Wheaton Status Report

- Context:
  - location
  - corridor

- Analysis:
  - economy
  - community
  - development envelope
  - transportation
  - environment

- Vision:
  - streets
  - open space
  - price square
  - blue ridge square
  - civic square

Montgomery County Planning Board. June 11, 2009
Action

Review progress on the Sector Plan

Seek approval to model the proposed long-term development scenario
Agenda
Wheaton
Today’s Economy
Community
Development Envelope
Transportation
Emerging Thoughts
  urban design
  environment
Wheaton
Wheaton

Context

Georgia Avenue Vision

transit corridor

series of mixed-use centers

pleasant, walkable green boulevard
Wheaton

One of Eastern County’s two Metro jobs and housing centers

Context

Western County Centers
MD 355/I-270 activity centers

Eastern County Centers
Wheaton + Silver Spring

Wheaton
Silver Spring
Wheaton

Wheaton = regional retail + restaurants

Silver Spring = corporate office + arts + entertainment

Eastern County Centers

Wheaton + Silver Spring = greater than the parts – they reinforce each other to create dynamic synergy in the east
Wheaton Analysis

Transportation - Jobs
Important to the County’s Economy

In **2030**....

Wheaton can play a critical role by reducing the number of workers needing to drive to jobs in the west by:

Providing a location for future jobs
Improving east-west transit facilities

**Legend:**
- **Local**: trip stays within “super district”
- **Peak**: journey to work is southbound in the corridor
- **Reverse**: journey to work is northbound in the corridor
- **Other**: journey to work enters or leaves the corridor
Wheaton

Plan = 484 Acres
CBD = 72 Acres
Georgia Avenue was transformed in 1952. The change was indicative of the massive growth in the area. With the expansion of Connecticut Avenue and University Boulevard a few years later, the major traffic routes were in place for a switch to reliance on cars.
Wheaton 2030?

international village?
Wheaton 2030?

spirited
independent
heart & soul?
food & restaurants
Wheaton 2030?

green jobs center?
Wheaton 2030?

the
new
economy?
Wheaton

Economy

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

clothing + food + service retail
Wheaton Economy

Destination ethnic dining
national economic trends shape Wheaton’s economy
Wheaton
Economy
Wheaton Mall Primary Trade Area

Secondary Trade Area
NE Washington, DC
Howard County
Prince Georges County
Wheaton Analysis

Economy

... and a broad mix of small, independently-owned restaurants + retail enterprises with strong ethnic character.
Over 50 years in Wheaton
Filippo Leo

Marchones Italian Specialties
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 needs more economic diversity to be sustainable.
Wheaton

Economy/Land Use

+ more

- office
- urban entertainment
- multi-family

while retaining a strong retail presence
Wheaton Community
What do you like most about Wheaton?

- lack of pretence
- unique character
- funky community
- ethnic diversity
- festivals

- small eclectic shops
- international market
- ethnic grocery stores
- variety of restaurants
- shopping at the mall

- Metro access
- number of transportation options
- people live and work here
Carla Hall
Bravo’s ‘Top Chef: New York’ Finalist

GiraMondo
Wine Adventures
Wheaton summary

Community

What would you like to see developed in Wheaton?

- outdoor eating
- art studios
- recreation center/pool
- ballroom/dance center
- bookstore
- library
- covered market
- entertainment venues
- relocated post office
Wheaton summary

Survey summary

What do you like to see developed in Wheaton?

- plazas
- safe pedestrian crossings
- walkways
- reduce surface parking- replace with green space
trees/landscaping
- bikeways
- green roofs
- rain gardens
- permeable pavers
- urban forestation
Wheaton summary

Survey summary

What do you like to see developed in Wheaton?

Interesting architecture
more office
large major employers
more housing
higher density
taller buildings

connections between the mall and Georgia Avenue
Community

sustainable “green” community

place to live, work, and play

build upon unique character

opportunities for recreation and entertainment

civic presence

quality open space

increased transit/pedestrian focus
Wheaton Development Envelope modeling
2 critical questions

1. What is the long-term and the ultimate maximum level of development that we should plan for?

...not too low...not to high...just right!
2 critical questions

2. What is the most realistic level of development that is likely to occur in Wheaton in the next 15-20 Years?

... not too low ... not to high ... just right!
Wheaton Analysis

CENTRAL BUSINESS DISTRICT

residential single-family/townhouse
residential mid-rise apartments
non-residential
CBD

