

Wheaton CBD and Vicinity Sector Plan



THE MONTGOMERY COUNTY PLANNING DEPARTMENT
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MontgomeryPlanning.org

Abstract

A comprehensive amendment to the approved and adopted 1990 *Wheaton CBD and Vicinity Sector Plan*, as amended. It also amends *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, the *Legacy Open Space Plan*, as amended, and the *Countywide Bikeways Functional Master Plan*, as amended.

Source of copies:

The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Online at: montgomeryplanning.org/community/wheaton

PUBLIC HEARING DRAFT
Wheaton CBD and Vicinity Sector Plan



 prepared by
THE MONTGOMERY COUNTY PLANNING DEPARTMENT
June 2010

Contents

Wheaton’s Future..... 7
Wheaton’s Role in the County..... 7
Background..... 10
 Thumbnail History..... 10
 The Wheaton Community..... 11
 What Wheaton Has to Offer..... 12
 The Issues..... 14
Revitalization Strategy..... 16
 Short Term..... 16
 Long Term..... 21
Proposed Land Use and Zoning..... 26
 Density and Building Height..... 31
 The Districts..... 32
Mobility..... 40
 Approach and Network Integrity..... 40
 The Street Network..... 41
 Pedestrian Circulation..... 41
 Bikeway Network..... 44
 Transit..... 48
 Travel Demand Management..... 48
 Parking Management..... 48
Environment..... 49
 Natural Systems..... 49
 Health..... 50
 Energy..... 51
 Water and Sewer..... 53
Community Facilities..... 55
 Public Park Facilities..... 58
 Public Schools..... 58
 Libraries..... 59
 County Recreation Facilities..... 59
 Fire, Rescue, and Emergency Medical Services..... 59
 Regional Services Center..... 59
 Public Safety..... 60
 Historic Resources..... 60

Implementation..... 63
 Zoning..... 63
 County Capital Improvements Program and
 State Consolidated Transportation Program..... 64
 Urban Design Guidelines..... 64

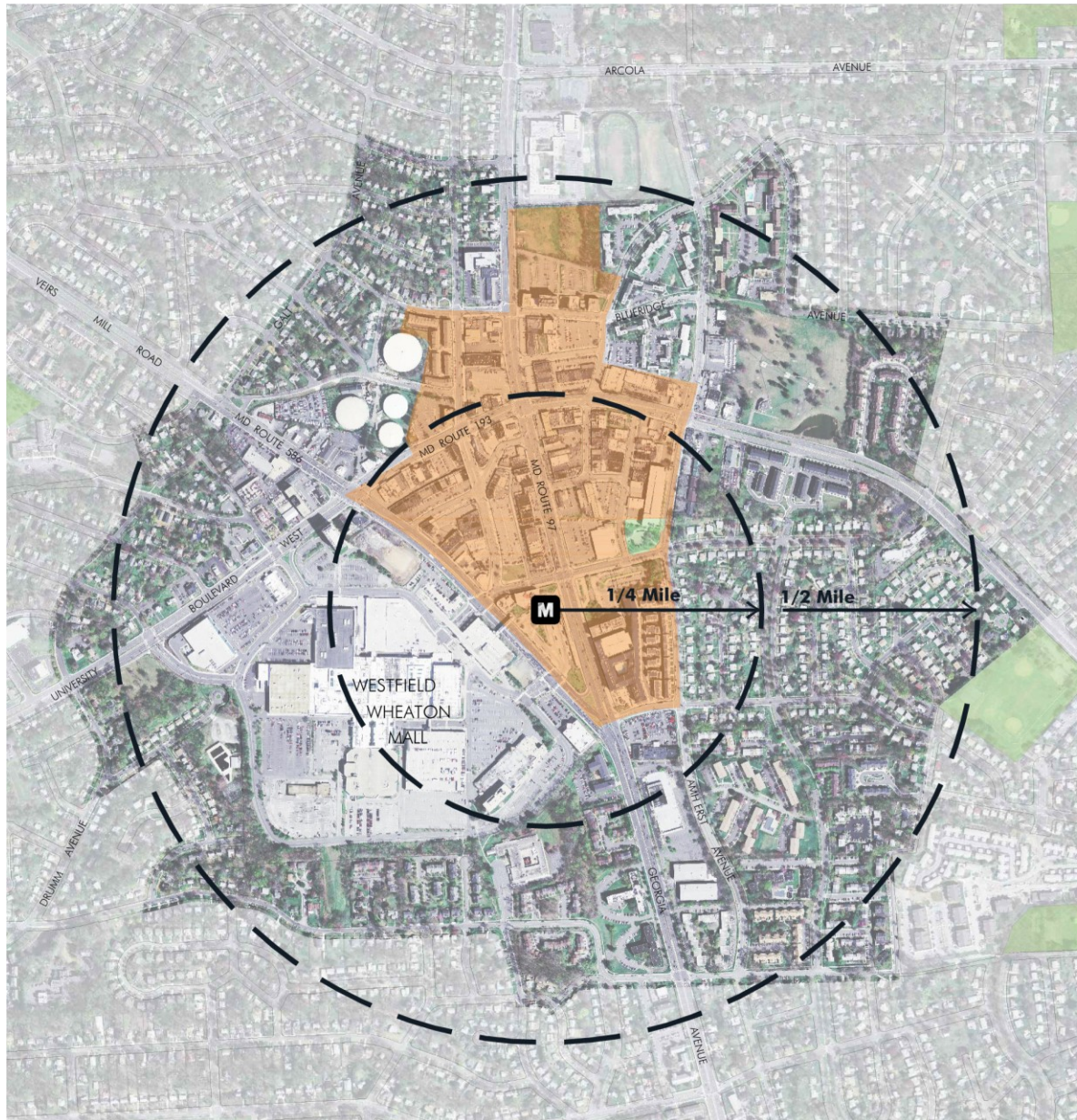
Maps and Figures

Map 1	Sector Plan Area.....	6
Map 2	Connectivity.....	8
Map 3	Urban District.....	16
Map 4	Parking Lot District.....	17
Map 5	Arts and Entertainment District.....	17
Map 6	Enterprise Zone.....	18
Map 7	Priority Retail Streets.....	18
Map 8	(RFQ) Request for Qualification Properties.....	20
Map 9	Public Use Space Concept.....	22
Map 10	Existing Land Use.....	24
Map 11	Existing Zoning.....	25
Map 12	Proposed Land Use Concept.....	28
Map 13	Proposed Density/Maximum FAR.....	29
Map 14	Proposed Maximum Building Heights.....	30
Map 15	Districts.....	32
Map 16	Existing and Proposed Street Network.....	42
Map 17	Existing and Proposed Bikeways.....	45
Map 18	Existing and Proposed Transit Service.....	47
Map 19	Natural Systems.....	52
Map 20	Existing Community Facilities.....	54
Map 21	Existing and Proposed Parks.....	56
Map 22	Existing and Proposed Trails.....	57
Map 23	Historic Resource.....	61
Map 24	Proposed Zoning.....	62
Figure 1	The Core District—Existing and Proposed Zoning....	33
Figure 2	Price District—Existing and Proposed Zoning.....	34
Figure 3	Blueridge District—Existing and Proposed Zoning...	36
Figure 4	Westfield District—Existing and Proposed Zoning...	37
Figure 5	Kensington View/Wheaton Hills District—Existing and Proposed Zoning.....	38

Tables

Table 1	Proposed Development and Jobs-Housing Ratio.....	9
Table 2	Wheaton Roadways.....	43
Table 3	Countywide and Local Bikeways.....	46
Table 4	Comparison of Non-Auto Driver Mode Share Goals.....	48
Table 5	Existing Parking Supply and Charges.....	49

Map 1 Sector Plan Area



-  Central Business District
-  Parkland
-  Wheaton Metro Station

Wheaton's Future

Wheaton's future is as a major mixed-use market center for the Georgia Avenue corridor and eastern Montgomery County with regional shopping, culturally diverse retail and entertainment, business and government services, and transit-oriented residential uses for a broad range of incomes. This Plan is about finding the right balance of land uses within the diversity unique to Wheaton.

Wheaton has:

- a combination of varied local and specialty retail uses and a regional mall
- proximity to Metro
- broad housing choices.

This Plan's task is to capitalize on these strengths and encourage investment while maintaining Wheaton's special character. Wheaton will emerge as an affordable mixed-use Central Business District (CBD) with new development that blends with existing small and family-owned businesses.

Wheaton's Role in the County

Wheaton is a specialized urban center, serving local and regional retail demand. Its moderately priced housing makes it a draw for newcomers to the community, and it is a transit hub and crossroads.

A significant amount of traffic moves west through Wheaton to the I-270 corridor, which is the County's employment corridor. Wheaton is located along the major east-west roads and can capture retail and jobs trips by providing more employment opportunities east of I-270. When Wheaton develops more fully it will provide, in conjunction with Silver Spring, a full set of services, employment, and housing opportunities for the eastern half of the County.

By creating a more diverse local economy and expanding the connections between the CBD and its surroundings, Wheaton is positioned to become a future growth area for the County. This Plan makes recommendations based on four overarching principles.



Map 2 Connectivity

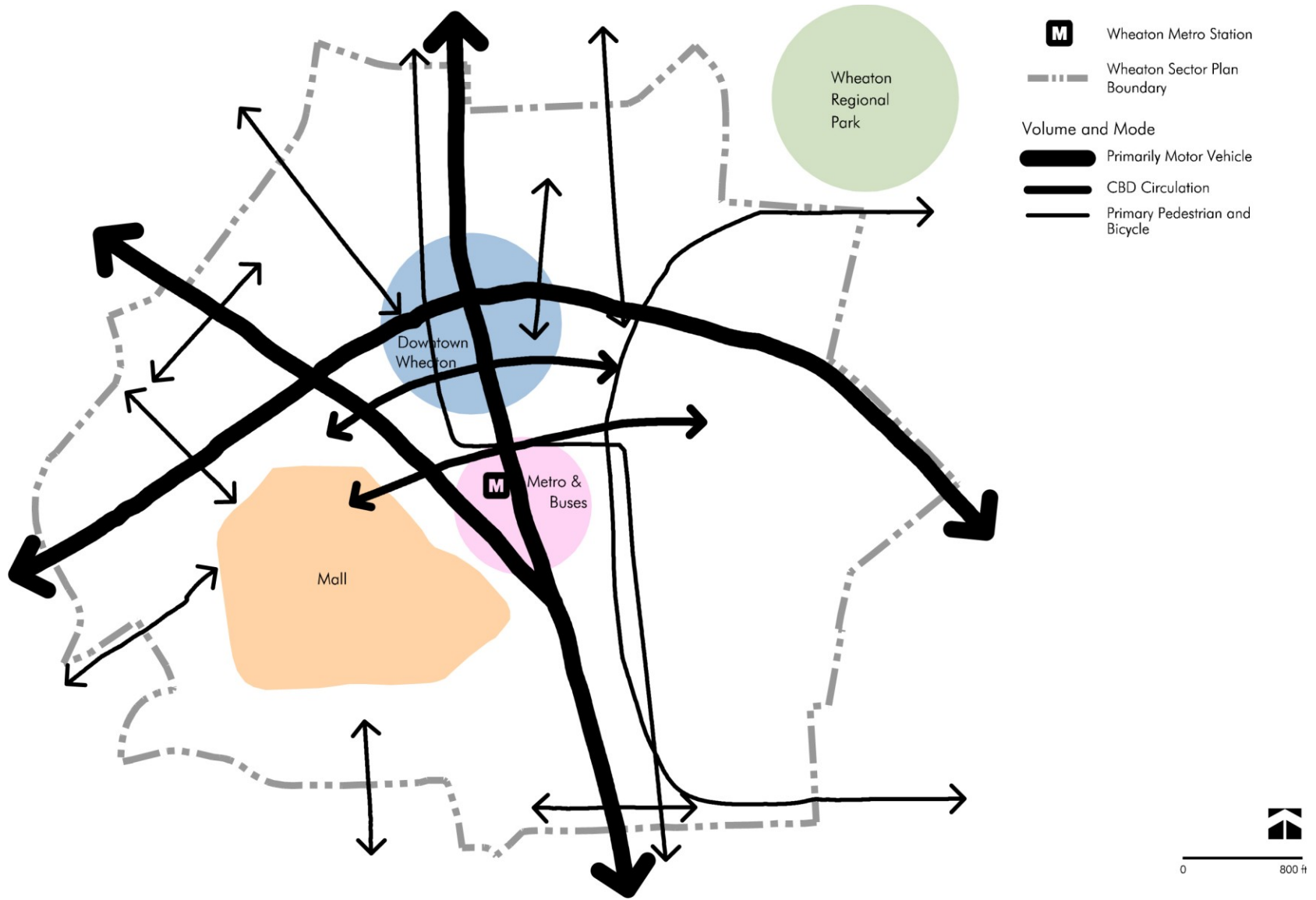
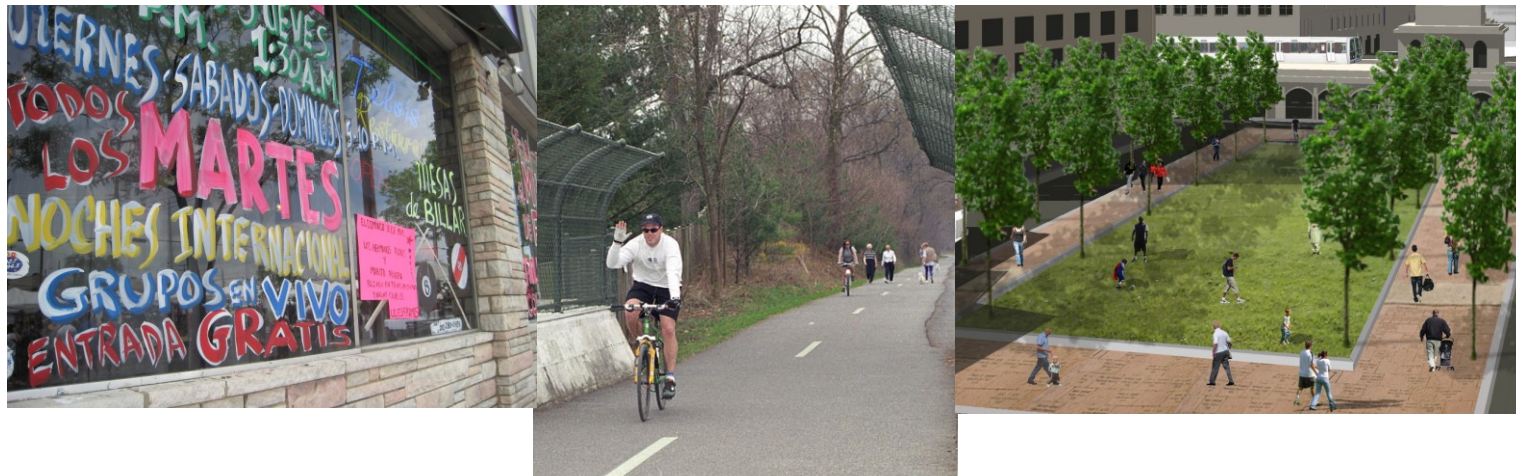


Table 1 Proposed Development and Jobs-Housing Ratio

	Existing	Existing plus Pipeline	1990 Plan Total	Proposed net	Total with Proposed
Residential Units	2,000	2,588	3,165	4,012	6,600
Jobs	10,200	10,210	13,490	3,090	13,300
J-H Ratio	4.25:1	3.95:1	4.26:1	NA	2.8:1

- Wheaton’s **diversity** is unique among County business centers. This Plan capitalizes on Wheaton’s diversity by encouraging diversity in businesses and housing. More mixed-use development will provide a larger base to support the retail and service sector, the current mainstay of Wheaton’s economy.
- Connecting** people to places within and beyond the Plan area needs significant improvement (e.g., expanded street grid, bikeway network, and public use spaces) for Wheaton to maximize its potential as a downtown. This Plan proposes a network of flexible “activity-generating-people-places” that can create connectivity in the short term on publicly owned land and in the longer term through the development process. It also connects the CBD with adjoining neighborhoods and the larger market area.
- Design** is critical to create active and safe public spaces, including streets, to enhance Wheaton’s sense of place while adding value to the surrounding neighborhoods.
- The natural and built **environment** can be made more hospitable through reduced energy consumption, better stormwater management, greater tree canopy, and walkable streets.



Background

THUMBNAIL HISTORY

Wheaton, a rural community until after World War II, became a suburban community when new neighborhoods, such as Monterey Village, Wheaton Hills, Wheaton Crest, and Wheaton Forest offered affordable houses on curving tree-lined streets to post-war families. The opening of Montgomery County's first shopping mall, Wheaton Plaza, in 1957 was evidence that Wheaton had fully flowered as a 20th century suburban community.

The population soared tenfold, from 29,000 in the 1940s to more than 200,000 by 1970. After the 1970s, however, this explosive growth slowed and buildings, constructed in the 1950s and 60s, aged. The 1978 Sector Plan recommended CBD zoning to spur growth. The Metro station was expected to breathe new life into the Wheaton CBD. As the opening of the Metro station grew closer, the Wheaton community became concerned about the station's impact. The 1990 Sector Plan recommended a Retail Preservation Overlay Zone on a portion of the CBD to manage the effects of potential growth on the small retail businesses.



