COMPRÉHENSIVE AMENDMENT TO THE SECTOR PLAN FOR THE

WHEATON

CENTRAL BUSINESS DISTRICT AND VICINITY

APPROVED AND ADOPTED September, 1990

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
MONTGOMERY COUNTY PLANNING BOARD
8787 Georgia Avenue
Silver Spring, Maryland 20910

ABSTRACT

TITLE:

Approved and Adopted Comprehensive Amendment

to the Sector Plan for the Wheaton Central Business

District and Vicinity

AUTHOR:

The Maryland-National Capital Park and Planning Commission

SUBJECT:

Approved and Adopted Comprehensive Amendment

to the Sector Plan for the Wheaton Central Business

District and Vicinity

PLANNING AGENCY:

The Maryland-National Capital

Park and Planning Commission

SOURCE OF COPIES: The Maryland-National Capital

Park and Planning Commission

8787 Georgia Avenue,

Silver Spring, MD 20910-3760

DATE:

September 1990

NUMBER OF PAGES:

ABSTRACT:

This publication contains the text, with supporting figures and tables, for the Approved and Adopted Comprehensive Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity, which will replace the 1978 Sector Plan for the same area. This Plan recommends the preservation and retention of the retail Marketplace in Wheaton. It permits some growth without sacrificing the qualities that give Wheaton its special character. The Plan recommends that new development be directed to areas of greatest

transit accessibility.

APPROVED AND ADOPTED COMPREHENSIVE AMENDMENT TO THE SECTOR PLAN FOR THE WHEATON CENTRAL BUSINESS DISTRICT AND VICINITY

An Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity, 1978, as amended; the Master Plan for the Communities of Kensington-Wheaton, 1989; Master Plan for Historic Preservation, 1979, as amended; the Master Plan of Bikeways, 1978, as amended; being also an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District, as amended; and the Master plan of Highways within Montgomery County, as amended.

Prepared by:

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January 1990

Revised by:

THE MONTGOMERY COUNTY EXECUTIVE

March 1990

Approved by:

THE MONTGOMERY COUNTY COUNCIL

June 26, 1990

Adopted by:

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

September 13, 1990

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

The Maryland-National Capital Park and Planning Commission is a bi-county agency created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties; the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two Counties.

The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional Dis trict;
- (2) The acquisition, development, operation, and maintenance of a public park system; and
- (3) In Prince George's County only, the operation of the entire County public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the county government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

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CERTIFICATE OF APPROVAL AND ADOPTION

The Wheaton Sector Plan, being a comprehensive amendment to the Sector Plan for the Wheaton Central Business District and Vicinity, 1978, as amended; being also an amendment to the Master Plan for the Communities of Kensington-Wheaton, 1989, as amended; the Master Plan for Historic Preservation, 1979, as amended; the Master Plan of Bikeways, 1978, as amended; the General Plan for the Physical Development of the Maryland-Washington Regional District; and the Master Plan of Highways within Montgomery County, Maryland; has been approved by the Montgomery County Council, sitting as the District Council, by Resolution No. 11-2113 on June 26, 1990, and the Montgomery County Executive on July 2, 1990; and has been adopted by the Maryland-National Capital Park and Planning Commission by Resolution No. 90-30 on September 13, 1990, nunc pro tunc, August 24, 1990, after a duly advertised public hearing pursuant to Article #28 of the Annotated Code of Maryland, 1986 (1988 Supplement).

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

John W. Rhoads Chairman

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TABLE OF CONTENTS

P	age
PLAN SUMMARY	
INTRODUCTION	4
BACKGROUND The Planning Process in Montgomery County Area History Recent Planning History Existing Land Use and General Description of the Sector Plan Area Summary of Key Indicators 1	7 9 0 4
SECTOR PLAN FOR THE WHEATON CENTRAL BUSINESS DISTRICT Plan Vision	23
LAND USE AND ZONING PLAN Land Use and Zoning Objectives .2 Commercial Land Use .2 Mixed Land Use .3 Office Land Use .3 Residential Land Use .3 Urban Design Guidelines .3 The Zoning Plan .4 Zoning and Development .4	17 19 12 13 13 15 13
TRANSPORTATION PLAN Transportation Objectives	51 53 59 56
COMMUNITY FACILITIES PLAN .7 Community Facility Objectives .7 Child Care .7 Schools .7 Fire/Rescue .7 Police .7 Library .7 Post Office .7 Community Service Center .7 Parks Open Space and Recreation .7	71 72 74 74 74 76 76

TABLE OF CONTENTS (Continued)

					Page
ENVIRONMENTAL PLAN	•				.78
Environmental Objectives					.78
Air Quality					.78
Noise					.79
Stormwater and Sewer	·				.80
Sanitary Sewerage System Capacity			•	•	.81
HISTORIC PRESERVATION PLAN					.82
Historic Preservation Objectives					.82
The Amendment	•				.86
APPENDICES					
Appendix A: Procedure for Development of Highway Plan .					
Appendix B: Summary of Improvements to Intersections .					.91
Appendix C: Improvements to Intersections		•		•	.93
Appendix D: Right-of-Way			٠.		.95
Appendix E: Resolutions of Approval and Adoption					. 97

LIST OF TABLES AND CHARTS

	Page
Table 1	Wheaton CBD Area Population Forecast by Age;
	Household Population, 1987-2010
Table 2	Wheaton CBD Area Population Forecast by Age;
	Household Population Percent Distribution, 1987-2010 19
Table 3	Summary of Transportation Strategies
Chart 1	Existing Land Use
Chart 2	Effects of Metro Extension to Glenmont

LIST OF FIGURES

Figure	Page	
1	Sector Plan Location	
2	Sector Plan Area	
3	Existing Land Use15	
4	Concept Plan	
5	Land Use Plan	
6	The Urban Design Concept Plan	
7	The Pedestrian Network	
8	Existing Zoning	
9	Proposed Zoning Plan	
10	Metro Station Plan	
11 -	1989 Average Daily Traffic	
12	1989 P.M. Peak Hour Volume	
13	Proposed Highway Improvements	
14	Existing Off-Street Parking	
15	Proposed Bicycle Network	
16	Community Facilities Plan	
17	Historic Resources	
10	Proposed Street and Highway Plan	

NOTICE TO READERS

An area master plan, after approval by the County Council and adoption by the Maryland-National Capital Park and Planning Commission, constitutes an amendment to the *General Plan* for Montgomery County. As such, it provides a set of comprehensive recommendations and guidelines for the use of publicly and privately owned land within its planning area. Each area plan reflects a vision of future development that responds to the unique character of the local community within the context of a County-wide perspective.

Area master plans are intended to provide a benchmark point of reference with regard to public policy. Together with relevant County-wide functional master plans, they should be referred to by public officials and private individuals when decisions are made that affect the use of land within the plan's boundaries. It should be noted that master plan recommendations and guidelines are not intended to be specifically binding on subsequent actions, except in certain instances where an ordinance or regulation requires a specifically defined linkage to be established. The precise timing and character of public facility projects are determined annually through the Capital Improvements Program and the Operating Budget.

Master plans generally look ahead to a time horizon of about 20 years from the date of adoption, although it is intended that they be updated and revised about every ten years. It is recognized that the original circumstances at the time of plan adoption will change over time, and that the specifics of a master plan may become less relevant as time goes on. Any sketches or site plans in an adopted plan are for illustrative purposes only, and are intended to convey a general sense of desirable future character rather than any specific commitment to a particular detailed design.

PLAN SUMMARY

This Plan is a Comprehensive Amendment to the 1978 Sector Plan for the Wheaton Central Business District and Vicinity. This Plan Amendment specifically addresses the Wheaton Central Business District and certain areas directly adjacent to it. There are no proposed changes to the Central Business District boundary adopted in 1978. The Sector Plan boundary has been changed to add two blocks on the southeast side of Dayton Street adjacent to the Wheaton Forest Recreation Center. These two blocks, which are part of the Wheaton Forest community, were inadvertently left out of the 1978 Sector Plan.

The business core of Wheaton is, in the full sense of that term, one of the region's marketplaces. It is the retail center for a large urban area encompassing portions of Montgomery and Prince George's Counties in Maryland and a portion of the District of Columbia. It offers a range of shops and services which is among the largest and most diverse in the Washington area.

The business core can be thought of in three distinct components: the Marketplace, the Metro Center and Wheaton Plaza. Wheaton's marketplace is unique and valuable for a number of important reasons. It is smaller than other Central Business Districts and easier to understand and use. Its land uses, primarily retail and service oriented, are compact and well organized. It has been the center providing local shopping and services for nearly one-half century. Many of the businesses in Wheaton grew up there and have made a significant contribution to the valued traditions of the area. It has continued to flourish, even after its companion, Wheaton Plaza, began operations. It enjoys a tremendous advantage in being at the crossroads of Georgia Avenue, University Boulevard, and Veirs Mill Road. It is a vital, active center, busy with shoppers making day-to-day purchases and patronizing the many unusual shops and fine restaurants.

The Metro Center area consists of three blocks including, and immediately adjacent to, the new bus terminal and Metrorail station. Transit-related uses will occupy large portions of the street-level activity in this area. Both existing and future conditions favor concentrating the limited redevelopment potential in Wheaton to the Metro Center.

Wheaton Plaza is an important element in the retail character of Wheaton. As a mall with strong regional attraction, Wheaton Plaza complements the predominantly local service retail establishments in the CBD. This Plan attempts to unify the retail components of Wheaton by creating linkage between the Marketplace and Wheaton Plaza.

Wheaton's business district is being given a host of opportunities, perhaps the most significant of which is the coming Metrorail transit system, which will link Wheaton to the rest of the Washington Metropolitan Area with new high speed public mass transportation. This system offers a great opportunity for expanding the vitality of the Wheaton Marketplace, the Metro Center, and

Wheaton Plaza and for building upon the new accessibility opportunities the rail transit system brings.

The goals of this Sector Plan are:

- to reinforce the Wheaton Marketplace by preserving the existing scale of development and retaining as much of the mix of goods and services as possible;
- to permit some growth -- redevelopment in the Metro Center area and moderate expansion of Wheaton Plaza and in the Marketplace -- without sacrificing the qualities of livability that give Wheaton its special character;
- to provide additional new housing to take advantage of improved accessibility brought about by the coming of Metrorail;
- to ensure that the Metro rapid rail transit line is part of an improved public transportation system designed to induce travelers to use public means rather than private automobiles for inter- and intra-County movements; and
- to preserve and protect the existing residential communities adjoining to the Wheaton business area.

PLAN HIGHLIGHTS

Land Use and Zoning

This Plan:

- recommends use of an overlay zone to preserve the "Marketplace" and the existing scale of development by balancing new growth and retail retention;
- recommends policies and programs that would help to retain as many existing businesses as possible;
- encourages new residential and mixed-use development around the Metro station and in other areas of high transit accessibility;
- recommends the development of new housing adjacent to the Metro station and at other locations in the Sector Plan area;
- recommends that established residential communities be protected from traffic, noise, commuter parking, and other undesirable intrusions; and
- provides urban design guidelines that encourage the development of a safe, convenient, and attractive pedestrian environment and that strengthens circulation among activity centers.

Transportation Plan

This Plan:

- anticipates the arrival of Metrorail and the expansion of bus service in Wheaton:
- recommends roadway improvements that improve the flow of traffic to, within, and through Wheaton;

- recommends a system of public and private walkways for pedestrian movement; and
- recommends the protection of residential communities from autos, trucks, through traffic and commuter parking.

Community Facilities Plan

This Plan:

- encourages new development to provide attractive open spaces;
- recommends "Boulevards" and a pedestrian network that will tie the open spaces together;
- recommends the provision of child care facilities at appropriate locations;
 and
- encourages the provision of public services which meet the needs of the community.

Historic Preservation Plan

This Plan:

 recommends the WTOP Transmission Building for designation on the Master Plan for Historic Preservation with a reduced environmental setting.

INTRODUCTION

The Comprehensive Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity is also an amendment to *The Master Plan For The Communities of Kensington-Wheaton*, adopted in May 1989, and to the General Plan for the Physical Development for the Maryland-Washington Regional District and The Master Plan of Highways Within Montgomery County, Maryland.

The General Plan provides policy guidance at a broad County-wide level for future patterns of development in the County. It was first adopted by The Maryland-National Capital Park and Planning Commission in 1964 and updated in 1969. The General Plan recommends that:

- future growth be channeled into corridor cities along the I-270 Corridor and into existing, established down-County activity centers (such as Silver Spring, Wheaton, and Bethesda);
- future transportation needs be met through the develop ment of a rapid rail transit system supported by an extensive network of local bus routes;
- rapid transit stations be located at places conducive to multi-use development within walking distance of those stations;
- a mixture of housing and employment opportunities be developed in Montgomery County; and
- new development be channeled to preserve and protect existing communities from adverse impacts and undesirable non-residential intrusion resulting from commercial growth, the placement and operation of Metro-related facilities, and other public and private land use decisions.

In October, 1974, the Montgomery County Planning Board published its First Annual Growth Policy Report, *Framework for Action*. While this report recalled many of the goals of the *General Plan*, it also noted that economic and social trends are suggesting that future metropolitan growth will tend to occur in older inner-suburban areas. The Report pointed out the need to develop mechanisms both to monitor and to direct these trends. Subsequent Growth Policy Reports have analyzed specific aspects of alternative patterns of County-wide growth.

The Master Plan For The Communities of Kensington-Wheaton, approved and adopted in 1989, contains broad policy, land use, and circulation recommendations for a 15-square-mile area roughly bounded by Rock Creek on the west, Sligo Creek on the east, the "Rockville Facility" alignment on the north, and the Capital Beltway (I-495) on the south.

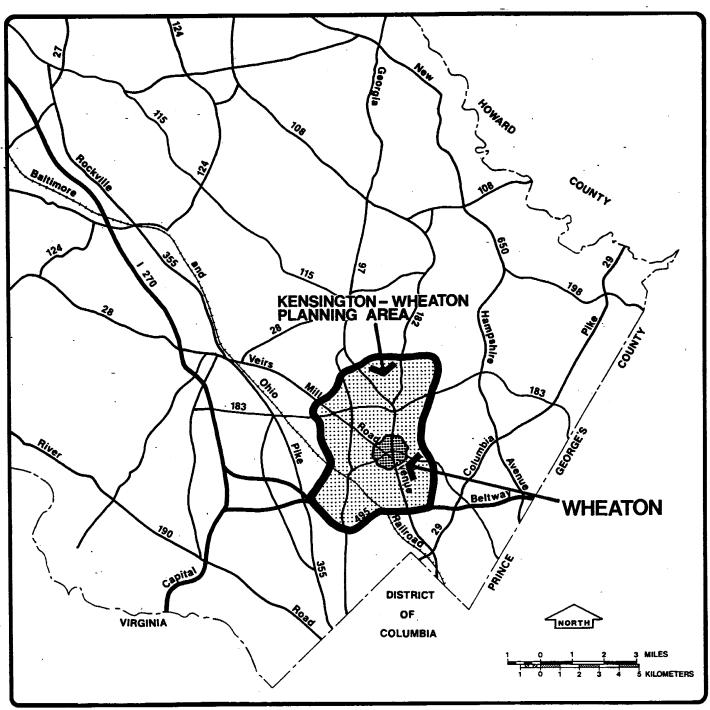
A Sector Plan elaborates and details the *General Plan*, Master Plan, and growth policy recommendations for a small area of the County. It serves as a guide to the Planning Board and the County Government in the programming of public works, in the adoption of zoning and other development controls, in the acquisition of land, and in the construction of facilities. A Sector Plan covers a smaller geographic area and a shorter time period than either the General Plan or an area Master Plan and carries out its recommendations to a greater level of detail. Because of its greater detail and shorter planning horizon, a Sector Plan

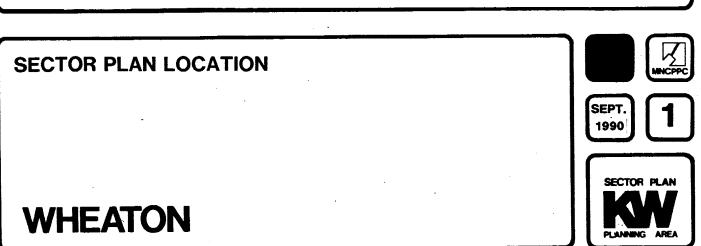
must be periodically reviewed and adjusted to reflect future decisions, trends, and events not anticipated at the time of its adoption. Such a process includes a reevaluation of the Sector Plan at intervals both of time and of actual change, depending upon such forces as the experience of Metro's impacts once transit service has become operational.

Mission of the Wheaton Sector Plan

In 1988, the Montgomery County Council approved the budget and the schedule for a comprehensive amendment to the Wheaton Sector Plan. In discussions subsequent to the adoption of the mission, both the government and the community identified the purpose and objective in undertaking the preparation of this Plan. The Plan is to:

- Review the recommendations of the 1978 Sector Plan build upon its successes and correct its deficiencies.
- Clarify the functional role of the Wheaton Central Business District and its relationship to the larger community.
- Identify feasible public actions to assist and attract private investment in Wheaton.
- Assure a human scale, an inviting environment, and attractions for residents, workers, and shoppers in an area that will continue as a center for commerce and transportation.
- Support and promote existing goals and policies of Montgomery County.
- Produce a Plan that is clear and understandable to the general public, to decision-makers, and to private investors.





BACKGROUND

THE PLANNING PROCESS IN MONTGOMERY COUNTY

Staff Draft — This document is prepared by the Montgomery County Planning Department for presentation to the Montgomery County Planning Board. It is a working paper that identifies the major issues being addressed by the proposed amendment. Alternative courses of action and specific recommendations are presented.

The public is given the opportunity to comment on the Staff Draft, often at worksessions. A Preliminary Draft Amendment is then prepared for approval by the Planning Board. The Preliminary Draft incorporates those changes to the Staff Draft which the Planning Board considers appropriate.

Preliminary Draft Amendment — This document is a formal proposal to amend an adopted master plan. It is prepared by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission. Before proceeding to publish a final draft amendment, the Planning Board must hold a public hearing. After the close of the record of this public hearing, the Planning Board holds open worksessions to review the testimony and to determine whether to make any revisions to the preliminary draft.

Final Draft Amendment — This document contains the Planning Board's final recommendations. It is transmitted to the County Executive, who must review it and forward it to the County Council, with any revisions deemed appropriate. If the County Executive makes no revisions in the Planning Board's final draft, the Council may adopt the unchanged draft without holding a public hearing. If the Executive does make revisions, or if the Council wishes to consider any revisions, the Council must schedule a public hearing. After the close of record of this public hearing, the Council holds an open worksession to review the testimony and then adopts a resolution approving, modifying, or disapproving the final plan amendment.

If the Council action modifies and approves the Executive's Revised Final Draft Amendment, the Approved Amendment must be sent to the County Executive for approval or disapproval. If disapproved by the County Executive, the Council may override the disapproval of the Plan by an affirmative vote of five members.

Failure of either the County Executive or the Council to act within the prescribed time limits constitutes approval of the plan amendment as submitted to the body which fails to act.

Adopted Amendment — The amendment approved by the County Council is forwarded to The Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the amendment officially amends the various master plans cited in the Commission's adoption resolution.

Montgomery County Master Plan Development Process

Planning Board submits, Executive recommends, and Council approves:

Annual Work Program

Planning staff prepares, with Executive staff review:

Issues Report

Planning staff initiates community participation, solicitation of Executive staff ideas, and then prepares:

Staff Draft Plan

Planning Board reviews Staff Draft, and, with modification, sends to public hearing:

Preliminary Draft Plan

Planning Board reviews public hearing testimony, receives Executive comments at Board worksessions, and adjusts Preliminary Draft to become:

Final Draft Plan

Executive reviews Final Draft and forwards to County Council:

Final Draft Plan With Executive's Recommended Revisions

Council holds public hearing and worksessions and approves, disapproves, or amends
Final Draft with Executive Revisions
(Executive may veto and Council may override veto), which is forwarded to M-NCPPC to become:

Approved and Adopted Master Plan

AREA HISTORY

The history of Wheaton can be traced back to the beginning of the Civil War when the area was known as Mitchell's Crossroads. The name was derived from Mitchell's Tavern, which was located at the intersection of Old Bladensburg Road and what is now Georgia Avenue. Old Bladensburg Road is now University Boulevard and the Wheaton Pharmacy now occupies the site of the old tavern.

Georgia Avenue has had several names since the Civil War period: it began as Westminster Road, then was called the Union Turnpike during the Civil War. It later became Brookeville Road and then the 7th Street Pike (as an extension of 7th Street out of Washington). It was dedicated as Georgia Avenue by Governor Theodore McKeldin in 1956.

Leesboro was just south of Mitchell's Crossroads at the intersection of Georgia Avenue and Veirs Mill Road. The collective area became what we now know as Wheaton. It was located in the Berry District at that time – what is now Election District 13 of Montgomery County.

Wheaton was a well-traveled path for both Confederate and Union troops during the Civil War. Maryland was debating secession from the Union over the issue of slavery. Montgomery County, because of its location near the nation's capitol, was the location of fighting between the Union and the Confederacy. Most of the people of Maryland supported secession, and the majority of the men from Montgomery County who joined the fighting did so on the side of the Confederate forces. In 1861, at the beginning of the war, Union troops stationed in Washington marched into southeastern Montgomery County to stop Confederate troops who had been successful in defeating the Union Army in Poolesville and Darnestown. The Wheaton area saw the 1st and 9th Corps of the Union Army march through Leesboro and Mitchell's Crossroads out Union Turnpike on their way to Poolesville. In 1864, General Jubal Early's troops crossed the Potomac River into Frederick County and marched through Montgomery County on their way to attack Washington. The main force came down what is now Veirs Mill Road to Union Turnpike on their way to Fort Stevens, north of Washington, D.C. Fort Stevens was a strategic location in the protection of the Capital from Confederate troops. Major General George Getty, who was wounded and unable to go, sent General Frank Wheaton, commanding officer of the Army of the Potomac (a regiment of the Union Army), to lead the defense of Fort Stevens. General Early's forces encountered two regiments of Union troops, one at Monocacy and one at Silver Spring, which delayed their arrival at Fort Stevens sufficiently to allow time for Wheaton's regiment to get there. Under General Wheaton's command, the Army of the Potomac defeated General Early's troops and pushed them back in retreat along the path they had taken through Montgomery County. Early's troops both advanced and then retreated through Wheaton.

After the Mitchell family, the second family to occupy Mitchell's Tavern was the Cissels, of Howard County. George O.B. Cissel raised his family in the tavern and built a store on Old Bladensburg Road across from the tavern. In 1890, he built two houses north of the tavern and sold them to two black men, Richard and Jerry Gaither. As of 1970, the Gaither descendants still occupied the houses.

From 1887 through the 1920's, suburban growth was limited and intermittent in Montgomery County with the exception of Wheaton and Bethesda, where growth was concentrated. The populations of these areas doubled and tripled, respectively, from 1890-1910, while the population in the rest of Montgomery County declined or grew only slightly. From 1910-1920, Montgomery County lost population, except for Wheaton and Bethesda.

A need for sewer and other public services was created both by this growth and by the "building boom" of 1920. In 1916, the Washington Suburban Sanitary Commission (WSSC) was created by the Maryland General Assembly as a response to growth and as a means for County government to share local responsibility. The WSSC became the first planning agency in the metropolitan area. It was later joined by the State Road Commission and, in 1927, the Maryland General Assembly authorized legislation creating The Maryland-National Capital Park and Planning Commission (M-NCPPC). The boundaries for the area were close to those established for the Washington Suburban Sanitary District: the District of Columbia was the southern boundary, with an outer line around Glen Echo, Alta Vista, Garrett Park, Wheaton, Burnt Mills, Beltsville, Lanham, and Capitol Heights. The special tax area excluded incorporated towns as well as a small portion of the Bethesda District and the lower half of the Wheaton District.

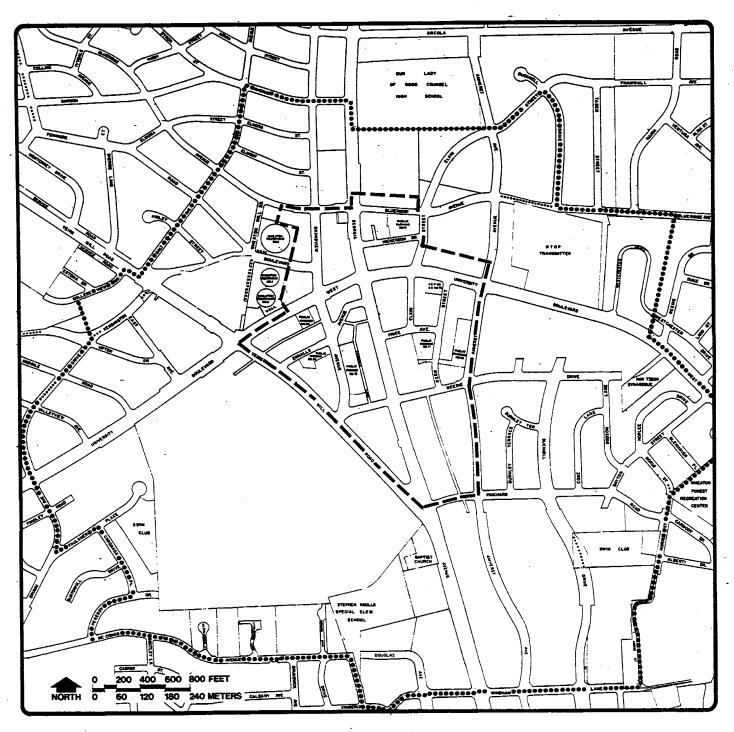
From 1930 to 1940, the Wheaton District's population grew from 13,000 to almost 29,000 people. Growth was due largely to a surge of federal employees moving into Montgomery County. In twenty years, the economy went from a rural, farming-dependent economy to one dependent on the growing federal bureaucracy. By 1950, Wheaton had rapidly outgrown Bethesda, with a population of over 77,000 people.

Washington became the third fastest growing area in the Country after World War II. Montgomery County became a bedroom community for nearby Washington and consequently experienced a severe housing shortage. Veirs Mill Road, between Rockville and Wheaton, became a major corridor of suburban growth. In the late 1940's, E. Brook Lee proposed, along with the County Commissioners, the approval of 200 temporary housing units. One hundred and twenty-five of those were proposed for location on Sligo Creek Parkway as a temporary housing solution for low-income veterans and their families. By 1951, all temporary housing had been removed; the housing units were sold to the occupants and the land was sold to a real estate firm. Montgomery County saw its second post-war housing boom in the 1950's and the Wheaton District continued to experience more housing construction than any other part of the County.

