



VEIRS MILL

CONNECTING COMMUNITIES



AGENDA

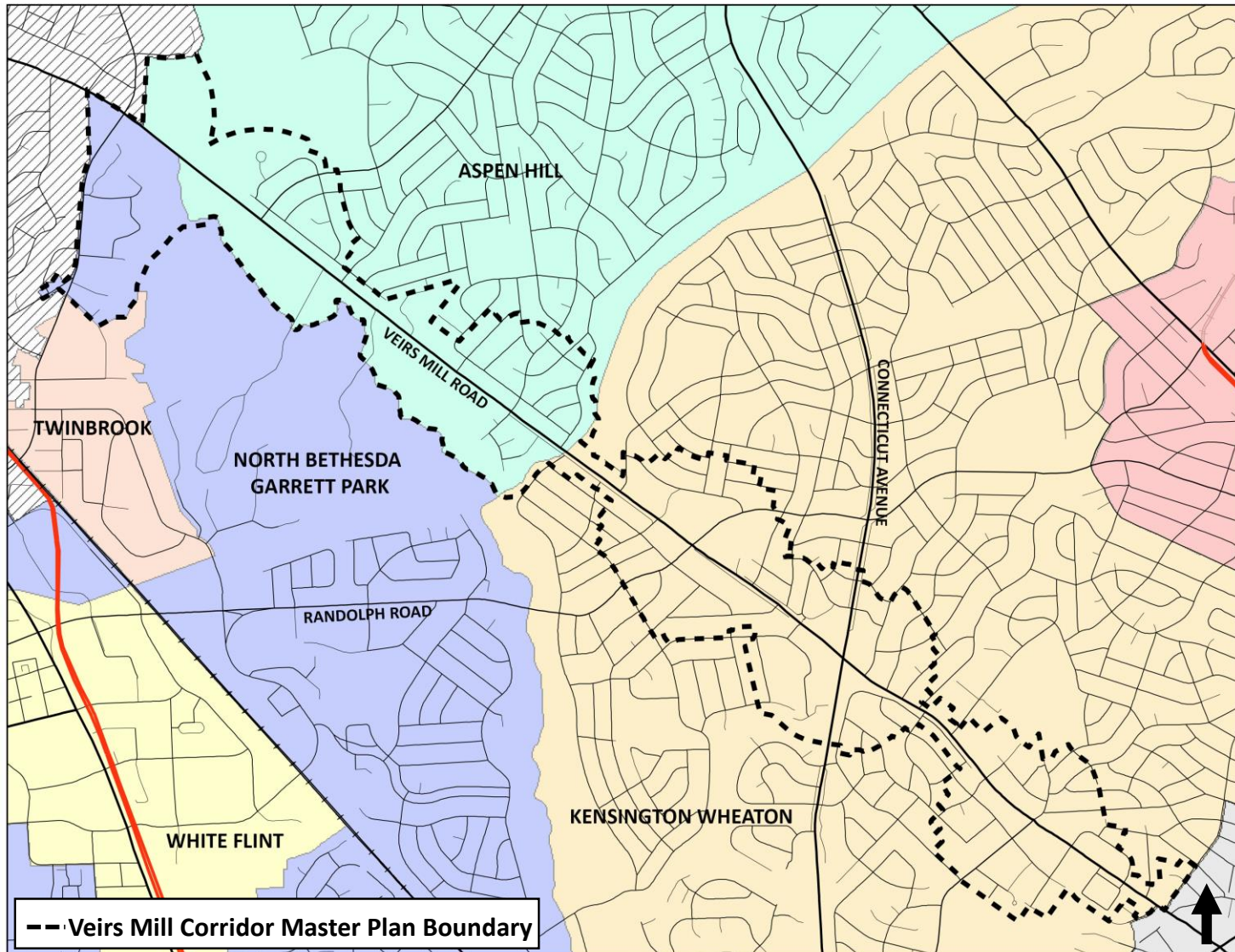
- 7:00 p.m. Welcome
- 7:15 p.m. Staff Presentation
- 7:45 p.m. Questions and Responses
- 8:00 p.m. Open House

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?



