



Westhard

SECTOR PLAN



BRIEFING BOOK

September 2014





BRIEFING BOOK

The Westbard Plan Briefing Book summarizes the existing conditions of the Westbard Sector Plan area as of September 2014. It is intended to be used as a reference for the community that lives works and shops in the Westbard Sector Plan area in conjunction with the Sector Plan update that began in July 2014.

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INTRODUCTION

The purpose of this briefing book is to provide an overview of the existing conditions of the Westbard area as well as explore how the recommendations in the 1982 Westbard Sector Plan have been fulfilled over the past 32 years. The briefing book does not make recommendations for the Westbard area in any discipline – recommendations will be a result of the planning effort begun by M-NCPPC in July, 2014.

Westbard developed along the Baltimore & Ohio Railroad's Metro Southern or Georgetown Branch, which was constructed in the 1890s to support what the railroad expected would be several residential communities. The line never carried passengers, but instead transported freight to federal facilities in the District, thus the residential communities that were originally anticipated grew in a different way. The Kenwood community, east of River Road, developed in the 1920s and World War II brought rapid development to the area. Closer to the rail line, were light industrial activities that could take advantage of rail proximity, with neighborhood commercial and some office activities along River Road.

The 1982 Westbard Sector Plan attempted to reconcile the desirability of providing industrial uses along an existing freight rail line with the need to preserve existing established residential communities that were nearby. To further this goal, the Plan made land use and zoning recommendations that would:

- Eliminate heavy industrial uses throughout the Sector Plan area and allow limited commercial activity along River Road;
- Re-designate existing heavy industrial areas for light industrial uses, and provide improved access to businesses along the railroad right-of-way;
- Continue light industrial uses in the southwest portion of the Sector Plan area;
- Encourage planned development with a mix of mid-rise residential buildings and office uses on land north of River Road between Little Falls Parkway and the railroad right-of-way;
- Retain mixed-uses in existing high-rise buildings while restricting conversions to predominantly office uses;
- Encourage additional parkland and streetscape improvements in the Sector Plan area.

Map 1: Aerial Survey of the Westbard area looking northwest



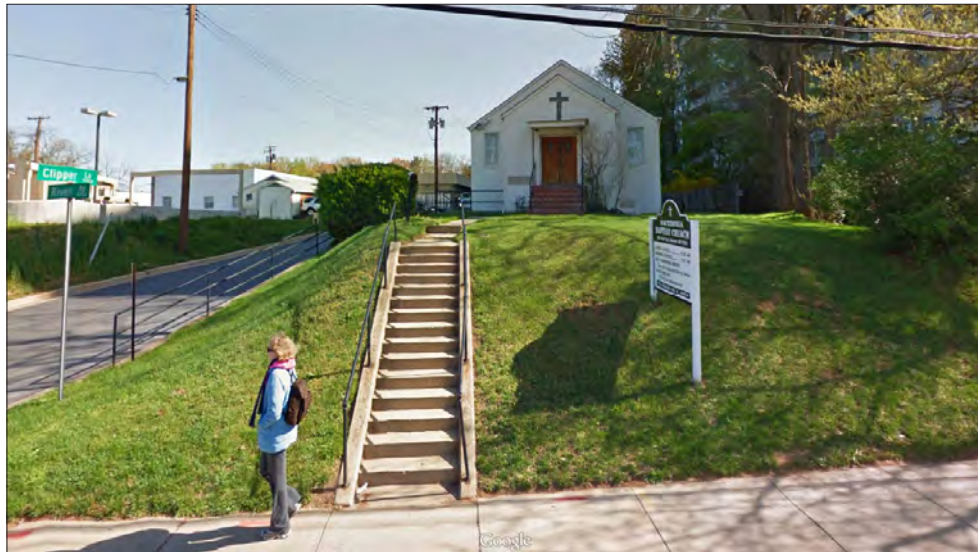
The most significant change in the intervening years has been the abandonment of the freight rail line that bisected the community and its replacement with the Capital Crescent Trail, which now includes a bridge over River Road. The trail is one of the lower County's most attractive amenities, allowing hikers and bikers to travel for leisure or commute from Bethesda to points in the District of Columbia.

The mix of residential, office and industrial uses that characterized Westbard at the time of the 1982 Plan remains in place today. River Road is devoted largely to retail and residential uses, including Whole Foods and American Plant Food. Interior properties along the trail right-of-way are used for auto service, light industrial and other services. The Westwood Building on Westbard Avenue, used as offices when the 1982 Plan was completed, has been converted to residences and used for student housing in recent years. The Westwood Shopping Center remains a neighborhood shopping destination.

Brief History of the Community

Westbard is a mid-century mixed-use district that developed initially as industrial land bisected by the B&O Railroad's Metro Southern Branch. The rail line – known also as the Georgetown Branch – was laid beginning in 1892 and completed in 1910. The B&O Railroad originally intended the line to have passenger service, but this never materialized and the line was used exclusively for freight, thus spurring the area's initial development as an industrial center.

The first significant residential development in the area did not arrive until the 1920s, when the Kennedy-Chamberlin Development Company created the Kenwood County Club and constructed the adjacent Kenwood subdivision. Extreme demand for development in the post-World War II era led to the transformation of greater Bethesda from farmland to dense subdivisions. The County's population grew from under 90,000 in 1946 to nearly 580,000 by 1974. Surrounding Westbard are the suburban neighborhoods of Springfield, Sumner and Massachusetts Avenue Hills that date largely from the 1950s.



Macedonia Baptist Church on River Road

Within 15 years in the 1950s and 1960s, Westbard was transformed into a mixed-use center. Dating from the 1950s are the public facilities on Westbard Avenue of Western High School (1951) (now Westland Middle School) and Little Falls Library (1959), and a cluster of churches along Massachusetts Avenue: Little Flower Catholic Church (1952), Pilgrim Lutheran (1957) and Saint Dunstan's Episcopal (1958). In the 1960s came apartment buildings, including Park Bethesda (1965) and commercial businesses with Westwood Shopping Center (1960), Bowlmor (1965) and Westwood Manor Care (1965).

More research is needed on the African American community that resided near the Little Falls Branch and River Road during Westbard's early years. One of the oldest buildings in Westbard, the Macedonia Baptist Church (1920), at 5119 River Road, may be among the only extant buildings associated with this community.

FULFILLMENT OF THE 1982 WESTBARD PLAN

The 1982 Westbard Sector Plan was prompted by citizen concern that incompatible land use changes could take place under the existing zoning designations in the late 1970s. The main issues were:

1. Changes to land uses under the heavy industrial zoning designation would pose a threat to the already overburdened roadways.
2. The prevailing heavy industrial zoning (I-2) appeared to threaten otherwise sound residential areas with incompatible land uses.
3. The heavy industrial zoning would limit the kinds of uses that landowners felt were justified and marketable under private redevelopment (1982 Westbard Sector Plan, page 2).

Map 2:

DESIGN CONCEPT

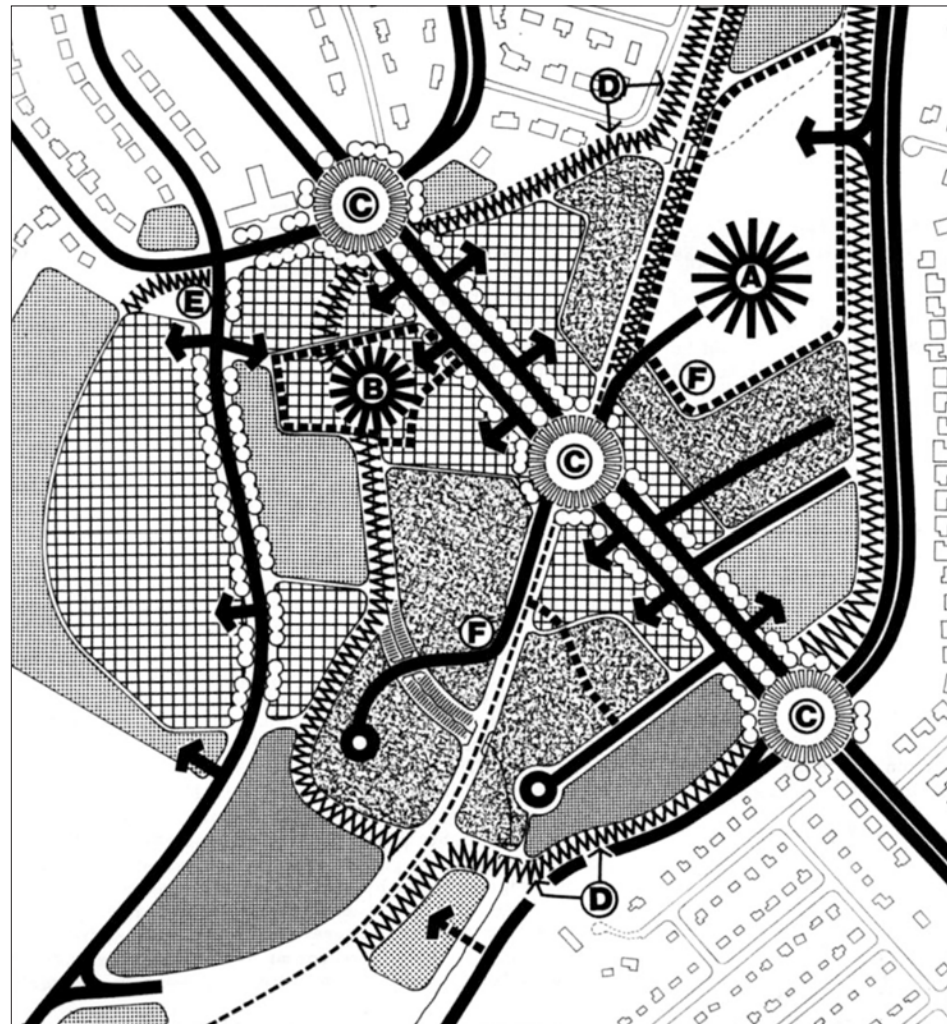


Figure 6
WESTBARD SECTOR PLAN
 Montgomery County, Maryland

 September 1982

The Plan’s goal of eliminating incompatible heavy industrial uses adjacent to the existing single-family homes and encouraging the types of uses that better served the residents and landowners of Westbard have been largely fulfilled over the 32-year life of the Plan.

The design concepts that were focused on improving the public realm, as depicted below, were for the most part, unfulfilled. These design recommendations involved the following:

- Streetscape improvements on River Road and the side streets;
- Gateway features into Westbard;
- Improving the existing Willett Branch stream valley that runs through the Sector Plan area;
- Creating an urban park at the corner of Westbard Avenue and Ridgefield Road;
- Creating a major commercial/retail development on Westbard Avenue.

The fundamental reasons that these improvements did not occur is that they were mostly non-funded Capital Improvement Projects and/or the market did not make major redevelopment feasible.

The 1982 Westbard Sector Plan developed a design framework (see Design Concept map, page 10 of 1982 Plan) to guide future development and land use changes in Westbard. The Plan proposed major concepts, ‘A’ through ‘F’, which are described below along with the ultimate results 32 years later:

A Mixed Use Planned Development (proposed mixture of office and multi-family residential uses), ‘A’, as shown on the Design Concept Plan, on page 24 of the 1982 Westbard Sector Plan did not take place in the northeast corner of the Sector Plan. Washington Episcopal School was built instead. However, part of the school property has a pending application for a senior housing, which will fulfill part of the recommendation for this site.

B Major Commercial/Retail Development, ‘B’ on east side of Westbard Avenue has not occurred. The plan points out that most of the existing buildings in Analysis Area E (see page 12 of 1982 Plan) are either in excellent structural condition or have long-term leases.

C Urban Boulevard and Gateways Concept, ‘C’ was not fulfilled along River Road. Street trees were planted along with sidewalk widening in coordination with redevelopment of the McDonalds site on the south side of River Road.

D Stream Protection and Buffering Program, ‘D’, did not take place.

E Urban Park, ‘E’ at the corner of Westbard Avenue and Ridgefield Road was never built. Single-family homes were built here instead.

F Improved Roadways, ‘F’, refers to recommended improvements to the existing alleys along the railroad (now the Capital Crescent Trail), to the north and south of River Road. These recommended improvements did not occur.



Today many of the buildings and uses have remained unchanged since the last Sector Plan was approved in 1982.

Land Use Analysis Areas

The land use chapter of the 1982 Sector Plan was divided into 23 land use Analysis Areas, A through W (page 36 of the plan). This section describes what the Plan recommended for each of those areas and how those recommendations were fulfilled.