In 1954, construction was begun on Wheaton Plaza and by 1958 there were 400 businesses and professionals listed in the Wheaton directory. By 1963, Wheaton Plaza ranked fourth in size in the nation and further enhanced Wheaton's influence as a regional center of major importance in Montgomery County:

RECENT PLANNING HISTORY

In 1962, three years after adoption of the *Kensington-Wheaton Master Plan*, studies began in earnest to develop a rapid transit system to serve the Washington Metropolitan Area. In 1969, a regional system was adopted by the



SECTOR PLAN AREA

--- Central Business District Boundary

••••• Sector Plan Boundary













participating jurisdictions, including Montgomery County. This system, consisting of approximately 98 miles of line with 86 stations at the time, included a subway line (under Georgia Avenue) from Washington to Glenmont via Silver Spring. This route, commonly known as the Glenmont Line, had planned stations in Montgomery County in Silver Spring, at Forest Glen Road, in Wheaton, and at Glenmont. The Adopted Regional System was, in 1969, made a part of the revised *General Plan*.

During 1974, the Montgomery County Planning Board established the Kensington-Wheaton Master Plan Citizens' Advisory Committee to advise the Board on revisions to the 1959 Master Plan and on preparation of a new master plan for the Kensington-Wheaton area. The new master plan was to be supplemented by detailed sector plans for the three Transit Impact Areas of Forest Glen, Wheaton, and Glenmont. Shortly thereafter, the Washington Metropolitan Area Transit Authority (Metro) began the process of developing general plans for the portion of the Glenmont transit line north of Silver Spring (construction to Silver Spring having already begun) and submitted these initial plans to the Montgomery County Government for review. In 1975, the Montgomery County Council examined the route in detail, including examination of the probable construction methods and specific sites for station facilities, and again approved the line to Glenmont with stations at Forest Glen, Wheaton, and Glenmont. In the latter part of 1975, the Council approved the location for the Wheaton station and directed the Montgomery County Planning Board to prepare a Transit Station Impact Area (Sector) Plan for the area around the station.

In March, 1976, the Planning Board established the Forest Glen, Wheaton, and Glenmont Task Forces to advise the Board in the preparation and development of sector plans for these areas. The Wheaton Task Force met in April and May, 1976, to develop statements of goals and issues. A Preliminary Draft Plan resulting from that planning process was the subject of a joint Council/Planning Board Public Hearing in April, 1978. The Wheaton Sector Plan was approved by the County Council in July, 1978.

The Sector Plan was followed by a Sectional Map Amendment, a governmental action by which the zoning recommended in the Plan is implemented. The zoning action applied the Central Business District zoning, recommended in the Plan within that portion of the Sector Plan area designated as the Central Business District. It also established the outside limits for the Central Business District, in order to best protect the adjacent residential areas from commercial encroachment.

The Sector Plan was subsequently amended in 1982 to change the location of the bus bays to their present location south of Reedie Drive between Veirs Mill Road and Georgia Avenue.

Subsequent to adoption of the 1982 Sector Plan Amendment, which provided greater assurances that the Wheaton Marketplace concept was an achievable objective, the local business community initiated discussions to formulate a revitalization strategy for the area. This effort was endorsed by the Wheaton-Kensington Chamber of Commerce and grew to include support from nearby civic interests and County officials. These discussions resulted in two significant steps being taken:

- the inclusion of FY 84 of a Wheaton CBD Improvement Program project in the County's Capital Improvements Program, and
- the formulation of a "Wheaton Revitalization Strategy Committee" that included representation from all sectors of the community.

The Strategy Committee, along with several other working committees, assisted County staff in identifying issues and opportunities analyzing various alternatives, estimating resources, defining the scope of work, and building consensus for the revitalization effort. Implementation of the 1978 Sector Plan's "Marketplace" concept became the focus of this effort. Care was taken in shaping the revitalization strategy to support the other objectives of the 1978 plan, especially in terms of fostering positive, new development around the Metro station and linking the three important sectors of the CBD area – The Marketplace, the Metro Center, and Wheaton Plaza.

Since 1978, the policies and recommendations contained in the Sector Plan have served to guide both public and private actions in the Wheaton Central Business District and in adjoining neighborhoods. The following general recommendations form the framework upon which the 1978 Sector Plan was built.

- Integral to the land use recommendations in the Plan was the creation of a major activity core along Georgia Avenue in the area around the Metro station and the development of a number of linkages among it, the retail concentration in the business district, and Wheaton Plaza. New development would benefit from the existence of excellent transportation and the convenience of the varied shopping and services. The business community would benefit from the purchasing power of the office workers. In addition, the integrated planning and development of the Metro transit facility and multi-use office development would provide an opportunity to increase Metro ridership.
- Vacant and underdeveloped areas adjacent to the business district were recommended for residential development. Metro will increase the ease of access from Wheaton to employment centers throughout the Washington region. The proposed transportation improvement and the convenient shopping and services already in place make the Wheaton area particularly suitable for a variety of housing types. An increase in the local population base would also provide purchasing power to support retail establishments, entertainment, and restaurants.
- The Plan recognized the residential character of the existing neighborhoods adjacent to the business district. The recommendations for land use and zoning supported the retention of the existing residential neighborhoods.

In 1988, the Montgomery County Council asked the Planning Board to re-evaluate the recommendations contained in the 1978 *Wheaton Sector Plan*. The Planning staff produced an Issues and Alternatives Report for the Wheaton Central Business District in November 1988. This report was the subject of many community meetings and discussions. This Draft Plan resulted from that planning process.

This Plan is a Comprehensive Amendment to the 1978 Sector Plan. The Plan specifically addresses the Wheaton Central Business District and certain areas directly adjacent to it. There are no proposed changes to the 1978 Central

Business District boundary. The Sector Plan boundary has been changed to add two blocks on the southeast side of Dayton Street adjacent to the Wheaton Forest Recreation Center. These two blocks, which are part of the Wheaton Forest community, were inadvertently left out of the 1978 Sector Plan. The total Sector Plan area contains 484± acres. While the primary intent of the Plan is to guide the growth and development of the Wheaton Central Business District, adjacent areas are included in the Sector Plan in order to establish public policies for these areas.

EXISTING LAND USE AND GENERAL DESCRIPTION OF THE SECTOR PLAN AREA

Land uses in Wheaton vary widely, ranging from single-family residential, through many sorts of commercial activities, to and including both public and private institutional uses. A substantial amount of the land area is devoted to surface parking.

Two major concentrations of activities can be identified which have particular significance in the structure of the Wheaton Central Business District. These are the existing retail activities along Georgia Avenue, University Boulevard and nearby streets, and the concentration of retail activities in Wheaton Plaza.

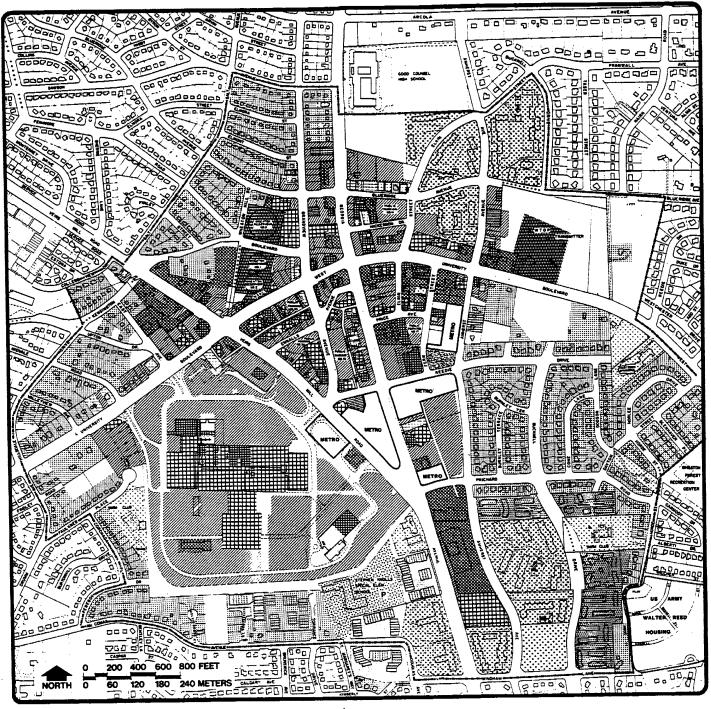
The existing retail concentration in Wheaton rotates about the primary crossroads intersection of Georgia Avenue and University Boulevard. Shops line both sides of University Boulevard from Georgia Avenue to east of Amherst Avenue, and from Georgia Avenue to west of Veirs Mill Road, as well as both sides of Georgia Avenue north of University Boulevard and the west side of Georgia Avenue south to Veirs Mill Road. Most of the shops in these areas are general merchandise and service outlets, although several specialized outlets, serving a regional market, also exist.

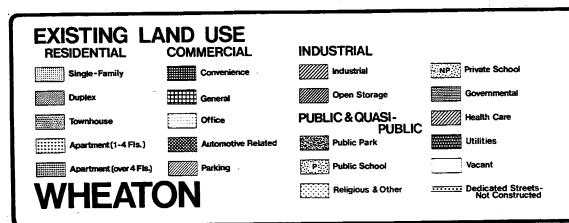
Abutting the existing business district on the southwest is the regional shopping facility of Wheaton Plaza. The Plaza has 3 major department stores, over 115 specialty shops, 1 supermarket, 11 movie theaters, and a number of free-standing office buildings. About two-thirds of the land area of the Plaza is devoted to surface parking.

The Wheaton Business Center is unique in that it has two primary service function areas. A portion of it serves as a regional shopping center (Wheaton Plaza) attracting people from a wide area of the County and region; the remaining portion of the business district serves as a community shopping center attracting people from a much more local area.

The Wheaton area has a substantial residential base, including large numbers of garden apartments, directly adjacent to the business center. The areas surrounding the Central Business District are occupied by single-family residences of a variety of sizes and ages. Most of these residential units are in good to excellent condition. New single-family houses have been built south of Wheaton Plaza along McComas Avenue.

The major road system serving Wheaton consists of Georgia Avenue, a regional north-south radial running the length of Montgomery County from north of Olney to Silver Spring and into downtown Washington; Veirs Mill Road, a major, historic link now extending from Wheaton to Rockville; and University











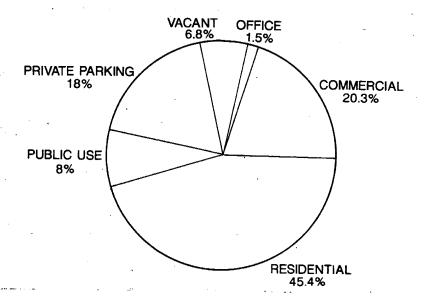




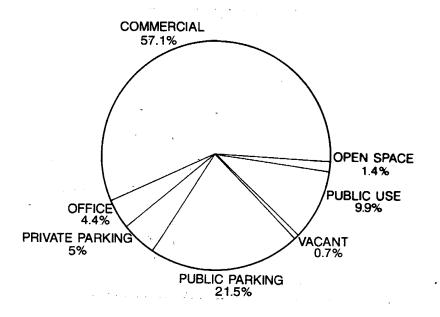
EXISTING LAND USE

CHART 1

LAND USE IN THE WHEATON SECTOR PLAN AREA (EXCLUDING CBD)



LAND USE IN THE WHEATON CBD



Boulevard, one of Montgomery County's few continuous east-west highways, extending from Connecticut Avenue in Kensington to beyond the University of Maryland campus in Prince George's County. The business district itself is further supported by an internal street system whose major components are Grandview and Amherst Avenues for north-south movements, and Blueridge Avenue and Reedie Drive for east-west movements.

Wheaton is presently served by several bus routes, most of which are through routes between Rockville, Gaithersburg, Glenmont, Olney, and Silver Spring. Local service linking Wheaton and Silver Spring, operating through many of the intermediate communities rather than solely on the major roadways, also is provided. Additional service runs east via Four Corners and Langley Park to Prince George's County and west to Bethesda. Express service to and from downtown Washington is operated during peak periods via both Kensington and Silver Spring.

The Wheaton Metrorail station is part of the Glenmont "B" Route of the 101-mile Adopted Regional System. The completion of the "B" Route involves the addition of the Forest Glen, Wheaton, and Glenmont stations to the line beyond Silver Spring. The Forest Glen and Wheaton stations are under construction and are expected to open in 1990. The line to Glenmont will be in operation at some point beyond that date.

The Wheaton station is located on the east side of Georgia Avenue, south of Reedie Drive. Bus bays are located in the triangle bounded by Georgia Avenue, Veirs Mill Road, and Reedie Drive. A pedestrian underpass under Georgia Avenue will enable riders to walk directly into the station mezzanine from the bus areas. "Kiss-and-ride" spaces are south of Reedie Drive with direct access to Reedie and Fern Streets. A parking structure, to be constructed on Amherst Avenue, will provide 236 "park-and-ride" spaces.

The staged opening of the "B" Route will result in the Wheaton station operating as a temporary terminal for an indefinite number of years. In response to the anticipated demand for parking at the Wheaton station during its operation as a terminal station, the Washington Metropolitan Area Transit Authority is constructing a 900± space parking garage on the west side of Veirs Mill Road at Reedie Drive. In addition, fringe parking will be built at Georgia Avenue and Layhill Road in Glenmont. Shuttle buses will run between this parking and the Wheaton station.

SUMMARY OF KEY INDICATORS

This summary of key demographic and socio-economic indicators describes the Wheaton CBD Sector and its immediate vicinity. The area extends from the Beltway north to Randolph Road and from Sligo Creek west to the B&O railroad tracks and Connecticut Avenue. It has roughly a one-mile radius within the Central Business District. For convenience, this area is referred to as the "Wheaton area" in this report.

The Wheaton area is a stable, settled community of predominantly single-family, moderately priced houses built in the 1950's. It is essentially fully developed. Its residents reflect the nature of the community in terms of income, age, and length of residence. In many other respects they are very similar to all County residents.

Demographic Trends

The 1987 household population for the Wheaton area was 36,500 persons. It is expected to grow by approximately 6,500 persons to 43,030 in 2010. In addition, there are 500 persons in group quarters such as nursing homes. No appreciable change is expected in this part of the population.

Both household size and number of school age children are expected to increase significantly in the coming decades. Household size is projected to rise from 2.37 persons per household in 1987 to 2.63 persons per household in 2010. The number of school aged children may increase significantly from 5,400 in 1987 to as many as 8,500 in 2010. Growth in these demographic characteristics reflects the large number of residents in their early thirties, prime child bearing years today, and the large number of preschool children currently living in the Wheaton area. It is predicated on families choosing to remain in the area as their children reach school age as opposed to the area establishing itself as primarily a "starter home" community.

Another large segment of the population is composed of persons aged 65 and over. According to the 1987 Census Update, 16 percent of area residents are in this age group compared to 10.5 percent of the County-wide population. The Planning Department demographic model for the Wheaton area shows an overall decline in the age group by 2010, from 16 percent to 12 percent of the total population, but the number of persons over 85 is expected to more than double. The decline is consistent with national trends as the relatively small "depression baby" generation reaches age 65. The larger baby boom cohorts do not begin to reach that age until 2011. This pattern is reflected in the relatively small number of current residents who are in their 40's and 50's.

Demographic Characteristics

The typical Wheaton area resident is female (53 percent), white (86 percent), and not Spanish speaking (96 percent). In these respects, she is almost identical to the typical County resident. She has lived in her current residence for about 12 years, almost 3 years longer than the typical County resident. She is the median age of 36 years old. As a result, she is 2 years older than the median County resident.

This typical resident had a household income of \$36,600 in 1986, about \$10,000 below the County median but almost \$12,000 above the national median. She has also completed 2 years of college and is married. Although she is most likely to be married, only 58 percent of her fellow area residents are married, as compared to 64 percent County-wide. In addition, her household is composed of only 2.4 persons compared to 2.6 County-wide. This household composition and size data reflects the large segment of the population aged 65 and over.

Table 1
Wheaton CBD Area Population Forecast by Age
Household Population
1987-2010

Age	1987	1990	1995	2000	2005	2010
0-4	2,250	2,680	3,070	3,210	3,290	3,310
5-9	1,630	2,180	2,890	3,210	3,320	3,350
10-14	1,680	1,650	2,020	2,530	2,760	2,830
15-19	2,110	1,760	1,530	1,800	2,140	2,280
20-24	2,320	2,400	2,230	2,100	2,320	2,570
25-29	3,220	3,280	3,440	3,500	3,480	3,530
30-34	4,320	4,330	4,470	4,710	4,790	4,720
35-39	2,560	3,000	3,340	3,480	3,620	3,630
40-44	2,260	2,500	2,990	3,280	3,380	3,450
45-49	2,180	2,130	2,290	2,680	2,890	2,960
50-54	1,910	1,860	1,800	1,930	2,230	2,400
55-59	1,790	1,640	1,510	1,470	1,570	1,780
60-64	2,410	1,820	1,310	1,220	1,190	1,270
65-69	2,510	2,330	1,700	1,270	1,190	1,160
7 0-74	1,350	1,860	2,090	1,560	1,190	1,130
75-79	980	1,030	1,420	1,610	1,240	970
80-84	670	670	720	990	1,130	870
85+	350	410	480	540	690	820
Total	36,500	37,530	39,300	41,090	42,420	43,030

Table 2
Wheaton CBD Area Population Forecast by Age
Household Population
Percent Distribution, 1987-2010

Age	1987	1990	1995	2000	2005	2010
0-4	6.2%	7.1%	7.8%	7.8%	7.8%	7.7%
5-9	4.5%	5.8%	7.4%	7.8%	7.8%	7.8%
10-14	4.6%	4.4%	5.1%	6.2%	6.5%	6.6%
15-19	5.8%	4.7%	3.9%	4.4%	5.0%	5.3%
20-24	6.4%	6.4%	5.7%	5.1%	5.5%	6.0%
25-29	8.8%	8.7%	8.8%	8.5%	8.2%	8.2%
30-34	11.8%	11.5%	11.4%	11.5%	11.3%	11.0%
35-39	7.0%	8.0%	8.5%	8.5%	8.5%	8.4%
40-44	6.2%	6.7%	7.6%	8.0%	8 0%	8.0%
45-49	6.0%	5.7%	5.8%	6.5%	6.8%	6.9%
50-54	5.2%	5.0%	4.6%	4.7%	5.3%	5.6%
55-59	4.9%	4.4%	3.8%	3.6%	3.7%	4.1%
60-64	6.6%	4.8%	3.3%	3.0%	2.8%	3.0%
65-69	6.9%	6.2%	4.3%	3.1%	2.8%	2.7%
70-74	3.7%	5.0%	5.3%	3.8%	2.8%	2.6%
75-79	2.7%	2.7%	3.6%	3.9%	2.9%	2.3%
80-84	1.8%	1.8%	1.8%	2.4%	2.7%	2.0%
85+	1.0%	1.1%	1.2%	1.3%	1.6%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Montgomery County Planning Department, Research Division, Demographic Model.

Housing Stock

The typical housing unit in Wheaton is a 34-year-old, single-family detached house which is affordably priced. Single-family detached units compose a high 66 percent of the housing stock. The number which are owner-occupied, 67 percent, is also above the County percentage. The median housing unit age of 34 years is 20 years more than the County-wide median.

The average sales price of a Wheaton area single-family house was just under \$100,000 in 1986 and early 1987. This price is 70 percent of the County-wide average for the period. The typical Wheaton area owner pays \$436 per month for housing, about \$250 less than the typical County resident. For 73 percent of the population, this payment represents less than 20 percent of their household income.

The 28 percent of the population who rent their housing pay more per month than owners, \$554, which is not quite \$30 less than the County-wide median payment. For 36 percent of the renters, this payment is over 30 percent of their household income.

Employment

Sixty-eight percent of the men and about half of all women in the Wheaton area who are aged 17 and over are employed full-time. Of the rest, the most significant variation from the County data is the percentage who are retired, 16 percent for both men and women. In both cases, Wheaton area percentages exceed the County's by about 50 percent.

More than half of the employed area residents work in Montgomery County, almost 14 percent of them in the Kensington-Wheaton planning area. They work in the same types of buildings as employees County-wide but are 4 percentage points more likely to work in a retail location and almost 5 percentage points less likely to work in an office or R&D building.

They drive alone to work in 70 percent of the cases, but are a little less likely to drive and more than 1 percentage point more likely to take the bus than workers County-wide.

Over 37 percent of women in the Wheaton area who have children under 6 years of age are employed either full or part-time, 2 percentage points more than County-wide. The Census Update survey approached day care in a separate question and had respondents include any member of the family requiring care in their answer. Almost one-third of those who reported needing day care said that they have adequate unpaid care. Thirteen percent stated an unfilled need for paid care, compared to 10 percent County-wide. The rest stated that they had various types of paid care.

SECTOR PLAN FOR THE WHEATON CENTRAL BUSINESS DISTRICT

SECTOR PLAN FOR THE WHEATON CENTRAL BUSINESS DISTRICT

PLAN VISION

The vision statement sets forth the aspirations of this planning effort. In the future, this vision, along with the Plan's goals and objectives, should be used when the Plan is amended or interpreted. The vision statement is written in the present tense, as if the Plan were describing Wheaton today. The statement should be read as describing what we wish Wheaton to become in the next 20 years.

We Envision:

Wheaton as one of the County's economic centers...

Wheaton remains a Marketplace in the metropolitan area's economy. A wide diversity of activities flourish and provide shopping and employment opportunities. Here is found a community center for shopping, finance, services, and government activities. The area contains a strong retail center that offers one of the most diverse range of goods and services in Montgomery County.

and as one of the County's transportation centers...

A diverse transportation system serves the County and supports Wheaton's growth but does not dominate the area. A regional bus and rail system links Wheaton with the surrounding metropolitan area. The CBD is not only a major destination, but also is a significant transfer point for transit passengers. Driving to and within Wheaton is pleasant, and parking is available for those needing to travel by car. Walking and bicycling are also pleasurable means of travel on attractive, convenient and safe routes which tie together the Central Business District and adjacent neighborhoods. Residential communities surrounding the Central Business District are protected from the noise and congestion of through traffic and commuter parking.

a place for people...

Throughout Wheaton a human scale is maintained. Existing structures are surrounded by compatible new development. The skyline has grown. Around the Metro station a number of architecturally distinctive buildings have been added. Interesting buildings are found in the Marketplace area where designers have carefully reinforced the special identity and character of this part of Wheaton.

Wheaton is a vital, exciting, and active place which operates 18 hours a day. The Marketplace area sidewalks are lined with shops and are full of people. Office and residential buildings sit among plazas and streets lined with trees. Tree-lined walks reinforce a network of clean, green spaces. Open spaces offering an opportunity for rest and relaxation are found throughout the Central Business District. Streets, sidewalks, plazas, and parks are free from litter, richly planted, and well maintained.

a good place to live...

A wide choice of housing types and prices is available for a diversity of lifestyles and incomes. Residential development is clustered in neighborhoods where the needs of the residents for goods and services, including social services, can be met. Opportunities for socializing, recreation, quiet, and solitude are all close at hand, as are facilities and events which enrich the mind and spirit.

where we work together...

The public and private sectors work together pursuing the continued strengthening and growth of Wheaton's diverse employment base and activities. County government provides leadership in promoting and implementing public policy. Government is willing and able to respond quickly, creatively, and efficiently to provide ways to meet the challenges facing the community. The private sector actively helps in decision-making and adds its talent to help solve community problems.

Wheaton is a safe, secure environment for all its citizens. Cultural and ethnic diversity is celebrated and protected. County government encourages business, civic, and neighborhood organizations to participate in the decision-making process and in helping it evaluate the successes and failures of its planning.

and above all, we envision a livable Wheaton!

THE CONCEPT PLAN

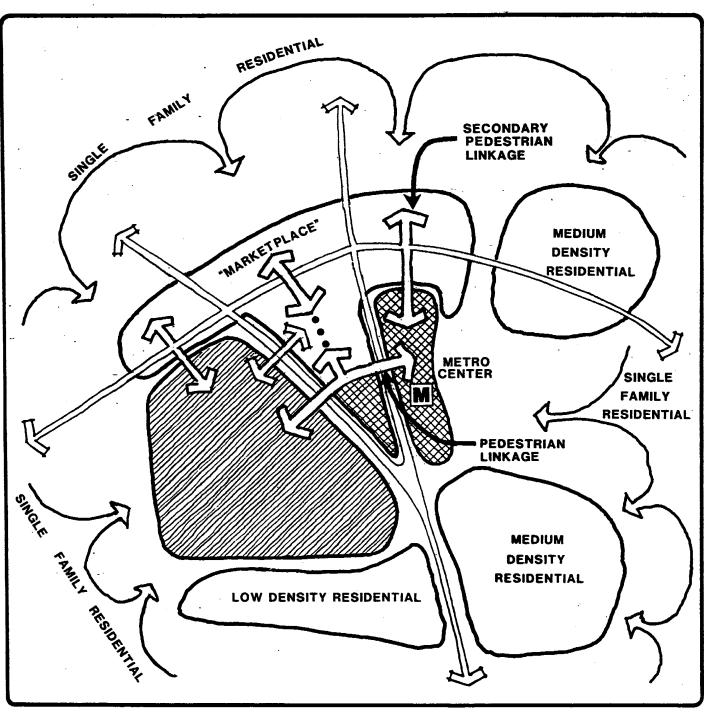
In November 1988, staff prepared an Issues and Alternative Paper for the Wheaton area. This paper provided an opportunity to identify and examine the major concerns expressed by the people who live, work, shop, and own property in the Wheaton business area. It also provided a means for discussing alternatives for the future of Wheaton.

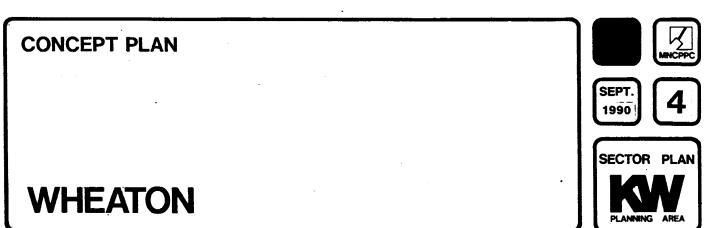
The alternatives presented a range of development intensity that could be implemented to guide the future of Wheaton. The Suburban Retail Alternative represented the low development scale and consisted primarily of low intensity retail and single-family residential "infill." The mid-range was the Marketplace proposal which was an expanded office-retail "core" adjacent to the Metro station and an expansion of retail uses. The Urban Center Alternative represented the high-range option. This concept would encourage the redevelopment of a substantial part of Wheaton.

