

WHEATON DOWNTOWN: DEVELOPMENT PROGRESS AND INFRASTRUCTURE INVESTMENT



Description

Staff will present a briefing on the Wheaton Downtown, including the development progress and public infrastructure investment since approval of the 2012 *Wheaton Central Business District and Vicinity Sector Plan*.

LEEC

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MASTER PLAN INFORMATION

Briefing

Wheaton Downtown

Date

February 2, 2023

Lead Planner

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Planning Board Information

MCPB
Item No. 6
February 2, 2023

SUMMARY

During the February 2, 2023 Planning Board meeting, staff will provide a briefing on the Wheaton Downtown, including the development progress and public infrastructure investment since approval of the 2012 *Wheaton Central Business District and Vicinity Sector Plan*. Staff will provide an overview of Wheaton's demographics and business characteristics, describe the vision of the 2012 Sector Plan, and discuss recent as well as anticipated private development and public improvements that further fulfillment of the Sector Plan's vision. Staff will also discuss areas of the Wheaton Downtown with near-, mid-, and long-term development potential. The February 2 presentation is included as Attachment A.

Staff is not asking the Planning Board to take any action at this time, but rather to receive this briefing in advance of staff's presentation of the Wheaton Downtown Study, anticipated this winter.

Attachment:

Attachment A: February 2 Wheaton Downtown Briefing

STAY CONNECTED

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Montgomery Planning Midcounty Planning Division

02/02/2023

Agenda Item #6

Wheaton Downtown

Development Progress and Infrastructure Investment

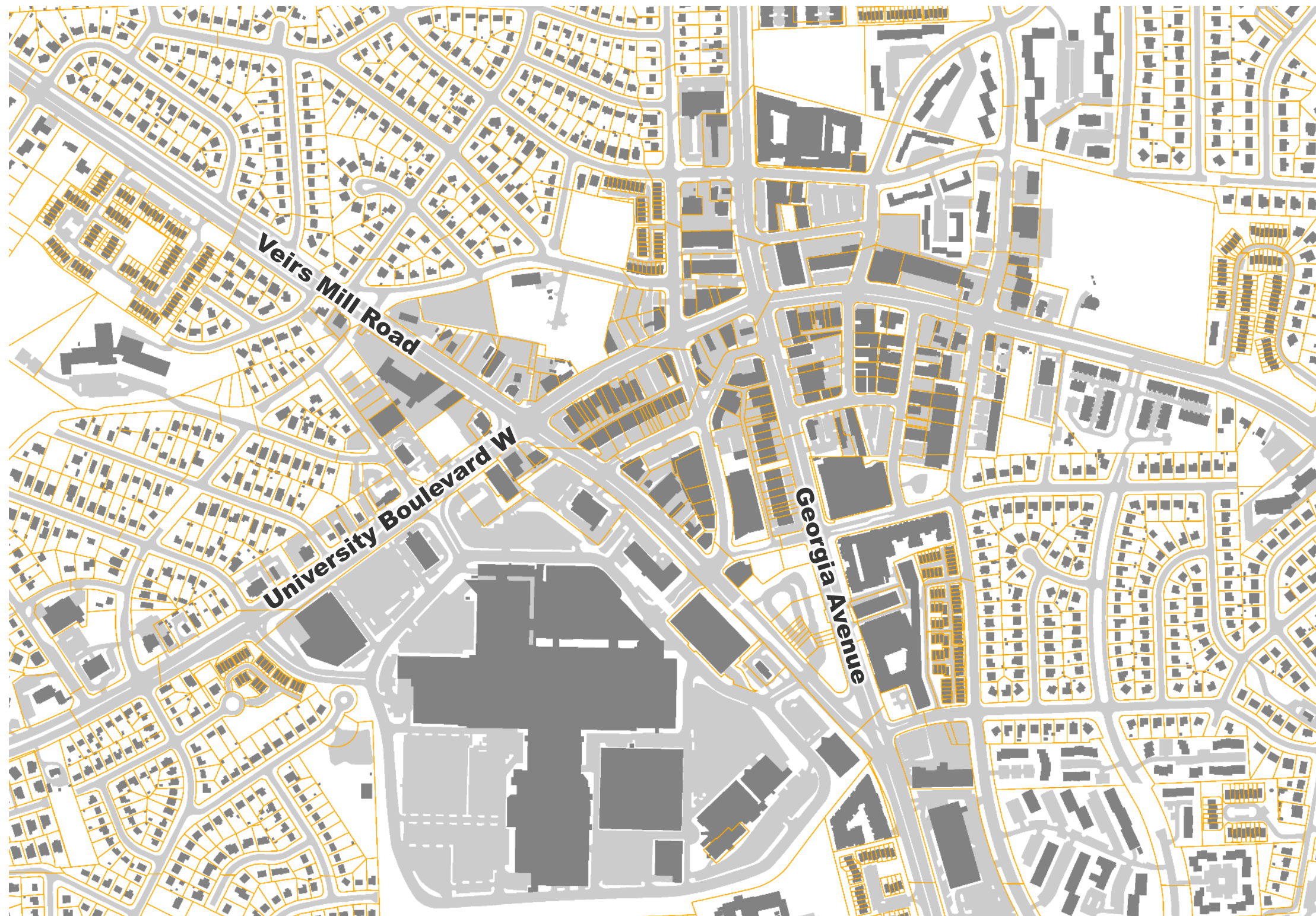
Purpose

- Provide a **briefing on the Wheaton Downtown**, including master plan vision, recent and anticipated development, and public infrastructure investment.
- Planning Board **action is not required** at this time.
- **Provides background** prior to more detailed presentation of the Wheaton Downtown Study to the Planning Board later this winter.

