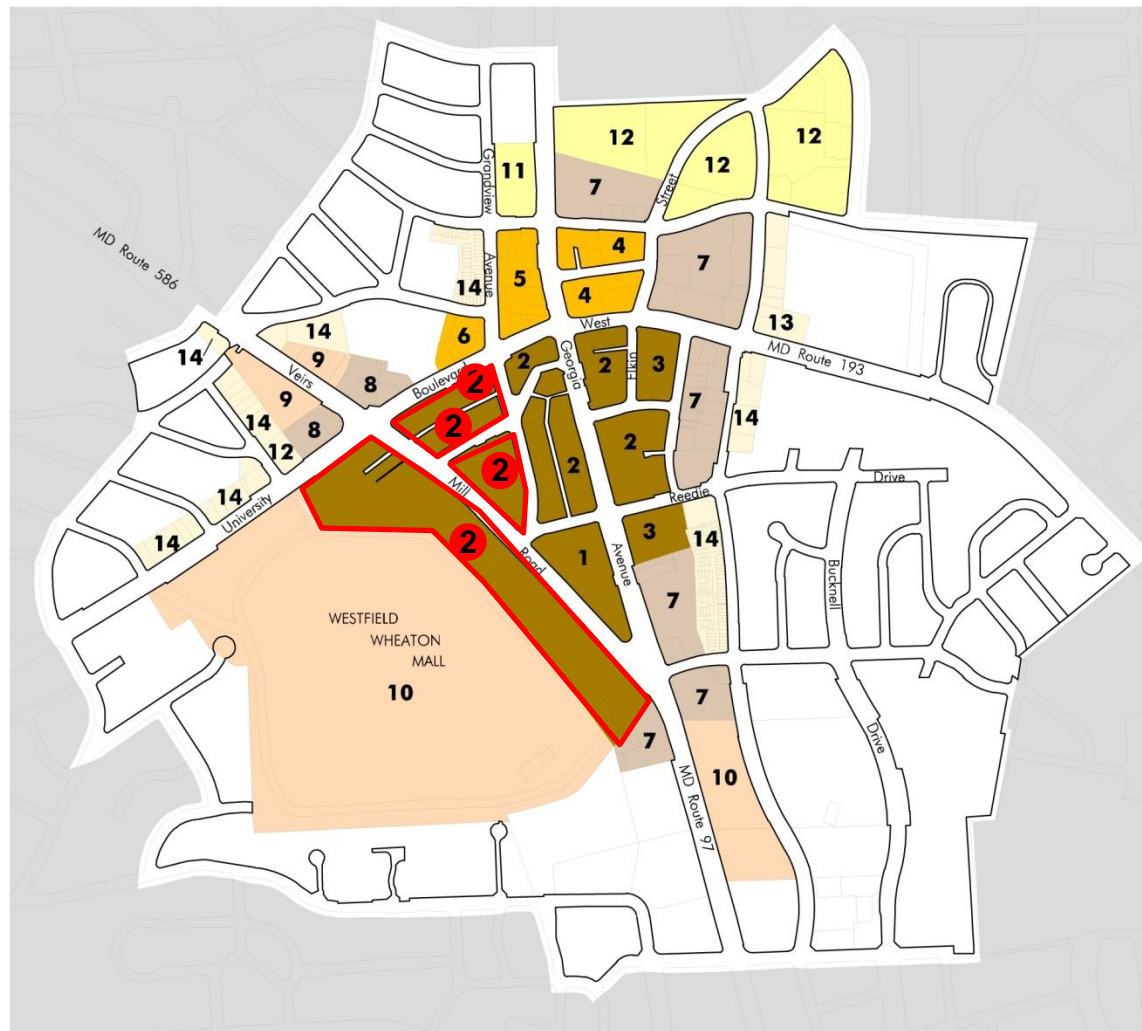
Issue 18e: Increase maximum building height on the Veirs Mill Road frontage of the Mall property from 150 feet to 200 feet.



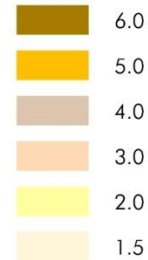
Issue 18e: Increase maximum building height on the Veirs Mill Road frontage of the Mall property from 150 feet to 200 feet.



Wheaton — Westfield District



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'
6	CR 5:	C 4.5:	R 4.5:	H 100'
7	CR 4:	C 3.5:	R 3.5:	H 100'
8	CR 4:	C 3.5:	R 3.5:	H 130'
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 6: C 5.5: R 5.5: H 200'



0 800 ft



Wheaton — Westfield District


Issue 18e: Increase maximum building height on the Veirs Mill Road frontage of the Mall property from 150 feet to 200 feet.

Staff Recommendation

Change the rezoning designation on page 37 for the portion of the Westfield Mall property along Veirs Mill Road and University Boulevard to CR 6: C 5.5, R 5.5, H 200.

Specifically delineate the western boundary of the proposed CR Zone along Veirs Mill Road with a measurable dimension.

Change the recommended zoning on page 33 and 34 of the Draft Plan for blocks A and C in the core across Veirs Mill Road from the Mall property to CR 6: C 5.5, R 5.5, H 200 to create consistent scale in the core.



Wheaton — Westfield District

Issue 18f: Is the proposed building height and density on the Wheaton Mall property near residential neighborhoods too high?



Proposed Zoning – Westfield District





200 ' Setback

200' from property
line →



Proposed Zoning – Westfield District



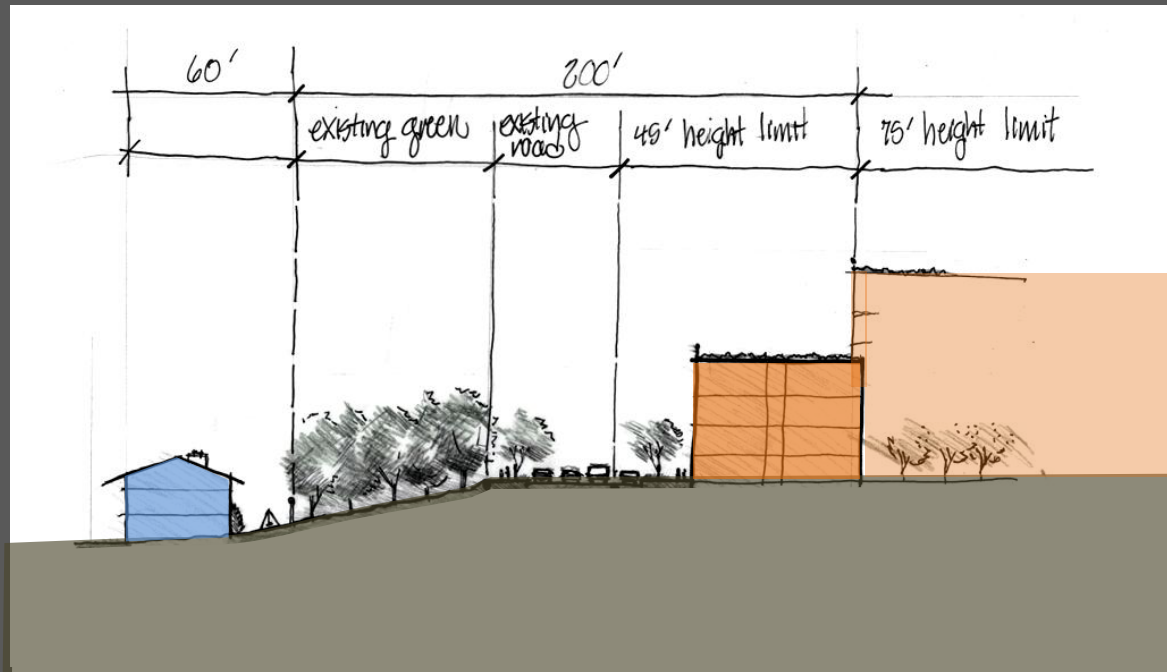
Buildings fit within 45 Foot Height Recommendation

Proposed Zoning – Westfield District



Building fits within 45 Foot Height Recommendation

Proposed Zoning – Westfield District



Wheaton — Westfield District

Issue 18f: Is the proposed building height and density on the Wheaton Mall property near residential neighborhoods too high?

