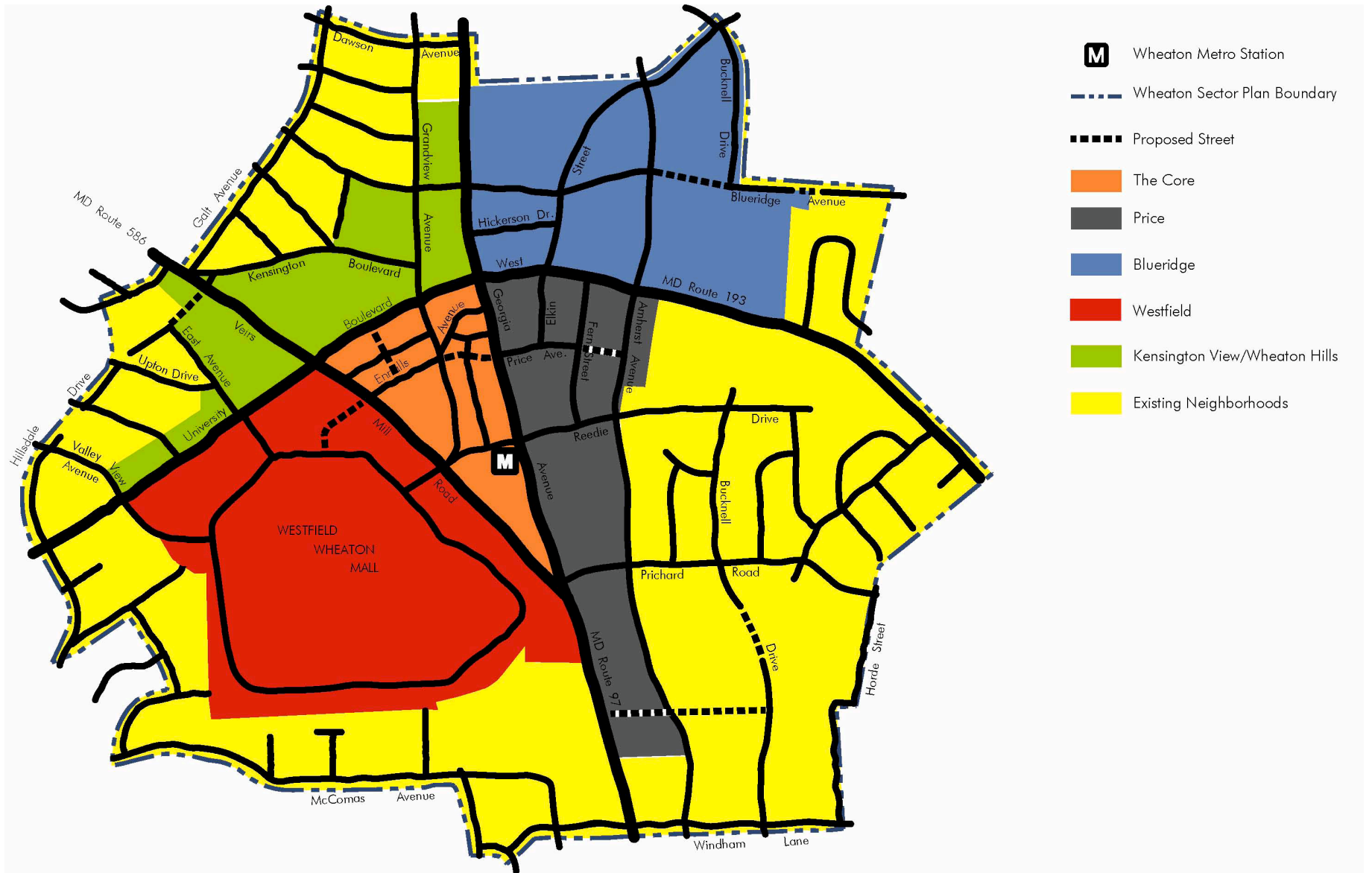


## The Districts



Map 16 Districts



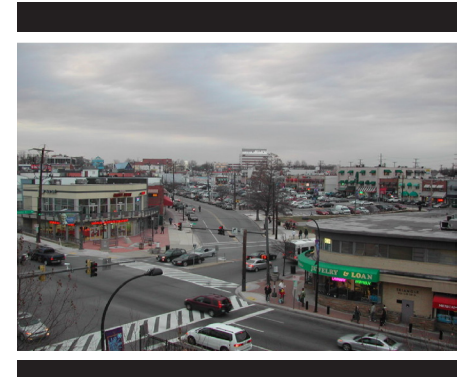
- M Wheaton Metro Station
- Wheaton Sector Plan Boundary
- Proposed Street
- The Core
- Price
- Blueridge
- Westfield
- Kensington View/Wheaton Hills
- Existing Neighborhoods



