



VEIRS MILL

CONNECTING COMMUNITIES

Scope of Work
Planning Board Presentation
March 2, 2017

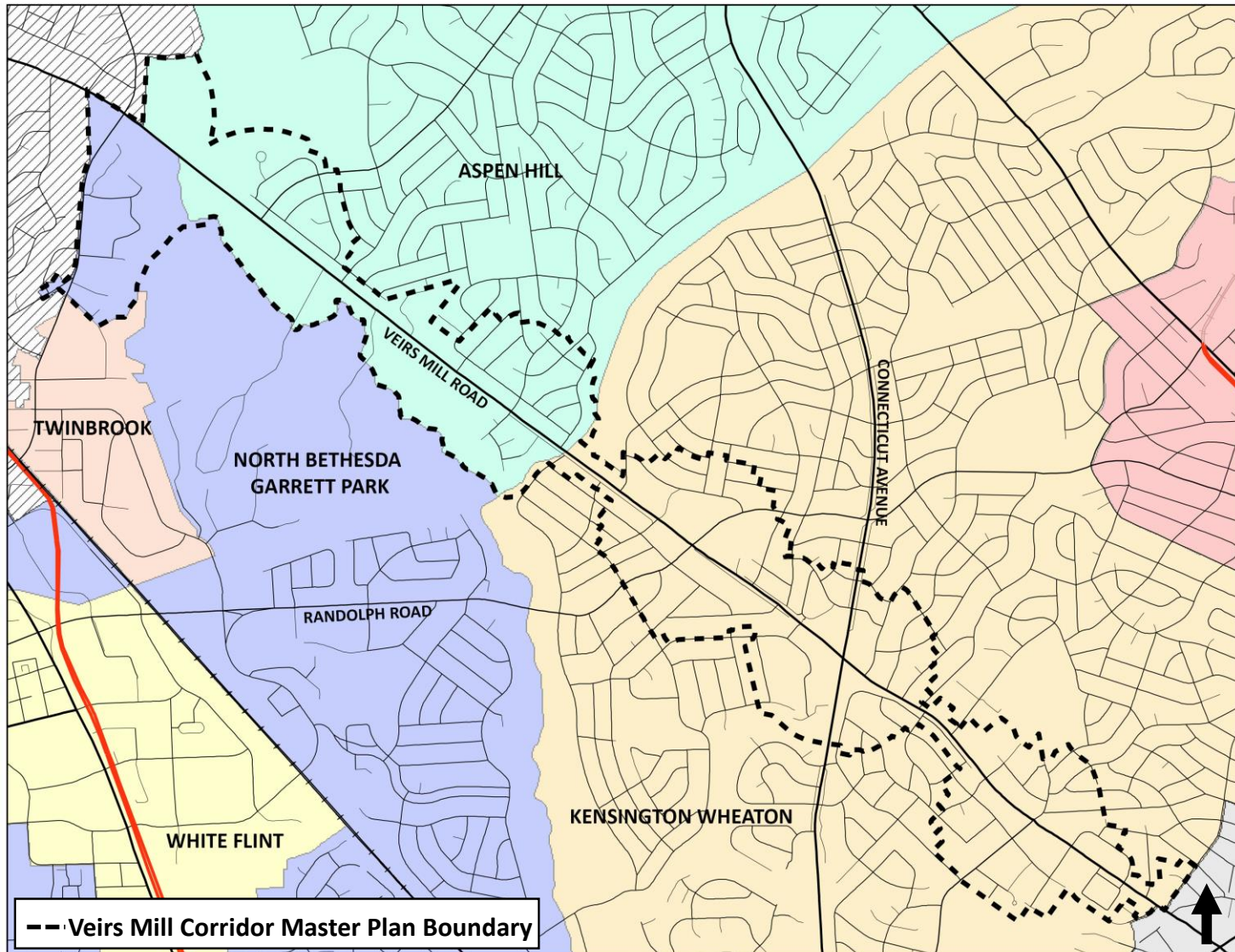


- - - - - Proposed Corridor Plan Boundary
 City of Rockville
 Wheaton CBD Plan Area
 Parkland
 B Proposed BRT Station
 1/4 mile radius