Relationship Among Planning Initiatives



Wheaton Overview

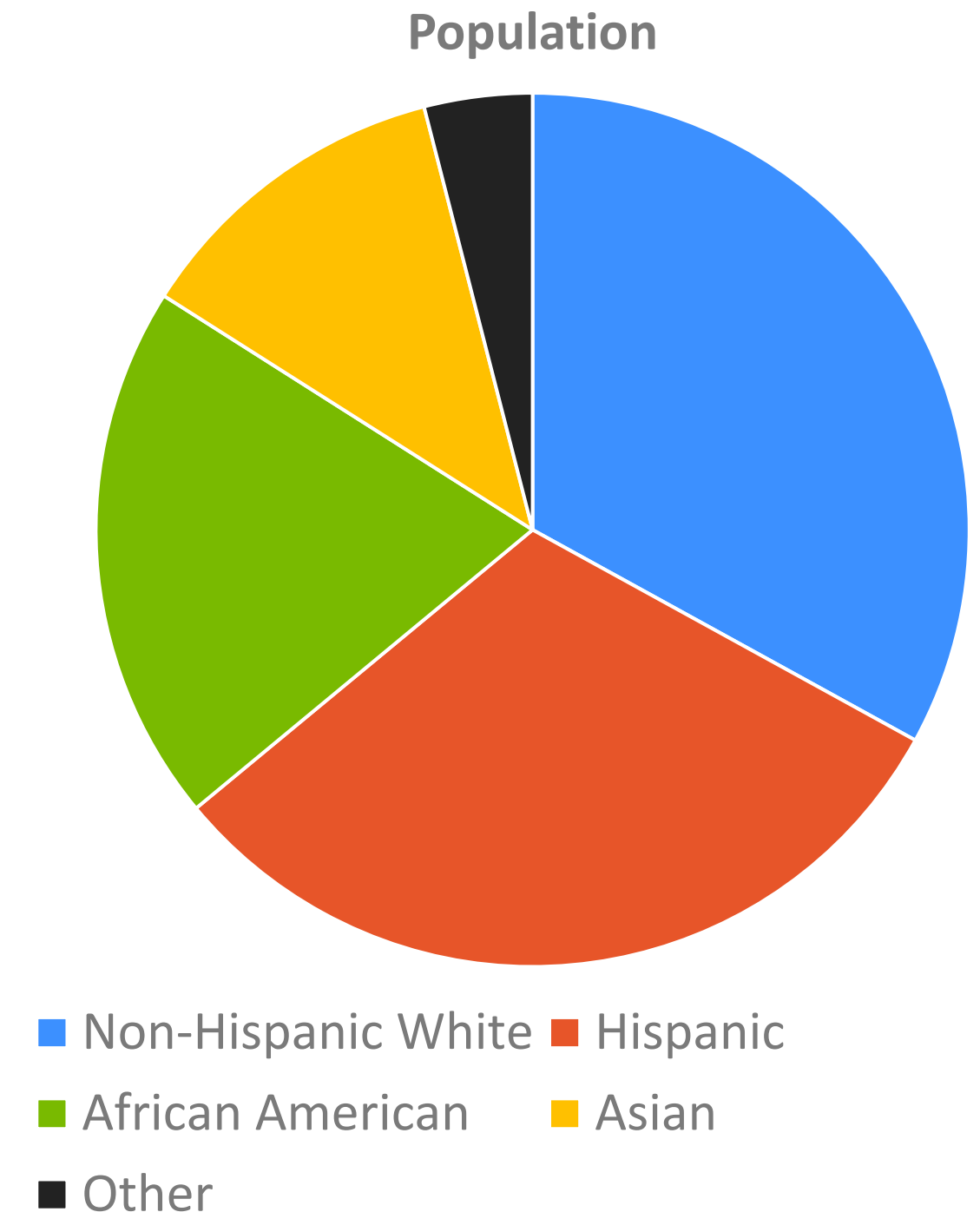


Wheaton Overview

- Small structures are character defining to the area, many individually owned
- Home to many small and diverse businesses
- Potential to evolve and intensify over time

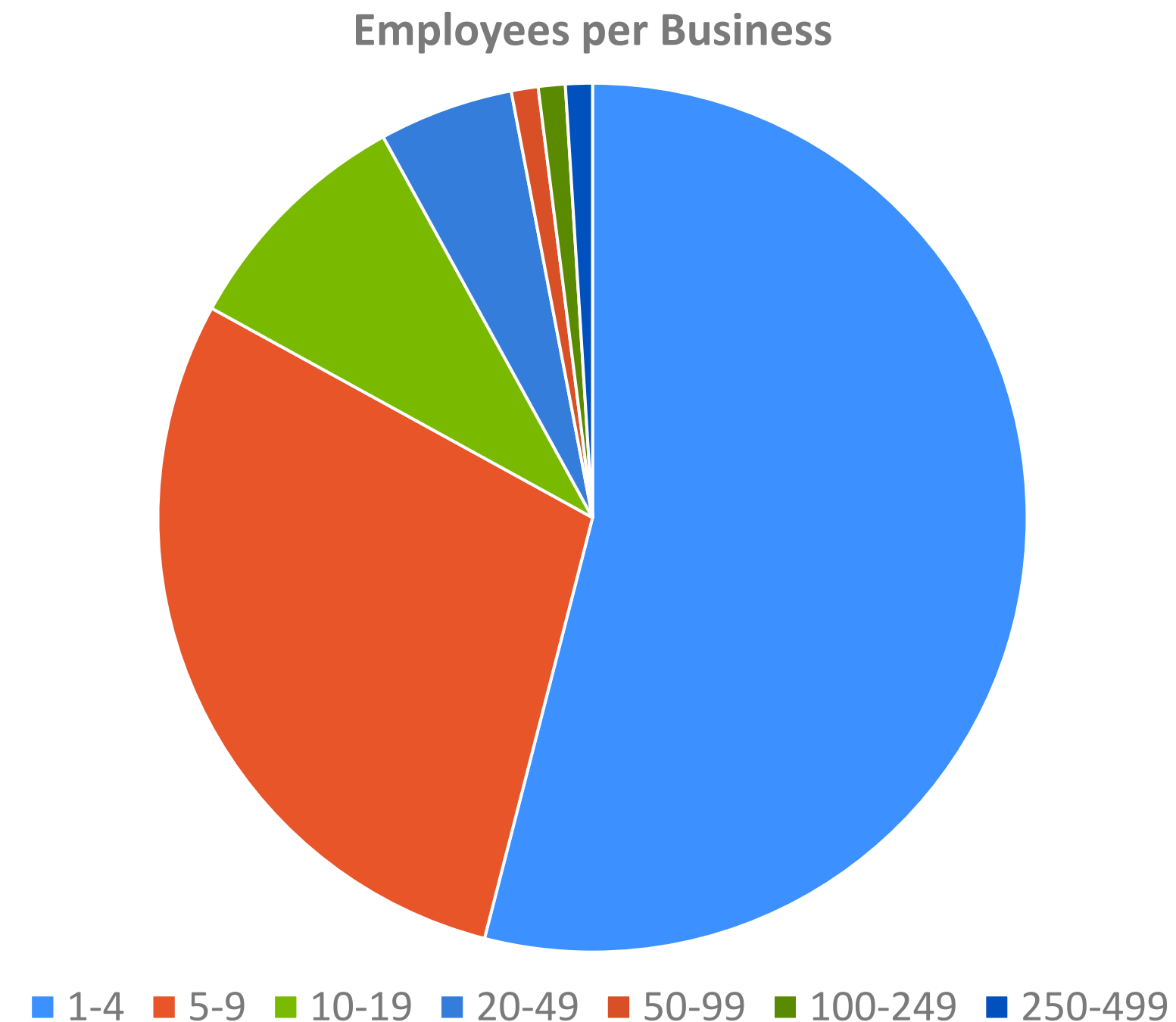
Wheaton's Demographics

- Wheaton is **socio-economically diverse** and growing more so
- Population of Hispanics have grown the most since 2010 (4 percent)
- African American and Asian populations have remained stable
- Other Statistics:
 - 15 percent of population speaks English less than very well
 - 39 percent is foreign born
 - 23 percent are under 18 years old
 - 12 percent are 65 years and older
 - 48 percent of people 25 years or older have at least a Bachelor's Degree



Wheaton's Businesses

- 84 percent of businesses have 9 or fewer employees
- Average business is 12.4 years established
- Most businesses rent the space they occupy
- Largest employers
 - Health Care and Social Assistance Services (17 percent)
 - Retail (17 percent)
 - Professional, Scientific, and Technical Services (10 percent)
 - Arts, Entertainment, and Recreation (10 percent)