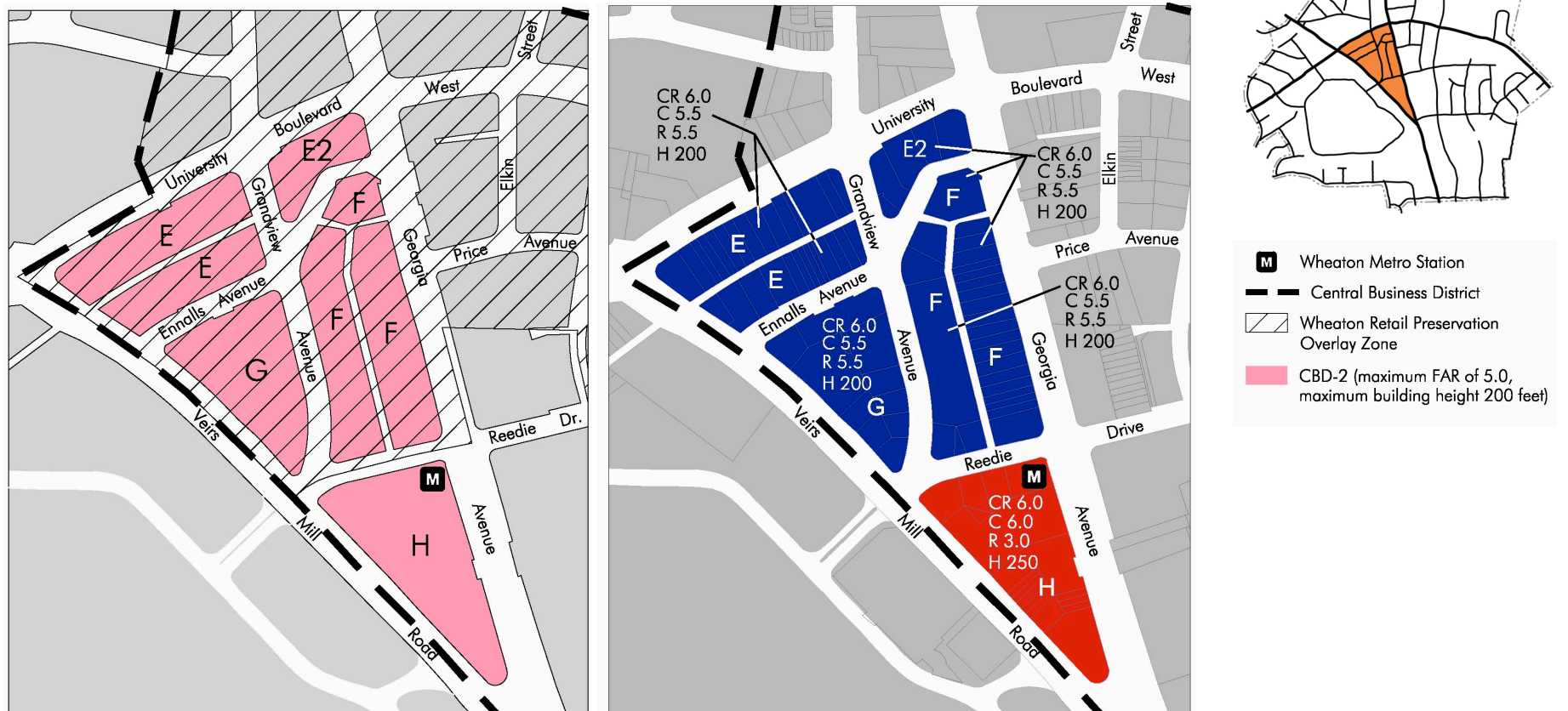
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## The Districts

The part of the Plan area where zoning changes are proposed is organized into five districts, each with its own distinct character. The Core should contain a defined civic presence and new office uses. The Westfield District has the potential to evolve into a mixed-use district that enhances the mall as a retail destination. The three other districts—Price, Blueridge, and Kensington View/Wheaton Hills—have existing residential neighborhoods with potential to add residential and nonresidential uses. The rest of the Plan area consists of residential neighborhoods where few properties are available for infill development and mixed uses are not appropriate.



**Figure 1 The Core District—Existing and Proposed Zoning**



### The Core District

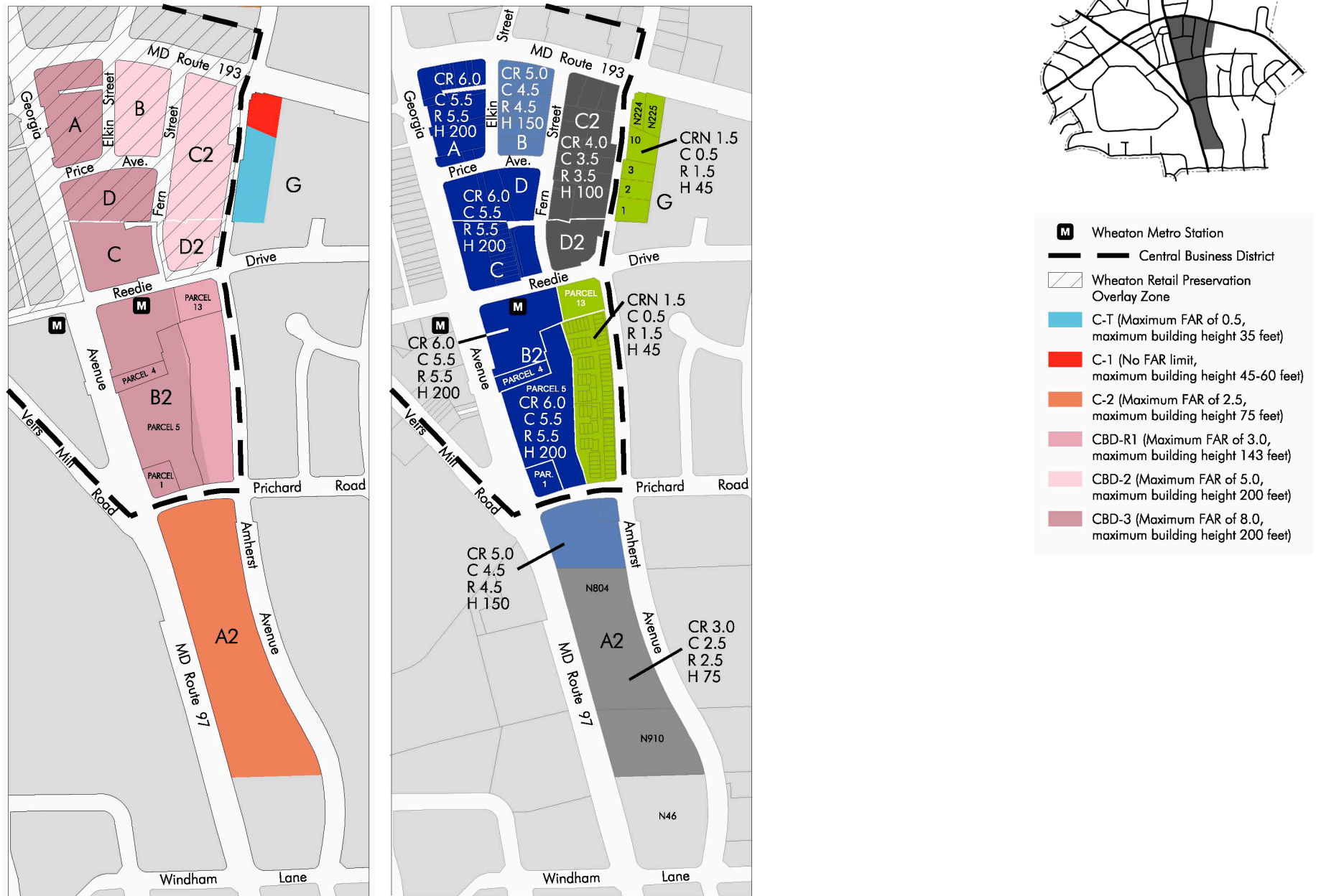
The Core is the approximately 40-acre triangle bounded by Georgia Avenue, Veirs Mill Road, and University Boulevard West. The area is a hub in the regional transit system and includes the Metro station. There are five blocks in the district. Blocks E, E2 and the eastern part of F are primarily small business operations. Blocks G, H, and western part of F have the most potential to provide the mixed uses envisioned in this Plan. The proposed re-alignment of Ennalls Avenue (see Map 17, page 61) will create greater connectivity throughout the downtown and an opportunity for possible assemblage of the small parcels north of the proposed alignment.

