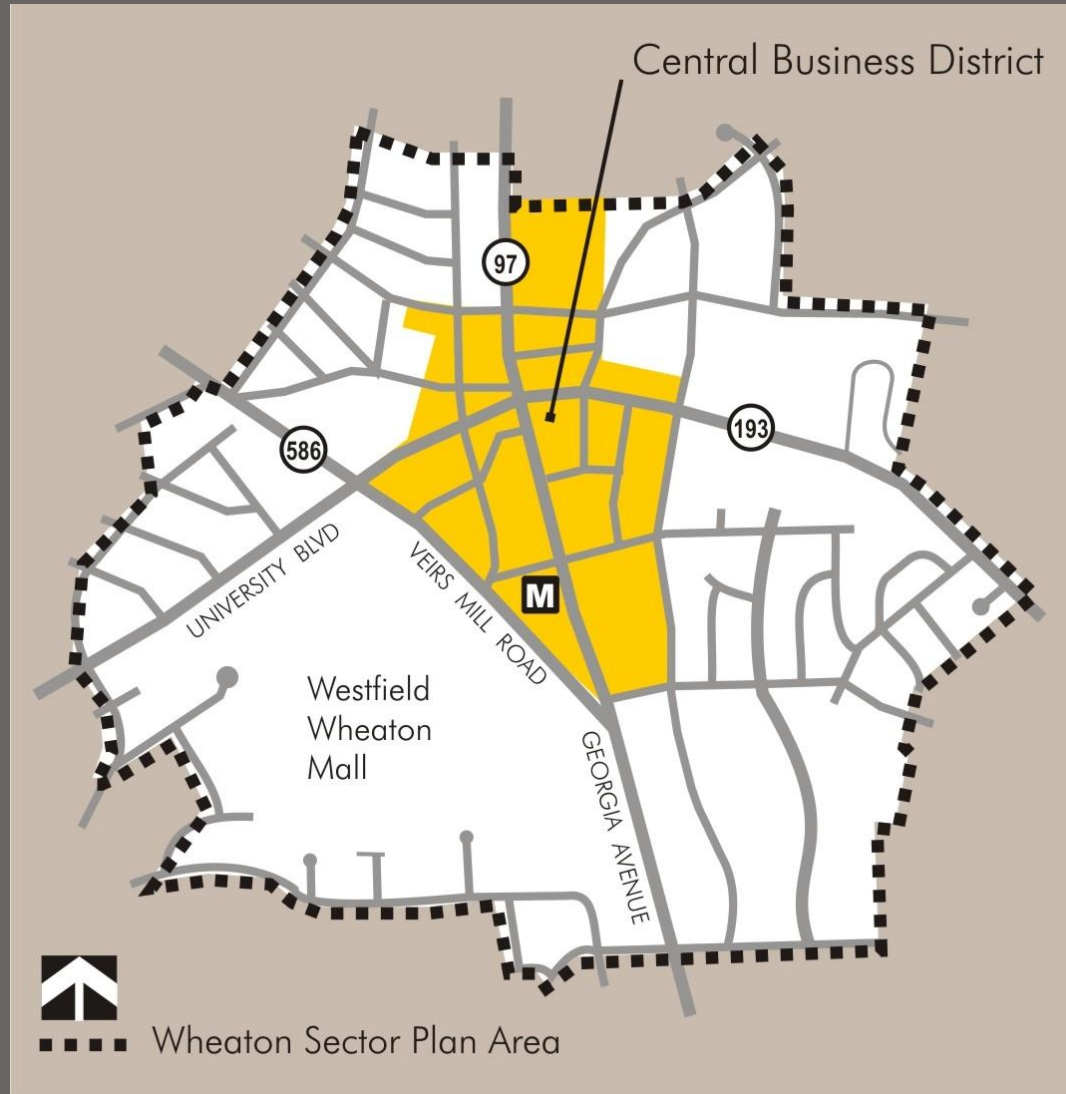


Wheaton Sector Plan



Preliminary Recommendations

Wheaton



Wheaton

Scope of Work

September 2008

Status Report

June 2009

Preliminary Recommendations

December 2009



1952

Process

Wheaton



Today

A group of people are seated around a long table in what appears to be a meeting or workshop. In the foreground, a woman with short brown hair and glasses, wearing a light-colored patterned top, is looking towards the right and has her hands clasped together. To her left, a woman with short reddish hair and glasses, wearing a maroon shirt, is also looking towards the right. In the background, a man in a white shirt and a man in a red jacket are visible. The room has a red bulletin board on the wall with various papers and a snowman cutout. The overall atmosphere is professional and collaborative.

Wheaton

Community

Wheaton

HOT FOOD

SMOOTHIE

Mobile Mundo Celular
No Deposito!
No Social!
No Contrato!
Llega bill a su nombre!
11921 Georgia Ave. Wheaton MD 20902
Tel: 240-290-7777 Hablamos Español

LICUADO
• BANANA
• MELON
• FRESA

SMOOTHIE
• MANGO
• STRAWBERRY
• BANANA
• HONEY DEW

**ICE COFFE
HORCHATA
TAMARINDO**

PANADERIA LEMBAS
→
ESPECIALIZADO EN:
CAKES PARA: PAN CASERO CENTROAMERICANO
CASAMIENTOS TORTA DE TRES LECHEs
CUMPLEAÑOS BUDIN
BABY SHOWER QUESADILLA
15 AÑOS MARQUESOTE
PHOTO CAKES PAN FRANCES
CAKES DE DISNEY Y MUCHO MAS



Wheaton

Wheaton's mall renovated by new owner:
Westfield Group



Since 1990

Wheaton

Housing
95% absorption rate



723 **housing** units between 2004-2008

133 multifamily units renovated by Montgomery Housing Partnership



Some one to two-story **retail** stores



Demographics

Wheaton

Wheaton's population is **comparatively older** than that of the County

Children are uncommon in the community (only 10% of the population is under 18 years of age)

Wheaton is **more diverse** than the County as a whole (52% of population is minority)



Wheaton

Substantial block of Generation X & Y (ages 18 to 44) – typically single, living with housemates, or young families without children

The number of households in Wheaton is forecasted to increase by 69%

Nearly all of the anticipated population and household growth will be in new multifamily housing



Wheaton



Zoning must accommodate Wheaton's future housing needs

Wheaton



Market Analysis



Wheaton Strengths

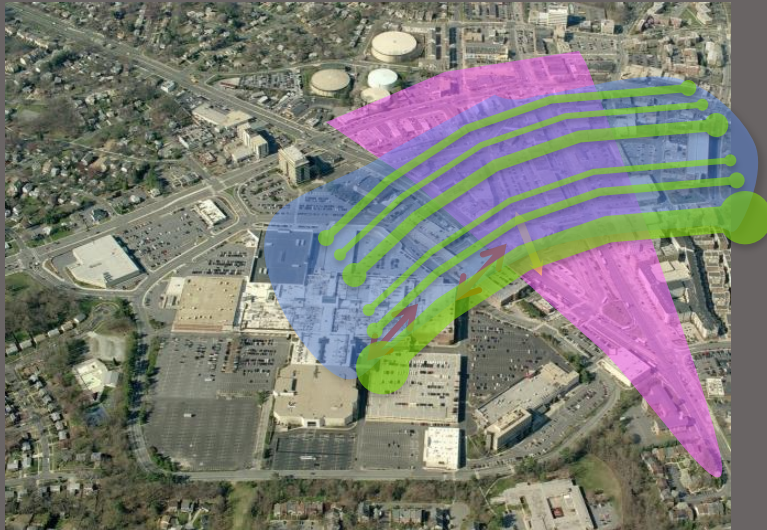
transit capacity

ethnic food

music culture

shopping mall

Wheaton Weaknesses



lack of established Class A office market

a predominance of small property owners with
**minimal resources for
redevelopment**

more attractive development **options
elsewhere** in the region

Westfield Mall not integrated into the Core

needs **improved physical
environment** to be competitive

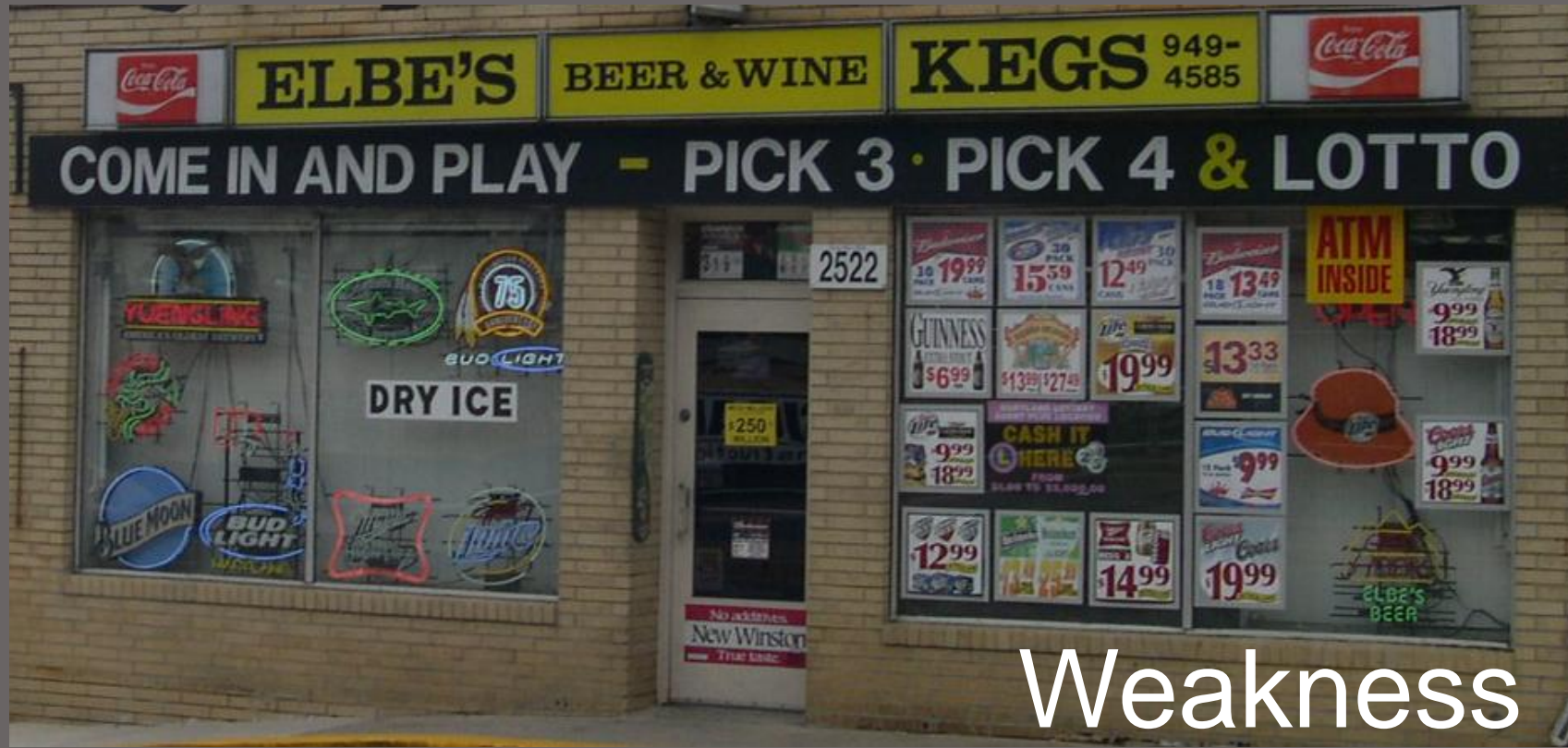
Wheaton

property owners **lack incentives to redevelop**

low vacancy rates

competitive retail rents

emotional ties to family businesses



Weakness

Wheaton

lack of existing office market makes it difficult to capture new class A facilities

