

January 2012

wheaton cbd and vicinity sector plan

Approved and Adopted



Montgomery County Planning Department
M-NCPPC
MontgomeryPlanning.org

abstract

This Plan contains the text and supporting maps for 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, 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

Master and sector plans convey land use policy for defined geographic areas and should be interpreted together with relevant Countywide functional plans and County laws and regulations. Plan recommendations provide comprehensive guidelines for the use of public and private land and should be referred to by public officials and private individuals when making land use decisions. Public and private land use decisions that promote plan goals are essential to fulfilling a plan's vision.

Master and sector plans look ahead 20 years from the date of adoption, although they are intended to be revised every 10 to 15 years. Moreover, circumstances when a plan is adopted will change and the specifics of a plan may become less relevant over time. Plans do not specify all development possibilities. Their sketches are for illustrative purposes only, intended to convey a sense of desirable future character rather than a recommendation for a particular design.

Please note the following corrections as of April 2013:

- Page 56, third bullet under Blocks B2, G, and H should read "Rezone parcel 5 on Block G from R-60 to CRN 1.0, C 0.5, R 1.0, H 45."
- Page 57, fifth line of the paragraph under Block F, change reference from page 62 to page 64.
- Page 82, first paragraph under Libraries, fourth line, change "including the demand for computers..." to "including demands for computers..."



Approved and Adopted
Wheaton CBD and Vicinity Sector Plan

Prepared by
The Montgomery County Planning Department
April 2011

Approved by the Montgomery County Council
November 2011

Adopted by the Maryland-National Capital Park and Planning Commission
January 2012

CERTIFICATION OF APPROVAL AND ADOPTION

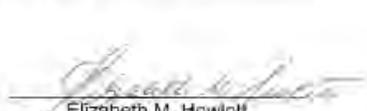
WHEATON CBD AND VICINITY SECTOR PLAN

This Comprehensive Amendment to the approved and adopted 1990 Wheaton CBD and Vicinity Sector Plan, as amended; being also an amendment to 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*, as amended; and the *Countywide Bikeways Functional Master Plan*, as amended; has been approved by the Montgomery County Council, sitting as the District Council, by Resolution No. 17-313 on November 29, 2011, and has been adopted by the Maryland-National Capital Park and Planning Commission by Resolution No. 11-23 on January 18, 2012 after a duly advertised public hearing as required by Article 28 of the Annotated Code of Maryland.

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Françoise M. Camer
Chair



Elizabeth M. Hewlett
Vice Chair



Joseph Zimmerman
Secretary-Treasurer



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

6611 Kenilworth Avenue • Riverdale, Maryland 20737

MCPB NO. 11-132
M-NCPPC NO. 11-23

RESOLUTION

WHEREAS, The Maryland-National Capital Park and Planning Commission, by virtue of Article 28 of the Annotated Code of Maryland, is authorized and empowered, from time to time, to make and adopt, amend, extend and add to *The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District Within Montgomery and Prince George's Counties*; and

WHEREAS, the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission, pursuant to procedures set forth in the Montgomery County Code, Chapter 33A, held a duly advertised public hearing on Thursday, July 29, 2010 on the Public Hearing Draft *Wheaton CBD and Vicinity Sector Plan*, being also an amendment to 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*, as amended; and the *Countywide Bikeways Functional Master Plan*, as amended; and

WHEREAS, the Montgomery County Planning Board, after said public hearing and due deliberation and consideration, on March, 21, 2011, approved the Planning Board Draft *Wheaton CBD and Vicinity Sector Plan*, recommended that it be approved by the District Council, and on April 19, 2011 forwarded it to the County Executive for recommendations and analysis; and

WHEREAS, the Montgomery County Executive reviewed and made recommendations on the Planning Board Draft *Wheaton CBD and Vicinity Sector Plan* and forwarded those recommendations and analysis to the District Council on June 20, 2011; and

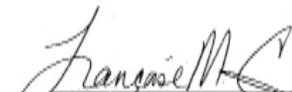
WHEREAS, the Montgomery County Council sitting as the District Council for the portion of the Maryland-Washington Regional District lying within Montgomery County, held a public hearing on July 19, 2011, wherein testimony was received concerning the Planning Board Draft *Wheaton CBD and Vicinity Sector Plan*; and

WHEREAS, the District Council, on November 29, 2011 approved the Planning Board Draft *Wheaton CBD and Vicinity Sector Plan* subject to the modifications and revisions set forth in Resolution No. 17-313.

NOW, THEREFORE BE IT RESOLVED, that the Montgomery County Planning Board and The Maryland-National Capital Park and Planning Commission do hereby adopt the said *Wheaton CBD and Vicinity Sector Plan*, together with the *General Plan for the Physical Development of the Maryland-Washington Regional District Within Montgomery and Prince George's Counties*, as amended, and as approved by the District Council in the attached Resolution No. 17-313; and

BE IT FURTHER RESOLVED, that copies of said Amendment must be certified by The Maryland-National Capital Park and Planning Commission and filed with the Clerk of the Circuit Court of each of Montgomery and Prince George's Counties, as required by law.

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission at its regular meeting held on Thursday, December 15, 2011, in Silver Spring, Maryland on motion of Commissioner Wells-Harley, seconded by Commissioner Dreyfuss, with a vote of 4-0, Commissioners Anderson, Carrier, Dreyfuss, and Wells-Harley voting in favor, with Commissioner Presley being absent.


Françoise M. Carrier, Chair
Montgomery County Planning Board

This is to certify that the foregoing is a true and correct copy of Resolution No. 11-23 adopted by the Maryland-National Capital Park and Planning Commission on motion of Commissioner Hewlett, seconded by Commissioner Wells-Harley, with Commissioners Carrier, Anderson, Squire, Presley, Washington, and Dreyfuss voting in favor of the motion, and Commissioners Shoaff and Bailey absent during the vote, at its meeting held on Wednesday, January 18, 2012, in Silver Spring, Maryland.


Patricia Colhan Barney
Executive Director

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wheaton's future

Wheaton is envisioned as a major mixed-use center for the Georgia Avenue corridor and eastern Montgomery County. It will have regional shopping, culturally diverse retail and entertainment, business and government services, and transit-oriented residential and office uses that serve a population with a broad range of incomes.

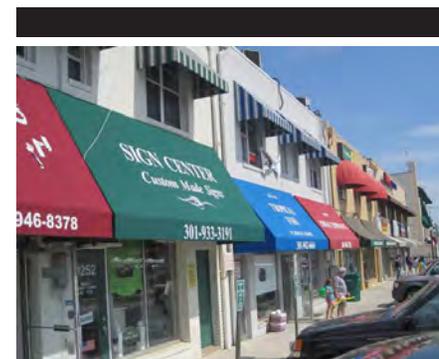
This Plan's task is to build on Wheaton's strengths and encourage investment while maintaining its special character. The Plan's recommendations capitalize on the role of Metro and Wheaton as a regional transit hub to promote high-density, high-quality growth and redevelopment in the business core. Wheaton will emerge as a mixed-use Central Business District (CBD) with new development that blends with existing small and family-owned businesses.

Another redevelopment goal should be to reduce energy consumption and make Wheaton a more green and sustainable place. For example, providing transportation alternatives can reduce vehicle miles traveled and the community's carbon footprint.

Wheaton's Role in the County

Wheaton has:

- varied local and specialty retail uses
- a regional mall
- proximity to Metro
- access to I-495 and the District of Columbia
- broad housing choices
- environmental features including portions of the Sligo Creek (of the Upper Anacostia) and Rock Creek watersheds.



Map 1 Sector Plan Area



Wheaton is a specialized urban center, serving local and regional retail demand. Its small, post-World War II housing makes it a draw for newcomers to the community. It is a transit hub and crossroads.

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

By creating a more diverse local economy and building on the existing diverse uses, Wheaton can enhance its role as a shopping destination that includes independent and national retailers, ethnic restaurants, and unique local small business offerings. By providing opportunities for increased density and expanding the connections between the CBD, the regional mall and surrounding residential communities, Wheaton is positioned to become a future growth area for the County.

To ensure a sustainable economy in Wheaton, new land uses must be balanced with the existing, predominantly retail uses to increase daytime population. New office space should be encouraged as it would attract different kinds of businesses and jobs. More employees and more residential development will provide customers for local services and businesses. Redevelopment may displace some existing businesses, but it will also create more demand for specialty retail and small businesses. This Plan encourages preservation of space for small businesses in new mixed-use developments.





This Plan makes recommendations based on four overarching principles.

- Wheaton’s **diversity** is unique among County business centers. Its housing stock, businesses, and people reflect diverse incomes and cultures. The Plan seeks to capitalize on this diversity by zoning for mixed-use development that will provide new customers to support the retail and service sector, the current mainstay of Wheaton’s economy.
- Improving **connectivity** within and beyond the Plan area with expanded pedestrian connections, a better street grid, and a bikeway network will allow Wheaton to maximize its potential as a downtown. They will link the Plan’s proposed network of flexible “activity-generating-people-places,” created in the short-term on publicly owned land and in the longer term through the development process. Better links will also connect 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 **environments** can be improved through development that reduces energy consumption, contributes to the restoration of Wheaton Branch of Sligo Creek and the Silver Creek tributary of Rock Creek, and that provides better stormwater management, greater tree canopy, and walkable streets.

Redevelopment Potential

Table 1 Estimated Development and Jobs-Housing Ratio

	Existing (2008)	Existing plus Pipeline	1990 Plan estimate	Total estimated for the 2011 Draft Plan
Jobs	10,200	10,210	13,490	13,200
Housing	2,000	2,588	3,165	6,600
J-H Ratio	5.1:1	3.9:1	4.3:1	2.0:1

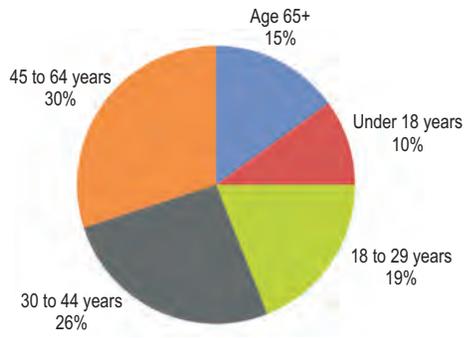
The Plan's estimated jobs-housing ratio of 2.0:1 is lower than the 1990 Plan's estimate of 4.3:1. This change can be attributed in part to a higher expectation for residential development in the current Plan and the fact that some sites proposed for office development in the 1990 Plan have been developed as residential uses. In addition, the remaining developable sites are considered less likely to be office development.

The most critical constraint on new office development in Wheaton is the lack of an established local office market. A limited supply of appropriately sized properties that can attract Class A office space, as well as competition from other County and regional locations, also limit the development of an office market in Wheaton (see Appendix 8, Economic Analyses).

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

Age Group

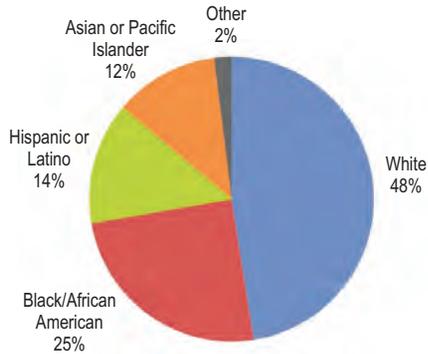
Wheaton Household Population



Source: M-NCPPC 2008 Census Update Survey

Race

Wheaton Household Population



Source: M-NCPPC 2008 Census Update Survey

Planning history

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
- Central Business District (CBD) zoning applied

1980s

- County sponsors revitalization efforts
- New residential development at CBD edges

1990s

- Wheaton Metro Station opens
- 1990 Sector Plan
- Preservation Overlay Zone applied to part of the CBD

2000s

- County and M-NCPPC sponsor 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 approved
- County’s Request for Qualifications seeks public/private development

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.

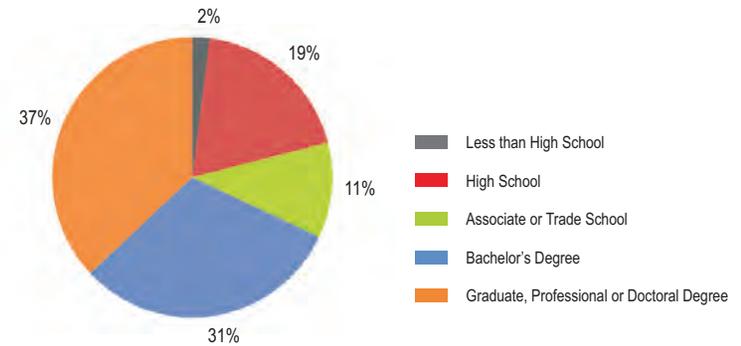
The population grew to approximately 66,000 by 1970. After the 1970s, however, the growth slowed and buildings, constructed in the 1950s and 1960s, began to show their age. The 1978 Sector Plan, undertaken to evaluate the impact of a new Metro station, recommended CBD zoning to spur growth. The 1990 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 that are so central to Wheaton's character.

The Wheaton Community

Wheaton's diversity is reflected in its people and businesses. Over one-third of Wheaton's population is foreign born. Wheaton's most prominent race and ethnic groups are African American (25 percent), Hispanic (14 percent), and Asian (12 percent). Together, these groups make up 51 percent of Wheaton's population. 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, among others. Asian and Latino restaurants and grocery stores stand alongside long-standing businesses, such as Marchone's Italian Deli and Little Bitts, a baking supply store.

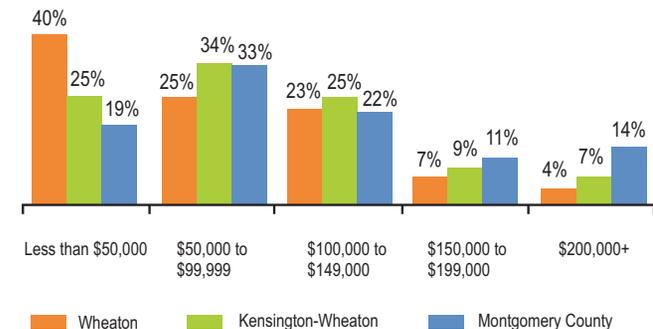
Many residents of Wheaton's multifamily buildings are young and educated. Almost 70 percent of the population over the age of 25 has at least a bachelor's degree, which is a higher concentration than found Countywide. A substantial block (45 percent) of adults aged 18-44, who are typically single or young families without children, live in Wheaton. They spend more of their disposable income on shopping, eating out, and entertainment than families with children. At the same time, the area's senior population is declining. Wheaton has a higher proportion of low-income residents than the County as a whole, and a much higher proportion that use transit rather than driving.

Educational Attainment Wheaton Household Population Age 25 and Over



Source: M-NCPPC 2008 Census Update Survey

2007 Household Income Distribution



Source: M-NCPPC 2008 Census Update Survey

Issues

-  Wheaton Metro Station
-  Central Business District
-  Wheaton Retail Preservation Overlay Zone
-  Poor Pedestrian Access
-  Parking Garages
-  Major Road



Even in periods of regional economic growth, Wheaton has been stagnant.

- a weak local office market
- property ownership patterns that discourage assemblage
- competition at other Metro stations in the region

Usefulness of the Overlay Zone

- CBD zone constrains infill development
- Retail Preservation Overlay Zone seen as impediment to revitalization

Physical Environment

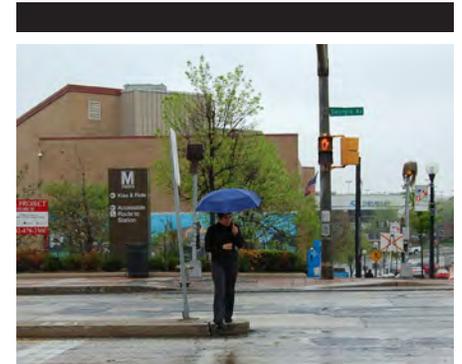
- Poor quality public realm (streets, sidewalks, open space, and architecture)
- Gaps in the street edge and buildings
- Many buildings need upgrading
- Inadequate pedestrian connections
- Auto-oriented layout
- Mall site not designed for pedestrian access
- No well-designed, centrally located public spaces

Marketing Identity

- Merchants organizations have not focused on Wheaton's small businesses
- Office market lacks signature buildings and large tenants

Parking

- Short-term public parking discourages one-stop shopping
- Lack of conveniently located parking garages



Opportunities

- M** Wheaton Metro Station
- Ride On
- WMATA
- 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 Parcel
 8. Wheaton Veterans Urban Park
- WMATA-Owned Parcels
 9. Bus Bays
 10. WMATA Garage



Regional and Specialty Retail

- Regional draws, e.g., Westfield Wheaton Mall
- Specialty retail, e.g., Chuck Levin's Washington Music Center
- Mix of ethnic restaurants and retail
- Space for small businesses

Transportation Connections

- Metro Red Line
- Ride On and WMATA bus routes

Affordability

- Land prices lower than other CBDs
- Retail rents lower than other CBDs

Public and Private Revitalization Potential

- 11 acres of publicly owned properties
- Lot 13—centrally located
- Key private properties

Revitalization Programs

- Wheaton Redevelopment Program
- Wheaton Urban District
- Small business assistance
- Arts and Entertainment District
- State Enterprise Zone



Map 2 Urban District



Urban District

Wheaton Urban District is a special taxing district that enables the County to provide services including security, streetscape maintenance, tree maintenance, sidewalk repairs, marketing, and event programming. The Urban District maintains Wheaton in a clean, safe and attractive manner to promote a vibrant social and business environment and long-term economic viability and vitality. It is a mechanism already in place to achieve some of the Plan’s recommendations.

Map 3 Parking Lot District



Parking Lot District

Wheaton’s Parking Lot District (PLD) provides public surface, on-street, and structured parking throughout downtown Wheaton. Property owners in the district pay an ad valorem tax (rates based on property value) to the PLD. The existence of the PLD facilitates the Plan’s recommendation for reduced or shared parking in new development.

Map 4 Arts and Entertainment District



Arts and Entertainment District

Wheaton’s State-designated Arts and Entertainment District offers a ten-year tax credit that reduces the increase in County property tax when properties are reassessed after new construction or renovation. The credit applies to manufacturing, commercial, or industrial buildings built or renovated for a qualifying residency artist, or for an arts and entertainment business including live-work space for artists.