Map 3:

LAND USE ANALYSIS AREAS

----- Sector Plan Boundary

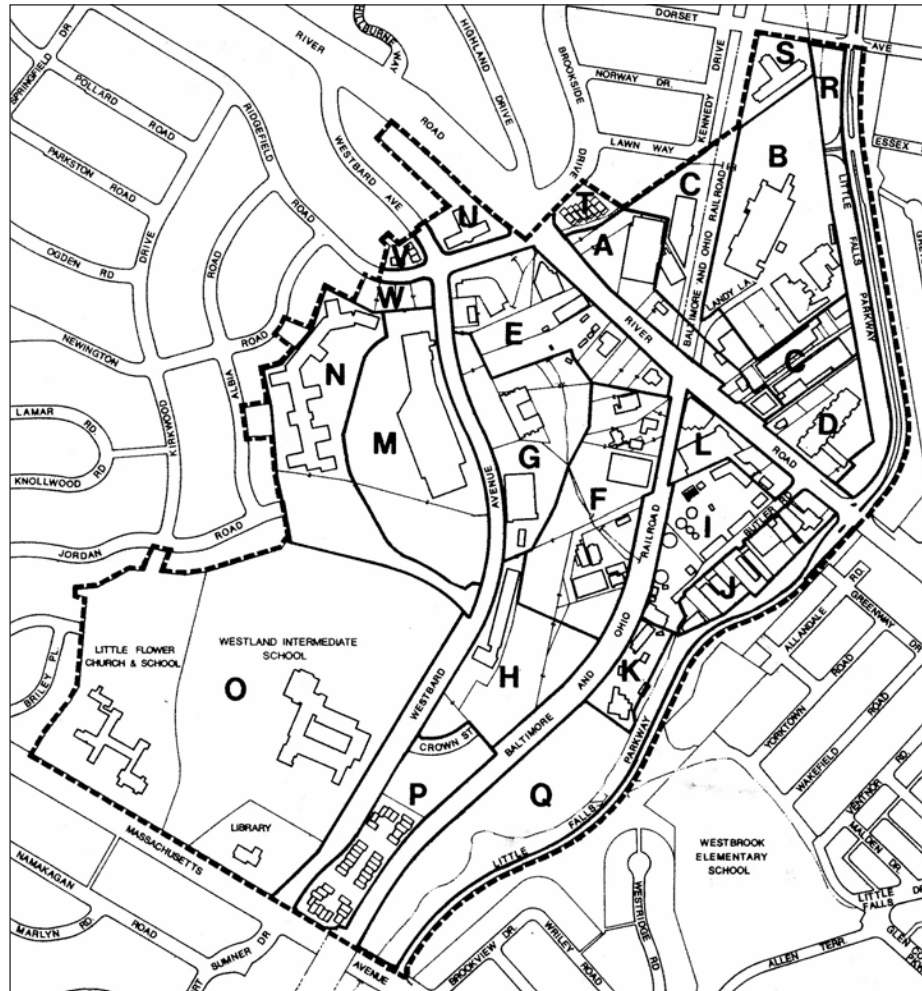


Figure 9
WESTBARD SECTOR PLAN
 Montgomery County, Maryland
 September 1982

A 4.2 Acres: At the time of the Plan, this area was occupied by a bowling alley, three gas stations and a bank. Today, the original building containing the bowling alley now houses a Whole Foods, restaurants, a pharmacy, a bank and a Moto Photo. The three gas stations still exist. The buildings in analysis area 'A', including the bowling alley were considered in good structural condition and not likely to redevelop. However, the Plan did not rule out a change in occupancy at the bowling alley, and that is what occurred. Recommended and approved zone: C-4. The Sector Plan did not recommend a change in existing use, height or density.

B 11.03 Acres: Located along and north of Landy Lane. At the time of Plan, this area was occupied by office buildings, warehouses, parking lots and tennis courts. The plan recommended office, multi-family housing and some small retail commercial uses. Residential uses were to have heights of four to eight stories and be located toward the middle of the area. Recommended zoning: PD-28, C-O and R-30. Approved zoning: P-28, I1 and R-10. Today, the area is occupied by the Washington Episcopal School, comprising a three-story building and a four-story building, and playing fields. The Sector Plan recommended a change to mixed use with maximum heights of 8 stories for residential.

C 5.92 Acres: Lots located along Dorsey Lane and Clipper Lane. At the time of the plan, this area was occupied by light industrial and retail uses, such as Gardner Labs, Ridgewell Caterers, Bethesda Sheet Metal and Roy Smith Wood Mode. Today on Dorsey and Clipper Lanes, except for the Bethesda Sheet Metal, Autobahn and Exquisite auto shops, all the lots are occupied by Ridgewell Caterers. Space behind the Whole Foods has stayed the same, except one building was replaced by a public storage building and another building at the north end was expanded. The Plan recommended I-1 and that is what exists today in this area. The Sector Plan did not recommend a change in use or density and generally reduced heights from 5 stories or a 70' maximum to 3 stories or 42' maximum.

D 2.85 Acres: Buildings and uses have not changed since 1982. At the time of the Plan, this site was occupied by a church and a condominium building. Existing zoning was C-2, I-1 and R-60. The C-2 and I-1 zones were changed to R-10 as recommended. The R-60 has stayed the same. The Sector Plan did not recommend a change in use or density.

E 7.16 Acres: The buildings and uses in this section of the Plan have not changed since 1982. Parking capacity was considered to be a challenge at the time of plan. The C-2 density of 3 stories and 42' was recommended for rezoning to C-4 with 2 stories and 30' heights. The Sector Plan did not recommend a change in use, height or density. Essentially, the plan sought to match proposed zones with existing uses.

F 8.88 Acres: The buildings and uses in this section of the Plan have not changed since 1982. The C-2 density of 3 stories and 42' was recommended for rezoning to C-4 with 2 stories and 30' heights. The Sector Plan did not recommend a change in use or density; it sought to match proposed zones with existing uses.

G 6.66 Acres: The buildings and uses in the area have not changed since the 1982 Sector Plan, which recommended changing the zoning to match existing uses. The R-60 zoned properties and Westwood Towers property were changed to R-10, and the Plan recommended that the office use on the first 10 floors be changed to residential. The Bowlmor property remained C-1. The Sector Plan did not recommend a change in use, height or density; it sought to match proposed zones with existing uses.

H 6.28 Acres: The buildings, parking and streets have not changed since the 1982 Sector Plan. The 11-story Westwood Office Building, which was leased to the U.S. General Services Administration for use by the National Institute of Health, was converted to a residential building after the adoption of the Sector Plan and is now called Park Bethesda, with shuttle service to the Friendship Heights Metro Station. The Plan recommended rezoning the Westwood Office Building to C-O standard method.

I 4.21 Acres: This area was occupied by Metropolitan Fuels, a fuel oil supply company. The area was occupied by brick structures and fuel storage tanks at the time of the Sector Plan in 1982. Today, the majority of the area has been redeveloped as self-storage facilities. The building at the south end adjacent to the Capital Crescent Trail is now occupied by a commercial sports training facility. The Sector Plan recommended that Metropolitan Fuels be encouraged to remain at its present site because it served an important function by providing heating fuel to this part of the County.

J 2.70 Acres: The eastern side of Butler Lane is occupied by a one-story building that has not changed much over the past 30 years. The zoning at the time of the Sector Plan in 1982 was C-2 on River Road and I-2, Heavy Industrial, on the remainder of properties. The Sector Plan recommended I-1, light industrial so that the majority of existing uses would remain conforming. The goal was to avoid zoning that would allow uses that generated a high level of traffic. Office zoning in a townhouse format (O-M) was supported.

K 1.81 Acres: The entire area was occupied by the Bethesda Cinder Block Manufacturing Company (BETCO). The Plan recommended changing the zone to I-1 or the townhouse zone RT-10 if vehicular access to Little Falls Parkway could be achieved. Today, the zone is RT-15, is under development for townhomes and has direct access to Little Falls Parkway.

L 2.31 Acres: This site occupies the south side of River Road to the east of the Capital Crescent Trail. The frontage is zoned C-2, General Commercial. Behind the C-2 zoned portion, the rear portion of the Security Storage site is zoned I-2, Heavy Industrial. The 7-11, dry cleaner and gas station are still in use today. The Plan recommended that all zones be changed to C-4 in order to better fit the zone to the existing use.

M 11.4 Acres: This site contains the existing Westwood Shopping Center and a large parking lot, part of which serves the Westwood Building. Since adoption of Plan in 1982, the Westwood Building has been converted to apartment use and therefore no longer requires the use of this parking lot. The Sector Plan recommended maintaining the C-1 and R-60 zoning.

N 9.85 Acres: The site contains the Kenwood Place Apartments, three-story and four-story garden apartments. There is a pedestrian connection to Newington and Albia Roads to the west. The Sector Plan recommended the R-20 zone to match the existing use, and avoid conversion of the apartments to office use. The Plan proposed another pedestrian connection at the stub end of Jordan Road, which did not take place.

O This area includes the Little Flower Catholic Church and School, Westland Intermediate School and associated play fields, and Little Falls Library. There is an existing wooded area between the school /church and the Westwood Shopping Center and the single-family residential neighborhood to the northwest. The Sector Plan recommends maintaining these institutional/community uses as well as the wooded area.

P This area is occupied by 60 townhouses as was envisioned in the Sector Plan. No change in zoning or use was recommended.

Q&R These areas include parts of the Little Falls Stream Valley Park on the west side of the Parkway. They form a boundary between the Westbard area and the residential uses to the east. The Sector Plan recommended preserving the park and improving the unofficial footpath through the park with all-weather paving and a bridge over the stream. These improvements did not occur.

S The property contains the Kenwood House mid-rise apartments on Dorset Avenue. The Plan recommends retaining the existing R-10 zoning. The zoning was retained per the 1982 Sector Plan recommendations.

T This area contains six townhouse units in the R-30 zone. The Plan recommends the RT-8 zone to bring the land use into conformance. The zoning was changed to the RT-8 per the 1982 Sector Plan recommendations.

U The Westwood Retirement House is located here. At the time of the Sector Plan, it was zoned R-60 and was operating under a special exception permit. The zoning and special exception were retained per the 1982 Sector Plan recommendations.

V This site contains five townhouses built under the RT-12.5 zone. The zoning was retained per the 1982 Sector Plan recommendations.

W This area contained four vacant lots at the time of the Sector Plan. The zone was R-60. The Sector Plan recommended an urban park at this location. However, four single-family homes were built here instead. This change was a possibility recognized by the staff at time of the plan and is what ultimately resulted.

ZONING AND LAND USE

Earlier this year, the Montgomery County Council approved a new zoning ordinance, one that is easier to use, encourages better development, enhances compatibility, promotes sustainability and supports our county master plans. The new code offers a better organization of uses and zones, clearer procedures for development approval and a solid foundation in modern planning and design principles.

The map of the existing zoning code (page 14) shows the boundaries of the 1982 Westbard Sector Plan in red. Inside the boundaries the existing zones are mostly light industrial (I-1), commercial (C-1, C-4) and office (CO). Outside the Sector Plan boundaries, the predominant R-60 zones are for single-family residential uses. The new zoning code, on page 15, did not change or revise the single-family residential zones. It focuses on the commercial and industrial zones located within the Sector Plan boundaries.

On July 15, 2014, the Montgomery County Council approved District Map Amendment G-956, which implements the County's comprehensively revised zoning code. On October 30, 2014, the new zones take effect and a District Map Amendment will translate much of the commercial and industrial zoning in Westbard to new zoning categories. The new zoning regime will allow sustainable mixed-use development in specified areas.

While Westbard's new zones will continue to broadly reflect its mix of light industrial, office and residential uses, they could also allow, in many cases, some residential development to occur as existing properties redevelop. The accompanying maps show Westbard's zones under the existing as well as the new zoning code. Residential and Planned development zones are unchanged. In most non-residential cases, the new zones reflect a translation from the old zones that is based on recommendations in the 1982 Plan for density, height or mix of uses and on proximity to a residential neighborhood. Where the Plan makes recommendations that constrain density or building height in a recommended zone, the translation to a new zone in the new code is adjusted accordingly. Determining the appropriate mix of uses, the density and appropriate building heights remain critical components of the current Westbard planning process.



