Westbard Charrette Kickoff Meeting - 11/10/2014

River Road

Giant Store

Westland MS

Little Falls Pkwy
Westbard Team

Robert Kronenberg - Area 1 Chief
Marc DeOcampo - Supervisor
John Marcolin - 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
**Process**

- **Work Program**
- **Scope of Work**
- **Initial Staff Recommendations**
- **Staff Draft Plan**
- **Public Hearing Draft**
- **Planning Board Draft**
- **County Executive & County Council Review**
- **County Council Public Hearing**
- **Final Adopted Master Plan**

**Public Participation**

- **Kick Off**
- **Charrette**
- **Public Comment**
- **Public Testimony**

**Timeline**

- **Oct 30, 2014**
- **March 19, 2015**
- **April 23, 2015**
- **May 14, 2015**
- **June 23, 2015**
- **July 30, 2015**
- **Fall 2015**
- **2016**
The Issues

Using Wordle Software

Public Survey: “Rank what you think are the most important topics for the Westbard Sector Plan?”
New Vision and Goals — the Big Picture

Maintain the Best Qualities of Westbard

- Preserving the smaller scale
- Low Density
- Mixed-Use
- Diversity
- Affordability
New Vision and Goals - Specifics

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

- Create a framework that will support small town scale development
- Identify potential historic or cultural resources that can strengthen local identity

Wide Sidewalks
Market/Pedestrian Streets
Public Open Spaces
Great Streets
Places to Gather
New Vision and Goals - Specifics

Maintain and Enhance Neighborhood Oriented Commercial Character
• Maintain existing locally serving retail establishments
• Study commercial needs in Westbard to determine market demand
New Vision and Goals - Specifics

Maintain and Enhance Neighborhood Oriented Commercial Character

• Maintain access to community serving light industrial needs
New Vision and Goals - Specifics

Ensure **Infrastructure meets current and future Demands**

- Consider impact of **additional housing on traffic and school capacity**
- Work with MCPS to **assess existing school capacity**
- Explore **potential school sites if found warranted**
New Vision and Goals - Specifics

Address Environmental Issues and Promote Sustainable Growth

- Stormwater
- Landscape
- Pollution
- Building Construction
New Vision and Goals - Specifics

Improve, Pedestrian, Bicycle and Vehicular Traffic Connections

- Make roads **multi-modal**
- **Link** neighborhoods, commercial and **CCT** to each other via **pedestrian** and **bicycle** connections

November 10 – Charrette Kickoff Meeting
New Vision and Goals - Specifics

Add Public Gathering Spaces

• Additional parks and recreation spaces

• Centrally located

Plazas

Parks
New Vision and Goals - Specifics

Provide a Variety of Housing Options

- Affordable housing
- Empty-Nesters
- Young Adults
- Work Force Housing
Rules of the Charrette

1) Everyone has a right to be heard: We will insist on polite, civil behavior on the part of all participants so that everyone will feel comfortable sharing their wants and ideas.

2) No one gets 100% of they want: We know all the stakeholders – the homeowners, businesses and landowners - have wants and desires. Our goal is to create a consensus between all three that results in a plan that addresses most of the needs of most of the stakeholders.
Neighborhood Principles

1. Civic and Community Involvement

• **Engage** Residents, Property Owners, Business Owners and all other Stakeholders throughout the process of Neighborhood Design.

• **Understand** Wants and Needs:
  - Neighborhood Scale
  - Transportation
  - Civic Needs
  - Amenities

• **Consensus-Based** Decision Making
Neighborhood Principles

2. Neighborhoods

Good neighborhoods are...

• Diverse
• Pedestrian friendly
• Mixed-use
• Provide daily activities available within walking distance
Neighborhood Principles

3. Connectivity and Integration

• Neighborhoods should be connected to regional patterns of transportation and land use, to open space, and to natural systems.
• Local and Regional traffic should be separated. (No Cut-through)
• An interconnected network of streets encourages walking, which allows independence for those who do not drive, and reduces the number and length of automobile trips and conserves energy.
Neighborhood Principles

4. Streets

- Physical definition of streets
- Public open spaces
- Neighborhoods should be interconnected to a network of streets and public open spaces.
Neighborhood Principles

5. Public Open Spaces

- Provide opportunities for recreation.
- Physically and visually owned by the community.
- Appropriate settings for civic buildings.