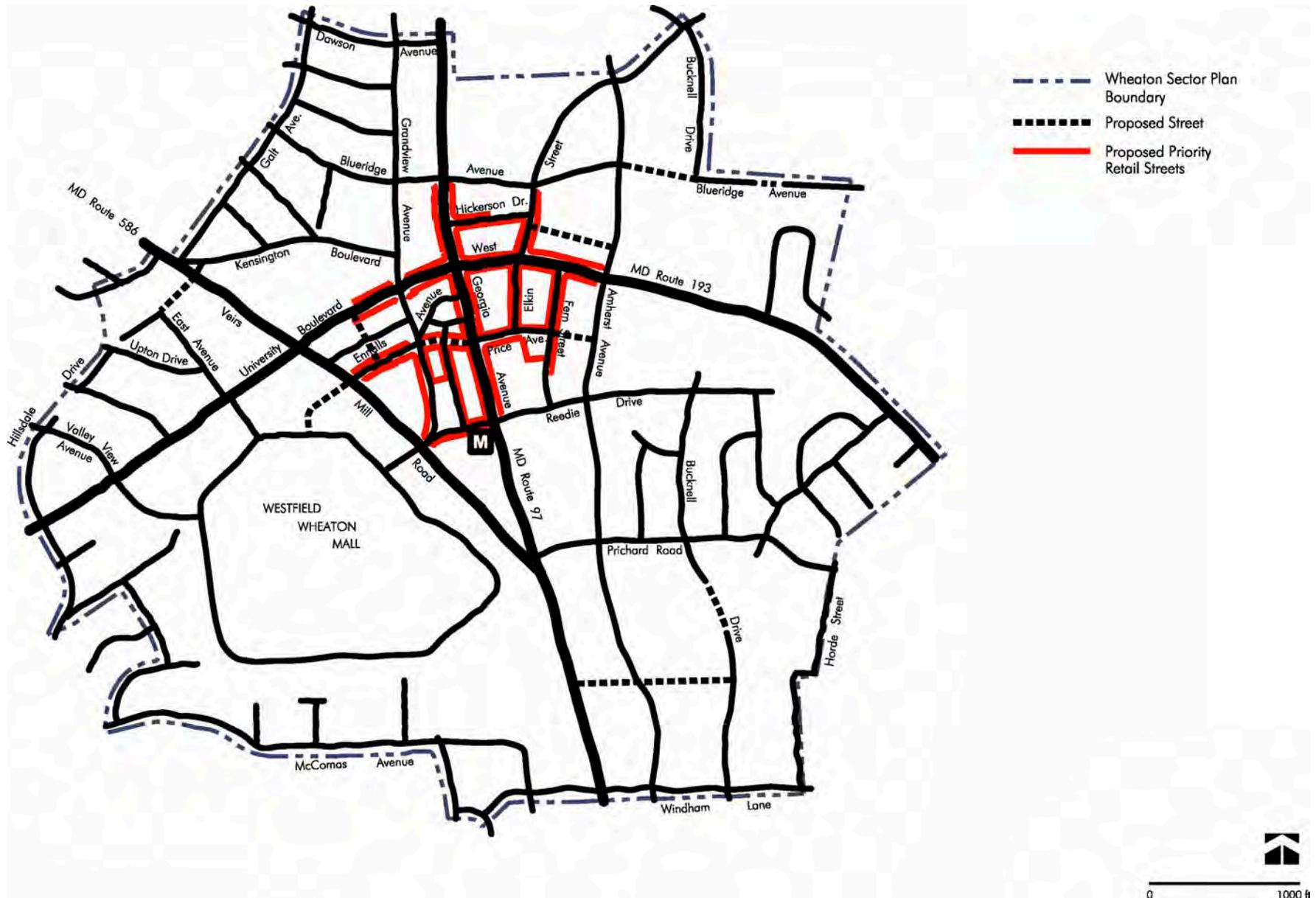
Map 5 Enterprise Zone



Enterprise Zone

The entire Plan area is an Enterprise Zone, a State economic development program that provides tax incentives to eligible businesses locating or expanding in designated zones. Program benefits include school and transportation impact tax waivers, real estate property tax credits, income tax credits for new job creation, and an exemption from Washington Sanitary Sewer Commission (WSSC) systems development charges.

Map 6 Proposed Priority Retail Streets



revitalization strategy

Both short- and long-term public strategies will be needed to reawaken interest in redevelopment and pave the way for investment. The County and WMATA own a significant amount of land in the Wheaton CBD, which should be used to spur redevelopment activity.

Public Use Space as a Catalyst

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. Wheaton is fortunate to have parking lots and other publicly owned land that can provide short-term, low-cost space for outdoor community activity. Inexpensive improvements 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 and public/private partnerships.

- Use public properties in the Core, Blueridge, and Price Districts (Parking Lots 13, 14, and 17) to create temporary spaces for festivals, art exhibitions, outdoor movie theaters, outdoor cafes and eating areas, dances, and musical performances.

Encouraging Street Level Activity

Street level retail activates sidewalks and promotes community interaction. The Plan recommends that if new mixed-use development occurs along designated Priority Retail Streets, the street level uses should be a variety of retail types to create active streets. The County's Wheaton Redevelopment Office and Department of Economic Development should work with property owners to attract a variety of retailers to the CBD and the Westfield Wheaton Mall.



Because retail is dynamic, the Wheaton Redevelopment Office should review and refresh County policies and incentives for small retailers in Wheaton to stay current.

Existing programs should consider:

- initiating an action plan, with property and business owners, that provides strategies and recommendations to attract and retain retail businesses
- forming a Wheaton merchants, small business, and property owners association to implement the retail action plan
- launching an advertising campaign developed jointly by the County, small businesses, Westfield Wheaton Mall, and the Wheaton-Kensington Chamber of Commerce
- working with landlords on guidelines for the upkeep and appearance of retail storefronts and restaurants extending streetscaping 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.

Developing a Nighttime Economy

A well-managed nighttime economy is critical to revitalization. Popular restaurants and nightlife can lead revitalization and create the initial foot traffic that will support expanded shopping hours and reduce crime. Nighttime venues also create jobs and enhance quality of life. The development community has identified 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 District's program to include coordinating music and entertainment in downtown Wheaton:
 - improve communication and cooperation between musicians, venues, residents, and the County
 - promote public services, public safety and policies, and efficiency in regulatory, licensing, and permitting procedures
 - 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 nighttime establishments and those affected by them
 - support marketing efforts that bring residents and visitors to the Wheaton CBD for culture and food.
- Evaluate and amend County codes and regulations to ensure that eating and drinking establishments can serve on sidewalks in the public right-of-way.
- Use the Urban District to provide maintenance and other services.
- Support community policing to maintain public safety.
- Crime Prevention Through Environmental Design (CPTED) reviews should be incorporated into redevelopment efforts.

County Redevelopment Program and Private Investment

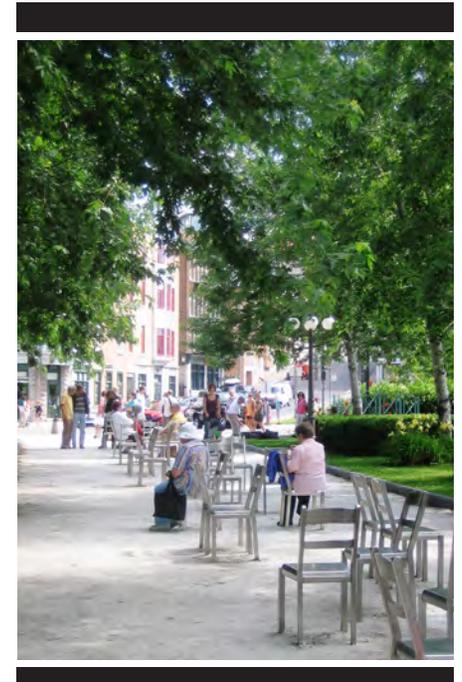
The Wheaton Redevelopment Office is the lead public entity tasked with revitalizing the Wheaton CBD. Wheaton has 10 publicly-owned properties (see page 26) with development potential held by Montgomery County, the Washington Metropolitan Area Transit Authority (WMATA), and the Maryland-National Capital Park and Planning Commission. The sites total 11.70 acres and are all within a 1,200-foot radius of the Metro station.

The County is pursuing development opportunities through partnerships with private developers to create mixed-use developments on County-owned properties in Wheaton to spur revitalization. Public/private development projects on Parking Lots 13, 14, and 17 should include permanent public use space somewhere within the projects. The exact location of public use spaces will be determined during the development review process.

If the public parking lots are redeveloped, the County must be reimbursed for the land value and current and future parking needs must be met. Land value could be captured through a variety of mechanisms including equity in a public/private partnership, bond reimbursement, or selling air rights. Structured parking anticipated as part of any redevelopment will meet parking needs

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

- contribute to the overall economic and environmental sustainability of Wheaton
- create 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 CBD's public realm
- provide better pedestrian connectivity and support safe, secure, and appealing street level activity
- ensure quality public use spaces benefiting the whole community
- integrate and connect Westfield Wheaton Mall with the center of the CBD
- provide a housing mix that includes moderate-income housing, workforce housing, and live-work units such as artist studios
- create opportunities to help retain and grow local small businesses
- encourage new businesses including nighttime entertainment, restaurants, and a variety of boutique retail establishments
- employ smart growth principles and construct LEED-certified buildings.



Map 7 Proposed Public/Private Partnership Properties



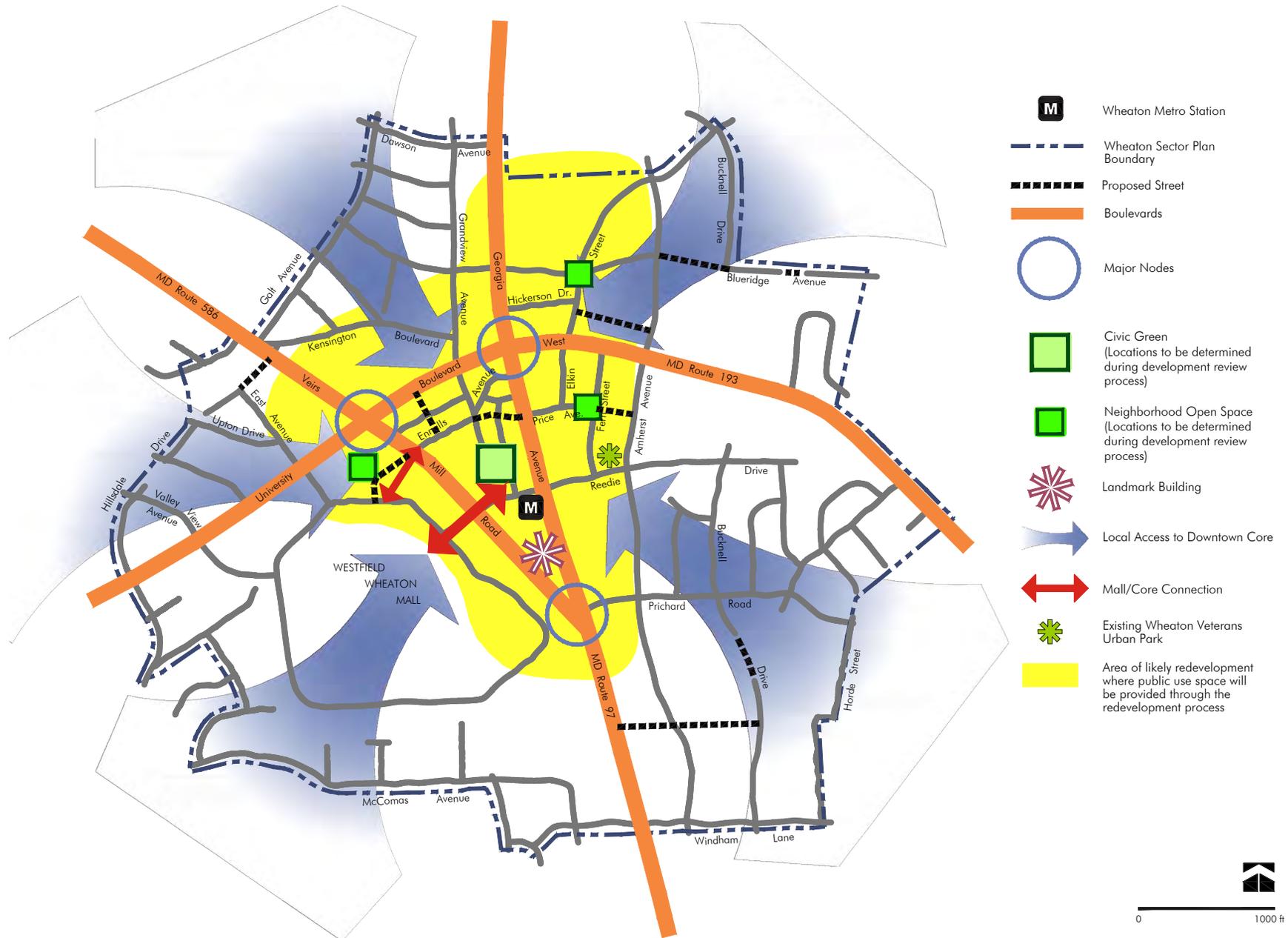
Establishing Public Use Spaces

The recommended CR Zones allow contributions for public parks and public use space projects in lieu of on-site provisions (see Implementation). In Wheaton, contributions should be used to help provide public use spaces that will generate the most public benefit, consolidating smaller spaces into larger ones in the most desirable locations.

Redevelopment of Parking Lots 13, 14, and 17 offers opportunities to create public use spaces with locations to be determined during the development review process. In addition to the Plan's recommended parks and public use spaces (see map 8, page 28), other public use spaces, required to meet zoning standards, will be provided as redevelopment occurs.

- Create a major civic space for community-wide events in the vicinity of Parking Lot 13.
 - Responsibility for owning, managing, and operating the Parking Lot 13 space should be determined during the development review process. Ownership by the Department of Parks should be considered. If the Department of Parks owns the space, it should be acquired as a capital improvement project or dedicated through a turn-key arrangement, as part of a public/private partnership.
- Create a public use space in the vicinity of Parking Lot 14 in the Blueridge District.
- Create a public use space in the vicinity of Parking Lot 17 in the Price District.

Map 8 Urban Design Concept



urban design

Success in Wheaton relies not only on economic vitality and a strong residential presence, but on the quality of the public realm. Redevelopment will take many years and will occur property by property. It is essential that urban design principles guide how the parts fit together as redevelopment occurs. The Wheaton Urban Design Guidelines, which will be prepared to complement this Plan, provide additional detail.

Wheaton's character will be the combination of qualities and features that stand out. These features include plant materials, the topography, street furnishings and building materials.

Urban Design Elements

Center

Wheaton's center, on the triangle of land surrounding the Metro station, will be identifiable by the intensity of uses, a signature streetscape style, and visible, attractive landmarks.

Connectivity

Wheaton's walkable street system will be enhanced. Georgia Avenue, Veirs Mill Road, and University Boulevard West will be treated as boulevards that visually tie Wheaton together. A network of sidewalks, bikeways, trails, and paths will make it easy for people to move about without cars. The Westfield Wheaton Mall will be integrated with the CBD through pedestrian connections and street-oriented uses along its edges. The bridge across Veirs Mill Road and the tunnel under Georgia Avenue will be enhanced, as will many at-grade pedestrian crossings. The urban design guidelines will address visual connectivity, landmarks, and focal points.

Buildings

Wheaton's buildings will continue to be an eclectic mix, and infill redevelopment will create an increasingly compact and street-oriented pattern. A variety of heights and densities will ensure that new developments are compatible with the surrounding neighborhoods.

Public Use Spaces

Within a compact development pattern, Wheaton will have a system of large and small connected public use spaces, where people can gather, enjoy the outdoors, and conduct business.

Sustainability

Building and street design will respond to climate, seasons, sun and shade, and topography, and will make maximum use of renewable resources with minimal disruption of the natural environment. Redevelopment will incorporate environmentally sensitive design to manage stormwater. Building and site design will maximize opportunities to conserve and generate energy.