Aerial view looking northeast



Aerial view looking southeast

Map 4: Existing Zoning Code



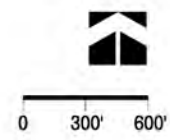
- - - Westbard Plan Boundary
- C-0 Commercial Office Building
- C-1 Local Commercial
- C-4 Limited-Intensity, Highway Commercial Zone
- R-10 Multi-Family High Density
- R-20 Multi-Family Med Density
- R-60 One-Family Detached
- RT-8 Town Houses 8/DUA
- RT-12.5 Town Houses 12.5/DUA
- RT-15 Town Houses 15/DUA
- PD Planned Development
- I-1 Light Industrial



Map 5: Westbard Zoning Rewrite



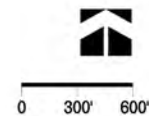
- - - Westbard Plan Boundary
- R-10 Multi-Family High Density
- 7 R-10 H-100
- R-20 Multi-Family Med Density
- R-60 One-Family Detached
- RT-8 Town Houses 8/DUA
- RT-12.5 Town Houses 12.5/DUA
- RT-15 Town Houses 15/DUA
- PD Planned Development
- NR Neighborhood Retail
- 1 NR-0.75 H-45
- EOF Employment Office
- 6 EOF-1.5 H-45
- CRT Commercial Residential Town
- 2 CRT-0.75 C-0.75 R-0.25 H-35
- 3 CRT-0.75 C-0.75 R-0.5 H-40
- 5 CRT-0.25 C-0.25 R-0.25 H-35
- 9 CRT-0.75 C-0.75 R-0.25 H-45
- IM Moderate Industrial
- 4 IM-1.5 H-45
- 8 IM-2.5 H-50



Map 7: Community Access and Circulation



- - - Westbard Plan Boundary
 - Little Falls Parkway
 - - - Capital Crescent Trail
 - Parkland
- ↔ Vehicle Access



Community Access and Circulation

Gateways

- Little Falls Parkway
- Ridgfield Road
- River Road
- Westbard Avenue

Internal Circulation

- Westbard Avenue
- Westbard Circle
- Capital Crescent Trail

Regional Connections

- Little Falls Parkway
- Massachusetts Avenue
- River Road

Map 8: Bikeway Network



Bike share station adjacent to Capital Crescent Trail



Capital Crescent Trail gets users of all ages



Map 9: Traffic Level of Service



River Road and Little Falls Parkway Intersection



River Road and Ridgefield Road Intersection

ENVIRONMENT

Watersheds

Little Falls Watershed

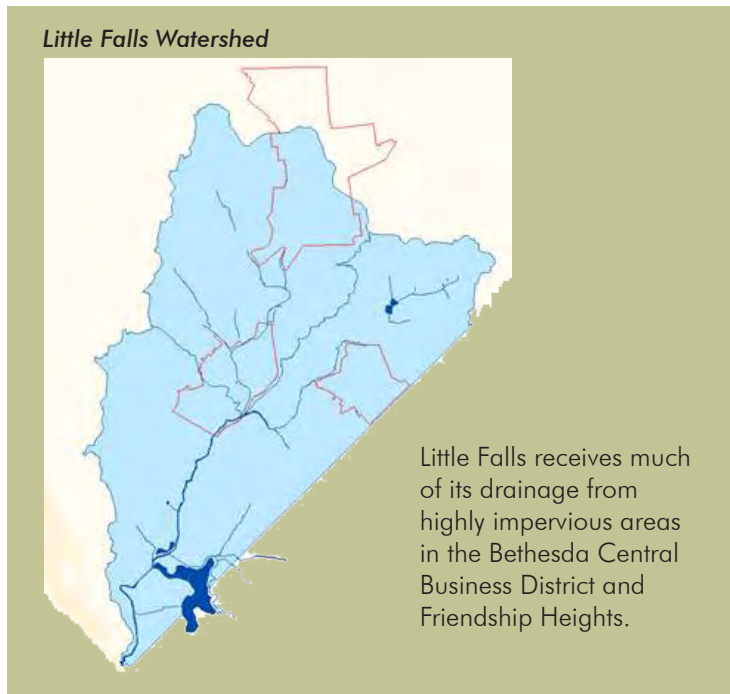
The Little Falls watershed is one of the County's most urban stream systems and includes some of the oldest developed areas of the County. Most of the development in this watershed occurred before today's requirements for protected stream buffer, wetlands and floodplains, and treatment of stormwater runoff, which has resulted in very poor water quality and very little aquatic life.

The original drainage pattern of Little Falls has been extensively altered. Small feeder streams, which once supplied water and aquatic life, have been covered over to make room for development or dried up due to extensive impervious surfaces.

Willet Branch Watershed

Two thirds of Westbard drains to Willett Branch, a major tributary to Little Falls.

Seventy percent (70%) of stream channels in Willett Branch are enclosed in storm drains or lined with concrete ditches. High velocity, uncontrolled runoff is a major impact to downstream channel stability.



Stream Channelization

Channelized and piped areas throughout the watershed deliver flows into downstream channels at accelerated velocities and often with very high temperatures after flowing through open concrete channels or across paved surfaces warmed by the summer sun. While stream channelization may solve local flooding problems, it may result in environmental impacts such as:

- Thermal pollution;
- Reduced habitat for aquatic life;
- Habitat loss/lack of shade and food source;
- Concentrated runoff further downstream.



Willet Branch



Little Falls



Example of a Stream Before Restoration



Example of After Stream Restoration

Impervious Cover

Westbard has an impervious coverage of 57 percent. This level is analogous to levels expected in high urbanized downtown areas.

Impervious cover, such as concrete and asphalt, seals off soil and the potential for infiltration. Therefore, all rainfall rapidly runs off, overloading storm drainage systems, and conveying pollutants directly to streams without the benefit of purification via soil infiltration.



Significant areas of impervious cover are predominant and the result of outdated design standards.



Much of the originally sloping landscape along Willet Branch stream has been terraced to create usable development pads. This has created even steeper slopes between sites, exacerbating the erosion potential.



Forest Cover

Forest cover in Westbard is generally limited to publicly owned land, such as Little Falls Stream Valley Park and Westbard Middle School, and accounts for only 16 percent of the land area.

Many of the forest edges and small groups of trees have been infested with non-native invasive plants (NNIs).



Considered by most experts to be a grave threat to biodiversity second only to outright habitat destruction, non-native invasive plants can result in elimination of entire communities of native plants. Non-native invasive plants are often aggressive vines that take advantage of relatively narrow stands of trees and forest edges. They overgrow and kill mature trees by shading them and/or making them more susceptible to toppling during storms.

Map 13: Canopy Cover

Canopy Cover

Most of the impervious cover of Westbard is unshaded, with half of the buildings, roads and parking lots (see pie chart) exposed to solar radiation. This creates an urban heat island effect (UHIE).

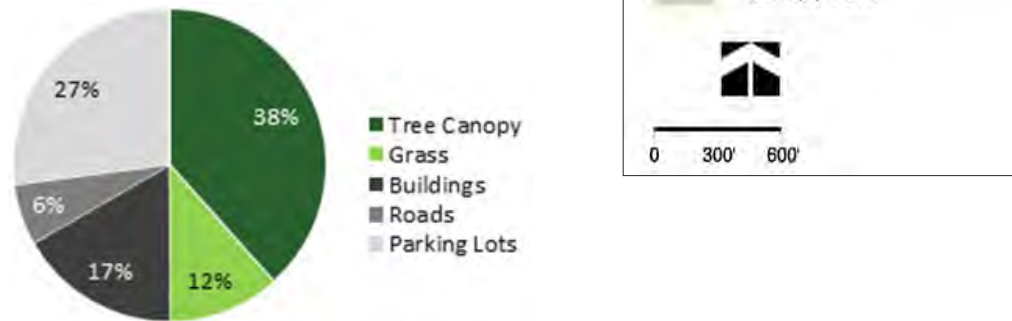
Canopy cover includes forest as well as trees that co-exist with the urban landscape. Shade trees, when strategically located, have the ability to regulate localized temperature as well as mitigate surface and air temperature fluctuations by removing excess heat.

Urban heat island effect (UHIE) is created by in an area with low levels of vegetation, increasing levels of solar radiation collected by thermal mass such as brick, concrete and pavement. This heat amplifies and extends times of intensive heat, creating negative impacts:

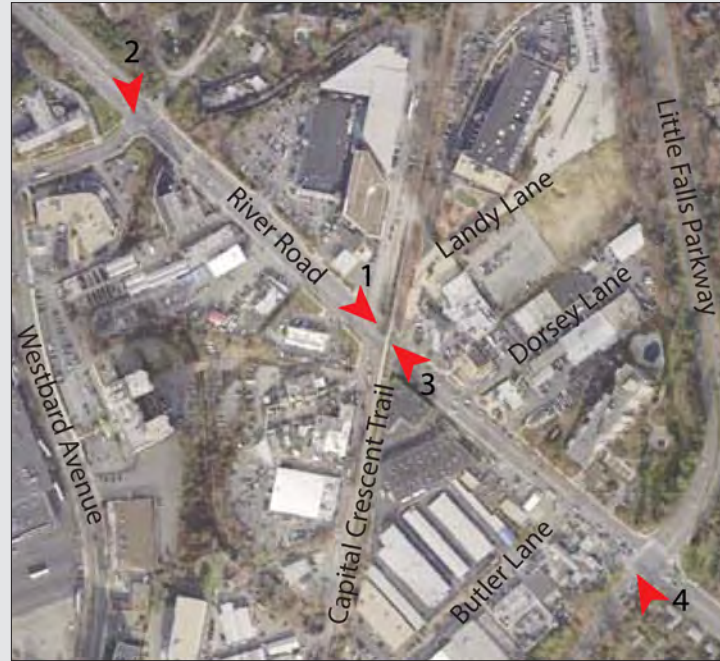
- Health hazards associated with heat exposure;
- Increased energy use in buildings and vehicles;
- Poor air quality;
- Superheated stormwater runoff, harming aquatic life.



Figure 1: Westbard Land Cover



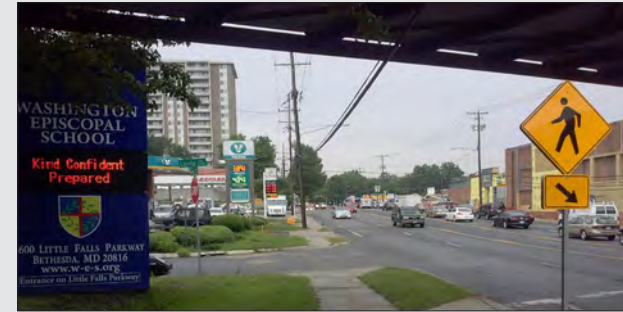
The built environment in and around Westbard is predominantly characterized by single-family houses, large arterial streets, shopping centers and low, single-story, single-use industrial buildings. It is a suburban, auto-oriented environment. The commercial area evolved into a service area for residents and businesses. The local residents' needs are served by the shops located in the strip malls on Westbard Avenue and River Road, and the light industrial class businesses located along Dorsey and Butler Lanes. The services in the strip malls include grocery stores, dry cleaners, drug store, coffee shops, restaurants, gas stations, nursery, fast food and convenience stores. The services in the light industrial areas include auto repair shops, self-storage facilities, veterinarian, dog kennel and fitness center.



KEY MAP



3 View of River Road looking west. The automobile-oriented nature of this is clear.



1 View of River Road from Capital Crescent Trail looking east



2 Western Gateway to Westbard at River Road and Ridgefield Road



4 Eastern Gateway to Westbard at River Road and Little Falls Parkway

Map 14: Figure Ground Plan



The figure-ground plan of the Westbard Sector Plan area graphically illustrates the suburban nature of the built environment. The uniformly spread out arrangement of the buildings in the surrounding neighborhoods is typical of single-family development. The arrangement of buildings creates a regular and discernable pattern of streets. The arrangement of the buildings within the 1982 Sector Plan boundaries is typical of strip shopping center development; large, isolated buildings surrounded by open spaces, usually large parking lots. Other than River Road, there is no discernable arrangement of buildings that indicates a regular street pattern to the north and south. Such a pattern usually indicates an environment that does not support walkability or comfortable movement through the space by people travelling on foot.



KEY MAP



5 Butler Road- the connection from River Road that serves the car repair shops, veterinarian, dog kennel and storage facilities located here.



6 Dorsey Lane is home to auto repair shops and Ridgewell Caterers.



7 Dorsey Lane looking south- a majority of the land on Dorsey Lane is leased by Ridgewell Caterers.



8 The unnamed alley(s) south of River Road and adjacent to the Capital Crescent Trail services the industrial uses in this area.

Other uses that have a more regional draw include home improvement and landscape contractors, Ridgewells caterer and the office building on River Road called the “Kenwood.”

The built environment is clearly oriented toward accessing the shops and services via automobile. Wide roads, curb cuts and parking lots dominate the built environment. Because of the focus on automobile access, pedestrian access is secondary and the resulting pedestrian environment is decidedly unfriendly. Most of the sidewalks on River Road are directly adjacent to the travel lanes, placing pedestrians in close proximity to fast moving traffic, while Dorsey and Butler Lanes have no sidewalks at all. Most of the views from River Road are of the parking lots located between the buildings and streets.



KEY MAP



9 View of the parking lot at the Westbard Shopping Center on Westbard Avenue.



10 View of Westbard Avenue looking northwest.

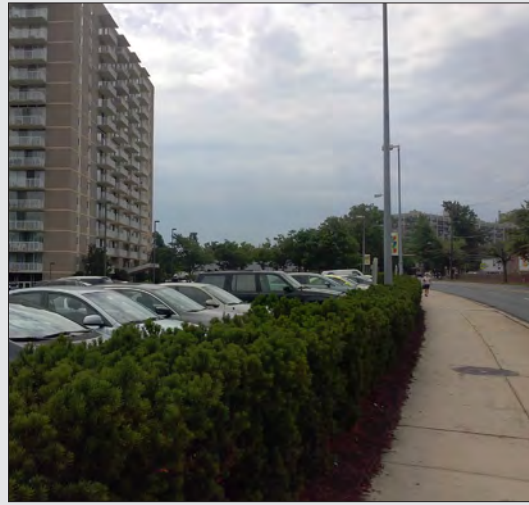


11 View of loading docks for the Westbard Shopping Center that line Westbard Avenue.

Westbard Avenue, a wide four-lane street, is lined by the loading docks of the Giant Food Store for much of its length. The four-foot wide sidewalk is separated from the curb by a five- to six-foot wide grass strip with shade trees in several locations. The experience for the pedestrian walking along either side of Westbard Avenue is of the Westwood Shopping Center loading docks or the parking lots that serve the apartment buildings and businesses along this street.