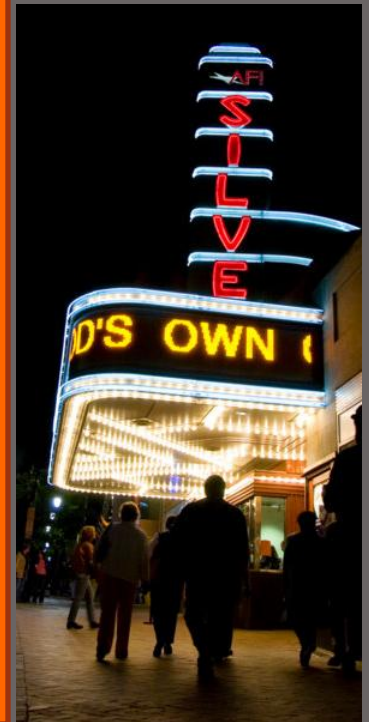


Office

Wheaton

Weakness

more attractive development options in the region



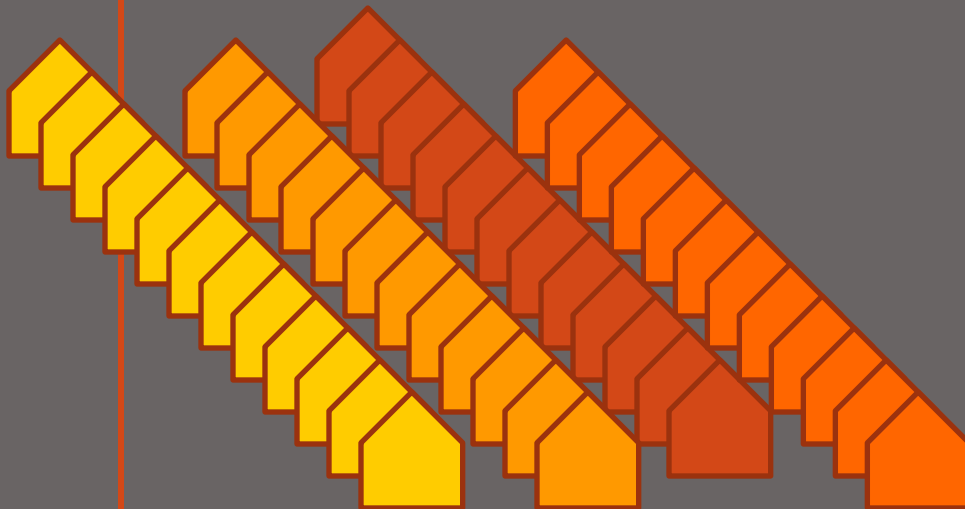


Wheaton

Wheaton's strengths
contribute to attracting new residential development

Over the very long term Wheaton could support
approximately 7,100 new housing units under the high scenario

A strong local residential community supports retail



1

Residential

Wheaton

High rise housing and office will be difficult to construct due to achievable rents/pricing/financing





Wheaton

Development Scenarios
Modeling

Wheaton

Transportation Modeling

Scenarios			
Existing	10,200 Employees	2,300 Households	
COG 2030 Forecast	11,000 Employees	5,600 Households	+ 800 Employees + 3,200 Households
Low Scenario	13,200 Employees	6,600 Households	+ 3,000 Employees + 4,300 Households
High Scenario	26,300 Employees	9,400 Households	+ 16,100 Employees + 4,600 Households

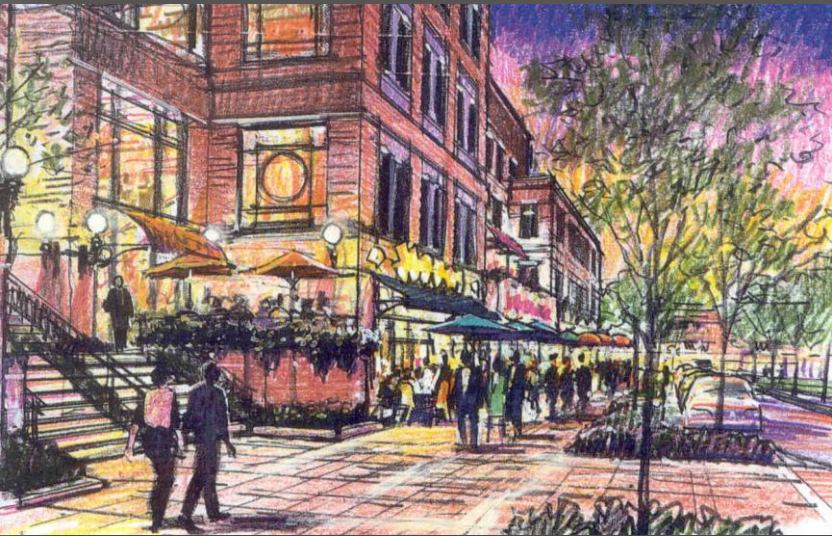
Low Scenario: Estimated amount of development Wheaton might capture over the next 15-20 years

High Scenario: Aggressive estimate if most of the properties were assembled and redeveloped to their maximum development potential



Wheaton

Tomorrow



Vision

Transit-Oriented

Mixed-Use

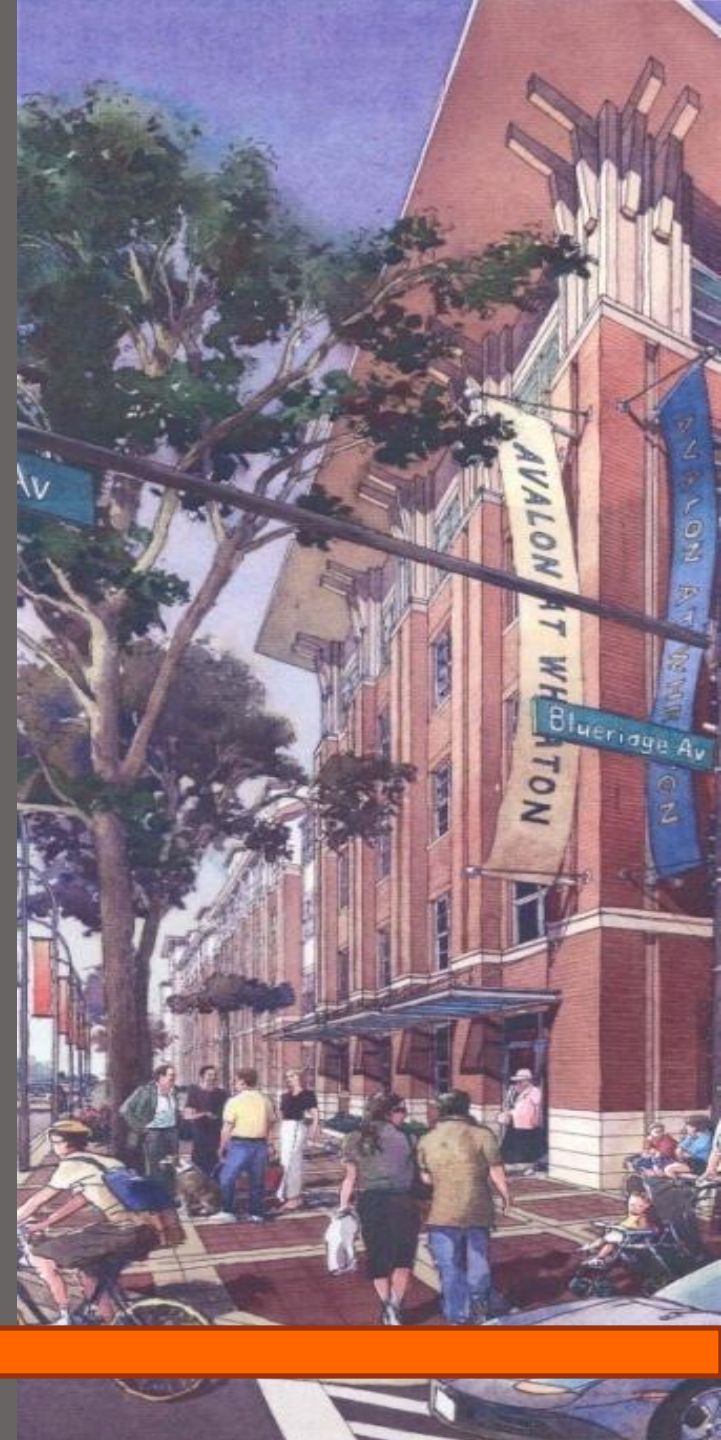
low scale development
some mid and high rise

