

## implementation

### Zoning

This Plan will be implemented incrementally through infill development, adaptive reuse, and the actions of many stakeholders. Zoning is one of the most significant implementation tools to achieve the recommendations of this Plan.

Following the Plan's approval by the County Council and adoption by the Maryland-National Capital Park and Planning Commission, a Sectional Map Amendment (SMA) will implement the zoning recommendations.

### Public Amenities and Benefits

In Wheaton, these projects are identified for contributions to the amenity fund pursuant to Section 59-D-2.3 of the Zoning Ordinance:

- public use spaces in the vicinity of Parking Lots 13, 14, and 17
- public market
- through-block pedestrian connections
- indoor and outdoor active recreation facilities.

### Public Benefits in the CR Zone

The CR Zone requires public benefits under optional method development. The following list of public benefits should be considered priorities during project development and review of optional method projects in the CR Zone. This list is not mandatory, and it does not preclude consideration of other benefits as listed in the CR Zone to achieve the maximum permitted FAR. The requested benefits should be carefully analyzed to make sure they are the most suitable for a particular location and consistent with the Sector Plan's vision, and that they satisfy the changing needs of the area over time. When selecting these benefits, the Planning Board should consider community needs as a determining factor.

#### Connectivity and Mobility

- Through-block pedestrian connections
- Streetscape
- Advance right-of-way dedication

#### Diversity of Uses and Activities

- Child daycare center
- Dwelling unit mix
- On-site space for small businesses

#### Quality Buildings and Site Design

- Public art
- Structured parking
- Public open space

#### Protection and Enhancement of the Natural Environment

- Tree canopy

In addition, the CR Zones allow contributions for public parks and public use space in lieu of onsite provisions.

#### **County Capital Improvements Program**

The public sector must also invest in capital improvement projects necessary to implement the Plan's recommendations, such as roads and bike paths that cannot be provided through redevelopment.

In the Wheaton Plan area priority should be given to the following CIP projects:

- public use spaces in the vicinity of Parking Lots 13, 14, and 17
- new and realigned public streets
- streetscape improvements
- bus rapid transit
- a new elementary school, if needed
- indoor and outdoor active recreation facilities
- sewer system improvements
- implementation of context-sensitive roadway design features
- routes and facilities in the designated Bicycle and Pedestrian Priority Areas
- public market.

#### **Adequate Public Facilities Ordinance (APFO)**

In general, properties that have APFO approvals prior to the adoption of a sector plan remain vested through their expiration date and are not affected by rezoning unless they modify their plans to increase the number of trips.

#### **Urban Design Guidelines**

Wheaton's Urban Design Guidelines will help implement the recommendations in the approved and adopted Sector Plan.

Resolution No.: 17-313  
 Introduced: November 29, 2011  
 Adopted: November 29, 2011

**COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND  
 SITTING AS THE DISTRICT COUNCIL FOR THAT PORTION  
 OF THE MARYLAND-WASHINGTON REGIONAL DISTRICT  
 WITHIN MONTGOMERY COUNTY, MARYLAND**

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By: District Council

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**SUBJECT:** Approval of Planning Board Draft Wheaton CBD and Vicinity Sector Plan

1. On April 19, 2011, the Montgomery County Planning Board transmitted to the County Executive and the County Council the Planning Board Draft Wheaton CBD and Vicinity Sector Plan.
2. The Planning Board Draft Wheaton CBD and Vicinity Sector Plan amends the approved and adopted 1990 Wheaton CBD and Vicinity Sector Plan; The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties, as amended; the Master Plan of Highways within Montgomery County, as amended; and the Countywide Bikeways Functional Master Plan, as amended.
3. On June 20, 2011 the County Executive transmitted to the County Council his fiscal analysis of the Wheaton CBD and Vicinity Sector Plan.
4. On July 19, 2011, the County Council held a public hearing regarding the Planning Board Draft Wheaton CBD and Vicinity Sector Plan. The Sector Plan was referred to the Planning, Housing, and Economic Development Committee for review and recommendation.
5. On September 26 and October 31, 2011, the Planning, Housing, and Economic Development Committee held worksessions to review the issues raised in connection with the Planning Board Draft Wheaton CBD and Vicinity Sector Plan.
6. On November 15, 2011, the County Council reviewed the Planning Board Draft Wheaton CBD and Vicinity Sector Plan and the recommendations of the Planning, Housing, and Economic Development Committee.

**Action**

The County Council for Montgomery County, Maryland, sitting as the District Council for that portion of the Maryland-Washington Regional District in Montgomery County, Maryland, approves the following resolution:

The Planning Board Draft Wheaton CBD and Vicinity Sector Plan, dated April 2011, is approved with revisions. County Council revisions to the Planning Board Draft Wheaton CBD and Vicinity Sector Plan are identified below. Deletions to the text of the Plan are indicated by [brackets], additions by underscoring.

**General**

All page references are to the April 2011 Planning Board Draft Plan.