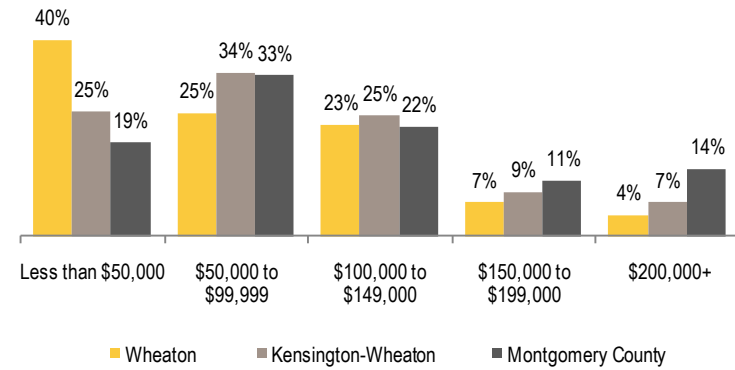
- 1940s
 - Post-war suburban housing boom
- 1950s
 - Wheaton Plaza opens
 - 1959 Kensington-Wheaton Sector Plan envisions “more than merely a shopping district...a well-rounded “Central Business District”
- 1960s
 - Parking Lot District created
- 1970s
 - Metro Station sited
 - 1978 Sector Plan evaluates land use at Metro station
 - Central Business District (CBD) zoning applied
- 1980s
 - County sponsors revitalization efforts
 - New residential development at CBD edges
- 1990s
 - The 1990 Sector Plan examines Metro station impacts
 - Preservation Overlay Zone applied to part of the CBD
- 2000s
 - County and M-NCPPC sponsors community charrette
 - Wheaton Plaza (Westfield) adds stores and parking
 - Overlay Zone amended
 - Wheaton Redevelopment Advisory Committee develops mixed-use concept for Parking Lot 13
 - 723 housing units built
 - Pembridge Square Apartments renovated
 - 500 planned housing units and a new Safeway grocery store added to approved Pipeline development
 - County's Request for Qualifications seeks public/private development

THE WHEATON COMMUNITY

The Wheaton community is celebrated in its people and businesses. The population of Wheaton is diverse. Foreign-born residents have come from Ethiopia, Nigeria, Ghana, China, Japan Vietnam, Thailand, Korea, India, Pakistan, Lebanon, Mexico, El Salvador, Peru, Brazil, and the West Indies. Recent Asian and Latino restaurants and grocery stores stand alongside well-established businesses, such as Marchone’s Italian Deli and Little Bitts, a cake decorating and baking supply store.

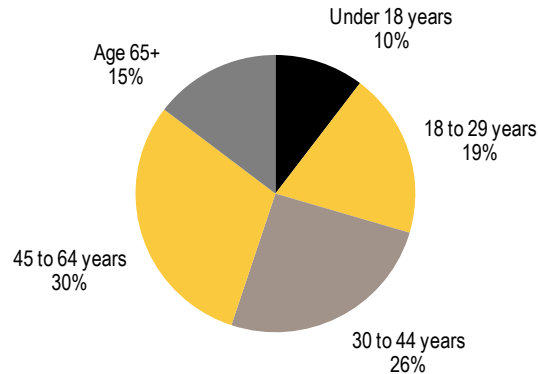
Residents of Wheaton’s multifamily buildings are young and educated. A substantial block of Generations X and Y (ages 18-44) who are typically single or young families without children, live in Wheaton. They spend more of their disposable income on shopping, eating out, and entertainment than families with children. The senior population appears to be declining.

2007 Household Income Distribution



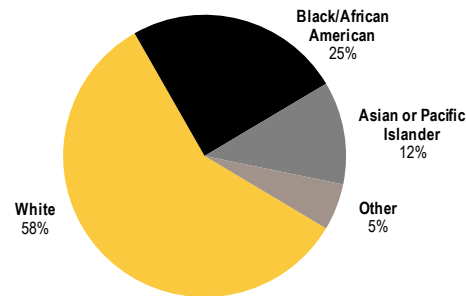
Source: M-NCPPC 2008 Census Update Survey

Age Group Wheaton



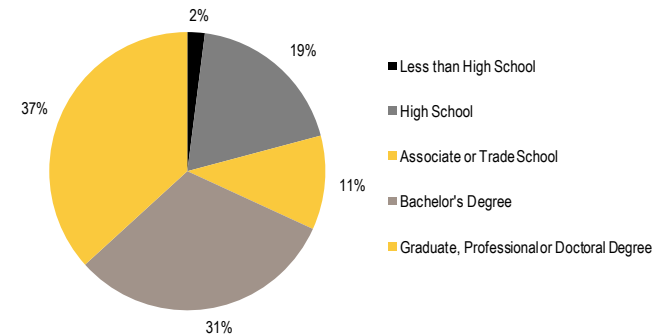
Source: M-NCPPC 2008 Census Update Survey

Race Wheaton Household Population



Source: M-NCPPC 2008 Census Survey

Educational Attainment Wheaton: Population Age 25 and Over



Source: M-NCPPC 2008 Census Update Survey

WHAT WHEATON HAS TO OFFER



Affordability

- Land prices 30 percent lower than other CBDs
- Retail rents 15 to 20 percent below other CBDs

Regional Retail Draws

- Westfield Wheaton Mall
- Chuck Levin's Washington Music Center

Strong Niche Market

- Eclectic mix of ethnic restaurants and retail
- Space for small businesses

Key Private Properties for Large Scale Redevelopment

Public/Private Revitalization Potential

- 11 acres of publicly owned properties can be used to leverage private residential and commercial development

Transportation Capacity

- Multi-modal transportation capacity
- Excellent access to public transit

On-going Public Sector Revitalization Programs

- Wheaton Redevelopment Program
- Wheaton Urban District
- Small business assistance through the County's Department of Economic Development
- Arts and Entertainment District
- Enterprise Zone



Usefulness of the Overlay Zone

- Should the Overlay Zone be removed
- Are the underlying CBD zones suitable to spur revitalization
 - CBD zoning requires assemblage to 18,000 square feet for higher densities (except in the Overlay Zone)
 - Many Wheaton parcels are less than 18,000 square feet

Inadequate Pedestrian Connectivity

- Wheaton's auto-oriented layout promotes even short trips by auto
- Westfield Wheaton Mall is not connected to the rest of Wheaton and not designed for pedestrian access even though adjacent to Metro and connected by a bridge to Metro parking

No Marketing Identity for Promoting Retail or Office Uses

- Merchants organizations should focus on Wheaton's small businesses
- Limited marketing campaigns
- Office market lacks signature building and large tenant

Lack of Community Focal Points

- No well-designed, centrally located public space
- Veterans Memorial Park is at the edge of the Plan area

Short-Term Parking

- Short-term public parking not conducive to one-stop shopping

Physical Environment and Perception Problems

- Many buildings need improvements, façade treatments
- A few high profile crimes have contributed to the perception that Wheaton is unsafe



Revitalization Strategy

Wheaton has much to offer, but there must be short and long term strategies to reawaken interest in redevelopment and pave the way for private investment. In the short term, publically owned land should be used to create an atmosphere of regeneration. In the long term, when the market is ready, publicly-owned land should be used for public/private partnerships. Finally, the programs that already exist in Wheaton should be used to create self-sustaining community interaction through activate streets and around-the-clock activities.

SHORT TERM

PUBLIC USE SPACE AS CATALYST

Wheaton is fortunate to have parking lot facilities and other publicly owned land that can be used as a catalyst to provide space, cost effectively and in the short term, to generate outdoor community activity. An important element in creating the perception of desirability, which is essential to expand an office or residential market, is to have active public use spaces in the right locations for these uses. Redevelopment and public/private partnerships should include permanent public use spaces.

In the meantime, there are inexpensive improvements that could establish interim open spaces on publically owned land to enliven Wheaton for public gatherings and other active uses until permanent open spaces are created through redevelopment.

- Jump start the use of public properties in the Core, Blueridge and Price districts (Parking Lots 13, 14, and 17) by creating temporary spaces for festivals, art exhibitions, outdoor movie theaters, outdoor cafes and eating areas, dances, and musical performance space.



Map 3 Urban District



URBAN DISTRICT

Wheaton is an Urban District, a special taxing district, which allows the County to provide streetscape improvements, business promotion, marketing, festivals, and other services.

Map 4 Parking Lot District



PARKING LOT DISTRICT

Wheaton’s Parking Lot District (PLD) is responsible for providing public parking facilities. Property owners who fail to provide the Code required parking instead pay an Ad Valorem tax (rates based on property value). The PLD supports the Plan’s recommendation for reduced or shared parking.

Map 5 Arts and Entertainment District



ARTS AND ENTERTAINMENT DESIGNATION

Wheaton’s Arts and Entertainment District has a ten-year tax credit that reduces the increase in County property tax when properties are re-assessed after building construction or renovation. The credit applies to manufacturing, commercial, or industrial buildings constructed or renovated for a qualifying residency artist or an arts and entertainment business.

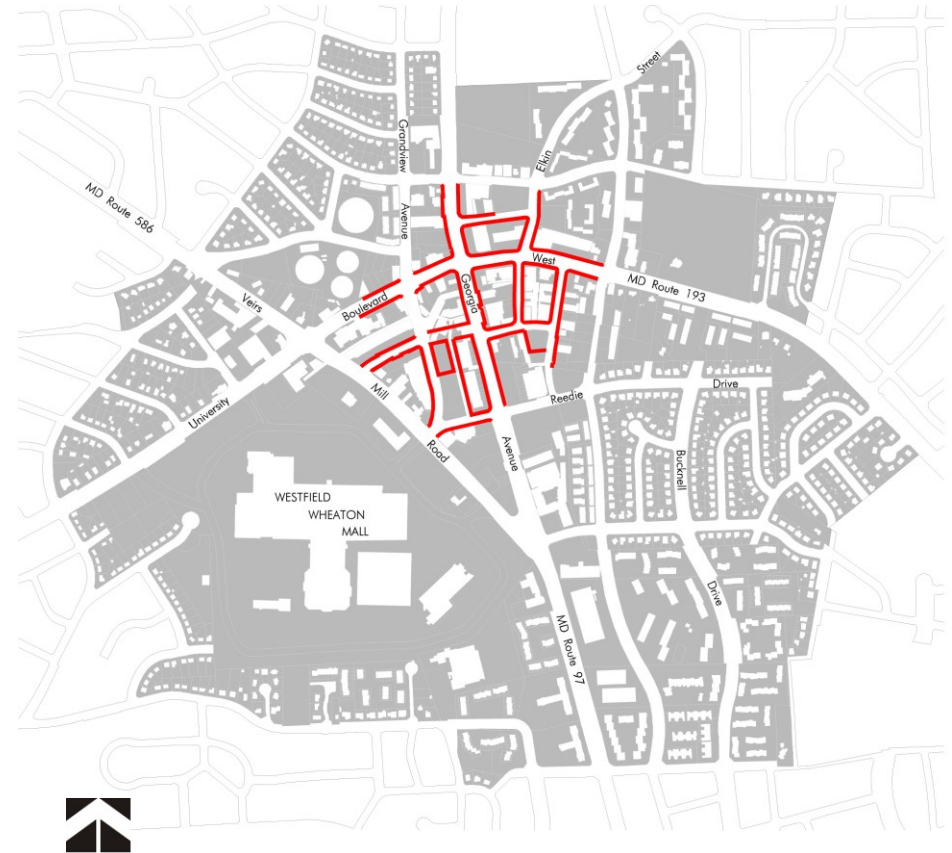
Map 6 Enterprise Zone



ENTERPRISE ZONE

The Enterprise Zone is an economic development program established by the Maryland General Assembly to provide tax incentives to eligible businesses locating or expanding their facilities within designated zones.

Map 7 Priority Retail Streets



ENCOURAGING STREET LEVEL ACTIVITY

Street level retail activates the sidewalks and promotes community interaction. Successful retail responds to market and demographic change by displaying the latest trends, which bring people back on a regular basis. Because retail is dynamic, policies and incentives for small retail in Wheaton need to be reviewed and refreshed to stay current with the needs of retailers. Development along the Plan's designated Priority Retail Streets will be governed by the urban design guidelines.

Property owners play a key role in creating vibrant streets because they control the types of business that rent their space.

Existing programs should consider:

- initiating a retail action plan, in concert with property and business owners, which provides strategies and recommendations for retail attraction and retention
- launching an advertising campaign developed jointly by the County, small business, Westfield Wheaton Mall, and the Kensington-Wheaton Chamber of Commerce
- forming a Wheaton merchants, small business, and property owners association to implement the retail action plan
- working with landlords to create a revitalization program that includes guidelines and restrictions for the upkeep and appearance of retail storefronts and restaurants
- expanding the streetscape program through the development review process and the County's Capital Improvements Program
- creating a community development corporation to help implement revitalization strategies, including a small retail business incubator, such as a covered food market.

- enhance promotion for performances and culturally-themed events
- locate funding sources for local, independent, non-profit organizations and other groups that support music interests
- develop a "good neighbor agreement" that establishes standards and expectations for late-night establishments to maintain a high quality of life for nearby residents and businesses
- mediate conflicts between the operators of establishments and those affected by them
- support marketing efforts that bring residents and visitors to the Wheaton CBD for culture and food establishments.
- Evaluate and amend County codes and regulations to ensure that eating and drinking establishments can serve in the public rights-of-way.
- Use the Wheaton Urban District to provide maintenance and other services.
- Support community policing to maintain public safety.






DEVELOPING A NIGHTTIME ECONOMY

A nighttime economy is critical to the revitalization strategy. Popular restaurants and nightlife can create the initial foot traffic that will support expanded shopping hours. The development community has identified affordable housing near transit for young professionals and empty-nesters, and urban amenities such as ethnic restaurants and entertainment as assets. Expanding these aspects of downtown Wheaton requires cooperation between businesses, the residential community, and County government to ensure a lively and safe atmosphere.

- Expand the Urban Districts program to include the coordinating music and entertainment in downtown Wheaton:
 - improve communication and cooperation between musicians, venues, residents, and the County
 - promote efficiency of regulatory, licensing, and permitting procedures; public safety and policing; and public services

Map 8 Request for Qualification Properties



-  Wheaton Metro Station
-  Wheaton Sector Plan Boundary
-  County-Owned Parcels
 - 1. Mid-County Regional Services Center
 - 2. Parking Lot 13
 - 3. Parking Lot 34
 - 4. Parking Lot 33
 - 5. Parking Lot 14
 - 6. Parking Lot 17
 - 7. Parking Garage 45
-  M-NCPPC-Owned Parcels
 - 8. Wheaton Veterans Park
-  WMATA-Owned Parcels
 - 9. Bus Bays
 - 10. WMATA Garage and Pedestrian Bridge



LONG TERM

COUNTY REDEVELOPMENT PROGRAM AND PRIVATE INVESTMENT

The Wheaton Redevelopment Program is the lead public entity tasked with revitalizing the Wheaton CBD. Wheaton has 10 publicly owned properties with development potential. The County has issued a Request for Qualifications (RFQ) seeking a development partner for the design, construction, and financing of transit-oriented development for properties owned by Montgomery County, the Washington Metropolitan Area Transit Authority (WMATA), and the Maryland-National Capital Park and Planning Commission.

The sites total 11.70 acres and all lie within a 1,200-foot radius of the Metro station. So far, the County has received interest from the development community in the urban core (WMATA/Parking Lot 13) and Blueridge District. Although no proposals have been received for other sites, the County anticipates re-issuing the RFQ in the near term. Development projects in the vicinity of Parking Lots 13, 14, and 17 should include permanent public use space.

If Parking Lot District land is redeveloped, the County must be reimbursed for the cost of the land and the current and future parking needs must be met. This could be accomplished through a variety of mechanisms including equity in a public/private partnership, bond reimbursement, or selling air rights. This means that structured parking will likely be part of any redevelopment of publicly owned land.

New development resulting from the RFQ should be consistent with Plan objectives and should:

- contribute to the overall economic and environmental sustainability of Wheaton
- use mixed-use development to achieve a better balance of residential and commercial uses in the CBD
- in the Core District, include a mix of office, retail, and some residential uses
- significantly improve the physical realm of the CBD

- provide suitable high pedestrian traffic connectivity and emphasize street level activity that is safe, secure, and appealing
- support land assemblage and block development
- allow for aggregating open space and amenity space proffers to ensure quality space benefiting the whole community
- promote complementary development that enhances connectivity and greater integration between Westfield Wheaton Mall and the downtown Core
- provide a housing mix that includes moderate-income housing, workforce housing and live-work units, such as artist studios, to ensure inclusion for all Wheaton residents
- create opportunities to help retain and grow viable local small businesses
- revitalize economic drivers, including nighttime entertainment, restaurants, and a variety of boutique retail establishments
- employ smart growth principles and construct LEED-certified buildings.



