Wheaton CBD and Vicinity Sector Plan
The Wheaton Community

Young, diverse, educated

25% African-American
14% Hispanic or Latino
12% Asian/pacific islander
5% other

Source: M-NCPCC 2008 Census Update Survey
The Wheaton Community

Young, diverse, educated

68% of the population has at least a bachelor’s degree (Countywide: 66%)

Over 1/3 of Wheaton’s population is foreign born

45% of adults (18-44 years old) are typically single or young families

52% of area’s working residents take public transit (18% Countywide)

Area’s senior population is declining
The 1990 Sector Plan

[Map of the 1990 Sector Plan]
Area of proposed zoning changes
Proposed Building Heights (maximum)
Support for Small Businesses

The proposed zoning incentives

Shorter review for small, infill developments

County’s small business programs
Preservation of Wheaton’s character

Preserving small businesses means preserving Wheaton’s Character
R-60 Zoned properties rezoned to CRN
Proposed Zoning

CR 6: C 6.0, R 3.0, H 250
CR 6: C 5.5, R 5.5, H 200
CR 5: C 4.5, R 4.5, H 150
CR 5: C 4.5, R 4.5, H 130
CR 4: C 3.5, R 3.5, H 100
CR 3: C 2.5, R 2.5, H 100
CR 3: C 2.5, R 2.5, H 75
CR 2: C 1.5, R 1.5, H 75
CRN 1.5: C 0.5, R 1.5, H 45
Proposed Zoning-Office Development
## Jobs/Housing balance

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<tr>
<td></td>
<td>(~ 9.3M gsf)</td>
<td></td>
<td>(~12.6M gsf)</td>
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<tr>
<td>Jobs</td>
<td>13,490</td>
<td>10,210</td>
<td>13,200</td>
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<tr>
<td>Housing</td>
<td>3,165</td>
<td>2,588</td>
<td>6,600</td>
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<tr>
<td>J/H Ratio</td>
<td>4.3:1</td>
<td>3.9:1</td>
<td>2.0:1</td>
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Proposed Zoning-Office Development
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Proposed Zoning
Potential maximum commercial FAR:

6.25 Million square feet

=+25,000 jobs

Change the jobs/housing balance estimate from 2.0:1 to 4.2:1.
Redevelopment opportunities

Maryland - National Capital Park and Planning Commission
Redevelopment opportunities

Likely Redevelopment Sites

- Sites with current plans for residential development
- County’s revitalization initiative sites
- Owners have expressed interest in redevelopment
- Other potential redevelopments (single ownership)
Redevelopment opportunities
Integrate Westfield Mall into the Core
Integrate Westfield Mall into the Core

Maryland-National Capital Park and Planning Commission
Ennalls- Price connection
The Proposed Plan

Positions Wheaton to take advantage of future redevelopment opportunities
Supports downtown revitalization
Addresses the quality of life issues
Creates a walkable, sustainable community
Wheaton Sector Plan

Maryland-National Capital Park and Planning Commission
The Core District
Kensington View/Wheaton Hills District