Compact

Ethnic flavor

residential and retail
community

with significant retail, entertainment,
and services





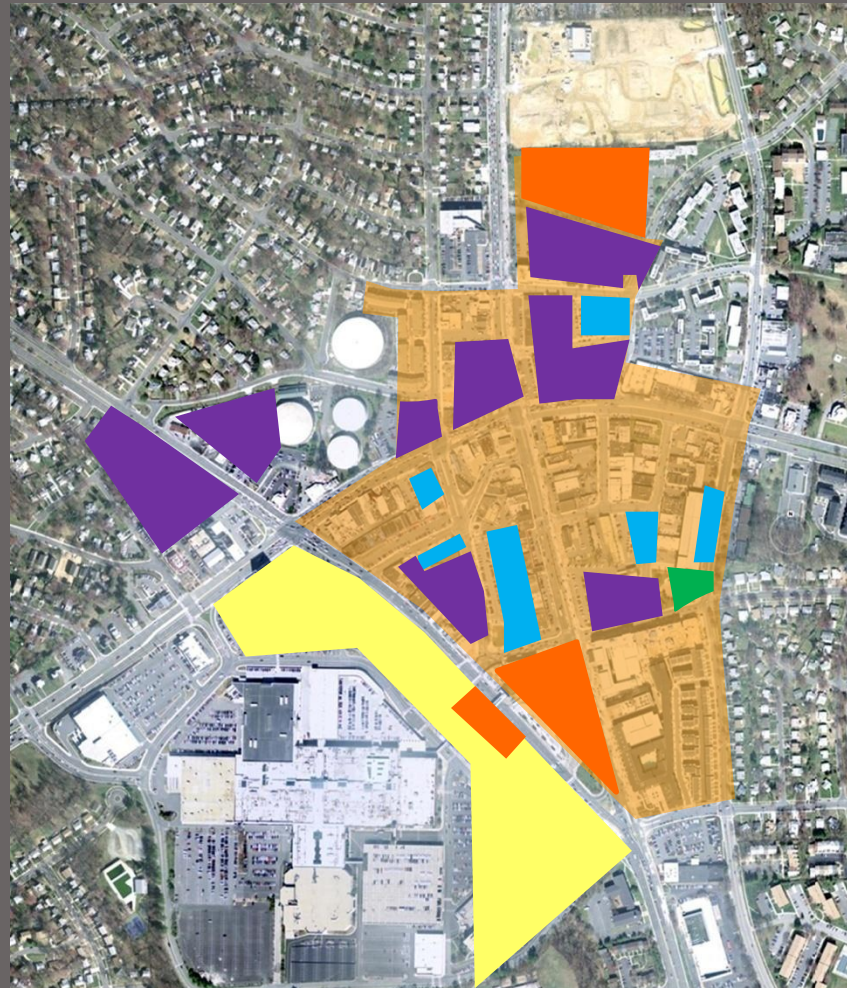
Wheaton

Revitalization



Wheaton

Development Opportunities



WMATA



Privately Owned Assembled Properties



County Owned Properties



M-NCPPC Property

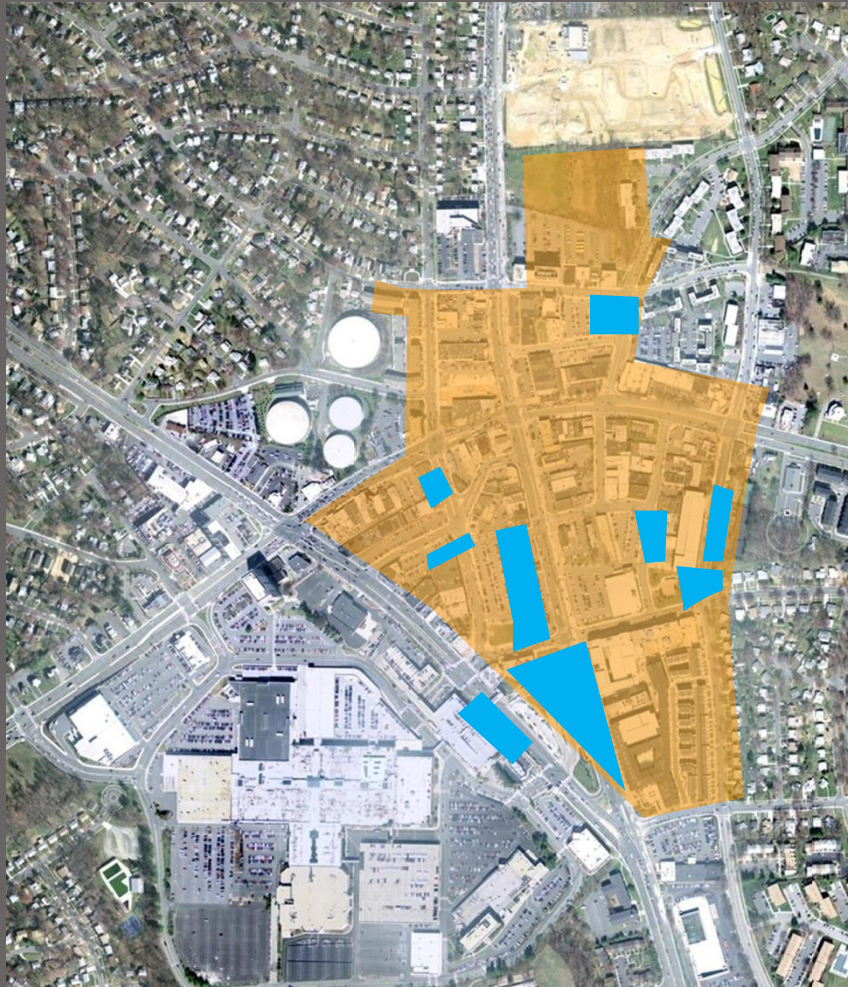


Westfield Group

Revitalization

Wheaton

Need for **public intervention** to spur greater commercial revitalization



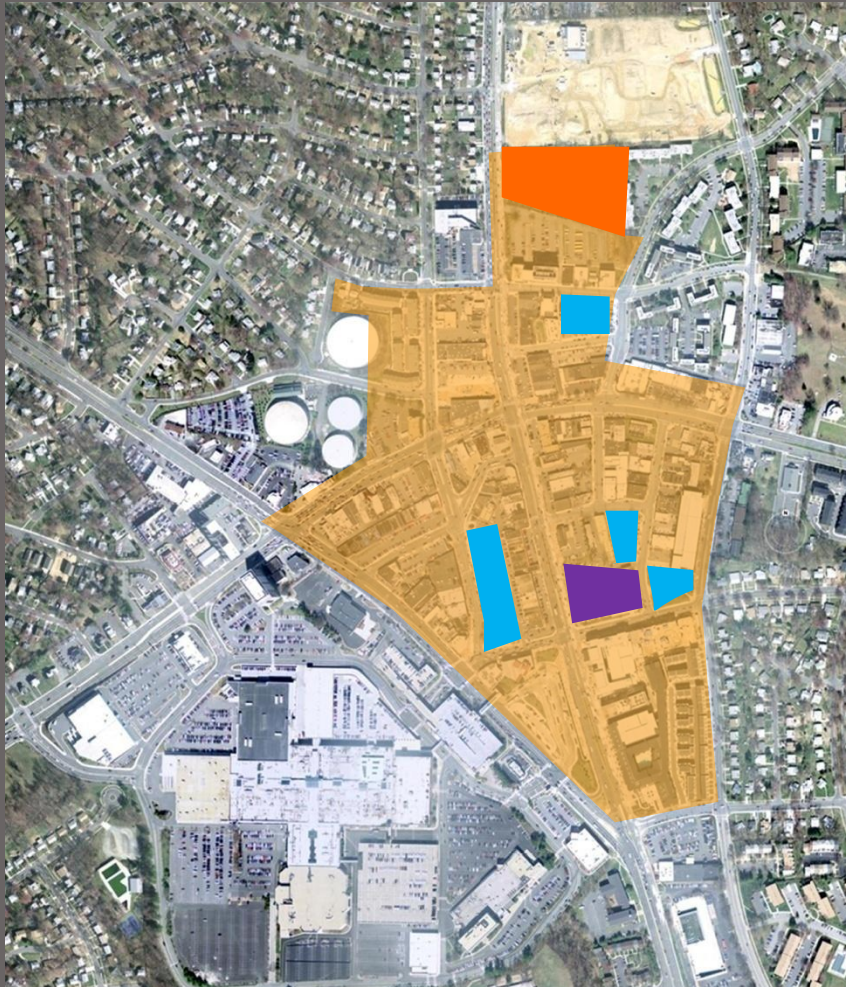
 County's Request for
Qualification Properties
(11+ acres)

Revitalization



Wheaton

limited availability of *easily* developable sites



Publicly Owned



Privately Owned



County's Request for
Qualification Properties
(11+ acres)

Revitalization

Wheaton

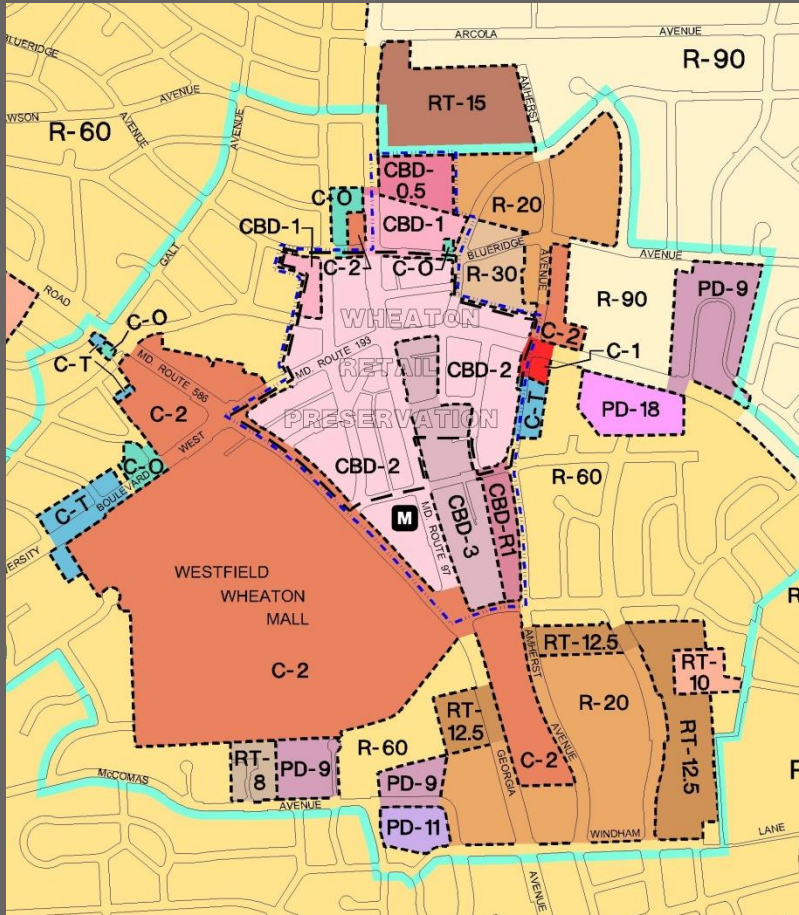
Development Activity



- 1.** Avalon Bay
320 residential units
 - 2.** Safeway Site
57,000 sf Safeway
500 residential units
 - 3.** First Baptist Church
of Wheaton
225 residential units
 - 4.** Triangle Park
Shopping Center
- M** Metro