This district has some of the largest and most important redevelopment parcels in Wheaton, located on and near the Metro station. Block G has a significant portion under single ownership. Most of Block H is owned by WMATA and contains the bus bays and a pedestrian bridge across Veirs Mill Road to Westfield Mall. Its location, size, and public ownership create the best potential of any property in Wheaton to redevelop with a major office component.

The western part of F is owned by the County and used for surface parking (Parking Lot 13). The County's parking lot and the WMATA property are currently the focus of a public/private partnership to create a major mixed-use project. This project should include a major public use space in the general vicinity of Parking Lot 13. A landmark building should be located at the confluence of Veirs Mill Road and Georgia Avenue because of its visibility and prominent location. A maximum height of 250 feet is recommended for the WMATA block for a landmark building. Signature buildings should be located at the three intersections that define the Core: Georgia Avenue and University Boulevard West, Georgia Avenue and Veirs Mill Road, and University Boulevard West and Veirs Mill Road.

- Rezone Blocks E and E2 from CBD-2 to CR 6.0, C 5.5, R 5.5, H 200.
- Rezone Block F from CBD-2 to CR 6.0, C 5.5, R 5.5, H 200.
- Rezone Block G from CBD-2 to CR 6.0, C 5.5, R 5.5, H 200.
- Rezone Block H from CBD-2 to CR 6.0, C 6.0, R 3.0, H 250.

**Figure 2 Price District—Existing and Proposed Zoning**



## Price District

The northern part of the Price District contains housing, neighborhood restaurants, and entertainment venues clustered around County Parking Lot 17. It has potential for a public use space through public/private redevelopment. This district could have high-density housing and some office along Georgia Avenue. Redevelopment with expanded neighborhood-serving businesses will serve those who live in the new mid-rise and highrise housing and in the surrounding neighborhoods. A Safeway grocery store and 486 residential units are currently proposed at the northeast corner of Georgia Avenue and Reedie Drive, adjacent to the Metro station entrance. Pedestrian connections will link the Price District to the rest of the Plan area. The interior of the district will likely remain low-scale development.

### **Blocks A and C/D (west of Fern Street)**

These blocks contain a variety of small businesses including a laundromat, car wash, restaurants, bakery, and Parking Lot 17. Block C contains the proposed Safeway project. The ownership pattern and small parcel sizes make it unlikely that blocks A and D will assemble for large projects.

- Rezone Blocks A and C/D from CBD-3 to CR 6.0, C 5.5, R 5.5, H 200. The height and density of new development should reinforce the importance of Georgia Avenue as Wheaton's main boulevard and allow taller signature buildings at the intersection of Georgia Avenue and University Boulevard West.

### **Block A2**

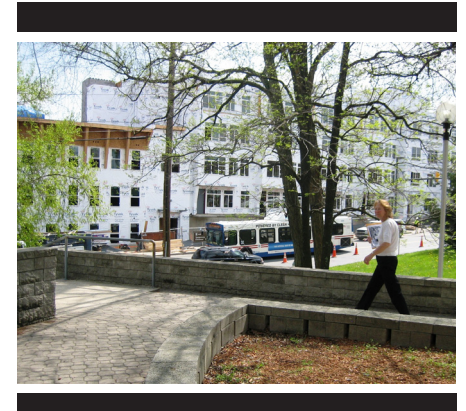
Block A2 contains a car dealership, big box retail, self storage units, and multifamily housing. The existing zoning is R-20 and C-2. Rezone the C-2 portion of the block to support mixed-use development.