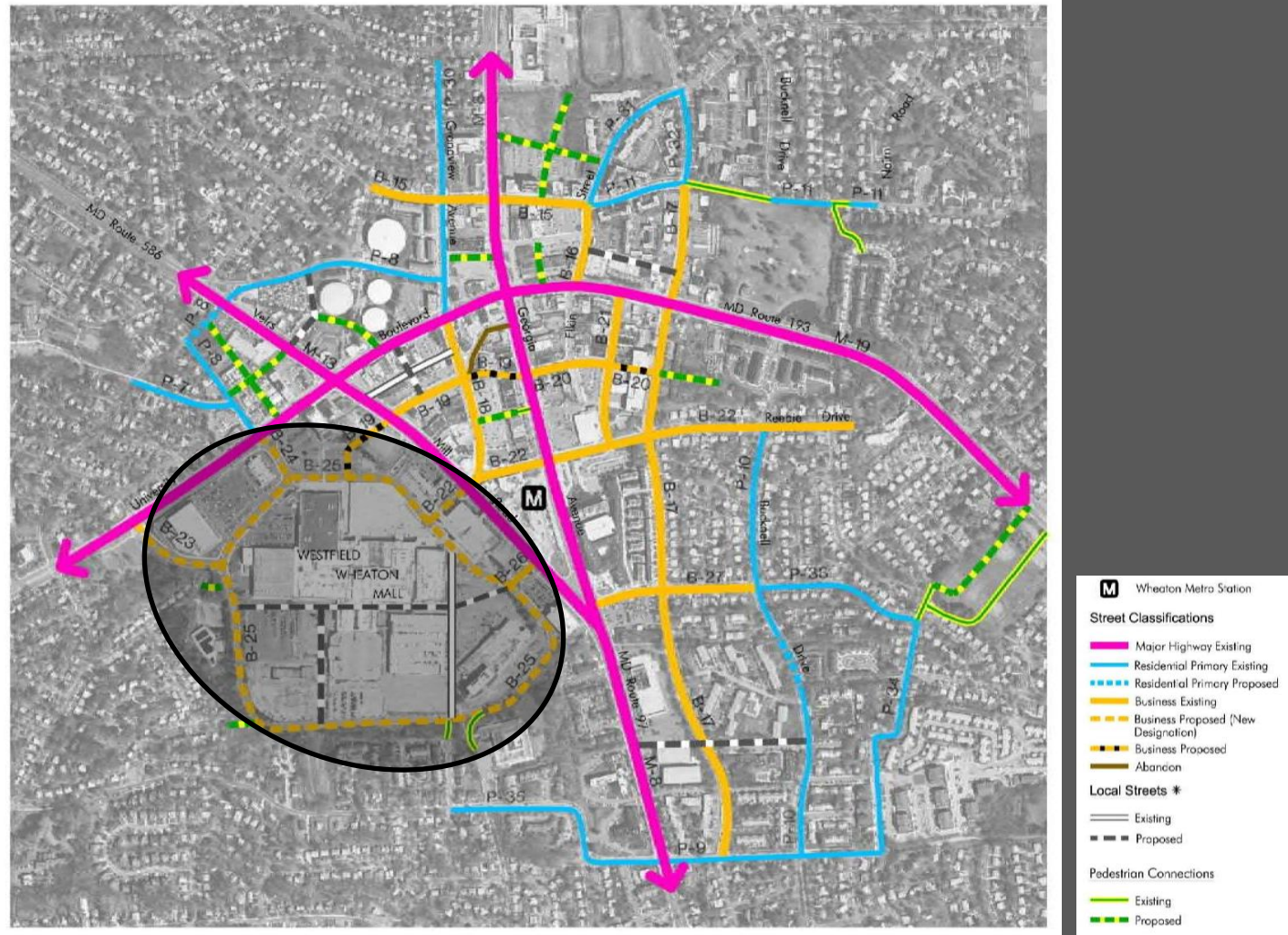
Staff Recommendation

No change to Draft Plan.



Wheaton - Issue 18g: Mall Ring Road Designation

Map 16 Existing and Proposed Street Network



Wheaton - Issue 18g: Mall Ring Road Designation

Westfield Testimony & Communication in Meetings with Staff

Opposed to public designation

Ring Road is integral to function of economically viable mall and important piece of lease agreements