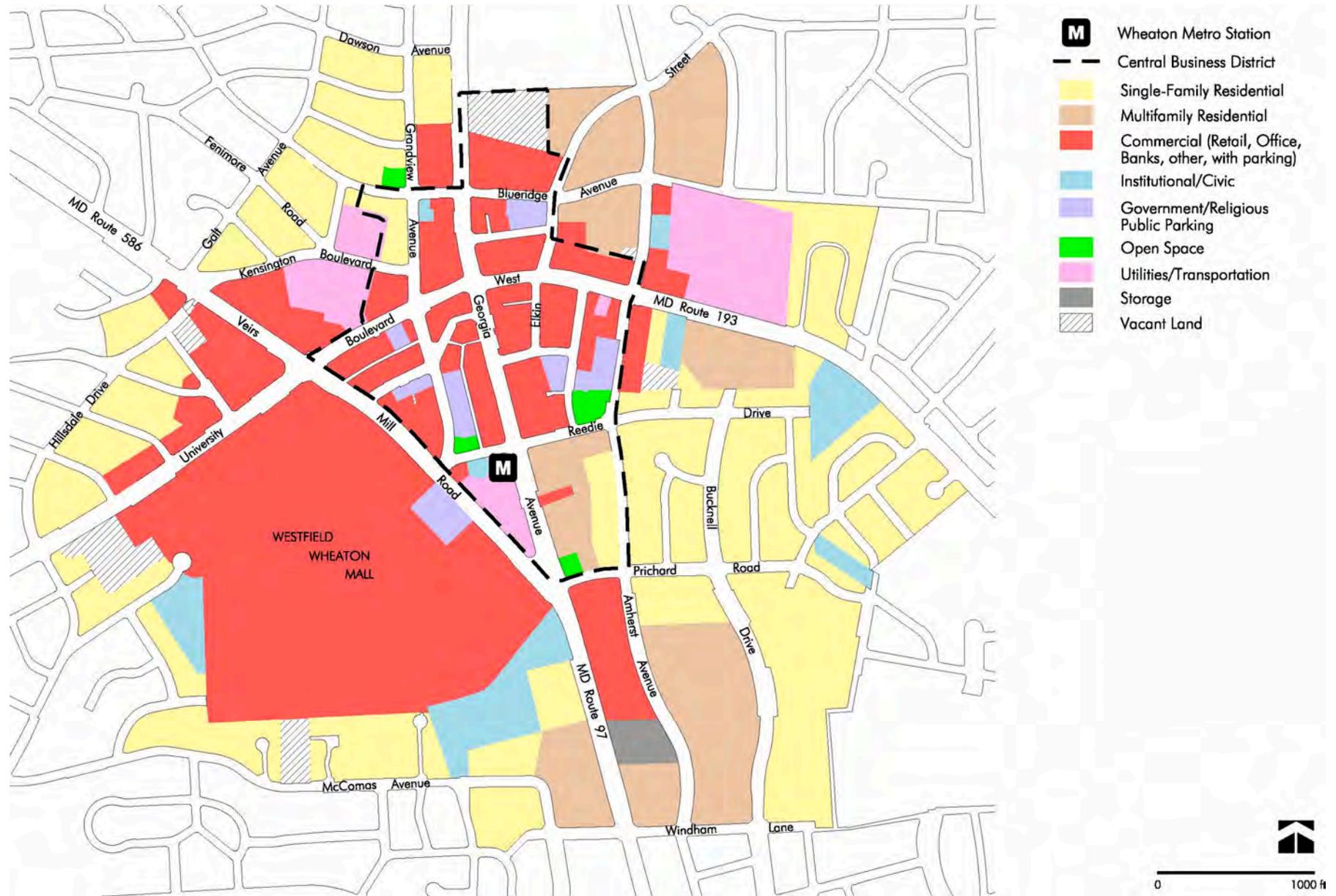


Identity: the depiction of Wheaton as a whole encompassing its many aspects

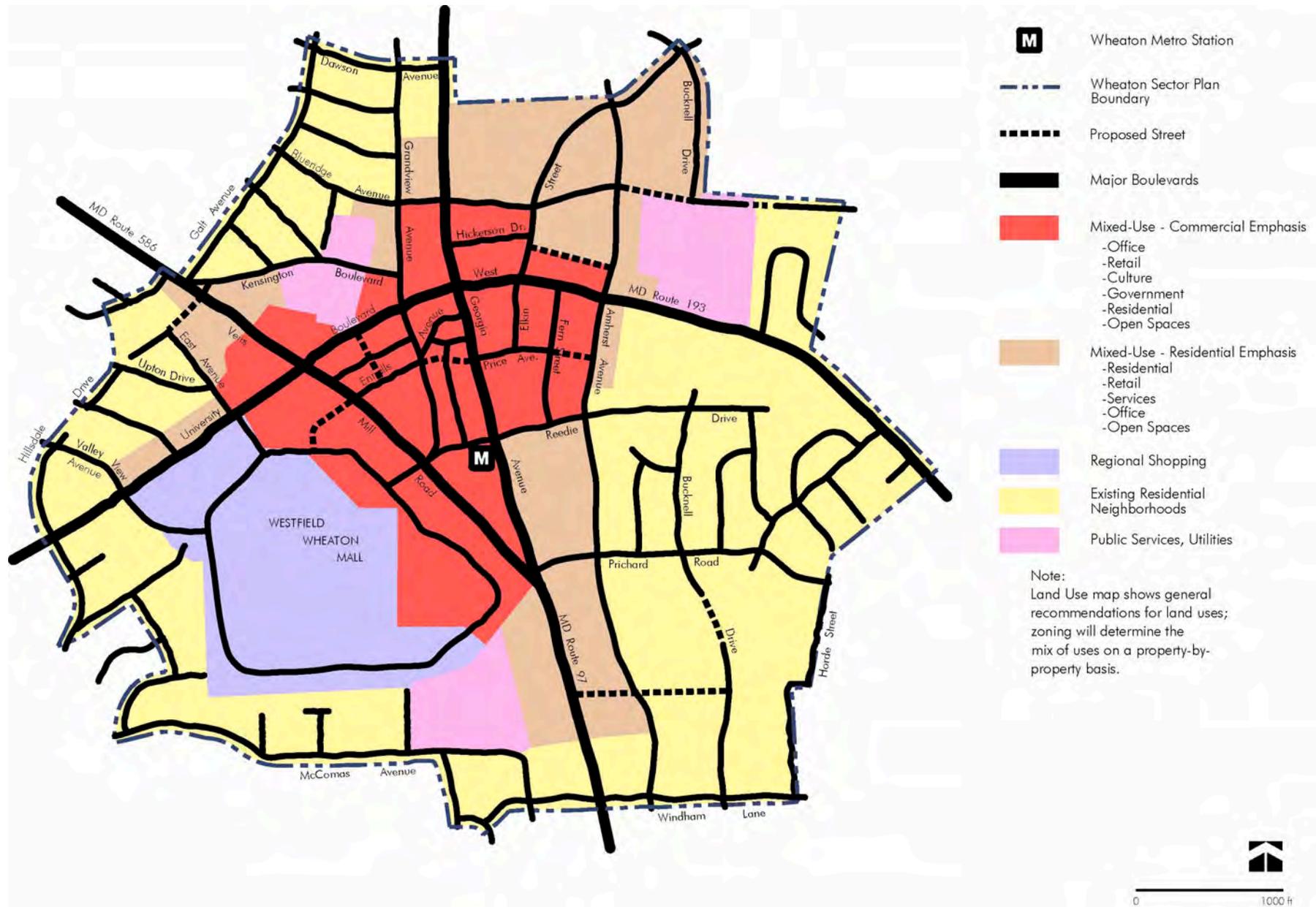
Character: the combined qualities or features that make Wheaton different from the other centers in the region

Public Realm: spaces used day-to-day by the general public such as streets, plazas, parks and architecture visible from these places

Map 9 Land Use Concept



Map 10 Existing Land Use



land use and zoning

Zoning recommendations are based on five goals.

- Encourage Class A office development at the Metro station.
- Allow for retail in the center of the CBD and along the three main roads.
- Increase housing mixed with some retail surrounding the center of the CBD.
- Place highest densities and building heights in the center of the CBD.
- Protect existing residential neighborhoods.

Zoning Background

Wheaton was designated as a CBD before the location of the Metro station. The 1978 Plan recommended rezoning the 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 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 35-acre portion of the CBD to prohibit optional method, large-scale redevelopment that might have a negative impact on smaller businesses. The Overlay Zone was applied to CBD-1, CBD-2, and CBD-3 zoned properties and limited development to standard method. The Overlay Zone, as originally approved, required site plan approval for any new buildings or additions, regardless of size.

In 2006, the Overlay Zone was amended to eliminate the requirement for assemblage and to allow optional method development with some limits, among other changes.

In 2009, a limited sector plan amendment expanded the CBD boundaries and rezoned properties on the east side of Georgia Avenue north of Blueridge Avenue to CBD-0.5 and CBD-1. It also removed the Overlay Zone from the frontage of the same block along Blueridge Avenue.

Proposed Zoning

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.

Since the 1990 Plan, only 21,000 square feet of commercial space has been developed under the standard method in the Overlay Zone. Since the 2006 Overlay Zone amendment, no plans have been approved using optional method within the Overlay Zone. Wheaton's only proposed optional method project is the 2010 mixed-use development on the existing Safeway site, which is outside the Overlay Zone.

This Plan recommends two context-sensitive mixed-use zones (CRN and CR) that permit a mix of residential and nonresidential uses with varying densities and heights. The zones promote economically, environmentally, and socially sustainable development patterns where people can live, work, play, and have access to services and amenities while minimizing the need for automobiles.

The CR Zones do not require assemblage and can enable revitalization of small properties and businesses. They can also customize height and density requirements and provide the tenting effect essential to focusing a downtown. 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.

The Plan recommends removing the Overlay Zone and rezoning all the CBD Zones to CR Zones. The Plan also recommends rezoning other non-residentially zoned properties, some sites with multifamily zoning and a very small number of single-family zoned properties to CR or CRN Zones.

In the CR Zones, additional density may be achieved through incentives that can be bundled to earn the maximum allowable density.

The CRN Zone is a transitional zone appropriate for areas between high density developments and low-density, single-family residential uses. The CRN Zone permits a more limited mix of uses and less intense development where transitions must be provided to nearby neighborhoods. It allows development only under the standard method, and requires site plan review for development of certain limited uses and adjacent to a property in an applicable residential zone or separated from such zone by a primary, secondary, or tertiary street right-of-way; development greater than 10,000 square feet or a height greater than 40 feet; or development of 10 or more dwelling units. One of the chief benefits of site plan review in both the CRN Zone and the CR Zone is to ensure that development conforms to sector plan recommendations.

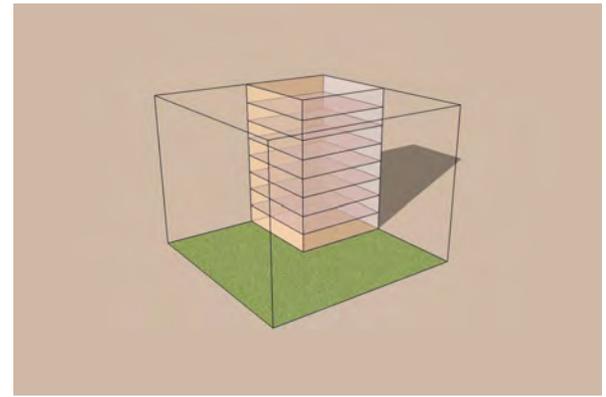
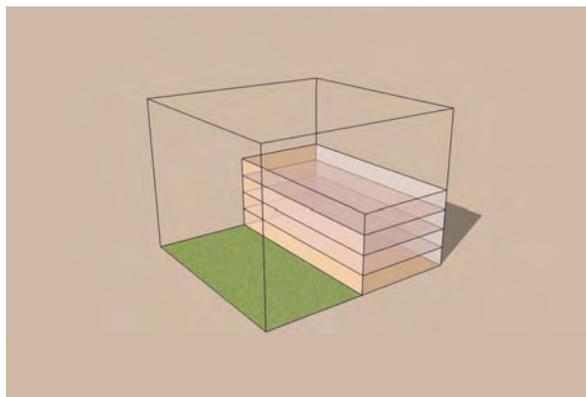
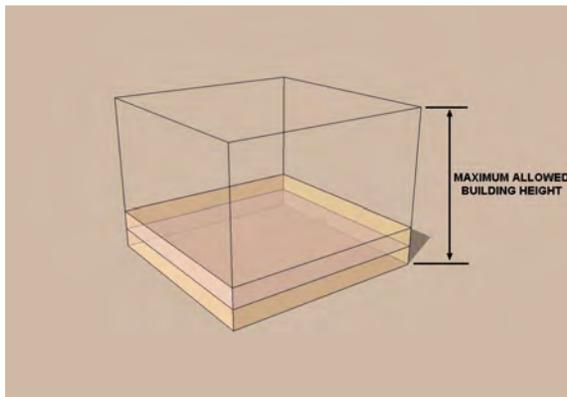
- Remove the Overlay Zone and replace the CBD Zones and some commercial and multifamily residential zones with CR Zones. Where existing residential development has been built under CBD zoning, the proposed CR Zones will approximate the existing zoning and allow an appropriate amount of mixed-use redevelopment.

Density and Building Height

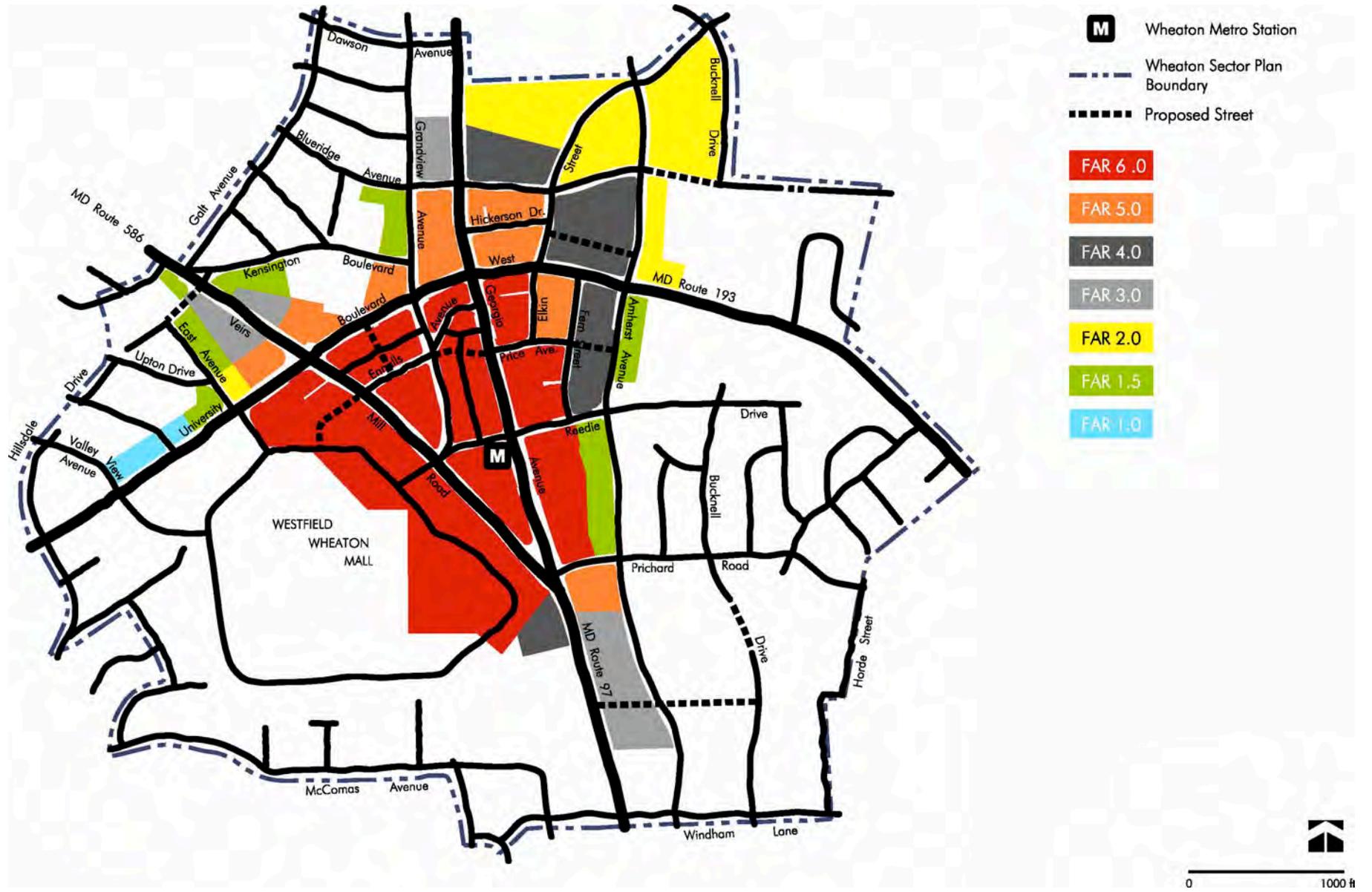
The density and height of buildings shape the built environment and define the skyline. The Plan places the greatest densities and heights at and near the Metro station in the center of downtown, along Georgia Avenue and Veirs Mill Road. The tallest development is recommended on the WMATA Triangle site 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 intersections of University Boulevard West and Georgia Avenue, and of University Boulevard West 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 and no change in zoning is recommended for the developed low-density stable residential communities that surround the more dense central areas.

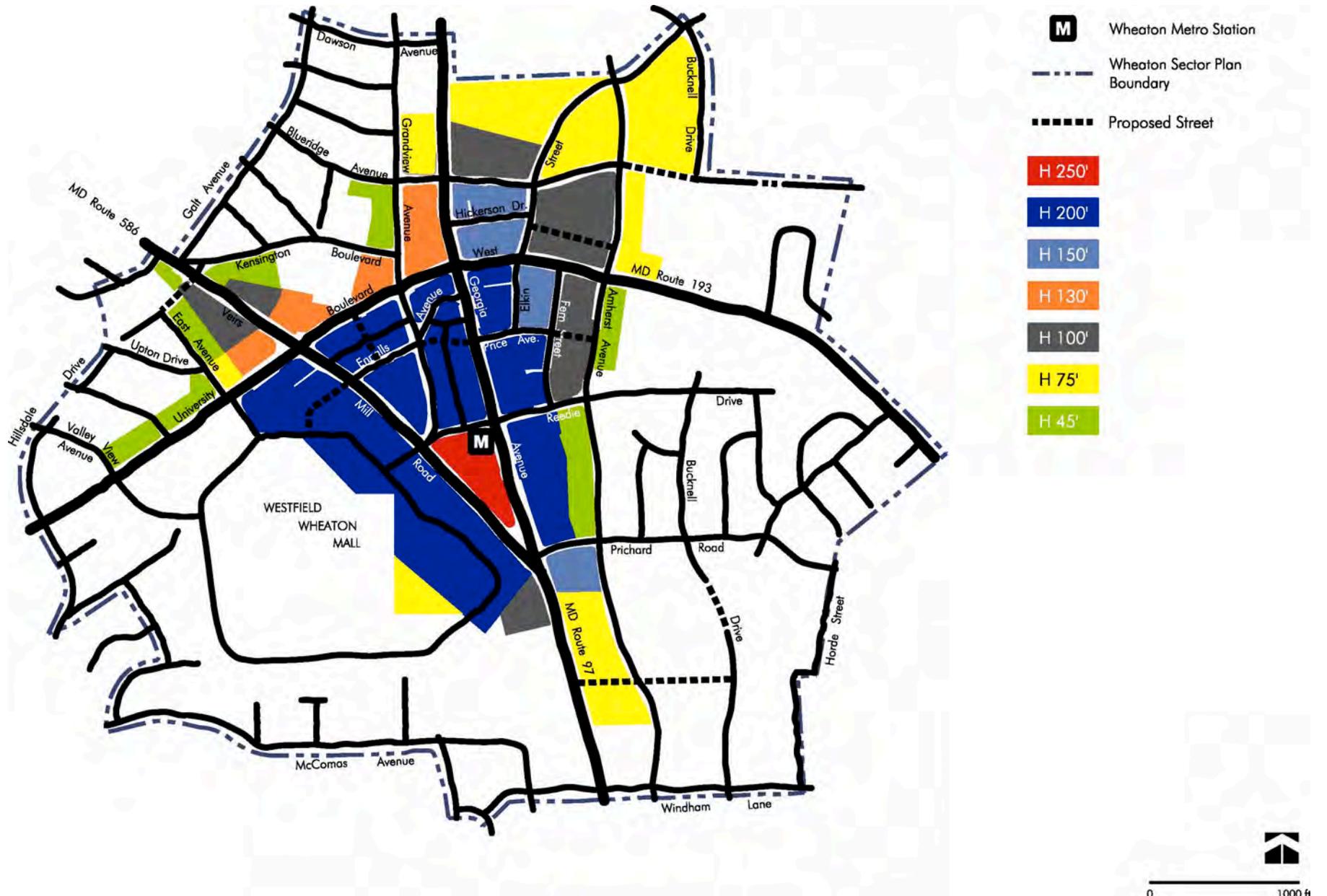
Density is measured as Floor Area Ratio (FAR). The greater the FAR, the higher the amount of maximum allowed development. But higher density doesn't always create taller buildings. A shorter, wider building may have more FAR than a taller, narrower building. The example below is for a 2.0 FAR building.