The alternatives discussed in the Issues and Alternatives Paper were not regarded as recommended solutions. Their purpose was to foster discussion and dialogue which took place in many meetings throughout the community. None of the alternatives presented in the paper, by itself, ultimately became the Sector Plan. Rather, parts of the Marketplace proposal were selected, refined, modified and ultimately formed the basis for the recommendations in the Plan.

The Concept Plan is intended to summarize the major elements of the Sector Plan. The Plan recognizes complementary concentrations for the organization of development in Wheaton. The area around the Metro station should develop with the highest intensity of new activities. This focus, or "Metro Center," would be an area of mixed uses, including high density residential and office activities, a range of services, and retail development scaled to serve the surrounding population. Linked to this new development is the Marketplace, the traditional retail area in Wheaton. This area is characterized by the existing scale of development and a variety of retail and service uses. Wheaton Plaza, a major regional retail center, should be strengthened as an integral part of the Wheaton business area. Wheaton Plaza provides a "magnet," or anchor, on the western end of Reedie Drive. The Metro station itself is an attraction on the eastern side of Georgia Avenue at Reedie Drive. In between are the shops and services in the Wheaton Triangle, or Marketplace. Major linkages should be created to tie together the Metro center area, the Marketplace, and the regionally-oriented Plaza. These linkages could include grade-separated or improved at-grade pedestrian walkways across Veirs Mill Road, Georgia Avenue and University Boulevard.

The County's Commercial Revitalization Program and Facade Easement Program would continue well into the future. These programs would continue to reinforce the retail function in Wheaton as an urban marketplace. The physical improvements already begun would be continued in other parts of the Marketplace. Public expenditures would focus on the development of amenities previously lacking and the undergrounding of utilities. Wheaton would continue to provide a variety of goods and services that cannot be found elsewhere in the eastern part of Montgomery County. Through public action the Marketplace would be encouraged to remain as a concentration of retail and service uses.





The large vacant tracts of land on the fringes of the business areas should be developed with low and moderate density residential uses (single-family detached units, townhouses, and garden apartments). Community facilities and services would be developed, as needed, on scattered sites to serve both new and existing development.

The area to the east of the Metro station is an established low density residential community. This is a physically stable area and should be protected from traffic, noise, and other undesirable intrusions. New residential development adjacent to the community should be compatible with the scale and density of existing homes.

In a similar fashion, the area to the north and west of the business area is predominantly single-family residential. Parcels adjacent to University Boulevard and Georgia Avenue are under increasing pressure for various non-residential activities. These residential communities should be maintained and protected as residential communities.

The Metro rapid rail system will be part of an improved public transportation system designed to induce the use of public transit rather than private automobiles. The Wheaton Metro station will be provided with feeder and circulation bus service to serve low density residential neighborhoods adjacent to the Central Business District.

Through traffic will continue to be channeled into the main arterials which travel through the Central Business District. A local system will be designated to channel traffic directly to destinations or parking facilities. Convenient, adequate public parking should be provided to serve retail and service activities and Metro.

Programs and actions (both public and private) should continue to upgrade the physical environment of the business areas. In order to improve the vitality of the retail environment, revitalization efforts should focus on the creation and development of amenities now lacking, including street furniture, signing and lighting, continuity of walking areas, sitting and resting places, landscaping, and cleaner, safer sidewalks.

GOALS

Foremost among the goals of the Plan is achieving a realistic balance between the development potential that exists in Wheaton and the traffic carrying capacity of both Metro and the street system which leads into and serves Wheaton. It is important to coordinate growth with public expenditures in order to maximize the effectiveness of new development and to prevent commercial encroachment and traffic spillover into adjacent neighborhoods, thus preserving them from deterioration.

This approach serves several purposes. It helps to ensure the economic success of the rapid transit system, in which a substantial public investment is being made, by linking closely the transit system with its potential users. Simultaneously, it provides the basis for establishing both an order and a reasonable limit to the development that will occur in the business area, ensuring that new growth is scaled to the facilities which exist to service it.

Several planning goals emerge from this approach. These goals will guide the development of the Wheaton Business District and protect the adjoining neighborhoods. These goals form the basic framework upon which this Sector Plan is built.

The goals of this Plan are to:

- Reinforce the Marketplace by preserving the existing scale of development and retaining as much of the mix of goods and services as possible.
- Provide additional new housing and a range of housing opportunities to serve a broad spectrum of the metropolitan population. A variety of housing types would help to satisfy a demand for housing that may not be available in other parts of the County. A combination of apartments, townhouses, and single-family homes can expand the age and family size mix in Wheaton. An increase in the local population base can generate greater support for retail establishments, entertainment and recreation facilities, restaurants, and the like. New residential development should be encouraged to ensure the viability of the business areas.
- Permit some growth without sacrificing the qualities of livability that give Wheaton its special character.
- Ensure that the Metro rapid rail transit line is part of an improved public transportation system designed to induce travelers to use public means rather than private automobiles for inter- and intra-County movements. The Wheaton Metro station should be provided with circulation and parking improvements that would facilitate transit and auto access.
- Ensure that road improvements will facilitate access to and minimize disruption in the business area. The heavy volumes of through traffic should be separated, where possible, from local traffic movements.
- Provide convenient and adequate off-street parking with a maximum of shared use among different facilities. Parking should be located within a minimum walking distance to any desired destination. Massive paved areas should be avoided and, where feasible, parking should be developed in structure.
- Improve pedestrian access to the various parts of Wheaton.
- Protect the existing fabric of low density single-family homes adjoining the Wheaton business area.

LAND USE AND ZONING PLAN

LAND USE AND ZONING OBJECTIVES

Continue with past land use goals, objectives, and policies in the Wheaton Central Business District. Specifically, encourage and reinforce the Marketplace and the variety of goods and services currently existing in the Wheaton Central Business District.

Preserve the Marketplace and the existing scale of development by balancing new growth and retail retention.

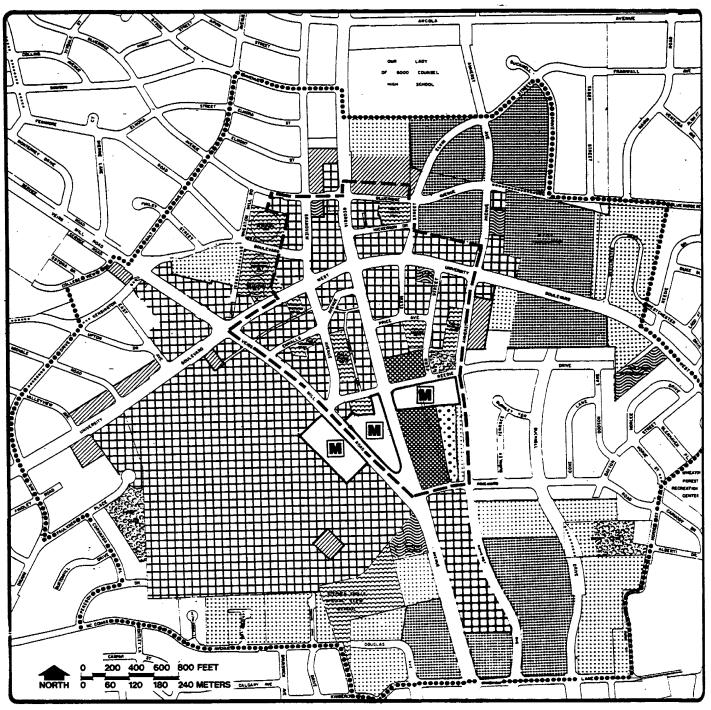
- Continue to encourage a public/private partnership which promotes the private reinvestment in business and properties.
- Maintain a stable environment to encourage investment in the future of Wheaton.
- Develop policies and programs that retain as many existing businesses as possible.
- Direct new development to appropriate locations and limit it in areas that have a distinctive character that could be threatened by inappropriate new building.
- Encourage new mixed use development to concentrate around the Metro station and in other areas of greater transit accessibility.
- Encourage policies which would more closely link Wheaton Plaza with the Marketplace and the Metro station.

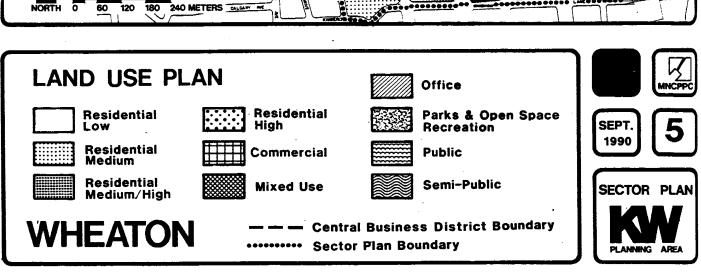
Maintain Wheaton's residential character by continuing to promote a balance of housing with the development of other uses.

- Encourage the development of new housing in a range of types, prices, and rents, especially within walking distance of the Metrorail and Metrobus stations.
- Encourage new housing to help reinforce Wheaton as a lively area, especially during evenings.
- Preserve and encourage the maintenance of existing housing.
- Continue to address the housing needs of special populations.

Provide urban design guidelines that will reinforce the Plan's recommendations for the physical environment.

- Encourage remodeling and new development that is sensitive to the existing scale and character.
- Encourage the development of a safe, convenient, and attractive pedestrian environment.
- Strengthen links and improve the circulation between activity centers.
- Improve the visual quality by encouraging the "greening" of Wheaton.





The Land Use Plan translates the concepts, goals, and objectives into specific land use recommendations within the Sector Plan area. Many of the basic ideas and concepts behind the Sector Plan are derived from extensive experiences with suburban shopping centers, such as Wheaton Plaza, and the adaptation of these experiences to the modernization of central business areas. Shopping centers have taken a similar form: a pedestrian walkway or mall in the center of the development, the mall bordered by commercial establishments, mall and stores surrounded by parking, and the whole development ringed by a road system distributing cars to the parking area from a major highway. The mall, in its simplest form, is a pedestrian way connecting commercial establishments and with major "magnets" (department stores) or anchors at each end. Often the parking areas are subdivided into a number of smaller parking fields, all accessible from ring roads and served by an internal circulation system designed to distribute traffic among the several parking areas.

This Plan attempts to apply many of the basic elements found in successful shopping centers such as Wheaton Plaza to the rest of the CBD, including the Marketplace and Metro Center. The Plan proposes: a pedestrian circulation system, a linking of a number of magnets, a series of parking facilities, and an integrated vehicular circulation system which is connected to major arterials. Some of the pedestrian areas, e.g. the underpass connecting the bus terminal with the Metrorail station, are created by separating vehicular and pedestrian circulation. Automobiles are stored in parking lots or parking structures built on the periphery of the area. Other areas, notably much of the Marketplace, integrate pedestrian and vehicular circulation. Streets may be narrowed and parking in the center of the CBD may be limited to ease pedestrian movement. Some parking will continue to exist in the Marketplace area to support the retail uses.

COMMERCIAL LAND USE

The Marketplace

Retail preservation is a central theme of this Plan. The Plan recommends limited redevelopment opportunities in order to preserve the existing character of the Wheaton Marketplace. Several factors contribute to the desirability of maintaining a predominant retail emphasis in the Wheaton CBD.

- The historic role of Wheaton as an important locally oriented retail
 market. For decades, Wheaton has been characterized as a strong and
 diverse retail center. The historic identity of Wheaton is linked to its retail
 activity.
- 2. The continued economic viability of retail businesses in the Wheaton CBD. During a time when some older retail centers in the Metropolitan Area declined, retail activity in the Wheaton Central Business District remained strong. The strength of retailing in Wheaton continues today.
- 3. The success of the commercial revitalization program. The County Department of Housing and Community Development has teamed with many local businesses to improve the physical landscape in the Marketplace area. This program has stimulated significant reinvestment in retail establishments in the Wheaton CBD.

- 4. The presence of a compatible major regional mall adjacent to the CBD.
 The success of Wheaton Plaza further establishes the retail identification of Wheaton. Moreover, as a regional attraction, Wheaton Plaza nicely
 complements the locally oriented and specialty shops of the Marketplace.
- 5. The proximity of the Wheaton CBD to large residential concentrations. The residents of the diverse neighborhoods in the vicinity of the CBD find Wheaton a convenient destination for shopping trips.

The Marketplace is the community's principal trading center offering a great variety of goods and services that cannot be found elsewhere. It is also the entertainment center, offering a variety of fare possible only as long as there are concentrations of people to support it.

The Central Business District of Wheaton is an urban marketplace. It provides a variety of goods and services that cannot be found elsewhere in the eastern part of Montgomery County. The coming of Metro adds another dimension to the Wheaton business area. Urban places are characterized by a land use pattern that is both compact and varied. Such a pattern can be strengthened by encouraging development in which a variety of activities and establishments, including offices, shops, and apartments, can be found within individual buildings or in close proximity to one another.

The Sector Plan hopes to retain and preserve the Wheaton Marketplace. It is a rational attempt to relate various types of commercial uses to the size and type of market to be served and to the land use and traffic implications of various types of commercial activity, both retail and non-retail. The Plan also indicates those land uses which would support and strengthen the commercial base by increasing the magnitude of purchasing power within the trade area. (The trade area is the geographic area from which customers are drawn.) Within the Central Business District area, where land is at a premium and usually very costly, low density uses, such as auto sales lots or drive-in businesses, are not appropriate, whereas retailing, offices, and professional services, doing a high volume of business per square foot, would be most desirable. Likewise, some activities, such as automotive services and drive-in businesses, require direct access and generate fairly high volumes of traffic. These uses can often be located on the fringes of the business area.

The Marketplace consists of the many retail, service, and specialty shops in the Triangle to the east of Georgia Avenue and north of University Boulevard. Prior to 1978, the strength of this Marketplace was being somewhat diminished by the age of most of the stores, physical unattractiveness, and growing traffic congestion in parking areas and on local streets. The 1978 Sector Plan recommended the revitalization and retention of the existing retail area in Wheaton as a major Marketplace in Montgomery County. Since the early '80's, the County's Commercial Revitalization Program has encouraged and reinforced this concept and the retail function in Wheaton. The Wheaton Commercial Revitalization strategy is built upon a private/public partnership aimed at fostering reinvestment in existing buildings, businesses, and public infrastructure. The private sector has been responsible for building renovations and business improvements. The public sector has been responsible for relocating overhead utilities to below ground and streetscaping (beautification) along the "Main Streets" of Georgia Avenue, University Boulevard, and Veirs Mill Road. The public sector has also included in its budget the streets around the

Metro station, due to open in the fall of 1990. This strategy has proven very successful in revitalizing the area. Consequently, both the private and public sector's commitment to the effort has grown over the years.

This Sector Plan recommends that public and private efforts continue to promote the preservation and the retention of the Marketplace within the Wheaton Central Business District. These programs would continue to reinforce the retail and service function in Wheaton. The physical improvements and modernization already begun, should be continued in other parts of the Marketplace. Through public action, the Marketplace should be preserved as low-density retail and service uses.

The biggest single problem facing the existing small retail and service business use in the Wheaton Marketplace will be the escalation of rents in existing buildings subsequent to the arrival of Metro In addition, new projects could replace the existing one- and two-story buildings. The small buildings that are replaced had rents that the existing retail and service businesses can afford. Space in new projects will not be available at comparable rents and small businesses could be priced out of the area.

This Sector Plan recommends two strategies to preserve the development scale and businesses within the Wheaton Marketplace.

 Amend the Montgomery County Zoning Ordinance to establish a Retail Preservation Overlay Zone. (See discussion in the Zoning section of the Plan.)

This overlay zone would require that a minimum floor area in new development be devoted to retail uses. It would stipulate specific bulk and design standards that are more stringent than those in the Central Business District zones.

 Within the Wheaton Central Business District, establish continue efforts to encourage reinvestment in existing businesses.

The County will continue its planned commercial revitalization efforts and may expand the program to new areas of the CBD. The County may explore other means of providing reinvestment incentives for existing businesses.

The Wheaton Lumber Company is located on the edge of the CBD at Blueridge and Grandview Avenues. This sector plan recognizes that the company has provided a needed and valuable service as a building supply store for over 40 years. In keeping with the sector plan's goals and objectives to retain as much of the mix of existing retail and service uses as possible, the Plan recognizes that the Wheaton Lumber Company may need to expand its retail operation to better serve the community. Additional parking may also be required on or near the current site. The provision of additional parking by special exception is preferable to an expansion of commercial zoning.

Wheaton Plaza and Other Commercial Areas

Wheaton Plaza, at some point in time, plans to add a fourth department store to the three existing at the shopping center. This store will probably be constructed on the Veirs Mill Road side of the Plaza. The Transportation section of this Plan recommends road improvements that would accommodate traffic generated by a future addition to the Plaza. The Sector Plan also recommends the development of a physical linkage between the two main retail attractions in Wheaton: the Plaza and Marketplace. The Plan recommends new office and retail development between the Plaza ring road and the Veirs Mill Road frontage to help establish a physical linkage between the two areas.

There are a number of automotive storage uses located south of Prichard Road on Georgia Avenue. As redevelopment occurs, the Sector Plan recommends that this area should be developed with housing, which would be more compatible with a Metro-oriented central business district.

Commercial establishments north of University Boulevard on the east side of Amherst Avenue help to satisfy needs for local convenience stores. This retail area should continue to service the surrounding residential neighborhood.

MIXED-LAND USE

Integral to the land use concepts recommended in this Plan is the creation of a major activity core at the transit station site and the development of a number of linkages between it, the retail "Marketplace" in the Wheaton Triangle, and Wheaton Plaza.

The Plan recommends a mixed-use development – residential/office/retail – on and around the Metro station, between Reedie Drive and Prichard Road. This development could take place on air rights over the Metro entrance and kiss-and-ride facility, and on adjacent private property. Residential and office development would benefit from the excellent transportation network and the convenience of the adjacent shopping and services. The Marketplace and Wheaton Plaza would benefit from the purchasing power of the residences and office workers. In addition, the integrated planning and development of the Metro transit facility and multi-use development provide an opportunity to improve mobility, increase Metro ridership, diminish negative environmental impacts, reduce traffic congestion, and increase the diversity of employment opportunities and services in the Wheaton area.

An area adjacent to the Metro station, west of Amherst Avenue, is recommended for new residential development. Metro will increase the ease of access from Wheaton to employment centers throughout the Washington region. The proposed transportation improvements and the convenient shopping and service already in place make the Wheaton area particularly suitable for a variety of housing types. In order to take advantage of Metro and encourage increased ridership on the system, residential mixed-use development should be encouraged in the vicinity, particularly in the parcel south of Reedie Drive, west of Amherst Avenue.

Future residential development on this site must be sensitive to the existing residential communities lying to the east. The western frontage on Amherst Avenue should develop at a scale and sensitivity that is compatible with the existing single-family houses. The Plan recommends that the frontage of Amherst Avenue be developed with townhouses at a height not to exceed 35 feet. Higher density apartments could be built behind these townhouses. Density and height would increase as the development "stepped up" to Georgia Avenue. (See Urban Design and Zoning section.)

The Plan anticipates that, over the next ten years, new development around the Metro station will occur on the east side of Georgia Avenue. The future development of "air rights" over the bus terminal on the west side of Georgia Avenue will most likely take place beyond this time frame. When the Red Line is extended to Glenmont, there will be less bus activity at the Wheaton station, since it will no longer function as a terminal. This would provide the opportunity to temporarily relocate the buses while a building was being constructed over the bus bays. The Plan supports future air-rights development at this location.

New commercial and service uses within mixed-use projects should also be encouraged. Such development would complement the existing retail area and service local residents and workers.

OFFICE LAND USE

In addition to new office development within the Metro Center, office development is recommended north of Blueridge Avenue, on the northern frontage of University Boulevard between East Avenue and Valleyview Avenue, and on the east side of Amherst Avenue south of University Boulevard.

The northern frontage of Blueridge Avenue contains a number of office buildings. These are occupied largely by professional services such as architects, engineers, attorneys, insurance companies, and banks. These functions are peripheral to the Wheaton business area and in close proximity to existing single- and multi-family residential development. Any future office development in the same area which abuts either single- or multi-family residential areas should be restricted to a height limit of 30 to 40 feet. These offices should serve as a transition between the residential areas to the north and the Central Business District south of Blueridge Avenue.

The Plan indicates office use for the University Boulevard frontage between East Avenue and Valleyview Avenue. The remaining residential structures front on a major artery with associated traffic noise and air pollution. The residential sensitivity of these problems is indicated by the deterioration of a number of the homes. The conversion of these houses to offices would tend to stabilize this frontage area and provide a buffer to the existing single-family community to the north. Future development should be similar in scale to the existing conversions that have taken place in the block between East Avenue and Valleyview Avenue. This type of development is also recommended on Amherst Drive adjacent to the Central Business District.

RESIDENTIAL LAND USE

This Sector Plan attempts to build upon the existing retail advantages and the potential of the Metro transit station in Wheaton. In attempting to capitalize on these assets, the Plan recommends the development of a strong supporting population base. A variety of housing types in close proximity to the Central Business District and the Metro station would meet the needs of the residential housing market, would provide built-in purchasing power for the local retail Marketplace, would provide for an increase in the potential ridership on the Glenmont Transit Route, and should not contribute to the demand for commuter parking in the station area since it would be within walking or short bus-ride distance.

The future development of various types of housing (single-family detached, townhouses, garden apartments, condominiums, etc.) to keep up with residential demand will be determined by a large number of interrelated factors. Land availability, price, zoning and building regulations, the cost of money, energy costs, material costs, access to transportation, utilities, municipal services, the level of taxes, and nearness to shopping and other community facilities are all important factors which will influence the nature of residential construction.

Traditional zoning has tended to create a distinct compartmentalization based on the concept that the introduction of any two distinct types of residential uses into a given area creates conflict. Newer zones encourage a diversity of housing types, including various necessary services as an integral part of the development. This serves to avoid areawide segregation of people by age, family composition, and income. Under this concept, the fear of adverse effects upon property values usually associated with multi-family development would simply become irrelevant, since such development would be a designed part of the community to begin with. An ideal neighborhood would include an appropriate range of housing types designed to serve a well-balanced population structure. The use of the Planned Development concept is a major attempt to achieve this goal.

The 1978 Sector Plan recommended Planned Development zoning for a number of the smaller "in-fill" sites surrounding the Central Business District. Many of these projects have been built as a mixture of single-family detached and attached units. This Sector Plan also recommends the use of the residential Planned Development zoning in Wheaton.

The proposed residential areas are identified by the range of their densities in terms of dwelling units (DU's) per acre of land. For the purposes of this Plan, residential densities are categorized as follows:

Residential Area	Density Range
Low Density	3 - 6 DU/acre
Medium Density	9 - 13 DU/acre
Medium/High Density	15 - 22 DU/acre
High Density	Over 22 DU/acre

The proposed density for single-family residences remains at 3 to 6 dwelling units per acre. This is the existing density range in the single-family areas adjacent to the business district. The medium density of 9 to 13 dwelling units per acre, as proposed by the Sector Plan, would encourage the construction of various types of single-family detached and townhouse uses. The medium/high density range of 15 to 22 dwelling units per acre would encourage the development of a mixture of housing types such as townhouses and garden apartments. Higher density development is recommended closer to the business district and the Metro station. Lower density development is recommended adjacent to existing single-family areas.

The sector plan recommends residential development for the site of the WTOP transmitter. The broadcast station and its transmitter were established on this site approximately 50 years ago, long before Wheaton became a thriving community. Residential land use for these 13 acres would be more compatible with the surrounding community. It would be in the best interests of the

Wheaton area if Montgomery County government, the Planning Commission, and WTOP officials would cooperate to find a more suitable location for WTOP and its transmitter facilities.

The sector plan also recommends the future redevelopment of the commercially zoned properties on the block bounded by Georgia Avenue, Prichard Road, Amherst Avenue, and Windham Lane for housing. Any future change in the zoning of these properties must have sufficient incentives to encourage their redevelopment with residential uses more compatible with a Metro-oriented central business district.

The single-family areas to the north and west of the Central Business District are stable residential areas which have shown some signs of deterioration due, in part, to speculation about commercial rezoning. It is recommended that the existing single-family character of these areas be reaffirmed.

Many dwelling units in Wheaton are occupied by elderly residents. While there are no existing facilities specifically for elderly or infirm residents in the Sector Plan Area, seven existing or proposed housing facilities for these residents are located in close proximity to Wheaton. Many of the vacant or underdeveloped parcels in Wheaton could accommodate housing or other facilities for the elderly or the infirm.

Mixed generational housing should be encouraged. To the extent that housing for the elderly is included, the following guidelines should be observed insofar as they are practical:

- Sites should be within easy access of transportation.
- Sites should be located near or have easy access to shopping, service, and recreational facilities.
- Sites should not be cut off from needed services by major traffic arteries.

URBAN DESIGN GUIDELINES

The urban design objectives and guidelines are provided to promote a coherent and well integrated physical environment, enhance the livability and attractiveness, and retain the sense of the Marketplace in Wheaton. A number of these objectives reflect the County's commercial revitalization program, which has stimulated significant reinvestment in retail establishments. This program consists of building renovations, facade easements, and the Wheaton streetscape, which helps to unify and integrate the built environment. These guidelines apply to new development and the renovation of existing buildings. They consist of a hierarchy of circulation elements, recommendations on the massing and scale of future development, and recommendations for open space including a promenade, plazas, and parks. This Plan recommends guidelines that:

Encourage renovation of existing buildings to promote the Marketplace theme

The renovation of existing buildings should retain and promote an animated pedestrian-oriented setting. The physical environment will consist of diverse building forms that are unified by an attractive, modular streetscape.

Improve the visual quality of the Wheaton CBD

The "greening" of Wheaton can be achieved by providing more trees and landscaping in streets, boulevards, plazas, and parks.

Provide for diversity

Diversity in terms of the architecture will add to the interest and vitality of the urban fabric.

Enhance the "human scale" of the CBD

A human scale of the environment can be developed through the architecture of the buildings and the design of the streets and public spaces. The development scale of the Marketplace should be preserved. New development should be compatible in scale and massing.

