Process

- Public Hearing: July 29, 2010

Worksession 1: Today
  - Overarching Issues

Worksession 2: October 28
  - District/Site Specific Issues

Worksession 3: November 18
  - District/Site Specific Issues & Urban Design Guidelines
Testimony Summary

1. A large majority **supported the Plan’s goals** of creating:
   - A high-density, mixed-use Metro center
   - Protecting the single-family residential communities through appropriate transition
   - Supporting small businesses
   - Retaining the ethnic character of Wheaton

2. Most agreed with **replacing** the current **CBD zones with the CR zone**

3. Concerns that the **CR zone does not provide adequate transition to single-family neighborhoods**

4. Existing **single-family homes** within a mile of the Metro should be **rezoned for townhomes, multi-family units, and accessory apartments**

5. Site specific issues
Today

Testimony - Overarching Issues

Issue 1: Promote more office growth
Issue 2: 30% non-auto share is low/high for a CBD
Issue 3: Metro Red Line capacity
Issue 4: Adequacy of school facilities
Issue 5: CR Zone may be a disincentive to redevelopment
Issue 6: Increased zoning in surrounding residential neighborhoods
Issue 7: Include the concept of sustainability and promote green businesses
Issue 8: East-west bike connections
Eastern County

Master Plan Program
Eastern County

Georgia Avenue Corridor
**Wheaton CBD**
Glenmont

University Boulevard
Kensington

Route 29 Corridor
Eastern County Science Center
Burtonsville

South of the Beltway
Chevy Chase Lake
Long Branch
Takoma/Langley Crossroads
major mixed-use transit-oriented market center
Georgia Avenue corridor and eastern County
Issue 1: Testimony - Promote more office growth

The estimated development and jobs/housing (j/h) balance should be significantly revised to emphasize Wheaton as a major employment center.

What we think will be built during the life of the Plan...

Estimated Development and Jobs/Housing Ratio (revised)

<table>
<thead>
<tr>
<th></th>
<th>Existing (2008 Estimate)</th>
<th>Existing Plus Pipeline</th>
<th>1990 Plan Estimate (Reflects 9.3M total square feet of development)</th>
<th>Total Estimated for the Draft Plan (Reflect 12.6M total square feet of development)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jobs</strong></td>
<td>10,200</td>
<td>10,210</td>
<td>13,490</td>
<td>13,200</td>
</tr>
<tr>
<td><strong>Housing</strong></td>
<td>2,000</td>
<td>2,588</td>
<td>3,165</td>
<td>6,600</td>
</tr>
<tr>
<td><strong>J/H Ratio</strong></td>
<td>5.1:1</td>
<td>3.9:1</td>
<td>4.2:1</td>
<td>2.0:1</td>
</tr>
</tbody>
</table>

Jobs estimate is similar to the 1990 plan, but we expect more housing.
Wheaton has the infrastructure to evolve into a successful mixed-use CBD

- Long-term transportation capacity
- Significant zoning capacity (31.4 million square feet)

**Short-term (low scenario)**

<table>
<thead>
<tr>
<th></th>
<th>Jobs</th>
<th>Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>13,200</td>
<td></td>
<td>6,600</td>
</tr>
</tbody>
</table>

**Plan Recommendation**

|          | 12.6 mil. Sq. ft. | j/h ratio: 2.0:1 |

**Long-term (high scenario)**

<table>
<thead>
<tr>
<th></th>
<th>Jobs</th>
<th>Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>26,300</td>
<td></td>
<td>9,400</td>
</tr>
</tbody>
</table>

|          | 19.5 mil. Sq. ft. | j/h ratio: 2.8:1 |

Transportation Policy Report – 2050 forecast  j/h ratio: 2.9:1 (13,277 jobs and 4,528 households)
Development Scenarios Modeled

**Estimated Development**

- **High Scenario**
  - Wheaton Existing
  - + Potential Jobs and Housing on selected sites
  - 19.5 mil. Sq. ft.
  - 16,100 New Employees = 26,300
  - 10,200 Existing Employees

- **Low Scenario**
  - Wheaton Existing
  - + Potential Jobs and Housing on selected sites
  - 12.6 mil. Sq. ft.
  - + 3,300 New Employees = 6,600
  - 7,100 New Housing Units

- **Existing Jobs**
  - 7.2 mil. Sq. ft.