Westfield Wheaton Mall
1. Price Square
2. Blue Ridge Square
3. Wheaton Hills
4. Kensington View
5. Wheaton/Westfield
6. Core
7. Southern Gateway
8. Residential East
9. WTOP
Wheaton Context Districts

<table>
<thead>
<tr>
<th>District</th>
<th>Existing FAR</th>
<th>High Scenario FAR</th>
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</thead>
<tbody>
<tr>
<td>1. Price Square</td>
<td>1.10</td>
<td>1.99</td>
</tr>
<tr>
<td>2. Blue Ridge Square</td>
<td>0.57</td>
<td>1.77</td>
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<tr>
<td>3. Wheaton Hills</td>
<td>0.28</td>
<td>1.58</td>
</tr>
<tr>
<td>4. Kensington View</td>
<td>0.43</td>
<td>1.71</td>
</tr>
<tr>
<td>5. Wheaton/Westfield</td>
<td>0.34</td>
<td>2.08</td>
</tr>
<tr>
<td>6. Core</td>
<td>0.18</td>
<td>2.26</td>
</tr>
<tr>
<td>7. Southern Gateway</td>
<td>0.63</td>
<td>1.66</td>
</tr>
<tr>
<td>8. Residential East</td>
<td>0.42</td>
<td>.42</td>
</tr>
<tr>
<td>9. WTOP</td>
<td>0.28</td>
<td>.64</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>0.47</strong></td>
<td><strong>1.56</strong></td>
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</tbody>
</table>
Proposed Average Floor Area Ratio (FAR) - Modeling

1. Price Square
2. Blue Ridge Square
3. Wheaton Hills
4. Kensington View
5. Wheaton/Westfield
6. Core
7. Southern Gateway
8. Residential East
9. WTOP

Transition to residential neighborhood
Wheaton

Development envelope is expressed through zoning...

Existing Zoning
(SMA for Limited Amendment rezoning expected to be implemented Fall 2009)
The proposed high scenario increases the Floor Area Ration (FAR) for the entire Sector Plan area from **0.50** (**what is on the ground in Wheaton today**) to **1.60**

*Proposed High Scenario is less than the full zoning envelope*
### Wheaton Development Envelope

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing</th>
<th>Round 7.1</th>
<th>Proposed High Scenario</th>
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</thead>
<tbody>
<tr>
<td>Jobs</td>
<td>8,800</td>
<td>10,253</td>
<td>24,100</td>
</tr>
<tr>
<td>Retail</td>
<td>5,300</td>
<td>6,500</td>
<td>5,800</td>
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<tr>
<td>Office</td>
<td>2,900</td>
<td>3,300</td>
<td>17,800</td>
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<tr>
<td>Industrial</td>
<td>300</td>
<td>300</td>
<td>200</td>
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<tr>
<td>Other</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Housing</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>
</tr>
<tr>
<td>High-Rise</td>
<td>1,000</td>
<td>4,200</td>
<td>7,600</td>
</tr>
</tbody>
</table>
Wheaton high scenario for modeling

- Jobs/Housing
  - Existing Jobs: 30,000
  - Potential Jobs: 35,000
- Retail
  - Existing Jobs: 20,000
- Office
  - Existing Jobs: 15,000
  - Potential Jobs: 10,000
- Housing (High-Rise)
  - Existing Jobs: 5,000
  - Potential Jobs: 15,000
Wheaton Analysis Development Envelope…looking for just right

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

Existing Wheaton

Our 7.1 COG Forecast Wheaton

Proposed Transportation Model Run Wheaton existing + Jobs and Housing on selected sites

GSF
Development Envelope

looking for ‘just right’!

need a healthy mix of uses - more office and housing to balance retail and spur local economic vitality – a complete community for living, working and play

propose a model run that will give us the most information about the transportation network

recommend a ‘high’ scenario for modeling, but not as high as the existing zoning envelope
TRANSPORTATION

evolving thoughts on Wheaton…….
**Wheaton Transit Profile**

**Analysis**

5,000 boarding Metrorail each weekday

Two major Metrobus routes with over **18,000 riders*** per day along the entire routes

Four major Ride-On routes with over **6,500 riders*** per day along the entire routes

WMATA garage with 1,000 spaces and **63% of spaces occupied**

**How Metrorail riders get to Wheaton station ...**

- **51% drive and park**
- 24% walk
- 14% take a bus
- 10% are dropped off

* Figures for entire route
Wheaton Roadway Network: Existing

- Grid network
- Segments **missing**
- 24 “Blocks”
- 3 Blocks over **1200 ft** length
- Connections: 39
Wheaton Roadway Network: Testing