0 2000 ft

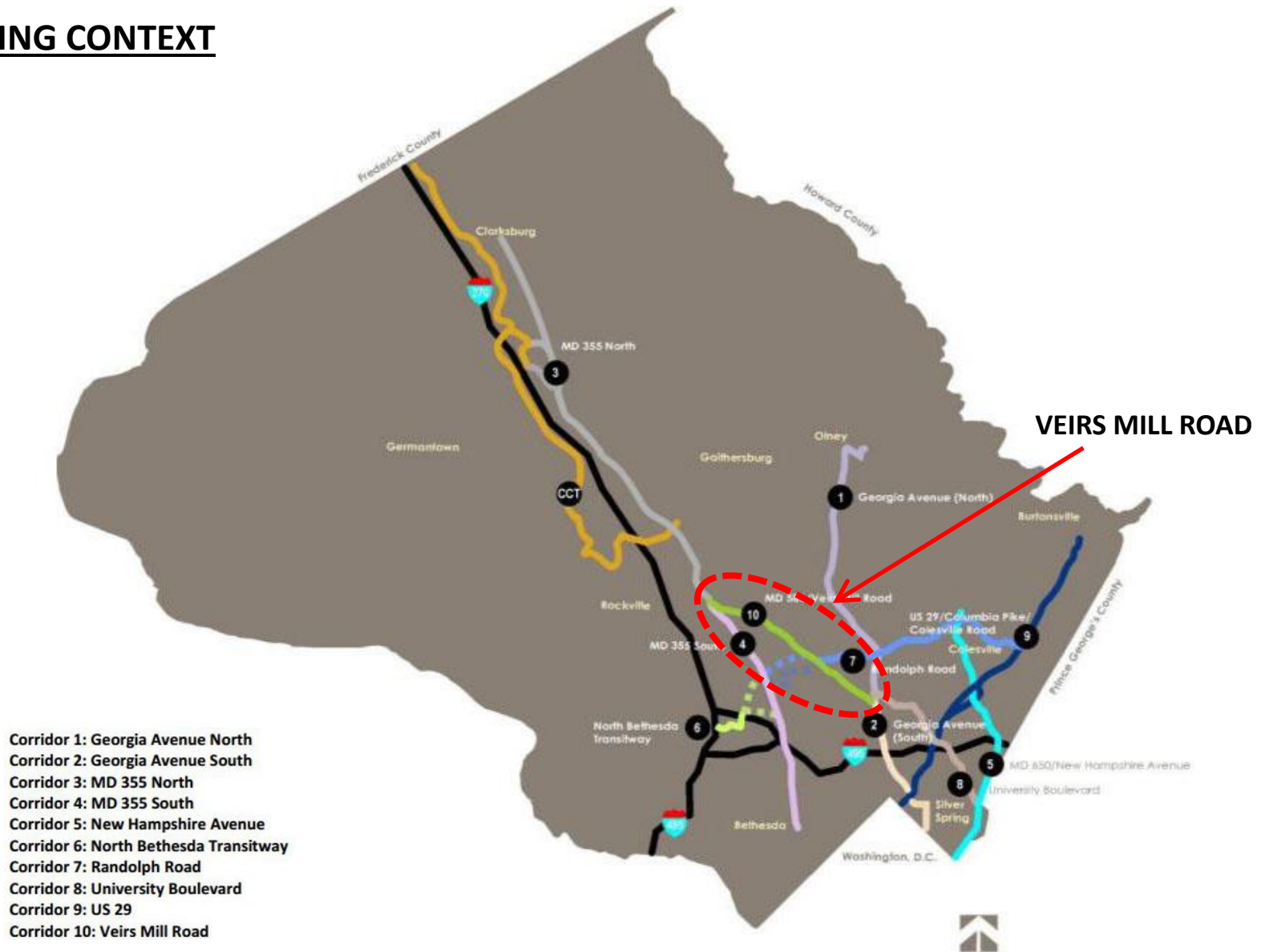


PLANNING CONTEXT





PLANNING CONTEXT



PLAN PURPOSE– WHY VEIRS MILL?