KEY MAP



12 View of Westwood Towers from the sidewalk on Westbard.



13 View of intersection at River Road and Ridgefield Road.



14 View of Bowlmor bowling alley located on Westbard Avenue.



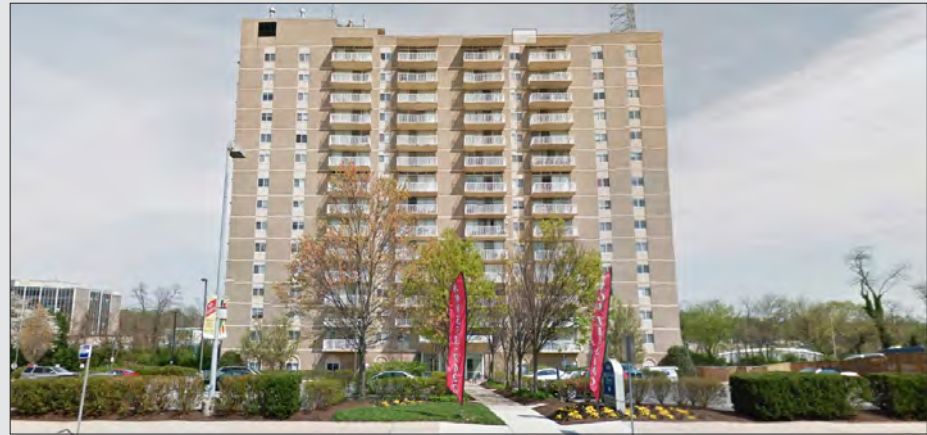
15 View of parking lot adjacent to the Westwood Shopping Center.



16 View of apartments at 5101 River Road.



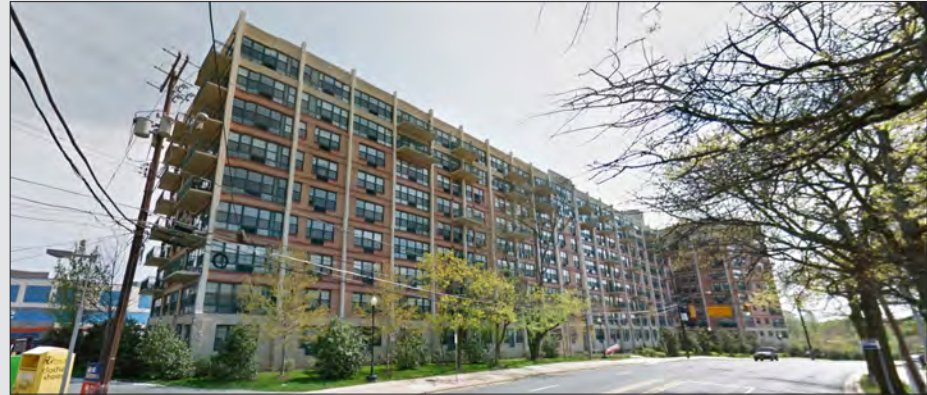
KEY MAP



17 Westwood Apartments on Westbard Avenue.



18 Townhouses on Westbard.



19 Park Bethesda Apartments on Westbard Avenue.



20 Townhouse condominiums of Little Falls Parkway.



21 Kenwood Place Garden Apartments on Westbard Circle.

PARKS OPEN SPACES AND TRAILS

Map 15: Parks and Open Spaces



Open space in the Westbard Sector Plan area is provided through two linear park corridors: the Little Falls Stream Valley and Capital Crescent Trail Special Park, which is a hard surface rail-trail. The Westbard Sector Plan area is made up of several shopping centers clustered along a major thoroughfare (River Road) and surrounded by residential neighborhoods. Although Westbard does not contain the density of urban and urbanizing areas in the County, such as Bethesda, Silver Spring and Wheaton, the close proximity of single-family homes, apartments and townhomes create demand for parks and open spaces in this area along with the retail and small amount of office uses.

There is no specific center to this sector plan area and it does not contain any local, neighborhood or recreational M-NCPPC parks. There are, however, several local and neighborhood park spaces located within a mile of the Westbard Sector Plan area (see list below) and several of those parks provide opportunities for linkages to the open space corridors running through Westbard.

Existing Parks and Open Spaces

Public Parks

M-NCPPC Parks within a mile of the Westbard Sector Plan area include:

- Bethesda Pool (Montgomery County Department of Recreation)
- Brookdale Neighborhood Park
- Capital Crescent Trail
- Glen Mar Neighborhood Park
- Little Falls Stream Valley Park
- Norwood Local Park
- Westmoreland Hills Local Park
- Willard Avenue Neighborhood Park
- Woodacres Local Park

The following parks are within a mile of the Westbard Sector Plan area and are owned and managed by the Town of Somerset or the Village of Friendship Heights:

- Founders Park (Somerset)
- Somerset Park (Somerset)
- Capella Park (Somerset)
- William Tyler Page Park (Somerset)
- Hubert Humphrey Friendship Park (Friendship Heights)
- Willoughby Park (Friendship Heights)



Little Falls stream in the southern part of the Sector Plan area remains in its natural state.



Little Falls stream within concrete channel.

School Recreational Facilities

The Westbard Sector Plan area includes Westland Middle School and direct access through Little Falls Stream Valley Park to Westbrook Elementary School. Both schools provide some recreational amenities. Westland Middle School maintains three full-size basketball courts, a diamond field with a baseball infield and a softball infield, a small rectangular play field and four tennis courts. These facilities are typically available to the public after school hours and on weekends.

Westbrook Elementary School is accessible just outside of the sector plan area via a path through Little Falls Stream Valley. The school has a diamond field and an open grassy area for informal play (for more on public schools in Westbard, see page 51). Little Flower School, a private school for children (kindergarten through eighth grade), maintains a small, artificial turf rectangular field that is not available to the public. In addition the Washington Episcopal School, a private school for children (nursery through eighth grade), recently completed an artificial turf soccer field that is not open to the public.

Trails and Bikeways

The Capital Crescent Trail is a significant open space running through the Westbard Sector Plan area. The hard-surface trail begins at the Georgetown waterfront in Washington, DC and runs directly into the heart of Bethesda at the intersection of Bethesda and Woodmont Avenues. At this intersection, the trail continues north to join the Georgetown Branch Trail (SP-6 in the 2005 Countywide Bikeways Functional Master Plan) and across to the Metropolitan Branch Trail (SP-12) in Silver Spring. The CCT/GBT also links to the Rock Creek Trail just east of Jones Bridge Road. All of these park trails and bikeways are used year-round by cyclists, runners, walkers and in-line skaters, and are vital corridors for commuters and recreational trail users alike.

The Little Falls Stream Valley has several natural surface trails that follow the stream valley corridor. In the Westbard Sector Plan area, cyclists also use the wide shoulders on Little Falls Parkway as a bikeway. At the southern end of the Sector Plan area, along Massachusetts Avenue, there is a hard-surface trail that enters the Little Falls Stream Valley Park and follows the stream on the opposite side of the Capital Crescent Trail. This lower trail is used more by local walkers and joggers for recreation, while the Capital Crescent Trail has more cyclists using the trail for transportation purposes.



Westland Middle School



Capital Crescent Trail bisects the Sector Plan area.

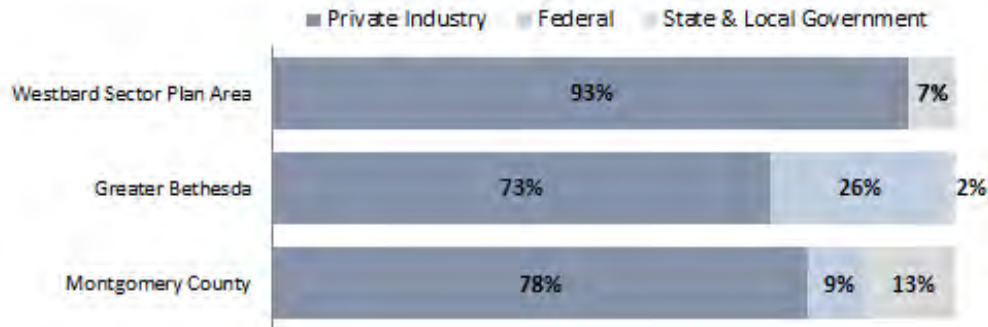
BUSINESS AND EMPLOYMENT DATA

At-Place Employment

- Nearly 1,800 people work in the Westbard Sector Plan 1982 Boundary ("Westbard"). This number accounts for approximately 1.7 percent of employment in Greater Bethesda, the larger area within which Westbard is located.
- Approximately nine out of 10 jobs in Westbard are in private establishments (see Figure 2). In contrast, more than one in four jobs in Greater Bethesda is in the public sector.
- Retail establishments employ nearly one in three Westbard workers (see Figure 3). This is a much higher share of the job base than in both Greater Bethesda and the county as a whole, where retail accounts for only one in 10 jobs.
- Westbard has a relatively higher concentration of jobs in automotive repair, dry cleaning, landscaping and other services compared to the rest of Greater Bethesda and the County as a whole.
- Accommodation and food service enterprises supply one in four jobs in Westbard.

Figure 2: Public and private sector employment (2013)

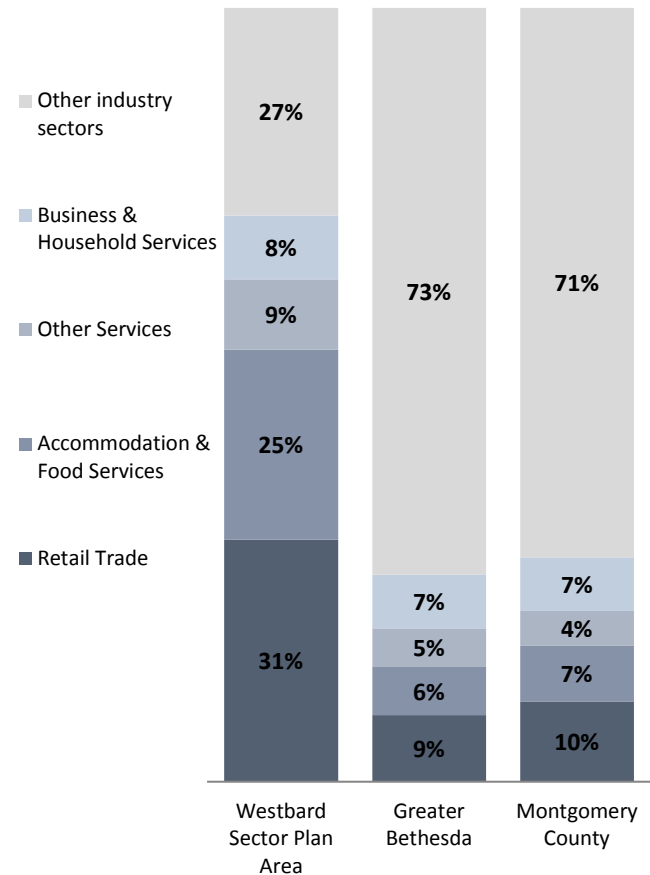
Source: Maryland DLLR, *Quarterly Census of Earnings & Wages 2013 Q4*; Research & Special Projects Division



¹ Greater Bethesda is defined as the boundaries of Bethesda census-designated place (CDP).

Figure 3: Employment by industry sector (2013)

Source: Maryland DLLR, *Quarterly Census of Earnings & Wages 2013 Q4*; Research & Special Projects Division



Business Establishments

- Westbard’s 18 retail enterprises (categorized as “Retail” in Figure 5) – employ a total of 520 workers. Grocery stores and supermarkets, primarily Whole Foods Market and Giant Food, account for roughly 300 of these retail jobs.
- Eight food service establishments, including restaurants and caterers (which fall within the “Accommodation and Food Services” category in Figure 5) employ a total of 405 workers. Catering enterprises, predominantly Ridgewell’s and affiliated companies, supply most of Westbard’s jobs from food service establishments.
- Westbard has more than 50 businesses in the “Consumer Services” and “Business and Household Services” sectors as shown in Figure 5. These two categories, which include auto repair shops, dry cleaners, beauty salons, and landscaper contractors, together employ nearly 300 people.

Figure 4: Largest employers (2013)

Westbard Sector Plan 1982 Boundary

Source: Maryland DLLR, *Quarterly Census of Earnings & Wages 2013 Q4*

ESTABLISHMENT	LINE OF BUSINESS	EMPLOYMENT RANGE
Purple Tie	Caterers	100 to 249
Whole Foods Market	Supermarkets & Grocery Stores	100 to 249
Ridgewell's	Caterers	100 to 249
Giant Food Store	Supermarkets & Grocery Stores	100 to 249
Washington Episcopal Day School	Elementary & Secondary Schools	50 to 99
American Plant	Nursery, Garden & Farm Supply Stores	50 to 99

Figure 5: Private establishments by industry (2013)

Westbard Sector Plan 1982 Boundary

Source: Maryland DLLR, *Quarterly Census of Earnings & Wages 2013 Q4*

INDUSTRY	NUMBER OF ESTABLISHMENTS	PERCENT OF ESTABLISHMENTS	NUMBER OF JOBS	TOP THREE BUSINESSES (BY NUMBER OF JOBS)
Retail	18	16%	520	Supermarkets and grocery stores; nurseries/garden centers; and gas stations.
Accommodation & Food Services	8	7%	405	Caterers; full-service restaurants; and snack/beverage bars.
Other sectors	25	22%	245	Elementary school and secondary schools; recreation centers; commercial banking.
Consumer services	27	23%	150	Automotive repair; dry cleaning services; and beauty salons.
Business & Household Services	9	8%	135	Landscaping; pest control; and office administrative services.
Real Estate	11	9%	105	Residential and commercial property managers; storage unit leasing.
Professional, Scientific & Tech Services	12	10%	70	Veterinary, management, and engineering services.
Health Care & Social Assistance	6	5%	20	Physical; occupational and speech therapists; physician offices; and dentist offices.
Total Establishments	116	100%	1,650	

Workforce

- Westbard’s workforce is somewhat younger compared to surrounding areas, with 25 percent of workers in the 1982 Plan Boundary under the age of 30 compared to around 19 percent in Bethesda and 21 percent in Montgomery County as a whole.
- Men make up 56 percent of Westbard’s workers, substantially higher than the 44 percent and 48 percent male share of employees in Bethesda and the County, respectively.
- The majority (59 percent) of Westbard workers earn \$3,333 or less per month, compared to 35 percent of workers in Bethesda as a whole and 42 percent of workers countywide.
- Hispanics/Latinos make up 20 percent of Westbard’s workers, double the Hispanic workforce share in Bethesda and Montgomery County.
- Westbard workers are relatively less likely to have graduated from high school or to hold a bachelor or advanced degree. Even so, 43 percent of people working in Westbard have some post-secondary education, with 23 percent having attained a bachelor or higher degree.