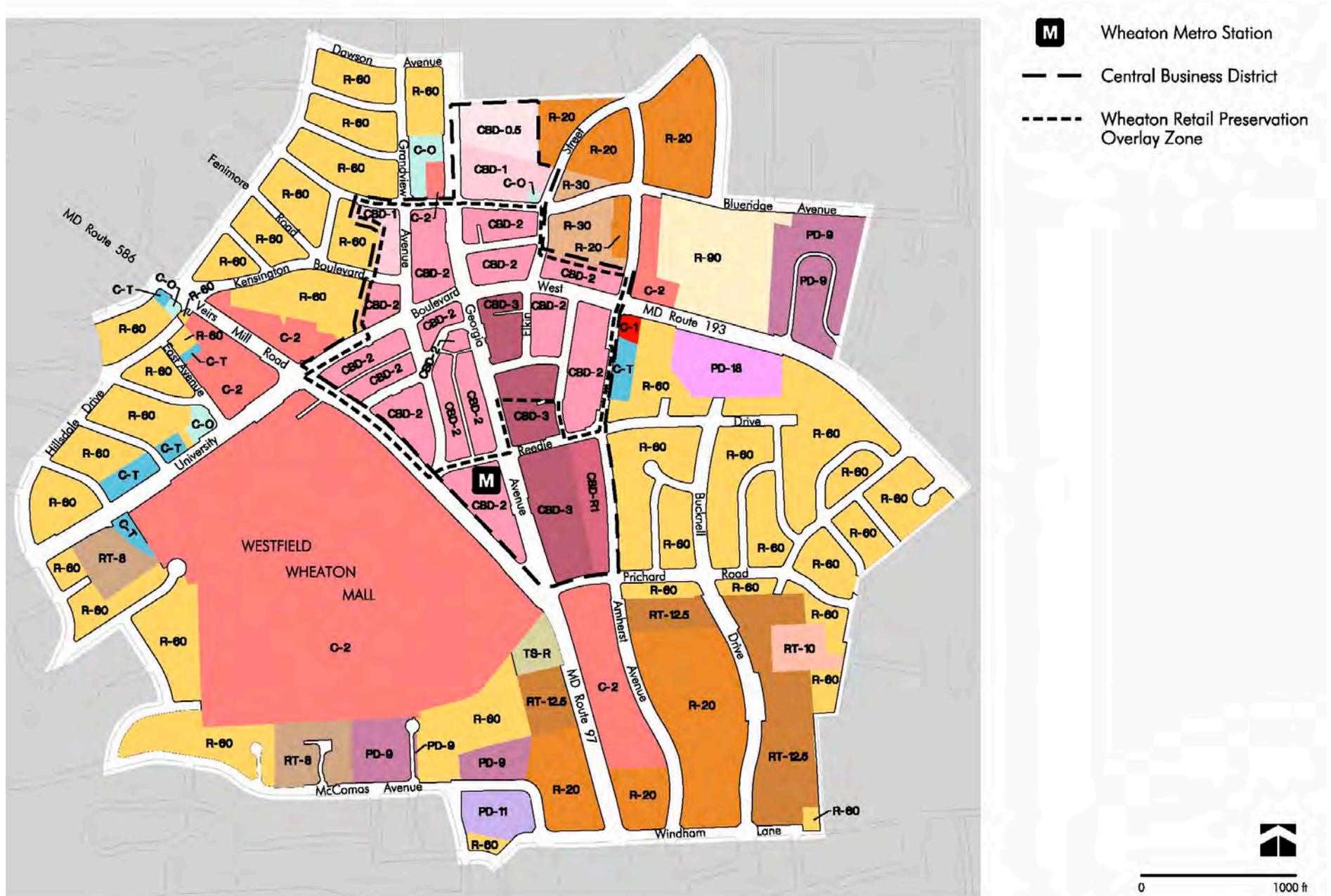
Map 11 Proposed Density: Maximum FAR



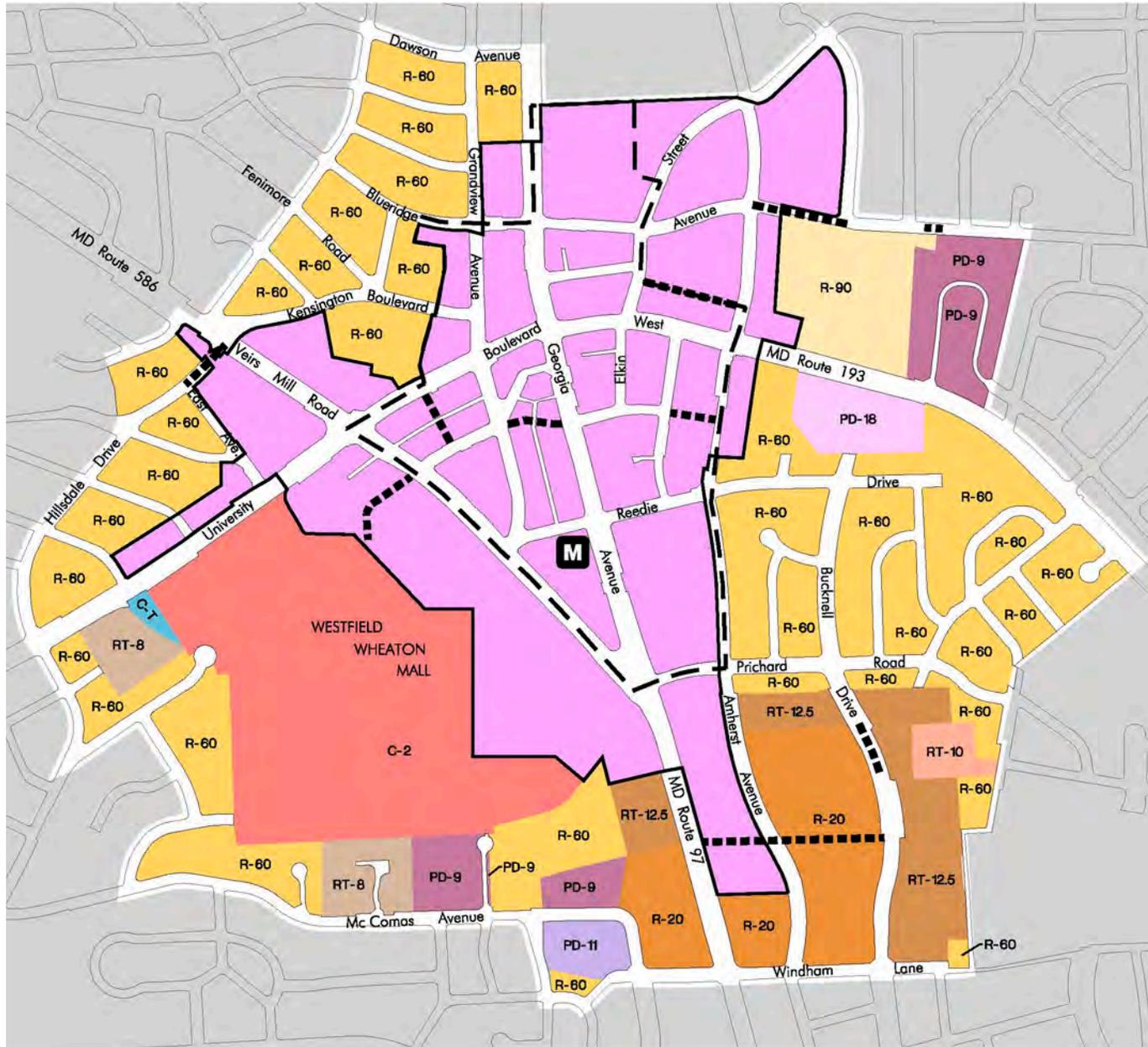
Map 12 Proposed Maximum Building Heights



Map 13 Existing Zoning



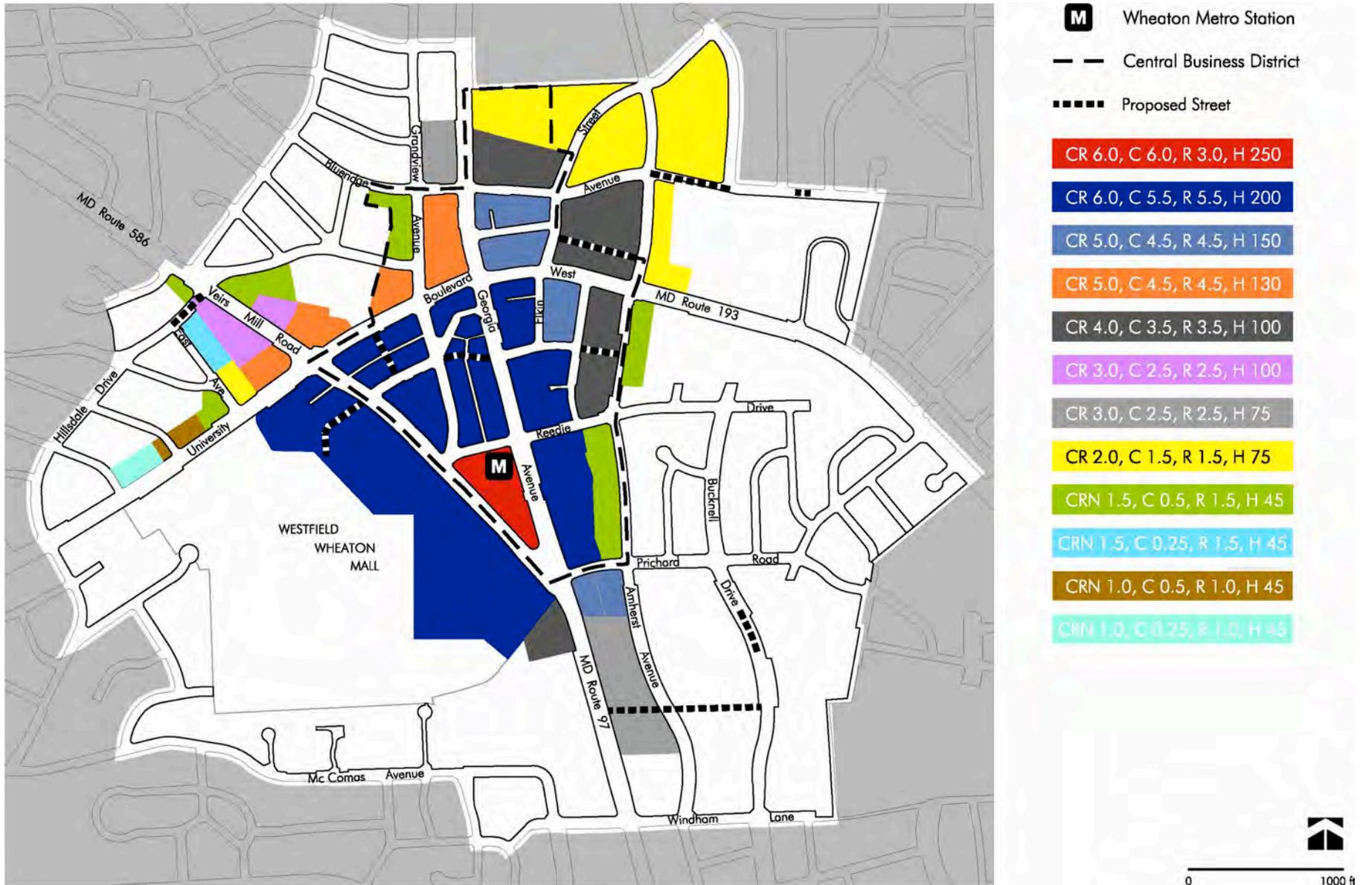
Map 14 Proposed Zoning



- M** Wheaton Metro Station
- Central Business District
- Proposed Street
- CR Zones (Refer to Proposed CR Zoning map for details)



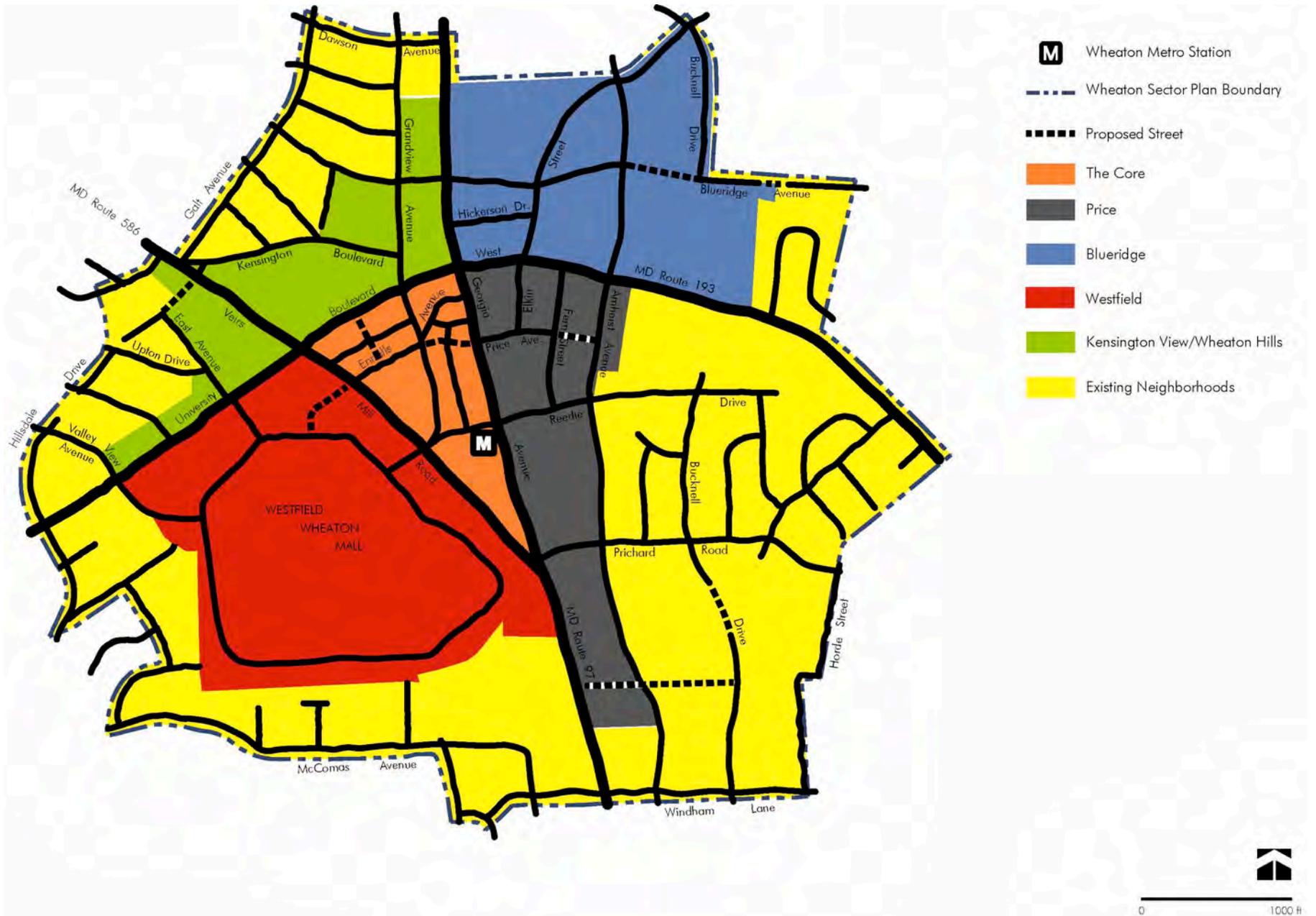
Map 15 Proposed CR Zoning



The Districts



Map 16 Districts



The Districts

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

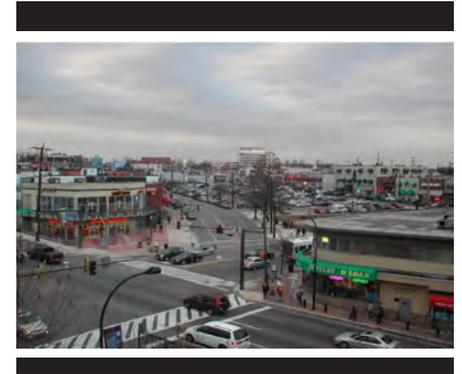
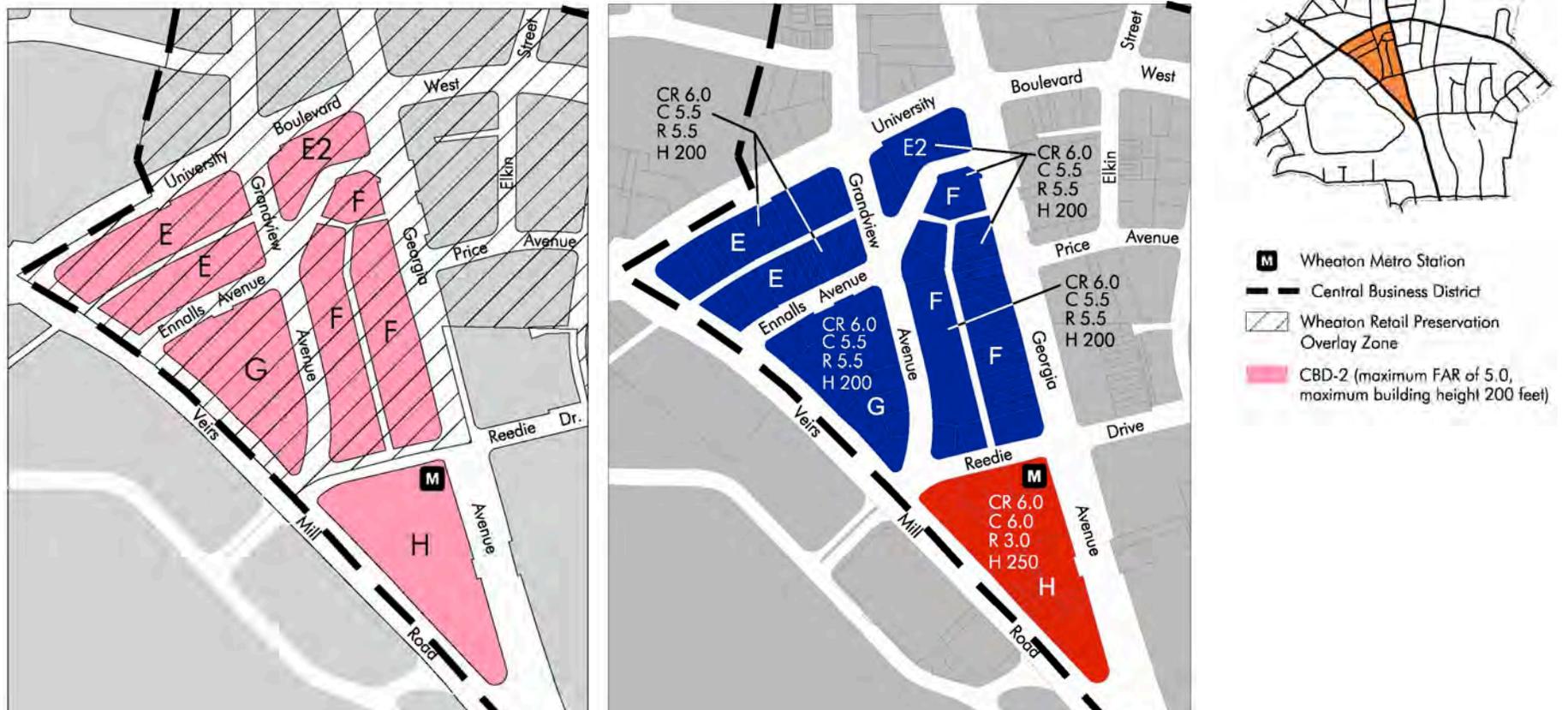