Map 9 Public Use Space Concept



-  Wheaton Metro Station
-  Wheaton Sector Plan Boundary
-  Proposed Open Space Located in Each District
-  Existing Wheaton Veterans Park
-  Opportunities For Future Open Space Through Development
-  Pedestrian Connections



ESTABLISHING PERMANENT PUBLIC USE SPACES

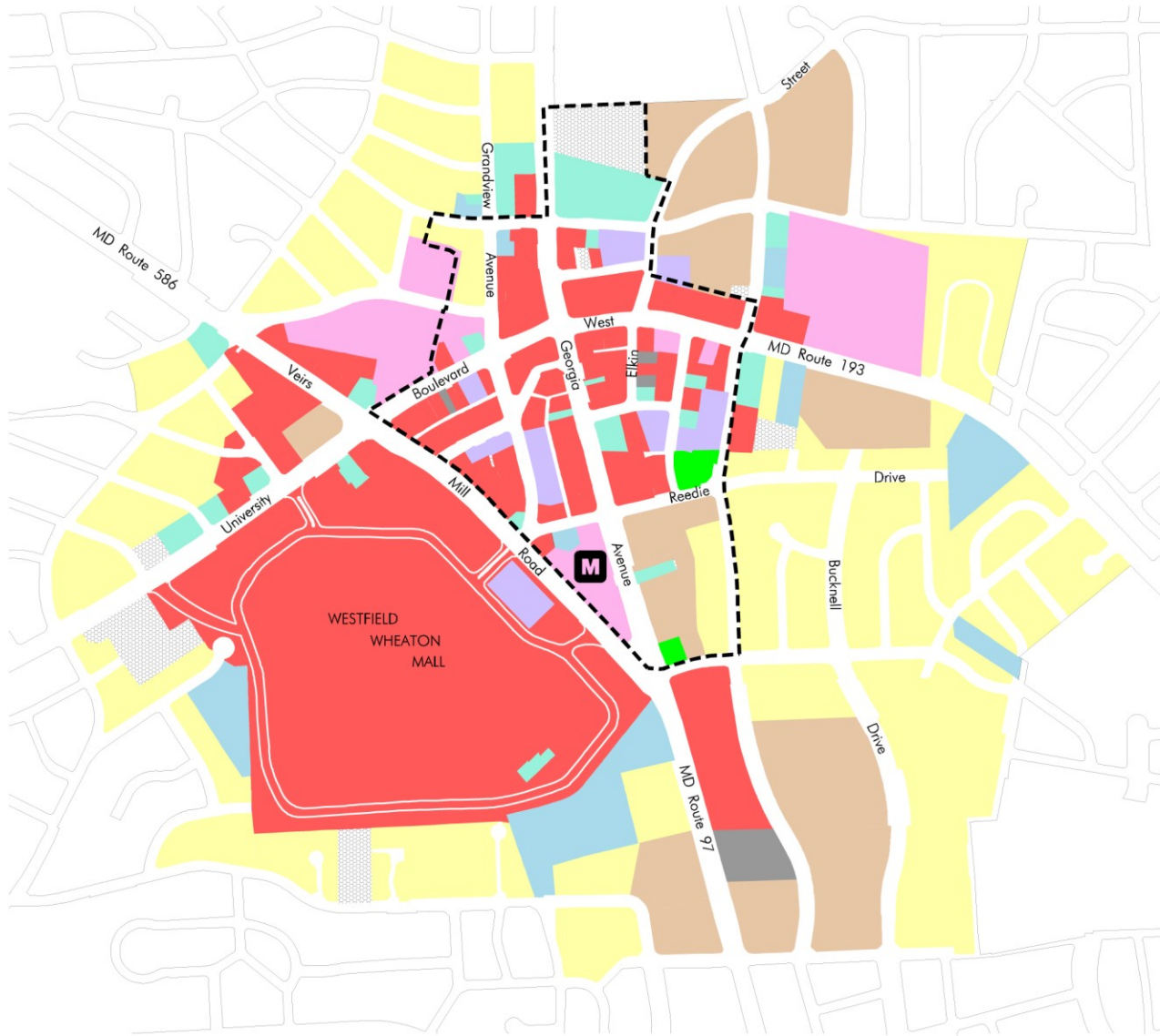
The CR Zones allow for payments into a Public Use Space and Amenity Fund in lieu of providing the entire public use space requirement on site (see Implementation). This provision should be used in Wheaton to direct funds to public use spaces that will generate the most activity if not completely provided by a development project.

When redevelopment occurs as a part of a public/private partnership, consider:

- a major civic space for community-wide events in the vicinity of Parking Lot 13
 - The Department of Parks should own and operate this space as an urban park. It should be acquired as a capital improvement project or dedicated through a turn-key arrangement as part of a public/private partnership.
 - Consider relocating Veterans Park as part of a redevelopment proposal.
- locating a public use space in the vicinity of Parking Lot 14 in the Blueridge District
- locating a central public use space in the vicinity of Parking Lot 17 in the Price District. If Veterans Park is relocated, a permanent replacement public park should be located within the Plan area.



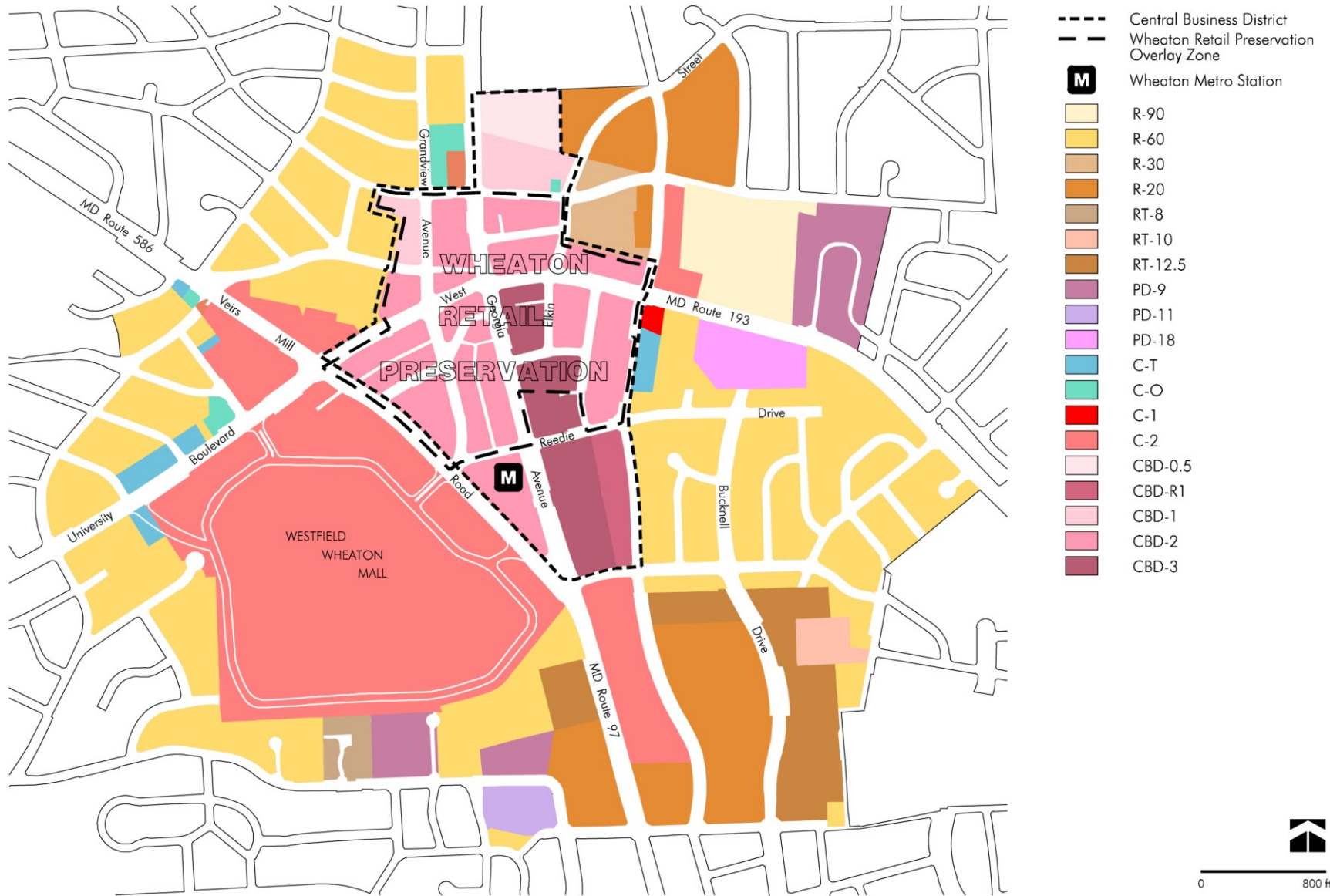
Map 10 Land Use Concept



-  Central Business District
-  Wheaton Metro Station
-  Single-Family Residential
-  Multifamily Residential
-  Office/Parking
-  Retail/ Parking
-  Institutional
-  Public Parking
-  Open Space
-  Utilities/ Transportation
-  Storage
-  Vacant



Map 11 Existing Zoning



PROPOSED LAND USE AND ZONING

To ensure a sustainable economy in Wheaton, land use must be balanced to offset the dominant retail uses and to increase daytime population. New office space would attract different kinds of businesses and different types of jobs. More employees and more residential development will provide more patronage of local services and businesses. It may be that redevelopment may displace some specialty retail, particularly the smaller businesses. It is important that space is set aside for the relocation of specialty retail for Wheaton to retain its uniqueness.

Zoning recommendations are based on four goals.

- Encourage an office market at the Metro station.
- Allow for concentrated specialty retail in the Core and along the three main roads.
- Increase the housing component around the Core and include some retail.
- Replace CBD zoning with CR zoning, use comparable densities and heights.

The Wheaton CBD designation was in place before the location of the Metro station, as was the case for all of the County's CBDs. The 1978 Plan recommended rezoning land within the 72-acre Wheaton CBD to the CBD-0.5, CBD-1, CBD-2, CBD-R1, and CBD-3 Zones. The CBD zones were intended to provide a hierarchy of density and heights to form a core where the buildings were tallest in the center and tapered downward to the surrounding lower scale neighborhoods.

The 1990 Plan recommended a Retail Preservation Overlay Zone for a portion of the CBD (35 acres) to prohibit optional method, large scale redevelopment that might have a negative impact on the smaller businesses. The Overlay Zone applies to CBD-1, CBD-2, and CBD-3 zoned properties which are effectively limited to 1.0, 2.0 and 3.0 FAR. There are 23 acres of CBD-zoned land that are not subject to the Overlay Zone, including many of the prime office locations closest to Metro. The Overlay Zone, as originally approved, permitted only standard method development and required site plan approval for any new buildings and additions regardless of size.

In 2006, the Overlay Zone was amended to eliminate the requirement for assemblage of a minimum 18,000 square feet under the CBD optional method, and allowed optional method development with some limits, among other changes.

In 2009, a limited amendment expanded the CBD boundaries, rezoned properties on the east side of Georgia Avenue north of Blueridge to CBD-0.5 and CBD-1, and removed the Overlay Zone from the northern frontage of the Avalon Bay block. These properties were not within the Overlay Zone.

Since adoption of the 1990 Plan, a nominal amount of commercial space has been approved (21,000 square feet) in the Wheaton Retail Preservation Overlay Zone. Standard method was approved in all five of these CBD projects. Since the Overlay Zone was amended, no plans have been approved using optional method within the Overlay Zone. In 2010, the first optional method project was approved in Wheaton. However this project, on the existing Safeway site, is outside the Overlay Zone. The 627,000 gross square foot mixed-use project was approved for 500 dwelling units and 59,000 square feet of retail space.

The CBD zones require a minimum land area of 18,000 square feet (except in the Wheaton Overlay Zone) and a lengthy approval process for optional method development (Project Plan and Site Plan review). Optional method development is costly and time-consuming for a small property owner. For a developer to be interested in assembling properties there has to be enough market potential to justify the risk.

That other locations in the region have benefited from a growing economy while Wheaton has remained stagnant is a result of regional and local economic forces, including:

- a weak office market
- the Overlay Zone's structure
- property ownership patterns
- cost and length of development process.

A sector plan can't make development happen, but it can provide new tools that make the development process less challenging. The recently approved CR Zones provide many of the same controls and public benefits as the CBD Zones and include the option of small business protection similar to that in the Overlay Zone. The CR zones do not require assemblage and can enable revitalization of small properties and businesses.

The CR zones can also customize height and density requirements and can provide the "tenting" effect essential to containing the extent of a downtown. The CR Zones do not require a lengthy approval process, but do require Site Plan approval for projects greater than 10,000 square feet, which ensures that development conforms to plan recommendations.

This Plan recommends that the Overlay Zone be removed and that CR Zones replace all the CBD Zones and other commercial zones. Where existing residential development has been built under the CBD zoning, the proposed CR Zones will approximate the existing zoning and allow an appropriate amount of mixed-use redevelopment.

Wheaton has both a regional and local function. In the long term, Wheaton can become more of a job center than it is today. Its existing infrastructure can support substantially more development. The heights and densities recommended in this Plan could create a downtown, which is a valid premise for the community and for Wheaton's role in the County's economy.



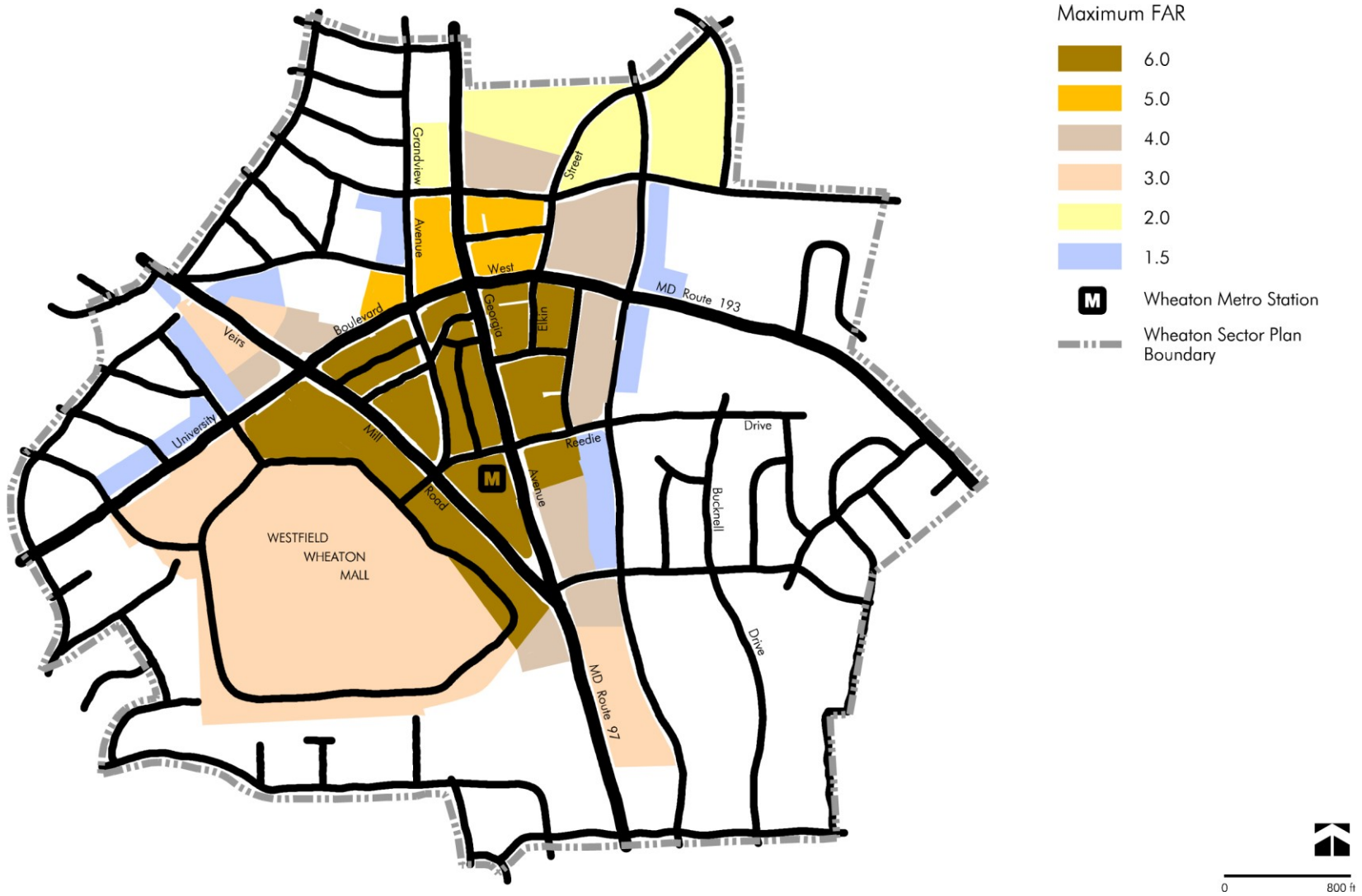
Map 12 Proposed Land Use Concept



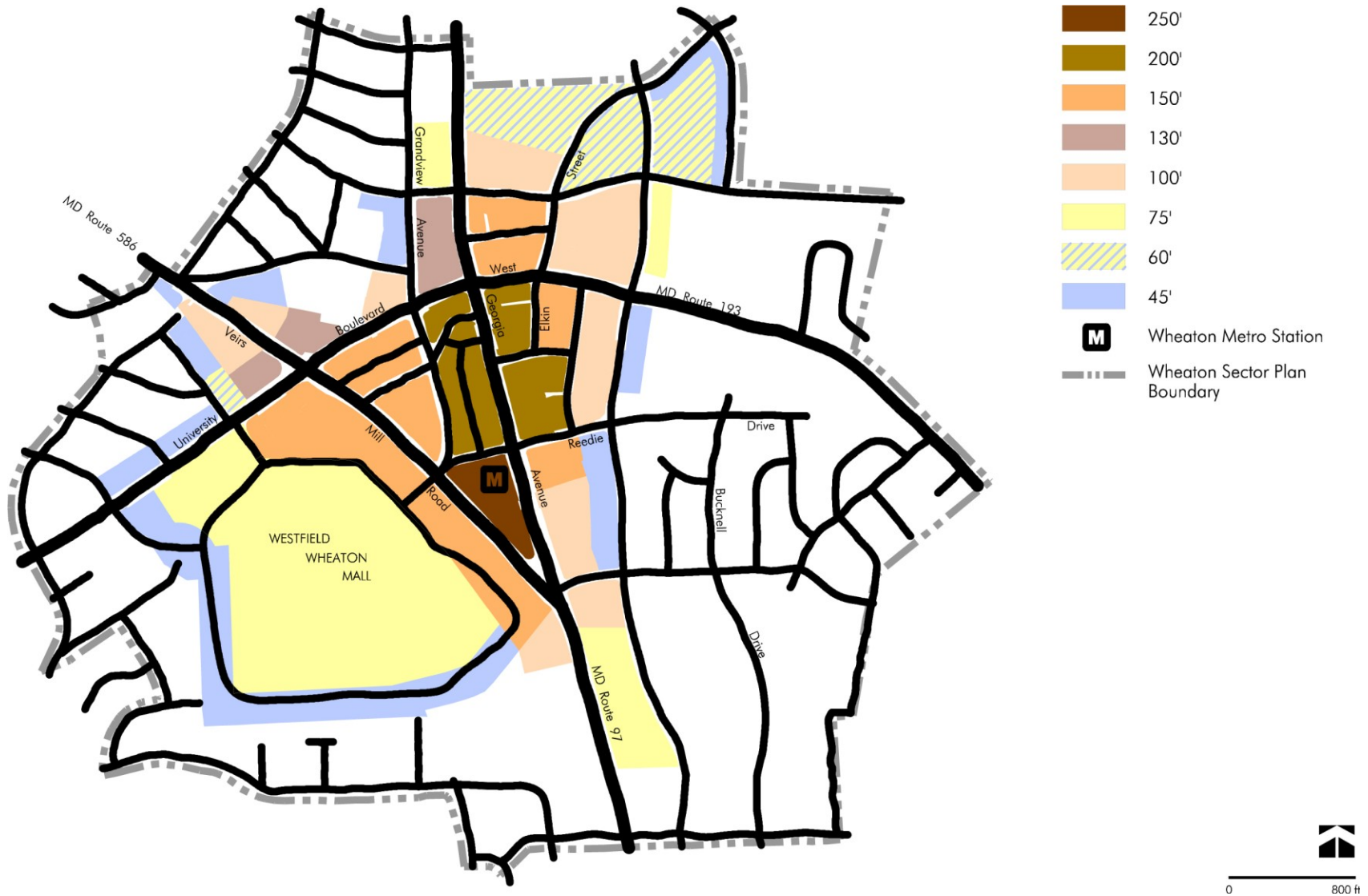
- Commercial Mixed-Use
 - Office
 - Retail
 - Culture
 - Government
 - Residential
- Residential Mixed-Use w/ Neighborhood Serving
 - Retail
 - Services
- Regional Shopping
- Surrounding Residential Neighborhood
- M Wheaton Metro Station
- Major Boulevards



