

Westbard Charrette and Concept Framework Plan

Board Briefing

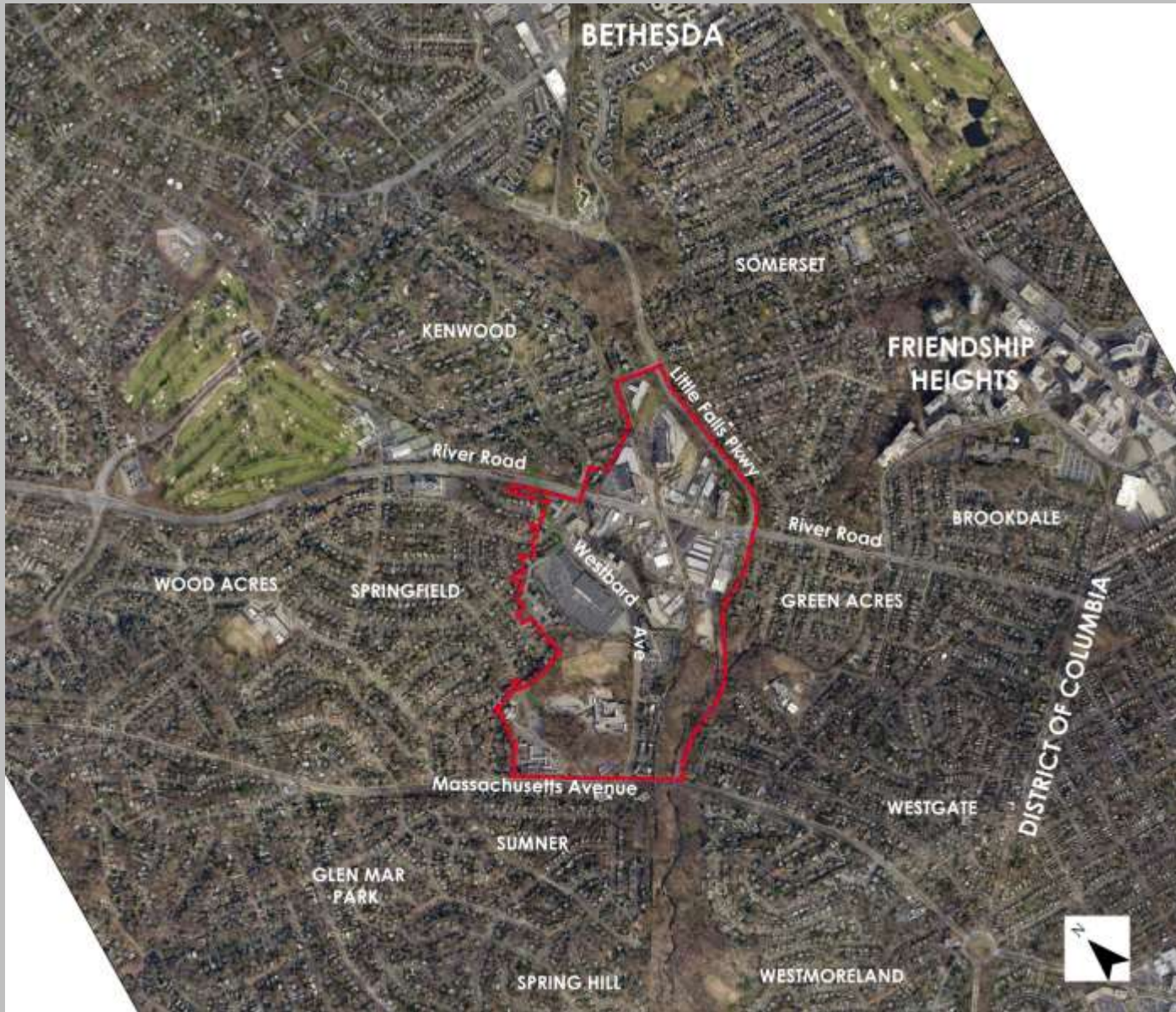
December 18, 2014



Westbard

Today





A commercial area serving local needs



Home to 1,967 residents within
The plan boundaries and 19,960
residents in the surrounding
residential communities



Incomplete accessibility and
poor access to transit



Yet bisected by one of the region's
greatest amenities:
The Capital Crescent Trail