Figure 1 The Core District—Existing and Proposed Zoning



The Core District

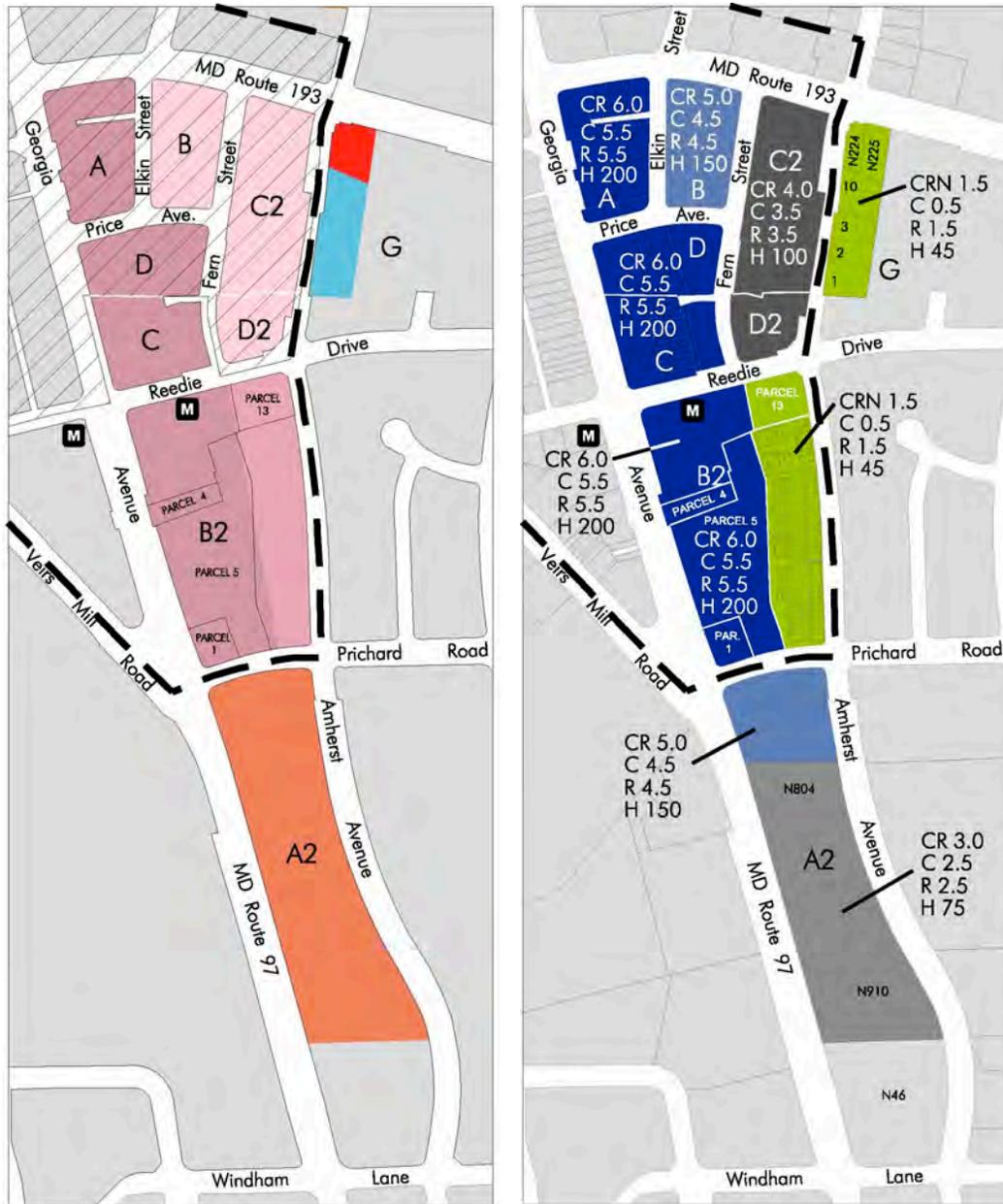
The Core is the approximately 40-acre triangle bounded by Georgia Avenue, Veirs Mill Road, and University Boulevard West. The area is a hub in the regional transit system and includes the Metro station. There are five blocks in the district. Blocks E, E2 and the eastern part of F are primarily small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

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

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

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

Figure 2 Price District—Existing and Proposed Zoning



- M** Wheaton Metro Station
- Central Business District
- Wheaton Retail Preservation Overlay Zone
- C-T (Maximum FAR of 0.5, maximum building height 35 feet)
- C-1 (No FAR limit, maximum building height 45-60 feet)
- C-2 (Maximum FAR of 2.5, maximum building height 75 feet)
- CBD-R1 (Maximum FAR of 3.0, maximum building height 143 feet)
- CBD-2 (Maximum FAR of 5.0, maximum building height 200 feet)
- CBD-3 (Maximum FAR of 8.0, maximum building height 200 feet)

Price District

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

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

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

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

Block A2

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

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

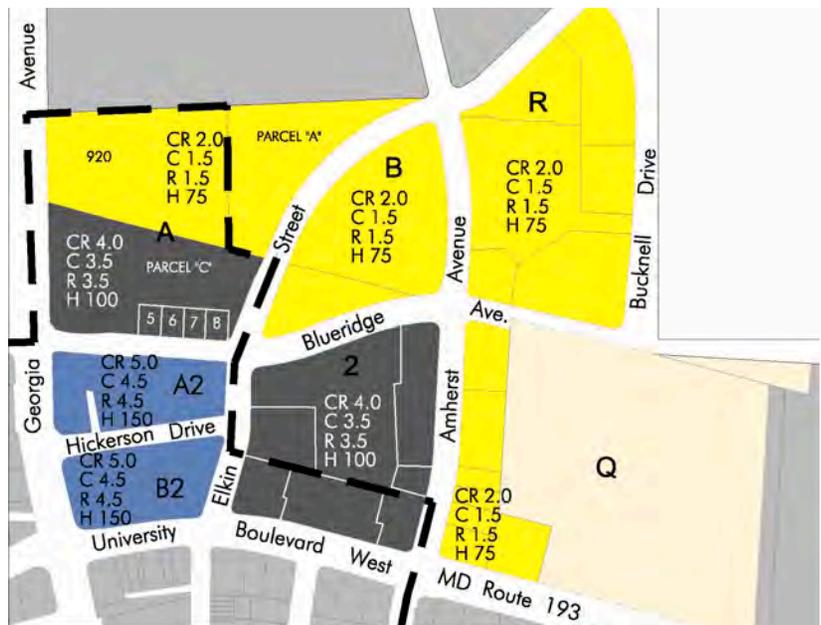
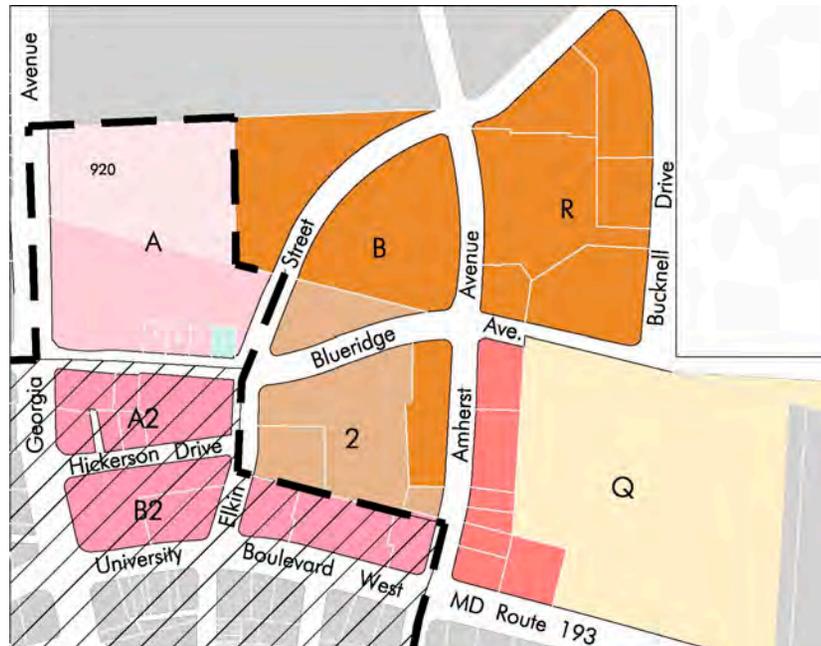
Block B

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

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



Figure 3 Blueridge District—Existing and Proposed Zoning



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

Block B2

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

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

Block C2/D2 (east of Fern Street)

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

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

Block G

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

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

Blueridge District

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



Block A

Block A contains a surface parking lot and commercial buildings; the largest of them is the former BB&T Bank building on Parcel C. Parcel 920, owned by WMATA, is undeveloped, and the garden apartments on Parcel "A" are owned by the Montgomery Housing Partnership. Parcels "C", 5, 6, and 7 are owned by Avalon Bay. Parcel 8 has a small office building. In 2009, pursuant to the 2008 Limited Amendment to the Wheaton Sector Plan (SMA G-845), Parcel 920 was rezoned to CBD-0.5, and Parcels "C", 5, 6, and 7 were rezoned to CBD-1, while Parcel 8 was retained as C-0.

- Rezone Parcel 920 from CBD-0.5 to CR 2.0, C 1.5, R 1.5, H 75, and Parcel "A" from R-20 to CR 2.0, C 1.5, R 1.5, H 75, to encourage mixed-use residential development. Provide appropriate transition in building heights along the northern edge of Parcel 920 and Parcel "A" to be compatible with existing townhomes on the adjoining property to the north. The north-south pedestrian connection shown on this block on Map 17 (page 61) should be designed as a safe and pleasant, direct passage, open to the public, with ample width, height and adequate lighting between Blueridge Avenue and future connection provided on the Leesborough development site to the north. Pedestrians should be able to travel from Blueridge Avenue to points north, including any future development at the undeveloped WMATA site, the Leesborough community, the Wheaton Library, and the Wheaton Recreational Center, without obstacles and in an inviting and safe manner. This connection may also be provided as a private street.
- Rezone Parcel 8 from C-0 to CR 4.0, C 3.5, R 3.5, H 100.
- Rezone Parcels C, 5, 6, and 7 from CBD-1 to CR 4.0, C 3.5, R 3.5, H 100.

Block B (north of Blueridge Avenue)

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

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

Blocks A2 and B2 (south of Blueridge Avenue)

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

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

Block 2

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

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

Block Q

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

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

Block R

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

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

Figure 4 Westfield District—Existing and Proposed Zoning

-  Wheaton Metro Station
-  Central Business District
-  Wheaton Retail Preservation Overlay Zone
-  TS-R
-  C-T (Maximum FAR of 0.5, maximum building height 35 feet)
-  C-2 (Maximum FAR of 2.5, maximum building height 75 feet)
-  Existing green buffer



Westfield District

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

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

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

Westfield Wheaton Mall site and Block D

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



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



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

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

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

Kensington View/Wheaton Hills District

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

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

Block A

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



Block B

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

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

Blocks B2, G, and H

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

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

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

Block C

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

Block F

Block F contains a car dealership, retail, and residential uses. Lots 12 and 13 are currently zoned R-60, lot 11 is zoned C-T and the rest of the block is zoned C-2. The Plan recommends rezoning the car dealership property to create higher and denser mixed-use development (office or residential) near the corner of Veirs Mill Road and University Boulevard West. A through-block connection between Veirs Mill Road and East Avenue is desirable at this location (see also text under Pedestrian Circulation, first bullet on page 64). For properties recommended for CRN zoning along the East Avenue frontage of the block, residential or professional townhouses would be more compatible with the single-family houses across East Avenue than other commercial uses. Any commercial development along East Avenue must have a residential appearance.

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

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

Block 27

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



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

Block 44

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

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

Block 44/EYE

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

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

Existing Neighborhoods Surrounding the Districts

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

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

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

mobility

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

Each of these major highways has a substantial multi-modal 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 West corridors form one of the County's most heavily used east-west transit routes between Rockville and Takoma/Langley Crossroads and the University of Maryland-College Park.

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

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 2 (page 60), 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. Off-road shared use paths will connect to the Rock Creek and Sligo Creek stream valley park trail systems.

The road 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. Carefully layering networks of auto, transit, bike, and pedestrian facilities will improve mobility and access in the CBD, where design, safety, 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 Subdivision Staging 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 development under this Plan reaches the level of development described in Appendix 3, Transportation Analysis. This RAM measure is better than the minimum 0.40 standard for the Kensington/Wheaton Policy Area. Forecasted Local Area Transportation Review (LATR) standards can also be achieved within the Plan's horizon.

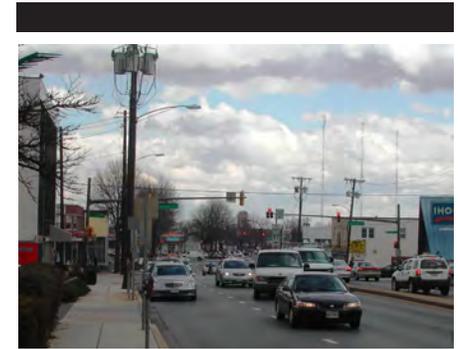


Table 2 Wheaton Roadways

Master Planned Streets	From	To	Master Plan of Highways No.	Notes	Minimum Right-of-Way (Feet) ¹	Number of Through Travel Lanes ²	Target Speed	Design Standard ³
Major Highways								
Georgia Avenue (MD 97)	Windham Ln.	Dawson Ave.	M-8	SW/Inside Lane/Parking	120	6, Divided	30	Mod. 2008.01
University Boulevard West (MD 193)	Hillsdale/Drumm	Amherst Ave.	M-19	Parking/Ped Realm	120	6, Divided	30	Mod. 2008.01
	Amherst Ave	E. Sector Plan Boundary	M-19	Bike Path/Buffer	150	6, Divided	30	Mod. 2008.02
Veirs Mill Road (MD 586)	College View Dr	Georgia Avenue	M-13	SW/Inside Lane/Parking	120	6, Divided ⁴	30	Mod. 2008.01
Business Streets								
Amherst Avenue	Prichard Rd	Blueridge Ave	B-17	Bike Lanes, SW width	80	2	25	2004.22/2005.02
Blueridge Avenue	Wheaton Hills Dr	Elkin St	B-15		70	2	25	2005.02
Elkin Street	Price Ave	Blueridge Ave	B-16		70	2	25	2005.02
Ennalls Avenue	Veirs Mill Rd	Grandview Ave	B-19		70	2	25	2005.02
	Grandview Ave	Georgia Ave	B-19	(Proposed Road)	60	2	25	2005.01
Grandview Avenue	Reedie Dr	Blueridge Ave	B-18		70	2	25	2005.02
Fern Street	Reedie Dr	University Blvd	B-21		70	2	25	2005.02
Price Avenue	Georgia Ave	Amherst Ave	B-20		70	2	25	2005.02
Prichard Road	Georgia Ave	Amherst Ave	B-23		70	2	25	2005.02
Reedie Drive	Veirs Mill Rd	Georgia Ave	B-22		70	2	25	2005.02
	Georgia Ave	Amherst Ave	B-22		70	3	25	Mod. 2004.23
Residential Primary Streets								
Amherst Avenue	Windham Ln	Prichard Rd	P-35		84	2	25	2003.09
	Blueridge Ave	Elkin St	P-32		84	2	25	2003.09
Blueridge Avenue	Elkin St	Nairn Farmhouse Ct	P-11		70	2	25	2003.12
Bucknell Drive	Windham Ln	Prichard Rd	P-10	None	70	2	25	2003.12
	Prichard Rd	Reedie Dr	P-10		84	2	25	Mod. 2003.09
East Avenue	Kensington Blvd	University Blvd	P-8		50	2	25	Mod. 2003.08
Elkin Street	Blueridge Ave	Amherst Ave	P-31		70	2	25	2003.12
Grandview Avenue	Blueridge Ave	Dawson Ave	P-30		70	2	25	2003.12
Horde Street	Windham Ln	Prichard Rd	P-34	None	60	2	25	2002.02
Kensington Boulevard	East Ave	Grandview Ave	P-8		70	2	25	2003.12
Prichard Road	Amherst Ave	Horde St	P-33	None	70	2	25	2003.12
Reedie Drive	Amherst Ave	Dodson Ln	P-36		70	2	25	2003.12
Upton Drive	Hillsdale Dr	East Ave	P-7		50	2	25	Mod. 2003.08
Windham Lane/Douglas Avenue	St. Margaret's Way	Horde St	P-9	None	70	2	25	2003.12

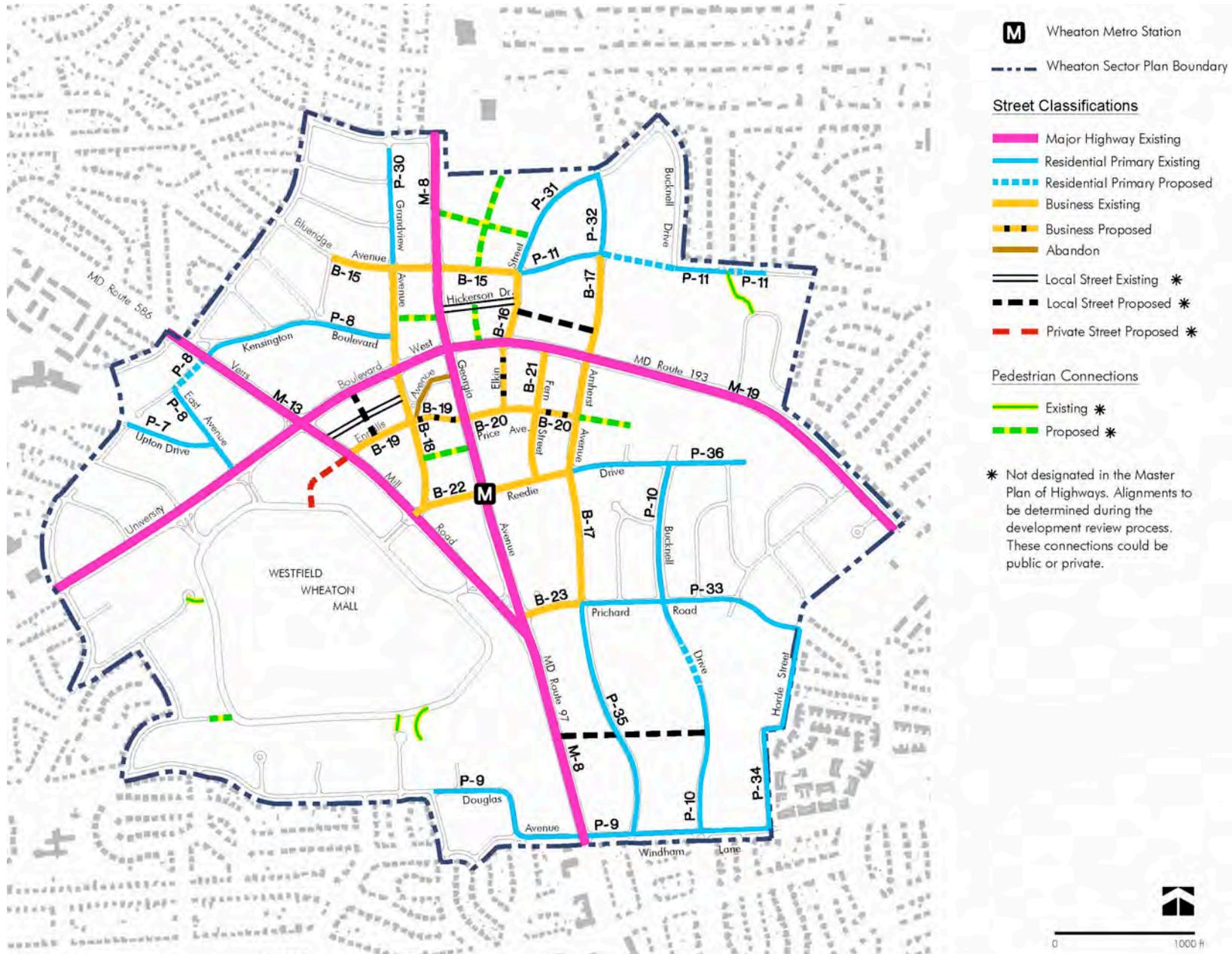
¹ Reflects minimum right-of-way, may not include turning, parking, acceleration, deceleration, or other auxiliary lanes. Rights-of-way are measured from centerline.

² The recommended number of lanes refers to the number of planned through travel lanes for each segment.

³ Reflects the most representative roadway cross-section.

