AGENDA

• 7:00 p.m. Welcome
• 7:15 p.m. Staff Presentation
• 7:45 p.m. Questions and Responses
• 8:00 p.m. Open House
PLANNING CONTEXT - WHAT IS A MASTER PLAN?

• Master Plans are comprehensive amendments to the General Plan that provide detailed and specific recommendations on land use, zoning, transportation, the natural environment, urban design, public facilities and implementation techniques.
PLANNING CONTEXT - WHAT IS A MASTER PLAN?

VEIRS MILL CORRIDOR MASTER PLAN Boundary

--- Veirs Mill Corridor Master Plan Boundary

MONTGOMERY COUNTY PLANNING DEPARTMENT
PLANNING CONTEXT – MASTER PLANS

• Master Plans seek to:
  • Engage the community
  • Bring stakeholders together and foster dialogue about the future
  • Define a community vision
  • Encourage cooperation among stakeholders
  • Analyze and prepare land use and zoning recommendations
  • Analyze and prepare recommendations on transportation infrastructure, environmental assets, community facilities
  • Serve as a guide for future development
PLANNING CONTEXT – MASTER PLANS

• Master Plans cannot:
  • Ensure redevelopment or reinvestment occurs
  • Bring specific retailers / commercial uses to an area
  • Require adjacent property owners to consolidate land
  • Fund capital improvement projects
  • Address roadway operational issues (stop lights, stop signs, etc.)
  • Address code enforcement / crime / foreclosures
PLANNING CONTEXT – MASTER PLANS

Corridor 1: Georgia Avenue North
Corridor 2: Georgia Avenue South
Corridor 3: MD 355 North
Corridor 4: MD 355 South
Corridor 5: New Hampshire Avenue
Corridor 6: North Bethesda Transitway
Corridor 7: Randolph Road
Corridor 8: University Boulevard
Corridor 9: US 29
Corridor 10: Veirs Mill Road

VEIRS MILL ROAD
PLANNING CONTEXT – WHY VEIRS MILL?

• The Maryland Department of Transportation and the Montgomery County Department of Transportation have demonstrated a commitment to Bus Rapid Transit (BRT) on Veirs Mill Road

• A comprehensive review of the land use, built environment and community character of Veirs Mill Road between Twinbrook Parkway and the Wheaton Central Business District has not occurred in nearly two decades

• Prior to the arrival of BRT, a holistic analysis of the corridor is desired to guide the character of the planning area
PLAN PURPOSE

• Analyze land use impacts of Bus Rapid Transit and development recommendations to support transit

• Balance preservation of the low-density residential character with uses at strategic locations to support Bus Rapid Transit and provide neighborhood serving amenities
PLAN AREA

- Proposed Corridor Plan Boundary
- City of Rockville
- Wheaton CBD Plan Area
- Parkland
- Proposed BRT Station
  1/4 mile radius
PLAN AREA - NODES

RANDOLPH ROAD

CONNECTICUT AVENUE

NEWPORT MILL ROAD
VEIRS MILL DEMOGRAPHICS

- 23,700 People & 7,400 Households
- Young Adults Under 34 and Children
- Majority Hispanic Community
- Spanish Is Most Common Language
- Over Half of Spanish Speaking Residents Speak English Less Than “Very Well”

**Race & Hispanic Origin (2015)**

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>Veirs Mill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>18%</td>
<td>41%</td>
</tr>
<tr>
<td>NH White</td>
<td>47%</td>
<td>23%</td>
</tr>
<tr>
<td>NH African Amer.</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>NH Asian</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>NH Other</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

**Language Spoken at Home (2015)**

<table>
<thead>
<tr>
<th>Language</th>
<th>County</th>
<th>Veirs Mill</th>
</tr>
</thead>
<tbody>
<tr>
<td>English only</td>
<td>32%</td>
<td>39%</td>
</tr>
<tr>
<td>Spanish</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Other Indo-European</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>Asian &amp; Pacific Is.</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Other languages</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates
VEIRS MILL DEMOGRAPHICS

- Higher Rate of Workers Commute by Public Transit (24% v. 16% countywide)
- Majority of Adults Do Not Have a College Degree (66% v. 42% countywide)
- Average Income ($82,023) is Two-Thirds of County’s ($133,543)

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates
PLAN AREA – EXISTING CONDITIONS
PLAN AREA – EXISTING CONDITIONS
INITIAL AREA OF FOCUS – RETAIL CENTER
**RETAIL INVENTORY**

Retail Centers in Plan Area

<table>
<thead>
<tr>
<th>Address</th>
<th>Size (SF)</th>
<th>Occupancy Rate</th>
<th>Major Tenants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stoney Mill Square</strong></td>
<td>12201-12265 Veirs Mill Rd</td>
<td>99,712</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Unique Thrift Store, Korean Korner, CVS, Exxon, Shell</td>
</tr>
<tr>
<td><strong>Veirs Mill Village</strong></td>
<td>12200-12222 Veirs Mill Rd</td>
<td>47,512</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rite Aid, Rodman's Discount Store, GNC</td>
</tr>
</tbody>
</table>

*Source: CoStar Group, Inc.*

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*Stoney Mill Square*  
*Veirs Mill Village*
INITIAL AREA OF FOCUS – BUS RAPID TRANSIT
INITIAL AREA OF FOCUS – TRANSPORTATION

Legend
- Veirs Mill Corridor Master Plan
- Bus Stops (Ride-On and WMATA)
- Veirs Mill BRT Station
- 1/4 Mile BRT Station Radius
- Bike / Ped Priority Area
- BRT – Veirs Mill Road
- BRT – Randolph Road
- Hard Surface Trails
INITIAL AREA OF FOCUS – PARKS AND OPEN SPACE
INITIAL AREA OF FOCUS – PARKS AND OPEN SPACE
SHARE YOUR SUGGESTIONS

http://mcatlas.org/vmplan
NEXT STEPS – PROJECT SCHEDULE

• February 22, 2017          Community Kick-Off Meeting
• February – June 2017       Staff Work: Outreach and Plan Development
• July – December 2017       Planning Board Review
• January – June 2018        County Executive / County Council Review
• July – October 2018        Sectional Map Amendment (Implement Zoning Recommendations)
### PROJECT STAFF

#### Planning
- Khalid Afzal
- Nancy Sturgeon
- Jessica McVary
- Luis Estrada (Urban Design)
- Amy Lindsey (Environment)

#### Research
- Roberto Ruiz
- Lisa Govoni
- Rick Liu
- Lisa Tate
- Pamela Zorich

#### Transportation
- Eric Graye
- Stephen Aldrich
- Dan Janousek

#### Communications
- Bridget Schwiesow
- Deborah Dietsch
- Kevin Leonard
- Chris Peifer

#### Parks
- Charles Kines
- Alex Girr-Borrayo
CONNECT WITH US

• Staff Contacts

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• Project Webpage: www.montgomeryplanning.org/veirsmill

• Interactive Map: http://mcatlas.org/vmplan

• Twitter: @montgomeryplans

• Facebook: Facebook.com/montgomeryplanning