- Confirm R-20 zoning on Parcel N46 on the southern end of the block along Windham Lane.
- Rezone the northern portion of the block from C-2 to CR 5.0, C 4.5, R 4.5, H 150. Any new development on these parcels should be no more than 45 feet high along the Amherst Avenue frontage to be compatible with single-family houses across the street.
- Rezone Parcels N804 and N910 in the middle of the block from C-2 to CR 3.0, C 2.5, R 2.5, H 75. Provide appropriate transition in building heights to existing development across Amherst Avenue.

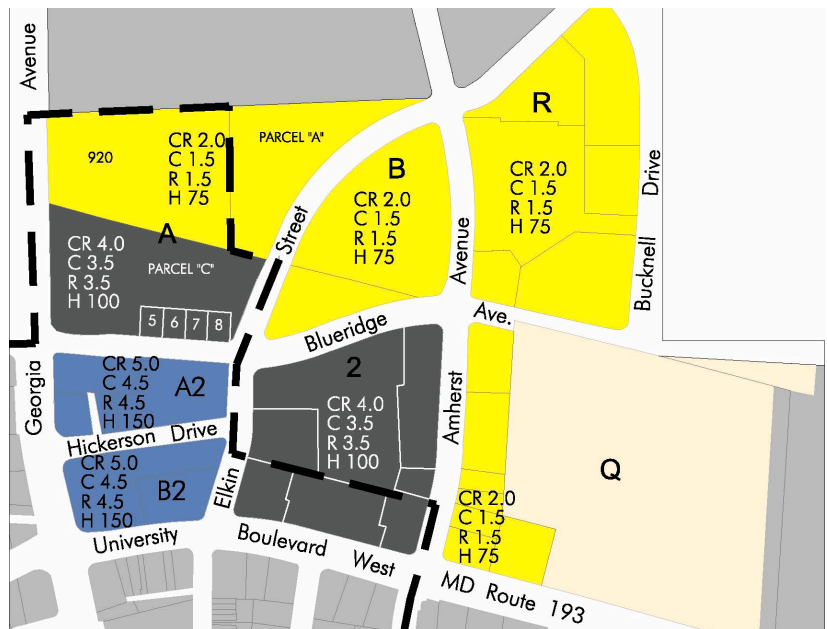
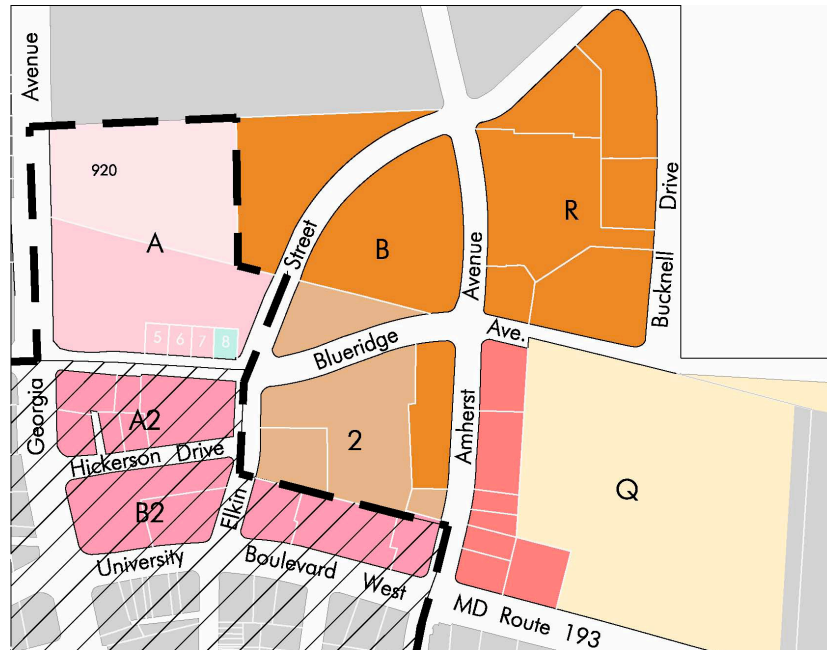
### **Block B**











This block on the south side of University Boulevard West between Elkin and Fern Streets contains small businesses, restaurants, office space, and car repair. Because of the land ownership and small parcel sizes, it is unlikely that the area will assemble.

- Rezone Block B from CBD-2 to CR 5.0, C 4.5, R 4.5, H 150 to encourage mixed-use development and to transition between the proposed 6.0 FAR to the west of the block and the proposed 4.0 FAR to the east. An FAR of 5.0 is also consistent with the existing CBD-2 Zone, which allows up to 5.0 FAR.



**Figure 3 Blueridge District—Existing and Proposed Zoning**



-  Central Business District
-  Wheaton Retail Preservation Overlay Zone
-  R-90 (Single-Family Residential)
-  R-30 (17.69 units per acre, maximum building height 35 feet)
-  R-20 (26.47 units per acre, maximum building height 80 feet)
-  C-O (Maximum FAR of 3.0, maximum building height 97 feet)
-  C-2 (Maximum FAR of 2.5, maximum building height 75 feet)
-  CBD-0.5 (Maximum FAR of 1.5, maximum building height 90 feet)
-  CBD-1 (Maximum FAR of 3.0, maximum building height 143 feet)
-  CBD-2 (Maximum FAR of 5.0, maximum building height 200 feet)



### **Block B2**

This block was developed in the early 2000s with new housing at less than the maximum allowed density. One existing parcel remains along Georgia Avenue as office use. Higher densities are more appropriate closer to the Metro station along Reedie Drive and along Georgia Avenue, and heights should transition from 200 feet along Georgia Avenue to 45 feet at the residential edge along Amherst Avenue.