Map 13 Proposed Density/Maximum FAR



Map 14 Proposed Maximum Building Heights



DENSITY AND BUILDING HEIGHT

The density and height of buildings shape the built environment and define the skyline. The Plan places the greatest densities and building heights at and near the Metro station in the core of downtown, along Georgia Avenue and Veirs Mill Road. The tallest development is recommended on the WMATA triangle site at the convergence of Veirs Mill Road and Georgia Avenue to encourage the development of an iconic building at the southern gateway to Wheaton. Taller buildings are also allowed at the two other important nodes in Wheaton: the intersection of University Boulevard and Georgia Avenue, and University Boulevard and Veirs Mill Road, which serve as the northeast and northwest gateways to the downtown.

The heights and densities decrease closer to the single-family residential communities surrounding Wheaton's commercial areas.

Density is measured as Floor Area Ratio (FAR). The greater the FAR, the more development is possible.

But density doesn't always create taller buildings. A shorter, wider building may have more FAR than a taller, narrower building.



Map 15 Districts



THE DISTRICTS

The Plan area 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 by adding offices and a new residential component. The three other districts, Price, Blueridge, and Kensington View/Wheaton Hills have existing residential neighborhoods with potential to add residential units and small-scale, non-residential uses. The rest of the Plan area is composed of stable residential neighborhoods where few properties are available for infill development and where mixed-uses are not appropriate.

THE CORE DISTRICT

The Core is the 40-acre triangle bounded by Georgia Avenue, Veirs Mill Road, and University Boulevard. The area is a hub in the regional transit system and includes the Metro station. There are five blocks in the district. Blocks A, B, and the eastern part of D are primarily small business operations. Blocks C, E, and remainder of D have the most potential to provide the mixed-uses envisioned in this Plan.

A landmark building should be located at the confluence of Veirs Mill Road and Georgia Avenue where the topography is the lowest in the Core District. Additional height above 200 feet is recommended for building in this area to compensate for the low elevation point. Signature buildings should be located at Georgia Avenue's intersections with University

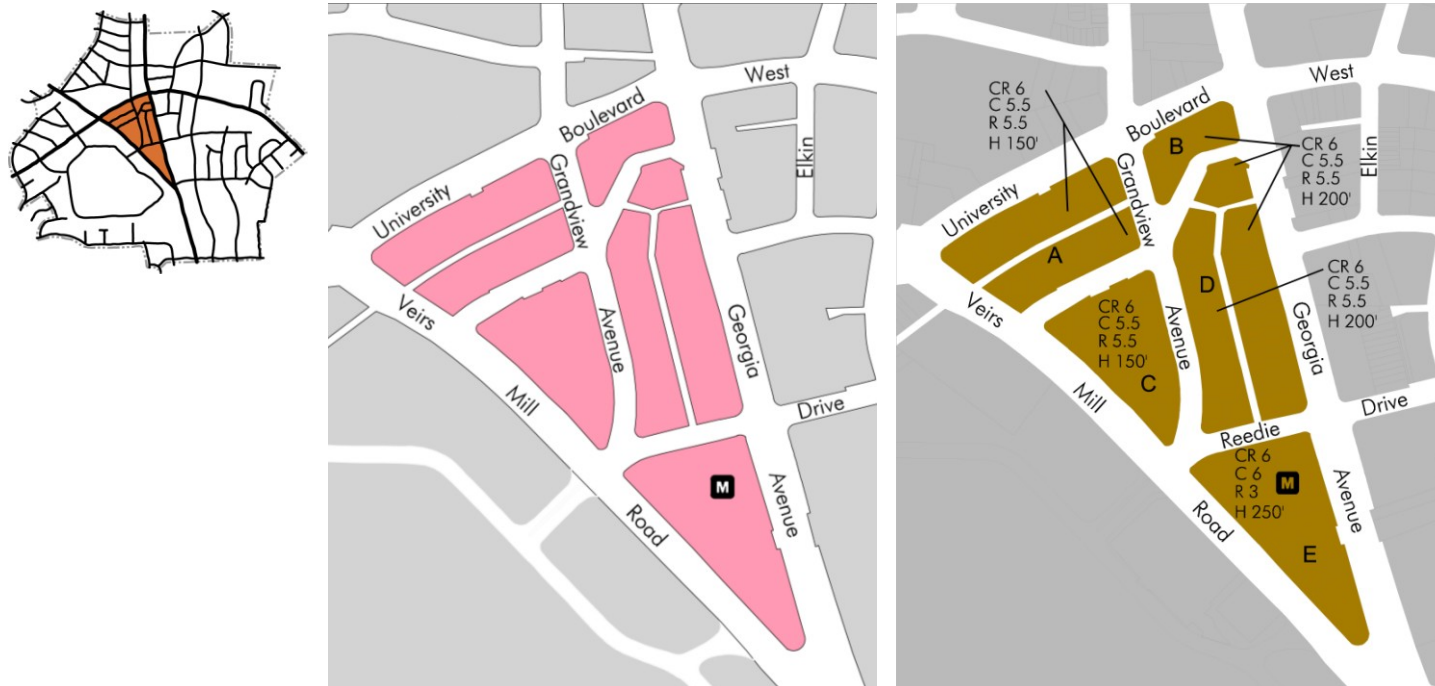
Figure 1 The Core District—Existing and Proposed Zoning

Boulevard and Veirs Mill Road. The Core should have the tallest buildings in the Plan area intermixed with existing low-scale structures. Small retail establishments should be included on the ground floor of new buildings to encourage street level activity.

Blocks A, B, and the eastern part of D

Blocks A, B, and the eastern part of Block D contain small businesses. Because of the small parcel size and diverse ownership these parcels are unlikely to assemble.

- Rezone Block A from CBD-2 to CR 6: C 5.5, R 5.5, H 150.
- Rezone Blocks B and eastern half of D from CBD-2 to CR 6.0: C 5.5, R 5.5, H 200. The C (commercial) FAR is set at the maximum because this is the prime site for office development. This will encourage redevelopment whether or not property owners are interested in assembling their properties.



- M** Wheaton Metro Station
- CBD-2

Blocks C, E, and the western part of D

These blocks have some of the largest and most important parcels for redevelopment in Wheaton located on and near the Metro station. Block C is mostly under single ownership. Block E is owned by WMATA. The western part of D is owned by the County and used for surface parking. The County's surface parking lot and WMATA property are currently being offered for a public/private partnership.

- Rezone Block C from CBD-2 to CR 6: C 5.5, R 5.5, H 150.
- Rezone the western part of Block D from CBD-2 to CR 6: C 5.5, R 5.5, H 200.
- Rezone Block E from CBD-2 to CR 6: C 6.0, R 3.0, H 250. Maximum commercial FAR at this site will allow a landmark building at the confluence of Veirs Mill Road and Georgia Avenue.

PRICE DISTRICT

The Price District contains housing, neighborhood restaurants, and entertainment venues clustered around a surface parking lot with the potential for a public use space through public/private redevelopment. There will be dense housing and some office along Georgia Avenue. Redevelopment with expanded neighborhood-serving businesses will serve those who live in the new mid- and high-rise housing and in the surrounding neighborhoods. The district will be anchored by a major grocery store at a Metro station entrance. Pedestrian connections will link the Price District to the rest of the Plan area. The interior of the block will likely remain low-scale development.

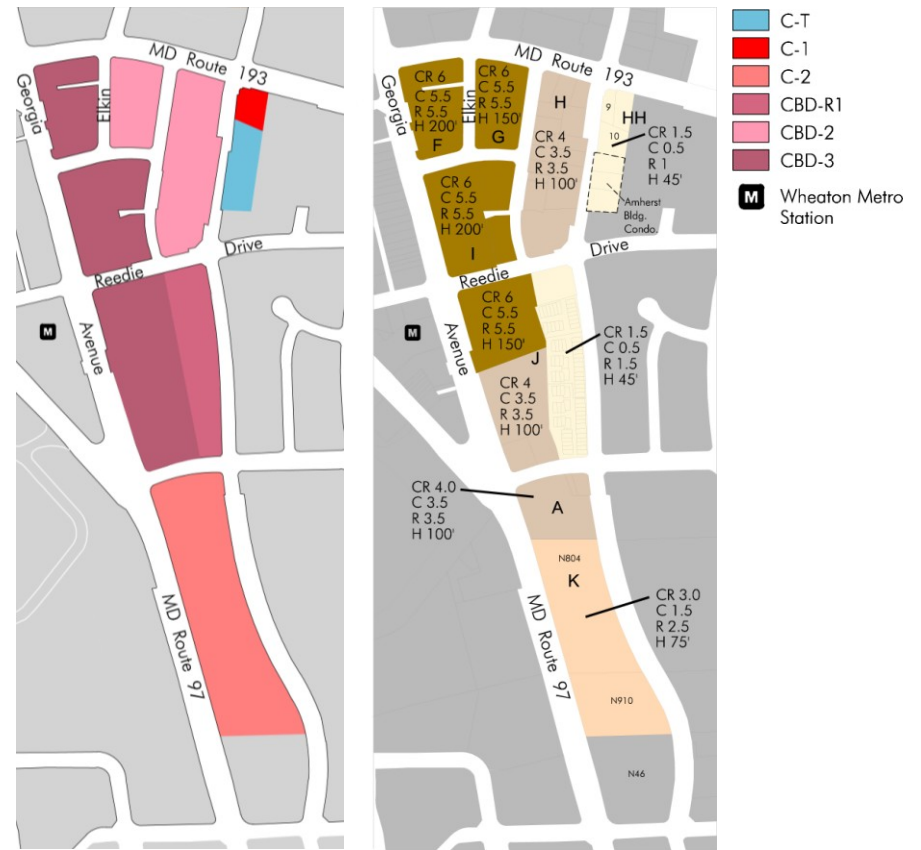


Blocks F and I

Blocks F and I contain a variety of small businesses including a laundromat, car wash, restaurants, bakery, and Parking Lot 17. Wheaton’s first optional method project, for a planned grocery store and 500 apartment units, is located on Block I adjacent to a Metro entrance. It is unlikely that the entire block will assemble because of the ownership pattern and small parcel sizes.

Rezone Blocks F and I from CBD-3 to CR 6: C 5.5, R 5.5, H 200. The height and density of new development will reinforce the importance of Georgia Avenue as the main boulevard in Wheaton and allow taller signature buildings at the important node of the intersection of Georgia Avenue and University Boulevard, which serves as the northeast gateway to the downtown.

Figure 2 Price District—Existing and Proposed Zoning



Block G

This area contains small businesses, mostly 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 G from CBD-2 to CR 6: C 5.5, R 5.5, H 150 to encourage re-investment in mixed-use development whether or not assemblage occurs.

Block H

Block H contains restaurants, small offices, Veterans Park, and a County parking garage; assemblage of the entire block is unlikely. However, the parking garage and Veterans Park are included in the County’s RFQ and could be assembled. The park and memorial would need to be replaced if relocated.

- Rezone Block H from CBD-2 to CR 4: C 3.5, R 3.5, H 100 to encourage reinvestment on small scale parcels and on publicly owned land.

Block HH

Block HH has office, residential, and retail uses. The existing zoning is C-T and C-1.

- Rezone the entire Block HH to CR 1.5: C 0.5, R 1.5, H 45 to encourage re-investment in mixed-use development whether or not assemblage occurs.

Block J

The housing (75 townhouses and 250 apartments) on Block J was developed at less than the maximum density. One parcel remains as office use. Higher densities are more appropriate closer to the Metro station and heights should transition along Georgia Avenue from 150 feet to 45 feet at the residential edge along Amherst Avenue.

- The apartments along Reddie Drive are split zoned. Rezone CBD-3 to CR 6: C-5.5, R 5.5, H 150.
- Rezone the townhouses from CBD-R1 to CR 1.5: C 0.5, R 1.5, H 45.
- Rezone the offices and apartments to the south from CBD-3 to CR 4: C 3.5, R 3.5, H 100.

Block K

Block K contains a car dealership, big box retail, self storage units, and multifamily housing units. 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.
- Rezone Lot A from C-2 to CR 4: C 3.5, R 3.5, H 100.
- Rezone Parcels N804 and N910 from C-2 to CR 3: C 1.5, R 2.5, H 75 to encourage residential development in the future.

BLUERIDGE DISTRICT

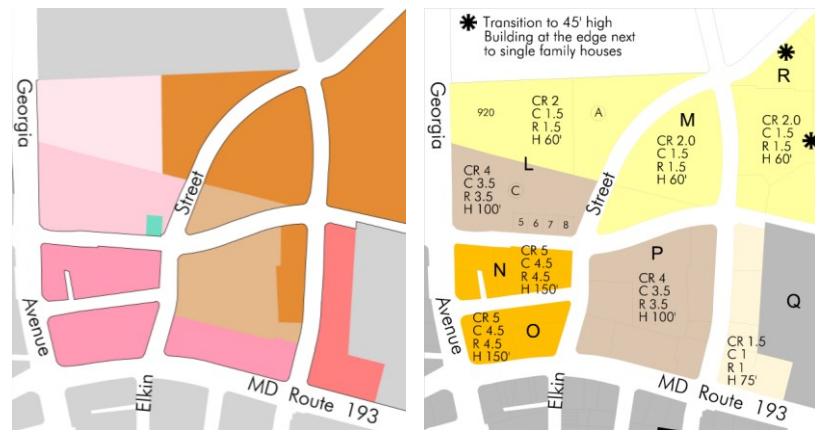
The Blueridge District is the northern gateway to downtown Wheaton and is within walking distance of the Core, Wheaton Regional Park, and nearby neighborhoods. It is evolving into a residential neighborhood with small neighborhood-serving retail on the ground floor and some office uses. Future development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



Block L

Block L contains a surface parking lot and commercial buildings. Parcel 920, owned by WMATA is undeveloped. The garden apartments on Parcel A are owned by the Montgomery Housing Partnership. Parcels C, 5, 6, and 7 are owned by Avalon Bay and proposed for redevelopment with apartments and a supermarket. Parcel 8 has a small office building. Parcel 920 was recently rezoned to CBD-0.5. Parcels C, 5, 6, 7, and 8 were recently rezoned to CBD-1 in SMA G-845 in accordance with the December 9, 2008 *Limited Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity*. Parcel A was not included in that amendment. Rezone the parcels on this block to encourage mixed-use development.

Figure 3 Blueridge District—Existing and Proposed Zoning



- Rezone Parcel 920 from CBD-0.5 and C-2 to CR 2: C 1.5, R 1.5, H 60 to encourage mixed-use residential development to correspond to the heights in the Limited Amendment.
- Rezone Parcel A from R-20 to match Parcel 920 to CR 2: C 1.5, R 1.5, H 60 to encourage mixed-use residential development.
- Rezoned Parcels C, 5, 6, and 7 from CBD-1 to CR 4: C 3.5, R 3.5, H 100.
- Rezone Parcel 8 from C-O to CR 4: C 3.5, R 3.5, H 100.

Block M

Block M contains garden apartments. Block M is zoned R-20 to the north and R-30 to the south.

- Rezone the entire block from R-20 to CR 2: C 1.5, R 1.5, H 60 to encourage mixed-use residential development in the future.