Encourage pedestrian circulation

This can be accomplished through the development of a safe, convenient, and comfortable pedestrian system that creates vitality and interest in the area. Plazas and open spaces offer the opportunity for social interaction and should be provided. These open spaces must be intentional and defined, not merely residual spaces left by buildings. Building entrances should open onto the street or other public space. Retail should be provided at the ground level of commercial streets to achieve urban vitality. In the long-term, new grade-separated pedestrian walkways may become desirable at key linkages across Georgia Avenue, University Boulevard or Veirs Mill Road.

The Wheaton transit center will produce much pedestrian activity within the CBD. High quality, direct pedestrian access is essential to maximize use of the transit system. Site plans (including overlay district compliance plans) should consider improvements to ease pedestrian access to the transit system. For example, these plans could require bus passenger amenities (shelters, benches, lighting of bus facilities) and orient building entrances toward roadways served by bus routes.

Protect the existing residential communities

The character and scale of existing low density residential communities must be protected.

Create a transition in densities and massing

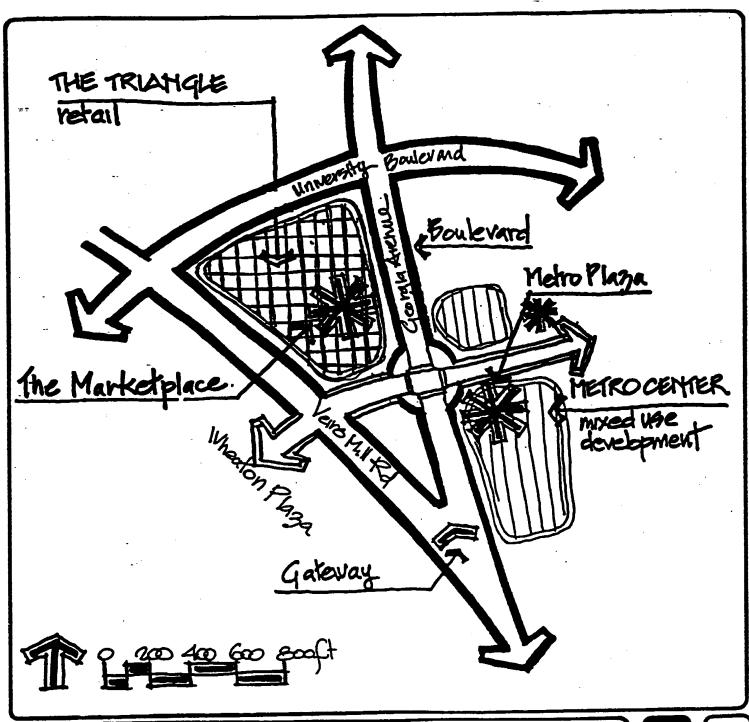
It is important to create adequate transition in densities and massing so that new development is sensitive to existing buildings.

Strive for excellence in design

Attractive buildings enhance the quality of the environment. It is important to provide for diversity and variation in the design of the various projects, whether it is new development or the modernization of existing buildings.

Provide for an open space system

Public policy and private development should provide open spaces that cater to diverse activities and provide for the needs of existing and future populations.



THE URBAN DESIGN CONCEPT PLAN



Public Open Space











The Pedestrian Network

A major objective of this Plan is to create a unified and aesthetically pleasing series of pedestrian ways that could make walking through the CBD enjoyable. The Plan proposes a continuous pedestrian network, consisting of streets and boulevards, a promenade, plazas, and open spaces that link together all the major activities in the Wheaton CBD. The proposed pedestrian system consists primarily of a continuous sidewalk system. It also includes a tunnel under Georgia Avenue, a bridge over Veirs Mill Road, a pedestrian district, and plazas, greenways, and open spaces which encourage pedestrian movement.

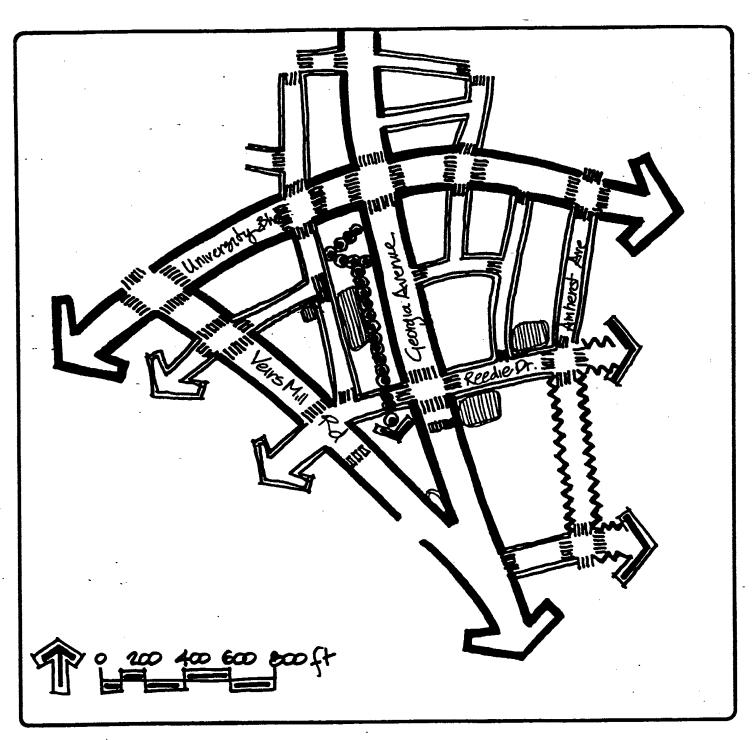
The Wheaton Central Business District falls under the Wheaton Streetscape, which consists of paving, street trees, lighting, and street furniture. The paving pattern is modular, thus providing for flexibility in the sidewalk width. The Department of Housing and Community Development, which sponsors the program, feels that that "the diverse collection of architectural styles found in buildings are unified by the Wheaton Streetscape which introduced a clearer sense of time, place, and scale through distinctive lighting and landscaping and its modular paving system. The modular pattern of the sidewalk paving system establishes rhythm and order, an important concept employed in the Art Moderne Style to regain a sense of place in a rapidly changing world". Minimum sidewalk widths are set in the streetscape guidelines. Some areas, mainly north of University Boulevard, have already been successfully improved.

The three major roads in Wheaton are Georgia Avenue, University Boulevard, and Veirs Mill Road. Wide sidewalks on these roads would form the backbone of the pedestrian system. The Plan proposes a unifying boulevard treatment. In addition, attractive paving and landscaping should be provided along the boulevards, with convenient street crossings. The major north-south pedestrian spine should be developed along both sides of Georgia Avenue, linking mixed use development at the Metro station with the retail uses on the west and north. Convenient at-grade street crossings as well as a tunnel to the station mezzanine will provide for the pedestrian connections across Georgia Avenue. University Boulevard, Reedie Drive, and Ennalls Avenue are the major east-west pedestrian walkways. On these streets an environment conducive to pedestrians is encouraged through the provision of wider sidewalks, landscaping, street furniture, and, where appropriate, street narrowing.

<u>The Boulevards</u> – Georgia Avenue, Veirs Mill Road, and University Boulevard

The three major arterial roads are proposed as "Urban Boulevards" in terms of the street design. These roads have a high volume of traffic and a high potential for pedestrian/vehicular conflict. Given the narrow sidewalk in the public right of way, the Plan encourages setting new buildings back from the property line to allow for a wider sidewalk. The provision of street trees is encouraged to achieve an attractive boulevard setting. New projects, mainly along Georgia Avenue and Veirs Mill Road, are encouraged to provide a defined street wall with retail at ground level and parking at the rear.

With the opening of the Metro station at the southeast quadrant of Georgia Avenue and Reedie Drive, Georgia Avenue may become the "Main Street" of Wheaton. As such, it should become more pedestrian friendly. Along the west



THE PEDESTRIAN NETWORK

Boulevard

WHEATON

— Commercial Street IIIIIII Atgrade attret crossing M Residential Street IIIII Grade Separated crossing Redestron Way Public Open Space











side, sidewalk improvements are planned within the public right-of-way. The existing building setback, which in most cases is over 40 feet, is currently used for off-street parking. There is an opportunity to improve the pedestrian environment while retaining some off-street parking. Parking layout could be modified to accommodate a wider sidewalk in front of the stores. Street trees could then be planted along both parallel sidewalks. Attractive paving throughout the area will enhance the visual quality and will provide for a pedestrian oriented environment.

Reedie Drive

Reedie Drive provides an east-west connection from Wheaton Plaza, through the "Marketplace" and bus terminal, to the Metro Plaza and the residential communities to the east. Reedie Drive also connects to major open space nodes: Metro Plaza, which will be a paved and landscaped urban plaza; "The Promenade," a green pedestrian walkway, could be developed as part of the Metro Center parcel; and Wheaton Veterans Park, an urban park at the corner of Reedie Drive, Fern Street, and Amherst Avenue.

The 1978 Sector Plan envisioned a major pedestrian walkway running east-west along Reedie Drive, anchored by Wheaton Plaza on the west and by the Metro station facilities on the east. Georgia Avenue follows a ridge through the business district to a high point north of University Boulevard. Veirs Mill Road follows a depression between Georgia Avenue and Wheaton Plaza, rising to a high point at its intersection with University Boulevard. This pedestrian walkway should take maximum advantage of this topography to separate vehicles from pedestrians.

The Wheaton Metro Station Plan includes a tunnel under Georgia Avenue at Reedie Drive to provide direct access to the Metro station mezzanine from the Metro surface facilities east and west of Georgia Avenue. While this 24-foot-wide passage is designed primarily to provide access to the Wheaton station, it also provides the opportunity for pedestrian flow east-west across Georgia Avenue without pedestrian vehicular conflicts. The actual tunnel is of minimum length; the approaches return to sidewalk grade approximately mid-block along Reedie Drive, between Georgia Avenue and Fern Street on the east and Georgia Avenue and Veirs Mill Road on the west.

The existing topography west of Georgia Avenue along Reedie Drive, which is falling away to Veirs Mill Road and then rising to Wheaton Plaza, provides the opportunity to develop a grade separated pedestrian link above Veirs Mill Road. This linkage could connect directly to the mall level of Wheaton Plaza from the Veirs Mill Road bus terminal. This pedestrian walkway would complete the walking and access link between Wheaton Plaza, the Marketplace, the Metro Center, the Wheaton Veterans Park, and the residential communities east of Amherst Avenue.

The first stage of this pedestrian link will be completed with the construction of the Metro garage in Wheaton Plaza. Plans include a grade separated pedestrian walkway from the garage, over Veirs Mill Road to the Metro bus terminal. A second stage would be the future construction of a pedestrian bridge from the garage to Wheaton Plaza.

Other Streets

The commercial streets should be improved for better pedestrian circulation, be more attractive, and provide opportunities for strolling and outdoor sitting. The street right-of-way is usually about 80 feet, with roadway paving consisting of two lanes of traffic and two lanes of parking. In most of the commercial streets – Reedie Drive, Grandview Avenue, Ennalls Avenue, (west of Grandview Avenue), Amherst Avenue, and Blueridge Avenue – the parking width should be retained except for the use of flares to ease pedestrian crossings. However, some streets – Price Avenue, Fern Street, Ennalls Avenue (east of Grandview Avenue), and Elkin Street – have little through traffic and therefore provide an opportunity for improved pedestrian circulation. For example, the County might increase the pedestrian space by reducing the width of the roadway and increasing the width of the sidewalk. Restaurants in that area will benefit from the additional space that could be devoted to outdoor seating areas.

A pedestrian walkway is also proposed along Triangle Lane. This pedestrianway, a major component of the pedestrian system, would be constructed from Reedie Drive to Ennalls Avenue and would provide direct pedestrian access from the east-west pedestrian walkway north to University Boulevard. The pedestrianway would be attractively paved and landscaped and include benches, kiosks, and other design features.

The Plan envisions pedestrian walkways running east-west along University Boulevard and Ennalls Avenue. This would provide comfortable pedestrian access to the businesses along University Boulevard, the commercial area to the north. These walkways would be linked to the major pedestrian ways along Reedie Drive and Wheaton Plaza to the west by Triangle Lane. This secondary spine could be developed by utilizing and expanding the existing sidewalk systems.

The Metro Center Promenade

A green promenade is recommended internal to the Metro Center parcel, linking the residential areas on the south and east through Metro Center to the Metro entrance on Reedie Drive, the Marketplace and Wheaton Plaza. The promenade will serve both the existing and future population in the area. It would be developed as part of a mixed-use development on this block.

The Places

The Marketplace

The heart of Wheaton's Marketplace is a triangular area formed by the intersecting geometry of Georgia Avenue, University Boulevard and Veirs Mill Road. Its central location, active business environment, and well-defined arrangement of buildings and parking offer a unique opportunity to create a well-integrated retail center. The Marketplace, the area that is bounded by the three boulevards, will receive pedestrian emphasis. The County-sponsored streetscape program will enhance the Boulevards and include streetscaping on a portion of Grandview Avenue. Other improvements are needed in the center of this area. For example, the provision of attractive paving, landscaping, lighting, and street furniture will further enhance the pedestrian environment. The stores and services have the potential of promoting a vibrant activity center.

Any increase in shoppers will generate additional demand for short term parking in the Marketplace. The area suffers from a lack of short-term customer parking, a limited and inconvenient pedestrian environment, obscured access, poor visibility from major arterials, and a somewhat confusing interior circulation pattern. Compounding these problems is the unattractive visual environment: overhead utilities, parking areas without landscaping, cluttered business signage, and poor vehicular and pedestrian signage. These problems need special attention. Recognizing ongoing efforts by the County to work with the local business community to revitalize downtown, the Plan recommends developing a specific strategy to address the problems identified above. This strategy should be formulated through joint efforts of the County Government and the business community.

Improvements to this area may include a broad range of possibilities, such as creating open space for "people watching," festivals, book markets, and other community activities. One way of meeting future pedestrian and parking demand may be by replacing the existing surface parking on Parking Lot 13 with underground structured parking. There may be an opportunity to use a portion of the structure for a central open space – a "Marketplace square." Given the sloping topography, two levels of underground parking may be provided.

Metro Center

This parcel is bounded by Prichard Road, Georgia Avenue, Reedie Drive, and Amherst Avenue. A major mixed-use high-rise project will be developed in this area. It is important that new development relate to the scale of the surrounding area. Since most of the existing development consists of buildings that are one to three stories high, the new development should provide for transition in heights with the tallest structures toward Georgia Avenue and around the Metro station.

The Plan recommends that along Georgia Avenue street trees be provided and the buildings be configured to help define the boulevard. Retail and service uses should be provided at the ground level. An open urban plaza is recommended at the Metro station to function as a major node for activities generated by the Metro entrance, the retail, and the central location. The Plan encourages retail uses along the Georgia Avenue frontage, including at the edge of the urban plaza. Planting and trees would be provided consistent with the objective of "greening" Wheaton.

The low density residential character along Amherst Avenue should be retained. Building heights along the street should not exceed 35 feet within the first 75 feet as measured along the Amherst Avenue property line. Setbacks from the street right-of-way should be compatible with the existing development on the east side.

The Plan recommends that an attractive, open space be developed in the "Metro Center" parcel. It could provide an additional pedestrian linkage to Metro and serve the passive recreational needs of the community: walking and strolling, sitting areas, and play areas for children.

THE ZONING PLAN

In order to preserve existing business and structures in the Wheaton Marketplace, this Sector Plan recommends that the County Council amend the zoning ordinance to establish a "Retail Preservation Overlay Zone."

An overlay zone is a mapped zone that imposes a set of requirements or restrictions in addition to those of the underlying zoning district. In an area where an overlay zone is established, property is placed simultaneously in the two zones and the land may be developed only under the conditions and requirements of both zones. Overlay zones typically are applied where there is a special public interest in a geographic area that does not coincide with the underlying base zone. The proposed overlay zone is more restrictive than the underlying CBD Zone. It would be applied to specific areas of central business districts where it is determined that more restrictive development controls are needed to retain existing retail use and service.

The proposed "Retail Preservation Overlay" would:

- not permit the optional method of development, regardless of assemblage or parcel size;
- require that any new building over one story devote part of the first floor to retail uses:
- require site plan review for all new buildings;
- require that all retail uses in new buildings be directly accessible from a sidewalk, plaza, or other exterior public space; and
- restrict blank walls and facades at street level.

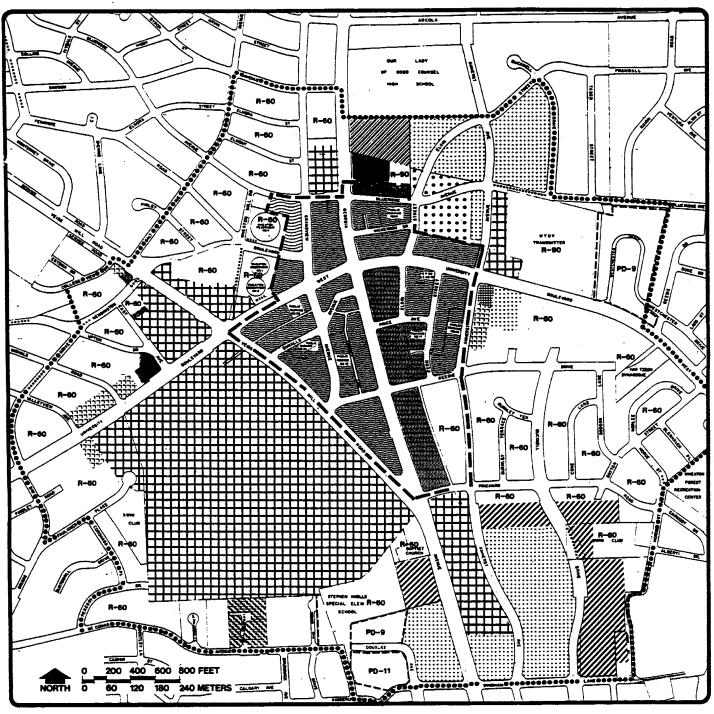
The Retail Preservation Overlay provides a clear policy to guide future land use in the Wheaton Marketplace subsequent to the opening of Metro and will help to achieve one of the major goals and objectives of this Sector Plan.

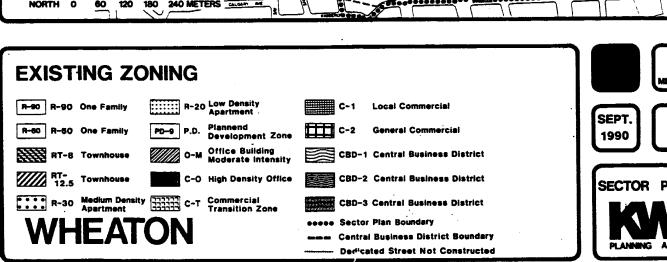
It is standard practice in all master plans adopted in Montgomery County since 1971 to designate a base "Euclidean" zone for every parcel and to indicate for some parcels an appropriate floating zone, which allows somewhat different development and sets a higher limit on the intensity of development than the base zone. Euclidean zones contain rigid requirements such as lot size, setbacks, and height limits. Except when developed under the cluster option, the entire land area will be divided into approximately equal size lots.

Euclidean zones may be applied to an entire area by the County Council in a comprehensive rezoning following a master plan study. Piecemeal requests for Euclidean rezonings may be granted only upon a showing that there has been a change in the character of the neighborhood since the last comprehensive rezoning or there was a mistake in that comprehensive rezoning.

Floating zones have more flexible development standards, but they may be approved by County Council only upon a finding that the development will be compatible with surrounding land uses and is in accord with the purpose clause of the zone. In all floating zones, development can only occur in accordance with a detailed site plan approved by the Planning Board.

The practice of following a master plan with a comprehensive rezoning through a sectional map amendment is a safeguard against piecemeal Euclidean





rezonings. The comprehensive rezoning establishes the base against which "change or mistake" will be measured. Since the comprehensive rezoning conforms to the master plan, and floating zones cannot be considered changes in the character of the neighborhood, there is a strong safeguard against future Euclidean rezoning. This is an important element in assuring the stability of the area.

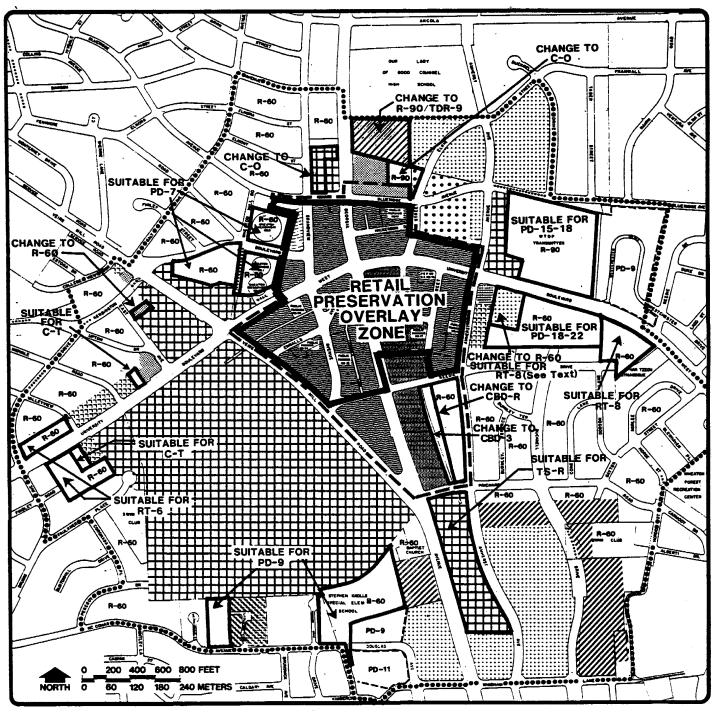
The base zones within the Wheaton Central Business District are the Central Business District Zones (CBD-1, CBD-2, and CBD-3) which were applied by sectional map amendment following the adoption of the 1978 Sector Plan. These zones, the proposed Retail Preservation Overlay, and others contained in the zoning ordinance and used in this Plan, are intended to implement the recommendations of the Sector Plan by regulating private land development activities.

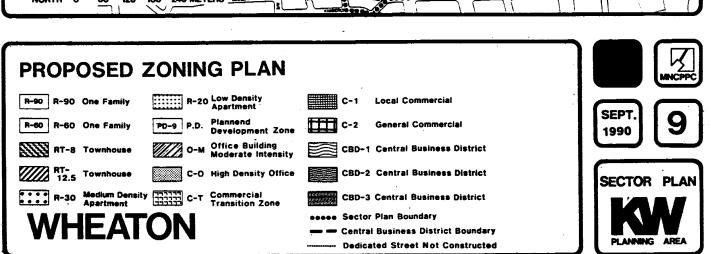
The zoning proposed in this Plan ought to be subject to review within the same time limits as the other elements of the Plan, namely, a period of ten years or when events dictate. Such a review would have several advantages, chief among them the opportunity to measure actual experience with the Retail Preservation Overlay Zone after the opening of Metro, and the relationship of the overlay's development controls to the scale and bulk of new buildings and modernizations, and the actual retention of existing retail uses and services. A periodic review should also evaluate the progress of new development in regard to the Sector Plan's development program and mix of uses. Areas could be removed or added to the overlay district prior to the 10-year re-evaluation of the Sector Plan by amending sections of the Plan, as experience dictates.

Within the context of this Plan, both designations of appropriate land uses and designations of densities, consistent with the densities allowable under the proposed zoning, are given. Figure 9 shows the zoning proposed for the Wheaton Sector Plan area. It is proposed that the existing single-family zoning in the Sector Plan area outside the Central Business District be reaffirmed as it presently exists, with the exception of the areas discussed in this Chapter. The proposed Zoning Plan:

- Retains the existing base CBD zoning in the retail Marketplace (north and south of University Boulevard) and proposes a new "Retail Preservation Overlay District" (see Figure 9).
- Designates the Metro Center parcel a combination of CBD-R and CBD-3 zoning. The total parcel of land should be developed as a unified optional method project. The existing public alley on the site would have to be abandoned prior to the approval of subdivision plan. The height, scale and bulk of the proposed project must be compatible with the existing residential communities to the east and south of the site. The land immediately west of Amherst Avenue is most appropriate for development of residential uses in the CBD-R Zone. A townhouse frontage along Amherst Avenue with a maximum height of 35 feet should be provided on this portion of the site to ensure compatibility with the adjacent single-family community. The 35-foot height limit should apply for a distance of 75 feet as measured from the property line.
- Retains the CBD-3 zoning for the parcel north of Reedie Drive between Georgia Avenue and Fern Street. This Plan encourages inclusion of a substantial residential component and street-level retail should this

- property redevelop. In addition, this Plan encourages retention of a supermarket to serve nearby residents on this parcel or elsewhere in the CBD.
- Retains CBD-1 zoning along the Central Business District boundary which abuts single-family residential areas.
- Retains the general commercial C-2 Zone on Wheaton Plaza and on other properties where it currently exists.
- Recommends TS-R zoning on the automotive and storage uses on Georgia Avenue south of Prichard Road. This commercially zoned area is suitable for future development in the TS-R Zone to encourage their future redevelopment with residential uses more compatible with a Metro-oriented central business district.
- Changes C-2 zoning north of Blueridge Avenue and east of Grandview Avenue to C-O zoning.
- Changes the Metro owned property south of Good Counsel High School from O-M zoning to R-90/TDR-9 zoning.
- Recommends C-T zoning (low-intensity office development) for the northern frontages of University Boulevard between East Avenue and Valleyview Avenue, and the south frontage of University Boulevard adjacent to Wheaton Plaza on those parcels where this zoning does not currently exist. A number of single-family structures along University Boulevard have already been converted to nonresidential uses. While some of the existing houses are large enough to lend themselves to office conversion, a number of properties would be better developed as new low-intensity office development. New development should be limited to existing lots and should be discouraged on assemblages of more than one lot. Conversion, where appropriate, and low-intensity new development are encouraged to buffer existing single-family residences from adverse effects associated with major traffic arteries.
- Recommends C-T zoning on two properties on University Boulevard adjacent to Wheaton Plaza. (One of these properties was rezoned to the C-T Zone in November 1989.)
 - As in the 1978 Plan, this Sector Plan recommends the use of Townhouse and Planned Development zoning. This zoning would encourage the development of a variety of housing types on individual parcels. Higher density development should be sited closer to the Metro station, to the business district, and to major roads. Lower density development (primarily single-family homes) would be developed adjacent to existing single-family areas. The Zoning Plan recommends:
- PD-15 to -18 zoning on the WTOP parcel.
- PD-18 to -22 zoning on the 6-acre property on the south side of University Boulevard. Two lots to the west of this property are zoned R-20 but contain a single-family house on each lot. The Plan recommends that they be zoned R-60 and designated in the Plan as suitable for townhouses in the RT-8 Zone. If the 2 lots are combined with the adjacent 6-acre tract, they would be suitable for PD 18-22 zoning. Additional vacant parcels currently zoned R-60 could be assembled and would also be suitable for PD 18-22 zoning.