- Rezone the western portion of the Housing Opportunities Commission (HOC) apartments along the northern end of the block from CBD-3 to CR 6.0, C 5.5, R 5.5, H 200 to be consistent with the recommended rezoning on other blocks surrounding the WMATA Triangle.
- Rezone the townhouses on the eastern side of the block and the eastern part of the HOC apartment site from CBD-R1 to CRN 1.5, C 0.5, R 1.5, H 45, to provide an appropriate transition to the single-family houses across the street.
- Rezone the offices and apartments on the southern portion of the block along Georgia Avenue (Parcels 4, 5, and 1) from CBD-3 to CR 6.0, C 5.5, R 5.5, H 200.

### **Block C2/D2 (east of Fern Street)**

This block contains restaurants, small offices, Wheaton Veterans Urban Park, and a County parking garage. Assemblage of the entire block is unlikely. However, the parking garage and Wheaton Veterans Urban Park are included in the County's RFQ and could be assembled.

- Rezone Block C2/D2 from CBD-2 to CR 4.0, C 3.5, R 3.5, H 100 to encourage reinvestment on small-scale parcels and on publicly owned land.

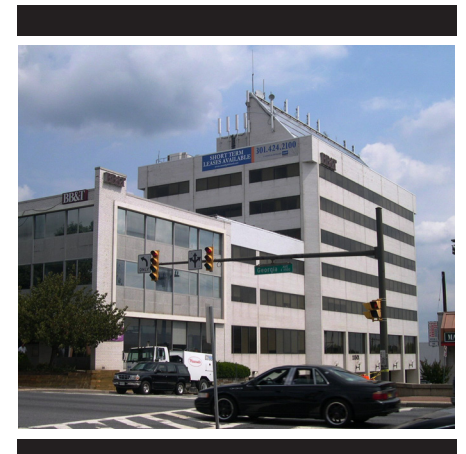
### **Block G**

Block G has office, residential, and retail uses in small, one- to three-story buildings. It is primarily a transition area between high-density development to the west and single-family residences to the east. The existing zoning is C-T and C-1.

- Rezone Parcels N224, N225, and 10, and lots 1, 2, and 3 on Block G to CRN 1.5, C 0.5, R 1.5, H 45 to encourage transitional mixed-use development with residential as a major component.
- Confirm existing zoning on the rest of Block G.

### **Blueridge District**

The Blueridge District is the northern gateway to downtown Wheaton and is within walking distance of the Core, Wheaton Regional Park, and nearby neighborhoods. It is evolving into a residential neighborhood with small, neighborhood-serving retail on the ground floor and some office uses. Future development should include street-oriented businesses along Georgia Avenue and University Boulevard West, along with housing, professional offices, and neighborhood retail centered on a public space in the vicinity of Parking Lot 14.



**Block A**

Block A contains a surface parking lot and commercial buildings; the largest of them is the former BB&T Bank building on Parcel C. Parcel 920, owned by WMATA, is undeveloped, and the garden apartments on Parcel "A" are owned by the Montgomery Housing Partnership. Parcels "C", 5, 6, and 7 are owned by Avalon Bay. Parcel 8 has a small office building. In 2009, pursuant to the 2008 Limited Amendment to the Wheaton Sector Plan (SMA G-845), Parcel 920 was rezoned to CBD-0.5, and Parcels "C", 5, 6, and 7 were rezoned to CBD-1, while Parcel 8 was retained as C-O.

- Rezone Parcel 920 from CBD-0.5 to CR 2.0, C 1.5, R 1.5, H 75, and Parcel "A" from R-20 to CR 2.0, C 1.5, R 1.5, H 75, to encourage mixed-use residential development. Provide appropriate transition in building heights along the northern edge of Parcel 920 and Parcel "A" to be compatible with existing townhomes on the adjoining property to the north. The north-south pedestrian connection shown on this block on Map 17 (page 61) should be designed as a safe and pleasant, direct passage, open to the public, with ample width, height and adequate lighting between Blueridge Avenue and future connection provided on the Leesborough development site to the north. Pedestrians should be able to travel from Blueridge Avenue to points north, including any future development at the undeveloped WMATA site, the Leesborough community, the Wheaton Library, and the Wheaton Recreational Center, without obstacles and in an inviting and safe manner. This connection may also be provided as a private street.
- Rezone Parcel 8 from C-O to CR 4.0, C 3.5, R 3.5, H 100.
- Rezone Parcels C, 5, 6, and 7 from CBD-1 to CR 4.0, C 3.5, R 3.5, H 100.

**Block B (north of Blueridge Avenue)**

Block B contains garden apartments with R-20 zoning to the north and R-30 zoning to the south.

- Rezone the entire block from R-20 and R-30 to CR 2.0, C 1.5, R 1.5, H 75 to encourage mixed-use residential development.

**Blocks A2 and B2 (south of Blueridge Avenue)**

About one-third of Block A2 and all of Block B2 are under single ownership. A portion of Block A2 is County-owned Parking Lot 14. Block A2 supports retail, restaurant, and offices uses.

- Rezone Blocks A2 and B2 from CBD-2 to CR 5.0, C 4.5, R 4.5, H 150 to encourage a large mixed-use development with street level retail along University Boulevard West and Georgia Avenue.

**Block 2**

Block 2 contains garden apartments and small retail and restaurant uses along University Boulevard West. There is one vacant parcel currently used for private parking. Block 2 is zoned R-30 and R-20 to the north and CBD-2 to the south along University Boulevard West.