⁴ The outside lanes of Veirs Mill Road are recommended for use as bus only lanes north of Reedie Drive.

Map 17 Existing and Proposed Street and Pedestrian Network



The Street Network

- Redesign Georgia Avenue, University Boulevard West, 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 west of Amherst Avenue as 120-foot rights-of-way with six lanes. These rights-of-ways are intended to accommodate the expected development of a network of express bus routes in designated lanes, an important element of the County's transportation planning.
- Designate University Boulevard West east of Amherst Avenue as a 150-foot right-of-way to accommodate express bus routes and 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 area roadways to improve pedestrian safety and enhance walkability in the downtown.
- Consider roundabouts, built to County street standards, 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.
 - Retain the right-of-way for the unbuilt portion of Kensington Boulevard between East Avenue and Veirs Mill Road. Use of the right-of-way should be determined during development review for any redevelopment of the adjacent Lindsay Ford property. The right-of-way may be used for a bicycle or pedestrian connection if it is determined that a street is not needed or feasible at this location. Regardless of how the right-of-way is used, the impact on residential properties should be minimized and any additional right-of-way required should be from the east side of East Avenue.
- Implement local street connections consistent with the subdivision regulations and urban design guidelines, with specific alignment and features to be determined during the development review process. These streets could be either public or private and include either service access, local vehicular circulation, or both.

- Realign and extend Ennalls Avenue and extend Price Avenue to create a new east-west street link (Map 17, page 61 and Table 2, page 60). There are four components of this realignment and extension.
 - Extend Ennalls Avenue west from its current terminus at Veirs Mill Road and connect with the Wheaton Mall Ring Road. This extension should be a private street. The construction of this segment of Ennalls Avenue should not interfere with existing structures and their footprints.
 - Realign Ennalls Avenue between Grandview Avenue and Georgia Avenue to meet Price Avenue at its intersection with Georgia Avenue. The Plan recognizes that providing on-street parking on a relocated Ennalls Avenue between Grandview Avenue and Georgia Avenue may not be possible if impacts to adjacent properties are to be minimized. Therefore, the Plan acknowledges that achievement of the ultimate Business Street section that would include on-street parking on at least one side of the street may not be realized until redevelopment occurs on both sides of this segment of Ennalls Avenue.
 - Abandon the existing alignment of Ennalls Avenue between Grandview Avenue and Georgia Avenue. This can be done concurrently with the realignment of Ennalls Avenue.
 - Extend Price Avenue east from its current terminus at Fern Street to Amherst Avenue.

These extensions and realignments will enhance circulation within the CBD, provide better access from the neighborhood into the CBD, and minimize the need to travel on State highways to move within the CBD. The alignment of each component of this new street network should be determined during the development review process. Each segment has unique considerations that should be addressed at the time of development.

- The realignment may impact the redevelopment of properties between Grandview Avenue and Georgia Avenue, but will require a complete public process whereby community and property owner concerns can be addressed.
- The extension of Price Avenue between Fern Street and Amherst Avenue should be done concurrently with redevelopment of County Parking Garage 45. Currently, there are no plans to redevelop this parking structure, so this portion of the Ennalls-Price road connection may be the last to be developed. Depending upon the nature of this redevelopment, the extension of Price Avenue may be built without one or both parking lanes, thereby reducing the necessary right-of-way.



- Expand Upton Drive and East Avenue to meet 70-foot street standards when warranted by redevelopment of parcels between Upton Drive/East Avenue and Veirs Mill Road, or by a significant increase in school-related traffic on Upton Drive. Additional right-of-way necessary to support new development on the northeast side of Upton Drive and East Avenue should be acquired while minimizing effects on residential properties. Street design should be flexible enough to support redevelopment of commercial properties along these blocks.

Three proposed street alignments are classified as either master-planned business streets, private streets, or local streets based on their need to carry traffic as part of the determination of master plan transportation system adequacy:

- Ennalls Avenue extended west into Westfield Mall property (Private Street)
- Ennalls Avenue extended between Grandview Avenue and Georgia Avenue (Business Street)
- Hickerson Drive between Georgia Avenue and Elkin Street (Local Street)

These three streets may be implemented as private streets subject to the following conditions:

- Public easements must be granted for the roadway and be reviewed and approved by the Maryland-National Capital Park and Planning Commission (M-NCPPC) and the Department of Transportation (MCDOT) for connectivity and consistency with the Plan's Existing and Proposed Street and Pedestrian Network map (Map 17, page 61) prior to acceptance of the easement.
- The design of the road must follow or improve upon the corresponding Road Code standard for a similar public road, unless approved by MCDOT and the Planning Board at the subdivision review stage or otherwise specified in the Plan.
- Installation of any public utilities must be permitted within such easement.
- The road will not be closed for any reason unless approved by MCDOT.
- Approval from the Department of Fire and Rescue Services must be obtained for purpose of fire access.
- The public easement may be volumetric to accommodate uses above or below the designated easement area.
- The County may require the applicants to install appropriate traffic control devices within the public easement, and the easement must grant the right to the County to construct and install such devices.
- Maintenance and liability agreements will be required for each easement area. These agreements must identify the applicants' responsibility to maintain all of the improvements within their easement area in good fashion and in accordance with applicable laws and regulations.

Pedestrian Circulation

The Plan area benefits from a hierarchy of quiet, residential streets, 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. Large blocks are particularly suitable for new pedestrian connections. For example, the block bounded by Veirs Mill Road, East Avenue, and University Boulevard

West. At the time of redevelopment, projects on these larger blocks should provide for adequate pedestrian circulation, bike connections, and neighborhood compatibility. The alignment and design of pedestrian connections should be determined during the development review process.

- Local streets in the CBD are identified for improved connectivity and access and for their place-making potential. These streets should include features that communicate slower vehicle speeds such as 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. The streets should also be designed to be closed to vehicular traffic to accommodate open air markets, outdoor dining, and event space without significantly affecting circulation and traffic flow in the immediate area.
- Hickerson Drive should be abandoned if the resulting private street connection provides flexibility in creating a vibrant retail corridor with enhanced pedestrian and vehicular circulation within the Blueridge District. The abandonment of Hickerson Drive should be considered only at the time of development of the blocks to the north and south and between Georgia Avenue and Elkin Street. A through block connection in the east-west Hickerson Drive orientation should be maintained during and after redevelopment of the adjacent properties.
- Enhance and clearly mark the disconnected street segments that currently serve as bicycle and pedestrian links to minimum eight-foot pavement widths. Segments suitable for modification include:
 - Hillsdale Drive between Midvale Road and Valley View Avenue
 - Blueridge Avenue between Taber Street and Nairn Road
 - Horde Street between Prichard Road and Dayton Street at Wheaton Forest Local Park.

Table 3 Countywide and Local Bikeways

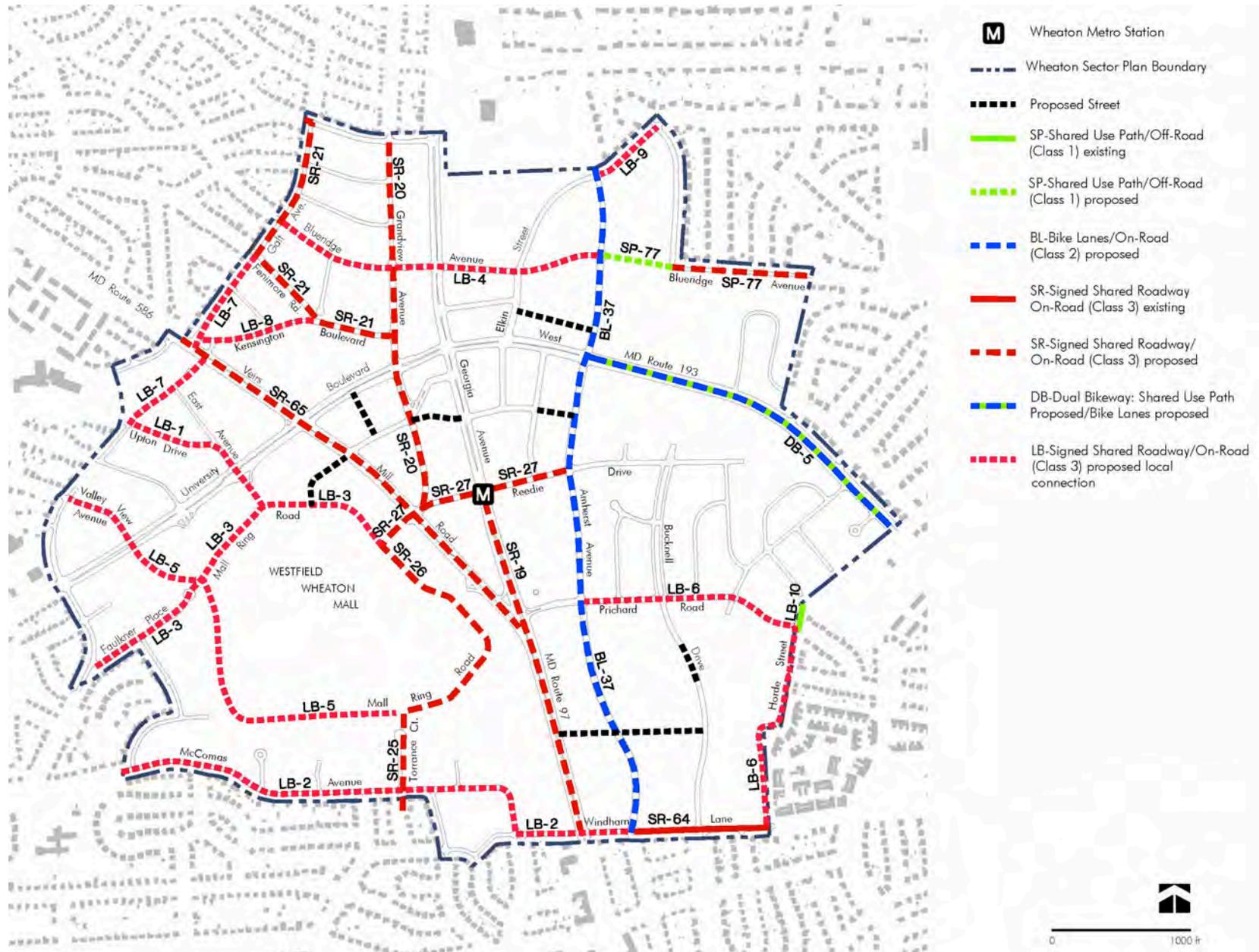
Route Number	Street	From	To	Facility Type
BL-37	Amherst Ave	Windham Ln	Arcola Ave	Bike Lanes
DB-5	University Blvd	Amherst Ave	Sector Plan Boundary	Dual Bikeway: Shared Use Path-Bike Lanes *
LB-1	East Ave	Upton Dr	Mall Ring Rd	Signed Shared Roadway
LB-1	Upton Dr	Hillsdale Dr	East Ave	Signed Shared Roadway
LB-2	McComas Ave/Douglas Ave	Peregoy Dr	Amherst Ave	Signed Shared Roadway
LB-3	Mall Ring Road	Faulkner Pl	Reedie Dr entrance	Signed Shared Roadway
LB-4	Blueridge Ave	Galt Ave	Amherst Ave	Signed Shared Roadway
LB-5	Valley View Dr/Mall Ring Road	Hillsdale Dr	LB-3	Signed Shared Roadway
	Mall Ring Road	LB-3	SR-25	Signed Shared Roadway or Shared Use Path
LB-6	Prichard Rd/Horde St	Amherst Ave	Windham Ln	Signed Shared Roadway
LB-7 **	Kensington Blvd/Galt Ave	Upton Dr	Fenimore Rd/SR-21	Signed Shared Roadway
LB-8	Kensington Blvd	Veirs Mill Rd	Fenimore Rd/SR-21	Signed Shared Roadway
LB-9	Elkin St	Amherst Ave	Sector Plan Boundary	Signed Shared Roadway
LB-10	Horde St	Prichard Rd/Carmody Dr	Wheaton Forest Park Boundary ***	Shared Use Path
SP-77	Blueridge Ave	Amherst Ave	Sector Plan Boundary	Shared Use Path
SR-19	Georgia Ave	Windham Ln	Reedie Dr	Signed Shared Roadway
SR-20	Grandview Ave	Reedie Dr	Dawson Ave	Signed Shared Roadway
SR-21	Fenimore Rd	Galt Ave	Grandview Ave	Signed Shared Roadway
SR-21	Galt Ave	Fenimore Rd	Dawson Ave	Signed Shared Roadway
SR-25	Torrance Ct	Douglas Ave	Mall Ring Road	Signed Shared Roadway
SR-26	Mall Ring Road	Torrance Ct	Reedie Dr entrance	Signed Shared Roadway
SR-27	Reedie Dr	Mall Ring Rd	Amherst Ave	Signed Shared Roadway
SR-64	Windham Ln	Amherst Ave	Horde St	Signed Shared Roadway
SR-65	Veirs Mill Rd	Georgia Ave	Kensington Blvd	Signed Shared Roadway

*The segment of dual bikeway DB-5 along University Boulevard West from Amherst Avenue to Georgia Avenue (MD 97), as proposed in the 2005 Countywide Bikeways Functional Master Plan, should be deleted.

**See related discussion regarding the retention of the right-of-way for Kensington Boulevard under The Street Network (page 62).

***Continues to University Boulevard as a park trail just outside the Sector Plan Boundary. For reference, see planned Shared Use Path/Trail as recommended in Master Plan for the Communities of Kensington/Wheaton (May 1989; amended April 1990), page 224.

Map 18 Existing and Proposed Bikeways





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 the Sligo Creek Trail
 - Blueridge Avenue from Amherst Avenue to the Sligo Creek Trail and Wheaton Regional Park
 - Upton Drive and East Avenue to facilities in western Wheaton.
- Request the State to designate the Plan area as a Bicycle and Pedestrian Priority Area. This designation will facilitate funding for bicycle and pedestrian improvements on State roads.
- Include bicycle lanes along Amherst Avenue and the portion of University Boulevard West east of Amherst to improve circulation and accommodate long-distance connections.
- 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.

Transit

Transit is an integral component of Wheaton's mobility system, both today and tomorrow. The Plan's vision is built on Metrorail, future bus rapid transit (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.

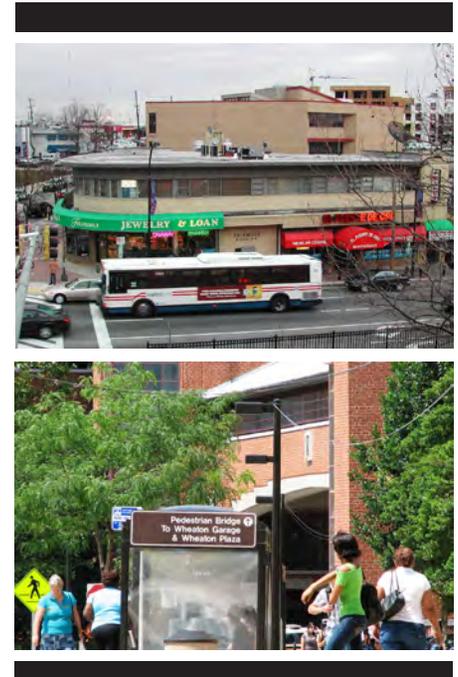
- Develop high quality (frequent, limited stop, low-floor) bus rapid transit on Veirs Mill Road as part of a larger BRT network to better connect Wheaton with Rockville and other parts of the County. Improved transit connections to Takoma/Langley Crossroads via University Boulevard West are also envisioned beyond the Plan's eastern boundary. Other BRT corridors may be recommended following the completion of a Countywide Bus Rapid Transit Study underway at time of Plan adoption. The study's recommendations should be incorporated into the Wheaton transit network as appropriate. These initiatives will improve bus travel times between major activity centers.
- 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, either as stand-alone facilities or as part of redevelopment initiatives. This Plan does not envision new bus transfer facilities outside the existing Metro station, but recognizes that the County and WMATA will need to coordinate as redevelopment proposals are considered.
- Project planning should recognize the Metro 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 important parts of the Plan vision.

Travel Demand Management

- Establish a 30 percent Non-Auto Driver Mode Share (NADMS) goal for employees in the Plan area based on the area's transit service and connectivity opportunities.

Mode Share Goals

Proposed mode share targets for employees working in Wheaton are based on analysis of observed travel behaviors in other County activity centers with a high quality of transit service. The Plan goals for NADMS (Table 4) are based on a gradient of NADMS, which is highest in the urban, down-County planning areas and lower farther from the region's urban core. High NADMS numbers typically correspond to urban areas that tend to be more walkable, with a higher level of transit service and a mix of uses.



Map 19 Existing and Proposed Transit Service

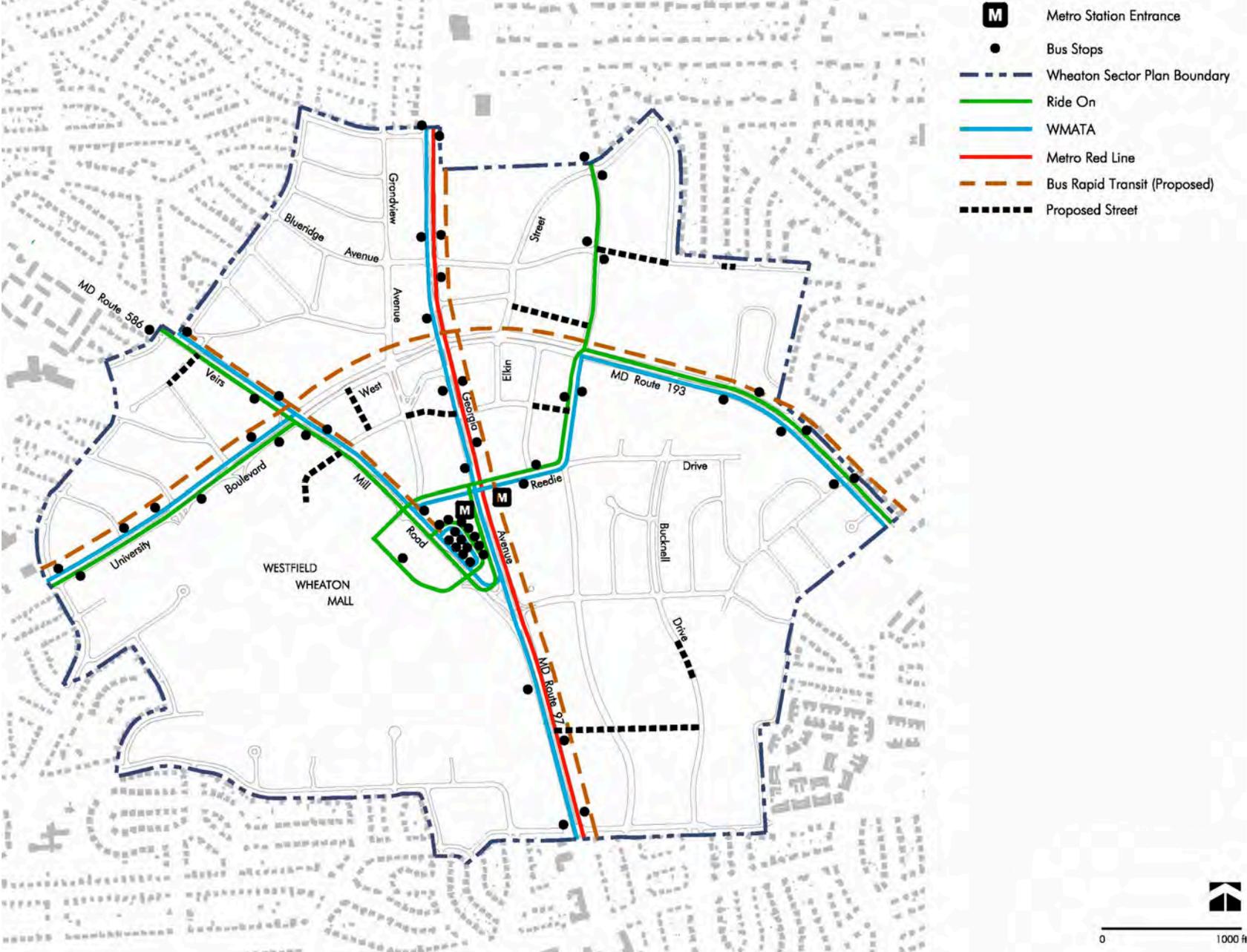


Table 4 Non-Auto Driver Mode Share Goals

Area	Master Plan Goal
Bethesda	37%
Germantown	25%
Silver Spring	50%
Wheaton	30%
White Flint	50%

Wheaton’s location near the edge of the County’s urban ring communities is one constraint that results in an NADMS that is below that of Bethesda and Silver Spring—areas with more density. Another constraint for Wheaton is its employment base, characterized by a high percentage of retail jobs and lower office employment. Higher office employment frequently correlates with a high NADMS because office employees typically commute during peak hours, when transit service is operating at maximum frequency and capacity.