PLANNING CONTEXT – MASTER PLANS

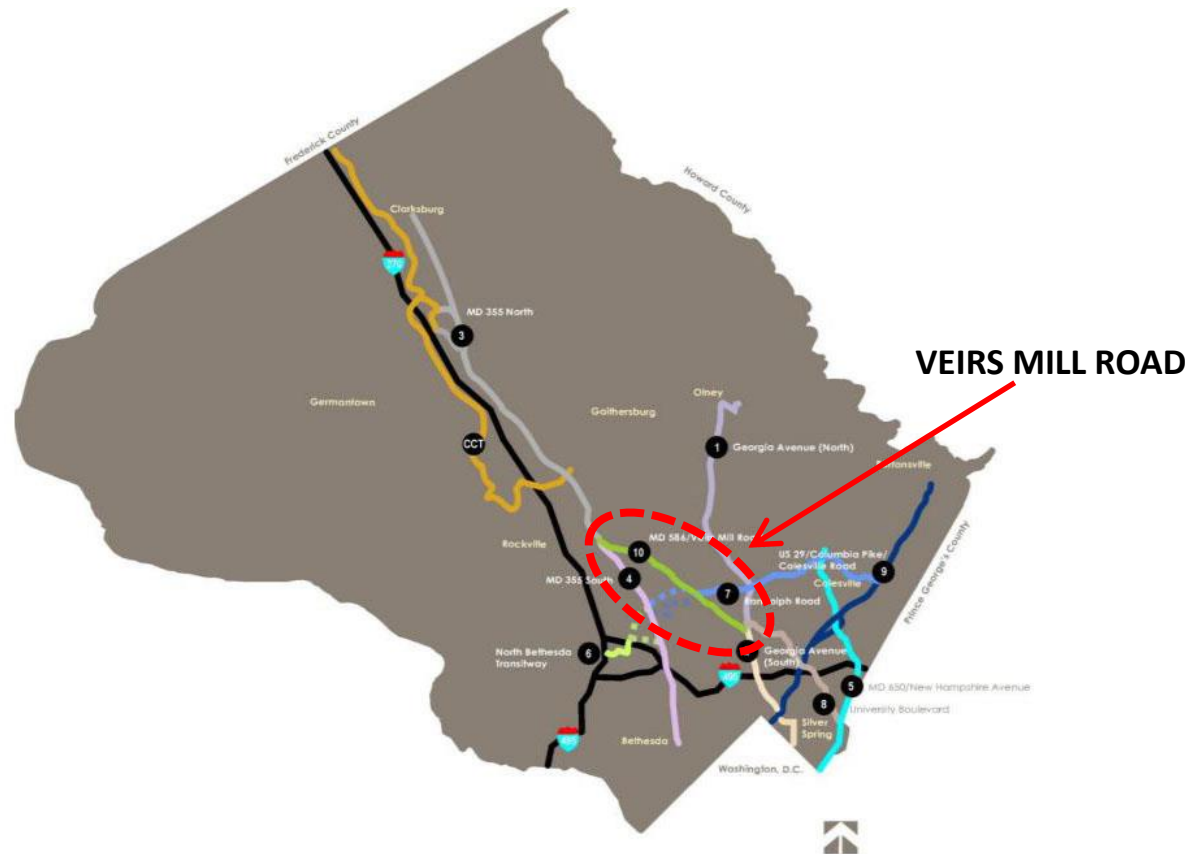
- Master Plans seek to:
 - Engage the **community**
 - Bring stakeholders together and foster **dialogue** about the future
 - Define a community **vision**
 - Encourage **cooperation** among stakeholders
 - Analyze and prepare **land use** and **zoning** recommendations
 - Analyze and prepare recommendations 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