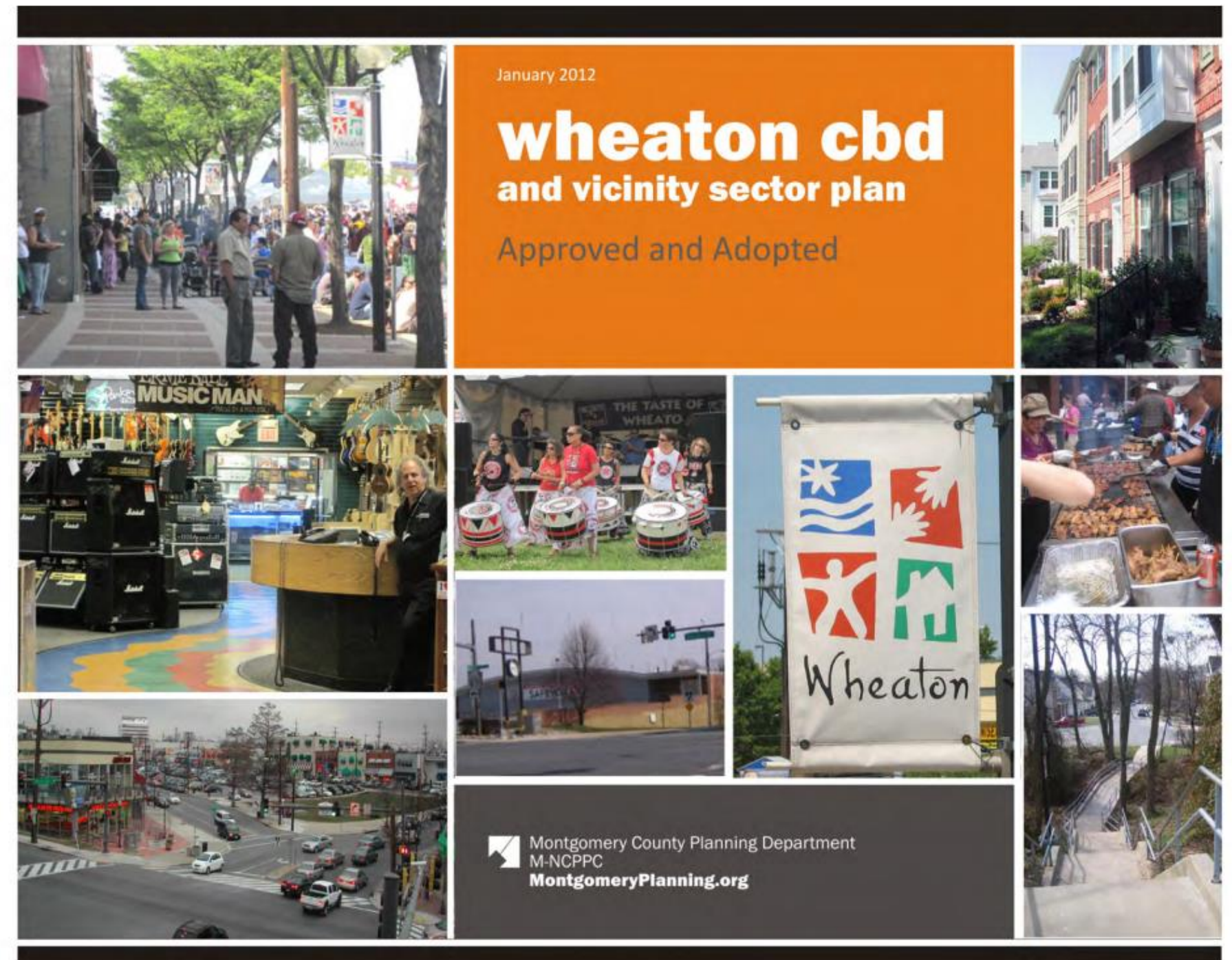


Wheaton's Planning History

- Initial **Wheaton** subdivisions date as far back as 1928, but most developed in the 1940's and 1950's.
- Subdivisions, apart from the Wheaton Mall, resulted in **clusters of auto-centric commercial properties**.
- Wheaton **Metrorail Station opened in 1990** and shifted the vision for Wheaton's future.

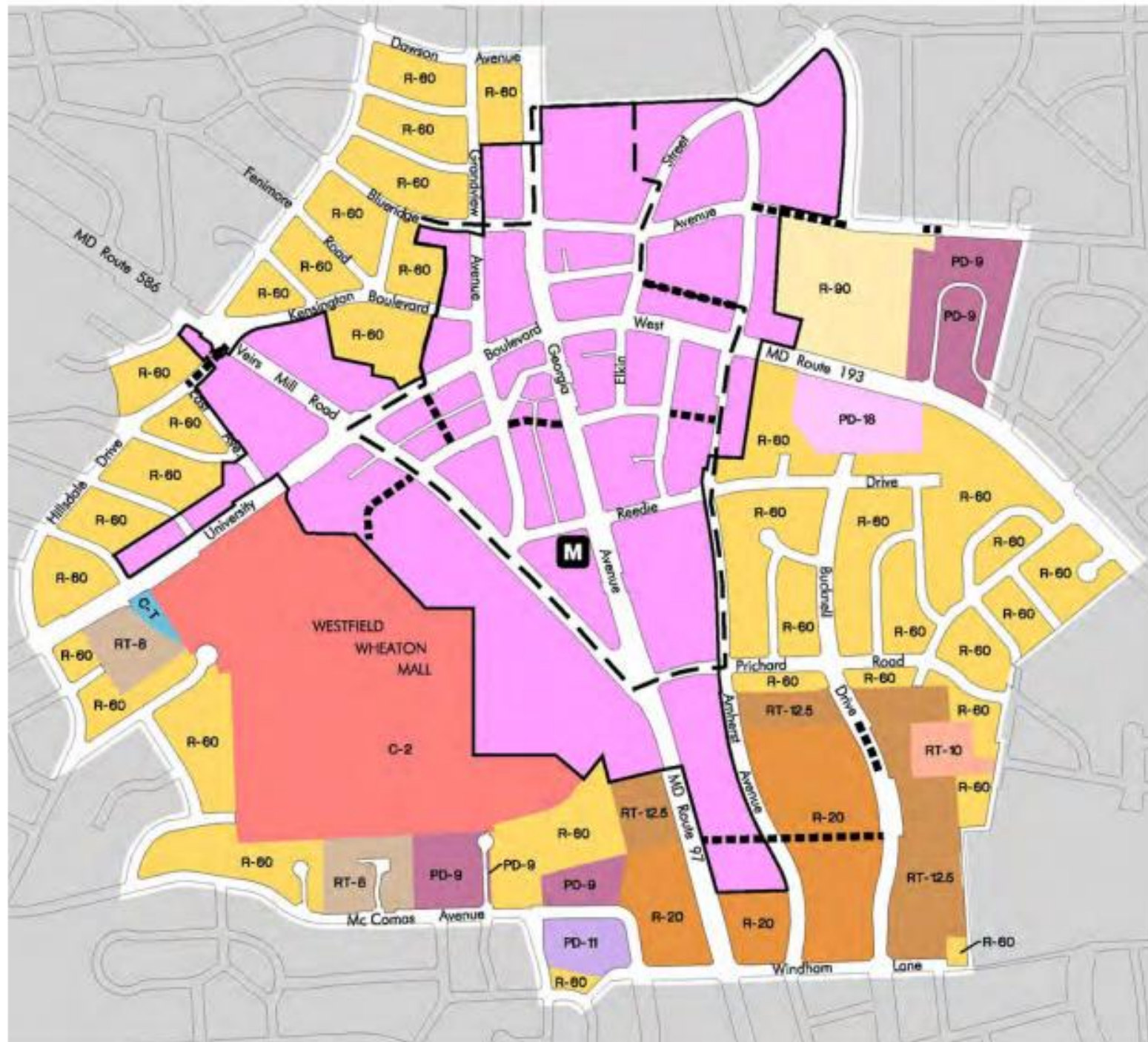
2012 Wheaton CBD and Vicinity Sector Plan

- “*The Plan’s recommendations capitalize on the role of Metro and Wheaton as a regional transit hub to promote high-density, high-quality growth and redevelopment in the business core. Wheaton will emerge as a mixed-use Central Business District (CBD) with new development that blends with existing small and family-owned businesses.*” (Page 9, 2012 Plan)