**Specific Changes**

Page 7, add a bullet to Wheaton's role in the county as follows:

- Wheaton has:
- Varied local and specialty retail uses
  - A regional mall
  - Proximity to Metro
  - Access to I-495 and the District of Columbia
  - Broad housing choices
  - Environmental features including portions of the Sligo Creek (of the Upper Anacostia) and Rock Creek Watersheds

Page 9, revise the second paragraph as follows:

Wheaton is located at the intersection of three roads: University Boulevard West, a major east-west road; Georgia Avenue, a major north-south corridor; and Veirs Mill Road, which connects Wheaton to Rockville and MD 355. A significant amount of traffic moves [west] through Wheaton to and from I-270, one of the County's employment corridors. Wheaton can capture work trips by providing more employment opportunities east of I-270. Wheaton of the future [When Wheaton develops more fully it] will provide[, in conjunction with Silver Spring and future development along the Route 29 Corridor,] a full set of services, employment, and housing opportunities for the eastern [half] part of the County.

Page 9, modify the fourth paragraph as follows:

To ensure a sustainable economy in Wheaton, new land uses must be balanced with the existing, predominantly retail uses to increase daytime population. New office space should be encouraged as it would attract different kinds of businesses and jobs. More employees and more residential development will provide customers for local services

and businesses. Redevelopment may displace some existing businesses, but it will also create more demand for specialty retail and small businesses [specialty retail, particularly the smaller businesses]. This plan encourages preservation of space for small businesses in new mixed-use developments.

Page 10, modify third bullet as follows:

- The natural and built environments can be improved through development that reduces energy consumption, contributes to the restoration of Wheaton Branch of Sligo Creek and the Silver Creek tributary of Rock Creek, and that provides better stormwater management, greater tree canopy, and walkable streets.

Page 10, Table 1, Estimated Development and Jobs-Housing Ratio, modify the 1990 Plan estimate from 4.2:1 to 4.3:1.

Page 10, delete the last paragraph, after Table 1, as follows:

[The 10,200 existing jobs and 2,000 housing units in Wheaton demonstrate that the 1990 Plan was overly optimistic about both jobs and housing. This Plan's estimate of likely development reflects the market's view of Wheaton's potential to attract new development. This estimate does not limit the potential for additional jobs if conditions change and public or private property owners find more class A office development to be feasible.]

Page 11, modify the last paragraph as follows:

The Plan encourages office development by increasing maximum permitted commercial FAR in the Core District, placing the highest commercial density on the WMATA Block, and substantially increasing the maximum commercial FAR on the Veirs Mill Road frontage of the Westfield Mall property. The proposed mixed-use zoning is flexible enough to respond to market demands [and may yield a significantly different mix, with more or less jobs or housing than estimated]. It does not restrict commercial development in the short or long term, and the transportation network can accommodate a significant amount of development beyond the estimated plan yield, as described in Appendix 3, Transportation Analysis. Economic development strategies should be developed to encourage office development wherever feasible.

Page 13, under The Wheaton Community, modify the 1<sup>st</sup> paragraph, 4<sup>th</sup> line as follows:

Together, these groups make up [52] 51 percent of Wheaton's population.

Page 13, under The Wheaton Community, modify the 2<sup>nd</sup> paragraph, 2<sup>nd</sup> line as follows:

Almost 70 percent of the population over the age of 25 has a bachelor's degree, which is a higher concentration than found Countywide.

Page 21, last paragraph, modify the 3<sup>rd</sup> line as follows:

The County's Wheaton Redevelopment Office and [Office] Department of Economic Development should work with property owners to attract a variety of retailers to the CBD and the Westfield Wheaton Mall.

Page 22, under "Existing programs should consider", modify 3<sup>rd</sup> bullet as follows:

- launching an advertising campaign developed jointly by the County, small businesses, Westfield Wheaton Mall, and the [Kensington-Wheaton] Wheaton-Kensington Chamber of Commerce.

Page 22, add a bullet under Developing a Nighttime Economy:

- Crime Prevention Through Environmental Design (CPTED) reviews should be incorporated into redevelopment efforts.

Page 23, delete the second paragraph as follows:

[In January 2010, the County issued a Request for Qualifications (RFQ) seeking a development partner for the design, construction, and financing of transit-oriented development on these properties. The County and WMATA have selected a partner for the WMATA Triangle (bounded by Georgia Avenue, Veirs Mill Road, and Reedy Drive) and for Parking Lot 13, and have signed a letter of intent. No formal contract has been signed to date.]

Page 23, delete the first sentence in the third paragraph and add new text as follows:

[The County plans to reissue the RFQ for the remaining properties.] The County is pursuing development opportunities through partnerships with private developers to create mixed-use developments on County-owned properties in Wheaton to spur revitalization.

Page 23, modify the sentence before the bullets as follows:

New development resulting from [the RFQ] public-private partnerships should be consistent with Plan objectives and should:

Page 25, Establishing Public Use Spaces, delete the second sub-bullet regarding possible relocation of Wheaton Veteran's Park as follows:

- [Consider relocating Wheaton Veterans Urban Park from its current location at the corner of Reedy Drive and Amherst Avenue to Lot 13 as part of a redevelopment project.]

Pages 26 and 28, delete Map 8 on page 26 and combine it with Map 9 on page 28.