Support connectivity goals of plan



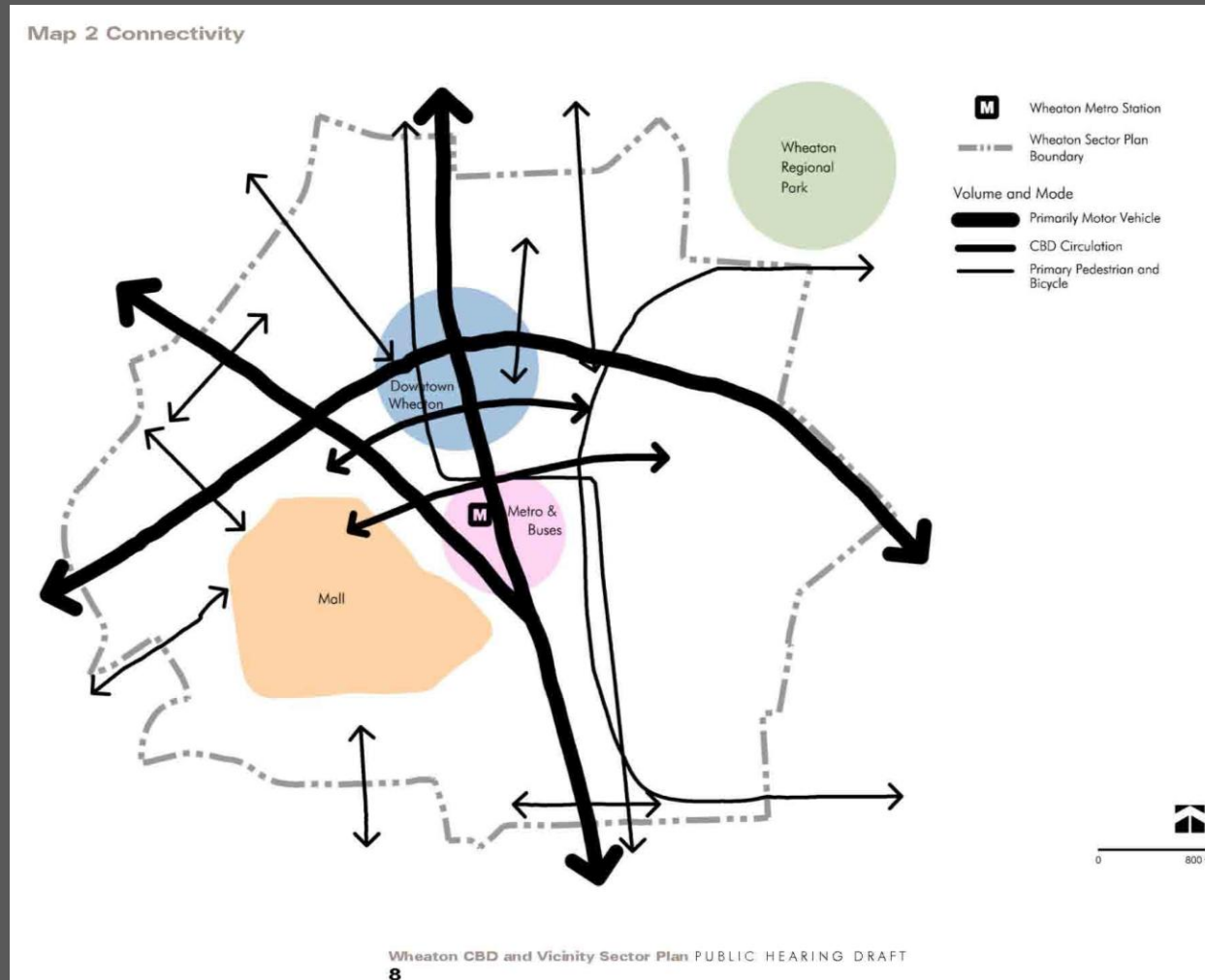
Wheaton - Issue 18g: Mall Ring Road Designation

Existing Conditions on Ring Road



Wheaton - Issue 18g: Mall Ring Road Designation

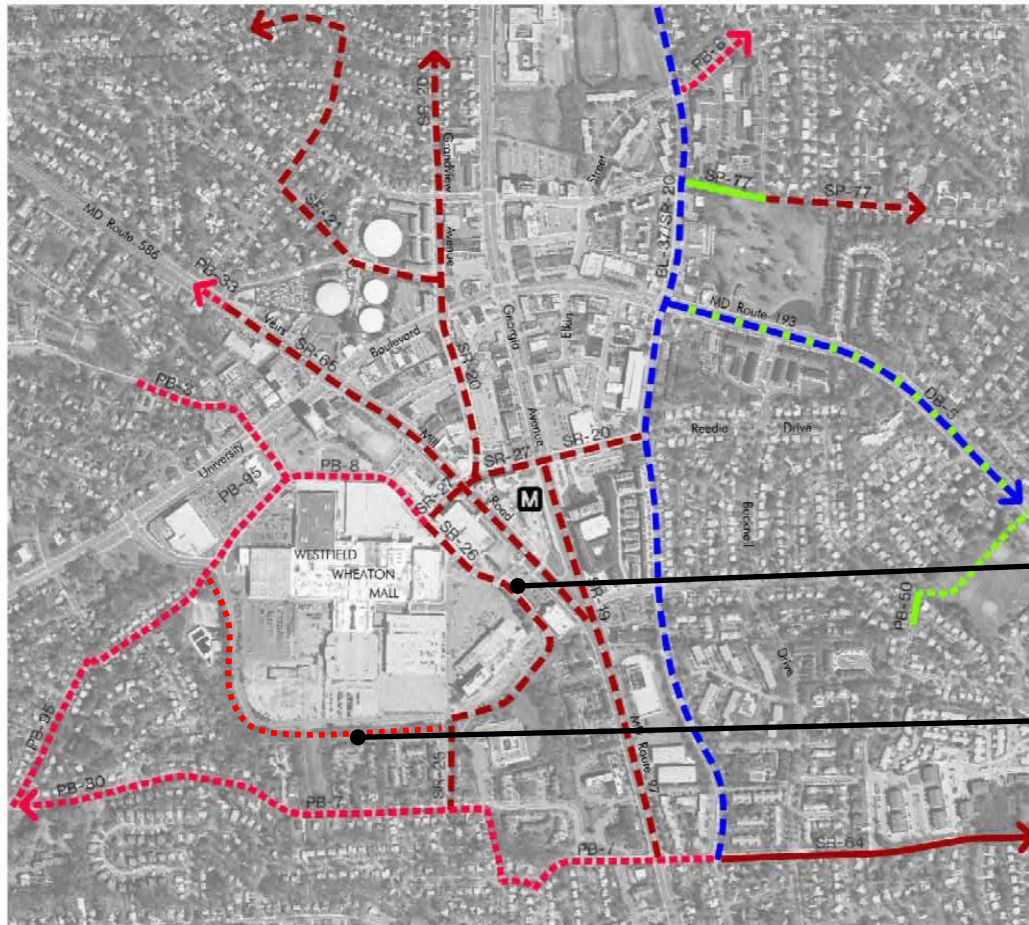
Plan Goals Include Connections To, From and Across Mall Site



Wheaton - Issue 18g: Mall Ring Road Designation

Bikeways Utilize Ring Road to Link Neighborhoods and, Metro and CBD

Map 17 Existing and Proposed Bikeways



- M** Wheaton Metro Station
- Shared Use Path / Off-Road (Class 1) Existing
- Shared Use Path / Off-Road (Class 1) Proposed
- Bike Lanes / On-Road (Class 2) Proposed
- Signed Shared Roadway (Class 3) Existing
- Signed Shared Roadway / On-Road (Class 3) Proposed
- Dual Bikeway: Shared Use Path Proposed / Bike Lanes Proposed
- Signed Shared Roadway / On-Road (Class 3) Proposed Local Connection

Existing County Bikeway (Shared Roadway)

Proposed County Bikeway (Shared Roadway)



Wheaton – Issue 18g: Mall Ring Road Designation

Staff Recommendation

1. Recognize the importance of **maintaining an economically competitive mall**
2. Reinforce the importance of **enhanced connectivity on the mall property** from and to the surrounding neighborhoods and Metro – **existing roads and drives play a role**
3. **Proposed streets on Mall property can remain private** – consider designation as public if the mall property is ever redeveloped into something other than a regional mall
4. Modify the plan road map and table to delete the ring road and include text **confirming private ownership of the Mall street network as well as the goal of increased connectivity**

Wheaton - Overall Plan Area

Issue 18h: The adjoining community raised concerns about existing stormwater management (SWM) issues on the property.



Staff Recommendation

Add language to the Draft Plan on page 53 to address these comments as appropriate.

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Wheaton — Westfield District

Issue 18i: Signage may not be allowed as envisioned by the Mall.



Staff Recommendation

Evaluate changes to Article 59-F to allow Westfield Mall to create improved signage for their property along Veirs Mill Road, either as a zoning text amendment or as part of the zoning re-write.