2012 Plan: Recommendations

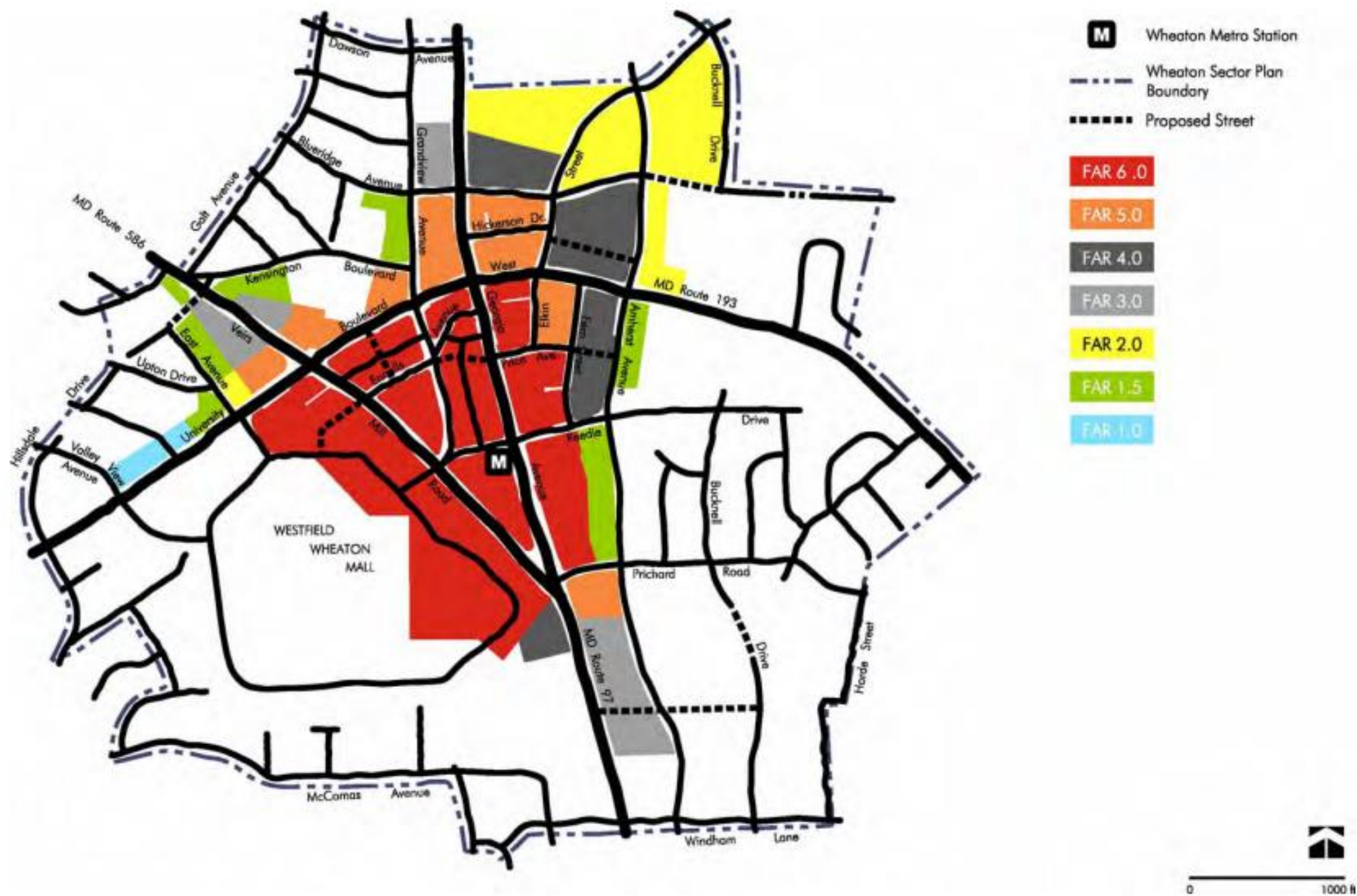
Map 14 Proposed Zoning



- Capitalize on the area's diversity by zoning for mixed-use to promote redevelopment that will attract customers supportive of the existing retail base
- Improve connectivity within and beyond the Sector Plan area
- Promote great design to create active and safe public places, including streets
- Improve the natural and built environment by promoting reduced energy consumption and the restoration and protection of existing natural resources.