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



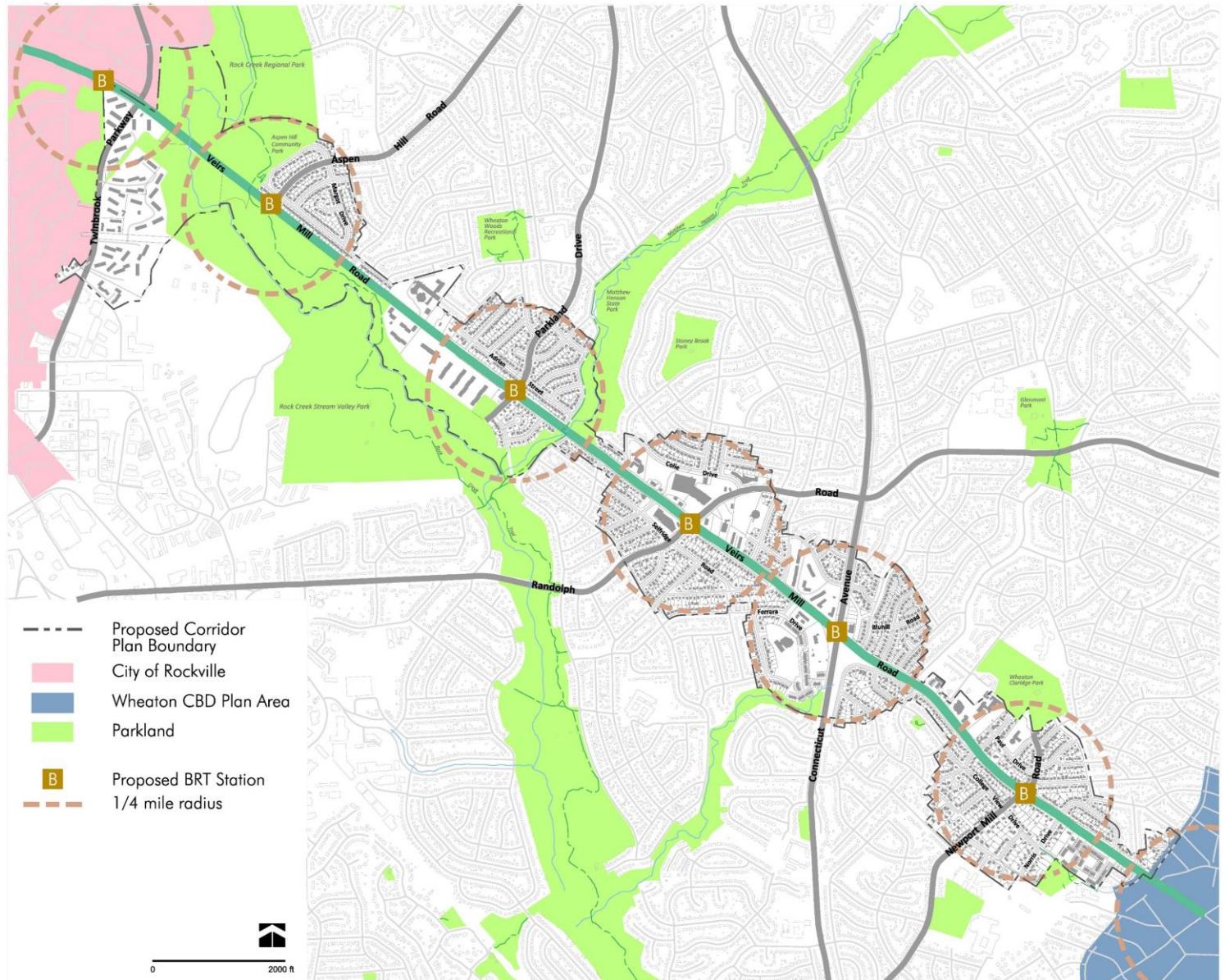
PLAN PURPOSE

- 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**



VEIRS MILL CORRIDOR MASTER PLAN

PLAN AREA





PLAN AREA - NODES



TWINBROOK PARKWAY



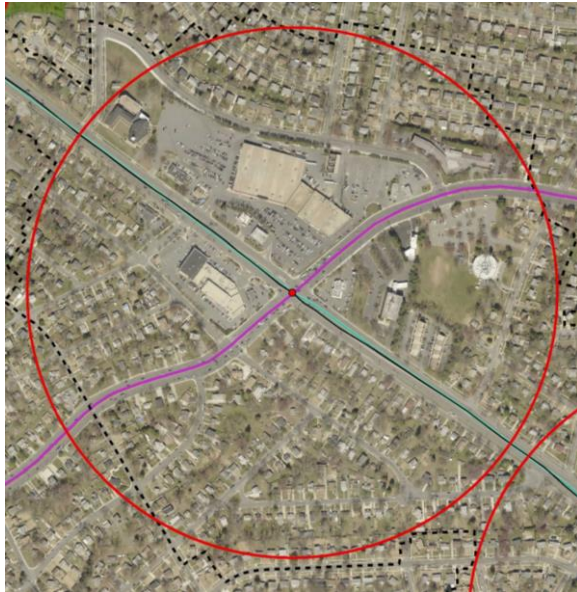
ASPEN HILL ROAD



PARKLAND DRIVE



PLAN AREA - NODES



RANDOLPH ROAD



CONNECTICUT AVENUE



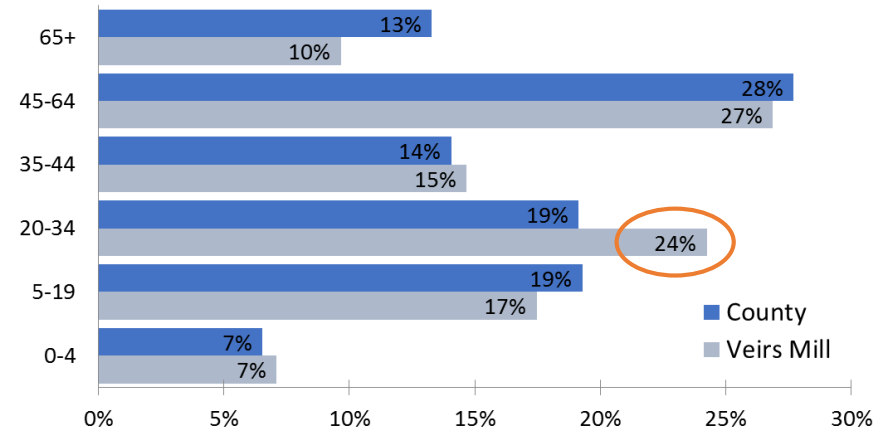
NEWPORT MILL ROAD



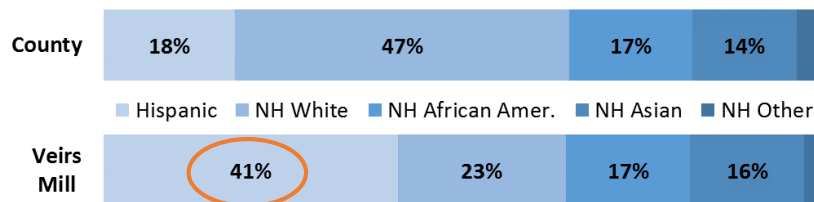
VEIRS MILL DEMOGRAPHICS

- 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”