Commuting Patterns

- Virtually all Westbard workers live outside the 1982 Plan Boundary.
- Most people (47 percent) live outside Montgomery County, including in Prince George’s County (14 percent), the District of Columbia (11 percent) and Fairfax County (7 percent).²

Figure 6: Employee demographic (2011)

Westbard Sector Plan 1982 Boundary, Greater Bethesda, and Montgomery County
Source: U.S. Census Bureau, Center for Economic Studies, *LEHD OnTheMap*

	WESTBARD	GREATER BETHESDA	MONTGOMERY COUNTY
WORKER AGE			
Age 29 or younger	25%	19%	21%
Age 30 to 54	53%	58%	57%
Age 55 or older	22%	22%	22%
WORKER SEX			
Male	56%	44%	48%
Female	44%	56%	52%
JOBS BY EARNINGS			
\$1,250 per month or less	18%	11%	14%
\$1,251 to \$3,333 per month	41%	24%	27%
More than \$3,333 per month	41%	65%	58%
WORKER RACE			
White Alone	70%	67%	68%
Black or African American Alone	22%	20%	20%
American Indian or Alaska Native Alone	0%	1%	0%
Asian Alone	7%	10%	10%
Native Hawaiian or Other Pacific Islander Alone	0%	0%	0%
Two or More Race Groups	1%	2%	1%
HISPANIC/NON-HISPANIC WORKERS			
Not Hispanic or Latino	80%	90%	89%
Hispanic or Latino	20%	10%	11%
WORKER EDUCATIONAL ATTAINMENT			
Less than high school	13%	7%	8%
High school or equivalent, no college	19%	13%	15%
Some college or associate degree	20%	19%	20%
Bachelor's degree or advanced degree	23%	41%	35%
Not Available	25%	19%	21%

² U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 2014.

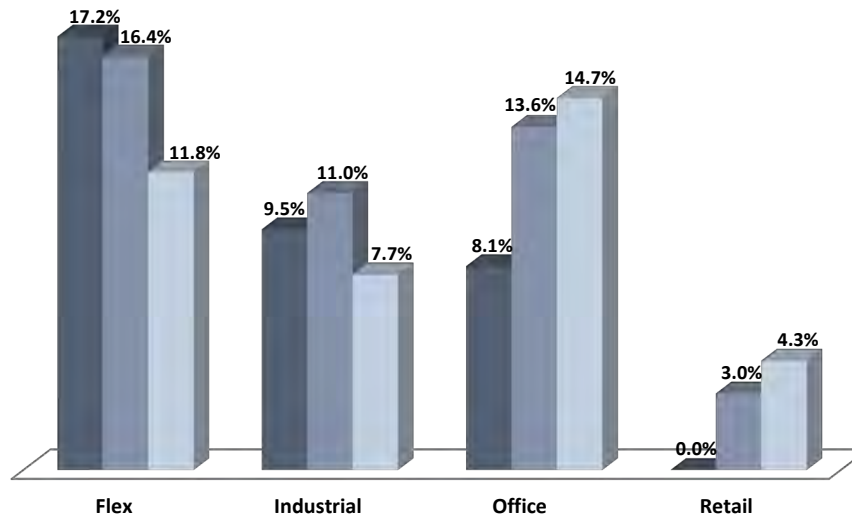
Commercial Space

- The Westbard Sector Plan 1982 Boundary has experienced no change in total commercial square footage – commercial space being composed of office, retail, flex and industrial space – since 2009 (see “Inventory (SF)” in Figure 7).
- The total amount of industrial, flex and retail space in the Westbard Sector Plan area has remained relatively constant over the past decade. However, office space in Westbard has declined approximately 58 percent since 1982, largely the result of gradual conversions to residential and institutional uses after large office tenants (NIH, Marriott) relocated approximately 20 to 30 years ago. The office market has stabilized in recent years, with no further reductions in office space since 2006.
- Industrial and Flex Space comprise approximately 17 percent of the commercial space in the Westbard Sector Plan Area. It is represented in light purple in Map 16.
- The Westbard Plan Area accounts for 89.6 percent of industrial and flex space in Bethesda, and 0.5 percent of industrial and flex space within the County.
 - The majority of industrial and flex spaces in Westbard are located along local streets and lanes that intersect River Road, such as Dorsey and Clipper Lanes, the Capital Crescent Trail, and Butler Road.
 - Vacancy rates for industrial buildings in Westbard have fluctuated greatly over the past 5 years (ranging from 0.7 percent to 14.4 percent), reflecting more tenant turnover (see Figure 7).

Figure 7: Commercial space trends since 2009 (3Q 2014)

Westbard Sector Plan 1982 Boundary						
Source: Montgomery County Planning Department analysis of CoStar data						
	2009	2010	2011	2012	2013	2014
BUILDINGS						
Flex	3	3	3	3	3	3
Industrial	12	12	12	12	12	12
Office	8	8	8	8	8	8
Retail	25	25	25	25	25	25
Total	48	48	48	48	48	48
INVENTORY (SF)						
Flex	47,232	47,232	47,232	47,232	47,232	47,232
Industrial	73,405	73,405	73,405	73,405	73,405	73,405
Office	251,428	251,428	251,428	251,428	251,428	251,428
Retail	347,062	347,062	347,062	347,062	347,062	347,062
Total	719,127	719,127	719,127	719,127	719,127	719,127
OCCUPIED (SF)						
Flex	44,154	39,120	39,120	39,120	39,120	39,120
Industrial	72,905	73,030	71,605	67,205	62,805	66,405
Office	241,340	242,317	237,917	237,809	231,970	231,123
Retail	345,662	342,774	343,554	345,246	346,749	347,062
Total	704,061	697,241	692,196	689,380	680,644	683,710
VACANCY RATE (SF)						
Flex	6.5%	17.2%	17.2%	17.2%	17.2%	17.2%
Industrial	0.7%	0.5%	2.5%	8.4%	14.4%	9.5%
Office	4.0%	3.6%	5.4%	5.4%	7.7%	8.1%
Retail	0.4%	1.2%	1.0%	0.5%	0.1%	0.0%
VACANT (SF)						
Flex	3,078	8,112	8,112	8,112	8,112	8,112
Industrial	500	375	1,800	6,200	10,600	7,000
Office	10,088	9,111	13,511	13,619	19,458	20,305
Retail	1,400	4,288	3,508	1,816	313	-
Total	15,066	21,886	26,931	29,747	38,483	35,417

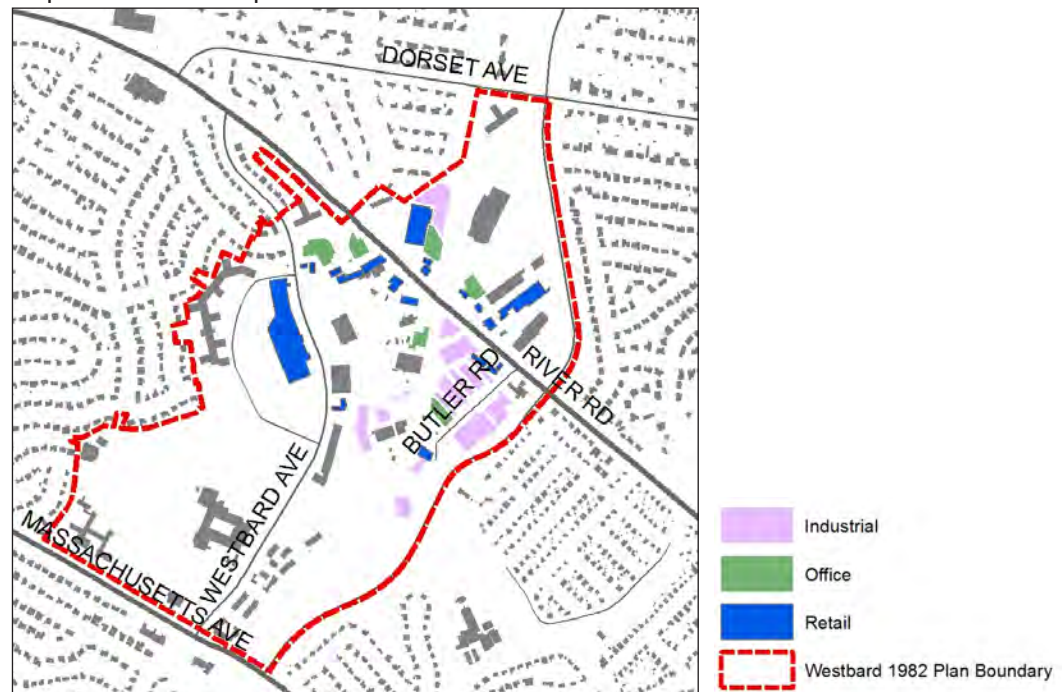
Figure 8: Vacancy Rates by Commercial Sector (3Q 2014)



Source: Montgomery County Planning Department analysis of CoStar data

- Retail comprises approximately 48 percent of the commercial space in Westbard, consisting of nearly 350,000 square feet (sf). It is represented in blue in Figure 8.
 - Two shopping centers exist within the Westbard Sector Plan 1982 Boundary: The Westwood Shopping Center (about 100,000 SF), and Kenwood Station (about 30,000 SF), located at the intersection of River and Ridgefield Road.
 - Retail space in Westbard is currently fully leased, and its 5-year average vacancy rate of 0.5 percent is 3 percent lower than Bethesda and 3.5 percent lower than the County for the same period.
- Office comprises approximately 35 percent of the commercial space in the Westbard Plan Area. It is represented in green in Map 16.
 - The two most prominent office buildings are the Kenwood Office Building and Westwood Center 2, which comprise about 42 percent of the office space in the Westbard Plan Area. Remaining office space is composed of smaller suites and low-rise buildings.
 - Office vacancy rates in Westbard have increased over the past 5 years (currently at 8.1 percent), although they remain lower than Bethesda (13.6 percent) and the County (11.1 percent) for the same period.

Map 16: Commercial Space in Westbard

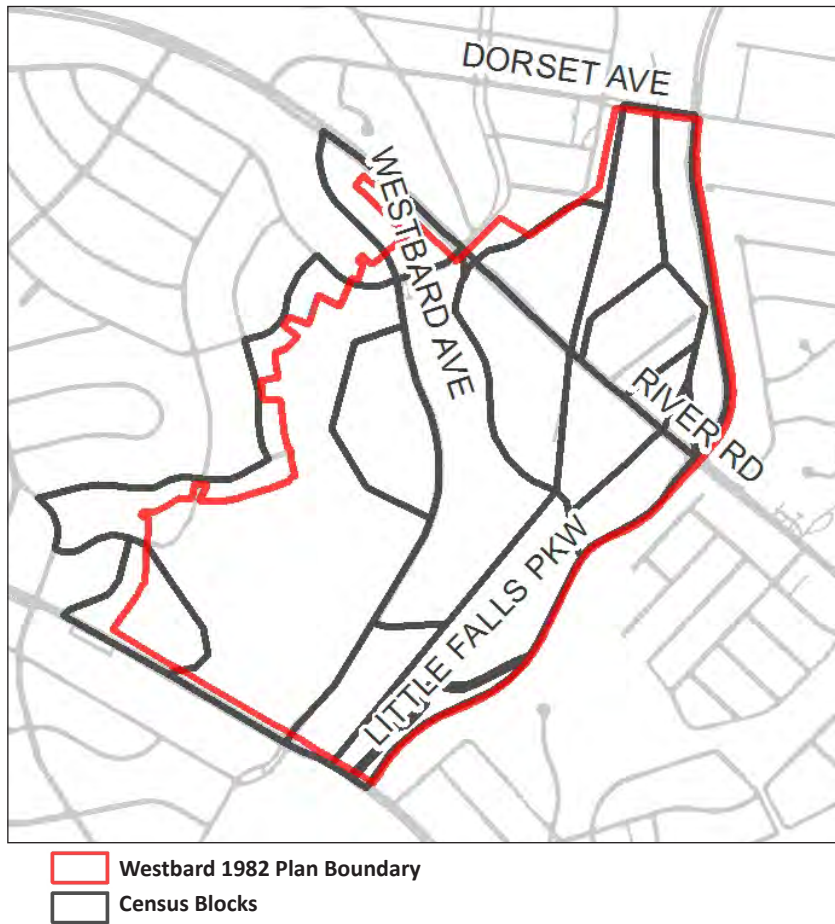


Demographic Summary

2010 US Decennial Census

The demographic summary is compiled from 2010 US Census data. The geographic boundaries used to create Westbard’s “Summary Plan Area” boundary are 19 Census-designated blocks – which are approximate but do not align precisely with the Westbard 1982 Plan boundary. The “Summary Study Area” is created using 259 Census-designated blocks that provide a richer profile of the surrounding area’s demographic characteristics. Refer to maps below for exact geographic boundaries.