- Grid network
- Segments connected
- 47 “Blocks”
- Block size reduced
- 1 Block over 800 ft (Mall)
- Most blocks 300-500 ft

Connections: 59
Wheaton
Urban Design

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cmj_27_59@hotmail.com
Wheaton Urban Design

**Vision**

**Streets**
- Network
- Boulevards
- Pedestrian System

**Open Space**
- Concept

**Neighborhoods**
- Price Square
- Blue Ridge Square
- Civic Square
Wheaton
Network – Boulevards

Vision
Wheaton

Vision

Network - Boulevards and
Today’s Business Streets
Wheaton
Vision
Network - Boulevards and Tomorrow’s Business Streets
Wheaton
Pedestrian Priority Streets
Wheaton

Pedestrian Priority Streets

closable
slow
green
public or private ownership
public access
design for close up viewing

A variety of designs are possible for each street type subject to the Road Code revisions to County street standards or private street designations.
Wheaton
Pedestrian Network Today

- Sidewalks
- Paths
- Enhanced crossings
Wheaton Pedestrian Network Tomorrow

- Sidewalks on all Streets
- More Paths thru blocks & open spaces to neighborhoods & trails
  - Enhanced crossings
  - Pedestrian Priority Streets
  - Promenade
Open Space Network

evolving thoughts on Wheaton......
Wheaton
Open Space Today
Wheaton
Open Space Tomorrow

An Active Urban Park
Wheaton
Open Space

balconies, patios, roofs

sidewalk open spaces for business display and service

• Photo credit JFeuchter FLIKR
Wheaton
Open Space for Growing Food

active urban park
neighborhood green
other green space
roof tops
balcony, patio, yard
market gardens
NEIGHBORHOODS

evolving thoughts on Wheaton......
Price Square
Price Square
Wheaton Analysis

TODAY

- An easy walk
- No big crossings
The Beginning of a Restaurant District

Today

Restaurants
Parking
Price Square
Parking
Veterans Park
Parking
Safeway
Parking
Georgia
Streets and Parking Lot Closed for Special Events
Grow the Neighborhood Restaurant District

Concept
Create Low Cost Instant Square

Concept

Price Square Parking

Parking

Safeway

Veterans Park
Create Low Cost Instant Square
Maintain parking

Concept
Redevelop Safeway Site
Add path to connect boulevard and square
Develop Safeway Site
include a public/private parking structure

Concept
1 2 3

PRICE SQUARE
Price Square Neighborhood Design Concept

- Pedestrian Priority Streets
- Price Square
- New Mixed Use
- Veterans Park
- New Path
- Residential
- Plaza
- Promenade
- Metro Station Entrance
IMPLEMENTATION
Blue Ridge Square

-evolving thoughts on Wheaton......
Wheaton Today

An easy walk

No big crossings
Location of Blue Ridge Square
Location of Blue Ridge Square

Proposed Residential Mixed Use

Blue Ridge Square Parking

Georgia Avenue

University Boulevard

Today
The Beginning of a District

Today
Grow the District – Encourage Redevelopment

Proposed Residential Mixed Use

Blue Ridge Square Parking

Concept
Create Low Cost Instant Square

Concept

Blue Ridge Square Parking
Maintain Parking

Georgia Avenue

Blue Ridge Square Parking

Concept
Redevelop Aaronson Property

Concept
Include New Public/Private Parking Structure
Expand Square

Concept
Add Paths to Connect Boulevards and Square

Concept
Blue Ridge Square Neighborhood Design Concept

Concept
Wheaton

Blue Ridge Square
Civic Square

evolving thoughts on Wheaton......
ENVIRONMENT

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

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

Analysis

292 ac of imperviousness
62% of the planning area

85 ac of parking
18% of the planning area
47 ac of tree cover
10% of the planning area

<1 ac of parking shaded
1% of parking shaded
Wheaton Analysis

all subwatersheds have poor water quality
opportunities

Wheaton

surface parking
Wheaton

opportunities

parking structures
Wheaton

Outreach

Vision

June/July 2009 meetings to refine a vision for Wheaton

governmental agencies
landowners
developers
community
Action

Review progress on the Sector Plan

Seek approval to model the proposed long-term development scenario