Wheaton — Westfield District

Issue 18j: Westfield proposed edits to the Draft Plan text



Staff Recommendation

Make suggested changes to the Draft Plan as appropriate.

Wheaton — Westfield District

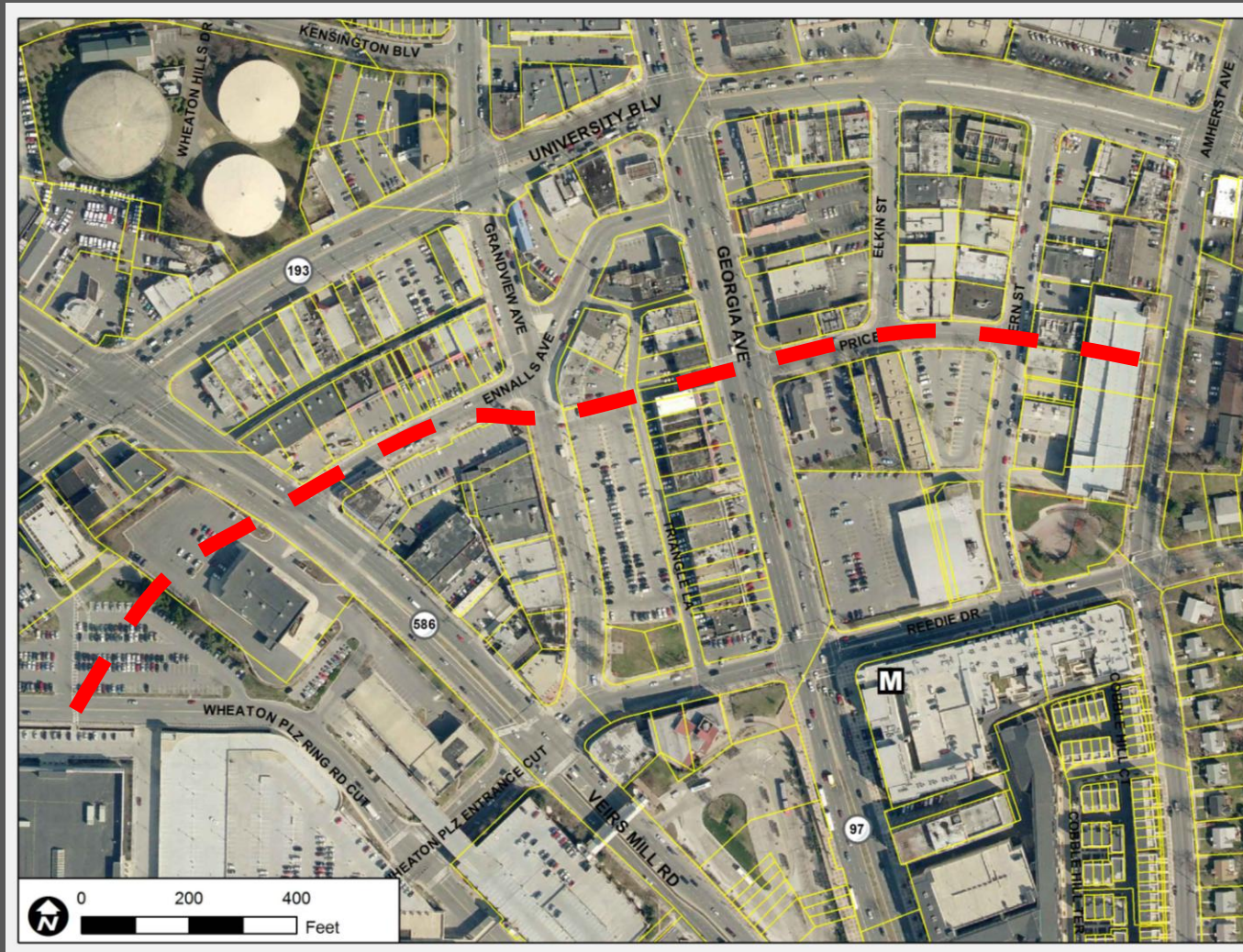
Issue 18k: Retain the existing green buffer along the ring road on the Wheaton Mall property to reduce the impact of future Mall redevelopment on adjacent residential areas.

Staff Recommendation

Add text in the Draft Plan that recommends retaining the existing green buffer on the Mall property.