Kentlands, MD

Tenley Library, DC

Lakelands, MD
Neighborhood Principles

6. Eyes on the Street

Buildings and streets should...

• Provide “eyes on the street”
• Encourage interaction
• Community identity
• Provide a clear definition of public and private realm
Neighborhood Principles

7. Diversity of Types

Broad range of...

• Housing types.
• Price levels.
• People of diverse ages, races, and income levels.

14 DU/Ac

60 DU/Ac

18 DU/Ac

The Swift - Petworth, DC

Torti Gallas
Economic of Redevelopment

What kind of forces drive redevelopment?

• Market Pressure (both positive and negative)

• Building Obsolescence (both physical and functional)
Economic of Redevelopment

What are redevelopment costs?

- Building Demolition
- Site Preparation
- Site Cleanup
- Entitlements
- Architectural, Engineering, Legal Services
- Physical Construction Costs and Labor
- Forgone Income
- Risk (business, entitlements, inflation, liquidity, financing)
  - Real estate typically demands returns between 7% - 12%
Economic of Redevelopment

When does redevelopment usually occur?

- When properties’ ability to generate revenue is limited
- When properties have a sufficient amount of unfulfilled market “upside”

Essentially determined by the “gap” between current and expected future revenue
Economic of Redevelopment

- Well-to-moderate performing properties rarely redevelop at the same scale
  - Difficult to overcome substantial redevelopment costs

- New development requires greater ability to generate revenue...
  - ...resulting in larger developments (greater footprint, density, or heights)
    - *Housing economic study for Arlington, VA found redevelopment needed to be about 60% larger*
    - ...which can be used to subsidize community amenities such as:
      - Additional open and civic spaces
      - Affordable housing
      - Better roads and connections
      - Non-standard site designs
Charrette Visioning Session - Instructions

Charrette Visioning Session
Initial Community Input
November 10, 2014

STEP 1. MAINSTREETS AND CONNECTIONS
Draw:
- where the mainstreet is or might be located
- new connections that may be needed, can be either a street, pedestrian path or both
- Streetscape Examples
Place:
- Examples of streets

STEP 2. CIVIC GATHERING PLACES
Draw:
- Civic Greens (1/2 acre or larger)
- hardscape plazas or squares
- where center(s) should be
- Civic Buildings- libraries, recreation centers places of worship, schools
- parks and recreation field(s)
Place:
- Examples of Plazas and Open Spaces
- Examples of Park/Green Space Precedents
- Examples of Buildings around Open Spaces

STEP 3. USES
Draw:
- Where light industrial service uses should be located
- Retail Areas
- Residential
- Transitional areas between commercial and residential
Place
- Examples of Buildings/Uses
Charrette Visioning Session - Instructions

1. Mainstreets - BLUE
2. Community Connectors - PURPLE
3. Side street - GRAY
4. Open Spaces - GREEN
5. Retail - RED
6. Civic - BROWN
7. Residential - YELLOW
8. Commercial/Industrial - RED HATCH
AGENDA
Visioning Session
November 10, 6-9pm

6:00 - 6:20pm: Presentation
- Primer on neighborhood design
- Instructions on evening’s activities

6:20 - 7:50pm: Table Exercises

7:50 - 9:00pm: Report out
CONTACT INFORMATION

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www.montgomeryplanning.org/community/westbard

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Information Hotline: 301 495-4567
The Charrette

Westwood II Mall Building
5110 Ridgefield Rd
Corner of Ridgefield and Westbard Avenue
9:00am – 5:00pm

Evening Meetings
November 12, 13
Walt Whitman High School
6:00 – 9:00pm

Final Presentation
Tuesday November 18
Westland Middle School
6:00 – 9:00pm