Non-Auto Driver Mode Share (NADMS) is the percent of work trips 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, based on a range of NADMS figures from urban Silver Spring (50 percent) to more suburban Germantown (25 percent).

Transit use by residents (journey-to-work data), as opposed to transit use by employees working in Wheaton, is estimated at 52 percent, nearly three times the Countywide average. As Wheaton becomes a more vibrant mixed-use center, one objective will be to ensure that transit, bicycling, and walking remain viable options for future residents who also choose to work in Wheaton. In the long term, transit mode share might decrease somewhat, but be replaced by a higher walk and bike mode share.



Two of the Plan area’s characteristics contribute to reducing single-occupant auto use.

- Wheaton is served by a robust transit system including a Metro station and several bus lines. Bus Rapid Transit is under consideration on Veirs Mill Road and University Boulevard West within the Plan’s horizon.
- A large portion of the planned growth in Wheaton will likely be residential, which typically has lower trip generation rates than other types of development. Even though Wheaton is expected to expand its current office and commercial base, it is not envisioned to be a major new office hub.

Parking Management

The Plan discourages land dedicated 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.

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.

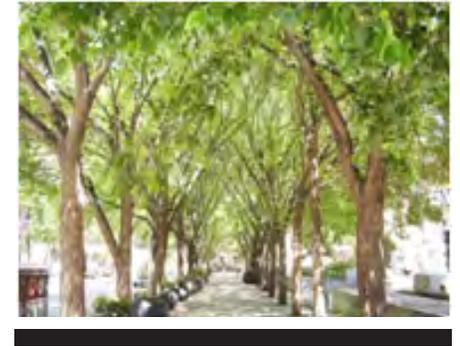
- Encourage a balance of short- and long-term on-street parking within the CBD.
- Retain some convenient parking for the Metro station, but devote primary efforts to increasing the percentage of Metrorail passengers walking, using the bus, or riding bicycles to and from the station.

environment

Natural Systems

Wheaton will grow greener through redevelopment by creating a sustainable community that conserves energy and uses roofs and green spaces to filter stormwater and purify air. 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. Sensitive environmental areas are protected through the Planning Board's *Guidelines for Environmental Management of Development in Montgomery County*.

- 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
 - 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 of 30 percent tree canopy cover for any new surface parking in the CR Zones during the development review process
 - retaining the existing green buffer between the Mall Ring Road and adjacent properties to reduce the impact of new development.
- 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 share stormwater management facilities
 - 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.



Energy

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

This Plan will minimize per capita energy use through its compact, mixed-use development pattern and opportunities for infill development.

- Reduce energy consumption through site and building design techniques that:
 - meet the minimum energy efficiency standards of 17.5 percent less than the calculated baseline performance, or meet the appropriate American Society of Heating, Refrigeration, and Air Conditioning Engineers (ASHRAE) advanced energy design guidelines for new buildings
 - allow renovated buildings to meet energy efficiency standards of 10.5 percent less than the calculated baseline performance, or meet the appropriate ASHRAE advanced energy design guidelines.
- Reduce energy use by:
 - Providing more daylighting through building orientation, light shelves, baffles, clerestories, windows, and skylights
 - integrating geothermal and passive solar systems to reduce energy consumption.
- Encourage local energy production through solar, wind, or other techniques and fuels.

Water and Sewer

The Washington Suburban Sanitary Commission (WSSC) provides public water and sewer service to the Wheaton Plan area. Wheaton is served by the Rock Creek and Sligo Creek sewer systems. The *Water Resources Functional Plan* demonstrates that water supply and sewer service are generally adequate, although WSSC has identified some weak points.

As Wheaton is a high point in the County, the Plan area includes a four-tower water storage facility, and a pair of large water mains running east-west across the area. Projects here may be asked to set back their development some distance from those mains, with the specific dimension to be determined at development approval. The location of these mains may affect road improvements, and improvements to the mains may need to be included in road projects.

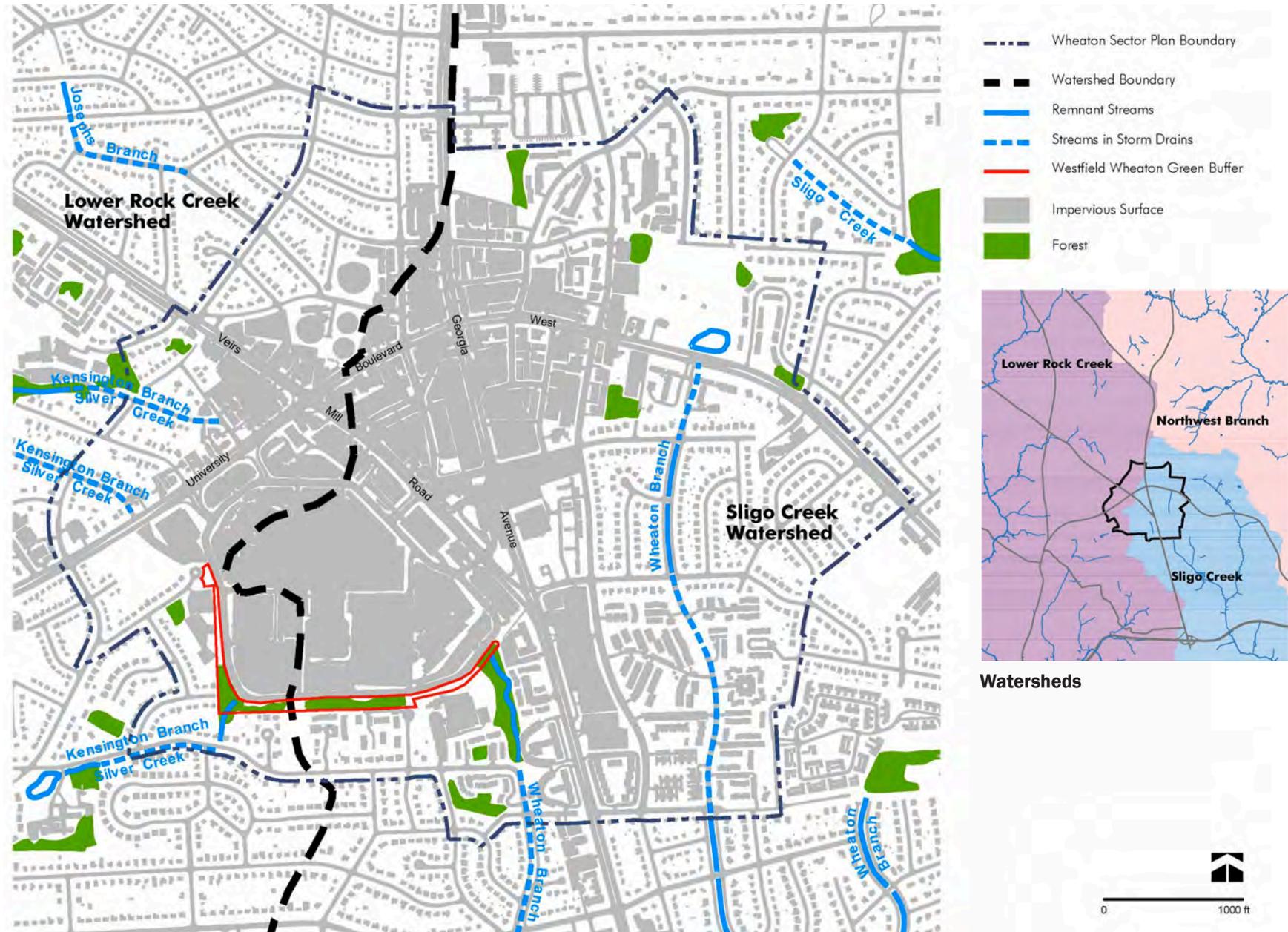
Some structural repair and sewer rehabilitation work will be done as part of WSSC's Sewer Basin Repair Replacement and Rehabilitation plans for Rock Creek and Sligo Creek. These plans are subject to approval by the Maryland Department of the Environment, and the work may include future capacity expansion as required by WSSC.

WSSC's sewer modeling has identified deficient capacity in some sections of the Rock Creek trunk sewer under the design storm or significant wet weather conditions (and with existing and future demographics). 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 (approximately 700 housing 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. The larger improvements to the system would be done through the CIP.
- New facilities or other development projects that generate significant new sewer flows in the Anacostia basins (County basins that drain to the Anacostia No. 2 Wastewater Pumping Station and are conveyed to the D.C. Water and Sewer Authority's Blue Plains Wastewater Treatment Plant) will depend on completion of the Anacostia Storage Facility (Project S 89.22) currently in the WSSC CIP and under design. The project has a projected completion date of December 2013.



Map 20 Natural Systems



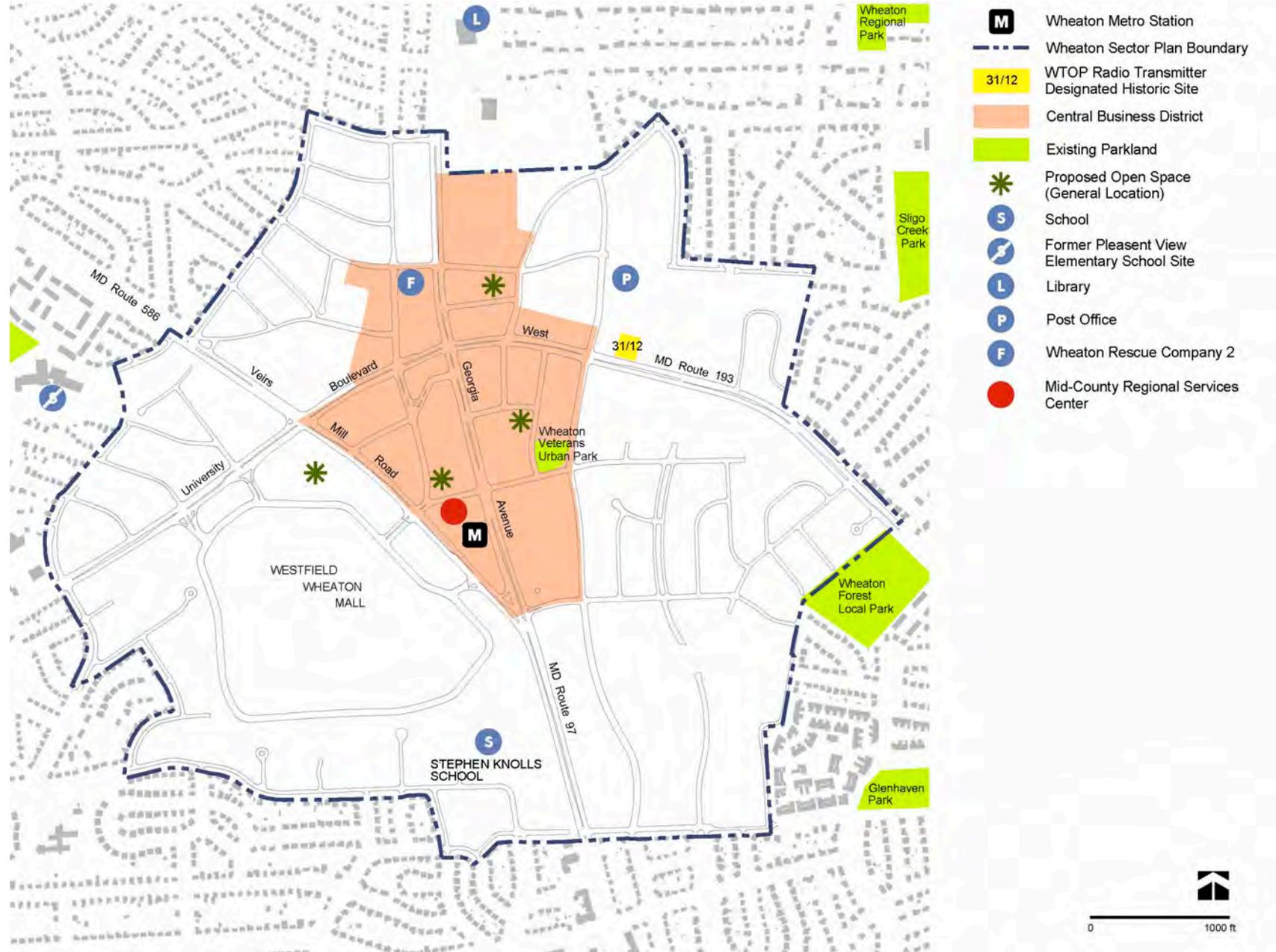
Health

A well-designed community can improve the 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, 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 spaces.



Map 21 Existing Community Facilities and Proposed Open Spaces



community facilities

The Wheaton community is served by one of the County's regional services centers, 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.

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.
- Renovate Wheaton Veterans Urban Park to be more visible and inviting from the surrounding streets. The function of memorializing war veterans could be moved to a more central open space in another location. Any relocation or redevelopment of the veterans memorial should be closely coordinated with veterans groups.
- Provide a central open space 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 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. The Department of Parks 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*. Some recreation facilities will be achieved within the downtown through the Recreation Guidelines used for determining the adequacy of recreation facilities during the development review process.
- 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 Park—along Windham Lane to Sligo Creek Park and along Blueridge Avenue to Wheaton Regional Park.
- Improve access to Wheaton Regional Park. Provide entry features where roadways lead to the park, and way-finding kiosks at central locations such as the Metro station and public parking facilities.



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 at Georgia Avenue between Hermitage and Parker Avenues is a multi-purpose recreational facility that serves people of all ages. Also outside the Plan area, in Wheaton Regional Park, is the Wheaton Ice Arena. It is one of two ice skating facilities owned and managed by the Parks Department.

Wheaton residents are served by three public regional indoor pools, all accessible by transit: 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. 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 possibility.

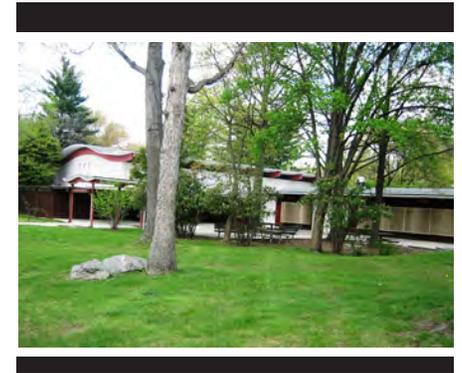
Public Schools

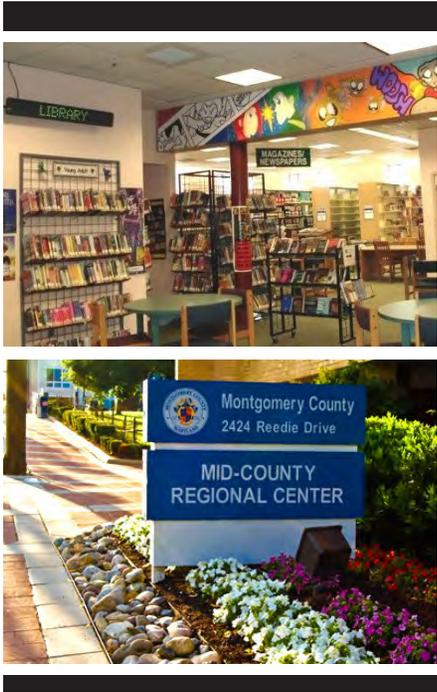
The Plan area is served by the Downcounty Consortium cluster including Blair, Kennedy, Wheaton, Einstein, and Northwood High Schools. Students may attend their home school or choose a signature program offered by a school in the Consortium. This arrangement has been successful in managing capacity constraints. Under current projections, the three middle schools (Colonel E. Brooke 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 School is also located in the Plan area, in the Kensington Heights neighborhood, south of the Westfield Wheaton Mall. It provides special education programs.

The Plan's estimated residential development could yield up to 386 elementary school students, 310 middle school students, and 300 high school students. There are no capacity issues for middle and high schools, but an additional elementary school site may be needed if the actual development is higher than the likely development estimated in this Plan.

- Retain the County-owned former Pleasant View Elementary School building and site on Upton Drive, currently used by the Crossways Community, for a future elementary school if needed.





Libraries

The Wheaton Library is located at the corner of Georgia and Arcola Avenues. The library is one of the County’s busiest branches with over 600,000 items circulated each year and more than 425,000 annual visits. The library’s planned renovation at its current location, currently planned as a joint library/community recreation center on land occupied by the Wheaton Library and the Wheaton Community Center, will consider future needs including demands for computers, Wi-Fi, language learning programs, and services to teens and the diverse Wheaton community. Existing and future library services can accommodate new development anticipated in this Plan.

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), and 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, the Department of Fire and Rescue Services (DFRS) projects that an Emergency Medical Service (EMS) unit will likely be needed at Station 18 to serve future additional residents. By about 2014 or soon thereafter, Station 18 will be relocated in Glenmont on the west side of Georgia Avenue across the street from the Glenmont Metro Station. The relocation is necessary due to the planned grade separation of Georgia Avenue and Randolph Road, which will impact the existing site. Also within the early timeframe of this Plan, the Wheaton Volunteer Rescue Squad (Station 42) will be relocated from its Grandview Avenue location in Wheaton’s downtown to the corner of Georgia and Arcola Avenues. The new locations of Stations 18 and 42 will facilitate adequate response coverage throughout the Wheaton area.

Regional Services Center

The Mid-County Regional Services Center on Reddie Drive is one of the County’s five regional services centers and occupies a part of the WMATA Triangle. It has served the community since 1978.