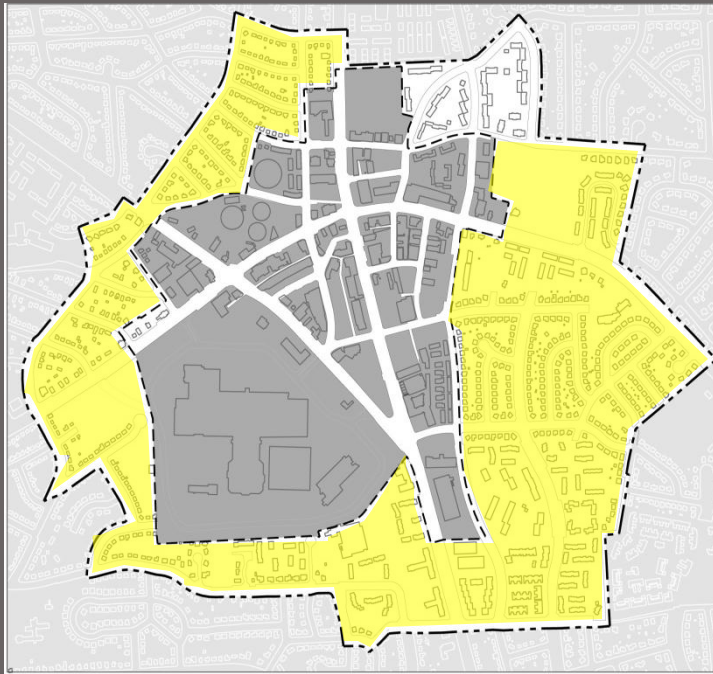
Recommendations



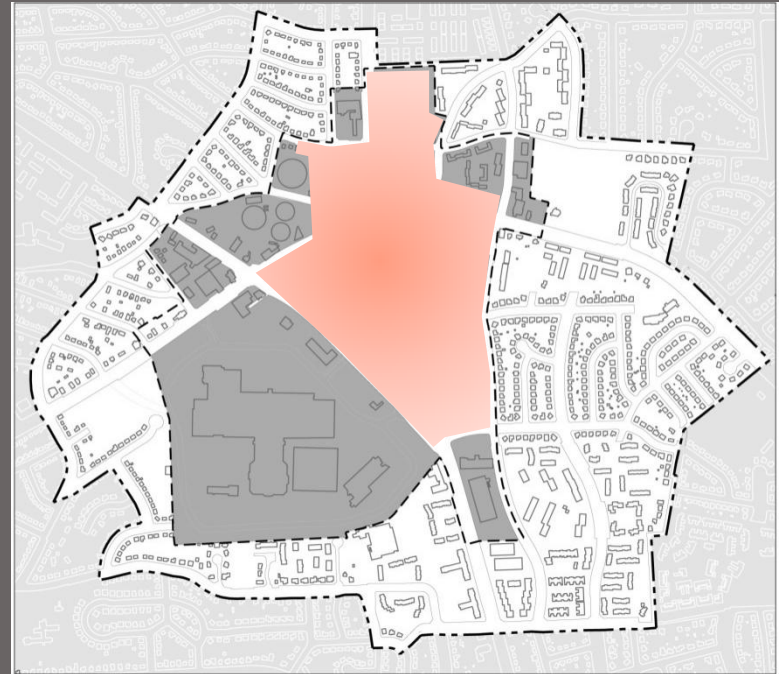
Zoning

Wheaton

Confirm most existing residential zones 



Confirm the existing CBD Zones 




Wheaton

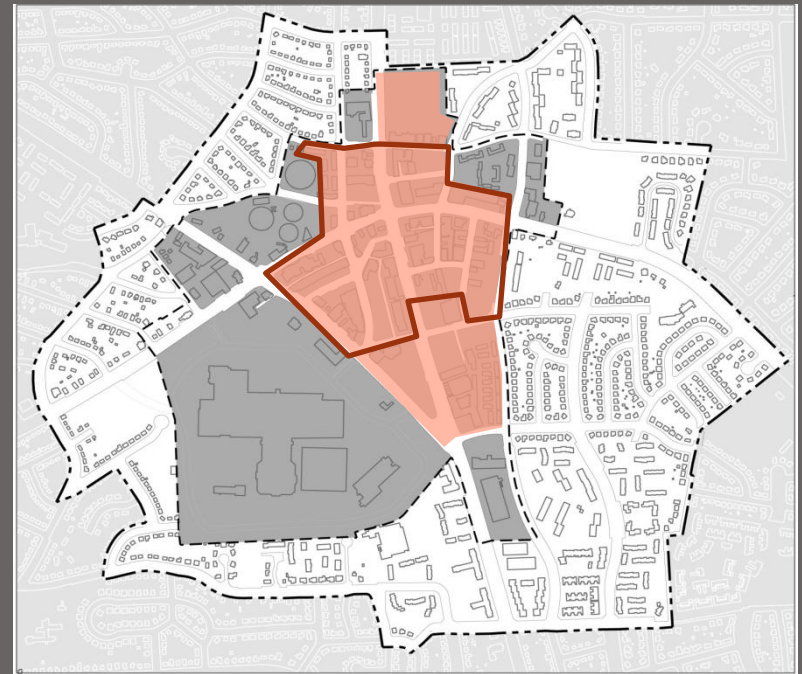
Wheaton Overlay Zone

Office **development never occurred**

Site plan review for standard method projects became **a point of controversy**

Viewed as a complicated zoning regulation and a **disincentive to redevelop**

Remove the existing Retail Preservation Overlay Zone 



Create other mechanisms to protect small business

Wheaton

Wheaton Overlay Zone

2006

Overlay zone amended in 2006

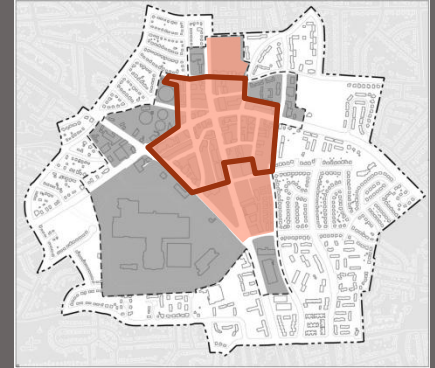
Allows optional method development

Exempts buildings less than 20,000 square feet from site plan review

Allowed increased building height

Requires set aside floor area for small businesses

There has been no development using the optional method since these changes were made

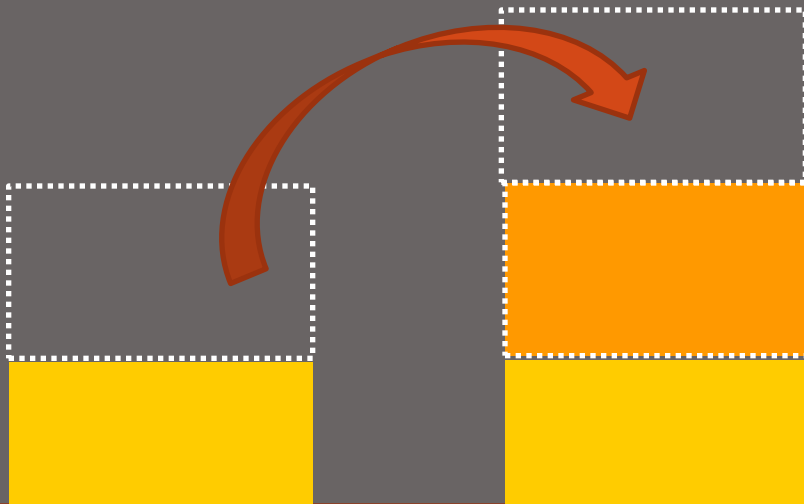


Wheaton

Mechanisms to preserve and support mom-and-pop businesses

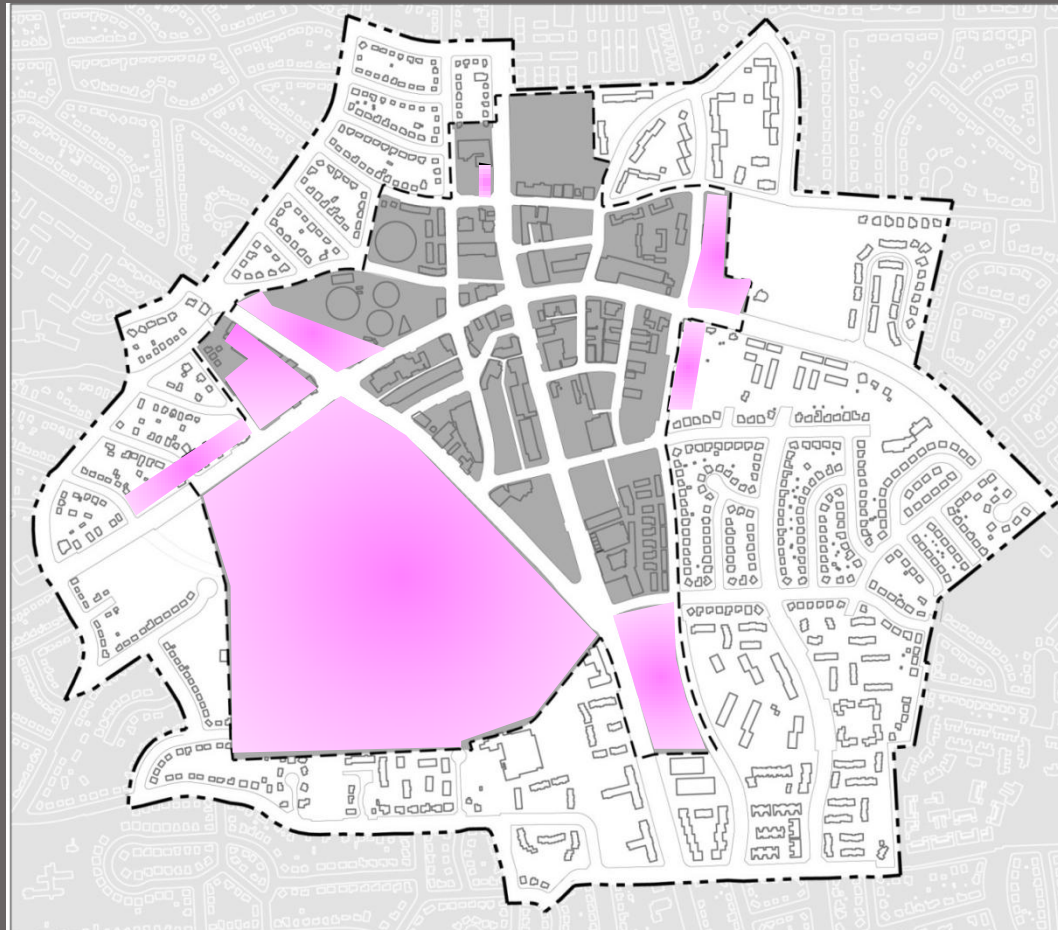
Amend the CBD zones to require street level retail if specified in a master or sector plan

Allow small properties to transfer density to CBD redevelopment sites, which could help small properties capture value while retaining their current buildings