Blocks N and O

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

- Rezone Blocks N and O from CBD-2 to CR 5: C 4.5, R 4.5, H 150 to encourage a large mixed-use development.

Block P

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

- Rezone the entire block to CR 4: C 3.5, R 3.5, H 100 to encourage mixed-use residential development.

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 to CR 1.5: C 1.0, R 1.0, H 75 to encourage mixed-use development.
- Confirm the R-90 zoning on the WTOP site.

Block R

Block R contains garden apartments. Redevelopment should transition to 45 feet at the edge next to the single-family houses.

- Rezone the property from R-20 to CR 2: C 1.5, R 1.5, H 60 to encourage mixed-use residential development in the future.

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.

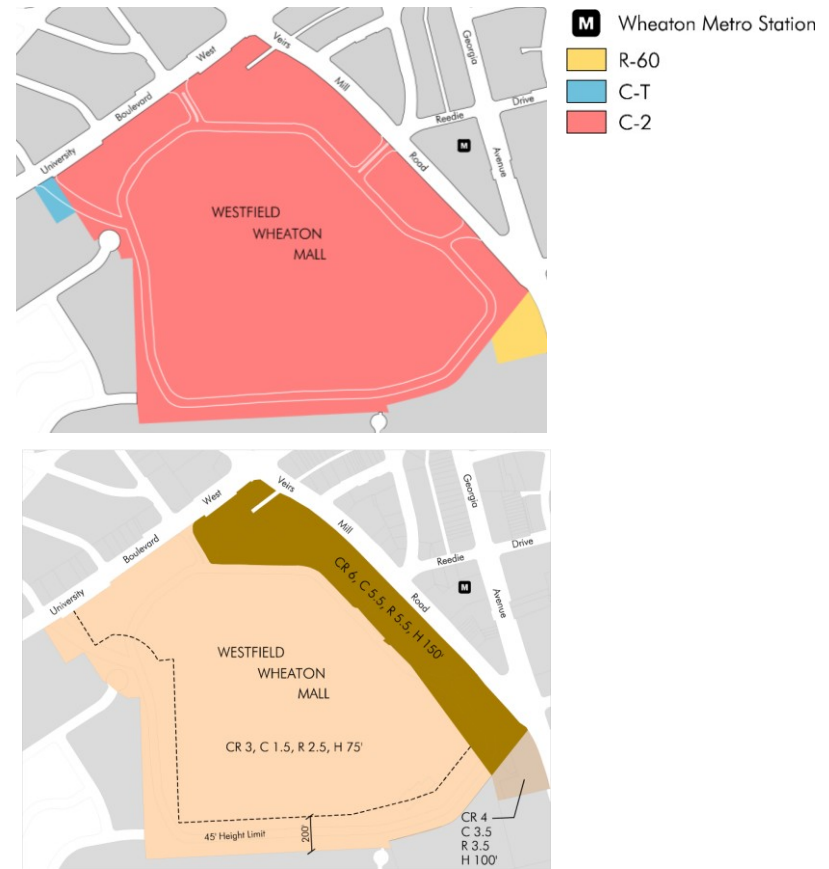


The owners currently have no plans to develop this C-2 zoned property for uses other than retail. However, the frontage along Veirs Mill Road, closest to the Metro station, is an appropriate location for high-rise office, residential, or hotel uses. The C-2 zoning does not require site plan review, except under certain conditions, and has a maximum 1.5 FAR. The Mall is currently built to a 0.4 FAR (excluding the office buildings along Veirs Mill Road and University Boulevard).

This district should include residential development, which is not possible in the C-2 Zone except at a very low density. CR zoning would allow a mix of uses and requires site plan review. A new transit-oriented Westfield community of mid-rise office, low-scale housing, and neighborhood serving retail should be integrated into the southern and western portions of Westfield's property to be compatible with proximate uses and public use space should provide recreation facilities.

- Rezone a portion of the property (to be determined during plan worksessions) along Veirs Mill Road and bounded to the west by the Mall Ring Road to CR 6: C 5.5, R 5.5, H 150. This zoning encourages mixed-use residential and office development at the same density and height as the Core. Increasing height and density in this location will encourage office and residential development and allow the Mall to be integrated into the downtown.
- Rezone the remainder of the site to CR 3: C 1.5, R 2.5, H 75. Building heights of 45 feet should be located along the southern portion of the ring road adjacent to the residential neighborhood for a depth of 200 feet. Building heights along University Boulevard should be reduced to provide compatibility with surrounding residential development.

Figure 4 Westfield District—Existing and Proposed Zoning



- Rezone the First Baptist Church of Wheaton from R-60 to CR 4: C 3.5, R 3.5, H 100 to encourage mixed-use development.

KENSINGTON VIEW/WHEATON HILLS DISTRICT

This district of single-family neighborhoods is edged with low and moderately scaled residential units with some professional offices and neighborhood-serving retail along University Boulevard. The district will continue to be primarily residential with office and retail located nearest the intersections of the boulevards. The Plan envisions two new low to moderately scaled mixed-use developments along Veirs Mill Road, flanking the western entrance to the CBD. Pedestrian connections will link these areas to the Core and to existing neighborhoods.

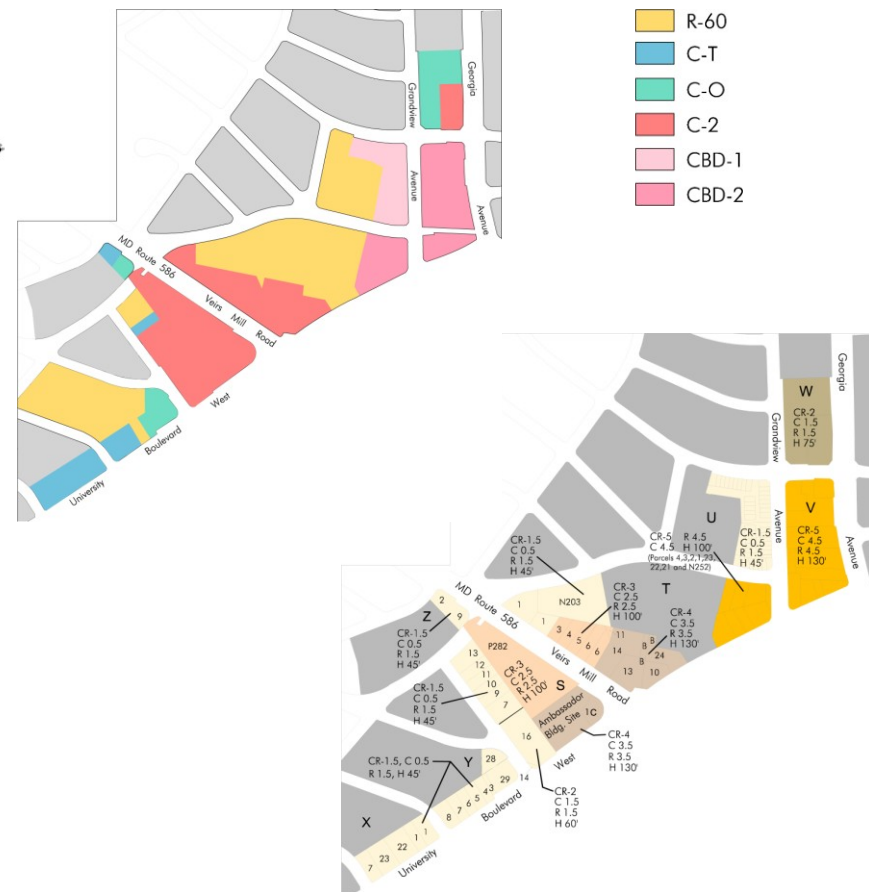


Block S

Block S contains a car dealership, retail, and residential uses. The Plan recommends re-zoning the property to create higher and denser development (office or residential use) on the block at the corner of Veirs Mill Road and University Boulevard. Lots 12 and 13 are zoned R-60, lot 11 is zoned C-T and the rest of the block is zoned C-2.

- Rezone the Ambassador Building site and lot 1C to CR 4: C 3.5, R 3.5, H 130. This maximum height will allow a landmark structure at the intersection.
- Rezone lots 7 through 13 to CR 1.5: C 0.5, R 1.5, H 45 for residential development as a transition to the single-family residential neighborhood to the west of the property. No commercial uses should be developed on these properties.
- Rezone lots 14 and 16 from C-2, to CR 2: C 1.5, R 1.5, H 60.
- Rezone lot P282 from C-2 to CR 3: C 2.5, R 2.5, H 100 to encourage mixed-use residential development.

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



Block T

Block T contains WSSC water tanks, surface parking, office, and retail uses.

- Rezone lots labeled 1 from C-2 to CR 1.5: C 0.5, R 1.5, H 45 as a transition to the single-family residential neighborhood to the north of the properties.

- Rezone lot N203 from R-60 to CR 1.5: C 0.5, R 1.5, H 45.
- Rezone lots 3, 4, 5, and 6 from C-2 and lot 11 from R-60 to CR 3: C 2.5, R 2.5, H 100 to encourage assemblage for a mixed-use residential development.
- Rezone lots 10, 14, 13, 24, and outlots labeled B from C-2 to CR 4: C 3.5, R 3.5, H 130 to encourage assemblage for a mixed-use development, either office or residential, with retail on the street floor.
- Rezone lots 4, 3, 2, 1, 23, 22, 21, and N252 from CBD-2 to CR 5: C 4.5, R 4.5, H 100 to encourage assemblage for mixed-use residential or mixed-use office development.

Block U

Block U contains WSSC water tanks and residential Grandview townhomes development. The townhouses are located on CBD-1 zoned land.

- Rezone the CBD 1 zoned properties in Block U to CR 1.5: C 0.5, R 1.5, H 45 to reflect the current residential use.

Block V

Block V contains retail and restaurant uses and a County fire and rescue station scheduled for relocation to the southeast corner of Georgia Avenue and Arcola Avenue.

- Rezone the block from the CBD 2 to CR 5: C 4.5, R 4.5, H 130.

Block W

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 is on the C-2 lot.

- Confirm the R-60 zoning.
- Rezone the C-O and C-2 parcels to CR 2: C 1.5, R 1.5, H 75 to encourage mixed-use development.

Blocks X, Y, and Z

These blocks contain mostly single-family houses. Through special exceptions, many of the houses along University Boulevard contain commercial uses. Three of the houses, next to Valley View Avenue, are vacant. The lots are small and near houses in the adjacent single-family neighborhood. Residential, townhouse-scale development would be the most appropriate. Commercial development should be limited to small professional offices with minimal parking.

- Rezone lots 7, 23, 22, and lots labeled 1 on Block X and lots 6, 7, and 8 on Block Y from C-T to CR 1.5: C 0.5, R 1.5, H 45.
- Rezone lot 5 on Block Y from R-60 to CR 1.5: C 0.5, R 1.5, H 45.
- Rezone lots 29 and 28 and 3 and 4 on Block Y from C-O to CR 1.5: C 0.5, R 1.5, H 45.
- Rezone lots 2 and 9 on Block Z from C-O and C-T to CR 1.5: C 0.5, R 1.5, H 45.

EXISTING NEIGHBORHOODS SURROUNDING THE DISTRICTS

Wheaton has a substantial and varied residential base outside of its commercial areas, including townhouses and garden apartments. Most of the single-family neighborhoods are 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, and most of the properties have developed accordingly, with the exception of the Stephen Knolls School Site. Redevelopment in these neighborhoods should blend with existing conditions and should not introduce mixed-use zoning.

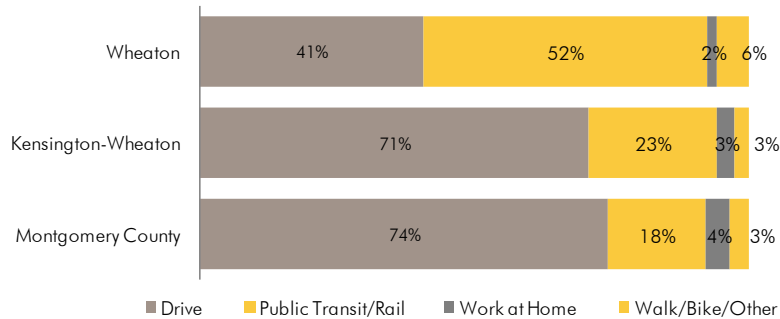
- Confirm existing R-60, RT, R-20, and PD zoning.
- Single-family houses north of Blueridge Avenue on the west side of Georgia Avenue are suitable for professional offices by special exception, but driveways and parking should not be enlarged and the structures should retain a residential character.

Mobility

Wheaton’s strong transportation network will continue to serve it well through this Plan’s horizon. The present day urban street system is a modified grid crossed by three major State highways: Georgia Avenue (MD 97), University Boulevard (MD 193), and Veirs Mill Road (MD 586).

Each of these major highways has a substantial multimodal function connecting Wheaton to other activity centers in the County and the region. The Metrorail Red Line runs along the Georgia Avenue corridor providing heavy rail service south to Silver Spring and the District of Columbia. The Veirs Mill Road and University Boulevard corridors form one of the County’s most heavily used east-west transit routes between Rockville and Takoma/Langley Crossroads and University of Maryland – College Park (UMCP).

This Plan will use the significant transportation infrastructure investment already existing in Wheaton with slight modifications designed to improve local connectivity and the pedestrian environment.



Source: M-NCPPC 2008 Census Update Survey

Work Trip by Mode

Within Wheaton, the three major highways should be treated as urban boulevards that will serve as lively arteries for the Plan area. The balance

of Wheaton’s street network will comprise Business Streets and Primary Residential Streets as designated in Table 4, supported by local streets and alleys. Bicycles will be accommodated on all streets with a network of on-road lanes and routes that connect adjacent neighborhoods to transit and the CBD, and with off-road shared use paths that connect to the Rock Creek and Sligo Creek stream valley park trail systems.

The street and pedestrian/bike networks will need to be modified to provide a mobility level that will both support and complement planned development. These improvements will increase connections within and between the Plan area and adjacent neighborhoods.

APPROACH AND NETWORK INTEGRITY

The Plan recommends increasing connectivity for all users of the road and pedestrian/bike network. By carefully layering networks of auto, transit, bike, and pedestrian facilities mobility and access will be improved in the CBD where design, environmental, and community objectives require a multifaceted approach to placemaking.

In Wheaton, land use and transportation infrastructure is forecasted to be in balance as measured by the Growth Policy’s Policy Area Mobility Review (PAMR) test. PAMR forecasts the Relative Arterial Mobility (RAM) in the Kensington/Wheaton Policy Area to be 0.42, if the zoning allowed under the current Plan is fully built out. This RAM measure is above the minimum 0.40 standard for the Kensington/Wheaton Policy Area.

Transportation planners use the term Non-Auto Driver Mode Share (NADMS) to describe the percent of work trips that are taken via transit (bus or rail), walking, biking, or carpooling during the peak travel period of a typical weekday.

High NADMS figures indicate numerous transit options and good accommodations for pedestrians and/or cyclists.

Urban areas typically have a high NADMS while rural areas often have a low NADMS. The Plan’s goal for Wheaton is 30 percent and is based on a range of NADMS figures from urban Silver Spring (50 percent) to more suburban Germantown (25 percent).

The Plan's recommended zoning would result in less density in the Wheaton area than the full build out of the current Plan. Therefore, the proposed land use and transportation infrastructure would be in balance under the Plan's recommended zoning. Forecasted Local Area Transportation Review (LATR) standards can also be achieved within the Plan's horizon.

Several of the Plan area's characteristics contribute to achieving Growth Policy standards.

- Wheaton is served by a robust transit system including one of Montgomery County's Metrorail stations and several bus lines. Bus Rapid Transit is expected to be established within the Plan's horizon.
- A large portion of the planned growth in Wheaton will likely be residential. Wheaton is expected to expand its current office and commercial base. Although it is one of the CBDs, it is not envisioned to be a major new office hub. Residential development typically has lower trip generation rates than other types of development.
- Strong transportation demand management systems are already in place in Wheaton.

THE STREET NETWORK

- Redesign Georgia Avenue, University Boulevard, and Veirs Mill Road as urban boulevards with enhanced medians and crosswalks, street trees, and street-oriented retail where appropriate.
- Designate Georgia Avenue, Veirs Mill Road, and University Boulevard west of Amherst Avenue as a 120-foot right-of-way with six lanes. Parking should be accommodated in the off-peak hours in wide outside lanes where feasible. Bus Rapid Transit would operate on Veirs Mill Road via wide outside lanes reserved for buses, bicycles, and right turning vehicles.
- Designate University Boulevard east of Amherst Avenue as a 150-foot right-of-way to accommodate the master planned dual bikeway (DB-5).
- Provide on-street parking on as many streets as possible to serve adjacent land uses, separate pedestrians from traffic, and contribute to slower target speeds.