In addition to housing the offices of the Mid-County Regional Services Center and the Wheaton Redevelopment Program, it accommodates the Mid-County Citizens’ Advisory Board, the Wheaton Urban District Advisory Committee, Conflict Resolution, Adult Behavioral Health, Women’s Cancer Control, Information and Referral Services, Projecto Salud Health Clinic (Montgomery Cares), Community Police Resource Center, and the Mid-County United Ministries. The building is approaching obsolescence.

- Rebuild the center in the Core District.

Law Enforcement

The Fourth District Police Station at 2300 Randolph Road 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 modernized. A district satellite office, used by officers only to write reports, is located at the Westfield Wheaton Mall. According to the Police Department, no new public safety facilities would be needed for the Plan's estimated growth.

Historic Resources

WTOP Transmitter Building, 2115 University Boulevard West

The WTOP Transmitter Building, completed in 1940, is a designated historic site in the County's *Master Plan for Historic Preservation*. The transmitter, historically known as WJSV, 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.

The environmental setting for this historic resource is 1.4 acres. The larger property is interlaced with buried copper wire mesh used for broadcasting, a potential constraint for future redevelopment.

See Appendix 6, Historic Preservation for more information about this historic resource and the Historic Preservation program.

- Any redevelopment of the approximately 12.31-acre WTOP site must conform to the requirements established in its historic designation, including preserving the 1.4-acre historic setting.



Implementation

Zoning

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

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

Public Amenities and Benefits

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

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

Public Benefits in the CR Zone

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

Connectivity and Mobility

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

Diversity of Uses and Activities

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

Quality Buildings and Site Design

- Public art
- Structured parking
- Public open space

Protection and Enhancement of the Natural Environment

- Tree canopy

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

County Capital Improvements Program

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

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

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

Adequate Public Facilities Ordinance (APFO)

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

Urban Design Guidelines

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

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

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

By: District Council

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

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

Action

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

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

General

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

Specific Changes

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

Wheaton has:

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

Page 9, revise the second paragraph as follows:

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

Page 9, modify the fourth paragraph as follows:

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

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

Page 10, modify third bullet as follows:

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

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

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

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

Page 11, modify the last paragraph as follows:

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

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

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

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

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

Page 21, last paragraph, modify the 3rd line as follows:

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

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

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

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

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

Page 23, delete the second paragraph as follows:

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

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

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

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

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

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

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

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

Page 27, modify the sub-heading as follows:

Urban Design [Principles] Elements

Page 29, modify Map 10, Land Use Concept, to show the two blocks bounded by Georgia Avenue, University Boulevard West, Hickerson Drive, Elkin Street, and Blueridge Avenue as mixed-use commercial emphasis instead of mixed-use residential emphasis. Add footnote indicating that the land use map shows general recommendations for land uses; zoning will determine the mix of uses on a property-by-property basis.

Page 33, modify the second paragraph as follows:

The heights and densities decrease closer to the single-family residential communities surrounding Wheaton's commercial areas and no change in zoning is recommended for the developed low density stable residential communities that surround the more dense central areas.

Page 33, add at the end of the text in the box above the diagram:

The example below is for a 2.0 FAR building.

Page 33, add the following note to one of the vertical edges of the diagram:

Maximum allowed building height

Page 44, Block B2, modify the first paragraph as follows.

This block was developed in the early 2000s with new housing at less than the maximum allowed density. One existing parcel remains along Georgia Avenue as office use. Higher densities are more appropriate closer to the Metro station along Reedie Drive and along Georgia Avenue, and heights should transition from [150] 200 feet along Georgia Avenue to 45 feet at the residential edge along Amherst Avenue.

Page 44, under Block B2, modify the third bullet as follows:

- Rezone the offices and apartments on the southern portion of the block along Georgia Avenue (Parcels 4, 5, and 1) from CBD-3 to [CR 5.0, C 4.5, R 4.5, H 150] CR 6.0, C 5.5, R 5.5, H 200.

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Page 44, under Block C2/D2 (east of Fern Street), delete the second paragraph regarding Wheaton Veteran's Urban Park and include a reference to the park text under Community Facilities on page 77:

[If the Wheaton Veterans Urban Park site is incorporated into a redevelopment project, the Veteran's memorial should be relocated elsewhere in downtown. A green transition should be provided (identified through development review) along Amherst Avenue on the Veterans Park site to compensate for the loss of transition and green space that the existing park provides.]

Page 45, Block A, add the following sentence at the end of the second paragraph:

The north-south pedestrian connection shown on this block on the "Existing and Proposed Street and Pedestrian Network" map should be designed as a safe and pleasant, direct passage, open to the public, with ample width, height and adequate lighting between Blueridge Avenue and future connection provided on the Leesborough development site to the north. Pedestrians should be able to travel from Blueridge Avenue to points north, including any future development at the undeveloped WMATA site, the Leesborough community, the Wheaton Library, and the Wheaton Recreational Center, without obstacles and in an inviting and safe manner. This connection may also be provided as a private street.

Page 48, Westfield District, third paragraph, modify the first sentence as follows:

Over the long term, a new, transit-oriented and pedestrian friendly development of office, housing, and neighborhood-serving retail, with public use spaces and recreational facilities along the Veirs Mill Road frontage could be integrated into Westfield's property.

Page 48, Westfield Wheaton Mall site and Block D, modify the third bullet and split text into two bullets as follows:

- [Retain] Preserve the existing green buffer area in its entirety, which is currently approximately 5 acres in size and 30 feet to 200 feet in depth, along the property's southern edge between the residential community and the Mall ring road to reduce the impact of new development on adjacent residential areas and the nearby school]. Provide a maximum building height of 45 feet for a depth of 2000 feet from the southern edge of the property line along the ring road, to create a compatible building height transition, and to contribute to the protection and restoration of the Sligo Creek and Rock Creek watersheds. All existing forested areas should be maintained as forest. Consider the establishment of a conservation easement for the buffer zone and enhancement of the existing buffer area with additional plantings and landscaping through the regulatory process, as applicable. Explore opportunities for expansion of the existing buffer area as future major redevelopment occurs on the Mall site. This will help improve the health of the watershed by reducing impervious surfaces and will provide a better transition between the Mall site and the adjoining residential community. Explore the option of a multi-functional green infrastructure shared use path with rows of trees and rain gardens in the section of the ring road adjacent to the

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existing buffer area. Also consider additional shared use path connections through the buffer to the neighboring community.

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

Page 50, add language at the end of the first paragraph as follows:

The district will continue to be primarily residential with office and retail along the two major roads. No change in zoning is recommended for the existing, single-family residential area, and it is critical that new uses adjacent to, or across the street from, existing houses are carefully designed to be compatible in scale and character with the existing residential development.

Page 50, replace Veirs Mill Road in the first sentence of the third bullet with University Boulevard as follows:

- Rezone Lot 24 along [Veirs Mill Road] University Boulevard from C-2 to CR 5.0, C 4.5, R 4.5, H 130.

Page 51, correct existing zoning map to show all R-60 properties on Veirs Mill Road (as shown on map on page 36).

Page 52, Blocks B2, G, and H, delete the fourth sentence in the first paragraph:

[Three of the lots next to Valley View Avenue are vacant.]

Page 52, Blocks B2, G, and H, modify the bullets after the two paragraphs as follows:

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

Page 53, Block F, add language at the end of the first paragraph as follows:

The Plan recommends rezoning the car dealership property to create higher and denser mixed-use development (office or residential) near the corner of Veirs Mill Road and University Boulevard. A through-block connection between Veirs Mill Road and East Avenue is desirable at this location (see also text under Pedestrian Circulation, first bullet on page 62). For properties recommended for CRN zoning along the East Avenue

frontage of the block, residential or professional townhouses would be more compatible with the single-family houses across East Avenue than other commercial uses. Any commercial development along East Avenue must have a residential appearance.

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

Page 53, Block F, modify the first through fourth bullets as follows:

- Rezone lots 7, 9, and 10 from C-2 to CRN 1.5, C [0.5] 0.25, R 1.5, H 45. [Residential or professional townhouses would be more compatible with the single-family houses across East Avenue than commercial uses.]
- Rezone lot 11 from C-T to CRN 1.5, C [0.5] 0.25, R 1.5, H 45. [Residential or professional townhouses would be more compatible with the single-family houses across East Avenue than commercial uses.]
- Rezone lots 12 and 13 from R-60 to CRN 1.5, C [0.5] 0.25, R 1.5, H 45. [Residential or professional townhouses would be more compatible with the single-family houses across East Avenue than commercial uses.]
- Rezone parcel 14 and lot 16 from C-2 to CR 2.0, C 1.5, R 1.5, H 75. Provide appropriate transition from higher building height along the University Boulevard frontage to the rear of the property along East Avenue to mitigate any adverse visual impacts on the single-family neighborhood to the west. The Planning Board must evaluate the compatibility with the adjacent residential neighborhood at the time of development and may limit the height on the property to less than 75 feet to achieve compatibility.

Page 53, Block F, delete the last paragraph as follows:

[The 100-foot maximum building height along Lindsay Ford's Veirs Mill Road parcel should transition to the maximum permitted building height of 45 feet for the proposed CRN Zone along East Avenue. If the Lindsey Ford properties are developed as one development under the optional method, low-scale residential uses should be placed along East Avenue, with larger commercial uses and mixed-use development along Veirs Mill Road.]

Page 55, modify the first sentence in the first paragraph as follows:

Wheaton has a substantial and varied residential base outside of its commercial areas, including single-family detached, townhouses and garden apartments.

Page 55, modify the first sentence in the second paragraph as follows:

The 1990 Plan recommended PD and RT zones for some of the properties outside the commercial core, and most of these properties have developed accordingly, with the exception of the Stephen Knolls School site.

Page 55, modify the second bullet as follows:

- Single-family houses along Georgia Avenue north of Blueridge Avenue are suitable for offices by special exception], but, if granted, driveways and parking should not be enlarged and the structures should retain a residential character.

Page 55, delete the last bullet and replace it with new text as follows:

- [Houses located within the existing residential neighborhoods surrounding Wheaton's downtown should be considered for accessory apartments.]
- Existing single-family residential neighborhoods should be preserved and protected from the adverse impacts of nearby non-residential development.

Page 57, revise the second sentence in the first paragraph under Approach and Network Integrity as follows:

Carefully layering networks of auto, transit, bike, and pedestrian facilities will improve mobility and access in the CBD, where design, safety, environmental, and community objectives require a multifaceted approach to placemaking.

Page 58, Table 2, Wheaton Roadways:

Modify the Ennalls Avenue designation as follows:

Ennalls Avenue	[Mall Ring Road] Veirs Mill Road	[Georgia Avenue] Grandview Avenue	B-19	[(Proposed Road)]	70	2	25	2005.02
	Grandview Avenue	Georgia Avenue	B-19	[(Proposed Road)]	60	2	25	2005.01

Delete "Bike Lanes, SW width" from Notes column for Reddie Drive.

Delete "Bike Lane ROW as Median" in the Notes column for Bucknell Drive.

Page 61, modify the second sub-bullet as follows:

- Realign Ennalls Avenue between Grandview Avenue and Georgia Avenue to meet Price Avenue at its intersection with Georgia Avenue. [This segment could be a public or private street.] The Plan recognizes that providing on-street parking on a relocated Ennalls Avenue between Grandview Avenue and Georgia Avenue may not be possible if impacts to adjacent properties are to be minimized. Therefore, the Plan acknowledges that achievement of the ultimate Business Street section that would include on-street parking on at least one side of the street may not be realized until redevelopment occurs on both sides of this segment of Ennalls Avenue.

Page 61, modify the fifth sub-bullet as follows:

- The realignment may impact the redevelopment of properties between Grandview Avenue and Georgia Avenue, but will require a complete public process whereby community and property owner concerns can be addressed. [Should property owners not be able to obtain a building permit due to the location of this proposed roadway, an appeals process is available for owners to take concerns to the County Board of Appeals.]

Page 61, modify the sixth sub-bullet as follows:

- The extension of Price Avenue between Fern Street and Amherst Avenue should be done concurrently with redevelopment of County Parking Garage 45. Currently, there are no plans to redevelop this parking structure, so this portion of the Ennalls-Price road connection may be the last to be developed. Depending upon the nature of this redevelopment, the extension of Price Avenue may be built without one or both parking lanes, thereby reducing the necessary right-of-way.

Page 63, modify the first bullet as follows:

- [Certain local] Local Streets in the CBD are identified for improved connectivity and access and for their place-making potential. These streets should include features that communicate slower vehicle speeds such as 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. The streets should also be designed to be closed to vehicular traffic to accommodate open air markets, outdoor dining, and event space 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.]

Page 63, modify the first and last sentences of the second bullet as follows:

- Hickerson Drive [may] should be abandoned if the resulting private street connection provides ... A through-block connection in the east-west Hickerson Drive orientation should be maintained during and after redevelopment of the adjacent properties.

Page 64, Table 3, Countywide and Local Bikeways:

Add an asterisk to DB-5 in the Facility Type column and add the following note to the table:

*The segment of Dual Bikeway DB-5 along University Boulevard from Amherst Avenue to Georgia Avenue (MD97), as proposed in the 2005 Countywide Bikeways Functional Master Plan, should be deleted.

Modify LB-5 as follows:

LB-5	Valley View/ Mall Ring Road	Hillsdale Drive	[SR-25] LB-3	Signed Shared Roadway
	Mall Ring Road	LB-3	SR-25	Signed Shared Roadway or Shared Use Path

Modify LB-7 as follows:

LB -7**	[Hillsdale/Kensington/Galt Upton Dr]	[Oak Dr] Upton Dr	Fenimore Rd/ SR-21	Signed Shared Roadway
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Add the following note to the table:

**See related discussion regarding the retention of the right-of-way for Kensington Boulevard under "The Street Network". (Reference new page #)

Modify LB-10 as follows:

LB10	Horde Street	Prichard Rd/Carmody Dr	[Sector Plan] Whenton Forest Park Boundary***	Shared Use Path
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Add the following note to the table:

***Continues to University Boulevard as a park trail just outside the Sector Plan Boundary. For reference see planned Shared Use Path / Trail as recommended in Master Plan for the Communities of Kensington Wheaton (May 1989, amended April 1990), page 224.

Page 65, modify Map 19, Existing and Proposed Bikeways, as follows:

Delete the segment of LB-7 between Oak Drive and Upton Drive.

Page 73, amend the Natural Systems map to include a specific designation for the buffer area south of Wheaton Mall and to correctly depict and label watersheds and streams.

Page 76, modify Map 22, Existing Community Facilities and Proposed Open Spaces, as follows:

- show the former elementary school site on Upton Drive
- label the names of the existing parks
- reduce the shaded area on the WTOP parcel to show only the 1.4-acre historic Environmental Setting

Page 77, modify the second bullet under Public Park Facilities as follows:

- [If Wheaton Veterans Urban Park is not included in a public/private redevelopment initiative, r]Renovate [it] Wheaton Veterans Urban Park to be more visible and inviting from the surrounding streets. [If it is redeveloped, [The function of memorializing war veterans [should] could be moved to a more central open space in another location. Any relocation or redevelopment of the veterans memorial should be closely coordinated with veterans groups.

Page 80, Libraries, change the third sentence as follows:

The library's planned renovation at its current location, [possibly in combination with currently planned as a joint library/community recreation center on the land occupied by the Wheaton Library and the Wheaton Community Center, will consider future needs, including [the] demands for computers, Wi-Fi, language learning programs, and services to teens and the diverse Wheaton community.

Page 81, revise the last bullet on the page as follows:

- Any redevelopment of the approximately 12.31-acre WTOP site must conform to the requirements established in its historic designation, including preserving the 1.4-acre historic setting.

Page 83, Public Benefits in the CR Zone, update the text and the list of public benefits as follows:

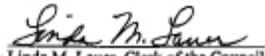
The CR Zone requires public benefits under optional method development. The following list of public benefits [are] should be considered priorities [to meet the Plan's vision;] during project development and review of optional method projects in the CR Zone. This list is not mandatory, and it does not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

area over time. When selecting these benefits, the Planning Board should consider community needs as a determining factor.

- Connectivity and Mobility
 - Through-block pedestrian connections
 - Streetscape
 - Advance[d] right-of-way dedication
 - [Bike station on WMATA block]
- Diversity of uses and activities
 - Child daycare center
 - Dwelling unit mix
 - On-site space for small businesses
- Quality buildings and site design
 - Public art
 - Structured parking
 - [Public use space in the vicinity of parking lot 13]
 - Public open space
 - [through-block pedestrian connections]
- Protection and Enhancement of Natural Environment
 - Tree Canopy

All illustrations and tables included in the Plan are to be revised to reflect District Council changes to the April 2011 Planning Board Draft Plan. Maps that display proposed densities will require a new color to show FARs of 1.0 and to show zoning changes in the Kensington View/Wheaton Hills and Price Districts. All maps should be updated to reflect all current and proposed roadway configurations and networks (including the second entrance to the Westfield property on Veirs Mill Road). The text and graphics are to be revised as necessary to achieve and improve clarity and consistency, to update factual information, and to convey the actions of the District Council. Graphics and tables should be revised to be consistent with the text.

This is a correct copy of Council action.


Linda M. Lauer, Clerk of the Council

The Plan Process

A plan provides comprehensive recommendations for the use of publicly and privately owned land. Each plan reflects a vision of the future that responds to the unique character of the local community within the context of a countywide perspective.

Together with relevant policies, plans should be referred to by public officials and private individuals when making land use decisions.

STAFF DRAFT PLAN is prepared by the Montgomery County Department of Park and Planning for presentation to the Montgomery County Planning Board. The Planning Board reviews the Staff Draft Plan, makes preliminary changes as appropriate, and approves the Plan for public hearing. After the Planning Board's changes are made, the document becomes the Public Hearing Draft Plan.

The PUBLIC HEARING DRAFT PLAN is the formal proposal to amend an adopted master plan or sector plan. Its recommendations are not necessarily those of the Planning Board; it is prepared for the purpose of receiving public testimony. The Planning Board holds a public hearing and receives testimony, after which it holds public worksessions to review the testimony and revise the Public Hearing Draft Plan as appropriate. When the Planning Board's changes are made, the document becomes the Planning Board Draft Plan.

The PLANNING BOARD DRAFT PLAN is the Board's recommended Plan and reflects their revisions to the Public Hearing Draft Plan. The Regional District Act requires the Planning Board to transmit a sector plan to the County Council with copies to the County Executive who must, within sixty days, prepare and transmit a fiscal impact analysis of the Planning Board Draft Plan to the County Council. The County Executive may also forward to the County Council other comments and recommendations.

After receiving the Executive's fiscal impact analysis and comments, the County Council holds a public hearing to receive public testimony. After the hearing record is closed, the relevant Council committee holds public worksessions to review the testimony and makes recommendations to the County Council. The Council holds its own worksessions, then adopts a resolution approving the Planning Board Draft Plan, as revised.

After Council approval the plan is forwarded to the Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the plan officially amends the master plans, functional plans, and sector plans cited in the Commission's adoption resolution.

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Roger Berliner, Vice-President
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Marc Elrich
Nancy Floreen
George Leventhal
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January 2012

wheaton cbd and vicinity sector plan

Approved and Adopted



Montgomery County Planning Department
M-NCPPC

MontgomeryPlanning.org

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