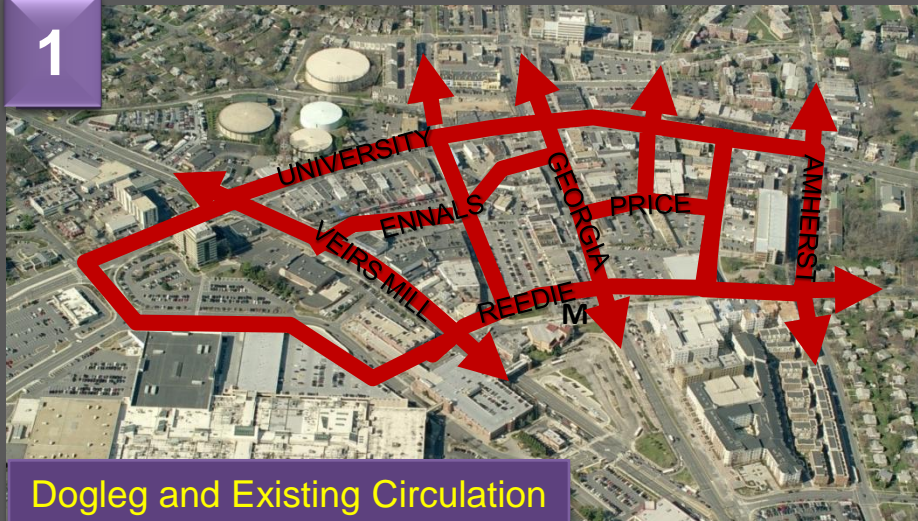


Wheaton — Connecting Ennalls Avenue to Price Avenue

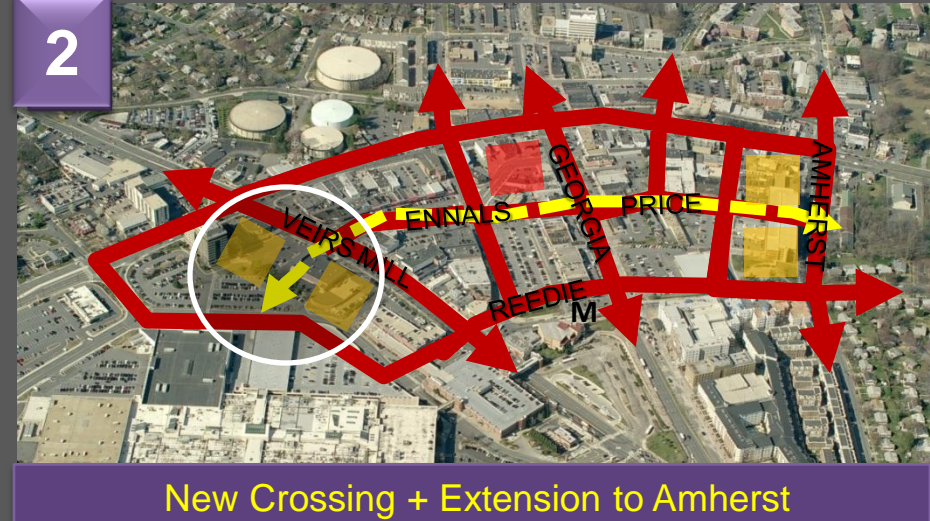


Wheaton — Issue 10a: Ennalls Avenue Extension to Mall Site

1



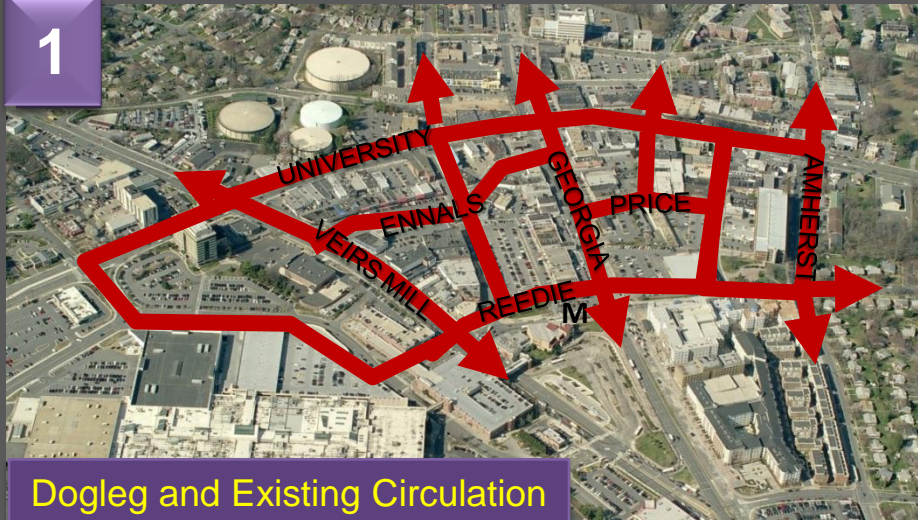
2



1. A better grid
2. Improved block size
3. New east west route

Wheaton — Issue 10b: Ennalls Avenue Realignment

1



2

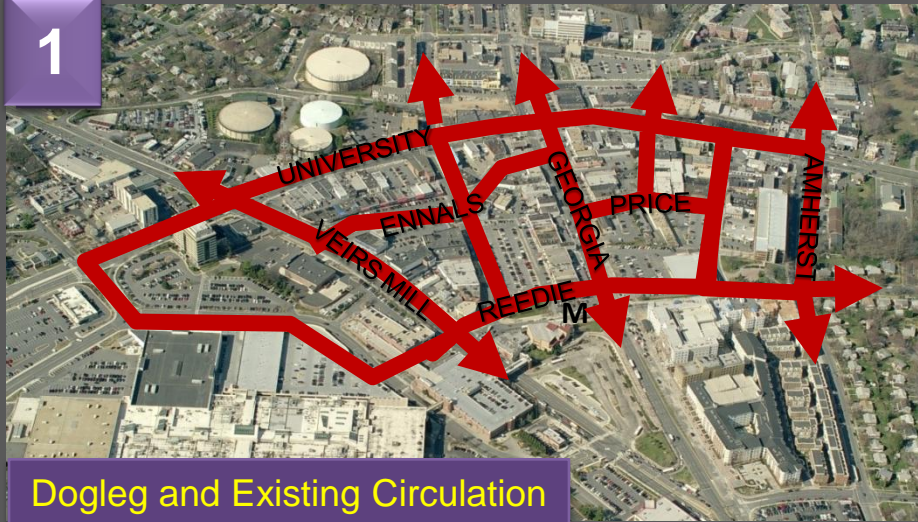


1. A better grid
2. Improved block size
3. New east west route



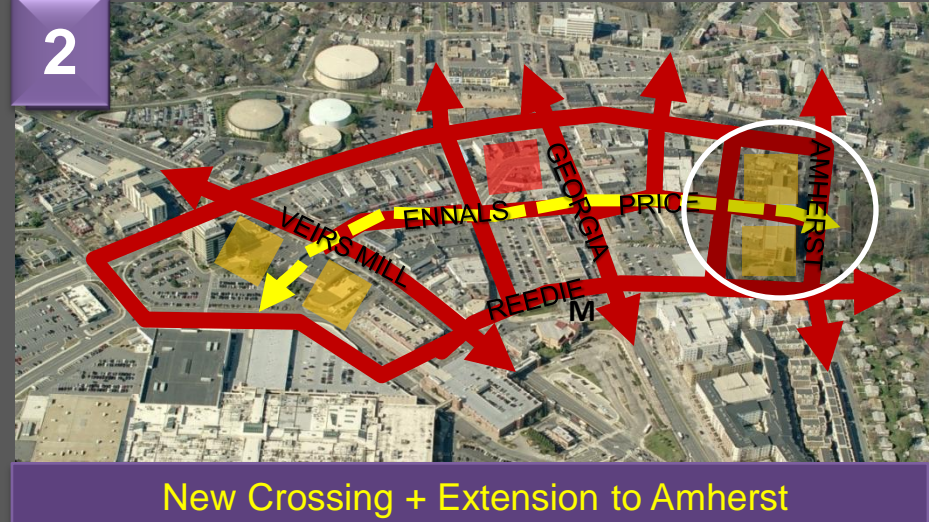
Wheaton — Issue 11: Price Avenue Extension

