Welcome!

Westbard Sector Plan Kickoff
September 23, 2014
National-Capital Park and Planning Commission

Westbard Team

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Sector Plan Basics

What it can do...

- Define a community vision
- Analyze zoning, transportation, community facilities, environmental assets, and historic structures
- Make recommendations to preserve, enhance, transform certain physical elements
- Serve as a guide when development projects are submitted
- Encourage cooperation amongst stakeholders
What it cannot do...

- Code enforcement
- Ensure immediate redevelopment
- Require adjacent property owners to consolidate
- Fund capital improvement projects
- We are not developers
- We are not Equity One
Where we’re going...

- Outreach On-going
- Staff work through February 2015
- Planning Board Draft March-August 2015
- County Executive Review & Council notice period September-October 2015
- Council Hearing November 2015
- Commission Adoption, SMA June 2016-September 2016
Briefing Book

What it does:

• Reviews the level of fulfillment of the goals and visions of the 1982 Sector Plan

• Summarizes the existing conditions of the Westbard Sector Plan area
  • Zoning
  • Transportation
  • Environment
  • Built environment
  • Parks, Open Space and Trails
  • Business and Employment data
  • Demographics
  • Community Facilities

• Intended to be used as a reference for the community
Process

Oct 30, 2014
Scope of Work

March 19, 2015
Initial Staff Recommendation

April 23, 2015
Staff Draft Plan

May 14, 2015
Public Hearing Draft

June 23, 2015
Planning Board Draft

July 30, 2015
County Executive & County Council Review

Fall 2015
County Council Public Hearing

2016
Final Adopted Master Plan

Public Participation
Open House
Community Meetings
Public Comment
Public Testimony
Public Comment
Public Comment
Public Comment
Public Testimony

You Are Here
Areas of Expertise

• Environment
• Transportation
• Urban Design
• Parks
• Research
Transportation

- Complete Streets Approach
- Transportation Analysis
  - Walkability
  - Bikeability
  - Travel Forecasting
- Recommendations
  - Sidewalk Width
  - Bikeways
  - Transit Facilities
  - Street Network
  - # of Traffic Lanes
  - Road Classification
  - Right-of-Way Width
Urban Design

Urban Design focuses on the physical form of the city, referred to by urban designers as the ‘Built Form’:

Built Form is often broken up into three categories:

- **Streets**
- **Buildings**
- **Open Space**
Urban Design

The resulting built form determines the pedestrian realm:

Active streetscapes incorporate lively store fronts, wide sidewalks with street trees and ample seating

Buildings are essential for framing the public open space

Wide sidewalks help create a pleasant pedestrian environment

Mixed uses around an open space activates it throughout the day
Parks, Trails, and Open Spaces: What do you like to do outside?
Research

“Informational” division collecting and analyzing data related to Demographics, Business/Employment, Economics and Housing.

Demographics
- Population and Household Characteristics
- Benchmarking
- Forecasting
Research

**Business/Employment**
- Employment Data
- Labor Force Characteristics
- Understanding Business Composition

**Housing**
- Housing Needs Analysis
- Housing Composition Studies

**Economics**
- Commercial Real Estate Intelligence
- Market Studies
- Economic Feasibility Analysis
1982 Westbard Sector Plan Boundary

Focus Area

Likely not to change
Next Steps

October 21, 2014 - Scope of Work to community – Walt Whitman Cafeteria

October 30, 2014 - Scope of Work to Planning Board

Week of November 10, 2014 Community Planning Charrette – Westwood II Center

November 18, 2014 - Presentation of Westbard Charrette findings to Community- Westland Middle School

December 18, 2014 - Planning Board Briefing on Charrette and Outcomes

Spring 2015 - Staff Draft

Spring 2016 - Anticipated completion date
CONTACT INFORMATION

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