Westbard Scope of Work Presentation
October 21, 2014
Westbard Team

Robert Kronenberg, Chief
Marc DeOcampo, Supervisor
John Marcolin, Urban Designer/Project Manager
Fred Boyd, Assistant Project Manager
Melissa Williams, Outreach
Paul Mortensen, Senior Urban Designer
Matt Folden, Transportation
Brooke Farquhar, Parks
Mark Wallis, Parks
Susanne Paul, Parks
Rick Liu, Research
David Anspacher, Functional Planning
Katherine Nelson, Environment
Marco Fuster, Environment
Scott Whipple, Historic Preservation
You Are Here

Process

Oct 30, 2014
Scope of Work

March 19, 2015
Initial Staff Recommendations

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
Kick Off
Charrette
Public Comment
Public Comment
Public Testimony
Public Comment
Public Testimony
Public Meetings, website, e-mail
Scope of Work

Sector Plan Context
Existing Planning Framework
Geographic Boundaries- Plan Area
Outreach
Vision and Goals
Schedule
Context

- 1982 Sector Plan called for a mix of residential, office and industrial uses
- 1982 Sector Plan sought to maintain community serving uses
Context

Most Significant Change Since 1982 Sector Plan:

The Capital Crescent Trail
Existing Planning Framework

1982 Sector Plan:

- Reaffirm and strengthen the residential character of surrounding neighborhoods
- Reduce commuter traffic that cuts through residential neighborhoods
- Prevent spillover parking by area employees within neighborhoods
- Improve pedestrian circulation and make it less hazardous
- Establish noise abatement measures between commercial/industrial and nearby residents
**Scope of Work**

**Existing Planning Framework**

The 1982 Sector Plan goals that were fulfilled:

- Avoid incompatible uses of the old I-2 heavy industrial zone
Existing Planning Framework

The 1982 Sector Plan goal of encouraging and maintaining the uses that better served the residents and landowners of Westbard have been fulfilled:

- Single family residential
- Local serving retail
- Light industrial
Existing Planning Framework

The 1982 Sector Plan goal of improving the public realm has been largely unfulfilled:

- Mixed Use Planned Development
- Major Commercial/Retail development
- Streetscape improvements
- Stream buffering
- Urban Park
Sector Plan Boundaries
Geographic boundaries of the plan area and surrounding area
Outreach

- Meet and Greet
- Public Presentations
- Webpage
- Surveys
- Site Visits
- Property Owner Meetings
- Resident Meetings
- Store Information Tables
- Fliers
- Posters
- Mailings
## Outreach Meetings

<table>
<thead>
<tr>
<th>Meeting</th>
<th>When</th>
<th>Where</th>
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<tbody>
<tr>
<td>Zoning and Sector Plan Primer</td>
<td>Thursday, June 12, 2014</td>
<td>Unitarian Church, River Road</td>
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<tr>
<td>Information Table</td>
<td>Saturday, Sept 6</td>
<td>Giant Food Store - Westbard</td>
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<tr>
<td>Information Table</td>
<td>Saturday, Sept 13</td>
<td>Wholefoods - Westbard</td>
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<tr>
<td>Food Truck Rally</td>
<td>Saturday, Sept 20</td>
<td>Giant Food Store - Westbard</td>
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<tr>
<td>Kick-off and Opportunities and Constraints Mtg.</td>
<td>Tuesday, Sept, 23</td>
<td>Walt Whitman HS Cafeteria</td>
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<tr>
<td>Meeting with WMCCAB</td>
<td>Monday, October 6, 2014</td>
<td>Regional Services Center</td>
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<tr>
<td>Meeting with CCCFH</td>
<td>Thursday, October 9, 2014</td>
<td>Somerset Town Hall</td>
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<tr>
<td>Brief Community on Scope of Work</td>
<td>Thursday, October 21, 2014</td>
<td>Walt Whitman HS Cafeteria</td>
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<td>Charrette</td>
<td>November 10-14</td>
<td>Westbard II Shopping Center</td>
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<tr>
<td>Presentation of PlanWestbard Charrette findings</td>
<td>Tuesday, November 18</td>
<td>Westland Middle School</td>
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<tr>
<td>Brief Planning Board on Charrette and Outcomes</td>
<td>Thursday, December 18</td>
<td>Planning Board, Silver Spring, MD</td>
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New Vision and Goals – the Big Picture