1



Dogleg and Existing Circulation

2

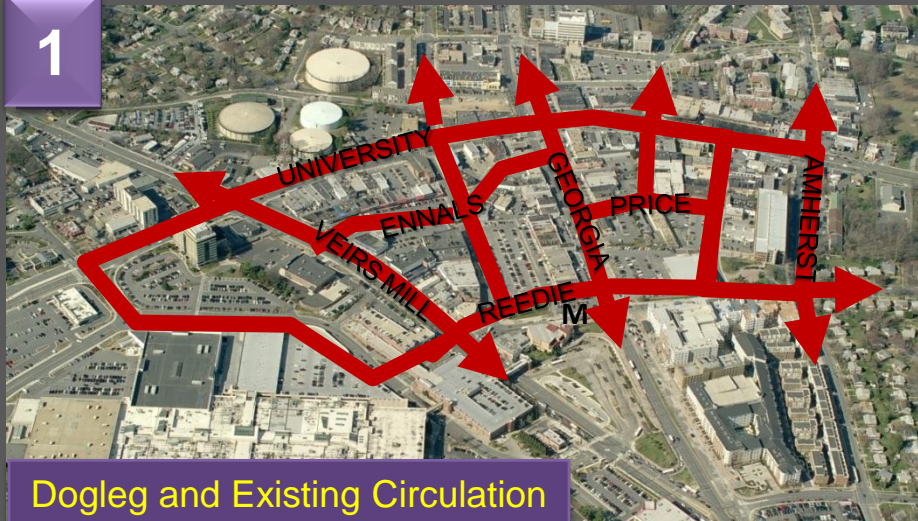


New Crossing + Extension to Amherst

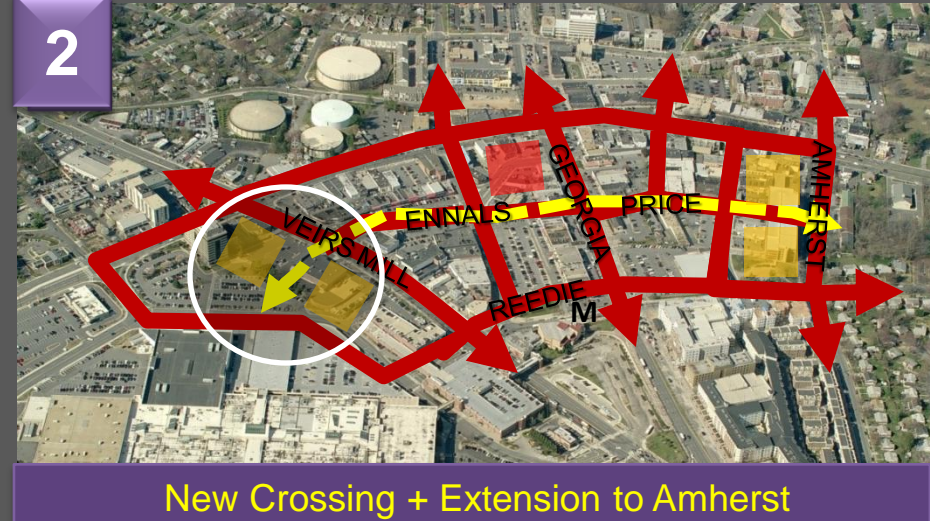
1. A better grid
2. Improved block size
3. New east west route

Wheaton — Issue 10a: Ennalls Avenue Extension to Mall Site

1



2



1. A better grid
2. Improved block size
3. New east west route



Wheaton – Issue 10a: Ennalls Avenue Extension to Mall Site


Westfield Testimony & Communication in Meetings with Staff

- Support connectivity goals of plan
- Open to concept of roadway but implementation would be determined by CVS lease

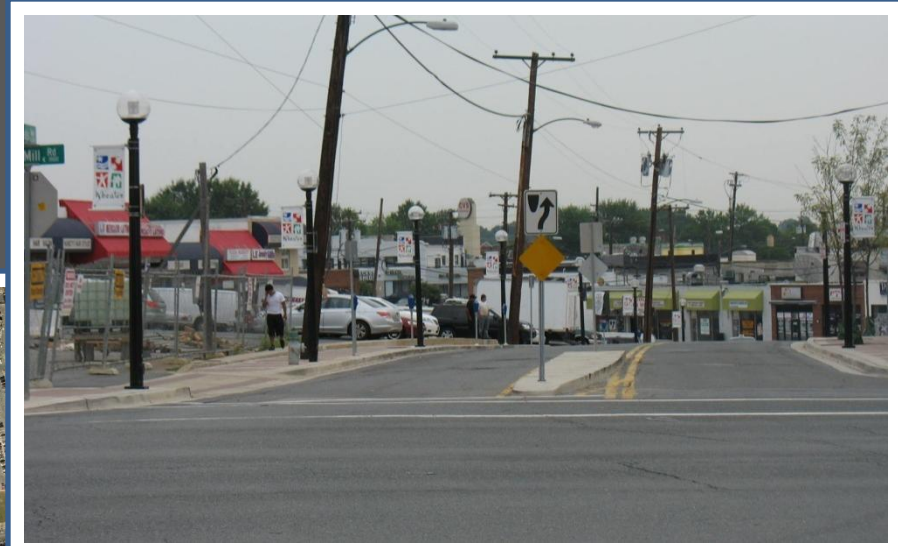
Precedent for Alignment

- 2004 SHA/Kittelson Report
- 2009 ULI Technical Advisory Panel

Key Roadway Concepts

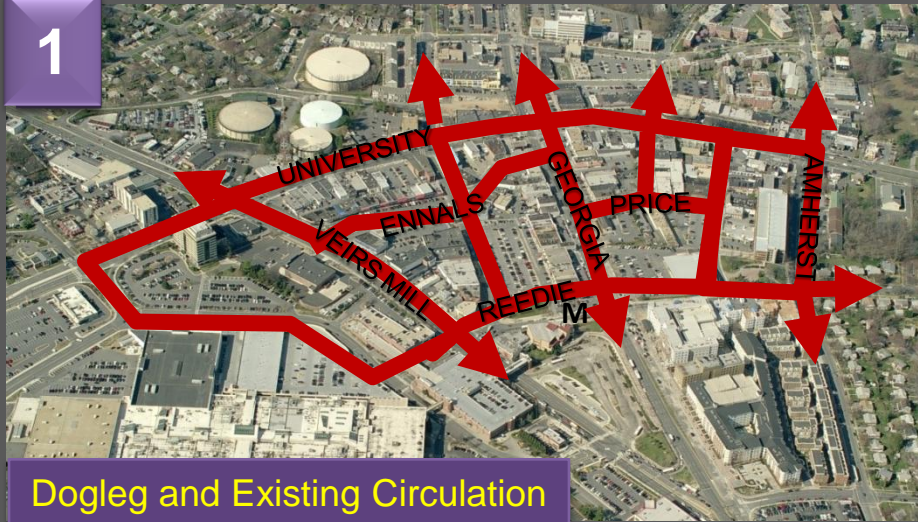
- Shorten long blocks along Veirs Mill Road
 - Provide additional network link between CBD and Wheaton Mall
 - Develop segment of new east- west CBD road network
- 

Wheaton — Issue 10a: Ennalls Avenue Extension to Mall Site



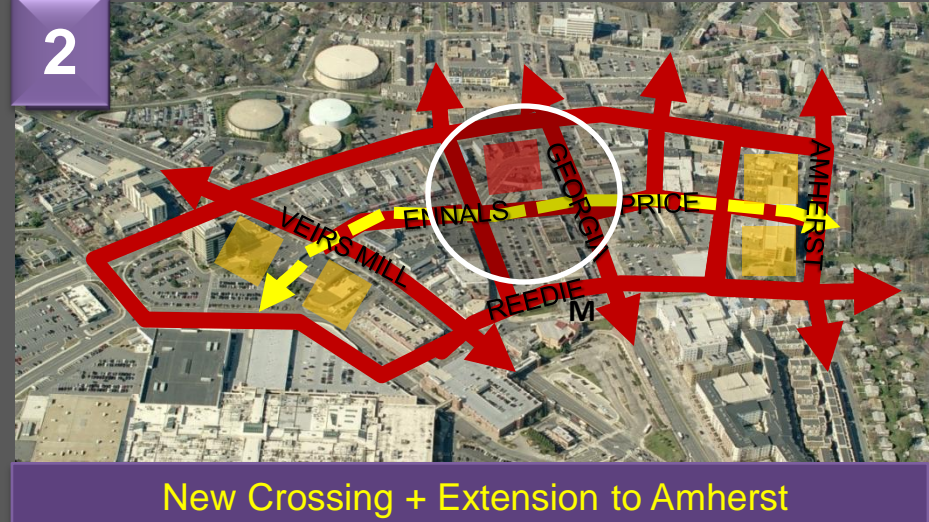
Wheaton — Issue 10b: Ennalls Avenue Realignment