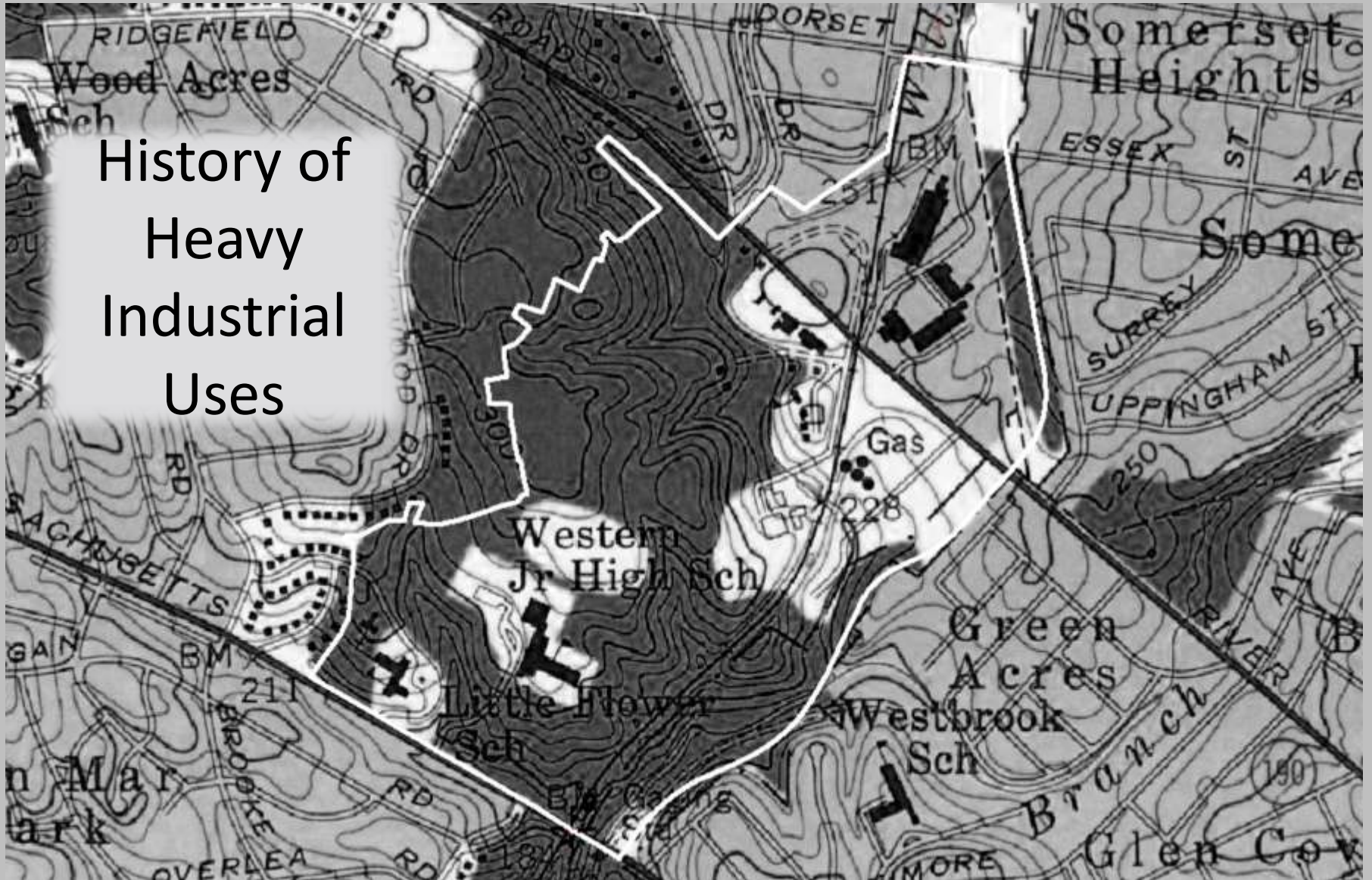


Lacking in Central Green Spaces



A place with 57 percent impervious cover

History of Heavy Industrial Uses





A place where 70% of the streams are channelized

An area with an average household income of \$200,000, about \$69,000 higher than the County average

Westbard

Tomorrow





Preserve a smaller scale





A Mix of Uses





Diversity of Housing





Affordability



Amenities



Top Ten Concerns in Westbard

- Why does the current **1982 plan need updating?**
- What can be done to maintain the **height and density** of redevelopment at a scale **appropriate to Westbard?**
- With overcrowded schools, **where will new students be accommodated?**
- With overburdened roads and significant cut-through traffic, **how will new traffic be managed?**
- Can the Westbard Plan incorporate a **new village center with good community services?**

Top Ten Concerns in Westbard

- What can be done to **improve walking / biking** to and from school, shops, and across River Road?
- How can **better connections between River Road and Massachusetts Avenue** be achieved without cut-through traffic?
- Can **Willet Branch Stream** be improved and made into natural public amenity?
- How can the **light industrial** uses be **preserved and enhanced**?
- Can the plan make conditions favorable to **preserving family-owned retail and business** services?

Charrette Re-Cap

Charrette Re-cap

- **Day 1:** Visioning Session: characteristics and concept; precedents – Eight groups
- **Day 2:** Presentation of three Schematic Diagrams
- **Day 3:** Presentation of two Concept Plans
- Day 4: Workday – meetings and plan preparation
- **Day 5:** Final Charrette Presentation to Community

Concept Framework Plan includes:

- **Big Ideas - Vision**
- **A Preliminary Plan**
- **Visualizations and Diagrams**
- **Numbers**

Day One: Monday, November 10, 2014

Visioning Exercise produced eight Community Based Plans

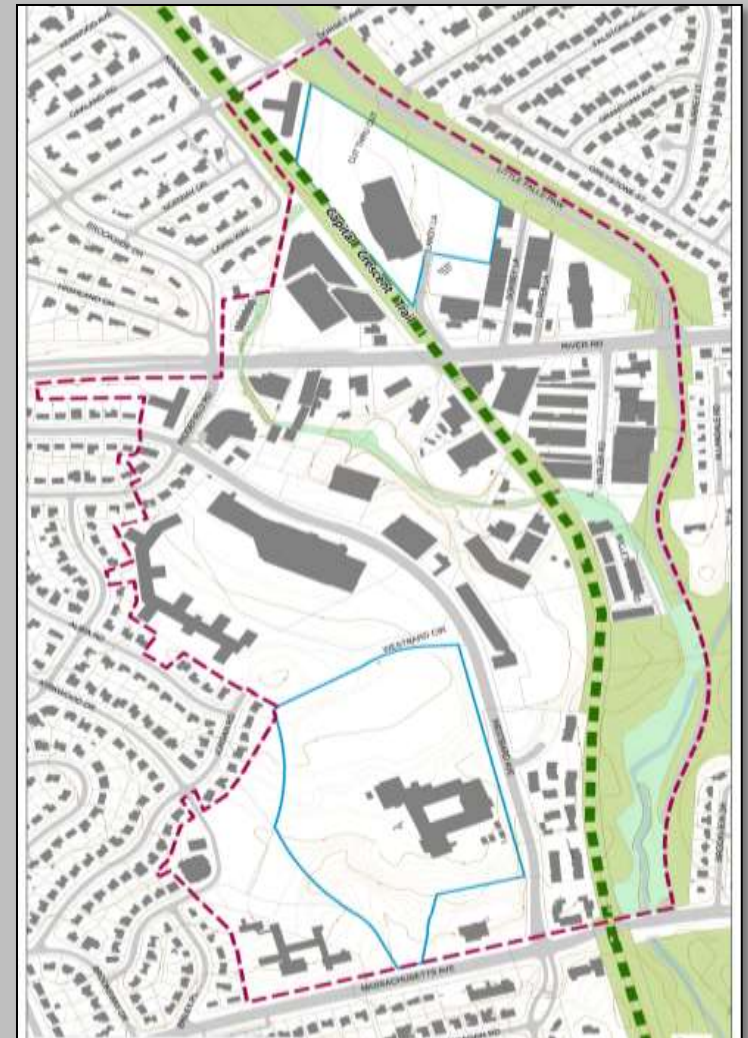


- Set up Office at Westbard Site
- Site Tours for Residents
- General Public and Agency Meetings