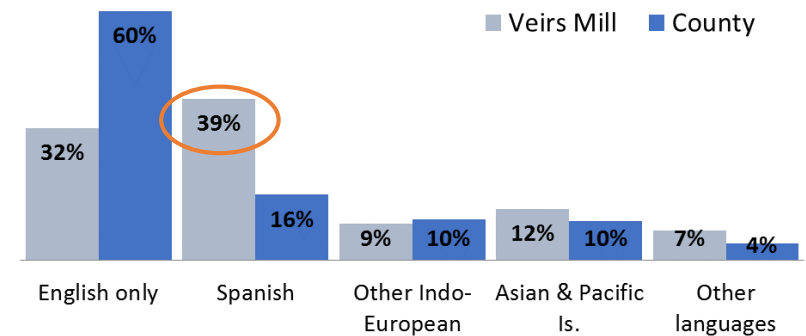
Age Distribution (2015)



Race & Hispanic Origin (2015)



Language Spoken at Home (2015)



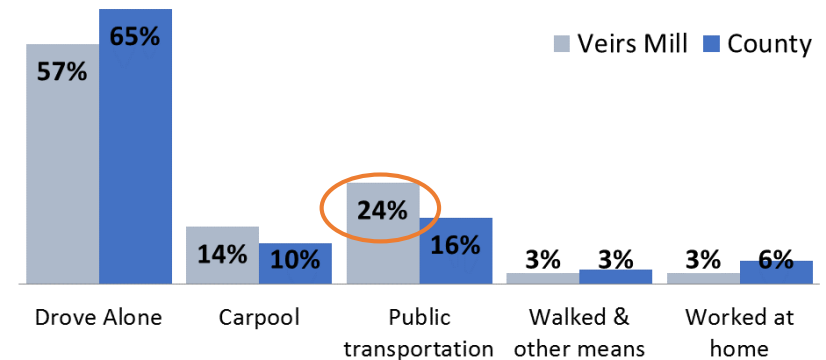
Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates



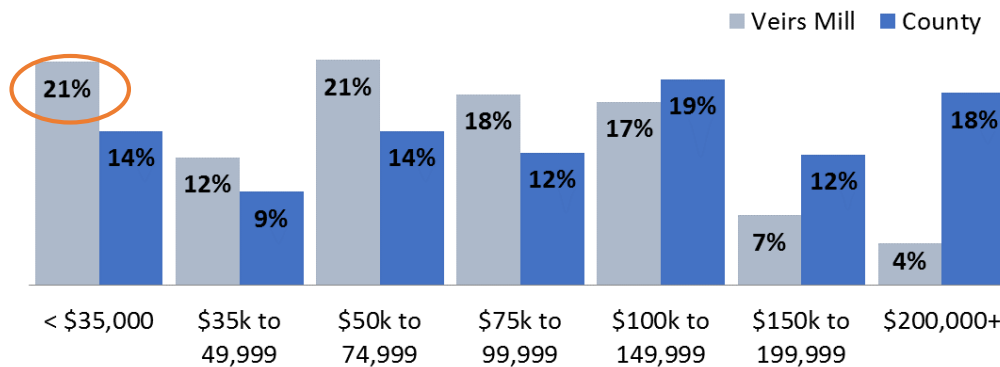
VEIRS MILL DEMOGRAPHICS

- 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)

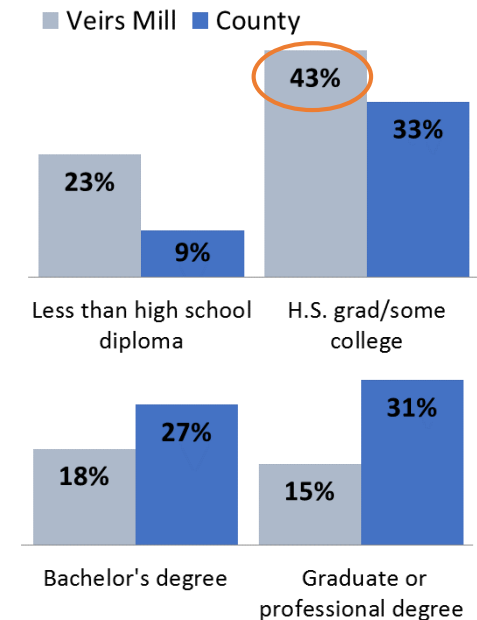
Commuting Mode (2015)



Household Income (2015)



Educational Attainment (2015)