- RT-8 and RT-6 zoning on a number of parcels along University Boulevard.
 The Plan also recommends RT-6 zoning for the residential properties
 fronting on University Boulevard between Valleyview Avenue and Hillsdale
 Drive, if they are assembled.
- PD-7 zoning on the WSSC water storage tanks (if they are no longer needed some time in the future).

The Zoning Plan indicates the recommended Planned Development density category. The Sectional Map Amendment, to be filed in conjunction with this Sector Plan, will indicate and reconfirm the existing base zoning. The owners of the individual properties would then apply for the Planned Development Zone recommended by the Sector Plan. Each application could then be reviewed in relation to such criteria as proximity to Metro, variety of housing types contained, compatibility with existing communities, and development experienced in the Sector Plan area subsequent to the adoption of the Plan.

ZONING AND DEVELOPMENT

The staging and management of future growth is a process that is simple in concept and difficult in practice. The fundamental objective is to maintain an acceptable balance over time between private development and public facilities. The staging process by which this balance is achieved is sometimes perceived as speeding up the provision of public facilities while slowing down the private development. It can, however, have a major effect on a variety of public policies, such as housing policy and housing prices, economic development policies, land use policies, and the perceived quality of life. Achieving the desired balance in a dynamic economy is extremely difficult.

Staging depends on maintaining an equilibrium between the supply of public facilities and the demands created by private development. The capacities of the road network and transit system, of the water and sewage systems, and of the quality of other public facilities impose physical limitations on the size, density, and amount of new building that can be accommodated. Economic constraints come from the nature of the market demand for housing, commercial activities, office space, and other types of activities, both absolutely and for the Wheaton Central Business District in competition with other centers of activity in the Washington Metropolitan Area.

Wheaton has many advantages which will influence pressures for new development and redevelopment. Wheaton is very accessible because of its position at the confluence of several major roads linking it with other suburban locations. It is astride a major and historically important cross-country arterial – University Boulevard – providing linkage westward to Kensington and Chevy Chase and eastward to Prince George's County. It is convenient to Kensington and Chevy Chase and eastward to Prince George's County. It is convenient to the Beltway, providing ready access to other parts of the Metropolitan Area. Wheaton has a sizable area of influence in terms of retail trade and work place attraction, extending north to Aspen Hill and south into the District of Columbia. With the coming of Metro rail transit, Wheaton will be linked directly with Silver Spring and downtown Washington, adding a new dimension for the future.

The development projections contained in this Sector Plan are a measure of the capacity of an area – in this case the Wheaton Central Business District and Vicinity – to accommodate development based upon various constraints. The

constraints reflect the area's ability to contain or handle traffic generated by activities within the area in combination with Metro traffic and through traffic. It should also be noted that the size of the development projections can be modified by increasing the capacity of the systems on which it is measured – for example, by building new links in the transportation system or reducing the output of pollutants by fixed sources.

A second factor in establishing development projections involves making a judgment about how much growth is likely or should occur. Since development is largely the result of private investment and construction, and since land is privately owned by many separate owners, it cannot be assumed that every piece of land will be developed to the full limit of the zoning envelope. Some parcels will be only partially developed, some may not be developed at all. Existing low density uses may be quite profitable, and their owners may have no interest in redevelopment. Other parcels have new structures which are unlikely to be replaced for 30 or 40 years. In other cases, assembly of enough contiguous parcels of land for a substantial building will not be possible. Much of the land within a mature area like Wheaton might not actually be subject to redevelopment pressures.

In a developed area such as Wheaton, the many existing conditions, both natural and man-made, limit options for development. The location and character of existing residential, commercial, and public lands become fixed guide-points; the majority of them are not subject to major change. As a result, the available options for those areas are limited in scope to such improvements as landscaping and other changes to existing physical appearance. Similarly, the location of major roads and highways and the established locations for Metro and its related station facilities preclude certain options.

A key factor in developing a realistic development projection for the next ten years is the land presently committed to existing development, which will preclude much redevelopment in the foreseeable future. These areas will undoubtedly be influenced by public policy and this Plan's objective of preserving the scale and use of existing buildings in the Wheaton Marketplace.

The Plan recognizes that other factors will affect the timing and location of development and redevelopment in Wheaton. Because of the ownership patterns, age of structure, financing of existing development, profitability or unprofitability of existing businesses, the general economic and market climate, and other considerations, it is unrealistic to attempt to predict with certainty the exact location and configuration of new development. Obviously, some of the vacant land will remain vacant; obviously, there will be redevelopment interest in properties already occupied by buildings. The basic development envelope represents, however, a realistic measure of the ability of Wheaton to meet market absorption and market potential within the Sector Plan period and within the constraints and opportunities discussed in this Plan.

The land use framework of the Wheaton Sector Plan gives guidance to what uses should be located at what locations. Zoning implements these land use recommendations and also determines the magnitude of development. Transportation capacity and public policy will limit the amount of development that is appropriate. The following development projections were determined by the improvements recommended to the transportation system and the adoption of a Retail Preservation Overlay Zone for the Wheaton Marketplace. (See

Transportation section and Appendices A, B, and C.) The Plan does not encourage or recommend the redevelopment of the Marketplace.

- First priority should be the development of "Metro Center," which includes
 the block bounded by Georgia Avenue, Reedie Drive, Amherst Avenue,
 and Prichard Road. It also includes the Safeway Site on the north side of
 Reedie Drive. This development could contain 800+ residential units,
 400,000 square feet of office, and 70,000 square feet of retail. Parking for
 approximately 2,000 cars would be provided on site.
- The development projections also include a fourth department store in Wheaton Plaza, mixed-use development on a number of parcels within the Central Business District and on the western frontage of Veirs Mill Road, and "infill" residential development on the remaining vacant parcels within the Sector Plan boundary but outside the Central Business District. The development program includes 550+ residential units, 250,000 square feet of retail within Wheaton Plaza, and 270,000 square feet of mixed-use development (240,000 square feet of office and 30,000 square feet of retail).

The first priority area (Metro Center) should develop as a joint venture between the owners of the Jones Property and Metro. (The kiss-and-ride is located at the north end of the Metro Center block.) Accordingly, methods to secure the transportation capacity necessary to achieve timely development of this priority area should be considered within the context of the County's Annual Growth Policy.

TRANSPORTATION PLAN

TRANSPORTATION OBJECTIVES

Improve Wheaton's accessibility to the rest of the County and the region by extending the operation of the Metrorail system and by maintaining and improving other forms of transit and the street and highway system, while preserving and enhancing the area's livability.

- Develop Wheaton as a transportation center through the construction and operation of a Metrorail station as a temporary terminal of the Glenmont 'B' Route of the Red Line.
- Work with other area jurisdictions to obtain funding to complete the Red Line to Glenmont.
- Support transportation improvements that improve the flow of traffic to, within, and through Wheaton.
- Develop an integrated transportation system where each mode, and the system as a whole, is both efficient and practical.
- Develop new transportation programs that better utilize the existing transportation system.
- Recognize that parking is an important element in the transportation system which supports businesses and ensures that the parking district has adequate parking.
- Encourage the use of bicycles and other alternative modes of transportation for general access into and within Wheaton by improving the pleasure and safety of the transportation system.
- Encourage development of public and private walkways for pedestrian movement.
- Separate bikeways and pedestrianways from the motorized vehicular system, whenever it is both practical and possible.
- Protect residential neighborhoods from auto and truck through traffic and commuter parking.

A basic goal of the Sector Plan is to provide a balanced and coordinated network of transportation facilities which provide safe and efficient mobility within the community and increased accessibility to regional activity centers. In order to achieve this goal, a transportation plan has been developed which details recommendations for each element of the CBD transportation system: public transportation, pedestrians and bicycles, parking facilities, and the highway system. The transportation plan addresses system needs for each of the projected development stages.

The transportation plan proposes improvements which would increase the capacity of the transportation system. These improvements, such as the establishment of a Transportation Management Association, which would apply incentives to reduce the number of single-occupant vehicles within its

Table 3

IDENTIFICATION OF MASTER PLAN STRATEGIES FOR IMPROVED TRANSPORTATION IN THE WHEATON CBD

		Comi	Components of Travel Through, To, From, and Within the Wheaton CBD	, From, and Within the Wh	seaton CBD	-
			Predominant Mean	Predominant Means of Travel for the Trip		
Trip Orientation	Start of the Trip	Auto/Highway	Transit	Biking	Walking	End of the Trip
Through	o Locate more housing closer to accessible transit that comes through Wheaton CBD	o Separate through traffic from locally oriented traffic o Regional ride- sharing programs	o More upstream Glen- mont station parking o Fare Policy changes o Upstream park-and- ride lots in non- Metro Corridors o Red Line Extension o to Glenmont		1	- I ₋
٤	o Locate more housing closer to transit routes that come to Wheaton CBD	o Highway capacity improvements o Intersection improvements o TMD emphasis	o Glenmont Park and-Ride lots with express bus service to Wheaton o Fare Policy changes o TMD emphasis o Red Line Extension to Wheaton	o More bike routes in main travel corridors and within Wheaton CBD	1	o Parking avail- ability and rates o Share-a-Ride pro- grams for each Employment Centers o Bike storage for CBD workers
From	o Share-a-Ride Program for Wheaton CBD residents o Improved side- walks and access to transit routes and Metrorail stations	o Intersection Improvements o Highway capacity improvements	o Expanded Metrorail system o Provide access to Wheaton Park-and- Ride lots	o Bike paths to employment centers o Improved bike storage at Metro stations	-	o Transit and pedestrian circulation system in other activity centers
Within	o Improve sidewalks and access to transit stations	o Intersection improvements o Reduce conflicts with through traffic		o Improve bike paths to employment centers and com- munity facilities o Improve bike storage at employ- ment centers	o Improve pathway and sidewalk system between residential areas and employment centers and corrimnity facilities	o Reduce conflicts with vehicles; more signalized crosswalks o Improved street lighting and amenities

jurisdiction, could be considered as an alternative to some of the improvements specified in this Plan. A Transportation Management District is discussed in more detail in a subsequent section of this chapter.

The recommendations included in the transportation plan are based on several assumptions regarding the forecast demands on the transportation system. Assumptions concerning the development of forecast traffic volumes are detailed in the Sector Plan appendices.

THE TRANSPORTATION PLAN

Summary of Transportation Strategies

Table 3 presents an overview summary which identifies master plan strategies for improved transportation in the Wheaton CBD. These strategies are among those discussed in more detail in the Plan. This summary shows that there are four basic trip orientations of people that differentiate the strategies; those people traveling through, to, from, or just within the Wheaton CBD. Particular strategies should be oriented to meeting the transportation needs and travel behavior of those different types of travelers.

The overview summary is also organized by the trip path of the traveler based upon the start of their trip, the predominant means of travel, and the end of their trips. Different strategies are identified that affect people's travel behavior in distinctly different ways. For example, strategies for controlling parking availability and rates in the CBD are primarily related to the end of trips for persons who are coming to Wheaton from outside the area, or perhaps from within the area. Such parting-related strategies will have no effect on people traveling through the area or residents who travel from Silver Spring to other areas.

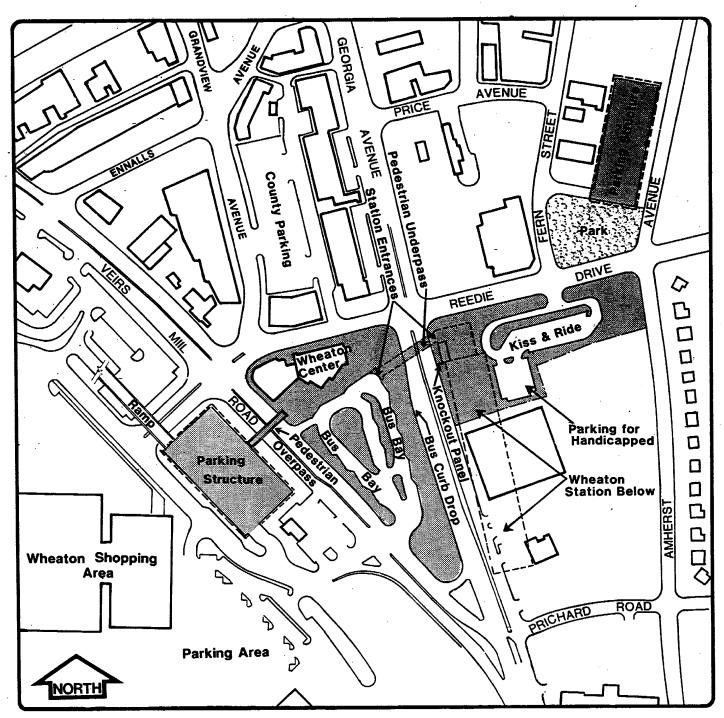
This overview summary is not meant to be a complete identification of all strategies. Rather it should be viewed as a tool which can be used to compare and interrelate the very diverse transportation strategies discussed below in this Transportation Plan.

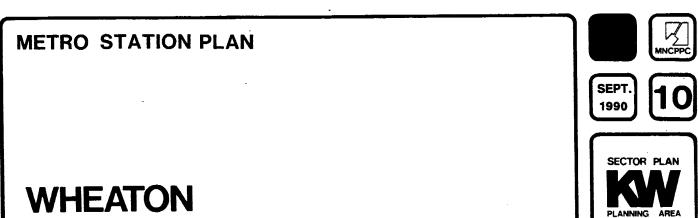
Existing Transit

Two public transportation agencies operate bus service in the Wheaton area. The Washington Metropolitan Area Transit Authority (WMATA) provides regional Metrobus service, while Montgomery County provides local Ride-On Service. Wheaton is served by 10 Metrobus routes and 7 Ride-On routes.

Metrobus routes through Wheaton operate on Georgia Avenue, Veirs Mill Road, and University Boulevard. The heaviest service is provided on Georgia Avenue, from downtown Wheaton to the Silver Spring Metrorail station. During the Metrorail A.M. peak period (6:00 - 9:30 A.M.) 51 buses with scheduled stops in downtown Wheaton arrive at the Silver Spring station.

Metrobus routes through Wheaton travel to Rockville and Olney to the north, Prince George's County to the east, and Chevy Chase via Connecticut Avenue to the south.





Proposed Transit

The Wheaton Metro station, currently scheduled to open in 1990, will be located at the intersection of Georgia Avenue and Reedie Drive. The platform will be located beneath Georgia Avenue and access to street level will be provided south of Reedie Drive, both to the east and west of Georgia Avenue. Figure 10 shows the plan for the Metro station facilities.

Parking for Metrorail patrons will be accommodated in two garages. A 250-space garage will be constructed on the lot bounded by Fern Street, Reedie Drive, and Amherst Avenue. This lot will be reserved for Metro patrons who purchase monthly parking permits. A second garage, with 900 spaces, will be built at Wheaton Plaza, directly to the southwest of the Veirs Mill - Grandview Avenue intersection. This garage will be staffed by cashiers to accommodate Metro patrons who pay daily for parking. A pedestrian overpass will be built across Veirs Mill Road, connecting the garage to the station facilities.

The forecast demand for park-and-ride spaces is greater than the number of programmed spaces at the Wheaton station. To alleviate this condition, a park-and-ride fringe lot will be constructed in Glenmont before the Glenmont Metrorail station opens. In the interim, bus service will be increased between Wheaton and Glenmont to allow Wheaton Metrorail patrons to park at Glenmont.

A kiss-and-ride lot will be built between Georgia and Amherst Avenues, with access to Reedie Drive at Fern Street. This lot will include 49 kiss-and-ride spaces, 2 taxi spaces, 19 spaces for handicapped parking, and 14 spaces for motorcycles. A bus staging area will be located in the triangle of land bounded by Georgia Avenue, Veirs Mill Road, and Reedie Drive. Fourteen bus bays will be constructed, as well as two storage spaces for bus layovers. In addition, two bus bays will be constructed on Georgia Avenue south of Reedie Drive.

Bicycle racks and storage lockers will also be provided near the entrances to the station, although the number and location of these facilities has not yet been decided by WMATA.

The primary service area of the Wheaton Metro station is bordered by Plyers Mill Road on the south, Rock Creek on the west, and the Northwest Branch on the east. After the Glenmont station is open, most Metro patrons north of Randolph Road will be diverted from the Wheaton station. Until Glenmont is opened, however, there is theoretically no northern boundary to the Wheaton station service area.

Ridership projections from previous Metrorail access studies, adjusted with recent growth projections, indicate that in the year 2000, about 25,800 persons per day will board Metro at Wheaton, including 3,100 during the morning peak hour. It is estimated that 13 percent of the peak hour boarding passengers will walk to the station, 50 percent will use the feeder bus system, 23 percent will use the kiss-and-ride facilities, and 14 percent will arrive in park-and-ride vehicles. Due to the projected demand and the number of park-and-ride spaces provided, the park-and-ride garages are expected to fill during the morning peak hour. Overall, Metro related vehicular trips are estimated to comprise 11 percent of the total traffic entering and leaving the Wheaton CBD during the A.M. peak hour. At the Georgia Avenue and Reedie Drive, Metro related vehicles are expected to comprise 33 percent of the total A.M. peak hour intersection traffic.

are expected to comprise 33 percent of the total A.M. peak hour intersection traffic.

As a retail area-of regional attraction adjacent to a Metrorail station and located in the geographic center of the County, Wheaton offers a unique opportunity to develop into a transit hub, a focal point for bus service with routes reaching in all directions to enhance intra-County travel. The Wheaton CBD will be a major destination for transit passengers and a significant transfer point for bus-to-rail and bus-to-bus movements.

With the opening of the Wheaton Metrorail station, existing bus service will be restructured and additional routes added to improve cross-County service and to provide new or more direct peak-hour service to surrounding residential areas. New direct peak-hour service will operate between Wheaton and Randolph Road, Connecticut Avenue and Bonifant/Good Hope Roads. Bus service will connect Wheaton with the US 29 Corridor, Burtonsville, Olney, Layhill, Aspen Hill, and Glenmont. In addition, bus routes will connect Wheaton with all County Metrorail stations along the Shady Grove Line, including a direct express route between Rockville and Wheaton.

The bus staging area, shown in Figure 10, is designed to serve as the terminal station for Metrobus routes.

Effects of Metrorail on Wheaton Transportation System

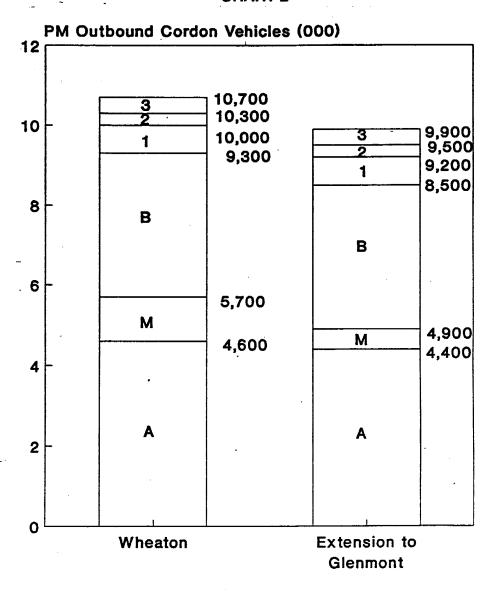
The most significant change to the transportation system in Wheaton involves the extension of the Metrorail Red Line from its current terminal at Silver Spring. The Forest Glen and Wheaton stations are scheduled to open in 1990. The Red Line will eventually extend to Glenmont, but this terminal is still being planned and may or may not be operational within the next twenty years.

The extension of Metrorail from Wheaton to Glenmont will have a substantial impact on the transportation conditions in Wheaton. Peak hour ridership at the Wheaton station will be reduced, fewer vehicular through trips will be made through the CBD, and more parking will be made available for commercial use.

Since it is not certain that the Glenmont station will be operational within the 10-year time frame of this Sector Plan, Wheaton is assumed to be the Red Line terminal station for the purposes of the Plan. This assumption is critical, for the location of the Red Line's terminus has an impact on the number of vehicles traveling to and through Wheaton. Chart 2 compares the total number of vehicles leaving the Wheaton CBD during the evening peak hour assuming two different locations for the Red Line terminal station. The first column shows cordon line volumes which would be assumed if Metrorail service was not extended past Wheaton. The second column shows cordon line volumes with Metrorail service extended to Glenmont.

Since Wheaton will be an end-of-line station when it is opened, its service area will include all of northeastern Montgomery County, including such areas as Colesville, Layhill, and Norbeck. When the Glenmont station is opened, the service area for Wheaton will be greatly reduced, since up-County patrons will generally shift from Wheaton to Glenmont. Therefore, while ridership on the Red line is projected to increase when Glenmont opens, the number of peak hour riders at Wheaton is projected to decrease by 27 percent.

EFFECTS OF METRO EXTENSION TO GLENMONT CHART 2



A = Through Trips B = Trips Generated by Existing Development

M = Metro Related Trips

1 = Stage 1 Development Trips 2 = Stage 2A Development Trips

Most of the Metro patrons who shift to Glenmont will be those who travel to and from the Metro station by private auto. The number of peak hour riders at Wheaton who use private auto to reach the Metro station is projected to decrease by 57 percent with the opening of Glenmont. Chart 2 shows that the number of Metro-related (park-and-ride, kiss-and-ride) vehicles leaving the Wheaton CBD during the P.M. peak hour will drop from 1,100 to 500 when rail service is extended to Glenmont. Thus, the opening of Glenmont will improve levels of service at intersections near the Wheaton station.

Glenmont will not only attract riders who previously accessed Metrorail at Wheaton, but it will also attract new riders who previously drove to their destinations along Georgia Avenue. Data indicates that when the Wheaton station opens, peak hour volumes on Georgia Avenue south of the Wheaton CBD will be reduced by roughly 600 vehicles as auto trips are diverted to Metrorail. The extension of Metrorail service to Glenmont will increase peak hour diverted trips by roughly 200 vehicles. This is indicated in Chart 2 by the reduction in through trips. The opening of Glenmont will therefore improve the level of service on Georgia Avenue by diverting trips from auto to transit.

As an end-of-line station, Wheaton will attract a large number of park-and-ride vehicles. To accommodate this demand, 1,150 parking spaces will be provided in two garages. When the Red line is extended to Glenmont, all-day parking demand at the Wheaton station will decrease. A portion of the park-and-ride spaces could then be allotted for use by Wheaton's commercial establishments or for people who are using Metrorail for mid-day trips.

As shown in Chart 2, with Wheaton as the end-of-line station and Development Projection 1 in place, roughly 10,000 vehicles are expected to leave the Wheaton CBD during the P.M. peak hour. With Glenmont as the end-of-line station and Development Projection 2B in place, the outbound CBD cordon line volume is projected to be 9,900 during the P.M. peak hour. In other words, traffic conditions will be similar for these two conditions. Therefore, the highway improvements necessary to support the earlier development would also support later if the Glenmont station is assumed to be operational by the year 2000.

Transportation Management Association

A Central Business District such as Wheaton, located adjacent to a Metrorail station and with relatively high concentrations of businesses and employees, is ideally suited to the implementation of a Transportation Management Association (TMA). This would be a County-sponsored group that would take the lead in providing a structure for actions by the public and private sector to encourage the use of transit and ridesharing.

The TMA would provide programs and information aimed at encouraging both new and current employees to use transit and carpool to the area. Although our forecasts do not predict major traffic problems, reducing the number of vehicles coming into the CBD has many positive benefits. The overall capacity of the transportation system is increased in terms of moving people rather than cars as bus and carpool use increases as well. Moreover, reduced traffic volume provides the additional benefit of easing pedestrian crossing of the major highways that cut through the CBD. This Plan encourages creation of a voluntary TMA to provide incentives to commuters to travel by means other than the single-occupant automobile. A successful TMA could accommodate increased

transportation demand, and thus may reduce the need for intersection improvements and street widenings that hinder pedestrian movement.

A mandatory Transportation Management Association may be needed in Wheaton when the Retail Preservation Overlay Zone is removed and the "optional method of development" is permitted, and if traffic produced by future development cannot be accommodated by physical improvements to the transportation system.

This Sector Plan does not envision setting standards of transit mode share and auto occupancy. These could be added to the TMD programs at a later time based on more detailed analysis, after the Metrorail station opens for revenue operation.

HIGHWAY PLAN

This Plan does not recommend assigning a single or average value for the acceptable congestion on the overall roadway system. Rather, the individual components of the roadway system must be analyzed and evaluated in terms of the impact which the Sector Plan will have on them.

In order to accommodate traffic demand, the roadway network must have sufficient capacity both at intersections and along Central Business District blocks. Since even the major roadways in the Wheaton area have signalized intersections, it is usually the intersections that constrain the roadway network.

Therefore, each signalized intersection within the Sector Plan area was analyzed to determine if the capacity (number of lanes) was sufficient to accommodate demand (traffic volumes). The relationship between intersection capacity and demand is known as level of service (LOS).

The level of service of a roadway section or intersection is a measure which describes the quality of its performance as a traffic carrier. Intersection level of service is measured by analysis of the peak hour traffic demands at intersections and expressed as an alphabetic scale from A to F, where A indicates free flowing conditions and F indicates that the intersection failed, in theory, to provide enough capacity for the peak hour demand. Signalized intersections within the Wheaton Sector Plan area were analyzed using a critical lane volume (CLV) technique, which assigns a level of service to an intersection based on its traffic volumes and lane configuration.

Existing traffic volumes were analyzed, as were volumes forecast for the year 2000, assuming each of the Sector Plan development projections. Each intersection was assumed to have sufficient capacity if the critical lane volume (CLV) for peak hour traffic was less than 1,525, which indicates level of service E. Improvements were identified at intersections which failed to meet this criterion.

Development which occurs in the Wheaton CBD will increase the demand on the CBD roadway network. Since few of the trips made to new development will both begin and end in the Wheaton CBD, there will also be increased demand on the regional roadway network. Demand on the regional roadway network will also be increased by other new development in the metropolitan region. The impact that development in Wheaton has on an intersection, therefore, is

related to the proportion of traffic at that intersection traveling to or from the development.