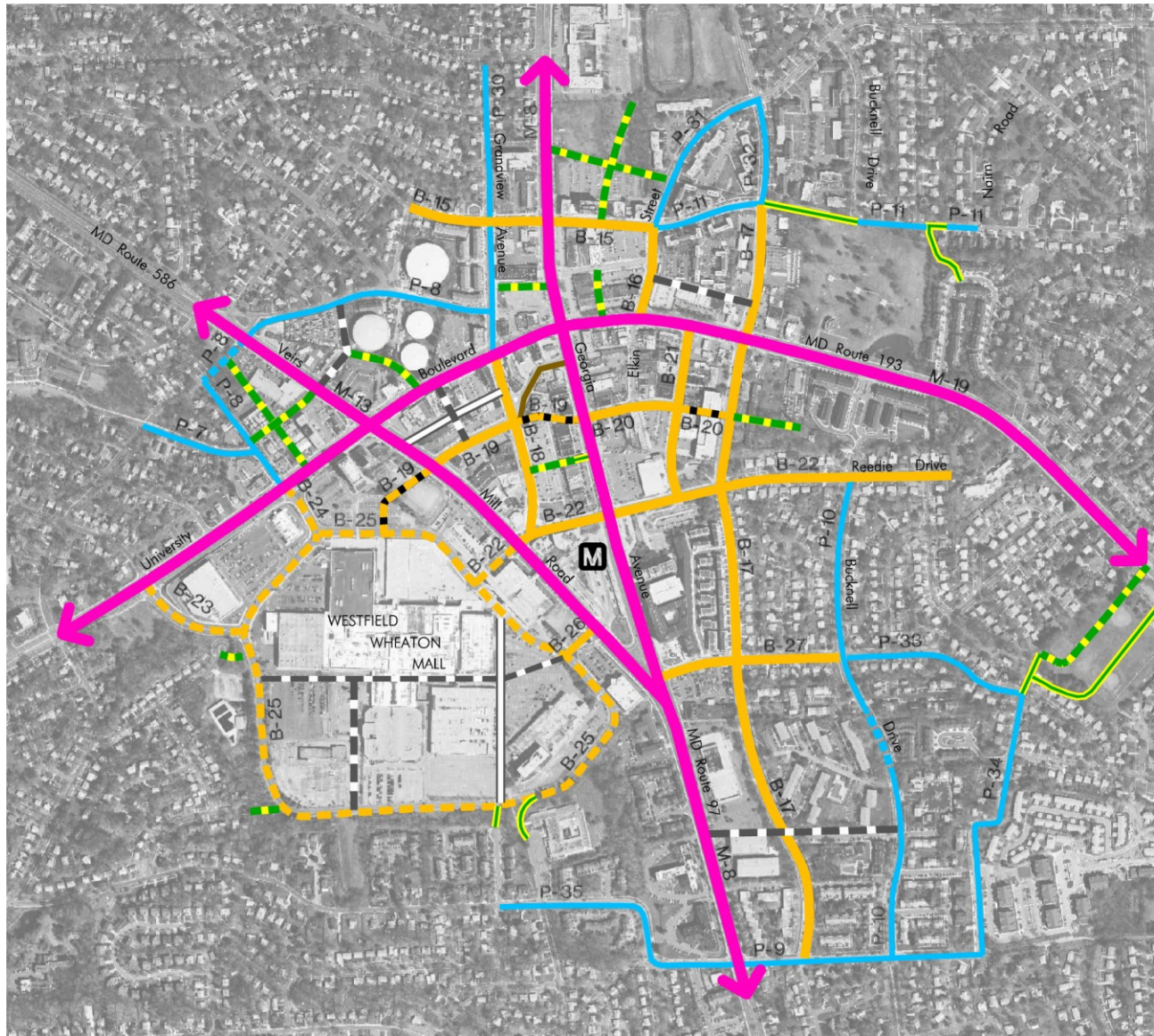
- Reduce target speeds to 30 miles per hour on the major highways and 25 miles per hour for all other Plan roadways.
- Consider roundabouts to control traffic and serve as entry features on residential streets such as along Amherst Avenue at Prichard Road and Blueridge Avenue.
- Complete missing links in the existing grid of Business and Primary Residential Streets.
- Implement local street connections consistent with the subdivision regulations and urban design guidelines with specific alignment to be determined during the development review process. These streets could be either public or private and include service access and local vehicular circulation.

PEDESTRIAN CIRCULATION

The Plan area benefits from quiet residential streets abutting business streets and larger State highways. Providing improved pedestrian connections within and between the varying land uses aids overall mobility and access while also helping to reinforce the human scale of Wheaton.

- Provide through-block pedestrian connections where feasible.
- Certain local streets in the CBD are identified for improved connectivity and access but also for place-making potential. These streets would include features that communicate slower vehicle speeds including special paving, plantings, and flush curbs with bollards. Innovative stormwater management features should also be included in their design. The width of adjacent sidewalks should accommodate outdoor dining and retail activity. Their design should allow these streets to be closed to vehicular traffic on the weekends and holidays to accommodate open air markets, outdoor dining, and/or event space for special occasions or festivals without significantly affecting circulation and traffic flow in the immediate area. These streets include:
 - Hickerson Drive between Georgia Avenue and Elkin Street
 - Elkin Street between Price Avenue and University Boulevard.
- The disconnected street segments that serve as bicycle and pedestrian links should be enhanced to minimum eight-foot pavement widths and clearly marked.

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.



0 800 ft

Table 2 Wheaton Roadways

Master Planned Streets	From	To	Road Number	Design Standard	Lanes	Right-of-Way
Major Highways						
Georgia Avenue (MD 97)	Windham Ln.	Dawson Ave.	M-8	Mod. 2008.01	6, Divided	120
University Boulevard (MD 193)	Hillsdale/Drumm	Amherst Ave.	M-19	Mod. 2008.01	6, Divided	120
	Amherst Ave.	E. Sector Plan Boundary	M-19	Mod. 2008.02	6, Divided	150
Veirs Mill Road (MD 586)	College View Dr.	Georgia Avenue	M-13	Mod. 2008.01	6, Divided	120
Business Streets						
Amherst Avenue	Windham Ln.	Blueridge Ave.	B-17	2004.22/2005.02	2	80
Blueridge Avenue	Wheaton Hills Dr.	Elkin St.	B-15	2005.02	2	70
Elkin Street	University Blvd.	Blueridge Ave.	B-16	2005.02	2	70
Ennalls Avenue	Wheaton Plaza Ring Rd.	Georgia Ave.	B-19	2005.02	2	70
Grandview Avenue	Reedie Dr.	University Blvd.	B-18	2005.02	2	70
Fern Street	Reedie Dr.	University Blvd.	B-21	2005.02	2	70
Price Avenue	Georgia Ave.	Amherst Ave.	B-20	2005.02	2	70
Prichard Road	Georgia Ave.	Bucknell Dr.	B-27	2005.02	2	70
Reedie Drive	Veirs Mill Rd.	Georgia Ave.	B-22	2005.02	2	70
	Georgia Ave.	Amherst Ave.	B-22	Mod. 2004.23	3	70
	Amherst Ave.	Dodson Ln.	B-22	2005.02	2	70
	Wheaton Plaza Ring Rd.	Veirs Mill Rd.	B-22	2005.02	2	70
Wheaton Plaza Ring Road	Valley View Avenue Entrance	Valley View Avenue Entrance	B-25	2005.02	2	70
Valley View Mall Entrance	University Blvd.	Wheaton Plaza Ring Rd.	B-23	2005.02	2	70
East Avenue Mall Entrance	University Blvd.	Wheaton Plaza Ring Rd.	B-24	2005.02	2	70
Southeast Mall Entrance	Wheaton Plaza Ring Rd.	Veirs Mill Rd.	B-26	2005.02	2	70

Table 2 Wheaton Roadways, continued

Master Planned Streets	From	To	Road Number	Design Standard	Lanes	Right-of-Way
Southeast Mall Entrance	Wheaton Plaza Ring Rd.	Veirs Mill Rd.	B-26	2005.02	2	70
Residential Primary Streets						
Amherst Avenue	Blueridge Ave.	Elkin St.	P-32	2003.09	2	84
Blueridge Avenue	Elkins St.	Nairn Farmhouse Ct.	P-11	2003.12	2	70
Bucknell Drive	Windham Ln.	Prichard Rd.	P-10	2003.12	2	70
	Prichard Rd.	Reedie Dr.	P-10	Mod. 2003.09	2	84
Douglas Avenue	Torrance Dr.	Windham Ln.	P-35	Mod. 2003.12	2	60
East Avenue	Kensington Blvd.	University Blvd.	P-8	2003.12	2	70
Elkin Street	Blueridge Ave.	Amherst Ave.	P-31	2003.12	2	70
Grandview Avenue	University Blvd.	Dawson Ave.	P-30	2003.12	2	70
Horde Street	Windham Ln.	Prichard Rd.	P-34	2002.02	2	60
Kensington Boulevard	East Ave.	Grandview Ave.	P-8	2003.12	2	70
Prichard Road	Bucknell Dr.	Horde St.	P-33	2003.12	2	70
Upton Drive	Hillsdale Dr.	East Ave.	P-7	2003.12	2	70
Windham Lane	Georgia Ave.	Horde St.	P-9	2003.12	2	70

Note:

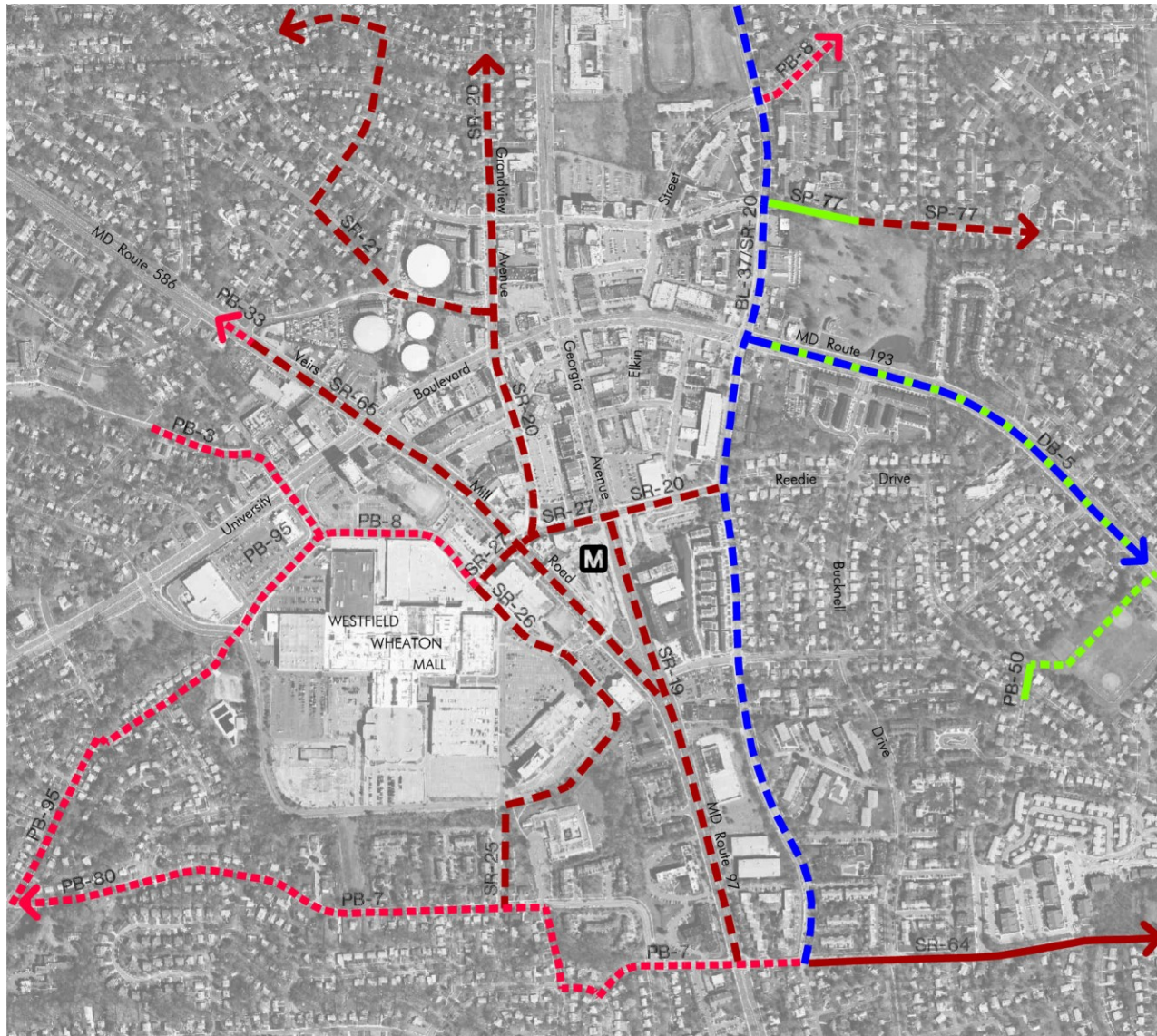
Target speeds would be reduced to 30 miles per hour on the major highways and 25 miles per hour for all other Plan roadways .
The outside lanes of Veirs Mill Road are recommended for use as bus only lanes in the north of Reedie Drive.

BIKEWAY NETWORK

- Improve connectivity from the Plan area to Wheaton Regional Park, Rock Creek Park, and Sligo Creek Stream Valley Park and Trail including enhanced signage on streets that lead to trail connectors as well as on the trails themselves. Key connections include:
 - Windham Lane from Amherst Avenue to Sligo Creek Trail
 - Blueridge Drive from Amherst Avenue to Sligo Creek Trail and Wheaton Regional Park

- Upton and East Avenues to park facilities in eastern Wheaton.
- Designate the Plan area as a Bicycle and Pedestrian Priority Area. This State designation will facilitate the allocation of funds for bicycle and pedestrian improvements on State roads.
- To improve circulation and accommodate long-distance connections, include bicycle lanes along Amherst Avenue and the portion of University Boulevard to the east in the *Countywide Bikeways Functional Master Plan*.
- Facilitate on-road bicycle travel for short trips using slower target speeds and bicycle compatible designs per the County’s Road Code.
- Develop a bicycle station with secure bicycle parking and related amenities at the Wheaton Metro Station.

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



Table 3 Countywide and Local Bikeways

Route Number	Street	From	To	Facility Type
BL-37/SR-20	Amherst Avenue	Windham Ln.	Arcola Ave.	Bike Lanes
DB-5	University Boulevard	Amherst Ave.	Sector Plan Boundary	Dual Bikeway; Shared Use Path-Bike Lanes
PB-3	East Avenue	Upton Dr.	University Blvd.	Signed Shared Roadway
PB-3	Upton Drive	Hillsdale Dr.	East Ave.	Signed Shared Roadway
PB-7	McComas Ave./Douglas Ave.	Peregoy Dr.	Amherst Ave.	Signed Shared Roadway
PB-8	Wheaton Plaza Ring Road	University Blvd.	Reedie Dr. Entrance	Signed Shared Roadway
PB-50	Wheaton Forest Park	Horde Street	University Blvd.	Off Road Path
PB-95	Faulkner Place	Wheaton Plaza Ring Rd.	Drumm Ave.	Signed Shared Roadway
PB-95	Wheaton Plaza Ring Road	East Ave. Entrance	Faulkner Pl.	Signed Shared Roadway
SP-77	Blueridge Avenue	Amherst Ave.	Bucknell Dr.	Shared Use Path
SP-77	Blueridge Avenue	Bucknell Dr.	Sector Plan Boundary	Signed Shared Roadway
SR-19	Georgia Avenue	Windham Ln.	Reedie Dr.	Signed Shared Roadway
SR-20	Grandview Avenue	Reedie Dr.	Dawson Ave.	Signed Shared Roadway
SR-20	Reedie Drive	Georgia Ave.	Amherst Ave.	Signed Shared Roadway
SR-21	Fenimore Road	Galt Ave.	Grandview Ave.	Signed Shared Roadway
SR-21	Galt Avenue	Fenimore Rd.	Dawson Ave.	Signed Shared Roadway
SR-25	Torrance Court	Douglas Ave.	Wheaton Plaza Ring Rd.	Signed Shared Roadway
SR-26	Wheaton Plaza Ring Road	Torrance Ct.	Reedie Dr. Entrance	Signed Shared Roadway
SR-27	Reedie Drive	Wheaton Plaza Ring Rd.	Georgia Ave.	Signed Shared Roadway
SR-64	Windham Lane	Amherst Ave.	Horde St.	Signed Shared Roadway
SR-65	Veirs Mill Road	Georgia Ave.	Kensington Blvd.	Signed Shared Roadway

Map 18 Existing and Proposed Transit Service



- Ride On
- WMATA
- Bus Stops
- Metro Red Line
- M** Metro Station Entrance
- Bus Rapid Transit (Proposed)



TRANSIT

Transit is an integral component of Wheaton’s mobility system, both today and tomorrow. The Plan’s vision is built on Metrorail, future BRT, and local bus service. Wheaton’s crossroads setting requires transit service designed to accommodate trip origins, destinations, and connections among types of service. As a result, the Plan supports development and actions that raise the visibility of transit while also improving the area’s already high level of service.

- High quality (frequent, limited stop, low-floor) Bus Rapid Transit on Veirs Mill Road should be developed as part of a larger BRT network to better connect Wheaton with Rockville. Improved transit connections to Takoma/Langley Crossroads via University Boulevard are also envisioned beyond the Plan’s eastern boundary. This initiative will improve bus travel times between major activity centers to provide greater mobility for transit users and reduce the growth of trips by single-occupant automobiles.
- Provide convenient and safe intermodal connections by ensuring that bus bays, enhanced bus stop amenities, crosswalks, and other supporting facilities are well located and sufficient in number (minimum of 14 bays) both as stand-alone facilities or as part of redevelopment initiatives. This Plan does not envision new bus transfer facilities outside the existing Metrorail station, but recognizes that the County and WMATA will need to coordinate as redevelopment proposals are considered.
- Project planning should recognize the Metrorail station as the focus of Wheaton’s transportation infrastructure. Providing easy and safe multi-modal access to and from the station, and incorporating features that reinforce the station area as a transit place are an important part of the Plan vision.

TRAVEL DEMAND MANAGEMENT

- Establish a 30 percent non-auto driver mode share goal for employees in the Plan area based on the area’s transit service and connectivity opportunities.

PARKING MANAGEMENT

The Plan discourages land dedicated solely to parking. Development plans should reflect shared parking strategies—preferably using structured parking compatible in size and design with both the associated uses and the adjacent area.