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



PLAN AREA – EXISTING CONDITIONS



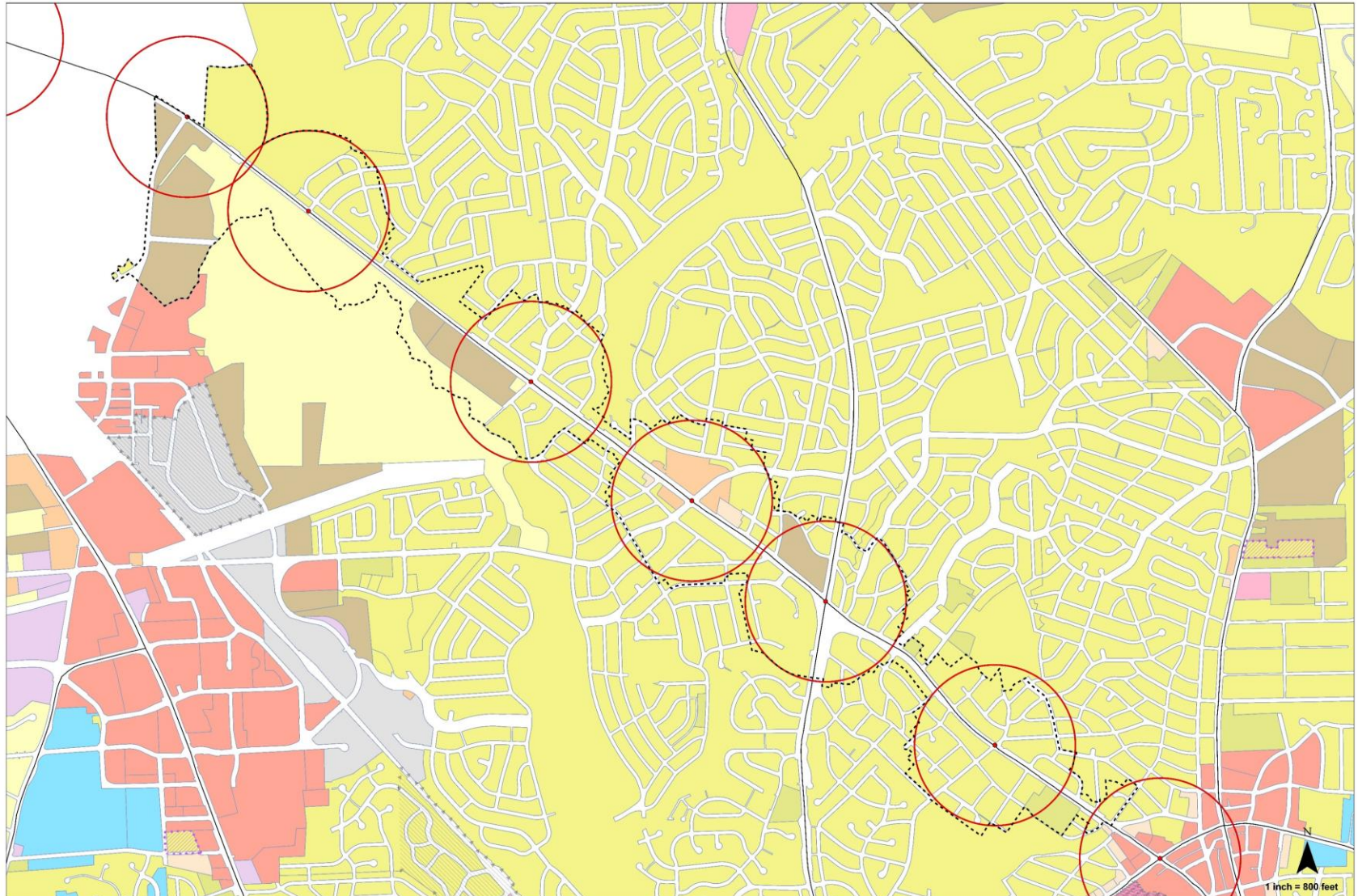


PLAN AREA – EXISTING CONDITIONS





PLAN AREA – LAND USE AND ZONING



INITIAL AREA OF FOCUS – RETAIL CENTER





RETAIL INVENTORY

Retail Centers in Plan Area

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

Source: CoStar Group, Inc.