1




Dogleg and Existing Circulation

2



New Crossing + Extension to Amherst

1. A better grid
2. Improved block size
3. New east west route



Wheaton - Issue10b: Ennalls Avenue Realignment

Precedent for Alignment

- 2000 Executive Branch/M-NCPPC National Main Street Center community planning study
- 2004 SHA/Kittelson Report
- 2005 Visioning Study
- 2009 ULI Technical Advisory Panel

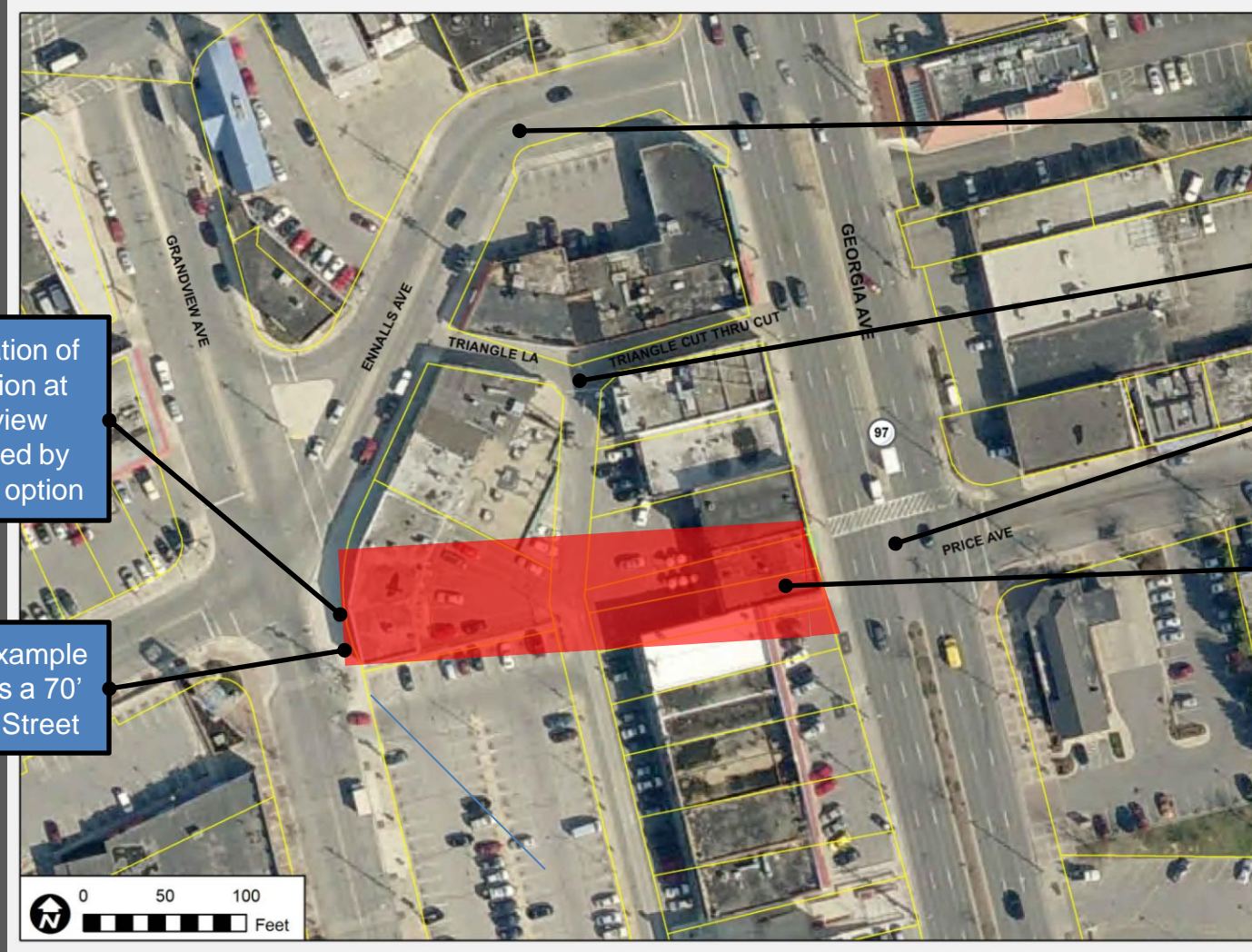
Testimony

- County Executive Branch Supports the Realignment concept
 - Support alignment shown on page 42 of Draft Plan
 - County requesting CIP funding to undertake planning and preliminary engineering
 - Master Plan designation important for property owner compensation and execution
- One Property Owner has submitted testimony opposed to the alignment