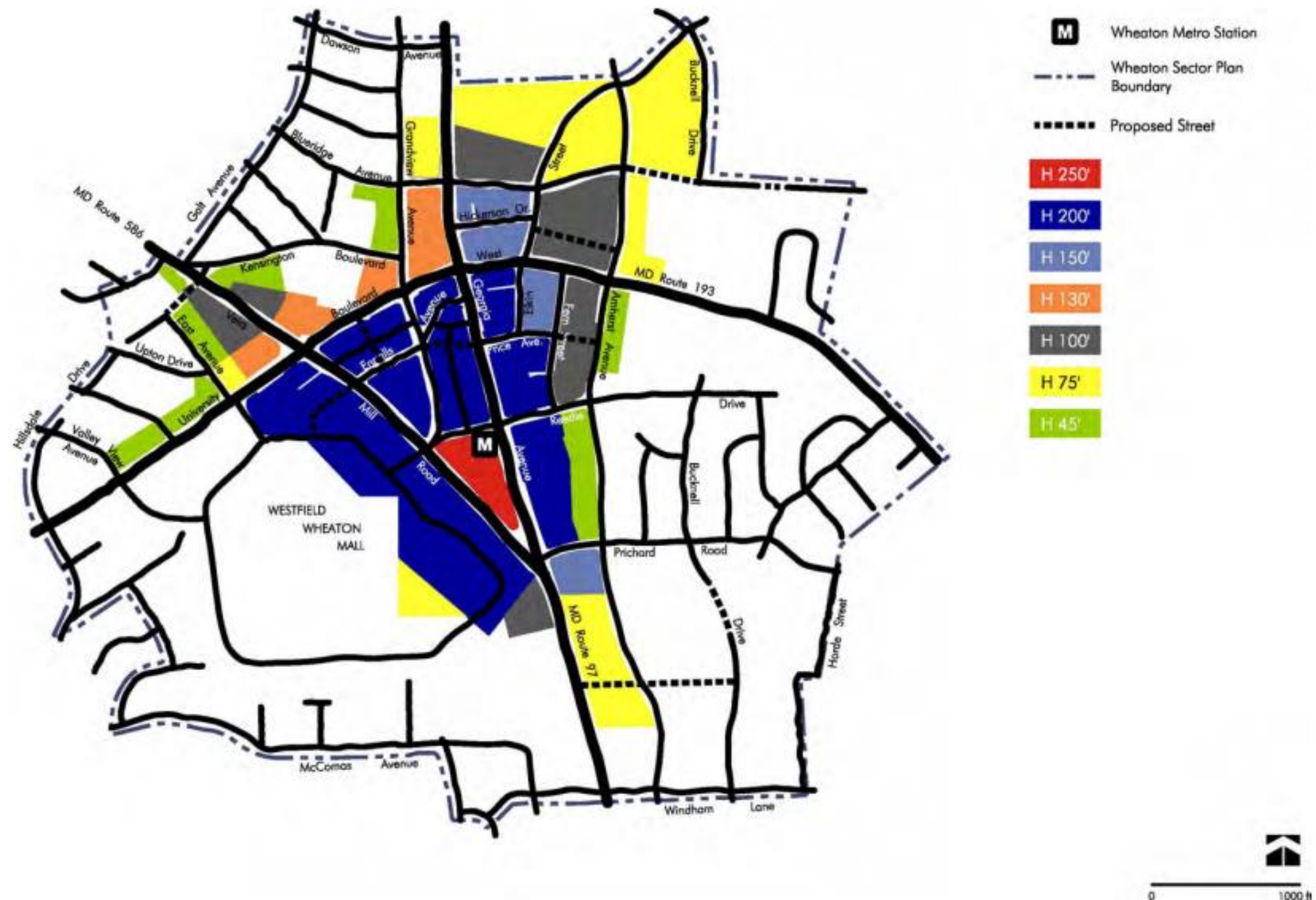
2012 Plan: Density

Map 11 Proposed Density: Maximum FAR



2012 Plan: Heights

Map 12 Proposed Maximum Building Heights



Wheaton Today



Property Ownership

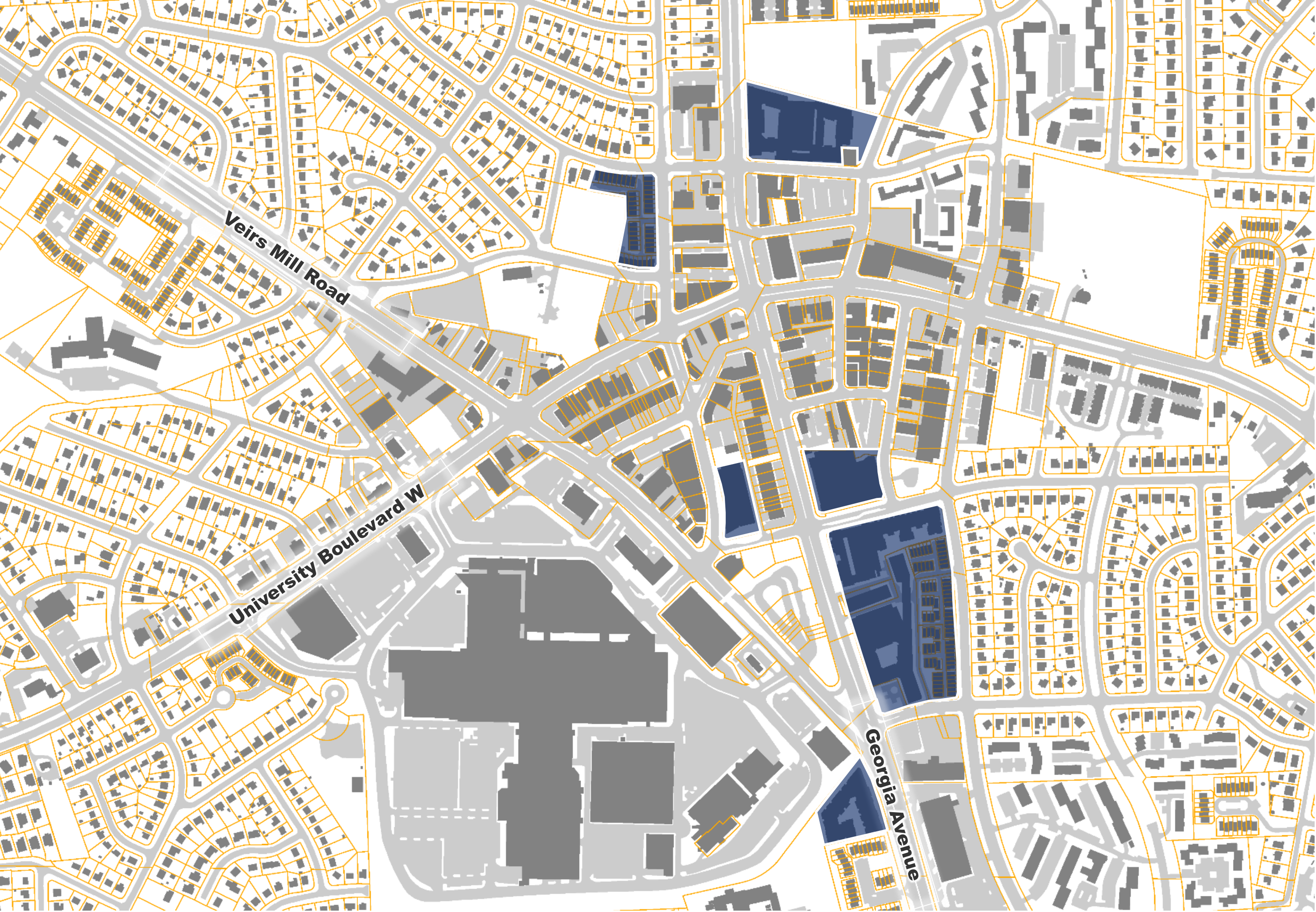


Triangle Park Record Plat

- (1) M-NCPPC HQ
(2) (3) (4) Potential Development Sites



- Legend**
- Montgomery County
 - Greenhill Co.
 - Levine Fam.
 - Aaronson Co.
 - SKAC QUACH LLC
 - HOC
 - MHP
 - WMATA



Wheaton's Development Progress

Wheaton Downtown Development Since 2000

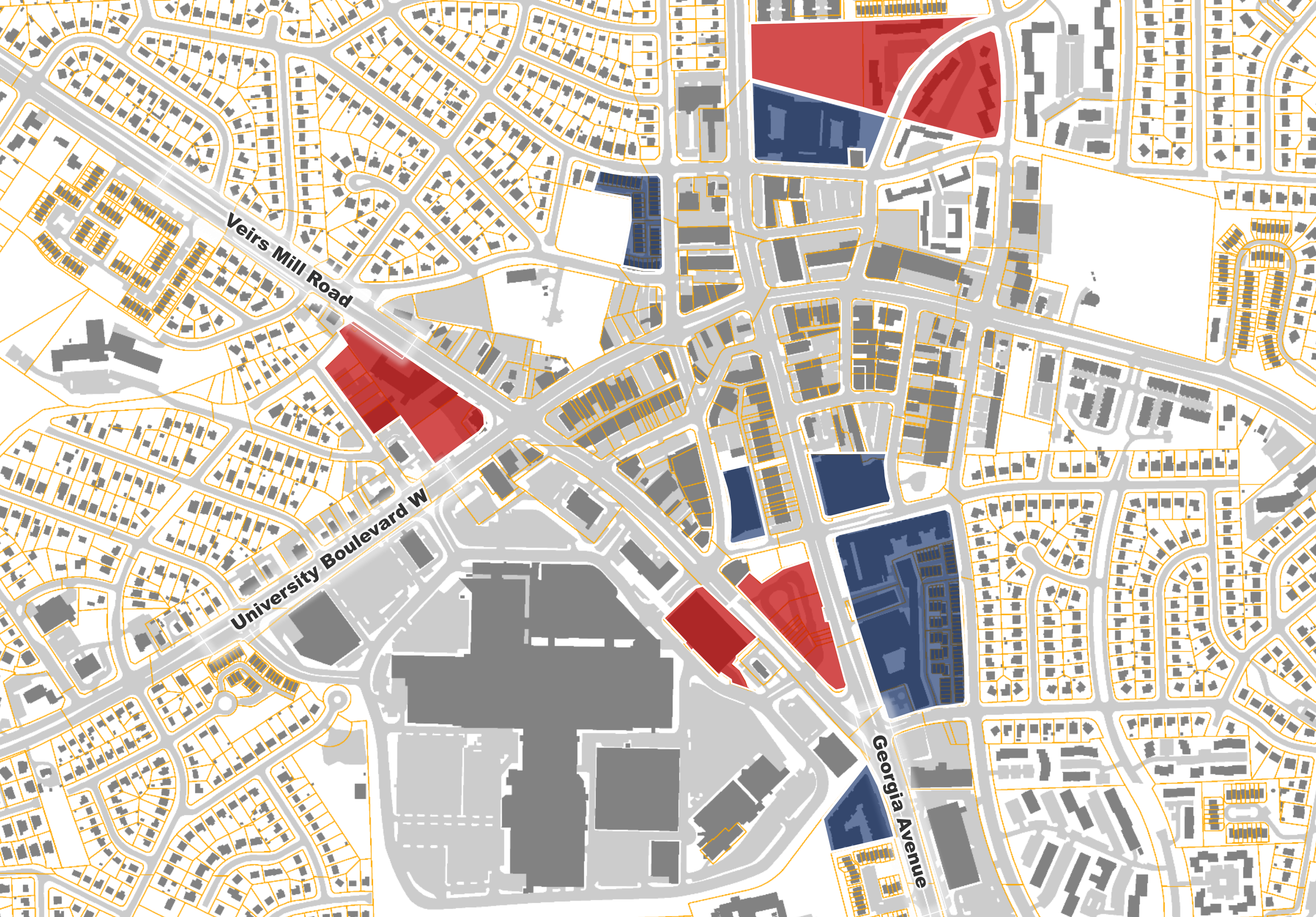
<i>Project</i>	<i>Multifamily Units</i>	<i>Single Family Units</i>	<i>Non-Residential Square Footage</i>
Flats / Brownstones at Wheaton Station (2001)	250	75	-
Grandview Townhomes (2002)		42	
Metro Pointe (2005)	180	-	2,000
Arrive Wheaton (Safeway) (2010)	486	-	59,500
Solaire Wheaton (2011)	245	-	-
AVA Wheaton (2014)	324	-	-
The George Apartments (2015)	194	-	840
M-NCPPC Headquarters (2020)			308,000
TOTAL	1,679	117	370,340