Six intersections outside the Sector Plan area were identified which were considered to be potential constraints to traffic in the Wheaton CBD. These intersections will likely be affected more by regional development than by development in Wheaton. For each of these intersections, critical lane analysis was performed both with and without traffic generated by proposed Sector Plan development. If the critical lane volume was increased by more than 10 percent by the addition of Sector Plan development, improvements were identified to mitigate the impact of the development. An exception was made to this criterion in the case of the intersection of Arcola Avenue and Georgia Avenue. Due to its proximity to the Wheaton CBD, it was analyzed using the criteria applied to Sector Plan area intersections.

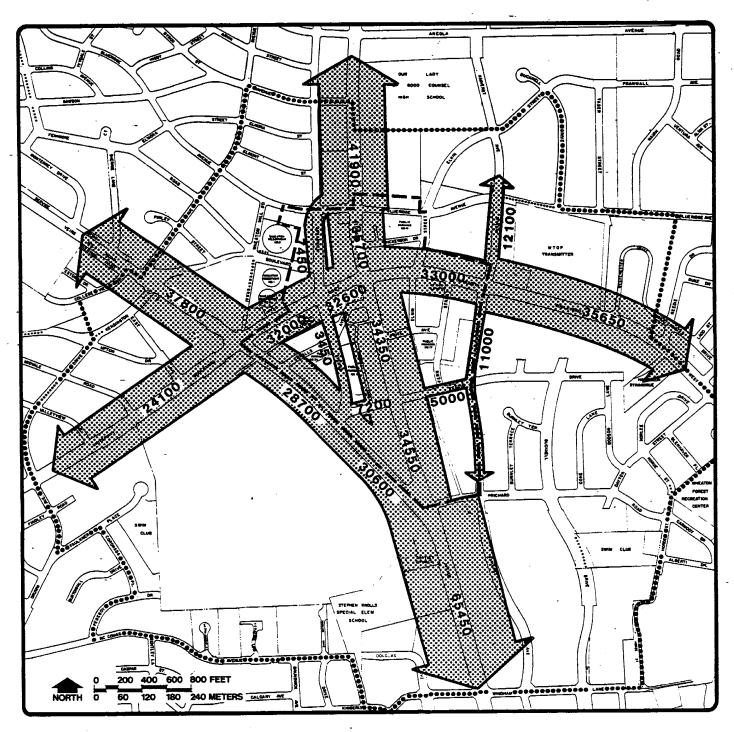
The following text describes the existing roadway network and the changes proposed to the network to accommodate traffic generated by each of the development projections according to the criteria defined in this section.

Existing Highway System

The Wheaton Sector Plan Area is traversed by three principal roadways. Georgia Avenue (MD 97) and Veirs Mill Road (MD 586) both run north-south, and University Boulevard (MD 193) runs east-west. Georgia Avenue, a six-lane divided highway, is a major regional radial extending from downtown Washington north to Howard County. Veirs Mill Road is a six-lane divided highway which extends from its intersection with Georgia Avenue in Wheaton to Rockville. University Boulevard, also a six-lane divided highway, is a major continuous east-west route extending from Connecticut Avenue in Kensington to beyond the University of Maryland campus in Prince George's County. Within the business district, these principal roadways are supplemented by Grandview Avenue and Amherst Avenue for north-south movements, and Reedie Drive and Blueridge Avenue for east-west movements. Average daily traffic (ADT) volumes for 1988 within the CBD range between 34,350 and 65,450 vehicles per day on segments of Georgia Avenue, between 24,100 and 35,600 vehicles per day on segments of University Boulevard, and between 30,600 and 37,800 vehicles per day on segments of Veirs Mill Road. On the internal business district streets, volumes range between 3,450 and 12,100 vehicles per day. Specific ADT volumes for these roadways are shown in Figure 11.

In addition to heavy daily traffic flows, the Wheaton area experiences substantial peak hour traffic demands. The P.M. peak hour demand is slightly higher than the A.M. peak hour demand, partly due to the greater number of shopping trips during the P.M. peak hour. The existing P.M. peak hour traffic volumes are shown in Figure 12.

Critical lane analysis was performed for each signalized intersection within the Wheaton Sector Plan area to determine existing levels of service. The analyses were performed using current turning movement counts and indicate the following levels of service:



1989 AVERAGE DAILY TRAFFIC

Vechicles Per Day (Two Directions)



— — Central Business District Boundary

••••• Sector Plan Boundary











Amherst/University	Α	C
Blueridge/Georgia	С	D
East/University	Α	Α
Georgia/Reedie	В	С
Georgia/University	E	Ε
Georgia/Veirs Mill	C	В
Georgia/Windham	D	Ε
Grandview/University	Α	Α
Grandview/Veirs Mill	Α	Α
Midvale/University	Α	Α
University/Veirs Mill	В	C

Proposed Highway System

The proposed highway system for the Wheaton Sector Plan area contains only a few modifications to the existing highway system. These modifications can be classified as either necessary to accommodate forecast demand at the prescribed level of service or desirable to facilitate efficient traffic circulation.

The recommended additions to the highway system are shown in Figure 13 and described as follows:

Arcola Avenue and Georgia Avenue (MD 97)

This intersection, while not in the CBD, currently operates at level of service F during the P.M. peak period. Since this intersection is only 600 feet north of the Sector Plan area, it acts as a constraint on P.M. traffic flow through the CBD.

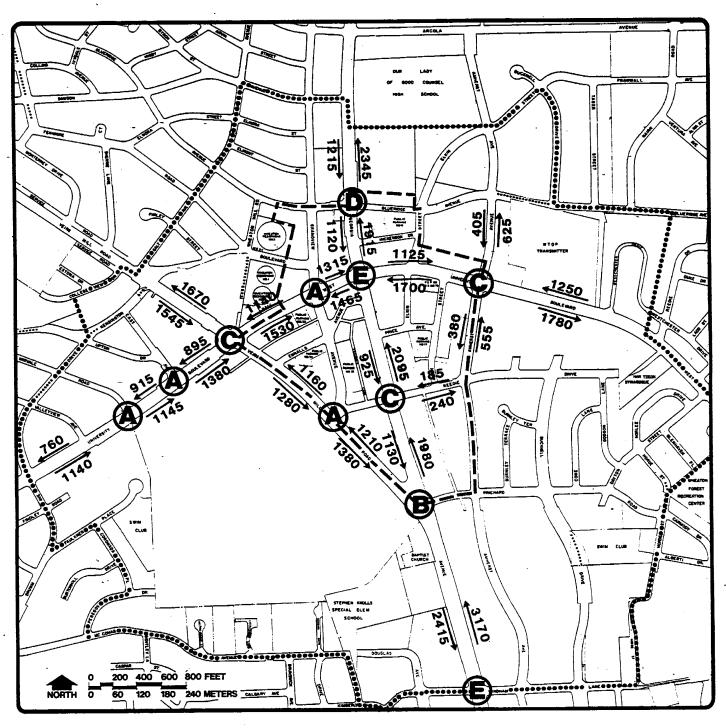
The addition of a second southbound left-turn lane on Georgia Avenue and the widening of eastbound Arcola Avenue to a two lanes between Grandview Avenue and Amherst Avenue would accommodate any of the three levels of development. Given 2B development projections, operation would improve during the A.M. peak hour from the existing level of service E to level of service D and during the P.M. peak hour operation would improve to level of service E.

Georgia Avenue (MD 97) and Reedie Drive

Since both Metrorail facilities and the development proposed in Development Projection 1 are adjacent to this intersection, the changes necessary at this location are greater than at any other location within the CBD. In order to accommodate Development Projection 1, Reedie Drive must be widened to a five-lane cross section from Grandview Avenue to Fern Street. Even with these improvements, conditions will exceed a CLV of 1,525.

Georgia Avenue (MD 97) and University Boulevard (MD 193)

This intersection may operate at level of service E under the three development projections. In order to attain a CLV of 1,525 or less, southbound Georgia Avenue traffic may use Blueridge Avenue and Grandview Avenue to access westbound University Boulevard. The reverse movement (eastbound University Boulevard to northbound Georgia Avenue) currently is directed on the same





B Intersection Level Of Service

3170 Vehicles Per Hour (One Direction)

WHEATON

——— Central Business District Boundary
..... Sector Plan Boundary











route. Therefore, this Plan recommends no alteration to the existing geometry of this intersection.

Georgia Avenue (MD 97) and Windham Lane

In order to improve access to the residential neighborhoods to the south and west of Wheaton Plaza, it is recommended that Windham Lane be extended to Douglas Avenue and that McComas Avenue be extended from St. Margaret Way to Douglas Avenue. These extensions should be constructed as primary residential streets, 36 feet wide, with curb, gutter, and sidewalks. The intersection of Windham Lane and Douglas Avenue should be reconstructed so that the east leg of Windham Lane connects only to the north leg of Douglas Avenue. These measures have the effect of extending McComas Avenue to Georgia Avenue and mitigate the impact of McComas Avenue traffic on secondary residential streets.

At Georgia Avenue, Windham Lane should have a four lane cross section consisting of two approach lanes and two departure lanes on both the east and west legs of the intersection. A left-turn lane should be added to northbound Georgia Avenue. The 2B development projections will be slightly over 1,525.

Grandview Avenue and Reedie Drive

This unsignalized intersection is less than 100 feet east of the signalized intersection of Reedie Drive and Veirs Mill Road. In order to facilitate operation of the signalized intersection, Grandview Avenue should be realigned so that it intersects Reedie Drive at right angles. Reedie Drive should have three eastbound lanes and two westbound lanes to the east of Grandview Avenue, maintaining lane continuity to Georgia Avenue.

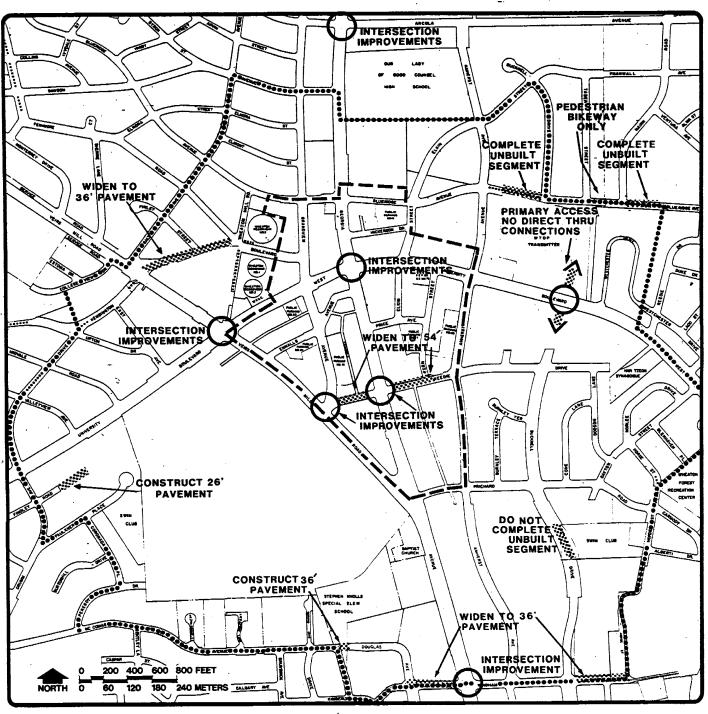
University Boulevard (MD 193) and Veirs Mill Road (MD 586)

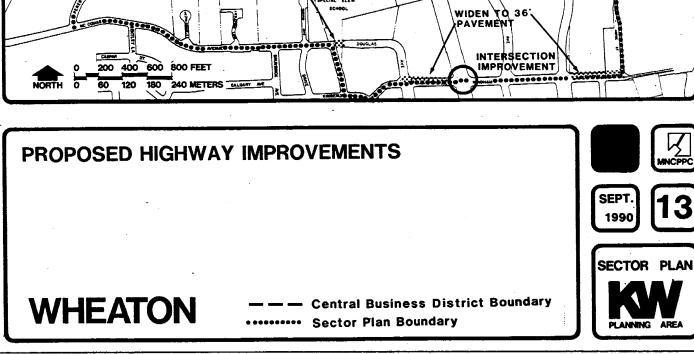
This intersection currently operates at levels of service B and C in the A.M. and P.M. peak hours, respectively. Since roughly 40 percent of the Metro station traffic and 45 percent of future development traffic arrives or leaves from the west on University Boulevard and the northwest on Veirs Mill Road, this intersection will require improvements to accommodate additional development in the Wheaton CBD. A left-turn lane should be added to northbound Veirs Mill Road and a right-turn lane should be added to eastbound University Avenue to facilitate flow for traffic entering and leaving the CBD from the west.

Currently, the westbound approach includes three through lanes, although the rightmost lane operates as a right-turn only lane. Since current signal phasing promotes this type of operation and future volumes will warrant it, it is recommended that this lane be signed and striped as a right-turn only lane.

The Sector Plan also recommends:

- Windham Lane, between Bucknell Drive and Horde Street, should be widened to accommodate increased traffic. A primary residential street, 36 feet wide, curb, gutter, and sidewalks, is recommended.
- Kensington Boulevard, between Veirs Mill Road and Wheaton Hills Road, should be widened in conjunction with development of the properties along the south side of the street. The Sector plan recommends that this widening be constructed entirely on the south side of the existing





- roadway. A primary residential street, 36 feet wide, curb, gutter, and sidewalks, is recommended.
- Bucknell Drive should not be extended from Reedie Drive to University Boulevard or from Blueridge Avenue to University Boulevard. These extensions, which only marginally increase traffic capacity, would disrupt well established neighborhoods and encourage the intrusion of non-local traffic. It is recommended that the primary access for the residential development proposed on the vacant and underdeveloped properties in this area be to University Boulevard. A median break currently exists along University Boulevard which can accommodate these connections.
- The unbuilt section of Bucknell Drive between Prichard Road and Windham Lane should not be constructed at this time. However, the remaining right-of-way should be dedicated by the townhouse development adjacent to the swim club. The completion of this segment of Bucknell Drive should be determined by the County. Should the need arise to improve circulation for neighborhood traffic, the unbuilt section between Prichard Road and Windham Lane may be completed.
- Blueridge Avenue, between Amherst Avenue and Bucknell Drive, should be constructed to provide a secondary access for residential development on the WTOP site and to assure adequate access for emergency vehicles. Between Nairn Road and the existing section of Blueridge Avenue 400 feet to the east, Blueridge Avenue should be completed to provide access for the ultimate development of the adjacent properties and to assure efficient traffic circulation for emergency and service vehicles. The Sector Plan also recommends that the section of Blueridge Avenue between Taber Street and Nairn Road remain a pedestrian pathway and not be constructed as a vehicular roadway.

PARKING SYSTEM

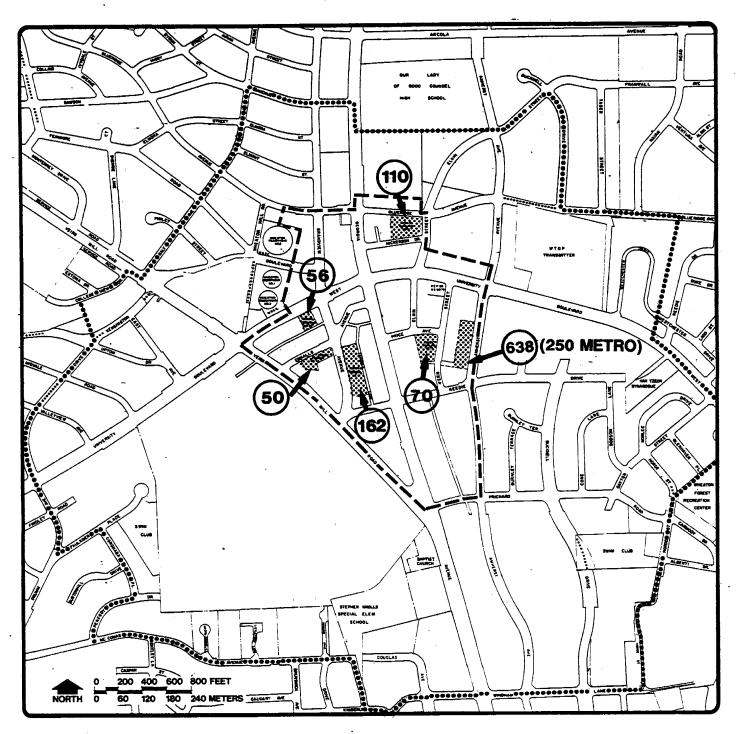
Existing Parking Facilities

Within the Wheaton Central Business District there are currently 972 public parking spaces provided by the Division of Parking of the Montgomery County Department of Transportation (MCDOT). According to a recent inventory, 539 spaces are located in six surface lots operated by the parking bureau, while 433 spaces are located at curbside along various streets within the parking district. Figure 14 shows the location of the public off-street parking spaces.

Public parking accounts for less than 25 percent of the total parking spaces within the business district, however. There are currently 3,000 private parking spaces in Wheaton, 2,255 of which are designated as "patron/employee" spaces.

Currently, all the parking facilities operated by the Division of Parking are surface lots. Since no vacant land exists for public parking, it is desirable that future public parking be structured to permit efficient use of the limited land within the business district. (See Land Use and Urban Design Sections.)

In Wheaton, construction of efficient public parking garages is severely constrained by the location and limited site area of the existing lots. The addition of Metro to the Wheaton CBD may have a favorable long-term impact on parking supply, however. In order to accommodate a satisfactory portion of



EXISTING OFF-STREET PARKING

(70)

Number Of Public Off-Street Spaces



— — — Central Business District Boundary
..... Sector Plan Boundary











the projected park-and-ride demand with Wheaton operating as an end-of-line station, WMATA is planning to build two parking garages with a total of 1150 spaces. When the Metro Red Line is extended to Glenmont, Metro parking demand will drop and many of WMATA's parking spaces may be turned over to the Division of Parking.

The Plan recommends that when the Metro station opens, MCDOT evaluate the need for a neighborhood parking permit system, particularly in that area within 2,000 feet of the station. The County parking permit system limits commuter parking on local public streets. These regulations, however, do not provide relief for private parking areas associated with apartment complexes or retail businesses. In the former case, for example, permanent stickers could be assigned to all residents and temporary passes could be distributed to visitors and guests when necessary. For the retail businesses, a three-hour parking limit is suggested to discourage all-day commuter parking. Employees of the various establishments could be given stickers which exempt their vehicles from this restriction. Finally, long term public parking could be limited to nine hours, thereby discouraging Metro commuters from parking in these areas.

BICYCLE NETWORK

Proposed Bicycle System

While motor vehicles are the most conspicuous mode of transportation in urban areas, they are not the only means for moving people that must be considered in a transportation plan. Every motor vehicle carries pedestrians, and both walking and bicycling are often viable transportation alternatives to the auto.

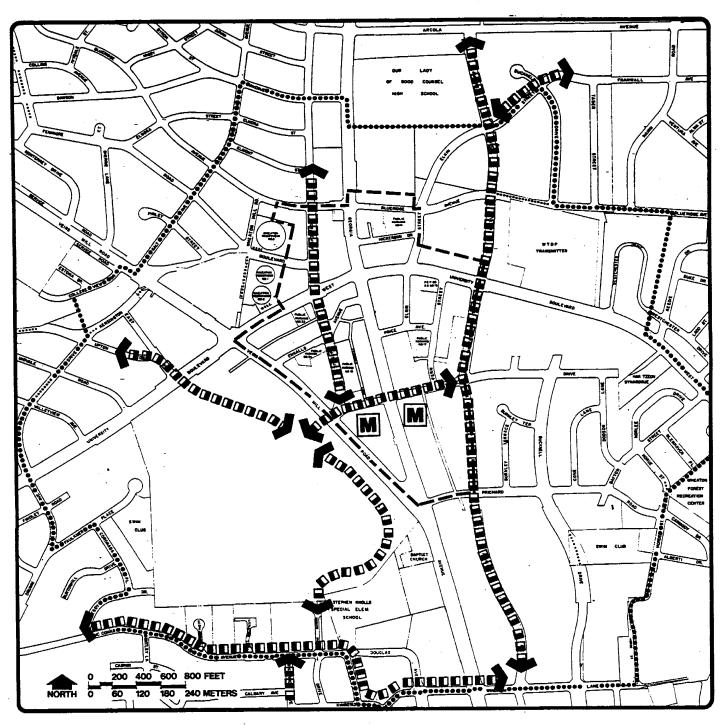
The extension of Metrorail to Wheaton will increase the number of pedestrian trips in the business district. The Metrorail station will be a focal point of pedestrian activity, as will Wheaton Plaza and retail land use bounded by Georgia Avenue, University Boulevard, and Veirs Mill Road. The principal pedestrian walkway in Wheaton will be along Reedie Drive, from the Metrorail station to Wheaton Plaza. A more detailed discussion of the elements of the pedestrian system can be found in the Land Use and Urban Design Sections.

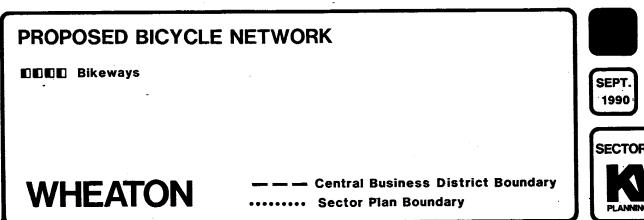
It is the responsibility of the County and State to expand and develop bicycle access to the station from adjacent neighborhoods. A proposed bicycle circulation network, providing access to the Metro station as well as serving recreational and other travel needs in Wheaton, is shown on Figure 15. These bicycle network proposals have been identified with the guidance of the Master Plan of Bikeways.

The Master Plan of Bikeways sets forth the following criteria for bikeway planning:

<u>Continuity</u>: Bikeways should be developed as part of the continuous County-wide system, providing connections to adjacent jurisdictions.

Access: Bikeways should be located to provide convenient access to serve residential areas, shopping centers, schools, and recreation centers where bicycle usage is anticipated. Bicycle parking facilities should be provided where needed as integral components of the bikeways system.





<u>Safety</u>: Bikeways should be located to provide protection for cyclists by minimizing conflicts with pedestrians and motor vehicles.

<u>Purpose</u>: Bikeways should be developed to serve the variety of trip purposes and the age and skill level of the users.

The principal elements of the bicycle system proposed by this Sector Plan are:

A Class III¹ east-west route from Kensington to Wheaton Plaza via Kensington Boulevard, Upton Drive, and East Avenue;

A Class III north-south route from Glenmont to Wheaton Plaza via Grandview Avenue;

A Class III north-south route from Silver Spring to Wheaton Plaza via Brunswick Avenue;

A Class III north-south route from Wheaton Regional Park to Forest Glen via Amherst Avenue;

A Class III east-west route along McComas Avenue and Windham Lane to Amherst Avenue; and

A Class III connector route from the existing Sligo Creek Trail to Amherst Avenue via Franwall Drive.

In addition, a short connector route along Reedie Drive, from Wheaton Plaza to Amherst Avenue, is proposed. This route will provide the critical interconnection of the major network elements with the Wheaton Metro station. Local streets, where traffic is light and bicycle/vehicular conflicts are minimal, will serve as feeder routes to this network.

Any bike route through Wheaton Plaza should follow the newly constructed "ring road."

Class I: Bike Path/Trail - An independent bikeway on a separate right-of-way or easement (combined with a pedestrian walkway where suitable).

Class II: Bike Lane – A restricted lane on a roadway designated by painted stripes and signed for the exclusive or semi-exclusive use of bicycles.

Class III: Bike Route – A roadway shared by motor vehicles, bicycles, and/or pedestrians and designated by signing only.

Bikeway classifications are defined as follows:

COMMUNITY FACILITIES PLAN

COMMUNITY FACILITY OBJECTIVES

- Provide for services and facilities which meet the present and future needs of the community.
- Protect all citizens and their property, and create an environment in which people feel safe.
- Create a park and open space system of linked facilities that tie the Wheaton Central Business District together and to the surrounding communities.
- Provide green spaces in convenient locations.
- Ensure that a balance of passive and active parks and open space is provided in surrounding communities.
- Create boulevards that tie existing open space together using street trees, plazas, and pedestrian and bicycle pathways.
- Foster the development of a vital "18-hour" Central Business District which encourages the presence of people and decreases the likelihood of crime.
- Create safer areas through better design.
- Create adequate capacity and modern school facilities which accommodate the general and special needs of students in the area.
- Maintain library space and services necessary to serve community interests.
- Maintain a government community center which is accessible and has adequate space and services to meet the needs of the community.

A necessary part of the land use plan for Wheaton is the array of community facilities provided to the residents, employees, and users of the area. Community facilities, such as parks, recreation, schools, fire and police stations, libraries and government buildings, are a major element in a community's ability to provide its residents with a desirable "quality of life."

An area which is predominantly built-up already has a wide range of community services. In such an area, the Sector Plan is primarily concerned with:

- the provision of expanded facilities in parts of the Sector Plan area that are deficient;
- the provision of new facilities where new or intensified growth is anticipated;
- the replacement of facilities that are obsolete or unable to meet future demands; and

 the broadening of the range of facilities provided to meet the demands of a varied population.

As new development occurs, some new or replacement facilities will come about, mandated by the site plan review provisions of the zones under which that development takes place. Other facilities, however, are with in the range of government.

CHILD CARE

Both the increasing demand for child care facilities within major employment centers and the nearness of the Wheaton CBD to residential neighborhoods support the need for child care services within the Sector Plan area. This Plan recommends greater child care opportunities at appropriate locations in the Wheaton area.

The Wheaton area has the third highest proportion of single parent headed households and the highest proportion of male parent headed households in Montgomery County. Inexpensive, quality day care is an especially high priority fer these groups of people. The Department of Family Resources Human Services Issues report cites the two primary needs in the Wheaton area as child day care and Latchkey programs. The Wheaton area has a unique resource for potential facilities for child day care in that it has several closed public schools which could be utilized for such a purpose.

The Wheaton Sector Plan also supports the recommendations in the Department of Facility Resources' "Profile of the Kensington-Wheaton Area," such as:

- Encouraging the development of licensed small child care centers (up to 6 children as permitted use) in private homes.
- Educating the public on the community block grant process as a means of securing start-up funds for child care.
- Studying modifications appropriate to reduce adverse effects (such as noise) of child care facilities in apartment buildings, condominiums, and co-ops. The study should also address the issue of liability insurance for child day care by owner and homeowner associations for these buildings.
- Adding school-based day care in shared space for school-aged children.

In addition, the Plan recommends:

 When appropriate, consider day care centers as an amenity associated with applications for option method of development in the CBD Zones.