Wheaton — Issue 10b: Ennalls Avenue Realignment



Wheaton — Issue 10b: Ennalls Avenue Realignment



Configuration of intersection at Grandview determined by alignment option

Shaded Example represents a 70' Business Street

This Portion of Ennalls Avenue would be abandoned

Alley Network could remain

Meets Price Avenue for four leg intersection

Property impact determined at time of alignment

Draft Plan Recommendation

Wheaton — Issue 10b: Ennalls Avenue Realignment





Wheaton — Issue 10b: Ennalls Avenue Realignment



Existing

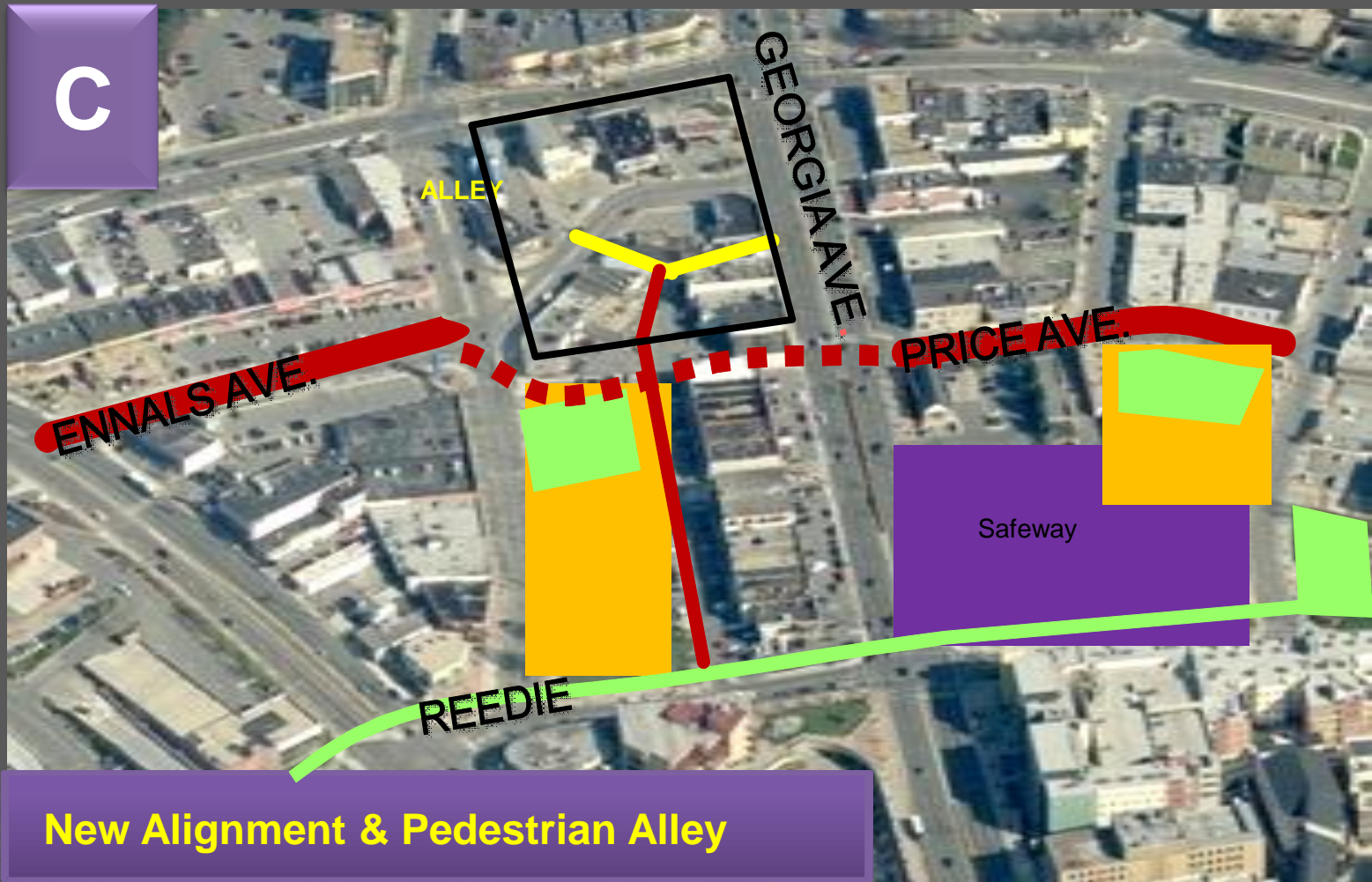


Wheaton — Issue 10b: Ennalls Avenue Realignment





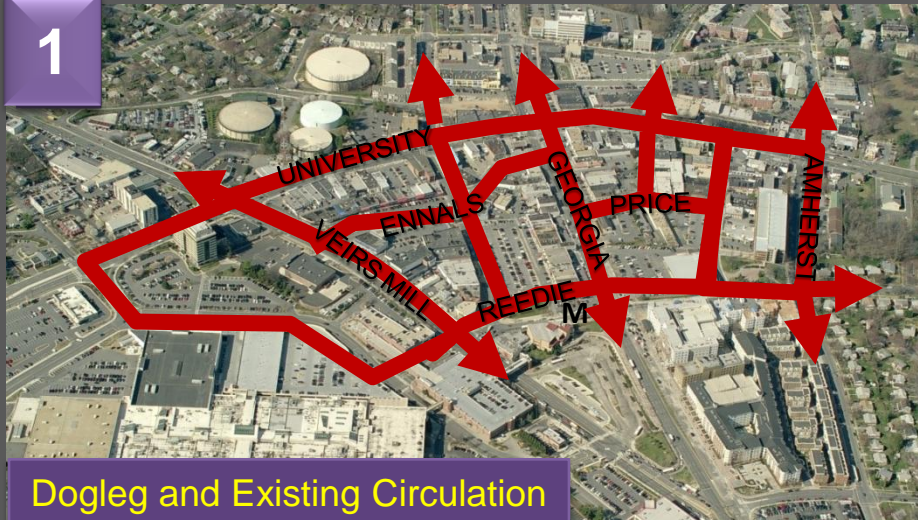
Wheaton — Issue 10b: Ennalls Avenue Realignment





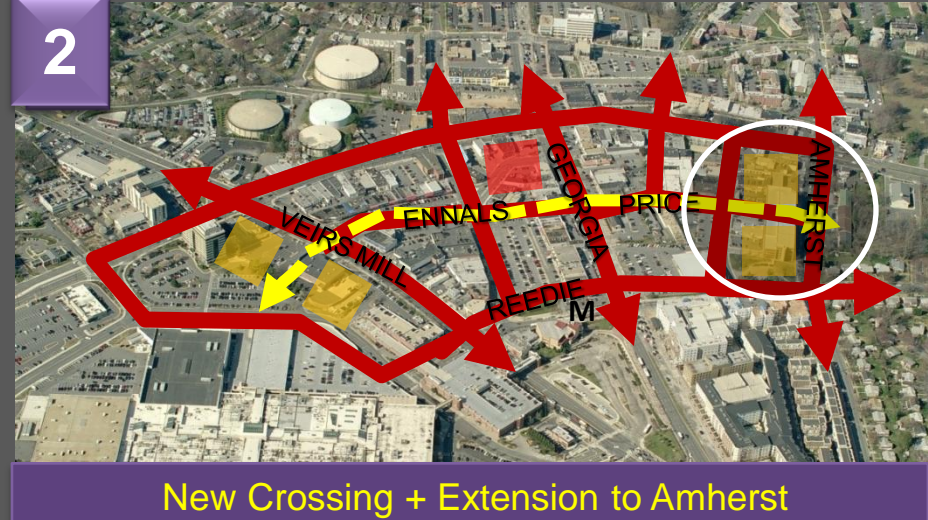
Wheaton — Issue 11: Price Avenue Extension

1




Dogleg and Existing Circulation

2



New Crossing + Extension to Amherst

1. A better grid
2. Improved block size
3. New east west route




Wheaton - Issue 11: Price Avenue Extension

Supporting Testimony

- Wheaton Redevelopment Advisory Committee

Key Roadway Concepts

- Shorten long blocks along Amherst Avenue
 - Provide additional network link between Neighborhood and CBD
 - Develop segment of new east-west CBD road network
- 

Wheaton — Issue 11: Price Avenue Extension



Shaded Example represents a 70' Business Street


Alignment to be determined at time of redevelopment of Garage 45



Wheaton - Overall Plan Area

Issue 10a: Should Ennalls Avenue be extended across Veirs Mill Road onto the Westfield Wheaton Mall property?

Staff Recommendation

- Retain the proposed extension of Ennalls Avenue in the Draft Plan
 - The specific alignment should be determined during the development review process
 - Both the development review process and the abandonment process accommodate community input and require a public hearing.
- 




Wheaton - Overall Plan Area

Issue 10b: Should Ennalls Avenue be realigned to connect with Price Avenue?

Staff Recommendation

Add text to the Plan specifying that the specific alignment of Ennalls Avenue to connect with Price Avenue and the associated abandonment of the existing right-of-way will be determined at a later date during the development review process which will accommodate community input and require a public hearing.






Wheaton - Overall Plan Area

Issue 11: Clarify the purpose of extending Price Avenue to Amherst Avenue through private properties and the County garage.

Staff Recommendation

Add text to the Plan's sections on Approach and Network Integrity, and The Street Network, (page 41 of the Draft Plan) to explain the extension of Price Avenue to Amherst Avenue as described above. Additionally, the text should state that this road extension would only be considered as part of a public/private partnership that incorporates a redesign and removal of Garage 45. The extension of Price Avenue would not be required as part of a future renovation of Garage 45.



Next Steps



Worksession 5

January 6, 2011

Planning Board Draft

February 2011

County Council

Spring 2011