- **Potential Jobs**
  - 12.6 mil. Sq. ft.

- **Existing Housing**
  - 2,300 Existing Housing Units

- **Potential Housing**
  - 2,300 Existing Housing Units

- **Existing Wheaton 2008**
  - 10,200 Existing Employees
  - 2,300 Existing Housing Units

- **7.1 COG Forecast Wheaton**
  - + 800 New Employees = 11,000
  - + 3,200 New Housing Units = 5,600
Issue 1: Testimony - **Promote more office growth**

proposed zoning allows significant **density** and heights - *(like Silver Spring and Bethesda)*
Issue 1: Testimony - **Promote more office growth**

Saying it does not make it happen...

**What drives development (what, where, and when)?**

- Market Demand
- Location! Location! Location!
- Zoning
- Parcel size
- Ownership
Issue 1: Testimony - Promote more office growth

Wheaton has a significant number of small individually owned parcels
Issue 1: Testimony - Promote more office growth

Current development proposals develop:
- Washington Properties
- Safeway
- Avalon Bay
Issue 1: Testimony - **Promote more office growth**

Proposed develop + expressed interest in redevelopment: WMATA public/private partnership, WMATA North, Lindsay Ford property

Owners expressed interest in redeveloping
Issue 1: Testimony - **Promote more office growth**

Possible development if assemblage occurs
1990 Plan estimate: 9.3 msf
Existing + pipeline: 7.3 msf
Existing: 7.2 msf

msf= million square feet
1990 Plan Zoning Maximum: 20.3 msf

- High scenario: 19.5 msf
  - 1990 Plan estimate: 9.3 msf
    - Existing + pipeline: 7.3 msf
    - Existing: 7.2 msf

*msf = million square feet*
<table>
<thead>
<tr>
<th>Year</th>
<th>COG Forecast</th>
<th>Draft Plan Zoning Maximum</th>
<th>1990 Plan Zoning Maximum</th>
<th>1990 Plan estimate</th>
<th>Existing + pipeline</th>
<th>Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>7.3 msf</td>
<td>31.4 msf</td>
<td>20.3 msf</td>
<td>9.3 msf</td>
<td>7.3 msf</td>
<td>7.2 msf</td>
</tr>
<tr>
<td>2020</td>
<td>8.0 msf</td>
<td>20.3 msf</td>
<td>19.5 msf</td>
<td>12.6 msf</td>
<td>7.3 msf</td>
<td></td>
</tr>
<tr>
<td>2030</td>
<td>10.5 msf</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2040</td>
<td>11.3 msf</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

msf = million square feet
Likely Redevelopment Sites
Likely Redevelopment Sites

- Single-ownership
- Owners have expressed interest in redevelopment

~11.3 million square feet
Likely Redevelopment Sites

- **Red** Sites with current plans for residential development
- **Yellow** County’s revitalization initiative sites
Issue 1: Testimony - Promote more office growth

The j/h numbers are a reasonable estimate of what is likely to develop

(based on: history of development, lack of established office market in Wheaton, limited supply of appropriately sized properties, growing regional competition, studies)

The jobs/housing numbers have no real impact on the actual outcome of the Plan’s land use and zoning recommendations

The estimated number of jobs is:

• Not a proposed maximum
**Issue 2: Testimony** - 30% non-auto share is low/high for a CBD

*The figure may be too high for an area without a TMD*

**Existing** commuter survey mode share of **13%** is based on a very small sample size (34)

Comparison to prior recommendations indicates that **30% is a good fit for Wheaton**

Staff have reviewed supplemental data sources –

- 2000 Census Journey to Work Data - **residential transit modes share was above 50% in 2000**
- **2000 Census** Transportation Planning Package indicates that **non auto mode share was approximately 30% in 2000**

<table>
<thead>
<tr>
<th>Area</th>
<th>Master Plan Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bethesda</td>
<td>37%</td>
</tr>
<tr>
<td>Germantown</td>
<td>25%</td>
</tr>
<tr>
<td>Silver Spring</td>
<td>50%</td>
</tr>
<tr>
<td>Wheaton</td>
<td>30%</td>
</tr>
<tr>
<td>White Flint</td>
<td>50%</td>
</tr>
</tbody>
</table>
Issue 2: Testimony - 30% non-auto share is low/high for a CBD
Issue 3: Testimony - Metro Red Line Capacity

