Wheaton Sector Plan

Status Report

Presented to property owners, the Wheaton Redevelopment Advisory Committee, and the Wheaton Urban District Advisory Committee in February 2010
Wheaton
Wheaton Today
Wheaton Business Community

Filippo Leo
Marchones Italian Specialties
Wheaton Business Community
Wheaton Business Community
Wheaton

Business Community
Carla Hall
Bravo’s
‘Top Chef: New York’ Finalist

GiraMondo
Wine Adventures
Wheaton

ethnic food
music culture
shopping mall
music culture  Wheaton
Wheaton

Since the 1990 Sector Plan
Wheaton

Market & Revitalization
Wheaton needs more economic diversity to be sustainable
Wheaton
Economy/Land Use

+ more

office
urban entertainment
multi-family

while retaining a strong retail presence
Wheaton

Wheaton’s strengths contribute to attracting new residential development
Wheaton positioned to capture a healthy share of the County’s projected household growth in the future.

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

High-rise housing and new office development

pioneering

given current achievable rents/pricing
Wheaton

Analysis

Economy

Retail is Wheaton’s economic engine employing over 3,000 workers

clothing + food + service retail
Wheaton

Economy

Wheaton Mall Primary Trade Area

Secondary Trade Area

NE Washington, DC
Howard County
Prince Georges County
A local residential market offers good opportunities for retail because higher density market rate housing will capture a more affluent segment of households.
Wheaton

Analysis

Economy

support small businesses

training
loans
mentorships
tax credits
local small business reserve programs
federal contracting opportunities
research grants
incubators
small business center

moderate priced retail units
micro-economic initiatives
density
Wheaton Development Envelope modeling
Wheaton Analysis

Development Envelope...looking for just right

- **Existing Jobs**
- **Potential Jobs**
- **Existing Housing**
- **Potential Housing**

**GSF**

- **Existing Wheaton**
- **Our 7.1 COG Forecast Wheaton**
- **Proposed Transportation Model Run (Wheaton existing + Jobs and Housing on selected sites)**
Wheaton Analysis

Current Development Envelopes

Existing Jobs  Potential Jobs  Existing Housing  Potential Housing

Wheaton (existing + more jobs and housing on selected sites)

Bethesda CBD

Silver Spring CBD

White Flint (Proposed)
# Wheaton Development Envelope

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Round 7.1</th>
<th>Proposed High Scenario</th>
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<tr>
<td><strong>Jobs</strong></td>
<td>8,800</td>
<td>10,253</td>
<td>24,100</td>
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<tr>
<td>Retail</td>
<td>5,300</td>
<td>6,500</td>
<td>5,800</td>
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<td>Office</td>
<td>2,900</td>
<td>3,300</td>
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<td>Industrial</td>
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<td>300</td>
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<tr>
<td>Other</td>
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<td>200</td>
<td>200</td>
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<tr>
<td><strong>Housing</strong></td>
<td>2,200</td>
<td>5,500</td>
<td>9,400</td>
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<tr>
<td>Low-Rise</td>
<td>1,200</td>
<td>1,200</td>
<td>1,800</td>
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<tr>
<td>High-Rise</td>
<td>1,000</td>
<td>4,200</td>
<td>7,600</td>
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TRANSPORTATION
Road Capacity
Wheaton Transit Station Area (Metro)

Capacity on Metro’s Red Line
Major bus routes & Future Bus Rapid Transit
Public Realm
Wheaton

Connect Westfield Wheaton Mall to the core

Connectivity
Activity
Walkability
Transform Georgia Avenue, University Boulevard, and Veirs Mill Road into boulevards.
Wheaton Connectivity

Complete the street network to improve connectivity

Provide through-block pedestrian connections
Establish a network of enhanced **pedestrian priority** streets

wider sidewalks + outdoor eating + more trees and landscaping + lighting + street furniture
Pedestrian Priority Streets
Enhanced Crossings
Open Space Network

evolving thoughts on Wheaton......
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
NEIGHBORHOODS