- Introduction of Bus Rapid Transit on Veirs Mill Road is a significant change since the adoption of existing community plans
- Existing community plans predate the concept of BRT on Veirs Mill Road
- Analyze the land use, zoning, bicycle and pedestrian connectivity and community facilities in the Plan Area to reaffirm community vision and priorities
- Consider enhanced connections between neighborhoods and community uses, including schools, churches, parks, natural features and transit



PLAN AREA – EXISTING CONDITIONS



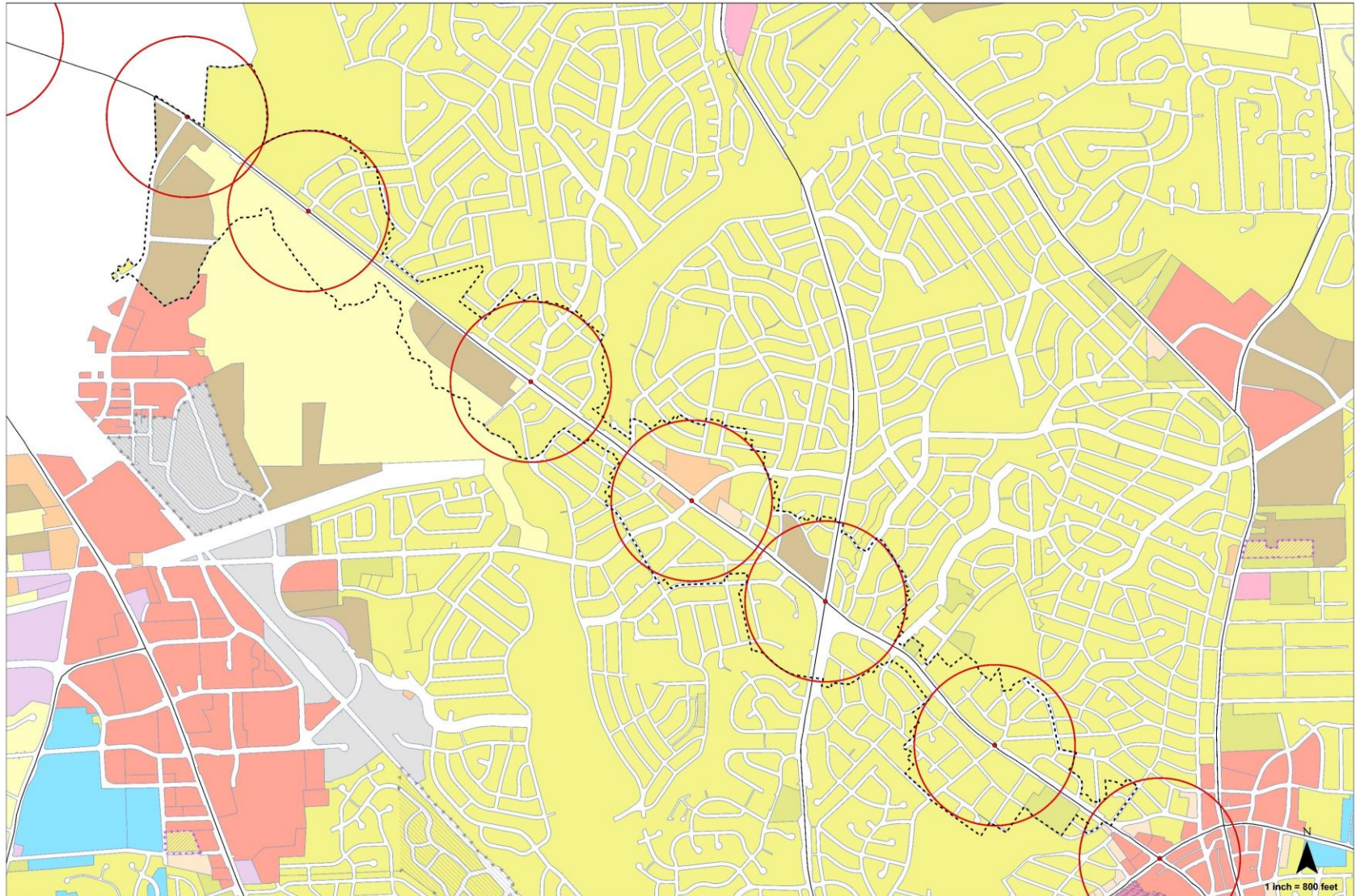


PLAN AREA – EXISTING CONDITIONS





PLAN AREA – LAND USE AND ZONING

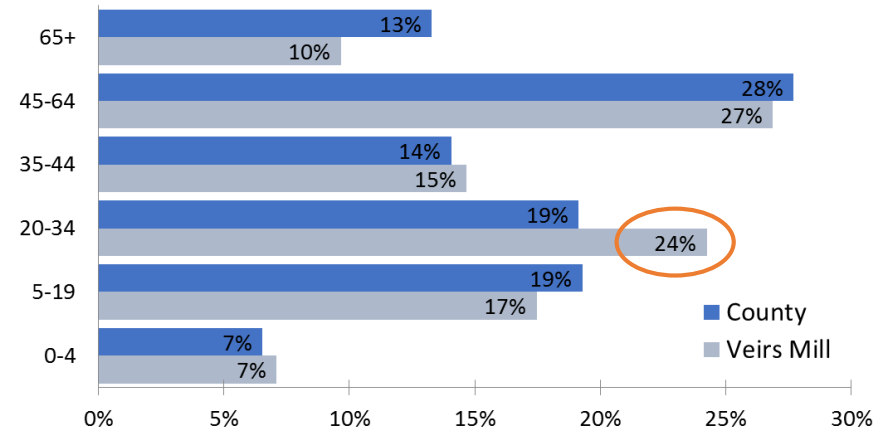




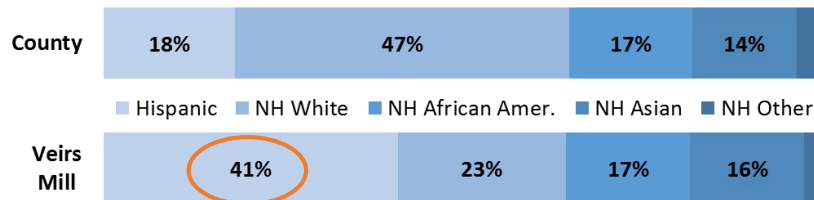
VEIRS MILL DEMOGRAPHICS

- 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”

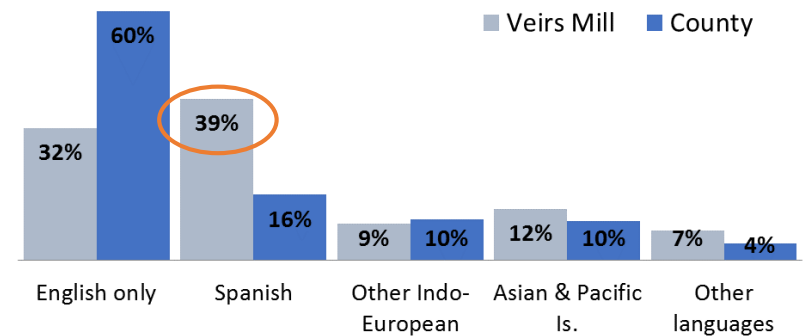
Age Distribution (2015)



Race & Hispanic Origin (2015)



Language Spoken at Home (2015)



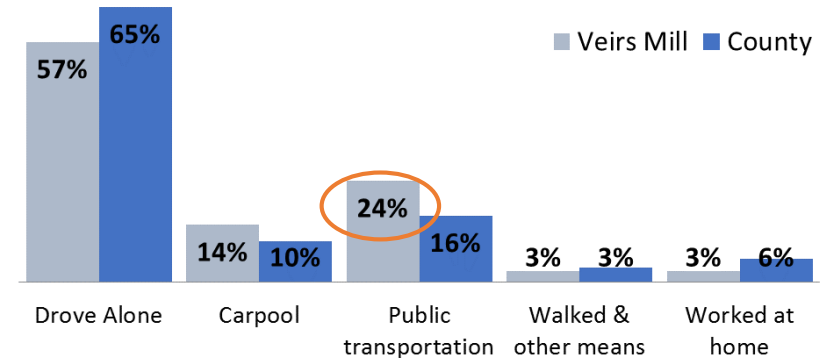
Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates