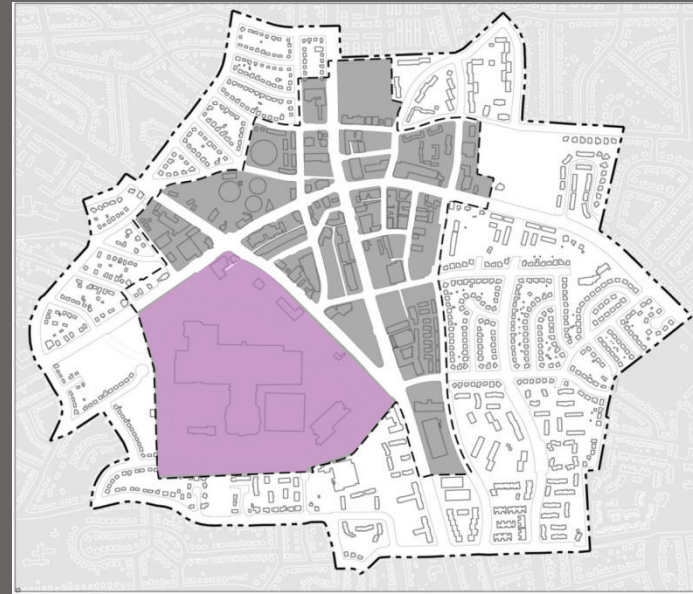


Wheaton

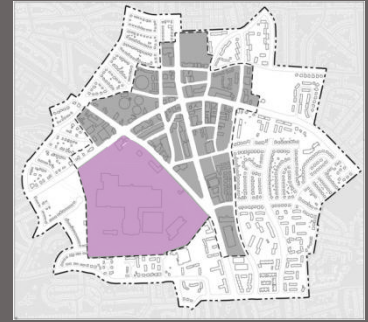
Rezone non-CBD properties to mixed-use



Wheaton Westfield Mall



Wheaton



Option A

Retain the **C-2 commercial zone** on the Westfield property

Advantages

- Simplest and cheapest to expand existing uses

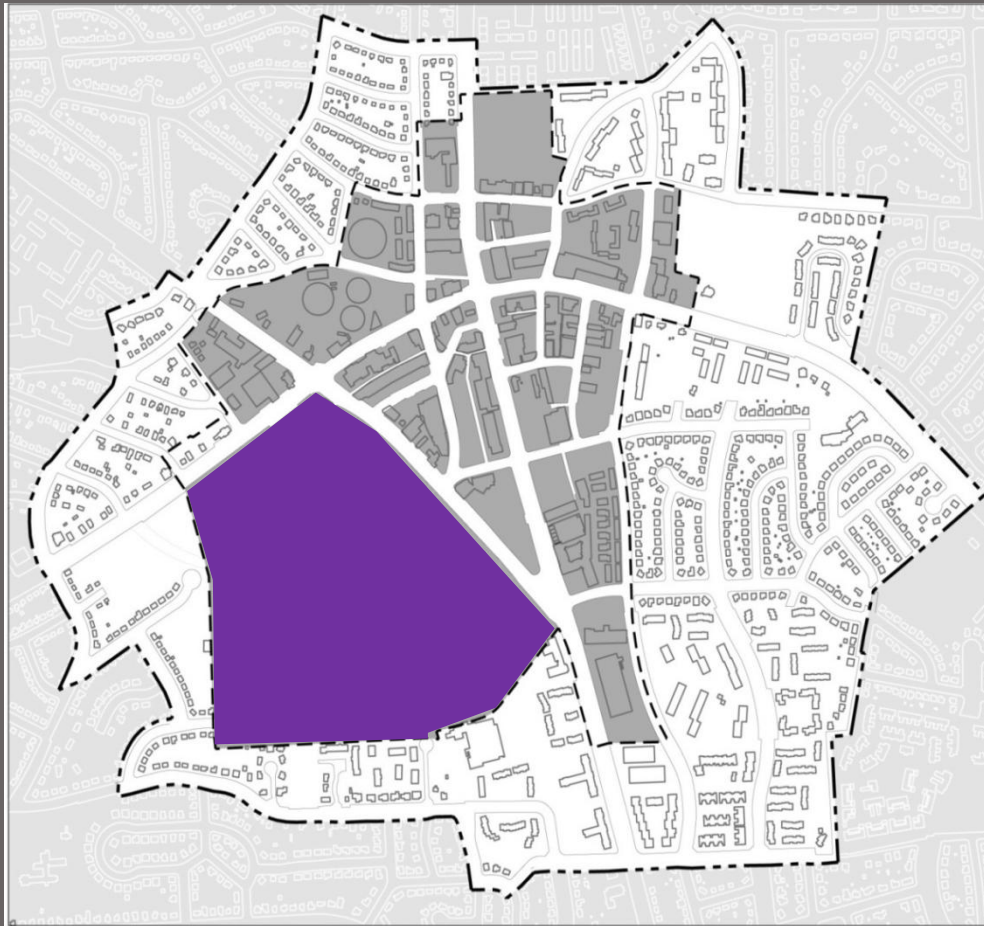
Disadvantages

- Reflects the existing use, not Plan vision for mixed-use
- No residential
- Site plan review generally not required for regional shopping center
- No required amenities

Wheaton

Option B

Rezone the mall site from C-2 to mixed-use



Rezone the entire site to
CR or CBD

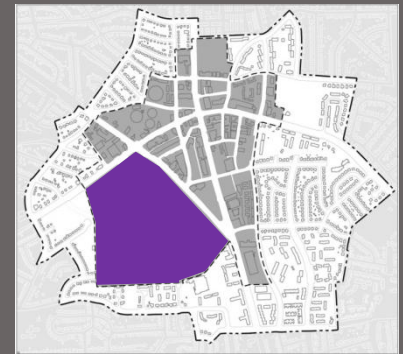
Wheaton

Option B

Mixed-use on the Westfield property

Advantages

- Regulatory controls (Standard and Optional Method of Development)
- Site Plan Review
- Project Plan Review
- Public Use Space
- Amenities, including environmental benefits
- The most control over urban design

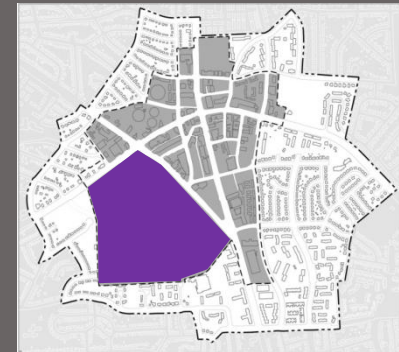


Wheaton

Option B

Disadvantages

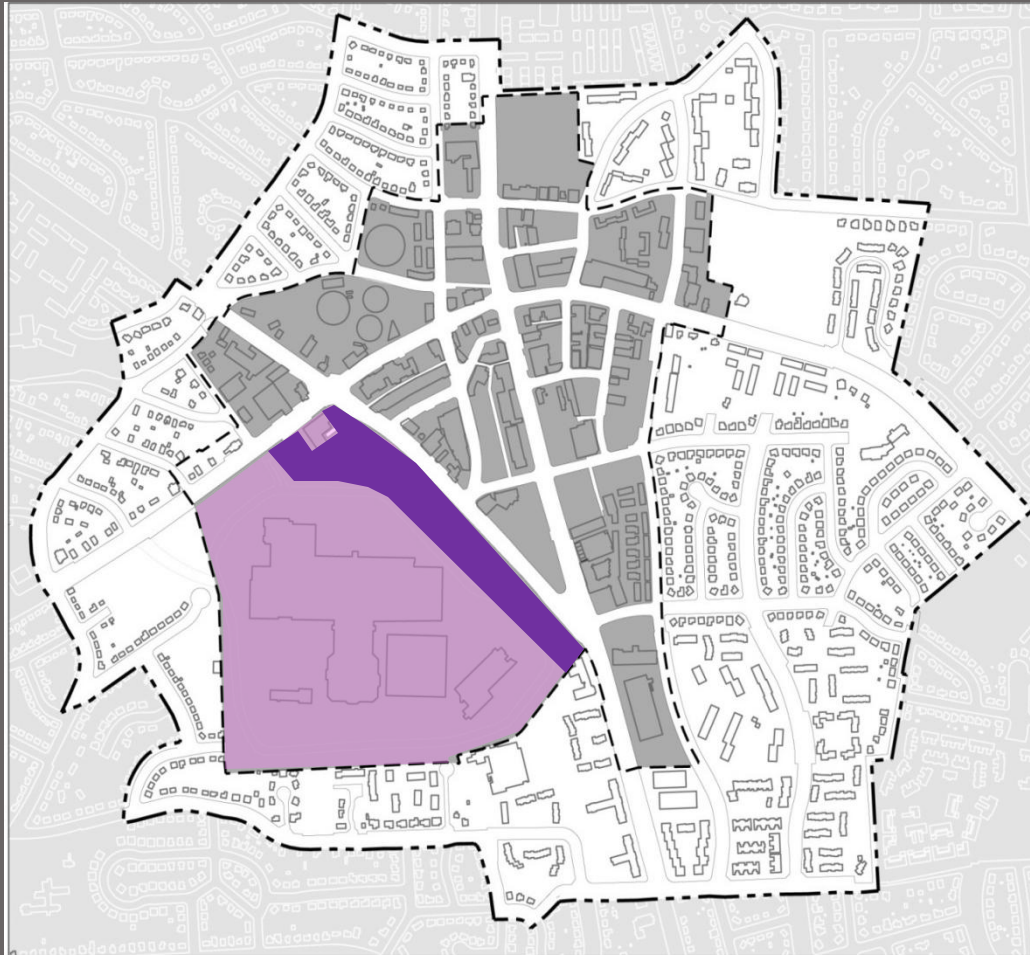
- Perceived complication with Westfield's business operations and expansion
- Increased cost of review process
- Longer approval process
- Multiple CR Zones may prove complicated for Westfield



Wheaton

Option C

Rezone the mall site frontage from commercial to mixed-use



- Rezone a portion of the Westfield property from C-2 to mixed-use (CR or CBD)
- Retain the C-2 commercial zone on the remainder of the Westfield property

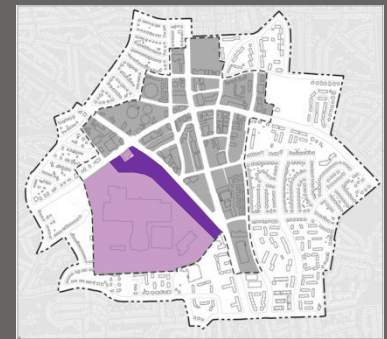
Wheaton

Option C

Mixed-use frontage along Veirs Mill Road

Advantages

- Regulatory controls (Standard and Optional Method of Development) on portion most likely to develop
- Site Plan Review
- Project Plan Review
- Public Use Space
- Amenities, including environmental benefits
- The most control over urban design