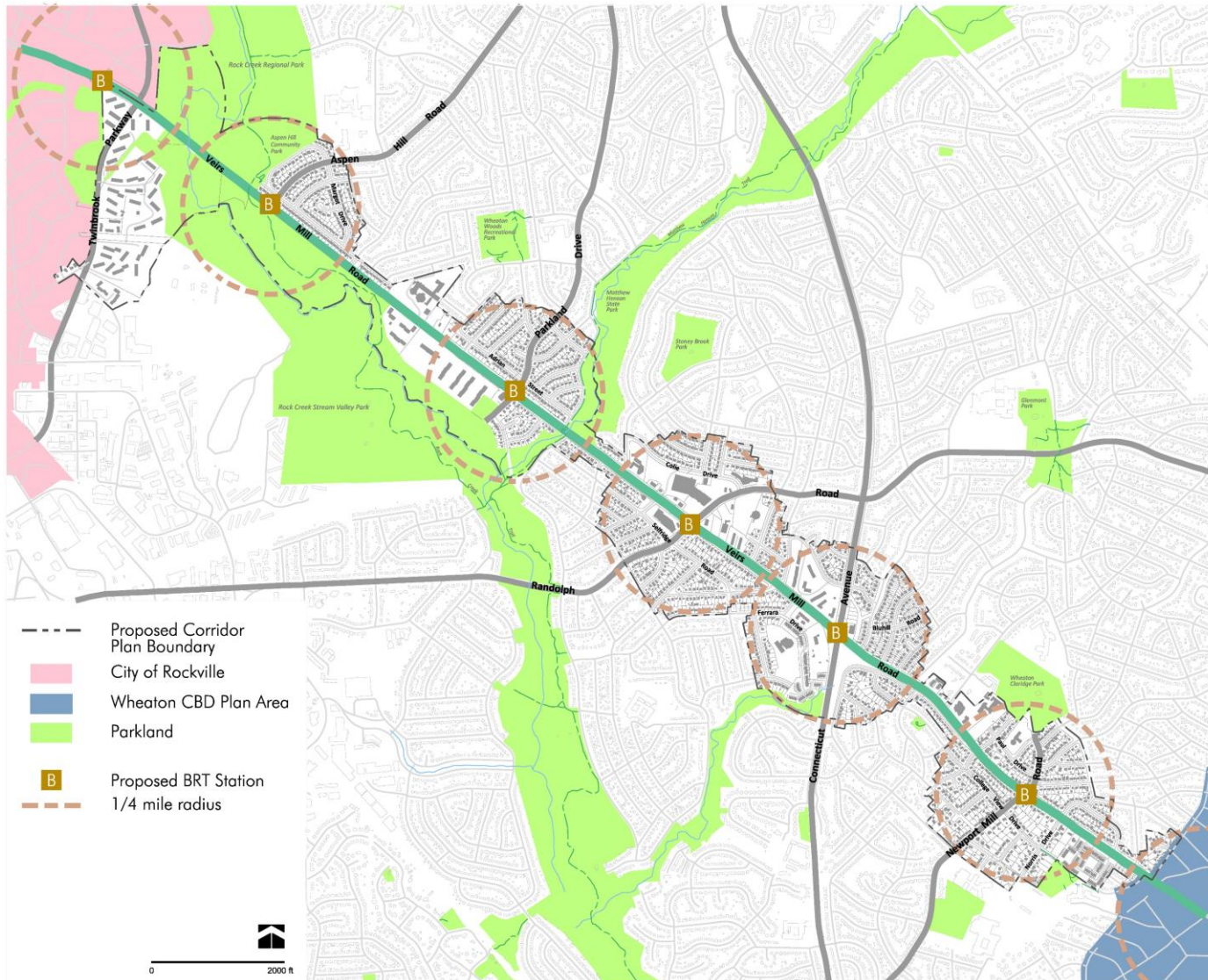
Stoney Mill Square



Veirs Mill Village

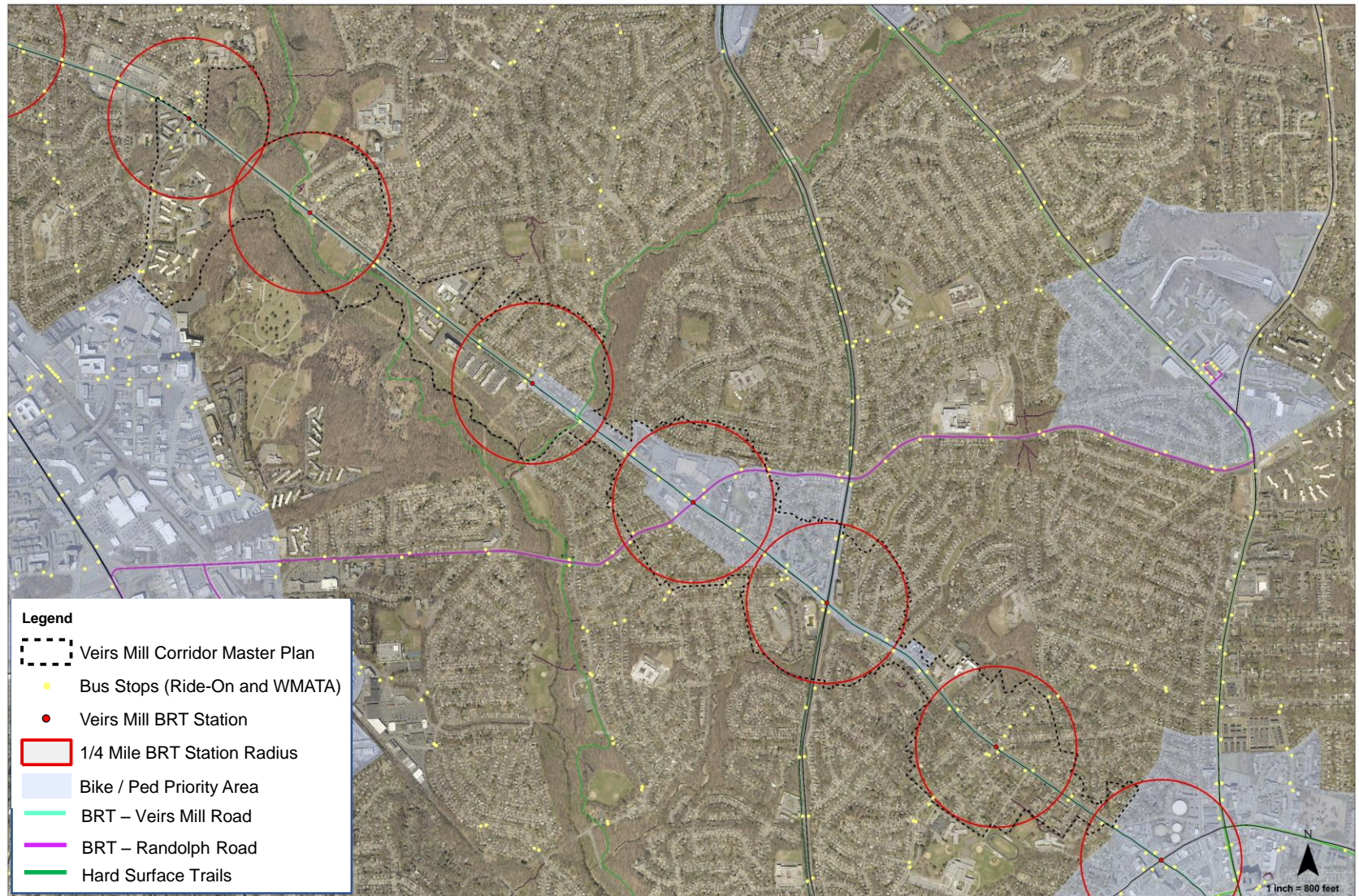


INITIAL AREA OF FOCUS – BUS RAPID TRANSIT



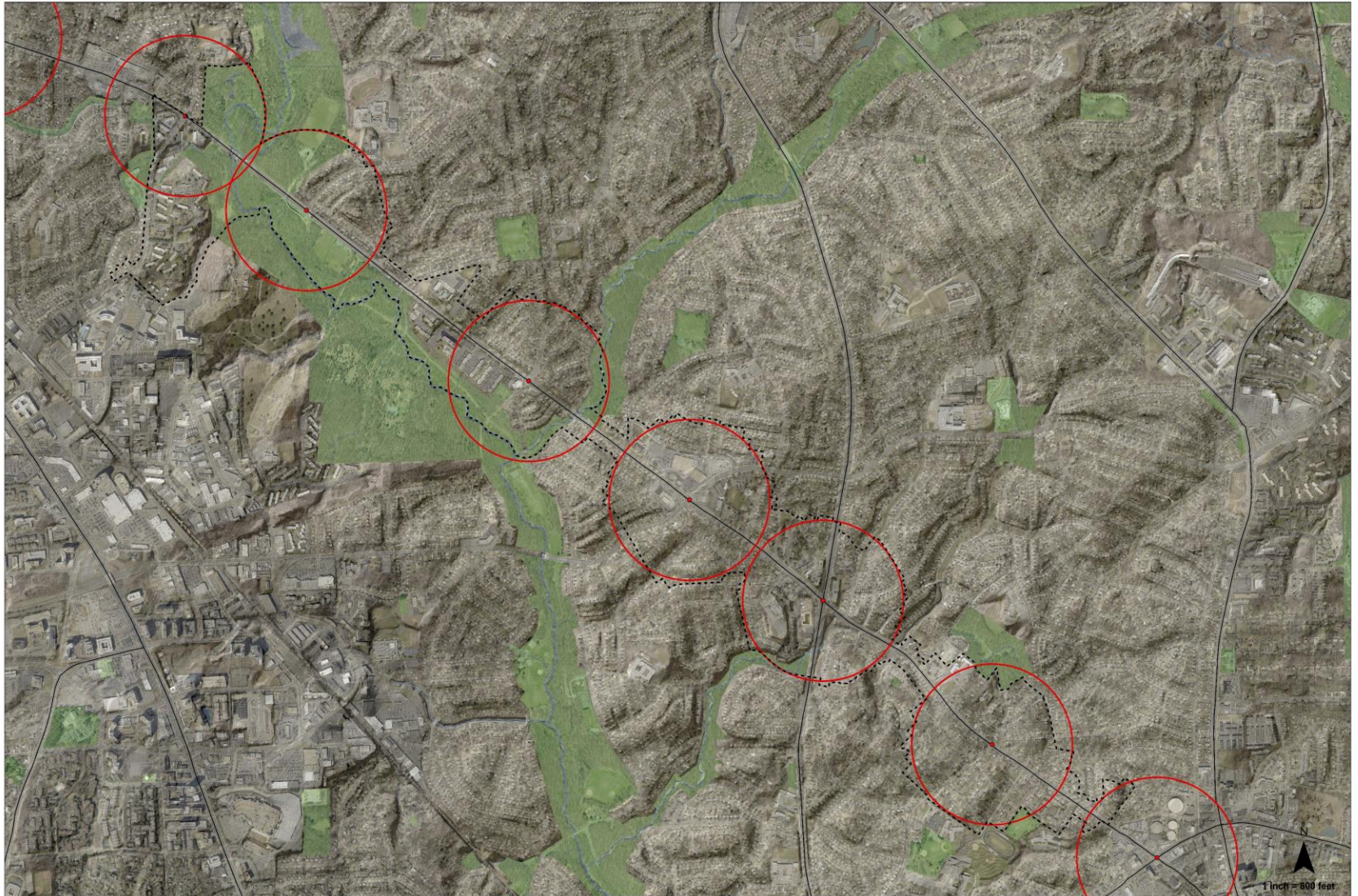


INITIAL AREA OF FOCUS – TRANSPORTATION





INITIAL AREA OF FOCUS – PARKS AND OPEN SPACE