Map 17: Westbard Census Blocks for 2010 Data

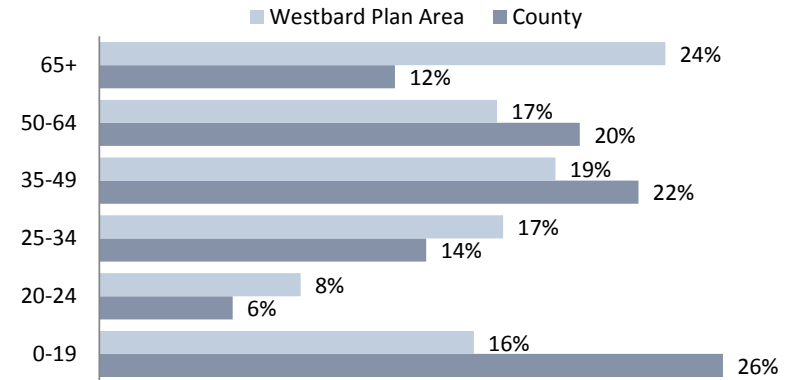


Map 18: Summary Study Area with 259 Census Blocks



- In 2010, approximately 1,970 people resided in 1,190 households in the Westbard Summary Plan Area (see Figure 10).
- In 2010, the Summary Plan Area had a greater share of millennials and seniors relative to the County. Millennials, approximately 20 to 34 years in age, represented 25 percent of Westbard residents, whereas the County's share was a lower 19 percent. Seniors, age 65 and older, were about 24 percent of the Westbard population in 2010, but represented a lower 12 percent share in the County (see Figure 10).
- The Westbard Summary Plan Area is less racially and ethnically diverse than the County. In 2010, the population was about 64 percent non-Hispanic white, 7 percent African American, and 11 percent Hispanic compared to 49 percent, 17 percent, and 17 percent respectively countywide.
- About 59 percent of households in the Westbard Summary Plan Area were occupied by renters, compared to 32 percent of all County households.
- About 50 percent of the Westbard Summary Plan Area's households were composed of one-person households. This compares to a 25 percent share in one-person households County-wide. Consequently, the average household size in the Westbard Summary Plan Area is lower at 1.8 than the County's average of 2.7.

Figure 9: Age Distribution (2010)



2010 Decennial US Census

Figure 10: Population and Households (2010)

Source: US Census Bureau, 2010 Decennial Census, Summary File 1; Research & Special Projects, Montgomery County Planning Department.

	Westbard				County	
	Summary Plan Area	Summary Study Area	Summary Plan Area	Summary Study Area	count	percent
POPULATION (2010)	count	percent	count	percent	count	percent
Total population (% of County)	1,967	0.2	19,960	2.1	971,777	
Age Distribution						
0-4 years	76	3.9	1,061	5.3	63,732	6.6
5-19 years	231	11.7	3,684	18.5	188,825	19.4
20-24 years	165	8.4	821	4.1	54,031	5.6
25-34 years	331	16.8	1,793	9.0	132,393	13.6
35-49 years	374	19.0	4,080	20.4	218,387	22.5
50-64 years	326	16.6	4,322	21.7	194,640	20.0
65 years and older	464	23.6	4,199	21.0	119,769	12.3
Race and Hispanic Origin Combined						
Not Hispanic:	1,752	89.1	18,631	93.3	806,379	83.0
White	1,250	63.5	16,062	80.5	478,765	49.3
Black	144	7.3	571	2.9	161,689	16.6
Asian or Pacific Islander	278	14.1	1,386	6.9	135,104	13.9
Other race	80	4.1	612	3.1	30,821	3.2
Hispanic or Latino (may be of any race)	215	10.9	1,329	6.7	165,398	17.0

	Westbard				County	
	Summary Plan Area	Summary Study Area	Summary Plan Area	Summary Study Area	count	percent
HOUSEHOLDS (2010)	count	percent	count	percent	count	percent
Housing units (% of County)	1,188	0.3	9,299	2.5	375,905	
Households (% of housing units)	1,065	0.3	8,723	2.3	357,086	95.0
Tenure						
Owner-occupied	436	40.9	5,873	67.3	241,465	67.6
Renter-occupied	629	59.1	2,850	32.7	115,621	32.4
Households by Type						
Family households	424	39.8	5,211	59.7	244,898	68.6
Nonfamily households	641	60.2	3,512	40.3	112,188	31.4
Household Size						
1-person	529	49.7	2,929	33.6	89,264	25.0
2-persons	331	31.1	2,900	33.2	108,694	30.4
3-persons	128	12.0	1,157	13.3	60,216	16.9
4 or more persons	77	7.2	1,737	19.9	98,912	27.7
Average household size	1.80		2.28		2.70	
Owner-occupied	1.76		2.45		2.81	
Renter-occupied	1.83		1.95		2.47	

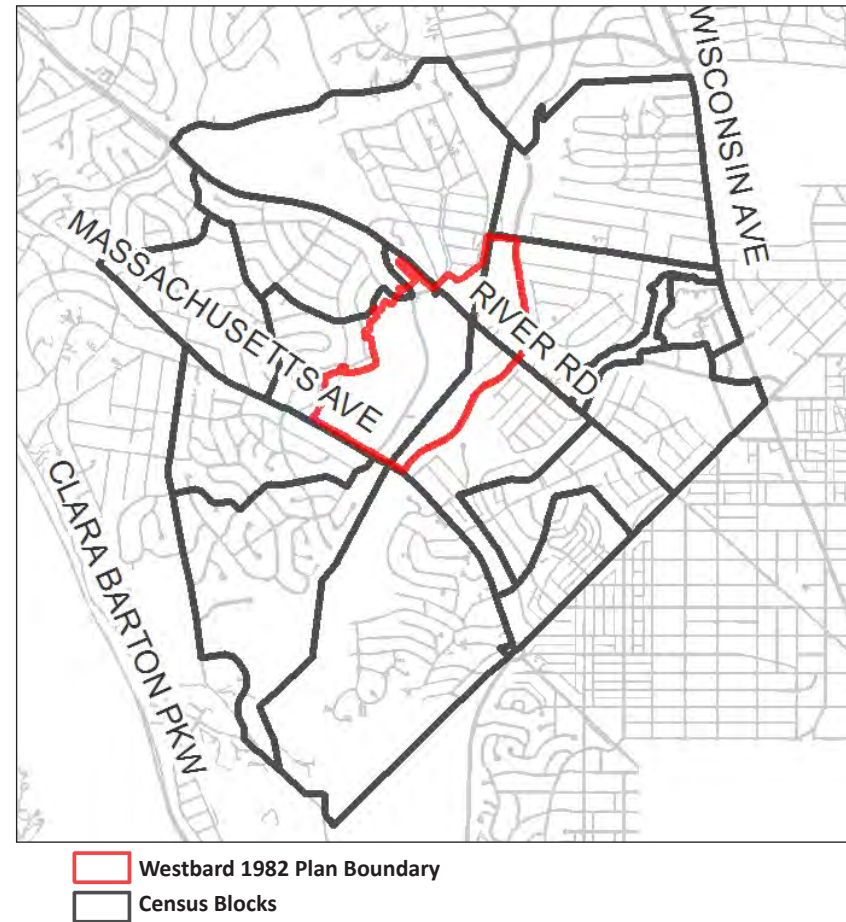
The 2010 US Census data is compiled from block level data aggregating 19 blocks for the WestbardSector Plan 1982 Boundary and 259 blocks for the Study Area.

Education, Occupation & Income

2008-2012 American Community Survey

The education, occupation and income figures are compiled from the 2008-2012 American Community Survey, a statistical survey administered by the US Census bureau. The geographic boundaries used to create Westbard's "Education, Occupation & Income (EOI) Study Area" boundary are 15 Census block groups within a one-mile radius of the center of the 1982 Plan Area Boundary (roughly defined as 5353 Westbard Avenue), which is designed to provide a richer profile of the surrounding area's education, occupation and income characteristics. Refer to Map 19 for exact geographic boundaries.

Map 19: Employment, Occupation and Income Census Blocks



- The average household income in the Westbard EOI Study Area was \$199,498, about \$69,000 higher than the County's average of \$130,415 in 2012 (see Figure 12).
- In the EOI Study Area, about nine in 10 (86 percent) of the adults age 25 years and older had a bachelor, graduate or professional degree compared to about six in 10 (57 percent) countywide.
- About three in 10 (30 percent) employed residents in the Westbard EOI Study Area held professional, scientific and management occupations compared to about 22 percent countywide (see Figure 14).
- The EOI Study Area, with 3.8 percent of its residents having incomes below the poverty level, had a lower incidence of poverty compared to 6.5 percent found countywide.

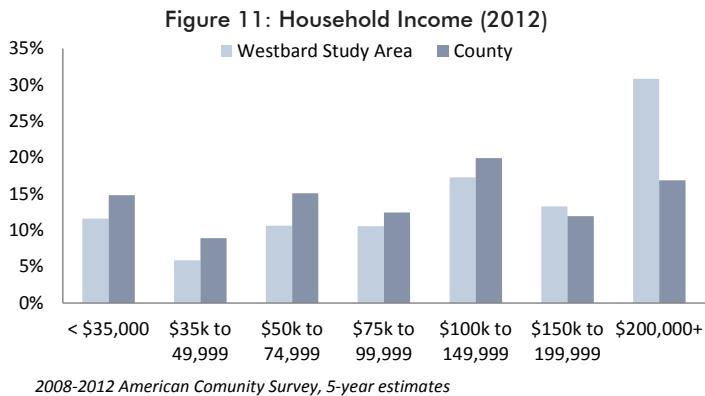


Figure 12: Employee demographic (2011)

Source: 2008-2012 American Community Survey 5-year estimate, US Census Bureau

	EOI STUDY AREA ¹		MONTGOMERY COUNTY	
	estimate	percent	estimate	percent
Educational Attainment				
Persons 25 years and older:	14,903		667,634	
Less than high school diploma	178	1.2	59,814	9.0
High school graduate	570	3.8	94,335	14.1
Some college or associate degree	1,323	8.9	133,578	20.0
Bachelor's degree	4,596	30.8	177,612	26.6
Graduate or professional degree	8,236	55.3	202,295	30.3
Occupation				
Civilian employed population:	9,998		522,564	
Professional, scientific, and management	2,977	29.8	113,945	21.8
Educational services, health care and social assistance	2,060	20.6	111,911	21.4
Public administration	1,529	15.3	57,717	11.0
Arts, entertainment, and recreation, and accommodation	442	4.4	43,496	8.3
Retail trade	273	2.7	39,095	7.5
Other services, except public administration	647	6.5	36,078	6.9
Finance and insurance, and real estate	1,019	10.2	36,067	6.9
Construction	101	1.0	30,635	5.9
Information	594	5.9	18,452	3.5
Manufacturing	160	1.6	15,637	3.0
Transportation and warehousing, and utilities	52	0.5	12,333	2.4
Wholesale trade	132	1.3	6,295	1.2
Agriculture, forestry, fishing and hunting, and mining	12	0.1	903	0.2
2012 Household Income Distribution				
Households:	9,198		357,579	
Under \$15,000	358	3.9	19,054	5.3
\$15,000 to \$34,999	710	7.7	33,936	9.5
\$35,000 to \$49,999	539	5.9	31,921	8.9
\$50,000 to \$74,999	977	10.6	53,933	15.1
\$75,000 to \$99,999	970	10.5	44,451	12.4
\$100,000 to 149,999	1,588	17.3	71,288	19.9
\$150,000 to 199,999	1,220	13.3	42,665	11.9
\$200,000+	2,836	30.8	60,331	16.9
Average 2012 household income	\$199,498		\$130,415	
People whose income is below the poverty level:	778	3.8	63,154	6.5

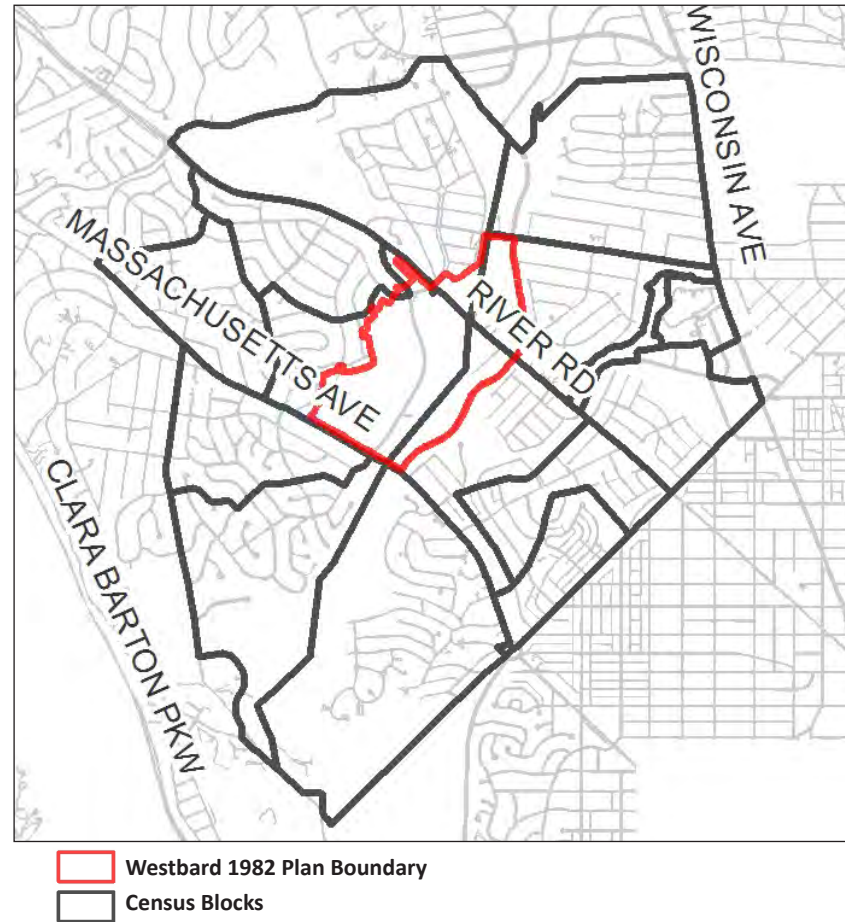
¹ The EOI Study Area consists of fifteen Census Block Groups within one-mile radius of the sector plan.