Day One: Monday, November 10, 2014

Visioning Exercise produced eight Community Based Plans



- Great Suburbanism 101 Presentation
- Visioning Exercise at Walt Whitman HS
 - Connections
 - Open Spaces
 - Focal Points in Community
 - Building Types

Day One: Monday, November 10, 2014

Visioning Exercise produced eight Community Based Plans



Group 1



Group 2-Kenwood Place



Group 3



Group 4

Key Points/Ideas

Streets

- River Rd (local & regional traffic)
- Connection from River Road to Westbard
- Pedestrian connections
- Close northern most entry to Giant (2 new entries)
- Slow down traffic
- Westbard circle parking
- Main street within Giant site (new street)
- Street lights at corners on River Rd
- Curve Westbard at Fairfield
- Dorsey Lane going thru near Ridgewells
- Create grid of streets and trails
- Boulevard on River with five stories at each side
- New street between River and Westbard Avenue
- Multi modal at Westbard
- Roads to disperse traffic
- Shuttle circulator to Metro

Day One: Monday, November 10, 2014

Visioning Exercise produced eight Community Based Plans



Group 5



Group 6-Daylight & Connect



Group 7



Group 8 –Hydrangea Proj.

Key Points/Ideas

Building Types

- Housing units → effect on schools
- Low density housing and shops
- Affordable housing
- Maintain history
- Townhouse scale
- Townhouses facing Kenwood Place, Gate Kenwood Place
- Westbard higher density than step down
- Restaurants, dry clean, grocery, etc
- Want town square, civic gathering space
- New local library (Giant site)
- No destination regional shopping
- Retail both sides Westbard Ave- ample parking

Open Space

- More green space (industrial area)
- Athletic fields, play areas for kids
- More access to Capital Crescent trail
- Maintain pedestrian flow & green space
- Preserve Little Falls pkwy (impervious surface)
- Green space/Town Center at Giant shopping center
- Encourage walking
- Safety for biking across Mass Ave
- Stream buffers, Restore watershed, community green

Day Two: Wednesday, November 12, 2014

6:30am-8:30am

- Sunrise Series
- Meeting with business owners

9am -5 pm

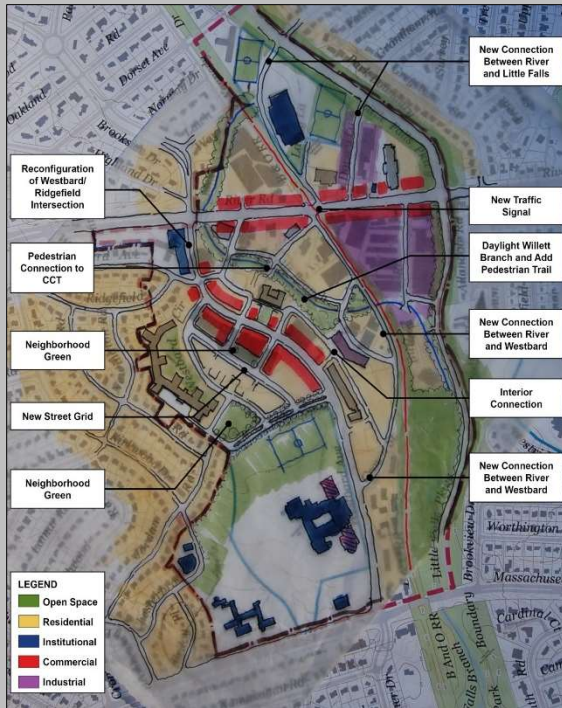
- Meetings with Citizen's Associations and individual residents
- Received community input in the form of comment cards, sketches and notes
- Staff prepared 3 Schematic Diagrams derived from Community Visioning Session on Monday



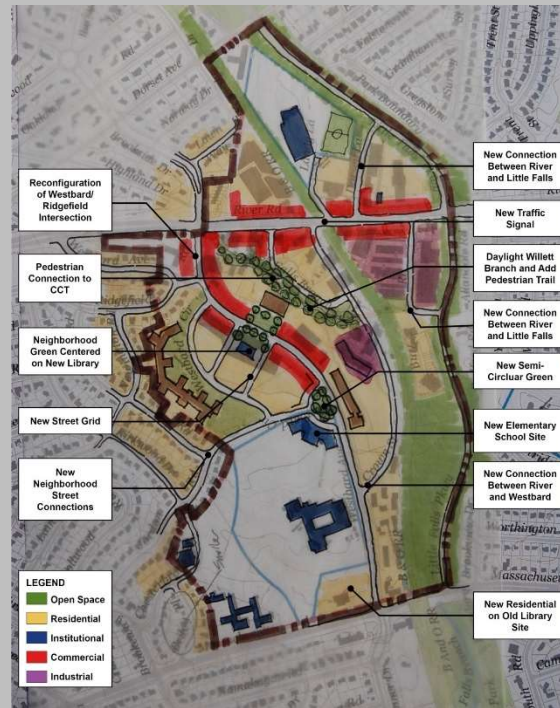
Day Two: Wednesday, November 12, 2014

6-9 pm at Walt Whitman HS

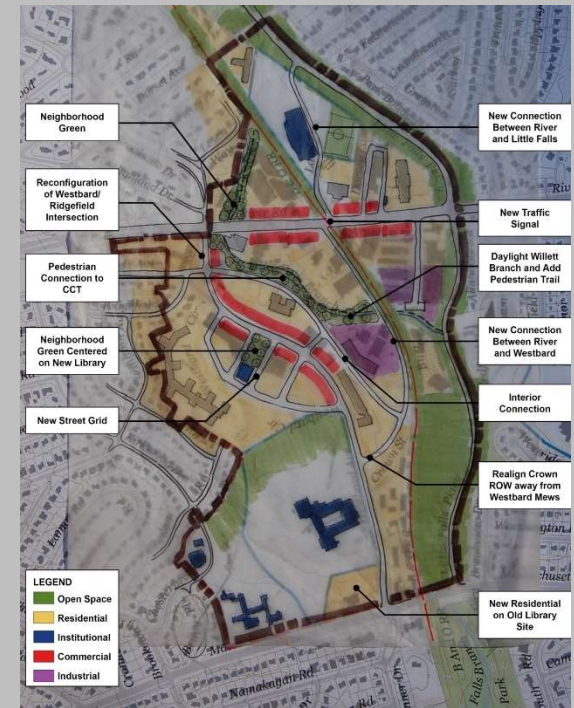
Presentation and Feedback on three Scheme Diagrams:



Scheme 1



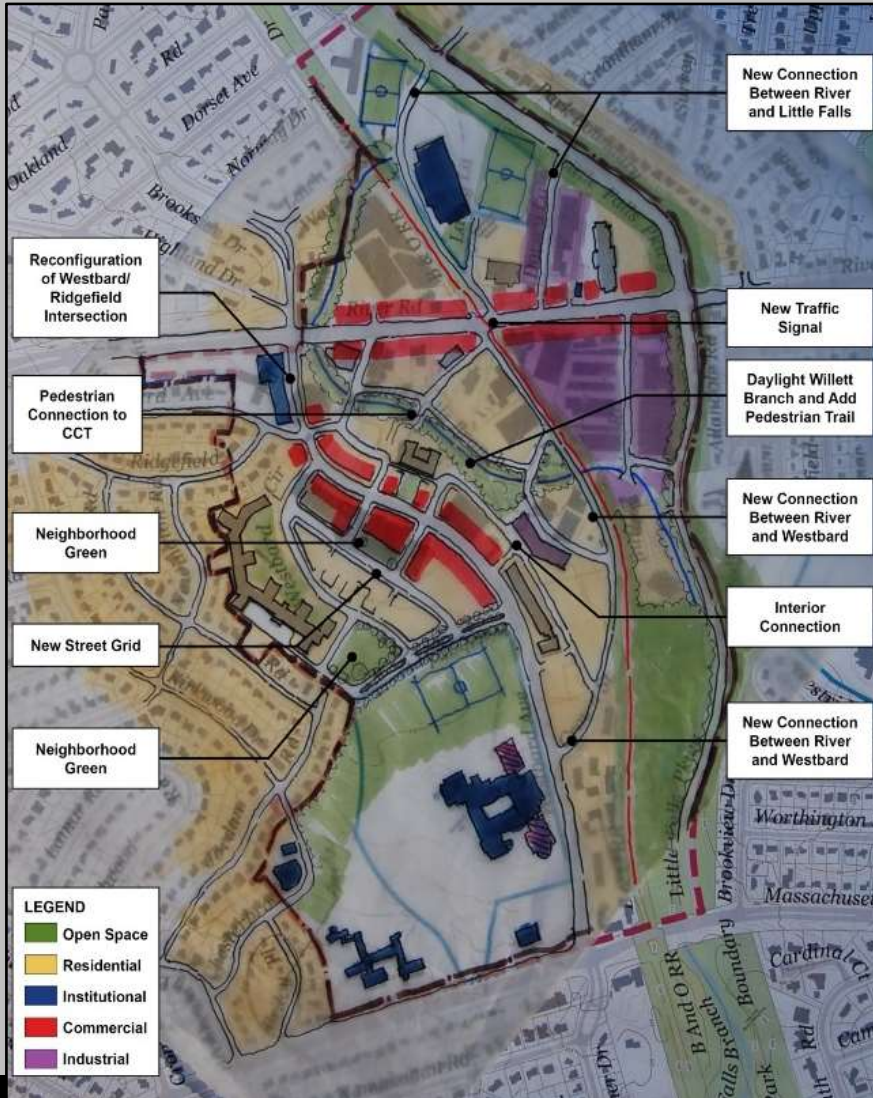
Scheme 2



Scheme 3

Day Two: Wednesday, November 12, 2014

6-9 pm at Walt Whitman HS - Three Scheme Diagrams:

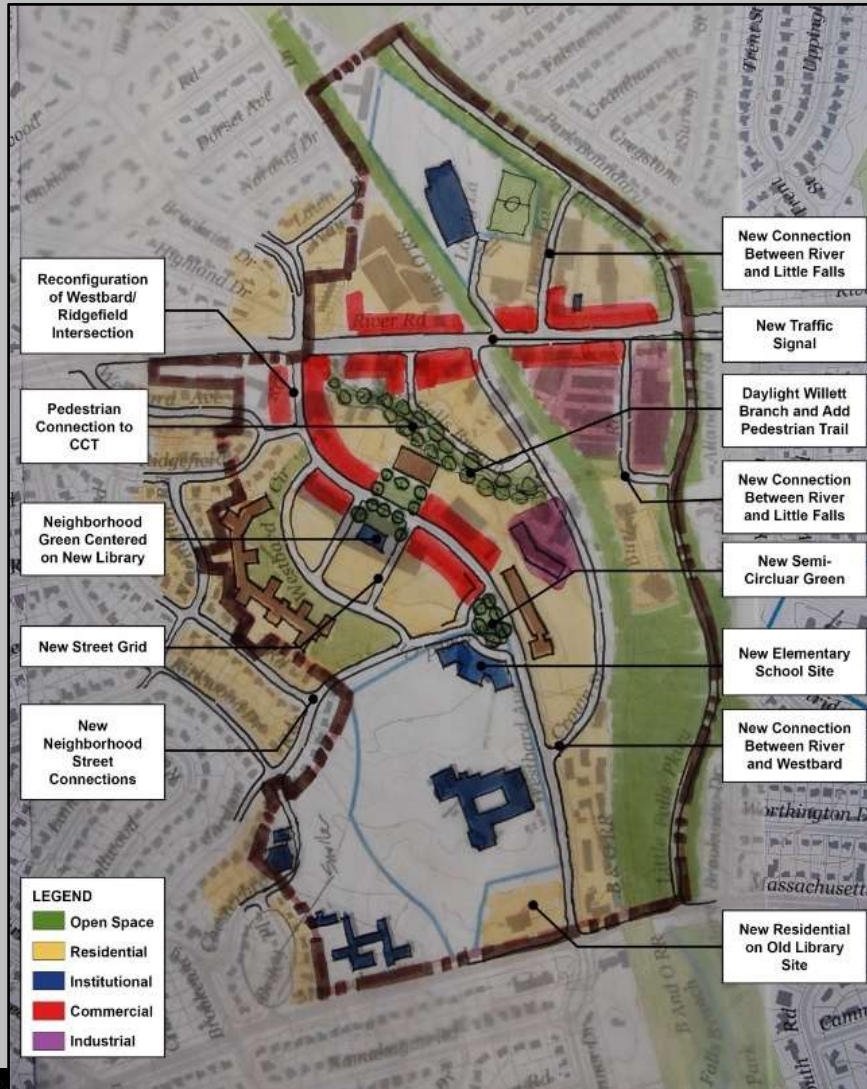


Scheme Diagram 1: Large Ideas

- Reconfigure Ridgefield Rd. at Westbard
- Potential New School Site at Ridgefield Rd.
- Create Neighborhood Green at Giant Site
- New Grid at Giant Site
- Potential Expansion of Westland MS
- New CC Street from Westbard to River
- New trails connections to CC Trail
- New Internal Streets throughout
- Restoration of Willett Branch
- Butler St. Connection to Little Falls Pkwy.
- Dorsey Ln. Connection to Little Falls Pkwy.
- Largest amount of L. Industrial to Remain

Day Two: Wednesday, November 12, 2014

6-9 pm at Walt Whitman HS - Three Scheme Diagrams:

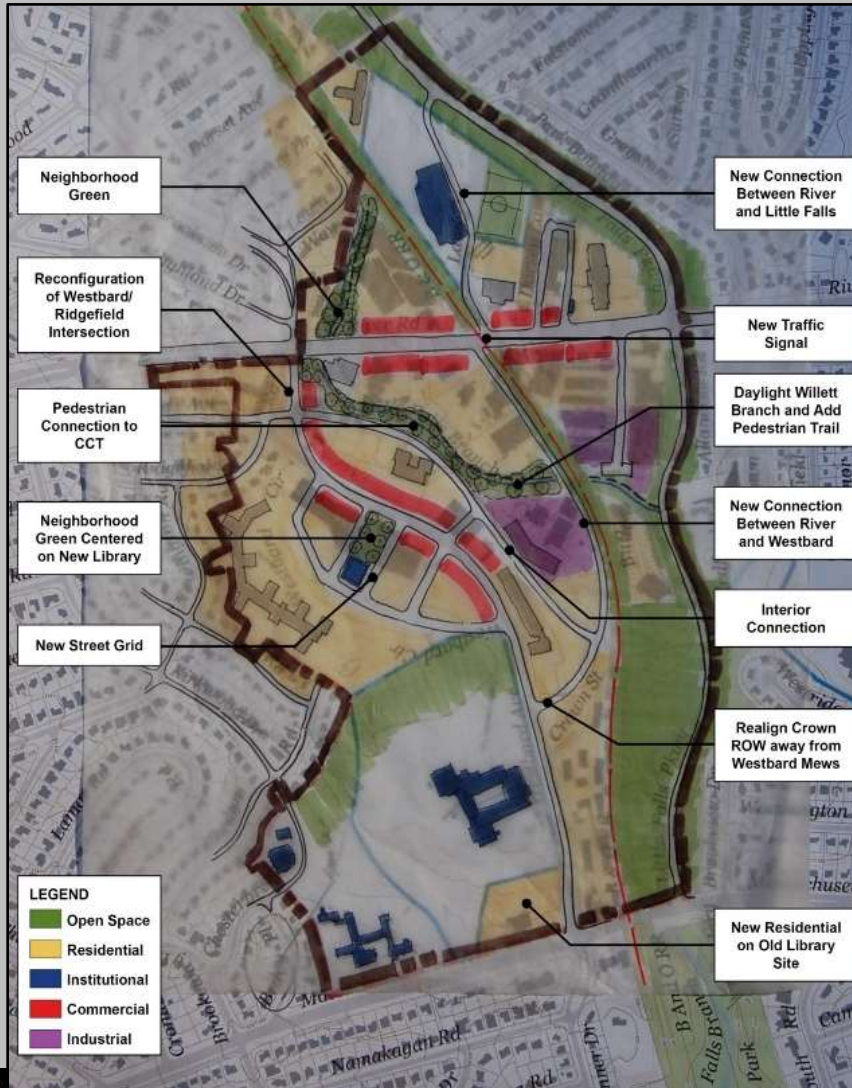


Scheme Diagram 2: Large Ideas

- Reconfigure Ridgefield Rd. at Westbard
- Potential New School Site Westland MS Site
- Create Central Square and Library at Giant Site
- New Grid at Giant Site
- New CC Street from Westbard to River
- New trails connections to CC Trail
- New Internal Streets throughout
- Restoration of Willett Branch
- Butler St. Connection to Little Falls Pkwy.
- Dorsey Ln. Connection to Little Falls Pkwy.
- Small amount of L. Industrial to Remain
- New residential at former Library Site

Day Two: Wednesday, November 12, 2014

6-9 pm at Walt Whitman HS - Three Scheme Diagrams:



Scheme Diagram 3: Large Ideas

- Keep Ridgefield Rd. at Westbard
- Potential New School Site at Library Site
- Create Central Square and Library at Giant Site
- New Grid at Giant Site
- New CC Street from Westbard to River
- New trails connections to CC Trail
- north of Crown ROW
- New Internal Streets throughout
- Restoration of Willett Branch
- No Little Falls connections
- Smallest amount of L. Industrial to Remain