Wheaton

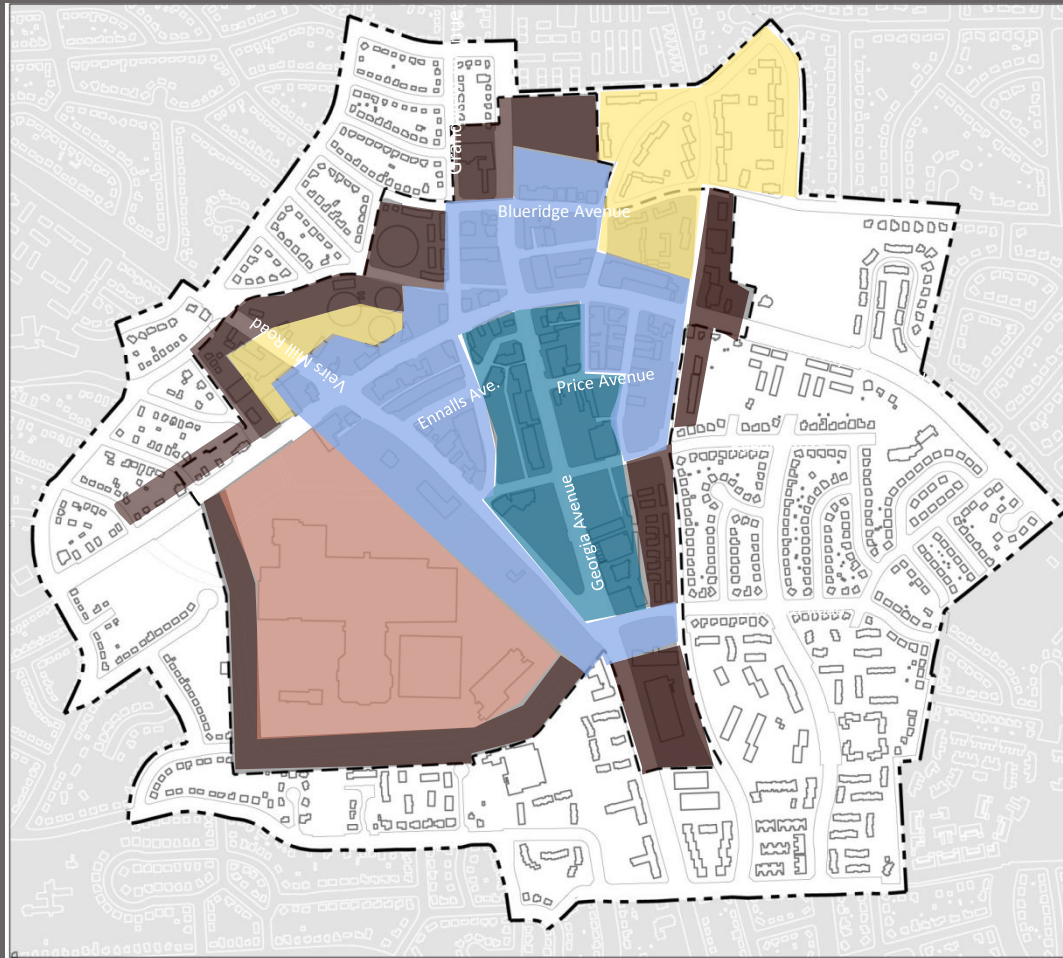
Option C






Disadvantages

- Perceived complication with Westfield's Business operations and expansion
- Increased cost of review process
- Longer approval process



Wheaton Building Height



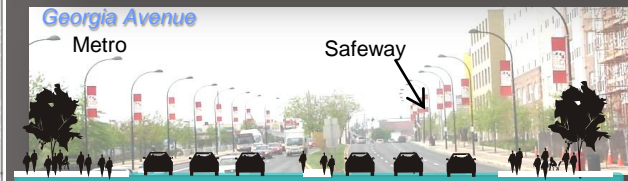
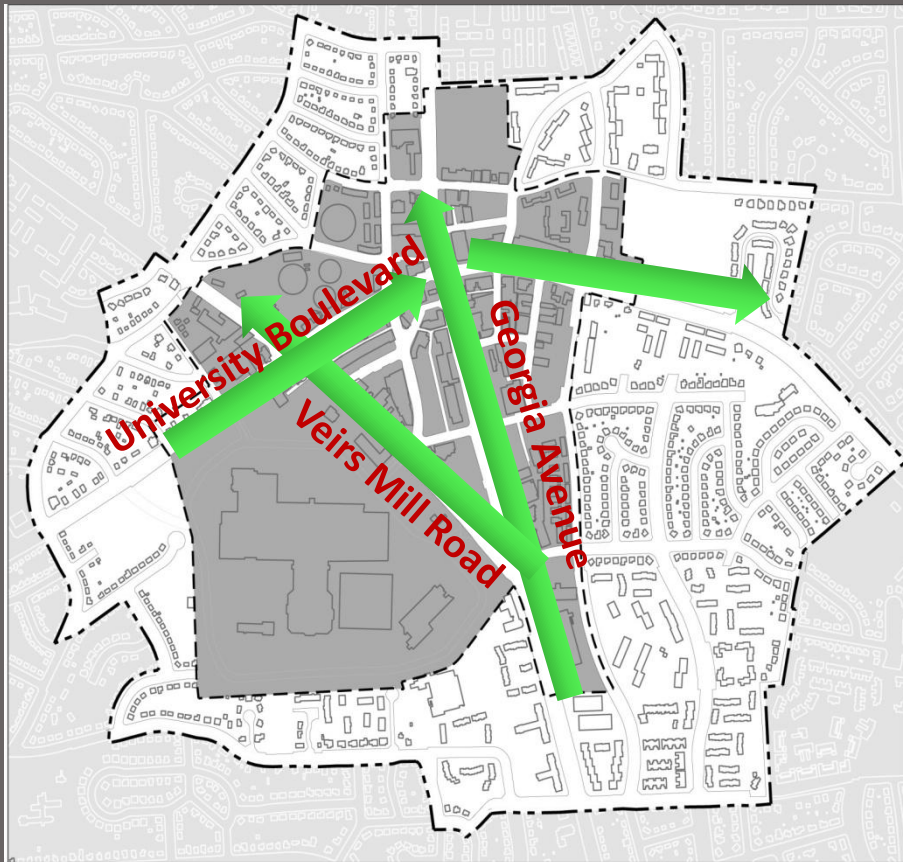
-  Maximum building height 200'
-  Maximum building height 143'
-  Transition from 143' to 45'
-  Transition from 90' to 45'
-  Maximum building height 45'



Public Realm

Wheaton Public Realm

Transform Georgia Avenue, University Boulevard, and Veirs Mill Road into boulevards



parking median parking



parking median parking

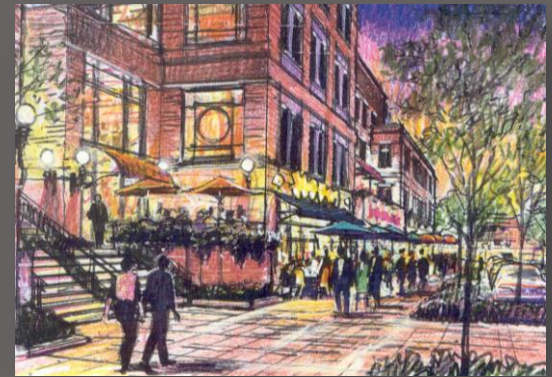
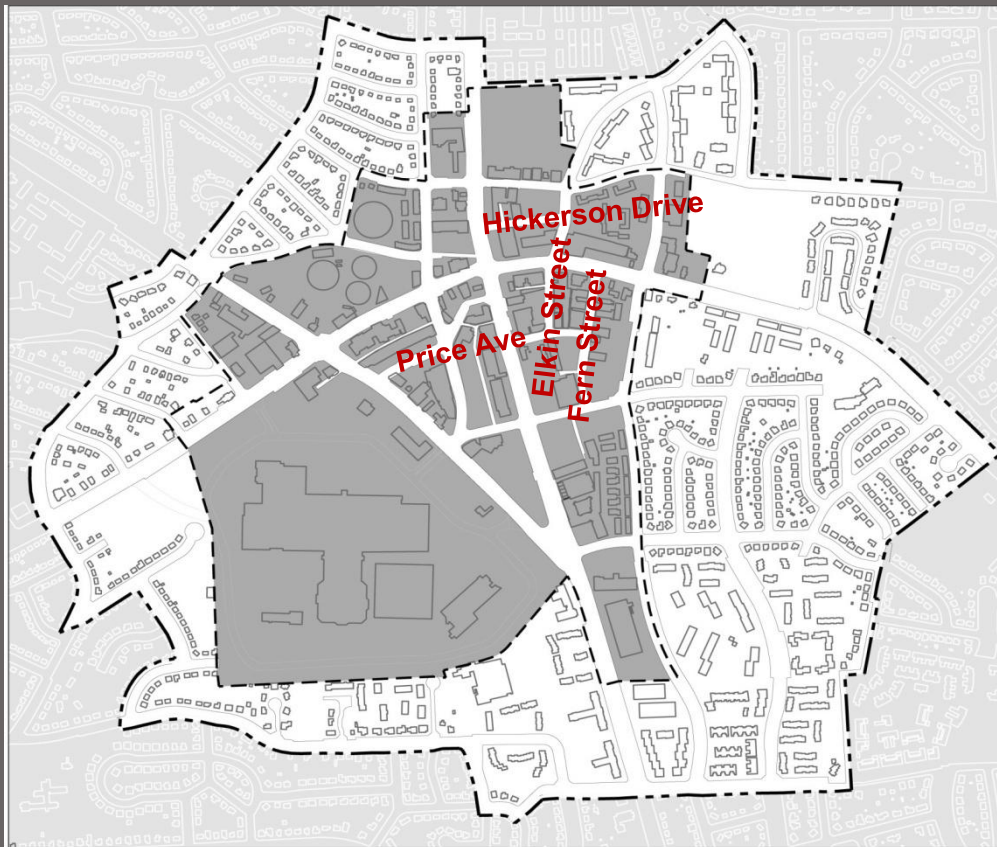


parking median parking

Wheaton Public Realm

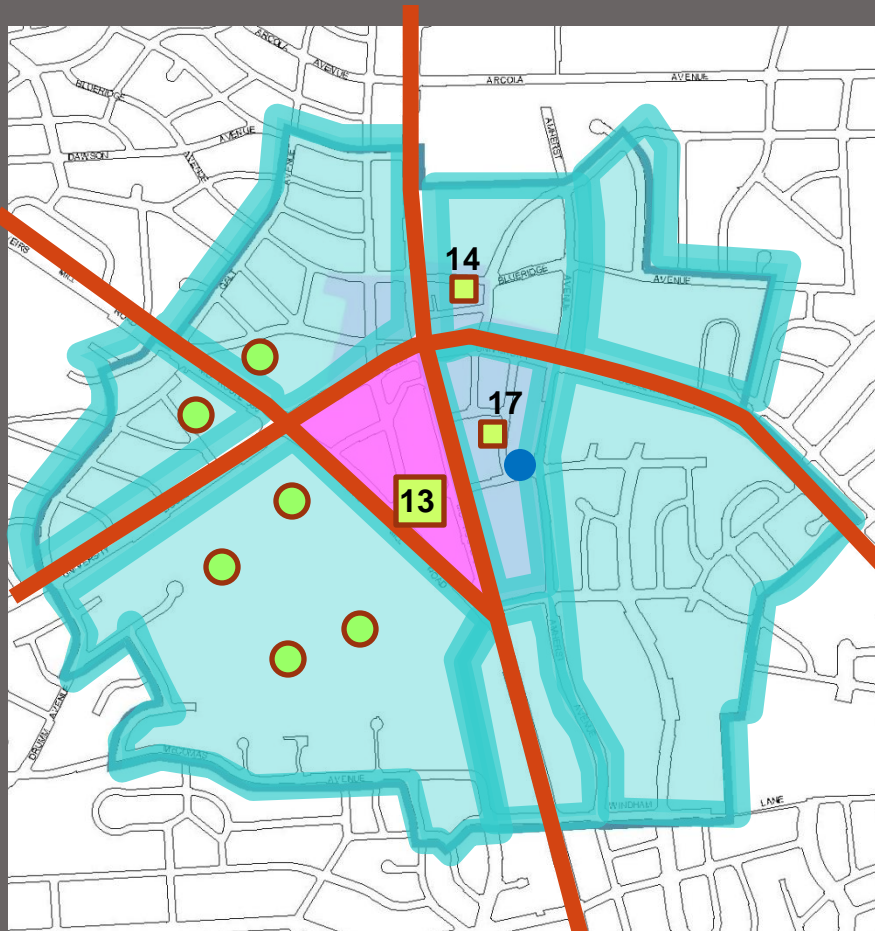
Establish a network of enhanced **pedestrian priority** streets

wider sidewalks + outdoor eating + more trees and landscaping + lighting + street furniture