Employed Residents

2008-2012 American Community Survey

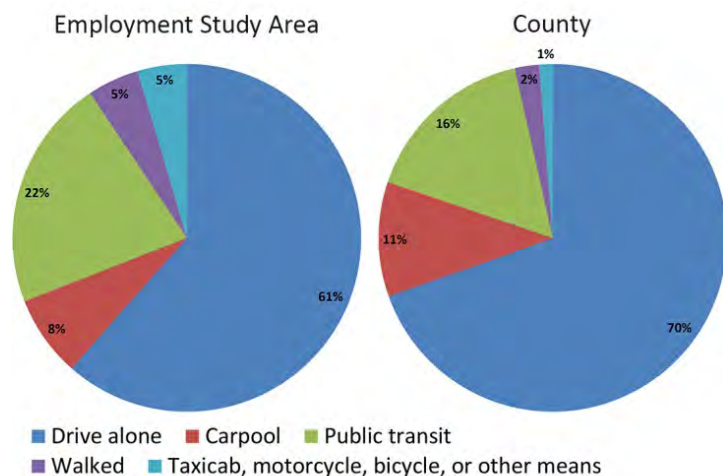
The employed residents are compiled from the 2008-2012 American Community Survey, a statistical survey administered by the US Census bureau. The geographic boundaries used to create Westbard's "Employment Study Area" boundary are 15 Census block groups within a one-mile radius of the center of the 1982 Plan Area Boundary (roughly defined as 5353 Westbard Avenue), which is designed to provide a richer profile of the surrounding area's employment characteristics. Refer to Map 20 for exact geographic boundaries.

Map 20: Employment Study Area Boundary
Block Groups for 2012 ACS 5-Year Data



- The share of private wage and salary-employed residents was lower in the Westbard Employment Study Area, at about 68 percent, than in the County at 71 percent (see Figure 14).
- The share of government-employed residents was the same in the Westbard Employment Study Area and the County at 22 percent.
- Higher shares of Westbard Employment Study Area residents use public transportation for work trips (about 22 percent) than in the County (16 percent).
- Conversely, the proportion of the population that drives alone to work is lower in the Westbard Employment Study Area at 61 percent, than in the County with an 70 percent share (see Figure 13).
- Just over 60 percent of employed residents in the Westbard Employment Study Area commuted to another state or the District of Columbia for work, compared to about 30 percent countywide.

Figure 13: Commute Mode (2012)



2008-2010 American Community Survey, 5-year estimates

Figure 14: Employed residents (2012)

Source: 2008-2012 American Community Survey 5-year estimate, US Census Bureau

	EMPLOYMENT STUDY AREA ¹		MONTGOMERY COUNTY	
	estimate	percent	estimate	percent
<i>Population 16 years and over:</i>				
Civilian employed population	9,998	61.2	522,564	67.9
Class of Worker				
Private wage and salary	6,753	67.5	373,042	71.4
Government	2,231	22.3	113,102	21.6
Self-employed in own not incorporated business	1,014	10.1	35,800	6.9
Work Location				
In County	3,551	36.0	306,357	59.4
Outside County, in Maryland	339	3.4	55,769	10.8
In another state or District of Columbia	5,965	60.5	153,221	29.7
Work Trip				
Drove	6,026	69.1	390,451	80.2
Alone	5,365	61.5	338,563	69.5
Carpool	661	7.6	51,888	10.7
Public transportation	1,883	21.6	79,308	16.3
Walked	419	4.8	10,949	2.2
Taxicab, motorcycle, bicycle, or other means	398	4.6	6,178	1.3
Average travel time to work (minutes)	29.5		33.9	

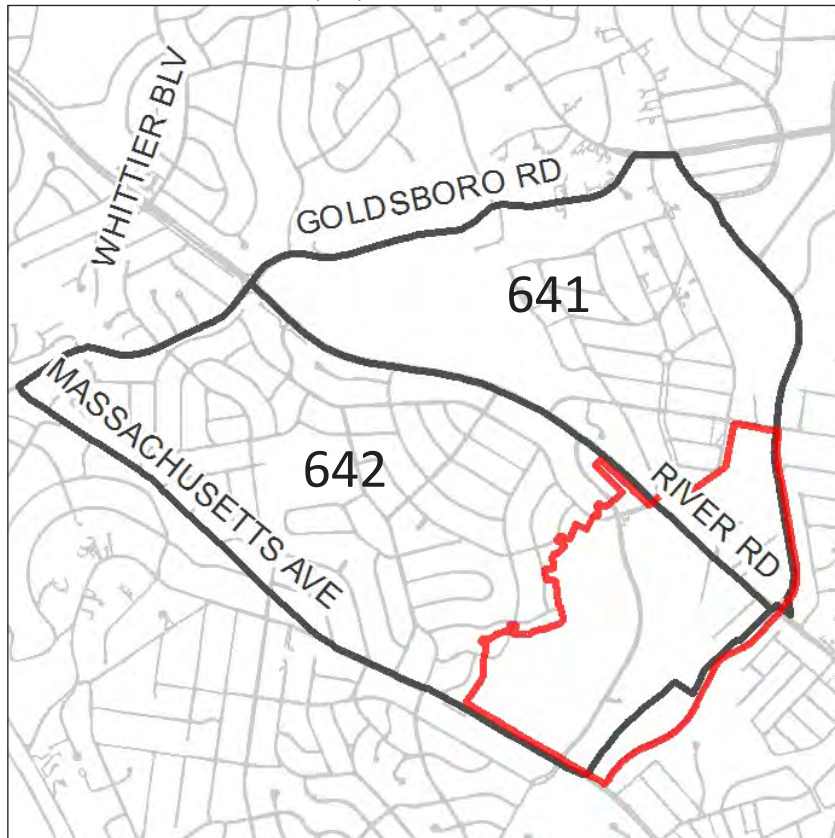
¹ The Employment Study Area consists of fifteen Census Block Groups within one-mile radius of the sector plan.

Past and Future Growth

U.S. Census & COG Cooperative Forecast Round 8.3

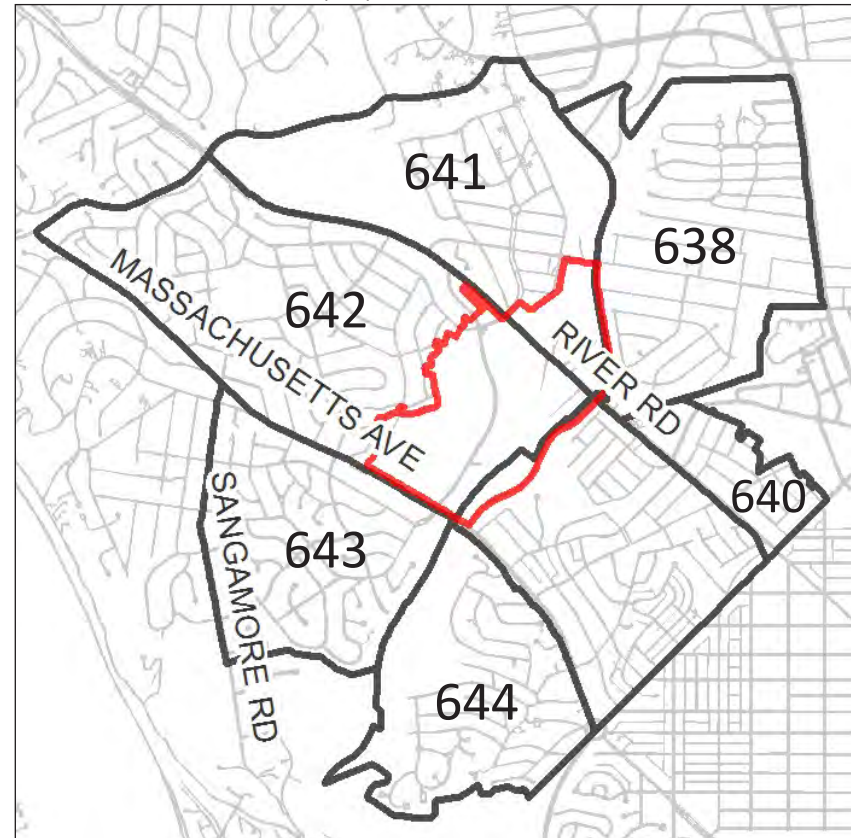
Past and future population forecasts in the Westbard area are based on traffic analysis zone (TAZ) boundaries, which do not align precisely with the Westbard 1982 Plan boundary. The forecasts are derived by adding the 5-year growth from the Round 8.3 Council of Governments Cooperative Forecast, to the 2010 Decennial US Census based numbers in the respective TAZs. The geographic boundaries used to create Westbard’s “Forecast Plan Area” boundary are defined as TAZs 641 and 642 (see Map 21). The Westbard “Forecast Study Area” boundary, which is designed to provide a richer profile of the surrounding area’s population and household growth projections, is defined as TAZs 638, 640, 641, 642, 643, 644, and 645. Refer to Map 22 for exact geographic boundaries.

Map 21: Forecast Plan Area Boundary
Transportation Analysis Zone (TAZ)



- Westbard 1982 Plan Boundary
- Transportation Analysis Zones

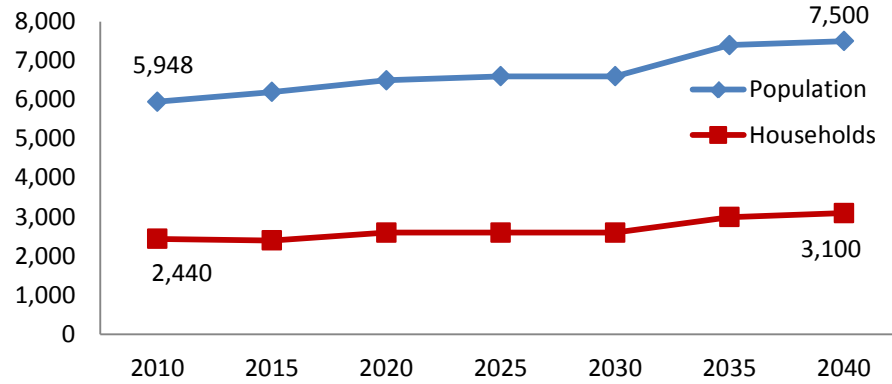
Map 22: Forecast Study Area Boundary
Transportation Analysis Zone (TAZ)



- Westbard 1982 Plan Boundary
- Transportation Analysis Zones

- Increases of about 1, 550 people, 660 households, and 200 additional jobs are forecasted for the Westbard Forecast Plan Area between 2010 and 2040 (see Figure 16).
- The population in Forecast Plan Area is expected to increase at a faster pace than the County's rate during the forecasted years. Between 2010 and 2040, population in the Forecast Plan Area is expected to increase by 26 percent, whereas the County is forecasted to grow by 24 percent (see Figure 16).
- The households in the Forecast Plan Area are expected to grow at the same rate as in the County, 27percent, between 2010 and 2040.
- In the same time period, the employment growth rate in the Forecast Plan Area of 6 percent is expected to lag the County's employment growth rate of 40 percent.