Day Three: Thursday, November 13, 2014

6:30am-8:30am

- Sunrise Series
- Meeting with individual citizens

9am -5 pm

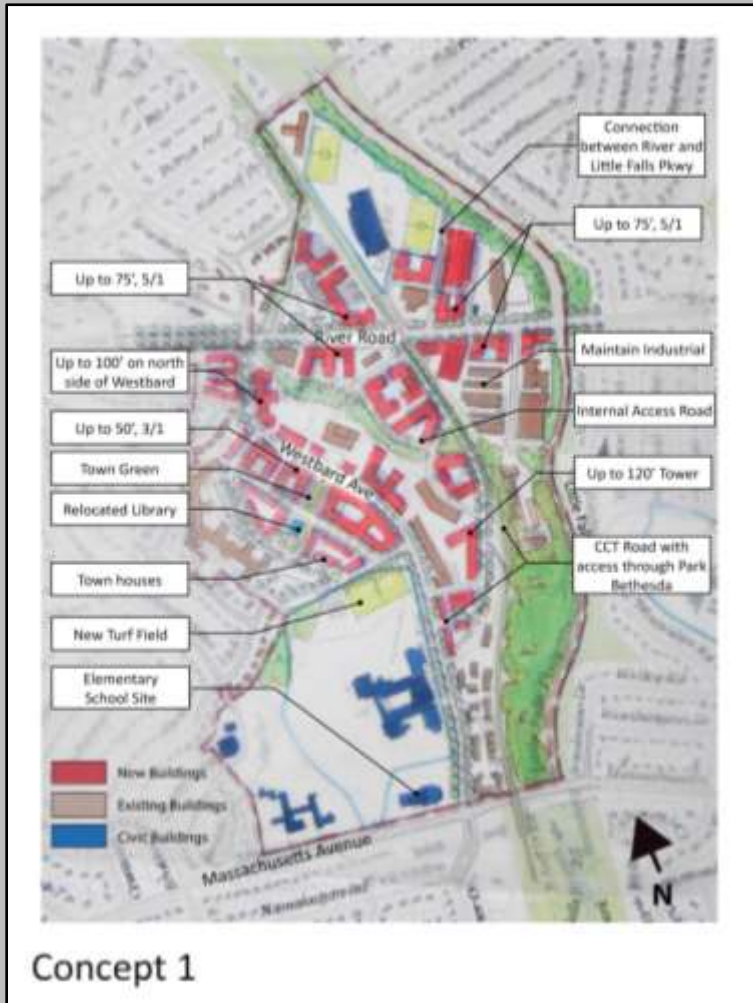
- Meetings with Citizen's Associations and individual residents
- Livestreamed all meetings
- Received community input in the form of comment cards, sketches and notes
- Staff prepared two concept plans based on community feedback Wednesday evening
 - Corrections and modifications
 - Additions
 - Further Refinements



Day Three: Thursday, November 13, 2014

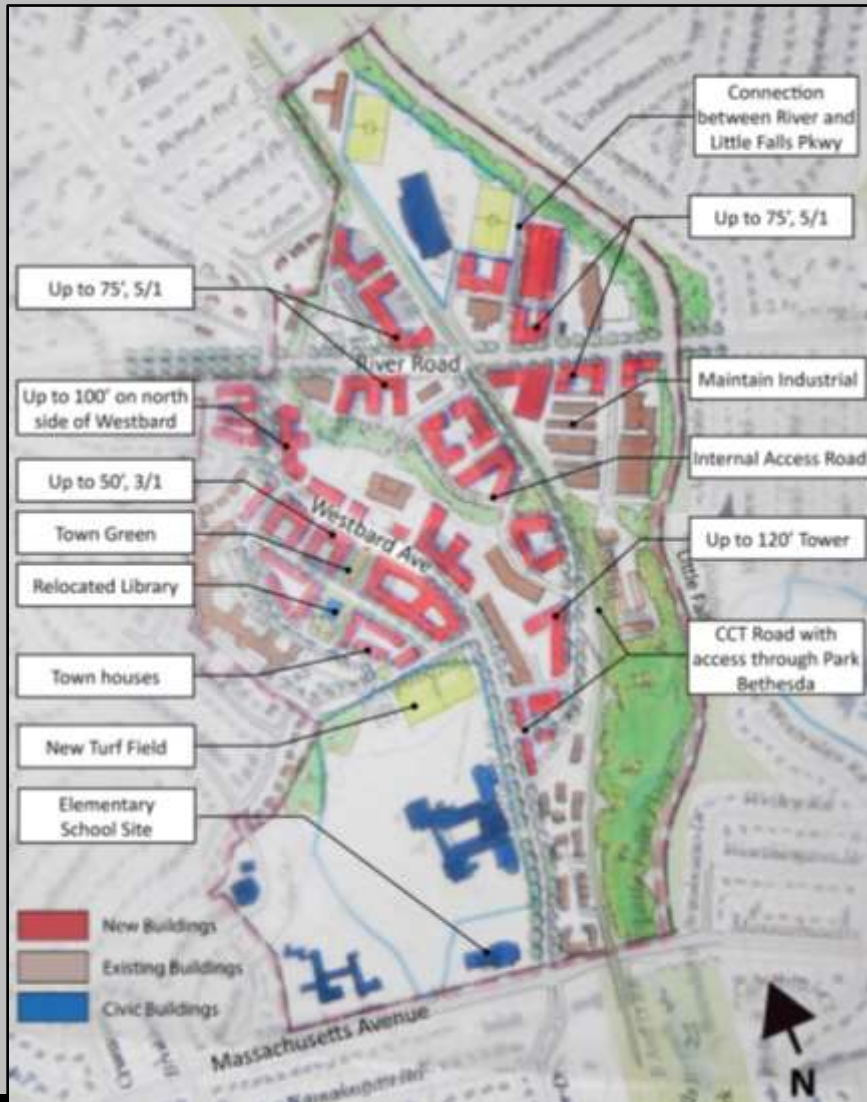
6-9 pm at Walt Whitman HS

Presentation and Feedback on two Concept Plans:



Day Three: Thursday, November 13, 2014

6-9 pm at Walt Whitman HS - Two Concept Plans:



Concept 1: Large Ideas – Highest Density

- Reconfigure Ridgefield Rd. at Westbard
- Potential New School Site at Library Site.
- Create Town Square at Giant Site
- New Library at Town Square
- New Grid at Giant Site
- Potential Expansion of Westland MS
- New CC Street from Westbard to River, north of Crown St. ROW
- New trails connections to CC Trail
- New Internal Streets throughout
- Restoration of Willett Branch
- Butler St. Connection to Little Falls Pkwy.
- A new Dorsey Ln. (west of current location) Connection to Little Falls Pkwy.
- Largest amount of L. Industrial to Remain
- 75' Tall along River Road
- 50' Tall along Westbard except at Ridgefield at 100' Tall.
- 120' Tall at Park Bethesda site

Day Three: Thursday, November 13, 2014

6-9 pm at Walt Whitman HS - Two Concept Plans:



Concept 2: Large Ideas – Lower Density

- Reconfigure Ridgefield Rd. at Westbard
- **Potential New School Site at Ridgefield Rd.**
- Create Town Green at Giant Site
- New Grid at Giant Site
- **New Westbard to River Rd. street, behind Westwood Tower**
- New trails connections to CC Trail
- New Internal Streets throughout
- Restoration of Willett Branch
- Butler St. Connection to Little Falls Pkwy.
- **A new Dorsey Ln. loop**
- **Small amount of L. Industrial to Remain**
- **50' Tall along River Road**
- **50' Tall along Westbard except at Ridgefield at 75' Tall.**
- **75' Tall at Park Bethesda site**

Existing Site



Concept Framework Plan





Preliminary Concept Framework Plan

- **Reconfigure Ridgefield Rd. at Westbard**
- **Daylighting of Willett Branch**





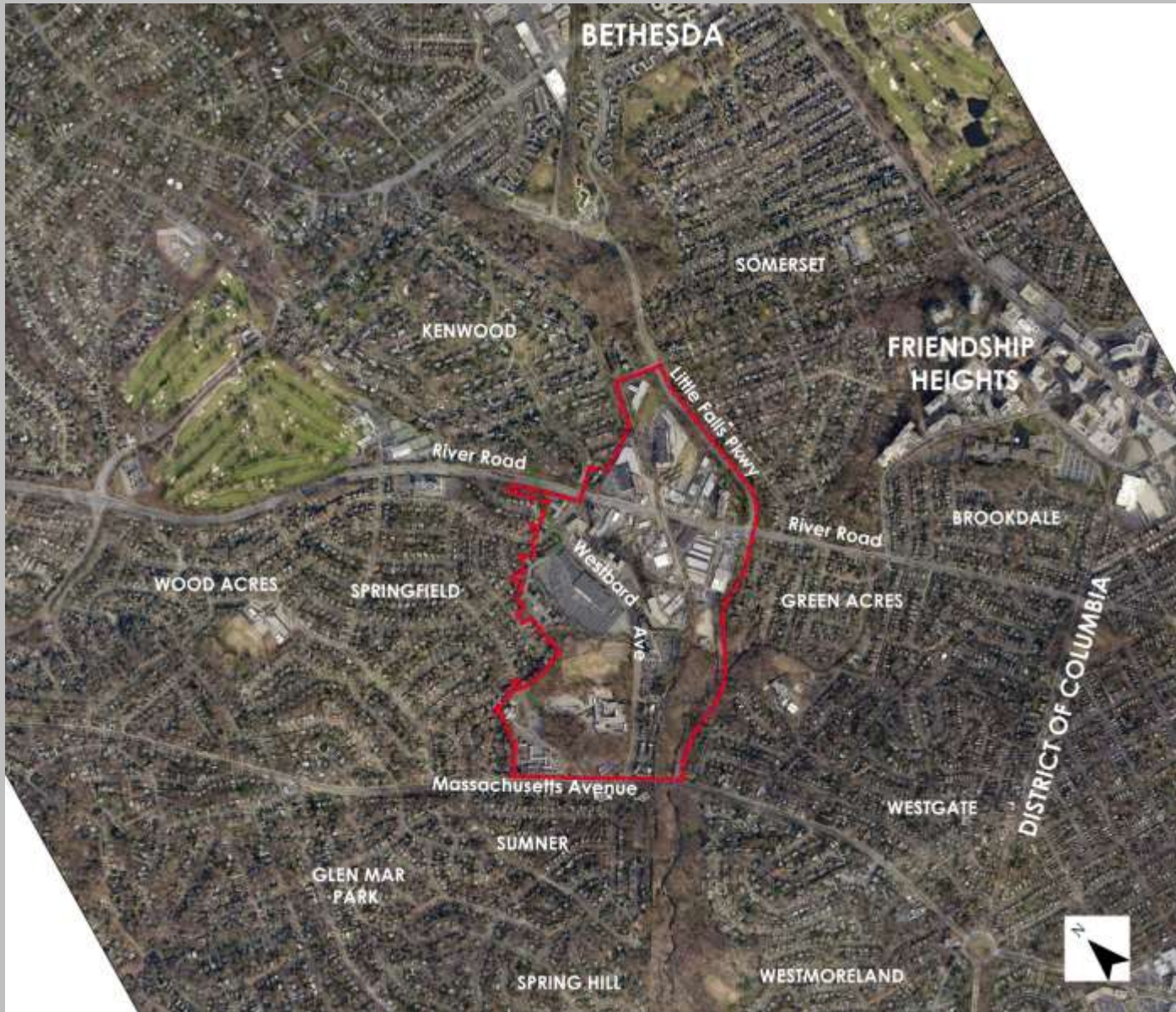
Preliminary Concept Framework Plan

- **New Street Grid a Giant Site**
- **New Civic Plaza and Library at Giant Site**



Preliminary Concept Framework Plan

- New Crescent Trail Road from Westbard to River Rd.
- New Grid of Streets
- Additions to Westland MS
- New School Site at old Library Site
- Butler Road to Little Falls Pkwy. Connection