- Rezone the entire block to CR 4.0, C 3.5, R 3.5, H 100 to encourage mixed-use residential development with street level retail along University Boulevard West.

**Block Q**

Block Q contains small-scale retail and the WTOP Radio Station transmitter.

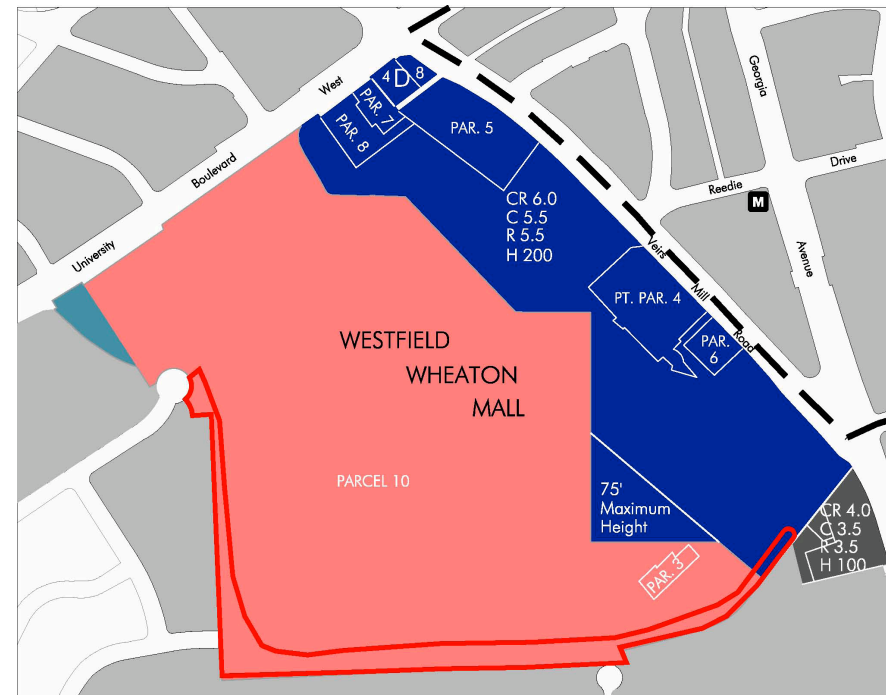
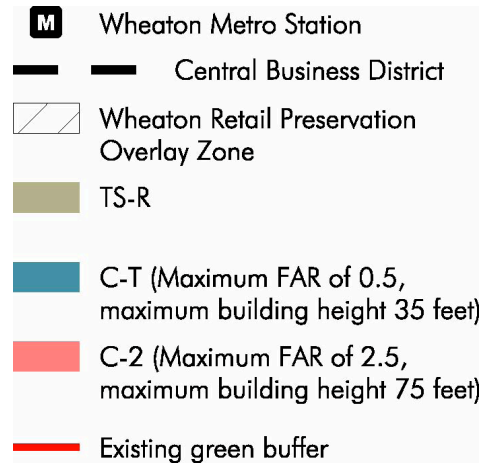
- Rezone the small-scale retail uses on the C-2 zoned portion along Amherst Avenue to CR 2.0, C 1.5, R 1.5, H 75 to encourage mixed-use development.
- Confirm the R-90 zoning on the WTOP site. Rezoning to permit townhouses or mixed-use development would be appropriate if the site is redeveloped in the future.

**Block R**

Block R is currently zoned R-20 and contains garden apartments.

- Rezone Block R from R-20 to CR 2.0, C 1.5, R 1.5, H 75 to encourage mixed-use residential development in the future. Redevelopment should transition to 45 feet at the edge next to the single-family houses.

**Figure 4 Westfield District—Existing and Proposed Zoning**



### Westfield District

The 76-acre Westfield Wheaton Mall is the eastern County's regional shopping mall. The main mall building is located in the center of Westfield's property and is surrounded with surface parking, some office uses, a grocery store, and other retail uses on pad sites.

The Mall is currently zoned C-2 and built to approximately 0.4 FAR (excluding the office buildings along Veirs Mill Road and University Boulevard West). The owners currently have no plans to develop this property for uses other than retail, and the C-2 zoning is not conducive to mixed-use development. However, the frontage along Veirs Mill Road, closest to the Metro station, is an appropriate location for high-density office, residential, hotel, and additional retail.

Over the long-term, a new, transit-oriented and pedestrian friendly development of office, housing, and neighborhood-serving retail, with public use spaces and recreational facilities along the Veirs Mill Road frontage could be integrated into Westfield's property. CR zoning would allow such a mix of uses, and it requires site plan review for optional method developments and certain standard method developments allowing for detailed plan review by the Planning Board. However, the CR Zones would not work effectively with the existing mall. The main mall portion of the property could be rezoned for mixed-use development as part of the comprehensive rewrite of the County's Zoning Ordinance underway at the time of Plan adoption.