Figure 15: Population and Household Growth Forecast Area



Adjusted Cooperative Forecast Round 8.3 and 2010 Decennial US Census

Figure 16: Forecast Summary (2010 to 2040)¹

Source: Adjusted Metropolitan Washington Council of Governments Cooperative Forecast Round 8.3, 2010 Decennial US Census

	2010		County	2040		County	2010 to 2040 GROWTH			PERCENT CHANGE		
	Westbard ²			Westbard ²			Westbard ²		Westbard ²		County	
	Forecast Plan Area	Forecast Study Area		Forecast Plan Area	Forecast Study Area		Forecast Plan Area	Forecast Study Area	Forecast Plan Area	Forecast Study Area		
Population	5,948	15,645	972,600	7,500	18,200	1,203,000	1,552	2,555	230,400	26%	16%	24%
Households	2,440	5,832	361,000	3,100	6,600	460,200	660	768	99,200	27%	13%	27%
Employment	3,100	4,000	510,300	3,300	4,200	715,100	200	200	204,800	6%	5%	40%

¹ The population and household forecasts for the Westbard Forecast Plan Area and Forecast Study Area are derived by adding the 5-year growth from the Round 8.3 COG Cooperative Forecast to the 2010 Decennial U.S. Census base numbers compiled for the traffic analysis zones defining the areas. The employment forecast is from the Round 8.3 COG Cooperative Forecast.

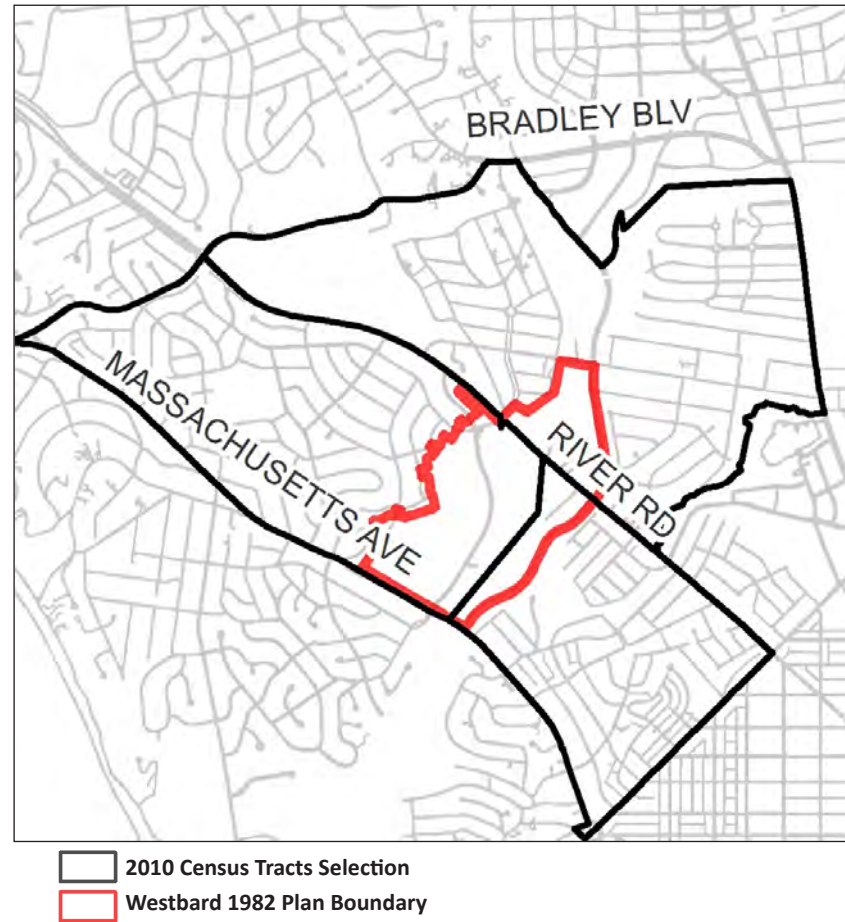
² The forecast is based on traffic analysis zone (TAZ) boundaries, which do not align precisely with the Census geographies used for other demographic and economic analysis in this report. As a result, the total population, household and job counts reported in the forecast will vary from those cited in other sections. The Westbard Forecast Plan Area is defined for this analysis as TAZs 641 and 642. The Westbard Forecast Study Area includes TAZs 638, 640, 641, 642, 643, 644, and 645.

Housing Characteristic

2008-2012 American Community Survey

The housing characteristics compiled from the 2008-2012 American Community Survey, a statistical survey administered by the US Census bureau. The geographic boundaries used to create Westbard's "Housing Study Area" boundary are comprised of 3 Census tracts that include 705502, 705601, and 705701, which is designed to provide a richer profile of the surrounding area's housing characteristics. Refer to Map 23 for exact geographic boundaries.

Map 23: Housing Study Area Boundary 2010 Census Tracts



- Average monthly owner costs in the Westbard Housing Study Area total \$3,832 and exceed the County's average of \$2,638 by 31 percent (see Figure 17).
- At \$3,038, the average monthly rent in the Westbard Housing Study Area is greater than Montgomery County's average rent by a difference of \$1,432 (see Figure 17).
- Approximately 33 percent of homeowners in the Westbard Housing Study Area face a housing cost burden defined as exceeding 35 percent of their monthly income. Conversely, 40 percent of renters in the Study Area pay more than 35 percent of monthly income toward rent. Countywide, the housing cost burden for owners and renters was 27 and 41 percent, respectively.
- Most for-sale units in the Westbard Housing Study Area exist in multi-family structures. Approximately 984 multi-family units are housed in buildings that have 20 or more units. Approximately 885 single-family, detached homes exist in the Housing Study Area, although most are not within the Westbard Sector Plan 1982 Boundary area (the Housing Study Area is larger than the Westbard 1982 Plan area).

Figure 17: Housing (2012)

Source: 2008-2012 American Community Survey 5-year estimate, U.S. Census Bureau.

	HOUSING STUDY AREA ¹		MONTGOMERY COUNTY	
	estimate	percent	estimate	percent
Units in Structure¹	1,967	100.0	375,973	100.0
1-unit, detached	885	45.0	182,216	48.5
1-unit, attached	65	3.3	68,403	18.2
2 to 9 units	9	0.5	25,432	6.8
10 to 19 units	11	0.6	36,545	9.7
20 or more units	984	50.0	62,722	16.7
Selected Monthly Owner Costs¹				
<i>Housing units with a mortgage:</i>	816	100.0	192,382	100.0
Less than \$1,000	39	4.8	5,945	3.1
\$1,000 to \$1,499	14	1.7	18,916	9.8
\$1,500 to \$1,999	67	8.2	32,133	16.7
\$2,000 or more	696	85.2	135,388	70.4
Average monthly owner costs	\$3,832		\$2,880	
Gross Rent¹				
<i>Occupied units paying rent:</i>	501	100.0	110,399	100.0
Less than \$500	142	2.2	4,614	4.2
\$500 to \$749	-	1.0	3,186	2.9
\$750 to \$999	21	5.7	6,764	6.1
\$1,000 to \$1,499	61	37.2	38,983	35.3
\$1,500 or more	419	53.9	56,852	51.5
Average monthly rent²	\$3,038		\$1,606	
Households Spending More Than 35% of Income on Housing Costs²				
Homeowners with a mortgage	270	33.1	52,361	27.3
Renters	203	40.5	44,912	41.1

¹Westbard Housing Study Area for Units in Structure, Selected Monthly Owner Costs, Average Monthly Owner Costs, and Gross Rents are comprised of block groups that include 705502.3, 705601.1 and 705701.3.

²Westbard Housing Study Area for Average monthly rent, and Households Spending More than 35% of Income on Housing Costs are comprised of Census Tracts that include 705502, 705601, and 705701.

About half of the Westbard Sector Plan area falls within the Bethesda-Chevy Chase (B-CC) school cluster, while the other half of the Sector Plan area falls within the Whitman school cluster. Students assigned to the B-CC cluster living within the Westbard Sector Plan area attend Westbrook or Somerset Elementary School, Westland Middle School and Bethesda-Chevy Chase High School. Students assigned to the Whitman cluster living within the Westbard Sector Plan area attend Wood Acres Elementary School, Thomas W. Pyle Middle School and Walt Whitman High School.

Like several other school clusters in the county, student enrollment has increased dramatically in the B-CC cluster over the past few years, especially at the elementary school level. To address the overutilization, an addition was constructed at Somerset Elementary School and opened during the 2010-11 school year and an addition at Westbrook Elementary School opened in August 2013. Several other capital projects for elementary school capacity have been approved as part of the Approved FY 2015-2020 CIP, including additions opening in August 2015 at Bethesda, North Chevy Chase, and Rosemary Hills elementary schools. Also, a revitalization/expansion of Rock Creek Forest Elementary School is scheduled for completion in January 2015.

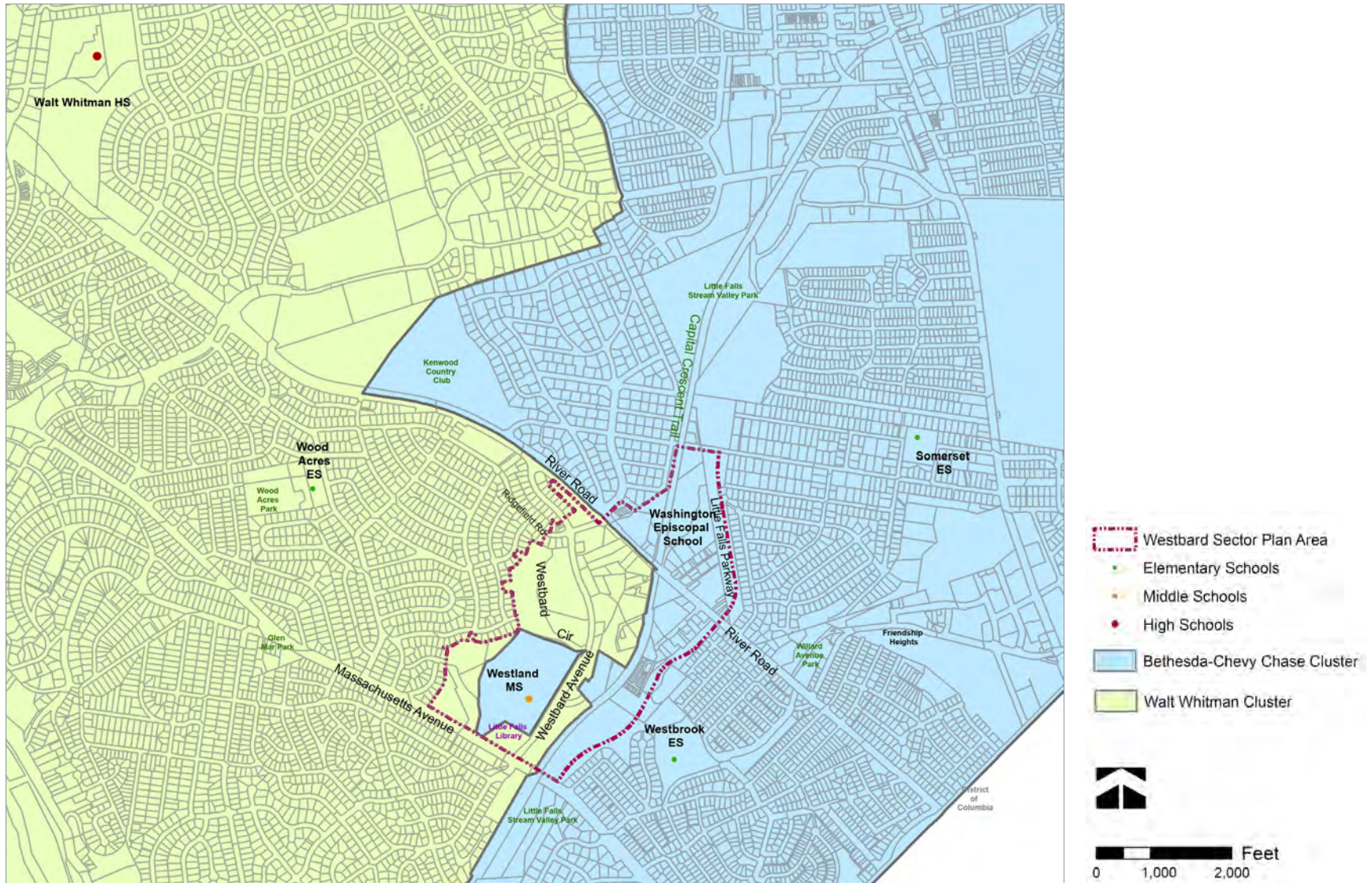
Enrollment increases are now moving up to the middle school and high school levels in the B-CC Cluster. The Approved FY 2015-2020 CIP includes the opening of a new middle school (temporarily called B-CC Middle School #2) in August 2017 and the opening of a large classroom addition at B-CC High School in August 2018. The new middle school will enable Grade 6 students who have attended Chevy Chase and North Chevy Chase elementary schools for many years to be reassigned to the new middle school or Westland Middle School, depending on how boundaries are drawn in the future.

In the Walt Whitman school cluster, student enrollment at Wood Acres Elementary School is significantly greater than its capacity. The Approved FY 2015-2020 CIP includes a classroom addition for the school that will open in August 2016.

Enrollment projections for Thomas W. Pyle Middle School indicate that enrollment will exceed capacity by up to 150 seats throughout the six-year CIP planning period. There are no plans currently to add capacity to the school. However, an auxiliary gym is set to open during the 2015-16 school year.

Enrollment at Walt Whitman High School student is projected to exceed capacity by more than 200 seats by the end of the six-year projection period. An FY 2014 appropriation was approved for facility planning funds for a feasibility study to determine the cost and scope of an addition. A request for CIP funding of an addition is anticipated in the future

Map 24: Public School Clusters





BRIEFING BOOK

 M-NCPPC
Montgomery Planning Department