Maintain the Best Qualities of Westbard

- Smaller Scale
- Low Density
- Mixed-Use
- Diversity
- Affordability
New Vision and Goals - Specifics

Embrace the community character of Westbard & improve the sense of place

Wide Sidewalks

Public Open Spaces

Great Streets

Places to Gather
New Vision and Goals - Specifics

Add Public Gathering Spaces that the Community can Call Its Own

Plazas

Parks
New Vision and Goals - Specifics

Maintain and Enhance Community Serving Commercial and Light Industrial Uses
New Vision and Goals - Specifics

Address Environmental Issues and Promote Sustainable Growth

• Stormwater
• Landscape
• Pollution
• Building Construction
Scope of Work

New Vision and Goals - Specifics
Maintain and Enhance Neighborhood Oriented Retail Character
New Vision and Goals - Specifics

Ensure School Capacity Meets current and future Demands
New Vision and Goals - Specifics

Improve, Pedestrian, Bicycle and Vehicular Traffic Connections
New Vision and Goals - Specifics

Provide a Variety of Housing Options to Meet Community Needs

- Affordability
- Empty-Nesters
- Young Adults

Scope of Work
Next Steps

• **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
Charrette Schedule — Nov. 10, 12, 13, 14 and 18 (Nov. 11, Veterans Day)

### Nov. 10 — Monday
- 10-11:00 Walking tour
  - meetings (owners, citizens associations)
- 12-1:00 Walking tour
  - 1-2:00 MCPS
  - 1-2:00 MCPL
  - meetings (owners, citizens associations)
- 6-9:00 Visioning Session
  - Short Presentation → Concept Framework
- Product: Ideas for concept framework

### Nov. 12 — Wednesday
- 7-8:30 Sunrise Series
- Staff work on Concept Framework
- meetings (owners, citizens associations)
- 9-10 am DEP, DPS, SWM
- Open House 11-2 pm
- 1:30-3:30 SHA, DOT, WMATA
  - 2-3:30pm Public Schools,
- Staff work on Concept Framework
- meetings (owners, citizens associations)
- 6-9:00 Framework
- Post Framework → gather input
- Product: Feedback on Concept Framework

### Nov. 13 — Thursday
- 7-8:30 Sunrise Series
- Staff work on options
- meetings (owners, citizens associations)
- Agency Meetings
- Open House 11-2 pm
- meetings (owners, citizens associations)
- 6-9:00 Present Options
- Post Options → gather input
- Product: Feedback on Preferred options

### Nov. 14 — Friday
- Work on options
- - Work on options
- - Work on options
- 7-9:00 Present Completed Concept Plan
  - gather input
- Product: Concept Plan with details

### Nov. 18 — Tuesday
- - Work on options
- 7-9:00 Present Completed Concept Plan
  - gather input
- Product: Input to guide Sector Plan
Charrette – Monday November 10

- Team Set-Up
- Site Tours
- Evening Meeting – Walt Whitman High School (6:00 – 9:00pm)
  - Short Team Presentation
  - Community Visioning
  - Writing and Drawing a Vision
Charrette - Daytime Events

*November 10, 12, 13, 14*

- Open to Community – See what we are doing
- Meetings with Agencies
- Meetings with Land Owners
- Meetings with Citizens Associations
- 11:00am – 2:00pm Open House
Charrette – Wednesday Evening, Nov. 12

Walt Whitman High School – (6:00 – 9:00 pm) Feedback
- Concept Framework Plan Presented for Community Feedback to Planning Department Team

Concept Diagrams
Charrette – Thursday Evening, Nov. 13

Walt Whitman High School – (6:00 – 9:00 pm) Feedback

- Plan Options Presented to Community for Community Feedback to Planning Department Team

Plan Options

- nodal concept
- radial concept
Tuesday Evening November 18

Westland Middle School – (7:00 – 9:00 pm) Final Concept Plan
• Plan Options derived from Community Charrette Process

University of Maryland, College Park

Lafitte, New Orleans

West Shore Park, Baltimore, MD
CONTACT INFORMATION

Project Manager: John Marcolin: 301 495-4547, john.marcolin@montgomeryplanning.org
Assistant Project Manager: Fred Boyd: 301 495-4654, fred.boyd@montgomeryplanning.org
Outreach: Melissa Williams: 301 495-4642, melissa.williams@montgomeryplanning.org

www.montgomeryplanning.org/community/westbard

@PlanWestbard

Facebook.com/PlanWestbard

Information Hotline: 301 495-4567