Table 4 Comparison of Non-Auto Driver Mode Share Goals

Area	Commuter Survey Data	Survey Data Year	Master Plan Recommendation
Bethesda	36%	2009	37%
Germantown	NA	NA	25%
Silver Spring	48%	2008	50%
Wheaton	13%	2007	30%
White Flint	26%	2005	50%

TMD Data (Commuter Survey Data) for Wheaton is based on 34 responses.

Data for Silver Spring represents mode share for the peak hour of commuting only.

In 2008, 36% of survey respondents commuted during the peak hour.

Data reflects travel behavior for surveyed employees working in each area.

The Plan proposes leveraging the County’s ownership of properties currently used for public parking lots to attract mixed-use development that will include public parking structures. The proposed CR Zones facilitate the provision of publicly available parking and the County is investigating alternative parking management schemes to promote the most effective use of Parking Lot District resources.



Table 5 Existing Parking Supply and Charges

Wheaton Public Parking Summary	
Gargage spaces	628
Lot spaces	427
On-Street spaces	409
Total spaces	
Long-term spaces	853
Short-term spaces	561
Handicap spaces	36
<hr/>	
Long-term hourly rate	\$0.50
Short-term hourly rate	\$0.50
Monthly permit	\$95.00

Last Updated: 09-21-2008

- Encourage short term on-street parking within the CBD.
- Retain some convenient parking for the Metro station but devote primary efforts to increasing the percentage of Metrorail passengers walking, using the bus, or riding bicycles to and from the station.



Environment

NATURAL SYSTEMS

Wheaton should and will grow greener through redevelopment. The following recommendations focus on increasing livability by integrating natural features into the built environment, while optimizing land use within the existing development footprint. These techniques will be partially implemented through the environmental incentives in the CR Zones.

- Connect the built and natural environments by:
 - reinforcing relationships to local natural resources through visual and functional connections
 - creating green links through plantings and signage along Windham Lane to Sligo Creek Park and along Blueridge Avenue to Wheaton Regional Park
 - using native plants and creating habitat for appropriate urban wildlife in parks and open spaces.

- Increase tree canopy cover by:
 - identifying unused right-of-way and publicly owned land for increased plantings by the County government
 - using advanced planting techniques such as constructed soil and interconnected tree pits to increase the soil area for tree roots along new streets and sidewalks
 - incorporating trees into stormwater management and roof and terrace plantings
 - establishing a minimum 30 percent tree canopy cover for new surface parking in the CR Zones.

- Minimize and mitigate impervious surfaces by:
 - using Environmental Site Design to reduce runoff from all impervious surfaces, including roofs, terraces, and paving
 - building new streets and retrofitting existing roads as “green streets” with urban stormwater management facilities in the right-of-way
 - encouraging small properties to redevelop together to facilitate shared use
 - protecting existing remnant streams.
- Raise awareness of water flow through increased visibility by:
 - referencing the streams that historically flowed through Wheaton in public art and water features
 - creating visible, interactive, and educational stormwater management facilities.

HEALTH

A well designed community can improve well-being and health of those who live and work there. Wheaton’s redevelopment is an opportunity to build healthful features into the community.

- Provide opportunities for active and passive recreation.
- Integrate the natural environment into the built environment.
- Promote walking and cycling on safe and complete streets.
- Support healthy eating by providing a variety of choices for fresh, local food.

- Support convenient access to healthcare for both preventive and acute care.
- Support the Safe Routes to School program to encourage walking and biking to school.
- Improve pedestrian access to shopping areas, transit, recreation, and community facilities.
- Apply the Road Code’s context sensitive designs to improve pedestrian mobility and enhance street connectivity.
- Identify potential community garden and urban farm sites in new development, existing parks, public easements and right-of-ways, and schoolyards.
- Encourage all new building construction to incorporate environmental features such as green roofs, green walls, and innovative urban stormwater management. Encourage retrofits of existing development to maximize environmental features.
- Support community clinics and expanded local health care facilities.
- Develop adequate bicycling and trail amenities with connections to employment and retail centers, community facilities, and open space.

ENERGY

Land use can reduce energy consumption through energy efficient design and multi-modal transportation options.

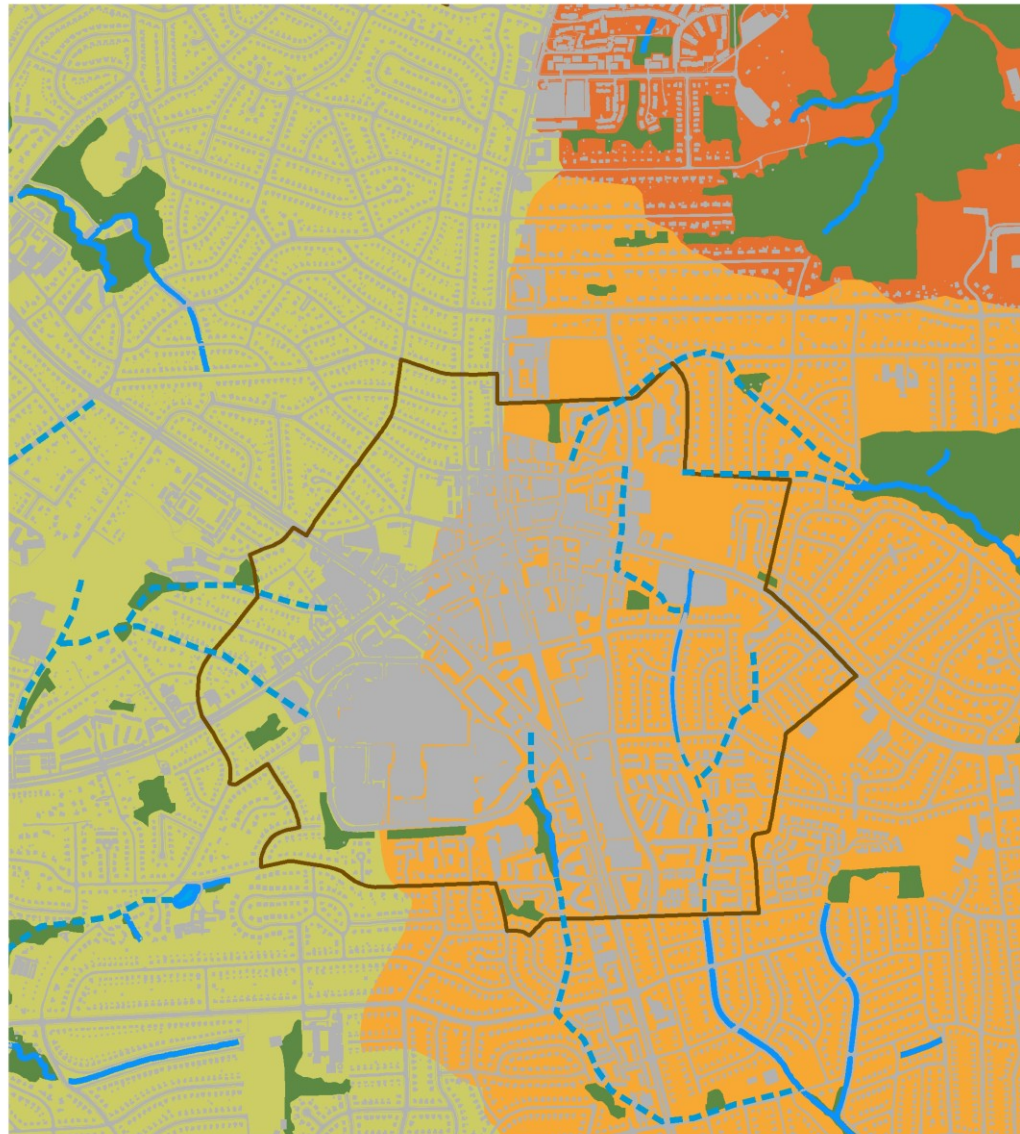
This Plan will minimize per capita energy use through its compact, mixed-use center and with opportunities for infill development. Mixed-use areas reduce vehicle miles travelled by combining destinations in a walkable area. Infill development increases the efficiency of existing infrastructure, making better use of limited resources. Auto use is further reduced by options to walk, cycle, or use transit. In addition, energy use can be minimized by upgrading older buildings to be more energy efficient and requiring new buildings to meet high efficiency standards.

Carbon emissions are directly related to carbon-based energy production and consumption. Increased carbon emissions have been tied to the human contribution to climate change, thus increasing the importance of minimizing the use of non-renewable energy.

- Reduce energy consumption through site and building design techniques that:
 - meet the minimum energy efficiency standards 17.5 percent less than the calculated baseline performance or meet the appropriate ASHRAE advanced energy design guidelines for new buildings
 - allow renovated buildings to meet energy efficiency standards 10.5 percent less than the calculated baseline performance or meet the appropriate ASHRAE advanced energy design guidelines.
- Reduce energy use by:
 - channeling sunlight for daytime lighting through building orientation, light shelves, baffles, clerestories and skylights
 - integrating geothermal systems and passive solar to reduce energy consumption.
- Maximize energy production by allowing and encouraging solar and wind energy conversion systems and large district energy systems.



Map 19 Natural Systems



- Streams in storm drains
 - Impervious Surface
 - Streams
 - Forests (2008)
- Watersheds**
- Lower Rock Creek
 - Northwest Branch
 - Sligo Creek
 - Sector Plan Boundary



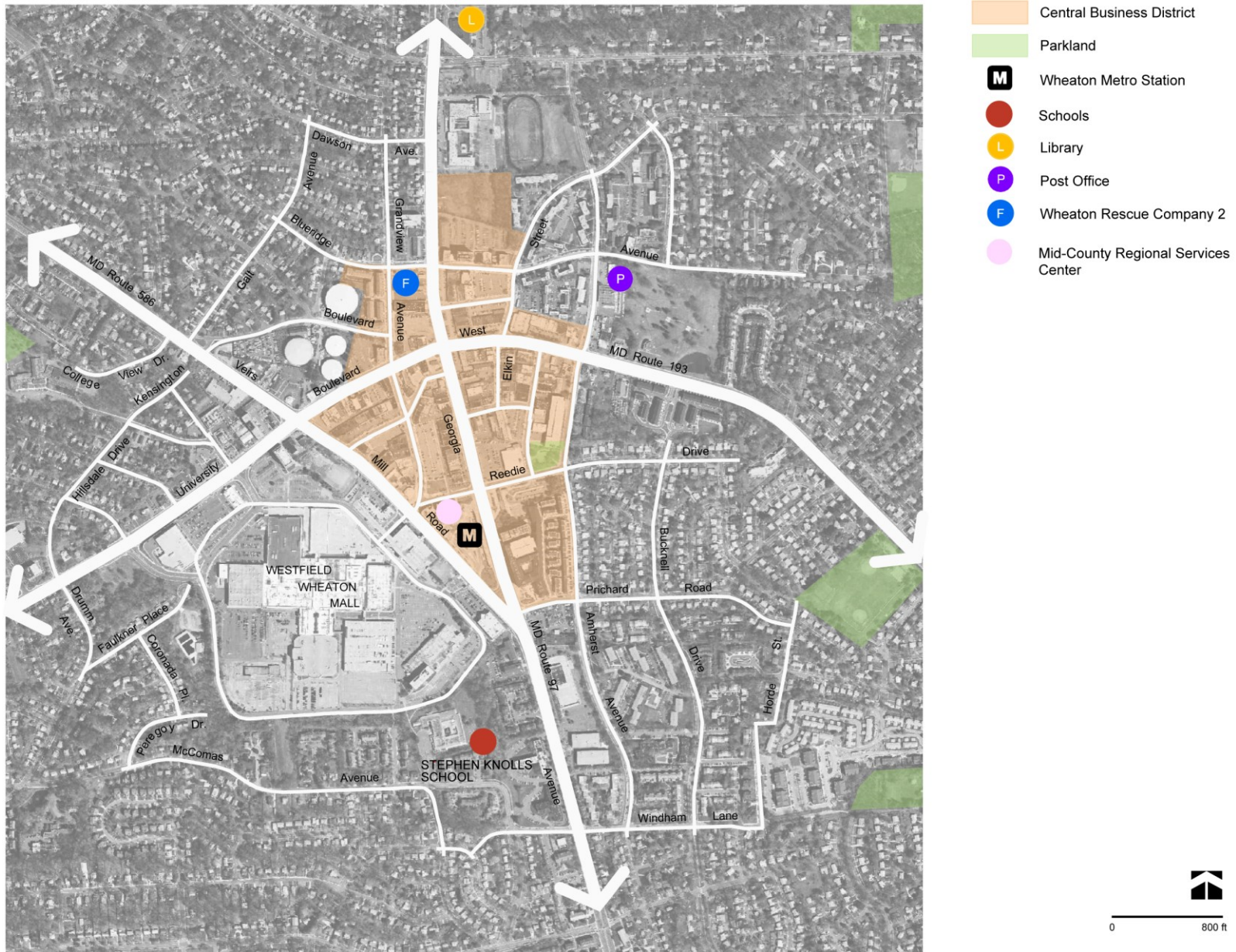
0 3,000 Feet

WATER AND SEWER

Wheaton is served by the Rock Creek and Sligo Creek sewer systems. WSSC has determined that some sections of the Rock Creek trunk sewer have deficient capacity under significant wet weather conditions and future demographic conditions. The Sligo Creek sewer basin, particularly in the downstream sections in Prince George's County, has deficient capacity with the potential for overflow problems under significant wet weather conditions in the near future, regardless of additional growth. Significant growth in Wheaton and other areas that drain to the Sligo Creek trunk system will require sewer system improvements.

- Require development proposals that generate over 100,000 gallons per day of wastewater (base sanitary flow approximately 700 units or 3,500 employees) to undergo testing. Applicants would be required to work with WSSC to plan improvements to the conveyance system if the modeling results exceed WSSC's adopted policy.
- Require applicants to construct local sewer system capacity improvements to satisfy capacity issues identified with private development proposals. Other larger improvements to the system would be done through the CIP.

Map 20 Existing Community Facilities



Community Facilities

The Wheaton community is served by a regional services center, public schools, a library, private hospitals and health clinics, police stations, fire and rescue facilities, family services, a regional park, and a variety of public and private recreation facilities including a pool and recreation center. The Plan's recommendations ensure that public services and facilities are safe and accessible and will meet the present and future needs of all residents.



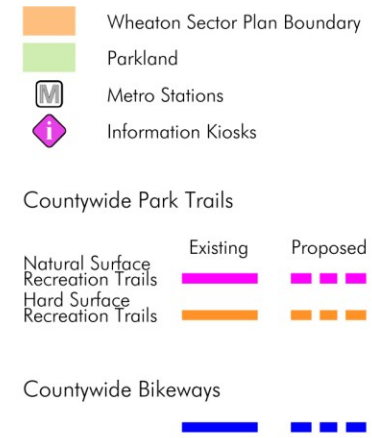
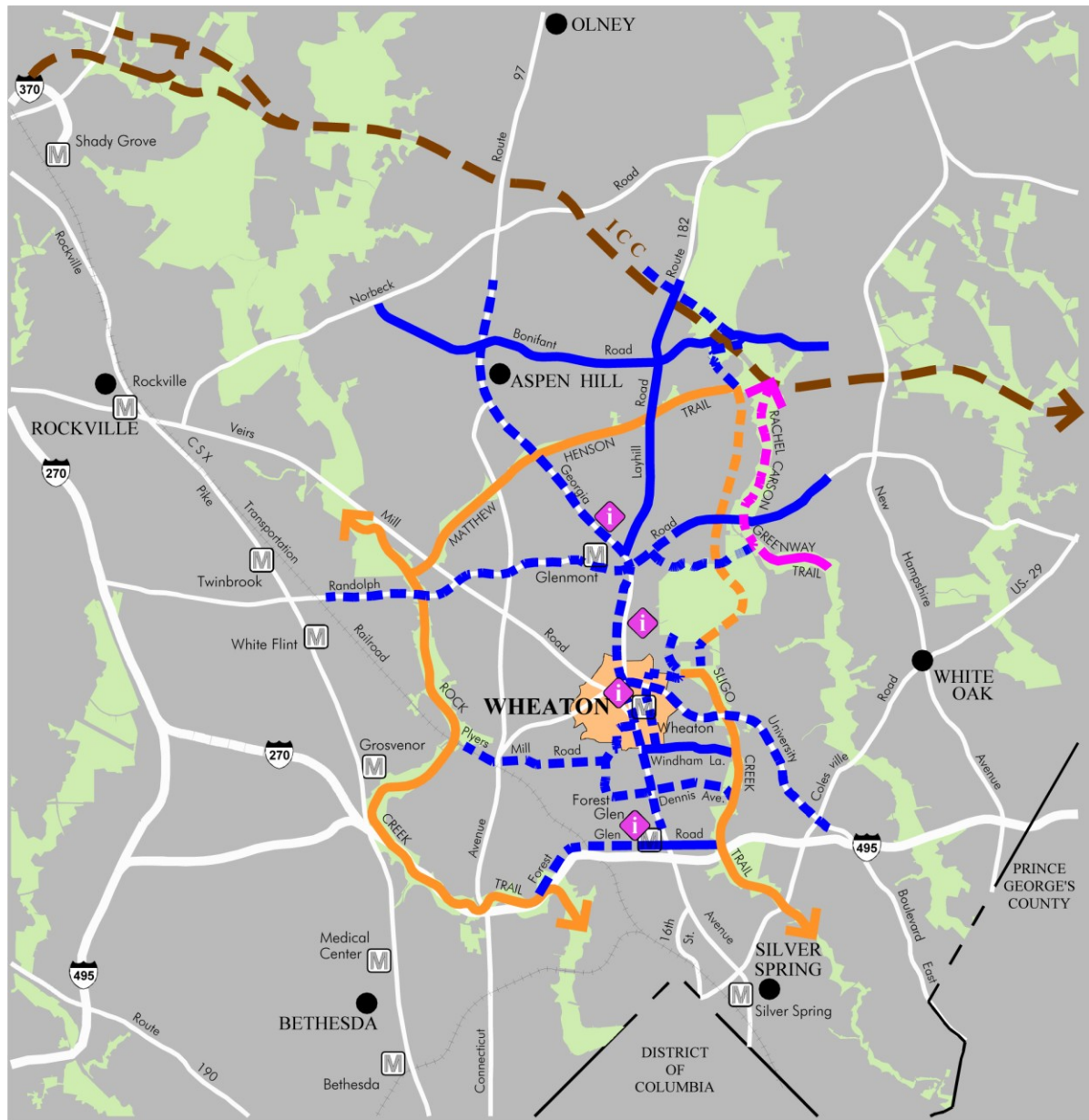
Map 21 Existing and Proposed Parks



-  Proposed Park (General Location)
-  Central Business District
-  Existing Parkland
-  Wheaton Metro Station



Map 22 Existing and Proposed Trails



PUBLIC PARK FACILITIES

- Provide an interconnected system of parks, trails, and public open spaces where people can gather, enjoy the outdoors, and conduct business. Wheaton’s public use space system should be designed to create connections, both physical and visual, to the parks and trails, as well as to other destinations. Spaces serving the entire planning area and beyond should be owned and operated by the Department of Parks.
- If Wheaton Veterans Park is not redeveloped per the RFQ, renovate it to be more visible and inviting from the surrounding streets. If redeveloped, the function of memorializing war veterans should be moved to a more central open space. Any redevelopment of the veterans memorial should be closely coordinated with veterans groups.
- Provide a central, civic urban park in the Core District, close to the Metro station, for public events and community-wide activities. This space should be located in the vicinity of Parking Lot 13 and eventually become a permanent public use space.
- Provide opportunities for urban recreation in the downtown. Because developable land is at a premium, a typical suburban 15-acre local park is not feasible in downtown Wheaton. The Department of Parks

The County has issued an RFQ seeking a public/private partnership that would leverage the ownership of publicly-owned land in Wheaton.