SCHOOLS

As indicated in Table 4, the Wheaton Sector Plan area is served by the Kennedy and Einstein Clusters. There are four elementary schools in the area surrounding the Sector Plan: Rock View, Oakland Terrace, and Glen Haven Elementary Schools – all in the Einstein Cluster; and Kemp Mill Elementary School in the Kennedy Cluster.

PUBLIC SCHOOLS BY HIGH SCHOOL CLUSTER

High School Cluster/ School Name	ister/ nally Con-		Site Size	Number of Teaching Stations/ Classrooms	
EINSTEIN CLUSTER					
Einstein High	1962		25.7 PK	66	
Sligo Middle	1959	1990	21.7 PK	64	
Glen Haven Elementary	1950	1972	10.0	23	
Oakland Terrace Elementary	1950	1970 M	9.5 PK	23	
Rock View Elementary	1955		7.4	30	
KENNEDY CLUSTER					
Kennedy High	1964		31.1	65	
Lee Middle	1966		16.5 PK	39	
Kemp Mill Elementary	1960		10.0	26	

NOTE:

M — denotes minor or partial renovation;

PK --- denotes an adjacent park site; park acreage is in

addition to that shown.

SOURCE: Requested FY 91 Capital Budget and the FY 91 to FY 96 Capital

Improvements Program, November 1, 1989, Montgomery County Public

Schools.

The Stephen Knolls Special School is located within the planning area and serves students with special needs from both inside and outside of the Sector Plan Area.

In response to declining enrollment in the 1970s and early 1980s, the Board of Education closed several elementary and junior high schools in the Kensington-Wheaton Planning Area. Using the Intermediate Forecast from the Research Division, Montgomery County Public School planners project that elementary, intermediate and middle enrollments will increase steadily in the next decades. It is unlikely that there will be additional school closings in the Wheaton area during the life of this Plan.

Projected development in the Wheaton Sector Plan area is expected to provide approximately 1000 additional dwelling units. These units will be a mixture of detached and attached single-family units and multi-family units. The Board of Education operates an extensive rehabilitation program which both improves the quality of existing school buildings and adds classrooms or additional spaces as required. It also has the flexibility to modify service areas, redistributing excess students to empty classrooms. The County programs public school additions and modernizations through the Approved Master Plan for Educational Facilities and the annual Capital Improvements Program. The timing of additions and modernizations will be evaluated in future Master Plans for Educational Facilities and annual Capital Improvements Program. Potential demand for additional school facilities can be accommodated within the existing structures or by reopening previously closed schools.

There are no undeveloped school sites in or near the Sector Plan Area. No additional school sites are currently proposed for the Kensington-Wheaton Planning Area.

FIRE/RESCUE

The Wheaton Sector Plan area is currently served by Station 5 (Connecticut Avenue and Plyers Mill Road in Kensington), Station 18 (Georgia Avenue and Randolph Road in the Wheaton CBD), Station 19 (Montgomery Hills), and Station 21 (Veirs Mill Village), as well as by the Wheaton Rescue Squad, located at 11435 Grandview Avenue. The Wheaton Rescue Squad has been in operation since 1968 and provides advanced life support, basic ambulance service, and a heavy rescue squad. It completed an expansion of its present facility eight years ago. Station 21 also has a heavy rescue squad. In early 1990, Station 25 (previously located at Georgia Avenue a block north of Connecticut Avenue) relocated to a new facility on Bel Pre Road at Connecticut Avenue.

Fire and rescue officials anticipate added demand placed on the Wheaton Rescue Squad by development in the Wheaton CBD.

Current building codes and safety requirements, such as sprinklers in buildings over three stories in height, are expected to minimize the dangers of building fires in new development in the Wheaton CBD. Older buildings are inspected annually. Fire and rescue officials do not anticipate a significant impact on response calls to fires, but do expect "nuisance" and rescue calls to increase as a result of new buildings and more people.

POLICE

Police protection is provided by the Wheaton-Glenmont Police Station, located at Randolph Road and Georgia Avenue.

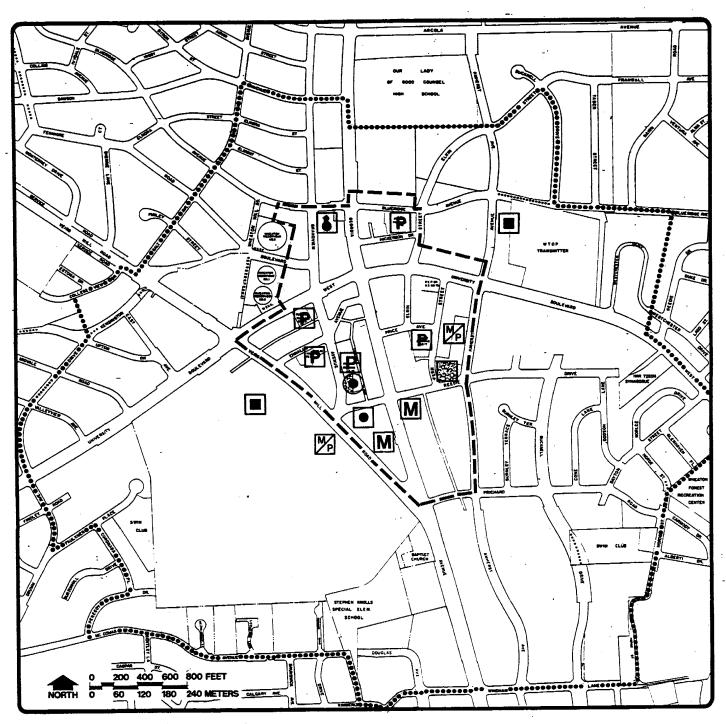
Over the next decade, an increase in business and residential population within the Wheaton Sector Plan area may require additional police protection. The use of walking patrols and police officers on motorcycles could supplement car patrols in Wheaton.

LIBRARY

Wheaton is serviced by the Wheaton Library, located at 1701 Georgia Avenue at the corner of Arcola Avenue. It is one of four regional libraries with a total service area containing over 75,000 persons. In 1983 the library closed for renovation and reopened in 1985 in a substantially new facility of 41,000 square feet.

Use of the library increased over 12 percent between 1987 and 1989. It is the second most heavily utilized library in the County in terms of circulation. There is an extensive range of children's programs available through the library and a children's reading collection. The library has also added INFOTRACK: a computerized database of the library's magazine articles.

The Wheaton Regional Library is currently the only County library with a Health Information Center. The Center is partially supported by grants and functions.as a referral agency for consumers of health information/services. The Literacy



COMMUNITY FACILITIES PLAN

- Community Service Center
- Fire/Resue
- Post Office
- P Public Parking

WHEATON

- Public Park
- M Metro
- MP Metro Parking
- Marketplace Square

— — Central Business District Boundary

..... Sector Plan Boundary











Council for Montgomery County is also located in the Wheaton Library and serves over 600 people County-wide. The literacy collection includes a collection for people learning English, as well as a foreign language section.

In order to assure the adequacy of this facility, the quality of library services should be continually improved and supplemented by the policies of providing educational programs for children, youth, and adults and by promoting the use of meeting rooms for civic functions.

POST OFFICE

Two postal facilities are located in the Wheaton Business District. The main facility on Amherst Avenue provides basic postal services while a self-service facility at Wheaton Plaza provides additional and off-hour service to occasional patrons. The postal facility in Aspen Hill has created a reduction in demand at the Wheaton facility. The Wheaton Post Office is expected to be able to handle new demand in Wheaton as a result of the Aspen Hill facility to the north.

COMMUNITY SERVICE CENTER

The Wheaton Government Services Center is located at 2424 Reedie Drive, west of Georgia Avenue. The building is the second of the County's decentralized service centers and is patterned after the successful facility at Silver Spring.

The facility contains approximately 29,000 square feet and includes a wide range of government services, including information referral, complaint intake, basic health care, mental health services, general social services, and general government office space. The Center and its staff also provide services for the homeless in the area, in lieu of other shelters or services in Wheaton.

There is no on-site parking at the facility and the current building is operating at its capacity. While the projected growth in Wheaton will probably not pose significant additional demands on staff, there is concern that the increasing needs of residents on the remainder of the service area cannot be adequately served by the present facility. The possibility of moving the Center to another location should be considered. One alternative is to examine the possibility of a "land swap" with Metro. The current Government Center sits on the northwest portion of the block bounded on the north by Reedie Drive and on the east, west, and south by Veirs Mill Road and Georgia Avenue, respectively. With the exception of the Government Center and one other parcel, the block will be developed by Metro as a bus terminal to serve the Wheaton Metrorail station. Metro owns a 3.87-acre parcel on the east side of Georgia Avenue, south of and immediately adjacent to Our Lady of Good Counsel High School. The site is currently being used by Metro for construction of an extension to the Wheaton station to store trains until the line is extended to Glenmont. Any future plans to construct air-rights development over the bus terminal would probably have greater feasibility if the current Center parcel could be used for access to Reedie Drive. The County may wish to investigate the possibility of a future exchange of land with Metro if it becomes necessary to expand the Service Center. Any change of this nature must consider the concerns of the residential community near the new site. Moreover, a decision regarding the possible relocation of the Government Center also should consider accessibility to public transit routes.

PARKS, OPEN SPACE, AND RECREATION

The Wheaton Sector Plan is served by several facilities, most of which are outside the immediate Sector Plan area. These include regional parks, stream valley parks, recreation centers, and urban parks, all of which are within the immediate reach of residents of the Sector Plan area. The closest facilities are those in Sligo Stream Valley Park, which parallels Georgia Avenue about one mile to the east, in Wheaton Regional Park, at the foot of Shorefield Road, and at the Newport Mill and Pleasant View playgrounds and the Wheaton recreation center, on Newport Mill Road and on Claridge Road, respectively.

At the present time, the Wheaton Veterans Park is the only park currently within the Wheaton Central Business District. The 0.7-acre park is bounded on three sides by roads (Fern Street, Reedie Drive, and Amherst Avenue) and is adjacent to the future Metro parking garage. The first stages of development in this park have been completed and include a memorial wall and plaza area to be used by local groups for ceremonial purposes and community events. Additional development, scheduled for fiscal year 1992, may include sitting areas, walkways, lighting, and landscaping.

The Wheaton Central Business District is of an extremely urban nature, with no unimproved land available for park development. The Plan proposes the creation of new open space in the Wheaton Triangle area. This additional open space may provide an area for community activities and an attractive urban setting in which shoppers and employees may relax, read, and eat lunch.

Additional facilities in the business area could be developed as small private open spaces as part of the amenity package in optional method projects. These parks would be convenient to shoppers, workers, and the surrounding population. They could be sitting areas, places to walk and rest, or children's play areas. The Plan recommends that as projects are submitted, staff look at possible locations for such areas, particularly as redevelopment proceeds and establishes new patterns of pedestrian concentrations and movements.

ENVIRONMENTAL PLAN

ENVIRONMENTAL OBJECTIVES

Improve Wheaton's natural environment by reducing pollution and keeping Wheaton clean and green.

- Reduce air pollution in Wheaton.
- Improve water quality in Wheaton Branch and Sligo Creek.
- Reduce noise and create areas of quiet.

In an urban setting, which provides for the shelter, convenience, and commerce of people, the role of environmental planning is to mitigate the undesirable consequences of development to the maximum extent feasible. This applies, in particular, to the negative impacts on the environment in the form of air pollution, noise, and water pollution.

AIR QUALITY

In 1970, Congress set air quality standards that were to be met in five years. However, in 1977, the deadline for compliance with the standards was extended to the end of 1987. The requirements, known as the National Ambient Air Quality Standards (NAAQS), were established for six pollutants. Like many other communities throughout the nation, the Washington Metropolitan Area failed to achieve compliance by the most recent deadline for two of the pollutants, ozone and carbon monoxide.

Ozone, which provides a protective layer in the upper atmosphere from the harmful rays of the sun, is a pollutant at lower altitudes. Too much ozone at ground level can impair the human respiratory system and damage crops, forests, and other components of the ecosystem. Similarly, carbon monoxide can cause major respiratory and pulmonary impairments.

Ozone is formed by the photochemical reaction of sunlight and nitrogen oxides and hydrocarbons. The major source of these ozone precursors in the Washington area is motor vehicle emissions. Motor vehicles are also the major source of carbon monoxide on the national scale. In addition to auto emissions, other sources of pollutants that form ozone are gasoline vapors that escape from pumping gasoline into automobile fuel tanks, dry cleaning fluids, and household products such as aerosols, deodorants, adhesives, paints, and other solvents.

The Clean Air Act authorizes the U.S. Environmental Protection Agency to penalize offenders by imposing construction bans or withholding federal funds for clean air, highway, and sewage treatment projects. It is considered unlikely that the sanctions will be imposed on communities that are making "good faith" efforts to comply with the national standards. In 1988, Congress extended a short grace period to non-compliant communities in order to develop a new enforcement strategy.

Local governments in the Washington area are faced with a compounded compliance problem. Not only must the region achieve compliance to avoid sanctions, but future growth and development must also be accommodated. To the extent that growth means additional miles traveled per day, then the gap between regional air quality and the NAAQS will broaden.

In 1982, the Council of Governments, in coordination with the states of Maryland and Virginia and the District of Columbia, developed a plan to demonstrate "good faith" effort to achieve the air quality standards by 1987. The plan identified a number of controls that were required to attain clean air, including a process known as "Stage II vapor recovery." The process involves the use of special underground holding tanks at gasoline stations which, when combined with nozzles affixed to the pumps, recycles gasoline vapors into the tanks and not into the atmosphere.

Despite major expenditures to control both stationary and mobile sources of hydrocarbon emissions, ozone levels in most urban areas have not been reduced nearly as much as anticipated. A sensible air quality compliance program needs the integrated efforts of the federal government, states, and localities to address the problems identified by COG. The program must focus on two areas: more stringent pollution control and reduction in energy consumption. Pollution from transportation can be cut significantly through a program combining these two components.

Local programs that cut the total number of vehicle miles traveled and improve traffic flow would help to reduce emissions. Communities could plan to reduce vehicle miles and traffic by redirecting residential and commercial development with the goal of moving closer to a "jobs-housing" balance. Such a program is currently implemented in Montgomery County through the Annual Growth Policy and appropriate master and sector plans.

This Plan mitigates future air pollution generation in two ways. First, if growth is to occur anywhere in the County, it has less overall impact in a relatively dense urban setting than it does if diffused throughout the County. Density permits shorter trips between work and home. It offers the potential for fewer vehicle miles traveled than would occur in a scattered pattern of jobs and housing. Fewer vehicle miles traveled in turn would decrease air pollution in the region. Second, the transportation element of this Plan promotes the use of transit and car pooling in almost every way possible. If necessary, the County policy is to limit the number of parking spaces in the CBD to ensure transit and car pooling goals.

NOISE

The other term for noise is sound pollution. Long exposure to excessive noise can lead to health problems as surely as air pollution. The principal cause of noise problems is moving vehicles, including cars, trucks, and trains. Whether the cause of the sound is from air rushing around the moving object or from engine noise, the resulting irritation is proportional to the volume of the noise. In more suburban locations, noise attenuation measures would include physical barriers between the source of the noise and the development. However, solutions such as this may be inappropriate to the urban environment.

STORMWATER AND SEWER

Uncontrolled flood water is one of the most powerful forces in nature. Development which does not adequately control stormwater runoff can destroy the stream valley system and degrade the water quality of County streams. The County has implemented a Comprehensive Program of Storm Water Management controls. This program includes acquisition of stream valley parks, restricting development in floodplains, construction of storm drainage facilities, and a system of stormwater management facilities.

Development contributes to the problem of the degraded quality of surface runoff and the additional runoff generated from impervious areas. To control the problem, the County requires that developers install infiltration devices, construct wet or dry ponds or pay waiver fees so that these facilities can be built elsewhere.

Another water quality control device that is used most frequently in the Wheaton CBD is the oil-grit separators. These special structures can be used instead of the standard storm drain inlets. Oil-grit separators are being installed to collect surface runoff from paved areas. In addition, underground parking facilities are being required to connect floor drains to the sanitary sewer system. Both of these techniques are part of the County's commitment to improve water quality in the local stream system and, ultimately, the Chesapeake Bay. Oil-grit separators need to be maintained (cleaned) on a regular basis if they are to be effective. Strong enforcement of maintenance is necessary if the devices are to function properly. This should help the CBD to improve water quality, to meet State water quality standards in receiving streams, and to enhance the environmental quality of stream valleys.

The Wheaton CBD is mostly impervious and currently produces a substantial level of stormwater runoff. Virtually all of the existing development in Wheaton occurred under standards of runoff management which were lower than those prevailing today. Under today's higher standards new development, when it occurs, can be expected to be managed so as not to degrade existing conditions.

The majority of Wheaton Plaza drains to the Wheaton Branch of Sligo Creek. The drainage basin for the total Wheaton Sector Plan area also includes the Kensington Branch of Rock Creek and the McKenney Branch of Rock Creek.

In order to protect the Wheaton Branch and Sligo Creek from erosion, sedimentation, and flooding problems, the Montgomery County Department of Environmental Protection, in 1978, constructed the Wheaton Branch Regional stormwater management facility near Woodman Avenue. This project included the construction of a stormwater detention structure on the "Heitmuller Tract," along Dennis Avenue, east of Georgia Avenue. This facility covers approximately 14 acres and controls runoff from the 775-acre sub-watershed above Woodman Avenue. This impoundment is designed to protect the area against a range of peak flows from storms of from 2- to 100-year recurrence potential. In 1989, the County began a major retrofit project to install three wet ponds on the floor of the Wheaton Branch facility. This project was completed in 1990 and provides for the treatment of stream water as it flows through the pond network. In 1990, work will begin on a stream bank stabilization project

below the Wheaton Branch facility. The County also improved the storm drain outfall from the Plaza.

The Kensington Branch tributary of Rock Creek drains across University Boulevard to an unimproved drainage system along East Avenue, Upton Drive, and Hillsdale Road. There have been several drainage complaints over the years about the uncontrolled runoff. The drainage flows into an enclosed drainage system which crosses University Boulevard. It then becomes an open system again and drains through several areas of severe erosion east of Dupont Avenue. The drainage then passes under Plyers Mill Road and into a short section of concrete channel, into an undersized culvert along Wheatley Street, to an old railroad culvert. The stream then flows along Kensington Parkway, where the County expended funds to stabilize the streambanks before it flows into Rock Creek.

The McKenney Branch tributary of Rock Creek drains through an enclosed drainage system across McComas Avenue and along Drumm Drive, until it reaches the confluence with Kensington Branch.

SANITARY SEWERAGE SYSTEM CAPACITY

As a regionally-imposed constraint, sanitary sewer system capacity cannot be resolved purely in the local context of a small Sector Plan. Plans to provide increased sewage treatment capacity and transmission capacity are best addressed on a larger scale. The Sector Plan recommends that sufficient capability be made available to support the level of development ultimately recommended by the Plan.

HISTORIC PRESERVATION PLAN

HISTORIC PRESERVATION OBJECTIVES

- Preserve and enhance the historically and architecturally important buildings and promote the creation of a legacy for the future.
- Identify and protect historically significant sites and architecturally important structures.

Historic preservation offers an opportunity to the people of Montgomery County and the Wheaton community to protect the remaining vestiges of a rich, local heritage. Some of these resources are significant by themselves and some are significant as a group, whether in suburban communities or in rural settings. The challenge is to weave protection of these historical resources into the County's planning program to maximize community support for preservation and minimize infringement on private property rights.

In 1978, the Montgomery County Council enacted an interim ordinance on alteration or demolition of historic resources. A critical first step toward a County-wide preservation plan, this ordinance was designed to extend some protection to historic resources until a permanent preservation ordinance could be passed. The interim ordinance worked in concert with the *Locational Atlas and Index of Historic Sites*. Each of the resources included in the Atlas was subject to the review procedures specified in an anti-demolition ordinance. In addition, the resources on the Atlas were included in the *State Inventory of Historic Sites* and were subject to protection through a review process.

In 1979, the County Council adopted the *Master Plan for Historic Preservation* and the Historic Preservation Ordinance. At that time, a County-wide Historic Preservation Commission was established to administer the *Master Plan* and ordinance and to become a central clearinghouse for County historic preservation activities. The Commission evaluates and recommends historic resources for inclusion in the *Master Plan for Historic Preservation*.

This chapter serves as an amendment to the 1979 Master Plan for Historic Preservation. This amendment designates resources within the Wheaton Sector Plan area on the Master Plan, thereby extending to them the protection of the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code. If resources are not designated and are removed from the Locational Atlas, they are no longer governed by the Moratorium on Alteration and Demolition, Section 24A-10 of the Historic Preservation Ordinance.

Historic Preservation Master Plan Amendment Process

The Master Plan for Historic Preservation and the Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code, are designed to protect and preserve Montgomery County's historic and architectural heritage.

When an historic resource is placed on the *Master Plan for Historic Preserva- tion*, the adoption action officially designates the property as an historic site or
historic district, and subjects it to the further procedural requirements of the
Historic Preservation Ordinance.

Designation of historic sites and districts serves to highlight the values that are important in maintaining the individual character of the County and its communities. It is the intent of the County's preservation program to provide a rational system for evaluating, protecting and enhancing the County's historic and architectural heritage for the benefit of present and future generations of Montgomery County residents. The accompanying challenge is to weave protection of this heritage into the County's planning program so as to maximize community support for preservation and minimize infringement on private property rights.

The following criteria, as stated in Section 24A-3 of the Historic Preservation Ordinance, shall apply when historic resources are evaluated for designation in the *Master Plan for Historic Preservation*:

(1) Historical and cultural significance:

The historic resource:

- has character, interest, or value as part of the development, heritage or cultural characteristics of the County, State, or Nation;
- is the site of a significant historic event;
- is identified with a person or a group of persons who influenced society;
- exemplifies the cultural, economic, social, political or historic heritage of the County and its communities; or
- (2) Architectural and design significance:

The historic resource:

- a. embodies the distinctive characteristics of a type, period or method of construction;
- represents the work of a master;
- c. possesses high artistic values;
- represents a significant and distinguishable entity whose components may lack individual distinction; or
- e. represents an established and familiar visual feature of the neighborhood, community, or County due to its singular physical characteristic or landscape.

Implementation of the Master Plan for Historic Preservation

Once designated on the *Master Plan for Historic Preservation*, historic resources are subject to the protection of the Ordinance. Any substantial changes to the exterior of a resource or its environmental setting must be reviewed by the

Historic Preservation Commission and an historic area work permit issued under the provisions of the County's Preservation Ordinance, Section 24A-6. In accordance with the *Master Plan for Historic Preservation* and unless otherwise specified in the amendment, the environmental setting for each site, as defined in Section 24A-2 of the Ordinance, is the entire parcel on which the resource is located as of the date it is designated on the *Master Plan*.

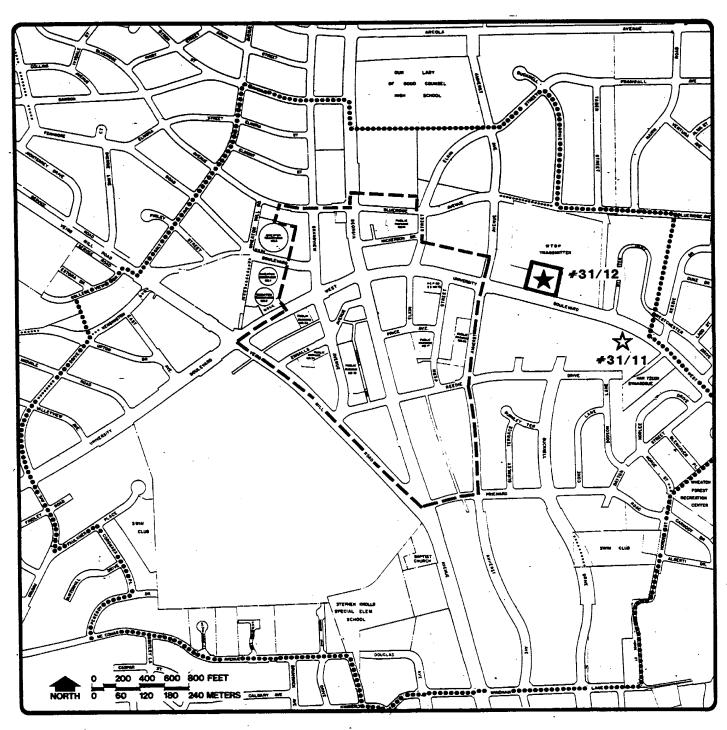
Designation of the entire parcel provides the County adequate review authority to preserve historic sites in the event of development. It also ensures that, from the beginning of the development process, important features of these sites are recognized and incorporated in the future development of designated properties. In the case of large acreage parcels, the amendment will provide general guidance for the refinement of the setting by indicating when the setting is subject to reduction in the event of development; by describing an appropriate area to preserve the integrity of the resource; and by identifying buildings and features associated with the site which should be protected as part of the setting. It is anticipated that for a majority of the sites designated, the appropriate point at which to refine the environmental setting will be when the property is subdivided.

Public improvements can profoundly affect the integrity of an historic area. Section 24A-6 of the Ordinance states that an Historic Area Work Permit for work on public or private property must be issued prior to altering an historic resource or its environmental setting. The design of public facilities in the vicinity of historic resources should be sensitive to and maintain the character of the area. Specific design considerations should be reflected as part of the Mandatory Referral review processes.

In the majority of cases, decisions regarding preservation alternatives are made at the time of public facility implementation within the process established in Section 24A of the Ordinance. This method provides for adequate review by the public and governing agencies. In order to provide guidance in the event of future public facility implementation, the amendment addresses potential conflicts existing at each site and suggests alternatives and recommendations to assist in balancing preservation with community needs.

In addition to protecting designated resources from unsympathetic alteration and insensitive redevelopment, the County's Preservation Ordinance also empowers the County's Department of Environmental Protection and the Historic Preservation Commission to prevent the demolition of historic buildings through neglect.

The Montgomery County Council passed legislation in September 1984 to provide for a tax credit against County real property taxes in order to encourage the restoration and preservation of privately owned structures located in the County. The credit applies to all properties designated on the *Master Plan for Historic Preservation* (Chapter 52, Art. VI). Furthermore, the Historic Preservation Commission maintains up-to-date information on the status of preservation incentives including tax credits, tax benefits possible through the granting of easements on historic properties, outright grants and low-interest loan programs.