Concept Framework Plan



Concept Framework Plan – with alternate Streets



Heights



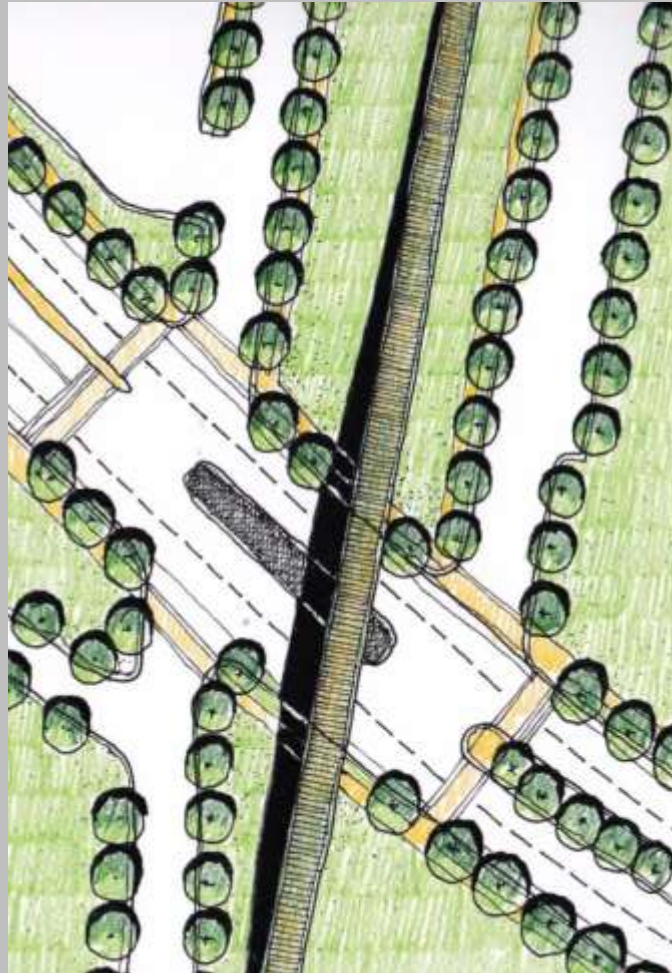
New Streets and Civic Buildings



Open Spaces and Trails



Land Uses



River Road/Capital Crescent Trail – Plan View

Crosswalks, new sidewalks, on-street bikeways,
street trees, and consolidated driveways



River Road/Capital Crescent Trail – Perspective View

Urban Boulevard with new crosswalks, new sidewalks, on-street bikeways, street trees, and consolidated driveways





75' heights



50' heights





75' heights



50' heights



Block 1	Existing	Per Existing Zone	Per Concept Framework Plan
Residential (Units)	6	6	180
Retail (sf.)	41,961	102,404	61,500
Office (sf.)	0	0	0
Industrial (sf.)	198,562	180,397	0

Block 4	Existing	Per Existing Zone	Per Concept Framework Plan
Residential (Units)	0	0	465
Retail (sf.)	14,309	76,234	24,000
Office (sf.)	85,600	63,600	0
Industrial (sf.)	70,814	811,511	0

Block 2	Existing	Per Existing Zone	Per Concept Framework Plan
Residential (Units)	385	824	430
Retail (sf.)	31,119	4,412	20,000
Office (sf.)	14,750	17,926	0
Industrial (sf.)	30,125	193,766	91,800

Block 5	Existing	Per Existing Zone	Per Concept Framework Plan
Residential (Units)	530	600	931
Retail (sf.)	31,351	92,442	59,000
Office (sf.)	62,065	62,065	24,000
Industrial (sf.)	148,628	148,628	0

Block 3	Existing	Per Existing Zone	Per Concept Framework Plan
Residential (Units)	0	34	102
Retail (sf.)	27,445	39,934	34,000
Office (sf.)	0	0	0
Industrial (sf.)	219,444	238,283	219,444

Block 6	Existing	Per Existing Zone	Per Concept Framework Plan
Residential (Units)	183	220	681
Retail (sf.)	101,637	261,507	301,000
Office (sf.)	0	0	24,000
Industrial (sf.)	0	0	0

TOTAL	Existing	Per Existing Zone	Per Concept Framework Plan
Residential (Units)	1,104	1,684	2,789
Retail (sf.)	247,822	576,933	499,500
Office (sf.)	142,415	145,591	48,000
Industrial (sf.)	667,573	1,372,585	311,244



Community Concerns

Individuals and civic associations visited the charrette site and came to two large community meetings held as part of the charrette process. Residents' concerns fell into these major categories:

- Commercial development
 - Some residents stressed the desirability of maintaining Westbard's neighborhood serving retail, while others saw merit in supplementing it with more broadly attractive services
 - Some stressed importance of existing light industrial and service uses and urged their retention
- Density and height
 - Some questioned the need to increase commercial and particularly residential densities on the Equity One properties and along River Road
 - Many residents wanted heights limited to 50 feet throughout Westbard; others considered additional height acceptable

Community Concerns

- Traffic
 - Many residents felt that additional density in Westbard would exacerbate substantial existing traffic congestion and increase use of neighborhood streets
 - Some were concerned that creating a “Main Street” on Westbard Avenue would preclude its use by commuters
 - Some were also concerned about the impact of Intelligence Campus workers on Westbard’s road network
- Schools
 - Residents strongly felt that existing capacity constraints in the Whitman Cluster were intolerable and that additional development would simply increase the problem
 - Many questioned forecasting methods and recommended school capacity increases prior to any development



Next Steps

- December & January 2014, February, 2015: Staff prepares PlanWestbard Preliminary Recommendations
- March, 2015 : Planning Staff presents preliminary recommendation to Planning Board
- May, 2015: Planning Staff presents PlanWestbard Staff Draft Plan to Planning Board and requests that it be published for public comment as the PlanWestbard Public Hearing Draft.
- Summer, 2015: Planning Board Public Hearing on the PlanWestbard Public Hearing Draft
- Summer, Fall, 2015: Planning staff worksessions with Planning Board
- Fall 2015: Deliver Planning Board Plan Westbard Draft to County Executive for 60 day review period
- Winter 2016: Council Public Hearing (tentative)