



MONTGOMERY COUNTY PLANNING DEPARTMENT
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB
Item #
9/4/08

August 14, 2008

MEMORANDUM

TO: Montgomery County Planning Board

VIA: Glenn Kreger, Acting Chief *GK*
Community-Based Planning Division

Khalid Afzal, Team Leader, Georgia Avenue Team
Community-Based Planning Division *KA*

FROM: Sandy Tallant, Planner Coordinator (301.495.1329) *ST*
Georgia Avenue Team
Community-Based Planning Division

SUBJECT: Proposed Scope of Work for the Wheaton CBD and Vicinity Sector Plan Amendment

RECOMMENDATION: Approve the Wheaton CBD and Vicinity Sector Plan Proposed Scope of Work, thereby authorizing staff to proceed with the development of the draft Sector Plan.

BACKGROUND

The attached Scope of Work replaces the former Purpose and Outreach Report presented to the Planning Board prior to commencing the preparation of a master or sector plan. The Scope of Work includes more detailed information on the planning process, management, staffing, scheduling, and project budget. The document's improved look, with more graphics and illustrations, is meant to make it user-friendly for the general public.

SUMMARY

Wheaton is one of the four central business districts in the County. Existing development in Wheaton reflects a traditional small downtown with mostly low-rise development. A Sector Plan amendment is needed at this time is to position Wheaton to take advantage of future redevelopment opportunities and help the downtown revitalize while preserving its unique character.

The Sector Plan amendment has three goals: 1) to meet County policy of focusing density at Metro stations to encourage transit use and make best use of that significant public investment, 2) to reinvigorate the Wheaton CBD and create a walkable community with a distinct identity, and 3) to create a center of jobs and housing on the eastern leg of the Metro Red Line.

Plan objectives include:

- Spur revitalization
- Integrate Wheaton Mall into the community
- Preserve Wheaton's small business and ethnic diversity
- Build a quality public realm
- Create Wheaton as a sustainable community
- Mitigate the negative impacts of redevelopment on the community
- Create new housing options
- Provide economically viable options
- Apply new planning tools

The Plan will be developed with full participation of the community and other stakeholders. In lieu of a master plan advisory group, the project team will use the experience and expertise of the two existing advisory committees associated with the Mid-County Services Center. In addition to these committees, staff will utilize a range of outreach techniques to engage the community. A kick-off meeting for the Sector Plan was held on April 30, 2008. With the Planning Board's approval on September 4, 2008, staff will hold a September 17 community Visioning Workshop. Staff will deliver a draft Sector Plan to the Planning Board in summer 2009.

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Attachment: Wheaton CBD and Vicinity Sector Plan Proposed Scope of Work