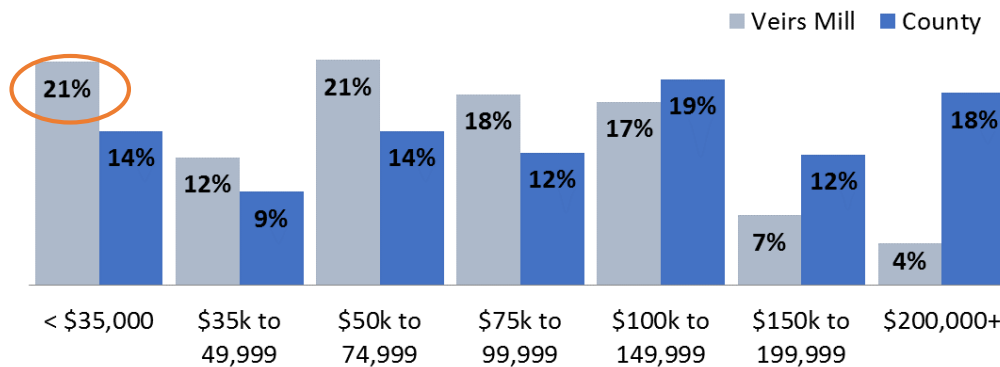
VEIRS MILL DEMOGRAPHICS

- 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)

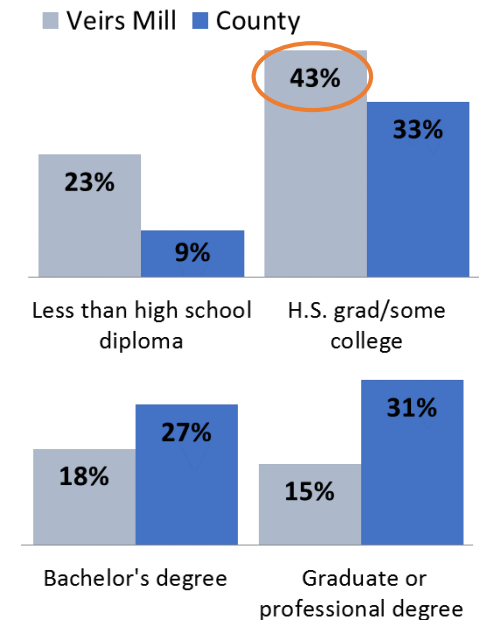
Commuting Mode (2015)



Household Income (2015)



Educational Attainment (2015)



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



HOUSING INVENTORY

- 52% of occupants live in detached single-family housing
- 36% of occupants live in multi-family housing
- 58% of occupants live in owner-occupied units

Housing Type

	Total Housing Units	Detached Single Family	Attached Single Family	Multi-Family (3+ Units)
Veirs Mill	7,697	3,998	941	2,745
Percent		52%	12%	36%
Montgomery County	382,913	184,376	70,243	125,716
Percent		48%	18%	33%

Occupancy Status

	Occupied Units	Owner-Occupied	Renter-Occupied
Veirs Mill	7,419	4,334	3,085
Percent		58%	42%
Montgomery County	365,235	241,654	123,581
Percent		66%	34%

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



Median Rent

	Median Contract Rent	Median Gross Rent
Veirs Mill	\$1,637.50	\$1,872.50
Montgomery County	\$1,463	\$1,627

Gross rent is the contract rent plus the estimated cost for utilities.

Cost Burdened Renters

	30% or More	50% Or More
Veirs Mill	42%	21%
Montgomery County	49%	23%

Cost burdened renters spend more than 30% of their gross income on rent, severely cost burdened renters spend more than 50% on rent.