Development Since 2000

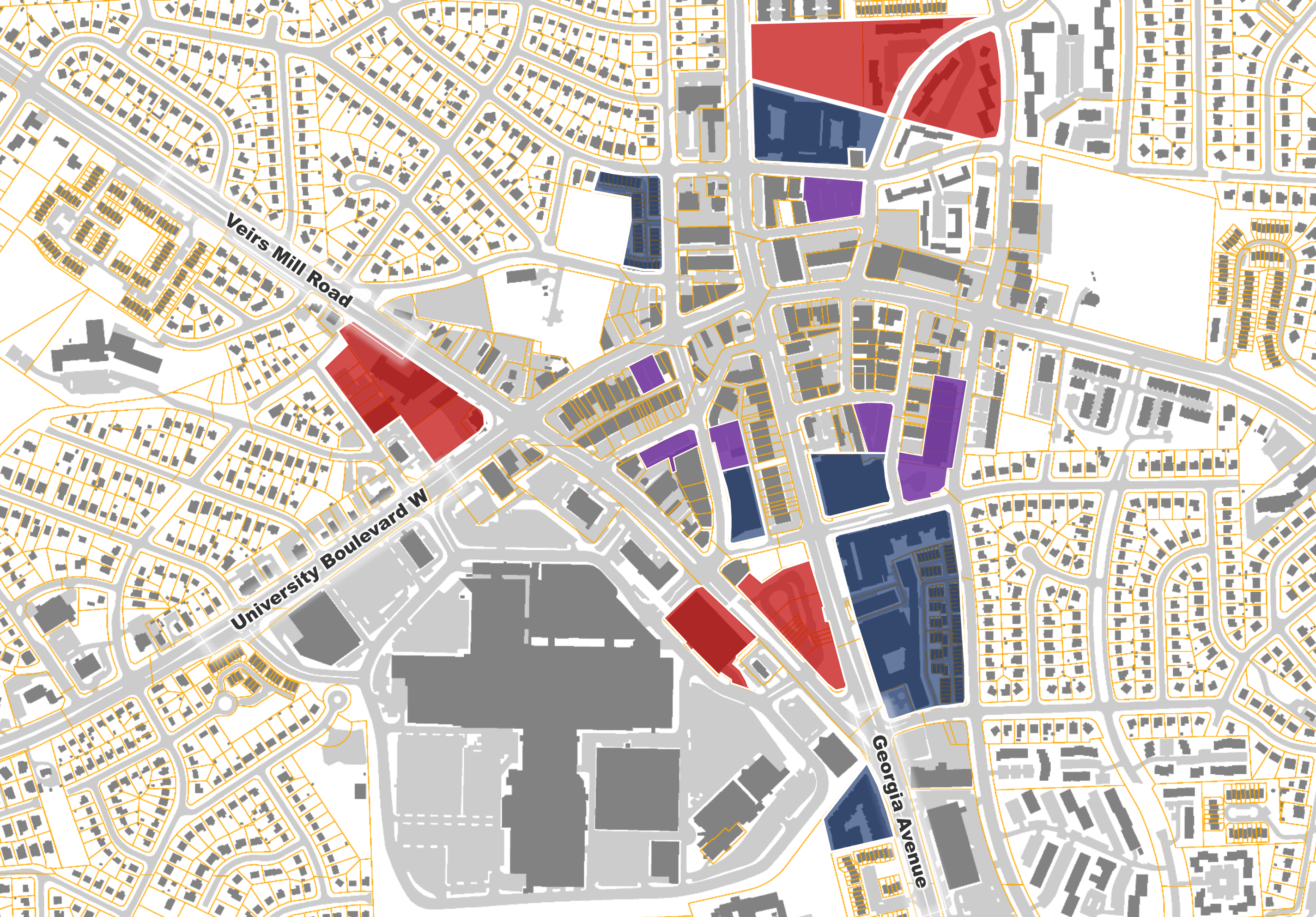


Wheaton's Development Progress

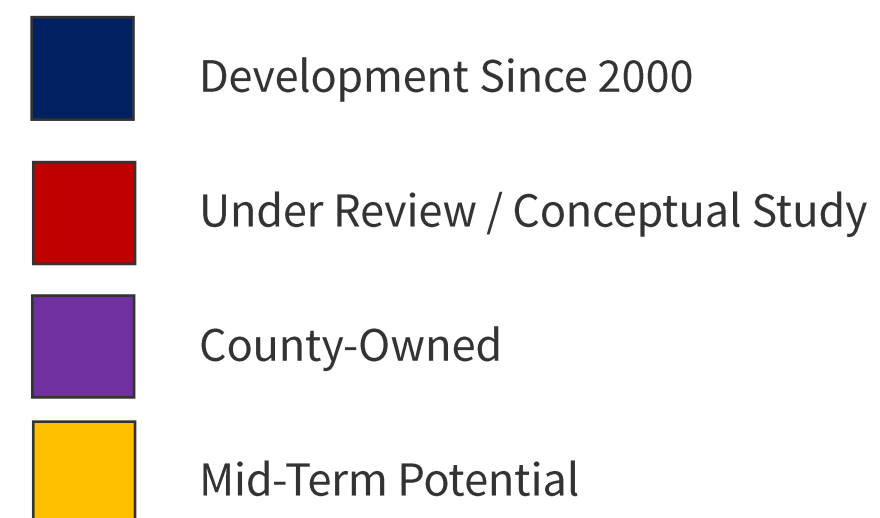
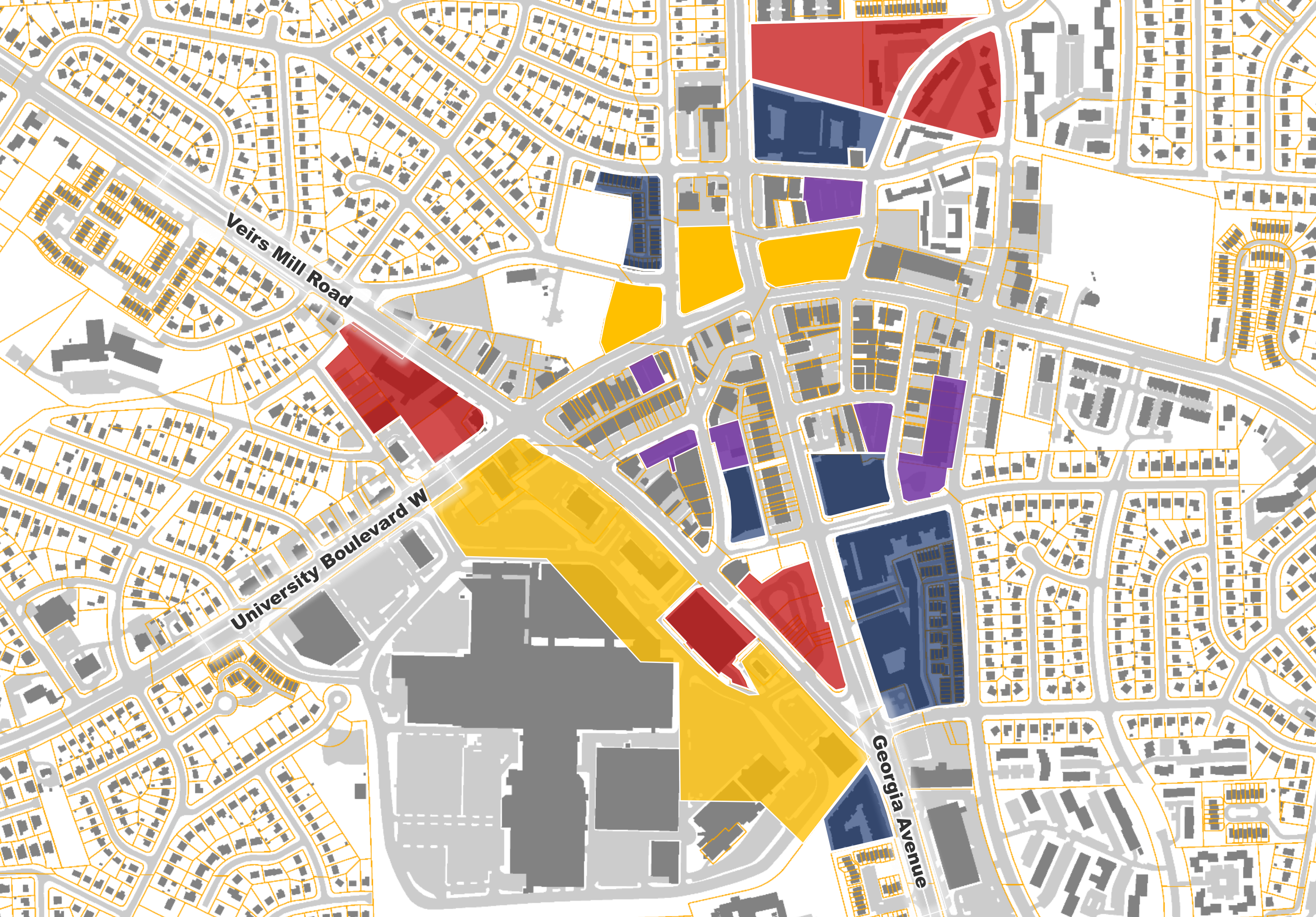