Wheaton Public Realm

Create an open space system



most prominent open space and civic focal point on parking lot **13**

Neighborhood green on parking lot **14**

Urban square on parking lot **17**

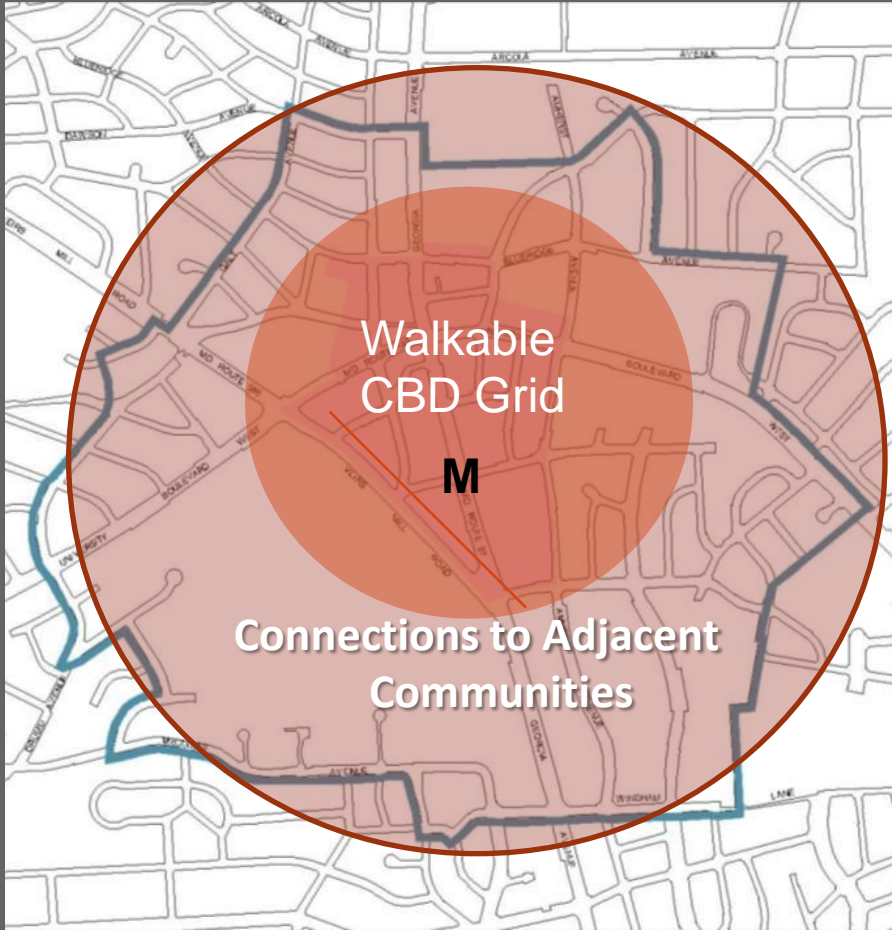
Refurbish or relocate park and Veteran's Memorial ●

Other public use space associated with new development ●



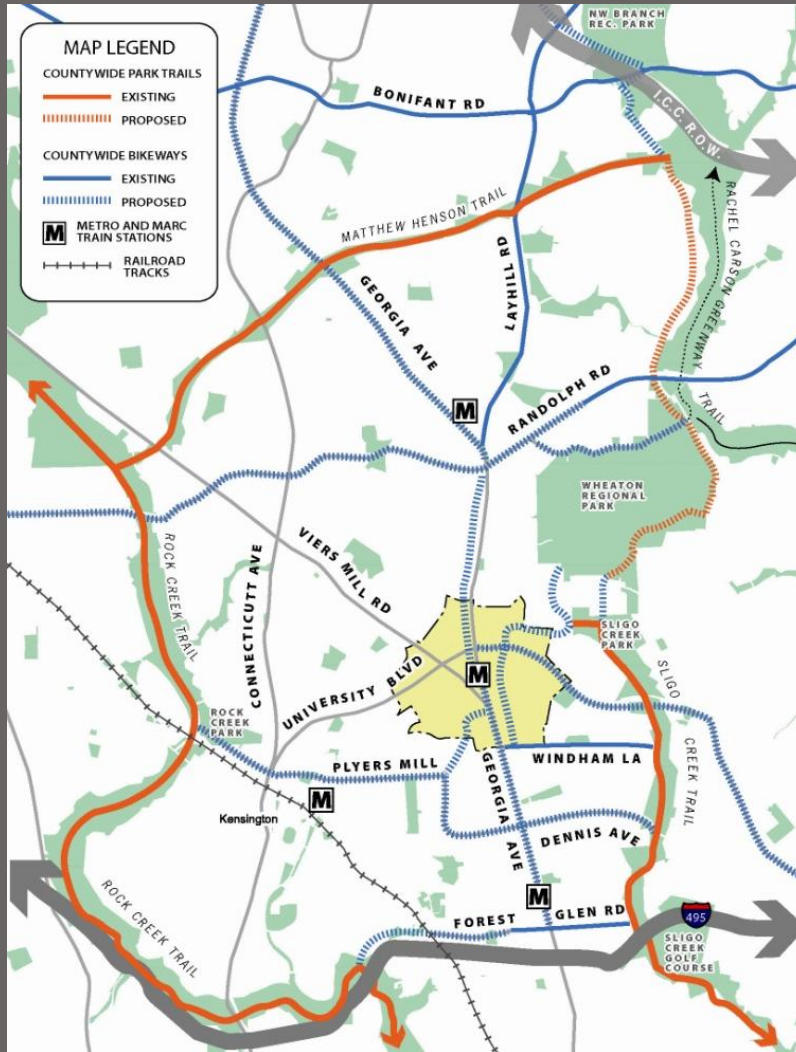
Future Parking Lot 17

©CAMARO27
cmj_27_59@hotmail.com



Connectivity

Wheaton Connectivity

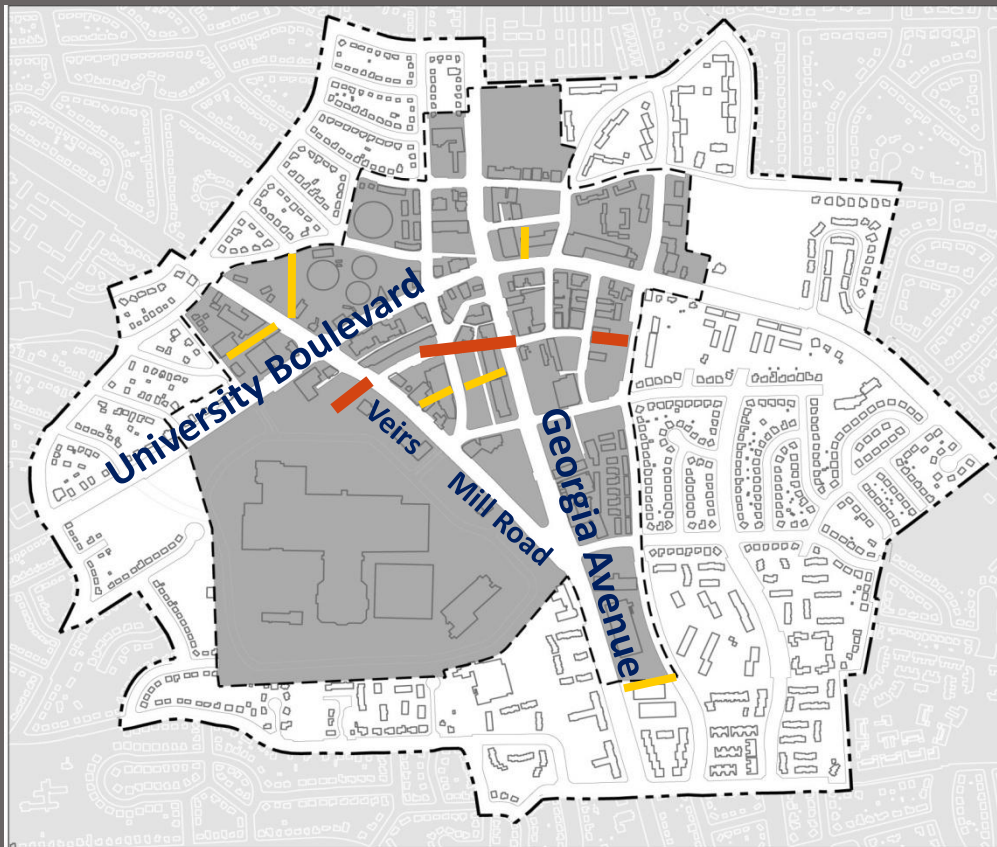


Improve connectivity within the planning area to Metro, adjacent communities, and nearby regional parks and trails