Existing Residential Communities

Core/Westfield Mall

Blue Ridge

Price
NEIGHBORHOODS
Price Square
Price Square
Wheaton

Analysis

TODAY

- An easy walk
- No big crossings
Streets and Parking Lot Closed for Special Events

Today

Safeway
Veterans Park
Parking
Restaurants
Parking
Geogia
Redevelop Safeway Site
Add path to connect boulevard and square

Concept
Price Square Neighborhood Design Concept

- Price Square
- New Mixed Use
- New Path
- Plaza
- Promenade
- Veterans Park
- Pedestrian Priority Streets
- Residential
- Metro Station Entrance
Future retail

Parking

Potential
Building
Site

Future retail

PRICE SQUARE
Blue Ridge Square
Wheaton
TODAY

an easy walk
no big crossings
Wheaton
Vision
Blue Ridge Square
Today

Location of Blue Ridge Square

Proposed Residential Mixed Use

Blue Ridge Square Parking

University Boulevard
The Beginning of a District

Today

Proposed Residential Mixed Use

Blue Ridge Square Parking

Georgia Avenue

Strip Mall

University Boulevard
Redevelop Private Property

Concept
Expand Square

Concept
Civic Square

evolving thoughts on Wheaton......
ENVIRONMENT

evolving thoughts on Wheaton......
Environmental improvement will be made incrementally through redevelopment of the environment.

- Water quality
- Air quality
- Carbon storage
- Energy use reduction
- Urban heat island
Wheaton
Wheaton

Development Opportunities

Revitalization

- WMATA
- Privately Owned Assembled Properties
- County Owned Properties
- M-NCPDC Property
- Westfield Group
Wheaton

Need for public intervention to spur greater commercial revitalization

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
Wheaton

Avalon Bay

320 Residential Units
Wheaton

- Safeway Site
- 57,000 SF Safeway Grocery Store
- 500 Residential Units

Metro
Wheaton
Development Opportunities
Building Form and Character

Density and FAR (floor area ratio):

- FAR = Ratio between building area and lot area
- Examples show a city block (200’ X 200’) with a maximum FAR of 4.0 and maximum building height of 150’
  - 4.0 FAR: 100 percent site coverage, occupies all of the site, and extends to 4 floors
  - 4.0 FAR: 50 percent site coverage, occupies 1/2 of the site area, and extends to 8 floors
  - 4.0 FAR: 75 percent site coverage, occupies 3/4 of the site area, and extends from 2-12 floors
Bethesda
Wheaton Sector Plan

2.5 FAR
Arlington East - Bethesda

Proposed Wheaton FAR
Wheaton Sector Plan

5 FAR
Lionsgate – Bethesda

Proposed Wheaton FAR
Wheaton Sector Plan

6 FAR
Newlands Building - Bethesda
Building Form and Character

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Bethesda
Wheaton Sector Plan

2.5 FAR
Arlington East - Bethesda

Proposed Wheaton FAR
Wheaton Sector Plan

4.9 (5) FAR
Chevy Chase Bank – Bethesda
Wheaton Sector Plan

6 FAR
Newlands Building - Bethesda

Proposed Wheaton FAR
Silver Spring
Silver Spring
Wheaton Sector Plan

1.9 (2) FAR
8025 Newell Street – Silver Spring
Wheaton Sector Plan

3.64 FAR
Discovery Communications – Silver Spring
Wheaton Sector Plan

4.66 FAR
Viridian Building – Silver Spring

Proposed Wheaton FAR
Wheaton Sector Plan

4.82 (5) FAR
Cameron House – Silver Spring

Silver Spring

Proposed Wheaton FAR
Wheaton Sector Plan

Existing

Possible Future
Wheaton Sector Plan

Existing (Zone 5)
FAR 1.82

Possible Future (Zone 5)
FAR 1.82
Wheaton Sector Plan

Existing (Zone 6)
FAR 0.38

Safeway FAR 5.76

Possible Future (Zone 6)
FAR 6.0
Wheaton Sector Plan

Schedule 2010

- Community Meetings: February
- Staff Draft to Planning Board: April
- Public Hearing: May
- Council: October