### Westfield Wheaton Mall site and Block D

- Rezone the portion of the property shown on Figure 4 (Parcels 5, 6, 7, 8, part of Parcel 4, and a portion of Parcel 10), along Veirs Mill Road, to CR 6.0, C 5.5, R 5.5, H 200, transitioning the maximum building height to 75 feet toward the ring road. This zoning encourages mixed-use residential and office development at the same density and height as the Core. Increased height and density in this location will encourage office and residential development and allow the Mall to be integrated into the center of the downtown.
- Confirm the existing C-2 zoning on the remainder of the site (Parcels 3 and 10). Buildings of appropriate heights should also be located along University Boulevard West to be compatible with surrounding uses.
- Preserve the existing green buffer area in its entirety, which is currently approximately five acres in size and 30 feet to 200 feet in depth, along the property's southern edge between the residential community and the Mall ring road to reduce the impact of new development on adjacent residential areas and the nearby school and to contribute to the protection and restoration of the Sligo Creek and Rock Creek watersheds. All existing forested areas should be maintained as forest. Consider the establishment of a conservation easement for the buffer zone and enhancement of the existing buffer area with additional plantings and landscaping through the regulatory process, as applicable. Explore opportunities for expansion of the existing buffer area as future major redevelopment occurs on the Mall site. This will help improve the health of the watershed by reducing impervious surfaces and will provide a better transition between the Mall site and the adjoining residential community. Explore the option of a multi-functional green infrastructure shared use path with rows of trees and rain gardens in the section of the ring road adjacent to the existing buffer area. Also consider additional shared use path connections through the buffer to the neighboring community.



**Figure 5 Kensington View/Wheaton Hills District—Existing and Proposed Zoning**



- No structures should be allowed within the buffer zone. For areas outside the buffer zone, within 200 feet from the southern property line along the ring road, limit building height to a maximum of 45 feet, to create a compatible transition.

This district also includes the First Baptist Church of Wheaton property at the southwest intersection of Georgia Avenue and Veirs Mill Road. The church site is adjacent to properties zoned C-2 (Westfield Mall), RT-12.5 (residential townhouses), and R-60 (Stephen Knolls School Site). Although recently rezoned from R-60 to TS-R to facilitate its redevelopment as a multifamily residential redevelopment, the church property is suitable for CR zoning due to its location, and to be consistent with the adjacent properties recommended for CR Zones.

- Rezone the First Baptist Church of Wheaton property from TS-R to CR 4.0, C 3.5, R 3.5, H 100.

### **Kensington View/Wheaton Hills District**

This district consists of low-scale residential neighborhoods composed of post-war houses. These neighborhoods are edged with some professional offices, retail, and service uses along University Boulevard West and Veirs Mill Road. The district will continue to be primarily residential with office and retail along the two major roads. No change in zoning is recommended for the existing, single-family residential area, and it is critical that new uses adjacent to, or across the street from, existing houses are carefully designed to be compatible in scale and character with the existing residential development.

The Plan envisions two new, low- to moderately-scaled mixed-use developments along Veirs Mill Road on Lindsay Ford properties, flanking the western entrance to the CBD. Pedestrian connections will link these areas to the Core District and to existing neighborhoods. Developments along University Boulevard West will continue to be a mix of old and new in a variety of building types and heights. The Plan encourages higher buildings at the University Boulevard West intersections with Veirs Mill Road, Grandview Avenue, and Georgia Avenue. Redevelopment adjacent to R-60 zoned neighborhoods should be compatible with the existing low-scale character of these residential areas.

### **Block A**

- The eastern edge of the block along Grandview Avenue contains a single property with a three-story office building and surface parking. Rezone Parcels 1, 2, 3, 4, 21, 22, and 23, from CBD-2 to CR 5.0, C 4.5, R 4.5, H 130 to encourage assemblage for mixed-use residential or office development. The proposed 130-foot building height makes this site consistent with the recommended building height along the northern side of University Boulevard West between Georgia Avenue and Veirs Mill Road.
- Rezone Parcel N203, located along Kensington Boulevard, from R-60 to CRN 1.5, C 0.5, R 1.5, H 45.
- Rezone Lot 24 along University Boulevard West from C-2 to CR 5.0, C 4.5, R 4.5, H 130. This lot is part of a group of lots located across Veirs Mill Road from the Ambassador Building site at the intersection of Veirs Mill Road and University Boulevard West and Core District Block E. The proposed rezoning is consistent with the proposed rezoning of adjoining parcels (C, E, 10, and 13, Lot 14, and Lot B) in Block B described above.
- Rezone Parcel 11 from R-60 to CR 3.0, C 2.5, R 2.5, H 100 for a mixed-use residential development as part of a potential assemblage of Parcels 3, 4, 5, and 6 in Block B described above.



### **Block B**

Block B contains surface parking, office, and retail uses. The western edge of the block is owned by Lindsay Ford and is currently used to park cars.

- Rezone Parcels 3, 4, 5, and 6 mid-block along Veirs Mill Road from C-2 to CR 3.0, C 2.5, R 2.5, H 100 to encourage assemblage for a mixed-use residential development.
- Rezone Parcel 1 from C-2 to CRN 1.5, C 0.5, R 1.5, H 45 as a transition to the single-family residential neighborhood to the north.
- Rezone Parcels C, E, 10 and 13, lot 14, and Outlot B from C-2 to CR 5.0, C 4.5, R 4.5, H 130. These lots are located across Veirs Mill Road from the Ambassador Building site at the intersection of Veirs Mill Road and University Boulevard West and across from Core District Block E. The proposed rezoning is consistent with the zoning on the Ambassador Building site at this important location and encourages assemblage for an office or residential mixed-use development with ground floor retail.

### **Blocks B2, G, and H**

These blocks contain mostly single-family houses. Blocks H and G have frontage along University Boulevard West while Block B2 has a small frontage on Veirs Mill Road. The University Boulevard West frontage of Blocks H and G is zoned C-T, except one property on Block G zoned R-60, and the corner lots on Block G zoned C-O. Most of the existing structures along University Boulevard West contain commercial uses. All of these are small lots and back onto houses in the adjacent single-family neighborhood.