- Development Since 2000
- Under Review / Conceptual Study

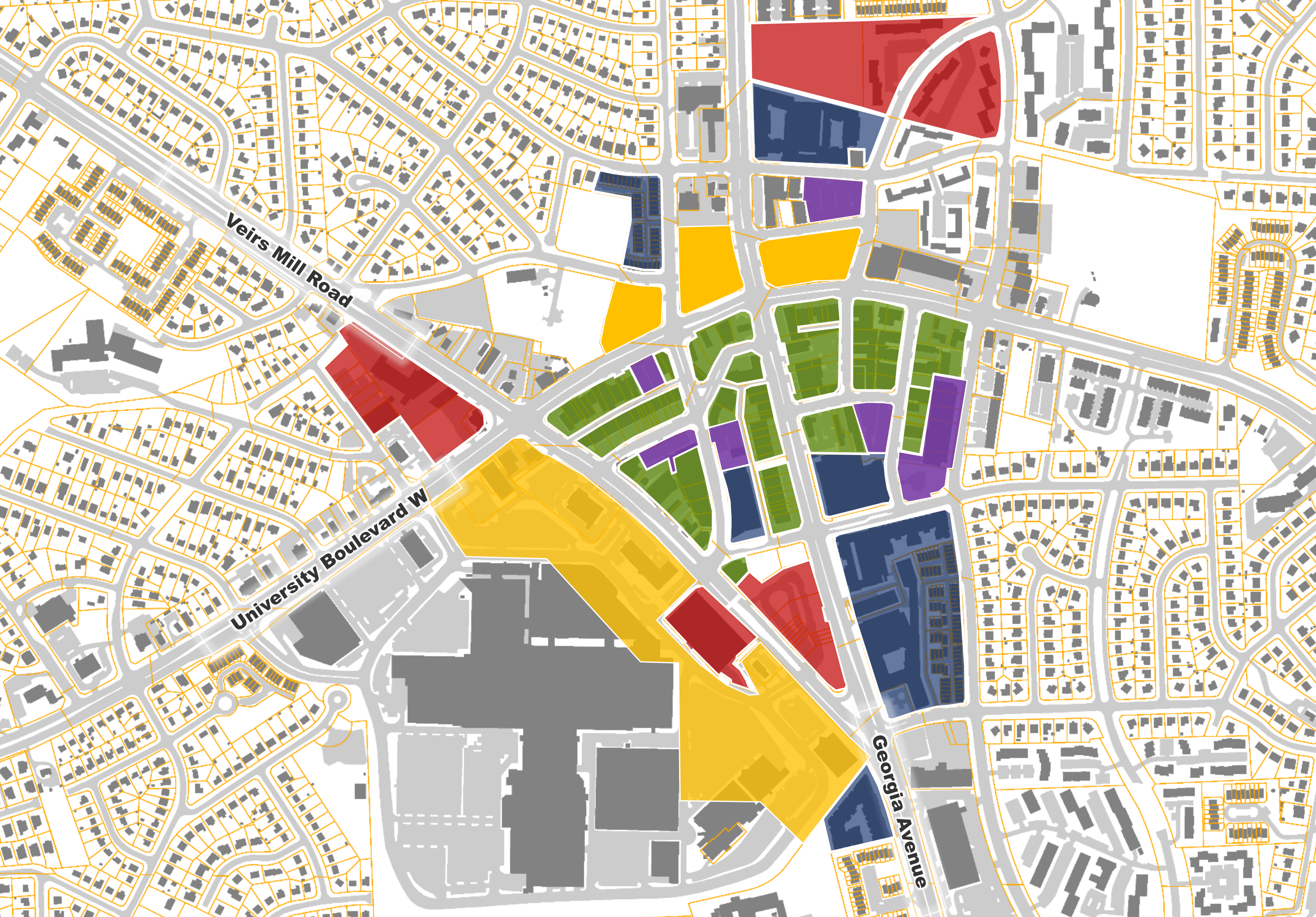
Wheaton's Development Progress



Wheaton's Development Progress

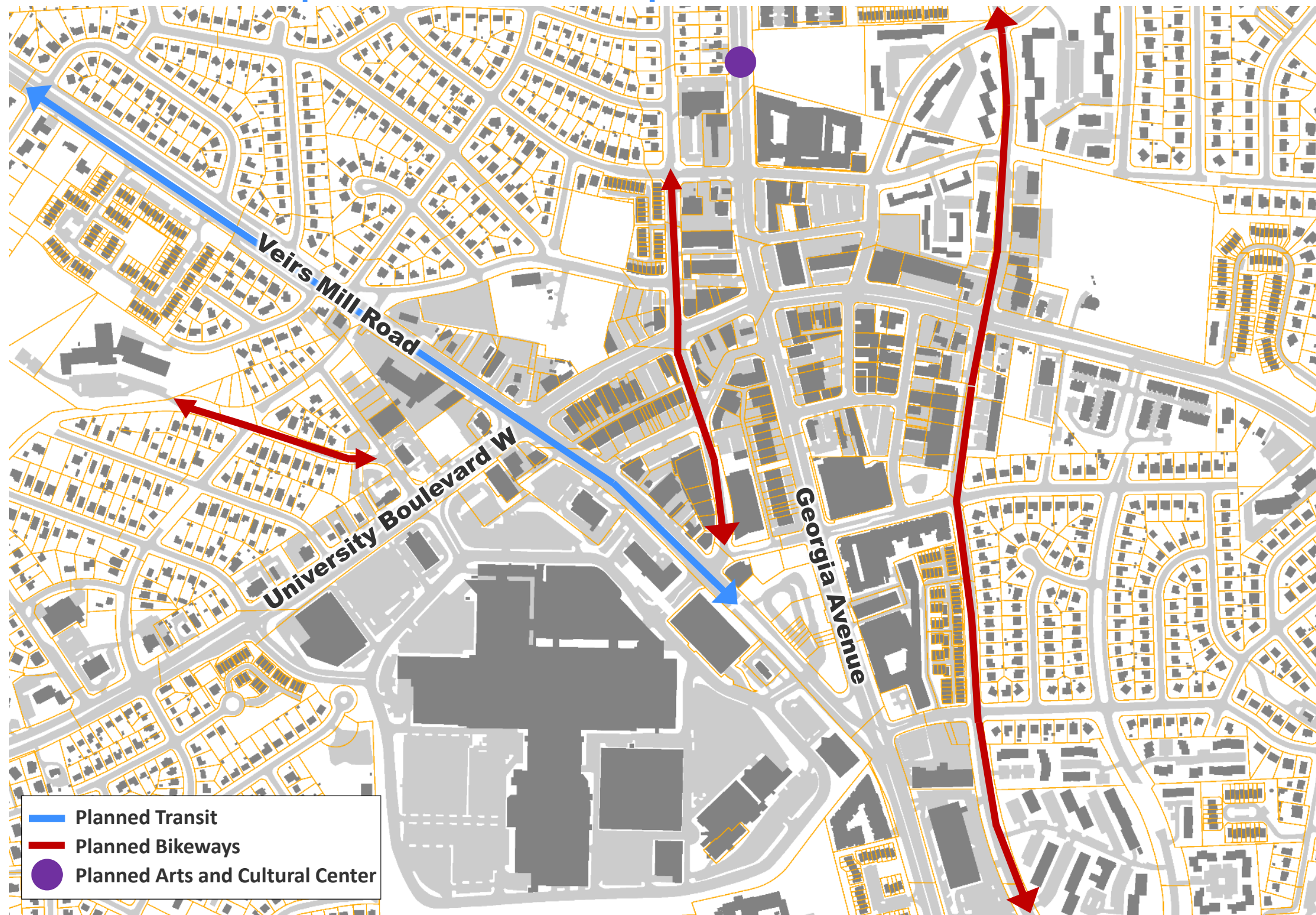


Wheaton's Development Progress



- Development Since 2000
- Under Review / Conceptual Study
- County-Owned
- Mid-Term Potential
- Long-Term Potential

Capital Improvements Program Projects



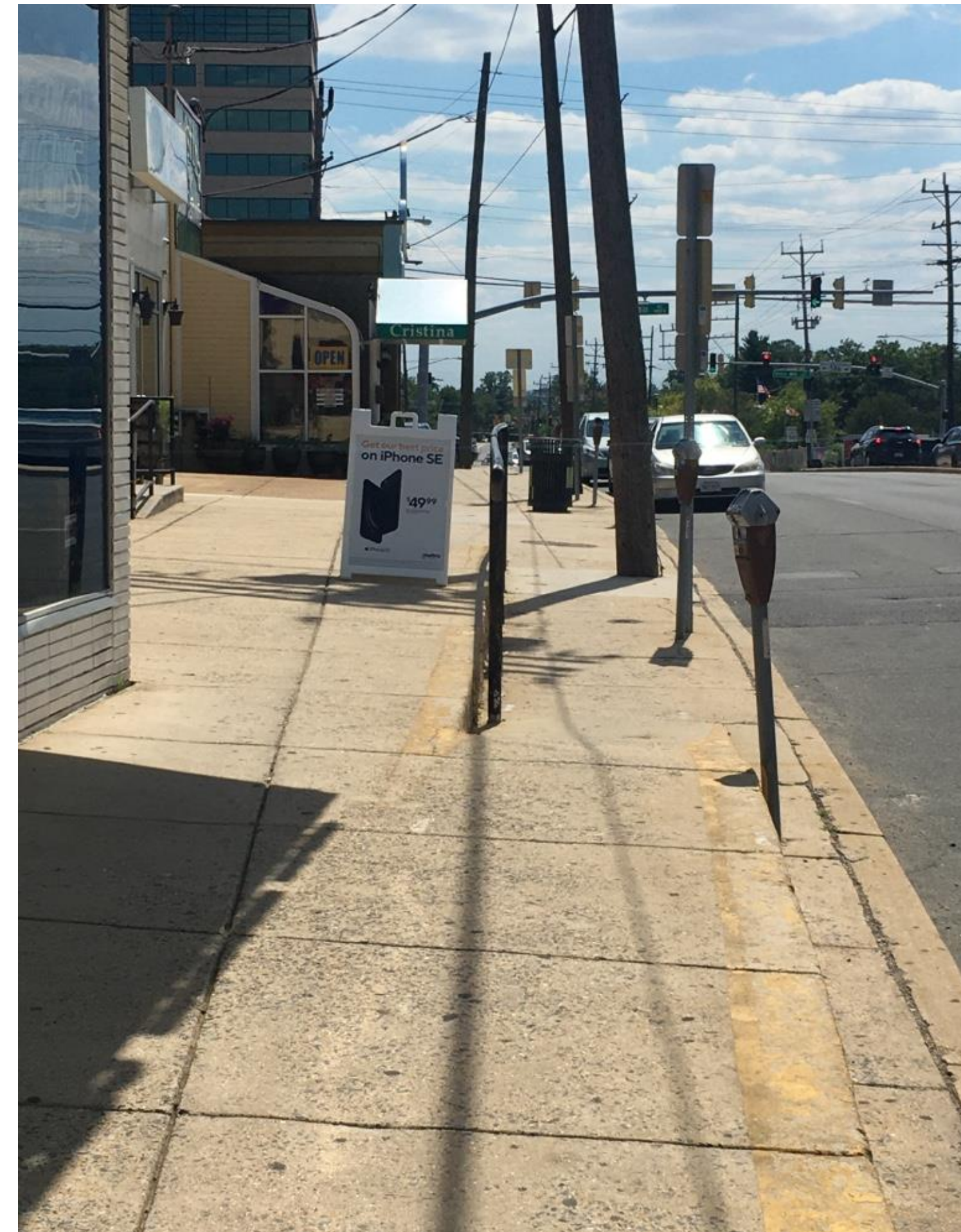
Strengths and Opportunities

- Regional Accessibility
- Unique Character
- Development Potential
- County Investment
- Planned Infrastructure Improvements



Challenges

- Major Roadways
- Comfortable Pedestrian Connections
- Public Open Space
- Storefront Maintenance



Challenges

- “Walkable, bikeable, transit-connected neighborhoods and commercial districts support economic vitality.” (Page 75, *Thrive Montgomery 2050*)



Wheaton Downtown Study



Wheaton Downtown Study - Outreach

- **Wheaton Urban District Advisory Committee**
- **Local Organizations**
 - The Art and Walkability Project
 - One Montgomery Green
- **Property Owners**
- **Small Business Support**
 - Latino Economic Development Center
 - County Executive Small Business Navigator Office
- **Public Agency Partners**
 - Mid-County Regional Services Center
 - Wheaton Urban District
 - Department of Housing and Community Affairs (DHCA)
 - Montgomery County Department of Transportation (MCDOT)
 - State Highway Administration (SHA)

- **Community Outreach Events and Initiatives**
 - Taste of Wheaton: June 12
 - Community Open House: June 14
 - Virtual Open House: June 27
 - Wheaton Arts Parade and Festival: September 25
 - Online Questionnaire



What We've Heard

- Improve area **connectivity, walkability** and **multimodal safety**
 - Provide and improve sidewalks, crossings, and streetscapes
 - Create connections between Downtown Wheaton and nearby amenities including Wheaton Regional Park
- Create **more public open space**
- Secure additional funding to **sponsor initiatives** that enhance local **character**, establish a **brand**, and improve **maintenance**
- Maintain **affordability** to **retain small business** character
- Incentivize development

Next Steps

- Briefing on Wheaton Downtown Study this winter
- Transmittal and briefing to County Council