Wheaton Connectivity

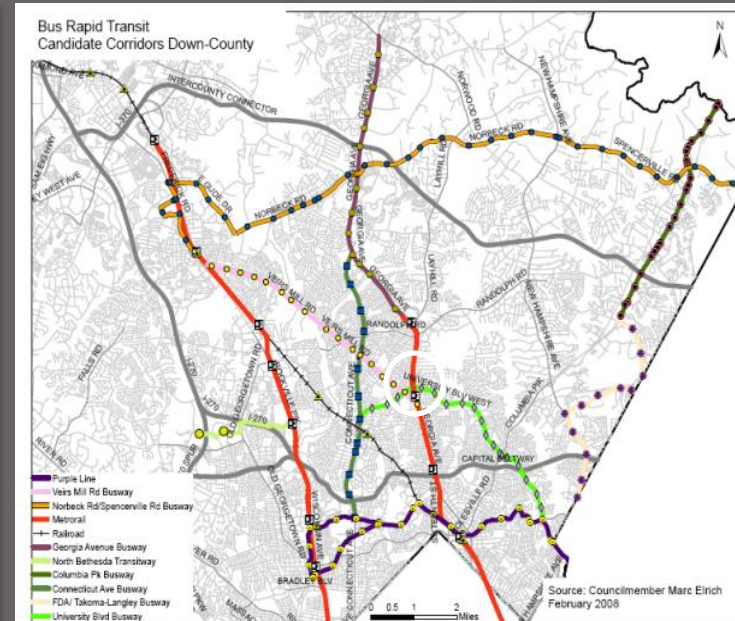
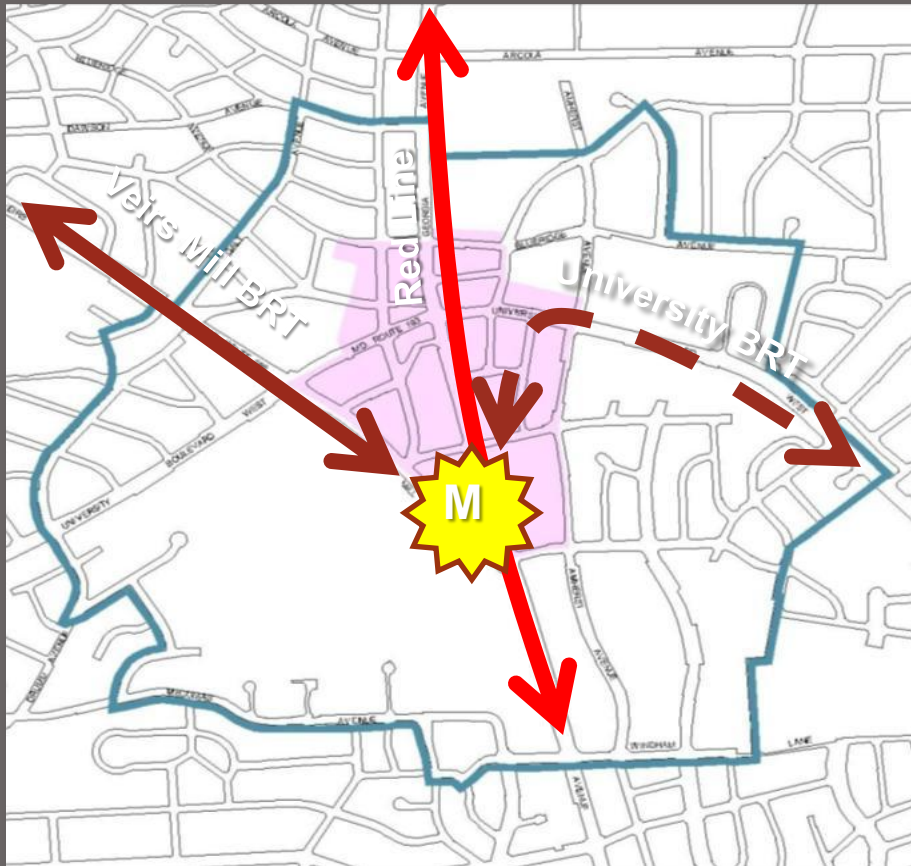
Complete the street network to improve connectivity



Provide through-block pedestrian connections

Wheaton Connectivity

Provide for bus rapid transit subject to the County's study





Wheaton Environment

Environmental improvement will be made **incrementally through redevelopment**

water quality stormwater management

air quality energy generation

carbon storage

energy use reduction

urban heat island

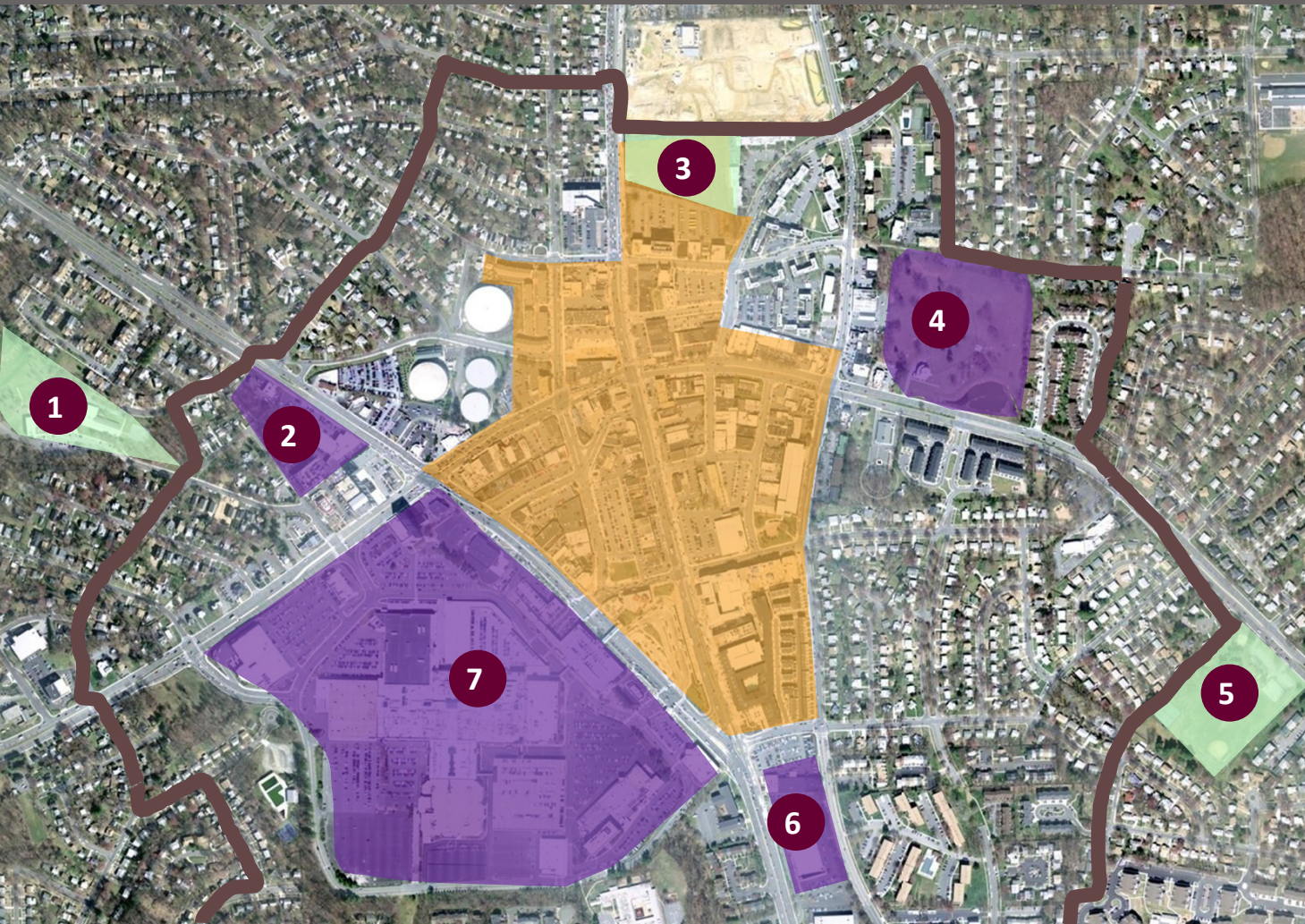




Community Facilities

Wheaton Community Facilities

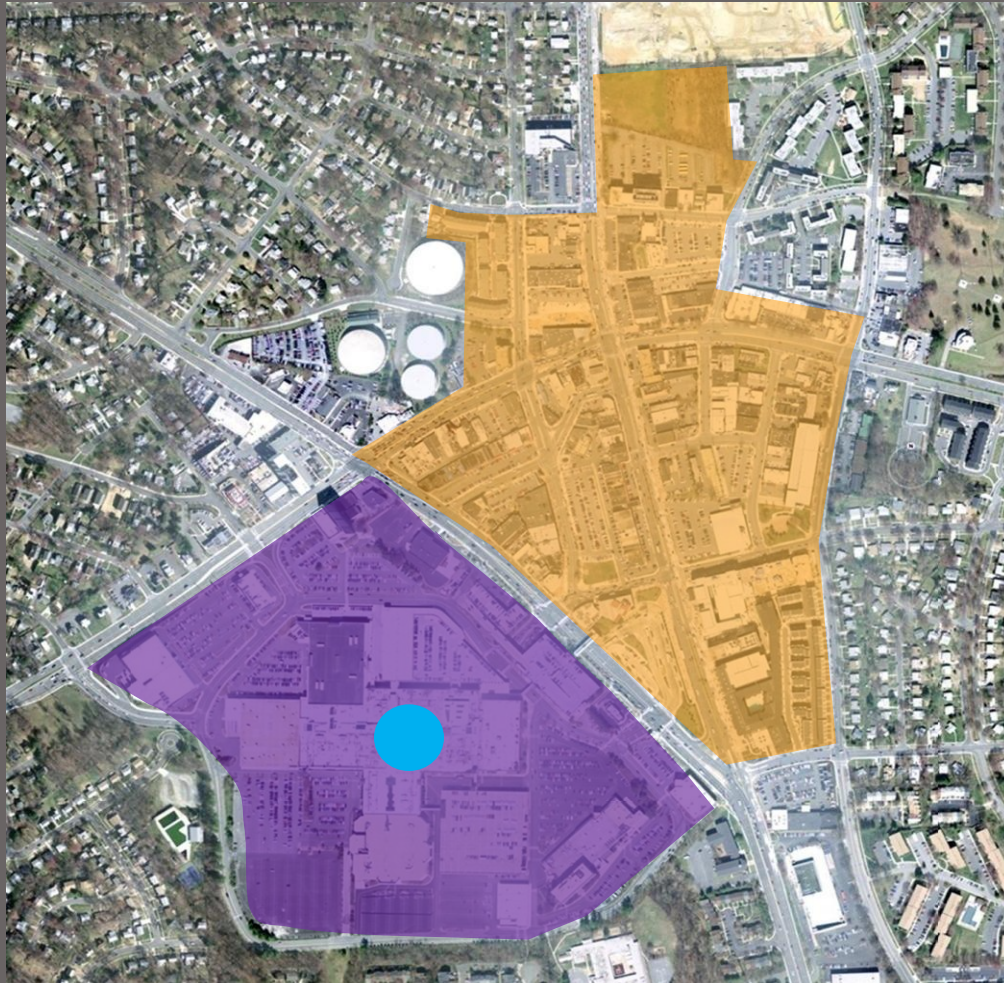
3+ acre sites for consideration – elementary school



- 1** Crossway Community Center- 7.049 A
 - 2** Lindsay Ford - 3.373 A
 - 3** WMATA - 3.83 A
 - 4** WTOP - 12.31 A
 - 5** Wheaton Forest Local Park - 9.3 A
 - 6** Toys R Us- 4.078 A
 - 7** Westfield - 4 A, 72 A
-  Public Properties
-  Private Properties
-  CBD Properties

Wheaton Community Facilities

Staff's Elementary School Recommendation



Westfield - 4 acres within a 72-acre site

- Private Properties
- CBD Properties



Action

approval to prepare the Draft Wheaton
Sector Plan

Draft Plan to the Planning Board in January, 2010