HOUSING INVENTORY

- Median contract rent is \$1,637.50, a 12% increase from the Montgomery County median of \$1,463
- 42% of renters in Veirs Mill are cost-burdened – 21% of renters are severely cost-burdened

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



Median Home Value

Median Home Value	
Veirs Mill	\$322,850
Montgomery County	\$454,700

Median Year Structure Built

	Owner-Occupied	Renter-Occupied
Veirs Mill	1957	1963
Montgomery County	1977	1980

HOUSING INVENTORY

- Median home value is \$131,850 less in Veirs Mill than the Montgomery County median.
- The median year a structure was built in Veirs Mill is 1957 for a owner-occupied structure, 20 years less than the Montgomery County median. The median for renter-occupied units is 1963, 17 years less than the Montgomery County median.

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



LENGTH OF TENURE

- Most Veirs Mill owner-occupied occupants moved into their structures in 2000-2009
- Most renter-occupied occupants moved into their structures in 2010-2014

	Moved in 2015 or later	Moved in 2010 to 2014	Moved in 2000 to 2009	Moved in 1990 to 1999	Moved in 1980 to 1989	Moved in 1979 or earlier
Veirs Mill						
Owner-Occupied	1%	14%	39%	20%	12%	15%
Renter-Occupied	3%	52%	36%	6%	2%	1%
Montgomery County						
Owner-Occupied	0%	10%	31%	15%	7%	4%
Renter-Occupied	3%	60%	32%	4%	1%	0%

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



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



OFFICE INVENTORY

- Approximately 130,000 SF of Office in Plan Area, Distributed Across Less Than a Dozen Properties
 - Predominantly Class B and C Office Space
 - Single Office Structures and Office Condominiums
 - Office Sizes from 3,000 – 30,000 SF
 - Tenants are Mainly Individual Medical Practitioners, Real Estate and Insurance Agents

Offices in Plan Area

	Inventory (SF)	Vacancy Rate	Rent PSF
Veirs Mill Plan Area	137,444	0.40%	\$22.06
Montgomery County	73,014,295	14.60%	\$28.18

Source: CoStar Group, Inc.



Connecticut Belair Medical Park



Heritage Park Business Center

GUIDING PRINCIPLES

- Balance **preservation** of the low-density **residential** character with uses at strategic locations to support transit and provide **neighborhood** serving **amenities**
- Enhance bicycle and pedestrian **connectivity** to existing and proposed transit stops, community facilities and neighborhood uses
- Promote Veirs Mill Road as a corridor which connects **neighborhoods**, reinforces **community** patterns and celebrates **natural features**

PLAN FOCUS

- Land Use
- Transportation – Access, Connectivity and Infrastructure
- Placemaking and Streetscape Design
- Environment – Healthy and Sustainable Communities
- Community Facilities – Schools, Parks and Open Space



LAND USE





CONNECTIVITY

- Connectivity from neighborhoods to existing and proposed transit, community facilities and neighborhood-serving uses
- Evaluate opportunities for improved bicycle and pedestrian infrastructure





PLACEMAKING





COMMUNITY FACILITIES – PARKS AND OPEN SPACE





COMMUNITY FACILITIES - SCHOOLS



HEALTHY AND SUSTAINABLE COMMUNITIES

- Promote access to alternative transportation modes, encourage walkability and reduce dependency on single-occupancy vehicles
- Encourage access to parks, open spaces and community facilities
- Enhance public safety and encourage healthy lifestyles
- Support a range of housing types
- Protect, preserve and enhance the natural features in the Plan area, including Rock Creek and Turkey Branch