While some of the existing houses are large enough for office conversion, a number of properties would be better redeveloped as new, low-intensity office or residential development. Residential or professional office townhouses would be more compatible with the adjoining single-family properties on all of these transitional sites. Where appropriate, new, low-intensity development is encouraged to buffer existing single-family residences from adverse effects associated with major traffic arteries.

- Rezone Parcel 7 and lots 22 and 23 on Block H from C-T to CRN 1.0, C 0.25, R 1.0, H 45.
- Rezone Parcel 1 on Block H, and lots 6, 7, and 8 on Block G from C-T to CRN 1.0, C 0.5, R 1.0, H 45.
- Rezone Parcel 5 on Block G from R-60 to CRN 1.5, C 0.5, R 1.5, H 45.
- Rezone lots 29 and 28, and Parcels 3 and 4 on Block G from C-O to CRN 1.5, C 0.5, R 1.5, H 45.
- Rezone lots 2 and 9 on Block B2 from C-O and C-T to CRN 1.5, C 0.5, R 1.5, H 45.



**Block C**

- Rezone the Ambassador Building site (lot 2) and Parcel 1 from C-2 to CR 5.0: C 4.5, R 4.5, H 130 to provide a better transition and relationship to the Core District's 6.0 FAR and maximum building height of 200 feet. This maximum height will allow a landmark structure at the intersection.

**Block F**

Block F contains a car dealership, retail, and residential uses. Lots 12 and 13 are currently zoned R-60, lot 11 is zoned C-T and the rest of the block is zoned C-2. The Plan recommends rezoning the car dealership property to create higher and denser mixed-use development (office or residential) near the corner of Veirs Mill Road and University Boulevard West. A through-block connection between Veirs Mill Road and East Avenue is desirable at this location (see also text under Pedestrian Circulation, first bullet on page 62). For properties recommended for CRN zoning along the East Avenue frontage of the block, residential or professional townhouses would be more compatible with the single-family houses across East Avenue than other commercial uses. Any commercial development along East Avenue must have a residential appearance.

If the car dealership properties are developed as one development, low-scale uses should be placed along East Avenue, with larger commercial uses and mixed-use development along Veirs Mill Road. Any adverse impacts of the recommended 100-foot maximum building height along the Veirs Mill Road side of the block should be carefully analyzed during the redevelopment process to make sure that higher building masses are placed away from the East Avenue frontage, with appropriate transition in building heights from the Veirs Mill Road side to the maximum building height of 45 feet along East Avenue. The Planning Board may limit height to less than allowed by the zone to achieve compatibility.

- Rezone lots 7, 9, and 10 from C-2 to CRN 1.5, C 0.25, R 1.5, H 45.
- Rezone lot 11 from C-T to CRN 1.5, C 0.25, R 1.5, H 45.
- Rezone lots 12 and 13 from R-60 to CRN 1.5, C 0.25, R 1.5, H 45.
- Rezone Parcel 14 and lot 16 from C-2 to CR 2.0, C 1.5, R 1.5, H 75. Provide appropriate transition from higher building height along the University Boulevard West frontage to the rear of the property along East Avenue to mitigate any adverse visual impacts on the single-family neighborhood to the west. The Planning Board must evaluate the compatibility with the adjacent residential neighborhood at the time of development and may limit the height on the property to less than 75 feet to achieve compatibility.
- Rezone the Lindsay Ford dealership property, Parcel 282, from C-2 to CR 3.0, C 2.5, R 2.5, H 100 to encourage mixed-use residential development.

**Block 27**

The northern portion of the block is zoned R-60; the southern portion is zoned C-O and C-2. An office building is on the C-O zoned lot, and a tire store and auto repair workshop are on the C-2 lot.



- Confirm the R-60 zoning on the northern portion of Block 27.
- Rezone the C-O and C-2 parcels to CR 3.0, C 2.5, R 2.5, H 75, to encourage mixed-use development. Any new development on the CR zoned property should transition in height to the existing single-family houses to the north and across Grandview Avenue.

**Block 44**

This block contains a WSSC water tank and the Grandview townhouse development. The townhouses are currently zoned CBD-1. The Plan does not propose any changes to the R-60 zoned WSSC property.

- Rezone the CBD-1 zoned properties in Block 44 to CRN 1.5, C 0.5, R 1.5, H 45 to reflect the current residential use and preserve compatibility with surrounding residential uses.

**Block 44/EYE**

Block 44/EYE is zoned CBD-2 and contains retail and restaurant uses and a volunteer fire and rescue station that is scheduled for relocation to the southeast corner of Georgia and Arcola Avenues.

- Rezone the block from CBD-2 to CR 5.0, C 4.5, R 4.5, H 130. The highest buildings on this block should be located along Georgia Avenue and University Boulevard West. Any new development along Grandview Avenue should transition in height to be compatible with townhouses across the street.

**Existing Neighborhoods Surrounding the Districts**

Wheaton has a substantial and varied residential base outside of its commercial areas, including single-family detached houses, townhouses, and garden apartments. Most of the single-family neighborhoods have small, post-war houses, placing them among the older and smaller stock in the County. Some infill townhouses have been added over the last 20 years (856 units).

The 1990 Plan recommended PD and RT zones for some of the properties outside the commercial core, and most of these properties have developed accordingly, with the exception of the Stephen Knolls School site. Redevelopment in these neighborhoods under existing zoning should blend with existing conditions and should not introduce mixed-use zoning.

- Confirm the existing R-60, R-20, and all RT and PD Zones.
- Single-family houses along Georgia Avenue north of Blueridge Avenue are suitable for offices by special exception. If granted, driveways and parking should not be enlarged and the structures should retain a residential character.
- Existing single-family residential neighborhoods should be preserved and protected from the adverse impacts of nearby non-residential development.