Veterans Park is a block east of the Metro station and has the potential for redevelopment with transit-oriented uses. The RFQ recognizes that the park and memorial function must be replaced, “at equal value or use,” and any redevelopment proposal must include a replacement location within the Plan area that “enhances its impact on the public realm,” and through its design, pay homage to veterans.

Department should explore opportunities for large parks outside, but near the Plan area, to meet the standards established in the *Land Preservation, Parks, and Recreation Plan*. Staff anticipates that some recreation facilities will be achieved within the downtown through the Recreation Guidelines that guide the Planning Board in determining the adequacy of recreation facilities.

- Improve connectivity to regional parks and trails near the CBD. Improve signage on streets that lead to trail connectors as well as on the trails to Wheaton Regional Park and Sligo Creek Stream Valley Parks.
- Improve access to Wheaton Regional Park. Provide entry features where roadways lead to the park and wayfinding kiosks at central locations such as the Metro station and public parking facilities.

PUBLIC SCHOOLS

The Plan area is served by the Downcounty Consortium cluster including Blair, Kennedy, Wheaton, Einstein, and Northwood High Schools. Students may attend their home school or choose a signature program offered by a school in the Consortium. This arrangement has been successful in managing capacity constraints. Under current projections, the three middle schools (Colonel E. Brook Lee, Newport Mill, and Sligo) have capacity. The elementary schools—Arcola, Glen Haven, Rock View, and Oakland Terrace—are projected to be over capacity in the near future under existing conditions.

The Stephen Knolls Elementary School is also located in the Plan area and provides education programs for students with mild to severe cognitive deficits and multiple disabilities.

The Plan’s proposed residential development would yield 520 elementary school students, 350 middle school students, and 400 high school students. There are no capacity issues for middle and high schools, but an additional elementary school site may be needed if the development envisioned in this Plan is built.

- Reuse the County-owned former elementary school building and site used by the Crossways Community, a non-profit provider of social services. The site is adjacent to the Wheaton Plan boundary north of University Boulevard, east of Veirs Mill Road on Upton Drive.

LIBRARIES

The Wheaton Regional Library, located at the corner of Georgia and Arcola Avenues, is the County’s sixth-largest library. With about 737,000 visitors annually, it is the second busiest. Library management expects future demands will increase for computers and other technical services such as laptops with Wi-Fi, and early language labs. Other likely demands will be for new or increased services for immigrants and drive-by customers, and increased space for teenagers and comfortable reading. The County is planning to upgrade the library to address these future needs. Existing and planned library services can accommodate new development recommended in this Plan.

COUNTY RECREATION FACILITIES

A variety of community recreation facilities are located adjacent to the Plan area and are accessible by public transportation. The Wheaton Community Center is a multi-purpose recreational facility that serves people of all ages. It is owned by the Parks Department and operated by the Montgomery County Department of Recreation.

Also outside the Plan area, in Wheaton Regional Park, is the Wheaton Ice Arena. It is one of the two ice skating facilities owned and managed by the Parks Department.

Wheaton residents are served by three regional indoor pools: the Montgomery Athletic Club (MAC) in White Flint, the Olney Athletic Club (OAC), and the Martin Luther King Athletic Club (MLKAC) on New Hampshire Avenue, which are accessible by transit. There is one outdoor pool, the Wheaton/Glenmont Pool, located minutes from the Plan area by car. There is community interest in another pool and the County Recreation Department should evaluate this.

FIRE, RESCUE, AND EMERGENCY MEDICAL SERVICES

The Plan area is served by two fire-rescue stations—the Wheaton Volunteer Rescue Squad (WVRS) Station 42 and the Kensington Volunteer Fire Department (KVFD) Station 18 (on Georgia Avenue in Glenmont). Nearby fire-rescue stations that respond into the Wheaton CBD when needed include KVFD Stations 5 (Town of Kensington), 21 (Veirs Mill Village), 25 (Aspen Hill) as well as the Silver Spring Volunteer Fire Department Stations 16 (Four Corners) and 19 (Montgomery Hills).

While existing fire suppression and heavy rescue resources serving the CBD area should remain adequate for the foreseeable future, an EMS unit will likely be needed at Station 18 to serve future additional residents, including those with special needs (such as immigrants and seniors). By about 2014 or soon thereafter, Station 18 will be relocated on the WMATA triangle on the west side of Georgia Avenue immediately north of the existing Kiss and Ride/short term parking lot due to the planned grade separation of Georgia Avenue and Randolph Road, which will utilize the existing site.

REGIONAL SERVICES CENTER

The Mid-County Regional Services Center is one of the County’s five regional service centers; it represents the County Executive in Wheaton. The Center occupies a part of the Wheaton Metro Station and the WMATA block and has served the community since 1978.

In addition to housing the offices of the Mid-County Regional Services Center and the Wheaton Redevelopment Program, the following groups meet and/or have offices in the Center: the Mid-County Citizens’ Advisory Board, the Wheaton Urban District Advisory Committee, Conflict Resolution, Adult Behavioral Health, Health Promotion and Substance Abuse Prevention, Information and Referral Services, Projecto Salud Health Clinic (Montgomery Cares), multicultural Mental Health/Adult Behavioral Health, Community Police Resource Center, and the Mid-County United Ministries. The building is approaching obsolescence and the Center’s managers are examining possible options for its replacement.

- Rebuild the center in the Core District as part of a public/private partnership project to redevelop the WMATA block and Parking Lot 13.

PUBLIC SAFETY

The Fourth District Police Station serves Wheaton, Glenmont, Aspen Hill, and some areas extending to Howard County. Originally constructed in 1958, the facility is the County's oldest police station but was recently renovated and modernized. A district satellite office, used by officers only to write reports, is located at the Westfield Wheaton Mall. No new public safety facilities would be needed for the Plan's projected growth.

HISTORIC RESOURCES

The Plan area has one designated historic resource, the WTOP Transmitter Building and setting. The WTOP transmitter building was completed in 1940. The transmitter, historically known as WJSV, had what was considered a cutting-edge design with a distinctive sculptural quality, lack of ornamentation, and stark simplicity—hallmarks of the International Style that was virtually unknown in Montgomery County. Influence of the Art Moderne, popular in this era, is evident in curving, streamlined surfaces and the use of glass block. *Architectural Record* featured a two-page layout on the WJSV/WTOP Transmitter in 1941, one year after the radio station began operation. WTOP is one of the oldest radio stations in the country and still broadcasts from this facility, operated remotely from offices in Northwest Washington. Although, the environmental setting for this historic resource is 1.4 acres, the larger property is interlaced with buried copper wire mesh used for broadcasting, and is not suitable for redevelopment.

- Any redevelopment of the WTOP site must conform to the requirements established in its historic designation, including preserving the 1.4-acre historic setting.



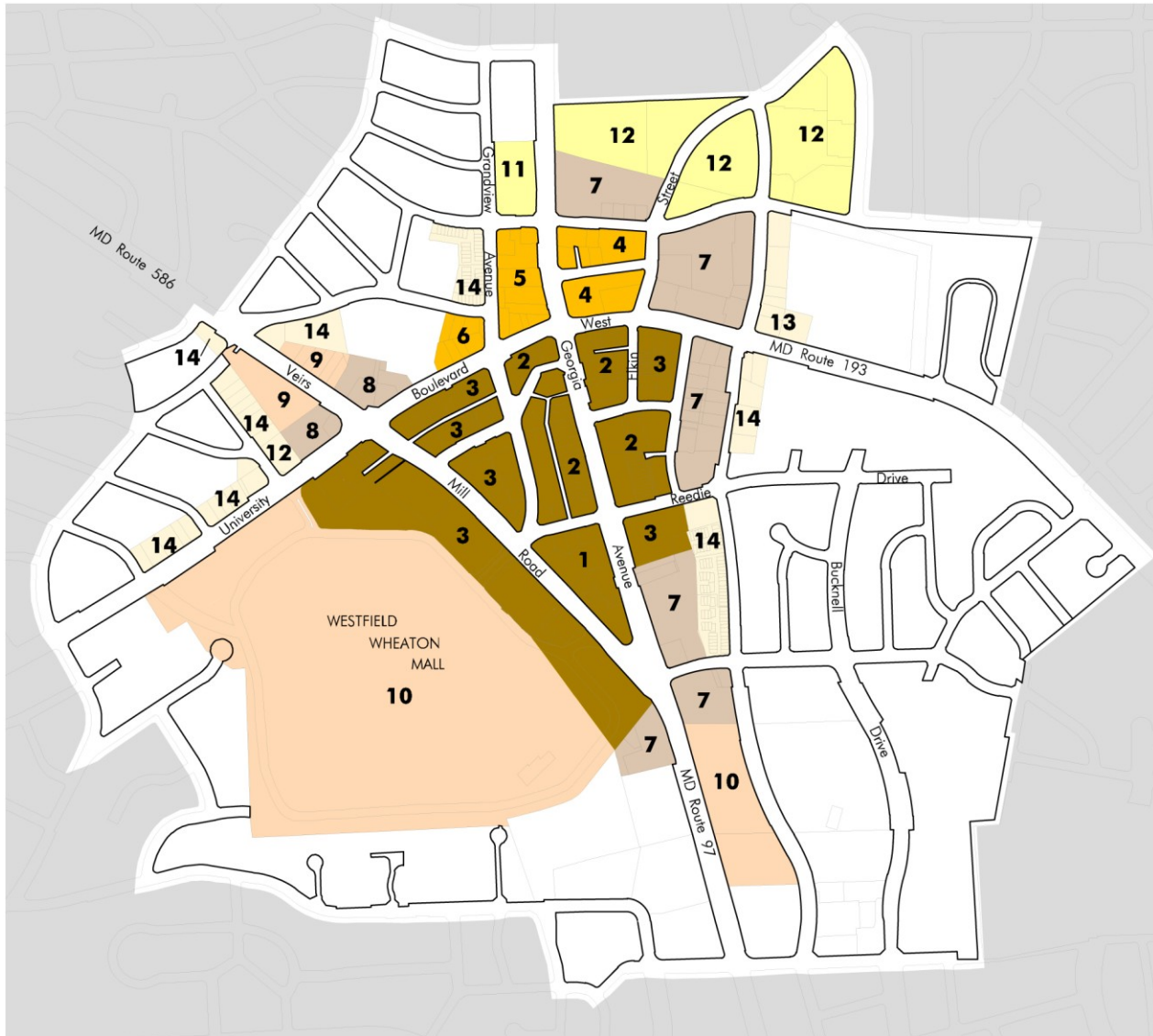
Map 23 Historic Resource



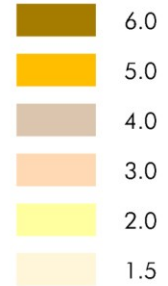
- 31/12** WTOP Radio Transmitter
2115 University Boulevard
- Designated Historic Site
- Central Business District
- Parkland
- M Wheaton Metro Station



Map 24 Proposed Zoning



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'



Implementation

ZONING

CBDs are organic; build out takes time. This Plan will be implemented incrementally through infill development, adaptive reuse, and the actions of many stakeholders.

Implementing the Plan's vision is best accomplished with a mixed-use zone. Only one property has taken advantage of the optional method since the CBD zones were applied in 1978, even after the Overlay Zone was amended to allow the optional method. The CR Zones are easier for small properties (less than 10,000 square feet or 10 units) to use because there is no minimum lot size required for the optional method. For this reason, the Plan recommends removing the Overlay Zone and rezoning all the CBD Zones to CR Zones. The Plan also recommends rezoning to CR non-residentially zoned properties and some sites with multifamily zoning.

The CR Zones allow a broad range of uses similar to the CBD Zones and other commercial zones. The CR Zones require the designation of four elements: a total allowed floor area ratio (FAR), a maximum nonresidential (C) FAR, a maximum residential (R) FAR, and a maximum building height (H). The CR Zones are applied through a sectional map amendment consistent with the recommendations of a sector or master plan.

There are two development methods: standard and optional. The standard method requires compliance with a specific set of standards and the optional method allows for greater density and height when supported by additional public benefits, facilities, and amenities. The additional density may be achieved through a series of incentive bonuses that can be bundled to earn the maximum allowable density. The provision of the public benefits will create the urban quality of life envisioned in this Plan.

Properties within the Plan area will have the benefit of incentives based on proximity to transit as well as incentives for providing a range of housing types, additional affordable housing, incorporating community facilities into mixed-use developments, environmental sustainability features, and innovative design.

Moderately Priced Dwelling Units (MPDUs) are required in all residential development with more than 20 units. Workforce Housing is voluntary for residential development.

PUBLIC USE SPACE REQUIREMENTS

The CR Zones require public open space under both the standard and optional methods, based on the lot size and frontage. Public open space may be privately owned, but must be publicly accessible. In Wheaton, many of the lots are too small to generate public open space. It would be preferable in these cases to have payment in lieu of on-site provision.

PRIORITY PROJECTS ELIGIBLE FOR AMENITY FUND SUPPORT

The CR Zones allow contributions for off-site amenities that contribute to building the public realm. These projects must be identified in a sector or master plan and appear in the CIP to enable contributions. Appropriate public use spaces in Wheaton are in the Core, and the Blueridge and Price Districts.

PUBLIC BENEFITS IN THE CR ZONES

The following public benefits should be given priority in meeting the incentive density provisions in the CR Zones:

- advanced right-of-way dedication
- through-block connections
- child daycare center
- dwelling unit mix
- on-site space for small businesses
- structured parking
- public art
- bike station on the WMATA block
- public use space in the vicinity of Parking Lot 13.

COUNTY CAPITAL IMPROVEMENTS PROGRAM AND STATE CONSOLIDATED TRANSPORTATION PROGRAM

The public sector must also coordinate the private sector's contributions, as well as invest in capital improvement projects necessary to implement the

Plan's recommendations, such as roads, schools, and bike paths that cannot be provided through redevelopment.

These projects are:

- public use spaces in the vicinity of Parking Lots 13, 14, and 17
- realigning and creating new streets
- Bus Rapid Transit along Veirs Mill Road
- a new elementary school
- streetscape improvements
- indoor and outdoor active recreation facilities
- sewer system improvements by WSSC
- implementation of context-sensitive roadway design features
- routes and facilities in the designated bicycle and pedestrian priority areas.

URBAN DESIGN GUIDELINES

Wheaton's Urban Design Guidelines will help implement the recommendations in approved and adopted Sector Plan. They will provide information on how Plan recommendations and Zoning Code requirements can be met, the area or district context for individual sites, and ideas about best practices in building and site design.

Acknowledgements

Rollin Stanley, Planning Director
Glenn Kreger, Acting Chief, Vision Division

Project Team

Vision Division
Khalid Afzal
Sandy Tallant
(lead planner)
Kristin O'Connor

Move Division
Tom Autrey
Justin Clark

Green Division
Mary Dolan
Amy Lindsey
Steve Findley

Explore Division
Pamela Zorich
Sharon Suarez
Lisa Tate
Krishna Akundi

Urban Design
John Carter
Margaret Rifkin
Michael Brown

Park Planning
Brooke Farquhar
Rachel Newhouse

PUBLIC HEARING DRAFT
Wheaton CBD and Vicinity Sector Plan



THE MONTGOMERY COUNTY PLANNING DEPARTMENT
8787 Georgia Avenue
Silver Spring, MD 20910

MontgomeryPlanning.org



6100000014