Resource Not Recommended For Historic Designation

---- Environmental Setting Boundary

WHEATON

---- Central Business District Boundary

••••• Sector Plan Boundary











THE AMENDMENT

There are two potential historic resources in the Wheaton Sector Plan area: the Brick School (#31/11) and the WTOP Transmitter (#31/12). A map identifying the location of these resources is included as Figure 17. Both properties have been recommended for designation by the Montgomery County Historic Preservation Commission.

This plan does <u>not</u> recommend the Brick School (#31/11) for placement on the *Master Plan for Historic Preservation* and recommends that this resource be removed from the *Locational Atlas*:

Site #	Site Name	<u>Location</u>
31/11	Brick School	1920 University Blvd.

- This structure was built circa 1903 as a public school. An earlier frame school on the site burned and this building replaced it. It has been extensively altered and converted to a private residence.
- The building is a brick cottage, 1 1/2 stories in height, with a dormer set into a hipped roof of patterned tin. Four large, matching windows are found on both the east and west facades, typical of the windows found on school buildings of this period. The front and rear facades have been added to and altered.

This plan recommends the WTOP Transmitter (#31/12) for placement on the Master Plan for Historic Preservation as it meets Ordinance criteria 1A, 1D, 2A and 2E. An environmental setting of 1.4 acres is recommended and is illustrated in Figure 17. If designated as a historic site, the transmitter structure may be suitable for appropriate neighborhood or commercial uses as specified under the Planned Development zone:

Site #	Site Name	Location
31/12	WTOP Transmitter	2021 University Blvd.

- This structure is a reinforced concrete, 2-to-3 story building which was constructed in 1939-40 and was designed by architect, E. Burton Corning

 who also designed many major apartment and office buildings in the
 Washington, D.C. area. It has functioned as a radio transmitting station, first for WJSV and then for WTOP, since its construction.
- The WTOP Transmitter exhibits the distinctive characteristics of the streamlined architectural styles of the 1930's, and particularly of the International Style of architecture: a horizontal orientation, a rejection of ornamentation, a reliance on smooth, planar building surfaces, and an emphasis on space as volume rather than as mass.
- This architectural movement the International Style was promoted by the Bauhaus School in Germany and Le Corbusier in France, and is rare in the United States. The unique appearance of the WTOP Transmitter is significant both architecturally and as a landmark in the Wheaton area.
- The WTOP Transmitter building was erected at the height of the "Golden Age" of radio. At 50,000 watts, it was the largest and most powerful

transmitter in the Washington area. It symbolizes the remarkable technical advances of the radio industry and the contributions of this industry in disseminating information to a broad audience.

- During the 1930's, CBS Broadcasting was constructing transmitter buildings – many with unusual and modernistic designs – in different parts of the United States. The WTOP Transmitter was part of this major movement in transmitter structures.
- The environmental setting for the WTOP Transmitter is a 1.4 acre parcel which includes the transmitter building, but not the transmitting towers.

APPENDICES

APPENDICES

APPENDIX A: PROCEDURE FOR DEVELOPMENT OF HIGHWAY PLAN

The forecast traffic volumes for the year 2000 were composed of four categories: existing traffic, traffic generated and diverted by the Wheaton Metrorail station, traffic generated by development within the Wheaton Sector Plan area, and traffic generated by development outside the Wheaton Sector Plan area.

EXISTING TRAFFIC

Existing traffic counts were provided by the Montgomery County Department of Transportation and represent actual weekday volumes during 1987 and 1988.

METRORAIL TRAFFIC

Previous patronage forecasts for the Wheaton Metro station were updated to reflect the most recent demographic forecasts from COG for the year 2000. The projected daily demand for park-and-ride spaces, 2,610, greatly exceeds the 1,150 spaces programmed by WMATA. Roughly 50 percent of the overflow was assumed to use another mode of access to the Metro station and the rest were assumed to use a mode of access other than Metro to make their trips.

The park-and-ride and kiss-and-ride trips were assumed to have the following distribution at the Wheaton CBD cordon:

Location

Georgia Avenue (south)	5%
University Boulevard (west)	8%
Veirs Mill Road	32%
Georgia Avenue (north)	42%
University Boulevard (east)	13%

TRAFFIC GENERATED BY WHEATON DEVELOPMENT

The standard process for estimating future traffic volumes contains four steps: trip generation, trip distribution, modal split, and trip assignment. This four-step process was employed for the development of the highway plan with a minor modification. Assumptions concerning transit use and auto occupancy were built into the trip generation rates; therefore, the modal split step of the process was not explicitly considered.

Trip Generation

Five categories of development were considered for the purpose of developing trip generation rates. Vehicle trips were generated for the peak hours at the rates listed below. The term "peak direction" indicates trips beginning at residential and hotel development during the A.M. peak hour, and trips ending at office and retail development during the A.M. peak hour. These rates are for planning purposes, and other rates might be appropriate for the actual Local Area Review or other development review activities.

Office

1.2 trip ends per 1000 GSF in A.M. peak hour 1.7 trip ends per 1000 GSF in P.M. peak hour 85% of trips in peak direction

Retail - Wheaton Plaza

0.00 trip ends per 1000 GSF in A.M. peak hour 2.82 trip ends per 1000 GSF in P.M. peak hour 50% of trips in peak direction

Retail - Other Locations

0.0 trip ends per 1000 GSF in A.M. peak hour 5.0 trip ends per 1000 GSF in P.M. peak hour 50% of trips in peak direction

Residential

0.4 trip ends per dwelling unit in A.M. peak hour0.4 trip ends per dwelling unit in P.M. peak hour75% of trips in peak direction during A.M. peak hour60% of trips in peak direction during P.M. peak hour

The trip generation rates were based on empirical data from both nationwide and local studies.

The trip generation rates were applied to all development in the development projection. The amount of net development assumed for each component of the total development projection is as follows:

Land Use	Development Projection				
	1	<u>2</u> A	<u>2B</u>		
Office (GSF)	400,000	400,000	640,000		
Retail - Wheaton Plaza (GSF)	0	250,000	250,000		
Retail - Other (GSF)	-15,000	-18,000	-18,000		
Residential (DUs)	800	800	1,335		

Trip Distribution and Assignment

The trips were assumed to cross the CBD cordon according to the following distribution table:

Location	Off	Ret	Res/Hot
Georgia Avenue (south)	41%	44%	46%
University Boulevard (west)	25%	21%	27%
Veirs Mill Road	15%	12%	21%
Georgia Avenue (north)	17%	20%	4%
University Boulevard (east)	2%	3%	2%

The assumed distribution was prepared using SYSTEM II, a regional land use/ transportation model. Demographic data from COG for the year 2000 was used to determine the amount of development occurring in the Metropolitan Washington Area on a zonal basis. A gravity model was used to determine the relative number of attractions to Wheaton from each zone. A shortest path tree model was used to identify the fastest and most logical travel route from each zone to Wheaton.

Within the CBD, trips were manually assigned from the cordon points to the locations of additional development. The cordon point distribution was assumed to be the same for each development location.

TRAFFIC GENERATED BY DEVELOPMENT OUTSIDE WHEATON

All development which occurs in the Metropolitan Washington Area will have some impact on traffic conditions in Wheaton. The development specified in this Sector Plan is considered explicitly as previously described. Development which occurs outside the boundaries of the Sector Plan area is considered implicitly as an increase in the number of through trips in Wheaton.

Currently, approximately 40 percent of the vehicles which enter or leave the Wheaton CBD are local traffic; that is, they will make a stop within the CBD. The remainder are through trips. The number of through trips in any CBD is a function of the regional roadway network and demographics. Through trips in Wheaton will increase, for instance, if more dwelling units are built north of the CBD and more jobs are made available south of the CBD. This increase might be negated, however, if the roadway network is altered so that these trips might bypass the CBD.

To estimate the impact of additional development and changes in the roadway network, EMME/2, a land use/transportation model, was used to model anticipated traffic conditions in the year 2000, including increased development as forecast by COG and currently planned roadway network changes, such as the Inter-County Connector.

The model output was adjusted to reflect the fact that Sector Plan development in Wheaton is different than COG forecasts. The adjusted forecasts indicate that through trips will increase by 11 percent in the Wheaton CBD by the year 2000.

APPENDIX B: SUMMARY OF IMPROVEMENTS TO INTERSECTIONS

Given the assumptions stated in Appendix A, improvements must be made at a few intersections to adequately handle traffic generated by future development.

The following tables summarize the recommended intersection improvements listed in the Transportation Plan for each of the three components of the sector plan's development projections. In all cases, the lane configurations shown are the best estimates at the time of this sector plan preparation. They are subject to change if equivalent configurations are found to be more desirable.

SUMMARY OF GEOMETRIC IMPROVEMENTS

Development Projection 1

Arcola Avenue and Georgia Avenue:

- Add second left-turn lane to southbound Georgia Avenue
- Add second through lane to eastbound Arcola Avenue

Georgia Avenue and Reedie Drive:

- Add second through lane to Reedie Drive
- Add left-turn lane to eastbound Reedie Drive
- Add left-turn lane to westbound Reedie Drive

Georgia Avenue and Windham Lane

 Construct Windham Lane as a four-lane cross section for 100 feet both east and west of Georgia Avenue

Grandview Avenue and Reedie Drive

- Realign Grandview Avenue to intersect Reedie Drive at a right angle
- Realign Reedie Drive as a five-lane cross section matching cross sections at Veirs Mill Road and Georgia Avenue

University Boulevard and Veirs Mill Road

- Add second left-turn lane to northbound Veirs Mill Road
- Add right-turn lane to eastbound University Boulevard

Development Projection 2A

Arcola Avenue and Georgia Avenue:

- Add second left-turn lane to southbound Georgia Avenue
- Add second through lane to eastbound Arcola Avenue

Georgia Avenue and Reedie Drive:

Add turn lane to westbound Reedie Drive

Georgia Avenue and Windham Lane

Construct Windham Lane as a four-lane cross section for 100 feet both
 east and west of Georgia Avenue

Grandview Avenue and Reedie Drive

- Realign Grandview Drive to intersect Reedie Drive at a right angle
- Realign Reedie Drive as a five-lane cross section matching cross sections at Veirs Mill Road and Georgia Avenue

University Boulevard and Veirs Mill Road

- Add second left-turn lane to northbound Veirs Mill Road
- Add right-turn lane to eastbound University Boulevard

Development Projection 2B

Arcola Avenue and Georgia Avenue:

- Add second left-turn lane to southbound Georgia Avenue
- Add second through lane to eastbound Arcola Avenue

Georgia Avenue and Reedie Drive:

- Add second through lane to Reedie Drive
- Add left-turn lane to eastbound Reedie Drive
- Add left-turn lane to westbound Reedie Drive

Georgia Avenue and Windham Lane

 Construct Windham Lane as a four-lane cross section for 100 feet both east and west of Georgia Avenue

Grandview Avenue and Reedie Drive

- Realign Grandview Drive to intersect Reedie Drive at a right angle
- Realign Reedie Drive as a five-lane cross section matching cross sections at Veirs Mill Road and Georgia Avenue

University Boulevard and Veirs Mill Road

- Add second left-turn lane to northbound Veirs Mill Road
- Add right-turn lane to eastbound University Boulevard

APPENDIX C: IMPROVEMENTS TO INTERSECTIONS

The following tables list the improvements identified as necessary to accommodate future traffic volumes while maintaining a CLV of 1525 or lower. At each intersection, the CLV and level of service are listed for incremental improvements. These lane configurations are subject to change if equivalent improvements are found to be more desirable.

Development Projection 1

INTERSECTION	c	LV		IMPROVEMENT
(141001000011014	AM	PM		
CBD-2 - Arcola/Georgia	1472-E	1775-F		Existing geometry
	1472-E	1591-E	and	Add LT lane to SB Georgia (L,L,T,T,TR)
	1419-D	1431-D	and	Add lane to EB Arcola (LT,TR)
CBD-5 - Georgia/Reedie	1518-E	1527-E		Existing geometry (EB/
				WB Reedie assumed LT,TR)
CBD-12 - University/Veirs Mill	1488-E	1668-F		Existing geometry
	1403-E	1529-E	and	Add LT lane to NB Veirs Mill (L,L,T,T,TR)
	1303-E	1459-E	and	Add RT lane to EB University (L,T,T,T,R)

Development Projection 2A

INTERSECTION	CLV			IMPROVEMENT	
	AM	PM			
CBD-2 - Arcola/Georgia	1472-E	1803-F		Existing geometry	
	1472-E	1619-F	and	Add LT lane to SB Georgia (L,L,T,T,TR)	
	1419-D	1459-E	and	Add lane to EB Arcola (LT,TR)	
CBD-5 - Georgia/Reedie	1518-E	1597-F		Existing geometry (EB/	
				WB Reedie assumed LT,TR)	
	1518-E	1504-E	and	Add WB, RT lane.	
INTERSECTION	CLV	1		IMPROVEMENT	
-	AM	PM			
CBD-12 - University/Veirs Mill	1488-E	1684-F		Existing geometry	
	1403-E	1545-E	and	Add LT lane to NB Veirs Mill (L,L,T,T,TR)	
	1303-E	1475-E	and	Add RT lane to EB University (L,T,T,T,R)	

Development Projection 2B

INTERSECTION	AM	CLV	PM		IMPROVEMENT
CBD-2 - Arcola/Georgia	1490-E		1829-F		Existing geometry
	1490-E		1619-F	and	Add LT lane to SB Georgia (L,L,T,T,TR)
	1437-D		1459-E	and	Add lane to EB Arcola (LT,TR)
CBD-5 - Georgia/Reedie	1602-F		1704-F		Existing geometry (EB/WB Reedie assumed LT,TR)
	1530-E		1587-E	and	Add lane to EB, WB Reedie (L,LT,TR), split east-west phase
CBD-6 - Georgia/University	1533-E		1522-E		Existing geometry
-	1407-D		1522-E	and	Add RT lane to SB Georgia (L,T,T,T,R)
CBD-8 - Georgia/Windham	1386-D		1546-E		Existing geometry (EB/WB Windham assumed LT,TR. NB Georgia assumed L,T,T,TR)
	1386-D		1500-E	and	Add RT lane to NB Georgia (L,T,T,T,R)
CBD-12 - University/Veirs Mill	1548-E		1698-F		Existing geometry
	1463-E		1583-E	and	Add LT lane to NB Veirs Mill (L,L,T,T,TR)
	1463-E		1530-E	and	Add RT lane to EB University (L,T,T,T,R)
	1423-D		1515-E	and	Add LT lane to WB University (L,L,T,T,R) (Note: this improve- ment not specified in text since it would be cost-prohibitive. In this case, the crite- rion that intersection CLVs be less than 1525 will be relaxed to allow a CLV of 1530.)

APPENDIX D: RIGHT-OF-WAY

Given the following assumptions for roadway element widths in the Wheaton Sector Plan area:

- 12' traffic lanes
- 4' central medians on Georgia Avenue, Veirs Mill Road, and University Boulevard
- 16' sidewalks/grass boulevards on both sides of Georgia Avenue, Veirs Mill Road, and University Boulevard within the CBD
- 12' sidewalks/grass boulevards on other locations

the following amendments to the 1978 Street and Highway Plan are mandated.

Development Projection 1

- Additional 2' on both sides of Reedie Drive from Grandview Avenue to Fern Street
- Additional 4' on south side of University Boulevard from East Avenue to Veirs Mill Road

Development Projection 2A

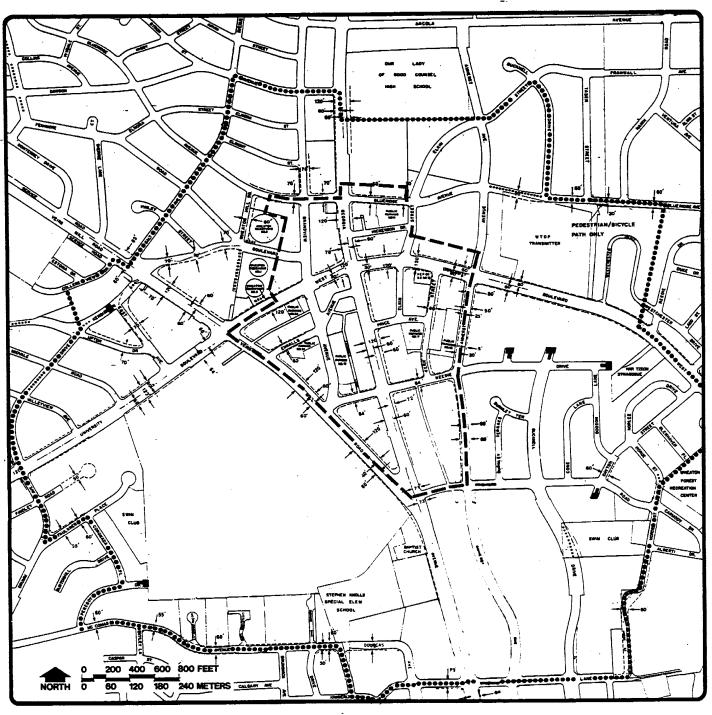
- Additional 2' on both sides of Reedie Drive from Grandview Avenue to Fern Street
- Additional 4' on south side of University Boulevard from East Avenue to Veirs Mill Road
- Additional 12' on east side of Georgia Avenue from Reedie Drive to a point 500' feet south

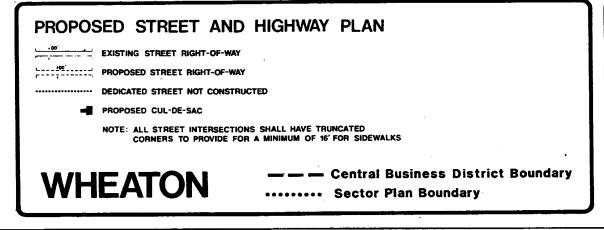
Development Projection 2B

- Additional 2' on both sides of Reedie Drive from Grandview Avenue to Fern Street
- Additional 4' on south side of University Boulevard from East Avenue to Veirs Mill Road
- Additional 12' on east side of Georgia Avenue from Reedie Drive to a point 500' feet south
- Additional 18' on west side of Georgia Avenue from Hickerson Drive to University Boulevard
- Additional 4' on east side of Georgia Avenue from Windham Lane to a point 500' south

Figure 18 shows the amended street and highway plan for the Wheaton Sector Plan area.

The proposed amendments may not be necessary if the roadway improvements are not implemented cr if the aforementioned standards for roadway and walkway width are relaxed.















Resolution No.: 11-2113 Introduced: June 25, 1990 Adopted: June 25, 1990

COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND SITTING AS THE DISTRICT COUNCIL FOR THAT PORTION OF THE MARYLAND-WASHINGTON REGIONAL DISTRICT WITHIN MONTGOMERY COUNTY, MARYLAND

By: District Council

Subject: Approval of Final Draft Sector Flan for the Wheaton Central Business District and Vicinity, dated January, 1990

Background

- 1. On January 22, 1990, the Montgomery County Planning Board transmitted to the County Executive, the Final Draft Sector Plan for the Wheaton Central Business District and Vicinity. The Plan recommends the preservation and retention of the retail "market place", in Wheaton. It permits some growth without sacrificing the qualities that give Wheaton its special character. The Plan recommends that new development be directed to areas of greatest transit accessibility.
- 2. The Final Draft Amendment amends the 1978 Sector Plan for the Wheaton Central Business District and Vicinity and the General Flan for the Physical Development of the Washington-Maryland Regional District.
- 3. On March 19, 1990, the County Executive transmitted to the District Council the Final Draft Sector Plan for the Wheaton Central Business District and Vicinity, as prepared by the Montgomery County Planning Board, with a recommendation for approval with modifications.
- 4. On May 3, 1990, the County Council held a public hearing regarding the Final Draft Sector Flan for the Wheaton Central Business District. The Sector Plan was referred to the Flanning, Housing and Economic Development Committee for review and recommendation.
- 5. On June 14, 1990, the Planning, Housing and Economic Development Committee held a worksession to review the issues raised in connection with the Sector Plan. The committee recommended to the Council that the Sector Plan Amendment be approved with a modification to clarify the Sector Plan recommendation with respect to the development of the Metro Center site.

6. On June 26, 1990 the District Council reviewed the Final Draft Sector Plan for the Wheaton Central Business District and agreed with the recommendation of the Planning, Housing and Economic Development Committee.

Action

The County Council from Montgomery County, Maryland, sitting as the District Council for that portion of the Maryland-Washington Region in Montgomery County, approves the following resolution:

The Final Draft Sector Plan for the Wheaton Central Business District and Vicinity, dated January, 1990, is approved with the following revision:

Page 62, 3rd paragraph.

- [[o Designates the Metro Center parcel for a combination of CBD-R and CBD-3 soning. The land west of Amherst Avenue should be developed with residential uses in the CBD-R Zone. Any development should maintain a townhouse frontage along Amherst Avenue with a maximum height of 35 feet. (This height limit applies to the first 75 feet as measured from the property line.) The townhouse frontage, with the 35-foot height limit, should apply to any optional method project. (Under the standard method there is a 35-foot height limit on the entire CBD-R Zone.) The total parcel of land should be developed as a unified optional method project. (The existing public alley would have to be abandoned prior to the approval of a subdivision plan.) The height, scale, and bulk of any proposed project must be compatible with the existing residential communities to the mast [west] and south of the site.]]
- Designates the Metro Center parcel a combination of CBD-R and CBD-3 zoning. The total parcel of land should be developed as a unified optional method project. The existing public alley on the site would have to be abandoned prior to the approval of the subdivision plan. The height, scale and bulk of the proposed project must be compatible with the existing residential communities to the east and south of the site. The land immediately west of Amberst Avenue is most appropriate for development of residential uses in the CBD-R zone. A townhouse frontage along Amberst Avenue with a maximum height of 35 feet should be provided on this portion of the site to ensure compatibility with the adjacent single-family community. The 35 foot height limit should apply for a distance of 75 feet as measured from the property line.

Note: [[Double brackets]] indicate deletions
Underlining indicates additions

General

The text of the Sector Plan Amendment is to be edited as necessary to achieve clarity and consistency, to update factual information, and to convey the action of the County Council.

This is a correct copy of Council action.

Rathleen A. Freedman, CMC Secretary of the Council

Approved:

Higney Nramer

Sidney Kramey, County Executive

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION 8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

MCPB NO. 90-33 M-NCPPC NO. 90-30

RESOLUTION

WHEREAS, The Maryland-National Capital Park and Planning Commission, by virtue of Article 28 of the Annotated Code of Maryland, is authorized and empowered, from time to time, to make and adopt, amend, extend, and add to a General Plan for the Physical Development of the Maryland-Washington Regional District; and

WHEREAS, the Montgomery County Planning Board of the Maryland-National Capital Park and Planning Commission, pursuant to said law, held a duly advertised public hearing on October 23, 1989, on the Preliminary Draft Comprehensive Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity, being also an amendment to the Sector Plan for the Wheaton Central Business District and Vicinity, 1978, as amended; the Master Plan for the Communities of Kensington-Wheaton, 1989, as amended; the Master Plan for Historic Preservation, 1979, as amended; the Master Plan of Bikeways, 1978, as amended; being also an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District and the Master Plan of Highways within Montgomery County; and

WHEREAS, the Montgomery County Planning Board, after said public hearing and due deliberation and consideration, on December 12, 1989, approved the Final Draft of the proposed amendment, and recommended that it be approved by the Montgomery County Executive to forward to the District Council for its approval; and

WHEREAS, the Montgomery County Executive reviewed and made recommendations on the Final Draft Comprehensive Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity and forwarded those recommendations to the District Council on March 19, 1990; and

WHEREAS, the Montgomery County Council, sitting as the District Council for the portion of the Maryland-Washington Regional District lying within Montgomery County, held a public hearing on May 3, 1990, wherein testimony was received concerning the Final Draft Comprehensive Amendment; and

WHEREAS, the District Council, on June 26, 1990, approved the Final Draft Comprehensive Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity subject to the modifications and revisions set forth in Resolution 11-2113; and

WHEREAS, the Montgomery County Executive approved the Comprehensive Amendment to the Sector Plan for the Wheaton Central Business District and Vicinity on July 2, 1990.

NOW, THEREFORE, BE IT RESOLVED, that the Montgomery County Planning Board and the Maryland-National Capital Park and Planning Commission do hereby adopt said Comprehensive Amendment to the Sector Plan for Wheaton Central Business District and Vicinity, together with the General Plan for the Physical Development of the Maryland-Washington Regional District and the Master Plan of Highways within Montgomery County as approved by the Montgomery County District Council in the attached Resolution 11-2113; and

BE IT FURTHER RESOLVED, that these amendments and appropriate certificate of adoption shall be recorded on the maps, plan, and descriptive matter, said certificate shall contain the signature of the Chairman, Vice Chairman, and Secretary-Treasurer of this Commission; and

BE IT FURTHER RESOLVED, that as to Resolution No. 11-2113, this adoption be effective August 24, 1990, nunc pro tunc; and

BE IT FURTHER RESOLVED, that copies of said Amendment shall be certified by the Maryland-National Capital Park and Planning Commission and filed with the Clerk of the Circuit Court of each of Montgomery and Prince George's Counties, as required by law.

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission on motion of Commissioner Hewitt, seconded by Commissioner Floreen, with Commissioners Henry, Bauman, Floreen and Hewitt voting in favor of the motion, with Commissioner Keeney being absent at its regular meeting held on Thursday, July 12, 1990, in Silver Spring, Maryland.

John F. Downs, Jr. Executive Director

This is to certify that the foregoing is a true and correct copy of a resolution adopted by the Maryland-National Capital Park and Planning Commission on motion by Commissioner Hewitt, seconded by Commissioner Dabney, with Commissioners Rhoads, Dabney, Bauman, Yewell, Hewitt and Floreen voting in favor of the motion, with Commissioners Keeney and Henry being absent, and with Commissioners Wootten and Botts being temporarily absent at its regular meeting held on Wednesday, September 12, 1990, in Riverdale, Maryland.

John F. Downs, Jr. Executive Director

PLANNING STAFF ACKNOWLEDGEMENTS

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The staff wishes to thank the following groups and individuals for their time, patience, and assistance in the development of the Plan:

- Wheaton Revitalization Strategy Committee;
- Greater Wheaton Citizens Advisory Board;
- Wheaton/Kensington Chamber of Commerce;
- Representatives of many Community Associations especially Wheaton Forest, Kensington Heights, and Wheaton Towne Condominiums;
- David Chikvashvili, DHCD, Wheaton CBD Improvement Project Manager; and
- Aron Trombka, Montgomery County Office of Planning Policies.



WHEATON SP (1990)