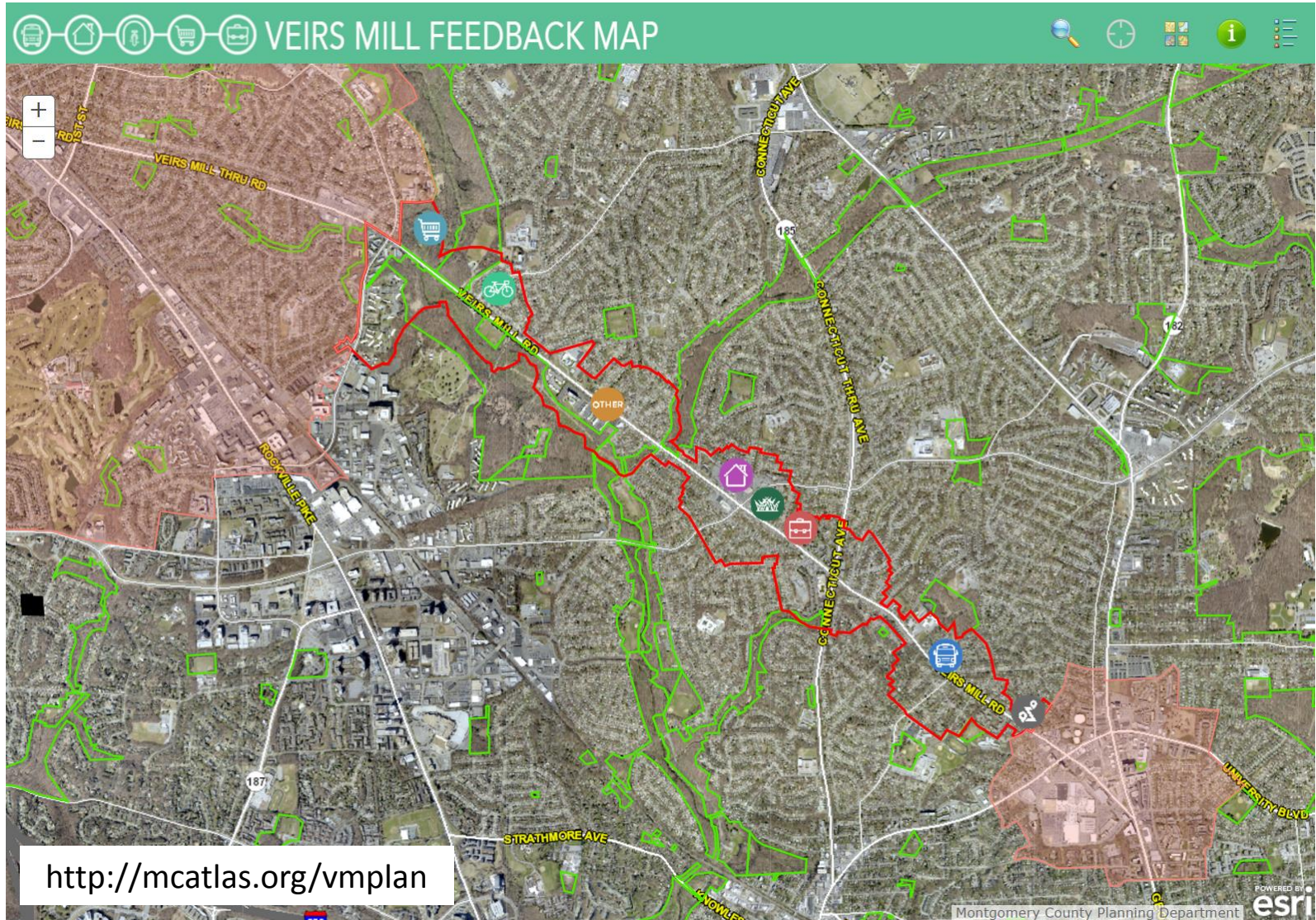
INITIAL AREA OF FOCUS – PARKS AND OPEN SPACE





VEIRS MILL CORRIDOR MASTER PLAN

SHARE YOUR SUGGESTIONS



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

Jessica McVary

Phone: 301-495-4723

Email: Jessica.McVary@montgomeryplanning.org

Nancy Sturgeon

Phone: 301-495-1308

Email: Nancy.Sturgeon@montgomeryplanning.org

- Project Webpage: www.montgomeryplanning.org/veirsmill
- Interactive Map: <http://mcatlas.org/vmplan>
- Twitter: @montgomeryplans
- Facebook: Facebook.com/montgomeryplanning