PLAN OUTREACH

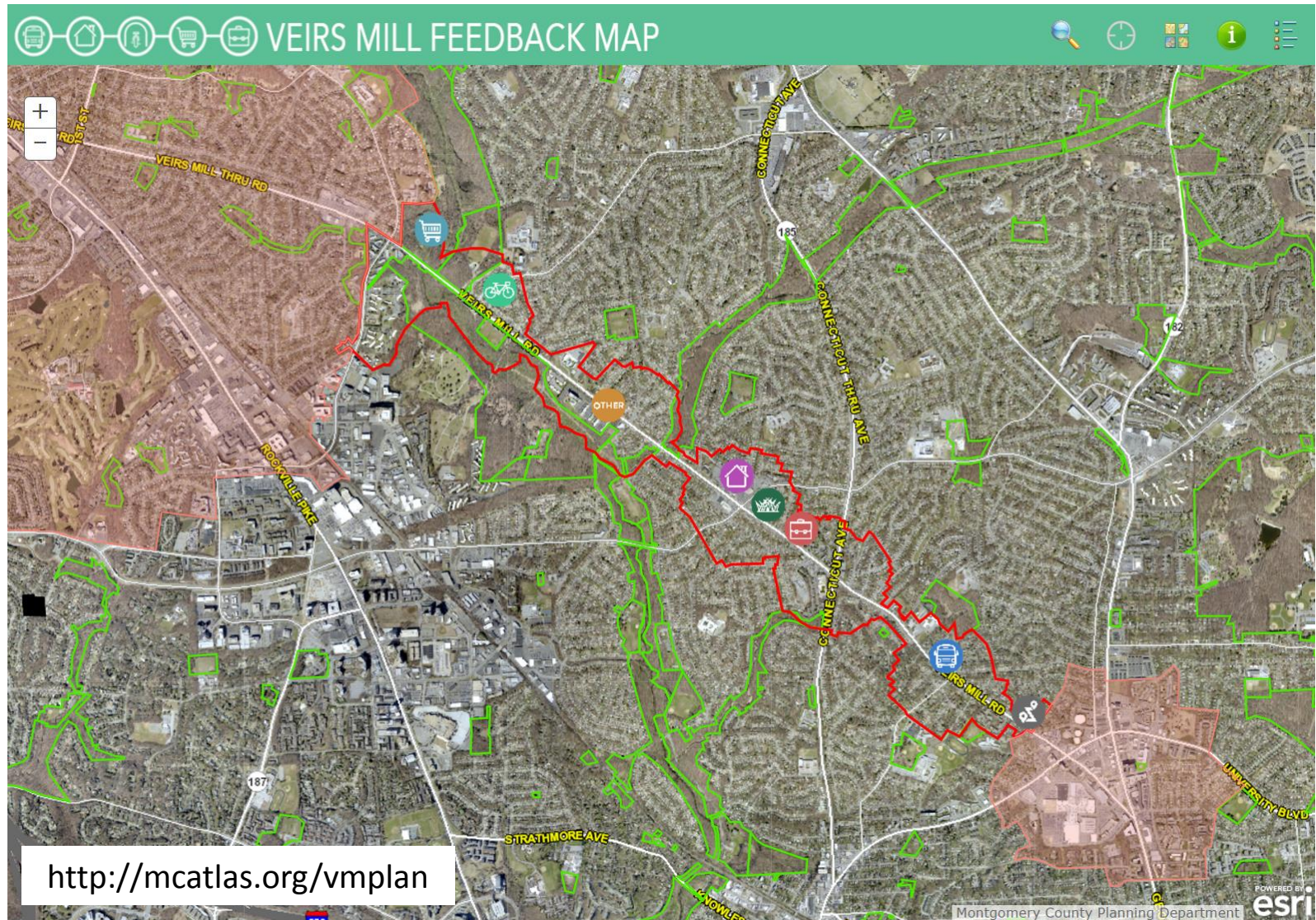
- General comments 1
- SEEMS Plan based on BRT. It's not finalized yet. How can you plan if we don't have final BRT plan?
 - MC DOT - ALL ALTERNATIVES Have some stations - but impacts still being studied
 - CURRENTLY ALT. 3 (corb running) is preferred
 - Council - MARCH 23 next mtg.
 - FUNDING ?? (FOR BRT) - CURRENTLY No Funding option.
 - BRT & PLANNING STUDY ARE DIFFERENT
 - CURRENT BUS SERVICE on V.M. is very good.
 - Good Bike service on Buses,
 - Don't understand need for BRT here
 - SEEMS some HOA's not contacted.
 - MAIL ALL HOMES on V.M.
 - COULD Planning improvements occur BEFORE BRT is built? — YES
 - CROSSING STREETS is tough (especially @ NIGHT)
What are we going to Do? — "NEED INPUT"





VEIRS MILL CORRIDOR MASTER PLAN

PLAN OUTREACH



NEXT STEPS – PLAN SCHEDULE

- February – June 2017 Community Outreach, Analysis 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
- Russell Provost

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