- **Concern:**
  Projected development will cause over crowding on Red Line

- **Proposal:**
  Develop Wheaton to a jobs center to attract reverse commuters and avoid crowding on Metrorail at Wheaton

WMATA Data Indicate that **crowding will not be a problem** on the Red Line:
  - There is room for commuters to and from Wheaton
    - Red Line capacity is not an issue if investment in new rail cars is maintained
Issue 3: Testimony - Metro Red Line Capacity

2030 Metro System Capacity at Maximum Load Segments

Scenario 1: assuming 50% 8-car trains only from 2010 through 2030

Data is for AM Peak Hour
Source: (2008 Metrorail Station Access & Capacity Study)
Issue 4: Testimony - Adequacy of School facilities

Existing facilities may not be adequate for the projected student population

**Low scenario does not** require a new elementary school site,

The high scenario does

Middle and high schools have the capacity to absorb the amount of development proposed for Wheaton

<table>
<thead>
<tr>
<th></th>
<th>Revised Low scenario</th>
<th>Revised High scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary school students</td>
<td>240</td>
<td>386</td>
</tr>
<tr>
<td>Middle school students</td>
<td>189</td>
<td>310</td>
</tr>
<tr>
<td>High school students</td>
<td>186</td>
<td>300</td>
</tr>
</tbody>
</table>

*Change the text in the Plan to reflect revised numbers*

we assumed high scenario for schools to reserve a site should development exceed estimated development
Issue 4: Testimony - Adequacy of School facilities

Location of Future Elementary School

Crossway Community Center 7.049 A (County Owned)
Issue 5: Testimony - CR Zone may be a disincentive to redevelopment

Under the standard method of development, CR zoned properties can develop 0.50 FAR and CBD-2 zoned properties 2 FAR.

Some properties can achieve significantly higher FARs in the CR zone under the optional method without incurring significant additional cost.

For example: Proximity to:
- Metro
- Neighborhood services

Allow a project to achieve density greater than 0.50 FAR.
Issue 6: Testimony - Increased zoning in surrounding residential neighborhoods

To achieve revitalization

Testimony suggests:

- Townhouse and multi-family housing one-mile of the Metro entrance
- Allowing accessory apartments

Plan recommends preserving existing stable neighborhoods to create a diversity of housing in Wheaton

Accessory housing as a matter of right in single-family neighborhoods should be considered as part of the zoning rewrite
Issue 7: Testimony - Include the concept of sustainability and promote green businesses

Plan incorporates sustainability by:

- Mixing land uses
- Concentrating density near transit
- Increasing walkability
Issue 7: Testimony - Include the concept of sustainability and promote green businesses

Plan incorporates sustainability by:

- Incorporating green urban features
- Reducing runoff from impervious surfaces
- Reducing energy consumption
The Plan should be revised to show more east-west bike connections in Wheaton.
### Issue 8: East-West Bike Connections

- **New Local Bikeway from Plaza Ring Road to southwest/ Plyers Mill**
- **As feasible with BRT implementation develop bikeway on Veirs Mill**
- **Connect to Metro on Reedie Dr. with wide outside lanes**
- **Move terminus of planned Dual Bikeway to Amherst Ave.**
- **Improve signage to parks from CBD**
- **Improve signage to parks from CBD**
Issue 8: Testimony - East-West Bike Connections

The Plan should be revised to show more east-west bike connections in Wheaton.

MoBike/WABA have proposed several new routes in the Plan area.

- Many of these routes are suitable for inclusion in the Plan.
- Main focus of routes is to enhance access to/from Metro, CBD and Countywide bike routes.
Issue 8: East-West Bike Connections

Synagogue does not support access across their property for this connection. Dual bikeway on University Boulevard will provide good facility to the east.

Most difficult roadway to achieve – Plan does provide 11 foot lanes on Ennals/Price. Main access to Mall at Reedie.
Next Steps

- Worksession 2: October 28, 2010
- Worksession 3: November 18, 2010
- Council: Spring 2011